

GLOBAL IP & LICENSING

April 2025



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BATWING

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Innovating with **Passion** and **Expertise**

YFT Group Limited was founded in 2006 as the subsidiary of Welly Die Casting Factory Limited, a respected name in die-cast car toy manufacturing. Under the leadership of Mr. Alvin Lun, Assistant Managing Director of the parent company, YFT Group Limited has grown into a dynamic organization specializing in product design, manufacturing, and global distribution.



Figurine Light

From its early success with unique USB flash drives and wireless mice under the Autodrive brand, the company has continued to expand its offerings. With a team of skilled professionals, YFT Group Limited has built a reputation for delivering innovative, high-quality products while securing key licensing agreements to serve a wide range of markets.

YFT Group Limited offers a range of comprehensive services that cater to the diverse needs of our clients. Their services include: Product Design and Development, Manufacturing and Product, Licensing and Branding, Sales and Distribution Support, Regulatory Compliance, Customization and Personalization and After-Sales Support. The above encompass the entire product lifecycle, from ideation and design to production, distribution, and support, delivering a one-stop service to meet client expectations.

IP & Licensing Strength

YFT Group Limited is also a key distributor in the Asia-Pacific region for Paladone, a UK-based company specializing in licensed gift and home décor products. Paladone holds licenses for globally recognized brands such as Disney, Marvel, Super Mario, Pac-Man, PlayStation, Minecraft, DC, and Harry Potter, offering a wide selection of officially licensed merchandise for fans of all ages.

Original Art Toy Collection

Expanding into the art toy industry, YFT Group Limited introduced DJ Miya, an original character featured in collectible blind box toys. These exclusive designs bring excitement and anticipation to collectors, adding a unique dimension to the company's product lineup.

SUPER MARIO ICON & LIFESTYLE LIGHTS





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Travel Essentials for Kids and Adults

In 2014, YFT Group Limited launched Ridaz, a brand dedicated to children's travel products. The collection includes stylish and durable luggage, backpacks, neck pillows, eye masks, and more—designed to make travel fun and comfortable for young adventurers. Ridaz products are available in major department stores, duty-free outlets, and retailers worldwide.

Building on the success of Ridaz, YFT Group Limited introduced RidazLite, a travel product line designed specifically for adults. RidazLite offers a wide selection of sleek and practical travel bags, neck pillows, eye masks, and other travel essentials. With a focus on comfort and convenience, RidazLite enhances the travel experience by providing stylish and functional solutions for modern travelers.

Vision and Mission

YFT Group Limited aims to be a global leader in creating exceptional and innovative products. The company is committed to pushing boundaries, inspiring creativity, and delivering outstanding value through cutting-edge designs and strict quality standards.

Its mission is to design, produce, and market products that enhance everyday experiences. By fostering collaboration, utilizing advanced technologies, and maintaining a customer-focused approach, YFT Group Limited consistently develops unique and captivating solutions that leave a lasting impression.

Looking ahead, YFT Group Limited remains dedicated to advancing its product offerings and exploring new opportunities, continuously exploring new opportunities for market expansion and growth. With a strong focus on innovation, quality, and customer satisfaction, the company continues to evolve, ensuring long-term success and a lasting impact in the industry.

For more information, please visit: www.yftgroup.com



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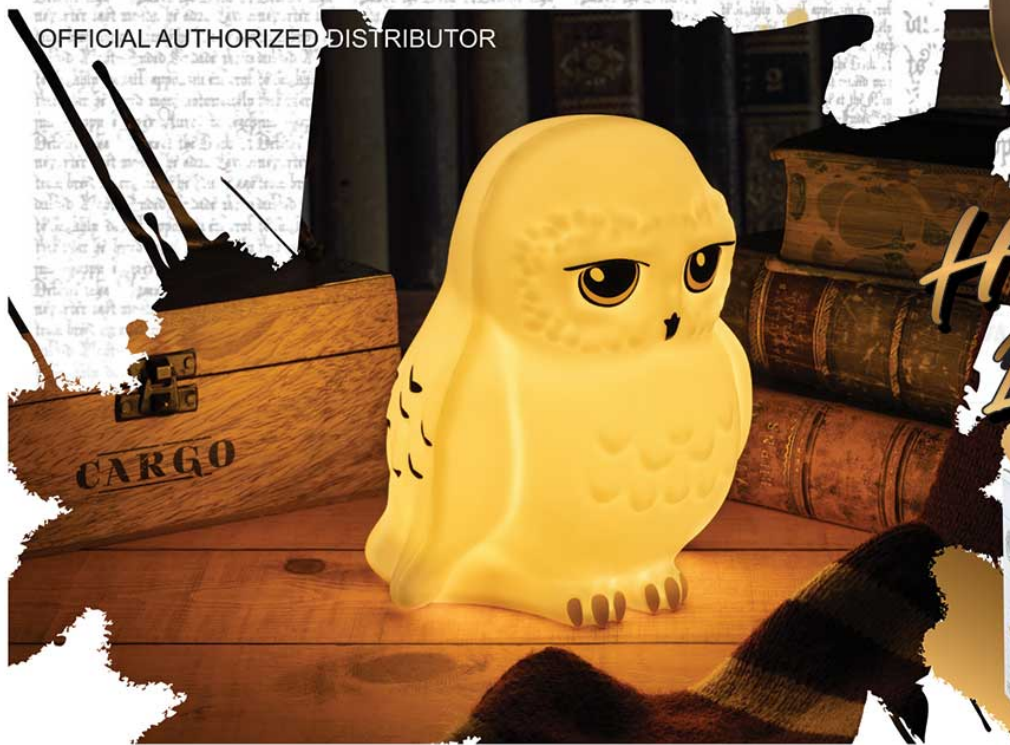
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MUSHROOM LIGHT

