

# HELLO!

I'M

# B.DUCK

**BRAND PROFILE 2023**



**HKEX STOCK CODE : 2250.HK**



# BRANDS STORY





# COMPANY PROFILE

Established in 2001, Semk Products Limited specializes in creation, design, licensing, brand management and marketing of our iconic and evergreen B.Duck Family characters, including B.Duck, B.Duck Baby and Buffy, etc. Our B.Duck Family Characters are designed under the motto of “Be Playful” to appeal to a wide range of consumers across different geographies and demographics and has established footprints in Thailand, South Korea, Malaysia, and other countries in Asia and Europe.



# **B.DUCK**

## **ALWAYS "BE PLAYFUL"**

**B.DUCK**  
**BE PLAYFUL!**

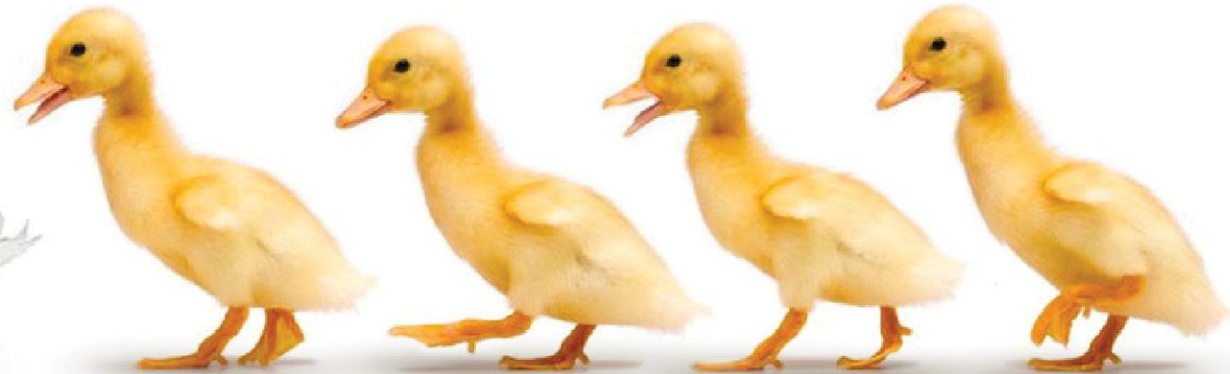
Designed by Mr. Eddie Hui in 2005, B.Duck was originally a gift for his children, he wanted to design a lovely rubber duck toy to accompany the children grow up. He created B.Duck by giving him twinkling eyes and lovely smiles, and also playfully incorporating his own hairstyle to B.Duck's appearance.

Creation of B.Duck was inspired by a real story of rubber ducks. In 1992, a cargo ship container that were headed from China to Washington DC, tumbled in the North Pacific, rough seas and huge waves knocked the duckies overboard. 29,000 rubber ducks began their incredible journey for more than 20 years. These rubber ducks have bobbed halfway around the world. 10,000 pcs of them have washed up into Arctic ice, the rest of them went South to the shores of Japan, Australia, Indonesia, and South America. B.Duck's parents were one of the Floatees; they've been always a role model for B.Duck - positive and love traveling around the world.



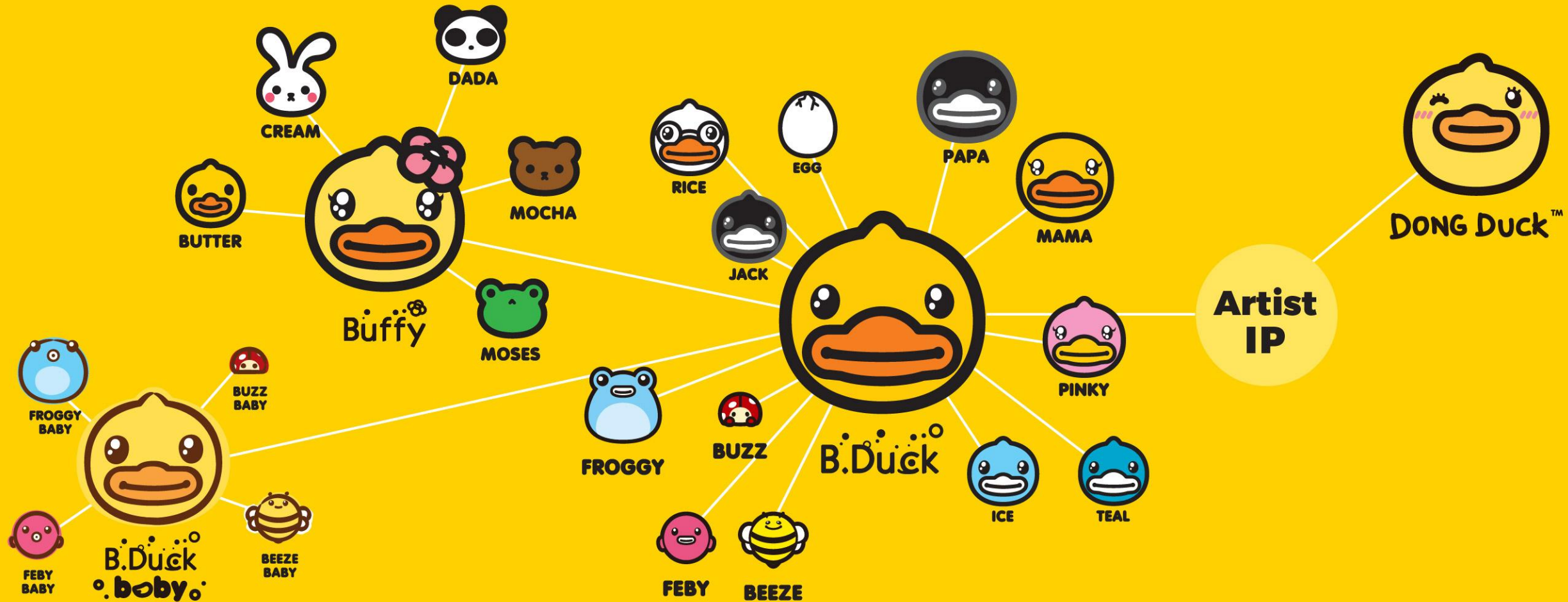
# BE PLAYFUL

**Be Different • Be Unique • Be Happy**





# 25 SELF-CREATED CHARACTERS





# B.DUCK AWARDS



**BDA HALL OF FAME AWARD 2023**  
 ■ IP Character



**CHINA LICENSING AWARD 2018**  
 ■ Best Retailer of the Year



**CHINA LICENSING AWARDS 2021**  
 ■ China Property of the Year  
 ■ Licensed Promotion of the Year  
 ■ Licensed Product (Houseware) of the Year



**JADE MONKEY AWARDS 2018**  
 ■ Best Licensing Team  
 ■ Best Emotion Award  
 ■ Most Valuable Cartoon & Animation IP



**JADE MONKEY AWARDS 2019**  
 ■ Best Licensing Team  
 ■ Best Decoration  
 ■ Most Valuable Cartoon & Animation IP



**Hong Kong Toy Awards 2018**  
 ■ The Best IP Character



Asian Property of the Year 2016



Asian Property of the Year & Best Retailer 2018



Asian Property of the Year 2019



Asian Property of the Year 2020



# LICENSING MARKET DATA

## Competitive Landscape of Character Licensing Market Ranking of Top Domestic Licensors in Character Licensing Market

Ranking and Market Share of Top Licensors in Character Licensing Market (by Revenue\*), Mainland China and Hong Kong, 2022

| Rank | Company Name                                        | Revenue<br>( HKD million) | Signature Character IP                                                                                             |
|------|-----------------------------------------------------|---------------------------|--------------------------------------------------------------------------------------------------------------------|
| 1    | Semk Holdings International Limited / 德盈控股国际        | 122.4                     | B.Duck                          |
| 2    | Alpha Group Co., Ltd / 奥飞娱乐                         | 96.1                      | Pleasant Goat and Big Big Wolf  |
| 3    | Fantawild Holdings Inc. / 华强方特                      | 88.0                      | Boonie Bears                    |
| 4    | Skynet (Shanghai) Brand Management Co., Ltd / 上海天络行 | 74.8                      | Teddy Bear Collection           |
| 5    | Pop Mart International Group Limited / 泡泡玛特         | 43.7                      | Molly                          |

- In 2022, among the domestic licensors whose headquarter is registered in mainland China or Hong Kong, Semk Holdings International Limited, who is famous for B.Duck, was the largest domestic licensor in the market in terms of revenue in mainland China and Hong Kong character licensing market.
- Revenue includes both royalties and licensing-related consulting fees. Revenues may be subject to change when 2022 annual reports are available to the public.
- The Company's figure may change subject to the Company's final confirmation.
- Pop Mart's figure may be subject to change upon the release of its annual report.

# LICENSING MARKET DATA

## Competitive Landscape of Character Licensing Market Ranking of Top Players in Character Licensing Market

Ranking and Market Share of Top Licensors in Character Licensing Market (by Revenue\*), Mainland China and Hong Kong, 2022

| Rank | Company Name                                | Revenue<br>( HKD million) | Market Share  |
|------|---------------------------------------------|---------------------------|---------------|
| 1    | The Walt Disney Company                     | 1,119.0                   | 24.0%         |
| 2    | Toei Animation Inc.                         | 275.2                     | 5.9%          |
| 3    | Sanrio Co., Ltd                             | 252.5                     | 5.4%          |
| 4    | <b>Semk Holdings International Limited</b>  | <b>122.4</b>              | <b>2.6%</b>   |
| 5    | Shueisha Inc.                               | 96.6                      | 2.1%          |
| 6    | Alpha Group Co., Ltd                        | 96.1                      | 2.1%          |
| 7    | Fantawild Holdings Inc.                     | 88.0                      | 1.9%          |
| 8    | Skynet (Shanghai) Brand Management Co., Ltd | 74.8                      | 1.6%          |
| 9    | Tsuburaya                                   | 65.3                      | 1.4%          |
| 10   | Universal Pictures                          | 52.1                      | 1.1%          |
|      | Others                                      | 2,429.7                   | 51.9%         |
|      | <b>Total</b>                                | <b>4,671.7</b>            | <b>100.0%</b> |

- In terms of licensing revenue of 2022, Semk Holdings International Limited ranked the 4th place with licensing revenue of HKD 122.4 million and market share of 2.6% in mainland China and Hong Kong character licensing market.

