

TABLE OF CONENTS

- How to Purchase and Use Content
- Types of Purchases
- Annual Subscription Prices
- Monthly Subscription Prices
- Prices for Individual Purchases and Quantity Purchases
- Price Table for “T” Content
- Price Table for “TL” Content
- The Role of Coloring Pages in Digital Content
- Coloring Pages “K_B,T” for “B” and “T” Content
- Coloring Pages for “BD” and “TL” Content
- Price Tables – Coloring Pages “BD” / “TL”
- Price Thresholds

NOTE! – The Table of Contents is linked. Clicking any item in this list takes you to the corresponding page, and clicking the arrow  returns you to the Table of Contents.

HOW TO PURCHASE AND USE CONTENT

1. Review the Fairy Tale Catalogue

See all available fairy tales and choose the ones that interest you.

Note: all content in every type of purchase is available as a high-quality flipbook for viewing only, without copying or printing, for the duration of the subscription and individual purchases, in accordance with the Terms and the Rules of Purchase and Sale.

2. Choose the type of purchase

You can choose between four forms of accessing the content.
Select the one that best suits your needs.

3. Create an account and accept the Terms

Registration is required for every purchase.

This allows the system to:

- assign content to your account,
- control access duration,
- send notifications about subscription expiration,
- ensure the security of your data.

4 Your data is safe

You may request the deletion of your account at any time. Deleting the account ends access to purchased content and is not subject to refunds.

In the case of individual or bulk purchases, access to the content lasts 12 months and does not require renewal.

It is possible to repurchase the same content according to the current price list.

5. Complete the purchase

After making your selection, the system will redirect you to the appropriate purchase page.

6. Access activates after payment

Once the payment is processed, you will receive access to the content in the form of an interactive flipbook preview.

7. Access duration for all subscription content and notifications

Annual subscription lasts 12 months and requires renewal after one year.
After renewal, you pay less (see page 6).

Monthly subscription lasts 30 days and requires renewal every month.
To receive the annual discount available for the monthly subscription (see page 7),
the subscription must be renewed for 12 consecutive months without interruption.

The first month counts as the first of the 12 periods.

Failure to renew results in withdrawal of access to all content.

The system will remind you about the end of access:

- 1 month earlier — for the annual subscription,
- 7 days earlier — for the monthly subscription.



TYPES OF PURCHASES

- Annual subscription (access to all content)
- Monthly subscription (access to all content)
- Purchase of individual content
- Purchase of individual content with quantity discounts
- Bonuses and coloring pages depending on the selected purchase type



ANNUAL SUBSCRIPTION PRICES

Element	Value in USD
Base price	\$270
Scope	43 stories + coloring pages + updates
Total Value of All Content with Coloring Pages	\$756
Cost-effectiveness	approx. 2.8× cheaper than buying individually
Renewal after one year	203
Average unit price (before renewal)	6.28
Average unit price (after renewal)	4.72
Yearly Savings	\$554 (approx. 3.7× cheaper than buying individually)



MONTHLY SUBSCRIPTION PRICES

Element	Value in USD
Base price	\$27
Annual cost (12 × 27)	\$324
Scope	43 stories + coloring pages + updates
Cost-effectiveness (first year)	approx. 2.33 × cheaper than buying individually
Renewal After One Year (12 x 20)	\$20 /month,(\$240 yearly)
Cost-Effectiveness (after renewal)	3.1
Average Unit price (before renewal)	7.56
Average Unit price (after renewal)	5.67
Yearly Savings (vs individual purchase)	\$516



PRICES FOR INDIVIDUAL PURCHASES AND QUANTITY PURCHASES

Purchase of individual content (no discount)

Element	Value in USD
Average unit price	1* 15.12 USD/ 2* 17.55 USD
Scope	“BD” / “TL” – any content; coloring pages must be purchased separately according to the price list – <u>see page 18</u> . “B” / “T” – any content; one coloring page is available for free upon registration and the purchase of at least one item – <u>see page 15</u> .
Coloring pages (total value \$106)	paid supplement - see page 18
Total cost of all 43 stories (no coloring pages)	650 USD
Total cost with coloring pages	756 USD
Cost-effectiveness	most expensive option

where: 1* - average price without coloring book, 2* - average price with coloring book, 8

