KIDS ACTIVE MEDIA

'POPIN' ADVENTURES

Transforming Early Years Education
Through Magical Learning Adventures

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Brickfield Business Centre, Thornwood, Epping CM16 6NB UK

SEED RAISE

£250,000 EIS | 10–12% Equity

INSTITUTIONAL SERIES A

£2.5M EIS | 20–25% Equity

£500K–£830K	£2.44M	£23.35M	Month 18–22
IP Asset Base	Year 1 Revenue	5-Year Revenue	Break-Even

IP PORTFOLIO MULTI MARKET-TESTED CHARACTERS + EXPANDING UNIVERSE

Including THE POPINS

£130K founder investment → £500K–£830K IP asset base | 3,000+ monthly POPIN circulation
Hong Kong exhibition completed January 2026 with Harry Choi (East Asia Ornament Industrial Co. Ltd) |
COE partnership in progress | EIS eligible
POPIN Adventures · KABooks · Marmalay Music · Pop-Up Retail · GSR Programme · EYFS-aligned ages 0–7

THE ADVENTURE OPPORTUNITY

The only children's media brand covering the complete EYFS curriculum — birth to school

MARKET SIZE & GROWTH

- UK Early Years Education Market: £5.6 billion annually - 96% of eligible children access funded places
- UK Toy Industry: £3.4 billion annually with consistent 3.4% annual growth
- Educational Toy Segment: £850 million, growing 15% annually
- EYFS: 1.3 million children aged 2–6 requiring school readiness support each year
- Parent investment: average £1,200–£2,400 annually per child on educational resources
- Digital learning: children's educational streaming content up 65% since 2020

THE PROBLEM WE SOLVE

- Parents struggle to find screen time that's both educational and genuinely entertaining
- Educators need EYFS-aligned content that transfers to real-world learning
- Children consume 2.5 hours of digital content daily - 80% lacks educational value
- No UK-produced content combining outdoor learning, character development and full EYFS coverage

£850M
Educational Toy Segment

15%
Annual ed-toy segment growth

£5.6B
UK Early Years Market

£3.4B
UK Toy Industry

1.3M
Children needing school readiness

65%
Growth in children's streaming

"The only children's media brand that transforms screen time into adventure time while supporting complete school readiness"

THE SOLUTION & PROVEN MARKET VALIDATION

Integrated ecosystem across media, retail, publishing and music

OUR INTEGRATED ECOSYSTEM

- POPIN Magazine - Established Foundation (3,000+ monthly circulation)
- YouTube Animation Series - Digital Growth Engine
- Live-Action TV Content - Premium Brand Builder
- Interactive Magical Theatre Adventures - Educational Entertainment
- Pop-Up Adventure Shops - Direct-to-Consumer Revenue
- Exclusive Toy & Book Lines - High-Margin Products
- Third-Party Licensing - Scalable Revenue Stream
- Educational Partnerships - B2B Revenue (COE in progress, Montessori Sept 2026)
- POPIN Subscriptions - Recurring Monthly Revenue from January 2026

COMPETITIVE ADVANTAGES

- Full EYFS coverage - unlike Numberblocks/Alphablocks (single subject only)
- Practitioner partnership model - authentic educational value
- Unisex character design - doubles potential market reach
- Multi-platform synergy - each channel reinforces the others

COMPARABLE SUCCESS STORIES

- Hey Duggee: £200M+ global revenue from similar outdoor learning concept
- Bluey: £1.5B+ revenue across platforms from family-focused content
- CoComelon: 176M YouTube subscribers proving massive demand for educational animation
- EYFS curriculum creates structured, sustainable long-term demand

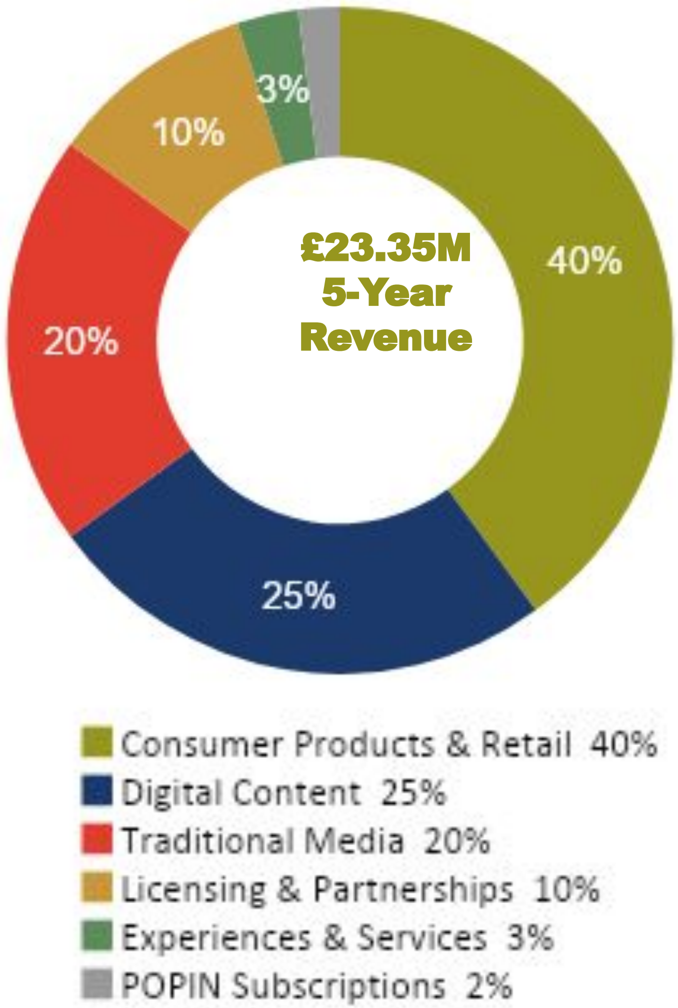
MARKET DEMAND

87% of parents want educational screen content encouraging outdoor play | 72% of practitioners struggle to find curriculum-aligned digital resources | 50M+ monthly searches for phonics and maths content

