



# ZINKIA CORPORATE PRESENTATION



# CORPORATE PRESENTATION

## 1. What is Zinkia? – A Company in Constant Growth

- Zinkia Business and Evolution
- Zinkia Business and Sources of Revenues
- Zinkia Content Portfolio
- Zinkia Awards

## 2. Pocoyo – A Brand Born to Succeed

- Zinkia's Core Brand
- 100% Zinkia IP
  - Pocoyo Product Catalogue*
  - Pocoyo Interactive Catalogue*
- International Overview
  - Global TV Presence*
  - Global Licensing Overview*
  - Product Development: From Content to Product*
- Marketing and Digital Business
  - Pocoyo Online*
  - Digital Content*
  - Retail Activity*
  - PR and Press*
  - Brand Values*
  - Zinkia Financial Results 2010 vs. 2011*



# CORPORATE PRESENTATION

## 3. Future Growth and Consolidation

*New Territories*

*Digital Products*

*Consumer Products*

*The Future Ahead*

*Financial Data*



# 1. What is Zinkia? – A Company in constant growth

# ZINKIA BUSINESS AND EVOLUTION

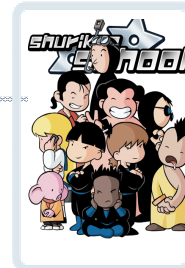
- The business of Zinkia Entertainment is not limited to audiovisual production - **Zinkia creates and commercializes entertainment brands** through the production and development of audiovisual content targeted at family audiences worldwide.
- In April 2011, Zinkia acquired a 51% stake in **Cake Entertainment**, one of the worlds leading distributors of Children's and Family Entertainment content and it was named as the international television distributor for Pocoyo for all territories where Zinkia does not maintain distribution rights.
- Zinkia goes beyond and grows its business through innovation and **the consolidation of digital content on the new Digital Platforms** to ensure revenues and maximize the monetization strategy.

## ZINKIA BUSINESS AND SOURCES OF REVENUES

- Revenues from **the Distribution of Audiovisual Content** (Television, DVD, VOD, Videogames, Internet, Mobileplatforms and Digital Business).
- Revenues from **Advertising** and **Brand Sponsorship**.
- Revenues from the management of the brand (**licensing royalties**: Zinkia charges a royalty rate on each product sold under the licensed brand, usually between 10%- 12% of the selling price, with a cash advance against the projected business plan).
- The design, manufacture, delivery and sales of all licensed products is handled by the licensees and does not imply any cost to Zinkia.
- The commercial management is usually handled by a local distributor or agent in each territory or region (against a 30% commission)

# ZINKIA CONTENT PORTFOLIO

## AUDIOVISUAL PRODUCTIONS: Series & Movies



## INTERACTIVE PRODUCTION : Games, Applications & Online Communities



# ZINKIA AWARDS

## ZINKIA AWARDS :

- Avalmadrid, 2007
- Proyecto Stela, 2008
- Campus Party, BestVideogamesDeveloper, 2009
- Gamelab 2009 BestVideogames Studio, 2009
- Asociación Nacional de Marketing, Best Marketing Strategy, 2009

## POCOYO AWARDS:

- Annecy Cristal (France), Best Animation Series, 2006
- BAFTA (British Academy Film Televisión Awards, UK), BestPreschool Animation Series, 2006
- Animadrid (Festival de Animación de Madrid), Best TV Series, 2005
- Animacor (Festival de Animación de Córdoba), Best TV Series, 2005
- PulcinellaAward, CartoonsontheBay (Italy), BestPreschool Animation Series, 2006
- Most Popular TV Series forKids (Italy), RAI, 2006
- El Chupete Award (Spain), Best Animation Character, 2006
- Zapping Award (Spain), Best Animation Series, 2006
- Festival Latino de San Diego (USA), Best Animation Series, 2007
- El Chupete Award (Spain), BestSoundtrack, 2007,
- CICDAF (China), Best Animation Series, 2007
- Sea&TV (Italy), Special Animation Award, 2007
- Festival Movistar Art Futura (Spain), 3D Animation Award, 2007
- FICOD, BestInnovative Project, 2007
- Nomination BAFTA (UK), Best Animation Series, 2007
- Zapping Award (Spain), Best Animation Series, 2007
- GoldMedal, Parents' ChoiceAwards (USA), 2008
- Licencias Actualidad Magazine (Spain), BestLicensedBrand, 2008
- PROMAX BDA (Singapu), Best Animation TV Promo, 2008
- SilverAward, Festival de Televisión de Shanghai (China), Best Animation Shortmovie "Pocoyó and theSpaceCircus", 2009
- Gamelab (Spain), BestVideogame "Hello, Pocoyo!", 2009
- Campus Party (Spain), BestVideogame "Hello Pocoyo!", 2009
- FICOD Avanza Award (Spain), Best Digital Business Project "Pocoyo World", 2009
- ATEA - Asociación de Telespectadores de Andalucía (Spain), Best Programme for Kids, 2010
- KINEO – Diamanti al Cinema (Italy), 2010

## OTHER AWARDS:

- Gamelab (Spain), BestGameDesign "PlayChapas", 2009





## 2. POCOYO – A BRAND BORN TO SUCCEED

## ZINKIA - CORE BRANDS

- Pocoyo is Zinkia's most popular and valuable property. **In 2011 Pocoyo constituted almost 99% of the company revenues.**
- Shown in more than **203 countries worldwide**, Pocoyo has consistently achieved record TV audiences and has won the most prestigious awards from USA to China, Spain, Italy, France or UK, amongst others.
- **Pocoyo is a multinational business** in itself. Created to become an icon, Zinkia has worked hard to make Pocoyo an “evergreen” brand for toddlers Worldwide.



# POCOYO: 100% ZINKIA IP

## Audiovisual Product Catalogue



**Pocoyo Season 1**

- 52 episodes
- 7 minutes each
- 3D Animation
- Main Target 2 – 5



**Pocoyo Season 2**

- 52 episodes
- 7 minutes each
- 3D Animation
- Main Target 2 - 5



**Pocoyo Season 3: Let's go Pocoyo!**

- 52 episodes
- 7 minutes each
- 3D Animation
- Main Target 2 – 5



**Pocoyo and the Space Circus**

- Short Film
- 25 minutes
- Main Target 2 – 5



**Pocoyo and Friends**

- TV Special
- 47 minutes
- 3D Animation
- Family target



**Pocoyo Fiesta**

- Musical CD
- Produced by Zinkia
- Gold record



**Sing and Dance with Pocoyo**

- DVD Musical + TV Special
- Family target

# POCOYO: 100% ZINKIA IP

## Interactive Product Catalogue



### Hello Pocoyo!

- Videogame
- Console: Nintendo DS
- Graphic adventure + Puzzles
- Includes 3D Animations
- Family target (+3 years)



### Pocoyo Racing

- Videogame
- Console: Nintendo DS + Wii
- Circuits and races
- Includes 3D Animations
- Family target (+3 years)



### Pocoyo World

- On line community
- fun & educational content
- Family target (+3 years)
- Over 650.000 registered users
- Available in English, Spanish, Italian and Chinese



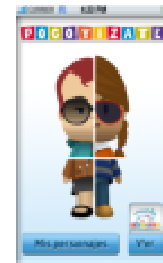
### Smart Phones and Tablets Apps

- Games
- Applications
- Episodes
- Songs
- Screensaver, postcards, etc.
- Available in many languages



### Mobile contents

- Games
- Episodes
- Songs
- Screensaver, postcards, etc.
- Channels
- Video on Demand



# GLOBAL TV PRESENCE



nick Jr.