Content Purchases with Volume Discounts and Examples

Element	Value
Discounts	10% - 5 pcs., 20% - 10 pcs. 30% - 15 pcs., 40% - 20 pcs. maximum. The discount between these quantity ranges is only valid for full 5 items. 10, 15, 20 items. The remaining items are not included in the discount, i.e. at full price.
Refers to	purchasing more content at once
Coloring pages with up to 21 contents in total	Paid supplement 106 \$
Unit price after discounts	\$11–16
Total cost with coloring books	\$650
Profitability	only profitable up to 20 pieces; above this number the average price increases; subscription is more profitable

Examples with quantity discounts

Example 1 - purchase of 5 pieces (10% discount)

- price without discount: $5 \times \$17.55 = \88
- discounted price: $88 \times 0.9 = \$79$
- average price per piece: $\$15.84 \sim \underline{\$16}$

Example 2 - purchase of 20 pieces (40% discount)

- price without discount: $20 \times \$17.55 = \351
- discounted price: $351 \times 0.6 = \$211$
- average price per unit: $\underline{\$10.53}$ (lowest possible price for quantity discount purchases)

Example 3 - Purchase of all 43 units

- 20 pieces of \$11 = \$211
- 23 pieces at \$17.55 = \$404
- total: = \$615

average price per unit: $\underline{\$14}$

Savings from full price: only \$3.55/piece

The volume discount is only effective for small and medium-sized purchases (up to approximately 20 items). For larger quantities, up to 43 items, the average price increases to \$14, making individual purchases no longer worthwhile. A subscription offers a significantly lower average price and full access to all content, including coloring pages. Note - avoid purchasing between 5, 10, 15 or 20 pieces because these pieces are priced according to the price list without discount.



PRICING TABLE FOR CONTENT “T”

Nr Kat. EN	\$
TI	13
TII	16
TIII	18
TIV	21
TV	19
TVI	19

Attention:

This pricing table applies only to customers purchasing content individually or in volume packages. Subscribers do not benefit from unit pricing; they have access to all content for a single annual or monthly fee.



PRICING TABLE FOR "TL" CONTENT

Content Purchase Prices for Individual Sales and Volume Discounts

Nr EN	\$	Nr EN	\$	Nr EN	\$
TL1	8	TL9	16	TL17	17
TL2	15	TL9C	15	TL17C	15
TL2C	14	TL10	12	TL18	17
TL3C	16	TL10C	10	TL18C	15
TL4	16	TL11C	11	TL19	17
TL4C	14	TL12C	13	TL19C	15
TL5	11	TL13C	12	TL20	16
TL5C	10	TL14	16	TL20C	14
TL6	16	TL14C	14	TL20	27
TL6C	14	TL15	17	TL21C	24
TL7	13	TL15C	15		
TL7C	11	TL16	17		
TL8C	16	TL16C	15		
TL8C	14				



THE ROLE OF COLORING BOOKS IN DIGITAL CONTENT

1. What are “BD”/”TL” and “B”/”T” coloring books?

These are black-and-white versions of colored illustrations that form an integral part of each “BD”/“TL” story; “B”/“T” illustrations enhance the narrative.

2. Why are coloring books important and why is it worth using them?

- allow the child to return to the story
- enhance emotions and the moral message
- develop creativity
- help the child remember the content
- build a bond with the characters
- combine fun with education
- support emotional development
- create a complete experience: content + image + action

3. Coloring pages as part of digital content

- are an integral part of the stories in “BD”, “B”, “TL” and “T”
- not a “graphic extra”, but a second layer of the narrative
- help the child relive the story actively

4. Coloring pages “BD”, “TL” in subscriptions

- free for subscribers,
- available immediately after purchase,
- updated together with the content — every new coloring page is included within the same subscription fee

5. Coloring pages “BD“, ”TL” for single and quantity purchases

available for an additional fee in single and bulk purchases,

- you can buy any “BD”, “TL” content according to the price list (see the Price Table of “BD”, “TL” Coloring Books).

6. Coloring Pages “T”

- available for free to everyone after registration,
- require the purchase of at least one digital item,
- ideal as a first contact with the content.

Note: This pricing table applies to individual purchases and volume packages only. Subscribers do not benefit from unit pricing; they have access to all content for a single annual or monthly fee.

