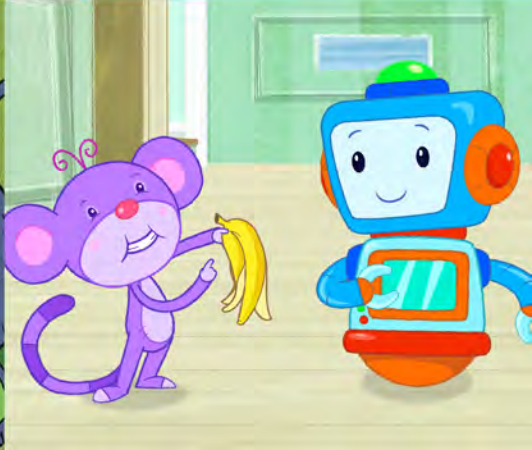
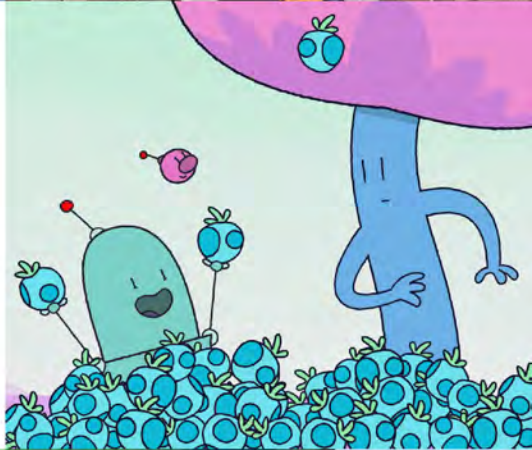
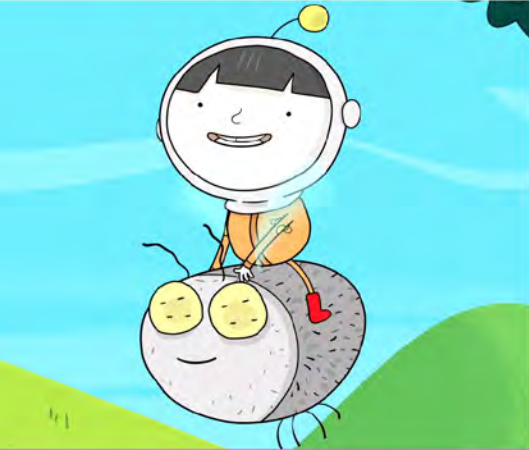
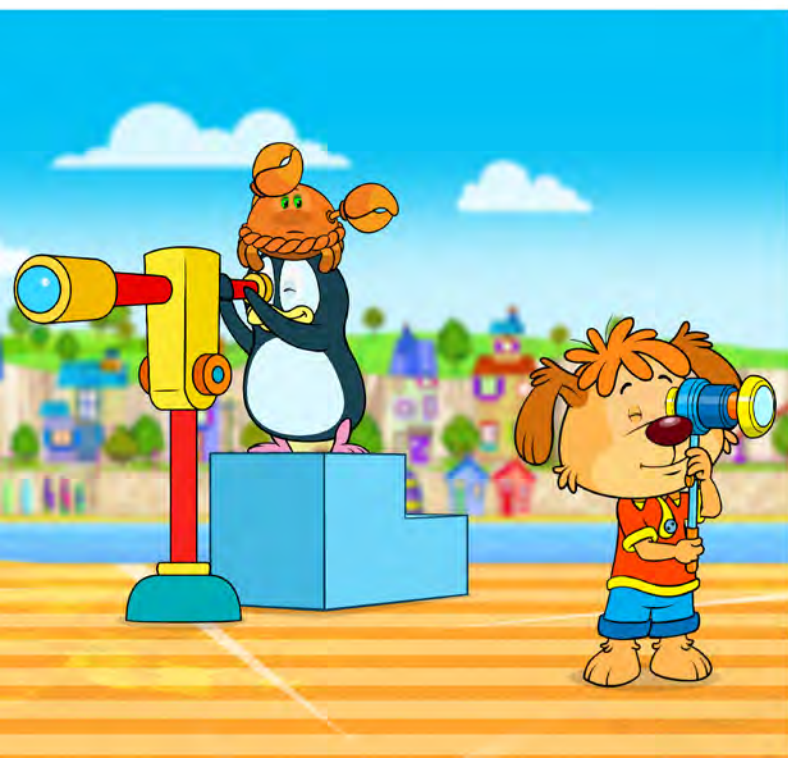






UK Broadcast:

In September 2018 Season 3 of Pip Ahoy! launched on iTV's brand new dedicated pre-school block littleBe. The iTV deal saw the acquisition of all 78 episodes as well as the Christmas Special. The channel launch was supported with an extensive promotional campaign across the iTV networks with Pip leading in its TV trailers and advertising spots.



Pip is aired daily in the 11.30am primetime slot and is said to be performing very well for the channel where it is considered a 'strong and reliable title'. Recent ratings indicate that in this time slot, Pip Ahoy! outperforms both Cartoonito and Tiny Pop. This is a very encouraging start given the littleBe block launched only 3 months ago.

Cartoonito UK has confirmed that it will also acquire the 3rd season and begin re-airing all 78 episodes following the expiry of the littleBe exclusivity period at the start of Q2 2019. International broadcast: Following a restructure of the commercial operations, CHF Pip Plc has appointed Jetpack Distribution to manage international broadcast sales for Pip Ahoy! The deal excludes UK, Russia and China where the company will continue to manage the existing relationships. This strategic move allows for a much wider reach with Jetpack's full team working to place Pip internationally.

Since their appointment in October 2018, Jetpack has represented Pip Ahoy! at MIPCOM and where overall, they report a good response with 40+ buyers requesting more information on the show. Follow up with the interested parties, will take place at Kidscreen in February 2019.

We have received a firm offer from DISCOVERY for the Middle East. We are currently reviewing the offer and look forward to formally announcing the deal in the coming weeks



Pip Ahoy! continues to be broadcast on a number of IPTV Stations in China, with just one of those stations, Tencent, obtaining just under 2 million views as at the end of last year. We are starting to roll out the licensing and merchandising campaign and have engaged with the Shanghai Media Group to handle both broadcast and L&M sales in Asia. The contractual part of the agreement via the Chinese Embassy is almost completed and once done we will be able to green light roll out..





UK L&M:

A third licensee has renewed! PJSL has renewed its Character Events license. Over the 2018 summer months we engaged with PJSL to secure character events such as 'Meet and Greet's' up and down the UK. The purpose was principally a marketing push to keep Pip in the public eye. The company successfully secured events in the majority of family entertainment parks including Butlins, Park Holidays and Parkdean. These venues play host to millions of visitors each year; Parkdean alone had more than 2.2million visitors through its doors in 2017. The events were so successful that PJSL are exploring the possibility of running further events in 2019. Additionally, at the larger venues we can sell Pip Ahoy! merchandise and



we are currently reviewing a suitably priced range of product. We will also be selling The Pip Ahoy! Trail that we hosted last year at Crealy Adventure Park in Devon, the Trail is an interactive map, accessed by your mobile device with character "hotspots" to find and unlock digital content. We hope to have the trail up

and running over Easter in various seaside locations again, including a variety of holiday parks. This is a significant step forward for Pip Ahoy! and will provide the foundations for the growth and expansion of the licensing programme.

