

CONFIDENTIAL



Introducing...
Robocar POLI



ROI Visual

- Since 2011, ROI VISUAL has been developing, producing and distributing children's animation properties including Woobi Boy, Chiro and Friends, Inner Ranger, and Robocar POLI around the world.
- Based in Korea, ROI Visual connects with all of the top global media groups delivering content around the world and has expanded its scope to include toy distribution and publishing.



ROBOCAR POLI

- A leading pre-school property Robocar POLI is a creative animation co-produced by ROI VISUAL and EBS (Educational Broadcasting System).
 - Since its first broadcast in February 2011, this global star animation has been broadcasted in 144 countries in 35 languages.
 - More than 30+ media partners
- 11.0 Million subscribers on You Tube
 - 14.7 Billion views
- **Now is the time to join the force as The Brand Liaison seeks to expand the brand through North America licensing initiatives...**



Overview

- **Title:** Robocar POLI
- **Genre:** TV series (Edutainment)
- **Episodes:** 11 minutes X 26 episodes X 4 seasons
- **Format:** HD 3D Animation
- **Target age:** Children aged 3 to 5



Synopsis: In Brooms Town, a small town with a capable rescue team, there are always accidents such as a car sliding off a cliff in the rain, a car crash, or a child locked in a firehouse. In every episode, the town's rescue team saves characters from trouble. At the end of each episode, the rescue team saves the characters who are in danger, as well as the audience.

With Robocar POLI, children enjoy valuable lessons for their emotional development such as love, friendship, trust, forgiveness, and consideration as well as their cognitive and moral growth.



RoboCar Poli Sizzle Reel

[click image to open in browser](#)

Meet the Robocar POLI Characters

TRANSFORMING ROBOCAR RESCUE TEAM



- **Poli** is a blue and white police car. Poli boasts the fastest top speed. He leads the rescue team and protects the village from various dangers, taking responsibility for traffic safety.



- **Amber** is a pink and white ambulance van. Wise and clever, Amber provides clues to solutions in situations using her ample knowledge and quick judgment when the rescue team is in trouble.



- **Roy** is a red and yellow fire truck. Roy is very big and strong. He calmly and reliably solves problems in any rescue situation and is responsible for fire and electrical safety problems in the village.



- **Helly** is a green and yellow helicopter flying through the sky. Armed with a positive and quick-witted personality, he livens up the entire rescue team. He is supposedly the youngest member of the Brooms Town Rescue Team.

Unlimited Content

- Over 100 Episodes in first 4 seasons (11 mins)
- Season 5 to be released on Netflix in Q3 2023 and extend to other platforms in 2024 including HULU
- Season 6 is currently in development
- Safety Videos
 - Traffic Safety with Poli 5 minx x 26 episodes
 - Fire Safety with Roy 5 mins. X 26 episodes
 - Daily Safety with Amber 5 mins x 26 episodes
- SongSong Museum 5 mins x 26 episodes
 - Music themed animation for children to learn popular nursery rhymes with the Robocar POLI rescue team
- Special Movie streaming Q3 2023
- 200 YouTube Toy Videos

ROBOCAR POLI is available on the TOP 3 Digital Media Platforms in US



- In addition to dozens of leading platforms around the world, in the USA, Robocar POLI is available on the top 3 Digital Media Platforms: YouTube, Netflix and Amazon Prime.
- Over-the-top video viewers exceeded 217 million in 2022 in the US alone
- In fact, Robocar POLI streaming on YouTube has garnered **over 11 million subscribers** worldwide with over 6.58 million in the US alone – setting Robocar POLI among the top pre-school series and consumer products properties such as Paw Patrol!

Subscriber Comparison



Robocar Poli TV
6.58 subscribers



Paw Patrol Official & Friends
7.23 subscribers

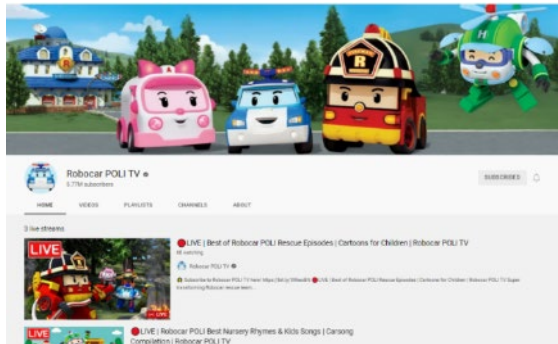


Super Wings TV
3.09 subscribers





▼ Robocar POLI on YouTube



- 11 Million Total Subscribers across 19 official channels
- 6.1 Billion Views in Total
- 6.58 Million subscribers from US channel
- 60 Million Monthly Views
- 10 million subscribers expected by 2024



