

KEYEAST

2024 / 09

ABOUT KEYEAST

KEYEAST is a comprehensive entertainment group that integrates the planning and production of various 'New-Normal' content such as dramas and variety shows with artist management and branding. We are moving forward towards new values and innovation in line with the changing market trends.

A leading global hub for top Hallyu(Korea Wave) stars,
and a specialized actor management company with a wide range of artists.

A comprehensive entertainment company that produces numerous well-made works across all genres,
with a proven production capability and a diverse channel network.

Collaborating with the powerful and extensive SM ENTERTAINMENT Group
through a unique and differentiated human network.

Advancing as a comprehensive content company
through the diversification of content such as variety shows, performances, OSTs, and the enhancement of IP capabilities.

COMPANY OVER VIEW

CEO / CHOJI HOON

Current CEO of KEYEAST Co., Ltd.
2023: Chief Strategy Officer (CSO) at SM Studios
2024-2022: Head of Channel Business Division at KBS / KBS WORLD TV
Master's in Intellectual Property Law from Fordham University Law School, USA
Graduated from Korea University School of Law and its graduate school

Company Name	KEYEAST
Date of Incorporation	October 8, 1996 (March 2006 - Changed company name to KEYEAST Co., Ltd.)
Year of Listing	March 2006 (KOSDAQ)
Major Shareholder	SM Studios Co., Ltd.

A large, stylized 'KEYEAST' logo is mounted on a light-colored wall. The letters are bold and blocky, with a horizontal line running through the middle of the characters. The wall has a grid of small circular holes, possibly for ventilation or lighting. The background shows a window with horizontal blinds.

COMPANY OVER VIEW

Operating with a core team that possesses rich experience and strong human networks

COMPANY

■ **Main Business Areas** - Drama and variety show content production, artist management

