



cake



**An interactive learning experience with my favorite artists begins now.**

# Learn! What You Love.

Cake is the new name of the previous HYBE EDU. Established in November 2018 with the vision of becoming an innovative edu-tech company, HYBE EDU has worked to change the nature of learning by utilizing the world's best artist IP-based content.

Since its foundation, HYBE EDU has been developing and providing various language learning materials that help break down language barriers and allow people around the world with common interests to come together.

HYBE EDU was acquired by Cake Corporation on June 1st, 2022, to expand its services as a global language learning app. Cake will continue to carry out HYBE EDU's visions and will continue to grow to provide leading multi-language services to its global users.





# Learn! What You Love.



Love for artist



Learning

Love for the artist is a great motivation in learning.

We create and publish various content  
to facilitate the most effective way to learn language.

## Content



Book



Video



## Service



Speaking Pen



Audio Personalization Service



App

# Learn! KOREAN with TinyTAN Book Package

Trailer VOD



- **Level :** Beginner (Hangeul, Korean alphabet)
- **Content :** Book, Workbook, MotiPen(Purple), 2 Hangeul Posters, Hangeul Flash Cards, 2 Rolls of Masking Tape, 1 Sticker Pack
- **Size/Weight :** 272\*230\*20 mm / 1,350 g
- **Chapter Info :** 6 chapters in total
- **Language Availability :** English (Global Edition), Japanese (Japan Edition), and Korean and Spanish are also available with MotiPen.

The book is based on the story of Bora, an avid BTS fan. She explores Hangeul and learns how to read, write, and fluently pronounce Korean words in the book.



# Learn! KOREAN with TinyTAN

## TVOD Pack

- **Level :** Beginner
- **Episode Info :** 7 episodes in total
- **Length Info :** 15 minutes per episode, total runtime of app. 100 minutes
- **Language Availability :** Korean, English, Japanese, Spanish

Teaser VOD



The video pack covers various themes to help learners learn Korean pronunciations and characters easily and enjoyably. The learners can learn Korean naturally by watching animation videos.





# Learn! KOREAN with BTS

## Book Package

Trailer VOD



- **Level :** Basic
- **Content :** Books 1~4, MotiPen(Purple), Keyboard Stickers
- **Size/Weight :** 268\*225\*36 mm / 1,447 g
- **Chapter Info :** 6 chapters per book, a total of 24 chapters
- **Language Availability :**
  - Global Edition: Korean, English, Japanese, Spanish
  - Japan Edition: Korean, Japanese, English, Spanish
  - Spanish Edition: Korean, Spanish, English, Japanese
  - Russian Edition: Korean, Russian, English, Japanese

\* All languages are available with MotiPen.

This book is about traveling Korea. Bora explores Korean culture and history while learning basic Korean expressions, grammar, and vocabulary.



# BON BORAge

## VOD Pack

- **Level :** Basic
- **Episode Info :** 24 episodes in total
- **Length Info :** 3 minutes per episode, total runtime of app. 70 minutes
- **Language Availability :** Korean, English, Japanese, Spanish, Hindi

VOD List



The episodes are about Bora's travel where she visited while traveling in Korea, corresponding to *Learn! KOREAN with BTS Books*.



# Learn! KOREAN Series

## Talk! with BTS

Trailer VOD



- **Level :** Intermediate
- **Content :** Books 1~2, BORA MARBLE(board game) Set, Pocket Book, DIY Student Card, Keyboard Stickers
- **Size/Weight :** 251\*188\*40 mm / 1,011 g
- **Chapter Info :** 6 chapters per book, a total of 12 chapters
- **Language Availability :** English (Global Edition), Japanese (Japan Edition), and Korean and Spanish are also available with MotiPen.

This book is about Bora's life as an exchange student in Korea. Learners can learn Korean expressions, grammar and vocabulary that sound natural and which Koreans use in their real, everyday lives.



