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MARTIN MYSTERY™



2000 XZBL/LHE20

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A Paranormal Phenomenon!

- 66 HALF-HOUR EPISODES of Slime, Thrills and Laughs !

MARTIN MYSTERY is a 20 million € international co-production



MARATHON – M6 – RAI – CANAL J – MYSTERY ANIMATION

SEASON 1 - Episodes 01 to 40 - Delivery since 2003

SEASON 2 - Episodes 41 to 66 - Delivery since 2004

SEASON 3 - Episodes 67 to 80 - In production



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1- THE SERIES

2- A VAST
INTERNATIONAL
LAUNCH

3- THE BRAND



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THE SERIES





A WORLD OF FEAR AND WEAR

**THE SERIES IS A HELTER-SKELTER
DRIPPING WITH GOOEY STUFF,
ADVENTURE AND COMEDY, WHOSE
HEROES ARE MARTIN & DIANA, TWO
TEENAGERS WITH STRONG BUT
TOTALLY OPPOSITE
PERSONALITIES...**





A WORLD OF FEAR AND WEAR



Their mission is to investigate the weirdest paranormal phenomenon and gooey creatures from the beyond. They work for the **CENTER**, a secret service agency specializing in mysterious phenomena, and are assisted by **JAVA**, a hulking caveman lost in time, and **BILLY**, a hilarious alien. They're equally at home in their role as high school students or deep in caverns and spooky lairs...

In Each episode, **MARTIN**, **DIANA** and **JAVA** are on the trail of some new repulsive monster, oozing with **Slime**. These very special agents are commissioned by **M.O.M.**, the knowing director of the **CENTER**, to solve these paranormal investigations throughout the planet...



FEAR THE U-WATCH

From poltergeists to alien monsters, via ancient voodoo curses, anything is welcome to our heroes thirsting for mystery and adventure. To accomplish their missions they are equipped with **HIGHLY SOPHISTICATED GADGETS**, for the most part the result of alien technology!

U-WATCH



A Handy all-in-one meta gadget utility tool. When activated, it launches holograms of available gadgets in the air.

SLIMESCAN



BIOSCAN



VIRTUAL TRACER



I-CUTTER



X-ROD



U-SHIELD



ALPHA-GOOGLES



LEGENDX



TURBO BUNGEE



WACKY CHARACTERS



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MARTIN - THE SLIME-AHOLIC



Martin is just like any other 16 year-old... excepted he has a wild passion for the paranormal. After unwittingly solving an « out-of-this-world » mystery, he's hired as a special agent by the CENTER, responsible for hunting down paranormal phenomena. Whether at school or on a mission, Martin is immature and hyperactive. He rarely thinks before He leaps into action. He has an amazing fascination for Slime and anything that's yucky, weird and gooey - which drives his half-sister nuts!



DIANA - THE GUARDIAN ANGEL

Diana is an uptight, straight-A student with absolutely nothing in common with her half-brother! She is determined to make him get serious and so she has no choice but to follow him on his weird investigations to keep him in check. She brings logic and reason to their missions, even if it's hard for her to stay cool when faced with MARTIN's off-the-wall attitude!



JAVA - THE CAVEMAN



Java is the strong-arm buddy to MARTIN and DIANA on their paranormal missions. Despite being 200 000 years old, he's fearful, but helps them in their investigations. His superhuman strength always comes in handy when danger threatens.



BILLY - THE LITTLE GREENn GUY

He's a tiny alien who works for the CENTER as M.O.M. personal assistant. Hilarious and timid, he admires MARTIN and turns up during missions to bring him, as well as DIANA and JAVA, useful information to accomplish their missions.



M.O.M. - DIRECTOR OF THE CENTER

As Director of the CENTER, she supervises investigations into the paranormal activities of the whole planet. MARTIN's incredible abilities make him her very special agent.



REALLY SCARY MONSTERS !

THE GOOEY CREATURES that Martin and his buddies regularly face aren't there for fun. Although our heroes come through unscathed in the end, they usually risk their lives a couple of times per episode. Enough to give you the heebie-jeebies for a good twenty minutes!

BE CAREFUL ! IT STICKS...

The strange liquid that we find in each episode is the famous SLIME that goes with every foul beast in the series, also exists in reality !

