

FOR 2030
THE GLOBAL NO.1
KIDS EDUTAINMENT
CONTENTS COMPANY



From Imagination to Reality

PLAYCURIO

INVESTOR RELATIONS

© PLAYCURIO CO.,LTD. MAY 2026

Philosophy



PlayCurio Presents Joy to Children
With **Good Digital Content**



PLAYCURIO

COMPANY OVERVIEW

Company Name	PlayCurio Co.,Ltd.
CEO	SANGJUN LEE
Date of Establishment	August 22, 2018
Capital	USD 465,863
Employees	12
Company Classification	Small-to-Medium Enterprise (SME)
WEBSITE	www.play-curio.com/en www.store-curio.com
Main Business	Software development and supply Educational materials and kits Toys and infant/children's products (education) Distribution of discounted/licensed goods Character development
Locations	Head Office: 402-114, Jungang-ro 1080, Ilsandong-gu, Goyang-si, Gyeonggi-do, Korea Seoul Office: 1105-09, R&D Tower, 396 Worldcup buk-ro, Mapo-gu, Seoul, Korea

From Imagination to Reality

PlayCurio develops kind digital content that enables the Alpha Generation—children who are exposed to media from the moment they are born—to use advanced technologies in a more enjoyable and meaningful way within today's rapidly changing educational environment.

We now aim to lead the global edutainment market by creating positive and engaging content that helps children use future technologies and media in the right way, reaching to connect with kids all around the world.



CEO / founder
SANGJUN LEE

sjlee@play-curio.com

- Graduated from the Department of Journalism and Mass Communication, Hanyang University
- Former TV Producer specializing in children's programming at EBS and KBS
- Currently a Character & Animation Judge at the Korea Creative Content Agency (KOCCA)
- Received the Grand Prize at the KOCCA Startup League in 2018
- Completed and graduated from the 9th Seoul cohort of the Youth Startup Academy in 2019
- Secured SEED investment from 500 Global in 2019
- Completed and graduated from the 11th Gyeonggi Northern cohort of the Youth Startup Academy in 2021
- Secured CB investment from the Small & Medium Business Corporation in 2022
- Produced and launched *Detective Peet* Seasons 3 and 4 in 2023
- Attracted direct investment from IBK Bank in 2024 (RCPS + BW)
- Secured Series A investment from NICE-Trigger New Chapter Fund in 2025

WHO WE ARE

“ Over 15 years experience in **Kids Edutainment** field ”

Content Production

IP/Character



Mobile App



2D Animation



Realistic Content



3D Animation



Kids Device



Content Licensing



Over 5,000 Kids Digital Contents in Total



Global

LG전자
 kt LG U+
 olleh tv SK broadband
 Domestic

BUSINESS MODEL

ALL ABOUT KIDS DIGITAL CONTENT

From Production to IP business



Business ①
Content(IP) Business



Business ②
Curio's Own Product

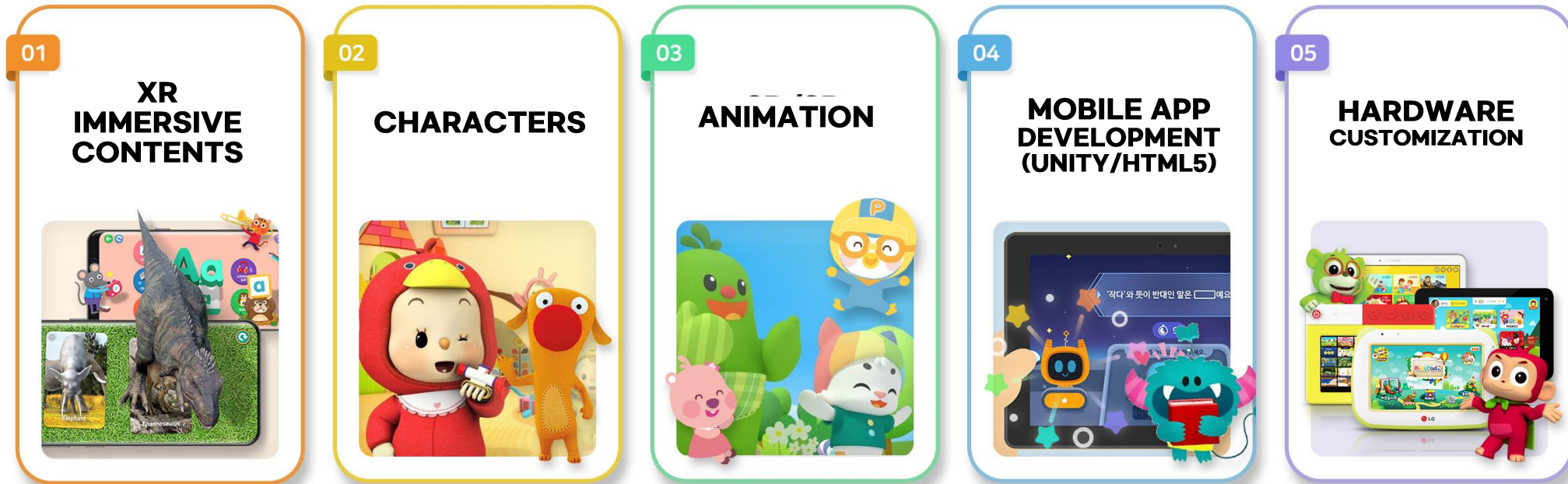


Business ③
Production Service(ODM)

Business

Production Services

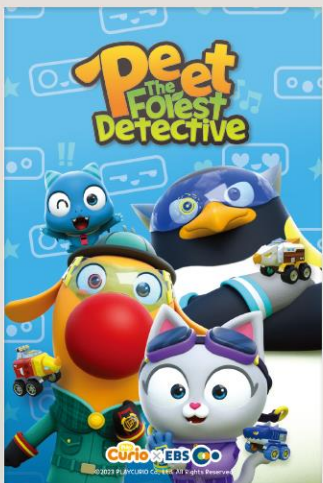
Over 15 years experience
in Kids edutainment field