Furthermore, KITE has collaborated with CHF Media Group on both Pip Ahoy! and Daisy & Ollie to build an online ecommerce platform for each brand. Kite specialises in on-demand custom merchandise and photo print solutions. The new Pip Ahoy! and Daisy & Ollie range of merchandise will include t-shirts, hoodies, cushions and posters will be exclusive to the e-shops. You can visit the shop here;

shop.pipahoy.com

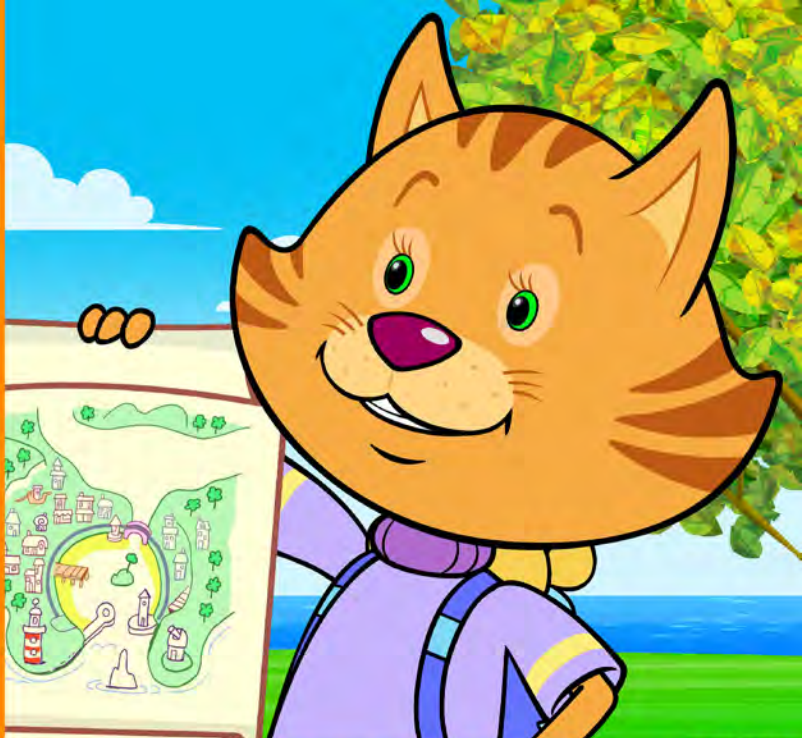




A press trade release was issued with great coverage in, Preschool News, Kidscreen, License Global and more.

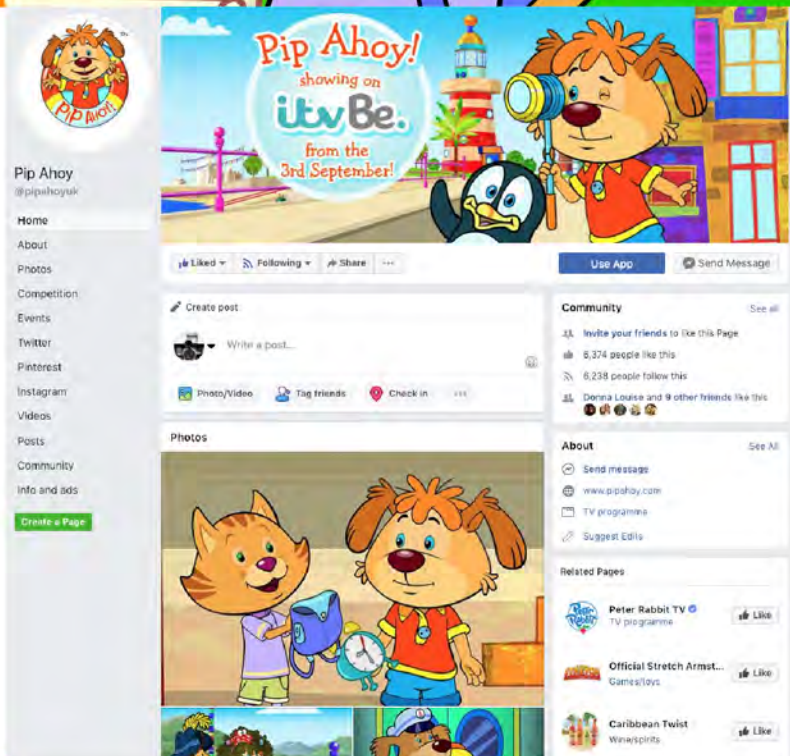
LTW magazine also ran a feature interview in which Helen Brown explains "The social media pages for both shows are a very good gauge for consumer demand and they receive requests daily asking where and when will there be books, toys and pyjamas in the shops. Print-on-demand gives the audience immediate access to product and it fills the void in the demand whilst the licensing programme for both are built."





Marketing Update

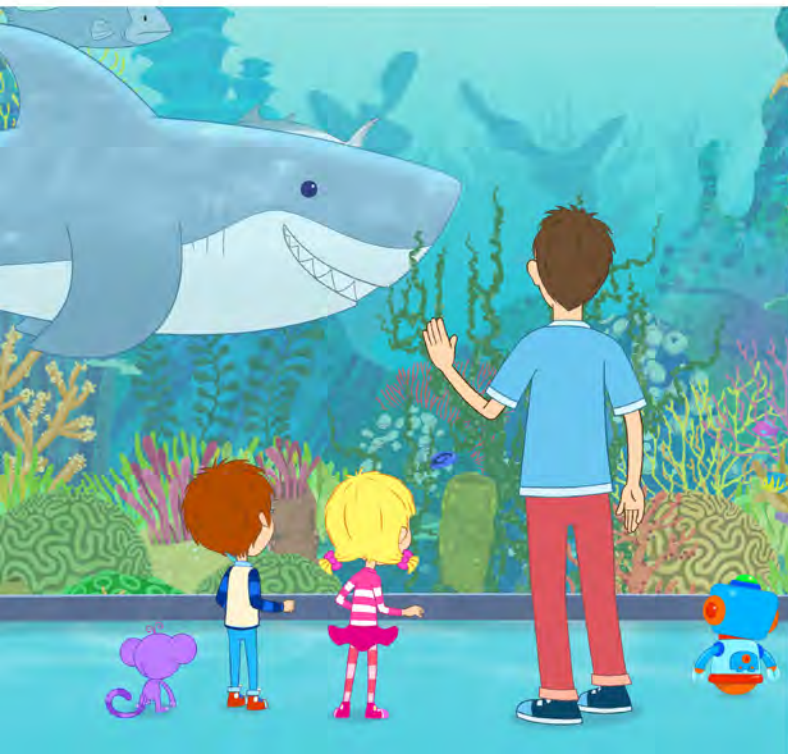
We've had a whirlwind of press activity for Pip Ahoy! with the announcement of the renewed licensing deals. From September to December, the combined social impressions for the channels has been 241.5k, with 6535k engagements. The channels now have 9,767 fans, an increase of 3.8%.



Broadcast:

Cartoonito: Seasons 1 & 2 are continuing to perform incredibly well on the channel and Cartoonito would like the opportunity to build the brand into their long-term channel planning. So much so, that they have issued a letter of intent to acquire a further 52 episodes, Series 3 & 4. This long-term channel commitment ensures longevity of the brand to our fan base for a further five years.

The 22-minute Christmas Special episode, titled, 'What's so great about Christmas anyway?' starring Gary Barlow was a great success for the channel with high viewing figures, great press and social media engagement. The episode premiered on Saturday 1st December and was shown



every weekend throughout December which increased viewership on each transmission.

