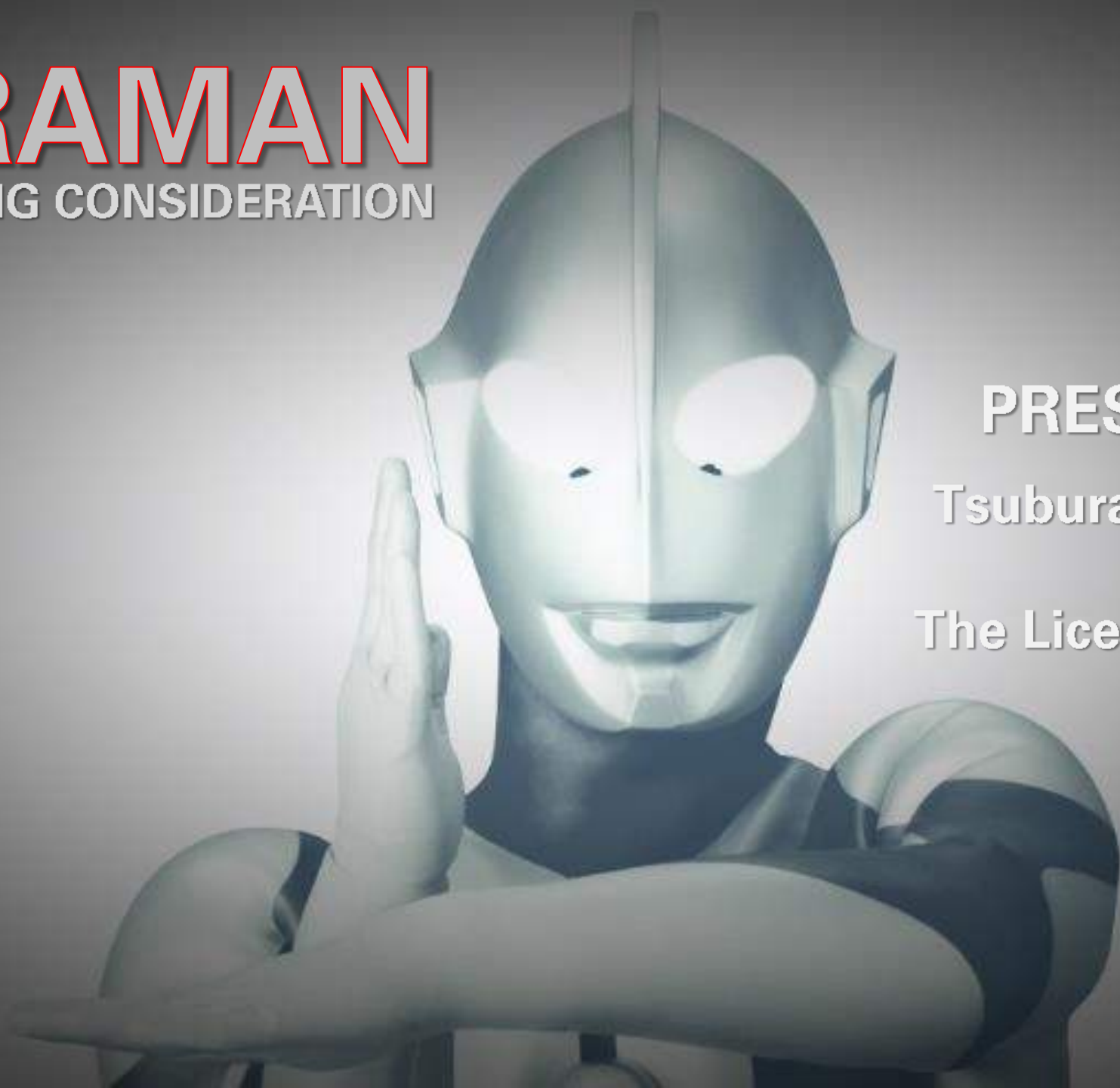


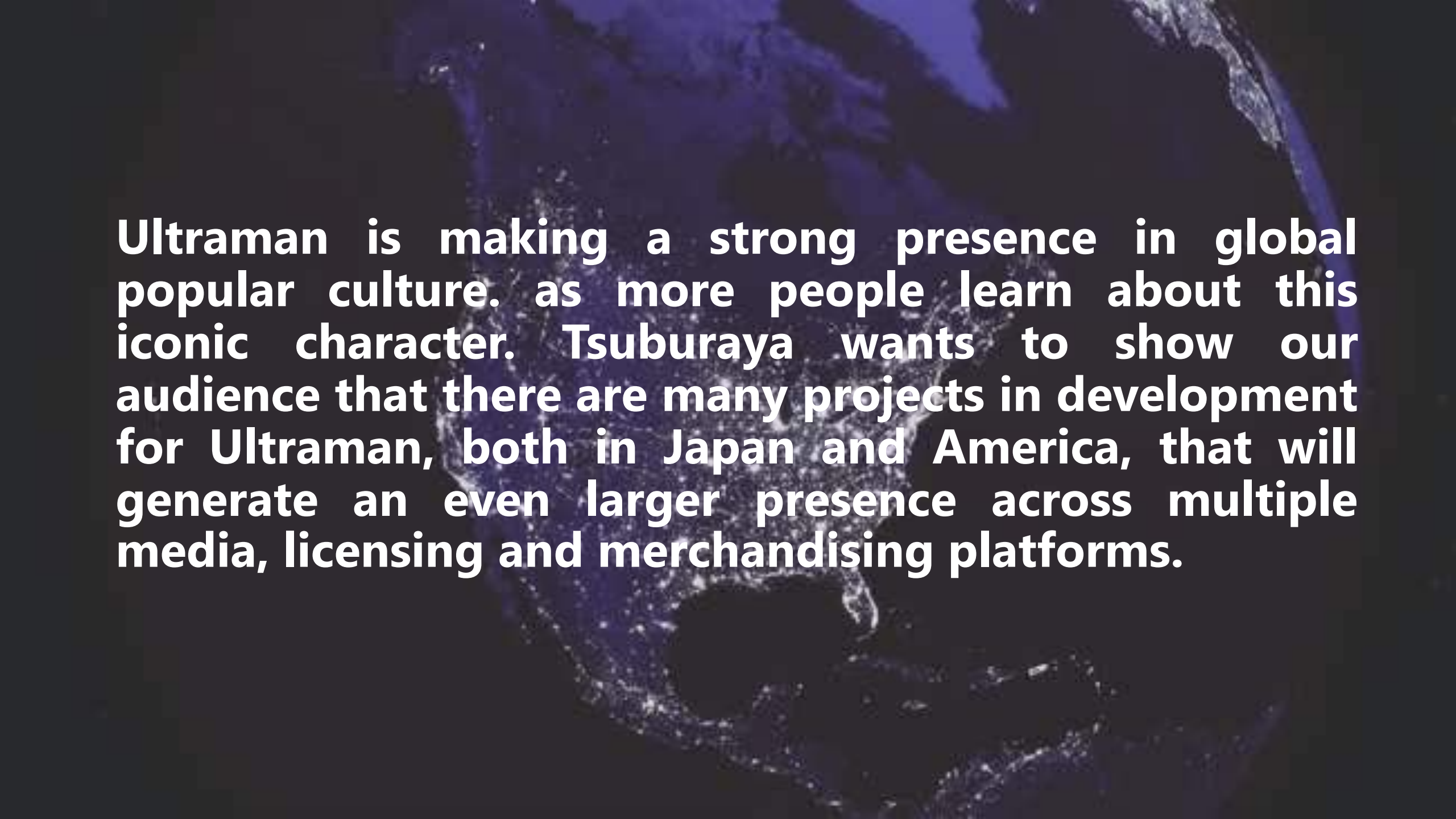
ULTRAMAN

FOR LICENSING CONSIDERATION



PRESENTED BY

**Tsuburaya Productions
&
The Licensing Group Ltd**



Ultraman is making a strong presence in global popular culture. as more people learn about this iconic character. Tsuburaya wants to show our audience that there are many projects in development for Ultraman, both in Japan and America, that will generate an even larger presence across multiple media, licensing and merchandising platforms.





ULTRAMAN

*To spark viewers' imaginations,
provide hope for the future, and
cultivate kindness in young viewers'
hearts.*

Eiji Tsuburaya

ULTRAMAN
ULTRAMAN



HOW IT ALL BEGAIN

Long ago a fireball crashed into a jet piloted by Shin Hayata, senior member of Earth's Science Special Search Party...



