

For happiness,
Games for all

HAEGIN

Company Profile

HAPPILY EVER AFTER

2023



Company Introduction

Summary



Co-Founder & CEO

이영일 Young-il, Lee

- 1998, Co-founded Com2uS
- 2007, Became the first mobile game company to be listed on KOSDAQ.
- General VP, Head of JP & CN Operations, Development Director at Com2uS
- Former Adjunct Professor at KAIST University
- Current Adjunct Professor at Korea University College of Information and Communications

2017-18

- 17. SEP. HAEGIN Corp. founded
- 18. APR. Corporate Certification
- MAY. Additional equity capital inducement - ₩8 Billion
- JUN. Venture Company Certification
- JUL. Corporate R&D Center established

2019

- JAN. Homerun Clash Global Launch
- APR. Corporate Profit-Sharing Certification
- MAY. OVERDOX selected as recipient for "Global Publishing Support Initiative" from the Korean Creative Content Agency
- JUL. "Promising Export Firm" designation awarded from the Korean Small & Medium Business Administration
- OCT. "Professional Field Experience Opportunity Provider" designation
- OCT. Homerun Clash selected as "Game of the Month" by the Korean Creative Content Agency
- NOV. OVERDOX Global Launch

2020

- APR. Play Together selected for Next Generation Game Content Development Support Initiative
- APR. Extreme Golf Global Launch
- JUL. Extreme Golf invited to National Assembly Content Forum inaugural meeting
- AUG. Play Together selected for GSP Plus

2021

- FEB. HAEGIN selected for the "SW High Growth Club 200"
- APR. Play Together Global Launch
- OCT. Play Together selected as "Game of the Month" by the Korean Creative Content Agency
- NOV. Selected as company with outstanding performance by the SW High Growth Club 200 (Minister Prize from Ministry of Science and ICT)

2022

- FEB. Play Together selected as "Best Korean Metaverse Game" at the Sensor Tower APAC Awards 2021
- FEB. Additional equity capital inducement - ₩100 Billion
- MAY. Additional equity capital inducement - ₩50 Billion
- MAY. Super Baseball League Global Launch
- JUL. CEO received commendation award for exemplary trade performance by KITA
- JUL. Selected for the "Initiative of Strengthening Global Capabilities of Metaverse Content" by NIPA
- DEC. CEO won presidential award at the "2022 Korea Content Awards"

2023

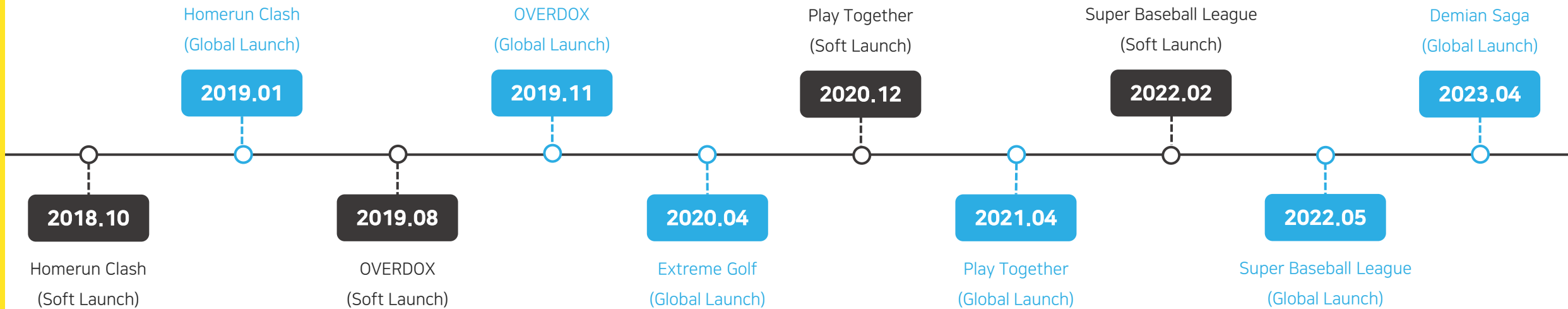
- APR. Demian Saga Global Launch

Investors & Partners



Company Introduction

Game Roadmap



Homerun Clash

Total Downloads: 10M
Total Revenue: \$27M



OVERDOX

Total Downloads: 6.5M
Total Revenue: \$6.2M



Extreme Golf

Total Downloads: 1.2M
Total Revenue: \$2.3M



Play Together

Total Downloads: 160M
Total Revenue: \$18M



Super Baseball League

Total Downloads: 540K
Total Revenue: \$670K



Demian Saga

Super Baseball League

Play Together

About the Game



Play Together

#PlayTogether #Casual #Social #Metaverse
#Minigames #Customization #HomeParty #GenZ

Connect with fellow players in this mobile social-networking game

Familiar graphics, various casual mini-games collection

Customize your very own character from head-to-toe!

