





Company Name ROI VISUAL  
Main Business Animation Production·Licensing·Media Distribution  
Established in 1998  
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# History of ROI VISUAL



1998

ROI VISUAL Co., Ltd. established



2000

Launched first character, Woobi Boy  
Investment contract with INTZ for Web Animation Woobi Boy

2001

Merchandising right Agent contract with POSTNUT

2002

Woobi Boy selected as a TOP10 character by Ministry of Culture  
Woobi Boy, HDTV Animation product support from Korean  
Communication Commission  
Woobi Boy contracted with ICONIX for Merchandising right agent

2003

22 Episodes of Woobi Boy broadcasted on SBS  
Woobi Boy broadcasted on KBS 2TV

2004

Contracted with KBS for production of Woobi Boy 2nd Season

2005

Woobi Boy Season 2 broadcasted on KBS 2TV  
Woobi Boy Season 2 won the special prize in the Korean Animation  
Awards  
Woobi Boy TV Series broadcasted on CCTV, China



2006

Chiro, the special prize in the Cartoons on the Bay Festival

2007

Chiro broadcasted on EBS (Aug 27th, 2007)

2008

Chiro, 'Excellence award' in the Korea Animation Award  
Chiro broadcasted on CH5, UK (First Korean animation)

2009

Chiro broadcasted on NHK, Japan (First Korean Animation)

2010

Robocar POLI contracted with Silverlit for World-wide toy licensing  
Robocar POLI, 1st prize in the MIP Junior 2010 Licensing Challenge  
Robocar POLI, Best project prize in 'Seoul Promotion Plan 2010'  
Robocar POLI appointed as the Honorary Ambassador for traffic safety  
and formed a strategic partnership with HYUNDAI Motors

2011

Robocar POLI broadcasted on EBS (Feb 28th)  
Robocar POLI broadcasted on Tooniverse, SK Btv  
Inner Ranger broadcasted on EBS  
Robocar POLI, Best Korean character prize from 'Minister of Culture'  
Robocar POLI Children's traffic safety campaign (with HYUNDAI  
Motors)





### 2012

Robocar POLI appointed as the Honorary Ambassador for UN WFP  
 Robocar POLI, 'Presidential' Best Character Prize  
 Robocar POLI, Best Korean Animation Prize from the 'Minister of Culture'



### 2013

Robocar POLI opened its first and second POLI Oriental Clinic  
 Robocar POLI appointed as a traffic safety Ambassador in China  
 Robocar POLI, 'Presidential' Korean Best Content Prize

### 2014

Robocar POLI Season 3 broadcasted on EBS  
 Robocar POLI opened the first Children's traffic safety park in Seoul  
 Robocar POLI, Best Character Prize from the 'Ministry of Culture'

### 2015

Robocar POLI Season 4 broadcasted on EBS  
 Robocar POLI broadcasted on CCTV14, China  
 Robocar POLI, 'Presidential' Best Character Prize  
 Robocar POLI appointed as the 'K-league Honorary Ambassador'  
 Robocar POLI appointed as the Internet Security Ambassador of KISA  
 Robocar POLI appointed as the 'Product Safety Ambassador' of KATS  
 Robocar POLI appointed as the HYUNDAI child traffic safety ambassador in India



### 2016

Robocar POLI, 'Preschool Animation Prize' at the Animation Character Awards  
 Robocar POLI, Grand prize 'Brand of the year in Character Toys, Korea, and China'  
 Robocar POLI appointed as the 'Resource Circulation' Ambassador (ME)  
 Robocar POLI opened Indoor Theme park in China (Chongqing, Beijing)  
 Robocar POLI opened 'POLI Restaurant' in Taiwan  
 Robocar POLI broadcasted on RTV, India  
 Robocar POLI broadcasted on VTMKzoom, Belgium



### 2017

Robocar POLI 'Fire Safety with ROY' broadcasted on EBS  
 Robocar POLI opened 'Robocar POLI Safety Park' in Gongju, Chungcheongnam-do  
 Robocar POLI opened 'POLI Traffic Safety Playground' in Gongju, Gyeonggi-do  
 Robocar POLI broadcasted on Nick Jr.2, UK  
 Robocar POLI broadcasted on Cartoonito, Italy  
 Robocar POLI broadcasted ABS-CBN, Philippines  
 Robocar POLI Global released on Netflix (in 19 languages)  
 Robocar POLI opened 'POLI Kids Restaurant' in Macau  
 Robocar POLI, Master toy licensee Silverlit 'Best Toy Licensee Prize' at the Licensing Fair in China



