

ANGRY BIRDS™



ToyCare
healthy fun

INTRODUCTION



IN A REMARKABLY SHORT PERIOD OF TIME, ANGRY BIRDS HAS MADE ITS MARK ON THE GLOBAL POPULAR CULTURE LANDSCAPE. HOWEVER, THE WORK IS JUST BEGINNING. THE MISSION IS TO REDEFINE MODERN FAMILY ENTERTAINMENT AND MAINTAIN A CONSTANT RELEVANCE THAT TRANSCENDS TRENDS, TECHNOLOGY AND TARGET AUDIENCES.

IN 20 YEARS' TIME, PEOPLE WON'T BELIEVE THIS UBIQUITOUS BRAND STARTED AS A GAME. ANGRY BIRDS IS HERE TO STAY. WE ARE BUILDING NOT ONLY AN ENTERTAINMENT BRAND, BUT A LONG-LASTING CULTURAL PHENOMENON.

WHAT SETS ANGRY BIRDS APART FROM OTHER BRANDS? WE WHOLEHEARTEDLY BELIEVE IN PLAY. TO PLAY IS TO LIVE LIFE FULLY, CURIOUSLY AND SOMETIMES MISCHIEVOUSLY, TAPPING OUR INNER CHILD'S DESIRE TO BREAK STUFF FROM TIME TO TIME. PLAYING CAN MAKE US FEEL A RANGE OF EMOTIONS. IT CAN CURE BOREDOM, STRESS AND HELP US FORGET OUR TROUBLES. BUT IT CAN ALSO MAKE US FEEL IRRITATED AND ANNOYED IN THE MOST PLEASANT WAY POSSIBLE.

PLAY IS POWERFUL STUFF AND WITH ANGRY BIRDS, WE SHOULD NEVER LOSE OUR DESIRE TO PLAY. WITH THAT IN MIND, TOYCARE DEVELOPED A WHOLE COLLECTION OF TOOTHBRUSHES TO MAKE THE BRUSHING TEETH FOR CHILDREN MORE THAN AN OBLIGATION, BUT TO TAKE CARE OF ORAL HEALTH IN A FUN WAY.

ABOUT THE GAME



IN ANGRY BIRDS, THE PLAYER CONTROLS A FLOCK OF MULTI-COLORED BIRDS THAT ARE ATTEMPTING TO RETRIEVE THEIR EGGS, WHICH HAVE BEEN STOLEN BY A GROUP OF GREEN PIGS.

ON EACH LEVEL, THE PIGS ARE SHELTERED BY STRUCTURES MADE OF VARIOUS MATERIALS SUCH AS WOOD, ICE AND STONE, AND THE OBJECTIVE OF THE GAME IS TO ELIMINATE ALL THE PIGS ON THE LEVEL.

USING A SLINGSHOT, PLAYERS LAUNCH THE BIRDS WITH THE INTENT OF EITHER HITTING THE PIGS DIRECTLY OR DAMAGING THE STRUCTURES, CAUSING THEM TO COLLAPSE AND ELIMINATE THE PIGS.

IN VARIOUS STAGES OF THE GAME, ADDITIONAL OBJECTS SUCH AS EXPLOSIVE CRATES AND ROCKS ARE FOUND IN THE STRUCTURES, AND MAY BE USED IN CONJUNCTION WITH THE BIRDS TO DESTROY HARD-TO-REACH PIGS.





THE CHARACTERS

RED

THE RED BIRD IS THE ICONIC HERO OF ANGRY BIRDS, AND INSTANTLY RECOGNIZED EVERYWHERE IN THE WORLD. THE STRIKING RED PLUME AND YELLOW BEAK OF THE FLUFFY RED BIRDS REALLY SETS THEM APART IN A CROWD.



THE BLUES

BLUE JAY, BLUE JAKE AND BLUE JIM

THE BLUE BIRDS TRAVEL IN PACKS OF THREE. WHILE THEY DON'T SHARE THE CHARACTERISTIC EYE BROWS OF THE OTHER ANGRY BIRDS, THEY ARE NO LESS DETERMINED.



