

Origin of all stories,
KENAZ

KENAZ
webtoon IP holder

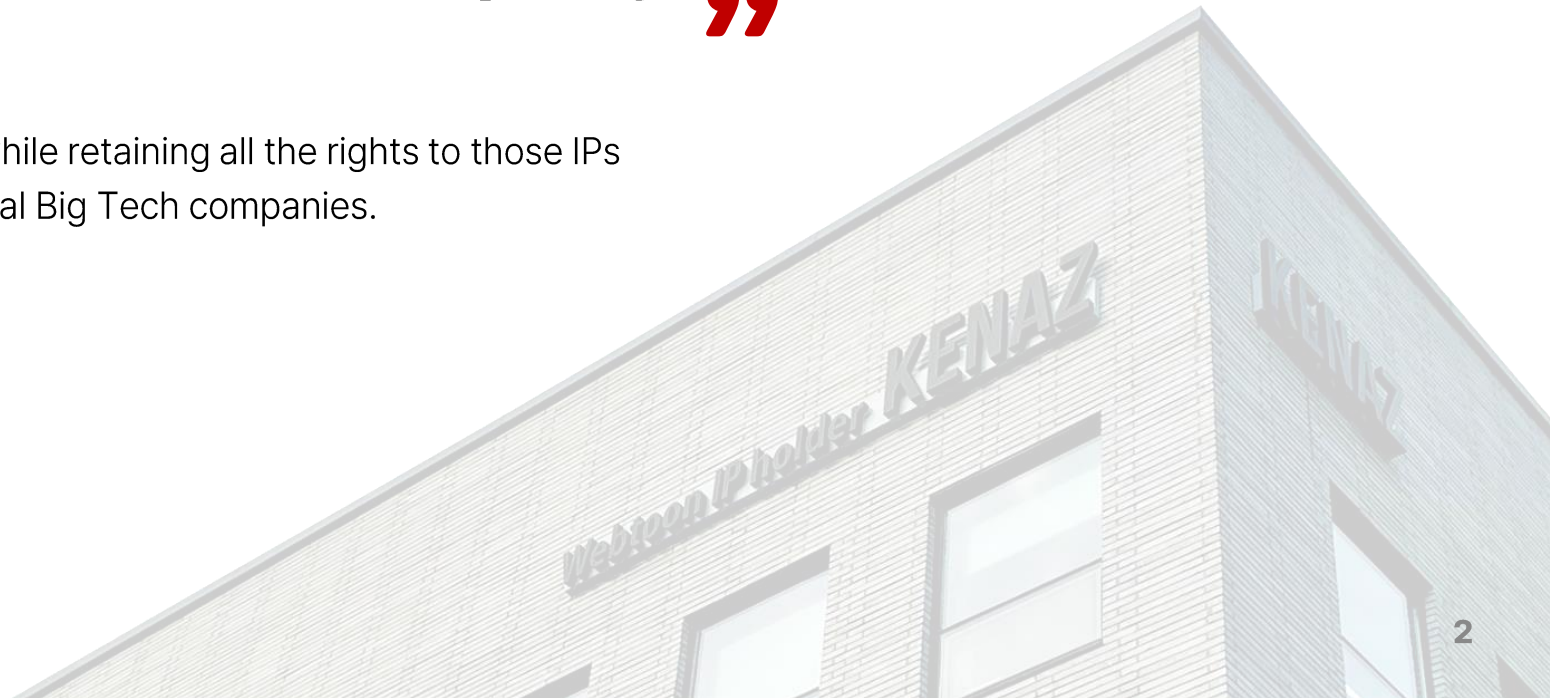


What is KENAZ

“ Webtoon production company with the world’s largest webtoon production and distribution capacity ”

KENAZ produces Korea's largest original IP while retaining all the rights to those IPs and stands out as the sole alternative to global Big Tech companies.