■ **Number of Employees** - 38

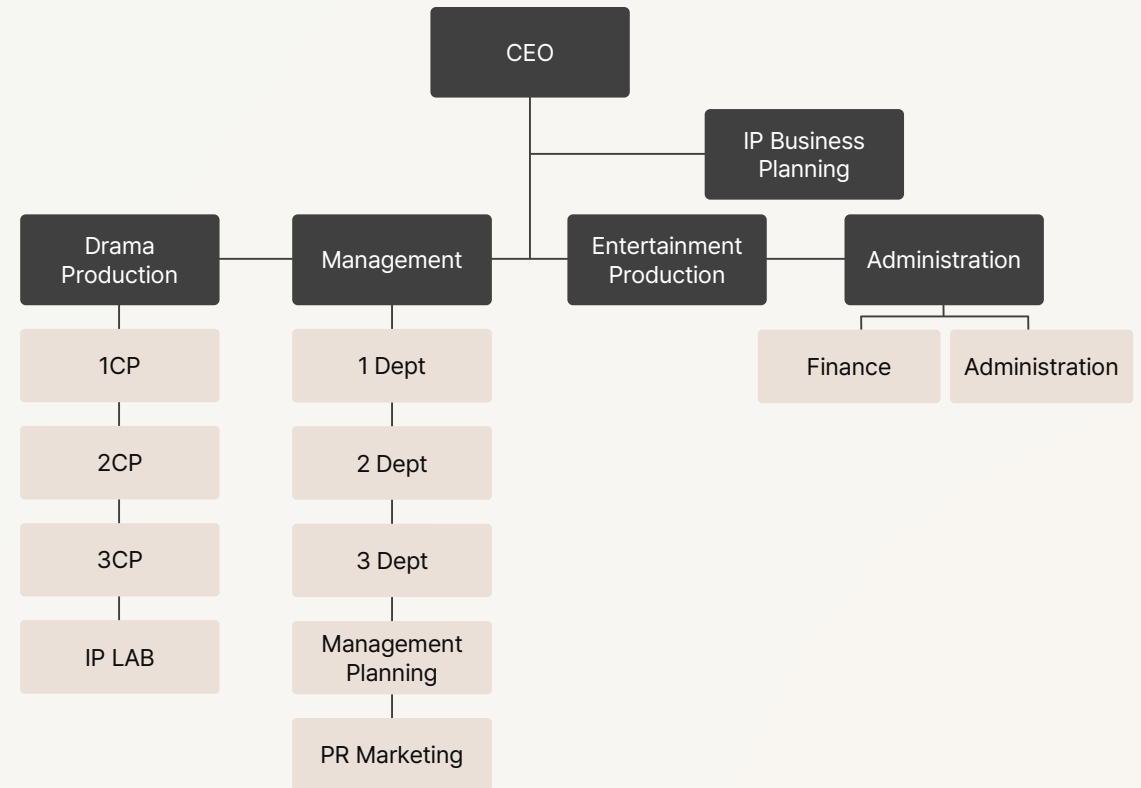
CREATOR

■ **Directors** - 12

■ **Writers** - 20

■ **Artist** - 21

Organizational Chart

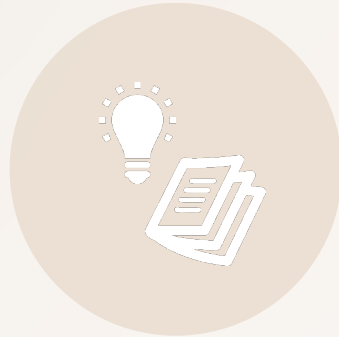


Business Vision Strategic Keywords



SUPER IP & TENTPOLE

- Expanding global tentpole projects
- Securing Top-tier creators & IP networks
 - Nurturing and discovering emerging creators



SUSTAINABLE GROWTH

- Securing IP management digital assets
- Expanding the drama and variety show content portfolio
- Establishing and stabilizing OST business revenue models




GLOBAL ALLIANCE

- Expanding distribution networks on global OTT platforms
- Expanding global business networks in China, Japan, the USA, and East Asia
- Strengthening global marketing & distribution



IP Expansion NEWBIZ

- New Media, Metaverse, Media Commerce, Merchandising, OST, Musicals, etc.



A 'New-Normal' content studio focused on new values and innovation, where content, artists, and business are interconnected.

A creator leading the value of originality and imagination through differentiated storytelling

Producing well-made content with both artistic quality and marketability

Possessing over 20 years of accumulated management expertise and a broad pool of artists

Industry's top directors with differentiated styles and direction skills

DIRECTORS

DIRECTORS



HAM YOUNG HOON

<Descendants of The Sun>
<The World of the Married>
<Itaewon Class>
<The Queen of Office>

and others.



JEON CHANG GEUN

<The Queen of Office>
<What Happens to My Family?>
<The Package>
<Mystic Pop-up Bar>
<Artificial City>



KIM SEONG YOON

<Itaewon Class>
<Love in the Moonlight>
<Discovery of Love>
<Annarasumanara>



CHA YOUNG HOON

<When the Camellia Blooms>
<Forecasting Love and Weather>
<Welcome to Samdalri>



MO WAN IL

<The World of the Married>
<Misty>
<Beautiful Mind>



KIM JIN WON

<The Innocent Man>
<Wonderful Days>
<Rain or Shine>
<My country: The New Age>

DIRECTORS



YOO SEON DONG

<The Uncanny Counter 1, 2>
<Bad and Crazy>
<Vampire Prosecutor 2>



LEE JEONG HEUM

<INSPECTOR Koo>
<Nobody Knows>
<Falsity>



HAN JI SEUNG

<When the Weather is Fine>
<Mistress>
<Illy's Love>
<Alone in Love>



LEE HYUNG MIN

<From Now On, Showtime!>
<My Dangerous Wife>
<The Miracle We Met>
<Strong Girl Bong-soon>
<Bad Guy>
<The Snow Queen>
<I'm Sorry, I Love You>
<Sang-Doo! Let's Go to School>
<Winter Sonata>



CHOI GYU SIK

<Love is for Suckers>
<HUSH>
<Let's Eat 2,3>
<Drinking Solo>
<Rude Miss Young-ae> Series



