

## Global K-POP Fan Content Platform



INDONESIA



VIETNAM



JAPAN



KOREA



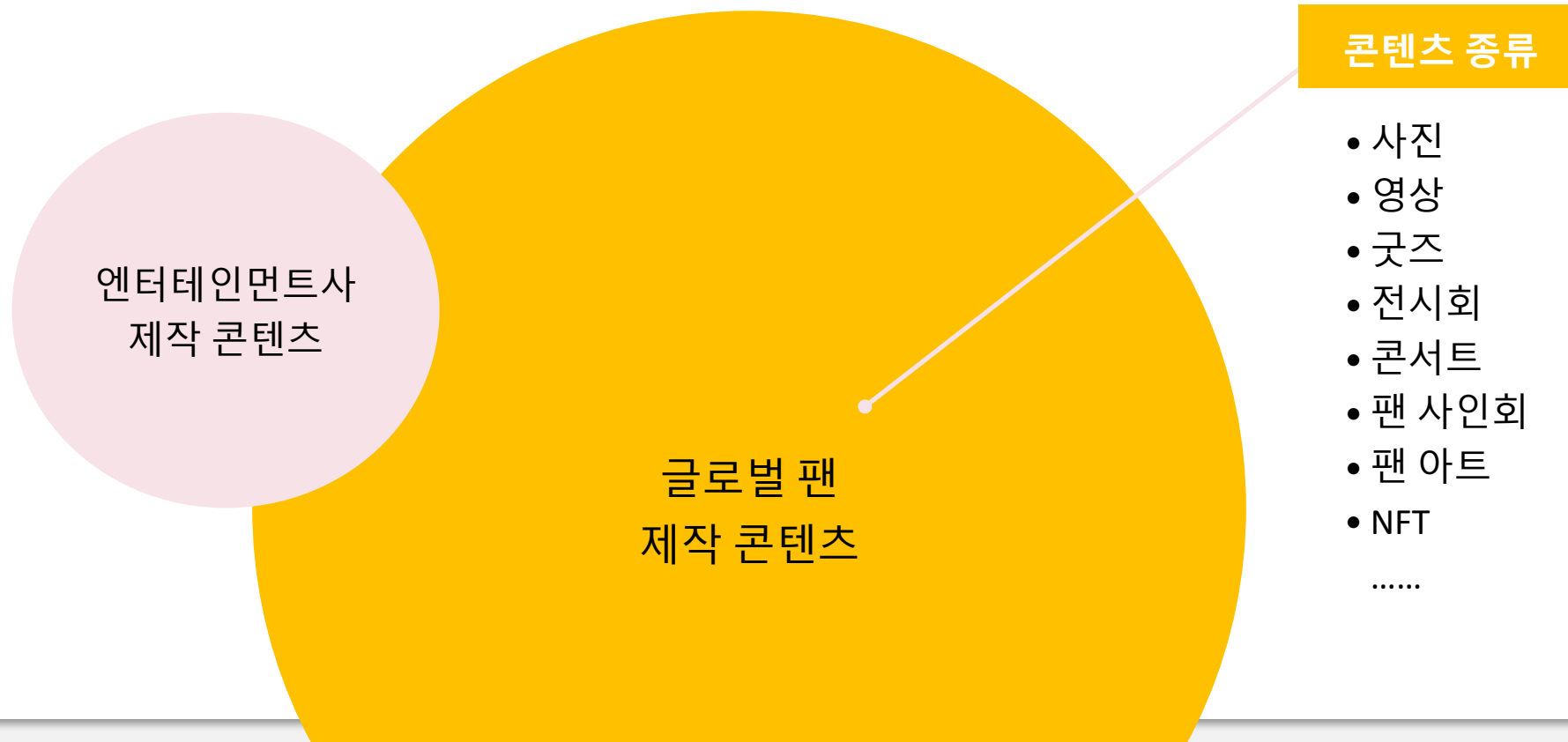
- 1. Market overview**
2. Business overview
3. Vision & Plan

## 1. Market overview

### New K-POP Content Market

Fan-produced content (photos, videos, fan art) is different from entertainment companies in terms of quantity and quality

