

GLOBAL NO.1 WEBTOON IP STUDIO

TOYOU'S DREAM

2023 COMPANY PROFILE

- ✓ CEO: Taekgeun Yu
- ✓ Business: Webtoon, Webnovel, Comics, Films, Audio Content
- ✓ Contact: worldwide@toyoudream.com
- ✓ Address: 16-10, Jongam-ro 13, Seongbuk-gu, Seoul, Republic of Korea

Do you know 'Webtoon?'

***The Earliest, Oldest, Biggest, Most, thus,
Best Webtoon Production Company***

Welcome to the World of 'Toyou's Dream!'

Toyou's Dream

The Earliest and Most Experienced Webtoon Production Company in South Korea

Earliest · Oldest · Biggest · Most · Best The Best Webtoon Production Company in Korea

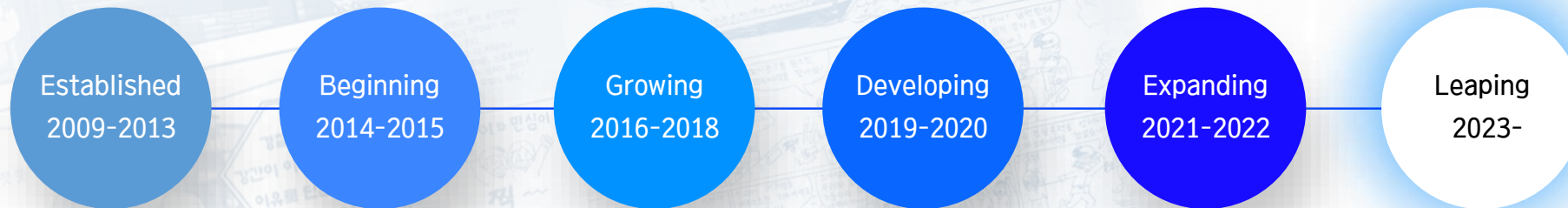
“We started out with newspaper comics and free webtoons.”

“We have produced a number of original and adapted IPs.”

“We are becoming a company that will lead the future Webtoon industry.”

TOYOU'S ORIGINAL

TOYOU'S WEBTOONIZE



01. 'IP Holder' Toyou's Dream

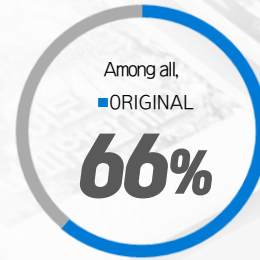
The Best IP Holder with 504 Webtoon IPs & 30 Original Story IPs

The Number of Available IPs

534

01. 'IP Holder' Toyou's Dream

Original IP: 321



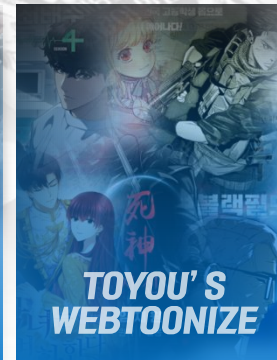
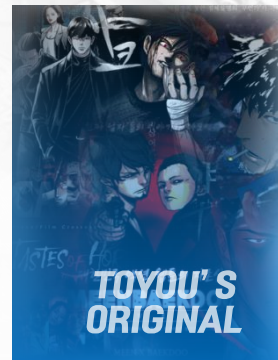
Webtoonize IP: 183



Original Story IP: 30



Creation Partners: 319



'WEBTOONIZE' is the term first used by Toyou's Dream. It has a comprehensive meaning of adapting and producing webtoons based on the stories in various areas such as 'novel comics,' a webtoon adapted from a web novel, 'genre literature,' 'movie scenarios,' 'drama scripts,' etc.

* As of February, 2023

Genuine Goal Over the Past 14 Years: 'Producing and Securing IPs'

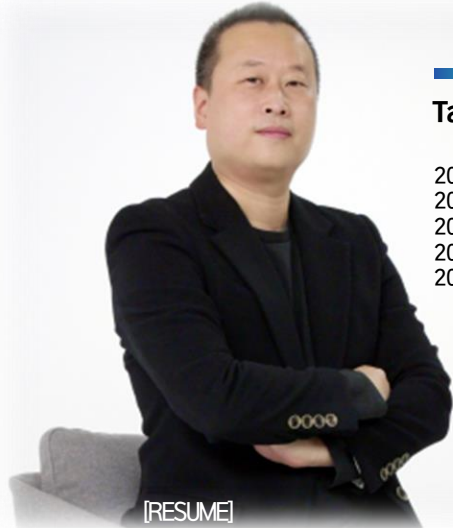
02. History of Toyou's Dream



'The Hand of Midas'

Korea's Best Production Capacity, Know-How, and Insight

03. Subsidiaries and Organization



Taekgeun Yu, CEO of Toyou's Dream

2013~ CEO of Toyou's Dream
 2009 Established Toyou Entertainment
 2007 Chief Business Manager in KOMACON
 2006 Chief Manager in *CCCO.
 2005 Chief Manager in **KCA.