KIM SEONG SOO

<Save Me>

Industry's top writers with genre-bending stories and creativity

WRITERS

WRITERS



SEO SOOK HYANG

- ▷ SBS <Wok of Love> (2018)
Starring - Jung Ryeo won, Lee Jun ho
- ▷ SBS <Don't Dare to Dream> (2016)
Starring - Gong Hyo jin, Jo Jung suk
- ▷ MBC <Miss Korea> (2013)
Starring - Lee Yeon hee, Lee Sun kyun
- ▷ KBS <Romance Town> (2011)
Starring - Sung Yu ri, Jung Gyu woon
- ▷ MBC <Pasta> (2010)
Starring - Gong Hyo jin, Lee Sun kyun
- ▷ KBS <Mr. Goodbye> (2006)
Starring - Ahn Jae wook, Lee Bo young



BAE YOO MI

- ▷ KBS <Beautiful Love, Wonderful Life> (2019)
Starring - Seol In ah, Kim Jae young
- ▷ SBS <Should We Kiss First> (2018)
Starring - Kim Sun a, Kam Woo sung
- ▷ SBS <I Have a Lover> (2015)
Starring - Ji Jin hee, Kim Hyun joo
- ▷ MBC <The Scandal> (2013)
Starring - Shin Eun kyung, Kim Jae won
- ▷ MBC <Twinkle Twinkle> (2011)
Starring - Kim Hyun joo, Lee Yoo ri, Kim Seok hun



HWANG DA EUN

- ▷ MBC <My Dangerous Wife> (2020)
Starring - Kim Jung eun, Choi Won young
- ▷ tvN <Avengers Social Club> (2017)
Starring - Lee Yo won, Ra Mi ran, Myung Se bin
- ▷ KBS <Spring Waltz> (2006)
Starring - Han Hyo joo, Seo, Do young
- ▷ Film <The Art of Seduction> (2005)
Starring - Son Ye jin, Song Il gook



MOON YOO SEOK

- ▷ tvN <The Devil Judge> (2021)
Starring - Ji Sung, Kim Min jung
- ▷ JTBC <Miss Hammurabi> (2018)
Starring - Go Ara, Kim Myung soo

WRITERS



SUNG CHO YI

▷ JTBC <Inspector Koo> (2021)
Starring - Lee Young ae, Kim Hae jun



LEE SOO HYUN

▷ MBC <Kairos> (2020)
Starring - Shin Sung rok, Lee Se young



LEE SOO HA

▷ MBC <Dinner Mate> (2020)
Starring - Song Seung heon, Seo Ji hye



BAEK EUN KYUNG

▷ KakaoTV <Once Upon a Small Town> (2022)
Starring - Joy, Choo Young woo, Baek Sung chul

_and others.

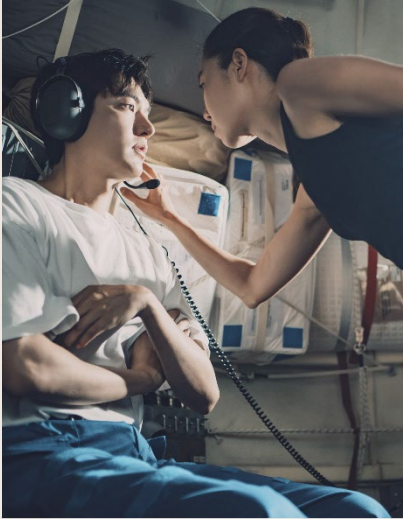
Drama Contents

PORTFOLIO

2011~2025

KEYEAST

2025



When the Stars Crossip

Original Network. / To be determined (16 episodes)

Directed by Park Shin-woo

Written by Seo Sook-hyang

Starring / Lee Min-ho, Kong Hyo-jin

Synopsis

A full-fledged space romantic comedy about two people who each have their own goals and come to a desolate and lonely space station, falling in love as they travel between the space station and Earth.



