



# ENTERTAINMENT

Investor Update

May 2018





### UK Broadcast

It has been a frustrating time with Channel 5 to date given the channel's lack of leadership and consequent inability to make decisions about future broadcast. However, we do now have a point of contact at Channel 5 and have been advised there will be a review of Pip Ahoy! with consideration for the new series of the show. We have made it clear that we will require a consistent commitment to broadcast should we progress.

Meanwhile, we have discussed offering the new series exclusively to Cartoonio and they have confirmed their interest. We intend to secure broadcast commitment from either party before the end of May.

### Wizz

In our efforts to continually drive ratings, we are working with Wizz to expand the Pip Ahoy! audience reach through considered and managed media spend. This will also see all 52 episodes available on OKEE TV.

Russia: The series dubbing is near to completion with the theme tune being sung by the winner of the Russian version of 'The Voice'.

Take a listen here

<https://vimeo.com/260927446>

CLS, the Russian distributor, has also submitted a proposal for a Pip Ahoy





game (App) for distribution in Russia. The principal proposal will be on a revenue share basis once all development fees have been recouped. This would be a good supporting product for Pip Ahoy!, as such we are giving the proposal due consideration. International broadcast: Pip was (re)presented at the Kidscreen market in February with good feedback. However, securing the UK broadcast commitment is a key factor in moving these deals forward.

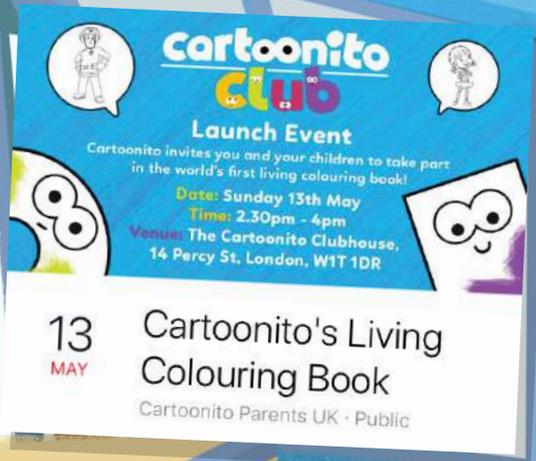
### China

Pip Ahoy! continues to broadcast on multiple channels in China. Viewing figures have been difficult to obtain to date. However, we do understand from our Agent that Pip Ahoy! is starting to generate revenue and we anticipate this will follow, together with a full report on viewing figures and distribution.

### Production

We have renegotiated our contract with Wings and have prepared a new schedule. This has put us back on track with timing and the production team has since been consistent with delivery. With this in mind, we should have the series completed by the end of July 2018.





## Cartoonito

Cartoonito continue to give their unprecedented support for the series with a 'marathon weekend' of viewing during the April half-term holiday. This commitment to airtime is unheard of with a new show. Such is their support, they have plans for a Father's Day bonanza this coming June 2018.

The series remains high in their ratings currently sitting strong at No 2, behind the new Fireman Sam series and ahead of Bob the Builder, Super Wings and Masha and the Bear. Cartoonito have recognised that this level of audience loyalty at such an early stage is worth supporting and have been instrumental in strategising the roll out throughout 2018. We are meeting with the broadcast, digital and marketing teams mid-May to discuss further opportunities and how best to maximise the show's potential.

Cartoonito's marketing team are hosting a VIP event in a London art gallery on May 13th, inviting celebrity Mums, bloggers, influencers and their children to paint the walls of the gallery with their most recognised brands. The Daisy & Ollie costume mascots will also be attending to meet and greet their young fans, which is an amazing PR opportunity for the project. The attendees will receive goody bags filled with branded content and we will be gifting a Daisy & Ollie apron and a recipe card. We will also encourage the children to wear the aprons at the event to keep them clean whilst painting, which should hopefully result in some good press.



What can we be when we grow up?



Where are we going on holiday?



Why do we need a haircut?



Was everything black and white in the olden days?



Can we be detectives?

ALSO ON...



