

MOULINSART CHANGES ITS NAME

tintinimaginatio^{SA}

Following the death of Hergé on 3rd March 1983, a new organisation was gradually set up on the initiative of Fanny Rodwell to ensure the continuation and perpetuation of the work and the preservation of the rights related to it.

In December 1986, the company B.I.L. was created, responsible for the exploitation of copyright and the marketing of derivative products.

In 1990, B.I.L. changed its name and became Moulinsart S.A. while keeping the same objectives.

It is now the turn of the company Moulinsart to change its name and to be renamed **Tintinimaginatio** s.a. However, it retains the same purpose, i.e. the exploitation of the rights derived from Hergé's work.

There are two main reasons for the name change:

FIRSTLY, we wanted to bring the word Tintin back into the name of the operational activities management and marketing activities, because it is an iconic name that has the immense advantage of being much more recognised internationally.

SECONDLY: this new name also reflects the new perspectives of opening up to the virtual world, the imaginary world, and the imagination. We find both the ideas of «image» and «imagination» in it, which are two of the main foundations of Hergé's universe.

This new name clearly shows the desire to continue to bring this universe to life in every way imaginable.