Dress up your house – Cafe, Restaurant, a Club? Any way you like!

Invite your friend over for a Home party and hang out!

RELEASE : 2021.04 (Global Launch)

GENRE : SNG & Casual

PROFIT MODEL : Free (In-App, AD)

LANGUAGES : KR, EN, JP, CNS, CNT, DE, FR, ID, TH, VN, ES, PT

PLATFORMS : Android / iOS

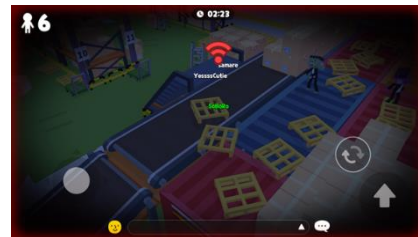


Multiplayer mini-games with global users

Game Party



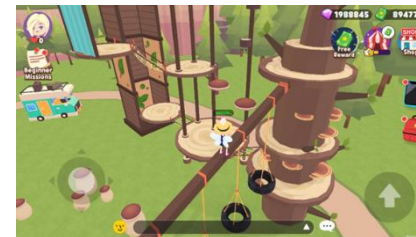
Zombie Virus



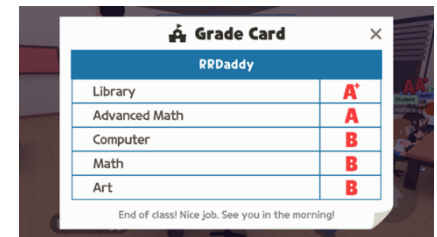
Forgotten Island



Obby Race



School

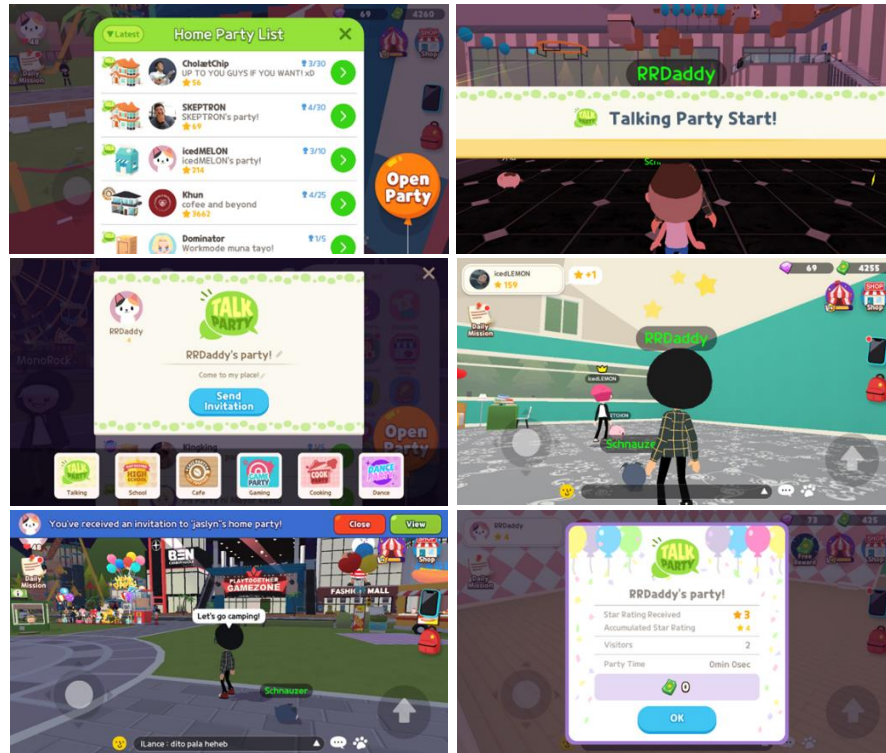


RRDaddy	
Library	A ⁺
Advanced Math	A
Computer	B
Math	B
Art	B

End of class! Nice job. See you in the morning!