Electronic Sell Through (EST):

Working in association with an approved platform aggregator we launched the Christmas Special on Amazon and iTunes where it was available to purchase from the 2nd of December 2018.



Daisy & Ollie Retweeted

Jason Manford
@JasonManford

Don't forget to download our very special Christmas episode of Daisy & Ollie featuring the wonderful Mr Gary Barlow! The perfect watching for the whole family and available now!

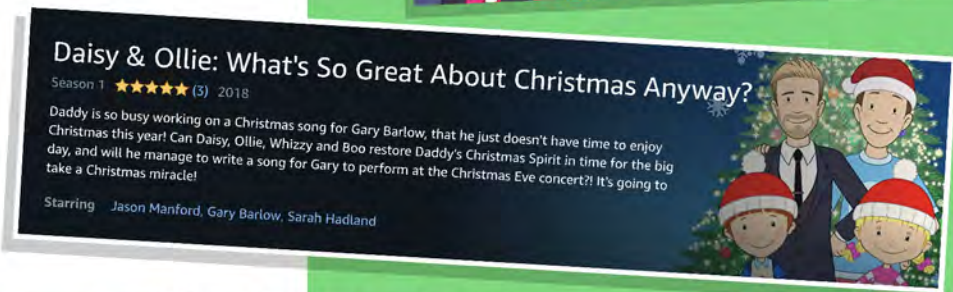
Amazon: amzn.to/2KRu9i3

iTunes: apple.co/2Si3JrA @DaisyandOllieUK

@GaryBarlow



11:30 am · 12 Dec 2018 · Hootsuite Inc.





YLE:

The series has launched on YLE's Pikku Kakkonen/Tiny Two channel where it holds a prime-time slot of 17:10pm. Ratings information received from YLE at the time of preparing this update suggests the programme achieves a massive 87% audience share! Needless to say, YLE are very happy with its performance! They are keen to acquire additional episodes in the future.

CLS Russian Distribution:

D&O was sold to Kazakhstan Free TV – BALAPAN Channel. In Russia it will be on Pay TV – MAMA (Mother) and MULTIMUSIC (music channel for kids), but the official air dates are yet to be announced. Language dubbing for

all episodes was completed in November 2018, so the show will now be offered to further channels. The main VOD platforms have all launched the show and we are awaiting sales reports, expected Spring 2019.



International Distribution:

Jetpack Distribution have been appointed to manage international distribution rights for Daisy & Ollie. At the MipJunior screenings in October the show was viewed more than 30 times which is promising. Since the show Jetpack has followed-up with almost 50 broadcasters who have requested further information. Follow up on these potential sales will be held at the Kidscreen Summit in February 2019. They report a lot of positive feedback on the look and feel of the show and the balance of girl/boy characters and the "question" premise of Daisy and Ollie gives great International appeal.



DISCOVERY have made a firm offer for the show for the Middle East and we again look forward to announcing the deal in the coming weeks. We have also accepted an offer from EMIRATES airlines for the Middle East. Jetpack have opened discussions with Cartoonito to secure a secondary UK Broadcaster, which they are very open to exploring. This level of dual exposure would be extremely valuable for the brand.



L&M (UK):

In January 2019, we secured Tina-Louise Foster, of Nimbus Nine Consulting to manage the L&M strategy roll-out for Daisy & Ollie.

The initial primary focus is to first place licensees in both Publishing and Apparel. These are the core categories which will help build the programme and lead the way for Plush, Stationery, Bedding any much more.

[SEE ARTICLE HERE](#)

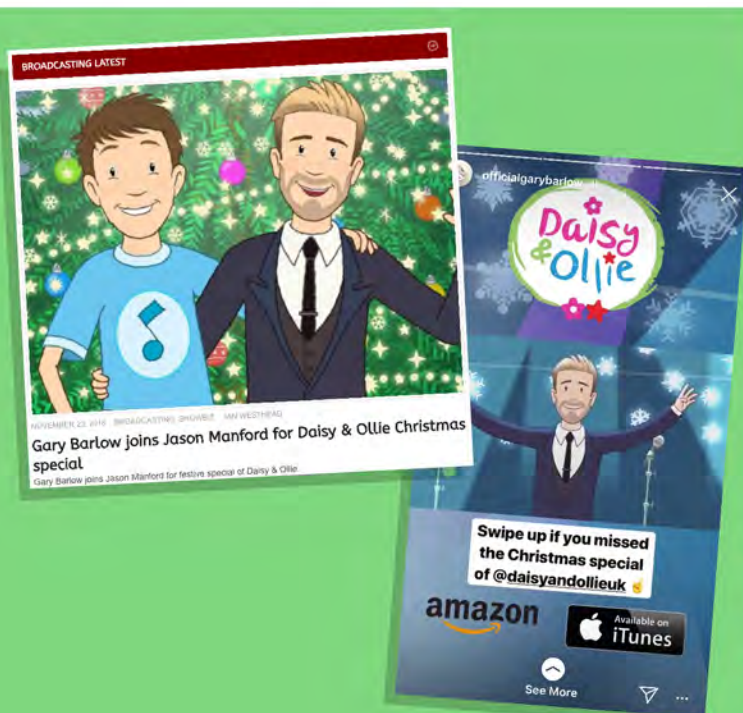




Marketing update:

The launch of the Daisy & Ollie Christmas special featuring a very special guest star appearance from Take That star, Gary Barlow generated a tremendous amount of press. We had brilliant wins in the broadcast, trade and consumer media for the Christmas special

announcement, with a reach of over 41 million and counting, including Jason Manford interviews on ITV's Lorraine and Sunday Brunch, plus coverage in Radio Times, Daily Mail Weekend, Families Online, Netmums, Licensing Source, Animation Magazine and Total Licensing.





We also had some lovely engagement on social media through local mummy bloggers and Gary Barlow himself even posting about the episode to his 4.5 million followers on Twitter and 741k followers on Facebook.



From September to December, the combined social impressions for Daisy & Ollie's channels has been 481.5k, with 10.4k engagements. The channels now have 3,225 fans, an increase of 19.9%!



Jason Manford hosted a very special Premiere screening of the Christmas Episode in November 2018, inviting local families and competition winners to watch it ahead of transmission. Over 200 people attended with a special guest appearances from the voice cast, Daisy, Ollie and even Father Christmas himself!





MAGIC MARLON

This show has undergone extensive redevelopment. We now have a solid production bible and firm interest from Broadcasters. We are continuing to pitch this production and will keep you updated as it progresses.

