



Company Name: Smart Study Co., Ltd.
CEO: Min Seok Kim

Establishment Date: June 1st, 2010

Business Type:
Information and communication

Address:
5th floor, Myeongdal-ro, Seocho-gu, Seoul 06668, South Korea

Contact: Hannah Kim | Global Business Team
lilo@smartstudy.co.kr, global_biz@smartstudy.co.kr



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



47 Million
Youtube
Subscribers

250 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 BABY SHARK

#1 most-viewed Video in the history of YouTube

RIAA certification Diamond Award
#BRITcertified 2x Platinum



Original Baby Shark Dance Video

Achievements

8.9 billion views
watched in **236 countries**
in **20 languages**

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 trendiest IP in global licensing industry. Enjoy Baby Shark digital shorts, movies, and games!



Pinkfong Wonderstar

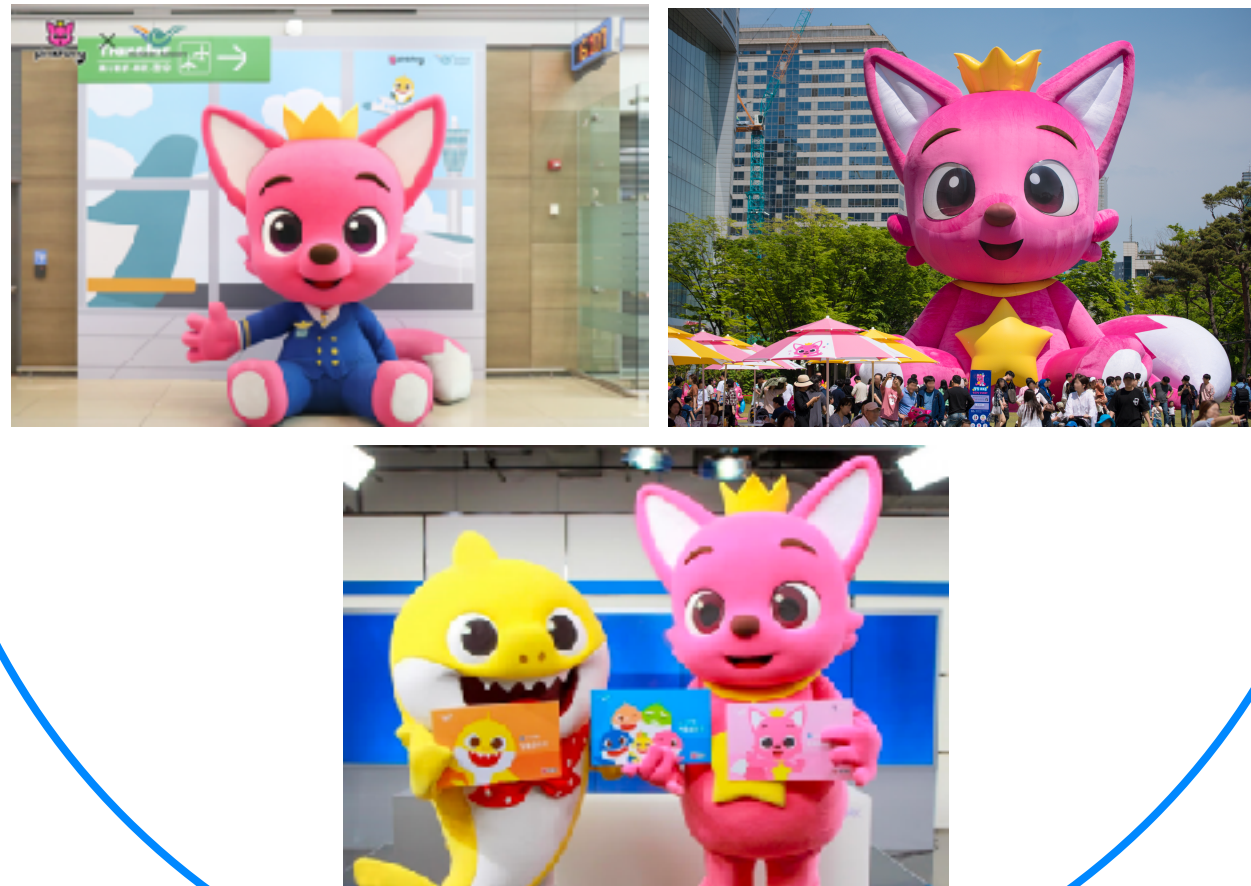
Introducing the original TV series of Pinkfong! Pinkfong and Hogi, a hedgehog and a walking encyclopedia, embark on an adventure to meet new friends in Wonderville.

