

Enter the **MAGICAL** world of

Maxi & Helium



Fastest growing children's book ever in Sweden & Norway

THE STORY

There are multiple stories in the Maxi & Helium universe. They include our main story found in the chapter books as well as Christmas and bed time stories.

The main story is found in the chapter books. Today there are two stories divided in five books each, ten books in total.

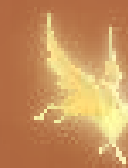
The story build on the two mice Maxi & Helium who are twins. They wake up under a couch in the human world. Luckily for them they ended up in the care of the kind human Camilla.

One day a mysterious hole in the wall appears. The mice, while frightened and curious, explore the mysterius hole and - Boom! They are transported to the magical Animal Kingdom!

It is soon revealed that Maxi & Helium are the Prince and Princess of the animal kingdom. But their new kingdom is in danger from the Hunter Doves.

Their parents, the King and Queen, have hidden the Golden Cheese to not let it into the hands of the evil Hunter Doves.

Maxi & Helium are the only ones who can trace where their parents hid the cheese, by following their scent. Now their adventures begin, among many new friends and enemies.

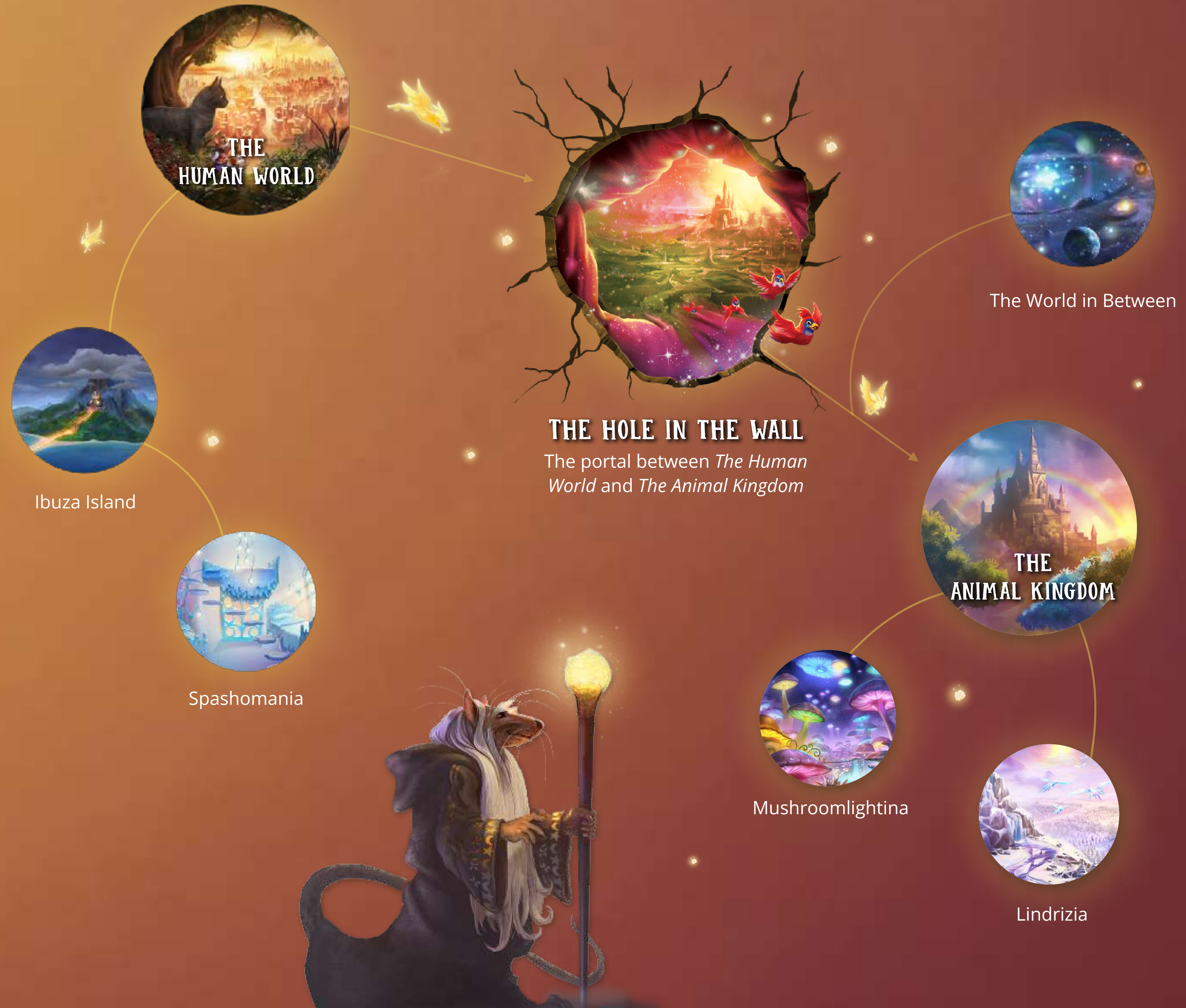


THE UNIVERSE

The Maxi & Helium universe consists of multiple worlds connected through various portals between the worlds. Our own, the human world, is just one of many worlds to explore!

