

Angry Birds: Building long- term franchise growth

Ville Heijari, CMO



10 years of Angry Birds

4.5
BILLION
GAME
DOWNLOADS

1.8
BILLION
CONSUMER
PRODUCTS
SOLD

\$488
MILLION
MOVIE
FRANCHISE

10
BILLION
ANGRY BIRDS
ANIMATION
VIEWS

ANGRY BIRDS

Angry Birds animation

ANGRY BIRDS 2

ANGRY BIRDS
Dream
Blast



09

10

11

12

13

14

15

16

17

18

19

20

1st Licensed
Merchandise

1 Billion Game
Downloads

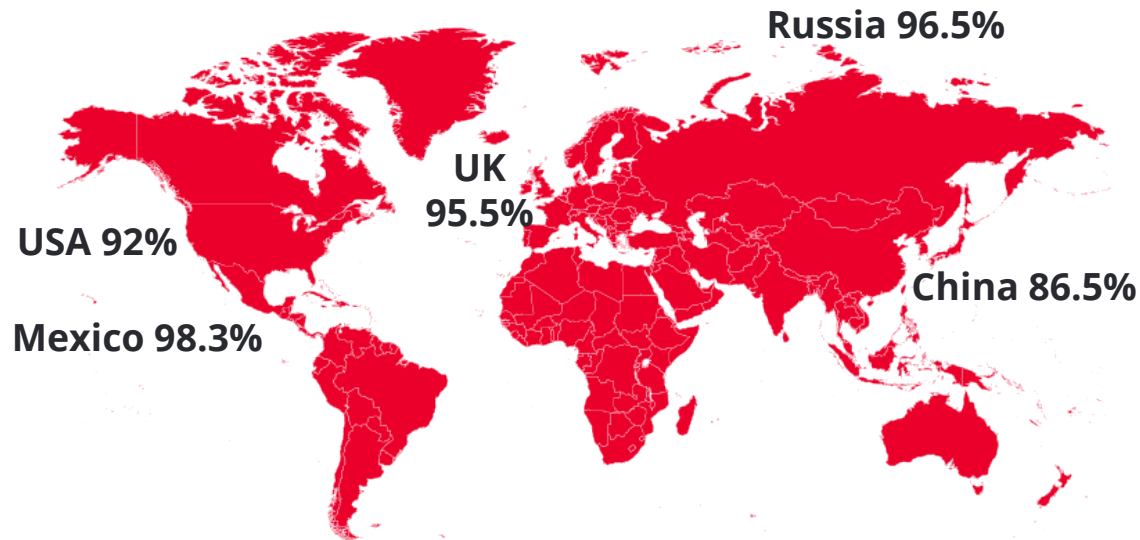
THE
ANGRY BIRDS
MOVIE

THE
ANGRY BIRDS
MOVIE

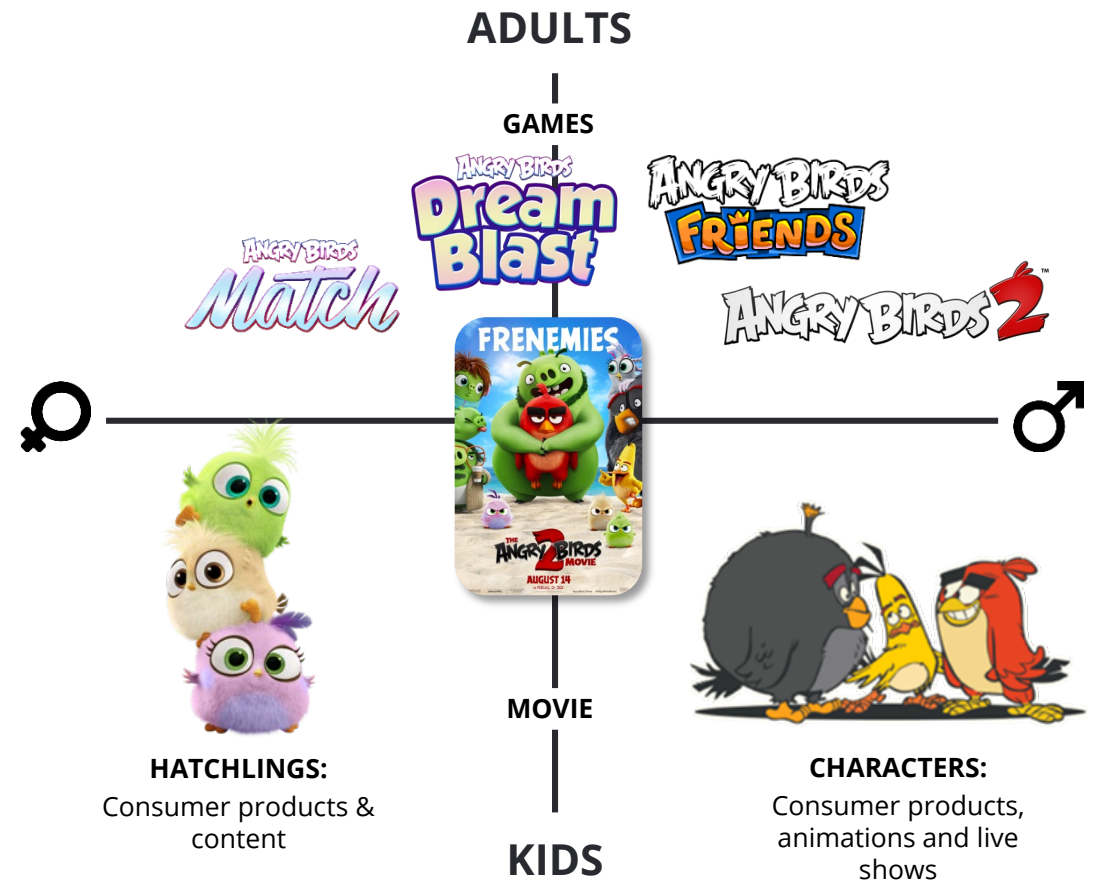
Global brand footprint with broad audience

