



History of Young Toys

1980s



1990s



2000s



2010s



2020s



1980

Founded as a distributor for global toycoos such as Bandai and Playmobil.

Mattel(Barbie) partner as an OEM manufacturer and distributor

1991

Fist launch of our own fashion doll brand JOUJU

1999

First launch of a preschool brand, KONGSUNI

2009

First launch of an animated IP for boys, TOBOT, which has become the most popular boy brand in Korea

Business capability expansion to media and licensing beyond toy distribution

2014

Started overseas business w/ 55 Partners in 97 countries

Launched preschool and girls animation TV series, strongly positioned as the largest toyco in Korea

Achieved mega hit for Bey Blade Burst of Takara Tomy, L.O.L. Surprise of MGA, etc.

2021

Merged with MiraeN as well as Com2us, YT is partnered with not only toy but game, education, animation and IP players for next growth

Partner Companies

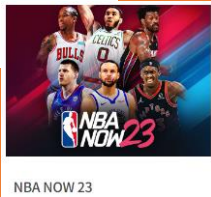
- YT is partnered with major kids industry players, as stakeholders or affiliates, in education, game, animation, licensing and IP
- With its broad partnership, YT is ready to create synergy when it comes to IP expansion



- The First Mobile Game Company in Korea
- Consolidated Revenue : KRW 717.1 Bn



서머너즈 워: 크로니클



NBA NOW 23



- CG/VFX Studio
- New media contents production
- Consolidated revenue: KRW 186.3Bn



- 3D Animation Studio
- TV Series / Theatrical
- YT's co-producer of TV Series
- Revenue : KRW 4.7Bn

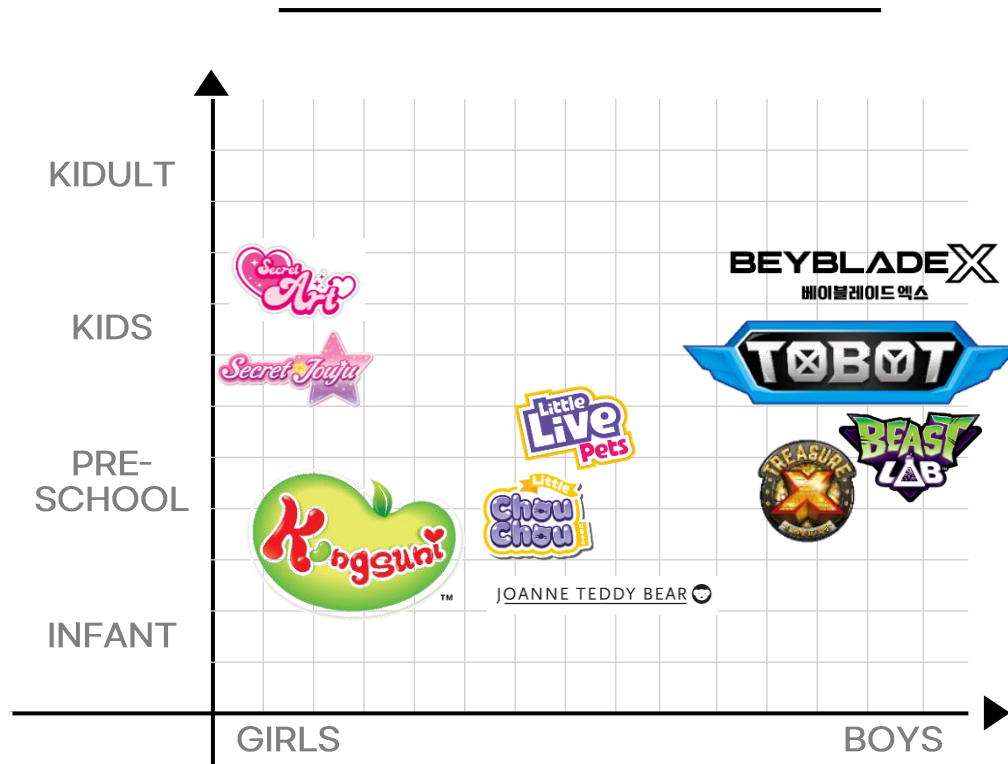


- Founded in 1948, Korean representative education publishing company
- Publish text book
- Mirae-N group's consolidated revenue is KRW 1,109.6Bn



