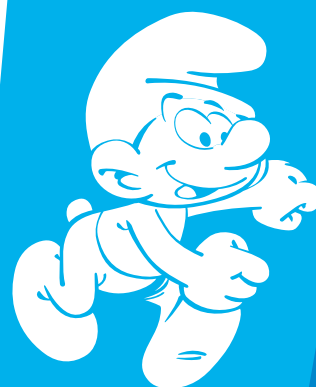


the
SMURFSTM

BRAND UPDATE

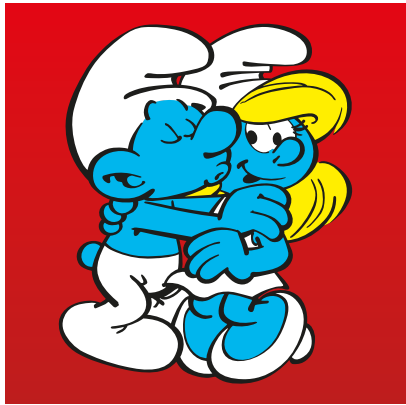




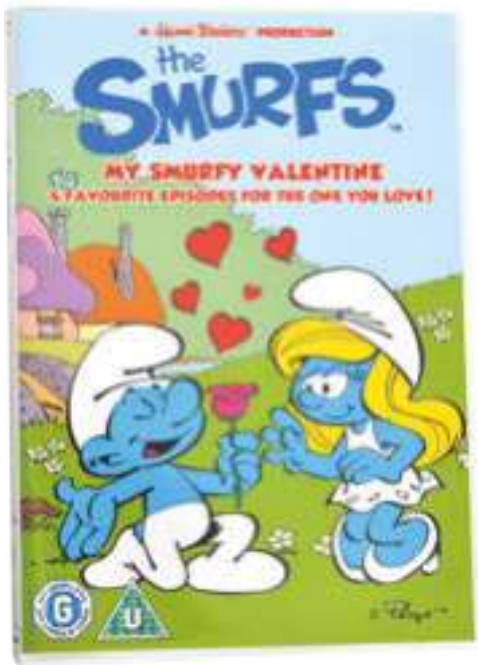
SMURFING SINCE '58

the
SMURFSTM

SMURFING ALL YEAR LONG



Be My Valentine



Hello Summer



Back 2 School



Merry Xmas



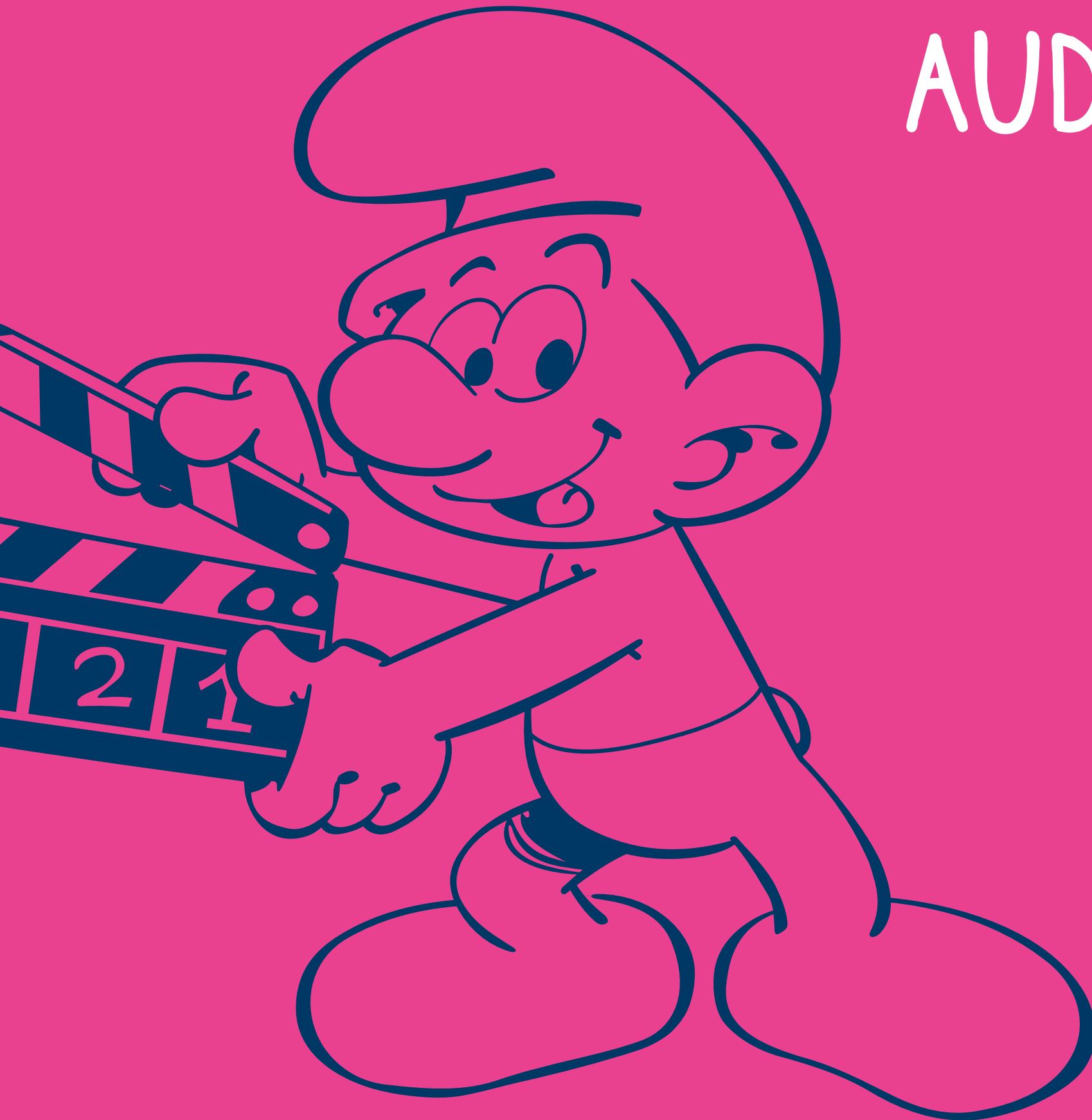
YOUR BRAND AMBASSADOR



INTEGRATED LICENSING PROGRAM



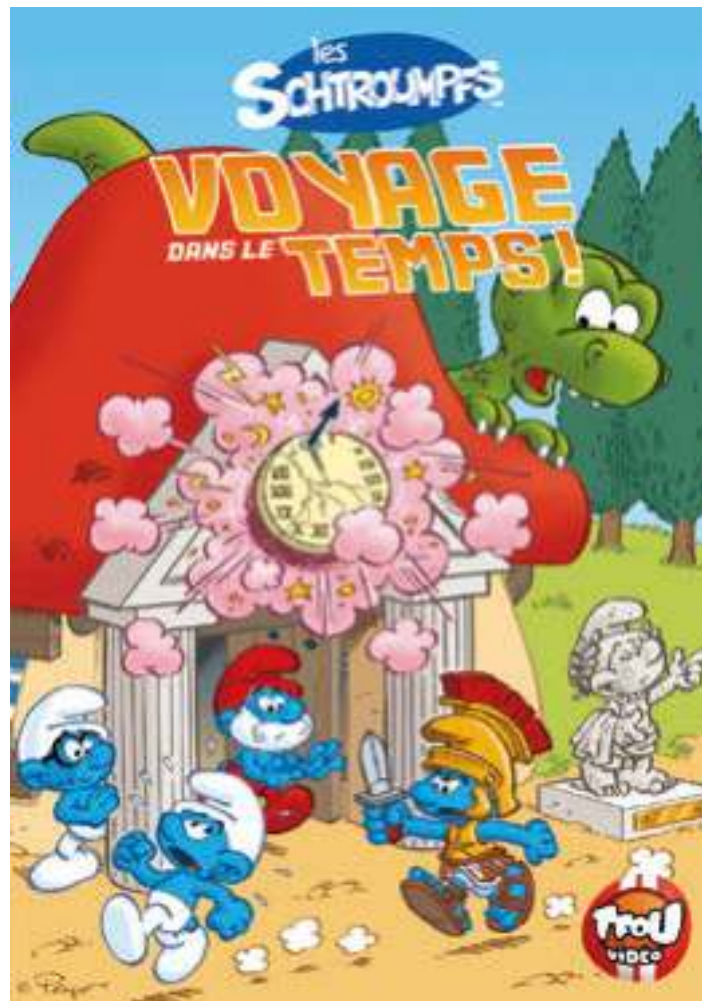
AUDIOVISUAL



the
SMURFS™

THE SMURFS TV SERIES

- TV PRESENCE STILL EXPANDING IN MORE THAN 100 TERRITORIES - OVER 40 LANGUAGES.
- ACTIVE ON SEVERAL DIGITAL PLATFORMS  
- DVD RELEASES FOLLOW TRENDS AND EVENTS.



the
SMURFS™

THE CLASSIC TV SERIES NOW IN HD AND 16/9

BEFORE



AFTER



the
SMURFSTM

OFFICIAL YOUTUBE CHANNELS IN 40 LANGUAGES (LAUNCH IN 2015)

INCREASED VISIBILITY AND POSSIBILITIES OF CROSS-PROMOTIONS



the
SMURFSTM

SMURF MUSIC

- COLLABORATION WITH ALL MAJOR RECORD LABELS.



- TRACKS ALSO DIGITALLY AVAILABLE.



- FOLLOWING TRENDS & EVENTS.



