

# **Proudly, KIKO GOES TO TOHOKU JAPAN! Enjoy the Beauty of Tohoku, Northern Japan with KIKO**

For you animation lovers and friends of KIKO, there is good news from this proud animated series created by the nation's children. KIKO will have an adventure in Japan's Sakura Country, KIKO's friends will soon be able to watch the KIKO in TOHOKU JAPAN episode aired on MNC Group's Free-to-Air television station, MNCTV.

This year, KIKO animation that created and developed by MNC Animation which brings new pride through MNC Licensing in collaboration with Creative Minds LLC, Yamagata Broadcasting & Tohoku Inbound Association, will be the ambassador to introduce TOHOKU tourism in North Japan to Indonesian audiences.

This program, which combines CGI animation & LIVE Action, will tell the adventures of KIKO and his friends in TOHOKU in Northern Japan and visiting a number of tourist attractions, high technology and tasting local specialties.

MNC Animation CEO Liliana Tanoesoedibjo hopes that with this collaboration, KIKO can greet audiences all over Asia, especially JAPAN. "We continue to maintain the quality and the existence of KIKO with creativity and interesting stories that always inspire. After successfully bringing KIKO animation to air in 63 countries in the world, MNC animation is determined to always actively work and give the best contribution in the development of animation's lover world," she said.

President of Creative Minds LLC Ikuko Kogiso said, "We are very pleased to release the KIKO creative licensing partnership in Japan. With this collaboration, KIKO in TOHOKU JAPAN can maximize exposure to the hidden beauty found in Tohoku in Japan. Excellent teamwork has enabled making episodes interesting and exciting at the same time. I hope that "KIKO in TOHOKU JAPAN" will continue to expand the interest of viewers globally, in these challenging times that the world is facing."

Positive comments also came from Yamagata Broadcast, General Manager of Innovation Project Department Mr. Hideyuki Aoki. He said, "We strongly believe that with the popularity of KIKO and friends power the TOHOKU area in Northern Japan will be increasingly recognized everywhere. We thank KIKO in TOHOKU JAPAN TEAM to making the collaboration happen"

Meanwhile, according to the Representative Chairman of the Tohoku Inbound Association, Mr. Makoto Endo, happy and proud of this collaboration, “'KIKO in TOHOKU Japan.' enables Indonesian kids and family along with the other regions KIKO is being aired in an opportunity to get to know the region, activities it has to provide, and also the actual people that live there. We hope to continue to promote and help the Tohoku region to be better known. “Come and Visit TOHOKU”.

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#### About Sections:

KIKO's success adds to the length of KIKO's success, following the successful launch of KIKO since February 2016 on RCTI — the number 1 Free-to-Air TV station with the widest reach in Indonesia — KIKO has become the proud animated series of the nation's children and quickly attracted a lot of interest from the international market.

KIKO animation is a product from MNC Animation, part of MNC Pictures business units which is a subsidiary of MNC Studios International Tbk, is always committed to providing the best.

Due to the high popularity and demand, the animated series KIKO has been translated and Dubbed into multiple languages, including English, Spanish, Brazilian and Portuguese.

KIKO was broadcast in 52 countries via Zoomoo Channel in 2019. The animated series will also be broadcast in a further 10 Southeast Asian countries, via Disney XD (SEA) and also Netflix (SEA) in 2020.

In early 2021, the animated series KIKO also started airing on Roku Channel (USA), so currently, KIKO is now broadcasting in 63 countries, consisting of the United States, 11 SEA countries, Korea, England, 25 Latin American countries, 10 African countries, and 14 Middle Eastern countries.

KIKO also received recognition from industry experts, by winning the 2016 Panasonic Gobel Award for the "Best Children's Animation" program on October 14, 2016. KIKO also won the Indonesian Television Awards as the "Favorite Local Children's Animation" program in 2017 and 2018. Before winning again the Panasonic Gobel Award in 2019 for the "Best Children's Animation" program.

In 2019, KIKO took home the title of "Best Children's Program", as a regional winner at the Asian Academy Creative Awards, and was also nominated for "Best 3D Animated Program" at the Asian Television Awards. In 2020, KIKO again won the “Best Animated Program or Series (2D or 3D)” category, as a regional winner at the Asian Academy Creative Awards.

Creative Minds LLC., is an international company that focuses on international business development, consulting, program sales and also a producer who has international connections, is creative and communicative. The company's current focus is to expose and create business in Asia and Japan. Recent Creative developments include the production of "KIKO in JAPAN" which is a licensing business collaboration combined with travel in Japan.

Yamagata Broadcasting Co., Ltd. (YBC) is the number one TV station in YAMAGATA prefecture in Japan's TOHOKU area for more than 25 years. Started as a radio station in 1953 and in 1960 expanded into a TV station as part of the NIPPON TV network.

The Tohoku Inbound Association is actively dedicated to promoting the Tohoku area of northern Japan to overseas countries with a particular focus on the nearby ASEAN region. The Association undertakes businesses such as video production, application development, advertising, and event planning/organization to promote the Tohoku area of Northern Japan.