



HAPPY BAOBAB

Catalogue 2026



Happy Baobab's catalogue



Hello, Friends!

Happy Baobab started with a small team and a simple passion: making great board games.

More than 20 years later, that passion is still with us. Today, we work with talented designers, illustrators, and publishing partners around the world to bring new and exciting games to players everywhere.

We believe great games should be easy to learn, fun to play, and enjoyable again and again. Whether it's a family game, a party game, or a strategy game, our goal remains the same: to create experiences that people love to share.

We have grown thanks to the creativity of our designers, the trust of our partners, and the support of players around the world. We are truly grateful to everyone who has been part of our journey.

Looking ahead, we are excited to explore new ideas, build strong partnerships, and bring more great games to the table.

Thank you for being part of our journey.

K.J. Lee

C.E.O. Happy Baobab



Why We Play

We believe great games create joyful moments and meaningful connections.
Our passion is to create games that spark laughter, start conversations, and make people feel closer to one another.
Because playing together makes life better!

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des Jahres

2024

Education Programs with Happy Baobab

We organize and support board game educators in 50 cities nationwide. Happy Baobab also manages a community of 10,000 board game educators who understand the educational benefits of board games.

We provide:

- Curriculum
- PowerPoint slides for classroom use
- Lectures
- Workshops



Learning by Playing

At Happy Baobab, we go beyond using games as mere educational tools. As the first board game company to introduce the concept of «Play Literacy,» we believe play is an essential language for learning, communication, creativity, and human connection.

Through play, children and adults alike develop not only knowledge, but also empathy, collaboration, and emotional intelligence. Our mission is to create meaningful learning experiences – from early childhood education to advanced strategic thinking – that engage learners naturally, actively, and joyfully.

What truly sets us apart is our nationwide network of more than 10,000 ambassadors – educators, teachers, and learning facilitators – who co-create and validate game experiences that reflect real classroom needs.

Through Play Literacy, Happy Baobab is building a future where play is recognized as a lifelong learning tool that connects people, strengthens communities, and inspires growth.



Discover our games



Essen Novelties

Best Sellers

Puzzle games

Educational Games

Essen Novelties

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Introduction

Foxes, lions, and elephants gather as the Beastly Council comes to order! Play animal cards as Representatives or keep them as Supporters, and score big when your animals take the Chair. Build your coalition wisely and take control of the council!

Key points

- A highly strategic card game: every card can lead as a Representative or back them as a Supporter
- Outstanding replayability: varied scoring conditions and a different Chair every round mean no two games play the same
- Simple rules with explosive scoring combos and crucial timing

Box size: 100x150x40mm

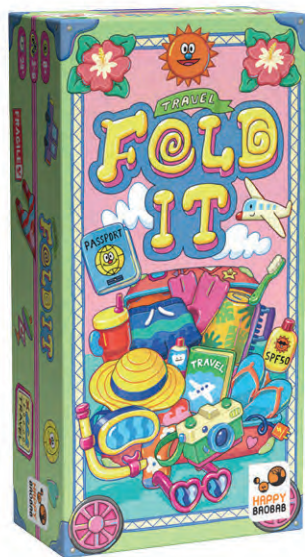


MSRP: \$18

TRAVEL FOLD IT

Game info: ⚡ Yohan Goh \ WEIRDOLLS

8+ 1-6 20'



MSRP: \$22

Introduction

Ready, set, pack! Flip the Luggage cards, pick one, and race to fold your cloth so only that card's items show. There is always one card fewer than there are players, so whoever is left behind has to wear the Burst Suitcase necklace! Simple rules and nonstop folding make it a perfect party game for the whole family.

Key points

- Everyone folds at the same time, so no one waits for a turn!
- One card fewer than players: don't get left behind!
- The Burst Suitcase necklace gives the last player a chance at a comeback bonus

Box size: 100x200x55mm



Game info: ⚡ Hisashi Hayashi \ Christopher Matt

8+ 2-5 30'

Introduction

On the beautiful island of Jeju, Haenyeo(Sea divers of Jeju) dive into the ocean to gather seafood. The deeper they go, the more they can collect—but if their connection is broken, they come back with nothing.

This game features tense mind games and beautifully crafted components, including acrylic sea diver meeples and an ocean game board that perfectly capture the theme.

