

LICENSING TEAM

International Division

Creating FUN!

# ICONIX CHARACTER INTRODUCTION

Pororo the Little Penguin | since 2003

© ICONIX / OCON / EBS / SKbroadband



MAIN SERIES

# Pororo

## The Little Penguin

GENRE

TV Animation Series (3D CGI)

FORMAT

Total **9 SEASONS** 52 eps x 5 mins x 3 seasons  
26 eps x 11 mins x 6 seasons

TARGET

Pre-schoolers & Kids (3-7)

2003 SEASON 1    2005 SEASON 2    2009 SEASON 3    2012 SEASON 4    2014 SEASON 5    2016 SEASON 6    2020 SEASON 7    2023 SEASON 8    2025 SEASON 9



## SPIN-OFF SERIES



### Pororo Sing-Along | 3 seasons

Musical Spin-off with original songs  
& classic nursery rhymes



### Eddy the Clever Fox | 2 seasons

Play & Learn 'Math' with  
the Genius Inventor, Eddy



### Pororo's English show

Play & Learn 'English' the fun and  
easy way with Pororo



### Loopy the Cooking Princess

Eat & Enjoy 'Cooking' with  
the kind-hearted Chef, Loopy

### Porong Porong Rescue Mission

★10th Anniversary  
Special Episode



### Pororo and Fairy Tales

Pororo's Fantastical Adventure  
With the Beloved Childhood  
Favorites

### Adventures in the Magical Kingdom

★20th Anniversary  
Special Episode



In December 2025, [ Pororo Movie: Sweet Castle Adventure ] ranked No.1 among releases in Korea

The 2025 Pororo movie drew over **440,000** viewers, ranking **No.1** among Korean animations released during the winter season



## 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, 2<sup>nd</sup> International Emmy Kids Awards (USA)  
• Green Umbrella Children Foundation ambassador appointment  
• Good Copyright Good© ambassador appointment  
• 2014 Brand Award, Special Award  
• 2014 Korea Contents Award
- 2015** • Korea Advertising Grand Prize Design Part Gold Medal  
• Korea's Best Character by Ministry of Culture, Sports and Tourism
- 2016** • The Best Toy Award : [ Pororo Learning Table ]  
• Gold Button for the Pororo YouTube channel (USA)  
• Ministry of Health and Welfare Ambassador  
• Best Personality Clean Contents Award, Grand Prize  
• 2016 Animation Character Grand Prize
- 2017** • Korea Toy Award, Best Toy : [ Pororo Circus Ball Play ]  
• Korea Cable TV Awards : VOD Kids Sector Grand Prize [ Pororo Season 6 ]
- 2021** • President Award [ Zangmang Loopy ] Korea's Best Character by Ministry of Culture, Sports and Tourism
- 2023** • Ranked No.1 in Korea's Most Beloved Character, 2023 Character Usage Survey by the  
• Ministry of Culture, Sports and Tourism & the Korea Creative Content Agency

