

UGLYDOLL™

An 'Ugly' Range
Presentation



Sept 2012



UGLYDOLL™

Brand Positioning

Welcome to the Uglydoll universe where “ugly” means unique and different, and celebrating who you are inside and out is the new beautiful!

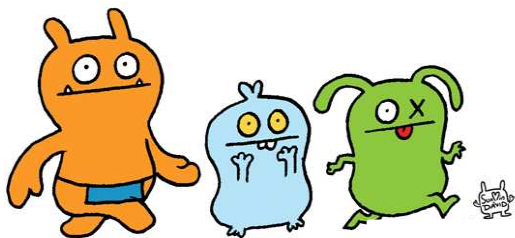


Join Wage, Babo, OX, Ice-Bat and their Uglydoll pals as they express themselves through laughs, tears, love, adventure & candy!

Target consumer

Primary: Boys and girls ages 4 to 7 years, who like plush but don't want to cuddle a teddy bear. They love collecting and role-playing with Uglydoll.

Secondary: Adult collectors 18 – 30 years, as a fun decor piece with personality (kids with “cool parents” got a hold of Uglydoll)





Brand Features

- **Packed with personality** - each of these colourful characters have their own name, personality and bio that make them unique.
- **Highly collectable** - 50+ characters to collect, each with a unique design and personality to them. New characters and designs are added to the family every year, driving collectability.
- **Award-winning design** - Uglydolls have an aesthetic that balances traditional cuteness with perceived ugliness. The simplistic and 'hand-crafted' styling is on-trend amongst design driven Australian consumers.
- **Super huggable** - This family of plush are colourful friendly characters that are super soft and super huggable! They encourage creativity and inspires everyone they meet.



Packed with Personality!

Which one is *you*?

Each Uglydoll comes with a personal bio card!



Wage

Wage is a hard worker, just like you! He works at the local SuperMart and wears his apron to serve his customers best. Does Super Mart know that Wage works there? Nope. But Wage doesn't mind. He likes to put things in bags, especially snacks.

Wage is best friends with Babo, but there is always room for one more (you). The two of them can often be found on the sidewalk trying to make friends with fire hydrants, phone booths, and other lonely creatures. Wage hates for anyone to be lonely! What's with that look? Is Wage happy? Sure he is! He smiles on the inside. The next time you go grocery shopping remember to take Wage along on your adventures.



Dave Darinko

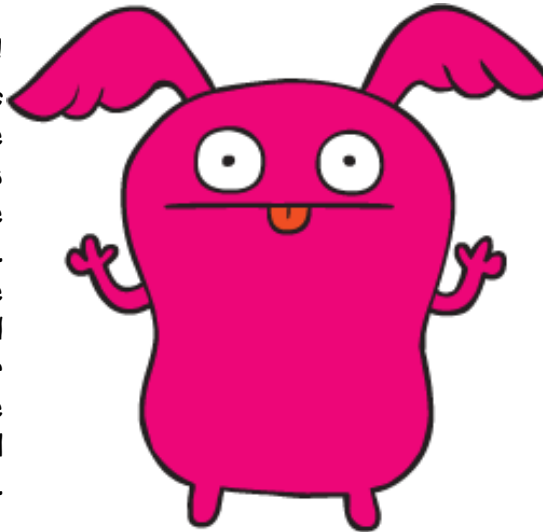
Dave Darinko is a natural born leader. He's the one you want on your side when you're about to face the music. And when you do face the music, he's the guy who knows where the volume knob is. Does that make sense?

Anyway, Dave gives you the thumbs up. He knows that you know he knows you know.

Uppy

You'll never meet anyone more optimistic than Uppy. He's super positive! He's positive that the snack you have in your hand belongs to him, and that your bank account should be in his name, not yours. Uppy is sure of things.

He's sure that you guys would make the perfect team, and that your team should make it's way down to the bakery to order something really super delicious. You handle the money part and Uppy is sure he can do all the eating. No worries.

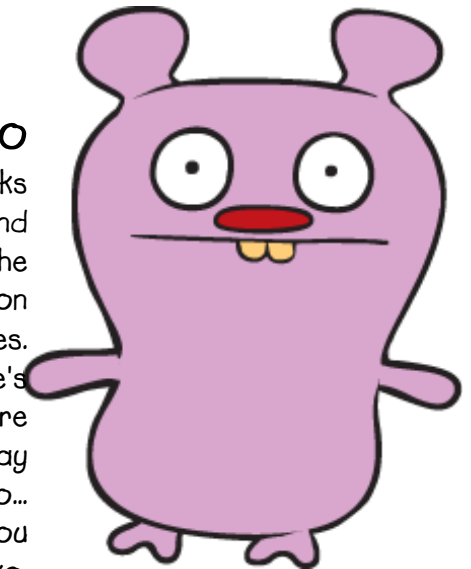


Trunko

Trunko is over the top. He freaks out over everything and overreacting is his hobby. When the chips are down, he orders a million more chips at wholesale prices.

