

MeteoHeroes' video game: digital worldwide launch on PlayStation® and PCs!

Mondo TV Studios announces launch of game based on hit animated series

The first-ever MeteoHeroes video game is ready to hit the market! The popular environmentally themed animated kids' show MeteoHeroes, co-produced by Mondo TV and the leading Italian weather forecasting centre Meteo Operations Italia (MOPI), has inspired the game, whose international release has been confirmed on digital platforms. It can now be found on the PlayStation®Store.

The game – MeteoHeroes – Saving Planet Earth – is available on PlayStation® and PC (STEAM platform) from today, 28 February. It is expected to start launching in retail stores later, in fall 2022. Release dates and territories will be confirmed later this year.

The game is a coproduction between Sony Interactive Entertainment España (SIE España), development partner Gamera Nest and Mondo TV Studios. The MeteoHeroes' video game can also boast the support of PlayStation®Talents in its area of PlayStation Alliances, the company's program that promotes the development of videogames in Spain. Worldwide publishing will be managed by PlayStation®Talents. PlayStation®Talents will also carry out communication, promotion and launch activities for the video game. North American distribution and marketing for the game will be managed in partnership with The itsy bitsy Entertainment Company.

MeteoHeroes – Saving Planet Earth invites children of all ages to join the much-loved characters from the popular TV series in a fun action platform game. There will be enemies to escape from, fast-moving adventures and multiple locations on all the world's continents, where players will have to find hidden items on the screen that will help them rid each city of pollution and decay. The game will be available in six languages: Italian, Spanish, English, French, German and Portuguese.

The development of this video game builds on the qualities that have made MeteoHeroes so original and appealing: an animated kids' show that is exciting, colourful, and fun but that also teaches viewers about the need to protect our planet. In fact, MeteoHeroes is the only cartoon in the world dedicated entirely to climate and environmental issues. Each episode focuses on issues related to ecology and respect for nature through the adventures of six superpowered kids who can control weather phenomena.

The commitment of the brand and the companies involved to everything related to protecting the environment will be underlined by a very special arrangement. Sales of the videogame will be directly linked to the planting of trees in several parts of the world, through Tree-Nation. Tree-Nation is a non-profit organisation that allows citizens and companies to plant trees all around the world and offset their CO2 emissions. One of the first projects



pressrelease

supported by the video game will be the planting of trees in Cameroon for the Cocoa Farmer Agroforestry project, which helps local farmers grow higher-quality cocoa while improving their land and living conditions.

The first series of MeteoHeroes is now available in over 20 languages and has been sold or confirmed into over 140 countries. The series, which premiered on the occasion of Earth Day in April 2020, remains among the most successful Cartoonito programs in Italy and continues to expand its international reach.

In Spain, the first season of MeteoHeroes is broadcast on Clan where it has enjoyed excellent audience results: the adventures of our planet's superhero protectors are among the most watched preschool programmes on the channel.

Starting in April, the second season of MeteoHeroes (52 episodes x 13 ') will have its world premiere on Cartoonito Italy.

This is a significant deal for Mondo TV Studios, as part of the ongoing expansion of its animation services into new segments that will include video games. This agreement both builds on the company's strength as an animation partner and is a timely move into a fast-growing market. The video game has become in fact the favourite leisure option for millions of people. According to AEVI (Asociación Española de Videojuegos), Spain is in the top 10 worldwide by market size, with a turnover that already exceeds 1,700 million euros and that shows a year-on-year growth of close to 20%.

Maria Bonaria Fois, CEO of Mondo TV Studios, says: "With its strong characters, engaging storylines and highly original premise, MeteoHeroes is ideally suited to the video game market. Add the best-known names in entertainment, development and platforms and we are sure that MeteoHeroes – Saving Planet Earth will be a massive hit with the show's fast-growing fanbase."

Roberto Yeste, Head of PR – Communication & Esports – Partnerships / New Business Development Director PLAYSTATION IBERIA, adds: "MeteoHeroes – Saving Planet Earth is an example of how video games are a powerful transmission tool for values, something that PlayStation and its PlayStation Talents program take into account in their developments. We hope and expect that little ones, along with their families, will love this video game, just as they do the television series."

ABOUT MONDO TV STUDIOS

Mondo TV Studios is part of the Mondo TV Group, a leading European company in the production and distribution of audiovisual content. Mondo TV Studios operates in Spain, Italy, Portugal, Latin America and the Spanish-speaking markets of the United States.

As Mondo TV Spain the company's initial activity involved the distribution in the Iberian and Latin American markets of the animation catalogue of its parent company. In 2016, the company became Mondo TV Iberoamérica SA, and entered a completely new phase. This started with the co-production of youth fiction series with well-known Latin American partners. The company also entered the Spanish stock market, through the BME Growth market. During the same year we created Mondo TV Producciones Canarias SL, an innovative pre-production studio based in Tenerife that from the beginning has aspired to become a benchmark international hub for the creation, development and production of high-quality fiction and animation projects for the entire Group and for third parties. The studio has increased its production capacity exponentially and since 2020 it also offers CGI (3D) animation services.



pressrelease

In September 2021, the merger of the two companies into a single entity, Mondo TV Studios SA, was formalized. This merger is part of the natural evolution of a business whose aim is to consolidate its position as an international centre for high-quality productions.

Currently, Mondo TV Studios focuses on various lines of business, with a strong emphasis on providing 2D and 3D animation services to third parties as well as on international co-productions. Mondo TV Studios' animation services range from animation for children and fiction for adolescents, families and adults, to forays into new segments such as video games. Mondo TV Studios is a company that has been listed on the BME Growth Market since 2016 under the ticker MONI. For more information: www.mondotvstudios.com

About Sony Interactive Entertainment:

Recognized as a global leader in interactive and digital entertainment, Sony Interactive Entertainment (SIE) is responsible for the PlayStation® brand and family of products and services. PlayStation has delivered innovation to the market since the launch of the original PlayStation in Japan in 1994. The PlayStation family of products and services include PlayStation®4, PlayStation®VR, PlayStation®Vita, PlayStation®3, PlayStation™Store, PlayStation®Plus, PlayStation™Video, PlayStation™Music, PlayStation™Now, PlayStation™Vue, and acclaimed PlayStation software titles from SIE Worldwide Studios. Headquartered in San Mateo, California, SIE is a wholly-owned subsidiary of Sony Corporation and has global functions in California, London, and Tokyo.

About PlayStation®Talents:

Launched in 2015 by Sony Interactive Entertainment Spain, the PlayStation® Talents program aims to unify all the initiatives put together by the local Spanish branch in order to develop the Spanish creativity. The goal of the PlayStation Talents program is to support the local industry as well as to create video games fully developed in Spain to be sold around the globe. The PlayStation Talents program is formed by:

- Two educational areas: PlayStation® Future Talents and PlayStation® First
- The PlayStation® Awards, aimed at independent studios.
- PlayStation® Games Camp, a business incubator that is present in Madrid, Barcelona, Bilbao, Valencia, Málaga, and Las Palmas de Gran Canaria.
- PlayStation® Alliances, where different projects with well-known local studios that have been sold overseas come together.

More information at <http://www.playstationtalents.es/>