* Comic Copyright Council Operation
 ** Korea Cartoonist Association

[RESUME]

300 Titles including: <Tong>, <Dokgo>, <Shark>, <God of Blackfield> etc.



"It's crucial to discover K-Webtoon stories in the Korean literature and focus on securing original IPs."
 - Yu Taekgeun, the CEO / Chosun Ilbo, January 19, 2023

01 How to Discover a **Good Fit Story** for the Market

As Webtoon production data accumulates, we analyze what trend, genre, and artwork will work in the market, and apply them while setting longer-term plans.



02 As for a **Long Term Plan**

It is crucial to increase the number of original works produced. Webtoons are usually made based on web novels, but we are paying more attention to 'genre literature' which was released in the market earlier and consists of Various genres such as thriller, mystery, and horror. It is reasonable since most of the global Video media prefer Korean genre stories like 'Squid Game' or 'Parasite.'

03 **The Advantage of Webtoon** in the Global Market

It is fast. Webtoon is extremely fast in terms of producing and publishing while Manga is not. It is also sensitive to trends, thus, suits the mobile era. Since it meets all the needs of the younger generation, I believe it will become the number one content in the future.




Domestic & Overseas Subsidiaries to Strengthen Expertise

03. Subsidiaries and Organization


[Domestic Subsidiaries]

Toyous Dream


[Overseas Subsidiaries]



[Story Production]
Storyplus



[Storyboard Studio]
Contimaker Studio



[Webtoon Production Studio]
AKEO Studio Studio INUS



[Publisher & Webnovel Production]
HappybooksToyou



[Film Production]
Studio Toyou



Toyous Studio JP 회사 정보 작품소개 채용정보 전자공고 문의하기

회사명	주식회사 TOYOU STUDIO JP
설립	2022년 6월 10일
대표이사	김형조
소재지	東京都千代田区永田町2丁目4-11 FRIEND BUILDING 5F
자본금	5,100만엔 (2022년 9월 현재)
직원수	7명
결산기	12월말
사업내용	WEBTOON 제작 및 유통, IP 트랜스미디어 개발/제작

[Webtoon Production Studio in Japan]
'Toyous Studio JP'

- Established in June, 2022
- Planning for a global expansion

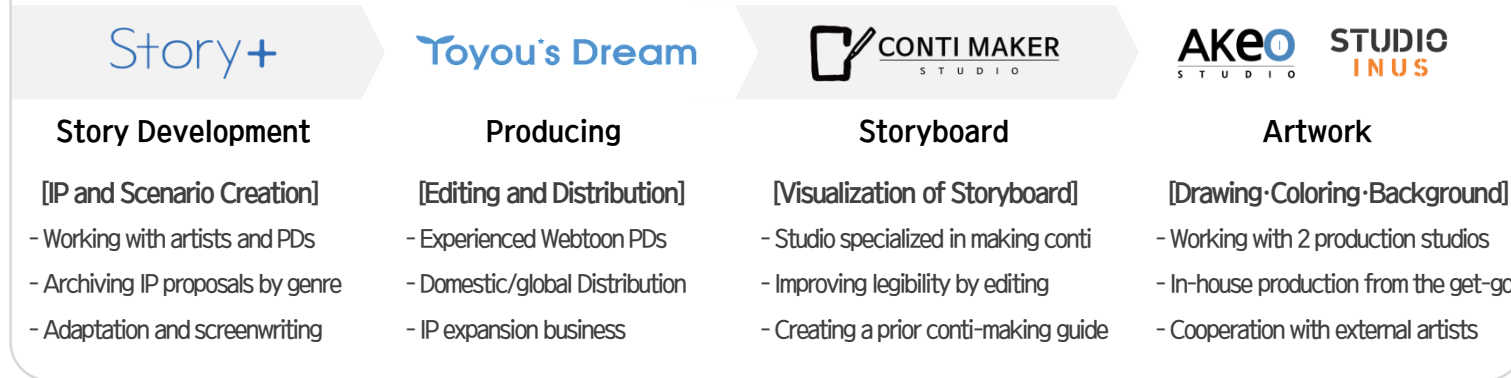
- * CN : 2023 4Q / TH : 2024 1Q
- * VN/FR : 2024 2Q
- * USA : 2024 4Q