PINKFONG IP

Pinkfong World

- Pinkfong World represents thousands of kids songs and stories on Pinkfong YouTube.
- Over **4,500 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

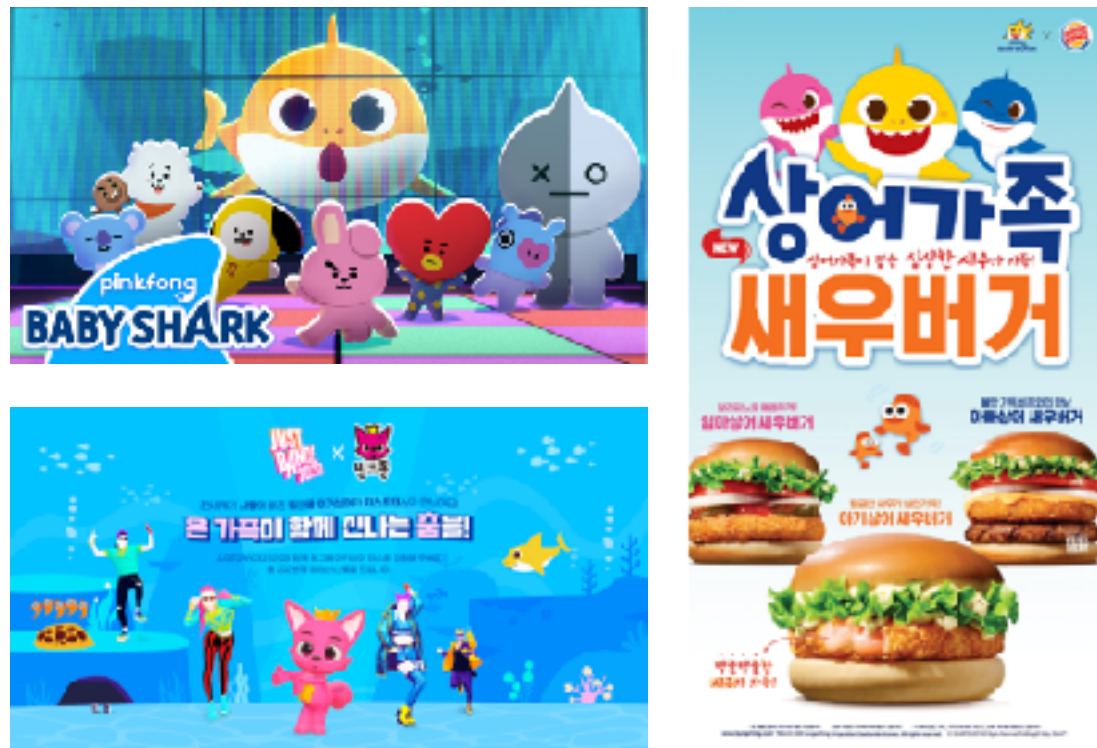


PINKFONG IP

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

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), and as YouTube Originals series**
- English/Spanish/Korean dubbing available.

