

# **HAKSAN PUBLISHING**

**OVERSEAS BUSINESS  
OVERVIEW 2024**



# WHAT WE DO



## Manga & Children's books

- Translation, publishing, and promotion of Japanese comics, children's books, general books, and light novels



## Digital content

- Webtoon & web novel production
- Licensing & distribution of overseas works
- Diversification of OSMU business



## Merchandising

- Original character production and production and distribution of the licensed character merchandise

## About us

Driven by constant creation and challenges since its foundation in 1995, Haksan Publishing Co., Ltd. is a content publishing and creation group striving to bring the value of inspiration and joy to a broad audience.

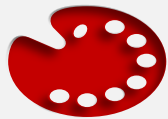
One of the major Japanese manga publishers in South Korea, Haksan Publishing adapts to a constantly changing business environment by producing and distributing competitive content in various new fields, including digital content and merchandising business.



Japanese manga published by Haksan in Korea

# DIGITAL CONTENT

Haksan Publishing adapts to the changing market environment of the digital content era by producing and distributing content of the highest quality.



## ▪ Content Production

Vast internal resources to produce diverse and high-quality digital content:

- Webtoon Production Team
- Web novel Production Team
- External studios, etc.



## ▪ Diverse Distribution

Distributing our original content in various formats:

- Digital service
  - OSMU
  - Imprint
  - Merchandise
- IP collabs and PR, etc.



## ▪ Worldwide Presence

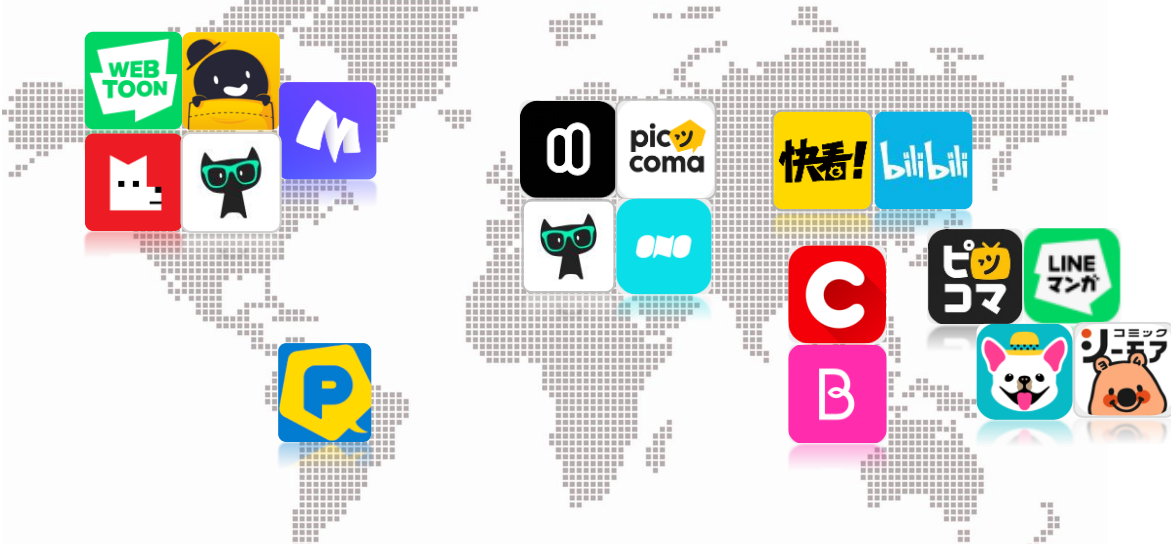
Partnering with platforms and publishers around the world in 12 languages:

- Korea, North America, Europe
- Japan, China, Southeast Asia
- Russia, Latin America...

...AND MORE!

# WEBTOON PRODUCTION

Haksan Publishing produces major IPs in the domestic market and aims to make its content shine even more in the digital age through online services, global distribution, and OSMU business.



More than **160** titles distributed in **12** languages around the world!

Romance



BL



Romance Fantasy



Action Fantasy



Drama and other genres



# ROMANCE WEBTOON



<Just for a Meowment>

- Modern Romance
- #Fantasy #RomCom
- #CatFL #LivingTogether
- #Completed
- Digitally published in 10 languages
- Animation adaptation WIP (with Bilibili, CN)



<The Red Sleeve>

- Romance
- #Historical #Drama
- #WebnovelAdaptation
- Digitally published in 7 languages
- Drama with the same name
- Currently in print (FR)



<My Failing Divorce>

- Romance Fantasy
- #Reincarnation #FirstLove
- #HealingStory
- #WebnovelAdaptation
- Digitally published in 8 languages



<The Duke of the North>

- Romance Fantasy
- #Reincarnation
- #Misunderstanding
- #SweetBickering
- #WebnovelAdaptation
- New major webtoon from Haksan!

