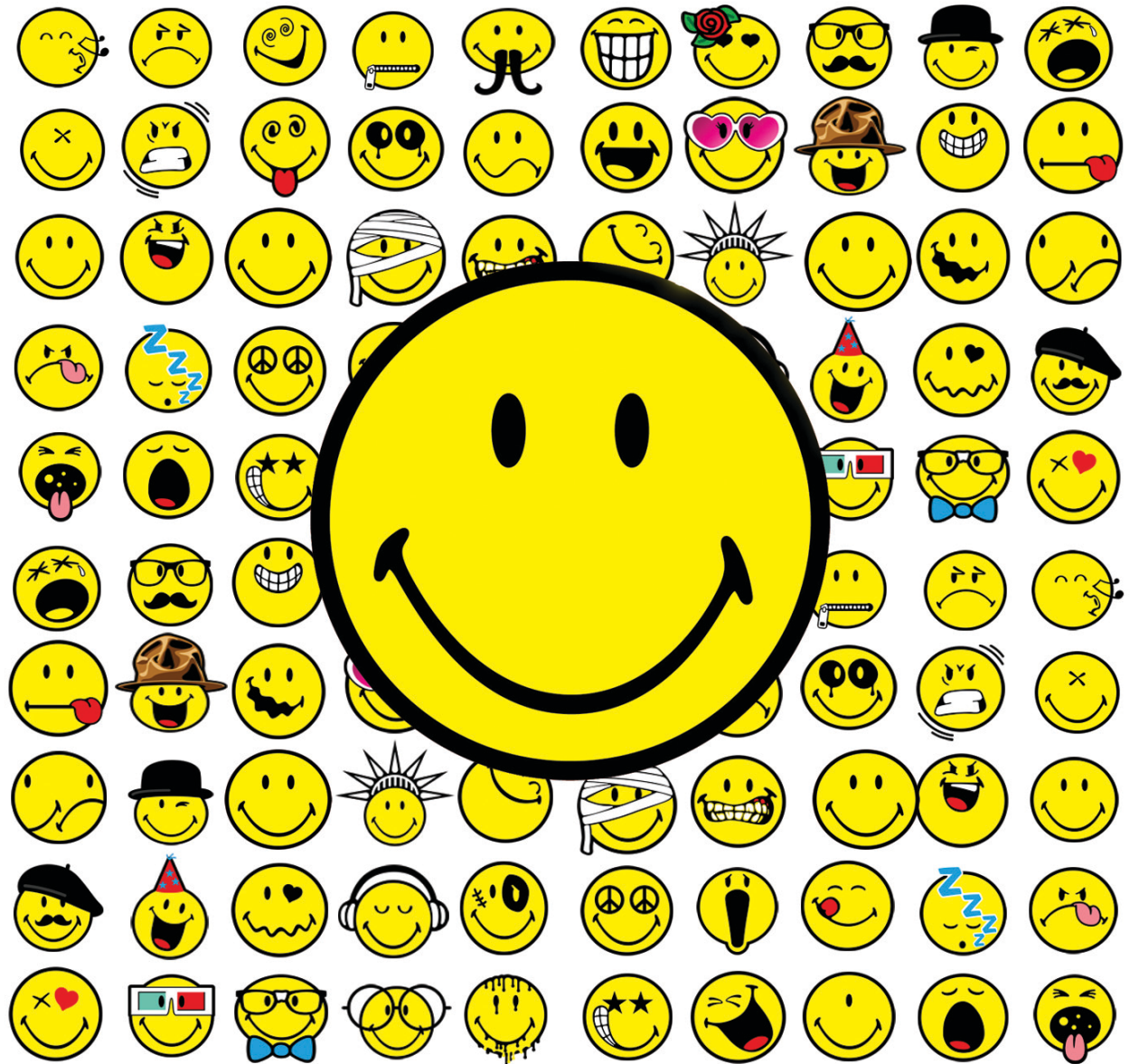




PROPERTY OVERVIEW



FROST
PRODUCTIONS, LLC

Contact

Ph: 323-874-5300

Cell: 213-880-2184

CateFrost@aol.com



ABOUT SMILEY

SMILEY AND THE PURSUIT OF HAPPINESS: For **over 45 years**, Smiley has shaped the way we share happiness and express ourselves through iconic and creative products found all over the world. Smiley is a truly unlimited brand, that has influenced musical generations, social movements, popular culture and the pursuit of happiness. For over four decades, **Smiley has become more than just an icon, brand or lifestyle: it is now a spirit and a philosophy, reminding people just how powerful a smile can be!**

On January 1st 1972, Smiley was born when French newspaper France Soir journalist Franklin Loufrani launched a happiness promotion, in which he used the Smiley logo to highlight good news stories. Loufrani trademarked Smiley and started licensing the rights to the Smiley icon for promotional use.

During the **1990's** his son Nicolas joined The Smiley Company and, recognizing the growth in the digital world, turned his focus toward people using expressive punctuation emotions for text messaging and e-mails. Experimenting with Smiley, he created animated faces that corresponded to these pre-existing emoticons and the Smiley Dictionary was born. **Thousands of Smiley icons would become the world's first Smileys and influence the creation of emojis.** His creations launched the new brand, SmileyWorld, made up entirely of the expressive Smiley icons.

