

COMPANY INTRODUCTION

ATOONZ, Inc.





01

Company Information

SUMMARY



Company Name	ATOONZ, Inc.
CEO	Jinhee Lee
Establishment	15 th May 2000
Business Area	2D animation Web novel platform Audio book Publishing of multimedia contents.
Address	316, 242, Digital-ro, Guro-gu, Seoul, Korea
Website	www.atoonz.net www.novellee.co.kr
Contact	viva.ellejou@daum.net

HISTORY

2023	Broadcasting of 'Hello Jadoo 5' Theatrical Release of Movie : 'Hello Jadoo ' in Vietnam's Local CGV
2022	Movie 'Hello Jadoo:The Secret of Jeju Island' Theater Screening
2021	IPTV/SBS release of 'Good Girl, Jadoo & Thumbelina'
2019	IPTV release of <Hello Jadoo Special-Under the sea>
2018	Family Musical 'Hello Jadoo, The Star Audition'
2017	IPTV release of 'Hello Jadoo Special-Journey to the West' Broadcasting of 'Hello Jadoo 4'
2016	Awarded the Minister of culture and Tourism Prize of Animation 2016 Division at Korea Contents Award Selected for 'Domestic Character Development Support Project' by KOCCA
2015	Developed of mobile game 'Hello Jadoo Bakery for Kakao' Hello Jadoo special(season3) Broadcast on Tooniverse, SBS
2014	Planned and produced TV animation series 'Hello Jadoo special(season3)' Developed of mobile game 'Star Project for kakao'
2013	Serviced with T-Store Service 'Hello Jadoo Broadcasting'. Signed contract with Daum Mobile Service 'Star Project'
2012	Signed contract with Tooniverse for a joint enterprise of 'Hello, Jadoo' Signed contract with Galaxy Games for local service of 'Star Project Online' in Europe.
2010	Signed contract with Wemade Japan for local service of 'Star Project online' in Japan.



2009	Signed contract with NEXTUNK for 'Bakeshop tycoon', 'Boutique tycoon', and 'Ellejou'. Signed contract with Ntreev Soft for publishing WWIC.com
2008	Produced an animation about Understanding disabled people for KISE Signed publishing contract with gungho-online for Japan.
2007	Signed network game publishing contract with Daum Communications. Signed publishing contract with OUTSPARK for North America. IP-VOD content sales contract with KT Hitel. Signed 3D viewing engine development contract with ITPA
2006	Selected as the New Media Content Developing Company by KOCCA
2005	KBS media and 'Let's go to school Jaedong' Broadcast right contract KTH-Game publishing contract
2004	Web game site www.vwic.com Cooperation contract with Ogame net cable
2003	The Jaedong's Family-Broadcast on Tooniverse, SBS. Chinese culture contents production company selected by KOCCA
2001	Culture industry support center support our animation production 'The Jaedong's family' Broadcast on EBS Receive 2001 Bukgyeong kids world best flash animation award
2000	Delicious fairy tale-Broadcast on SBS Traditional Korean games production company selected by KOCCA

BUSINESS INFO

01

Animation Production



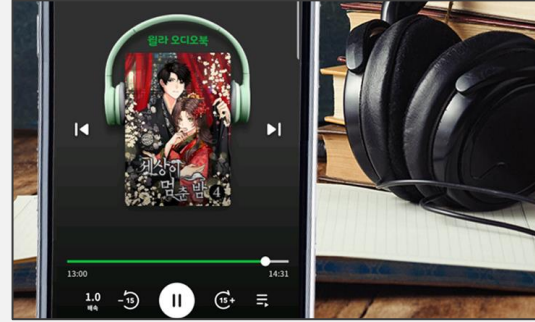
02

Platform (Web novel)



03

Audio Book



04

IP Business



ANIMATION : TV SERIES

Hello Jadoo 1
(2011) 40eps X 12min



Hello Jadoo 2
(2012) 60eps X 12min



Hello Jadoo 3
(2015) 26eps X 12min



Hello Jadoo 4
(2017) 26eps X 12min



Hello Jadoo 5
(2023) 26eps X 12min



ANIMATION : SPECIAL SERIES

The Little Mermaid
(2014) 30min



Journey to the West
(2017) 60min



Under the Sea
(2019) 80min



Good Girl Jadoo & Thumbelina
(2020) 80min



02 ANIMATION : THEATRICAL MOVIES

1st Movie

Movie < Hello Jadoo >



Production	2015.5 ~ 2016.11
Genre	Family Sitcom
Format	2D Animation
Overview	75 minutes

