

TOMTOMI

TOMTOMI Brand and Character Introduction





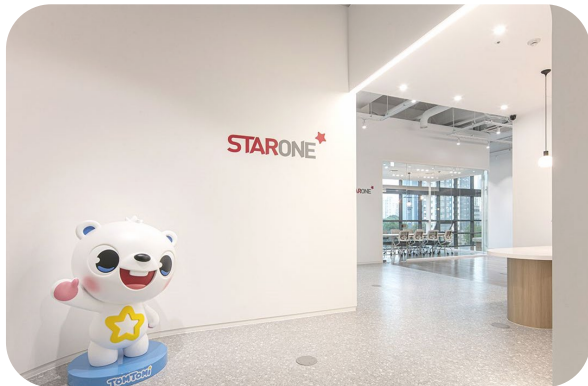
Brand Overview



Leader in Content Creation with 20 Years of Expertise

1

20 Years of Experience and Innovation



Established in 2003, StarOne Entertainment has built a reputation as a leading kids' content brand by consistently delivering high-quality music and video productions, backed by 20 years of expertise.

2

In-House Studio and Creative Team



With its own studio and top-tier creative team, StarOne Entertainment produces high-quality music and video content. As a result, TOMTOMI has grown into a trusted brand for both children and parents

3

Leading the Kids' Content Market



Since 2014, through collaborations with various popular characters, StarOne Entertainment has established a strong presence in the children's music sector. Today, TOMTOMI is recognized globally for its educational and creative content, enjoying widespread recognition.



The Next Generation Kids' Character!

Consumers are searching for the next big star, and TOMTOMI is leading the way as the next global sensation in kids' entertainment.



TOMTOMI Synopsis

The Adventure Begins: Bridging the Cosmos and Earth

To protect the peace of the universe, a small bear named TOMTOMI guards the Star Seeds. However, when the villainous Black Hole attacks, TOMTOMI flees to Earth. The Star Seeds fall to Earth and merge with various animal friends, prompting TOMTOMI to embark on a journey to return them to the cosmos.

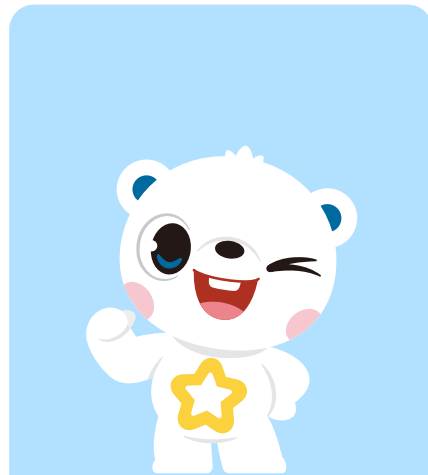
Joined by wise Luna, the guardian spirit of the Moon, powerful Rio, the protector of the Sun, inventive Genie, the spirit of the Clouds, and energetic Dada, the spirit of the Wind, TOMTOMI explores the Earth and battles against the schemes of Black Hole. Throughout this journey, TOMTOMI learns the true meaning of friendship and courage, eventually growing into a true hero.

★ This adventure is not just a thrilling tale but also imparts important lessons to children about the value of nature and the significance of cooperation and teamwork. With a cast of diverse and colorful characters, the story sparks the imagination and offers young audiences a heartfelt and joyous experience.



TOMTOMI Character Profiles

 Spirit of the Stars **TOMTOMI**



#Icon of Positivity #Leader

- The symbol of happiness and positivity
- Never gives up and persistently faces challenges
- Encourages friends in difficult times

 Spirit of the Moon **Luna**



#The Problem Solver #Shy

- Enjoys quiet moments but loves her friends deeply
- Wise and gentle with a soft-spoken demeanor

 Spirit of the Sun **Leo**



#Strong but Gentle #Curious

- Powerful yet tender-hearted
- Always ready for a challenge, though easily frightened

 Spirit of the Wind **Dada**



#Energetic #Quick

- Fast and always moving, even if sometimes clumsy
- Always the first to help friends in need