Family Business

Original Network. / Coupang Play (6 episodes)

Directed by Kim Gok, Kim Sun

Written by Kim Jung-min

Starring / Bae Doo-na, Baek Yoon-sik

Synopsis

A story about special agents who disguise themselves as a family to survive, using extraordinary methods to defeat the ruthless criminals that threaten them



Trigger

Original Network. / Disney+ (12 episodes)

Directed by Yoo Seon-dong

Written by Kim Ki-ryang

Starring / Kim Hye-soo., Jung Sung-il

Synopsis

A real office comedy about the production team of the investigative journalism program 'Trigger.' It features a fierce clash between a stubborn veteran producer and an extreme MZ generation rookie producer

2024



Frankly Speaking

Original Network. / JTBC (12 episodes)
Directed by Jang Ji-yeon
Written by Choi Kyung-sun
Starring / Go Kyung-pyo, Kang Han-na

Synopsis

A reckless, uncontrollable announcer, Song Ki-baek, who turns into a Hulk-like figure, meets the passionate variety show writer, On Woo-joo. A comic romantic drama about childish yet daring life twists they experience.



Dreaming of a Freaking Fairy Tale

Original Network. / TVING (10 episodes)
Directed by Kim Min-kyung
Written by Yu Ja
Starring / Pyo Ye-jin, Lee Jun-young

Synopsis

A romantic comedy series about a woman who, after hitting the wall of reality, decides to become a Cinderella, and the events that unfold when she meets a wealthy prince who doesn't believe in love



Iron Family

Original Network. / KBS (36 episodes)
Directed by Sung Joon-hae
Written by Seo Sook-hyang
Starring / Kim Jung-hyun, Geum Sae-rok

Synopsis

A romantic money bundle black comedy that takes place when the Da-rim's family of the 'Cheong-ryum Laundry' begins to iron money instead of clothes.

2021-2022



My Dangerous Wife

Original Network. / MBN (16 episodes)

Directed by Lee Hyeong-min

Written by Hwang Da-eun

Starring / Kim Jung-eun, Choi Won-young

Synopsis

Love has made a couple, but love is long over. a "couple's brutal drama" that many couples of this era can relate to.



Inspector Koo

Original Network. / JTBC (16 episodes)

Directed by Lee Jung-heum

Written by Sung Cho-yi

Starring / Lee Young-ae, Kim Hye-jun

Synopsis

A hard-boiled investigative comedy-drama that centers around a hot-tempered, reclusive inspector Koo Kyung-yi



The One and Only

Original Network. / JTBC (16 episodes)

Directed by Oh Hyun-jong

Written by Moon Jung-min

Starring / Ahn Eun-jin, Kim Kyung-nam

Synopsis

A humanistic melo drama revolving around three terminally ill women at a hospice, who have each decided to end the life of one person before they die. However, they each end up meeting a person, who becomes the most important person in their lives.

2020



The School Nurse Files

Original Network. / NETFLIX (6 episodes)

Directed by Lee Kyoung-mi

Written by Chung Se-rang

Starring / Jung Yu-mi, Nam Joo-hyuk

Synopsis

A cheerful fantasy series that Ahn Eun-young, a health teacher with a special ability to see 'jelly' that is invisible to others, finds an unusual mystery in high school and solves.



Hush

Original Network. / JTBC (16 episodes)

Directed by Choi Gyu-sik

Written by Kim Jung-min

Starring / Hwang Jung-min, Im Yoon-ah

Synopsis

The life of salary journalists living in this era making a living.



Live on

Original Network. / JTBC (8 episodes)

Directed by Kim Sang-woo

Written by Bae Yoo-Jung

Starring / Hwang Min-hyun, Jung Da-bin

Synopsis

Baek Ho-rang who joins the broadcasting club of her high school, led by Go Eun-taek, in order to find out who is the person trying to reveal her secret.

