



24-hour channel for dogs and cats alone at home



What's your pets doing when they're left alone at home ?



hanging around the front door



lying on the floor



depressed

What's your pets doing when they're left alone at home ?



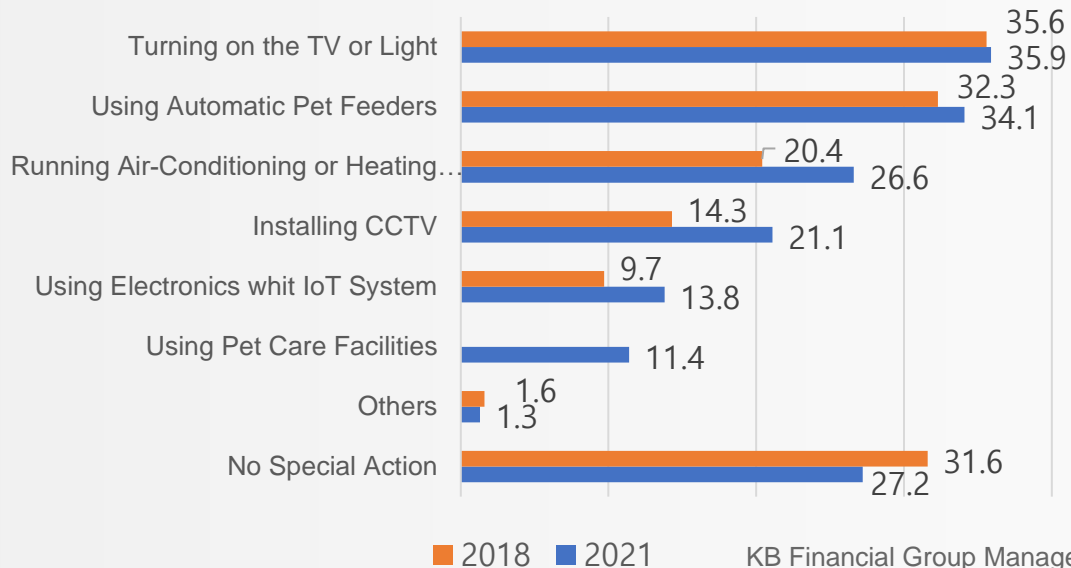
[As it is now...]

[It will be...]

- According to Legal & General's research in UK, the most difficult thing to live with pets is, **53%** of people answer, “**leaving them alone at home**” and they **feel guilty** about that.
- According to KB Financial Group Management Institute in Korea, average hours per day that your pets are left alone at home – **5 hours 40 mins**
- **75.3%** people had experienced to leave their pet alone at home
- by household type : Single Household – **91.8%**, Married Couple – 75.7%,
Married couple with children – 74.0%

“**Eat well, Play well, Sleep well**”
with Happy Dog TV

What action has been taken for your pets when you leave your home?



KB Financial Group Management Institute in Korea, 2021



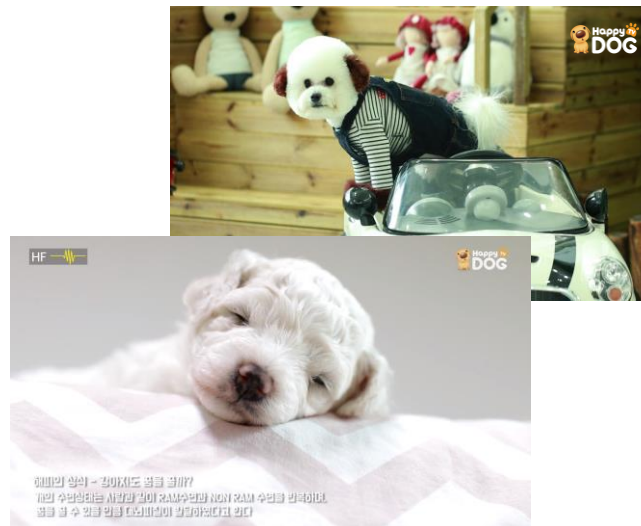
Play Content

- **Production based on Ethology, Frisbee, Popping the balloon, Tug-of-war**
- ➔ **Satisfying curiosity and Stress relief**