- Revenue refers to royalties from licensed merchandise goods, promotion and events as well as other consulting and design fees charged during licensing activities.
- The Company's figure may change subject to the Company's final confirmation.



# BRAND POSITIONING

## TARGET CUSTOMERS:

Millennials & Gen Z who prefer trendy and stylish products

AGE

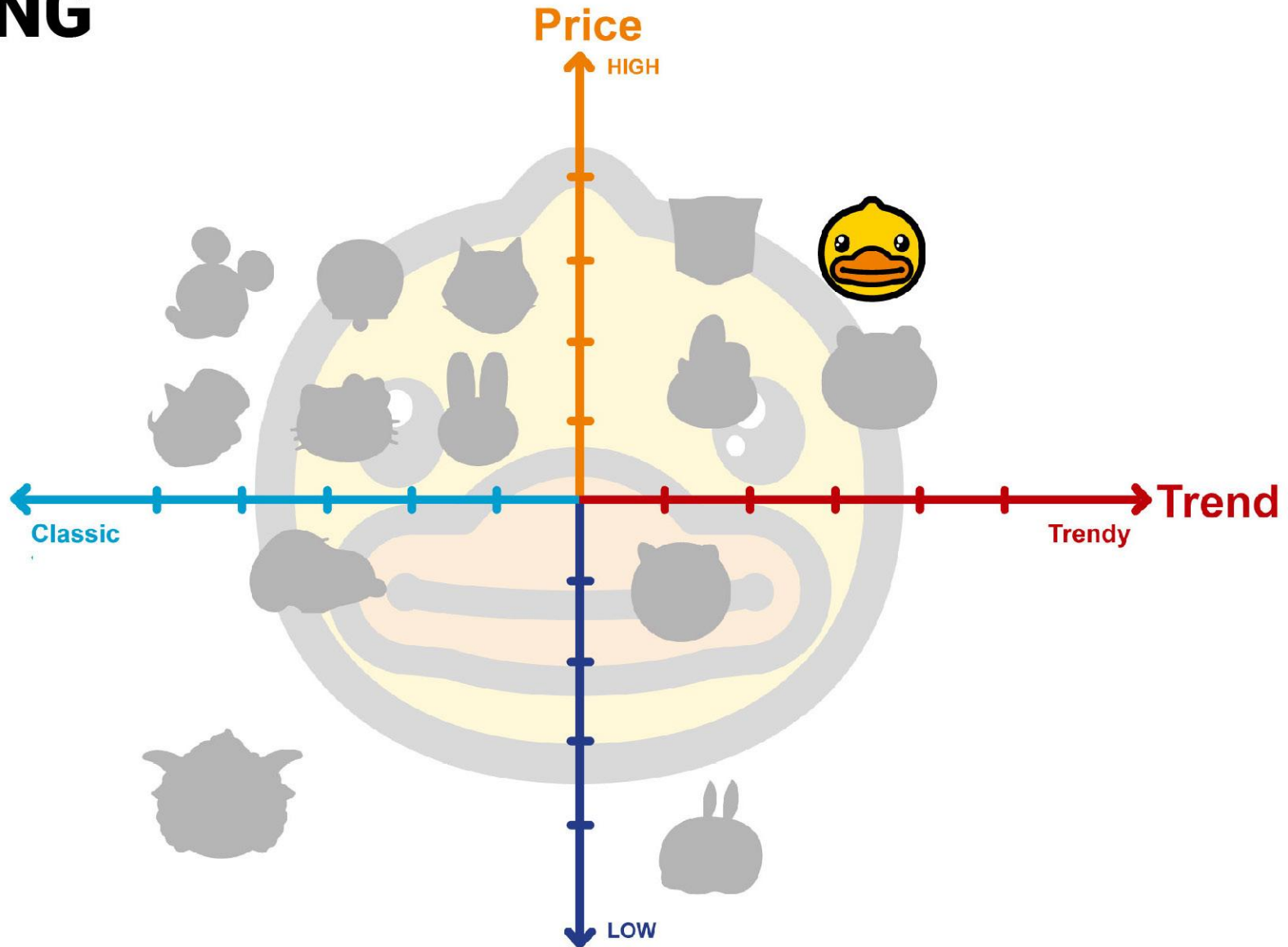
**15-35**

MALE / FEMALE

**3 : 7**

KEYWORDS

BRAND CONSCIOUS AND POSSESS  
QUALITIES SUCH AS TRENDINESS,  
HIGH PURCHASING POWER,  
TECH- SAVVINESS



# B.DUCK FANS WORLDWIDE

# 19,000,000+

## Social Platforms



  
371.2w

  
45.2w

  
2.9w

  
53w

  
103w

  
20.7w

## E-Commerce Platforms



  
356.6w

\*2023 Mar



# Social Media Data

## 740M

No. of Impression



## 219M

No. of Sending of Emotion Stickers



## 86.8M

No. Video Views



## 6.4M

No. of Engagement



# No.1

- We are the largest domestic character IP company and ranked fourth among all character IP companies in China, in terms of character licensing revenue in 2021 & 2022.

- Since 2017, the accumulated retail value of B.Duck licensed programs has exceeded 20 billion HKD.

# 20B

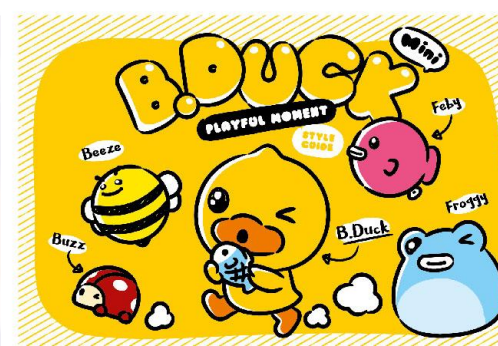
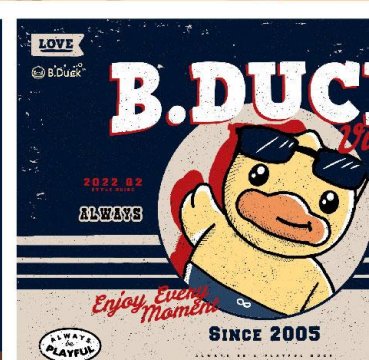
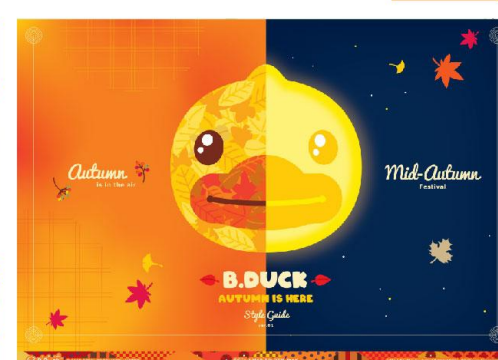
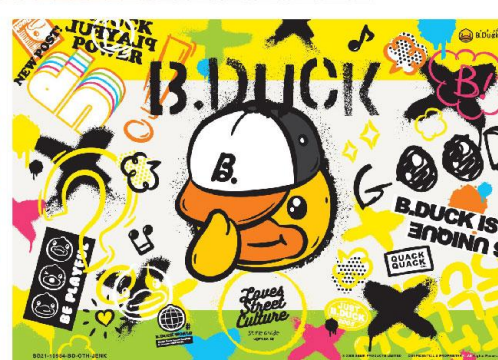
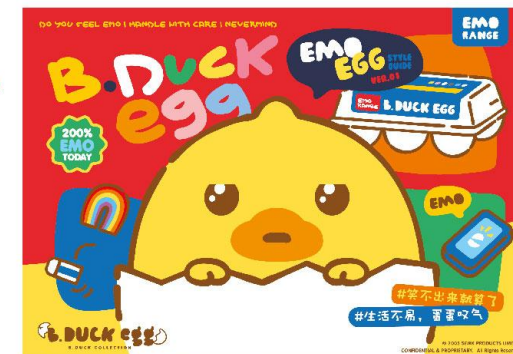
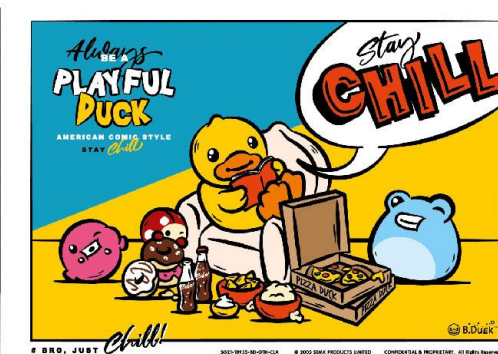
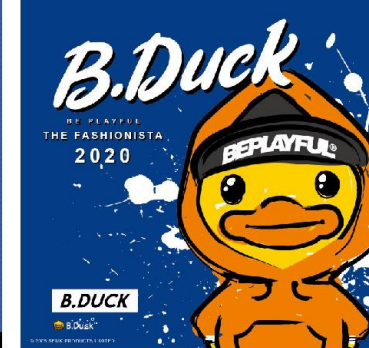




