

# ON ANIMATION STUDIOS

Producing international animated  
blockbusters for the family

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*“Ideas only become great when  
they are challenged and tested.”*

From Creativity, Inc., by Ed Catmull

# What we do

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ON Animation Studios is dedicated to producing international animated hits made for our core audience. Driven by world-class creative talents and supported by satellite studios in strategic countries, ON Animation is developing a compelling portfolio of engaging blockbusters for the family, and high-quality independent movies for kids.

It takes time to become one of the world's leading studios for animated feature films. The very high standards we reached to produce *The Little Prince* and to make it France's biggest ever animation export in 2016 came from a longstanding experience in the animation field, that started nearly 15 years ago. In the early 2000s, we chose to enter a newborn market with nothing more in our hands than the will to tell wonderful and magical stories on the big screen. Over the years, we perfected our skills by producing small-budget feature films that eventually became our first milestones. Gradually, we assembled a core team of highly talented people coming from the best artistic-creative areas, while developing our own technologies and tools, with the only goal to do not only animated movies, but great ones.

Today, ON Animation Studios is at a crossroads in its history. Art combined with technology, that led to the recent worldwide success of *The Little Prince*, allowed us to become a European major studio in the animation industry. In 2016, we already took the next step with the official production debut on our upcoming animated feature film: *PLAYMOBIL*.

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# ON Animation at a glance

**2006**



Produced the multi-award-winning black & white 3D animated feature film Renaissance in 2006, the first European animated movie to use motion-capture techniques. Considered today as a classic in European animation, Renaissance truly established ON's reputation.

**2008**



Produced the 2008 animated movie adaptation of Bernard Lenteric's novel under the title The Prodigies, using even further advanced mo-cap techniques. Thanks to graphic designer Viktor Antonov and its unique vision, The Prodigies marked a new step for the Company and truly defined the future of animation in Europe.

**2015**



Produced France's 3rd best exported animated movie Mune, Official Selection at the Annecy International Animation Film Festival 2015. Produced with a small budget, Mune was released worldwide by Universal Pictures and became a great success among the kids movies line-up of 2015.

**2016**



Produced the biggest success of all-time for a French 3D animated movie abroad: the adaptation of Antoine de Saint-Exupéry's most famous piece of art The Little Prince, released worldwide in 2015-16 with an expected global box-office of \$100-150M

# Meaningful competitive strengths



## GROW CONTENT PORTFOLIO

Investment in brand and IP acquisition  
Continued expansion of movie productions

## ENHANCE INVESTMENT RETURNS

ON's leading position in its core markets underpins scale  
Drive economies of scale and increase EBITDA margins further

## EXTEND GLOBAL CONTENT REACH

Grow presence in digital markets  
Expand geographic activities through growth in International Film and Film Production activities

## INTERNATIONAL PRESENCE

ON Animation Studios' films reach a global audience through an international powerforce that includes 5 dedicated offices around the world and strong distribution partnerships with leading companies over the world

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# Producing family blockbusters



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ON Animation Studios' first objective is to produce high-grossing animated feature films made for the Family audience, with budgets between €60M and €80M.

With its worldwide release in 2015-2016, The Little Prince has opened ON's upcoming line-up of Family blockbusters and established a new milestone in the Company's history. Driven by this first international success, ON is now aiming at increasing its line-up of animated blockbusters in the next few years.

As a pillar of that strategy, the soon-to-be-released PLAYMO-BIL movie will be the first in a big franchise of cutting-edge animated feature films.

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## The Little Prince



Biggest success  
of all-time for a  
French animated  
movie abroad

César 2016  
for Best  
Animated  
Picture

A worldwide  
release with  
a total of 20M  
admissions

2.8Bn  
Playmobil figurines  
sold since 1974

Developed into  
a big franchise  
of 4 movies

International  
release in 2019

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# Producing independent movies for kids

**Kids  
movies**



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Besides the production of animated blockbusters, ON Animation Studios has an independent label that delivers smaller budget animated feature films for Kids, estimated between €15M and €20M.

With the release of Mune in 2015, ON Animation seized a market opportunity in Kids animation: indeed, ON's unique structure allows the Company to use the very same tools developed for the big-budget movies to produce a rich slate of franchises only targeted to the young kids audience.

Furthermore, that specific movie division can work closely with our TV label Method Animation to extend many universes: as an example, we're currently developing a high-quality movie based on author Antoon Krings' best-selling children books, and a TV show that is made possible thanks to the feature film's assets.

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Adapted from an iconic original idea

Official Selection at the Annecy Film Festival 2015

Ranked 3rd among the best exported French movies in 2015

20M Funny Little Bugs books sold worldwide

Developed into a movie and a TV series using the same assets

International movie release scheduled for Christmas 2017

# Partnerships

with the best players in the movie distribution industry worldwide



On Animation Studios

wildbunch



OPENROAD



KINO  
LOGY



KINO ŚWIAT



CDC  
UNITED NETWORK

