

55th anniversary

**ACADEMY PLASTIC MODEL CO., LTD.**  
**Company Introduction**

*Since 1969*



**ACADEMY**  
ACADEMY PLASTIC MODEL CO., LTD.

# CONTENTS

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Company Profile

2

Distribution Network

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Localization & Promotion

# COMPANY PROFILE

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## ■ Headquarters & factory complex in Korea



Headquarters  
Mold Factory  
Injection • Assembly Plant  
Logistics Warehouse

# COMPANY PROFILE

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## ■ Academy H building in Korea



Seoul Office,  
Studio, Gallery

---

ACADEMY H  
51, World Cup-ro, Mapo-gu, Seoul, Korea

# COMPANY PROFILE

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## ■ Sales branch in Germany & Factories in Philippines



<2<sup>nd</sup> Factory in Philippines>



<3<sup>rd</sup> Factory in Philippines >

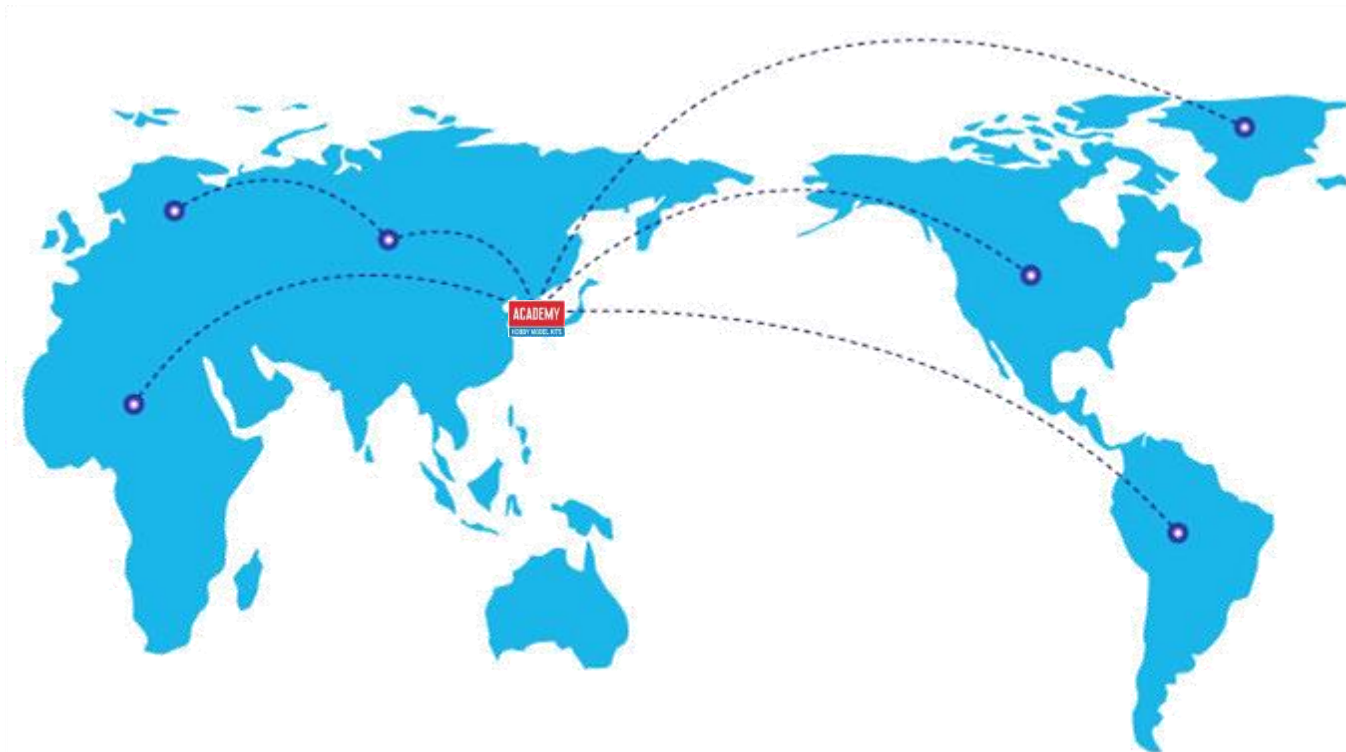


<German Office>

# Distribution Network

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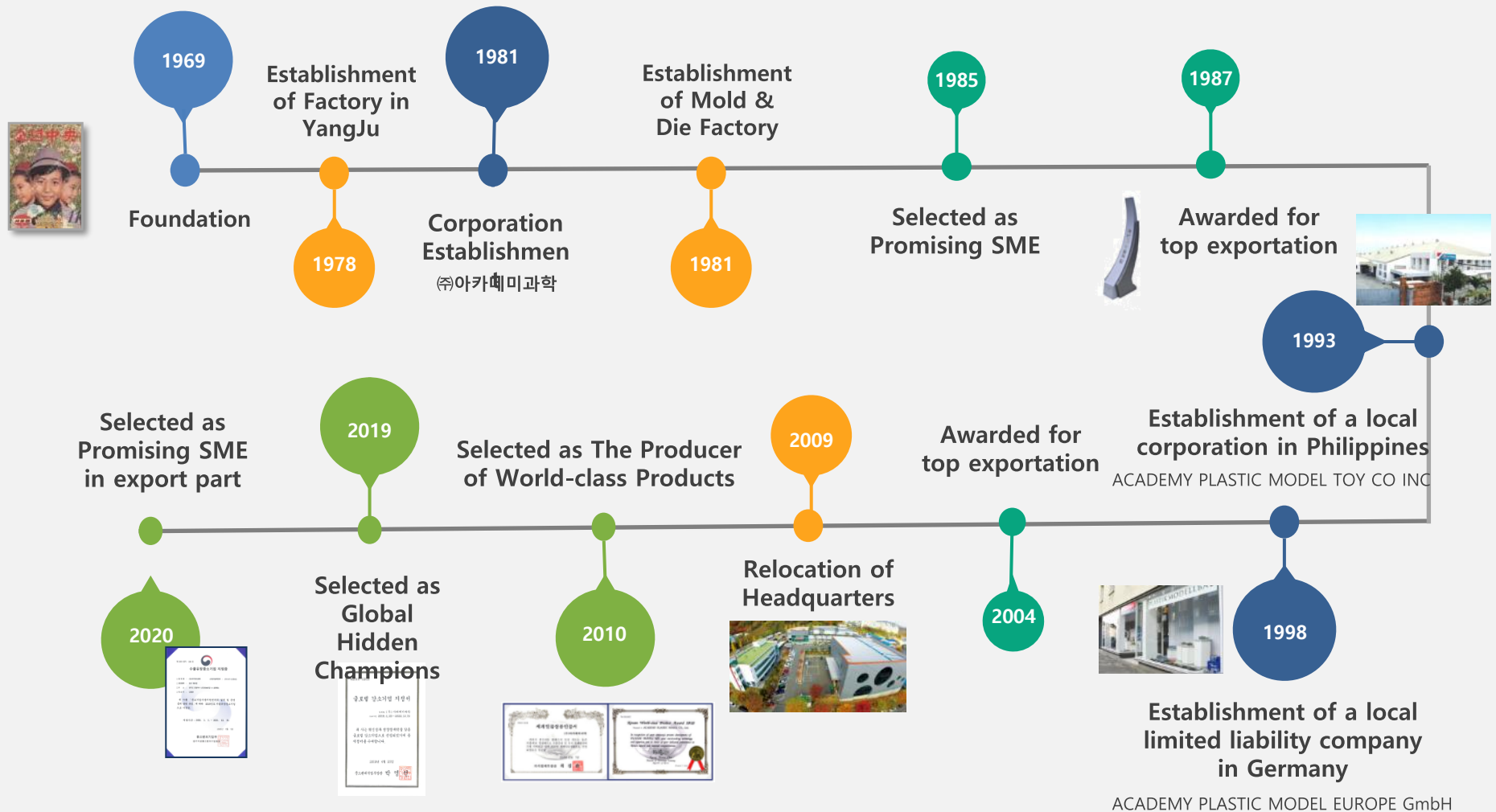
## ■ Exporting Country



England, the United States, France, Germany, Hong Kong, Canada, Czech Republic, Australia, Taiwan, Russia, Japan, Italy, Slovakia, New Zealand, Indonesia, Hong Kong, Brazil, Peru, Malaysia, Chile, South African Republic, Philippines, Thailand, Singapore, Lebanon, Colombia, Argentina, Austria, Belgium, Vietnam