Licensed Products



Big Brand Collaborations

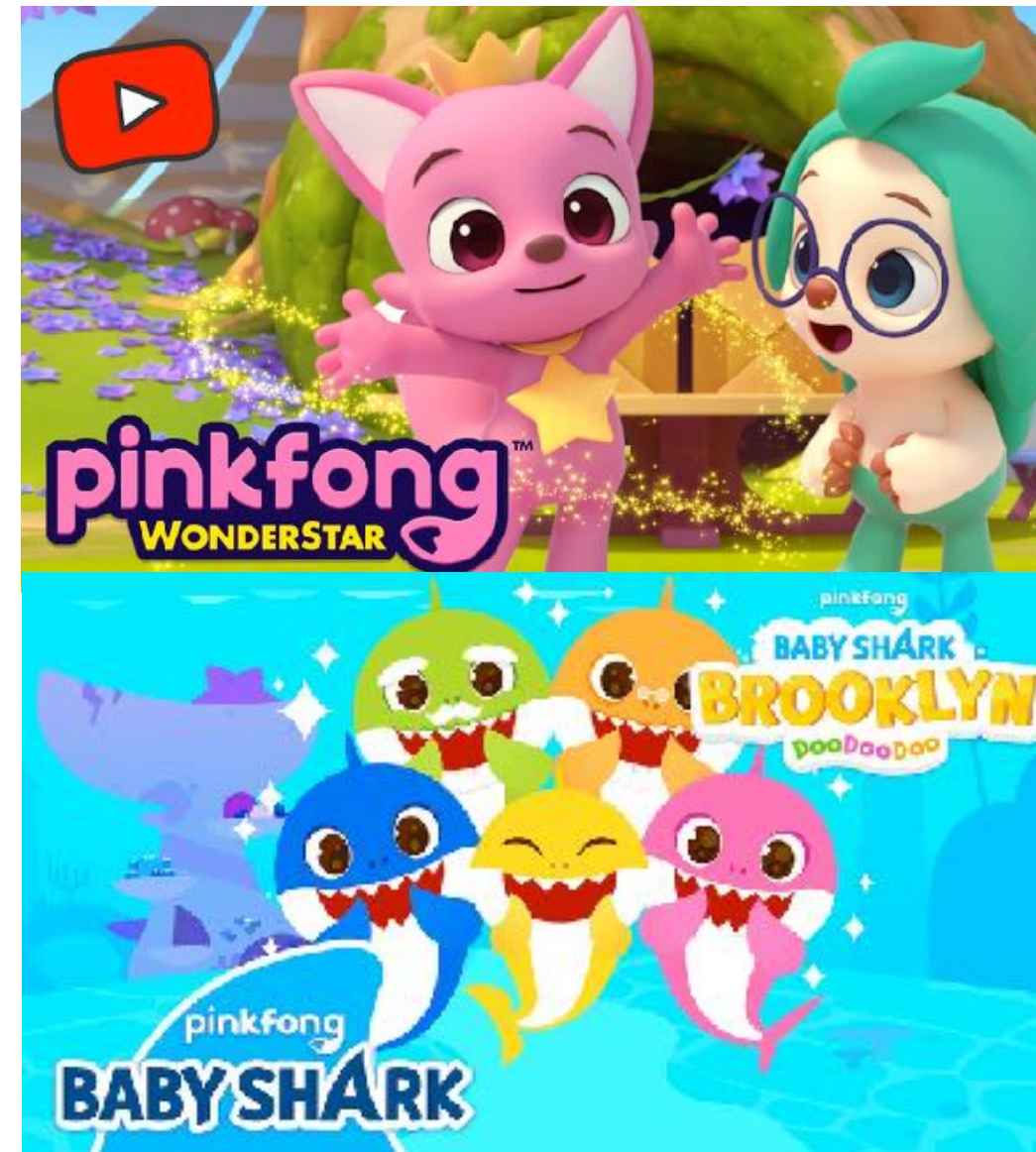


PINKFONG CONTENT



Digital Shorts

**5,000 songs and stories
in 20 languages**



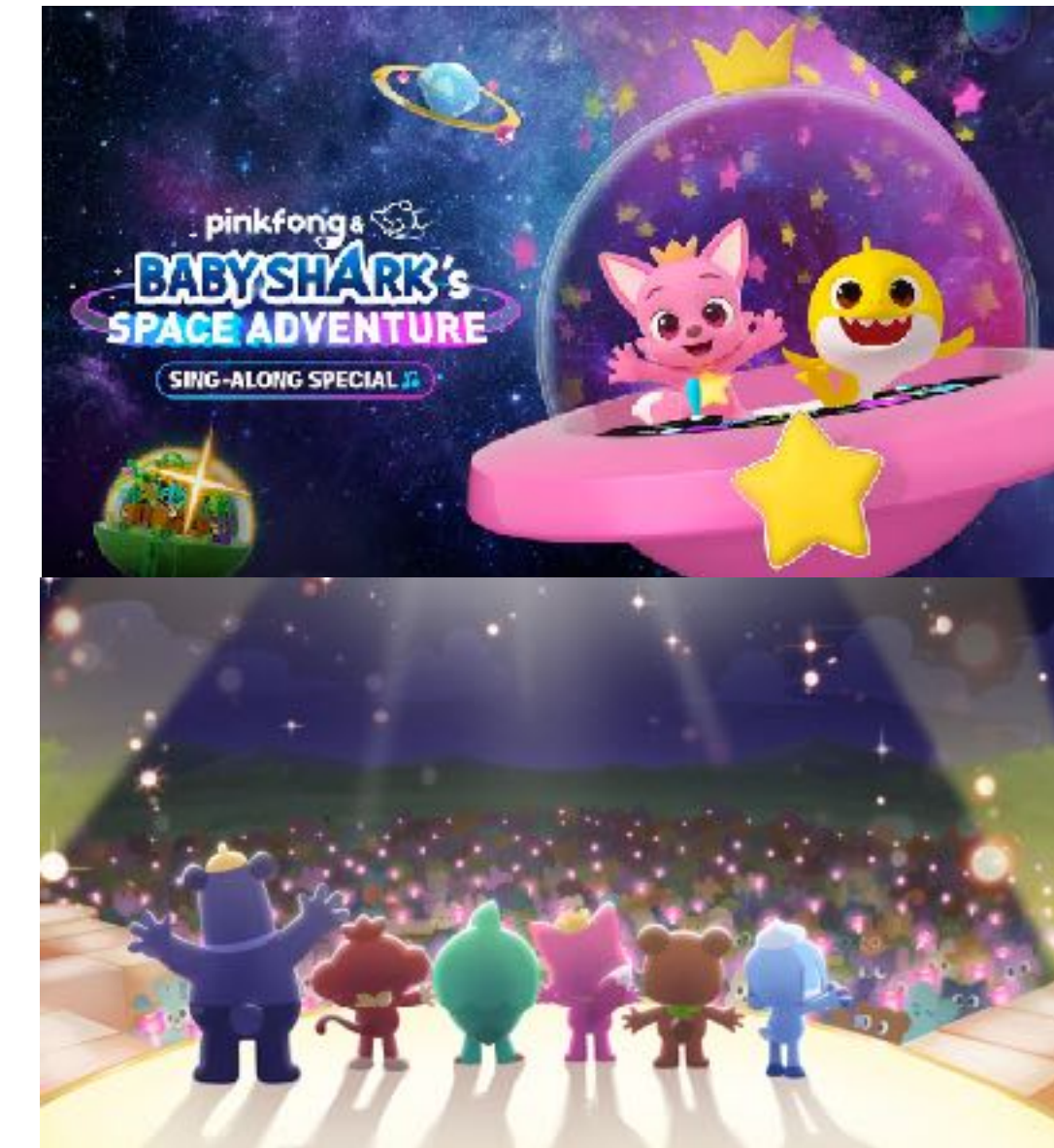
TV Series

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

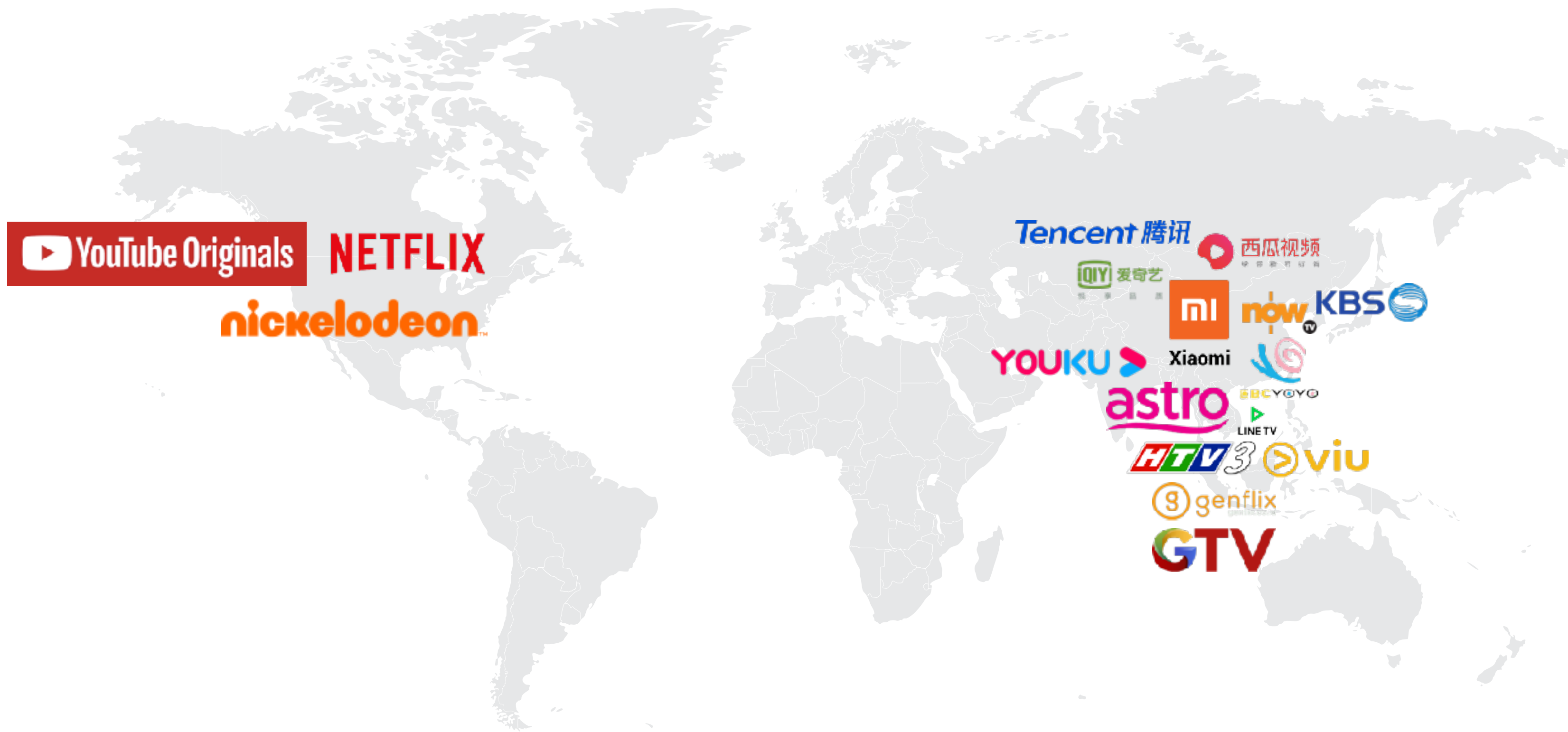
Pinkfong Baby Shark's Space Adventure

