



FACT SHEET 2013

I. About Angel Cat Sugar

- *Angel Cat Sugar*™ is a popular character by the original creator of “Hello Kitty,” Yuko Shimizu.
- In 2002 she introduced *Angel Cat Sugar* in Japan. In 2005, it was launched in Europe. 2010 saw the U.S. release of *Angel Cat Sugar*. In 2012, *Angel Cat Sugar* celebrated her 10th anniversary worldwide.
- Since then, this cute character has had a phenomenal impact on the licensing world, as everyone's new feline friend to rule your heart!

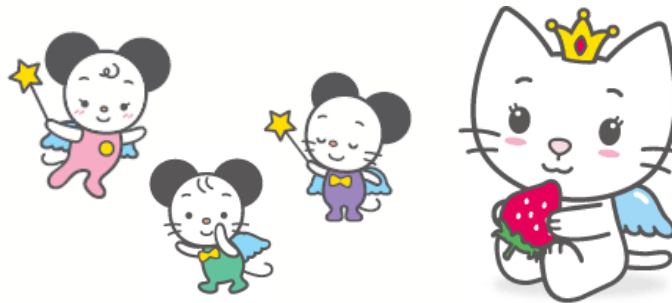


Yuko Shimizu

Target

- Children and infants
- Teen and tween
- Young mothers

Keywords



Cat, Angel, Crown, Princess, Heart, Kindness, Healing, Courage, Smiles, Happiness, Love, Pink, Cute, Whimsical, Friendship, Compassion, Caring

II. Sugar and Her Friends



Sugar

Princess of the Angel World

Shy and quiet, prefers music and books to outdoor activities

Has the power to heal hurt feelings and to make everyone happy

Sugar likes to play with her three mice best friends, **Basil**, **Parsley**, and **Thyme**!

A tomboyish girl angel

Likes growing flowers



Basil

A smart boy angel

Can be fussy at times



Parsley

A cheerful boy angel

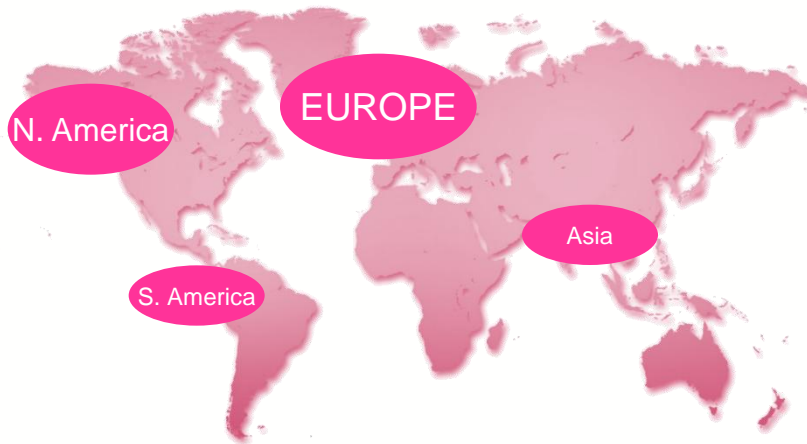
Cheers bashful Sugar



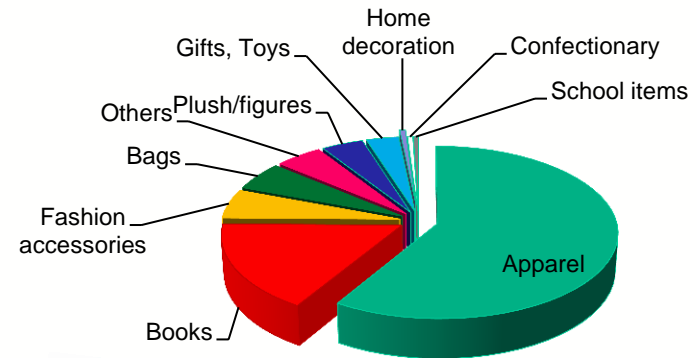
Thyme

III. Oversea Merchandise

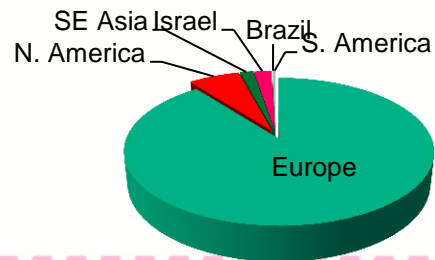
Sold in more than **40** countries with the
Global market size around **\$30** million per year



Merchandise Trend 2011



Sales per Area in 2011



IV. Products

ACS boast its wide range of merchandise categories: Publishing, Apparel, Baby goods, Gifts, Toys, Plush dolls, Stationary, Watches, Accessories, Lamps, Umbrella, Bags, Shoes, Bedding, PC/Nintendo Games, Board Games, and Mobile Contents!



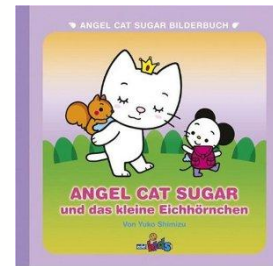
V. Publishing



11 titles by Scholastic
sold in the North
America



Activity books published in
Thai, Dutch, German, Spanish, Portuguese, and
Canadian French.



Picture book series in Japanese
translated in various countries

Artwork Ready for Localization & Further Development

VI. Events

International trade shows




LAS VEGAS
**LICENSING
EXPO2013**


HKTDC
香港貿發局

brand
Licensing
europe

**LICENSING
JAPAN**


kazachok


Open a Book
Open the World

Local events



VII. Media Coverage

Celebrity fans:

Fearne Cotton - famous British television icon,
Tamzin Outhwaite - well known British actress ,
Claudia Schiffer – world class supermodel

Various magazines, newspapers, website,
and blogs cover Angel Cat Sugar products.



VIII. Charity & Community Activities

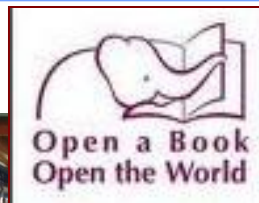
Taking advantage of Angel Cat Sugar's healing power, we aim to be a part of benevolent activities to make everybody smile and happy.



ACSF Official Logos

A portion of proceed from product sales will be donated to charitable organizations

ACSF contributed the charitable donation for the victims of The 2011 off the Pacific coast of Tohoku Earthquake



Bangkok International Book Fair
from 25 March to 6 April, 2011



Fund-raising event organized by
Tokyo YMCA on March, 2011



Be the Change
You Want to See!



IX. SOCIAL MEDIA

New Website



www.angelcatsugar.com (English)
www.angelcatsugar.jp (Japanese)

iPhone/iPad App



- Aimed at consumers
- Kids-friendly
- Fun pages with downloadable crafts
- Latest news

- Available worldwide
- 11 titles of adorable stories and puzzle games
- Great for learning!

Special Events

10 Events
Per Year



Giveaways



Competitions

CONTACT

Angel Cat Sugar



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