CHUCK

SIMILAR IN SIZE TO THE RED BIRDS, THE ALMOST CONE SHAPED YELLOW BIRD SPEEDS THROUGH THE AIR LIKE A BULLET. THE STREAMLINED YELLOW BIRDS ARE SLIMMER THAN THEIR RED BROTHERS.



BOMB

THE EXPLODING BLACK BIRD IS THE SECOND LARGEST BIRD BEFORE BIG BROTHER. BLACK BIRDS HAVE A THIN LAYER OF JET BLACK FEATHERS, WHICH GIVE THEM A SHINY LOOK, ALMOST LIKE A HARD OUTER SHELL.



MATILDA

THE EGG-LAYING WHITE BIRDS SIT BETWEEN THE BLACK BIRDS AND RED BIRDS IN SIZE. THEY HAVE A CLEAN WHITE FEATHERS AND A SHORT, STRONG BEAK.



AL

**THE GREEN BIRD CANNOT BE
MISTAKEN FOR ANY OTHER BIRD,
THANKS TO THEIR
MASSIVE, BRIGHT ORANGE BEAK.**



TERENCE

THE BIG BROTHERS ARE RED BIRDS THAT HAVE LEFT THEIR CHIRPY YOUTH BEHIND. BIGGER, WRINKLIER, GRUMPIER, WITH SOME SPOTS OF FEATHERS ALREADY STARTING TO SHOW THEIR AGE. BIG BROTHERS ARE ALSO VERY HEAVY.



BUBBLES

THE ORANGE BIRD MAY LOOK LIKE THE SMALLEST OF THE BUNCH, BUT PACKS AN EXCITING SURPRISE. WHEN THREATENED, THE ORANGE BIRD BALLOONS UP, PUSHING OBSTACLES AND ENEMIES ASIDE!



KING PIG

THE KING PIG IS THE RULER OF ALL PIGS. IN ADDITION TO HIS BULK, HE IS IDENTIFIED FROM THE COMMON PIGS BY HIS SHINING GOLDEN CROWN, ADORNED WITH BRIGHT BLUE SAPPHIRES. THE KING PIG OFTEN OPTS FOR HEADGEAR APPROPRIATE TO THE CLIMATE AND SCENERY - THE VARIOUS HATS AND HELMETS ALWAYS HAVE THE CROWN SYMBOL OF THE BOSS.



MOUSTACHE PIG

THE MOUSTACHE PIG IS THE GRANDFATHER PIG, MORE SENIOR THAN HELMET OR MINION PIGS. HE IS ALMOST AS LARGE AS THE KING PIG, BUT SITS JUST BELOW HIM IN THE PIG HIERARCHY. MOUSTACHE PIG SPORTS A BRIGHT ORANGE MOUSTACHE AND MATCHING EYEBROWS



HELMET PIG

THE HELMET PIG IS A SEASONED VETERAN AND BULKIER THAN MINION PIGS. HELMET PIGS COME BETTER PREPARED, AND WEAR HELMETS OF SHINING STEEL. HOWEVER, UNDER INTENSE BIRD BOMBARDMENT, EVEN STEEL MAY BEND, BUCKLE AND CRACK!



MINION PIG

THESE CHEEKY CREATURES ARE MINION PIGS OF THE COMMON EGG-STEALING VARIETY.

THEY ARE EASILY IDENTIFIED BY THEIR GREEN SKIN, SHORT AND STUBBY SNOUT, AND THEIR SMALL, ROUND EARS.



NUMBERS AND STATISTICS



BY THE END OF 2011, WAS REGISTERED OVER 648 MILLION DOWNLOADS OF THE GAME, AND THE COMPANY BELIEVES THAT ARE OVER 200 MILLIONS ACTIVE USERS, ADDED TO ALL GADGETS WHICH THE GAME IS AVAILABLE. BESIDES, THE NUMBER OF EMPLOYEES IN THE COMPANY ALSO WENT UP VISIBLY, JUMPING FROM 28 TO 224 LAST YEAR.

