

SHIN-A Service Credentials

Q2 2024



Our Main Quest: Delivering Success

SHIN-A Service is a leading game publishing solutions company based in Thailand. We provide a breadth of services to stakeholders in the gaming industry across SEA.

Our corporate vision is to deliver the best services and solutions for game publishers, game developers, and brands throughout Asia.

We added **Game Modernization** to our list of services in Q3 2023, marked by the successful global launch of Ragnarok Landverse.



Our Services: The Three Core Pillars

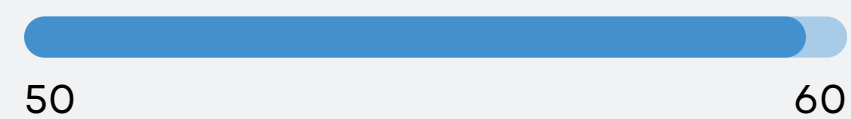
SHIN-A addresses the pain points within the gaming industry ecosystem with catered solutions.

Our expertise range from game development support to game publishing and marketing services.



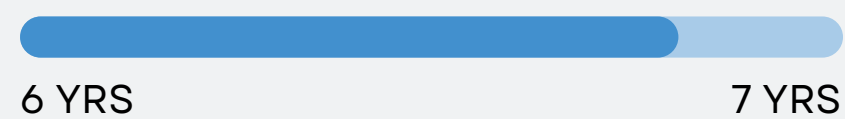
Publishing Solutions

number of IPs involved



Game Marketing

EXP



Game Services

number of games servicing & serviced



Our Services: The Three Core Pillars

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Game Modernization: Breathing new life into golden classics

Upgrade dated games to a new version with improved quality-of-life features while retaining the originality and nostalgic feel.

Through this process, we create a modernized version that better suit contemporary MMORPG players without affecting any existing version.



Ikemen Ouji - A Success Case Study

SHIN-A Service has provided localization and culturalization services for many dating simulation games from Japanese developer Cybird Game's *Ikemen Series*.

As our understanding of the local market grows, we see opportunities to go beyond expectations.

In 2023, we co-published their latest installment, *Ikemen Ouji*, with the additional twist that the game is fully voiced in Thai.

The game is met with enthusiasm unprecedented from local fans and surpassed publishers' expectations.



Influencer Marketing: Highlighting the prowess of KOLs

As veterans in the influencer marketing space, SHIN-A has connections with most of Thailand's highest profile influencers, from nano to celebrity.

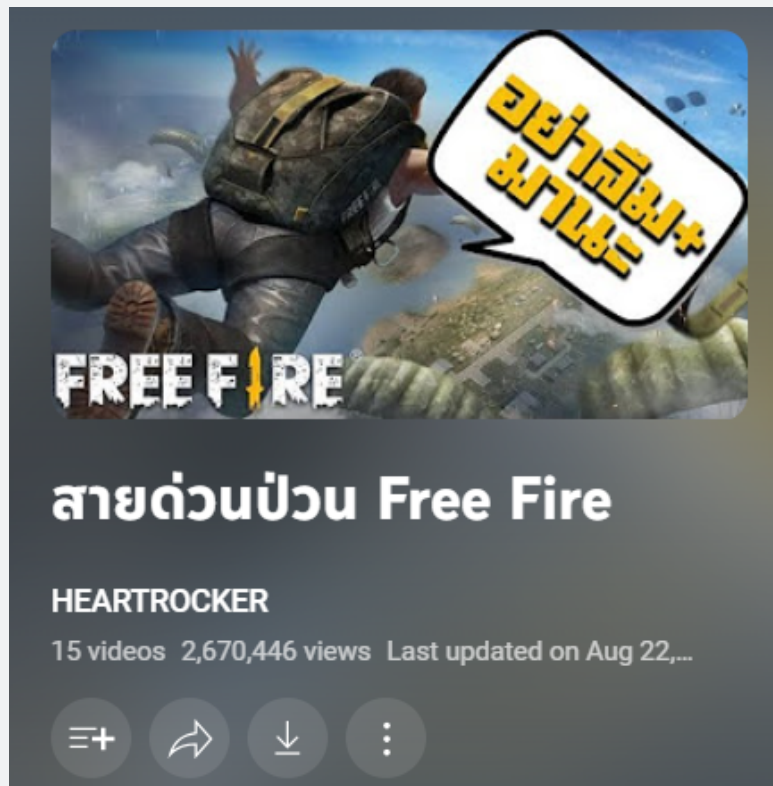
We select influencers based on their image compatibility, alignment with product target market, and their engagement levels.