PUBLISHING



BOOK PUBLISHING

ACTIVE PUBLISHING PROGRAM IN OVER 70 TERRITORIES



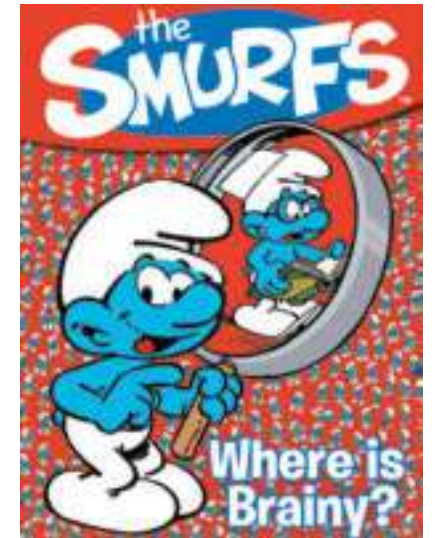
33RD COMIC BOOK



JOHAN & PEEWIT
ANTHOLOGY



NEW STORY BOOK SERIES
COMING SOON



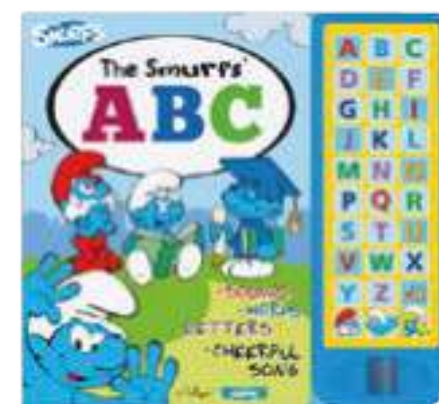
HIDE & SEEK TITLES



LEARN WITH THE SMURFS
SCHOLASTIC - ENGLISH LANGUAGE TEACHING



PUSSYCAT ANTHOLOGY



SOUND BOOK

the
SMURFSTM

EDUTAINMENT APP



ITALK SMURF



HIDE & SEEK



LEARN HOW TO TELL THE TIME

the
SMURFSTM

LEARN ABOUT JOBS WITH DE AGOSTINI



MERCHANDISING



STUDIO



Scenario
Illustration
3D - Animation
Graphic Design

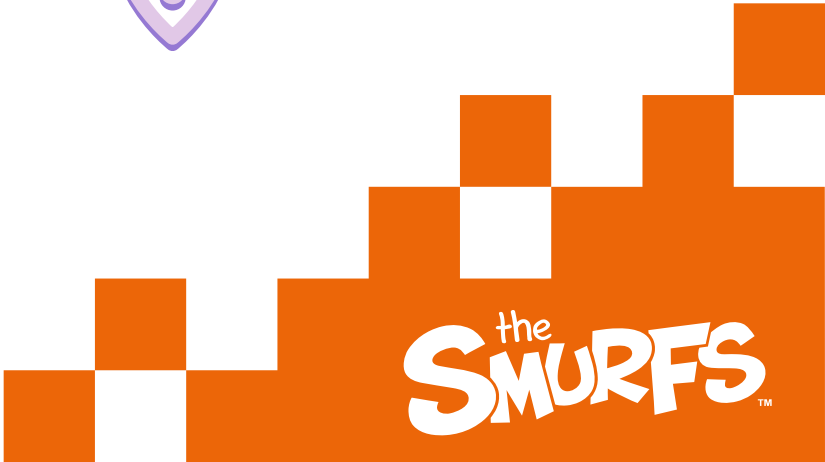


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COMING SOON: PRINCESS SMURFETTE STYLE GUIDE



COMING SOON: PRINCESS SMURFETTE STYLE GUIDE



VINTAGE STYLE GUIDE



VINTAGE STYLE GUIDE



RUGBY STYLE GUIDE



SMURF
RUGBY
TEAM



SMURFS PLAY



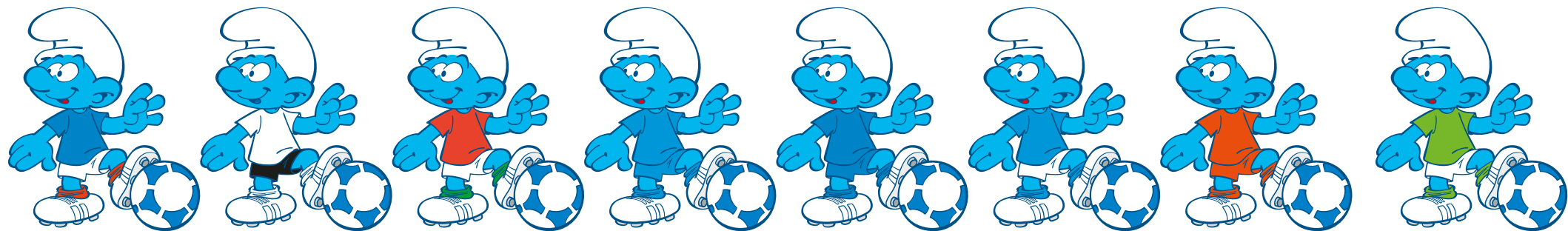
WE
ARE
ALL
BLUES



LEAGUE 58 STYLE GUIDE



ALBANIA AUSTRIA BELGIUM CROATIA CZECH REPUBLIC DENMARK ENGLAND



FRANCE GERMANY HUNGARY ICELAND ISRAEL ITALY NETHERLANDS NORTHERN IRELAND



NORWAY POLAND PORTUGAL ROMANIA RUSSIA SCOTLAND SLOVAKIA SLOVENIA



SPAIN SWEDEN SWITZERLAND UKRAINE WALES



COMICS STYLE GUIDE

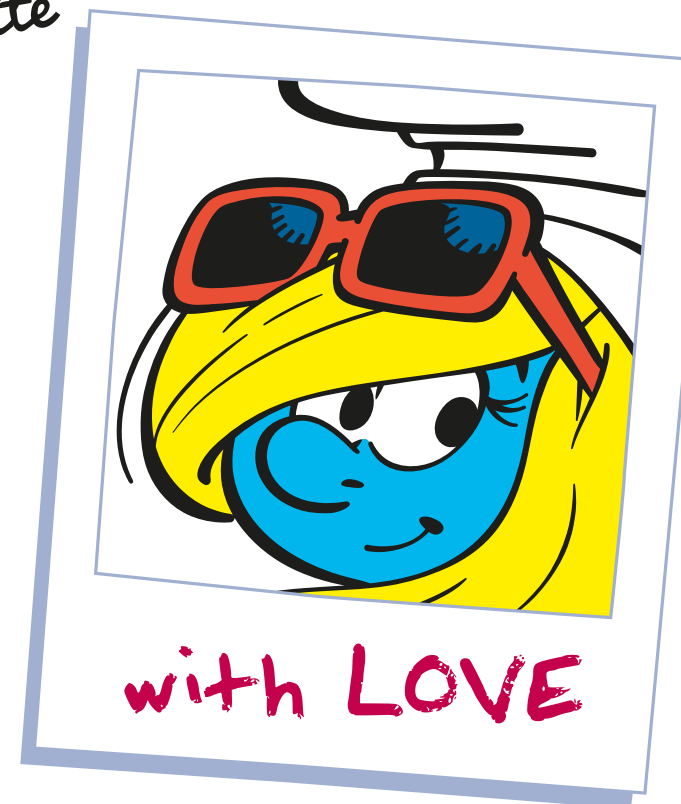


JUNGLE STYLE GUIDE



SMURFETTE'S NEW LOOK

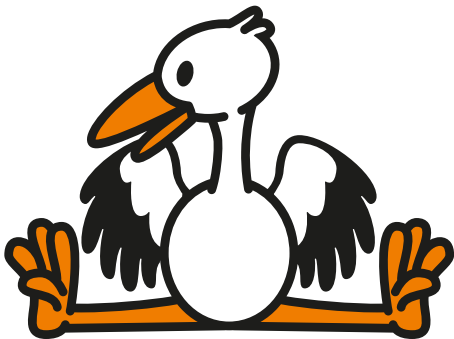
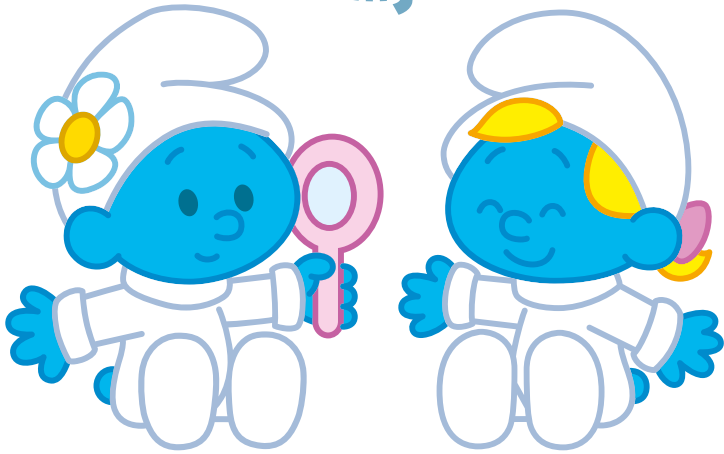
be YOURSELF
by Smurfette



