

ABOUT

Panini is a **global brand** with loving

& loyal fans among all genders & generations

- ★ Founded 1961 in Modena, Italy
- ★ Nr. 1 in industry: global leader in stickers and trading cards
- ★ Sales: > 1 billion Euros 2018
- ★ 450M sticker packets per month at peak periods
- ★ +50M active collectors
- ★ Active in > 150 countries
- ★ 12 subsidiaries and > 1.200 employees

KEYBEATS 2021

- ★ New episodes Panini Sports Academy:
 - ★ Episode 8: 26th March 2021
 - ★ Episode 9: Planned within European Football Championship 2021 window
- ★ Panini's 60th anniversary
- ★ NEW style guide launch 2021

TARGET GROUP

Kids, parents, retro fans, adult women & men, football fans

CONTENT

★ Panini Sports Academy new episodes

- ★ Episode 8: 26th March 2021
- ★ Episode 9: Launch planned within European Football Championship 2021 window
- ★ > 1.000 collectibles onto the market every year
- ★ Collector's products: Stickers, Trading Cards, Trading Card Games, Fotocards, 3D Extra Packs
- ★ Publishing products: > 7.000 comics, magazines, partworks and books annually
- ★ Panini apps and interactive website
- ★ NEW: Brand licensing website https://licensingout.paninigroup.com/





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ABOUT

PANINI SPORTS ACADEMY is a modern and contemporary audio play series in which the characters face the typical growing up situations: teenage, challenges, choices, problems, adventures, and most of all, dreams.

All characters share a **pure passion** for sports, the **hope** in pursuing their dreams.

In **PSA** sports play a pivotal role of **connecting and unifying people**.

PANINI SPORTS ACADEMY is a place where **teenagers** grow up cultivating their passions and following their dreams.

TARGET GROUP

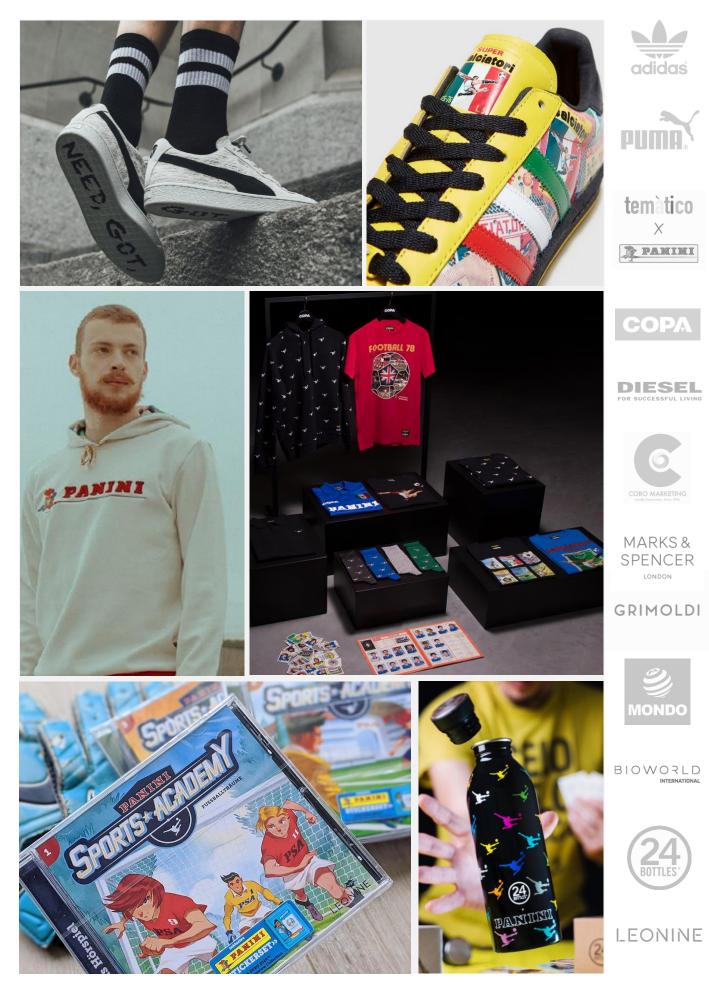
Kids 7-12 years, soccer fans, parents, grandparents

CONTENT

- ★ Produced by Leonine Distribution GmbH
- ★ Territory: GAS
- ★ Runtime: approx. 45 min. per episode
- ★ First printrun: 15.000 copies
- ★ Since July 2020
- ★ Digital & physical distribution
- ★ New episodes
 - ★ Episode 8: 26th March 2021
 - ★ Episode 9: Launch planned within European Football Championship 2021 window

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