my
Doodles

WITH OVER 20 CHARACTERS
UNLEASH
ALL YOUR IMAGINATION
WITH my Doodles

At My Doodles we're all about making everyday things more exciting, which is why we've created a range of friendly characters and handy accessories to unleash your imagination.

Tablet case

Packaging designed for each character

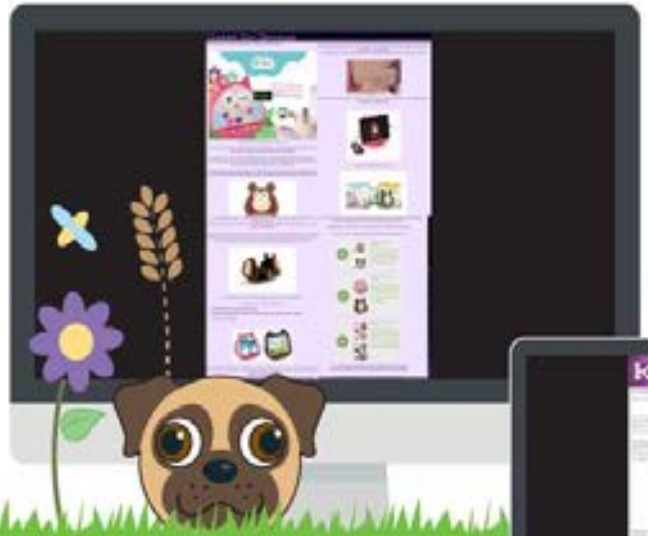
Phone case

Children's headphone

Mini buddy

Brand Support

My Doodles has experienced rapid growth during 2014 and has been featured in a number of popular online blogs and publications. The brand has a loyal and growing social media following and has achieved almost 1,000 Facebook followers in just over two months. This rapid growth will continue as we build on our online reviewer community, social media competitions and online coverage. As parents and families are the key demographic for the My Doodles brand, we will be focussing on gaining coverage in relevant publications and online communities, like Net Mums, to build brand awareness.



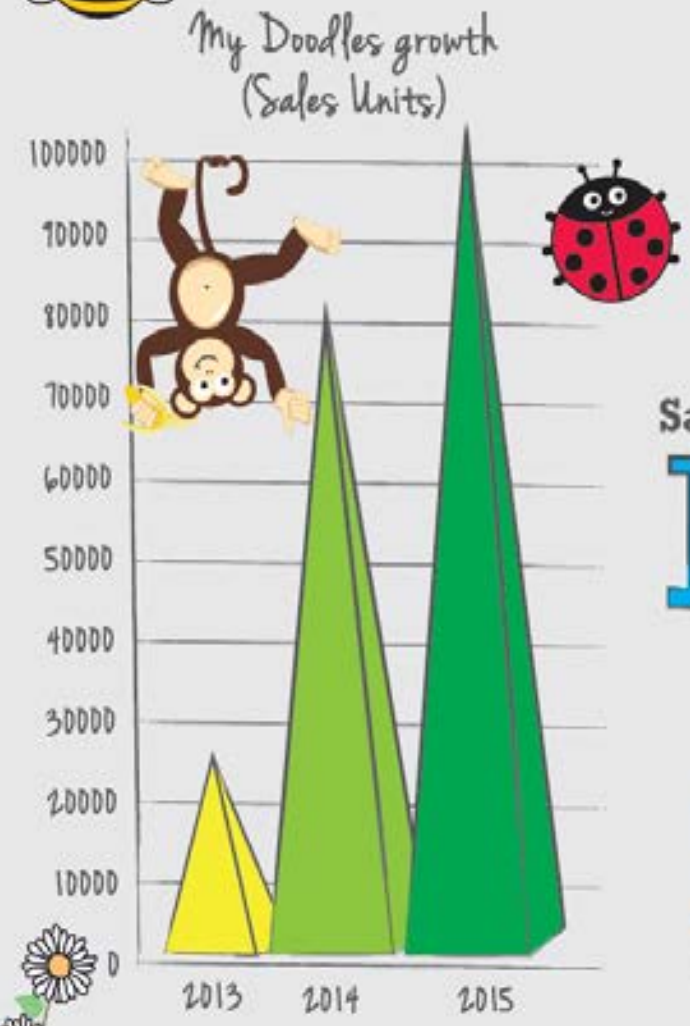
"The most **striking** thing about the My Doodle Kids Dock has to be the sound reproduction quality"