1V1 Lone Wolf Tournament

PRODUCT Garena Free Fire
INFLUENCER SpriteDer SPD
DETAILS 12M Views

[YOUTUBE LINK](#)



FreeFire Hotline (15 EP)

PRODUCT Garena Free Fire
INFLUENCER HEARTROCKER
DETAILS 34.5M Total Views

[YOUTUBE LINK](#)



HSH: Team Tournament

PRODUCT Home Sweet Home
INFLUENCER Various
DETAILS 128K Total Views

[TWITCH LINK](#)

Co-branding: Contribute to sales & acquire new users

SHIN-A facilitates the collaboration between games and FMCGs in target markets to come up with synergizing marketing strategies.

Brands experience an increase in their sales, while game owners reaches out to new players via co-branding campaigns.



Wolf Croissanterie x Ragnarok Landverse

Over 14K sets sold
1.2M+ impressions made



Ichitan x Freefire "Hayato"

13.2 million bottles sold
10M impressions made



Grabfood x ROX

6,080 codes redeemed
7M impressions made



Puriku x Ragnarok

Over 2 million codes redeemed

Wolf Croissanterie x Ragnarok Landverse

CASE:

Ragnarok Landverse wants to build brand image and credibility through new, creative means.

APPROACH:

- Co-branding campaign with Wolf Croissanterie. The brand creates a special, limited-time menu, packaged in custom box.
- A code card is given for each purchase of the special menu which can be redeemed for exclusive items in ROL.
- Used KOLs, Influencer, and Media PR to promote.



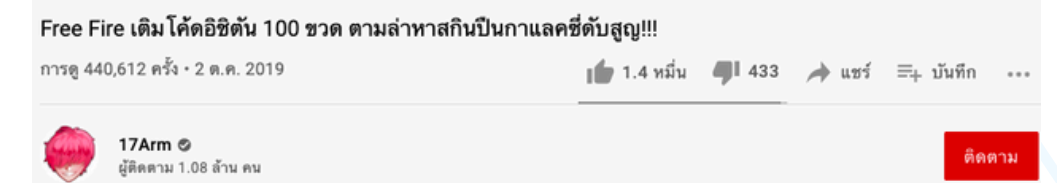
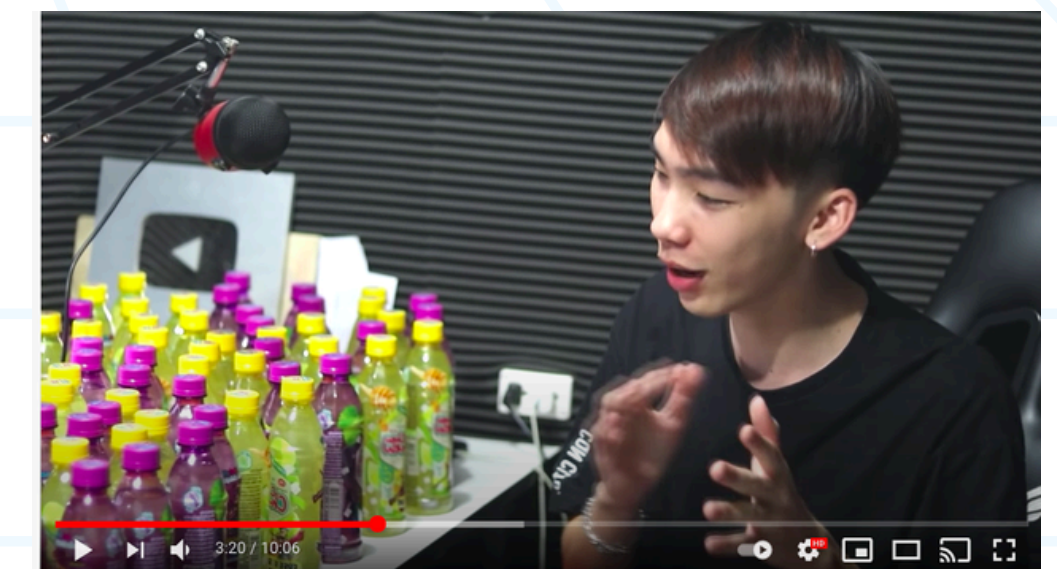
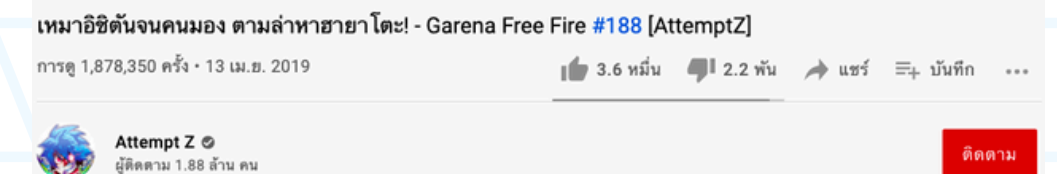
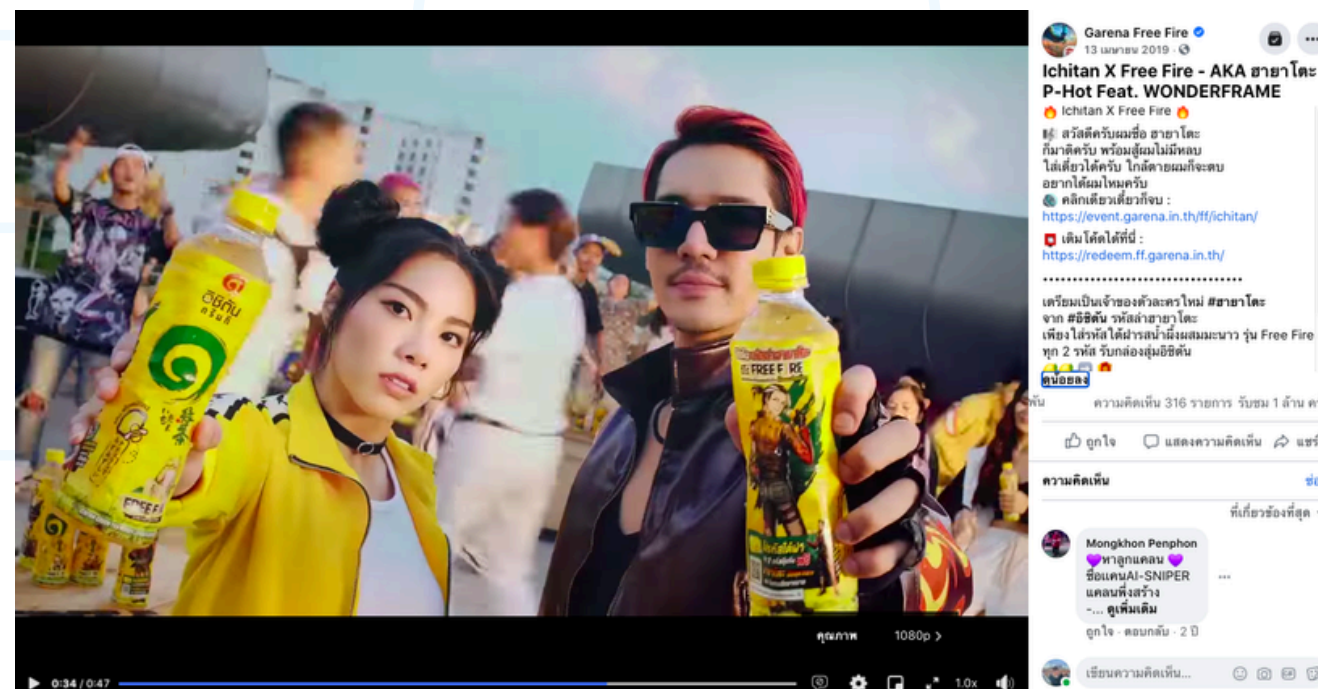
Ichitan x Freefire “Hayato”

