

ANIMASI 3D **NO.1** MALAYSIA

Upin & Ipin[®]





LES' COPAQUE[®]

P R O D U C T I O N S D N . B H D

THE **NO. 1** ANIMATION STUDIO OF MALAYSIA

In Malaysia, the most popular animated characters in recent memory have emerged not from big Hollywood studios, but a small home-grown and independent animation studio. Formed in December 2005, Les' Copaque Production Sdn. Bhd. (LCP) has spearheaded the growth of Malaysia's animation industry by producing original, high-quality animation with popular characters that incorporates the Malaysian culture but also has international appeal. With a solid branding strategy at its base, LCP serves as a platform for Malaysian animators to showcase their talents and develop new intellectual property (IP) in the form of animated media.



LES' COPAQUE™

PRODUCTION SDN. BHD

SUBSIDIARIES

(791044-D)
LC MERCHANDISING
— SDN. BHD.
A SUBSIDIARY OF LES' COPAQUE PRODUCTION

LES' COPAQUE
Animation Academy

Gen's
CORNER

LCpay

LC  **AMAZING**
ADVENTURE

LES' COPAQUE
Flava 
(718085-X)

(1215244-P)
LC IMAGINEERING
— SDN. BHD.
A SUBSIDIARY OF LES' COPAQUE PRODUCTION


LCFILM
SDN. BHD.
(872923-M)


LC TICKET

LC 
TRAINING CENTRE



KARYA BUDI MOHD ARIS
DIRECTOR OF MARKETING, SALES
AND LICENSING
(Director)

HJH AINON ARIFF
CHIEF CONTENT DIRECTOR
(Founder & Director)

HJ BURHANUDDIN MD RADZI
MANAGING DIRECTOR
(Founder & Director)

NUR NAQUYAH BURHANUDDIN
CREATIF CONTENT DIRECTOR
(Director)

AFZARUDDIN BURHANUDDIN
SPECIAL PROJECT DIRECTOR
(Director)

Establish in:
13 DECEMBER 2005

Paid Up Capital:
RM 1 MILLION

Headquarters Is In:
SHAH ALAM

Total Number Of Staff:
250 People


MSC
MALAYSIA
Status Company

COMPANY BACKGROUND

NO. 1 ANIMATION COMPANY IN MALAYSIA

AN AWARDS-WINNING COMPANY

Upin & Ipin Keris Siamang Tunggal film was once nominated for an Oscar award comparable to foreign animated series.



INTELLECTUAL PROPERTIES

Les' Copaque does have a number of Intellectual Properties that could and should be fully utilized.

Series



16 SEASON
606 EPISODE



5 SEASON
144 EPISODE



3 SEASON
30 EPISODE



5 SEASON
25 EPISODE



1 SEASON
10 EPISODE



1 SEASON
6 EPISODE

Films



2009



2016



2019



2025



Coming Soon



UPIN & IPIN THE GOLDEN IP

Status : Ongoing
Language : Malay / English
Genre : Family
Format : Full HD (1080)
Duration : 7 minutes per episode



'Upin & Ipin' is currently one of the most popular animated series in Malaysia receiving excellent reviews, and steadfastly averaging around **1,000,000** viewers per episode. The series is actually a spin-off of the blockbuster 3D animated feature film 'Geng: Pengembaraan Bermula'. Upin and Ipin are five-year-old twin brothers living in a 'kampung'. After losing their parents in infancy, the twins live with their teenaged sister Ros and maternal grandmother whom they lovingly call "Opah". The stories revolve around Upin and Ipin's adventures in the village of Durian Runtuh and often include humorous elements.

LES' COPAQUE™
PRODUCTION SDN. BHD

Upin & Ipin®



SHOWN IN MORE THAN

97

COUNTRIES

- The pioneers and most successful Intellectual Property that has ever being produced in Malaysia
- The most popular and loved Animation Series in Indonesia for Seven (7) years in a row

BEING SHOWN ON
NETFLIX

Disney+
hotstar

Disney
CHANNEL
INDIA

Disney
CHANNEL
ASIA

MNC TV

RCTI+

tv2

iflix

astro
ceria

astro
PRIMA

UPIN & IPIN SERIES CAMEO AND PARTNERSHIP

- Special design stories featuring famous celebrities and politic figure.
- Partnership with local and international brand such as Proton, Telekom & SGM.
- Partnership with goverment agencies.



