



COMPANY PROFILE



ICONIX

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ABOUT ICONIX



COMPANY NAME

ICONIX CO., LTD.

CEO

CHOI JONG-IL

ESTABLISHED

SEPTEMBER 25TH 2001

ADDRESS

64 PANGYO-RO, 255-GIL, BUNDANG-GU, SEONGNAM-SI,
GYEONGGI-DO, 463-400, KOREA

ICONIX



ICONIX MEDIA

Kids contents specialized
Broadcaster



MORIN

Skin-care, Health-care
product
Production and Sales



Earnest F&B

Food and Beverage
Production and Sales



PORORO PARK

Kids' themed park Business



PLACEONE

TAYOKids-café Franchise
Business



STUDIA GALE

Animation Production



Beijing Chuangli Media

China' s Contents License Business



PT.ICONIX ASIA PACIFIC

Indonesia' s local contents
Business



ICONIX (WEIHAI) COMMERCIAL MANAGEMENT

Product distribution of China
territory

HISTORY

GROWTH



MICHEL (2003)



RESTOL (1999)



PORORO (2003)
THE LITTLE PENGUIN



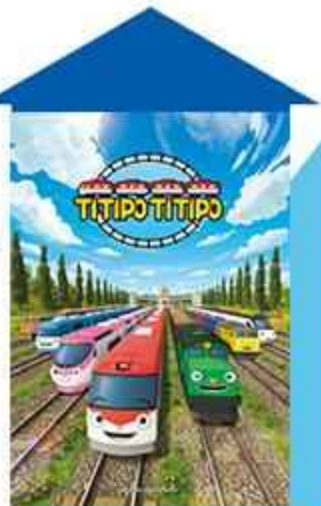
CHIRO (2007) Z RANGERS (2008)



TAYO (2010)
THE LITTLE BUS



ART ODYSSEY (2011)



TITIPO TITIPO (2018)



STONEAGE (2017)



FLOWERING HEART (2016)



