

The world's grumpiest cat!

# Grumpy Cat®



YPSILON LICENSING



# HISTORY



Debut @ Reddit: **9.12.12**

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**25,300**  **UPVOTES**  
in 24hrs

**1,030,000** **IMGUR VIEWS**  
in 48hrs

HOMETOWN:  
Phoenix, AZ



# SOCIAL MEDIA



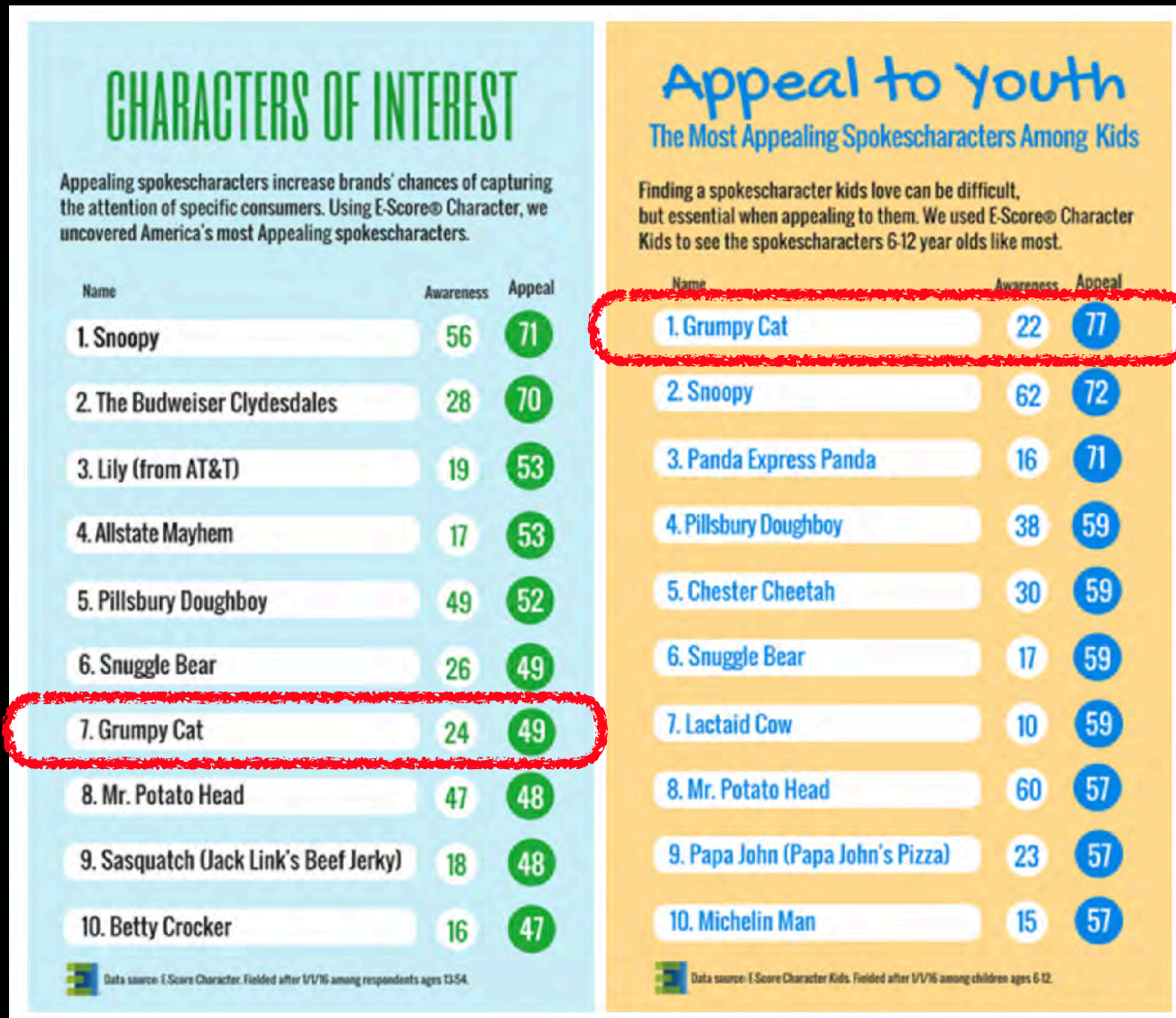
[facebook.com/TheOfficialGrumpyCat](https://facebook.com/TheOfficialGrumpyCat) / [twitter.com/RealGrumpyCat](https://twitter.com/RealGrumpyCat) / [instagram.com/RealGrumpyCat](https://instagram.com/RealGrumpyCat)



