

INTRODUCING PINKFONG & BABY SHARK

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Business Type: Information & Communication
Establishment Date: June 1st, 2010
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PINKFONG BRAND POWER

#1 most-viewed Video in the history of YouTube

The 1st RIAA certified Diamond Award
#BRITcertified Double Platinum



Original Baby Shark Dance Video

Achievements

10 Billion views
watched in **244 Countries**
in **20 Languages**

at PINKFONG BABY SHARK

We create and produce high-quality children's contents.
We provide contents that drive your business forward.

Digital Content

Merchandising

Entertainment

TV/Film



94 Million
Youtube
Subscribers

400 Million
Mobile App
Downloads

Licensing
Worldwide with
Top Players

Live Shows
All Around
the World

TV Series:
Animation &
Live Action

Films:
Sing-along
special &
more to come

PINKFONG IP

Main Properties



Pinkfong World

Pinkfong is an adorable pink fox with boundless curiosity! Meet Pinkfong & Friends from our popular sing-along music video series on YouTube.



Baby Shark

“Baby Shark Doo Doo Doo Doo Doo~” Baby Shark has become the hottest IP in global licensing industry. Enjoy Baby Shark digital shorts, movies, and games!



Pinkfong Wonderstar

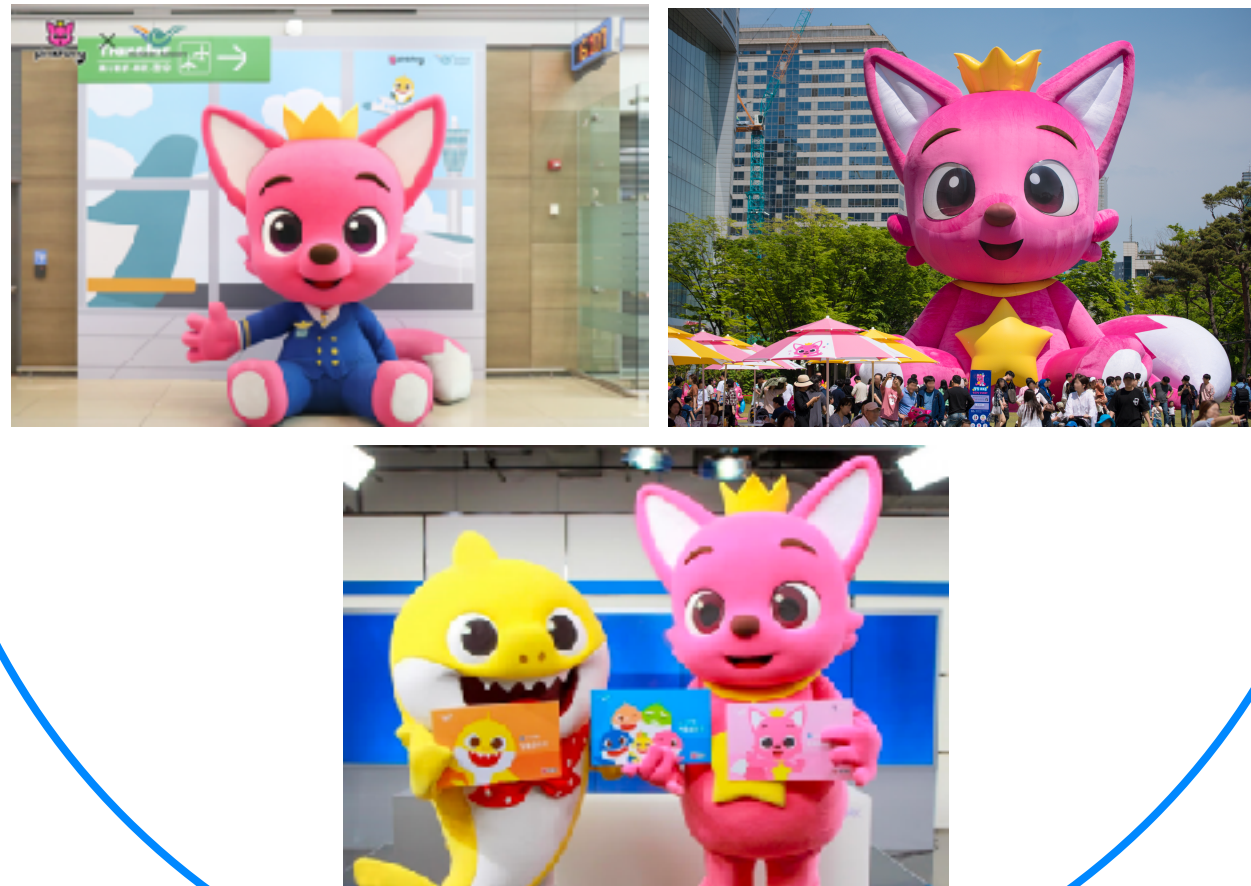
Introducing the original TV series of Pinkfong! Pinkfong and Hogi, a hedgehog and a walking encyclopedia, leave on an adventure to meet new friends in Wonderville.

