

The coming day will be all good

Danal Entertainment

COMPANY PROFILE



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01 Company Introduction

Danal Entertainment Co., Ltd

01 Company Introduction

Danal Entertainment Company Introduction



Company Name Danal Entertainment Co., Ltd.

CEO YouYeop Lim

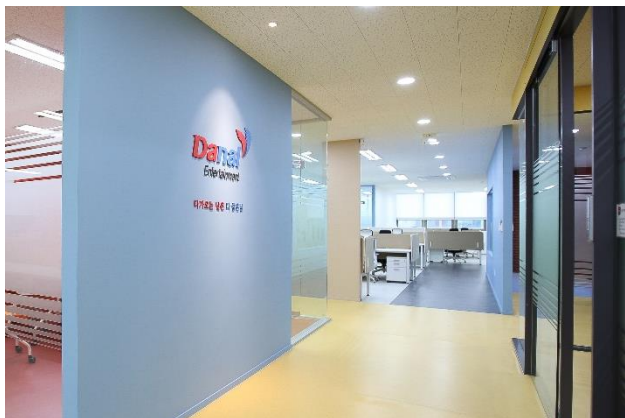
Major Business Digital Contents (Music, Media, Character and etc.)
Production / Distribution / Sales
Online/Mobile Platform Service

Incorporation January 1, 2012

Headquarter 2nd Fl. 10, Hwangsaoul-ro 335beon-gil, Bundang-gu,
Seongnam-si, Gyeonggi-do, Republic of Korea

Company Capital 2.8 Million USD

Employees 28 Employees (As of May, 2021)



Growth Period

Leap to a leader in the content industry

2015 ~ 2021

Leaping Forward Period

Leading the domestic content industry

2005 ~ 2014

Setting Up Period

Opening a new horizon for mobile content

1997 ~ 2004

- Launched SKT "Coloring Plus"
- Launched SKT "June Mobile Service"
- Opened Music portal "Audio.com" service
- Launched KTF ringtone/call waiting service
- Winner of Jang Young-sil Award for Integrated payment Solution
- Launched Call connect service
- "5857 Ringtone" awarded Best Digital Contents
- Launched "Mobile Karaoke"
- Award for Best Digital Content Expo
- Pioneer in WAP ringtone service in Korea
- Launched ringtone download service
- Contracted ringtone download service with SKT/KTF/Hansol PCS
- **Established Danal Co., Ltd.**

- Export sound source to Big Band, a global music distributor
- Supplied lyrics solution to M.net
- Launched music service "dal.komm MUSIC"
- Supplied emoticons to Chinese Tencent(QQ,WeChat) and Thai mobile network AIS
- Developed and launched Big Bang's mobile photo book (Awarded)
- Opened 6 dal.komm COFFEE stores - Spin off from own company and incorporated dal.komm Co., Ltd.
- Acquired N-xing Mobile, a lyrics solution company
- **Spin off from Danal and Incorporated Danal Entertainment Co., Ltd. to KOSDAQ**
- Commenced "dal.komm COFFEE" business - 1st store opened in Nonhyeon
- Exclusive Distribution in Korea and abroad the Dong-A/Shinchon Music's sound source
- MCP Contract with KakaoTalk Item Store
- Launched celebrity video phone service "Star Call"
- Chairman Seong-Chan Park awarded Iron Tower Order of Industrial Service Merit
- Securing the neighboring rights of (formerly)Daeyoung AV's music
- Launched "UFO Radio", Star-Fan Voice Communication
- Awarded Distinguished Service Award 2008 for Mobile Contents Services
- Launched "UFO TOWN", a wired and wireless fan mail service
- Started sound source neighboring rights distribution business

- Music Distribution to Tidal (US) , Anghami (Middle East)
- Acquired exclusive domestic VOD rights for Japanese dramas such as 'グーグーだって猫である' and 'インフルエンス'
- Co-distribution of the movie "The Gentlemen"
- Participated in 2019 Korea Creator Fest
- Co-distribution of the movies "Don't Worry" and "In the Fade"
- Signed exclusive contract with singer "Hyuckjin Park"
- Export sound source to King Records and NetEase Cloud Music
- Opened dal.komm PARTY coin karaoke room, Sillim and Osan
- Acquired domestic master license for Japanese character "kanahei 's small animals"
- "dal.komm day Project" series album production
- Invested in Warner Brothers movies "The Age of Shadows" and "A single rider"
- Commenced "dal.komm PARTY" karaoke business - 1st store opened in Shinchon
- Commenced character MD production and writer management business
- Released Korean wave star's WeChat emoticon for the first time in Korea
- Supplied lyrics service to Collaboration karaoke service of LOEN Entertainment
- Launched "UFO TOWN" APP, 1: 1 communication service with Star
- Selected as a distributor of souvenirs from the 20th Busan International Film Festival
- On-site/on-line sales of SM artists' photobook, cheering rod and goods
- Commenced Star MD production and global distribution business
- Commenced video content distribution business such as Movie/ Animation/Drama

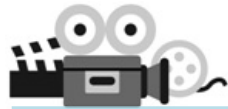
“Global Enterprises **Creating the Future** of the Content Industry”

With over 25 years of content business experience,
we are leading content-oriented industries such as music, movies, characters, and emoticons.



Music Contents

We provide music content to platforms around the world through production, investment, and distribution of various genres of sound sources/records such as OST, music, and indie, and contribute to the development of Korea's popular music and cultural industry through marketing support and live performances.



Media Contents

We secure rights by importing and investing in dramas, movies, overseas series, and animation, and distribute them to theatres and digital distribution platforms, and take the lead in industrial development through copyright management through a systematic monitoring system.



