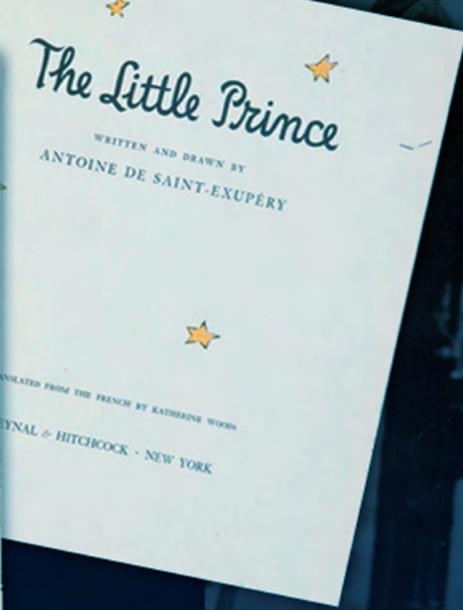


The Little Prince

Licensing Presentation

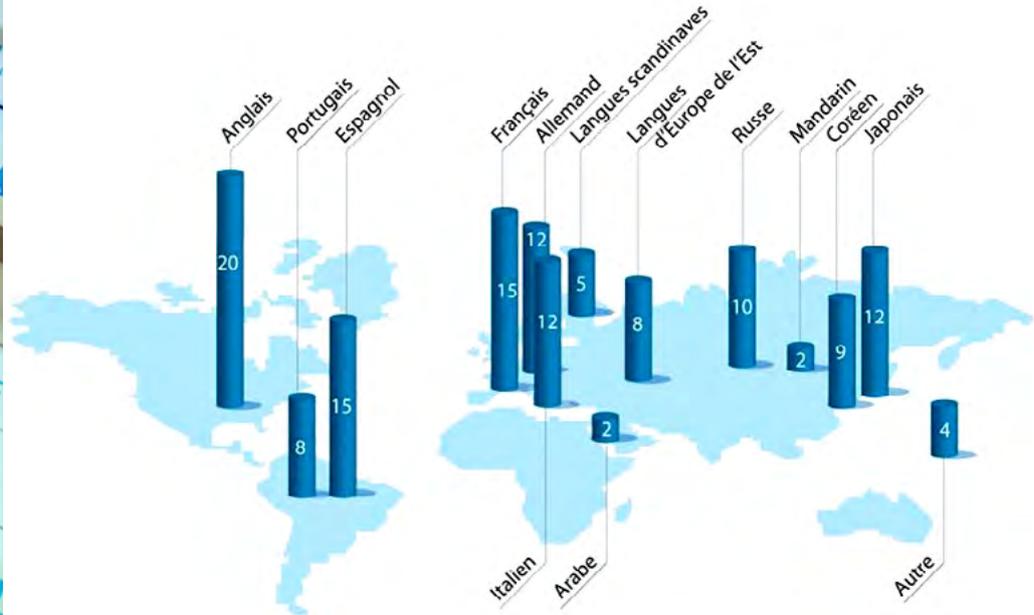


First published on April 6, 1943 in New York, *The Little Prince* is French writer and aviator Saint-Exupéry's most emblematic piece. During the war, Saint-Exupéry left for the United States, where Reynal & Hitchcock editions asked him to write a children's tale. The writer didn't stick to the genre and eventually wrote a story that has more in common with a philosophic tale yet speaks to children as well as grown-ups.

AN INTERNATIONAL AND TIMELESS PHENOMENON

A book translated into more than **250** languages and dialects

ONE OF THE BEST-SELLING BOOKS OF ALL TIME



150 MILLION COPIES SOLD IN THE WORLD

A UNIVERSAL PHENOMENON WITHOUT AGE LIMIT

I ask children to forgive me for dedicating this book to a grown-up.
(Extract of the author's note to Léon Werth)

Ingenuous and sensitive, The Little Prince character incarnates childhood; he's a poetic cousin of other children's tales heroes like Peter Pan. Timeless, everyone can identify with this child from another planet; Tales are eternal invitations to dream.

These quotes, which became standards are known by everyone:

What is essential is invisible to the eye

Only the children know what they are looking for

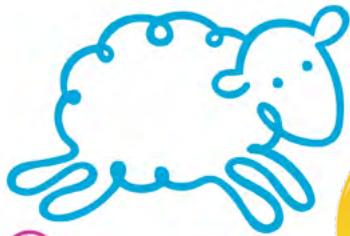
We write of eternal things

It is only with the heart that one can see rightly

To me, you will be unique in the whole world

Because the flowers are ephemeral





Dessine-moi
un mouton



THE LITTLE PRINCE'S VALUES

The Little Prince is the first fictional character in history to be designated as “ambassador” by the UN.