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LIGHT WITH
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WHOLESOME!"
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Meet Mighty Man™ The 3D Animated Construction Hero on Trucks!

In the bustling, high-energy world of Motor City, where towering cranes, roaring engines, and hardworking machines keep everything running, one hero stands above the rest—Mighty Man. Created by SmartZone (HK), Mighty Man is more than just an action-packed 3D animated series. It's a thrilling story of teamwork, bravery, and the determination to always do what's right.

Mighty Man isn't your average hero—he's a champion of hard work and perseverance, leading his fearless team of Mighty Wheels trucks on daring missions to protect their city. Whether he's discovering powerful new trucks, exploring uncharted territories, forging friendships with incredible allies, or battling villains who threaten Motor City, Mighty Man is always ready for action. And when the stakes are high, he powers up with his iconic rallying cry: "It's time to get Mighty!"

A Must-Watch Adventure for Kids

The Mighty Man series brings high-energy excitement to young audiences with a perfect blend of adventure, humor, and positive life lessons. With two thrilling seasons and a special holiday episode, the series features 22 action-packed episodes, each about five minutes long—ideal for quick bursts of excitement or a full-on Mighty Marathon.

Parents can feel confident that Mighty Man delivers clean, family-friendly entertainment with strong moral lessons, inspiring kids to be courageous, kind, and hardworking. The storytelling is engaging, the characters are lovable, and the action is just the right mix of fun and adventure. The series is available on multiple streaming platforms including YouTube, making it easy for kids everywhere to join Mighty Man and his team whenever they want.



OUR BRANDS



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Beyond the Screen: The Mighty Wheels Legacy

The excitement doesn't end when the episode is over—kids can bring the adventure to life with Mighty Wheels, the legendary line of heavy-duty toy trucks that have been a childhood favorite for over 35 years. Originally produced by Soma International, Ltd., Mighty Wheels is now proudly part of SmartZone (HK), ensuring the same trusted quality that families have loved for generations.

These aren't just any toy trucks—they're built tough, made from sturdy steel and durable plastic, designed to withstand years of rough-and-tumble play. Available in a variety of sizes, from 20" to 4.75", these vibrant, high-quality vehicles spark creativity and hands-on exploration, encouraging kids to imagine and build their own Mighty adventures.

But Mighty Wheels trucks aren't just toys—they're a tradition. Passed down from fathers to sons, these durable vehicles create lasting memories, inspiring the next generation of builders, firefighters, and everyday heroes. For kids who dream of driving big trucks, saving the day, or constructing something amazing, Mighty Wheels makes that dream feel real.

Whether watching Mighty Man take on thrilling missions in Motor City or getting hands-on with Mighty Wheels trucks at home, kids can experience the excitement, action, and positive values that make this franchise a must-have in every household.

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GLOBAL **IP** & LICENSING



Foreword

In recent years, intellectual property (IP) and licensing have become increasingly influential across various industries, driving innovation and consumer engagement. One of the most notable shifts in the market is the rise of the "kidult" demographic—adults who embrace nostalgia-driven products and collectibles featuring beloved characters from popular franchises. As a result, the traditional boundaries of the toy & gift industry have expanded, with IP-driven merchandise now spanning toys, gifts, lifestyle products, home décor, and more.

Recognizing this transformative trend, we are proud to introduce Global IP & Licensing, a dedicated leisure magazine designed to serve as a vital resource for professionals navigating the dynamic world of IP and licensing. This publication serves as the ultimate publication on the topic, including international market updates, globally recognized IPs, HK original brand with IPs and its products, IP product line-ups from suppliers, trade fair highlights, and many more.

Whether you are a brand owner, manufacturer, distributor, or retailer, Global IP & Licensing is your gateway to staying ahead in this ever-evolving market.

Welcome to Global IP & Licensing—your essential guide to the business of IP and licensing in the lifestyle goods and collectibles industry and beyond.

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ORION PAX

D-16(MEGATRON)

ELITA-1

volopart

TRANSFORMERS
ONE



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ORION PAX

D-16(MEGATRON)

ELITA-1

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Medialink: Asia's Powerhouse in IP & Licensing

Medialink Group Limited, headquartered in Hong Kong, is a leading force in content distribution and brand licensing across China, Japan, and Southeast Asia. Though officially founded in 2000, its origins date back to 1994, marking decades of influence in the media and IP landscape.

