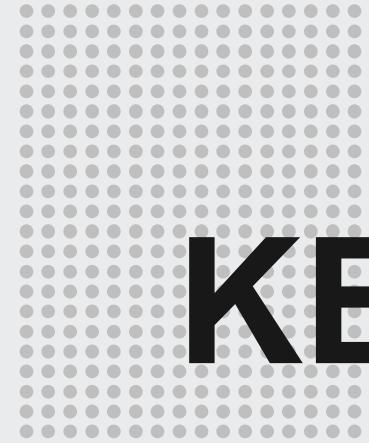




KELEBRITY.WORLD



# KELEBRITY.

KOREA + Celebrity

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KELEBRITY is a TOTAL COORDINATING professional enterprise offering content production related services  
and efficient communication between overseas clients  
and domestic entertainment companies.

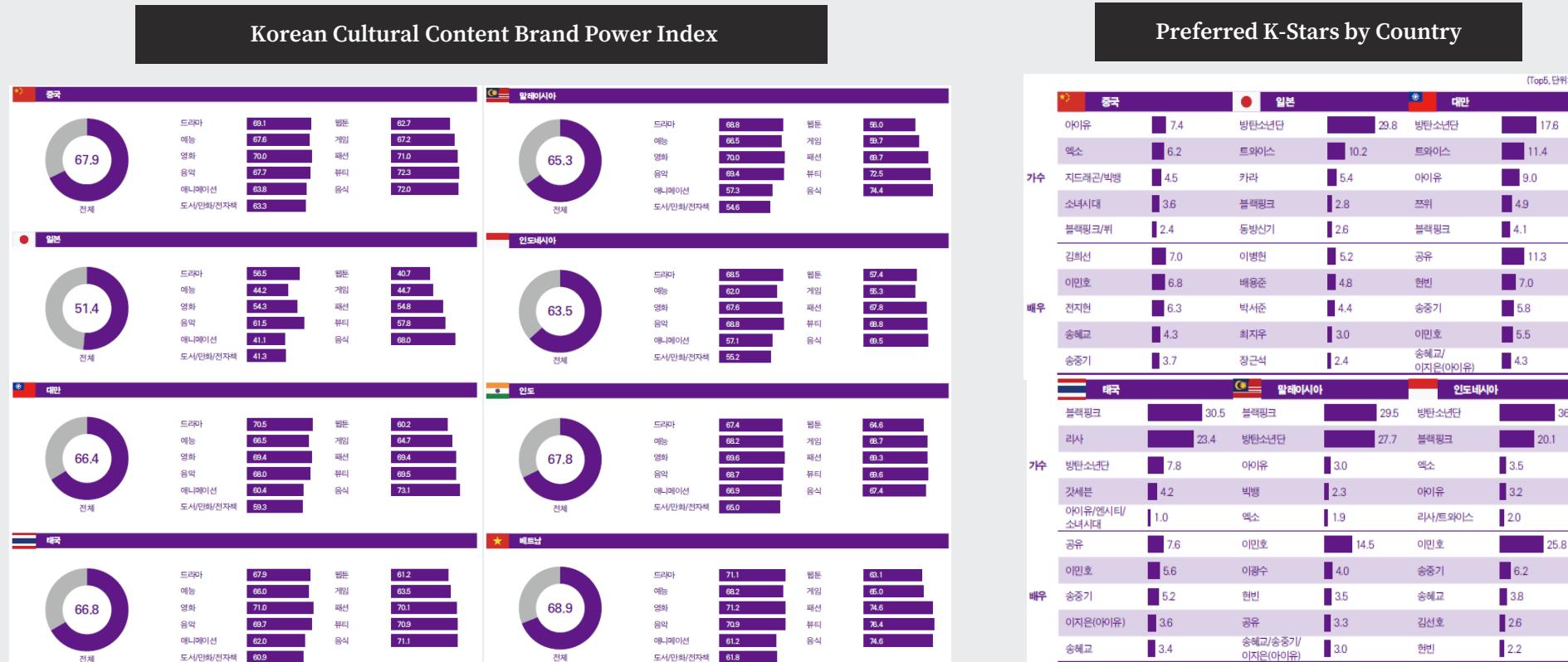


# CONNECTING PEOPLE

K E L E B R I T Y

KELEBRITY does not stop at simply casting talents. **Through continuous communication with Korean Entertainment Companies, we comprehensively analyze data from an existing celebrity with direction and development potential and suggest a celebrity with the best synergy.**

