

COMPANY INTRODUCTION

ATOONZ, Inc.





01

Company Information

SUMMARY



Company Name	ATOONZ, Inc.
CEO	Jinhee Lee
Establishmet	15 th May 2000
Business Area	2D animation Web novel platform Audio book Publishing of multimedia contents.
Address	316, 242, Digital-ro, Guro-gu, Seoul, Korea
Website	www.atoonz.net www.novellee.co.kr
Contact	viva.ellejou@daum.net

BUSINESS INFO

01

Animation Production



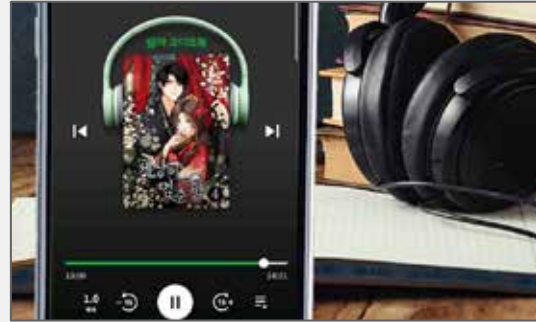
02

Platform (Web novel)



03

Audio Book



04

IP Business



02 ANIMATION : TV SERIES

Hello Jadoo 1
(2011) 40eps X 12min



Hello Jadoo 2
(2012) 60eps X 12min



Hello Jadoo 3
(2015) 26eps X 12min



Hello Jadoo 4
(2017) 26eps X 12min



Hello Jadoo 5
(2023) 26eps X 12min



ANIMATION : SPECIAL SERIES

The Little Mermaid
(2014) 30min



Journey to the West
(2017) 60min



Under the Sea
(2019) 80min



Good Girl Jadoo & Thumbelina
(2020) 80min



02 ANIMATION : THEATRICAL MOVIES

1st Movie

Movie < Hello Jadoo >



Production	2015.5 ~ 2016.11
Genre	Family Sitcom
Format	2D Animation
Overview	75 minutes

2nd Movie

Movie < Hello Jadoo : The Secret of JEJU Island >



Production	2019.6 ~ 2021.11
Genre	Family Sitcom
Format	2D Animation
Overview	90 minutes

[IP] Hello Jadoo









02

ANIMATION : Airing in Overseas Countries



Exports to Taiwan, Vietnam, Hong Kong and Macau, etc.

Top ratings in Taiwan.

	TAIWAN	YOYO TV / Muse Media
	VIETNAM	HTV3/FPT Play/BHmedia
	THAILAND	Cineplex / TrueID /Work Point
	MACAU	Disney Asia
	CHINA	iQIYI / Tencent
	HONGKONG	Disney Asia / PPCW
	INDONESIA	PT Net Mediatama Televisi
	INDIA	Viacom 18 (Contract in progress)

OVERSEAS ACTIVITIES

In-Flight Program



In-flight Screenings on Korean Air International Flights

Movie < Hello Jadoo : The Secret of JEJU Island >

International Event



Participation in character fairs, Operation of PR booths

China, Vietnam, Indonesia, etc.

CHARACTER LICENSING BUSINESS

Around 300 types of licensed products Various character product contracts such as publishing, cosmetics, toys, food and beverage



ANIMATION : INTRODUCTION



THE BIG FAMILY OF SEOUL

Method	HD 2D TV series
Quantity	26 episodes
Genre	Comic Family Sitcom
The scheduled date of airing	September, 2024
A broadcasting	

[IP] The big family of seoul

03

ANIMATION : PLOT

The Story of a big Family living in Bukchon Village in Korea.

The seven-year-old fraternal twin main characters "Hae" and "Dal" family, including their parents and the aunt who lost their money by failing stock investment, decides to live with their great-grandmother and their grand parents in an old house in Bukchon Hanok Village.

Ever since they moves to the house, their uproarious and troublesome life begins.

The grandmother of the twins expected that she could live in a comfort and peaceful life, But her two grown-up daughters, and a son-in-law suddenly interfere her life.

Even though they are big problems of her, she can't complain because they are her family, the apples in her eye.

The great-grandmother called Granny Wang is the owner of the house.

She is old, but still an influential figure of the family so all the family should follow her rule that the family should eat together at least a meal in a day.

Will the twins' family be able to live well without a fuss?

Will they be able stay without being kicked out?

Please be safe and sound!



[IP] The big family of seoul

03 ANIMATION : CHARACTERS

THE BIG FAMILY OF SEOUL MAIN CHARACTERS



[IP] The big family of seoul

03

ANIMATION : BACKGROUND

THE BIG FAMILY OF SEOUL BACKGROUND



BUSINESS STRATEGY

The production of another family sitcom by the production experience and know-how of 「Hello Jadoo」

Korea's 2nd family sitcom animation challenge!