We are KENAZ, a pioneers into new frontier



Contents

Origin of all stories **KENAZ,**

01 Company Overview

02 Production

03 Distribution & Service

04 IP

01

Company Overview

Overview

Timeline

Organization

Business Status

Vision



Company Overview

Company KENAZ, Inc

Established 2018.01.10

CEO Woojae (woody) Lee

Locations
HQ 145, Sindae-ro, Jeju-si, Jeju-do, zip 63134
Seoul 532, Nonhyeon-ro, Gangnam-gu, Seoul, zip 06136
Webtoon R&D 114, Juan-ro, Michuhol-gu, Incheon, zip 22135
Purple Studio Vietnam THANH PHO DANANG, VIET NAM

Links
<http://www.kenaz-re.com>
<https://www.facebook.com/KenazComics/>
https://www.instagram.com/kenaz_comics/
<https://www.youtube.com/channel/UCNAeSbSXXPMP8gogzF5X7ow/featured>

Company Intro.
Plan and produce original webtoon IPs
Distribute globally as the MCP (Master Content Provider)
Lead webtoon academies in Korea and other countries

Company Overview

2018	JAN	KENAZ established
	MAY	'Studio Dohae' launched on Jeju-island
	DEC	KENAZ & Merrycow JV established with Korean writer Song Jae-Jung
2019	FEB	Signed Co-Producing contract with 'Tencent,' China <Odd Eye> Established KENAZ China and set up Chinese localizing team
	MAR	Webtoon production invested from Contents Panda for <Sinker>
	APR	and 3 other titles.
	AUG	Signed the first MCP contract with 'Buca' China KENAZ X ByteDance Global Academy
	SEP	Established Studio 'A-Don'
	OCT	Signed to co-produce IPs with 'NetEase' China
2020	JAN	Established subsidiary company 'Orange Agency'
	FEB	First service in Southeast Asia. Signed with 'Comico' Thailand First service in Japan. Signed with Comico Japan
	MAR	Orange Agency signed the MCP contract with the French Webtoon Platform 'Verytoon'
	APR	First service in France. Signed with Verytoon
	JUN	First service in North America. Signed with Comico North America
	JUL	☞☞☞ Webtoon Camp Jeju
	AUG	First webtoon camp launched with 'Kakao.' <☞☞☞ Jeju Webtoon Camp>
	SEP	Combined Studio A-Don and Dohae to make male-targeted subsidiary studio, 'Plum B' First service in Spain. Signed with 'Ridi Books' Spain

2021	JAN	Established in-house video production team	
	FEB	First service in Germany. Signed with Comico Germany	
	MAY	Established JV, 'Jungle' with Com2Us	
	JUN	Signed IP export with 'Bilibili' China	
	JUL	First webtoon academy with Kakao. <☞☞☞ Webtoon Academy> 1st Term	
	SEP	Signed priority global distribution contract with Naver	
DEC	Second webtoon academy with Kakao. <☞☞☞ Webtoon Academy> 2nd Term		
2022	MAR	First book service in Spain. Signed with Norma Editorial Established in-house web-novel team, 'Kanyang'	
	JUL	First book contract signed in Taiwan with 'Kadokawa'	
	SEP	First book contract signed in Germany with 'Papertoons' Acquired all stocks of subsidiary studio Plum B	
	OCT	Established in-house localizing team (JP & EN)	
	NOV	First physical book contract with Turkey. Signed with Destek Media Group	
	DEC	Signed with NC Soft for 'Lineage' based webtoon co-production Signed with Apple Books to be their MCP	
	2023	APR	Launched the first webtoon service with Apple Books Japan
		JUL	Signed with NTT Docomo Establishment of Purple Studio, Vietnam
		OCT	Global Academy with APPLE BOOKS X SBA
NOV		Global Academy with APPLE BOOKS X WACOM X CELSYS (JPN) <Love is like the Weather Forecast> is on-air (iQIYI-NA & 20 other countries)	
DEC		Signed Amazon Japan MCP Contract KENAZ X ONO – ONO-KOREA founding ceremony <Love is like the Weather Forecast> on air ("Heavenly", Watcha. domestic)	

Company Overview

“ Core value centers around IP production

KENAZ is organized into a team of production, global distribution management, MCP, strategy, and various other roles. The company has a "Webtoon R&D" and an "In-house Production Team" that focuses on webtoon planning with IP production. KENAZ's subsidiaries "Orange Agency" and "KENAZ & Merrycow" operate for IP distribution and drama production.



Company Overview

“ Powerful IP(intellectual property) can change the world.

KENAZ specializes in providing original IP through direct service, and distribution, and has opened the door to new markets. We are becoming pioneers in untapped markets and expanding our business further. KENAZ is overcoming obstacles to be at the forefront of this new movement and make a difference in the world with our IP production.



Plan · Production

Planning, adaptation, and building up the universe are crucial aspects of KENAZ's pre-production system. This system supports the creation of original IP, global co-productions, and global IP as well as localization.



Service

As the largest original IP holder in Korea, KENAZ is confident and active in its pursuit of expansion to untapped markets, venturing out with big tech companies.