 Spirit of the Clouds **Genie**



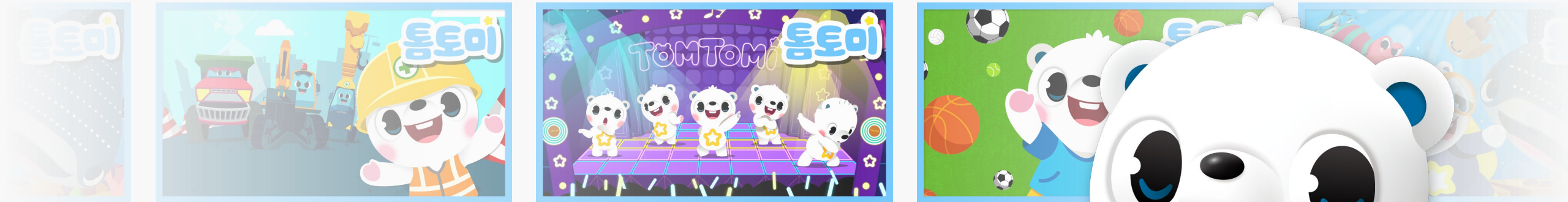
#The Inventor #Quirky Genius

- Creative and quick to craft unique inventions
- A bit temperamental but always kind-hearted deep down



Content Overview

TOMTOMI's Global Reach



400+

Currently, TOMTOMI offers over 400 episodes of video content, spanning more than 20 diverse themes that are carefully segmented to appeal to children globally.



800K

Rapid Subscriber Growth
TOMTOMI has seen rapid growth, now boasting 740,000 subscribers worldwide.



500 million

500 Million Total Views
With many hit videos under its belt, TOMTOMI's content has garnered over 500 million total views.



500 Million Total Views

1

Shining with a 'Silver Button' and hundreds of hit videos.

TOMTOMI's YouTube channel has surpassed 500 million total views, fueled by outstanding music and video content. Among these, the video '100 Great Figures of Korea' has garnered over 17 million views, with more than 80 videos surpassing 1 million views, demonstrating the wide range of hit content in its portfolio.

5 million+



14 videos

10 million+



3 videos

1 million+



80 videos



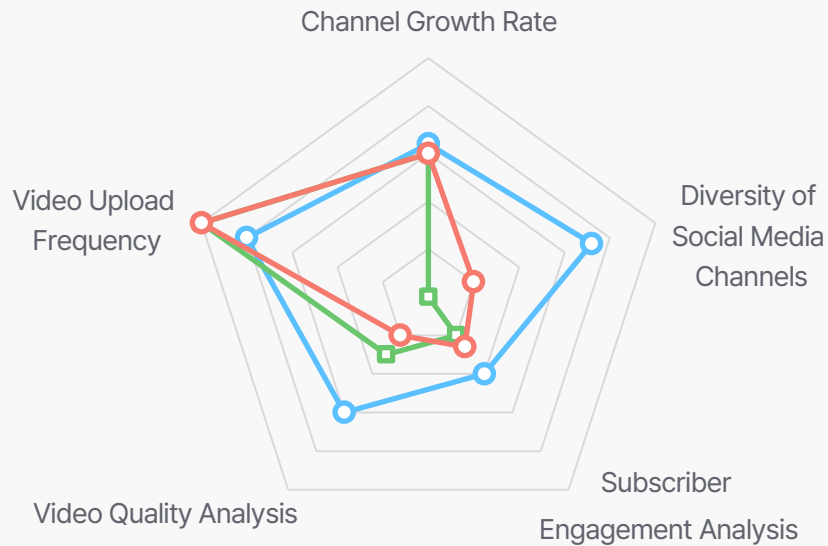
High Loyalty and Ratings Compared to Competitors

2

Rising as a Leading Kids Content Provider with Trusted "Safe Content"

TOMTOMI is recognized as a trusted "safe content" brand for children, receiving an overall rating of 3.14, which is higher than that of other kids' content providers. With strong subscriber engagement and top-tier content quality, TOMTOMI's success continues to build.