PINKFONG IP

Pinkfong World

- Pinkfong World represents thousands of kids songs and stories on Pinkfong YouTube.
- Over **9,000 sing-along music videos** under 2 minutes length
- About topics kids love such as animals, dinosaurs, phonics, numbers, colors, healthy habits etc.
- Meet Pinkfong Licensed products

Big Brand Collaborations



Licensed Products



Seasonal Theme Guides

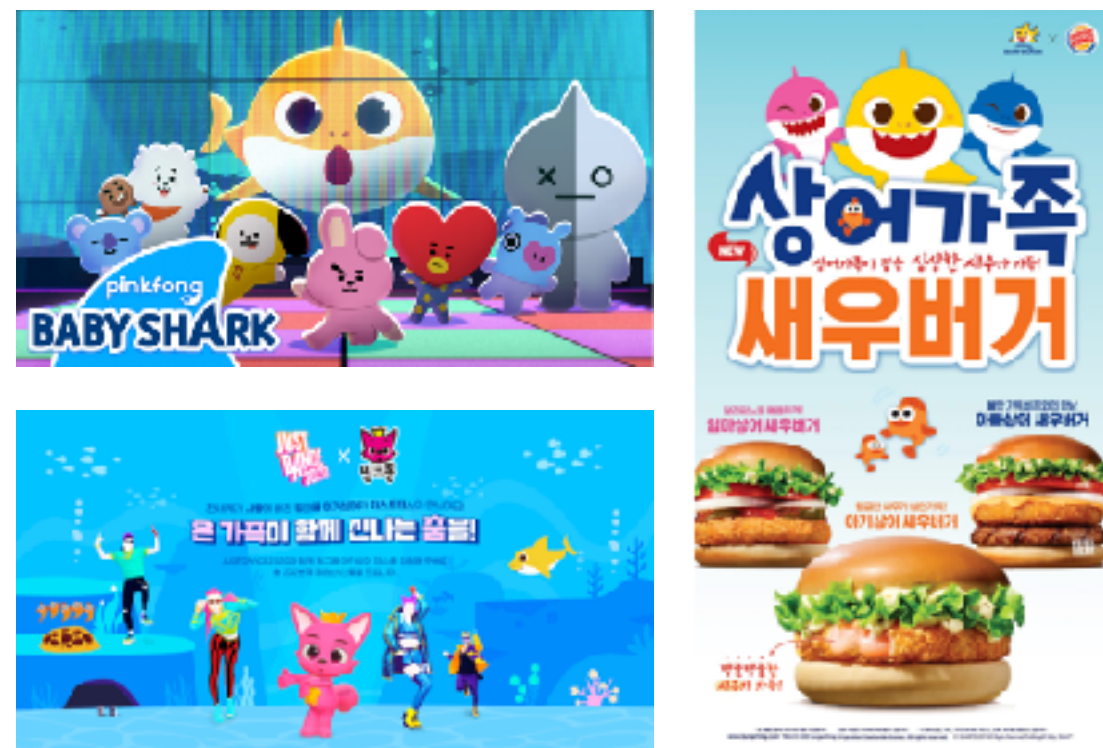


PINKFONG IP

Baby Shark

- 'Baby Shark Dance' video is the **1st most watched video** in the YouTube history
- Collaborated with Luis Fonsi, Aaron Kwok, BT21 and top celebrities worldwide
- The first Baby Shark TV series - "Baby Shark Brooklyn" on aired in August 2020 in Korea

Big Brand Collaborations



Licensed Products



Seasonal Theme Guides