Discovery KIDS

Animaparc

Televisa

UNIVISION

PBS kidschannel

KiKA

ABC Television

Telefe TV

Rai

tve

6

Disney Channel

KAKU 卡酷动画

GLOBAL PRESENCE: TV DISTRIBUTION  
Pocoyo currently reaches a potential audience of  
**3.5 billion** people worldwide

# INTERNATIONAL OVERVIEW



**Pocoyo is present in more than 150 countries**

**Since April 2011 Zinkia manages the brand worldwide.**

## ***BRAND DRIVERS: TELEVISION, TOYS, DVD, BOOKS***

### **ADD SPAIN**

**USA:** Television (Nickelodeon, PBS, Univisión), Toys (Bandai), DVD (NCircle)

**Italy:** Television (RAI 2, RAI Sat, YOYO), Toys (Bandai) DVD (RAI Trade), Publishing (Planeta DeAgostini)

**Mexico:** Television (Discovery Kids, Televisa), Mastertoy (Mattel), DVD Publisher (Tycoon), Publishing (Planeta)

**Brazil:** Television (DiscoveryKids), MasterToy (Long Jump), DVD (Log on), Publishing (Planeta )

**Argentina:** Television (Discovery Kids), Toys (Alparamis), DVD (Vértice), Publishing (Planeta)

**Chile:** Television (Canal 13), Toys (Ansaldo), DVD (Vértice), Publishing (Planeta)

**France:** Television (M6), Toys (Bandai), DVD Publisher (M6)

**China:** Television (BTV KAKU), Toys (Bandai), DVD (Starwin), Publishing (HEP)

**Other Countries:** Turkey, Russia, Greece, Poland, Indonesia, Peru, Scandinavia...

# GLOBAL TELEVISION BROADCASTERS

Updated: 05th June 2012

## Pay TV

<b>USA</b>	NICK JR.
<b>CANADA</b>	TREEHOUSE
<b>ICELAND</b>	IBC
<b>ITALY</b>	RAI SAT YOYO
<b>SPAIN &amp; ANDORRA</b>	BOOMERANG
<b>THE BALTICS</b>	DISNEY CHANNEL
<b>SCANDINAVIA</b>	DISNEY CHANNEL
<b>PORTUGAL</b>	CANAL PANDA
<b>FRANCE</b>	NICK JR.
<b>GERMANY</b>	KIKA
<b>JAPAN</b>	WOWWOW
<b>MIDDLE EAST</b>	E-Junior /Cartoonito
<b>PAN-ASIA</b>	DISNEY
<b>SOUTH AFRICA</b>	MNET
<b>PAN-LATAM</b>	DISCOVERY KIDS
<b>ISRAEL</b>	HOP CHANNEL
<b>KOREA - GI</b>	DISNEY
<b>FAR EAST</b>	DISNEY CHANNEL
<b>UK</b>	NICK JR.
<b>THAILAND</b>	DISNEY CHANNEL
<b>CROATIA</b>	PROJECT 6
<b>LITHUANIA</b>	FAMILY CHANNEL

## Free TV

<b>USA</b>	WGBH (aprox 110channels)	<b>KOREA</b>	EBS
<b>USA</b>	UNIVISION	<b>HONG KONG</b>	ATV (Asia TV)
<b>CANADA</b>	TELEQUEBEC	<b>SINGAPORE</b>	TV12
<b>BOSNIA</b>	RTV	<b>IRAN</b>	Mediabank
<b>BULGARIA</b>	TV Sedem	<b>ECUADOR</b>	ECUADOR TV
<b>CYPRUS</b>	CyBC	<b>MEXICO</b>	TELEvisa
<b>CROATIA</b>	HRT	<b>COLOMBIA</b>	SEÑAL COLOMBIA
<b>SPAIN</b>	CLAN TVE	<b>ARGENTINA</b>	CANAL 9
<b>UK</b>	ITV1	<b>CHILE</b>	CANAL 13
<b>PORTUGAL</b>	RTP	<b>VENEZUELA</b>	TVES
<b>GERMANY</b>	KIKA	<b>PANAMÁ</b>	FETV
<b>FINLAND</b>	YLE	<b>HONDURAS</b>	Televiscentro
<b>NORWAY</b>	NRK	<b>URUGUAY</b>	TNU
<b>BELGIUM</b>	VRT	<b>BOLIVIA</b>	ATB
<b>POLAND</b>	TVP	<b>BRAZIL</b>	CANAL CULTURA
<b>ITALY</b>	RAI DUE	<b>NICARUAGUA</b>	CANAL 9
<b>CHINA</b>	BTV	<b>PARAGUAY</b>	TELEVIDEO
<b>AUSTRALIA</b>	ABC	<b>PERU</b>	TELEVIDEO
<b>RUSSIA</b>	CHAN EL 1	<b>TURKEY</b>	YURMUCAK
<b>IRELAND</b>	TG4	<b>THAILAND</b>	TPBS



# GLOBAL LICENSING OVERVIEW

More Than 150 Licensees Worldwide and growing...



Over 5,000 SKU's Developed To Date

# PRODUCT DEVELOPMENT: FROM CONTENT TO PRODUCT



# POCOYO ONLINE

GLOBAL PRESENCE - 365/7/24

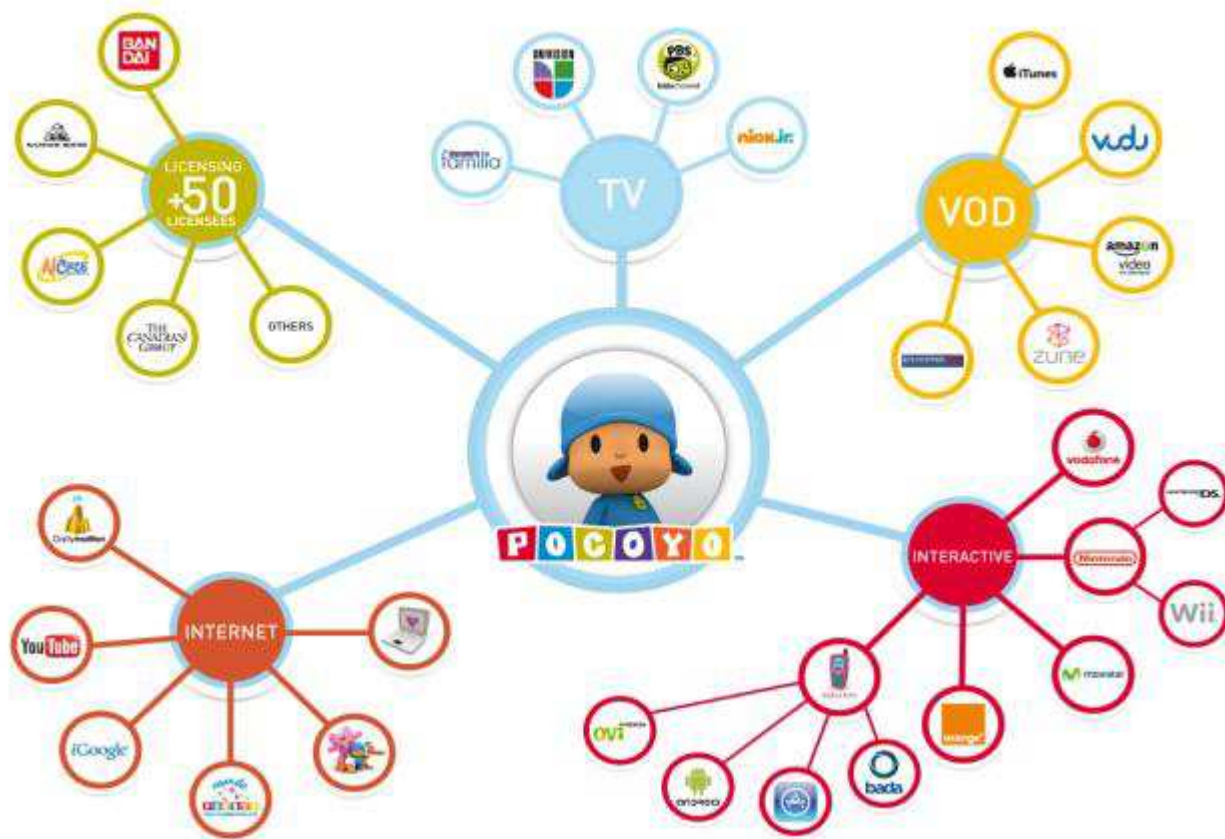


Brand Goal :  
Be everywhere the  
consumer is.



