

TOYTRON

COMPANY HIGHLIGHTS 2023

LIKE A CHILD TOYTRON

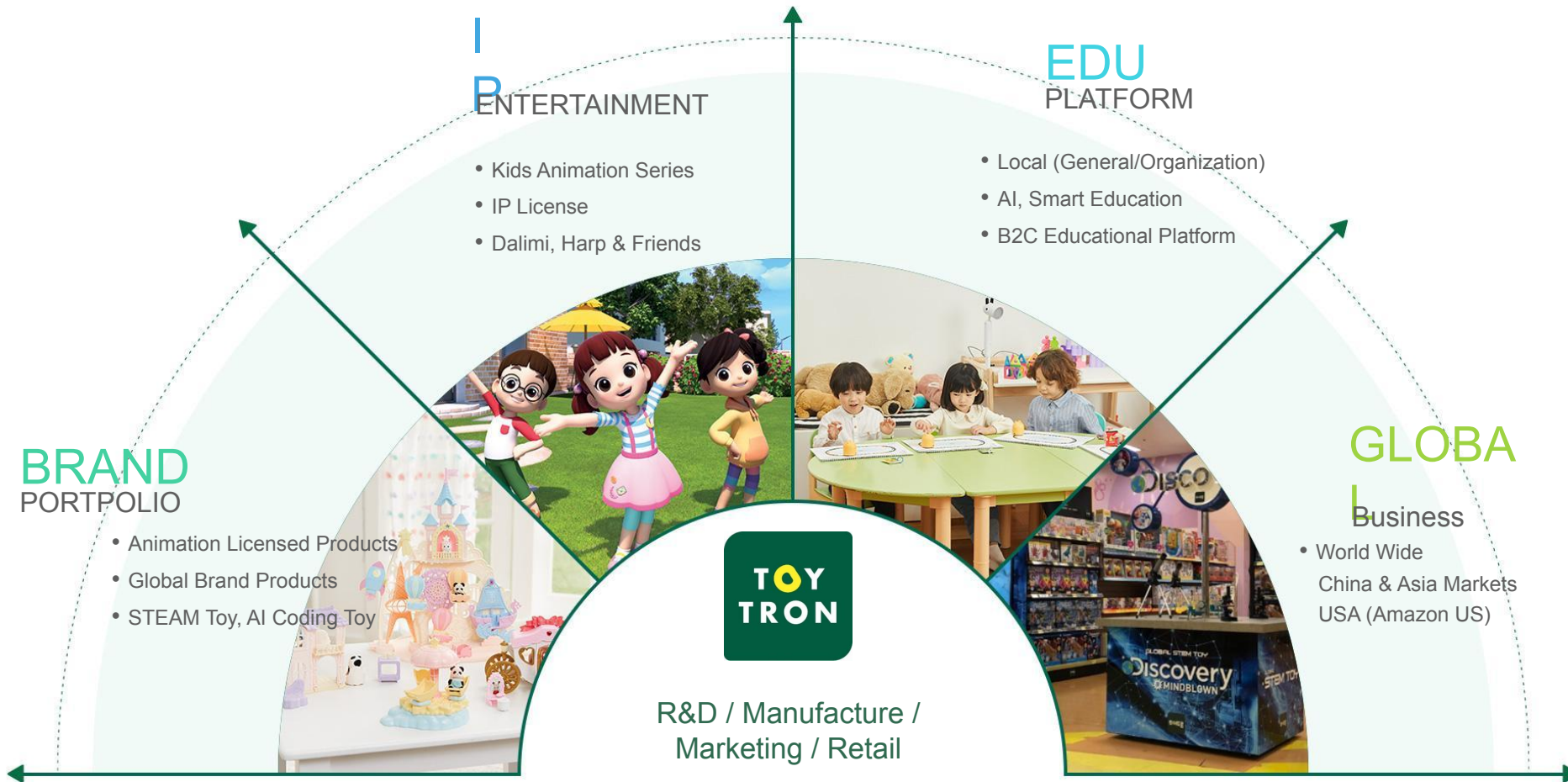
Playing with our toys, children will get feelings of warmth, make their own stories, and have a lot of fun.
We hope for a Better Future.