Competitive and differentiated, creating a new market that has great business potential



## 1. Market overview

### Fan Content Production

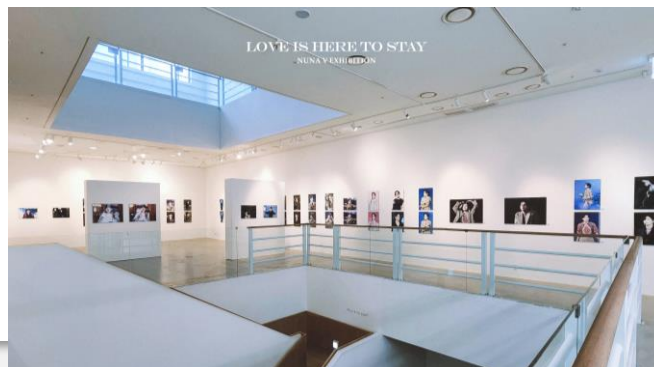
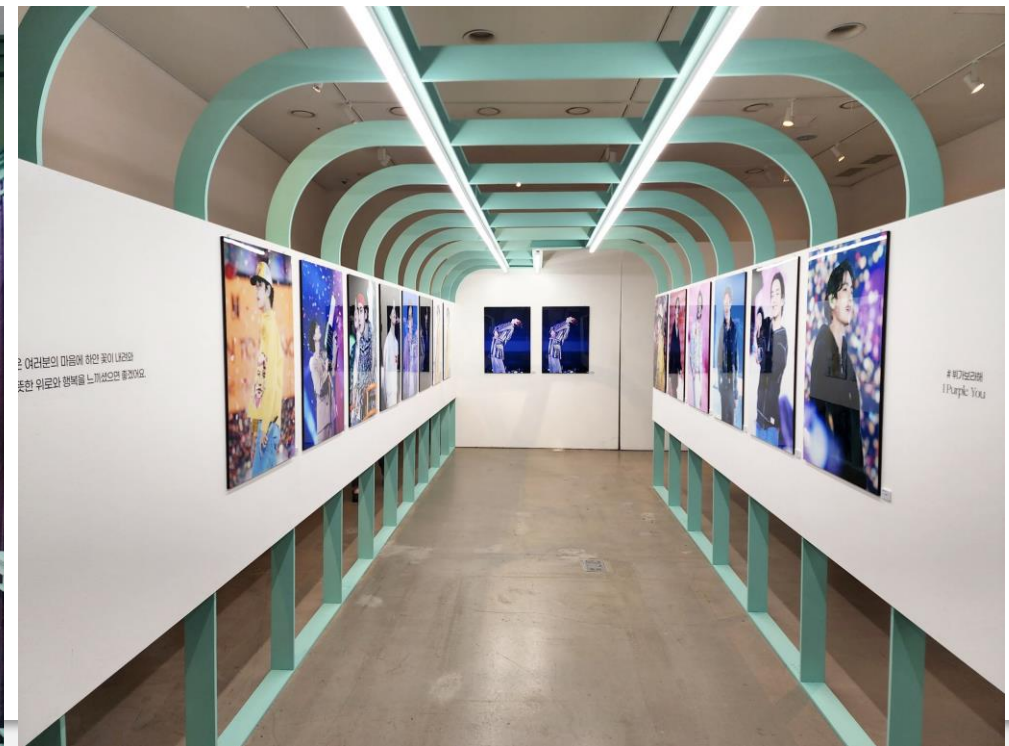
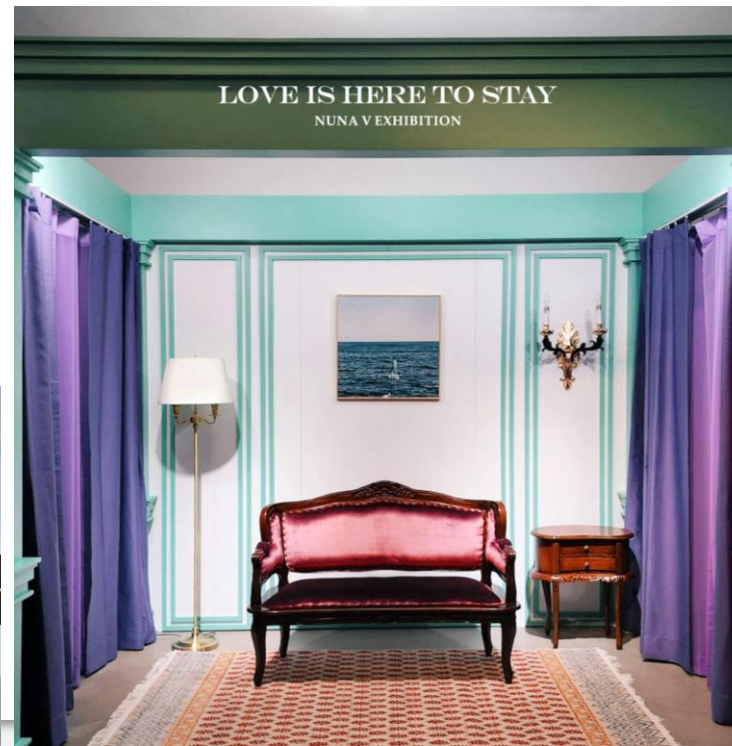
- \*Homma: Short for homepage master, influential fans who take pictures and videos of celebrities and upload them to their SNS and share them with their fandom
- Leading fan community activities such as production of goods, advertisements, cafe events, exhibitions, and video exhibitions based on photos taken by themselves
- Homma is the content creator and consumer of the fan community → prosumer



