

Opportunity of the Kids' Entertainment Brands in the New Media Era

Taomee 淘米



Brands in Kids' Mind Today



Rovio - Angry bird

- *Launched in 2010
- *Accumulated downloads > 700 mn (by 03/2012)
- *Sold out 25mn plush toys in 2011
- *Plan to launch animated TV in fall 2012
- *Theme park & retail stores are in plan
- *Launch on more platforms
- *It's more than a mobile game -> Ads platform ; Brand



Mind Candy – Moshi Monsters

- *Launched in 2008
- *Accumulated user # > 50mn (by 06/2011)
- *Leverage the success to toys/music/printed books
- *Estimate revenue in 2011: \$100mn

Taomee 淘米 Taomee – Mole's World & Seer

- *Founded in Oct 2007
- *More details later

Trends of New Media on Kids

91% of kids (age 2 – 17) play games in US *(NPD research)*

PC becomes No.1 attractive media over TV among kids (age 5 -15)
(iResearch China survey)

Demands for kids on internet *(iResearch China survey)*

No.1: play game

No.2: watch cartoon animation



70% tablet-owning households with children under 12 who say kids use the device *(Nielsen Q4 2011)*

Taomee: To Create Joy & Dreams for Children



**Largest
children's online
community**

- Over 30 mm active accounts
- Operator of several successful virtual worlds, including Seer & Mole
- Market share leader targeting children under 15 in China & Taiwan

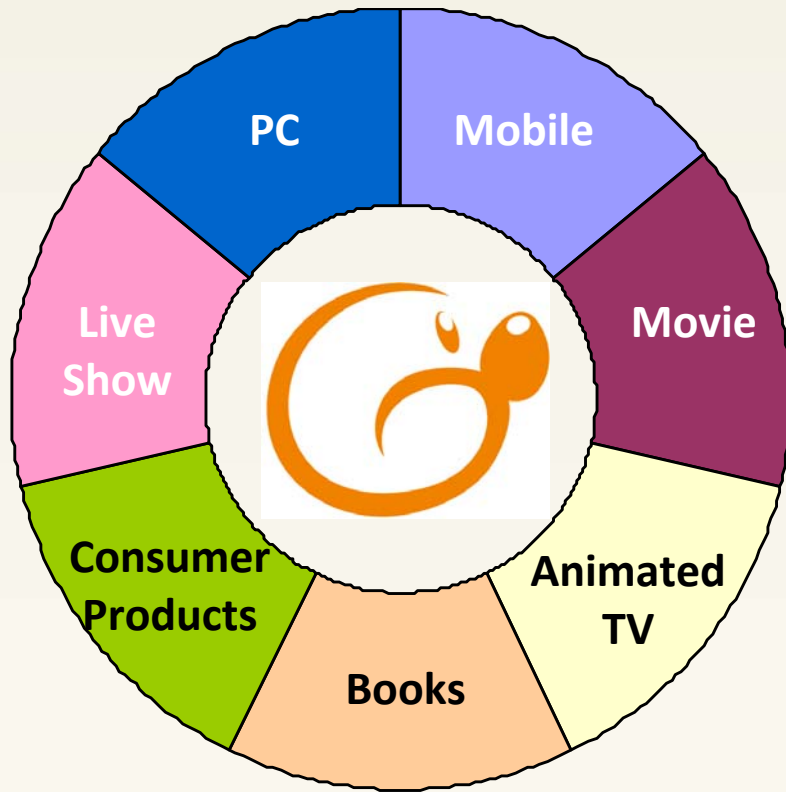
**Successful children's
franchises**

- Published several top selling books in 2010 and 2011
- Over 200 product licensing agreements (e.g. milk, apparel, toys)
- 200 new episodes of animated TV under development each year
- Released 2 of the top 4 locally produced animated films in China