Healing Content

- **Combination of Natural Sound, ASMR, High-Frequency with Therapy Music**
- ➔ **Relaxation and Maximum Comfort**

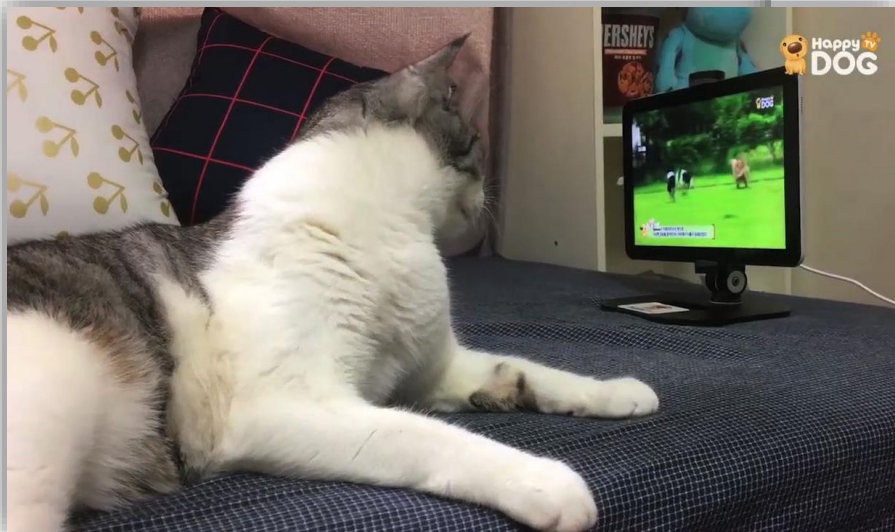
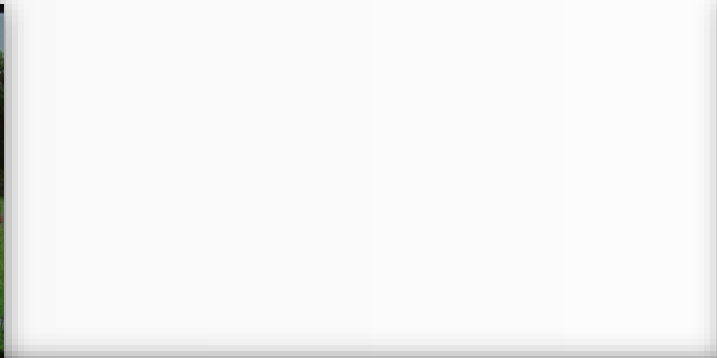


Happy Dog MUSIC

- **Developed for Dogs and Cats' Entertainment and Healing**



Observation – Dogs and Cats are enjoying Happy Dog TV



Happy Dog TV Content for Human & Dog Lovers



※ Content details are at the bottom of PPT(attachment)

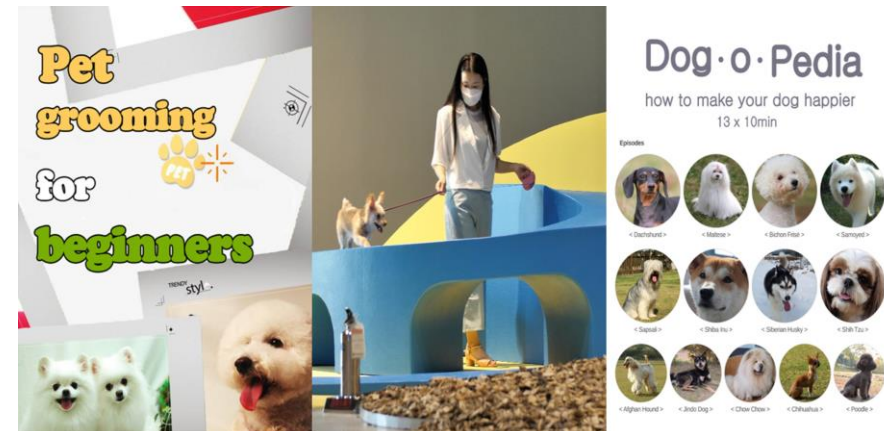
Healing Content for Human

- **Special harmless videos applied “the power of cute” theory that show adorable dogs and cats**
➡ **healing and stress free content for Seniors, Children, People under a lot of stress**



