



HIT entertainment

CORPORATE VALUES

HIT Entertainment is a leading creator of children's programming. With a portfolio of premier brands, including *Angelina Ballerina™*, *Barney™*, *Bob the Builder™*, *Fireman Sam™*, *Rainbow Magic™* and *Thomas & Friends™*, HIT delivers **engaging** and **inspiring** content on TV, online, on-stage, in DVDs, through books and in consumer products, and has earned the **trust** of parents and caregivers around the world.

- **Engaging** – HIT creates entertaining content and rich characters that are a springboard for a child's imagination. HIT's characters are great friends for life's early lessons and help children grow through new adventures.
- **Inspiring** – HIT encourages children to actively explore and discover their ever-widening world filled with exciting music, stories, people and places.
- **Trusted** – HIT's content is safe and wholesome, created with attention to detail and thoughtful consideration to the hearts and minds of children everywhere.