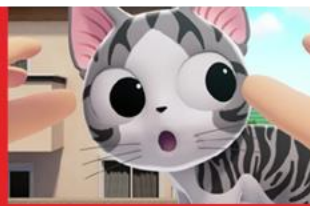


APC
Kids*

CARTOON BUSINESS 2019

New Strategical Moves from Producers and Distributors



APC
Kids*



Zephyr*
ANIMATION



WHO WE ARE

APC Kids is the children's entertainment arm of APC Studios, the leading independent distribution and production company founded by seasoned TV professionals Emmanuelle Guilbart and Laurent Boissel.



Managing Director **Lionel Marty** started international distribution of TV programs in 1994 at Tele Images, then specialized in kids' contents in 1999 when he launched the Distribution Department of France Animation. He later became President of Worldwide Distribution, CP and Digital at Moonscoop, where he worked for 10 years.

Lionel has received many international awards: Best Distributor by Kidscreen, Best Distributor at Cartoon Forum and several Best TV France International Animation Exports.

His credentials: Building kids IP's on an international level by optimizing sales and exposure to enable licensing & merchandising exploitation (*Titeuf, Geronimo Stilton, Casper's Scare School, Fantastic 4, Code Lyoko, Chloe's Closet, Kid-E-Cats*).



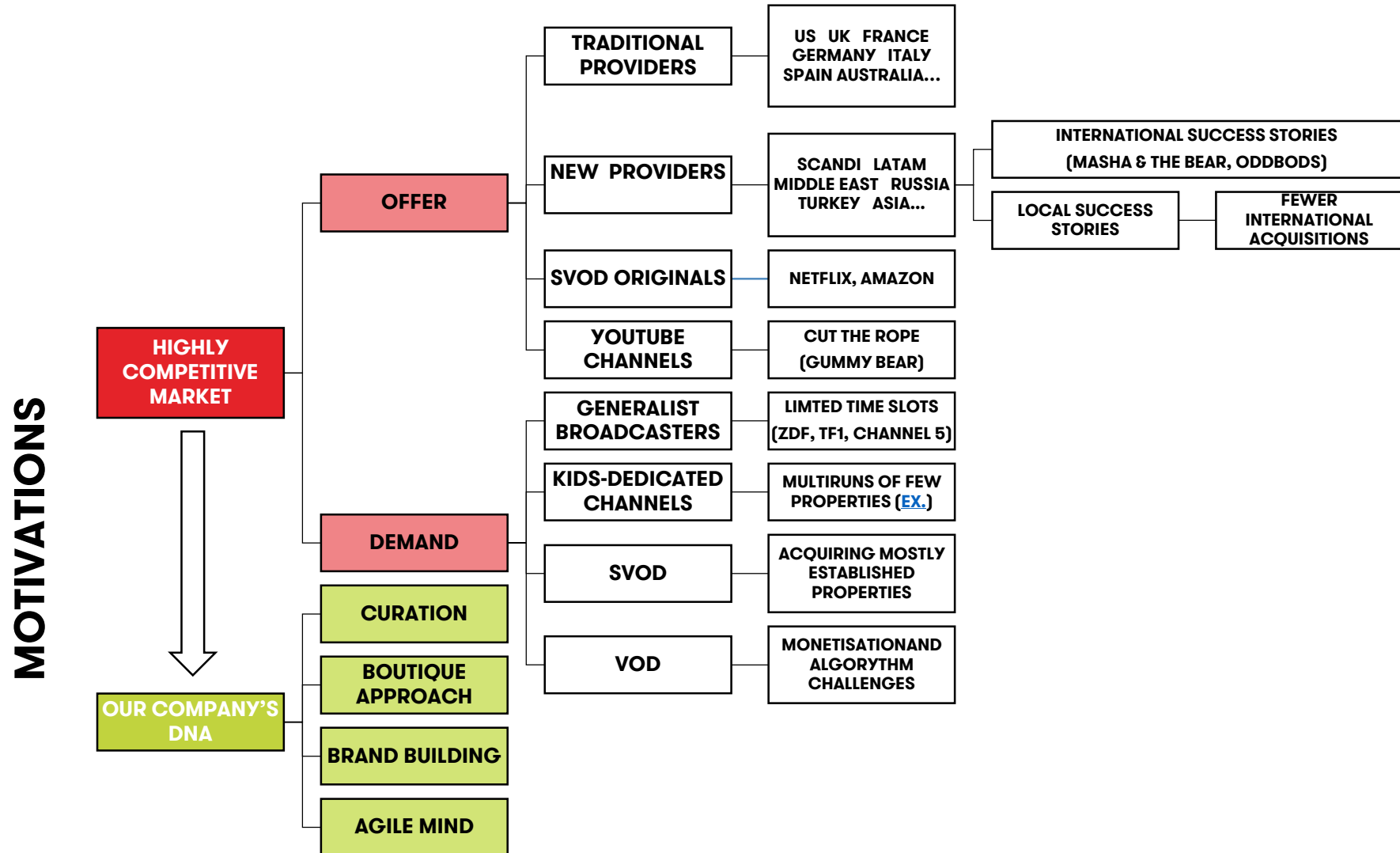
In 2018, APC Kids launched its own production company, **Zephyr Animation**, to produce and coproduce its own shows, while continuing to distribute those from leading producers worldwide.

