

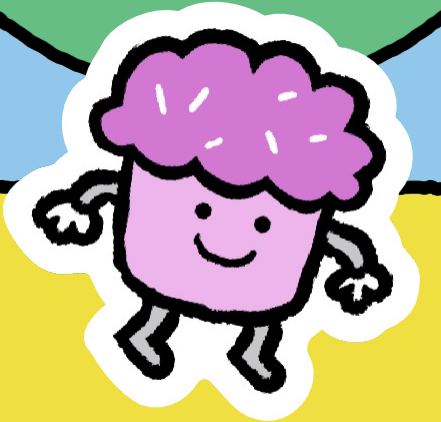
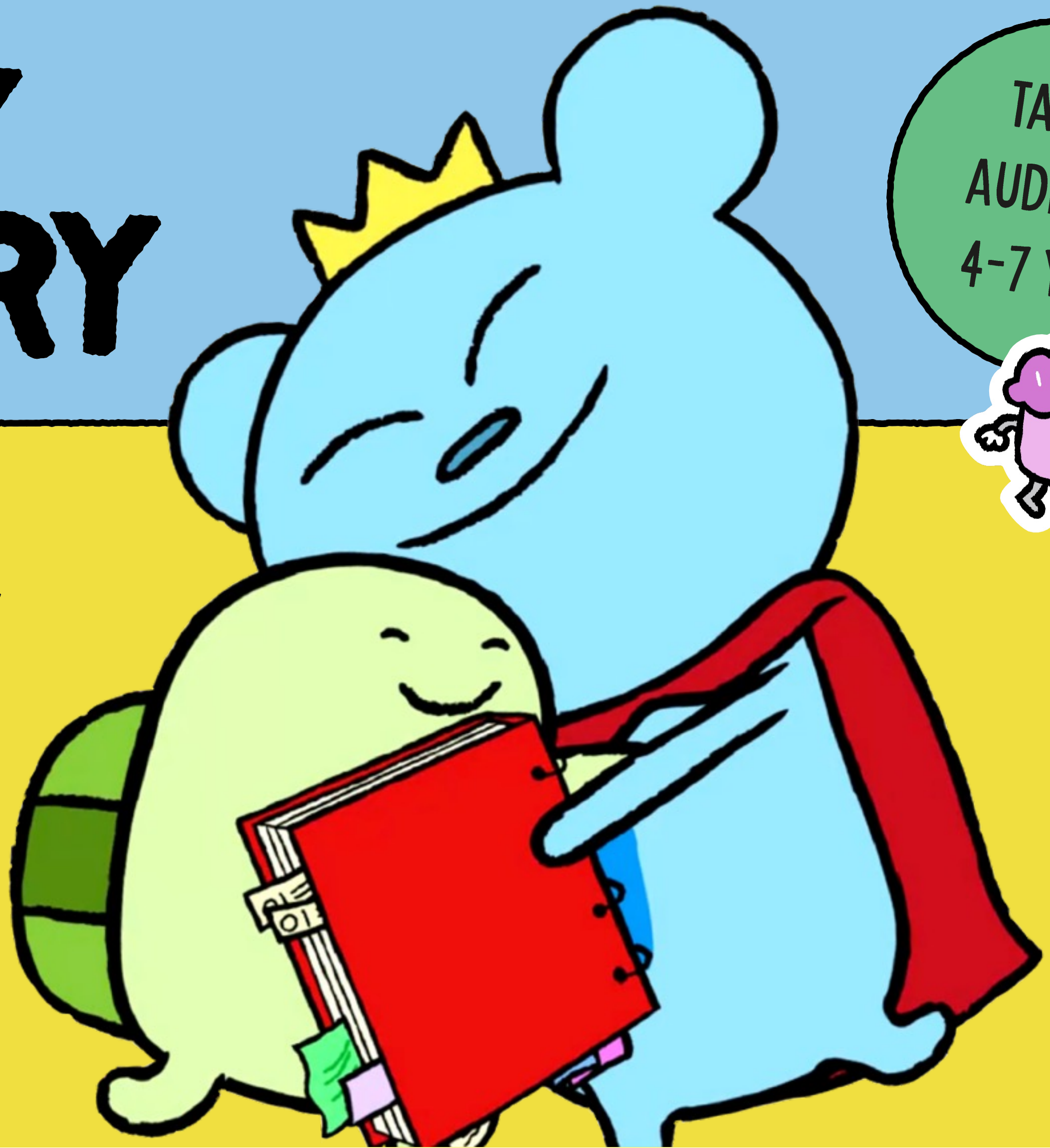
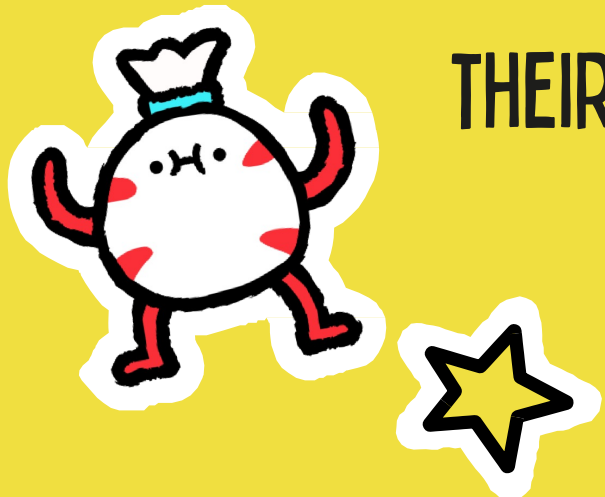
CLICK TO PLAY



PROPERTY SUMMARY

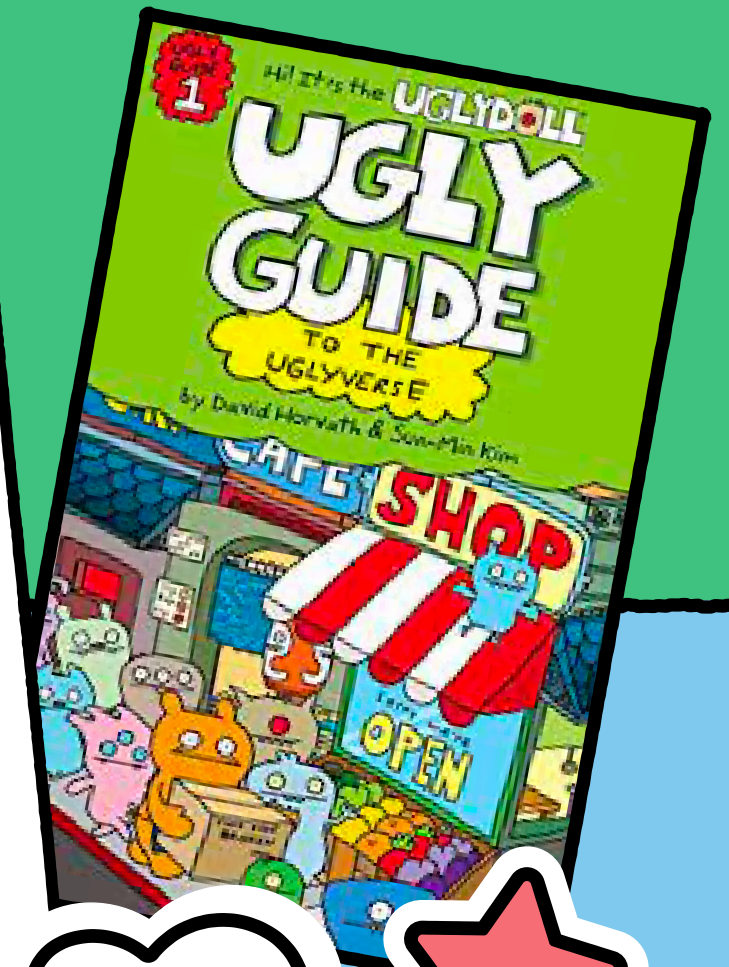
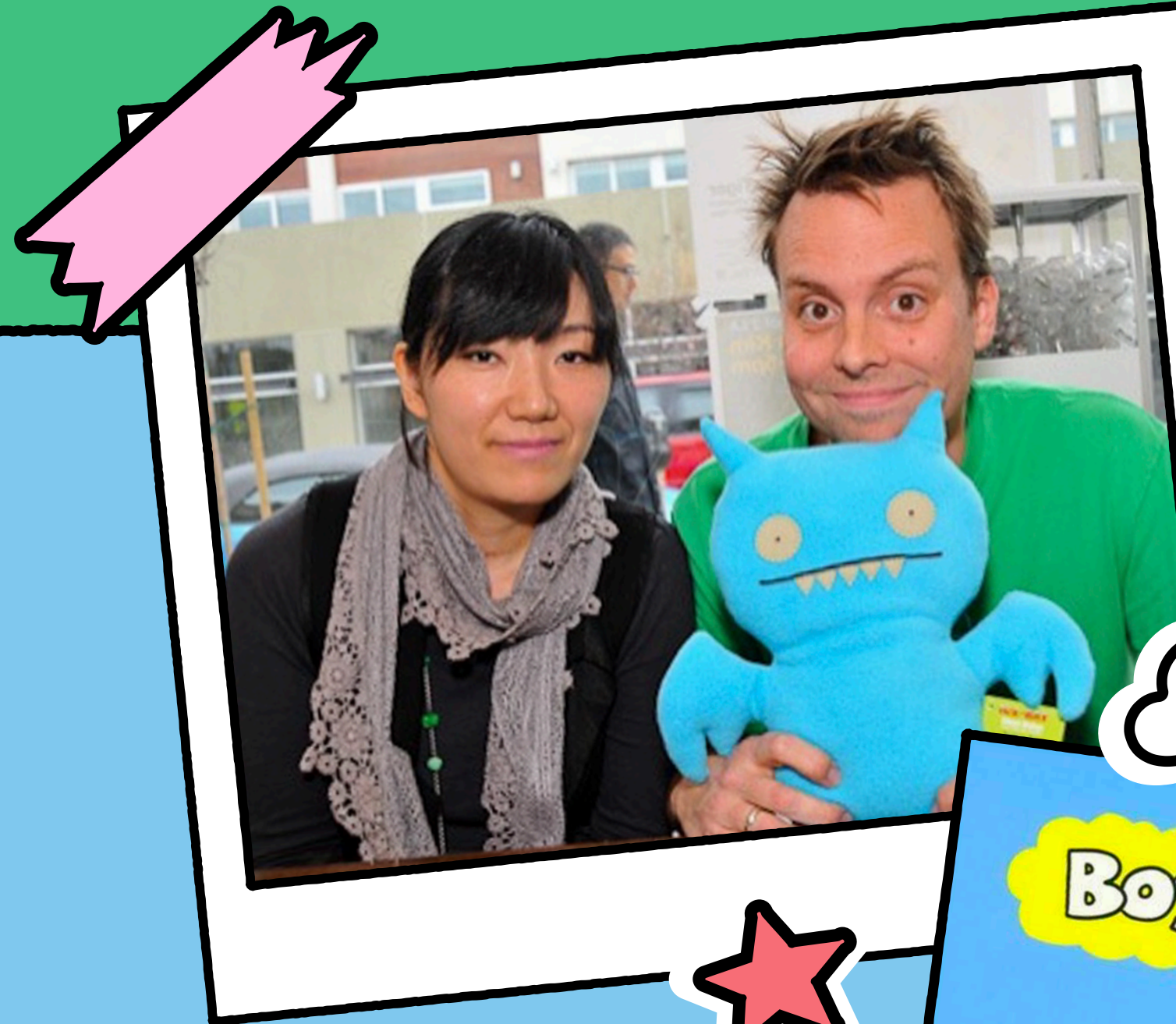
TARGET
AUDIENCE:
4-7 YEARS