Today the Smiley Company is one of the **TOP 100 licensing Companies** in the world, with **over 260 licensees globally** generating annual turnover at retail in excess of **\$265 million** and **selling more than 23 million products** year round. The **Smiley trademark is registered in over 100 countries and in more than 13 product categories.** According to a recent Toluna survey Smiley has **97% recognition across the world as a symbol of positivity!**



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FUN FACTS

THE ORIGINAL SMILEY® BRAND

MAKING THE WORLD A HAPPIER PLACE

BRAND VALUES

BRAND AWARENESS



Surveys from Clio 2003 & Tokina 2013

TRADEMARKED
IN OVER
100
COUNTRIES



TOP
100
GLOBAL LICENSOR



 **4.5M** FANS ON
SOCIAL MEDIA

R 
EACH

\$265
MILLION
TURNOVER AT RETAIL



50,000
RETAIL STORES



OVER **23** PRODUCTS
SOLD
MILLION YEAR ROUND

OVER
230
LICENSEES GLOBALLY



COMPANY VALUES : CREATIVITY + POSITIVITY

C 
REATIVE



DIRECTORY OF OVER
3,000
EMOTICONS

100'S
OF
STYLE GUIDES



MARKETING
& DESIGN
APPROACH

T 
RENDS



HAPPINESS
IS A MAJOR GLOBAL
TREND



SMILEYS
ARE A MAJOR COMMUNICATION
TREND

ICONIC
MUSIC BRAND



OVER
45
YEARS
HERITAGE



AT THE FOREFRONT OF THE
HAPPINESS
MOVEMENT



4" X 4" BASIC DESIGN (OPTION 1)