CASE:

Ichitan wants to move into the eSports scene.

APPROACH:

- Co-branding campaign with Free Fire’s newest hero, “Hayato”.
- Players get item codes from bottle caps, or under Ichitan’s Free Fire Edition bottle labels and redeem them.
- Special, limited-time Free Fire in-game items.
- Used KOLs, Influencer, and Media PR to promote.



Puriku x Ragnarok M: Eternal Love

CASE:

Puriku wants to increase sales via marketing campaign using games as a driver.

APPROACH:

- Co-branding campaign with RAGNAROK Mobile.
- Players get item codes from bottle caps and redeem them in game.
- Set up in-game campaign events “PURIKU BOX MYSTERY”, “PURIKU HAT”, and “PURIKU P CHA” campaigns, offering Puriku’s Mascot “Cha” as a limited-time redeemable pet and costume.

 **TonAor Sukan** ▶ Ragnarok M
Eternal Love 【TH-SEA】 พุดคุย

 7 นาทีที่แล้ว • 📺

90 ขวด ไม่ได้ให้มันรู้ไป 55555! พี่ชาจ๋า 🥰



👍🥰😱 73

ความคิดเห็น 25 รายการ

 **Noosom Orange**
 18 นาที
 อย่าลืม ไปตำ กันนะคะ ❤️เพียวิริค❤️

*Pink ツ *
 [Love] *Orange ツ *
 AMBITION [Love]

