

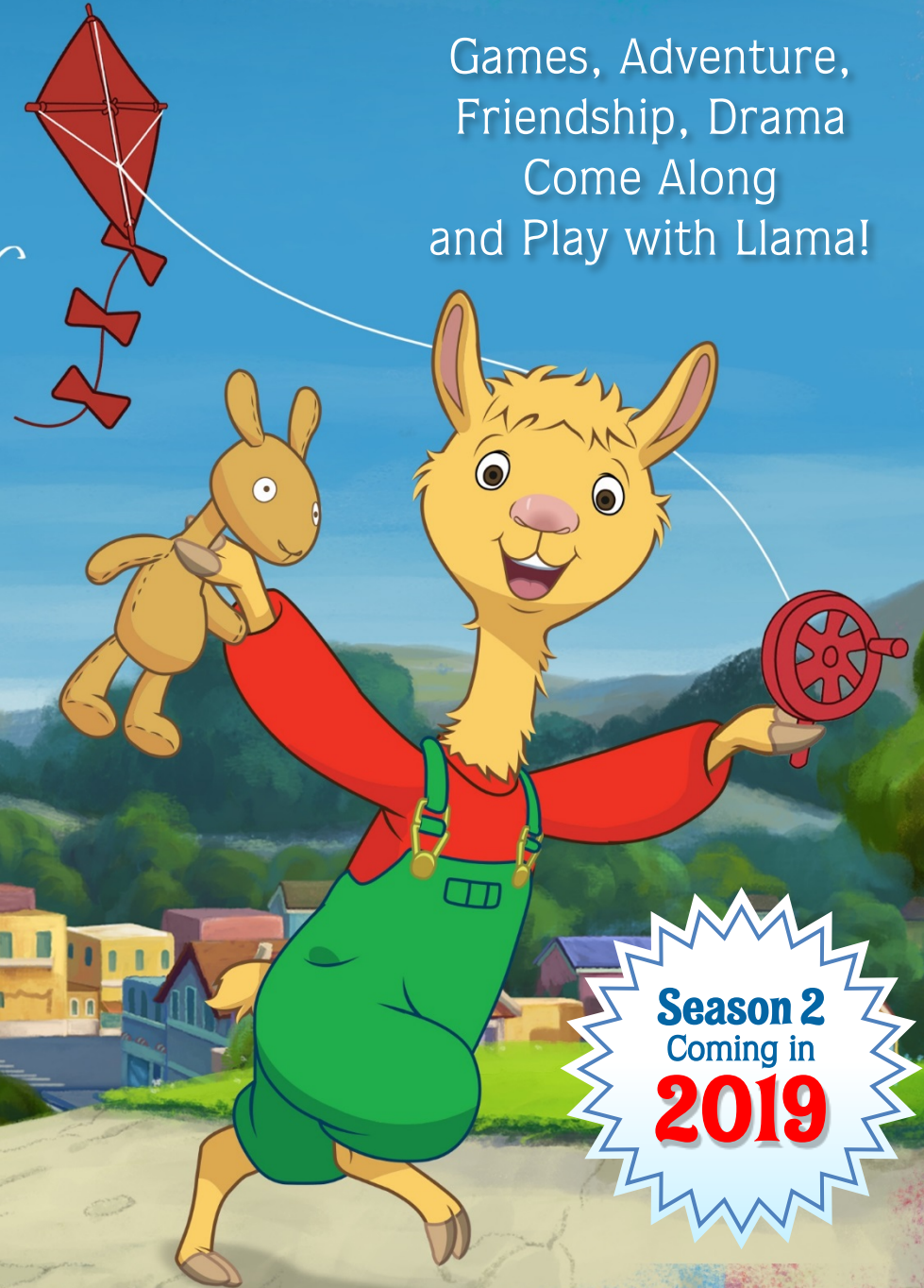
NETFLIX

A NETFLIX ORIGINAL SERIES

Llama Llama

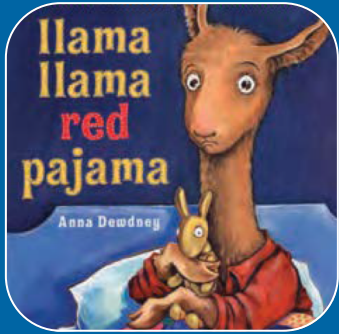
Anna Dewdney

Games, Adventure,
Friendship, Drama
Come Along
and Play with Llama!

