

MEDIA RELEASE

For Immediate Release

USD 70 Mil worth of Deals announced in the World's Largest Content Market – MIPCOM

FINAS lead a Record-Breaking more than 70 Malaysian Companies to MIPCOM 2011 to promote TV & Film Properties

Cannes, 4 October 2011 – The official contingent of Malaysia to the world's largest content market – MIPCOM, has doubled since last year from 30 creative content companies to 75 this year. His Excellency Dato' Sri Kamaruddin Siaraf, Secretary General of the Malaysian Ministry of Information, Communications and Culture is leading the Malaysian delegation to MIPCOM this year, held from October 3rd to 6th 2011. The National Film Development Corporation Malaysia (FINAS) has joined forces with the Malaysian Communications & Multimedia Commission (SKMM) and Multimedia Development Corporation (MDeC), in association with the Malaysian External Trade Development Corporation (MATRADE) to reshape and enhance the local film and digital content industry by exposing multiple content properties to the global marketplace.

During MIPCOM, 16 deals worth more than USD 70 million was announced during the Creative Malaysia Cocktail Reception, held in the InterContinental Carlton Hotel in Cannes on Tuesday, October 4th, 2011 at 6 - 8pm, hosted by His Excellency Dato' Sri Kamaruddin Siaraf. Malaysian companies – Animasia Studio, Backbone Entertainment, Cartoon4Kids, Double Vision, Ed-Online Technologies, Escalade, Funcel, InfiniteMotion, Lemon Sky Animation, Payang Group, Sirius Pictures, Tulus Fikir, Vision Animation, Vision New Media, etc are set to reveal deals with their foreign partners from United States, Singapore, South Africa, Australia, NZ, UK, Germany, France, Spain, China, Korea, India, and Lebanon during MIPCOM, related to international co-productions, distributions and global product launches. (Summary of Deals as highlighted below and on the attached slides.)

His Excellency Dato' Sri Kamaruddin Siaraf said, "I am proud that Malaysia has achieved a major break-through this year in MIPCOM, managing to double the growth of Malaysian sellers and available IPs (Intellectual Properties). Making an announcement of 16 major deals worth more than USD 70 million in the world's most prestigious market - MIPCOM is truly a testament of the healthy growth of the Malaysian entertainment and media industry."

As the global consumer spending is estimated to be worth US\$ 1.7 trillion (Price Waterhouse Coopers), the Malaysian Government is aggressively enhancing its plans and strategies to be able to target and capture a significant share of the anticipated expansion value of estimated US\$ 470 billion in Asia-Pacific alone. Under the "MY Creative Content" parallel to the ETP initiative, Malaysia targets to achieve a Gross National Income (GNI) of US\$ 1 billion by 2020, creation of 10,300 jobs, and secure an export of 45% of its GNI targets.

MEDIA RELEASE

Today, Malaysia has developed its industry into a very strong positioning where its local content demand is now bringing significant revenue to many local animation and film producers, as well as becoming “exportable quality” contents worldwide, e.g. The Malay Chronicles: Bloodlines, Mantera, SeeFood, Geng: The Adventure Begins, Saladin: An Animated Series, Bola Kampung, Bala Bowl, Supa Strikas, Boo & Me, Mustang Mama, Upin & Ipin, just to name a few. Malaysia is now known as a very attractive and stable economy for content development, as there’s an abundance of English-speaking creative multi-racial talent pool, aggressive government support, state-of-the-art studio infrastructures, as well as a relatively affordable venue for world-class studio operations.

The current market in Malaysia is on its rise in the healthy direction and recent key results and announcements will certainly help elevate Malaysia towards a High-Income Society and transform Malaysia into a regional hub for digital content. In regards to strategically and effectively promoting Malaysian contents to its fragmented viewerships, the Government is now aligning its plans to help the local industry create a greater impact in the local and international broadcast market with a special focus on global IP development through international co-production programs and partnerships with international distributors.

