

SLL

Studio LuluLala

Introduction 03

Overview 04

Brand Story 05

History 06

Awards 07

Business 08

Portfolio 10

Labels 22

Long Live the Story

**SLL
is a collective of people
who create stories.**

SLL took the first step towards becoming a global major studio by changing its name from JTBC Studios to SLL in 2022.

As a multi-dimensional studio covering all aspects of the content business from development to production, investments, and distribution, we are expanding the horizon for K-content.

We have produced mega-hit shows such as SKY CASTLE, THE WORLD OF THE MARRIED, and ITAEWON CLASS as well as OTT series including HELLBOUND and ALL OF US ARE DEAD that captured the global audiences' attention.

Furthermore, we are trend-setters in the feature and digital spaces, creating content that is not bound to specific platforms and existing formats. Through strategic partnerships with global streamers and studios, as well as the production of international remakes, we are making a strong footprint in the competitive content market.

SLL hopes to tell exciting stories that captivate audiences around the globe and transcend the traditional boundaries of time and space. With the change of our company name, we will become a boundless and fierce studio much different from those that exist today.

World's Leading Creative Studio

338

Produced Titles



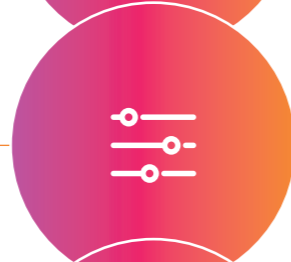
179

Creators



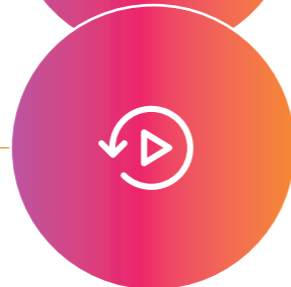
15

Subsidiaries



1.8B

Digital Viewerships



*As of January 2022

NAME	SLL	EMPLOYEE	250
CEO	Jung Kyung-moon	FOUNDED	September 1, 1999
SERVICES	Production, Distribution	HQ	38, Sangamsan-ro Mapo-gu, Seoul

SLL

Studio LuluLala

We wish your world to be filled with more happiness

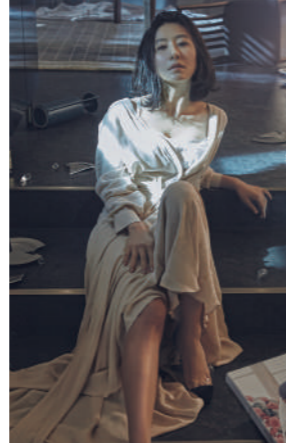
SLL is the abbreviated term for STUDIO LULULALA. The word "Lululala" conveys moments of excitement but its exact definition cannot be found anywhere... not even in a dictionary.

"Lululala" is an expression used to convey moments of excitement, pure joy and curious anticipation for the future. SLL produces content that incites such "lululala" moments; we hope to deliver this sentiment to everybody around the world with our stories, no matter what language they speak.

SLL wishes to imbue the global audiences' daily lives with more happiness, joy, and laughter.



History



1999 2000

1999. 09 Founded 'Cyber JoongAng'

2000. 03 Renamed to 'Joins.com'

2007. 05 Established production company 'Drama House'

2010

2011. 12 Established distribution and sales company 'J Content Hub'

2014. 03 'Drama House' M&A

2014. 05 TV series SECRET AFFAIR recorded highest-rating 6.6%

2016. 06 Renamed 'J Content Hub' to 'JTBC Content Hub'

2017. 04 TV series STRONG GIRL BONG-SOON recorded highest-rating 10.3%

2017. 07 Launched digital content studio 'Studio Lululala'

2018. 05 TV series SOMETHING IN THE RAIN recorded highest-rating 8.3%

2018. 09 Digital content WASSUP MAN reached 1 mil. subscribers on Youtube

2018. 11 TV series SKY CASTLE recorded all-time cable TV highest-rating 24.6%

2018. 12 TV series SOMETHING IN THE RAIN won Presidential Commendation at Korean Contents Awards

2019. 03 TV series THE LIGHT IN YOUR EYES recorded highest-rating 12.1%

2019. 08 Made investment in shares of production company 'How Pictures'

2019. 09 Made investment in shares of production company 'Zium Content'

2019. 09 WORKMAN Youtube channel reached 10 mil. views and reached 3 mil. subscribers