Entertainment Content for Dog Lovers

- **Entertainment and Infotainment Content for dog lovers on various topic : grooming, dating, training, adoption etc, for dog lovers.**



Introduction of Our Team



Production

has devoted almost 10 years for dog content only
has enough experience how to film dogs/cats

Advisory Group

All the member's renowned professors of
Veterinary Science and Ethology

Producers



Camera Directors



Therapy Music Composers



Veterinary Professors



Expert of Ethology



Anywhere, anytime – Happy Dog TV in your territories



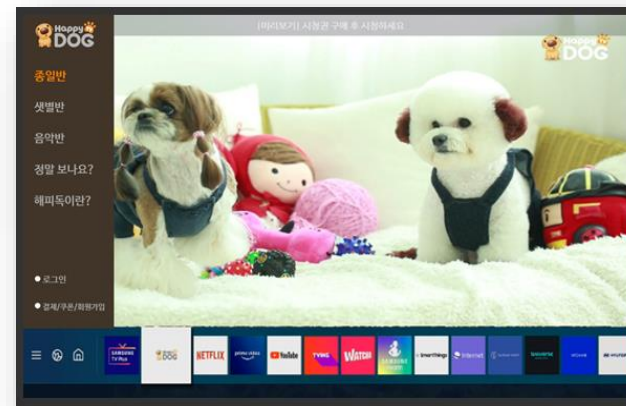
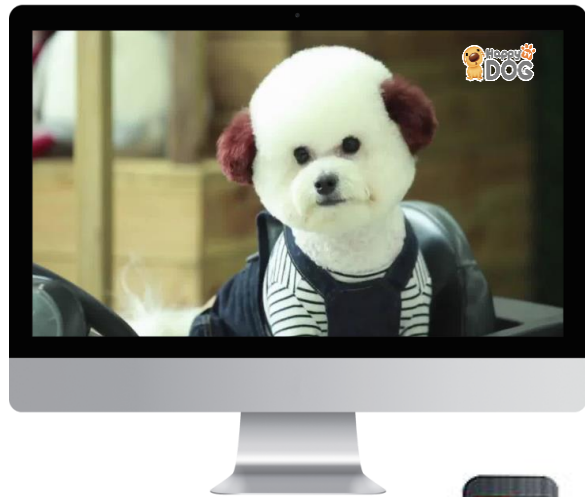
**IPTV & CATV & OTT –
Subscription Pay TV**



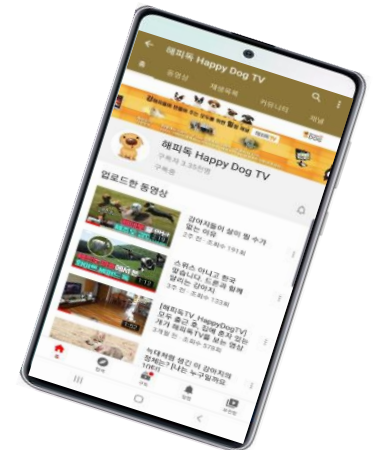
**OTT & Digital Devices –
Smart TV, Stick for TV,
Tablet, PC**



