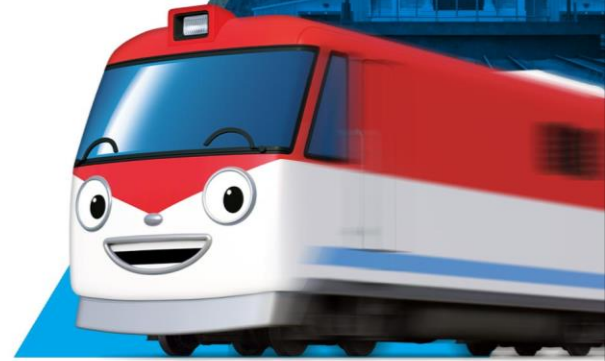




COMPANY PROFILE



ICONIX

IP Information : Pororo



Pororo the Little Penguin

"Pororo the Little Penguin" is a delightful and heartwarming tale centered around Pororo, a young penguin, and his companions. Since its debut in 2003, it has captivated Korean children with its charming characters and engaging narratives. Amidst various adventures and occasional disagreements, the characters learn the value of friendship and cooperation. This children's animation explores everyday occurrences, fostering social development in young viewers.

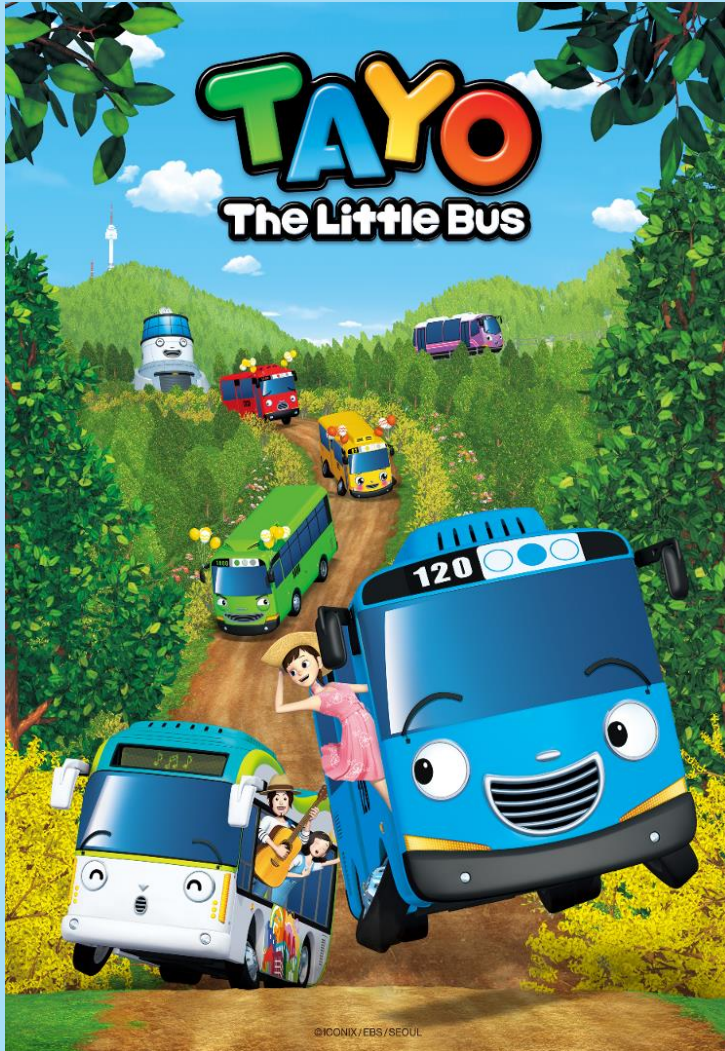
- Genre: Pre-School TV Animation Series
- Production Format: CGI Animation (HDTV)
- Target Audience: 2-5 years old
- Number of Episodes: **Season1-3** 52 X 5' each
Season4-7 26 X 11' each
1000+ Episodes of Spin-offs
- First Broadcasting: June 2003 on EBS (Korea)

Highlights

- 1 Korea's highest brand awareness and preference (2023 KOCCA)
 - 2 Nominee for Best Preschool-Kids, 2nd International Emmy Awards
 - 3 Winner of the "Presidential Award" for 3 consecutive years (2006-2008)
- 17 channels Number of TV channels that Pororo has aired in Korea
- 130 countries Number of exporting countries
- 250 contractors Number of character license contractors
- 4,000 merchandizes Number of character merchandise items
- 1,000,000 people Cumulative audience for Pororo children's musicals