Partners:



play
Curio
SHOW
ROOM



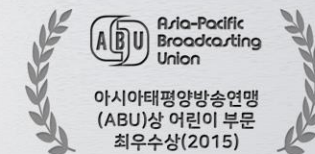
57th WORLD FEST
HOUSTON

57회 휴스턴 국제영화제
Shorts-animated 부문
골드 레미 어워드(2024)



56th HOUSTON
INTERNATIONAL
FILM FESTIVAL

56회 휴스턴 국제영화제
Shorts-animated 부문
브론즈레미어워드(2022)



ABU Asia-Pacific
Broadcasting
Union

아시아태평양방송연맹
(ABU)상 어린이 부문
최우수상(2015)



PLAYCURIO PRODUCTS



PROBLEM

the change of the times, the conflict of values pursued

What Kids Want



- From MZ to Alpha*, the advent of **the digital native generation**
- **The online self** is as important as the real self Lifestyle
- Age characteristics of **learning through fun**

VS

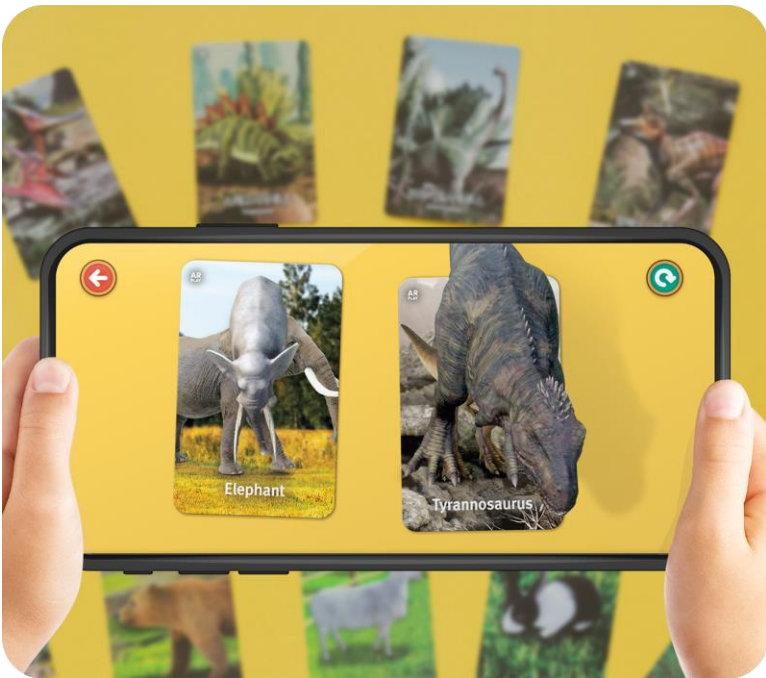
What Parents Want



- Used to digital, but conservative in education
- Trust the traditional way of education focused on publications
- Lack of information about digital education
- Online Harmfulness Concerns and Disbelief

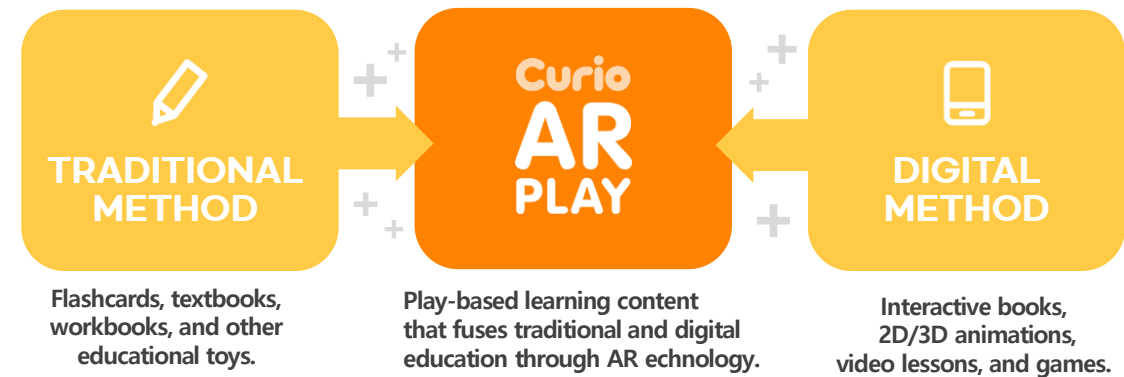
SOLUTION

Combined with physical goods
Advantages of
Realistic Digital Education



Hybrid Learning Model (O2O) Physical Products + Digital Education

Curio AR Play Series is a new category of children's content that combines physical products with digital experiences, offering both fun and educational value to meet diverse consumer needs



→ Experiential education

A fusion of the strengths of digital content and analog learning materials.

XR SHOW ROOM



호기심을 플레이하다



play
Curio



Business

Curio Product



Look, touch, listen, speak, write...

