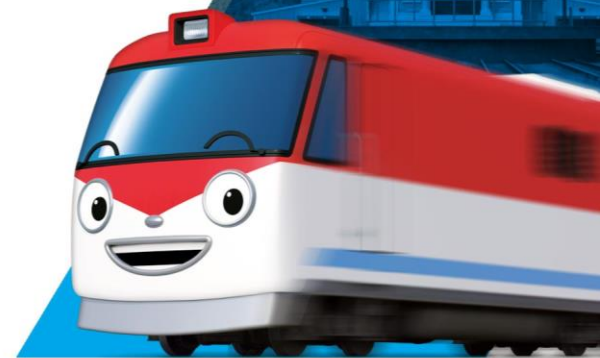




COMPANY PROFILE



ICONIX

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ABOUT ICONIX



COMPANY NAME

ICONIX CO., LTD.

CEO

CHOI JONG-IL

ESTABLISHED

SEPTEMBER 25TH 2001

ADDRESS

64 PANGYO-RO, 255-GIL, BUNDANG-GU, SEONGNAM-SI,
GYEONGGI-DO, 463-400, KOREA

ICONIX

ICONIX MEDIA

STUDIO GALE

BEIJING CHUANGLI MEDIA

PORORO PARK

PLACEONE

MORIN



HISTORY

GROWTH



MICHEL (2003)



RESTOL (1999)



PORORO (2003)
THE LITTLE PENGUIN



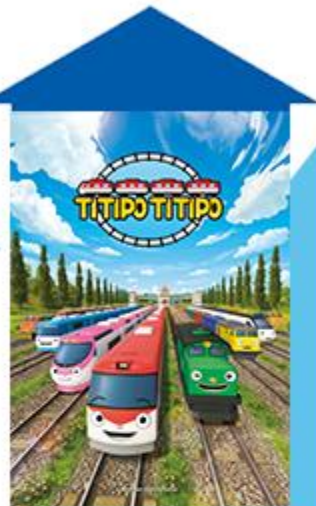
CHIRO (2007) Z RANGERS (2008)



TAYO (2010)
THE LITTLE BUS



ART ODYSSEY (2011)



TITIPOTITIPOTIPO (2018)



STONEAGE (2017)



FLOWERING HEART (2016)



