

# INTRODUCING PINKFONG & BABY SHARK

MAR 2022

**Company Name: The Pinkfong Company, Inc.**  
**CEO: Min Seok Kim**

**Business Type: Information & Communication**  
**Establishment Date: June 1st, 2010**  
**Address: 5th floor, Myeongdal-ro, Seocho-gu,  
Seoul 06668, South Korea**

**Contact: Hannah Kim ([lilo@pinkfong.com](mailto:lilo@pinkfong.com))**



Copyright © The Pinkfong Company, Inc. All Rights Reserved.



## PINKFONG BRAND POWER

# #1 most-viewed Video in the history of YouTube

The 1st RIAA certified Diamond Award  
#BRITcertified Double Platinum



Original Baby Shark Dance Video

### Achievements

**11 Billion** views  
watched in **244 Countries**  
in **20 Languages**

at PINKFONG BABY SHARK

We create and produce high-quality children's contents.  
**We provide contents that drive your business forward.**

Digital Content

Merchandising

Entertainment

TV/Film



100 Million  
Youtube  
Subscribers

400 Million  
Mobile App  
Downloads

Licensing  
Worldwide with  
Top Players

Live Shows  
All Around  
the World

TV Series:  
Animation &  
Live Action

Films:  
Sing-along  
special &  
more to come

# PINKFONG IP

## Main Properties



### Pinkfong World

Pinkfong is an adorable pink fox with boundless curiosity!



### Baby Shark

Baby Shark loves singing and dancing. Family is the center of his world.



### Pinkfong Wonderstar

Pinkfong and Hogi, a hedgehog and a walking encyclopedia, leave on an adventure on Pinkfong's original TV series!

**NEW!**



### Bebefinn

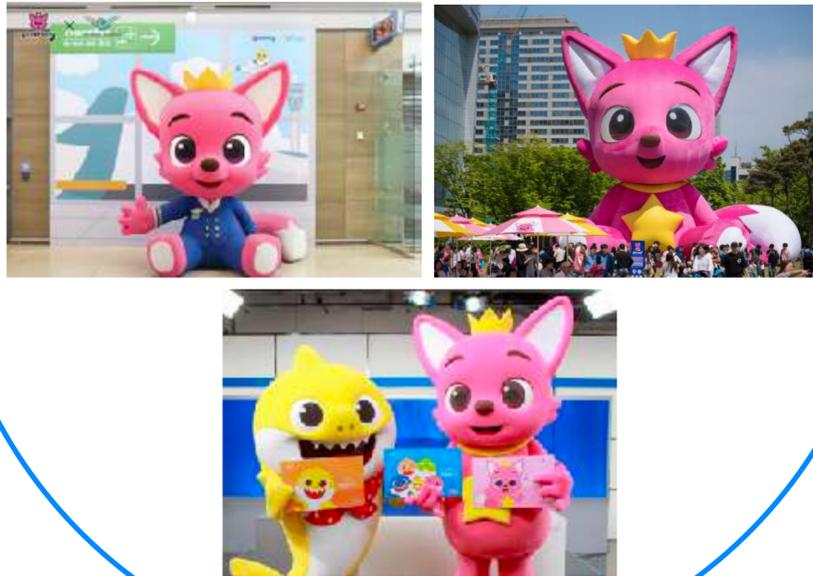
Baby Finn, who loves Baby Shark, learns something new everyday with his warm and loving family!

# PINKFONG IP

## Pinkfong World

- Pinkfong World represents thousands of kids songs and stories on Pinkfong YouTube.
- Over **9,000 sing-along music videos** under 2 minutes length
- About topics kids love such as animals, dinosaurs, phonics, numbers, colors, healthy habits etc.
- Meet Pinkfong Licensed products

### Big Brand Collaborations



### Licensed Products



### Seasonal Theme Guides



# PINKFONG IP

## Baby Shark

- 'Baby Shark Dance' video is the **1<sup>st</sup> most watched video** in the YouTube history
- Collaborated with Luis Fonsi, Aaron Kwok, BT21 and top celebrities worldwide
- The first Baby Shark TV series - "Baby Shark Brooklyn" on aired in August 2020 in Korea

### Big Brand Collaborations



### Licensed Products



### Seasonal Theme Guides



# PINKFONG IP

## Baby Shark x Nickelodeon

- **Baby Shark x Nickelodeon's global project**
- 11 mins x 52 eps, premiered on Nick & Nick Jr. in the U.S., since March 2021
- **NO.1 series** with kids 2-5 years old across all of TV in the U.S.