2020



At Eighteen

Original Network. / JTBC (16 episodes)
Directed by Shim Na-yeon
Written by Yoon Kyung-ah
Starring / Ong Seong-wu, Kim Hyang-gi

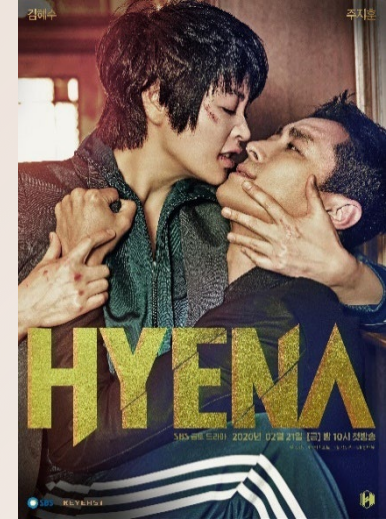
Synopsis
A coming-of-age drama that depicts the world through the lens of inexperienced youth.



Psychopath Diary

Original Network. / tvN (16 episodes)
Directed by Lee Jong-jae (“100 Days My Prince”)
Written by Ryu Yong-jae (“Pied Piper”)
Starring / Yun Si-yoon, Jeong In-sun

Synopsis
A man, who witnesses a murder, loses memory and mistakenly believes that he is the killer when he finds a diary that belongs to the real killer.



Hyena

Original Network. / SBS (16 episodes)
Directed by Jang Tae-yoo (“My Love from the Star”)
Written by Kim Roo-ri
Starring / Kim Hye-soo, Ju Ji-hoon

Synopsis
High profile lawyers working for the top “one percent” of society compete to win high-paying cases

2016-2019



Neighborhood Lawyer
Jo Deul Ho (2016)



Pied Piper
(2016)



Jealousy Incarnate
(2016)



D-day
(2016)



Squad38
(2016)



The Man Living in Our
House (2016)



Voice1
(2017)



Voice2
(2018)



Something in the Rain
(2018)



Shall We Kiss First?
(2018)



Voice3
(2019)

2011-2015



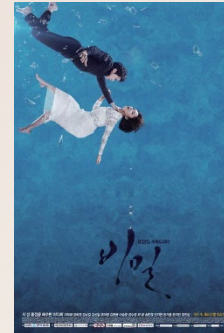
Dream High1
(2011)



Dream High2
(2012)



Ohlala Couple
(2012)



Secret Love
(2013)



School 2013
(2013)



God's Gift: 14 Days
(2014)



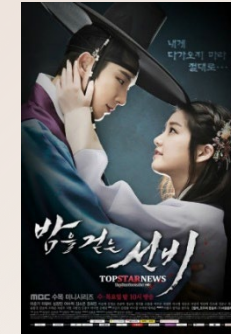
Miss Korea
(2014)



Emergency Couple
(2014)



Persevere, Goo Hae Ra
(2015)



The Scholar Who Walks
the Night (2015)



Cheer Up!
(2015)

Variety Shows Produced

PORTFOLIO

KEYEAST

VARIETY CONTENT PORTFOLIO



'My Child's Secret Life' [Premieres September 2024]

Everyone has secrets! Have you ever wondered about the secret life of your child that adults didn't know? The extraordinary daily lives of children, away from the watchful eyes of their parents, will now be revealed!



