

ROBOCAR
POLI



ROBOCAR POLI in INDONESIA

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10TH
ANNIVERSARY

ROI VISUAL

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History of ROBOCAR POLI

2010

MipJr. Licensing
Challenge Award

2011

**First Launch
- S. KOREA**

2012

Master Toy
First Global Launch
- FRANCE, TAIWAN
700K PCS SOLD
First Debut
in Global Market

2016

Master Toy
20 Countries
15.6M PCS SOLD
Toy sales exceed
10M pcs

2014

Master Toy
10 Countries
6.4M PCS SOLD
Business Expansion
in SEA

2013

Master Toy
7 Countries
3.2M PCS SOLD
Entered China,
SEA, ME, CIS

2017

Original Series on
NETFLIX

2018

Master Toy
25 Countries
Landed
North America

2019

Total 21.5M+ PCS
sold in the world



A sequel to “ROBOCAR POLI”,
One of the most popular animations that has been
exported to 143 countries all over the world

“What songs should we find out for our friends today?”
Broomstown has a Music Museum now. Finding out song that
children like among tons of songs in the museum is a new mission
for Robocar Poli Rescue Team!

►Trailer : <https://youtu.be/0ubpqEuQNfo>

Genre

TV Series (Music Edutainment)

Format

5 mins X 26 episodes

Technology

3D CGI, HD

Target

Kids 2-5Years

Broadcasting

2020 Q4 (TBC)



Media



ROBOCAR POLI 2020

Category	2020Q1	2020Q2	2020Q3	2020Q4	2021
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TV

Robocar POLI Season 1&2&3&4

Fire Safety with ROY(26ep x 5mins)

Daily Life Safety with AMBER(26ep x 5mins)

Robocar
POLI NEW
Season
(TBC)

Digital
Platform





Licensing Business



Publication



Silverlit®



Master Toy Distribution



Chocolate Snack



Edu Toy

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16" (BAN 3.0) MZ-2266 MAZARA

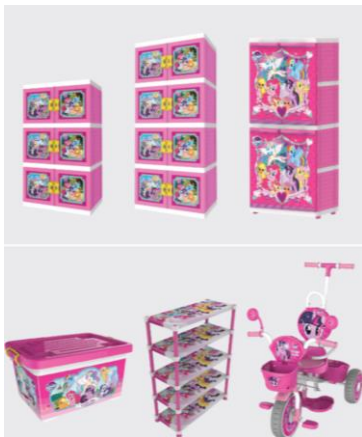


Bicycle

PACIFIC

PT Indo Prima Perkasa

PT. MULTI MITRA SAKTI



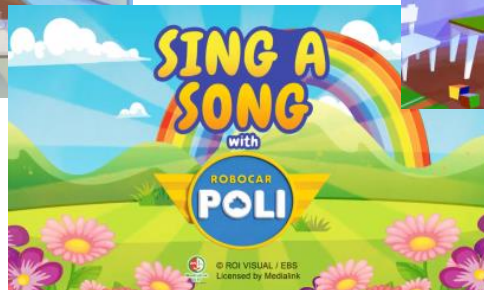
Plastic Furniture



Low price local toy



Sports Goods



Ring Back Tone (Costume Video)



C²MTOY
Think Fun!

In-Store Display
M&G / Event



Title	Meet & Greet live show
Period	5th June ~ 16th June, 2019
Concept	Meet & Greet live show @ Lagoon Beach – Taman Impian Jaya Ancol
Organizer	PT. Kreatif Projeksindo Perkasa(Show licensee)



Licensee	Category	Detail
PT Metropolitan Televisindo (RTV)	Broadcast, Youtube	
PT Gramedia Pustaka Utama M&C	Publishing	Story Book Series/Baby Story Book Series, Sticker Book, Coloring Book, Activity Book
PT Multi Mitra Sakti	Toy & Game	Blind Pack, Mini Launcher Car, Bubble, Block, Mini Metal Car, YoYo, Topper, Transformation Toy, Beyblade, Sticker
PT Kreatif Projeksindo Perkasa	Mall Event	
PT Pacific Indah Pratama	Sports Goods	
PT Danapersadaraya Motor Industry	Sports Goods	Helmet
PT Indo Prima Perkasa	Plastic Furniture, Ride-on	Wardrobes, Multi Purpose Cabinet, Multi Purpose Shelves, Tables&Chairs, Toy Boxes, Wall Clock, Basket with Holders, Laundry Basket, Baby Bath, Plastic Ride-on, Plastic Bicycle, Vehicle with Batteries, Baby Walker
PT E-Motion Entertainment	Video for Telco	Ring Back Tone(Costume Video)

