Britain’s best loved bear
Helping celebrate treasured moments
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...

I was exploring near Grandma's and found a very unusual bear. He was grey with a blue nose!?

He was very tatty & all his stuffing was falling out as I ran home with him!

Granny patched him up good as new(ish) (I advised).

He's so, so special! I've never seen anything like him! I love him so much!!

(I've called him "Tatty Teddy").
Me to You

The home of Cute

This much loved brand featuring Tatty Teddy, the iconic grey bear with a blue nose is as popular as ever among the card-buying public.

With high quality design, finishes and boards, Me to You has an evergreen appeal covering all sending occasions and captions.

Currently worth over $225m at retail and growing
Tatty Teddy CV
Me to You - Britain’s best loved bear

**Experience**
- **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

**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 Tesla
- 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**
- **TESCO**
- **Clintons**
- **M&S**

**Skills**
- 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

**Character Attributes**
- Cute
- Friendship
- Love
- Happiness

**Me to You** is a well known & loved property

Me to You is a well known & loved property

**THE LICENSING AWARDS 2016 FINALIST**

86% of purchases of Me to You are for females

92% Brand Awareness

8% Fans

6% Fans

8% Followers

Welcome to the family – new fashion retailers this year.

MATALAN  MiCo
What we do

Greetings Cards

Plush

Licensed Products

Gifts
Working with our Retailers

Help Pixifoto find a home for 250 adorable grey bears this winter...

BOOK TODAY FOR A CHANCE TO WIN A Tiny Tatty Teddy

ALL TATTY TEDDY TOYS
Our full range

SHOP NOW

Simple Baby Pure Talc

Tatty Teddy Easter Day April 27

WIN

ICKLE PICLLES

COMPETITION

The first 250 customers to make a photo shoot booking win a Tiny Tatty Teddy. Winners will be notified by email and will be required to collect their Tiny Tatty Teddy at their local store.

Each booking is entitled to a HALF PRICE PHOTO SHOOT PLUS £25 OFF ANY COLLECTION!

WIN

Bliss

Proudly supporting Bliss

nct

ALWAYS BETTER VALUE

DUNNES

LauraCYMFT • Apr 27

I'm loving the new clothing range from @Me_to_You available at @MorrisonS. Think I'll need to get some for my new niece! #TinyTattyTeddy

OfficialMeToYou • Jul 19, 2016

Photo by Tiny Tatty Teddy™ - 1,168 Likes

I've got some exciting news for you all... We've got a Tiny Tatty Teddy™ competition coming up very soon. Watch this space for details.

Official Me To You • Jul 19, 2016

Photo by Tiny Tatty Teddy™ - 1,396 Likes

Taking the lovely new outfits we have on display in our baby clothes section.

COMMERCIAL PHOTOGRAPHY

Photo Shoot Website

Photo Shoot Website

Photo Shoot Website

Photo Shoot Website

Photo Shoot Website

Photo Shoot Website
A Broad Breadth of Marketing Support

A living character brand

- Social Media
- Mobile
- Website
- PR
- Digital Marketing
- Charity Partnerships
- Live Events
- Retail Days
A unique little bear with a blue nose and a warm heart

Instantly recognisable with his grey fur and blue nose, Carte Blanche introduced its baby range in 2011, with the launch of tiny tatty teddy. This wonderfully cute and engaging nursery proposition, offers flexibility of ‘on-trend’ designs with classic appeal.

Recent activity includes:

- AW17 had a best performing range in a baby event for a key grocery retailer
- Brand partnership with Unilever selling over 2 million ‘Simple’ products so far this year
Tiny Tatty Teddy CV
Me to You - Britain's best loved bear from Birth

Experience:
- 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 retailer
SS17 – Baby Event
Key high street grocery retailer
AW17 CBG Bedtime Story marketing campaign
AW17 DIGITAL COMMERCIAL

Achievements:
- Yr after Yr – Tatty competes and wins against competition
- 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

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:
- 8% Tiny is the jewel in our Me to You crown
- 92% Brand Awareness

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...

Matalan, M&Co, Dunnes Stores, Mothercare

Character Attributes:
- Cute
- Softy
- Love
- Baby
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’

<table>
<thead>
<tr>
<th></th>
<th>Tiny Tatty Teddy</th>
<th>My Dinky Bear</th>
<th>Me to You (Tatty Teddy)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target Age</strong></td>
<td>0-3</td>
<td>4-9</td>
<td>10+</td>
</tr>
<tr>
<td><strong>Primary Value</strong></td>
<td>Adorability</td>
<td>Friendship</td>
<td>Love/sentiment</td>
</tr>
<tr>
<td><strong>Supporting Values</strong></td>
<td>Parental love Cute Exploration/development</td>
<td>Fun/Play Imagination Cute</td>
<td>Celebration Cute</td>
</tr>
</tbody>
</table>
My Blue Nose Friends all have blue noses and patches, just like Tatty Teddy. Some are cheeky and excitable like Coco the Monkey, some are giggly like Blossom the Rabbit, some are cautious and some are bursting with energy! And all of them love to play! My Blue Nose Friends love to explore their fun-filled land with Tatty Teddy and Tatty Puppy.
Key UK Customers

M&S, TESCO, Clintons, moonpig.com, Argos, ASDA, Amazon, Sainsbury's, Waitrose, John Lewis, Boots, b&m, home bargains.
Me to You is sold in 60 countries within 125+ International Retailer Chains

- **Belgium**: Highest brand awareness of all international markets
- **Norway & Sweden**: One of the most important markets outside of the UK
- **France**: Re-launching the brand with business-class partners
- **Netherlands**: Me to You in the top 3 gifting brands
- **Middle East & North Africa**: Fastest growing International market
- **South Africa**: Me to You as an established brand across multiple categories
- **Australia**: Established 2012, managing licensing cards & gifting
- **Russia**: No. 1 International market
- **Hong Kong**: Local sourcing facility
- **Singapore**: The largest Far East market
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)

CENTRAL AND SOUTH AMERICA US$1.5M
- Developing the Territory through Licensing Agent KOPA.
- Main Category: Stationery
- New Home Licensees recently signed

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

ITALY
- Appointed Panini in 2016 as a distributor.

Germany Austria and Switzerland
- Appointed a new Licensing Agent (AMI) in 2016 to develop the territory.
- Currently in talk with Woolworth for a DTR
Me to You event in Galleria – May 17
Over 5000 visitors

New Plasticware Licensee signed for Colombia

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

New Chinese Licensing Agent to be signed

The Cookie Company merchandising the magic
New Apparel Licensee signed for Benelux

Greetz Launched Hotchpotch cards Aug 17

Leonardo – New DTR signed for Russia and CIS in 2017 on Craft

New Distributor signed in Ukraine
Dream Share Love
LOOK TO THE STARS

YOU ARE MY MOON & STARS

DREAM WITH ME

Dream chaser
Love creates Magic when you give it away.
How many ducks can you see?