# POCOYO ONLINE

**New Media Strategy:** Strengthen brand awareness and spread its values to develop new business opportunities by making it accessible to all digital devices, without forgetting traditional Marketing.



# POCOYO ONLINE

A huge audience is watching us!



# POCOYO ONLINE

The relevance of Zinkia / Pocoyo on Internet is the best proof of the success of the brand worldwide.

In 2 years Zinkia has achieved an impressive audience via the Internet, with constant growth on all platforms and channels.

## Web

Objectives → Increase revenues

- ✓ Increase of advertising placements → **MORE REVENUES**
- ✓ Users can interact with the brand, increasing the **ENGAGEMENT**.
- ✓ Optimized in technical aspects: SEO, user friendly, reporting, metrics, etc.

(These improvements are focused on one thing → **INCREASING SALES**)

## Blog

Optimization + New contents (SEO optimized) + Updated metrics



Increase of traffic → Visibility → Brand Awareness → **MORE SALES**

## Social Networks

(The presence of Pocoyo in Social Networks is extensive) With an audience of millions of people who interact everyday sharing and commenting on Pocoyo content all over the world.

# POCOYO WEBSITE 3.0: LET'S KEEP GROWING!

## - OBJECTIVES

- Live since mid April 2012
- To increase monthly web traffic by **100%** during the different phases
- To increase the number of indexed pages in Google (20 pages/month) to a **minimum of 75-100 pages-keywords**
- To increase advertisement placements = **increase revenues**
- To create/renew quality content regularly (depending on section) favoring the **positioning on search engines (Google)**
- To increase the volume of content in Social Networks related to the web → **Growth of traffic**
- To increase the average time on the site from 2.5 min. to 5-8 minutes during different phases → **Better CTR (=Click Through Rate)**
- **Online Store** in the medium term should be one of the Top 4 visited areas of the web → **MORE SALES**



# POCOYO ONLINE

## Web (2011) WWW.POCOYO.COM

(01/01/2011 to 31/12/2011)

- + 4 million Visits
- 2,2 million Unique Users
- 10,7 million Page Views
- 3' 35" minutes Average Time on Site
- +54% New Visitors

## Web (2012) WWW.POCOYO.COM \*

(01/01/2012 to 30/08/2012)

- 2,5 millions Visits
- 1,2 million Unique Users (946.623)
- 9 millions Page Views
- 5' 52" minutes Average Time on Site
- +49 % New Visitors

\* From January to August 2012



www.pocoyo.com

# POCOYO ONLINE

- POCOYZE

## TOTALS

- Web: [www.pocoyize.com](http://www.pocoyize.com)
- Visits: 3 Millions users
- Unique users: 2.106.538
- Page Views: 21 Millions
- Mobile: 1.575.660 (Total downloads)

2012 (01/01/2012 to 30/08/2012)

- Visits: + 690.000
- Unique users: 295.023
- Page Views: +5 Millions
- Mobile: 1.575.660 (Total downloads)

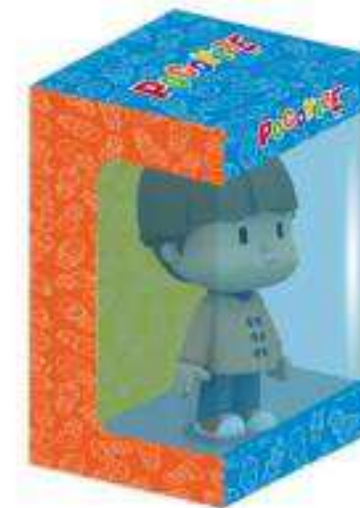
[www.pocoyize.com](http://www.pocoyize.com)

# POCOYO ONLINE

POCOYZE™



New Business Models (Viral eCommerce)  
Pocoyize Your Self (Zazzle.com; Comansi)



eCommerce - Licensing revenues

# POCOYO ONLINE

## facebook

### 2011

- + 596.750 Facebook fans
- +16.900 Mundopocoyo fans (virtual game)
- + 570.000 new likes in 2011
- + 70 million post views

### 2012 (updated from January to August)

- 1 Million Facebook fans
- + 17.700 Mundopocoyo fans (virtual game)
- + 400.150 new likes in 2012
- + 73 millions post views

## twitter

- + 12.400 followers
- + 24 % growth

## Blog

- + 200.000 Page Views (2011)
- + 130.000 Page views (Jan-August 2012)

### 2011 vs. 2010:

- + 43 million post views (2011) --> + 70 %
- ~ 250.000 comments (2011) --> + 198 %



## POCOYO Social Media - “Word of Mouse”

# DIGITAL CONTENT -Pocoyo Smartphones & Tablet Apps

**More than +2.247.000 downloads to date**  
 (Aug. 31st. 2012)

**Coloring with Pocoyo and Friends** +40.000  
 - iOS iPhone & iPad

**Pocoyo TV** +775.000  
 - iOS iPhone & iPad, Android, Windows Phone

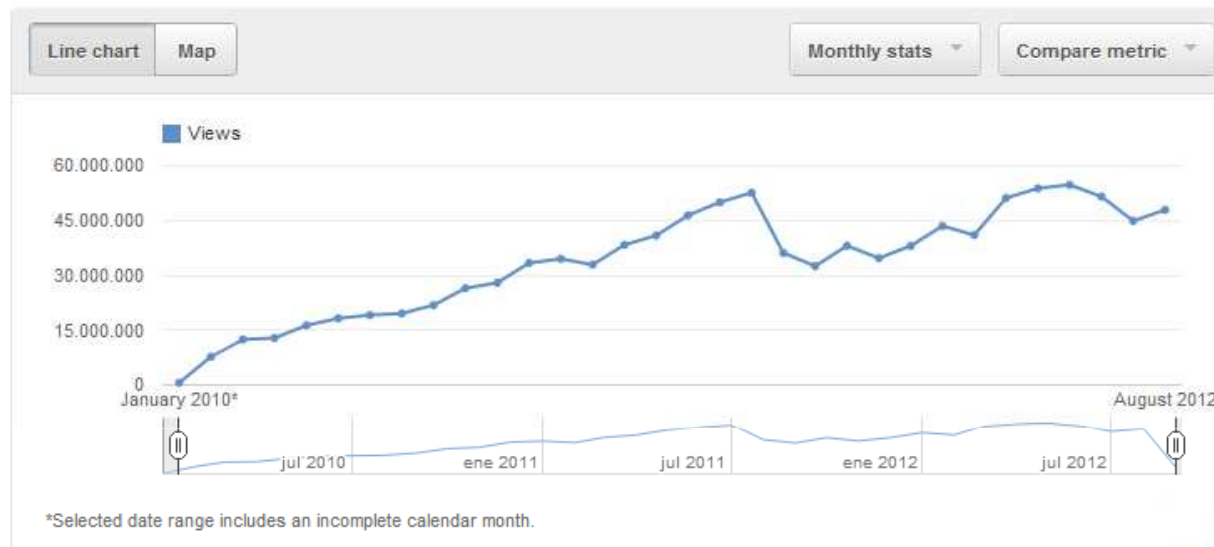
**Pocoyo Gamebox** +51.000  
 - iOS iPhone & iPad