NEW ANIMATIONS

(2022) TITIPOTITIPOTIPO SEASON 3

(2021) TAYO SEASON 6

(2020) PORORO SEASON 7

(2020) TAYO AND LITTLE WIZARDS

(2020) PORORO AND FAIRYTALES

TIME

NOW ICONIX

160 Number of employees

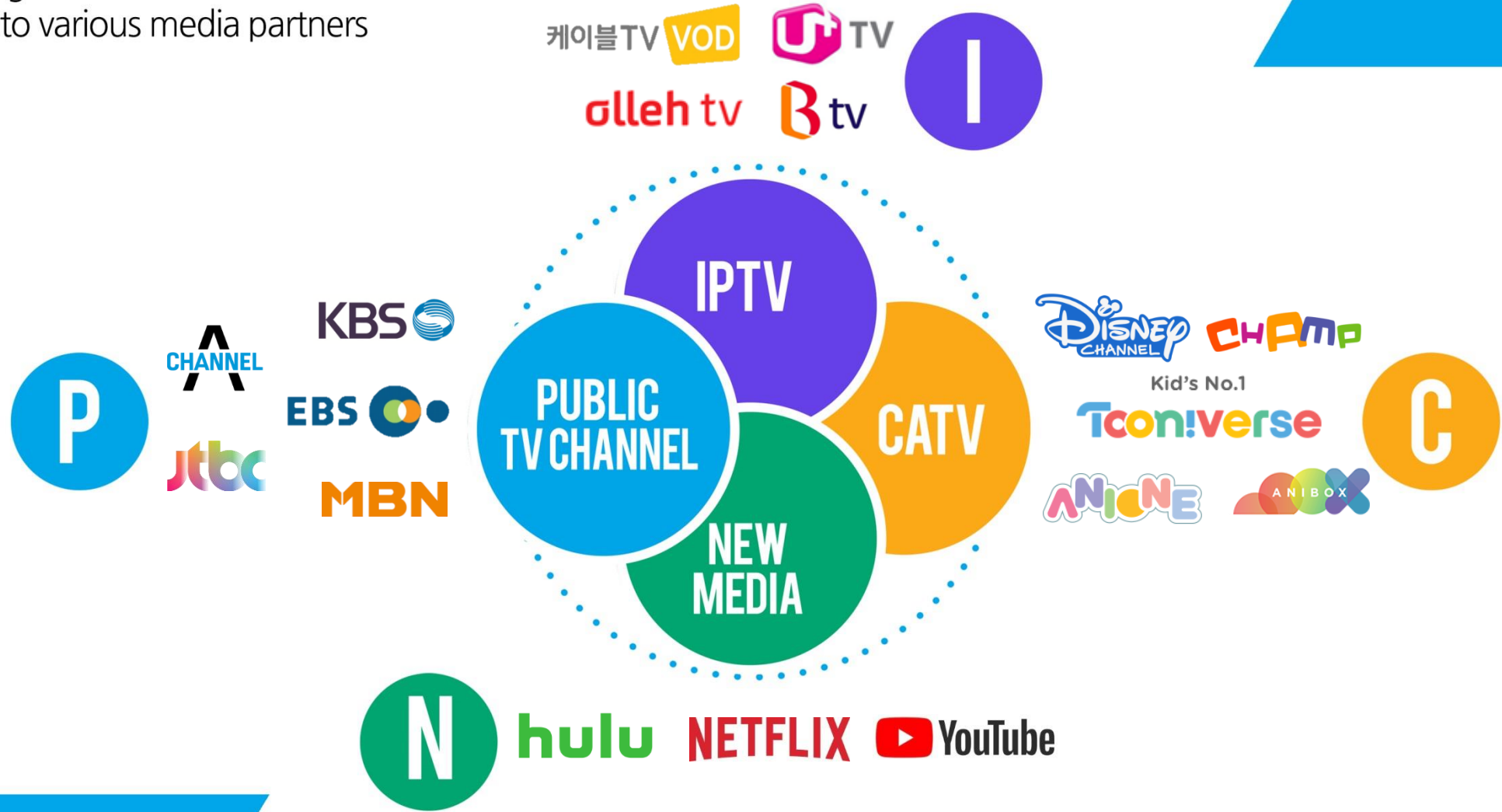
18 teams



BUSINESS SCHEME

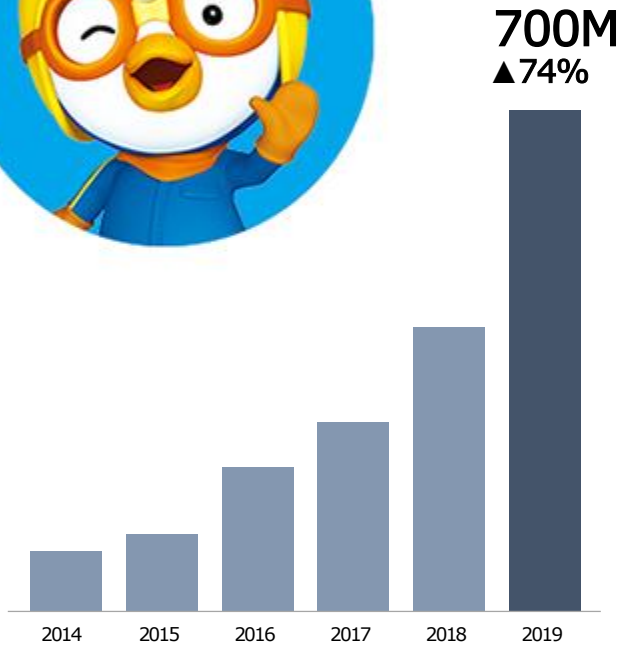