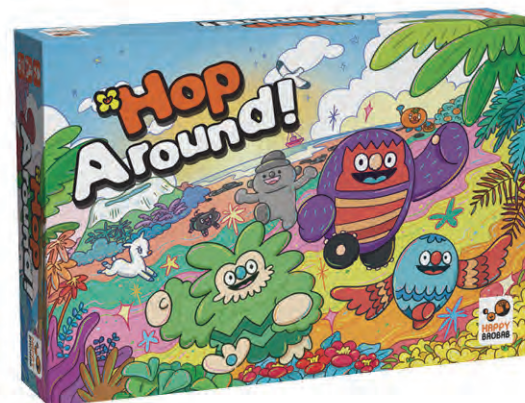
Key points

- Game mechanics that combine tense mind games with strategic decision-making
- Excellent replayability through a variety of scoring systems
- Beautiful game components, including acrylic Jeju sea diver meeples

Box size: 200x290x60mm



MSRP: \$29



MSRP: \$25

Introduction

"WEIRDOLLS" are three friends who live in a mysterious forest. There is Groovy, strong and always positive; Pokaku, calm and gentle; and Yoli, a little sensitive but warmer than anyone! In Hop Around! the WEIRDOLLS friends set off on a magical journey around Jeju together with a baby deer named "Baeroki." During their journey, they meet many special friends of Jeju, including Haenyeo the divers, camellia flowers, dolphins, and black pigs.

Key points

- Easy-to-understand Mancala-style rules
- Board game that captures the beauty of Jeju Island, Korea
- Collaboration with the charming WEIRDOLLS characters

Box size: 200x290x60mm



Introduction

Draw a tile and write the number on the subway line. The longer your ascending number sequences, the higher your score. Simple rules create big cheers and groans, making it perfect as a party game for both small groups and large crowds.

Key points

- Unlimited players at once!
- Rules explained in 1 minute!
- 4 Maps and 3 special tiles make the game more unpredictable

Box size: 100x200x55mm



MSRP: \$22



MSRP: \$20

Introduction

Piggy Yellow is a cooperative party game about matching colors through clever clues. Each round, one player becomes the leader, gives a clue without naming a color, and secretly chooses a color card. Everyone else tries to guess the leader's color by choosing a card from their hand. After six rounds, reveal all the cards. If everyone matched the leader's color in every round, you all win together! When you're unsure, the special Piggy Yellow card can help you out.

Key points

- A moment united by colors—Piggy Yellow!
- If all players' choices match, the mission is complete!

Box size: 100x200x55mm



MSRP: \$20

Introduction

In this game, strategy meets improvisation, just like in the heart of a jazz ensemble. In «Quintet», you'll draft and play cards that represent iconic jazz musicians—each with their own unique abilities and styles. On each turn, you carefully choose a musician from your hand to play on the table, instantly triggering their effects in the order of priority. Will your saxophonist steal the spotlight with a blazing solo, or will your drummer lay down a groove that throws your opponents off-beat?

Key points

- Extremely easy rules.
- From the designer of the award-winning game Trio!
- 1 card per turn mechanic

Box size: 100x200x55mm

Best Sellers

- Magic Keys 20
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Best Sellers



Introduction

An adventure of finding keys to unlock the treasure chest! The treasure chest will be opened if players find the true key.
Open the chest with magic keys to find gems! If you find the right key on the board, you can finally open the treasure! Collect as many gems as you can by finding the magic keys!

Key points

- Plays inside a beautiful box!
- 3D components and board.
- «Wow» effect when the chest opens.

Box size: 266x266x54mm



MSRP: \$25

Best Sellers



Fold-it

Game info: ⚡ Yohan Goh \ Agsty

7+ 1-4 20'



LAYERS+

Game info: ⚡ Yohan Goh & Dave Choi \ Agsty & Jang Sun Park

8+ 1-4 30'

Best Sellers



Introduction

Fold the best recipe with FOLD-IT! Only the chefs with the quickest hands and cleverest strategy can be the best! Will you be the most famous chef in town? The goal is to cook recipes the fastest, based on the order cards. When the order card is revealed, everyone starts cooking at the same time. In order to cook the order, each player takes their individual recipe cloth and folds it such that it only shows the items displayed on the order card.

Key points

- Competitive puzzle game
- Original components
- Folding cloth has never been so fun!