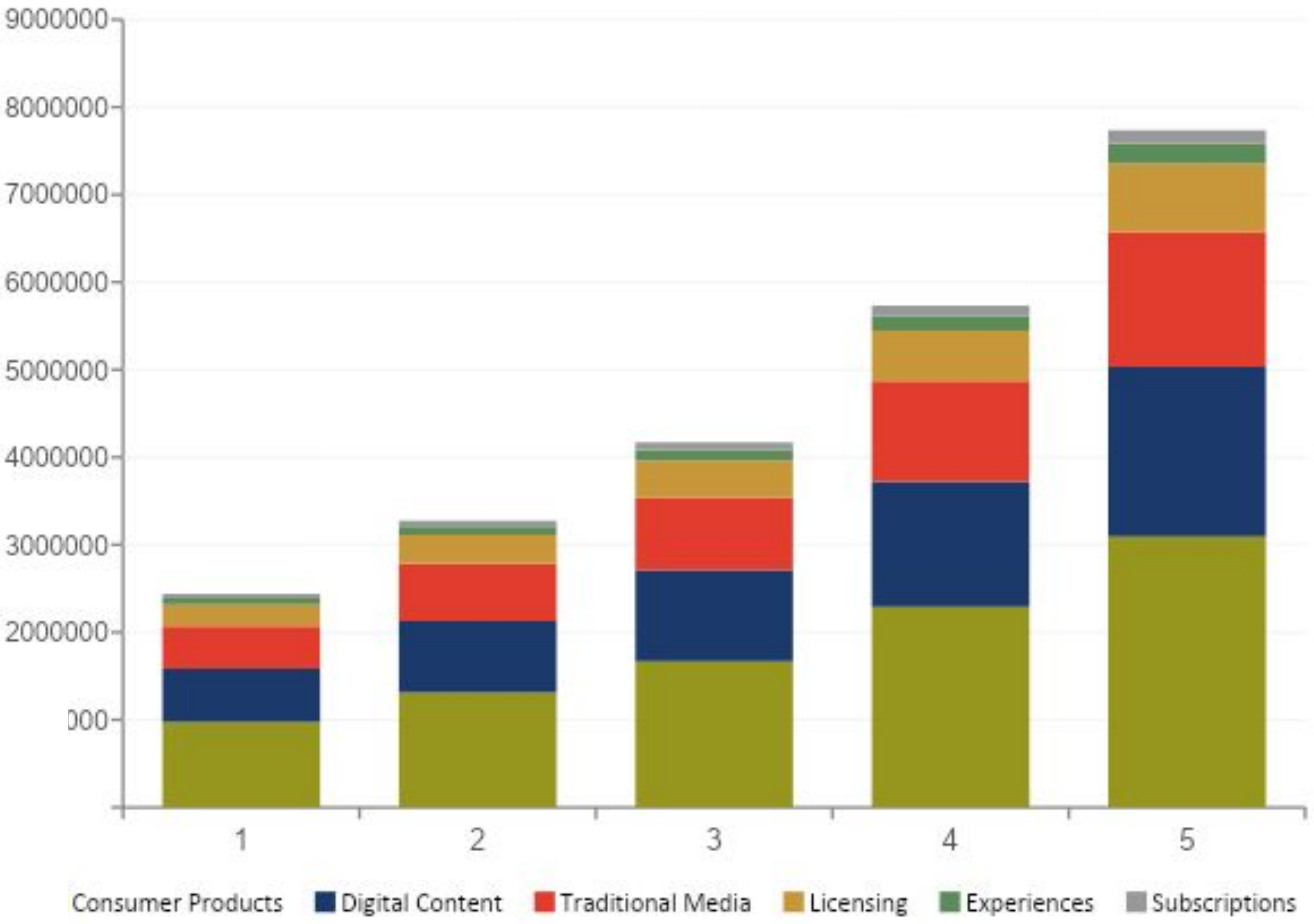
BUSINESS MODEL & REVENUE STREAMS

Six integrated revenue channels - each reinforcing the others

REVENUE MIX



5-YEAR REVENUE BY STREAM (£)