2019. 10 Made investment in shares of production company 'n Pio Entertainment'

2019. 11 Signed strategic partnership with Netflix

2019. 12 Acquired production companies 'BA Entertainment' and 'Perfect Storm Film'

2019. 12 WORKMAN Youtube channel voted for #2 in Global Top 10 Breakout Creators

2020

2020. 02 Renamed 'JTBC Content Hub' to 'JTBC Studios'

2020. 03 TV series THE WORLD OF THE MARRIED recorded all-time cable TV highest-rating 31.7%

2020. 03 TV series ITAEWON CLASS recorded highest-rating 18.3%

2020. 05 Established CG/VFX studio 'Vird Studio'

2020. 12 Acquired production company 'Anthology Studios'

2020. 12 Merged 'J Contentree' with 'JTBC Studios'

2021

2021. 01 Joined joint venture 'TVING' with CJ ENM

2021. 06 Acquired production company 'Studio Phoenix'

2021. 07 Acquired US production company 'wiip'

2021. 08 Made investment in shares of non-scripted production company 'Studio Slam'

2021. 07 Acquired production companies 'Production H', 'Zium Content' and 'Climax Studio'

2021. 11 Climax Studio's HELLBOUND reached global #1 in Netflix [11 consecutive days]

2022

2022. 02 Film Monster's ALL OF US ARE DEAD reached global #1 in Netflix [15 consecutive days]

2022. 03 Made investment in shares of production company 'Betty & Creators'

Awards



2018

2018. 05

2018. 09

Web Series A PERSON YOU MAY KNOW won the Gold Prize at Houston Int'l Film Festival

WASSUP MAN won Entertainment - Excellence Award at New Media Contents Awards

2019

2019. 01

2019. 05

SOMETHING IN THE RAIN won Best Drama Series at Asian Television Awards

SKY CASTLE won several awards, including Prime Minister Citation at KCCBA

SOMETHING IN THE RAIN won Korean Wave - Excellence Award at KCCBA

WASSUP MAN received Web Content - Excellence Award at KCCBA

WORKMAN won Entertainment - Best Program prize at New Media Contents Awards

SKY CASTLE won Best TV Drama prize at Korea Drama Awards

2020

2020. 01

2020. 06

SKY CASTLE won Best Drama Series at Asian Television Awards

THE WORLD OF THE MARRIED won Best TV Drama Director prize at Baeksang Arts Awards

wiip's DICKINSON won Entertainment - Peabody Awards

ITAEWON CLASS won Mini-Series Silver Bird Prize at Seoul Int'l Drama Awards

Studio Lululala won Special Prize at New Media Contents Awards

THE WORLD OF THE MARRIED won Best Creative Prize at Asia Contents Awards

2020. 10

2021

2021. 01

2021. 05

2021. 09

2021. 10

ITAEWON CLASS won the Best Drama Series at Asian Television Awards

ITAEWON CLASS won The Drama of the Year at 2020 APAN AWARDS

BEYOND EVIL won Best TV Series, Best Screenplay, Best Actor at Baeksang Arts Awards

wiip's MARE OF EASTTOWN won 4 Emmy awards [Outstanding Lead Actress, Outstanding Supporting Actor, Outstanding Supporting Actress, Outstanding Production Design]