Connect with others in a friendly environment

Home Party

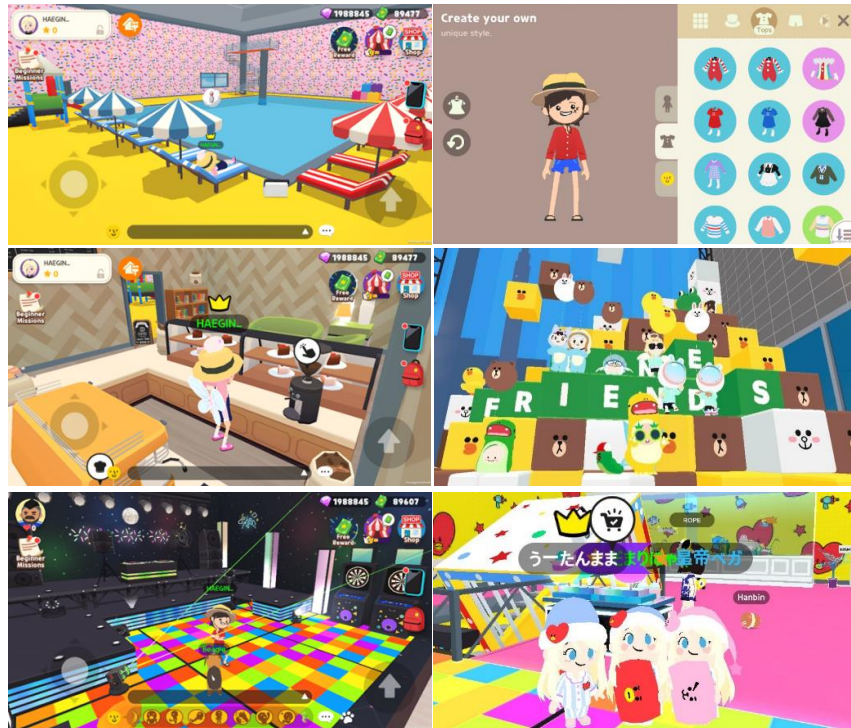


Hanging Out

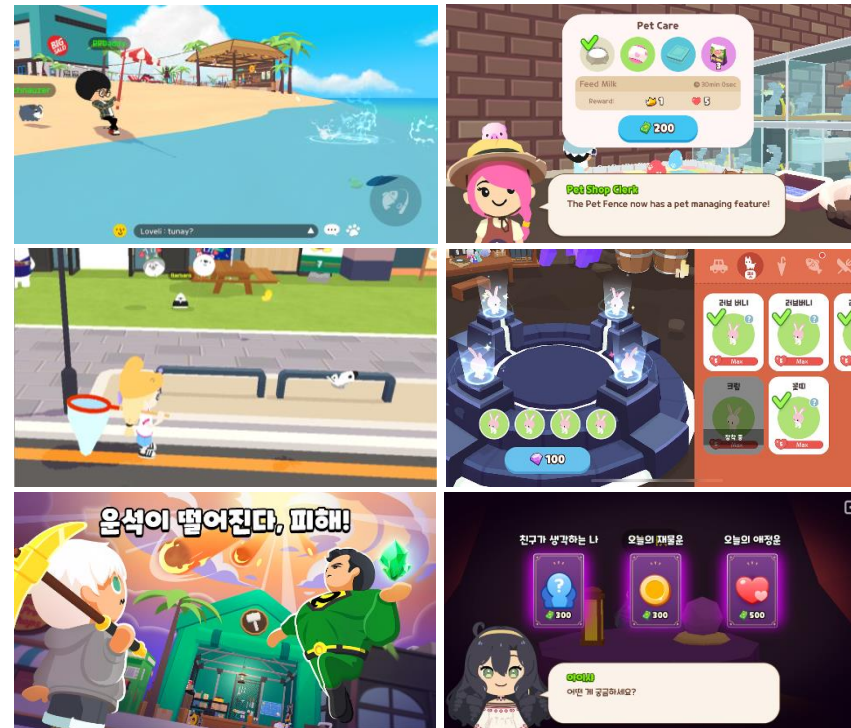


More than just minigames to enjoy

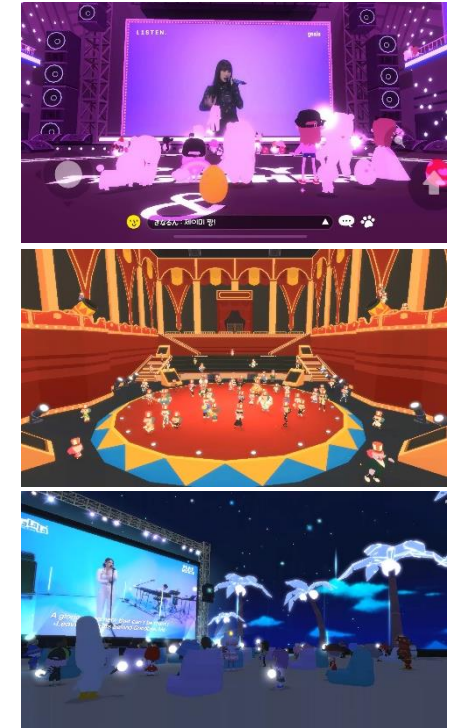
Home/Character Customization



Daily Content(Fishing/Mining/Pet/Fortune Telling)



Concert



Global Success

■ Achievement (as of April 2023)

160M Total Downloads World-wide

1.2M Daily Active Users (DAU)

12M Monthly Active Users (MAU)

Highest Records (As of Sep. 2021) – 4.3M DAU / 23.3M MAU

[Casual Genre Download Rankings]

Top Ranking	No. of Countries	Notable Countries
#1	2	VN(#1), TW(#1)
#10	16	SG(#2), HK(#2), KR(#3), JP(#3), ID(#9), UK(#9), UAE(#9), PT(#10), MY(#10), etc.
#100	92	CA(#11), DE(#12), TH(#12), ES(#13), FR(#17), US(#18), BR(#18), AU(#24), SE(#27), TR(#32), DK(#34), MA(#39), MX(#52), AR(#55), TR(#75), etc.

[Casual Genre Revenue Rankings]

Top Ranking	No. of Countries	Notable Countries
#1	2	VN(#1), etc.
#10	17	MY(#2), TW(#6), TH(#7), PH(#8), JP(#8), etc.
#100	102	KR(#11), ID(#12), UAE(#12), HK(#12), MO(#14), SG(#14), IN(#16), BR(#16), FI(#24), NZ(#24), IL(#25), US(#29), AU(#31), IT(#36), ES(#37), FR(#38), DE(#52), UK(#53), etc.