# APPEARANCES

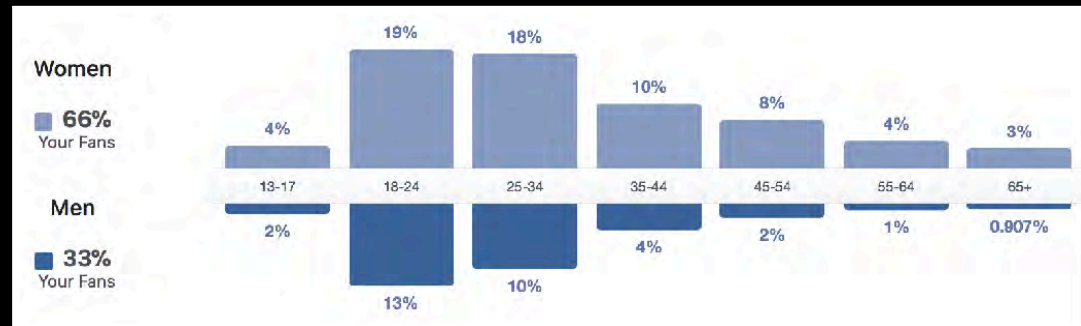


# 2017 MOST LIKED SPOKESCHARACTER REPORT

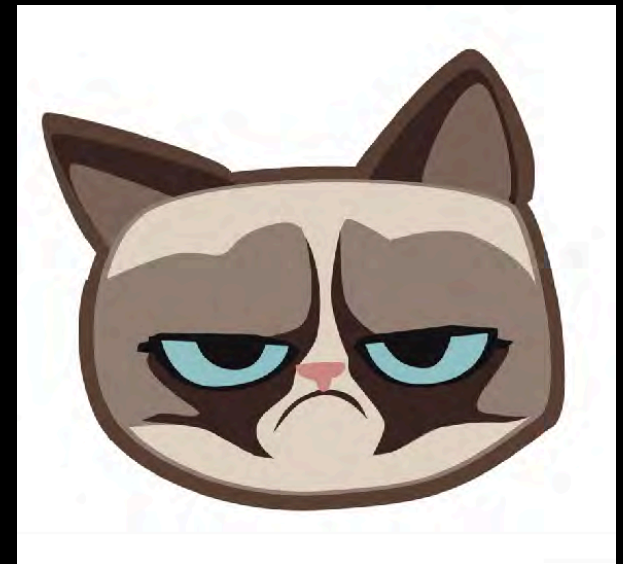


The report also found that children would like to see more of Grumpy Cat (36 percent) as well as Snoopy (32 percent) and the Michelin Man (28 percent). Additionally, more than one third of kids surveyed reported that they would be interested in a TV show featuring Grumpy Cat.

# FACEBOOK DEMOGRAPHICS



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	3,195,743	Bangkok, Thailand	106,690	English (US)	4,720,603
United Kingdom	399,781	Mexico City, Distrito Fe...	99,160	English (UK)	918,769
Mexico	394,162	London, England, Unit...	57,635	Spanish	672,480
India	334,671	New York, NY	50,389	Portuguese (Brazil)	310,292
Brazil	322,355	São Paulo, SP, Brazil	43,115	French (France)	240,457
Philippines	293,583	Karachi, Sindh, Pakistan	39,378	German	236,053
Canada	276,478	Los Angeles, CA	36,299	Spanish (Spain)	201,724
Germany	218,390	Bucharest, Romania	33,333	Thai	167,428
Australia	216,157	Chicago, IL	31,104	Italian	112,472
Thailand	193,536	Lima, Lima Region, Peru	30,963	Polish	101,664
Malaysia	136,775	Lahore, Punjab, Pakistan	30,849	Hungarian	92,289
Pakistan	129,725	Sydney, NSW, Australia	30,814	Dutch	84,271
France	128,141	Mumbai, Maharashtra, ...	30,147	Arabic	83,431
Italy	116,979	New Delhi, Delhi, India	30,140	Romanian	80,325



When it comes to the internet, however, the heart knows what the heart wants, and it's mostly cats. Nearly 30 percent of pet owners follow celebrity pets on social media, and cats lead the pack.

