

**STUDIO
W.BABA** 

The Best Animation Studio in Asia-Pacific



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Company Introduction



COMPANY INTRODUCTION

1. Chief Executive Officer (CEO) & Production Manager

This is the profile of **Lee Hong-Ju**, the founder and CEO of Studio W.BABA, who also serves as the overall producer.

Main Profile

- 2011 - Present: CEO, Studio W.BABA Co., Ltd.
- 2020 - Present: Director, A-Type Co., Ltd. (affiliate, webtoon production company)
- 2006 - 2010: CEO, WUKESHU KOREA
- 2004 - 2006: Producer, Korea Electric Power Corporation (KEPCO)
- 1996 - 1998: Assistant Producer, MBC Productions
- 2003: Bachelor's degree in Broadcasting and Entertainment, Suwon Science College

Titles

- 2021 - Present: Overall Producer, "B Family" (TV)
- 2021 - Present: Producer, "Mecard Ball" (TV)
- 2014 - Present: Producer, "Hello Carbot Season 1-12" (TV)
- 2019: Overall Producer, "Synostone" (TV)
- 2018: Overall Producer, "Space Bug" (TV)
- 2016: Overall Producer, "Magic Adventures" (TV)
- 2013: Overall Producer, "Mask Masters" (TV)
- 2022: Producer, "Hello Carbot the Movie: The Secret of the Suspicious Magic Troupe"
- 2019: Producer, "Hello Carbot the Movie: Save the Moon"
- 2019: Producer, "Hello Carbot the Movie: The Secret of Omphalos Island"
- 2018: Producer, "Hello Carbot the Movie: The Cretaceous Period"





COMPANY INTRODUCTION

2. Overall Director & CEO (Chief Executive Officer)

This is the profile of **Yoon Yoo-Byung**, the co-founder and animation director serving as the overall director at Studio W.BABA.

Main Profile

- 2011-Present: Director, Studio W.BABA Co., Ltd.
- 2009: Studio Baba, Director
- 2006: STUDIO BANANA, Animation Producer, Director
- 2004: FX Digital Co., Ltd., Animation Part Supervisor
- 2003: PIXEL PLANET Co., Ltd., Animation Part Supervisor
- 2002: Ajou University Information & Communication Research Institute, Animation Part Researcher
- 2000: BIGFILM Co., Ltd., Animation Part Director
- 1992: Bachelor's Degree in Crafts, Hanyang University College of Industrial Arts

Titles

- 2021-Present: Director of "B Family" (TV)
- 2021-Present: Director of "Mecard Ball" (TV)
- 2014-Present: Director of "Hello Carbot Season 1-12" (TV)
- 2019: Director of "Synostone" (TV)
- 2018: Director of "Space Bug" (TV)
- 2016: Director of "Magic Adventures" (TV)
- 2013: Director of "Mask Masters" (TV)
- 2019: Director of "Hello Carbot the Movie: Save the Moon"
- 2019: Director of "Hello Carbot the Movie: The Secret of Omphalos Island"
- 2018: Director of "Hello Carbot the Movie: The Cretaceous Period"





COMPANY INTRODUCTION

3. Expert Group

These are the key artists, art directors, and technical directors who enhance the competitiveness of Studio W.BABA.

Key Experts



**Jung In-Chul,
Continuity Director**

Storyboard,
Continuity specialist



**Lim Kyung-Hoon,
Technical Director**

VFX, Rendering specialist



**Kim Jung-Hoon,
Art Director**

Concept design,
Art direction specialist



**Park In-Chan,
CTO & BD**

Director in charge of
technology,
Business development

Main Profile & Titles

Hollywood animation series

- 2020: Young Justice Season4
- 2020: Justice League
- 2018: She-Ra
- 2012: Ultimate Spider-Man
- 2001: Samurai Jack



TV Animation Series

- 2021: B-Family
- 2021: Mecard Ball
- 2014 - Present: Hello Carbot Season 1-12
- 2019: Synostone
- 2018: Space Bug
- 2016: Magic Adventures
- 2013: Mask Masters

Theatrical Animation Series

- 2019: Hello Carbot - Save the Moon
- 2019: Hello Carbot - The Secret of Omphalos Island
- 2018: Hello Carbot - The Cretaceous Period

TV Animation Series

- 2014-present: Hello Carbot Season 1-12
- 2019: Synostone
- 2018: Space Bug
- 2013: Masked Masters
- 2008: Hong Gil-dong Adventure

Theatrical Animation Series

- 2019: Hello Carbot: Save the Moon
- 2019: Hello Carbot: The Secret of Omphalos Island
- 2018: Hello Carbot: The Cretaceous Period
- 2014: Jungle Shuffle
- 2012: The Reef 2: High Tide

Main Roles

- 2022-Present: Chief Technology Officer (CTO)
- 2019-2020: CEO of Dragonfly, a KOSDAQ-listed gaming company
- Head of AR/VR business at Dragonfly

Main Projects

- 2022-Present: Building game engine animation rendering pipeline for STUDIO W.BABA
- Designing a webtoon production line using game engines
- 2018-2020: AR/VR content development Joint project with Korea's leading telecom company, KT.

