

**STAND E080**

Giochi Preziosi Group  
[www.giochipreziosi.com](http://www.giochipreziosi.com)



The Giochi Preziosi Group founded by Enrico Preziosi in 1978, is the unrivalled toy market leader in Italy and one of the largest players in the world, with renowned expertise in the creation and distribution of children's products. The Group's headquarters are in Italy, with subsidiaries in France, Spain, Germany, Greece, UK, USA, Turkey and China.

Giochi Preziosi is also co-owner of three exceptional properties including boy's brand Gormiti (with Marathon Media), Puppy in My Pocket: Adventures in Pocketville (with MEG and Mondo TV) and recently launched Dinofroz (with Mondo TV), each with flourishing licensing programmes and strong TV scheduling.

**Puppy in My Pocket:  
 Adventures in Pocketville**

Adventures in Pocketville, the prestigious girl's property has proven presidency in the girls market. The 52 x13' episodes TV series, co-produced by Giochi Preziosi, MEG and Mondo, has just launched in over 120 countries, creating further lucrative licensing opportunities across new territories.



**Gormiti**

Giochi Preziosi's prestigious boy's property, Gormiti, has seen huge developments in recent years and with the third series NEORGANIC, co-produced with Marathon Media for a total 65 x 26' episodes, the brand continues to generate new lucrative licensing opportunities. The story follows four average kids, who enter the secret land of Gorm and become Lords of Nature.

**Dinofroz**

Dinofroz is a new, 52 x 13' episodes TV series, co-produced by Giochi Preziosi and Mondo TV, which tells a story of four children who discover a portal into a new dimension, where they morph into the mighty Dinofroz!

Aimed at boys, the TV series comprises of 26x26 episodes which will be produced in High Definition, 2D animation with CG effects.