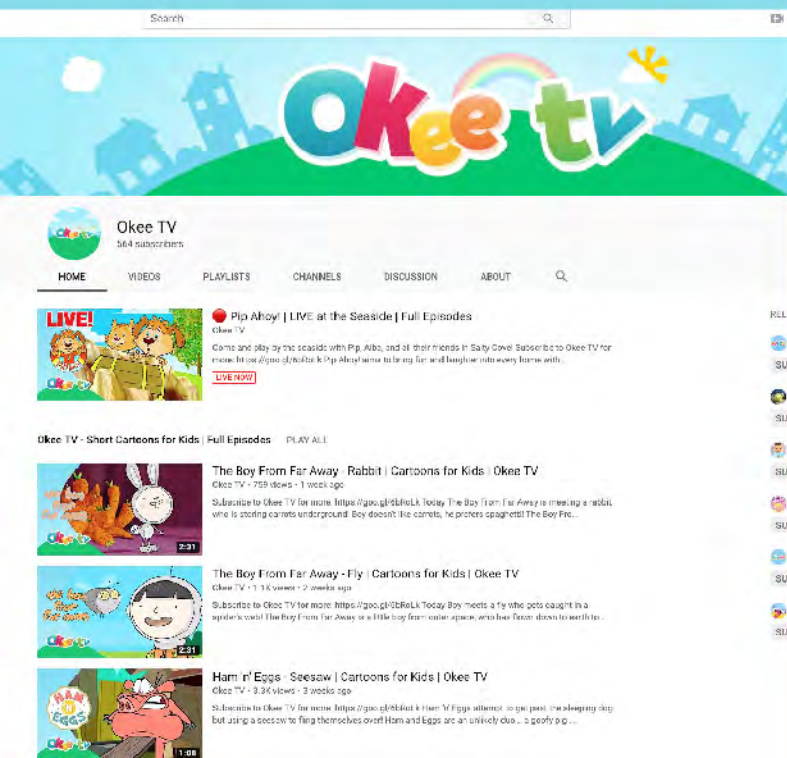






Tune into Okee TV every week
and some family favourites
of Daisy & Ollie

Click here to
view Okee TV!



OKEE TV is live and has had over 40,000 combined programme views since first launch.

We continue to work with Little Dot Studios on the regular rollout of new and compiled content.

As previously mentioned, this approach has a positive impact on

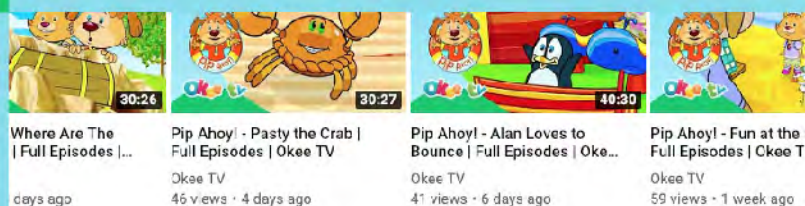


Week for 'Brand New' shows
es direct from the creators
e and Pip Ahoy!

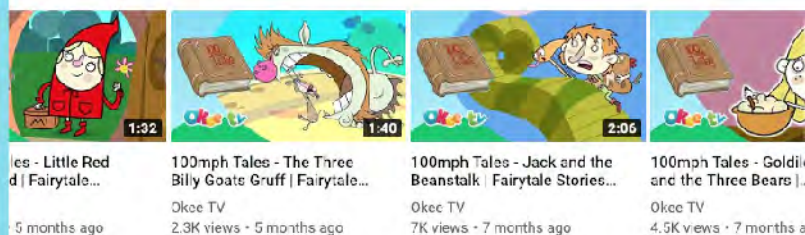


Click here to go to Okee TV
YouTube Channel!

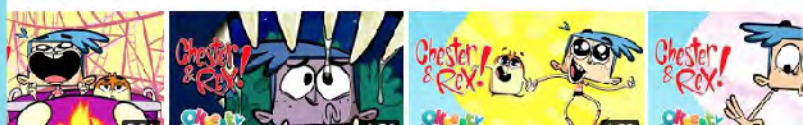
the YouTube algorithms by pushing
and promoting the content in the
YouTube 'search' and 'suggested'
menus. We are also looking at the
viability of a structured media
spend which will aid exponential
growth of the channel.



100mph Tales | Fairytales for Kids [PLAY ALL](#)



Chester & Rex | Cartoons for Kids [PLAY ALL](#)





Chester & Rex!



All 7 episodes of Chester & Rex are now available on OKEE TV. Viewing figures are steady at 6k combined. Cartoon Network (CN) has now agreed to place Chester & Rex on its 'Pilot' channel. We are in the process of finalising the agreements and anticipate a launch within Q1 2019.

The UK Channel Director also presented Chester and Rex to the EMEA, US and South America teams at their annual company meeting in October 2018 and reports the feedback was good. These channels are now considering replicating the 'Pilot' scheme with this shows and 4 other shows from this portfolio.



[Click here to view
Chester N Rex!](#)





100mph tales



Six of the seven 100mph episodes are now available to view on OKEE TV and combined they have amassed 9,000 views.

As previously reported, we have interest in moving the series to long form from broadcasters.





Click here to view
100 mph Tales!

However, it has been suggested that we first follow the Pilot route with Cartoon Network to gauge consumer appetite. This could attract further broadcasters and the potential for commission or acquisition which would contribute to the overall cost of production.





Five of the eight episodes of Ham 'n' Eggs are now available to view on OKEE TV. The remaining three will rollout in the coming weeks.

Ham n' Eggs will also from part of the Cartoon Network Pilot scheme acquisition. The non-dialogue format



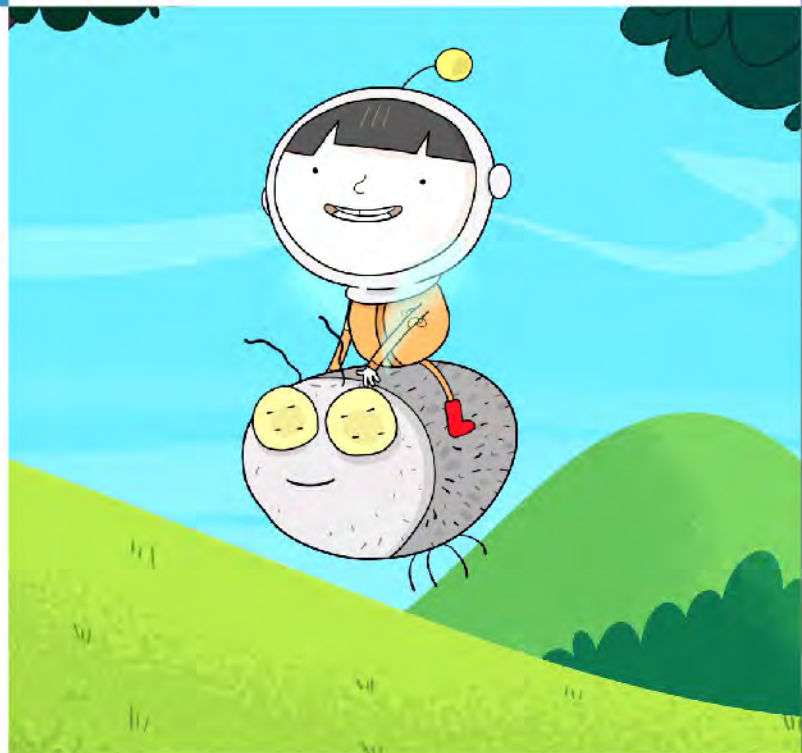
Click here to view
Ham N Eggs!

will travel well to the international
markets and again this could see the
series head to long form
development should it rate well.