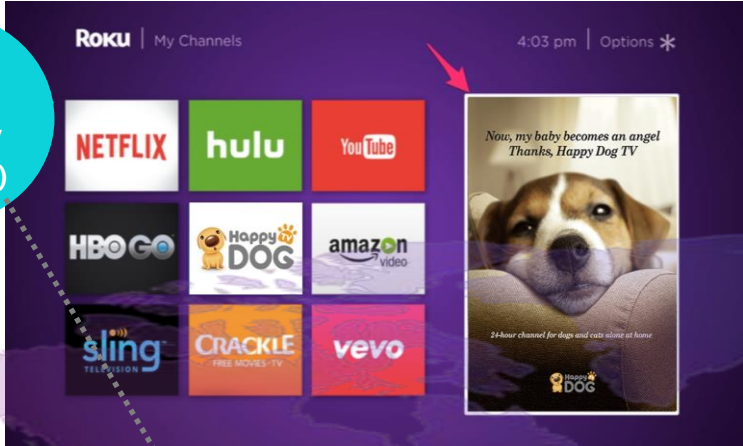
**SNS for
Promotion**



You Tube



Current Status – Launching & Discussion in Overseas



Strength of Happy Dog TV Content in Overseas



NO
Language
Barrier

- **No dialogue**
- **Only subtitles for information**

NO
Cultural
Discount

- **Dog/Cat Lovers are everywhere**
- **Recommended content for Children & Seniors**

Amount
of
Content

- **About 60 breeds of Dog & Cat**
- **Produced around 2,000 episodes(3mins) & 300 of musics**
- **Shot in 4K(since2019~)**