Systematic Webtoon Production Process

Production System

Step-By-Step Through the Professional Studios



IP Value Chain

Efficient System based on One-Stop Business Expansion of a Single IP



Expansion of Webtoon Production Market & Discovery of Local IPs from All around the World

IP Production & Expansion



Toyoy Studio JP : Sakura Studio

※ Establishment Date: June, 2022

- Using manga/animation producing infrastructure for Webtoon
- Discovering local IPs, increasing IP business/networking and sales



Toyoy Studio CN

※ Establishment Date: 1Q 2023 (Estimated)

- Building a co-production system with COMIC LOFT INC.
- Utilizing the pre-built webtoon producing infrastructure

* Titles for co-production:

<A Villainess No More>, <The Greatest Survival Expert>, <Sir, I'll Respect Your Tastes>, <Psycho Star>



<A Villainess No More> / Kakaopage



<The Greatest Survival Expert> / Kakaopage



<Sir, I'll Respect Your Tastes> / Kakaopage

Securing Expertise and Diversity Through Separated Labels by Genre

03. Subsidiaries and Organization

Diversity in Genre

Genre Label Branding for High Potential Business



[Novel Label]
TXTY



[Audio Label]
Audio Toyou



[BL Webtoon Label]
Bliihen



[Adult Webtoon Label]
Nongdam



[Horror Webtoon Label]
Horror House

<Audio Toyou> Main Titles



<The Bookstore of Illusion> Season 1 & 2

<Bliihen> Main Titles



<Two Souls> <Who's Your Daddy?> <Morallless> <Paper Flower>

<Nongdam> Main Titles



<Thorns of Innocence> <Sister's Duty>

<Horror House> Main Titles



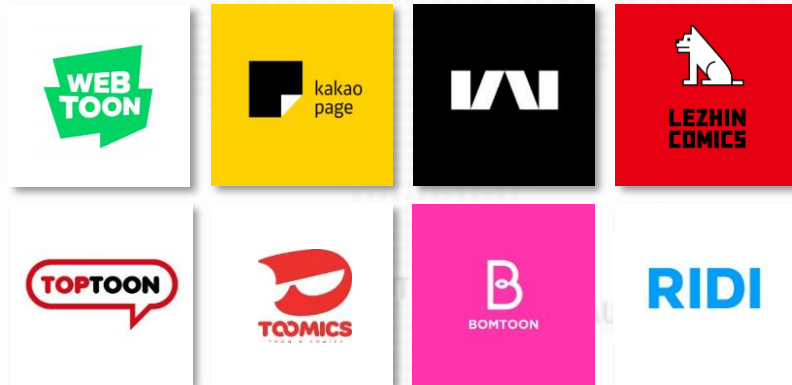
<Pandemonium> <Tastes of Horror>

Publishing 271 Titles on Domestic & Overseas Platforms

161 Titles on 8 Different Domestic Platforms

* Major Domestic Platforms:

Naver Webtoon/Kakaopage/Kakao Webtoon/Lezhin Comics/
Toptoon/Bomtoon/Ridibooks/Comico



110 Titles on 55 Different Platforms in 10 Countries

* Major Overseas Platforms:

Japan - Piccoma·LINE Manga·Mecha Comic/China - Podo Manhua·Kuaikan·Tencent/
USA - LINE·Tappytoon·Tapas/France - LINE·Piccoma·Delitooon/Germany - LINE/
Spain - LINE/Thailand - LINE·Kakao Webtoon/Taiwan - LINE·Kakao Webtoon/
Indonesia - LINE·Kakaor Webtoon/Vietnam - Comicola



04. Current Status of Available Titles

Accomplishments of Advanced Production Capacity in Action Genre

04. Current Status of Available Titles

- ORIGINAL WORKS -



<Meenbaekdo Universe>



<Shark>



<Polar Night>



<Castle>



<Cleaner K>



<Tastes of Horror>
Webtoon X Film

- WEBTOONIZE WORKS -



<God of Blackfield>



<The Beloved Little Princess>



<The Exorcist>



<A True Doctor>



<The Grim Reaper>



<A Villainess No More>

Performance of the Original Titles

04. Current Status of Available Titles



<Meenbaekdo Universe> <Tong> & <Dokgo> & <Blood Rain> Series

- Total accumulated revenue: \$30 million (2021)
- <Dokgo> film contract with Toho Studio Japan
- <Tong>'s sequel OTT <Tong Memories> on Netflix
- Original OTT <Dokgo Rewind> global release
- <Dokgo> print publication with Kadokawa



<Shark>

- TVING Original <Shark: The Beginning>
- Kakopae Million Page selected title
- Achieved KRW 1.9 billion / Total 140 million views
- Ranked in Piccoma Jpan best of 2019 TOP10
- Published in Japan, France, China, Thailand, etc.