Character Contents

Based on the experience of Kakao Emoticon shop MCP business, we provide emoticons to various global messenger platforms. We are diversifying our business by product planning, operation, and licensing investment through partnerships with writers.



Platform

Based on 20 years of experience in content business(service)and unique content creation/distribution technology, we are diversifying our business through a platform dedicated to cultural life/content. We are expanding the platform-based linkage business with various partners.

01 The number of contents/ Company Introduction

Danal Entertainment Company Introduction



 **100,459** music contents

- Investment/distribution and production of music contents such as k-pop (idol, indie), and drama OST
- Supply of music contents through partnerships with domestic and global music platforms and distributors in China and Japan

 **1,300** film contents

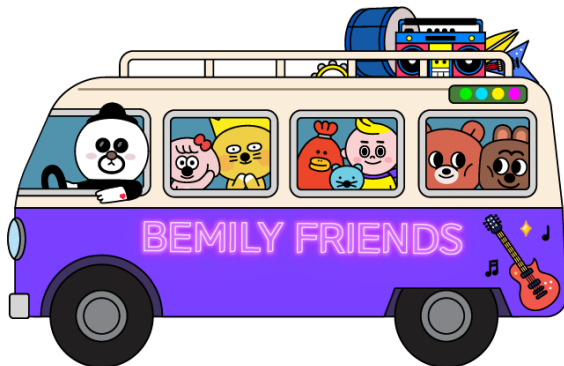
- Content supply contract with more than 30 domestic distribution platforms such as movies and overseas series
- Contract with 80 domestic partners and 11 overseas partners related to Content Acquisition

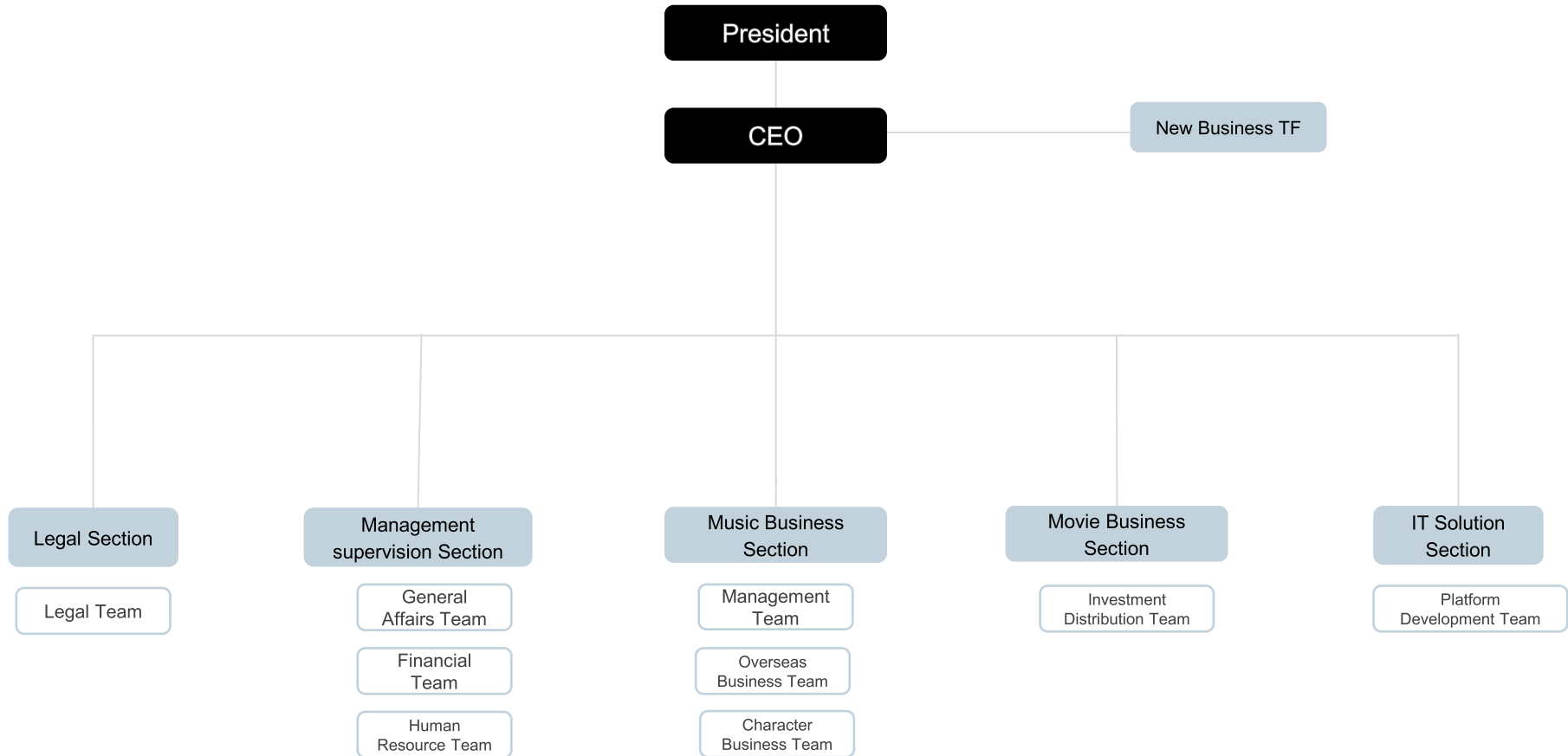
 **111** platforms

- Supply of music and movie contents to domestic/global music platforms and OTT platforms
- Supply of emoticons through global messengers such as Kakao Talk, Line and WeChat