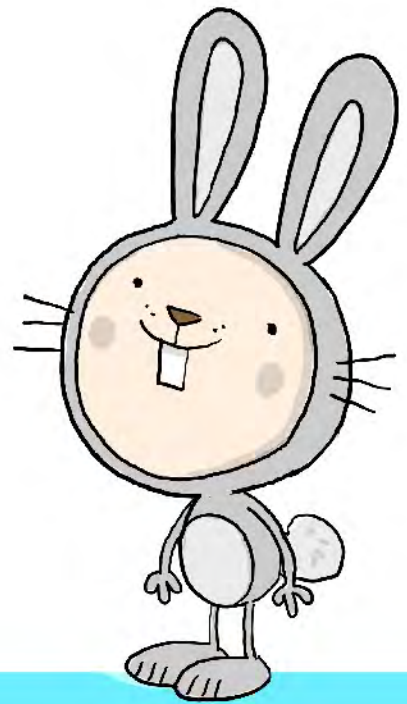
the boy from far away



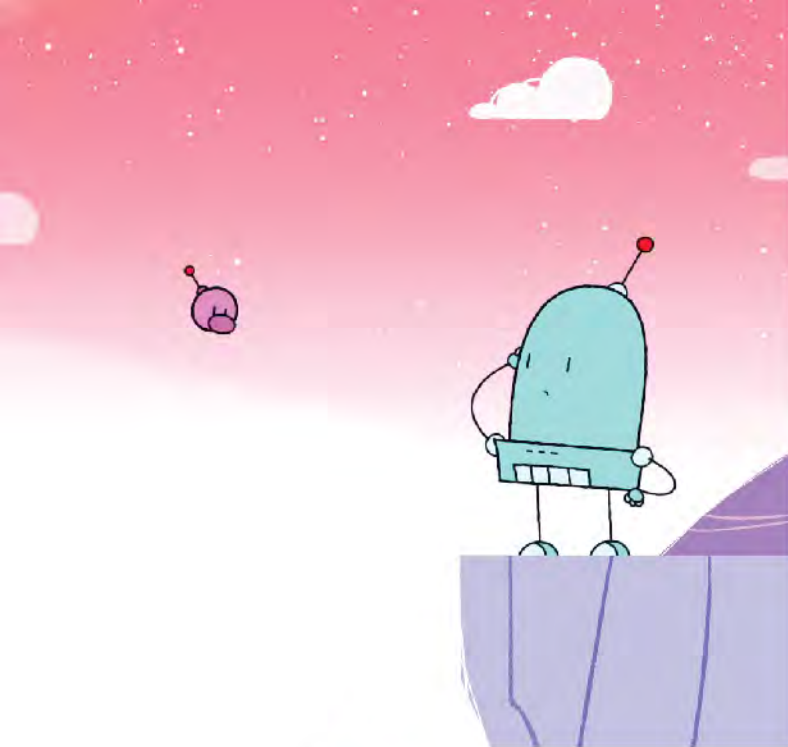
The first episode of, The Boy from Far Way launched in early November, with the second episode released two weeks later. Each episode is a little over 2-mins and the remaining 4 episodes will launch in this bi-weekly fashion. It is too soon to comment on the viewing figures,

but we've received great feedback from the industry professionals who've seen it so far.

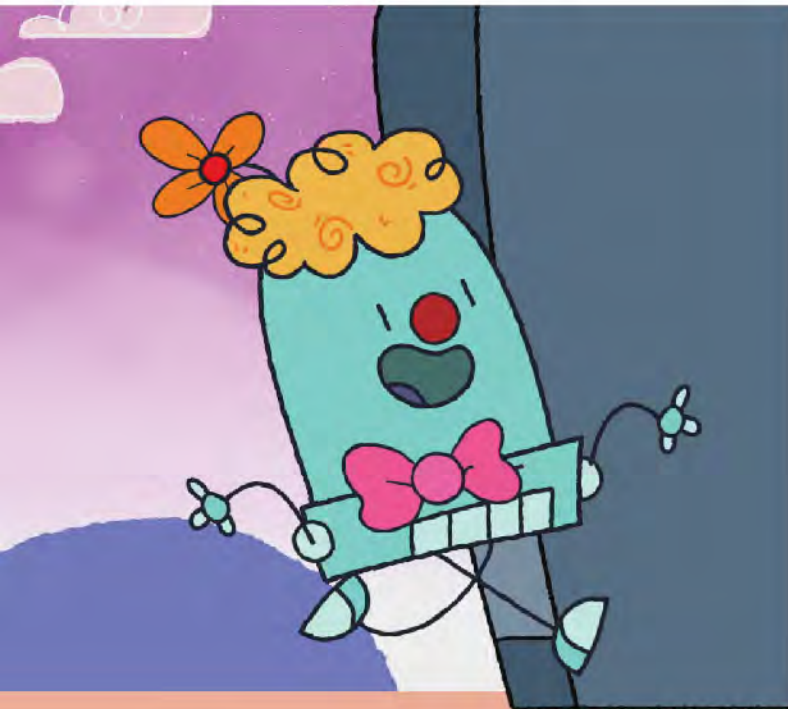
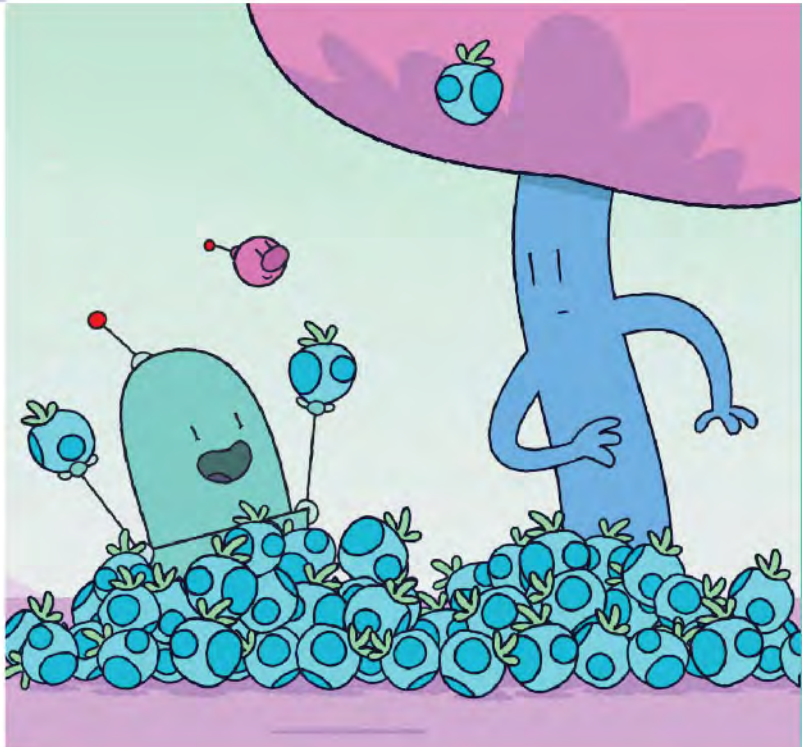
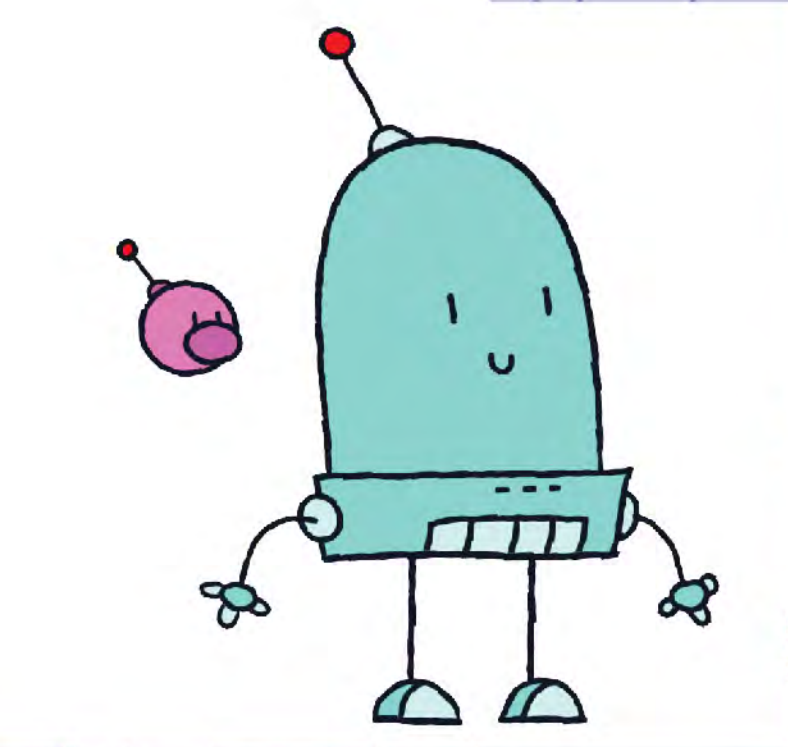
The project will also be part of the five series Cartoon Network acquisitions.