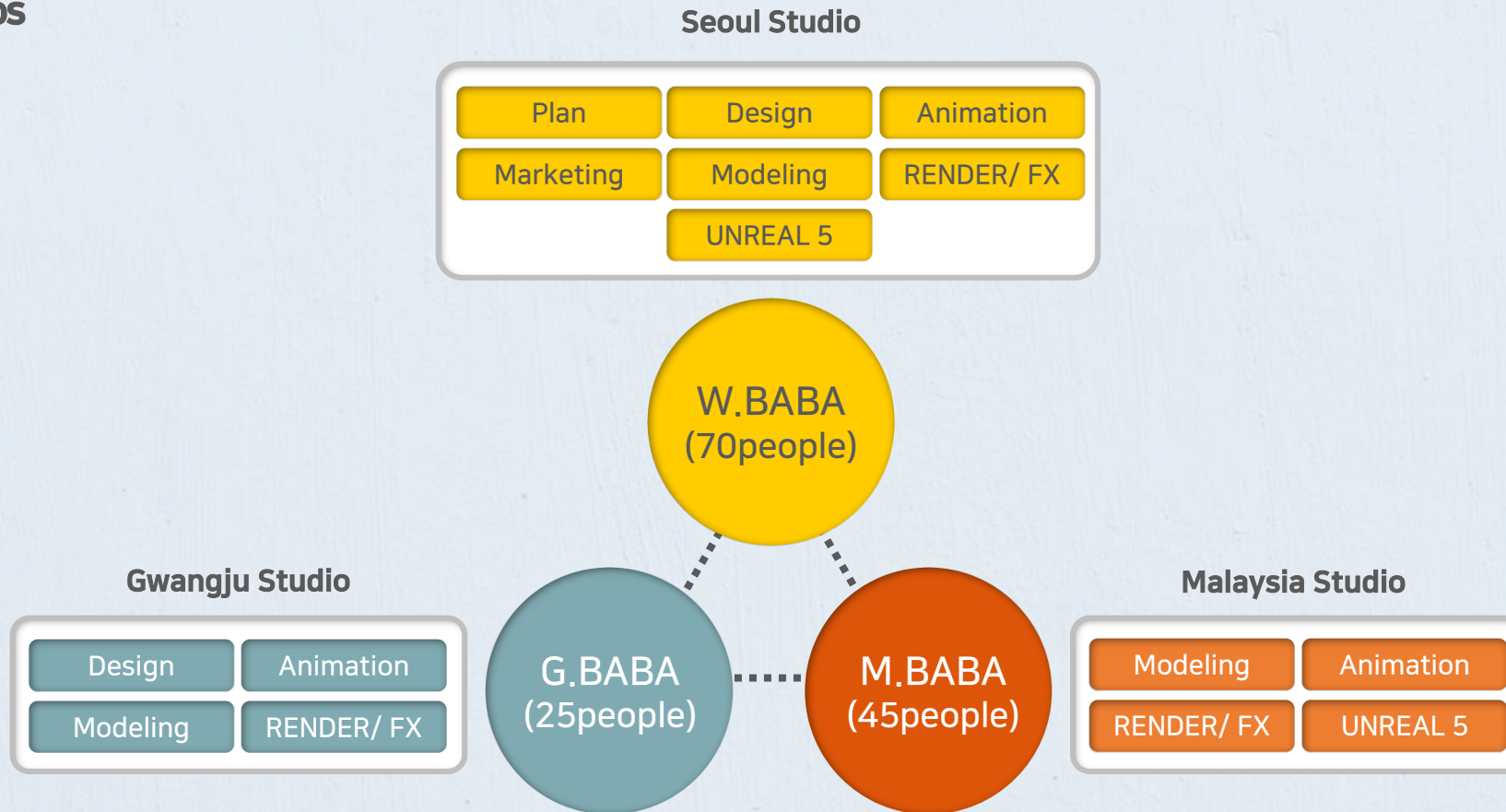


COMPANY INTRODUCTION

4. Global Studio Organization

To achieve a high level of production efficiency, **we have built a global production organization in Seoul, Gwangju, and Malaysia.**

Global Studios





COMPANY INTRODUCTION

5. Introduction of major affiliates

Introduction of Affiliates who are our Shareholders and Maintain Strategic Business Relationships

Strategic Partners & Shareholders



CHOIROCK CONTENTS COMPANY

Establishment	December 2007
Location	6, Buil-ro 5-gil, Guro-gu, Seoul, South Korea
Main Business	Toy manufacturing, animation production, character licensing
Main Products	Hello Carbot, Mecard Ball, Turning Mecard, Dino Mecard



HeartSome Korea

HEART SOME KOREA

Establishment	March 2006
Location	2109, Daerim Acrotel, 467-6 Dogok-dong, Gangnam-gu, Seoul, South Korea
Main Business	HeartSome's Korean branch office as a global company provides multilingual translation solution services to companies such as Samsung Electronics and Doosan Infrastructure



COMPANY INTRODUCTION

6. Introduction of key partners

Our business network is built through 10 years of operation, which includes establishing a team of over 100 production staff.