2nd Movie

Movie < Hello Jadoo : The Secret of JEJU Island >







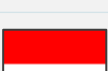



Production	2019.6 ~ 2021.11
Genre	Family Sitcom
Format	2D Animation
Overview	90 minutes

ANIMATION: Airing in Overseas Countries



Exports to Taiwan, Vietnam, Hong Kong and Macau , etc.
Top ratings in Taiwan.

	TAIWAN	YOYO TV / Muse Media
	VIETNAM	HTV3/FPT Play/BHmedia
	THAILAND	Cineplex / TrueID /Work Point
	MACAU	Disney Asia
	CHINA	iQIYI / Tencent
	HONGKONG	Disney Asia / PPCW
	INDONESIA	PT Net Mediatama Televisi
	INDIA	Viacom 18 (Contract in progress)

02 OVERSEAS ACTIVITIES

In-Flight Program



In-flight Screenings on Korean Air International Flights

Movie < Hello Jadoo : The Secret of JEJU Island >

International Event



Participation in character fairs, Operation of PR booths

China, Vietnam, Indonesia, etc.

CHARACTER LICENSING BUSINESS

Around 300 types of licensed products Various character product contracts such as publishing, cosmetics, toys, food and beverage






[IP] The Twins' Family on Bukchon 5Rd

03

ANIMATION : INTRODUCTION



The Twins' Family on Bukchon 5Rd

Method	HD 2D TV series
Quantity	20 episodes
Genre	Comic Family Sitcom
The scheduled date of airing	2024.05.
A broadcasting (Scheduled / subject to change)	  

[IP] The Twins' Family on Bukchon 5Rd

03 IP INFO

The Twins' Family on Bukchon 5Rd

New animation project starting to produce in 2023

A family sitcom that shows comical and lively daily events of a big Korean family
A big and bustling family where four generations from twin grandchildren to a great-grandmother live together in a traditional village of Seoul
New business expansion of a company specializing in family content



[IP] The Twins' Family on Bukchon 5Rd

03

ANIMATION : PLOT

The Story of a big Family living in Bukchon Village in Korea.

The seven-year-old fraternal twin main characters "Hae" and "Dal" family, including their parents and the aunt who lost their money by failing stock investment, decides to live with their great-grandmother and their grand parents in an old house in Bukchon Hanok Village.

Ever since they moves to the house, their uproarious and troublesome life begins.

The grandmother of the twins expected that she could live in a comfort and peaceful life, But her two grown-up daughters, and a son-in-law suddenly interfere her life.

Even though they are big problems of her, she can't complain because they are her family, the apples in her eye.

