



CODE LYOKO™

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CODE LYOKO: Action and Adventure Spanning Two Worlds

- High-tech adventures using 2D & 3D CGI animation
 - **Incredible Storytelling**
 - **Exciting & Engaging Characters**
- A true community phenomenon
 - **Worldwide Exposure**
 - **Online community at CodeLyoko.com now in three languages (Eng, Fr, Sp)**
- Licensing and Marketing Programs
 - **Campaigns continue into 2009 and beyond : Code Lyoko reloaded**



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Synopsis



- Utilizing the latest advances in 2D and 3D computer graphics imagery (CGI), “Code Lyoko” follows the adventures of four teenage students who discover the existence of a mysterious parallel universe, a virtual world called Lyoko.
- The students, Yumi, Ulrich, Odd and Jeremy discover that both Earth and Lyoko are being threatened with destruction by a super virus, X.A.N.A., which has infected the Super Computer that controls everything.
- Now the students, who are joined by Aelita, a virtual being from Lyoko, must lead double lives: ordinary boarding school students on Earth and action heroes inside the digital world of Lyoko, where they learn each has special powers.

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Code Lyoko: Driving Forces

- 97 x 26' episodes (4 seasons and 1 x 52' special)
 - Long term TV exposure
 - Repeat episodes allow fans to delve deeper into the back-story
- Unique mix of 2D animation sitcom and 3D Action/Adventure sequences
 - Best aspects of two successful genres combined in each episode
 - Fast-paced action scenes
- A secret quest with a deep back-story
 - Fully-formed characters with interesting backgrounds are unlike most animated series
 - Core fan community creating fan fiction
- Strong characters which inspire role-playing
 - Strong appeal within a wide target from 6 to 12
 - Initial series core fan base 8-10 years old
- Cutting edge and high-tech
 - Allows for great transition within publishing and video game categories
 - Perpetuates hype surrounding Code Lyoko brand
 - Allows for great transition into the Apparel and Accessories categories, and also high-tech



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Code Lyoko Heroes : Odd

- Odd Della Robbia is the eccentric one of the group. He believes the world is one big stage and life is just one performance after another.
- In Lyoko, Odd is an arrow shooting, enemy pouncing wild cat. In his feline form, his curiosity can sometimes get the better of him, as he charges into risky situations without thinking things through. But even though his impulses can get the team in trouble, his agility and astounding ability to predict near future situations often get him off the hook just in time.



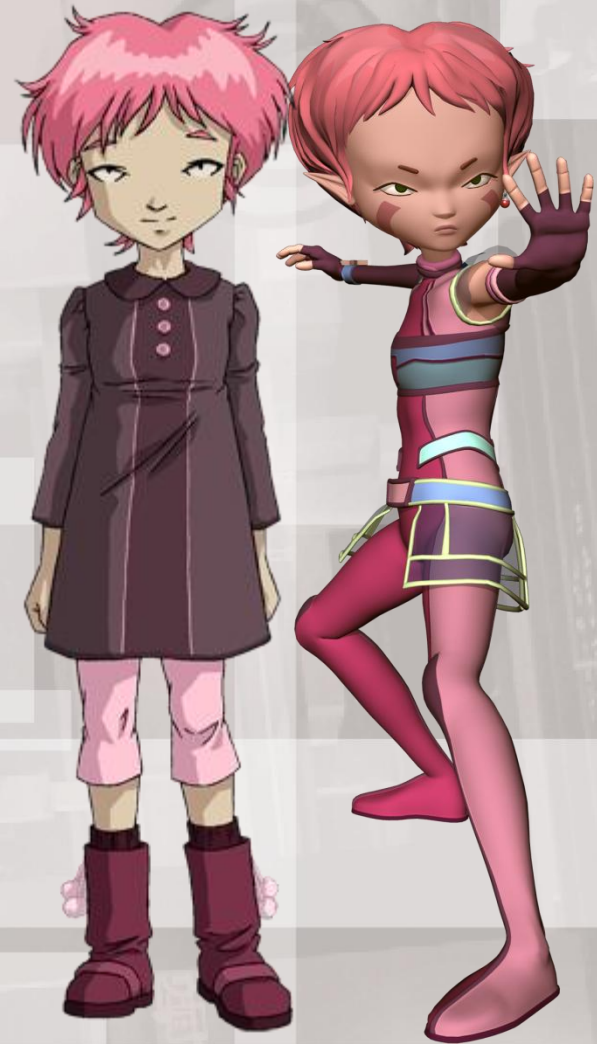
Code Lyoko Heroes : Ulrich

- Ulrich Stern is the serious, silent type. Keeping emotions and his past under wraps at all times. Inside Lyoko, Ulrich's speed on foot and swiftness with the sword serve him well in difficult battles.
- He's quick and agile as a fox, and even more impressively, he has the advantage of being able to duplicate his virtual body many times over to confuse enemies.