ANGRY BIRDS HAS NOW BEEN DOWNLOADED OVER 1 BILLION TIMES ALL OVER THE WORLD. THIS MEANS ONE OUT OF EVERY 14 PEOPLE ON THE PLANET HAVE DOWNLOADED AN ANGRY BIRDS APP.

WORLDWIDE, PEOPLE NOW SPEND MORE THAN 3.33 MILLION HOURS ON THE GAME DAILY. SO ADDICTIVE THAT 12% OF PEOPLE WHO'VE PLAYED 25+ TIMES HAVE DELETED IT TO STOP PLAYING ANYMORE

USERS HAVE COLLECTED 44 BILLION STARS SINCE THE LAUNCH OF THE ANGRY BIRDS GAME. FLUNG 400 BILLION BIRDS, THAT'S 4 TIMES THE NUMBER OF BIRDS SPECIES ON THE PLANET EARTH, PLAYED 266 BILLION LEVELS OF THE GAME. THAT'S 38 LEVELS FOR EACH PERSON ON EARTH! AND HAVE CLOCKED UP 200.000 YEARS PLAYING THE GAME, THE SAME AS THE KNOWN LENGTH OF HUMAN CIVILIZATION.

ANGRY BIRDS SPACE WAS DOWNLOADED 10 MILLION TIMES IN JUST 3 DAYS - IT TOOK ANGRY BIRDS RIO 10 DAYS TO REACH THE SAME NUMBER OF DOWNLOADS.

ANGRY BIRDS MERCHANDISE

HERE'S SOME EXAMPLES OF ANGRY BIRDS MERCHANDISE AVAILABLE TO PURCHASE TODAY.



A blue cartoon bird with a yellow beak and a black bow tie, looking towards three white circular objects on the right.



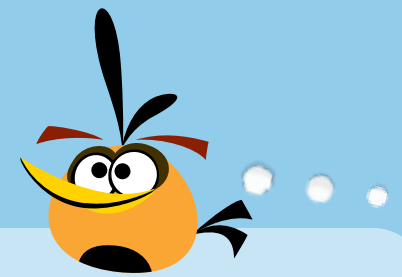
TOYCARE CONCEPT



TOYCARE OFFERS A GREAT VARIETY OF ORAL CARE PRODUCTS BASED ON STUDIES THAT COMBINE COOL DESIGNS THAT MAKE BRUSHING FUN, HELPING THE KIDS ROUTINE TO BECOME A PLAYFUL AND HEALTHY MOMENT. OUR PRODUCTS ARE MADE WITH TOP QUALITY RAW MATERIALS, FOLLOWING ALL THE INTERNATIONAL QUALITY STANDARDS THAT ENSURE THE SAFETY AND WELL BEING OF THE CHILDREN.

THE TOOTHBRUSH HANDLE HAS A 3D CHARACTER THAT CAN BE DETACHED AFTER USE, AND BECOME A LITTLE TOY TO PLAY OR JUST COLLECT. ALSO ON THE BOTTOM OF EACH CHARACTER THERE IS A SUCTION CUP TO ATTACH ON ANY SMOOTH SURFACE, PREFERABLY ON GLASS OR GRANITE.

TOYCARE & ANGRY BIRDS



THE NEW LINE OF 3D DETACHABLE TOOTHBRUSH PRODUCED BY TOYCARE, BRINGS A WHOLE NEW CONCEPT OF PRODUCT INTO ORAL CARE CATEGORY.

AFTER USING THE TOOTHBRUSH, THE CHARACTER BECOMES AN EXCLUSIVE AND COLLECTIBLE TOY. BESIDES THE CURRENT 13 ANGRY BIRDS CHARACTERS, TOYCARE HAS CREATED ALL PIECES OF A REAL GAME SCENARIO, SO KIDS CAN USE THEIR IMAGINATION, AND RECREATE DIFFERENT SCENARIOS TO PLAY WITH THEIR COLLECTIBLE TOYS.