 **346,288,606** total views on YouTube

- Music Official Channel 'Danal Entertainment'
- Film Official Channel 'Danal Entertainment'





02 Business Overview

Danal Entertainment Co., Ltd

Music Contents Distribution



Music Content Production



On/Off-line Performances



Music / CD Distribution and Investment, License Business

- In addition to LABOUM, Loona, Idol, OST, Indie, and other K-POP licenses (over 100,000 songs)
- Top 10 Korean music distribution market share
- Content Supply to China (Tencent Music, Netease Music), Japan (King Records) and global markets such as Spotify, Apple Music, and Tidal
- Holding of steady seller contents such as SG Wannabe, SeeYa, Shin Hae-chul, 015B, Kim Dong ryul, Yoon Jong shin etc

dal.komm day / BEATPELLA Project

- Provision of tools to secure music content through self-production
- Series production by establishing the album planning intention of 'collaboration between artists of various genres'
- (Participated Artist: Park Jaejeong, Lin, Sogak sogak, G.O, Hyukjin Park, Norwegian Forest, etc.)
- Produced 'BEATPELLA' project, a collaboration between popular pop music and beatbox genre (Participated Artist: Hiss of Asia Beatbox Champion)

OPEN MIC / dal.kommDay Live

- Doing on/offline performance mainly for the artists we distribute
- Conjunction marketing is possible with affiliate dal.komm Coffee (digital signage, tray, cup holder, etc.)
- More than 150 indie artists such as Hanol, Sogaksogak, Hoons, and Gyro participated in OPEN MIC performances
- Production of 'dal.kommDay Live' content (online interview + live video) using YouTube channel (Participated Artist: Xitsuh, Hoons)

Major Contents

Having multiple steady-seller albums and self-produced albums in the 90s and 00s, including global idol albums



LOONA

/ LOONA yxyx
/ LOONA 1/3
/ LOONA OEE EYE CIRCLE



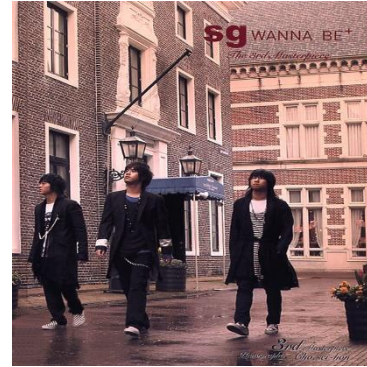
LABOUM

/ 'Fresh Adventrue Winter++'
/ 'Between Us', 'Firework',
'Turn It On' etc.



Jessi

/ 'Down'
/ 'Gucci'



SG Wanna be

/ 'Partner For Life'
/ 'Airang' etc.



Kim Dong Ryul

/ I say "I love you" again
/ 'miracle (Duet Lee So-eun)' etc



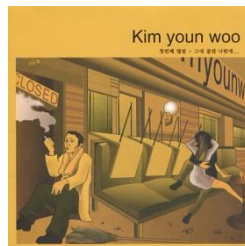
Shin hae-chul & N.E.XT

/ 'To You'
/ 'Jazz Cafe'
/ 'Fly, a chicken!'



Yoon Jong Shin

/ 'Rebirth'
/ 'That Day Long Ago' etc.



Kim Yeon woo

/ 'Only me by your side'



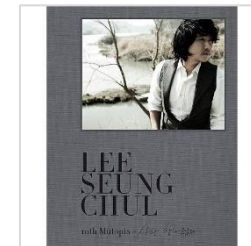
SeeYa

/ 'Lovely Sweet Heart' etc.



015B

/ 'On an Empty Street' etc



Lee Seung-Cheol

/ 'Love is so difficult'



T-ara & Supernova

/ 'TTL(Time To Love)' etc.

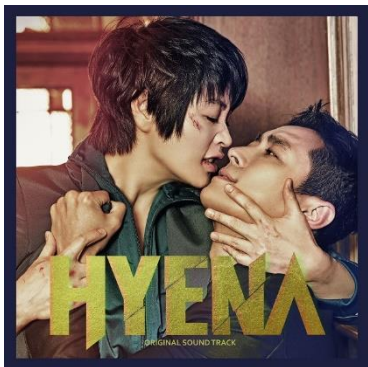
Major Contents

About 100,000 songs of various genres, including OST, indie labels, classical music and children's songs, etc.



Bossam: Steal The Fate OST

/ YUJU (GFRIEND), Sunny (SNSD),
So Jung (Ladies' Code), Jeong Hongil,
Jung-in etc.



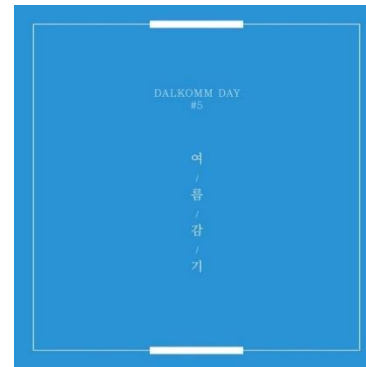
HYENA OST

/ Baekhyun (EXO), Han Seung-woo(VICTON),
Ben, Hyojung (Oh My Girl), Jung Seung-hwan,
Yeo Eun etc.



My Only One OST

/ Seung Hee, Hyojung (Oh My Girl),
Ali, Park Hyuck Jin, MJ (Astro) etc.



Dalkomm Day Project

/ Lyn& Park Jae Jung
/ Park Jae Jung Sogak Sogak
/ Airman, Han All
(MusicSync in Maxim White Gold CF by Kim Yuna)



Na Hoon-a

/ '테스형'
/ '자네!!(8자는 뒤집어도 8자)'
/ '男자의 人生(남자의 인생)' etc.



