

Dasan Contents Group

02-704-1724

dasanbooks@dasanbooks.com

www.dasan.group

490 Hoedong-gil, Paju-si,

Gyeonggi-do 10881 KOREA

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Company Overview

Sharing the Joy of Story with the World!

Dasan Contents Group was established in February 2004 based on the philosophy of the great philosopher and poet Jeong Yak-yong, pen name Dasan, which is “to love the people” and “to seek truth with facts.” Building on our start in publishing, we have expanded our footprint into producing digital content, entertainment, education, and new media.

Chief Executive Officer	Sunsik Kim
Key Business Areas	Publishing, digital content, education
Revenue	34.3 billion (in 2025)
Number of Employees	141(as of 2025)
Address	490 Hoedong-gil, Paju-si, Gyeonggi-do, Republic of Korea
Website	www.dasan.group



Company Mission and Vision

The joy of story

Our mission is to bring joy and happiness to people's lives through stories and content.

Dasan Books succeeded Dasan Jeong Yak-yong's pursuit of truthfulness and the spirit of love

Our mission is to help all mankind enjoy a pleasant and happy life through content.

We constantly challenge ourselves to discover new content areas and authors in order to fulfill our mission.

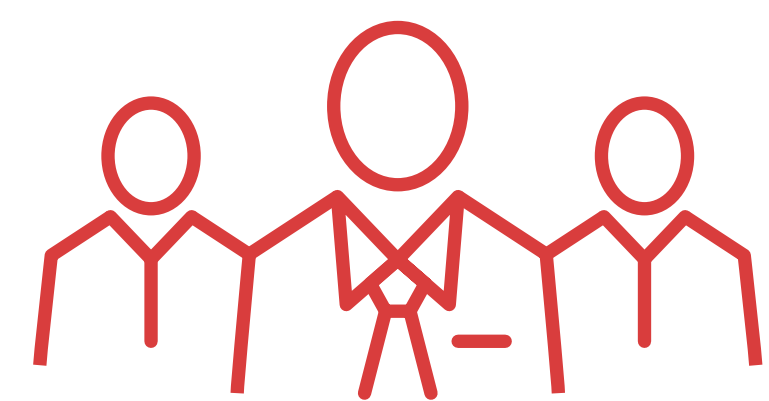
We aim to become the best publishing brand in Korea and pursue sustainable growth

Continuously producing and sharing the joy and joy of the story with readers.

*The
joy of
story*

Core Values and Strategy

Dasan Contents Group is committed to creating and sharing the joy of story with readers worldwide, and will continue to uphold our core values of entrepreneurial spirit, creative capabilities, sincerity, and dedication.



Entrepreneurial spirit

We aim to create the number one category brand to contribute to the self-fulfillment of readers, authors, and our employees.



Creative Capabilities

We continue to provide simple solutions and designs through innovative content.



Sincerity and Dedication

By learning together, acting together, and providing feedback, we communicate and respect each other.

History

2004

Dasan Books is established.

2005-2008

Achieves 10 billion KRW in revenue.

Receives Publisher of the Year Award.

Wins Publishing Right Export Award.

Nominated for Excellent Book of the Year.

2019

Achieves 22 billion KRW in revenue.

Signs MOU with SK Wyverns baseball team.

Opens reading room at childcare center in Incheon City.

Opens JBNU High School Academy.

Signs book sharing agreement with Seongdong-gu (district).

2009-2011

Achieves 14 billion KRW in revenue.

Receives Exemplary Taxpayer Commendation.

The who? series is selected as supplementary textbook at elementary schools in the U.S.

Selected as KIBO-Star venture company by KIBO.

2020-2021

Achieves 31 billion KRW in revenue.

Signs MOU with Korea National Association of Child Welfare.

The who? Series is selected as Best Educational Brand for 10th consecutive year.

Signs MOU with Gochang Shin Jaehyo Culture Award.

2012-2015

Achieves 15 billion KRW in revenue.

Becomes member of KIBO.

Receives Exemplary Taxpayer Commendation.

Receives Outstanding SME Award.

Inno-Biz and Main-Biz Certificate.

2022-2025

Achieves 40 billion KRW in revenue.

Completes construction of and moves to head office.

Selected as Korea’s Best Employer.

Receives Merit Award for legal deposits to the National Library of Korea.

Signs MOU with South Korea Senior Center Association.

2016-2018

Achieves 19 billion KRW in revenue.

Signs agreement for book donations with Jinan-gun (county).

Signs MOU with Iksan and Gochang Cities.

Releases The Last Princess in theaters.

“Yi sang Literature Award" Literary Award and Publication Business Agreement

Tolstoy Literature Award for Overseas Literature: Written by Kim Juhea Kim, The Beast of Small Land

Organization

Content Business
Division 1

Content Business Team
Marketing Team
PR Team

Content Business
Division 2

Content Business Team
Marketing Team
PR Team

Content Business
Division 3

Contentree Team
IP Product Team
Editing Team

Children’s Business
Division

Children’s Content
Business Team
Children’s Brand PR Team

Children’s Marketing
Division

Children’s Marketing Team
Planning and Marketing Team

PR and Media
Division

Brand PR Team
Video PR Team
Copyright Team

Management
Division

Financial Management Team
Human Resources Team
Production Management Team
Logistics Management Team

Business Areas

We started our publishing business with print books for adults then expanded into children's books, e-books, audio books, webnovels, and webtoons.

