



**AURORA**  
Gift of Smiles



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# MISSION & VISION

Mission & Vision / Values

## Mission

To deliver **Gift of Smiles** to our customers, employees & communities

## Vision

World's Leading **Character & Content** Company





# 3F & 3C

## Customer-Centric Value

We prioritize the customers' needs and satisfaction, with every employee taking proactive effort to ensure their enjoyment.

## Employee-Centric Value

We foster culture of creativity and spirit of challenge, driving improvement in organizational performance through constructive discussions and collaborative teamwork.

### Customer-Centric Value

Fun  
즐거움



Fantasy  
꿈

Family Orientation  
가족애

### Employee-Centric Value

Creativity  
창의



Challenge  
도전

Collaboration  
협력



# HISTORY & AWARDS

[History & Awards](#) / [Business Scope](#) / [Financials](#) / [ESG Management](#)

## 1980 - 1989

### BEGINNING

#### 1981

Aurora World Corp.  
Establishment

#### 1987

Presidential Award:  
Export 5M USD

#### 1988

Presidential Award:  
Export 10M USD

## 1990 - 1999

### ACCELERATED GROWTH

#### 1990

Indonesia Manufacturing  
Office Open

#### 1992

US Sales Office Open  
HK Sales Office Open  
Presidential Award:  
Industrial Service Medal

#### 1995

CN Sales Office Open  
UK Sales Office Open

#### 1997

KOTRA/MOTIE Gold Award:  
Global Excellent Company

#### 1999

Aurora Design Lab  
Aurora World Building

## 2000 - 2009

### BRAND & DESIGN

#### 2000

KOSDAQ List

#### 2003

MOTIE Award:  
Korea Design & Brand

#### 2004

KIDP Gold Award:  
Venture Design

#### 2005

KCFORUM Award:  
Korea's First Brand

#### 2009

"YooHoo and Friends"  
Animation Series Premiere

## 2010 - 2019

### GLOBAL EXPANSION

#### 2011

"YooHoo and Friends"  
Animation 2nd Season Premiere

#### 2013

Presidential Award:  
Gold Tower Industrial Medal

#### "YooHoo and Friends"

McDonald's Happy Meal®  
Promotion

#### 2015

TOYPLUS Retail Open

#### 2016

"Shinbi Apartment"  
Animation Series Premiere

#### 2019

"YooHoo to the Rescue"  
Netflix Original Series Premiere

## 2020 -

### BUSINESS EXPANSION

#### 2020

DE Sales Office Open

#### "YooHoo to the Rescue"

Netflix Original Series 2nd & 3rd  
Seasons Premiere

#### 2022

KOTRA/MOTIE Award:  
World Class Product of Korea

#### KCFORUM Award:

Korea's First Brand for 19  
Consecutive Years

#### 2023

Content Lab  
Aurora Country Club



# BUSINESS SCOPE

History & Awards / **Business Scope** / Financials / ESG Management



GLOBAL TOY



KOREA TOY



CONTENT

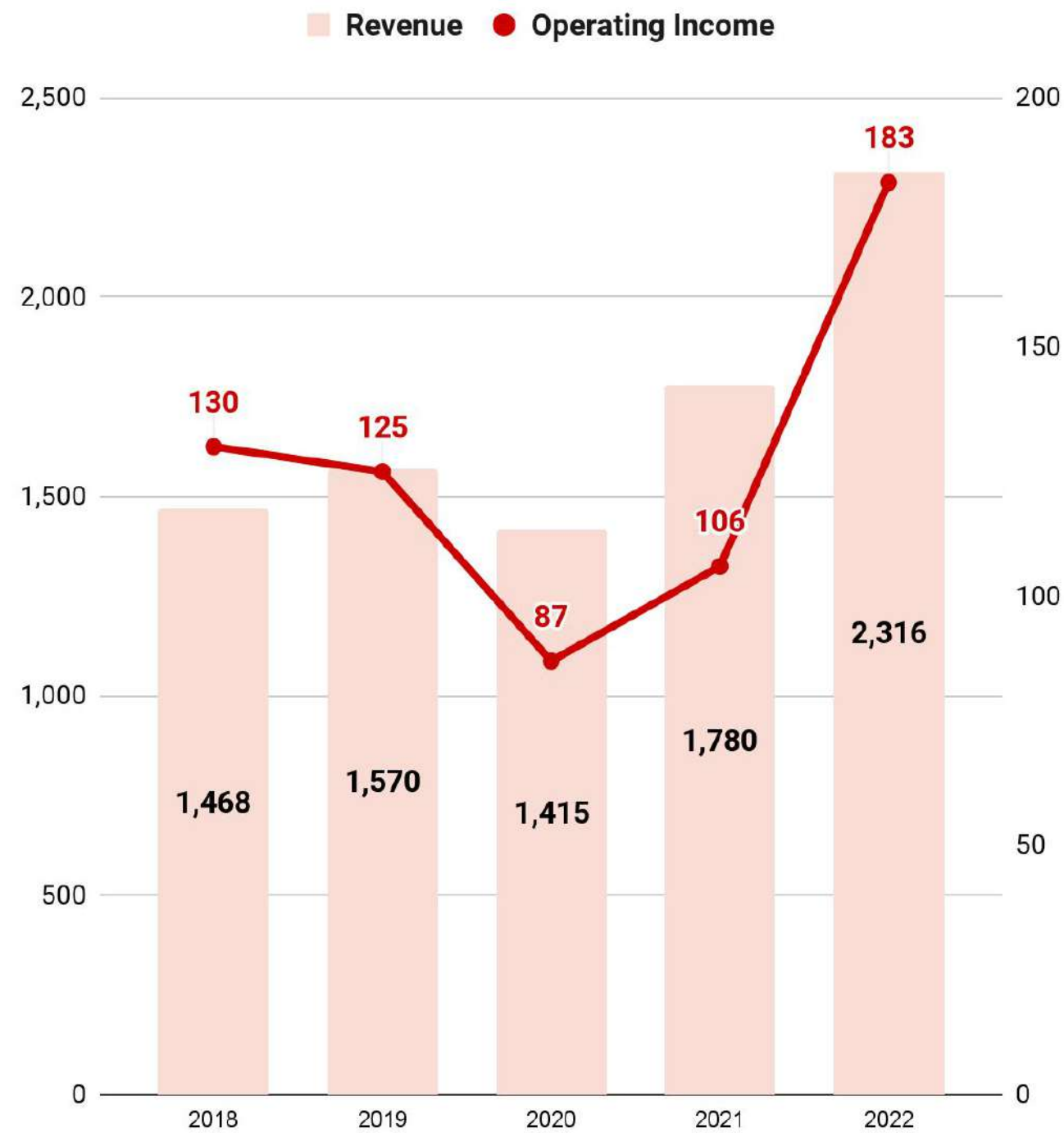


GOLF & RESORT



# FINANCIALS

History & Awards / Business Scope / **Financials** / ESG Management



Revenue  
**2,316**

Operating Profit  
**183**

Net Income  
**75**

Total Assets  
**4,639**

(Unit: 100M KRW, Based on the 2022 Financial Settlement)



# ESG MANAGEMENT

History & Awards / Business Scope / Financials / **ESG Management**

- E1. Waste Recycling**
- E2. Eco-friendly Material Usage**
- E3. Sustainable Product Packaging**
- E4. Environmental Management**

- Use of RCS and GRS Certified Materials**
- Use of Biodegradable New Materials**
- Use of Reusable Packaging Materials**
- Reduction of Lead Time and Resource Consumption through Digital Transformation**



- S1. Consumer-Centric Management**
- S2. Corporate Shared Value Creation**
- S3. Employee Opinion Collection**
- S4. Gender Equality in Employment**

- Awarded for 20 Years in Customer Satisfaction**
- Annual donation of 200M-300M KRW for Support to Socially marginalized Groups**
- Operation of an Anonymous Report Channel and Employee Satisfaction Surveys**
- Female employee ratio of 46%**

- G1. Transparency in Corporate Governance**
- G2. Ethical Management Implementation**
- G3. Competence of Audit Committee**
- G4. Social Responsibility**

- Implementation of Amoeba Management for Employee Participation**
- Prioritizing Customer Satisfaction and Mutual Respect between Employees**
- Establishment of an Internal Audit Department and Employment of Professionals**
- Fulfillment of Social Responsibilities, Compliance with Regulation**