The Producers OST

/ Kim Bum soo, Baek Ji young,
Kim Yeon Woo, Lee Seung-Cheol,
Ali etc.



The Hymn of Death OST

/ So hyang, Song Ha Yea,
HYNN etc.



The Emperor OST

/ Bolbbalgan4, Yang Yo Seop,
Hwang Chi yeul ,Kei(Lovelyz),
L(Infinite), Suran etc.



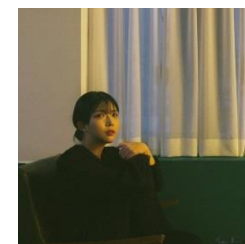
Park Bom

/ 'spring (feat. Sandara Park)'



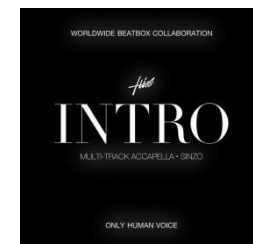
leewoo

/ 'Breakup'
/ 'Man In Love' etc.



Joo Yeah In

/ 'What You Doing'
/ 'Sunshine' etc.



HISS

/ 'INTRO'
/ 'Get Ready' etc.



DIGITAL | Distribution of domestic wired and wireless music sites such as Melon, Genie Music, Bugs, Vibe, Flo, and Kakao Music

Melón

genie

Bugs!

VIBE

FLO



PHYSICAL | Distribution of CDs and LPs in domestic online and offline music malls such as Yes24, Aladdin, Interpark, Kybo Hot Tracks, etc.

YES24.COM

알라딘

INTERPARK

NEW ME HOTTRACKS



GLOBAL | Supply content to global platforms such as Spotify, AppleMusic, and Amazon and to global markets such as China and Japan

Spotify

Apple Music

Tencent 腾讯

网易云音乐

KING RECORDS

TikTok

TIDAL

anghami



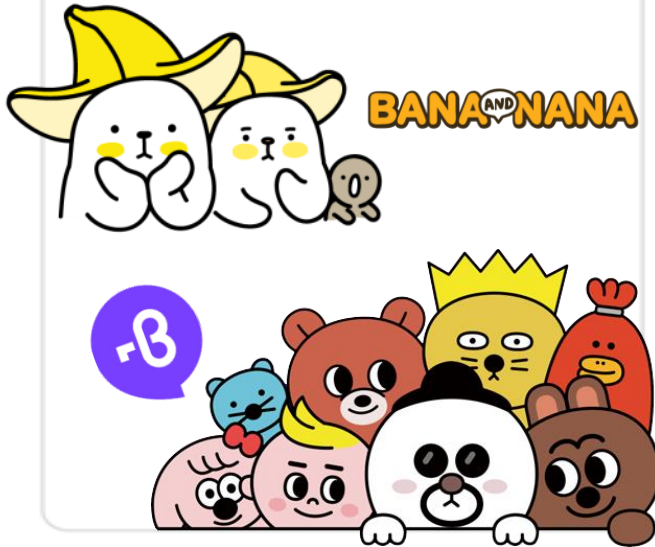
MEDIA | Supply of domestic and overseas video platform contents such as YouTube, Naver TV, and Kakao TV

YouTube

NAVER TV

kakaoTV

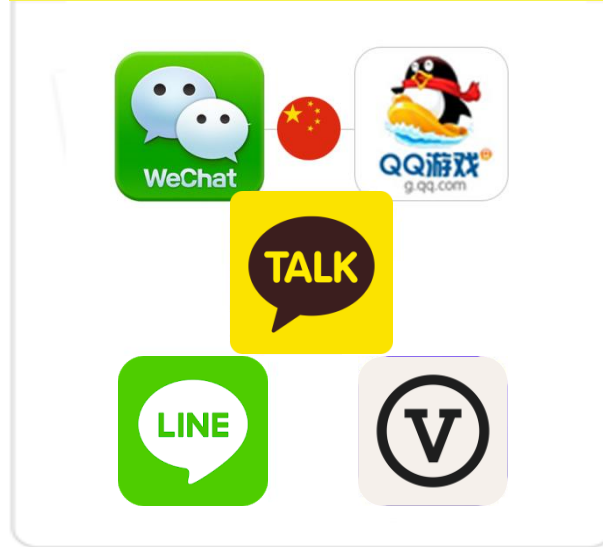
Character Management



Character IP product production/licensing

- Self-production and sub- license of digital content, MD, etc.
- New character discovery and artists management
- Overseas character IP sourcing and domestic licensing development
- Entered domestic famous online & offline distribution outlet and pop-up stores

Digital Channel Business



Content supply to global messenger

- For domestic and global messengers such as Kakao, Line, Wechat, and QQ Emoticon production/supply
- WeChat emoticon registration operation contract
- Facebook and other global SNS channels sticker supply contract
- Optimized IP sourcing and consulting for each channel

