



**Masha** and **The Bear**®





All Episodes are completely  
standalone



All around  
appealing humor



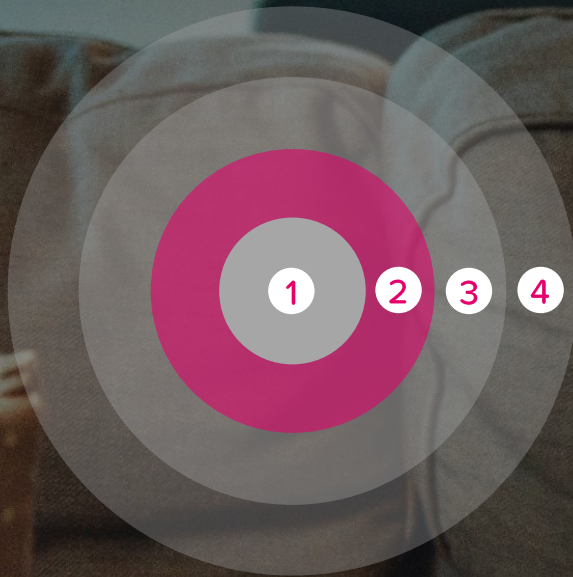
Outstanding  
3D CGI quality



Original score  
and catchy songs



# LOVED BY YOUNG CHILDREN APPEALING TO PARENTS



Parents' choice  
**#1 SHOW AMONG  
WOMEN 18-49**

Source: Universal Kids  
TV channel in USA

1

0-2 yr.  
Target Audience

2

3-6 yr.  
Core Target  
Audience

3

7-9 yr.  
Target Audience

4

Parents enjoy  
watching together



MASHA IS IN  
TOP 3 FAVORITE  
BRANDS IN  
EUROPE

*BrandTrends, 2017*

35

DUBBED  
LANGUAGES

250

VIEWS PER SECOND  
ON YOUTUBE

EPISODE 17 REACHED  
2 500 000 000  
VIEWS ON YOUTUBE

MULTI-TERRITORY  
COOPERATION  
WITH NETFLIX

BROADCASTED ALMOST ALL OVER THE WORLD



# AWARENESS AMONG GIRLS



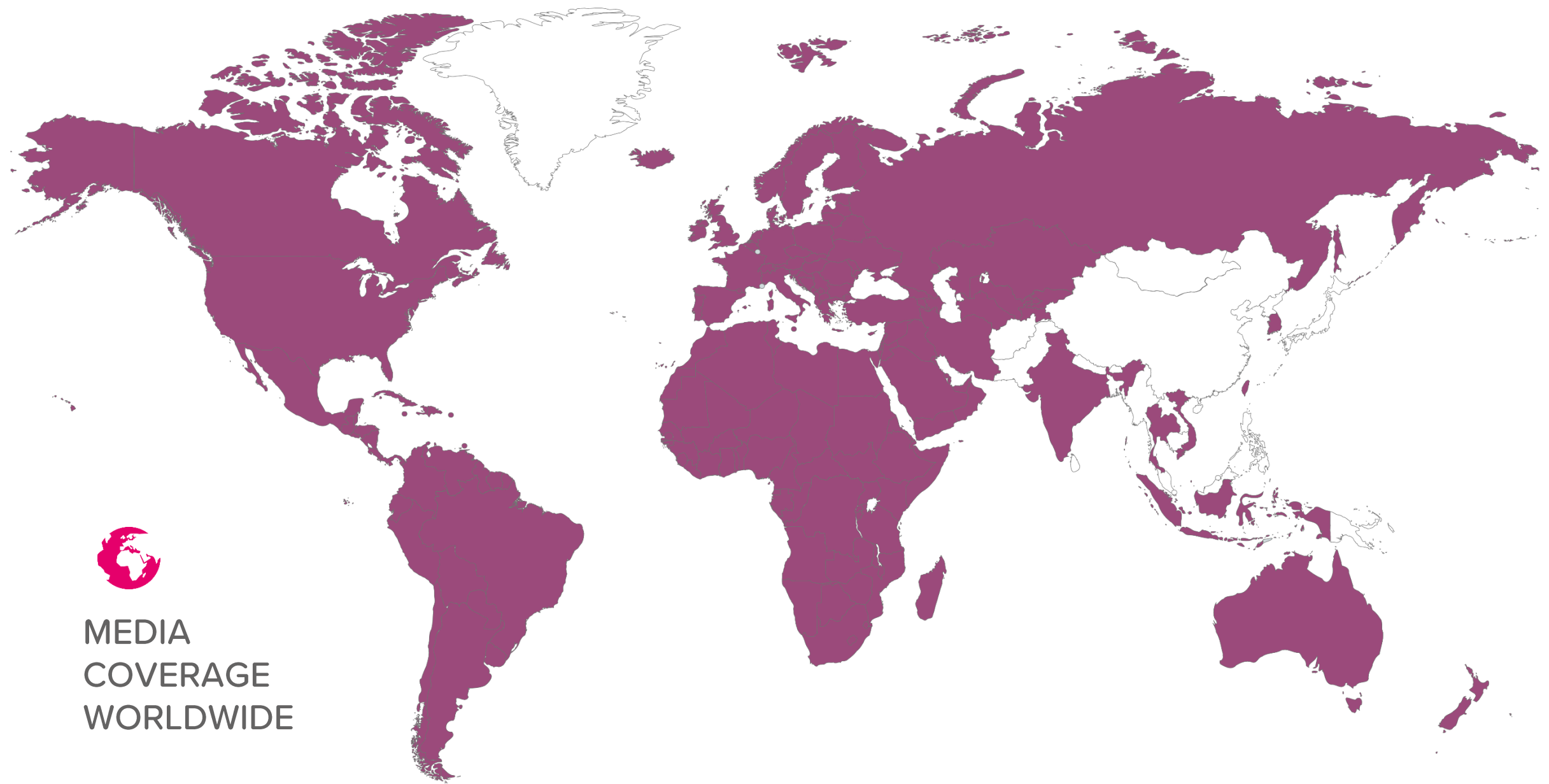


# AWARENESS AMONG BOYS



35 000 000 000

total views from “Masha and the Bear”  
channels on YouTube within 7 years



# MEDIA COVERAGE WORLDWIDE

Existing broadcasting



## USA & CANADA

USA



Canada



## AUSTRALIA & OCEANIA

Australia



New Zealand



## EUROPE

Benelux



France



GAS



Italy



Nordics



Spain & Portugal



UK & Ireland



## RUSSIA & CIS

Russia



Ukraine



Kazakhstan



## LATIN AMERICA

LatAm



Brazil



Chile



Mexico



## MENA

MENA



Israel



Turkey



Africa



## ASIA

India



Indonesia



South Korea



Taiwan



Thailand



Vietnam



# THE UNITED KINGDOM



Greatest news in 2017 - launch of Masha and the Bear on Free TV channel Tiny Pop.



Promotional activities in 70+ The Entertainer stores (28 September – 18 October) – x3 growth of sales  