# GLOBAL TOY

**Global Toy** : Network / Brand / License / SCM / R&D / Marketing & Sales



**GLOBAL TOY**



**KOREA TOY**



**CONTENT**



**GOLF & RESORT**



# GLOBAL NETWORK

Global Toy : **Network** / Brand / License / SCM / R&D / Marketing & Sales



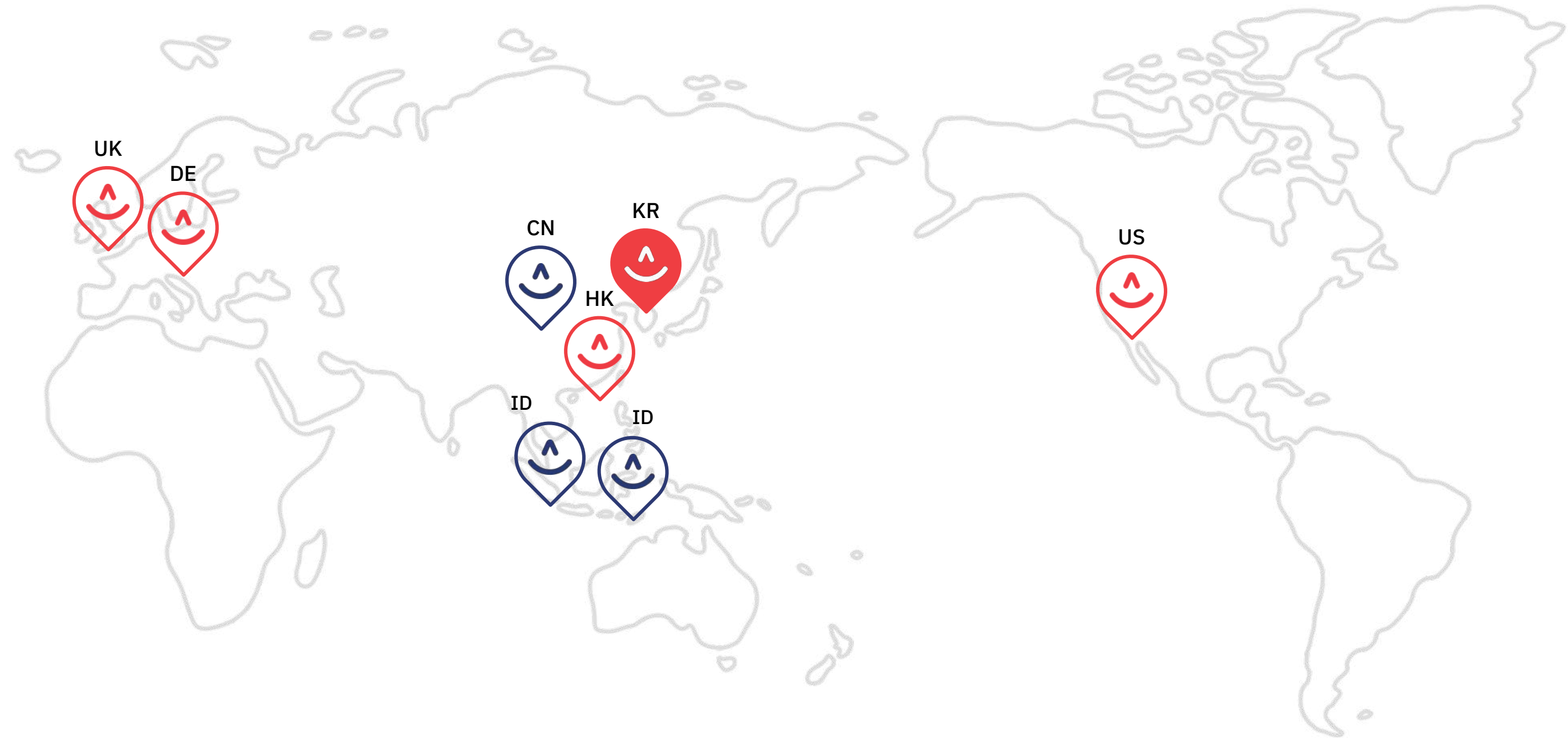
**HQ : Seoul**  
17 Offline Stores "TOYPLUS"



**Sales Office**  
US, UK, DE, HK



**Manufacturing Office**  
CN, ID





# GLOBAL NETWORK

Global Toy : **Network** / Brand / License / SCM / R&D / Marketing & Sales

## DEPARTMENT STORES

- Harrods, Sunrise Records, Nordstrom

## TOY STORES & BOOKSTORES

- BARNES & NOBLE, Waterstone's, Detsky Mir

## TRAVEL & DUTY FREE

- Dufry International, THE PARADISE SHOPS

## CONVENIENCE STORES & DRUGSTORES

- WALGREENS, CVS Health, SHOPPERS

## SUPERMARKET

- SAFEWAY, WHOLE FOODS, MEIJER

## ONLINE

- Amazon, MB VARIETY, HEIRLOOM HOUSE





# GLOBAL BRAND

Global Toy : Network / Brand / License / SCM / R&D / Marketing & Sales



Proportion of in-house proprietary brand product development

# 85%



Global Toy : Network / **Brand** / License / SCM / R&D / Marketing & Sales

*Miyoni*  
by **AURORA**

"Miyoni" is our realistic and lifelike animal range. Made using the finest premium materials, this range has air-brushed details to ensure the animals are true to life.





Global Toy : Network / **Brand** / License / SCM / R&D / Marketing & Sales



Hello! You are invited to the "Palm Pals" party!  
Palm Pals is a charming and charismatic soft toy brand filled with cuteness. They will become your new soulmate and beloved soft toys, with their small and adorable size.





Global Toy : Network / Brand / License / SCM / R&D / Marketing & Sales



"Eco Nation" is our super soft and cuddly range of plush animals made from recycled plastics. Our medium plush animals are made from approx 8 x 500ml recycled plastic bottles.

