

We live to discover

Untold Originals



「An introduction to CJ ENM」





Untold Originals+

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Introduction

Where does true originality come from?

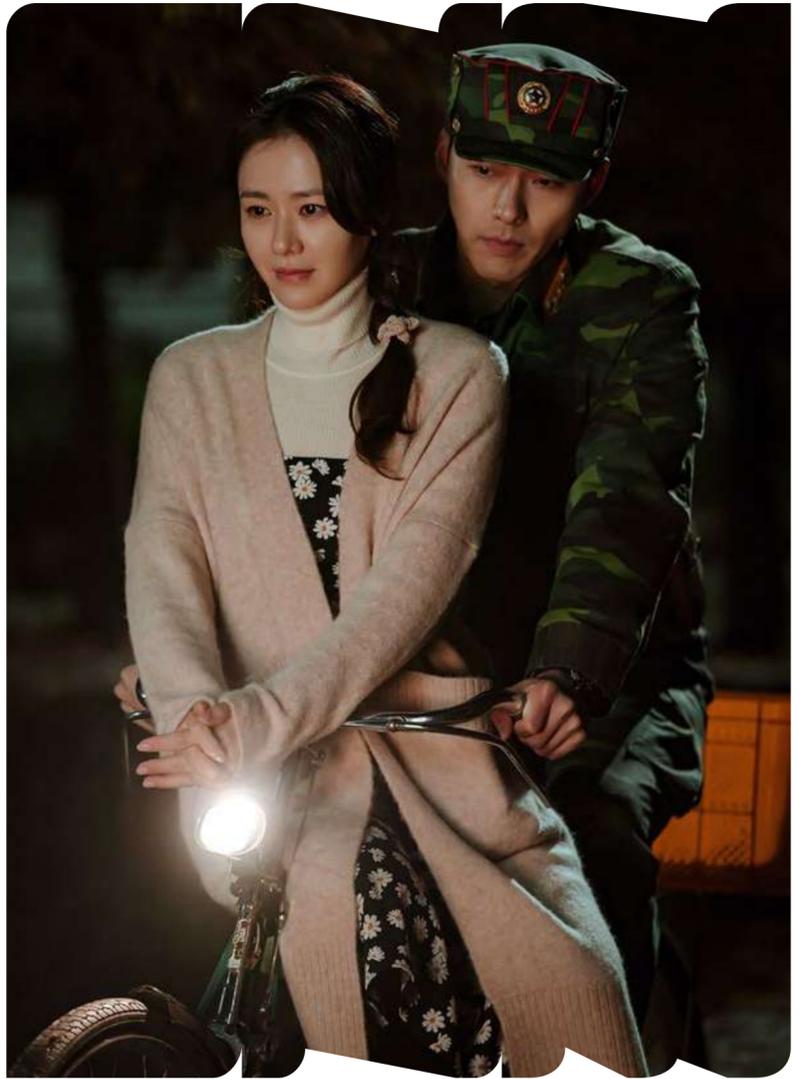
Since 1995, CJ ENM has been answering that question. We are at originality's frontier, creating must-see dramas, award-winning movies, and addictive reality entertainment. We are discovering K-pop's next stars, inventing animation's next sensation, and producing world-class musicals for Broadway, London's West End, and Asia. Originality thrives on common themes in every language, every age, and every generation. New characters and stories bring us together through the emotions we all share.

At CJ ENM we love to find the familiar within the unfamiliar —and the thrill that comes with it.

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One day, suddenly,
you crash-landed on me.

Crash Landing on You → 2019-2020 → Romance, Comedy

Drama



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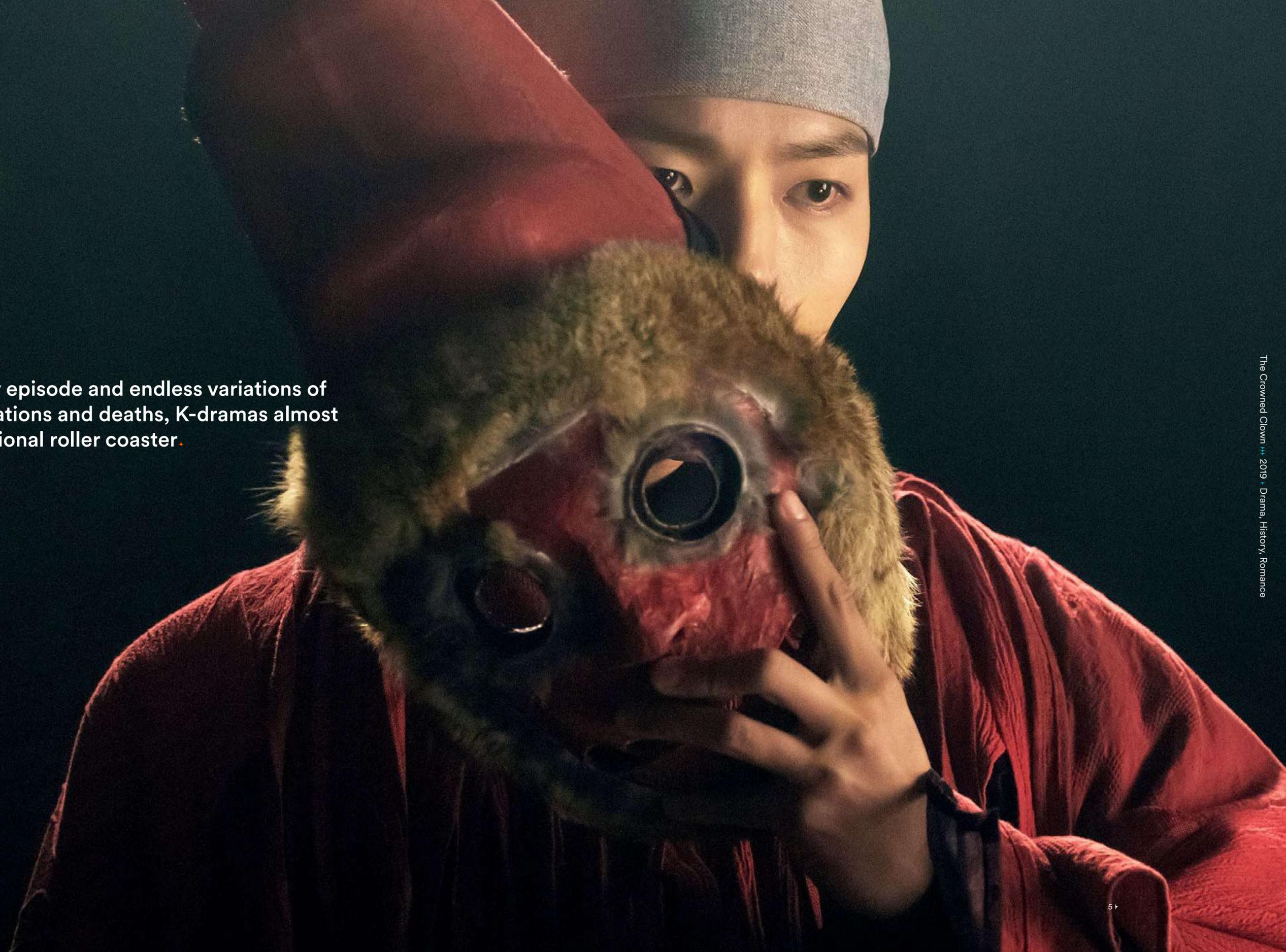
Musicals

Animation

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With cliff-hangers in every episode and endless variations of star-crossed lovers, separations and deaths, K-dramas almost always guarantee an emotional roller coaster.