Where there's smoke there's fire..and there's Trunko using a fire hose to put out his birthday candles. Full throttle, go go go... You know how you look before you leap? Yeah, that's not Trunko.

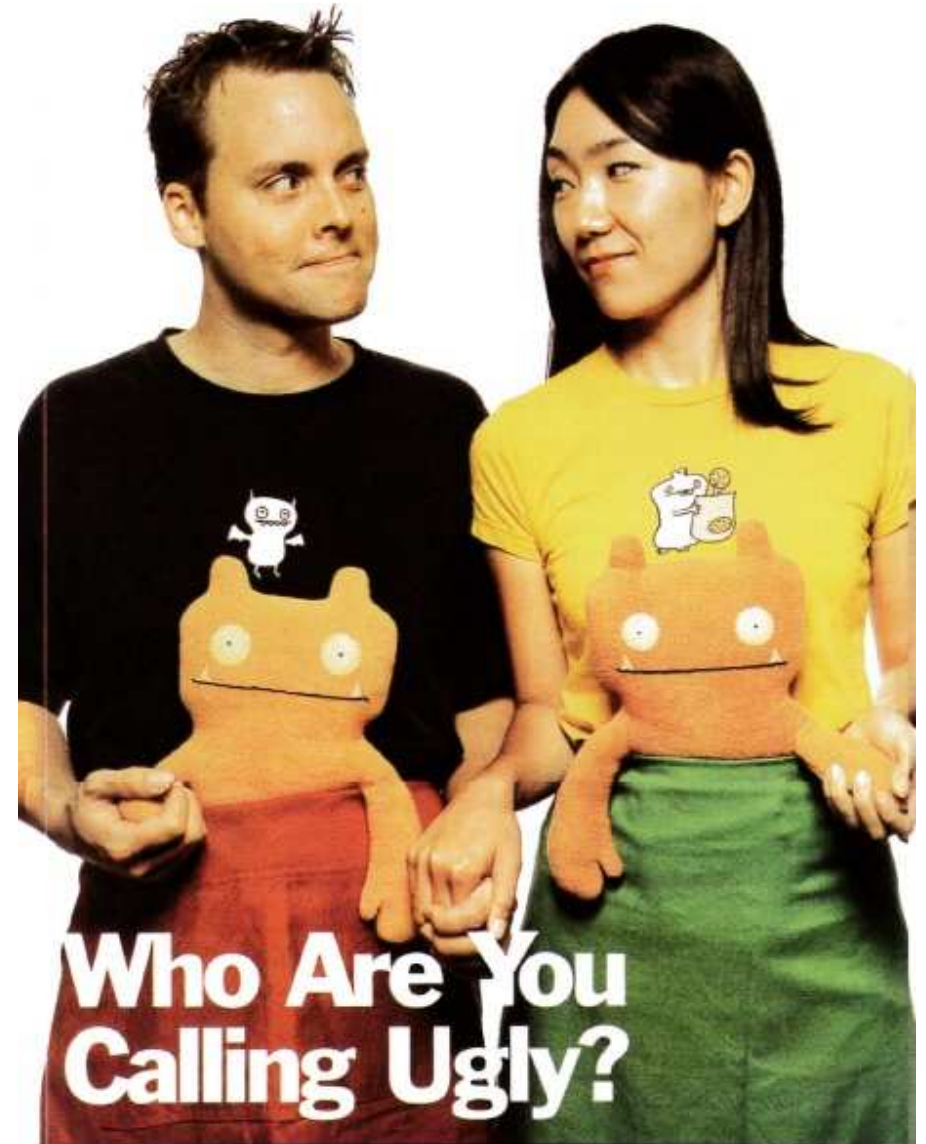
So please be patient with him. Please be a pal. Please use caution.





The story behind Uglydoll

- Uglydoll is the prodigy of designers David Horvath and Sun-Min Kim, (then his girlfriend now his wife).
- They met at Parsons School of Design and bonded over a love for design and their hope to create toys with a meaningful message
- 10 years ago, they fell in love, just as Kim's visa expired, and she moved back to Korea.
- They continued their relationship and Horvath would sign off his letters to Kim with a doodle of an 'orange lumpy monster', which Kim crafted into soft toy in return as a gift to Horvath.
- Horvath then decided to show this plush to his friend at Giant Robot, his first retailer, and immediately sells out and the 'Ugly' phenomenon was born!



