





Company Name ROI VISUAL  
Main Business Animation Production·Licensing·Media Distribution  
Established in 1998  
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Asia No.1 Content Company

# ***Robocar POLI*** ***in Global***

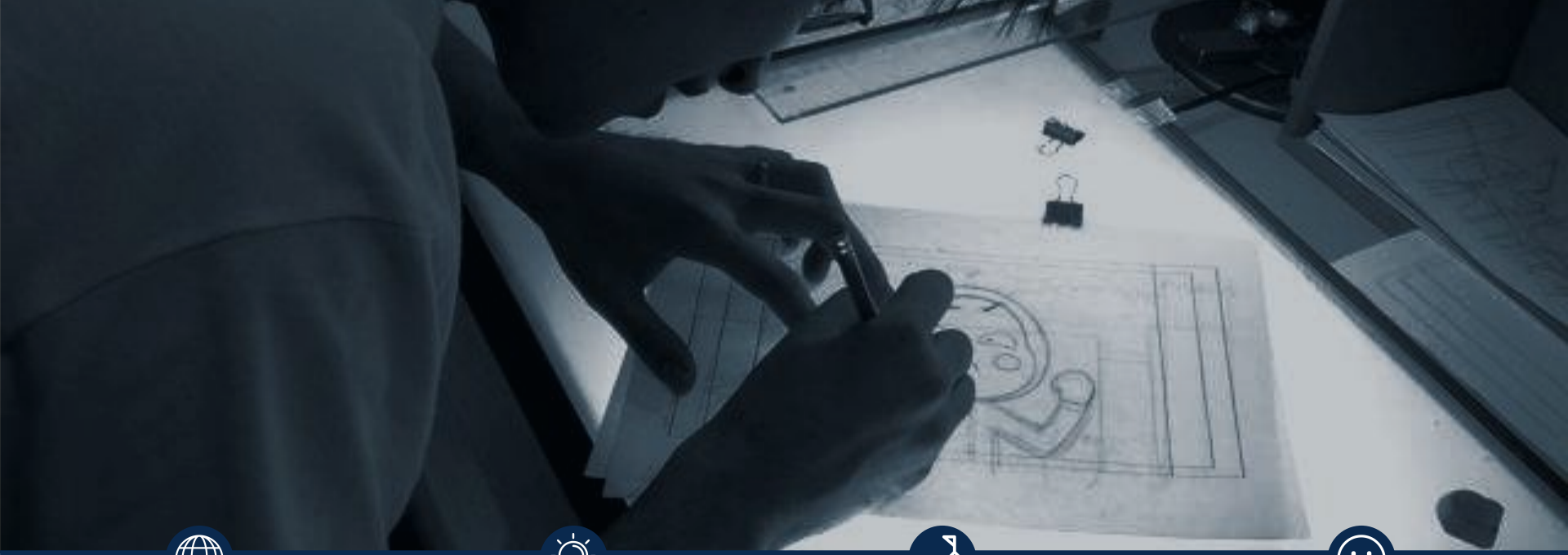
Since its foundation in 1998, it has presented its original contents like Woobi Boy, Chiro, Inner Ranger, and Robocar POLI and kept growing as a global content company representing Asia.



ROI VISUAL,  
ITS SINCERE CONTENTS  
WILL MOVE YOUR HEART.

ROI VISUAL's contents are full of sincerity.  
Its contents move people in the world  
so that the world can be closer and happier.





## Global Mindset

Reach to the Opposite side of Earth

TV broadcast 144 countries 35 languages(2020)  
Release 2,000 licensing products worldwide every year



## Creativity

Think Differently, Act Fast

Korean-made creative animation production ROI VISUAL's own IP



## Challenge

Challenge for Better tomorrow

2008 Chiro, Korea's fist animation broadcasted on CH5  
2009 Chiro, Korea's first animation broadcasted on NHK  
Produced world's first child safety education animation  
Opened Korea's first character licensing oriental medical clinic



## Joy

Pursue the Joy of Working together

From the partners all around the world to children, we produce joyful contents together with all the people who came to meet ROI VISUAL.

