

Boulogne-Billancourt, 26 october 2012



**TF1 Licences signed a strategic partnership with Sanrio, who appointed TF1 Licences as sole agent for Hello Kitty and other Sanrio characters.**



Sanrio renews its confidence in TF1 Licences by strengthening its mission and appointing TF1 Licences as sole agent for Hello Kitty in France on all categories. Sanrio entrusts also TF1 Licences to promote the brand in the territory.

Agent since 2009, TF1 Licences develops the brand Hello Kitty in many categories. The wide product range extends from stationery and toys through to decoration, candy, perfume, back to school items, etc.

TF1 Licences will continue to enrich the licensing programs of other brands of Sanrio's world: Charmmykitty, My Melody, Kuromi, Badtz Maru, Kero-Kero-Keroppi, Little Twin Stars, Cinnamoroll, Chococat, ...



The kawaii icon Hello Kitty was born in 1974. Today the top license for girls in the toys and games market \* also attracts young women. All Sanrio properties appeal to a large audience as well.

Stefano Mastropietro, COO Sanrio GmbH said : «*Sanrio is proud to extend and expand the collaboration with TF1 for the French market. We believe that after already 4 years of relationship, TF1 will have the opportunity to raise the level of our business and represent perfectly the values of Sanrio and its properties.*»

Hubert Taieb, Head of TF1 Licences and Deputy General Manager of TF1 Entreprises adds : «*We are proud and delighted to continue and enrich this great adventure through this strategic partnership. We intend to develop and sustain the licensing of these iconic characters created by Sanrio.*»

#### About Sanrio :

Shintaro Tsuji founded Sanrio in Japan in 1960 with the motto "Small Gift, Big Smile" and the aim of bringing happiness to people's lives through inexpensive fancy goods. Its Company is today not only home to the superstar Hello Kitty, but a Global brand concentrating on marketing more than 400 classic and new characters appealing to ages 0 to forever.

#### About TF1 Licences

TF1 Licences, an entity of TF1 Entreprises, has been a key player in the licence market for over 20 years. Dedicated to developing and enhancing brand value, it markets 40 powerful brands in the world of entertainment including Ushuaïa, The Voice, All Blacks, Barbapapa, Babar, Hello Kitty, MasterChef...

\*Source : NPD - Janvier - Août 2012

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