Maxi & Helium are brought up in the human world, but belong in the Animal Kingdom. The Animal kingdom consists of multiple different regions with their own character, creatures and environments.

As we continue to explore with Maxi & Helium, more and more new worlds will appear!



CHARACTERS – MAIN CAST



MAXI

Maxi is a very curious and brave mouse who probably has one or more letter combinations. He is not shy and says what he thinks. If he doesn't understand something, he'll ask right away.



HELIUM

An intelligent little girl. She thinks first and then acts. When you least expect it, she takes control. She is more cautious than her brother but quick in her decisions once she has decided.



CAMILLA

Camilla is the girl chosen by Abracadab- Rat to be the foster parent of Maxi & Helium in the Human World. She is their safe point and raises the mice as if it were her own children.



SIGGE

the Cat is a tough and mischievous orphan cat. He is originally from the Animal Kingdom where his parents were killed by the evil Hunters Doves. He eventually becomes Maxi & Helium's best friend and companion.



TA-TA

The Werewolf is a big, strong, terrifying and kind werewolf. He is like a godfather to Maxi & Helium. It is The werewolf and Aunt Vulturine who rule over the Animal Kingdom now that the King and Queen have disappeared.



VULTURINE

Aunt Vulturine is an old and orderly vulture. She manages the operation in the castle and watch over everything that happens in the Animal Kingdom.



MOLO

Milo is a confused, lonely but kind Elf. The mice encounter Molo down in the Animal Kingdom and after a frightening first meeting they soon become good friends and Molo follows the dangerous mission.



LEAF

The Leaf is a unique creature and works as a Walkie-Talkie. It reads the world through vibrations and as all life vibrates it needs no eyes.



TRACKER

The little ladybird Tracker acts as a transmitter to The Werewolf's computer, so he can follow her and the mice on their mission. She can sense when good or bad things are about to happen.



ABRACADAB-RAT

Abracadab-Rat is a wise old rat. He is also the most powerful magician of the Animal Kingdom. He has a wand with a magic bullet where he can see the most happening in the animal kingdom.



FRAM

Frah The Princess is good and rules in the winter land Lindrizia, which is a land of her own in the Animal Kingdom. She has long been friends with The Werewolf.



FEATHER CLAW

Feather Claw is the leader of the hunter doves. He has cold blue eyes which separates him from the rest of the hunter doves that have red eyes. He wants to take over power and rule the Animal Kingdom.



HUNTER DOVES

The Hunter Doves are the evil enemy of the Animal Kingdom. With their leader Feather Claw they try to get hold of the Golden Cheese. If that happens, a darkness will fall over the whole kingdom.



LITTLE FEATHER

Little Feather is Feather Claws' kind daughter. Her mother is a parrot, explaining her colourful feathers. Lillefjun wants to leave the Hunter Doves as they are evil and she is kind.



VATTSHIMA

Leader of the water people who live in Splashomania.



MOM & DAD

M&H's mother and father. King & Queen in the Animal Kingdom. They have managed to protect the Golden Cheese for several hundred years from the evil ones. They disappeared themselves when they were going to hide the Gold Cheese.

VISION

Maxi & Heliums vision is to spread magic to as many children as possible around the world.

But magic can not just appear out of thin air. It is us who create the magic. And no one is better at conjuring magic than children.

Therefor Maxi & Helium want to teach all children the *five* ingredients to conjuring magic:

Magic is when we find true meaning in our lives, when we are authentic to ourselves, generous to others, use our imagination and show courage to stand up for ourselves and others!

If we all could learn the five ingredients to magic from Maxi & Helium, the world would be a better and more *magical* place to live in.



CORE VALUES

Our core value is MAGIC.

As you read in our vision, magic consists of five key ingredients; Meaning, Authenticity, Generosity, Imagination and Courage.

Our values are what drive our stories and our business forward. It's the core of what Maxi & Helium, as well as their friends, want to bring into the world.

MAGIC

MEANING
Magic is when we find meaning in our lives.

COURAGE
Magic is when we stand up for ourselves and others.

AUTHENTICITY
Magic is when we can show who we really are!

IMAGINATION
Magic is when we use our imagination!

GENEROSITY
Magic is when we give to each other!



OUR FOUNDERS

Camilla Brinck

Founder

Camilla is the author, the creator of all characters, the overall producer and she has the final say regarding Maxi & Helium.

She has her background in the music industry and in the beginning 2000 she was one of Swedens largest pop artists.

She is a music producer, songwriter, DJ and entrepreneur.

Camilla owns 50% of the copyright through Lindrizia AB.



Maxim Kalmér

Co-Founder

Maxim is chairman of the Board, business developer, analyst and strategist.

He has his background in the health industry where he among other things started and managed fitness centers for Gold's Gyms in Scandinavia. He has founded the health program "My 3D Wellness" and participated in building Sweden's first vertical wind tunnel "Body flight".

Maxim owns 50% of the copyright through Lindrizia AB.



