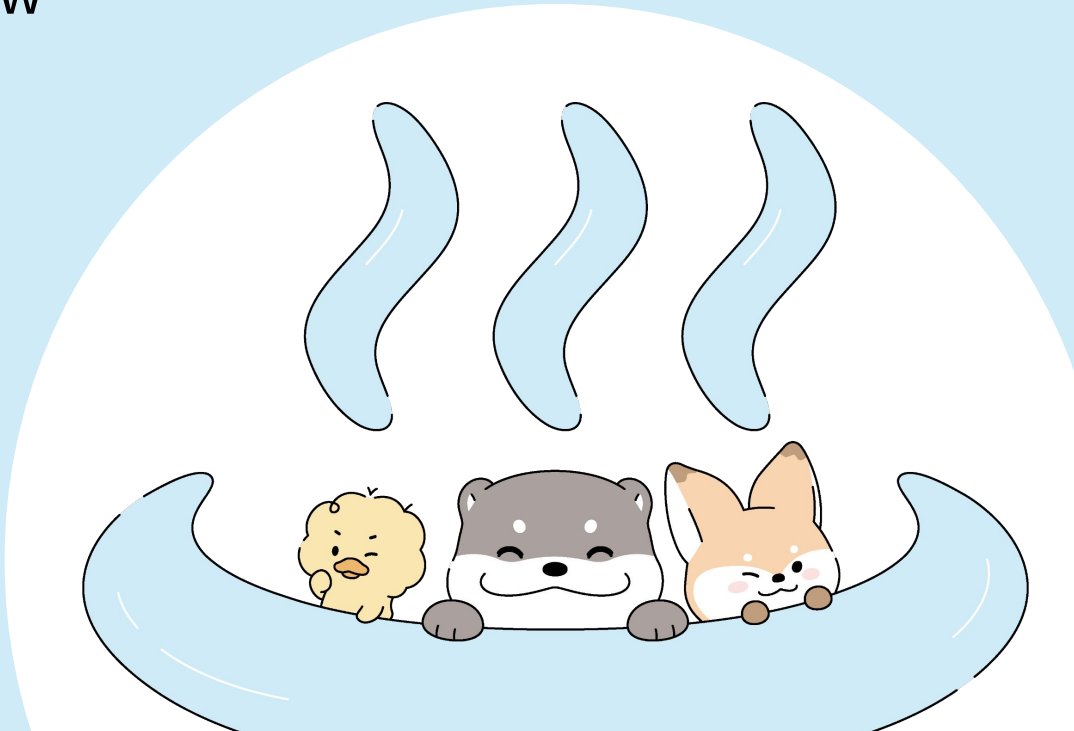
THREE FOUR!

SPEXTRUM®

Brand & Business Overview

From Webtoon to Global IP Ecosystem




호호탕

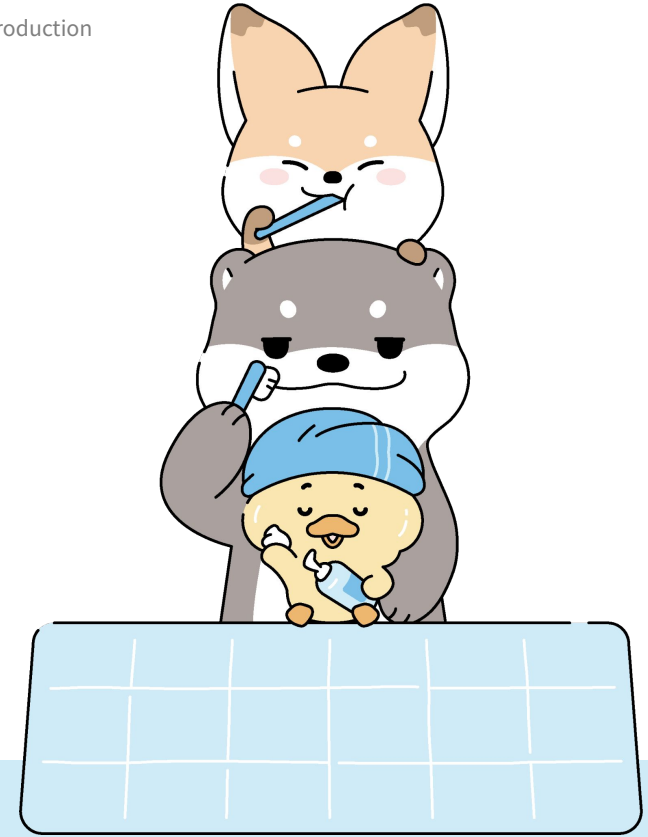
CONTENTS

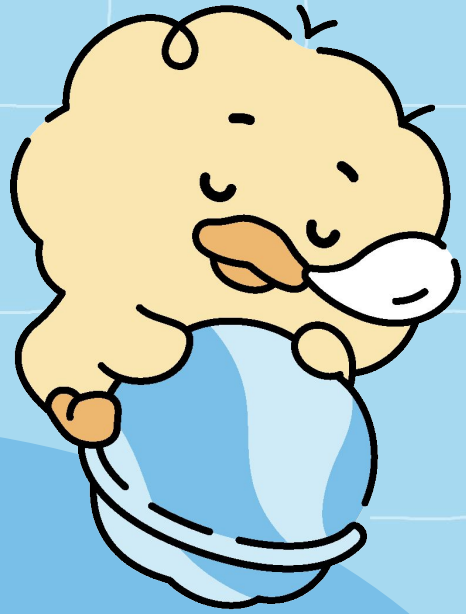
I **BRAND**
- THREEFOUR World and Characters' Introduction
- Brand Introduction
- Ongoing Presence

II **BUSINESS**
- Publishing
- Collaborations
- Digital Goods
- Animation, Game
- Content
- Merchandise
- Pop-Ups

III **TARGET**
- Children
- Adults

IV **ROADMAP**
- Direction & Possible Collaborations





01.