As a part of children's lives our toys will help children develop creativity with which they can make the world a better place when they grow up.

We hope our toys to be the seeds of love Spreading around the world.



Cognitive and Emotional Development , Technology for Play Edu & Play, TOYTRON





01

DoReMi Dalimi

About Animation





"Doremi Dalimi" was aired on KBS1, a representative Korean public broadcasting station, in April 2021.

It opened a new genre of musical animation and received a lot of sympathy and applause.

Season 2 was aired in Oct to Dec, 2022.

Season 3 will be aired in February 2025.

Titles	Doremi Dalimi
Genre	Emotional, Fantasy and Musical Drama
Picture Format	3D Full HD CGI
Running time	11min. 30"
No. of episodes	39 (S: 26, S2: 13)
Target age	Mainly 3~6yr
Original network	KBS (Korean Broadcasting Station)
Original release	8 th April 2021 ~ 11 th November 2021



"Doremi Dalimi" is a musical animation.

Dalimi, a bright and lovely 6-year-old girl, is the main character.

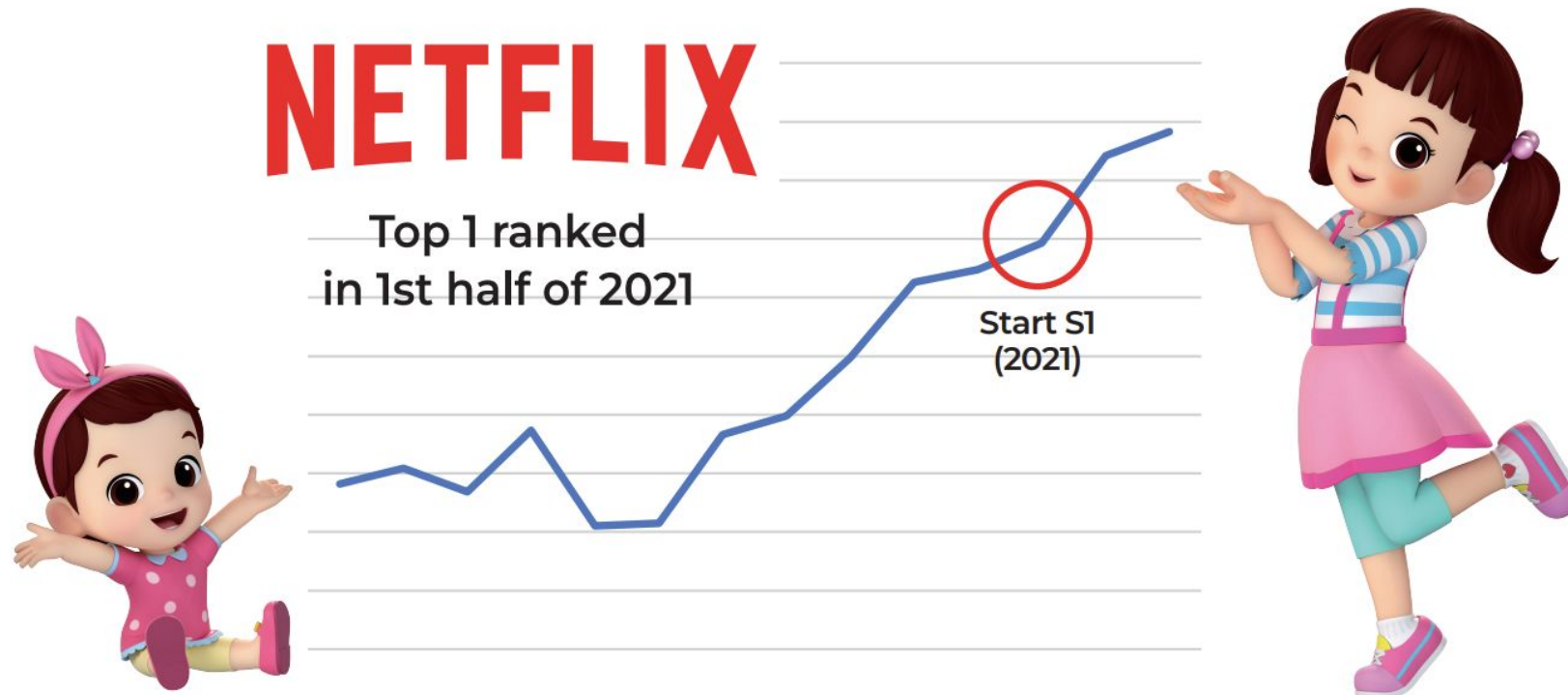
The fun daily life that Dalimi experiences with family and friends has been made into beautiful songs and videos.

