



COMPANY HIGHLIGHTS 2023

TOYTRON



LIKE A CHILD TOYTRON

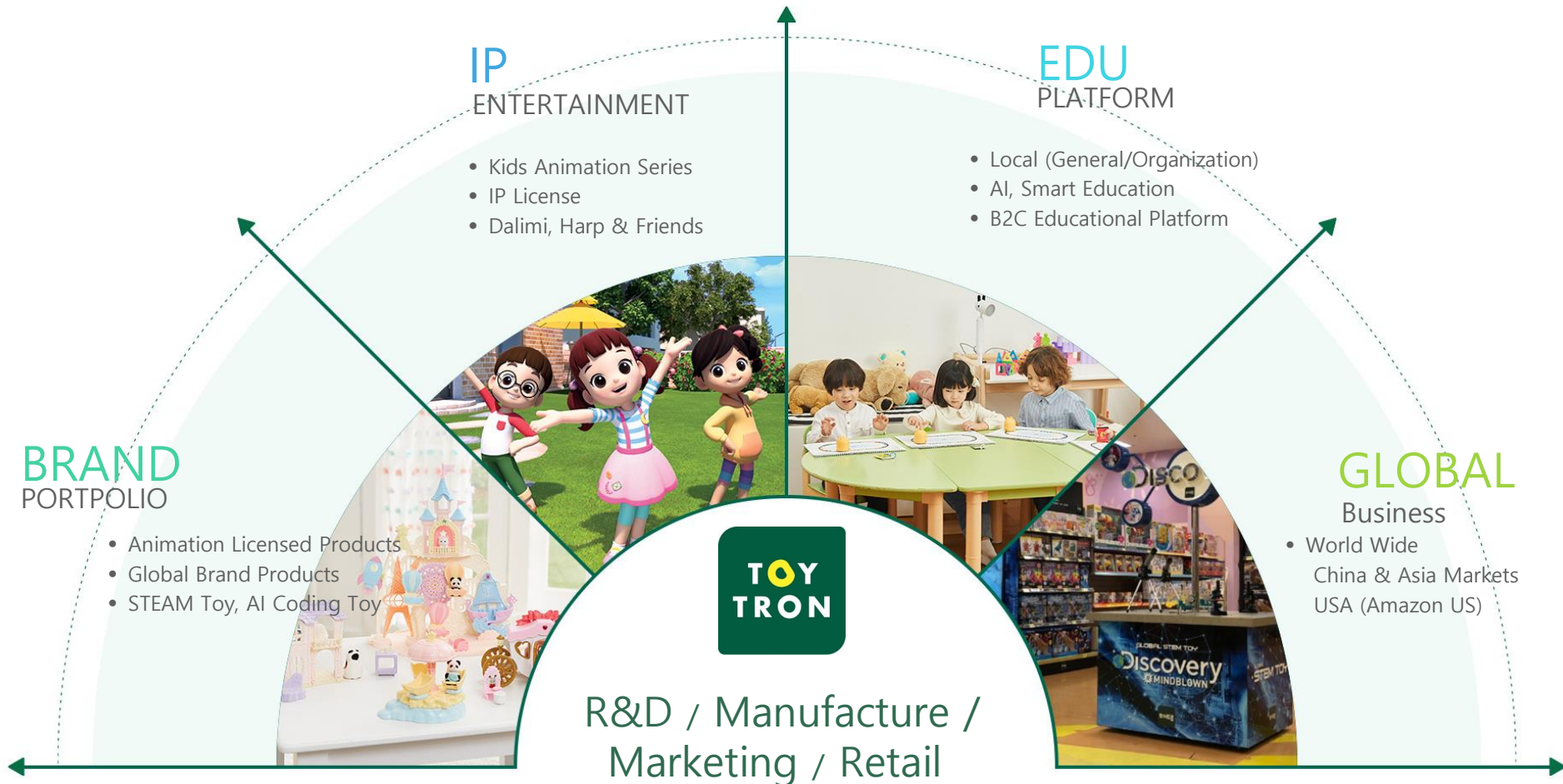
Playing with our toys, children will get feelings of warmth, make their own stories, and have a lot of fun.
We hope for a Better Future.

As a part of children's lives
our toys will help children develop creativity
with which they can make the world a better place
when they grow up.

We hope our toys to be the seeds of love
Spreading around the world.

CEO	Bae Young Sook
Established date	1999.10.01
Main business Field	<ul style="list-style-type: none">• Toy• Content• License
Address	236, Hyoryeong-ro, Seocho-gu, Seoul, Korea (06709)
Contact Point	<ul style="list-style-type: none">• Kwon Yun Kyoung (Director)• +82 10 3923 7556• +82 70 5052 3122

Cognitive and Emotional Development , Technology for Play Edu & Play, TOYTRON



Partnership



Established close partnerships
with domestic and international market leaders





01

Harp and Friends

About Animation



Introduction



“Harp and Friends” had been broadcasted on EBS, one of the public broadcasting stations in Korea.

