



# Britain's best loved bear

Helping celebrate treasured moments





### A VERY SPECIAL BEAR

#### The Me to You Brand – Evergreen Cute Property

#### The Me to You Bear

- Launched over 21 years ago on greetings cards
- Now one of the most recognised British brands in the UK
- Unique in design with a very special story...the grey bear with a blue nose

#### The Me to You Success

- Brand worth \$225 million globally
- Over 55 million Me to You cards sold every year
- Over 1 million Tatty Teddy bears sold each year
- Successful licensing program which has been running for over 15 years worth \$85 million in the UK
- Core product categories are Apparel (Ladies and Kids Nightwear and Accessories), Food & Confectionery,
   Personalised, Nursery and Apparel Babywear, Gifts and Greetings Cards

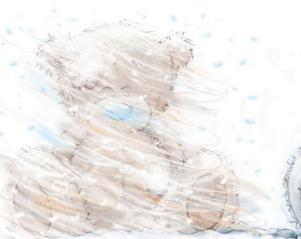


A lovely brown teddy bear had been thrown out (surely by some mistake)

then one cold day it started snowing

the bear got so cold that his fur turned grey \$ his nose turned blue







The strangest thing happened today ... 16 April 19 l was exploring near me Grandmas and found ex of very unusual pegr. the was grey with He was very totty & all his a blue hose 12 Stuffing was falling out as I ran home with him Granny patched him up good as new (ish) with him (ladvised) live He's so so special colled him I've never seen day-Tatty Teddy" -thing like him! 



ME to You - Britain's best loved bear





@metoyou



metoyou.com



- **21 years** of commercial success
- Listed in M&S for 10 consecutive years
- Featured in Clintons for over 20 years
- Since 1995, our most recognisable 'Classic' Tatty Teddy has been created over 21,800 times!

#### Key Brand Activity 2016/17:

AW16 DIGITAL COMMERCIAL

> **NEW CREATIVE** 2018

SS17 PHASE 2 Gift & Plush LAUNCH

> AW17 SIGNATURE EXPANSION

AW17 DIGITAL COMMERCIAL



134K Fans



150K D'base



**8K** Followers

#### **Character Attributes**

Cute

Friendship

Love

Happiness



#### Achievements:



Yr after Yr – Tatty competes and wins against competition

- XCAT secured M'Day & V'Day 17
- No.1 brand on Moonpig for cute
- No.1 character ladies N/W at M&S
- Top selling Xmas15 & 16 PJ Tesco
- Consistently in top 3 character cakes
- Top 5 brand Nightwear
- Top 3 Brand in M&S
- No.1 cute brand in Clintons
- 2016 New Bedding and Food Gifting partners secured



Brand

Britain's Best Loved Bear



How – by getting the bears into peoples hands via our partners and retailers through comps and offers

Top Retailers:

ASDA



Clintons



Me to You is a well known & loved property

86% of purchases of Me to You are for



Adaptable - 50 different bear styles

Creative - 100 Style Guides

Dependable - Proven longevity - A British Evergreen

Skilled in offering point of difference for our partners A multi-channel brand - Fashion, Grocery, Value, Independent,

Online, Specialist





ME to Vou Welcome to the family – new fashion retailers this year











Working with our RETAILERS





## Working with our RETAILERS





### A Broad Breadth of Marketing Support





### liny latty leddy

Me to You - Britain's best loved bear from Birth





@metoyou



metoyou.com



- Me to You has 21 years of commercial success and Tiny is 5 yrs young this year!
- Tiny brand launched in 2011
- Listed in M&S for 5 consecutive years
- Featured in Clintons since 2011

#### Key Brand Activity 2017:

SS17 – NEW M'Day initiative with top retaile

SS17 - Baby Event Key high street grocery retailer

AW17 CBG Bedtime Story marketing campaign

> **AW17 DIGITAL** COMMERCIAL



### Cute









#### mothercare

- XCAT range Matalan
- NEW 2017 trial Mothercare
- M&S baby range +12% on yr
- Top selling brand in Tesco 2016
- Over 35k units Tiny Tatty Teddy books sold in 2016
- Top selling Layette

- Xcat range Dunnes
- Brand LINKS ... Simple & Cheeky Chompers
- No.1 cute brand in Clintons
- 2016 New Bedding partner signed
- Over 750k units of baby apparel sold in 2016



Brand Britain's Best Loved Bear





How – by getting the bears into peoples hands

Yr after Yr – Tatty competes and wins against competiti

via our partners and retailers through comps and offers

#### Top Retailers:



NUFM&G clothing designed for life

M&Co

Clintons

ling is the jewel in our the to You crown











8K



150K D'base

Followers

#### ■ Skills

Adaptable - 8 different bear styles

Creative - 20 Style Guides

Skilled in offering point of difference for our partners

A multi channel brand - Fashion, Grocery, Value, Independent, Online, Specialist

Unisex brand – proven sales on neutrals, girls and boys

Welcome to the family - new retailers this year...





#### **Character Attributes**



Love





My Dinky Bear is the latest adorable character from Me to You.

Created with the young (and young at heart!) in mind, My Dinky

Bear embodies the key values of friendship, imaginative play and
the heartfelt connection of a child and their favourite toy.

