



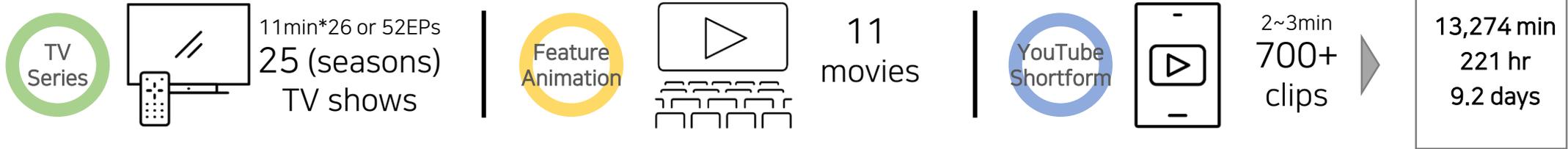
Company & Brand Introduction 2023 Q1

# 01

Evolved to Survive

## The BEST & LARGEST CGI ANIMATION STUDIO in KOREA

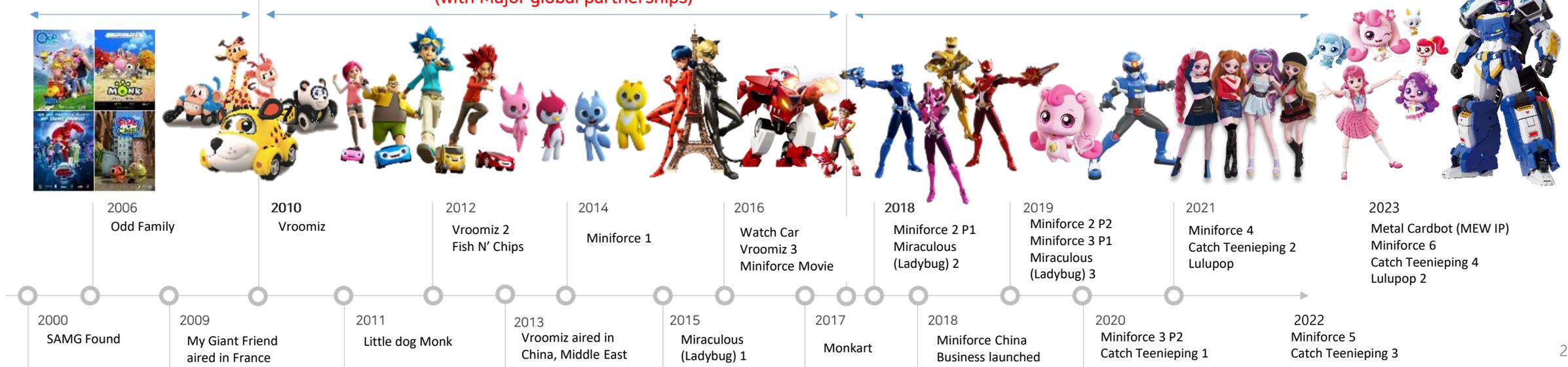
The Most CGI animation production experiences  
The Largest library of its own Intellectual Properties ('IP' hereinafter)