We are continuing to expand into new business areas with original content.

Publishing

We identify current trends and changes in order to develop innovative content that will lead the market.
We publish books in all genres.



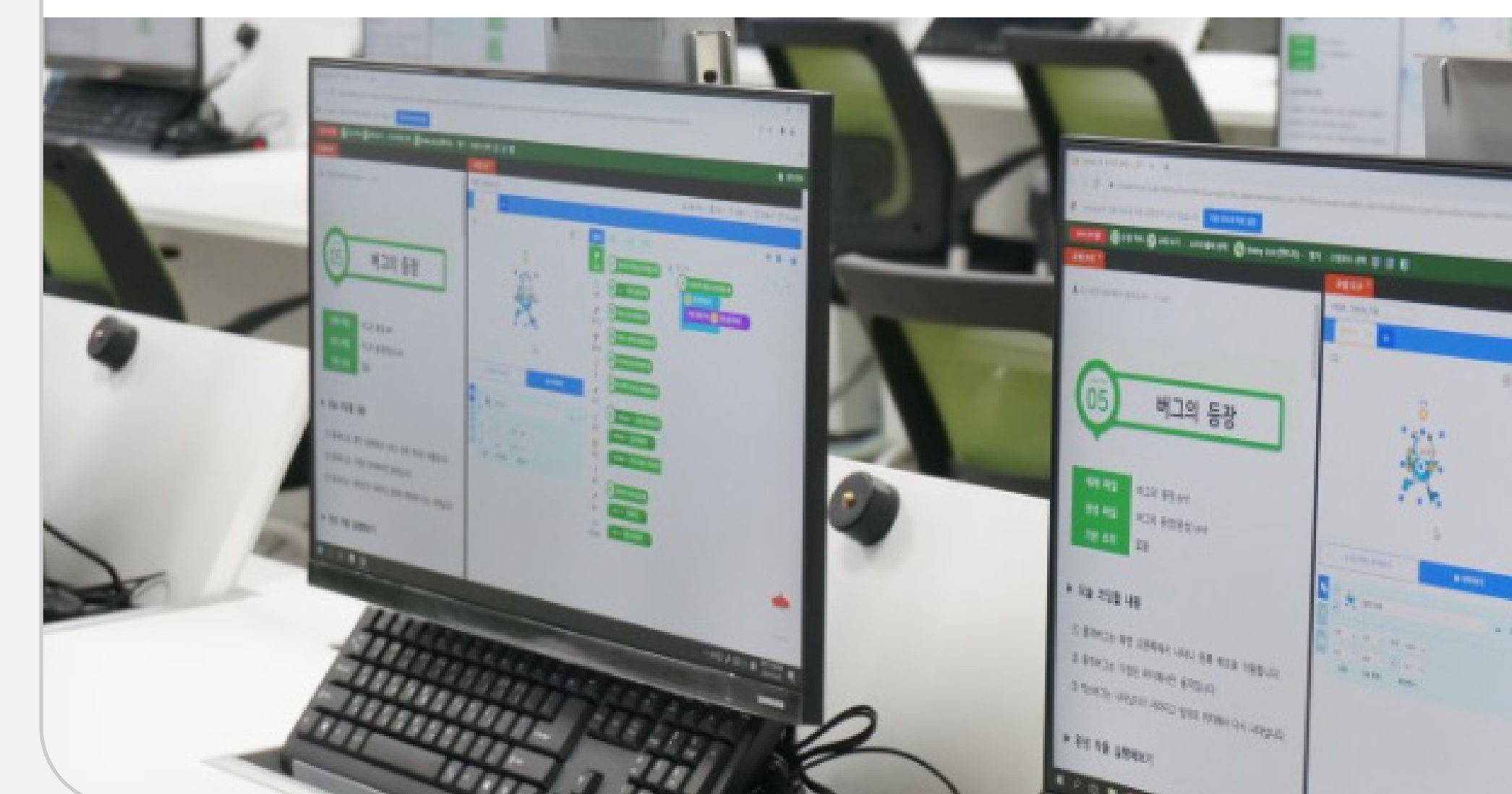
Digital

We create digital first, mobile only content.
We conduct content-based IP businesses, including export of distribution rights, movie or TV adaption, and merchandising.



Education

We provide content for the educational sector, such as content platform aimed at developing computational thinking and self-directed learning.
We also promote businesses in other areas, as in content for senior citizens and audio books.



New Media

We provide new ways for people to enjoy stories and gain knowledge
We create content optimized for social media for the benefit of our readers.