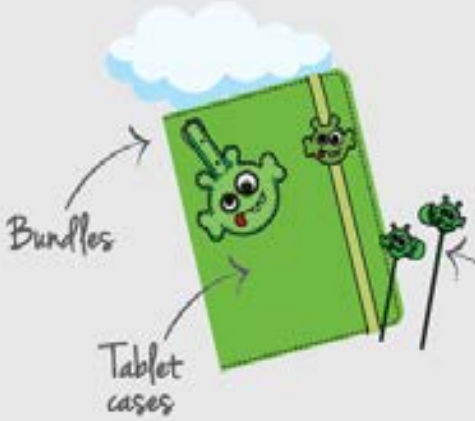
Gadget Girls October 2014-12-11

"The My Doodles Kids Dock feels like a nice and **kids friendly product** to leave their tablets on"

- Ipod Republic December 2014

My Doodles Total Growth

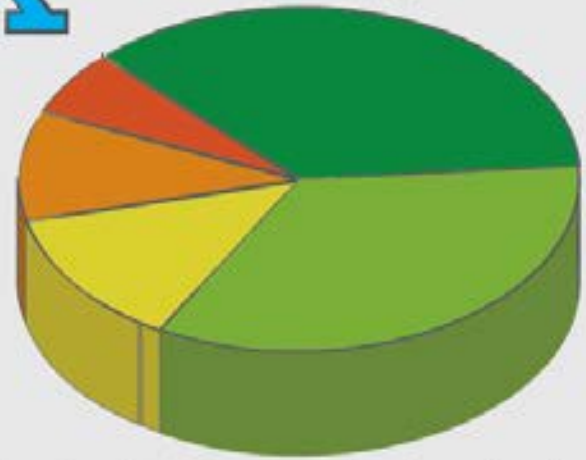




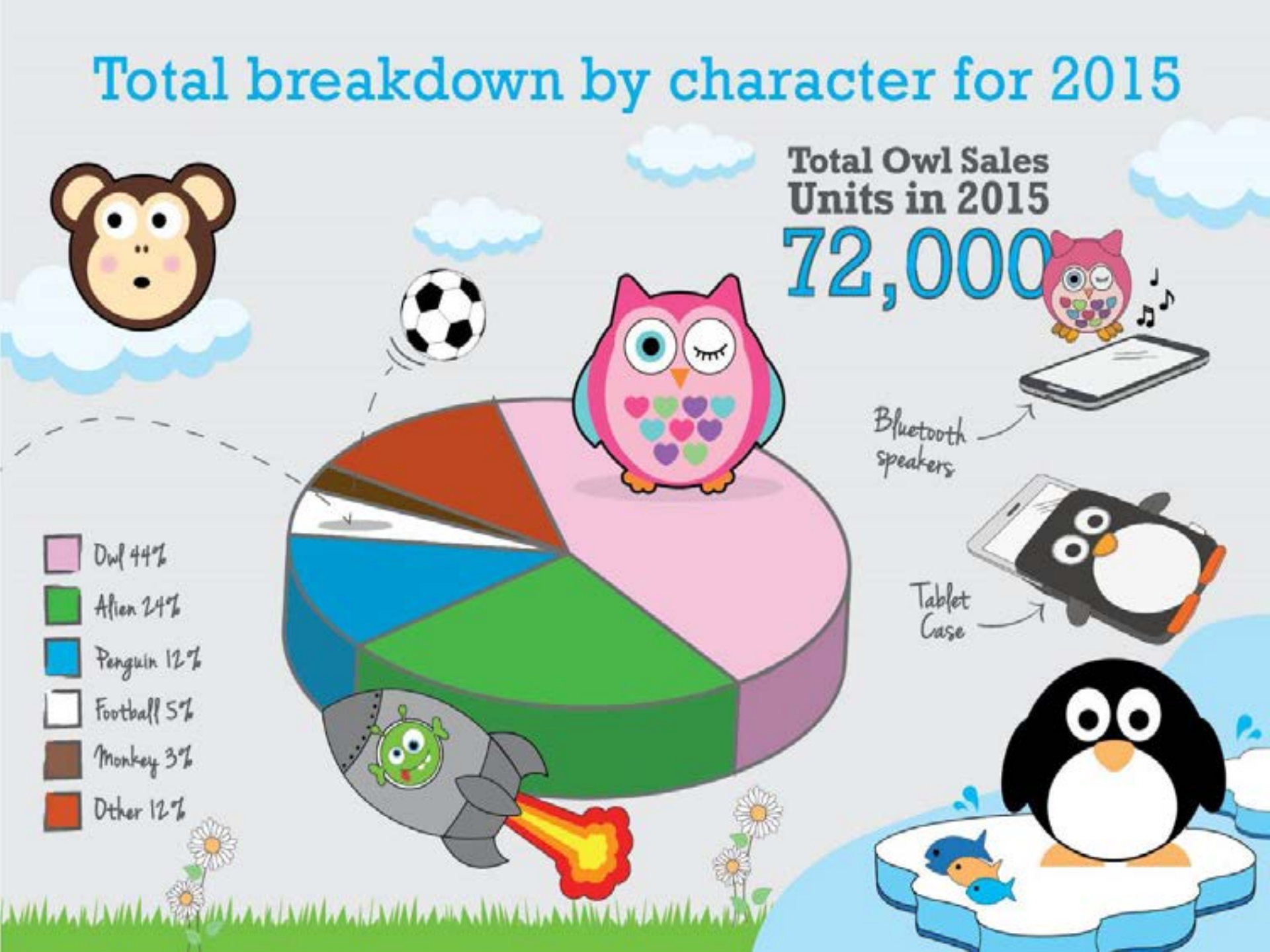
Sales Units in 2015

178K

Top 5: % mix
(sales value)



Total breakdown by character for 2015



Children's Tech Market

Family travel market up **5%** with **87%** of families planning a holiday in 2015 (source Travelagewest)

Travel Pillow

Smartphone case

8-11 year old
Tablet ownership up
140%
between 2013-2015
(SOURCE OFCOM 2016)

5-13 year old
smartphone ownership up
13%
(SOURCE OFCOM 2016)

Tablet Case

UK Customers

Mobile

EE

Grocer

ASDA

TESCO

Sainsbury's

High Street Retail

John Lewis

HOUSE OF FRASER
SINCE 1849

WHSmith

Travel / Other

P&O Ferries

worldduty free

Stena Line
Making good time

Specialist Retail

Ryman

Online

amazon

very

TESCO

John Lewis

ebay

Argos

SOCIAL MEDIA

Caroline Mortimer ▸ **My Doodles**
19 February ·

Hi My Doodles - I just wanted to say thank you very much for the alien earphones I won - they have just been delivered and my little girl was very excited about them - she asked me to take a picture of her with them - I thought you may as well see it! Thank you very much for them - I will set her up with her programmes on my laptop in a minute - and get some peace and quiet for the remainder of half term!!

Like · Comment · Share · 1 1

My Doodles
30 March at 11:54 ·

********COMPETITION********

To celebrate Easter, our incredible designers are releasing images of some My Doodles characters that they have created!

