Here at Outfit7 Limited, we love to play. Here there are no rules, no boundaries, no locked doors or you’re-not-alloweds. Ours is a world of yes, not no, and here you are free to play.

We are all about good, honest fun; this is what drives us and this is why our flagship franchise, Talking Tom and Friends, is known and loved around the world. It’s the reason why our apps have won awards and been downloaded over 4.7 billion times in more than 230 countries worldwide. Our apps and characters have skyrocketed in popularity because they’re tongue-poking, eyebrow-raising, high-fiving fun. And who doesn’t love fun? Our world is about the sheer joy of pure play and it’s yours for the shaping and sharing.

So are you ready for the go for the gold? Our latest fun-tastic app, Talking Tom Gold Run, goes above and beyond the mechanics of your typical runner game. Here, players have a reason to run. Talking Tom Gold Run begins with a robbery, meaning that players have to run as fast as possible to retrieve the fallen gold bars, dodging obstacles and collecting rewards along the way. Plus, in the process, users get to play with their favorite Talking Tom and Friends characters, exploring and unlocking seven unique worlds with them (including the city, the beach, and more!) and helping them build and upgrade their dream homes.
Speaking of upgrades: *Talking Tom Cat*, the app that launched Talking Tom and Friends and became an instant worldwide phenomenon, has just had a brand new, cutting-edge upgrade. Talking Tom is now more handsome than ever, thanks to his contemporary new look. And the laughs just keep coming with his enhanced hilarious talk-back and food animations. But that’s not all. The endless entertainment and nonstop fun continues with our other new offerings in the digital sphere, like the incredible *Talking Tom Bubble Shooter*. An immersive and innovative bubble shooter game set in a vibrant theme park, the app is bursting with colorful challenges and “power-up“ opportunities; it’s the perfect go-to game for both the casual player and the competitive gamer.

And those are just the latest two apps to have emerged from our massive portfolio. But we’re not here just to make apps. We strive to push boundaries, to play, to invent, and to imagine. Our dedication to *creativity and innovation* has catapulted us to the *forefront of the digital entertainment era* and we couldn’t be prouder.

Outfit7 was formed in 2009 by a group of creative visionaries with a mission to *entertain and empower the inner kid* in us all. Our first creation, Talking Tom, was an instant sensation and the fun just keeps on going! With a brand new CGI animated series, a global licensing and merchandising program, a thriving social media presence and several incredibly popular YouTube channels, we’re going from strength to strength. Come join in and play on.

Outfit7 Limited is a UK multinational entertainment company headquartered in Cyprus. For more information, please visit outfit7.com and talkingtomandfriends.com, or visit our Facebook and YouTube pages.
TALKING TOM AND FRIENDS

Talking Tom and Friends are lovable, fun 3D animated characters that appeal to the whole family. They’ve starred in an animated webseries, sung in chart-topping music videos, visited the White House, made an appearance on a major American sitcom, and walked the Walk of Fame in Hollywood, not to mention appearing in Outfit7’s series of wildly popular apps. Talking Tom and Friends are also the stars of a brand new 3D CGI animated series called “Talking Tom and Friends.”

There is a character for everyone to relate to, and fans love them. Whether it’s watching Talking Angela chat about fashion on her YouTube channel, creating potions in the lab with Talking Ben in his app, or learning to draw with Talking Ginger, these characters are loved the world over.

**TALKING TOM** is the leader of the gang; he’s the alpha, the top tomcat. First appearing in the Talking Tom app in 2010, he was Outfit7’s first creation and one of its greatest triumphs.

Tom has a massive [Facebook](https://www.facebook.com) and [Twitter](https://twitter.com) following and a hugely successful [YouTube](https://www.youtube.com) channel. His app, [My Talking Tom](https://play.google.com/store/apps), won the “Best iPad Game: Kids, Education and Family” award at the 2014 Tabby Awards, as well as two Users’ Choice awards.
Goofy, clumsy, and hilariously dopey, **TALKING HANK** is the latest addition to the Talking Tom and Friends family. Hank’s got a big smile and an even bigger heart and though he can be a bit gullible, he always sees the funny side of life. Fans love him already and enjoy seeing what he gets up to on Facebook.

**TALKING ANGELA** is the most stylish, fashion-forward feline around. With her own dedicated YouTube channel and devoted Facebook and Twitter followers, Talking Angela is taking the digital world by storm. Her latest app, *My Talking Angela*, launched in December 2014 catapulting this fabulous feline to even greater heights.

**TALKING GINGER** is the cutest, most mischievous kitten you’ll ever meet. From his interactive videos to his cute pictures, fans just can’t get enough of his adorable antics on YouTube. Ginger also appears in his own app, *Talking Ginger*, and guest stars in several other apps in the Talking Tom and Friends series.