New campaign is scheduled on Easter 2018.



Participation including Meet & Greet performance in key national festivals 2018 with over 100 000 of visitors in total.



Promotion with National Geographic:  
March issue: double page spread and back cover.

TVMANIA



PROCOS S.A.



# IBERIA REGION



Simba showed +45% growth of toy sales in Spain Q1-Q4 2017 in comparison to the same period in 2016.



Madhouse is a strong Meet & Greet partner in Spain and Portugal. Over 21 000 people visited activities held in three shopping malls in the end of 2017/beginning of 2018. Next placement is planned in February, Madrid.



Lemon – first breakthrough of Masha`s best life show in Portugal and Spain. 7 cities scheduled in Portugal: March 31, 2018 –May 27, 2018. Spain: October 2018 - January 2019



Masha and the Bear participated in Three Wise Man Parade by Clan TV channel on January 5, 2018 in Madrid.

PROCOS S.A.

Penguin  
Random  
House



ROYER

LEMON



# FRANCE



Simba Dickie Group toys sales experienced 2.7x sales growth from 2016. Master Toy partner will introduce new items to the market, which will comprise of almost 40% of the entire range. Three new TV campaigns are planned throughout 2018 to support the brand.



Hachette Collections Masha Partworks subscription turned out to be 2x times higher than initially estimated.

In 2018 Hachette Livre is planning to increase current range of published titles with more than 30 new books.



Successful Easter campaign by Ferrero in 2017 with 1 700 000 eggs in 2018 was followed by Kinder Surprise campaign consisting of 5 000 000 items.



