

THE SMURFS™

2024



BRAND



THE SMURFS™ is now a brand under the PEYO COMPANY portfolio



PEYO COMPANY is the new commercial name for the entity owning, exploiting and perpetuating the work of Peyo. And more particularly managing the creation, the production, the distribution and the licensing of the IPs originally created by Pierre Cullidofd, aka Peyo.

INSIGHTS

THE
SMURFS

UNISEX BRAND*
\$1.2 BN in Box
Office**

GIRLS
51%

BOYS
49%



- ✓ Family audiences are the most loyal
- ✓ Strong Brand Identity associated to good universal values
- ✓ Nearly universally known
- ✓ Smurfette = Key for Girls
- ✓ Humor = Key for Kids & Adults
- ✓ Consumer Products interest = 80%

BRAND STRATEGY

- ✓ Offer Holistic Brand Experience to Families
- ✓ Introduce New Gen of Kids to the Legacy

From High-End to Mass Market

- ✓ EVERGREEN
- ✓ ART
- ✓ ICONIC
- ✓ WEB3 & METaverse
- ✓ POP-CULTURE
- ✓ SUSTAINABILITY

- ✓ TV Series - new season in 2024
- ✓ New Theatrical Movie in 2025
- ✓ Rich Book Publishing Program
- ✓ Gaming - 5 new games in 3 years
- ✓ New Master Toy Line in 2024
- ✓ Consumer Products in Every Category
- ✓ Experiences & Family Entertainment



© Peyo

TARGETTING ALL AUDIENCES

KIDS

Girls & Boys 4 to 11
Sweet Spot: 5 to 8

- ✓ 3D CGI (TV SERIES & MOVIES)
- ✓ CLASSIC 2D (BOOKS & CLASSIC SERIES)



FAMILIES

Bringing joy to the whole family

- ✓ 60% OF ADULTS SMURFS' FANS ARE PARENTS TO A CHILD OF 4 TO 11 YO

"Parents & Kids love Smurfs for their unique look and personalities"

ADULTS

Evergreen / Nostalgia

- ✓ VINTAGE SMURFS
- ✓ CLASSIC 2D SMURFS



TEENAGERS & YOUNG ADULTS

POP CULTURE ICONS

- ✓ GAMING
- ✓ FASHION
- ✓ SOCIAL



THE SMURFS

GLOBAL NETWORK

700

ACTIVE
LICENSEES

CATEGORIES

- ✓ SOFTLINES
- ✓ FMCG & QSR
- ✓ HARDLINES & DIGITAL
- ✓ PUBLISHING
- ✓ ADVERTISING & PROMOTION
- ✓ LOYALTY PROGRAMS
- ✓ FAMILY ENTERTAINMENT
& EXPERIENCES



Licensing Agents Network Strong International Presence



GLOBAL PARTNERSHIPS

SUPREME X SMURFS
ITEMS SOLD OUT IN
4 MINUTES



50
NEW GLOBAL
COLLAB
LAUNCHING
in 2023

+30
QSR
CAMPAIGNS



1
SMURF HARIBO
GUMMY EATEN
EVERY SECOND
AROUND THE
WORLD



100M
SCHLEICH
FIGURINES SOLD

5
NEW CONSOLE
GAMES IN 5 YEARS

FEATURE
FILMS
\$1,2 BN
GLOBAL
BOX OFFICE



PUBLISHING

500+ TITLES AVAILABLE
200+ PUBLISHERS
BOOKS
50M+ SOLD WORLDWIDE



175M
DOWNLAODS
OF DIGITAL
GAMES

40+
SUCCESSFUL
LOYALTY
PROGRAMS

SOFTLINES

MASS MARKET FASHION

USA



Walmart

Best-Sellers Designs :
Mushrooms are a Hit !

Brazil



Successful collection in
Latin America

Asia



Fashion Hit in India & pop-culture icon in
Japan



ZARA

Worldwide



Long-Term Collabs with Inditex

PULL&BEAR



PRIMARK



Blue Wave at Primark

TEZENIS



Multi-Generation Hit Collection
generating \$Millions in 2022 !

