

# APRIL 2017 BADA NEWS

All the latest news from Badanamu



## 01 Meet 'Head, Shoulders, Knees, and Toes' VOD - Bada Rhyme Season 2 song



"Head, shoulders, knees and toes, knees and toes..."

Does this song bring back happy memories from your childhood? Badanamu just released its second song from Bada Rhyme Season 2, "Head, Shoulders, Knees, and Toes." Compared to the first song of Bada Rhyme Season 2, "Twinkle, Twinkle, Little Star," this second song has more energy and is filled with a joyous melody that will make you wiggle and dance. Children will learn parts of the body while having fun moving and singing. We can't wait to see children singing and dancing to our new song!

Link : <https://youtu.be/f0BG900WwrA>



## 02 Calm Island China Office (Shanghai)



Sally Sun (E-Commerce Operating Manager), Lynn Li (Academic Manager)

Calm Island China officially started their work in April. Kim Jae-Sung, senior manager of China marketing team, along with two other employees (Lyn, teacher trainer & Sally, sales) are the main force leading Badanamu China. We are excited for this new adventure and expect to see more recognition of our brand in China.

## 03 Badanamu Indonesia at 'Indonesia Kid & Baby' Fair

Badanamu attended Indonesia Kid & Baby Fair in Jakarta. The fair was held on April 13-17 at Miniapolis Plaza. We introduced the Bada Pen and Badanamu Learning Library and people at the fair absolutely loved them! We already had great success at 2017 Smart Kids ASIA in February. Badanamu is recognized as one of the top children brands in Eastern Asia. We plan to attend more fairs throughout Eastern Asia and hope to meet customers who shows love for our brand.

