

STUDIO 100 INTERNATIONAL WELCOMES LUCRECIA MAGNANINI AS MANAGER SALES & ACQUISITIONS FOR ITS FILM SLATE

Munich, 1 October 2024. Studio 100 International, a leading name in kids & family entertainment, is pleased to announce the assignment of Lucrecia Magnanini as Manager Sales & Acquisitions for international movie projects of its subsidiary Studio 100 Film. Lucrecia brings a wealth of experience in film sales, acquisitions, and international marketing distribution, significantly strengthening the sales team to further expand its global footprint.

Lucrecia joins Studio 100 International with an impressive background, having previously worked at Global Screen - a Telepool brand GmbH, where she managed theatrical sales in key markets such as Asia, Eastern Europe, CIS, Greece, and inflight rights. Her expertise extends across various facets of the industry, including festival organization, film funding coordination, and the development of marketing strategies for the international commercialization of films.

In her new role, Lucrecia will be responsible for shaping the strategic direction of Studio 100 Film, with a focus on growing the company's portfolio and fostering strong relationships with international distributors and producers. She will be responsible for the management of theatrical sales in key markets such as Latin America, Eastern Europe and Asia as well as inflight rights.

Thorsten Wegener, Director Business Operations at Studio 100 International, expressed his excitement about the new addition to his team: "Lucrecia's extensive background in global film sales and her proven track record in the industry make her an invaluable asset to Studio 100. Her passion for family entertainment and her strategic vision will be instrumental in helping us build new partnerships and broaden our reach in the international market."

About Studio 100 International

Studio 100 International is a leading production and distribution company specializing in high-quality children's and family movies and series. Based in Munich, it represents a portfolio of well-known brands such as "Maya the Bee", "Mia and me", "Heidi", "Vic the Viking", and "100% Wolf". Studio 100 International further engages in global brand rights licensing and manages its own state-of-the-art production studio, Studio Isar Animation.

The company is part of the Belgian Studio 100 Group with a strong presence in the theme park industry across Belgium, Germany, the Netherlands, Poland, and the Czech Republic.

For further information: www.studio100international.com

About Studio 100 Film

Studio 100 Film is an independent sales agency for exceptional family movies. Based in Munich, the company is a subsidiary of Studio 100 International. With more than 10 years of experience, Studio 100 Film has successfully marketed and sold animation feature films such as "Giants of La Mancha", the "Maya the Bee" trilogy, "Mia and me – The Hero of Centopia" and numerous other Studio 100 International titles. In addition, it also acts as a sales agency for selected third-party films such as, most recently, "200% Wolf", "North", or "Miss Moxy". Studio 100 Film's focus is on representing a well-selected portfolio of films globally with the recognition they deserve.

www.studio100film.com

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