Zulkifli Wahab, Deputy Director General of FINAS is also reiterated that the key strengths of the Malaysian film and animation studios would be its richness of its culture and heritage, as well as its competitive incentives, state-of-the-art production facilities, low operating costs and its political stability. All these can provide the affluent material resources for developing the animation and TV/film industry. Additionally, with the highly talented workforce, strategic geographical location and economic stability, it allows the country to provide a unique position as being a multi-lingual, multi-cultural and rapidly growing market.

The Malaysian contingent’s objective this year is to put innovation, creativity and entrepreneurship at the forefront of the global film and multimedia content supply chain and to make this industry as an engine of growth and contributor to national GDP. Its primary aim will be to capitalize on past investments in cellular and data networks, by building the vertical industries, such as the creative content and application industry, as the next engine of growth. The end-result will be to enhance Malaysia’s capacity and capability to create many original, locally produced content and develop competency in content-related services to the regional market.

In regards to strategically and effectively promoting Malaysian contents to its fragmented target audience, the Government’s priority will be to align all its plans to help the local industry create a greater presence in the local and international broadcast market with a special focus on global IP development through formalization of international co-production deals and partnerships with international distributors.

To achieve this, the Malaysian Government is going all out to assist the export of Malaysian film and multimedia content at one of the world’s biggest content market – MIPCOM. The Malaysian Government has established a Malaysian pavilion branded under a joint trade name called “Malaysian Creativity for the World”, where more than 70 companies comprising of TV & Film, broadcasters, animation and documentary productions studios will participate.

MEDIA RELEASE

The Global Creative & Media Agency of Malaysia (GCMA) has been appointed by the Malaysian Government to facilitate the development and promotion of the Malaysian Pavilion. GCMA will also help the Malaysian government to accelerate the growth of Malaysian media and entertainment industry, in the hopes of bringing all the industry blocks in a unified effort.

A record-breaking more than 70 Malaysian Companies is represented in MIPCOM 2011 namely broadcasters such as Astro Entertainment, LiTV Asia, Media Prima, MEASAT Broadcast Network Systems, MEASAT Satellite Systems, Radio Television Malaysia (RTM), and TV/film production companies like Animasia Studio, Asa'ad Entertainment Network, Astro Overseas, Backbone Entertainment, Avittele, Cartoon4Kids, Cemporium, Dayang Digital, Ed-Online Technologies, Eurofine, Fine International Network, Funcel, Gama Taktik, Giggle Garage, Homegrown Productions, Infinite Motion, Inspidea, Lemon Sky Animation, Mexcomm, Peppermint Production, Primeworks Studios, Roar Studio, Screen Works International, Sirius Pictures, Sixty2Pictures, Spacetoan Media Hub, Third Rock Creation, Total Sports Asia, Tulus Fikir, Vision Animation, Worldwide Rights Corporation, Xadira Games, etc. The Malaysian buyers and distributors consists of Adept Media, Ambang Entertainment, Electronic Media Airtime Services, I-Intellect Avenue, Insular Challenge, Juita Viden, Media Utama, Paksi Nova, Payang Group, PC-Soft, POD Worldwide, Progressive Dynamic, Solimac, Root Works, Saujana Media, The Global Media Centre for Development, and Vision Plus Entertainment.

Amongst the exciting and new titles to be featured in Cannes this year will include: The Challenger, The Malay Chronicles: Bloodlines, Mantera, KL Gangster, The Kitchen Musical, The Ancient Pushovers, Temptation of Love, Seamasters, Imam Muda, etc. Also animated titles include SeeFood, Kung Fu Chicken, Balla Bowl (Season 2), Saladin: An Animated Series (Season 2), BoBoiBoy, Boo & Me (Season 2), Eori, Cingkus Blues, Buzzy Bee & Friends, War of the World: Goliath, Buzzy Bee & Friends, etc.

