

Company Name: MOMOT
Industry: Toy
Location: Surrey, United Kingdom
Financing Sought: £550,000 in exchange for equity



LICENSING WORLDWIDE

Key Data:

- UU is raising £550k of equity based funding to drive its product launch and initial growth for an equity stake. £20k secured.
- 2 – 3 year focus on delivering an exit 'value' of x6 return.
- Advanced SEIS Assurance applied for.
- An estimated UK market opportunity in excess of £3Bn, >£50Bn WW.
- Satisfies thirst for Parents to engage with, and participate in, children's play creating engaging figures of all the most popular characters, sporting icons etc.
- Easy to use & low cost.
- Led by Entrepreneurs, with relevant Market experience.
- Exclusive licenses provide barrier to Competitors able to offer rival products.

Great opportunity to achieve >6x return in 2 years through a 'Value' driven Trade Exit or Market Listing. UU Licensing Worldwide – specialising in family entertainment and sports – and recently acquired the global rights for MOMOT...

What is a MOMOT...?

MOMOTs are 'clever paper' products, which start life as simple sheets of paper, printed which can be transformed into a fantastic model - giving parents and children an hour of fun, creative together time. The MOMOT craze is sweeping through its home country of South Korea and now UU are taking MOMOT global – and it the company behind a worldwide launch.

- Pocket Money – two sizes and two price points with RRP's of £7.99 and £4.99 with High Perceived Value (£15+)
- Protected IP Product design and Trademarks
- 2 & 3 year License contracts with the World's most popular Characters inc Paw Patrol, Star Wars, Minions, Marvel, Toy Story, SpongeBob
- Exclusive Football Player and National team IP for every country during FIFA 2018 World Cup
- Made in Asia – using the Global Leader in Print Manufacturing + Logistics
- Highest Industry Sustainable Credentials
- Industry specialists

Market...

The market for toys in all the target territories is huge for a product such as MOMOT. The toy market in the UK last year was £3.2bn (the biggest in Europe), the US topped \$20bn in 2015 of which \$4.5bn was in arts/crafts/building sets/action figures segments. Annual growth is frequently 3-7% range for most modern economies.

Business Opportunity...

MOMOTs are creative and highly stylized paper creations, featuring some of the most well-known licensed characters from Disney, Marvel, Warner Bros., DC Comics and Nickelodeon. The extraordinary visual appeal of the finished MOMOT gives families a fun and creative activity to do together—the antidote to digital. UULW recently acquired the global rights for MOMOT because we strongly believe in products that bring families together, stimulate, educate and are loads of fun to do.

The Product...

MOMOT is a paper construction toy originating and successfully established in South Korea with the two leading sizes 13cm and 30cm retailing for £8 & £25 respectively in Asia. UULW have now protected the design and look of the core MOMOT product through CDR registration. UULW's global sourcing expertise will launch the first, and larger of two product sizes to the European and US mass markets for just £4.99.

Key Company Details:

UU LIMITED Registered office:

10 Daneswood Close,
Weybridge, Surrey, KT13 9AY

Incorporated 29 April 2016

Company no: 10156415

<https://momotglobal.com/>

Management Team:

Chris Taylor, Founder &

CEO an experienced entrepreneur and senior executive in this field, who previously held senior positions within a number of similar businesses. Chris is passionate about the licensing and kid's toy and branded products industry.

Patricia Reading – in global licensing for over 30 years holding senior positions with Kelloggs, Burger King, TCC and many more. Her network of decision makers across most major studios provides immediate access to a strong relationship platform

Tom Nabney – Tesco

Operations division for several years responsible for print, manufacturing, liaising with licensees and ensuring quality standards and efficiencies are optimised.

Richard Bevan, FCA CFO –

Founder of BVN.Partners, serial Entrepreneur, Richard leads a multi-disciplinary professional services practice covering all the essentials to maximise the return on investors cash, the growth of an idea and the ability to deliver to market.

Competitors...

One of the major advantages with MOMOT is its unique product category which has allowed UULW to acquire the most popular licenses such as Star Wars and Minions without causing conflict with their Master Toy Licensees such as Mattel and Hasbro. Quite simply, there are very few or little licensed paper toy products to compare.

Competitive Advantage...

Price – MOMOT is innovative and clever paper engineering that provides the level of design intricacy children and collectors demand of their favourite and popular licensed characters and sporting heroes. However, unlike the competition, a MOMOT can be purchased for a fraction of the price:



Value Drivers & Intellectual Property (IP) ...

MOMOT licenses global rights IP (excluding Korea) from the Korean founders.

Financials & Use of Funds...

	Model FC1 Conservative			Model FC1 Likely	
ROI	6 times				
	Year 1	Year 2	Year 3	TOTAL 3 years	TOTAL 3 years
Total Revenue	5,396,100	16,690,896	41,616,912	63,703,908	97,522,413
Revenue Growth		209.3%	149.3%		
Gross Profit %	48.0%	44.4%	36.1%	42.8%	44.8%
EBITDA	1,986,744	6,606,624	14,357,732	22,951,100	37,085,603
Net Profit	1,868,550	6,573,624	14,276,399	22,718,572	36,729,633
Units Sold	1,500,000	5,040,000	8,880,000	15,420,000	24,798,502
Product License Revenue	3,896,100	13,090,896	38,616,912	55,603,908	89,422,413
Campaigns Run	5	12	7	24	24
Loyalty Revenue	1,500,000	3,600,000	3,000,000	8,100,000	8,100,000
New Investment required	550,000	-	-	550,000	550,000
Closing Cash	444,836	569,084	12,890,065	13,903,985	28,800,298
Dividends paid	250,000	4,000,000	6,000,000	10,250,000	10,250,000
Valuation - year 3				125.8	144.5
Seeking £550,000					
Full models, SHA, Subscription terms etc available					

MOMOT[®]

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