Partners



Domestic and international media distribution companies



Domestic and international co-production companies



Public-private investment agencies



License partners



PRODUCTION CAPABILITY



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



BEST ANIMATIONS OF W.BABA

Best Animations of W.BABA

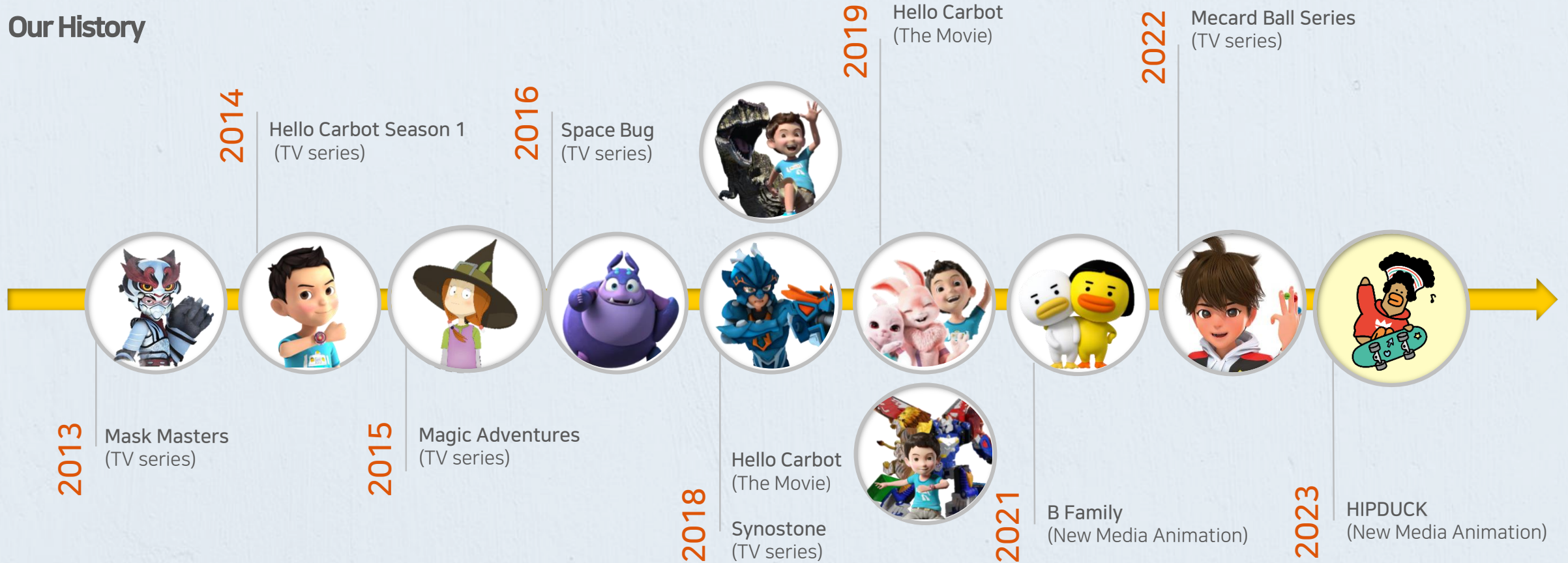


BEST ANIMATIONS OF W.BABA

Studio W.BABA's leap process

We shall disclose our 10-year journey of growth, spanning from a modest startup to a full-fledged studio, boasting a workforce of over 100 personnel.

Our History





BEST ANIMATIONS OF W.BABA

1. Hello Carbot (2014~)

On TV

This is the representative animation of South Korea, created by Studio W.BABA today.

Awards

- Minister of Culture, Sports and Tourism Award in Animation Category at the Korea Content Awards (2016)
- Grand Prize at the 5th Korea Toy Awards (2019)
- Minister of Culture, Sports and Tourism Award in Character Category at the Korea Content Awards (2019)

Toy Sales Performance

- Ranked 4th in toy sales at Lotte Mart shortly after release (2014)
- Ranked 1st in toy sales at Lotte Mart (2015)
- Ranked 1st in sales of boys' toys (source: Toysrus)

NOTE

- Hello Carbot is the undisputed #1 animation content in the South Korean children's market.
- It has achieved remarkable success for over 10 years and even its movie version has attracted an audience of over 2 million people.
- Studio W.BABA has proven its technical expertise by producing the Hello Carbot series 100%.





BEST ANIMATIONS OF W.BABA

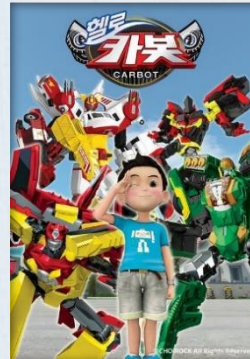
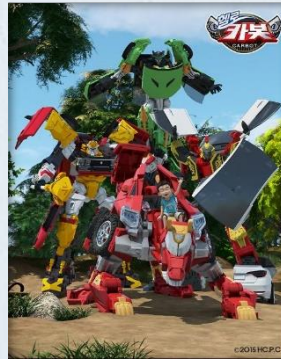
1. Hello Carbot (2014~)

On TV

Since 2014, we have been producing all episodes of the broadcast content for 12 seasons entirely in-house.