100%
Ownership

- **100% own production incl. music**
- **Owned IP & Copyright for all rights**

Other Businesses of Happy Dog TV



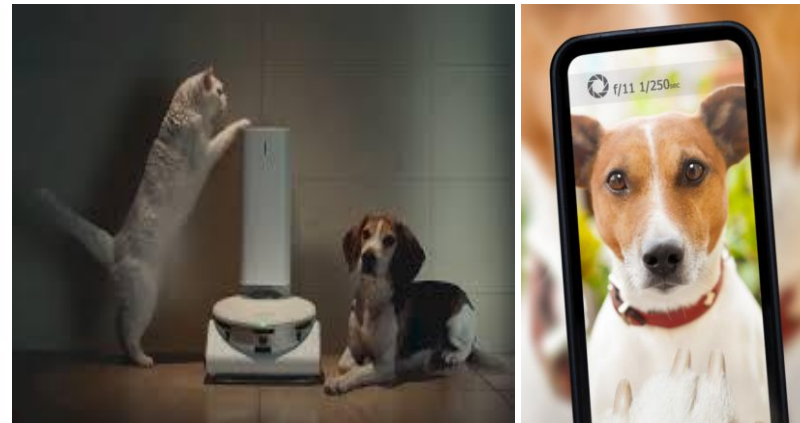
Digital Health Care Content

- for Human



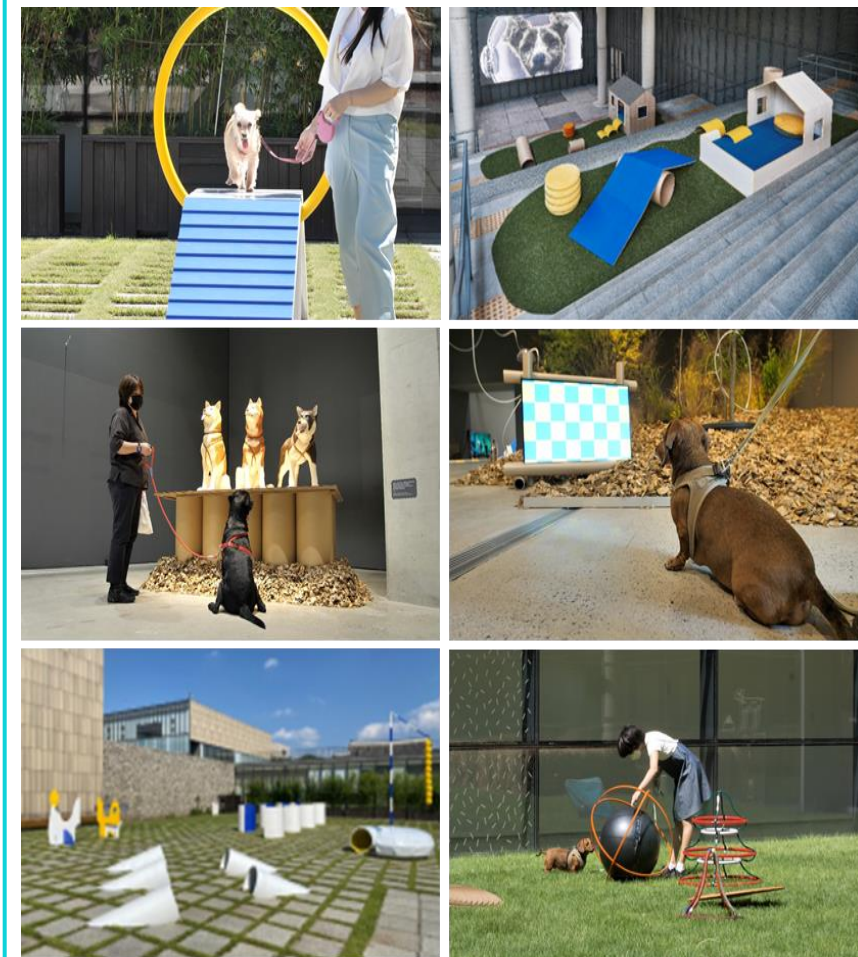
Pet Homecare IoT

- Collaborated with Samsung
(Samsung Smart Things Pet)



Happy Dog Art Park



- Combination of art, color, culture



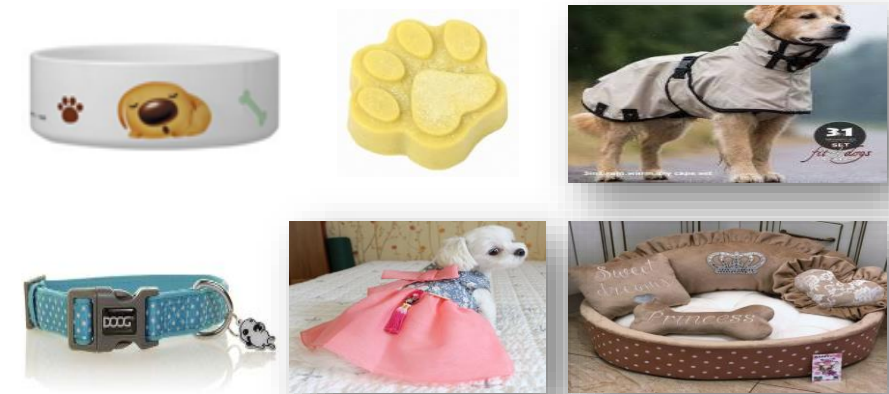
Other Businesses of Happy Dog TV



E-commerce(Video Mall)

category1	category2	category3	category4
			
	<p>Video Introduction</p> <p>Product code : a1</p> <p>Product : BOWL</p> <p>Price : US\$ 9.99</p>		

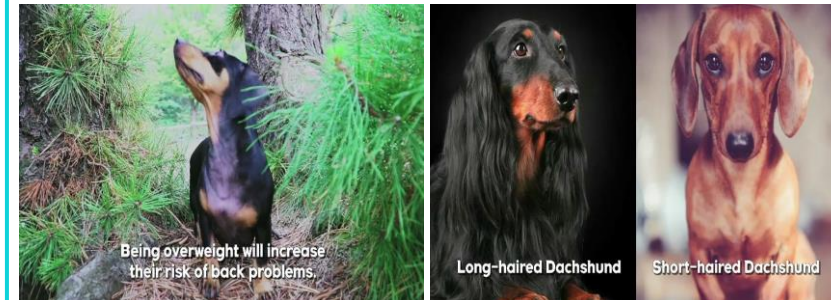
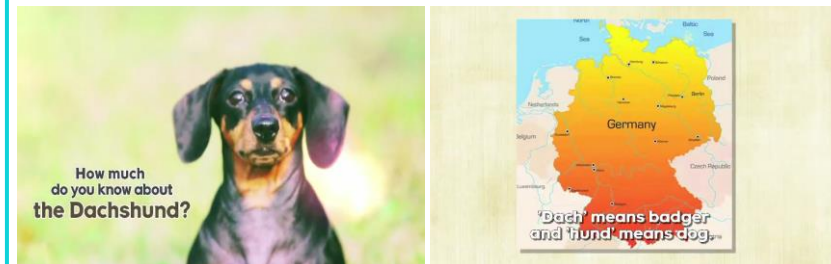
Other Products



