



## ENTERTAINMENT ONE GREENLIGHTS NEW PRESCHOOL SERIES

### KIYA

#### ABOUT A NEW SUPERHERO WHO SAVES THE DAY WITH MARTIAL ARTS AND DANCE

*The Series Originating from South Africa for Kids 3-6 Years Old Will Debut Across Multiple Formats on Disney Jr and Disney+ Globally, Alongside France Télévisions*

**London, UK – February 25, 2021** – Pow! Entertainment One (eOne), Hasbro’s entertainment studio, has greenlit a new series for pre-schoolers set to launch in multiple markets globally in 2023. *Kiya*, about a young superhero and her two best friends, will debut with 52 x 11-minute episodes across linear and digital broadcast platforms including Disney Jr. and Disney + globally and France Télévisions. *Kiya*’s world features a diverse cast of characters inspired by the varied landscape, natural beauty and culture of Southern Africa.

eOne plans to also deliver the series to audiences across other content platforms and formats including YouTube, Music, Apps and Audio with merchandising across toy and key consumer product categories to follow. Produced by eOne, Triggerfish and Frog Box, in partnership with Disney Junior and France Télévisions, the series is based on an original concept from South African-based production company Triggerfish and developed for Television by Frog Box and eOne.

A new kind of hero sashays her way onto the scene. Meet *Kiya*, a 7-year-old African girl, whose passions in life are dancing and martial arts. When *Kiya* and her two best friends put their magical crystal headbands on, they become superheroes, ready to defend their community against villains!

“We’re so excited to go on this adventure with *Kiya* and are focused on creating an environment where friendship, courage and bravery come to life, all with a healthy dose of

music and dance,” said **eOne’s Olivier Dumont, President, Family Brands**. “Together with Triggerfish and the winning production teams behind preschool hit shows PJ Masks and Ricky Zoom at Frog Box and TeamTo, we’re thrilled to bring audiences 52 relatable and inspiring episodes in partnership with our world-class partners Disney and France Télévisions.”

Added **Stuart Forrest, CEO of Triggerfish**, “We are so happy to partner with the fantastic teams at eOne, Frog Box, TeamTo, Disney and France Televisions, to bring Kiya’s adventures to the playrooms of families worldwide. It was especially important for us to partner with eOne, who promote inclusive characters and storytelling from various cultures, including ours, as part of their global programming. We know that Kiya has found the right home and we can’t wait for you to visit ours.”

The characters for Kiya were created by Kelly Dillon and Marc Dey, then developed for television by Robert Vargas. The production features a diverse creative team, including writers, designers and composers from across Africa as well as France, the US and the UK.

Kiya joins eOne’s successful slate of preschool properties that also includes award-winning shows “Peppa Pig,” “PJ Masks,” “Ricky Zoom” and “Ben & Holly’s Little Kingdom.”

**-Ends-**

#### **About eOne**

Entertainment One Ltd. (eOne) is a talent-driven independent studio that specializes in the development, acquisition, production, financing, distribution and sales of entertainment content. As part of global play and entertainment company Hasbro (NASDAQ: HAS), eOne’s expertise spans across film, television and music production and sales; family programming, merchandising and licensing; digital content; and live entertainment. Through its extensive reach and scale, and a deep commitment to high-quality entertainment, eOne unlocks the power and value of creativity.

eOne brings to market both original and existing content, sourcing IP from Hasbro’s portfolio of 1500+ brands, and through a diversified network of creative partners and eOne companies.

#### **About Hasbro**

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World’s Best Play and Entertainment Experiences*. From toys, games and consumer products to television, movies, digital gaming, live action, music, and virtual reality experiences, Hasbro connects to global

audiences by bringing to life great innovations, stories and brands across established and inventive platforms. Hasbro's iconic brands include NERF, MAGIC: THE GATHERING, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. Through its global entertainment studio, eOne, Hasbro is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for all children and all families through corporate social responsibility and philanthropy. Hasbro ranked among the 2020 100 Best Corporate Citizens by 3BL Media, has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past nine years, and one of America's Most JUST Companies by Forbes and JUST Capital for the past four years. We routinely share important business and brand updates on our [Investor Relations](#) website, [Newsroom](#) and social channels (@Hasbro on Twitter and Instagram, and @HasbroOfficial on Facebook.)

© 2020 Hasbro, Inc. All Rights Reserved.

### **About Triggerfish**

Triggerfish is a premium content CG animation studio based in Cape Town and Galway.

Triggerfish selects crew with a love for animation and a drive to learn and grow their craft. They develop and service exciting, premium projects that challenge them to produce their best work on every project.

The 24-year-old studio is currently producing a TV series for Netflix, *Mama K's Team 4*, and finishing off its third feature film, *Seal Team*. Triggerfish also services AAA-rated and mobile games for the likes of Electronic Arts, Unity and Disney Interactive.

Triggerfish's original content department is in development on a broad slate of film and television projects for most of the world's biggest studios. Triggerfish's first two films, *Adventures in Zambezia* and *Khumba*, sold nine million cinema tickets globally. Triggerfish also animated the Academy Award®-nominated Roald Dahl adaptation *Revolt Rhymes* as well as much-loved Julia Donaldson and Axel Scheffler adaptations such as the 2020 International Emmy-winning *Zog*, the 2020 British Animation Awards winner *The Snail and the Whale*, the BAFTA-nominated and Annecy-winning *Stick Man*, and the Rose d'Or-winning *The Highway Rat*, all produced by Magic Light Pictures.