



Customer Care Program

Purpose

The purpose of this document is to detail the Customer Care service benchmarks of the Sales and Marketing Team at Toonz Entertainment, a wing of Toonz Media Group, so that each program and IP receives the best marketing, representation, support and care needed. Using this guideline, the Toonz Entertainment team will utilize their expertise in market and business intelligence to create and deploy the most adaptive and successful strategy in consultation with our customers to meet their ambitions.

Service

The Sales and Marketing Team at Toonz Entertainment, comprising of knowledgeable and experienced media distribution and marketing managers, will provide the best services to our valued customers. The team will develop a dedicated strategy discussed and applied based upon the latest markets surveys and Intelligence data with

- Reliable real-time follow up and information
- Direct access to Sales Managers and Leaders
- Information and Reporting
- Dedicated point of contacts for day-to-day troubleshooting

Commitment

Toonz Entertainment is committed to ensure that you and your program's needs and potential is best met. We are creating and evolving a Sustainable, Transparent and Cooperative Media Distribution ecosystem for long-lasting trustful cooperation ensuring

Transparency

Sustainability

Cooperation &

Teamwork

Communication Tool Box

- **Monthly Activity Reports -**
 - These reports detail the conversations the team had during the month. It will be sent every 15th of the month. They include the name of the networks/clients contacted as well as the outcome of those interactions. These reports will allow us to be transparent with you as to what we are doing during the month and also let you know at what stage conversations are. If there is anything of note to add in addition to contacting you directly, it will be added in the report. If there are any enquiries about these reports we will be here to assist you.



- **News Updates -**
 - These news updates will include any update or development relevant to you, especially during the markets when the distribution team presents and pushes the IPs to a large pool of potential acquirers. The reception by them of the program as well as any interest shown will be communicated via email as they happen.
- **Quarterly Reports -**
 - These quarterly reports will be sent according to the data we can gather from the networks. They will include an analysis of audience reception and performance, to be able to gauge the program's success and the steps to be taken from there.
- **Markets**
 - During markets, dedicated pitch and information packs will be discussed in advance and prepared to maximize the IP's exposure. This will also include access to meetings agenda and participation in key clients meetings.
- **Regular meetings with the Team and Leaders -**
 - Despite our varying geographical locations thanks to modern technology we are able to have regular meetings to work together, exchange ideas and information and be more productive. In preparation for markets, these can make sure the IP is pitched properly.
- **Access to Customer Care Program Assistance -**
 - To ensure the smooth transmission of information, we are here to make sure any enquiry you have is resolved and communicated promptly. We will also ensure that you receive the reports and information on time.

Your Feedback

As we progress we would like to receive your comments and suggestions about our services so that we can make sure that your needs are fully met

We believe in cooperating with you to ensure a smooth flow of information. We will work as a team to build our relationship and ensure the implementation of our action plans. We hold ourselves accountable for being accessible to you with regard to any enquiry, and provide you with whatever assistance you need.