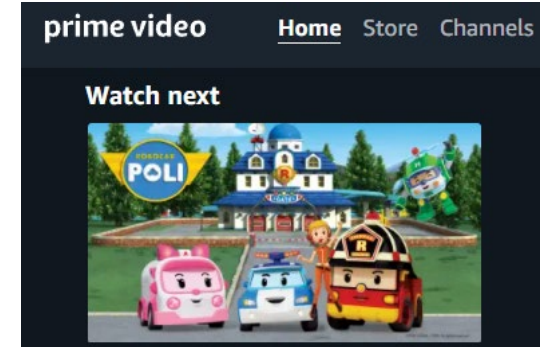
▼ Robocar POLI on NETFLIX



- Initial air date February 2017
- Robocar POLI Season 1, 2, 3, & 4 currently streaming
- Season 5 releasing Q3 2023
- Safety series and SongSong Museum will be streaming in Q2 & Q3 2023
- New special movie to stream in Q3 2023
- 170 million views in 2022



▼ Robocar POLI on Amazon Prime Video



- Initial air date January, 2022
- Robocar POLI Season 1, 2, 3, & 4 currently streaming
- Season 5 coming in 2024
- Safety series will be streaming in Q2 & Q3 2023
- 115 million views in 2022



More than **200 Robocar POLI Toy Videos** available on YouTube

These YouTube Original Content will boost up the growth!

Music Video



POLI in Real Life



Original Story



Unboxing



Education



Shorts



Signed **AVOD/FAST** distribution deals in the **USA, CANADA, LATAM, EU, Australia, New Zealand, India, Japan and S. Korea!**