BRAND

Welcome to Hohotang!

▼ THREEFOUR World

▼ Characters Introduction

▼ Brand Introduction

▼ Key Strengths & Market Positioning

▼ Ongoing Presence

Ⅰ. THREEFOUR World



SPEXTRUM Original IP Character

THREE FOUR

A heartwarming tale centered around the small bathhouse Hohotang, run by the cranky baby duckling ‘Three’, the carefree otter ‘Four’, and the passionate part-timer ‘Sei’, where various animal friends gather to create moments filled with simple, cozy joy.

#rest #together #soothing #laugh #mood refresher
#gentle comfort #K-bathhouse #heartwarming

Ⅰ. THREEFOUR World ▶ Hohotang, our bathhouse

Amidst the dense skyscraper jungle of the big city,
one can find **Hohotang**, a small bathhouse where time seems frozen.

A baby duck named “**Three**,” who was all alone,
meets a otter named “**Four**” living at Hohotang,
somehow ends up becoming the novice owner of the bathhouse
and then...

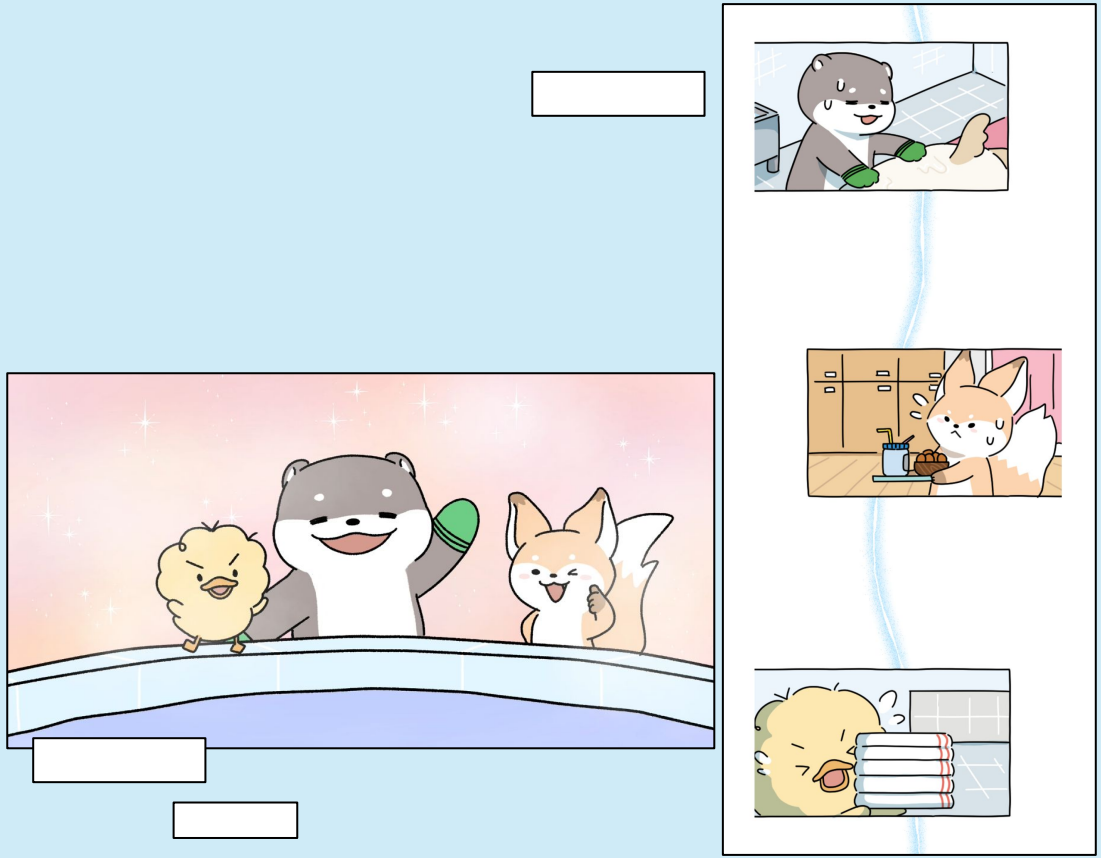


Ⅰ. THREEFOUR World ▶ Hohotang, our bathhouse

…with the growing number of customers and the mounting workload, Three and Four find it increasingly difficult to run the bathhouse just the two of them.

So, they decide to hire a part-timer named “**Sei**!”

And now, the three friends' chaotic, hilarious, and heartwarming journey of running the bathhouse begins.



