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### Who We Are

- Established in 2018
- Offers language education services beyond Asia to Europe
- 100 million + downloads in 2022
- Merger of HYBE Edu (2022)



### What We Do

- Education Business with HYBE and other artists IP
- "Learn! Korean with BTS" (2020): 300K+ copies sold in 30+ regions around the world



# HYBE

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



## Problem

Many fans were not able to enjoy HYBE content to the fullest

## Why

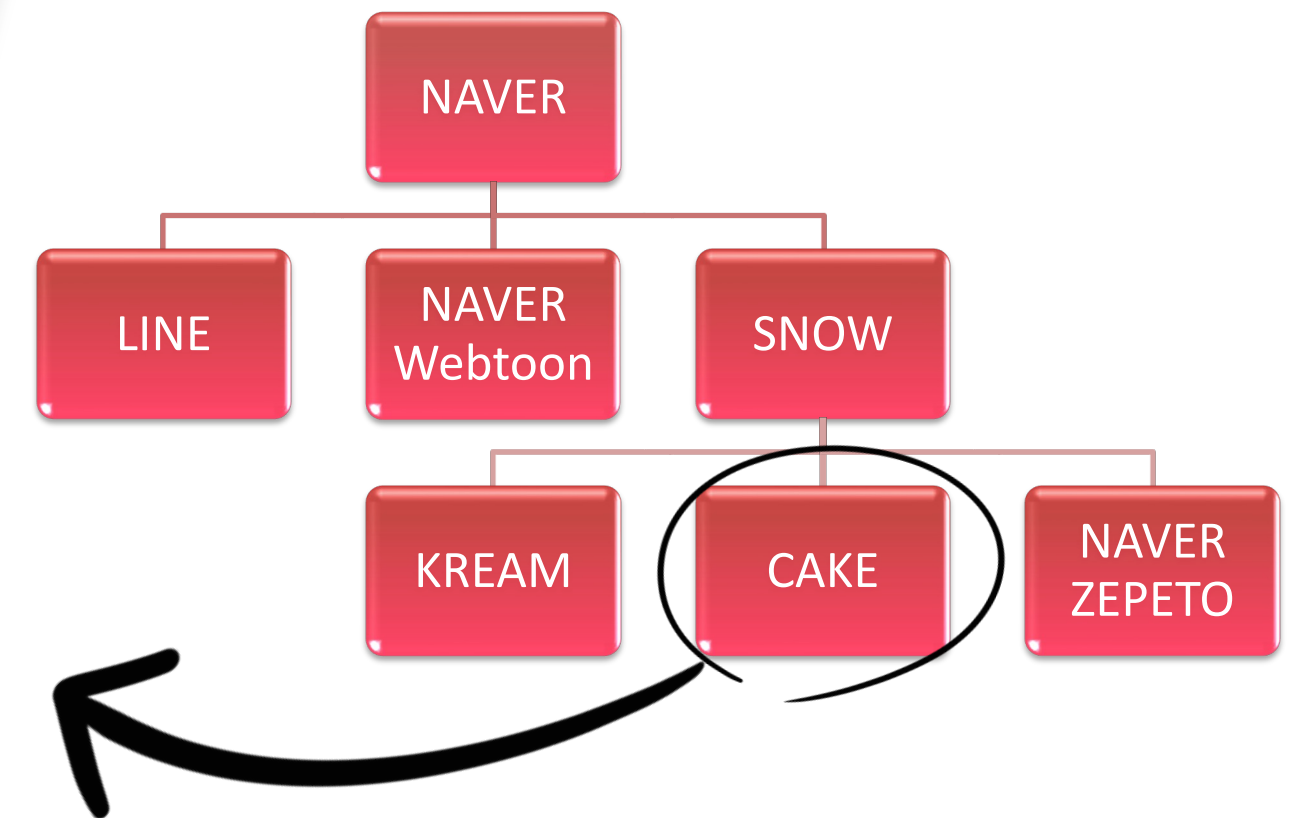
The language barrier & Limited ways to learn Korean easily

## Solution

We created Korean-learning educational content using artist IP  
For a more rewarding and immersive experience for our fans

# NAVER

: NAVER is South Korea's number one search portal and its subsidiaries and affiliates provide services including LINE, NAVER Webtoon and SNOW.



: CAKE is the new name of the previous HYBE EDU. HYBE EDU was acquired by Cake Corporation on June 1<sup>st</sup>, 2022.