Live show by Los Production: from October 2017 to April 2018 in France and Luxemburg. 37 shows done in Paris, average of 84% attendance. 7 cities done in Province. 2 shows done in Luxemburg. Mostly all were sold out.

TVMANIA

hachette



FERRERO



PROCOS S.A.



ROYER

EVASION  
COMMUNICATION



# GAS REGION



2.2 million Simba Dickie Group toys were sold within 3 years partnership. #3 market in terms of number of toys sold across European markets.



Successful Ferrero campaign in 2017 with 1 700 000 Kinder Surprise Eggs and plans for 2018, 2019: Kinder Surprise and Easter Eggs.



40 SKU were launched in Q4 2016 by Undercover (BTS).



This year Ravensburger has joined a strong team of CP partners in key categories such as toys, publishing, BTS, food and apparel.



Promotions with key retailers such as My Toys – Launch of Masha's official page on myToys.de in December 2017!  
Active brand support in H2 2018.

**FERRERO**

**Ravensburger**



**UNDER  
COVER**



**terbrögggen**

**ROYER**

**PROCOS S.A.**

**TYMANIA**

# ITALY



Almost 3.2 million Simba Dickie Group toys were sold within 3 years partnership. #1 market in terms of number of toys sold across European markets.



Retail activation in Carrefour (November – December 2017) with M&G support



From October 2017 Masha's Tales show by EMA Eventi started Napoli, Verona, Milano and other cities till December 2018. Previous Masha and the Bear show tour reached 50 cities.



Successful Ferrero campaign in 2017 with 2 500 000 Easter Eggs and plans for 2018: Kinder Surprise + Easter Eggs + Kinder Happy.



Decade-long relationship with Leolandia themed park: Masha's brand zone is currently the biggest one with 60% visitors coming back again.

In 2017 Leolandia became number 1 park in Italy.

In 2018 park will provide new experience with Masha for it's visitors. 8 overall and 6 new attractions such as biggest roller coaster, themed playgrounds, water playground, Masha's and Bear's houses and train themed restaurant. And also exclusive co-branded merchandise for visitors.



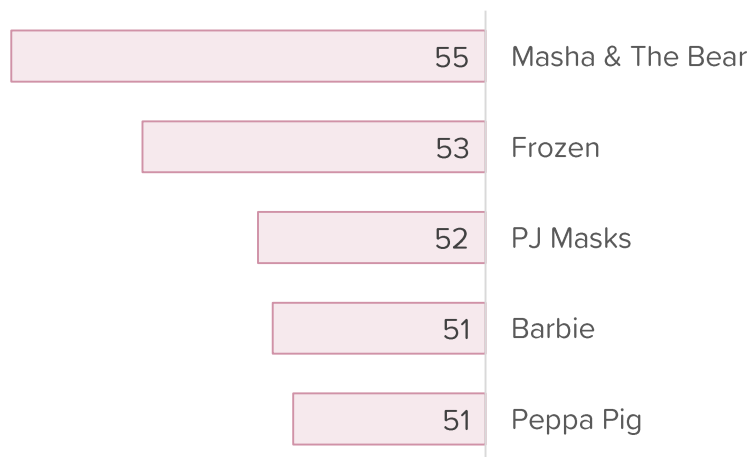


# #1 POPULAR BRAND FOR 2 YEARS AMONG GIRLS

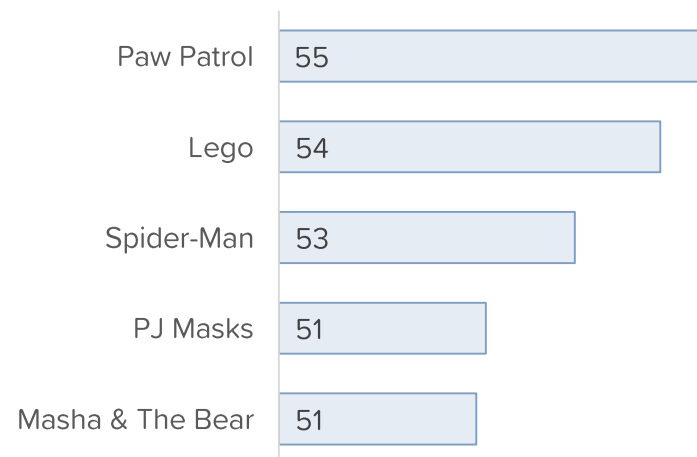


3-6

Top 5 brands by popularity, October 2017



Top 5 brands by popularity, October 2017



3-6

# POLAND AND EASTERN EUROPE



2.6 million Simba Dickie Group toys were sold within 3 years partnership. #2 market in terms of number of toys sold across European markets.