# Talk! with BTS

## Animated VOD Pack

- **Level :** Intermediate
- **Episode Info :** 12 episodes in total
- **Length Info :** 4-5 minutes per episode, total runtime of app. 60 minutes
- **Language Availability :** Korean, English, Japanese, Spanish

Trailer VOD



The episodes are about Bora's life as an exchange student in Korea, corresponding to *Talk! with BTS* Books.



# BTS LYRICS INSIDE

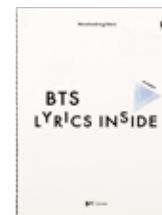
Trailer VOD



- **Level** : All
- **Content** : Book(180p), Handwriting Note(80p)
- **Size/Weight** : 240\*250\*23 mm / 1,050 g
- **Chapter Info** : A total of 10 chapters
- **Language Availability** : English (Global Edition), Japanese (Japan Edition)

BTS LYRICS INSIDE features the lyrics, interpretations, and behind-the-scenes anecdotes of the ten BTS songs ARMY loves. They have been carefully selected from the many great songs written and composed by BTS.

★ Follow-up version to be released in 2Q, 2023





• Contents

1. 작은 것들을 위한 시 (Boy With Luv) (Feat. Halsey)
2. ON
3. Life Goes On
4. IDOL
5. 불타오르네 (FIRE)

6. Magic Shop
7. We are Bulletproof : the Eternal
8. 소우주 (Mikrokosmos)
9. 봄날 (Spring Day)
10. Yet To Come



# BTS RECIPE BOOK

Trailer VOD



- **Level :** All
- **Content :** Book(252p), BTS Mini Photo Frame
- **Size/Weight :** 208\*285\*25 mm / 1,250 g
- **Chapter Info :** 3 foods per chapter, a total of 5 chapters
- **Language Availability :** English/Korean (Global Edition),  
Japanese/Korean (Japan Edition)

BTS RECIPE BOOK introduces a careful selection of 15 dishes that BTS has made and eaten, providing an in-depth explanation of the cultural significance of what they said and did. The book also provides a glimpse into the different personal tastes of BTS, allowing readers to compare them to their own personal preferences.

★ Follow-up version to be released in 2Q, 2023



# BTS RECIPE BOOK

## VOD Pack

- **Level :** All
- **Episode Info :** 22 episodes in total (Season #1 and #2)
- **Length Info :** 5-8 minutes per episode, total runtime of app. 180 minutes
- **Language Availability :** Korean, English, Japanese, Spanish

VOD List



A video to understand the Korean language and Korean food culture by following the recipes BTS cooked in entertainment shows such as <Run BTS!> and <IN THE SOOP>.





# BTS TRAVEL BOOK

Trailer VOD



- **Level :** All
- **Content :** Book(192p)
- **Size/Weight :** 182\*225\*13 mm / 528 g
- **Chapter Info :** A total of 8 chapters
- **Language Availability :** English (Global Edition), Japanese (Japan Edition)

BTS TRAVEL BOOK provides helpful information and practical Korean expressions that will assist visitors on their BTS TRAVEL. This book is enjoyable for fans currently preparing to travel to Korea, but also for fans who plan to visit Korea in the near future.



# MY BTS DIARY

Trailer VOD



Theme-based

- **Level :** All
- **Content :** 2 Books (<From BTS> 184p & <Dear BTS> 128p),  
1 Stickers Pack, 2 Memo Pads
- **Size/Weight :** 150\*206\*34 mm / 745 g
- **Chapter Info :** A total of 7 chapters
- **Language Availability :** English (Global Edition), Japanese (Japan Edition)

MY BTS DIARY is a diary-concept book package that allows fans to read and understand Korean messages that BTS has posted on social media. It contains BTS messages about greetings, daily sharing, congratulations, etc. and enables fans to write Korean letters or comments to BTS.