BOSSY BEAR, AN OVERLY —
ENTHUSIASTIC EXTROVERT, AND TURTLE,
A THOUGHTFUL INTROVERT, ARE
UNLIKELY BESTIES WHO MAKE THE
PERFECT TEAM FOR NAVIGATING SILLY
CHILDHOOD ADVENTURES IN
THEIR KOREATOWN-INSPIRED CITY
OF PLEASANTBURG.



PROPERTY ORIGINS

BASED ON THE BOOK SERIES BY DAVID HORVATH. DAVID AND HIS WIFE SUN-MIN KIM, ARE THE CREATIVE TALENT BEHIND "UGLY DOLLS" AND WILL SERVE AS SERIES' EXECUTIVE PRODUCERS.

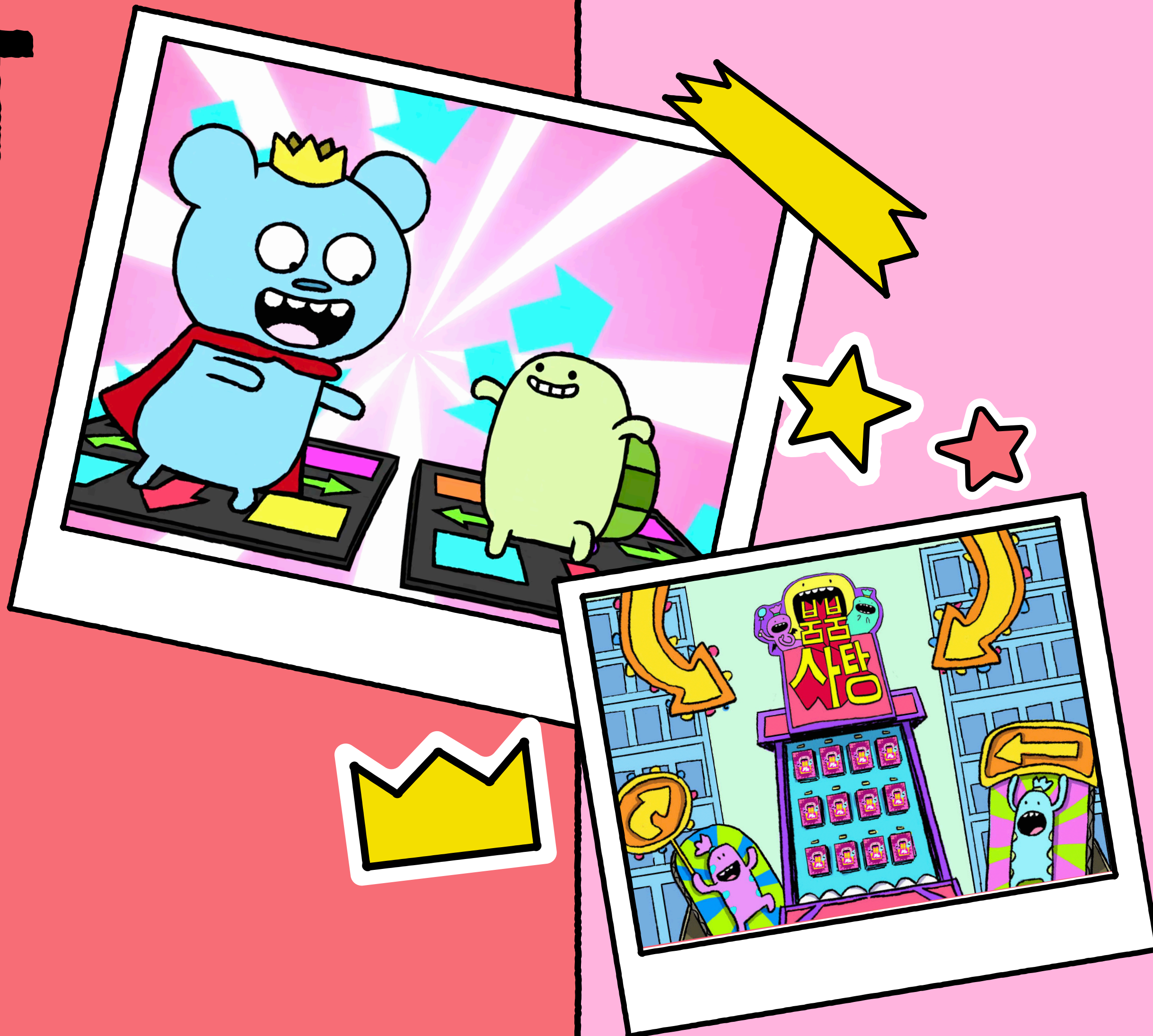


CONTENT TIMING

LAUNCHING Q1 2023
ON NICKELODEON!