PINKFONG IP

Baby Shark x Nickelodeon

- **Baby Shark x Nickelodeon's global project**
- 11 mins x 52 eps, premiered on Nick & Nick Jr. in the U.S., since March 2021
- **NO.1 series** with kids 2-5 years old across all of TV in the U.S.



Nickelodeon Teaser Video



Fishmas Teaser Video



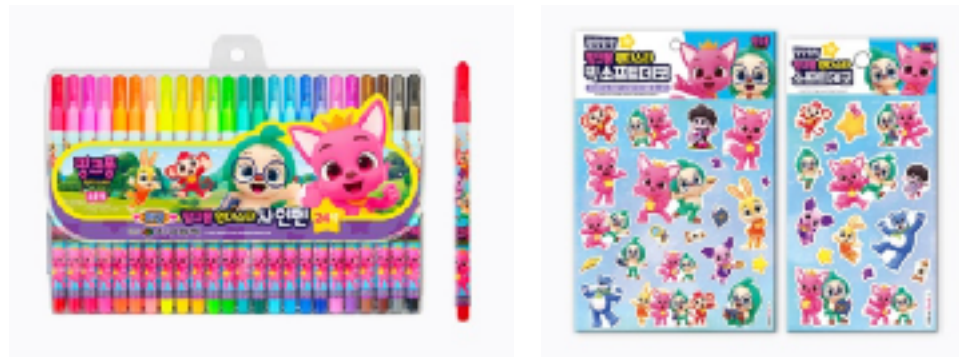
Baby Shark's Big Show Main Poster

PINKFONG IP

Pinkfong Wonderstar

- **Pinkfong's first original TV series** with each episode including unique theme songs.
- Part 1 (completed): 26 episodes x 11 minutes / Part 2 (completed): 26 episodes x 11 minutes
- **On aired in Korea (KBS2, Tooniverse), Malaysia (Astro Ceria), Hong Kong (PCCW), Taiwan (Yoyo TV) and as YouTube Originals series**
- English/Spanish/Korean dubbing available