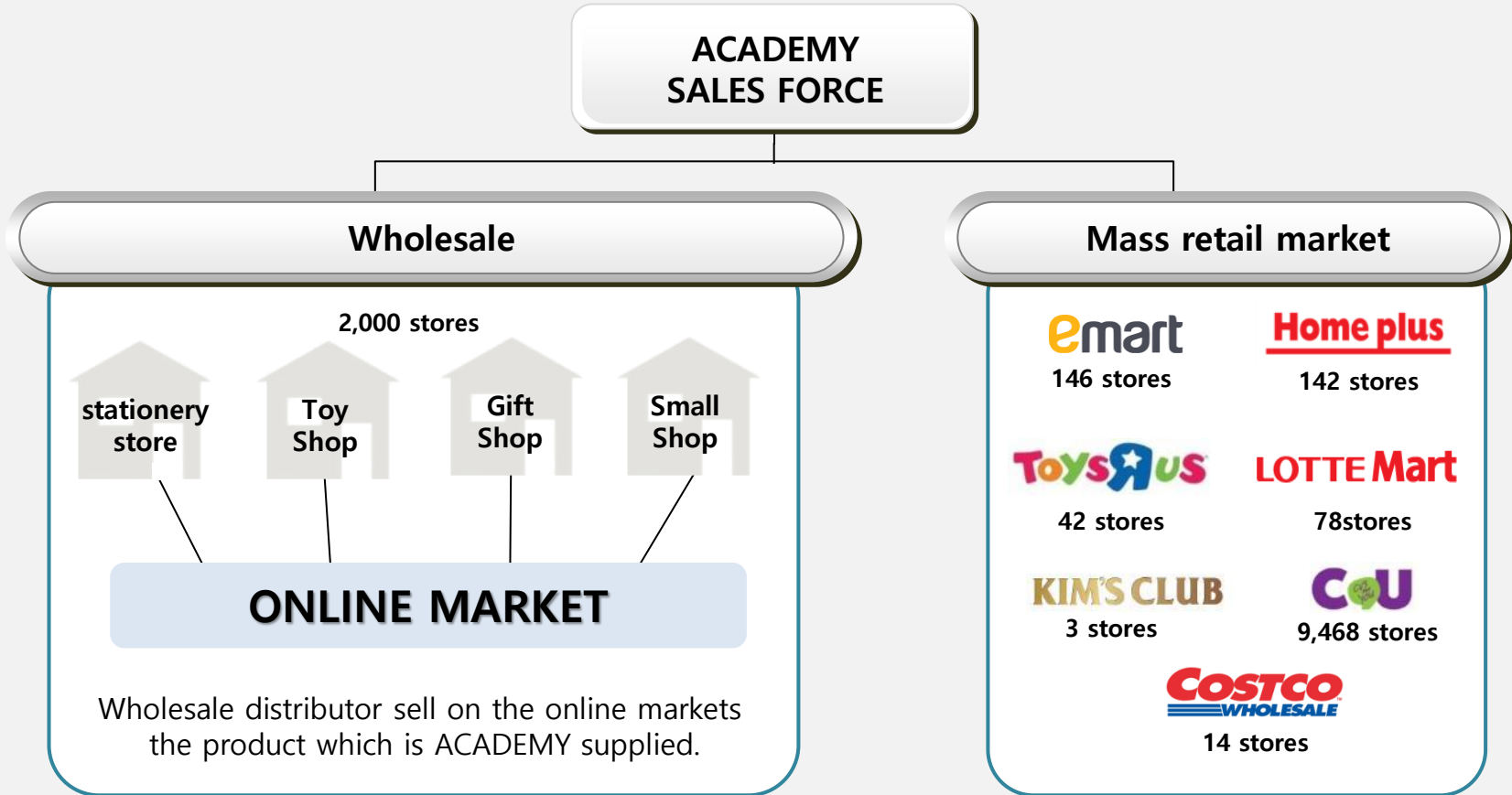
# History of Academy

Since 1969



# Distribution Network

## ■ Nationwide Distributor Network



*Distribution network covers more than **2,000 retailer's stores** nationally.*  
*Transact directly with **More than 420 mass retail stores.***



# Distribution Network

## ■ ACADEMY Distributor



<ONLINE OPEN MARKET>



# Distribution Network

## ■ Mass retail market



# Distribution Network

## ■ Mass retail market



# Distribution Network

## ■ Mass retail market



# Distribution Network

## ■ Mass retail market



# PRODUCT LINE

## Manufacture

- 1 Plastic Model Kit
- 2 Kidults
- 3 Airsoft Gun
- 4 Educational Kit
- 5 Character Toys
- 6 Others

## Distribution

- Spin Master 1
- Silverlit 2
- Bandai 3
- Takara Tomy 4
- Moose 5
- Board Games 6
- TCG/Other 7

# PRODUCT LINE

# Manufacture

## ■ Plastic Model Kit



# PRODUCT LINE

# Manufacture

## Plastic Model Kit

Academy Plastic Model kit's sub-brand 'Moon Bang Goo' for Retro mania consumers.



© Hyundai Motors



© Tatsunoko production



# PRODUCT LINE

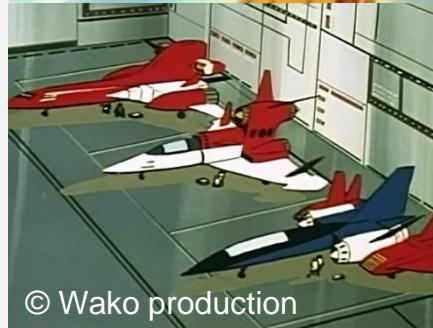
# Manufacture

## ■ Plastic Model Kit

Academy Plastic Model kit's sub-brand 'Moon Bang Goo' for Retro mania consumers.



New !! (2024)



# PRODUCT LINE

# Manufacture

## ■ Airsoft Gun



# PRODUCT LINE

# Manufacture

## ■ Educational Kit



<ROBOT SCIENCE>



<ENERGY/ ELECTRONIC SCIENCE>



<DA VINCI MACHINES>



<AEROSPACE SCIENCE>



<KOREAN CULTURAL HERITAGE>

# PRODUCT LINE

# Manufacture

## Character Toys

아머드 사우루스



Korea's live action TV drama 'Armored Saurus'. Main toy partner.

# PRODUCT LINE

# Manufacture

## ■ Character Toys

# POKÉMON



Amusement attraction Vol.1  
"Pikachu roller coaster"

