



Nelvana and Sumitomo Corporation Announce Partnership to Create Children's Content for Global Market

Nelvana and Sumitomo Corporation to Co-Develop Premium Animated Properties with Worldwide Appeal

TORONTO, CANADA – February 1, 2018 – Corus Entertainment's [Nelvana](#), a world-leading international producer and distributor of children's animated content, and **Sumitomo Corporation**, a global trading company with a large investment and presence within the Japanese animation industry, announced today their partnership to develop and co-produce innovative anime properties with international appeal.

To support the project, Sumitomo has acquired the services of Tokyo's prominent content creation company, Zeroichi, Ltd. to help produce an original anime and toy concept. Zeroichi, Ltd. President Shigeki Fujiwara is a well-respected figure in the Japanese anime and toy industry for his involvement in the creation of the *Beyblade*, *B-daman*, *Aikatsu* and *Majinbone* brands. Nelvana and Sumitomo will work together with Mr. Fujiwara and Zeroichi, Ltd. to create a wholly original anime property for the North American market. Sumitomo has also enlisted the help of Stuart Snyder, former President/COO of Time Warner's Cartoon Network who brought the parties together, spearheaded negotiations, and will consult on the venture going forward.

"We look forward to working with Stu and the talented team and creative individuals of Sumitomo through this strategic partnership," said Scott Dyer, President, Nelvana. "As we continue to expand our presence globally and invest in international talent, we cannot wait to share the fresh ideas and engaging content coming out of Japan."

"We are thrilled to partner with Nelvana to create world-class anime and exceptional children's content," said Mr. Iehisa Nakamura, Executive Officer, General Manager of Media Division in Sumitomo Corporation. "This is a great opportunity to invest in and showcase our country's outstanding talent and resources to the global kids' entertainment market."

About Nelvana

Nelvana is Canada's premier animation company and a world-leading producer and distributor of children's content. Nelvana has delighted audiences around the globe for more than 40 years with a vast library of more than 4,000 episodes from original, award-winning series like *Babar* and *Franklin*. Nelvana's content is distributed in more than 160 countries worldwide and broadcast across Corus Entertainment's suite of leading kids networks. Nelvana Enterprises, the global licensing and merchandising arm of Nelvana, manages the organization's portfolio of in-house and third party brands with offices in Toronto and Paris. Nelvana Studio in Toronto and leading digital animation software company Toon Boom in

Montreal employ more than 300 Canadians working with local and international producers to create premium children's content for a global stage. For more information, visit www.nelvana.com.

Follow Nelvana Enterprises on Twitter [@NelvanaEnt](https://twitter.com/NelvanaEnt)

About Sumitomo Corporation

Sumitomo Corporation ("SC") is a leading Fortune 500 global trading and business investment company with 107 locations in 65 countries and 22 locations in Japan. The entire SC Group consists of more than 800 companies and nearly 70,000 personnel. SC conducts commodity transactions in all industries utilizing worldwide networks, provides related customers with various financing, serves as an organizer and a coordinator for various projects, and invests in companies to promote greater growth potential. SC's core business areas include Metal Products, Transportation and Construction Systems, Environment and Infrastructure, Media, Network, Lifestyle Related Goods and Services, Mineral Resources, Energy, and Chemical and Electronics.

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