MISSING CHILD won Grand Prize, Best Director, Best Actor at Seoul Drama Awards

MISSING CHILD won Grand Prize, Best Director, Best Actor at Seoul Drama Awards

2021. 10

2022

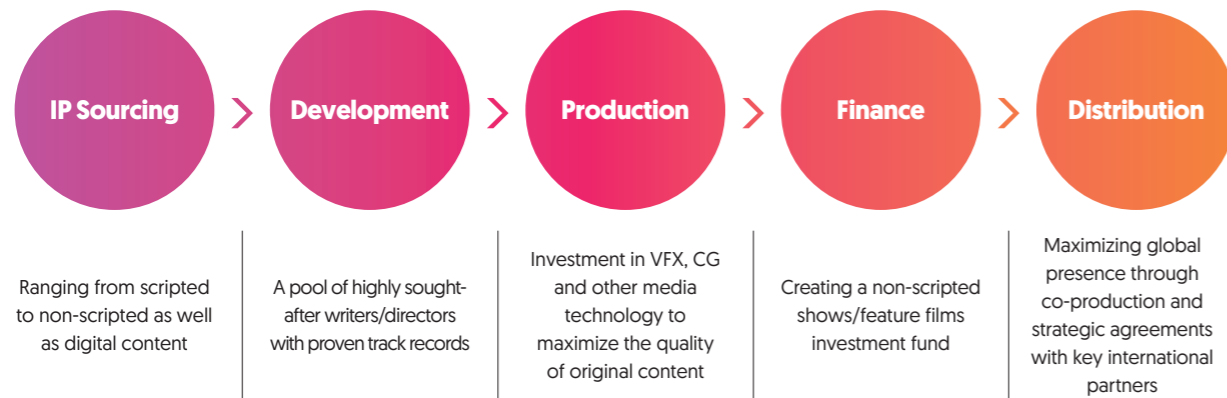
2022. 01

wiip's MARE OF EASTTOWN won Best Actress [mini series or motion picture for TV] at Golden Globe Awards

at Golden Globe Awards



A fully integrated studio model from production to distribution



PRODUCTION

SLL produces contents for various platforms with Korea's best creators from TV series, feature films, OTT series, non-scripted shows, and digital contents.



DISTRIBUTION

SLL is increasing its market share through distribution alliances with Korean major TV networks and global streamers such as Netflix and Disney+.



GLOBAL BUSINESS

SLL is developing global remakes of SLL's mega-hit IPs throughout the world. With production company wiip, SLL is emphasizing its presence in the US market.



LICENSE

By exploiting its extensive library IP's, SLL is diversifying its business areas into soundtracks, merchandising, live concerts and so on.



SING AGIN

OST

TV SERIES

We are trend-leaders who create polished content that strikes high viewership ratings and generates media buzz.



ITAEWON CLASS

Director Kim Sung-yoon
Writer Jo Gwang-jin
Cast Park Seo-joon, Kim Da-mi, Yoo Jae-myung, Kwon Nara
Release 2020.01.31 ~ 2020.03.21 (JTBC)

Highest Rating 18.3%



REBORN RICH

Director Jung Dae-yoon
Writer Kim Tae-hee, Chang Eun-jae
Cast Song Joong-ki, Lee Sung-min, Shin Hyun-been
Release 2022 Q4 (JTBC)

SKY CASTLE

Director **Jo Hyun-tak**
 Writer **Yoo Hyun-mi**
 Cast **Yum Jung-ah, Jung Joon-ho,
 Lee Tae-ran, Choi Won-young**
 Release **2018.11.23 ~ 2019.02.01 (JTBC)**

Highest Rating 24.6%



THE WORLD OF THE MARRIED

Director **Mo Wan-il**
 Writer **Joo-hyun**
 Cast **Kim Hee-ae, Park Hae-joon,
 Han So-hee**
 Release **2020.03.27 ~ 2020.05.16 (JTBC)**

Highest Rating 31.7%
 Recorded highest average rating on cable television



MY LIBERATION NOTES

Director **Kim Sok-yun**
 Writer **Park Hae-young**
 Cast **Lee Min-ki, Kim Ji-won,
 Son Suk-ku, EL**
 Release **2022.04.09 ~ 2022.05.29 (JTBC)**



SOMETHING IN THE RAIN

Director **Ahn Pan-seok**
 Writer **Kim Eun**
 Cast **Son Ye-jin, Jung Hae-in**
 Release **2018.03.30 ~ 2018.05.19 (JTBC)**



FILM

We are home to top-notch film production companies that create films that are both commercially and artistically praised.



ASHFALL

Director **Lee Hae-jun, Kim Byung-seo**
 Cast **Lee Byung-hun, Ha Jung-woo, Lee Don, Jeon Hye-jin, Bae Suzy**
 Prod Co. **Perfect Storm Film**
 Release **2019.12.19**
 Admissions **8,252,669**



THE ROUNDUP

Director **Lee Sang-yong**
 Cast **Lee Don, Son Suk-ku, Choi Guy-hwa**
 Prod Co. **BA Entertainment**
 Release **2022.05.18**
 Admissions **12,700,000**

INTIMATE STRANGERS

Director **Lee Jae-kyoo**
 Cast **Yoo Hae-jin, Cho Jin-woong, Lee Seo-jin, Yum Jung-ah, Kim Ji-soo, Song Ha-yoon, Yoon Kyung-ho**
 Prod Co. **Film Monster, Drama House**
 Release **2018.10.31**
 Admissions **5,294,119**