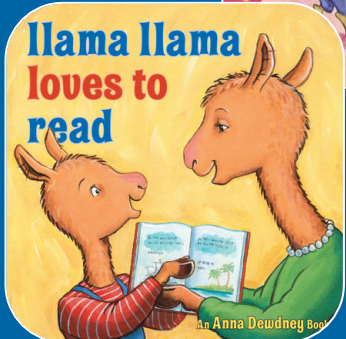
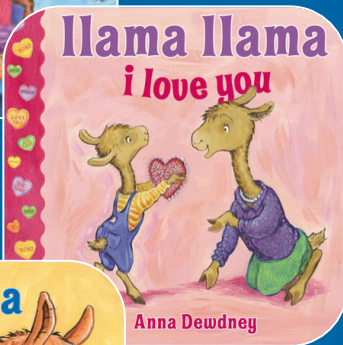
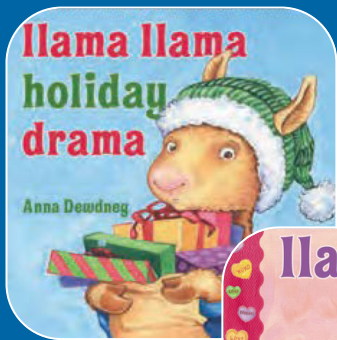


Season 2
Coming in
2019

**The Book That Started
A Phenomenon!**



Llama Llama Best-Sellers of 2018



A Global, Modern Day, Best-Selling Children's Classic!

- Over 20MM copies in print and 9 new titles launching in 2018-2019
- Published in 8 languages and available in over 60 countries
- Book sales are up +50% YTD
- On average in 2018, a *Llama Llama* book has been sold every 24 seconds



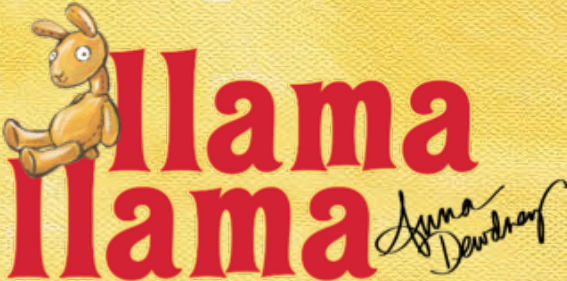
Sought-After All Over the World

MONTHLY internet searches to the following keywords:

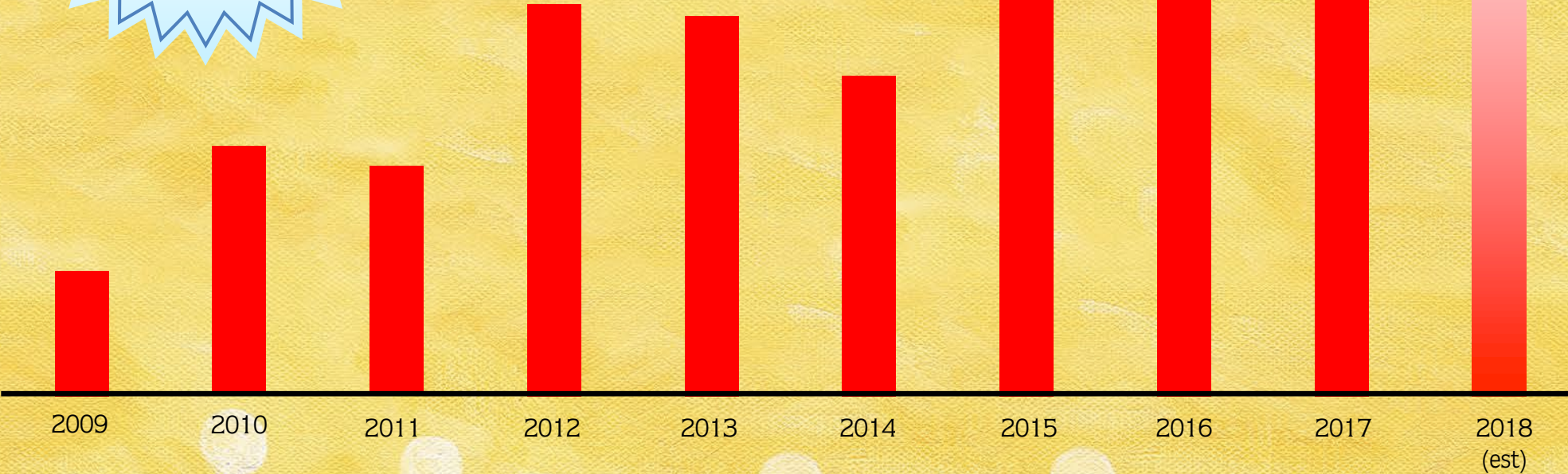
- 2-3MM searches for “Llama Llama”
- 500K-1MM searches for “Llama Llama Books”
- 500K-1MM searches for “Llama Llama Activities”
- 1-2MM searches for “Llama Llama Cartoon”

