



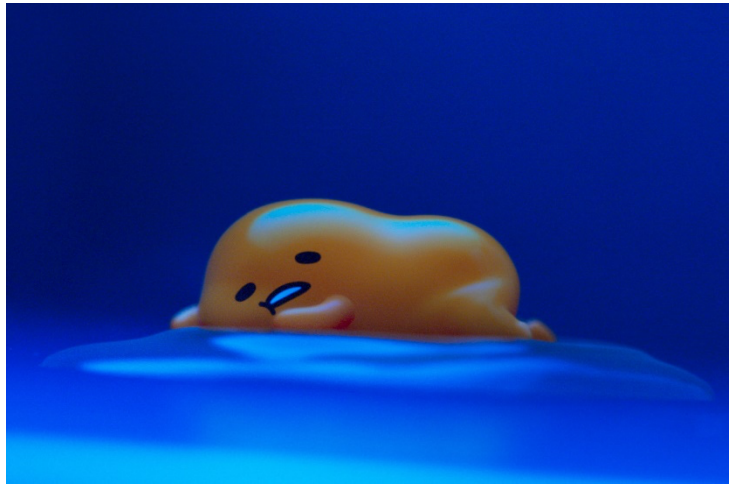
Gudetama unexpectedly lands a lead role
in a new hybrid live-action & animation series

Sanrio and Netflix decide to produce the Netflix Series

Gudetama: An Eggcellent Adventure!

Roll out of teaser trailer featuring computer graphic Gudetama saying their signature "Meh..."

NETFLIX



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Tokyo, Japan (June 10, 2022) – Sanrio Company Ltd. (Headquarters: Shinagawa-ku, Tokyo; President: Tomokuni Tsuji; hereafter referred to as Sanrio) is pleased to announce that, together with Netflix, it has decided to produce a live-action Netflix series "Gudetama: An Eggcellent Adventure" featuring the character Gudetama, a lazy and unmotivated egg character, and will distribute it exclusively worldwide in 2022. A teaser trailer will be released on June 12 (Sun.) at 10:00 a.m.

Gudetama was created thanks to an edible character public popularity contest for new food-themed characters held by Sanrio in 2013 (Gudetama came in 2nd place). The following year, from 2014 to 2020, short animated videos aired on a morning tv show, and despite the character's popularity of over 1 million Twitter followers, Gudetama remains to be a listless, unmotivated, lazy egg.

This Netflix series titled "Gudetama: An Eggcellent Adventure" is a road-tripping tale where Gudetama goes in search of their mother. It showcases the main characters created using the latest computer graphic technology and is designed to resonate with all the unmotivated folks.

The listless egg who has given up on life, knowing that all that awaits them is someone's plate, is forced out of the fridge by the enthusiastic, overbearing chick Shakiyo. Together, the odd couple, who are polar opposites, set out on a quest to find their mothers.

The teaser trailer shows the exact moment that Gudetama is born inside a refrigerator, accompanied by solemn music. As always, Gudetama is constantly lamenting the world with their signature "meh". The Netflix series "Gudetama - An Eggcellent Adventure" will be released exclusively worldwide on Netflix in 2022.

YouTube link: <https://youtu.be/vhZPhmK-3rg>

◆**Comment from the main character, Gudetama:**

"It looks like it's going to be cooked on Netflix...."

Netflix Series: Gudetama: An Eggcellent Adventure!

Cast: Gudetama

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Distribution: Worldwide exclusive distribution on Netflix in 2022

About Netflix

Netflix is the world's leading streaming entertainment service with 222 million paid memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

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For inquiries regarding Netflix distribution, please contact :
Netflix Anime Publicity Contact:
jp-anime-publicity@netflix.com

Materials provided:

(1) Photographs *Please download and use from the URL below.

<https://vandam.netflix.com/shares/13549c734bb048ca8c75f5e7b508d50a>

(1) Teaser announcement *Please provide YouTube link for posting

YouTube link for posting: <https://youtu.be/vhZPhmK-3rg>

Link for advance viewing:

<https://vandam.netflix.com/shares/21e49ef6b2214e35b1fb5f4102265c69>

(*Please note that links for advance viewing are not to be posted publicly.)

Please include the following information when you introduce us.

Title: Netflix series "Gudetama: An Eggcellent Adventure!"

Distribution description: Worldwide exclusive distribution on Netflix in 2022

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