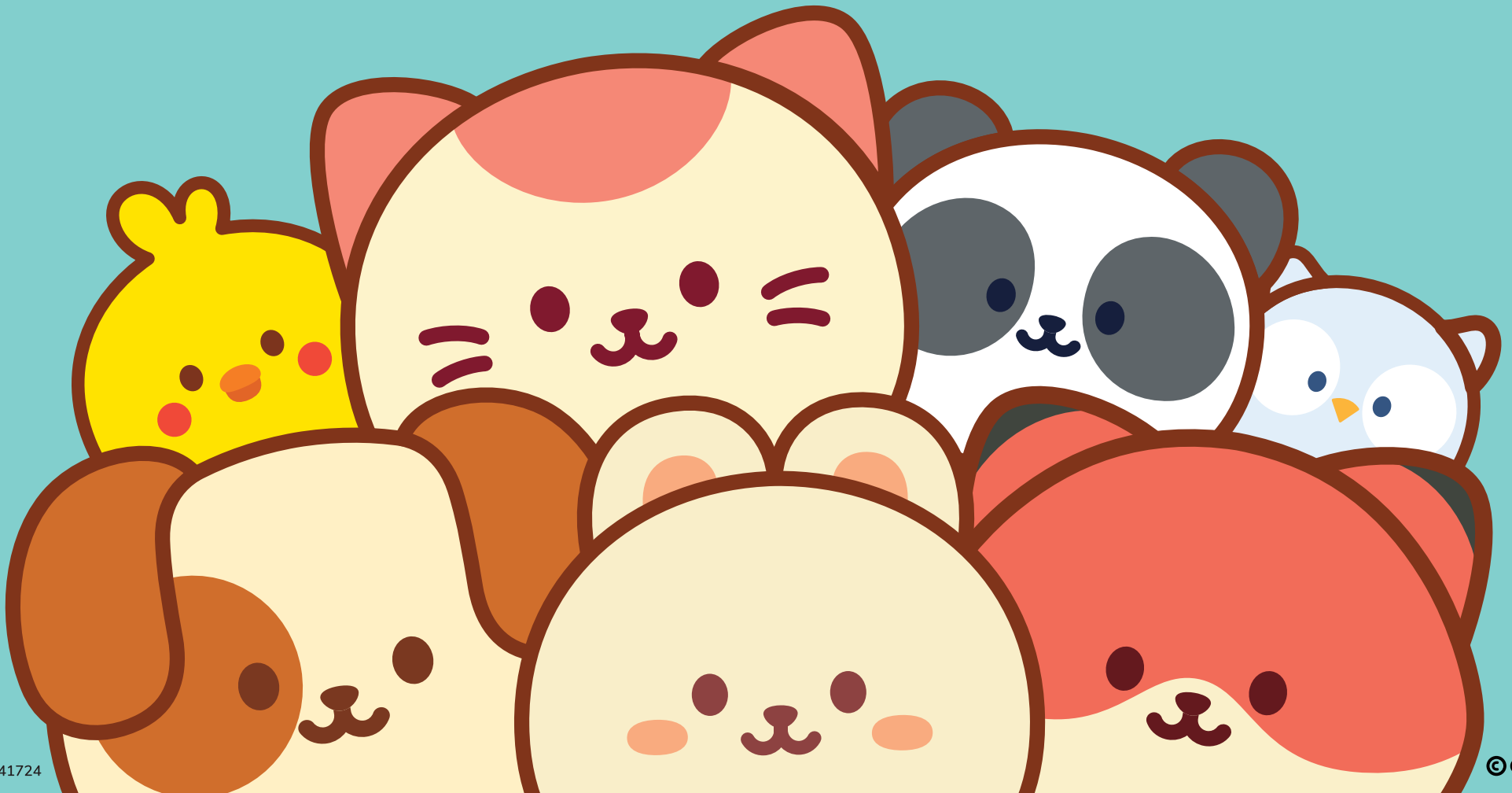


Presented by WSLicensing Inc.



# ANIROLLZ™

WHERE HAPPINESS ROLLZ IN



WHERE HAPPINESS ROLLZ IN

**ANIROLLZ™**

Whether you're up for an awesome outdoor adventure or a cozy cuddle on the couch, Anirollz will make you smile, Ani-where, Ani-time!