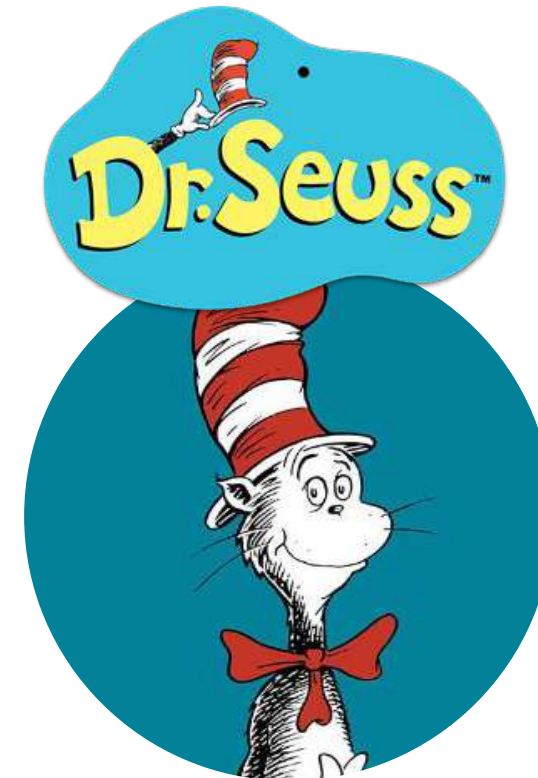




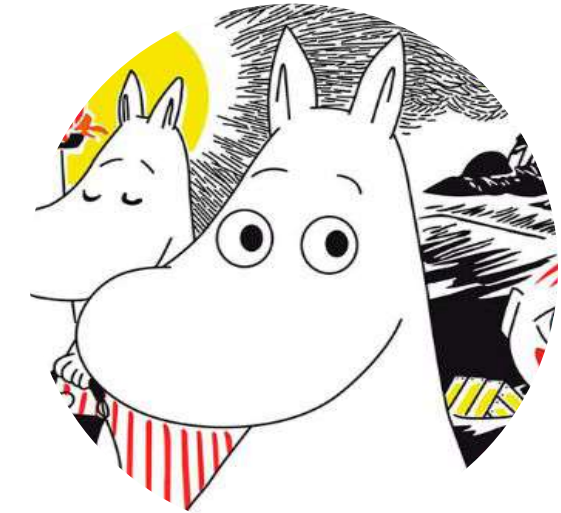
# LICENSE BRAND

Global Toy : Network / Brand / License / SCM / R&D / Marketing & Sales

## THE GRUFFALO®



## MOOMIN®





# LICENSE BRAND

Global Toy : Network / Brand / License / SCM / R&D / Marketing & Sales



# MOLANG



# Fasty Peach





# LICENSE BRAND

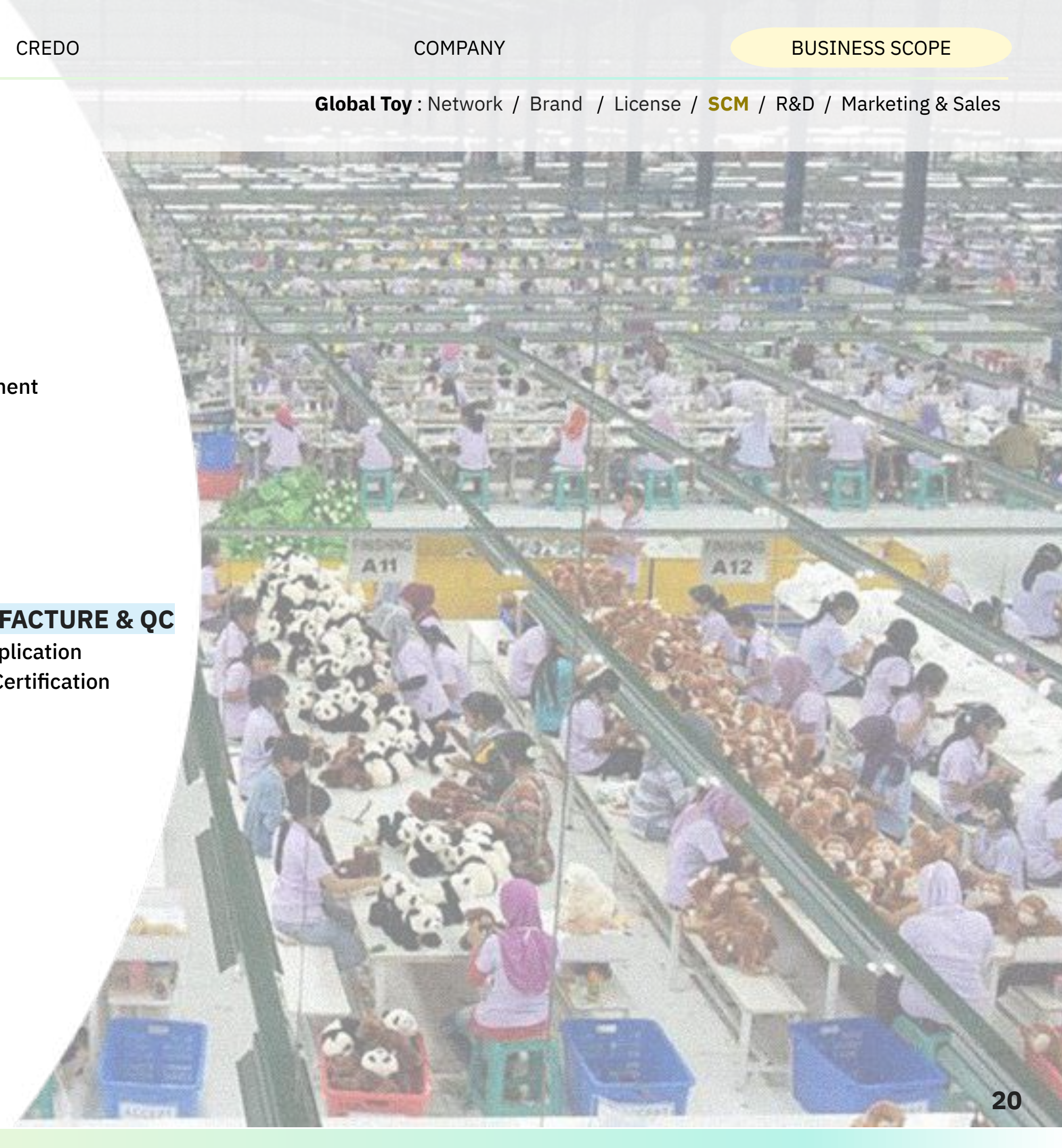
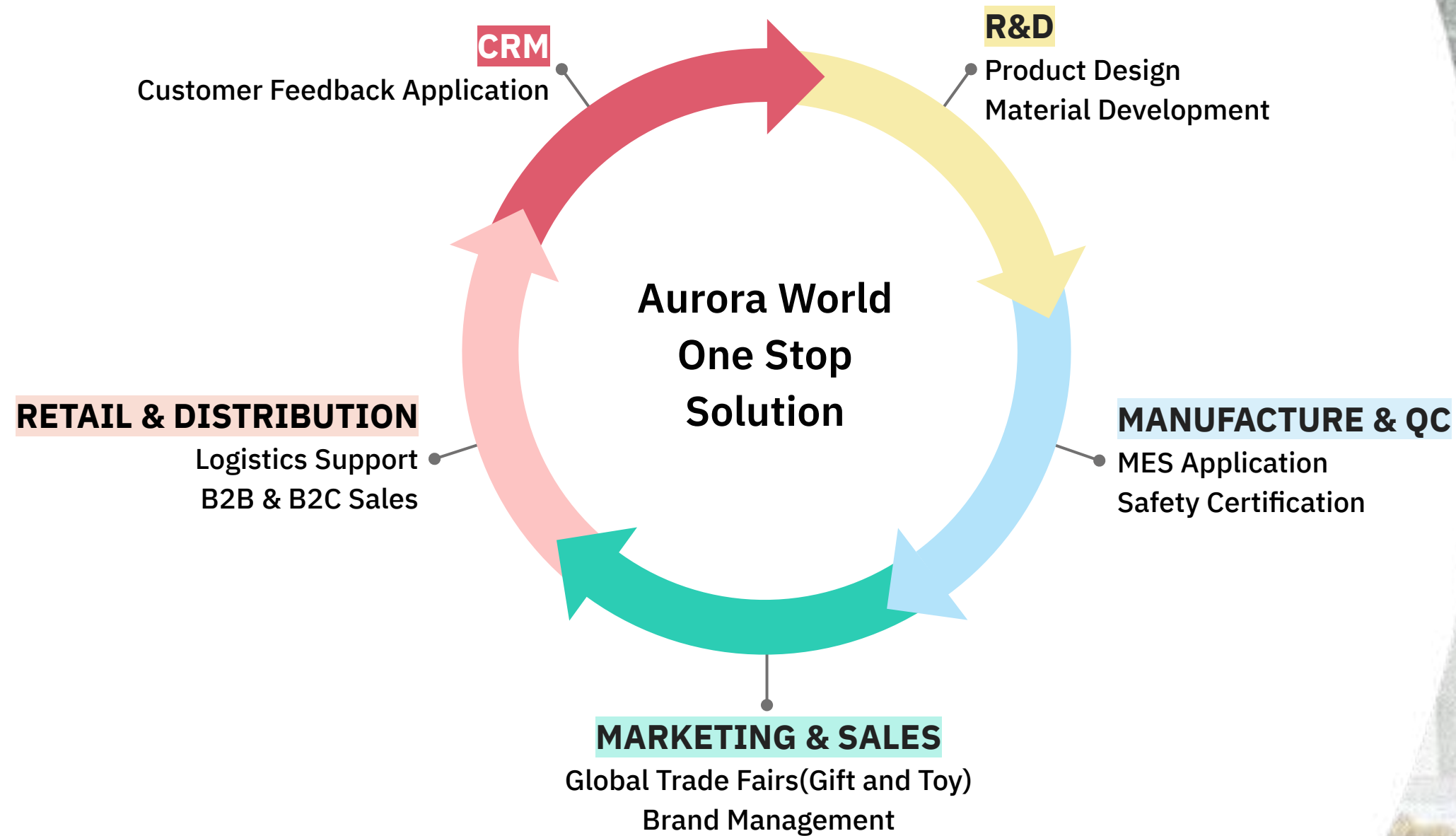
Global Toy : Network / Brand / License / SCM / R&D / Marketing & Sales





# SCM : ONE-STOP SOLUTION

Global Toy : Network / Brand / License / **SCM** / R&D / Marketing & Sales





# GLOBAL R&D : DESIGN PROCESS

Global Toy : Network / Brand / License / SCM / R&D / Marketing & Sales

Trend Analysis

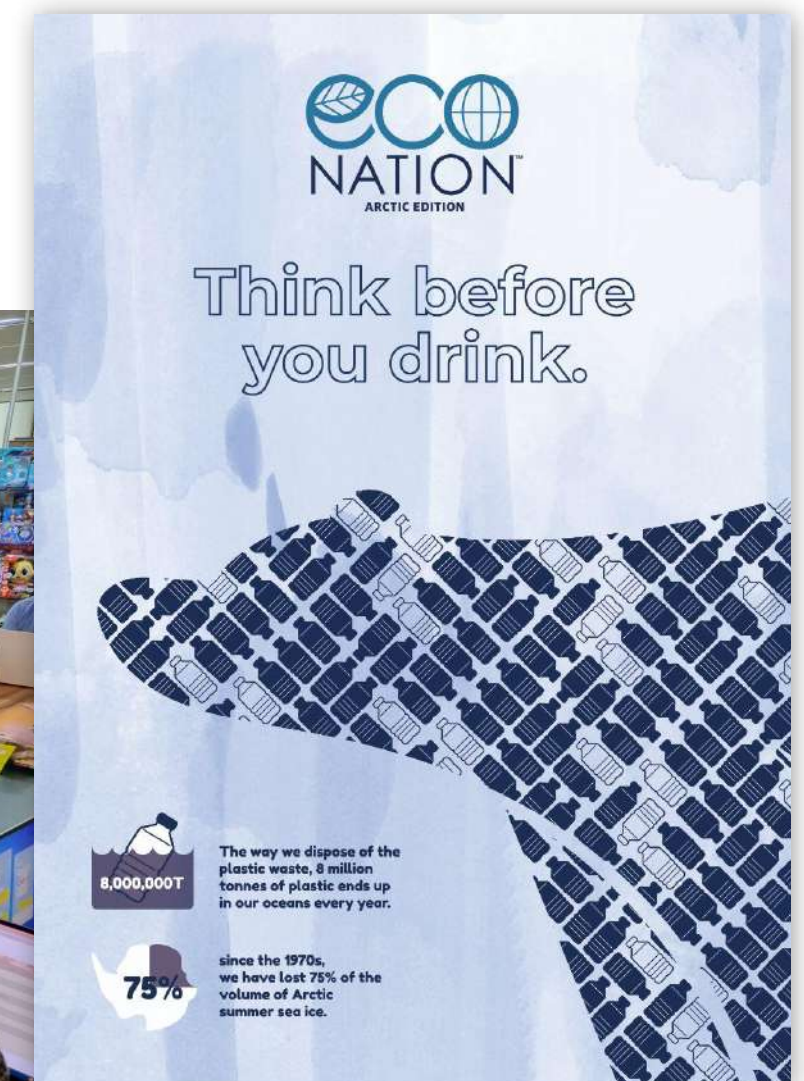
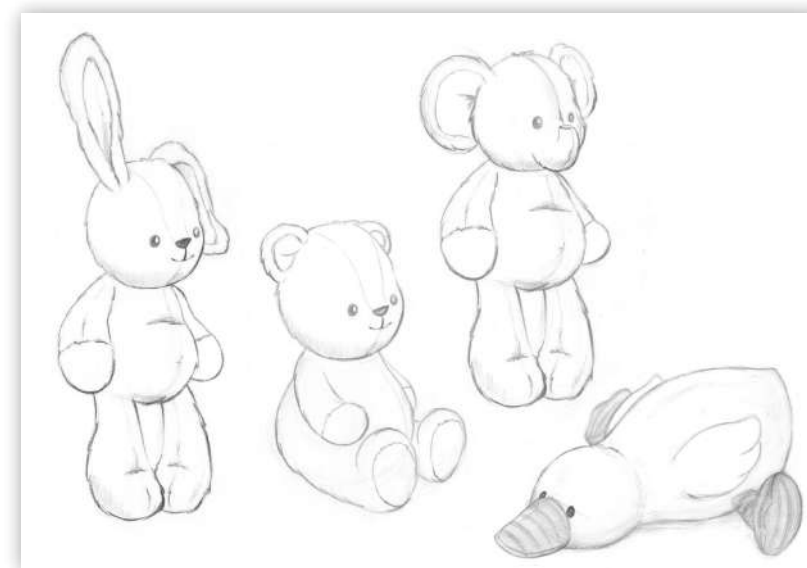
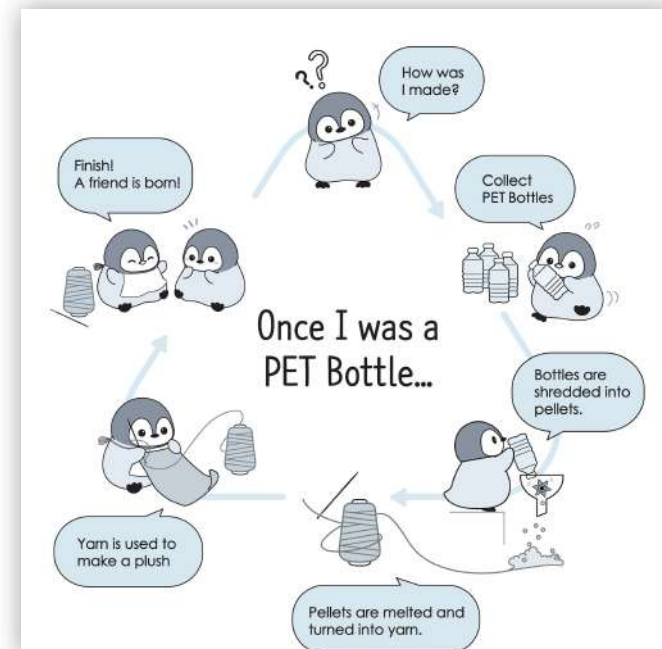
Concept Planning