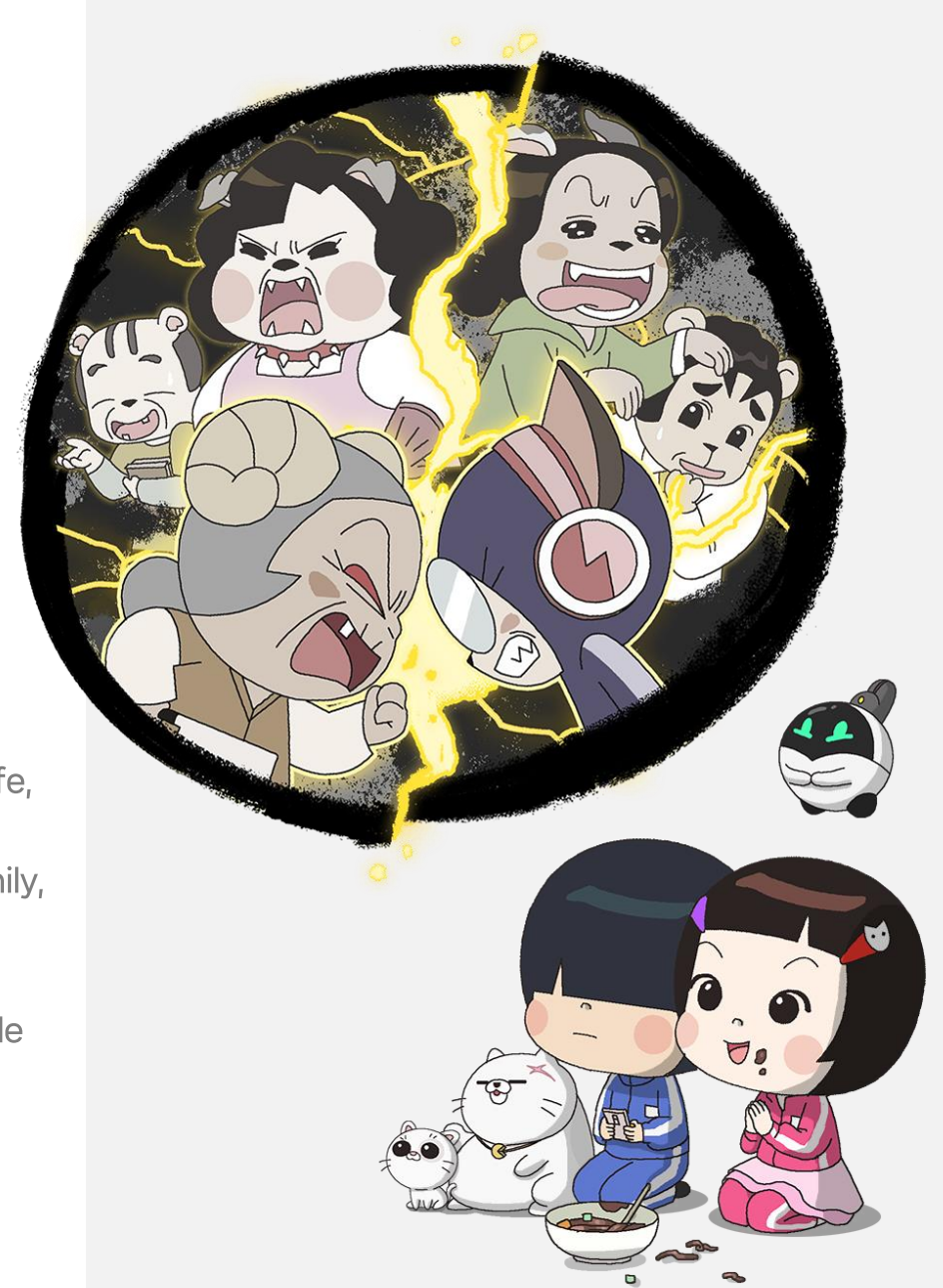
The great-grandmother called Granny Wang is the owner of the house.

She is old, but still an influential figure of the family so all the family should follow her rule that the family should eat together at least a meal in a day.

Will the twins' family be able to live well without a fuss?

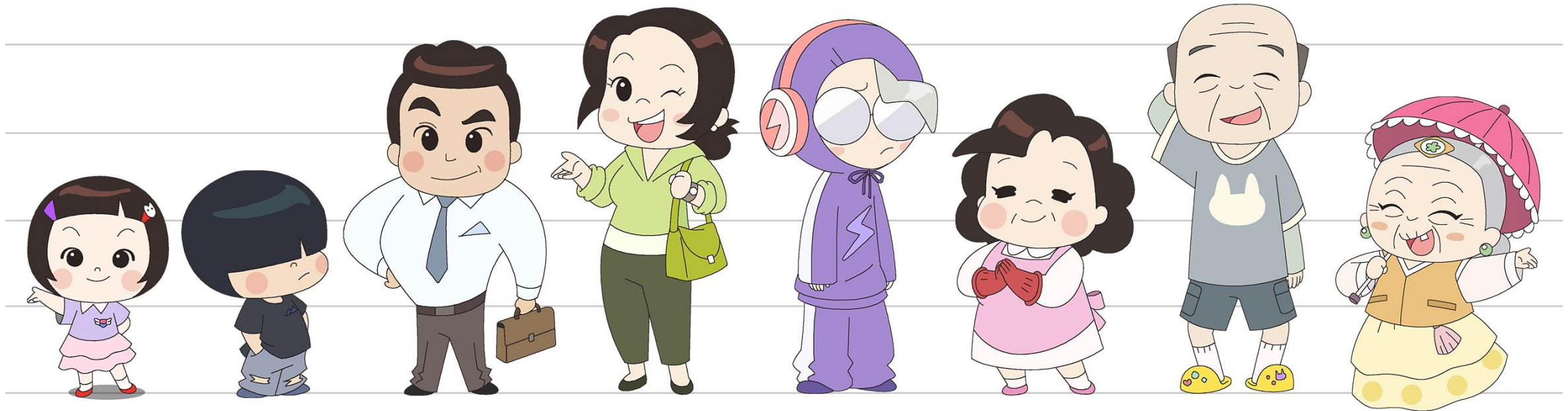
Will they be able stay without being kicked out?