Learn! KOREAN with BTS Series



Learn! KOREAN with TinyTAN  
#Beginner #Hangeul

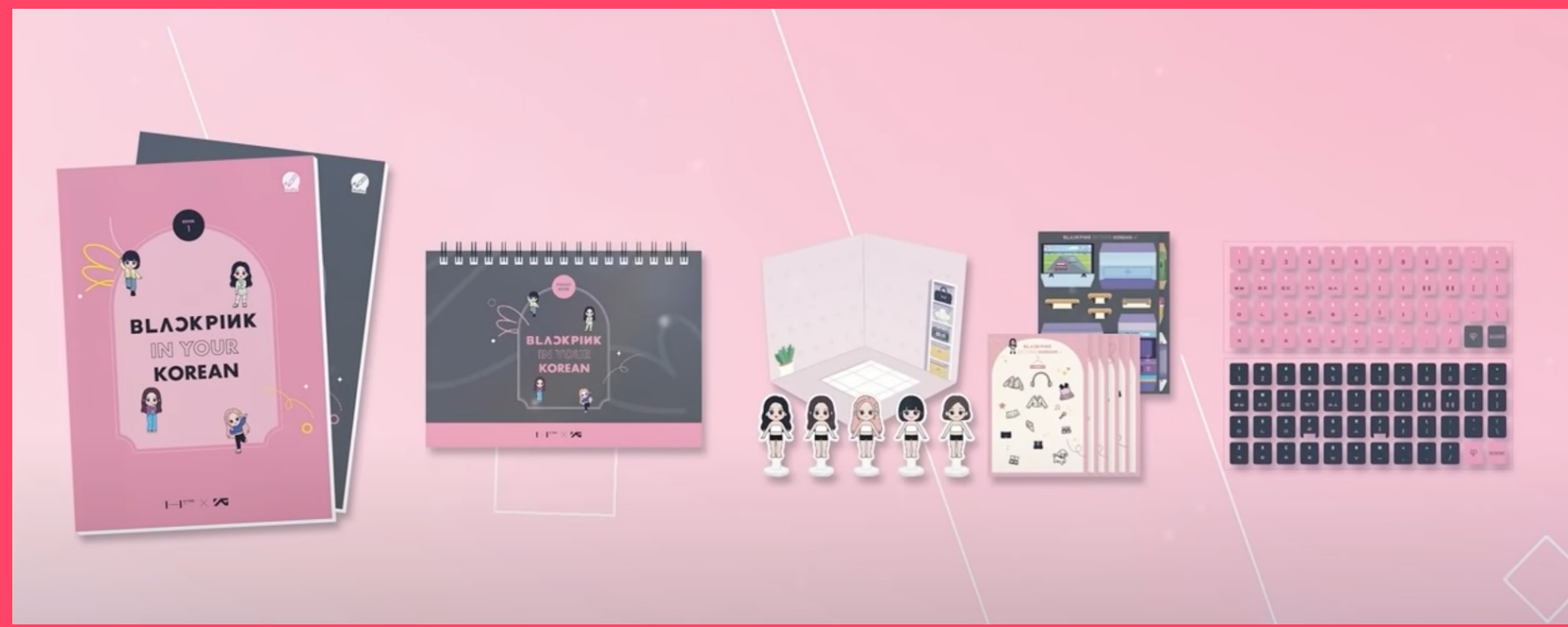


Learn! KOREAN with BTS  
#Basic Korean



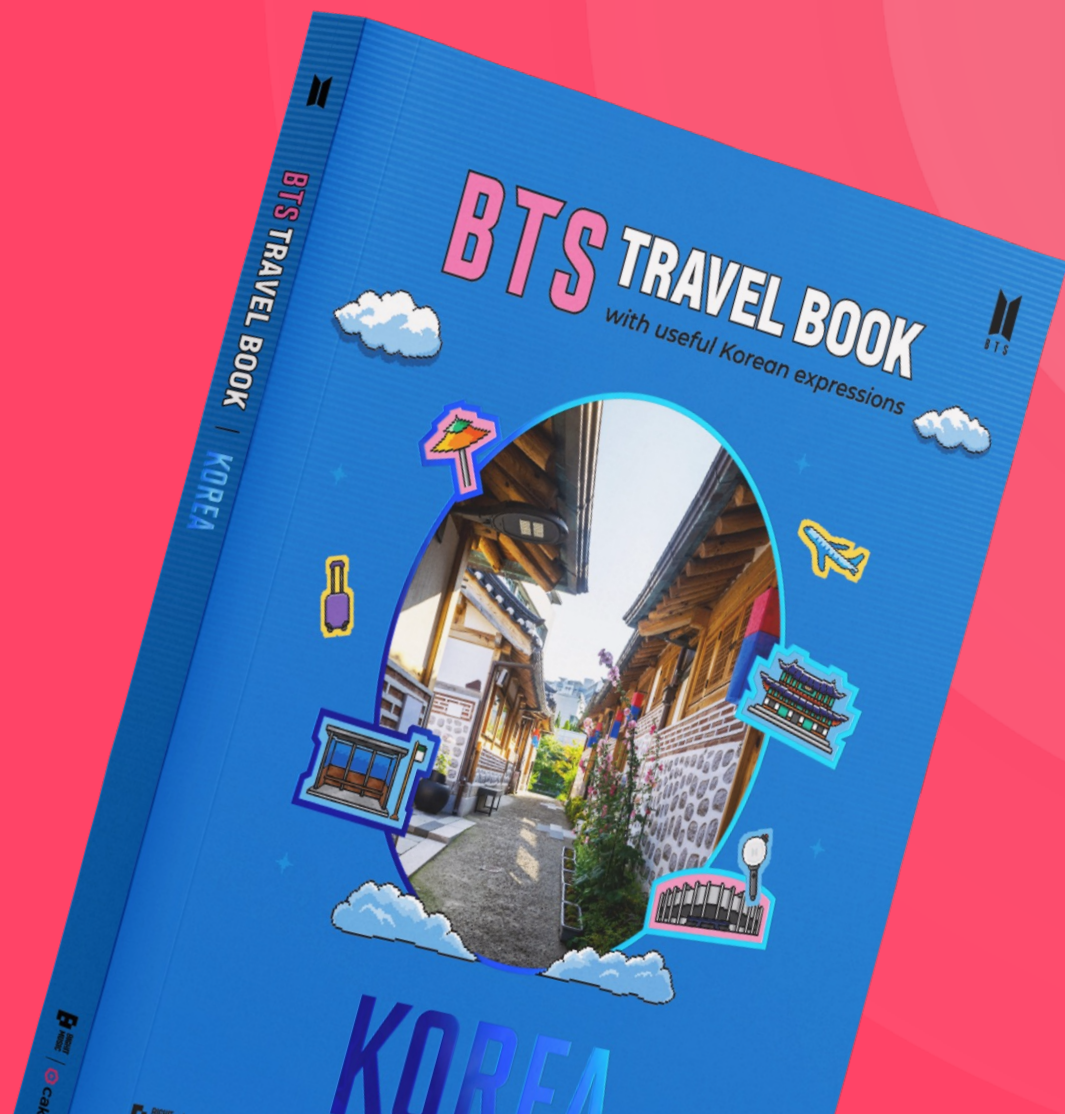
Talk! with BTS  
#Intermediate Korean

BLACKPINK In Your Korean





**We Sell  
Original Happiness**



ABOUT THE SONG

# CHAPTER 1

## 작은 것들을 위한 시 (Boy With Luv) (Feat. Halsey)


MAP OF THE SOUL : PERSONA

1. Intro : Persona
2. 작은 것들을 위한 시 (Boy With Luv) (Feat. Halsey)
3. 소우주 (Mikrokosmos) < CHAPTER 2 >
4. Make It Right
5. HOME
6. Jamais Vu
7. Dionysus

MAP OF THE SOUL : PERSONA (2019) portrays BTS' interest in the world and the happiness that comes from love. The lead single "작은 것들을 위한 시 (Boy With Luv)" is a kitschy funkpop song that relates how BTS is curious about and cherishes every little detail about ARMY and describes the joy that comes from learning about them.

\* 작은 것들을 위한 시 literally means "a poem for small things."

