



CORPORATE PRESENTATION



THE RAINBOW GROUP: WHO WE ARE



RAINBOW

The heart of the group, where it all began.
The studio that took Made in Italy
animation to the world stage.

COLORADO

One of the most dynamic Italian
players in live action entertainment.



RAINBOW CGI

The largest Italian studio for 3D and VFX
animation production for TV and cinema.



TRIDIMENSIONAL

Leading kids and teen publishing company
managing an amazing portfolio of global brands.



WITTY TOYS

Producing and distributing toy
collections worldwide.



BARDEL

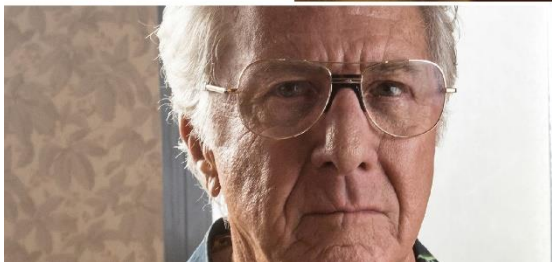
Delivering creative and technical excellence in animated
feature film & television services for clients worldwide.



RAINBOW CREATIVE STUDIOS



The largest European content studio dedicated to kids and family entertainment, drama, unscripted formats and theatrical movies. From creation, to production and distribution, for all demographics.



MAIN STUDIO, PRODUCTION AND DISTRIBUTION



RAINBOW, ITALY

- Headquarter & beating heart of the group
- Creativity source, concepts generator & production
- Global Marketing and Distribution
- 27 years experience



CG ANIMATION & VFX STUDIO - CG ACADEMY, ROME



ACADEMY
Digital Entertainment Academy

RAINBOW CGI, ITALY

- High quality CG & VFX productions ,
Digital Architecture, 5D for Theme Parks,
TV commercials
- 150 in-house talents
- Professional CG animation courses for
young talents
- 15 years experience



CG ANIMATION STUDIO, VANCOUVER



BARDEL ENT, CANADA

- Expertise dedicated to animation production
- 600+ employees
- 30 years of experience
- Top quality award winning outputs, worldwide reputation and long term partnership with NA blue-chip companies.



LIVE ACTION TV AND FILM PRODUCTION, ROME

COLORADO, ITALY

- More than thirty films produced up to today.
- Best Italian film box office award consecutively 2 years running (2019 and 2020):
 - ME CONTRO TE (2020) with 10M box office
 - TEN DAYS WITHOUT MUM (2019) with 8M box office
- Award winning productions: I'M NOT SCARED (2003), selected as the Italian candidate for the Oscars in 2004 and winner of 2 David di Donatello Awards
- Successful prime time unscripted formats for Italian FTA



coloradofilm

A RAINBOW COMPANY



RAINBOW RECENT AWARDS



44 Cats Tv Series wins the Content Innovation Award 2020 for the category “**Best Animated Kids Programme**”



“**Kids Trendsetter Award**” to Straffi by Worldscreen, Tv Kids and Reed Midem



“**Best European Studio of the Year**” by Ischia Movie Festival



“**Best Animation Studio of the Year**” from Cartoon on the Bay festival, Italy



“**Golden Ticket**” for the highest box office results 2019 for Italian Movie “10 Giorni Senza Mamma”



44 Cats receives **MOIGE Award** (Media Observatory of the Italian Parents Movement)



“**Excellence Award Production Kids & Teens**” to Iginio Straffi by Rome Film Festival



“**Best TV Show**” to Huntik from Mipcom TV festival in Cannes



BARDEL AWARDED PRODUCTIONS



Winner of Daytime Emmy Award
King Julien - Outstanding Children's Animated Program



Winner of Daytime Emmy Award
Dinotrux - Outstanding Individual Achievement in Animation
(Winner – Juried Award)



Winner of three Kidscreen Awards
King Julien - Best New Animated Series – Kids Programming,
Best Animation – Creative Talent