Please be safe and sound!



03 ANIMATION : CHARACTERS

The Twins' Family on Bukchon 5Rd MAIN CHARACTERS



[IP] The Twins' Family on Bukchon 5Rd

03 ANIMATION : BACKGROUND

The Twins' Family on Bukchon 5Rd BACKGROUND



BUSINESS STRATEGY

The production of another family sitcom by the production experience and know-how of 「Hello Jadoo」

Korea's 2nd family sitcom animation challenge!



CORE COMPETENCY

Possible stable business development with experience in producing 「Hello Jadoo」 animation series and character business



BUSINESS GOAL

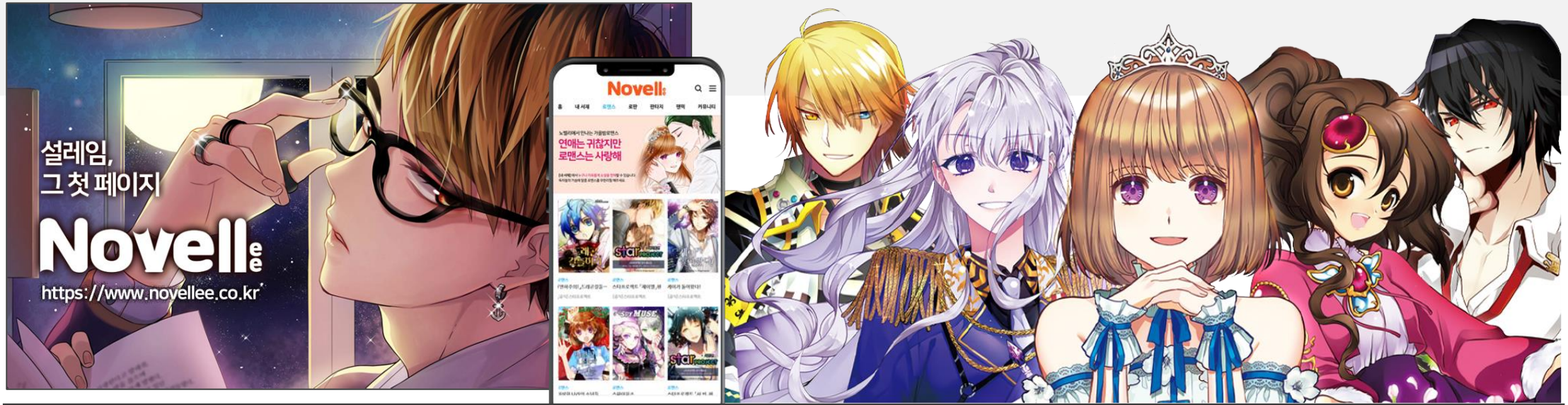
Development of story-oriented content character business
Appropriate arrangement of Korean elements, development of K-character business



04

PLATFORM 「Novellee」

- ✔ **Novellee** is Romantic web novel site for women
- ✔ Creative novels, original game novels and transmedia novels in service



Novellee
(2021~)

- 01 Romance and romance fantasy novel genre specialized for female readers
- 02 Original game novels and official contents produced by ATOONZ
- 03 Specialized service of Fanfiction and Transmedia-fiction genre

WEB NOVEL : SERVICE STATUS

ATOONZ IP - based web novels and users' creative novel services



AUDIO BOOK : SERVICE STATUS

Production of Audio book Romance, Mystery, Children's books, Animated original books