+154% Ravensburger puzzles sales increase from H1 2016 to H1 2017 in Poland.



+127% increase of Egmont publishing sales for H1 2017 within one year.



Easter Eggs campaign is planned for 2018 with Ferrero.



The region is well covered by X5 and Purple BP companies that ensure a strong presence in malls with Meet&Greet events, interactive playgrounds, etc.



Comunique Ice Show done in Poland for March 2018 with 5 cities and 10 shows, apart from that Czech and Slovakia is scheduled for October-December 2018. Big life show tour is planned around Baltics in November-December 2018.



Launched Masha's Shop-in-Shop on Toys'R'Us website (December 2017)



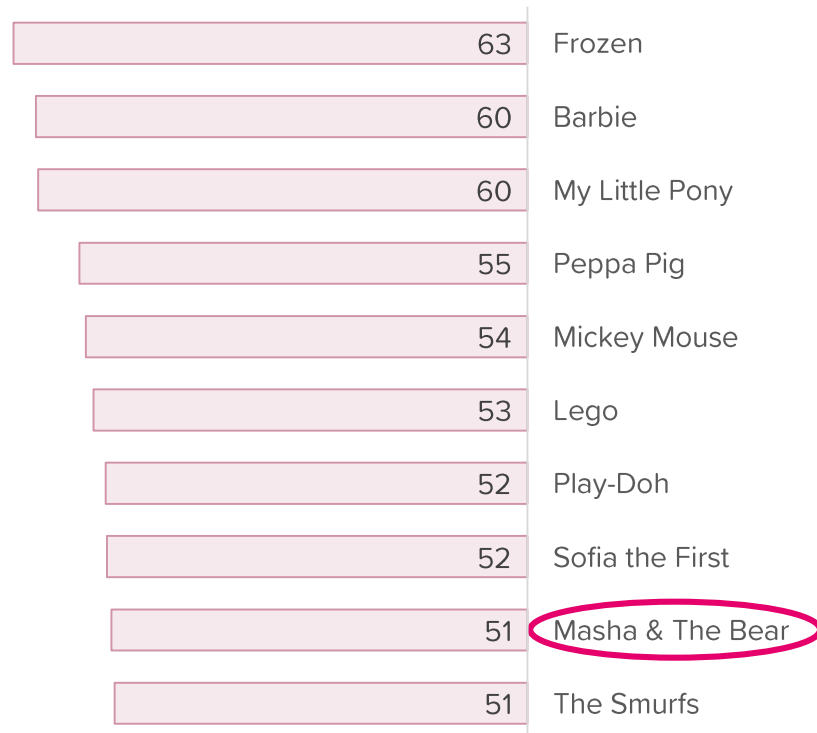
In Poland Hachette Collections launched Masha partworks in November 2017.

