

# Smilegate Realies

2023.10.11

# SMILEGATE BUSINESS ORGANIZATION



**Smilegate**  
Holdings

## [ Game Development ]



**Smilegate**  
Entertainment



**Smilegate**  
RPG



**Smilegate**  
Barcelona



**Smilegate**  
MegaLab

**SUPER  
CREATIVE**  
Game Development Studio



## [ Game Publishing ]



**Smilegate**  
Megaport



**Smilegate**  
Worldwide



**Smilegate**  
West



**Smilegate**  
Europe



**Smilegate**  
Stove

## [ Beyond Game ]



**Smilegate**  
Investment

Asset Management  
Venture Capital



**Smilegate**  
Foundation

Orange Planet  
FUTURE LAB  
CSR : Corporate Social Responsibility

**Smilegate** China

世曼凯  
梦世

**Smilegate**Realies

Realies Pictures

# TEAM SMILEGATE & REALIES



is Korea's top production company with two films that grossed over \$100M in the global box office and three titles that recorded over 10-million admissions (Korea has a population of 50 million).

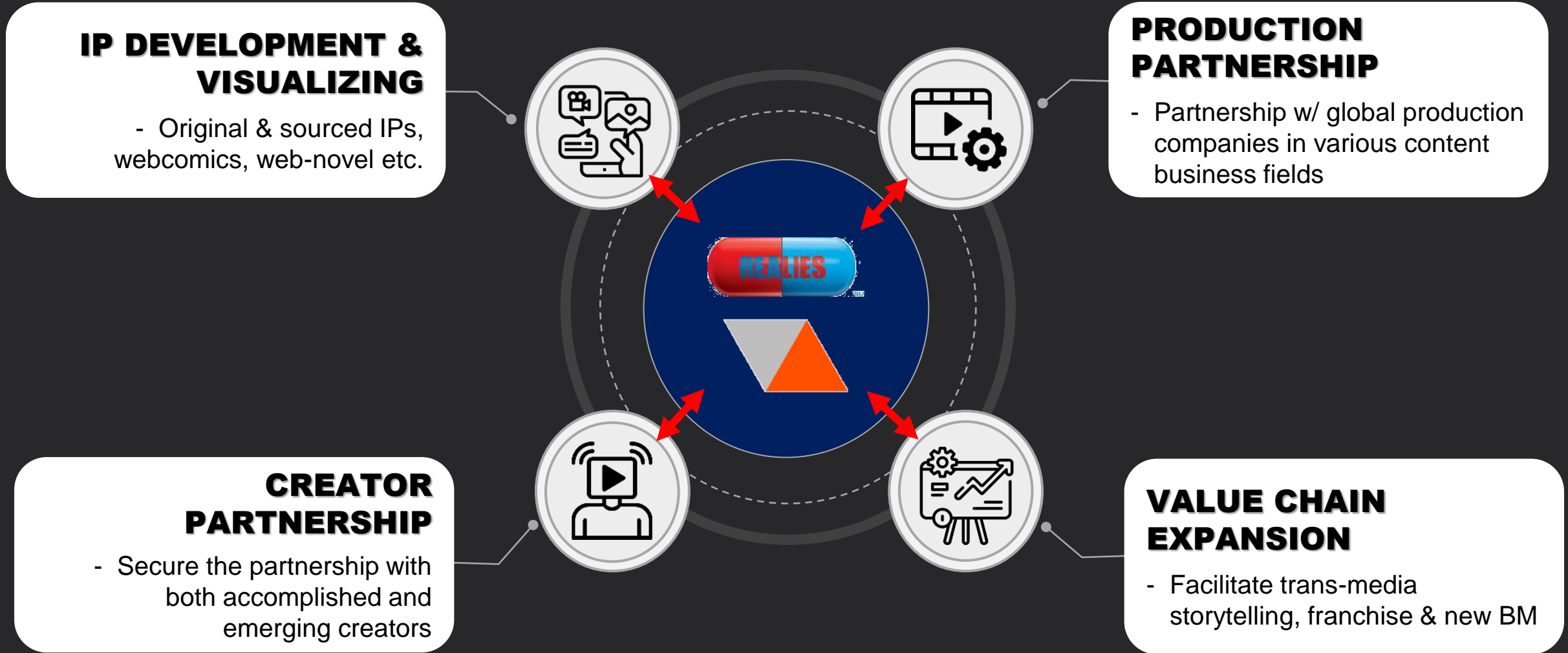


is actively expanding IP based business starting with game development and publishing. The game Crossfire accumulated sales of \$110B and the viewership of Smilegate's e-sports series based on Crossfire surpassed 20B views.

## SmilegateRealies

is an IP powerhouse that creates powerful content and has assembled a team of the most talented producers in the film industry. SGRL secures IPs that are full of potential and develops and executes all-around IP projects including the motion pictures business, to bring joy and entertainment to global audiences.

