

**Company Name** : Sasbadi Holdings Berhad  
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## **Sasbadi To Produce And Market "Chuck Chicken" Printed Material**

PETALING JAYA: Sasbadi Holdings Bhd's unit Sasbadi Sdn Bhd (SSB) has entered into a licence agreement with Animasia Studio Sdn Bhd, to produce, publish and sell printed materials based on the studio's animated television series "Chuck Chicken".

These materials include, colouring books, comic books/series, padded hardcover trade books, collectible editions, activity books.

SSB is principally involved in the publishing of printed educational materials, while Animasia Studio is involved in creative content development in the areas of concept artwork, character designs, storyboarding and animation productions.

Sasbadi told the stock exchange last Friday, the licence agreement shall be for a period of three years from Oct 6, 2017 to Oct 5, 2020, unless it is terminated earlier in accordance with the relevant provisions in the agreement.

Under the agreement, Animasia Studio granted SSB the publishing rights to produce, publish, distribute, market and sell printed materials (with or without embedded digital technology) utilising and exploiting the work in Malaysia and the rest of the world.

Sasbadi further added that SSB shall have the right to sub-license the production/publishing of the products to third parties for localisation/sub-publishing of the products throughout the rest of the world.

Sasbadi said it expects the agreement to contribute positively to the group and its subsidiaries' earnings and net assets for the financial year ending Aug 31, 2018 onwards, during the duration of the agreement.

Sasbadi closed unchanged at 90.5 sen, with 1.07 million shares traded.