NEW ANIMATIONS

(2022) TITIPO TITIPO SEASON 3

(2021) TAYO SEASON 6

(2020) PORORO SEASON 7

(2020) TAYO AND LITTLE WIZARDS

(2020) PORORO AND FAIRYTALES

TIME

BUSINESS SCHEME

NOW ICONIX

210 Number of employees

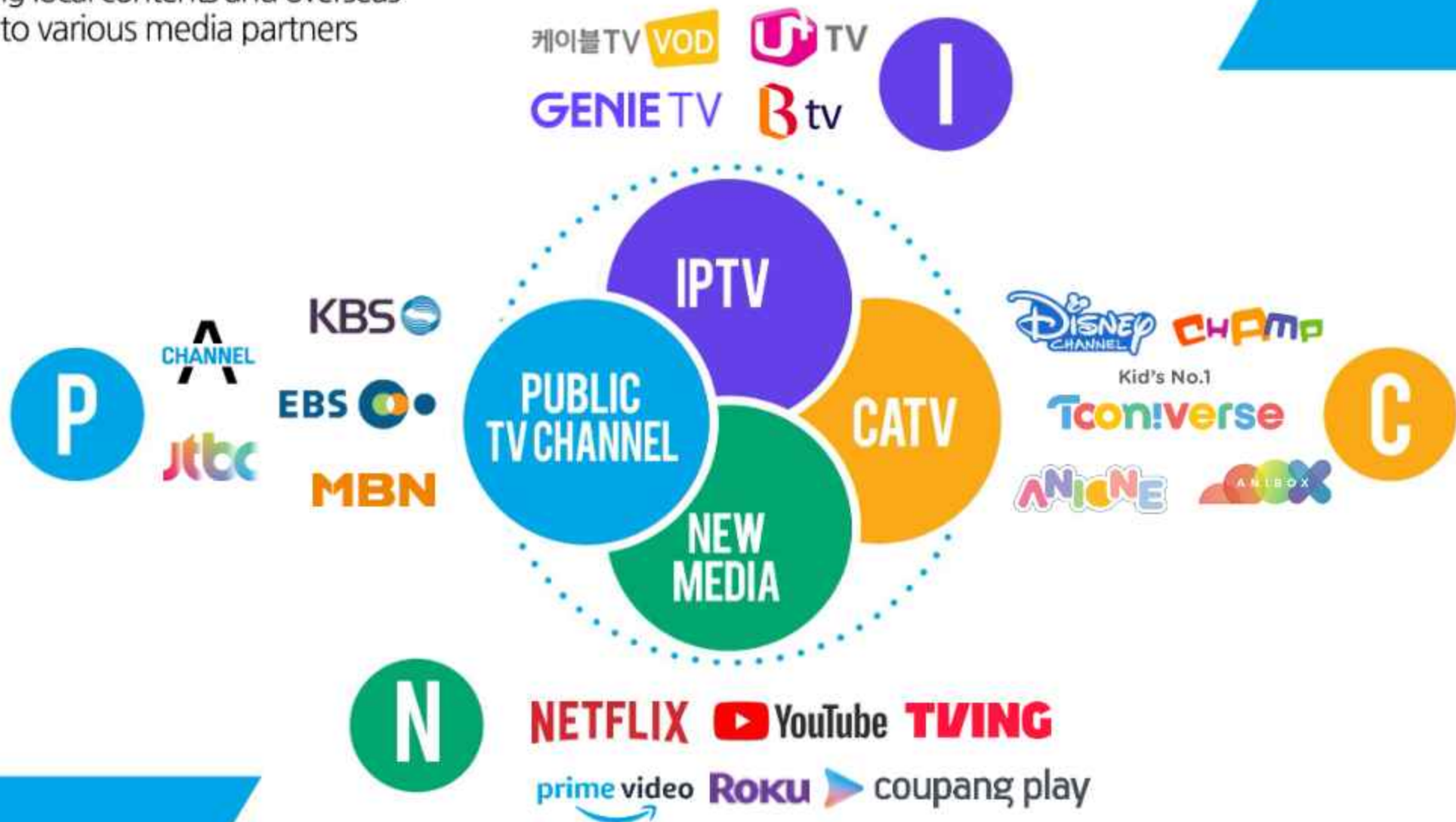
19 teams



BUSINESS SCHEME

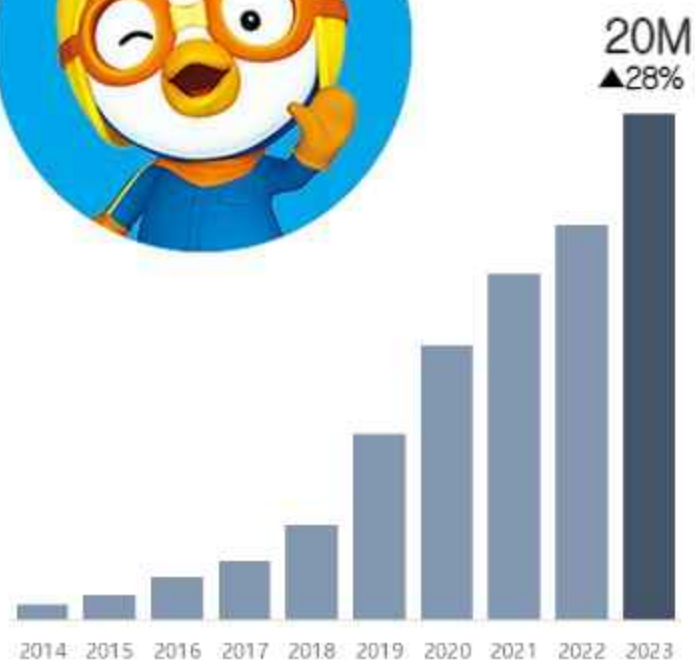
MEDIA

