

ANGRY BIRDS



FROM GAME TO
FRANCHISE



ROVIO IN NUMBERS



ROVIO IN NUMBERS



\$347M

FOR THE ANGRY BIRDS MOVIE AT THE BOX OFFICE (AND COUNTING)



6B

TOONSTV VIDEO VIEWS



IN
52

COUNTRIES FOR ANGRY BIRDS MOVIE



26M

FACEBOOK FOLLOWERS



2B

YOUTUBE VIEWS



OVER

300

LICENSEES



130

PROMOTION PARTNERS



3.5B

GAME DOWNLOADS SINCE 2009



480M

GAME DOWNLOADS IN 2015



FROM GAME TO FRANCHISE

When Rovio launched its 52nd game in December 2009, we had no way of knowing at the time that a mere six and a half years later, we would see that game's origin story being told as a blockbuster 3D animated film, shown on movie screens all around the world and reaching No. 1 at the box office in 52 countries.

But we did know something: that these oddly compelling fowl balls and the world they inhabited were vivid enough to thrive anywhere, not just in their native habitat on your smartphone screen. That's why we called the game "Angry Birds" and not, say, "Slingshot." From the beginning, these characters and their motivation – why so angry? – mattered. A universe was hatching.

It was this passion for character and storytelling that eventually enabled Rovio to branch out into publishing, consumer products, animation and more. Today, with the global success of The Angry Birds Movie, I think we can fairly say that we have arrived as a fully-fledged entertainment house. We are overflowing with ideas and stories – and not just in the Angry Birds universe. New IPs like Nibblers, Storm Sisters and Kit^n^Kate have us very excited. The past six-and-half years has been a remarkable ride, but I believe we're only just getting started.

Kati Levoranta, CEO
Rovio Entertainment



ANGRY BIRDS™ CONTENTS

02 - 03

The birds are back in town

06 - 07

Bringing Angry Birds to life

04

Introducing the Hatchlings

08

Branching out

05

Start your engines!

09

Get in touch with us





Inset: The Angry Birds Movie has lifted Rovio's business to a whole new level.

THE BIRDS ARE BACK IN TOWN

The Angry Birds Movie has catapulted the brand back into the spotlight around the world, taking Rovio from a games developer to a global entertainment brand in the space of six short years. And there's still much more to come from Rovio and its world-famous flock.

Rovio Entertainment is having a phenomenal year across all aspects of its business. Thanks to its thriving games unit, the company earned €76.4 million in revenue for the first half of the year – an increase of €10.3 million year-on-year – even before profits from the blockbuster Angry Birds Movie hit the books. The film, meanwhile, has opened at number one in 52

countries – including China and the US – and so far grossed more than \$347 million at the global box office.

While the movie may have caught the critics by surprise, it was no surprise to the Rovio team that it has done so well around the world. "Everyone involved was

so passionate about the project," says Tuomo Korpinen, president of Rovio Animation. "The movie was four years in the making and the team really took its time to ensure we delivered a world class product.

The animation quality was absolutely exceptional and of course, we had a fantastic story – the fans finally got to find out why the birds are so angry!"

Rovio produced the film independently with Sony Pictures Entertainment handling the marketing and distribution, but the whole project was very

much driven by Rovio, with a lot of emphasis placed on telling the story and developing the characters. "We spent a lot of time on the characters and making a back story for each one," says Tuomo. "The producers



Above: The Hatchlings were the stars of a series of viral animations leading up to the release of the movie.

Get out, go see: Rovio develops LBE concept

Rovio is not in the business of owning or operating theme parks itself, but working with partners and licensees, its location-based entertainment portfolio keeps growing. In April 2016, the furious flock took their place in popular culture with their very own appearance at Madame Tussauds London in an immersive, interactive exhibit that is now touring different Madame Tussauds locations around the world. This autumn, the Telus World of Science in Edmonton, Alberta sees the global launch of Angry Birds Universe, a hands-on experience developed with Imagine Exhibitions where participants get to 'be the bird' and learn about science, technology, engineering, arts and mathematics. Angry Birds World, a theme park in Doha Festival City in Qatar, is set to open in February 2017. Rovio has also developed a comprehensive new LBE theme park concept, a kind of style guide for built environments, that partners can easily follow or adapt.