# History of ROI VISUAL



1998

ROI VISUAL Co., Ltd. established



2000

Launched first character, Woobi Boy  
Investment contract with INTZ for Web Animation Woobi Boy

2001

Merchandising right Agent contract with POSTNUT

2002

Woobi Boy selected as a TOP10 character by Ministry of Culture  
Woobi Boy, HDTV Animation product support from Korean  
Communication Commission  
Woobi Boy contracted with ICONIX for Merchandising right agent

2003

22 Episodes of Woobi Boy broadcasted on SBS  
Woobi Boy broadcasted on KBS 2TV

2004

Contracted with KBS for production of Woobi Boy 2nd Season

2005

Woobi Boy Season 2 broadcasted on KBS 2TV  
Woobi Boy Season 2 won the special prize in the Korean Animation  
Awards  
Woobi Boy TV Series broadcasted on CCTV, China



2006

Chiro, the special prize in the Cartoons on the Bay Festival

2007

Chiro broadcasted on EBS (Aug 27th, 2007)

2008

Chiro, 'Excellence award' in the Korea Animation Award  
Chiro broadcasted on CH5, UK (First Korean animation)

2009

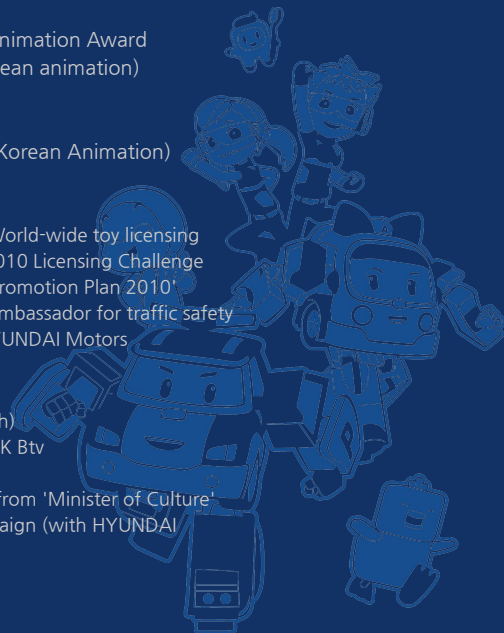
Chiro broadcasted on NHK, Japan (First Korean Animation)

2010

Robocar POLI contracted with Silverlit for World-wide toy licensing  
Robocar POLI, 1st prize in the MIP Junior 2010 Licensing Challenge  
Robocar POLI, Best project prize in 'Seoul Promotion Plan 2010'  
Robocar POLI appointed as the Honorary Ambassador for traffic safety  
and formed a strategic partnership with HYUNDAI Motors

2011

Robocar POLI broadcasted on EBS (Fen 28th)  
Robocar POLI broadcasted on Tooniverse, SK Btv  
Inner Ranger broadcasted on EBS  
Robocar POLI, Best Korean character prize from 'Minister of Culture'  
Robocar POLI Children's traffic safety campaign (with HYUNDAI  
Motors)





**2012**

Robocar POLI appointed as the Honorary Ambassador for UN WFP  
Robocar POLI, 'Presidential' Best Character Prize  
Robocar POLI, Best Korean Animation Prize from the 'Minister of Culture'



**2013**

Robocar POLI opened its first and second POLI Oriental Clinic  
Robocar POLI appointed as a traffic safety Ambassador in China  
Robocar POLI, 'Presidential' Korean Best Content Prize

**2014**

Robocar POLI Season 3 broadcasted on EBS  
Robocar POLI opened the first Children's traffic safety park in Seoul  
Robocar POLI, Best Character Prize from the 'Ministry of Culture'