Character Artwork

Prototype Production

Design Evaluation

Brand Planning





# GLOBAL R&D : DESIGN & PRODUCT AWARD

Global Toy : Network / Brand / License / SCM / R&D / Marketing & Sales

A design group located in the United States, United Kingdom, and South Korea develops 800 SKUs of products annually. We possess design research labs and design patents, and have won awards in 19 overseas design categories in the past 3 years.

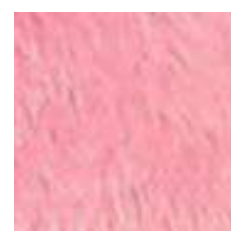
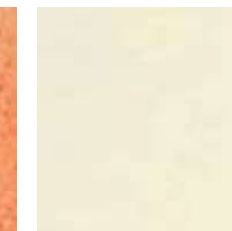
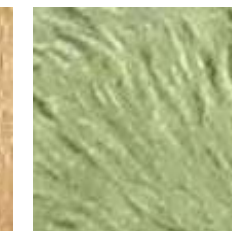
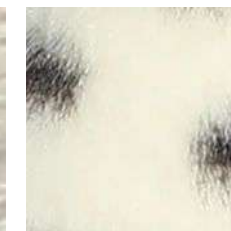
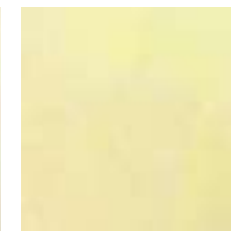
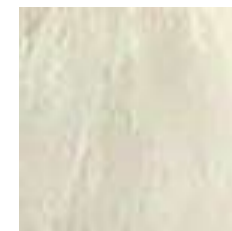
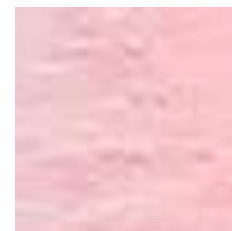
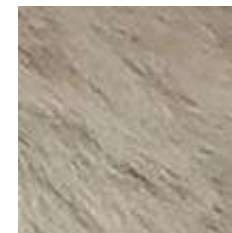
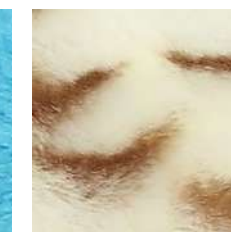
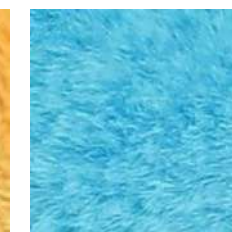
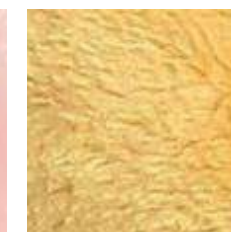
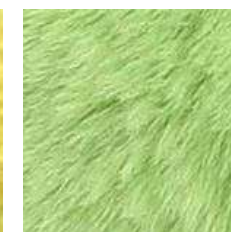
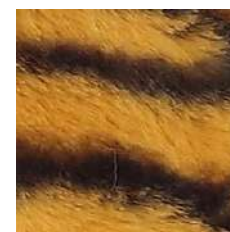
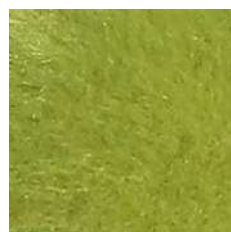
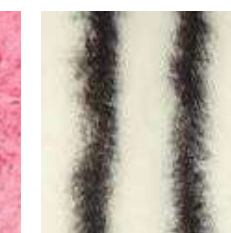
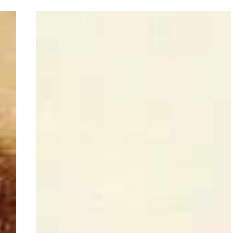
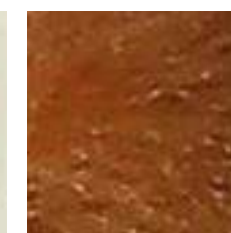
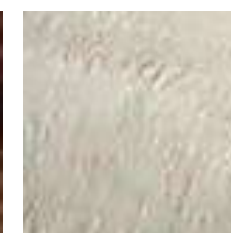
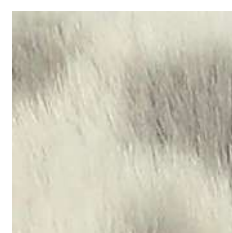
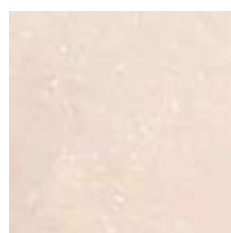
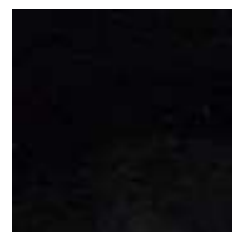
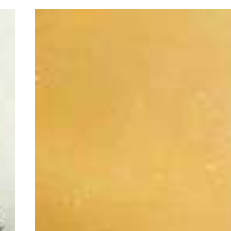
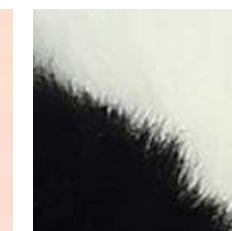
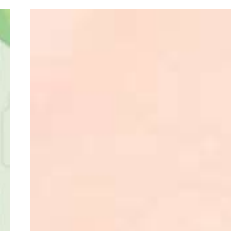




# GLOBAL R&D : MATERIAL

Global Toy : Network / Brand / License / SCM / **R&D** / Marketing & Sales

We collaborate with various yarn and fabric partners to develop environmentally-friendly materials certified by RCS and GRS. All of Aurora's products utilize proprietary materials that provide a soft touch, a wide range of colors, and unique patterns.



# GLOBAL R&D : MATERIAL

Global Toy : Network / Brand / License / SCM / R&D / Marketing & Sales

We develop reliable products that meet toy safety standards simultaneously in both the United States and Europe.

- ASTM F963-17: Standard Consumer Safety Specification on Toy Safety
- EN 71: Toy Safety Standard and Testing



**SGS**

**Test Report** No. F690101/LF-CTSAYHA23-04737 Issued Date: 2023. 08. 08 Page 1 of 9

**AURORA WORLD CORPORATION**  
Aurora World H.Q Bldg, 997, Daechi-dong  
Kangnam-gu, Seoul  
Korea

The following sample(s) was/were submitted and identified by/on behalf of the client as:-

<b>SGS File No.</b>	: AYHA23-04737
<b>Sample Description</b>	: DRAGON (MINT)
<b>Detail of Sample</b>	: Dragon (mint) toy stuffed polyester fibers and plastic pellets, having plastic eyes and information label.
<b>Style no./Item no.</b>	: 220688C
<b>Order No.</b>	: -
<b>Buyer</b>	: -
<b>Manufacturer</b>	: PT. AURORA WORLD CIANJUR JL. RAYA BANDUNG CIANJUR, KP. GARDUH, RT. 02RW. 01, DS.SELAJAMBE, KEC SUKALUYU, KAB CIANJUR, WEST JAVA, INDONESIA
<b>Country of Origin</b>	: INDONESIA
<b>Country of Destination</b>	: -
<b>Labeled age grading</b>	: None
<b>Requested age</b>	: None
<b>SGS assessed age (based on CEN ISO 8124-8 /CPSC Age Determination guidelines)</b>	: All ages
<b>Combine Requested Date</b>	: 2023. 06. 25
<b>Test Period</b>	: Please refer to following page (s)
<b>Test Method</b>	: Please refer to following page (s)
<b>Test Results</b>	: The results are extracted from various reports according to the declaration provided by client. Please refer to following page(s).
<b>Report Comments</b>	: The results shown in this test report refer only to the sample(s) tested unless otherwise stated. This test report is not related to Korea Laboratory Accreditation Scheme. The statement of conformity was made on the requested specification or standard. The decision rule would be based on the binary statement (Pass/Fail) according to ILAC-G8:08/2019 guideline 4.2.1 without taking measurement uncertainty into account by applicant's agreement.