IP Information : Tayo



Tayo the Little Bus

"Tayo the Little Bus" is a children's TV series animation that portrays the lives of city buses, featuring the vehicles commonly seen in urban environments. Through the experiences and challenges of these little buses and their friends, the show imparts valuable lessons about friendship, cooperation, and consideration. By observing the interactions and dilemmas of the characters, children naturally develop social skills and empathy, making "Tayo the Little Bus" both entertaining and educational.

- Genre: Pre-School TV Animation Series
- Production Format: CGI Animation (HDTV)
- Target Audience: 3-5 years old
- Number of Episodes: **Season1-6** 26 X 11' each
Mission: Ace (Movie) 1 X 48'
100+ Episodes of Spin-offs
- First Broadcasting: August 2013 on EBS (Korea)

Highlights

- 2011 Awarded Minister of Culture and Sports Prize for Character at Korea Contents Award
- 2012 First Korean animation to win Best Picture Award at Asian TV Awards
Awarded Minister of Culture and Sports Prize for Character at Korea Contents Awards
- 2013 Awarded Presidential Award for Animation
- 2014 40,000 people gathered at the Gwanghwamun for 'Tayo the Little Bus' event
Awarded Presidential Prize for Character at Korea Contents Awards
Selected as the Mascot of Seoul Public Transportation Day
- 2015 Winner of Brand of the Year; Special Award
- 2019 Awarded Minister of Culture and Sports Prize for Character at Korea Contents Awards
- 2020 Awarded Minister of State Prize for Character at Korea Contents Awards



IP Information : Titipo



Titipo Titipo

"Titipo Titipo" is a children's TV series animation featuring small trains residing in a train village. The show introduces a diverse cast of train characters, including the passenger train Titipo and Genie, the freight trains Diesel and Loco and the high-speed train Xingxing. Through the stories of Titipo and his friends, children can grasp the importance of friendship, cooperation, and consideration, fostering the natural development of their social skills.

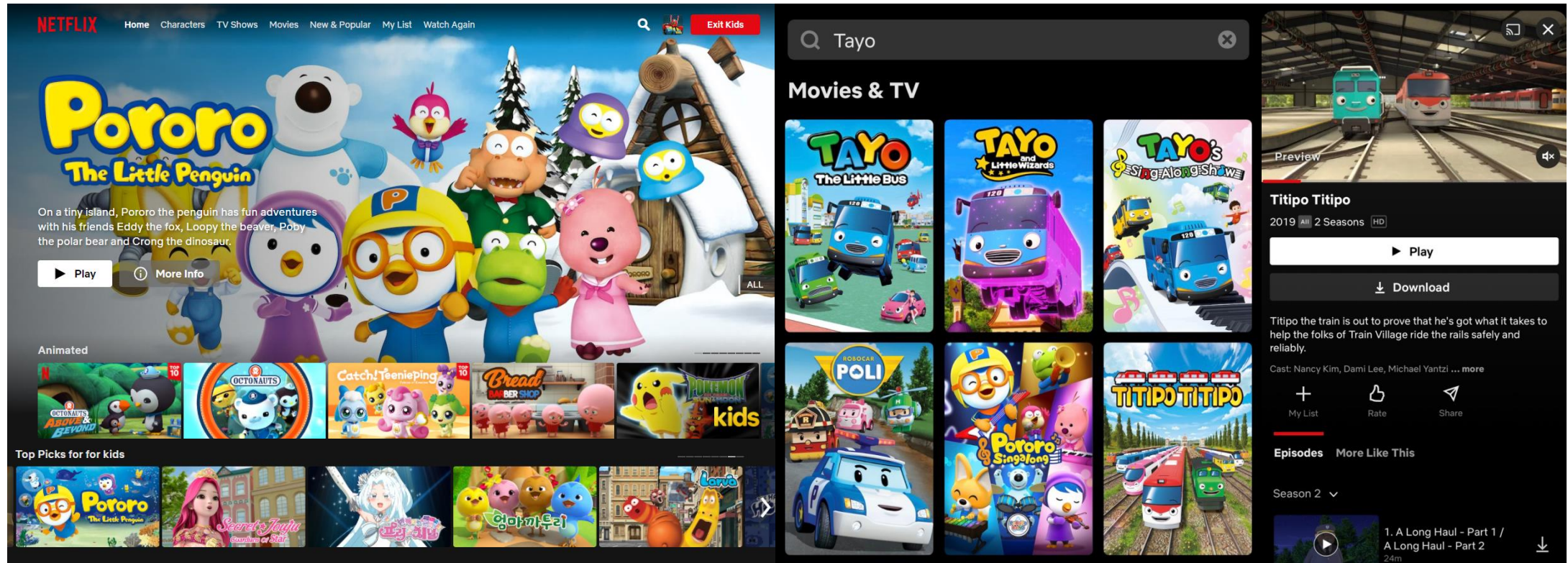
- Genre: Pre-School TV Animation Series
- Production Format: CGI Animation (HDTV)
- Target Audience: 3-5 years old
- Number of Episodes: **Season1-3** 26 X 11' each
50+ Episodes of Spin-offs
- First Broadcasting: January 2018 on EBS (Korea)

