



rachaelhale[®]

The world's most lovable animals





**Twenty-seven years
of Magical moments,
Captured with love
To share with you.
Simply pawfect...**



dorable

Now celebrating 27 successful years, Rachael Hale® is synonymous with the world's most lovable animals.

Our brand's universal appeal is one of its greatest strengths, with global recognition across ages, languages, and cultures.

A \$900 million brand with 50+ licensees in 60 countries, Rachael Hale has been recognized as one of the top 125 Global Licensors by *License! Magazine* four years in a row.



GLOBAL

- Universal brand appeal
- 50+ licensees in 60 countries
- Top 125 Global Licensor

ENDURING

- Proven track record
- Evergreen brand
- Alternative to character-based licensing
- Consistently outsells other animal-based properties

SUPPORTED

- Regular fresh concepts and artwork to licensees
- Exclusive web portal with ready-to-use assets for download
- Engaged, organically grown, and loyal social media audiences
- Ongoing brand marketing



Star

I ONLY LIKE YOU
IF MY CAT DOES

SHINE LIKE A

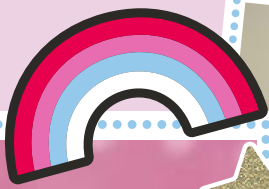
Star

Cat Club

CUTE

SHINE LIKE A

CUTE







LICENSEE RESOURCES

Rachael Hale® has an extensive database of photographs and creative assets readily available.

Our brand endures long after other animal photography brands because we continue to provide beautiful, on-trend artwork.

- 3,000+ existing images ready for use
- 895+ design concepts to apply to product
- 200+ graphic elements for enhancing design concepts
- 75+ patterns for building out product collections
- Product mockups for reference and presentation
- Online database for licensing partners with 24/7 access to artwork files
- Bi-annual releases of fresh images and artwork
- Comprehensive style guide
- Assistance with product development and retail displays





THE BRAND AT RETAIL

Rachael Hale® branded products outsell other animal photography brands 2 to 1 because the images focus on that special emotional connection with our beloved pets.

Our dedicated, long-term relationships with licensees have a proven track record of success. Recent highlights include:

- Back to School stationery program with sales topping **\$2 million per year at Walmart**
- Backpack and lunch box programs are consistently strong with **91-97% sell-through at Target**
- 2 million + Rachael Hale adult and children's books sold worldwide

Walmart 

 TARGET.

amazon 

funkypigeon

Boots

H&M


kmart.

BED BATH &
BEYOND



**JUST
CHILLIN'
TAKE NOTES**



PRODUCT CATEGORIES

Rachael Hale® is capturing the imagination of customers across 60 countries in an ever-expanding range of products.

- STATIONERY
- CALENDARS
- BACK-TO-SCHOOL ACCESSORIES
- BEDDING
- TEXTILES
- PARTY WARE
- DRINK WARE
- APPAREL
- FASHION ACCESSORIES
- WALL ART
- DECORATIVE ACCESSORIES
- HOUSEWARES
- TOYS
- PUBLISHING
- MORE





NOSTALGIA

Nostalgia is a trend that's here to stay as people continue to seek normality, familiarity, and comfort in their lives. It brings back memories of more carefree times, and what is more carefree and comforting than happy animals?!

With origins in New Zealand in the mid '90s, Rachael Hale quickly became a global sensation and has withstood the test of time. This evergreen brand has built a proven sales track record over the years and a loyal and engaged fanbase to this day.

The UK was one of the leading markets for the brand across multiple categories in the 90's. Fans that grew up with the brand will now be happy to see it reemerge with its iconic classic images as well as on-trend designs that modernize these recognizable images for Millennials and beyond.

Over the years Rachael Hale has had many collaborations with top retailers including H&M and Boots and has had long standing licensees worldwide with partnerships lasting 20+ years.







