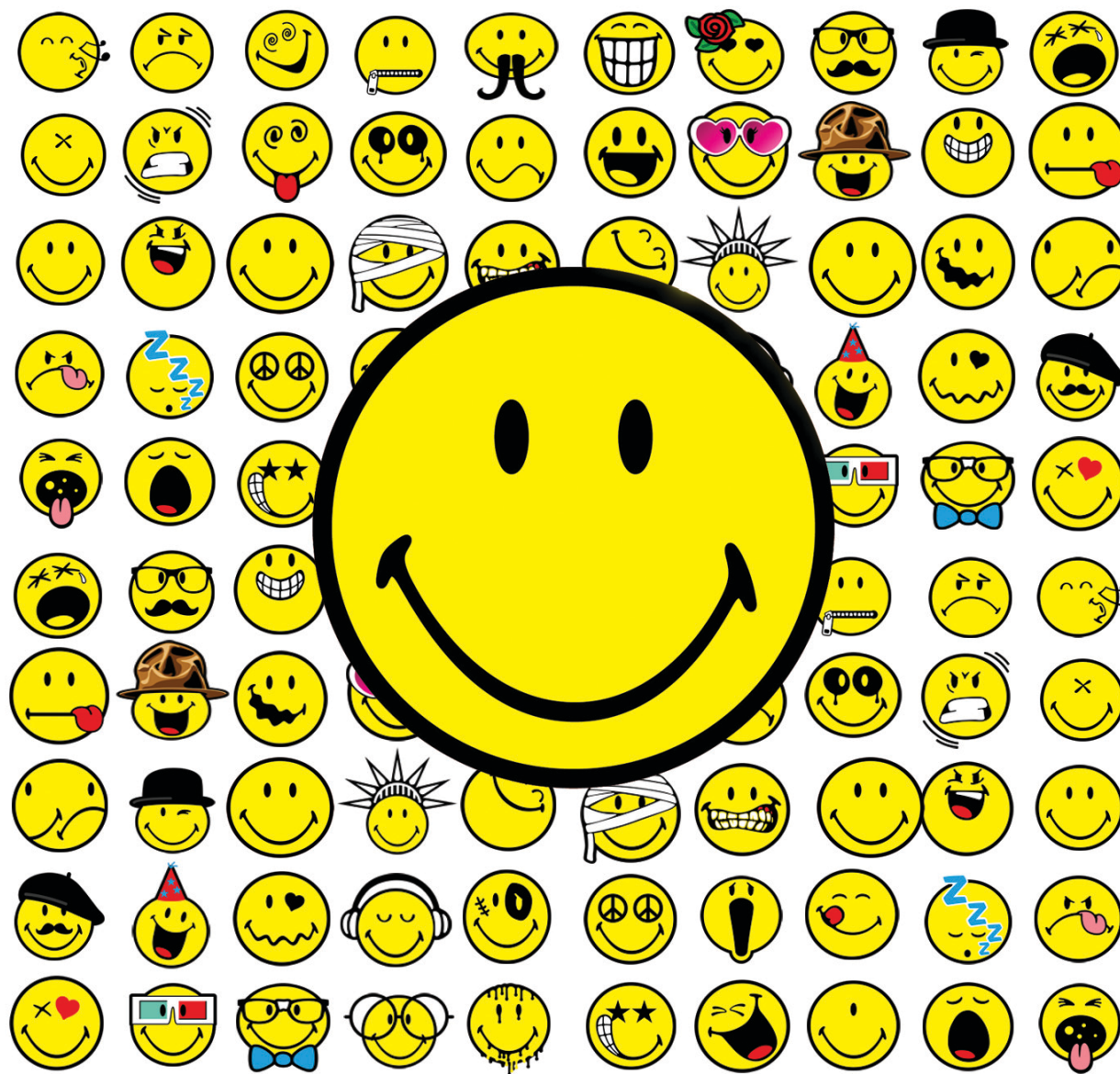


## SMILEY STATS & FACTS



**FROST**  
**PRODUCTIONS, LLC**

## CONTACT

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CATEFROST@AOL.COM

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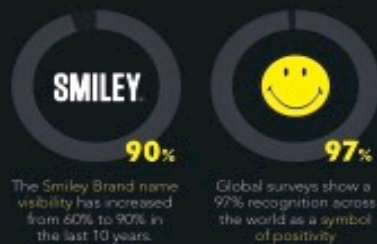


