



THE SMILEY COMPANY

TAKE THE TIME TO SMILE.



Smiley (as we know it today) was created in 1972 by French journalist Franklin Loufrani, who launched a feel-good news campaign in a host of Europe's leading newspapers.

For 50 years, Smiley has shaped the way we share happiness and express ourselves through iconic products found worldwide.

Smiley is an evergreen lifestyle brand that has through the years become the figurehead for a generation of new optimists, influencing musical generations, social movements, popular culture and the pursuit of positivity through creativity.

Over five decades later, Smiley has become more than just an icon, a brand and a lifestyle: it is now a spirit and a philosophy, reminding people just how powerful a smile can be.



First Publication of Smiley



Smiley in Music Culture



Franklin Loufrani, 1970s

CÉ
edi

t Bartavelle

(Page 4.)

PHILIPPE, L'ENFANT PERDU, RETROUVE SA MAMAN A REIMS

Le père avait abandonné le petit garçon dans un grand magasin (Page 3.)

THE SMILEY STORY

C'est le jockey le plus malchanceux de l'année

Il est tombé à la dernière haie de la dernière course
de qualification pour le Grand National



Maurice Chevalier :
nouvelle épuration
du sang envisagée

Un bulletin de santé publié
jeudi matin annonçait que
Maurice Chevalier subirait une
neuvième séance d'épuration
du sang par rein artificiel
dans les prochaines 24 heures.

(Rubrique spectacles.)

La mini-Renault
R 5 : 9 740 F

BONNE
ANNÉE

BELMONDO
SHARIF
VERNEUIL



SMILEY WORLD

1997: THE BIRTH OF THE FIRST IP COMING FROM A DIGITAL PHENOMENA

Smileys helped revolutionize technology, instigating a digital trend that now sees billions of them sent every day. Their legacy was a new brand made up entirely of thousands of expressive emotions, and by turning this innovation into an artform, SmileyWorld continues to create engaging products and creating positive conversations for market-leading partners that provide a unique platform for self-expression.

SMILEYWORLD STORY



WE BELIEVE IN HOPE. WE BELIEVE IN OPTIMISM. WE BELIEVE SMALL ACTIONS CAN MAKE A BIG IMPACT.

Smiley Movement is a platform for change with a vision: to inspire positive change in society by highlighting the people – and organisations – doing good in our world.

We exist to recognise people making a difference, and empower others to start volunteering, donating, fundraising or setting up initiatives with the potential to transform the world.

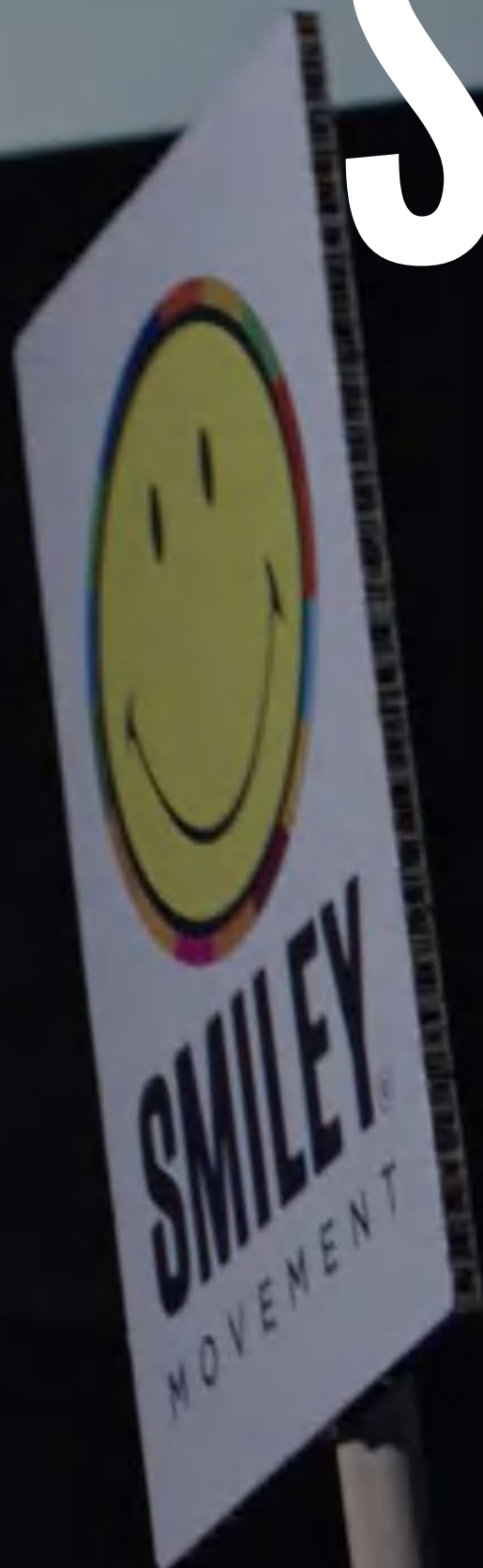
Our survey showed 92% of the public want to do good in the world but are unsure how to – so we're here to inspire them.

