



## Toei Animation Engages Latin American Licensees for *Dragon Ball series* Back-to-School Products

### For Immediate Release:

**LOS ANGELES** (Date) – Toei Animation Inc. has secured a range of new Latin American licensees for the *Dragon Ball* series, who will focus on back-to-school merchandise across the region. Alongside signing with companies in Brazil, Mexico, Chile and Peru, Toei has closed a deal with **Importadora y Exportadora Rosen** for back-to-school supplies across all of Central America and the Caribbean.

“*Dragon Ball* is a perennial brand that continues to engage young imaginations across the world,” said Masayuki Endo, President of Toei Animation Inc. “We’re proud to work with Latin America’s top licensees in making *Dragon Ball* a part of its students’ school experiences.”

The full list of licensees include:

### **Brazil**

ART BAG (Clio): PVC bags, Polyester Pencil cases, Polyester lunch bags, backpacks at mass market, department stores, distributors and gift shops.

### **Mexico**

Grupo Yadatex S.A. de C.V.: Backpacks, pencil cases, lunch bags, and suit cases at wholesalers, mass market’s retail stores, department stores, supermarkets and specialty stores.

Carvajal Educacion S.A. DE C.V. (Norma): Double wire notebooks at department stores, specialty stores, mid-tier retail stores, high end department stores, mass market retails, club stores and wholesale stores.

### **Chile**



Pronobel S.A.: Plastic plates, pencil cases, backpacks, fabric lunch boxes and toys at department stores, supermarkets, and gift stores.

**Peru**

Corporacion de Industrias S.A.: Recreation balls, school folders, and card board folders with elastic closures at wholesalers, retailers, department stores, convenient stores and club stores.

Anthaix SAC.: Back to school items at department stores, mass market, toy stores, hypermarket, supermarket chains, wholesales and specialty stores.

Continental SAC.: Stapled notebooks, stapled sketch books, and spiral sketchbooks at wholesalers, department stores, toy stores, supermarket, gift stores and hypermarket chains.

**About Toei Animation Inc.**

Based in Los Angeles, Toei Animation Inc. is responsible for the program licensing of Toei-produced series to North America, Latin America, South Africa, Australia and New Zealand. Toei's Los Angeles office also handles all categories of consumer product licensing based on its film and television properties within these territories.

**Toei Animation Co., Ltd**

Toei Animation Co., Ltd. (Jasdaq:4816) ranks amongst the world's most prolific animation production studios. The company's operations include animation development and production, and worldwide marketing and program licensing with sales offices in Paris, Hong Kong and representative office in Shanghai. Since its founding in 1956, Toei Animation Co., Ltd. has produced more than 11,000 episodes of TV series (more than 200 titles) and more than 215 long feature films.

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