



MEDIA FUND



We are delighted to share with you the latest news from CHF's Studio for Daisy & Ollie, a show which is still raising investment monies under the generous Government-backed tax efficient Enterprise Investment Scheme (EIS).

Set for first broadcast this October, this show has attracted a host of celebrity voices and stars comedian Jason Manford and Mrs Brown's Boys actor Brendan O'Carroll.

Following the success of CHF's first show, Pip Ahoy!, the total investment funding for Daisy & Ollie to date has been raised under the Seed Enterprise Investment Scheme (SEIS) and EIS. The share price increased from 25p to £1.00 to reflect the move from development of the show into full production with a broadcaster attached (Cartoonito). Once the first 26 episodes have been completed and as further content is produced and delivered, there is great potential for the share price to increase further, as it did for CHF's other EIS backed show Pip Ahoy!

See below for all the latest press news...

The commission of Daisy & Ollie has now been officially announced with Cartoonito to the trade press and it has been very positively received. The consumer launch is scheduled for early September. Please see below a link to several of the trade press articles featured following the official press release:

<https://www.awn.com/news/chf-announces-new-preschool-series>

<https://www.c21media.net/cartoonito-adds-jason-manford-toon/>

<http://worldscreen.com/tvkids/chfs-daisy-ollie-slated-for-cartoonitos-fall-lineup/>

<http://kidscreen.com/2017/07/13/cartoonito-picks-up-daisy-ollie/>

<http://licensingsource.net/chf-adds-daisy-ollie-to-production-slate/>

<http://www.animationmagazine.net/tv/chf-makes-friends-with-daisy-ollie-for-cartoonito/>



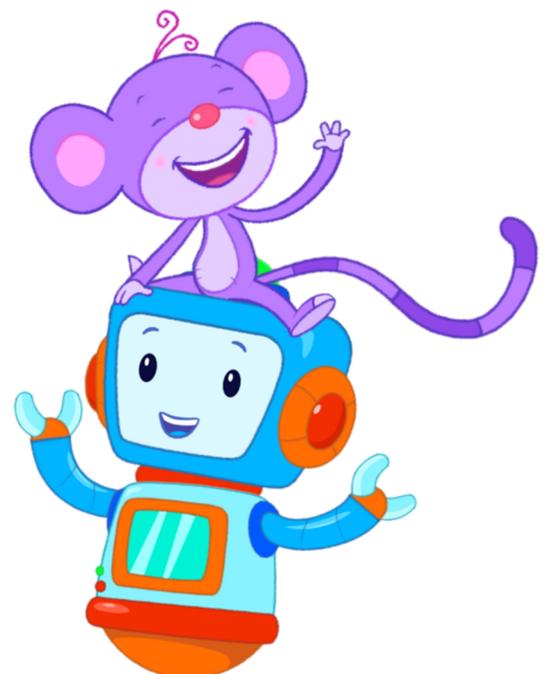
Cartoon Network are also in the process of creating an EPK (electronic press kit), which will be followed by a press junket in Autumn, whereby the press will have direct access to interview the cast in advance of a full-scale consumer launch.

CHF's Studio is finalising a raft of promotional materials, trailers, karaoke videos and nursery rhymes, which we will be able to share soon. Please see below a link to the 'Coming soon' trailer which will air on Cartoonito throughout September and October. Please note that we would request that it is not shared online or on any social media sites. This is because Cartoonito have exclusive rights to air this promotional trailer; CHF will be able to share the promo across its websites and social media outlets from October 2017 onwards.

vimeo

The voice of a new character was recorded this month, that of Grandad with Brendan O'Carroll (or Mrs Brown of 'Mrs Brown's Boys' as he is better known). He was thoroughly excited by the concept and design of Daisy & Ollie and even offered to support our consumer launch by advertising his involvement on his website and across social media. This could prove to be invaluable, particularly in relation to capturing the Irish market. Brendan's involvement will be officially announced in October alongside the consumer launch to ensure maximum coverage so for now please do not share this information on any social media sites.

The costume characters for Daisy & Ollie are now complete and look very true to the characters in the show. See below a picture of Mrs Brown out of costume with Daisy and Ollie!



The full website is currently under construction however, the holding page is now live, www.daisyandollie.com - Click below to take a look...



The full website is planned to launch at the end of August and CHF are working towards creating engaging content with factual and activity pages to involve the audience as early as possible. Cartoonito will also share these assets on their sites and CHF can share them with selected partners to ensure maximum coverage.

A budget is being prepared for Daisy & Ollie to star in a large scale live event throughout December 2017 and early January 2018. As the episodes will be being broadcast regularly by this stage, it will provide a further opportunity to attract additional press interest and continue to build the fan base.

CHF are continuing to pursue interest in broadcast and distribution following their attendance at the Asia Content market. There is already interest in the series from the Chinese market and CHF are currently discussing potential distribution arrangements: with additional content and 13 episodes completed, CHF are working to secure distribution for pan-Asia and South America.

Following on from the trade press release, CHF has also been approached by a number of international broadcasters for further information on the series and we are now following up on these enquiries.





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Contact us:

If you would like an application form or any further information in relation to the show,
please contact...

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