GLOBAL TIMING:
UNITED STATES — Q1 2023
REST OF WORLD — Q3 2023+

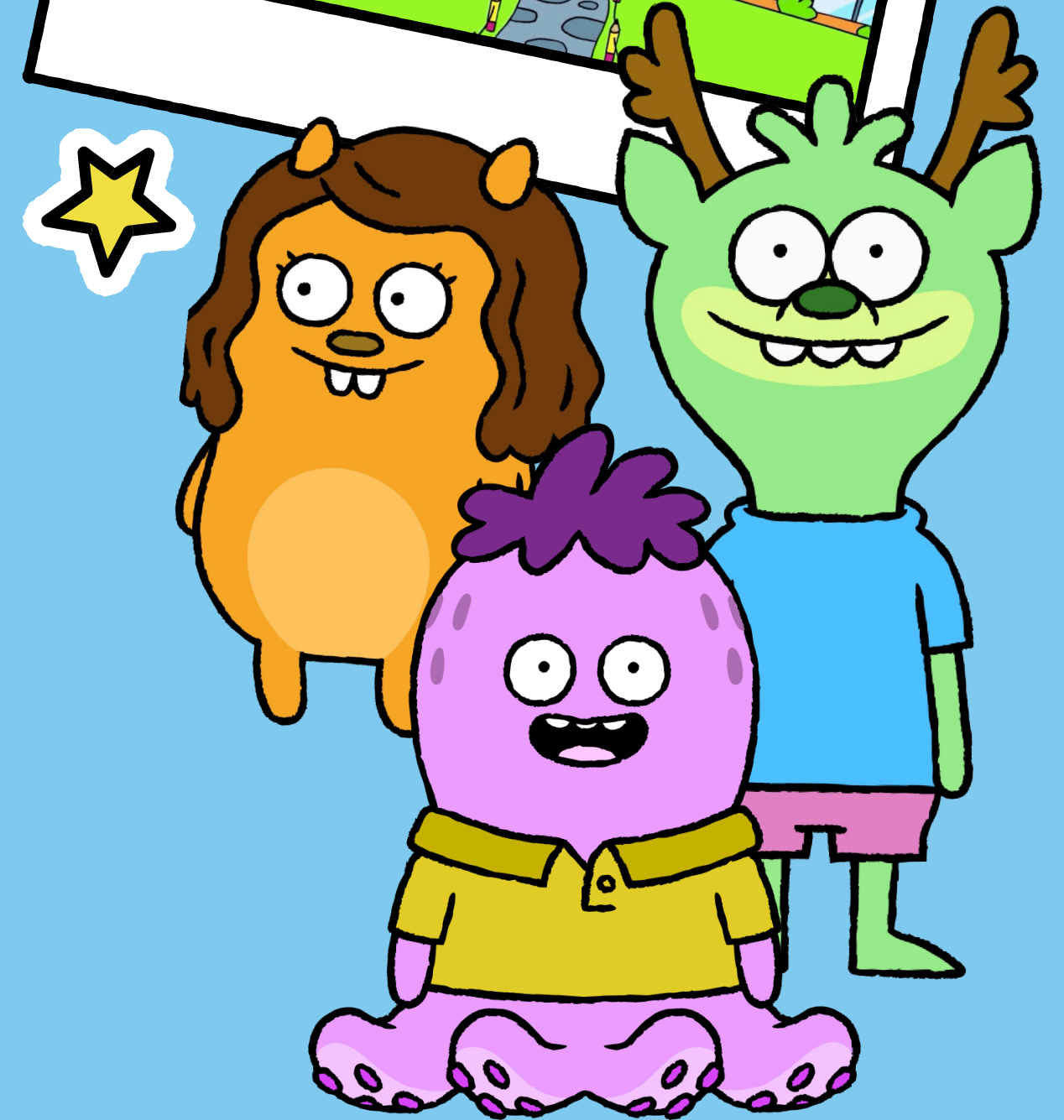
- ★ 3X7-MINUTE CARTS PER EPISODE
- ★ 30 EPISODES AVAILABLE



WELCOME TO PLEASANTBURG



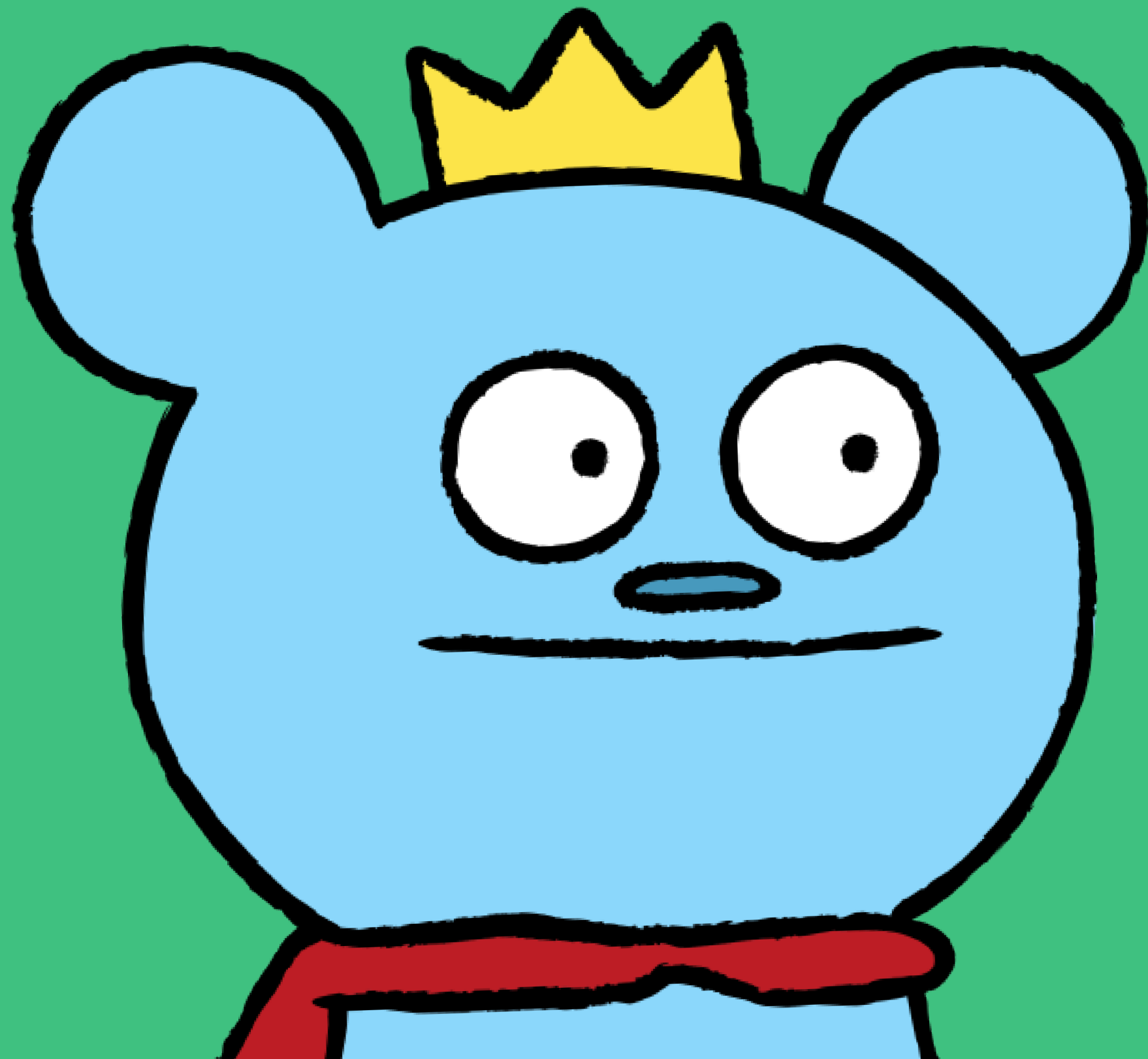
PLEASANTBURG IS AN EXTREMELY PLEASANT PLACE TO CALL HOME. THE COLORFUL, CHARMING SMALL TOWN IS FULL OF PARKS, SCHOOLS, SHOPS AND KOREAN SIGNAGE. ITS INHABITANTS ARE PRETTY PLEASANT TOO, WHOSE PLEASANTNESS IS ONLY SLIGHTLY TEMPERED WHEN BOSSY'S BIG SCHEMES GO AWRY AND CREATE A STIR.