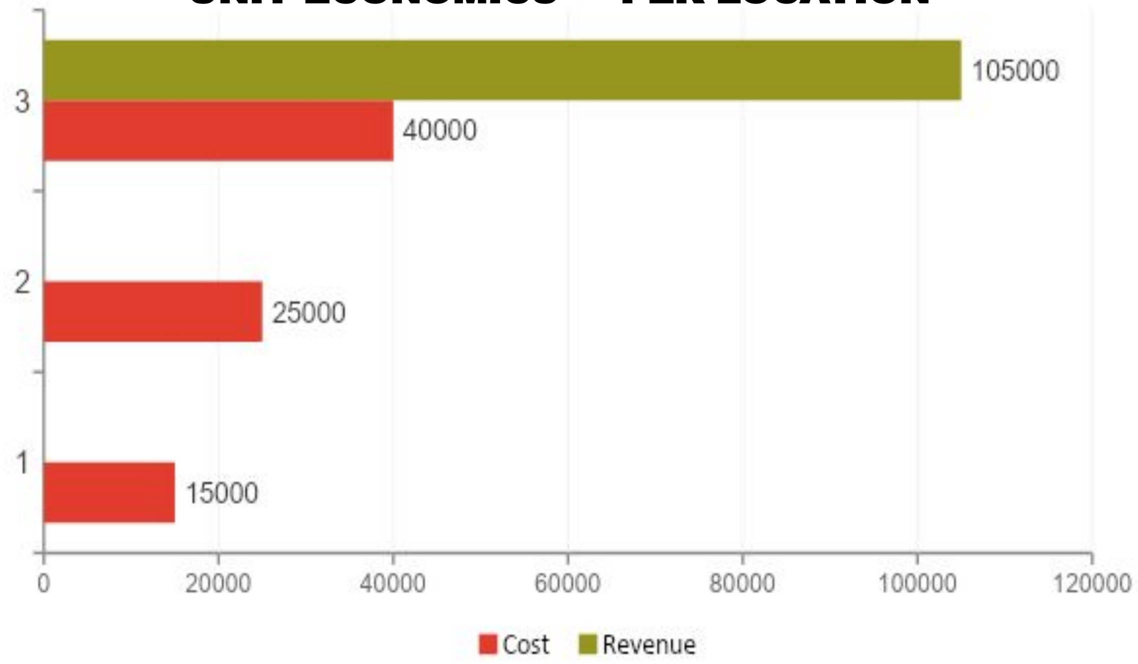


5-Year Revenue £23.35M | Year 1 Revenue £2.44M | Year 5 Revenue £7.74M | Break-even Month 18–22 | EIS Eligible

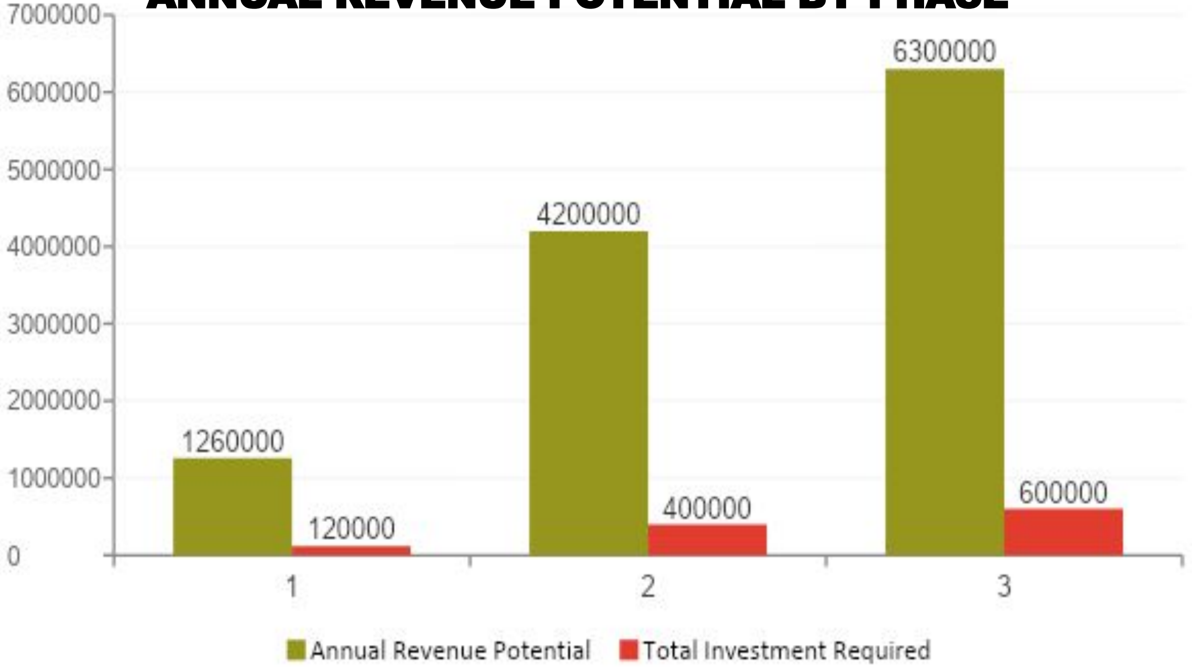
POP-UP ADVENTURE SHOPS — RETAIL INNOVATION

Phase 1 figures are illustrative. Full Year 1 financial model projects £1.57M popup revenue as locations scale to 11 by Q4.

UNIT ECONOMICS — PER LOCATION



ANNUAL REVENUE POTENTIAL BY PHASE



REVENUE RANGE PER 6-WEEK DEPLOYMENT

£85,000 (conservative) → £125,000 (strong) | Mid-point: £105,000 | 2.6x return on investment

BASED ON 4 SEASONAL DEPLOYMENTS PER LOCATION PER YEAR | MID-POINT REVENUE £105K PER DEPLOYMENT

Phase 1: £1.26M/yr | Phase 2: £4.2M/yr | Phase 3: £6.3M/yr | Product margins 60–70%

£40K
Total investment per location

6 weeks
Deployment duration

12–18 %
Visitor conversion

2.6x
Return on investment

EAST ASIA MANUFACTURING | HONG KONG EXHIBITION — JANUARY 2026

Partnership confirmed with Harry Choi, East Asia Ornament Industrial Co. Ltd. KAM exhibited at Hong Kong in January 2026, showcasing POPIN Adventures and the full character range to international toy buyers - directly opening the Phase 3 global retail pipeline.