This begins the story of ULTRAMAN, an alien from Nebula M78, the Land of Light. To save Hayata from certain death, Ultraman merges with him. Through the power of the Beta Capsule, Hayata is able to transform into the sleek and silvery Ultraman to save Earth from the Kaiju, monsters who threaten our world.

THE CREATION OF ULTRAMAN

1966: 55 years ago, a superhero was born, and he was called **ULTRAMAN**.

Eiji Tsuburaya, the great visionary SFX master of the 20th century and father of Tokusatsu, Japanese movie special effects, and creator of Ultraman, could not have anticipated its success. Ultraman is the first Tokusatsu hero launched by the Ultra series, and is the most recognizable pop culture icon in Japan.

2021: The 55th anniversary of the **ULTRAMAN** TV series and the anniversary of Tsuburaya Productions

FUN FACT: When Ultraman extends on Earth to his full 50-meter height and a weight of 35,000 tons, he can only sustain his powers for 3 minutes.

ORIGIN OF ULTRAMAN

The Land of Light, Nebula M78, was inhabited by peaceful humanoids whose sun was dying. A special Plasma Spark brought it back to life, and the denizens turned into silvery beings 50-60 feet tall with wondrous powers including shooting energy beams. They chose to use those powers for peace and for the protection of others. They are the Ultras who formed the Inter Galactic Defense Force to battle monsters.

The Earth, meantime, is relying on its Special Science Patrol who are armed with high-tech weaponry and vehicles to combat threats from the unknown. But their weapons fail them, and they need their leader's help. Shin Hayata supports his team by transforming into Ultraman to defeat the monsters threatening Earth.

JUST HOW MANY ULTRAS ARE THERE

Ultraman is known and loved around the world and is a hero to thousands of fans past and present

Ultraman and other Ultras were introduced in the first-generation ULTRAMAN TV series seen in the U.S. from the 1960s to 1981.

The Ultras of each series have their own distinctive look, personality and fighting style. But all fight to protect the galaxy, especially Earth.

FUN FACT: The oldest known Ultra in the Land of Light is Ultraman King at over 300,000 years old!

ULTRAS



The Land of Light the home world of Nebula M78.
It is located 3 million light years away from Planet Earth



Zoffy



Ultraman Taro



King of Ultras



Ultraseven



Ultraman Ace



Ultraman



Father of Ultra



Mother of Ultra



Ultraman Jack



Ultraman Leo



Ultraman 80



Yullian

KAIJU TAKE A BOW

Ultraman could not exist without the Kaiju, and the Ultraman franchise has one of the greatest rogues' galleries of Kaiju in all of popular culture. The huge sci-fi scary Kaiju (monsters) want to annihilate humans and take over the Earth.

Although there are more than 500 Kaiju in the Ultra universe, there are those that stand out for their looks, their attributes, their ferociousness, or their humanity. Each possesses a distinct behavior, motivation, powers and abilities, and strengths and weaknesses.

They return regularly in other series to menace multiple generations of Ultraman heroes.

FUN FACT: Certain Kaiju even have their own fan groups and awesome merchandise!



Baltan



Antlar



Bemular



Bemstar



Dada



Dorako



Gomess



Gomora



Gubila



Jamila



Kanegon



Kemur



King Joe



Pestar



Pigmon



Ragon



Red King



Zaragas



Zetton

MEET THE
KAIJU

THE WORLDWIDE ULTRAMAN CONNECTION

Tsuburaya Productions has successfully built a market of roughly 6 billion people.

The ULTRAMAN franchise reaches existing fans and new audiences worldwide through the ULTRAMAN YouTube Channel, fan sites, social media's Instagram and Twitter, comic series, Shout Factory!, Netflix and the new fan-centric Official North America Ultraman website, *ultramanconnection.com*



THE ULTRAMAN FRANCHISE

First aired 55 years ago on Japanese TV, fans in South Asia embraced the characters immediately. Its licensing programs generates \$50M annually in the Japan market alone from products such as toys, collectibles, snacks, apparel, home décor, paper goods and novelties.

Over the past 55 years, the Ultraman franchise has spawned multiple TV series, movies, and live shows, which have been available primarily in Asia until now.

The launch of new media, including English-language TV and feature films for the global market, is significantly increasing support for the sales of licensed products worldwide.