# BLACKPINK IN YOUR KOREAN

## Book Package

BLACKPINK VOD



- **Level :** Basic
- **Content :** Books 1~2, Pocket book, Role-Play Kit, Keyboard Stickers
- **Size/Weight :** 350\*204\*50 mm / 1,390 g (MotiPen Included)
- **Chapter Info :** 6 chapters per book, a total of 12 chapters
- **Language Availability :** English (Global Edition), Chinese (Chinese Edition) and Korean, Indonesian and Japanese are also available with BLACKPINK MotiPen.

The very first book package of learning Korean with BLACKPINK. You can learn Korean vocabulary, expressions and Korean culture through the story of BLINK and BLACKPINK in the two books.



# BLACKPINK IN YOUR KOREAN

## Animated VOD Pack

- **Level :** Basic
- **Episode Info :** 12 episodes in total
- **Length Info :** 1.5 minutes per episode, total runtime of app. 18 minutes
- **Language Availability :** Korean, English, Chinese, Japanese, Indonesian

CH1 VOD Sample



The episodes are about BLINKY's 24-hour with BLACKPINK, corresponding to *BLACKPINK IN YOUR KOREAN* Books.



# SEVENTEEN LYRICS INSIDE

Trailer VOD



- **Level** : All
- **Content** : Book(168p), Handwriting Note(72p)
- **Size/Weight** : 240\*250\*22 mm / 970 g
- **Chapter Info** : A total of 10 chapters
- **Language Availability** : English (Global Edition), Japanese (Japan Edition)

SEVENTEEN LYRICS INSIDE contains the deeper implications of SEVENTEEN's lyrics and shares various anecdotes related to them. There are team songs, unit team songs, and fan songs that were composed for SEVENTEEN's one and only fandom, CARAT.



# X SEVENTEEN

- **Content** : Korean expressions, vlogs, lyrics
- **Episode Info** : 9 episodes in total
- **Length Info** : 4-8 minutes per episode
- **Language Availability** : Korean, English, and Japanese  
(Spanish and Chinese available for some videos)

VOD List



X SEVENTEEN series includes videos about Korean expressions actively used by SEVENTEEN and their fans, Korean concert vlogs, and a video explaining the lyrics of "Oh My!"— all of which can motivate viewers to learn Korean.



# WORKOUT with BTS

## Work out with the help of BTS!

Home training videos for the BTS fans, ARMY spending more time at home since COVID-19.

VOD List



- **Content** : exercise, workout
- **Episode Info** : 5 episodes in total
- **Length Info** : 12-15 minutes per episode, total runtime of app. 100 minutes
- **Language Availability** : Korean, English, Japanese, Spanish



# Learn! KOREAN with TinyTAN

## Credit Cookie

A video helping you to understand the consonants, spelling, and pronunciation rules of Korean in a gamification format.

This is a post-credit scene with the concept of *Learn! KOREAN with TinyTAN*.

VOD List



- **Content** : animation, gamification, storytelling
- **Episode Info** : 8 episodes in total
- **Length Info** : 1-2 minutes per episode, total runtime of app. 10 minutes
- **Language Availability** : Korean, English, Japanese, Spanish





# GANADA

## Lyrics & Choreography

(by AIKI & HOOK)

가나다  
Lyrics Video



가나다  
Choreography Video



GANADA is the digital single that HYBE EDU released. It was for the celebration of the 2021 Hangeul Day to help people around the world learn Hangeul with ease, and discover the unique charms of Hangeul in song.