Box size: 180x180x60mm



MSRP: \$24

Introduction

Layers+ is a pattern building game that requires players to turn, flip, and overlap a set of five layers to complete the pattern shown on a mission card. The faster you complete the pattern, the higher your score will be.

Key points

- An innovative pattern building game
- For the whole family

Box size: 180x180x60mm



MSRP: \$22



Game info: ⚡ Yves Renou \ Sylvain Aublin

🍰 7+ 👤 2-4 ⌚ 15'

Game info: ⚡ Charles Chevallier \ Cyril Bouquet

🍰 7+ 👤 2-4 ⌚ 20'

Best Sellers



Introduction

There are vigorous beavers in the mountain valley. We need to make a cool and vertiginous tower for beavers to play at. Build a tower they want, and bring as many beavers as possible to the tower!
Build towers together, and try to achieve the same goal around the table. But be careful, the cards tell you how to use your fingers... or not!

Key points

- Different setups for infinite game options!
- Wooden components
- Stack the beavers on top, for bonus points!

Box size: 170x250x60mm



MSRP: \$25

Introduction

« This is the funniest dinosaur fossil site ever! » An enormous amount of dinosaur fossils have been found. Excavation experts from all over the world gathered to excavate dinosaur fossils. You will excavate and restore dinosaur fossils then become the best excavation expert. But be careful! The unstable excavation site may collapse!

Key points

- Play on the box!
- Build crazy dinosaurs
- A range of missions to increase replayability

Box size: 267x267x60mm



MSRP: \$23



Gone Fishing



Game info: ⚡ Ehal / Sylvain Aublin

7+ 2-4 30'



Introduction

Use different fish nets to gather as many fish as possible. Then, choose a fish to sell in the fish market to earn more points. You must have delicate skills to catch more fish without chasing them out of your net.

Key points

- Beautiful components!
- A game to play anywhere
- Amazing table presence

Box size: 265x265x60mm

MSRP: \$25



Game info: ⚡ Roberto Fraga & Sébastien Decad

8+ 3-6 30'

Introduction

No more worries about your artistic skills! You don't have to draw, now you can simply trace!

Trace your picture as fast as you can, then show your drawing to the others to guess the topic of your picture. You can skip the details if you want to finish fast!

However, once the original picture is covered, your drawing may look very different than the original image.

Key points

- A drawing game without drawing skills!
- Laugh maker.

Box size: 267x267x60mm



MSRP: \$29

PICK ME UP



Game info: ⚡ Dave Choi \ Florianne Becker

🍰 5+ 👤 1-4 ⌚ 15'



Introduction

Choose and pick up the tiles the dice represent using a super-cute BEE stick! Pick Me Up! was the proud winner of the Excellent Prize at the 2018 Korea Toy Association Awards. Now you can bring this award-winning game into your home.

Key points

- 4th version of our best selling game
- New design and new rules!

Box size: 290x290x50mm

MSRP: \$25



Game info: ⚡ Takuma Horikawa \ Valerie Buonfantino

🍰 5+ 👤 2-4 ⌚ 15'

Introduction

Flip the facedown dragon eggs and look for the same dragons. If you find eggs of the same kind, you can get more eggs at once, but you won't earn any points if you find a broken egg. Collect the majority of each numbered egg and earn bonus points! Gather as many eggs as possible to win the game.

Key points

- Small box
- Good replayability
- Collect the baby dragons!

Box size: 130x140x60mm (egg shaped)



MSRP: \$20



Game info: ⚡ Vincent Bonnard \ Cyril Bouquet

5+ 2-4 15'



Introduction

Dali is a fox and an artist. And when he first saw an egg, he immediately fell in love with its round, elongated and beautiful curves, eager to paint nice pictures on it. Players take turns at playing Dali's role, trying to steal eggs. To do so, roll each time three dice simultaneously and choose which color of eggs to steal. The players may pick the color which is not chosen before, or which of the eggs the farmer is not protecting. Once a player has successfully stolen an egg of the chosen color, they may keep trying to steal one more. But if they fail, all the eggs picked this round will be lost.

Key points

- Ready to play in 10sec
- Unique farm-shaped dispenser
- Eye-catching graphics!