MEET THE CHARACTERS

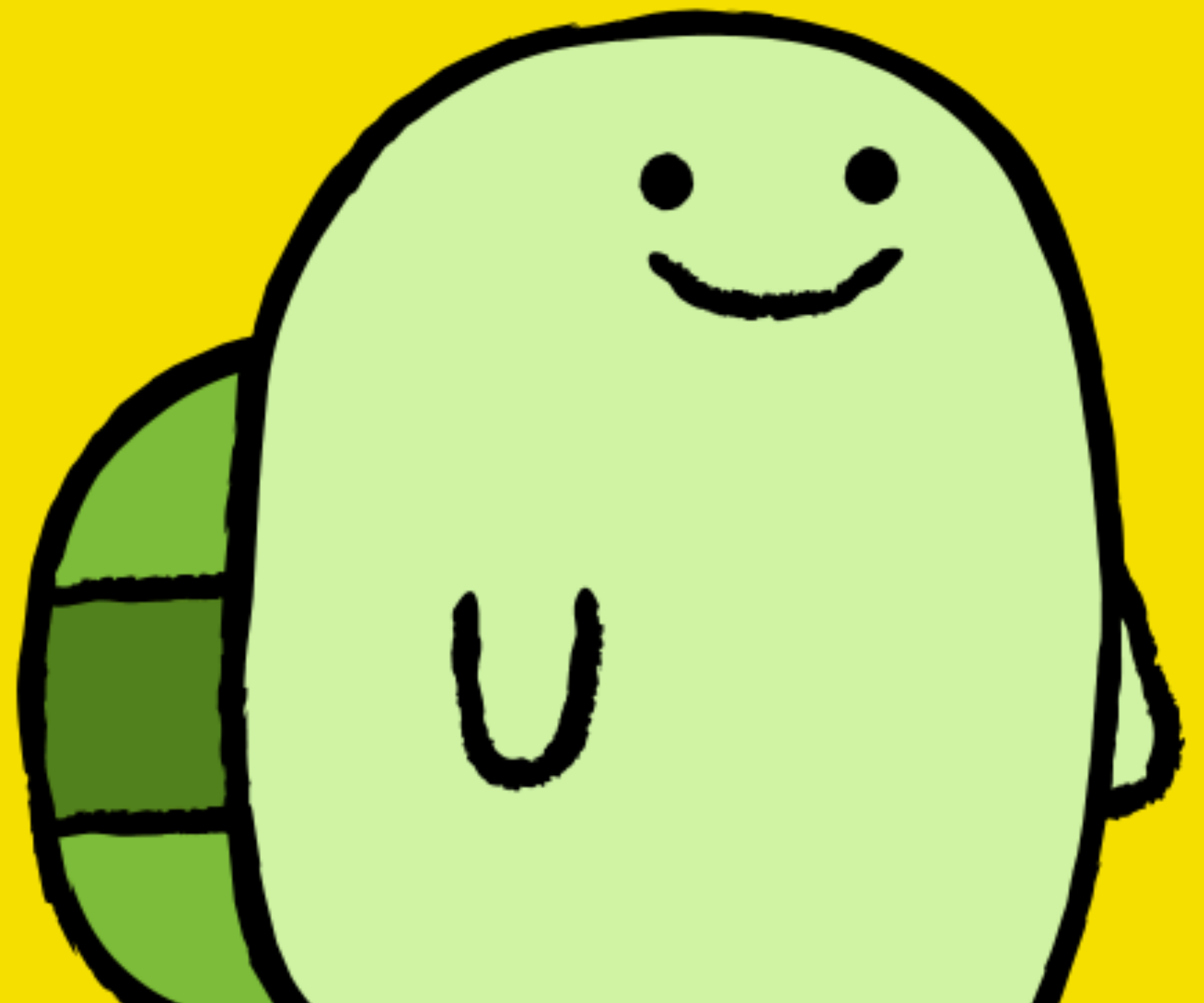
BOSSY

EXTROVERT; ENTHUSIASTIC; BOLD



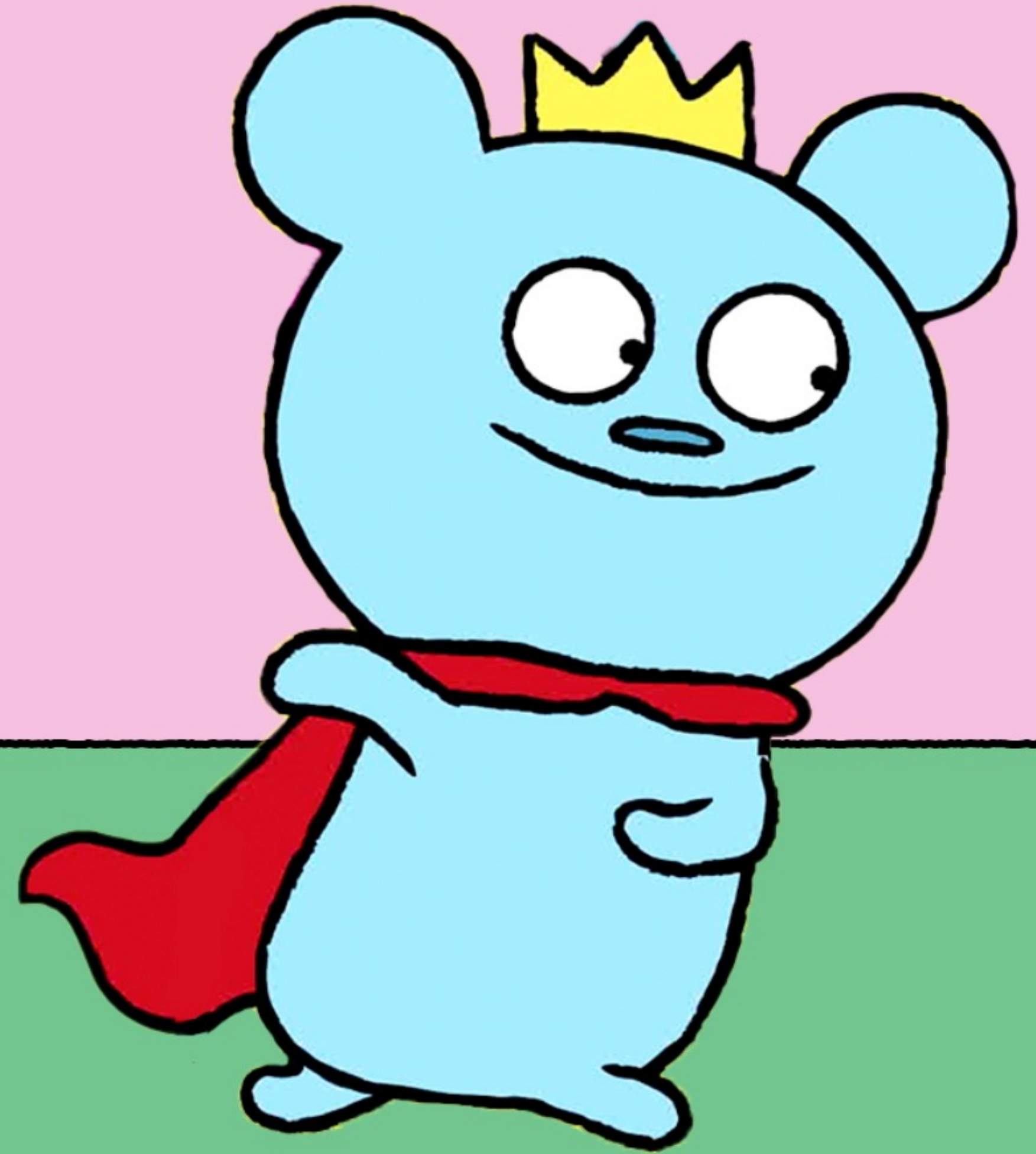
TURTLE

INTROVERT; THOUGHTFUL; CALM

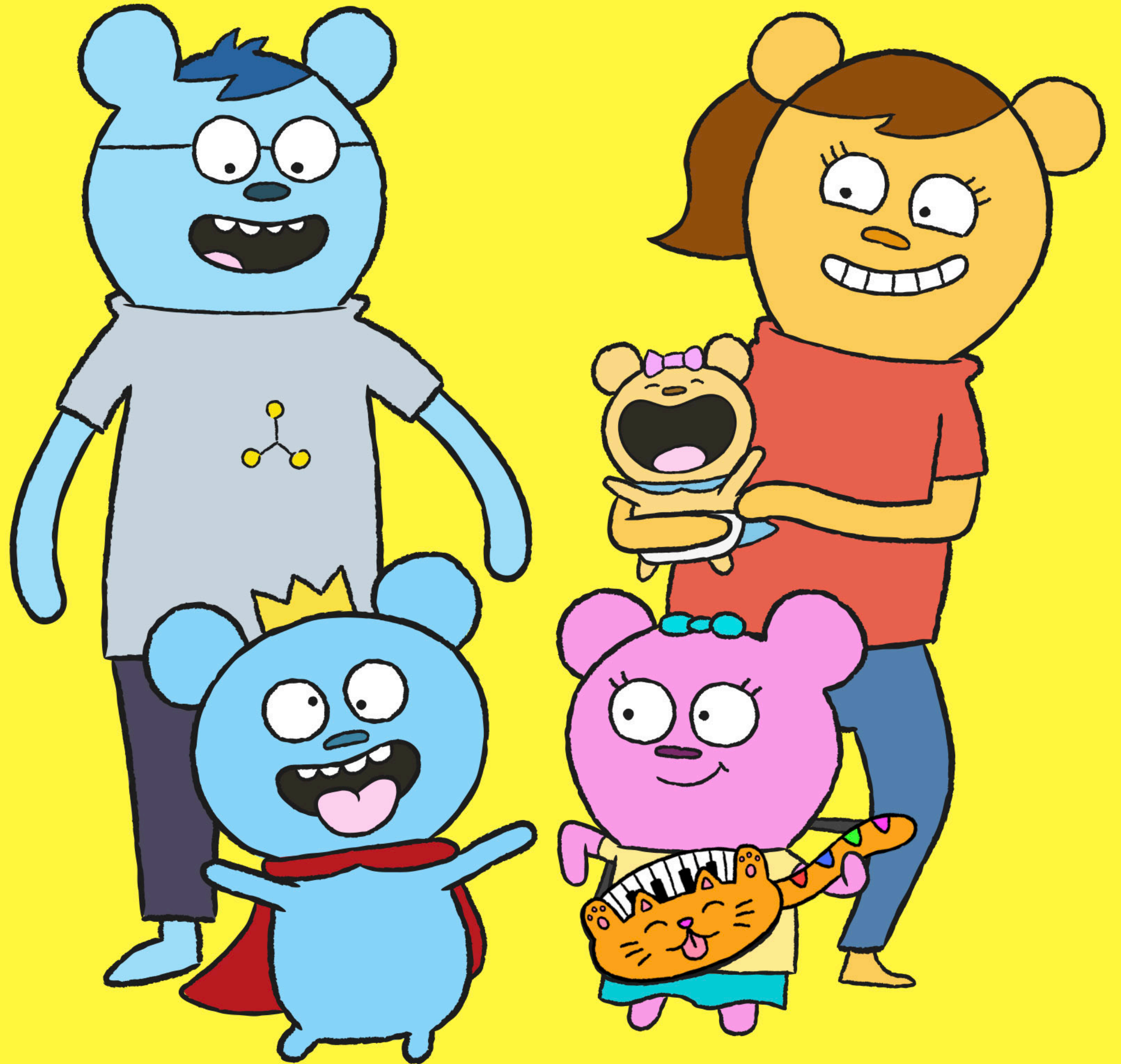


REDEFINING BOSSY

- ★ BOSSY IS A NATURAL LEADER
- ★ USES HIS BOSSY POWERS FOR GOOD
- ★ HIS GOAL IS TO HELP OTHERS' DREAMS COME TRUE

