

Company Overview

September 2026

Hello, we are

 **MSTORYHUB.**

CEO

Gisoo Lee



founded

2015



Members

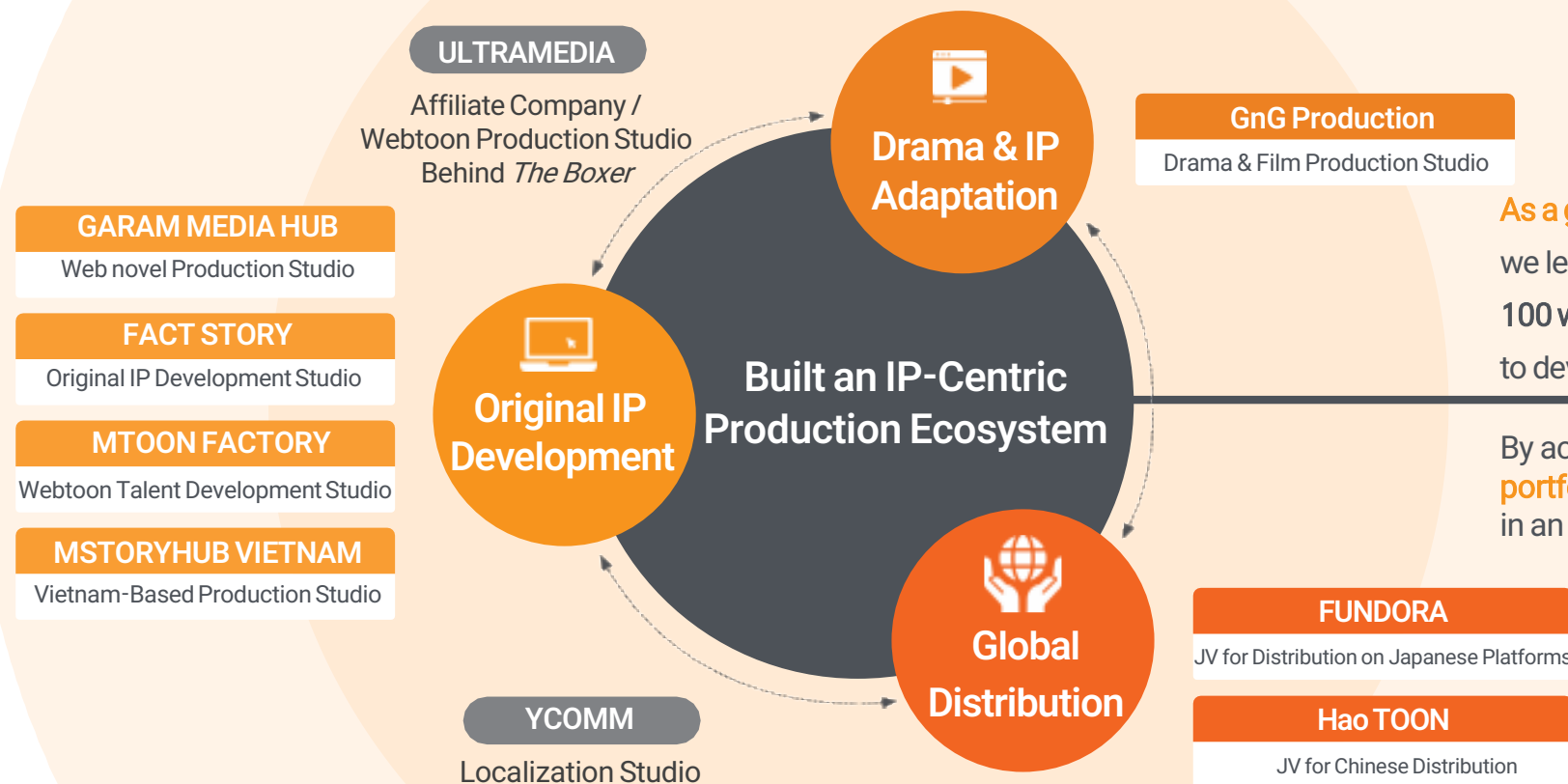
180+



Owned IPs

1,200+

◆ Value chain



As a global content production company, we leverage our extensive experience in producing over 100 web novels and 25 webtoons annually to develop high-potential IPs each year.

By actively pursuing **transmedia expansion across our IP portfolio**, we maintain strong negotiation power, and agility in an ever-evolving content market.

✦ Introduction

We possess strong capabilities in developing original IPs represented by web novels and webtoons, as well as in producing drama and film adaptations.

Leveraging our original IP portfolio, we have also built comprehensive **transmedia production capabilities**.