STRATEGIC POP-UP LOCATION MODEL

Three-phase rollout — proof of concept to international franchise network

PHASE 1 — PROOF OF CONCEPT
3 Locations

- Premium shopping centres: Westfield, Meadowhall, Trafford Centre
- Families with 2–6 year olds, household income £30,000+
- 6-week seasonal deployments - school holiday traffic
- Investment: £15K setup + £25K inventory per location
- Expected: £85K–£125K revenue per 6-week period

PHASE 2 — MARKET EXPANSION
8–12 Locations

- Regional shopping centres across major UK cities
- Performance-based permanence - top pop-ups become permanent
- Franchise development: licensed pop-up model internationally
- Cross-platform integration: pop-ups drive YouTube & magazine subscriptions

PHASE 3 — RETAIL ECOSYSTEM
15+ Locations

- Department store partnerships: TBC
- Garden centre partnerships - outdoor learning aligned
- International airports: tourist traffic and franchise development
- Hong Kong exhibition January 2027 opened international retail doors

STAFFING INNOVATION

Adventure Guide Performers: multi-skilled, combining retail with character performance. EYFS-trained. Same performers cover theatre productions and retail.

HONG KONG EXHIBITION — JANUARY 2027

KAM exhibited with Harry Choi at Hong Kong in January 2027, presenting POPIN Adventures and the full character range to international toy buyers. This directly accelerates Phase 3 global retail and franchise development.

GROWTH STRATEGY & SCALING

UK foundation → premium content & international exhibitions → global expansion

YEARS 1–2
UK MARKET FOUNDATION

- Pop-up retail proof of concept (3 locations)
- POPIN school & parent subscriptions from January
- COE pilot partnership - Autumn Term 2026
- Hong Kong exhibition completed- January 2027 ✓ (Harry Choi)
- YouTube & Social media animation series multi launching platforms.
  - POPIN Bedtime Story App — ready to build (ages 2–7)

YEARS 2–3
PREMIUM CONTENT & BROADCASTING

- TV commissions for Multi Animation & Live - or the option of launching own channel.
- International co-productions: European partnerships
- Advanced merchandising: comprehensive toy & book lines
- Franchise development: international pop-up licensing

YEARS 3–5
GLOBAL EXPANSION

- International licensing: US, Australia, Canada, EU
- Streaming platform deals: International
- Franchise network: international pop-up locations
- Educational export: EYFS-based curriculum consulting
- Series A readiness for global scale-up

SCALABILITY ADVANTAGES

Content Library
Each episode increases portfolio value exponentially - perpetual marketing asset

Character IP
Licensed across multiple product categories and geographic markets

Educational Framework
Adaptable to different national curricula - maintaining core values

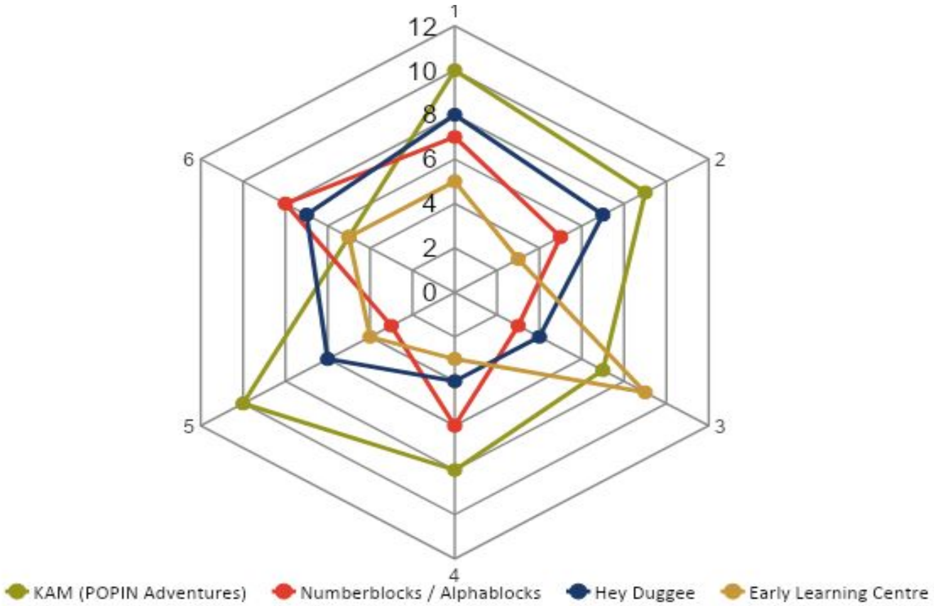
Technology
AI-powered personalised learning extensions and assessment tools

Content-to-Commerce
Animation drives popup retail which feeds licensing - self-reinforcing flywheel