Many associations, hospitals, public schools and cultural institutions all over the world are named after the Little Prince.

SUSTAINABLE DEVELOPMENT

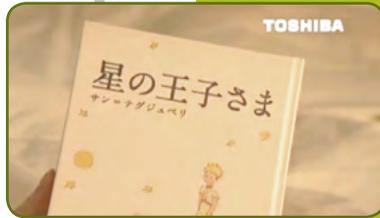
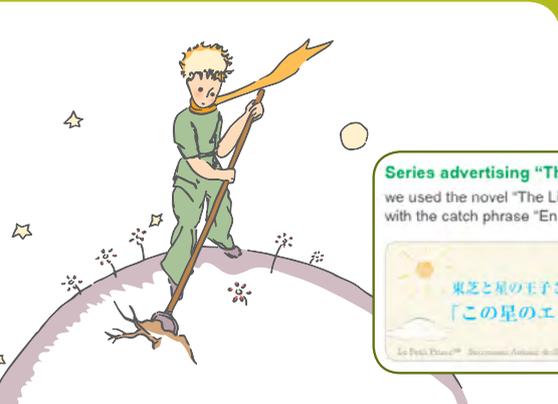
For the Little Prince, the protection of his planet is an important value that makes him an example for sustainable development and the defense of the environment.



Series advertising "The Little Prince" (placed in newspapers and magazines)
we used the novel "The Little Prince" to show how we are striving to help mitigation of climate change with the catch phrase "Energy and Ecology".

東芝と星の王子さまのスペシャルサイト
「この星のエネルギーとエコロジーのために。」

Le Petit Prince™. Scrittura: Antoine de Saint-Exupéry. Licensed by SEI Le Petit Prince™. 星の王子さま®



Toshiba Advertising for japanese television - 2007

TRIBUTES AND ADAPTATIONS



As an endless source of inspiration, the book has given birth to numerous adaptations. Great names from cinema, theater, opera, ballet and musical theater have performed it all over the world.

From the most mythic...

Orson Welles wrote a screenplay for the cinema and wanted to direct the picture.



Walt Disney was planning to adapt The Little Prince but couldn't do it before his death.



Stanley Donen, the director of *Singin' in the Rain*, created a musical for The Little Prince in 1974 (Paramount).



...to the modern:

From Rachel Portman's opera in English, including **Joann Sfar's** comic book and **Richard Cocciante's** musical..

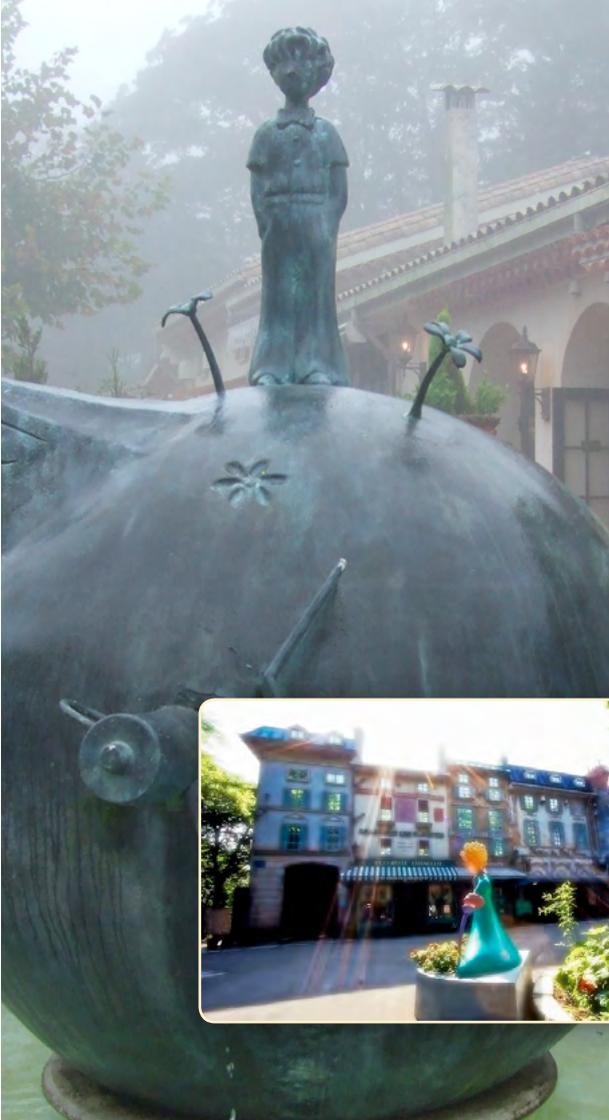
Fashion designers:

Jean-Charles de Castelbajac created 2 collections inspired by Saint-Exupéry's watercolors: summer 1995 and summer 2011.