Daisy & Ollie  
● CHILDREN'S / 4.30pm / Cartoonito

**NEW** The cute and curious pals return, looking for answers to life's big questions. Continues weekdays. ★★

### International Distribution

We are continuing to drive international broadcast with good interest. Further expansion in the Nordics is looking promising and other European territories are in the process of acquisition reviews.

### Russia

We have had confirmation that the scripts have almost all been translated and dubbing will begin this month following the national holidays (this week).

### Marketing

The past six weeks have been a whirlwind of press, interviews, competitions and social media interaction as we launched the second set of 13 x 7' episodes of Daisy & Ollie starting in March. We had brilliant wins in the trade and consumer media, with a reach of over 5 million and counting, include the Radio Times, TV Times, Daily Mail Weekend, Families Online, Mumsnet, C21, TBI Vision, Worldscreen and Total Licensing plus a fab editorial in dad.info where Jason Manford shared his top tips for answering kids' tricky questions! Across a six week period, the social campaign on Facebook and Twitter had 186,721 impressions, a 342% increase in fans and followers and a massive 10,110% increase in messages received across the platforms, with over 16k video views and lots of insights from parents showing how much their children love the show.

There's much more to come, with Brendan O'Carroll set to be announced as a guest star alongside the next new set of episodes and a VERY exciting Christmas Special guest to be announced. Watch this space!

# MAGIC MARLON



## UK Broadcast

As mentioned above for Pip Ahoy!, as we have now have a point of contact at Channel 5, we are expecting a further review of Marlon. In the meantime, we presented the series to Turner for consideration and received promising feedback from the UK team. We are currently awaiting feedback from the EMEA commissioner.



# okee tv



The launch of OKEE TV had been pushed back to allow time to prepare a launch plan which will include media buy-in. Since the last update, we have agreed terms with Little Dot Studios who will manage the content on our behalf to ensure maximum reach from first launch. Little Dot has a subscriber base of more than 700k – this will give us a good head start in terms of audience reach. Launch will now be May 2018.

# Chester & Rex!



Chester & Rex will first air on OKEE TV in May 2018. We will then look to roll out to other digital platforms subject to delivering a steady number of views. The series has also been presented to broadcasters as show fillers (interstitials) and has been well received. However, due to the limited number of episodes (6), Chester & Rex will be packaged with complimentary shorts to create a more substantial line-up of content.

We hope you enjoy the first episodes, please click here to review:

Password: chester



# 100mph Tales



We hope you enjoy the first episodes, please click here to review:

Password: 100mph



We have now completed production on the first series of 7 episodes and the feedback so far has been wonderful! So much so that another series of 19 episodes is in the planning and development stage. This will bring the total number of episodes to 26 which will be much more appealing to broadcasters looking for short form interstitials to sit within their programme schedules.

# HAM 'N' EGGS

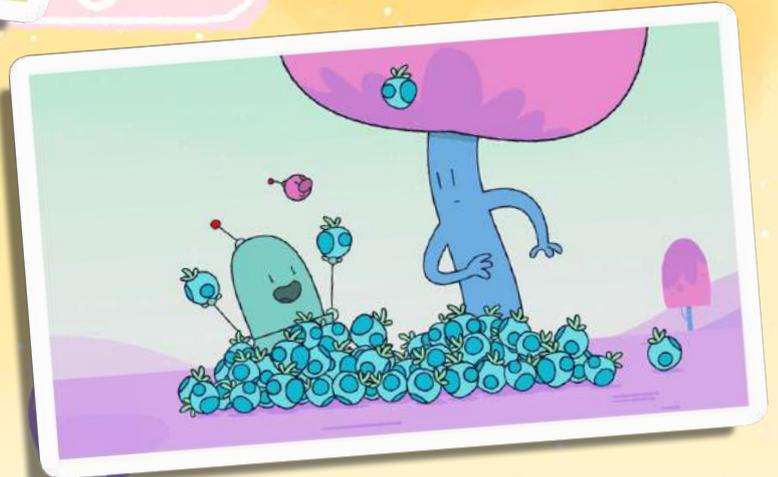
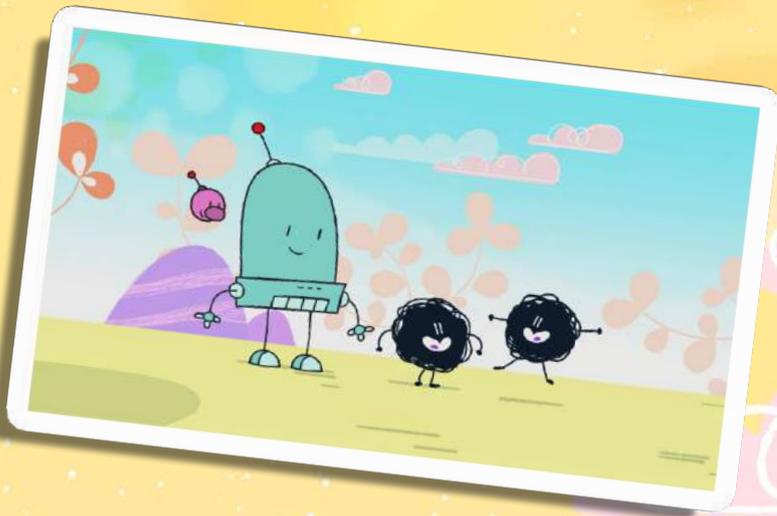