Highlights

- 2018** Aired on TVB (Hong Kong), Taiwan YOYOTV (Taiwan)
Launched train toys
Licensing with 36 companies & export 53 types of character products
Awarded Minister of Culture and Sports Prize for Character at Korea Contents Awards
- 2020** Aired on domestic broadcaster such as Disney Korea, Animax, and JTBC
Accumulated views of about 300million views for Titipo Youtube Channel



Platform: Netflix



- ▶ Pororo Season 1-7 / Singalong Season 1
- ▶ Tayo Season 1-6 / Singalong Season 1,2
- ▶ Titipo Season 1,2

Latest Content is consistently being released on **NETFLIX**

Platform: Amazon

2024 February to March On the main page of Amazon Prime Video in the United States



Platform: YouTube

 **YouTube** As of the end of June, 2023

Views

43.6 Billion

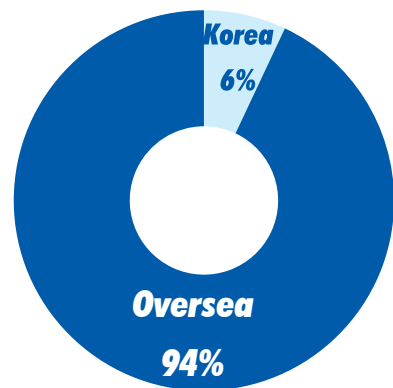
Subscribers

64 Million

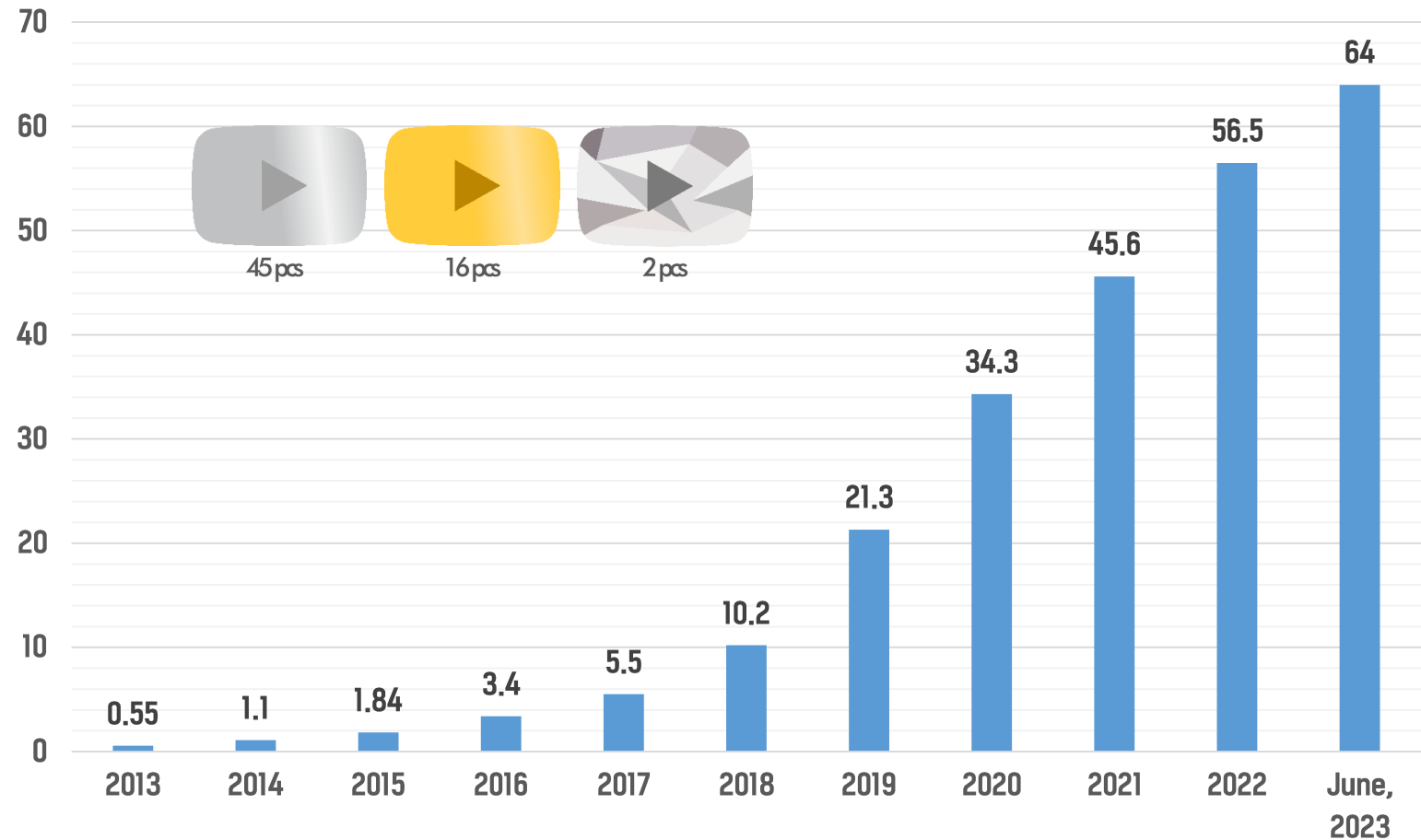
Languages & Channels

20 & 63

Subscribers Geography



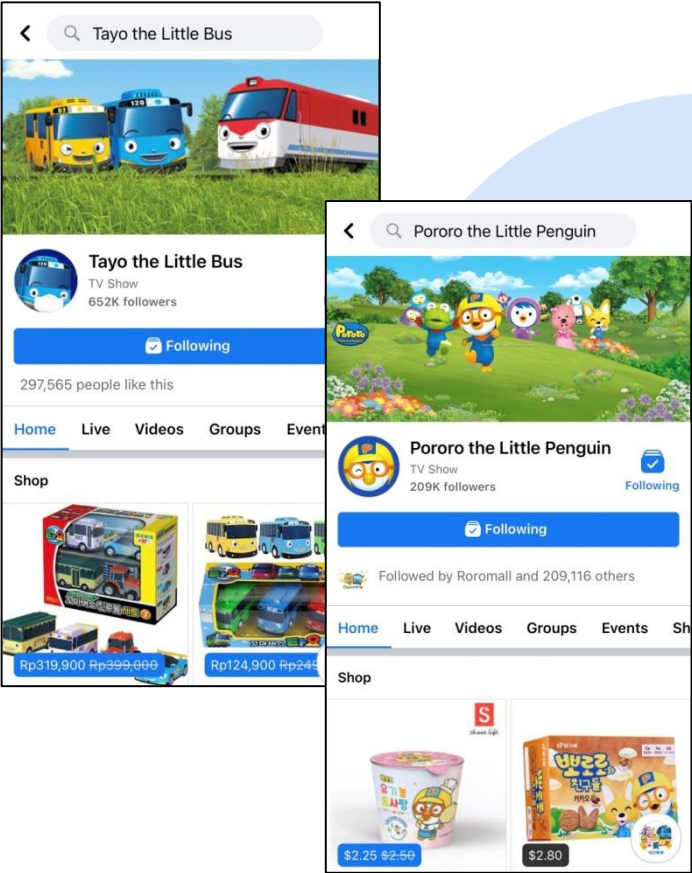
Number of Subscribers (in million)