Time.com



The Crowned Clown **+** 2019 **+** Drama, History, Romance



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Hotel del Luna ↔ 2019 Drama, Fantasy, Horror



Drama

As the owner of 16 TV channels and TVING, our OTT online streaming service, we have an impressive platform and enviable distribution within our business. We're known as creators of must-see TV shows and have developed a loyal and expanding fan base in Korea and around the world. Our own Studio Dragon is Korea's first and only one-stop premium studio for planning, producing and distributing unmissable, award-winning TV shows.

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Studio Dragon has established relationships with

▶ **226** ▶

of Korea's best artists.▶



114 writers	57 producers	55 directors
-----------------------	------------------------	------------------------

We own

more than **4,000** hours of drama.▶



Arthdal Chronicles ▶ 2019 ▶ Drama, Fantasy



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Our most popular titles feature in
Netflix's Top 10
in many Asian countries.



They include

✦ **CRASH
LANDING
ON YOU** ✦

and

✦ **IT'S OKAY TO
NOT BE OKAY** ✦





CJ ENM created 7 of the shows in Time's 10 Best Korean Dramas to Watch on Netflix, May 2020.



- 1 > Stranger 2 >> 2020 >> Crime, Drama, Thriller
- 2 > Crash Landing on You >> 2019-2020 >> Romance, Comedy
- 3 > Hi Bye, Mama! >> 2020 >> Comedy, Drama, Fantasy
- 4 > Mr. Sunshine >> 2018 >> History, Drama, Romance
- 5 > Prison Playbook >> 2017 >> Drama
- 6 > Signal >> 2016 >> Crime, Drama
- 7 > Reply 1988 >> 2016 >> Family, Drama, Romance





GUARDIAN

The Lonely and Great God
(a.k.a. Goblin)



is the most
profitable K-drama
in our history.



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To date,
we've distributed
in more than

200
countries.



Hotel del Luna ▶▶▶ 2019 ▶ Fantasy, Romance, Drama



The Uncanny Counter ▶▶▶ 2020 ▶ Fantasy, Thriller



The Crowned Clown ⇨ 2019 ▸ Drama, History, Romance



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◆◆

**You know what kind of plan never fails?
No plan at all. You know why?
If you make a plan, life never works out that way.**

◆◆

Parasite ◆◆ 2019 · Drama

┌ Movies ─

The Handmaiden 2016 Erotic Thriller



Movies

We have been producing, financing and distributing captivating movies since our 1995 investment in DreamWorks. Our unique approach has made us the industry leader in Korea, where we have developed more than 500 titles, four of which are among Korea's top 10 highest-grossing movies of all time. And our success has traveled—audiences around the world have been thrilled by our storytelling through collaborations with renowned movie studios, directors and casts in the USA, China, Turkey, Japan, and Southeast Asia.

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Bong Joon Ho ▶▶▶ The Oscars ▶▶▶ Los Angeles, USA ▶ 2020



Once you overcome the 1-inch-tall barrier of subtitles,
you will be introduced to so many more amazing films.

Bong Joon Ho, director of 'Parasite',
winner of the 2020 Academy Award for Best Picture

As of September 2020,
CJ ENM has distributed

598 movies

with a viewership of

more than 750 million.

To date, we've licensed

500 movies

in

200 countries.



Miss Granny *** 2014 + Comedy, Family



We own 4 out of 10 of Korea's highest-grossing movies, including the country's 2 most-viewed films,

⚡
**THE ADMIRAL:
Roaring Currents**

⚡
and

⚡
EXTREME JOB

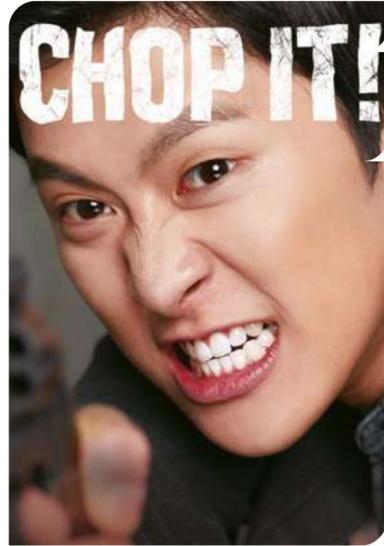
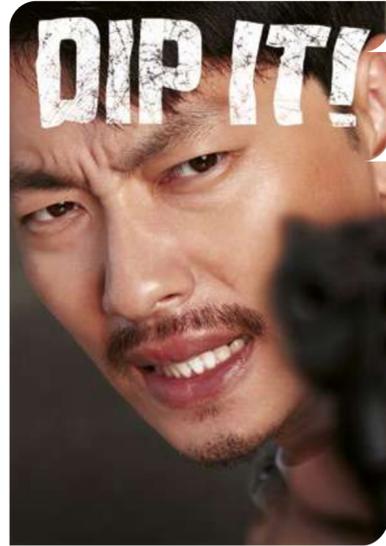
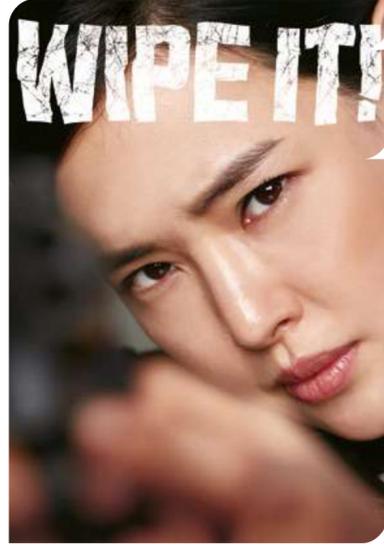
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The Admiral: Roaring Currents 2014 Epic Naval Action



We've grown a worldwide K-movie fan base and added our own stardust to the global mainstream, winning **311 international awards across 14 titles, including**

✦ **MOTHER**,
✦ **THE HANDMAIDEN**,
and
✦ **PARASITE** ✦



Parasite 2019 Drama





★★★★
✦ **MOTHER** ✦

▶ THE 4th ASIAN FILM AWARDS ✦
Best Film

▶ THE 28th MUNICH INTERNATIONAL FILM FESTIVAL ✦
ARRI/OSRAM Award for Best International Film

▶ THE 25th SANTA BARBARA INTERNATIONAL FILM FESTIVAL ✦
Jury Award for East Meets West Cinema



★★★★
✦ **THE HANDMAIDEN** ✦

▶ THE 69th CANNES FILM FESTIVAL ✦
Vulcan Award of the Technical Artist

▶ THE 71st BRITISH ACADEMY OF FILM
AND TELEVISION ARTS AWARDS ✦
Best Film Not in the English Language