► **Content**

- Robocar POLI S1 - S4, Safety Series, and SongSong Museum

► **Platform**

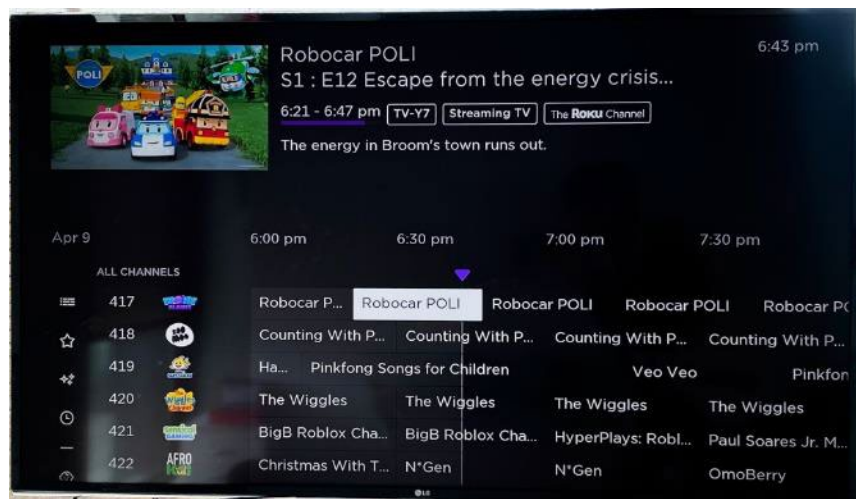
- Released in first half of 2023



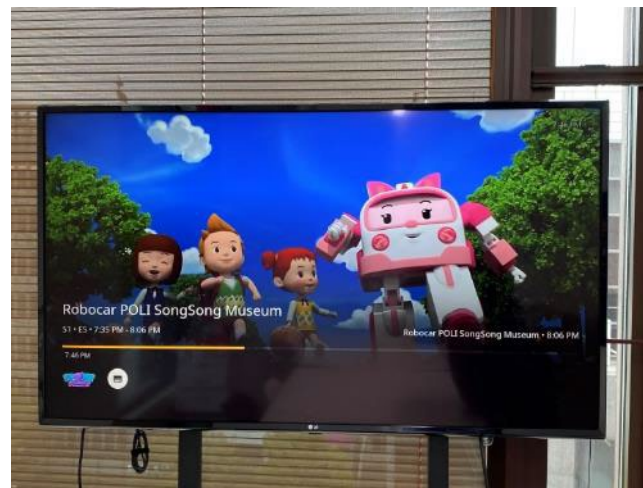
- Coming Soon



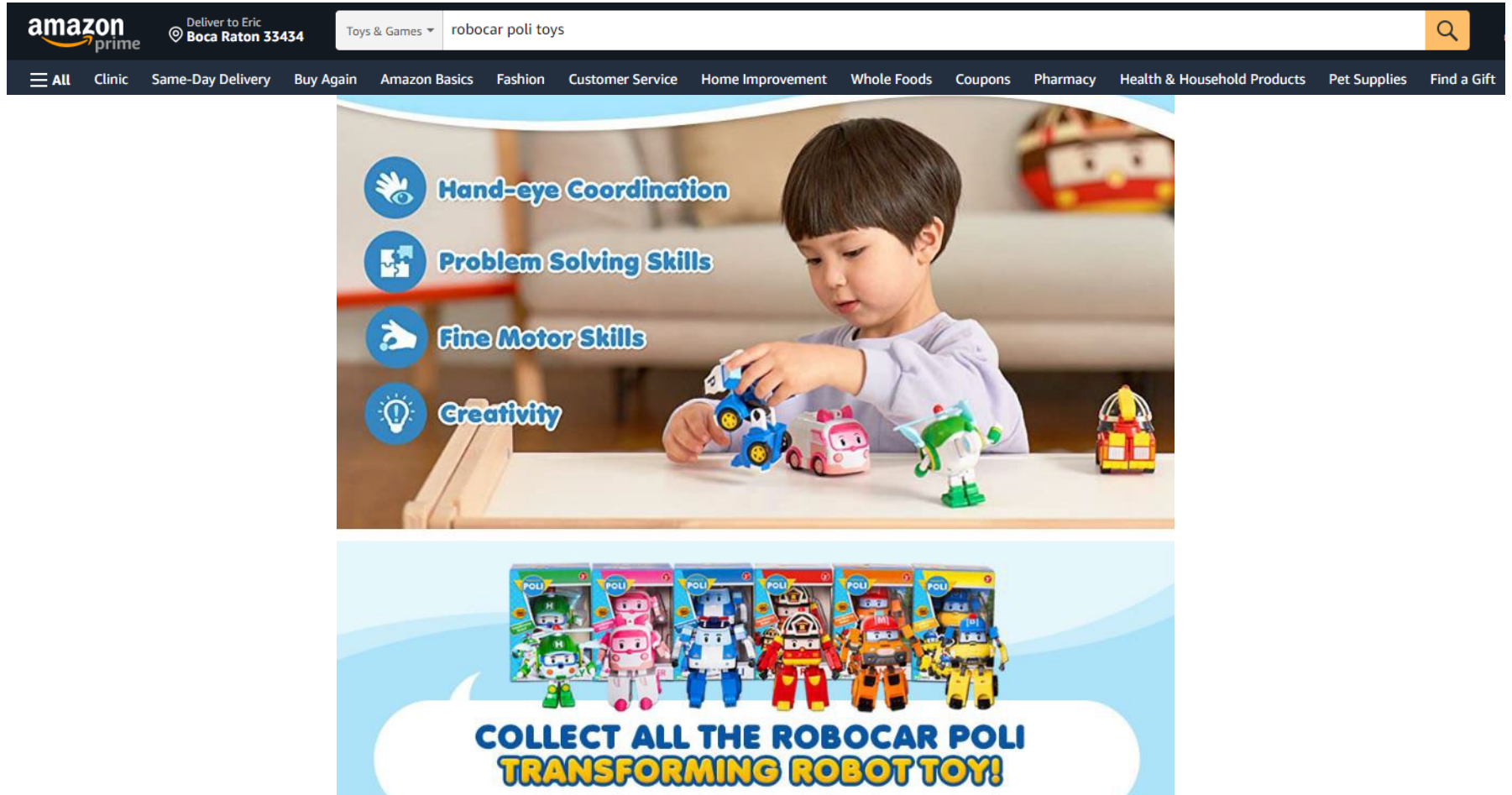
- Robocar POLI on **The Roku Channel**



- Robocar POLI on **Plex**



Robocar POLI has an Official Brand Store on [Amazon.com](https://www.amazon.com) Which launched in February 2021 featuring toys and publishing.