II . Characters' Introduction ▶ Main characters

FOUR

Always with half-closed eyes and a relaxed smile,
living life with the mantra "It's alright~",
Four is a carefree otter who lives by positive affirmations

Hohotang's problem-solving jack-of-all-trades &
body scrub specialist who loves knitting



THREE

A cheeky, sometimes too serious but
always adorable baby duck
with stubbornly unruly curly hair

Three loves banana milk and has a
knack for inventing bath bombs

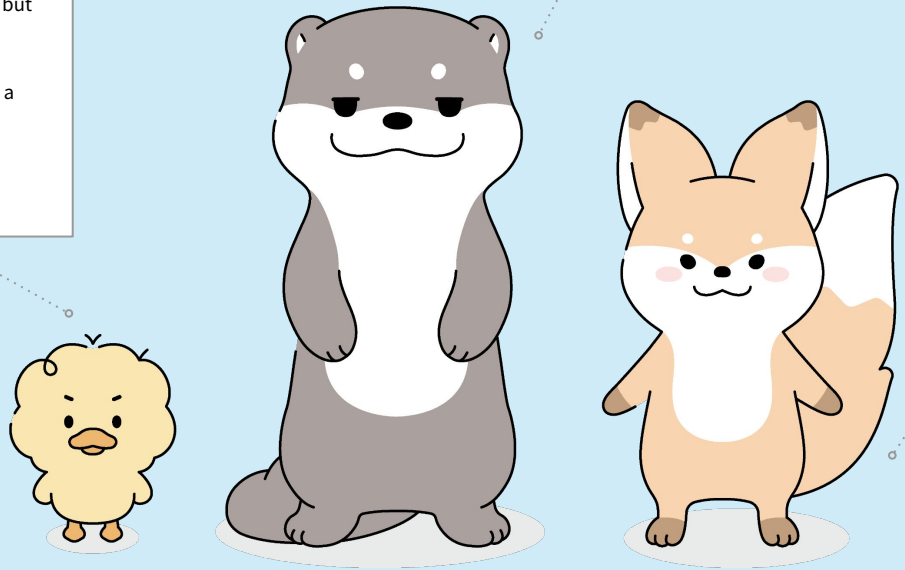


SEI

Clean up when it's time to clean,
tidy up when it's time to tidy!
Sei is the passionate fox responsible
for Hohotang's cleanliness

The dedicated part-timer who's all in
for singing and dancing





II . Characters' Introduction ▶ Secondary Characters

#Community #Neighbours #Friends #Family #RegularCustomers



II . Characters' Introduction ▶ Secondary Characters

#Community #Neighbours #Friends #Family #RegularCustomers



Stationery Shop / Squirrel

A cozy little shop filled with small but precious things.
The squirrel owner gets a bit obsessed whenever something's labeled "limited edition," and that competitive streak can sometimes go too far. Still, the owner always tries hard to offer customers something special and meaningful.



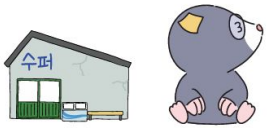
Photo Studio / Sloth

"It's okay to be slow. The important thing is not to stop."
The sloth owner of Three&Four Town's old photo studio moves slowly and steadily, but it's exactly this pace that helps capture every precious moment without missing a thing.



Laundry Shop / Polar Bear

Quietly working in a cozy little laundry shop, the polar bear is Three&Four Town's hidden warmth.
With a big, intimidating figure, the bear seems hard to approach at first but beneath that appearance is a shy personality and surprisingly delicate sewing skills.



Corner Store / Mole

Known by another title: the "Master of Storage."
Forgetful, clumsy, and unable to see clearly, the mole makes plenty of mistakes but the cheerful energy makes this cute and funny corner-store owner impossible not to love.



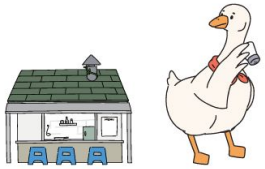
Pharmacy / Red Panda

The trusted pharmacist of Three&Four Town and caretaker of the Lesser Farm.
With years of experience and calm expertise, the red panda is someone even Three looks up to and admires.



Hardware Shop / Beaver

With bright eyes and boundless energy, the beaver runs the hardware shop with endless enthusiasm.
In Three&Four Town, if something's broken, the beaver is already thinking of how to fix it.



Snack Shop / Goose

A small snack shop sits just beside Hoho Bathhouse, quietly run with care and intention.
Every ingredient is chosen with thought, reflecting a true love for food.
From time to time, new dishes are offered to Three for an honest taste check.



Sei's Granny

The one Sei loves most in the world.
Now part of the Three and Four family, the grandmother stays quietly close, offering steady support and gentle encouragement.



Barber / Goat

The only one in the calm bathhouse who still holds on to a little edge.
There are whispers about a shadowy past, but those days seem long gone.
Now, drawn to the quiet warmth of Hoho Bathhouse, the goat has become its resident barber.



Exam Student / Hamster

Once a regular who came to Hoho Bathhouse to ease the stress of exam prep.
Back then, the hamster was one of the most exhausted guests.
Now, quietly and gently, this little helper brings comfort to others who need it most.