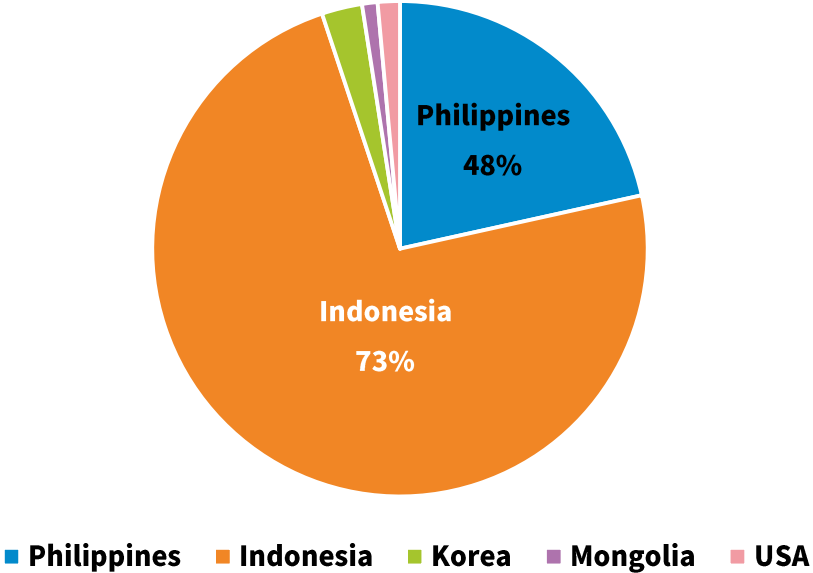
Platform: Facebook



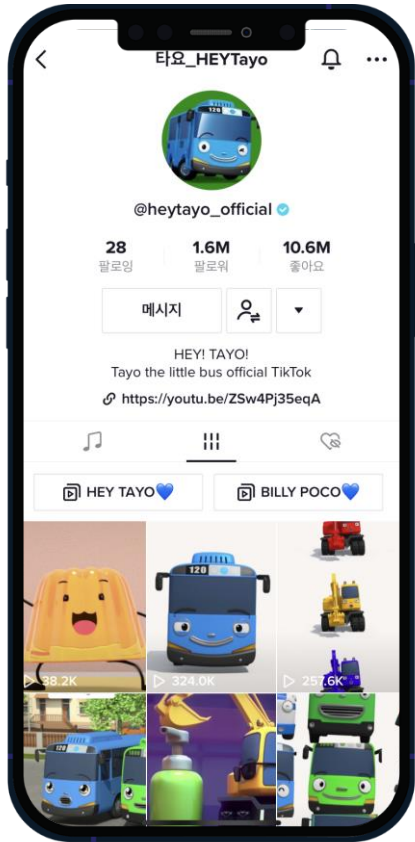
- ▶ Facebook official pages have reached **1,010,000** followers so far! (April, 2023)
- ▶ Total watch time of two pages is 197,000,000 minutes (**1.9 billion**)
- ▶ Global E-commerce products (Tokopedia Indonesia, Lazada Philippines) are exposed on each Facebook Shop