TV Series Performance

- KBS Animation ranked #1 in viewership in 2015.
- Since its first broadcast in 2014, Season 12 (2023) is currently in production and broadcasting with over 11 minutes and 350 episodes produced.





BEST ANIMATIONS OF W.BABA

1. Hello Carbot (2014~)

On TV

We have demonstrated outstanding technical skills and creative output **by participating in both TV and theatrical versions.**

Movie Series Performance

- We have released 4 theatrical versions, **recording a total of 2.25 million audiences.**
- Since 2015, we have ranked 2nd, 7th, and 8th in the number of viewers for domestic animation releases.
- Our content is available on Netflix, including the theatrical version season 1 and season 3.



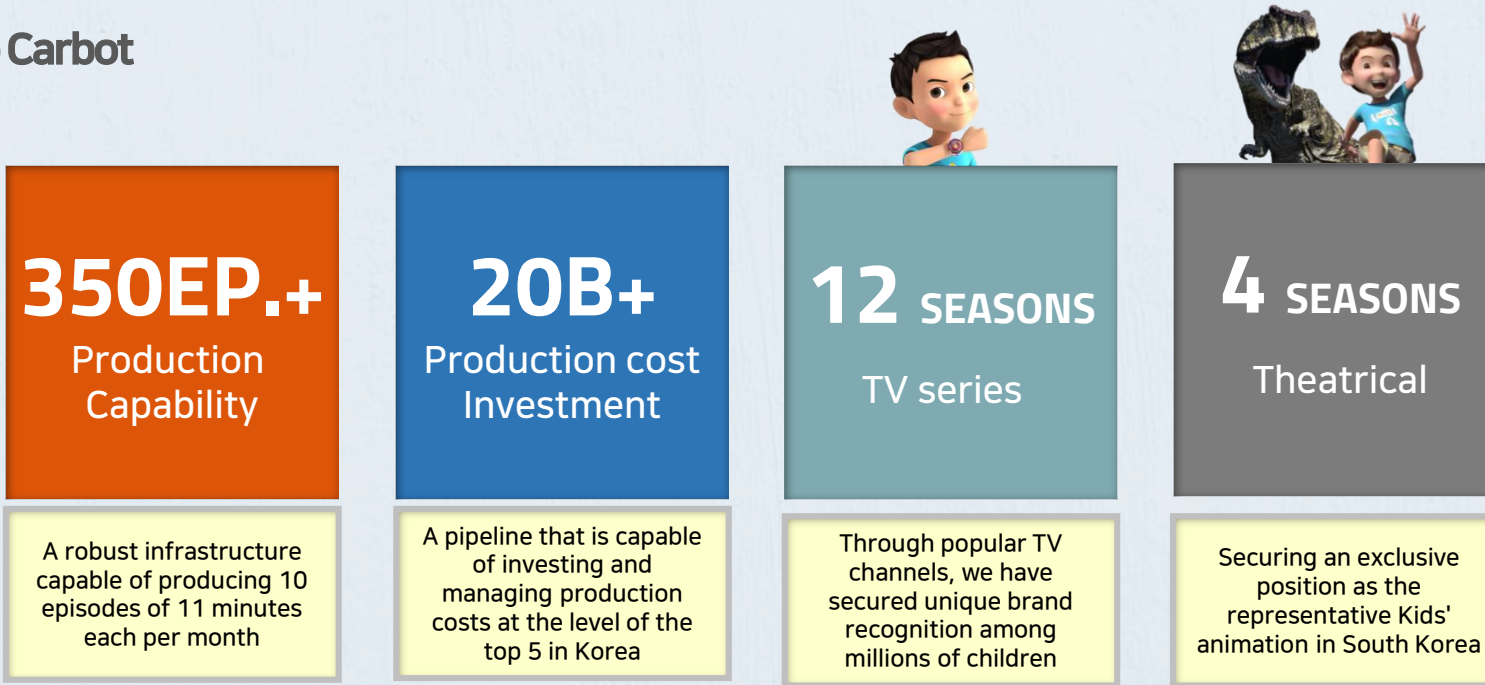


BEST ANIMATIONS OF W.BABA

1. Hello Carbot (2014~) **On TV**

With a production know-how spanning over 10 years and an investment of over 20 billion (KRW), Hello Carbot maintains a significant technological advantage over its domestic competitors.

Key Value of Hello Carbot



NOTE

- There are only a few companies in South Korea that can invest and produce large-scale, high-budget theatrical animations up to four seasons.
- Studio W.BABA holds a 25% stake in the "Hello Carbot" theatrical film project.



BEST ANIMATIONS OF W.BABA

2. Mecard Ball (2021~)

OnTV

This is the latest installment in 2021 of the Turning Mecard series, which holds the nation's highest sales record for toys.