All Pokemon manufacture toys designed by Academy in Korea

# PRODUCT LINE

# Manufacture

## Character Toys

2024 New

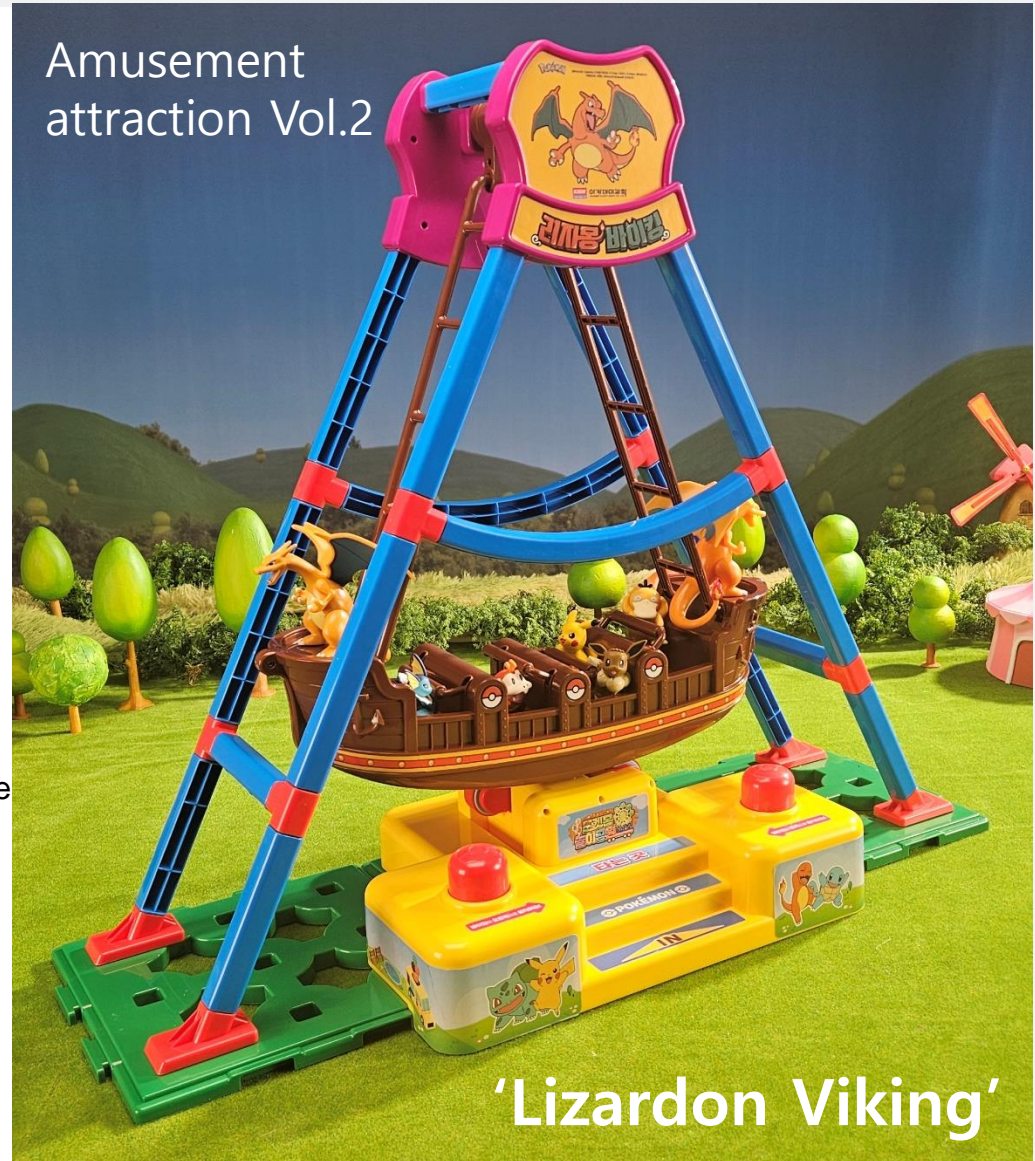
# POKÉMON



2023 New  
RC Pikachu



2023 New  
Pokemon gacha machine



'Lizardon Viking'

# PRODUCT LINE

# Manufacture

## Character Toys



# PRODUCT LINE

# Manufacture

## Character Toys





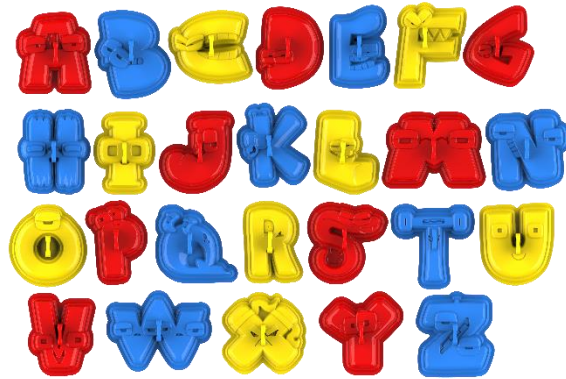
# PRODUCT LINE

# Manufacture

## ■ Character Toys



ALPHABET LORE



# PRODUCT LINE

# Manufacture

■ Character Toys

# MOOMIN

C O L L E C T I O N



Moomin figure series.  
Finland character

# PRODUCT LINE

# Manufacture

## ■ Character Toys

### T-Buster series / X-Buster

Korean TV Animation



Plastic model kit of T-buster

## ■ Character Toys

### CANIMALS



**CANIMALS Toy Series**

Korean Animation



**Board game 'GON'**

Korean Animation

# PRODUCT LINE

# Manufacture

New !! (Mar 2024)