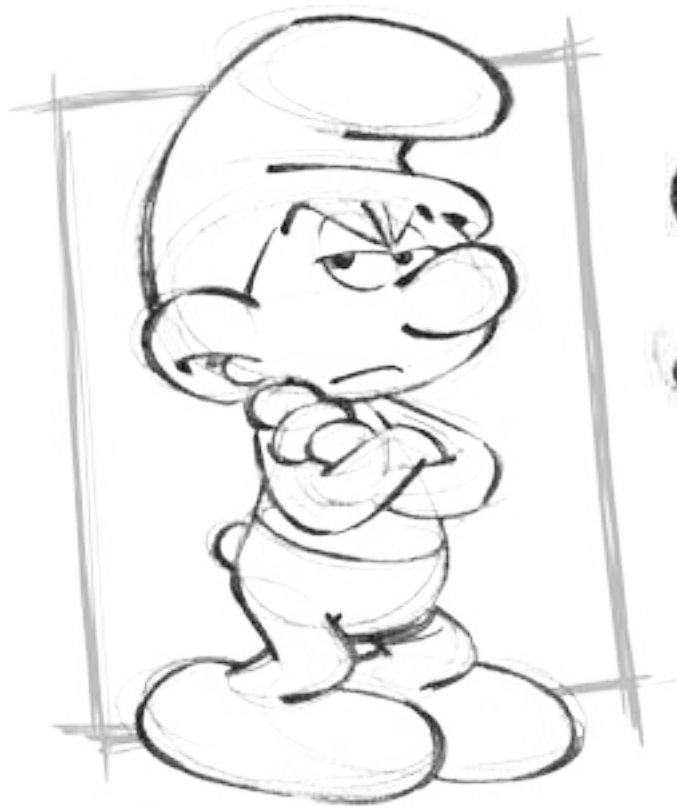
BABY STYLE GUIDE



just buzzing by



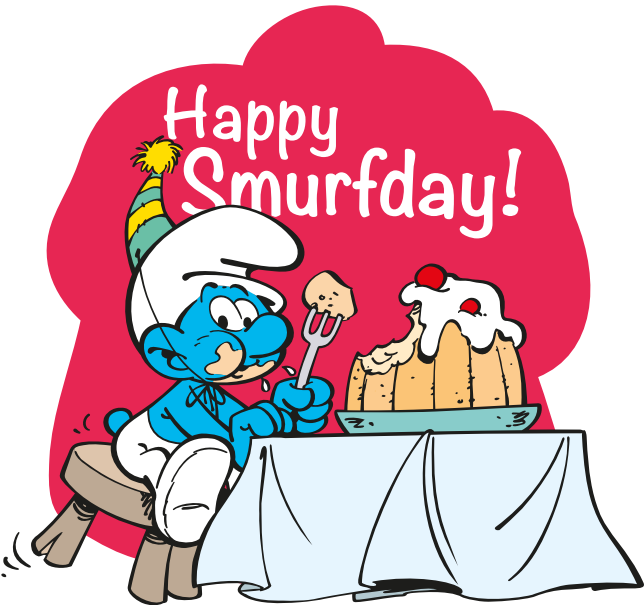
SKETCH ART STYLE



I HATE
SKETCHES



CLASSIC ATTITUDE



3D STYLE GUIDE



SMURFING THE STORE



SMURFS IN THE DIGITAL WORLD

RELEASED 14 MAY 2015

SMURFS' VILLAGE AND THE MAGICAL MEADOW - CAPCOM/BEELINE



SMURFS IN THE DIGITAL WORLD



S2 2015 : THE SMURFS EPIC RUN - UBISOFT.
MORE UBISOFT'S PHYSICAL AND DIGITAL GAMES TO COME.