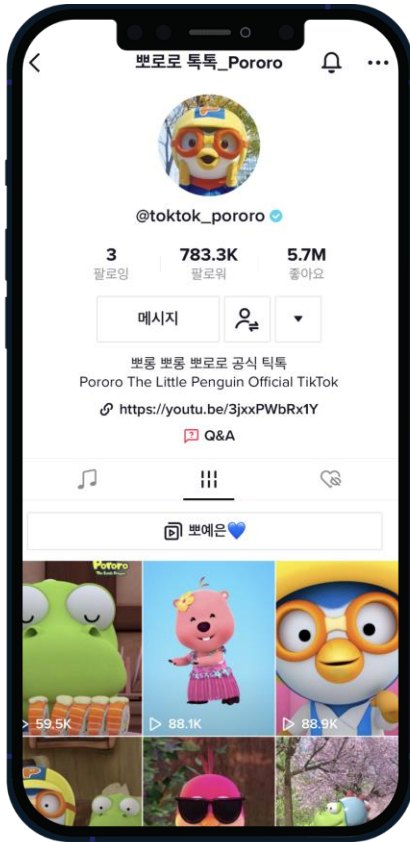
Top Followers by country



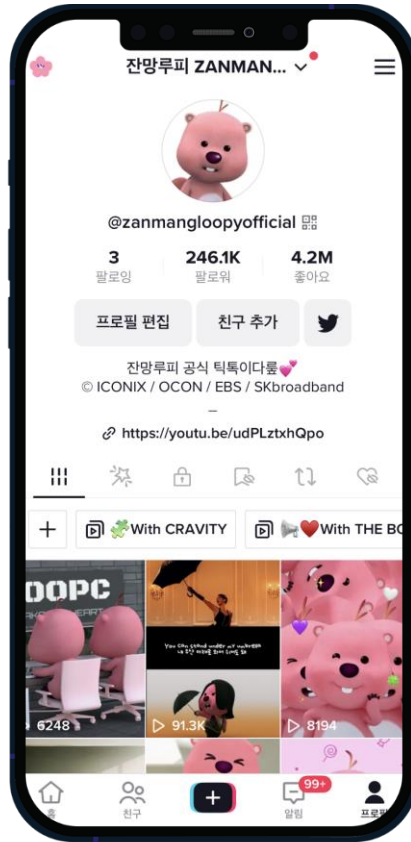
Platform: TikTok



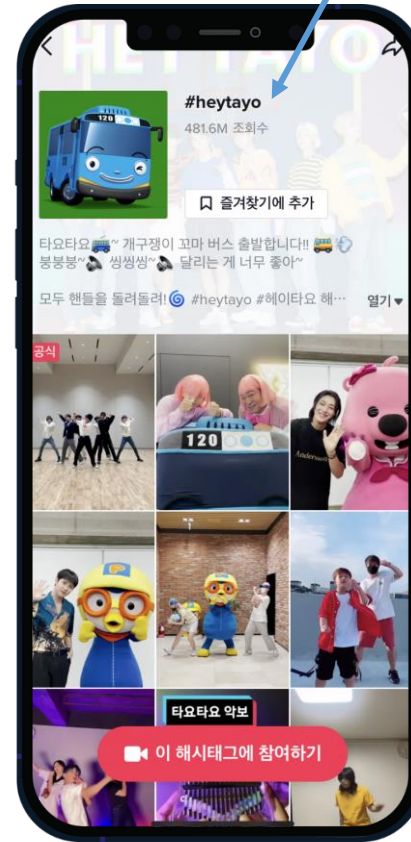
▲ Tayo TikTok channel
1.6M followers



▲ Pororo TikTok channel
783.3K followers



▲ Zanam Loopy TikTok channel
246.1K followers

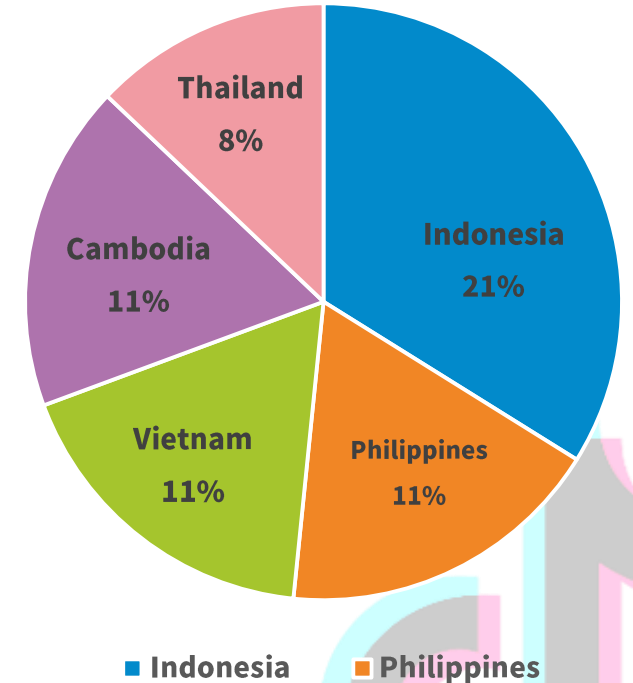


481.6M
The total number of views of the video
hashtagged with #HeyTayo

2021 #HeyTayo Challenge

: "Hey tayo" sung by ENHYPEN, was held as a TikTok Challenge and gained huge popularity around the world.

Top5 Tayo Followers by country



Global Licensing & Merchandise



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