ACCOMPLISHMENTS

For the last 5 years Maxi & Helium's books have been in the top of the best-selling children/youth books of Sweden's total book sales list.

Best-selling books in Sweden

Place	Author	Title	Publisher
1		Skurkskolan	Rabén & Sjögren
2	Tomu, Yumi, & Frensborg, Maria	I Spelmästarens Händer	Bonnier Carlsen
3	Våhlund, Elias & Våhlund, Agnes	Handbok för superhjältar. Tillbaka	Rabén & Sjögren
4	Brinck, Camilla	Musse & Helium. En oväntad vändning	Bonnier Carlsen
5	Tidholm, Anna-Clara	Knacka på!	Alfabet
6	Mackic, Tina	Sommarskuggan och slottsbuset	Rabén & Sjögren
7	Brinck, Camilla	Musse & Helium. Mysteriet med hålet i väggen	B Wahlströms
8	Widmark, Martin	Maskeradmysteriet	Bonnier Carlsen
9	Brinck, Camilla	Musse & Helium. Den hemlighetsfulla världen	Bonnier Carlsen
10		Pokémon: Extra stora handboken	Bonnier Carlsen
11	Sundin, David	Boken som inte ville bli läst	Bonnier Carlsen
12	Albrektson, Hanna	Hela fina jag	Lilla Piratförlaget
13	Widmark, Martin	LasseMajas stora sommarlovsbok. Deckartävling i skolan & V	Bonnier Carlsen
14		Min lilla pekbok : första 100 orden	Tukan förlag
15	Brinck, Camilla	Musse & Helium. Jakten på Guldsten	B Wahlströms
16	Brinck, Camilla	Jul med Musse & Helium. I väntan på tomten	Bonnier Carlsen
17	Brinck, Camilla	Musse & Helium. Den sista kampen	Bonnier Carlsen
18	Widmark, Martin	Filmmysteriet	Bonnier Carlsen
19	Sundin, David & Linhult, Caroline	Boken som ABSOLUT inte ville bli läst	Bonnier Carlsen
20		Pixi adventskalender Emma Göthner	Bonnier Carlsen
21	Mackic, Tina	Sommarskuggan och camping-buset	Rabén & Sjögren
22	Våhlund, Elias & Våhlund, Agnes	Handbok för superhjältar. Handboken	Rabén & Sjögren
23	Wieslander, Jujja & Nordqvist, Sven	Kråkan säger SEN!	Rabén & Sjögren
24	Saleina, Thorsten	Tittut! Vem gömmer sig där?	Tukan förlag
25	Mackic, Tina	Sommarskuggan och kalasbuset	Rabén & Sjögren
26	Nordqvist, Sven	Pettson och Findus bygger en bil	Opal
27	Widmark, Martin	Musikmysteriet	Bonnier Carlsen
28	Lindgren, Astrid & Sundin, David	Pippi Långstrumps kokbok : recept från Villa Villekulla och d	Rabén & Sjögren
29	Brinck, Camilla	Musse & Helium. Äventyret i Lindrizia	B Wahlströms
30		Min målarbok sagoprinsessor	Tukan förlag
31	Ahangaran, Reyhaneh	Känsloboken : för dig som går på lågstadiet	B Wahlströms
32	Hepworth, Amelia & Warnes, Tim	Jag älskar dig till månen och tillbaka	Tukan förlag
33	Brinck, Camilla	Musse & Helium. I Duvjägarnas klor	Bonnier Carlsen

BOOK SALES PER CHANNEL AND FORECAST VISION 26

VISION 26

Book sales in Million



Accumulated figures Maxi & Helium - Updated Dec 2023					
Country:	Population:	Started:	Channels:	Acc. Figures so far:	% of the population:
Sweden - Started May 2018	10 000 000	feb. 2018	Audiobooks	1 050 000	10,5%
	10 000 000	May 2018	Physical books	846 000	8,5%
	10 000 000	Sum 22	Commercial books	800 000	8,0%
Sum:				2 696 000	27,0%
Norway - Started Oct 2021	5 500 000	dec 2021	Audiobooks	150 000	2,7%
	5 500 000	Oct 2021	Physical books	220 000	4,0%
	5 500 000	Sum 22	Commercial books	350 000	6,4%
Sum:	5 500 000			720 000	13,1%
Finland - Started June 2022	5 560 000	sep 2022	Audiobooks	25 000	0,4%
	5 560 000	Jun 2022	Physical books	45 000	0,8%
	5 560 000		Commercial books	0	0,0%
Sum:	5 560 000			70 000	1,3%
Denmark - (Only Commercial)	5 800 000	Plan Q1 -24	Audiobooks	0	0,0%
	5 800 000	Plan Q1 -24	Physical books	0	0,0%
	5 800 000	April-july 2022	Commercial books	350 000	0,0%
Sum:	5 800 000			350 000	6,0%
Total:	26 860 000			3 836 000	18%

COMMERCIAL FANTASY BOOK SERIES

Chapter & Audio Books



Picture Books



Cinematic Books



Craft Books



Playful Educational Material



OUR PARTNERS




Lindrizia AB is a rights company that produces, sells and licenses rights for the use of the trademark Maxi & Helium worldwide.