Zephyr is led by its Chief Creative Officer, **David Sauerwein**, former Head Writer, Story Editor and Script Doctor for Xilam and Ubisoft.

Among our assets, our board chairman **Nigel Pickard**'s wealth of experience in international television: he has held senior broadcasting positions within the UK industry, as Controller of Children's at the BBC, Director of Programmes at ITV, and, most recently CEO of UK Kids and Family and CEO of Zodiak Middle East, Asia and Australia. Nigel is APC Kids' **creative consultant**, and also **executive producer** of some of our projects.



MOTIVATIONS



PILLARS

01

Address the needs of independent producers, from **co-development & coproduction** ([Zephyr Animation](#)), **financing (SOF)** and **distribution** (Distribution or Agent deals).

02

A boutique approach: focused on building limited number of selected IP's to international level, offering an alternative to big distribution groups through **carefully curated content and bespoke solutions**

03

A 360 approach: building kids' brands by optimizing exposure in order to enable **licensing & merchandising exploitation** (not only maximizing TV sales), thanks to:

- our experts' know-how
- our strategic alliance with global toy company (insight on toy adaptability)

04

Senior experience, an agile and dedicated mind:

- TV market expertise: broadcasters, editorial guidelines, age target groups, trends, competition...
- L&M expertise (cf. pillar 3).
- Content expertise:
 - Script development.
 - Graphic development.

CASE STUDY: KID-E-CATS

2015



Three Kittens: a Russian preschool animation project from Metrafilms for CTC Media

2016

APC Kids brings on board Nigel Pickard as executive producer and Ceri Barnes as story editor



2017

Distribution deal with Nick Jr, taking the brand to 150+ countries



2018

15+ broadcasters, Season 2 launch



Global mastertoy deal with Toy Plus

14 licensing agents



50+ licensees including Egmont, Ravensburger, Panini...

EGMONT Publishing

2019

Season 3 launch

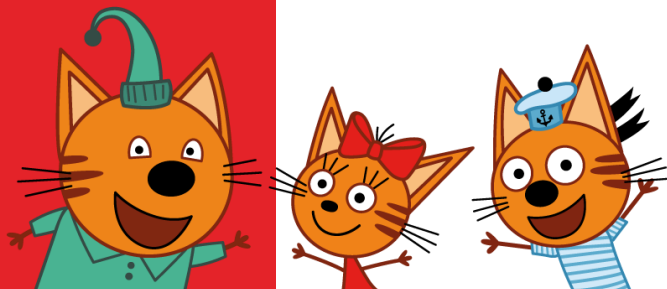
Global deals with 4 mobile game developers



1st Brand Summit in Mexico



To be continued...



KEY PROPERTIES



KID-E-CATS 104x5'

3rd season in production
Mastertoy Toy Plus



ROGER 78x7'

Produced by Je Suis Bien
Content (*Best Bugs, Boyster*)



FOX AND HARE 26x11'

Presold to 10+ broadcasters
(KRO, YLE, DR, SuperNRK...)