# BL WEBTOON



## <Eternal Covenant>

- Fantasy BL
- #Medieval #Fate #LoveTriangle
  - From the author of <The Sweetest Man>
- Currently in print domestically
  - Signed for printing (FR, DE, TW, NA)



## <Scentless Trail>

- Omegaverse BL
- #Modern #Master&Servant #Completed
  - In two versions: 15+, 18+
  - Overseas BL best-seller
    - Digitally published in 7 languages



## <Robber x Lover>

- Modern BL
- #Campus #LivingTogether #RomCom #Completed
  - Strong Chinese fandom
    - Digitally published in 7 languages
  - Currently in print (FR)



## <Mr. Kang's Son-in-law>

- Soap opera BL
  - #Modern
- #ForbiddenLove #Comedy #LoveTriangle
  - In two versions: 15+, 18+
  - Digitally published in 7 languages
  - Signed for printing (TH)

# ACTION WEBTOON



<Return Survival>

- Action Fantasy
- #Zombies #Dystopia  
#Timeslip #Reincarnation  
#Completed
- Digitally published  
in 11 languages
- Currently in print (FR)
- Contracted for a drama  
adaptation (KR)



<Mookhyang: Dark Lady>

- Action Fantasy
- #MartialArts #AlternateWorld  
#Munchkin  
#NovelAdaptation
- Digitally published  
in 9 languages
- Mega hit with more than 3.5M  
volumes sold domestically



<Tale of the Floating Sages>

- Action Fantasy
- #MartialArts #Gods  
#Tigers  
#WebnovelAdaptation
- Digitally published  
in 10 languages

# WEBTOON IMPRINT

■ Our webtoons are not only being published on main digital platforms around the world but are also being released in a paper book format.

■ Haksan webtoons that are currently in print:

<The Lady's Butler > / Kadokawa / Japan

<The Red Sleeve> / Albin Michel / France

<Return Survival> / Delcourt / France

<King Eden> / YenPress / North America

<OUROBOROS> / Papertoons / Germany

<Magic Soup> / Amak Books / Vietnam

<The Sweetest Man> / Reve Books / Taiwan

<Longtime Red Mall> / Reve Books / Taiwan

<Robber X Lover> / K-World / France...

...and many more to come!

Examples of our webtoon imprints released overseas:





# WEB NOVEL BUSINESS

We plan, produce, and publish web novels of various genres, including romance, fantasy, and BL, and currently have a total of more than 50 works in our web novel lineup.

## Webnovel HITS from Haksan



<The Knights of Avalon>  
BL (15)



<All Your Skills Are Mine!>  
Action Fantasy



<The Purpose of Marriage>  
Romance (15/19)



<My Dear Dictator>  
BL (15/19)



<Tale of the Floating Sages>  
Martial Arts Fantasy



2024 NEW!



## Our Romance Fantasy web novels adapted into webtoons:



<My Warmonger Husband>



<My Failing Divorce>



<Becoming Best Friends With the Icy Male Lead>



<Let Me Die in Peace!>



<The Duke of the North>

# CHILDREN BOOKS

In addition to translating and publishing overseas best-sellers for children, Haksan is also a leader of the Korean children book publishing market with its specialized publishing brand, Chaeuri.

■ Numerous children books based on popular Korean IP:

- <Hello, Jadoo!>
- <Catch! Teenieping>
- <The Sound of Your Heart>
- <Bangul TV>, etc.

■ Haksan publishes children's books of all kinds, including the math, science, classic literature, coloring, action children's books and more, and mainly exports them to China and the Southeast Asian region.

- <Hello, Jadoo!> / SE-ED / Thailand
- <Hello, Jadoo!> / Yubogmunhwa / Taiwan
- <Hello, Jadoo!: Children's Book on Morality> / ADC / Vietnam
- <The Sound of Your Heart: Mysterious Science Life> / Ssangmi Saenghwal Munchang / Taiwan
- <Classic Literature Selected by SNU> / China 21st Century Publishing Company / China

...and more to come!

## Haksan children's books published overseas:



## New children's books from Haksan!



# OSMU, ETC.

- <Just for a Meowment>: animation adaptation with Bilibili (China) WIP, premiere scheduled for 2025
- <Return Survival>, <Vampire Chef>: signed for drama adaptation with a Korean studio
- GRATTE collaboration cafe & webtoon goods business promotion with Animate JP  
Dec 2024 - Jan 2025: <The Sweetest Man>, <Eternal Covenant> (exact dates tbc)
- BL Cafe collaboration with TOONIQUE (KR)  
Jan 2024: <The Sweetest Man>, <Eternal Covenant> / Dec 2024: <Robber X Lover>, <Merry Marbling> (tbc)

## BL Cafe collaboration with TOONIQUE Jan 3d, 2024, Seoul



# THANK YOU



## Contact Info

- Overseas Business Team  
[overseasbiz@haksanpub.co.kr](mailto:overseasbiz@haksanpub.co.kr)

HyunJung Kwon (Team Leader) | [hjkwon@haksanpub.co.kr](mailto:hjkwon@haksanpub.co.kr)

HyeJin Moon (English) | [moon@haksanpub.co.kr](mailto:moon@haksanpub.co.kr)

Yuliana Son (English, Russian) | [yulison@haksanpub.co.kr](mailto:yulison@haksanpub.co.kr)

YoonSung Kang (Chinese) | [yoonsung@haksanpub.co.kr](mailto:yoonsung@haksanpub.co.kr)

HoeWon Kim (Japanese) | [hw.kim@haksanpub.co.kr](mailto:hw.kim@haksanpub.co.kr)

Digital Catalog