ABOUT THE SONG



#Mass\_appeal  
#Summer\_song  
#First\_song\_crush

작은 것들을 위한 시 (Boy With Luv)는 이 앨범에서 가장 처음 발표되는 노래다. 너 즉 사랑을 위해 쓰는 모든 것들의 의미를 생각해 보라는 의미. #BTS가 되고 싶은 너를 위한 시 (Boy With Luv) on my favorite song in this album. In a sense, this song is a confession to you, ARMY, and an ode dedicated to the ARMY, persuading you from our hearts.

Boy With Luv라는 제목은 2014년 앨범 Love Yourself: Tear에서 소개된 Boy In Luv라는 제목에서 비롯되었다. '사랑하자'라는 의미를 가진 'Luv'라는 단어를 사용해서 'Boy With Luv'라는 제목을 지어 주었다. 'Boy With Luv'라는 제목은 '사랑하자'라는 의미를 가진 'Luv'라는 단어를 사용해서 'Boy With Luv'라는 제목을 지어 주었다. 'Boy With Luv'라는 제목은 '사랑하자'라는 의미를 가진 'Luv'라는 단어를 사용해서 'Boy With Luv'라는 제목을 지어 주었다.

The alternate title of this song, Boy With Luv, derives from our 2014 album Love Yourself's lead single, 사랑하자 (Boy In Luv). While we sang about the immature love we felt when we were still young in 사랑하자, in this song, we're talking about true love, where we find pleasure in life, about trivial things and try to protect them.

이전 모든 앨범에서는 '사랑하자'라는 단어를 사용해서 'Boy With Luv'라는 제목을 지어 주었다. 'Boy With Luv'라는 제목은 '사랑하자'라는 의미를 가진 'Luv'라는 단어를 사용해서 'Boy With Luv'라는 제목을 지어 주었다.

At the end of this song, all of us turn around and raise our right hand in a salute (Boy In Luv). As you listen to this song, try to recall our past.

BTS photos included

Provides quotations from BTS members

### BTS LYRICS INSIDE

Provides analysis on the lyrics

Provides full lyrics, Roman pronunciation, and official fan chant.

LYRICS INSIDE

모든 게 궁금해 How's your day  
I'm curious about everything How's your day  
Oh tell me  
Oh tell me  
뭐가 널 행복하게 하는지  
What makes you happy  
Oh text me  
Oh text me

모든 게 궁금해 ... 뭐가 널 행복하게 하는지  
I'm curious about everything ... What makes you happy

-게 하다 means to make someone do something or cause them to be in a certain state. Thus, 뭐가 널 행복하게 한다 means to make someone happy. -는지 is used when talking about something you're curious about or would like to know. It is often used with verbs like 알다, 오르다, and 궁금하다.

e.g. 우리가 잘 준비되었는지 알고 싶어요.  
We want to know what ARMY likes.  
우리가 무척 잘 준비되었는지 궁금해요.  
We're curious about what ARMY thinks of us.

BTS is saying that they are curious about and want to know what makes you (ARMY) happy.

듣  
모든 every  
뭐가 what  
행복하게 happy  
해줘서 give me  
네 you  
행복하게 to be happy

알아 know  
모르잖아 I don't know  
행복하게 happy  
행복하게 to be happy

듣  
모든 every  
뭐가 what  
행복하게 happy  
해줘서 give me  
네 you  
행복하게 to be happy

듣  
모든 every  
뭐가 what  
행복하게 happy  
해줘서 give me  
네 you  
행복하게 to be happy

MUSIC VIDEO COMMENTARY

In the music video of 작은 것들을 위한 시 (Boy With Luv) (Feat. Halsey), right before the part above, you can see a theater in the background with a sign saying "Persona," the name of this album. Since "Persona" means the part of you that you want to show others or a masked version of yourself, having this theater in the background suits a well.

LYRICS INSIDE

Your every picture  
Your every picture  
내 머리맡에 두고 싶어 oh bae  
I wanna have it by my pillow oh bae  
Come be my teacher  
Come be my teacher  
네 모든 걸 다 가르쳐 줘  
Teach me everything about you  
Your 1, your 2  
Your 1, your 2

Your every picture 내 머리맡에 두고 싶어  
Your every picture I wanna have it by my pillow  
-고 싶어 is an expression used for communicating a desire to do something.

e.g. 아이스크림을 먹고 싶어요.  
We want to know everything about ARMY.

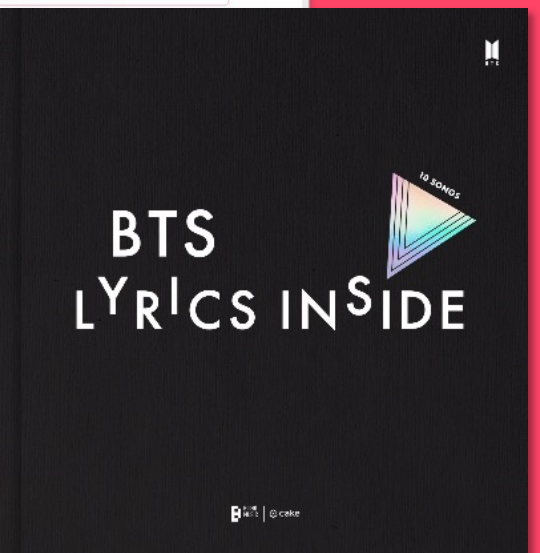
ARMY related  
down, if you like, and keep means that keep every ARMY to the point of the song.

듣  
내 every picture  
머리맡에 by my pillow  
두고 싶어 I wanna have it  
oh bae oh bae  
Come be my teacher  
Come be my teacher  
네 모든 걸 다 가르쳐 줘  
Teach me everything about you  
Your 1, your 2  
Your 1, your 2

듣  
내 every picture  
머리맡에 by my pillow  
두고 싶어 I wanna have it  
oh bae oh bae  
Come be my teacher  
Come be my teacher  
네 모든 걸 다 가르쳐 줘  
Teach me everything about you  
Your 1, your 2  
Your 1, your 2