produced by
KANG BONG GYU

- Head of Entertainment Production at KEYEAST

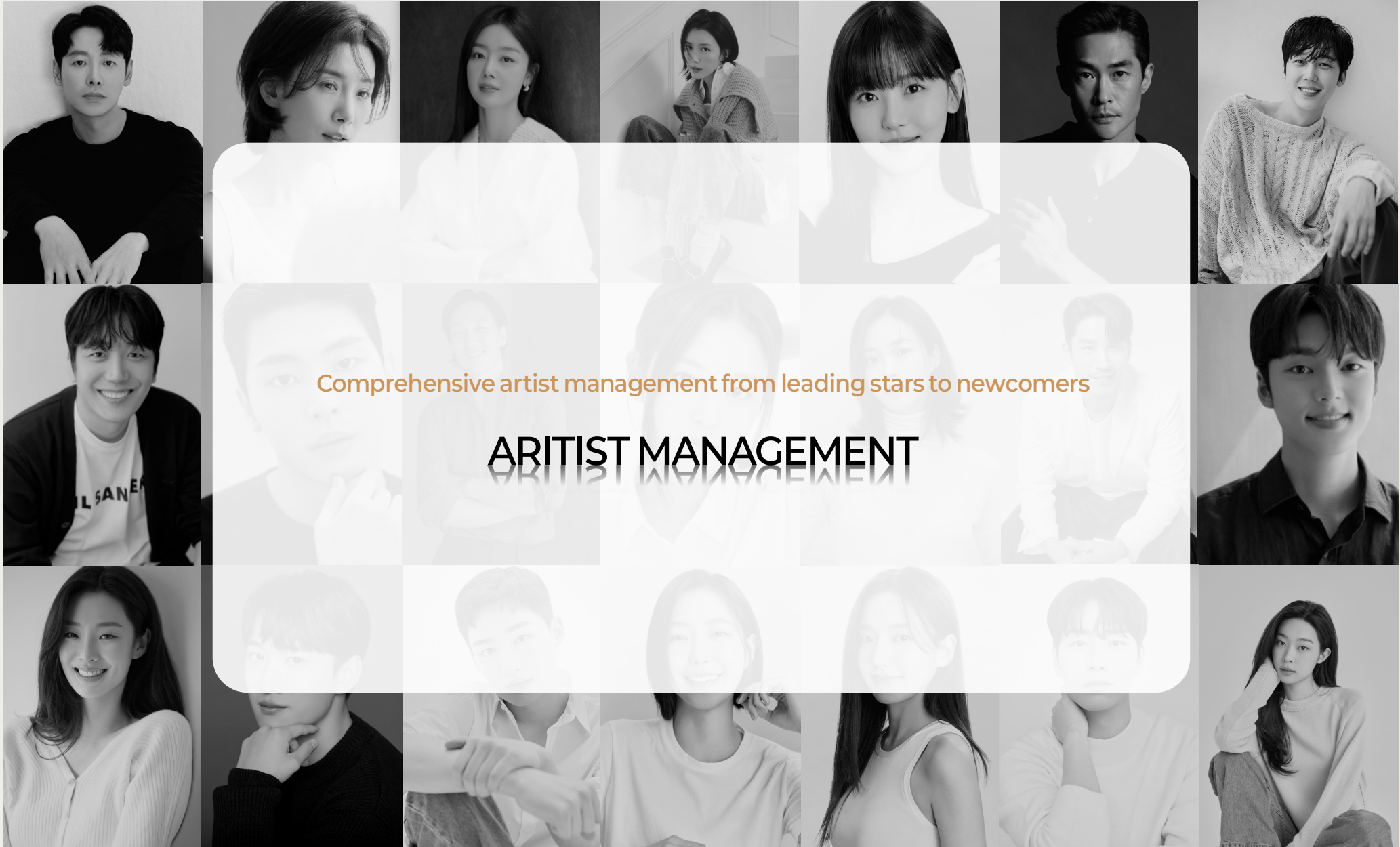
- Former KBS Variety Show Department PD
- Former CP of KBS Variety Show Operations Team
- KBS <The Return of Superman> Creator/Director/CP
- KBS <Fun-Staurant> Creator/Director/CP

< Program Awards >

- ▶ 2019 KBS Entertainment Awards: Hot Issue Program Award
- ▶ 2015 Korea Broadcasting Awards: Best Variety Show TV Program
- ▶ 2014 KBS Entertainment Awards: Best Program
- ▶ 2014 Commendation from the Minister of Gender Equality and Family
- ▶ Silver Award in Entertainment at the Houston International Film Festival