Code Lyoko Heroes : Aelita

- As the team's only guide through Lyoko, Aelita has a massive array of power and a wealth of knowledge about the virtual world of Lyoko.
- She also has an uncanny ability to navigate Lyoko's atmosphere as if were part of her. Her inexperience with the real world makes her seem naïve at times, but she has a calm and quiet nature that comes in handy whenever quarrels break out between group members.
- She adores Jeremy, whom she sees as a savior, and also has a serious soft spot for Odd and his daredevil ways.



Code Lyoko Heroes : Yumi

- Yumi Ishiyama is beautiful, but she's no pushover. In fact, her stubbornness may be a bit too strong and her human relations skills are a little rusty, to say the least. But there's another side to Yumi that only her close friends get to see. Her generosity, sensitivity and loyalty are unparalleled.
- In her virtual form, Yumi is a profound gymnast and advanced marksman with her deadly metal fan. The other members of the group often have to rely on her acrobatic maneuvers and her amazing gift of telekinesis (ability to move object with her mind) to get them through dangerous situations.



Code Lyoko Heroes : Jeremy

- Jeremy Belpois is what you might call “an endearing nerd.” He’s a techie whiz, living in a world of processes and equations. As a top-of-the-class genius, he is quite articulate when it comes to computer-related subjects, but often stumbles over his words when it comes to girls.
- As the only one who can work the super computer, he never goes to Lyoko. But he stays in contact with the virtual world through Aelita. He seeks to pull her from X.A.N.A’s grasp and to discover the secret of her past.



Code Lyoko Heroes / Villains : William

At the end of the season 3, William joins the team to help battle X.A.N.A. in Lyoko.

During the season 4, he falls under X.A.N.A.'s control and the team is determined to set him free.

He is very powerful; his special power is the Super Smoke.



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Code Lyoko Villains : XANA & Monsters



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PROPERTY CREDENTIALS



INTERNATIONAL TV EXPOSURE

Over 160 countries worldwide, including:

- Cartoon Network (4 seasons 97 episodes) & Kabillion* in the U.S.
- France 3 and Canal J in France
- GMTV / Citv in the UK
- Clan TVE #2 show + Cartoon Network + Forta Channel in Spain
- Canal Panda Portugal
- JETIX in Japan
- RAI 2 + Cartoon Network in Italy
- JETIX in Latin America
- NOGA in Israel
- MBC in the Middle East
- CANAL+ in Poland
- ARES Media in Turkey
- SVT in Sweden
- NRK in Norway
- MTV3 in Finland
- Animax in Korea
- Radio-Canada & YTV in Canada
- Channel 10 & CN in Australia
- VRT & RTBL in Benelux



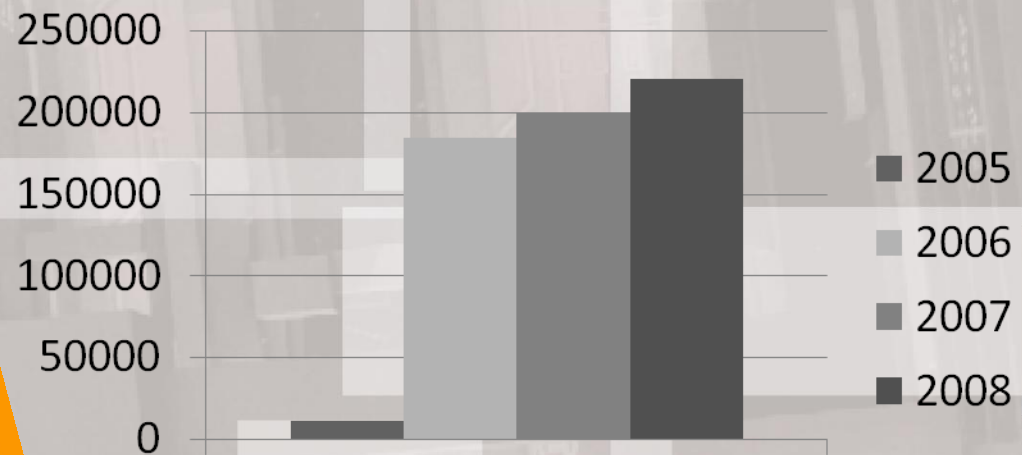
*Over 1.3 million VOD Downloads on Kabillion in 2008



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Code Lyoko Connected Community