## Character Toys



### Solo Leveling

Korean webtoon character  
Japanese Animation

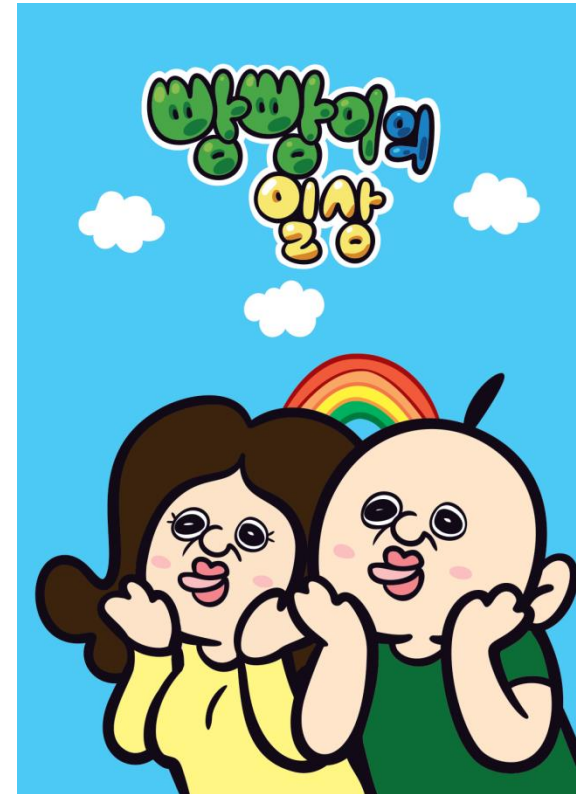


## ■ Character Toys



### Infinite Stairs

Korean mobile game character



### B2ANG

Korean YouTube character

## Others



BASEBALL KR  
Baseball Game



ELECTRONIC TARGET  
AGF Electronic Target



Pokemon  
Multi carrying case  
Pokemon card case

# PRODUCT LINE

# Manufacture

# OEM

■ OEM



카카오 라이언  
OEM plastic model



로봇 태권브이  
OEM plastic model





# PRODUCT LINE

# Manufacture

# OEM

## ■ OEM

# JYP

**ENTERTAINMENT**  
LEADER IN ENTERTAINMENT

트와이스 러블리  
OEM plastic model



# 검은사막

# PEARLABYSS

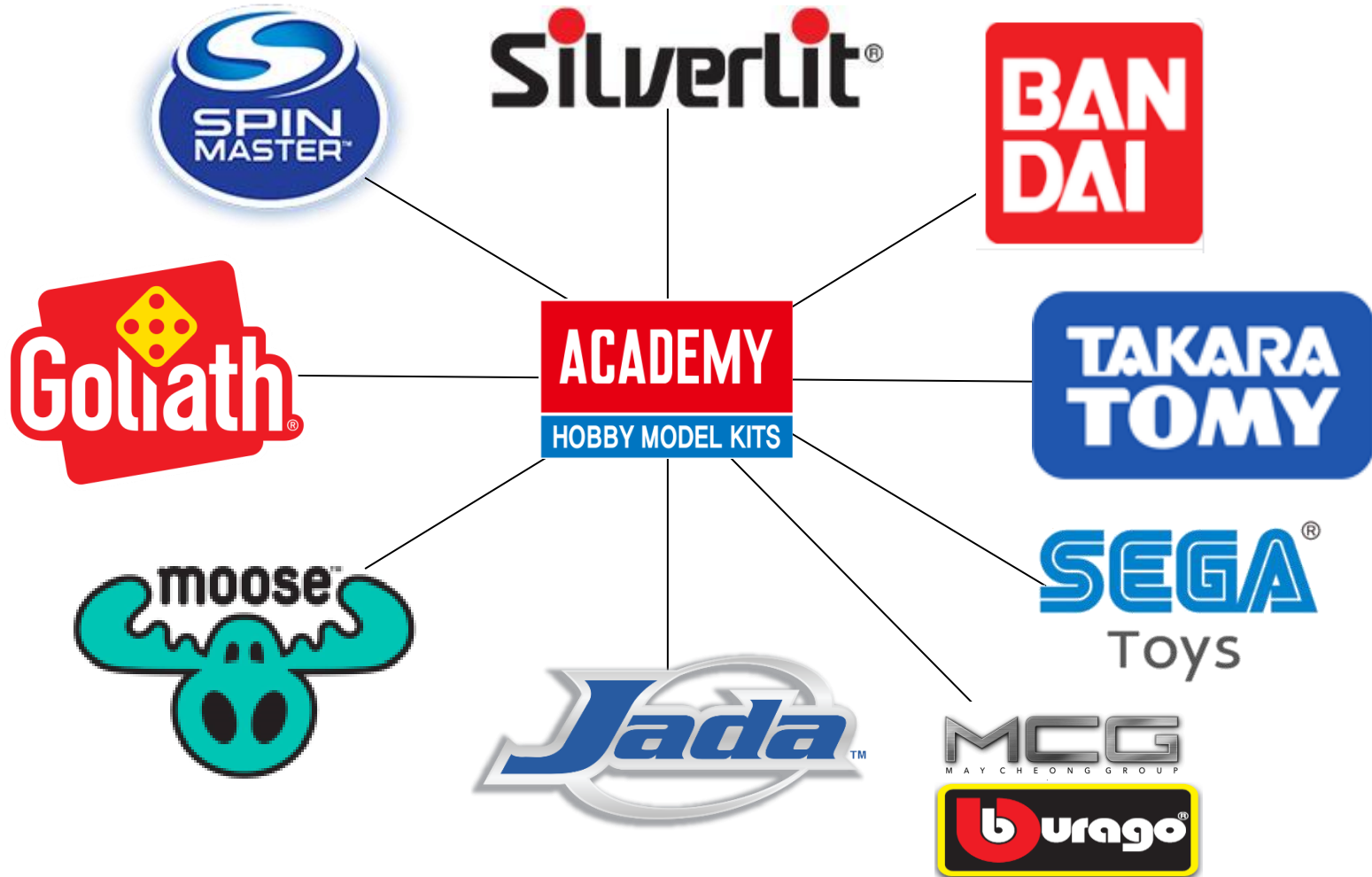
검은사막 흑정령  
OEM plastic model



# PRODUCT LINE

# Distribution

## BRANDS



# PRODUCT LINE

# Distribution

Over 15 years !