RICKY THE DINOSAUR 52x5'

From Russia's largest
animation prodco



CHI MY KITTEN 76x11'

Adapted from best-selling
book series by Kodansha



MEMORIES OF NANETTE 52x11'

Adapted from comic books
created by Nob



ZOLI & POKEY 52x11'

18% market share on Gulli,
above average of the channel



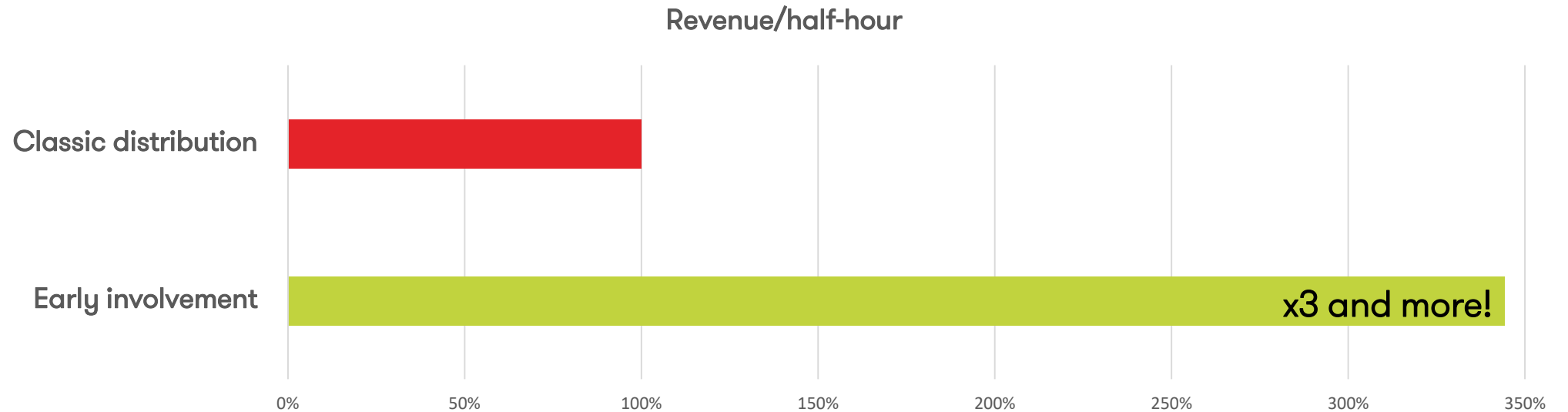
GALACTIC AGENCY 52x11'

