



NELVANA LANDS NEW AGENCY DEAL WITH MILLIMAGES TO BRING MOLANG TO CANADA

Nelvana Extends the Popular Global Brand's Reach as the Exclusive Licensing Agent and Broadcast Partner in Canada

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For Immediate Release

TORONTO, June 18, 2020 – Corus Entertainment's **Nelvana**, a world-leading international producer and distributor of children's animated and live action content, has secured the exclusive merchandising and broadcast rights in Canada for the popular animated preschool series, **Molang**. Created by French animation studio Millimages, *Molang* will debut in Canada on Treehouse with three back-to-back episodes airing weekdays at 11:40 a.m. ET beginning on Monday, July 6.

Nelvana has secured broadcast rights for three seasons (156 x 3:30 min) in addition to nine themed specials (9 x 7 min) featuring Halloween, Christmas and summertime storylines. As the exclusive merchandising agent for the brand in Canada, Nelvana will handle consumer product licensing in all categories including toys & collectibles, apparel, accessories, stationery and novelty items.

"Millimages has already seen phenomenal success with this delightful property and they have built a strong and established brand presence internationally," said Mellany Masterson, Head of Nelvana Enterprises. "We look forward to collaborating with licensees and retailers in Canada to help spread the joy and happiness Molang brings to its fans."

Nominated for an International Emmy® Kids Award in 2016, the adorable series follows the affectionate and comical relationship between titular character Molang, an eccentric, joyful, and enthusiastic rabbit, and a shy, discreet, and emotional little chick, Piu Piu. The non-dialogue series explores Molang and Piu Piu's everyday life with warmth and humour while exploring universal human values including happiness, friendship, and empathy. The lovable Molang character was originally designed as an emoji by Korean illustrator Hye-Ji Yoon before French animation studio Millimages developed it into a series which quickly grew into a global sensation.

"We are delighted to have the Nelvana team in charge of rolling-out Molang's licensing program in Canada and are convinced that their expertise of the local market will provide an effective placement at retail for the brand." said Mickael Zeggagh, Commercial Director of Licensing, Millimages.

"After successful launches in Asia, Europe and the U.S, the series will have a world-class placement on Treehouse and I am confident of Molang's best performance on the channel." added Grace Lee, Director Global Distribution & Coproductions, Millimages.

Molang currently airs in 190 territories around the world including TF1 in France, KiKA Germany, RAI in Italy, CCTV in China, Disney Junior in the U.S., and Netflix worldwide.



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 Canadian Screen Awards. Visit the Nelvana website at nelvana.com.

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About Corus Entertainment

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company’s portfolio of multimedia offerings encompass 34 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children’s book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. Corus’ roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Disney Channel Canada, YTV and Nickelodeon Canada, Global News, Globalnews.ca, Q107, Country 105, and CFOX. Visit Corus at www.corusent.com.

About Millimages

“From sketch to global family Entertainment. Innovating since 1991.” Independent animation studio operating out of Paris, London and Shenzhen with a catalogue of over 1,500 hours of produced content. Millimages prides in developing, producing and worldwide distributing & licensing high profile family entertainment on all media. Millimages embraces digital production and distribution with over 75 IPs over 100 digital networks generating 10M daily views.

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