**2015**

Robocar POLI Season 4 broadcasted on EBS  
Robocar POLI broadcasted on CCTV14, China  
Robocar POLI, 'Presidential' Best Character Prize  
Robocar POLI appointed as the 'K-league Honorary Ambassador'  
Robocar POLI appointed as the Internet Security Ambassador of KISA  
Robocar POLI appointed as the 'Product Safety Ambassador' of KATS  
Robocar POLI appointed as the HYUNDAI child traffic safety ambassador in India



**2016**

Robocar POLI, 'Preschool Animation Prize' at the Animation Character Awards  
Robocar POLI, Grand prize 'Brand of the year in Character Toys, Korea, and China'  
Robocar POLI appointed as the 'Resource Circulation' Ambassador (ME)  
Robocar POLI opened Indoor Theme park in China (Chongqing, Beijing)  
Robocar POLI opened 'POLI Restaurant' in Taiwan  
Robocar POLI broadcasted on RTV, India  
Robocar POLI broadcasted on VTMKzoom, Belgium



**2017**

Robocar POLI 'Fire Safety with ROY' broadcasted on EBS  
Robocar POLI opened 'Robocar POLI Safety Park' in Gongju, Chungcheongnam-do  
Robocar POLI opened 'POLI Traffic Safety Playground' in Gongju, Gyeonggi-do  
Robocar POLI broadcasted on Nick Jr.2, UK  
Robocar POLI broadcasted on Cartoonito, Italy  
Robocar POLI broadcasted ABS-CBN, Philippines  
Robocar POLI Global released on Netflix (in 19 languages)  
Robocar POLI opened 'POLI Kids Restaurant' in Macau  
Robocar POLI, Master toy licensee Silverlit 'Best Toy Licensee Prize' at the Licensing Fair in China



**2018**

Robocar POLI 'Daily Life Safety with AMBER' broadcasted on EBS  
ROI VISUAL contracted 'Global Aqua Theme Park' co-investment agreement  
Robocar POLI broadcasted on Now TV, Hongkong  
Robocar POLI broadcasted on Treehouse, Canada  
Robocar POLI broadcasted on Disney Junior, Japan





## 2019

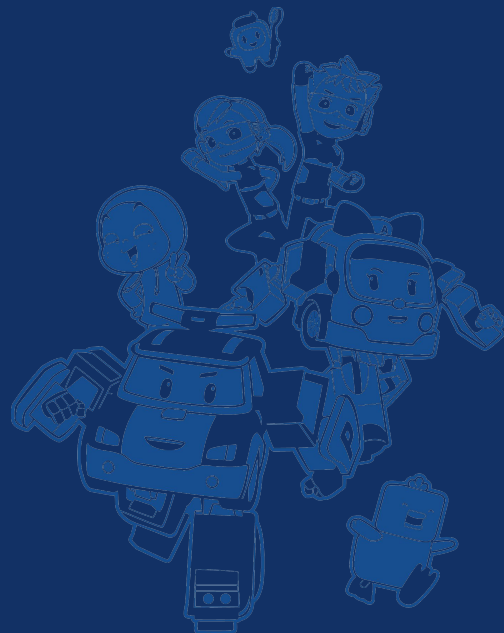
Robocar POLI, 'Robocar POLI 2 in 1 block' won 'Product of the Year Prize' at the China Toy Awards  
Robocar POLI 'Daily Safety with AMBER', '1st prize by the Judges', '2nd Popular Foreign Character prize' in the Best International Hero section at Children's Popular Animation Award by Carousel, Russia  
Robocar POLI, 'POLI Kids Restaurant' in Macau won The Best Place to Go with Kids  
Robocar POLI, 'Robocar POLI TV' on Youtube opened Spanish, Mandarin, and Cantonese channels  
Robocar POLI, 'Fire Safety with ROY' launched on China's video platform iQIYI  
Robocar POLI broadcasted on Public Disney, Japan  
Robocar POLI launched its musical for the first time in China