< Awards >

- ▶ 2021 Prime Minister's Commendation



Comprehensive artist management from leading stars to newcomers

ARTIST MANAGEMENT

KEYEAST

POPULAR & COLORFUL



KIM DONG WOOK



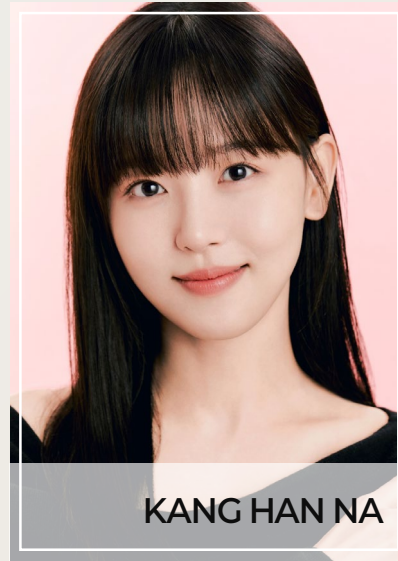
KIM SEO HYUNG



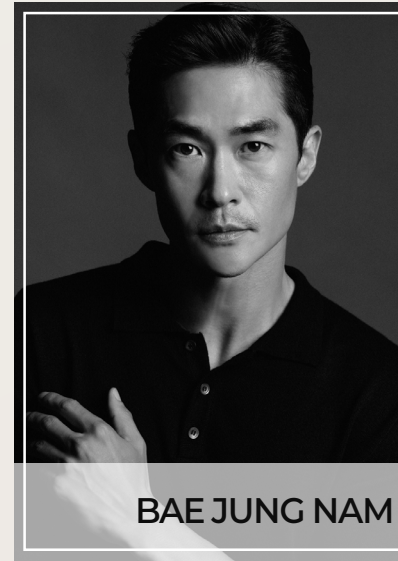
HAN SEON HWA



CHAE JUNG AN



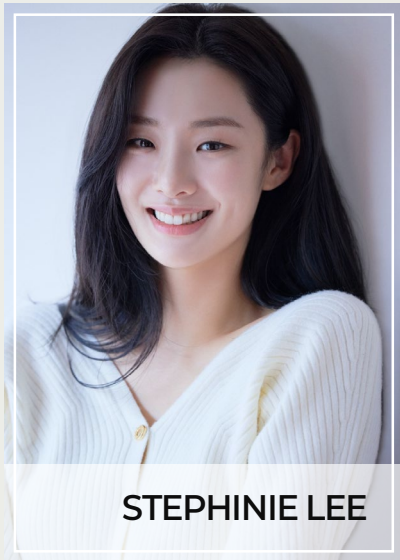
KANG HAN NA



BAE JUNG NAM



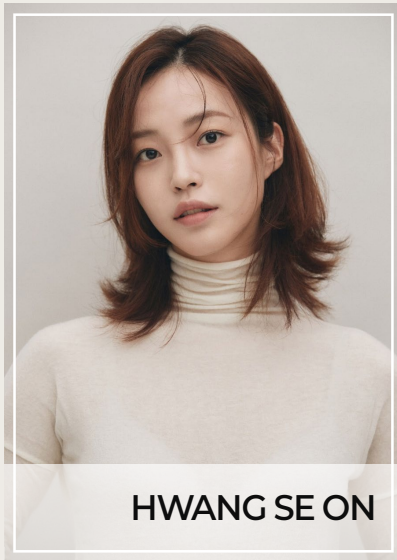
YOON JONG HOON



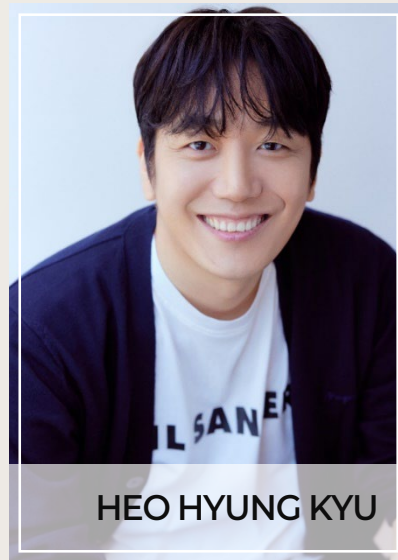
STEPHINIE LEE



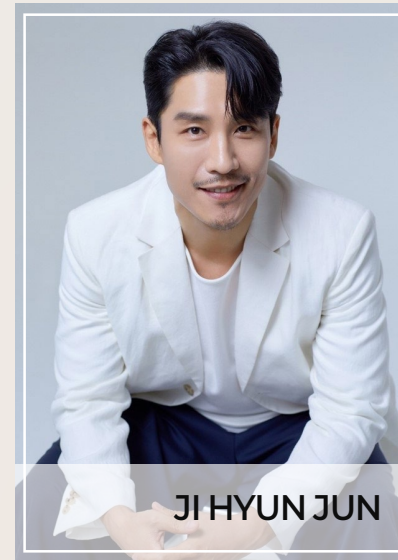