Nickelodeon Teaser Video



Fishmas Teaser Video



Baby Shark's Big Show Main Poster

# PINKFONG IP

## Pinkfong Wonderstar

- **Pinkfong's first original TV series** with each episode including unique theme songs.
- Part 1 (completed): 26 episodes x 11 minutes / Part 2 (completed): 26 episodes x 11 minutes
- **On aired in Korea (KBS2, Tooniverse), Malaysia (Astro Ceria), Hong Kong (PCCW), Taiwan (Yoyo TV), Mexico (Televisa) and as YouTube Originals series**
- English/Indonesian/Spanish/Korean dubbing available

### Licensed Products



### Big Brand Collaborations



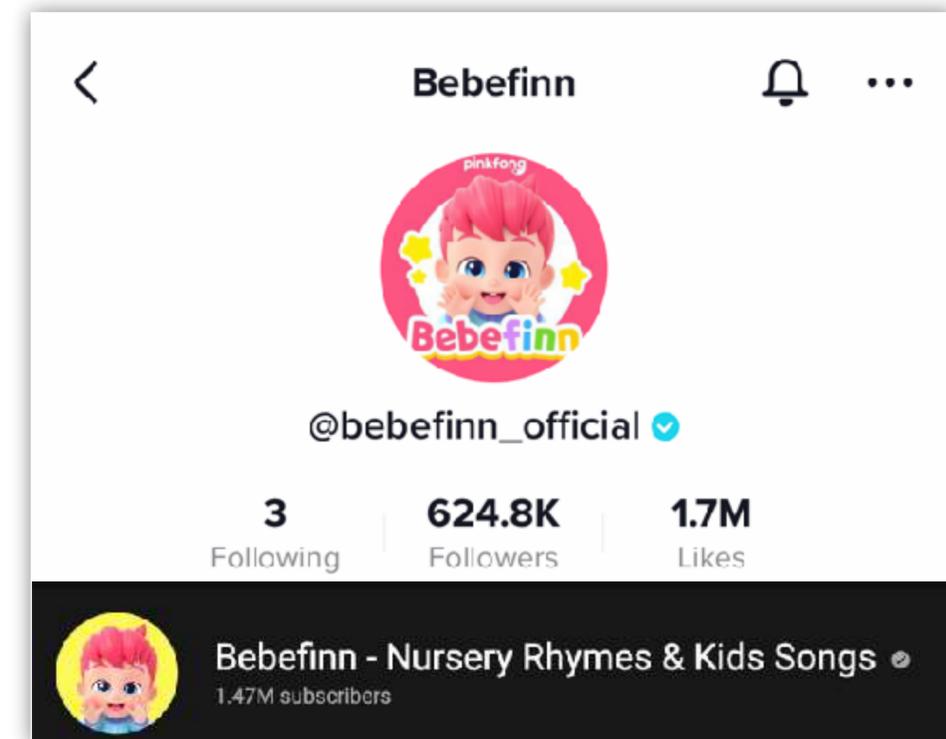
# PINKFONG IP

## Bebefinn

- **Bebefinn is Pinkfong's brand new show launched in April, 2022.**
- Season 1: 3 min x 50 eps, premiered on Youtube. Season 2 started releasing from September 2022.
- Within 6 months, Bebefinn Youtube channel has **2M subscribers**, and most viewed video **with 100+ million views**. Bebefinn Tiktok account acquired **1M+ followers**.
- English/Korean dubbing available