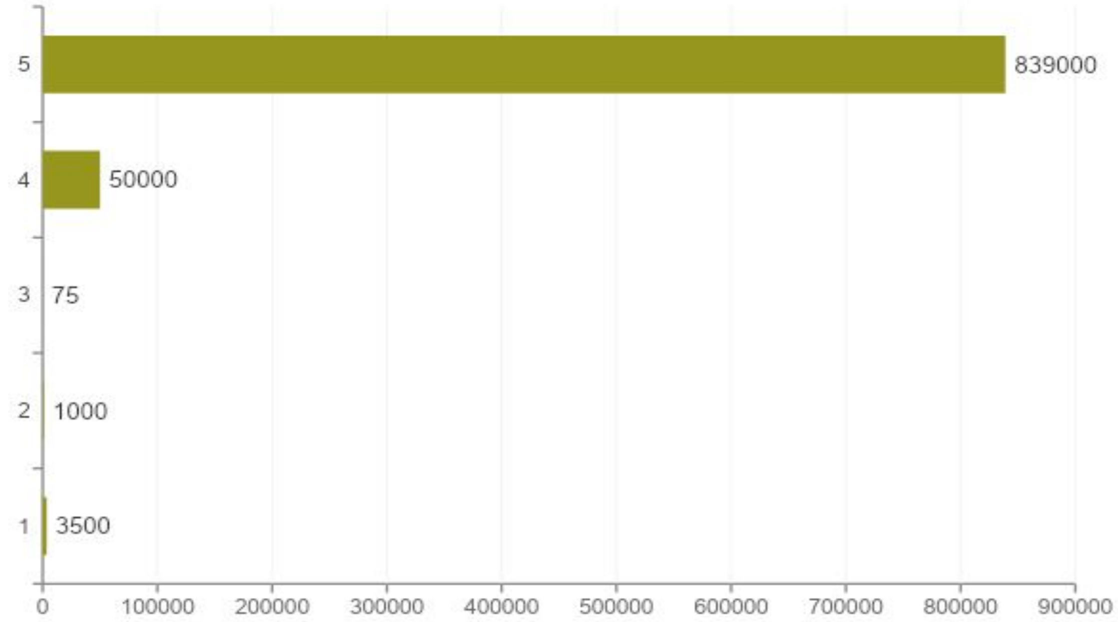
COMPETITIVE ADVANTAGE & EDUCATIONAL PARTNERSHIPS

Where KAM leads — and the B2B revenue it unlocks

KAM vs COMPETITORS — 6 DIMENSIONS



EDUCATIONAL PARTNERSHIP REVENUE POTENTIAL



KAM is the ONLY brand scoring high across ALL six dimensions — full EYFS coverage, rich characters, retail presence, active educational partnerships and unmatched content diversity

CHURCH OF ENGLAND

4,700+ schools + ~1,000 nurseries. Pilot Autumn 2026. 25% commission across all three streams. ~£839K/yr KAM net at 10% penetration.

The Aim - LOCAL AUTHORITIES

Early Years improvement programmes. £25K–£75K per authority contract. School transition + social-emotional learning support.

TWEEN & TEEN IP STRATEGY

ANYA leads — supported by a four-IP pipeline across music, mystery, action and sci-fi

ANYA, LEAD IP | Bollywood-Country Fusion Drama |YouTube-First Launch 2027

THE CONCEPT

Ananya 'Anya' Adams-Singh — 15-year-old Bollywood-country fusion artist who travels from India to live with her grandfather Luke Adams, a retired British country music icon in Cornwall. Anya performs under her stage name while Luke reluctantly manages her. The emotional spine is Luke's song 'Pigtails' — written for Anya's late grandmother Meera, heard on the radio in India and never forgotten. The series climaxes with Anya remixing Pigtails to win Best Newcomer, beating villain Sienna Rae.

Hannah Montana Blueprint: Music + character + YouTube = cultural phenomenon. Nobody doing this in Indian-country fusion space.

THE MARKET OPPORTUNITY

$260B Global tween buying power	**145M** YouTube Kids downloads (2024)
2,000%+ Growth in Indian artists' international streams	**£10M+** Annual franchise potential (Yrs 3–5)

Music production through Marmalay Music (KAM's in-house label) · 18-episode map locked · Episode 1 fully scripted · Revenue: programming + streaming + merchandise + live events

EXPANDING TWEEN & TEEN UNIVERSE — THREE FURTHER IPs IN PIPELINE

CASE CLOSED!

Mystery · Adventure · Middle Grade

Young detective mystery novella series. Jasper, Bea, Clem and recurring character Priya Mehta solve compelling cases that blend sharp humour with genuine suspense. Six full episodes developed plus series bible. Sits in the gap between younger adventure readers and YA — a proven commercial sweet spot.

FORMAT: Novella series (published) → Animation → Comic

AGES: Ages 9–13

COMP: Alex Rider · Sherlock Holmes for kids

DAGARDIGAR

Action · Comedy · Spy-Fi

The greatest warrior ever known — a brilliantly skilled spy and secret agent who has battled the villain Doom for centuries. Funny, fast-paced and packed with strong co-character concepts. Originally conceived with a Dagenham FC tie-in (REDD the Fox) but the IP stands entirely on its own — character can be fox, dog or otherwise. The centuries-spanning mythology gives it Doctor Who-level storytelling depth.

FORMAT: Animation → Comic → Merchandise → Gaming

AGES: Ages 7–11

COMP: Spy Kids · Artemis Fowl · Doctor Who (tone)

TRIANGLE OF ALLIANCE

Sci-Fi · Animation · Comic

KAM's sci-fi universe — already published as a book series under KABooks. Complex narratives made accessible for a younger audience, now being developed into animation and comic form. The existing published foundation means the IP already has an audience and proven readership before the screen adaptation launches.

