

MOOMIN



IN MOOMINVALLEY, ADVENTURE AWAITS

Consumer Target: All family

The Moomins are a family of white and roundish fantastical characters, with large snouts that live in Moominvalley, and are the central characters in a series of books and comic strips by Finn Tove Jansson, a Swedish painter, illustrator and writer. Surrounded by forest, the Lonely mountains, and a beautiful beach with a bathing hut, the Moomins live in harmony with each other and nature.

- 👑 **700+ licensees globally with €750M+ sold annually.**
- 👑 **16 Moomin Shops and 14 Moomin Cafes** around the globe.
- 👑 Online shop at **Moomin.com** delivers to 100+ countries.
- 👑 Strong social media presence with **1.2M+ followers!**
- 👑 **75th Anniversary celebration in 2020!**
- 👑 **Anniversary exhibition** to open at the Asahi Shimbun Company, featuring 2K+ works of art from the Moomin Museum in Finland.

Licensing/Publishing

- 👑 Successful **collaborations with high fashion and accessory brands** including MAKIA, Just Peachy, Strathberry, Tatty Devine, Chinti & Parker, Arabia, Muurla, Nordic Form and more.
- 👑 **2020 U.S. program launch** includes apparel from Hot Topic, plush by Aurora and baby kits from Reima
- 👑 **Charitable fashion collab** with Wood Wood to benefit Save the Children organization.
- 👑 **Robust publishing program** including 12 original books and comic strips by Tove Jansson translated into 55 languages! KFS recently acquired North American publishing rights.
- 👑 **New publishing** includes 150 titles throughout the world including the U.S. and U.K., Finland, Sweden, Japan, Korea and Russia.

Marketing

- 👑 **Charitable fundraising campaign, “#OURSEA”** to save the Baltic Sea and its heritage for future generations launching 2020.
- 👑 Moominvalley comes to life in **theme parks** in Finland, Japan, and Sweden in 2021-2022!
- 👑 **The #MoominABCINITATIVE**, social-emotional learning activities

Entertainment

- 👑 **New animated series** “Moominvalley” starring Rosamund Pike and Taron Egerton currently airing in 25+ countries; U.S. broadcast TBD. Season 1: 13 x 22 min episodes.
- 👑 Marc Munden’s **film adaptation of the beloved classic, “The Summer Book”** by Tove Jansson, is being produced by Free Range Films and stars Julie Walters.
- 👑 **Tove:** Premiered summer of 2021 in the U.S.

Moominous fun awaits. Contact us today!

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