Licensed Products



Big Brand Collaborations

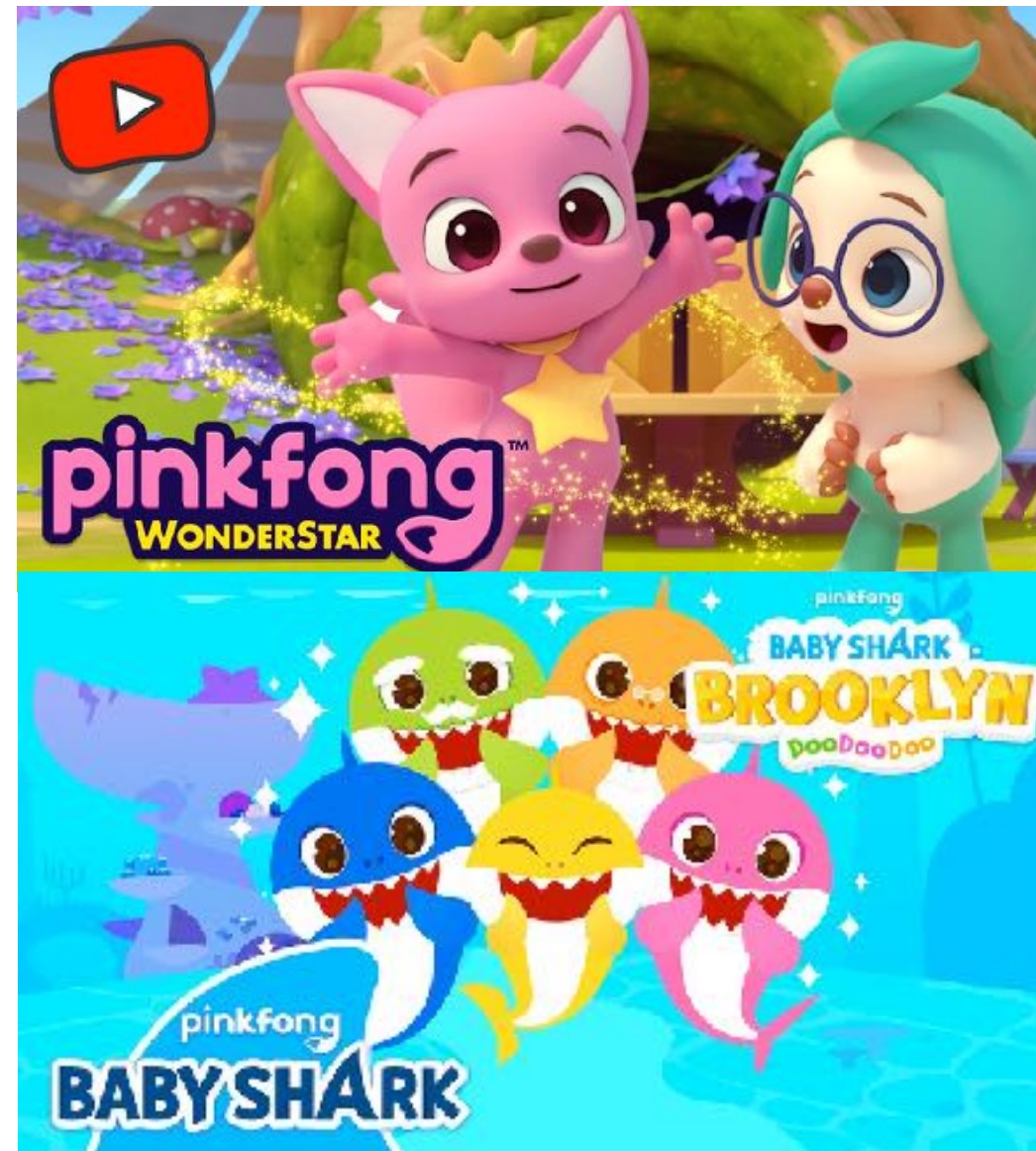


PINKFONG CONTENT



Digital Shorts

**9,000 songs and stories
in 20 languages**



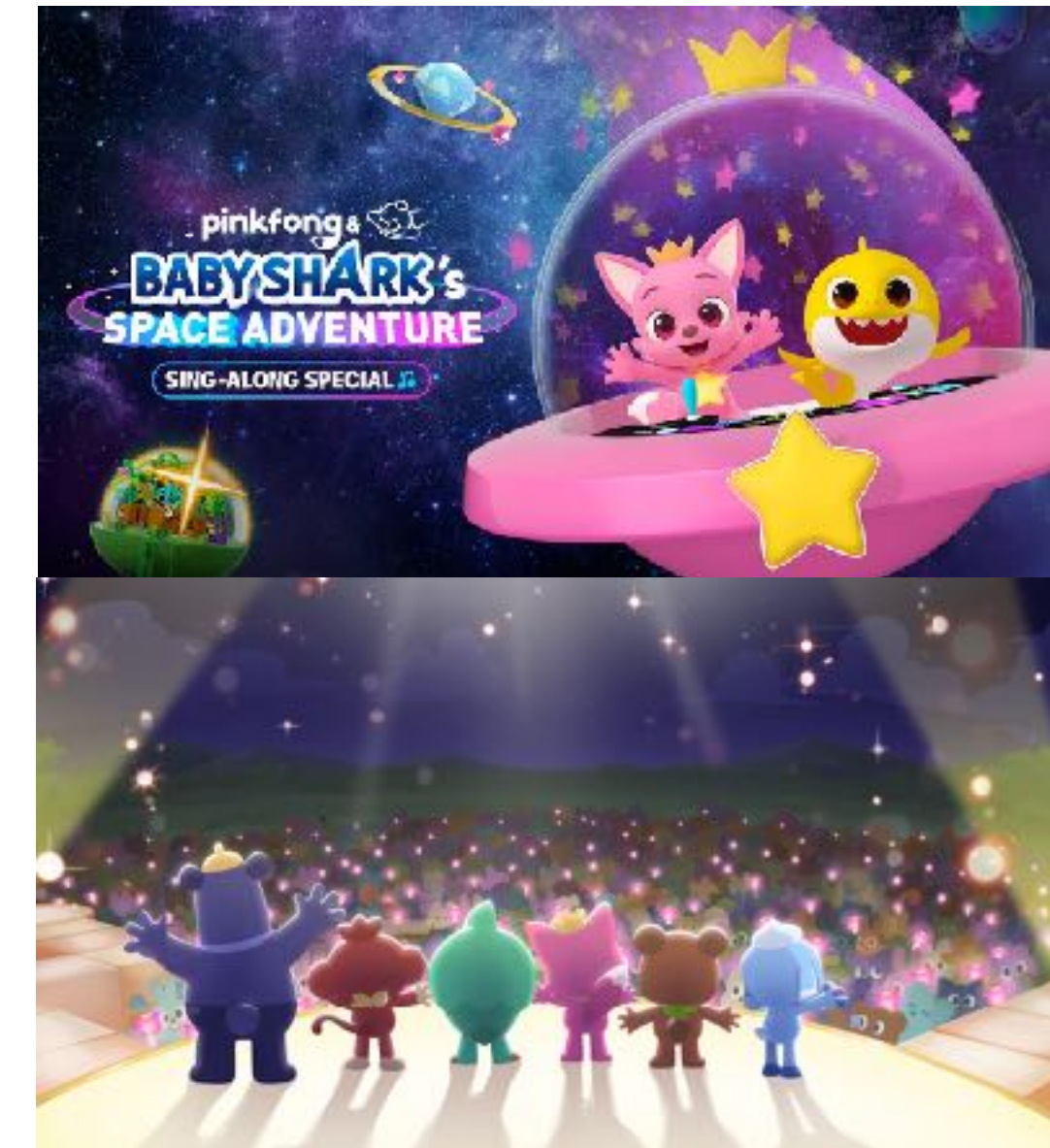
TV Series

Pinkfong Wonderstar Season 1

Part 1: 26eps x 11 mins
Part 2: 26eps x 11 mins

Baby Shark Brooklyn Doo Doo Doo

Season1: 12eps x 11 mins



Movie

Pinkfong Baby Shark's Space Adventure

Premiered in South Korea, Malaysia,
Singapore in Dec 2019 - Feb 2020 (66 mins)

Pinkfong Wonderstar: Sing-Along Concert

(In production)

Global Media Partners

Available on global platforms such as
YouTube, Netflix, Prime Video, Samsung TV+, PlayKids, etc



Contents on air with:

- GLOBAL: Netflix
- US: Roku
- Malaysia: Astro
- Vietnam: HTV3
- Hong Kong: Now TV
- South Korea: KBS
- MENA: Etisalat (Ejunior)