### 2018

Robocar POLI 'Daily Life Safety with AMBER' broadcasted on EBS  
 ROI VISUAL contracted 'Global Aqua Theme Park' co-investment agreement  
 Robocar POLI broadcasted on Now TV, Hongkong  
 Robocar POLI broadcasted on Treehouse, Canada  
 Robocar POLI broadcasted on Disney Junior, Japan





**2019**

Robocar POLI, 'Robocar POLI 2 in 1 block' won 'Product of the Year Prize' at the China Toy Awards  
Robocar POLI 'Daily Safety with AMBER', '1st prize by the Judges', '2nd Popular Foreign Character prize' in the Best International Hero section at Children's Popular Animation Award by Carousel, Russia  
Robocar POLI, 'POLI Kids Restaurant' in Macau won The Best Place to Go with Kids  
Robocar POLI, 'Robocar POLI TV' on Youtube opened Spanish, Mandarin, and Cantonese channels  
Robocar POLI, 'Fire Safety with ROY' launched on China's video platform iQIYI  
Robocar POLI broadcasted on Public Disney, Japan  
Robocar POLI launched its musical for the first time in China



**2020**

〈Robocar POLI SongSong Museum〉 broadcasted on EBS  
Joint implementation of 'The Robocar Poli 119 Safety Campaign' with the National Fire Department  
Robocar POLI appointed as the 'Improve awareness of the disabled' Ambassador of Heart to Heart International.

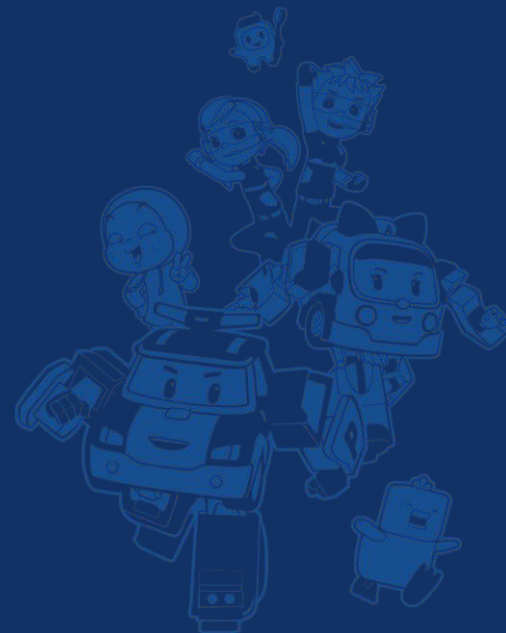
**2021**

Robocar Poli appointed honorary police officer by the Korean National Police Agency  
Robocar POLI Launches Amazon Prime US and Japan Service



**2022**

〈Robocar POLI Season 5〉 broadcasted on EBS  
DOREMI FRIENDS launched on Youtube and 'Kids Land'  
Robocar POLI YouTube english channel 'Robocar POLI TV' passes 6 million subscribers





## DOREMI FRIENDS (2022)

1.5 to 2.0 mins / Music Edutainment

Remi, Dodo, Fa, Sol, and Lati are singing and dancing as they go around on Melody Island just like any other day. They study with Gloria at school and Bolt teaches gymnastics. The Doremi friends, watch stars and dream together at Dr. Tori's observatory on Melody hill. There are friends yet to meet and towns yet to go in the unknown areas of melody island.







## ROBOCAR POLI

Season5 (2022) 11mins x 16 episodes

Season1(2011)·Season2(2011)·Season3(2014)·Season4(2015) 11mins x 26 episodes

<Robocar POLI> is Korean-made creative animation co-produced by ROI VISUAL and EBS. Since its first broadcast in Feb 2011, this global star animation has been broadcasted in 143 countries in 35 languages.

It took 5 years only to plan the creative original animation <Robocar POLI>. This high-quality animation has been globally recognized winning the first prize at 'MIP JUNIOR's Licensing Challenge' in Cannes, France.

Children can learn various values which are helpful for their emotion such as love, friendship, trust, forgiveness, and consideration as well as their cognitive and moral growth with <Robocar POLI>.