# FUN FACTS

## THE ORIGINAL SMILEY® BRAND MAKING THE WORLD A HAPPIER PLACE

### BRAND VALUES

#### BRAND AWARENESS



Surveys from Clio 2003 & Tokins 2013

TRADEMARKED  
IN OVER  
**100**  
COUNTRIES



TOP  
**100**  
GLOBAL LICENSOR



**4.5M** FANS ON  
SOCIAL MEDIA

**R** REACH

**\$265**  
MILLION  
TURNOVER AT RETAIL



**50,000**  
RETAIL STORES



OVER PRODUCTS  
**23** 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



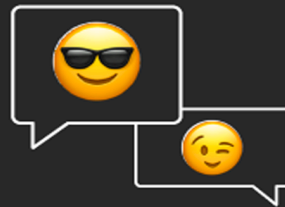
## MORE FUN FACTS

### FAST EMOJI FACTS

#### EMOJIS IN NUMBERS

6 BILLION  
EMOJIS  
OR STICKERS

SENT EVERYDAY ON MOBILE MESSAGING APPS



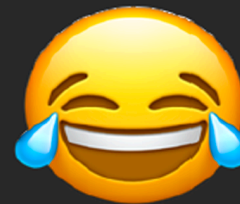
1088

NUMBER OF OFFICIALLY RECOGNISED EMOJIS



3,645  
SMILEYS

in The Smiley Dictionary



MOST TWEETED EMOJI TO DATE

18.5  
BILLION USES



## THE DEMOGRAPHICS OF EMOJIS

78%

78% OF INTERNET USING WOMEN  
FREQUENTLY USE EMOJIS



60%

60% OF INTERNET USING MEN  
FREQUENTLY USE EMOJIS



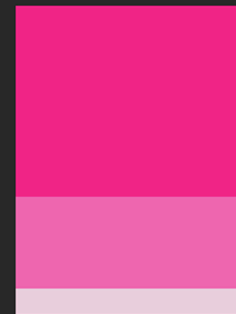
< 25 years



25-29 years



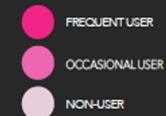
30-34 years



35+ years

25-29

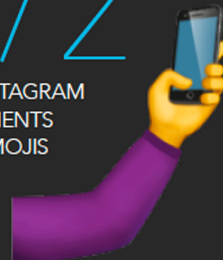
YEAR OLDS ARE THE  
MOST FREQUENT EMOJI USERS



## EMOJIS ON INSTAGRAM

NEARLY  
1/2

OF INSTAGRAM  
COMMENTS  
USE EMOJIS



INSTAGRAM HAS A

17%

HIGHER INTERACTION RATE  
FOR POSTS USING EMOJIS

## EMOJIS IN MARKETING

775%

YOY INCREASE IN BRANDS  
USING EMOJIS IN  
MARKETING MESSAGES



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## TERRITORY OVERVIEW - UK

SMILEY.

### CURRENT RETAIL LISTINGS

SELFRIDGES&CO	Harrods	ASOS discover fashion online
TOPMAN	TOPSHOP	PULL&BEAR
ASDA	TESCO	amazon
WHSmith	claire's	PRIMARK
ZARA	Bershka	BUTLERS

#### KEY BRAND ACTIVITY 2017

- Claire's Accessories : new range launching March 2017
- Fashion launches
  - Anya Hindmarch new collection (designer bags and accessories)
  - Camilla Elishick (designer shoes)
  - Primark kidswear
  - Topman menswear
  - Pretty Green ( exclusive festival collection )
  - Palladium footwear
  - New Look ladieswear
  - Zara ladieswear
- Gifting launching from Blueprint and Lannoo
- New series of books launching from leading publisher Scholastic
- Smiley Candy and Smiley Surprise Eggs launching for Easter
- SmileyWorld Back to School window launching for WH Smith in August
- Exclusive project with major grocer to be announced
- Simba Dickie toys & collectibles launching with TV commercials
- Smiley exhibiting at Progressive Greetings Live in June

### TOP CATEGORIES / LICENSEES

Publishing Scholastic	Apparel Anya Hindmarch	Stationery & Gifts Blueprint	Apparel Poetic Gem
Apparel Fashion Lab	Fashion Accessories VMC accessories	Fashion Accessories Drew Pearson	Apparel Somerbond
Gifts Pyramid	Gifts Amscan	Gifts Zak! designs	FMCG McCoin
Stationery & Gifts Lannoo	Apparel BC International	Apparel Fashion UK	Toy Simba Dickie Group



#### FAST FACTS

- 70% growth in revenue from 2015 to 2016.
- Smiley walked away winners in the Best Licensed Lifestyle Brand category at the B&LLA 2017, beating the likes of Volkswagen, Mens Health and the Discovery Channel to this prestigious award.
- Smiley also scooped the award for Best Licensed Fashion Accessories or Lifestyle Product Range for its highly prestigious collaboration with Anya Hindmarch, ahead of NikeLab, Clarks and Abbey Clancy Jewellery.
- Featured in the licensing.biz 2016 Powerlist in both Brands and Art & Design Categories
- 3 month PR campaign to support SmileyWorld 20th Anniversary - Summer 2017
- Over 4.5 million European Facebook fans. Over 100K UK Facebook fans
- 65 licensees in 10 categories



## LISTA ACTUAL DE RETAILERS


## LANZAMIENTOS CLAVE DE SMILEY 2017

- Zara baby DTR lanza coleccion denim en Septiembre 2017
- Zara girl DTR lanza mochilas para la "vuelta al cole" 2017
- Zara boy DTR lanza nueva coleccion en Septiembre 2017
- Pull&Bear men DTR lanza accesorios en Septiembre 2017
- Pull&Bear women lanza mochilas para la "vuelta al cole" 2017
- Mango kids DTR lanza primera coleccion en Julio 2017
- El Corte Ingles lanza pijamas de Aznar Innova en Mayo 2017
- Mercadona lanzara bolsas de aseo de Creaciones Jugavi en Octubre 2017

## CATEGORIAS TOP / LICENCIATARIOS

Moda Aznar Innova	Moda Tempe	Moda Loreak Mendian	Moda Yporque
Calzado Palladium	Gafas de sol Nagel	"Vuelta al cole" Sportandem	Paraguas Manufacturas Clima
Accesorios tecnologicos Emtec	Cosmeticos/neceseres Creaciones Jugavi	Accesorios Bic	Juguetes Simba Dickie
Regalos Pyramid	Regalos Amscan	Regalos Nici	Articulos del hogar Leifheit

## HECHOS A DESTACAR

- 275% crecimiento de ventas netas de los partners de Iberia 2015-2016
- 100% crecimiento de ventas netas en Iberia 2015-2016
- 2 millones de fans europeos en Facebook. Mas de 35.000 son españoles
- 70 partners vendiendo 13 categorias de product

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

CONTACT:  
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information  
on the  
**SMILEY**  
Property!

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