Lindrizia owns 100% of all rights connected to the brand Maxi & Helium worldwide.


We work with multiple partners in many different sectors to spread Maxi and Helims magical world to as many as we can.


We strive to work with the best partners we can find, and those who strive to be the best partners within each field.


Publishers


**BONNIER
NORSTEDTS**


CAPPELEN DAMM


WSOY


CARLSEN DK


**EKSİK
PARÇA**

Movie


**QVISTEN™
ANIMATION**

Maxi & Helium
MUSIC PRODUCTION
50% owned by Lindrizia AB

LINDRIZA AB
*Own the Maxi & Helium Intellectual
property wold wide*

Music


UNIVERSAL
UNIVERSAL MUSIC GROUP


WARNER MUSIC GROUP


UNITED
STAGE
GROUP

Merch & Games

TILDAS  

EGMONT **PĀNDY**

  **LYKO** 

ToyPromotion *Teddy* **KOMPANIET** 

Collaborations


**BURGER
KING**

3KO
BINDEFELD
KOMMUNIKATION

CHAPTER BOOKS

Camilla Brinck has created a completely unique and bustling fantasy world filled with humor, excitement and colorful environments.

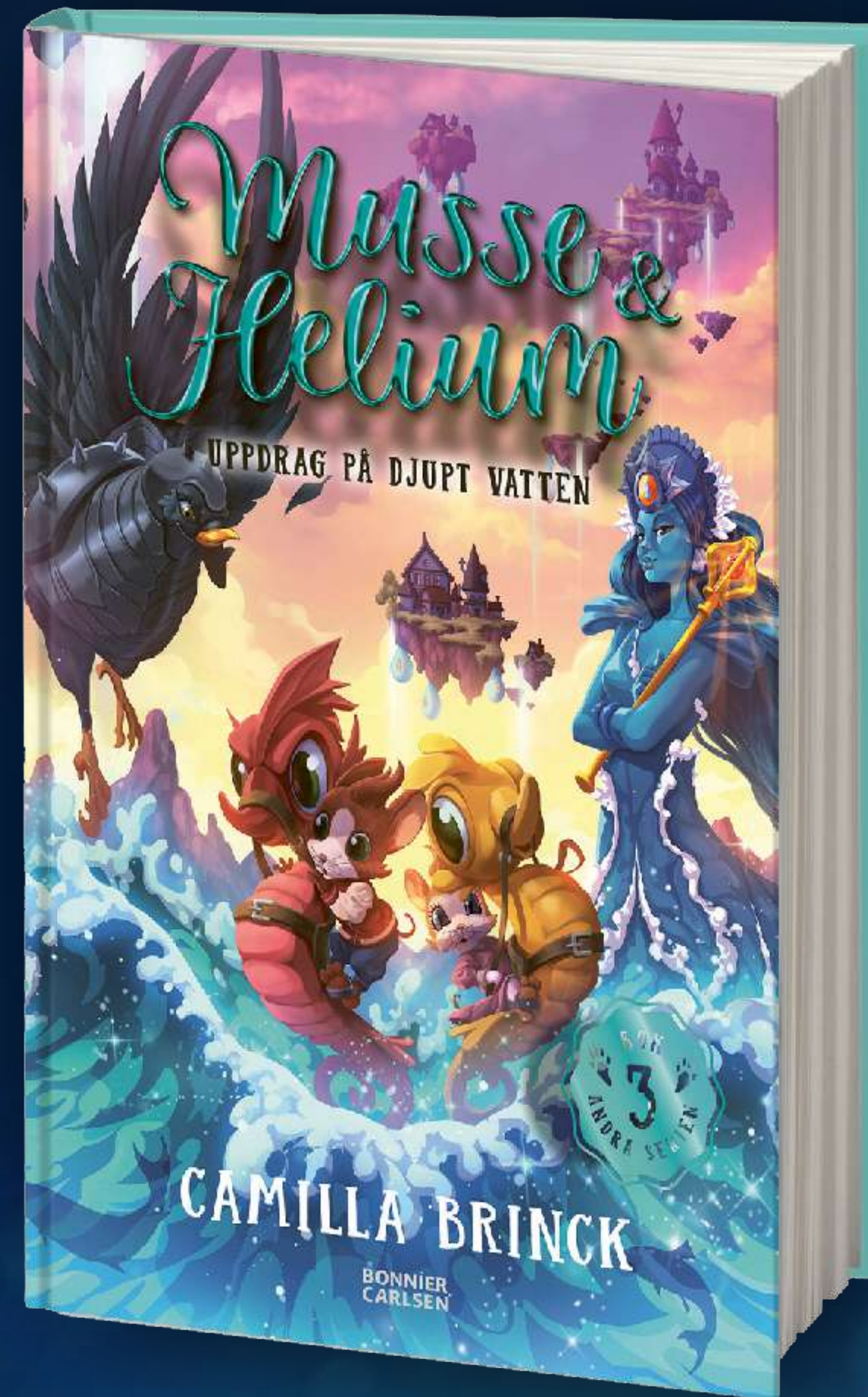
Target group: **Children 3-12 years.**

The books are around 180-220 pages including about 60 world-class illustrations. A premium product at an affordable price.