MEDIA

Distributing local contents and overseas contents to various media partners



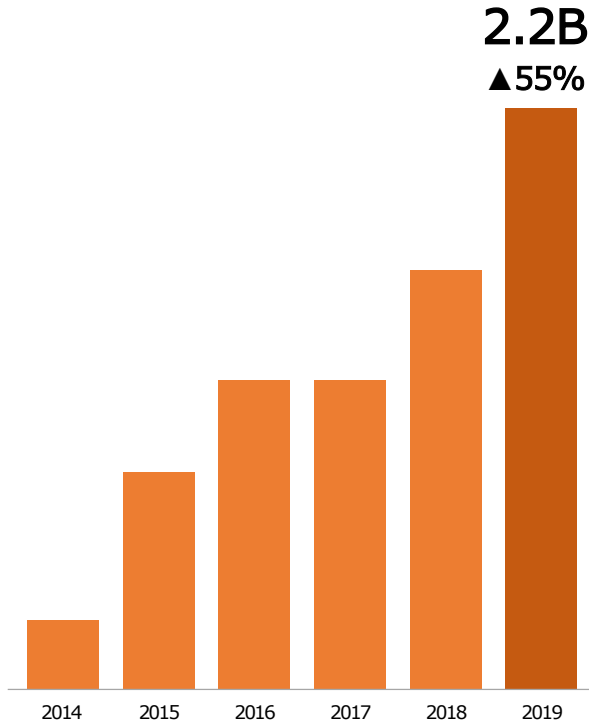
BUSINESS SCHEME

MEDIA  YouTube



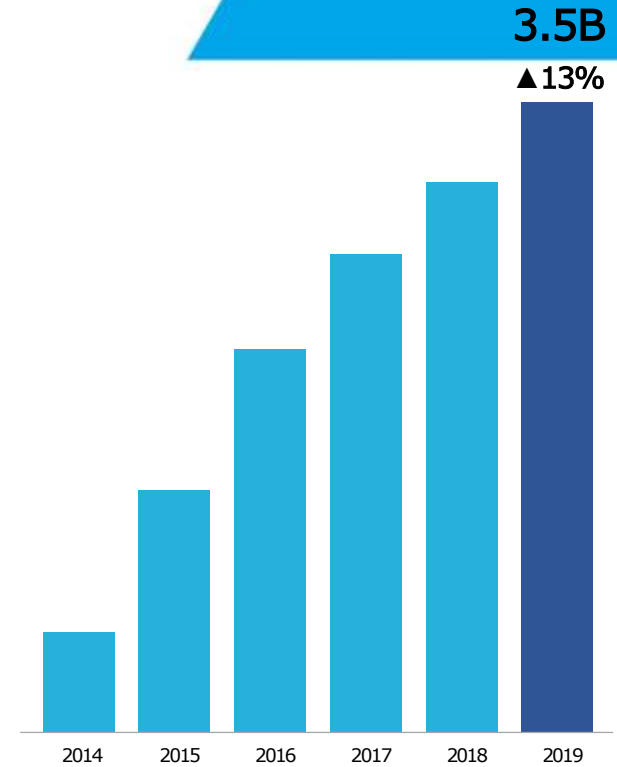
[Pororo YT Subscribers / YR]

Subscribers 750M



[Pororo YT Views / YR]