The company specializes in distributing a wide range of entertainment—from TV dramas and films to animation—while partnering with global licensors for content rights, merchandising, and promotions. This strategic agility has positioned Medialink as a trusted name in the IP business. Medialink's anime platform, Ani-One, has over 7.5 million YouTube subscribers and 835 million+ views. It also operates Ani-Kids, an edutainment channel, and Ani-Mall, an e-commerce site for anime merchandise. A major milestone came in 2019 with its listing on the Hong Kong Stock Exchange Main Board (Stock Code: 2230.HK), reinforcing its financial and strategic strength.

With strengths in content, licensing, and digital innovation, Medialink is expanding into products like apparel, toys, food, and location-based entertainment such as events and themed cafes.



The Little Prince

The Little Prince is written by a French Author, journalist and pilot, Antoine de Saint Exupéry, in 1943. Its story, profound and idealistic points about life and human nature are welcomed by everyone. The book has been translated into more than 180 languages and dialects. It has always been one of the best-sellers worldwide that more than 5 billion copies have been sold so far. Besides the novella, The Little Prince has also left his footsteps in films, musicals, records, stamps and even notes.



Garfield

Garfield is born on the comics pages, created by Jim Davis, on June 19, 1978. Today, the strip appears in over 2,400 newspapers and is read daily by over 200 million people around the globe. The success of the comic strip spawned a popular animated TV show, "Garfield & Friends" in 1988 to 1995. Nearly 400 manufacturers crank out thousands of products. Garfield's vast empire stretches into 110 countries and includes a popular website.



Sesame Street

Sesame Street is a pioneering children's television program that has educated and entertained preschoolers for over fifty years. Launched in 1969, it combines a researched curriculum with a diverse cast and beloved Muppets, showing a significant positive impact supported by over 1,000 studies. With 214 Emmy awards, it teaches essential skills like literacy and numeracy, along with lessons on healthy habits and empathy. Reaching children in over 150 countries, its iconic characters, including Elmo and Big Bird, are cherished around the world.



emoji

emoji® is the creator of one the most expressive and influential lifestyle brands in the world. 20,000+ emoji® brand icons and designs are available for legal licensing. It successfully established campaigns with over 800 noteworthy licensees. emoji® company ranks amongst the Top 150 global Licensors in 2018.



Popeye

Popeye is the sailor character created in 1928. The star of many comics and animated cartoons. He is the best known for his squinting right eye, huge forearms with two anchor tattoos. He is super-humanly strong and can lift huge objects until he gains a boost in strength by eating spinach.



Usagyuun!!!

Usagyuun !!!, a Japanese brand character sticker that has influenced people on global social media platforms such as Facebook Messenger, LINE, WeChat, WhatsApp and is one of Minto's Japanese characters which successfully achieved a global download of 700 million in 2022, also succeeded as a cartoon character that participated in many advertising campaigns with various companies across the world.



Mr. Men Little Miss

Mr. Men originally was a series of children's books by English author Roger Hargreaves in 1971. He then expanded his lineup with Little Miss books in 1981. There are now over 80 Mr. Men and Little Miss characters. The characters have personalities and physical attributes based on their names.



Jujutsu Kaisen

Itadori Yuuji is an ordinary high school student with extraordinary physical strength. To save a classmate from a curse, he eats the finger of Ryomen Sukuna, merging their souls. Now sharing a body with the powerful curse, he is guided by sorcerer Gojou Satoru and enrolled in the Tokyo Metropolitan Jujutsu Technical High School, an organization dedicated to fighting curses. Thus begins the heroic journey of a boy who becomes a curse to exorcise curses, leading to a life of no return.



Haikyuu!!

National Spring High School Volleyball Tournament, Miyagi Prefecture Preliminary Qualifiers: The Karasuno High School Volleyball Club advances to participate in the long-desired National Tournament after a fierce battle against Shiratorizawa Academy. While in preparation for the upcoming National Tournament, the news of Kageyama's All-Japan Youth Training Camp invitation came to them.