Distribution

As a CP company, KENAZ stands out due to its own distribution line and strong partnerships with both domestic and foreign production companies, making it the first CP company to conduct distribution.



IP · Business Expansion

To achieve the full potential and capacity of IP, we aim to expand globally by partnering with both domestic and international organizations, following the OSMU (One Source Multi-Use) approach.

Company Overview

: Meticulous planning, Innovation, and Business Expansion

“ Webtoon IP, the source of all business expansion

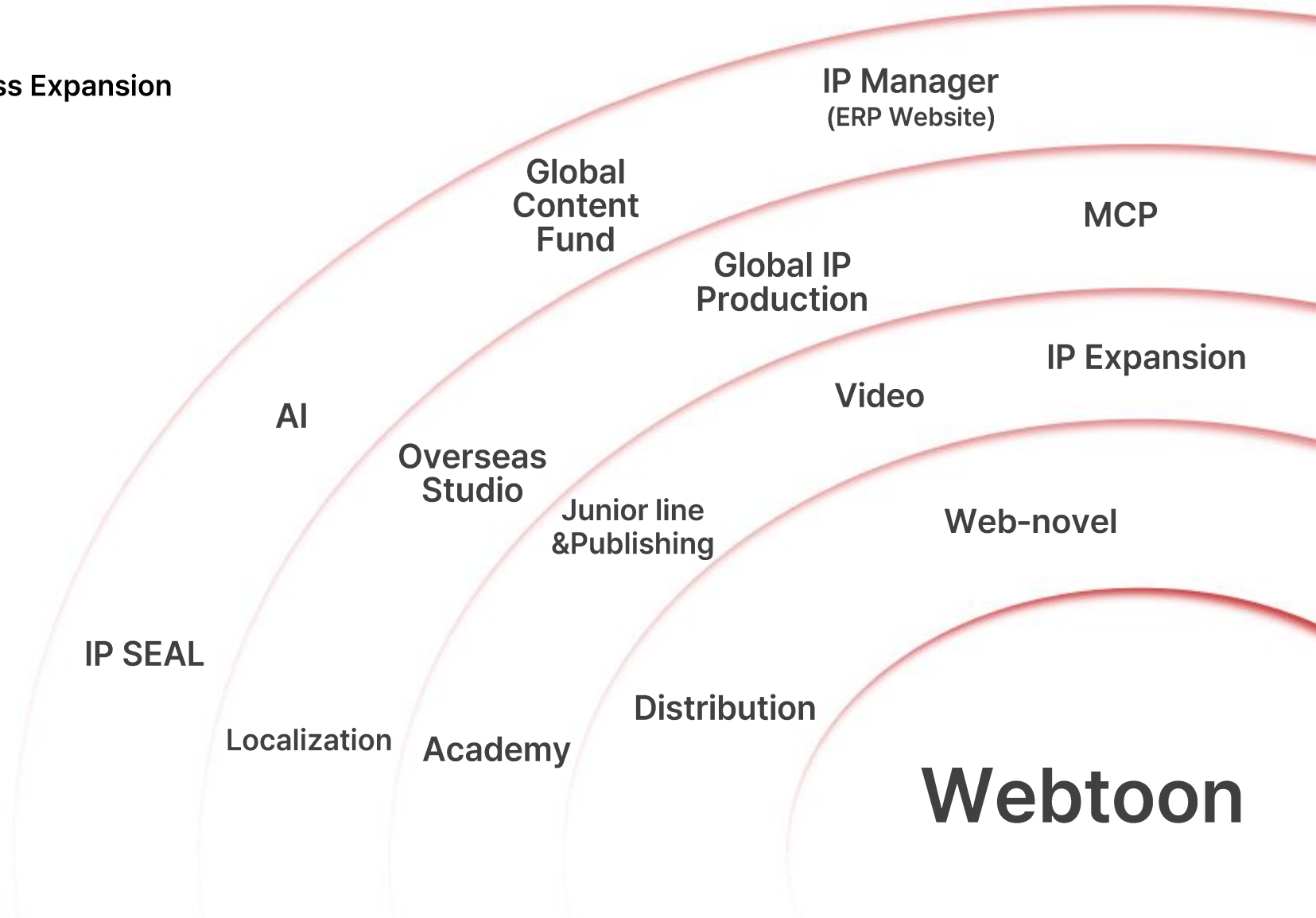
KENAZ begins with Webtoons

and then expands its business using webtoon IP.