Meet with AR app to enable various brain stimulation activities for children

A new concept of play learning that is more fun than games

For children today who learn through play,
Full of immersive digital activities

Realistic AR learning effects

Dramatically increase learning effectiveness



CURIO PRODUCTS

NATURE

CURIO SAFARI



MATH

CURIO MATHMATH



GEOGRAPHY

CURIO WORLDMAP



ENGLISH

DICTIONARY POP



ENGLISH

PHONICS POP



ENGLISH

PLAY with Phonics, Sightword



2025 to be launched

SPACE

PEET <SPACE PARTY>



IP + Educational contents

ENGLISH

AI PHONICS MAGIC

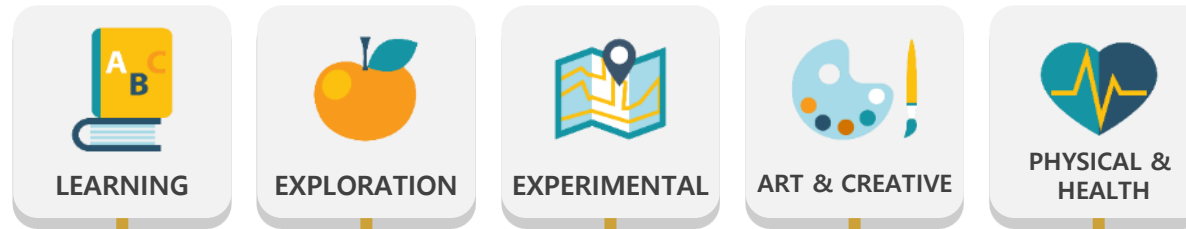


AR+AI for KIDS

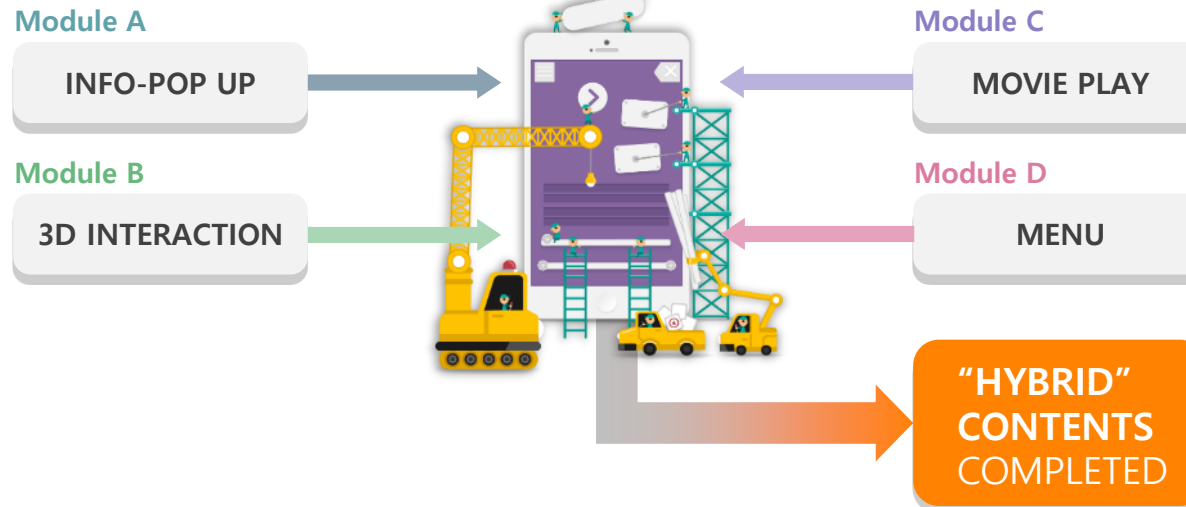
CURIO CONTENT DEVELOPMENT SYSTEM

A system optimized for efficient AR content production through patternized content—built on years of production experience—and modularized AR technology.

CONTENTS CATEGORY



CURIO AR MODULE



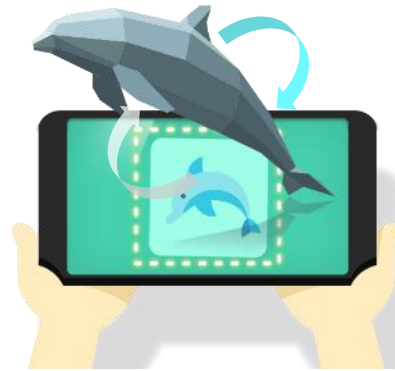
CURIO AR MODULE

By combining Curio's proprietary AR modules, it is possible to efficiently produce a wide range of content that maximizes the effectiveness of play-based learning.



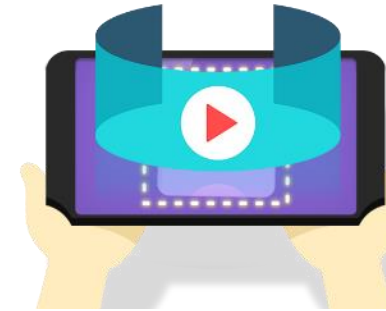
Module A Informational Pop-up

When the AR marker is recognized, various types of information pop up, allowing users to check detailed data about the recognized object.



Module B 3D Interaction

3D-modeled object appears, which can be rotated 360 degrees to observe its shape and see interactive features (such as movements or sounds).



Module C Video Playback

Video content related to the recognized object—such as animations or live-action videos—plays immediately. Suitable for storytelling-based content



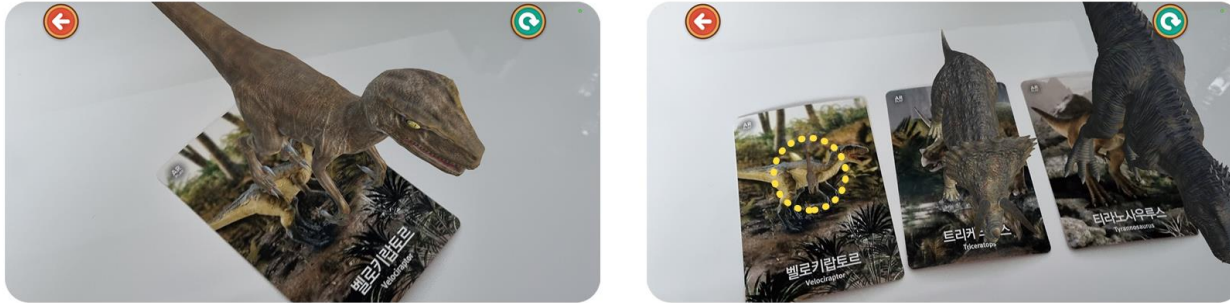
Module D Menu-triggered

Upon recognition, a menu related to the recognized Object pops up, allowing users to select various actions and engage in play-based learning.

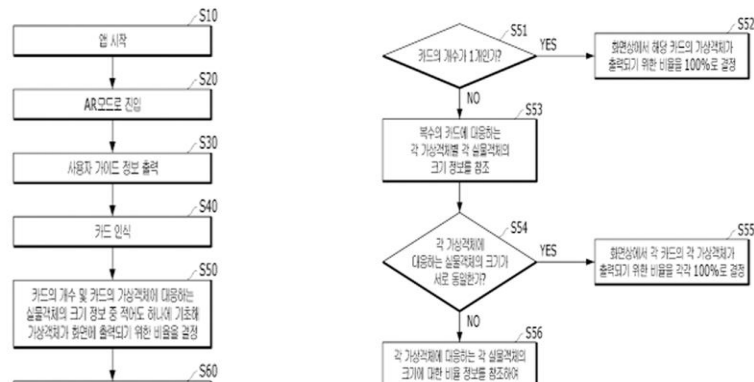


PATENT

Patent registered for augmented reality object display method (2022, No. 10-2414039).



