



YeaRimDang



Company Profile

Global No.1 Content Business Group

YeaRimDang is a children's book publisher with 50 year's history. We are one of the top children's publishers in Korea and our bestselling series *Why?* has been sold over 86 million copies in Korea and licensed to 50 countries in 13 languages. Our imprint Smartbear publishes novelty books, sound books, picture book series and activity books for 0-6 year-olds. YeaRimDang will broaden its partnership for OSMU(One Source Multi Use) in various areas from conventional book publishing to digital and MCN business.

since

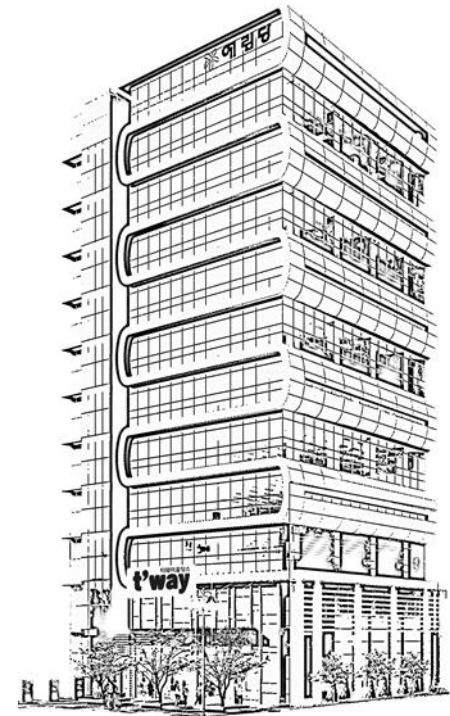


Company Profile



YeaRimDang

YeaRimDang specializing in children's book publishing & educational content



President

Choon-ho Na

Founded

Established in 1973

Capital

KRW 11.6 billion(Per KRW 500)

Address

153, Ahasan-ro, Seongdong-gu,
Seoul, 04798, Korea

**Listed on the
KOSDAQ**

2009. 6. 19

**No. of
Employees**

52 (As of December, 2022)

Website

www.yearim.co.kr

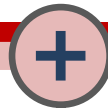
Company History

Foundation & Development (1973~1990)



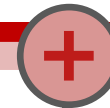
- 1989 Published **Natural Science <Why?> Series** – *founder of current <Why?> series*
- 1987 Published child education series <Child Mini Books>
Developed <Rainbow Theater> Series
- 1985 Published **audio-visual story <Story Theater> series**
-First audio-visual style book in Korea
- 1979 4 creative fairy tales recommended by the Ministry of Culture, Sports and Tourism
- 1978 Published full-color childhood picture story <A Star and Me>
- 1973 Established publishing company, Yearimdang, marking beginning of creative fairy tales in Korea

Branded in Korea as a Leading Children's Book Specialist (1991~2010)



- 2010 *Published <Why? Social science> series*
<Why?> series reaches 35 million copies sold
- 2009 Listed on KOSDAQ
Opened <Why? Park>, childrens' hands on exhibition
Contract with KT QOOK for making VOD
Published <Why? Korean and World History> Series
<Why?>, the children's science animation, televised on EBS
Overseas Contents Partnership with Disney
- 2008 *<Why? Science Comic Book> Series reaches 20 million sales since release.*
- 2001 *Published <Why? Science Comic Book> Series*
- 1995 Exported copyrights of <Child Mini Books>
- 1991 Registered as corporation, Yearimdang Co., Ltd

Expanding Towards the Global Market (2011~)



- 2016 Launched a home-study materials, "Why? Science"
- 2015 Launched a App, "Why? Tube"
Launched Galaxy tap S2 including "Why? e-book & Why? Tube" with Samsung
- 2014 *Published <Why? Math> series <Why? Science Comic Book> Series reaches 60 million sales since release.*
- 2013 Expanding towards a low cost airline business With **<t'way airline>**
Published <Why? Classics> Series
- 2012 Expanding towards a mobile game business with **<Pocket Games>**
Published <Why? People> Series
- 2011 Contract with **McGraw-Hill** for publishing <Why? Science> Series in English
Published <Why? Science> Series as e-books <Why?> series reaches 40 million copies sold

