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eOne Celebrates Global Launch of New Animated Comedy Series for Kids: *Ninja Express*

**The show will premiere on CBBC, Gulli, Ketnet, Huace and WarnerMedia's Boomerang
this summer**

(June 23, 2021) Today, eOne, Hasbro's global entertainment studio, announced the global launch of a brand-new kids' animated series ***Ninja Express***. The absurd 2D/3D mix animated comedy, developed for 6 to 11-year olds, is about a special delivery service run by super-powered Ninjas. Created by Kim Claeys and co-produced with Creative Conspiracy and Frogbox, the 52x11 minute episodes of season 1 are set to roll out globally starting July 1st.

"We are so proud to share ***Ninja Express*** with kids around the world," said Olivier Dumont, President of eOne's Family Brands division. "The show balances the ultimate mix of over-the-top humor with real heart and we are confident that people will fall in love with our three colorful ninjas – Aka, Kiro and Konpeki. The teams at Creative Conspiracy and Frogbox truly created something special with this show."

Imagine a delivery service that delivers anything, anywhere and anytime. A delivery service that's not restricted by the limitations of time and space. And to top things off, imagine it being run by three little Ninjas! Kiro, the Yellow Ninja has the uncanny ability to look through space and time. Konpeki, the Blue Ninja has the amazing power to travel through space and time and Aka, the Red Ninja comes in very handy. He can temporarily reduce the size of any object by inhaling its mass. So, imagine you want to have a dinosaur delivered at your doorstep. Kiro can pinpoint exactly where and when to find a dinosaur, Konpeki can get to that dinosaur you need so badly and Aka can, well, shrink that Dinosaur to deliver it to your apartment on the 25th floor! Easy! Whatever, wherever, whenever. Just call Ninja Express!

"We're really excited to bring ***Ninja Express*** to audiences everywhere," said Peter Decraene, partner at Creative Conspiracy. "The show was really fun to create and produce. We are thankful for having such amazing broadcasters on board and are very

happy that kids all over the world will now get to know our little ninjas and join them on adventures as they travel through space and time!”

Ninja Express is set to premiere on WarnerMedia’s Boomerang (EMEA, APAC, LATAM) and Ketnet (Belgium) 1 July onwards, CBBC (UK) on July 3, with Gulli (France) and Huace (China) following later in the year.

Ninja Express series is brought to viewers by CNC (Centre National du Cinéma et de l’Image Animée), Creative Europe (MEDIA Programme of the European Union), Pictanovo with support of region Hauts-de-France in partnership with CNC, Tax Shelter of the Belgian federal government via Casa Kafka Pictures, Screen Flanders and VAF/Mediafund.

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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 including: international feature film distribution company **Sierra/Affinity**; **Amblin Partners** with DreamWorks Studios, Participant Media, and Reliance Entertainment; **Makeready** with Brad Weston; unscripted television production companies **Renegade 83**, **Daisybeck**, **Blackfin** and **Whizz Kid Entertainment**; live entertainment leaders **Round Room Live**; world-class music companies **Audio Network**, **Dualtone Music Group** and **Last Gang**; and award-winning emerging content and technology studio **Secret Location**.