



eOne's *Ricky Zoom* to Air on China CCTV Channel in March

- *Season 2 Zooms into Production following Strong Debut of Season 1*
 - *First Range of Licensed Products Speeds into Multiple Markets*

Around the World

Shanghai China (March 16, 2020) – *Ricky Zoom*, the hit preschool animation from **Entertainment One** (eOne), has proven popular to be a big hit with legions of children and their families since its debut in mainland China in June 2019. With its unique focus on motorbike characters and stories, the show is gearing up to launch on CCTV-14, starting from March 23rd 2020. Audiences with a taste for adventure should stay tuned between 23rd and 27th March, during which time 10 episodes will be played starting at 11:20 every morning.

Hot in pursuit, a second season of *Ricky Zoom* has already zoomed into production, with a first batch of episodes due for delivery from November, 2020.

Ricky Zoom has raced to success since its debut in June 2019, achieving outstanding ratings in multiple markets at home and abroad. The show's combination of speed and cool stunts

introduces a world of biking adventures to little bike-lovers. In China, the arrival of *Ricky Zoom* on Youku garnered more than 100 million views in the first 12 days. According to the *Children's Animation Series 2019 Webcast Data Report* provided by Children's Content Observation, *Ricky Zoom* is listed in second place in the high heat index that ranks new foreign animations in 2019 on Youku, exceeded only by *Peppa Pig Season 7*.

In international markets, the animation is listed as number one on Nick Jr. - a commercial kids' channel in the UK and is also top on the Clan channel in Spain. From their weekend line up, *Ricky Zoom* is a top three show on Treehouse in Canada, and consistently outperforms channel averages on RAI in Italy, as well as across the LATAM region. Around the world, *Ricky Zoom* is reaping in the ratings at full throttle.

"We are so proud of *Ricky Zoom* and its success to date. It is premium original content produced by the very best talent and our strong roster of international broadcasters has super-charged the series to a high level of awareness around the world," said **eOne's Olivier Dumont, President, Family & Brands**. "We are very excited for the potential to explore even more ground in the second season. There are so many more stories to tell that will deepen the connection between the characters and our audience, and we look forward to bringing them all-new adventures."

As the animation continues to enjoy popularity around the world, eOne is working with global master toy partner TOMY to present the launch of *Ricky Zoom* toys, including a series of six key

products based on Ricky and his Bike Buddies. The collection will roll out in multiple territories and markets.

To meet consumer demand on the heels of the new toy releases, eOne will present a wealth of additional licensed merchandise in 2020 and 2021, including books, puzzles and games, arts and crafts, apparel and accessories.

Ends

About Entertainment One

Entertainment One Ltd. (eOne) is a talent-driven independent studio that specializes in the development, acquisition, production, financing, distribution and sales of entertainment content. Acquired by global play and entertainment company Hasbro (NASDAQ: HAS) in 2019, 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**.

Media Inquiries for More Details:

Jo Jo Peng 彭洁

jojopeng@pure-sh.com

Pure Experiential Communications Agency