



Pursuant to the terms set forth under article 82 of Securities Market Law 24/1988 and Memorandum 2/2014 and 9/2010 of the Mercado Alternativo Bursátil (MAB), and in order to make this information available to the public, ZINKIA ENTERTAINMENT S.A. ("Zinkia" or the "Company") states the following

RELEVANT EVENT

Zinkia has signed a Commercial Agent Licensing and a Merchandising Celebrity Endorsement agreements for the United States and Canada with the leading company of the sector, IMG Worldwide, Inc. ("IMG").

With these two new agreements Zinkia, the producer of the famous series Pocoyo, renews its business in the American market, through the partnership with IMG, the number 1 company in the Licensing Industry and Celebrity representation worldwide.

Pocoyo is already permanently present in the U.S. since 2010 through several televisions, and most especially on YouTube, where Pocoyo has an average of 15 million views per month (Source: Google Analytics 2013).

The U.S. is the largest market for the Licensing industry in the world, generating \$5.454 billion in royalties in 2012, a gain of 2.5% over 2011, for an estimated retail value of \$112.1 billion. (Source: Study on Industry Licensing 2013 (LIMA).

IMG Worldwide is a powerful multinational company specialized in licensing and merchandising, marketing consultancy, sponsorships, content distribution and production, event management, among others, with 3,500 employees and a presence in over 30 countries around the globe.

The IMG Clients division is dedicated to the sector of Licensing and Merchandising and has been a global leader in the representation of celebrities, including over 1,000 elite athletes, sport coaches, high profile executives like Joe Montana, Tiger Woods, Vince Carter, Heidi Klum and Gisele Bundchen and prestigious brands of the sport, entertainment, fashion and media industries such as Timex, the AAA and Wimbledon. Also, its portfolio of advertising clients has 3,700 customers.

Please do not hesitate to contact us should you have any queries.

Madrid, February 17th, 2014

José María Castillejo Oriol
President of the Board of Directors