SOFTLINES

Artistic Collabs &
Tailor-Made



New Character created for
e-sport team collab



© Pazzo



Artists
Collaborations
For exclusive
collections

GXG

THE
SMURFS



Hand-painted collab

WREN+GLORY
— ALWAYS HAND PAINTED —



SOFTLINES

Accessories,
bags & packs



unique vintage®



THE
SMURFS

loungefly



18¹²55
Leysen



SOFTLINES

Health & Beauty

Smurf Your Products
and Smurf Up Your Sales !



Cruelty-free
wonders



Body Care
MassMarket



URODA

Unique
soaps



LABORATOIRES
GILBERT

Less plastic
Diapers



SOFTLINES

Home

Badges
& pins



PAWPRINT
FAMILY

© Peyo

SUSTAINABLE
Products



AQUAFigure

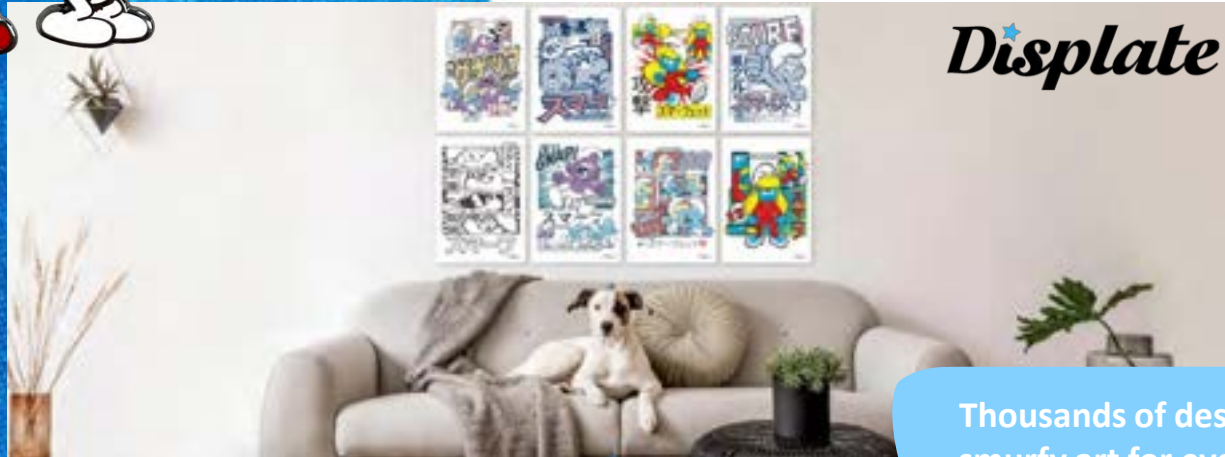
NERTHUS



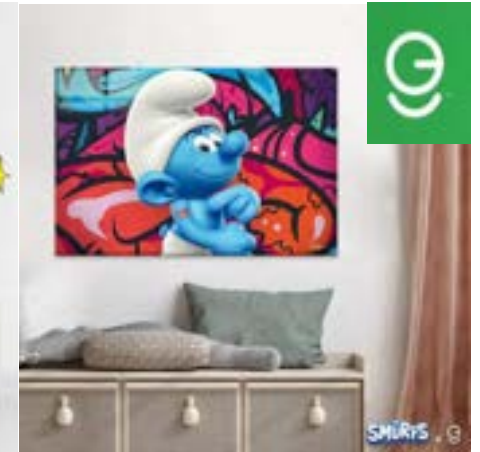
linvosges



Displate



Thousands of designs &
smurfy art for everyone



G

THE
SMURFS

HARDLINES

Toys & Collectibles



BE@RBRICK™

PLASTOY®

tonies®

Artist
Collabs



© Peyo

+100M
Schleich 
FIGURINES SOLD



Funko



2024 - 2026
NEW MASTER TOY-LINE

English-Speaking Territories

Jazwares®



Non-English-Speaking
Territories


GIOCHI PREZIOSI



Electronics


PowerLocus



Puzzles &
Board Games



Clementoni



THE
SMURFS

HARDLINES

Toys

Master Toy Line
2024



Electronics



PowerLocus



© Peyo

English-Speaking Territories

Jazwares®



Non-English-Speaking



MAESTRO



Clementoni



HARDLINES

Collectibles

100M
Schleich 

FIGURINES SOLD



© Peyo

Pop Culture



Iconic

Art



Artistic Collab

Genuine & Hi-End



FAR
IBO
LES
PRODUCTIONS



X



THE
SMURFS



DIGITAL

THE SMURFS

175M DOWNLOADS OF DIGITAL GAMES

CONSOLE GAMES



3 new Games
until 2025



NFT



Official
PFP Project



METaverse

SANDBOX

NFTs Avatars
Smurfs' Land
+ Quests



MOBILE GAMES



Smurf Bubble Shooter
+10M Downloads



Smurfs' Village
+10M Downloads

Smurf Magic Match
+1M Downloads



EDUCATIONAL APP



MOBILE THEMES & STICKERS



GAMING COLLABS



CASUAL GAMES

5 Games Available



azerion



TV SERIES

Season 1 & 2



CLASSIC 2D ANIMATION

Mon.-Fri. 13:00, 13:35

CGI 3D ANIMATION (Season 2)

Mon.-Fri. 18:00, 18:10

nickelodeon

CGI 3D ANIMATION (Season 1 & 2)

Mon.-Fri. 18:00, 18:10

NETFLIX

CGI 3D ANIMATION

S 1 - From July 2023

S 2 – Q2-Q4 2024

THE
SMURFS



NEW SEASON 3



Release date:

