



IAP Purchase 1 - Minnie
(Proposed pricing \$0.99)

50+ Stickers (15+ character and 35+ props)
10+ Backgrounds
15+ Frames
12+ Learn to Draw pages
12+ Tracing pages
12+ Coloring pages
12+ Connect-the-Dots pages



IAP Purchase 2 - Monsters University
(Proposed pricing \$0.99)

50+ Stickers (30+ character and 20+ props)
10+ Backgrounds
10+ Frames
12+ Learn to Draw pages
12+ Tracing pages
12+ Coloring pages
12+ Connect-the-Dots pages



IAP Purchase 2 - Disney Princess
(Proposed pricing \$0.99)

50+ Stickers (30+ character and 20+ props)
10+ Backgrounds
10+ Frames
12+ Learn to Draw pages
12+ Tracing pages
12+ Coloring pages
12+ Connect-the-Dots pages



IAP Purchase 4 - Tools
(Proposed pricing \$1.99)

9 Tools that each provide a unique drawing experience. Tools include:
 1. Spray Can
 2. Paint Brush
 3. Chalk
 4. Pencil
 5. Water Color
 6. Fine Pen
 7. Stamper
 8. Charcoal
 9. Calligraphy Pen



Disney Jr. Properties will be included in 2.1 (Complete asset quantity breakdown to follow)



Timed Unlocks:

Paint Brush: 3 minutes accumulated total active drawing time

Chalk: 10 minutes accumulated total active drawing time

Charcoal: 20 minutes accumulated total active drawing time

Achievements:

Spray Can: "Explorer" – All 3 Activities tried (coloring, tracing and connect-the-dots)

Stamper: "Color Master" – work on 3 different Coloring Pages

Pencil: "Drawing Master" – work on 3 different Learn-to-Draw pages

Water Color: "Curator" – Open 3 files from "My Artwork"

Fine Pen: "Super Duper Dotter" – work on 3 different connect-the-dots drawings

Calligraphy Pen: "Artist" – All colors in the palette used

In App Purchase From Sample Pack



The image shows an in-app purchase overlay for the Disney Princess app. At the top left is the Disney Princess logo. On the right is a close button (an 'X'). Below the logo, there's a large banner with the text "Expand the Fun". To the right of the banner, there's a list of items: "12 Drawing Tutorials", "12 Connect-The-Dots", "12 Coloring Pages", and "12 Tracing Pages". Further down, another banner says "More Than 70" with "Stickers, Frames and Backgrounds" listed below it. At the bottom right, the text "Keep Creating with the Disney Princesses!" is displayed. A large blue button at the bottom center with the word "purchase" in white invites the user to make the purchase. The background of the overlay features various Disney Princess characters and activity pages.

