



## 'Peppy Pals' is the next MTG original production

- New kids' original 'Peppy Pals' combines engaging entertainment with focus on developing emotional and social intelligence
- Builds on success of MTG's first kids' original 'The Great Escape'
- MTG Studios has 50 original productions in the pipeline

Based on an award-winning app downloaded in more than 150 countries, 'Peppy Pals' is an inspiring and entertaining format for kids. The 16 part series, which will be available exclusively on MTG's Nordic streaming service Viaplay from September, will build on the success of MTG's first kids' original, ['The Great Escape'](#), which premiered in December 2016.

'Peppy Pals' introduces five fun animal characters through short stories that help children deal with real-life issues like stress, bullying and loneliness.

The company behind the concept is called [Peppy Pals and has been recognized as a Change Leader by Reach for Change](#), the non-profit organisation co-founded by MTG to help improve children's lives around the world.

Jakob Mejlhede, EVP of Programming and Content Development, MTG: "Streaming is part of everyday life for viewers of all ages, and that makes Viaplay a natural home for snappy content that explores some of the most relevant questions for kids today. Our younger audiences can look forward to even more great storytelling as we accelerate along our path to becoming the Nordic region's leading producer of original content."

Ira Gladnikoff, Head of Viaplay: "In less than a year, Viaplay has created a high quality original portfolio that perfectly complements our amazing film and sport offering. Just like 'The Great Escape', 'Peppy Pals' reflects our commitment to content that combines both education and entertainment."

MTG Studios has over 50 projects in the pipeline. A global distribution deal was recently signed for drama series ['Veni Vidi Vici'](#) which premiered on Viaplay in April, and LA based comedy drama 'Swedish Dicks' [has been picked up by US network Pop TV](#).

The latest production commissioned by MTG Studios is ['ALEX'](#), starring Dragomir Mrsic. Other forthcoming titles include drama ['The Lawyer'](#); political thriller ['Embassy Down'](#); the second season of the LA based comedy drama ['Swedish Dicks'](#); Nordic noir 'Hassel'; and biopic 'SuperSwede' about the life of Formula 1 driver Ronnie Peterson.

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NOTES TO EDITORS

# MTG Studios

*MTG Studios' content production and distribution activities are part of MTG, a leading international digital entertainment group. We are shaping the future of entertainment by connecting consumers with the content that they love in as many ways as possible. Our brands span TV, radio and next generation entertainment experiences in esports, digital video networks and online gaming. Born in Sweden, our shares are listed on Nasdaq Stockholm ('MTGA' and 'MTGB').*

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