Q3 2024



MOVIE OVERVIEW

SMURFS™

JULY 18 2025

DIRECTOR

CHRIS
MILLER



PRODUCERS

RYAN
ARRIS



CO-DIRECTOR
MATT LANDON



WRITER
PAM BRADY



RIHANNA



TYRAN
«TY-TY»
SMITH

LAURENCE
«JAY»
BROWN



MOVIE CAST

NICK KROLL



JAMES CORDEN



AMY SEDARIS



RIHANNA



SMURFS

NATASHA LYONNE

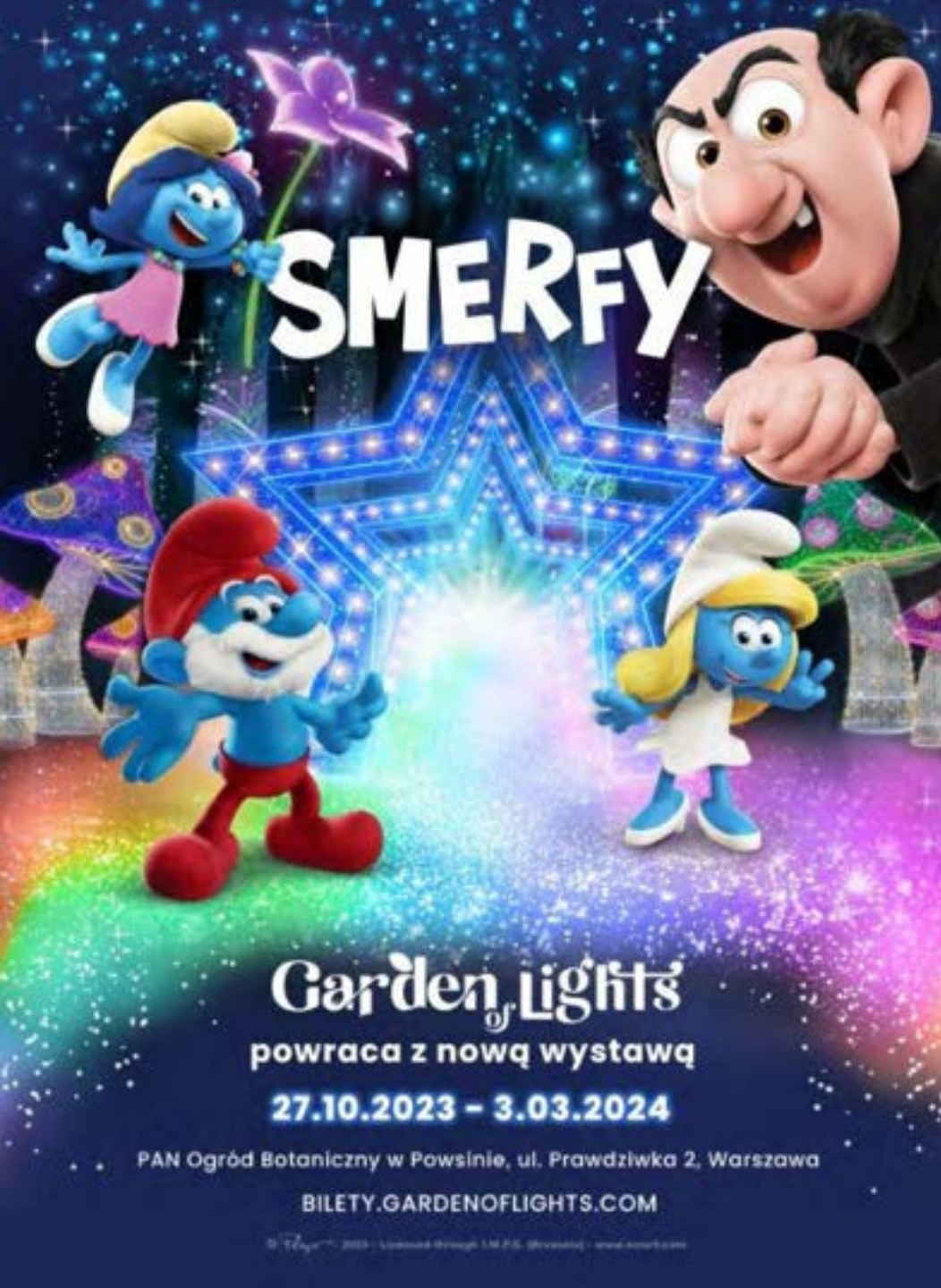


NICK OFFERMAN



JP KARLIAK





WARSZAWA & KRAKÓW

27th October 2023
– 3rd March 2024

Garden of Lights

- Angażująca ekspozycja;
- Grywalizacja z nagrodami;
- Ekologia i zrównoważony rozwój jako motyw przewodni;
- Dobra zabawa dla całej rodziny.





Garden lights
SMERFY



Garden lights
SMERFY

Hej dzieci, jeśli chcecie
zobaczyć Smerfów las...



Garden lights
SMERFY

Cukierek
albo **SMERF!**



Plenerowa
wystawa świetlna

27.10.23 – 3.03.24



Garden lights
SMERFY

AUDIOVISUAL CALENDAR

THE
SMURFS

2023

Q1

Q2

Q3

Q4

2024

Q1

Q2

Q3

Q4

2025

Q1

Q2

Q3

Q4

Season 1

TV : since 2021 **nickelodeon**



YouTube : since 2022

NETFLIX : July 2023

Season 2

TV : Q2 2023 **nickelodeon**



YouTube : Q3 2023

NETFLIX Q2, Q3 & Q4 2024 (TBC)

Season 3

TV : Q3 2024

YouTube Q1 2025 (TBC)

Garden of Lights

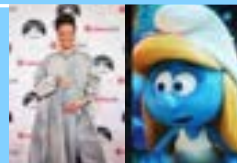
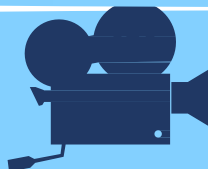
27th Oct. – 3rd Mar

Kraków, Warszawa

New Paramount movie



July 18, 2025



© Peyo

LOCAL PARTNERS

MASPEX



pepco®

LPP

lekam

THE SMURFS

harperkids



Gmylek

Cały dla małych!