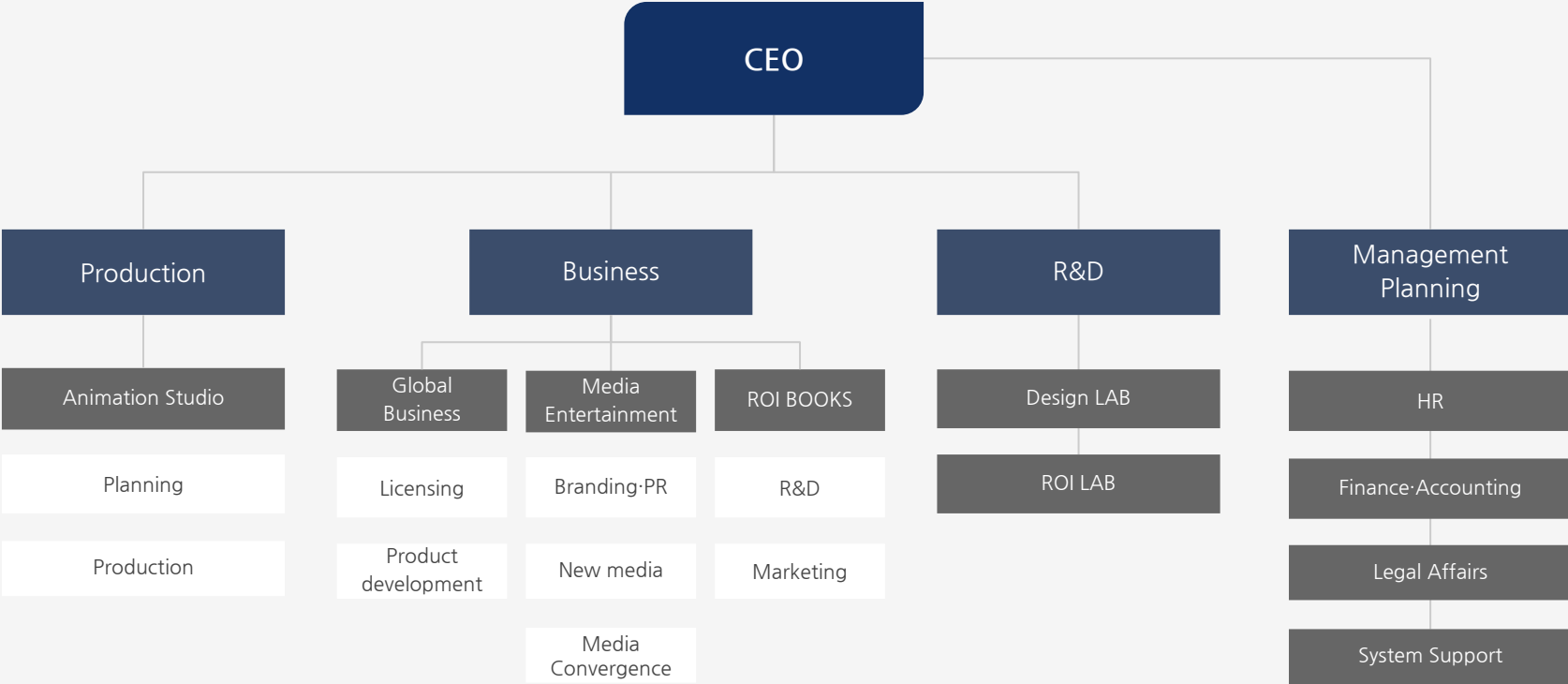
## 2020

Joint implementation of 'The Robocar Poli 119 Safety Campaign' with the National Fire Department  
Robocar POLI appointed as the 'Improve awareness of the disabled' Ambassador of Heart to Heart International.