Puriku P Cha

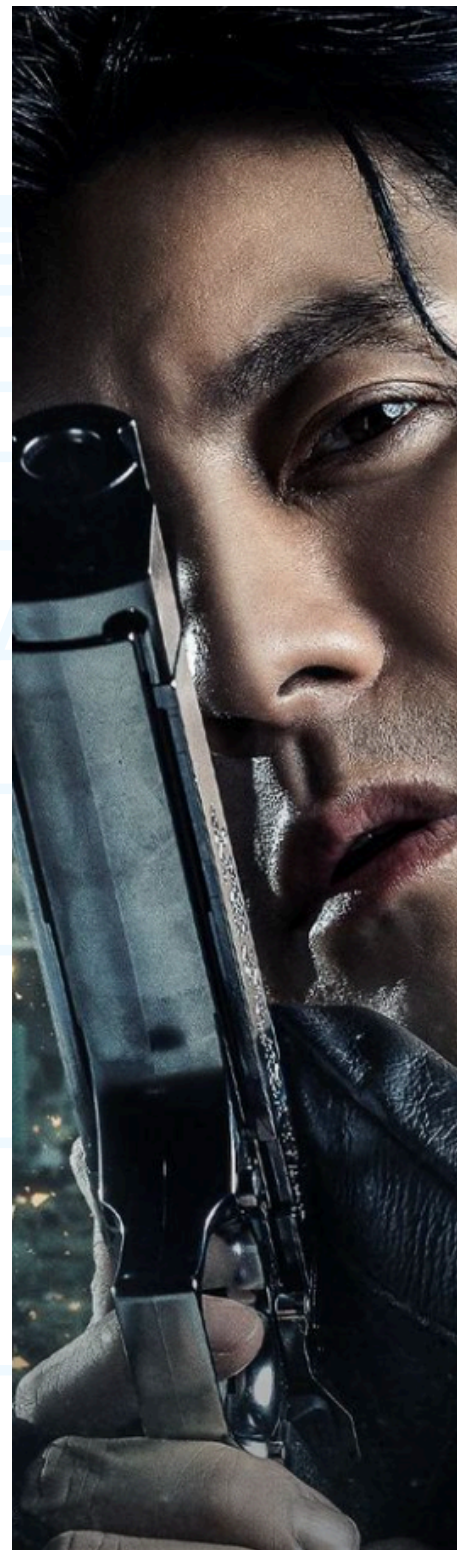
AMBITION [Love]

เพียวิริค

Press & Media: Catered PR service meeting all your needs

Past PR Accomplishments

- AIS Expo 2020
- Bleach - Brave Souls
- Bitkub - Earnkub
- FIFA Online 4
- **Ragnarok Landverse**
- KBank x Call of Duty Mobile
- Ikemen Sengoku
- Pokemon UNITE
- **Garena Free Fire - Undefeated**
- Garena Free Fire - HRK Hotline
- Garena Free Fire - Fearless
- Pixela Official
- The Up Rank
- YenYen x Dragonball
- ...and many more