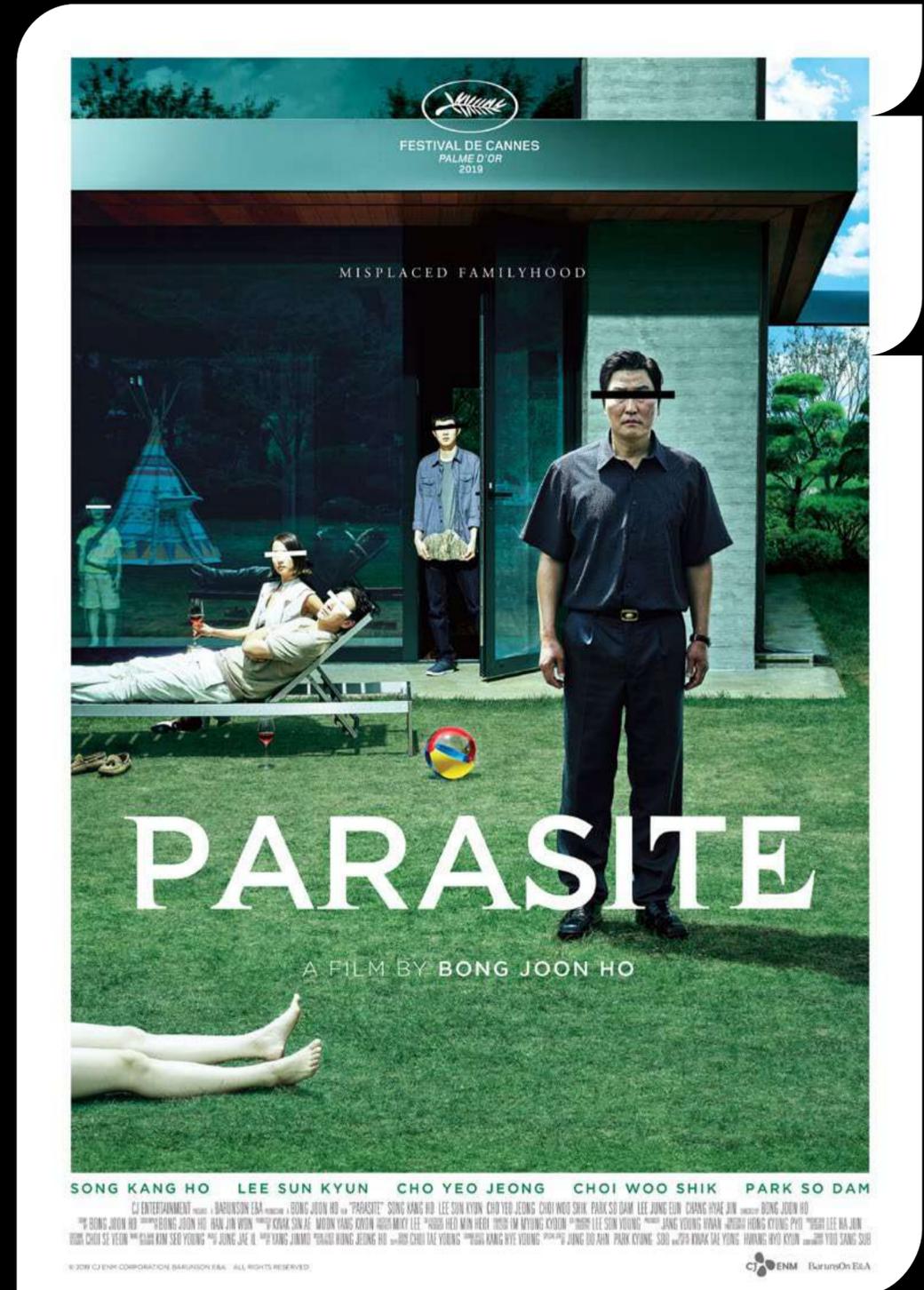
★★★★★

PARASITE

▶ THE 92nd ACADEMY AWARDS ◀
**Best Picture, Best Director, Best Original Screenplay,
 and Best International Feature Film**

▶ THE 77th GOLDEN GLOBE AWARDS ◀
Best Motion Picture in a Foreign Language

▶ THE 72nd CANNES FILM FESTIVAL ◀
Palme d'Or





Miss Granny ▶▶ 2014 • Korea



Sing My Life ▶▶ 2016 • Japan



Suddenly Twenty ▶▶ 2016 • Thailand



Sweet 20 ▶▶ 2017 • Indonesia

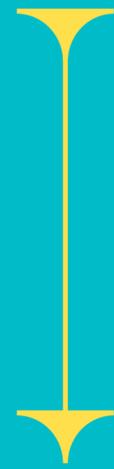


Sweet 20 ▶▶ 2015 • Vietnam



Miss Granny ▶▶ 2015 • China

We are currently involved in several co-productions in Hollywood.



Projects include

MISS GRANNY,

SUNNY,

PARASITE,

and

SNOWPIERCER







Parasite ↔ 2019 ▸ Drama



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✨
 Winning MAMA was the most unforgettable moment. At that time, we were going through a lot, but upon receiving the award, it seemed like all our troubles just washed away.

✨
 Jin → BTS

↙ Music ↘

BTS ▶ MAMA ▶ 2019 ▶ Nagoya, Japan



Music

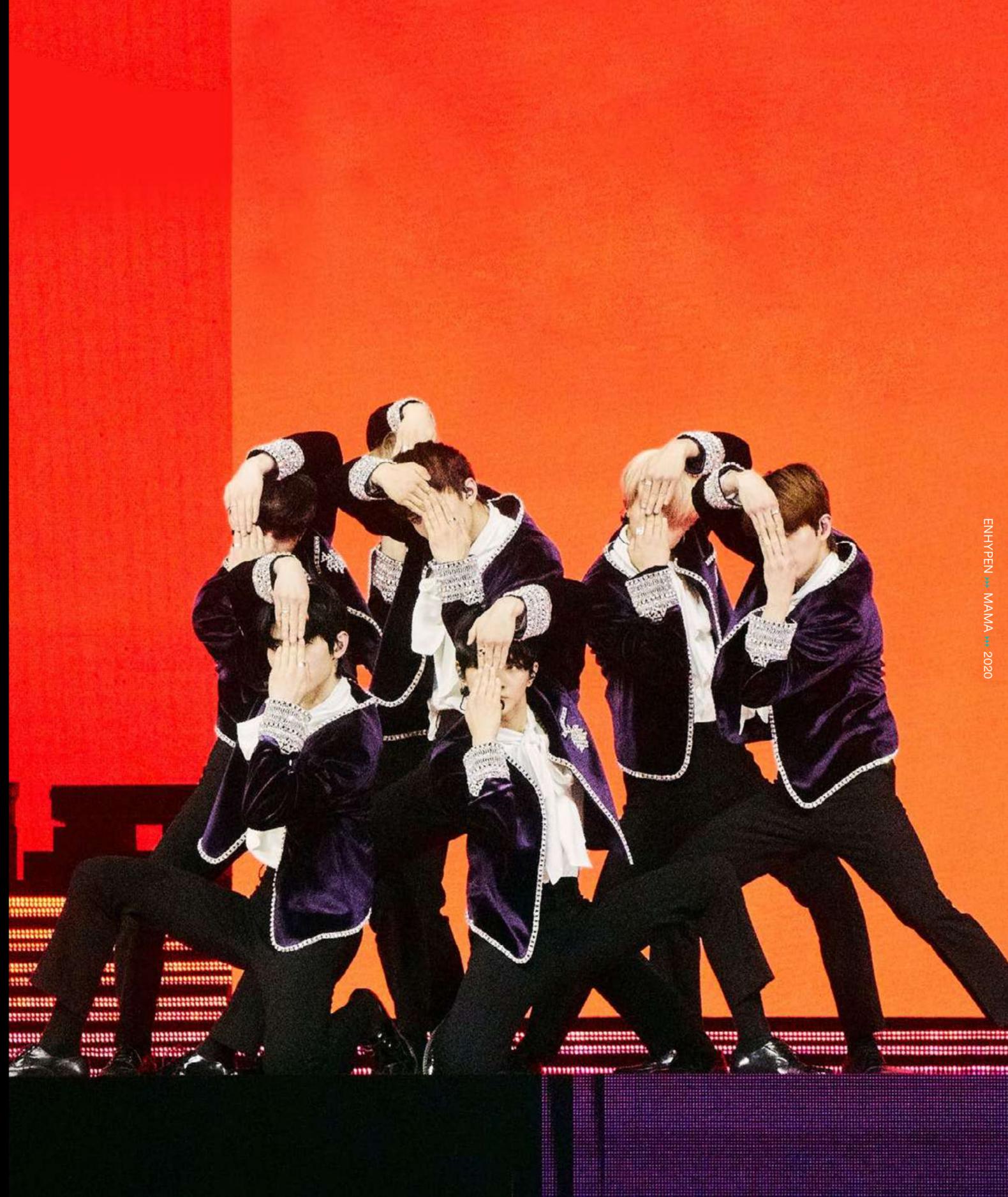
We are the people behind K-pop's emergence and success in the global mainstream, and we have expertise in all areas of the music industry. Since 1995 we have operated Korea's largest music TV channel, Mnet, which develops new formats dedicated to music and is the most influential tastemaker in K-pop.