Distributing local contents and overseas contents to various media partners



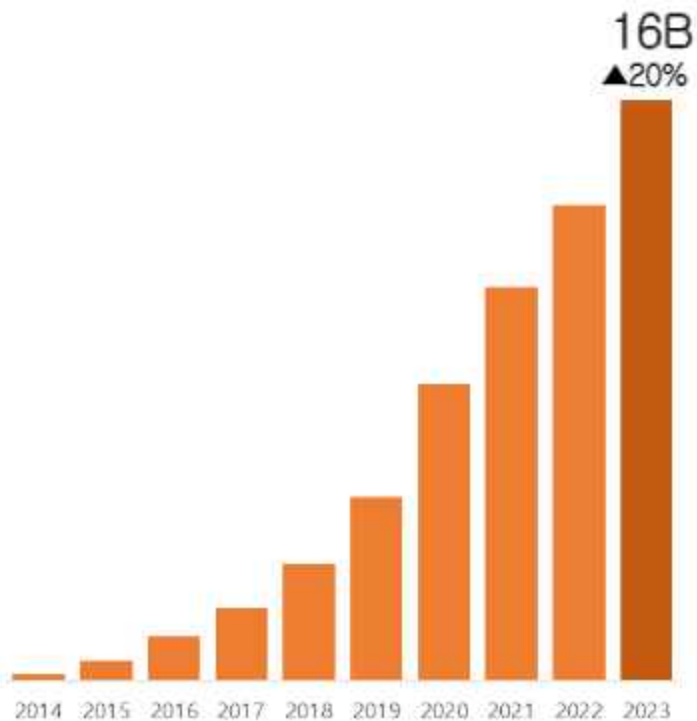
BUSINESS SCHEME

MEDIA  YouTube



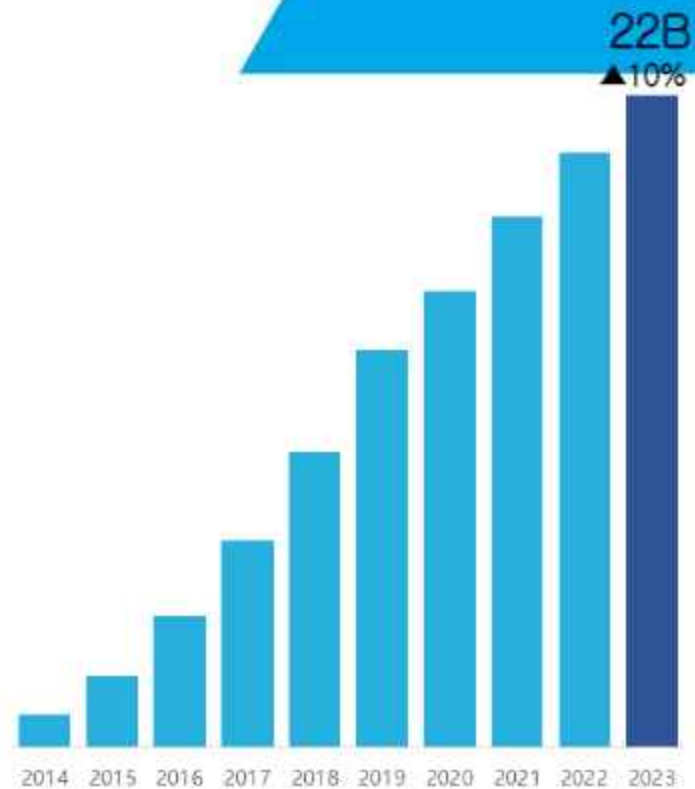
[Pororo YT Subscribers / YR]

Subscribers 20M



[Pororo YT Views / YR]

Views 16B



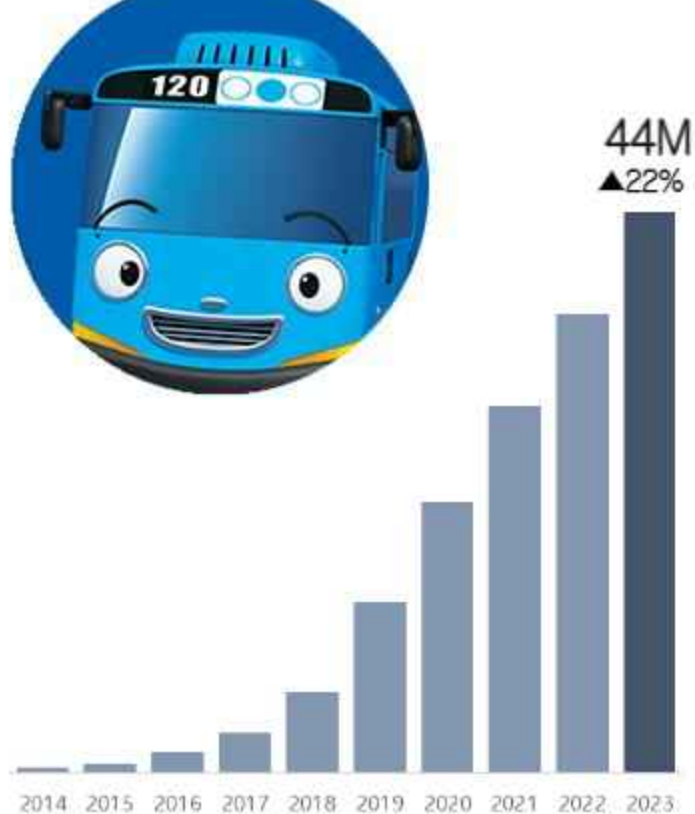
[Pororo YT Revenues / YR]