League of Legends



DC-BATMAN



KINETIC SAND  
Sand play



TECH DECK  
Finger Board

## • R/C Products



**X-TWIN**  
엑스-투윈



**Axail  
KNIGHT**  
익자일 나이트

## • Toys



## • ELECTRONIC FIGURE



**주라기팟  
인오션**



# PRODUCT LINE

# Distribution

Over 20 years !



Bandai gundam and plastic model kit distribution by Academy Cause, Academy is best plastic model kit company in Korea

# PRODUCT LINE

# Distribution

Over 20 years !



# POKÉMON



포켓몬  
퀘스트



# PRODUCT LINE

# Distribution



POWERCATCHWANDA  
Animation Character Toy



Jurassic World of ANIA  
Movie character Toy



Miracle tunes  
(Live action Drama) for 2018



Maji Majo pures  
Live action Drama For 2019

# PRODUCT LINE

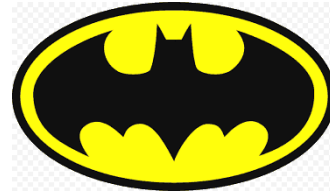
# Distribution





PRODUCT LINE

Distribution



GHOSTBUSTERS

FAST & FURIOUS

TRANSFORMERS

BACK TO THE FUTURE



# PRODUCT LINE

# Distribution



# PRODUCT LINE

# Distribution

Over 14 years!

MCGG  
MAY CHEONG GROUP



Localized by  
Academy style and brand power

**XDPLA**



PRODUCT LINE

Distribution

ACADEMY  
AERO



AxaiL Drone 5  
익자일드론 5

AxaiL Drone 2in1  
익자일드론



AxaiL Drone 3  
익자일드론 3

AxaiL Drone 3s  
익자일드론 3s

AxaiL Drone 3R  
익자일드론 레이싱 3R



AxaiL Drone 2s  
익자일드론 2s

AxaiL Drone 2s Kit  
익자일드론 2s Kit



Various Lineup!

Various Size & Price Range!

AxaiL Drone 1s  
익자일드론 1s



Korea's No.1 Aero RC toy brand! Academy Aero.

# PRODUCT LINE

# Distribution



PIKMI POPS  
Girl collecting Toy



Minions  
The movie animation  
character Toy



DISNEY DOORABLES  
Girl collecting Toy



Capsule girls  
Girl collecting Toy

# PRODUCT LINE

# Distribution

New !! (Jul 2024)



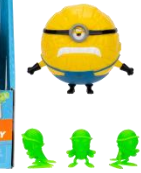
Confidential images until July 2024

## ILLUMINATION'S DESPICABLE ME4

Minions (DM4)  
The movie animation  
character Toy



Confidential!



# PRODUCT LINE

# Distribution

[More board games \(academy.co.kr\)](http://academy.co.kr)

## Board Games



## KidzConcept

PlayMonster



# PRODUCT LINE

# Distribution

New !! (Oct 2023)

## Board Games



PUBG KRAFTON MINT GAMES

공익 라이선스 제품

전세계 1위 온라인 배틀로얄 게임  
배틀그라운드 보드게임으로 출시!!

오늘 저녁은 보드게임이닷!!

**PUBG**  
**BATTLEGROUND**  
**THE BOARD GAME**  
배틀그라운드 보드게임

게임인원: 1-6명 | 게임시간: 30-60분

배틀그라운드 게임은 2023 한겨울 아시아인게임부터 정식 e스포츠 종목입니다. 대한민국팀을 응원합니다.

**보드게임 구성품**

1인 모드를 위한 시그드 포함!

6종 캐릭터 피규어 & 캐릭터 카드 6장 | 양면 맵보드 1장 | 카드 250+장, 주사위 등

배틀그라운드 보드게임  
S23059 소비자가: 79,000원

ACADEMY 이카데미아카데미  
ACADEMY PLASTIC MODEL CO., LTD.



# PRODUCT LINE

# Distribution

## Trading Card Game

Finished



Card Fight!! Vanguard  
Animation TCG

Now !



Pokemon TCG  
Game & Animation TCG

Finished



Weiß Schwarz  
Animation TCG

# PRODUCT LINE

# Distribution



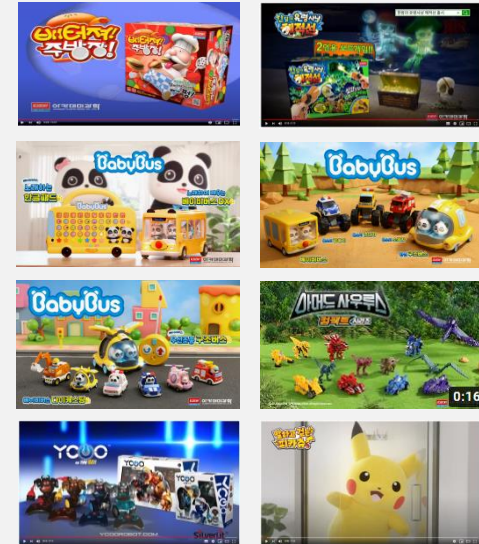
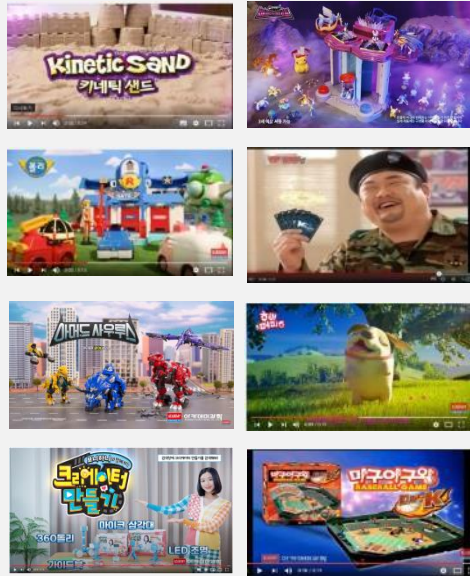
Main toy partner