Of those who follow celebrity pets, 80 percent follow Grumpy Cat, 22 percent follow Boo (dog), 16 percent follow Lil Bub (cat), and 15 percent follow Biddy the Hedgehog, Marnie the Dog and Mr. Bagel (chinchilla).

# PARTNERSHIPS



# MOVIE



lifetime

**CHRISTMAS MOVIE** | 25M+ VIEWERS GLOBALLY

"Grumpy Cat's Worst Christmas Ever"



**350K GLOBAL COPIES SOLD**

Walmart, Target, iTunes, Amazon



Starring Aubrey Plaza  
as the voice of Grumpy Cat

# WAX FIGURE

First Cat ever to have a MT Wax Figure



Appearing In

San Francisco

London

Las Vegas

Washington D.C.

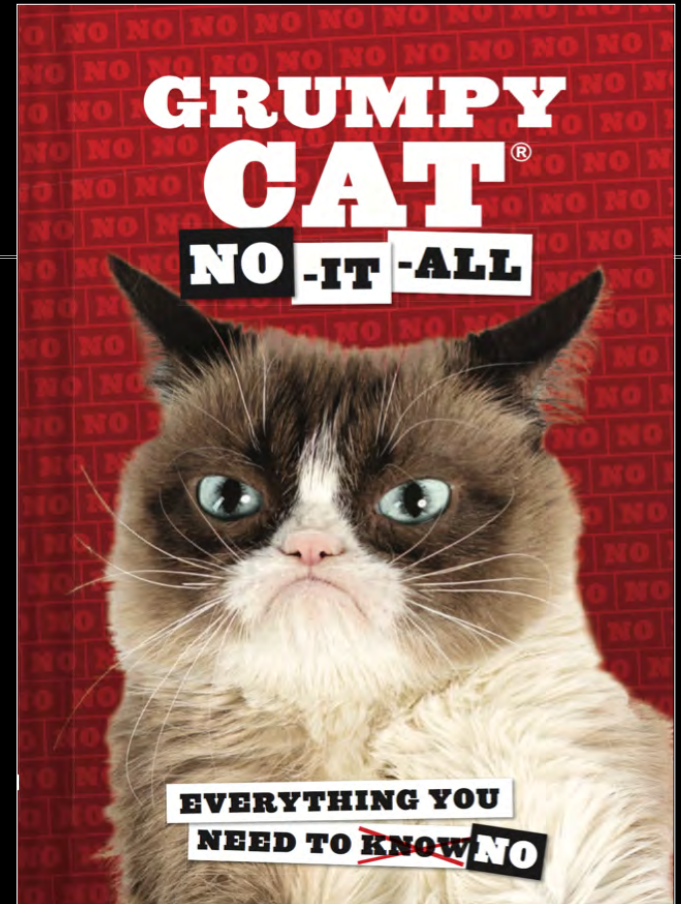
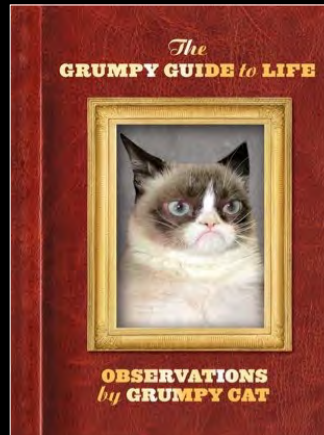
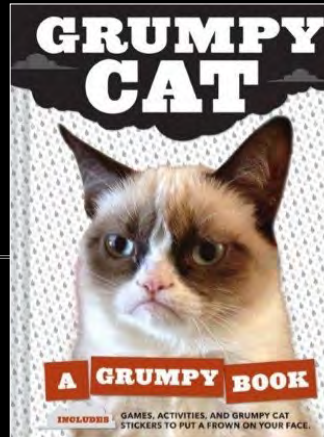
Berlin

Vienna



# HARDCOVER BOOKS

- Three Books published by Chronicle Books
- Printed in 17 languages
- Over 1 Million copies sold



**The New York Times**  
Best Seller List

“A Grumpy Book”