- · Novelty hat plush with magnetic paws
- Drawstring bags with kangaroo-style pouches
- Themed sticker packs
- Open birthday and juvenile age cards









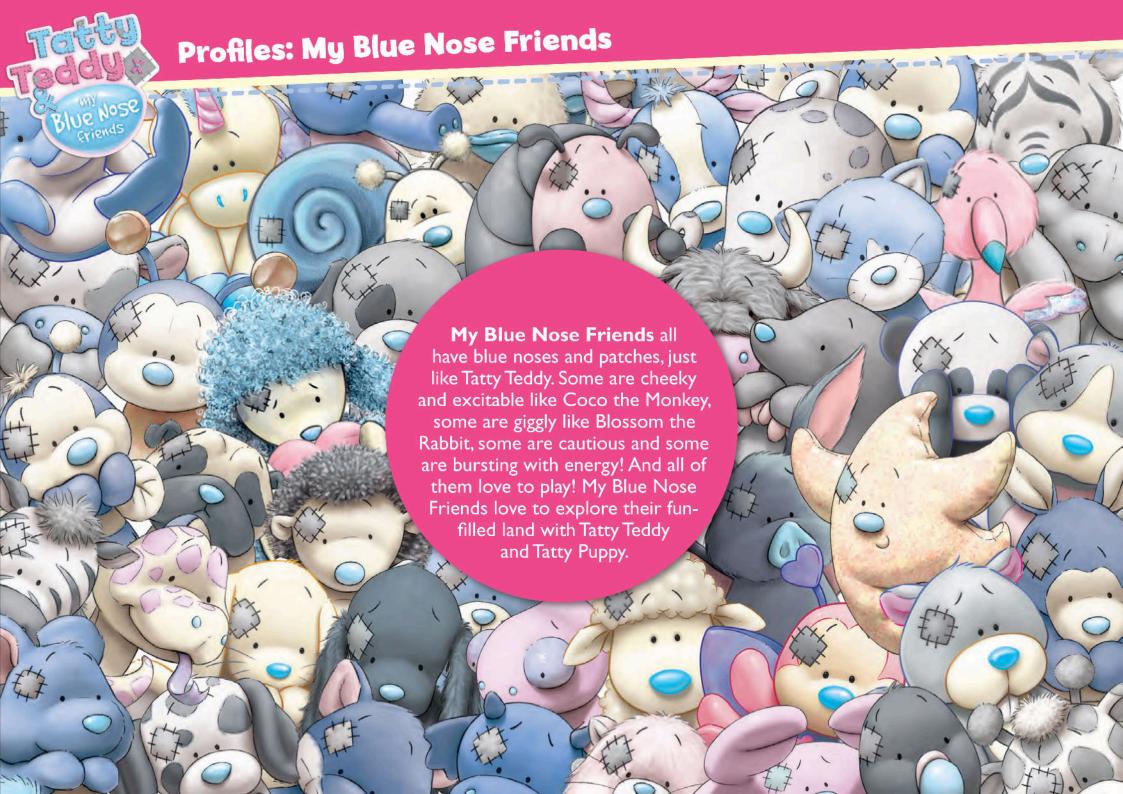
## Target Audience

**Primary Audience:** Girls age 4 – 9

Secondary Audience: Young boys and collectors of 'cute'

		Tiny Tatty Teddy	My Dinky Bear	Me to You (Tatty Teddy)
i	Target Age	0-3	→ 4-9 ←	<b>IO</b> +
	Primary Value	Adorability	Friendship	Love/sentiment
1.1.1	Supporting Values	Parental love Cute Exploration/development	Fun/Play Imagination Cute	Celebration Cute





### Key UK Customers

















**Waitrose** 





John Lewis

home bargains





#### An International Brand & Growing





### International Picture





### RUSSIA & Eastern Europe (US\$ 15M)

- No1 International Territory
- for MTY
- Working through Licensing Agent (Megalicense)
  - 20 Licensees across 10
  - Categories with more to be signed in 2017.
    - Present in most Major Retailers

#### SOUTH AFRICA (US\$ 6.5M)

- No3 International Territory for MTY
- Working through a mix of Licensing Agent (Revolution) and distributors
- Top Categories are Apparel, Stationery and Gifting
- Present in Major Retailers such as (Edgars, Woolworth, Pick N Play, Shoprite, Toys R Us and Cardies)

#### FRANCE & BENELUX (US\$ 1.3M)

- No2 International Territory for MTY
- Working through a mix of Distributors and Licensees.
- Cards and Gifts well established in Benelux and stationery relaunched in 2017
- Launched Apparel in Benelux end of 2016
- Apparel listed in France is Major Retailers (La Redoute, Kiabi, Carrefour, La Halle)

#### **IBERIA**

- Appointed a new Licensing Agent (Biplano) in 2016 to develop the territory.
- Currently in discussion with a plush partner

#### **MIDDLE EAST**

- Established presence of Cards and Gifts in Hallmark
- Recently appointed EWI to develop the territory

#### Germany Austria and Switzerland

- Appointed a new Licensing Agent (AMI) in 2016 to develop the territory.
  - Currently in talk with Woolworth for a DTR

#### CENTRAL AND SOUTH AMERICA US\$1.5M

- Developing the Territory through Licensing Agent KOPA.
- Main Category: Stationery
- New Home Licensees recently signed

#### ITALY

Appointed Panini in 2016 as a distributor.





notice board ...









Bytplast – New Plasticware Licensee signed for Russia and CIS in 2017. Launch surpassed expectations







New Apparel Licensee signed for Benelux



