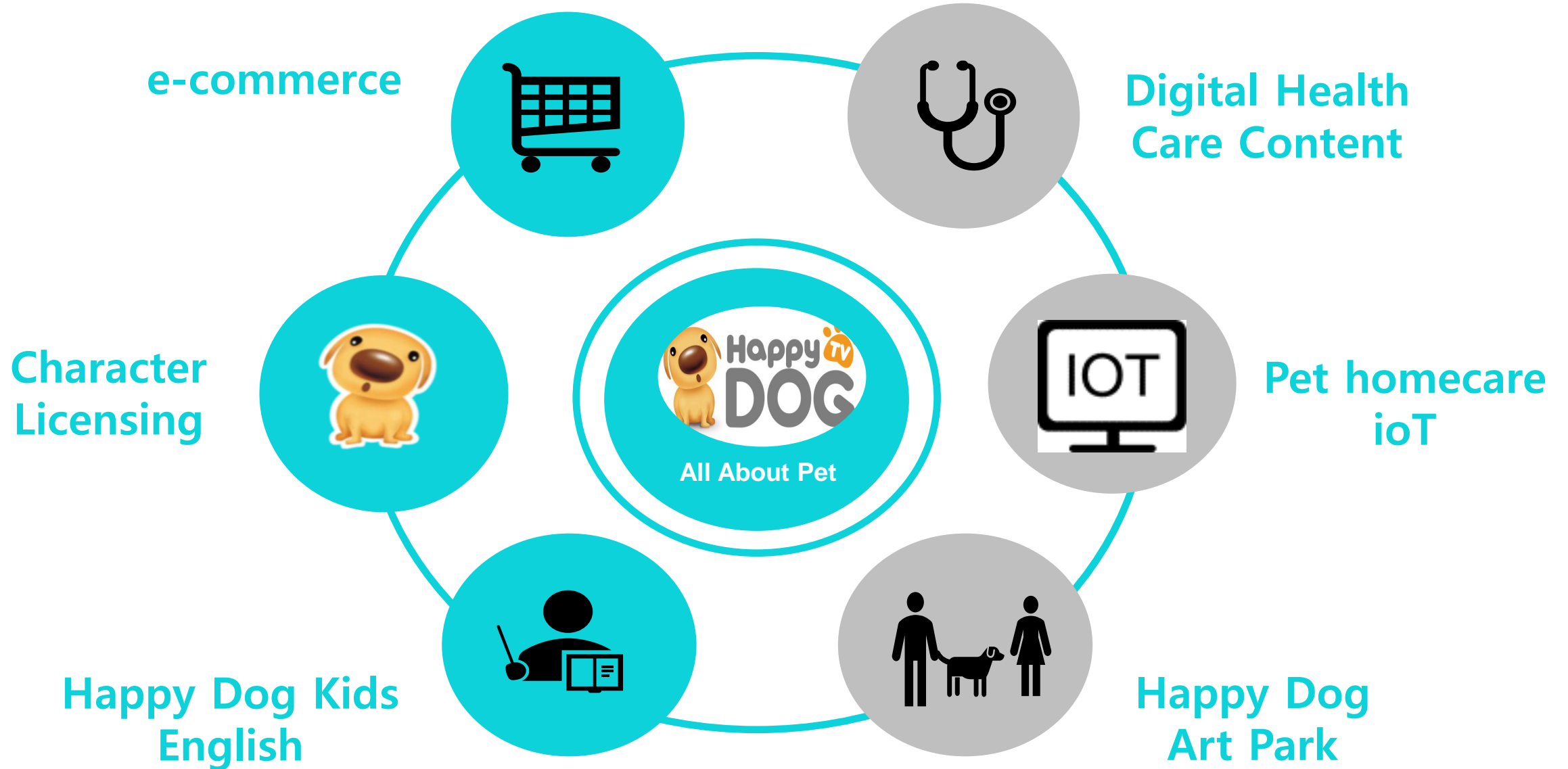
Character Licensing



Happy Dog Kids English



We are aiming to the Global Pet Platform



**Happy Dog TV believe that everyone deserves to experience
the unconditional love of pets and Happy Dog TV exists.**

THANK YOU



Attachment : About Happy Dog TV Ltd.



About Happy Dog TV Ltd. :

Happy Dog TV is a “digital healthcare” company that produces and distributes content for pets as well as people. The content is created through bio-convergence research and with help from animal behavior specialists in Korea. Moreover, Happy Dog TV is developing to become a “pet & healthcare specialized platform” in various pet-related fields such as e-commerce, pet sitting and training service, traveling, culture, and household appliances.



(※ Please click the image to access a trailer_Happy Dog TV Introduction)

Happy Dog TV Content :

- Co-created with specialists in veterinary science and animal behavior
- Adorable videos from over 60 different breeds of dogs, and cats
- Uses sounds of nature, ASMR, therapeutic music, and relaxing high-frequency waves
- Practical content for helping pets play, eat, sleep, and relieve stress even when they are alone



(※ Please click the image to access an observational video)

Attachment : Happy Dog TV Original Pet Care Content – Play & Healing



(※ Please click each image to access screening videos.)



PLAY content : relieve stress & improve health

GENRE : Pet Care Content