Publishing Imprints



Dasan Books

Helping business people
advance their goals



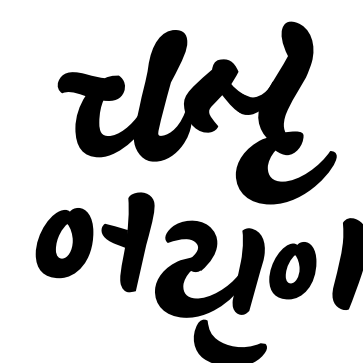
Dasan Chodang

History and liberal arts
in the new era



Dasan Chaekbang

Literature with a twist



Dasan Children

Wonderland
for young dreamers

IP extension



Dasan Comics

Experience the emotions
of original book
through webtoons



Readers One

Education and culture
service for senior citizens



Moment Collector

Everyday Inspiration,
Collected

New media



Smartmandoo

YouTube channel for those
thirsty for knowledge



Bookmandoo

Only the Truly Delicious
Books, Steamed to Perfection



Book Spirit

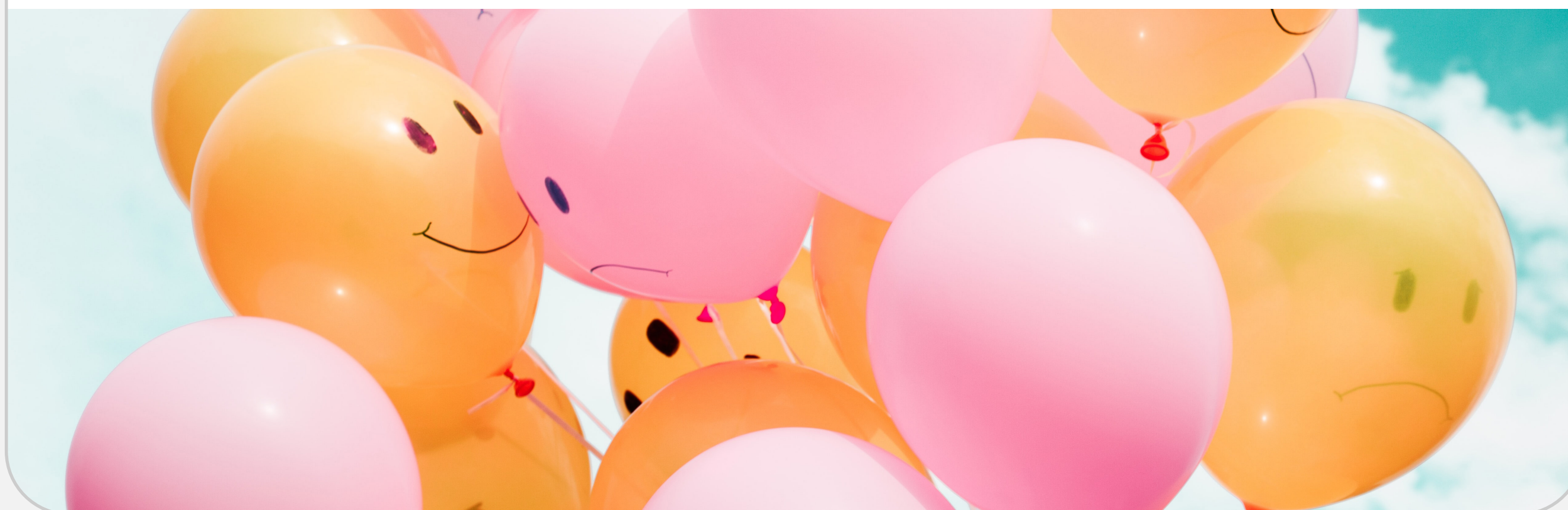
Fun page stealers

Our Competitive Advantage

Our team of professionals who are experts in formulating creative concepts and conducting marketing campaigns quickly catch market trends to produce bestsellers in all categories.

We make books that bring joy to life

We make difficult things easier,
easy things more profound,
and profound things more interesting.



We appeal to the Korean aesthetic

We engage the Korean public in our marketing
concept, so that anyone and
everyone will enjoy these books.



We are fearless in experimenting with new content.

We pursue innovation that can
lead the market and influence the culture.



Korea's best comprehensive publisher with the best marketing team

Systematic Marketing Process

Marketing Process



Marketing Strengths

Best marketing competitiveness in online and offline bookstores • Maximum exposure on the main pages of the four largest bookstores • Top 7 in market share for bestsellers in online and offline bookstores	PR competitiveness in the press and online portal sites • Most competitive publisher in advertising and PR • Multiple reviews and author interviews in the press • Exposure on the main pages of portal sites and • distribution of content	In-house capabilities for social media marketing and production of original content • Dedicated teams and experts • Promotion of books through various social media channels • Established Books 612, Book Spirit, and other channels • Early entry into new media platforms • Expose author and create buzz by collaborating with YouTubers
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Transparent Management through Sophisticated Publishing System

We have introduced systems management in an effort to advance our publishing business, and each professional team ensures our business is conducted transparently and accurately.