## 1. Market overview

### Introduction of Homma Content

- The proportion of home horses increases with the growing K-pop market
- Unlike the early days when photos taken were corrected and shared online, offline content (photo exhibition, goods production and sale) was planned to expand the inflow and consumption of various global fans
- Recently, exhibitions are being held overseas, and more contents are available for fans to experience and enjoy

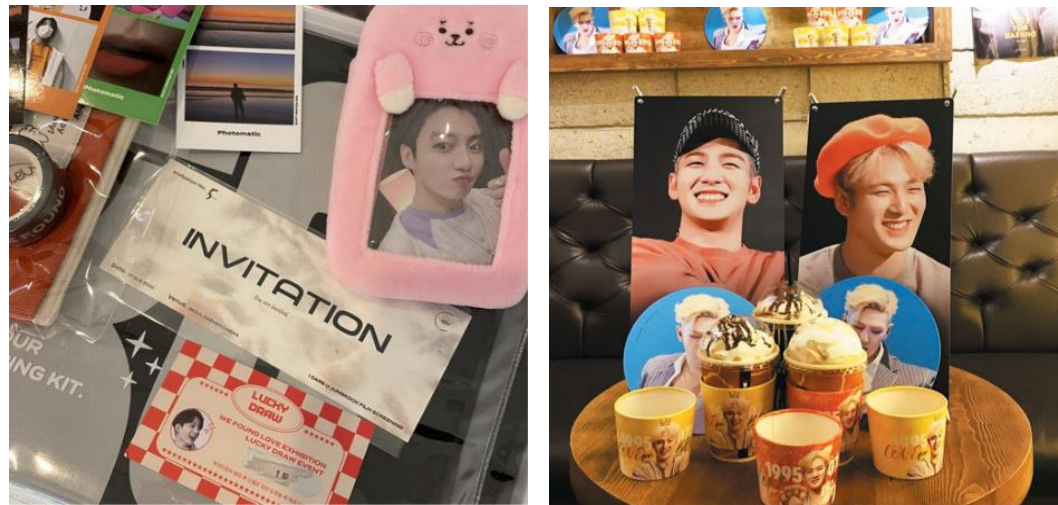


## 1. Market overview

# Features of Homma Content

Homema leads content production and community activities and plays a key role in the *fandustry*

