



EJEN ALI THE MOVIE DEBUTS IN THEATRES IN REPUBLIC OF UZBEKISTAN

Meanwhile, Season 3 of the Ejen Ali TV series is set to premiere on Disney+ Hotstar later this year

KUALA LUMPUR, 14 FEBRUARY 2022 - Get ready Ejens, new mission intel received! Primeworks Studios and WAU Animation today announced the theatrical release of Malaysian box-office animation phenomenon ***EJEN ALI THE MOVIE*** in the Republic of Uzbekistan on 15 February 2022. The release marks the first time a Malaysian feature film is localised in Uzbekistan, where it will screen in more than 25 cinemas in seven cities across the country.

EJEN ALI THE MOVIE tells the story of 12-year-old Ejen Ali, who after being accidentally recruited as a spy has now grown to embrace his role in secret agency Meta Advance Tactical Agency (MATA) to protect the futuristic city of Cyberaya from outside threats. Ali is surprised to discover that he is no longer the only master of the Infinity Retinal Intelligence System (IRIS) gadget, since MATA has now upgraded to IRIS Neo for all MATA agents. When the new invention leads Ali to question his place and usefulness to MATA, he is approached by a rogue figure who claims to know about a surprising personal connection to Ali. Risking his loyalty to MATA, Ejen Ali embarks on a thrilling chase to unravel these mysterious links.

The latest international release of ***EJEN ALI THE MOVIE*** was made possible through a distribution partnership with AMEX MEDIA, a strategic partner representing Ejen Ali in the Commonwealth of Independent States (CIS) and Russia territory, and World Pictures, a local film distributor in Uzbekistan. Dubbed in Uzbek and Russian, ***EJEN ALI THE MOVIE*** is a first among foreign films in the country, since foreign films were previously solely available in the Russian language. This initiative makes ***EJEN ALI THE MOVIE*** more widely accessible for the Uzbek population, considering that the total population of the country exceeds 36 million people and less than 30% of this number speak Russian.

*“Ever since the pandemic devastated the world and subsequently the cinema industry in 2020, we are now thrilled to bring **EJEN ALI THE MOVIE** back to theatres as it has always been one of our aims to promote top-notch Malaysian content and connect with more audiences across the world. Our thanks go to AMEX MEDIA and World Pictures for making it possible for us to release it on the big screen in Uzbekistan and in the local language so that a majority of the population is now able to enjoy the high-quality animation feature film without language barriers. The support from fans worldwide has truly been the driving force behind this and we can’t wait for everyone to experience Ali’s next chapter in **Ejen Ali Season 3**, coming soon in 2022,” said Dato' Khairul Anwar Salleh, Chief Executive Officer of Media Prima Television Networks and Primeworks Studios.*

Usamah Zaid Yasin, Chief Executive Officer of WAU Animation and Director of Ejen Ali, adds, *“Two years after the initial theatrical release of **EJEN ALI THE MOVIE**, it is beyond our imagination to see Ejen Ali embarking on another mission at the cinemas. We are excited to have AMEX MEDIA and World Pictures onboard for this release and hope that our film will be able to provide immersive entertainment with a heart for the Uzbek cinema audience. We hope Ejen Ali will win more supportive international fans with its unique character dynamics and the core theme of perseverance of the human spirit against impossible odds. We look forward to gaining new fans from this region and invite them all to be a part of Ali’s next journey as a spy in the upcoming TV series’ third season.”*

Earlier in 2020, AMEX MEDIA localised two seasons of the Ejen Ali TV series into Russian and brought it to the audience of the most popular video-on-demand (VOD) platforms in the CIS region; IVI, OKKO, KION, WINK, MEGAFON, PREMIER. **Ivan Agutenkov, Chief Operations Officer of AMEX MEDIA**, adds, *“Uzbekistan will be the first country in the Commonwealth of Independent States (CIS) and Russia territories to release **EJEN ALI THE MOVIE** in cinemas. As the strategic partner of Ejen Ali in this region, our next goal is to have a much wider theatrical release in Russia, Kazakhstan and Ukraine.”*

Pavel Nelin, Chief Executive Officer of World Pictures said, *“We are happy to announce that we have produced a high-quality dubbing of **EJEN ALI THE MOVIE** into the Uzbek language, and being the first ever Malaysian project that has been localised in this language. We are honoured to develop this opportunity in collaboration with AMEX MEDIA, Primeworks Studios and WAU Animation.”*