Subsidiaries / Firms Concerned

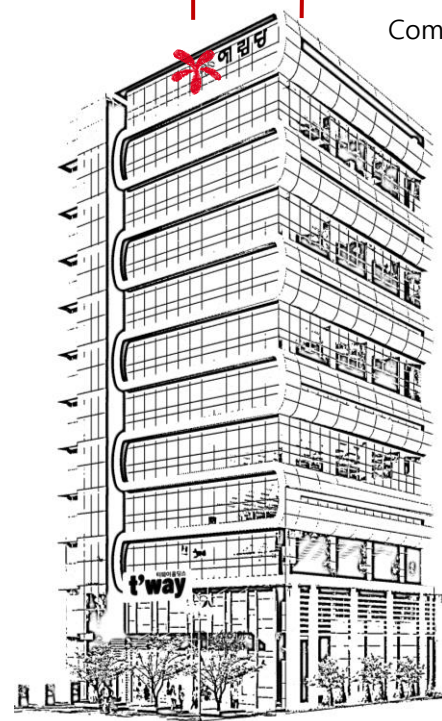
| Subsidiaries |



PHCPile
& T'way Airline



Distribution



| Firms concerned |

Educational Programs for
Pre-Schools



Comic book publishing for
Children



Botanical Garden and
Camping Site





One Source Multi Use Killer Contents, *Why?* Series

01

Book Publishing

- √ Possibility for expanded business through full copyright ownership
- √ Continues potential to make new books through the expansion of the field of subjects continuously

02

Copyright Exportation

- √ Entering into overseas markets with competitive brands
- √ Maximization of sales by co-marketing with global companies

03

e-Contents

- √ e-book, Educational App, e-Learning, Game,
- √ Making business of e-textbook

04

Animation

- √ Establishing Brand awareness by media
- √ Generated by new income source with sale Televising Right

➔ Copyright Exportation

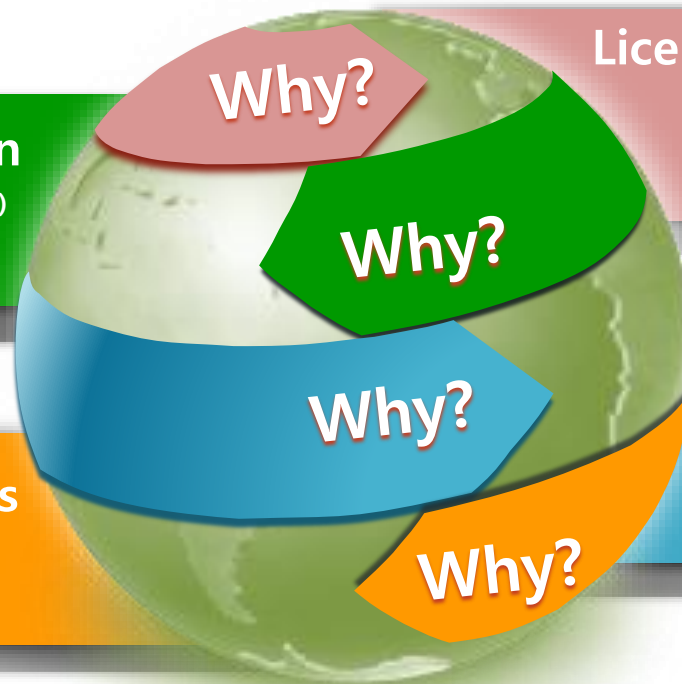
**'Why?' licensing in 13 languages, published more than 50 countries;
SmartBear Co-edition and export to Europe and Asia**

<Why?> English edition

- ◆ collaboration with McGraw-Hill (2011)
- ◆ 10 titles in Why? Science series targeting the global market

Export to overseas online shops

- ◆ Distribution to local online shops worldwide



Licensing in local languages

English, Chinese Simplified, Chinese Complex, Thai, Russian, French, Japanese, Indonesian, Arabic, Malaysian, Vietnamese, Bulgarian