THE GANGSTER, THE COP, THE DEVIL

Director **Lee Won-tae**
 Cast **Lee Don, Kim Mu-yeol, Kim Sung-kyu**
 Prod Co. **BA Entertainment**
 Release **2019.05.15**
 Admissions **3,364,360**



2019 Cannes Film Festival Midnight Screenings Premiere
 2019 Fantasia Int'l Film Festival Best Action - Audience Award

DIGITAL/NON-SCRIPTED

Korea's No.1 Cross-media Studio 'SLLDLAB'

1.7 bil. Views (As of March 2022)
 9.2 mil. Subscribers (As of March 2022)
 Won 2020 Ministry of Culture, Sports and Tourism - New Media Content Special Award



2.3 mil. Subscribers
 330 mil. Views



3.8 mil. Subscribers
 820 mil. Views



1.6 mil. Subscribers
 2 bil. Views

SING AGAIN Season 1, 2

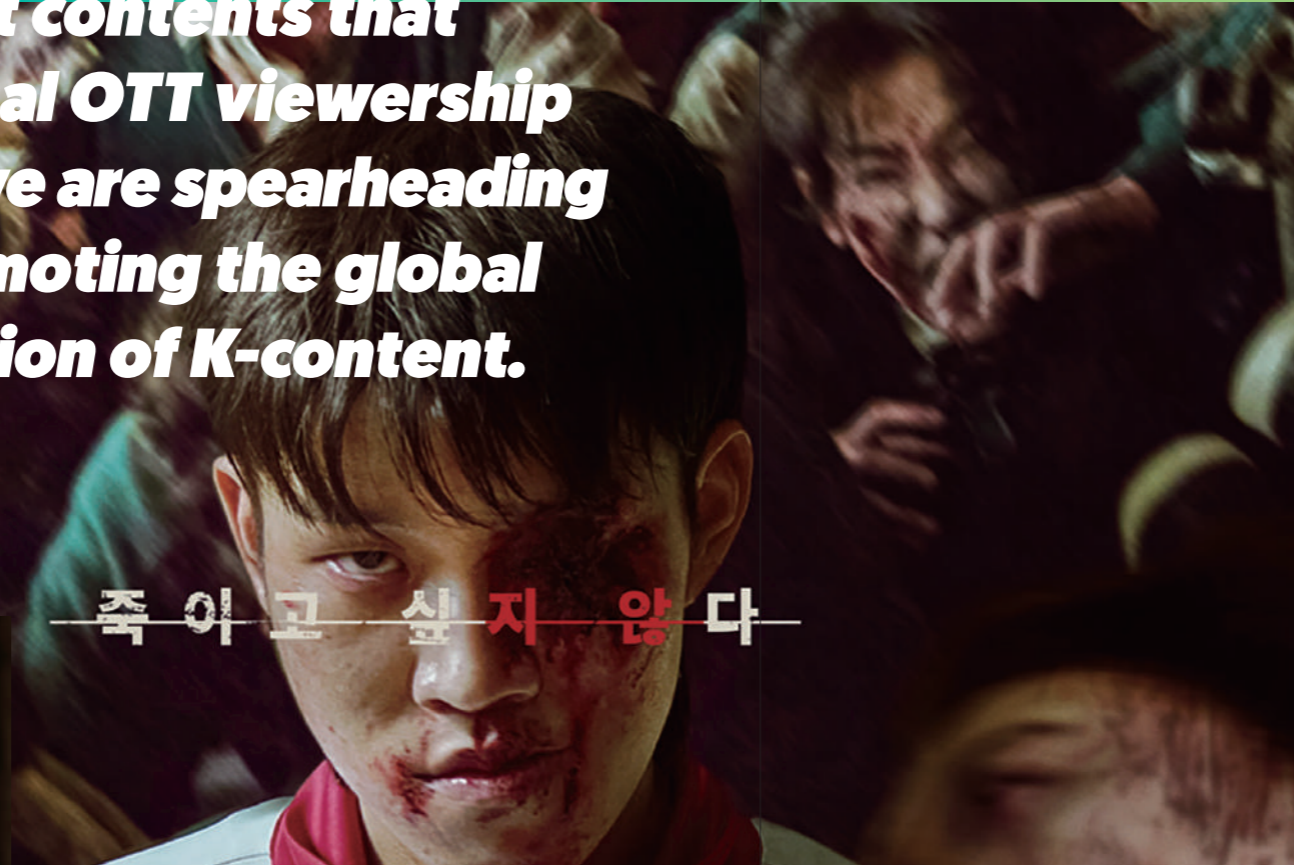
Showrunner **Yoon Hyun-joon**
 Prod Co. **Studio Slam**

Highest Rating 11.8% [S1], 8.7% [S2]



ORIGINAL SERIES

By producing mega-hit contents that top global OTT viewership charts, we are spearheading and promoting the global recognition of K-content.