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SGS Korea Co., Ltd. 322, The O'valley, 78, LS-ro, Dongan-gu, Anseong-si, Gyeonggi-do, Korea 14117  
T +82 (0)31 4928 0001 F +82 (0)31 4928 0559 <http://www.sgs.com>  
Member of the SGS Group (Société Générale de Surveillance)

**CE** **DOC**  
Declaration Of Conformity

We **CHIPSEN Co., Ltd.**  
B1 C-17, 15, Gyeongin-ro 53-gil, Guro-gu, Seoul, Republic of Korea

DECLARE ON OUR SOLE RESPONSIBILITY THAT THE PRODUCT

**KIND OF EQUIPMENT** : BLE Module  
**TYPE-DESIGNATION** : BoT-nLE521

This EC-Declaration of conformity is following the provisions of RED RADIO EQUIPMENT DIRECTIVE 2014/53/EU, RoHS DIRECTIVE 2011/65/EU.  
It is confirmed that a sample of the product has been tested and found in conformity with below standard(s):

**RED** ETSI EN 300 328 V2.2.2  
ETSI EN 300 328 V2.1.1 (2016)  
ETSI EN 62368-1:2014+A11:2017  
EN 62311: 2008

**RoHSD** EN 62321 series  
EN IEC 63000 : 2018

Detailed specification of the tested product shown in the following test report(s):

**RED Test Report** : ICRT-TR-E210586-0A, KILT2102-U01522  
**RoHS Test Report** : RE-P-210223-1-013

Date of issue :  
Authorized By :  
**CHIPSEN**  
CHIPSEN Co., Ltd.

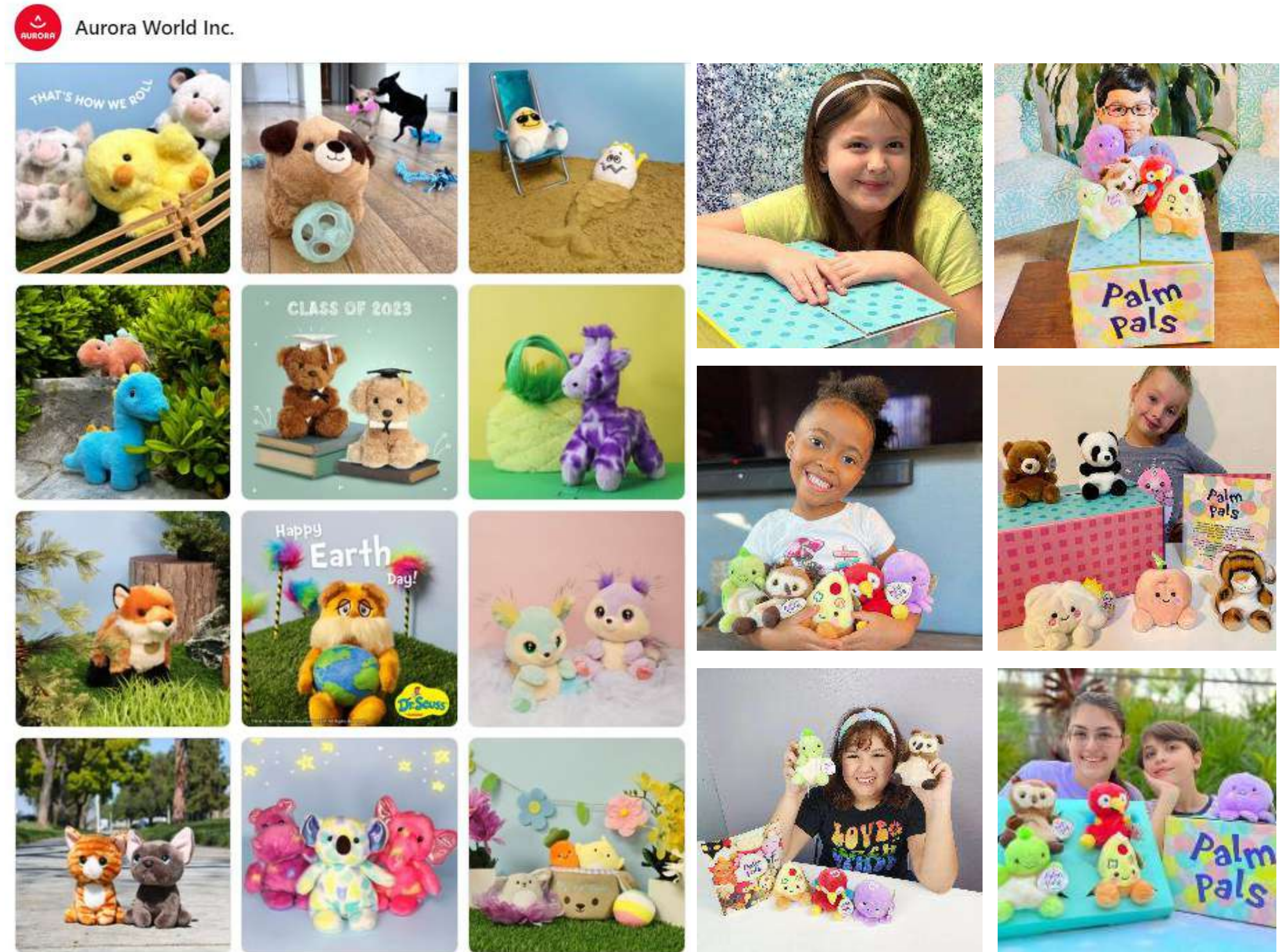


# GLOBAL MARKETING & SALES : SNS AND DIGITAL

Global Toy : Network / Brand / License / SCM / R&D / **Marketing & Sales**



#auroraworld





# GLOBAL MARKETING & SALES : OFFLINE EXHIBITION

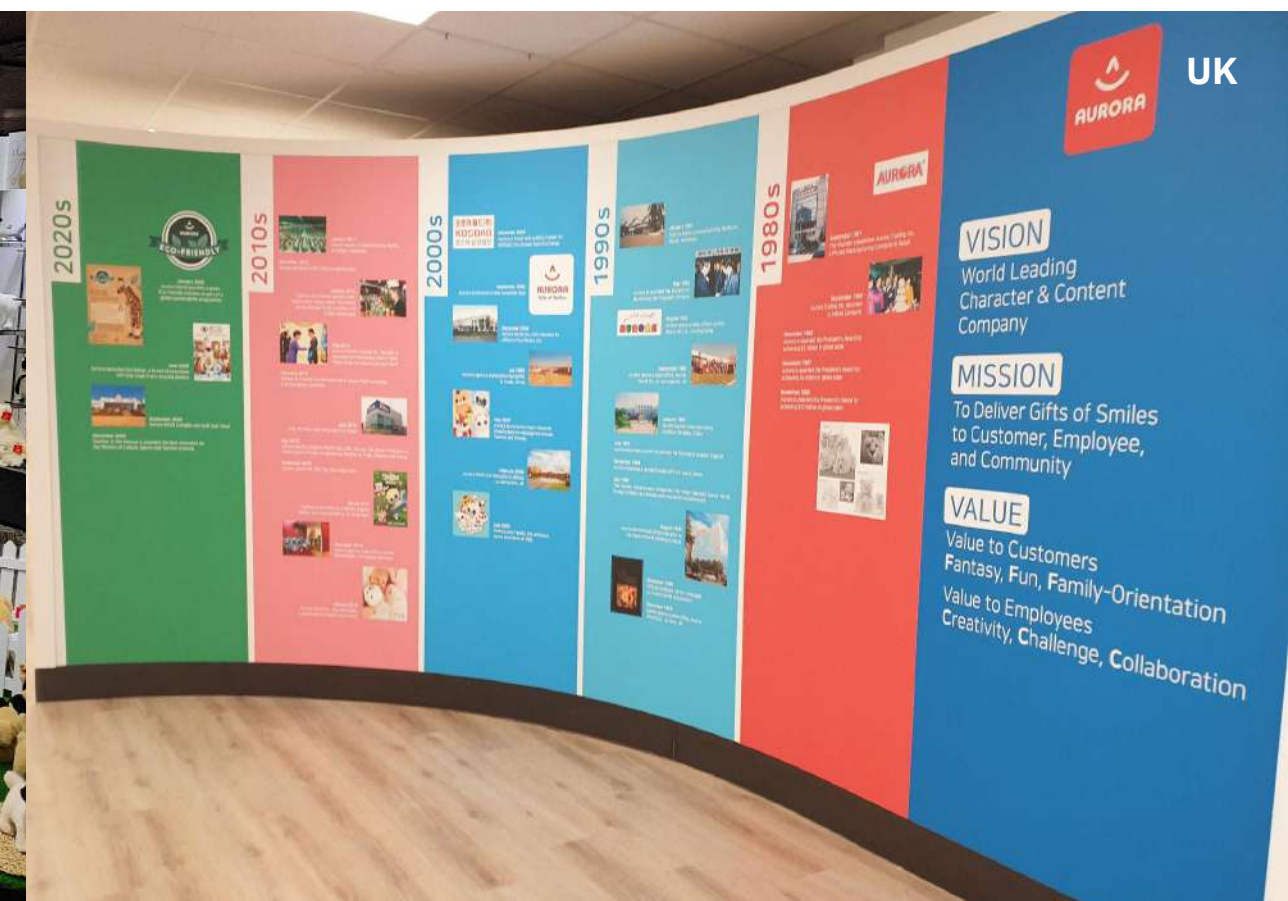
Global Toy : Network / Brand / License / SCM / R&D / **Marketing & Sales**

- Regular Participation in Global Toy and Gift Shows

- Atlanta Gift Show (United States, January)
- Nuremberg Toy Fair (Germany, February)
- NEC Spring Fair (United Kingdom, February)
- New York Toy Fair (United States, September)



- Global Sales Offices in the United States, United Kingdom, Germany, and Hong Kong





# KOREA TOY

**Korean Toy** : Toyplus / Character Products / Partners / ODM



**GLOBAL TOY**



**KOREA TOY**



**CONTENT**



**GOLF & RESORT**



# RETAIL BUSINESS : TOYPLUS

Korean Toy : **Toyplus** / Character Products / Partners / ODM

Toyplus is a toy specialty retail store operated by Aurora World, and carry one of the largest toy selections in Korea.