Youtube Data Comparison Report

**TOMTOMI**

World Ranking #174,642

3.14

Character A

World Ranking #1,321

2.35

Character B

World Ranking #5,106

2.22



Emerging **Iconic** Character

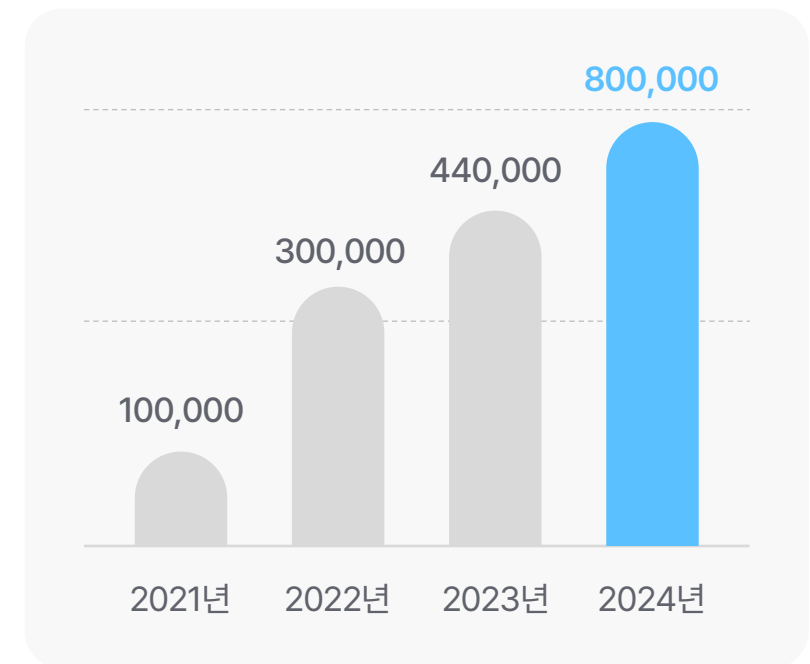
3

Proven Popularity with Explosive Search Volumes and a Loyal Fanbase

TOMTOMI, known for its high-quality videos and music, has earned the nickname "the trusted TOMTOMI." Recently, it has shown explosive growth, building a solid fanbase even before the launch of its story animation series.

TOMTOMI' Keyword Data and Subscriber Count Metrics

Keywords	Trend
TOMTOMI Children's Songs	+233% ↑
TOMTOMI Lullabies	+18,900% ↑
TOMTOMI Dinosaurs	+519% ↑
TOMTOMI Fairy Tales	+8,600% ↑



Ranked #1 in the Children's Storybook CD Category!

4

With its solid children's content, TOMTOMI has achieved the #1 spot in major online stores.

The "TOMTOMI Classic Fairy Tales" CD, featuring 19 beloved stories carefully selected for children, has topped the storybook category on Coupang and other major platforms. By leveraging TOMTOMI's unique, well-made content, the product continues to expand its presence in the market.



High Platform **Entry Rate**

Expanding beyond Korea to global video platforms in 2024!





TOMTOMI's Growth Across Diverse Platforms



Video Business Field

Media Platforms

YouTube, YouTube Kids, Junior Naver, Naver TV
Yanadoo Kids, COOKIDS, Bebras School

TV Channels

Daekyo Nori Q, Kids Land TV, JEI TV

IPTV / OTT Services

B TV, KT, LG Uplus "Children's Country"
TVING, WATCHA, Wavve



Music Business Field

**Currently Working on 55
TOMTOMI Sound Albums**

We have launched our services through numerous global streaming channels such as **Melon, FLO, Bugs, Genie, Vibe, YouTube Music, Apple Music, and Spotify.**



Character Items

Records

Released a TOMTOMI CD of classic fairy tales
Planning to release a TOMTOMI CD of popular children's songs.

Character Items

TOMTOMI plush dolls · TOMTOMI mochi cushions · TOMTOMI keyrings · sticker books · dinosaur microphones, etc., with a wide range of products in development.