# TOP 10 MOST POPULAR BRANDS IN POLAND

Top 10 brands by popularity, October 2017



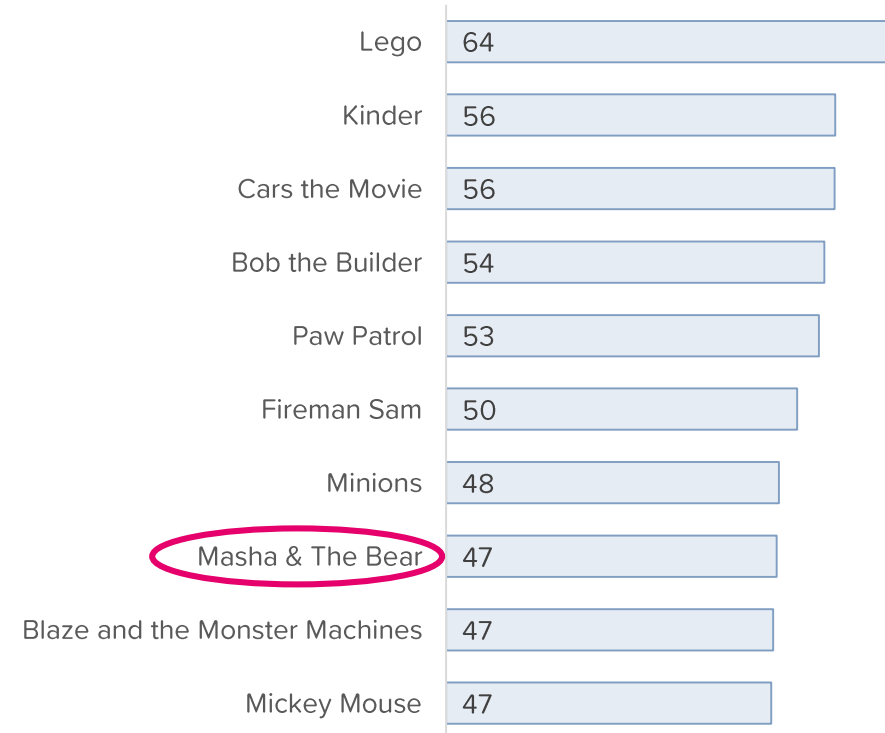
3-6



Top 10 brands by popularity, October 2017



3-6





# RUSSIA AND CIS REGION



+18% growth of Simba toy sales within one year. 5 new SKU were launched in 2017.



Products are presented in all key retailers (Hamley's, Detskiy Mir, Auchan, Perekrestok, ozon.ru and etc.). Multiple brand areas in Hamley's. Loyalty programs with Lenta, Victoria.



Significant Meet & Greet support in Russia: Hamley's anniversary in CDM, Multimir, VK fest, Afisha Picnic, Usadba Jazz and etc. In Ukraine: a number of charity visits for children in need and mommy festivals.



Long-term partnership with Ferrero since 2012: 6 Kinder Surprise collections, 4 promotions with Chilled Snacks



8 years of successful partnership with Simbat: +10% growth of sales in 2017  
84 new designs of toys produced in 2017



Productive collaboration with Danone in Ukraine since 2014. Bi-annual update of the packaging and new product launches yearly.

FERRERO

DANONE

Simba

MONOPOLY

hachette

EGMONT

СІМБАТ

ЮЖНА СОКОБА  
КОМПАНІЯ

studio

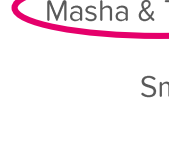
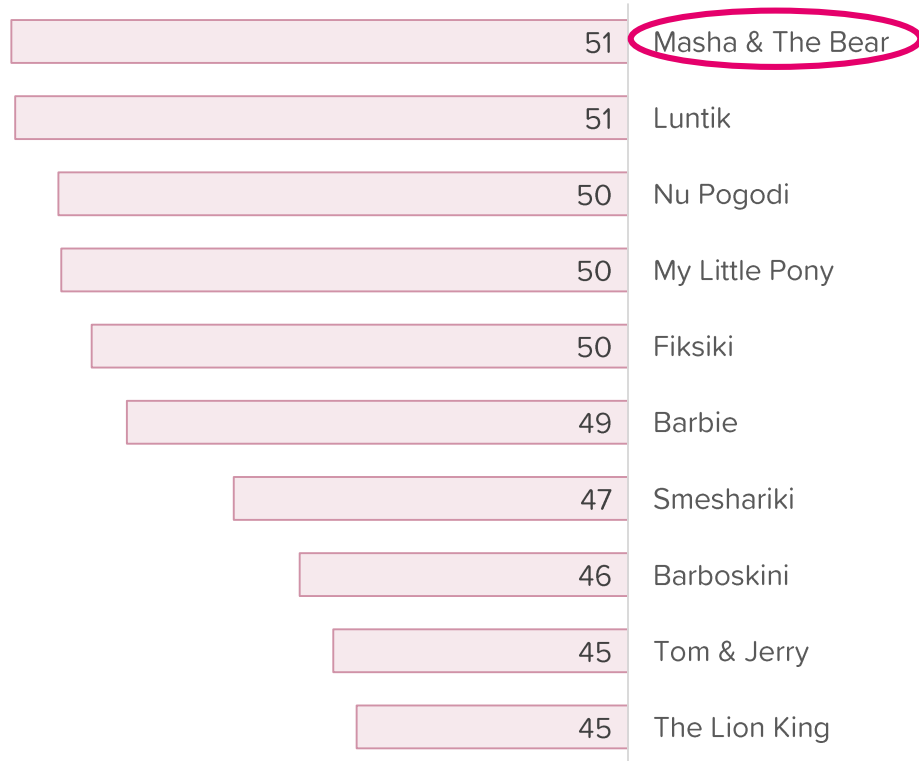
Амзурб