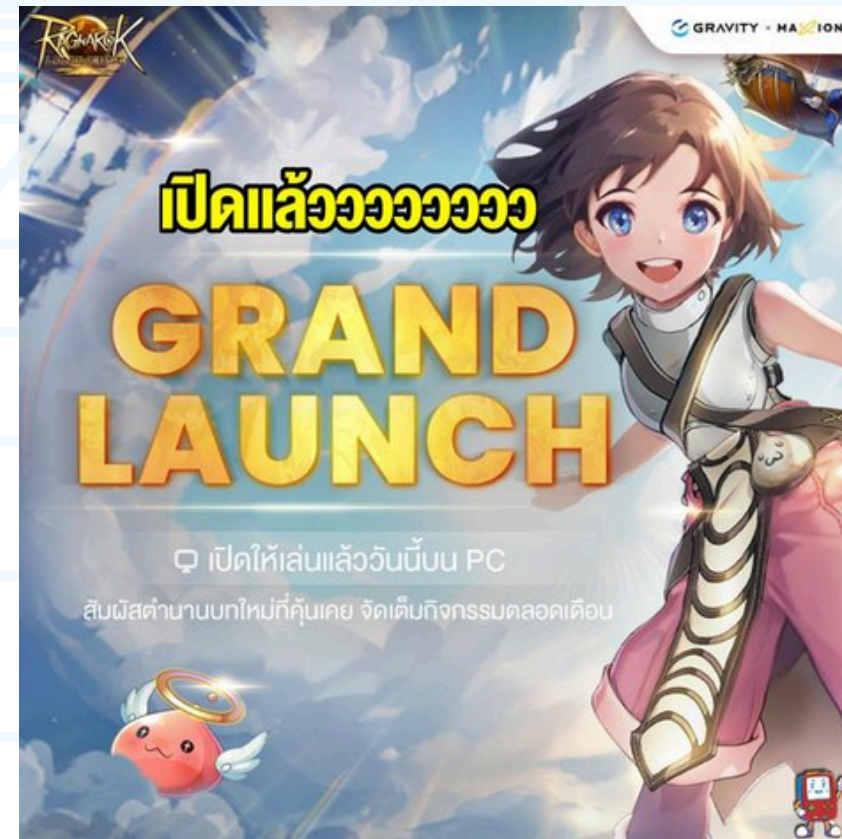


Ragnarok Landverse: Continuous Campaign



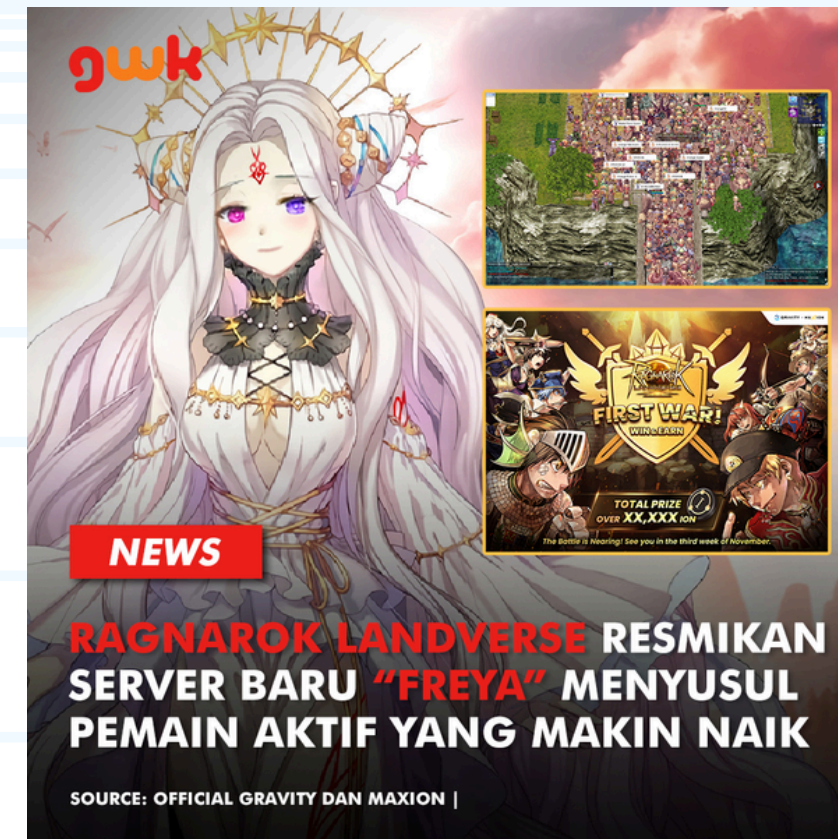
CBT TH PR Campaign
34 PR Media
532,889 Impression
334,014 Reach

★
SEP 2023



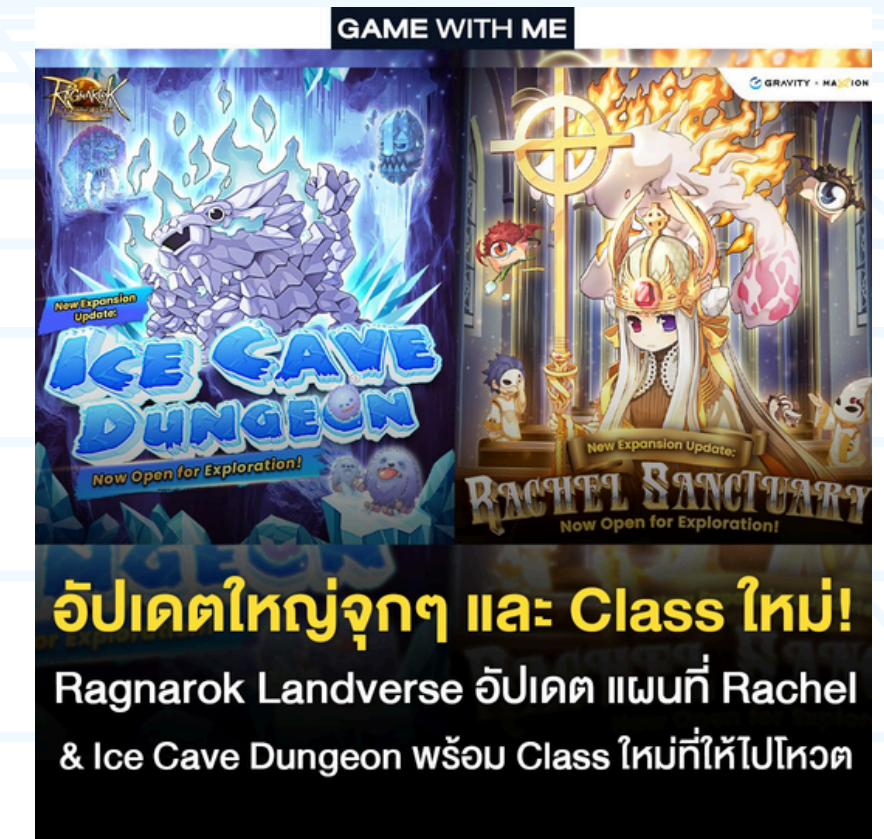
OBT#1 TH PR Campaign
49 PR Media
858,445 Impression
672,887 Reach