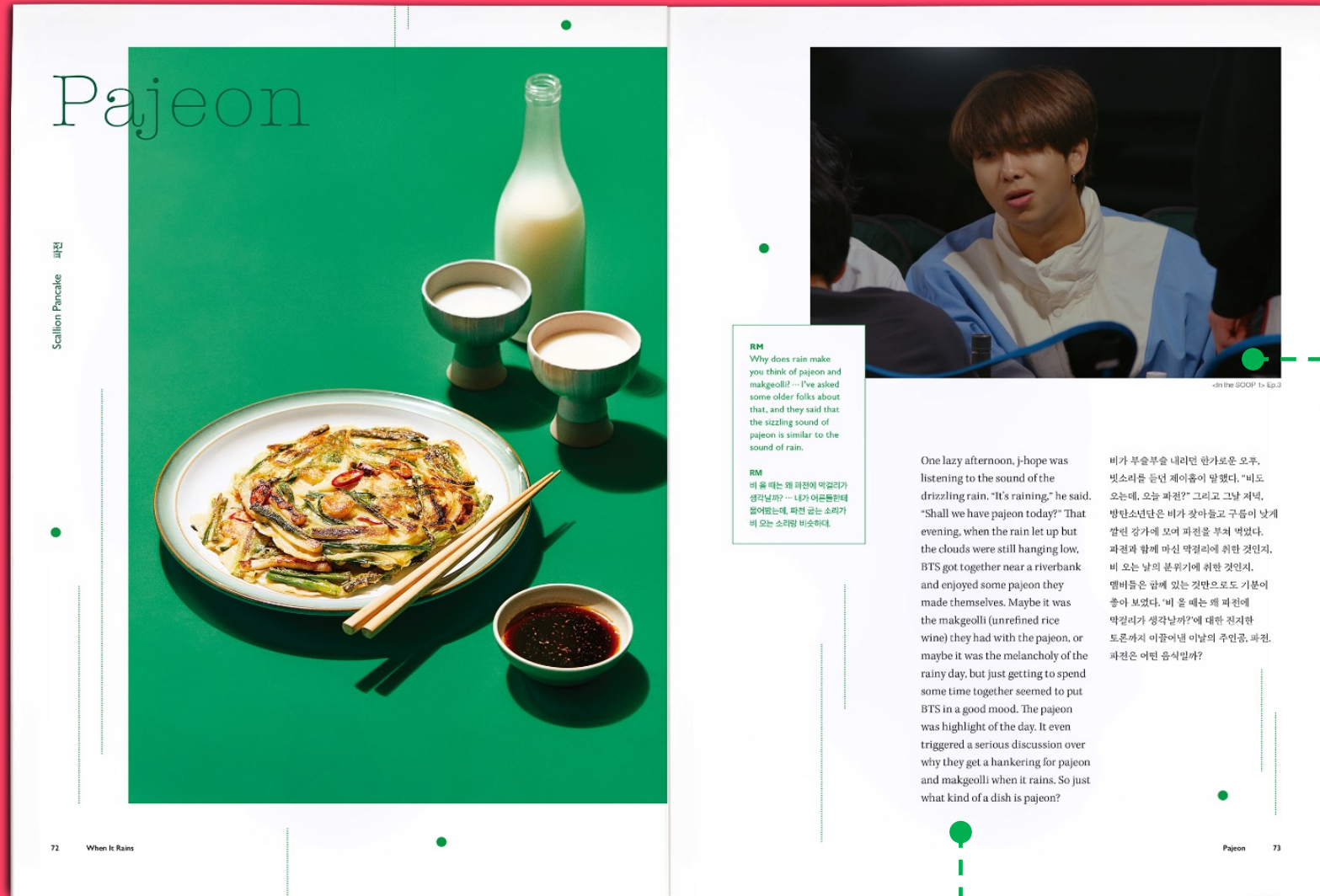
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Product Related YouTube Link  
[BTS LYRICS INSIDE] Teaser | Official  
<https://youtu.be/m1zySOFRmkk>



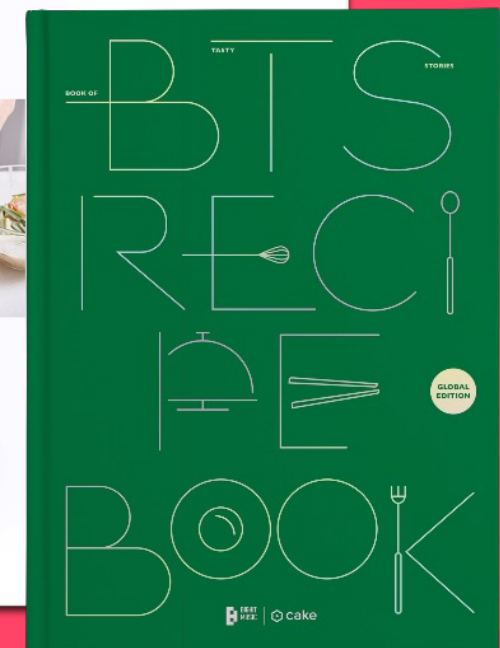
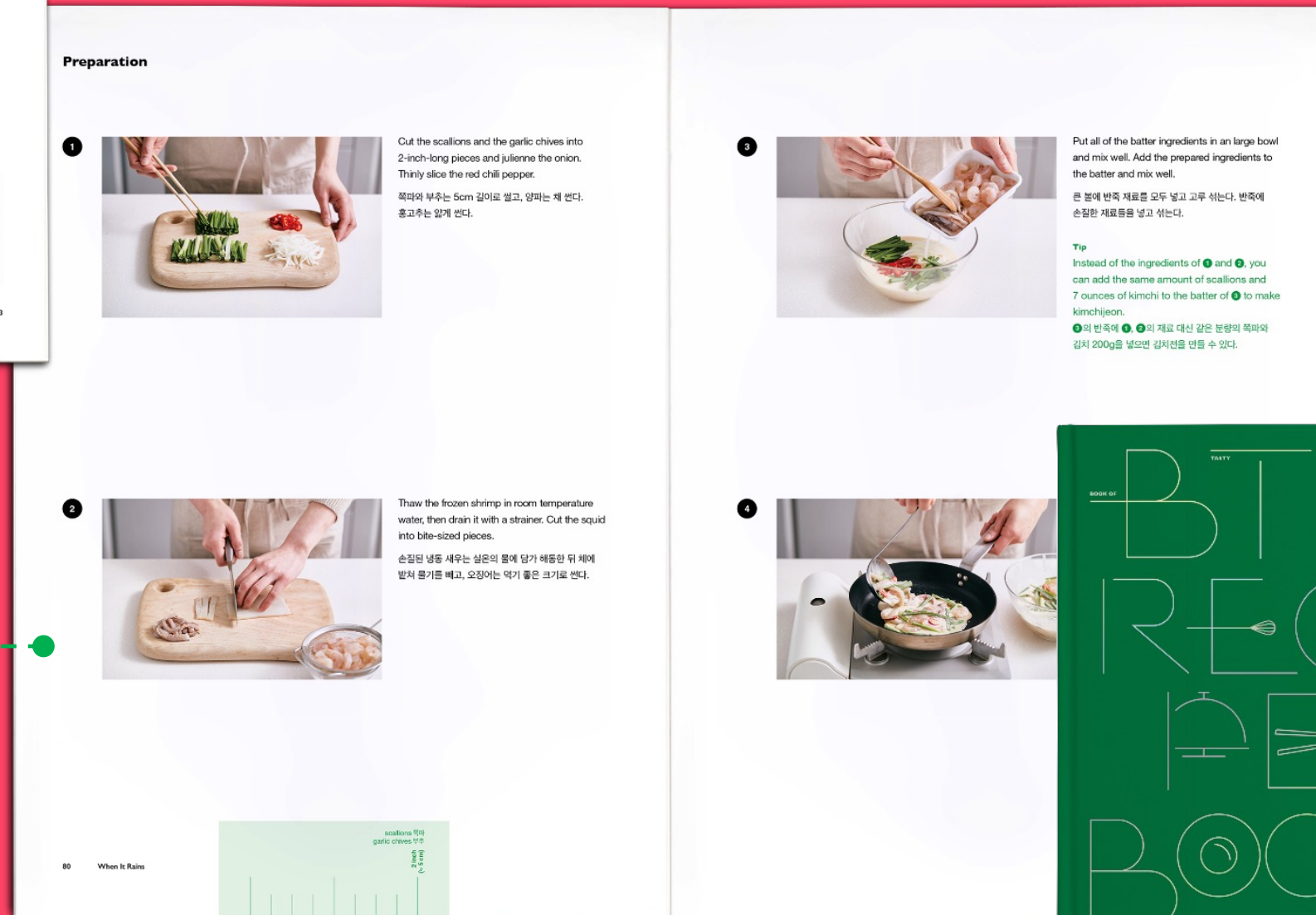
# BTS RECIPE BOOK