# BUSINESS STRATEGY DIRECTION



# IP OVERVIEW

In addition to the Smilegate's own game IPs,  
developing new IPs in various formats and genres



## GAME IPs

CROSSFIRE

LOST ARK

EPIC SEVEN

INCENSE OF  
FADED TALES

#STEAMFUNK  
#ROBOTACTION

+@

## NON-GAME IPs (Web-comic, Movie, Series etc.)

ALONG WITH  
THE GODS

OMNISCIENT  
READER

NO COUNTRIES  
FOR ZOMBIE

#YEONSANGHO

#CUPID  
#FANTASY

#RACING  
#HEROINE  
#REALEVENT

#CHAEBOL  
#BUSINESSWOMEN

#SERIALKILLER  
#OBLITERATION

#PET #TWIST  
#ROMANCE

#COVID19  
#TRUESTORY

#STARTUP  
#ENTREPRENEUR

+@

# DONG YEON WON

**CEO, Realies Pictures**

**CO-PRESIDENT, SmilegateRealies**

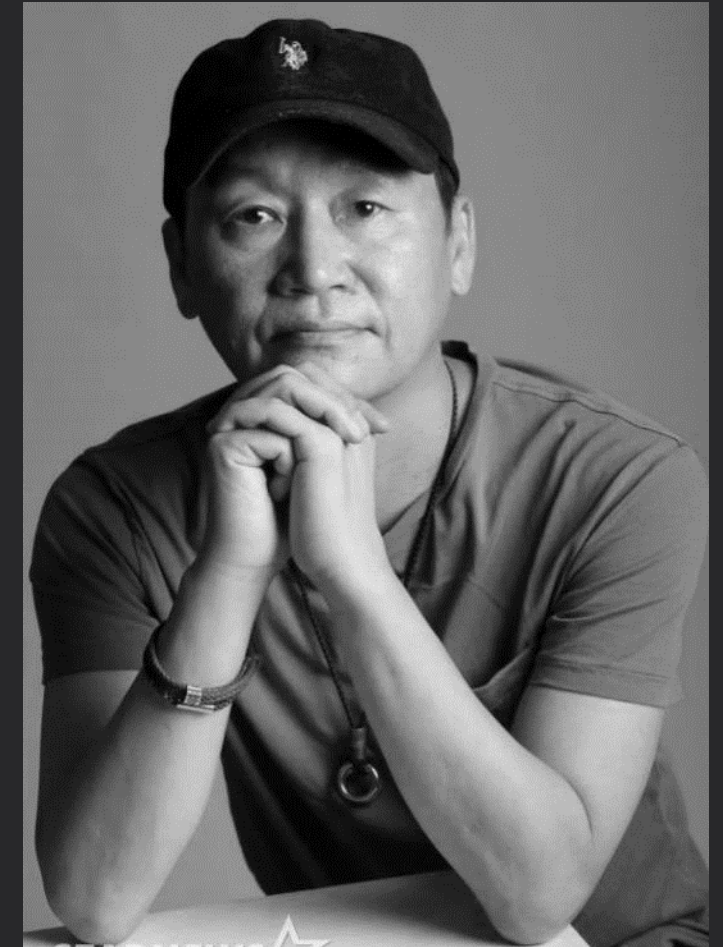
## Career

CEO and executive producer of Realies Pictures, a production powerhouse producing works of critical acclaims and commercial success. His filmography includes hit film series <Along With the Gods> & <Masquerade> which reached 10 million admission milestone. Grossed over \$283million in Korea box office



## Work SmilegateRealies / Realies Pictures

Lead SmilegateRealies film/ series production and IP development





# MIN JUNG PAEK

**PRESIDENT, SmilegateRealies**

**HEAD of IP BUSINESS & CDIO, Smilegate**

## **Career**

Over 25 years of experience across entertainment business and brand strategy/marketing, expertise in building business based on the brand strategy.

- Smilegate Holdings
- LG, CJ ENM, Samsung Cheil Worldwide

## **Work in Smilegate / SmilegateRealies**

- Motion Pictures : Movies, TV/Web Series, Variety shows, Animation etc.
- IP Business : IP expansion (CP, Location-based entertainment)
- Virtual Celebrity : Virtual K-pop Idol, Han Yua
- Brand Strategy : Brand marketing & Business
- Future Lab. : A creative education program for children & youth



# JINAH KIM

## SVP of Motion Pictures Business, Smilegate / SmilegateRealies

### Career

Over 20 years of experience across content and entertainment business including films, TV, streaming and more. Expertise in building business in entertainment industry overseeing both consumer and content strategies.

- Smilegate Holdings
- Netflix
- Lotte Entertainment (Paramount Pictures)
- Vidan, Entertainment Marketing & Publicity Firm (Founder & CEO)
- C&Film

### Work in Smilegate / SmilegateRealies

Lead Smilegate group's expansion into broader video entertainment business focusing on IP development based on transmedia strategy.





**Thank you**