We adore them . . . but we want to know what you think. Let us know your favourite, and 3 lucky winners will receive the first headphones based on one of these characters ever made. ... See More

3,530 people reached Boost Unavailable

Like · Comment · Share · 334 364 189

My Kids Care @MyKidsCareUK · Jul 7
This is great @MyDoodlesUK @ELCUK!

2

My Doodles @MyDoodlesUK · Jul 7
CAN, CAT, BIN, TIN, MAT, CUP.... bit of grown up #lunchtimeFun in the @MyDoodlesUK office! @MyKidsCareUK @ELCUK what have you got?!! #kidfun

2015 PR IMPRESSIONS

58 MILLION

MARKETING SUPPORT

Brand Support

TRAVEL ACCESSORIES

CHILDREN'S SUITCASE

- Cushioned front pocket for accessories
- Inside pocket for tablet or books
- Extendable pull handle
- Adjustable reins for use as backpack
- Pull out cover for wheels when not in use
- Zip fastening
- Side mesh pockets

RRP: £19.99

CHILDREN'S BACKPACK

- Inside sleeve suitable for 6-8in tablets
- Cushioned front pocket for accessories
- Adjustable straps, suitable for over the shoulders or across the body
- Zip fastening
- Easy carry handle

RRP: £14.99

TRAVEL PILLOW

- Flexible design
- Support for neck and head
- Cotton filled for extra comfort
- Child friendly
- Soft suede effect finish

RRP: £9.99

REVERSIBLE TRAVEL PILLOW

- Comfortable neoprene material
- Support for neck and head
- Bean filled
- Rotatable design from character to neck pillow
- Zip closure

RRP: £12.99

PASSPORT COVER AND LUGGAGE TAG

RRP: £9.99 and £6.99

CHILDREN'S WATCH

- Numbered face for easy reading
- Snap on design
- Strap to fit a variety of wrist sizes
- Fun character design
- Comfortable fit

