



Pursuant to the terms set forth under article 82 of Securities Market Law 24/1988 and Memorandum 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 new Licensing and Merchandising Commercial Agent Agreement with Square Licensing Ltd. (“Square Licensing”) in the United Kingdom and Ireland.

Continuing with its strategy of international expansion, Zinkia, the producer of the famous series Pocoyo, has signed an agreement with Square Licensing, one of the leading independent licensing agencies in the UK with subsidiaries in France and the United States.

The United Kingdom is considered the largest Licensing market in Europe and a strategic market thanks to its proximity to the continent and to its historical proximity to the United States. The toy industry in the UK, especially in the preschool segment, the target audience of Pocoyo, is the largest in Europe and registers the highest expenditure per child in these types of products. Pocoyo, which has been broadcasted in the UK since 2005, consolidates its international expansion through this new agreement since the UK will be one of the territories that will start its commercial exploitation as of this year.

Square Licensing is a global brand agency specialized in services related to Licensing and Merchandising as brand management, retail management and 360º marketing strategies counselling. Their team of professionals has an extensive experience in the sector and a strong network of contacts with manufacturers and retailers engaged in the merchandising sector.

We remain at your disposal for any clarification you may deem appropriate.

Madrid, 6th February 2014

**José María Castillejo Oriol**  
**President of the Board of Directors**