



STATION 12, S4C DIGITAL MEDIA AND MEDIA ROCKET INVESTS IN PARADE

London 3rd October, 2016: Station12, S4C Digital Media and their joint venture, Media Rocket, have invested in the London-Singapore based factual entertainment distribution business set up by Matthew Ashcroft, the former SVP of Shine International. The deal was closed on 30th September and following this investment, Media Rocket, S4C Digital Media and Station 12 hold a combined minority stake of 30% in the company.

Ashcroft launched Parade in August 2015 with a focus on developing, producing and distributing factual entertainment and formats globally. In this time, the company has established a local presence in EMEA, LATAM and APAC with a sales team based in London, Miami and Singapore. The company has built a finished tape library of more than 1000+ hours of programming and secured three original commissions with more to be announced over the coming weeks.

Prior to launching Parade, Ashcroft oversaw Shine Internationals Asia Pacific business where he launched more than 20 factual brands and local formats including *One Born Every Minute*, *24 Hours in A&E*, *The School*, *MasterChef*, *The Biggest Loser*, *Beauty & The Geek*, *Clash of the Choirs*, *Don't Lose The Money*, *The Choice*, *Sing Date*, *Got To Dance*, *Anything Goes* and *Minute to Win It* to name a few.

Station 12's Managing Partner Patrick Bradley said "*Matt has a strong vision of what he wants to achieve and has built a strong team and platform. Parade already has a great slate of programming and its positioning in London and Singapore places it in an excellent position to leverage the fast growing content markets of Asia and China.*"

S4C's Corporate and Commercial Director, Elin Morris said "*We are impressed with what Matt has already achieved in such a short space of time and look forward to a partnership which will help grow the company and penetrate new markets.*"

Ashcroft commented, "*We are hugely excited to be working with the team at Station 12 and S4C who are terrific operational partners with an unrivalled network through which to develop our business and most importantly grow our original and third party programming slate.*"

Notes to editors:

ABOUT PARADE MEDIA

Parade Media is a newly launched distribution company specialising in the development, financing and global sales of premium lifestyle programming.

The company works with leading production companies around the world who make large scale formats, as well as localised original content for television broadcast, digital publishing and second screen.

With sales offices in London, Miami and Singapore it has a growing catalogue of more than 1000 hours including 30+ hours of original programming.

Learn more at www.parade.media

ABOUT STATION 12

Station 12 is an investment and advisory business focused on media, entertainment and education, founded in April 2014 by Patrick Bradley.

Learn more at www.Station12.co

ABOUT S4C DIGITAL MEDIA LIMITED (SDML)

SDML is a wholly-owned commercial subsidiary of S4C, the Welsh language broadcaster.

Learn more at www.s4c.cymru

ABOUT MEDIA ROCKET

Media Rocket is joint venture between Station 12 and S4C Digital Media formed for making investments in early stage businesses.

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