**MEDIA - GLOBAL**

# Global Media Partners

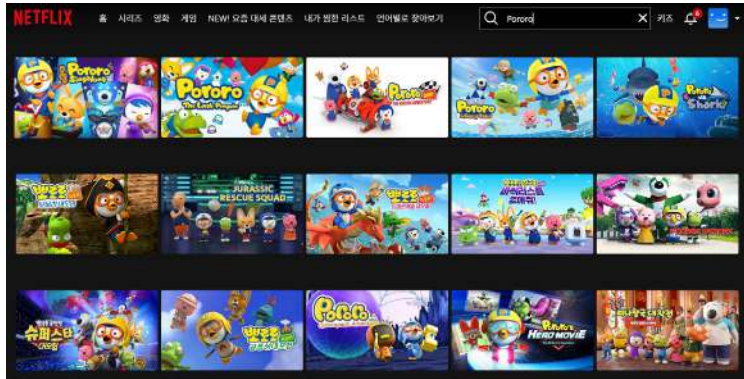


*\*former broadcasters included*

## MEDIA - GLOBAL

- Global Platforms

**NETFLIX**

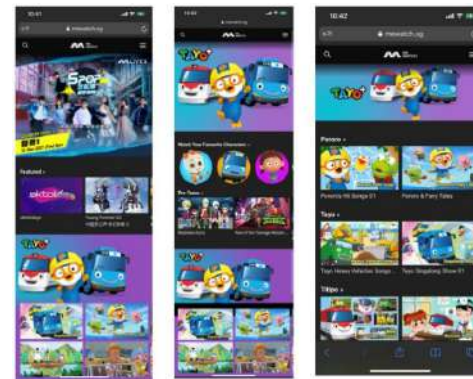


**ROKU**



Globally launched on **Netflix** and aired in the US via **Roku** and **Hulu**

- South-East Asia



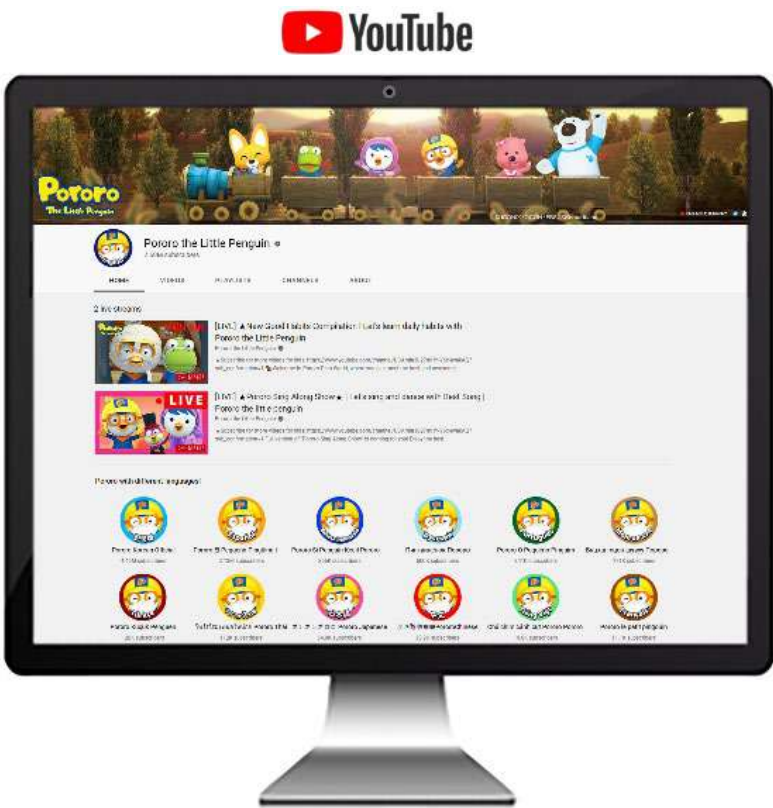
Broadcast on 17 Asian countries via **Disney Junior Asia**, and available on regional platforms such as **meWatch** and **Emtek**

- China



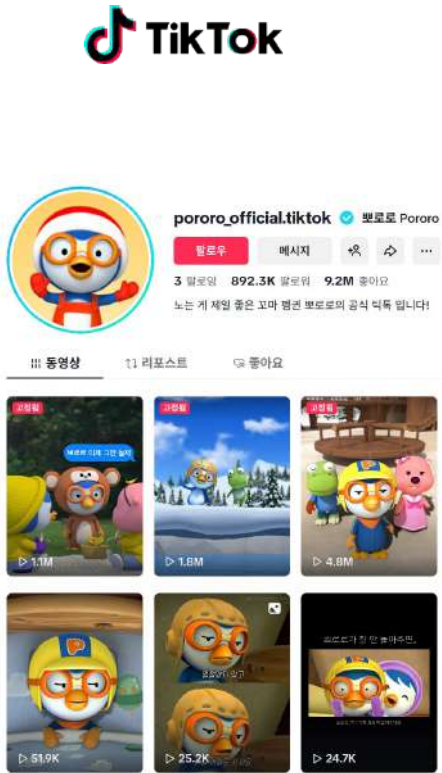
Aired on leading Chinese platforms - **iQIYI**, **Youku**, **Huawei**, and **TikTok**, with over 1K episodes and spin-offs launched as the brand adapts to China's evolving media landscape

MEDIA - SNS



<https://www.youtube.com/@pororoenglish>

|                 |          |
|-----------------|----------|
| Global Channels | 25       |
| Subscribers     | 31M      |
| Views           | 28B      |
| Watch Time      | 2B hours |



|           |      |
|-----------|------|
| Followers | 892K |
|-----------|------|

- Pororo **KIDS-POP** in collaboration with various K-pop idol groups



“Banana Chacha” by **Momoland X Pororo** surpassed **100 million views**, ranking **No.1** on children's charts on major Korean music platforms such as Melon and Bugs