RRP: £15.00

AUDIO

CHILDREN'S HEADPHONES

- 85dB volume-limiting technology
- Lightweight, foldable design
- Comfortable, swivelling ear cups
- Soft-touch material
- Printed character design

my Doodles

RRP: £15.00

BLUETOOTH CHILDREN'S HEADPHONES

- 85dB volume-limiting technology
- Lightweight
- Comfortable, swivelling ear cups
- Easy to use controls
- 3.5mm aux lead included for wired listening
- Carry bag also included
- Silicone character design

RRP: £20.00

Children's Bluetooth Headphones

RRP £19.99

Box Contents

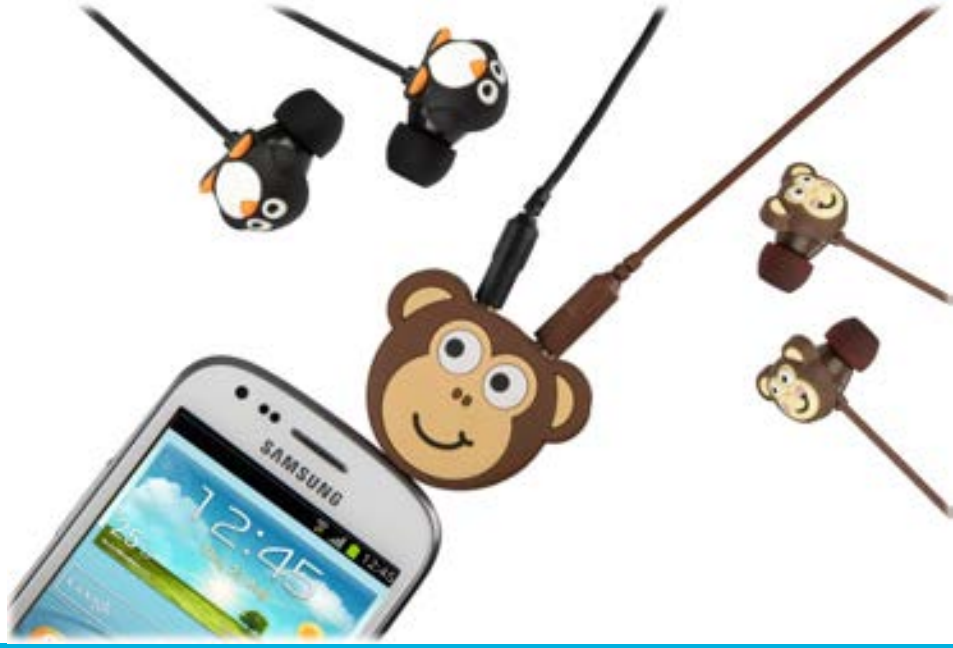
- Children's Bluetooth Headphones
- Micro USB charging cable
- Carry case • User manual

IN-EAR HEADPHONES

- Comfortable ear-buds for long listening times
- High-quality sound
- Eliminates background noise
- Small, Medium and Large ear-buds included
- Silicon character design

RRP: £7.99

HEADPHONE SPLITTER



- Silicone character design
- Share music with a friend
- 3.5mm jack
- Easy to use

RRP: £7.99

MINI BUDDY

- Fun character design
- Buddy jack so you can pair your speakers together
- 3.5mm jack
- Silicon features

RRP: £9.99

BLUEOOTH MINI BUDDY

- Small character design
- Great punchy sound
- 3.5mm jack
- Micro USB Charging cable
- Built in Battery
- 36mm driver

RRP: £15.00

BLUETOOTH BUDDY

BLUETOOTH
CONNECTIVITY

- Fun character design
- Micro USB Charging cable
- Built in Battery
- Bluetooth Connectivity
- Play time: Up to 4 hours

RRP: £20.00

KIDS DOCK WIRELESS SPEAKER

- S/N Ratio: 65dB
- Mains Powered
- Frequency Response: 120HZ-15KHZ
- Output: 20W RMS (5W x 2+10W)
- Excellent sound quality with warm, full bass
- Stable Docking For Kids Tablet
- Dual Charging Ports
- Sturdy design and included carry case
- Wired or wireless connectivity

RRP: £69.99

TABLET AND LAPTOP

Tablet Takeover!

