

**STUDIO
W.BABA**

The Best Animation Studio in Asia-Pacific

STUDIO W. BABA has **3** branches in Seoul, GwangJu and Kuala Lumpur.
With **130** employees, we've steadily grown for **12** years,
we produced more than **600+** episodes of animations.

We are now one of **TOP 4** production in Korea with annual sales of **7M** USD.





1st
Place

KBS rating
Content / Toy Grand Prize

12
Seasons

TV Series
11 minutes



4
Episodes

Feature Film Series
Distributed on **NETFLIX**

2,250,000
People Watched

Cumulative audience of
theatrical version



NOTE

- **KBS (Korean Broadcasting System)** is the national public broadcasting company of South Korea.



01

Proven ability to **produce all episodes** of 'Hello Carbot' from season 1 to 12 at **100%**

02

Completed and currently in progress on over **600+ episodes** of 'Hello Carbot' & other series

03

Establishment of a production organization capable of producing **10 episodes** (11 minutes each) per month



HIP DUCK Business Overview

More than 30 Stores by 2023: Achieving Daily Revenue of 6M (KRW) and Annual Revenue of 2B (KRW)



Operating 6 Stores at Present
Our Foundation for Future Growth

Achieving Daily Revenue of 3M (KRW)
(Annual Revenue of 1B (KRW) Currently)
Our Strong Financial Performance

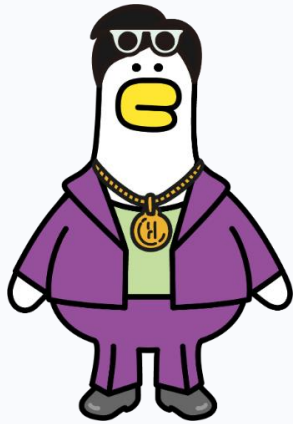


Expanding to 30+ Stores by 2023
Our Ambitious Plan for Future Success

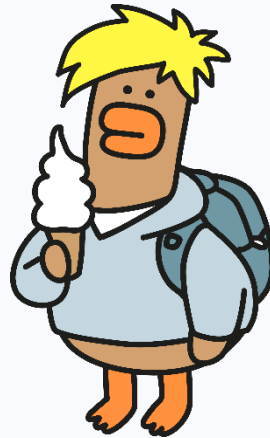


HIP DUCK FRIENDS (Unmanned stationery store)

Annual revenue of over 500M (KRW) currently and **expansion of more than 20 stores** by 2023



CEO_HIP DUCK



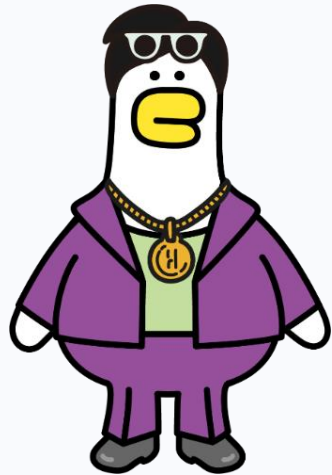
Fancy Goods HIP DUCK



Concept story

- **Entrepreneur HIP DUCK** became close with the owner of a stationery store since childhood and received his passion and help.
- Following the owner's passion, **Entrepreneur HIP DUCK** started a unmanned fancy shop franchise called "**HIP DUCK Friends**".
- "**HIP DUCK Friends**" is operated with a stylish interior and unmanned system, and has become a globally famous franchise brand that has a great influence on many people's lives.

Annual revenue of over 500M (KRW) currently and **expansion of more than 10 stores** by 2023



CEO_HIP DUCK



Barista_HIP DUCK



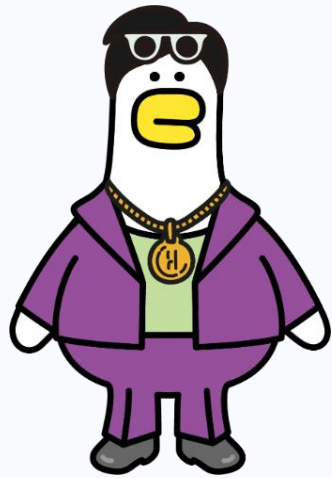
Concept story

- **Entrepreneur HIP DUCK** and award-winning **Barista HIP DUCK** meet at a coffee contest and decide to open a coffee shop together.
- They offer homemade desserts and a variety of coffee flavors, gaining popularity and expanding nationwide.
- Based on their friendship and professionalism since the start of their business, they contribute to the development of coffee culture.



HIP DUCK PIZZA & PASTA

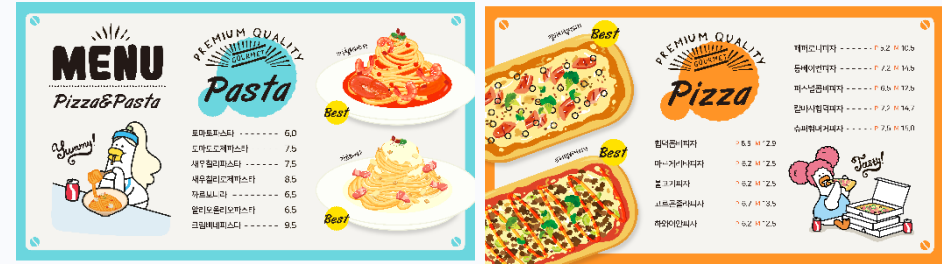
Annual revenue of over 1B (KRW) currently and expansion of 4 Large stores by 2023



CEO_HIP DUCK



Pizza & Pasta_HIP DUCK



Concept story

- **Entrepreneur HIP DUCK** decides to collaborate with the world-renowned "Pizza HIP DUCK," who runs a third-generation pizza business.
- They launch a new brand called "**Pizza & Pasta**" which grows and becomes a high-quality franchise brand by improving taste and service.
- **Entrepreneur HIP DUCK** achieves his dream and creates a franchise brand that provides great taste and service to people worldwide with Pizza & Pasta.