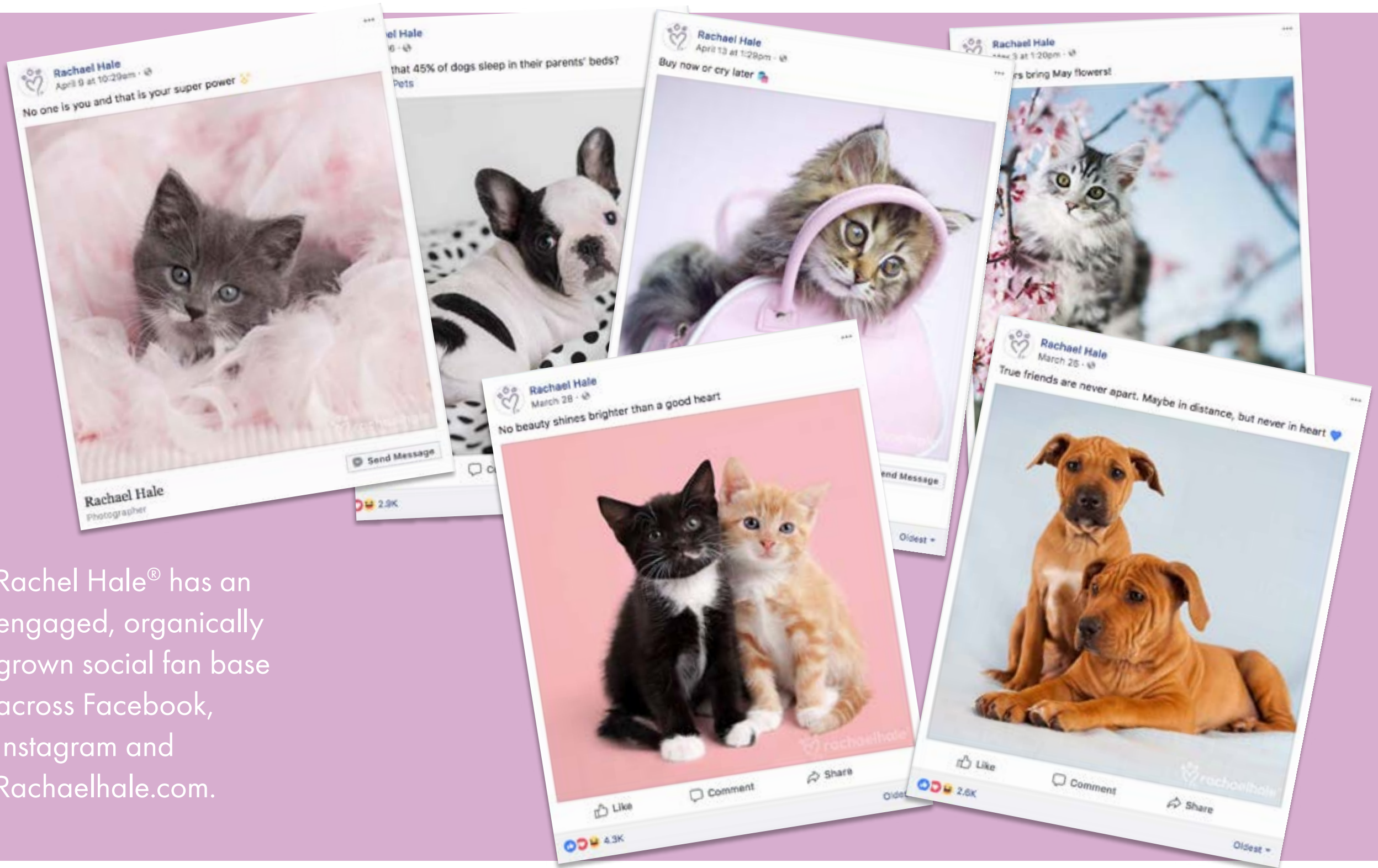




Engage with the world's most loveable animals at home and on the go to get your daily cute fix.



Rachael Hale® has an engaged, organically grown social fan base across Facebook, Instagram and Rachaelhale.com.



CURRENT LICENSEES

With sales of more than \$900 million at leading global retailers, the Rachael Hale® brand currently has more than 50 licensees.

Partners include:

EUROPE

- PYRAMID
- FUNKYPIGEON.COM
- PERSONALISED MOMENTO
- NOVELTEX
- PASO
- PENGO
- POLYFLAME
- VIVAT
- BENJAMIN
- INTERSTAT
- KARTO OY

NORTH AMERICA

- CSS/PAPER MAGIC GROUP
- ACCO BRANDS
- PAPYRUS/RECYCLED PAPER GREETINGS
- INKOLOGY
- CHECK'S IN THE MAIL
- RUBIE'S COSTUMES
- LEANIN' TREE
- FAST FORWARD
- SMILEMAKERS
- SMARTHEALTH
- BRITANNICA HOME FASHIONS

SOUTH AMERICA

- LIBESA

ASIA

- COSMO MERCHANDISING
- TODAN

AUSTRALIA

- HENDERSON GREETINGS
- ONTRACK
- SPERLING ENTERPRISES



MWAH!

Je t'aime





Call me

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