II . Characters' Introduction ▶ THREEFOUR Town

#Community #Neighbours #Friends #Family #RegularCustomers



III. Brand Introduction ▶ Story Development

2024 2025 2026 2027 2028

October 2026:
reached more than 130 episodes

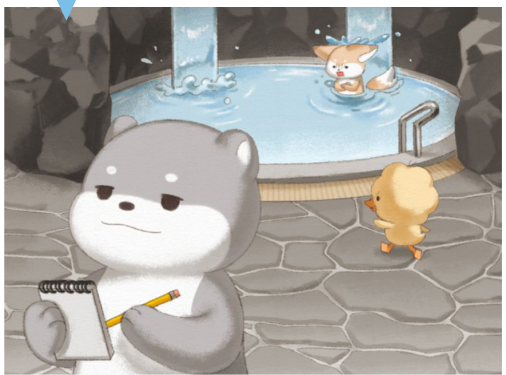
SEASON 1 (80 episodes)
The First Chapter | Completed



SEASON 2 (57 episodes) ~ SEASON 3 (40 episodes)
Community & Growth | Ongoing



SEASON 4 (80 episodes)
World Saunas Tour | Launching in 2027



III. Brand Introduction

SPEXTRUM EXPERTISE

Design, **Storytelling**, Global Distribution

+

IP CHARACTER DEVELOPMENT

to express and foster **emotional connection** and everyday **warmth**.

×

MESSAGE

✖ no need to be the **first** or **second**

✖ no need to be **perfect**

✓ happiness beyond **comparison**

✓ Korean “Jeong”(情): **Warmth and Connection**

=

THREE FOUR!



You don’t have to be **first** or **second**
You can still shine when you are at number **THREE** and **FOUR**

→ A heartwarming lesson for the children, and a warm reminder of genuine kindness for adults!

III. Brand Introduction ▶ Key Strengths



“Gentle and Warm Comfort”

It is ok to be slower, different or stumble sometimes.
Imperfect, resilient characters who encourage us.



“Multi-dimensional relationships”

Regular bathhouse patrons and warm-hearted neighbours expand episodes and heighten immersion.



“Everyday Emotional Connection”

Family memories, everyday struggles of office workers...Stories people see themselves in
→ High engagement → Loyal, long-lasting fans

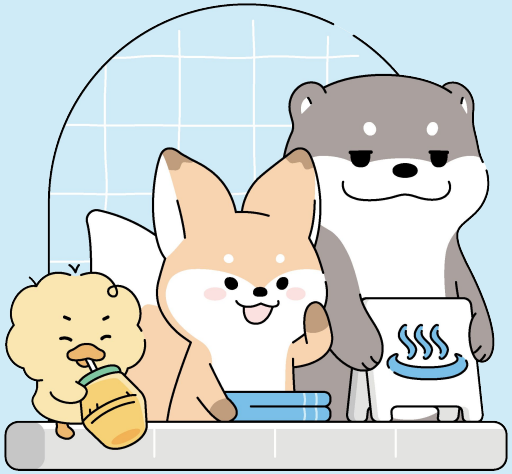


“Lessons learned through laughter”

A lifestyle-education narrative balancing humor, emotion, and gentle lessons.

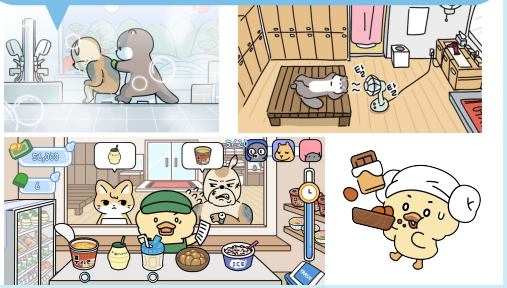


III. Brand Introduction ▶ Market Positioning



“K-Bathhouse Cultural Experience”

Unique Korean bathhouse setting where people wash, rest, eat, and receive comfort: pop-ups and game development potential using Korean cultural emotions.



“Soothing Webtoon”

Amidst provocative themes and fast-paced content, a soothing escape, tenderly unfolding the simple, lighthearted everyday moments that define THREEFOUR’s unique style.



“Educational Medium”

Likeable characters achieve educational function through their empathy and consideration in everyday life.



“Everyday Essentials”

Practicality + emotional appeal combined, expandable into body care/spa brands and other sustainable lifestyle enhancement tools



THREE FOUR!

IV. Ongoing Presence

N
NAVER Webtoon

■**SEASON 1**：80 Episodes (completed)

■**SEASON 2**：57 Episodes (completed)
■**SEASON 3**：40 episodes planned
*to start in 2027

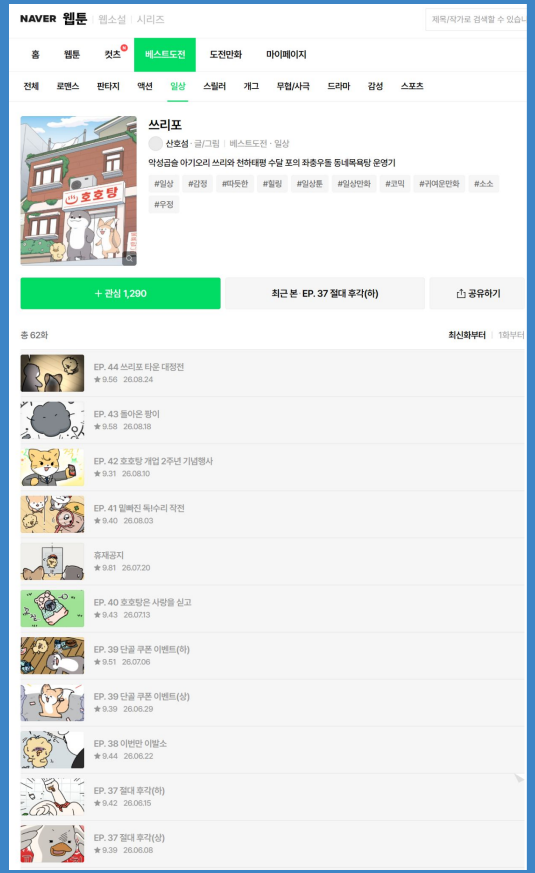
■**SEASON 4**：80 episodes planned
*to start in 2028

■**HIGH LOYALTY**：more than 160K views
average of ★9.7 per eps.