Digital Contents Produce

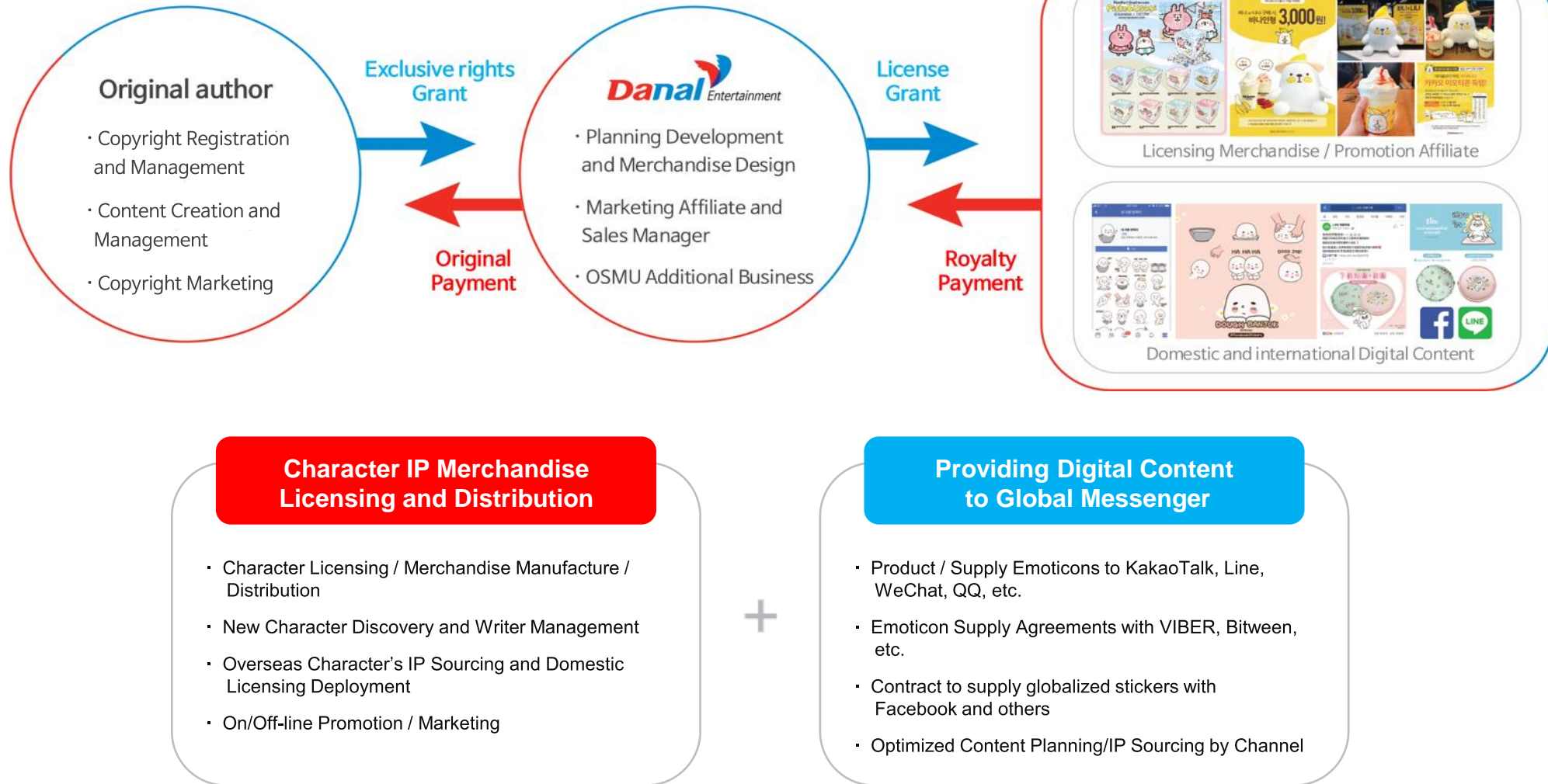


Digital Contents Business

- Events and promotions using characters
- Webtoon serialization through character storytelling
- Release of emoticons with star and character IP
- Produced and provided V-coloring for telecommunication companies such as SKT, KT, and LG U+

Character Licensing

Overview and Role



Character IP product production and licensing

Production and distribution/marketing of over 60 types of popular domestic and foreign character IP products



Piske&Usagi



BANA&NANA



Rico

Manufacture Collaboration Clothing w
Taiwan's Famous Brand PAZZO



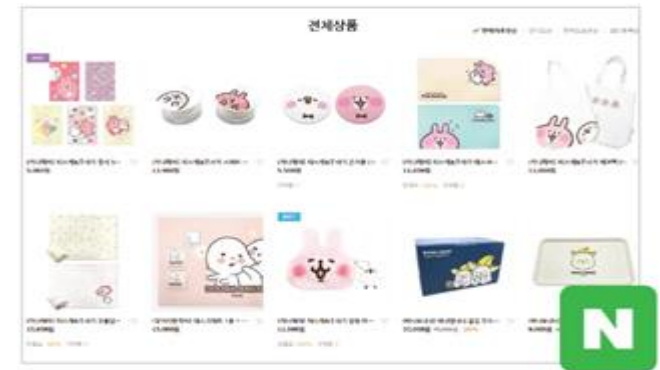
dal.komm COFFEE Promotion
(Piske&Usagi / BANA&NANA Business Partnership)



Piske&Usagi Pop-up Store
(Starfield Coex Mall)



BANA&NANA Pop-up Stores
(Hyundai Department Store Sinchon / Mokdong / Pangyo / Yongsan)



Distribution in Online Shopping Malls
(Naver / Kakao Store / 1300k / 10 x10)

Digital channel business & content production using character IP

Gift promotion / global channel contents supply & webtoon serialization



BANA&NANA Emoticon Gift Promotion
(Buzz Launcher / Kakao Cheese)



Dough Banjuk Emoticon Gift Promotion
(SundayToz AniPang Touch)



Global Digital Merchandise Launch
(Facebook / Line)



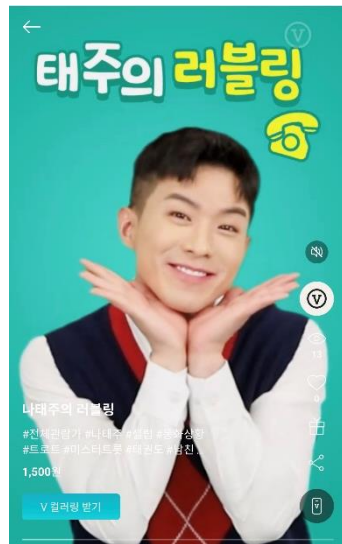
Global Digital Merchandise Launch Promotion
(Facebook / Line)



