



## **TRIXTER, GERMANY'S LEADING VFX AND ANIMATION STUDIO PARTNERS WITH CINESITE**

The deal strengthens Cinesite's leading position in visual effects and feature animation for the independent privately-owned studio

**London, UK – August 9th, 2018** Cinesite announced today it has reached an agreement to partner TRIXTER, a leading German and European provider of visual effects (VFX) and feature animation to premier international film, broadcast and streaming clients. This initial partnership will lead to Cinesite acquiring 100% of the TRIXTER business once regulatory and legal work is completed.

The new partnership will allow the existing senior TRIXTER team to lead the business in Germany and continue to build on its amazing reputation to grow the operations with the benefit and support of a larger parent company. As with Cinesite's 2015 acquisition of Vancouver-based VFX studio Image Engine Design, TRIXTER will retain its brand and creative centre.

Cinesite group CEO Antony Hunt said: *"The TRIXTER team has a fantastic reputation for producing high quality concept art, character design alongside complex VFX and feature animation. In partnering with TRIXTER, we are executing our strategic objective of enhancing our market position in both visual effects and animation and getting the benefit of an amazing creative team of people in Munich and Berlin.*

*"The skills transfer, technology collaboration, shared resources and approaches across our international studios brings benefits to all our teams and the quality of the work they create. This is borne out by the success of the Cinesite group, which has continued to grow its market share and has seen its revenue increase 40% year on year since 2014."*

Founded two decades ago by Simone Kraus Townsend and Michael Coldewey, Professor at the Munich Filmschool (HFF), TRIXTER is Germany's leading VFX and animation studio, creating stunning high-end VFX work and character animation for film, broadcast and streaming media platforms. The studio, which has capacity for 220 professionals in Munich and Berlin, has collaborated with Marvel Studios to bring characters like *Iron Man*, *Black Panther*, *Rocket* and *Baby Groot* to life. The company also contributed to many other projects, including *SPIDER-MAN: HOMECOMING* for Columbia Pictures, *THE FATE OF THE FURIOUS* for Universal Pictures, along with episodes for Netflix's *LOST IN SPACE* and AMC's *THE WALKING DEAD*.

*"I am incredibly proud of our people and the business and brand equity we have all built,"* said Christian Sommer, CEO, TRIXTER. *"By joining forces with Cinesite we will benefit from both their global infrastructure and a broader range of clients to further strengthen our position in the international market."*

TRIXTER co-founders, Simone Kraus Townsend and Michael Coldewey commented; *"This is an incredibly exciting time for everybody involved and there are huge opportunities for all of us. We are pleased to have found a supportive and forward-thinking partner in Cinesite and are eager to share TRIXTER's talents and expertise with the group."*

2018 has been a busy year for the Cinesite group, having secured a \$70 million financial capacity plan with asset manager Pemberton Capital. The studio's technicians and artists have been hard at work crafting some of the

year's biggest blockbusters. Recent VFX credits include *ANT MAN & THE WASP*, *SKYSCRAPER*, *AVENGERS INFINITY WAR*, *JURASSIC WORLD: FALLEN KINGDOM*, HBO's *GAME OF THRONES* and *THE COMMUTER* with further standout projects coming soon such as *MARY POPPINS RETURNS* for Disney, *ROBIN HOOD* for Lionsgate and Warner Brothers' *FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD*. Financial details of today's agreement will not be disclosed.

#### About Cinesite

Established in 1991, Cinesite is one of the world's most highly respected independent digital entertainment studios, producing award-winning animation and visual effects for film, broadcast and streaming media platforms. Alongside its global VFX services, its feature animation division works with IP creators and filmmakers to create high-end animated features, based out of Cinesite's Montreal and Vancouver facilities. Cinesite continues to forge new partnerships and collaborations with leading studios and filmmakers to deliver stories that resonate with a global audience.

Cinesite is headquartered in London with studios in Montreal and Vancouver with capacity for over 1,300 artists and filmmakers. For more information, visit <https://www.cinesite.com/>

#### About TRIxTER

Founded two decades ago by Simone Kraus Townsend and Michael Coldewey, TRIxTER is one of Germany's leading VFX studios, creating stunning high end VFX work and character animation for film, broadcast and streaming media platforms. At the leading edge of the industry, employing computer scientists, film aficionados and incredibly talented artists, TRIxTER is always pushing the boundaries and is currently developing content and technical solutions for VR and 360°.

TRIxTER is located in Munich and Berlin with capacity for over 220 artists and filmmakers. For more information, visit <https://www.trixter.de/>

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