FUN FACT: The Ultra franchise was named by Guinness Book of World Records as the franchise with the largest number of spinoffs.



WHY NORTH AMERICA?

WHY NORTH AMERICA?

ULTRAMAN RETURNS TO NORTH AMERICA

In the late 1980s, a legal battle forced the withdrawal of ULTRAMAN TV from the American market. With the case settled, Tsuburaya believed 2018 was the time to return to North America, providing the opportunity to reintroduce Ultraman to delighted devotees who are now introducing it to a broader audience, including their own kids.

So Tsuburaya Productions and The Licensing Group decided to:

- Focus on the original series**
- Brand it "CLASSIC ULTRAMAN"**
- Begin with products for the original fan**
- Attract the best in the business**

The result is merchandise such as collectibles, pinball games, and NFTS that appeal to the built-in fan base of adults (45-60) still loyal to the TV show they watched as kids.

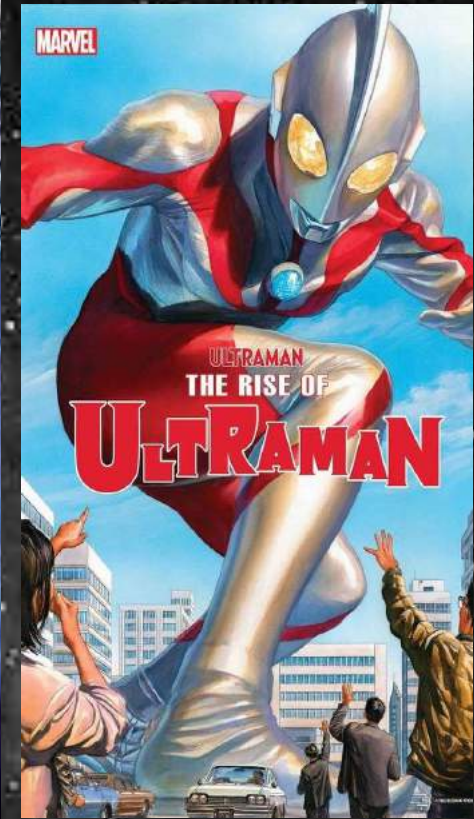
Licensing



ULTRAMAN LICENSING PROGRAMS

The three North America
Ultraman licensing programs:

- **CLASSIC ULTRAMAN**
First 8 Ultraman TV Series
- **ANIME ULTRAMAN**
Anime Ultraman on Netflix
- **ULTRAMAN COMICS**
The Ultraman Comic Series
published by Marvel



CLASSIC ULTRAMAN LICENSING PROGRAM

- **Classic ULTRAMAN is based on first eight series that aired on U.S. TV from 1966 to 1981.**
- **Each series introduces a new and distinctive Ultra who must continue the battle against those Kaiju that threaten Earth.**
- **The voluminous style guides are filled with licensing assets and ideas.**

FUN FACT: From the Ultraman YouTube Channel – “omg beautiful, all these old generations have been reborn so hyped.....can’t wait.”

55 YEARS OF ULTRAMAN TELEVISION

The Ultraman universe has been expanding for over Fifty-five years and continues to grow today