The image shows a screenshot of the Amazon.com product page for Robocar POLI toys. The top navigation bar includes the Amazon Prime logo, delivery location (Boca Raton 33434), and a search bar with the text "robocar poli toys". Below the navigation bar, there are several category links: All, Clinic, Same-Day Delivery, Buy Again, Amazon Basics, Fashion, Customer Service, Home Improvement, Whole Foods, Coupons, Pharmacy, Health & Household Products, Pet Supplies, and Find a Gift.

The main content area features a large image of a young child playing with Robocar POLI toys. To the left of the child, there are four circular icons with text labels: "Hand-eye Coordination" (with a hand icon), "Problem Solving Skills" (with a puzzle piece icon), "Fine Motor Skills" (with a hand icon), and "Creativity" (with a lightbulb icon). Below the child's image, there is a row of six Robocar POLI toy boxes, each showing a different character. At the bottom of the image, there is a blue banner with the text "COLLECT ALL THE ROBOCAR POLI TRANSFORMING ROBOT TOY!" in bold, yellow and white letters.

License Categories Available:

1. Toys, Puzzles, Plush and Games
2. Publishing, Books, Activity Books
3. Apparel, Tee's, Pajamas, Underwear
4. Cold Weather Accessories, Sunglasses, Socks, Footwear
5. Backpacks, Bags, Luggage
6. Stationery, Note Pads, Journals
7. Bedding and Room Decor
8. Gift and Novelty, Souvenir
9. Health and Beauty Aids (HBA)
10. Party Goods
11. Outdoor and Seasonal Products
12. Food & Beverages



For Licensing Inquiries:

THE B[®]AND LIAISON

OPENING DOORS. CLOSING DEALS.

Steven Heller

561-302-7838
Steven@TheBrandLiaison.com

Elisa A. Gangl

646-321-1155
Elisa@TheBrandLiaison.com

www.TheBrandLiaison.com

Addendum 1: MEXICO

Local Media

Selected by Most Powerful Media Groups in Latin America!

No.1 Media Group in Brazil



- Since February, 2022
- Robocar POLI Season 1
- Robocar POLI Season 2
- Robocar POLI Season 3
- Robocar POLI Season 4

No.1 Media Group in Mexico








- Since February, 2022
- Robocar POLI Season 1
- Robocar POLI Season 2
- Robocar POLI Season 3
- Robocar POLI Season 4

YouTube **Robocar POLI Spanish Channel**

Robocar POLI TV Español is
A leading Spanish YouTube channels for Children

▼ Most Watched Contents

	Title	Views
	No te asustes de tus amigos. Robocar POLI TV español	26,649,958
	🎃 Halloween 🎃 🎵 Happy Halloween Canciones en inglés Robocar POLI TV español	16,177,597
	Lávate limpio por favor. Robocar POLI TV español	15,481,095
	Mejor colección de episodios Robocar POLI TV español	14,286,130
	🎃 Halloween 🎃 🎵 Colección de canciones de Halloween 🎵 Canciones en inglés Robocar POLI TV español	10,414,258

▼ Key Performances

More than **249 Million** Views in Total
More than **3.3 Million** Monthly Views
More than **632,000** Subscribers