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

Pinkfong Wonderstar The Movie

(In production)

Global Media Partners



Contents on air with:

- GLOBAL: Netflix
- Singapore: Viu
- Malaysia: Astro
- Thailand: Line TV, True ID
- Indonesia: GTV, Genflix
- Vietnam: HTV3
- Hong Kong: Now TV, TVB
- South Korea: KBS



Contents on air with:

- GLOBAL: YouTube Originals
- Malaysia: Astro
(Aired in Aug 2020)

In discussion with:

Key FTA/OTT players
in each country

Partnership Cases



Content Distribution



Pinkfong TV Channel



Co-Production Program



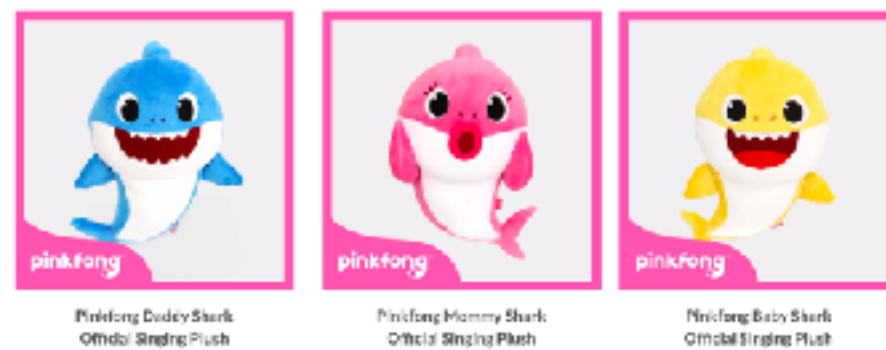
Branded Content



Live Show



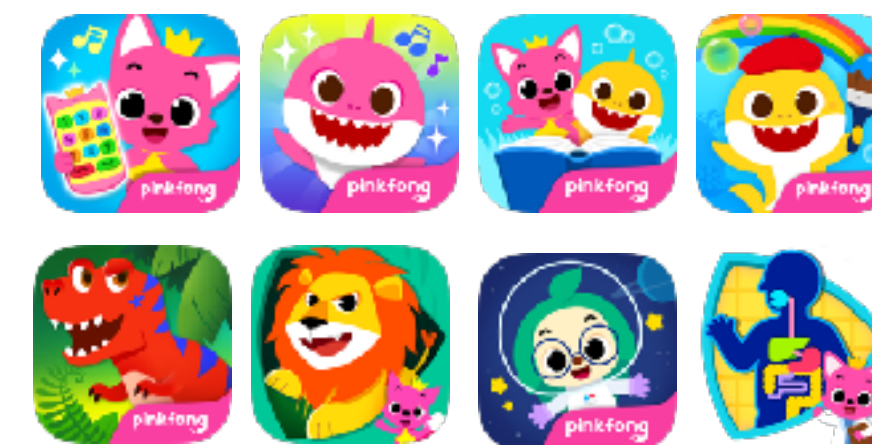
Consumer Products Licensing



MD Distribution



In-Store Display



App Licensing