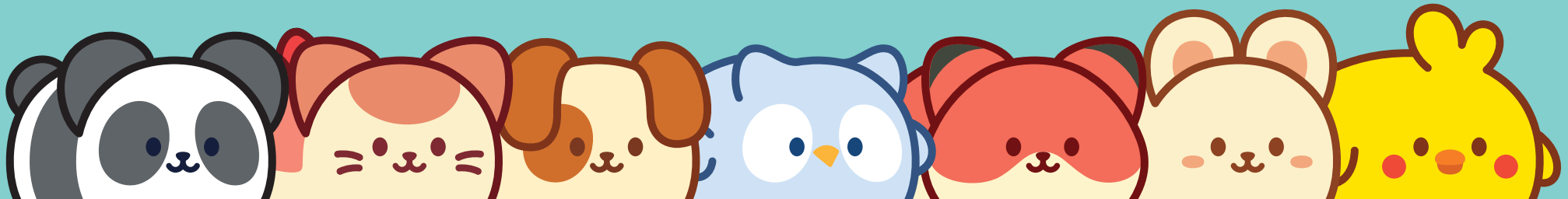
Collect the Anirollz that are just right for you, then mix and match them to create the perfect companions for every occasion!

## OUR VISION

We envision a world where our products warm up every heart, everywhere and everyday.

## OUR MISSION

To create and distribute products and stories that make people smile and warm their hearts.



# BRAND VISION

Anirollz stands as an extraordinary brand, embarking on a journey of exploration with our audience into the vast Anirollz universe.

Through the power of uplifting storytelling, relatable content, and strategic partnerships, Anirollz has achieved remarkable success, resonating with a wide demographic ranging from tweens to young adults.

With our authentic, trendsetting designs and robust retail relationships, Anirollz serves as the perfect collaborator to expand merchandise sales and introduce a new generation of collectors to a diverse array of brands in a deeply meaningful and brand-relevant manner.



## Anirollz Brand

- Character Awareness
- Mascots for Positive Representation
- Relatable Comfort Food Content
- Following Current Trends suited for the “Kawaii and KPOP” Audience

## Creative Strategy

- Targeting broader audiences
- Cross-Promoting Cute and Fun Contents
- Exposing both brands through new, trendy lifestyle products

## Existing Brands

- Existing Heritage
- Recognizable Products
- General Audience Outreach

# Introducing Anirollz Friends

Each Anirollz character possesses a distinctive personality and a captivating backstory, rendering them the ideal companions for anyone seeking friendship. Our endearing little friends are always on the lookout for whimsical adventures and new connections.



**PANDAROLL**

**Fun Loving Foodie**

Pandaroll travels the world, seeking culinary adventures and sampling anything and everything it can get its paws on!



**KITTIROLL**

**Unpredictable Baker**

Kittiroll can be surprising. Share your treats or you'll see a whole other side of this darling dumpling!



**PUPPIROLL**

**Social Butterfly**

Puppiroll loves people and parties! But it can feel a little lost in overwhelming crowdz.



**OWLYROLL**

**True Night Owl**

Like many super smarties, Owlyroll thrives at night, but dozes during the day.



**FOXIROLL**

**Determined to Win**

Foxiroll is more than a little extra and tries super-duper hard to be the very best at everything.



**BUNNIROLL**

**Self - Taught Artist**

When inspiration strikes, there's no stopping Bunniroll's creativity – even when supplies are low!



**CHICKIROLL**

**Fashionable Friend**

Chickiroll craves attention and gets lonely without a friend!



**NEW CHARACTER**

We love to collaborate and look forward to expanding our Anirollz universe with all sorts of animal inspirations. Stay tuned for future character revealz!



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Anirollz is renowned for our **outfitz** plush toys, crafted with our signature squishy fabric. These toys allow you to 'Mix and Match' comfortable **outfitz** with every Anirollz character, adding a dash of joy and comfort to your life.

Our plushies feature the finest materials that make them irresistibly squishy and undeniably adorable. Available in a range of sizes, from mini keychains to small, medium, large, and even special extra-large editions.