## LICENSE & MERCHANDISE

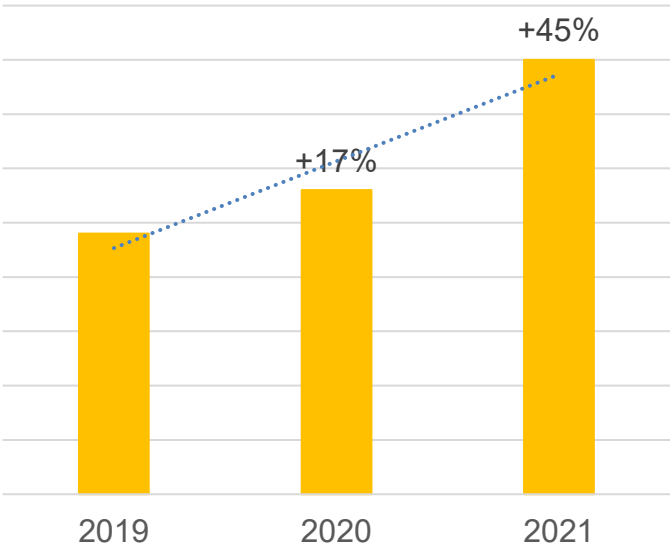
As of 2024, collaborated with **+400 licensee** partners on around **5,500 products**, including toys and F&B



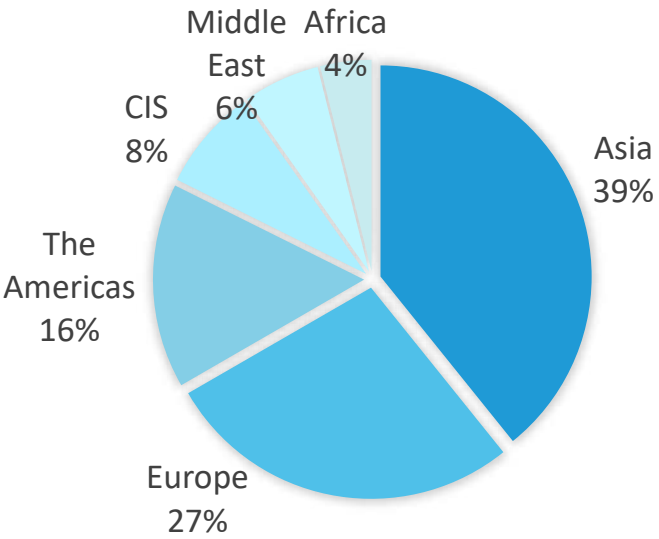
**LICENSE & MERCHANDISE**

Pororo’s strong popularity in Asia, along with its growing presence and merchandise expansion in Europe, the Americas, and the CIS region

Yearly Growth of Pororo Overseas Merchandise SKUs



Licensing Agreement by Region



\*Exported to 42 countries worldwide

## LICENSE & MERCHANDISE

### Best Practices – Pampers x Pororo

- *Pororo Air-ChaCha Summer Pants* launched in 3 countries - Korea, the Philippines, and Vietnam.
- Following strong demand within just 3 months, the release of *Pororo Overnight Pants* has been confirmed.
- Online buzz boosted through activities such as the Pororo online concert and the Pororo Air-ChaCha dance challenge



Pororo Air-Chacha Summer Pants  
(Launched in April 2022 )



Pororo Overnight Pants  
(Launched in October 2022)



Pampers x Pororo Vietnam Commercial



Pampers x Pororo Philippines Commercial



Pampers x Pororo Online Concert in Korea

## LICENSE & MERCHANDISE

### Best Practices – Pororo Beverage



**Sales Volume in 2024**  
**Over 300 million bottles sold**  
(Sales across 42 countries)

If you line up all the Pororo beverages sold,  
they would **wrap around the Earth more than once!**

## LICENSE & MERCHANDISE

### Global Collaborations



#### Crayola X Pororo

Pororo collaborated with Crayola, a leading U.S. art supply brand, on its popular 'Color Wonder Mess-Free' line in 11 countries.



#### Kinder Joy X Pororo

Pororo and Kinder launched Pororo Kinder Joy products in 2018 with 7 types of random toys.



#### Paris Baguette X Pororo

Encouraged by the success of the 'Pororo Went to Egypt' cake, Paris Baguette has launched the Pororo Traveler cake series.