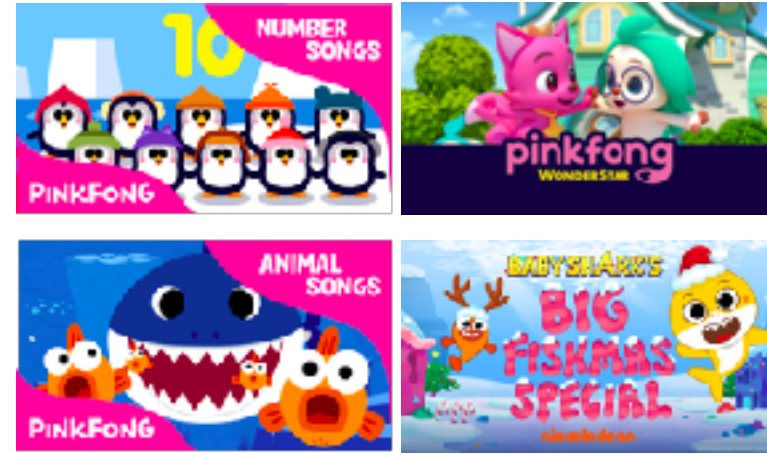
Contents on air with:

- GLOBAL: YouTube Originals
- Malaysia: Astro
- Mexico: Televisa
- MENA: Etisalat

In discussion with:

Key FTA/OTT players
in each country

Partnership Cases



Content Distribution



Pinkfong TV Channel



Co-Production Program



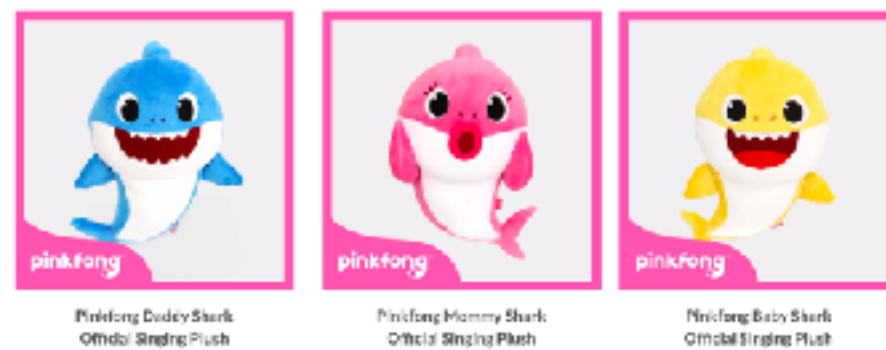
Branded Content



Live Show



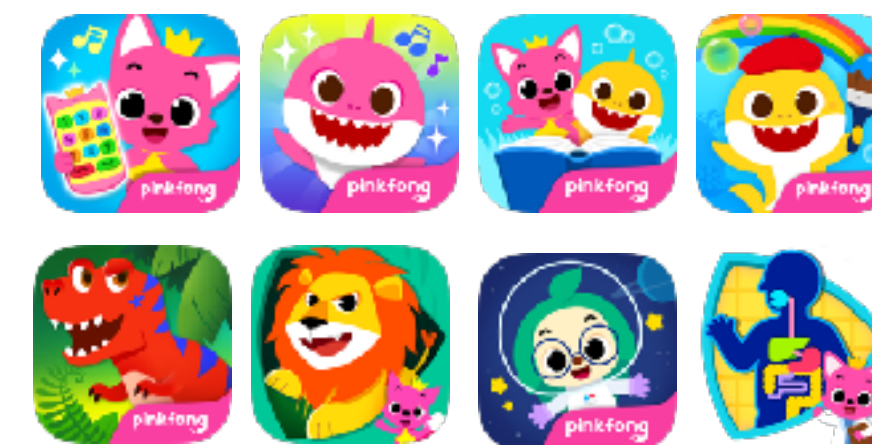
Consumer Products Licensing



MD Distribution



In-Store Display



App Licensing