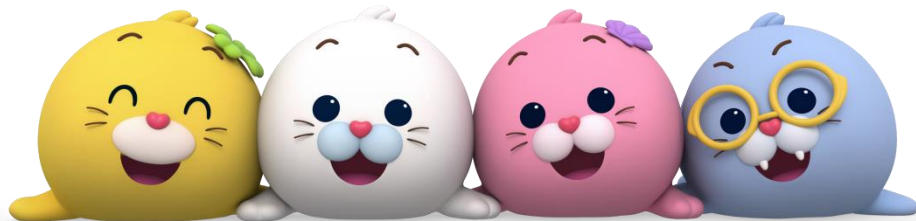
It recorded a high viewer rating of more than 33% from the second episode. We are planning to air Season 2 in Mar. 2024.



Titles	Harp and Friends
Genre	Emotional, Comic and Fantasy Drama
Picture Format	3D Animation
Running time	11min.30"
No. of episodes	38
Target age	Mainly 3~8yr
Original network	EBS (Educational Broadcasting Station of Korea)
Original release	1 st of Mar. 2022

About Harp and Friends

Harp and Friends live in a “Snowflake island”.
It’s an unknown space full of fun and adventure



They travel across the sky, the sea, and the ground

There is a wide world that can be implemented
without space limitation “Harp and Friends”

characterized the seal,

an endangered animal, is eco-friendly clean contents.



Curious and funny **Harp**



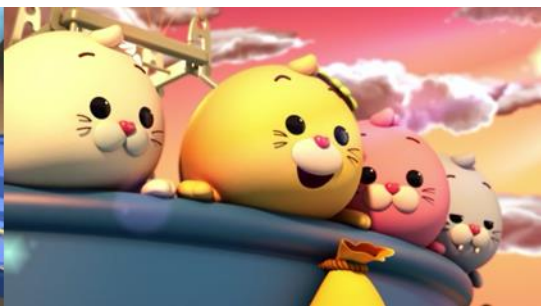
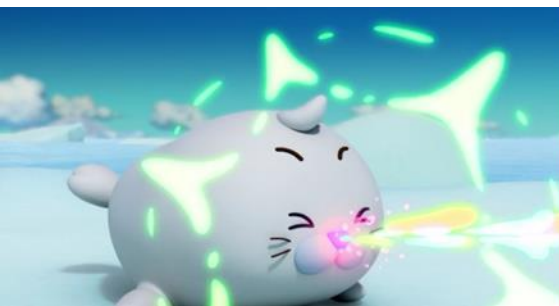
Bright and chatty **Moonk**



Cute and naïve **Hope**



Venturous leader **Wink**



Based on Toy



1

An animation based on the toys of **Toytron**, the 5th largest toy company in Korea.

2

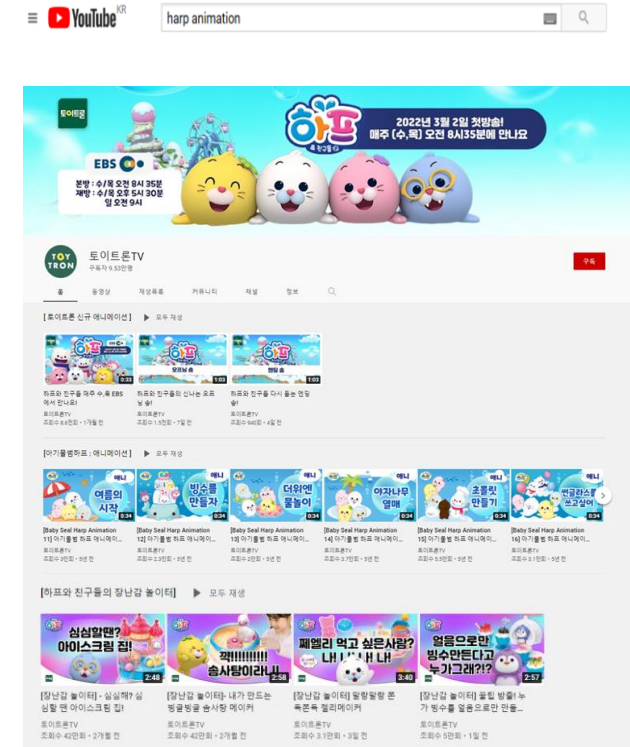
Harp has more than **40** items of toy.

3

Cumulative sales of Harp toys since its birth in 2014 to 2022 is **USD 20 million**. Animation will lead to a significant increase in sales



Marketing points – Style guide, YouTube, OTT, IPTV



There are both style guides **2D** and **3D**. Various artworks can be used freely according to the characteristic of the product.