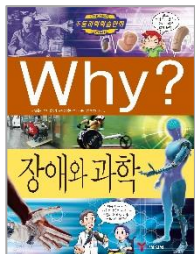
Co-edition: SmartBear

Italy, France, Thailand, Taiwan, China

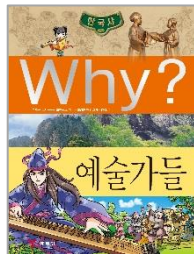
1. Educational Comic Book: Why? series

A mega-selling comic book series with over **78 million copies** sold

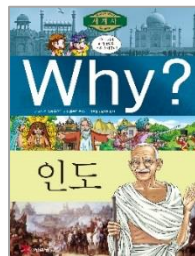
1
Science
(2001)



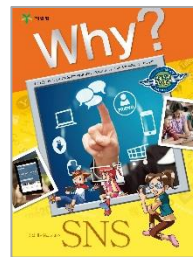
2
Korean History
(2009)



3
World History
(2009)



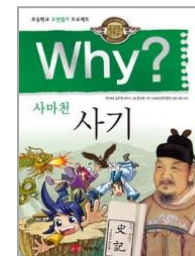
4
Social Science
(2011)



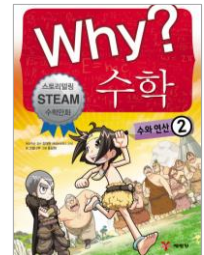
5
People
(2012)