When a single object is augmented, it is displayed at its default size (left) when multiple objects are augmented simultaneously, their sizes are shown in comparison (right).



Augmented Reality Display Method:

A method for displaying multiple augmented 3D objects on a smart device screen, where each object reflects its actual size. This allows users to easily perceive and compare the relative differences between objects at a glance, with real-time application on the AR interface.



The Balance Between Physical and Digital

Playcurio is full of imagination

It is an integrated play learning content that makes you look at the world.

It combines traditional education with digital education

It provides a different level of education from infants to elementary school students.



THE BALANCE BETWEEN **PHYSICAL** AND **DIGITAL**



For Customer

- Resolving anxiety among domestic parents
 - who are conservative in education,
 - Call for a compromise on digital learning
- By verifying the learning effectiveness of realistic content, satisfied with both the fun and the play aspect



For Business

- Main target, such as mobile open market, uses a lot
 - Various channels can be entered and supplied
- Digital products alone are difficult
 - Easy to supply and trade **B2B/B2G** products



2025 큐리오 콘텐츠 글로벌 확장



GLOBAL PARTNERSHIP

Joint development with IP company
case 1. ITALY -> WORLDWIDE



Contract

CO-
PRODUCTION

PROMO

2024 4Q

2025 1H

2025 2H

2026~2028



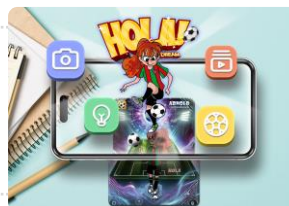
• MOU (2024.11)

Alpha project

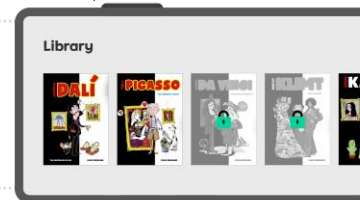
IP 활용 제품 출시

• Demo in development "Arnold.Hola"

• "Fun Facts" Recless Life" series to
to be expanded



PROTOTYPE



LAUNCHING



**BOLOGNA
CHILDREN'S
BOOK
FAIR**

• 2025.3.31~ Joint booth
for Bologna International Children's Book Fair,



**FRANKFURTER
BUCHMESSE**

• In October 2025
Frankfurt International Book Fair
aims to launch a joint development product Global



이탈리아 현지 파트너社의 IP를 활용하여 콘텐츠 공동 개발 및 진출



『Arnold & HOLA』,
『Fun-facts』 시리즈

- 1 Recognize AR cards from the Funfacts series (or specific pages from the book) to use the augmented menu.



- 2 Books used in AR mode are Unlocked in the Library menu.



Books that have not yet been recognized are locked.



at the 2025 Frankfurt Book Fair in a Joint Booth with Italy's Almond Entertainment

[PRESS RELEASE LINK](#)

GLOBAL PARTNERSHIP

Joint development with IP company
case 2. JAPAN



KODANSHA



Japan's largest publishing company

- Joint Content Development Agreement (2024.12)
- Japan market – Content IP paradise, but digitalization is in its early stages
- The demand for infant education is very high
- Launch of jointly developed products **in 2025 (CONTRACTED)**, plans to enter the Japanese market in exhibitions in Japan in 2025



KODANSHA



PROCESS

1. Co-planning and development of products

- New digital content products using IP such as "おはけずかん" and "MOVE" will be jointly planned, produced, and released (2025–2026)



+
CURIO
SAFARI



2. Exhibition and promotion

- Major exhibitions and exhibitions in Japan with co-developed contents with Kodansha

CONTENT TOKYO
LICENSING JAPAN



Go Global! - Products

현지IP사와의 공동개발 및 진출 1. JAPAN



Content to create first

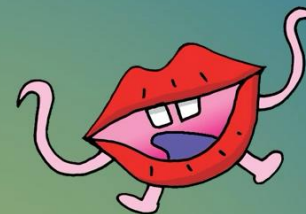
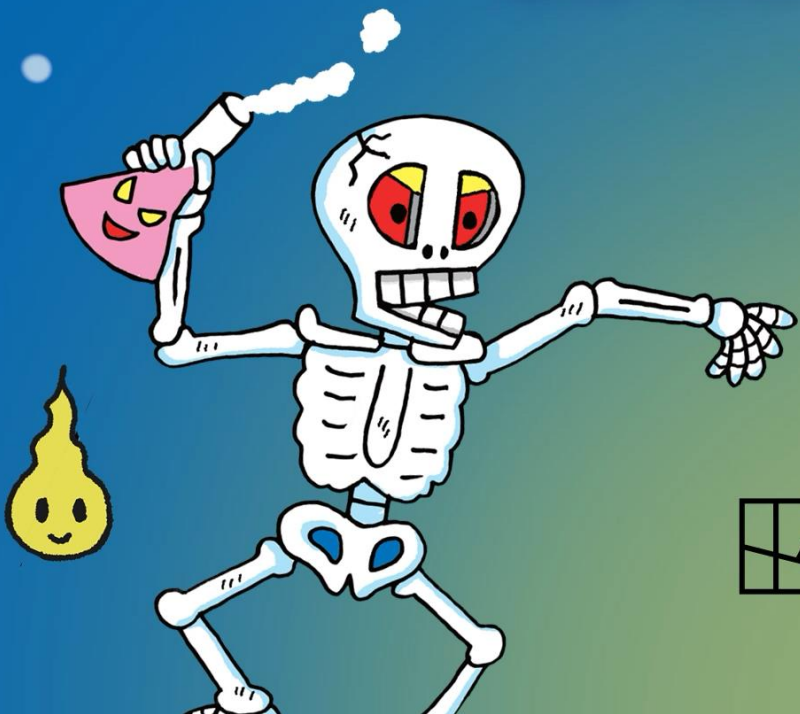
『おばけずかん』Series



AR

がっこうの おばけずかん

- ARアプリ -



KODANSHA × **Play** Curio

Kodansha × Curio 『Obakezukan AR』 - 2026년 출시 예정



CURIO Global Partnership 2025



INDONESIA GRAMEDIA



- The largest publishing company and retail chain in Indonesia
- In discussion for licensing sales of "Detective Peet" and "Curio Safari"
- * "Detective Peet" animation is currently airing on Indonesia's RTV.