# EVOLUTION OF B.DUCK















PLAYFUL  
BE  
SINCE 2005  
JUST STAY  
COOL AND CHIC

# B.DUCK APPAREL







THE SIMPSONS™

PAC-MAN™

SMILEY World

Fatko®

TEEN TEAM

Dr. SLUMP ARALE

Rody

SONIC THE HEDGEHOG

mentos

MLGB®

GARFIELD

Chupa Chups

nanoblock™  
Randomevent®

BAROMR®

TEEN TEAM

Visible

ANB

YES JOY

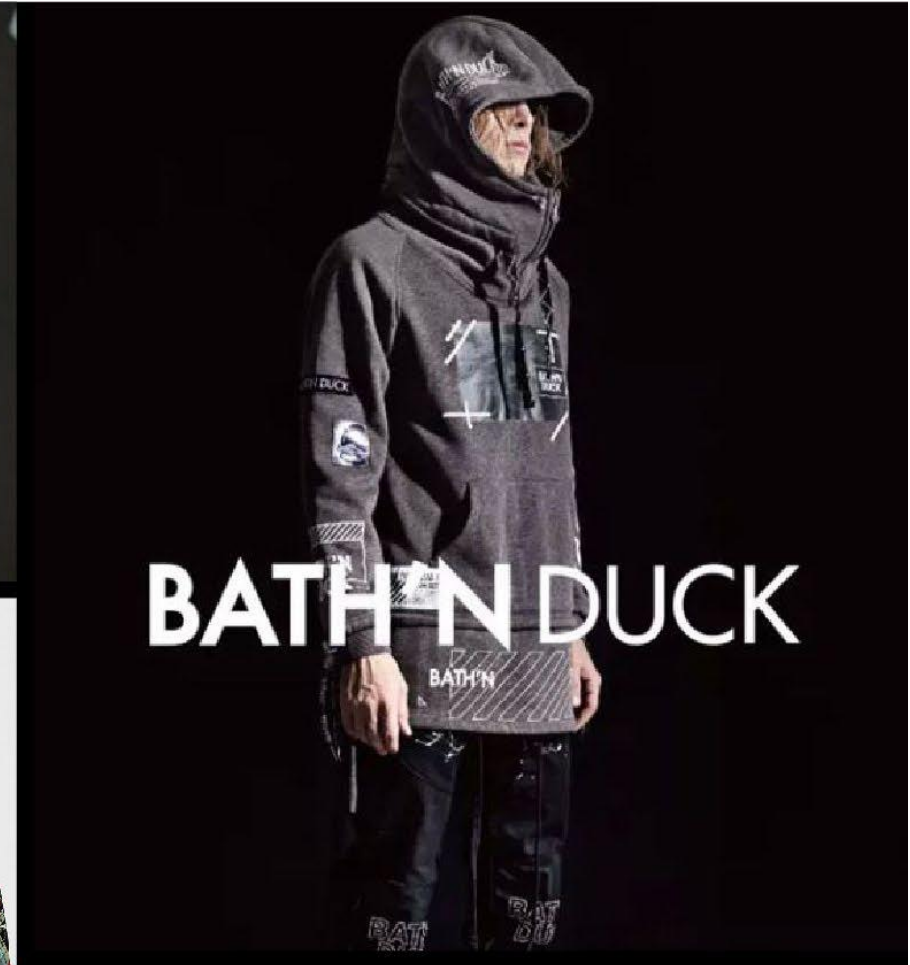
CCISCOMING®

southFiness













**DUCKPLUS**

DUCK IS EVERYTHING

#FUN



**DUCKPLUS**  
DUCK IS EVERYTHING

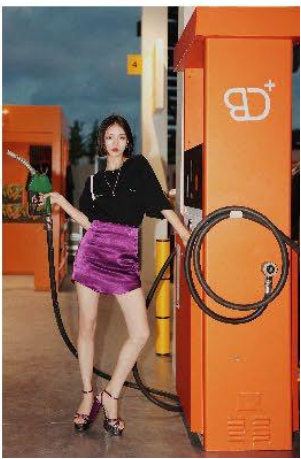


DUCK IS EVERYTHING





## BDUCK PLUS (Shanghai fashion week)





# SIGNIFICANT CAMPAIGNS





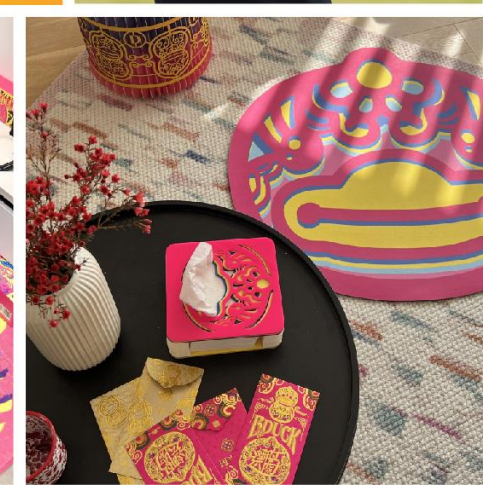


JAN 2023



MAINLAND CHINA

- Special crossover with 90's paper-cutting artist **Chen Fenwan 陳粉丸**
- Popup store in Shenzhen
- **30+ sku** of special-edition crossover products by **6 B.Duck licensees**
- **16+ million** of exposure on social media







OCT 2022

|

MAINLAND CHINA

- Launched new flavour tea with **Nayuki**
- covering **60+** cities **900+** stores
- **6000** special-edition crossover products sold on the launch day
- **17+ million** of exposure on social media

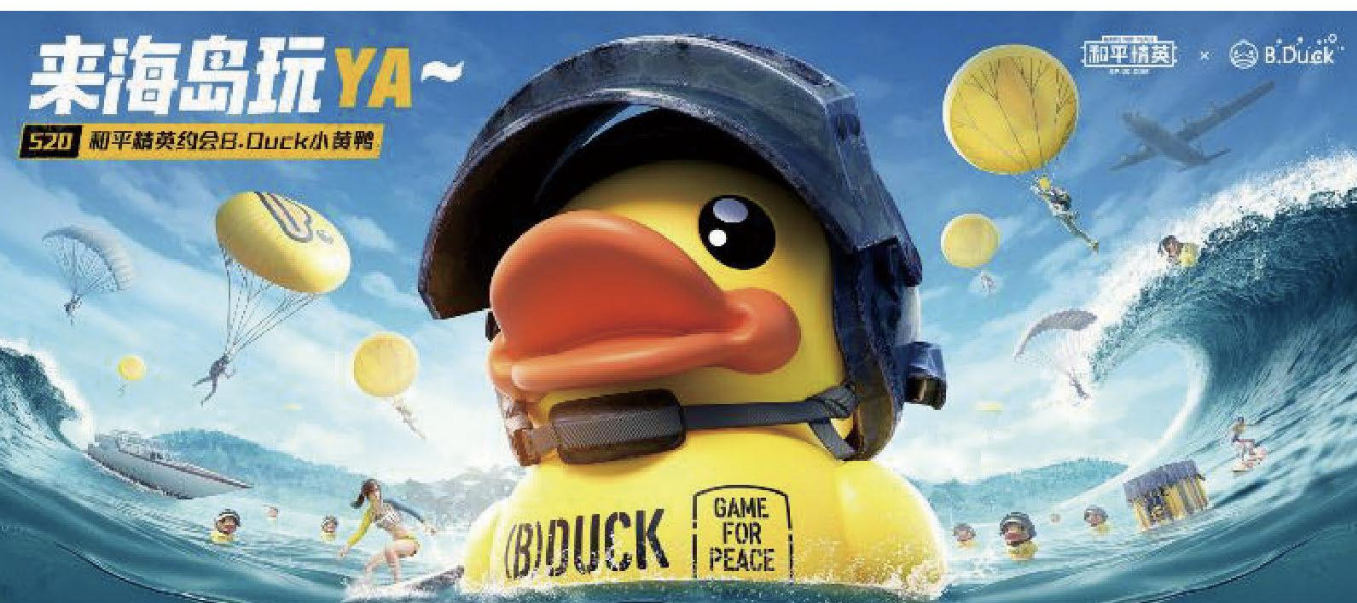






MAY 2020 | MAINLAND CHINA

- **300+ million** of exposure on social media
- In-game B.Duck skin and weapon set
- Special-edition crossover products
- Entered into **Top 10** on Weibo trending topic list in few hours
- Received **"The Best Collaboration of the Year"** award in PEC 2020

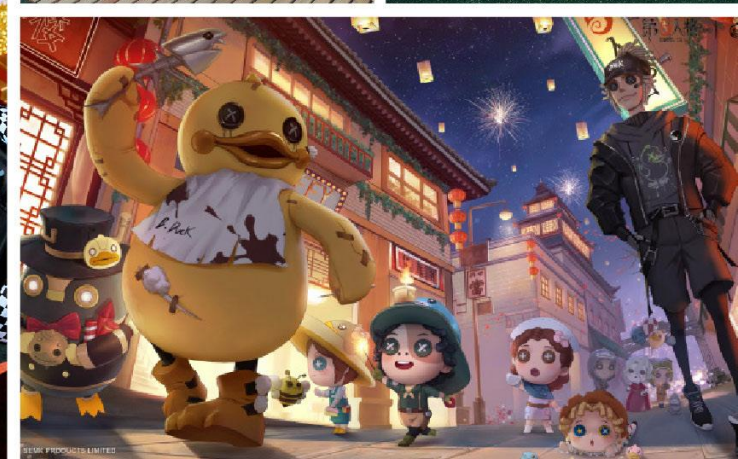






DEC 2021 | MAINLAND CHINA

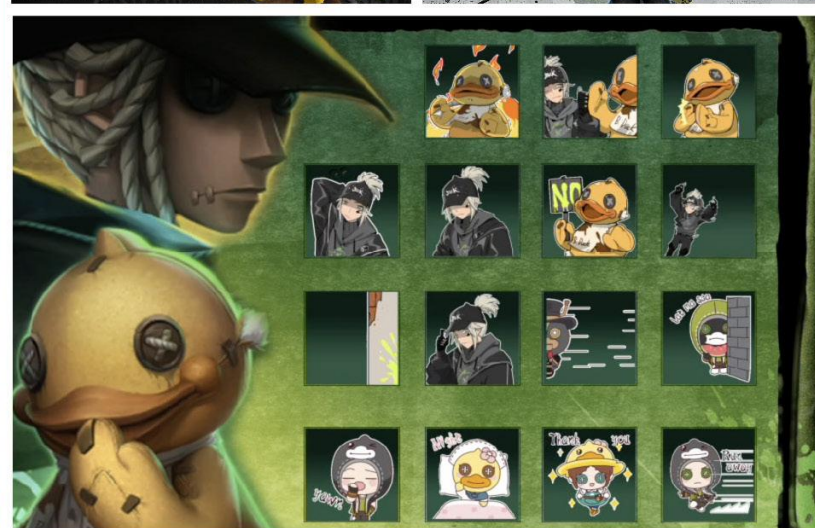
- In-game B.Duck costume & gear set
- **100+ sku** of special-edition crossover products by **17 B.Duck licensees**
- Popup store & attractions