maltes



URODA

CASE STUDY

sinsay

AW 2024 COLLECTION
Boy Daywear



THE
SMURFS

CASE STUDY

sinsay

AW 2024 COLLECTION
Girl Daywear



THE
SMURFS



CASE STUDY

sinsay

AW 2024 COLLECTION

Pyjamas



CASE STUDY

RESERVED

SS 2025 COLLECTION

THE
SMURFS



CASE STUDY

sinsay

SS 2025 COLLECTION



© Peyo



THE
SMURFS



HARDLINES

CURRENT LICENSEES

maltes



© Papp



THE
SMURFS

- New products on the market – Q4 2025
- Melamine Baby Accessories

FMCG

CURRENT LICENSEES



© Pezzo



THE
SMURFS



THE SMURFS



THE
SMURFS



CARBOTEX

WC5143206LBD



WATER PRINT
SOFT TOUCHLESS PRINT, NO RUBBER PRINT QUALITY



BOY - T-SHIRT
single jersey 100% cotton, 180gsm

1). OPTIC WHITE

WC5143208LGD

FABRIC A: SINGLE JERSEY 100% COTTON 180 G/M2

1). 14-43112 TPG P. 2.068



szkrywkowa puff print z gładzonym



BACK



BACK

43205LBD



DISCHARGE PRINT
SOFT TOUCHLESS PRINT, NO RUBBER PRINT QUALITY



BOY - T-SHIRT
single jersey 100% cotton, 180gsm

1). 14-43118 TPG P. 2.068



Biedronka

THE SMURFS

FMCG

CURRENT LICENSEES

lekam

THE
SMURFS



- Vitamins for kids: lollipops with no sugar, sparkling vitamins
- Cosmetics – new products to appear on the market

© Lekam

FMCG

CURRENT LICENSEES

lekam 



THE
SMURFS

© Peyo

FMCG

CURRENT LICENSEES

lekam

THE
SMURFS



© Peyo

FMCG

CURRENT LICENSEES

MASPEX
VENDING



THE
SMURFS

- Product categories: pasta, chocolate powder, jams

NEW PROJECTS 2024



lekam

- NEW COSMETICS



CARBOTEX

- APPAREL & HOME TEXTILES

sinsay

- APPAREL & ACCESSORIES
- NEW DTR COLLECTION
AW24/SS25

THE
SMURFS

Trefl

- GAMES
- PUZZLES
- WOODEN TOYS
- PVC BALLS



power
gift

- GIFTS & ACCESSORIES



NEW PROJECTS 2024

APPAREL DTR

pepco®



© Pepco

THE
SMURFS



SECTION: 5224
THEME: SMURFS
STYLE: 5224FA31AUCPG
DESIGNER: MARTA



- New DTR partner
- Apparel & accessories – Boys, Girls, Women
- Products on shelf: SS 2024

pepco®



Smerlastyczna kolekcja właśnie pojawiła się w Pepco! 🌟 Koniecznie zajrzyj do sklepu i odkryj te świetne ceny.

THE SMURFS

pepco®

SMERFY

Co wybierzesz
z naszej nowej kolekcji?

NOWOŚĆ

od
8zł

Kolekcja Smerfy



Stylową opaskę



Uroczą szczotkę

Koszulkę
z ulubionym bohaterem

Torebkę
na skarby



© Peyo

© Peyo

pepco®

SMERFY

HIT!
CENOWY

NOWOŚĆ

od
8zł

Kolekcja
Smerfy



© Peyo

25zł

Komplet
100% bawełny 74-98





THE SMURFS

Kategoria:
artykuły dla dzieci



 An illustration of a hand holding a blue patterned tank top. The tank top has a repeating pattern of Smurf characters. Below the tank top, a pair of blue shorts with a Smurf logo is shown.

doskonała na letnie noce

25 zł

Pizama chłopięca
na licencji "Smerfy"
rozmiary: 92 - 128 cm

Ceramic Mugs



Enamel Mugs





Door hangers & note magnets





NEW PROJECTS 2024

Shopping Mall Events

 **PRODUCTIONS**
MARKETING AGENCY



LIVE EVENTS

XS PRODUCTIONS
MARKETING AGENCY



THE
SMURFS



ATTRACTIONS



© Plopsa

Majaland

Holiday Park PLOPSA



Lot of fun in
the Smurfs
attractions !