### 콘텐츠 공급 / 팬 커뮤니티 관리자



- Homema's content provides an alternative to the diversity of the K-pop industry and entertainment company-centered content
- Maintaining and managing fandom that fills in the hiatus when an artist enters a break or is underperforming season
- Fandom is key to community formation and assembly, such as forming a new culture and gathering opinions

### 아티스트 마케터



- The effect of branding and raising awareness of artists such as homma fan cams, overseas outdoor advertisements, and donation activities under the artist's name  
(ex: EXID's legend of climbing back - Homma fan cam had 40 million views)
- Homma promotes artists and global fandom through continuous reproduction and sharing of contents without additional cost play the role of marketing channels and platforms in inflows

1. Market overview

**2. Business overview**

3. Vision & Plan



“global distribution of fan content”



## 2. Business overview

# Securing of Homma

## Creating a Fan Market through Homma MCN Business Commercialization

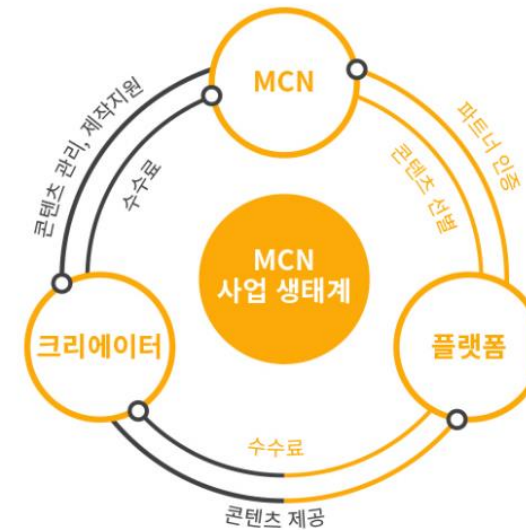
\* MCN : Multi Channel Network business

### 제 3 조 [회사의 부여된 독점배타적 권한]

“크리에이터”는 “회사”에게 아래 각 권한을 독점배타적으로 부여하고, “회사”는 이로 인하여 발생한 수익을 본 계약에 따라 “크리에이터”에게 배분한다. 단, “회사”가 아래 각 권한에 의하여 “크리에이터”의 판매채널 및 제품을 관리함에 있어서 “크리에이터”의 저작권을 침해하지 않도록 유의하여야 하며 아래에 정한 구체적 사유 외에 “회사”의 필요에 따라 임의적으로 “크리에이터”의 “판매채널” 및 “제품”을 수정, 삭제하여서는 아니된다.

1. “크리에이터”의 “판매채널” 또는 “크리에이터”의 SNS 및 기타 판매채널을 통해 “회사”가 직접 광고형 제품을 제작, 판매하거나 이벤트, 프로모션 등 상업적 수익 활동을 할 수 있는 권리
2. “크리에이터”의 판매채널 또는 “크리에이터”의 SNS 에서 발생한 모든 제품 및 정보를 수집하여 이의 전부 또는 일부를 직접 이용하거나 이를 수정 또는 2 차적 저작물 작성 등으로 활용하여 실물 혹은 디지털 콘텐츠의 유통 채널을

<Partial excerpt of MCN contract>



< MCN Business Model Example >

- MCN (Multi-Channel Network) service that recognizes homma as a creator and provides platform and management services is being launched and operated
- The fan service can utilize the content of more than 100 selected homeowners through exclusive contracts for content