Llama Book Sales Continue to Increase

Book Sales
are up
+50
YTD



+528%
VS
2009



On average in 2018, a Llama Llama book has been sold every 24 seconds

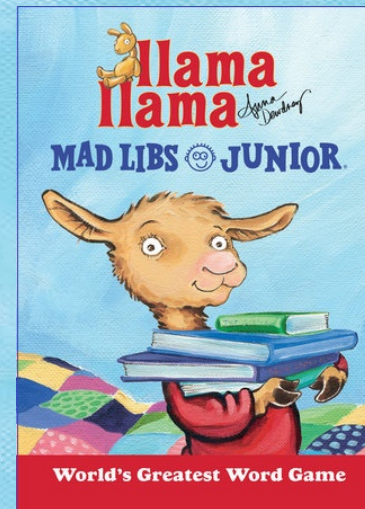
2018-2019 New Title Releases

All Upcoming Releases

- Llama Llama Gives Thanks
- Llama Llama and Friends
- Llama Llama Holiday Drama
- Llama Llama Holiday Library
- Llama Llama and Me: Memories
- Llama Llama and the Lucky PJs
- Llama Llama Loses a Tooth
- Sleepover Fun with Llama Llama
- Llama Llama Loves to Read
- Llama Llama Learns to Swim
- Llama Llama Loves Camping



Dec. 24, 2018



Jan. 15, 2019



Target Audience

Primary:

Boys and Girls, Ages 0-4



Secondary:

Moms & Grandparents



Capturing the hearts of preschoolers around the world!

The *Llama Llama* animated series is about a young child's first steps in growing up and facing childhood milestones.

Each episode is structured around a childhood milestone coupled with a life lesson learned by Llama Llama and his friends, told with a sense of humor, vitality and understanding.

Engaging Consumers
with Social Media



Season 2

Coming in
2019 on

NETFLIX



Featuring the
voice of actress
Jennifer Garner
as “**Mama Llama**”

- Streaming worldwide in **22 different languages**
- 20 x 11-minute episodes
plus **2 Holiday Specials**





Games, Adventure, Friendship, Drama
Come Along and Play with Llama!

Themes Explored

How To Be A Little Person In A Big World:

Llama learns how to take first steps toward independence such as the first day of school, having a baby sitter, visiting a department store, swimming in the deep end, and trying new foods!

Life Is Based On Relationships:

Llama finds himself in different, new situations in which he comes to understand that it is important to have empathy for others.

Accepting and Embracing Differences:

Llama learns the value of tolerance and acceptance through his community, which is filled with multicultural animal families and community workers of different hues, species, and family structures.

Adults Who Inspire, Teach and Allay Anxiety:

Llama encounters adults who are emotionally accessible and sensitive to young children's needs.

Last but not least:

Learning is fun and cool!

Meet the Cast



Llama Llama

Llama Llama is our hero who's never afraid to tell the truth; you'll always know exactly how he feels.



Mama Llama

Mama Llama shares a warm, loving relationship with her son. She represents the ultimate safe haven.



Nelly Gnu

Llama's best buddy; spunky, inquisitive, likes to build and paint. She has a temper at times!



Gilroy Goat

Classmate/friend/sometimes antagonist of Llama; wants to make friends but doesn't know how.



Luna Giraffe

Quintessential "perfect" little girl, very feminine, polite, fastidious, deferential; opposite to Nelly Gnu.



Euclid Sheep

Sheep with glasses; intellectual/philosophical; asks many questions.



 **GENIUS BRANDS**
INTERNATIONAL