- YT's brand portfolio covers boys to girls as well as infant through kidult, which needs a wide variety of marketing and distribution capabilities
- With such capabilities, sales records of each brand has ranked top tier no matter what brand ownership belongs to

Portfolio



Own Brands Cumulative Sales

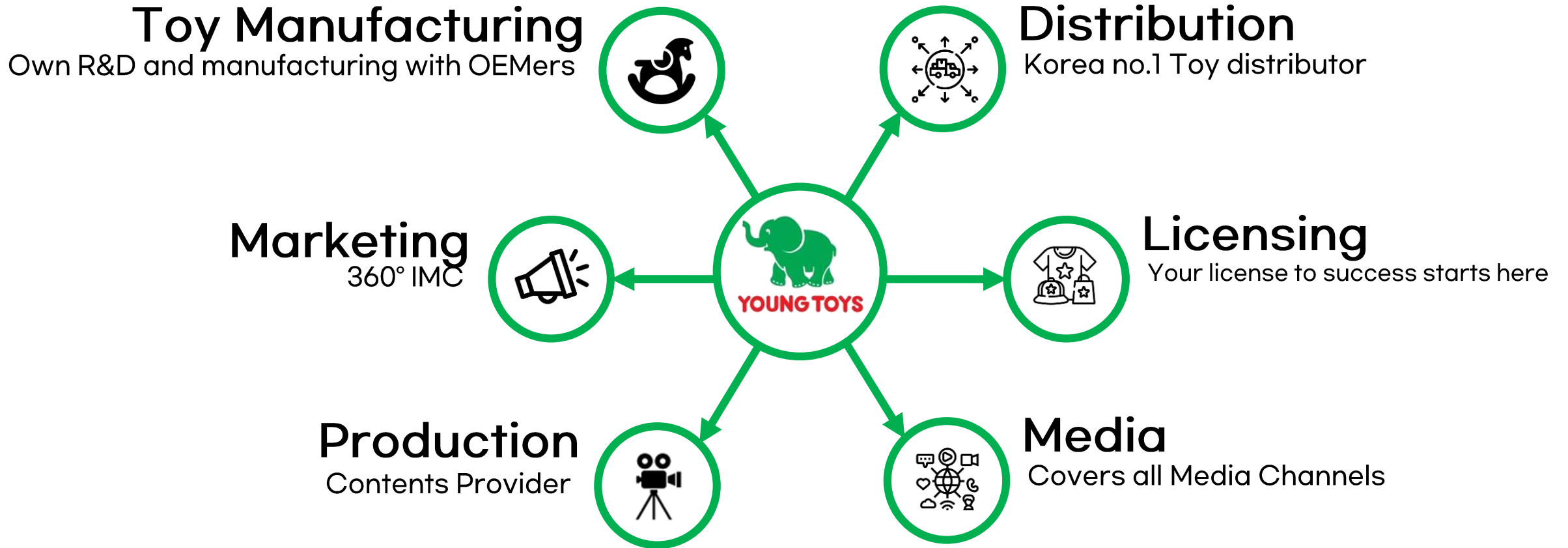
Brand	Cumulative Sales (Unit : Mm USD / exchange : 1,000 KRW)	
	Since 2009	\$334.20 Avg. yearly sales : \$25.7 Mm
	Since 2012	\$161.17 Avg. yearly sales : \$16.1 Mm
	Since 2012	\$199.23 Avg. yearly sales : \$19.9 Mm

Distribution Brands

Brand	Cumulative Sales (Unit : Mm USD / exchange : 1,000 KRW)	
	Since 2016	\$224.51 Avg. yearly sales : \$37.4 Mm
	Since 2017	\$56.39 Avg. yearly sales : \$11.3Mm
	Since 2019	\$15.65 Avg. yearly sales : \$5.22 Mm