Below: High-profile promotion around the world lifted *The Angry Birds Movie* to the number one spot in 52 countries.

and creative team were able to create this beautiful world and characters that the audience could truly love. The richness of the Angry Birds world and the depth of character really opens up great opportunities for future content development, whether that be another film – which is already in development – short-form animation or something else altogether.”

The movie wasn't just a hit at the box office; it has also cemented Rovio's positioning as a global entertainment franchise. Yes, Rovio may have cut its teeth on mobile games, but there's no doubt about its ambitions to build on its success across all platforms. “We are now truly an entertainment franchise covering animation, gaming, publishing, consumer products and location-based entertainment,” says Alex Lambeek, Rovio's Chief Commercial Officer.

“We've got a unique franchise that appeals to a wide demographic,” continues Alex. “The animation and consumer products target a younger audience, while the games appeal to a slightly older demographic. Games are still an important part of our business, but not our sole focus now.”



Above: Bomb at LA premiere.
Below: Fans at the premiere in Helsinki.

hilarious and viral animations leading up to the release of *The Angry Birds Movie*. The Hatchlings will also be teaming up with the Blues – the manic trio of young bluebirds known to Angry Birds fans since the original game – for a new weekly animated series on ToonsTV. Rovio's direct-to-consumer video platform with more than 6 billion views.

“The Hatchlings is our big focus for the first half of 2017 and our franchise roadmap reflects this with animation, publishing, games and consumer products all based around these cute, loveable little birds,” says Alex. “Angry Birds as a brand has traditionally appealed to males – certainly our consumer products program has always had a strong bias towards boys aged 5 to 11 years, but the movie made us more gender-neutral and now we've got the Hatchlings, which is very much geared towards young girls.”

It's been a very exciting year for everyone involved with Rovio, and it's not over yet. “The movie has really lifted the brand to a whole new level,” says Alex. “The movie was just the beginning. There's still a whole lot more to come.”

One of the new games in development at Rovio will feature the Hatchlings, characters first introduced in a collection of

Franchise Roadmap



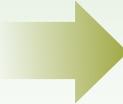
FEATURE FILM



THE BLUES,
PIGGY TALES
SHORT-FORM



NEW SHORT-FORM
ANIMATION CONTENT AND
SEASONAL SPECIALS



NEW FILM IN
THE MAKING...



INTRODUCING...THE HATCHLINGS

The Angry Birds Hatchlings were unexpected stars when a Facebook post of them singing Deck the Halls went viral last November. Now these adorable little chicks are about to have their own animated series, a mobile game and range of consumer products.



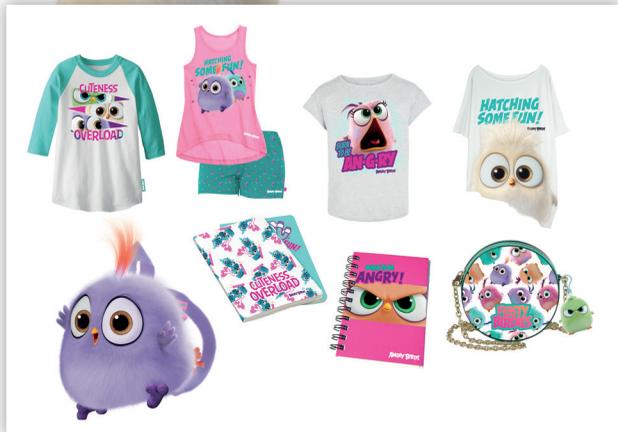
First released on November 30, the Hatchlings' adorably fractured attempt at Deck the Halls spread like wildfire online, quickly becoming the single most shared Angry Birds-related content in the franchise's history. The one-minute long YouTube clip has had over five million views and was shared over 385,000 times on Facebook. "The Hatchlings YouTube clip started as something we

did as a bit of fun to promote the movie around holiday season," says Tuomo Korpinen, President of Rovio Animation. "We were very surprised that it was so popular. The Hatchlings are very loveable and cuddly and just seemed to hit a note with audiences, particularly mums who have young 'hatchlings' of their own."