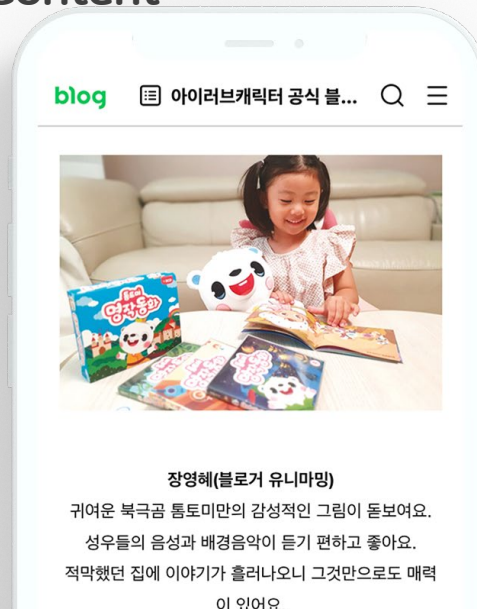
**Marketing
Status**

Expanding TOMTOMI's **Online Presence** and Engagement

1

Managing Product Review Campaigns and Blog Content

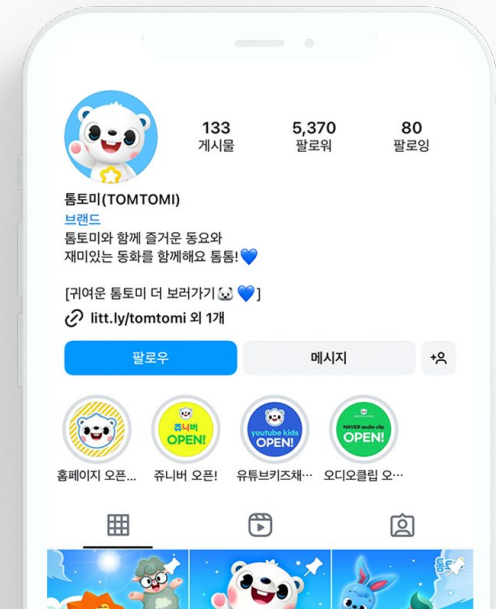
We conduct viral marketing campaigns targeting consumers, influential bloggers, and industry professionals through products like the TOMTOMI Classic Fairytale CD and TOMTOMI plush toys.



2

Official Account Management and Promotion

Through consistent content uploads and character-driven marketing, including Reels, our official account has attracted over 5,000 followers, including global fans.

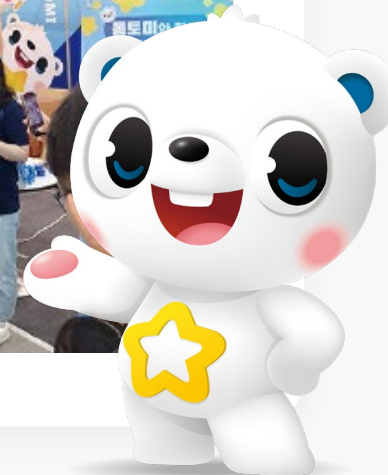


TOMTOMI's Strategic **Offline Marketing** with Fans

3

Strengthening TOMTOMI's Loyalty Through Direct Fan Engagement

TOMTOMI extends beyond the online realm, increasing direct touchpoints with fans through offline events to enhance brand loyalty. By participating in character fairs and parades, we offer fans the opportunity to experience TOMTOMI firsthand, effectively conveying the charm and appeal of the brand.



Highlighting TOMTOMI's Appeal Through **Key Partnerships**

4

Special Engagements at Seoul Land and Seongnam City Hall

TOMTOMI's unique charm and strong brand awareness have led to invitations from prominent institutions, allowing direct interaction with young fans. These special encounters have further strengthened TOMTOMI's brand value, evolving it from a simple character to a beloved brand among children.



Expanding Presence in Education

5

Expanding Offline Marketing Through Partnerships with Childcare Providers and Educational Institutions

TOMTOMI has partnered with the childcare organization "Dreaming Kids," reaching over 3,000 children daily at 116 national, private, and home-based daycare centers and public and private kindergartens. Through exercise routines set to TOMTOMI's music, rhythmic movements, and educational tools, TOMTOMI continues to create joyful moments for children.



TOMTOMI and the **DINOS ALIVE Exhibition** Collaboration

6

Enhancing the Brand through Global Exhibition Collaborations

TOMTOMI has maximized its marketing reach by collaborating with 'Dinos Alive', one of CNN's "Top 12 Must-See Exhibitions." Drawing millions of visitors worldwide, this exhibition showcases TOMTOMI's dinosaur-themed content, which has garnered 20 million views. TOMTOMI also engages with audiences through special events like 'TOMTOMI Day', directly boosting brand recognition.