Key Performance

- TV series animation: 11 minutes X 78 episodes
- The sequel to 'Turning Mecard', the highest grossing animation series in Korea
- Sold 25,198,404 toys in 3 years (2015.1 ~ 2017.12)

TV Series Performance

- Broadcast on MBC, KBS kids, Bravo Kids, Jaeneung TV, AniMax, Cartoon Network, Anione, Anibox, Champ, and more.



(Image) Animation scene





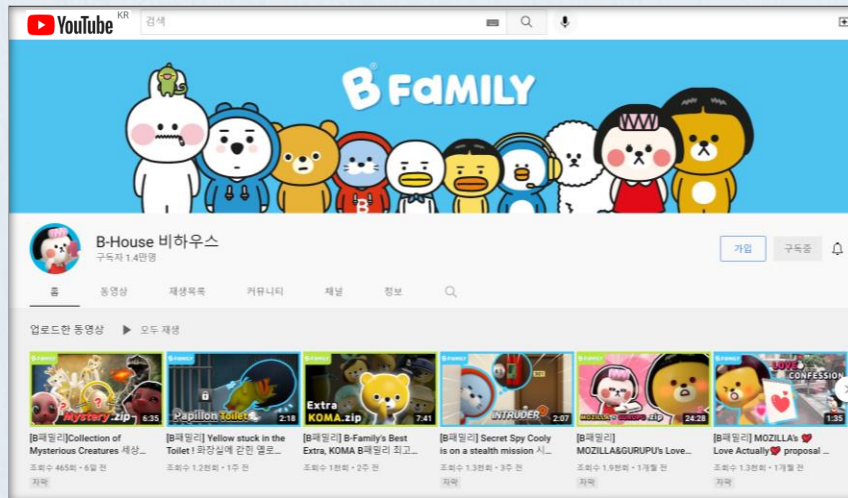
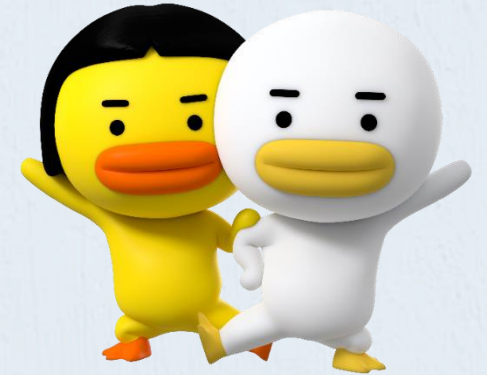
BEST ANIMATIONS OF W.BABA

3. B Family (2021~) YouTube

This highly anticipated work is Studio W.BABA's new media project that combines various character licenses and products.

Details & Performance

- Nonverbal animation: Short-form series consisting of 104 episodes, each 1 minute and 30 seconds long
- Comedy genre targeting males and females over 10 years old in the global market
- Distributed on platforms such as YouTube, AniMax, Jaeneung Broadcasting, Daekyo Children's TV, and Pops Vietnam
- Currently serving as **the representative character for Busan Bank** in 2022.



(Image) Distributed through B Family YouTube channel and Vietnam's representative OTT channel POPS (with 13.7 million subscribers).



BEST ANIMATIONS OF W.BABA

4. Mask Masters (2013) Complete

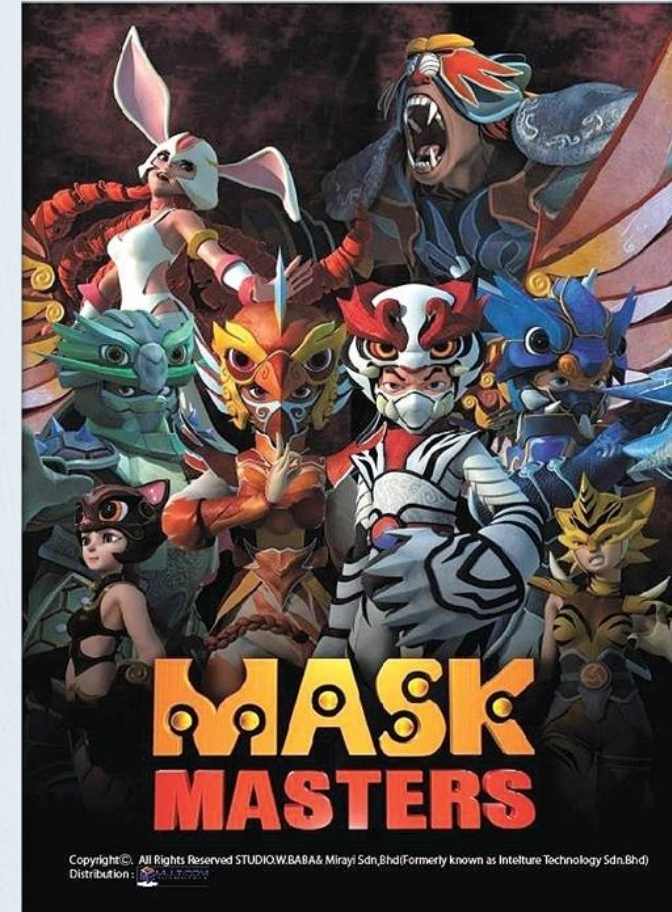
This is the first global project of our company, funded by the Malaysian government agency MDEC.