## Part 1 OVERVIEW



- Japan tends to show a preference for K-Pop (music) while other countries prefers movies, tv-series, etc.
- In this region, Korean beauty, music, and fashion brands were found to have a strong brand power with publication, webtoons, and animations being weaker.
- Although Hallyu had a global target in 2023, it began in Taiwan, China, and the neighboring Asian countries. Asia still holds much of the target market.
- The market potential in South Asia, having Southeast Asia and India at its core, rose rapidly. Thus, we cannot ignore the region's future value.
- Just as the content rapidly growing in sync with economic growth in China, rapid economic growth in Asian countries is seen stimulating the demand for content.
- Demands for Korean contents in this region is predicted to continuously grow.

## Continuous development and demand in Hallyu content, K-culture

## The center and core of K-culture is K-Pop and K-Pop stars

# 또 다시 '역대 최고'...K팝 수출 "훨훨 날았다"

입력 2023.01.16. 오전 7:55 · 수정 2023.01.16. 오전 9:02

기사원문

2023-01-16 07:54

그룹 워너원·BTS(빅히트뮤직 제공)

수출액 2.3억달러 · 판매량 8천만장  
음반 판매 톱 3는 BTS·스키즈·세븐틴

2023년 1월 16일 07:54 기준으로 전 세계에서 판매된 K팝 음반 수는 8천만장에 유통되는 것으로 조사됐다. 특히 BTS(방탄소년단)은 2023년 1월 15일 10:00(현지시간)에 미국 데일리 브리핑(Daily Briefing)에서 발표한 2023년 1월 15일 기준으로 전 세계에서 판매된 K팝 음반 수는 8천만장에 유통되는 것으로 조사됐다.

2023년 1월 15일 기준으로 전 세계에서 판매된 K팝 음반 수는 8천만장에 유통되는 것으로 조사됐다. 특히 BTS(방탄소년단)은 2023년 1월 15일 10:00(현지시간)에 미국 데일리 브리핑(Daily Briefing)에서 발표한 2023년 1월 15일 기준으로 전 세계에서 판매된 K팝 음반 수는 8천만장에 유통되는 것으로 조사됐다. 특히 BTS(방탄소년단)은 2023년 1월 15일 10:00(현지시간)에 미국 데일리 브리핑(Daily Briefing)에서 발표한 2023년 1월 15일 기준으로 전 세계에서 판매된 K팝 음반 수는 8천만장에 유통되는 것으로 조사됐다.

5년 전

한국  
부다  
다. 존



음반 수입이 가장 많은 국가는 일본으로 나타났다. 일본은 8574만 9000달러(1068억 원)을 기록, 수출 대상국 1위에 올랐다. 이어 중국 5132만 6000달러(637억 원), 미국 3887만 7000달러(483억 원) 등으로 음반이 팔려 나갔다. 이들 뿐 3국가의 비중은 2021년 71.7%에서 지난해 75.5%로 3.8%포인트 수준이다.

5년 전 첫 4천만 달러...4년 만 4배 가까이 급증



음반 판매량은 8000만장 돌파...BTS가 348만장으로 1위

파 아이브 는의 4세대 결코 아니다.  
씨글자드 는은 세계적인 엔진 음반 자드에 따르면 밤반소년단 '프루프' (Proof) 가 348번장을 팔아치우며  
파 아이브 를 제치고 엔진 음반 차드에 올랐다.