We have also completed full production of the first series of 8 episodes of Ham & Eggs and they are ready for broadcaster presentation. We hope you enjoy watching them! The animation team worked incredibly hard to complete this project on schedule, but the evidence in their skill set is evident in the finished animation and the quality of this series.

We hope you enjoy the first episodes, please click here to review:  
Password: hamneggs

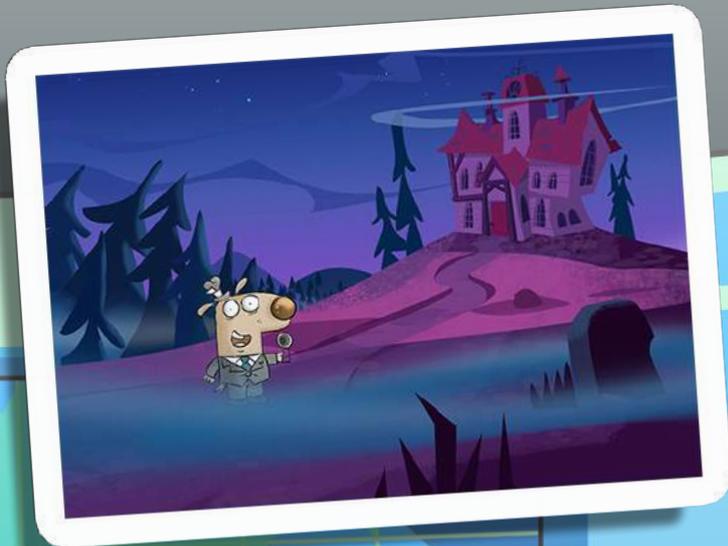


# me robot



The 10x1min episodes are now fully animated and the team have done another amazing job injecting a quirkiness and charm into the animation. We are now waiting for the extremely talented musician, Lorenzo Castellarin, to become available so that he can score the music to picture. We hope to complete full production the first week in June and look forward to sharing the finished content with you.

# REPORTER RAY



This project is in the fairly early stages of production. The scripting and voicing for the 6x 1min 40-second-long episodes are complete and sounding great and we have achieved exactly what we had hoped for in the redevelopment. The main character design is also complete, and the first two storyboards are finished (slightly ahead of schedule!)

Animation production will start mid-May with a view to full production completion in July 2018.