the
SMURFS

HIGH-END PRODUCTS

DejaVu
COLLECTIBLES



the
SMURFS
TM

HIGH-END PRODUCTS

F A R
I B O
L E S
PRODUCTIONS

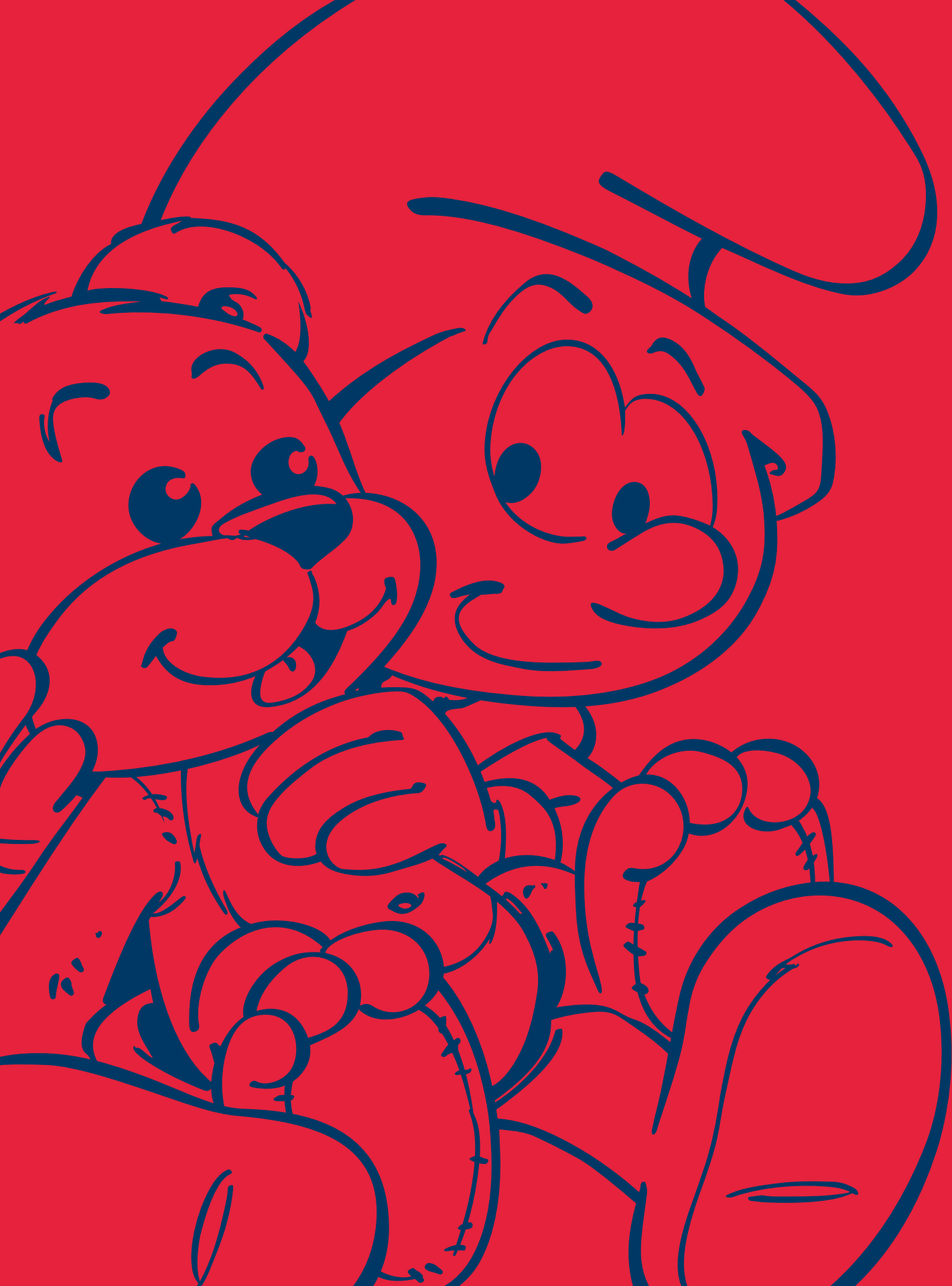


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SMURFS™

NEW SMURF WEBSITE IN 2015



SMURF PLUSH



the
SMURFS™

FOR RETAIL & PROMOTIONS

FOR RETAIL



the
SMURFS™

RETAIL



the
SMURFS™

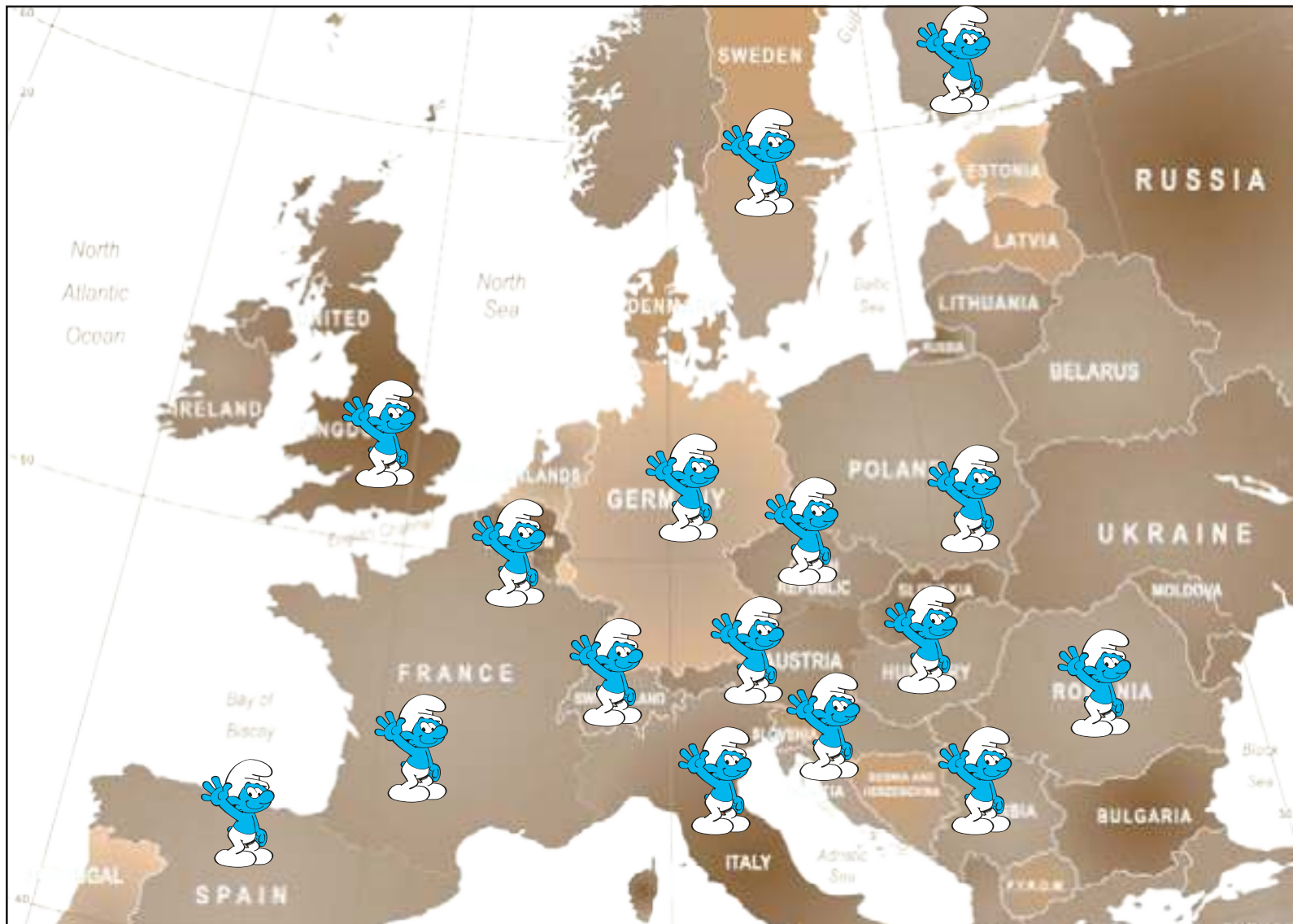
