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Mr Bean™



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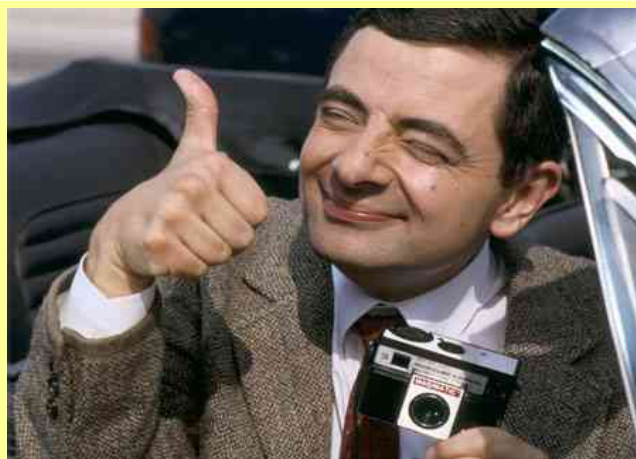
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Mr Bean™



Mr. Bean one of the entertainment world's most popular and enduring phenomenal characters that catapulted Rowan Atkinson to superstardom, made headlines in 2007 with the much-awaited release of new Mr. Bean movie. Following the unprecedented success of *Bean- The Ultimate Disaster Movie* in 1997, which became one of the highest grossing UK films with more than 240 million dollars in the box-office worldwide.

Mr Bean



The undeniable popularity of Mr. Bean can be attributed to the lovable and hilarious comedic and visual assets of the film and television productions combined with Mr. Bean's limited spoken word that enables the character to transcend to international language barriers. The new theatrical release will breathe further life into what is already a hugely vibrant global brand.



Mr Bean™



Mr. Bean made his television debut in 1990 in a live action series comprising of 14 and half hour programs which, since inception, have been sold to 245 TV territories across the globe. *Bean – The Ultimate Disaster Movie* followed in 1997 and 2002, Rowan Atkinson himself worked with animators to transform the live-action character into animated format, which along with the live-action series are currently distributed in over 60 key territories worldwide by Fremantle International Distribution.

Mr Bean



ROSE  D'OR

The festival for entertainment television programming

Awards

The critical and popular success of Mr. Bean live action television series have won countless recognitions and accolades including the international Emmy award and a Golden Rose of Montreux trophy and garnered the highest rating in UK comedy of the 1990s.





Present Partnership

- **中國南方航空公司**：所屬的 **288** 部飛機上播放由多萊寶授權（國際）有限公司授權的 **Mr. Bean Cartoon 短片 52 X 12 minutes**。屆時，每月將會有超過 **500** 萬人次觀看該 **Cartoon 短片**。

mr Bean™

Future Plan-Mr. Bean Coffee Shop

Mr Bean coffee 店舖設計模擬圖

外觀





Mr. Bean Coffee Shop

- **Mission** (= slogan)
 - 《 Joyful with The Quality Brand! 》 & 《要“嘆”得滿足，品牌有保證！》
- **Strategy**
 - Operation is differentiate from current similar franchisors
 - Deploy IT technology for remote management and minimize human resources/error
 - Rolled out the Cafe Franchise Model by Dec, 2009

Mr Bean™



Events & Exhibitions

Mr Bean

2010年6月8日至11日 第九屆中國國際日用消費品博覽會 - 寧波



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Mr Bean™

香港國際影視展
2010年3月22-25日



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Mr Bean

2010年1月11-13日 香港國際專業授權展



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2009 年 12 月 30 日 -2010 年 1 月 3 日
中國國際影視動漫版權保護和貿易博覽會 - 東莞



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Mr Bean

9月22-25日 第六屆中國國際中小企業博覽會 和
9月24日 香港創意品牌珠三角研討會 - 廣州 2009



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Mr Bean

2009 年 9 月 19-20 日 2009 国际特許加盟 (上海) 展览会



罗莱青 正式授權



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2009 年 9 月 4-6 日第十九屆廣州特許連鎖加盟展覽



另萊寶 正式授權



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Mr Bean

2009 年 7 月 3-4 日 澳門特許經營洽談會



Mr Bean

2009 年 7 月 3-4 日 澳門特許經營洽談
會



多萊寶總經理
李偉生 先生

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2009 年 7 月 3-4 日 澳門特許經營洽談
會



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2009 年 5 月 1-3 日中國西部國際動漫文化節 - 重慶

Western China International Animation & Comic Festival - Chongqing 2009.5.1-3



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2009 年 5 月 1-3 日中國西部國際動漫文化節 - 重慶

Western China International Animation &



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Publicity



北方網



中漫網



19007 新課程

[illegible]

原誠人物 藝信館戸



(憨豆先生動畫系列)
月2日星空衛視國內首播



箱影推荐

- 先生動畫系列
- 星空中衛視國內首播
- 米拉麗克斯禁止性剝削
• 格星、安樂斯打《星島》
• 紐約對美國海盜船發射
• 耶作《路邊少女》受獎
• 德國國家電影獎美新
- 知名男星飛天小童
• 知名男星飛天小童
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• 知名男星飛天小童

[新闻图片推荐](#)



紫藤庵

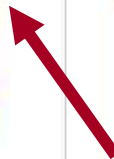
- | | |
|---------------|--------------|
| • 田林2008海潮大家谈 | • 马海翔《黄桑园杂稿》 |
| • 田林常绿森林力大无穷 | • 陈德海《晴窗漫笔》 |
| • 田林大田岭地质地质 | • 田林组稿《田林组稿》 |
| • 田林生态与《田林生态》 | • 田林组稿《田林组稿》 |



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21CN.com



The screenshot shows the 21CN website interface. At the top, there's a navigation bar with links like '首页', '新闻', '财经', etc. Below that, a banner for '降价潮风起云涌 还有谁在死撑?' is visible. The main content area features a large headline: '《憨豆先生动画系列》11月2日星空卫视全国首播' (Mr. Bean Animation Series Premieres Nationwide on Star Sky TV on November 2nd). To the right of this headline is a smaller image of a man with the text '韩国励志电影 生命就是一场' (Korean inspirational movie 'Life is a...'). Below the headline, there's a large red arrow pointing to the text '《憨豆先生动画系列》 11月2日星空卫视全国首播'. The article text describes the popularity of the Mr. Bean series and its upcoming animated adaptation. On the right side of the page, there's a sidebar with various links and a '114' search bar. At the bottom, there's a section for '21CN企业邮箱' (21CN Business Email) and '电信级邮件服务专家' (Expert in Telecom-grade Email Services).

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Product Showcase



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End of Presentation

Thank You!!