Web novel

- ✓ **1,202** Titles Published
- ✓ Around **500** Authors Contracted
- ✓ **100+** New Titles Launched Annually
(As of the end of Apr 2025)

Webtoon

- ✓ **108** Titles Produced in Korea
- ✓ **96** Chinese Titles Acquired
- ✓ **180** Japanese Titles Licensed
- ✓ Around **216** Artists Contracted
- ✓ **117** Titles Distributed Across
11 Countries
(As of the end of Apr 2025)

Drama-Focused IP Adaptation

Games & IP Expansion Projects

- ✓ **40+** Titles in Script Development

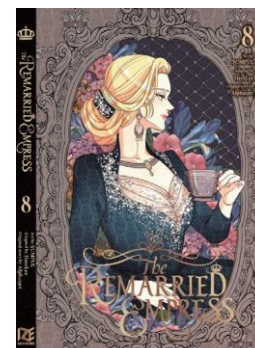
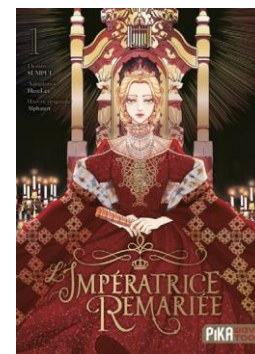
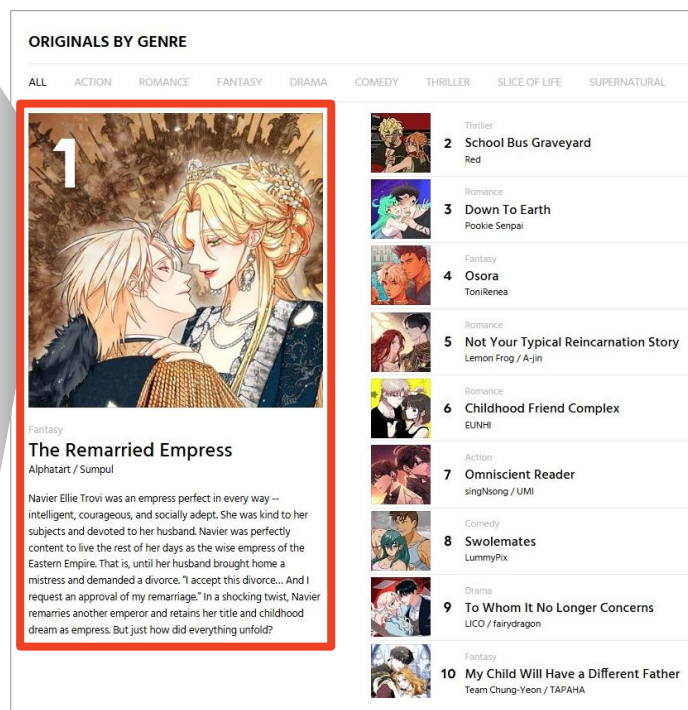
◆ MSTORYHUB's Top 5 Best-Selling Webtoons



◆ IP Introduction

The Remarried Empress is a global mega-hit series available in **9** countries outside Korea, with over **USD 22M** in global transactions.

- Printed-editions published in 5 countries, including Japan (Shueisha), North America (Ize Press), and France (Pika Édition), with publishing rights secured in 8 countries
- Building on its global success with **2B+ cumulative global views**, drama and animation adaptations are currently in production, with the drama set to premiere on Disney+ in the H2 2026



◆ IP Introduction

Drama Cast of MSTORYHUB's Flagship IP,
The Remarried Empress



Shin Min-a
as Navier



Ju Ji-hoon
as Sovieshu



Lee Jong Suk
as Heinrey



Lee Se-young
as Rashta



◆ IP Introduction

Not Your Typical Reincarnation Story

achieved **USD 1.4M in monthly transactions** in Japan (Aug 2024)
and has surpassed **USD 17M in cumulative global transactions**,
with **over 600M cumulative views** worldwide.

- Printed-editions published in 3 countries, including Japan (Kadokawa), France (Pika Édition), and Germany (ALTRAVERSE), with publishing rights secured in 7 countries
- Proven global appeal, consistently ranked among the Top 10 titles in North America and Japan, and achieved No. 2 on LINE Manga Japan's Annual Ranking in 2024
- Animation adaptation currently in production

