



FILLY'S LEAP INTO TELEVISION

The famous toy brand Filly®, which is distributed in over 50 countries including Europe, North America, Latin America and Russia, is about to appear on television for the first time thanks to the partnership between BRB Internacional and Dracco, the makers of Filly.

Filly, the famous property for girls, is coming to television due to **Dracco** and **BRB Internacional**'s agreement whereby **Screen 21**, the creative studio at **BRB**, will produce a 3D animation series featuring the adorable Filly horses that are the brand's emblem. The series represents **Dracco**'s commitment to digital and emerging technologies in support of the **Filly** brand. The Filly characters are proving highly popular with young girls due to close cooperation with **Simba Dickie Group**, Master Toy distributor and licensee, along with other partners worldwide. **Dracco** has sold over 50 million Fillys to date and developed a very successful licensing program. **Filly** is the #1 toy for girls in Germany (npd), #2 in Poland and going strong across Europe, including Spain, Italy, Russia, Nordics and also in the U.S., Canada and Latin America. Each toy, which is meticulously crafted and beautifully presented, features at least one **Swarovski** Element and forms part of an attractive collection.

The **Filly** television series (26x26') will tell the adventures of these beautiful Fillys in their fantasy world and will be broadcast at the beginning of 2014. Carlos Biern, CEO at **BRB Internacional** says, "We are embarking on this project safe in the knowledge that we are dealing with a successful brand. We are excited to develop the brand further into its audiovisual age with **Dracco** by applying the many facets of new technologies." Axel Derendorf, Head of International Licencing and Marketing at **Dracco** states, "We are delighted to work with **BRB** and **Screen 21**, as highly experienced companies in the field of animation, and to have **BRB Internacional** manage **Filly**'s leap into television together with us worldwide. **Dracco** is building great resources to develop the property from toys into digital assets in order to entertain kids on every level."

BRB Internacional will distribute **Filly** throughout the world except in Germany and will manage licensing rights in Spain and Portugal.

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About BRB Internacional: An international company founded in Spain with 40 years of experience in the production, distribution and licensing of high quality television programmes. BRB's animated series have been seen around the world, and characters such as *David the Gnome*, *Dogtanian* and *Willy Fog* are widely recognised as classics. Currently BRB is producing innovative and branded series through the development of its Catalan studio Screen 21 using the latest techniques in design, 3D stereoscopic and CG technology – including such successful brands like *Bernard*, *Suckers*, *Animals*, *Kambu* or *Zoobabu*. In the field of licensing, the company manages aside of all BRB's titles an impressive catalogue which includes the Cartoon Network's properties for Spain and Portugal or the PlayStation IPs *PSP™* and *Invizimals™* in Iberia and Greece. For more information: brb.es, youtube.com/BRBInternacional, facebook.com/BRBInternacional, twitter.com/BRBInt, brbplay.com

About Dracco: Dracco has been producing and developing brands throughout the world for over twenty years. It creates and distributes children's brands in all licence categories. Dracco's strategy is to create value-for-money entertainment for children and teenagers and ensure products rank highly in all types of retail and media channels. Dracco boasts an experienced team of engineers and creatives, a strong administrative base in Hong Kong, offices worldwide, a solid international sales network and key distribution partners. Go to www.dracco.com or www.filly.com for more information.