

A TRAILBLAZER IN CHARACTER CREATION AND LICENSING

Bear Boss Buddies

Dylan Ang Beng Leong is a Malaysian entrepreneur and the founder of Safe Tree Sdn Bhd, a character licensing company that owns Pocotee & Friends (2009) and Bear Boss Buddies (2022). These characters have not only captured the hearts of fans in Malaysia but have also made a significant impact on the international stage, particularly in Asia.

Bear Boss, a character in the Pocotee & Friends series since 2009, gained significant popularity in 2022, leading to the creation of Bear Boss Buddies (BBB). It's fascinating to see how a character can evolve, capturing the hearts of fans and prompting the development of its own series. This development not only enriches the BBB universe but also offers new storytelling opportunities and adventures for fans to enjoy.

Bear Boss Buddies owes their success to their expressive nature, which resonates with a wide audience across various cultures. Their expansion into markets such as China, Hong Kong and Thailand underscores the universal appeal of these characters. The digital footprint of BBB is evident, with over 60 million sticker downloads on mobile app platforms like WeChat, WhatsApp, LINE, Telegram and Giphy, with half a billion users worldwide.





THE OUTSTANDING CHARACTER LICENSING FIRM OF THE YEAR



The collaboration between Bear Boss Buddies and movie companies has resulted in the creation of over 40 artworks, including merchandise ranges for the movies 12 Golden Ducks and Table for Six 2. This partnership not only showcases the expressive nature of BBB but also demonstrates their seamless integration into various forms of media and entertainment. Additionally, by collaborating with major Asian movies, BBB has created caricature portraits of renowned Asian superstars such as Jackie Chan from Police Story 2013, Donnie Yen from IP Man 3, Eddie Peng from To The Fore and Sandra Ng & Louis Koo from 12 Golden Ducks, among others.

Overall, these collaborations highlight the versatility and popularity of Bear Boss Buddies, showcasing their ability to engage with diverse audiences and industries while maintaining their distinctive charm and expression.

It's truly inspiring how Dylan and his team have not only brought Bear Boss Buddies to life but have also fostered dynamic interactions between the character and the fans. Teamwork truly makes the Bear Boss Buddies' dream work!