Our original IP secures us to establish **our own distribution and distribution line**, making us a **Master Content Provider(MCP)** for Apple Books and ONO in France, exceeding the limitations of an average CP.

In addition to producing domestic IP, we expand our business globally by creating **global IP by establishing global studios, and a webtoon academy.**

Our goal is to establish a **global content production ecosystem** and usher in a **new era of webtoons** with the support of world-renowned big tech companies.



Expanding to MCP and AI ('23년~)

Optimization IP production('18년 ~ '22년) 9

02

Production

Highlights

Production - Artist

Global Academy

Global Studio



Production - Highlight

: KENAZ's Production Capacity

“ A global leader in Webtoon IP asset, production staff and rate

KENAZ has over 250+ Ips, owning the 95% business rights, and actively expand business through global distribution.

World-class Production Staffs

We operate an efficient pre-production system with world-class staff at every stage of the process, from the first step of production planning and writing to adaptation, post-production, and localization.

458+

Production Personnel

121 In-house, 152 Contracted, 120 Overseas Artists and 65 Planning and Editing Producers

250+

Produced and Owned IP

227 Webtoons & 25 web-novels

11,407+

5.4 Episodes a Day Since Its Establishment

Based on 70 cuts in an episode, 378 cuts were produced per day.

From 48 to 10k episodes.

It all began with a single project created by a few writers. Over 5 years, the writers have produced more than 250 pieces of content, releasing 5.4 episodes (378 cuts per day) on average, and joined forces, establishing KENAZ as a company.

IP Creation and Ownership.

Most CP creates IPs, but it is essential to hold business rights beyond production. Unlike our competitor, KENAZ holds over 95% of the IP business rights and trudge on to expand the IP business.

(over 10 yrs., Y company's # of IP : 50 / # of business rights : 13)

* Produced and Owned IP as of October 2023.

**Production Personnel as of February 2023.

Production - Artist

: KENAZ Artist

“ Largest in-house writer staff in Korea

Most CPs have less than 10% of writers on staff

KENAZ exclusively contracts with exceptional artists to produce quality content. With the help of domestic artists and overseas studios, KENAZ is optimized for all types of IP creation.



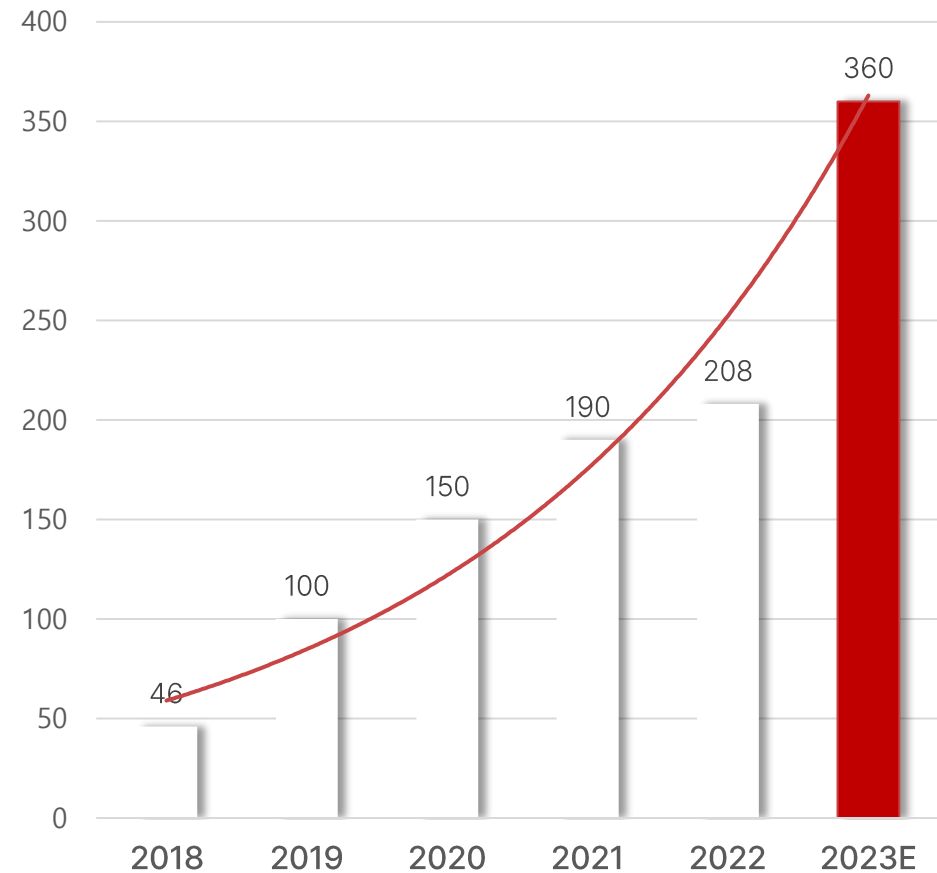
In-house Artists 121+ **Contracted Artists** 152+ **Overseas Studio** 120+