Planning/ Development System

Share information
on groupware and other
work management tools



Production Distribution System

Online automated logistics and
warehousing



Revenue Management System

ERP System



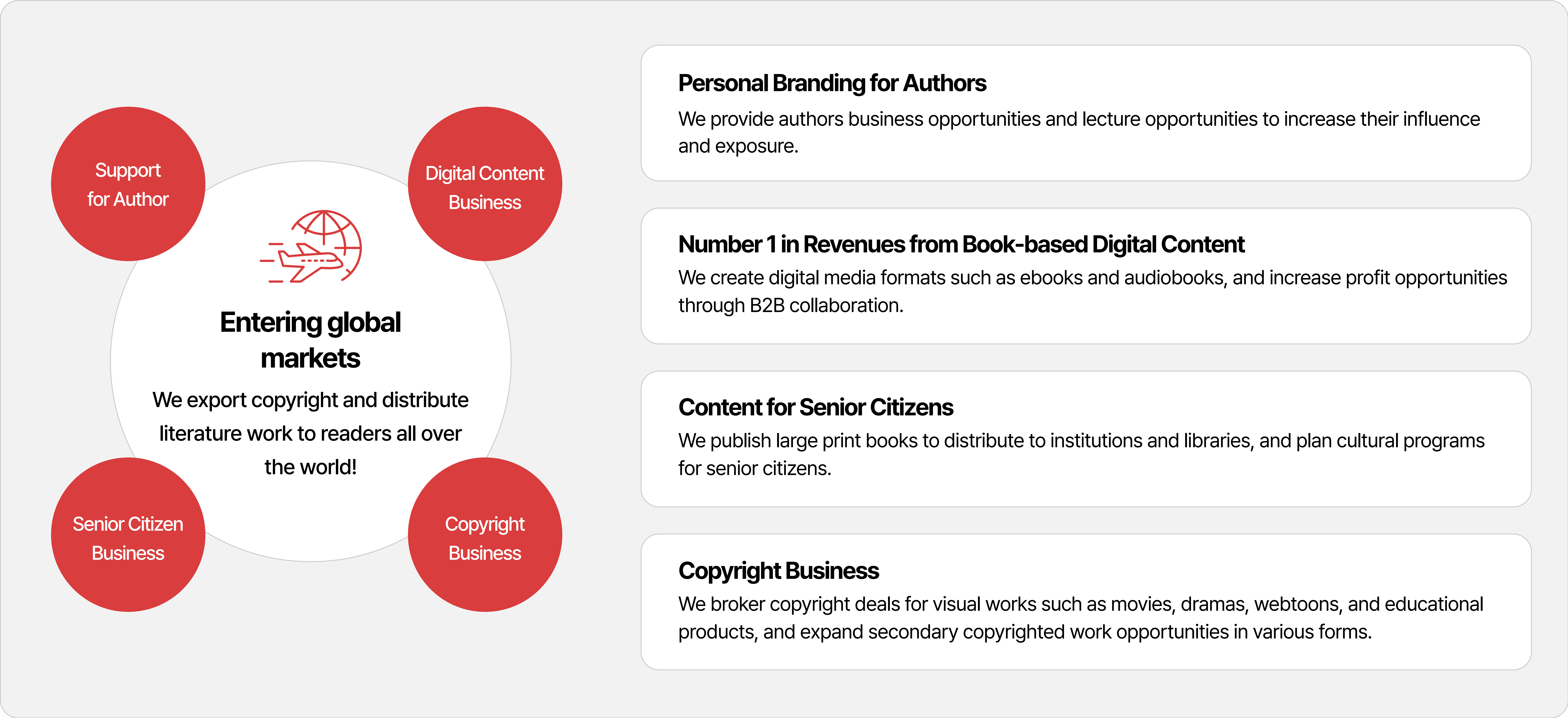
Settlement System

Royalty service
Transparent disclosure of
key information
Introduction of settlement system

