



1. COMPANY

HYBE

HYBE innovates the music industry business model under the mission, "We believe in music".

HYBE strives to be the world's best music-based entertainment lifestyle platform company.

"Content" that leads global trends and "fans" who are our customers are the two pillars of our core values, and we are committed to providing satisfaction to customers by continuously improving our services with the highest standards.

1. COMPANY

HYBE is composed of HYBE Headquarters and HYBE AMERICA.

Business division include Label, Solution and Platform.

LABELS : Each label engages in unique and independent creative activities.

SOLUTIONS : We provide business solutions to our labels, and drive business initiatives based on music including performances, multimedia content, IP, education and games.

PLATFORMS : We connect and expand all HYBE content and services.

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HYBE

HYBE AMERICA

LABELS

BIGHIT MUSIC

BELIFT LAB

SOURCE MUSIC

PLEDIS Entertainment

KOZ ENTERTAINMENT

HYBE LABELS JAPAN

SOLUTIONS

HYBE 360

HYBE IP

HYBE EDU

Superb Corp.

HYBE SOLUTIONS JAPAN

HYBE T&D JAPAN

PLATFORMS

Weverse Company

2. BUSINESS _ HYBE EDU

EDUCATION

Business Scope

Develop and service education content

HYBE EDU has the vision of becoming an edu-tech company that innovates the nature of learning based on the world's best artist IP. HYBE EDU creates and distributes educational content that facilitates the most effective way to allow fans and learners all over the world who devote much of their time learning the language and culture of the artists that they cheer on.

Company	HYBE EDU	CEO	Choi Young Nam
Address	42 Hangang-daero, Yongsan-gu Seoul, Korea	Date of establishment	2018.12.20
Product	BTS KOREAN Language learning Content	Contact	Kyo kyo@hybecorp.com



Learn!
KOREAN with
TinyTAN

Have fun learning to read and write in Hangeul w

HYBE
TINYTAN

Learn!
KOREAN with
TinyTAN

GLOBAL EDITION

Learn! KOREAN with BTS



Learn!
KOREAN
Series

Talk! with BTS

Now, have a conversation in Korean with BTS on campus!



Talk! with BTS

Now, Have a Conversation
in Korean with BTS on **CAMPUS**

3. Product - HYBE EDU

Book

Learn! KOREAN with TinyTAN Book Package #Beginner #Hangeul

Trailer VOD



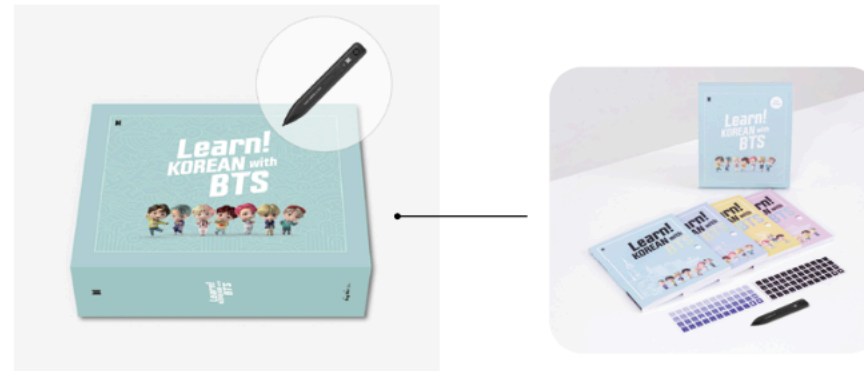
The book is based on the story of Bora, an avid BTS fan. She explores Hangeul and learns how to read, write, and fluently pronounce Korean words in the book.

- **Content** : Book, Workbook, MotiPen(Purple), 2 Hangeul Posters, Hangeul Flash Cards, 2 rolls of Masking Tape, 1 Sticker Pack
- **Chapter Info** : 6 Chapters in total

3 months / \$ 99

Learn! KOREAN with BTS Book Package #Basic #Korean

Trailer VOD



This book is about Bora traveling Korea. Bora explores Korean culture and history while learning basic Korean expressions, grammar, and vocabulary.