- The most extensive in-house artists 121+ (as of '23.02)
- Organized into teams based on their specialties
- Production costs minimized by leveraging overseas studios**
- Discover new talents through Academy

*February 2023 standards in-house artist count

** September 2023 estimated count of Vietnam and China branch artists

Total Number of Artists



KENAZ Global Academy

: Operating Global Webtoon Academy

“ The first step towards securing global IP and cultivating global talent

KENAZ not only aims to globalize IP, but to educate local personnel to co-produce with us. Aiming further to produce IP that represents a cultural melting pot, which creates true global IP.

Goal



Cultivate Global Talent Cultivate Local IP Increase Production Staff

Result



Secure Global IP Discover Global Talent Launch 10+ Titles



2019

KENAZ X Bytedance

1st Webtoon Jeju Camp ('19.08~'19.09)

2020

KENAZ X KAKAOPAGE

ㅋㅋㅋ Webtoon Camp Jeju ('20.07~'20.08)

2021

1st ㅋㅋㅋ Webtoon Academy Seoul ('21.08~'21.12)

2022

2nd ㅋㅋㅋ Webtoon Academy Seoul ('22.02~'22.05)

2023

KENAZ X APPLE BOOKS

SBA

KOREA

KENAZ Webtoon Academy ('23.10~'23.12)

KENAZ X APPLE BOOKS

WACOM X CELSYS

JAPAN

KENAZ Webtoon Academy Korea ('23.08~'23.11)

2024(E) ~

KENAZ X MPP X SBA

Angoulême X Ellipse

FRANCE

Angoulême Webtoon Academy ('24E)

In discussion for financial and other resources with the mayor of Angoulême
In discussion with Ellipse Studio from MPP

KENAZ

Bumirangit X Celcom X Gramedia

INDONESIA

Jakarta Webtoon Academy & Ini Webtoon Platform 'Staytoon' Launching in Jakarta

KENAZ GLOBAL STUDIO

: KENAZ Purple STUDIO

Purple Studio

Studio Purple oversees post-production. The studio aims to reach 100 staff by September 2024, editing 3,500 episodes annually. and gradually transition to the original IP production expanding capacity to distribute a greater number of IPs

Purple Studio's Editing Team

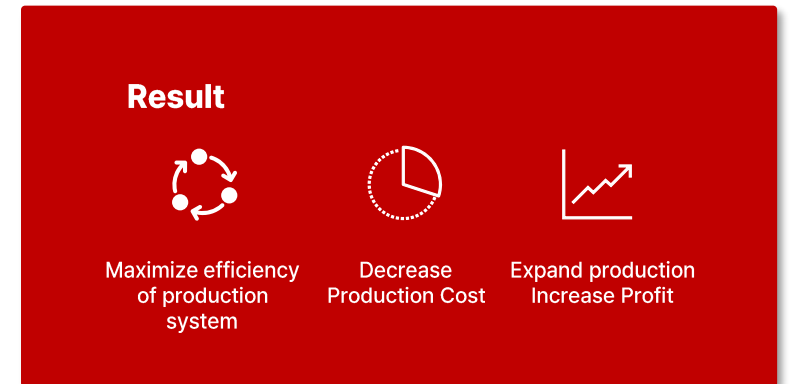
Annual goal: editing 3,500 episodes
Saving over 50% on cost time and resource ▼

A goal, produce global IP

Estimated to have 100 staff by September 2024. 3 staff dispatched from Korea to Vietnam to educate. Aim to implement the webtoon academy to strengthen Vietnam staff.

“ Reducing production costs and expanding production slots

KENAZ operates overseas studios to reduce production costs and expand production slots. The company trains animation and webtoon editing teams in Vietnam to increase content production at a lower cost. The Vietnam studio plans to produce 3,500 episodes of post-production content per year and develop original IP in the future.



03

Distribution · Service

Highlight
Global Market
MCP
Agreement
Partnership Timeline



Service·Distribution Highlight

: Exclusive distribution pipeline

“Pioneering distribution region

KENAZ is expanding its own global distribution network as a pioneer through active market research and participation, rather than depending on major domestic platforms. As a result, we secure new markets ahead of large domestic platforms.