Box size: 103x223x133mm



MSRP: \$25



Game info: ⚡ Anja Dreier-Brückner \ Camille Tisserand

3+ 2-4 10'

Introduction

Colorful adventure with Leena, the dotless Ladybug! A special board game that uses a ladybug plush and fairy tale storybook together! The first player puts the ladybug on their hand and the next player rolls the dice. If the dice shows color, the player puts the corresponding color token on the ladybug. If the dice shows a ladybug, the ladybug will be moved to the player who just rolled the dice. Play continues until the ladybug gets seven colored tokens on her back, and the player with the ladybug doll wins the game.

Key points

- A cute game for bedtime stories!
- Make Leena fly from wrist to wrist

Box size: 190x190x70mm



MSRP: \$24



Game info: ⚡ Tori Hasegawa \ Ian Parovel

🍰 8+ 👤 3-5 ⌚ 30'



MSRP: \$15

Introduction

TonTon is a trick-taking card game. Unlike a typical trick-taking game, the objective is not necessarily to win many tricks. The players must play strategically for each round's mission. If you bust you can't win the points! Sometimes you have to win many tricks, but sometimes you have to win specific colored cards or try to win the fewest tricks. Also, you can win '6' cards that give bonus points at the end of the game.

Key points

- Super compact game
- Original size cards

Box size: 42x166x40mm



Game info: ⚡ Susumu Kawasaki \ Christopher Matt

🍰 8+ 👤 3-4 ⌚ 40'

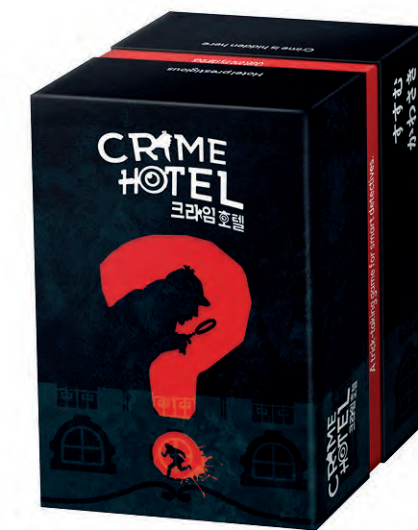
Introduction

Each turn all players play a card in front of them. The players that placed the highest or the lowest numbered card get an opportunity to make a guess by placing their meeples on the board. The others get a chance to use assistance actions at the police station. At the end of the investigation, players score points based on their guesses. After 3 investigations have been completed, the player with the most points wins the game.

Key points

- Cloth board, easy storage & small box!
- Combination of trick-taking and deduction

Box size: 154x104x94mm



MSRP: \$22

Puzzle games

- The Tetra Tower 36
- The Tetra Machines 37
- Captain Tetra 38
- Lead The Sheep! 39
- The Codex Doors 40
- The Codex Bank 41





MSRP: \$20

Introduction

Each paper sheet is a new puzzle. For the first levels, you're helped with identical colors and shapes. But things get serious when you flip to the next level and you only have colored workers to fit inside your hollowed pieces.

How will you manage to fit them all inside of the box? It's up to you to discover these 38 amazing challenges.

Key points

- Easy to learn for all
- 38 challenges
- Small box with premium quality

Box size: 180x180x40mm



Introduction

Justine, Gavin and Turbine, our brilliant inventors, have designed revolutionary machines. But unexpected obstacles prevent them from completing their creations. A cog is missing here, a light bulb there. Your mission is to place the tetrominoes correctly to activate the mechanisms and solve the technical puzzles. Will you be able to rise to the challenge and make their inventions work?

Key points

- Extends the Tetra Tower challenges
- 38 all new puzzles
- Small box with premium quality

Box size: 180x180x40mm



MSRP: \$20



Introduction

Justine, Gavin and Turbine banded together to protect the ship from Captain Tetra's attack! Who will emerge victorious in this maritime duel between geniuses and cunning gunners?

Key points

- Exciting duel mode!
- 40 all new puzzles.
- Twice the fun!

Box size: 280x190x50mm



MSRP: \$25

Introduction

In this puzzle, Justine, Gavin, and Turbine face a new challenge! Sheep on the lam, wolves on the prowl, and a barn beckoning for safety. Get ready to save the day in the fewest moves!

