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Following a string of deals struck in India this year, Hong Kong based global content distributor, O4 Media, has been appointed by ADD Content Agency to represent HOT's hugely successful hit Israeli series *Euphoria*, in India. *Euphoria* was created by Ron Leshem and Dafna Levin, produced by Tedy Productions.

Gary Pudney

Founder and Managing Director, O4 Media

We love working with and in India, and are excited to be working with HOT, ADD and Tedy on this hugely successful format. I really think *Euphoria* can be the catalyst to deliver on a certain type of 'punchy' content that Indian viewers haven't experienced before but are super keen to do so.

HOT

We are happy that the tremendous success of *Euphoria* continues to resonate in the world, and are excited about this new collaboration. We will continue to create quality content that brings pride to Israel across audiences and borders.

Hadas Mozes Lichtenstein

Co-Founder and Head of International, ADD Content Agency

"*Euphoria* is such a special show with topics that resonate to people all over the world. We are extremely excited to be partnering with O4 media and bring to life an Indian version.

About O4 Media Ltd

O4 Media is a global distributor of scripted and non-scripted formats and IP development. O4 Media showcases culture and connects content creators and producers from the East to the West and from the West to the East.

Led by industry veteran Gary Pudney and his head of sales and acquisitions, Nixon Lim, the O4 team has over 100 years of combined experience in content distribution and acquisitions with an expansive network. O4 Media is headquartered in Hong Kong with a strategically positioned global team based in Hong Kong, Manila, Mexico City and Australia.

About HOT

HOT is the largest investor in Israeli content and has produced hundreds of hours of original programming over the last decade. HOT's award-winning shows are broadcast worldwide, and translated into more than 60 languages. Several of HOT's original dramas have enjoyed international success, most notably *In Treatment (Be Tipul, 2005-2008)*, which was remade by HBO and became the best-selling international scripted remake of the last decade. The HOT series *Euphoria*, also remade by HBO, became a worldwide phenomenon, and is set to return to a third season. The psychological thriller *Losing Alice*, which launched on Apple TV+ on January 2021, has received rave reviews. HBO Max has taken streaming rights to *Uri and Ella, Normal, Autonomies, Dumb and Queens* that is also available on Arte France. StarzPlay has picked up the relationship drama *The Attaché* for 13 major markets including the UK, France and Brazil. The comedy drama *Nehama* has sold to Canal+ and Topic (Martin Lawrence is set to play the lead in the US adaptation), and the vampire series, *Juda*, to Hulu. HOT is also the Israeli co-producer of *The Girl from Oslo*, for Netflix. HOT recently sold the crime comedy *The Dreamers* to AMC's streaming service .Sundance Now

About ADD

About ADD Content

ADD Content is a global production, distribution, and talent management agency, headquartered in Israel. ADD's slate currently includes over 50 internationally successful unscripted and scripted projects.

Notable deals include bringing the Israeli scripted format "Euphoria" to HBO starring Zendaya. The much-anticipated second season of "Euphoria" launched in January 2022 and has been commissioned for a third series. ADD Content also sold Canneseries award-winning "Miguel" to Canal+ and BeTV in Europe, and dramedy "Uri and Ella" to HBO Max. It is currently in development on a version of Israeli hit drama "The Missing" with Abundantia Entertainment in India, "The First Family" with Blue Ant Media and more.

About TEDY

Tedy Productions is one of Israel's most prominent production houses, established some 50 years ago, active in development and production, specializing primarily in original prime-time formats.



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Tedy has produced popular Israeli series which also was adapted Europe and in the U.S.

About the *Creators*

Ron Leshem and Daphna Levin are among the most prominent and prolific drama creators in Israel, both with a long track record of successful global adaptations. They've created the original "Euphoria" (2012). Levin is known for co-writing "In Treatment," adapted into 20 territories, as well as "Miguel" and "Eagles" (HOT). Leshem is a best-selling novelist published in over 20 languages.