■**MINITOON**：Special “1 page” comic

■**TRANSLATIONS**：English version of the webtoon available on UK platform COMIXIT & Indonesian platform IYAGI

NAVER Best Challenge Webtoon



Minitoon





English Webtoon



THREE FOUR!

IV. Ongoing Presence

Instagram

■**SINCE**：January 2024

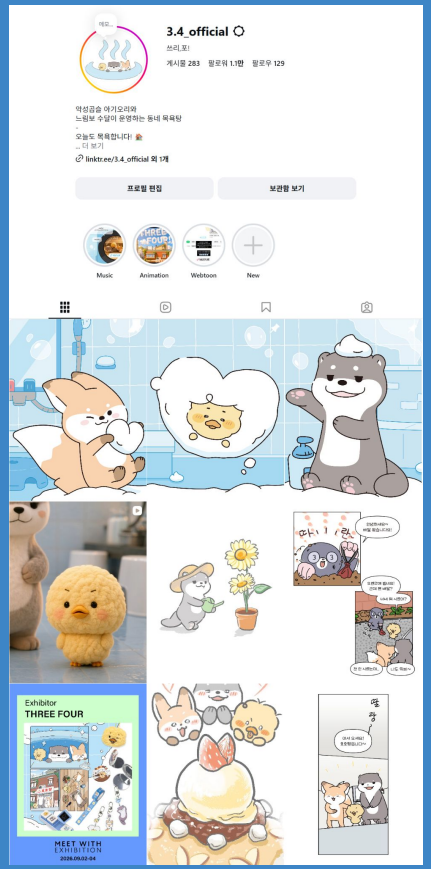
■**FOLLOWERS**：more than 11.2K followers gained in 2 years organically

■**HIGH ENGAGEMENT**：consistently high 1:1 post interactions

■**HIGH VIEWS**：6M views since creation

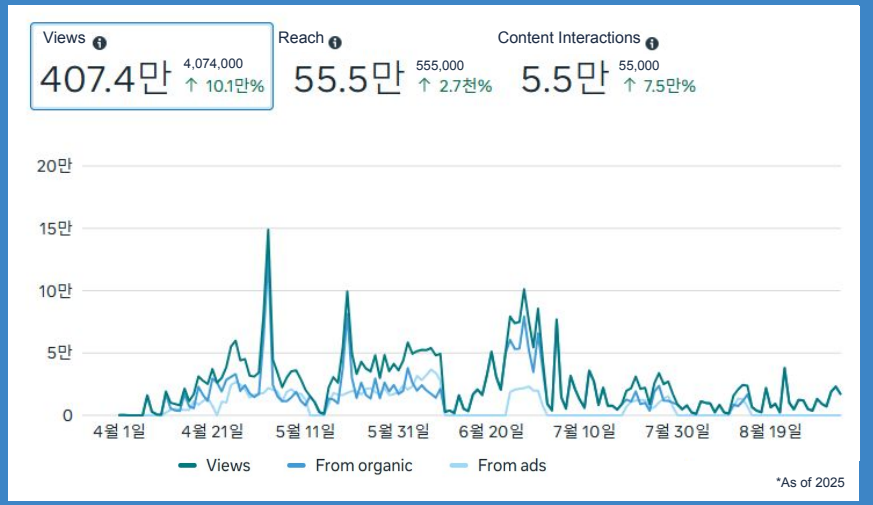
■**WIDE AUDIENCE**：60% w, 40% m highest age ranges 18~54

Official THREEFOUR Account (Korean)



High Views & High Organic Engagement





THREE FOUR!

IV. Ongoing Presence

International Licensing fairs

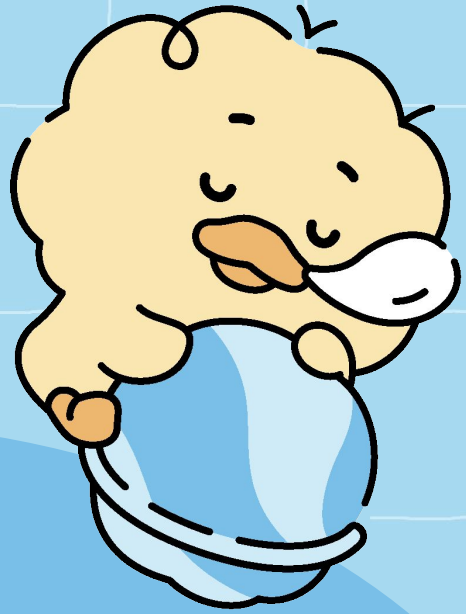
■**IN KOREA**：3 since 2025

■**INTERNATIONAL**：17 since 2024
Germany, Hong Kong, Toronto, Turkey, Jakarata, Chengdu, Spain, London, Shanghai, Bangkok, Vietnam, Dubai, Shenzen Las Vegas, Taipei

■**HIGH INTEREST**：meetings fully booked at the fairs

International and Korean Licensing & Characters Expos





02.