# #1 BY POPULARITY IN RUSSIA



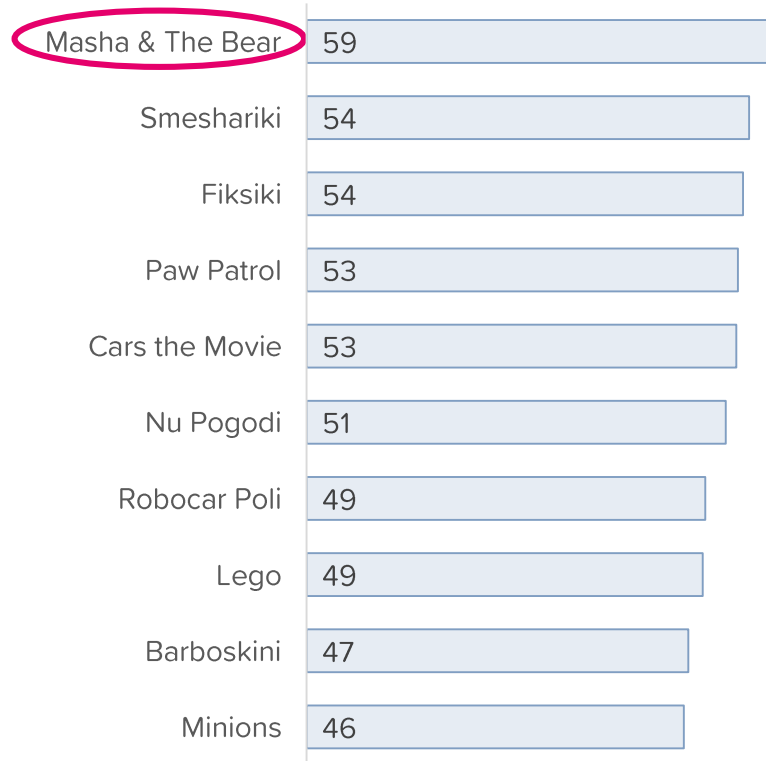
3-6

Top 10 brands by popularity



3-6

Top 10 brands by popularity



# PROMOTIONAL CAMPAIGN



RUSSIA  
MARCH-SEPTEMBER, 2015

Campaign included:

- MB premiums in every meal
- Advertising spot (TV + Internet)
- Menu Board

The activity included a fundraising format:  
Masha's donation from  
the first wave of the campaign  
March 6 – June 6, 2015  
ENABLED OPERATIONS ON  
THREE CHILDREN IN NEED





# TURKEY



Amount of Simba Dickie Group toys sold in H2 2017 increased 4X in comparison to H2 2016.



74% increase of Egmont books sold from Q1 2016 to Q1 2017.



Campaign by Ferrero is planned for 2019 in Middle East and Africa.



Events in 16 malls and 12 cities by Sinecast during first half of 2018. The schedule for the rest of year to be finalized.



Big live show tour by VideoNet from January 2018 till April 2018 - 200 shows through 40 cities around Turkey with plans for 2019.



EGMONT



LC WAIKIKI



# LATIN AMERICA



Successful toy sales in Chile, Brazil, Mexico, Argentina, Peru, and Columbia and etc. Full product line launches are planned on the end of 2017. Strong results in publishing with Penguin RH, Panini and local partners in each country. In 2016 11 SKU were launched and more than 65 SKU to be launched by the end of 2017. Excessive pool of licensees, with full scale CP campaigns in all key countries.



Live show tour and free Meet & Greet activities in big shopping malls of Brazil by Holi Kids. More than 20 cities scheduled for 2018: March 3 – July 22, 2018 and October 13 – December 25, 2018. And more than 30 cities done in 2017. One of the events in shopping mall in November reached 12 000 visitors.



EXIM (live shows) sold around 15 000 tickets during 1st month of the tour in Argentina and Chile. 7 cities scheduled in Argentina including Buenos Aires: April 28 – May 20, 2018. Paraguay: April 5 – 8, 2018.



Ferrero distributed 3 100 000 Kinder Surprise Eggs in 2017 and even more in 2018.



Various retail activities during 2017 to support launches with more than 80 licensees in every region: Walmart, Liverpool, Riachuelo, Ripley, Exito, Pepe Ganga and etc. Retail activities in Liverpool in April 2017 prior to Children's Day: POSM, activation in 20 stores.

