

ZINKIA ENTERTAINMENT, S.A. CORPORATE PRESENTATION

July 2014



POGOYO™



ACTIVITY

- **Zinkia creates and commercializes entertainment brands.** How? Through the production and development of audiovisual content targeted at family audiences worldwide.
- **The innovation and consolidation** of digital contents ensure Zinkia's revenues and maximize its commercial strategy.
- Our main brand is Pocoyo. We have presence in more than **150 countries** and commercial activity in over 43 countries.



BUSINESS MODEL

Zinkia's Revenues come mainly from **3 different sources:**



1 Multiplatform Content

Series, films, video games and apps are distributed and monetized on platforms and available devices

- Television
- DVD
- VOD
- Videogames
- Internet (YouTube, web, 3rd. parties websites, etc.)
- Mobile devices (smartphones, apps, tablets, etc.)
- TV devices: Smart TVs
- Others

2 Licensing exploitation rights

Zinkia Entertainment gets revenues by managing the brand through licensed merchandising deals based on royalties.

3 Advertisement and Sponsorship

Sale of available advertising inventory on Zinkia's own digital platforms as well as on third party platforms that distribute our contents. The commercial management is conducted by an 'in-house' sales team.

THE SECRETS OF OUR SUCCESS

- Pocoyo is a **worldwide leader IP** with presence in **over 150 countries**.
- Pocoyo is a **neutral brand (both girls and boys like it)**, visually stunning and committed to toddler's learning.
- Pocoyo communicates values that revert positively on the sales of its licensed products: Pocoyo is not just a license, it's a **knowledge driver and a universe of values**.



CURIOSITY
SOLIDARITY
FRIENDSHIP
TOLERANCE

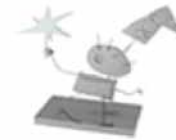
RESPECT
GENEROSITY
HONESTY
ORIGINALITY



A RENOWNED SERIES

Pocoyo has garnered over **35 prestigious international awards**

- **BAFTA:** Best Pre-School Cartoon Series, UK
- **ANNECY CRISTAL:** Best TV Series, France
- **PARENT'S CHOICE GOLD AWARD:** Fun & Dance DVD, USA
- **NAPPA GOLD AWARD:** Dance Pocoyo Dance DVD, USA



BEST CHILDREN'S PROGRAMME PROMO GOLD AWARD by DISNEY CHANNEL ASIA

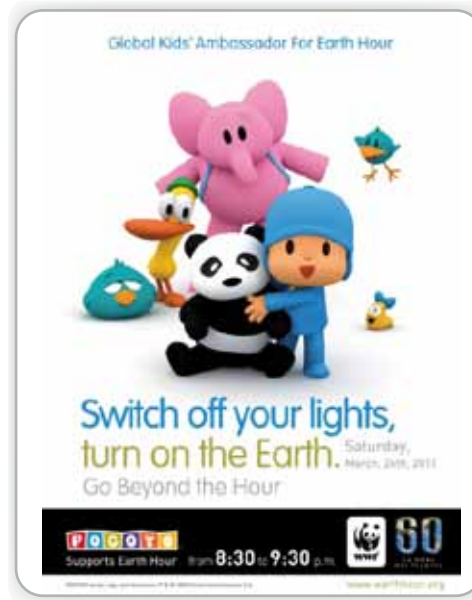
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A SUPPORTIVE BRAND

Pocoyo has collaborated with **UNICEF** and he is the **World Ambassador of the WWF Earth Hour**.



January 2011



March 2012



June 2013



CATALOGUE OF AUDIOVISUAL CONTENT

3 seasons, 156 episodes, 1092 minutes,
1 short film and more than 50 TV promotions



ONLINE FIGURES



MASSIVE ONLINE CONSUMER REACH
WORLDWIDE



You Tube

2.8 Billion
views since 2010
80 Million
average
monthly views

facebook

1.6 Million
Fans
Worldwide

POCOYO.com

6 languages
+ 42 Million
visits
+ 31 Million
downloads

POCOYZE

19 Million
people
have pocoyized
themselves to date!

APPS

+10 Million
downloads
15 apps
created so far!



