

ROIVISUAL COMPANY PROFILE





Korea's leading animation company that created Robocar POLI.

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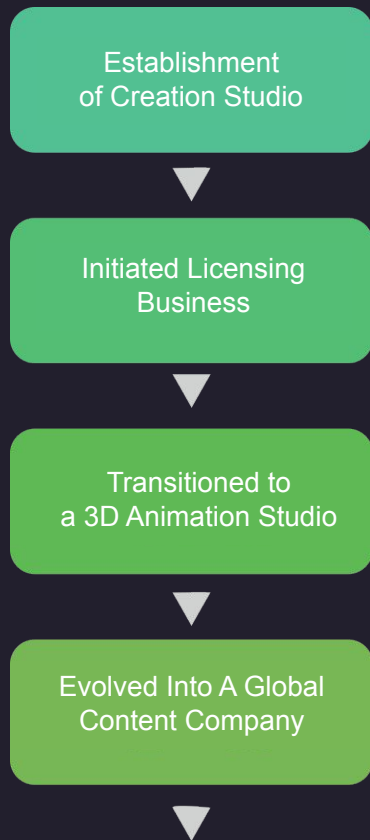
I. COMPANY INTRODUCTION

- 01. Company Overview
- 02. Growth History
- 03. Vision & Core Competencies
- 04. CSR Activities & Awards
- 05. Owned IP

01. COMPANY OVERVIEW

COMPANY NAME	ROI VISUAL Co., Ltd
FOUNDATION	1998
BUSINESS INDUSTRY	Character & Animation IP based entertainment Company
CEO	Daniel Lee

02. GROWTH HISTORY



- 1998 1998 ROI VISUAL. Co., Ltd. established
1999 Launch of Woobi Boy web series
2001 Selected as one of Korea's Top 10 Characters
- 2003 2003 Launch of Woobi Boy TV series
2005 Recipient of the Content Agency Director's Award at the Korea Animation Awards
- 2008 2008 Launch of Chiro and Friends
2008 Recipient of the Audience Award at Cartoons on the Bay
2008 Recipient of the Minister's Award at the Korea Animation Awards
2010 Robocar POLI, 1st prize in the MIP Junior 2010 Licensing Challenge
- 2011 ~ Present 2011 Launch of Robocar POLI
2012 Recipient of the Presidential Award at the Korea Character Awards
2013 Recipient of the Presidential Award at the Korea Character Awards
2015 Recipient of the Presidential Award at the Korea Character Awards
2017 Launch of Fire Safety with ROY/Daily Safety with AMBER
2021 10th Anniversary of Robocar POLI
2022 Broadcast of Robocar POLI Season 5 on EBS
2024 Broadcast of DoReMi Friends on EBS

03. VISION & CORE COMPETENCIES

VISION

The most beloved IP brand among children worldwide

MISSION

Realizing customer satisfaction through top-quality animation and services

KEY POINT

- Company that has grown every year for the past 20 years
- Craftsmanship dedicated to creating the best content
- Establishing a global network in the content, kids' industries
- Possessing sturdy IP in parenting and safety education content

04. OWNED IP

20 years of production expertise, aligned with the history of animation in Korea.



Woobi Boy 1999

The first Full HD animation in Korea



Chiro 2007

A pioneering Full 3D animation
aired on Japan's NHK.



Inner Ranger 2011

A dental disease prevention project
safeguarding children's oral health worldwide.

04. OWNED IP – ROBOCAR POLI



Season Info

- Robocar POLI Season1 ~ Robocar POLI Season5 (2022)
- Traffic Safety with POLI(2011)
- Fire Safety with ROY(2017)
- Daily Safety with AMBER(2018)
- Robocar POLI SongSong Museum(2021)
- Robocar POLI Season 6 in Production

Media Distribution

- Available in 145 countries worldwide and 35 languages
- 12 million YouTube subscribers and 9 billion views
- Broadcast on OTT platforms and TV, Including Netflix & Amazon Prime
- Under discussion for broadcasting in the Middle East region

Awards & Achievements

- Honorary Police Officer of the Korean National Police Agency
- Honorary Firefighter of the Korean National Fire Agency
- 'Presidential' Best Character Prize (2012,2013,2015)
- 'Ministerial' Best Content Prize (2011, 2012, 2014)
- Prime Minister's Commendation at the Advanced Traffic Safety Awards (2019)