Details & Performance

- TV animation series: 11 minutes X 52 episodes
- Co-produced by Malaysian government agency MDEC and animation studio MIRAYI
- The first Korean animation to be broadcasted on China's CCTV.

Area	Period	Channel	Note
South Korea	2013	KBS	Ranked #1 during its time slot
China	2015	CCTV	Ranked #1 during its time slot
Hong Kong	2014	TVB	-
Indonesia	2013	RTV	-
Malaysia	2021	RTM	To be aired

(Table) Korea, China, and Southeast Asian channel broadcasting results





BEST ANIMATIONS OF W.BABA

5. MAGIC ADVENTURES (2016) Complete

This is a co-production between Hongdangmoo and our company, which was invested by KBS and Kyobo Book Centre.

Details & Performance

- TV animation series: 11 minutes X 52 episodes
- An animation based on an English textbook (exported to about 10 countries in Europe, South America, Southeast Asia, etc.)
- Ranked 1st in the MIP JUNIOR Screening section (the world's largest animation market) in 2017
- Winner of the Minister of Culture, Sports and Tourism Award at the Korea Content Awards in 2017.

Area	Period	Channel	Note
South Korea	2017	KBS	-
Indonesia	2020	RTV	-

(Table) TV Broadcasting Performance in Korea and Southeast Asia





BEST ANIMATIONS OF W.BABA

6. SPACE BUG (2018) Complete

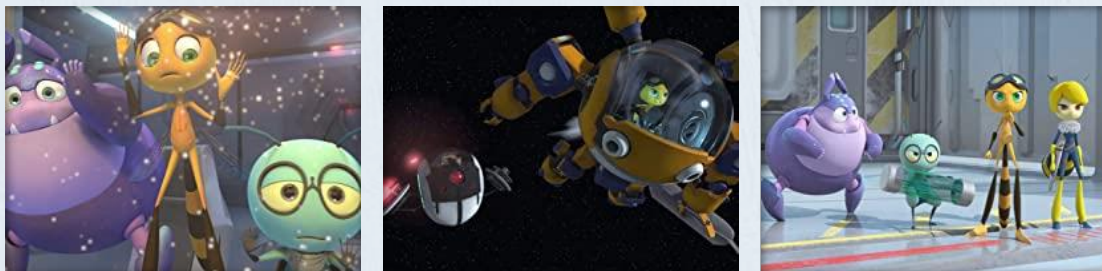
This is a **globally-targeted work co-produced with TMS, a famous Japanese production company** known for its popular animated series such as Detective Conan and Anpanman.

Details & Performance

- TV animation series: 11 minutes X 52 episodes
- Co-produced with Japan's TMS.

Area	Period	Channel	Note
South Korea	2018	KBS	-
Japan	2018	Tokyo MX	-

(Table) TV Broadcasting Performance in Korea and Japan



(Image) Animation scene





BEST ANIMATIONS OF W.BABA

7.SYNO STONE (2019)

Complete

This is a large-scale animation project co-produced with Alpha Group, a leading toy company in China.

Details & Performance

- This is a large-scale project for a TV animation series, consisting of 104 episodes, each lasting 11 minutes.
- It is co-produced with Alpha Group, a leading toy manufacturer in China (002292.SZ).
- The series has been broadcasted by more than 50 broadcasters in China, as well as in Korea and Southeast Asia, achieving successful results.

Area	Period	Channel	Note
South Korea	2019	KBS	-
Indonesia	2019	RTV	Ranked #1 during its time slot
Malaysia	2019	RTM	1st place for children

Classification	Channel
Satellite Channel	金鹰卡通、上海炫动、江苏优漫、嘉佳卡通、卡酷少儿
Local Channel	武汉少儿、湖南教育电视台、上海哈哈少儿频道、江西少儿、济南少儿、山东少儿、成都少儿、黑龙江少儿、山西少儿、大连少儿、辽宁青少、天津少儿、浙江少儿、杭州少儿、温州新闻综合频道、福建少儿、海口生活娱乐频道、甘肃少儿、新疆少儿