WORLDWIDE



WORLDWIDE



# B.Duck™ × 電台巷火鍋

DEC 2020 | MAINLAND CHINA

- Created a **youthful** and **playful** atmosphere and elements into traditional hotpot restaurant
- B.Duck themed hotpot restaurant in all **1st & 2nd tier cities**
- Special-edition crossover products







# 东北大板

— 东北的 · 世界的 —

MAR 2020 | MAINLAND CHINA

- Launched on White Day
- **80+ million** of exposure with 30+ top tier KOL exposure online
- **10,000** cartons sold in 3 mins during livestream session by **No.1 livestream MC (Jiaqi Li 李佳琦)**







故宫宫廷文化

FEB 2020



MAINLAND CHINA

- Being the **1st character IP** to collaborate with The Forbidden City
- **40 million** of exposure in 3 days
- **50+ sku** of special-edition crossover products by **11 B.Duck licensees**
- **10+ million** in overall sales
- **40,000pcs** of clothing sold monthly





# DONG Duck™ × 周冬雨

DEC 2018

|

MAINLAND CHINA

- Co-owned IP with a famous celebrity **Zhou Dongyu (周冬雨)**
- **50 million** of exposure
- **11 million** of view in TikTok







DEC 2017 | MAINLAND CHINA

B.Duck x HEYTEA special edition products during Christmas holiday:

- Cup cover
- Membership card
- Popup store at most trendy spot in Taikoo Li Sanlitun, Beijing







LICENSING





**400+ Licensees**  
**36,000 sku**

As of today, B.Duck has over 400 licensees in Greater China Region, South East Asia and South America, with more than 36,000 licensed products. B.Duck is actively reaching out to its fans on the ground, with more than 100 different location-based events, drawing over 1.2 million visitors in each event, and reaching out **240 million visitors** in total.





**MORE THAN  
2,000  
OFFLINE STORES**



**ALL OVER  
600+ CITIES  
ACROSS CHINA**



Hi

Total Points of Sale Worldwide  
**31,200+**

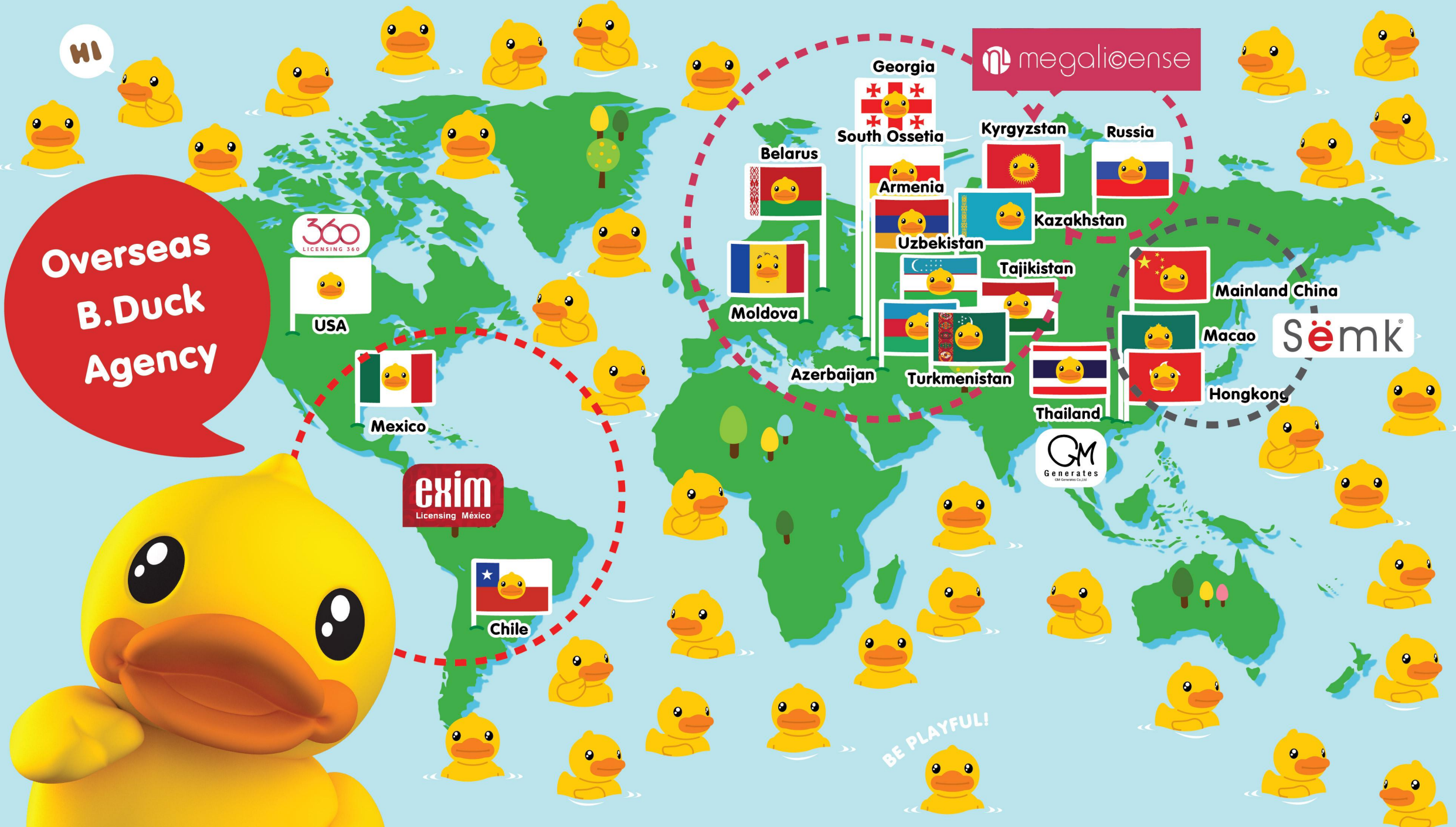
Licensing Network (Jurisdictions)  
**20+**



BE PLAYFUL!



Overseas  
B.Duck  
Agency



HI

360  
LICENSING 360



USA



Mexico

exim  
Licensing México



Chile



Belarus



Moldova

Azerbaijan



Georgia



South Ossetia



Armenia



Uzbekistan



Kyrgyzstan



Russia



Kazakhstan



Tajikistan



Turkmenistan



Thailand



GM  
Generates



Macao



Hongkong



Mainland China

Sëmk

megali@ense

BE PLAYFUL!



# OUR DUCKVERSE





# 10,000 3D B.DUCK NFTS

UNIQUE  
&  
ORIGINAL



WORLDWIDE



**B.DUCK**  
OVERSEAS



BE PLAYFUL

MECHADUCK



B.Duck™

MADworld



# B.DUCK

OVERSEAS



B.Duck™



MADworld



B.Duck has partnered with MADworld, a blockchain platform owned by Animoca Brands, to jointly launch the first B.Duck series of NFTs. The "Duckverse" will launch with a three-part series of B.Duck NFT drops, followed by cutting-edge on-chain content and gaming, physical products tied to digital ownership, and more. This innovative partnership will deliver digital B.Duck assets that provide **valuable and lasting utility, guarantee a return on joy to the community**, and entertain B.Duck's 10M global fans for years to come.

**1ST DROP 4,000 NFTS  
SOLD OUT IN 5 HOURS**

**DURING THE PUBLIC SESSION**

**HIGHEST SELLING PRICE 19.9ETH**

**INITIAL SELLING PRICE 0.06ETH**

**TRADING VOLUME 346ETH**

**SINCE LAUNCH**



# B.DUCK

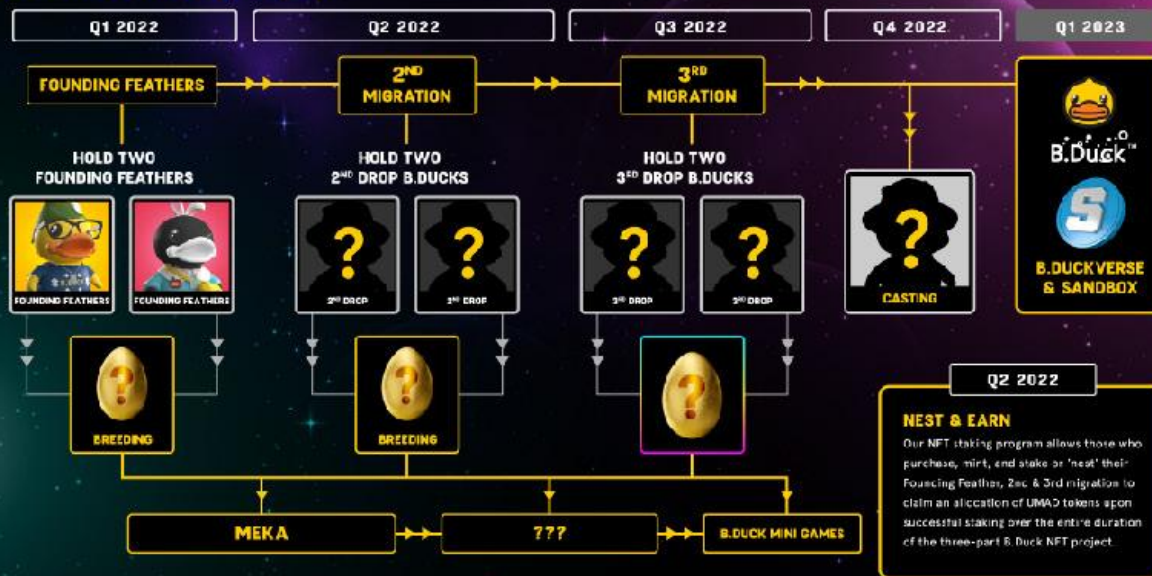
OVERSEAS

B.Duck enters Web3 with the GigaSpace and The Sandbox metaverse partnership, working alongside MADworld to establish a Web3 blueprint for brands and IPs in the metaverse.