The success of the Hatchlings spawned a further four short clips and the short film *The Early Hatchling Gets the Worm*, which appeared on the big screen before select screenings of *The Angry Birds Movie*. The Hatchling material is included with the DVD, Blu-ray and digital releases of *The Angry Birds Movie*, and the Angry Birds' next generation will feature in a new weekly animated series for ToonsTV in the first half of 2017. A new mobile game is also in the works.

Rovio is working with partners to bring the Hatchlings to consumer products. The core target group is girls ages 5 to 10, with key categories in toys, apparel, back-to-school and accessories.

Left: Examples of products using the new Hatchlings Style Guide.





ANGRY BIRDS™

START YOUR ENGINES!

Next fall, a high-oinktane vehicles-themed Amazing Egg Race will hit the gas on the cheerful mayhem at the heart of the franchise.

The hapless hogs of the Angry Birds universe are well-known for their wobbly 'pigneering' and slapstick flair for crazy contraptions. The Angry Birds Movie also gave viewers a side-splitting look at what passes for porcine transport, with rickety airplanes, cars and other vehicles careening through the film's climactic showdown.

It's around these hilariously haphazard vehicles - and the Bad Piggies and Angry Birds behind the wheel - that Rovio is building its

franchise roadmap for the latter part of 2017. Piggy Tales, the hit ToonsTV series that focuses on the loveable green villains' foibles, is now in its third season and set to return next year for a fourth. The new season will reveal, among other things, more of Pig City and its inhabitants' ingenious 'solutions' for getting from A to B. Rovio is also working on a book publishing program, consumer products, games and marketing

promotions in support of the Amazing Egg Race theme.

Buckle up and get ready!



BRINGING ANGRY BIRDS TO LIFE

Angry Birds was one of the first, and arguably the most successful, mobile games to embrace the physical world of consumer products. Now in 2016 it is leading the way again and blurring the lines between digital and physical entertainment.

Angry Birds is a natively digital brand, so it's no wonder that a key component of its marketing for *The Angry Birds Movie* was a new augmented reality (AR) game – *Angry Birds Action!* The game wasn't simply a 'tie-in' with the movie, but a glimpse into the future of Rovio's plans to bridge the digital and physical world.

Angry Birds Action!

was released as a prequel to the movie in April. It is a standalone game, but the real fun comes when fans scan in BirdCodes, which can be found across *Angry Birds* merchandise and promotional materials. When scanned, the BirdCode unlocks augmented-reality bonuses and mini-games.

"We have more than two dozen BirdCodes, all of which

do slightly different things when scanned," says Tracey Small, Vice President of Product Development. "For instance, the BirdCode on one of the movie posters reveals a 360-degree interactive hut with all of the movie's characters that you can take selfies with."

In addition, game players can fling virtual PEZ candies at pigs by scanning the BirdCodes on *Angry Birds Movie* PEZ dispensers; play a whack-a-pig mini-game by scanning BirdCodes on McDonald's products and play an exclusive mini-game by scanning a BirdCode on LEGO *Angry Birds* playsets. Going to see *The Angry Birds Movie* in person also unlocked additional content in the game.

"We put the *Angry Birds* characters and story at the centre of a truly 360-degree experience this summer, which



Below: *Angry Birds Action!* was released to coincide with *The Angry Birds Movie*.



bridged digital and physical entertainment like never before, and with more than one billion BirdCodes to be found out in the wild, at a scale never seen before either," says Rovio's VP Games Miika Tams, who led the Action! project.

Rovio sees a lot of potential of AR and virtual reality (VR) in future product development, as Tracey explains: "We want to offer physical products that offer consumers a digital premium, or complement their digital lifestyles. Angry Birds Action! and the associated BirdCode campaign showed the way. AR also adds a new fun dimension to physical spaces and can be a great tool for retailers, helping

Right: BirdCodes on H&M apparel unlocked extra content in Angry Birds Action! when scanned.