For the MIPCOM 2011, Malaysia welcomes the world to a new horizon of creative partnerships. Malaysia, a truly world-class digital content hub for Asia is now ever-ready to invite you to see for yourself the Malaysian creativity that will be able to show you the success of its world-class contents with the strong support of the Malaysian Government. The Malaysian government encourages the establishment of smart partnerships of any form such as co-production, distribution, work-for-hire projects or even investment opportunities. Malaysia has a competitive advantage where the world sees Malaysia as an attractive and conducive Asian Hub for digital content development for the world.

Next, FINAS will be organizing a Malaysian delegation to TIFFCOM (Tokyo, Japan) on 24-26 October, AFM (Santa Monica, CA, USA) on 2-7 November and Asia Television Forum (Singapore) on 7-10 December.

- Ends -

MEDIA RELEASE

SUMMARY OF DEALS

DEAL 1: Animasia Studio of Malaysia has signed a production servicing contract with **Strika Entertainment** to continue the 3rd season of the world-renowned soccer series “Supa Strikas” (13 eps x 22 mins) which is broadcasted by over 70 countries worldwide, including Disney Asia, ESPN Star Sports, Nickelodeon Asia, Orange, SABC, etc.

DEAL 2: Animasia Studio of Malaysia and **ZN Animation** of China to co-produce an animation series “My Ugly Little Brother” (52 eps x 11 mins).

DEAL 3: Backbone Entertainment of Malaysia, **Neonpumpkin** of Korea and **Millimages** of UK to co-produce a 3D animated TV series (52 eps x 11 mins) “Call for ChiChi”.

DEAL 4: Cartoon4Kids of Malaysia and **Baleuko** of Spain to co-produce a 3D animated TV series (52 x 11 mins) “Smolitoon”.

DEAL 5: Double Vision of Malaysia & **FFP New Media** of Germany to co-produce a tele-movie “Re-United in Malaysia” (90 mins). This is the second successive co-production tele-movie project, after the a success of “Rendez-vous in Malaysia”.

DEAL 6: Escalade of Malaysia & **Latin Media Corporation** of the United States to co-produce a telenovela drama series “Only You...Sofea Hana” (26 eps x 60 mins) for the local and global market, promoting rich Malaysian cultural values and traditions through suspense and mystery, with a strong storyline.

DEAL 7: Funcel of Malaysia and **August Media** of Singapore to co-finance and co-produce a slate of 3 animated series of 52 episodes each. Funcel will be the animation production partner for the slate of series, while August Media along with its Scottish subsidiary – Red Kite Animation would be responsible for development, finance, executive production and distribution. The titles of the 3 series are expected to be announced before the end of the year.

DEAL 8: Infinite Motion of Malaysia and **DuArt Film And Video** of USA to co-produce an undisclosed animation series title, inclusive of script writing and dubbing.

DEAL 9: Infinite Motion of Malaysia and **Three Black Cat** of UK to co-produce an animation series “Ella Brella” (52 eps x 11 mins).

DEAL 10: Lemon Sky Animation of Malaysia, **Lion Rock Ventures** of NZ & **Media Tropics** to co-produce a Pre-School animation series “Buzzy Bee & Friends” (52 eps x 7

MEDIA RELEASE

mins) that is based on a popular NZ-brand, as seen on TVNZ. Distributed by Australia's Beyond Distribution, the series is a finalist of this year's MIPCOM Junior's Kids Jury Award.

DEAL 11: Cedars Art Production of Lebanon has signed a non-exclusive deal with **Payang Group** of Malaysia to distribute an Islamic animation series "Animal Stories from Qur'an" for South East Asia Territory.

DEAL 12: Sirius Pictures of Malaysia and **Heart Command Films** of India to co-produce a slate of feature films and documentaries for television and new media platforms.

DEAL 13: Tulus Fikir of Malaysia, **Synergy Media** of Korea & **Crazy Bird Studio** of Korea to co-produce an animation series "Playground Robot Bboing" (26 eps x 11 mins) that was recently awarded as the Best Planning Award of the 2011 Seoul International Cartoon & Animation Festival.

DEAL 14: Sesame Workshop of the United States has appointed **Vision Plus Entertainment** of Malaysia to distribute and co-produce localized contents for program catalog of Sesame Street in Malaysia, Thailand, Indonesia and the Philippines, comprising of Play with Me Sesame, Elmo's World, Abby's Flying Fairy School and Jalan Sesama.