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The teaming of CJ ENM and Big Hit Entertainment combines the power of two of South Korea's biggest pop-culture brands for a rather unbeatable product. Big Hit has birthed internationally beloved acts like BTS and TXT. Meanwhile, CJ ENM's wide business reach means they work with nearly all aspects of Korean entertainment. Putting their brands together creates a synergy that hasn't been seen for a moment and creates a global platform for a show like I-LAND .

↳ Forbes.com



ENHYPEN MAMA 2020



We own the K-pop landscape.

Everything from

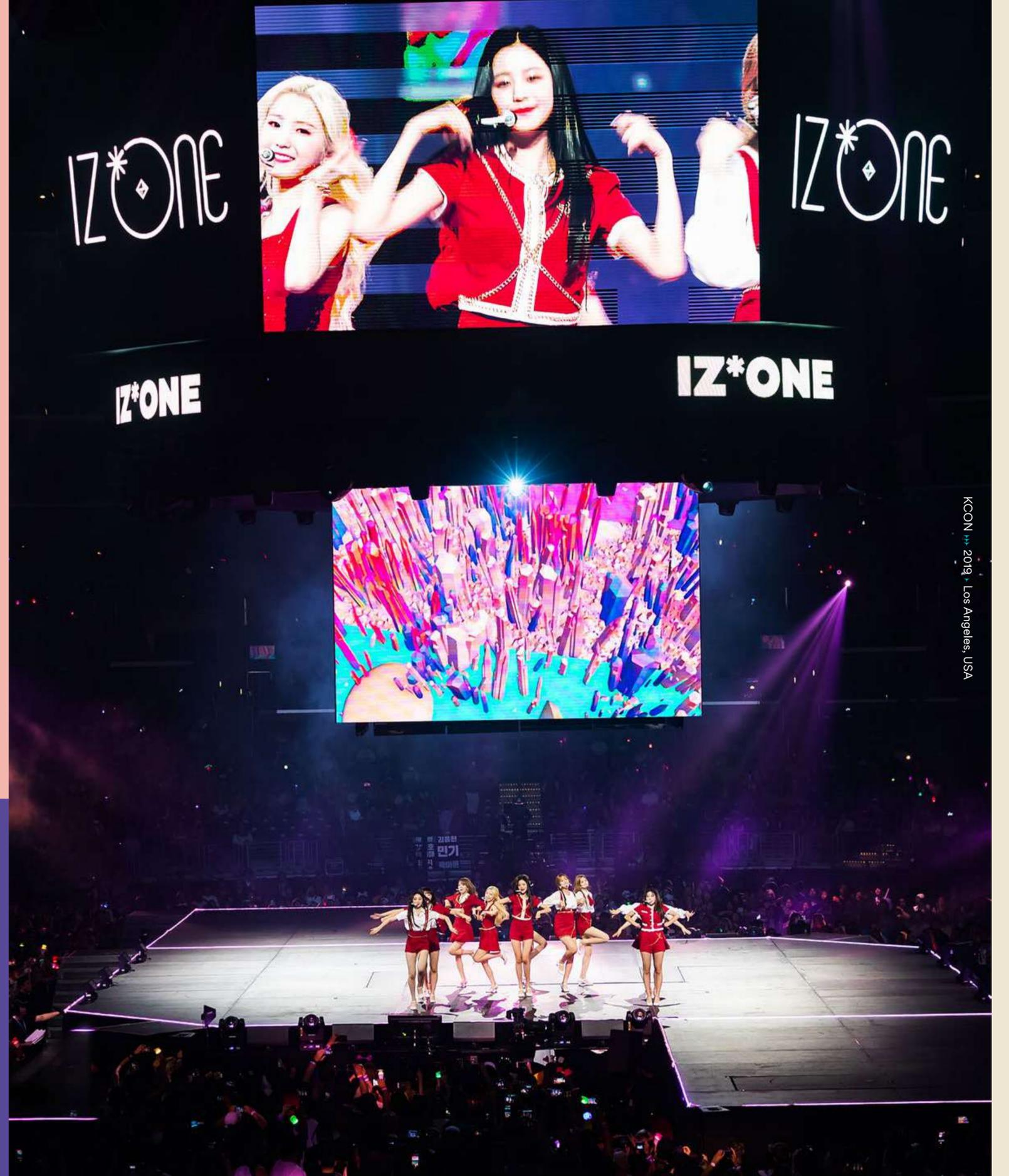
- ▶ Talent discovery and
- ▶ Original music programming to
- ▶ Artist management,
- ▶ Music production,
- ▶ Concert promotion, and
- ▶ Distribution.

We have 3 YouTube music channels, where K-pop fans from around the world congregate.

 **16^m**
subscribers

 **7.8^m**
subscribers

 **6.5^m**
subscribers



We create original formats,
as seen with

✦ **PRODUCE 101**,
✦ **SHOW ME
THE MONEY**,

and

✦ **I-LAND** ✦



In the process, we discover talented
artists and start new music trends
around the world.



Show Me the Money Season 9 - 2020

I-LAND 2020



For 9 consecutive weeks, season 2 of **PRODUCE 101** took first place in its time slot for viewers aged between 15 and 34.

The new format seen in **PRODUCE 101** was hugely successful, setting a precedent in Japan and China's music industries.



Produce 101 Season 1 2016

PRODUCE 101 JAPAN garnered 65 million individual votes and more than 180 million YouTube views.

The artists and K-pop groups we've discovered through our original programming have amassed huge followings around the world.

WANNA ONE

sold 20,000 tickets for their debut showcase, crashing ticketing servers.



Wanna One from Produce 101 Season 2

IZ*ONE

had the fastest-selling album in K-pop girl group history.



IZ*ONE from Produce 48 Season 3



We also created and still run **KCON**, the world's largest Korean wave-themed festival, and **MAMA**, Asia's most celebrated music awards.