Kids Entertainment Videos of “Harp and Friends” (15Min x 20Ep)
Continuous exposure to various media such as Cable, IPTV, OTT, YouTube, etc

YouTube cumulative more than **1million** views recorded

02

Doremi Dalimi

About Animation



Introduction



"Doremi Dalimi" was aired on KBS1, a representative Korean public broadcasting station, in April 2021.

It opened a new genre of musical animation and received a lot of sympathy and applause.

Season 2 was aired in Oct to Dec, 2022.

Look forward to seeing the Dalimi who newly changed in every season.

Titles	Doremi Dalimi
Genre	Emotional, Fantasy and Musical Drama
Picture format	3D Full HD CGI
Running time	11min. 30"
No. of episodes	26
Target age	Mainly 3~6yr
Original network	KBS (Korean Broadcasting Station)
Original release	2021.04. 08. ~ 2021. 11. 11.



About Dalimi



"Doremi Dalimi" is a musical animation.

Dalimi, a bright and lovely 6-year-old girl, is the main character.

The fun daily life that Dalimi experiences with family and friends has been made into beautiful songs and videos.

Doremi Dalimi is a family drama that shows the love and warmth of family in the global trend of increasing single-person households.

It is an educational and emotional story that can be sympathized with people of all ages.



Based on Toy



1

An animation based on the toys of Toytron.

2

Dalimi has more than 50 items of toy.

3

Cumulative sales of Dalimi toys since its birth is USD 22million.

4

With the success of animation, Dalimi brand's sales in the Q1 of 2022 grew 40% from the Q1 of 2021.

5

Dalimi was born in 2008. In particular, Dalimi's have already set up brand in various countries such as China, Hong Kong, Taiwan, and Vietnam.etc



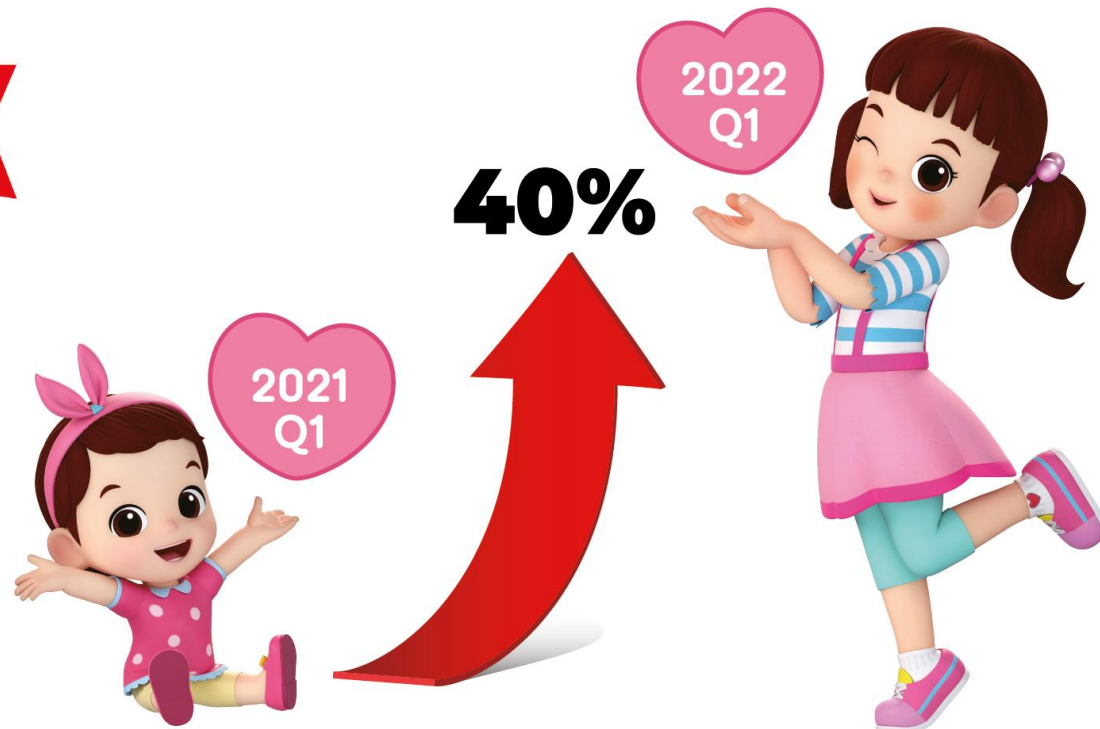
Brand growth



- Dalimi was born in 2008. In particular, Dalimi's have already set up brand in various countries such as China, Hong Kong, Taiwan, and Vietnam.etc
- **Cumulative sales of Dalimi toys since its birth is USD 22,004,785**
- With the success of animation, Dalimi brand's sales in the Q1 of 2022 grew 40% from the Q1 of 2021.

NETFLIX

Top 1 ranked
in 1st half of 2021





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