UPIN & IPIN COLLABORATION WITH JAPAN



Collaboration with Tsuburaya Production "Ultraman Ribut Special Episodes"

LES' COPAQUE[®]
PRODUCTION SDN. BHD

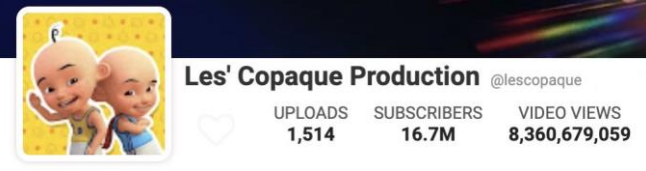
X



UNICEF AMBASSADOR



SOCIAL MEDIA PROMINENCE



Les' Copaque Production @lescopaque

| UPLOADS | SUBSCRIBERS | VIDEO VIEWS |
|---------|-------------|---------------|
| 1,514 | 16.7M | 8,360,679,059 |

 16.7 mil subscribers
8.3 billion views



Upin & Ipin ✓
Film character · 24.5 km · 12M likes

👍 12,015,067 people like this


📄 14,272,520 people follow this

 12 mil likes
14 mil followers



@upinipin.official ✓

| Following | Followers | Likes |
|-----------|-----------|--------|
| 5 | 11.5M | 131.3M |

 breakthrough stars
11.5 mil followers
131.3 mil likes



upinipinofficial ✓

| Posts | Followers | Following |
|-------|-----------|-----------|
| 5,263 | 1.5 M | 38 |

Upin & Ipin Official
Public figure
★ Upin & Ipin Official Instagram ★

 1.5 mil followers

MILLIONS OF FANS ON SOCIAL MEDIA



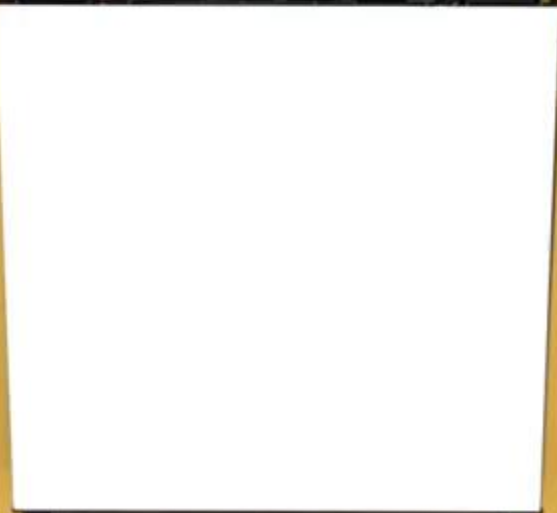
FIRST YOUTUBE CHANNEL IN MALAYSIA
TO RECEIVE DIAMOND PLAY BUTTON
FROM GOOGLE

LES' COPAQUE
PRODUCTION SDN. BHD.
KAWANAN MELAYU
KAWANAN MELAYU
KAWANAN MELAYU

STUDIO



LES' COPAQUE
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KAWANAN MELAYU
KAWANAN MELAYU



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PRODUCTION SDN. BHD.
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KAWANAN MELAYU
KAWANAN MELAYU





LICENSING & PREMIUMS



ORKESTRA UPIN & IPIN



TEATER MUZIKAL UPIN & IPIN 2022

PLENARY HALL KLCC & SINGAPORE INDOOR STADIUM



KARNIVAL UPIN & IPIN

DARI TAHUN 2014-2019



UPIN & IPIN FUN RUN

2018-2019 BERJAYA MENARIK 5000 PENYERTAAN.