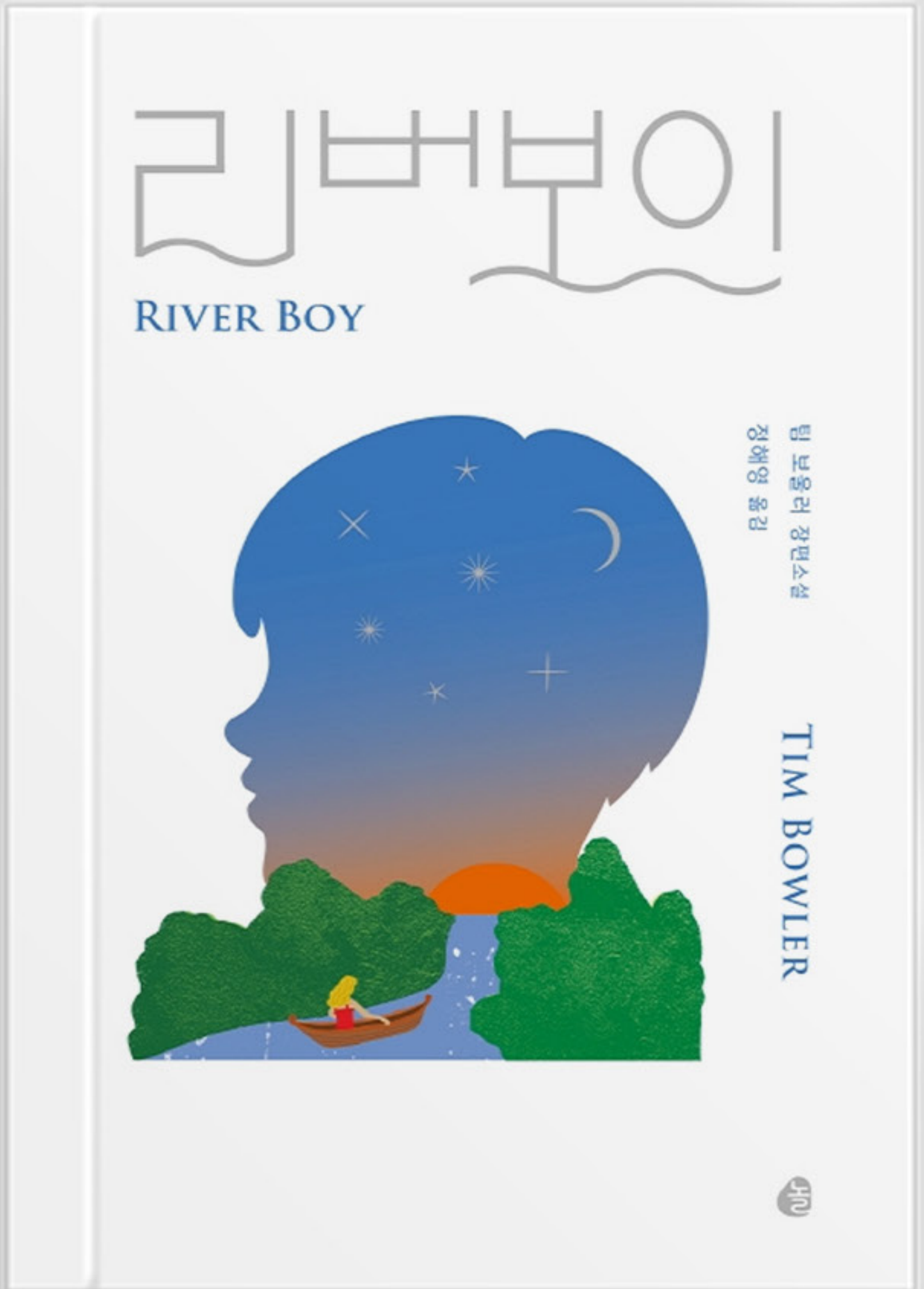
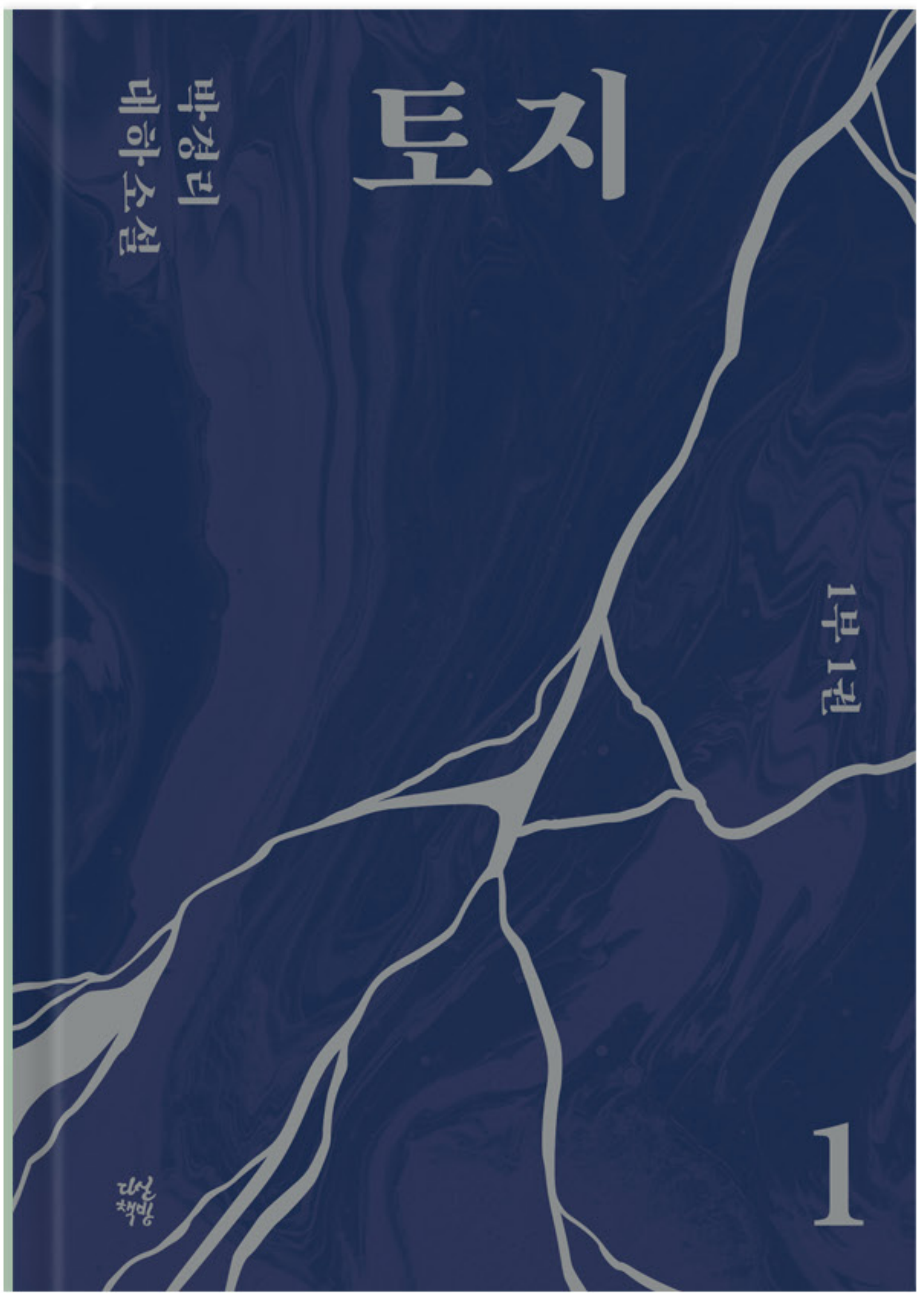