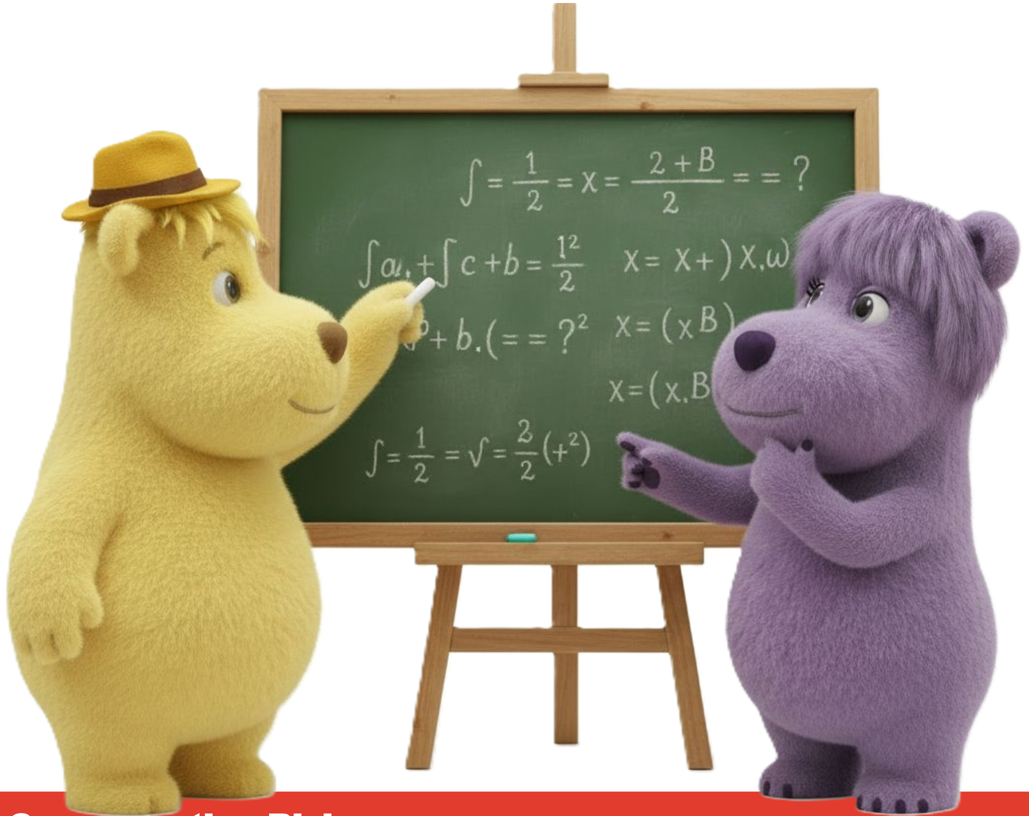
FORMAT: Book series (published) → Animation → Comic

AGES: Ages 7-11

COMP: Established book-to-screen pipeline

RISK ANALYSIS & MITIGATION

Proactive risk management across market, regulatory and operational dimensions



Competition from Established Brands

RISK: BBC, Disney or Nickelodeon entering EYFS market

MITIGATION: First-mover advantage, deep practitioner relationships, exclusive retail ecosystem. Established UK presence and cultural authenticity.

Character Consistency & Brand Control

RISK: Maintaining brand integrity across performers

MITIGATION: Comprehensive training, detailed brand guidelines, regular performance audits. Strict approval processes.

Child Safety & Content Standards

RISK: Evolving regulations for children's digital content

MITIGATION: Proactive compliance monitoring, legal review processes, industry standard adoption. Full insurance.

EYFS Curriculum Changes

RISK: Government curriculum modifications

MITIGATION: Educational advisory board provides early warning. Practitioner partnerships ensure rapid adaptation.

Market Concentration Risk

RISK: Over-reliance on any single channel

MITIGATION: Six integrated revenue streams diversify risk — popup retail, online, subscriptions, licensing, publishing, experiences.

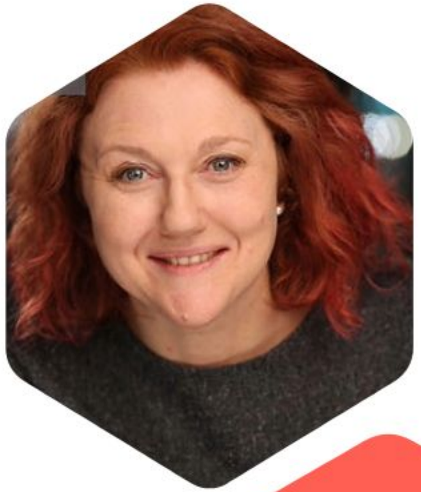
Economic Downturn Impact

RISK: Reduced family spending during recession

MITIGATION: Educational content is recession-resistant. Government-funded early years sector provides stability. Affordable pricing.

MANAGEMENT TEAM & ADVISORY BOARD

Founder-led with specialists across retail, education, creative and finance



1 Justine Maynard - Founder/CEO - Creative Vision & Strategic Direction

- 27 years across media, publishing, music production and children's entertainment. Founder of HandE Media Group before launching Kids Active Media in 2010. Published author of multiple award-winning children's titles including the I CAN series and Mr Jangles. Theatre producer. Founder of Marmalay Music, KAM's in-house music label. Personally invested £130,000 to create an IP asset base independently valued at £500,000–£830,000. POPIN Magazine secured retail distribution.
- Multiple Early Years book industry award winner.
- Create South East programme graduate. A mother of two, the personal foundation behind everything KAM builds.

2 Danielle Cowlbeck - Education Developer & Logistics Manager

- Background: Early years education sector experience with practitioner network and logistics manager.
- Responsibilities: Nursery/pre-school relationships, EYFS compliance, content validation
- Requirements: Understanding of holistic child development and social-emotional learning
- Strategic Focus: Expand KAMEDIA's existing practitioner partnerships into revenue streams

3 Teri Levett - Creative Operations Manager | Board Partner

- Background: Performing arts and children's entertainment experience
- Responsibilities: Character consistency across platforms, performer training, production oversight
- Requirements: Theatre direction, educational performance, live entertainment management

4 Lisa Caudle /Head Buyer Retail & Creative Developer

- Background: Retail buyer and creative development management
- Responsibilities: Product placement & development for pop-up operations & productions
- Requirements: Multi-location recruitment experience for creative artists & manufacturing
- Growth Focus: Scale KAMEDIA's vision for unique creative Early Years productions & merchandise

LEADERSHIP TEAM

Specialists across fundraising, finance, and operations

FINANCE & OPERATIONS

5

Rob Rowe / Fund Raising Operations Manager

- Background: Financial services professional across FX, institutional sales, relationship management and business growth.
- Responsibilities: Fundraising support, investor and VC engagement, EIS application support, financial modelling input, and strategic funding roadmap. Building and managing relationships with funds, angels and strategic partners while supporting operational setup and scale.
- Requirements: Revenue modelling and risk management. Proven communication, negotiation and presentation skills with Tier 1 & 2 institutional clients and investors.
- Strategic Focus: Secure and structure investment to support sustainable growth, and leverage investor networks to accelerate KAMedia's commercial and operational development.