Since 2012,
 ▶ **KCON**
 has been held in
 ▶ **7 countries,**
 reaching more than
 ▶ **1.11 million people.***

USA ▶ Japan ▶ France ▶ UAE ▶ Mexico ▶ Australia ▶ Thailand



Since 1999,
 ▶ **MAMA**
 has been held in
 ▶ **6 locations,**
 reaching a live audience of
 ▶ **184,100.***

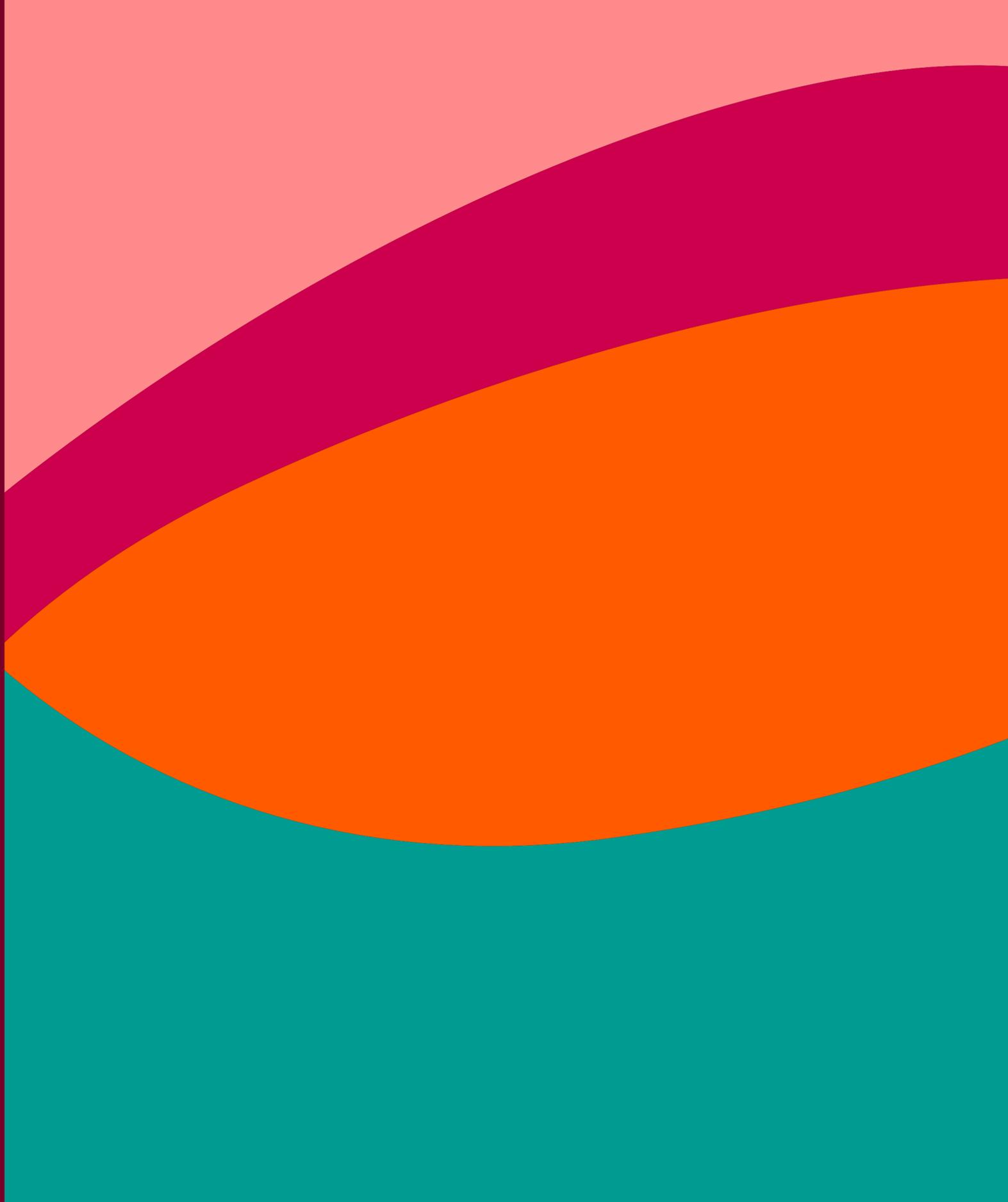
#2019MAMA-related hashtags occupied
 Twitter's top spots in real-time trending across
 46 countries on the day the show aired

Korea ▶ Macau ▶ Singapore ▶ Hong Kong ▶ Vietnam ▶ Japan





Show Me the Money ▶▶▶ Season 4 ▶ 2015



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Just commit.
 If you feel like it's the right way and you need to do it,
 then just do it.

Shin Gu, 84-year-old actor → Grandpas Over Flowers

Entertainment Shows



New Journey to the West Since 2015



Entertainment Shows

We have developed more than 52,000 hours of entertainment across 2,643 shows, enchanting audiences of all ages, all over the globe. We develop reality TV programs that appeal to every generation, emotion and mood, from high-stakes music competitions and game shows, to romance-igniting dating shows and feel-good lifestyle formats.

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The Emmy-nominated format

I CAN SEE YOUR VOICE

has run for

8 consecutive seasons



Versions of the show have been made in 11 other countries, including the USA, Germany, and China.

A UK version is coming soon



“GRANDPAS OVER FLOWERS”

US version,

BETTER LATE THAN NEVER,

received the highest viewership in its time slot, garnering

7.35 million

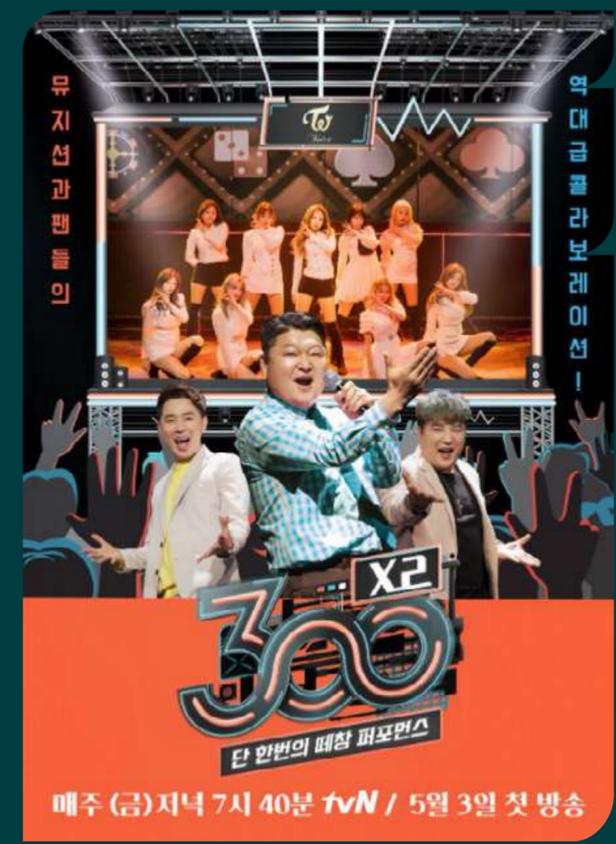
viewers aged 18 to 49.



In 2019,

300: War of United Voices won an AACA

Asian Academy Creative Award for Best Music or Dance Program.



The show has delighted European audiences and has been remade in Germany.



Our original format

LOVE AT FIRST SONG

was a huge local hit and has since been remade in Vietnam and Malaysia.



Our game show

CASH BACK

appears on our tvN channel.



It was developed in collaboration with Bunim/Murray Productions.



