



## Telling the Stories of Santa's North Pole

CCA and B, LLC d/b/a The Lumistella Company is the official source for the stories of Santa's North Pole. Founded by a mother and daughter team, the company is home to a number of iconic Christmas brands, including: The Elf on the Shelf®, Elf Pets®, and Elf Mates®. Each of these brands, along with their global portfolio of intellectual property, is managed by the company and distributed through a broad assortment of consumer products, engaging brand experiences and original entertainment, all designed to create joyful family moments at Christmastime.

### Our Areas of Focus



#### Entertainment

Animated specials streaming on Netflix, live performances, and brand entertainment content on YouTube narrate the tales of Santa's North Pole and bring to life a whole cast of characters that are sure to delight fans of all ages.



#### Consumer Products

With over 19 million Scout Elves and Elf Pets® adopted from Santa-approved adoption centers in 17 countries, The Lumistella Company delivers Christmas cheer to families all across the world.



#### Brand Experiences

Pop-up shops, photo experiences, virtual gaming and destination activities immerse fans in Santa's North Pole through live and experiential events, as well as sensory-rich, hands-on activities.