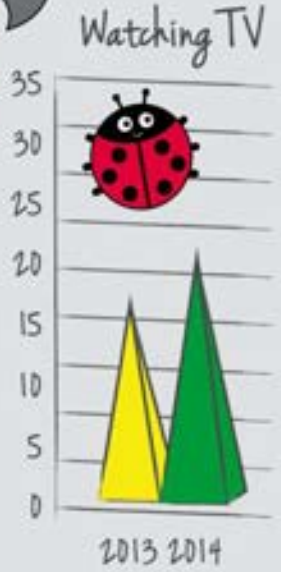
Children now more likely to use a tablet (up by 47% since 2013)

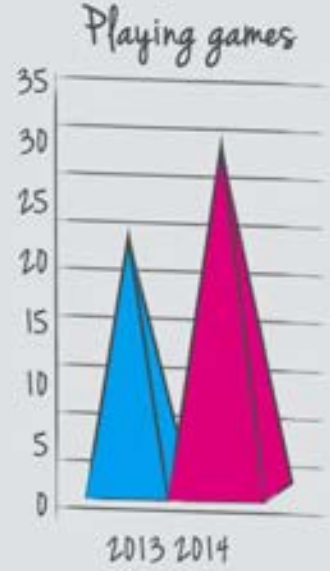
64%
Teens 12-15

39%
Pre-school 3-4

62%
Children 5-15

More children watch TV and play games on a tablet





1 in 3 Children now own a tablet

Tablet Takeover!

More than **1 in 10** children aged 3 to 4 now have their own tablet

34% of children aged between 5-15 now have their own tablet

6 in 10 children use a tablet at home

*OfCom

COLOUR IN TABLET CASES

- Available in 6-8in or 9-10inch
- PU Leather material
- 6 marker pens included
- Built in stand with various viewing angles

RRP: £17.99-£19.99

RRP: £17.99 - £19.99

TABLET CUSHIONS

- Easy carry handle
- PVC window to protect your tablet
- Universal fit with elasticated corners
- Zip pocket suitable for in-ear headphones
- Comfortable bean filling
- Durable cotton material

- Available in universal 7 inch or 10 inch

RRP: £17.99 - £19.99

UNIVERSAL TABLET SLEEVES

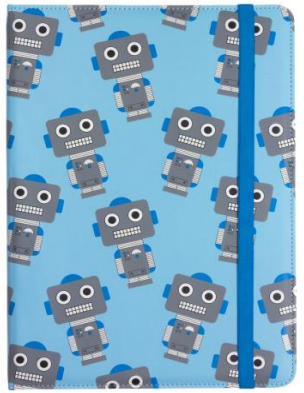
- Universal Fit
- Protective padding
- Embroidered character features
- Soft microfibre lining
- Secure zip fastening

- Available in universal 7 inch or 10 inch

RRP: £14.99 - £17.99

UNIVERSAL TABLET FOLIOS

- Universal claw fitting
- Elastic strap to secure your tablet
- Built in stand, with various viewing angles
- Durable PU material



RRP: £14.99

EVA TABLET CASE

- Non-toxic EVA protective foam
- Access to ports and functions
- Stand function
- Child friendly
- Available for iPad Mini/iPad 3,4 and Air

RRP: £14.99

COLOUR IN LAPTOP SLEEVES

- Available in 13in or 15inch
- PU Leather material
- 6 marker pens included
- Soft microfiber Lining
- Zip closure

RRP: £17.99-£19.99

LAPTOP SLEEVES

- Available in 13in or 15inch
- PU Leather material
- Zip closure
- Soft microfibre lining

RRP: £14.99-£17.99

8GB FLASH DRIVES

- 8 GB capacity
- Keyring attachment for ultimate portability
- USB connector stays protected
- Fun character design

RRP: £9.99

STYLUS

- Compatible with most capacitive touch screens
- Rubber tip for scratch-free accurate feel
- Keeps screens fingerprint free
- Comfortable to use

my Doodles

RRP: £5.99

MOBILE AND POWER

TPU CASE

RRP: £9.99

SELFIE STICK

- Fully extendable to 100 cm
- Easy to connect using 3.5mm jack
- Fun silicone design
- Easy grip handle
- Universal removable smartphone holder

RRP: £12.99

POWER BANK

- USB output for use with any USB charging cable
- 4000mAh battery
- Built in torch
- Micro USB input for easy re-charging (charging cable included)
- Durable PU coating