ALL PIECES HAVE SUCTION CUPS, SO ENABLE KIDS TO ATTACH THE SCENARIO PARTS ON THE MIRRORS OR ANY FLAT SURFACE. THE NEW ANGRY BIRDS TOOTHBRUSH WILL BE AVAILABLE TO THEIR FANS ON SINGLE PACK, JUST THE TOOTHBRUSH, AND COMBO PACK, THAT INCLUDES ONE TOOTHBRUSH AND THREE SCENARIO PIECES.

OUR TOOTHBRUSHES ARE PRODUCED WITH THE FINEST MATERIALS AVAILABLE ON THE MARKET AND DU PONT TYNEX BRISTLES TO GUARANTEE THE BEST ORAL CARE.

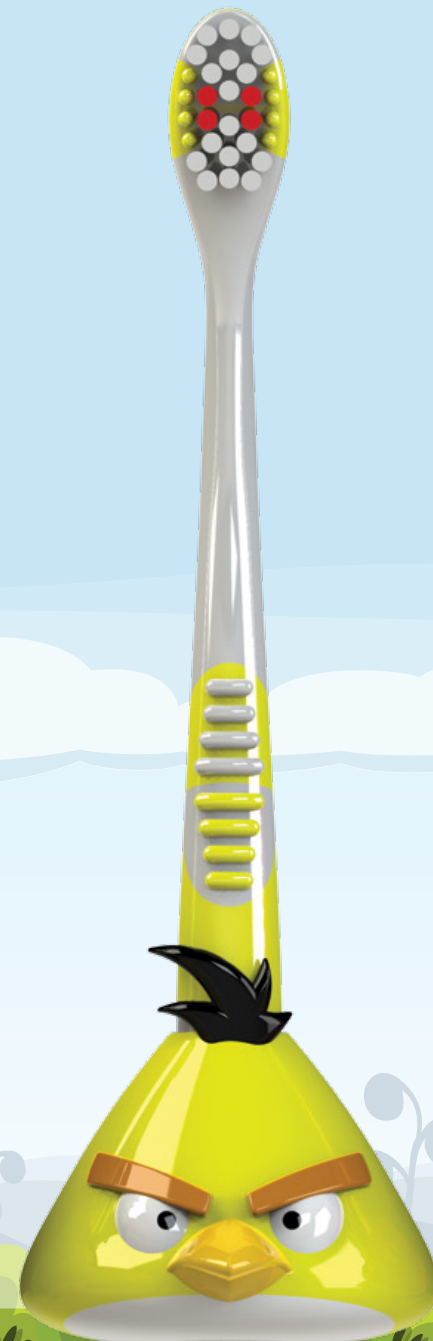
RED



BLUE JAY



CHUCK



BOMB



MATILDA



AL



TERENCE



BUBBLES



KING PIG



MOUSTACHE PIG



HELMET PIG



MINION PIG



DAMAGED PIG



TOYCARE ANGRY BIRDS COLLECTION



COMING SOON

ANGRY BIRDS SPACE

**ALL NEW ANGRY BIRDS GAME FROM ROVIO!
THE #1 MOBILE GAME OF ALL TIME BLASTS OFF INTO SPACE!**

**AFTER A GIANT CLAW KIDNAPS THEIR EGGS, THE ANGRY BIRDS CHASE IT INTO A
WORMHOLE AND FIND THEMSELVES FLOATING IN A STRANGE NEW GALAXY SURROUNDED
BY SPACE PIGS! LUCKILY THE ANGRY BIRDS HAVE SUPER POWERS OF THEIR OWN...**

**THE NEXT COLLECTION FROM TOYCARE AND ANGRY BIRDS WILL
DISPLAY NEW TOYS BASED ON THE LATEST GAME FROM ROVIO.**

**WE ARE EXCITED ABOUT THE COLLECTION DEVELOPED AND WE
ARE READY TO TAKE IT TO THE NEXT LEVEL!**