★
SEP - OCT 2023



OBT#2 Global PR Campaign
20 Global PR Media
736,536 Impression
634,481 Reach

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OCT - NOV 2023



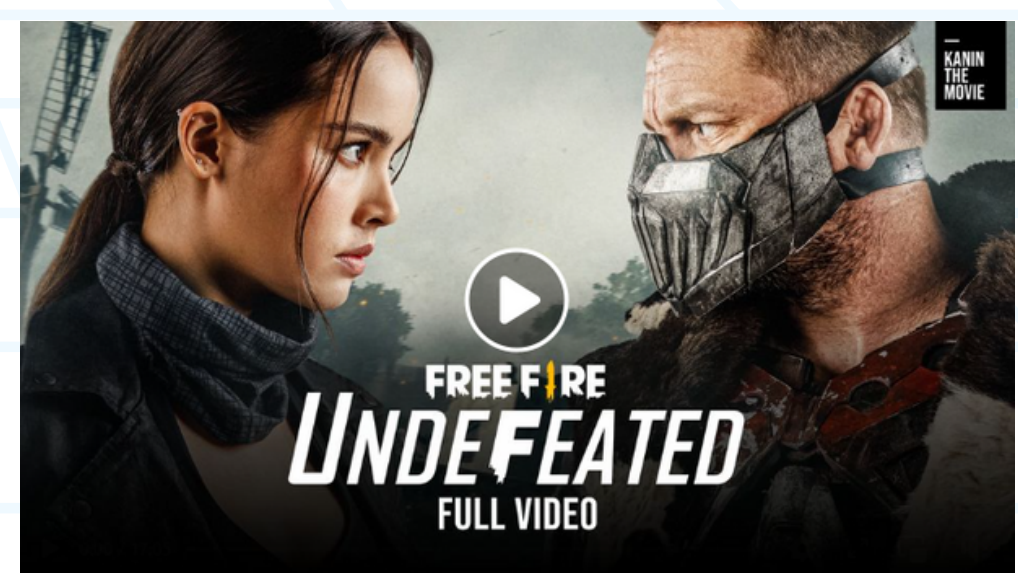
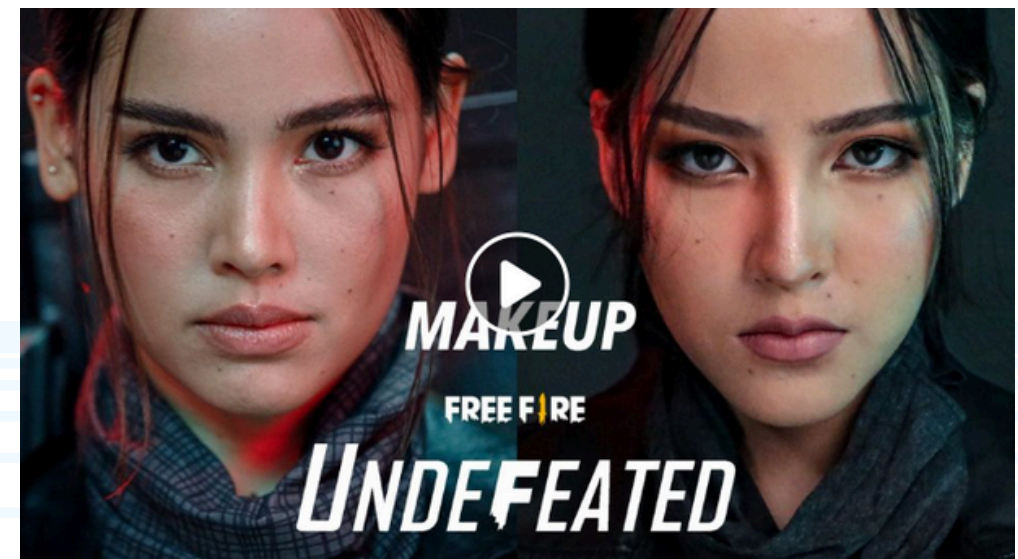
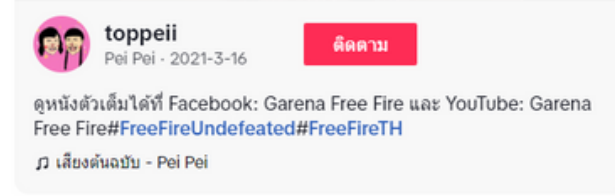
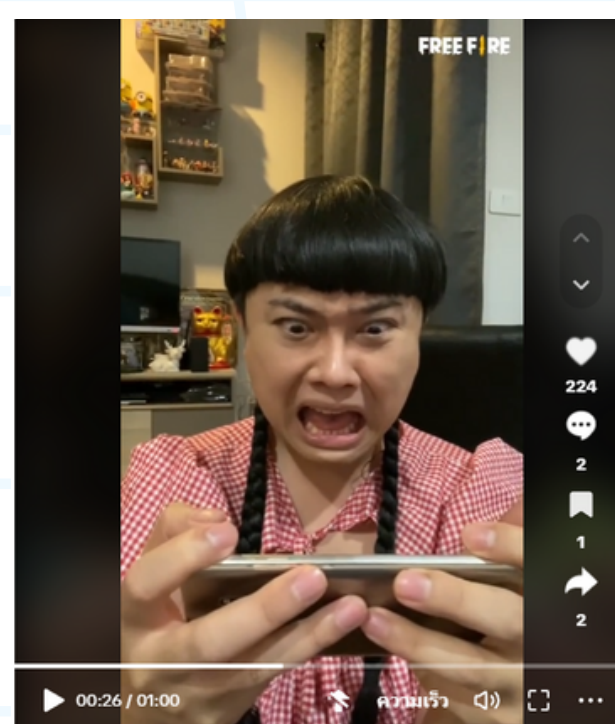
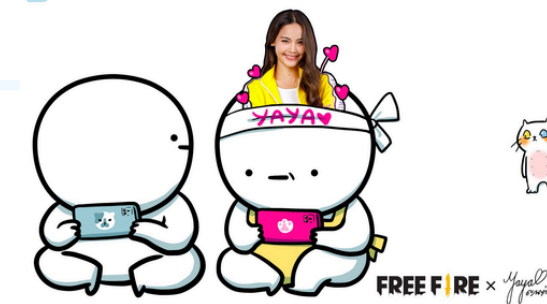
OBT#3 TH PR Campaign
15 PR Media
862,435 Impression
489,220 Reach