<Polar Night>

- Signed a drama contract with Showbox
- OTT series production in progress
- Launched the 1st season on Dongman in China
- Launched the 2nd season <Pontus> on Naver Webtoon
- Achieved KRW 1 billion in domestic sales



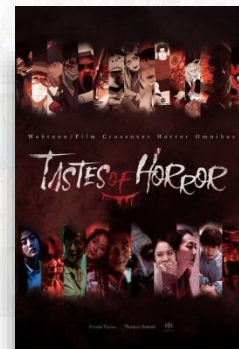
<Castle>

- Signed a drama contract with Lotte Culture Works
- Rapid escalation in ranking after launching
- Ranked No.1 30s male comics on Naver Webtoon
- Achieved over KRW 3.6 billion in domestic sales
- Published in Japan, France, Germany, Thailand etc.



<Cleaner K>

- Achieved 30 million subscribers on Ttoon
- Ranked No.1 adult/general genre on Ttoon
- Ranked No.1 in sales on Line Manga in Japan
- Signed the MCMC <Cleaner K> film contract
- Pre-launched the 2nd season of Piccoma Japan



<Tastes of Horror>

- Simultaneous production of Webtoon X Film
- Finished in November, 2022 on Kakaopage
- Officially invited to BIFAN in 2022
- Officially invited to ITFF 2022 and won the first prize in the 'short film' category
- Officially invited to Sitges Film Festival 2022

Performance of the Webtoonized Titles

04. Current Status of Available Titles



<God of Blackfield>

- Kakaopage Million Page & Super Webtoon Project
- No. 1 in Shonen genre on Piccoma Japan (Feb. 2023)
- Achieved \$13 million in domestic/global sales
- No. 3 in Piccoma BEST OF 2022, Smartoon(Webtoon)
- Signed a contract with Kotoon, a French Publisher



<The Beloved Little Princess>

- Kakaopage Million Page selected title
- Achieved \$4.5 million in sales on Piccoma Japan
- Ranked No.3 in all genres on Piccoma France
- Print publication with Kadokawa
- Discussing animated adaptation



<A True Doctor>

- Originated from a successful medical web-novel
- Kakaopage Million Page selected title
- More than 1.4 million views & Average rating of 9.9
- Drama adaptation of the original story confirmed



<The Exorcist>

- The bestseller of the Korean genre literature
- 10 million cumulated copies sold
- Dual service on Naver Webtoon & Naver Series
- Animated adaptation confirmed (Released in 2023)



<The Grim Reaper>

- Story by No.1 ancient fantasy novelist in Korea
- Art by No.1 action title artist in Korea
- Dual service on Naver Webtoon & Naver Series
- Published on Dongman in Chiina



<A Villainess No More>

- Global Project Webtoon IP by Korea & China
- Ranked No.1 on Tencent China when released
- Created a movington with COMCLOFT in China
- Published in Japan, France, Germany, Thailand etc.

Toyoo's Dream, The Corporation of 'Aging'

Epilogue

Today, a lot of Korean dishes like Bibimbap, Bulgogi, and Tteokbokki are making waves around the world. Speaking of it, did you know that the most important thing that determines the taste of Korean food is 'Jang-mat?' 'Jang' refers to an aged seasoning commonly used in Korean foods which gives off a savory and spicy taste. They say that even if you have a great chef and ingredients, it's difficult to create a good taste without a good 'Jang.'

However, a good quality 'Jang' cannot be made in a short period of time. It can only be made by following the secret recipe, and aging for a long time in a well-ventilated bowl called 'Jangdokdae.'

This is why the value of 'Jang' is proportionate to the time spent in it. It's probably easier for you to understand if you think about how the wine is made. Thus, buying a good 'Jang' or wine with your money means basically the same as buying 'time.'

Toyoo's Dream is a master artisan of a 'Jang' aged for 14 years and a traditional 'winery.' We have been creating webtoons with a great amount of effort for a long time and has aged our know-how. We have great producers like a great chef, and have a fertile garden as well.

Now, we'd like to introduce the taste of 'aging' to all the Webtoon readers around the world. Hope you can find the true value of it and enjoy the taste. Thank you.



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Thank you.

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