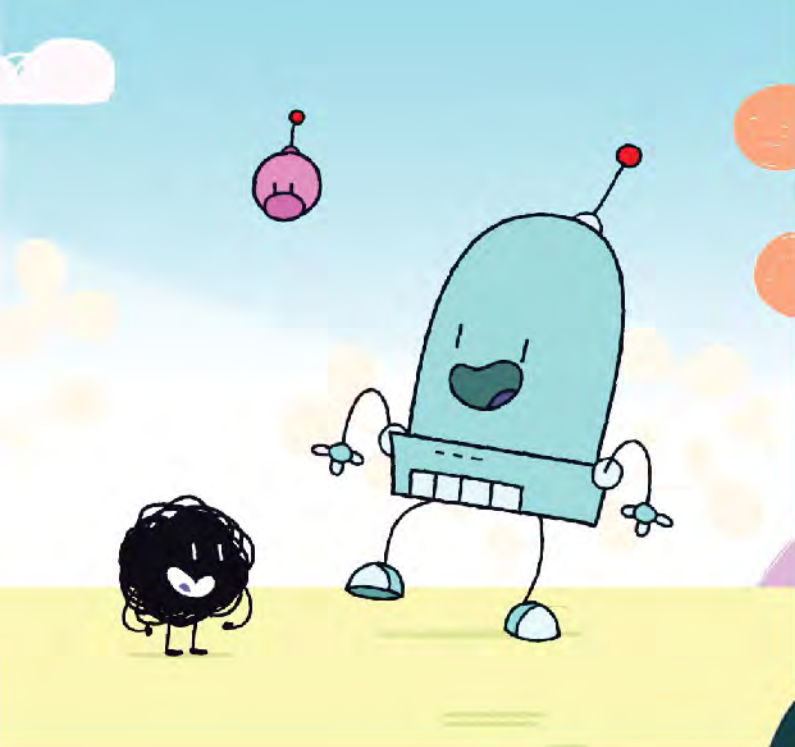
Click here to view
The Boy from Far Away!



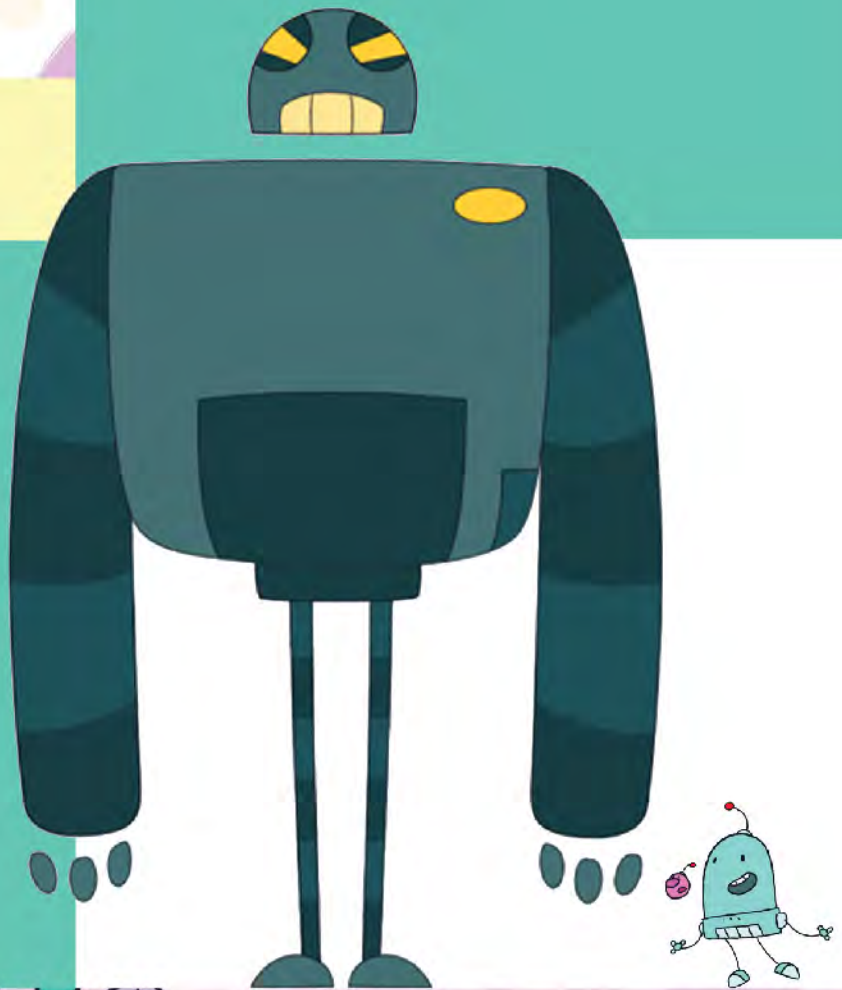
me robot



Me Robot is now complete, and the project will also be part of the five series Cartoon Network acquisitions. We have chosen to hold this series back from the online platforms to ascertain initial performance on Cartoon Network.



Click here to view
Me Robot!