Provides situation where BTS had the food with pictures



Provides cultural contexts of the foods

Provides accurate recipes for menus based on BTS' cooking recipes(alternative ingredients included)

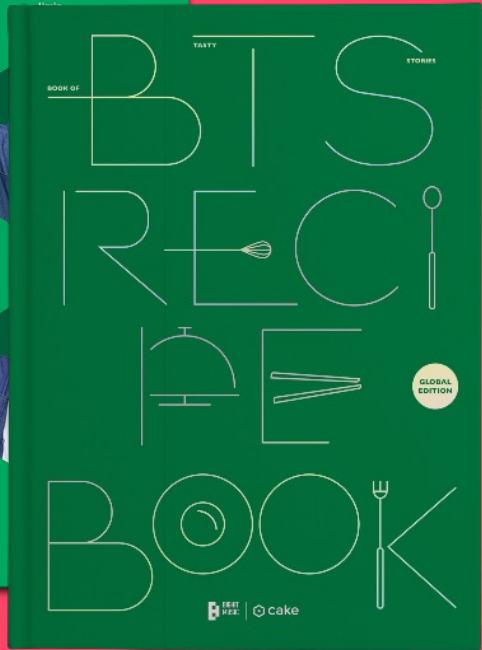
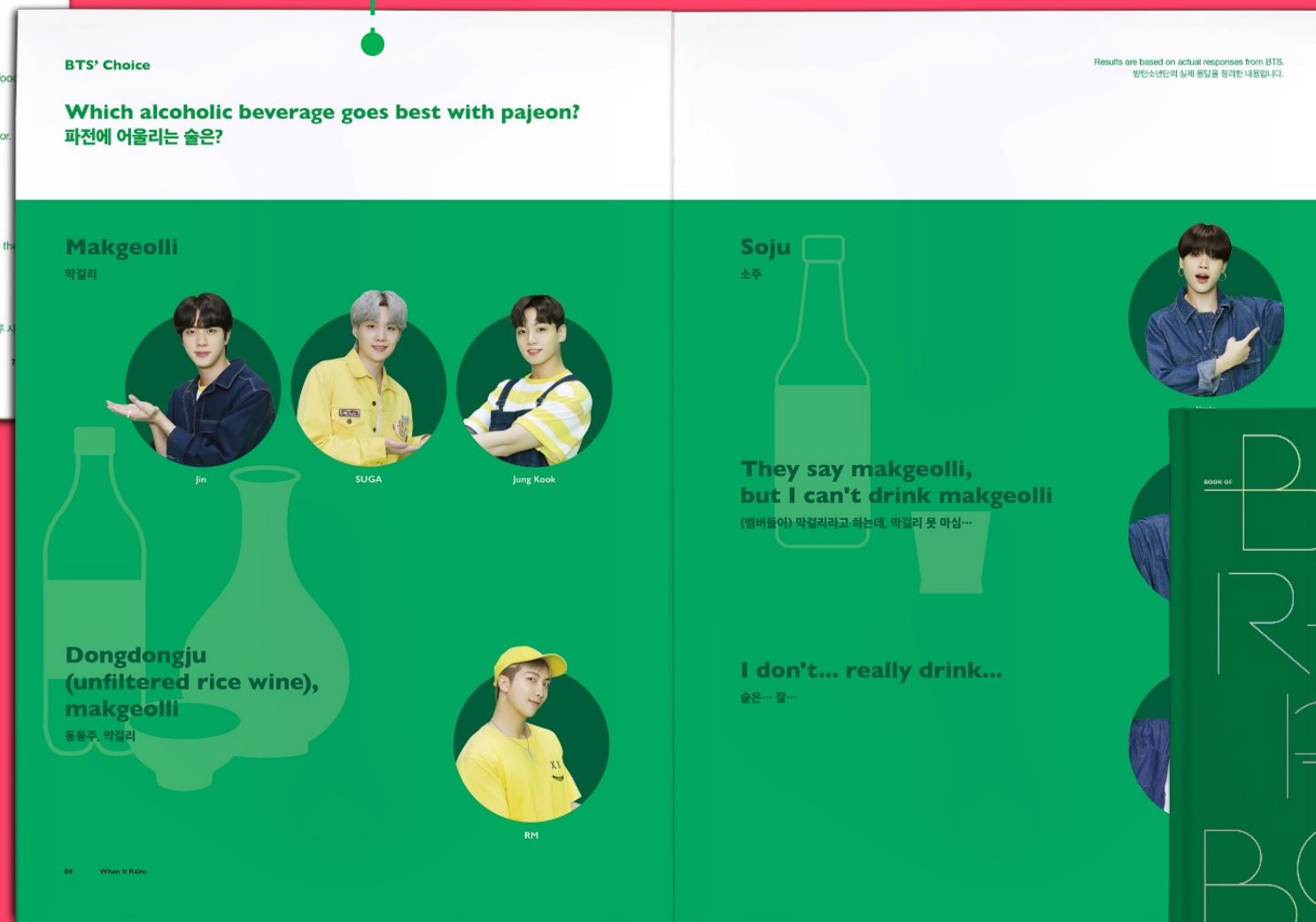