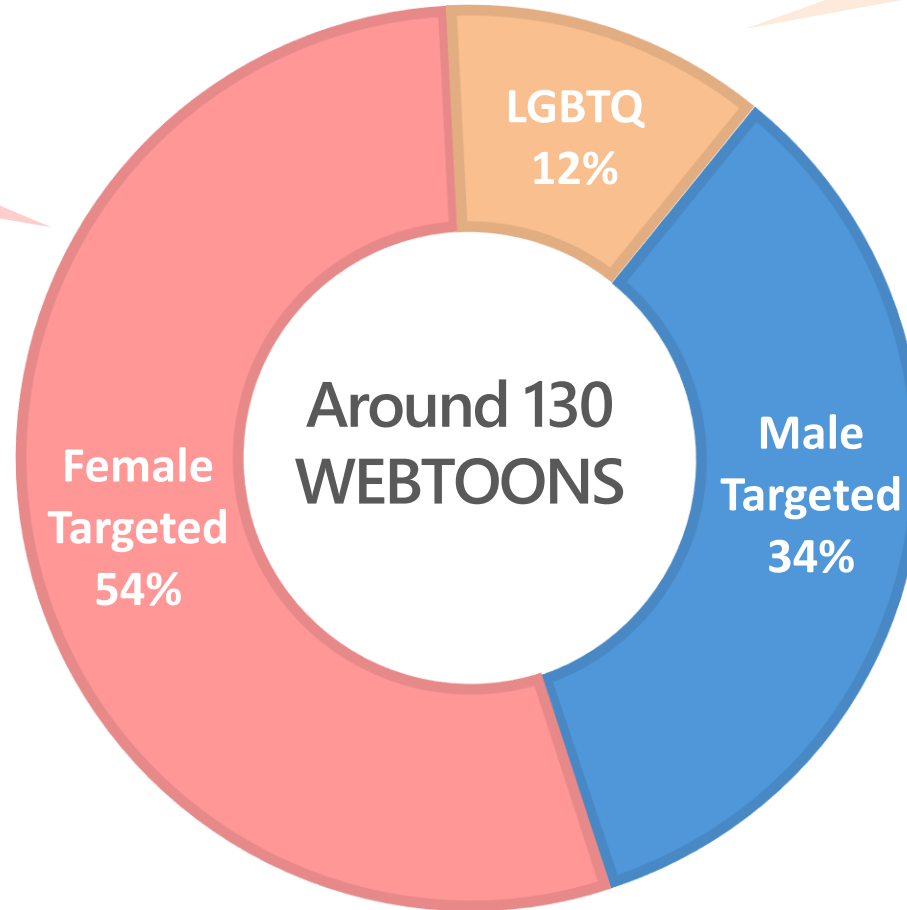


Monthly
Transactions
¥200M
(\$1.4M)

Cumulative Global
Transactions
¥2.4B
(\$15M)

(Aug 2024)

◆ Overview of MSTORYHUB's Webtoon by Genre





NEXT

What's **Next** for MSTORYHUB?

1. Transmedia Expansion

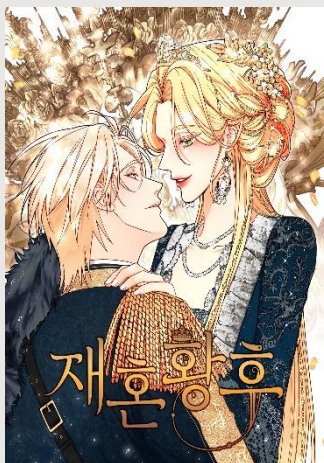
Developing drama adaptations based on MSTORYHUB's webtoon IPs through its affiliated production company, GnG, while also producing webtoons based on GNG's original drama scripts.

Webtoon adaptations in development based on GnG drama scripts, including *The Palace Maid's Job Hunt*, *The Scandal*, and *The Charming Man and the Beast* (working titles).

Animation adaptations currently in production with a Japanese animation studio, based on MSTORYHUB's webtoon IPs.

Print editions published across North America, Japan, France, Thailand, Taiwan, Germany, and Vietnam.

Drama / Animation / Publishing Deals



- Drama Premiering in H2 2026
- Animation in Production (Japan)
- Published in JP, NA, FR, DE and more
- Over 70,000 Copies Sold in Japan



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GNG's Drama Production Based on Webtoon IPs



Lethal Romance



Moon Shark : From Underwater Princess to Celebrity

Short-Form Drama Projects



- Short-Form Drama Adaptation of the Novel *The Wife's Sponsor*
- 5+ Additional Novel-to-Short-Form Drama Adaptations in Development

2. Transmedia Expansion

IP Discovery & Business Expansion Through Strategic JVs

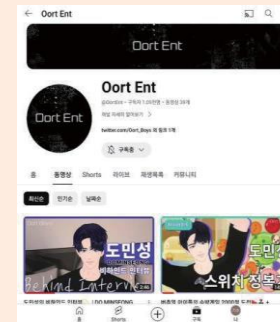
MSTORYHUB × The Pinkfong Company × F&F JV

- ✓ Developing a new IP set in the grown-up Baby Shark universe
- ✓ MSTORYHUB: Web novels, webtoons, and drama scripts development
- ✓ The Pinkfong Company: Marketing / F&F: Merchandise development



JV with a 3D Animation Studio

- ✓ The first virtual idol project based on a webtoon IP
- ✓ Debuted on MBC's music program in September 2024



Thank you!