Doremi Dalimi is a family drama that shows the love and warmth of family in the global trend of increasing single-person households.

It is an educational and emotional story that can be sympathized with people of all ages.



- Dalimi was born in 2008. As a global IP, Dalimi has been exporting to various countries such as USA, China, Taiwan, Australia, and Vietnam, etc.
- Cumulative sales of Dalimi toys since its birth is USD 27,500,000.
- With the success of animation, Dalimi's sales is steadily increasing. Especially, in the Q1 of 2022, sales amount grew 40% from the Q1 of 2021.





Airing on YOYO TV,
Taiwan, which is biggest
animation TV station from
29th July 2023

Airing more than 200 TV,
animation channels in
China main land from
December 2023

Airing on RTV, Indonesia,
which is biggest TV station
from October 2023

Contract with RTV,
Indonesia, which is biggest
TV station,
and with b4r, Russia and
CIS area



02

Harp & Friends

About Animation

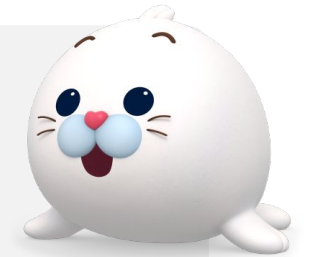




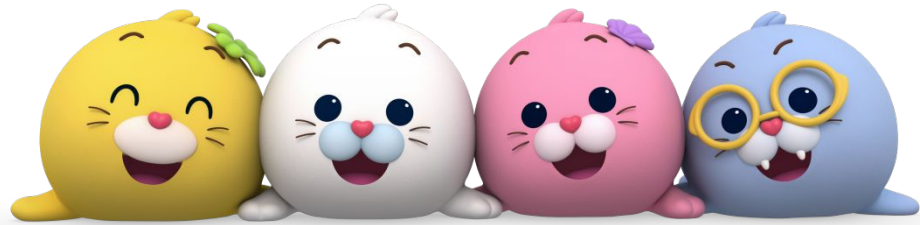
“Harp & Friends” had been broadcasted on EBS, one of the public broadcasting stations in Korea.

It recorded a high viewer rating of more than 33% from the second episode. We are planning to air Season 2 in the first half of 2024.

Titles	Harp & Friends
Genre	Emotional, Comic and Fantasy Drama
Picture Format	3D Animation
Running time	11min. 30"
No. of episodes	38
Target age	Mainly 3~8 yr
Original network	EBS (Educational Broadcasting Station of Korea)
Original release	1 st of March 2022



Harp & Friends live in a “Snowflake island”.
It’s an unknown space full of fun and adventure.



They travel across the sky, the sea, and the ground
There is a wide world that can be implemented
without space limitation “Harp & Friends”
characterized the seal,
an endangered animal, is eco-friendly clean contents.