Dough Banjuk Webtoon Series
(Ridi Books)

Digital product production using star/character IP

Produce/supply of messenger emoticons such as Kakao Talk and SKT, KT, LG U+ video coloring content



Trot singer Na Tae-Joo and Bemily Friends Video Coloring Release
(V COLORING)

Trot singer Na Tae-Joo Emoticon Release
(KakaoTalk)

Licensing



Movies, TV series, animation licensing

- Licensor of domestic and international movies, TV series, and animations

Investment Korean Movies



Securing return on investment and network by Korean movie Production/ investment

- The Age of Shadows (September 2016 release)
- A Single Rider (February 2017 release)

Contents Distribution / Copyright Management



Distribution through various channels and thorough copyright management

- Supply of contents to the majority of domestic platforms
- Strong copyright management by copyright protection activities using a monitoring system and litigation

Theater Distribution

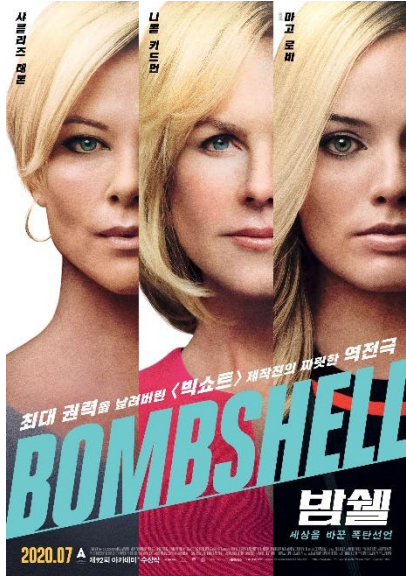


Theatrical distribution of tentpole movie including international award-winning movies

- The Gentlemen (February 2020 release)
- Don't Worry, He Won't Get Far on Foot (July 2019 release)

Major Contents

Securing right and distributing about 1,300 titles including movies, animations, and TV series



Movie “Bombshell”



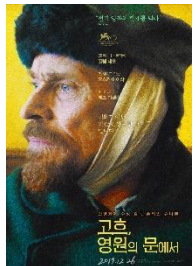
Movie “Escape from Pretoria”



Movie “Wolf’s Call”



Movie “Sorry, We Missed You”



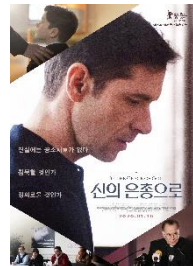
Movie
“At Eternity’s Gate”



Movie
“Spread Your Wings”



Movie
“Detective di Renjie”



Movie
“By the Grace of God”



Movie
“Gold”



Movie
“Dangal”



Movie
“I, Daniel Blake”



Movie
“Spotlight”



Movie
“Jungle”

Major Contents

Securing right and distributing about 1,300 titles including movies, animations, and TV series



JTBC Drama “D-Day”



Animation “Tabaluga”



Animation “Checkered Ninja”



Animation “One Stormy Night”



SBS Drama
“Gogh, the Starry Night”



Web Drama
“High-End Crush”



Animation
“The Nutcracker Sweet”



Animation
“Girls und Panzer
Compilation Movie”



Animation
“My Life as a Courgette”



Animation
“Tomy Plarail”



Animation
“Moomins and the Winter
Wonderland”



Animation
“Tamako Love Story”



IPTV | Big 3 domestic IPTVs (including mobile)

olleh tv



B tv



Cable TV VOD | Nationwide cable TVs such as Gangnam C&M and T-Broad



HOME CHOICE

D'LIVE



LG HelloVision



SK broadband

HYUNDAI

현대 HCN



Internet / Mobile VOD / OTT | Internet/mobile-based service platforms and 40 web hard drives

SERIESon

WATCHA

TVING

wavve

Google Play

NETFLIX



coupang play

GOMTV



Others | YouTube and Naver TV including other short clip platforms, based on domestic and international advertisements