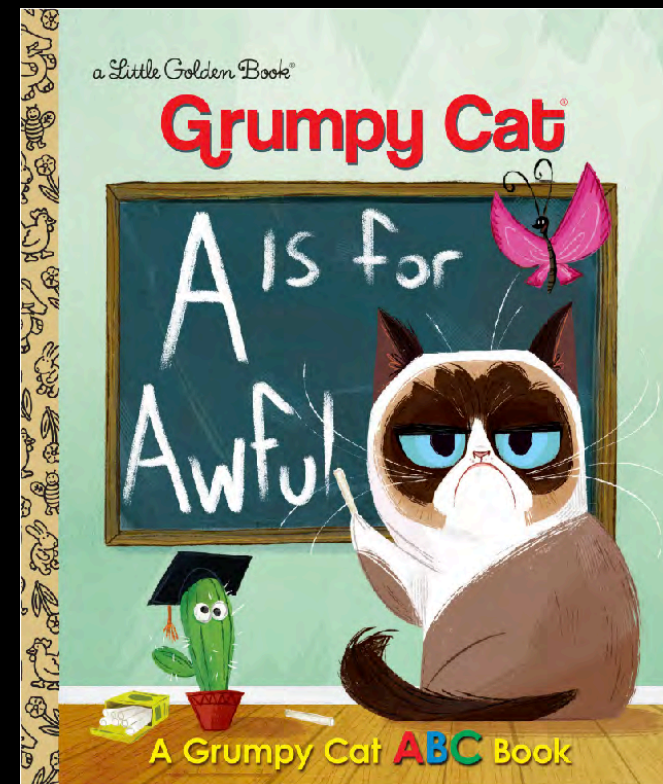
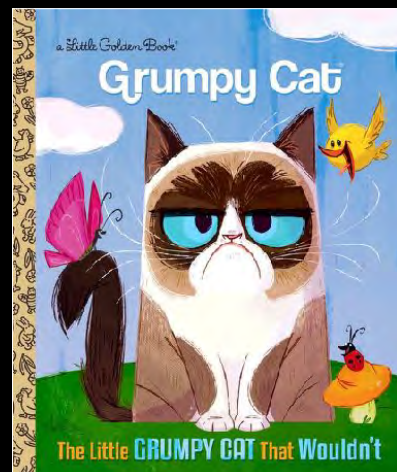
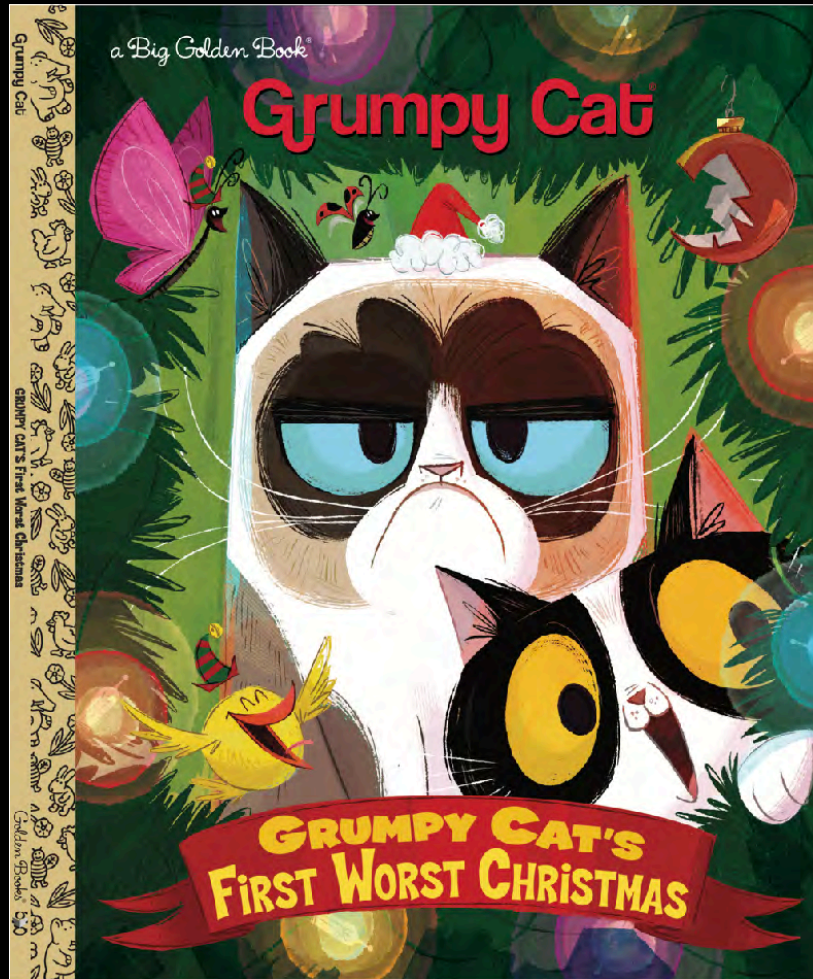
DEBUTED AT #7, LISTED FOR 11 WEEKS