Winner of Annie Award
Rick and Morty – Best General Audience Animated
Television/Broadcast Production



Winner of Critics' Choice Award
Rick and Morty – Best Animated Series



Winner of Annie Award
Dinotrux – Best Animated TV/Broadcast Production for
Preschool Children



Winner of Emmy Award
Rick and Morty – Outstanding Animated Program



Winner of two Kidscreen Awards
The Dragon Prince – Best Animated Series & Best in Class
(Twins/Teens Programming)



Winner of Youth Media Alliance Award
The Dragon Prince – Best Program Animation Program Ages 9+



Winner of Daytime Emmy Award
The Dragon Prince – Best Children's Animated Series



Winner of Primetime Emmy Award
Rick and Morty - Best Animated Series

GLOBAL CONTENT POWER HOUSE

- Lead position in producing global TV success and franchises for kids and family
- Well established relationship with all media and consumer products licensees

SUCCESSFUL TRACK RECORDS IN CREATIVITY AND DISTRIBUTION



TV BROADCASTING

A strong relationship with over 150 TV networks worldwide reaching over 200 Million/Viewers Monthly



THEATRICAL MOVIES

Collaborating with the major movie distributors worldwide



VISION DISTRIBUTION



S T U D I O



ЛЮКСОП
СЕТЬ КИНОТЕАТРОВ



FIVE STARS
FILM DISTRIBUTION



VIDEO ON DEMAND AND SOCIAL MEDIA

Covering over 50 digital platforms worldwide

NETFLIX

amazon

HBO®

TIMVISION

kivido

腾讯视频
V.QQ.COM

iQIYI 爱奇艺
悦享品质

YOUKU
· 这世界很酷 ·

SBS

Yandex



vodafone

Sumo

CANAL PLAY

SFR

iTunes



YouTube



Disney+

CONSUMER PRODUCTS

THE LICENSING INDUSTRY'S THOUGHT LEADER

TOP 25 GLOBAL LICENSING AGENTS

LICENSEGLOBAL

LICENSEGLOBAL.COM AUGUST 2020

TOP 150 GLOBAL LICENSORS

A lot is changing in 2020, but one thing is certain, licensing is still in business. *License Global's* biggest annual report looks at the most important licensors and global licensing agents impacting the industry today.

Read the latest profiles on business leaders, industry innovators, licensing trends and, of course, the brand activity behind the multi-billion dollar industry.



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\$35B (PRIVATE)

WWW.RBW.IT

Rainbow Group was founded in 1995 by Iginio Straffi, president and chief executive officer. The group operates in the family entertainment industry, ranking among the main international companies for the development of both animated and live-action content for TV and film productions, as well as for the creation, development and licensing of content and the production of animated content for third parties. With more than 20 years of experience, Rainbow has created and developed a variety of properties and can count on a product portfolio aired in more than 100 countries across different broadcasting platforms.

After debuting at the end of 2018, Rainbow's hit preschool series "44 Cats" continues to grow and debuted with a second 52 x 13' season in 2020. The show was welcomed by record-breaking TV ratings and spread across five continents with a massive licensing response in all consumer products categories. The property also enjoyed countless dedicated events and partnerships including theme park presence. Produced by Rainbow in collaboration with Antonino Bologna and Rai Pizzardi, the show, following the adventures of four musician cats and their friends, is a perfect mix of action, comedy and music and includes important educational themes delivered in a high-quality CGI production.

In 2019, "44 Cats" established new collaborations and renewed existing partnerships, delivering a huge range of consumer products. Rainbow has been working toward the creation of tailor-made projects for retail, including direct-to-retail agreements and specific retail promotions and activations with retailers, both mass market and specialty, in various countries. "Wixx Club," Rainbow's classic brand for girls, continues to see successful promotions and consumer product revenues. "Wixx Club" has been in the spotlight with the announcement of a Netflix six-episode series being released in fall 2020 and special collaborations and events promoting the classic brand, which now boasts 208 episodes, four television movies and three theatrical releases. "Wixx Club" which promotes key values such as friendship and empowerment, has a solid licensing program that spans all categories.