★
DEC 2023 - JAN 2024

Garena Free Fire - Undefeated

Utilized PR Mechanics

- Movie Media/ Entertainment Pages (Teaser Crossposting)
- Movie Facebook Pages
- Mass Facebook Pages
- Y-Series Facebook Pages
- Marketing Facebook Pages
- Entertainment Facebook Pages
- Reaction Video Clips
- Voice-Over Parody Video Clips
- Parody Photo Post - Cosplayers
- Beauty Bloggers
- Tiktok Influencers
- Movie Media - Analysts
- Movie Media - Summary
- Gaming Media
- Mass Media
- Celebrity Media

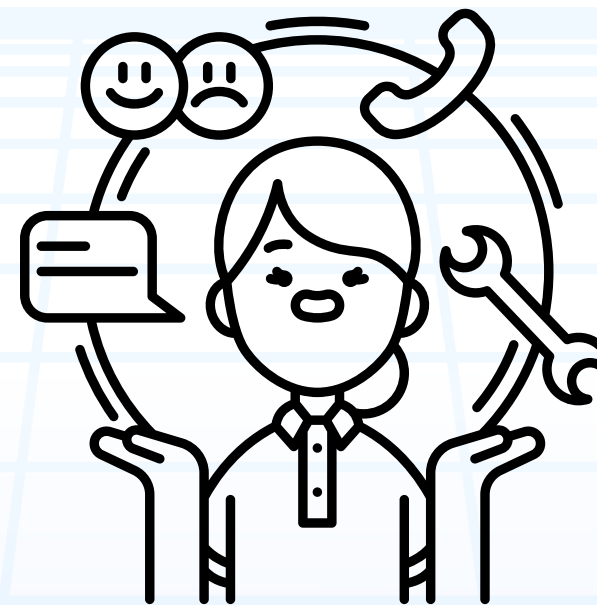


2 Months campaign
Over 45M reach
13.7M+ video viewed

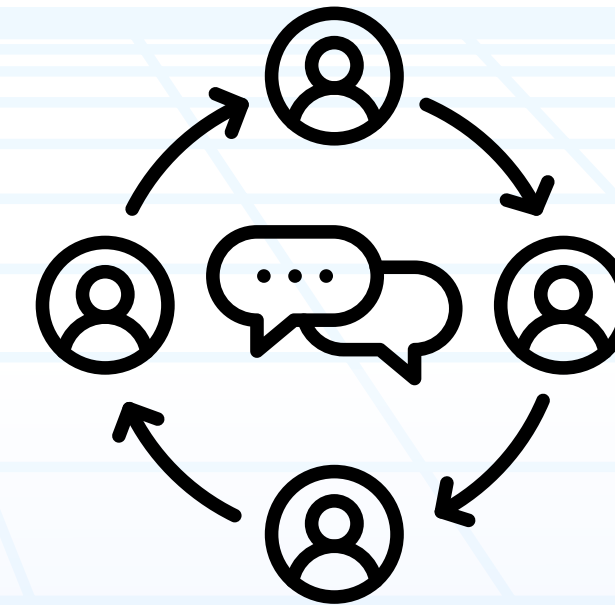
The key to providing a strong, sustainable game service is to build long-term relationships with the player base

SHIN-A supports game providers with customer service and community management.