Views 7B



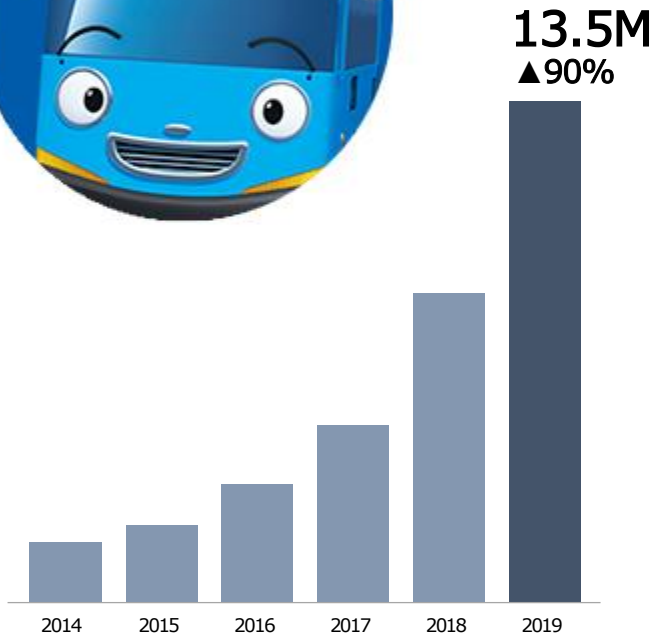
[Pororo YT Revenues / YR]

Revenues 14B

*All accumulated data (~Jan, 20)

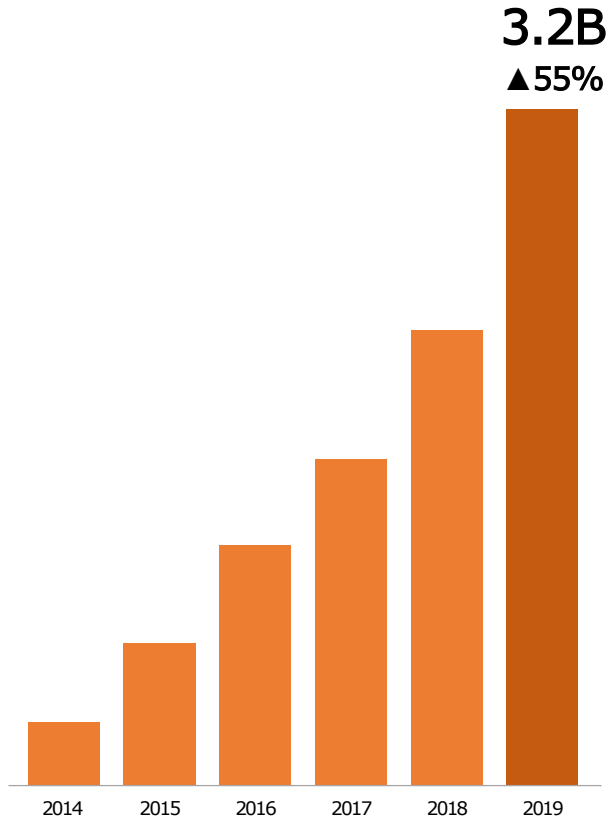
BUSINESS SCHEME

MEDIA  YouTube



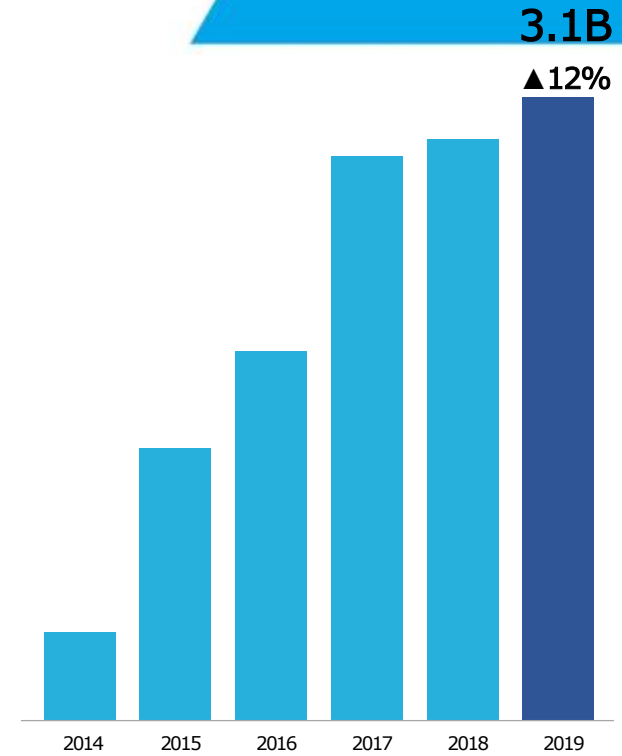
[Tayo YT Subscribers / YR]