Above: feature in TIME magazine



Ugly History & Facts



- 2001 the 1st Plush Wage™ Uglydoll was created
- 2003 Pretty Ugly, LLC began selling plush Uglydolls in retail stores across in US
- 2004, Uglydoll expanded and entered the Global Marketplace
- 2006, the brand expanded product categories
- The brand is currently supported at retail by over 5,000 specialty gift and toy retailers
- Each Uglydoll has a unique personality that relates to consumers of all ages
- The Uglydoll brand builds life-long collectors and consumers



UGLYDOLL™

Multi-Award Winner!



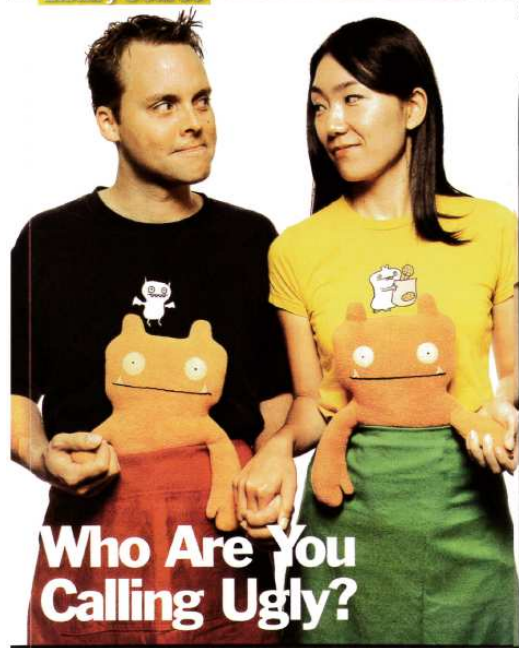
UGLYDOLL™

The 'Ugly' Phenomenon

63K Facebook fans & still growing!



Luxury Source



Who Are You Calling Ugly?

How a pair of entrepreneurial lovebirds bypassed the corporate toy world to squeeze their quirky designer plush dolls on to the top shelf



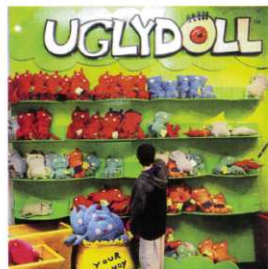
THEY WEREN'T THE FIRST designer plush and they probably won't be the last, but they are the most unattractive, ever-evolving characters in the world of Ugly Dolls—each accompanied by a quirky personality that has allowed them to...



When I started to move back to the States, says Horvath, "I was astounded." Sun-Min Kim, who had spent years apart from David, was also astounded. "I was in International in L.A. and distributors are interested in toy design," she says. "I was in the toy world, and I was like, 'Why are you working for a company that works for a network?'" he says.



Guys and Dolls: An Ugly Remake



good at getting poor dumb Babe to feel her blueberry pie. Pagle "is super smart" and "gets all A's no matter how hard she tries." Exactly the way a lot of boys experience first grade. Little sisters must be satisfied, but girls as peers are a foreign new experience, a bit unattractive—and a lot better at managing boys than the other way around.

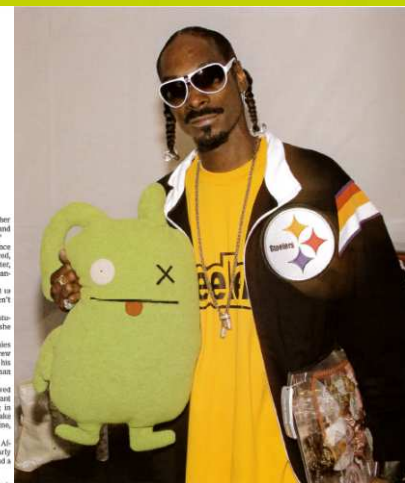
The dolls are not specifically marketed to boys. But in their early days, they weren't even marketed to children.

Mr. Horvath and Ms. Kim met at art school, but when her visa expired in 2001, she had to move back to South Korea.

Lovely and quiet because they were always snuggling his ideas, Mr. Horvath drew one of his characters on the bottom of his love letters. "Way, a little orange everyman in an apron who works in a supermarket."