"Detective Peet" Animation Book



SAUDI ARABIA(+MIDDLE EAST) MIRAJ MEDIA

- Covering Middle East Asia (Saudi Arabia, UAE, Bahrain)
- MOU under review
- Exclusive distribution rights for "Detective Peet" in the Middle East under discussion



TAIWAN KIDSREAD

- Sales rights for Curio MathMath
- Scheduled for Q4 2025 launch
- Achieved \$30,000 export in 2024



▲ CURIO MATHMATH in Taiwan

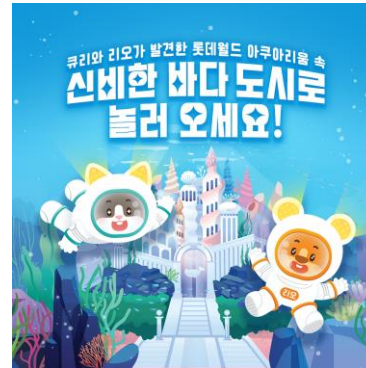
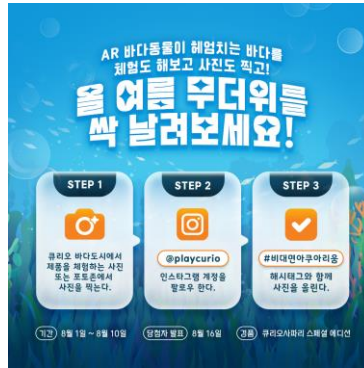
Offline, Exhibition Promotion

Starting with Curio Safari, an offline experience zone focused on experience,
Provide many target customers with Playcurio brand exposure and brand experience opportunities, and drive Playcurio branding through positive customer experience



Offline, Exhibition Promotion

Starting with Curio Safari, an offline experience zone focused on experience,
Provide many target customers with Playcurio brand exposure and brand experience opportunities, and drive Playcurio branding through positive customer experience



▲ 온라인 SNS 광고 소재 디자인



▲ 백월 디자인 시안

▲ 제휴사 SNS 광고



▲ 롯데 아쿠아리움 체험존 운영

- 진행기간 : 8월 1일 ~ 8월 10일

- 아쿠아리움 방문자 및 체험고객 수 : 약 60,000명

PLAYCURIO IP BUSINESS



play
Curio

IP - ORIGINAL CHARACTERS



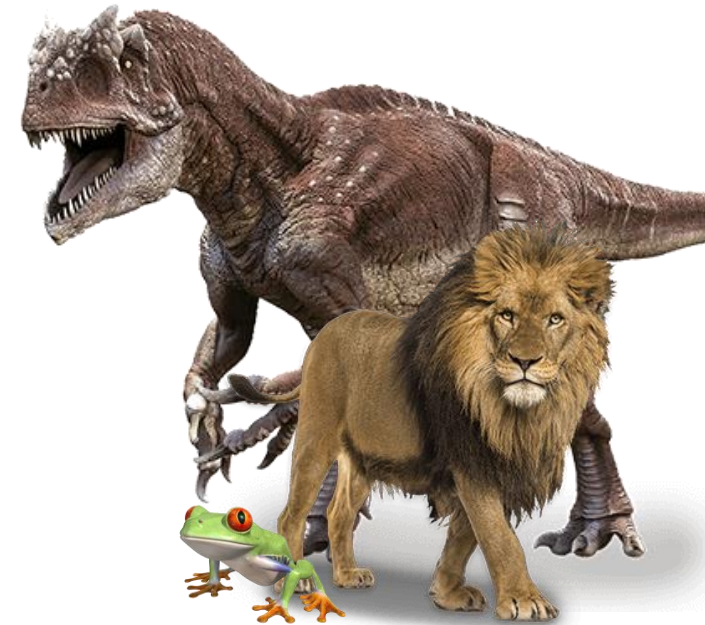
Peet The Forest Detective



Dino Tales

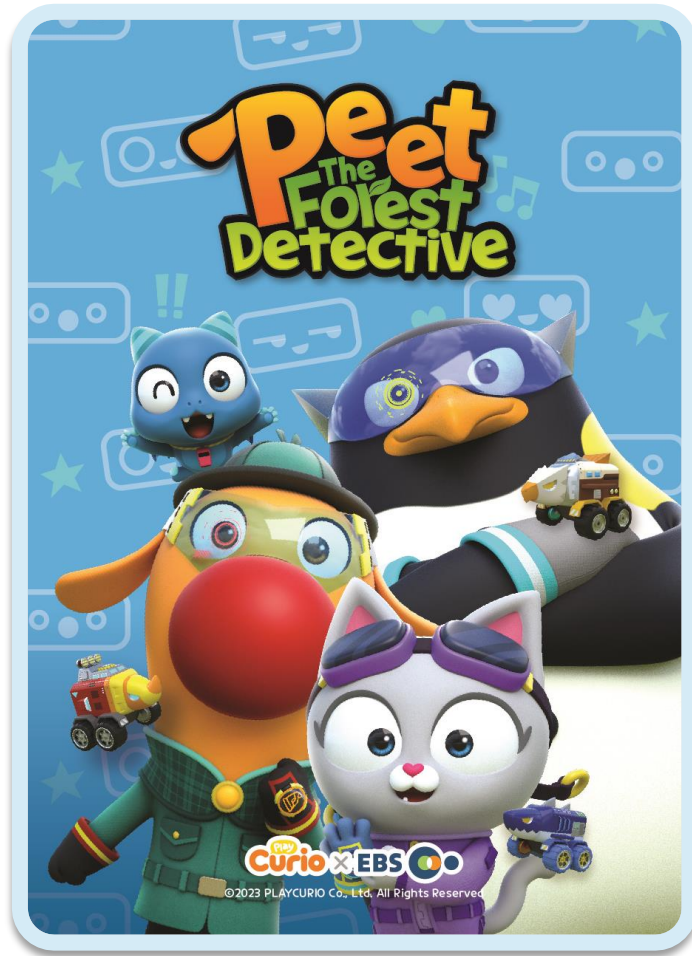


Curi & Rio



Curio Safari

Peet, The Forest Detective Overview



Producer PLAYCURIO | EBS

Genre Children's 3D Animation + Mixed Live-Action Documentary

Episode Per Season 26 episodes × 10(S1,S2), 15 minutes (S3,S4)

Age Ages 3-7

Series 4 Seasons, Total 104 episodes



Season 1

Date of First Broadcast:
2014.9.