Creators: Cédric Stephan, Fabien Limousin
(*Boyster, Mr Magoo*), Julie Chabrol

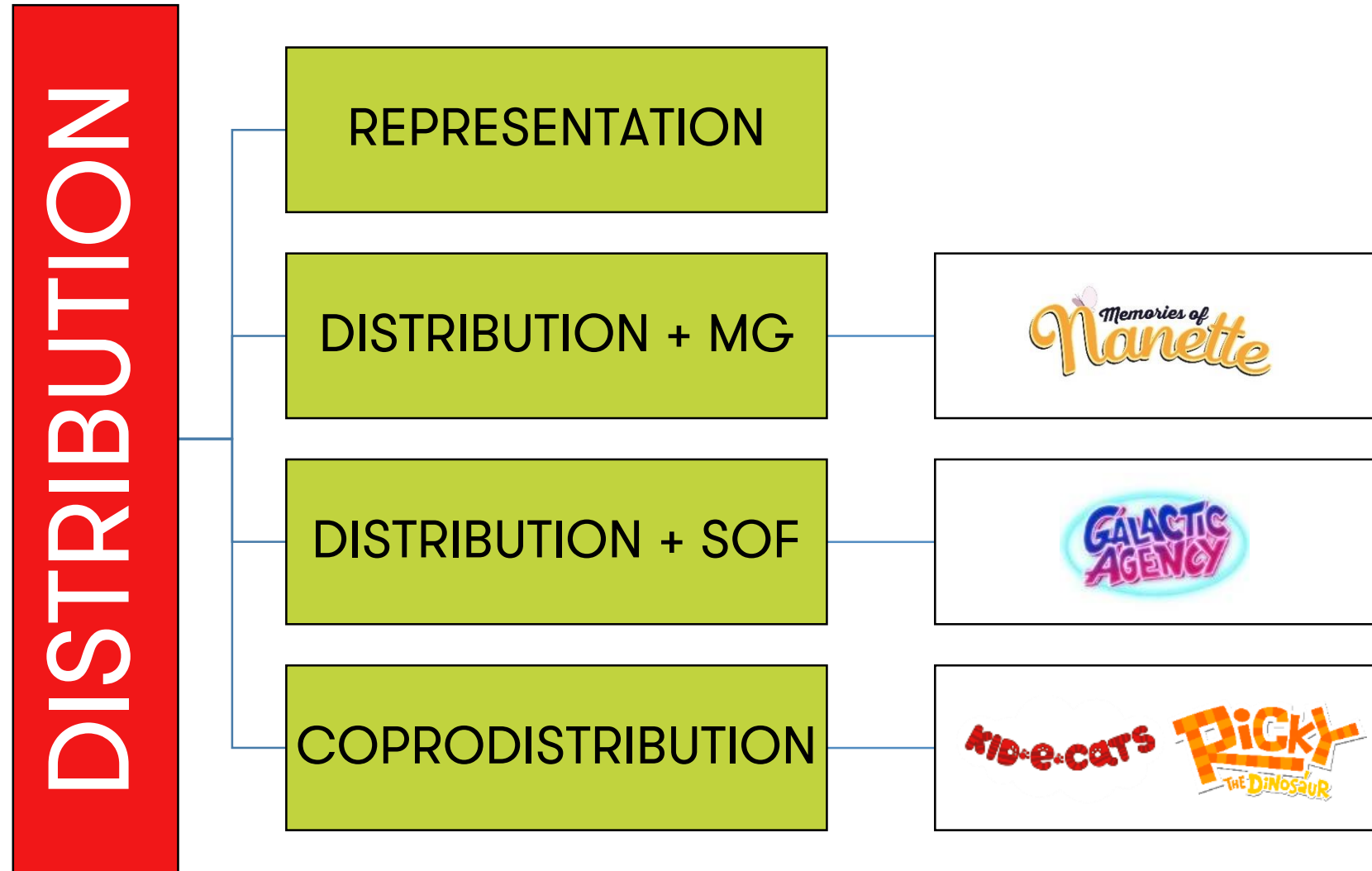


CLASSIC DISTRIBUTION VS. EARLY INVOLVEMENT

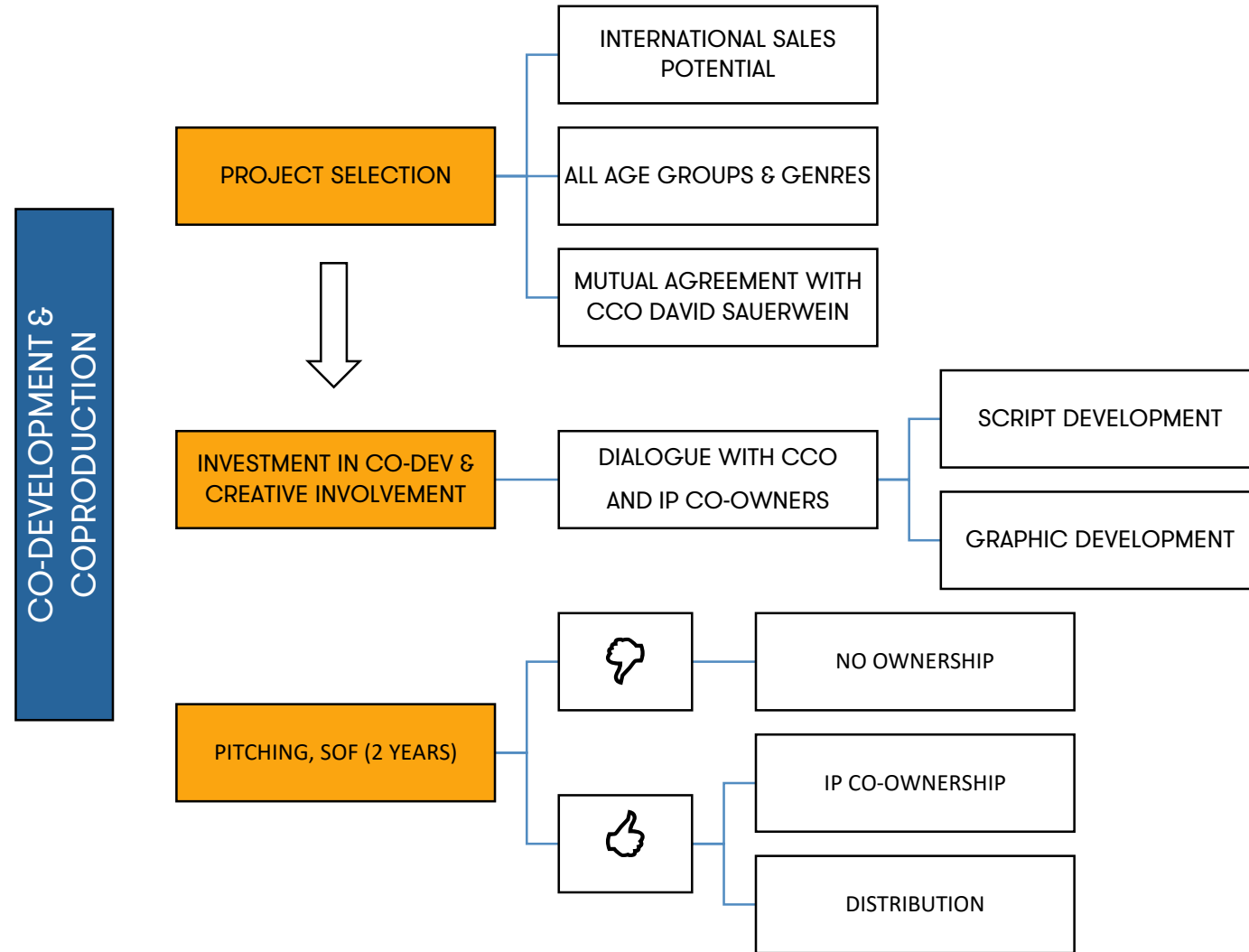
Commercialisation 2017-2018



CASE-BY-CASE DISTRIBUTION



CO-DEVELOPMENT & COPRODUCTION



IN DEVELOPMENT



ADOONGA 52x11'
Co-produced with

VOOZ



PRONTO 52x11'
Co-produced with

GIGGLEBUG
ENTERTAINMENT



GONE GILLS 52x11'
Co-produced with

Ferly



MINIMECS 52x11'
Co-produced with

Ferly



AGENT A 26x26'
Co-produced with

MONKEY EGGS
Hybrid Animation

SALES FORECASTS 26x26'

	FREE TV		PAY TV		HOME VIDEO / EST		SVOD		TOTAL	
	Low	High	Low	High	Low	High	Low	High	Low	High
WESTERN EUROPE										
Flemish Belgium	1 200 €	1 500 €							1 200 €	1 500 €
French-speaking Belgium	800 €	1 500 €							800 €	1 500 €
Netherlands / Luxembourg	1 200 €	2 000 €							1 200 €	2 000 €
Germany	4 000 €	22 000 €							4 000 €	22 000 €
Fr-speaking Switzerland	1 500 €	1 500 €							1 500 €	1 500 €
Italy	3 000 €	8 000 €							3 000 €	8 000 €
Portugal	500 €	1 000 €							500 €	1 000 €
Greece	500 €	800 €							500 €	800 €
