



Suzy's Zoo®

# THE BRAND



- Created in 1968 by Suzy Spafford, an award-winning illustrator/artist.
- Suzy's Zoo evokes the spirit of a simpler, safer world.
- The animations use clean, bright natural colors and realistic shapes, creating a familiar-seeming and friendly universe.
- While instantly appealing, Suzy's Zoo also retains originality and individuality.

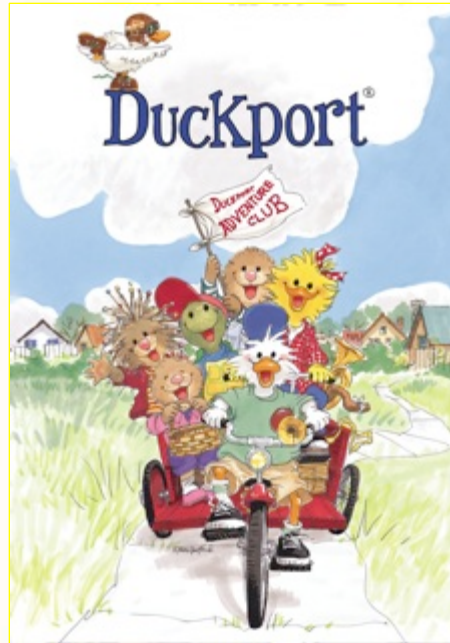
# THE BRAND

Suzy's Zoo consists of three different character sets

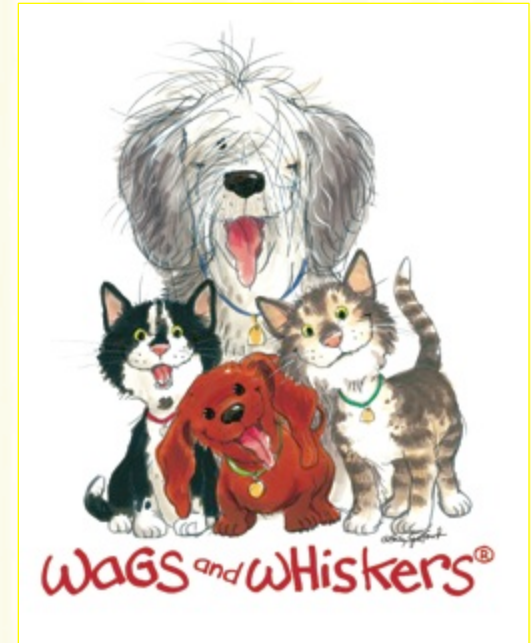
Little Suzy's Zoo



Duckport



Wags and Whiskers



# THE BRAND



- A Brand for All Demographics--From Babies to Grandmothers.
- Little Suzy's Zoo was introduced to Walmart/Target/Babies R Us in US 1999-2005--complete line of baby products, furniture, layette, accessories, diapers....
- Averaged over \$250M in US each year in mass retail from 1999-2005.
- Introduced to Plaza Style Stores in Japan in 2005 and is now a complete line of apparel and accessories for 20-something women.





# PRODUCT AVAILABILITY



- Over 3,000 items of character art.
- Adorable, curious, energetic, playful characters.
- Detailed, extensive, flexible Style Guides.
- Design and product approvals can be achieved in as little as 5 days.
- Calming colors, soft shapes and a gentle theme have created huge US sales since 1999 and are the foundation of a fabulous consumer launch in Asia in 2009.
- Perfectly placed for the US and major international markets.



# BRAND GROWTH



- Over 2,000 products currently on sale worldwide.



- More than 100 active licensees worldwide.
- Television series 52 x 11mins fully developed.



# EXISTING BRAND VALUE

- Suzy's Zoo is now a major licensed consumer brand in the US, UK and Asia. The brand was released onto the mass market in 1999 when it was distributed in US stores Target and Walmart generating over \$200m in gross sales in its first year.
- The brand has recently been exported to Asia where it has taken off, particularly in Japan, where Suzy's Zoo generated \$110m in retail sales during 2010.
- In the US, Japan and UK there are over 2,000 different SKUs under the Suzy's Zoo license, manufactured by more than 100 different licensees worldwide.



# CURRENT RETAIL

- Achieving over \$150 million in annual global retail sales and growing.
  - \$110 million in sales in Japan in 2010.
- Q1 2010 Japan retail sales increased more than 800% over Q1 2009.

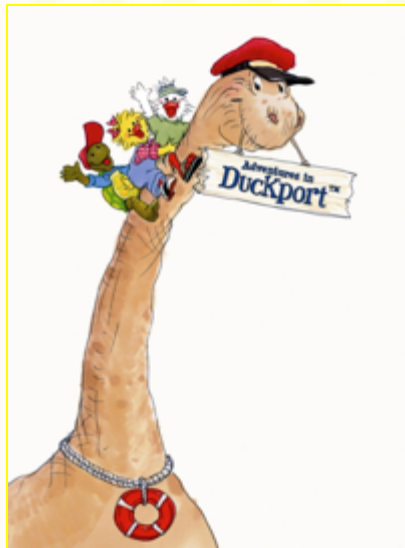




# HISTORICAL SALES

- \$600 million in Walmart sales between 1999 - 2005.
- \$400 million in stationery.
- \$50 million in plush/soft toys.
- \$48 million in bedding and clothing.
- 7 million books sold in the US.
- 250 million greeting cards sold in the US.
- 1,000,000,000 diapers sold between 1999 - 2005.





# TELEVISION



- 52 x 11 minute episodes.
- Target age 2-5.
- Combination of 2D and CG animation.
- Several broadcast commitments are now in place worldwide for the show.





# Contact Information

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