Teacher guides are produced for each book and created by specialists on teaching materials.

They are based on the Cinematic book series with the same name.

[MORE INFO](#)



BONNIER

NORSTEDTS

WSOY

ÇAPPELEN DAMM

CARLSEN DK

**EKSİK
PARÇA**

PICTURE BOOKS

Our picture books are 32 pages long with magical spreads and mesmerising illustrations.

The target group is children 3-6 years.

Our picture books are based on the cinematic audio books with the same story.

[MORE INFO](#)



BONNIER

NORSTEDTS

WSOY

ÇAPPELEN DAMM

CARLSEN DK

BookBeat


storytel


YouTube

MAXI & HELIUM ROADMAP - PUBLISHERS

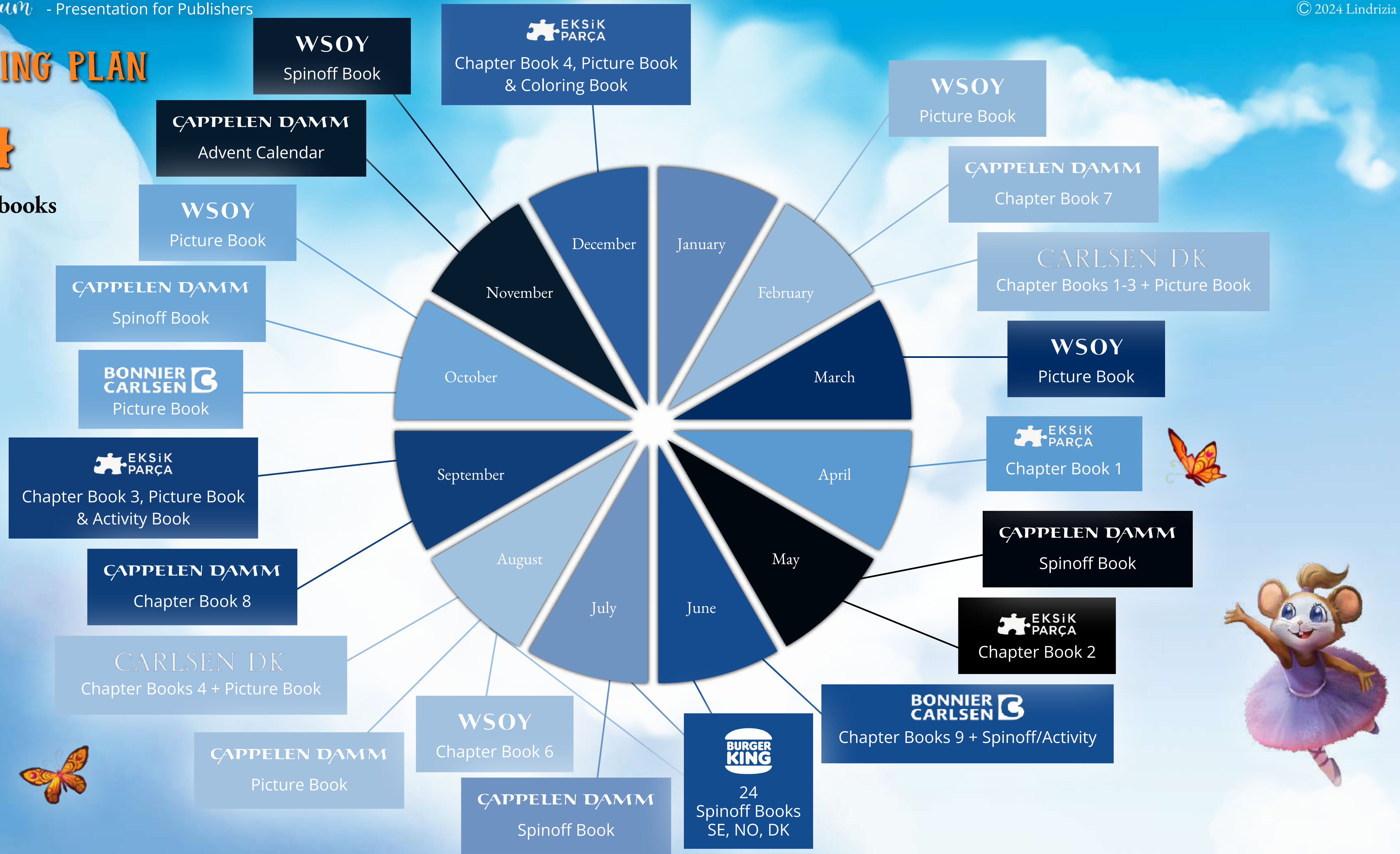
Actual countries

- Sweden
- Norway
- Finland
- Denmark
- Turkey



PUBLISHING PLAN 2024

Totaling 50 books



COMING LICENSEE COLLABORATION CATEGORIES

Licensed products 2024, more than 300 products in the Nordic region.

