Two burning issues in the world today:

- Environment
- Health
PARIS IN THE SPRING
We are on a mission

To make high quality content for kids...

...because we will never compromise when it comes to kids
we wanted to create a special company culture...
If you are on a mission, you need to...

...practice,

practice, practice
Our dream...

...is to empower kids and families to go anywhere they want in life...
Caution!

It is dangerous to be right at the wrong time

... we realized 15 years ago that there was ...

... a GAP in the MARKET
No role model in healthy lifestyle for kids
Can education about healthy lifestyle be entertaining?

– No violence but a lot of action
An important fact...

People will never want to become more unhealthy...

– Healthy lifestyle will only be on the rise
How?

we needed a great idea...
...what is a great idea?
...where anything is POSSIBLE...
...and

Timeless
Universal Characters
Unique Style
Licensing Possibilities
...so we

created
Ok, we got the concept...

...then it is important to know....
...your CUSTOMER...

Travelled worldwide as a public speaker
– 4000 live events in 52 different countries
An important note...

It´s not about what we can teach children,

but what they can teach us...
Kids are the same worldwide
They all understand movement and love

Parents are the same...
Raising kids requires the same elements all over the world....
The 7 elements parents wish for their kids

- Safety and education
- Eating right, not too much junk food
- Movement and healthy lifestyle
- Early to bed, not too much TV and computers
- Following rules and not hurting other kids
- Being able to share things
- No lying or cheating
Ok, now you’ve got your concept and customer...
...then it is really important to know....
...your competitor
Researched the market
(more than 400 meetings)

– and then we started to........

practice, practice, practice.....
(start homemarket)
Our brand is associated with:

- high quality
- non violence
- entertainment
- positive messages
- endless possibilities

We have created a powerful brand.
Our product is tested and tried

We chose Iceland – because of INTEGRITY

Product tests in home market. You have to succeed in your own market.

Have 2 generations of 4 to 7 year old kids
....and it all began with a book......

...11 years ago
LazyTown Books

- Interactive sound book, 2-7 year olds
- Hardcover books, 2-5 year olds
- Colouring/Activity books, 4-7 year olds
- Cook book, 2-99+ year olds
Live Musical Theater

Sold Out!
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lion King</td>
</tr>
<tr>
<td>2</td>
<td>Go! Go Lazytown!</td>
</tr>
<tr>
<td>3</td>
<td>Lion King 2</td>
</tr>
<tr>
<td>4</td>
<td>Toy Story</td>
</tr>
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<td>5</td>
<td>A Bug's Life</td>
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<td>6</td>
<td>Mulan</td>
</tr>
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<td>7</td>
<td>Robbie Rotten Comes to</td>
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<td>8</td>
<td>Hercules</td>
</tr>
<tr>
<td>9</td>
<td>101 Dalmatians</td>
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<tr>
<td>10</td>
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Top 10 retail videos 1996-20
Board Game
Playing Cards
Footwear
Promotional Partnerships
Radio 24/7
Cinema/Entertainment Center
The LazyTown Economy

CHILD + MONEY → RETAIL BANK

Children take their savings to the bank and receive Lato bills for their deposit.

Savings remain in the bank earning interests.

Retail Chain
- Yogurt and milk
- Vitamin-enriched bread
- LazyTown water
- Fruit and vegetables
- Cheerios cereal

ITR (Sports and Recreation council of Reykjavik)
- Swimming halls
- Amusement Park & Petting Farm
- Athletic Clubs
The LazyTown Economy
The Energy Book
The Energy Book Online
The Energy Book-Retail
Fruit and Vegetables
För sina insatser inom den nordiska folkhälsan har

Proekt Latibær
Magnus Scheving
tilldelats

NORDISKA FOLK HäLSOPRISET
2004

Motivering:
"Övervikta barn är ett ökande folkhälsoproblem i de nordiska länderna. I projekt Latibær stimuleras barn till hälsosamma livsvanor genom kombination av lek och undervisning. Projektet fokuserar på rörelseglädje och goda matvanor. Projekt Latibærs ledare, Magnus Scheving, arbetar på ett okonventionellt och nyskapande sätt för barns hälsa."

Priset är donerat av Nordiska Ministerrådet, Köpenhamn och Nordiska högskolan för folkhälsovetenskap, Göteborg

[Signaturer]
Water
Health and Beauty

Vitamins
Bread and other foods
The LazyTown Games
The LazyTown Brand

"The only children's entertainment concept that fills all the boxes"

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<td>SOFT HOME</td>
<td>STATIONERY</td>
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- Red: Uniqueness
- Grey: New territories
- Blue: Successfully done in test market
**The LazyTown Brand**

“The only children's entertainment concept that fills all the boxes”

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- **Red** = Uniqueness
- **Gray** = New territories
- **Blue** = Successfully done in test market
• We have the **concept**
• We know our **customers**
• We know our **competitors**
• We know our **brand**
• ...and we know our **fans**

• Then the only thing we need...
...are great partners...
The Consumer

Parents and kids are demanding more...

Are better educated, read more books, get more information every day, and have more choices.
LAZY TOWN
Yes, that's it!

Hey! What are you up to now?

Great!

...right now! Hey!

Let's go!

We are ROCK &

I'll show you the dance!
The Traditional Market

A regular property on TV achieves strong ratings ...

becomes popular ...
And starts to sells products ...
The 3rd Element

When brands have values it adds an extra layer
Brands that have an extra layer sometimes tell more about the buyer than about the product itself.

LazyTown IS A LIFESTYLE BRAND
What is a Brand?

The brand is not what WE say it is...

...it’s what THEY say it is...
Fan Mail
Think, Move & GO
THINK

Be clever:

• Think before you leap, eat, design… or do anything
• Be creative
• Add a twist
• Smart design

When you are clever…
they will be smarter
MOVE
Set things in motion.

Add:
• Movement (portable & physical)
• Action (excitement & fun)
• Energy (nutrition)
GO!

Go anywhere
Go slow
Go fast
Go backwards

When something has a GO Power kids and families will be motivated to do it again and again.

Go. Go for it. Go farther.
LazyTown has endless possibilities
Wherever the imagination will take you
From toys to music to clothing to games...
...even restaurant to theme parks!
I am Sportacus

The exciting gymnast who made the

Balancer TV show is persuading kids that

his dad is too healthy say Kabel Broek

Success is balance: a balance with

no time for his kids, but he's not

successful.
<table>
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<th>What’s Next?</th>
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<tbody>
<tr>
<td>18 more episodes</td>
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<tr>
<td>Movie</td>
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Vacation…2015?
**Vison - The Big Picture**

- **ROOF:** *The LZT standard*
  - Independent revenue potential
  - Value added partnerships

- **BUILDING:** *conventional model*
  - Strong licensing potential based on brand popularity
  - Supported by Roof and foundation

- **FOUNDATION:** *Grass root*
  - Basis for brand integrity
  - Specific revenue generating projects
  - Promotional opportunities
Thank you

380°