Major domestic platforms' limited expansion due to their distribution rights

9

Company "N"

North America, Japan, China, Taiwan, Indonesia, France, and Thailand

7

Company "K"

North America, Japan, China, Taiwan, Indonesia, France, and Thailand

KENAZ's Big Tech distribution rights allow worldwide expansion

29

North America, Japan, China, Taiwan, Indonesia, France, Thailand, Spain, Germany, Portugal, Turkey, Vietnam, India, Brazil, Middle East*

*Syria, Lebanon, Palestine etc. + 15 countries

+α

Apple Books 유통라인 추가 시

Service·Distribution Highlight

: KENAZ's global achievements

“ Beyond webtoon service

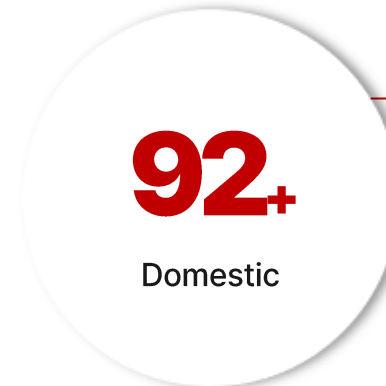
KENAZ is a webtoon production company expanding into countries without an established webtoon market. We are entering new countries, signing contracts, and expanding our IP through IP's OSMU. Our goal is to consult on webtoon platform development and build platforms in new regions.



Global expansion
 KENAZ established its distribution line by not depending on a major domestic platform



Global Participation
 Through IP OSMU and services, we have expanded our global presence across the globe.



Domestic Partnership
 KENAZ provides content suitable for various webtoon platforms in Korea and reaches out to readers with an accessible IP business.

* as of 2023.08

Partners



Service·Distribution Highlight

Apple's first global MCP contract

- Registered as the only transporter in Korea
- Expandability (Apple TV, Arcade)



Contracted as CP

- Exclusive contract to supply 7,500 episodes for 2 years



Contracted as Exclusive CP

- Exclusive distribution contract to supply
- Servicing KENAZ originals: 10 series in co-production



Establishment of JV jointly with MPP & contract with MCP

- Signed MCP contract with France's largest publishing company for webtoon platform
- Process of establishing a global academy and studio



ByteDance's first webtoon academy was held

- Global Webtoon Academy held for Tiktok illustrator scholarship students (2019')



Tencent's first global co-production

- Co-production of a popular Chinese web novel IP-based webtoon and simultaneous global serialization



Global webtoon academy held by 3 big tech companies

- Apple, Wacom, Celsys
- Training global creators.



Bilibili's first MCP contract

- Joint production of webtoon based on popular Chinese web novel IP and simultaneous global serialization



Kakao Page's first webtoon academy held

- Train to Hire Academy held (2020~2022))

Piccoma servicing product distribution

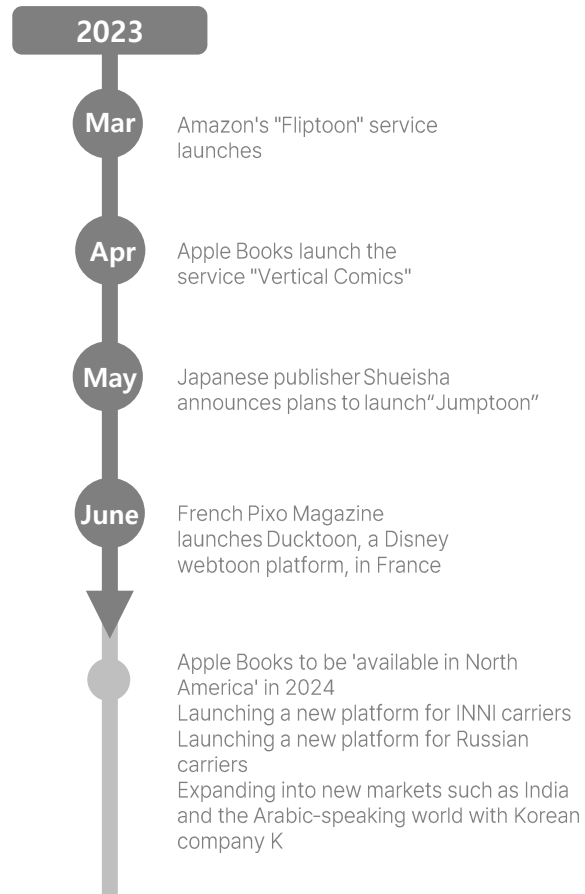
- CP company's first Piccoma (Kakao Page) service work distribution contract

Global Market Trend

: MCP Contract

The ideal IP partner for a global big tech

Entering the global webtoon business



**“ Global co-production contract– Create and secure unique original IP
Exclusive Service contract – Definitive global distribution network**

KENAZ expands its global big-tech distribution network for a stable distribution system. By signing MCP contract with Amazon and NTT DOCOMO, we expand our business by creating a seamless production and service system.