04. OWNED IP – DOREMI FRIENDS



Media Distribution

- Music edutainment for 2-3 years old children
- Exclusive release on KT KidsLand(2022. Oct-)
- Distributed on TVING, Watcha and HelloVision (2023)
- Surpassing 1 million Youtube subscriber in 2024(2024)
- Broadcasting on EBS1(2024)
- Broadcasting on Tooniverse (2024)

Improve English skills with joyful songs & dances!
Edutainment content optimized for homeschooling

II. BUSINESS OVERVIEW

01. Media Distribution

02. Music Distribution

03. Youtube

04. Toy

05. License

01. MEDIA DISTRIBUTION

Direct content licensing and distribution with global OTT platforms
(Netflix, Amazon Prime, and local TV networks)

Robocar POLI, broadcast in 145 countries and 35 languages

ON AIR



01. MEDIA DISTRIBUTION

Key partner of approximately 50 Media companies worldwide



02. MUSIC DISTRIBUTION

Releasing albums and providing audiobook content on global music platforms such as Spotify, Apple Music, as well as local music services

TikTok

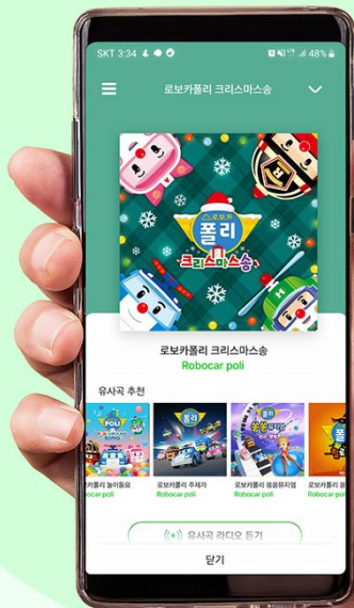
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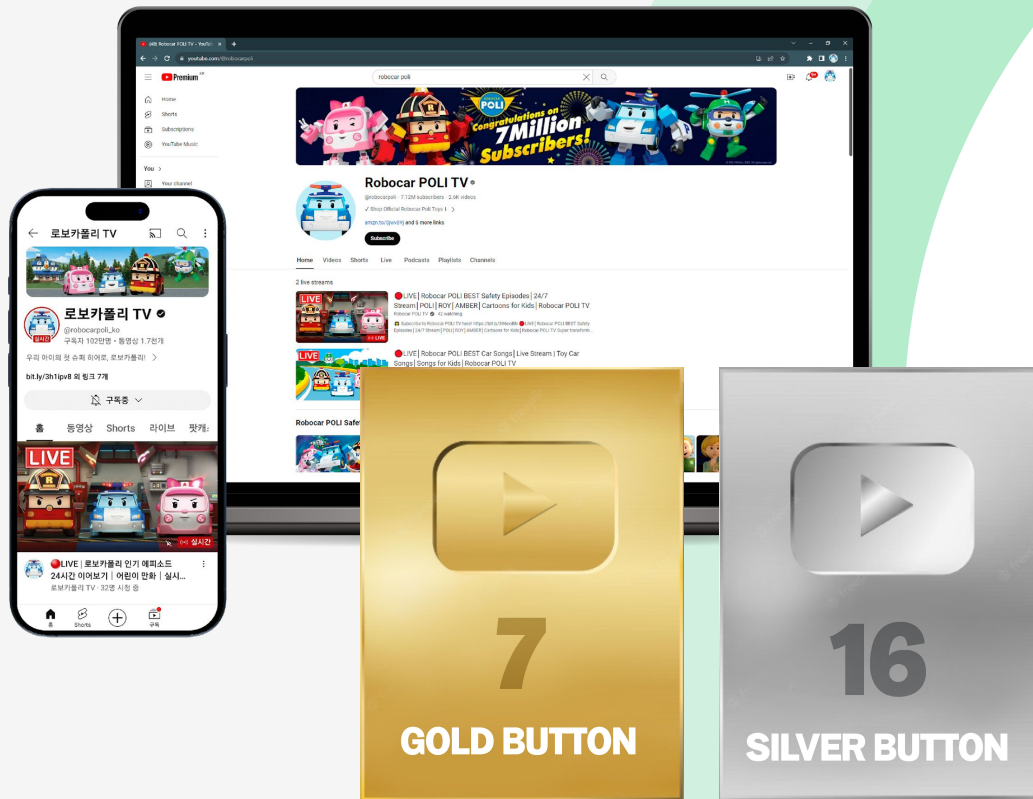
Spotify