As a Christmas present, Ms. Kim showed him one. A friend who had just opened Giant Robot, a Los Angeles store specializing in Asian pop culture, asked if she could make 20. At first, she didn't see a sewing machine, so it took weeks. They held out in a day.

She bought a machine and made more. After 1,000, with her crumpled hands regularly changing colors, they knew they had to find a factory.



Inc. How to Build an Empire

David Horvath and Sun-Min Kim stuck to a positive message, and made Uglydolls into a household name.

By Nicole Carter | May 23, 2011

The story of Pretty Ugly begins with two people who never wanted to work at a toy company.

When David Horvath and Sun-Min Kim met at Parsons School of Design in 2001, the pair quickly bonded over their shared love of creating toys with a message. They also fell in love. But just as it began, Kim's student visa expired, back to Korea.

decided to stay together. "I sent her a letter back and signed it with a doodle of a little at the bottom," says Horvath. "She sewed a rle drawing and sent it back to me as a gift."



But it was foot-dog laughs! we didn't

The first business was Toy Fair response MoMA, were all

THE WALL STREET JOURNAL

Monthly February 14, 2011

CITY NEWS

Wacky Characters Descend on the Jacob Javits Convention Center



UGLYDOLL™

Uglydoll Social Media

Over 63K fans!

The image shows the Facebook fan page for Uglydoll. The header features the Uglydoll logo and the text "THE OFFICIAL UGLYDOLL FAN PAGE". Below this, there is a green Uglydoll character and a speech bubble that says "UGLY IS THE NEW BEAUTY". The page name is "Uglydoll" with 63,053 likes and 2,366 people talking about it. A red circle highlights the "63,053" likes count. The page also shows a "Post" section with a "Write something..." input field and a "Recent Posts by Others on Uglydoll" section with several posts from users like Zoe Zellmer, Alanah Lanay, and Kimberly Pro. There is also a "Highlights" dropdown menu.

The image shows the Twitter profile for Uglydoll (@uglydolls). The profile picture is a blue Uglydoll character. The bio says "UGLYDOLL @uglydolls UGLYDOLL http://www.uglydolls.com". The profile shows 3,159 tweets and 6,686 followers, with the follower count circled in red. A red arrow points from the "Over 63K fans!" text to the follower count. The tweets section shows several tweets from @uglydolls, including photos of Uglydoll characters and text like "Please play with me. True story." and "Eat? (Taken with Instagram)".

7K Twitter followers!



UGLYDOLL™

Uglydoll @Comic Con 2012!



UGLYDOLL™

Product Range 2012

NEW
Available Now



Classics
30 - 35cm (h)
18 to collect



Little Uglys
17.5cm (h)
18 to collect



Clip-Ons
10cm (h)
17 to collect



UglyHats
4 styles to choose from

UGLYDOLL™

Product Range 2012: Classics (30 – 35cm)

NEW



Wage
UG10011



Ice Bat Blue
UG10071



Wedgehead
UG10081



OX
UG10091



Big Toe
UG10171



Trunko
UG10311

UGLYDOLL™

Product Range 2012: Classics (30 – 35cm)

NEW



Uppy
UG10381



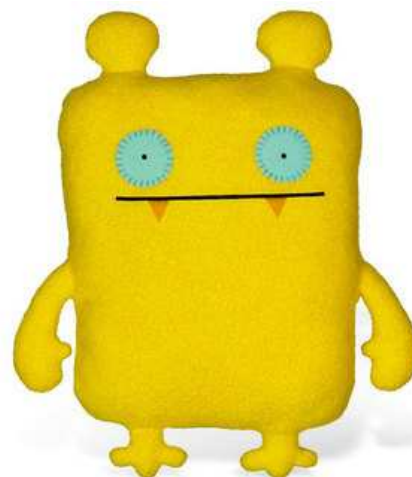
Uglydog
UG10401



Ninja Batty Shogun
UG10433



Cozymonster
UG10435



Nandy Bear
UG10437



Wippy
UG10438

UGLYDOLL™

Product Range 2012: Classics (30 – 35cm)

NEW



Dave Darinko Red
UG10463



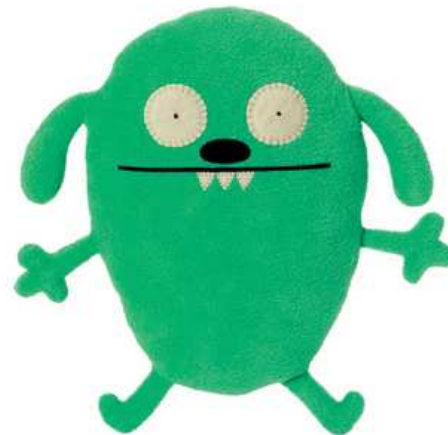
Groody
UG10464



Gragon
UG10476



Little Bent
UG10478



Flatter
UG10479



Secret Mission Icebat Black
UG80071

UGLYDOLL™

Product Range 2012: Little Ugllys (18cm)

