



“Pleasant Goat and Big Big Wolf” Movie 4 Box Office Receipts Reaches HKD200 million after Chinese New Year Holidays

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Sets Another Record High for Chinese-produced Animated Films

(Hong Kong, 31 January 2012) – **IMAGI International Holdings Limited** (“IMAGI”, together with its subsidiaries, “the Group”, HKSE Stock Code: 585) is pleased to announce that the latest movie of its “Pleasant Goat and Big Big Wolf” series – **“Mission Incredible: Adventures on the Dragon’s Trail”** 「開心闖龍年」 (“Movie 4”) has achieved another record-setting box office receipts after its debut in China on 12 January 2012. After taking in approximately HK\$100 million in the first four days after its launch, the momentum of “Movie 4’s” popularity continued unabated during the 1st eighteen days of screening, reaching approximately HK\$200 million as at 29 January. This has outperformed the record set by Movie 3, which was the best performing locally produced animation movie as at 2011, achieved a box office of HK\$180 million in the entire 8 weeks screening period.

The “Pleasant Goat and Big Big Wolf” movie series have won the hearts of an ever expanding sector of the public. In its first week, “Movie 4” was shown 53,173 times in China, and viewed by 2,385,675 people, significantly higher than the 610,607 viewers for “Pleasant Goat and Big Big Wolf 1 – The Super Adventure,” the 1,510,574 attendees for “Pleasant Goat and Big Big Wolf 2 – The Adventures of the Lost Totem,” and the 1,774,056 viewers for “Pleasant Goat and Big Big Wolf 3 – Moon Castle: The Space Adventure.”

During this year’s Lunar New Year holiday, blockbusters which were release included “The Great Magician”, “Sherlock Holmes: A Game Of Shadows”, and another Chinese local animation production “The Monkey King”. These films recorded box offices of HK\$145 million, HK\$103 million and HK\$35 million respectively as at 22 January. The robust performance of “Movie 4” in this highly competitive market truly demonstrates the strong popularity and support of the public for the “Pleasant Goat and Big Big Wolf” cartoon brand, which was able to compete against other non animation and live action movies.

Mr Francis Leung Pak To, Chairman and Non-executive Director of IMAGI, said, “I am very honoured to be the producer of Movie 4 and believe the excellent box office receipts of Movie 4 can further strengthen the brand position of ‘Pleasant Goat and Big Big Wolf.’ The first three movie series for ‘The Pleasant Goat and Big Big Wolf’ have recorded box offices receipts of HK\$98 million, HK\$147 million and HK\$180 million respectively. Backed by the support from fans of ‘Pleasant Goat and Big Big Wolf’, the Group is confident that the box office of Movie 4 which has already surpassed the record set by Movie 3 last year, will become a new milestone for a locally produced animation movie.”

To further build on the success of the “Pleasant Goat and Big Big Wolf” brand franchise, the Group will be extending the brand by launching various exciting and new styleguides to cater towards an increasing broader consumer appeal of the brand beyond the current 4-14 age group. In 2012, the Group will launch the following brand extensions to broaden the appeal for the age group 0-4, 4-14 and 14 and beyond:

- **Babies:** for infants, babies & mothers
- **Pink category:** for school age girls (primary 4-8 years old; secondary 8-14 years old)
- **Avant Garde – Simple Life:** for teenagers (above 14 years old)
- **Happy Play:** for school age boys (primary 4-8 years old; secondary 8-14 years old)



Babies



Pink Categories



Avant Garde – Simple Life



Happy Play

In addition, the Group and its business partners have committed to extend the movie franchise for “Pleasant Goat and Big Big Wolf” for at least another 2 movies in the next 3 years. The annual movie launch also provides the Group to significantly elevate its brand awareness and boost its consumer product and licensing business, managed through its global master licensee, Disney Enterprises, Inc..

To cater towards the growing fan base by teenagers and young adults, a romantic live action movie with “Pleasant Goat and Big Big Wolf” animation involvement is under production. This is targeted for release in 2013/14. This will be a unique experience for the fans of “Pleasant Goat and Big Big Wolf” who will be able to enjoy the interaction between animated characters and live actors and actresses.

As part of the Group's brand diversification strategy, a full feature cinematic movie based on the brand "Happy Family" is scheduled for release in 2012/13. "Happy Family" is one of the original brands previously developed by the Group and will be rejuvenated and launched in its movie debut. This will be supported by the launch of at least 52 new television episodes to be shown in the Greater China region. The re-launch of 'Happy Family' will also allow the Group to further expand its consumer product licensing business, which is also managed through its global master licensee, Disney Enterprises, Inc.

The steady growth and expansion of the Groups' movie business is an integral aspect of its overall growth strategy and the Group believes the significant projects in the pipeline will contribute to significant benefits in the coming years.

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ABOUT IMAGI

IMAGI International Holdings Limited ("IMAGI") (Stock Code: 585) is a listed company on the main board of the Hong Kong Stock Exchange. IMAGI is a brand leader in Greater China region and Asia focusing on the development of its merchandising, lifestyle, services, media and entertainment products.

Its wholly-owned subsidiary, **Infoport Management Limited** ("Infoport") has entered into key commercial arrangements with two contractual partners, being **Creative Power Entertaining LLC** ("CPE") and Disney Enterprises, Inc ("Disney"). CPE is engaged in the development, production and distribution of audio and video programmes of several popular animation brands. CPE is also involved in publications, content development and licensing as well as stage shows and mobile carnival operations. Through these arrangements, Infoport, through its group of operating subsidiaries in Hong Kong and Mainland China, is able to develop a unique business model with an aim to tap into different business segments of the family entertainment industry in China as well as other parts of the world.

Infoport and its group of operating subsidiaries ("Toon Express Group" or "TE Group") are the leading brand managers in China's animation industry. TE Group manages popular animation brands such as China's No. 1 local brand "Pleasant Goat and Big Big Wolf (喜羊羊與灰太狼)". Its consumer products licensing business is handled through Disney as its worldwide master licensee. TE Group also collaborates with its strategic partners in five other business segments which include animated TV, movies, stage shows, mobile carnivals, publications and interactive media. In addition to "Pleasant Goat and Big Big Wolf", TE Group manages other brands such as "Happy Family", "Cookie Master", "Planet of Seven Colors" and "Legendary Soccer Kid", with a focus on the consumer products licensing business.

CPE and TE Group jointly cooperate on and coordinate brand activities to ensure maximum brand value. CPE owns the copyrights (contents) in the forms of television programmes, movies, publications, stage shows and mobile carnivals, while TE Group holds the licensing rights of the animation brands.

For further information, please visit: <http://www.imagi.com.hk>, www.toonexpress.com and www.toonwiz.com

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