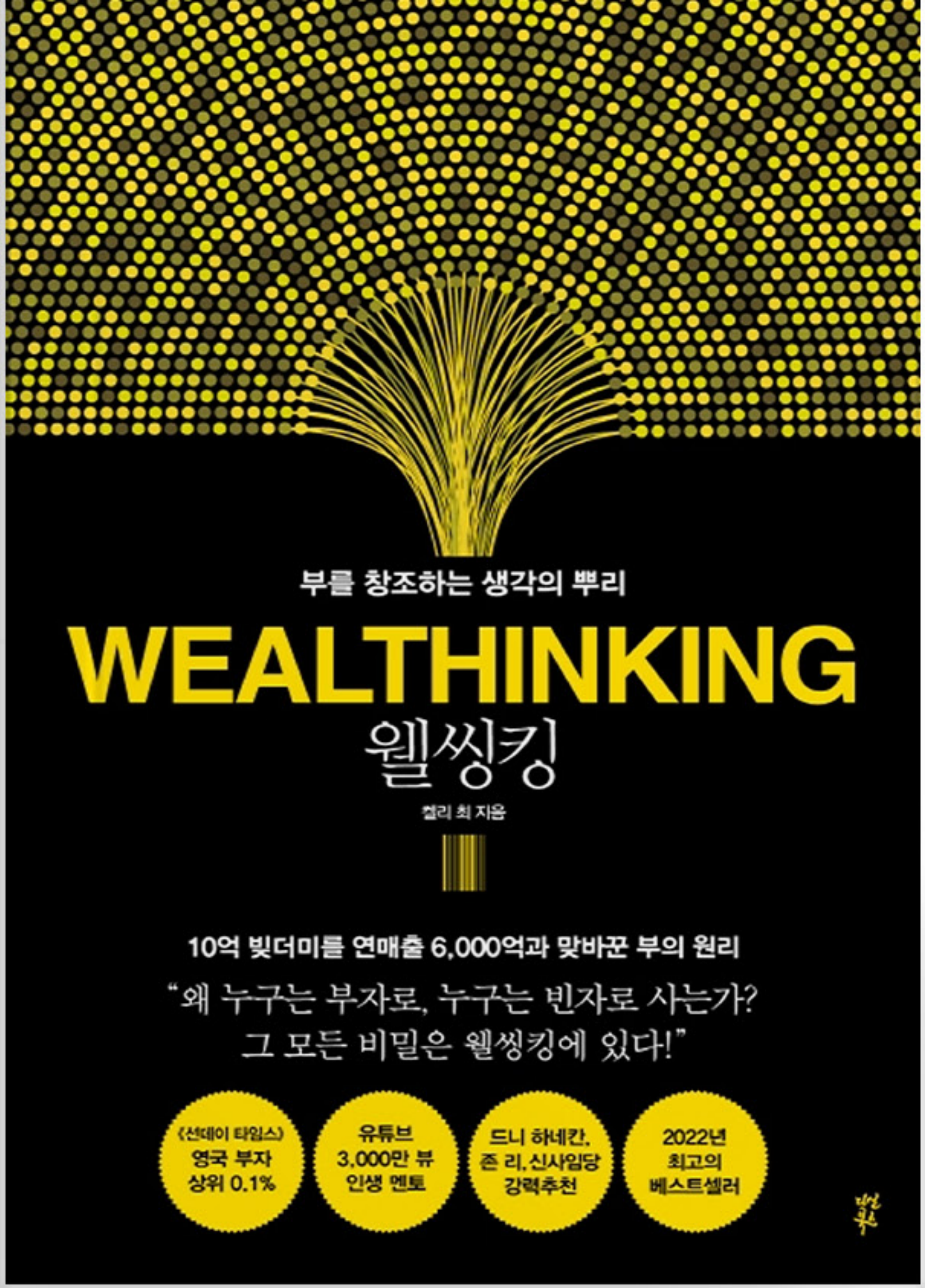