▼ Subscribers Comparison



Robocar POLI español
632K subscribers



Super Wings Español Latino TV
660K subscribers



YouTube Performances from Mexico



Mexico is the best performance country of
Robocar POLI TV Español

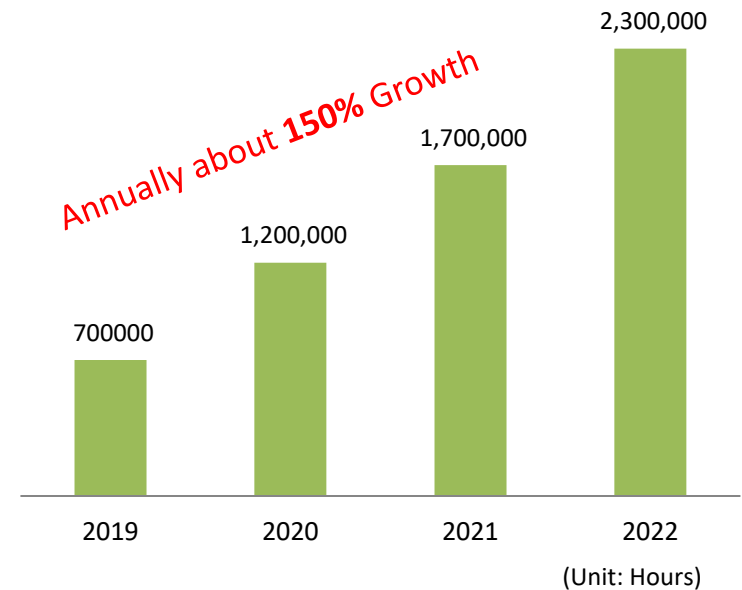
▼ 10 Most Watched Countries of Robocar POLI TV español

- 1 **Mexico**
- 2 Argentina
- 3 Colombia
- 4 Ecuador
- 5 Peru
- 6 Spain
- 7 United States
- 8 Chile
- 9 Dominican Republic
- 10 Paraguay

▼ 10 Most Subscribed Countries of Robocar POLI TV español

- 1 **Mexico**
- 2 Indonesia
- 3 Vietnam
- 4 Argentina
- 5 India
- 6 Ecuador
- 7 Colombia
- 8 United States
- 9 Brazil
- 10 Peru