Revenues 22B

(March 2024 Total channels)

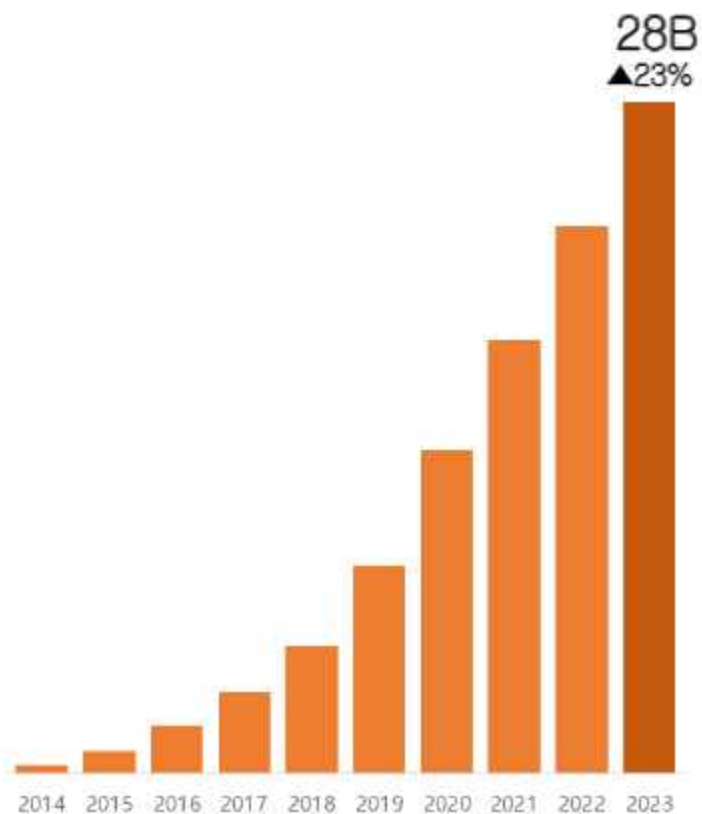
BUSINESS SCHEME

MEDIA YouTube



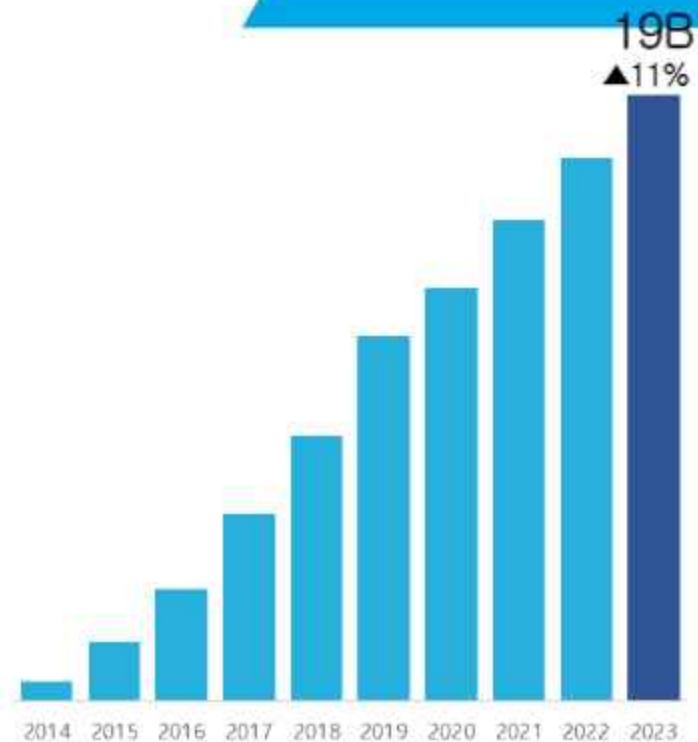
[Tayo YT Subscribers / YR]