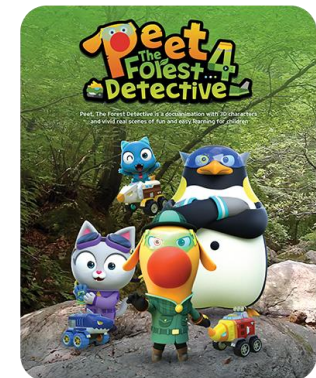
Season 2

Date of First Broadcast:
2015.9.



Season 3

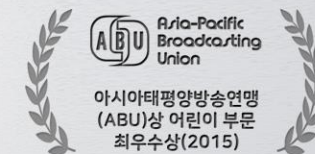
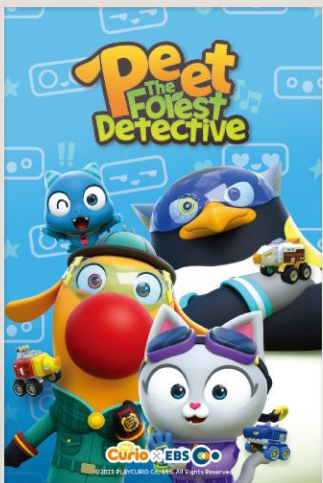
Date of First Broadcast:
2022.10



Season 4

Date of First Broadcast:
2023.11

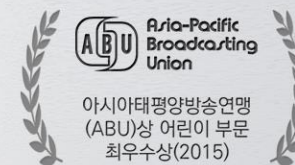
play
Curio
SHOW
ROOM



XR SHOW ROOM



play
Curio





Series Overview

Korea's First Ani-Documentary Feature

The "Peet the Forest Detective" series combines 3D animation with live-action documentary footage.

Original Nature Documentary Video

The live-action scenes in this series are all original, high-definition nature documentary footage that EBS filmed and produced specifically for "Peet the Forest Detective".

A Balance Of Education and Entertainment

Unlike most nature documentaries, Peet the Forest Detective uses engaging storytelling & cute detective characters to deliver educational content in a way for all kids to enjoy.



PEET THE FOREST DETECTIVE IP EXPANSION



CHARACTER LICENSING



TOYS & GOODS

- Stuffed animals, stationery, character merchandise.
Partner: HK Corporation
- Toy development
Partner: David Toy

EDUCATIONAL CONTENT



CONTENTS

- In-house Educational Products
- Business agreements with G2B/institutions/schools.
Partner: Makers Technology
- Educational comics
Partner: Haksan, Seoul, Mirae Nen, etc.

CAMPAIGNS

- ECO-Friendly IP to convey useful educational information

Partner: FOCUS MEDIA
Exposure on elevator TVs nationwide,
approximately 80,000 units.



EXHIBITIONS

- Emotional + Educational
ESG Keywords
- Natural environment +
Ecosystems + Interactive
media art exhibition.
4Q 2024



PERFORMANCE

- Launch of children's musical
"Let's Go to Space!" featuring
Detective Pete.
Partner: NeverEnding Play
May 18-19, 2024, Mapo Art Center



PEET THE FOREST DETECTIVE

On Media Channel

TV



SEASON 1~4 Launched
2023.NOV 24th(Fri) AM 07:45



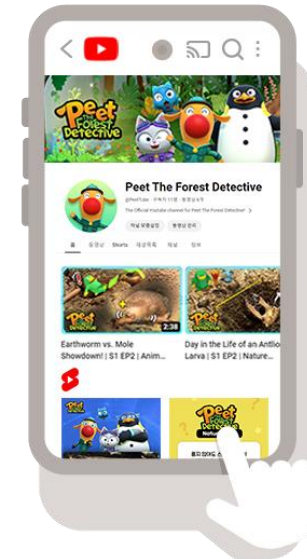
OTT

NETFLIX
KOREA



PEET GLOBAL

www.youtube.com/@peettube



PEET GLOBAL



Peet The Forest Detective

@PeetTube · 313K subscribers · 520 videos

Welcome to Peet The Forest Detective official YouTube channel! ...more

Customize channel

Manage videos

Home Videos Shorts Live Playlists Posts

For You



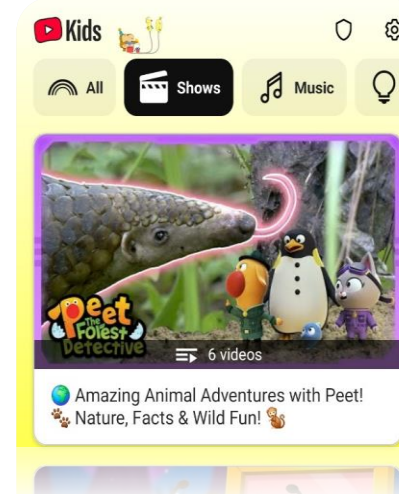
● NEW Ocean Animal Wonders LIVE STREAM
#live #new #animals | Peet The Forest Detective

7.5K views · Streamed 2 months ago



● NEW Amazing Birds LIVE STREAM #live
#new #animals | Peet The Forest Detective

6.9K views · Streamed 2 months ago

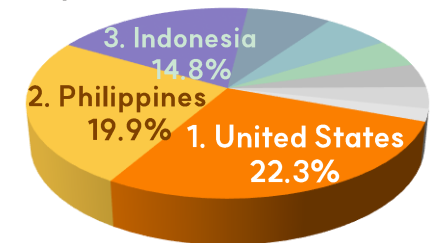


■ 31.3K subscribers, aiming for 1M
(1-year growth target: +400%)

■ Featured on Top (USA) in YouTube Kids
– Selected as Best Content of May

■ **YOUTUBE PARTNER PROGRAM** selected(2025.07)

■ Top 10 countries



4. Malaysia	8. Vietnam
5. India	9. Australis
6. United Kingdom	10. Canada
7. Thailand	2025년 7월 현재



Who dug the trap pit? 🐹 | Mole | Peet Th...
132M views



What Kind of 'Berries' Are These? 🐹 | ...
22M views



Who dug the trap pit? | Mole | Peet The Forest...
11M views

Over 190M views!!!