- **Content** : Books 1~4, MotiPen(Black), Keyboard Stickers
- **Chapter Info** : 6 Chapters per book, a total of 24 Chapters

12 months / \$ 99

3. Product - HYBE EDU

Book

Talk! with BTS Book Package

#Intermediate #Korean

Trailer VOD



※ MotiPen NOT included

The book is about Bora's life as an exchange student in Korea. Learners can learn Korean expressions, grammar and vocabulary that sound natural and which Koreans use in their real, everyday lives.

- **Content** : Books 1~2, BORA MARBLE game set, Pocket Book, DIY Student Card, Keyboard Stickers
- **Chapter Info** : 6 Chapters per Book, a total of 12 Chapters

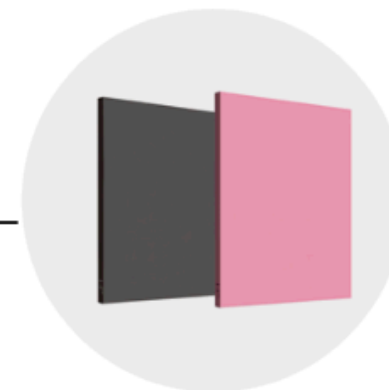
6 months / \$ 60 (Book Only)

\$ 109 (Package with MotiPen)



BLACKPINK

BLACKPINK in Your KOREAN



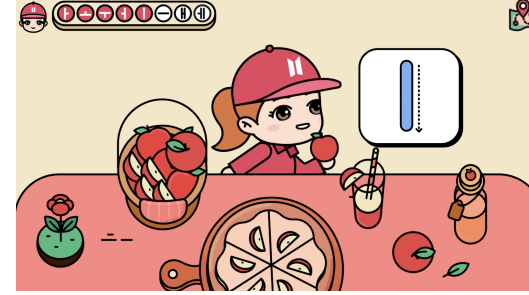
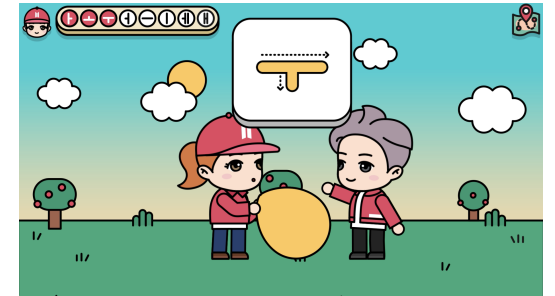
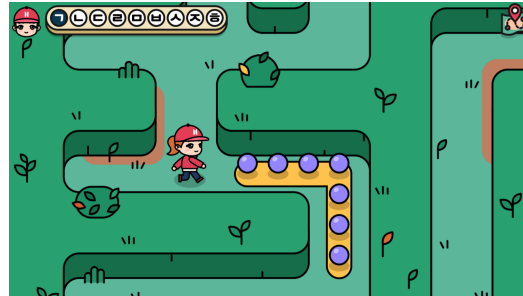
#Basic #Korean

Release Date : March in 2022





3. Product - HYBE EDU

Learn! KOREAN with TinyTAN TVOD CONTENT : Total 7 Episodes included.

Episode 1	EP.1 "RM's Fruit Farm" Learning the Simple Vowels
Episode 2	EP.2 "SUGA's Maze Escape" Learning the Consonants
Episode 3	EP.3 "Jin's Rhythm Game" Learning the Complex Vowels
Episode 4	EP.4 "Jung Kook's Exercise Time" Learning the Consonants
Episode 5	EP.5 "V's Waste Sorting" Learning the "Batchim"
Episode 6	EP.6 "j-hope's Farm" Learning Compound "Batchim"
Episode 7	NewEP.7 "Jimin's Making a Cake" Learning Linked Sounds
15 minutes 7 episodes	



4. Business Partners - HYBE EDU

	Partner	Strong Point	Business Model to Develop
	Offline/Online Shops	Sales Channel Network Bookstore, Kpop store	Distribute & Sell
	KPOP Cafe	Reach Kpop fans KPOP Cafe	Distribute & Sell Education(run K-Class)
	Edtech Language App Online platform	MAU	Online video content Develop Kpop course Sell books+Pens to user
	Learning Center Schools	System & Student Just Add Korean Language Course	License & Program Supply Agreement Master Franchise

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