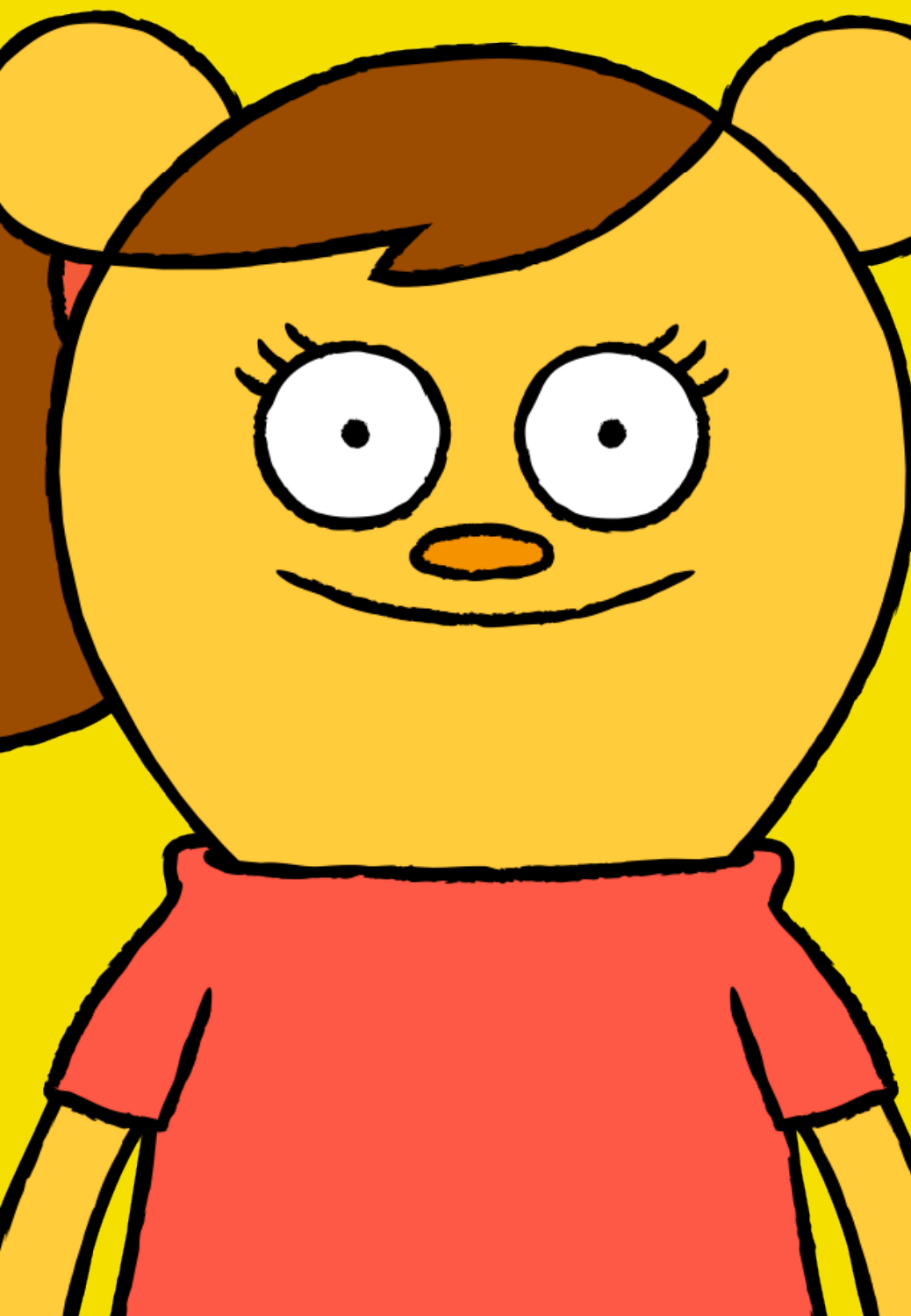


BOSSY'S FAMILY



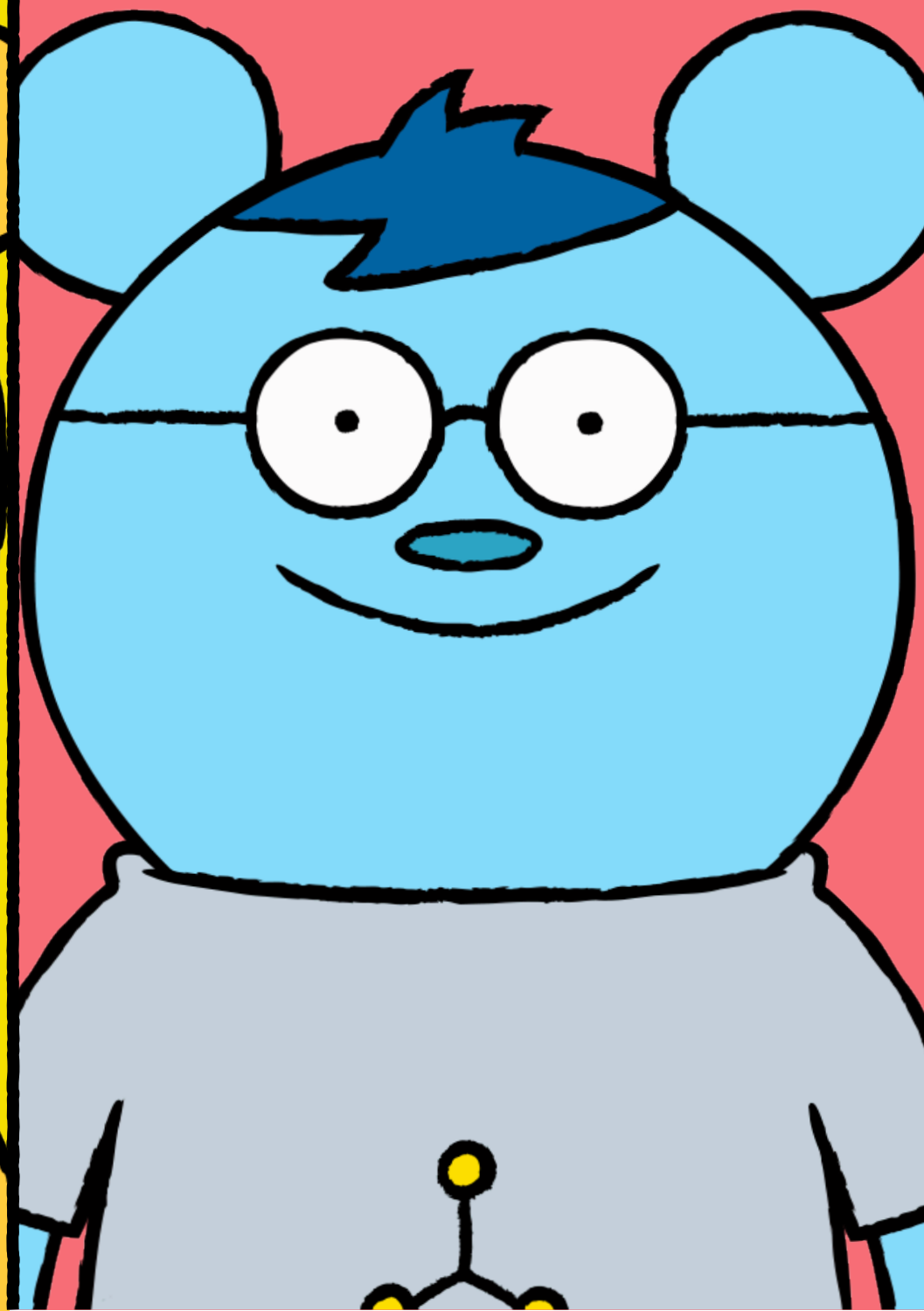
MOM

KOREAN AMERICAN BEAR; FORMER
ROLLER SKATER; VERY INVOLVED WITH
THE KIDS; COACH/ CHEERLEADER



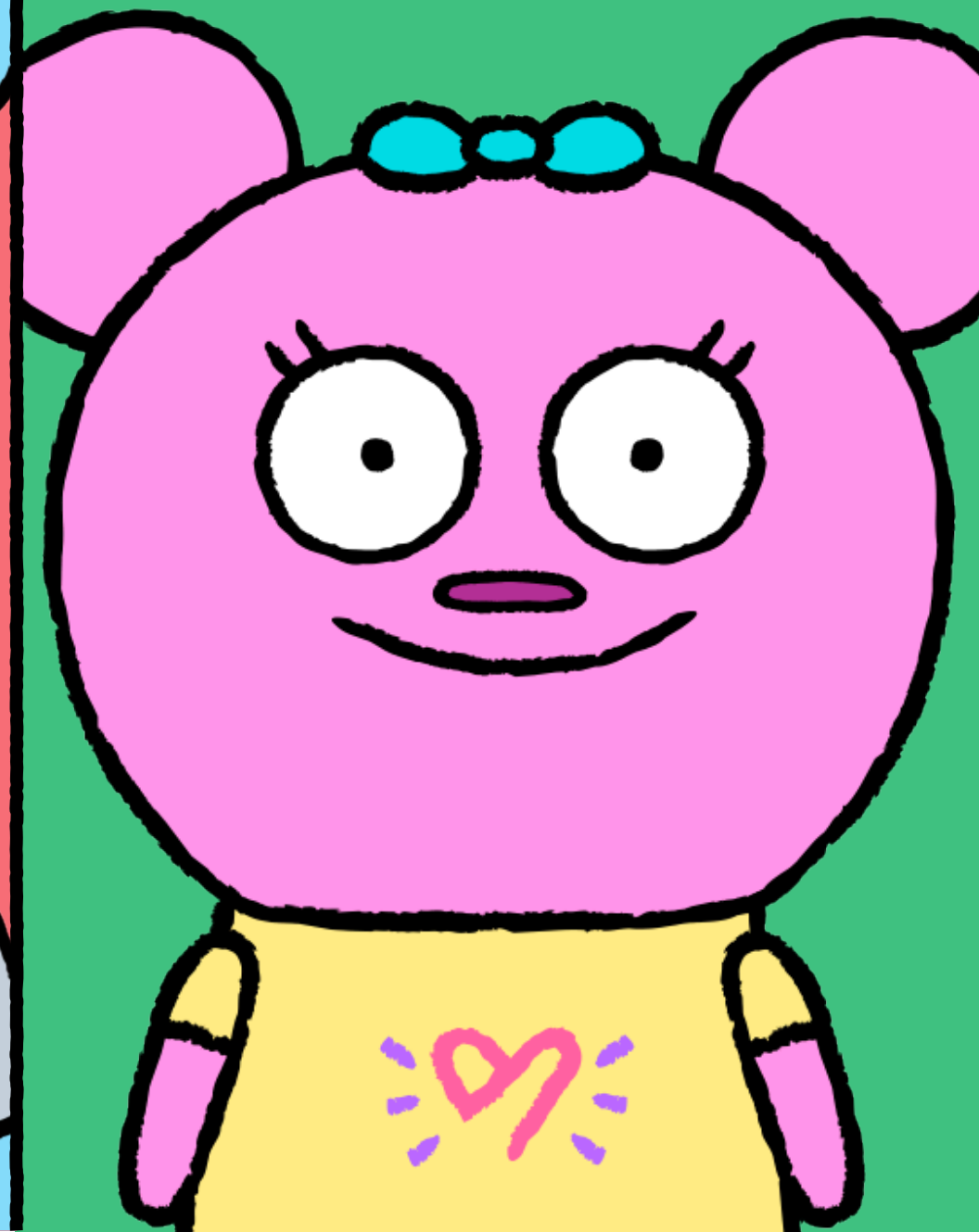
DAD

NON-KOREAN/AMERICAN BEAR;
ELECTRO SHACK MANAGER;
JOKE TELLER; LOVER OF COOKIES



BISSY

OLDER SISTER, WANNABE FUTURE
K-POP STAR, CONFIDENT WITH A
STRONG MORAL COMPASS



CINDY

YOUNGEST SISTER ; KNOWS MORE
THAN A BABY SHOULD; DESTRUCTIVE
BECAUSE SHE'S TEETHING



TURTLE'S FAMILY



GRAN GRAN

TURTLE'S SOLE CARE GIVER;
STRONGEST TIE TO HIS KOREAN
HERITAGE; VERY WISE AND LOVING;
INTUITIVE BUT WITTY WITH HER
OBSERVATIONS