Daily life Safety  
with AMBER

FIRE SAFETY  
with ROY

Traffic safety  
with POLI



CHIRO

WOOLBOY

## ROBOCAR POLI SongSong Museum (2020) 5mins x 26 ep

Robocar POLI SongSong Museum is a music-themed animation that children get to learn global popular children song with special story of Robocar POLI.

Robocar POLI rescue team gathers here at SongSong Museum where the beloved songs by children in the world are stored. Which song will Melody Tower bring you today?

Children can easily learn the nursery rhymes around the world which the rescue team found with their wisdom and warm heart for children. Would you sing and dance along with Robocar Poli rescue team?







## ROBOCAR POLI Safety Series

(2011~2018) 5mins x 78 episodes

### Daily life Safety with AMBER

'Robocar POLI' rescue team member 'Amber' solves the cases of the safety accidents that children can face in their daily lives and saves their lives. By watching Amber's exciting performances, children can learn not only how dangerous the safety accidents are but also how to prevent and deal with the accidents.

### Fire Safety with ROY

'Robocar POLI' firefighter 'Roy' solves the cases of the careless fire accidents that children can face in their daily lives and saves their lives. By watching Roy's exciting performances, this fire safety educational animation lets children learn not only how dangerous the fire accidents are but also how to prevent and deal with the accidents.

### Traffic Safety with POLI

Traffic Safety with POLI is designed to teach children traffic safety information which they must be aware of in an easier and fun way with children's No.1 animation <Robocar POLI>. It provides not only traffic safety videos but also its own traffic safety website and smartphone application, etc.



## Media Distribution

Media distribution to 144 countries in 35 languages with more than 30 partners all around the world.

30

PARTNERS

144

COUNTRIES

35

LANGUAGES

## New Media Platform

New Media Content is planned · produced so that you can watch it whenever and wherever by various new media platforms.

14

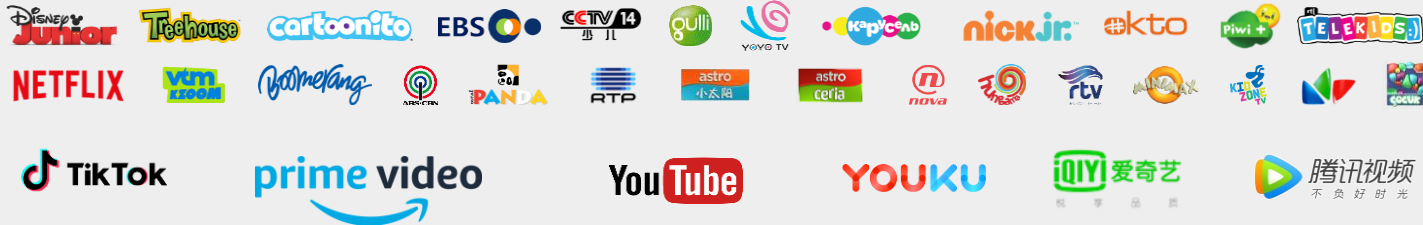
LANGUAGES

14.7<sup>B</sup>

VIEWS

11.0M

SUBSCRIBERS



## Toy Planning·Producing

ROI VISUAL toys are planned and produced by global partnership.

**28,671,318**  
TOTAL SALES OF MASTER TOY



## Licensing

More than 2,000 kinds of licensing products are released to 35 countries every year.

**150,000,000**  
TOTAL SALES

## ROI BOOKS

270 kinds of ROI VISUAL books and media contents are published or released.

**270** kinds  
TOTAL PUBLICATION

## Place

Places all around the world filled with ROI VISUAL contents provide children special experiences.

Theme Park

Kids  
Restaurant



Play Park



## Theme Park

- China
  - Traffic Safety Campaign in Korea
- HYUNDAI Motors' traffic safety class with Robocar POLI(2013~) / Safety experience park with Gongju(Gongju) / Children's traffic park(Nowon)  
 HYUNDAI traffic safety playground(Ilsan) / Children safety experience EXPO / Kids Cafe(Yongin Suji, Daedeok technovalley)



## AQUAFIELD

Kids pool

## Mayfield Hotel Seoul

Kids Room Package



## 폴리한의원

- Korea's first character licensing clinic
- 16 branches in the metropolitan area(2021)





## Performance

To meet children all around the world.

Meet & Greet

Musical