BUSINESS

On/Offline Endeavours

- ▼ Publishing
- ▼ Collaborations
- ▼ Digital Goods
- ▼ Animation
- ▼ Merchandise
- ▼ Character Pop-Ups

Ⅰ. Publishing

#KoreanOnly #Published

6 MINI COMIC BOOKS



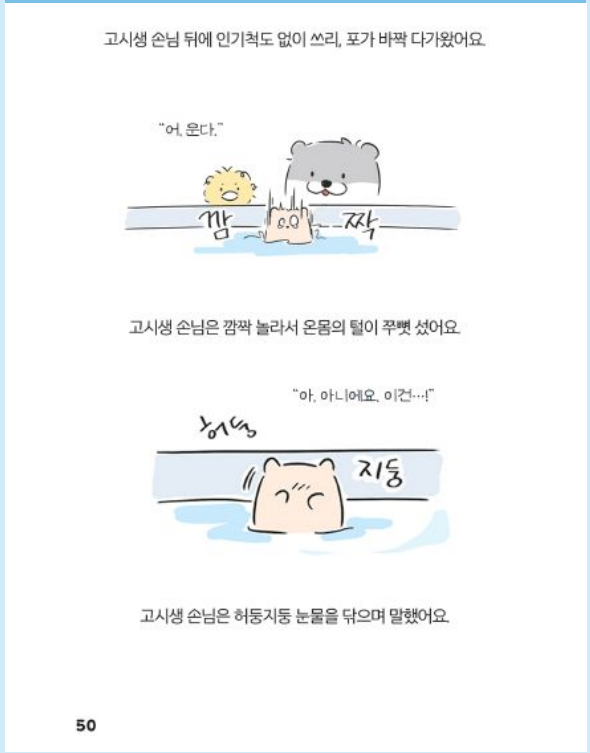
#Korean #English #Published

PICTURE BOOK



#Maribooks #KoreanOnly #ComingSoon

ESSAY (Expected before Dec. 2026)



II . Collaborations

#Educational-comic-book #8to13years-old #Idols&THREEFOUR

MELLOW TV: publishing and sale of educational comic



★Ranked in the Top 3 children's books at major domestic bookstores



#Themed-cafe #Special-menus #Photo-spots #K-bathhouse

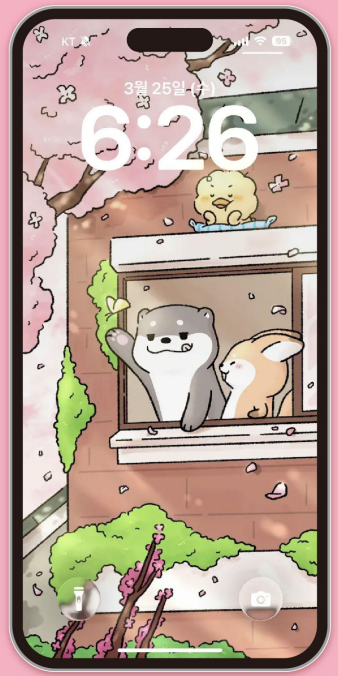
BATH CAFE' COLLABORATIONS (TBD)