THE  
SANDBOX



## B.DUCK ROADMAP



© 2015, 2021 BEMK PRODUCTIONS LIMITED

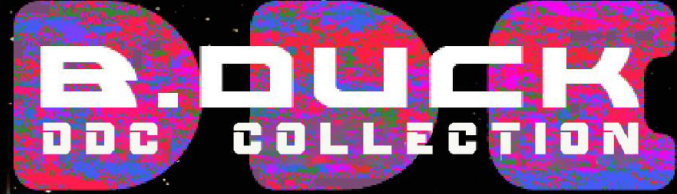
To build our own "Duckverse", B.Duck has acquired virtual land in the GigaSpace and the Sandbox and will build experiences to bring joy, positivity, and love to its 10+ million fans around the world.



METAVERS 2022  
GIGASPACE







MAINLAND CHINA



**140,000** UNIQUE  
& ORIGINAL  
3D&2D B.DUCK  
DIGITAL COLLECTION & COMMUNITY





TOGETHER BUILD  
**ONLINE & OFFLINE DUCKVERSE**  
WITH B.DUCK'S FANS AND FRIENDS!

INTERACTIONS

ONLINE

**B.DUCK  
LAND**

**B.DUCK FANS  
COOPERATIONS**

STORES

OFFLINE

GAMES

PHYSICAL GOODS

B.Duck will create an independent online virtual community, where fans can play games, buy virtual goods, take snaps during visits, etc., and feel the immersive entertainment. In the virtual community, fans can communicate freely with each other and even with B.Duck brand, without limitation of time and space. In addition, B.Duck fans can enjoy our playful P2E game, in which they can earn profits from the games and exchange physical products by visiting offline stores.

What's more, when purchasing B.Duck products offline, fans are offered the chance to obtain the privileges of online virtual community; a closed loop is thus formed to bridge virtual and physical items, online and offline businesses.





In order to form a **private traffic pool** in the B.Duck metaverse, we are running social platforms such as **Discord, Instagram and Twitter**, etc. to enhance the interaction and engagement between B.Duck and our NFT holders.

FACEBOOK



INSTAGRAM



TWITTER



DISCORD



TELEGRAM



B.Duck plans to jointly develop a game with iDreamSky and aims to attract more users and facilitate the contents operation for **B.Duck Fanbook** server, by utilizing the game experience of iDreamSky, and the fans accumulated by B.Duck in the IP field.





# CONSUMER PRODUCTS





# THERMOS®

2013 to Present  
Mainland China  
Thermal Bottle



## LICENSING CONSUMER PRODUCTS



## FACE

2016 to Present  
Mainland China  
Thermal Bottle



**lofree® 洛斐**

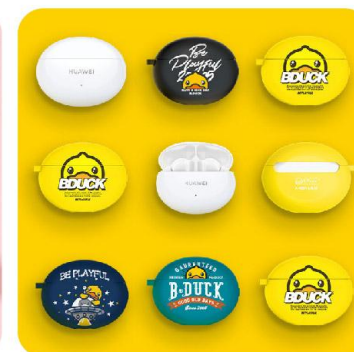
2018 to Present  
Mainland China  
3C Gadgets



2022 to Present  
Mainland China  
Handheld  
Game console

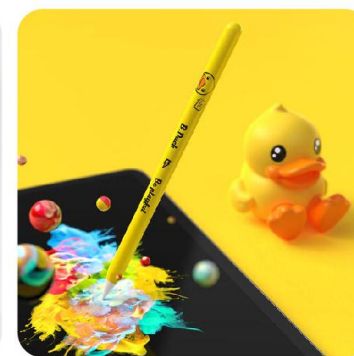


**LICENSING  
CONSUMER  
PRODUCTS**



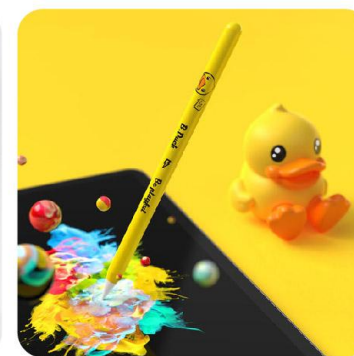
**CASIO  
BABY-G**

2020 - 2021  
Mainland China  
Watches



**momax**

2021 to Present  
Mainland China  
3C Gadgets







# LICENSING CONSUMER PRODUCTS



**FUJIFILM**  
Value from Innovation  
2017 to Present  
Mainland China  
Instant Camera



LUOLAI 罗莱家纺



2014 to Present  
Mainland China  
Bedding Set



LICENSING  
CONSUMER  
PRODUCTS



Quanu 全友

2022 to Present  
Mainland China  
Home Appliances



Leader

2023 to Present  
Mainland China  
Electronic &  
Home Appliances







**MeadJohnson**  
Nutrition

2017 - 2018  
Mainland China  
Baby Toy, Cutlery Set



**LICENSING**  
CONSUMER  
PRODUCTS



**UNI-FUN**<sup>®</sup>  
2017 to Present  
Mainland China  
Kids Toys



**Luddy.乐的**

2016 to Present  
Mainland China  
Kids Toys



**Holeo**  
火乐鱼

2019 to Present  
Mainland China  
Baby Product



2018 to Present  
Mainland China  
Baby Product





2020 to 2021  
Mainland China  
Skin Care



2019 - 2020  
Mainland China  
Tissue



2018 to Present  
Mainland China  
Steam Eye Mask/  
Eye Wash



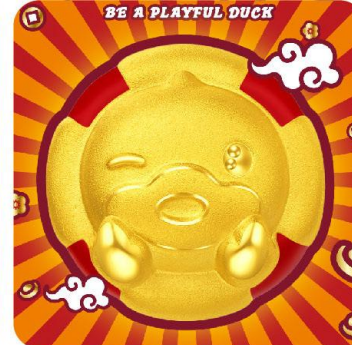
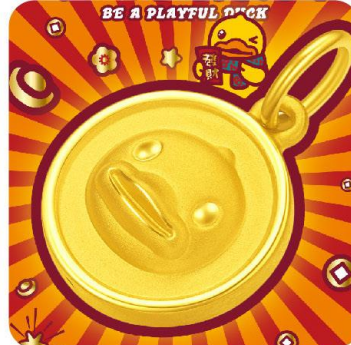
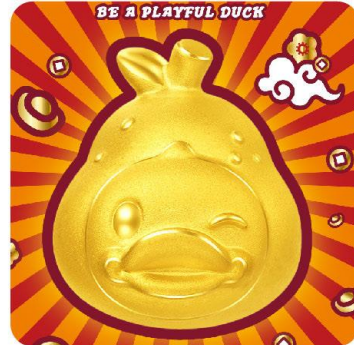
2010 - 2021  
Mainland China  
Personal Care



2018 to Present  
Mainland China  
Oral Care Product







周大福  
CHOW TAI FOOK

2021 to Present  
Mainland China  
Gold Ornaments

LICENSING  
CONSUMER  
PRODUCTS



萌奇

2019 to Present  
Mainland China  
Mystery Toy Box





2021 to Present  
Mainland China  
Yogurt



2020 to Present  
Mainland China  
Juice



LICENSING  
CONSUMER  
PRODUCTS



2018 - 2021  
Mainland China  
Foods



炊大皇 COOKER<sup>®</sup>  
KING

2020 to Present  
Mainland China  
Kitchen Appliances



陶陶居

始于1880

2022 to Present  
Mainland China  
Pastry



2020 to Present  
Mainland China  
Kitchen Appliances





光大信用卡  
CEB CREDIT CARD  
刷新每一天

2017 to Present  
Mainland China  
Credit Card



华为主题

2019 to Present  
Mainland China  
Mobile Phone Theme

China T-union

2017 to Present  
Mainland China  
Transport Card

(Guangzhou, Beijing, Shanghai,  
Shenzhen, Chengdu, Nanjing,  
Wuhan)