6

Adrian Finn - Finance & Operations | Board Partner

- Background: Retail and entertainment industry financial management
- Responsibilities: Financial planning, pop-up operations, investment management
- Requirements: Multi-location retail experience, franchise development expertise
- Growth Focus: Scale KAMEDIA's retail platform into comprehensive pop-up network

FUNDING REQUEST - TWO-STAGE RAISE

Seed bridge now (EIS eligible) → Institutional Series A to follow

STAGE 1 - SEED RAISE (Current Active Round)

Investment Sought	£250,000
Structure	Equity — EIS eligible
Equity Offered	10–12%
Pre-money Valuation	£1.5M–£2.0M
Share Price	£0.001 (10M shares)
Break-even	Month 18–22
Raise Broker	TBC

USE OF £250,000

- Popup retail setup & first deployment
- East Asia toy manufacturing — first run
- POPIN Bedtime Story App — ready to build (MVP)
- Marketing, animation & content production
- Working capital through break-even

STAGE 2 - INSTITUTIONAL SERIES A (Following proof of concept)

Investment Sought	£2,500,000
Structure	EIS & other investment
Equity Offered	20–25% (negotiable)
5-Year Revenue Target	£23.35M
Year 5 EBITDA	£1.99M
Exit Valuation (Strategic)	£12M–£35M
Exit Valuation (IPO Y5–7)	£35M–£120M

USE OF £2.5M

- Pop-up network scale-up (8–12 locations)
- International broadcasting development
- Advanced toy manufacturing & merchandising
- Technology platform & app development
- Global expansion working capital

EXIT STRATEGY & INVESTOR RETURNS

Multiple exit pathways with realistic valuations

STRATEGIC ACQUISITION Years 3–5 PRIMARY

Media & Entertainment, Retail & Consumer Goods, Educational Publishers & Technology. Expected valuation: £12M–£35M based on revenue multiples and IP portfolio value.

IRR 37–70% (£250K at 10%)

INTERNATIONAL LICENSING PARTNERSHIP Years 2–4 ALTERNATIVE

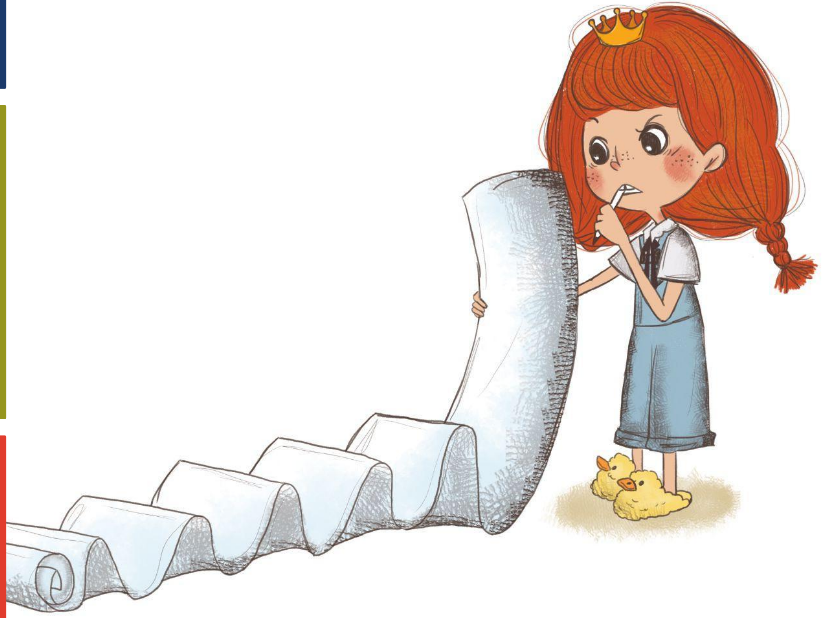
Character IP licensing for global distribution. Netflix, Disney+, Amazon Prime exclusive content deals. Retain ownership, license globally (60/40 split). Minimum guarantees £500K–£2M/year.

Ongoing revenue no exit needed

PUBLIC OFFERING Years 5–7 LONG-TERM

Educational and entertainment companies trade at 4–12x revenue multiples. Requires £15M+ annual revenue and established international presence. Estimated valuation: £35M–£120M.