# The Boy from Far Away



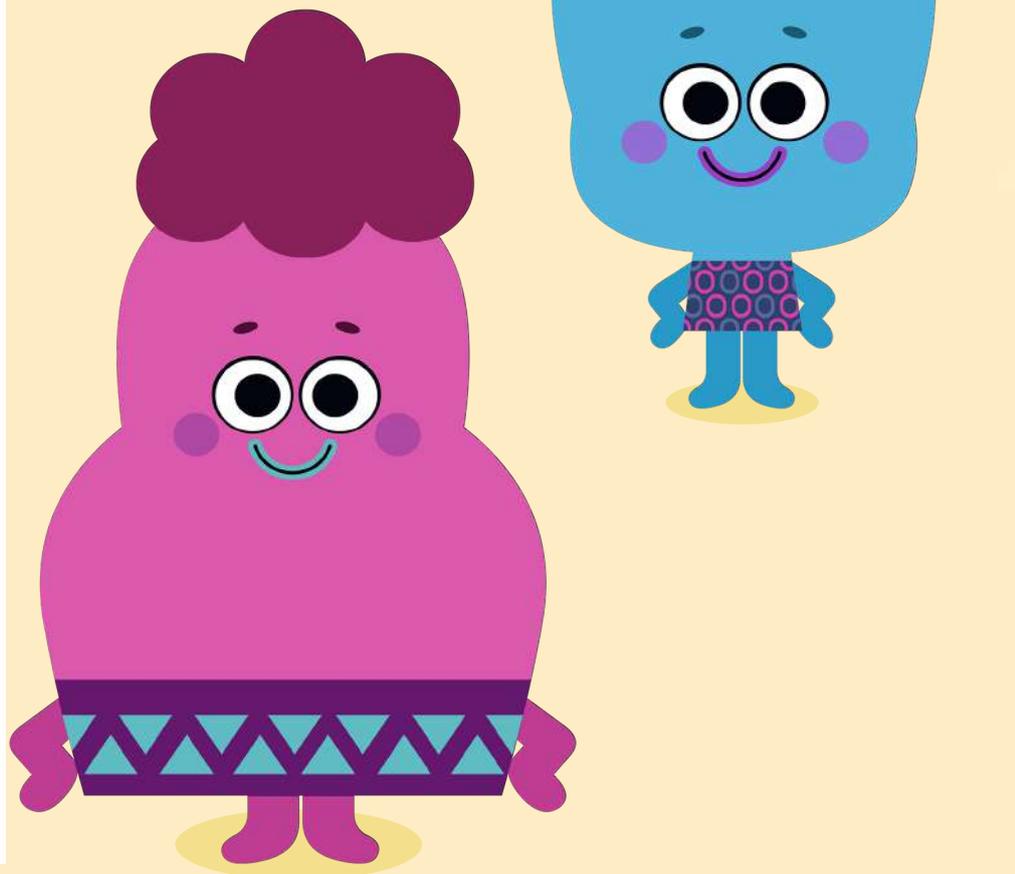
Four of the six episodes have now been animated, the fifth and final episode is underway with completion scheduled for mid-May. Again, the animation team have excelled, and the resulting work is bursting with charm and the backgrounds are exceptional!

We are currently trying out a couple of musicians and the music composition will start towards the end of May with launch planned for June 2018.