Disney PRINCESS

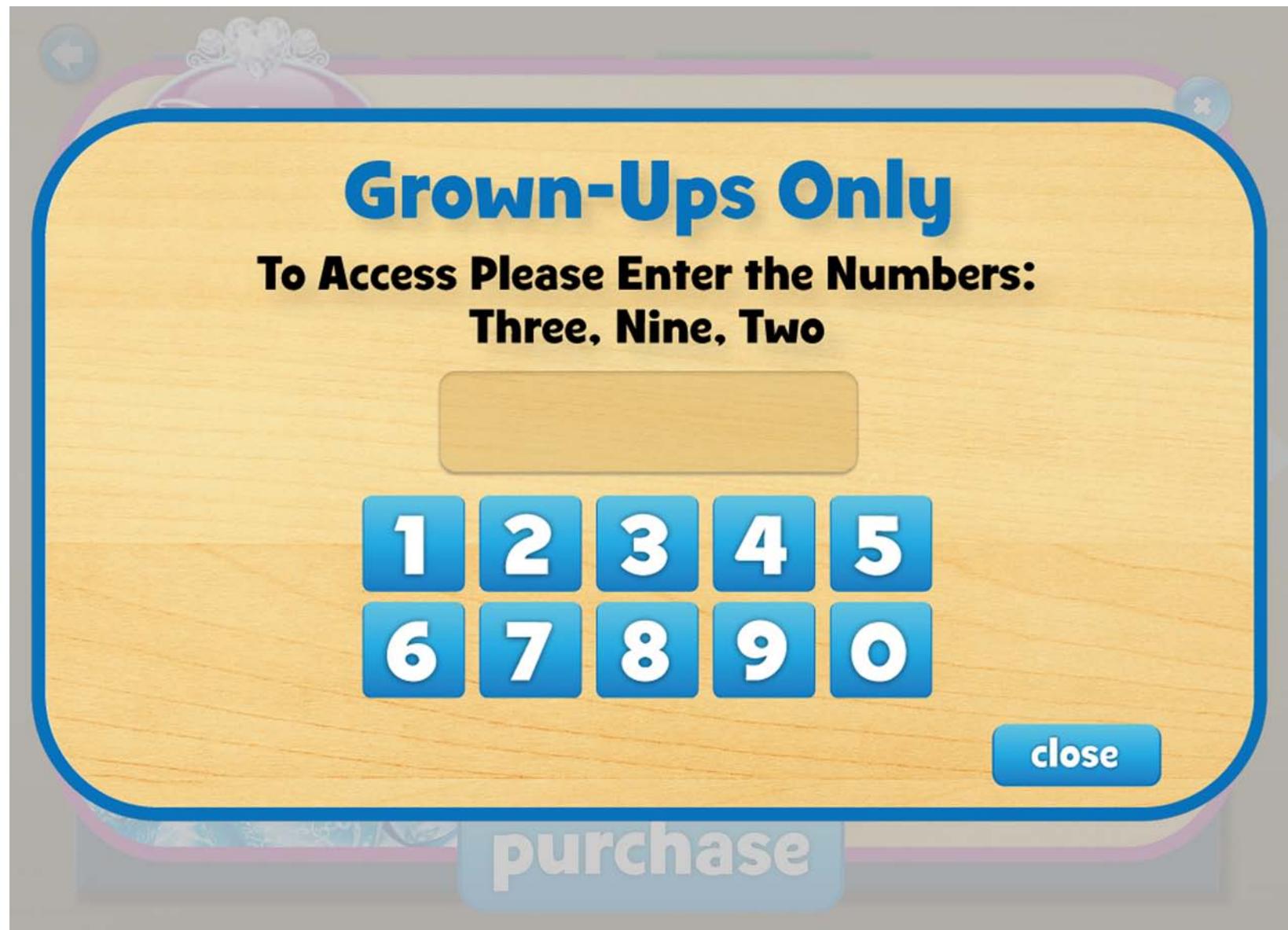
Expand the Fun

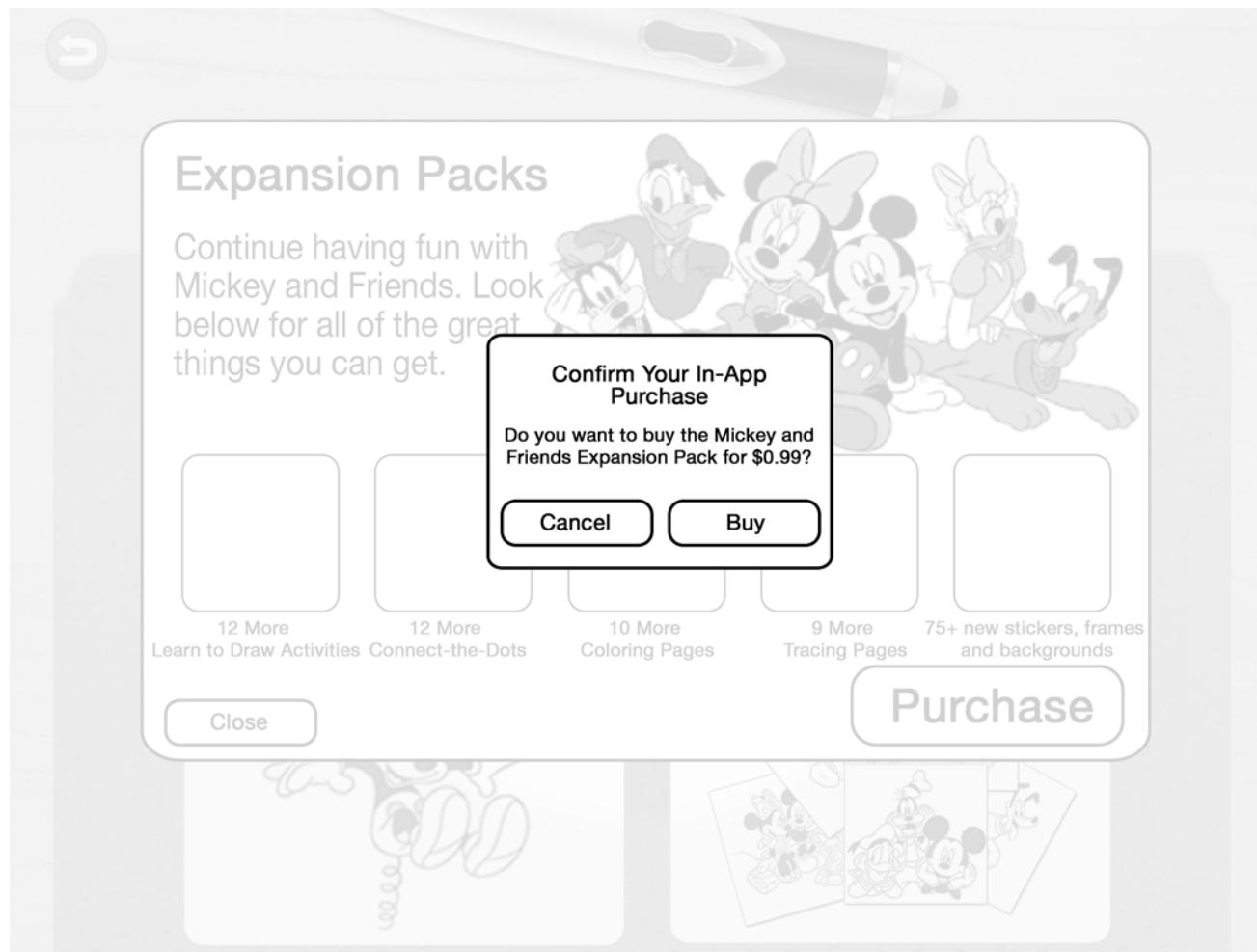
12 Drawing Tutorials
12 Connect-The-Dots
12 Coloring Pages
12 Tracing Pages