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The Sixth Sense Game Show



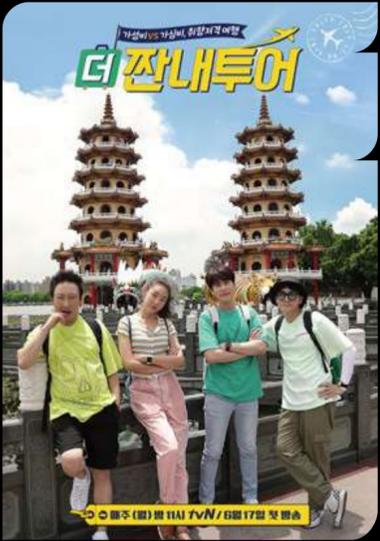
You Quiz on the Block Quiz Show, Talk Show



Great Escape Game Show, Studio



House on Wheels Travel, Reality



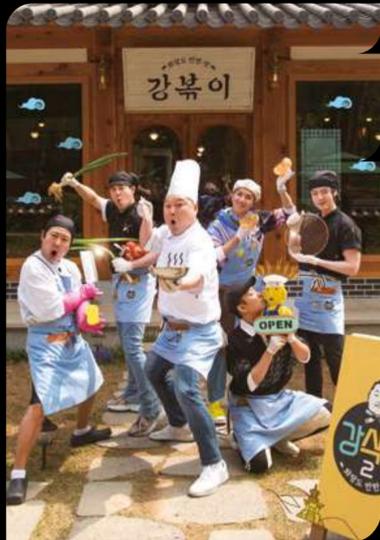
Thrillers on Tour Travel, Reality



Hometown Flex Travel, Talk Show



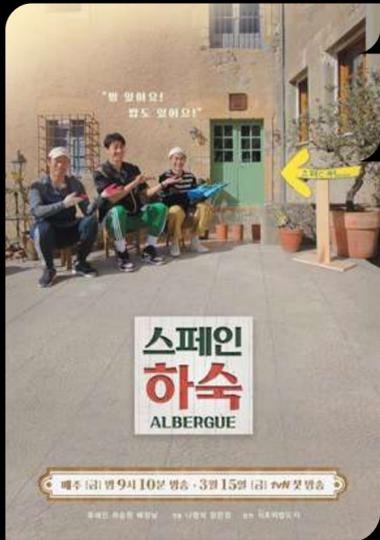
New Journey to the West Game Show, Reality



Kang's Kitchen Food, Reality



Youn's Kitchen Food, Reality



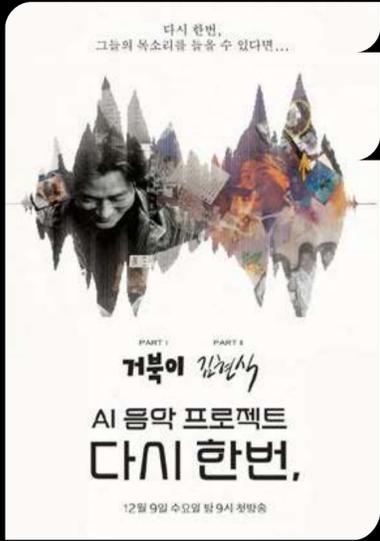
Korean Hostel in Spain Travel, Reality



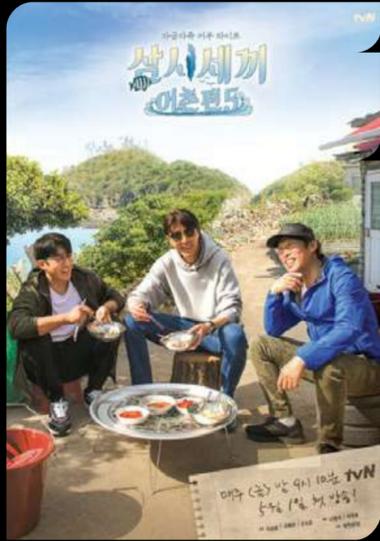
I Am a Survivor Survival, Reality



Amazing Saturday Music, Food, Game Show



AI Music Project—One More Time Music, AI, Studio



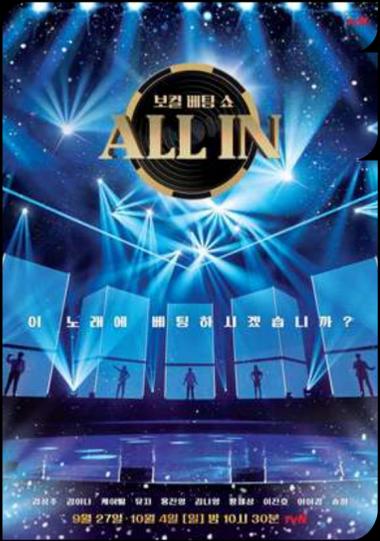
Three Meets a Day Food, Reality



The House Detox Lifestyle, Reality



Love Catcher Dating, Reality



Bet Your Vibe Music, Game Show, Studio



Good Girl Music, Competition, Reality

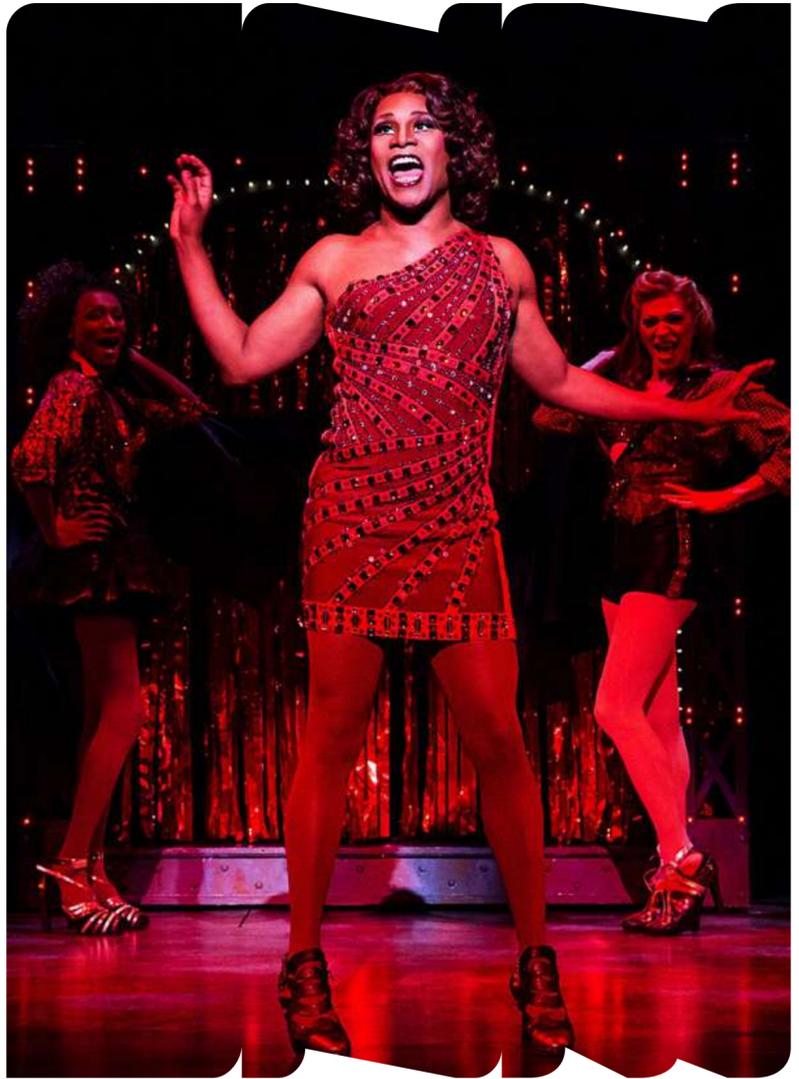




New Journey to the West ⇨ Since 2015



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©Matthew Murphy

◆◆
 You change the world
 when you change your mind.