## 2. Business overview

# Event agency infrastructure

Agency and distribution of domestic and international homma content based events



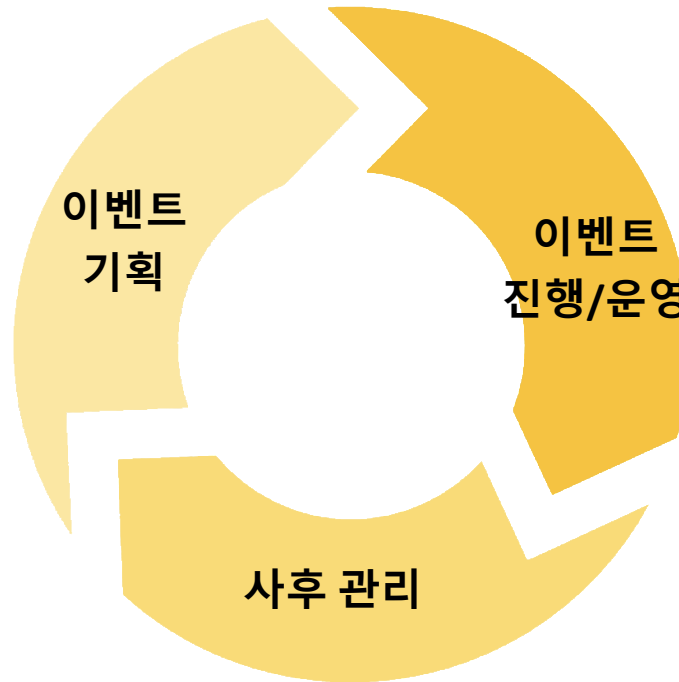
- Demand survey
- Data-based demand verification
  - Location, logistics, manpower recruitment



- Event planning
- Concept and Design
  - Detailed scheduling



- Goods production
- Production of frames, goods, perks, etc.



- Follow-up management
- Provide settlement schemes and reviews
  - Online Sales Progress



- Sales/Promotion
- Ticket and Goods Start Selling
  - SNS-based promotion



- Field operation
- Dedicated C/S
  - Install/Remove Field Events



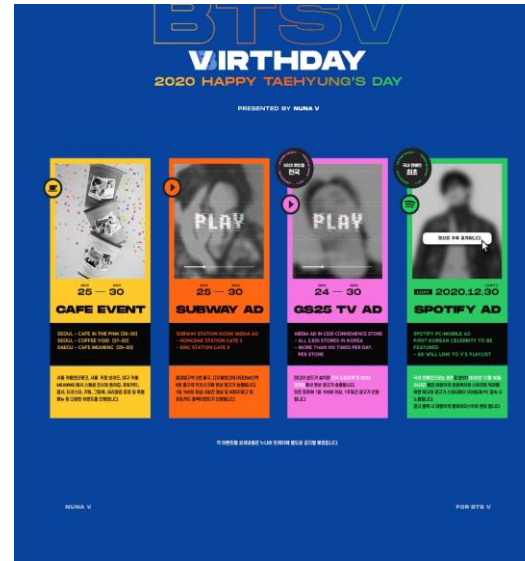
- Global Shipping
- Specialized packaging for goods
  - Overseas Local Delivery/Logistics

## 2. Business overview

### A representative homma

2.2 million individual followers, more than 30 million average post exposure

Large fandom projects such as 10m airship support, TV advertisements, and Spotify promotions have a lot of experience in leading



## 2. Business overview

# Overseas expansion process

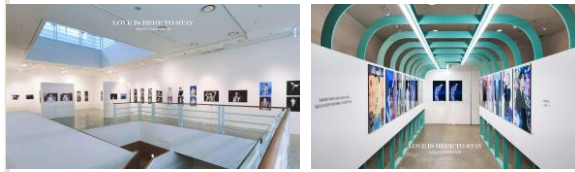
Monetization and global community expansion are underway by exporting our infrastructure overseas, such as events

Get exclusive content

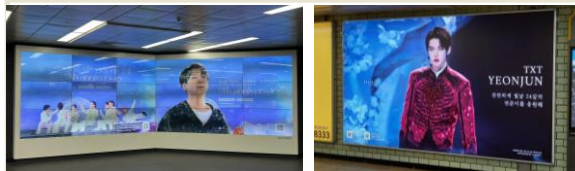
Overseas export and community building

Marketing and Partnerships

### 1. Offline community Events



### 2. Artist Advertisement



### 3. Sales of goods, etc.



Formats and concepts determined

Events will be held for reviews and online traffic  
Export overseas in the same format after securing

Configuring the Event Kit

Goods, frames, etc. needed for the event  
Packed directly and shipped locally from AMP  
warehouse

Securing Overseas Infrastructure

To hold an event with a local homma or partner  
company proceed with necessary places, personnel,  
promotions, etc.