SMURFING AROUND THE WORLD



brandloyalty

the
SMURFS™

22 SUCCESSFUL RETAIL PROMOTIONS IN 3 YEARS



the
SMURFS

PRIVATE LABELS



THE SMURFS LIVE HEALTHILY



EVENTS



THE SMURFS LIVE ON STAGE SHOW

IN 2015-2016-2017



SHOPPING MALL EVENTS



BRAND ACTIVITIES

Trade Fairs



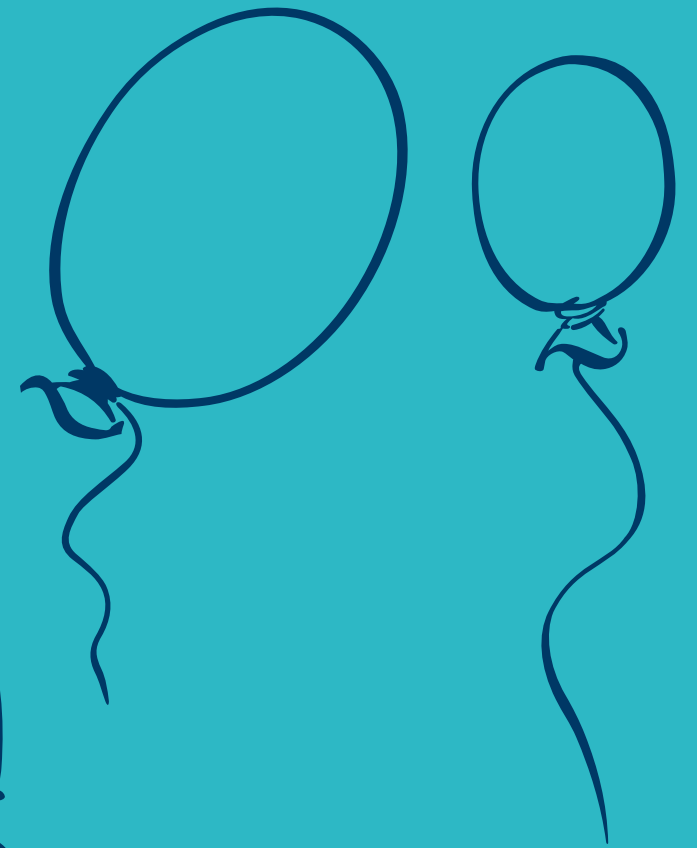
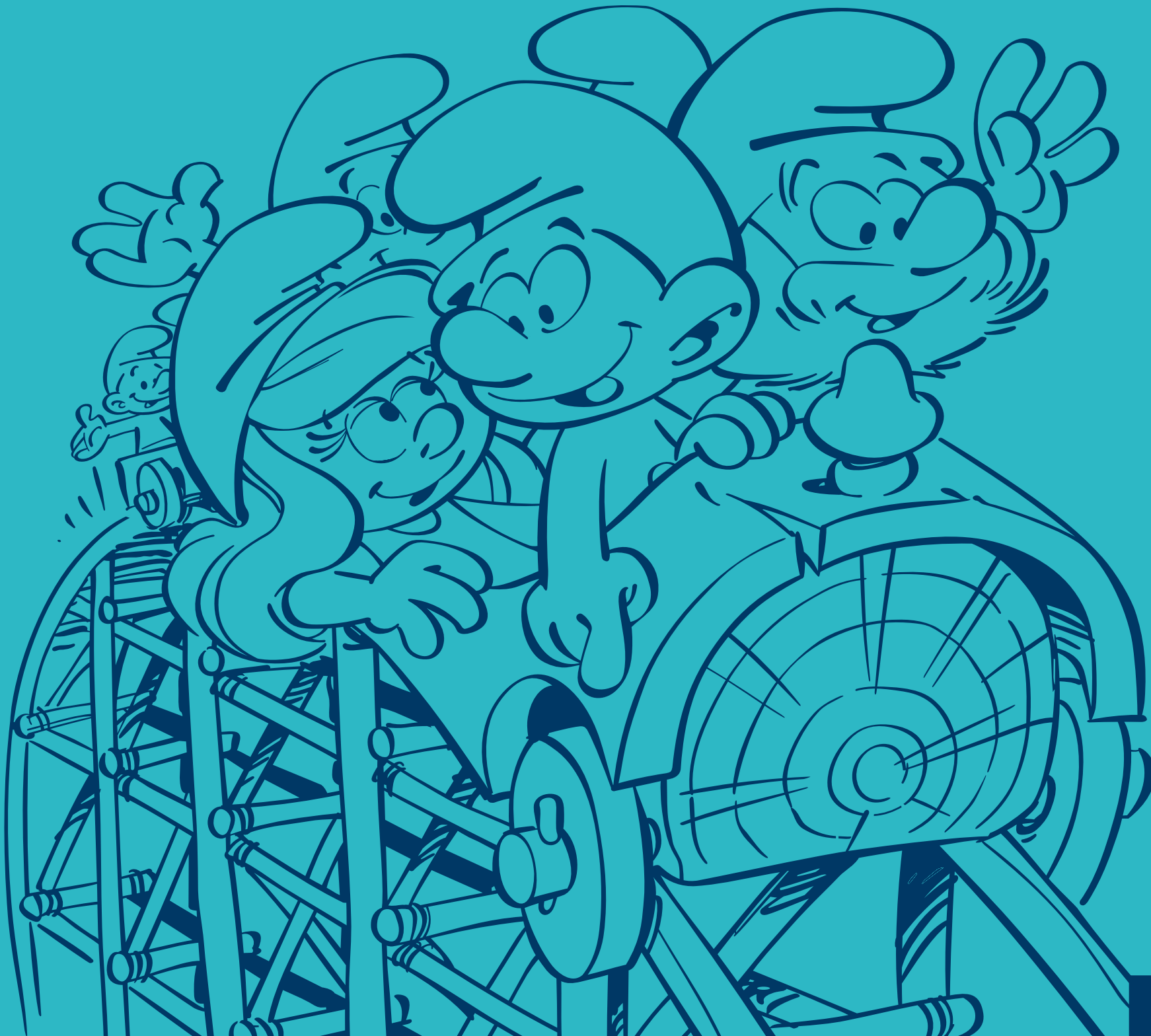
Meet & Greet



