



DQ ENTERTAINMENT (INTERNATIONAL) LIMITED

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The Manager (Listing) Department of Corporate Services BSE Limited P J Towers, Dalal Street, Mumbai — 400 001. Company Code: 533176 (BSE)	The Manager (Listing), National Stock Exchange of India Limited, "Exchange Plaza" Bandra - Kurla Complex Mumbai- 400 051. Company Code: DQE (NSE)
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Dear Sir/Madam,

Sub: DQE's Jungle Book & Peter Pan get global Master Toy licensee

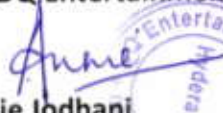
It is hereby announced that **European & Global Licensing (EGL)**, Netherlands has been named the global master toy licensee for DQE's Jungle Book and Peter Pan franchises. The detail of the announcement is attached herewith.

Kindly take the same on record and upload on the stock exchanges website.

Thanking you

Yours truly

For DQ Entertainment (International) Limited


Annie Jodhani
Company Secretary

Encl. as above



DQE's Jungle Book & Peter Pan get global Master Toy licensee

Today, **DQE** one of the world's leading international producers and distributors of children's animated content announced that **European & Global Licensing (EGL)**, Netherlands has been named the global master toy licensee for DQE's **Jungle Book** and **Peter Pan** franchises. Under the terms of the agreement and in collaboration with DQE, EGL will design, produce and bring to market a wide variety of plush and figurine toys inspired by both the brands. EGL will hold the worldwide rights, excluding the territories managed by the co-production partners of the respective properties effective as of September, 2019.



Additionally EGL has also been appointed as the licensing agents for Jungle Book and Peter Pan in entire Europe excluding the territories managed by the co-production partners of both shows. EGL has the rights for both the properties in the categories that include Publishing, furniture, housewares, linens, apparel, giftware, stationary, novelty items, baby care products, cosmetics, and hygienic products, foods, beverages, advertising accessories, consumer electronics, such as key rings, jewellery, clocks and watches, cameras, home and living, goods of stationery such as office supplies, school-supplies, paper, postcards,

playing cards, items of clothing such as clothes, tee-shirt, sweat-shirt, jacket, hat, cap, and gifts and novelties, apparel, accessories, arts and crafts, back-to-school, bags, bath accessories, footwear, home furnishings, health and beauty

aids, hosiery, party goods, food and beverage products, Consumer Products, Live events and Promotional deals.

The globally successful flagship IP the Jungle Book has now gone into production of season 3 after the huge global success it witnessed for its first two seasons. The series co-produced / acquired by major global kids broadcasters such as ZDF Germany, DeA Kids-Italy, TF1-France, Canal+ France,



Telequbec and TVO-Canada, JCCTV-Middle East , Nickelodeon-India to name a few and was broadcasted in over 160 countries worldwide.

The New Adventures of “Peter Pan” is a fantasy action-adventure series with character-driven plots and stories comedic in nature but with deep emotions, real tragedy and genuine dangers. Two seasons of the series has already been Co-produced with Method Animation ZDF TIVI & ZDF Enterprises, France Televisions, DEA Kids - De Agostini, Italy and MINIKA ATV, Turkey. The 3rd season of the franchise is in pipeline and expected to begin production soon.

Both DQE and EGL are dedicated to continue growing these iconic brands globally with some of the best in line toys and merchandises.

“EGL has great experience in creating some of the most exceptional portfolio of toys and merchandises. Quality, innovation and a focus on designing some of the most vibrant products for fans of all ages makes EGL a great partner for Jungle Book and Peter Pan” said **Manoj Mishra, COO DQE Group** .

Bram Halters, CEO EGL had this to say.” *We are very exited to set up this partnership with DQ Entertainment. DQE’s Jungle Book and Peter Pan are iconic brands that have proven their successes for many years already.*

DQ Entertainment is showing some very impressive efforts and results in creating new and high quality content. We are looking forward to line up with

DQ's strategy and bring their brands to the markets and work on licensing and merchandising project with our partners."

Tapaas Chakravarti , CEO and MD DQE Group said *"This is an exciting new partnership we are embarking on with EGL that will surely bring high quality and enriching toys of our property to young fans around the world."*

ABOUT DQ ENTERTAINMENT:

DQ Entertainment (DQE) (www.dqentertainment.com) is an award-winning animation, gaming, live action entertainment - production and distribution – company with one of the largest capacities for animation production for television, feature films, home video, online game art, visual effects, mobile and next generation console games.