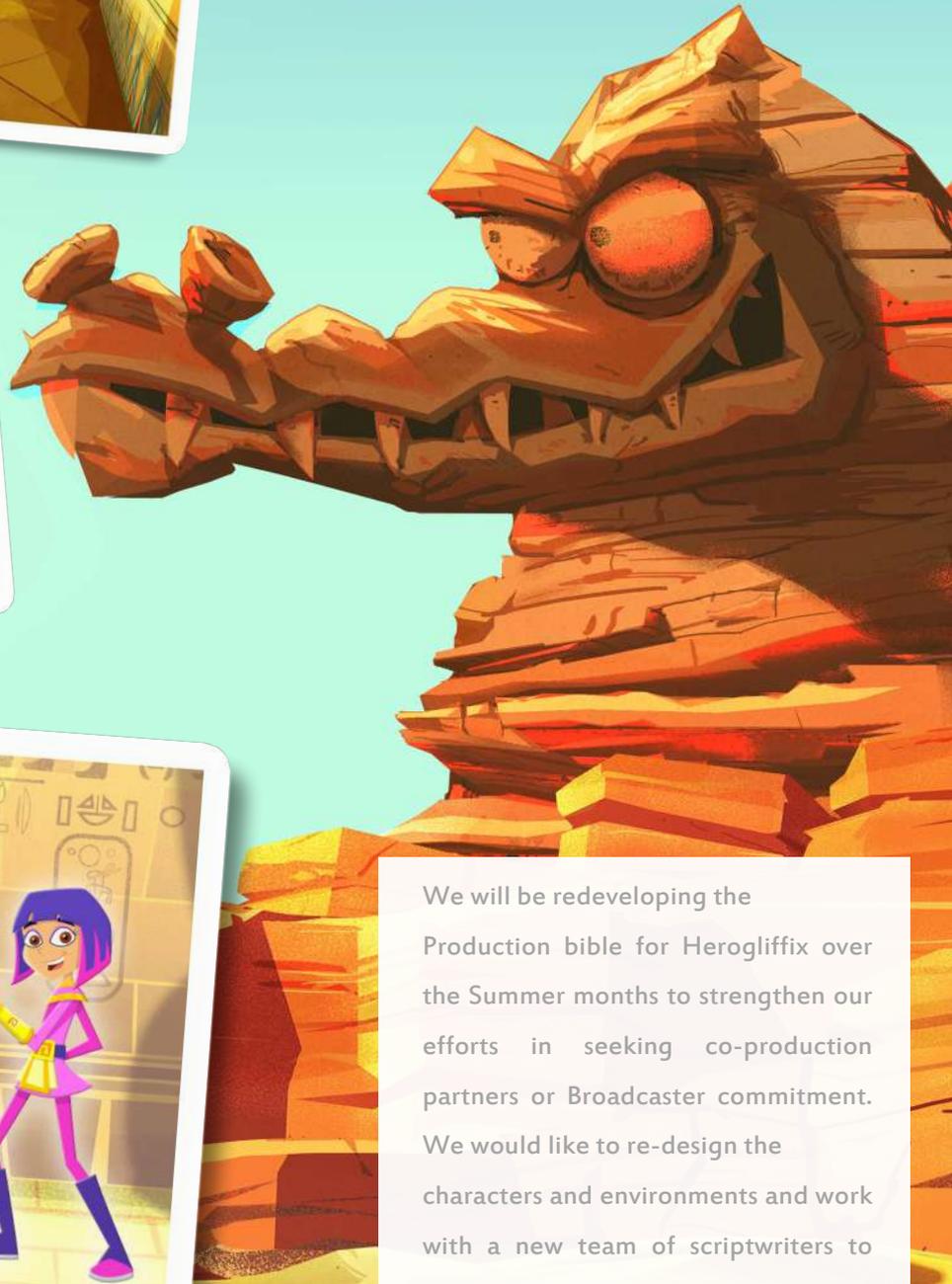
# COCONUT BAY



Coconut Bay is now in pre-production. We have commissioned a very talented character designer, Craig Knowles, to design the characters and environments. Craig is a very sought-after designer working at some of Europe's leading animation studios, including the Oscar nominated Cartoon Saloon in Ireland. We have also contracted an award-winning script writer, Evgenia Golubeva, to develop the storylines. Evgenia is an experienced script writer specialising in preschool animation, most recently writing for Studio AKA's successful series Hey Duggee. This project will go into animation production in July 2018.

