

ON ANIMATION STUDIOS

Producing international animated
blockbusters for the family

*“Ideas only become great when
they are challenged and tested.”*

From Creativity, Inc., by Ed Catmull

What we do

ON Animation Studios is dedicated to producing international animated hits made for our core audience. Driven by world-class creative talents and supported by satellite studios in strategic countries, ON Animation is developing a compelling portfolio of engaging blockbusters for the family, and high-quality independent movies for kids.

It takes time to become one of the world's leading studios for animated feature films. The very high standards we reached to produce *The Little Prince* and to make it France's biggest ever animation export in 2016 came from a longstanding experience in the animation field, that started nearly 15 years ago. In the early 2000s, we chose to enter a newborn market with nothing more in our hands than the will to tell wonderful and magical stories on the big screen. Over the years, we perfected our skills by producing small-budget feature films that eventually became our first milestones. Gradually, we assembled a core team of highly talented people coming from the best artistic-creative areas, while developing our own technologies and tools, with the only goal to do not only animated movies, but great ones.

Today, ON Animation Studios is at a crossroads in its history. Art combined with technology, that led to the recent worldwide success of *The Little Prince*, allowed us to become a European major studio in the animation industry. In 2016, we already took the next step with the official production debut on our upcoming animated feature film: *PLAYMOBIL*.

ON Animation at a glance

2006



Produced the multi-award-winning black & white 3D animated feature film Renaissance in 2006, the first European animated movie to use motion-capture techniques. Considered today as a classic in European animation, Renaissance truly established ON's reputation.

2008



Produced the 2008 animated movie adaptation of Bernard Lenteric's novel under the title The Prodigies, using even further advanced mo-cap techniques. Thanks to graphic designer Viktor Antonov and its unique vision, The Prodigies marked a new step for the Company and truly defined the future of animation in Europe.

2015



Produced France's 3rd best exported animated movie Mune, Official Selection at the Annecy International Animation Film Festival 2015. Produced with a small budget, Mune was released worldwide by Universal Pictures and became a great success among the kids movies line-up of 2015.

2016



Produced the biggest success of all-time for a French 3D animated movie abroad: the adaptation of Antoine de Saint-Exupéry's most famous piece of art The Little Prince, released worldwide in 2015-16 with an expected global box-office of \$100-150M

Meaningful competitive strengths



GROW CONTENT PORTFOLIO

Investment in brand and IP acquisition
Continued expansion of movie productions

ENHANCE INVESTMENT RETURNS

ON's leading position in its core markets underpins scale
Drive economies of scale and increase EBITDA margins further

EXTEND GLOBAL CONTENT REACH

Grow presence in digital markets
Expand geographic activities through growth in International Film and Film Production activities

INTERNATIONAL PRESENCE

ON Animation Studios' films reach a global audience through an international powerforce that includes 5 dedicated offices around the world and strong distribution partnerships with leading companies over the world

Producing family blockbusters



ON Animation Studios' first objective is to produce high-grossing animated feature films made for the Family audience, with budgets between €60M and €80M.

With its worldwide release in 2015-2016, The Little Prince has opened ON's upcoming line-up of Family blockbusters and established a new milestone in the Company's history. Driven by this first international success, ON is now aiming at increasing its line-up of animated blockbusters in the next few years.

As a pillar of that strategy, the soon-to-be-released PLAYMO-BIL movie will be the first in a big franchise of cutting-edge animated feature films.



The Little Prince



Biggest success
of all-time for a
French animated
movie abroad

César 2016
for Best
Animated
Picture

A worldwide
release with
a total of 20M
admissions

2.8Bn
Playmobil figurines
sold since 1974

Developed into
a big franchise
of 4 movies

International
release in 2019

Partnerships

with the best players in the movie distribution industry worldwide



On Animation Studios

wildbunch



OPENROAD



KINO
LOGY



KINO ŚWIAT



CDC
UNITED NETWORK