Key points

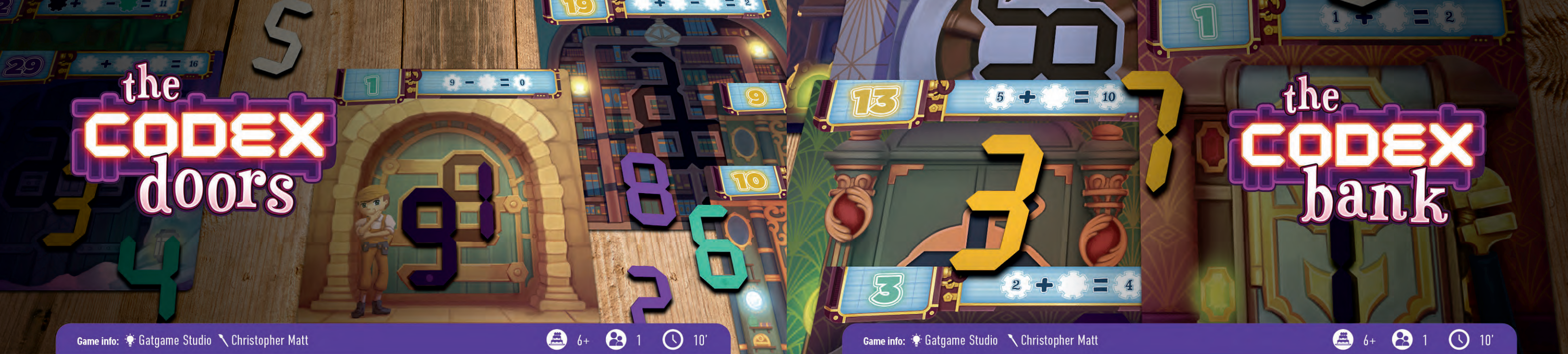
- Very original concept
- 40 puzzles for the whole family
- Cute wooden pawns!

Box size: 180x180x40mm



MSRP: \$20





MSRP: \$20

Introduction

Justine, Gavin and Turbine are in a maze of mysterious doors. Each lock seems similar, but by solving the equations on the mission cards using the digit blocks, you can open them! Help the team get out of the maze by reaching the last level!

Key points

- Combine math and observation
- 48 original challenges

Box size: 180x180x40mm

Introduction

Mr. Banks, a distinguished banker, finds himself in a perplexing predicament. He has unwittingly scrambled the keys, leaving him unable to discern which key unlocks which chest. His wealth is at stake.

Mr. Banks urgently requires Justine, Gavin, and Turbine's assistance to restore order to his vaults.

Will you rise to the challenge and help untangle this key mystery?

Key points

- Combine math and observation
- 48 new challenges!

Box size: 180x180x40mm



MSRP: \$20

Puzzle games

Educational Games

- Follow Me 44
- SemSem Series 46
- Go Fish Series 52





Game info: Marie & Wilfried Fort Nathalie & Rémi Saunier \ Christopher Matt

7+ 2-4 20'

Introduction

Step into the Magic Portal and become an Adventurer of Knowledge! Everyone plays at the same time, racing to spot or work out the hidden element in the central image and claim a Gem of Knowledge. With over 50 challenges across mathematics, language, and general knowledge, every game is a brand-new adventure on the way to the Star of Wisdom.

Key points

- Visual observation and logical deduction
- Math, language, and general knowledge through number, letter, and word sequences
- 50+ challenges with star-rated difficulty levels for repeated play
- First player to reach the Star of Wisdom wins

Box size: 260x345x50mm



MSRP: \$24

Educational Games

SemSem Arithmetic Learning Series

Over 500,000 copies sold – a long-selling arithmetic game series from Korea.

“SemSem” is a cute Korean word that refers to basic arithmetic.

Children build a strong foundation in the four operations while they play.

MSRP: \$25



Number Fun



4+ 1-4 30'

Introduction

Beginner's number & quantity game for young learners.

Learning Focus

- Understanding numbers 1–10 and quantity
- Comparing bigger and smaller numbers
- Simple addition and making 10
- Building confidence with early arithmetic

Box size: 320x230x58mm





6+ 2-4 30'



Introduction

Add, subtract, and race to complete your pizzas!

Learning Focus

- One- and two-digit addition and subtraction
- Using equations to move around the kitchen board
- Collecting the right toppings through correct answers
- Goal-oriented play: first to complete 3 pizzas wins

Box size: 320x230x58mm



7+ 2/4 30'



Introduction

Players learn the multiplication tables while playing a tennis game.