Subscribers 44M



[Tayo YT Views / YR]

Views 28B



[Tayo YT Revenue / YR]

Revenue 19B

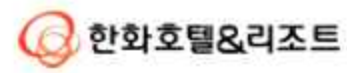
(March 2024 Total channels)

BUSINESS SCHEME

MEDIA



LICENSING





Pororo Park

14 THEME PARKS IN KOREA
since 2011

LOCATION

Coex Lounge P, Jeongja, Ilsan, Guangju, Jamsil, Sejong,
Wirye, Gimhae



8 THEME PARKS IN CHINA

LOCATION

Beijing, Chongqing, Dalian, Ganzhou
Guangzhou, Fushun, Qingdao, Ningbo



1 2015.11
THEME PARK IN SINGAPORE



1 2016.1
AQUA PARK IN THAILAND





KIDS CAFE

25 Kids Café in Korea

LOCATION

Seoul, Gwanggyo, Busan, Jeonju, Jeju, etc



2 Kids Café in Asia

LOCATION

Singapore
(Downtown East Singapore, Kallang Wave Mall Singapore)



PUBLISHING



3Million
Annual sales
(pcs)

500 kinds
of books
launched

No. 1
Brand of Character
Publishing



20 weeks
Top Ranks
'Dream of Flying'
2006

키즈아일랜드

STORY BOOK



WORKBOOK



SOUND BOOK



TOY BOOK



TODDLER SET



VEHICLE BOOK



MERCHADISING

Establishing a steady process for product development



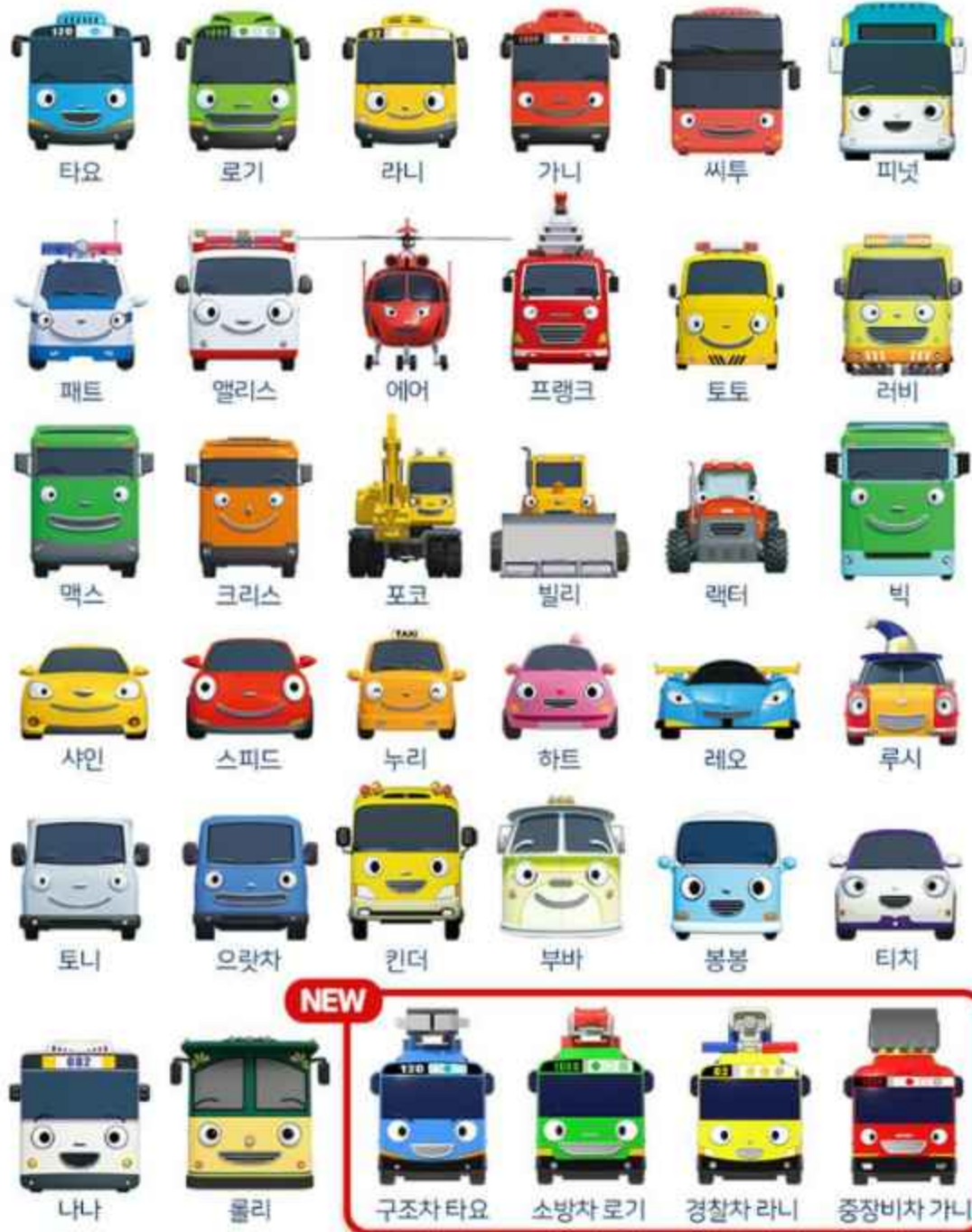
3Million
Annual sales
(pcs)