Player Demographics

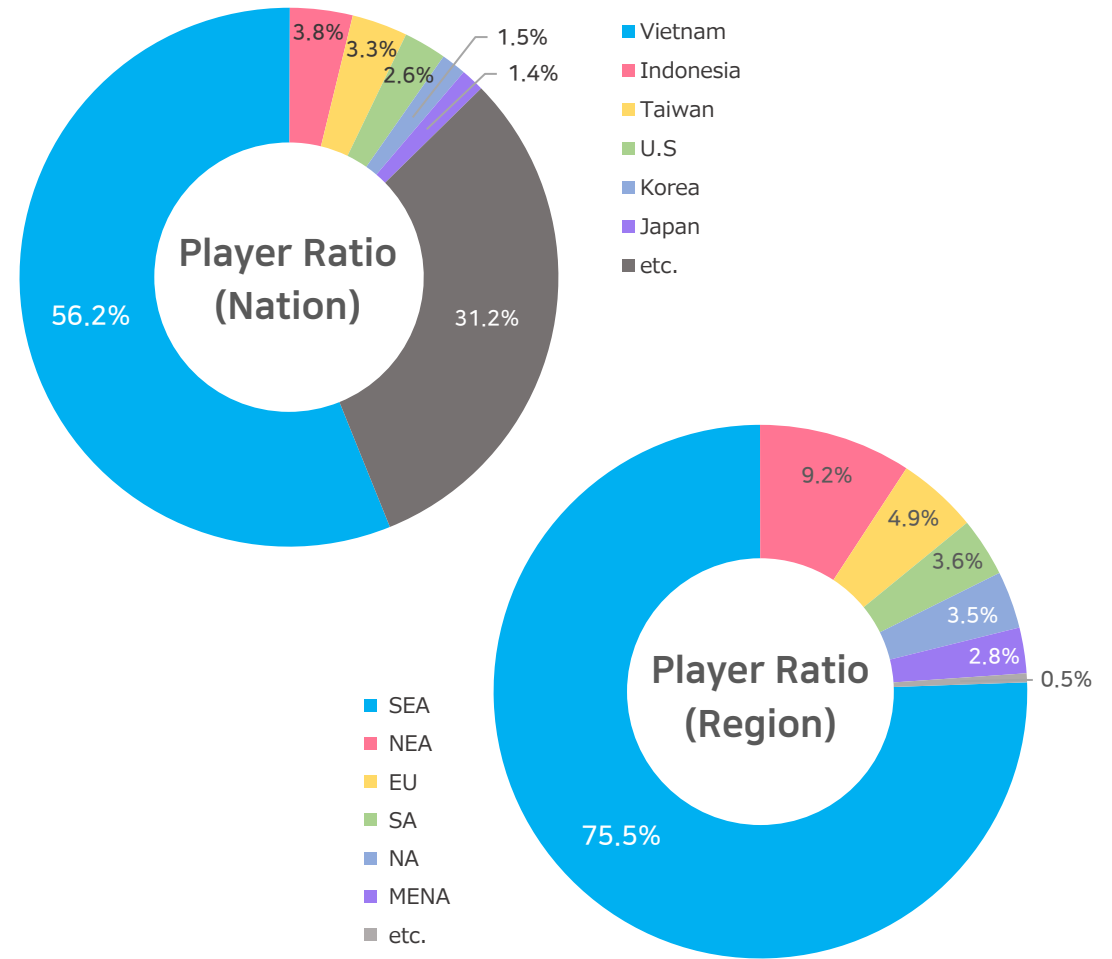
■ Player Demographics

Primary User Age Range **Age 13~25**

Age Distribution

18~25 > 13~18 > 13 & under > 25~30

Gender Ratio (Female:Male) **60:40**



Our world is continuously growing and evolving

The metaverse creates spend opportunities via avatars and events

Expression of identity, social experiences, and virtual events can encourage players to engage more deeply.

The restrictions introduced during the COVID-19 pandemic is accelerating the adoption of mobile gaming as a social medium. Developers are capitalizing on this trend by introducing more social features, such as visible avatars, avatar-owned assets, virtual events, and in-game social spaces. These innovative functionalities will foster powerful engagement and heighten the success of monetization tools.

Unlike character-based PC and console games, mobile games historically featured limited avatar customization or even just a simple profile picture rather than an avatar at all. With limited visibility, players have little incentive to spend on customization. However, the metaverse trend means avatars are becoming clear and controllable extensions of the player, which they may also use to engage in pure social contexts. Pets, houses, cars, and other avatar-owned assets further open the door to customization potential. With higher social visibility and importance, players have greater motivation to invest in their avatars' appearance.

Play Together is a social metaverse game developed by Haegin. The game launched in Q1 2021 and has ranked among the top 10 games by downloads in Taiwan H1 2021*. Play Together features mini-games, an open world, and rich customization and social features. Players can customize their avatar and several other assets, including a house in the open world.

In another example, Project SEKAI: COLORFUL STAGE! feat. Hatsune Miku is a mobile music and adventure game cooperatively developed by Colorful Palette, Craft Egg, and Sega.

The game was released in September 2020 in Japan, offering a "Virtual Live" mode as an extra to its main music/adventure gameplay. Players can attend regular in-game music live concerts of their favourite characters, or customize their avatars with skin accessories, emotes, stamps, and more. These real-time events give players a place and reason to socialize while enhancing the moment through event-based items, remember the moment through event-based items.

[For more insights on the metaverse, read the Newzoo Metaverse Report here.](#)

In the open world, the player is given a piece of land in their neighborhood upon which to customize a house and yard.

Within the house, a full set of furniture and decorations with many themes are at the players' disposal, in a manner similar to Animal Crossing.