ALL OF US ARE DEAD

Director **Lee Jae-kyoo**
 Writer **Chun Sung-il**
 Cast **Park Ji-hu, Yoon Chan-young, Cho Yi-hyun, Lomon, Lee Yoo-mi**
 Prod Co. **Film Monster**
 Release **2022.01.28 (Netflix)**

2nd Non-English language series to be No.1 on Netflix



HELLBOUND

Director **Yeon Sang-ho**
 Writer **Yeon Sang-ho, Choi Gyu-seok**
 Cast **Yoo Ah-in, Kim Hyun-joo, Park Jeong-min**
 Prod Co. **Climax Studio**
 Release **2021.11.19 (Netflix)**

2021 Toronto Int'l Film Festival "Primetime program of TV Series" Premiere



D.P.

Director **Han Jun-hee**
 Writer **Kim Bo-tong, Han Jun-hee**
 Cast **Jung Hae-in, Koo Kyo-hwan**
 Prod Co. **Climax Studio**
 Release **2021.08.27 (Netflix)**



**SHARK :
THE BEGINNING**

Director **Chae Yeo-jun**
 Writer **Minzy**
 Cast **Kim Min-suk, Wi Ha-Joon**
Jung Won-chang
 Prod Co. **SLLDLAB**
 Release **2021.06.17 (tvING)**



MARE OF EASTTOWN

Director **Brad Ingelsby**
 Writer **Craig Zobel**
 Cast **Kate Winslet, Julianne Nicholson, Jean Smart,**
Angourie Rice, David Denman, Neal Huff, Guy Pearce,
Cailee Spaeny
 Prod Co. **wiip**

2021 Primetime Emmy Awards 16 nominations, 4 wins
 2022 Golden Globe Awards 2 nominations, 1 win

We introduce to you SLL's production labels.

SLL is expanding the horizon for K-contents with its prolific production labels.

SLL currently owns 15 production labels, including U.S. based production company wiip.

SLL
Studio LuluLala

Anthology Studios
 CEO/President
Choi Jae-won
 Filmography
COBWEB

wiip
 CEO/President
Paul Lee
 Filmography
MARE OF EASTTOWN,
DICKINSONI

PRODUCTION H
 CEO/President
Hwang Chang-woo
 Filmography
HOMEMADE LOVE STORY,
HIGH CLASS

DRAMAHOUSE STUDIO
 CEO/President
Park Joon-suh
 Filmography
SKY CASTLE,
THE WORLD OF
THE MARRIED

PERFECTSTORM FILM
 CEO/President
Kang Myung-Chan
 Filmography
TAKE POINT, ASHFALL,
THE CLOSET

STUDIO PHOENIX
 CEO/President
Kim Sok-yun
 Filmography
LAW SCHOOL

HOWPICTURES
 CEO/President
Park Jin-hyung
 Filmography
I HAVE NOT DONE MY BEST,
TALE OF THE NINE TAILED

CLIMAX STUDIO
 CEO/President
Byun Seung-min
 Filmography
D.P., HELLBOUND,
MONSTROUS

SLAM STUDIO
 CEO/President
Yoon Hyun-joon
 Filmography
SING AGAIN

Studio Vird
 CEO/President
Park Joon-suh
 Filmography
SNOWDROP
SISYPHUS: THE MYTH

npio ENTERTAINMENT
 CEO/President
Pyo Jong-rok
 Filmography
THE RED SLEEVE,
FORECASTING LOVE AND
WEATHER

HighZium studio
 CEO/President
Lee Jae-won
 Filmography
ITAEWON CLASS

FILM MONSTER
 CEO/President
Park Chul-soo
 Filmography
INTIMATE STRANGERS,
ALL OF US ARE DEAD

BA ENTERTAINMENT
 CEO/President
Jang Won-seok
 Filmography
THE OUTLAWS,
KINGDOM: ASHIN OF THE
NORTH

Betty & Creators
 CEO/President
Park Jee-young
 Filmography
THE UNCANNY COUNTER

SLL

Studio LuluLala