More Than 70
Stickers, Frames and Backgrounds

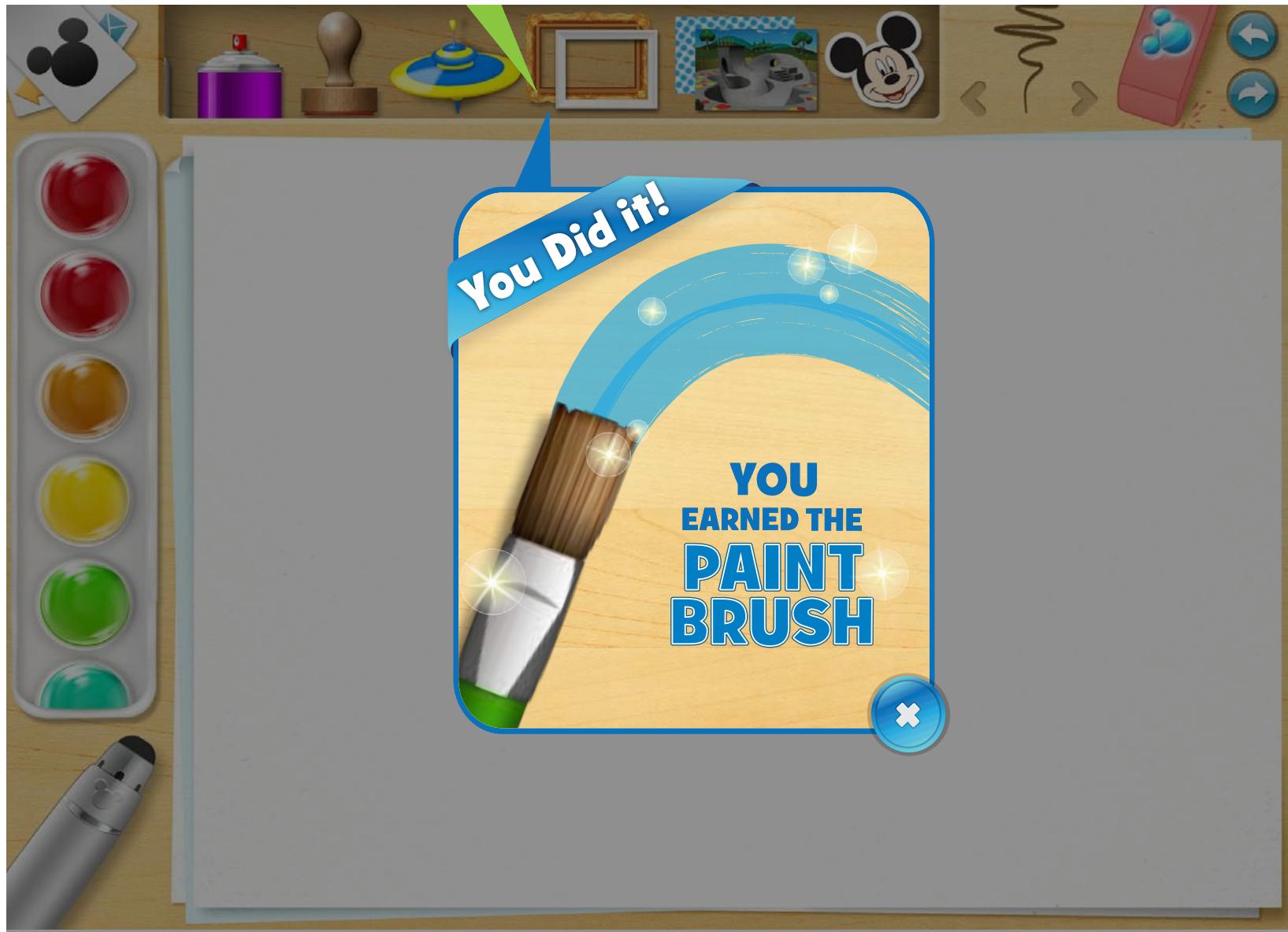
Keep Creating with the Disney Princesses!