SPONSOR

COMMERCIAL



PROTON
INSPIRING CONNECTIONS

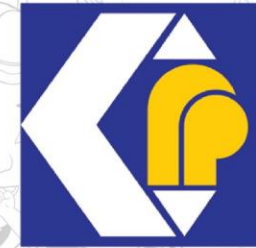


SPONSOR

GOVERNMENT



KEMENTERIAN
PEMBANGUNAN LUAR BANDAR



يَا أَيُّهَا الْمُسْلِمُونَ اذْكُرُوا نِعْمَةَ اللَّهِ عَلَيْكُمْ
YAYASAN PEMBANGUNAN EKONOMI ISLAM MALAYSIA (YPIEM)



LEMBAGA
ZAKAT SELANGOR
MAJLIS AGAMA ISLAM SELANGOR

INTERNATIONAL LICENSING



Tupperware®

SPONSOR

INTERNATIONAL / REGIONAL

REGIONAL SERIES SPONSORSHIP :

**PT SARIHUSADA
GENERASI MAHARDHIKA**




It's a fusion of advances in artificial intelligence (AI), robotics, the Internet of Things (IoT), Web3, blockchain, 3D printing, genetic engineering, quantum computing, and other technologies. It's the collective force behind many products and services that are fast becoming indispensable to modern life. 5 Jul 2023

 Salesforce
<https://www.salesforce.com> › blog › what-is-the-fourth-...

What Is the Fourth Industrial Revolution? | Salesforce

What is IR 4.0 in Malaysia?

4IR refers to the disruptive transformation of industries through the application of emerging technology. It is characterised by new technology that is fusing the physical, digital and biological worlds, impacting all disciplines, industries and the economy.

 Kementerian Ekonomi
<https://www.ekonomi.gov.my> › default › files

National Fourth Industrial Revolution (4IR) Policy

INDUSTRY 4.0 - the digital transformation



3rd platform, innovation accelerators, OT and manufacturing meet in transformation