- Code Lyoko.com
 - 220K members on the official site
 - 400K members in the official forums



Members



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Code Lyoko Connected Community

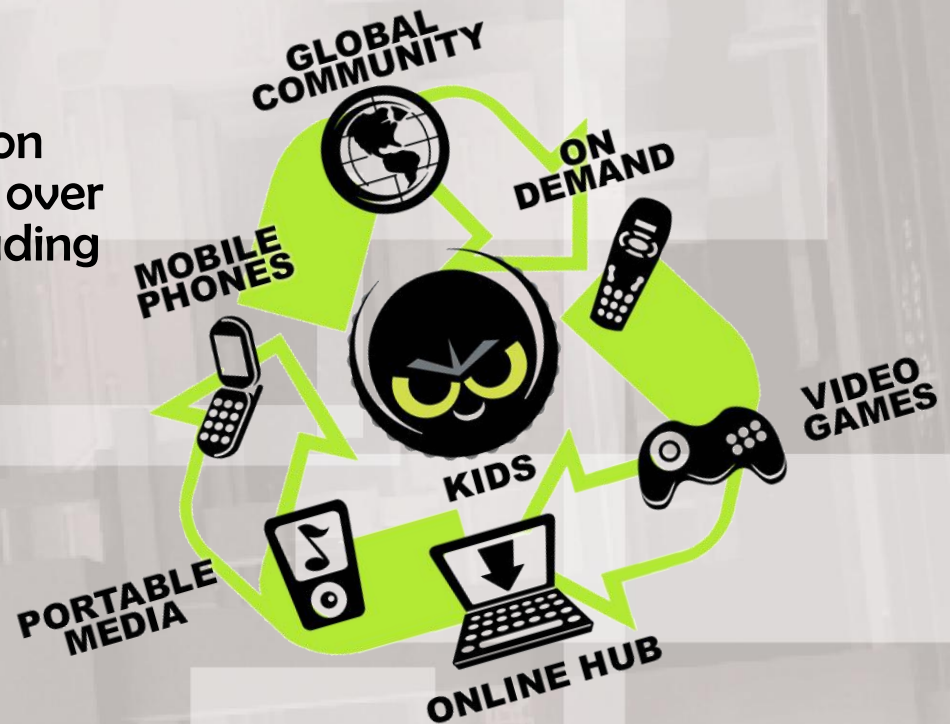
- Taffy Kids (1.2M households VOD channel in France)
 - Code Lyoko N°2 most-viewed show after Titeuf (Free VOD)
 - Code Lyoko N°2 Taffy VOD sales all platforms after Titeuf (including iTunes France)
 - 216 000 game plays on interactive IPTV monthly in France.
 - Next steps : Code Lyoko on Orange



Code Lyoko Connected Community

Kabillion.com

- Code Lyoko is the one of most popular series on the channel
- Code Lyoko is also available on Kabillion on Demand, now in over 18 million US households, including Comcast, Charter, Cox and Bresnan digital cable systems.



Worldwide Partners (present & past)



Marketing Credentials

- **With 360° work in MoonScoop, we build great cross-promotion, ie :**
 - **Guest appearance within the Nintendo Wii – result of the contest with Radio-Disney / Funimation**
 - **Cross-Promo between Carl-Hardees / Game Factory : 3.5 Million Impressions**
 - **Cross-Promotion Photo-Me : 9,800 billboards in France during all september 08**



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Code Lyoko Partnership with Futuroscope Theme Park in France

- 3-Year partnership with Futuroscope
- Opened May 2008
- 2 levels of attractions, with different games for different kids' age groups.
- Large marketing launch with sweepstakes and PR
- Cross-link between websites and web campaign.

**NEW IN 2009 : REAL 3D EXPERIENCE
(without glasses !)**



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The image depicts a dark, industrial interior, possibly a control room or a laboratory. The walls are a dark, metallic green. In the center, there is a large, circular, metallic opening, possibly a porthole or a doorway. The opening is framed by a thick, metallic border. Above and below this opening are horizontal bars with black and yellow diagonal hazard stripes. The overall lighting is dim, with a warm, golden glow emanating from the central opening. The text "CODE LYOKO" is prominently displayed in the center, with "RELOADED" below it. The text is in a bold, stylized font with a metallic, 3D appearance. The word "CODE" is on the left, "LYOKO" is on the right, and "RELOADED" is centered below them. The "O" in "LYOKO" is replaced by a stylized gear or target symbol. The background is filled with faint, glowing particles, giving it a sense of depth and activity.