**Pocoyize** +1.400.000  
 - iOS iPhone & iPad, Android, Windows Phone

**Talking Pocoyo (NEW! March 28)** +52.000  
 - iOS iPhone (March 28), Android (Jul 17)



# DIGITAL CONTENT– Video Platforms



- + 1.080 Million (1Billion) views to date (August 31<sup>st</sup> 2012)
- + Over 53 MM monthly views Worldwide.
- + Total engagement: from +500 on January 2010, to + 70,000 monthly active users in Dec 2011 .
- ~ 103.000 subscribers to the Pocoyo channels.



YOUTUBE

# DIGITAL CONTENT – Video Platforms

- Pocoyo channels to reach out to markets where **YouTube** is not present or as strong



- SOHU (China) +1.25 Million hits per month (launched Q4 2010)
- Main on line video platform in CHINA.
- POCOYO is in the TOP 10 popular overseas cartoon on SOHU channel ranking list, and ranked 18th in the global list.
- LEKAN - video on demand China



# DIGITAL CONTENT– Video Platforms

## Third Party VOD Platforms

### United States & Canada

- iTunes - since Q1 2011
- Netflix - since Q4 2011
- MobiTV - since Q4 2011
  - *Sprint, T-Mobile, AT&T, Verizon, US Cellular, Cox, Apple*

### Spain

- ONO - 700.000 downloads in the 1st 5months
- Jazztelia TV: +70% share of kids content
- Imagenio - Kid's favourite content since launch
- Vodafone Internet TV - Main kids content
- Youzee

### Mexico

- Presence in leading VOD platform - Cablevision



# Digital Contents – POCOYO TV

Initially started with huge success on mobile carriers (2007)



Then became a mobile app for smartphones & tablets (PocoyoTV)  
+775.000 downloads (August 31st 2012)

“Now a new centralized Zinkia owned channel to broadcast in high quality worldwide on all devices”



## Digital Rights

# RETAIL ACTIVITY



- **Retail Activity:**
  - Product Catalogue
  - Promotions, POS Materials
  - Meet & Greet
  - Integrated Retail Sales: Brand, Product, Retail, Team
  - Hollistic and Compelling product approach: Best Product by Category

# PR AND PRESS



# BRAND VALUES



WHAT ARE YOU WILLING TO DO

TO SAVE THE PLANET?



If 10,000 children play Pocoyo's recycling game,  
Pocoyo will plant 10,000 trees for Earth Hour!

Go to [earthhour.org](http://earthhour.org) or Official Pocoyo on Facebook to play  
**EARTH HOUR 2012: MARCH 31, 8:30 PM**



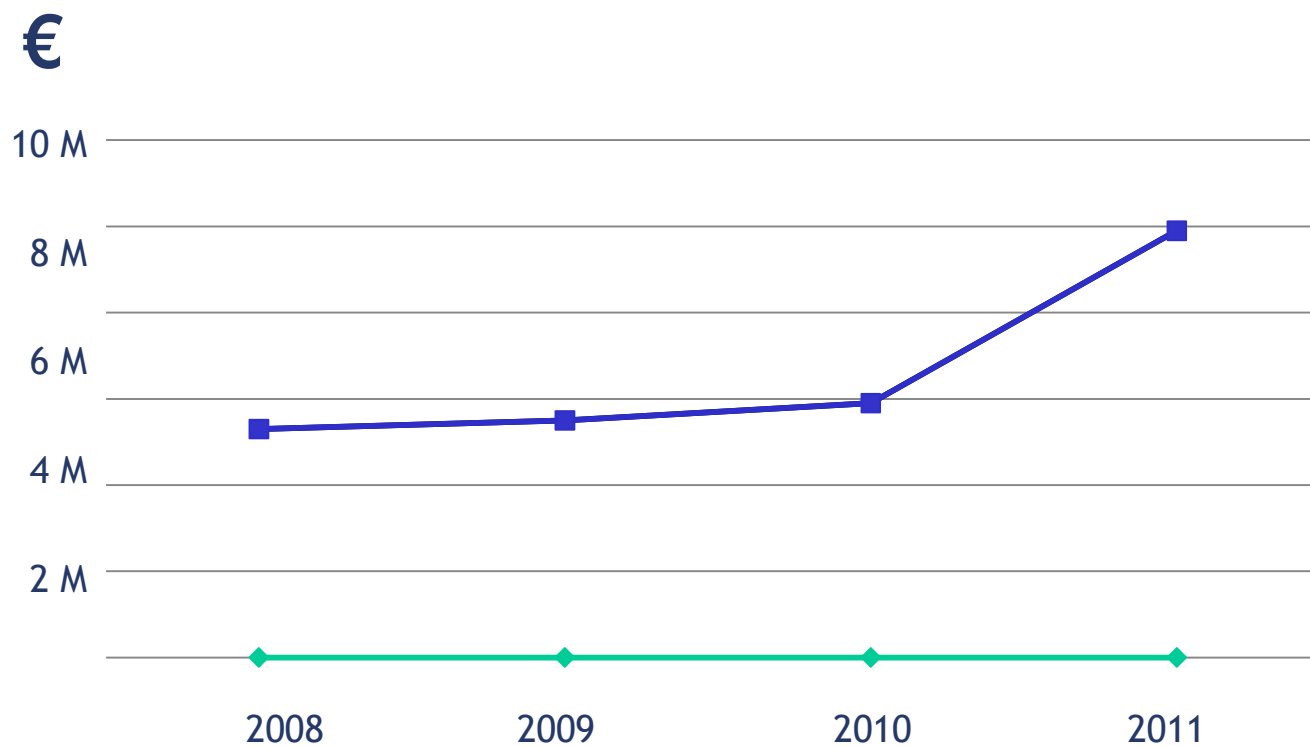
Global Kid's Ambassador For Earth Hour  
Trees will be planted by Trees for the Future



**CREATE YOUR CHALLENGE** [YOUTUBE.COM/EARTHHOUR](http://YOUTUBE.COM/EARTHHOUR)



## ZINKIA RESULTS 2010 Vs. 2011



- 96% Reduction of losses
- Incomes 2010 versus 2011: Growth of +121%
- Revenues of €13,22 M.(2011)
- EBITDA €1,684 M, growth of + 12,74% (2011)





### 3. Future Growth and Consolidation

# ZINKIA: NEW TERRITORIES



Zinkia's expansion is **unstoppable**.  
Developing new territories is a key part of the company policy.

- USA
- Spain
- UK
- Germany
- France
- China
- México
- Argentina
- Brasil
- Chile
- Italy
- Canada
- Bosnia
- Bulgaria
- Cyprus
- Croatia
- Portugal
- Finland
- Norway
- Belgium
- Poland
- Australia

To be continued...