<Robocar POLI SongSong Museum> broadcasted on EBS



# ORGANIZATION CHART






## BUSINESS FIELD

 Animation Production

 Media Distribution

 New Media Platform

 Licensing

 Toy Planning·Producing

 Merchandise Distribution

 Publication

 ROI LAB

 Place

 Performance



## Animation Production

ROI VISUAL produces animations such as Robocar POLI, Woobi Boy, Inner Ranger, and Chiro with its production know-how and technology accumulated for 21 years





## ROBOCAR POLI

Season1(2011)·Season2(2011)·Season3(2014)·Season4(2015) 11mins x 26 episodes

《Robocar POLI》 is Korean-made creative animation co-produced by ROI VISUAL and EBS. Since its first broadcast in Feb 2011, this global star animation has been broadcasted in 143 countries in 35 languages.

It took 5 years only to plan the creative original animation 《Robocar POLI》. This high-quality animation has been globally recognized winning the first prize at 'MIP JUNIOR's Licensing Challenge' in Cannes, France.

Children can learn various values which are helpful for their emotion such as love, friendship, trust, forgiveness, and consideration as well as their cognitive and moral growth with 《Robocar POLI》.





Daily life Safety  
with AMBER

FIRE SAFETY  
with ROY

Traffic safety  
with POLI



CHIHO

WOOLBOY

## ROBOCAR POLI SongSong Museum (2020) 5mins x 26 ep

Robocar POLI SongSong Museum is a music-themed animation that children get to learn global popular children song with special story of Robocar POLI.

Robocar POLI rescue team gathers here at SongSong Museum where the beloved songs by children in the world are stored. Which song will Melody Tower bring you today?

Children can easily learn the nursery rhymes around the world which the rescue team found with their wisdom and warm heart for children. Would you sing and dance along with Robocar Poli rescue team?





## Daily Safety with AMBER (2018) 5mins x 26 episodes

This world's first child safety education program is designed to keep children safe from many careless safety accidents which can happen in their daily lives.

'Robocar POLI' rescue team member 'Amber' solves the cases of the safety accidents that children can face in their daily lives and saves their lives. By watching Amber's exciting performances, children can learn not only how dangerous the safety accidents are but also how to prevent and deal with the accidents.







## Fire Safety with ROY (2017) 5mins x 26 episodes

This world's first child safety education program is designed to keep the world's children safe from disasters and to minimize the damage caused by fire accidents in their daily lives.

'Robocar POLI' firefighter 'Roy' solves the cases of the careless fire accidents that children can face in their daily lives and saves their lives. By watching Roy's exciting performances, this fire safety educational animation lets children learn not only how dangerous the fire accidents are but also how to prevent and deal with the accidents.



## Traffic Safety with POLI (2011) 5mins x 26 episodes

Traffic Safety with POLI is designed to teach children traffic safety information which they must be aware of in an easier and fun way with children's No.1 animation <Robocar POLI>. It provides not only traffic safety videos but also its own traffic safety website and smartphone application, etc.

<Traffic Safety with POLI> which is designed for the children's traffic safety is a corporate philanthropic activity of HYUNDAI Motors, ROI VISUAL, EBS, and the National Police Agency. It is produced to keep children who are vulnerable to traffic safe.





## Inner Ranger(2011) 25mins x 3 episodes

It is a children's animation that covers the adventures of nano warriors in a nano-machine smaller than cells used to fight germs in their teeth.

This dental disease prevention project is planned by ROI VISUAL in association with the Korean Academy Pediatric Dentistry, Korean Dental Health Association, and Korean Academy of Preventive Dentistry to protect health of children all around the world.





Woobitoy

## Chiro(2010) 5mins x 52 episodes

Chiro is an animation for preschoolers co-produced by ROI VISUAL and ICONIX. It tells warm and pleasant stories to help not only build children's emotions like friendship, cooperation, consideration, braveness, and family love but also their cognitive and moral growth through daily lives of the triplet chicks who live in Square land with other square animals.