FROST
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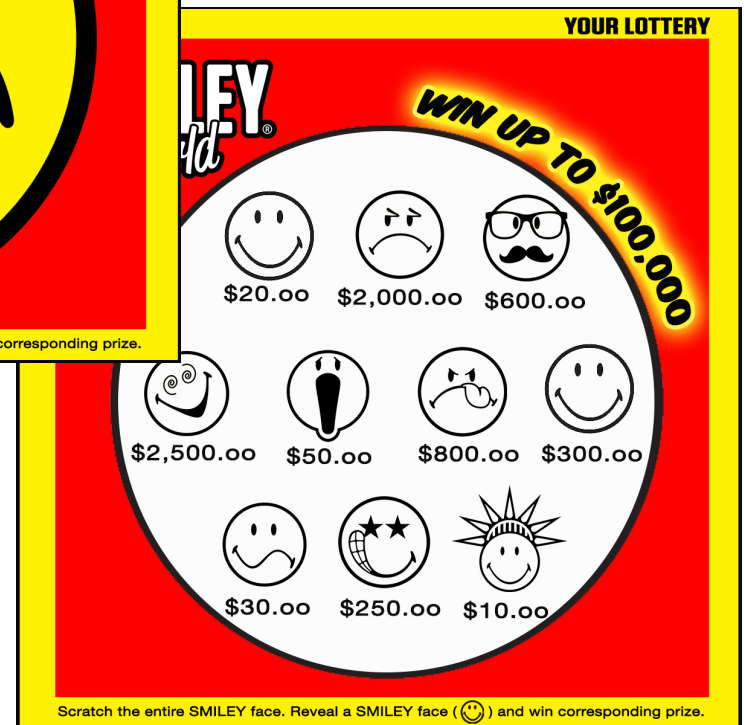
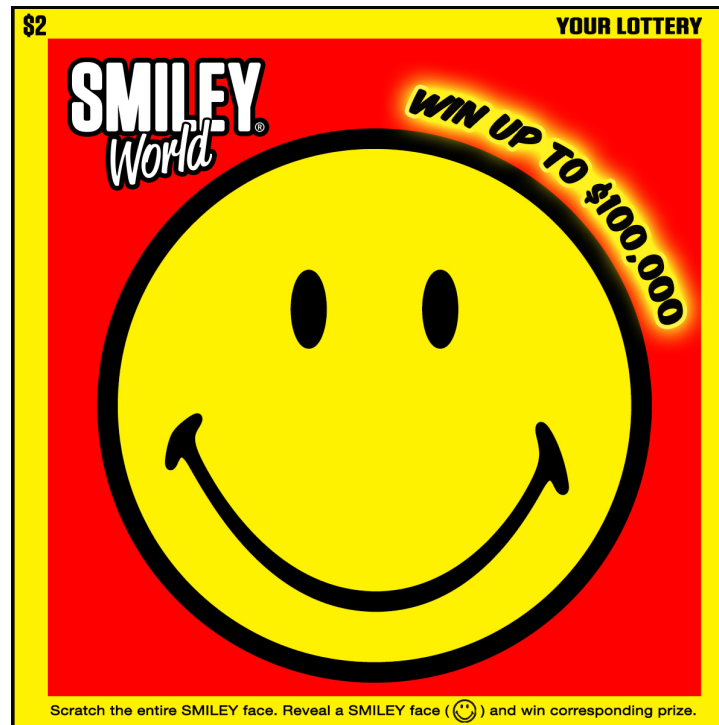
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TICKET DESIGNS





4" X 4" BASIC DESIGN (OPTION 2)