“The Grumpy Guide to Life”

DEBUTED AT #3, LISTED FOR 12 WEEKS

# LITTLE GOLDEN BOOKS

- Three Books Out Now
- 400k+ copies sold
- 4th Book Sept. 2018
- Fifth Book in 2019
- Published by Random House



# COMICS

- Over 500,000 Copies Sold
- Four Graphic novels Out Now
- Grumpy Cat & Garfield Series & Graphic Novel Out Now

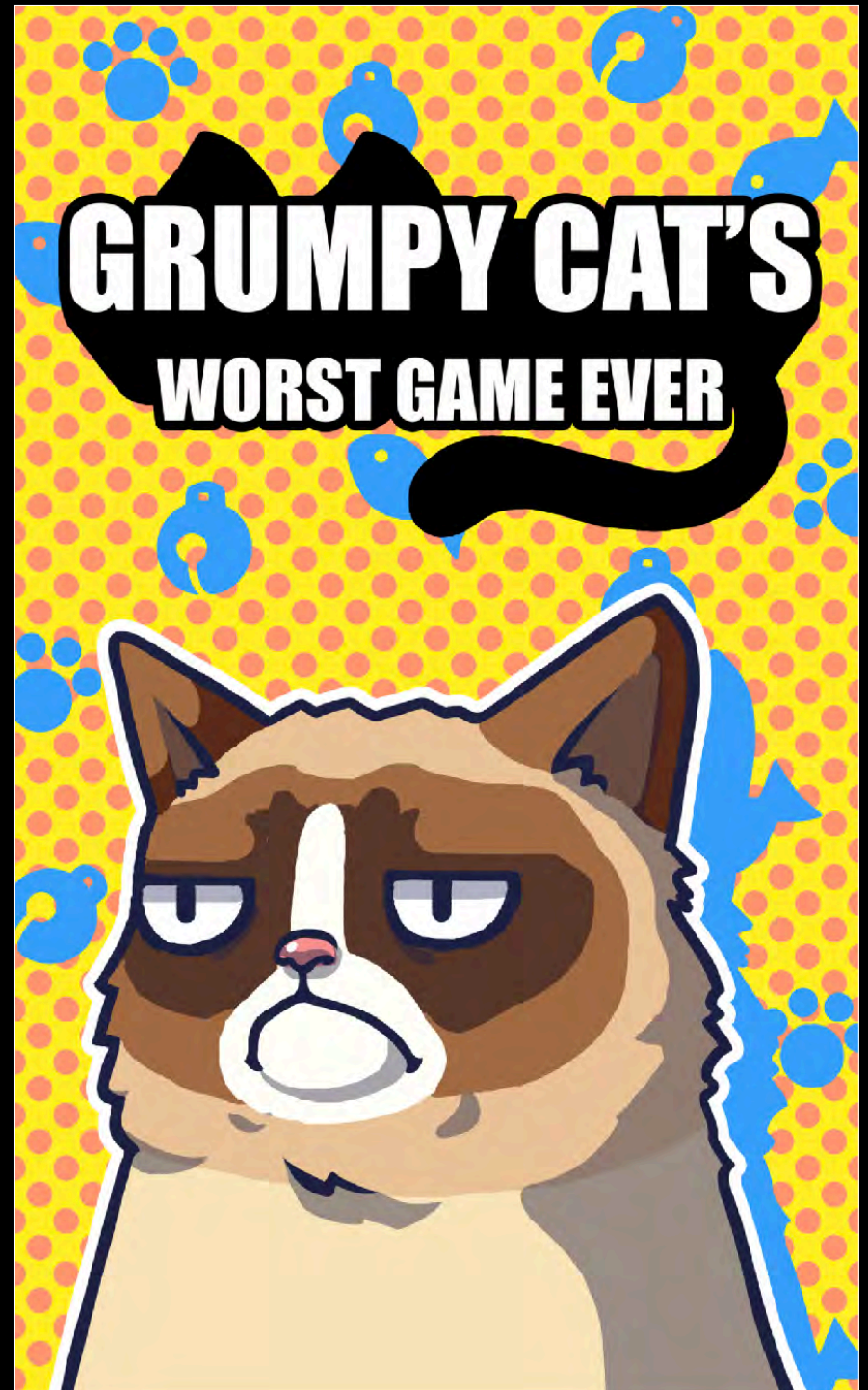


## GRUMPZILLA



# MOBILE GAME

- Over 5 Million Downloads
- 5 Star Average Rating
- Featured Around The World



# GRUMPY CAT IN EUROPE



- Has merchandise across Europe
- Has done appearances in London, Paris, and Berlin
- Has huge social media following across Europe

# GRUMPY CAT IN CHINA

## Mikiki Mall Takeover

## Alibaba/Tmall Singles Day Campaign



### FEATURE ARTICLE China's Singles' Day festival

#### Cute cat mascot wanted to promote China's Singles' Day

by China Radio International | Oct 27, 2016 06:02 | ANIMALS ♦ E-COMMERCE ♦ SINGLES DAY

Chinese online shopping platform Tmall announced on Oct.20 its decision to select a cat as the company's "chief maimeng (cute) officer" for the upcoming Nov. 11 online shopping festival. The announcement has intrigued pet lovers worldwide, convincing cat owners around the globe to compete for the "CMO" position.

In order to promote its Singles Day online shopping festival, the e-commerce giant, whose Chinese name translates to "sky cat," will select one feline to serve as its brand ambassador. Cats from anywhere in the world are eligible to join the competition, according to the announcement.

Some foreign cat celebrities have already signed up, including Grumpy Cat, an American online phenomenon whose permanently grumpy facial expression has gained her around half a million followers on Twitter, Maru, a Scottish fold from Japan whose YouTube videos have an average of 800,000 views each, has also thrown his hat into the ring. Thepaper.cn reported on Oct. 26.

Tmall has also launched augmented reality (AR) games featuring the cat celebrities. With the help of AR and LBS technologies, Internet users can interact with beloved cat celebrities online, as well as receiving coupons and gifts.