4.0

4th revolution

Cyber physical systems



3.0

3rd revolution

Electronic and IT systems, automation



2.0

2nd revolution

Mass production and electricity



1.0

1st revolution

Mechanization, steam and water power



INDUSTRY 1.0

Mechanization, steam power, weaving loom



1784



INDUSTRY 2.0

Mass production, assembly line, electrical energy



1870

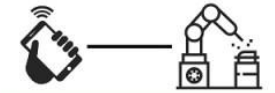


INDUSTRY 3.0

Automation, computers and electronics



1969

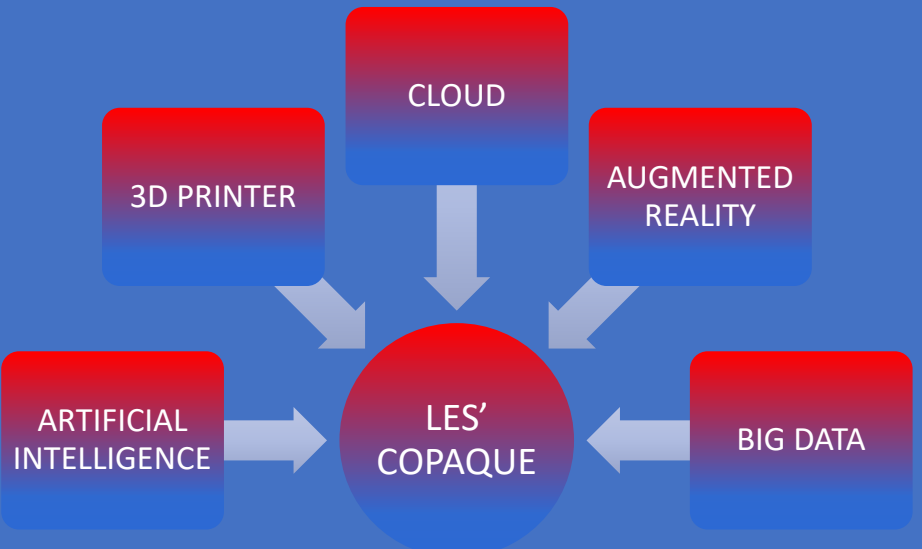


INDUSTRY 4.0

Cyber physical systems, internet of things (IoT), networks

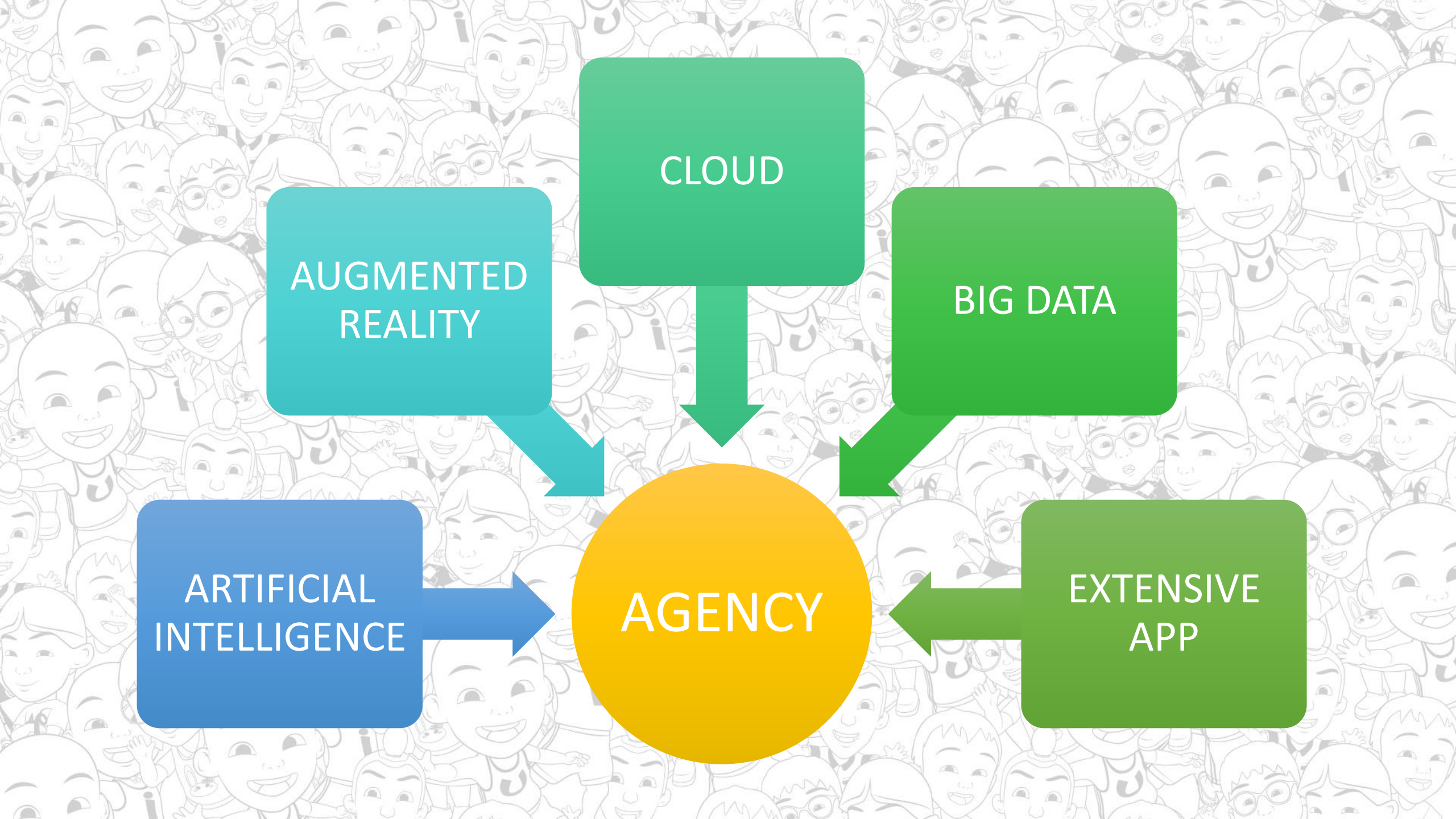


Today



EFFECTIVENESS & EFFICIENCY

- COST
- DELIVERY
- TIME
- ACCURACY
- INFORMED DECISION