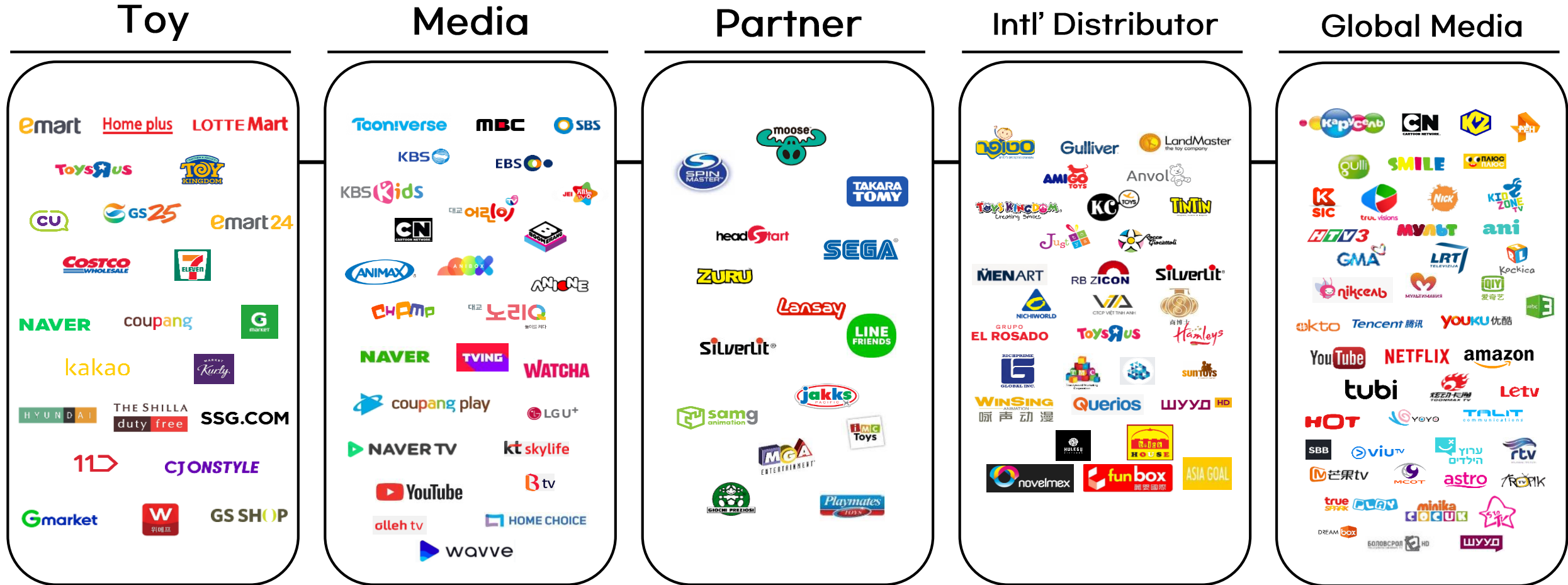
Remark: 1) Contract with MGA Ent. expired in 2022.
2) Besides the brands listed above, YT also works with spin master, IMC toys and etc.

- Since YT is the only Korean toyco who has total kids business model, global brand can ideally grow up with YT in Korea
- Global top-tier toyco's whose branches are not in Korea seek partnership with YT to maximize their business in Korea



Domestic/Intl' Partners

- Young Toys is the only Korean toyco which has all value chain networks domestically and internationally
- With its partnership, Young Toys is considered the most reliable brand representative in Korea

