



## **Nelvana Enterprises and *Beyblade Burst* Build Momentum in France With New Licensing Deals**

PARIS, FRANCE – June 20, 2018, With the successful launch of its second season on French pay-TV kids channel Canal J and its back-to-school debut on free-to-air network Gulli, *Beyblade Burst* continues to grow its presence in the French market. Nelvana International, the property's licensing agent in the territory, is capitalizing on the momentum with the addition of CTI (bedding), Sun City (apparel), Leomil (footwear) and ATM (backpacks) to *Beyblade's* French licensing program.

The new licensees join an already successful program led by global master toy licensee Hasbro, that includes Panini (magazine/sticker album), Livres du Dragon d'Or (publishing/activity books), Kazé (manga), Citel (DVDs), Ravensburger (puzzles) and D'arpèje (outdoor products). The new products will be available at French retailers this summer (CTI, Sun City) and during the back-to-school season (Leomil, ATM).

In April, *Beyblade Burst* captured a 23.3 percent share of kids aged four to 10 in France on Gulli. Additionally, *Beyblade Burst* action figures from Hasbro are currently the number one bestseller in the category in the French market and was the second best performing license in France for 2017, according to The NPD Group.

"We're delighted to have teamed up with SUNRIGHTS INC. on *Beyblade Burst*," said Sarah Sakr, Licensing Director at Nelvana International- Europe. "*Beyblade Burst* tops by Hasbro are a huge hit in France, and the property continues to attract a large and growing community of kids that is helping to drive sales of our consumer products program to new heights. The soaring popularity of Hasbro's toys has enabled us to select the very best partners and we're thrilled to be collaborating with so many first-rate licensees."

More than 3,000 kids attended the April 2018 *Beyblade Burst* French National Championship held in Lyon, and on November 3, 2018, SUNRIGHTS INC. and d-rights Inc. – in partnership with TOMY Company, Ltd. and Hasbro Inc. – will bring national champions from all over the world to compete in the *Beyblade Burst* World Championship at Kidexpo in Paris (<http://www.worldtour.beyblade.com>).

### **About Nelvana**

Nelvana is a world-leading international producer and distributor of children's animated and live-action content. Nelvana produces a stable of award-winning and globally renowned brands that focus on comedies, preschool and boys action series and ancillary consumer products programs. Nelvana's content airs on Corus Entertainment's kids channels in Canada and in over 160 countries around the world. The Nelvana library has well over 4,000 episodes of programming and has received over 70 major international program awards including Emmys® and Geminis. Visit the Nelvana website at [nelvana.com](http://nelvana.com).

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### **About SUNRIGHTS INC.**

SUNRIGHTS, INC. is an entertainment rights management company backed by one of the top advertising agencies in Japan, Asatsu DK, and the trading conglomerate Mitsubishi Corp. Located in New York City, SUNRIGHTS manages the rights for BEYBLADE BURST globally outside of Asia. <http://sunrights-inc.com>, Learn more about BEYBLADE BURST on YouTube: [@beybladeofficial](https://www.youtube.com/user/beybladeofficial), Facebook: [@officialbeyblade](https://www.facebook.com/officialbeyblade), Instagram: [@officialbeyblade](https://www.instagram.com/officialbeyblade), Twitter: [@beyblade\\_burst](https://twitter.com/beyblade_burst)

### **About d-rights Inc.**

d-rights, Inc. is a key player in international production of animated content for families and children globally. It is recognized for brands such as Beyblade, B-Daman, and Scan2Go. d-rights manages every aspect of content creation from production to distribution, financing, marketing and product licensing. Co-owned by Asatsu-DK Inc. (ADK) who distributes popular titles including "Yu-Gi-Oh!", "Doraemon", "Crayon Shin-chan" and "One piece", and Mitsubishi Corporation, d-rights assumes a key role in the global business. Check our properties at <http://www.d-rights.com>.

### **About TOMY Company, Ltd.**

TOMY is a comprehensive toy and content company that produces a wide variety of products and characters for people of all ages and nationalities, and has more than 90 year of history since its founding. Generations of families have enjoyed our all-time favorites such as Plarail, Tomica, and Licca, and such toy lines as Beyblade and Transformers have become



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genuine global phenomena. As a 21st century toymaker TOMY will continue to make products which reflect the changing times as we fulfill our Corporate Mission which is to “create new value from play” for people all over the world.

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