YouTube



NAVER TV

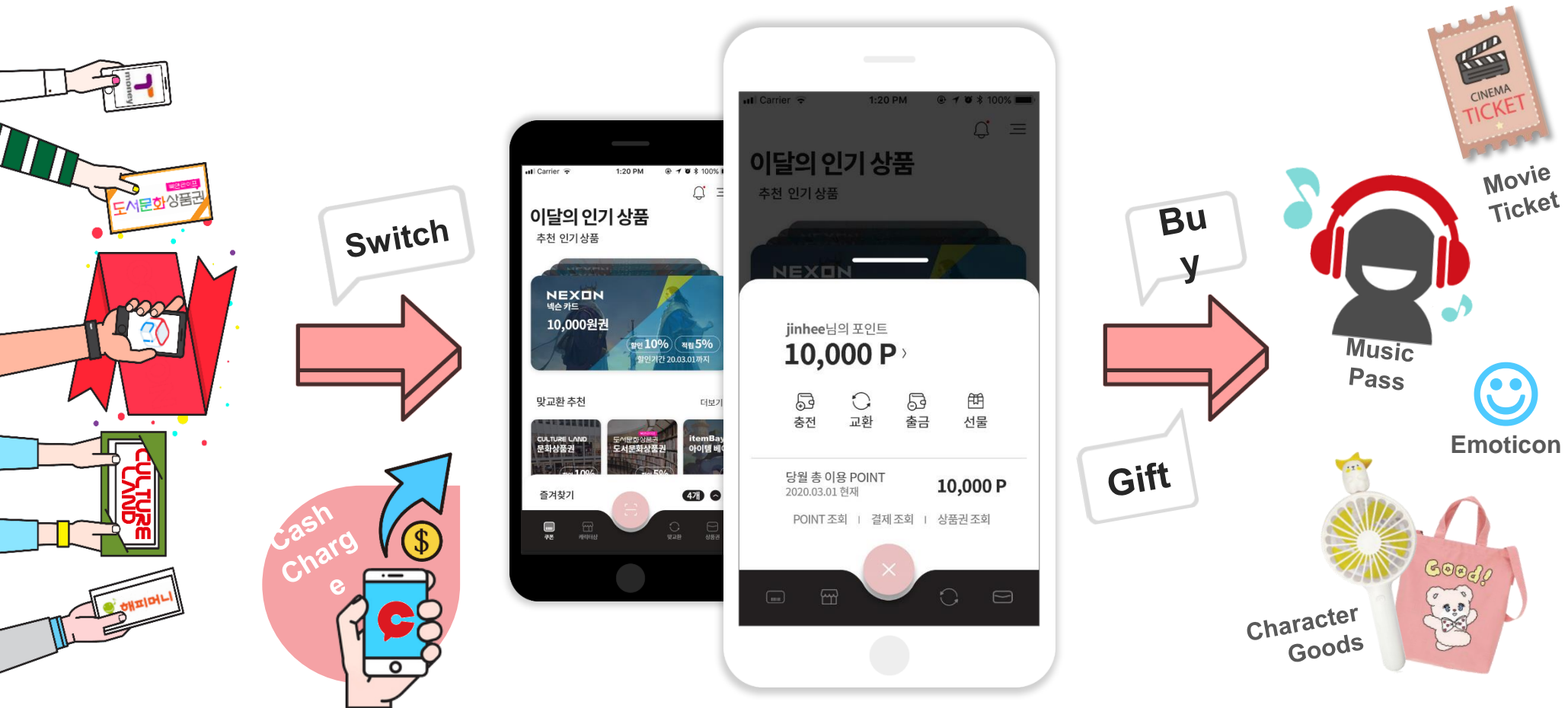


MilyCash, a platform dedicated for cultural life and contents

- MilyCash is a platform that provides cultural life, music, media, character goods, and game contents, as well as a point name used on that platform.
- User could recharge MilyCash by accumulating through promotion and affiliated channels or by converting affiliated point or gift card, and gift or purchase contents with discount price by that recharged MilyCash.

“Buying and Gift Contents with MilyCash”

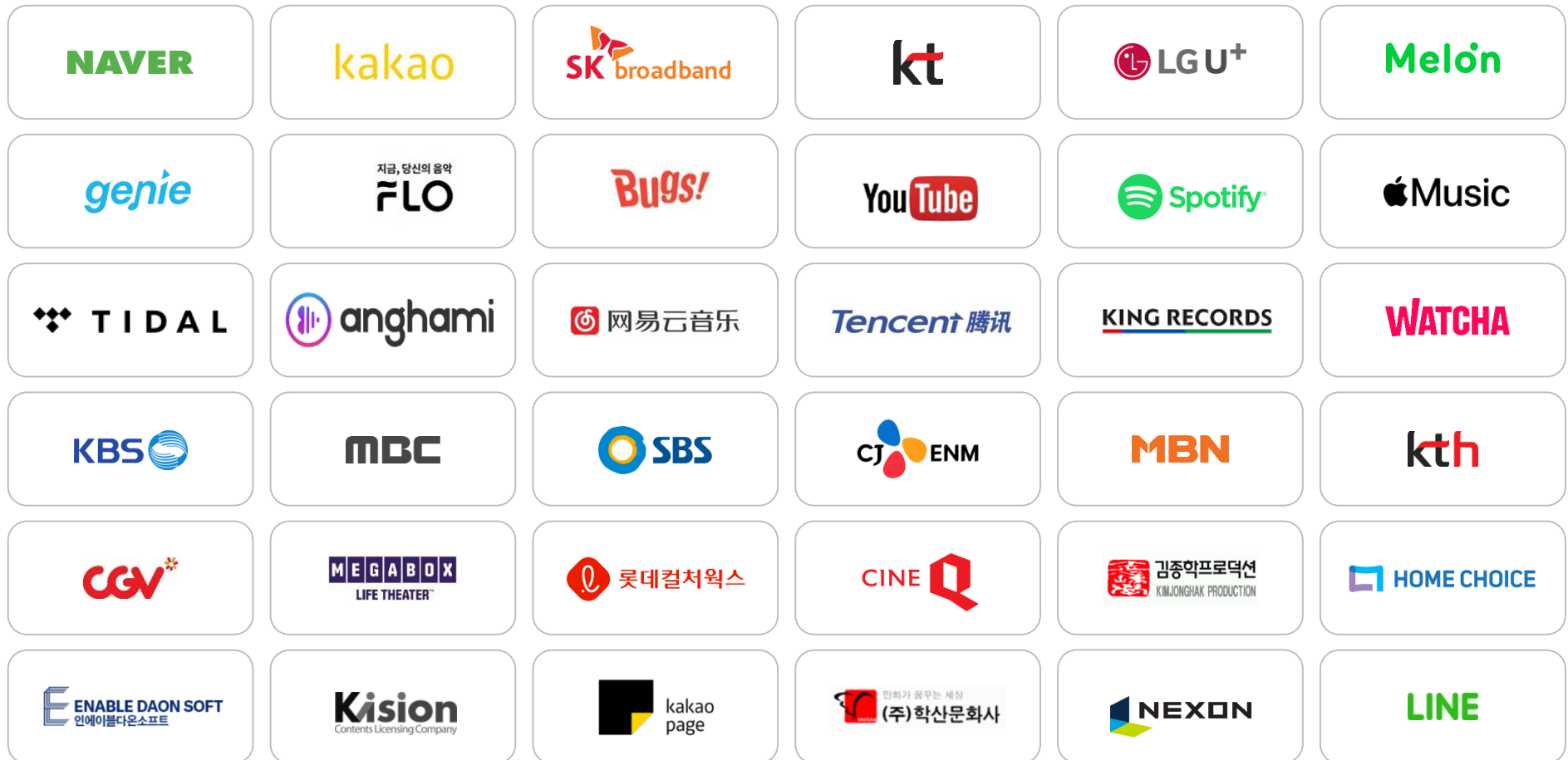
We provides trendy contents such as cultural life products, music, media and characters.
You can buy contents with MilyCash and gift to your family and acquaintances.