1966

Classic Ultraman

Ultra Q

Ultraman

Ultraseven

Return of

Ultraman

Ultraman Ace

Ultraman Taro

Ultraman Leo

Ultraman 80

1996

Generation 2

Ultraman Tiga

Ultraman Dyna

Ultraman Gaia

Ultraman Cosmos

Ultraman Nexus

Ultraman Max

Ultraman Mebius

2003

Generation 3

Ultraman Ginga

Ultraman X

Ultraman Orb

Ultraman Geed

Ultraman R/B

Ultraman Taiga

Ultraman Z

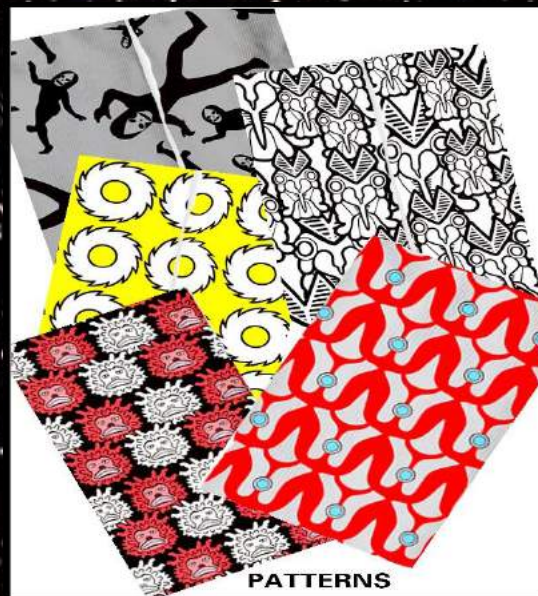
Ultraman Trigger

2022

Generation 4

In Development

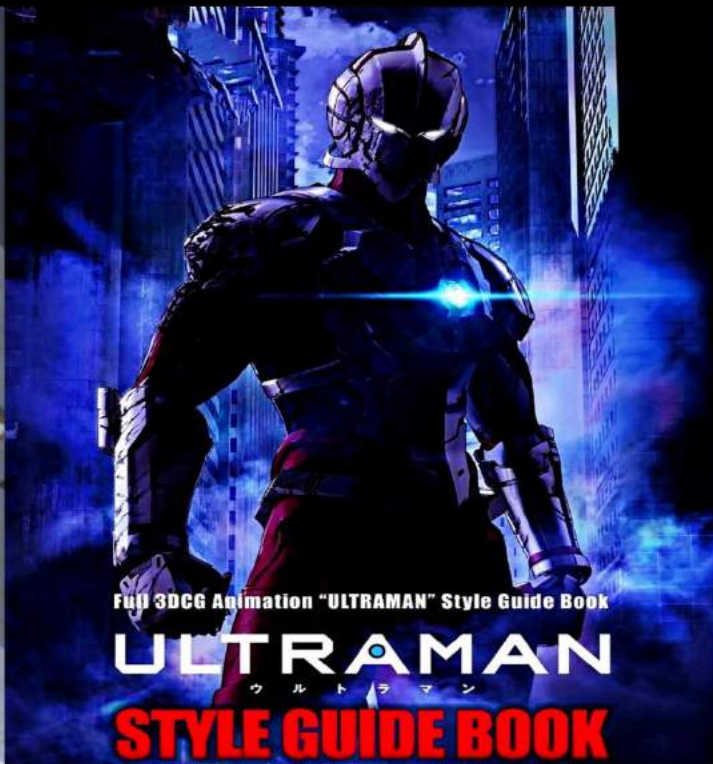
CLASSIC ASSETS



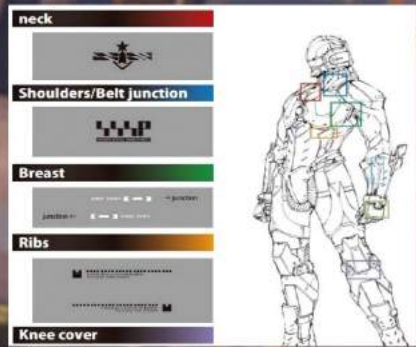
ANIME ULTRAMAN ON NETFLIX

- **The Story:** A 3D CG series set 50 years in the future, Shinjiro Hayata, son of Shin Hayata (the human host of Ultraman), reluctantly takes on his father's responsibilities to become the new Ultraman. This Ultraman derives his powers from a sleek suit of powered armor which enables him to battle new invading aliens threatening Earth.
- **The Anime Ultraman series premiered in 2019, and was named Netflix's #1 most viewed *anime* series.**
- **Coming Up:** This *anime* favorite will premiere its second season on Netflix in 2022 with new characters and stories, which will be followed by season three.
- **What's Available for Licensing:** A comprehensive style guide with a wide range of series assets.

FUN FACT: Anime ULTRAMAN received the Best TV Anime Award at the 2020 VFX-JAPAN Awards.



■ Super-Deformed images



ULTRAMAN COMICS PUBLISHED BY MARVEL COMIC

Marvel's creative team was eager to dive into the Ultraverse to create a comic book series based on the classic Ultraman story.

The Rise of Ultraman, was an instant hit with fantastic covers created by top comic artists such as Alex Ross, Art Adams and Francesco Manna, and acclaimed writers like Kyle Higgins and Mat Groom. Variant covers done by artists such as Ed McGuinness, Matthew Wilson, E.J. Su and Artgerm, have generated strong collector interest.