## Popular Books

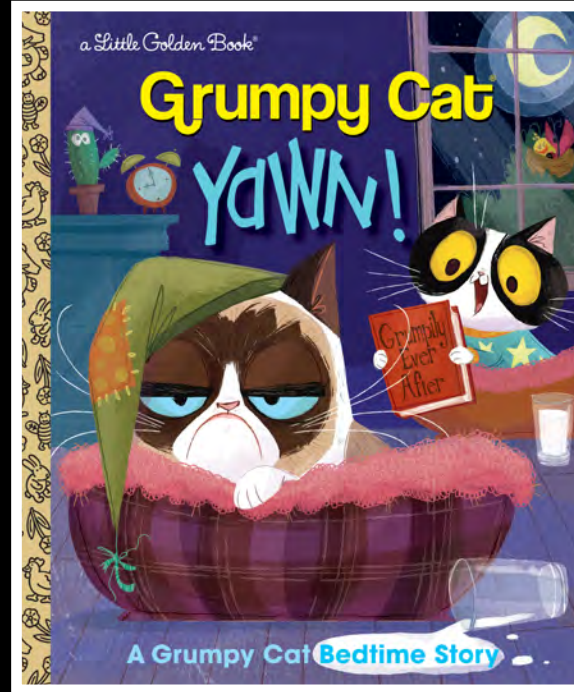


# COMING SOON

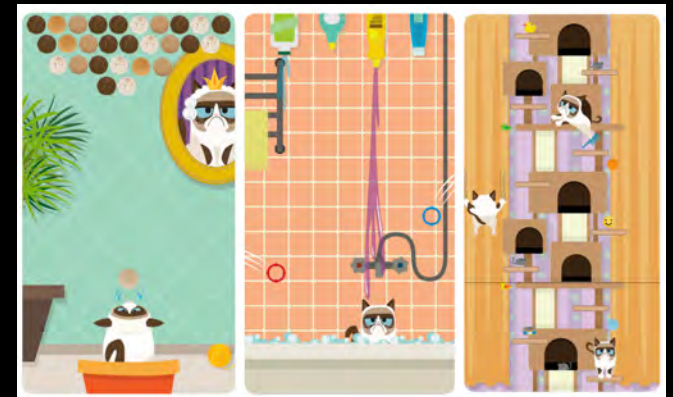
Shoes from Skechers



Garfield  
Merchandise



New books from  
Random House



New game  
from ThinkU

# LICENSEES

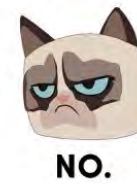
Acco Brands (Mead)  
American Greetings  
Amusemints  
Ata-Boy  
Bay Northwest  
Betalllic Balloons  
Bravado UK  
Brown Trout Publishing  
Buckle Down  
Card.com  
Chronicle Books  
Comfy Critters  
CSS Industries  
Dover Publications  
DNC UK  
Dynamite Comics  
Fifth Sun  
Forever Clever  
Fosforus Digital  
GroovyUK  
Grund (France)  
Handstands  
Hopscotch Confectionery  
Jakks Pacific  
Just Funky  
K. Bell  
Kids of America  
Lucky Cat Studios  
Magic Mugs  
Magic Power  
Marcus Bros. Textiles

Mind Candy Limited  
The Mountain  
OHM Beads  
OSKR Inc.  
Playrific  
PopRageous  
Product Works  
Random House  
Raw Threads  
Richard Leeds Int.  
Ripple Junction  
RSVP  
Salesone Jewelry  