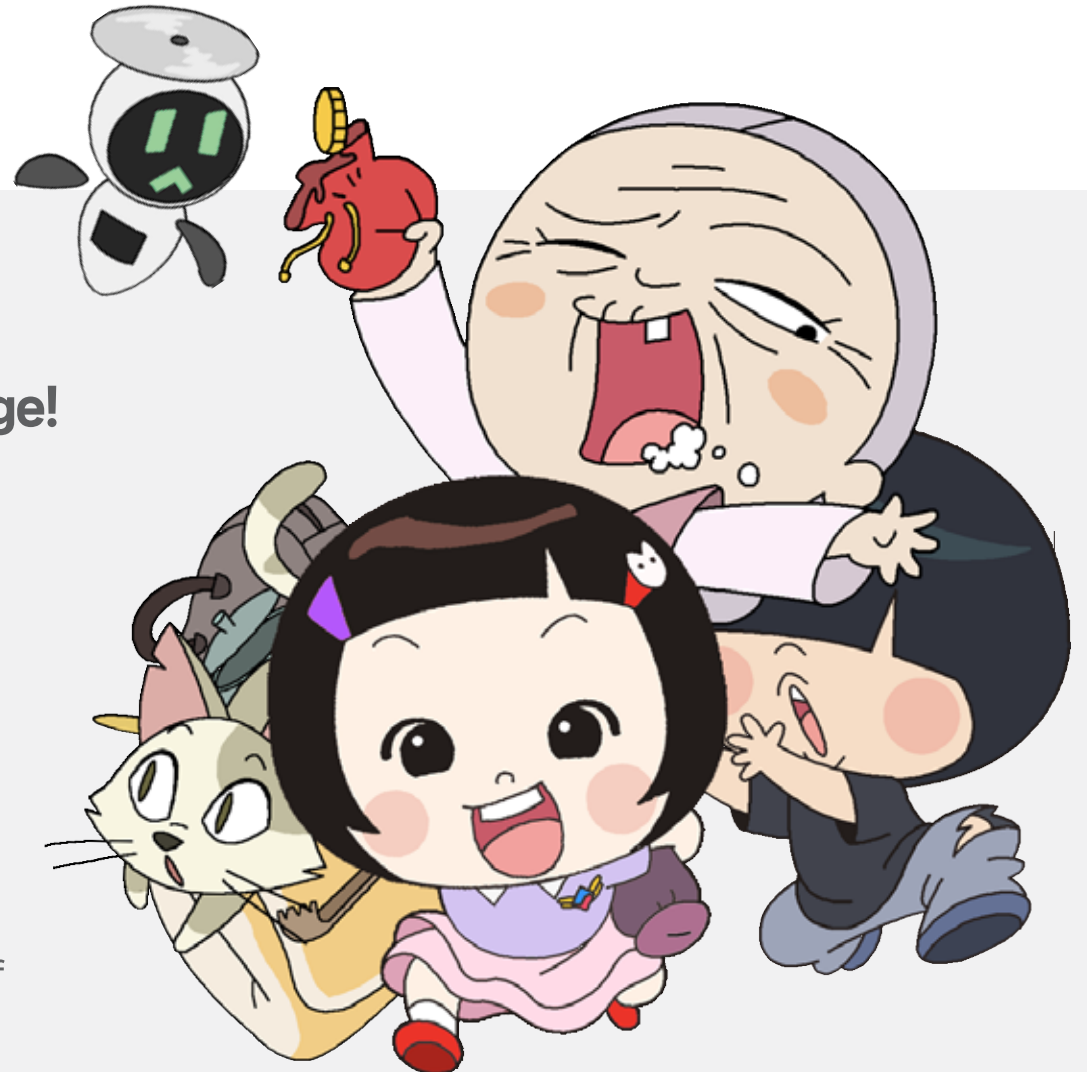
CORE COMPETENCY

Possible stable business development with experience in producing 「Hello Jadoo」 animation series and character business



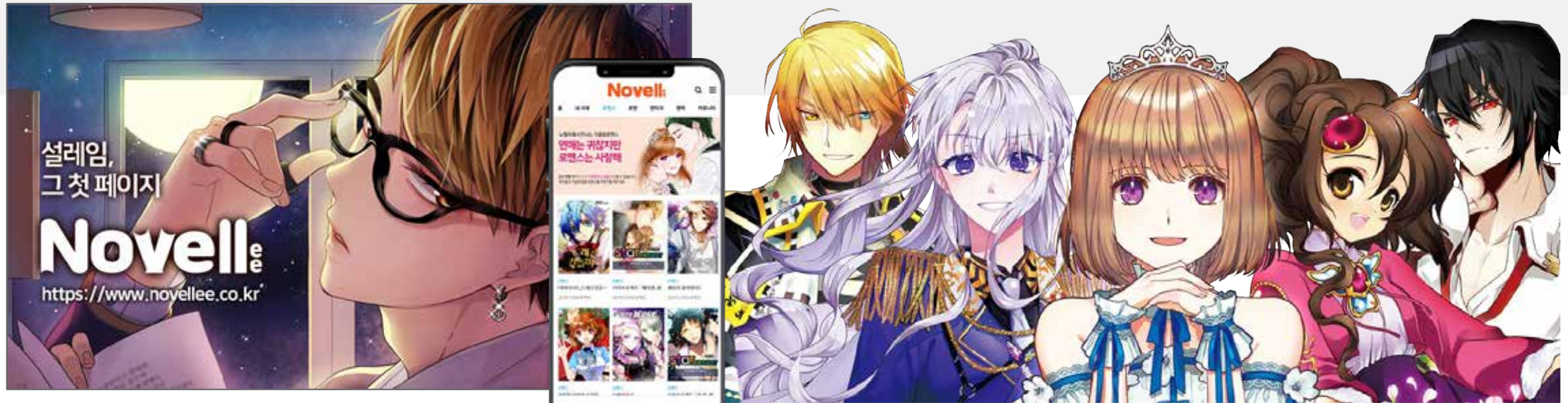
BUSINESS GOAL

Development of story-oriented content character business
Appropriate arrangement of Korean elements, development of K-character business



04 PLATFORM 「Novellee」

- ✓ **Novellee** is Romantic web novel site for women
- ✓ Creative novels, original game novels and transmedia novels in service



Novellee
(2021~)

- 01 Romance and romance fantasy novel genre specialized for female readers
- 02 Original game novels and official contents produced by ATOONZ
- 03 Specialized service of Fanfiction and Transmedia-fiction genre

WEB NOVEL : SERVICE STATUS

ATOONZ IP - based web novels and users' creative novel services



AUDIO BOOK : SERVICE STATUS

Production of Audio book Romance, Mystery, Children's books, Animated original books