Google for Games Source: *Apptopia PROGRESS

2022年H1热门元宇宙游戏下载榜

美国	韩国	日本	东南亚
1 Roblox	1 Roblox	1 Roblox	1 Roblox
2 Highrise	2 Play Together	2 Play Together	2 Play Together
3 Play Together	3 Every Town	3 ハトバーズ	3 Hotel Hideaway
4 Everskies	4 My Prettygirl Story	4 Granny's House	4 Granny's House
5 Upland	5 Granny's House	5 ネコデース	5 Metaverse Slots
6 Hotel Hideaway	6 Everskies	6 Bike Deliver Japan	6 Highrise
7 Granny's House	7 GalsInknight: Metaverse	7 TAP FANTASY	7 Everskies
8 NinjaFT	8 NinjaFT	8 NinjaFT	8 ARCS
9 AdventureQuest	9 Octoverse	9 Highrise	9 My Prettygirl Story
10 Metaverse Slots	10 TAP FANTASY	10 ARCS	10 AdventureQuest

Sensor Tower

Korea Winner

대한민국을 빛낸 최고의 메타버스 게임

Best Korean Metaverse Game

Play Together

Sensor Tower APAC Awards 2021

2021년 하반기 이달의 우수게임

일반게임(프론티어) 부문

플레이투게더

한국콘텐츠진흥원

2021년 전 세계 및 한국 내 메타버스 모바일 게임 소비자 지출 상위 차트

순위	전 세계	한국
1	로블록스	로블록스
2	마인크래프트: 포켓 에디션	마인크래프트: 포켓 에디션
3	동물의 숲 포켓 캠프	동물의 숲 포켓 캠프
4	월드	마인크래프트: 스톤
5	삼즈 프리플레이	플레이투게더
6	Highrise	삼즈 프리플레이
7	삼즈 모바일	삼즈 모바일
8	PK XD	Blockman GO
9	플레이투게더	놀이터: 내 고향이 통하는 곳, 노리밭
10	미니월드: 크리에이터	파티파티 데코플레이

출처: App Annie Intelligence
2021년 1월~2021년 10월까지, iOS & Google Play 통합

Partners (Current & In discussion)

Providing a unique brand experience to players around the worlds through the scope of Play Together



Collaboration with "IPX"

- Brand: IPX (Former LINE FRIENDS)
- Collaboration Schedule: Nov. 2021 ~
- List of collaborating IP: BROWN & FRIENDS (B&F) / BT21 / TRUZ
- Collaboration Details
 - Make virtual brand store and in-game items using IPX IP
- Achievement
 - 60M + Total Visitors
 - 289 IAP products produced
(B&F 71, BT21 93, TRUZ 120, minini 5)
- Future Plans
 - Sequentially upgrade the business collaboration
 - : Make LINE FRIENDS IP Store and sell related items at all times



Collaboration with "7-ELEVEN"

- Brand: 7-ELEVEN Korea
- Purpose: Brand exposure
- Collaboration Schedule: Feb. 2022 ~
- Collaboration Details: Cross-promotion type collaboration
 - Play Together
 - : Add a virtual convenience store of 7-ELEVEN in the game
 - : Make and display food items that exist in real life
 - : Add more 7-Eleven related content (quests, minigames, etc.)
 - : Make costume of 7-ELEVEN mascot character (first-time visitor reward)

- 7-ELEVEN
 - : Carry out ad campaigns in all 11,000 7-ELEVEN convenience stores in Korea (Ad types: Poster, Banner on 7-Eleven App, PDP ads, POS ads)

- Collaboration Results: Over 30M players visited the virtual store
Over 50M virtual items sold in the virtual store