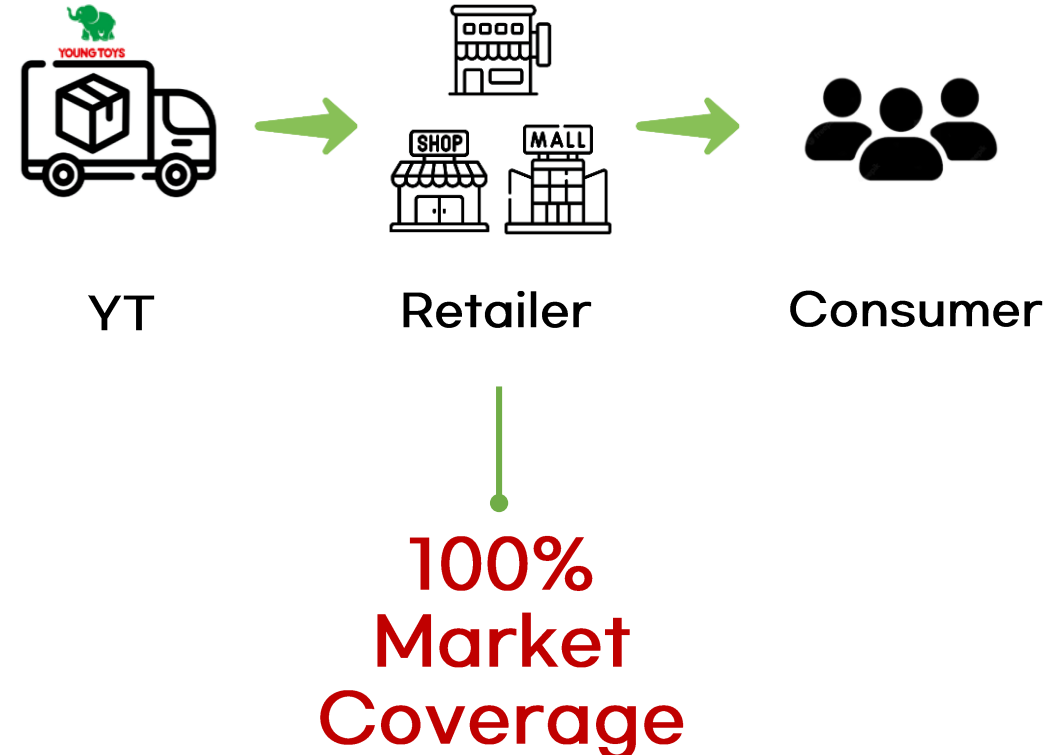


- YT has direct sale network with all types of toy retailers from specialty though brick & mortar, and its coverage is 100%.
- Unlike almost all distributors with limited coverage of POS, YT's 100% POS coverages allows brand to maximize its customer experiences.

Young Toys distribution coverage

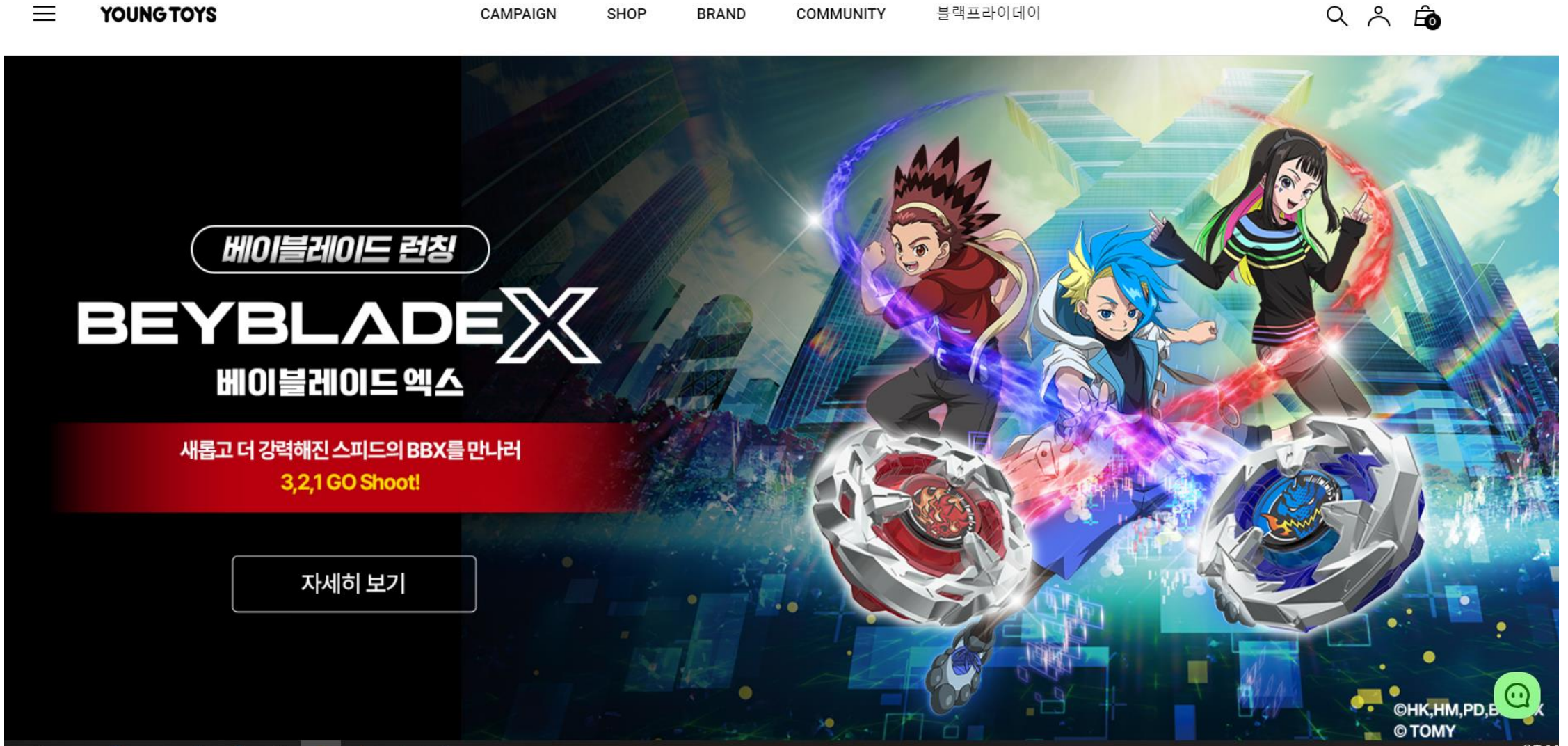
	POS	# OF STORE	YT COVERAGE
HYPER & SPECIALTY		127	100%
		135	100%
		64	100%
		3	100%
		41	100%
WAREHOUSE		19	100%
		21	100%
CVS		54,200	Limited to stores with toy shelf
TRADITIONAL	Traditional Brick and Mortar	1,653	Leading distributors in the market
E-COMM		Major 11 + α	YT covers major online channels such as Coupang and Naver, and also operates owned online mall.
Others	Self checkout store	3,000	New emerging channel As-is 10%, To-be 100%

