



Aurora World Company Introduction



About Aurora

NAME Aurora World Corporation

FOUNDATION September 1st, 1981

EMPLOYEES Approx. 10,000

IPO (KOSDAQ) December 29th, 2000

SALES OFFICES Seoul (KR)
Pico Rivera, CA (US)
Hampshire (UK)
Cologne (DE)
Hong Kong (CN)

PRODUCTION OFFICES Junan (CN)
Bogor (ID)
Cianjur (ID)

Address Aurora World Building
(624 Teheran-ro Gangnam-gu,
Seoul, South Korea 06175)



About Aurora

“Gift of Smile”

Aurora World, an emerging leader in the global content industry, has been at the top of the global plush toys market with its outstanding design and network.

Based on its global business capabilities accumulated over 40 years, Aurora World offers an extensive range of branded and licensed products for all generations throughout its global networks located in South Korea (H.Q.), US, UK, Germany, HK, and China.

Aurora aims to keep growing with the success of its own character brand such as “YooHoo” inspired by endangered animals and its animated series “YooHoo to the Rescue”, a Netflix Original Series. Aurora strives towards sustainable growth by introducing 100% recycled materials.

Business Scope

PRODUCT DEV & SOURCING
OFFLINE AND ONLINE RETAIL
B2B DISTRIBUTION
ORIGINAL DESIGN MANUFACTURER

ONE-STOP SOLUTION
WORLD-LEADING PRODUCTION
GLOBAL DISTRIBUTION
AURORA BRANDS
LICENSED BRANDS

ANIMATION
LICENSING
MERCHANDISING

KF MASK
CHARACTER & STYLE MASK
FASHION MASK



YooHoo™





Why YooHoo?

1. Eco-Friendly Message

2. Sustainability

3. Collectability

4. Global Presence

YooHoo™ to the Rescue

“YooHoo to the Rescue” follows the adventures of five animal friends living in the magical forest of YooTopia. When animal friends on Earth are in danger, they travel through Wonder-bug and help friends in trouble.

Program

New animation series “YooHoo to the Rescue” was released on Netflix its original series globally in more than 20 languages in 190 countries

Title: YooHoo to the Rescue

- **Genre:** Adventure / Comedy
- **Format:** 3D CGI 52 epi X 11 min
- **Target:** Preschoolers aged 4-6 years
- **Official Trailer:** [Link](#)
- **Program Bible:** [Link](#)
- **Remarks:** This series is slated for release on Gulli (France), Treehouse (Canada), Clan TV (Spain), Canal + (Myanmar), KBS, Animax & JTBC (Korea), JSC (Kazakhstan), MBC(MENA) and more to come!

NETFLIX



BRAND VALUE

The global phenomenon character, YooHoo, inspired by endangered species to deliver **GREEN** and **ECO-FRIENDLY** messages!

TARGET

3-6 preschooler

TOYS



- **Created by Aurora Toys**
- Based on a successful toy range:
- 100M+ units of plush sold globally!
- Over 100 animal characters to collect!



ECO-FRIENDLY MESSAGE

Character inspired by endangered species
delivering **GREEN & ECO-FRIENDLY** messages!



Go on adventures with endangered animal friends around the world
and help save them!

Children can have ample opportunities to learn about animals and
cultivate a sense of connectivity to nature, exploring the world with the
animal characters of YooHoo franchise who are based on endangered or
rare species.



SUSTAINABILITY

Commitments to a Greener World

Since 2018, we have replaced materials of our products to those that are sustainable, 100% post-consumer fill and polyester, eco-friendly recycled biopolymer pellets as well as cloth labels, hang tags and shipping materials made with recyclable materials, to help protect the planet.



COLLECTABILITY

More than **100 ANIMAL CHARACTERS** to collect!

100 million units of plush toys sold worldwide



COLLECT
THEM ALL!

GLOBAL PRESENCE



#OF UNITS SOLD (Since 2009)

100 million

RETAIL SALES VOLUME

25,000 per day



OYOYO



'K-POP Girl Group Meets School of Rock!'



- ◆ Format: 11min X 52 eps
- ◆ Target Audience: 6-9 yrs
- ◆ Genre: K-POP, Idol, Fashion
- ◆ Status: in pre-production

Coming soon in 2023 !

'OYOYO, Shine Bright!'



OYOYO takes its viewers on a journey through the ups and downs of becoming a celebrity through the lens of relatable (and adorable) characters. The story follows the main cast and members of the girl group '**OYOYO**', as the girls chase their dreams of becoming top pop stars in the entertainment-centric Catmia. Its members, Alys, Cleo, Delta, and Rhea, all have their own challenges that they must overcome as individuals but also together as a group. Through these challenges, we learn together with the kittens as they learn more about themselves, about each other, and about what it means to be a team. Though **OYOYO** and its members are the stars of this show, through their school life, they meet various other students and through their experiences, they learn important life lessons such as trust, confidence, compromise, and the power of friendship.

Meet the OYOYO!





THANK YOU :-)

CONTENT SALES & MARKETING TEAM
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