RRP: £14.99

POWER BANK

RRP: £14.99

CAMERA
SMILE
18

COMPACT CAMERA CASE

- Suitable for most compact cameras
- Protective padding
- Soft microfibre lining
- Removable wrist strap for maximum portability
- Secure zip fastening
- Embroidered character design

RRP: £9.99

DISPOSABLE CAMERAS

- 18 exposures
- Easy to use
- Cute character design

RRP: £5.99

WATERPROOF DISPOSABLE CAMERA

- 18 exposures
- Waterproof up to 5M
- Cute character design
- Wrist strapincluded

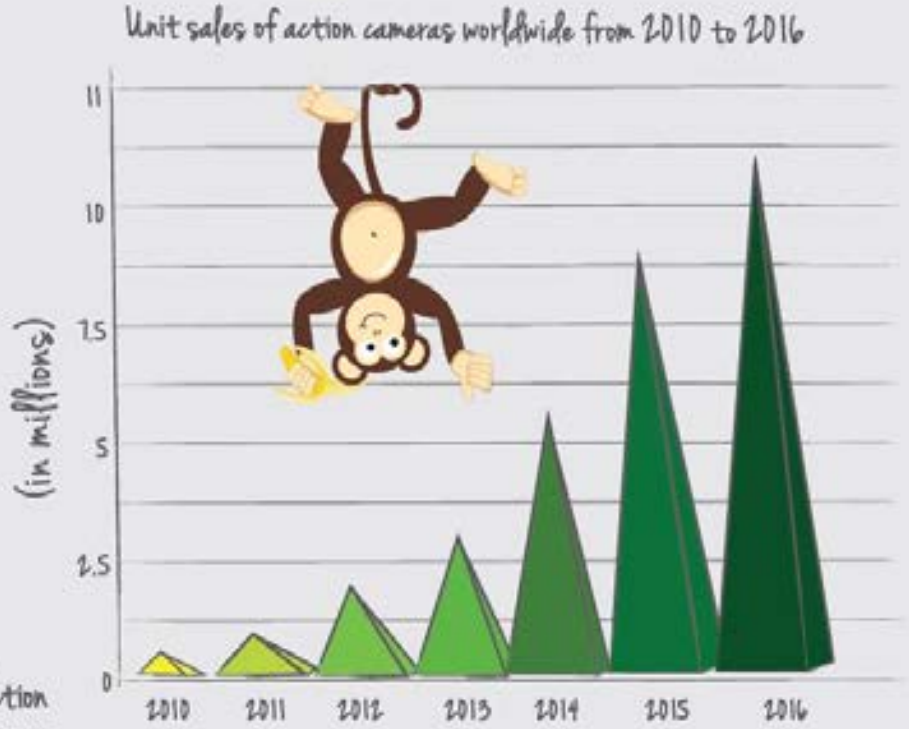
RRP: £8.99

Action Camera Bundle

Includes:

- Colour matched HD Action camera with accessories
- Selfie stick
- Extension Pole

RRP £60



BUNDLES

Universal 6-8"
folio case
Compatibility:
Fits most 6"
to 8" devices,
including:

UNIVERSAL TABLET BUNDLE

- Tablet case – Universal fit, built in stand and elastic strap closure
- Screen Protector – Universal fit, includes wipe and squeegee
- Stylus – aluminium barrel with rubber tip

- Available in both 6-8in and 9-10in

RRP: £17.99 - £19.99

My First Holiday Bundle

Inside of the Alien bundle

Luggage Tag

Passport Holder

Suitcase

Inside of the Owl bundle

Luggage Tag

Passport Holder

Headphones

Headphones

Extended range

The My Doodles range is being extended to reach an *older demographic*, with products that have new *exclusive* characters, and are designed with current style trends in the marketplace in mind.

MICROWAVEABLE WARMER

AUDIO EARMUFFS

TURN ME OVER
MIRROR POWER BANK

MICROWAVEABLE WARMER

AUDIO EARMUFFS

TURN ME OVER
MIRROR POWER BANK

MICROWAVEABLE WARMER

AUDIO EARMUFF

TURN ME OVER
MIRROR POWER BANK

HARDSHELLS

my Doodles
EXTENDED RANGE

- For iPhone 6 or 7
- Hardshell with TPU Bumper

RRP: £9.99

MYDOODLES AND CRUK
I BELIEVE IN
FAIRIES

CANCER RESEARCH UK
KIDS & TEENS

my Doodles

CANCER RESEARCH UK KIDS & TEENS

my Doodles

CANCER RESEARCH UK
KIDS & TEENS

my Doodles