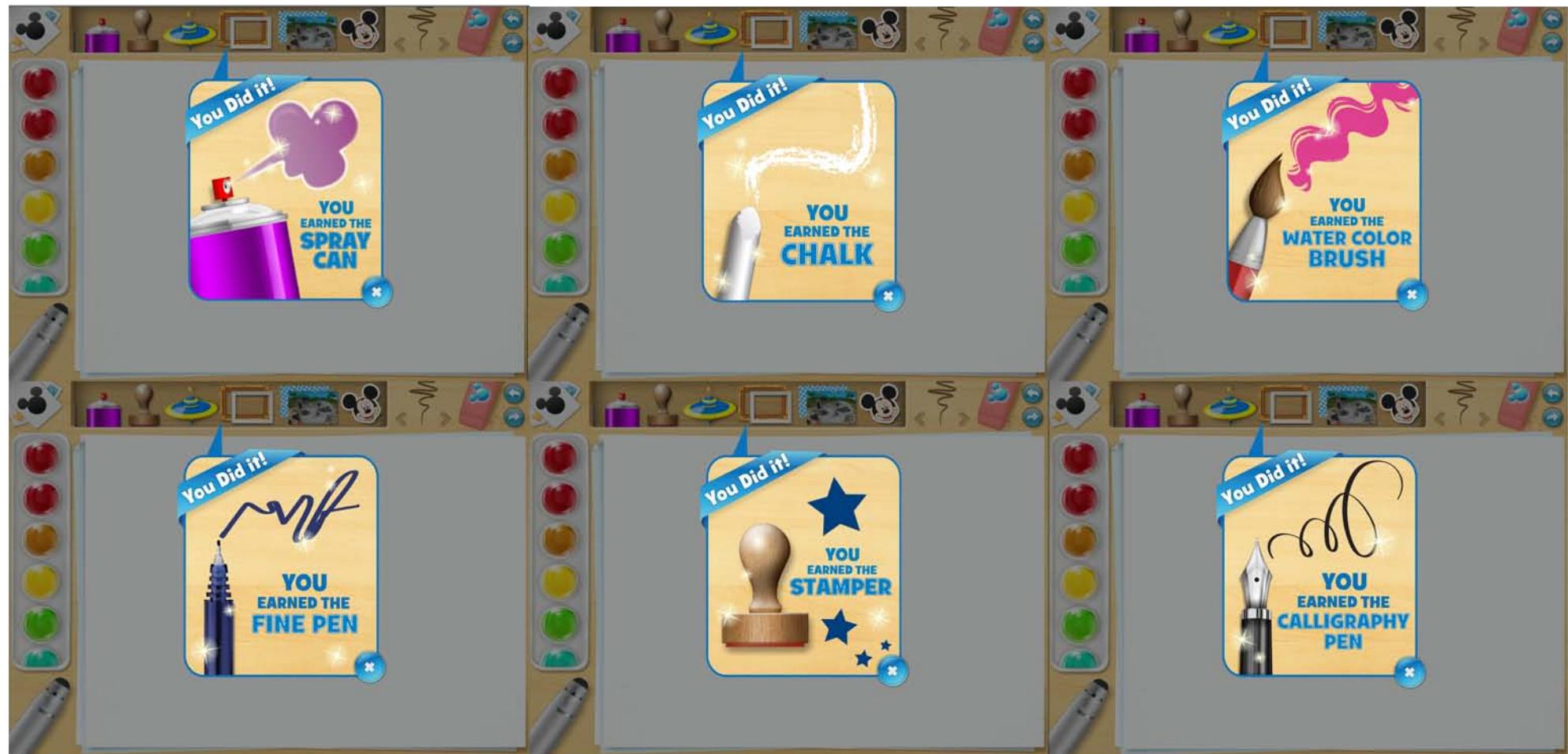
purchase





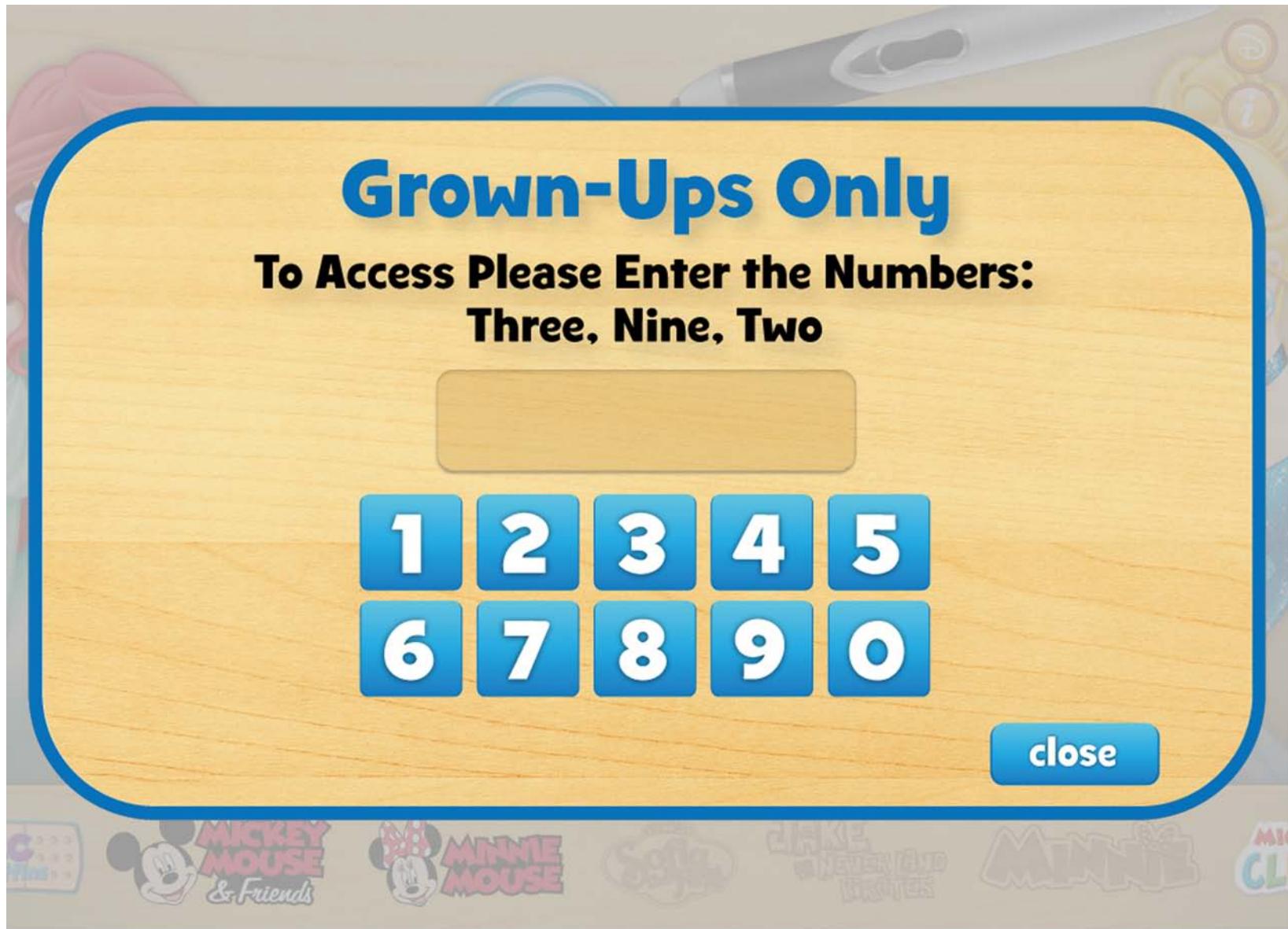
Time-Based Tool Unlocks





In App Purchase From Store











Additional Brand Screens





The image shows a promotional screen for a Disney Pixar Monsters University application. At the top left is the "Disney · PIXAR MONSTERS UNIVERSITY" logo. To the right is a blue pennant flag with the word "SCARERS" in white. Below the logo, there's a stack of various activity pages, including a drawing of Mike Wazowski, a coloring page of Sulley, and a connect-the-dots page featuring a large eye. On the right side, there's a large blue letter "M" with an eye on it. The text "Expand the Fun" is prominently displayed above a list of features: "12 Drawing Tutorials", "12 Connect-The-Dots", "12 Coloring Pages", and "12 Tracing Pages". Below this, a blue banner says "More Than 70" followed by "Stickers, Frames and Backgrounds". A large blue button at the bottom center contains the word "purchase".

Disney · PIXAR
MONSTERS UNIVERSITY

SCARERS

Expand the Fun

12 Drawing Tutorials
12 Connect-The-Dots
12 Coloring Pages
12 Tracing Pages

More Than **70**
Stickers, Frames and Backgrounds

purchase



The image shows a promotional screen for a children's activity app. At the top left, the word "MINNIE" is written in large, bold, red letters with a black outline. Below it, "MOUSE" is written in a similar style. To the right of the title, there is a blue circular button with a white "X" on it. In the center, a red banner with white text reads "Expand the Fun". Above the banner, there are two black bows with red polka-dot ribbons. Below the banner, there are several illustrations of Disney characters and activities: Minnie Mouse holding a perfume bottle, Daisy Duck holding a pearl necklace, a heart-shaped frame, a flower pinwheel, and a tracing page with a mouse head. To the right of these images, a list of features is displayed:

- 12 Drawing Tutorials
- 12 Connect-The-Dots
- 12 Coloring Pages
- 12 Tracing Pages

Below this list, another red banner features the text "More Than 70" in white, with "70" in a larger font size. Underneath this banner, the text "Stickers, Frames and Backgrounds" is written in black. At the bottom of the screen, a large blue button with white text says "purchase".