Includes QR code with cooking videos

Includes BTS members' food preferences (BTS' choice)

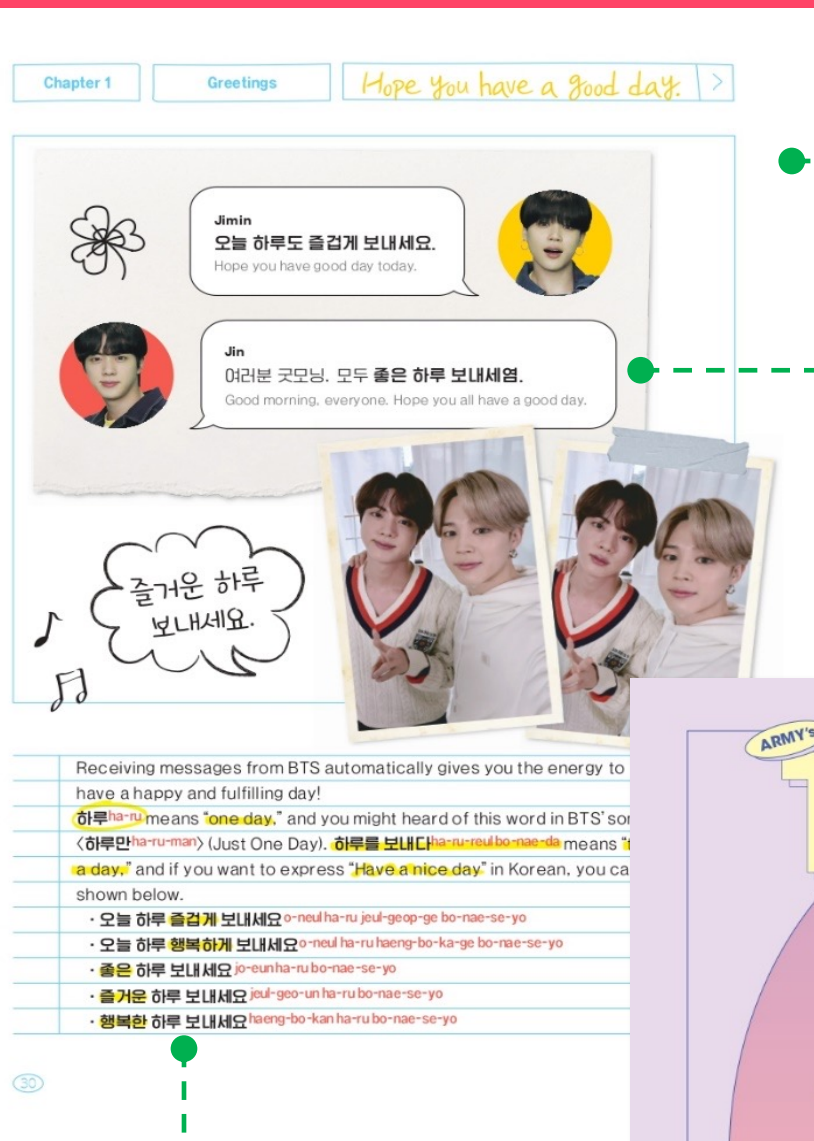
# BTS RECIPE BOOK



**Product Related YouTube Link**  
 Today's gimbap chef is me| The BTS Recipe in KOREAN  
<https://youtu.be/WT6k3xjdoU4>



<From BTS>



Consist of two books: <From BTS> and <Dear BTS>

Messages from real BTS' SNS

# MY BTS DIARY

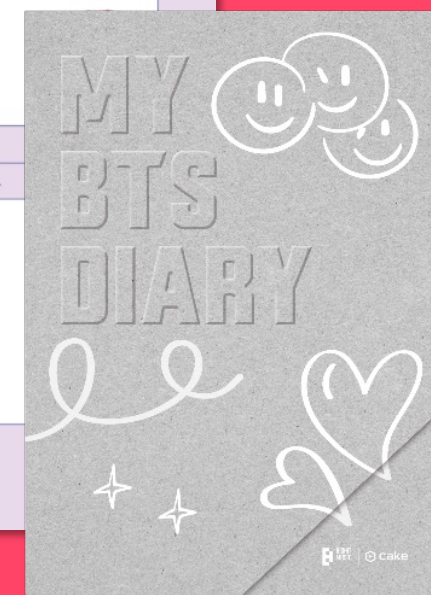