Direct Distribution to the Retailer















Toy Distribution (D2C)

- YT operates its own D2C mall which helps customers purchase YT's products without worrying of counterfeits (<https://youngtoysmall.com/>)



Toy Distribution (E-commerce)

- YT directly covers all e-commerce platforms including its own e-commerce store.
- Along with growth of e-commerce market, YT has re-organized sales department creating e-commerce team to react market demands.

	<ul style="list-style-type: none">• The biggest commerce which accounts for approximately 30% toy online M/S in 2022• Available for same-day delivery called "Rocket Delivery"• Since commerce penetration in 2021, accumulative revenue is KRW 1,500 Million
	<ul style="list-style-type: none">• The fastest growing commerce which accounts for 27% online M/S• No.1. in live commerce called "Shopping Live," which drives sales of BBB where YT also participated with a celeb, HAHA
	<ul style="list-style-type: none">• One of the most important commerce platforms which provides mobile-friendly shopping environment using KakaoTalk.• Micro targeting promotions are available without conflict with other commerce platforms
	<ul style="list-style-type: none">• Launched in June '21, YT's official e-commerce store which has 35,000 active users, targeted 150K in 2023• Landing commerce platform of YT's all marketing activities
Other open markets	  
Omni channel	  
Social commerce	 

Warehouse & SCM

- YT works with a 3PL company named Han Express, which is the 5th largest logistics company in Korea.
- Experienced operating for global toy companies such as Hasbro and Lego. 15,000m' storage space available with 10,000 pallets based on the contract with YT. Able to expand if needed.

Company Info.

- Name: HanExpress
- Establish: 1979. May
- Employee: 600 +
- Network : 38 centers