Global footprint

Awareness in key markets 94%¹⁾



Broad audience



Note: 1) BrandWorxx - Angry Birds Brand Strategy & Performance Tracking Panel Study (Q3/2019), N = 1500
Source BrandWorxx, Rovio

Consumer touchpoints

PLAY

Mobile Games
Virtual Reality

WATCH

Movies
Long-form Animation
Short-form Animation



CONSUME

Consumer Products
Product Promotions
Activity Parks
Live Shows

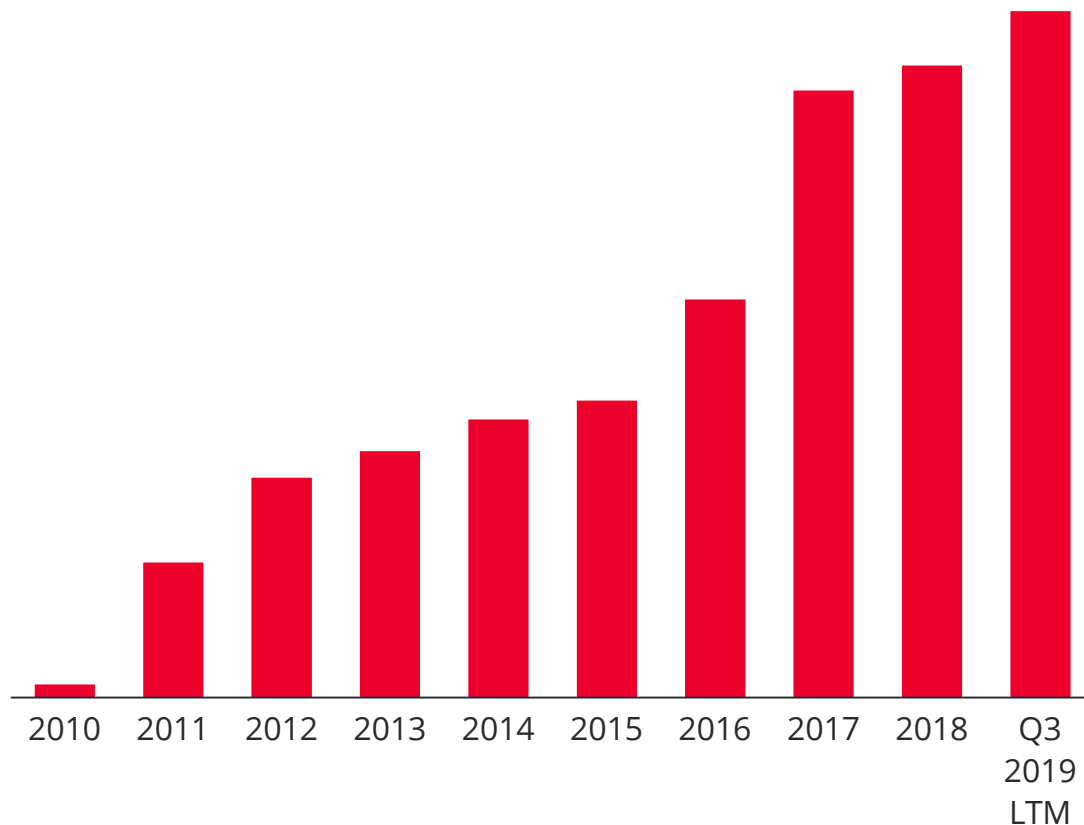
ENGAGE

Social Media
Marketing & PR

Angry Birds games business performing strongly

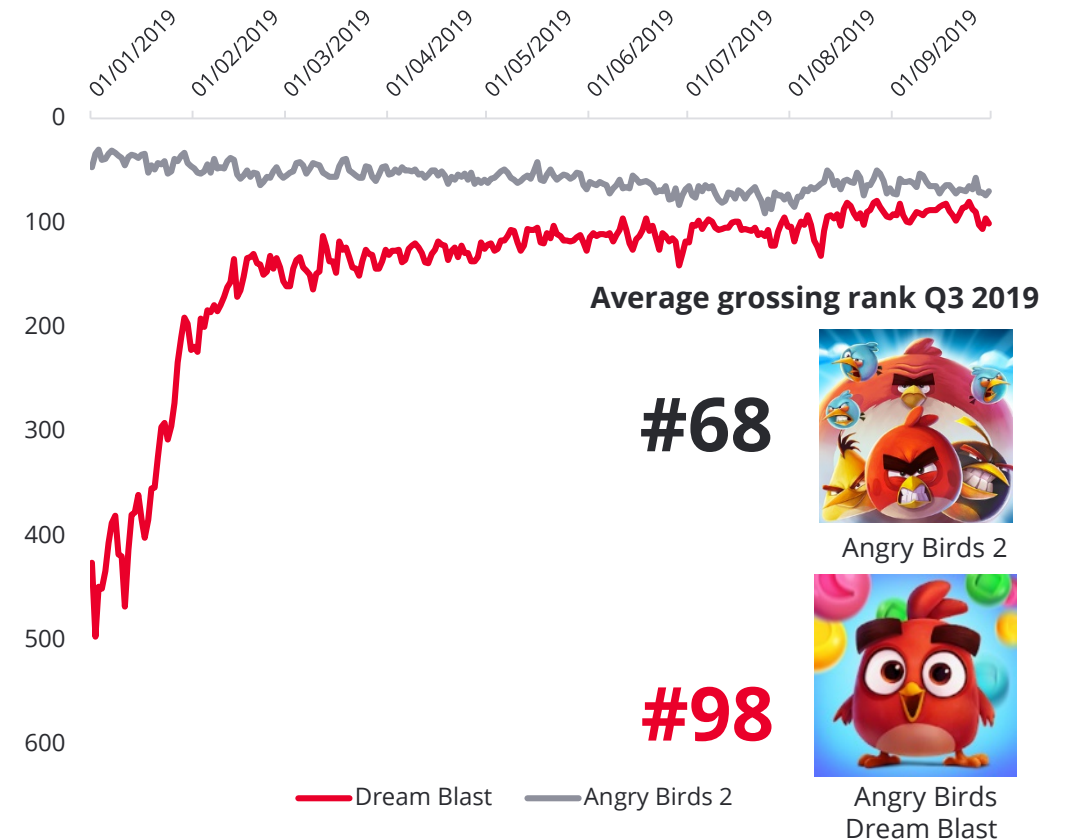
Growing Angry Birds games revenues

Angry Birds games revenue development



We have 2 Top 100 grossing Angry Birds games in the US

Angry Birds 2 and Dream Blast grossing position in the US Q1-Q3 2019¹⁾



¹⁾ iPhone Top Grossing Games
Source: App Annie, Rovio

Angry Birds games

8x

Live F2P mobile games



Best performing games

(Q3 2019)



ANGRY BIRDS 2



ANGRY BIRDS
Dream
Blast



ANGRY BIRDS
FRIENDS



ANGRY BIRDS
Match

Investing in new games

- 4 new F2P mobile Angry Birds games in development
- Licensing provides opportunity to explore new platforms and technologies