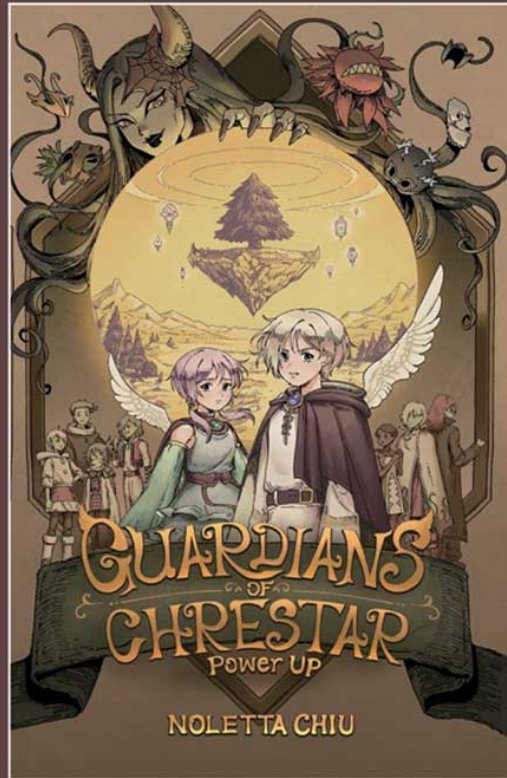


Gundam

Gundam is one of the longest running series of anime featuring giant robots or mecha, created by Sunrise. Gundam is the collective term for the Universal Century (UC) series like Mobile Suit Gundam and series in alternative timelines, such as Gundam Wing, Gundam X or Gundam SEED. The name "Gundam" itself stems from a variety of theoretical sources, most commonly attributed to a need to conform with common giant robot naming conventions during the 1970s.

The Licensing Visionary

Behind the Next Cross-Genre Fantasy Hit



"If you can imagine it, you can achieve it. If you can dream it, you can realize it," says Noletta Chiu, author of *Guardians of Chrestar*. A seasoned licensing executive with over 25 years of experience, Noletta has transformed her creative dreams into reality with the publication of her debut novel.

Currently the Executive Director and Co-founder of Medialink Animation International Limited, she provides strategic leadership in the licensing IP business. Her impressive portfolio includes representing iconic brands like *Le Petit Prince*, *Garfield*, and numerous movie and TV characters. She also co-founded the Little Prince Foundation in Hong Kong, a charity dedicated to supporting disabled youth and mental health initiatives.

With a Bachelor of Arts in film production from Southern Illinois University, Noletta's journey now expands into literature. Her novel, *Guardians of Chrestar*, is a vivid fantasy set in a fractured world where celestial magic meets steampunk technology. It follows twin heroes and a group of outcasts in a race to prevent cosmic war, delivering a message of "unity through difference" that resonates with younger audiences. Featuring floating continents and stardust-powered machines, the story is primed for film adaptation and franchise development.

"This story came to me over ten years ago, inspired by God," Noletta shares. "I began writing immediately but waited for the right moment to publish." That moment arrived with a wave of IP growth across Asia. Seeing an opportunity, she released the novel as the first step in building an expansive multimedia franchise.

Her ambitions go beyond publishing. Noletta envisions *Guardians of Chrestar* as a blockbuster film, a board game, and a range of merchandise. With her deep licensing expertise, she aims to position the story as a major intellectual property within Asia's booming entertainment market.

"In today's world, people crave fresh stories that combine escapism with emotional depth," she says. *Guardians of Chrestar* is crafted not only for readers but also for screens, collectibles, and global fandoms. With positive feedback from industry leaders and plans for a prequel already in motion, Noletta is poised to build a multi-platform universe.

Blending her passion for storytelling with a sharp business acumen, Noletta Chiu is redefining what it means to be a creator in the age of IP. Her journey is a testament to the power of dreams, timing, and unwavering determination. As Jim Davis, creator of *Garfield*, praises: "The book leaves you wanting a sequel, nay, a library!"

Learn more at mindsi.co or purchase the book on Amazon.