Using DNA samples taken by the Slime Scan the CENTER can put a face on the monsters hunted by their special agents.

A VAST INTERNATIONAL LAUNCH



2000 XZBL/LH320

AN INTERNATIONAL TV HIT

Treading in the footsteps of TOTALLY SPIES!, Marathon's other big cartoon Hit, MARTIN MYSTERY continues to conquer the world!

**MARTIN MYSTERY IS SOLD WORLDWIDE FOR 2 SEASONS
AND A THIRD SEASON IS IN PRODUCTION**

- A FRENCH TV SUCESS ON M



On air since september 2004 with 2 episodes every Wednesday and 1 on sundays, and should continue airing 'till the end of 2009

- AND ON CANAL



MARTIN MYSTERY is REGULARLY number 1 on CANAL J !

Airing between 3 and 5 times per day for almost 3 years, it's the biggest success on CANAL J.

Season 2 is already airing SINCE MARCH 2006 !!



AN INTERNATIONAL TV HIT

IMPRESSIVE WORLDWIDE TV LAUNCH !

- **WHIRLWIND START FOR MARTIN MYSTERY ON NICKELODEON THE LEADING US KIDS CHANNEL ...**

MARTIN MYSTERY started in may 2005 airing daily at the prime-time US slot.

Series is now airing four times a day on NICKTOONS

- **MARTIN MYSTERY N°1 ON YTV**

Airing one episode per day.



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AN INTERNATIONAL TV HIT

INTERNATIONAL TELEVISION BROADCAST LISTING

| | |
|---------------------|--|
| USA : NICKTOONS | On the air since may 2005 - four times a day at 5:30 pm |
| CANADA : YTV | On the air since 2004 - every day at 6:30 pm |
| FRANCE : M6 | On the air since september 2004 - wed & SUN at 10:30 |
| CANAL J | On the air since october 2003 - mon to sun at 5:30 & 7:00 pm |
| UK : JETIX | On the air since april 2004 |
| SPAIN : JETIX | On the air since january 2005 - every day |
| LA FORTA | On the air since april 2005 |
| ITALY : RAI | On the air since september 2002 |
| BENELUX : RTL TVI | On the air since january 2004 - sat & sun 10:40 am |
| NETHERLANDS : JETIX | On the air since april 2005 - monday to friday at 2:40 pm |
| SWITZERLAND : TSR | On the air since april 2006 |
| DENMARK : TV2 | On the air since april 2006 |
| IRELAND : RTE | On the air since September 2004 |
| WHALES : S4C | On the air since June 2005 |
| GREECE : ALTER | On the air since October 2004 |
| TURKEY : DIGITURK | On the air Since May 2006 |



AN INTERNATIONAL TV HIT

INTERNATIONAL TELEVISION BROADCAST LISTING

BOSNIA : PRAVI I PROVODI
ROMANIA : ABC PLUS MEDIA
LITHUANIA : LNK
POLAND : CANAL +
MIDDLE EST : ORYX
ISRAEL : JETIX
NIGERIA : PROUDLY
LATIN AMERICA : Nickelodeon
BRAZIL : GLOBO TV
MEXICO : CANAL 11
AUSTRALIA : Nickelodeon
TAIWAN : Disney BUENA VISTA
SINGAPOUR : MEDIACORP TV12
CHINA : DISNEY Buena vista
PHILIPPINES : GMA NETWORK
MALAYSIA : SOLIMAC

On the air since July 2004
On the air since December 2005
On the air since April 2006
On the air since April 2006
On the air since December 2004
On the air since April 2005
On the air since May 2004
On the air since December 2005
On the air since January 2006
On the air since October 2006
On the air since August 2004
On the air since June 2004
On the air since September 2006
On the air since April 2006
On the air since July 2006
On the air since July 2006



AN INTERNATIONAL TV HIT

INTERNATIONAL VIDEO SALES

BENELUX : BRIDGE RIGHT BV
GREECE : NEXTWORKS
FRANCE : UNIVERSAL POLYGRAM
CROATIA/ BOSNIA/SERBIA : VIDEON
MIDDLE EST : ORYX
CANADA : DEP