## Greater Seoul Metro Area

Mario Outlet / Olympic Park /  
Dongtan / Guri / Ilsan / Uijeongbu /  
Hwaseong / Jukjeon / Songsan /  
Pangyu / Starfield Bucheon

## Incheon

Square One

## Busan

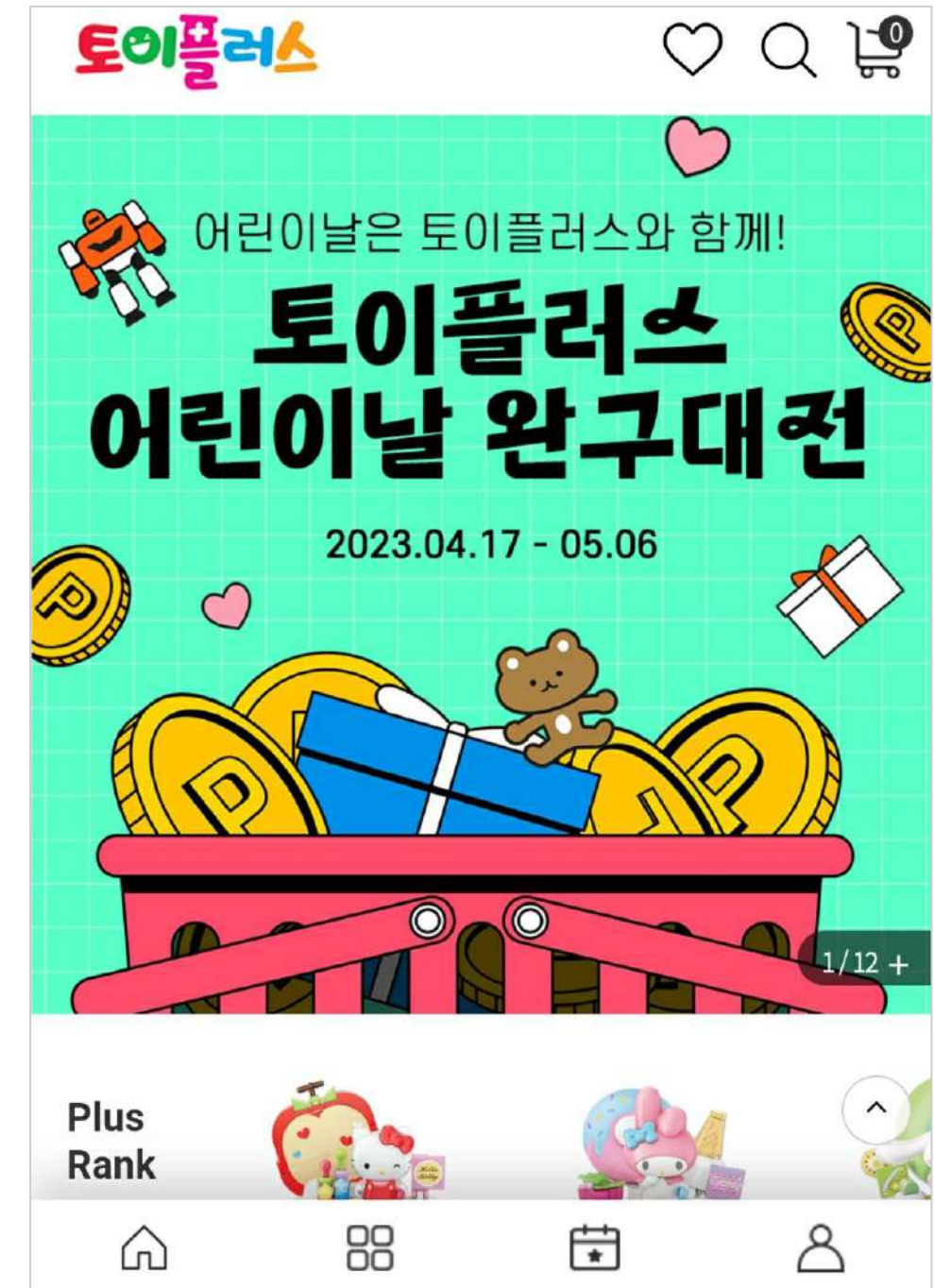
Starfield Myungji





# TOYPLUS : ONLINE STORE

Korean Toy : **Toyplus** / Character Products / Partners / ODM



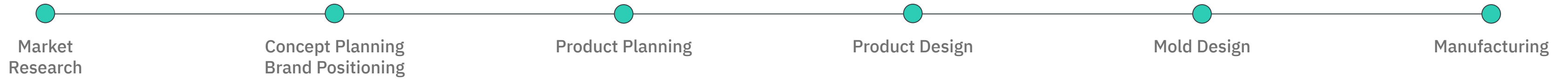
<https://www.toyplus.co.kr>



# CHARACTER LICENSE & MERCHANDISING PROCESS

Korean Toy : Toyplus / **Character Products** / Partners / ODM

Aurora World's Korean Toy operation covers 2D graphic design, 3D modeling, mock-up, as well as mold design.





# CHARACTER LICENSE & MERCHANDISING

Korean Toy : Toyplus / **Character Products** / Partners / ODM

We are constantly exploring new characters and animations.

To create products that embody the unique characteristics of each IP, we undergo market research, product planning, and development processes.



AURORA x Molang



AURORA x Sanrio Korea



AURORA x The Pinkfong Company



AURORA x LINE FRIENDS





# OUR PARTNERS

Korean Toy : Toyplus / Character Products / **Partners** / ODM

## Retail Partners



## TOYPLUS Partners

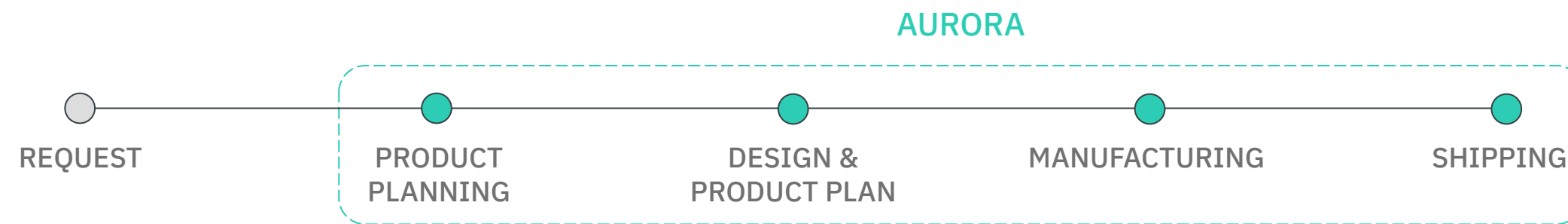




# ODM PARTNERSHIPS

Korean Toy : Toyplus / Character Products / Partners / **ODM**

Aurora World specializes in creating ODM character plush toys that are catered to the clients' specific needs, overseeing the whole process of product planning, design & product development, manufacturing, and shipping.



## SAMSUNG



## KAKAO FRIENDS





# ODM PARTNERSHIPS

Korean Toy : Toyplus / Character Products / Partners / ODM





# CONTENT

Content : YooHoo / Awards & Partnerships / Media / Netflix / L&M / New Media



GLOBAL TOY



KOREA TOY



CONTENT



GOLF & RESORT



# YOOHOO

Content : [YooHoo](#) / Awards & Partnerships / Media / Netflix / L&M / New Media

1

### ECO-FRIENDLY

Kids can learn about environmental issues by watching characters based on endangered animals

2

### COLLECTIBILITY

Collect over 100 animals!  
100 million units sold globally since launch.