DEAL 15: Ed-Online Technologies of Malaysia and **Bryant Whittle** of UK jointly announce the completion of their 10-book educational children series, based on their animation TV series "Red, Yellow and Blue" (52 eps x 11 mins), which is currently in development between Ed-Online Technologies, Bryant Whittle of UK and Scrawl Studios of Singapore.

DEAL 16: Co-Production Partners - Vision Animation of Malaysia and **Moody Street Kids** of Australia announce the global product launch of their co-produced animation series "Flea Bitten" (52 eps x 11 mins) global distribution is handled by the Australian Children's Television Foundation (ACTF).

MEDIA RELEASE

COMPANY PROFILE

About National Film Development Corporation of Malaysia (FINAS)

The main objective of National Development FINAS is to promote, develop and facilitate film productions in Malaysia. Our vision is to uphold the National Cultural Heritage through films. Our mission is to develop the local film industry into the international standard. For filming, FINAS is the best source of information for permits, locations and a one stop centre for all your local requirements to ensure a smooth and successful shooting experience in Malaysia.

For more information, please go to www.finas.gov.my

About Malaysian Communications and Multimedia Commission (SKMM)

Malaysian Communications and Multimedia Commission (SKMM), which regulates the converging communications and multimedia industry, is actively taking part in efforts to develop the content industry in Malaysia. Among the strategies are to seek co-venture partners for local producers and provide funding support through the Creative Industry Development Fund. The focus areas are animations, documentaries and mobile content.

SKMM, as the agency that licenses network operators including broadcasters and telecommunication companies, is constructively working together with the local network owners, content producers and other government agencies to promote Malaysia as the regional hub for content production and services.

For more information, please go to www.skmm.gov.my

About Malaysia External Trade Development Corporation (MATRADE)

Malaysia External Trade Development Corporation (MATRADE) is Malaysia's National trade promotion agency. Established in March 1993, MATRADE's primary role is to assist Malaysian exporters to develop and expand their export markets. Assisted by a network of 40 overseas offices located in Major commercial cities around the world, MATRADE provides a wide range of services and assistance to both Malaysian exporters and foreign importers who are sourcing for trade related information.

For more information, please go to www.matrade.gov.my

About Multimedia Development Corporation (MDeC)

Multimedia Development Corporation (MDeC) is a unique high powered government-owned corporation, established to facilitate the development and promotion of MSC Malaysia, the premier Malaysian ICT initiative. MDeC is tasked to advise the Malaysian Government on ICT legislation and policies, develop MSC Malaysia as a key growth driver of the economy and set breakthrough standards for ICT and multimedia operations. MDeC also promotes MSC Malaysia locally and globally, as well as supports companies which are located within the MSC Malaysia designated areas. MDeC works closely with various parties and government agencies to ensure that MSC Malaysia offers a conducive enabling environment for companies to harness the full potential of ICT and multimedia technologies.

For more information, please go to www.mscomalaysia.my

About Global Creative & Media Agency (GCMA)

Global Creative and Media Agency (GCMA) has been established to catalyze and accelerate the growth of Malaysia's modern entertainment & media industry in the hopes of bringing all the industry blocks in a unified effort between the Government & private sectors. Its main objective is to develop the entertainment & media industry and create strategic market access promotional campaigns that will maximize the economic growth,

MEDIA RELEASE

bridge convergence of media technologies, and promote Malaysia's contents & services in the area of TV/film, animation, games, mobile, new media, etc.

Today GCMA plays a critical role to facilitate market development, PR & media, foreign Government relations and industry development. Within Malaysia, GCMA has the largest & most up-to-date network of industry professionals in the private, public and academic sectors combine to bring you the very best contents and services.

For more information, please go to www.gcma.tv

Press contacts:

Adam Ham

PR & Media Relations, GCMA

+6013.338.2326

adam.ham@gcma.tv