



ROI VISUAL

Protecting Kids, Inspiring the World: The Robocar POLI Story

Presented by Yujin Song, ROI VISUAL



ROI VISUAL

- Established in 1998
- CEO: Daniel D. Lee
- A Leading Korean Animation Studio
- A Pioneer in Global Content Business

Our Global Journey Begins



Woobi Boy (2000)

Airing on CCTV (China)



Chiro (2006)

Airing on Ch.5 (UK)

Airing on NHK (Japan)

Won the Audience Award at Cartoons On The Bay Festival

Robocar POLI (2010~)

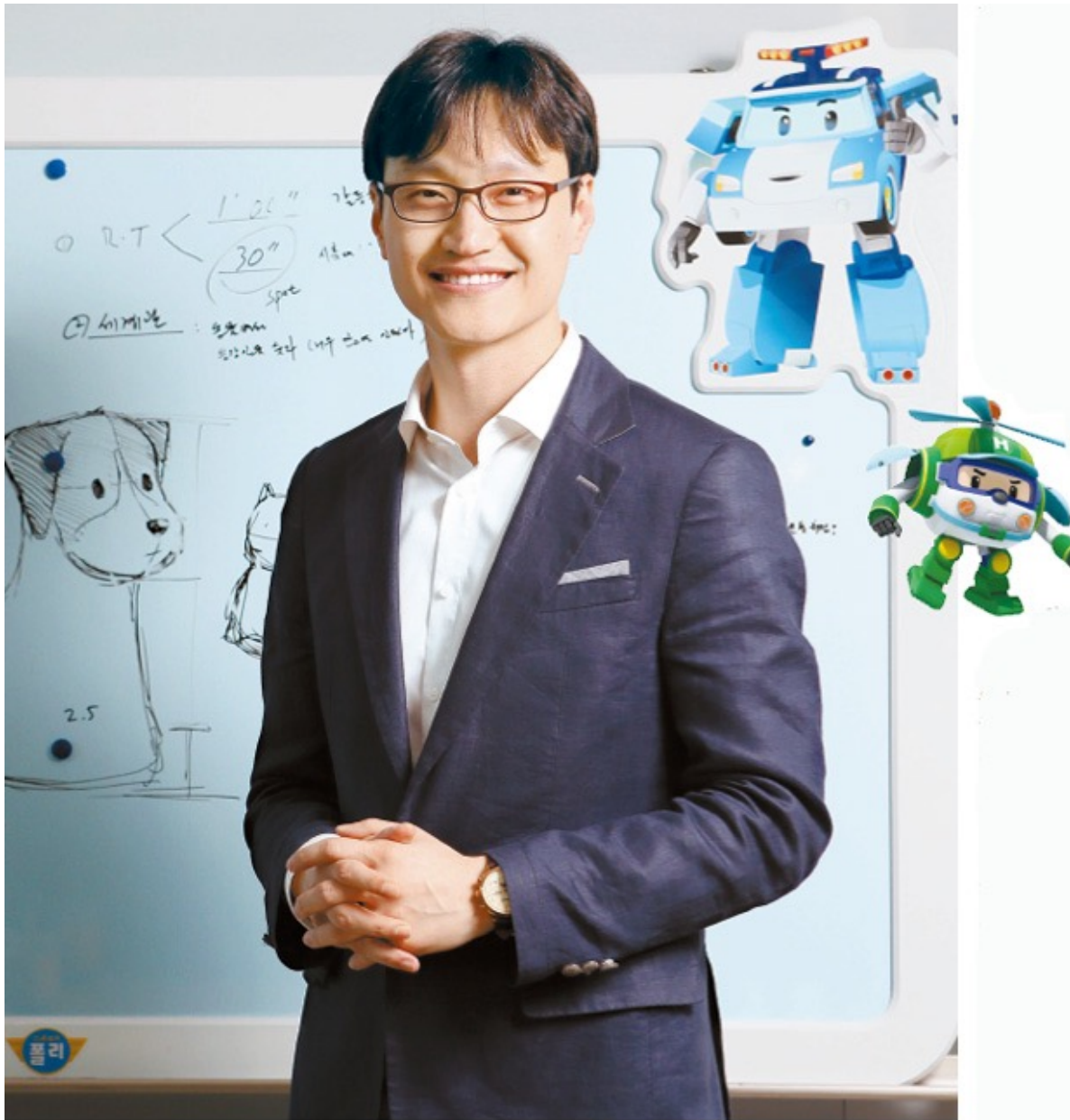
- Preschool animation for ages 3–7
- Transforming robot rescue team: 🚓 🚒 🚑 🚁



Full of Vehicle Characters



What makes this show so special?



Brand Story

- Genuinely created for children's well being
- Inspired by a real-life parenting moment by CEO
- Non-violent problem solving by animation

Global Reach & Localization

🏆 First Korean winner of MIP Junior Licensing Challenge (2010)

🌐 Aired in **143** countries, **35** languages



Global Video Streaming Services

- **YouTube**

26 Official Brand Channels in **15** languages

9.55M Subscribers from English Channel

- **Netflix**

Available **Worldwide**

Top Ranked Kids Program in **S. Korea, Singapore, Taiwan, Hong Kong, Indonesia, Ireland, Canada, New Zealand (2024)**

- **Amazon Prime Video**

Available in **US, UK, Japan**

- **LG Channels**

Robocar POLI channel

in **UK, SP, NL, Nordic BR, MX, CL, PE CO, AR AU, KR**

- **Samsung TV Plus**

Robocar POLI channel **in S. Korea**

- **ETC**

Roku, Plex, Tubi, Xumo, Toon Goggles

Trusted by Global Brands

Global F&B brands



Global Traffic Safety Campaign with Hyundai



Korean major F&B brands



European licensing partnership: Zaini, Editis



Robocar POLI leads K-culture



POLI Haniwon (Korean Medicine Clinic)

World's first character licensing cases for Korean Medicine Clinic

POLI protects children's health with K-doctors!



Bangjja Yugi (Korean brassware) Bracelet

World's first Bangjja Yugi jewelry goes global with Robocar POLI

Timeless Beauty of K-Culture + POLI's eternal love for Children

True Story from the UK



POLI saved the family in real life!

🇬🇧 UK: A 3-year-old saved his mom by calling 911 as he learned from Robocar POLI



Robocar Poli is a story of a police car, ambulance and a fire engine and shows how to respond to emergencies Credit: SWNS

The toddler had seen how to react on the series Robocar Poli.

OUR VISION

- Not just popular—built to be a **classic**
- Driven by **sincerity** and strong **philosophy**
- Ready to **grow with partners** who share our values



Let's Build a Safer World for Children

Join us on our journey
to become a **new classic preschool brand**

★ Thank you ★

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