Source: App Annie Analytics: Data from 11/2011 to 07/ 2013

ONLINE VIDEO

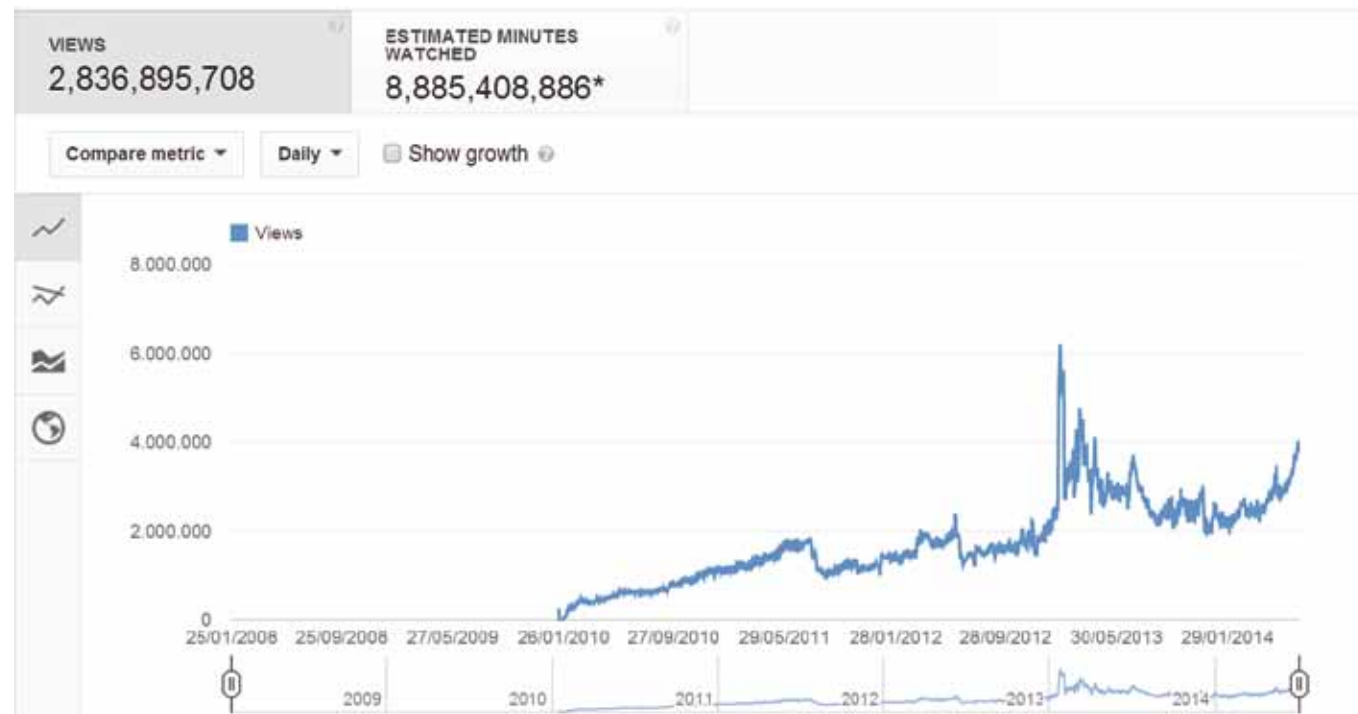
Youtube Video Platforms

2.813.757.293 views

380 Million minutes

+ 80 Million monthly views

+2 million subscribers



Source: YouTube Google Analytics 2013



POCOYO® PLAYSETS™ EDUCATIONAL INITIATIVE 2012-2015

Pocoyo will be the star
of a series of **23**
educational apps that
are being funded
in conjunction
with the **US Government**
Ready To Learn Grant

- 1** English Language Development for three-to-five year old Spanish-speaker English Language Learners (ELL) with an emphasis on oral language (9 apps)
- 2** Math Skills (7 apps)
- 3** Early Literacy (7 apps)
 - Distributed via the US Pre K School System
 - Scheduled Launch early 2014
 - More information available at: <http://earlylearningcollaborative.org>



GLOBAL LICENSING OVERVIEW

More Than **100 Licensees**
worldwide and growing...



