

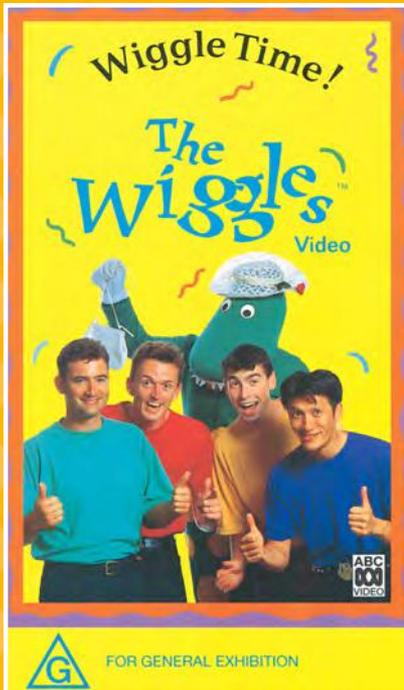
The
Wiggles[®]

The logo for 'The Wiggles' is centered on a blue background with a white dot pattern. It features a yellow, cloud-like shape containing the text. The word 'The' is written in red, bold, sans-serif font at the top. Below it, the word 'Wiggles' is written in a blue, bubbly, sans-serif font. The letter 'i' in 'Wiggles' has a green dot above it. The letter 'l' is purple. A registered trademark symbol (®) is located at the bottom right of the yellow shape.



**The Worlds Favourite Children's
Entertainment Group!**

From humble beginnings... 25 years ago!



.. To international fame ...

- Over 7 million albums sold!
- Over 23 million DVD's sold!
- 17 Gold, 12 Platinum, x 3 Double Platinum, 10 multi-Platinum Awards for their music & DVD sales.





Performed to millions of fans around the world over the past 25 years



- **Won a record 12 ARIA Awards for Best Children's Album in Australia.**
- **Won 5 APRA Awards & International Achievement Award!**
- **8 million books**



The baton has been passed to a Wiggles new era...

There's a new energy!



The FIRST female Wiggle - Emma!



Now the most popular Wiggle ever!



The Wiggles music is based on concepts of Early Childhood Education!



- **Three of the original Wiggles were trained in Early Childhood Development. This key pillar of educational entertainment remains true today with all founders still engaged in the brand and business.**
- **They see things from the perspective of the child. It is the basic tenet that informs their work.**



- **The Wiggles have always encouraged children to become effective communicators by modelling appropriate communication between each other and with their young audiences. Through music, dance, movement, storytelling, talking and listening they help children create and express a range of ideas as they further their education in the many ways of making meaning.**



- **Children learn best through play and so the primary focus of The Wiggles content is to entertain while seeking to provide appropriate frameworks for learning.**



- **The Wiggles appeal is international for they value and respect children. The Wiggles have been broadcast (and dubbed) in over 100 countries. Their catalogue includes songs in French, Italian, Hebrew, Spanish, Mandarin, Portuguese and many other languages.**



For children, The Wiggles are simply fun, fun, fun!

The Wiggles actively promote healthy eating & healthy living principles...



- Many of their songs refer to food but only to food that is appropriate for young children with fruit and vegetables playing a major role.



**Pick Right.
Feel Bright!**



Songs such as *Fruit Salad*, *Apples & Bananas*, *Broccoli Bunch* and *Vegetable Soup*, are examples of songs that encourage healthy eating in a creative way and also educate children about healthy choices.

The Wiggles songs are engaging...



“Hot Potato”
36 million views
Youtube



“Big Red Car”
14 million views
Youtube



**“Fruit Salad,
yummy, yummy!”**
22 million views
Youtube

The Wiggles are iconic Australians



The Wiggles are advocates for children all over the world...



The Wiggles are a part of Pop Culture



Johnny Depp :
“One of the things that I'm proudest to say, is that I was the first person to give Tim Burton the full DVD set of *The Wiggles*.”



One Direction star Harry Styles, learns to Wiggle!