2016 Korea's **no.1** live action TV drama for Kids (Broadcast on public TV 'EBS')

# PROMOTION

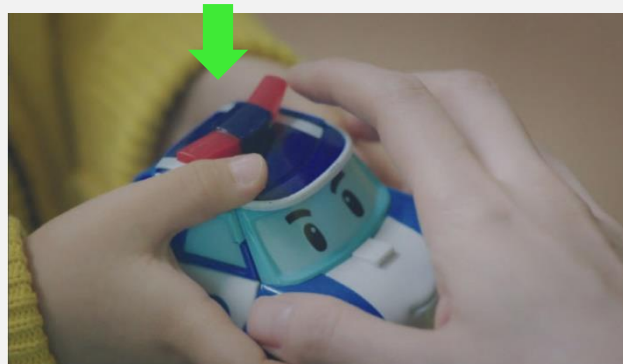
## ■ TV CM



On Air  
NOW!

# PROMOTION

## ■ Appearance on TV broadcasting



# PROMOTION

## ■ Diverse PR Materials



Monthly Toy Newspaper & Magazine  
Material for dealer



Kids Newspaper & Article  
Material for kids

# PROMOTION

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## ■ Outdoor Event



***Has been planning and operating the outdoor event for customers***

# PROMOTION

## ■ Costume Performance



# PROMOTION

## ■ Costume Performance





# PROMOTION

## ■ Costume Performance



# PROMOTION

## Exhibition



# PROMOTION

## Exhibition

### Korea



### Globa



# PROMOTION

## ■ Hands-on experience event



# PROMOTION

## ■ Organizing Tournament & Competition



<Drone Competition>



<TCG Tournament>

# PROMOTION

## ■ Demonstration



# PROMOTION

## ■ Photo Zone



# PROMOTION

## ■ Promotional Vehicles





# PROMOTION

## Running Webpage



# PROMOTION

## ■ Un-boxing Channel : collaboration with popular Youtuber



프라모델이 여기서 만들 수 있다구!!! 상상하는대로 만들어지는 여긴 어디~? | 설쌤TV [잡샘 아카데미과학 1편]  
조회수 2.3만회 · 2주 전

**설쌤TV**  
군함에 탱크에 헬리콥터까지 없는 게 없는 여긴 어디~가 아이들을 위한 장난감뿐만 아니라 어른들을 위한 프라모델, 그리고 과학교재 ...



감웃입은 공룡이다. 아머드사우루스 컴팩트 리뷰  
조회수 42만회 · 5개월 전

**이히튜브**  
아머드사우루스 컴팩트 아머드팟 제품을 리뷰했습니다 00:00 인트로 01:50 티라노사우루스 03:20 트리케라톱스 04:45 벨로시랩터 ...

지역

인트로 | 티라노사우루스 | 트리케라톱스 | 벨로시랩터 | 프테라노돈 | 티렉스 리패인팅 | 아머드팟 | 유라기앗... | 8



전설의 재탄생! 현대차 최초의 국산화 자동차 포니 아카데미과학사 한정판 프라모델 리뷰 문방구시리즈 Hyundai Mobile PONY Car Respect! 고전프라  
조회수 8.1만회 · 3주 전

**반창고TV**  
현대자동차 #포니자동차 #아카데미과학 안녕하세요 반창고TV입니다. 오늘 리뷰할 제품은 아카데미과학사의 문방구시리즈 제2 ...



감격! 아카데미 과학사 분들이 반창고tv에 방문하셨습니다 아카데미과학의 새로운 도약 문방구시리즈 런칭! 포니 독수리오형제사형선 불사조 승리호 국산프라의 자존심  
조회수 8.9천회 · 4주 전