Below: More than 1 billion BirdCodes were printed around the world. When scanned they unlock power-ups and extra content in Angry Birds Action!



to draw people to physical locations."

Rovio sees ToonsTV, its VOD platform, as becoming increasingly important for linkages between digital content and consumer products out in the real world. "It's a logical place for us to take the next step in AR," says Tracey. There's still a lot in development, but Rovio's guiding principle is to remain focused on the everyday consumer experience. "It is important for Rovio to make the digital linkage feel natural and actually add value to the products."

Below: The Angry Birds Movie was one of McDonald's biggest programs for an animated film ever.



Toon in to ToonsTV

ToonsTV is the home of Rovio's own animated content and more high-quality, hand-selected family entertainment shows from third parties. ToonsTV began in 2013, when every Angry Birds game also became a video distribution channel, bypassing traditional broadcast media and delivering original content straight to consumers. The standalone ToonsTV app launched in October 2015 for iOS, Android and Amazon devices, and ToonsTV is also available on various smart TV systems including Apple TV.

With more than 30 channels of free, on-demand, family video entertainment, ToonsTV broadcasts Rovio's original scripted animated series Angry Birds Toons, Piggy Tales, Stella – and, from February 2017, a new weekly series set in the Angry Birds universe that will star the Blues and their younger Hatchling sidekicks. A host of high-quality, third-party shows amplify the diverse family offering, created by partners like Aardman (Wallace + Gromit, Morph) and Toonbox Animation (Kit^n^Kate, Qumi-Qumi) and National Geographic. Gameplay videos led by stars in the fan community round out the content.

Rovio continues to expand the video-on-demand service with both original and partner content. A new channel is also in development that will bring an AR dimension to physical consumer products offered by our partners.

"Following the massive success of The Angry Birds Movie, we're continuing to focus on bringing creative storytelling and humorous animated content to fans on the small screen with ToonsTV," says Tuomo Korpinen, President, Rovio Animation.

TOONS.TV



BRANCHING OUT

Rovio continues to strengthen and diversify its portfolio by adding new IPs – spanning animation, books, games and more – to appeal to wider audiences.

Angry Birds may be the most popular and recognisable of all Rovio's brands, but it's not the only one. While the company's consumer products licensing program remains focused on Angry Birds for now, Rovio has been busy working on several new IPs

with an eye toward the future.

"We've released several new IPs over the years," says Alex Lambek. "And while they may not have the following of Angry Birds, some have developed quite a niche fan base. In the past we've mainly focused on mobile games, but we're now working on bringing our expertise in brand building to animation and publishing."



Nibblers

Nibblers was released last autumn and stars a school of fearless fish exploring dry land for the first time. An evolved match-3 puzzle for mobile devices, it has been a quiet success for Rovio and one of the top performers in the games portfolio in 2016. "Nibblers has started to scale up and has very positive feedback on Google Play with 4.5/5 stars based on nearly 140,000 votes," says Alex. "The characters are very strong and we're still exploring where we can take this IP."

Left: Nibblers are colourful fruit-eating fish.



Left: Kit^n^Kate is a preschool animation.

Kit^n^Kate

Kit^n^Kate is a preschool animation created by Toonbox Animation in Cyprus, and broadcast on Rovio's ToonsTV platform. Earlier in 2016 Kaiken Publishing – the publishing arm of Rovio Entertainment – acquired the world rights for Kit^n^Kate. "We are thrilled to be working with Toonbox and building on the learning aspect of Kit^n^Kate with a line of storybooks and accompanying activity books," says Laura Nevanlinna, publisher at Kaiken. "Given how well Kit^n^Kate has been received by fans on ToonsTV, we hope to deepen our cooperation with Toonbox in other areas as well," adds Alex.

Storm Sisters

Storm Sisters is a Young Adult literary series from Indian-born Finnish author Mintie Das and Kaiken Publishing that follows the adventures of five girls who band together on the high seas. Kaiken, through its agents at The Ahlback Agency, has already sold the series into eight languages. Rovio has also started developing a TV series based on the novels. "What makes Kaiken and the wider Rovio family special is our depth of talent, transmedia expertise and global network of partnerships," says Laura. "Anything is possible with our IPs."