6
Classic
(2013)

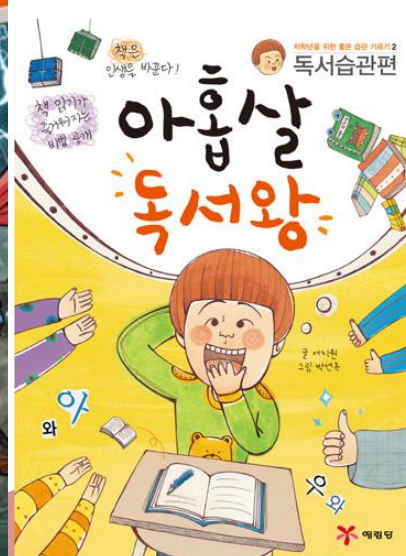


7
Math
(2014)

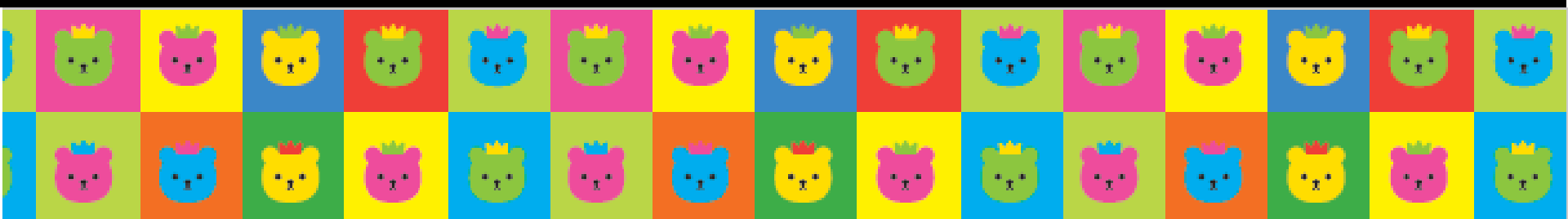


Categories: Science, Social Science, History, Countries, People, Classic, Math

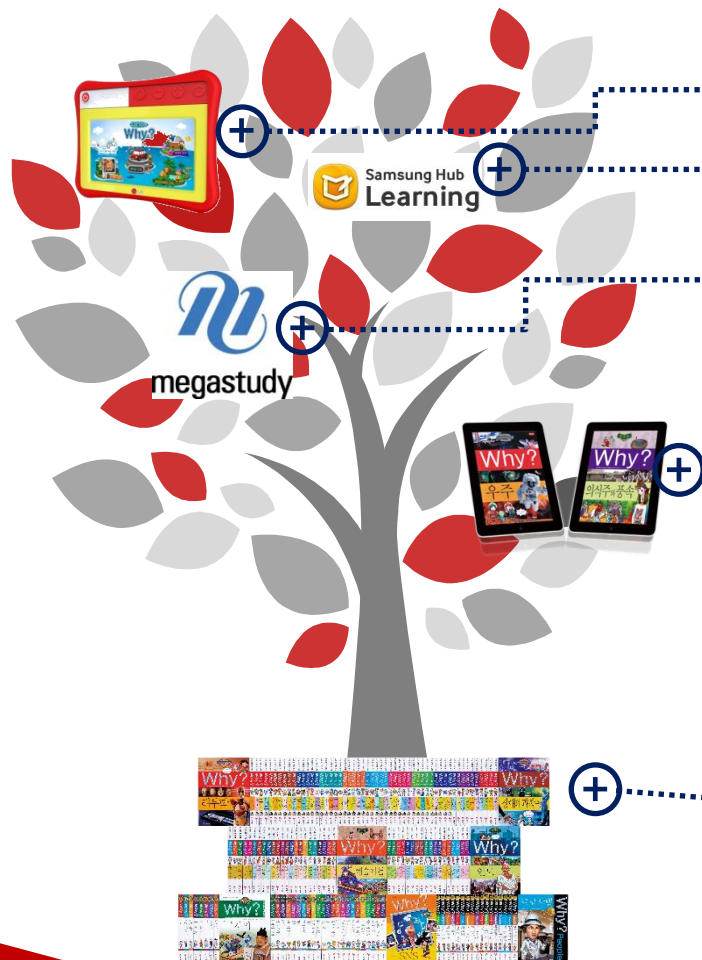
2. Fiction / Non-fiction/ Comics / Picture Book titles



SmartBear targets babies to pre-schoolers
focusing on the children' s holistic development



Content Digitalization and Partnership in the Korean market



+ e-contents for infants

- LG Kids Pad
- KTH Kids Apps
- KT Kibot

+ Contents for elementary & middle school

- Course Ware Service on each step of science textbook
- Samsung Hub Learning
- Online lecture of Megastudy
- SKT Smart Learning

+ e-Book

- Multimedia Contents based on network
- e-learning
- Education Game

Educational Comic book
series *Why?*

Various education media adapting children's expectation

+

Mobile Games



- Launching <Why? Human body exploration> (2012)

+

Great Science Animation



- Televising <Why? Animation Season I > (26 episodes in 2009)
- Export deals in a total of 6 countries (Season I)
- New sales generated by selling contents, character licenses, television rights & DVDs

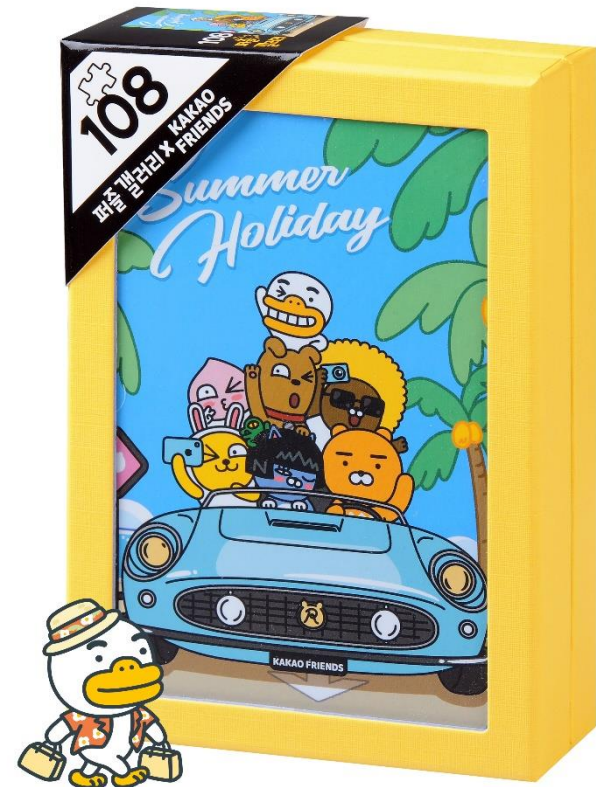
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Online Lectures