THE PEET SERIES IP EXPANSION



 공연·전시 | 명탐정피트 뮤지컬



 미디어 | 엘리베이터 TV
~2023년 1,000만명 노출



 굿즈 | 명탐정피트 봉제인형
2024.04 출시예정



 식품 | 비타민 캔디류 2024.03 출시

IP EXPANSION MUSICAL

뮤지컬 명탐정피트 ‘가자 우주로!’ 2024.5.18~19. 마포아트센터 공연



- 2025년 하반기 뮤지컬 대극장장기공연 추진예정
- 롯데월드 부산 / 신세계 스타필드 내 소규모 공연장 등 환경, 자연 생태 주제 어린이 공연 콘텐츠 공동 개발 예정
- 2025년 내 중국 상하이 어린이 뮤지컬 공연 라이선스 추진 예정

IP EXPANSION MUSICAL



Musical Detective Peet "Let's Go to Space!" Performance: May 18-19, 2024 at Mapo Art Center



콘텐츠 IP 수출

Peet The Forest Detective

“명탐정 피트, 캐나다 Boatrockers 社와 Worldwide 계약으로 글로벌 진출 본격 시작”



Worldwide

Worldwide Distribution Contracted (Asia excluded)
(September 30th, 2024)



BOATROCKERS
MEDIA, CANADA

2025 contracting...



CONTRACTED

South Korea



Airing during prime time for toddlers in Korea

NETFLIX

Season 3: Premiering on November 8, 2023
Season 4: To be scheduled after the end of Season 3
Plans for Season 1, 2, and international expansion

KIDS **아나두 키즈**

China(S1,S2)

YOUKU HUAWEI



New Business Platform

Content IP * Immersive Experience Business

LBE (Location-Based Entertainment) and accumulating successful operational case studies.



New Business Platform

Content IP * Immersive Experience Business



Character IP, System,
and Story Universe

character

content



Dinosaur Course System
Educational Content, Immersive Technology

Character, XR-Based Exhibition
& Experience Space

location



Korea Job World Children's Experience Center
"Dinosaur Camp" Space



A newly redesigned analog hands-on "Dinosaur Camp" space operated at Korea Job World, Korea's largest comprehensive career experience center with over 9 million cumulative visitors. By integrating the Peet character IP and Curio Safari IP, the space has been transformed into a new XR-based immersive edutainment content experience.

New Business Platform

Content IP * Immersive Experience Business



A successful case of integrating **character + content + space**, where existing fossil excavation and career-experience zones were enhanced by introducing the AR content "**Excavate Fossils with Peet the Detective**" and the XR content "**Escape the Volcano with Peet the Detective**," significantly increasing children's immersion and engagement in the experience.

PEET OFFLINE PROMOTION

@여의도 IFC몰
@스타필드 하남
@롯데몰 김포공항



PEET OFFLINE PROMOTION

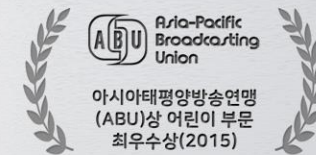
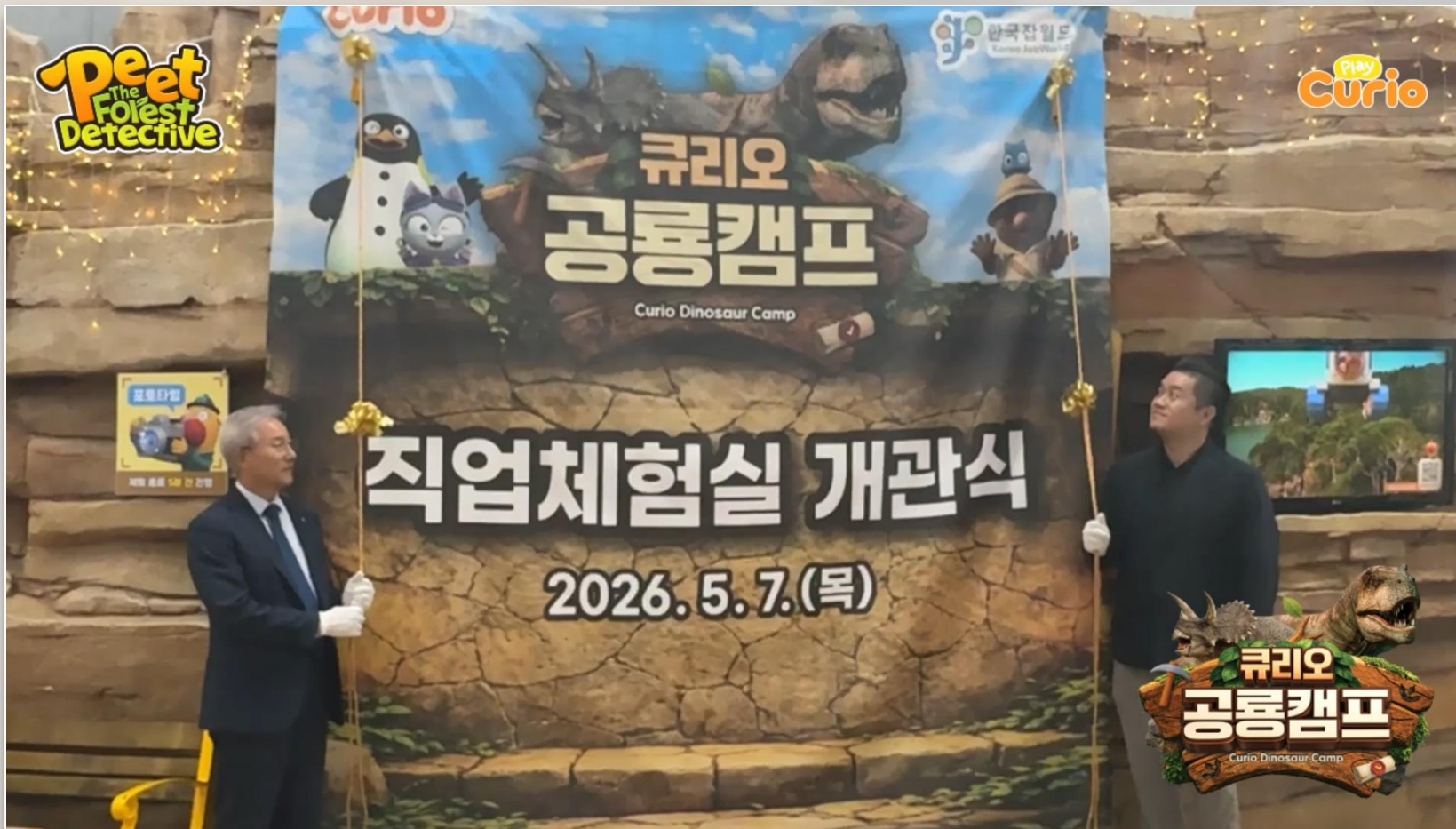
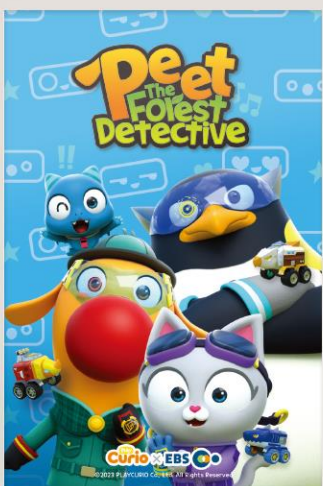
플레이큐리오 XR 팝업스토어(현대백화점 판교점) 2025.11.17~30일 진행