Pop Princess Kylie Minogue, who has performed a duet with The Wiggles



Fox and Friends proclaimed “They’re the number 1 kids act in the world!” Host, Brian Kilmeade tweeted The Wiggles stating, “they’re the happiest people on earth!”

The Wiggles tour extensively through Australia, New Zealand, Canada & the USA... each year!

- Audiences of over a quarter of a million people each year



The Wiggles worldwide broadcast

READY, STEADY,
WIGGLE!

Emma!

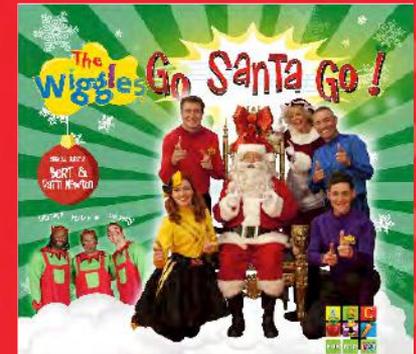
hulu

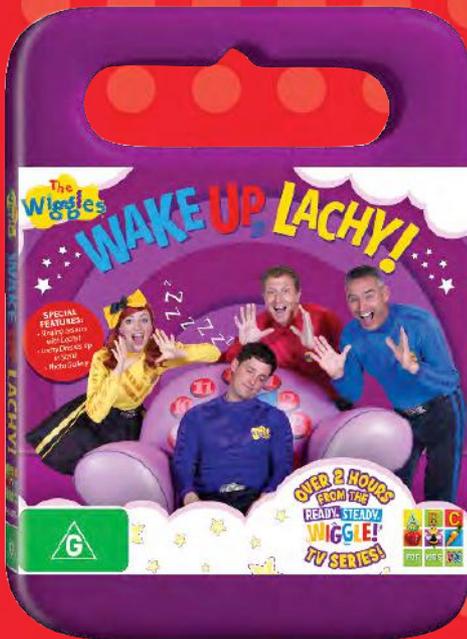
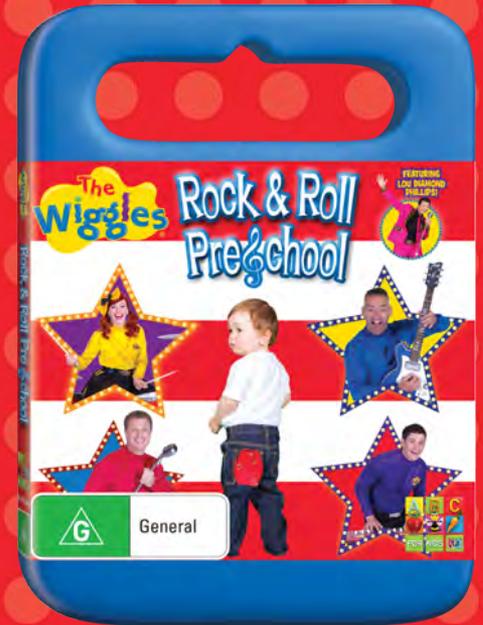
Treehouse



Many new DVD's & CD's every year!

- No 1 Selling children's DVD artist in Australia – 3 or 4 new titles each year!

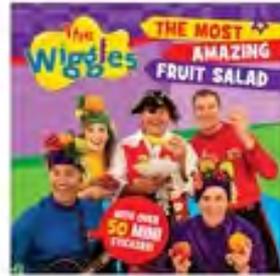




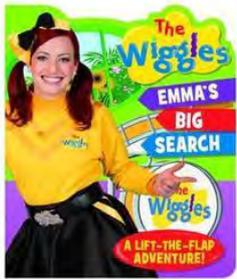
New Style Guide!



The Wiggles consumer products



Emma's new products



Australians love their Wiggles!



- **92% of Australians are aware of The Wiggles!**
- **66% of Australians adults have been entertained by The Wiggles in their lifetime.**
- **81% of Children 1-5 yrs have been entertained by The Wiggles.**
- **70% of young parents believe The Wiggles are their Pre-Schoolers favourite entertainers!**

Source: i-View Omnibus 24.Nov.15. n=1,000 18 yrs+.



THANK YOU



The
Wiggles[®]