



nickelodeon

TEENAGE MUTANT NINJA  
**TURTLES**

**HALF-SHELL  
HEROES**™



Half Shell Heroes is a younger take on the globally successful Teenage Mutant Ninja Turtles franchise! It offers a softer and rounder character art style, designed specifically for a preschooler, while at the same time remaining a true representation of the existing characters from the hit Nickelodeon TV show. Boys love it because it offers the same winning combination of comedy, action, and ninja hijinks, AND moms love it because it's a softer, less-aggressive take for their younger boys.



## SUCCESS STORIES



**#1** NEW Boys preschool license in the UK

**6.2%** Market share in the US

**£1.3MM** HSH Products sold in the UK since launch

## CP ROLLOUT

**Q3/Q4 2014**

US, Canada, Australia, Taiwan, Hong Kong

**Q1/Q2 2015**

Spain, Italy, France, Mexico, Philippines, Singapore, South Africa, Malaysia, Indonesia, Thailand, Russia

**Q3/Q4 2015**

Greece, Turkey, Brazil, China, Nordics, Russia

**Q1/Q2 2016**

Mexico



## COMING UP

Expanding into apparel, accessories, back-to-school, and home in 2016



## PRODUCT ROLLOUT

**Year 1**   
Toys, Publishing, Apparel



**Year 2**   
DVD, Home ware, Stationary, Accessories, Apparel



**Year 3**   
Food Health Beauty



### Fresh New Creative

- Thematic guide featuring humor and new mutants
- Retail guide



### New digital content

-  App
-  Games
-  Activities



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CONSUMER PRODUCTS

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