

PEANUTS[®]

by SCHULZ

8th Largest retail character brand in the world

#1 ranked prime time TV specials

Snoopy ranked #1 Most-Liked Spokescharacter

14M fans on social media



CONSUMER PRODUCTS

1,100+ licensees

100+ territories

- Hallmark
- ABC
- Cedar Fair
- Warner Bros.
- Twentieth Century Fox
- Universal Studios (Japan)

Peanuts in Asia

- 1K Snoopy-branded stores in China
- 24 Charlie Brown-branded cafés in Asia

US\$1.3B in annual retail sales (2015)

CONTENT & DISTRIBUTION

195 half-hours of existing content

Total number of titles

- 42 Peanuts specials, including:
 - *A Charlie Brown Christmas*
 - *A Charlie Brown Thanksgiving*
 - *It's the Great Pumpkin, Charlie Brown*
- Five feature films distributed by Paramount, CBS and FOX
- 500 animated 90-second shorts
- 104 animated 7-minute shorts
- Two TV series (18 x 22-minutes; 8 x 22-minutes)

45M comics read daily

Two mobile games (*Snoopy's Street Fair* and *Snoopy's Sugar Drop*)

- 700k active users in Japan

~C\$330M global box office: *The Peanuts Movie*



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