- Plushies
- Swim Gear
- Bedding
- Stationery
- Personal Care
- Party and Birthday Products
- Christmas and Easter Products
- Play Gear and Protection
- Themed Playroom
- Arts & Crafts
- Travel Gear
- Cutlery, Plates and Placemats
- Rain and UV Wear
- Sugarfree Candy
- Fashion Accessories



RIGHTS & BRANDS - LICENSE AGENT



In collaboration with Rights&Brands Company, more than 400 unique merchandise products will be launched during 2024-2025 in the Nordics and Germany.

More than 110,000 sold games and puzzles until the forth quarter of 2023.



THE MOVIE

Based on the **best-selling** chapter books 1-5, this grand animated family-feature takes the audience on a fantastic journey into the magical world of the Animal Kingdom. **Maxi & Helium** sets out to stop the evil Hunter Doves from finding the powerful Golden Cheese, and at the same time hopefully find their missing parents.



Nordisk Film and Qvisten Animation secure film rights to bestselling Nordic book series "Maxi & Helium"

The deal was signed with Lindrizia AB, owner of the celebrated 'Maxi & Helium' brand, which has sold 3.5 million books across the Nordics and covers as well music, games, and performances among others.

"We are very excited to be partnering with Qvisten Animation and Lindrizia AB in turning Camilla Brinck's magical book series into film. "Maxi & Helium" is a fantastic universe with engaging tales being unfold. It fits perfect with our ambition in Nordisk Film, to bring stories to life and films to the market that children and families love and cherish,"

- **Rasmus Krogh**, Vice President Sales & Acquisition, **Nordisk Film**.

[READ MORE](#)