III. Digital Goods

#FreeDownload

WALLPAPERS



#ForSale

COLORING BOOK



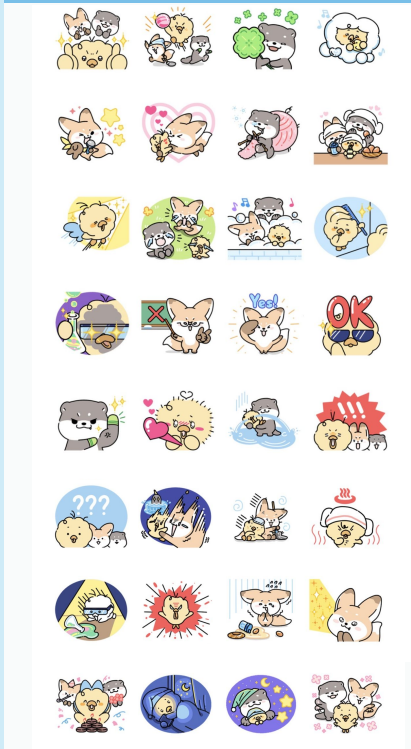
#ForSale #NaverOGQmarket

STICKERS



#ForSale #LINE

STICKERS



III. Digital Goods

#ForSale #ThaiBankSBC

APP THEMES



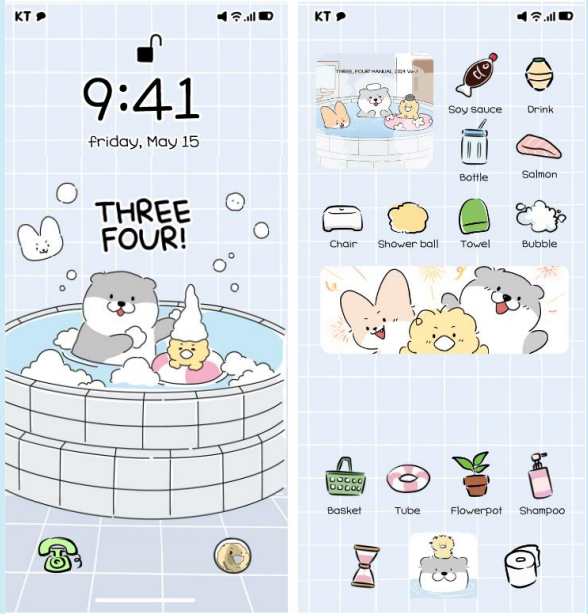
#Season2MinitoonStyle

IPHONE THEMES



#Season1Style

IPHONE THEMESE

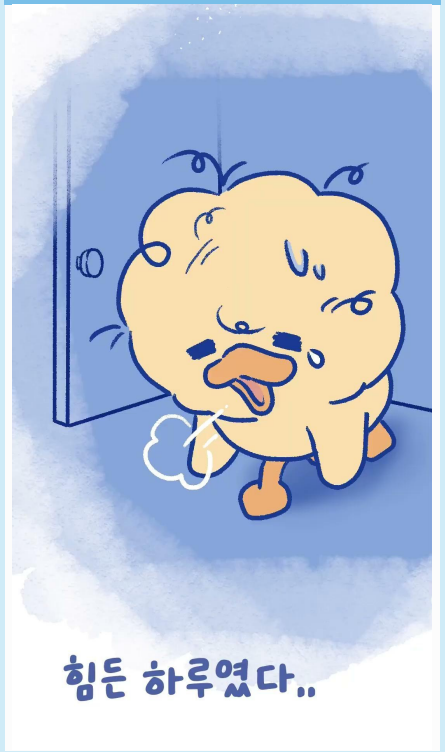


IV. Animation ▶ 2D

#Funny #Cute #Refreshing #Soothing

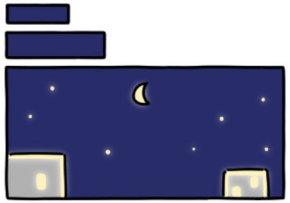
#Laughter #Empathy #Togetherness #Diversity #Comforting

Short Form Animation (for Social Media)

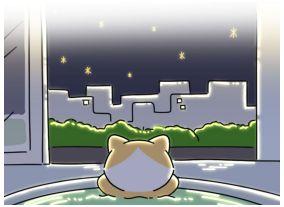


Long Form Animation (for TV, Streaming Services, and Youtube) (TBD)

1) Emotionally Healing Content









2) Educational Content



IV. Animation ▶ 3D

#Funny #Cute #Soft

Short Form Animation (for Social Media)



#Original-content #New-character-visuals

Long Form Animation (for TV, Streaming Services, and Youtube) (TBD)



IV. Animation ▶ Game

#Fun #K-bathhouse-management

Management Style (Bathhouse Management, Food Services, etc) (TBD)

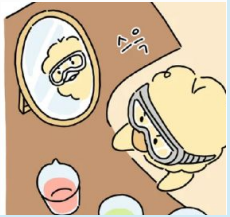
For older audiences, with monetization mechanic







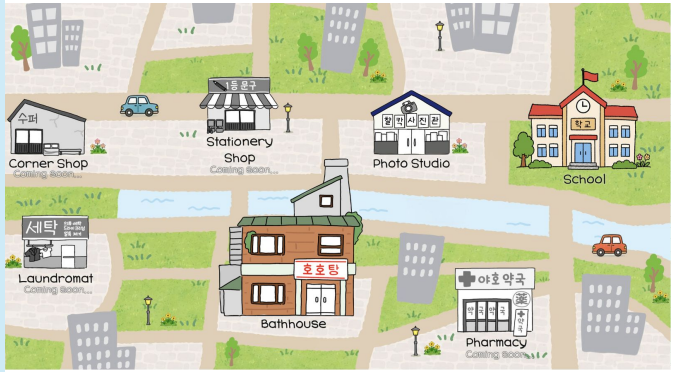


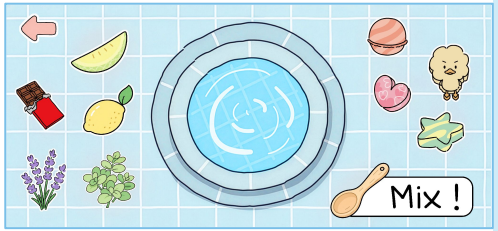


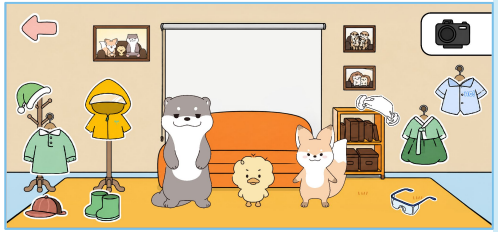
#Educational #Entertaining

Educational (Memory, Colors, Numbers, etc) (TBD)

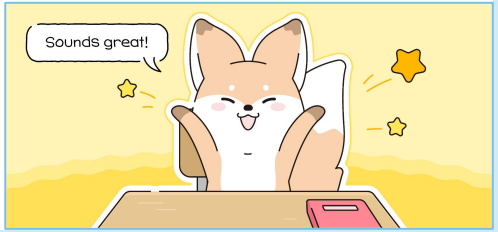
For younger audiences, with levels based on storytelling











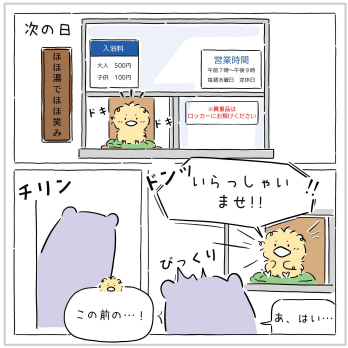
Ⅴ. Content

#Medibang #ComingSoon

Social Media Content targeted to Japanese Market









#Educational #Calming #BedTimeRoutine #Coloring-while-listening

Bedtime Audio Story (designed for the Coloring Book)