3. Product Details

Simple explanations of words & grammar from the messages

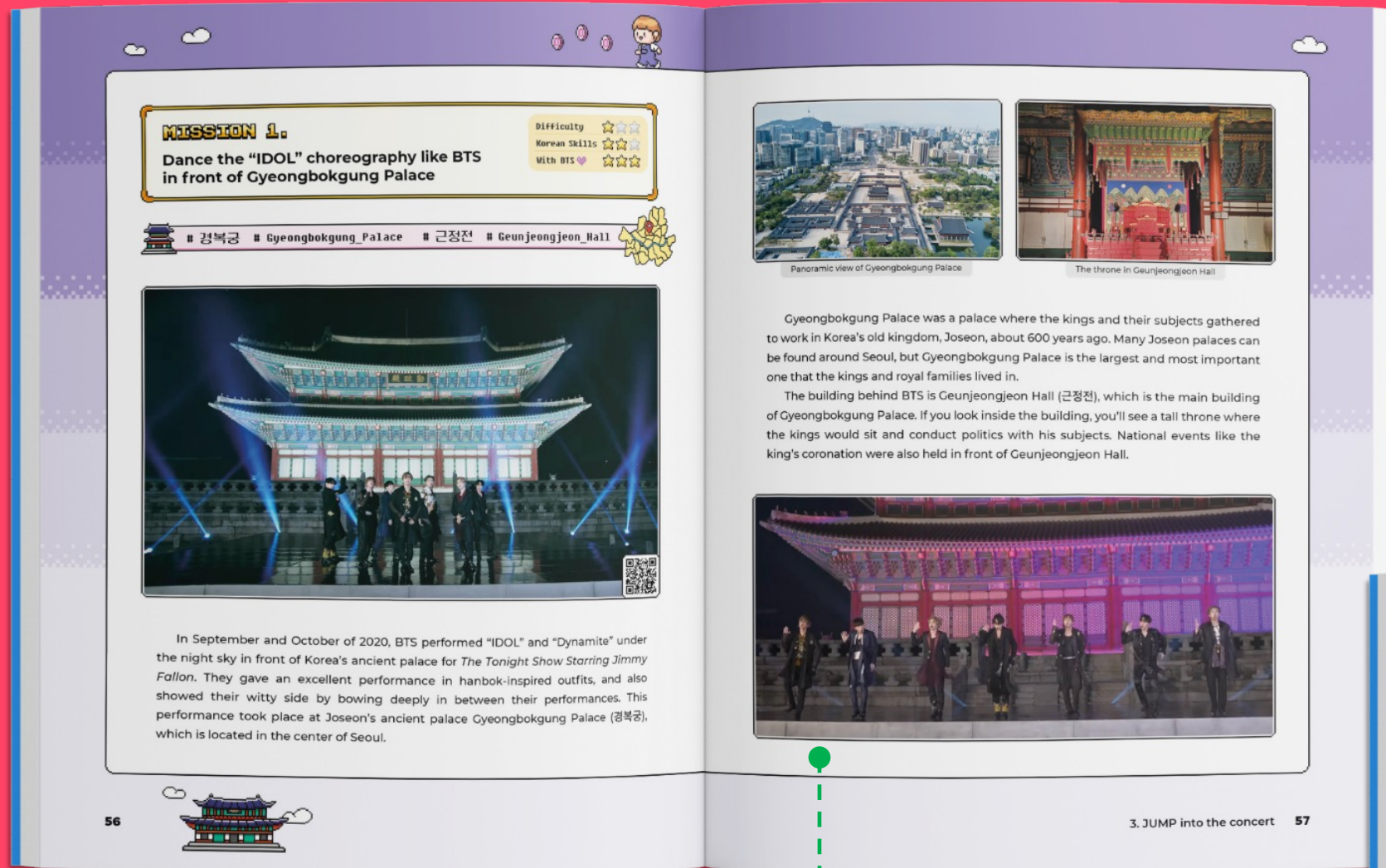
Pages to try out what they learned in <From BTS>



<Dear BTS>



**Product Related YouTube Link**  
 [MY BTS DIARY] | Official Trailer  
<https://youtu.be/snYgZwhUhaE>



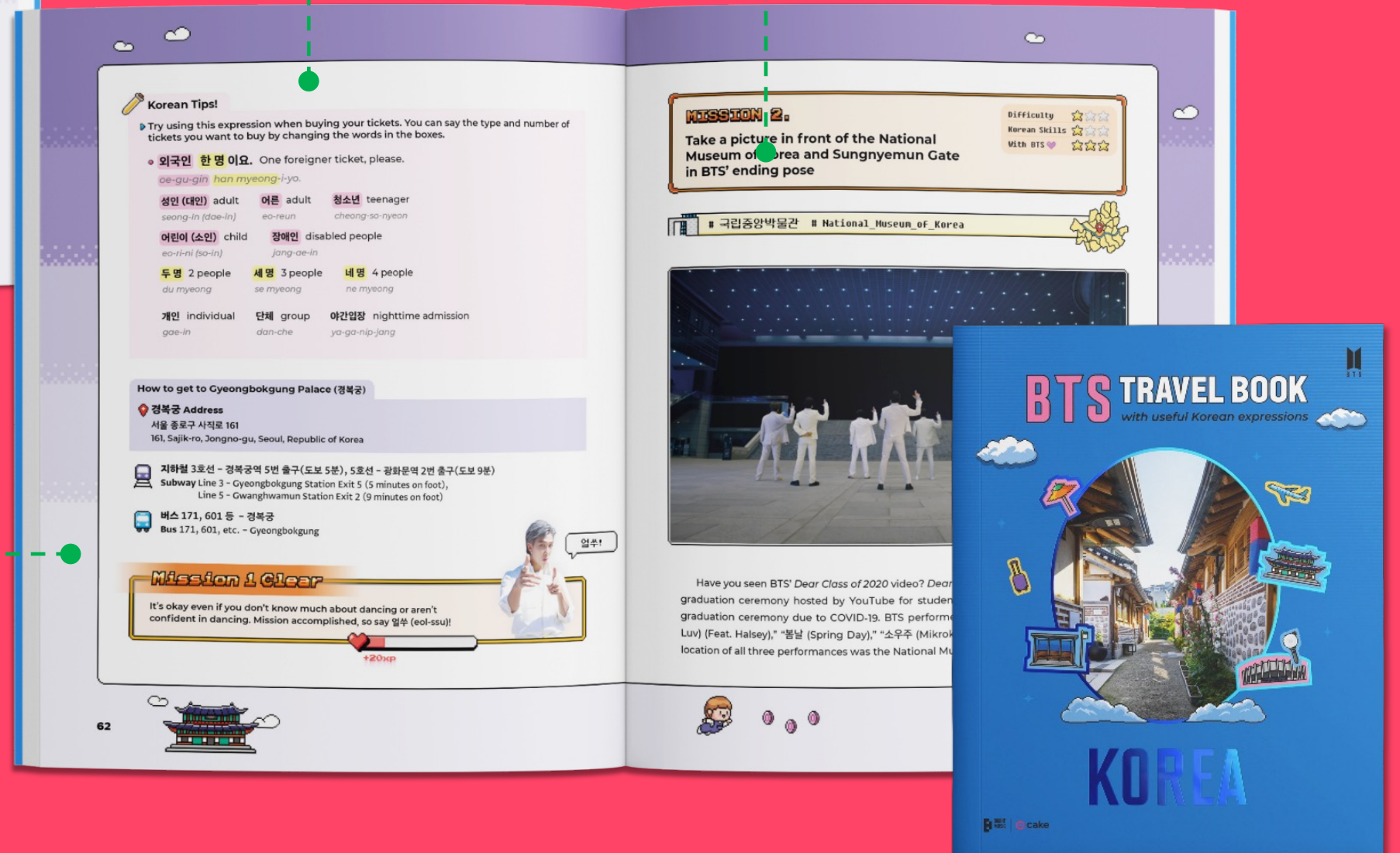
Provides 20 places where BTS visited, shot music videos etc.