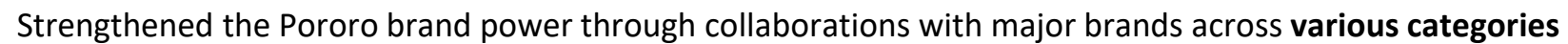
## LICENSE & MERCHANDISE

### Toys and Publishing



**Pororo Toys & Publishing** are established as essential items for children, with their **safe, entertaining and educational** features!

## Diverse Categories



## PROMOTION - SPORTS

### KBO x Pororo



\*Korean Baseball Organization

**10 KBO Major League Baseball teams x Pororo Collaboration**  
(KBO Plush toys, Figurines, and others)

### Seongnam FC x Pororo



\*\*Korean Professional Football Club

Pororo served as a promotional model,  
resulting in an **80% increase** in attendance  
(Set a new record for the **highest attendance** in K League 2)

## PROMOTION - Government

### Cheorwon x Pororo



Pororo was featured as a key IP at a cultural media art festival, driving increased family attendance and attracting around 100,000 visitors during the event period.

### Busan x Pororo



Pororo drone show drew 29,000 attendees, effectively showcasing Pororo's unmatched brand power across generations.

## EVENTS



Seoul Lotte World Mall Pororo Exhibition & Goyang Starfield Balloon Exhibition & Hanam Starfield Aqua-field Promotion



Indonesia Pororo Digital Maze Event & Meet and Greet Event & Birthday Party

## EVENTS



Pororo Songkran event & Thai PBS Kids Day



SAFRA PUNGGOL Christmas Event & Charity Event (Walk of Love)



Gathering event to celebrate the launch of OTT DPM



Summer & Christmas-themed shopping mall decorations



## MUSICALS

**No.1** children's live performance in Korea!



With over **400 performances** since its first launch in 2005, the Pororo Musical has attracted a total of **2.75 million** people

## THEME PARKS

**Pororo Theme Park has 27 branches in the world !**

China, Korea, Philippines, Thailand, Singapore, Indonesia, USA  
and so more upcoming!



## LOCATION BASED BUSINESS

### Pororo Duty Free Shops



### Hanhwa Resort Pororo Themed Rooms



### Incheon Airport Pororo Playground



## MARKETING

### Korea Character Licensing Fair



### China Licensing Expo



### Licensing Expo



### Contents Tokyo



## MARKETING PLAN

### 2025 Q4

Pororo animation series season 9 aired  
Theme park renovation completed in Indonesia

### The first half of 2026

Fashion accessories to launch in Japan  
New drink line to roll out in Indonesia  
Jelly Stick collaboration with Asian supermarket chain in the U.S. to be unveiled  
Aqua Park renovation scheduled in Thailand  
Pororo will attend global licensing fairs  
(Licensing Expo, Contents Tokyo)

### The second half of 2026

Pororo will attend the global licensing fair  
(Character Licensing Fair in Seoul, Brand Licensing Europe)  
Plan to join Qatar Toy Festival with AI MENA



## DESIGN GUIDE PREVIEW

# IP BRANDING DIRECTION :MANUAL GUIDE-BOOK

Basic ver.

A wide range of the painstaking  
Design Guides and artworks are  
ready for various products!

### PORORO BASIC STYLE GUIDEBOOK

Basic  
PORORO



Holiday  
PORORO 1.0



Holiday  
PORORO 2.0



Splash  
PORORO



Summer  
PORORO



Happy Halloween  
PORORO



Traveler  
PORORO



Animal  
PORORO



PORORO  
Jobs



PORORO  
Homeplay



### PORORO ADDITIONAL STYLE GUIDEBOOK

PORORO  
Baseball Club



PORORO  
Football Club



## DESIGN GUIDE PREVIEW

# IP BRANDING DIRECTION :MANUAL GUIDE-BOOK

Extra ver.

A wide range of the painstaking  
Design Guides and artworks are  
ready for various products!

### PORORO EXTRA STYLE GUIDEBOOK

Toddler  
PORORO



CandyPop  
PORORO



Flower Garden  
PORORO



Peek-a-Boo  
PORORO



Healing  
PORORO



Bak-Kom  
PORORO



PORORO  
IN BLACK



Love Brick  
PORORO



HIPHOP  
PORORO



SWEET  
PORORO



FRUITS  
PORORO



PORORO  
& PET



PORORO  
Festival



Kiss me  
PORORO



With  
PORORO





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