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2010-2011 : Code Lyoko Reloaded

- **Focus on consumer products for main Code Lyoko target group**
 - **Age: 8-12, core 9-11**
 - **Hard-core techno fans**
 - **Manga fans**
 - **Hyper-connected (internet, mobile, communities, chat, instant messaging...)**

2009-2010

Code Lyoko Reloaded

Already built keystones of the strategy :

- Large publishing initiative with novels :
Quadrilogy « Code Lyoko Chronicles » by
Atlantya Entertainment – worldwide
- MMORPG in development by CJ Internet
(Korea)
- New Code Lyoko website
- New styleguide assets

**Looking for new categories development for
Code Lyoko**

- Consumer electronics
- Giftware / Resin statues / collectibles
- New video games titles on new platform
- Teens/Young Adults apparel, bags &
accessories
- Mangas
- Promotions
- Apparel



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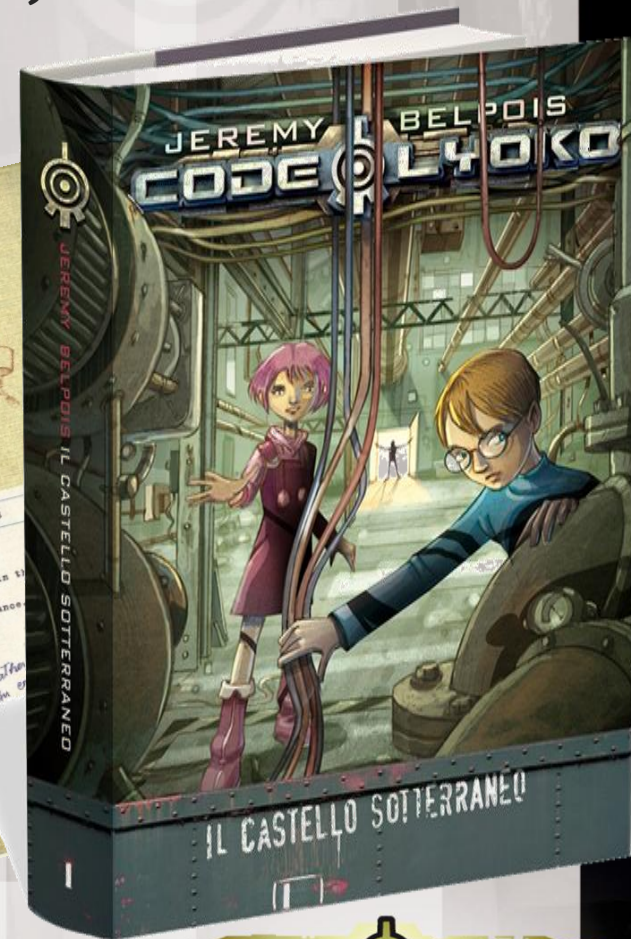
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Code Lyoko: Publishing

**Worldwide Publishing partnership with Atlantyca
(Publisher of Geronimo Stilton 30 Millions Books sold worldwide)**

Enter the Legend of Code Lyoko

- Quadrilogy to be published with local publisher – introduced at Frankfurt Book Fair 2008.
- Release plan for major countries is:
 - Spring 09 : The Underground Castle
 - BTS 09 : The City With No Name
 - Spring 10 : The Return of The Phoenix
 - BTS 10 : The Army of Nothing
- Quadrilogy will enter into the show's deep backstory: « The Code Lyoko Chronicles »
- Each launch will be heavily supported by marketing operations
- Already sold by Piemme in Italy



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Code Lyoko E-Strategy

- Code Lyoko official website expansion

2008

More than 50 active and unofficial websites
Very active Official website



2010

Online Game Launch
Game Portal & Official Website
will be the same



2009

- Website new design launch
- More contents on the Official website
- Code Lyoko affiliation system for unofficial websites with redirections to Official websites
- Web Tv

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CODE LYOKO NEW WEBSITE

CODE LYOKO™
WEB TV

CODE LYOKO™
ONLINE



Online Events, forum, special chats,
Widgets, virtual exhibitions, online casual mini games,
VOD, Fan consumer products store...

Code Lyoko MMORPG

- CJ Internet top online company with successful business model and track records like « sudden attack » and « Magu-Magu »
- Code Lyoko MMORPG will be developed by CJ Internet own studios
- Features to include :
 - Full 3D
 - Real Role Play Universe
 - Full combat system



NEW PROJECT IN DEVELOPMENT

- **Code Lyoko Live action serie**
 - **Sitcom part in Live Action – incorporating 3D Fx**
 - **3D part with new design and features**
 - **New stories – improved script-writing**
 - **Discussion on going.**

Code Lyoko: Contacts

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