Demand

Distribution power without restriction

Free contractual rights from large domestic platforms

Original IP

Need for steady supply of original IP, an essential requirement for operating an independent

Diversity of genres

Wide selection of works by producing world various genres and topics for secondary business and global services, rather than producing limited to the taste of a specific country.

A-Z non-stop system

Planning - Production - Service - Distribution - Localization - Secondary business We have a non-stop system that can handle all processes in-house

Why KENAZ ?

Ability to proactively expand business areas and fields

Business areas and fields are determined by whether or not to enter large platforms, but we expand new areas and IP businesses through proactive discovery and local platform construction consulting.

More than 95% IP business rights

Original IP production capabilities & IP business rights make it easy to expand into secondary businesses beyond simple webtoon services

Leading Business

Each secondary business and each country has its own preferred genre, and we plan and produce with this in mind, so we can respond to all of them regardless of the platform's inclination and country.

Own ECO System

We have all the foundations, manpower, and systems for business expansion and actual promotion wide range of capabilities secured by tier 1 partner lineup and investment

MCP

: Master Contents Provider

KENAZ X APPLE BOOKS

KENAZ X ONO

Basis

- **Owns IP Business rights**
Distribution is based on KENAZ owing business rights and not tied to platforms.
- **Global Production**
Utilizing an in-house, localization team, and a global production team, KENAZ produces global IPs.
- **Global IP Pipeline**
KENAZ can distribute global IPs from other CPs.

“ What is MCP?

Each selected platforms can service webtoon exclusively through KENAZ
KENAZ is evolving from a CP company to an MCP that distributes IP globally.
Our objective is to unchain the limitless potential of IP expansion.

Result

- **Strengthening Global Production**
Strengthening global production with the Vietnam studio, global partners, and in-house localization team.
- **Exclusive Right**
Only KENAZ has the right to distribute all Korean-based webtoons to Apple Books and ONO.
- **Strengthening Distribution**
MCP allows KENAZ to be stronger in the global distribution market.
- **Market Position**
KENAZ is a strong independent webtoon studio and an agency in the webtoon industry
- **IP Expansion**
With secured IPs in-house and from a third party, KENAZ can expand webtoon IPs further.
- **Business Expansion**
The Academy based on MCP and others allows KENAZ to utilize business rights.



MCP

: Master Contents Provider

KENAZ X APPLE BOOKS
KENAZ X ONO



“ KENAZ X APPLE BOOKS

KENAZ X Globalization of K content.

Kenaz is collaborating with Apple to expand the content market and become a pioneering leader in the industry. We aim to offer their services **in 51 countries worldwide** using Apple Books as their platform.

KENAZ
webtoon IP holder



“ KENAZ X ONO

Who's ONO? ONO is owned by Média-Participations, Media Partners, one of the largest publishing houses in France. Currently the only local French webtoon platform.

Why France? To expand into Europe, capturing the French market is crucial as the content market in Europe starts in France and then extends to Spanish and German-speaking markets.

KENAZ
webtoon IP holder

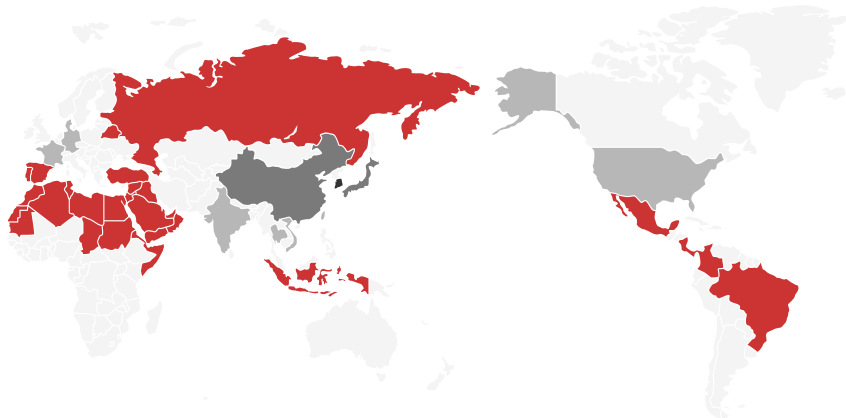


Master Contents Contract

: MCP – Exclusive service

“ **The sole alternative to global big tech companies**

Retaining all the business rights to the largest original IP in Korea, **KENAZ** is the **only alternative to the big tech** companies that are willing to expand and explore new territories.