Russia

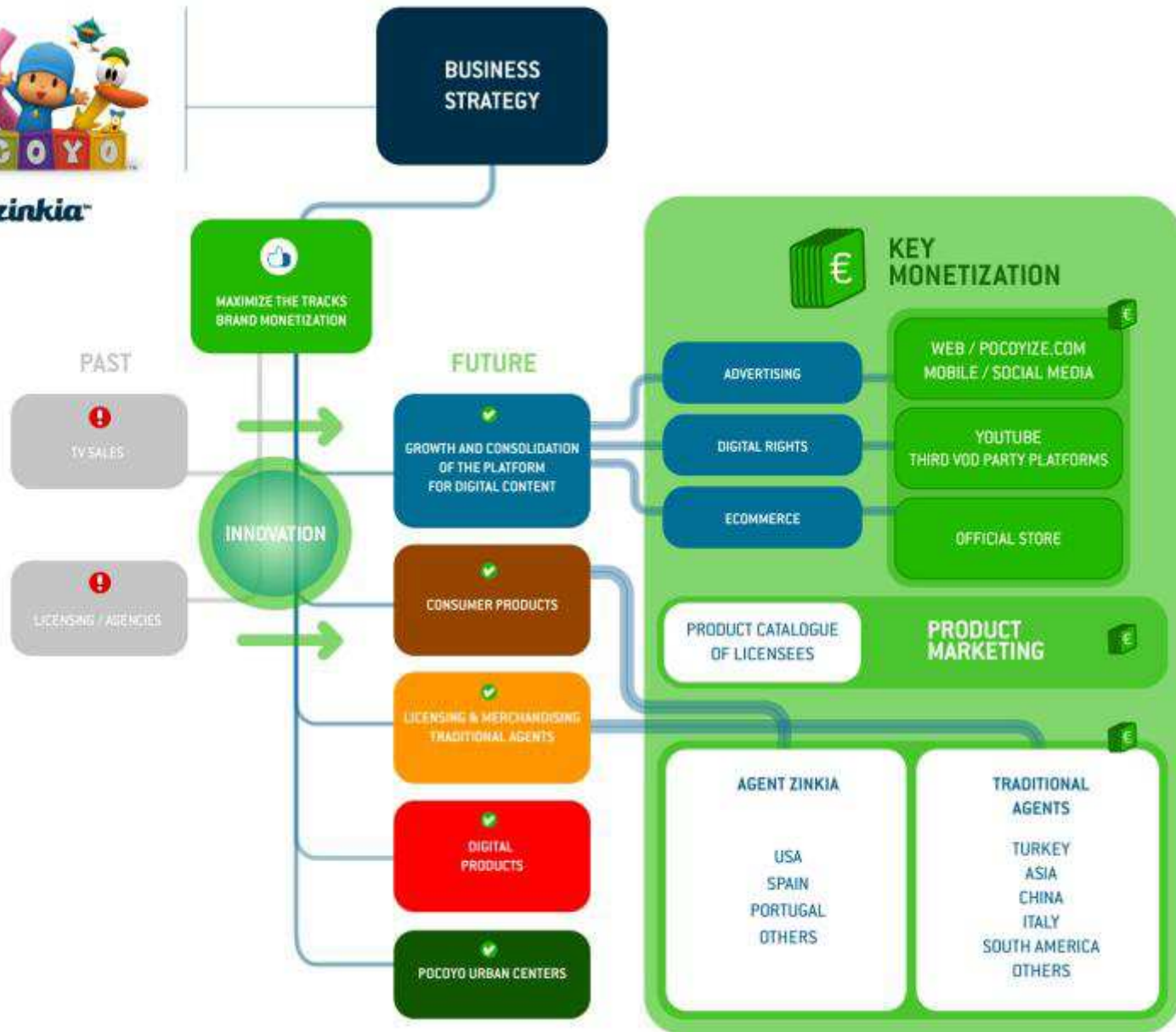
Vietnam

Turkey

**Global Reach of 3.5 billion** people worldwide



# FUTURE GROWTH AND CONSOLIDATION

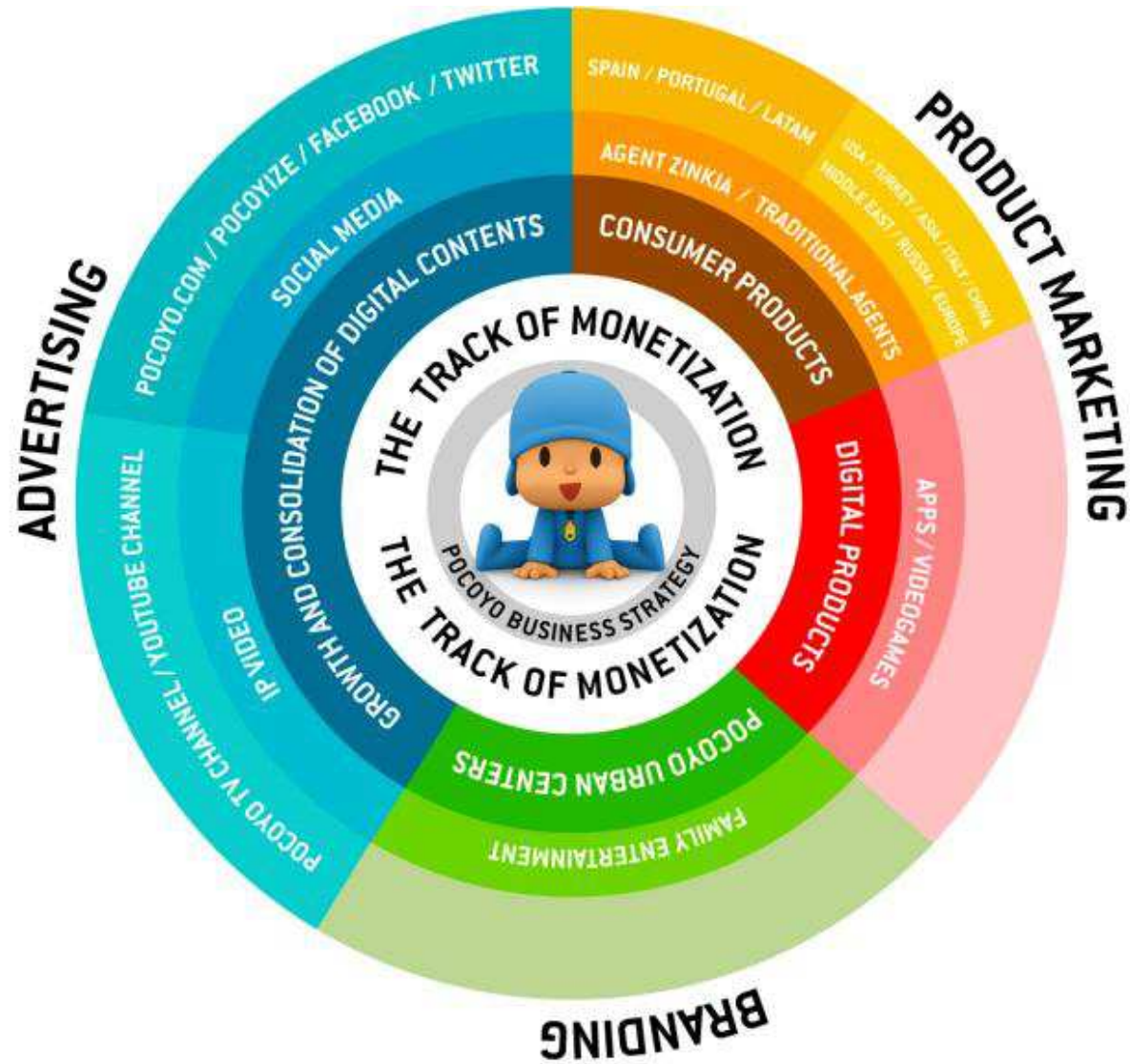


# FUTURE GROWTH AND CONSOLIDATION

Maximize Brand Monetization  
Through Business Innovation



# FUTURE GROWTH AND CONSOLIDATION



# FUTURE GROWTH AND CONSOLIDATION

## MULTIPLATFORM CONTENT DISTRIBUTION



90% Multi-Screen  
Total subscribers in the US  
\$12,944,000



10%  
One Screen

# FUTURE GROWTH AND CONSOLIDATION

## IPTV Platform

New alliance with worldwide leading video platform Brightcove.