Collaborations with Leading Institutions

TOMTOMI's reputation as safe, reliable content has led to various institutions featuring its videos and content



Gymboree x Jeju Shilla Hotel : TOMTOMI stories are screened as part of the kids' experience program.



Pangyo Eco Learning Center : TOMTOMI's "Protect Our Earth" video is permanently exhibited.



Busan Yeonje District Children's Library : 10 TOMTOMI music and story videos are displayed on large signage.

TOMTOMI Brand Marketing Highlights

Seoul Land



Seoul Land 2024 Children's Day Kid's Night :
Special invitation for a TOMTOMI event.

DINOS ALIVE

IMMERSIVE EXPERIENCE
-SEOUL-



2024 'DINOS ALIVE' Seoul Exhibition :
A collaborative showcase of TOMTOMI content.

Cream

Content of Dream

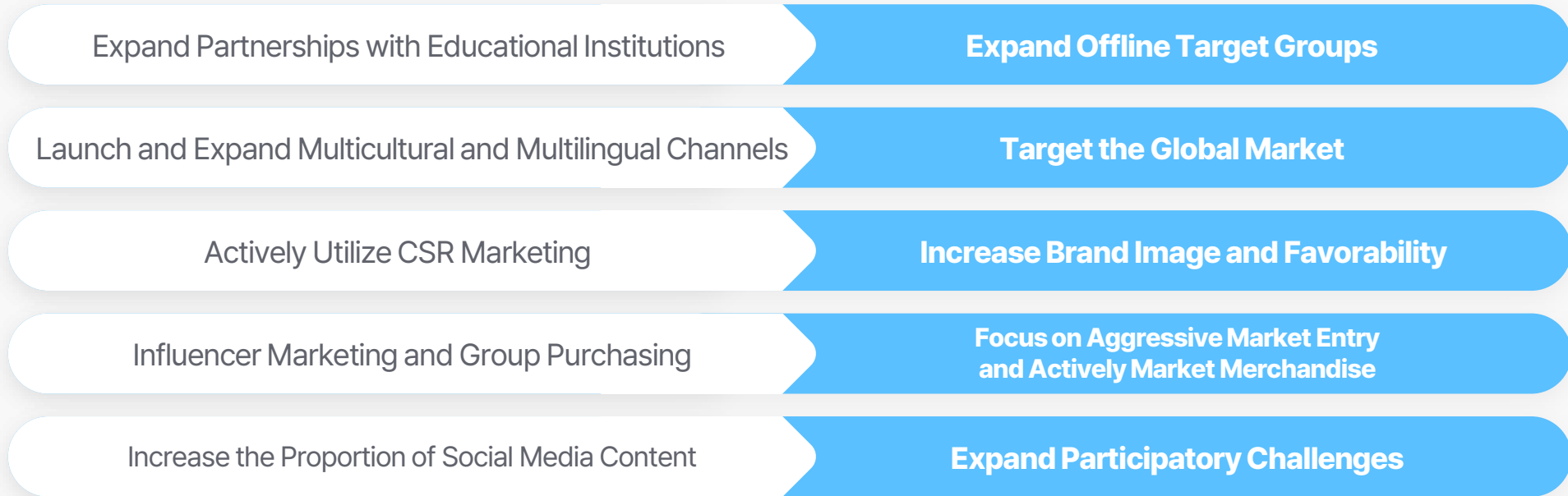


2024 Creamstore Sponsorship Program :
TOMTOMI selected for this initiative, featuring at
the Character Licensing Fair and Toysrus stores.



Simultaneous Expansion Online and Offline

Large-scale marketing support is planned for all fields in 2024





**Business
Plan**

Overview of TOMTOMI Original Content



**What if the elements of nature that children encounter daily
the sun, clouds, wind, moon, and stars
were transformed into lovable characters?**

The story begins with TOMTOMI, a brave little bear tasked with protecting the Seed Stars and maintaining peace in the universe. When attacked by the evil Black Hole, TOMTOMI escapes to Earth, where the Seed Stars merge with Earth's animal friends. To return the Seed Stars to space, TOMTOMI embarks on an exciting adventure, accompanied by the wise Luna, the powerful Leo, the inventive Genie, and the swift Dada. Together, they explore Earth and face off against Black Hole's evil plans. Through this story of living nature, children learn the values of friendship and courage as TOMTOMI embarks on a journey of growth.