Different content for different channels

Movies

THE
ANGRY BIRDS
MOVIE

THE
ANGRY BIRDS
2
MOVIE



Long-form
animation

ANGRY BIRDS
SUMMER
CAMP
MADNESS

Planned



Short-form
animation

ANGRY BIRDS™
Blues



TV game show

ANGRY BIRDS™
CHALLENGE

Planned



NETFLIX

TOP 10 KIDS SHOWS IN THE USA

0-3S: TOP 10		4-7S: TOP 10		8-11S: TOP 10		12-16S: TOP 10	
1. PJ Masks	38%	1. PJ Masks	30%	1. Minecraft (Storymode)	31%	1. Stranger Things	37%
2. Little Baby Bum: Nursery Rhyme Friends	26%	2. Boss Baby	26%	2. ANGRY BIRDS	31%	2. Fuller House	31%
3. Octonauts	23%	3. Trolls	25%	3. Cloudy with a Chance of Meatballs	30%	3. Riverdale	26%
4. Word Party	22%	4. ANGRY BIRDS	21%	5. Boss Baby	26%	4. A Series of Unfortunate events	24%
5. Super Monsters	17%	5. Cloudy with a Chance of Meatballs	21%	5. Transformers	24%	5. Pretty Little Liars	23%
6. Llama Llama	17%	6. Octonauts	21%	6. Kung Fu Panda	21%	6. The Vampire Diaries	22%
7. Care Bears & Cousins	16%	7. Kung Fu Panda	21%	7. LEGO Ninjago	20%	7. Beyond Stranger Things	19%
8. Masha and the Bear	14%	8. TMNT (driven by film)	20%	8. Puss in Boots	20%	8. Sabrina	18%
9. Mother Goose Club	14%	9. Power Rangers	18%	9. Pokémon: The Series	20%	9. Gotham	17%
10. Pocoyo	14%	10. Captain Underpants	18%	10. Trolls	18%	10. Jeopardy	15%

TOP 10 KIDS SHOWS IN THE UK

0-3S: TOP 10		4-7S: TOP 10		8-11S: TOP 10		12-16S: TOP 10	
1. Peppa Pig	50%	1. PAW Patrol	30%	1. Minecraft	34%	1. Doctor Who	31%
2. PAW Patrol	48%	2. PJ Masks	26%	2. SpongeBob	27%	2. Stranger Things	31%
3. Ben & Holly	38%	3. Peppa Pig	25%	3. Alvin!!!	26%	3. Big Bang Theory	31%
4. Octonauts	33%	4. Ben & Holly	22%	4. ANGRY BIRDS	22%	4. Horrible Stories	30%
5. Hey Duggee	32%	5. SpongeBob	21%	5. Power Rangers	20%	5. Bake Off	25%
6. PJ Masks	31%	6. Alvin!!!	21%	6. Boss Baby	19%	6. Vampire Diaries	25%
7. Little Baby Bum	30%	7. Octonauts	21%	7. Transformers	18%	7. A Series of Unfortunate events	23%
8. Masha and the Bear	27%	8. Hey Duggee	20%	8. LEGO Ninjago	18%	8. Pretty Little Liars	22%
9. Go Jetters	27%	9. Masha and the Bear	18%	9. LEGO Batman	17%	9. Planet Earth	22%
10. Dora the Explorer	24%	10. Go Jetters	18%	10. Pokémon	17%	10. Sabrina	22%

Kids
Know
Best.

Source: KidsKnowBest polled 4,000 kids and parents about their views on the SVOD.

Planned content road map



SHORT FORM
YOUTUBE
CONTENT



ANNIVERSARY
YOUTUBE
CONTENT



SHORT FORM
YOUTUBE
CONTENT



TV GAME SHOW



SHORT FORM
YOUTUBE
CONTENT

NEW CONTENT

2019

2020

2021

2022

2023



ANIMATED
TV SERIES



*Unannounced
Project*

ANIMATED
TV SERIES



Focus on top licensees, retailers and product categories in key territories

Top territories

Top product categories

- Promotions & Loyalty Retail
- Food & Beverage
- Location-Based Entertainment

Example licensees

Example retailers



ANGRY BIRDS™ BRING THE ANGER

Creative campaign

Creative activations in US for audience, and influencers.

Events in NYC, LA, San Diego, Austin.

Influencers & media

Enlisted Squawk Squad of influencers delivering creative message.

Boosted with Digital & OOH in US.

Product marketing

Key in-game activation and campaign call to action for Angry Birds 2.

In-game activations in all live Angry Birds games.



Summary

- Angry Birds Games portfolio is robust with multiple new games in development
- Animation content roadmap with world-class production partners
- Consumer Products & Location-Based Entertainment: focused on top 4 markets, largest partners, direct deals
- Angry Birds is a unique brand with global reach and 360 degree consumer touchpoints and channels