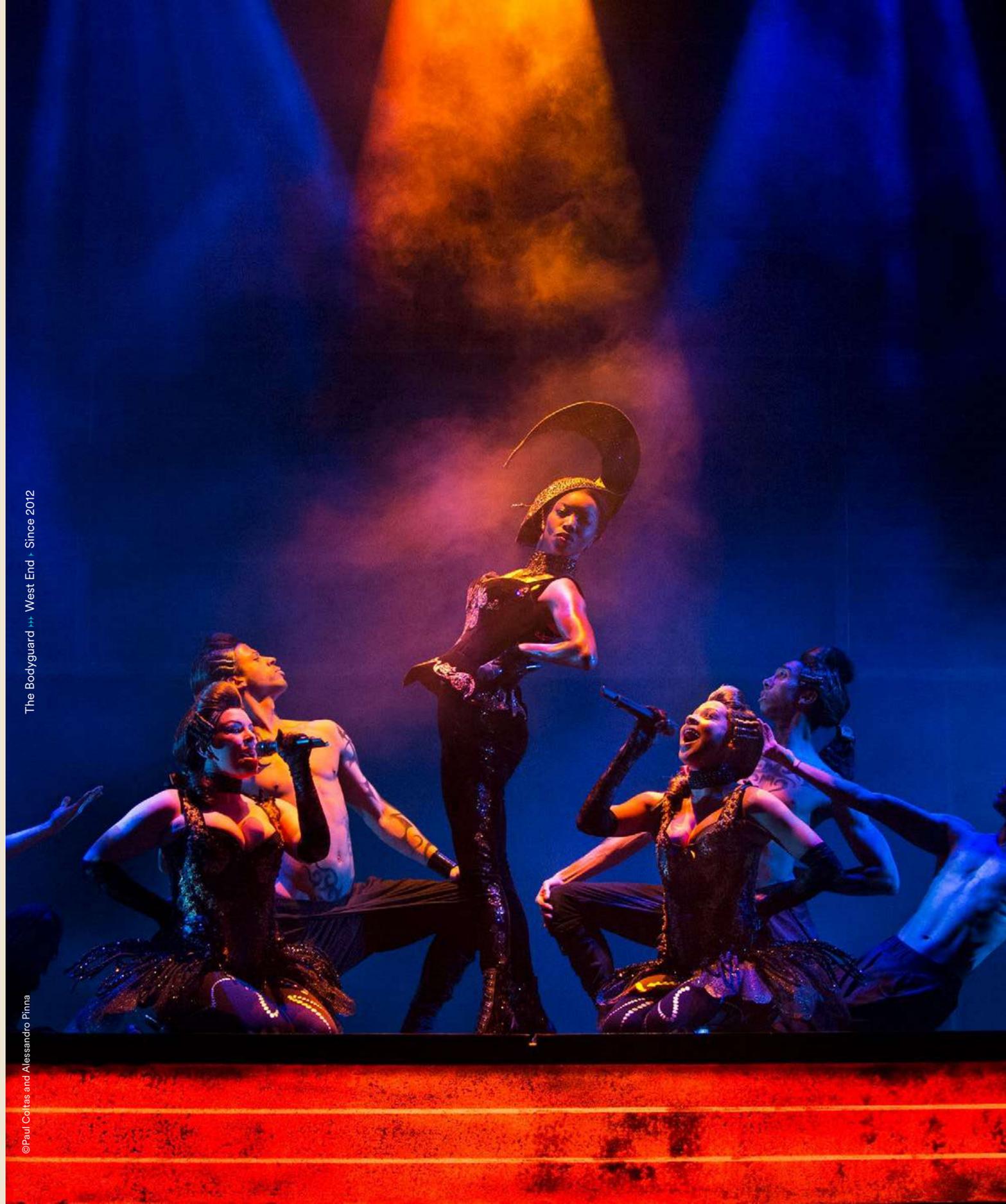
◆◆
 Kinky Boots ↔ Broadway · Since 2013

┌ Musicals ─



The Bodyguard **+** West End **+** Since 2012

©Paul Coltas and Alessandro Pinna



Musicals

We are one of Korea's leading players in the entertainment field, with an outstanding line-up of titles that have reached a wide array of audiences. Now, CJ ENM is expanding into the global arena, including the USA and the UK. CJ ENM has produced a number of global theatrical productions, such as 'Moulin Rouge!', 'Kinky Boots', 'The Bodyguard', and 'Big Fish'. CJ ENM is also a co-producer of the musical adaptation of the film 'Back to the Future', which is set to open in the West End in 2021. CJ ENM is a member of the Broadway League and the first Korean producer to win both a Tony Award and an Olivier Award.

Untold Originals **+**

CJ ENM has
 ▶ staged **360 Korean and licensed theater productions**,
 ▶ won **28 international awards**,
 and ▶ co-produced **15 musicals**
 for Broadway and West End venues.

We are the first Korean producer to win a

**Tony Award,
 Olivier Award,
 and
 Grammy Award**



MOULIN ROUGE!

- ▶ THE 70th OUTER CRITICS CIRCLE AWARDS
11 awards
- ▶ THE 65th DRAMA DESK AWARDS
5 awards
- ▶ THE 86th DRAMA LEAGUE AWARDS
2 awards

KINKY BOOTS

- ▶ THE 67th TONY AWARDS
6 awards, including for Best Musical
- ▶ THE 56th GRAMMY AWARDS
Best Musical Theater Album
- ▶ THE 40th OLIVIER AWARDS
Best New Musical
- ▶ THE 16th WHATSONSTAGE AWARDS
3 awards, including for Best New Musical
- ▶ THE 61st EVENING STANDARD THEATER AWARDS
Best Musical

Moulin Rouge! The Musical offers a party, and a playlist, for the ages

The New York Times



Moulin Rouge! Broadway Since 2019

©Matthew Murphy



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Glamorously rebooted musical never drags!