Penguin  
Random  
House

**FERRERO**



**BESTWAY**



# SUPERB ATTENDANCE

November 2017

Meet & Greet with Masha and the Bear  
Branded Christmas lighting event in 2 main malls  
in Mexico city



# MEDIA IN USA & CANADA

USA



Digital cable  
and satellite  
TV for kids

**MASHA AND THE BEAR**

**MONDAY - FRIDAY**

6:00pm - 6:30pm (3 episodes)

**SATURDAY - SUNDAY**

6:45pm - 7:00pm (2 episodes)

USA



Spanish-  
language  
cable network

**MASHA AND THE BEAR**

WILL BE RELEASED IN Q3 2018

USA



Spanish-  
language TV  
broadcaster

**MASHA AND THE BEAR S1**

WILL BE LAUNCHED IN JUNE 2018

CANADA



French-language  
public educational  
television in the  
province of Quebec

**MASHA AND THE BEAR S1 + S2 + S3**

**MONDAY – FRIDAY**

8.30am (2 episodes)

**SEASON 3 WAS RELEASED IN DECEMBER 2017**

CANADA



English-language  
cable television

**MASHA'S TALES**

**MASHA'S SPOOKY STORIES**

**MASHA AND THE BEAR S1 + S2 + S3**

**MONDAY - SUNDAY**

11.20am (2-3 episodes)

USA &  
CANADA



850 000 000 views from USA & Canada among all  
Masha and the Bear YouTube channels lifetime.

English channel reached new height:  
Masha and the Bear: 3 320 000 subscribers  
Peppa Pig: 3 980 000 subscribers

USA &  
CANADA



**MASHA AND THE BEAR S1 + S2 + S3**

**MASHA'S TALES**

**MASHA'S SPOOKY STORIES**



**Season 1 daily  
on Sprout**

On September 9, 2017, the network re-branded Sprout as Universal Kids, expanding its primetime programming to focus on a wider youth audience.

**Season 1, 2 and 3 daily  
on Universal Kids**

USA

JULY 2017

SEPTEMBER 2017

Parents' choice

**#1 PROGRAM**  
among women 18-49

Kids' choice

**#2 PROGRAM**  
among kids 2-5

School age kids' choice

**#5 PROGRAM**  
among kids 6-11



Relaunch of  
the series

Promo with  
Spin Master

Promo with  
Spin Master

CANADA

NOVEMBER 2017

DECEMBER 2017

AUGUST 2018

Kids' choice

**#2 SHOW**

among across all kids  
shows on Corus channels

Kids' choice

**#2 SHOW**

among kids 2-11

Boys

**40%**

of the 2-5 audience



# USA & CANADA



Mid November 2016 - launch of Spin Master's toy line exclusively at TRU, which was displayed in the "Hot and New" section in all 720 TRU stores across the US and Canada for a period of 60 days thru the Holidays and New Year. 24 SKU currently available.



Successful toy launch: slightly higher sales' rate than other recently launched brands such as "Goldie and Bear" at the end of 2016 at TRU.



Hachette (Little Brown) released 5 SKU in 2017.



Key partners in retail: Amazon, Target.com, Walmart.com, Toys R Us.

Masha and the Bear products in 5 358 stores in Walmart and 1 822 stores in Target.



7 Meet & Greet events in Canada from April till September 2018 with Kidomo agency. The rest of the year to be confirmed later.

New strong Meet & Greet partner in USA – Oasis. Events throughout the country are planned starting from Q2'2018.





SEASON 1

#1 – 26 episodes

SEASON 2

#27 – 52 episodes

SEASON 3

#53 – 78 episodes



#70

produced episodes

WHAT CAN WE EXPECT IN 2018?

MASHA'S TALES

MASHA'S SPOOKY STORIES

A microphone on a stand is positioned to the left of the text. A small girl with blonde hair, wearing a purple headscarf and a purple dress, is standing to the right of the text, holding a small, light-colored guitar. The background is a dark, reddish-brown gradient with a spotlight effect on the girl and the text.

# LATE 2018 NEW MUSICAL PROJECT

each episode:  
original score and catchy song

project:  
2 seasons

each season:  
13 episodes x 5 min





What's  
missing?





TOGETHER  
WE CAN DO  
MUCH MORE!