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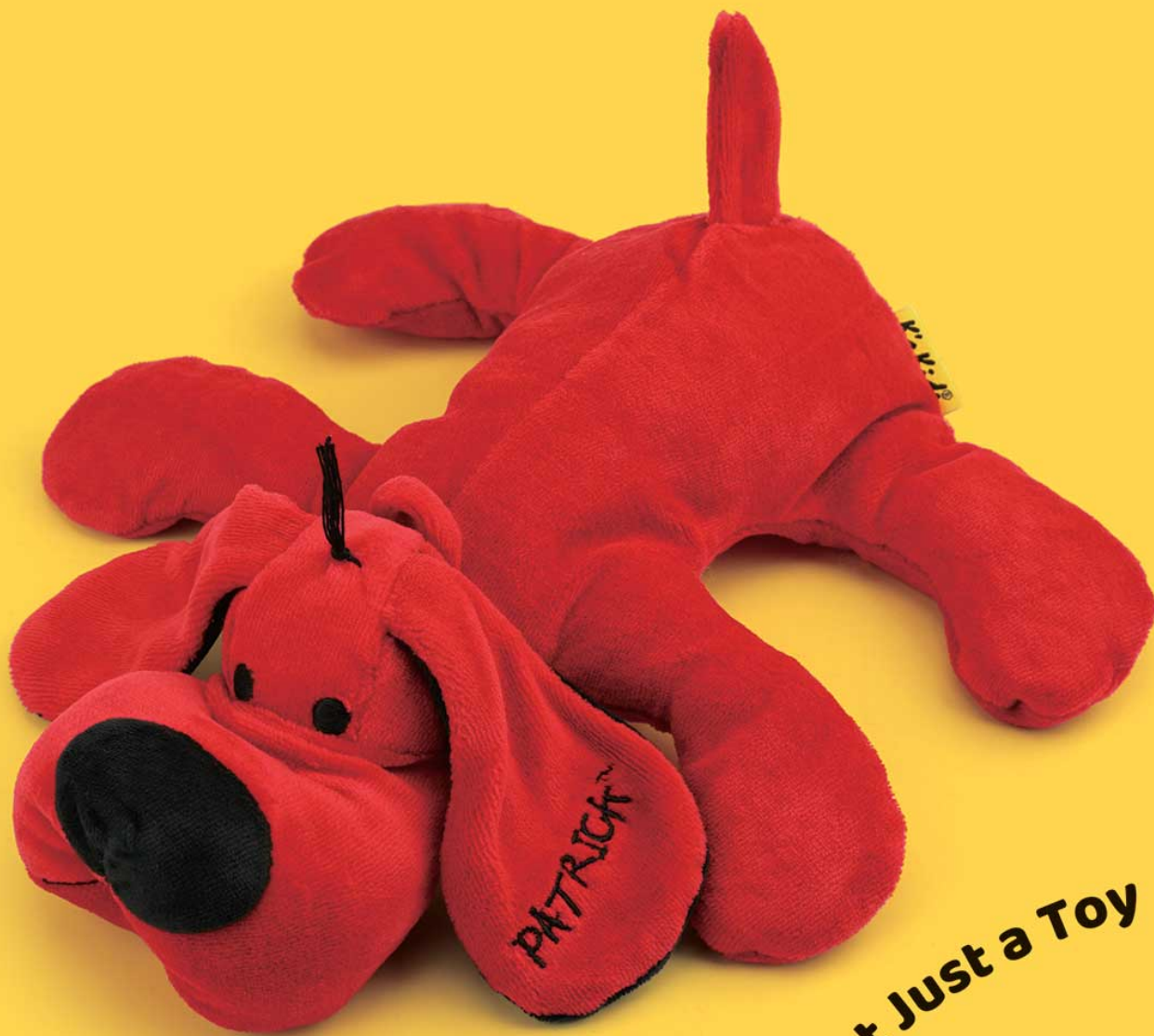
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Hall 3A /Stand number: D-20A on 28 Jan - 1 Feb 2025 in Nuremberg Toy Fair

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- Cognitive Development
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- Emotional Development



Magnet Game

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Website: <https://ample-eduplay.org>



The Rise of Southeast Asia's IP Toy Market: 2025 Market Trends

Southeast Asia is emerging as a focal point in the global toy market, driven by the active engagement of e-commerce platforms and social media, a young demographic dividend, and a growing demand for intellectual property (IP) derivatives. With a projected toy consumption growth rate of 7% in 2024, surpassing the overall rate for Asia, the region's toy and games market is set to generate revenues of approximately \$5.99 billion by 2025.

Diverse Market Dynamics

The Southeast Asian toy IP market is characterized by its diversity, where international giants compete alongside local IPs. Emerging technologies such as augmented reality (AR) and non-fungible tokens (NFTs), coupled with cross-industry collaborations, are fueling market expansion.

International IPs dominate the landscape. American brands like Disney, Marvel, and Star Wars enjoy high brand recognition and robust marketing resources, appealing to a wide age range. For instance, Transformers has gained popularity in Vietnam and Indonesia due to the region's fascination with robotics. Japanese IPs, such as Pokémon and Ultraman, have deep roots in Southeast Asia, with a loyal fan base fostered through a rich anime culture. The Pokémon Trading Card Game (TCG) has seen explosive popularity among teenagers in Malaysia and the Philippines, while Ultraman continues to thrive in Vietnam thanks to its enduring tokusatsu tradition.

Chinese IPs, including brands like "Boonie Bears" and "Genshin Impact", typically adopt a cost-effective strategy, with licensed toys priced 20-30% lower than their American and Japanese counterparts, making them suitable for mid to low-end markets in countries like Indonesia and the Philippines. Local IPs are rapidly gaining traction, supported by government initiatives and cultural resonance. For example, Indonesia's Adit Sopo Jarwo, reminiscent of "Crayon Shin-chan," has a significant market share, while Malaysia-Indonesia co-produced superhero Boboiboy enjoys strong acceptance in Muslim markets.

Technological Integration and New Trends

Recent trends indicate a growing integration of technology with IPs. For example, AR technology allows Pokémon cards to interact with mobile apps, enhancing the play experience. Indonesia's local IP "Battle Masters" is set to launch AR battling robot toys, and several companies are exploring the sale of NFTs alongside physical toys. In the Philippines, Anito Legends, a blockchain game, has collaborated with toy manufacturers to create themed merchandise.

Educational toys are also witnessing rapid growth, particularly STEM-focused products like programming robots and science kits, which are increasingly popular among affluent families in Singapore and Malaysia. Thailand's "Sikarin" series, featuring medical-themed toys, and Vietnam's "Green Toys" eco-friendly science kits exemplify this trend.