UK & Ireland	2 000 €	15 000 €							2 000 €	15 000 €
Norway	800 €	1 200 €							800 €	1 200 €
Finland	600 €	1 000 €							600 €	1 000 €
France	3 000 €	15 000 €							3 000 €	15 000 €
Sweden	700 €	1 000 €							700 €	1 000 €
Denmark	1 500 €	2 000 €							1 500 €	2 000 €
EMEA			15 000 €	20 000 €	1 000 €	3 000 €	3 000 €	8 000 €	19 000 €	31 000 €
TOTAL WESTERN EUROPE	5 53 800 €	1 911 000 €	390 000 €	520 000 €	26 000 €	78 000 €	78 000 €	208 000 €	1 047 800 €	2 717 000 €

SALES FORECASTS 26x26'

EASTERN EUROPE	FREE TV		PAY TV		HOME VIDEO / EST		SVOD		TOTAL	
	Low	High	Low	High	Low	High	Low	High	Low	High
Russia / CIS	400 €	2 000 €							400 €	2 000 €
Poland	500 €	1 000 €							500 €	1 000 €
Czech Republic / Slovakia	300 €	600 €							300 €	600 €
Hungary	400 €	500 €							400 €	500 €
Baltic states	300 €	500 €							300 €	500 €
Ukraine	400 €	800 €							400 €	800 €
Ex-Yugoslavia	400 €	800 €							400 €	800 €
Romania / Bulgaria	200 €	400 €							200 €	400 €
Pan Eastern Europe			1 500 €	3 000 €	500 €	1 000 €	1 000 €	4 000 €	3 000 €	8 000 €
TOTAL EASTERN EUROPE	75 400 €	171 600 €	39 000 €	78 000 €	13 000 €	26 000 €	26 000 €	104 000 €	153 400 €	379 600 €