### 4. Marketing / Promotion



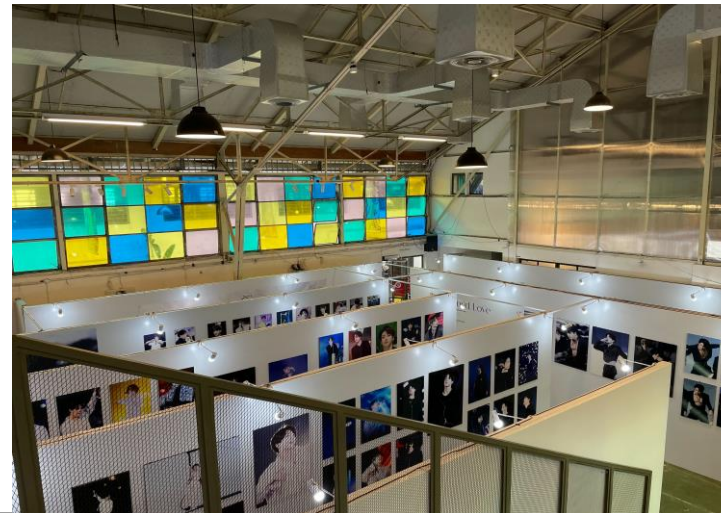
홈마가 보유하고 있는 SNS 채널 적극 활용

### 5. Global Partnership



## 2. Business overview

### Indonesia



## 2. Business overview

### Vietnam



2. Business overview

Japan



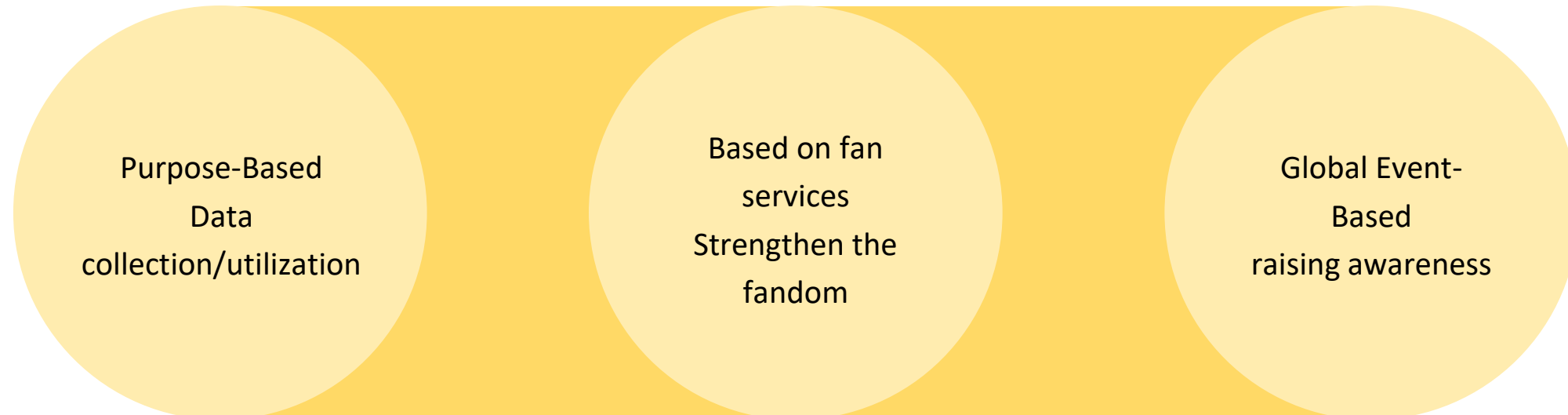
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### 3. Vision & Plan