The Rise of Cross-Border E-Commerce

The rapid development of cross-border e-commerce platforms is reshaping the toy market landscape. While Amazon maintains its dominance, platforms like TikTok Shop and Temu are gaining significant traction. TikTok launched in six South-east Asian countries, including Singapore and Indonesia, in 2022, with projected toy sales reaching \$299 million in 2024, a 3.63-fold increase from 2023. Thailand emerges as the highest consumer, with \$107 million in toy purchases on TikTok, while Singapore shows remarkable growth, with a staggering 36.49-fold increase in 2024.

TikTok has also created opportunities for creative small businesses to thrive, with rapid product iterations and effective use of user-generated content (UGC) to capture young consumers' attention. Notable examples include the British plush brand jELLYCAT, which leverages "emotional support" narratives through interactive marketing tactics. Additionally, Chinese collectible toy brands like Pop Mart and TOPTOY are capitalizing on social media buzz to drive sales.

Emerging Manufacturing Hub

Southeast Asia is gaining recognition as an emerging toy manufacturing hub, influenced by supply chain diversification and nearshore production trends. The region's growth in the toy manufacturing sector is attributed to the establishment of factories by major Western toy brands and investments from South Korean and Chinese companies seeking to evade tariffs on Chinese goods. Countries like Vietnam, Indonesia, and Malaysia have developed substantial production capabilities, with global giants such as LEGO and Mattel setting up local operations.

Despite advantages in labor and land costs, the region's technological capabilities still rely on support from Western brands or Chinese expertise. Vietnam, due to its proximity and logistical advantages, has become a preferred destination for toy production, attracting significant investments from industry leaders.

Future Directions

Looking ahead, several key trends are poised to shape the Southeast Asian toy market. One significant development is the rise of cross-industry collaborations, particularly with fast-food brands like Jollibee and streaming services such as Netflix. These partnerships can enhance brand visibility and create unique product offerings that resonate with consumers.

In addition, educational toys, especially those focused on STEM (science, technology, engineering, and mathematics), are expected to gain traction among urban parents who are increasingly seeking innovative learning tools for their children. This trend reflects a growing emphasis on educational value in play.

Furthermore, the demand for sustainable toys is likely to rise, as eco-friendly products become major selling points. For instance, Malaysia's "Eco Warriors" series highlights a commitment to environmental responsibility that appeals to conscious consumers. As these trends unfold, stakeholders in the Southeast Asian toy market must remain agile and responsive to capitalize on emerging opportunities and evolving consumer preferences.

In conclusion, the Southeast Asian toy market presents a wealth of opportunities driven by diverse IPs, technological advancements, and evolving consumer preferences. As the region continues to grow, stakeholders must remain agile and responsive to capitalize on emerging trends and consumer demands.

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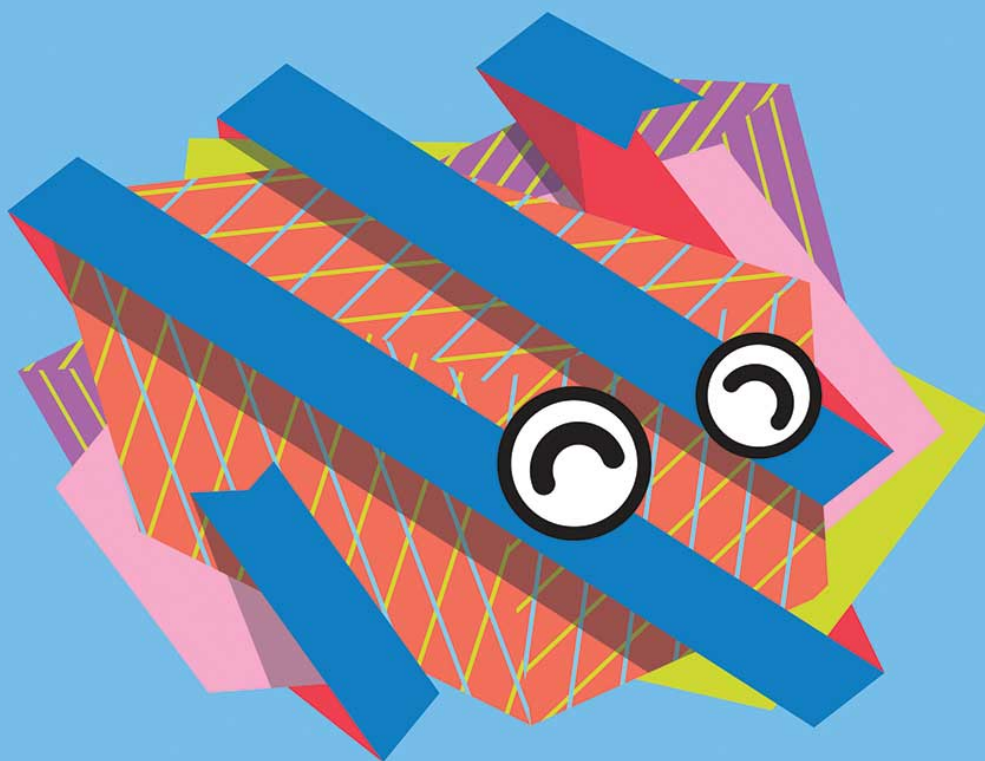
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Responding to market demand, ABC&MOM International Toys & Baby Expo is launching the highly anticipated Designer Toys Zone. Designed to expand brand influence and deepen market penetration, this area offers dynamic opportunities for collaboration with distributors, investors, and cross-sector brands. Nearly 20 leading designer toy companies have already registered, showcasing an extensive product portfolio alongside innovative interactive experiences.