SALES FORECASTS 26x26'

MIDDLE EAST	FREE TV		PAY TV		HOME VIDEO / EST		SVOD		TOTAL	
	Low	High	Low	High	Low	High	Low	High	Low	High
Middle East	1 000 €	2 000 €					500 €	1 000 €	1 500 €	3 000 €
Turkey	400 €	600 €							400 €	600 €
Maghreb	200 €	300 €								
South Africa	400 €	800 €								
Israel	300 €	600 €			200	400	200	400	700 €	1 400 €
TOTAL MOYEN ORIENT	59 800 €	111 800 €	- €	- €	5 200 €	10 400 €	18 200 €	36 400 €	83 200 €	158 600 €
OCEANIA										
Australia / New Zealand	1 500 €	2 500 €	\$ 500	\$ 1 000	500 €	1 000 €	500 €	1 000 €	3 000 €	5 500 €
TOTAL OCEANIA	39 000 €	65 000 €	13 000 €	26 000 €	13 000 €	26 000 €	13 000 €	26 000 €	78 000 €	143 000 €

SALES FORECASTS 26x26'

ASIA	FREE TV		PAY TV		HOME VIDEO / EST		SVOD		TOTAL	
	Low	High	Low	High	Low	High	Low	High	Low	High
Japan	1 500 €	4 000 €							1 500 €	4 000 €
South Korea	800 €	2 000 €							800 €	2 000 €
Hong Kong	500 €	700 €							500 €	700 €
India/Sri Lanka/Pakistan	500 €	2 000 €							500 €	2 000 €
Indonesia	500 €	1 200 €							500 €	1 200 €
Malaysia	500 €	1 500 €							500 €	1 500 €
Philippines	500 €	1 500 €							500 €	1 500 €
Singapore	400 €	800 €							400 €	800 €
Taiwan	500 €	800 €							500 €	800 €
Thailand	400 €	1 500 €							400 €	1 500 €
Vietnam	300 €	600 €							300 €	600 €
China	1 500 €	4 000 €							1 500 €	4 000 €
Pan South East Asia			2 000 €	4 000 €	800 €	1 500 €	1 000 €	2 000 €	3 800 €	7 500 €
TOTAL ASIA	205 400 €	535 600 €	52 000 €	104 000 €	20 800 €	39 000 €	26 000 €	52 000 €	304 200 €	730 600 €

SALES FORECASTS 26x26'

	FREE TV		PAY TV		HOME VIDEO / EST		SVOD		TOTAL	
	Low	High	Low	High	Low	High	Low	High	Low	High
NORTH AMERICA										
USA	4 000 €	20 000 €			1 500 €	3 000 €	4 000 €	10 000 €	9 500 €	33 000 €
Canada	3 000 €	6 000 €			500 €	1 000 €	1 000 €	2 000 €	4 500 €	9 000 €
TOTAL NORTH AMERICA	182 000 €	676 000 €	- €	- €	52 000 €	104 000 €	130 000 €	312 000 €	364 000 €	1 092 000 €
CENTRAL & SOUTH AMERICA										
Mexico	800 €	1 500 €							800 €	1 500 €
Brazil	500 €	1 500 €							500 €	1 500 €
Argentina	300 €	1 200 €							300 €	1 200 €
Others Latam	500 €	1 000 €							500 €	1 000 €
Pan Latam			1 500 €	4 000 €			500 €	1 500 €	2 000 €	5 500 €
TOTAL CENTRAL & SOUTH AMERICA	54 600 €	135 200 €	39 000 €	104 000 €	0 €	0 €	13 000 €	39 000 €	106 600 €	278 200 €
GRAND TOTAL	1 170 000 €	3 606 200 €	533 000 €	832 000 €	130 000 €	283 400 €	304 200 €	777 400 €	2 137 200 €	5 499 000 €

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