Genre **Edutainment**

Target Audience **Ages 2-5**

Format **2D Animation Series**

Episode Length **10 minutes x 12 episodes**

Launch **Pilot to be released in March 2025**

The full series is scheduled to launch in the second half of 2025, with plans for a feature film to follow.



Features of the Story

Nature



Characters Embodied with the Power of Nature

The elements of nature sun, moon, stars, wind, and clouds are transformed into TOMTOMI and his friends, each showcasing unique abilities. They harness the power of nature to protect the Seed Stars and stand against the schemes of Black Hole, adding depth and excitement to TOMTOMI's adventurous journey.

Social Skills



Building Empathy and Teamwork

The five main characters learn to understand and cooperate with one another, growing in friendship and courage.

Reflecting real children's personalities, they naturally resonate with young audiences. Each episode delivers the importance of collaboration and understanding in an engaging way, helping children develop essential social skills as they grow alongside TOMTOMI and his friends.

Adventure



Expanding Imagination through Endless Exploration

TOMTOMI and his friends embark on a thrilling journey across the Earth to return the Seed Stars to space. Each episode presents new, captivating landscapes and diverse animals, sparking children's imaginations and nurturing a sense of adventure through exciting and imaginative storytelling.



Features of the Story



1 Characters with the Magic of Nature

The elements of nature sun, clouds, wind, and stars are transformed into TOMTOMI and friends, making nature more engaging for children. With magical items like the cloud car and wind teleportation, their adventure becomes even more fun.

2 Friends Who Grow Alongside Children

TOMTOMI and friends reflect real children's personalities, helping kids relate to the characters and grow with them. Through this journey, they build empathy, confidence, and key social values.

3 A Journey of Endless Imagination

Each episode of TOMTOMI takes place in a new and exciting setting, sparking children's imaginations. The unique environments and various animal characters enrich TOMTOMI's adventures, inspiring both a sense of adventure and creativity in young viewers.



TOMTOMI
Products

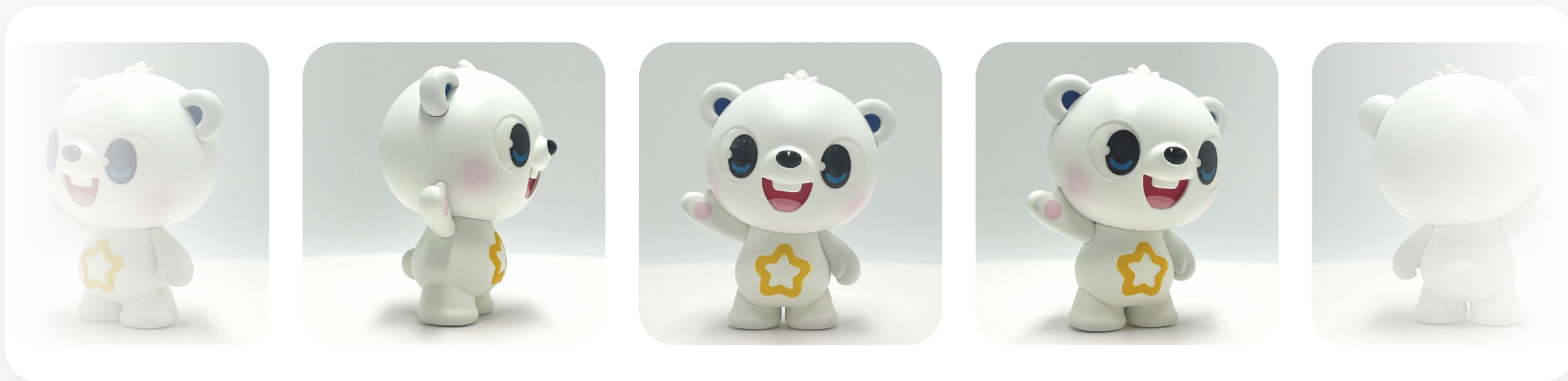
Various Ways to Enjoy TOMTOMI



TOMTOMI and Friends Figures & 3D Models

We provide 3D modeling guides for creating TOMTOMI figures, which can be applied to various toys.