Ultimately, we want to help the third sector – non-governmental and non-profit organisations, such as charities, voluntary and community groups – better engage with the public, to create a ripple effect of positive change.



SMILEY
MOVEMENT

SMILEY MOVEMENT STORY





MATCHMAKER FOR GOOD

CHARITY FILM AWARDS

The Smiley Charity Film Awards is the world's biggest campaign to promote cause-based films. Since its creation, more than 2,500 causes have benefitted – gaining exposure, donations and volunteers. The awards, powered by Smiley Movement, are recognised by both BFI and IMDb.

MATCHMAKER FOR GOOD

As part of our Matchmaker For Good service we exclusively support Smiley global license partners find charitable projects that best meet their CSR goals. We add purpose to Smiley's commercial partnerships by connecting CSR initiatives to charitable projects to generate social impact. This bespoke service enables them to add purpose to their Smiley collaboration and instill a culture where 'giving is the norm'.

VALUES

**POSITIVITY
CREATIVITY
SOPHISTICATION
STORYTELLING**

MISSION

**WE WORK WITH THE BIGGEST AND
BEST GLOBAL & LOCAL PARTNERS
TO SPREAD HAPPINESS THROUGH
UNIQUE AND ENGAGING CO-
CREATIONS, WITH A POSITIVE
MARKETING MESSAGE.**



CEO Nicolas Loufrani masterminds a creative team of 50 people, featuring four teams of passionate specialists, each headed by SVP's with specialist category-specific knowledge and a history of working for industry-leading brands in their sectors.

We develop around 50 style guides and product pitches each season. Our creative team works hand in hand with our partners to find the best way to communicate our brand DNA, enhance their image and increase their sales.





SMILEY ORIGINALS



SMILEY COMPANY



PHILOSOPHY



MOSCHINO

©1971. THE SMILEY COMPANY



ALICE & OLIVIA



LOEWE



RAF SIMONS



AMI PARIS



MOLESKIN



THE SKATEROOM



MESSIKA



RICHARD MILLE

BRAND COLLAB HIGHLIGHTS



“SMILEY IS WORKING TOWARDS AN INDUSTRY TRANSFORMATION AND PROGRESS IN CREATING A SUSTAINABLE BUSINESS MODEL ALIGNING TO THE 17 UN SUSTAINABLE DEVELOPMENT GOALS AS A BLUEPRINT TO ACHIEVE A BETTER AND MORE SUSTAINABLE FUTURE FOR ALL”.