Below: Storm Sisters is a series of books from Kaiken Publishing.



Battle Bay

Battle Bay is Rovio's first real-time, player vs player (PvP) game, offering players a chance to engage in thrilling five-on-five battles on the open sea with other players from around the world.

"As with all of Rovio's games, the art direction and game design are superb," says Alex. "It is in soft launch in selected regions and initial feedback is positive, especially on the multiplayer aspect."



Above and left: Characters from Battle Bay.



GET IN TOUCH WITH US

OUR AGENTS

EMEA

France, Iberia: *Biplano Licensing SA*,
jordir@biplano.com

UK: *Bulldog Licensing Ltd*,
robcb@bulldog-licensing.com

Germany, Austria, Switzerland: *Lizenzwerft GmbH*,
peter.bichler@lizenzwerft.de

Italy, Switzerland: *Maurizio Distefano Licensing*,
maurizio@mdistefanolicensing.com

Russia, CIS, Baltics: *Mega License*,
nz@megalicense.ru,
abm@megalicense.ru

Scandinavia, Benelux: *NLC*,
hm@nordiclicensing.com (Benelux),
ihb@nordiclicensing.com (Nordics)

Central and Eastern Europe: *ELC*,
fmentes@eulico.com (Poland),
mtsatsiou@eulico.com (Greece),
yvas@eulico.com (rest of territory)

Turkey, *LDI*
mtengiz@ldi.com.tr

Israel, *LDI*
danan@ldi.co.il,
keren@ldi.co.il

Arab countries, *20 Too*
pierre-yves.reungoat@20too.com

Africa: *CLM*,
Jacques@clmsa.co.za,
Graham@clmsa.co.za

ASIA

Hong Kong, Macau, Taiwan, PRC: *Charactopia Licensing Limited*,
Sangkil_lee@ktlicensing.com

India, Sri Lanka, Bangladesh, Nepal: *Dream Theatre*,
jiggygeorge@dream-theatre.co.in

South East Asia: *Pacific Licensing*,
Neal.rudge@pacificlicensing.com

Japan: *Sony Creative Products Inc*,
kazunari.miwa@sonymusic.co.jp

AUSTRALASIA

Australia and New Zealand: *WP Brands*,
lim@wpbrands.com.au

AMERICAS

Canada: *Segal Licensing*,
Stuart.Pollock@segallicensing.com

USA: food and beverage: *Brand Central*,
jodi@brandcentralgroup.com
lexi@brandcentralgroup.com

Mexico, Latin America: *Tycoon Enterprises*,
victoria.uribe@tycoon.mx

Argentina, Uruguay, Paraguay, Bolivia: *IMC*,
Laura.Adelstein@imclicensing.com.ar

Brazil: *Tycoon Brands 360*,
erica.giacomelli@tycoon360.com.br

Chile: *Tycoon Chile S.P.A.*,
victoria.uribe@tycoon.mx

GLOBAL LOYALTY CAMPAIGNS

TCC,
jody.rodger@tccglobal.com,
julia.klimenkova@tccglobal.com

ROVIO CONTACTS

NAM: *Darren Kyman*
darren.kyman@rovio.com

UK: *Justin McGiffin*
justin.mcgiffin@rovio.com

India & SEA: *Anurag Sachdeva*
anurag.sachdeva@rovio.com

MENA, Germany, Australia: *Daniel Jay*
daniel.jay@rovio.com

Finland, Promotions: *Tiina Mikkonen*
tiina.mikkonen@rovio.com

Eastern Europe, Italy, Nordics, Benelux: *Magdalena Biernat-Heikkinen*
magdalena.biernat-heikkinen@rovio.com

Russia, Promotions: *Simo Hämäläinen*
simo.hamalainen@rovio.com

Latin America: *Priscilla Sánchez Best*
priscilla.best@rovio.com

China: *Vincent Ye*
vincent.ye@rovio.com

Korea, Japan: *Sue Choi*
sue.choi@rovio.com





ROVIO