2021 to Present  
Mainland China  
Camping Product



**LICENSING**  
**CONSUMER**  
**PRODUCTS**





# LICENSING (CONSUMER PRODUCTS)

## THERMOS®

2015 to Present  
HK SAR / Macau SAR  
Thermal Bottle



2017 to Present  
HK SAR / Macau SAR  
Chinese Patisserie





# LICENSING (CONSUMER PRODUCTS)



2020 to Present  
HK SAR  
Mask & Disinfectant Accessories



## KATLAI

2021 - 2022  
HK SAR  
Mask Aromatherapy Patch





# LICENSING (CONSUMER PRODUCTS)

*Karibu™*

2017 - 2020  
HK SAR  
Baby Appliances



**CASABLANCA®**

2012 to Present  
HK SAR / Macau SAR  
Bedding Set





# LICENSING (CONSUMER PRODUCTS)



2020 to Present  
HK SAR  
Air Purifiers, Invisible Gloves





# LICENSING (CONSUMER PRODUCTS)

GERMAN  
POOL



2014 - 2018  
HK SAR  
Kitchen Appliances

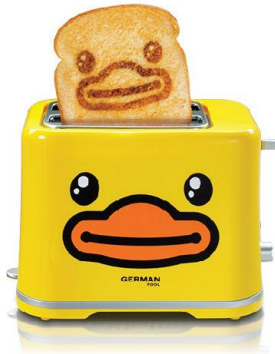
THE  
SPARKLE  
COLLECTION

GERMAN  
POOL  
featuring  
B.Duck™



MADE WITH  
SWAROVSKI  
ELEMENTS

定價: 港幣\$33,999



AXE®

2019 to Present  
HK SAR  
Dishwashing Detergent





# LICENSING (CONSUMER PRODUCTS)

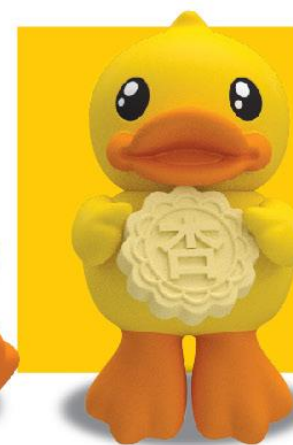


2019 to Present  
HK SAR  
Tourbillon Watch



八達通  
OCTOPUS

2016  
HK SAR  
Octopus Card



**m** 澳門通  
MACAU Pass

2021  
Macau SAR  
Macau Pass



# LICENSING (CONSUMER PRODUCTS)

## AirSoda

2022 to Present  
HK SAR  
Home Appliances



## THANN™

2023 to Present  
HK SAR  
Aroma Diffuser





# LICENSING (CONSUMER PRODUCTS)

## True & Cheers

2022 to Present  
HK SAR  
Toy & Kitchenware



INNOTIER

2023 to Present  
HK SAR  
Antiviral Products





# LICENSING (CONSUMER PRODUCTS)



2023 to Present  
HK SAR  
Mahjong Set, Kids Camera,  
Bedding Set





# LICENSING (CONSUMER PRODUCTS)



2017 to Present  
HK SAR  
Retail Store



Citistiore



Sogo



Windsor House

YATA





# LICENSING (CONSUMER PRODUCTS)

## THERMOS®

2013 to Present  
Malaysia  
Thermal Bottle



## ACONATIC

2020 to Present  
Thailand  
Kitchen Appliances



# LICENSING (CONSUMER PRODUCTS)

## G9 SKIN

2017 - 2019  
Korea  
Cosmetics



## MISTINE

2019 - 2022  
Thailand  
Cosmetics





# LICENSING (CONSUMER PRODUCTS)



2019 - 2020  
Singapore  
Transportation Card



2019  
Malaysia  
Tea Pot Set



© 2005, 2019 Bemark Products Limited  
\*Sementara stok masih ada



# LICENSING (CONSUMER PRODUCTS)



2022 to Present  
Thailand  
Personal Care





# LICENSING (CONSUMER PRODUCTS)

TEDE

2023  
Russia  
Apparel





A promotional graphic featuring three yellow rubber ducks floating on blue water. The ducks are arranged with one large duck on the left, a smaller duck on the right, and a tiny duckling in the foreground of the large duck. The word "PROMOTIONAL" is written in white, bold, sans-serif capital letters across the center, with a small yellow square at the end of the word.

**PROMOTIONAL.**



watsons 屈臣氏

2017 - 2019  
Mainland China

**B.DUCK专场**  
萌物小黄鸭·潮货来袭

**B.Duck快速吸水干发帽**  
活动价: **15元**

**B.Duck人字拖鞋**  
活动价: **29.9元**

**B.Duck休闲水杯 (Lovely)**  
**B.Duck休闲水杯 (Happy)**  
① 不含双酚A ② 双层隔热 换购价: **35元**  
(满50换购, 非换购价50元)

**B.Duck轻便太阳伞 (Lovely)**  
**B.Duck轻便太阳伞 (Happy)**  
防晒系数: UPF 50+ 换购价: **35元**  
(满50换购, 非换购价50元)

**B.Duck纯棉纱布洗脸巾 2条装**  
活动价: **15元**

**B.Duck旅行空瓶套装 50ml (2个装)**  
活动价: **16元**

**B.Duck旅行空瓶套装 100ml (2个装)**  
活动价: **16元**

**B.Duck驱蚊手环**  
活动价: **12.5元**

**B.Duck驱蚊贴**  
活动价: **16元**

**B.Duck™**  
© 2017 B.Duck Products Limited  
Licensed by B.Duck Global Marketing Limited



2017  
Mainland China



2016  
Mainland China



LICENSING  
PROMOTIONAL



# LICENSING (PROMOTIONAL)

**Colgate®**

2013- 2016  
HK SAR  
Personal Care Premium



NUTRICIA®  
**Nutrilon**

2015  
HK SAR  
Kids Gift & Toy



 **彩豐行**  
CHOI FUNG HONG

2016  
HK SAR  
Bathing & Skin Care



**Friso** 美素佳兒

2015  
HK SAR  
Luggage





# LICENSING (PROMOTIONAL)



2015  
HK SAR  
Music App

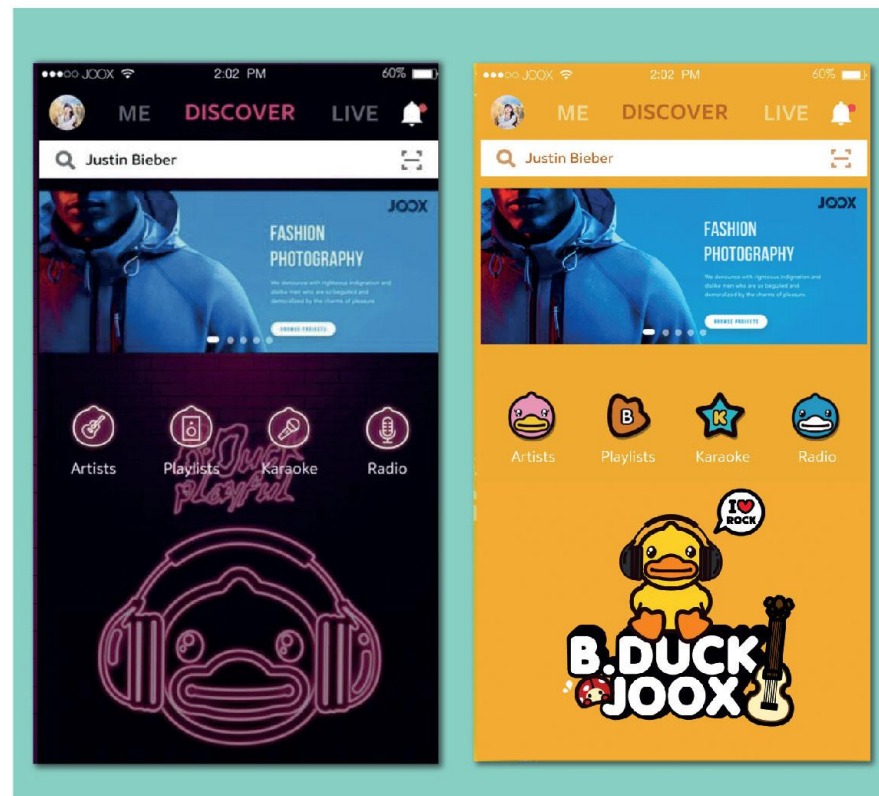


2013 - 2019  
HK SAR  
U Magazine On-Pack Premium



# JOOX

2019  
HK SAR  
Music App





# LICENSING (PROMOTIONAL)



i'm lovin' it®

2015  
HK SAR  
Birthday Party



2019  
HK SAR  
Hundredth Day  
Banquet





# LICENSING (PROMOTIONAL)



**Hkexpress**

2019  
HK SAR  
Travel Product





# LICENSING (PROMOTIONAL)

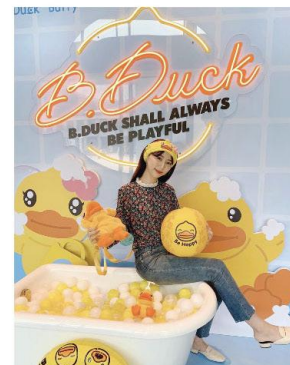


2019  
HK SAR  
Themed Pop-up Event



## eslite 誠品

2019  
Taiwan CN  
Pop-up Store





# LICENSING (PROMOTIONAL)

**TESCO**  
**Lotus**  
*Express*

1500+ BRANCH

2015 - 2018  
Thailand  
Convenience Store Promotion





# LICENSING (PROMOTIONAL)



2000+ BRANCH

2013  
Thailand  
Convenience Store Promotion





# LICENSING (PROMOTIONAL)

## IKANO

2020 - 2021  
Malaysia  
Shopping Mall Pop-up Store



## ASIATIQUE

2019  
Thailand  
Pop-up Store





# LICENSING (PROMOTIONAL)

**SAMYAN**  
MITRTOWN

2022  
Thailand  
Pop-up Store







# LOCATION-BASED ENTERTAINMENT





Be Here For You  
圣诞奇妙遇见

2016  
Chengdu  
IFS  
CLE Best Licensee-2017



# LICENSING LOCATION-BASED ENTERTAINMENT



## Buck 童趣乐园 你好Ya 新光里

2016  
Chongqing  
SHIN KONG LI



Buffy  
航站楼

2017-2019  
Nanjing Shanghai  
Xiamen Tianjing



## B.Duck 社交进化论

2018-2019  
Guangzhou  
Wuhan  
Foshan





## B.Duck 丛林探险奇遇记

2019-2021  
Dalian Nanjing  
Guangzhou Dazhou



## B.Duck 广府文化节

2020  
Guangzhou Foshan  
OCT HARBOUR PLUS



## LICENSING LOCATION-BASED ENTERTAINMENT



## B.Duck GAME WORLD

2021  
Shanghai  
GALA MALL





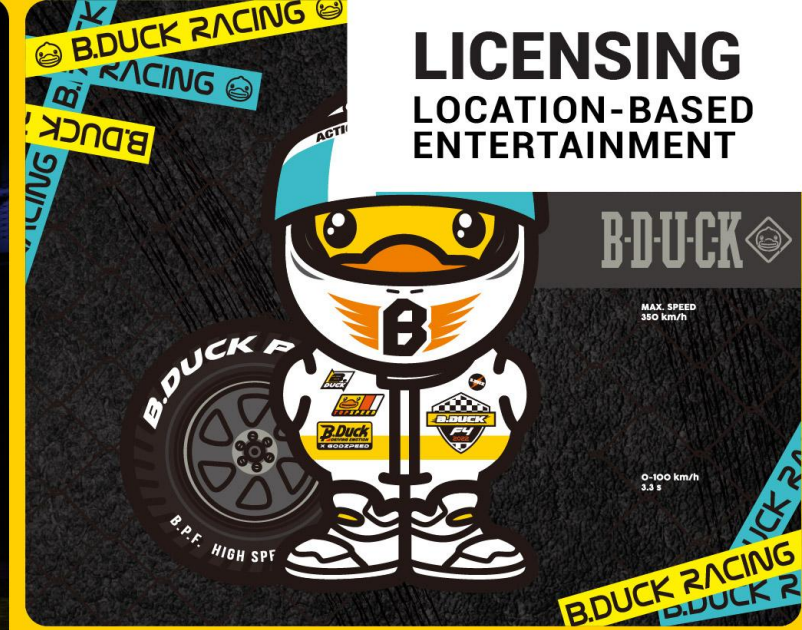


2022  
Theme Park  
Shenzhen  
Mainland China

LICENSING  
LOCATION-BASED  
ENTERTAINMENT











2019 to present  
Hotel Theme Room  
Mainland China



LICENSING  
LOCATION-BASED  
ENTERTAINMENT



北京香格里拉饭店  
Shangri-La hotel  
BEIJING

2018  
Hotel Theme Room  
Mainland China



2018 to present  
Hotel Theme Room  
Mainland China





OCT 華僑城·南京  
2020 to Present  
Nanjing . Overseas Chinese Town  
Theme Attractions