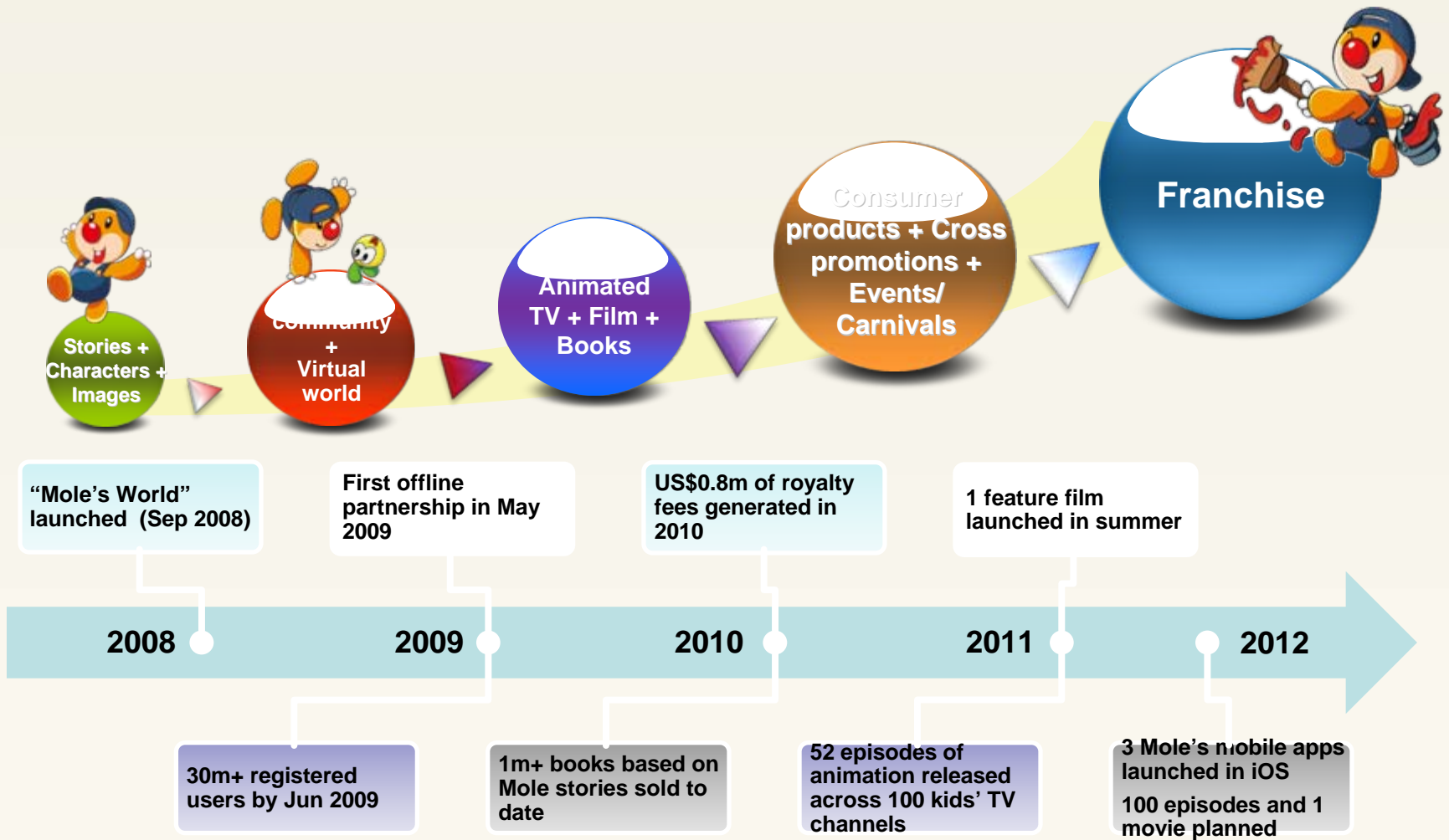
**Proven platform and
established brand with
parents & caregivers**

- Innovative and creative culture
- Technology-driven user experience
- First parental online monitoring portal in China ("Taomee Mom")

Taomee's Business



Roadmap of Building a Franchise



Globalization



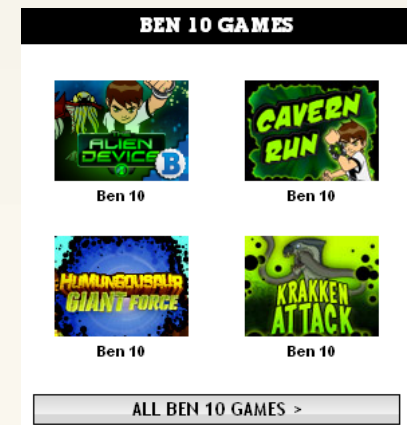
What Are They Doing

Disney *The WALT DISNEY Company*

- Acquired Club penguin, Togetherville, Playdom, Tapulous to strengthen its interactive media department
- “Where is my water” has become a hit mobile app and contributes a new character to Disney



Same as Disney, Nickelodeon and Cartoon Network develop games across new media with their own brand and ID



Thank you

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