

THE SMUGGLER KING



Based on a true story

3 x 50' limited series

Created by Bjarne O. Henriksen

He could outsmart the law. He couldn't outrun the cost.

THE HOOK



A brilliant working-class Dane turns himself into the king of cigarette smuggling — building a criminal empire through nerve, ingenuity and theater — while risking the only thing he truly loves: his daughter.

Based on a true story • Darkly funny • *Premium crime saga* • Father-daughter heart

LEON OWILD



Smuggler. Showman. Survivor.

Beaten as a boy, Leon learns to turn humiliation into cunning. As an adult, he builds a smuggling kingdom by thinking faster than everyone around him.

Charismatic, reckless and unexpectedly tender, he is the kind of antihero audiences cannot stop watching.

Inventive • Reckless • Magnetic • Funny • Wounded



LAURA

The heart of the series



Leon can lie to Customs, police and rivals.
He cannot lie to his daughter forever.
Laura gives the series its soul — and turns
every criminal victory into an emotional risk.

“*You don’t need this anymore.
But I do.*”

— Laura



WHY IT WORKS



Every victory creates
the next disaster.

Leon always outsmarts
the system — until the cost
becomes personal.

The cat-and-mouse fun is
powered by an emotional
father-daughter story.

A premium crime saga that is as entertaining as it is moving.

THE WORLD



1970s Denmark: harbors, ferries, wet streets, cigarette smoke, Copenhagen glamour.



The Baltic underworld: beach landings, false identities, customs chases, criminal theater.



Communist Poland: secret police, black Volgas, Młynska 1, a prison nightmare.

Darkly funny • Cinematic • Tense • Emotional



POLAND

Heat. Pressure. A trap closing in.



In Communist Poland,
the game changes.

Deals are made through
sweat, nerves and mistrust.

The sauna scene captures the
series at its most strange, tense
and unforgettable.

From criminal swagger to Eastern Bloc nightmare.



THE TUGBOAT BATTLE



A tug loaded with contraband
heads into darkness.

The Danish coast guard closes in.

What begins as a smuggling run
explodes into a full-scale
maritime chase.

Audacious. Chaotic. Unforgettable.

A signature set piece in a true-story crime saga.



BELLEVUE

A vibrant, sun-drenched beach scene at Bellevue Strand. In the foreground, a man with dark hair and a mustache, wearing a dark blue shirt and shorts, wades through the shallow water. He is holding a cigarette in his mouth and reaching out with his hands. To his right, a woman in a patterned bikini and sunglasses is also wading, holding a wooden crate labeled "M-M CIGARETTES". Other people in swimwear are visible in the water and on the beach, some also holding similar crates. In the background, a speedboat is beached, and a large crowd of people is gathered on the sand. A sign on a building in the distance reads "BELLEVUE STRAND". Two Danish flags are visible on poles. The overall atmosphere is one of a busy, crowded summer day.

A daylight smuggling miracle.



Leon stages the impossible
in broad daylight.

When his speedboat runs aground,
sunbathers become an unloading chain.

Hundreds of bath guests pass
cigarette cases hand to hand
from sea to shore.

Crime theater at its funniest and most audacious.

3 EPISODES



EPISODE 1 — THE LIST

A battered boy becomes an audacious smuggler. Leon breaks from his bosses and pulls off his first great victory — but his daughter gets closer to the truth.



EPISODE 2 — ACTION

At the height of his powers, Leon stages outrageous operations and humiliates Customs in public. Then the system closes in — and Laura's savings disappear.



EPISODE 3 — MŁYŃSKA 1

Betrayal leads Leon into Communist Poland and the nightmare of Młynska 1. In prison, he fights to survive and finally faces what his life has cost.

Based on a true story • Darkly funny • Premium crime saga • Father-daughter heart

POSITIONING



For audiences who love:



CATCH ME IF YOU CAN

A charismatic rogue always one step ahead.



CLARK

Scandinavian swagger, criminal audacity and dark wit.



MIDNIGHT EXPRESS

The terror of a foreign prison system.

THE SMUGGLER KING combines the thrill of the chase with the emotional truth of a father-daughter story.



WHY NOW



Based on a true story with built-in authenticity.



A fresh Scandinavian period-crime world rarely seen on screen.



A complete 3 x 50 limited series with bingeable momentum and a satisfying ending.



A bigger-than-life antihero anchored by real emotional stakes.

Premium crime. True-story roots. Emotional payoff.

CREATOR



BJARNE O. HENRIKSEN



Creator of *Gøngehøvdingen*,
one of Denmark's highest-rated action series.



Silver Nymph winner at Monte Carlo
for Eddie Holm's *Second Life*.



Writer of *Ørnens Øje / Eye of the Eagle*.



THE SMUGGLER KING is a premium limited series based on a true story.

Darkly funny. Deeply human. Impossible to forget.