



ABOUT ANIMACCORD COMPANY (B2B):

Animaccord is an award-winning entertainment company and studio established in 2008, which develops, produces, and distributes premium quality animation globally. Marked in the list of TOP-150 Global Licensors (License Global, 2024) the company became recognized for its worldwide hit animated property, Masha and the Bear, that ranks TOP-5 children's show worldwide (Parrot Analytics, 2020-2025) as well as holds the Guinness World Record for the Most Watched Cartoon with over 4.6 billion views and counting. For over 10 years of successful multi-territorial media and licensing performance, Animaccord built a strong global partnership portfolio with the world's key market leaders.

ABOUT ANIMACCORD COMPANY (B2C):

Animaccord is a multinational licensing company and studio behind the worldwide hit animated brand, Masha and the Bear. The company creates premium animation storytelling, while also innovating with cutting-edge technologies for producing and delivering content.

ABOUT MASHA AND THE BEAR BRAND (B2B):

Masha and the Bear animated series, produced by Animaccord, with kindness and comedy in its heart, follows the adventures of a mischievous little girl Masha and her caring friend, The Bear. Their friendship is a metaphor of how a child explores the world around, and her adult friend supports and cares about her in that journey. The cartoon became a hit for families around the globe, due to its smart ability to entertain and educate both children and adults on such timeless life values as real friendship, care, support, and freedom of creativity. Following its global recognition, today the cartoon

ranks TOP-5 children's show globally (Parrot Analytics, 2020-2025) as well holds the Guinness World Records as the most-watched animated video on YouTube with the episode “Recipe for Disaster” with over 4.6 BILLION views now ([Guinness World Records Book, 2019](#))

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