

whyj contents



Rep. YJ LEE

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Contents Business History

2022 ~ whyj contents/ animation • characters global IP business

2018 ~ CJ ENM/ Global • Digital Business Team Manager

2013 ~ ROI VISUAL/ Global Business Asia • America Senior Manager

2012 ~ whyj contents/ Animated TV series distribution






Note:

- <Shinbi's Haunted House> Global Media-Licensing & Digital Business (Films, MD, YT, Mobile Games)
- <ROBOCAR POLI> Global Branding: Asia-America Senior Manager (Films, MD, Toys, Marketing)
- <Pucca>, <Rainbow Ruby>, <Robot Trains> Asia-America Territory Media-Merchandising
- Animated TV series Local Distribution: <Waybuloo>, <Stella and Sam>, <Jelly Jamm>, <Yup Yups>, <The Day Henry Met>, <Pikkuli>, <Poppy Cat>, <Space Racers>, <Ella Bella Bingo>, <Bruno Banana Bunch>

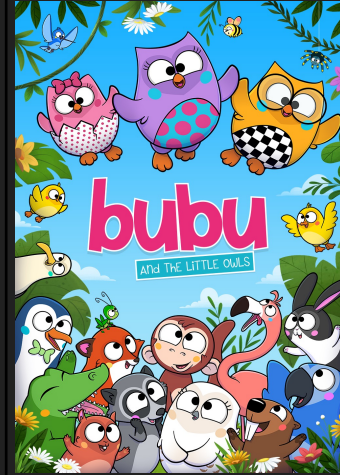
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IP Highlights: Animated Series

 <p>RISEMAN</p>	 <p>DINOPWERS</p>	 <p>DINOMAN Time Expedition</p>	 <p>K-POP ACTION HERO 3D ANIMATION BASITION 베스티언즈</p>	 <p>JURASSIC COPS</p>
<p>RiseMan</p>	<p>Dino Powers</p>	<p>Dinoman</p>	<p>BasTionS</p>	<p>Jurassic Cops</p>
<p>For Global (Excluding China, Indonesia & SAARC) *Produced in 2023</p>	<p>For Global (Excluding China, Taiwan, Indonesia) *Produced in 2022</p>	<p>For Global (excluding China) *Produced in 2022</p>	<p>For Global (Excluding Japan) *Produced in 2023</p>	<p>For Global (excluding China, HK, Taiwan, Thailand and Vietnam)</p>

IP Highlights: Animated Series



Bread Barbershop

Robocar POLI

Hero Circle

Bubu
and the little Owls

Big Five

For Taiwan,
Thailand

For US, Canada,
LATAM & SEA

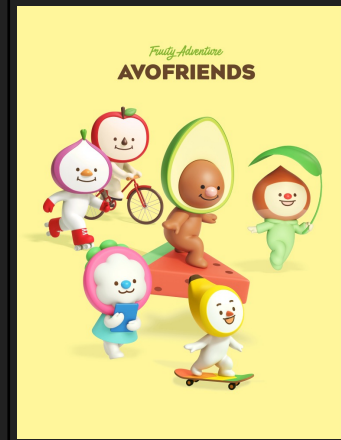
For EU & SEA

For ASIA
(excluding China &
Japan)

For Global
(Excluding Indonesia
& Vietnam)

IP Highlights: Animated Series

Character IP



Super Duper Friends

Jodysey

OVADA ink

Torong
(feat. Earth Arcade)

AVOFRIENDS

For Global

For Global

For Global

For Global

For Global
(excluding China,
Taiwan, HK, Thailand)

Global Overview

-N. America-

USA: 

-S. America-

Argentina: 

Paraguay: 

Uruguay: 

Bolivia: 

-Europe-

East EU:    

Italy: 

UK: 

-ASIA-

Taiwan:    

Hong Kong:   

Thailand:   

Singapore:  

Malaysia: 

Indonesia:  

Philippines:  

Cambodia:  

Korea: 

Media only:   

Merch only: 

Media & Merch:    

Global MKT Overview (2023)



FROSTY HOLIDAY MAGIC
@ UOL MALLS
17 NOV - 31 DEC 2023

GIFTING GALORE

- Redeem exclusively designed Drawing Gift Bag with \$50 spent. Max. 3 everyday card redemptions.
- Redeem a Robocar Poli Thermal Flask with \$200 spent. Max. 3 everyday card redemptions.
- Redeem a Collectible Ceramic Dishware with \$350 spent. Max. 4 everyday card redemptions.

UOL CARDS & U-POPP MEMBERS EXCLUSIVE
Additional \$5 UOL E-Voucher with \$200 spent. Max. 3 everyday card redemptions. Available to UOL Cards, UOL E-Voucher, UOL Rewards, UOL Points, UOL Miles, UOL Miles+ and UOL Miles+ Rewards. Not available for UOL Miles+ Rewards.

FREE MALL SHOWS WITH MEET & GREET
Join us in a fun holiday themed show that is not to be missed!
7 - 17 December 2023
Tue - Fri: 4pm & 7pm
Sat - Sun: 1pm, 4pm & 7pm
@ UOL MALLS (UOL Mall)

U-POPP CHARITY SALE
#1 - 17 December
Get extra 50% off on products like Apple, Samsung, Sony and more more! U-POPP Members can redeem for up to \$200 off on their purchase. Max. 10% off per transaction. All proceeds will be donated to Greening Our World. Visit www.uopp.com.sg for more details.

KIDS' WORKSHOPS
#1 - 17 December
Spent \$50 to receive a Workshop E-Ticket (X1) 'Save Jack A Lot'!

FIND OUT MORE AT WWW.UNITEDSQUARE.COM.SG

U-POPP

United Square
the learning mall

UOL MALLS
+More
KINEX • UNITED SQUARE • VELOCITY • MOVENA SQUARE

IP: Robocar POLI

Category: Shopping Mall Event

Period: 17th Nov – 31 Dec. 2023

Place: United Square, Kinex

Program: Theme, Stage Show, Premiums



Global MKT Overview (2023)



IP: Dinoman

Category: On-ground Event

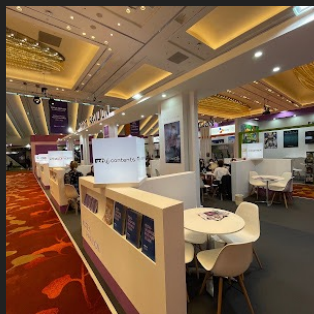
Period: 22 Oct. 2023

Place: Huashan1914 Creative Park (in Taipei)

Program: Meet&Greet, with Yoyo Idol



Global Market Presence



ATF 2022
(Singapore)



ATF 2023
(Singapore)



Licensing Expo 2023
(Las Vegas)



BCWW 2023
(Seoul)



MIPCAN 2023
(Cancun)



K-Content Expo in UK
2023, (London)



K-Content Expo in Thailand
2023, (Bangkok)

Coming up Next: MIPCOM 2024, K-expo 2024,
Licensing Expo 2024, BLE 2024, ATF 2024