



CTLicensing

Company Overview



KTL was founded in June 2011 as a specialized licensing organization for Sanrio characters. There are three offices: Shanghai, Hong Kong, and Chengdu.

KTL has been the master licensee of Sanrio for China since Feb 2012, representing all Sanrio characters.

KTL has grown to be the team of 40 front office and 8 operation supporting office as of Sep 2022, servicing over 400 licensees across various consumer product categories



CTL was founded in Dec 2014. CTL represents a variety of IP properties such as characters from tokidoki, Cartoon Networks, Mattel, Super Boomi, and Liverpool Football Club.

The front office team consists of 8 licensing and creative professionals providing services for over 40 licensees across all properties and categories

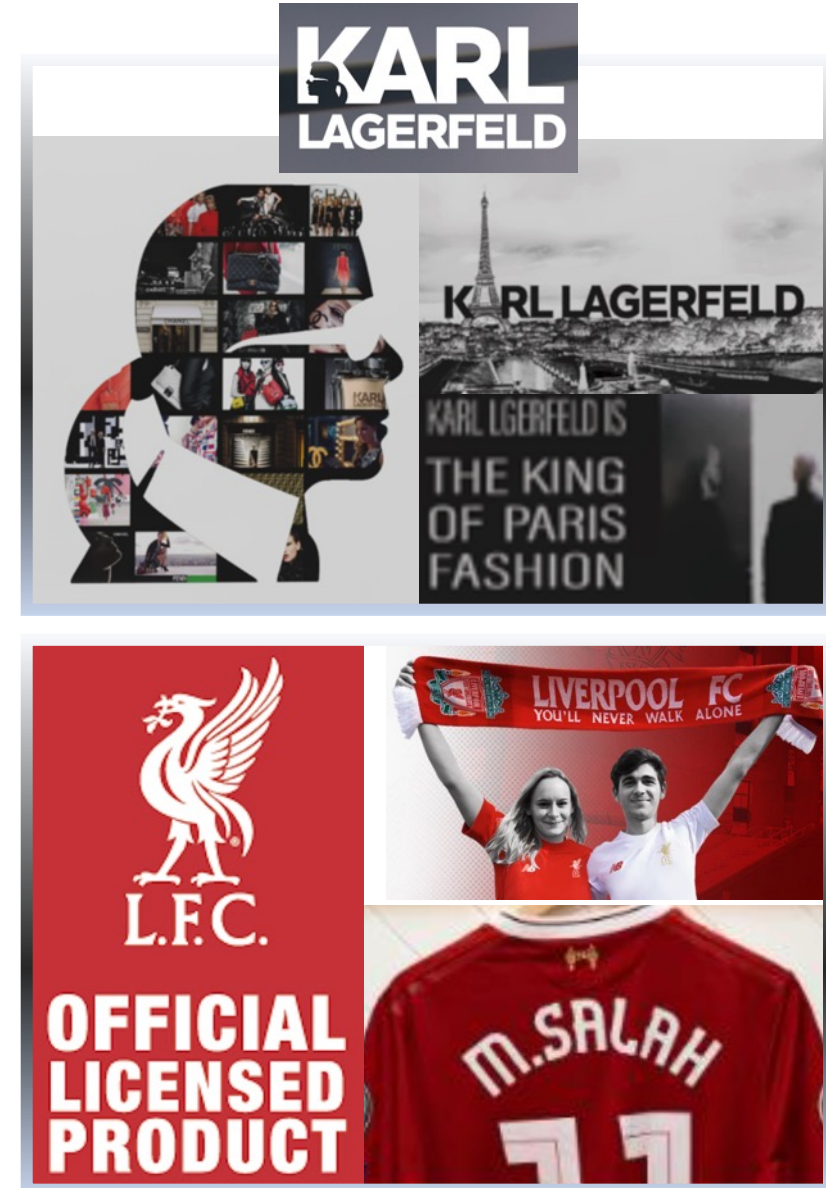
Key Milestones

- **2023**
 - Establish JV with Playboy China
- **2022**
 - Master License Agreement signed with Mattel for 5-year term
 - Total # of licensees grew to 450
- **2021**
 - Signed an exclusive Master License Agreement with Liverpool Football Club for 3-year term
- **2020**
 - Signed representation agreement with Mattel for Hot Wheels and Pingu properties
 - Total # of licensees grew to 411
 - Merchandise retail sales hit USD 760 Mil
- **2019**
 - Celebrated Hello Kitty 45th Anniversary with on- and off-line events & promotions
 - Total # of licensees grew to 365
- **2017**
 - Master License Agreement renewed with Sanrio for the 2nd term (2017~2021)
 - Signed representation agreement for TUZKI and Super Boomi
 - Total # of licensees grew to 248
- **2015**
 - Further expanded brand portfolio to include Angry Birds (Rovio Entertainment), DreamWorks Animation and Cartoon Networks (Power Puff Girls, Adventure Time, Ben 10, We Bare Bears)
 - Expansion of geographic representation to include Taiwan, Hong Kong, and Korea
- **2014**
 - Charactopia Licensing Limited was established in Dec 2014
 - Celebrated Hello Kitty's 40th anniversary
 - Total # of licensees grew to 232
 - Merchandise retail sales hits USD\$510 Million
- **2013**
 - 1st Sanrio licensee conference in China
 - Total # of licensees grew to 180
 - Merchandise' retail sales of US\$369 Million
- **2012**
 - Signed master licensee agreement with Sanrio
 - Merchandise retail sales grew by 34% vs. last year
 - Total # of licensees grew to 120

Character Portfolio - KTL



A collage of six images representing different Mattel brands. At the top center is the Mattel logo, a red starburst shape with the word "MATTEL" in white. Below it, the collage is divided into six sections: 1. Barbie: Three Barbie dolls (one with sunglasses, one in overalls, one in a pink dress) against a pink background with the "Barbie" script logo. 2. Hot Wheels: A red monster-like car with a "CHALLENGE ACCEPTED" sign, with a Hot Wheels car on a track. 3. Fisher-Price: A grid of six colorful animal faces (rabbit, panda, elephant, hippo, lion, crocodile) with the "fisher-price" logo in the center. 4. Thomas & Friends: Thomas the Tank Engine and a smaller train on tracks, with the "THOMAS & FRIENDS" logo in a blue cloud shape. 5. Ringu: A large penguin in the foreground and a snowy winter scene with people in the background, with the "Ringu" logo in a blue speech bubble.



Character Portfolio - CTL



Areas of Expertise



MERCHANDISE
LICENSING

DIGITAL
LICENSING

LOCATION
-BASED
LICENSING

MARKETING /
PROMOTION /
EVENTS