Combining the Best of Korean Cuisine: Tteokbokki and HIP DUCK



CEO_HIP DUCK



Tteokbokki_HIP DUCK



Concept story

- **Entrepreneur HIP DUCK** who was impressed by the taste of tteokbokki made by a grandmother at a tteokbokki store in front of his school during his childhood.
- He received the secret recipe that had been passed down from her for 30 years and began making tteokbokki to set up his own store.
- Seeing the long lines of customers, **Entrepreneur HIP DUCK** realized the value of his secret recipe and expanded his brand nationwide, becoming the most famous tteokbokki entrepreneur in South Korea.

NOTE

- **TTEOKBOKKI**, a dish of stir-fried rice cakes, is one of the most beloved foods in Korea.

Innovating Menu: HIP DUCK-inspired Rice Burgers, Leveraged by powerful distribution channel



CEO_HIP DUCK



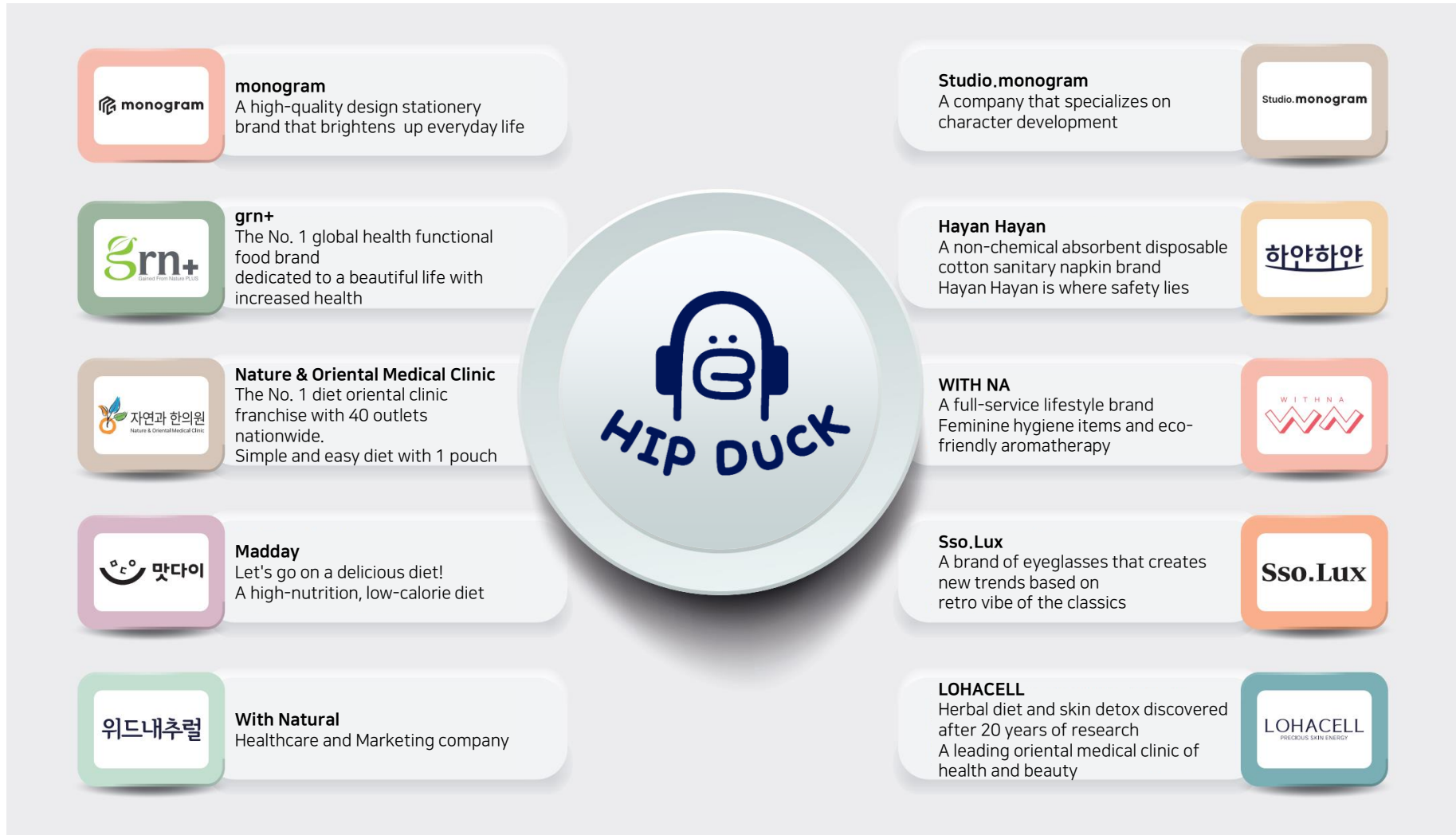
Hipburger_HIP DUCK



Concept story

- Entrepreneur HIP DUCK and Hipburger HIP DUCK met and learned about the difficulties faced by the rice burger industry.
- They launched a premium burger named "**Hipburger**" that uses high-quality sauce and ingredients, which enabled them to stand out in the rice burger market.
- With its hip image and eco-friendly design, Hipburger quickly gained popularity and became a global sensation.

Launched joint business with SY GROUP, a specialized healthcare company which is very famous in Korea.





THANK YOU



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