Initially deliver Pocoyo content worldwide in an ad-based streaming and downloadable payable content.

Consolidate with new Pocoyo content, other Zinkia brands such as Shuriken School.

Gradually grow with third party family quality content, by offering Zinkia's video distribution channels - IPTV platform and third party platforms taking advantage of Pocoyo's outstanding performance on video platforms.

First releases on the platform and then through all of Zinkia's video platform agreements.

Possibility to develop 360° brands of the newly content integrated -> New business models

## DIGITAL PRODUCTS



## FUTURE GROWTH AND CONSOLIDATION

“Online spending will grow 23.3% to \$39.5 billion in 2012”

- Advertisers comfort level with integrated marketing is greater than ever.
- Double-digit growth is expected through 2014, when US online ad spending will reach \$52.8 billion. In 2016, eMarketer expects advertisers to spend \$62 billion online.
- US mobile search advertising more than doubled in 2011, when spending grew to \$652.5 million, up from just \$253.2 million in 2010.
- This year, advertisers will spend \$1.28 billion on mobile search ads in the US, eMarketer estimates.
- Mobile search advertising would reach \$349.4 million in 2011 and \$594.8 million in 2012. The revisions have helped put search in first place among mobile formats, with 49% of total mobile spending this year.

- [www.emarketer.com](http://www.emarketer.com)

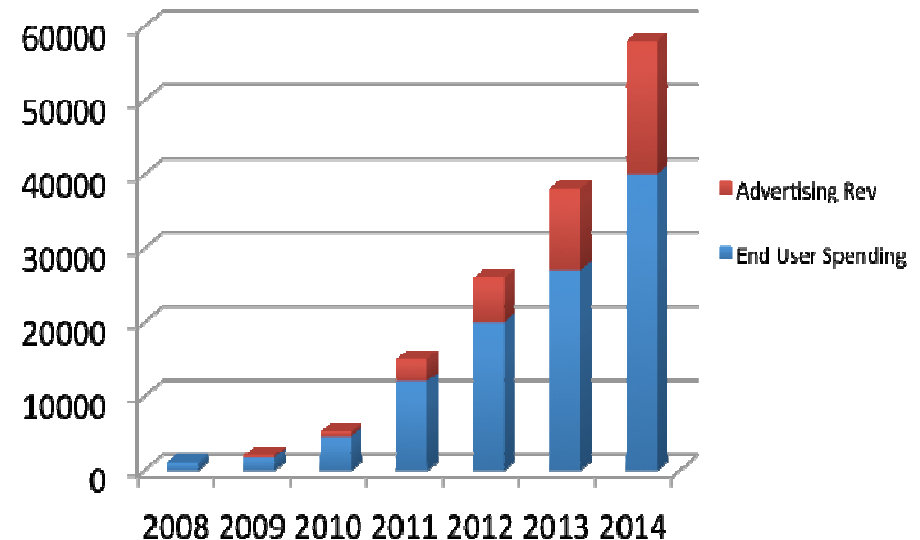
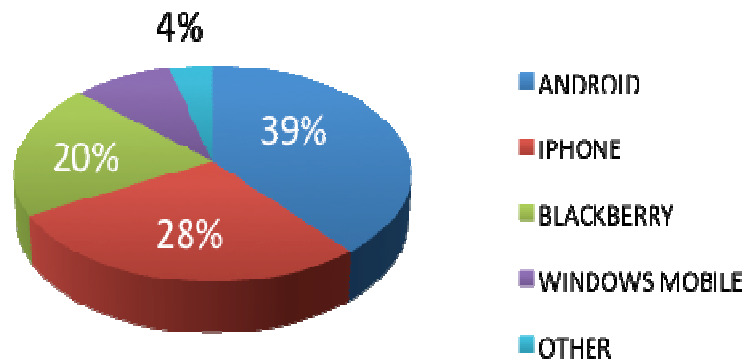


## DIGITAL PRODUCTS

# FUTURE GROWTH AND CONSOLIDATION

We **MUST BE** in all possible markets and platforms with special focus on the mobile devices (Tablets and smartphones).

Smartphone Operating System Market Share in 2011



## DIGITAL PRODUCTS

# FUTURE GROWTH AND CONSOLIDATION

## NEW INTERACTIVE CONTENT - Tablets & Smartphones Apps

- Pocoyo Interactive Bookstore: Creation of an e-book app motor to create a series of 10 interactive Pocoyo books based on existing Pocoyo content. (2012-2013)
- New slate of apps:
- Casual playable games with Pocoyo's look & feel but oriented to a broader, older target.
- Educational apps.



## DIGITAL PRODUCTS

# FUTURE GROWTH AND CONSOLIDATION

## NEW INTERACTIVE CONTENT - Tablets & Smartphones Apps

- LAMP Project
- Project LAMP is part of the U.S. Department of Education's Ready To Learn program for preschoolers in the Hispanic Community across the U.S. to develop and master English language skills.
- In partnership with HITM, Pocoyo will be brought to a series of tablet, smartphone and cloud-based programs designed to aid preschool children in developing critical literacy skills in English. By focusing on English Language Learners whose primary language is Spanish.

## DIGITAL PRODUCTS



# FUTURE GROWTH AND CONSOLIDATION

Traditional  
Licensing/Agencies



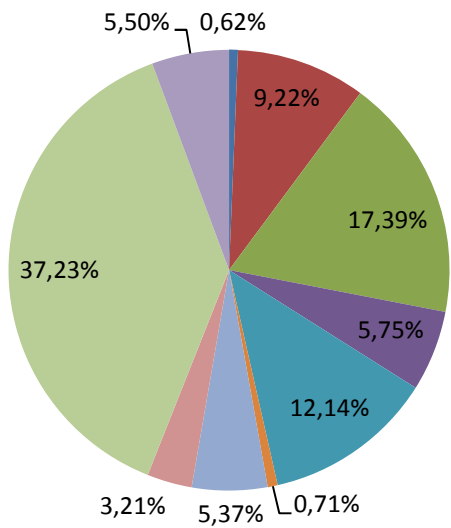
Consumer Products  
Agent Zinkia  
Traditional L&M

- **Zinkia Consumer Products**
- **Focus on Key Licencing Territories: Pocoyos Franchise**
  - Universal and long term property
  - Muticontent, Multiplatform, Multicategory, Multiterritory
  - Integrated Retail Sales: Brand, Product, Retail, Team
  - Hollistic and Compelling product approach: Best Product by Category



## CONSUMER PRODUCTS

# FUTURE GROWTH AND CONSOLIDATION



- ACCESORIES
- APPAREL
- BACK TO SCHOOL
- FOOD AND DRINKS
- HOME DECOR
- BABY CARE
- PROMOTIONAL & KIOSK
- STATIONARY
- TOYS & GAMES