With 2 million eyeballs tuned in weekly on TV3, Malaysia's largest free-to-air channel, and over 3 million subscribers on YouTube to-date, Ejen Ali is one of Asia's fastest-growing animation brands. Debuting on Malaysian television screens in 2016, the animated series has aired in over 50 countries, including on regional networks Netflix, Disney+ Hotstar, Disney Asia, Nickelodeon India, MNCTV in Indonesia and AlMajeed TV in the Middle East and North Africa. The movie also has charted up an impressive RM30 million (USD8 million) at the box-office in 2019 and on-demand platforms in Malaysia, Singapore, Brunei and Indonesia, making it Malaysia's highest-grossing animated film to date.

Head over to the **Ejen Ali** official YouTube channel (www.youtube.com/ejenali), to take a look at the explosive first Teaser Trailer for Ejen Ali Season 3. Pre-sales for **Ejen Ali Season 3** are now available for various platforms and in multiple territories worldwide. Get in touch with our dedicated Primeworks Studios distribution sales representatives via email at contentdistribution@mediaprima.com.my to learn more.

Ejen Ali Misi: Juang, Ejen Ali The Movie and **Ejen Ali** Seasons 1 and 2 are streaming now on Disney+ Hotstar!

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ABOUT PRIMEWORKS STUDIOS

Primeworks Studios is an established South-East Asian production company involved in the creative content business in every aspect of the media chain in TV and film production, content sales, film distribution and marketing, animation, branded content, as well as licensing and merchandising. It is an award-winning content company producing over 3,000 hours of compelling content annually for a range of platforms including television, cinema, and digital. The production house is the creative force behind a wide range of content genres including entertainment, animation, magazine, documentary, sports and drama.

ABOUT WAU ANIMATION

WAU Animation is a CG animation studio formed on 18th March 2013 by a group of creative talents possessing up to 13 years' experience in producing multiple award-winning CG animated series and feature films. At the heart of WAU Animation is the desire to create an animation that would move the audience. We aspire to tell amazing stories that are entertaining yet meaningful and inspiring, while at the same time fused with local essence as we strongly believe in putting forth our unique Malaysian identity.

ABOUT EJEN ALI

EJEN ALI features a boy who accidentally binds himself to an intelligence device, Infinity Retinal Intelligence System (IRIS), belonging to spy agency Meta Advance Tactical Agency (MATA). He then finds himself unwillingly recruited as a secret agent whilst trying to juggle his already chaotic normal life. Since its debut on Malaysian free-to-air television channel TV3 in 2016, **EJEN ALI** has been broadcasted in over 50 countries in South-East

Asia, the Middle East and North Africa, the Indian sub-continent and North America. The series and the feature film is currently available on the Disney+ Hotstar and Netflix on-demand streaming platform. The animation series has also spawned three standalone mobile games with over 3.7 million downloads to date, available on Apple's App Store and Google's Play Store. The series was followed by **EJEN ALI THE MOVIE** in November 2019, which raked in an impressive RM30 million (USD8 million) at the box-office and on-demand platforms in Malaysia, Singapore, Brunei and Indonesia, making it the highest-grossing animated film in Malaysia to date.

ABOUT AMEX MEDIA

AMEX MEDIA provides rights management services for off-the-shelf audiovisual properties, licenses, formats, live sports events and concerts, as well as projects under development. AMEX MEDIA helps the rightsholders to maximize monetization of their media products across all distribution channels: theatrical, TV and Digital, product placement, merchandising, co-production, publishing, ancillary and etc.

ABOUT WORLD PICTURES

WORLD PICTURES, is a film distributor in the Republic of Uzbekistan that is trying to bring the culture of cinema to a new level. Today WORLD PICTURES is a young company with an ambitious goal to bring to the population of Uzbekistan world films in their native language and not only in the capital.