Santex Moden  
Scientific Games  
Spirit Halloween  
T-Line  
Teamplay  
Toy Factory  
Throwboy  
Trends International  
Ultra Pro  
Weather Creative  
Zynga

**GO  
AWAY**



# GRUMPMOJI



NO.



THE



TOO BAD.



NO.



MEH.



STOP IT.



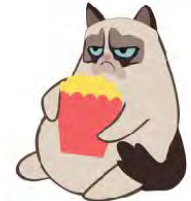
HATE IT.



AWFUL.



WHO CARES.



GO A



GO AWAY.



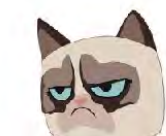
YAY.



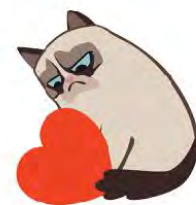
STOP IT.



MILDLY AMUSED



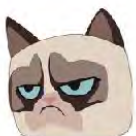
NOT FUNNY.



Y



GOOD.



MILDLY AMUSED



GOOD.



\*HEAVY SIGH\*



Y

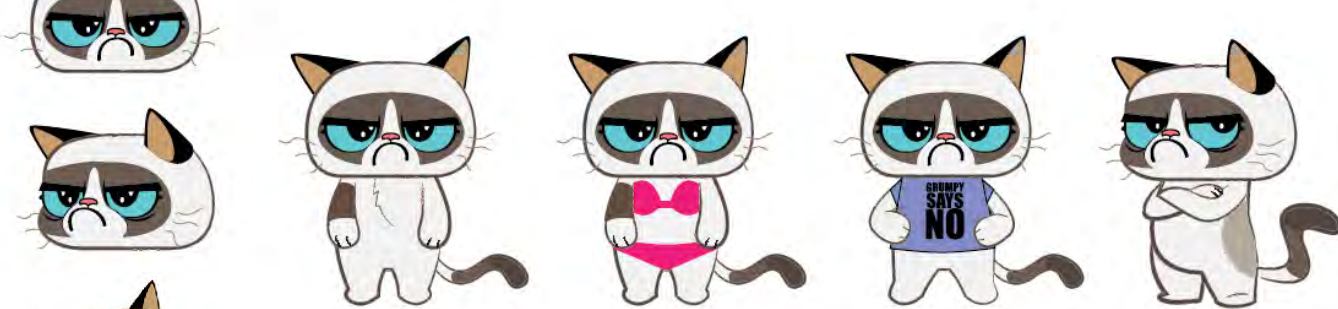


DEAL WITH IT.



SHUT UP.





## CARTOON CONCEPTS



# Grumpy Cat<sup>®</sup>

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YPSILON LICENSING

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*Thank you!*

[www.ypsilonlicensing.com](http://www.ypsilonlicensing.com)  
[info@ypsilonlicensing.com](mailto:info@ypsilonlicensing.com)

T. +34 933 624 559