Plopsa



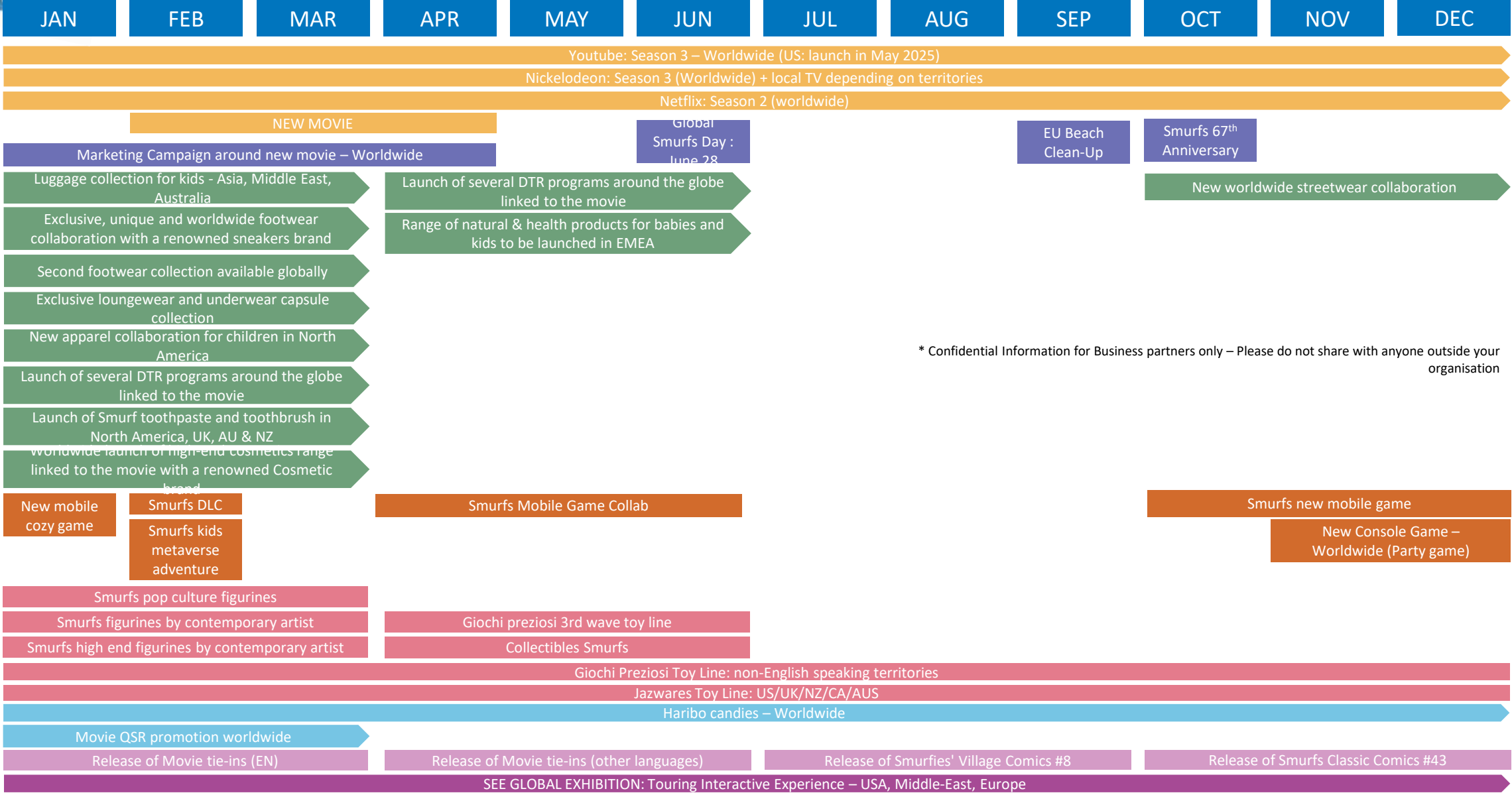
THE
SMURFS

MERCHANDISING & PROMOTION





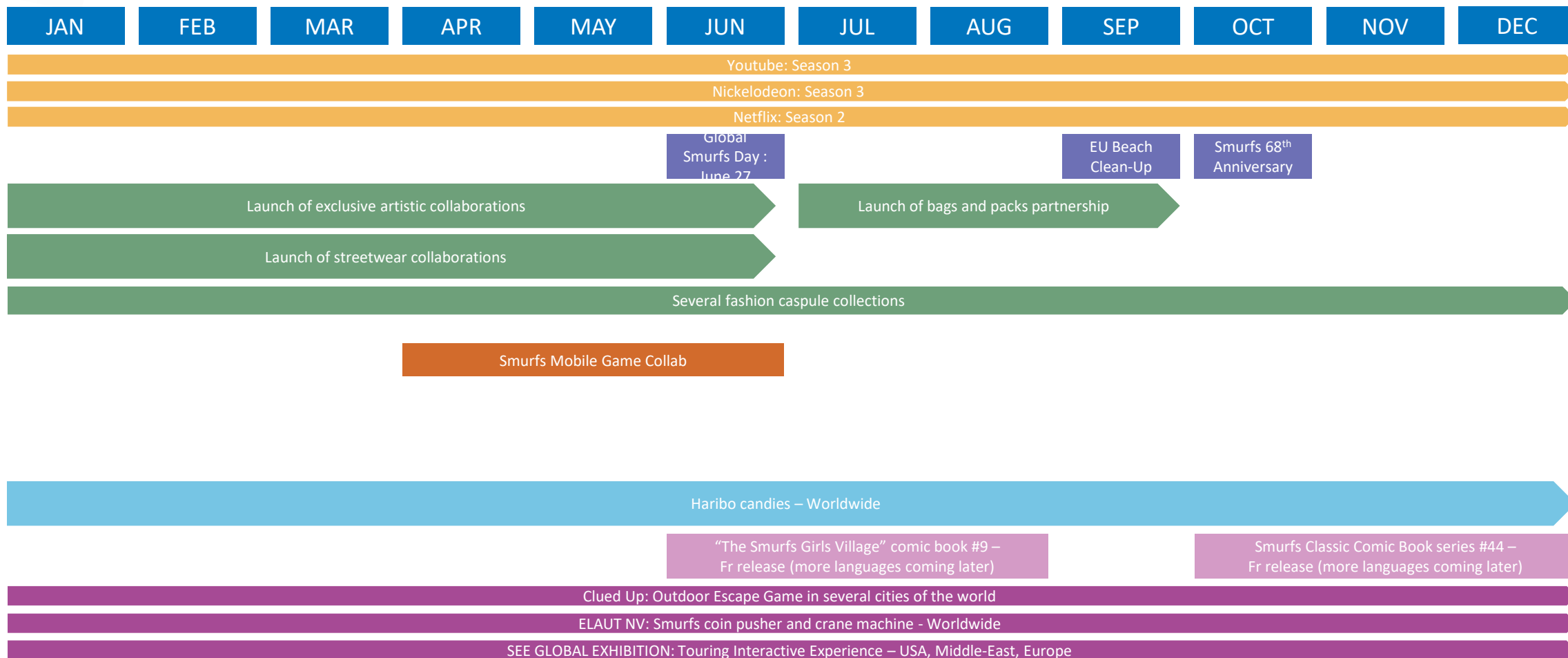
GLOBAL TIMELINE 2025*



* Confidential Information for Business partners only – Please do not share with anyone outside your organisation



GLOBAL TIMELINE 2026*



...and MUCH MORE at local level !
Please reach out to your usual Smurf contact for more local info.

* Confidential Information for Business partners only – Please do not share with anyone outside your

KEY TAKEAWAYS



NEW PARAMOUNT
NICKELODEON
MOVIE

FEB. 14TH 2025

RIHANNA
WILL BE VOICING
SMURFETTE
& CO-PRODUCING
ORIGINAL SONGS



STRONG
INTERNATIONAL
PRESENCE

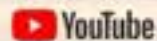
95%

GLOBAL AWARENESS



ANIMATED SERIES
ON BIGGEST LOCAL
FREE TV CHANNELS

+
nickelodeon
NETFLIX



EVERGREEN
FAMILY BRAND
SMURFS IS A HIT
WITH BOTH KIDS
& ADULTS

STRONG RATINGS
& IP STANDOUT



KEY ON & OFF
CHANNEL
SUPPORT

IMPACTFUL
EXPERIENCES



SMURF-
STAINABILITY

AMBASSADORS FOR
SUSTAINABLE
DEVELOPMENT
GOALS



CONSUMER
PRODUCTS
+700 ACTIVE
LICENSEES

+ STRONG BOOK
PUBLISHING
PROGRAM

THE SMURFS™

Thank you