For more info and updates about **EJEN ALI**, follow:

- YouTube : www.youtube.com/ejenali
- Facebook : www.facebook.com/ejenali
- Instagram : www.instagram.com/ejen_ali
- Twitter : www.twitter.com/ejen_ali
- Telegram : https://t.me/ejenali_official

#EjenAliTheMovie #EjenAli #AniMY #KitaJagaKita

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For media enquiries and further information, please contact:

FARINA ASHRUDIN	: HP +6019 663 4584	farina@tv3.com.my
LEE CHAI YIN	: HP +6012 902 7510	lcyin@mediaprima.com.my
YIAP CHIAN CHIAN	: HP +6012 276 4321	cyyiap@mediaprima.com.my
LIEU LUI MENG	: HP +6018 765 8736	lui.meng@tv3.com.my
AZIEMAH AZMAN	: HP +6017-625 8070	nuraziemah@mediaprima.com.my
SOFIA ZAFIR	: HP +6018-2638653	sofia.zafir@mediaprima.com.my



@primeworks.film
@ejenali



@primeworksfilm
@ejen_ali



@primeworksstudios.film
@ejen_ali

EJEN ALI THE MOVIE

FILM TITLE	Ejen Ali The Movie
CREATED BY	Usamah Zaid Yasin, Mohd Faiz Hanafiah, Fuad Md Din, Nazmi Yatim & Shafiq Isa
DIRECTOR	Usamah Zaid Yasin
SCREENPLAY	Usamah Zaid Yasin
VOICE CAST	<p>Ida Rahayu Yusoff as <i>Ejen Ali</i> and <i>Comot</i> Mohd Shafiq Mohd Isa as <i>Ejen Bakar</i> Noorhayati Maslini Omar as <i>Ejen Alicia</i> Abu Shafian Abg Hamid as <i>Dato' Othman</i> Nabilah Rais as <i>Niki</i> Altimet as <i>Andik</i> Amir Mustaqim as <i>Surya</i> Azman Zulkipli as <i>General Rama</i> and <i>Viktor</i> Megat Zarin as <i>Ejen Fit</i> Ahmad Sufian Mazilan as <i>Ejen Bobby</i> Haziq Khushairi as <i>Dr Ghazali</i> Azuan Wanji as <i>Vikram</i> Mohd Fadhli as <i>Abang Bear</i> Aina Nadzir as <i>Ejen Dayang</i> Usamah Zaid Yasin as <i>Ejen Zain</i> and <i>Mamak Rahul</i> Sunita Ilyas as <i>Mak Jah</i> Raef Al Maleeq as <i>Baby Ali</i> Adam Eusoff as <i>Baby Ali</i> Peggie Ng as <i>Puan Ong</i> Salina Salmee binti Mohd Ali as <i>Aliya</i></p>
GENRE	3D Animation, Action & Adventure
LANGUAGE	Malay (original) / English, Chinese Mandarin, Russian & Uzbek (dub)
SUBTITLE	English, Malay, Chinese Mandarin
RUNTIME	97 mins

RATING	General
PRODUCED BY	Primeworks Studios & WAU Animation
SUPPORTED BY	Malaysia Digital Economy Corporation (MDEC)
DISTRIBUTOR	Primeworks Studios
SYNOPSIS	<p>After being accidentally recruited as a spy, 12-year-old Ejen Ali has now grown to embrace his role in secret agency Meta Advance Tactical Agency (MATA) to protect the futuristic city of Cyberaya from outside threats. Ali is surprised to discover that he is no longer the only master of the Infinity Retinal Intelligence System (IRIS) gadget, since MATA has now upgraded to IRIS Neo for all MATA agents. When the new invention leads Ali to question his place and usefulness to MATA, he is approached by a rogue figure who claims to know about a surprising personal connection to Ali. Risking his loyalty to MATA, Ejen Ali embarks on a thrilling chase to unravel these mysterious links.</p>
POSTER	<ul style="list-style-type: none"> • Official Poster Ejen Ali The Movie • Official Poster Ejen Ali The Movie (Uzbek)
TRAILER	<ul style="list-style-type: none"> • Official Trailer Ejen Ali the Movie - Malay (original language) • Official Trailer Ejen Ali The Movie (Uzbek dub)
MUSIC BY	Azri Yunus & Hakim Kamal
OST SONGS	<p>“Bukalah Matamu” by Aisyah Aziz & Bunga</p> <p>“Kita Jaga Kita” by Altimet, Cuurley & Malik Abdullah</p>
MOVIE STILLs	Available here