Dasan Contents Group introduced Korea's first royalty service.
We are committed to providing all authors transparent settlement of royalties.

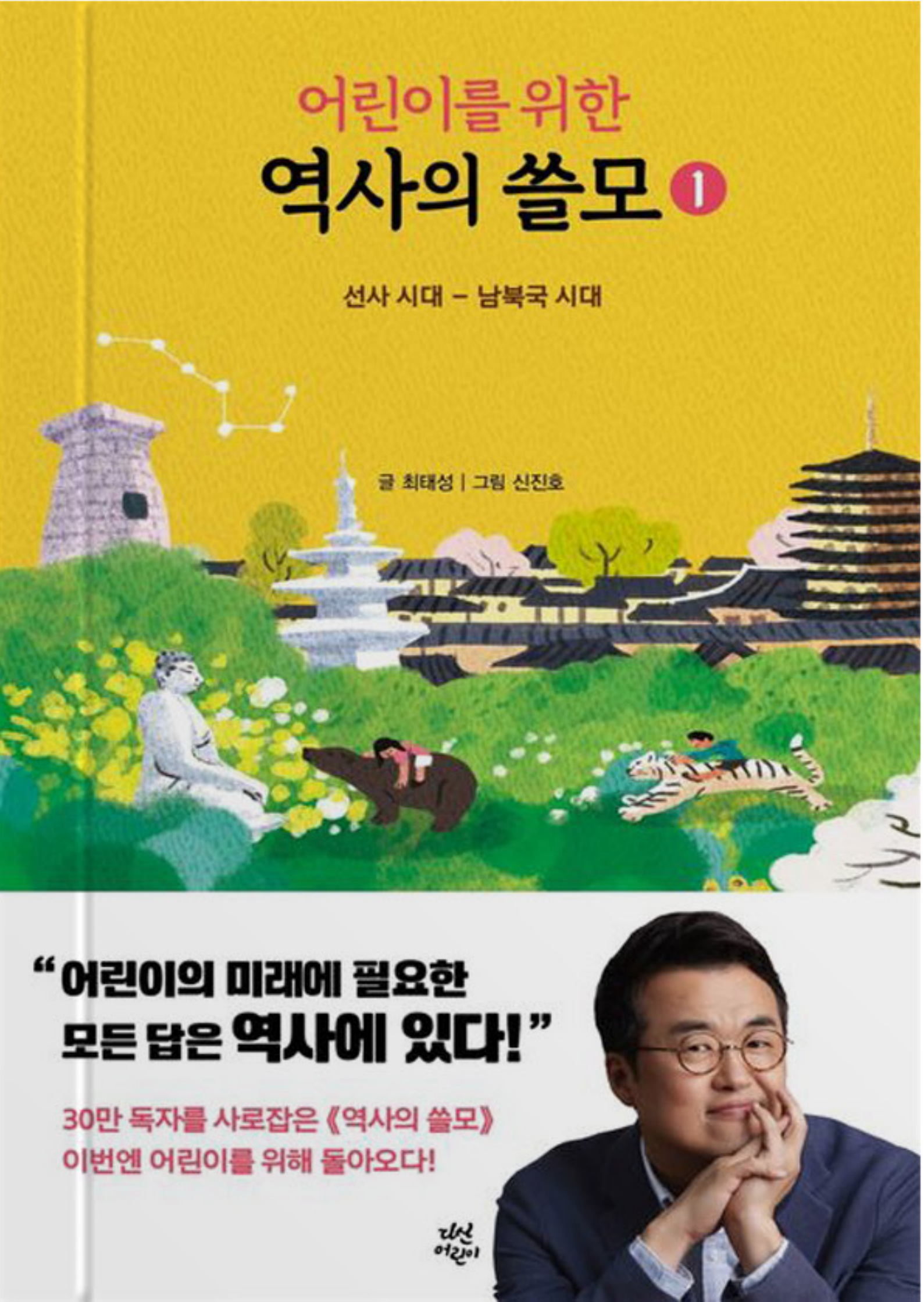
Content Business Process



Popular Bestsellers



Popular Bestsellers



Webtoon / Comics

Dasan Comics

Beyond the Original, Beyond the Experience

Transforming original IPs from webtoons, games, and visual media into curated print editions and merchandise.