The Japanese fashion designer **Mihara Yasuhiro** imagined what the Little Prince would have worn in the desert for his spring-summer 2010 men's collection.



MIHARAYASUHIRO



Museums and exhibitions

The Little Prince Museum in the city of **Hakone in Japan**, welcomes 400,000 visitors a year.

French Village Petite France in Korea is entirely dedicated to The Little Prince.

Since the end of 2009, a gigantic **Little Prince exhibition** is taking place throughout **Brazil**.



FAMOUS OR ANONYMOUS FANS



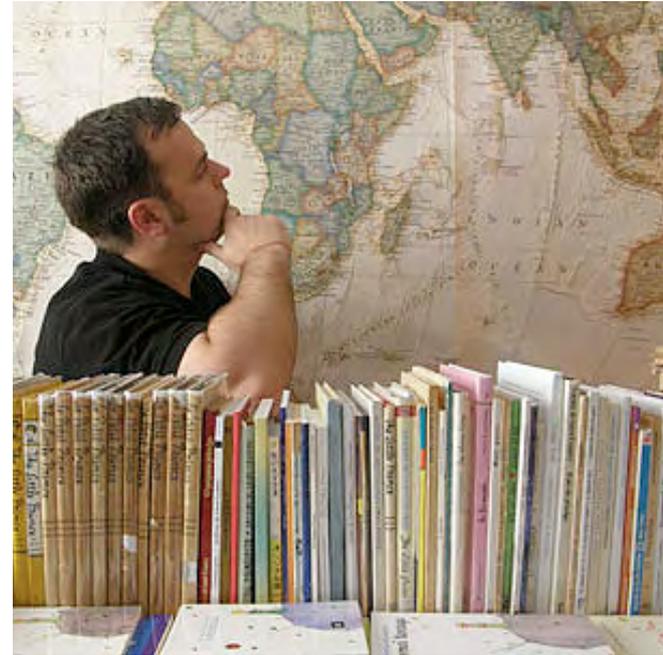
James Dean, touched at the reading of the tale, used to recite whole passages of the book and even wanted to adapt it on screen. His epitaph reads, “**The essential is invisible to the eye.**”



During the funeral tribute for Michael Jackson, the King of Pop’s friend Brooke Shields gave a touching testimony in which she twice quoted *The Little Prince*, “**Michael Jackson was a faithful friend who, like the Little Prince, kept on seeing with his heart.**”



Hayao Miyazaki, **Madonna** and **Tony Parker** regularly mention their hero.



But also, anonymous fans and collectors belong to an international community acting through numerous forums and social networks. **Today, 3,5 million fans are gathered on *The Little Prince* Facebook page.**



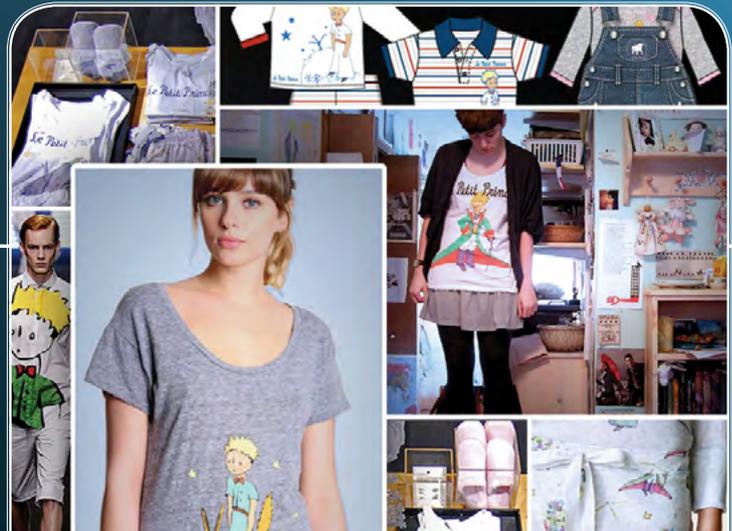
THE LITTLE PRINCE

An evergreen License

TARGETS

The license is multi-target and can adapt to adult products (such as clothes, watches and jewelry or collectible figurines) as well as children products (including toys, books, or crockery).

Accessible but nonetheless upscale, The Little Prince inspires creators (art, fashion, entertainment, etc.) and allows freedom to develop ranges for big retail chains.