FRIENDS & PLEASANT-FOLK



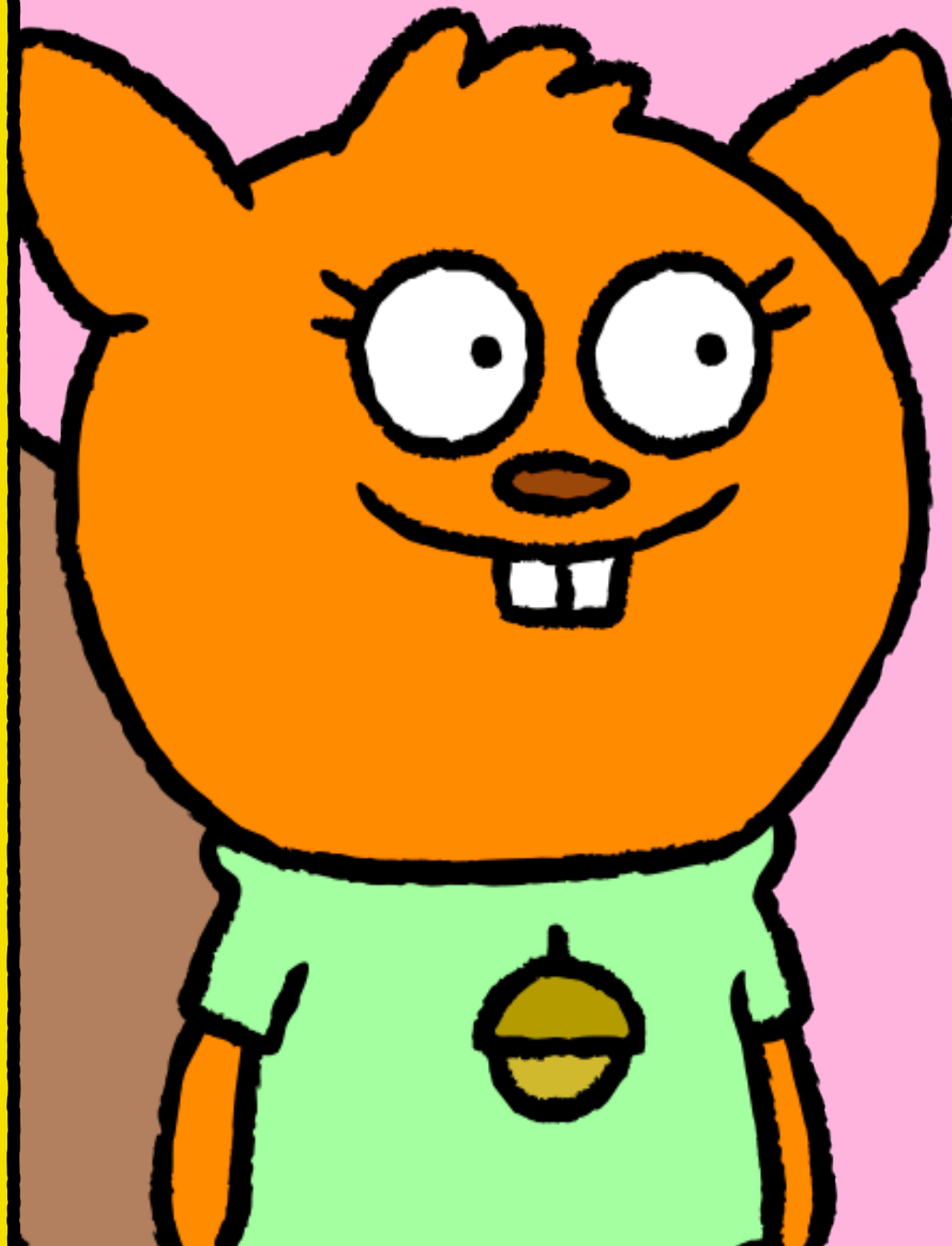
ROLLER

BOSSY & TURTLE'S CLOSEST
FRIEND, ÜBER POSITIVE, GOOFY,
AND FRIENDLY



GINGER

BISSY'S BESTIE; JEWISH SQUIRREL ;
QUIRKY AND CHATTY; ALWAYS
WILLING TO SPEAK HER MIND;
ONLY CHILD



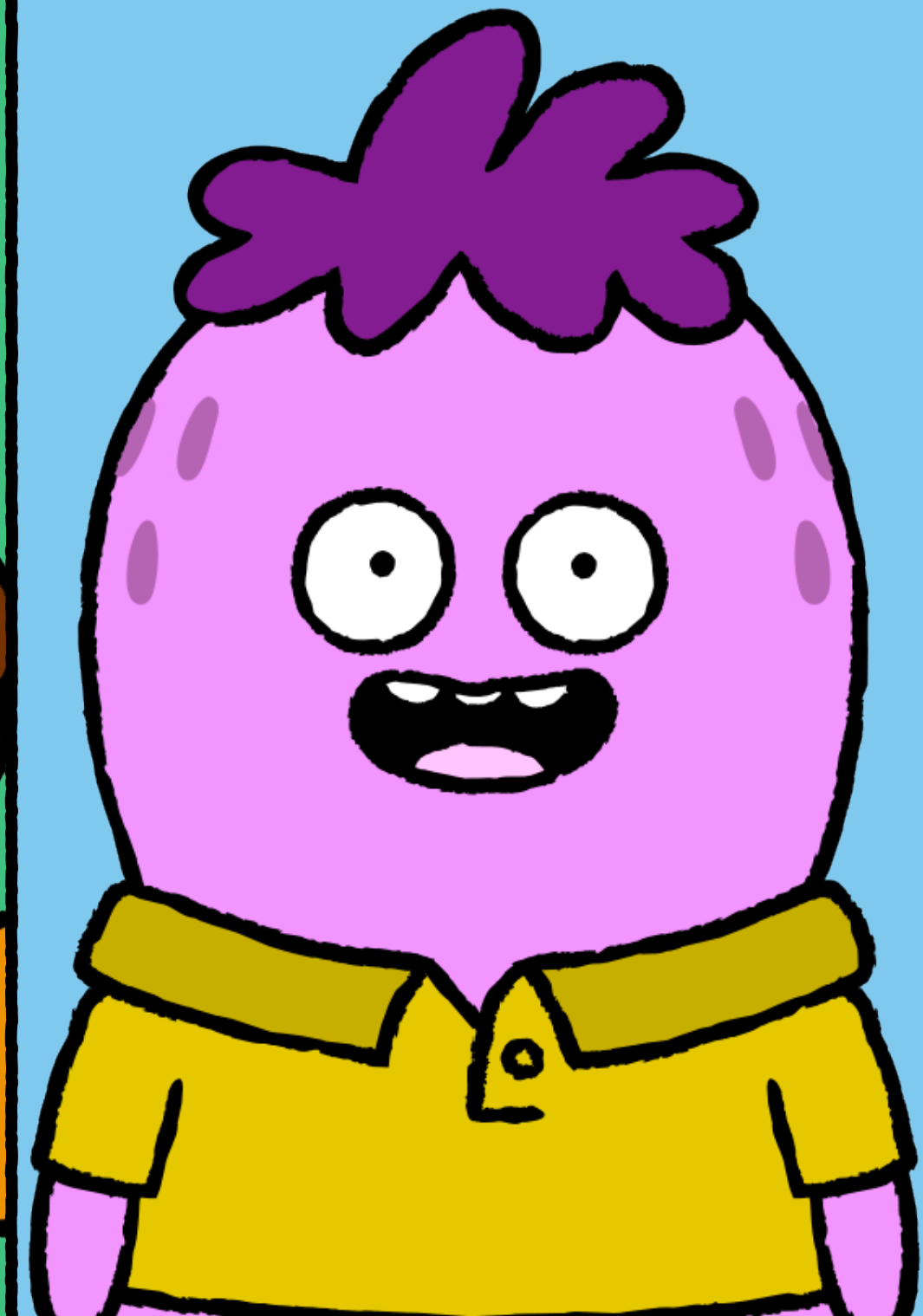
CHIPPER

INQUISITIVE CHIPMUNK;
WALKING ENCYCLOPEDIA;
BEST BUDS WITH ROLLER



SADDIQ

NEW KID IN THE CLASS; FROM SOUTH
ASIAN / MUSLIM BACKGROUND QUIET
BUT SWEET



GREG

PLAYED BY LANCE BASS AND HIS HUSBAND MICHAEL
TURCHIN; GINGER'S DADS ; OWN AND RUN FOOD TRUCK CALLED
LATKA LOVE - IT'S VEGETARIAN AND KOSHER (THEY'RE JEWISH)



TYLER



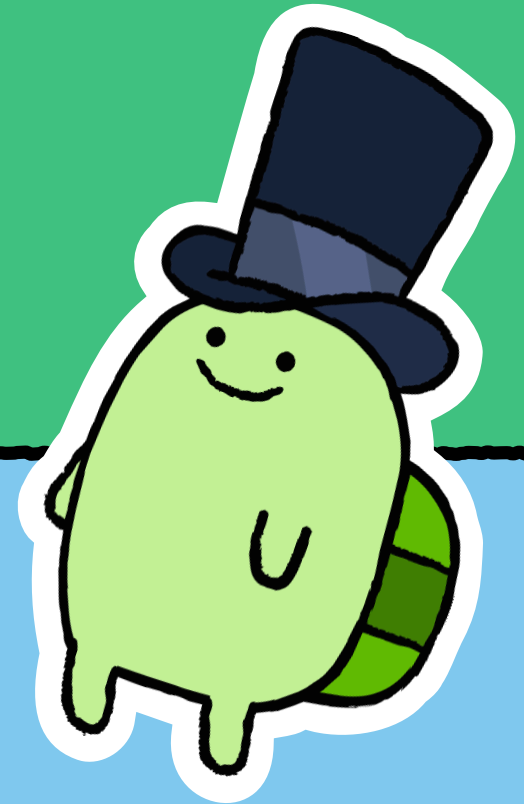
MISS ELKY

LOVES HER JOB; VERY INVOLVED IN HER
LESSONS; QUIRKY AND IMAGINATIVE ;
LOADED WITH ENERGY



CULTURE

- ★ BOSSY AND TURTLE'S FAMILY DEPICT 3 GENERATIONS OF KOREAN AMERICAN EXPERIENCE
- ★ CULTURE SEEN IN STORY-ELEMENTS LIKE LUNAR NEW YEAR EPISODE THAT EXPLORES KOREAN TRADITIONS AND HOW DIFFERENT GENERATIONS CELEBRATE
- ★ KOREAN PHRASES SPRINKLED INTO STORY LINES
- ★ FOOD & SHARED RECIPES UTILIZED AS A VEHICLE TO DEPICT CULTURE



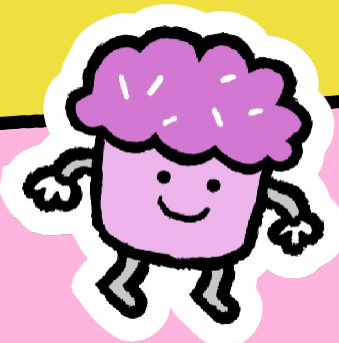
BOOMBOOM

SUPER SATANG [SÁH-TONG]

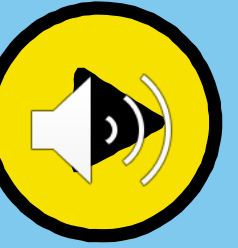
BOSSY & TURTLE ARE OBSESSED WITH THIS "POKÉMON" MEETS "WAR" CARD GAME. ALTHOUGH IT'S MORE THAN JUST A GAME — IT'S A FULLY THEMED FANDOM LIFESTYLE, AS THE BOYS COLLECT EVERY CARD AVAILABLE AND WANT ANY BOOM BOOM SUPER SATANG THEMED PRODUCTS.



