



FOR IMMEDIATE RELEASE

Licensing Link engaged as exclusive L&M agent for hit preschool series BabyRiki in the UK and the Republic of Ireland

Hong Kong, October 2, 2018 – FUN Union today appointed **Licensing Link as the exclusive licensing agent for its series BabyRiki, in the UK and the Republic of Ireland.**

BabyRiki, is an entertaining series for toddlers and preschoolers with a musical storyline encouraging young children to discover and learn through play. Originally created in Russia, the series has since grown in popularity globally, launching from 2017 in more than 10 languages around the world, including English, Chinese, Spanish, Portuguese, Hebrew, Romanian, Arabic, Korean and Vietnamese. To date, BabyRiki has generated over 3 billion views on digital platforms in Russia and China, where Licensing programs have successfully developed around the brand.

Earlier this month, BabyRiki launched in the UK on the newly created preschool morning block on ITVBe, the popular entertainment channel from ITV, UK's largest commercial television network.

Licensing Link will be introducing BabyRiki to the market and potential licensees during the Licensing Exposition in London from October 9.

"We are thrilled to be working on BabyRiki with FUN Union," stated Ian Wickham, Director of Licensing Link. "The show is a delight, delivering both imaginative entertainment and an educational element, with highly engaging characters in such a different way". He added, "The early performance of the show on free-to-air TV here, in the UK, indicates BabyRiki has the potential to become a significant player in the preschool space. This is super exciting."

"This licensing agreement is an exciting next step to accompany BabyRiki's launch on ITV earlier this month," says Christine Brendle, CEO of FUN Union. "We are thrilled to be working with Licensing Link as this series is introduced to children in this important market and as we prepare the launch of BabyRiki third season early 2019."

About FUN Union

Headquartered in Hong Kong, FUN Union creates and distributes animation content to entertain and educate children of pre- and primary school ages. FUN Union's focus is on positive and uplifting cartoons that help develop key life skills, including communication, cooperation, creativity and disciplined thinking. FUN Union's current portfolio includes award-winning animation brands BabyRiki, KikoRiki and PinCode, produced by Riki Group's Petersburg Animation Studio. Recently added to the portfolio is Panda and Krash, an animation series co-produced between CCTV Animation, Riki-Group and FUN Union, which will launch in 2019. With a digital ecosystem leveraging technology to gather valuable insights, FUN Union believes in learning from audiences to continually improve market reach and create high quality entertaining content.

For more information, visit www.FUNunion.net
Or contact Manuela Burki, Director of Marketing
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About Licensing Link:

Licensing Link Ltd is a strategic brand extension and licensing agency, formed in 2015 to link lifestyle and entertainment brands both with their core customers and new ones, through carefully considered consumer product evolution strategies. Licensing Link strength lies in delivering quality, depth and reach for the long-term benefits of the brands and clients represented. Ian Wickham and Chris Taday, founders of Licensing Link, have 50 years' worth of licensing, retail, wholesale, loyalty and promotions experience between them.

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