Character Plush - M, L, SXL



Original Outfitz Plush



Mini Size Plush Keychain



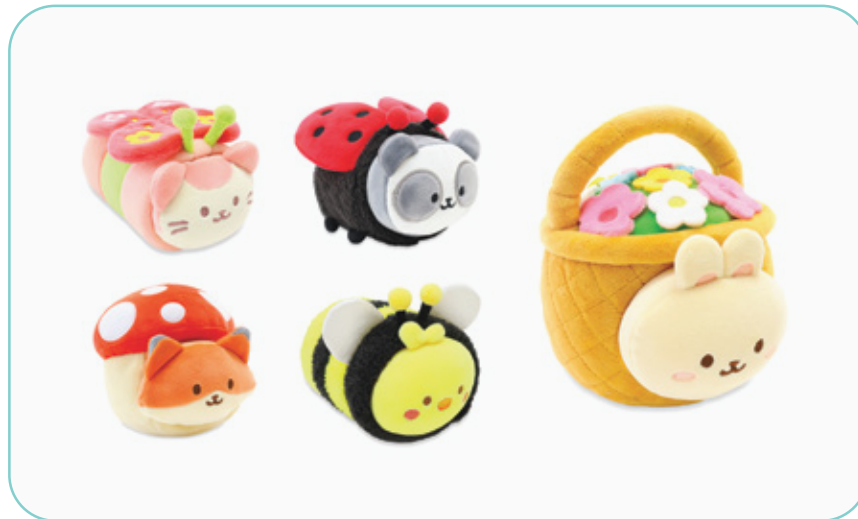
Anirollz Sitting Plush



 PRODUCT | Soft Plush



Animal Outfitz Plush



Spring Outfitz Plush



favorite

ANIROLLZ CHARACTERZ



**PRODUCT**  
Life Style

Beyond our cherished Plush Line, we proudly introduce an expanding collection of lifestyle products that vividly represents the daily life of Anirollz.





Discover a range of Anirollz items that fit into your daily routine from notebooks, pens, pouches, mugs, backpacks, water bottles, socks, slippers, and lots more! Dive into the world of Anirollz and let their delightful charm bring joy to every part of your life.





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At Anirollz, we are perpetually on the lookout for fresh and exciting ideas for our beloved Anirollz friends. By forging connections with potential licensing partners, we engage in close collaboration with their brand teams to develop awe-inspiring product lines.





Currently, we are closely working on new licensed product lines slated for release in 2024. From concept to finished product, our creative team diligently crafts adorable merchandise that flawlessly captures the essence of these licensed brands.

SINCE 1894  
**HERSHEY'S**

**SPAM**  
brand

NISSIN  
**CUP NOODLES**<sup>TM</sup>

**Reese's**

**KISSES**  
brand

**SKIPPY**

**PAYDAY**

**ICE BREAKERS**

**JOLLY rancher**

**Almond Joy**

**Crayola**

**ICEE**

**TAPATÍO**

**HEINZ**  
ESTD 1869

**dippin' dots**

KOUPENCHAN



**spiral cute**





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Our talented in-house design team collaborates with overseas production teams to produce a wide range of captivating contents. From themed animations and webcomics to trendy memes, we ensure our social media platforms are filled with exciting material that boosts brand awareness.





Our creative content has found a prestigious presence on various esteemed social media platforms, including the renowned Korea Creative Content Agency (KOCCA). Moreover, our enchanting creations have made memorable appearances in K-drama series, known as Delivery Man.

*Delivery Man!*  
K-Drama series



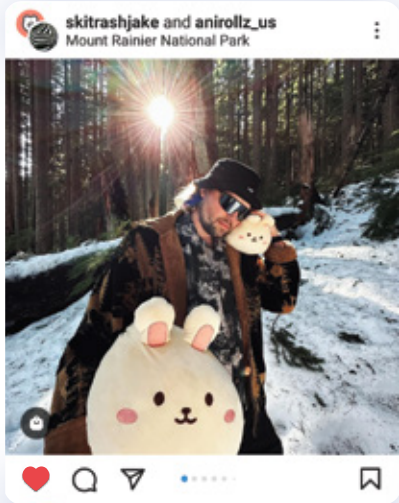
*KOCCA Intro Pastry Baking*



*Anirollz 8-Bit video game parody*



We specialize in creating original content tailored to different audiences and occasionally partner with influencers and official accounts for cross-promotion.