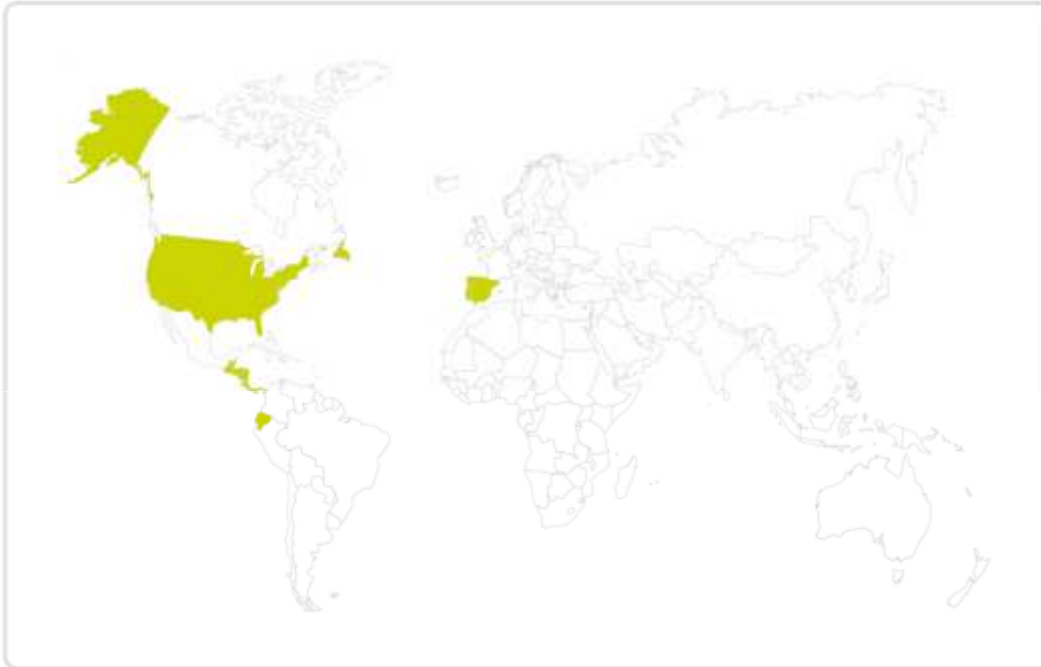
\* This chart excludes Publishing, DVD & MasterToy Figures



## CONSUMER PRODUCTS – ZINKIA (AGENT) : LICENSING SPAIN RESULTS TO DATE



# FUTURE GROWTH AND CONSOLIDATION



- USA
- SPAIN
- PORTUGAL
- OTHERS



CONSUMER PRODUCTS – ZINKIA (AGENT)

# FUTURE GROWTH AND CONSOLIDATION



























- ITALY
- TURKEY
- RUSSIA
- REST OF EUROPE
- LATAM
- AUSTRALIA
- ASIA



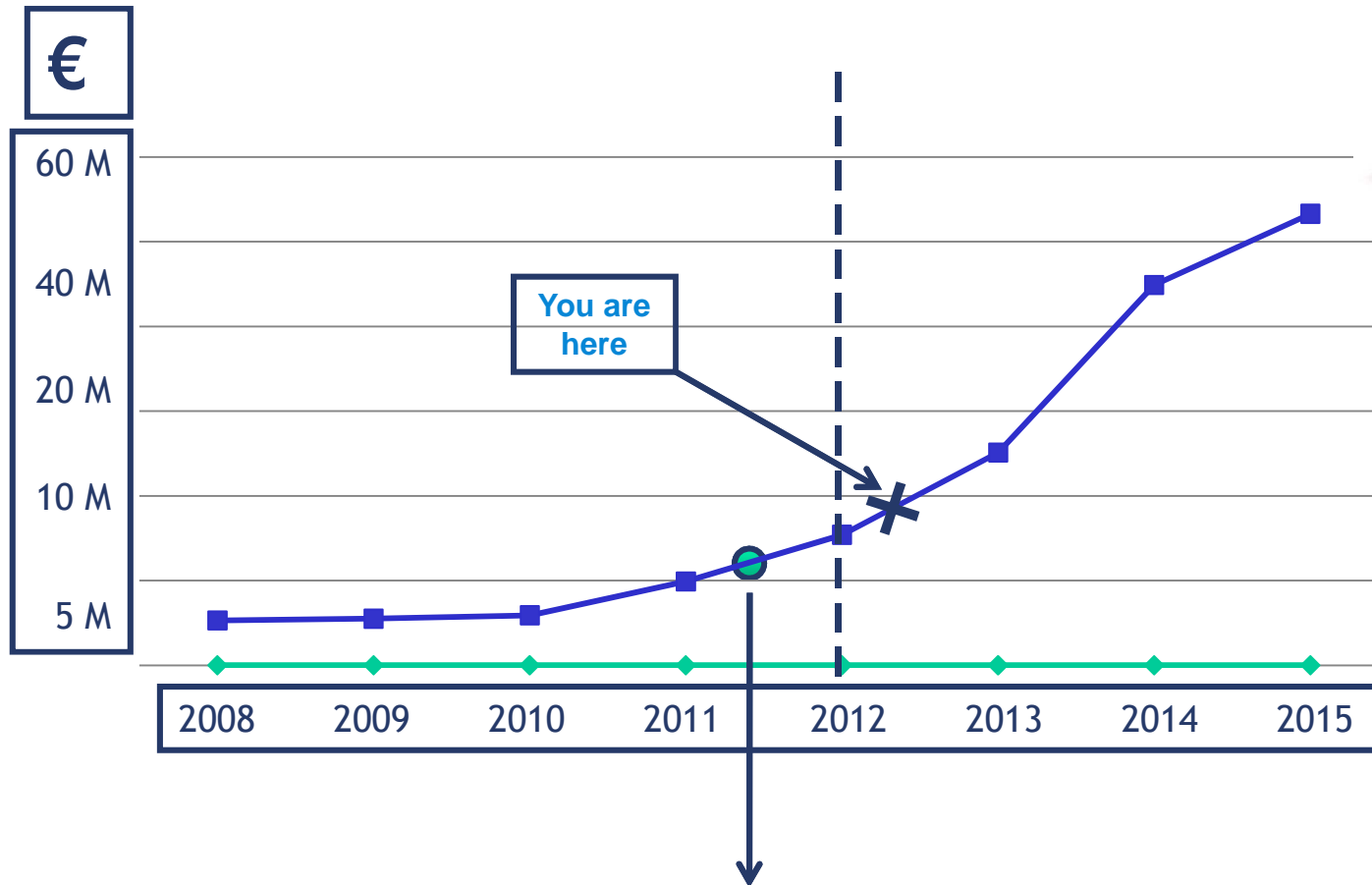
CONSUMER PRODUCTS: LICENSING & MERCHANDISING WORLDWIDE

# FUTURE GROWTH AND CONSOLIDATION

Building relationships with most major players in the content and distribution industry: Service or Content providers, Manufacturers and Retailers