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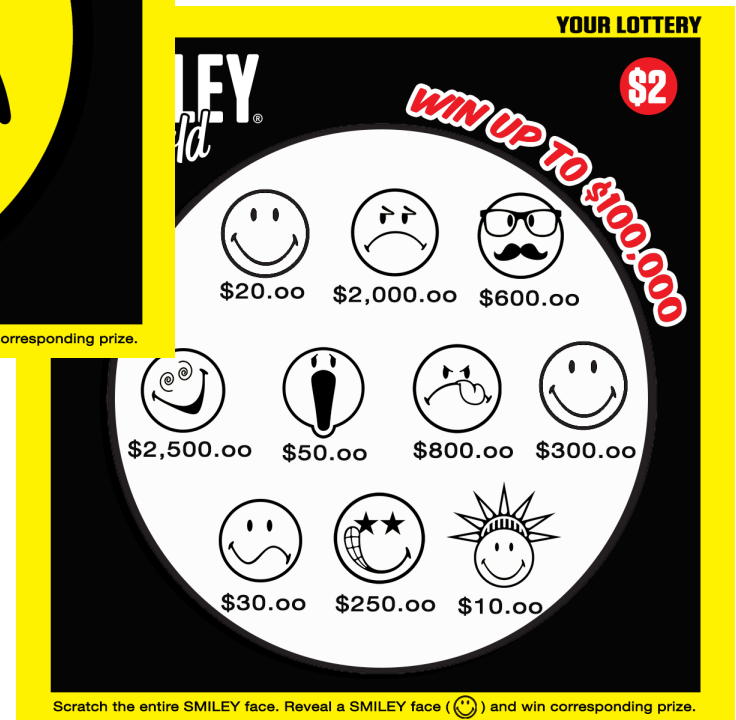
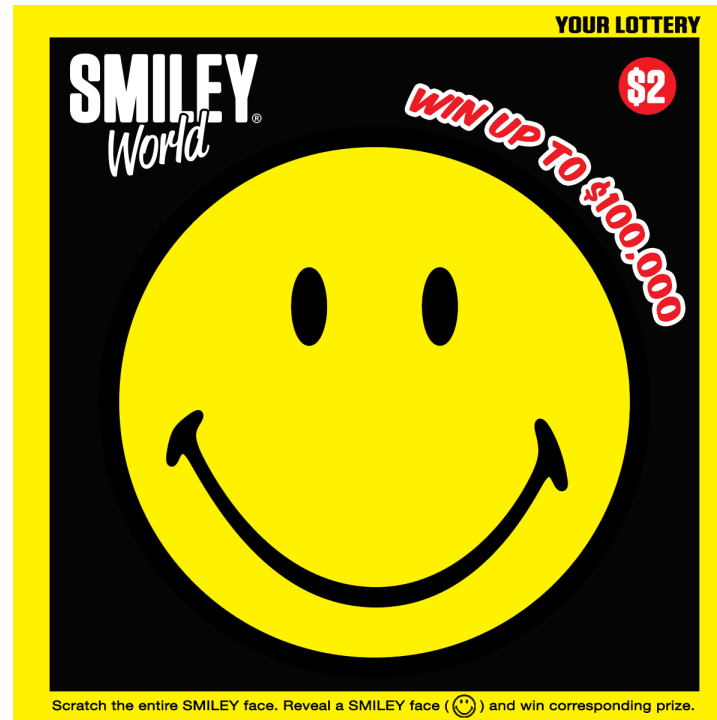
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TICKET DESIGNS





TICKET DESIGNS CON'T

4" X 4" TIC TAC TOE DESIGN (OPTION 1)

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CateFrost@aol.com

\$2 YOUR LOTTERY

SMILEY World 

Screen Shot 2017-10-24 at 11:43:02

TIC TAC TOE

WIN UP TO \$50,000!

In any game, reveal 3 like Smileys in any row, column or diagonal and win highest amount shown, or 2 like Smileys and a wild '😄' symbol (Smiley with \$ sign eyes) and win highest amount shown.



TICKET DESIGNS CON'T

4" X 4" TIC TAC TOE DESIGN (OPTION 2)

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\$2 **SMILEY** 
World

TIC TAC TOE

WIN UP TO \$50,000!

In any game, reveal 3 like Smileys in any row, column or diagonal and win highest amount shown, or 2 like Smileys and a wild '😄' symbol (Smiley with \$ sign eyes) and win highest amount shown.