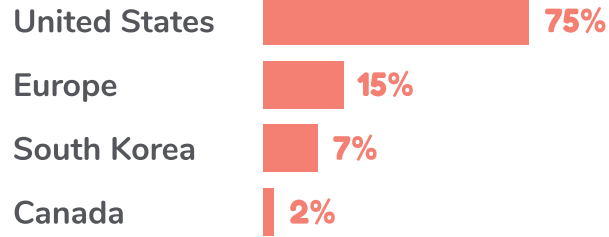


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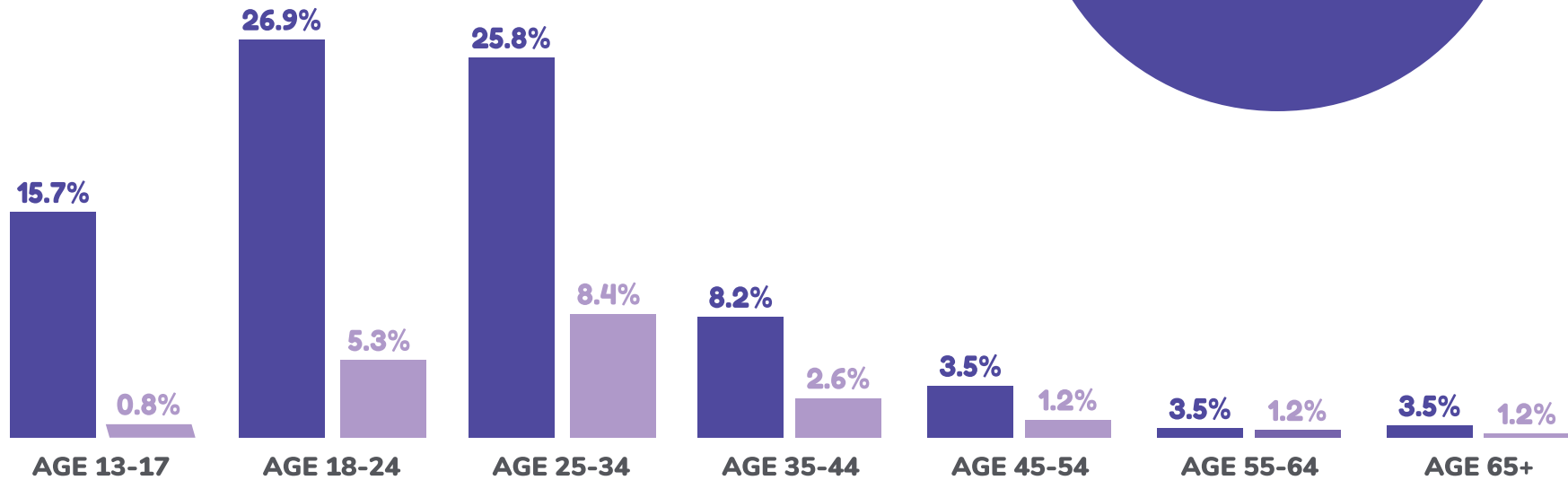
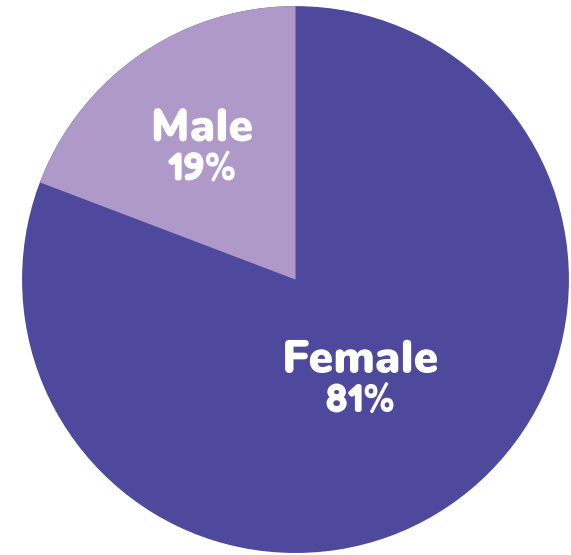
Our devoted fan base has flourished in Southern California, driven by the widespread recognition of our products in local retail stores and conventions. Analyzing our collected data, we have discovered that our offerings predominantly resonate with the dynamic demographic of tweens and young adults.

Anirollz passionate fan base took root in Southern California. Our products connect mostly with tweens to young adults according to our comprehensive data analysis.

**TOP COUNTRY**



**Audience by Gender** Female Male





## PRODUCT | Tradeshows

To elevate the awareness of our brand, we actively participate in various trade shows encompassing the Business-to-Consumer and Business-to-Business realms.

LAS VEGAS  
**LICENSING  
EXPO**

**toyFAIR!**  
Play Reimagined

**TOYFEST**

**AX ANIME EXPO**

**Astra**  
MARKETPLACE & ACADEMY



We have strong local retail partners which improves our outreach in their various Southern California stores through leveraging custom product displays, photo op areas, captivating window displays, and crafted campaign promotions. Our retail partners contribute to enhancing our brand's visibility and impact.

01

## Retail Stores

Largest Outlet Stores in US



02

## Franchise Stores

Franchise stores with over 700 locations



03

## Online and Offline Wholesale

400+ channels across US



Our extensive buyer network comprises a diverse of retails specializing in novelty and gifts. The support of this network fuels our growth, and our dedicated marketing team works diligently to fulfill the distinctive requirements of each buyer with a professional and positive approach.



**FOREVER 21**



**BARNES&NOBLE**

**Mauya**

**claire's**

**BOXLUNCH**

**BOOKS**  
**Kinokuniya**

**HOTTOPIC**

**♥CVS pharmacy**

**MARUKAI**

**TILLY'S**

**amazon**

**BAM!**  
BOOKS • TOYS • TECH • MORE



# ANIRÖLLZ™

    
@anirollz



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