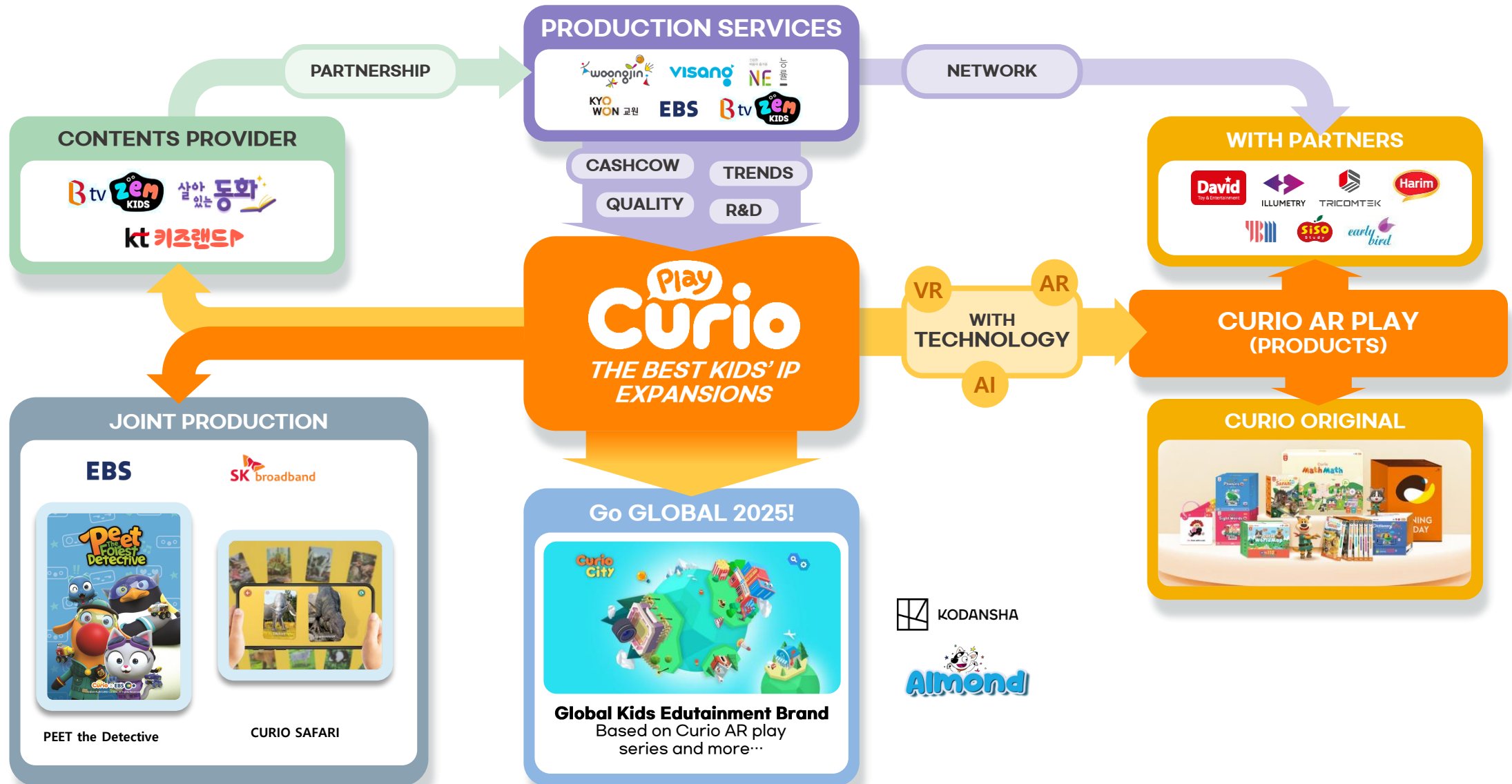


누적 방문객 **63,729명**
큐리오사파리 제품 체험 **12,990명**

play Curio

SHOW ROOM





BUSINESS STRUCTURE GROWTH MILESTONE

2018

2019

2020

2021

2022

2023

2024

2025

2026

2027~

PRODUCTION SERVICES



THE FINEST
DIGITAL
CONTENT
PARTNER



PRODUCTS



딕셔너리팝



파닉스팝



큐리오 월드맵



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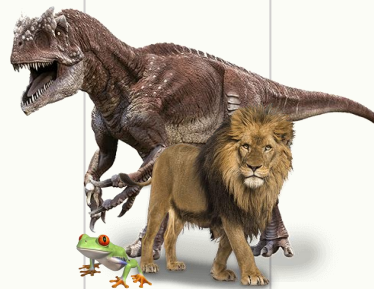
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