4" X 6"
LUCKY 7S
DESIGN
(OPTION 1)

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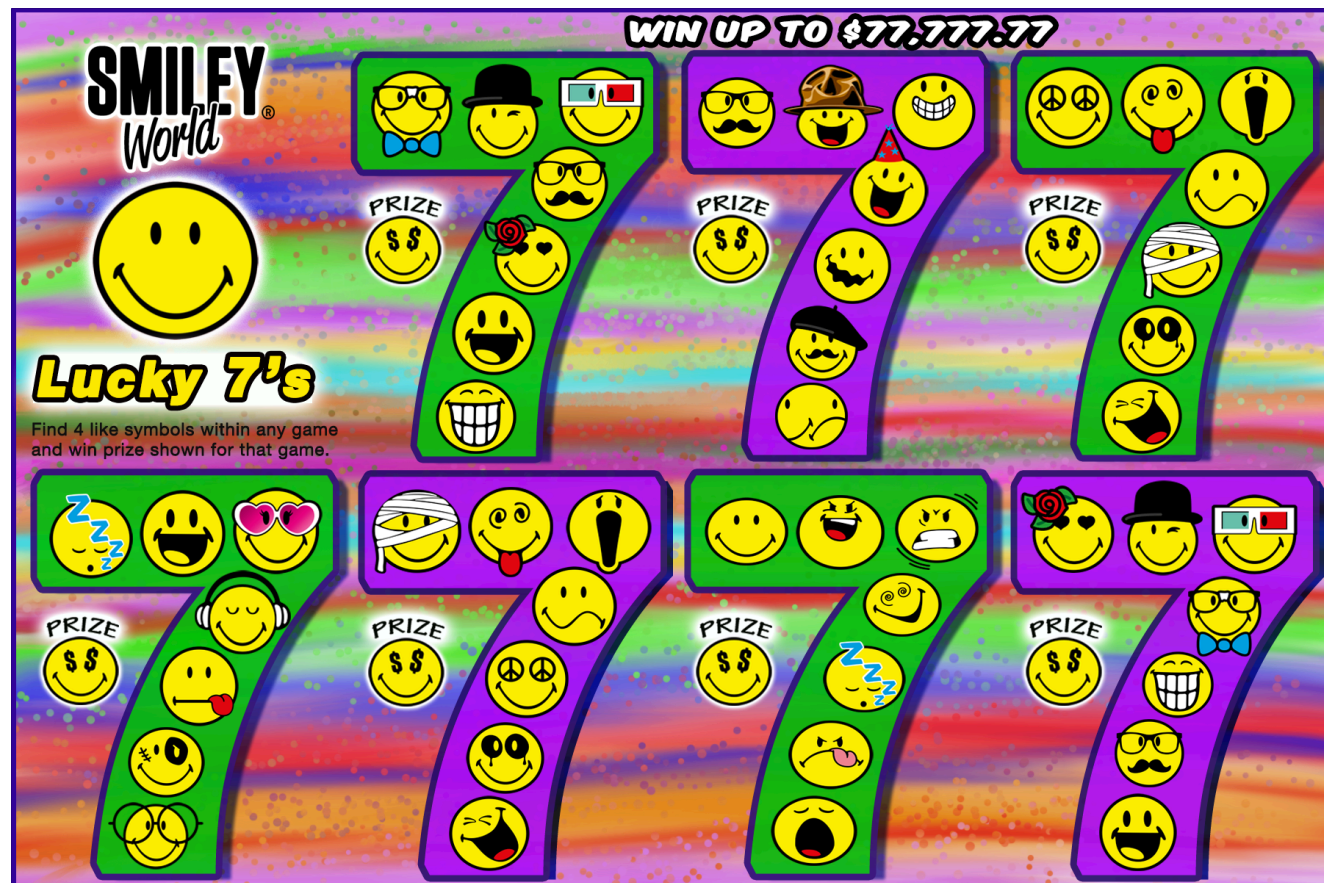
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TICKET DESIGNS CON'T





4" X 6"
LUCKY 7S
DESIGN
(OPTION 2)