(Table) Broadcasting performance on channels in Korea, China, and Southeast Asia





BEST ANIMATIONS OF W.BABA

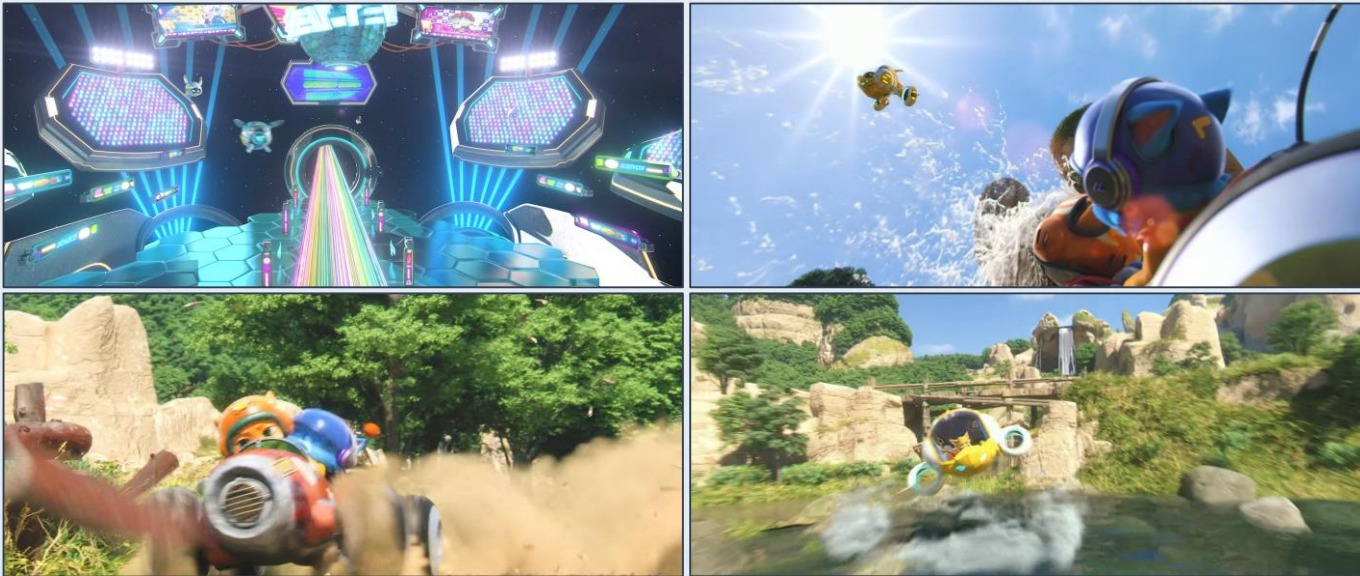
8. MEGA RACER (2022~)

New Project

This is a project that is scheduled to be released by Studio W.BABA, and will expand to theatrical screenings and global OTT platforms in 2023.

Details & Performance

- This is an 80-minute theatrical and OTT animation project.
- Co-produced by Redrover, the production company behind the box office hit "Nut Job."
- Currently in production using UNREAL ENGINE 5 as its base.



(Image) Animation trailer





BEST ANIMATIONS OF W.BABA

9. HIPDUCK (2023~) New Project

This is a new business in partnership with "HIPDUCK", which received the BEST IP award in Gwangju Metropolitan City.



(Image) Winner of the Gwangju Content Award for BEST IP

Details & Performance

- Currently developing a 15-second short-form animation, experiential content, and applications.
- Operating cafes, pizza shops, and unmanned fancy stores, with plans to expand to 30 or more stores in 2023.
- Collaborating with AIG and releasing a Samsung Galaxy theme, as well as launching a Mahjong cafe in Chengdu, China.



(Image) Business in partnership with "HIPDUCK"



Realtime Render (Unreal 5)