Rainbow's new glittering multimedia property S.O.S. Pets debuted in Italy and Russia with a soft toy range aimed at kids ages 3 to 8. The line was designed to give children an engaging unboxing experience, backed up by rich and exclusive digital content that promotes creativity and active play. Each figurine stars in one of the hilarious S.O.S. Pets webisodes on its dedicated YouTube channel. The YouTube platform allows children and families to meet the pets and discover the wonderful content of each surprise pack via videos.

In 2020 and beyond, the global launch of season two of "44 Cats" will bring a wave of fresh content for licensing opportunities, and Rainbow plans to expand programs in all categories and countries, including Mainland China, Mexico and Canada. For "Wixx Club," Rainbow will allow new generations

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of fans to meet the brand for the first time in live-action form thanks to Netflix, and will develop a new style guide for licensing. After 15 years of success and broadcasting in more than 100 countries, Netflix will launch

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35 THE LEGO GROUP

37 SPIN MASTER

73 STUDIO 100

82 SONY PICTURES

CONSUMER PRODUCTS

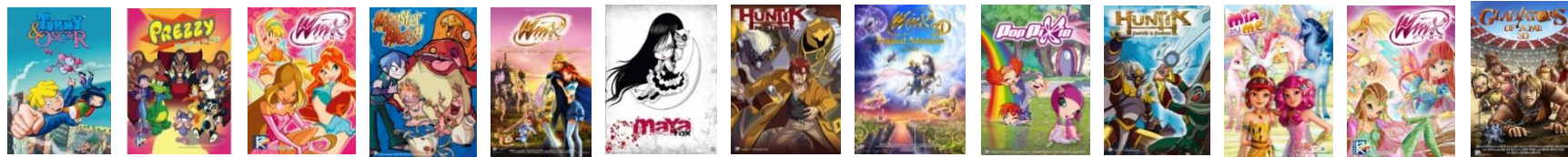
More than 500 licensees worldwide



LIVE SHOWS, EVENTS AND RECREATION



KIDS & FAMILIES IP OVERVIEW



1999

2003

2004

2006

2007

2008

2009

2010

2011

2012



2013

2014

2015

2016

2017

2018



2019

2020

2021



WINXCLUB



ON AIR SINCE
2004

8
TV SERIES

4
TV MOVIES

1

NETFLIX ORIGINAL
LIVE ACTION YA SHOW

2

NETFLIX ORIGINAL
ANIMATED SERIES

3

CGI ANIMATED
FILMS

5

MUSICALS

60M+

FASHION DOLLS SOLD
SINCE THE FIRST LINE

150+

INTERNATIONAL BROADCASTERS:
FROM US TO LATAM, FROM EU TO ASIA

8+

BILLIONS VIEWS ON YOUTUBE
OFFICIAL CHANNEL!

FATE: THE WINX SAGA



FATE

THE WINX SAGA

DEBUT ON
JAN 22ND

#1
PLACE IN 55
COUNTRIES

#2
PLACE IN 20
COUNTRIES

#3 MOST WATCHED TV SHOW
ON NETFLIX IN 2021

#1 MOST STREAMED TV SHOW
IN THE WORLD CONSECUTIVELY
IN ITS FIRST 12 DAYS

FIRST AND ONLY
NETFLIX ORIGINAL ABOUT FAIRIES

44 CATS



ON AIR SINCE
2019

2
TV SERIES

#1

RATED PRE-SCHOOL PROGRAM
IN ALL COUNTRIES

1

LIVE SHOW

#1

PRE-SCHOOL BRAND
FOR TOYS IN ITALY

190

COUNTRIES COVERED BY INTERNATIONAL
BROADCASTERS AND STREAMERS

100+

CONSUMER PRODUCTS
LICENSEES