# THE FUTURE AHEAD...



SINCE APRIL 2011 ZINKIA MANAGES THE BRAND WORLDWIDE



# PROFIT AND LOSS FORECAST

Zinkia	2012e	2013e	2014e	2015e
(€)				
<b>Total Revenue</b>	<b>15.505.015</b>	<b>25.157.407</b>	<b>44.907.778</b>	<b>53.364.074</b>
Sales	14.237.191	21.455.000	36.250.000	45.050.000
Other Operating Income	1.267.824	3.702.407	8.657.778	8.314.074
Cost of goods sold	116.471	70.455	73.978	77.677
<b>Gross Profit</b>	<b>15.388.544</b>	<b>25.086.952</b>	<b>44.833.800</b>	<b>53.286.397</b>
<i>% Gross Profit / Revenue</i>	<i>99,25%</i>	<i>99,72%</i>	<i>99,84%</i>	<i>99,85%</i>
Cost of Employees	3.502.213	5.804.209	8.956.258	8.615.103
Other Operating Expenses	4.865.527	7.124.470	11.368.624	12.916.800
<b>EBITDA</b>	<b>7.020.805</b>	<b>12.158.273</b>	<b>24.508.918</b>	<b>31.754.494</b>
<i>% EBITDA / Revenue</i>	<i>45,28%</i>	<i>48,33%</i>	<i>54,58%</i>	<i>59,51%</i>
Amortizations and Depreciations	1.617.313	883.309	1.826.017	3.801.268
<b>EBIT</b>	<b>5.403.491</b>	<b>11.274.965</b>	<b>22.682.901</b>	<b>27.953.226</b>
<i>% EBIT / Revenues</i>	<i>34,85%</i>	<i>44,82%</i>	<i>50,51%</i>	<i>52,38%</i>
Financial Income	-	-	-	-
Financial Expense	802.816	779.907	105.876	44.244
<b>Financial P/L</b>	<b>- 802.816</b>	<b>- 779.907</b>	<b>- 105.876</b>	<b>- 44.244</b>
Extraordinary Income	-	-	-	-
Extraordinary Expense	-	-	-	-
<b>Extraordinary P/L</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>EBT</b>	<b>4.600.675</b>	<b>10.495.057</b>	<b>22.577.025</b>	<b>27.908.982</b>
<i>% EBT / Revenue</i>	<i>29,67%</i>	<i>41,72%</i>	<i>50,27%</i>	<i>52,30%</i>
Taxation	1.380.202	3.148.517	6.773.108	8.372.695
<b>EAT</b>	<b>3.220.472</b>	<b>7.346.540</b>	<b>15.803.918</b>	<b>19.536.287</b>

# REVENUE PROJECTION 2012-2015

<i>Euros</i>	2012	2013	2014	2015
<b>TOTAL REVENUE</b>	<b>15.505.015</b>	<b>25.157.407</b>	<b>44.907.778</b>	<b>53.364.074</b>
<b>SALES</b>	<b>14.237.191</b>	<b>21.455.000</b>	<b>36.250.000</b>	<b>45.050.000</b>
Pocoyó	12.384.598	17.800.000	25.150.000	24.950.000
Spain	1.300.000	2.000.000	2.000.000	2.000.000
Other Zinkia Territories	2.098.654	4.200.000	4.150.000	3.950.000
New Zinkia Territories	8.985.944	11.600.000	19.000.000	19.000.000
Pre-sales/Coproduction				
Shuriken School	51.852	55.000	-	-
Mola Noguru	-	-	-	6.000.000
Explotation	-	-	-	6.000.000
Pre-sales	-	-	-	-
Pocoyó the movie	-	-	4.000.000	6.000.000
Explotation	-	-	4.000.000	6.000.000
Pre-sales	-	-	-	-
Interactive Income	1.740.741	3.500.000	7.000.000	8.000.000
Videogames	-	-	-	-
On Line and Digital Rights	1.740.741	3.500.000	7.000.000	8.000.000
Other REVENUE	60.000	100.000	100.000	100.000
<b>OTHER OPERATIVE REVENUE</b>	<b>1.267.824</b>	<b>3.702.407</b>	<b>8.657.778</b>	<b>8.314.074</b>

# BALANCE SHEET FORECAST (I)

Balance Sheet (euros)	2012e	2013e	2014e	2015e
(€)				
<b>Intangible Assets</b>	7.819.364	10.624.442	17.448.901	21.947.870
<b>Tangible Assets</b>	109.621	117.532	118.726	126.455
<b>Financial Assets</b>	1.035.237	1.035.237	1.035.237	1.035.237
<b>Deferred Taxation Assets</b>	4.106.586	3.004.605	634.017	-
<b>Debtors and receivables</b>	411.644	411.644	411.644	411.644
<b>Non Current Assets</b>	<b>13.482.451</b>	<b>15.193.461</b>	<b>19.648.526</b>	<b>23.521.206</b>
<b>Stocks</b>	-	-	-	-
<b>Debtors and receivables</b>	7.063.490	7.096.108	11.960.218	14.853.369
<b>Financial Assets</b>	211.114	211.114	211.114	211.114
<b>Cash</b>	169.637	2.779.854	6.920.329	19.756.274
<b>Period Adjustements</b>	31.010	31.010	31.010	31.010
<b>Current Assets</b>	<b>7.475.251</b>	<b>10.118.085</b>	<b>19.122.671</b>	<b>34.851.766</b>
<b>Total Assets</b>	<b>20.957.702</b>	<b>25.311.546</b>	<b>38.771.196</b>	<b>58.372.971</b>

## BALANCE SHEET FORECAST (II)

Balance Sheet (euros)	2012e	2013e	2014e	2015e
(€)				
<b>Issued Capital</b>	<b>2.445.677</b>	<b>2.445.677</b>	<b>2.445.677</b>	<b>2.445.677</b>
<b>Share premium</b>	<b>9.570.913</b>	<b>9.570.913</b>	<b>9.570.913</b>	<b>9.570.913</b>
<b>Own shares held</b>	<b>- 600.560</b>	<b>- 600.560</b>	<b>- 600.560</b>	<b>- 600.560</b>
<b>Reserves</b>	<b>1.151.523</b>	<b>1.403.396</b>	<b>8.198.004</b>	<b>24.001.922</b>
<b>Retained Earnings</b>	<b>- 3.520.531</b>	<b>- 551.932</b>	<b>-</b>	<b>-</b>
<b>Profits and losses</b>	<b>3.220.472</b>	<b>7.346.540</b>	<b>15.803.918</b>	<b>19.536.287</b>
<b>Other adjusts</b>	<b>- 5.999</b>	<b>- 5.999</b>	<b>- 5.999</b>	<b>- 5.999</b>
<b>Grants</b>	<b>84.433</b>	<b>63.325</b>	<b>42.217</b>	<b>21.108</b>
<b>Shareholders Equity</b>	<b>12.345.928</b>	<b>19.671.360</b>	<b>35.454.169</b>	<b>54.969.348</b>
<b>Long Term Debt</b>	<b>3.521.032</b>	<b>499.625</b>	<b>331.118</b>	<b>311.282</b>
<b>Deferred taxation liabilities</b>	<b>51.200</b>	<b>51.200</b>	<b>51.200</b>	<b>51.200</b>
<b>Long Term Liabilities</b>	<b>3.572.232</b>	<b>550.825</b>	<b>382.318</b>	<b>362.482</b>
<b>Short Term Debt</b>	<b>3.576.925</b>	<b>3.262.975</b>	<b>410.074</b>	<b>261.404</b>
<b>Creditors</b>	<b>1.462.617</b>	<b>1.826.386</b>	<b>2.524.634</b>	<b>2.779.737</b>
<b>Current Liabilities</b>	<b>5.039.542</b>	<b>5.089.362</b>	<b>2.934.709</b>	<b>3.041.141</b>
<b>Total Shareholders Equity and Liabilities</b>	<b>20.957.702</b>	<b>25.311.546</b>	<b>38.771.196</b>	<b>58.372.971</b>

THANK YOU!