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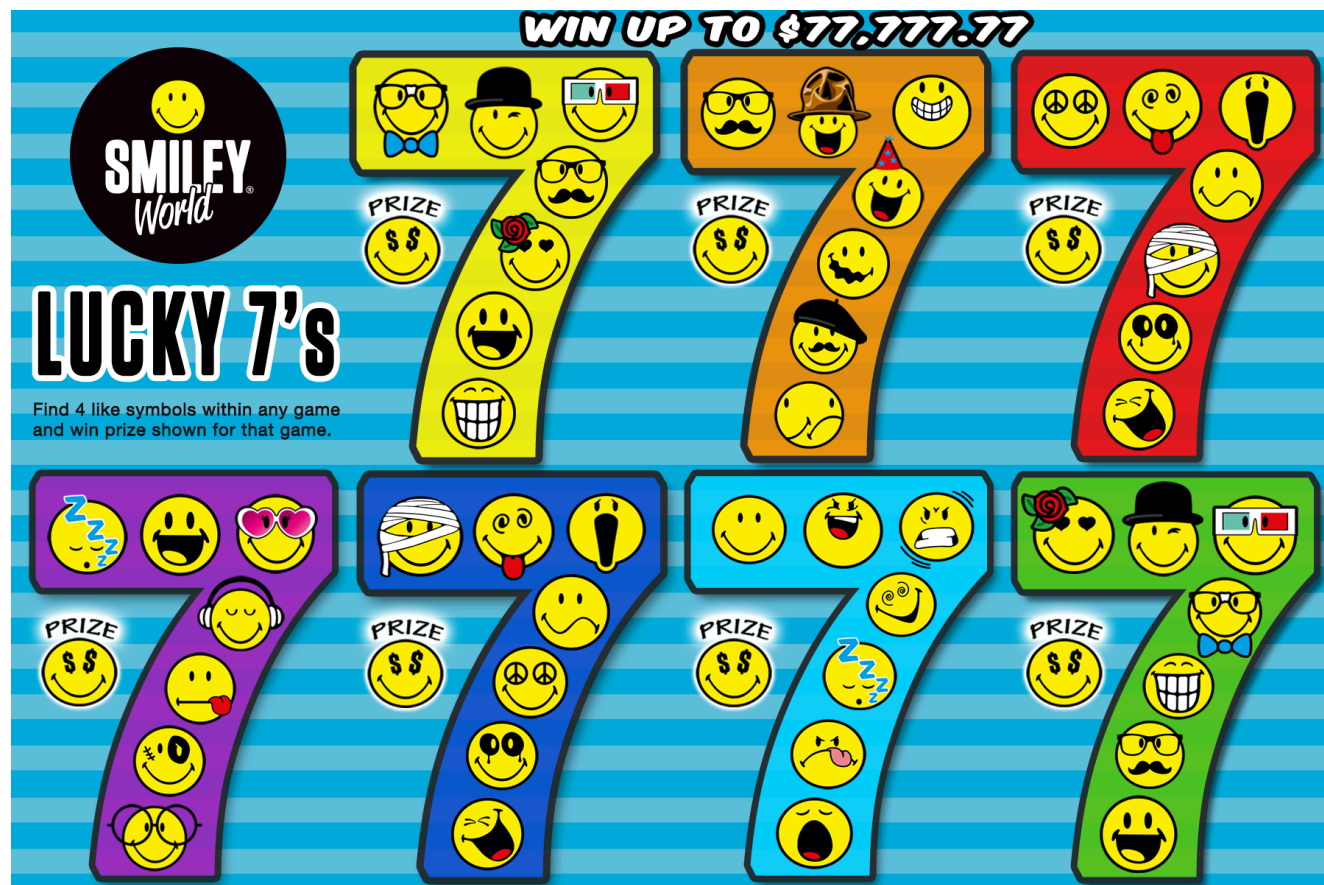
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TICKET DESIGNS CON'T





4" X 7" BINGO DESIGN (OPTION 1)

FROST
PRODUCTIONS, LLC

Contact

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CateFrost@aol.com

\$5
YOUR LOTTERY

BINGO

CALLER'S SMILEY'S

B I N G O B I N G O

		FREE		

CARD 1: line=\$5, 4 Corners=\$10, X=\$25

B I N G O B I N G O

		FREE		

CARD 2: line=\$10, 4 Corners=\$15, X=\$50

B I N G O B I N G O

		FREE		

CARD 3: line=\$20, 4 Corners=\$35, X=\$100

B I N G O B I N G O

		FREE		

CARD 4: line=\$50, 4 Corners=\$75, X=\$50,000

WIN UP TO \$50,000!