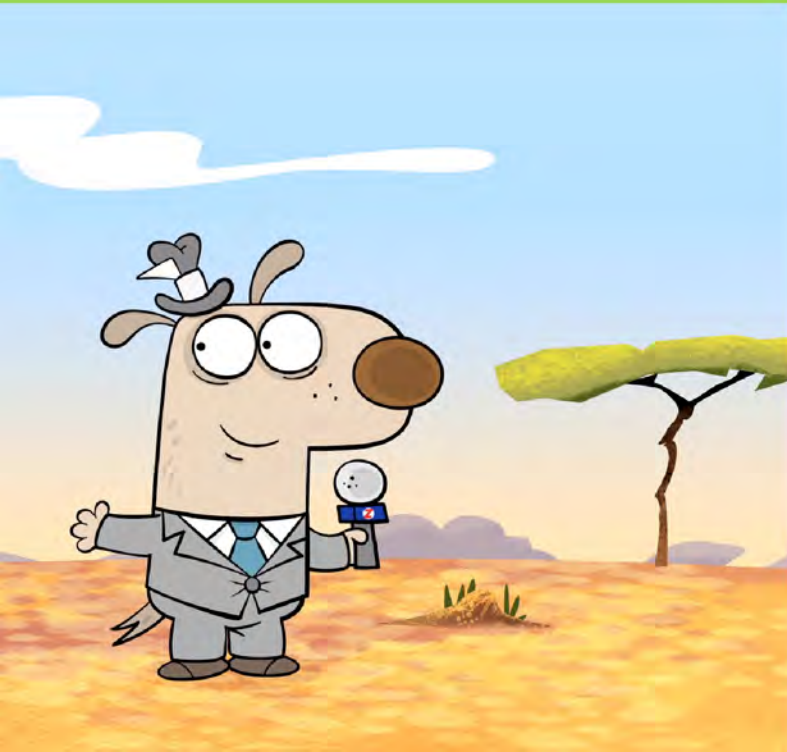
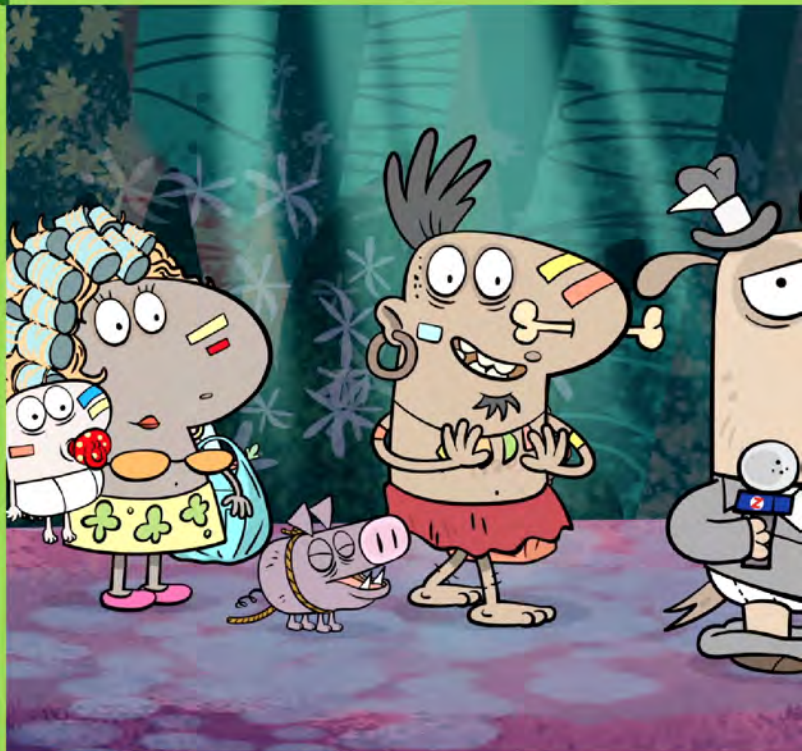




REPORTER RAY



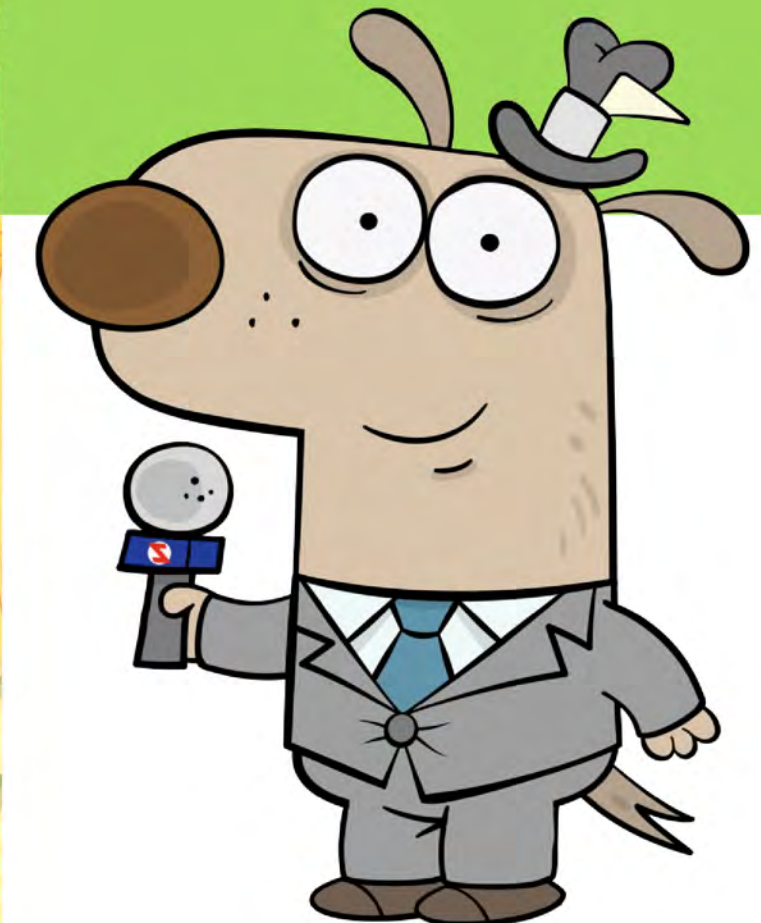
Ray is an intrepid, over confident and accident prone reporter for 'Channel Z News.' His nemesis is 'Cat' the mildly acid-tongued anchor-woman who takes more than a little pleasure in watching him fail in his attempts to report on a variety of odd stories including Yeti sightings and crop-circles.



Each episode finds Ray in some exotic location reporting on something bizarre which inevitably ends in failure or complete disaster.



Reporter Ray will be complete in February 2019, following significant re-development.





Coconut Bay

Coconut Bay is in the final stage of production and is looking great! We're hoping to finalise music and external post production in February 2019 and will then establish the best route to market for this show. Initial trade feedback has been very positive!





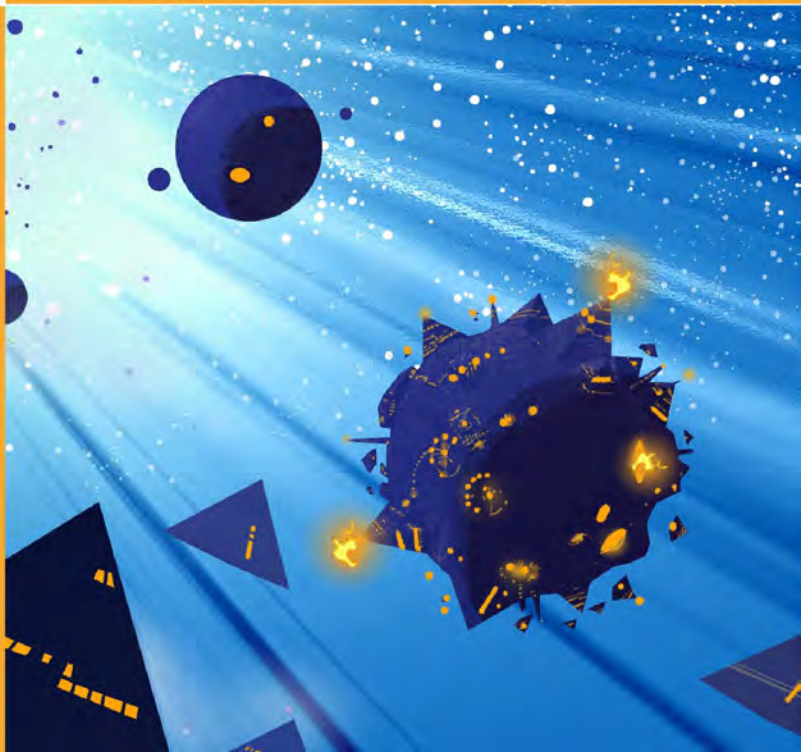
They know nothing
about the world and
the world knows
nothing about them.