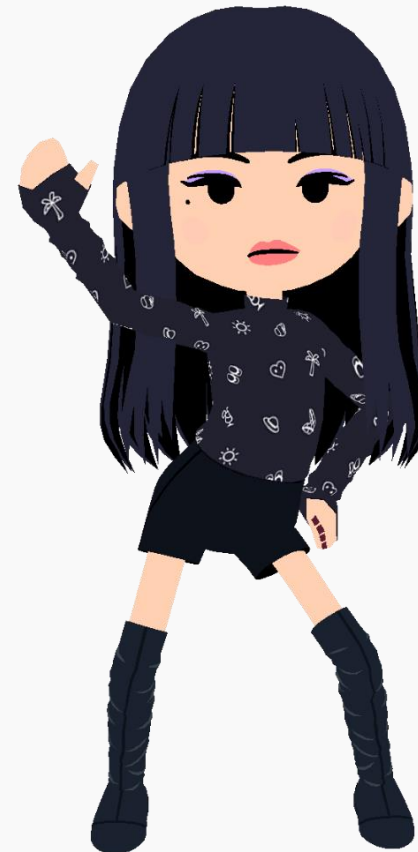
In-game Screenshots



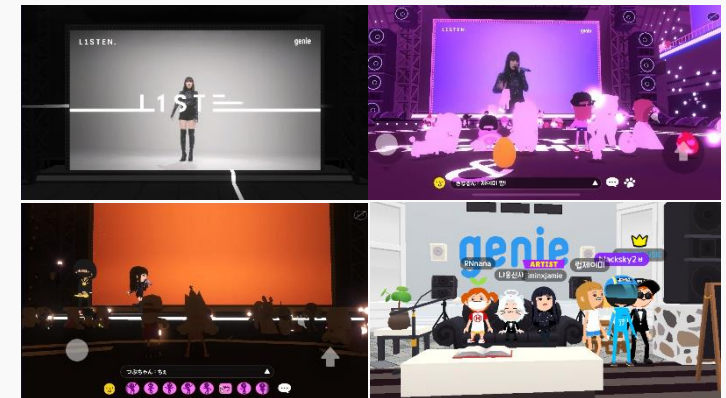
Offline Promotion

Collaboration with "Genie Music"

- Brand: Genie Music
- Collaboration Schedule: Feb. 2022 ~
- 1st Concert: "L1STEN" by JAMIE
 - Main Concert: Feb. 4th, 2022 (1 time)
 - Concert Rerun: Feb. 5th, 2022 (3 times)
- 1st Concert Highlight: 300k max concurrent viewers
- Future Plans
 - Host concerts regularly
 - Air music videos and behind-the-scene videos in concert hall
 - Sell fan merchandise
 - Provide AI composed game music
 - Create ad with partnered musician



Poster Image

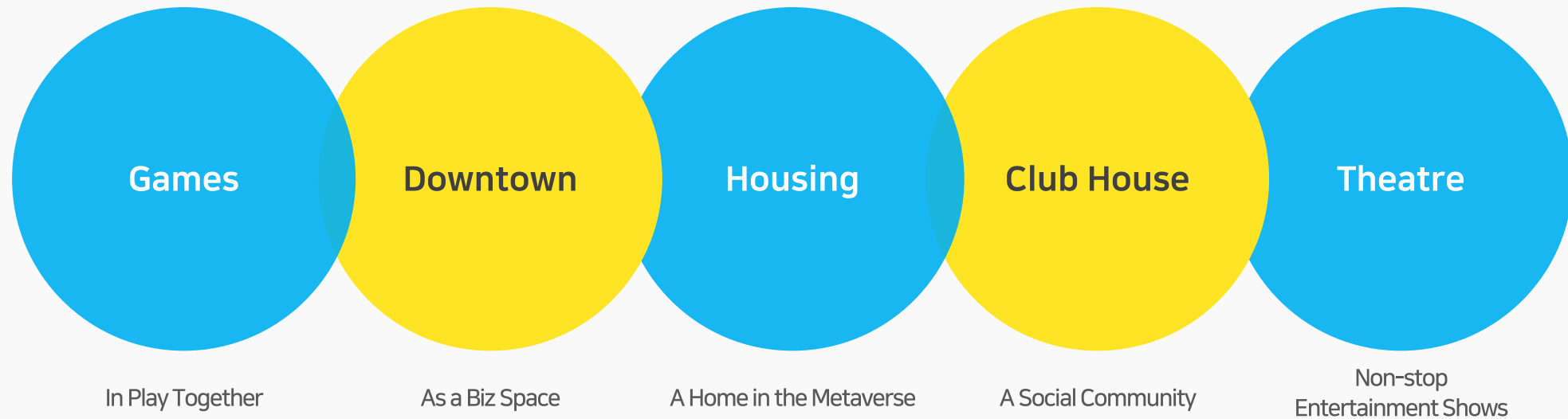


In-game Screenshots

Business Goal

We plan to set course to become the #1 global casual meta universe game.

Play Together as a Social Platform(GAME, BIZ, SNS, SHOW)



Thank You