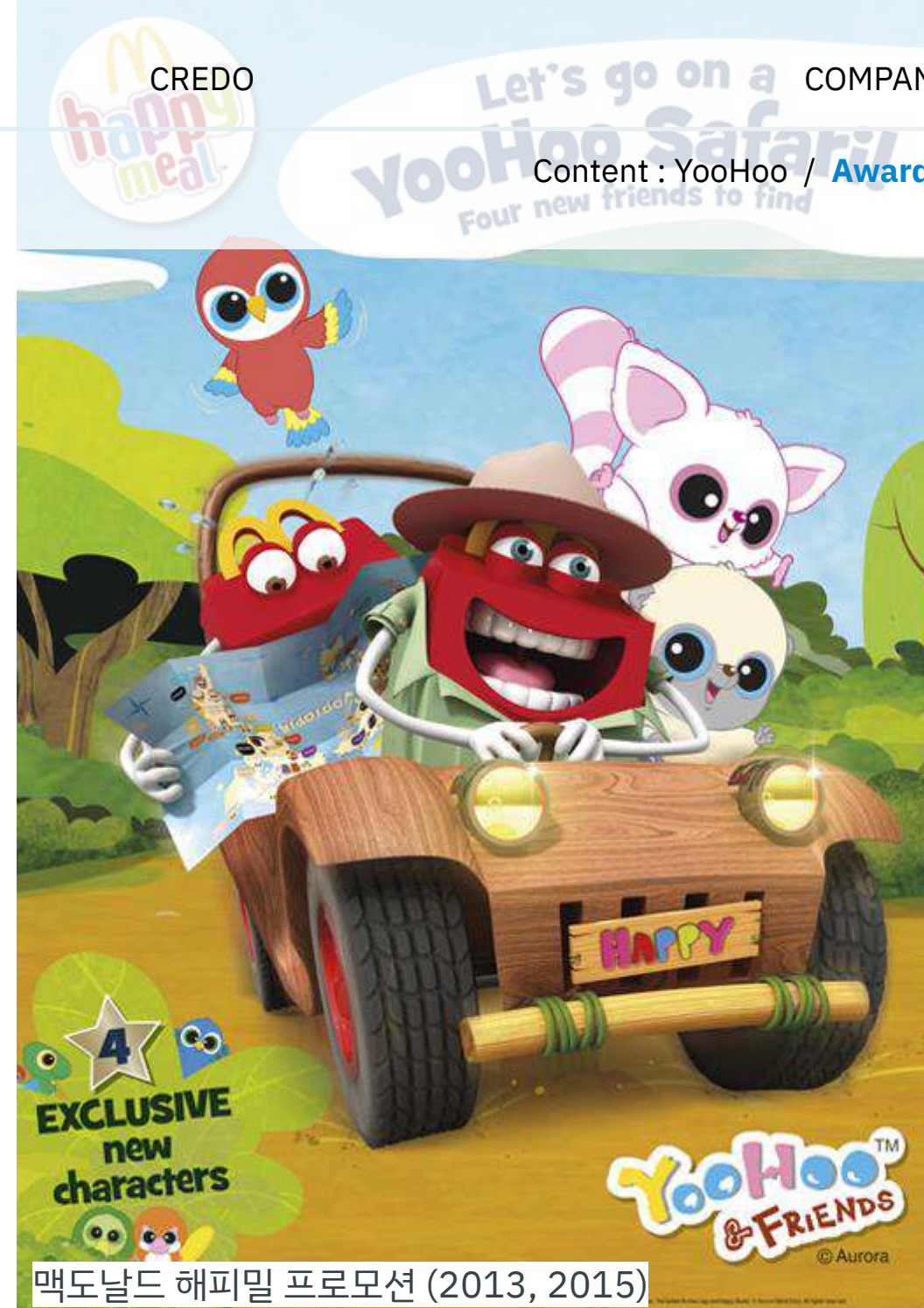




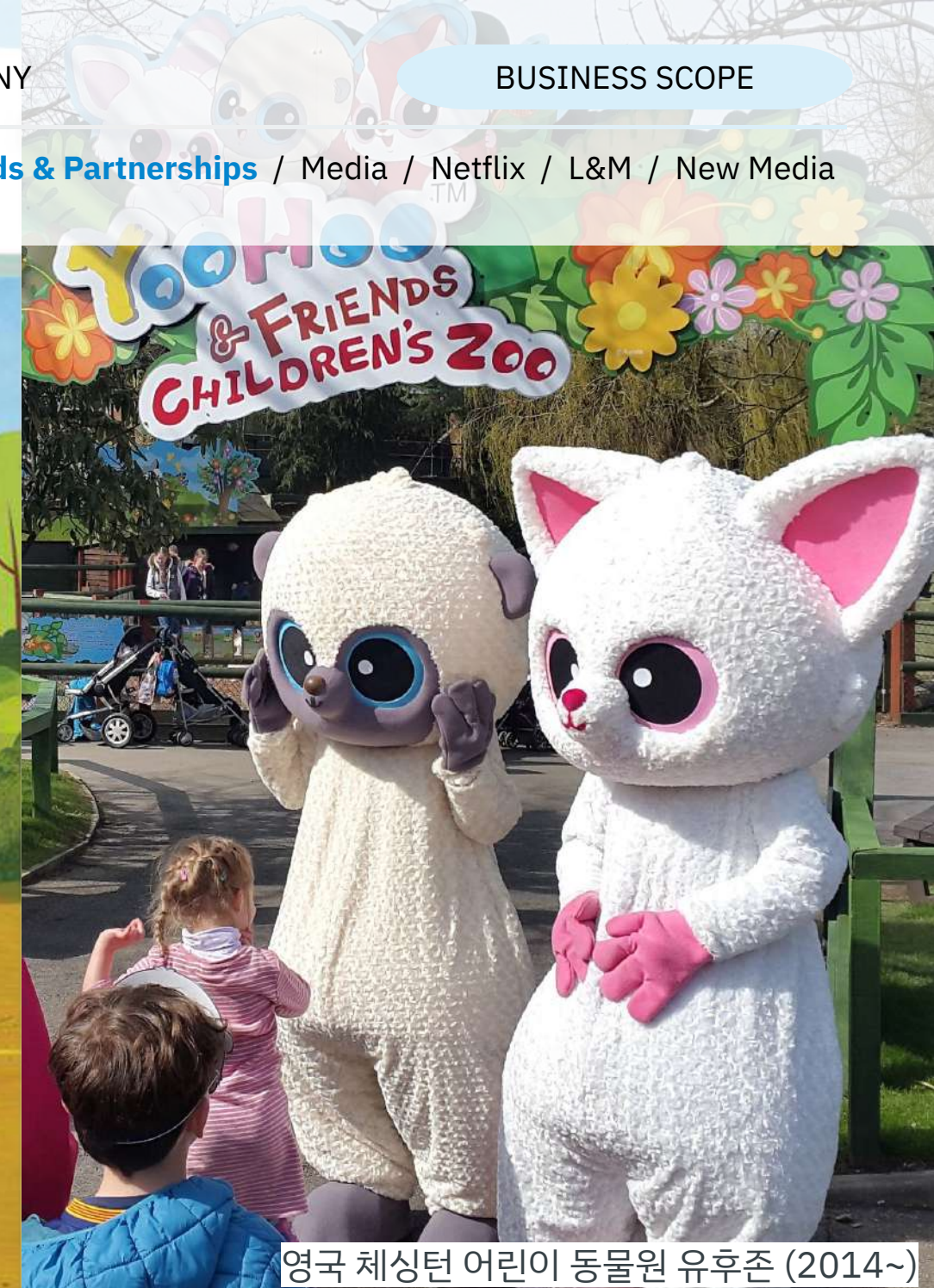
# AWARDS & PARTNERSHIPS

Content : YooHoo / Awards & Partnerships / Media / Netflix / L&M / New Media

YEAR	AWARDS /
2020	Korean Content Award, Animation Category
2018	Book of the Year, Creative Child Magazine Award  Preferred Choice Award, Creative Child Magazine Award
2017	Mom's Choice Awards Silver Prize  Dr. Toy Award
2015	McDonald's Happy Meal Promotion (Europe)  Tillywig Brain Child Award, USA
2014	Partnership with Simba Toys (Germany) Over 1.3 million figurines sold  Chessington Children's Zoo Sponsorship (YooHoo & Friends Zone)
2013	McDonald's Happy Meal Promotion (Europe)  Tillywig Top Fun award, USA  Korean Content Award, Character Category
2011	Brand Awareness #2 by GiftBeats Survey, USA



맥도날드 해피밀 프로모션 (2013, 2015)



영국 체싱턴 어린이 동물원 유후존 (2014~)



독일 Simba Toys 파트너십 (2014)





# MEDIA DISTRIBUTION

Content : YooHoo / Awards & Partnerships / [Media](#) / Netflix / L&M / New Media





NETFLIX

Content : YooHoo / Awards & Partnerships / Media / [Netflix](#) / L&M / New Media