GLOBAL LICENSING OVERVIEW

Main Categories

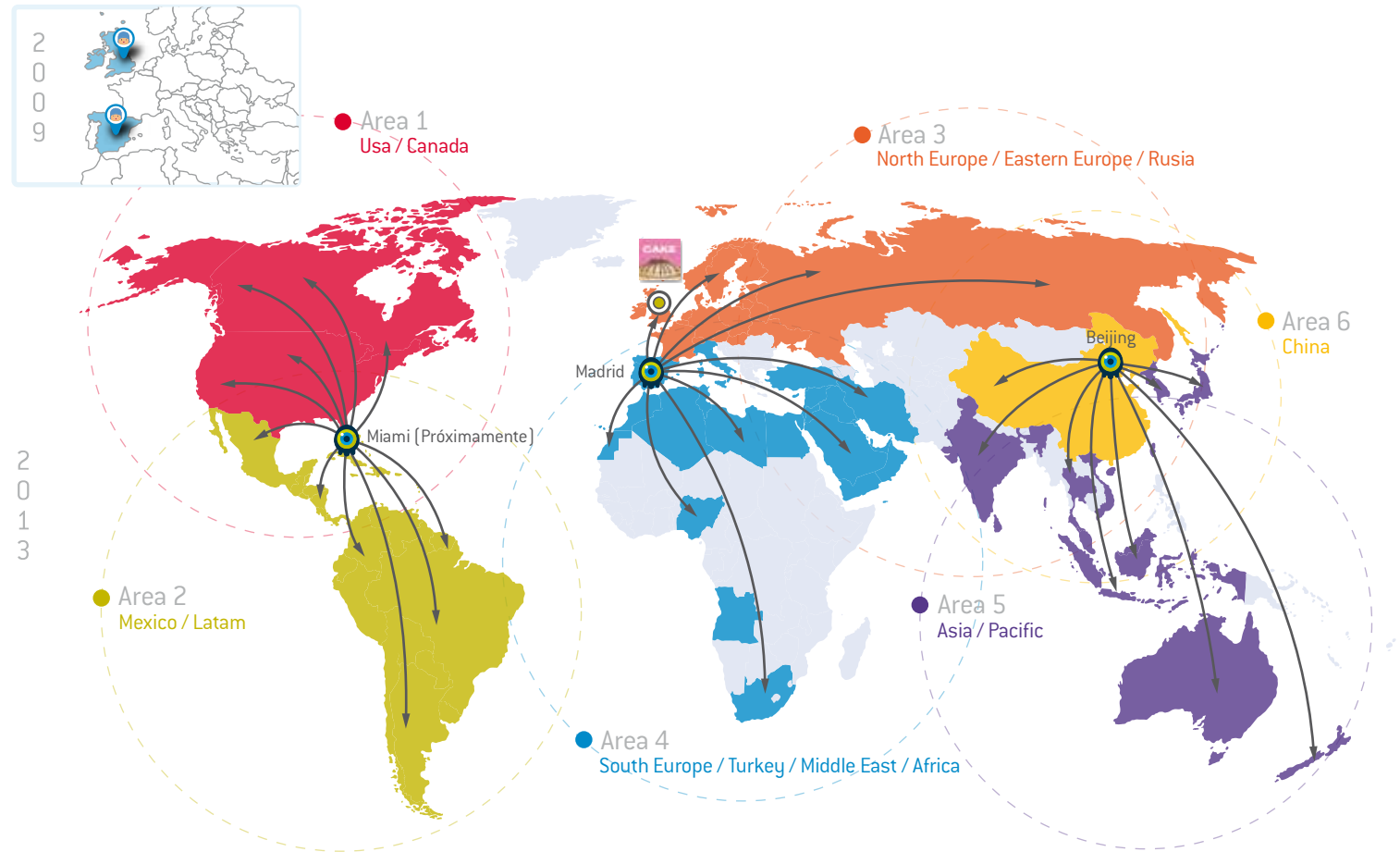
Toys & Games - Publishing - Back To School - Apparel
- Home Entertainment (Dvd, Musical Cd, Videogames)
- Melamine - Home - Personal Care - Stationary
Puzzles & Board Games - Party Goods - Accesories - Play Grounds



BRAND EXPLITATION RIGHTS

On April 2011 Zinkia recovers all the exploitation rights of the brand and has more control over its brand (Pocoyo). Since then, **we directly develop** and exploit Pocoyo's licensing rights worldwide.

In 2010, Spain represented 90% of Zinkia's revenues. In 2012 only 4%.



The **licensing** and advertisement management are directly coordinated from Zinkia's offices in: **Madrid** and **Beijing**.



POCOYZE: POCOYO FOR ADULTS

Pocoyize app to create your own avatar:
18 million pocoyized people worldwide!



FACEBOOK CONTESTS AND ACTIVITIES DURING
KEY INTERNATIONAL SPORTING EVENTS



THANK YOU



More information at:

<http://www.zinkia.com/informacioncorporativa>

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