YouTube Music

Apple Music

Melón





Powerful Youtube Coverage

- ✓ 15 Languages
- ✓ 15.9 Billion views
- ✓ 26 Channels
- ✓ 22.82 Million Subscribers

04. TOY

Transition to direct manufacturing & global distribution



Established presence in the North American (Amazon US),
European, and Asian markets



05. LICENSE

Launching country-specific optimized products

86 partner companies offering 977 product variations

More than 150 million unit sold worldwide



III. BRAND VALUE & LICENSING CASES

- 01. BRAND VALUE
- 02. LICENSE CASES
- 03. MEDIA EXPOSURE

01. BRAND VALUE



Steady
Fandom



Worldwide
Recognition



High Quality
Video & Design

01. BRAND VALUE



As long as children love
police officers & firefighters

The First Brand of Transforming Car Robots

A Classic IP for Parenting



01. BRAND VALUE

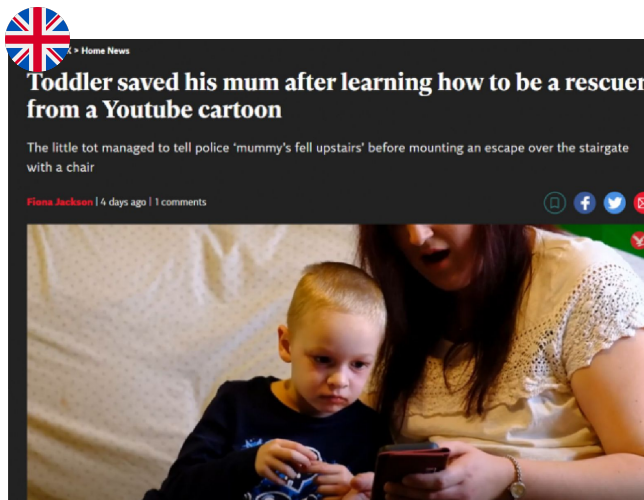


01. BRAND VALUE



Robocar POLI, the world's one-and-only safety education character, enables meaningful social contribution campaigns like no other