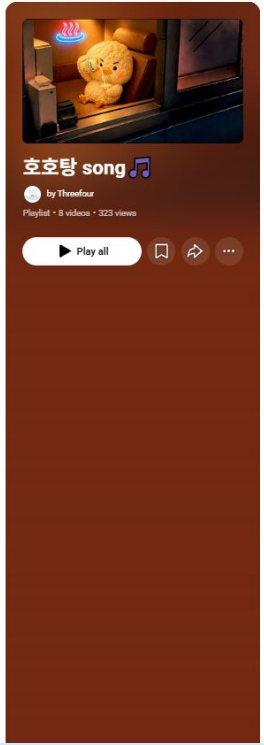
V . Content ▶ Music

#Jazz #Calming #BedTimeRoutine #Relaxing #EmotionalHealing #BackgroundMusic

Youtube Playlists, ASMR Videos









⛓ PLAYLIST | 🛁바나나우유도 잔에 따르면 재즈 | Swing Jazz
Threefour



마음이 편해지는 호호탕 ASMR
Threefour



보글보글 (The Cozy Bath Song)
Threefour



새벽 호호탕 (The Midnight Bathhouse Song)
Threefour



왜 거품은 둥글까(The Little Curiosity Song)
Threefour



오늘도 괜찮았어(The Sleepy Water song)
Threefour



⛓ PLAYLIST | 🧸수건 한 장에도 취향이 있지 | Playful Jazz
Threefour



⛓ PLAYLIST | 🧸오늘은 조금 늦게 열어요 | Morning Music
Threefour





호호탕





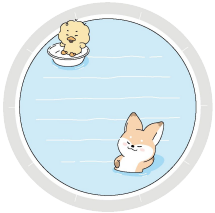

V . Merchandise

#keyring #planner #post-it #case #stickers #stamps #t-shirt #plushie #mirror #maskingtape #earphonecase #cardcase #mousepad

Practical, Everyday Products: Lifestyle & Stationery





























V . Merchandise

#memo #diary #tabletpouch #keycapkeyring #popsocket #stickers #memoblock #postcards #coasters

Practical, Everyday Products: Lifestyle & Stationery



VI. Character Pop-Ups

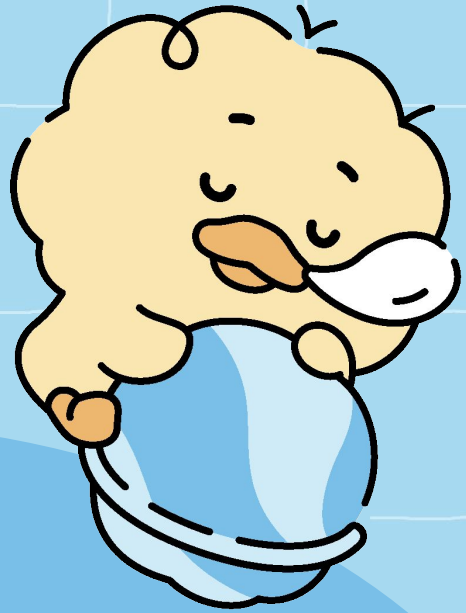
#ThemedEvent #SpecialEdition #Photo-spots #K-bathhouse #B2B #B2C

K-bathhouse Experience & Bathtime Products Pop-Ups









03.

TARGET AUDIENCES

THREEFOUR for everyone!

▼ Children

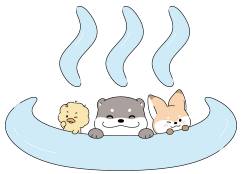
▼ Adults

A story for everyone:

Universal Themes
relationships, comfort,
and emotional connection

External Connection
& Emotional Healing
Reaches the heart both children and adults

Lifecycle IP
Grows with the audience over time



For children:

3~7 years old and their parents

- Supports **social-emotional learning** (SEL) through relatable, **non-instructional storytelling**
- Helps children develop **empathy**, **respect**, and **communication** skills naturally
- Addresses growing concerns around reduced face-to-face interaction in the digital age
- Functions as a companion-like character, encouraging **learning through experience** rather than instruction
- Strong potential in the **global education marke**t, from Asia to North America

For adults:

18~54 years old adults

- Responds to **burnout**, **isolation**, and **emotional fatigue** in modern urban life
- Acts as a tool for **self-care** and **emotional reflection**, beyond decorative character goods
- Provides moments of **rest** and **mental reset** through storytelling and products
- Integrates into **daily wellness routines** (sleep, journaling, relaxation)
- Expands into the **wellness** and **lifestyle market**, enabling long-term engagement

Step 1

Webtoon launch

Instagram account launch

Step 2

Growth of fanbase & following

Participation to Korean & international character exhibitions

Collaboration with Korean & international brands

THREE FOUR!

Step 3

International Merch Distribution & Publishing

Animation & Content

Pop-up Stores & Collaboration Cafés

Interactive Events & Character Theme Parks

Together, we have the opportunity to shape a new kind of character IP, one that brings **warmth**, **connection**, and lasting **value** to everyday life.
We invite you to be part of this journey and to build meaningful success together.

SPEXTRUM®

THANK YOU