Countries where global companies are planning to launch webtoon platforms
(latter 2024.1Q)



KENAZ X amazon
7,500 Exclusive Service Agreement

- Aim to strengthen competitiveness by actively entering the webtoon business
- Establish a stable supply of works and service plan
- Gradually expand service area



KENAZ X NTT DOCOMO
10 Co-productions and exclusives

- Goal of acquiring unique content (original IP)
- Expand secondary business based on acquired IP
- Global distribution and monetization of IP




Master Contents Contract

: MCP contract- Exclusive service

“ The sole alternative to global big tech companies


Retaining all the business rights to the largest original IP in Korea, **KENAZ** is the **only alternative to the big tech companies** that are willing to expand and explore new territories.



Apple Books
MCP
2023년 Japan launched
2024년 North America launch (pending)



Amazon Kindle
Non-exclusive content distribution
North American distribution pending (TDE)




kakaopiccoma
amutus


Japan
NTT Docomo
Co-production under MCP contract

PICCOMA
Servicing KENAZ originals
Servicing PICCOMA content through Apple Books


AMUTUS
Cooperation with the Japanese local platform




China
Bilibili
First MCP Contract



Bytedance
Organized the first Webtoon Academy



France
Delcourt (K-Books)
Launch <Rose and Champagne>
French edition printed book



ONO Comics
MCP contract (pending)

Partner Timeline

: Partners over time

“ Domestic platform to global

KENAZ started as a domestic platform for serialization and has expanded its business with global partners through a robust production system and innovative expansion. It is committed to maintaining quality while growing its business. .

2019

2020

2021

2022

2023

04

IP Business

Highlight
IP Business



IP Business Highlight

: OSMU through IP

“ OSMU with precision, Accessible to all IP user

One-Source-Multi-Use. Since the beginning, KENAZ planned to create an all-in-one IP platform. The platform has capacity to obtain printed books, MD and games and to fuse all content types.

Game

Crush of Lifetime / Past Life's Ranker Reborn
Rose & champagnes / Blood Type L **4 series**



Merchandise

Wiri Story / Rose & Champagne
Crush of Lifetime / Hiriwiri **4 series**



Video

Blueming / Camelia in the Snow
Who can Define Popularity? / All About Money / Play the Tape Again
Love is Like the Weather etc **11 series**



Animation

Crush of Lifetime / Past Life's Ranker Reborn
Please, Die! / Roses & Champagnes
Battle/ Blood Type L etc **8 series**



Printed book

Who can Define Popularity /
Crush of Lifetime / Rose& champagnes /
Mirror' Game Wiri story / COP etc.
20 series



IP Business

: OSMU through IP

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One-Source-Multi-Use. Since the beginning, KENAZ planned to create an all-in-one IP platform. The platform has capacity to obtain printed books, MD and games and to fuse all content types.



Web-drama

A Breeze of Love '23
China launch '23.11
Korea '23.12. 14 scheduled

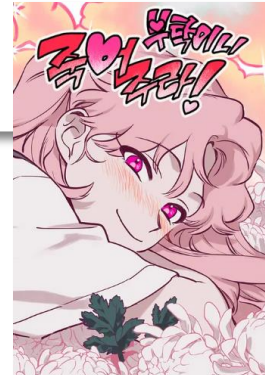
Blueming '22

Who Can Define Popularity '24
scheduled



Drama

Mirror Game - in production
Spirit Fingers - in production
Play the Tape Again - in production



Animation

Crush of Lifetime
by Bili Bili China
Scheduled to air 2024
Distance Between US '22
Neve '23



Game

Crush of Lifetime '23 (OROR ep.)
Past Life's Ranker Reborn in Family of Martial Arts! '24
scheduled
Kakao x KENAZ Mobile Game



Printed books & MD

Wiri's Story '23
Wiri's MD, Fund(1,468%)
Rose & Champagne
Theme Café & MD sales '23
A Breeze of Love
Theme Café & MD sales '23

“
Thank you
admin@kenaz-re.com ”