Nordisk Film & Qvisten Animation Presents



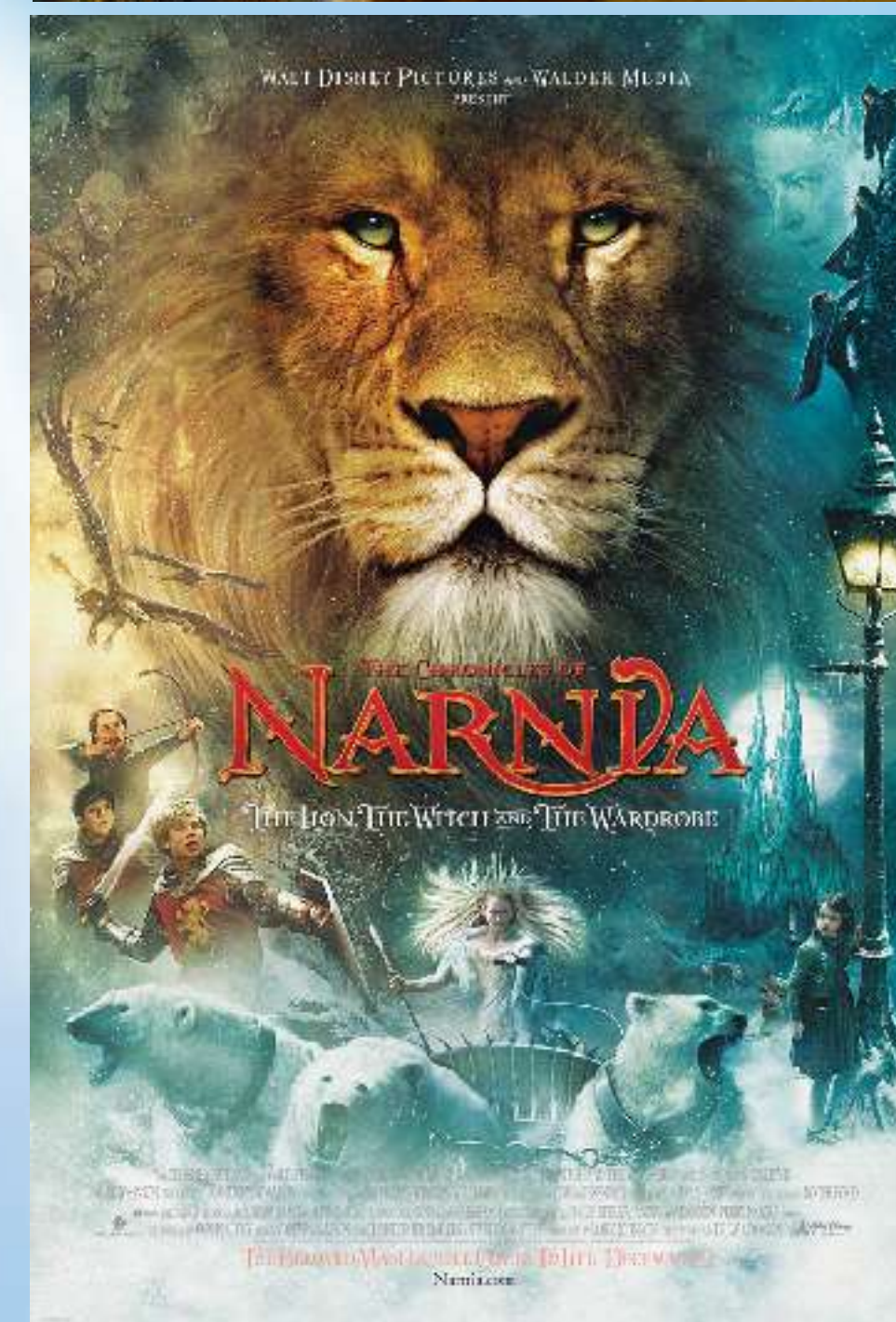
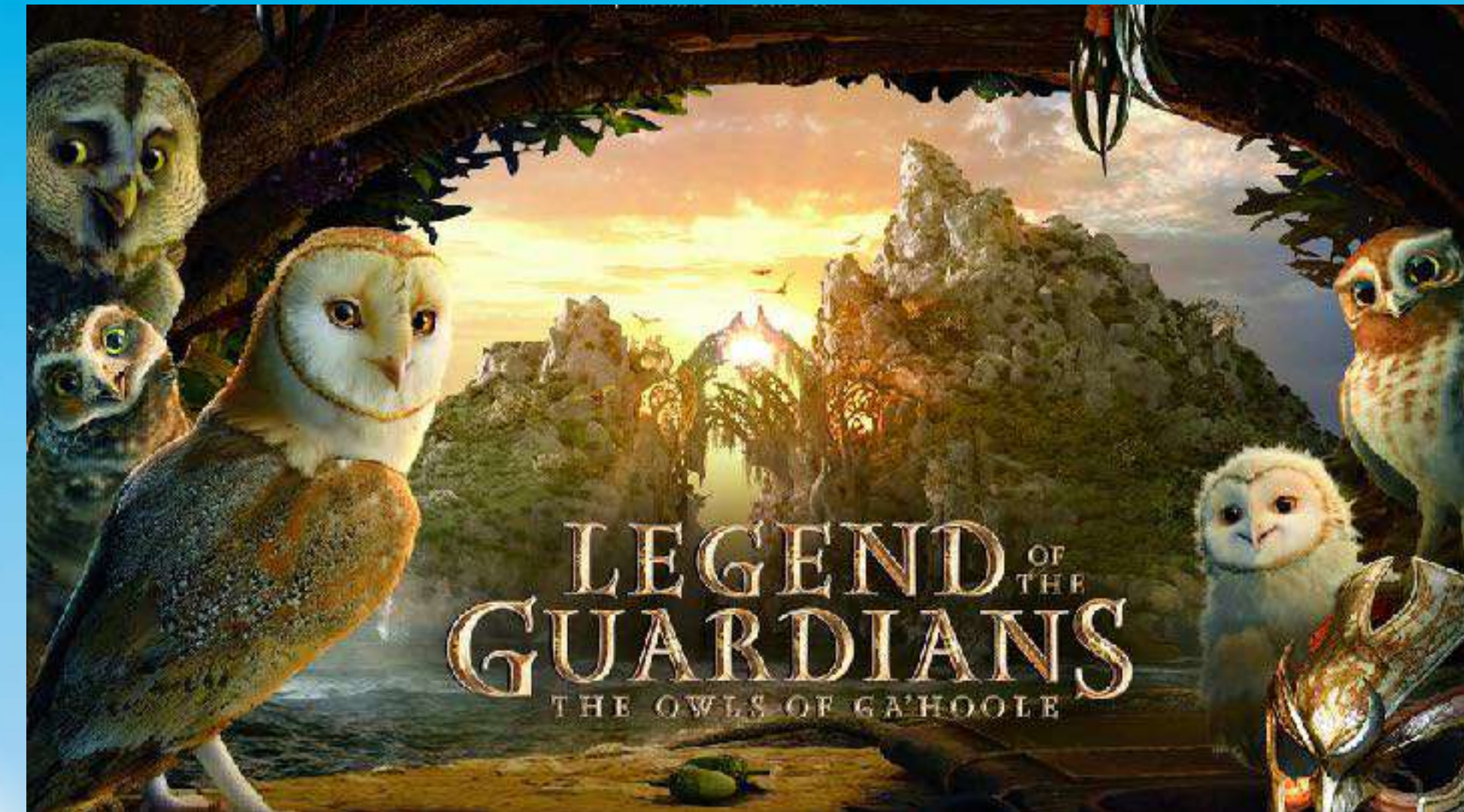
At Cinemas Winter 2026

THE MOVIE - VISION

Maxi & Helium is an animated fantasy feature film for the whole family, filled with heart, magic and loads of thrills. Maxi & Helium are loveable and relatable mice heroes. They embark on a dramatic and action-packed journey. Through their curious, honest and humorous point of view, their expedition become a fun one in addition to being gripping and exciting. The film has a healthy message that states that courage and generosity wins in the end. Maxi & Helium's wish to reunite with their missing parents is heartbreaking and engaging.