- **Content** : Using GANADA digital single
- **Episode Info** : 1 Lyrics Video, 1 Choreography Video by AIKI & HOOK
- **Length** : 2.31 minutes



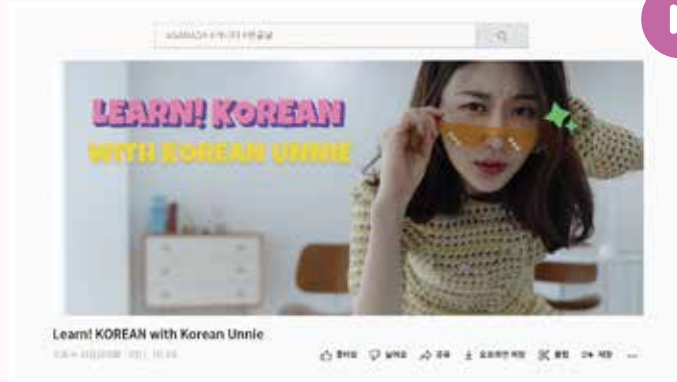
# Learn! KOREAN with KOREAN UNNIE

A video format that teaches you Korean in a fun, easy, and casual way using the BTS IP instead of the blackboard lectures with Korean Unnie, an influencer who teaches Korean language to non-Koreans.

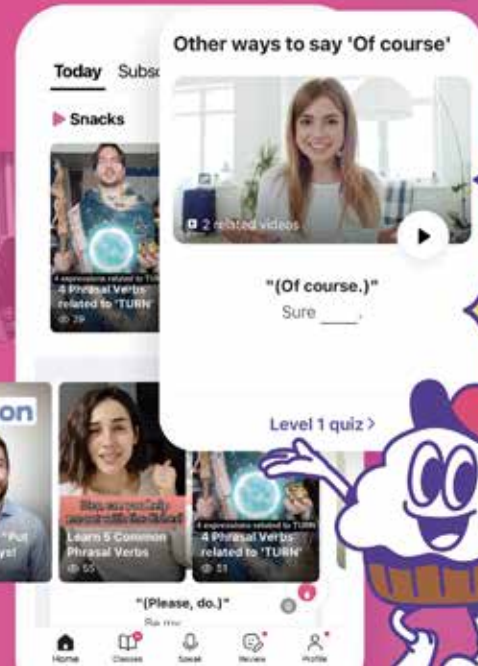
VOD List



- **Content** : GANADA digital single, video call roleplay
- **Episode Info** : 9 episodes in total
- **Length Info** : 5-7 minutes per episode, total runtime of app. 50 minutes
- **Language Availability** : Korean, English, Spanish



# New free expressions every day!

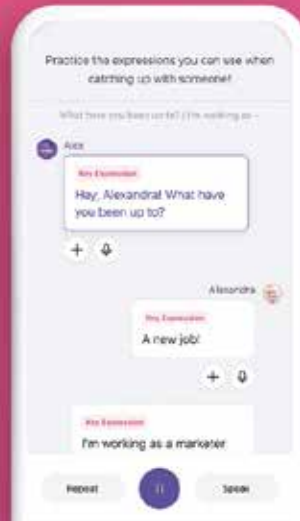


## Cake Application

Cake is a language learning mobile application with millions of users worldwide that helps learners study real-life English and Korean in a more enjoyable way. Learn language the fun way with quizzes and videos ranging from Cake's original lectures to short-form content. Cake's entertaining approach makes learning fun and introduces real-life expressions selected by language experts.

Download Cake





### • Content

- Mobile application (available in AOS and iOS devices)
- Video, audio, quiz, vocabulary list

### • Language (English Service)

- |                           |                         |
|---------------------------|-------------------------|
| 1 Korean                  | 2 English               |
| 4 Chinese (Simplified)    | 5 Chinese (Traditional) |
| 7 Spanish (Latin America) | 8 Spanish (Spain)       |
| 10 Hindi                  | 11 Indonesian           |
| 13 Japanese               | 14 Malay                |
| 16 Russian                | 17 Thai                 |
| 19 Vietnamese             | 20 Polish               |

### • Language (Korean Service)

- |                         |
|-------------------------|
| 1 English               |
| 2 Japanese              |
| 3 Thai                  |
| 4 Vietnamese            |
| 5 Chinese (Traditional) |

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