For Subscribers, the only thing that may apply is the Subscription Price Tiers described on page 19.



COLORING PAGES “K_B,T” FOR CONTENT “B” AND “T”

- 62-page coloring book.
- I recommend this set for younger children — the illustrations are simple, friendly and stimulating, suitable for all ages.
- The coloring book is available for free to every user who purchases at least one content from the "B" or "T" set.
- You can print and copy - all illustrations are suitable for multiple use.
- Each illustration has its own label that leads to a specific fairy tale.
- The scrapbook has the symbol "K_B, T" - it is a universal add-on, regardless of the number of purchased content and subscription.
- It is prohibited to transfer or make available the coloring pages to persons who have not acquired the right to use them.



COLORING PAGES FOR "BD" AND "TL" CONTENT

1. Coloring pages related to a specific fairy tale

The coloring pages start with the symbol "K_", written as "K_xBD, xTL", where "x" denotes the fairy tale number - with identical images in the Polish and English versions.

Each coloring page for the "BD" and "TL" series is written with the symbol "BDx, TLx-y", where "y" indicates the number of the page on which the given image is located in the content.

This allows the child to color scenes they know and knows which page they are copying.

2. Coloring pages are assigned to the content number

All variants of the same content—BDx, BDxD, TLx, and TLxC—use one common coloring page associated with the number "x." The entire set includes 21 coloring pages BD/TL.

3. Each coloring page has its own unique code. Example: BD5-32

- BD - fairy tale series
- 5 - fairy tale number
- 32 — the page number in the fairy tale from which the illustration comes.

The marking allows you to easily find a scene in the content and connects the coloring page to a specific fairy tale.

4. Access for subscribers

Coloring pages for "BD" and "TL" content are available for free to all subscribers. This is a permanent bonus that increases as the entire set develops.

5. Access for individual purchases

When purchasing individual content, the "BD" and "TL" coloring books are available for a fee, according to the current price list.

(see Price Table for Coloring Books K_BDx TLx.)

6. Rules for using the “BD”/“TL” coloring pages

People who have purchased the “BD” or “TL” digital content are permitted to copy and print the coloring pages solely for their own personal use.

However, they do not have the right to transfer, share or distribute the coloring pages to people who have not acquired them relevant rights.



PRICE TABLES FOR COLORING BOOKS “BD” / ”TL”

Coloring Book Purchase Prices for Individual Sales and Quantity Discounts

No. PL/ No. EN	USD	No. PL/ No. EN	USD	No. PL/ No. EN	USD
K_BD1, TL1	2	K_BD8, TL8	5	K_BD15, TL15	6
K_BD2, TL2	5	K_BD9, TL9	6	K_BD16, TL16	5
K_BD3, TL3	6	K_BD10, TL10	4	K_ BD17, TL17	5
K_BD4, TL4	5	K_BD11, TL11	4	K_ BD18, TL18	6
K_BD5, TL5	4	K_BD12, TL12	5	K_BD19, TL19	6
K_BD6, TL6	5	K_BD13, TL13	4	K_BD20, TL20	5
K_BD7, TL7	4	K_BD14, TL14	5	K_BD21, TL21	9

Note: Coloring pages for "B" and "T" (one album) are not for sale - they are free for everyone who registers and purchases at least one digital content



PRICE THRESHOLDS

apply to subscriptions only.

1. Up to 50 pieces of content – fixed price

Subscription price remains unchanged until you reach 50 “BD”/”TL” content. Current price: \$270/year or \$27/month.

2. Content threshold 51–55 – additional payment only after exceeding the entire range

Increasing the number of pieces of content from 43 to 51-55 means 18-28% more content:

- 51 pieces of content → +18%
- 55 content → +28%

Only after reaching this range is a small price correction of 5% introduced:
\$284/year
\$28/month

3. Important: single new contents (e.g. 51 → 52) do not increase the price

The subscription price only increases when the bundle increases by a full threshold (8-13 new pieces of content), not for each individual item.

4. Subscription renewal prices for the 51-55 content threshold (loyalty)

After renewing your subscription:

annual: \$203 → \$212 monthly: \$20 → \$21

5. Individual purchases

There are no price thresholds. Each new piece of content is sold at the unit price, regardless of the number of pieces in the bundle.