The film is filled with creatures and worlds you have never seen on a film before. Humor goes hand in hand with lush environments and exciting action sequence. The high level of detail and animation quality will distinguish Maxi & Helium from its European counterparts and the ambition is an **international fantasy movie**.

We are inspired by the detail and adventure in Legends of the Guardians, Narnia and Harry Potter.



THE CHARACTERS

HELIUM

An intelligent little girl. She thinks first and then acts. When you least expect it, she takes control. She is more cautious than her brother but quick in her decisions once she has decided.



MUSSE

Maxi is a very curious and brave mouse who probably has one or more letter combinations. He is not shy and says what he thinks. If he doesn't understand something, he'll ask right away.

ROADMAP - NEW PUBLISHERS VISION 26

- Germany - In dialog
- France - in dialog
- Poland - in dialog
- US - in dialog
- Japan - In dialog
- South Korea - In dialog
- China - In dialog
- Spain - In dialog

- UK
- Australia
- Brazil
- Ukraina



BURGER KING EUROPE

- Burger King Europe, in collaboration with Lindrizia, has a partnership where activities and chapter books are provided with the Kids' Meal.
- During the summer of 2024, 8 unique books will be launched in Sweden, Denmark, and Norway with an edition of approximately 1 million books.
- Burger King France is interested in launching Maxi & Helium books in 2025 with an edition of around 2 million books. Turkey plans to do the same with an edition of approximately 1 million books.





OUR TEAM



Maxim Kalmér

Founder & Owner



Camilla Brinck

Author, Founder & Owner



Thomas Löow

Lindrizia CEO



Magnus Helgesson

Board Member & Ambassador



Micha Velasco

Board Member & Ambassador



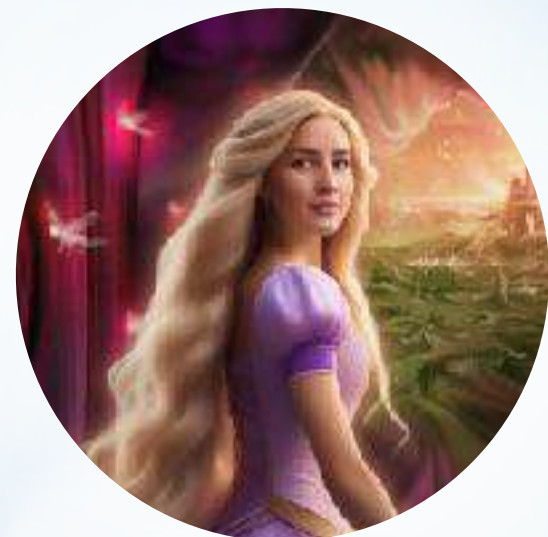
Olga Brinck

Mood Manager



Josefine Thelin

Digital Markering Manager



Merel Colen

Marketing



Stella Löow

Communicator



Chris Enberg

M&H Music Production



Bruno Lopez

M&H Music Production



Djo Moupondo

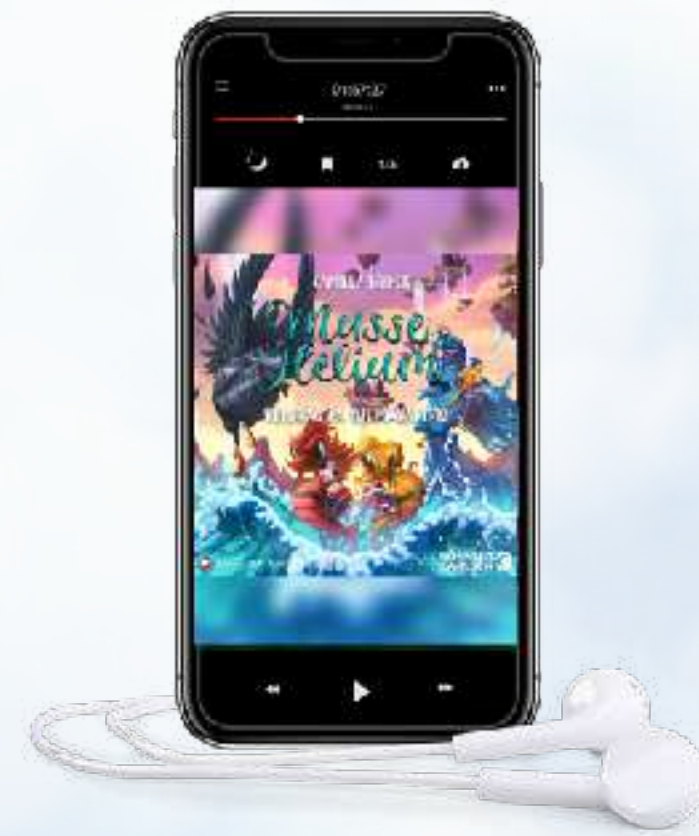
M&H Music Production CEO



LINDRIZIA OFFER

WE SUPPORT YOU WITH:

- Chapter books (InDesign/English)
- Audiobooks
- Picture books (InDesign)
- Spin off books (InDesign)
- Support from Lindrizia Team



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Maxi & Helium

WELCOME TO OUR UNIVERSE