

# Imagica Robot Holdings Inc.

## NEWS RELEASE

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### **(Delayed)OLM and American Greeting Entertainment Team Up to Invest In and Produce New Full CG Animation Series “Tinpo™”**

OLM, Inc., a consolidated subsidiary of Imagica Robot Holdings Inc., announces its plan to invest in and produce the new full CG animation series “Tinpo” in association with its subsidiaries, Sprite Entertainment, Inc. and OLM Digital, Inc., and in conjunction with American Greetings Entertainment, Inc. (hereinafter AGE). “Tinpo” will be aired globally in late 2018, with the BBC broadcasting the series in the United Kingdom. Dentsu, Inc. will contribute its expertise in Japan and the broader Asian market.

Please see the attached news release from AGE for further information.

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**CBEEBIES/BBC UK ORDERS TINPO™ ANIMATED SERIES FROM PARTNERS AMERICAN GREETINGS ENTERTAINMENT AND OLM, INC.  
*Group in Production on 78 x 7' CGI Episodes***

Los Angeles (October 12, 2017) – American Greetings Entertainment (AGE), the intellectual property and outbound licensing division of American Greetings, in conjunction with partners Dentsu Inc. and OLM, Inc. and in association with production studios Sprite Entertainment, Inc. (dba Sprite Animation Studios)/OLM Digital, Inc., announce the commencement of **Tinpo™**, 78 seven-minute CGI episodes of a brand-new fantasy/construction series expected to debut in late 2018 in the UK and elsewhere around the world.

Ordered by CBeebies/BBC in the UK with production occurring in the UK, Japan and the US, the series follows “Team Tinpo,” the heroes of Tinpo Town who as designers and builders think way outside the box as they ideate the most fun ways possible to solve problems in their unique world.



“Team Tinpo’s approach to problem-solving and construction uses comedic trial-and-error that we’ve never before seen in a preschool series,” said Karen Vermeulen, Head of Co-Productions for AGE. “As a master of tech, Tinpo has a device that permits his team to interact with virtual projections so that they may work through the folly of his wild ideas until arriving at the right one for the job.”

“Tinpo™ is an irresistible, fun and funny take on classic themes of construction and problem-solving,” said Jackie Edwards, Head of BBC Children’s Acquisitions and Animation. “And we love that co-story editors/head-writers Davey Moore (*Thomas & Friends*) and Emma Hogan (creator of *Nelly & Nora*) have developed a series in which the winning construction plans are never the most practical but rather the most creative, surprising and fun.”

“From an animation perspective, rarely do we see a preschool series with the physicality of Tinpo as he and his team will literally bend the laws of physics to test an idea” said Mr. Toshiaki Okuno, CEO of OLM, Inc. “Both our company and Dentsu, Inc. see Tinpo™ as that rare project that organically infuses original twists with universal preschool

themes and as a result, we are confident that this series will have strong worldwide appeal.”

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### **About American Greetings Entertainment**

American Greetings Entertainment is the intellectual property, entertainment and outbound licensing division of American Greetings. It was built upon the successful re-launch of Care Bears™ and other iconic entertainment brands for kids, including Holly Hobbie™, Madballs™, Packages from Planet X™, Twisted Whiskers™ and its newest IP Buddy Thunderstruck™. American Greetings Entertainment develops multi-platform entertainment franchises across all media channels and extensive consumer merchandising programs that immerse children and adults in brands they love.

### **About OLM, Inc.**

OLM, Inc., one of Imagica Robot Holdings Group’s companies, is a Tokyo-based production company with renowned animation, live-action and visual effects divisions. Best known for their work on the “Pokémon” films and television series, OLM’s credits include a variety of projects for the global market, ranging from traditional 2D anime to video games to live-action and CG-hybrid feature films.

### **About Sprite Entertainment, Inc. (dba, Sprite Animation Studios)**

Sprite Entertainment, Inc., a subsidiary of OLM Digital, Inc., a division of OLM, Inc., is a boutique CGI-animation house specializing in the production of high-quality animated content. Based in Los Angeles, Sprite has produced television projects for top-tier networks such as Disney and Netflix. Their first feature-length CG film, "Rudolf the Black Cat," opened to critical and commercial success in 2016.

### **About Dentsu Inc.**

Dentsu is the world’s largest advertising agency brand. Led by Dentsu Inc. (Tokyo: 4324), a company with a history of 116 years of innovation, the Dentsu Group provides a comprehensive range of client-centric brand, integrated communications, media and digital services through its ten global network brands—Carat, Dentsu, dentsu X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum—as well as through its specialist/multi-market brands. The Dentsu Group has a strong presence in over 140 countries across five continents, and employs more than 55,000 dedicated professionals. Dentsu Aegis Network Ltd., its global business headquarters in London, oversees Dentsu’s agency operations outside of Japan. The Group is also active in the production and marketing of sports and entertainment content on a global scale.