No 1
Brand of
Pre-School toys



MERCHADISING



DISTRIBUTION

Distributing products to various partners



APPS&GAMES



AWARDS



- 2003** Nominated for Best Animation for Kids at Anncey Animation Festival (France)
- 2004** Awarded for Korea's Best Character by Ministry of Culture, Sports and Tourism
- 2007** Awarded for Korea's Representing Character by the Korean President
- 2011** Selected as Super-brand among Animations and Characters by the Ministry of Industry and Economy
- 2013** "Pororo TV" App Award Korea Education sector Best Award, Best Creative Brand Award
- 2014** Nominee for Best Preschool-Kids, 2nd International Emmy Kids Awards (USA)
Seoul Transportation Day Mascot
Green Umbrella Children Foundation ambassador appointment
"Proro the Little Penguin", Good Copyright Good© ambassador appointment
2014's Brand Award, Special Award
2014 Korea Contents Award
- 2015** Smoking Prevention Ambassador (Pororo/Tayo)
Korea Advertising Grand Prize Design Part Gold Medal
Korea's Best Character by Ministry of Culture, Sports and Tourism
- 2016** "Proro Learning Table" Toy Award The Best Toy Award
Received Gold Button for the Pororo YouTube channel (USA)
Pororo Ministry of Health and Welfare Ambassador
Pororo Best Personality Clean Contents Award Grand Prize
2016 Animation Character Grand Prize
- 2017** 3rd Korea Toy Award, Best Toy Award "Pororo Circus Ball Play"
Korea Cable TV Awards 2017 VOD Kids Sector Grand Prize (Pororo Season 6)
- 2021** President Award "Zanmang Loopy" Korea's Best Character by Ministry of Culture, Sports and Tourism
- 2023** 1st Place as Korea's Most Beloved Character in the 2023 Character Usage Survey conducted by the Ministry of Culture, Sports and Tourism & the Korea Creative Content Agency

CREATIVE
TICENSING
STATISTIC
MARKETING
STRATEGY
SUCCESS



PARTNERSHIP
ICONIX



PORORO THE LITTLE PENGUIN | TAYO THE LITTLE BUS | TITIPO TITIPO | FLOWERING HEART | STONEAGE | ART ODYSSEY | CHIRO



THANK YOU

ICONIX

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