## Utilization plan

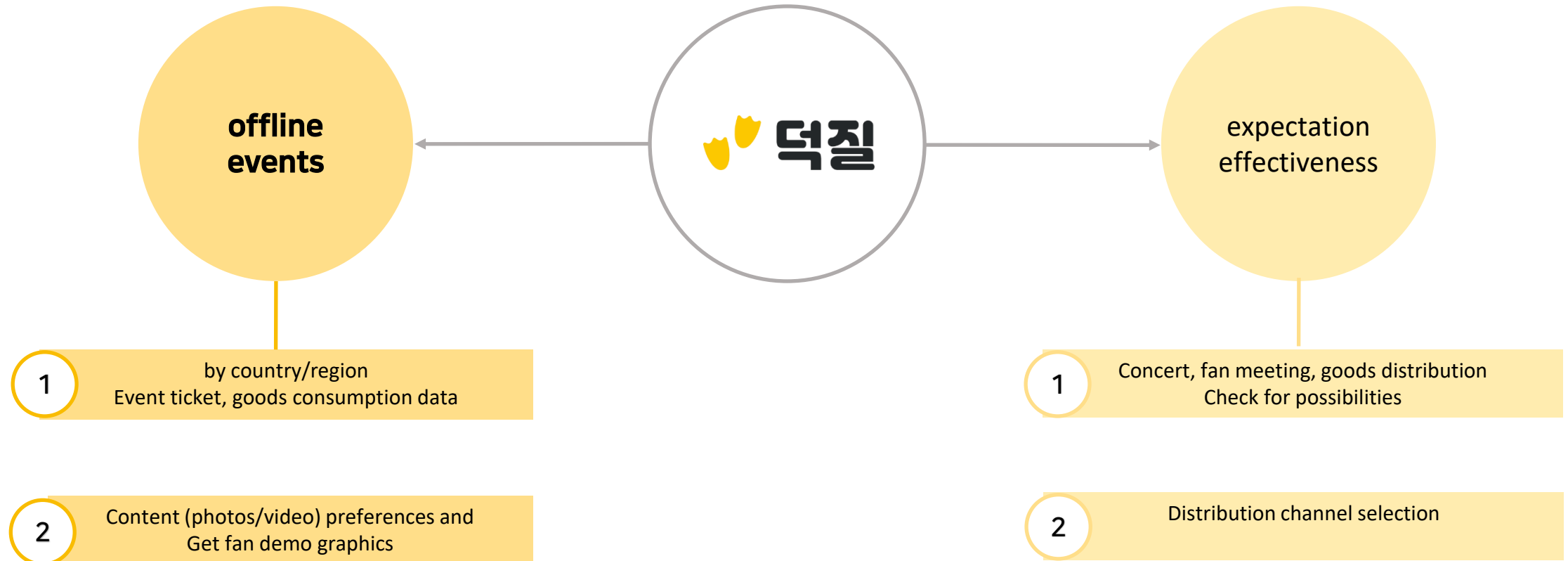
- K-pop fan content and culture are rapidly spreading to the global market, so there is a possibility of continuous market expansion ↑
- In particular, it has a large number of content that can contribute to data collection, fan island enhancement, and artist awareness



### 3. Vision & Plan

## Data collection and utilization

•K-pop fan content and culture are rapidly spreading to the global market, so there is a possibility of continuous market expansion ↑