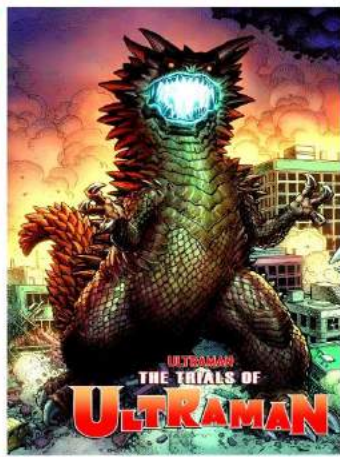
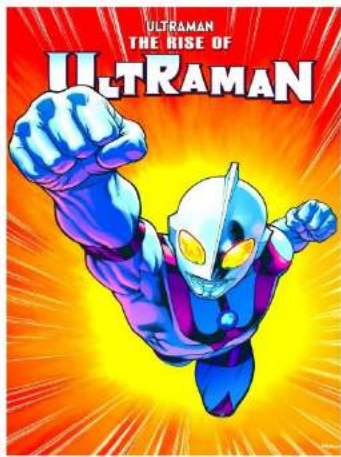
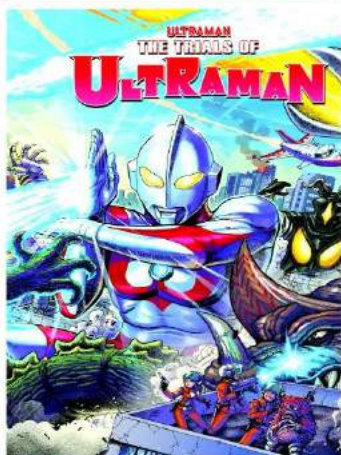
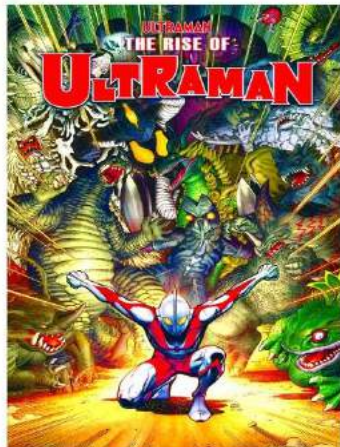
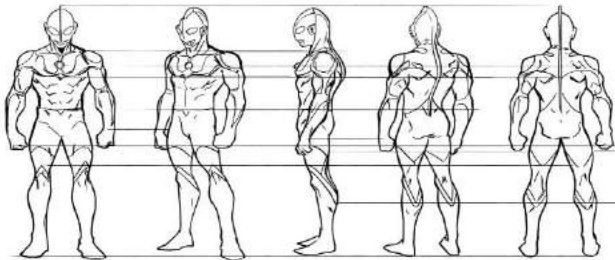
The second Series, *The Trials of Ultraman* dropped in early 2021, and the third series, *The Brotherhood of Ultraman*, is due out in the Fall.

A comprehensive style guide providing cover artwork, comic book panels and original illustrations by Francesco Manna.

FUN FACT: Already successfully marketed for NFTs, where cover artwork sold out in minutes.