### PHASE 1 / Co-productions

### PHASE 2 / Create Own Brands and Shows (with Major global partnerships)

### PHASE 3 / Customized IP Business Models



# 01 PATH OF SAMG

Evolved to Survive

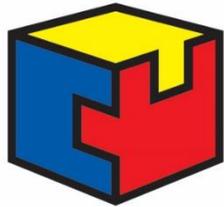
2000~2009



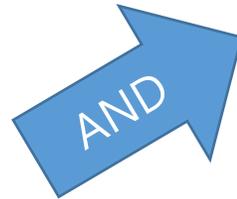
PRODUCTION



2010~2017



BRAND CREATOR  
ANIMATION DISTRIBUTOR



2017~2020



TOY DEVELOPER/DISTRIBUTOR  
TOY PRODUCTION/EXPORTATION



2021~TODAY



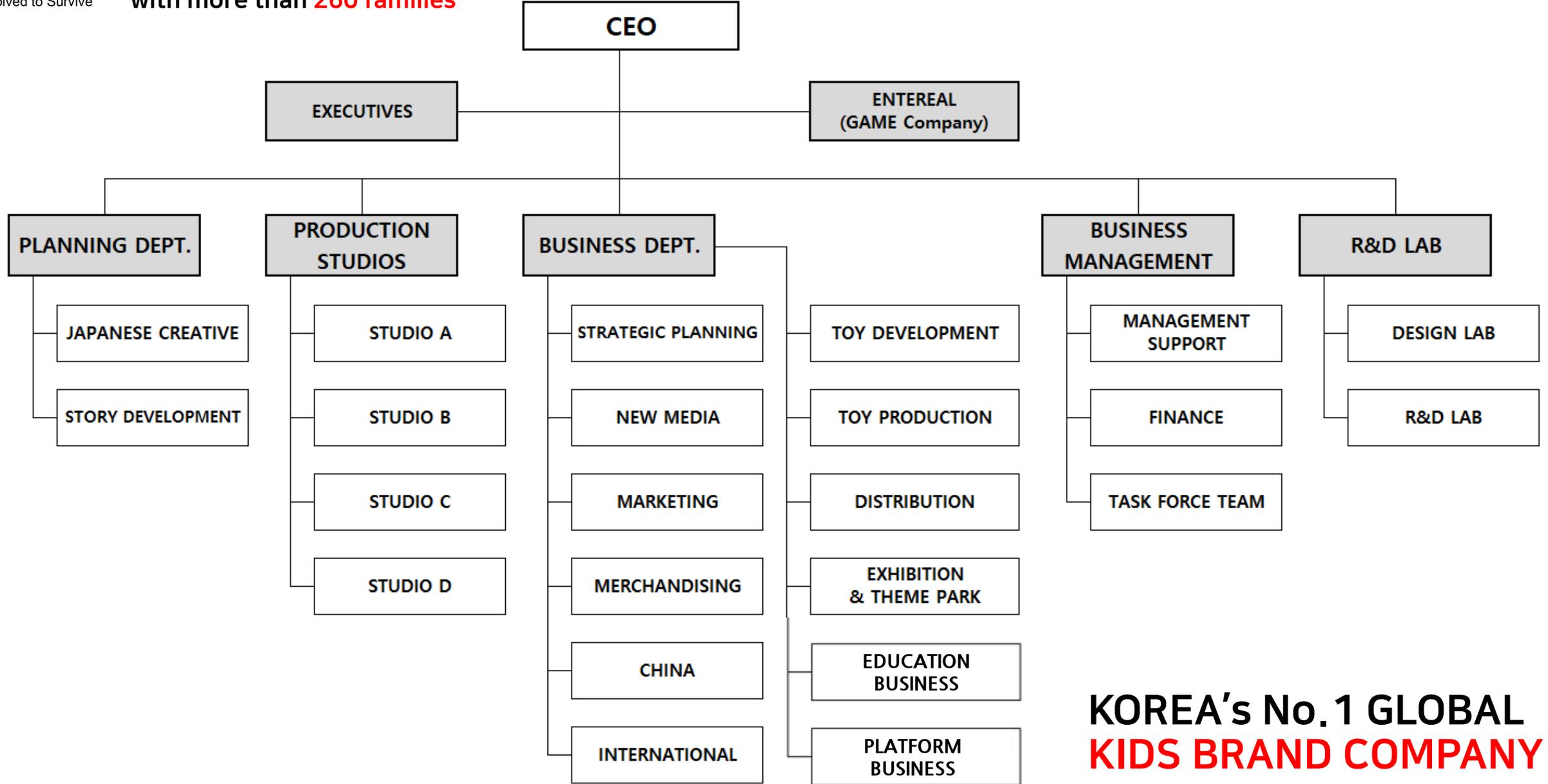
IPO (Q4 2022 arranged)  
TOTAL KIDS BRAND BUSINESS

02

# SAMG TEAMS

Evolved to Survive

with more than **260 families**



**KOREA's No.1 GLOBAL  
KIDS BRAND COMPANY**

03

BRANDS

Evolved to Survive

MINIFORCE

No. 1 Rating Action Show

3.7B views (Korea & China)

Presidential Award (Korea)



# 03

## BRANDS

Evolved to Survive

### CATCH TEENIEPING

No.1 Animation on TV & Netflix(Korea), No.3 Youku Kids (China)

Netflix No.5 (Australia) & No.9 (North America) / 370Million views in a year



03

BRANDS

Evolved to Survive

SUPERDINO

FORMAT: 52 eps x 11 min

AUDIENCE: Preschool

TYPE: 3D (CGI) Animation

THEME: Adventure, Friendship, Teamwork

STYLE: Comedy, Educational

RELEASE: 2022 (KOREA)



03

BRANDS

Evolved to Survive

LULUPOP

*Summertime Magic*



The 1<sup>st</sup> K-pop Idol Concept Dolls



# 04 THE TOP KIDS BRAND COMPANY IN KOREA

Keys to Survival



**12 Gold Buttons (for 1M subs)**  
**28 Silver Buttons (for 0.1M subs)**  
**23 B views on YouTube**  
**26 B views on China OTT**  
**Total 40 M subs (increasing 1M/mon)**

# 04 THE TOP KIDS BRAND COMPANY IN KOREA

Keys to Survival



**SAMG's NEW TOTAL KIDS PLATFORM**

**TOYS & PRODUCTS SHOPPING MALL  
ON-LINE VOD SERVICE (OTT)  
SOURCING VARIOUS KID BRANDS**



**SAMG**  
ENTERTAINMENT

THANK YOU