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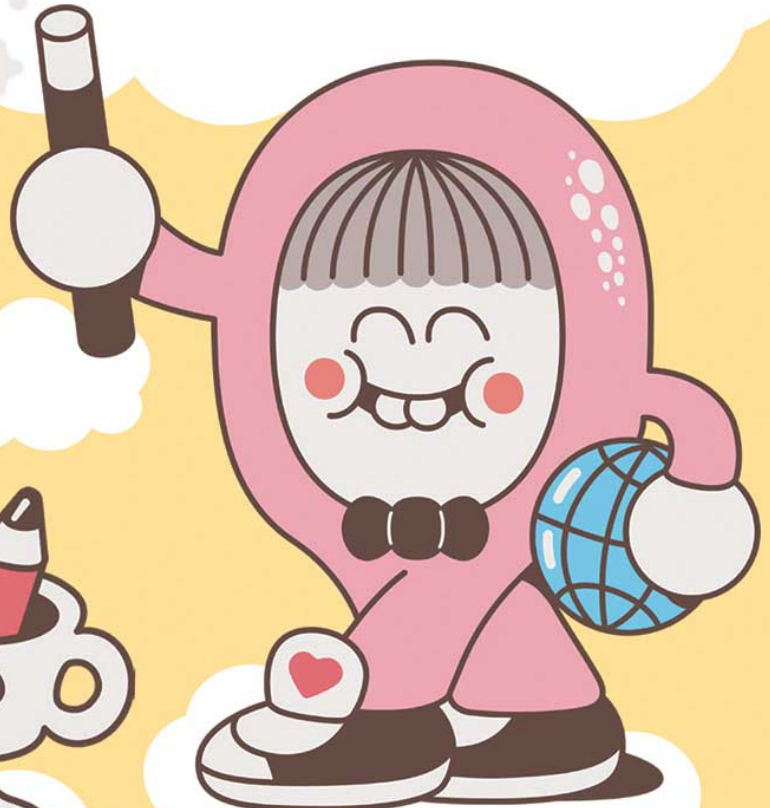


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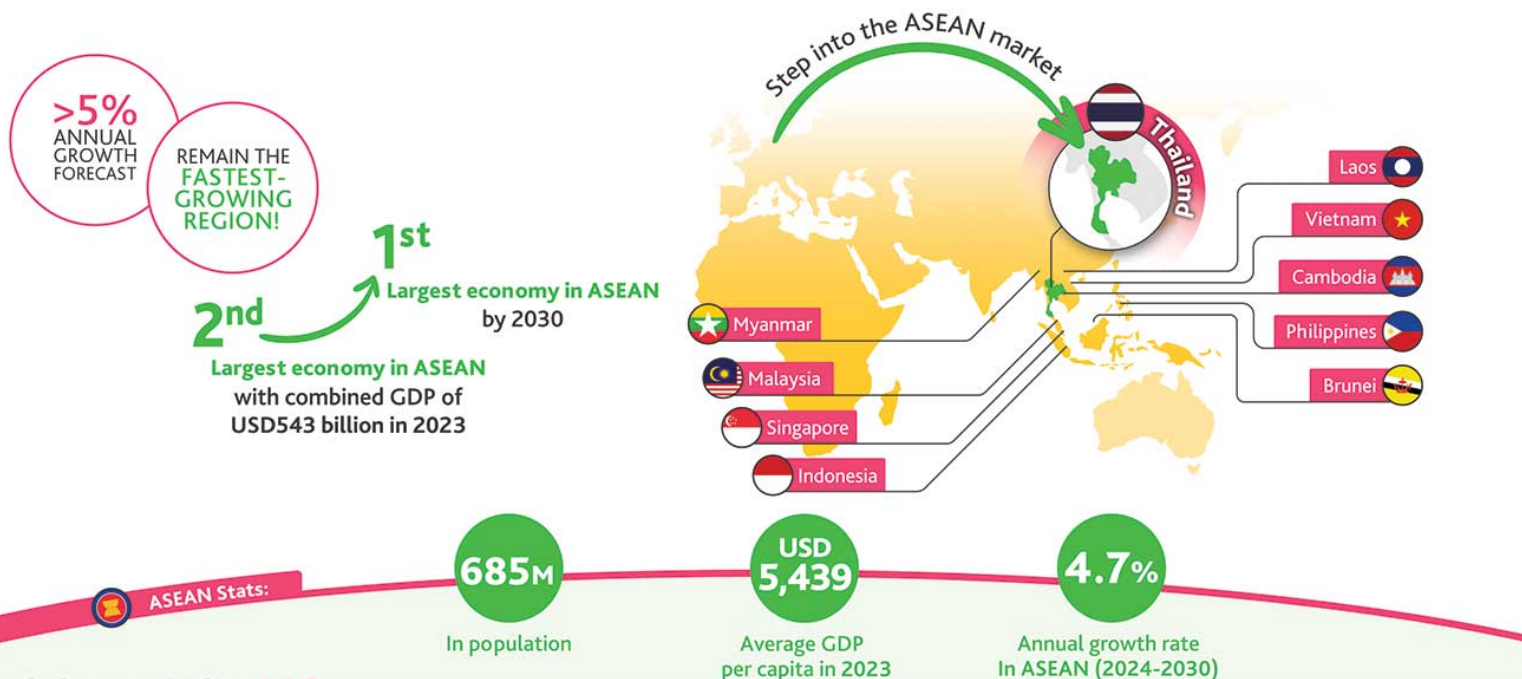