- Conclusion of contract with 'Megastudy' supplying 'Why? Series' contents
- Serving through 'M-junior'(2014. 07. 10)

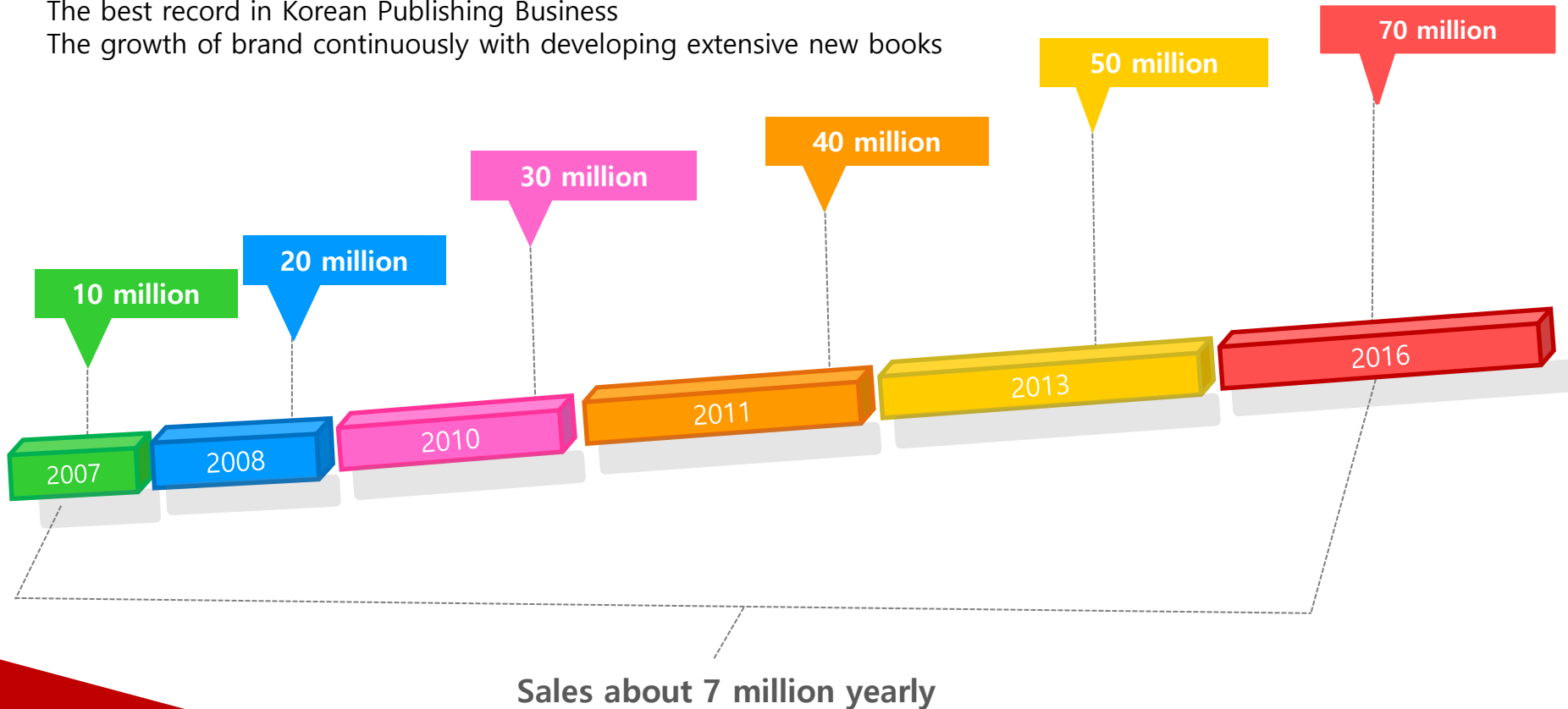
➔ Licensed IP Products: Korean market sales



The growth prospects of company

Killer contents <Why?> series making stable sales

After publishing 'Educational Comic Why? Science Series' on 2001,
Passed sale over 60 million books until now.
The best record in Korean Publishing Business
The growth of brand continuously with developing extensive new books



Thank You



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