### 3. Vision & Plan

## Strengthen the fandom

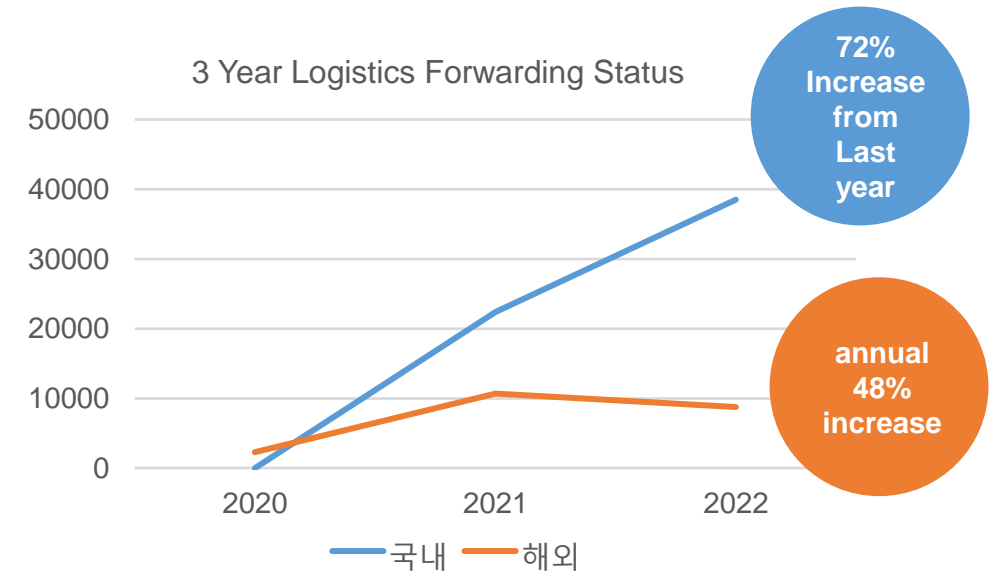
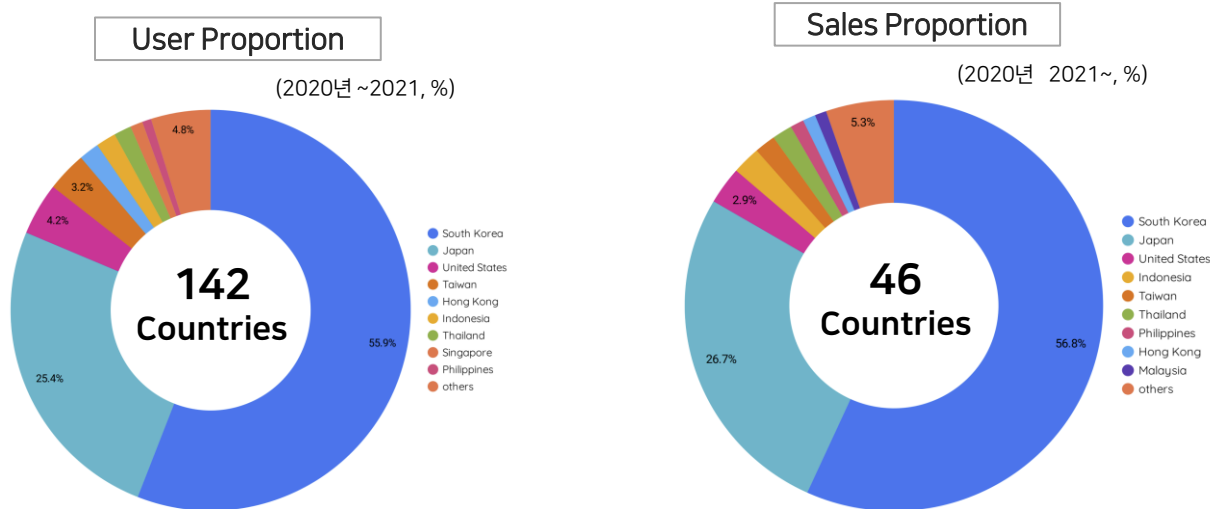
- Increasing royalty with continuously providing various artist contents to existing fandom through fan participation events
- Through continuous occurrence and exposure of events (advertisements, events), it is used as a channel for new fandom inflow in the global market and new fandom inflow ↑



### 3. Vision & Plan

## E-commerce Data

- Based on global commerce systems, logistics, and followers, the number of overseas visitors and payment countries is over 140 and 46 respectively
- The number of deliveries in the logistics business sector is expected to reach about 30,000 in Korea and more than 120,000 overseas in 2022, growing more than 20% year-on-year
- Overall commerce sales and revenue expected to grow more than 150% due to increased order volume, official goods delivery agency and distribution



### 3. Vision & Plan

## History



## The role of Duckzill

Act as a bridgehead to actively utilize the home horse and contribute to artists and entertainment companies

1

Homma  
management/  
fostering  
**Reduced risk**

2

Have infrastructure  
**Specialist for Fan  
Events**

3

**Collect / Provide**  
global fan market  
Data

## Main Vision

Based on the content of "Hommma"

By actively targeting overseas markets

Promoting global expansion and development of the K-POP fan content market

Fan of Fans



**Duckzill**