

[Press Release]

4<sup>th</sup> May 2015

## MCC and Zoland Animation signs MOU to develop overseas market

**[SINGAPORE]** MyChinaChannel Pte Ltd (MCC) has entered into a Memorandum of Understanding (MOU) with Zhejiang Zhongnan Animation Co., Ltd (Zoland Animation), one of the largest original animation production company in China, at the 11<sup>th</sup> China International Cartoon and Animation Festival held in China, Hangzhou.

The MOU will see MCC and Zoland Animation working together to help distribute Zoland's cartoon and animations content overseas; co-produce content and create marketing collaterals for overseas market.

Mr. Patrick Yong, CEO, MCC commented, "We are honored to have established an alliance with Zoland Animation. The vision of MCC is to bring the premium China content to the global audiences and this strategic tie up with Zoland Animation is a testament of our belief to work hand-in-hand with China entities to commercially export the best of China-related content to the world."

"We are happy to forge this partnership with MCC and we are confident that with MCC's expertise and knowledge, they will be able to help Zoland to develop the overseas market business. We look forward to bringing more exciting content to the audience, both in and outside China" said Ms Wu Jia, Chairman, Zhongnan Animation Co., Ltd.



MCC and Zoland Animation entered into a strategic partnership



Mr. Patrick Yong, CEO, MyChinaChannel Pte Ltd and Ms Wu Jia, Chairman, Zhongnan Animation Co., Ltd

---

### **About MyChinaChannel**

MyChinaChannel, established in 2008, is a leading Chinese syndicator, distributor and producer of content in Southeast Asia. It operates offices in Singapore, Kuala Lumpur, Hong Kong, Shanghai, Beijing and Taipei. Its core business is to produce, market and distribute television content (dramas, comedies, variety shows, mini-series, movies) to other media broadcasters and manage Chinese-language pay television channels in Southeast Asia on traditional and emerging television platforms. It has key relationships with major media entities in China.

For more information, please visit [www.mychinachannel.com](http://www.mychinachannel.com)

### **About Zhejiang Zhongnan Animation Co., Ltd (Zoland Animation)**

Established in 2003, Zoland Animation is one of the largest original animation providers in China. Its original animation titles including Magic Eye, Magic Wonderland, Rubi, Zheng He's Voyages to the West Seas and Dream Town with an aggregate time length of approximately 90,000 minutes have been broadcast in around 70 countries and regions including the US, Italy, Russia, Japan, South Korea, Australia, Thailand, Singapore, India, Middle East and South Africa. The provider has developed a library of foreign language products with a total time length of approximately 50,000 minutes in a move to cater to international market demand and feedback.