ULTRAMAN COMIC ASSETS

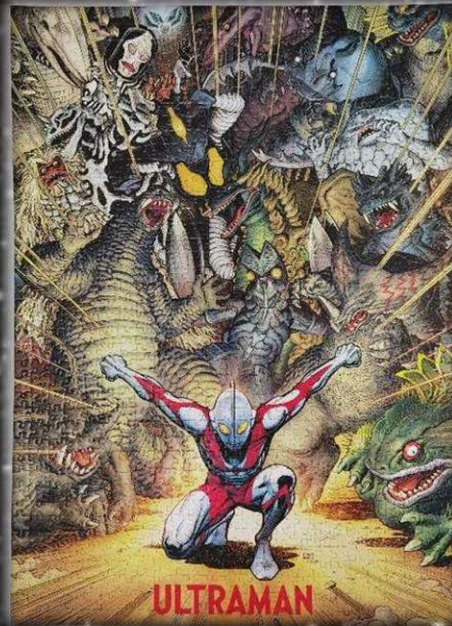
Ultra-round







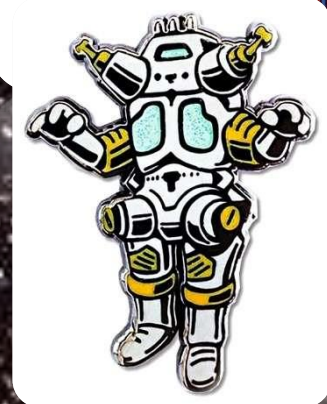
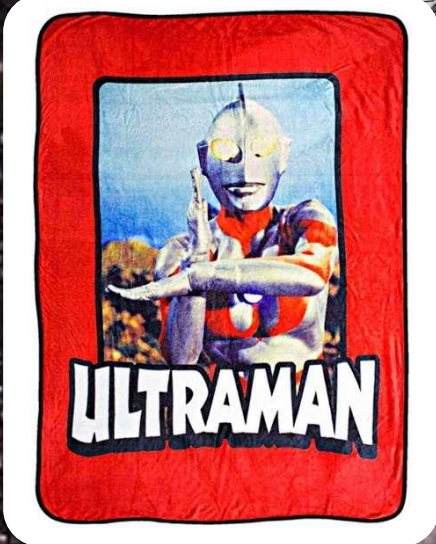
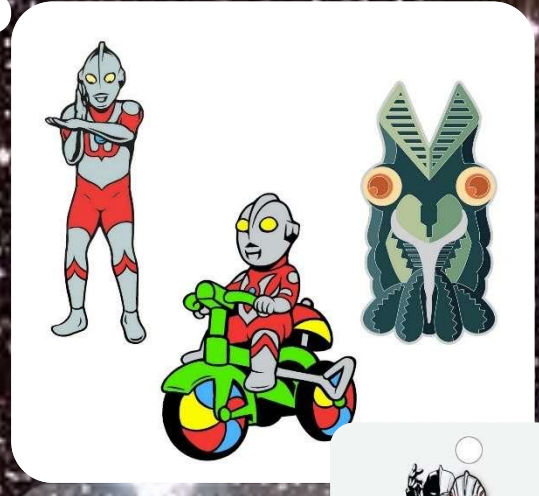
COLLECTIBLES



APPAREL



NOVELTIES



ACCESSORIES



NFTs
□
APPS
□
GAMES

ADDITIONAL MEDIA

"Been an Ultraman fan all through childhood till today 33 years old. This fandom won't stop now. Ultraman is the Giant of Light which inspires us to be greater than we could ever be, to do better, to be kinder."

- **Official YouTube Channel: ULTRAMAN OFFICIAL YouTube Channel**, with almost two million subscribers, features the Ultraman TV series in both English and Japanese, exclusive series in English, such as **Ultra Galaxy Fight: New Generation Heroes**, and over 1600 video clips.
- **Ultra Galaxy Fight: New Generation Heroes**: Available exclusively on YouTube in Japanese and English, **Ultra Galaxy Fight** is a popular Ultraman miniseries. Ultras from different series appear on the same screen, forming a dream-team to battle attacking enemies. The series reveals the untold history and missing links of the Ultraman universe.
- **Ultraman Trigger: New Generation Tiga**: Also available on YouTube is this newest Ultraman live action TV series. Intended to celebrate the 25th anniversary of Ultraman Tiga, this series is a retelling of the former series in the present day.

ADDITIONAL MEDIA & EVENTS

"OMG Beautiful! All these old generations have been reborn 😊 😊 😊."

- **Shout Factory:** This platform delivers all 39 episodes of Classic Ultraman including the very first episode that started it all in 1966.
- **Mill Creek Entertainment:** Widely distributed in the retail market, Mill Creek Entertainment presents the Ultraverse. Available are over two dozen DVDs and Blu-Rays of various Ultraman TV series, including *Ultraman Q*, *Ultraman Leo*, and *The Return Of Ultraman* and more.
- **Ultraman Connection Live Events:** Scheduled throughout the year are a series of live Ultraman virtual events from Tsuburaya Productions in association with Iceberg Theory. Event information and tickets are available at ultramanconnection.com.

NETFLIX TAKES ULTRAMAN TO THE MOVIES

A stylized illustration of Ultraman in a dynamic, acrobatic pose against a vibrant red background. He is wearing his iconic black suit with a white visor and a glowing blue chest. A powerful rainbow-colored beam of light emanates from his right hand, extending towards the top left. The overall aesthetic is bold and energetic.

COMING 2024
Major Animated Feature Film



**THE
LICENSING
GROUP LTD**

For Licensing Information

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