HAPPY VALLEY  
欢乐谷



LICENSING  
LOCATION-BASED  
ENTERTAINMENT







2019 to present  
B.Duck Fun Family  
Entertainment Center



**LICENSING**  
LOCATION-BASED  
ENTERTAINMENT



2021 B.Duck Theme Park, Lanzhou







无锡 Wuxi



天津 Tianjin



深圳壹方城 Shenzhen



成都万象城 Chengdu



北京喜隆多 Beijing



杭州银隆 Hangzhou



重庆金沙天街 Chongqing

# LICENSING LOCATION-BASED ENTERTAINMENT







**LICENSING**  
LOCATION-BASED  
ENTERTAINMENT



 **B.DUCK TEA™**

2020 - 2021

**B.Duck Tea - Bubble Tea**  
Snack & Gadgets All-in-One



# LICENSING (LOCATION-BASED ENTERTAINMENT)



2017 - 2019  
HK SAR  
B.Duck Café



大阪 九条  
**Izumi Curry**  
いずみカレー

2016  
HK SAR  
Pop-up Café





# LICENSING (LOCATION-BASED ENTERTAINMENT)



2018  
HK SAR  
Pop-up Café



2022  
HK SAR  
Shopping mall event

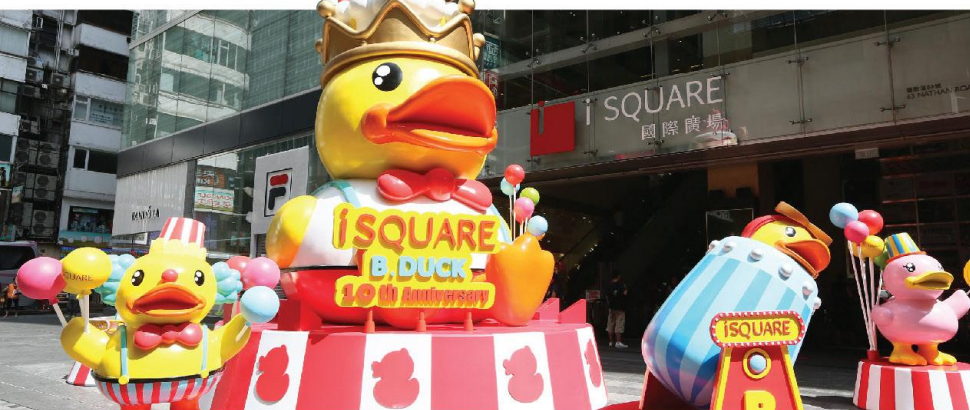




# LICENSING (LOCATION-BASED ENTERTAINMENT)



2015  
HK SAR  
Shopping Mall Event



2016  
HK SAR  
Shopping Mall Event

V city





# LICENSING (LOCATION-BASED ENTERTAINMENT)

興趣樂滿  
繽Fun博覽

2021  
HK SAR  
Hobby And Fun Expo



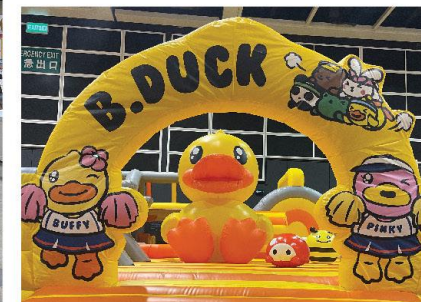
ACG HK  
香港動漫電玩節

2019 to present  
HK SAR  
Ani-com Fair



開心U12  
嬰童博覽  
Babies n Kids Expo 2021

2021  
HK SAR  
Ani-com Fair





# LICENSING (LOCATION-BASED ENTERTAINMENT)



2021 - 2022  
HK SAR  
Ocean Park Water World



B.Duck 大型充氣  
白石小欖水上樂園

2018 - 2019  
HK SAR  
Water Park





# LICENSING (LOCATION-BASED ENTERTAINMENT)



2022  
HK SAR  
Hotel Theme Room  
Waterpark





# LICENSING (LOCATION-BASED ENTERTAINMENT)



2019  
HK SAR  
Hotel Theme Room



2011, 2018  
HK SAR  
Hotel Theme Room





# LICENSING (LOCATION-BASED ENTERTAINMENT)

荃灣活力跑 虛擬二  
TSUEN WAN VIRTUAL RUN 2022

2022  
HK SAR  
Virtual Run

RACE  
PACK



B.DUCK RUN

2018 - 2019  
HK SAR  
B.Duck Run





# LICENSING (LOCATION-BASED ENTERTAINMENT)



2019  
HK SAR  
Health Center



2018 - 2019  
HK SAR  
Cooking Class





# LICENSING (LOCATION-BASED ENTERTAINMENT)

2022  
HK SAR  
Duck Piece Exhibition

[B.Duck x World Artists Duck Piece Exhibition] - ACGHK2022

B.Duck has collaborated with 50+ artists worldwide to showcase their creative B.Duck art pieces at the ELEFUN POP Art & Toy Show!

**B.DUCK**  
*B.Duck shall always be playful*



**50+** artists worldwide



Hong Kong SAR



Mainland China



Taiwan CN



France



Japan & Korea



Southeast Asia



# LICENSING (LOCATION-BASED ENTERTAINMENT)



2016  
Indonesia  
Shopping Mall Event



2014  
Indonesia  
Shopping Mall Event





# LICENSING (LOCATION-BASED ENTERTAINMENT)



## SM MOA GRAND MASCOT PARADE

2020  
Philippines  
Mascot Parade



## GRAND BALLOON PARADE

2019  
Taiwan CN  
Balloon Parade



## KENTING

@ Kenting Forest Recreation Area

2019 - 2020  
Taiwan  
Figurine



Paris  
Parade

POR UN MUNDO MEJOR

DOMINGO 9 DE DICIEMBRE  
19:00 HRS EN LA ALAMEDA  
¡NIÑOS CON DISFRAZ!

## PARIS PARADE

2018  
Chile  
Mascot Parade





# LICENSING (LOCATION-BASED ENTERTAINMENT)

## WATER FESTIVAL

2019  
Thailand  
Songkran



## B.DUCK CAFE BY SHICHI

2018 - 2019  
Thailand  
Café

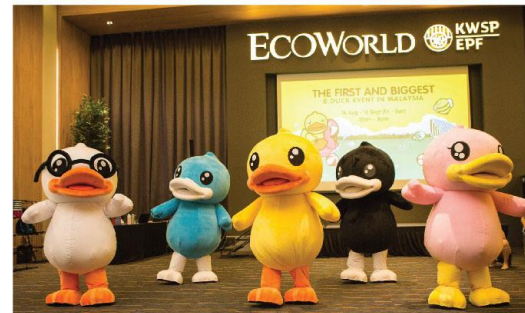




# LICENSING (LOCATION-BASED ENTERTAINMENT)

**ECOWORLD**  
CREATING TOMORROW & BEYOND

2019  
Malaysia  
B.Duck Inflatable Playground



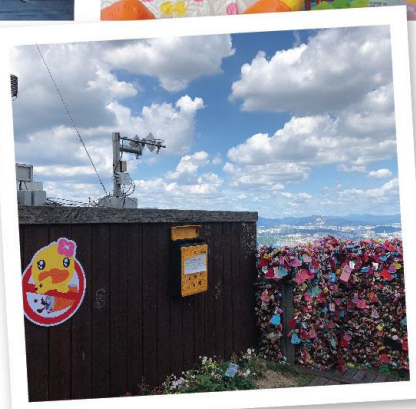
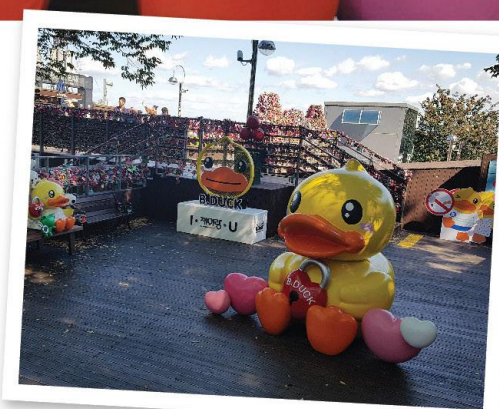


# LICENSING (LOCATION-BASED ENTERTAINMENT)



## SEOUL TOWER

2018 - 2019  
Korea  
Seoul Tower Locks of Love

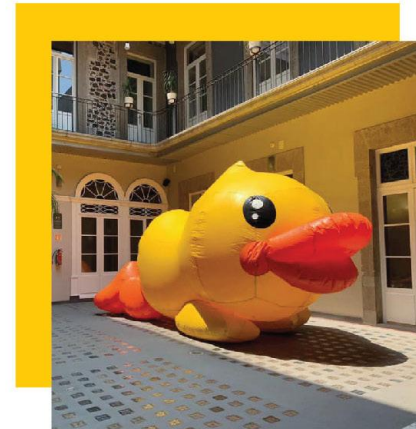




# LICENSING (LOCATION-BASED ENTERTAINMENT)

**mumedi**  
Museo Mexicano del Diseño

2019  
Mexico  
Photograph Exhibition





A stylized, low-poly illustration in a dark, moody color palette. In the upper left, a character's head is shown in profile, wearing a dark cap with the word 'JACK' written on it in a light, stylized font. Below this, a small, round, robot-like figure with a single eye and a small antenna is visible. The background is filled with abstract, swirling shapes and patterns, suggesting a complex, possibly digital or mechanical environment. The overall style is reminiscent of indie game art or digital illustration.