03 Partnership & Affiliates

Danal Entertainment Co., Ltd

“Danal Entertainment works with the best media and contents partners in the industry,
providing **exclusive contents and services** directly to our customers.”





Danal was founded with the belief that **'The Coming Day Will Be All Good'**.
We are offering payment services including mobile phone payment, and leading the Korean IT industry.



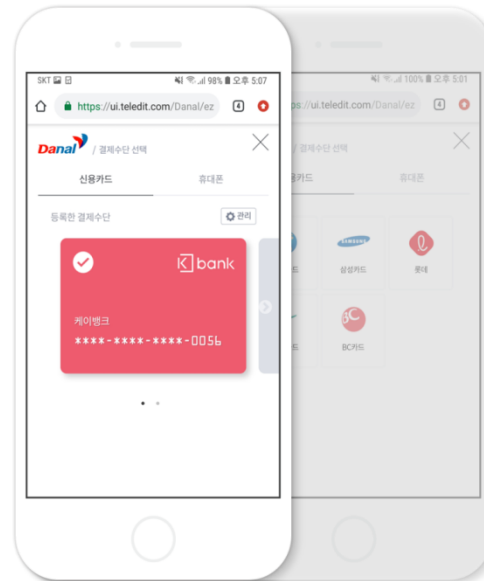
Popular



Convenient



Security



Mobile Phone Payment

Payment service to purchase goods and services online, developed and commercialized by Danal for the first time in the world in July 2000.

Corporate Payment & Samsung Pay

Ease of introducing brand PAYs, Build "○○ Pay" using a brand dedicated Enter the on- and off-line simple payment market through partnership with Samsung Pay

dal.komm COFFEE

dal.komm COFFEE is the first multi-caffe in Korea that combines high-quality coffee and online music content.

It is a new lifestyle cultural space where you can listen to, watch, and enjoy music.



LET'S SEE THE MUSIC



Application



**Veranda Live
& Open Mic**



TV Drama PPL



**Advanced
AI Technology**



**Evolved
Services**



a Catchy Design



Stable System

Coffee Franchise

4 years after the start of the franchise business, we entered TOP 8 brand in the number of stores in Korea and achieved 5th brand awareness.

b;eat, Korea's First Robot Cafe

Korea's first robot cafe b;eat 1.0 launched in January 2018. We introduced b;eat 2E which is applied KT's 5G, GiGaGenie solutions and AI at MWC 2019.



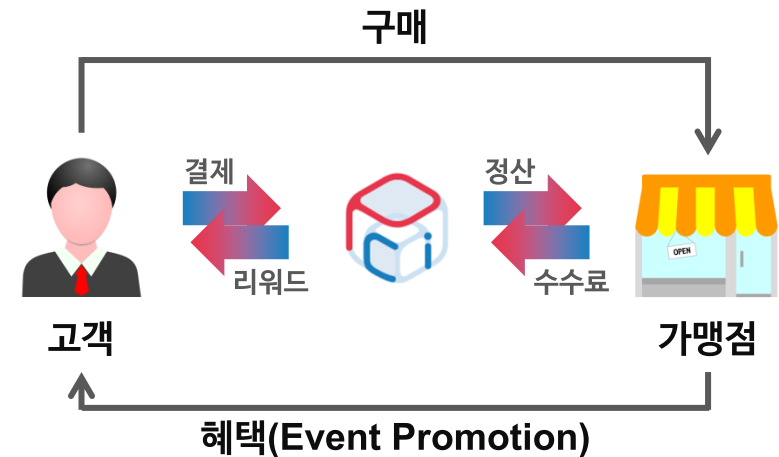
Danal Fintech has implemented a cryptocurrency payment platform that can actually be paid.

Paycoin(PCI) is the first payable cryptocurrency, and the first blockchain to solve the existing cryptocurrency payment platform problem.



First common use payment cryptocurrency

Listed on Huobi Korea Prime in April 2019, and we launched Pay Protocol Wallet Application(Android / iOS) that can be paid for Domino's Pizza, dal.komm Coffee, etc.



Connection of experience

We providing a progressive payment experience with a “fast”, “easy”, “safe” perspective, and complete and perfect connection of services



Befamily is a compound word of **Be** and **Family**.

We are studying the improvement of security, privacy and usability of personal messengers and looking for the optimal balance.

for Close People, Befamily Messenger



everyone

friend registration
to Fit me first

Rebalance



confidence

only messages,
Phishing-Free

Clean Area



usability

all ages are familiar
and comfortable

Just Cool



Thank You !

CONTACT US

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