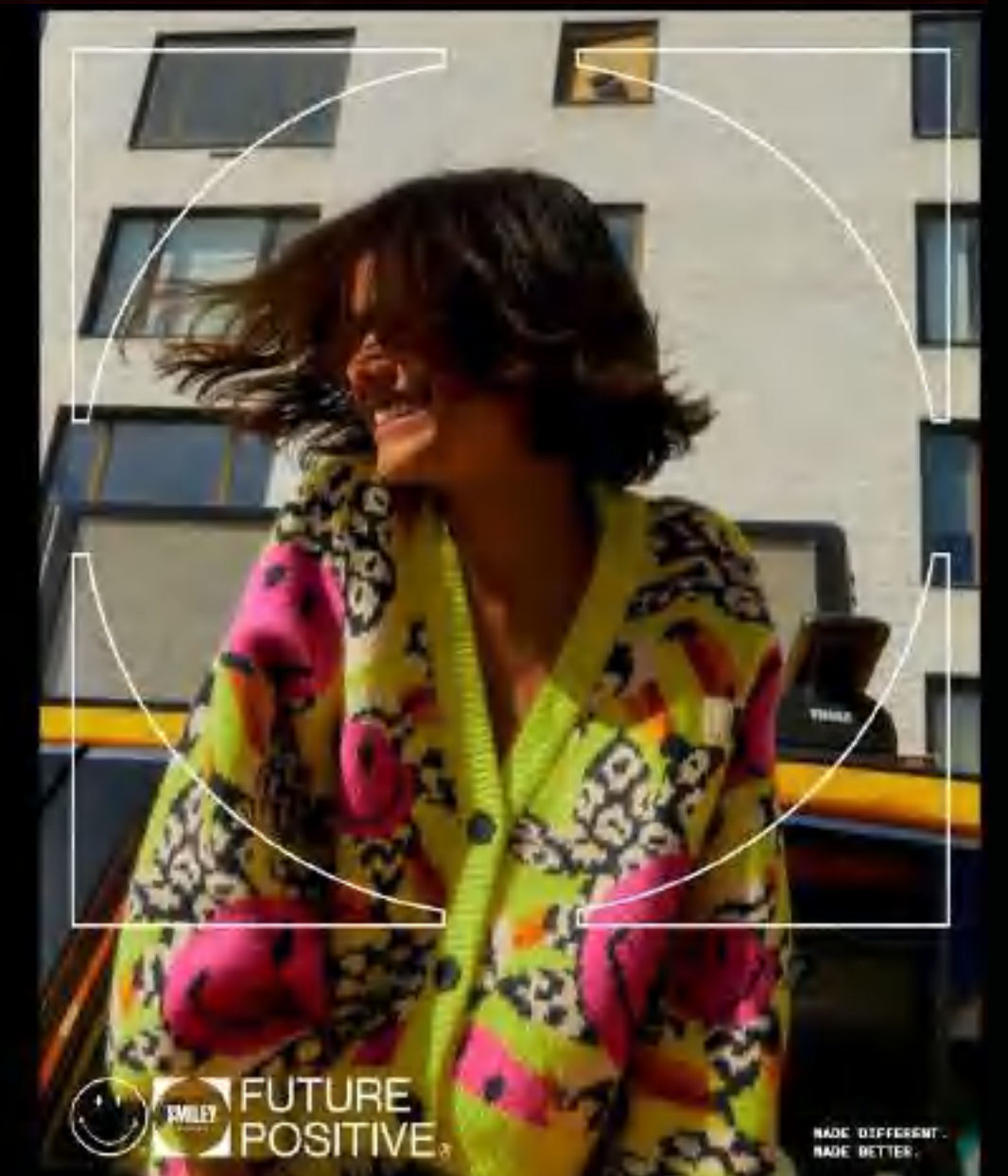
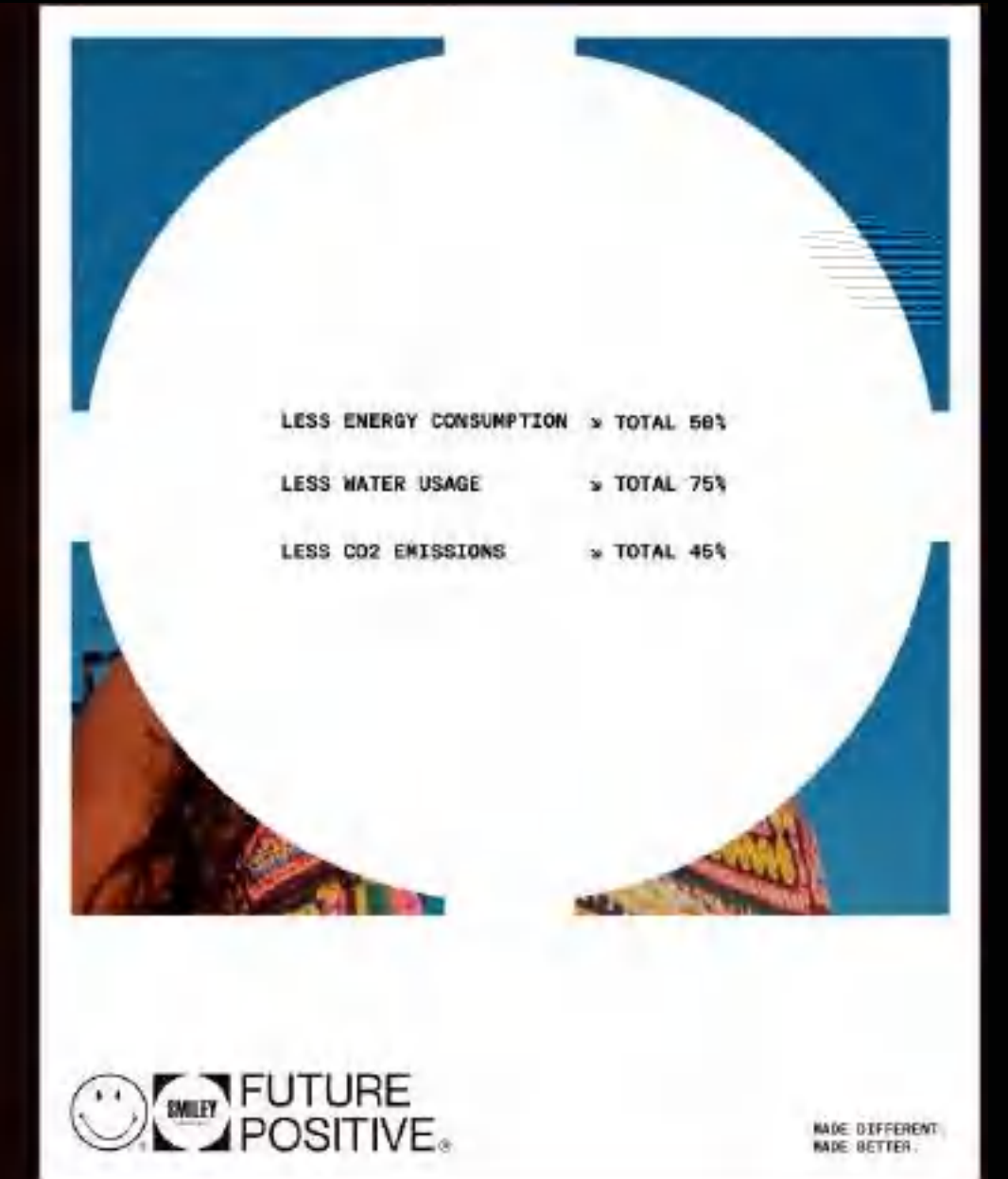
FOR 4 YEARS, THROUGH OUR NON-PROFIT THE SMILEY MOVEMENT, WE HAVE BEEN PROMOTING THE 17 UN SUSTAINABLE DEVELOPMENT GOALS AND HAVE A HIGHLY ENGAGED AUDIENCE OF 500K FOLLOWERS MAKING US A GROWING AUTHORITY IN THIS SPACE.

FUTURE POSITIVE

Future Positive is a long-term sustainability initiative by Smiley, with the mission and mantra to make different and making better with our partners and licensees.

With a team and systems dedicated to sustainability and a commitment to implementing change with our 450 licensees and 15000 new products annually, within 4 years; meaning hundreds of partners relaying the Future Positive message across their marketing, and in their stores.

The Future Positive campaign creates a turnkey solution to your sustainability journey, with a 360- global campaign including sustainable lifestyle products, infused with brand experiences, live events and charitable giving opportunities.





THANK YOU

The original good news brand since 1972.