



Please meet

OM NOM



# EVERY KID DREAMS OF HAVING A FRIEND LIKE OM NOM!

KIND



CLUMSY



CURIOS



ENERGETIC



SKITTISH



FRIENDLY



CHARMING



# OM NOM UNIVERSE

## MOBILE GAMES

9 mobile games  
1 kids cartoons app

## WEB /HTML GAMES

7 HTML5 games

## SM

Almost **10.3 MLN** fans  
(all SM channels)  
Over **6.5 MLN** YT subscribers  
(all official channels)

## ANIMATION

Over **34 BLN** views  
New Media and TV distribution

## CONSUMER PRODUCTS

Range of categories  
WW network of licensing agents

## CO-BRANDS

McDonalds WW/  
Yogen Fruiz MX/  
Shokoladnitsa  
(cafe-chain RU)  
etc.

## CHARACTERS OF THE OM NOM WORLD

Developed universe of the  
characters in animation



# THE CHARACTERS OF THE OM NOM WORLD

We have developed unique universe of the city called **Nom Ville**.

It's based on a typical mid-sized American city. The world is **inhabited by animals that behave like people** with their day-to day task, hobbies.

They also work as city guards, museum guides, chefs in the restaurants and some of them are also growing kids



# THE NOMMIES

Om Nom has **cute** and **quirky** friends called **The Nommies**.

These **compassionate and brave** creatures are born as tiny adorable balls and a magical crystal gives them special powers.

These magic skills range from flying to setting objects on fire and are dedicated **to protecting** their friends and **to help those in need**.

In a huge cavern below Nomville lies **Nommiesland** where cute Nommies live. Nommies are Om Nom's friends and **monsters that start their lives as tiny balls and gain their special powers from a magical crystal**. As different as they are, they come to rescue as one!



ROTO



GINGER



BOO



BLUE



SNAILBROW



TOSS



LICK



# MEET NEW CHARACTERS!

We are saying goodbye to 2021 and welcoming new 2022 year with the new characters and new location! Feel free to join in the new fun!



# THE NEW CHARACTERS PROFILES



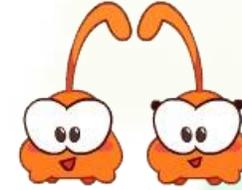
## SCIENTIST-NOM

A resourceful girl-inventor who adores everything mechanical, creates new and improves everything around!



## STARRA

An active teenage girl who loves all kinds of creativity.



## NINO and MINO

Little mischievous twins. They love various games and tomfoolery.



## THE HANDSOME

A cool confident Nom with a big haircut, which is his main treasure.



## GRANDMA-NOM

Grandma-nom is very cheerful and seems comically unhurried, enjoys gardening and cooking.

## THE GIANT

The biggest and kindest Nom. His size and clumsiness turns everything into funny chaos.



## BABY ANGRY

A cute little girl who does cool things and she is actually very strong.



## GROOM

Harsh but kind caveman. Because of his wildness, he does everything comically rude.

# OM NOM

## THE CUTEST GREEN MONSTER EVER

Om Nom's vivid facial expressions, behavior, and actions project a very clear image of his character and manage to convey his every thought. They also make him very endearing!

### Kind

Always ready to share the last apple (a great sacrifice for Om Nom) and come to rescue.

### Curious

To the extreme! Something new and mysterious attracts him like a magnet.

### Skittish

Many things can scare a small monster!

### But brave

This small monster will always pluck up courage and face his fears.

### Optimistic

Even in a no-win situation, Om Nom will come up with a daring plan and inspire others. The world is so exciting, there is no time to stay sad for long!



# STARRING MANY GAMES



Cut the Rope



Cut the Rope Experiments



Cut the Rope Time Travel



Cut the Rope Remastered



Cut the Rope 2



Cut the Rope Magic



Om Nom Toons Player



Release 2022



My Om Nom



Om Nom Merge



Om Nom Run



Release 2022



**1,6 BLN**  
downloads



**10 MLN**  
MAU  
(Monthly active users)



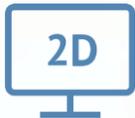
# STARRING ANIMATION



Age 3+



Comedy



2D



200 x 3'30''



Non-dialogue\*



\*Few episodes have dialogues

# DIVERSITY

**Our power** is in accepting, respecting and cherishing our differences.

**Our goal** is to show kids how a **respectful attitude to anyone**, regardless of appearance, physical capabilities, social status, age group, and other aspects, can make the world a better place for all.

In our universe very **different monsters live side by side**. **They all have different appearance, physical abilities, and characters**. For example: Lady lamb is raising a small child with a wild boar; there are kids, adults and old characters like lady Dog, which is an amazing example of age and generation diversity.