## Woobi Boy (2000) Season1 5mins x 28 episodes, Season2 5mins x 26 episodes

It is a children's TV animation produced in 2002 that was created thanks to the popularity of its internet incarnation 'Woobi Boy Wed Series', produced in 2000.

Many licensing products were released, and it was later published as books.

An odd little boy called 'Woobi Boy' who is always wearing a yellow raincoat and his friends always try to find the way to spent time in their same boring days.

It is a story that shows the pure and warm hearts of children through pleasant daily lives of 'Woobi Boy and his friends' who sometimes get into mischievous trouble and go on zany adventures together.





## Media Distribution

Media distribution to 144 countries in 35 languages with more than 30 partners all around the world.

30  
PARTNERS

144  
COUNTRIES

35  
LANGUAGES



## New Media Platform

New Media Content is planned · produced so that you can watch it whenever and wherever by various new media platforms.

11

LANGUAGES

English

한국어

Le Français

中文

Русский

español

日本語

Tiếng Việt

Italiano

Türkçe

廣東話

10.3<sup>B</sup>

VIEWS

8.5<sup>M</sup>

SUBSCRIBERS

You**Tube**

YOUKU



**ROI VISUAL**



## Toy Planning·Producing

ROI VISUAL toys are planned and produced by global partnership.

**27,418,403**

TOTAL SALES OF MASTER TOY

## Licensing

More than 2,000 kinds of licensing products are released to 35 countries every year.

**150,000,000**

TOTAL SALES



**ROI BOOKS**



**ROI BOOKS**

190 kinds of ROI VISUAL books and media contents are published or released.

220kinds  
TOTAL PUBLICATION



## Place

Places all around the world filled with ROI VISUAL contents provide children special experiences.

Theme Park

Kids Restaurant



폴리한의원

Play Park





## Theme Park

- China
- Traffic Safety Campaign in Korea
- HYUNDAI Motors' traffic safety class with Robocar POLI(2013~)
- Safety experience park with Gongju(Gongju)
- Children's traffic park(Nowon)
- HYUNDAI traffic safety playground(Ilsan)
- Children safety experience EXPO
- Kids Cafe(Yongin Suji, Daedeok technovalley)





## ◀ KIDS Restaurant

· POLI cafe, Macao

〈the most suitable places for kids in MACAU〉 1st Prize



폴리한의원 ▶

- Korea's first character licensing clinic
- 16 branches in the metropolitan area(2021)



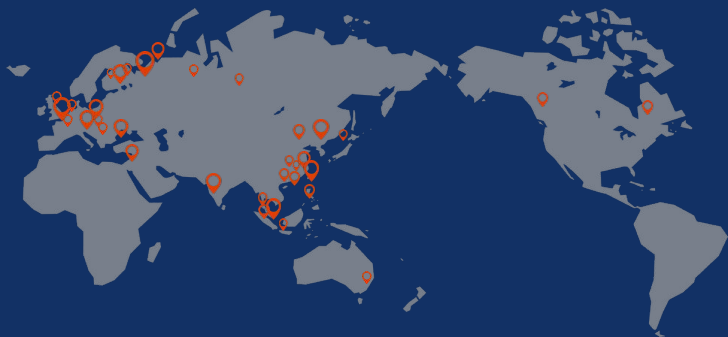


## Performance

To meet children all around the world.

Meet & Greet

Musical



First Performance for Children,  
performed at Musical Theater More than 600 times in  
Seoul, Total Audience 550K





## Promotion·Campaign



### International

Licensing Show(HK)  
Nuremberg Toy show(DE)  
KidScreen Summit(USA)  
CICAF(CH)  
LIMA Show(USA)

CBME(CH)  
BLE(EU)  
MIPCOM(FR)  
CLE(CH)  
ATF(SG)

### Korea

Character Licensing Fair  
9th participation in the Asia's best culture content licensing show  
C Festival  
Seoul Motor Show