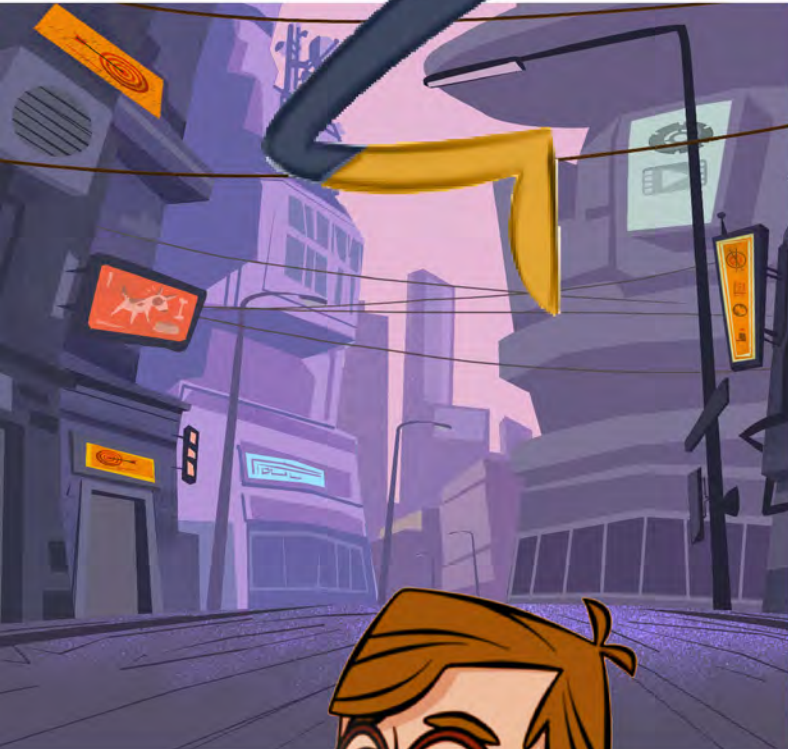
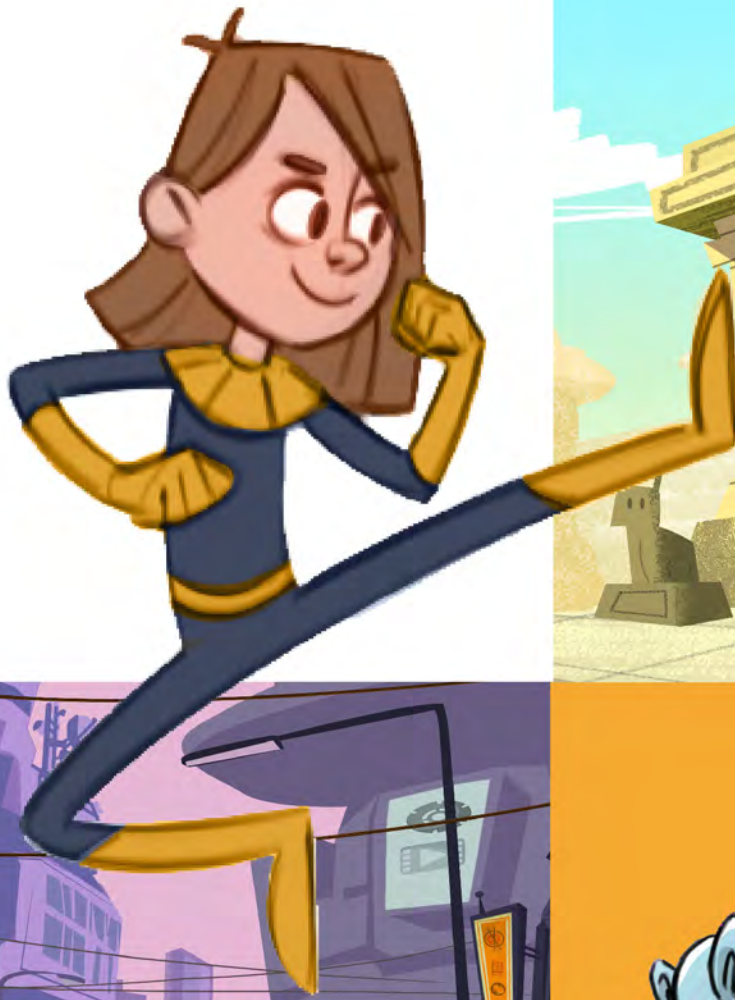


HERO GLIFFIX



The show has undergone re-development following direct Broadcaster feedback. We now have a solid production bible, full script and pitch document that we are confident in presenting at market. We are in the final stages of production on an animatic trailer which will be complete in February 2019 and we look forward to sharing it with you soon.







HORATIO



[Click here to view the Horatio promo!](#)

We continue to have discussions with CGI studios as to the future direction of the show. We met with a number of Studios at the brand licensing show in Olympia and are now following up with those studios discussing work allocations and budgets. The show continues to get very favourable comments as to its look and feel and



as such there are a number of studios willing to work with us to take the show to the next stage.





Bibb-Bobb



The need for language learning educational content is greater now than ever before, especially in China and Asia. We have discussed exploiting the show in these territories with global distribution agent Jetpack Distribution.





Jetpack have agreed to market the show in these territories and we are putting together a presentation pack for Jetpack to use at the next TV market being MIP TV in April.



[Click here to view the BlibBlabs promo!](#)



Following the last update Animal Fu has gone virtual!

Throughout September and October Linda formed a team of professional dancers to start rehearsals for the filming of Animal Fu Family, pre-recorded fitness classes to be accessed from the comfort of your home to get children (and parents) up of the sofa and moving. Filming took place in early November, Animal Fu teamed up with Middlechild TV who are currently editing the videos ready for a launch in the Spring. The videos will be uploaded to global fitness platform Wexer initially, you can subscribe via their app, on an interactive TV or at a club with a virtual screen. We are currently working to build further partnerships for displaying and accessing the content. Work is going on behind the



scenes to create further merchandise that can be accessed through the website ready for the launch with the videos. On the 13th December Animal Fu was seen performing at the Great Ormond Street Children's Christmas party. The event went down with a bang with special guests such as Nick Grimshaw and Stephen Mulhern seen enjoying Animal Fu with the children.

Lastly, Linda also known as Miss Fu, won a fitness presenters competition where she presented Animal Fu at FitcampsUK. The prize includes support and marketing for Animal Fu's music through "Pure Energy" which we are currently negotiating terms on. Also we receive REPS Approval which helps with delivering our instructor training for



future instructors. The prize also means that Linda is now a UK master trainer and will be at next year's biggest fitness convention IFS at Winter Gardens Blackpool (the largest in Europe) followed by FIBO Germany, fantastic PR and marketing for Animal Fu!



Swimstylers continues to grow! With another order of badges coming in quickly after the first and Angela gaining a new franchisee for her Swimschool that will roll out the Swimstylers immediately, it shows very promising signs of rapidly expanding.



In December Angela secured a new collaboration with the RLSS (Royal Life Saving Society) who have agreed to work in partnership with us, sharing logos and access to marketing tools. They would like to introduce a new badge to the Swimstylers, one that is achieved by learning a new life saving skill.



A decision has been made and we have started to raise further money for Swimstylers, this money will be going towards a much needed Swimstylers website, somewhere people can see updates, learn how to become a Swimstyler and most importantly order Swimstylers merchandise. The money will also be going towards the making of some teaching videos, these will also be used as teaching tools for instructors and new franchisees.

Finally, Swimstylers are currently working with ITN News regarding business owners, Angela is using her Swimschool as a fantastic platform to talk about the Swimstylers and create a short film, a very exciting opportunity.