A systematic front-to-back end cooperation with timely responses for customers, coupled with a well-managed community ultimately increases LTV for games.



Customer Service



Community Management



In-Game Monitoring



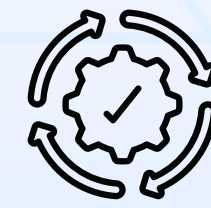
Player Support



Issues Alert



Periodic Reporting



Resolve Issues & Feedback

Game Companies & IP Owners



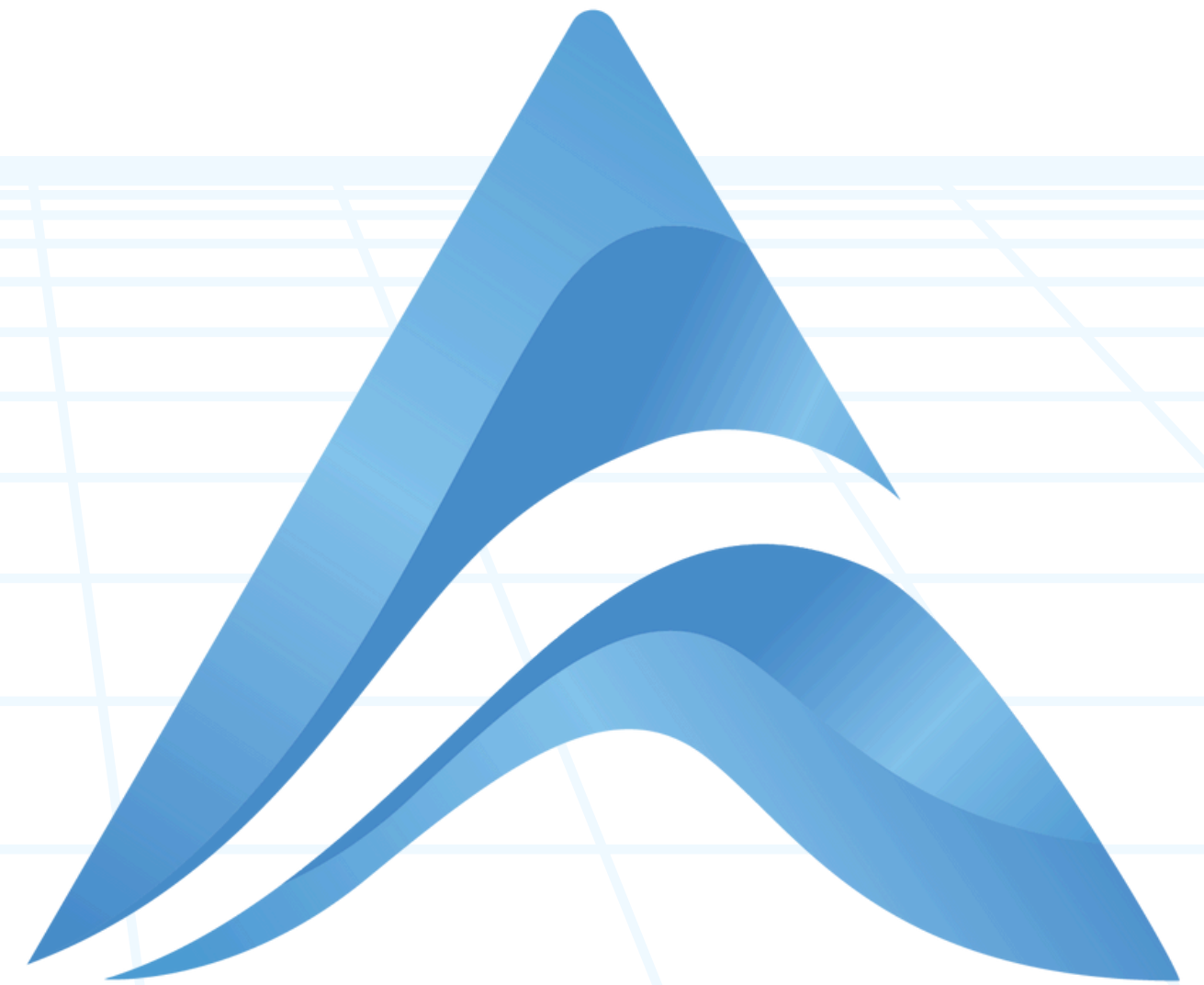
Brand Companies



SHIN-A Service

We look forward to working with you

Contact Us: contact@shin-a-group.com



SHIN-A