



BRAND OVERVIEW





Overview

- 3 Seasons: **79** episodes x 22 minutes
- Core Target: **Boys 6-11**
 - Secondary Target: Young Adults - Gamers, Comic/Hobby, Chaotic Nostalgic Fans
- **Action Series** and connected **Trading Card Game**
- Produced by **4Kids Entertainment** in 2006
- [Link to Trailer](#)
- [Link to Episode](#)

While playing their favourite online and trading card game, Tom and Kaz receive a special password that takes them into another world called “**Chaotic**,” where the card game comes to life!



Trading Card Game

- First interactive trading card game!
- Nearly \$60M in sales in N.A. in the first two years
- Was the #1 TCG in Canada and #3 in the U.S. behind  & 
- Connected - Online version of the game in-sync with physical trading cards
- Each card has a unique code that unlocks a digital card playable on ChaoticGame.com
- Full product line of packs, starter kits, storage cases and collector tins
- Available across all major U.S. retails including mass, grocery, drug, electronic, convenience, game, comic & hobby stores



Gaming



- **ChaoticGame.com** - players store and trade their cards in an online card portfolio, build armies, join the Chaotic community and compete in a secure, parent-friendly environment against other players
 - Over 2M Registered Users
 - Over 100M Codes Uploaded
 - Over 5.5M Games Played
- Mobile integration
- **Activision Video Game for PlayStation 3, Wii, Xbox, and Nintendo DS**
 - Over 1M units sold
 - Over \$32M in video game sales



ACTIVISION



Global Exposure

- Seen on over 15 major networks across the globe
- Hit #2 animated series on 
- Hit #1 animated series on 
- Most popular amongst boys 8-12 year olds
- Had an average Nielsen rating of over 2.5

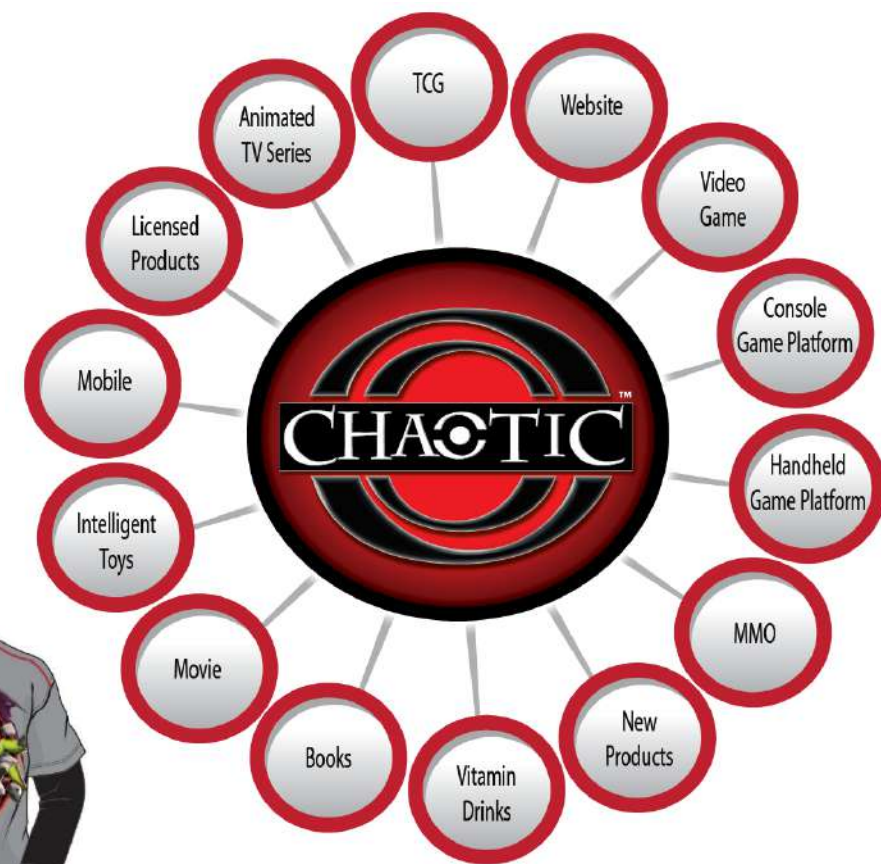


POLAND



L&M Brand

- Major licensed brand around the world



PLAYSTATION 3



Wii.

NINTENDO DS.



Historical Data

\$76M in
Global Sales

U.S.
Success
\$58M+

- Over \$32M Activision Video Game
 - 2.0M registered users
 - 5.5M games played on chaoticgame.com
 - 65M+ codes uploaded
 - 140 Million page views
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- #3 brand in sales
 - #2 Animated series on Cartoon Network



Rollout Plan

Q4 2019

Digital Launch

- Launch Chaotic **YouTube** Channel
- Build fandom with existing fan base and find new viewers with similar brands
- Work with MCN's on paid ad buys and social media promotions
- Focus on digital accounts:

Q1/Q2 2020

Re-launch
TCG &
Gaming

- Re-issue limited edition trading cards with codes to connect to the game
 - Partner or offer as a retail exclusive
- ESI to develop a free **mobile** game connected to TCG
- Revamp ChaoticGame.com


EPIC STORY INTERACTIVE



Q4 2020

CP Program

- Expand merch categories around holiday 2020
- Broaden the consumer target to include wider demo
- Launch new collectable merchandise
- Partner with gaming influencers and super fans to develop new content and drive awareness





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