CATEGORIES

Thanks to the richness and simplicity of Saint-Exupéry's illustrations, the possibilities are infinite and the categories of products countless.







THE LICENSE WITH NUMBERS

34 Bestseller



Kinderbücher

- 1 ■ **Der Kleine Prinz** Puzz
Antoine de Saint-Exupéry/Edition
- 2 ▲ **Die drei ??? Kids. Der**
Ulf Blanck/Kosmos/9,95
- 3 ▲ **Yakari**
Edition XXL/5,00
- 4 ▼ **Conni und der große Sch**
Julia Boehme/Carlsen/7,95
- 5 ■ **LEGO Star Wars**
Dorling Kindersley/16,95 3-2010®
- 6 ▲ **Das große Conni-Buch**
- 7 ▲
- 8 ▼



In 2010, the German Editions XXL puzzle book is number 1 in children's books sales. In 2012, it has been translated in **Croatian, Slovenian, Dutch and Italian**.

In 2011, **Moleskine** sold **250,000 Little Prince** notebooks.

Since 2009, **1 million pieces** have been sold by **Oysho (Inditex Group)**, the international homewear specialist for women.





OUR NETWORK

The Little Prince



HOME NEWS WORK THE PHENOMENON COMMUNITY GAMES TV SERIE ONLINE STORE E-CARD

Twitter Facebook RSS English

THE LITTLE PRINCE ON THE INTERNET

TODAY, THE LICENSE IS DYNAMISED BY THE POWER OF INTERNET THANKS TO THE BRAND OFFICIAL WEBSITE AND TO SOCIAL NETWORKS.

Thelittleprince.com, the real source of information about Saint-Exupéry's masterpiece, exists in French, English, German, Italian, Spanish and Portuguese.

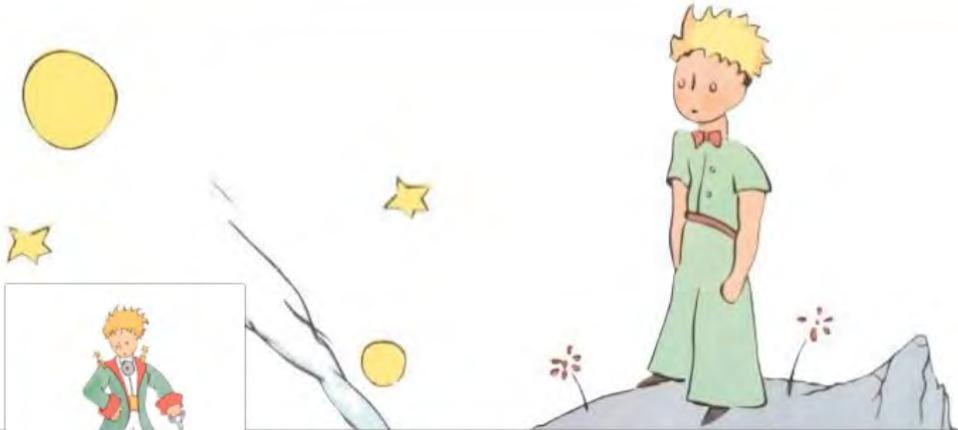
In May 2012, videos on **The Little Prince Youtube channel** reached **862,000 views**.

Propertiz-licensing.com is a crossroads, a platform for all The Little Prince licensing partners.





facebook



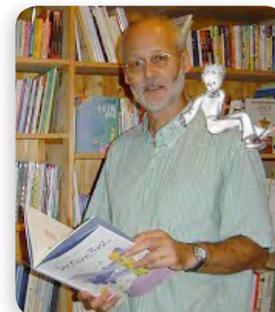


The Little Prince Official
986 424 personnes aiment ça · 5 425 personnes en parlent

Personnage fictif
www.thelittleprince.com
www.thelittleprincestore.com

À propos

Advanced S
Language To



The Little Prince Facebook page will soon reach **4 millions fans.**



Photos

THE LITTLE PRINCE, NEWS

The New Adventures of The Little Prince, the TV series by **Method Animation**, is a real success. Broadcast in over more than 80 territories, it gathers children and their families from all over the world. The third season has been launched.





In 2013, The Little Prince will celebrate its **70th anniversary**, a great moment that will be commemorated by several events set up for the occasion.

A year-long exhibition on The Little Prince Classic and the TV series will take place in Seoul, Korea starting in June 2012.

An animated motion picture is in production and it will be released for Christmas 2014. The American director Mark Osborne (Kung Fu Panda) will be directing it.





Le Petit Prince Licensing
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