Robocar POLI YouTube Watching Time in Mexico



Addendum 2: TOY PRODUCT INSPIRATION

CONFIDENTIAL



ROBOCAR POLI TOY SAMPLES





CARRY CASE &
TRANSFORMING POLI
83072



CARRY CASE &
TRANSFORMING ROY
83073



POLI



MINI TRANSFORMING
ROBOT
83050



AMBER



HELLY



ROY

Poli

TOYS FOR EU MARKET



CARRY CASE &
TRANSFORMING AMBER
83074



CARGO STATION
PLAYSET
83083

FOLLOW ME POLI
SMART CONTROL
83080



ROY



TRANSFORMING
ROBOT WITH
LIGHTING
83092



POLI



AMBER



HELLY

TOYS FOR EU MARKET



DIE-CAST
ROY
MRT-0601



DIE-CAST
MARK
MRT-0604



DIE-CAST
AMBER
MRT-0602



DIE-CAST
BUCKY
MRT-0605



DIE-CAST
POLI
MRT-0600

DIE-CAST
HELLY
MRT-0603

TOYS FOR EU MARKET



**DIE-CAST
MAX
MRT-0609**



**DIE-CAST
SPOOKY
MRT-0611**



**DIE-CAST
POKE
MRT-0607**



**DIE-CAST
BRUNER
MRT-0608**



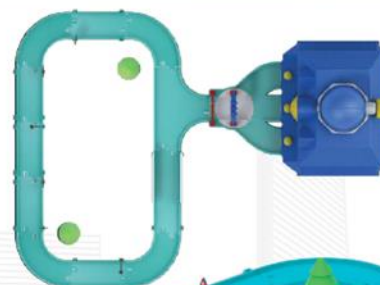
**DIE-CAST
DUMP
MRT-0606**

**DIE-CAST
SCHOOL B
MRT-0610**

TOYS FOR EU MARKET



CARRYING CASE-SCHOOL BUS
83148



HEADQUARTER
PLAYSET
83156



RECYCLE
PLAYSET
83155



HELLY



POLI



ROY



AMBER



4" TRANSFORMING
ROBOT
83158

TOYS FOR EU MARKET



ROY



SPEEDY RACER
83183



AMBER



ROY



POLI

R/C RACER
83196



AMBER



HELLY



POLI



SPEEDY RACER
(3PCS IN TUBE)
83197



TRANSFORMING HEADQUARTER
83304



TOYS FOR EU MARKET



CAREY CARRIER
83361



CAREY CARRIER
SOUND & LIGHT
83359



RC
TRANSFORMING
ROBOT
83185



GEAR UP SERIES



POLI MOBILE
HEADQUARTER
83377



POLI
83392



ROY
83394



AMBER
83393



TOYS FOR EU MARKET



POLI DIVING



POLI SPACE



POLI ACTION PACK
83378



ROY SPACE



POLI SUPER FIREMAN



HELLY



POLI



AMBER



ROY

4" TRANSFORMING ROBOT
83382



BUCKY



MARK



POACHER

TOYS FOR EU MARKET



DIY CAR 12 SET



POLI



ROY



AMBER



MARK



DIY CAR 6 SET



BUCKY

VENDING MACHINE S



POLI



ROY



AMBER

2022 2Q TOP 20 TOYS in AISA market

1	Transforming Robot 4inch (POLI)
2	Transforming Robot 4inch (ROY)
3	DIY CAR POLI
4	Transforming Robot 4inch (AMBER)
5	DIY CAR ROY
6	Transforming Robot 4inch (HELLY)
7	MINI TRANSFORMING ROBOT - POLI
8	DIY CAR AMBER
9	MINI TRANSFORMING ROBOT - ROY
10	DIE-CAST POLI
11	Transforming Robot 4inch (MARK)
12	Transforming Robot 4inch (BUCKY)
13	MINI TRANSFORMING ROBOT - AMBER
14	CARRY CASE & TRANSFORMING POLI
15	DIE-CAST ROY
16	DIY CAR HELLY
17	RC TRANSFORMING ROBOT
18	TRANSFORMING ROBOT WITH LIGHTING - POLI
19	TRANSFORMING ROBOT WITH LIGHTING - AMBER
20	Popup rescue center

Addendum 3: MORE PRODUCTS & INSPIRATION

CONFIDENTIAL



Robocar POLI Merchandising Business Overview





ROI VISUAL



Toy Planning·Producing

ROI VISUAL toys are planned and produced by global partnership.

28,671,318 pcs

TOTAL SALES OF MASTER TOY

Licensing

More than 2,000 kinds of licensing products are released to 35 countries every year.

100,000,000 pcs

Per year

- TOY



ROI TOYS is our original toy brand
producing Robocar POLI's best-selling toy products



- F&B

**Kinder
wellcare**

We launched 'Kinderwellcare' brand specializing in children's health functional food in February, 2023.

- ▼ Probiotics



- ▼ Chewable Multi-vitamin



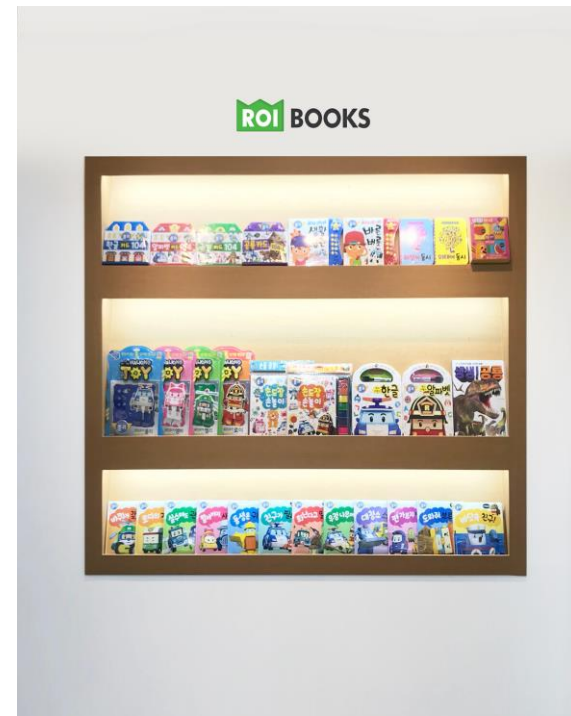
- ▼ Immunity Care Jelly



- Publishing

ROI BOOKS

ROI BOOKS have produced more than 270 original publications Since December, 2014.



Licensed Products – F&B



Licensed Products – Apparel



Licensed Products – Accessories



Licensed Products - Publishing

SALANI  EDITORE

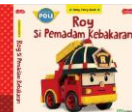


EGMONT

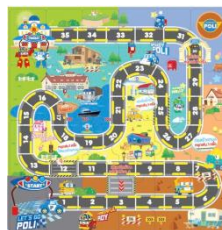
We bring stories to life



Gründ



Licensed Products - Puzzle & Boardgames



Licensed Products – Local Toy



Licensed Products - Vehicles, Outdoor



16" (BAN 3.0)MZ-2266 MAZARA



Licensed Products - Kitchenware



Licensed Products – ETC.