RULES ON BACK



4" X 7" BINGO DESIGN (OPTION 2)

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YOUR LOTTERY

\$5

SMILEY World **BINGO**

CALLER'S SMILEY'S

B I N G O B I N G O

CARD 1: Line=\$5, 4 Corners=\$10, X=\$25

CARD 2: Line=\$10, 4 Corners=\$15, X=\$50

CARD 3: Line=\$20, 4 Corners=\$35, X=\$100

CARD 4: Line=\$50, 4 Corners=\$75, X=\$50,000

WIN UP TO \$50,000!

RULES
ON BACK

Retail Collaborations

Examples of Smiley apparel found in over 50,000 retail stores

URBAN OUTFITTERS



URBAN PLAYS ON THE CLASSIC ICON

Continued high street successes with fashion lifestyle concept Urban Outfitters, who give Smiley the hipster makeover which ensures the icon is now a best selling staple across 238 stores worldwide.

BUTLERS®

SPREADING HAPPINESS IN THE HOME

Smiley and Butlers have teamed up to create an exciting range of homewares and associated lifestyle products. From chic and modern lighting, vibrant door mats and dining sets to stylish bags and accessories which are sold through 160 Butlers stores across Europe.



bloomingdale's

I LOVE ROCK & ROLL

Smiley has added to its ever growing roster of amazing retail partnerships with a recent launch at iconic department store, Bloomingdales. This super slick rock chick collection features distressed over-dyed tanks with choker neck detailing. Bloomingdales operates 38 department stores across the USA and is part of Macys Inc.



FENDI



THE MOST ICONIC FASHION BRAND

Italian label Fendi is one of the most recognisable brands in the world. Founded in Rome in 1925 by Adele Casagrande, this Smiley collaboration features a range of luxury bag accessories that spreads Smiley's unique sparkle of happiness.

Gianni



THE GRANDMASTER OF EMBELISHMENT

Raised in a small Italian town with a long-standing history of shoemaking, Giuseppe Zanotti draws on the past and merges it with his forward-thinking designs and detailing. Zanotti launched a collection with Smiley that featured embellished slip-ons, handbags and brightly coloured stilettos all featuring the classic Smiley icon.



SMILEEY!

Smiley teamed up with the front-runner of branded lifestyle apparel, footwear and accessories, VF Corporation for an exclusive collaborative collection with Lee Jeans. Fusing timeless denim with clean lines and a modern rework of the Original Smiley face, this powerful collection highlights the commitment of both brands to design excellence through denim innovation, superior comfort and craftsmanship.





CASTELBAJAC PARIS

POP ART THEMES

Jean-Charles de Castelbajac, the world-renowned fashion designer created a collaboration with Smiley which fused his trademark design style of injecting playful childhood themes and Pop Art styles whilst reflecting the Smiley's unique influence on 1980's art, music & pop culture.



TAKING THE CATWALK TO THE SIDEWALK

Sugarbird joined forces with Smiley to create an ever renewing, exclusive, and high quality fashion-capsule collection that mixes exciting plays on the classic Smiley with catwalk quality designs to create a range that takes the catwalk to a wider audience at affordable prices.