NEW



Little Trunko
UG51281



Little Uppy
UG51351



Little Uglydog
UG51371



Little Ninja Batty Shogun
UG51433



Little Cozymonster
UG51435



Little Ket
UG51436

UGLYDOLL™

Product Range 2012: Little Uglys (18cm)

NEW



Little Wippy
UG51438



Little Dave Darinko Red
UG51463



Little OX - Green
UG51475



Little Gragon
UG51476



Little Softy
UG51477

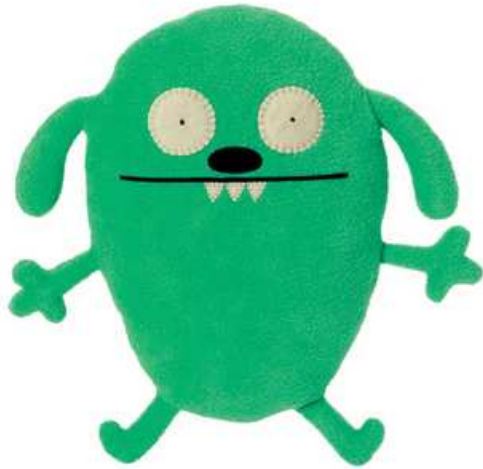


Little Bent
UG51478

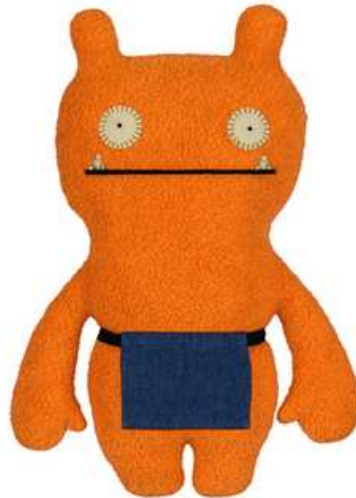
UGLYDOLL™

Product Range 2012: Little Ugllys (18cm)

NEW



Little Flatter
UG51479



Little Wage
UG51484



Little Ice-Bat (Blue)
UG51486



Little Wedgehead (Blue)
UG51487



Little Big Toe (Blue)
UG51488



Little Ice-Bat (Black)
UG52071

UGLYDOLL™

Product Range 2012: Clip-Ons

NEW



Clip-on Wage
UG2011



Clip-On Icebat
UG20071



Clip-On Wedgehead
UG20081



Clip-On OX
UG20091



Clip-On Big Toe
UG20171



Clip-On Trunko
UG20301



Clip-On Uppy
UG20371



Clip-On Uglydog
UG20391

UGLYDOLL™

Product Range 2012: Clip-Ons

NEW



Clip-On Ice Bat Black
UG20401



Clip-on Ninja Batty Shogun
UG20433



Clip-On Cozymonster
UG20435



Clip-On Ket
UG20436



Clip-On Nandy Bear
UG20437



Clip-On Dave Darinko Red
UG20463



Clip-On Gragon
UG20476



Clip-On Little Bent
UG20478



Clip-On Flatter
UG20479



Hat Ice-Bat (Blue)
UG30001



Hat Ice-Bat (Pink)
UG30002



Hat Ninja Batty Shogun (Black)
UG30003



Hat OX (Green)
UG30004

One size fits all.
70% Acrylic,
30% Wool.
Includes hook
for hanging.



Merchandising Opportunities

Uglydoll Clip-On Pre-Packed Display Program

96 x Clip-On's (12 x 8 styles)



Dimensions:
30cm(w) x 68.8cm(h)

Uglydoll Starter Pre-Packed Display Program

Classics (35cm): 30pcs(6 styles)
Little Uglys (18cm): 48pcs (12 styles)
Clip-Ons: 48pcs (8 styles)



Dimensions:
76 (w) x 150 (h) x 46cm (d)

Uglydoll Flagship Pre-Packed Display Program

Classic size (35cm): 48 pcs (12 styles)
Little Uglys (18cm): 120 pcs (18 styles)
Clip-Ons: 108 pcs (17 styles)



Dimensions:
61(w) x 175(h) x 74cm (d)