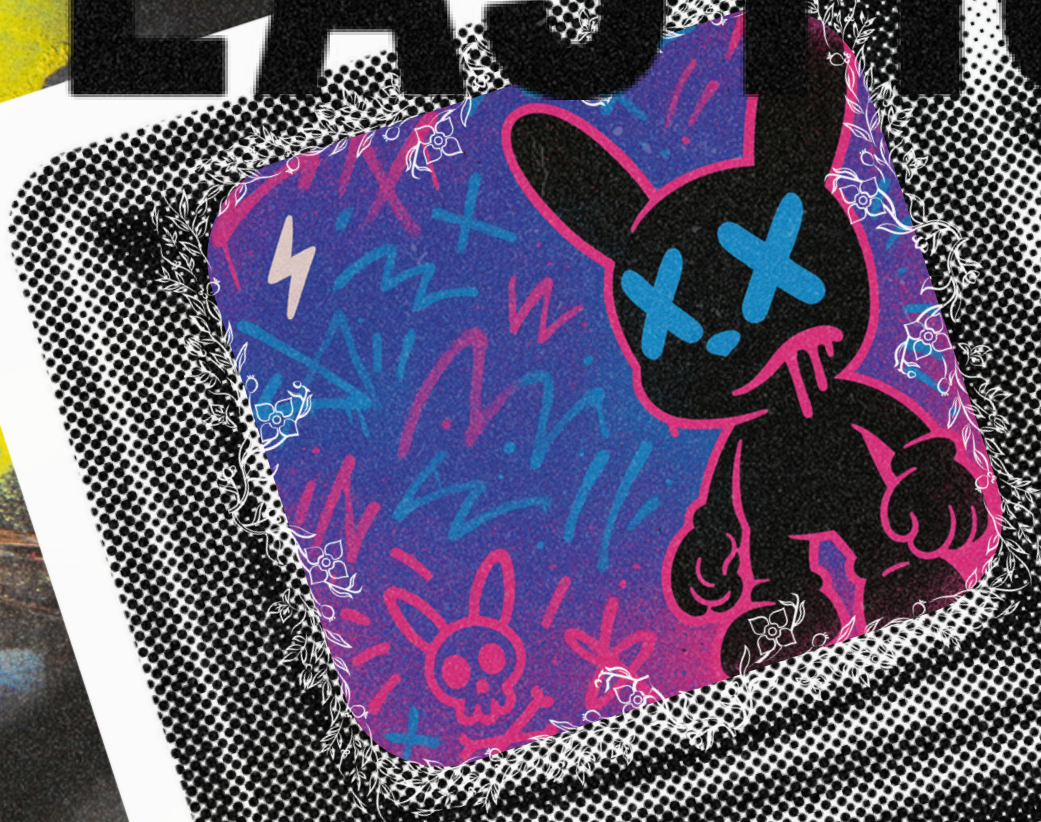


# ⚡ SUPER ⚡ PLASTIC





# SUPERPLASTIC OVERVIEW

**Superplastic** is a globally recognized character-based entertainment brand known for its original roster of influential digital characters, cult-favorite designer toys, and high-profile collaborations across music, fashion, gaming, and more.

The company has built a unique model of creating and commercializing original character IPs—like **Guggimon, Janky, Dayzee, and Lil' Helpers**—across multiple revenue streams:

- Limited-edition art toys and collectibles sold direct-to-consumer
- Collaborations & Partnerships with high-profile global brands such as **Gucci, Tommy Hilfiger and Mercedes**
- Audience aggregation through popular original animated video content
- Digital goods and Web3 experiences, including NFTs and metaverse activations
- IP licensing with major entertainment and gaming platforms such as Fortnite and Roblox

Whether you're a **toy company, media studio, fashion brand, gaming platform, or IP investment firm**, Superplastic offers:

- Instant access to Millennial and Gen Z cultural relevance
- A portfolio of original characters with proven market traction
- Established merchandise and collaboration infrastructure
- Strong potential for relaunch, acquisition, or licensing across new verticals





# ASSETS FOR SALE

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## AUDIENCE & DEDICATED FAN BASE

Buyers will instantly gain access to Superplastic's engaged, global audience across multiple high-traction social media platforms—including both brand and character accounts with millions of loyal followers.

### TikTok

@jankyandguggimon — **11.5M followers**

### Instagram

@superplastic — **1.3M followers**

@janky — **988K followers**

@guggimon — **1.3M followers**

@therealdayzee — **653K followers**

### YouTube

@superplastic\_ — **1.3M subscribers**



These accounts are widely followed by Gen Z and Millennial fans and have been used to drive direct sales, build brand culture, and launch successful collaborations.

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## PRODUCT: DESIGNER TOYS & COLLECTIBLES

Superplastic is a major influence in the global designer toy scene. Since 2018, its limited-edition toys have developed a cult-like following.

Buyers will receive full rights to:

- The **entire toy business**, including all characters, designs, and existing product lines
- All **working files**, enabling fast updates, reissues, or new editions of top-selling items
- Immediate access to **three unreleased toys** ready for launch:
  - *Dayzee Blanky*
  - *Anwar Carrots x Guggimon*
  - *Lil' Helpers Pink & Teal Plushies*
- A fully developed but unreleased **3" toy series**, paused just before production—allowing for quick manufacturing at reduced cost.



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## 3D ANIMATION & CHARACTER DEVELOPMENT

Included in the sale are assets and infrastructure enabling full animation production, including:

- Access to **Superplastic's AWS servers** with working files for original 3D animated content
- Fully rigged and textured **3D character models** used in previous media (including unreleased characters)
- A library of custom **environments, props, costumes, and animation-ready assets**
- **Previously licensed 3D files**
- Ownership of developed and undeveloped **short-form and long-form content concepts**
- Rights to all **character designs, treatments, storyboards, and scripts**

Buyers with in-house 3D teams can immediately begin content production. Alternatively, Superplastic's trusted network of animation vendors can be re-engaged to resume production.

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## AI PROTOTYPES & DEVELOPMENT FILES

Superplastic also invested in **AI-driven storytelling and character development tools**.

Buyers will gain rights to all related prototypes and files.

Projects include:

- **SP Character Factory**

A generative AI tool for rapidly creating new and variant characters based on existing IP or prompts

- **AI Character Chats**

Real-time interactive AI chatbots featuring animated versions of characters like **Guggimon**, **Dayzee**, and **Lil' Helpers**.

These bots were designed to respond in text or audio using fine-tuned large language models, integrated with 3D animation.

These prototypes offer significant potential for media innovation, fan engagement, and next-gen IP development.