The reason it's sought worldwide for safety education



01. BRAND VALUE



01. BRAND VALUE



YouTube subscribers from
across the globe



01. BRAND VALUE



Collaborating with various global brands



01. BRAND VALUE

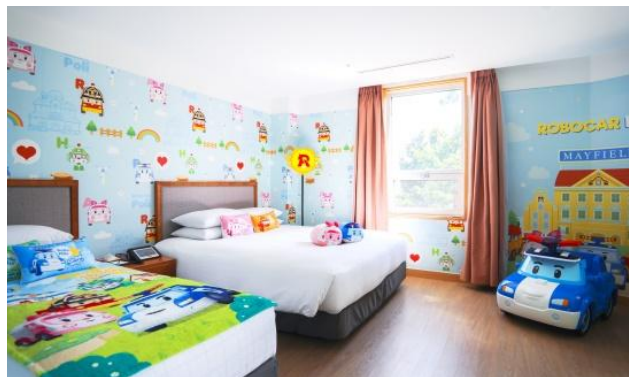


Production of branded content

02. LICENSE CASES



02. LICENSE CASES



02. LICENSE CASES



Samsung Fire & Marine Insurance

2024 고흥 녹동항 드론쇼



02. LICENSE CASES

MUSICAL



Finding Golden Trophy, Korea

HOTEL



Themed Rooms at Mayfield Hotel, Korea

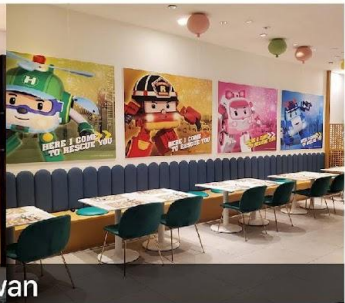


Themed Rooms at Ctrip Hotels, China

DINING



POLI Restaurant, Taiwan



POLI Cafe, Macau



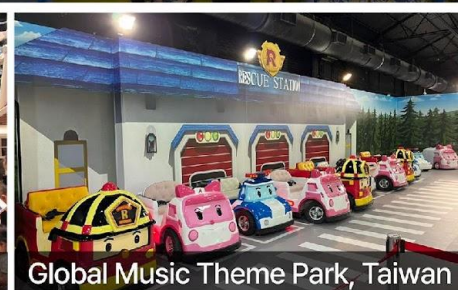
THEME PARK



AquaField in Anseong and Hanam, Korea



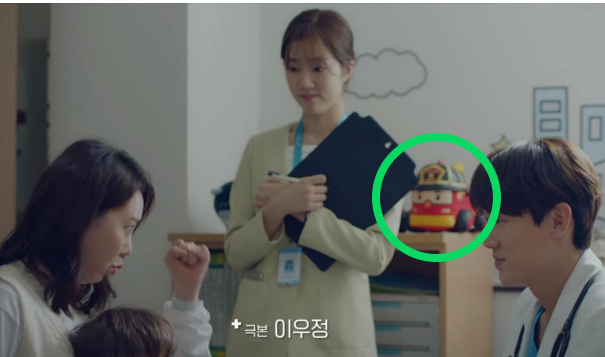
Poli Indoor Theme Park at Yuyuto Chongqing, China



Global Music Theme Park, Taiwan

03. MEDIA EXPOSURE

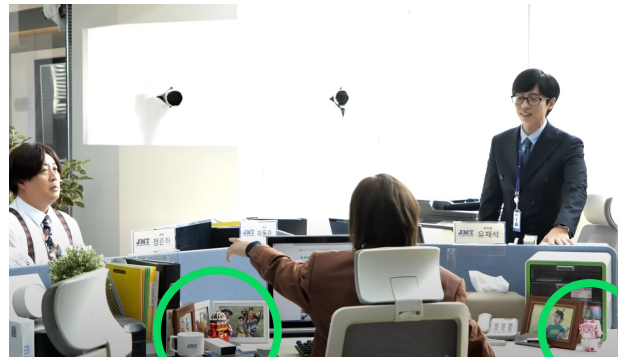
tvN 목요스페셜
슬기로운
의사생활+



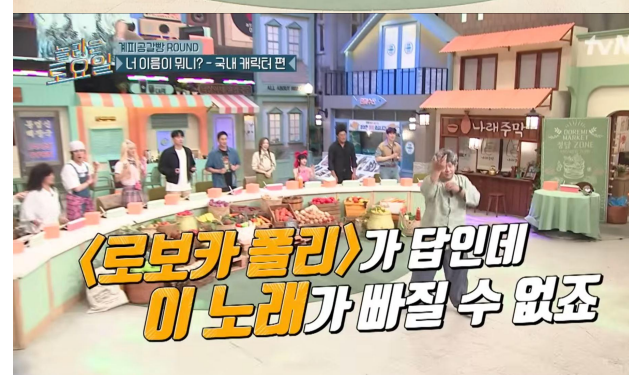
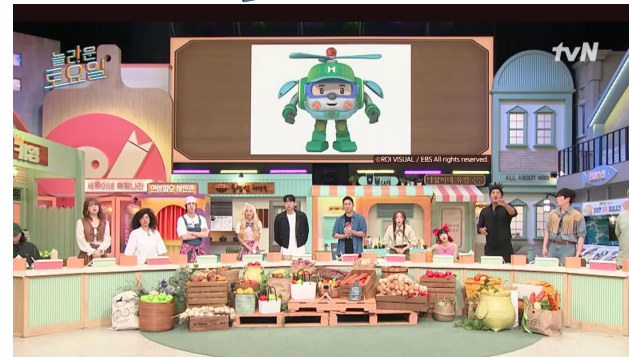
tvN
웨딩
임파서블



MBC
놀면 뭐하니?



03. MEDIA EXPOSURE



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ROI VISUAL