Subscribers 14M



[Tayo YT Views / YR]

Views 9B



[Tayo YT Revenue / YR]

Revenue 12B

*All accumulated data (~Jan, 20)

BUSINESS SCHEME

MEDIA



BUSINESS SCHEME

LICENSING



FERRERO



+5,000 Number
of Merchandises

+250
Number of Licensees
By the end of 2019





Pororo Park

6 THEME PARKS IN KOREA
since 2011

LOCATION

Coex Lounge P, Jeongja, Ilsan, Guangju, Jamsil, Sejong, Wirye, Gimhae



10 THEME PARKS IN CHINA

LOCATION

Beijing, Chongqing, Dalian, Ganzhou
Guangzhou, Fushun, Qingdao, Ningbo



1 2015.11
THEME PARK IN SINGAPORE



1 2016.1
AQUA PARK IN THAILAND



PUBLISHING



3Million
Annual sales
volume

500 kinds
of books
launched

No. 1
Brand of Character
Publishing



20 weeks
Top Ranks
"Dream of Flying"
2006

키즈아이콘

STORY BOOK



WORKBOOK



SOUND BOOK



TOY BOOK



TODDLER SET



ACTIVITY BOOK



MERCHADISING & DISTRIBUTION

Establishing a steady process for product development



17B illion
Annual sales
(KRW)

300
Number of
launched items



EDUCATION_ Edutainment Program for Children

250 classes were opened (18')

**Combined with Characters
Culture Center**

**Preschoolers
Family Program**

**Creative Education
5 Senses Development
Program**

홈플러스 문화센터
CULTURE CENTER

 emart
신세계

 LOTTE
Mart



APPS & GAMES



AWARDS



- 🏆 **2013** “Pororo TV” App Award Korea Education sector Best Award, Best Creative Brand Award
“Tayo the Little Bus” Korea Contents Award, Award in Animation sector from the President
- 🏆 **2014** The International Emmy Kids Award, Nomination in Kids sector
“Tayo the Little Bus” Seoul Transportation Day Mascot
“Tayo the Little Bus” Green Umbrella Children Foundation ambassador appointment
“Pororo the Little Penguin”, “Tayo the Little Bus” Good Copyright Good© ambassador appointment
“Tayo the Little Bus” 2014’s Brand Award, Special Award
“Tayo the Little Bus” 2014 Korea Contents Award
- 🏆 **2015** Smoking Prevention Ambassador (Pororo/Tayo)
The International Emmy Kids Award, Nomination in Kids sector
Korea Advertising Grand Prize Design Part Gold medal
Korea Character Prize Ministry of Culture Minister Prize
- 🏆 **2016** “Pororo Running Table” Toy Award The Best Toy Award
Youtube Pororo channel Gold Button
Pororo Ministry of Health and Welfare Ambassador
Pororo Best Personality clean contents Award Grand Prize
2016 Animation Character Grand Prize
Flowering Heart “Korea Contents Grand Prize Character Ministry of Culture Ministry Prize
- 🏆 **2017** 3rd Korea Toy Award Best Toy Award_”Pororo Circus Ball Play”
Korea Cable TV Awards 2017 VOD Kids sector Grand Prize (Pororo Season 6)

CREATIVE
LICENSING
STATISTIC
LICENSING
STRATEGY
SUCCESS

PARTNERSHIP
ICONIX



PORORO THE LITTLE PENGUIN | TAYO THE LITTLE BUS | TITIPO TITIPO | FLOWERING HEART | STONEAGE | ART ODYSSEY | CHIRO



THANK YOU

ICONIX

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