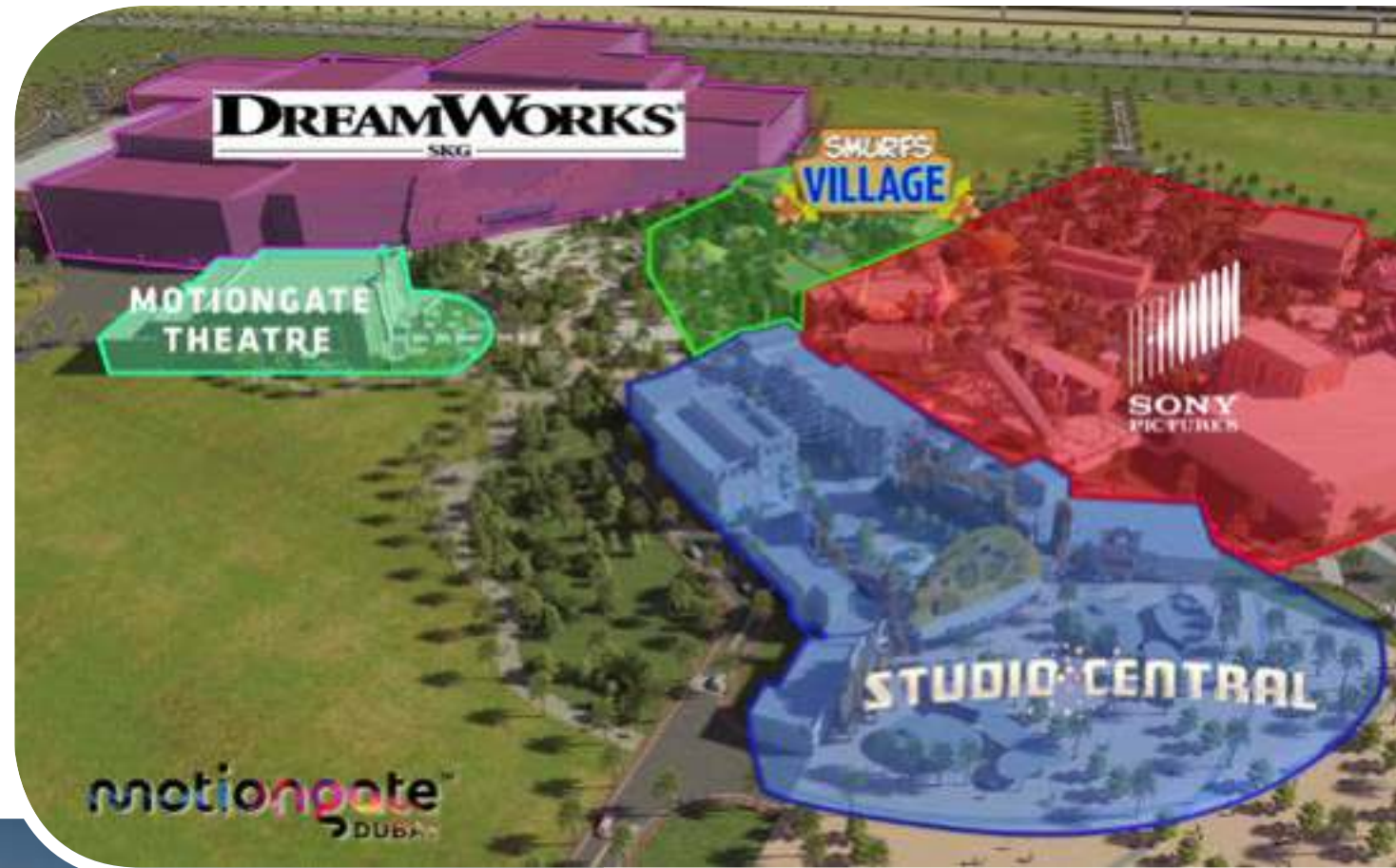
Parades



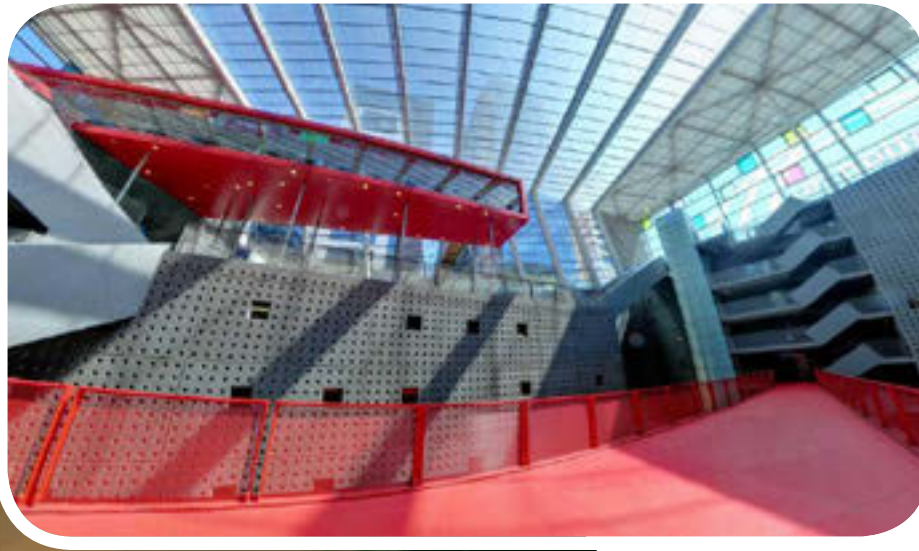
THEME PARKS & FEC'S



motiongate™
DUBAI

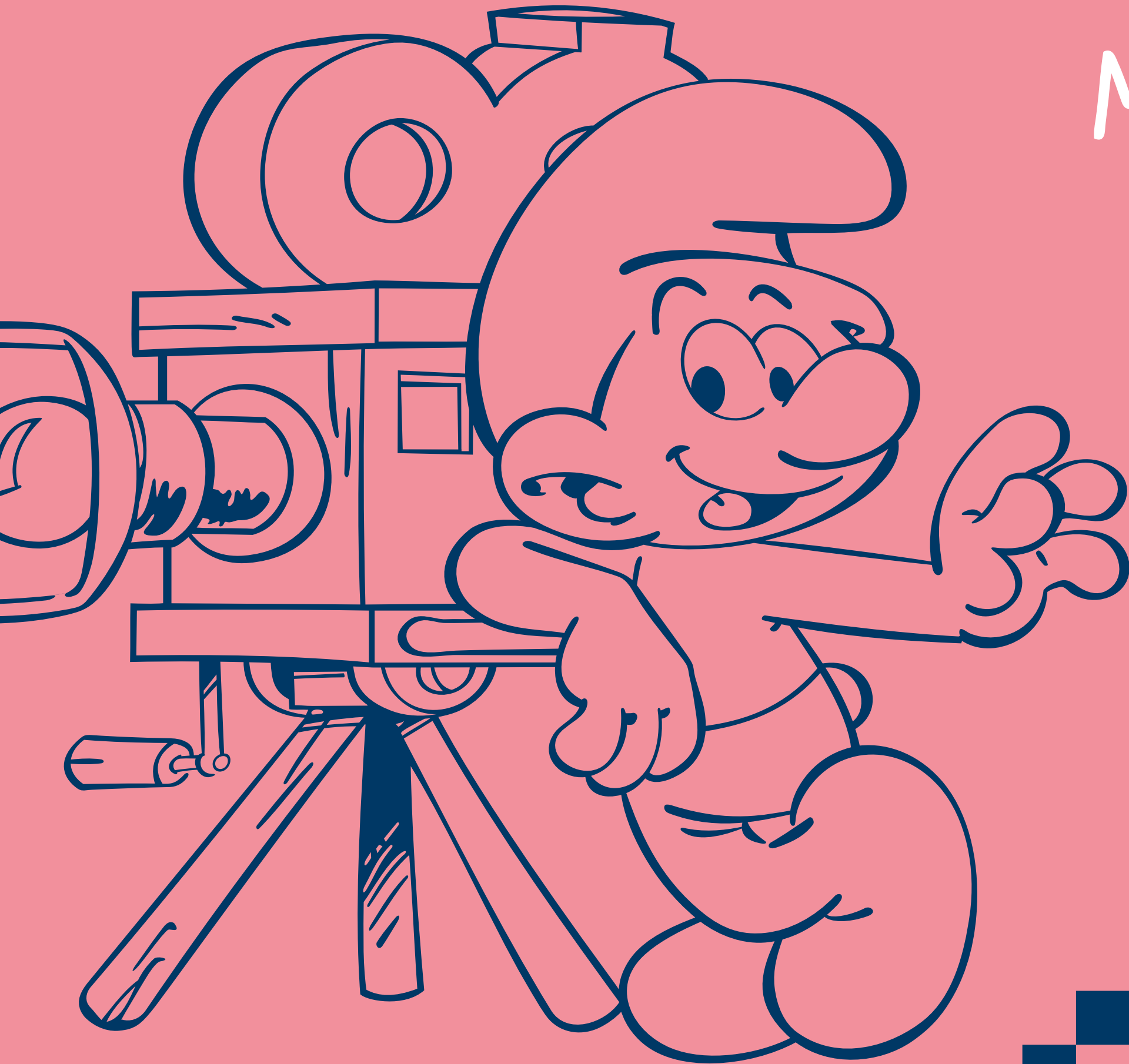


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MOVIES



the
SMURFS™

THE SMURFS' BIG SCREEN ADVENTURES



2011
WORLDWIDE
BOX OFFICE HIT

TOTAL REVENUE: 1 BILLION DOLLARS



2013
CONFIRMED THE BROAD
APPEAL OF THE SMURFS



Sony Pictures
Animation



2017
FIRST FULLY ANIMATED MOVIE

the
SMURFS

ALL NEW ANIMATED SMURF MOVIE

GLOBAL RELEASE ON MARCH 31, 2017