Grumpy but adorable, **TALKING BEN** is the brainy one in the Talking Tom and Friends gang. Loving nothing more than to invent (and accidentally blow up) things in his lab, Talking Ben and his app are loved by fans around the world. His cute and nerdy habits have earned him millions of fans.

Whether he’s DJ’ing, cooking, or just playing video games, fans love to interact with **TALKING PIERRE**! His app, *Talking Pierre the Parrot* has been downloaded over 100 million times!
In April 2015, the 3D CGI-animated series premiered on our Talking Tom and Friends YouTube channel and as a flagship show on the YouTube Kids app.

We’re so honored to have such a superb cast lend their voices to this wry gang of friends, including Golden Globe®-nominee Colin Hanks (“Fargo,” “Orange County”), Tom Kenny (“SpongeBob SquarePants”), James Adomian (“Comedy Bang Bang!,” “Gravity Falls”), Maria Bamford (“WordGirl,” “Adventure Time With Finn & Jake”) and YouTube star, Lisa Schwartz.

Just two weeks after its debut, fans had notched up a staggering 10 million views, and those views continue to soar as families across the world tune in regularly on Thursdays to catch the latest episode of adventures and misdemeanors.

The Series chronicles the adventures, hijinks, and inventions of Talking Tom and his friends as they shoot their own reality television show. Armed with cameras, tech gear, loads of ideas, and an unfailing sense of optimism, the animated series follows Tom and the gang as they make their own show from the (relative) comfort of Tom’s garage-turned-app studio! Although their adventures and inventions never quite turn out the way they planned, together Tom, Angela, Ben, Hank and Ginger are unstoppable!
MUSIC, MERRIMENT, AND MERCHANDISE

Talking Tom and Friends made their musical debut in 2012 with Tom and Angela’s chart-topping duet called ‘You Get Me’. Created in collaboration with Walt Disney Records/Hollywood Records, the video has had huge success on YouTube and Vevo. Fans have also devoured the animated webisodes created alongside Disney Interactive.

Followers of the Talking Tom and Friends franchise create hundreds of hours of content every day using the integrated video functionality in the apps. User-generated videos, which range from Talking Tom singing Lady Gaga and dancing Gangnam style, to Benjamin Netanyahu’s recorded message, have an enormous amount of views on YouTube.

Wherever they are in the world, fans of Talking Tom and Friends have access to incredible branded merchandise because of Outfit7’s global licensing program. There are currently over 50 official licensees worldwide, offering apparel, accessories, games and puzzles, paper goods, stationery, back to school items, and other Talking Tom and Friends branded merchandise.
FAST FACTS

Over 4.7 Billion Downloads and Counting

Success

Talking Tom and Friends is lauded as the fastest entertainment app series to reach 300 million downloads; this was achieved just 19 months after its launch.

App Popularity

The apps collectively generate 270 million monthly active users

- **Talking Tom Gold Run** launched in July 2016 and achieved:
  - Over 2 million downloads on its second day;
  - Over 10 million downloads within 7 days
  - Over 34 million downloads within the first month of the launch and became the #1 gaming app in 137 countries.

- **My Talking Angela** launched in December 2014 and achieved:
  - Over 2 million downloads on its second day;
  - Over 10 million downloads within 7 days; and
  - Fans played over 2.5 billion mini-games in the app within the first month of its launch

- **My Talking Tom** was launched in November 2013 and achieved:
  - Over 1 million downloads on its second day of launch;
  - Over 11 million downloads 10 days after its launch and became the #1 gaming app in 135 countries, totalling 900 years of cumulative gameplay; and
  - 27 million downloads within the first month of its launch

- **Talking Tom 2** achieved 5.7 million downloads within the first 10 days of its launch in 2011.

Global Reach

- The apps have been downloaded in over 230 countries and territories
Global Reach

- The apps have been downloaded in over 230 countries and territories worldwide, from Antarctica to Vatican City.

Accolades

Outfit7’s family-friendly apps are certified by PRIVO, an FTC approved COPPA safe harbor program.

- In the spring of 2016, My Talking Angela was certified by ePrivacy and received the ePrivacyApp seal.
- My Talking Angela was awarded the National Parenting Centre Seal of Approval in Spring 2015.
- My Talking Angela won the Tillywig Toy & Media Award in Spring 2015.
- My Talking Angela won the “Best iPad Game: Kids, Education and Family” award at the 2015 Tabby Awards.
- My Talking Tom won the “Best iPad Game: Kids, Education and Family” award at the 2014 Tabby Awards, as well as two Users’ Choice awards.

YouTube and Social Media

- Talking Tom and Friends content has collectively received over 5.5 billion views on YouTube and 1.9 billion views on Youku.
- The Talking Tom and Friends animated series has garnered over 820 million views.
- There are over 8.0 million combined subscribers to our YouTube channels.
- Talking Tom and Friends Facebook pages have received over 29 million likes.
- Talking Tom and Friends have over 500,000 followers on Twitter.

¹Facts and figures accurate as of August 23, 2016