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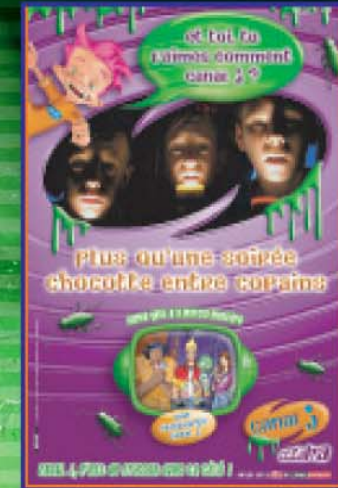
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A HEAVY PROMOTIONAL LAUNCH

CANAL J (France):

Series debut supported by an intense media & PR coverage: numerous press articles and covers have been dedicated to the series in addition to a heavy TV campaign on major French networks.



YTV (Canada):

Series debut was heavily promoted both on and off-air: featuring teasers in movie theaters and a massive campaign on YTV.

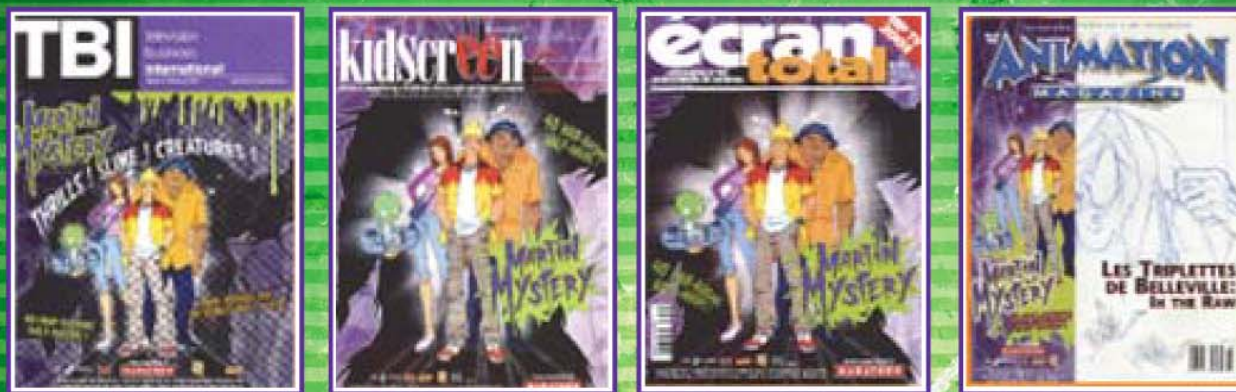
CANALSATELITTE (France):

Martin Mystery premium sent out to 1 million subscribers with children on Christmas '03.



A HEAVY PROMOTIONAL LAUNCH

MARTIN MYSTERY has already made the covers of major TRADE magazines:



A global Internet Site including interactive games & activities has exceeded 500 00 hits since january '04

WWW.MARTINMYSTERY.COM



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2000 XZBL/14

THE LICENSE PROGRAM





TARGE Girls & Boys 8-12 **BRAND ATTITUDE :**



MARTIN MYSTERY involves 2 elements which are very exciting to kids :



- The sense of **FEAR**
- The attraction to the **STRANGE**

SCARY

Products are usually well-branded (SUCH AS Goosebumps) but sold separately cannot generate awareness outside of a few categories of merchandising products – mostly in publishing.

GROSS

Products are usually sold only in a few periods of the year (HALLOWEEN & MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER) and never BEFORE under THE UMBRELLA OF A licensing property based on a TV series.



KEY SELLING POINTS

ORDINARY TEENS IN EXTRAORDINARY CIRCUMSTANCES

MARTIN & DIANA are normal teens who juggle their everyday student problems with their adventures as SPECIAL AGENTS investigating mysteries of Slime and Fear !!!

- Series of adventures blending fantasy and comedy.
- Our heroes investigate the weirdest paranormal phenomena on the planet.
Mystery and Monsters are on the menu !
- Their investigations take them to the most wonderful locations in the world.
- To accomplish their missions they are equipped with the most sophisticated.
- Gadgetry that alien technology can provide.