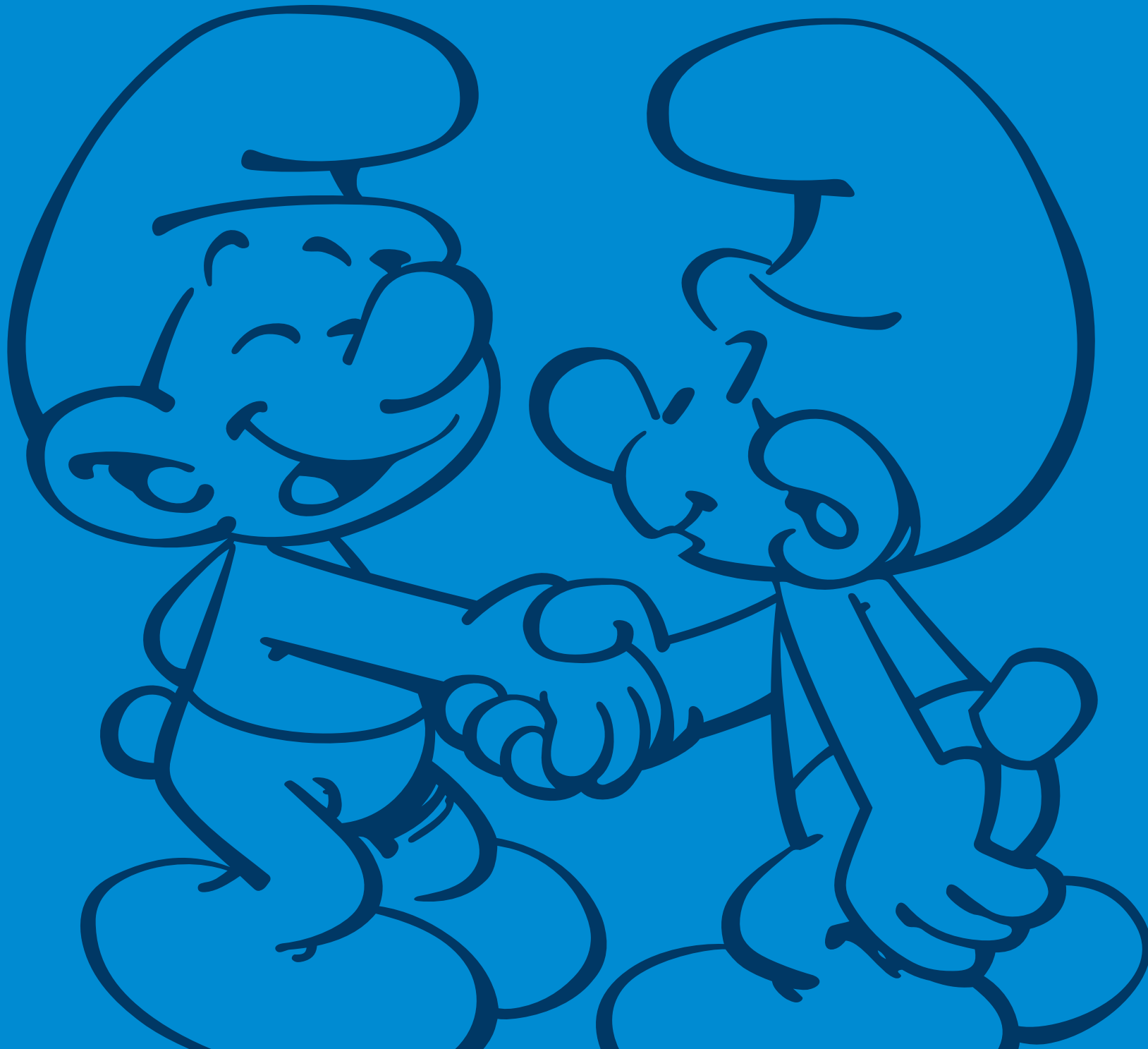
the
SMURFSTM

THE SMURFS, YOUR EVER-GROWING PARTNER

- GLOBAL SUCCESS OF THE TV SERIES ON TV, DVD AND VOD.
- FULL PUBLISHING PROGRAMME.
- DEVELOPMENT OF NEW STYLE GUIDES.
- LARGE SMURF PLUSH ASSORTMENT.
- NEW MERCHANDISING CATEGORIES OF HIGH-END PRODUCTS.
- STRONG WORLDWIDE DIGITAL GAME PRESENCE.
- NEW SMURF WEBSITE IN 2015.
- RETAIL PARTNER TO SET UP LOYALTY CAMPAIGNS.
- SMURFS LIVE ON STAGE.
- NEW THEME PARKS & FEC'S.
- NEW MOVIE IN 2017.



BE SMURFY WITH US



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