Learning Focus

- Multiplication / times tables
- Creating multiplication sentences with number cards
- Using cards strategically to send the ball deep into the opponent's court
- Reducing the opponent's stamina to zero to score points

Box size: 320x230x58mm



8+ 2-4 30'



8+ 2-4 30'



Introduction

Speed down the snowy slope using division.

Learning Focus

- Division using quotient and remainder
- Choosing correct answers to move along the toboggan track
- Race-style gameplay that motivates repeated practice
- First player to cross the finish line wins

Box size: 320x230x58mm

Introduction

Master mixed operations on a thrilling rollercoaster ride.

Learning Focus

- Mixed operations: addition, subtraction, multiplication, and division
- Building correct equations with number and operator cards
- Using more cards for bigger rewards and faster progress
- Strategic planning to reach the goal before other players

Box size: 320x230x58mm



Go-Fish Card Game Series

Over 1,000,000 copies sold in Korea.

The Go-Fish series helps children learn languages as well as keywords and basic concepts in social studies and science through simple, familiar card play.

MSRP: \$10



GO FISH!

English

Introduction

Fun picture-word matching for early English learners.

Learning Focus

- Basic English vocabulary and everyday words
- Simple phrases through repeated usage
- Matching pictures and words to support memory
- Communicative play that encourages speaking words

Box size: 76x96x67mm

Noun, Verb, Adjective, Sentence, Home, School, Travel, My Town, Theme Park, Supermarket



Science



Introduction

Discover animals, plants, and nature with simple cards.

Learning Focus

- Animals, plants, and basic life science
- Natural environments and simple scientific ideas
- Visual recognition of scientific concepts
- Curiosity-driven questioning during play

Box size: 76x96x67mm

Invention, Dinosaur

Social Studies



Introduction

Explore people, jobs, and communities through play.

Learning Focus

- Community roles and occupations
- Everyday life in the neighborhood and town
- Understanding how people work and live together
- Social studies concepts presented in a child-friendly way

Box size: 76x96x67mm

Countries & Capitals, Occupations, Jeju Island,
Great Figures of Europe, Great Figures of Asia,
Great Figures of the Americas & Africa, Great Figures of Korea

Korean Alphabet(Hangeul)



Introduction

A playful first step into Korean letters.

Learning Focus

- Korean consonants and vowels (Hangeul)
- Simple words connecting letters to images
- Early literacy skills for beginner readers
- Repetition that makes letter recognition natural

Box size: 76x96x67mm

Textbook Series



Introduction

Social Studies and Science learning content for Korean elementary school grades 3-6

Learning Focus

- Content organized by semester
- Learning key terms and core concepts
- Practical use in actual school settings
- Linked learning through games and workbooks

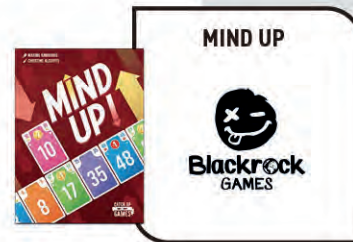
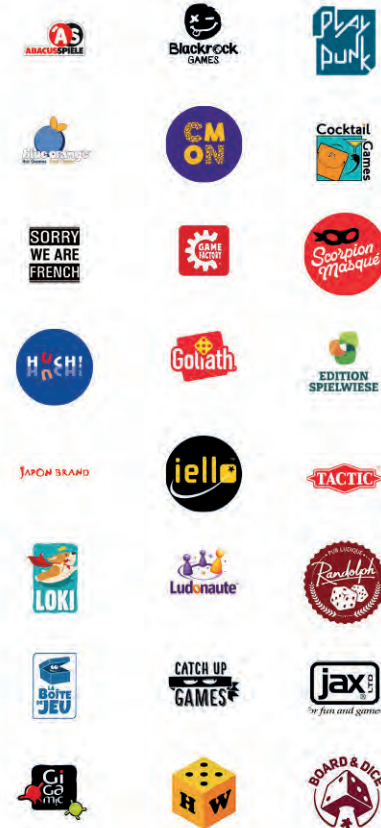
Box size: 76x96x67mm

Workbook size: 210x297mm

Partners

They have trusted us to represent them in Korea.

Our main partners' games are imported, translated and distributed throughout South Korea.



English website
<https://spiel26.happybaobab.biz>

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