KIM JAE CHUL



HWANG SE ON



HEO HYUNG KYU



JI HYUN JUN

ROOKIES



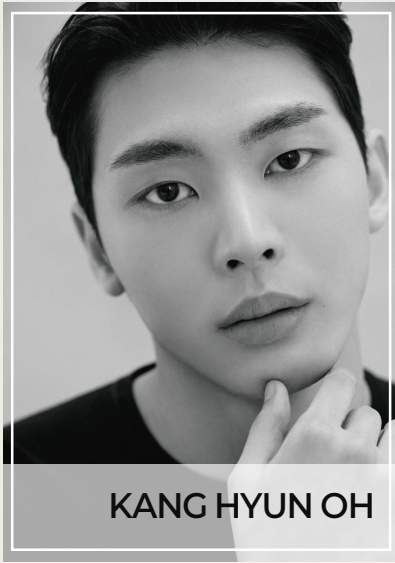
HAN HYUN JUN



KIM LI YE



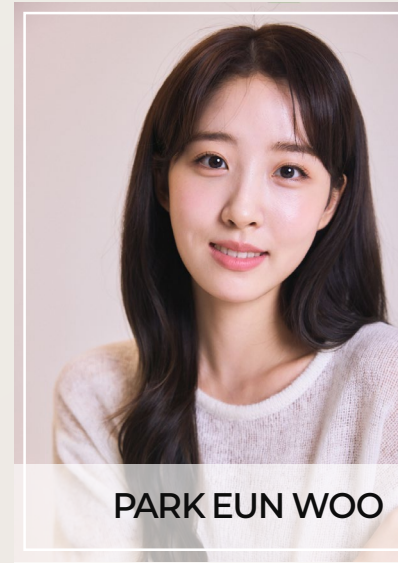
PARK SE JIN



KANG HYUN OH



KWON JI WOO



PARK EUN WOO



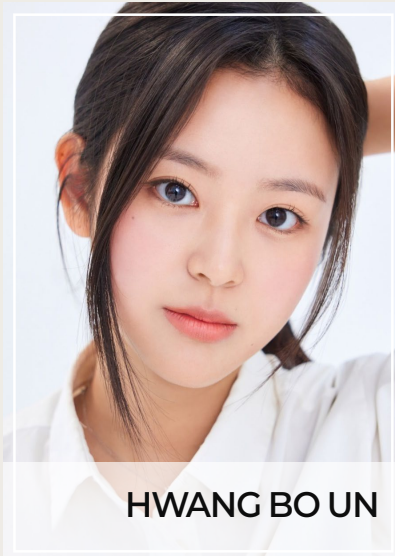
KWON DAE HWI



AN HYUN JUNG



JEONG JI HWAN



HWANG BO UN



LEE DONG HO

KEYEAST

Hakdong-ro 11-gil 30
Gangnam-gu
Seoul, Korea

Tel | +82-2-3444-2002

Fax | +82-2-3446-4290

E-mail | info@keyeast.co.kr

Homepage | keyeast.co.kr

Instagram | @keyeastofficial