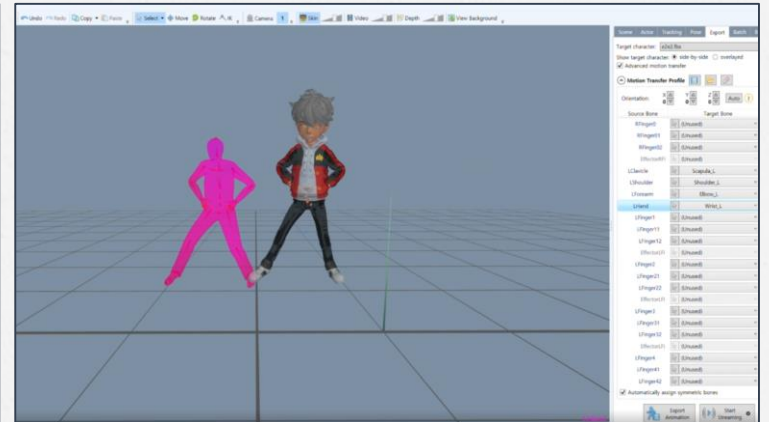
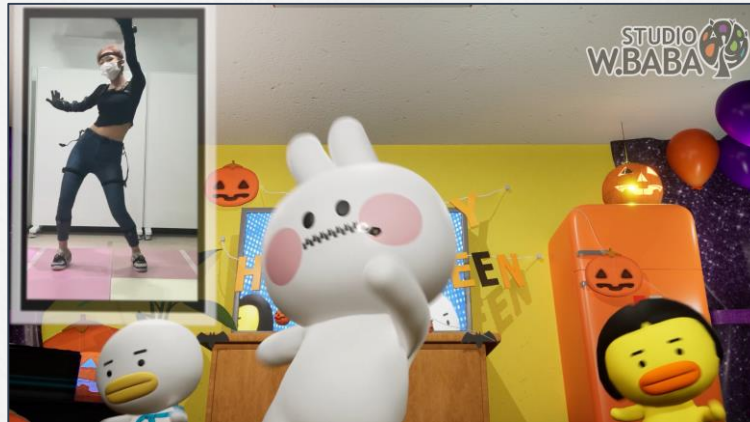
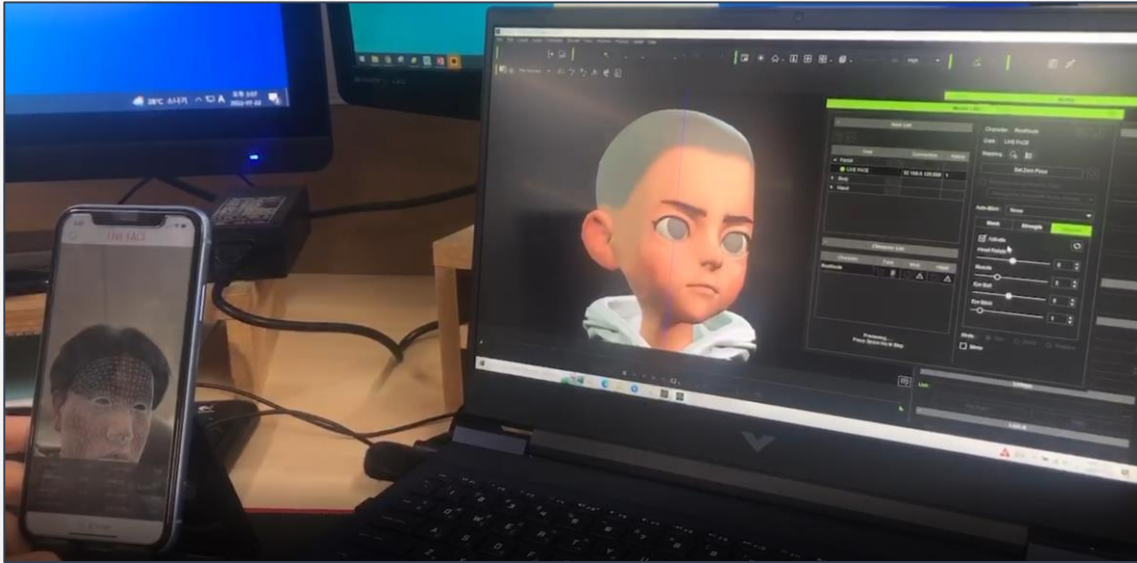


TECHNOLOGY FOR ANIMATION

[Maximizing Production Efficiency] Body & Facial Capture Using Motion Capture Technology

Key animation time can be reduced by more than 50%.

Facial animation time can be reduced by more than 80%.





TECHNOLOGY FOR RENDERING

Over 90% reduction
in rendering time

[Next-generation rendering system] Real-time rendering using **Unreal Engine 5**

R&D is being undertaken **with the backing of the Korean government**, aimed at establishing advanced real-time rendering pipelines (Ministry of SMEs).





TECHNOLOGY FOR RENDERING

Over 300% more effective webtoon production

[From 3D to cartoons] **Webtoon production system** based on Unreal Engine 5





TECHNOLOGY FOR WEB TOONS

[From 3D to cartoons] Various styles possible through **Toon shading**

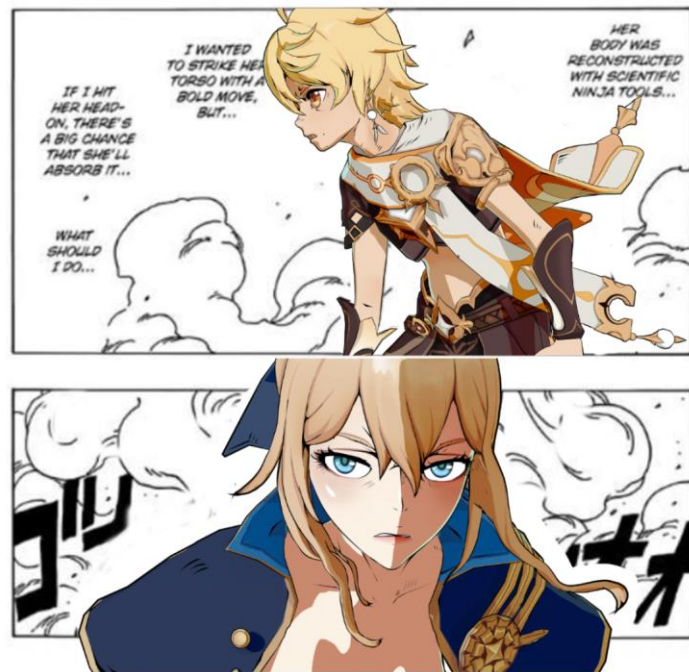




TECHNOLOGY FOR WEB TOONS

[From 3D to cartoons] Various styles possible through **Toon shading**

Optimal team composition for **webtoon and 2D animation production**





STUDIO
W.BABA 

Thank you