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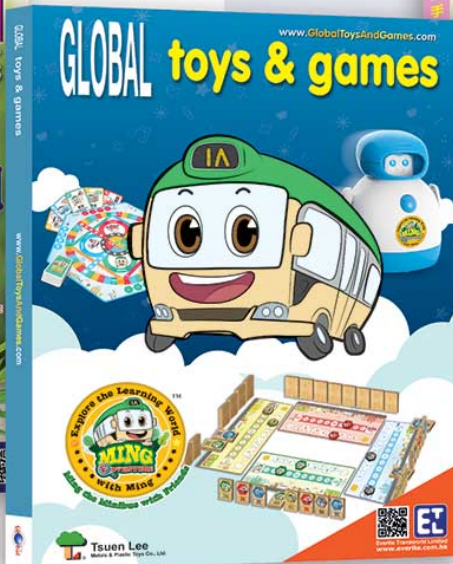
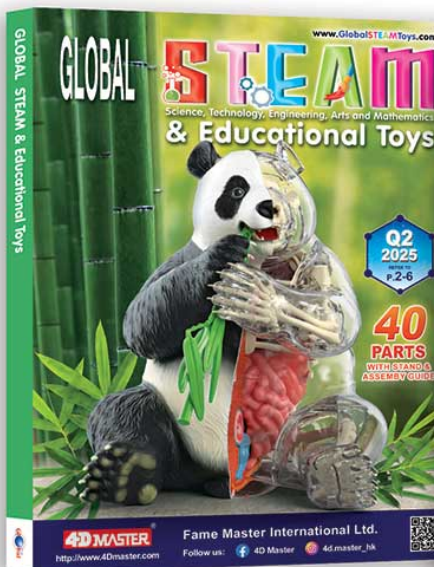
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Kidults – the topic was a highlight when it premiered at this year's Spielwarenmesse and proved to be a visitor magnet with a high degree of international media interest. Studies by international market research institutes such as the BrandTrends Group and Circana likewise demonstrate its strong relevance to the sector. Emphasising its enormous potential for the trade, the topic will be given a fixed space at the next Spielwarenmesse, from 28 January to 1 February 2025. The 'Toys for Kidults' Special Area, at its central location in the Eingang Mitte entrance, will be displaying product examples, background information and expert tips from day-to-day practice.



Standard 50 | Cuboro



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Suggestions for the trade

From retro products, fantasy and science fiction to action and strategy games, this interactive world of experience vividly demonstrates the variety of products for adults with strong purchasing power. The Collectibles, Creative Fantasy and Tabletop Games categories reflect the target group's different areas of interest and offer multifarious product ideas for toy retailers. In a diverse range of live activities, visitors can try out various games under guidance, for example. The Spielwarenmesse team has been assisted by experts from Nuremberg-based Ultra Comix – one of the largest comic and game shops in Europe – and from SPIEL, the world's biggest consumer fair for board games, held in Essen. The package is complemented by presentations in the Toy Business Forum.

Strong target group for range expansion

"The Spielwarenmesse offers practical suggestions for an expanded product range that has plenty of potential to increase sales," explains Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. The growing importance of the topic is underlined with an international study by the BrandTrends Group, which shows that 67% of respondents between the ages of 18 and 65 indicated an interest in buying two or more toys a year for themselves. According to the latest 'State of the Toys Consumer' survey by international market research institute Circana, it is the youth and adult group, aged twelve and above, that is responsible for the growth of the European toy market. With a value of €4.5 billion in 2023, it has grown by 2.5% since 2022 and now represents 28.5% of total toy sales. The five largest European markets in this respect are France, Germany, Italy, Spain and the UK. At the Spielwarenmesse, 'Toys for Kidults' brings inspiration from multiple product groups together in one place, offering not only relevant products but also retail-specific ideas and insider knowledge.



Disney Lorcana Trading Card Game | Ravensburger

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