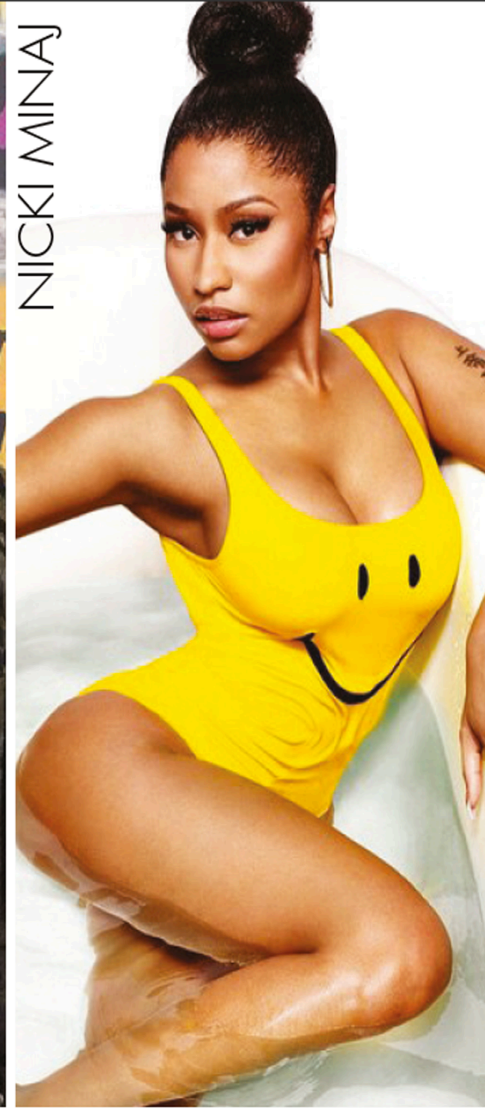
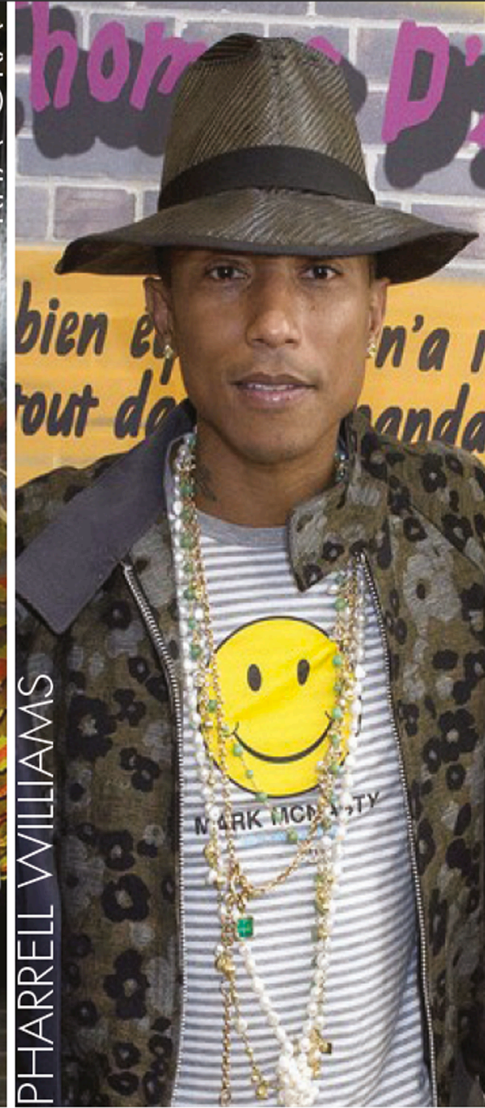
 **Sugarbird™**



OFF-BEAT URBAN TRENDS

Happiness continues to be one of the standout brands in the luxury sportswear market and their collaboration with Smiley leans towards collegiate inspired styling in this sports-luxe collection. The original Smiley features a linear deconstruction that adds a new dimension to the classic icon.

Happiness®



A-LIST CELEBRITY SEEDING

One of the key ingredients of Smiley's ongoing brand collaborations is the amazing celebrity placement opportunities these create and the visibility this gives Smiley to the world's leading tastemakers.

www.AboutFrostProductions.com

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For more
information
on the

SMILEY

Property!

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