IRR 70%+ at £35M+ exit



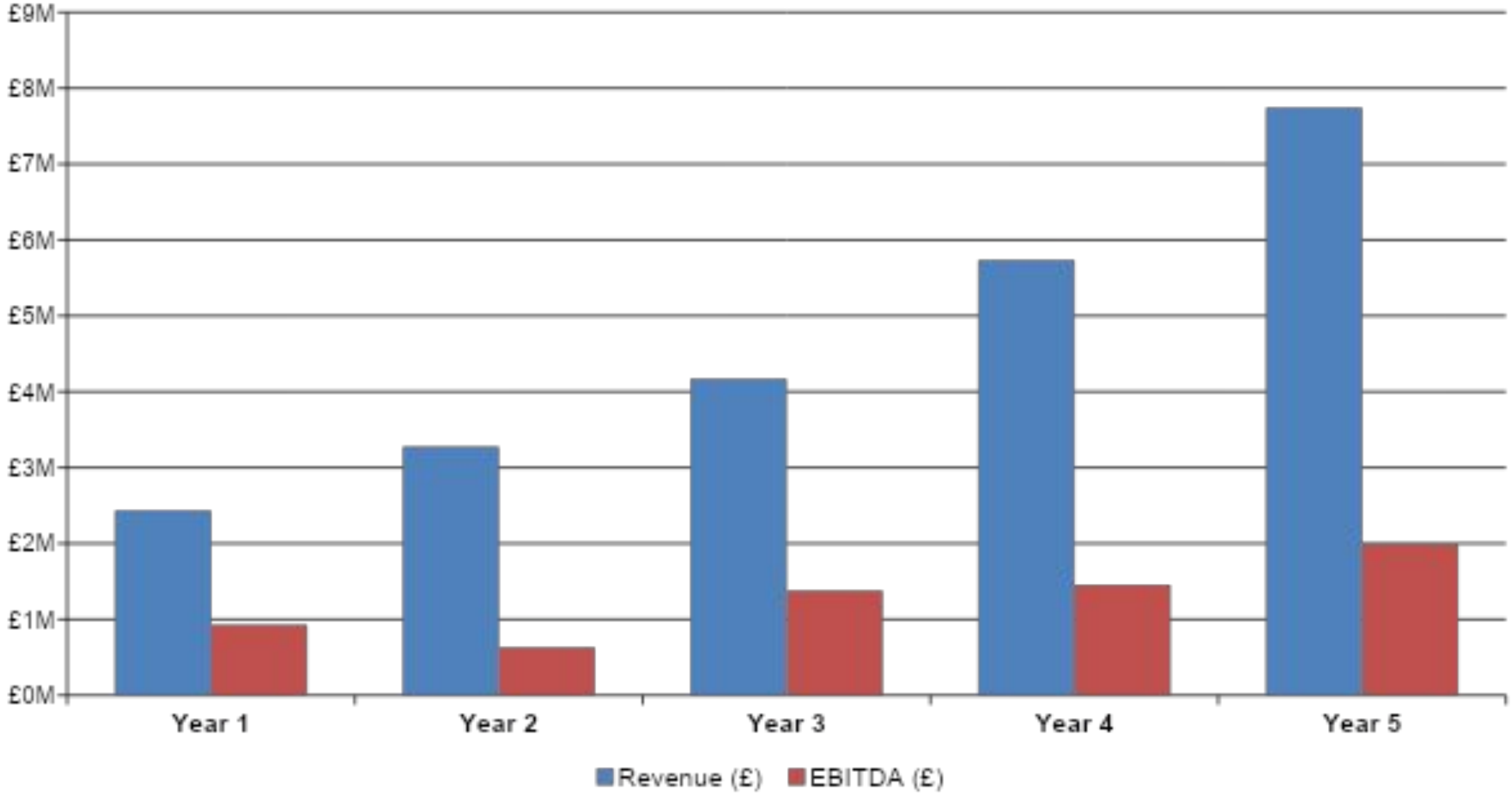
DIRECTOR LOAN RESOLUTION

~£20,700 personal startup loans repaid from Year 1 trading at £1,725/month. NOT from investor capital. KAM carries zero company-level debt. Clean cap table.

5-YEAR FINANCIAL PROJECTIONS

Based on £250K seed investment. Figures from audited financial model.

£2.44M	£7.74M	£23.35M	£923K	£1.99M	Month 18–22
Year 1 Revenue	Year 5 Revenue	5-Year Total Revenue	Year 1 EBITDA (37.9%)	Year 5 EBITDA (25.7%)	Break-even



KEY FIGURES

Year 2 Revenue: £3.28M
Year 3 Revenue: £4.17M
Year 4 Revenue: £5.73M

Year 2 EBITDA: £633K (19.3%)
Year 3 EBITDA: £1.38M (33.1%)
Year 4 EBITDA: £1.45M (25.3%)

POPIN Subscriptions
Y1 £18,921 → Y5 £60,512
5yr total: £182,073

COE Upside (not in model)
~£839K/yr additional at
10% COE penetration

INVESTOR RETURN SCENARIOS - £250K SEED RAISE

Based on £250,000 for 10% equity. EIS relief reduces effective cost to £175,000.

	CONSERVATIVE	MODERATE	HIGH SUCCESS
EXIT	**£12M exit (Year 4–5)**	**£25M exit (Year 4–5)**	**£35M exit (Year 5–6)**
RETURN	**£1.2M return**	**£2.5M return**	**£3.5M return**
MULTIPLE	**4.8x multiple**	**10x multiple**	**14x multiple**
IRR	**IRR ~37%**	**IRR ~58%**	**IRR ~70%**
	Strategic acquisition — media or retail buyer	***Post COE scale-up + toy licensing at full pace***	***International licensing + streaming platform deals***

EIS TAX RELIEF: 30% income tax relief reduces effective investment to £175,000.
Capital gains deferral and loss relief available. Subject to individual investor circumstances.

KIDS ACTIVE MEDIA LIMITED

'POPIN' ADVENTURES — MAY 2026

Transforming Early Years Education Through Magical Learning Adventures

£250K	10–12%	£500K–£830K	£23.35M	Month 18–22	£12M–£35M
Seed Raise (EIS eligible)	Equity Offered	IP Asset Base (£130K invested)	5-Year Revenue	Break-even	Exit Valuation (Strategic)

WHY NOW — WHY KAM

- The EYFS market is structured, government-backed and growing - 1.3M children need school readiness support every year
- KAM has already built the foundation: Multi Developed IP characters, Retail monthly circulation and partnerships Waitrose/Sainsbury's distribution - **without investor capital**
- Hong Kong exhibition completed January 2026 + East Asia manufacturing confirmed - international revenue pipeline is open now
- COE partnership is the largest education distribution network in England - 4,700 schools, ~1,000 nurseries - active discussion ongoing
- This is a scale-up, not a startup — investor capital accelerates an established, proven business

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