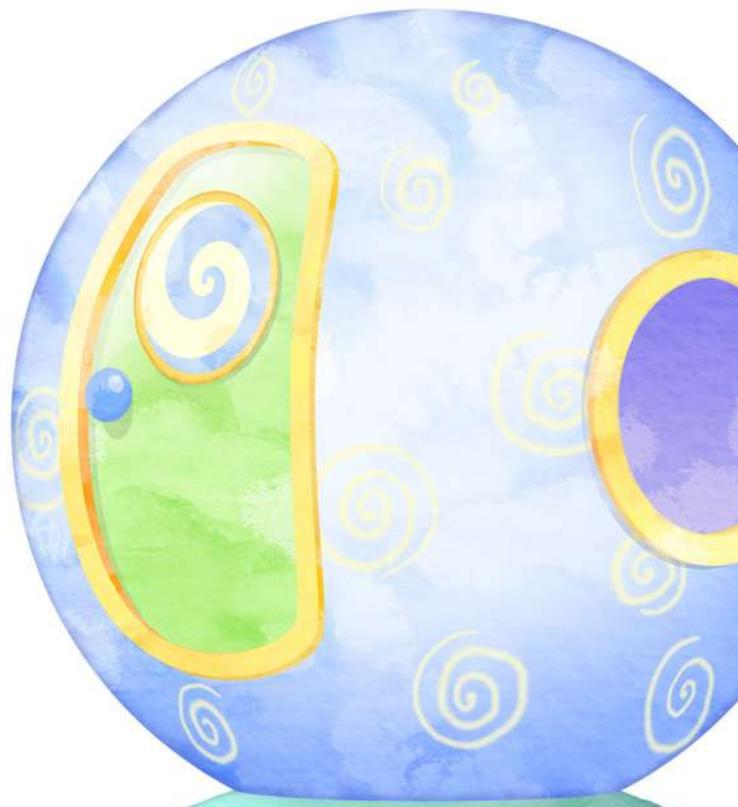


# Herogliffix



We will be redeveloping the Production bible for Herogliffix over the Summer months to strengthen our efforts in seeking co-production partners or Broadcaster commitment. We would like to re-design the characters and environments and work with a new team of scriptwriters to refresh the concept based on some of the feedback received. We will also animate a new trailer throughout July to reinvigorate interest at the markets. We are still considering app-based gaming which is in-keeping with the original concept premise with the intention to create and monetise the game through on-line and in-app purchasing.

# Blib-Blabs



Placing Blib-Blabs as a broadcast language learning series has been challenging. The project will launch on Okee TV to gauge audience interest and we will continue to discuss the project with potential learning and APP partners.

# HORATIO



The Studio continues to explore the possibility of developing Horatio as a CGI movie for Cinematic release or trade sale of concept with voice talent attached. Nina Carr, CHF's Senior Sales Executive and also a former TV and Film Producer, will be holding meetings over the next few months with relevant talent and CGI Studios with a view to progressing the concept creatively in that direction.

The UK, and London in particular, is a leader in the CGI arena for International films. The prospect of a home-grown UK CGI product with the CHF heritage behind it could be an exciting proposition and we anticipate it will draw interesting talent from voice artists as a result.

# animal FU



Animal Fu has had a busy start to the year, bringing our characters to Fit for Sport at their holiday camps in Westminster Lodge Hertfordshire and Surrey. Additionally, After-school clubs in West London are starting in June 2018. Animal Fu will be busy at several summer sports events including the popular Super Saturday in Chiswick with Clare Balding as the host. Linda Hall, the creator, is busy recruiting more instructors to reach out in other Everyone Active centres in the Greater London area. Animal Fu has engaged with a PR company to help maximise promoting the brand as obesity is still such a problem for children. Animal Fu hopes to inspire children to access the on-line videos and follow the super moves, in order to get children active. Obesity is not just about diet, but about keeping active, feeling inspired and most importantly to encourage children to have FUN!



# Swimstylers



Please welcome Caspian, Oceania, Aqua Pacific, Ultra Marine and Atlantis... our completed, animated SWIMSTYLERS! The characters are ready to go and now we are busy with the final details: selecting badges to be used for the staged reward system and planning an effective roll out of the merchandise. Also underway is the production of a short promotional film to be used at the launch of Swimstylers at The BAFTA Club in London's Piccadilly and hopefully for use on television in the future. We hope to get some high-profile sporting celebs along to really endorse the programme at the launch. We outsourced the animation and the promo video to Happy Hour Productions, a Bristol based company who have been instrumental in every stage of the development of these aspects to date.

Filming took place on Saturday 21st April at a Bristol based pool. Five children were carefully selected to act as Caspian, Oceania, Aqua Pacific, Ultra Marine and not forgetting Atlantis. The children were cast to resemble their characters and for their fantastic swimming techniques. The team at Happy Hour will be adding animations to the real footage and using children's voices to really bring the animations to life. Filming went extremely well, and we are all very much looking forward to sharing the final result with you.

Work on the website continues, with the website build team integrating the content for the Swimstylers programme into the existing Angela's Swim School website. As soon as this part of the site has launched we will let you know.



ENTERTAINMENT

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