The Guardian



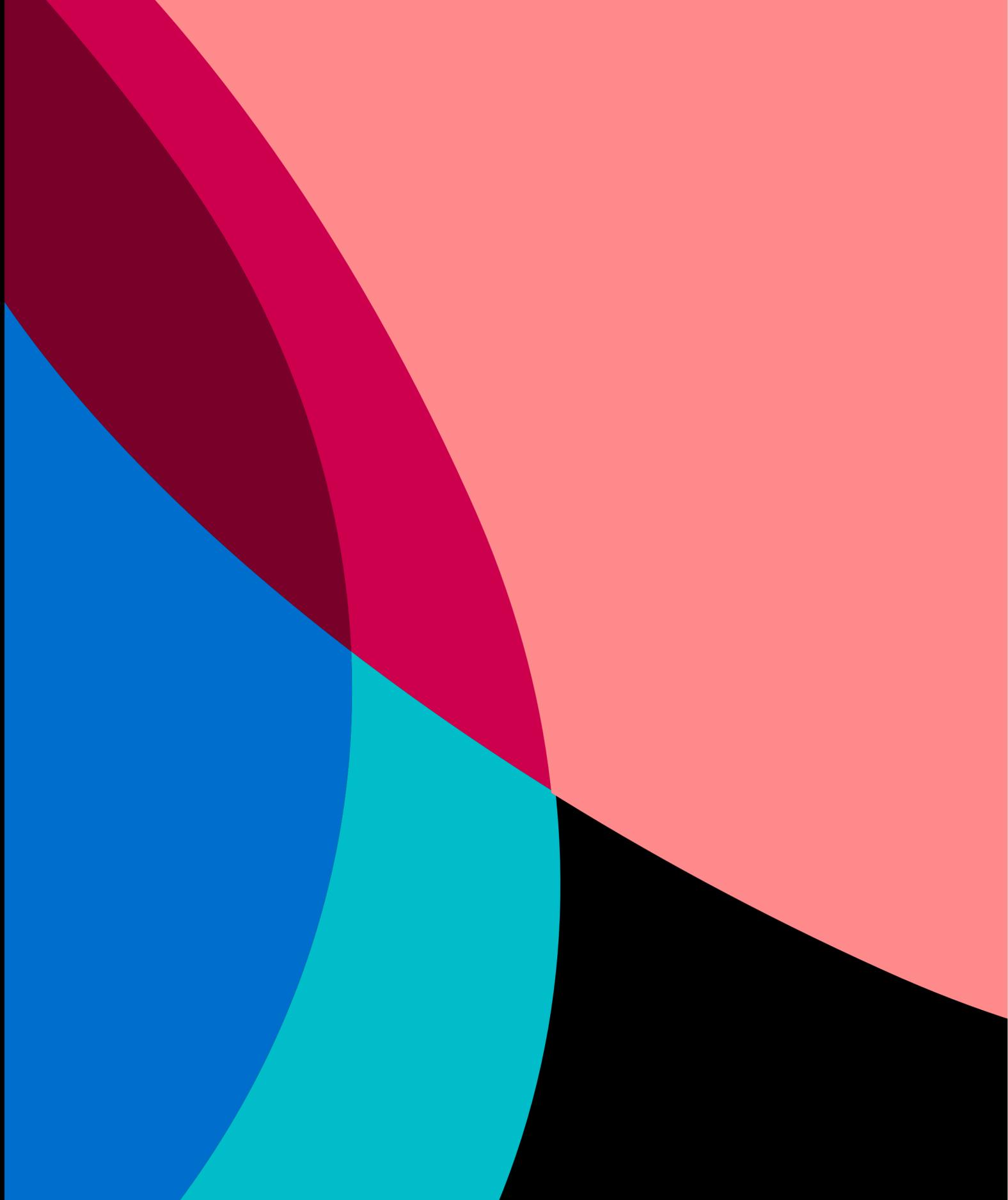
Kinky Boots Broadway Since 2013

©Matthew Murphy





The Bodyguard >>> West End > Since 2012
©Paul Coltas and Alessandro Pinna



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**Don't worry.
This is Shinbi's Haunted House.**

◆◆

Shinbi's Haunted House ⇨ Adventure, Ghost

Animation

Robot Trains Adventure, Train



Animation

We have a hand in every aspect of animation, from planning, investment, and production, through to distribution, licensing, and merchandising. We have run Tooniverse, Korea's most popular children's animation channel, for 25 years, and have been developing content through Studio Bazooka for more than two decades, keeping us at the forefront of the animation industry. Titles including 'Shinbi's Haunted House', 'Robot Trains', and 'Rainbow Ruby' have gained fans around the world, and as an IP owner, we have built partnerships in Asia, Europe, South America and North America for exporting our animation brands.

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Our most popular animation,

Shinbi's Haunted House,

has a committed fan base and has spawned a TV spin-off series, a musical, a mobile game, and merchandise.



Its official app has had more than

620,000

downloads.

6 of our animation IPs are sold internationally, including

Rainbow Ruby,



which is sold in

- ▶ 91 countries through
- ▶ 46 media companies.

1,200

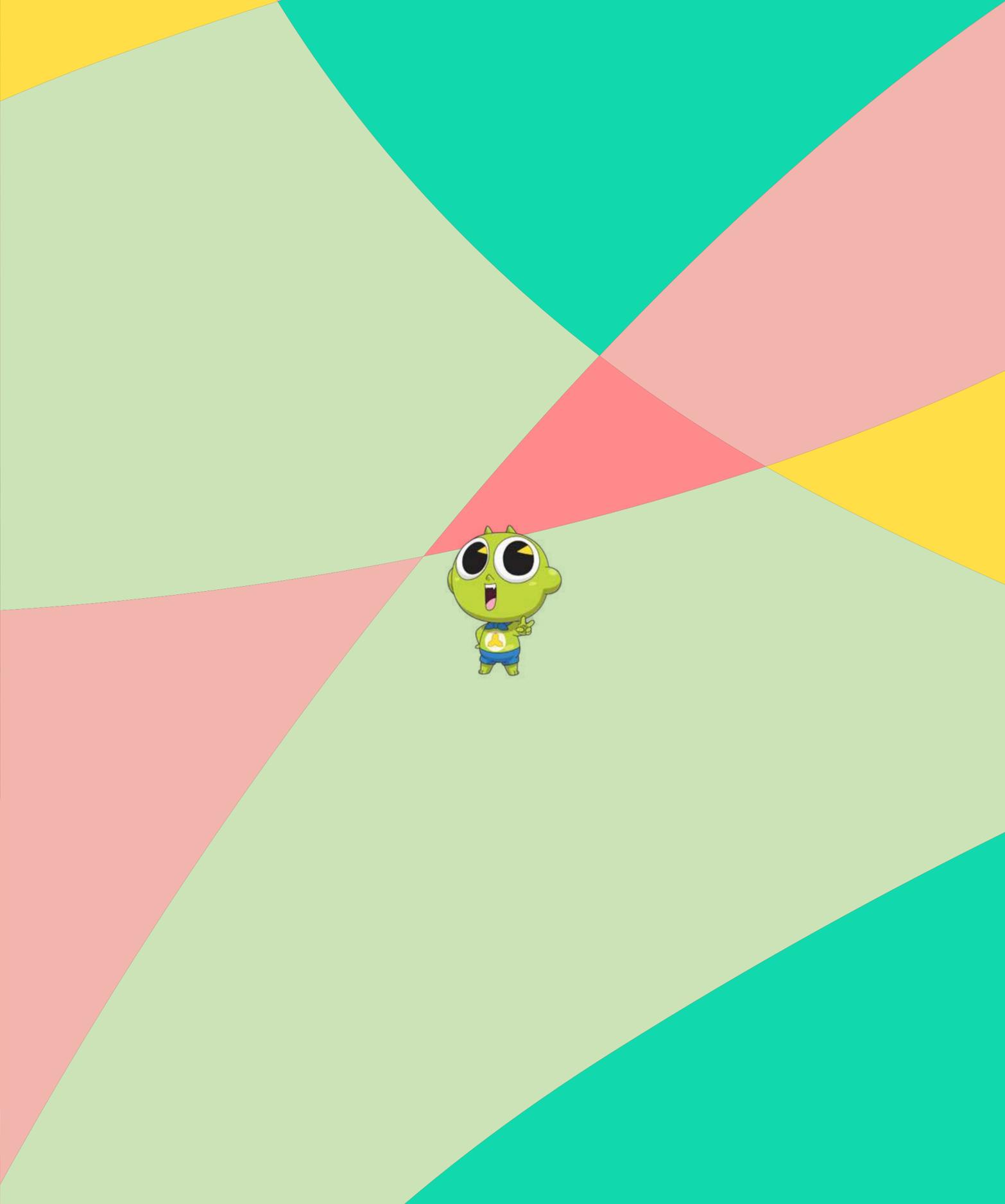
original episodes



Nº 1

kids' channel with the biggest market share in Korea for 25 years.

Toon!verse



CJ ENM



At a glance

Our Goal

To Inspire Togetherness and Happiness

CJ ENM has developed a unique recipe for mainstream entertainment. Taking inspiration from a multitude of cultures, languages, and genres, we draw out what can be found in translation.

It's how we create truly original content that appeals to people's emotions across borders, formats, generations, and demographics. We always try to give our audience the opportunity to discover something deeply familiar and human beneath what might at first seem unfamiliar.

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CJ ENM is an entertainment and lifestyle company founded in Korea.

We provide content marketing solutions, synergizing our expertise in media, content platforms and creation, and production.

We have been contributing to culture and setting trends in Asia for the past 25 years.

As of 2020, we've worked with 1,025 clients to deliver marketing projects for 2,102 brands.

- ▶ CJ ENM's parent company is CJ Group
- ▶ Our 25-year history in the entertainment business began in 1995 with our investment in DreamWorks
- ▶ We have 2,510 employees in 10 countries
- ▶ We recorded revenues of 3.48 billion USD in 2019
- ▶ We are the biggest entertainment conglomerate in Korea





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