BOOM BOOM SUPER SATANG HONORS THE KOREAN/ASIAN INFLUENCE OF BOSSY BEAR AND PAYS HOMAGE TO THE WONDERFUL TRADITION OF KOREAN-BASED CHARACTERS — "SATANG" MEANING CANDY IN KOREAN.



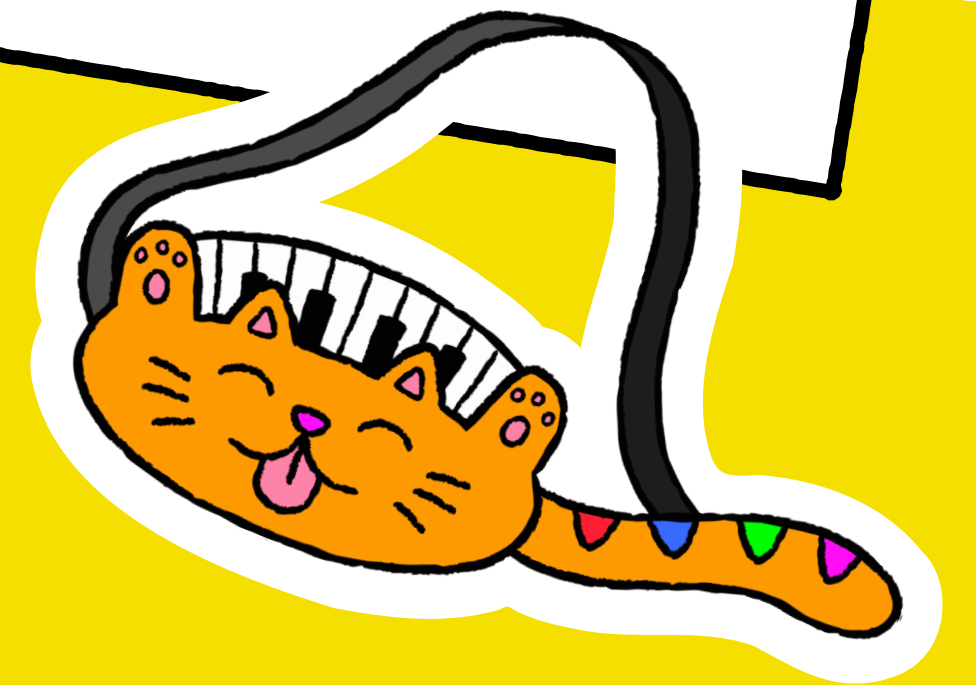
MUSIC



CLICK TO PLAY

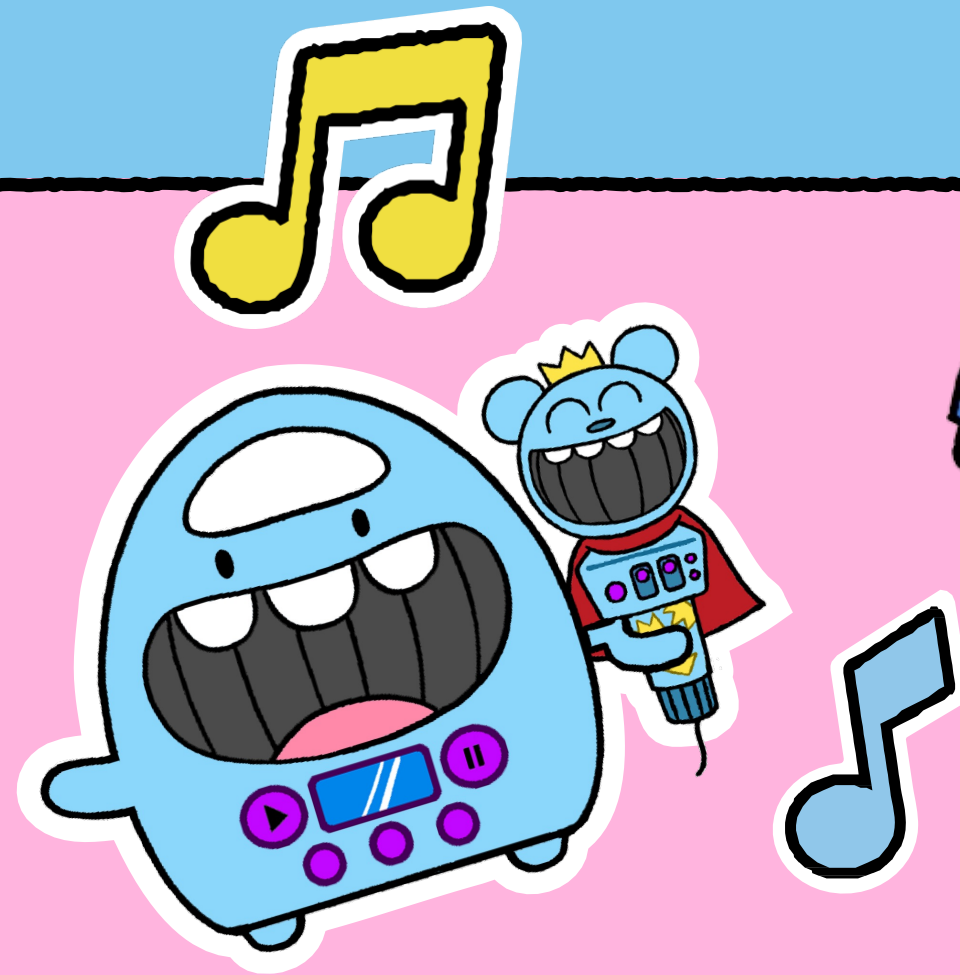


- ★ SONGS ARE UNDERSCORED IN KOREAN POP STYLE, BETTER KNOWN AS "K-POP"
- ★ STORYTELLING ELEMENT WITHIN THE SHOW
- ★ ALL OF THE KIDS ARE OBSESSED WITH KARAOKE



SUPER FLOCK

PLEASANTBURG'S BTS-TYPE
BAND. BISSY, ALONG WITH
THE REST OF THE FAMILY ARE
ALL OBSESSED WITH THEM



EPISODE LOG LINES

SUPER SOCIAL SATURDAY

BOSSY AND TURTLE AGREE TO
ATTEND TWO PARTIES AT THE
SAME TIME, AND THEY END UP
OVER-COMMITTING
THEMSELVES.

ULTIMATE HYPE BEAR

BISSY GETS A ONCE IN A LIFETIME
OPPORTUNITY TO MEET HER FAVORITE
K-POP BOY BAND SUPER FLOCK.
BUT WHEN SHE GETS NERVOUS TO
MEET THEM, BOSSY BECOMES HER
HYPE BEAR TO BOOST HER
CONFIDENCE.



SHOW AND SMELL

TURTLE IS AFRAID EVERYONE AT
SCHOOL WON'T LIKE THE SMELL OF HIS
STEAMED CABBAGE MANDU DISH WHEN
HE PRESENTS IT AT "SHOW AND SMELL,"
SO BOSSY HATCHES A PLAN TO
DISTRACT EVERYONE.



SHOW RESEARCH

RESEARCH REVEALS THAT BOSSY BEAR IS VERY APPEALING TO PARENTS AND KIDS ACROSS THE 3-7-YEAR-OLD AGE SPAN.

- ★ PARENTS APPRECIATE THAT MANY OF THE CHARACTER'S PERSONALITIES FEEL REALISTIC AND FAMILIAR, SOMETIMES SPEAKING OF THEIR OWN CHILDREN AS BEING A "BOSSY" OR A "TURTLE."

- ★ KIDS FEEL BOSSY BEAR IS A FUNNY SHOW, AND ARE ENGAGED BY THE HUMOR COMING FROM THE CHARACTERS AND THE ACTION.



FRANCHISE STRATEGY



YEAR 1 BUILD

CREATE NOISE LEADING UP TO
CONTENT PREMIERE WITH TRADE
EXCITEMENT, FOCUSING ON
BUILDING AWARENESS
THROUGHOUT THE YEAR



YEAR 2 IGNITE

LAUNCH PRODUCT IN KEY
CATEGORIES WHILE IGNITING
THE FRANCHISE THROUGH
EVERGREEN CORE BOSSY
BEAR PRODUCT



YEARS 3-5 EXPAND

GROW BUSINESS BY EXPLORING
EXTENDED PRODUCT OFFERING IN
MORE CATEGORIES, WHILE DRIVING
CONTINUED EXPANSION IN KEY
INTERNATIONAL MARKETS

WRAP UP

KEY HIGHLIGHTS

LINEAR LAUNCH
DATE: Q1 2023

CONSUMER PRODUCTS:
LAUNCH FALL 2024

CREATIVE DELIVERABLES:
STYLE & PACKAGING GUIDE:
JUNE 2023