Content Market Development Business



Smartmandoo

New media knowledge and culture enrichment brand.
We create animation with our original characters for easy, fun viewing on any topic that pique our curiosity.



Bookmandoo

A delicious book-discovery brand that sparks your desire to read.
Stories from fiction, essays, and the humanities are told in lively, engaging ways by Team Smartmandu's original characters.

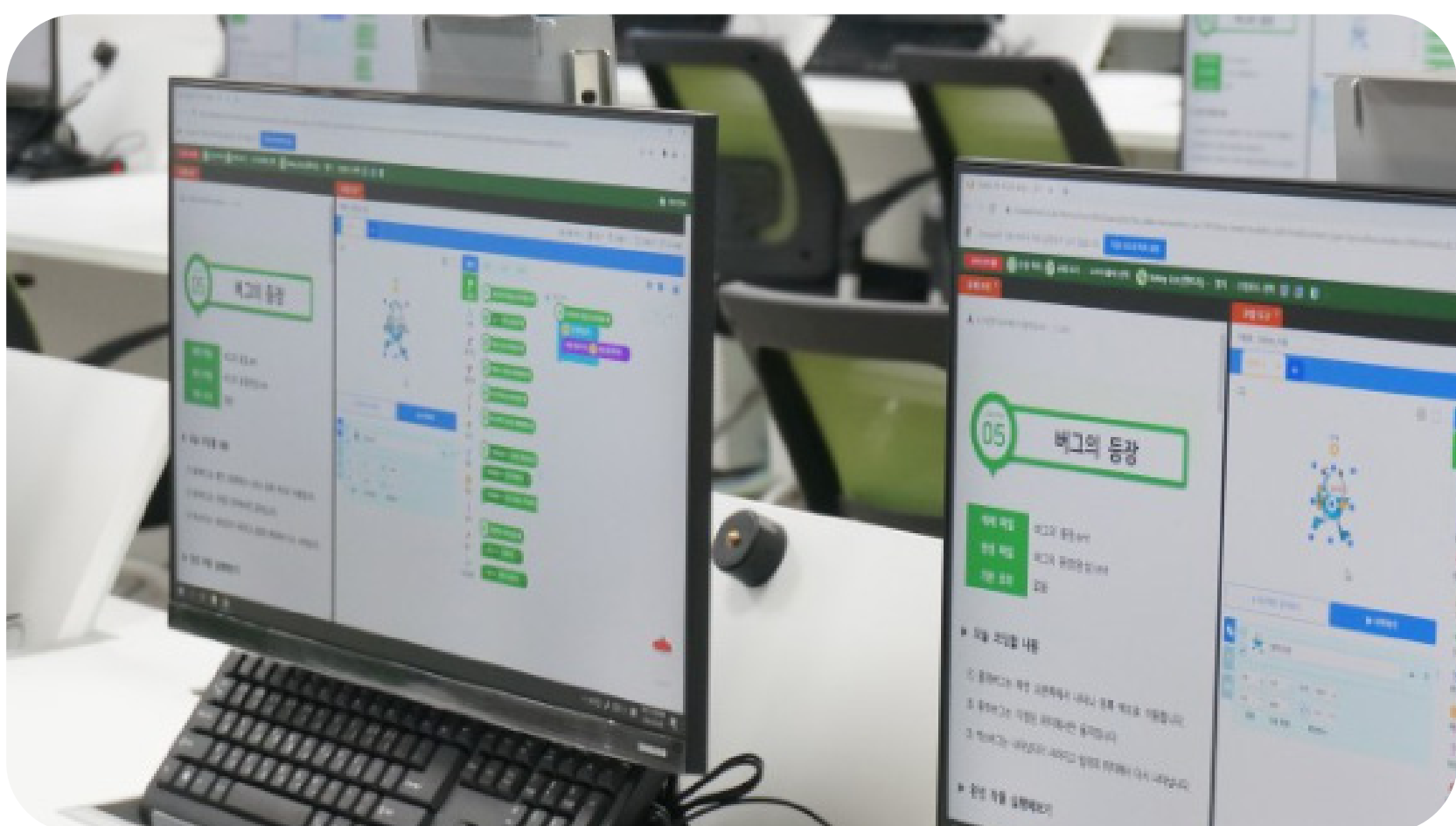


Content Market Development Business

다산스마트에듀

Cloud PC, Cloud School

We provide cloud-based PC system and our innovative Cloud School platform to schools, and operate content platform for development of computational thinking from elementary to high school students.



Moment
Collector

Moment Collector

A merchandise brand showcasing Moment Collector's distinct sensibility through collaborations with creators across literature, illustration, photography, and character design.



Content Market Development Business



Readers One (Large print books)

We have printed and distributed books with font sizes 130% larger than the usual print, and donated 1,200 types of the large print books to 1,200 public libraries. This is a business focused on providing knowledge and information to senior citizens.



Audiobook/ebook

We produce audiobook and ebook formats of books published by Dasan or other publishers, and increase opportunities to reproduce content in various digital-based formats.



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