- COMPETITIVE ADVANTAGE



CLOUD

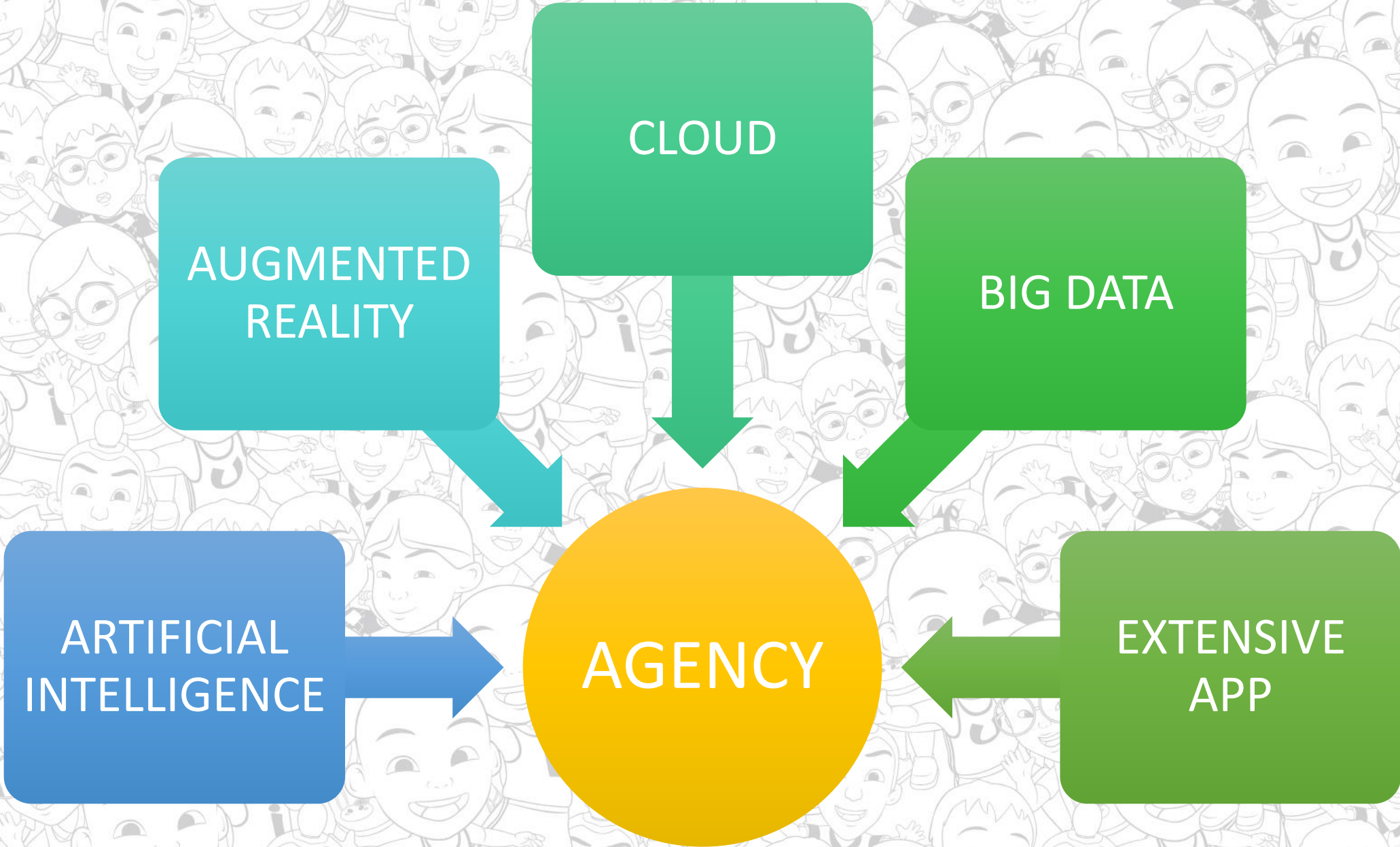
AUGMENTED
REALITY

BIG DATA

ARTIFICIAL
INTELLIGENCE

AGENCY

EXTENSIVE
APP



The background of the image is a dense, repeating pattern of cartoon children's faces and upper bodies. The children are drawn in a simple, friendly style with large eyes and smiling mouths. They are wearing various types of clothing, including t-shirts with the letter 'U' and glasses. The entire background is rendered in grayscale. Overlaid on this background is the text 'THANK YOU' in a large, bold, yellow font with a thick black outline. The text is centered horizontally and occupies a significant portion of the middle of the image.

THANK YOU