# CONTENT & MEDIA







2022  
Mainland China  
Mobile Game



一探到底，收获惊喜。  
**海滩寻宝**



十大精彩活动，共庆周年。  
**海岛乐园**



齐心协力，共享奖励。  
**水上拔河**



周年鸭鸭，轻松领取。  
**一起领奖鸭**



**LICENSING  
CONTENT &  
MEDIA**



★ 进入周年庆典 ★



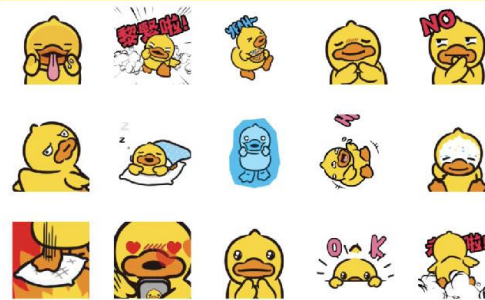
© 2005, 2017, 2022 SEMK PRODUCTS LIMITED



# LICENSING (CONTENT & MEDIA)

TOWER OF SAVIORS  
神魔之塔

2015  
Taiwan CN  
Mobile Game



Animated stickers are out now!  
• WhatsApp • Signal

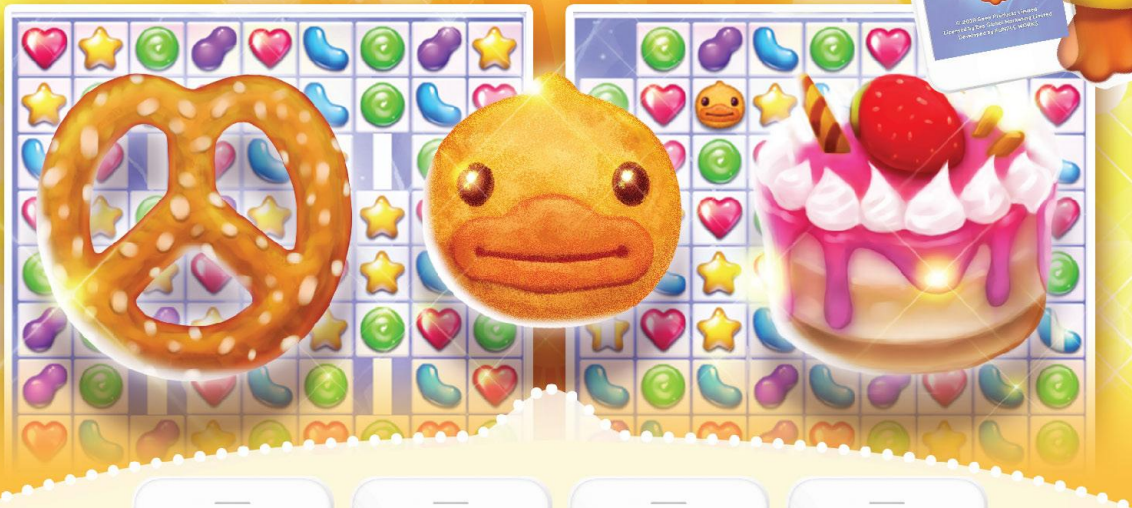




# LICENSING (CONTENT & MEDIA)

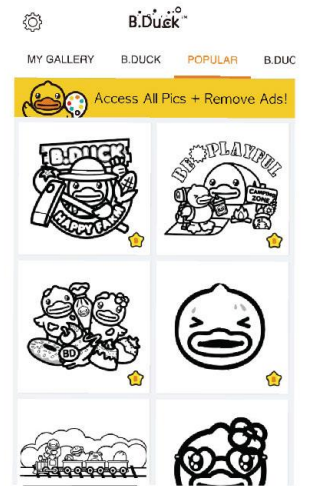
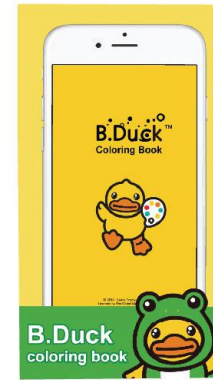


2018 - 2020  
Korea  
Mobile Game



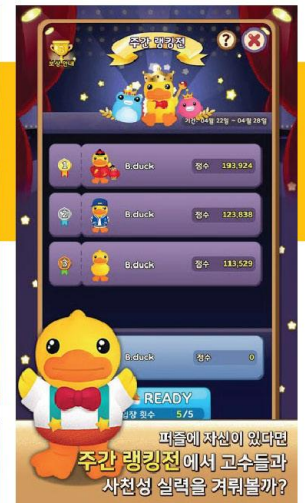
## Coloring Book App

2018  
Korea  
Mobile Game



## MAHJONG GAME

2019  
Korea  
Mobile Game





# LICENSING (CONTENT & MEDIA)



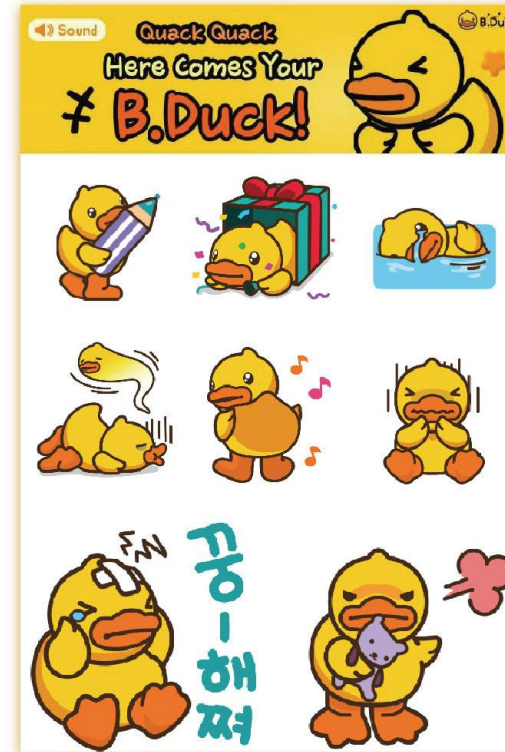
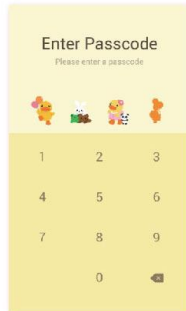
2019  
Thailand  
Line Sticker



2019  
Korea  
Line Sticker



Theme Wallpaper



## KAKAO

2017 - 2018  
Korea  
Kakao Talk Sticker



# CHARITY



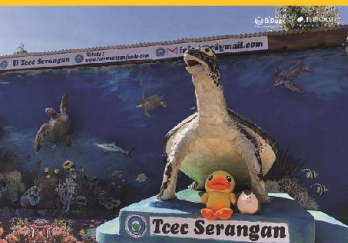


# CHARITY

刺猬CIWEI

体验 | 实践 | 求知

2019  
Bali, Indonesia  
Save The Sea Turtles



Release the little sea turtles



GoFun  
首汽共享汽车

2018  
Mainland China  
Site Visit and "B.Duck Library"  
Charity Campaign

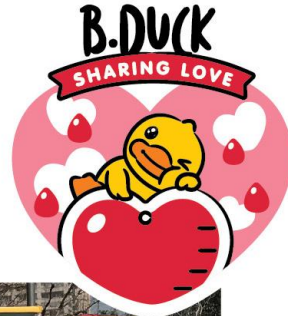




# CHARITY



2017 to Present  
Mainland China  
Themed Blood Donation Vehicle



Guangzhou



Shenzhen



Shanghai



Xiamen



Fujian



Hangzhou



Zhuhai



Wuxi



Nanchang





# CHARITY



仁濟醫院  
Yan Chai Hospital

2018  
HKSAR  
Flag Day



2019  
HKSAR  
Flag Day



Ambassador - Everhreen Mark & Jeannie Chan

Charity products



Souvenir



# CHARITY

# SAA

保護遺棄動物協會有限公司  
Society for Abandoned Animals Limited

2018  
HKSAR  
Charity Raffle Ticket



Souvenir



2019  
HKSAR  
Charity Raffle Ticket





# CHARITY

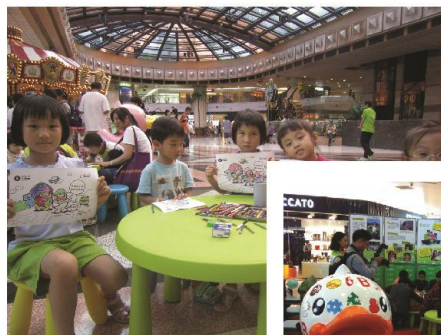


2016  
HKSAR  
Oxfam Walkathon



Race Pack

2014  
HKSAR  
Oxfam Lai See Donation



2016  
HKSAR  
Oxfam Kids



2016  
HKSAR  
Oxfam Unwrapped



我們都推介幫到人的聖誕禮物：  
「樂施有禮」！



# CHARITY



PURME Foundation NEXON  
Children's Rehabilitation Hospital

2016  
Korea  
Ambassador



**SPCA**  
愛護動物協會

2013  
HK SAR  
Charity Sales



Unicef "愛心傳甘肅"



2010 - 2013  
HK SAR  
Charity Sales



現推出多種 B.Duck x SPCA 特別版產品，  
為需要救助的動物籌款。  
快點帶呢啲老友返屋企啦！





# CHARITY



2018  
HKSAR  
Guide Dog Walk And Carnival

**哈囉Woof**  
Guide Dog Walk and Carnival  
**導盲犬步行嘉年華**



Crossover products for clarity sales



RMHC  
Hong Kong

2022  
HKSAR  
Charity Sales





# CHARITY



2019  
HKSAR  
Smoke-Free Run



2018  
HKSAR  
Kick Off Ceremony  
For World No Tobacco Day



2019  
HKSAR  
Kick Off Ceremony  
For World No Tobacco Day





# THANK YOU!



*Be Playful*