# NOW STREAMING

First Character from Asia to be adapted to  
A Netflix Original Series



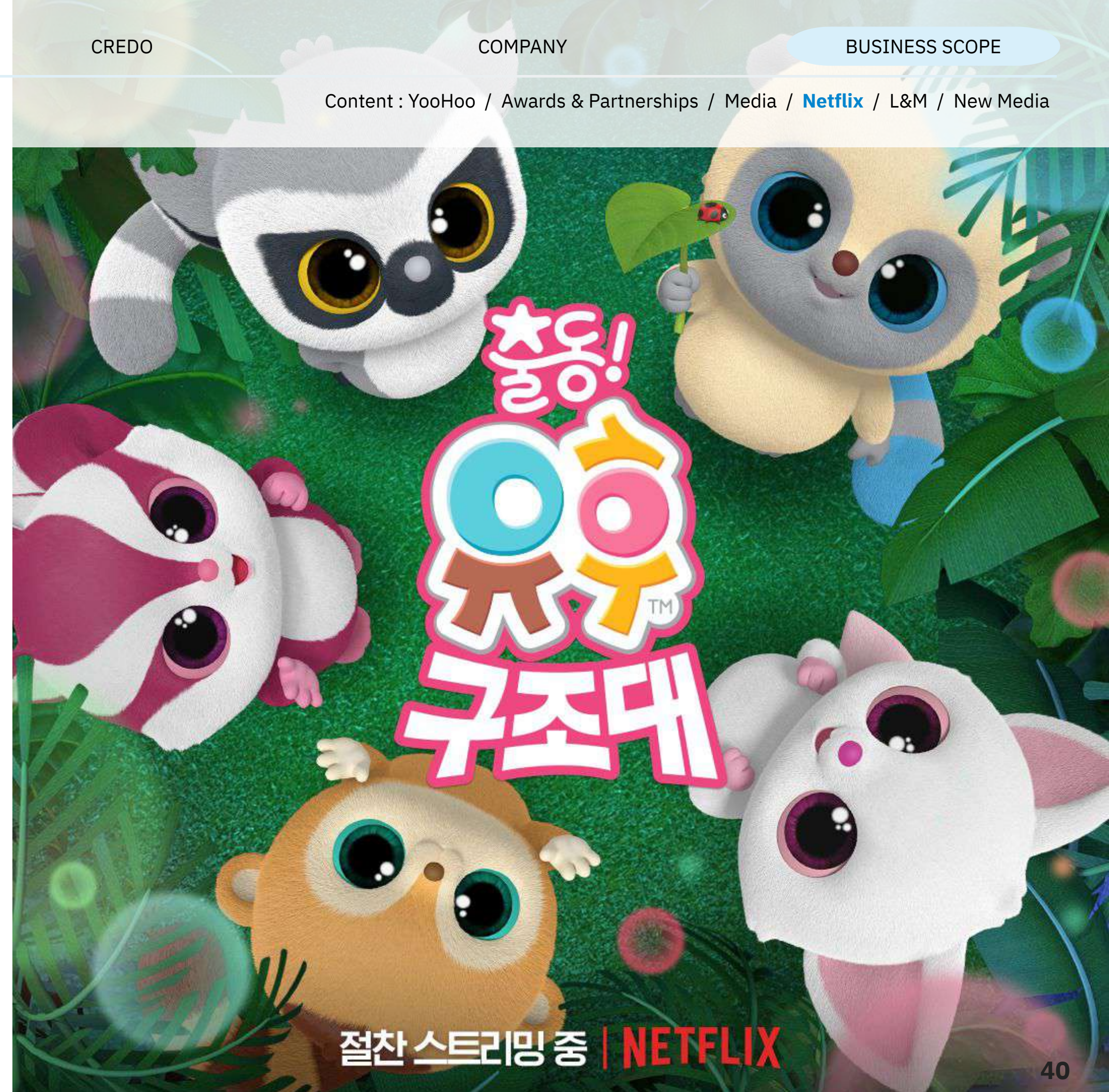


# NETFLIX

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## AVAILABLE LANGUAGES

English	한국어
Spanish (Castilian)	Spanish (Neutral)
Portuguese (EU)	Portuguese (BR)
Danish	Finnish
Norwegian	Swedish
Dutch	German
French	Italian
Russian	Polish
Japanese	Chinese (Mandarin)
Turkish	Indonesian
Arabic	Thai





# LICENSE & MERCHANDISING

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TOYS



F&B



BACK TO SCHOOL



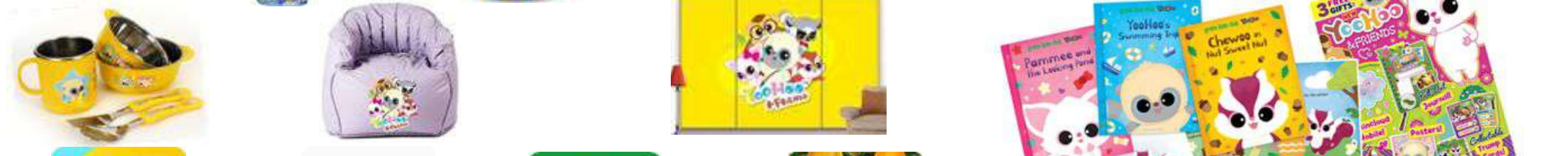
FASHION



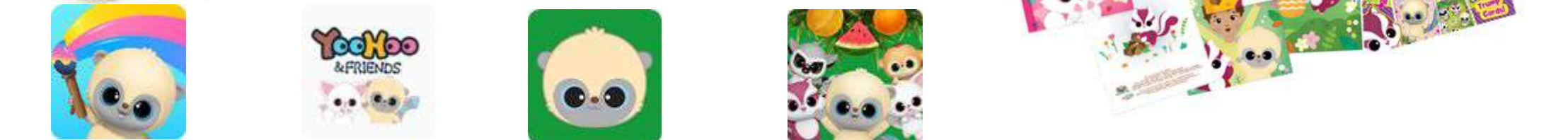
OUTDOOR



HOUSEWARE



GAME & APPS





# NEW MEDIA CONTENT

Content : YooHoo / Awards & Partnerships / Media / Netflix / L&M / [New Media](#)

CONTENT LAB aims to accelerate Aurora World's new identity as a creative content company by year 2025-2030 targeting New Media platforms dominating the content industry with new content that can support fandoms and communities through self-production and distribution.

**1**

NICHE IDENTIFICATION

**2**

QUALITY CONTENT VIA MOTION CAPTURE

**3**

CONSISTENCY

**4**

COMMUNITY BUILDING

**5**

CONTENT PROMOTION

**6**

FEEDBACK APPLICATION



# GOLF & RESORT

**Golf & Resort** : Aurora Country Club



**GLOBAL TOY**



**KOREA TOY**



**CONTENT**



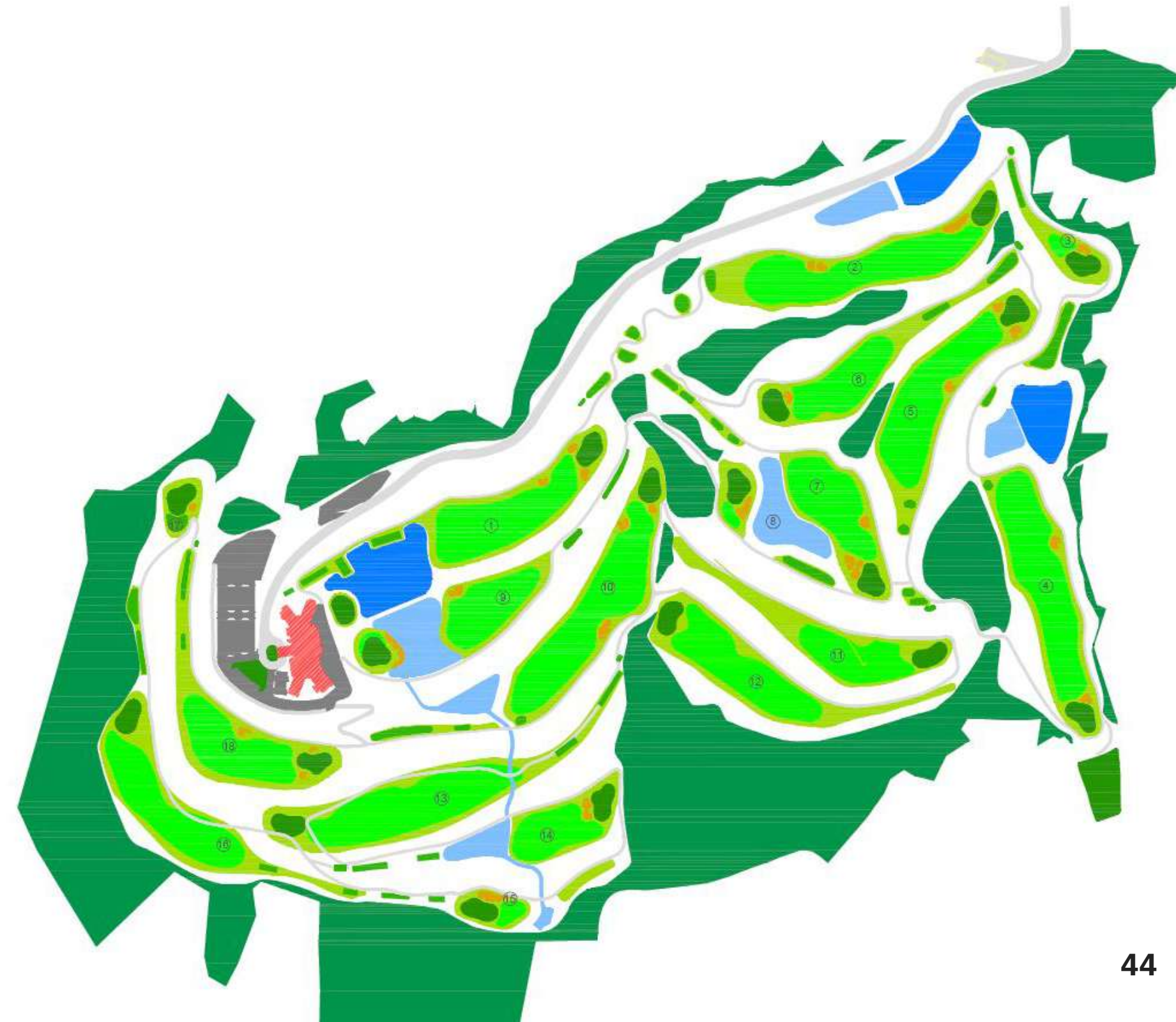
**GOLF & RESORT**



# AURORA COUNTRY CLUB

Golf & Resort : **Aurora Country Club**

- Location: 47-4, Guhak-ri, Shinlim-myeon, Wonju-si, Gangwon-do, South Korea
- Course: 18 holes, Par 72, 6,069 meters





**AURORA**

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