**반창고TV**  
아카데미과학 #독수리오형제 #문방구 안녕하세요 반창고TV입니다. 오늘은 우리 반창고 스튜디오에 특별한 손님들이 방문 ...



캐빈의 배터져 주방장 보드게임 복불복 놀이 | 캐리 앤 플레이  
조회수 190만회 · 4년 전

**친친모 CarrieFriends**  
캐빈이 '배터져 주방장' 을 가지고 친구와 함께 보드게임을 했어요. 주사위를 굴려서 나온 색깔의 햄버거를 골라주고 햄버거에 적힌 ...

지역



상어를 조심해!! 보드게임 별치는 엄청 신 켈리 캔디 먹기 놀이 [제이제이 튜브-JJ tube]  
조회수 793만회 · 3년 전

**제이제이 튜브 [JJ Tube]**  
JJ튜브 무료구독: <https://goo.gl/6wkPci> | 제이제이튜브가 상어를 조심해 보드게임을 해왔어요. 별치로 엄청 신 켈리와 캔디를 먹는 ...



진짜 리얼한 낚시 장난감 리뷰ㅋㅋㅋ (마지막 따귀주의) [꼭TV]  
조회수 32만회 · 2년 전

**꼭TV(Kuk TV)**  
오늘은 집에서 리얼한 낚시를 즐길 수 있는 장난감을 들고왔어요 도시에서 어부되기ㅋㅋㅋㅋ 꼭TV가 낚시를 취미로 둔지 벌써 1년 ...



로보카폴리 오토폴리 디렉스 플레이세트 장난감 캐리 | CarrieAndToys  
조회수 716만회 · 5년 전

**캐리TV**  
본 영상은 캐리와 장난감 친구들이 로보카폴리 에니메이션, 관련 캐릭터, 관련 음원의 저작권자인 '로이 비주말'과 공동 제작한 것 ...

지역



지니의 유튜브 촬영비법 ★대공개★ 서프라이즈 예고 & 크리에이터 장난감  
조회수 23만회 · 9개월 전

**HeyJini Hey Jini**  
HeyJini 채널 구독과 영상 좋아요 버튼을 눌러주세요! ☆ HeyJini Instagram - jini.pinkpink.



아카데미과학사 역사상최고의 감성아이템 문방구 시리즈 삼선교아카데미 본점 1/24 스케일 디오라마 아카데미과학창립자 김순환회장님  
조회수 6.3천회 · 2주 전

**반창고TV**  
아카데미과학 #문방구시리즈 #고전프라 안녕하세요 반창고TV입니다. 오늘 소개해 드릴 장난감은 추억의 향수를 마구마구 자극 ...

# PROMOTION

## ■ Un-boxing Channel : collaboration with popular Youtuber




<Academy has many good partners>



# PROMOTION

## Social Media






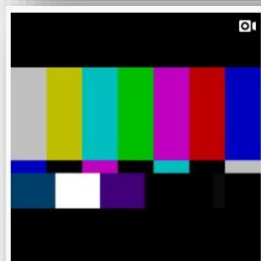
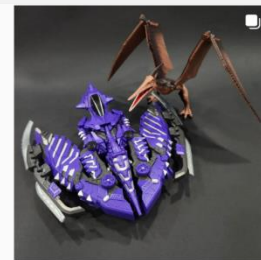
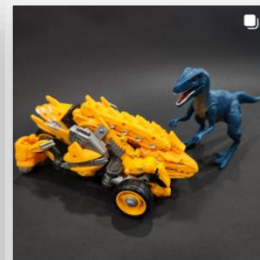
academytoys.official 팔로워

게시물 369 팔로워 4,455 팔로워 17

(주)아카데미과학  
'아카데미과학' 공식 인스타그램.  
어린이와 어른이들을 위한 장난감 만들기

아카데미과학 직영소평을 바로가기  
!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!  
[www.academyrc.co.kr](http://www.academyrc.co.kr)



# PROMOTION

## Exhibitions : company gallery



# PROMOTION

## ■ Exhibitions : company gallery



# PROMOTION

## ■ Exhibitions : (outside) hobby fair





# PROMOTION

■ Special collaboration with SKT – (Korea's no.1 mobile telecom company)



# PROMOTION

■ Special collaboration with SKT – (Korea's no.1 mobile telecom company)



# PROMOTION

## ■ Special collaboration with theater store 'CGV Cine shop'

About **CGV** : No. 1 Movie theater brand in KOREA ( subsidiary of CJ Group )  
Over 110 theaters in Korea



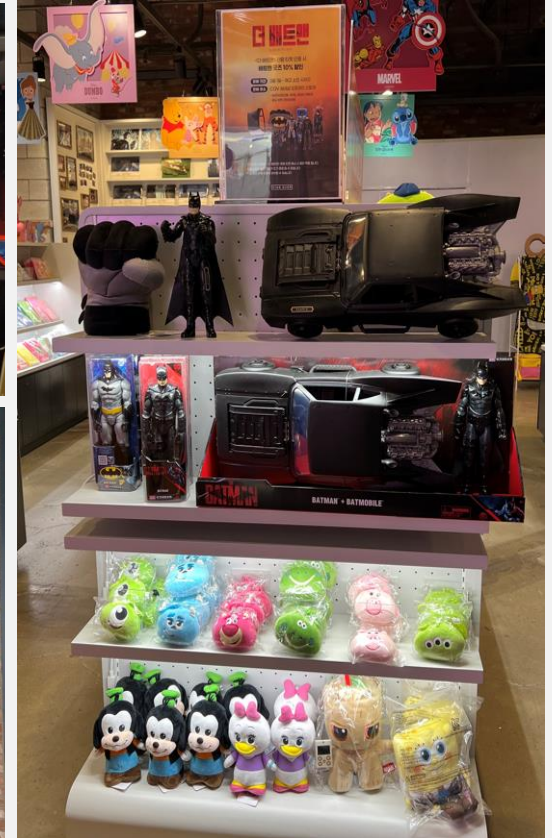
# PROMOTION

■ Special collaboration with theater store 'CGV Cine shop'



# PROMOTION

■ Special collaboration with theater store 'CGV Cine shop'





Academy's best selling plastic model kit 'Sam Sun Kyo Academy(Academy's 1st store)', 1/24 Scale.

# Thank You!

**Since 1969**

**ACADEMY**  
HOBBY MODEL KITS

**ACADEMY**  
ACADEMY PLASTIC MODEL CO., LTD.