Curious and funny **Harp**



Bright and chatty **Moonk**



Cute and naïve **Hope**

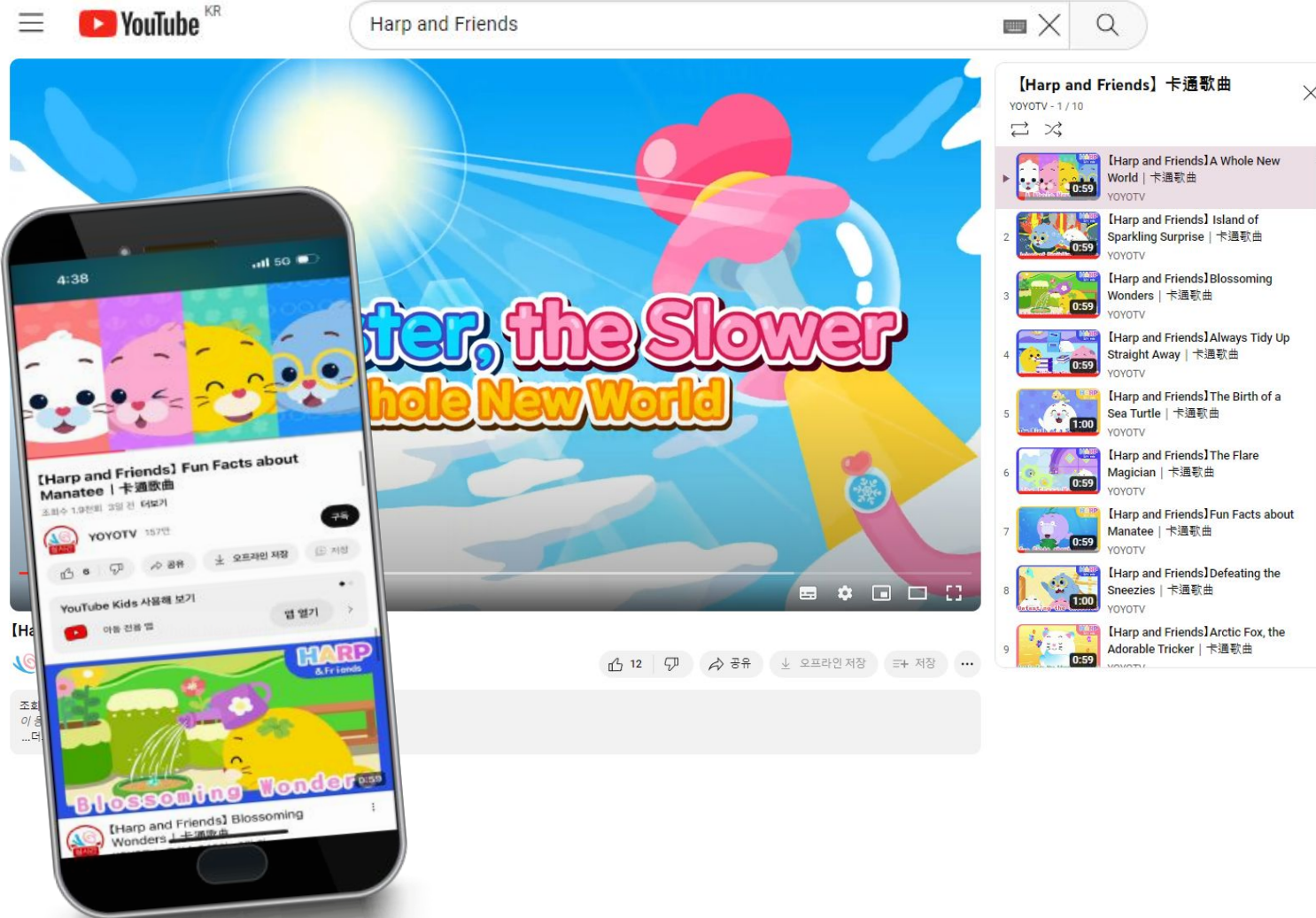


Venturous leader **Wink**





Marketing Points – Short form contents



1-minute educational short forms, added after each main episode, enhance enjoyment and promote environmental awareness.

Short forms also garner positive responses when scheduled independently.

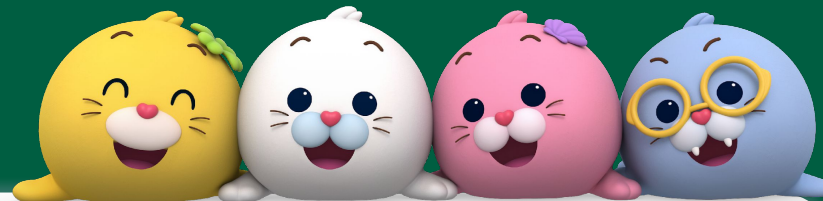
On YouTube, view count and feedback are getting hot globally.



It airs in 3Q of 2024
on Taiwan No.1 TV station
YOYO TV



Discuss with MTC, Russia
which is biggest network
provider and content distributor



THANK YOU

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