Main Client

Cosmetic & Non food



Beverage & Alcohol



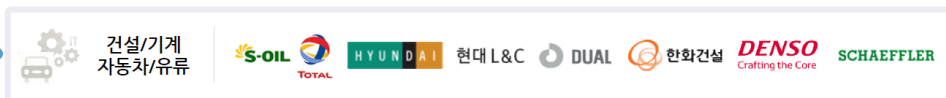
Fresh products



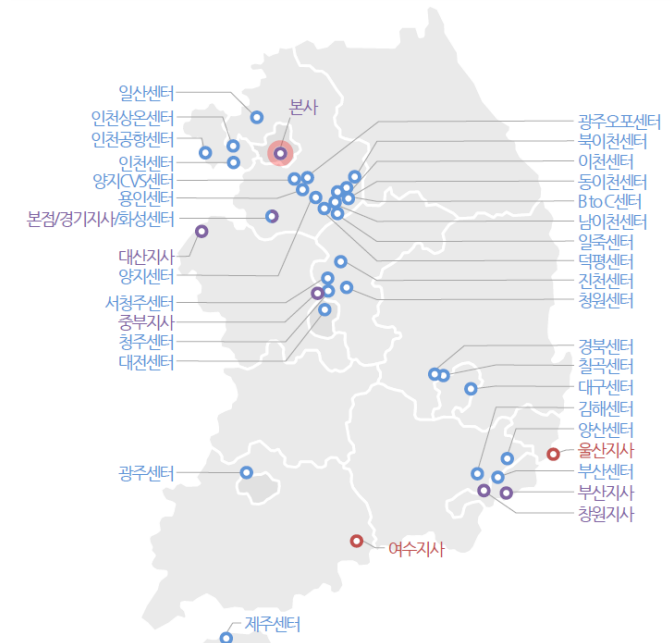
Chemical Military



Construction / Machine, Auto, Oil



Han Express Network Center



Marketing Package

PR, Social media, Viral



1,500+ posts/year

Branded content with YouTube creator



70+ episodes/year

TV, Digital, Targeted Ads



2,000+ GRPs/year
90Mm+ imps/year

Store zoning, In-store PR



+100% coverage

Sales promotion, Pop-up



Total experience leading to customer satisfaction

- Young Toys has its own branded YouTube channels which have total 12.31 Mm subscribers as well as earned channels on Youtube to communicate with customers
- Besides YouTube, YT communicates actively on other major social media platforms such as Instagram and Naver blogs

YouTube Owned Channels



콩순이 Kongsuni

- Subscribers : 7.54 Mm+
- Views : 6.2 Mm+
- # of Channels : 5 channels
- Languages : 5 languages
KR,EN,RS
ES,CN



또봇 Tobot

- Subscribers : 6.5 Mm+
- Views : 4.4 Mm+
- # of Channels : 7 channels
- Languages : 7 languages
KR,EN,IT,VN,
FR, RU, PG



시크릿 쥬쥬 Secret Jouju

- Subscribers : 112 K+
- Views : 77 Mm+
- # of Channels : 1 channel
- Languages : 1 language
KR

Social Media



#Youngtoys
#kongsuni
#Secret Jouju



- In order to maximize brand value, Young Toys mechanizes into a number of consumer product categories for customer experience
- Like Mattel which has various contents, YT also produces contents which are distributed through all media including TV and digital OTT platforms

Licensing & Merchandizing

- Merchandizing in over 12 categories / 170 products / 40 Licensees
- Collaborations with brands (Kellogg X Chex, Amore Pacific, Haitai Ice-cream, etc)



- Musical



Media Distribution

- Young Toys distributes kids contents to all Korean PTV,FTA,OTT and VOD

KIDS CHANNEL	<p>Airing on all major kids channels in Korea</p>
FTV / PTV	<p>Covering 100% coverage of FTA / 91% coverage of PTV</p>
VOD	<p>Covering all VOD platforms</p>

- Young Toys is the one of the largest kids contents providers who produces 3D CGI animation TV series as well as various digital contents
- By creating various types of contents and showing them on media, brand exposure increases and awareness gets strengthened

Animation



Debut Year : 2012
 Genre : Girls' Fantasy
 Produced : 2,131 mins
 (18 Seasons)
 Target : Age 4-10 Girl
 Language : KR, EN



Debut Year : 2014
 Genre : Preschool,
 Sing-along
 Produced : 1,093 mins
 (8 Seasons)
 Target : Age 2-5
 Language : KR, EN, RU,
 CN, HE



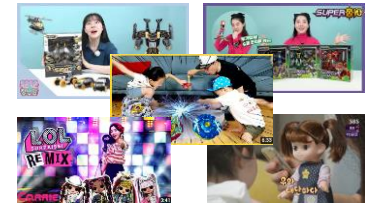
Debut Year : 2010
 Genre : Boys Action
 Produced : 5,500 mins
 (20 Seasons)
 Target : Age 4-7 Boys
 Language : KR, EN, RU,
 CN, HE, ID

Contents

Music Video / Nursery Rhymes
 Brand Awareness

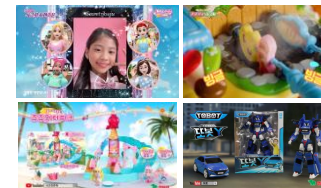


Unboxing YouTube Contents
 Introduce toys and how to play

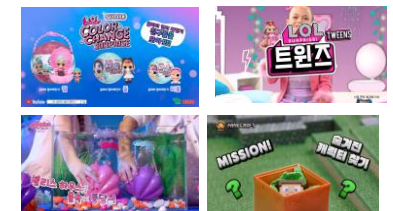


Commercial

TV Commercial Production



Partner Brand TVC adaptation



Thank you