We are showing kids how such characters get along despite their differences **teaches them to be less judgmental and more open to accepting differences in others**.



# SAFETY FIRST

Om Nom Stories became popular as a gag-format animation episodes. Since the episodes target group are preschoolers, starting from 2022 we are going to produce **content that meets international safety standards.**

To ensure kids safety, we use two equally effective methods: First, **we aim to teach by example**, and Om Nom wears a helmet when needed, crosses the street with caution, and buckles up when driving.

Second, **we strive to avoid encouraging kids to emulate dangerous situations seen in cartoons.** Characters shouldn't handle sharp and otherwise dangerous objects recklessly, be violent to one another both physically and emotionally.

We also **disapprove of bullying and instilling stereotypes that limit someone's freedom or denigrate someone's worth.**



# OM NOM STORIES:

Every episode shows another fun, exciting story from Om Nom's life

Om Nom is always in the center of the most **amazing and random adventures**, thanks to his unflagging energy and curiosity.

He travels through time and to fairytale lands, he also runs his own vlog, travels around the world, does different jobs, even turns into a superhero together with his partner Om Nelle to protect those in need. Their other **supermission is to raise Nibble Nom while running a small cafe and moving to a city populated by very friendly but very diverse monsters.**

No matter where Om Nom is he loves life and helps out everyone around him to overcome difficulties and **make the world a better and kinder place!**

And that's what Om Nom Stories are about!



# STORYLINE

## Season 2

Om Nom discovers a time machine that takes him all the way back to the Stone Age. Meet Om Nom's ever hungry ancestors and join him in an epic adventure through time and space before safely returning home.



## Season 3

Just when Om Nom thinks all of his adventures are behind him, his favorite candy bowl is stolen by an evil spider. Our hero has to leave home again and travel through the city to catch the thief. On his journey he meets peculiar creatures called The Nommies who help him to reclaim his goodies and soon become his best friends.



## Season 1

Om Nom, the hero of the world-famous Cut the Rope game series, is a cute little monster. One day, he mysteriously shows up on the doorstep of a boy's house and this marks the beginning of many fun adventures.





## Season 6

Next Om Nom's ambition is to become a top YouTube blogger. He decides to try all types of popular video blogging like unpacking, cooking and pranks to find his thing. But as usual, not everything goes according to plan...



## Season 4

Upon returning home, Om Nom finally wants to relax but instead accidentally teleports himself into an enchanted book, where he has to face an evil wizard but our little monster's got his own tricks this time - like the power of shape shifting!



## Season 5

After defeating the evil magician, Om Nom sets out on an amazing journey around the world, where he tastes national sweets and meets many new friends. Who can guess all the countries Om Nom visits?



## Season 7

Not satisfied with blogging, our hero continues his search for a dream job. An astronaut, a magician, or a humble waiter? Om Nom fights zero-gravity, delivers letters and performs magic tricks to find out!





## Seasons 8-14

... Om Nom is **far from ordinary** and now his **adventures take a new twist**. After discovering a tiara and belt in a washing machine that fell from a Super Spaceship right into their yard, Om Nom and Om Nelle get superpowers and become **Super Noms**.

From that moment onwards, wearing the Super Glove as a hat and the Super Belt as a tiara the green monsters use their newfound powers **to make the world a better place!**





## Seasons 15-17

These seasons are all about family. When the 'Noms' face challenges together successes are sweeter and hardships are hardly a bother at all!

All is going well until one day a glorious little troublemaker, Nibble Nom, pops into their life! Nibble Nom is as naughty as he is adorable and our heroes will surely have a delightful and adventurous time raising him.





## Seasons 18-19

Cooking is the perfect job for Om Nom, Om Nelle, and Nibble Nom: it is part magic, part experiments, requires lots of creativity and allows all around to enjoy tasty food! With the new Om Nom Cafe, the Noms are very busy. Busy with the new adventures!





## Seasons 20-23

Om Nom, Om Nelle, and Nibble Nom move houses, and this exciting change takes them to Nomcity. Their new neighbors are Nommies! Meet the mischievous Nino and Mino, the clumsy Giant, the unpredictable Starrah, and many other friendly Nommies that bring new adventures and joys into the life of the Nom family!

# ANIMATION: WORK IN PROGRESS



## OM NOM STORIES

The global phenomenon which expanded a beloved video game character into a fully developed universe celebrating humor, kindness, and adventure for 14 billion views and counting!

- in production
- 220 x3.30
- 900 min of additional content
- In house distribution



## LEARN ENGLISH

Learn English by tackling interesting topics as day-to-day objects, numbers, animals, colours and shapes. Om Nom makes every lesson engaging and fun!

- in production
- 55x1.50-3.30 (ready)
- 40x1.50-3.30 (in prod)
- In house distribution



# THANK YOU!

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