Baby Shark and Bebefinn Doo Doo Doo  
**100+ million views in 6 months**



# PINKFONG CONTENT



## Digital Shorts

**9,000 songs and stories  
in 20 languages**



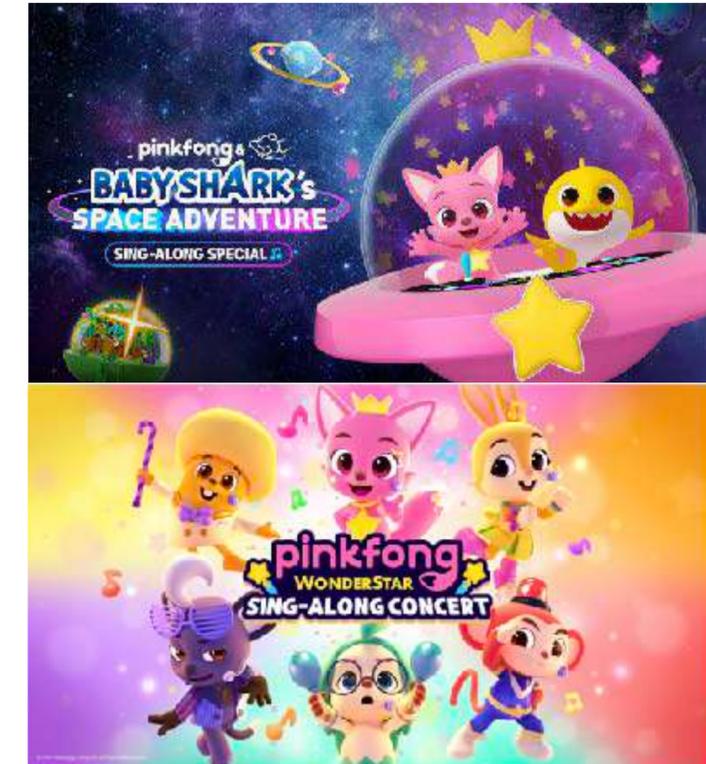
## TV Series

### **Pinkfong Wonderstar Season 1**

Part 1: 26eps x 11 mins  
Part 2: 26eps x 11 mins

### **Baby Shark Brooklyn Doo Doo Doo**

Season1: 12eps x 11 mins



## Movie

### **Pinkfong Baby Shark's Space Adventure**

Premiered in South Korea, Malaysia,  
Singapore in Dec 2019 - Feb 2020 (66 mins)

### **Pinkfong Wonderstar: Sing-Along Concert**

Will be premiered in South Korea Dec 2023  
In discussion with theatrical release (70 mins)

# Global Media Partners

Available on global platforms such as  
YouTube, Netflix, Prime Video, Samsung TV+, PlayKids, etc



## Contents on air with:

- GLOBAL: Netflix
- US: Roku
- Malaysia: Astro
- Vietnam: FPT Play, HTV3
- Thailand: True Digital
- Hong Kong: Now TV, MyTV Super
- South Korea: KBS
- MENA: Etisalat (Ejunior)



## Contents on air with:

- GLOBAL: YouTube Originals
- Malaysia: Astro
- Mexico: Televisa
- MENA: Etisalat (Ejunior)

## In discussion with:

- Key FTA/OTT players  
in each country

# TIMELINE



Baby Shark's Big Show  
Phase 3 in SE Asia



Pinkfong Wonderstar:  
Sing-Along Concert



**NEW MOVIE!  
COMING SOON!**



**2022.Q2**

**2022.Q3**

**2022.Q4**

**2023.Q1**

**2023.Q2**

**2023.Q3**



**Bebefinn Season 1**  
(3 min x 50 eps)



**3D Pinkfong Car Songs**  
(3 min x 12 eps)



**Bebefinn Season 2**  
(3 min x 50 eps)

# Partnership Cases



Content Distribution



Pinkfong TV Channel



Co-Production Program



Branded Content



Live Show



Consumer Products Licensing



MD Distribution



In-Store Display



App Licensing