KEY SELLING POINTS

AN AMAZING TV SERIES

This action-packed, character driven comedy combines the look of :

- japanimation
- western style

- LONG RUNNING SHOW : 66 EPS
- EXCELLENT WW TV PLACEMENT

- STRONG STORY LINE CHARACTER EXPLORATION



A WIDE VARIETY OF PRODUCTS

*All Categories of products can be covered under the
MARTIN MYSTERY License:*



- Books
- Interactive games
- Leisure wear
- Accesories
- Toys & Games
- Martin Mystery branded
- Halloween's products
- Promotion...

Brand marketing Plan



Q3 06

Q4 06

Q1 07

Q2 07

Q3 07

Q4 07

QSR

Mc Donald's

Partwork

Polygram / Universal

Publishing

Univers Poche

BTS Luggage

MDF Créations

Apparel

Sahinler

MK2

vidéos



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Licensing & Retail

MDF CREATIONS - Luggage range - Multi-Territory

Setting up: new year 2007

Bags, school luggage, cooler bags...



Shoes bag



Gym bag



Pencil case



Messenger bag



Backpack



A complete collection luggage range is being developed by MDF: there will be various sizes of bags, backpacks or sport bags, cooler bags and pencil cases...



Licensing & Retail



POLYGRAM / UNIVERSAL - Partwork – France

Collection of 22 DVDs + a 36-pages monthly magazine + cover-mount.

Launch: december 2006 - Monthly publication– 85,000 copies

Each DVD includes 3*26-minutes episodes, accompanied by a **36-pages magazine**:

8 pages of exclusive and never seen before comics:

(the story is completed throughout 4 issues)

- 2 giant posters...
- 3 files about the monsters, games, tests ...
- Learn how to draw Martin...
- insider informations about the series... and a cover-mount.



The collection will be completed with **22 issues**. The first release is expected for 26th December 2006.

A large advertising campaign, TV and posters, sustains the launch of the collection.

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Licensing & Retail

POCKET JUNIOR – NOVELIZATION – France

18 Chapter books to be released in 2007

Launch of the first 4 titles : January 2007

Collection of 7 titles – a print run per title of 15,000 ex

Pocket publishes the first chapter books of Martin's adventures; with 96-page of illustrated stories, which manages to keep the humor and the mystery of the TV series.

The complete collection will include 7 titles in the first place, to be published over the year. They will be sold in bookshops and mass retail.

Pocket has established a partnership with the  cable channel for the launch of the collection.



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Licensing & Retail

SAHINLER - APPAREL - France

Launch of the collection : Summer 2006

Ready-to-wear and nightwear lines.

Sahinler is developing a new apparel line featuring new visuals of Martin. This collection will be ready before summer 2007 and is designed for mass and speciality retail stores (Carrefour, Kiabi, Intermarché...).



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Licensing & Retail

SAHINLER - APPAREL - France



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PROMOTION

CAMPANILE - France

In the 330 restaurants of the Campanile chain our heroes are offering menus for kids, sampled in a mystery zone! With 4 MARTIN MYSTERY badges, a basketball hoop and a frisbee to collect ! Plus a mega-lottery where you can win Martin's U-Watch!



MANGAKIDS PLUS - France

MARTIN MYSTERY games and a card game free in the 2005 June/July issue.



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PROMOTION

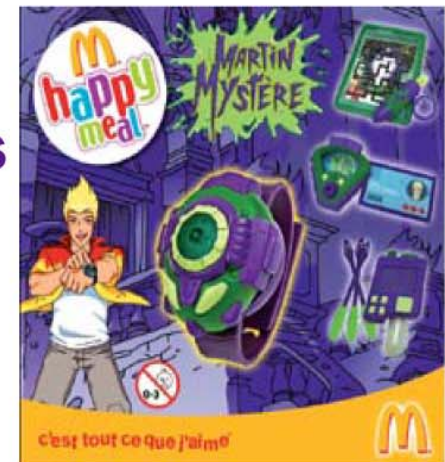
AND A MASSIVE QSR PROMOTION IN France IS PLANNED FOR Q1 2007

Special operation with Mac Donald's



From February 14th to March 14th 2007.

It is the first Martin Mystery operation, with 4 original and entertaining premiums, which will be given out with Happy Meals. POP in restaurants – large TV advertising support.



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In Discussion

- Interactive video games
- Comics book albums
- Promotions



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End of Presentation Thank You!