PREMIERED : 2019~ on going
RATINGS : All Age Groups
TIME SLOT : Daytime & Play time
EPISODES : 3 mins x 1,000~ (HD & 4K)

Synopsis :

- Play contents help to stimulate your pet's activity level
- contents instill excitement and curiosity amongst pets in order to bring about a happier pet!



HEALING content : instills relaxation

GENRE : Pet Care Content
PREMIERED : 2019~ on going
RATINGS : All Age Groups
TIME SLOT : Evening & Night time
EPISODES : 3 mins x 600~ (HD & 4K)

Synopsis :

- Developed to calm down and heal the pets when left alone
- We studied the perfect wavelength of sound pets prefer, and incorporated those sounds in our healing contents.

Attachment : Entertainment Content for Dog Lovers



Entertainment and Infotainment Content for dog lovers. Happy Dog TV provides 6 titles on various topic : grooming, dating, training, adoption etc. for dog lovers. (※ Please click each program image to access screening videos.)



"Pet Grooming for beginners"
(Basic(1x52')+Beginner(1x70'))
#Grooming #Pet care #Infotainment



**"Dog-o-Pedia:
How to make your dog happier"** (13 X 10')
#Dog Encyclopedia #13 breeds of dogs #Infotainment



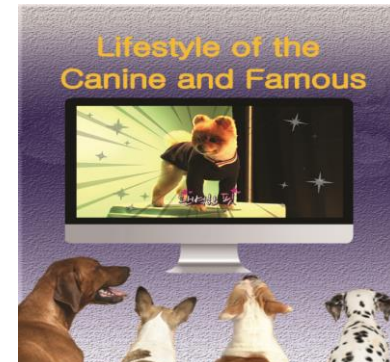
"You can have a dog, too" (10 X 30')
#Dog Adoption #Abandoned dog #Infotainment



**"For the Love of Dog :
My dog's first date"** (18 X 7')
#Dog dating show #Entertainment



"Doggy Days" (18 X 7')
#Sitcom #Entertainment



"Lifestyle of the Canine and Famous" (18 X 7')
#Reality #Entertainment