

THE ORIGINAL SMILEY BRAND RETURNS TO LAS VEGAS

The one and only official Smiley face returns to Las Vegas Licensing Expo this year to showcase the unique and innovative opportunities for self-expression available when partnering with SmileyWorld, the brand that created the world's first digital Smileys.

Today, with billions of emoticons sent daily globally, millions of SmileyWorld products sold annually and a turnover at retail in 2015 in excess of \$140 million (up 5% YOY from 2014) – SmileyWorld is the only brand in the emoji-con market that can provide a complete brand strategy, as well as trademark enforcement and protection, on top of some long-established retail successes in this field.

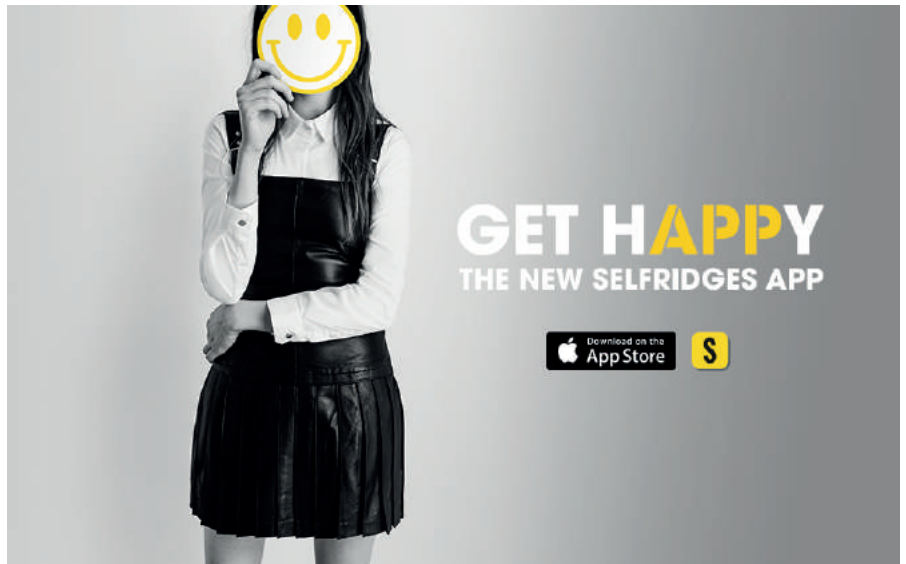
Apparel

The brand has enjoyed huge success in apparel with millions of units sold annually. Smiley is proud to showcase a range of collections at some of the world's top retail stores including the likes of Etam, Jules Lidl, Prenatal, Cool Cat, Undiz, Joshua Sanders, Anya Hindmarch, Topshop, Splash, Lifestyle, Bossini and Best Seller for 2016.

SmileyWorld has also recently launched an exclusive line of kids and baby apparel in leading French retail chain, Orchestra, accompanied by 360-degree promotional support by Smiley HQ, including retail activations, competitions, social media campaigns and a gift with purchase mechanism with Smiley's new digital sticker pack, PhotoWhack as well as a microsite hosted on smiley.com.

FMCG

FMCG continues to be an area for major growth with more than 10 major licensees signed to the brand's hugely successful 'Taste Happiness' concept in the last 12 months bringing distribution to some of the world's leading retail chains including FNAC, Aldi, Lidl, Carrefour, Leclerc, Auchan. 5 major licensees showcased their latest Smiley collections at the





recent edition of MDD in Paris, where SmileyWorld also launched a brand new food concept, 'Smiley Kitchen,' which was warmly received by the trade.

Promotions

The Original Smiley brand is delighted to announce exciting new partnerships for 2016, which will continue to put the world's happiest brand at the forefront of licensing today.

Smiley has teamed up with Dunkin Brands to be the face of Dunkin Donuts' new Global Donut Day promotion. Smiley will be featured on donuts and appear in marketing and in-store POS, helping to bring a smile to the face of Dunkin Donuts customers across 3,200 franchise outlets in 40 countries worldwide.

Smiley will also join forces with one of Europe's leading QSR chains, Quick, to produce a promotional campaign to accompany their kid's meal across Europe.

In digital, Selfridges has teamed with the world's happiest brand, Smiley to create an exciting new digital promotional campaign to launch the iconic retailer's first shoppable app. The app and its supporting launch campaign, based around happiness, will feature an

exclusive new Smiley design direction called Nu icons, and feature a selection of Smileys from the unique SmileyWorld dictionary of over 3,000 exclusive and expressive emoticons.

Gift & BTS

SmileyWorld has enjoyed significant gains in the BTS & Gifts markets, throughout Europe with major licensees including Nici, Trends International, Pyramid, Lannoo, Herlitz, Probuoro, Alpa, Stationery Team and Franco Cosimo Panini reporting significant cross category growth. SmileyWorld has launched dozens of new products into the market and renewed existing licensees with additional territories.

Toys

SmileyWorld also continues to increase its presence within the toy market, with the likes of Multiprint, Noris Spiele and Creativamente showcasing their latest collections that have been designed in conjunction with Smiley HQ's state-of-the-art London design studio. This is the same studio that develops thousands of new emoticons and continually creates a cool lifestyle brand for licensee products.

Home

By taking a completely unique strategy and approach, Smiley can always ensure innovation, creativity and an unparalleled approach to every product. Having developed into a complete lifestyle brand, Smiley continues to spread happiness into the home with new deals and renewals signed with Butlers, Gers, Zak, T&F, Leifheit and Pengo.

Publishing

Finally, it has been a great year for the SmileyWorld publishing programme, adding 3 new licensees to their roster in 2015 and looking forward to dozens of new titles hitting bookshelves in 2016, including their first foray into fiction with YA novels and Italian publisher, Gruppo Edicart Edizioni who will be launching their first SmileyWorld range this Spring.

Building on their great success with French licensee Dragon d'Or, who have sold over 500,000 book in France since 2013, the past year has seen Smiley sign new partners in Italy, the Netherlands and Australia.

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