Provide explanations for public transportation, admission fees, cultural/historical implications, etc.

Contains Korean phrases, famous food, and activities related to the place.

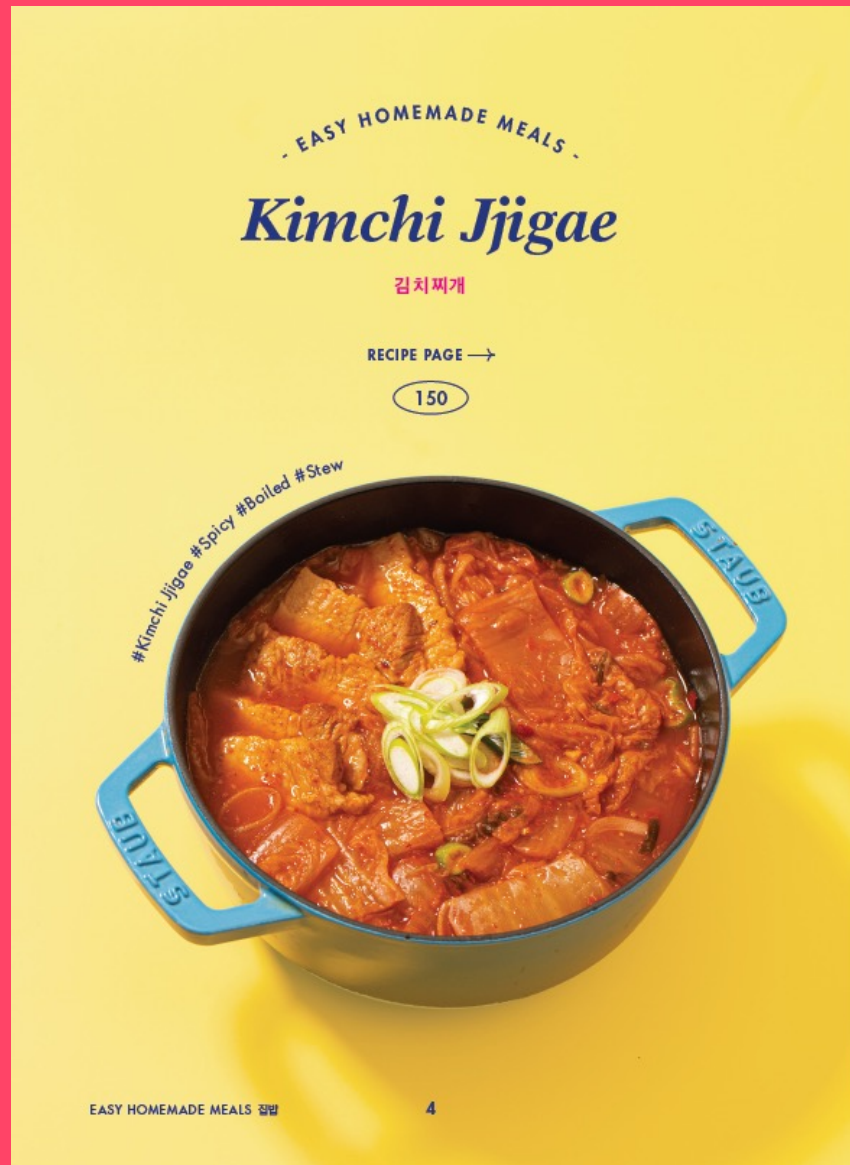
BTS photos related to the place

BTS TRAVEL BOOK



**Product Related YouTube Link**  
 [BTS TRAVEL BOOK] Follow BTS to Korea | Official  
<https://youtu.be/FRmOhyr0XSU> 1





① RM and Jimin (MiniMon), who are clumsy at cooking, were full of worries before the Avatar Cooking Competition. Their mission for "Run BTS" was to become SUGA's avatars and make Kimchi Jjigae(stew) and kimchi jeon (pancake). While Koreans enjoy Jjigae with steamed rice, their staple food, Kimchi Jjigae is one of the most popular stews in the country. Triumphantly shouting, "Get it," MiniMon started cooking and almost failed to distinguish salt from sugar. Fortunately, they found the error and made it right in time. Kimchi Jjigae is actually simple to make. As SUGA's recipe says, add kimchi, meat, and a variety of vegetables and boil, then season with salt and sugar. That's it. There are many Kimchi Jjigae variations depending on the ingredients: pork, tuna, and saury. The BTS' version always has a generous amount of meat.




③  Kimchi Jjigae 김치찌개

- ① BTS story about cooking (written in KOR-ENG/JAP)
- ② Images related to BTS story
- ③ QR code that you can watch a video of BTS cooking

### BTS RECIPE BOOK 2

①



**BTS' Choice**

Q. Which dish would you recommend to ARMY who wants to make Korean food at home?  
집에서 한국 음식을 만들어 먹고 싶은 아이에게 추천해 주고 싶은 요리는?

Jin  
Kimchi Jjigae 김치찌개

Jung Kook  
Pork Kimchi Jjigae 돼지 김치찌개

Results are based on actual responses from BTS.  
방탄소년단의 실제 응답을 정리한 내용입니다.

②

A Pinch of Korean



넣어 넣어 빨아 빨아

To convert a plaintext into a command sentence, you can change the verb's ending '다' to '아/어'. However, since the sentences below is not honorific, you should only use it with close friends! Be careful because it can be a rude expression if you use it for the first time or someone older than you.

Ingredient/Food	Verb	Command Sentence
go-gi 고기 meat	neo-ta 넣다 to put in	Go-gi neo-eo. 고기 넣어. Put the meat in.
ma-neul 마늘 garlic	ppa-ta 빨다 to grind	ma-neul ppa-e. 마늘 빨아. Grind the garlic.
ji-ga 찌개 stew	kkeu-ri-da 끓이다 to boil	Jji-gae kkeu-ryeo. 찌개 끓여. Boil the stew.

**Product Related YouTube Link**  
[Official Trailer] BTS RECIPE BOOK 2  
<https://youtu.be/GOvf68G7Jyc>

- ① BTS's cooking preference
- ② Practical Korean expressions related to cooking