This includes guides for sub-characters such as Luna, Leo, Dada, and Genie.



Various Ways to Enjoy TOMTOMI



TOMTOMI and Friends Figures & 3D Models

We provide 3D modeling guides for creating TOMTOMI figures, which can be applied to various toys.

This includes guides for sub-characters such as Luna, Leo, Dada, and Genie.



Various Ways to Enjoy TOMTOMI



TOMTOMI Classic Fairy Tales CD:

A collection of 19 classic fairy tales, beautifully reimagined with the expertise of top writers, voice actors, and producers.

This well-made audio CD also includes an illustrated booklet, offering a special experience for listeners.

The product has earned top rankings in the children's fairy tale category on Coupang, recognized for its quality.

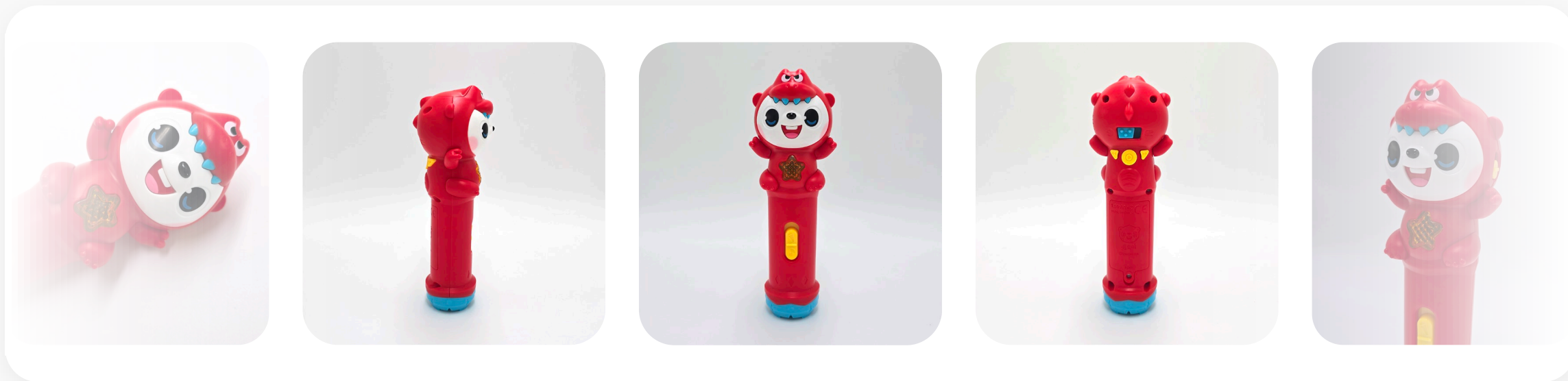


Various Ways to Enjoy TOMTOMI



TOMTOMI Singing Dinosaur Microphone

The TOMTOMI Dinosaur Microphone is a children's microphone with built-in TOMTOMI songs, allowing kids to sing along and enhance their creativity and expression. The microphone also features a dinosaur voice-changing function, offering kids a unique and fun playtime experience.



Various Ways to Enjoy TOMTOMI



TOMTOMI Singing Sticker Book (5 versions)

The TOMTOMI Singing Sticker Book is an innovative learning tool that incorporates the Saypen system.

When kids touch the stickers with Saypen, music plays alongside words in both Korean and English, helping with language development and creativity.

Featuring popular themes like dinosaurs, animals, and more, it's the perfect educational playbook for kids.



Various Ways to Enjoy TOMTOMI



TOMTOMI Plush Toys, Squishy cushions, and Keychains

TOMTOMI plush toys, squishy cushions, and keychains feature adorable and lifelike expressions of TOMTOMI and his friends. Made with soft, safe materials, these character items offer children a comforting companion that they can carry with them anywhere.



Various Ways to Enjoy TOMTOMI



More Exciting MD Products Coming Soon!

TOMTOMI's powerful characters and popular content hold great potential for a wide range of products that create perfect synergy. From toys and clothing to household items, various products will bring joy to children and elevate the brand's value through connection with its content. TOMTOMI will continue to expand its creative product lines, solidifying its position as a beloved brand in the global market.





Key Visual













Thank You