제10회 스페셜이 출연한 11회에 걸쳤다.  
제10회 스페셜은 스트레이 키즈 「마이den」 (MAXIDENT) 318만장, 세븐틴 「페이스 더 선」 (Face the Sun) 287만장, 블랙핑크 「분홍그라디안」 (Pink Punk) 262만장, NCT 127 「걸즈」 182만장, 투모루우바이투게더 「미니소드 20 씨스데이즈 청일」 (minisode 2: Thursday's Child) 180만장으로 순위며 이름을 올렸다.

4세대 결그루 매스파 'ჯ스'가 180위장으로 8위, 아이브 '애드티 라이크'가 165위장으로 10위를 차지했다. 9위에 스트레이 키즈의 '오니니리' 뮤비가 176위 장을 끌어안았다. 10위엔 스트레이 키즈가 유일하게 단일 뮤비 두 장을 올려뒀다.

\*\* 16/01/2023 Herald Economics

# The largest profit by K-Pop ever recorded, Hallyu market's scale



- According to the results from a research targeting Hallyu users regarding images related to Korea, 'K-Pop' recorded 14.4%, ranking #1 for 5 consecutive years
- BTS ranks #10 on the World Cultural Trademark Ranking.
- The highest K-Pop album export profit, which was in 2022, exceeds ₩300 billion, selling more than 80 million copies
- Japan recorded \$85,749,000 (₩106.5 billion)  
#1&2 export destination, China, \$51,326,000 (₩63.7 billion),  
#3, USA, \$38,877,000 (₩48.3 billion)
- The Top 10 includes, Taiwan, Netherlands, Thailand, Hongkong, Germany, Indonesia, France, etc. (Asian and European countries)

# Stray Kids, Japan Encore Concert...Osaka Dome Kara, Japanese Fan Meeting in 8 Years...“All 15,000 Seats Sold”



Next month, Stray Kids will perform the ‘MANIAC’ encore concert for their second world tour in Japan’s Saitama Arena (11<sup>th</sup>~12<sup>th</sup>) and Kyocera Dome Osaka (25<sup>th</sup>~26<sup>th</sup>). In particular, the Osaka concert is the **group’s first Japanese dome concert**, marking a meaningful milestone. Their Japanese encore concert tickets **sold out as soon as they were released 4 times**. In total, Stray Kids were able to deplete their concert tickets **within 5 minutes upon release 6 separate times**, twice in Kobe (June 11<sup>th</sup>~12<sup>th</sup>) and 4 times in Tokyo (18<sup>th</sup>~19<sup>th</sup>, July 26<sup>th</sup>~27<sup>th</sup>).

Kara was able to sell out all 15,000 seats in the coming fan meetings in the Orix Theater in Osaka (February 23<sup>rd</sup>), Kitakyushu Soleil Hall (26<sup>th</sup>), and Pacifico Yokohama Hall (March 3rd). Last month, they released a special album, “MOVE AGAIN,” in Japan, celebrating their 15<sup>th</sup> anniversary. The Japanese version of the title song’s music video, “When I Move,” **rose to the peak of the Top 100 chart in Japan’s largest music streaming service before it was officially released** in the album.

## Advertisements for domestic products using Hallyu stars have increased in Indonesia, Thailand, etc.



I AM AN  
**INVESTOR**

INVEST YOUR  
FUTURE WITH US

POWERED BY  
Bukit Sinarmas



Hallyu, which includes K-Pop, K-Dramas, and travel, was already very popular in Indonesia, but after the COVID-19 pandemic, advertisements for domestic products using Hallyu stars increased. Lee Minho (Kopi Luwak White), Gong Yoo (ASUS ZenFone 4), Kim Bora (Unilever Korea Glow), BlackPink (Shopee), NCT (Neo Coffee, NU Green Tea), Super Junior- Choi Siwon (Sedaap, SASA), Kim Seon-Ho (Ajaib), Park Seo Jun (Blibli), Hyunbin (LazMall, mall, SimInvest), Treasure (Ruang Guru), etc. are currently active with more Korean stars are expected to sign contracts. The Indonesian market has the fourth largest population in the world and celebrities with worldwide popularity mainly modeled for industrial products for daily necessities. Global superstars like Ronaldo, Jackie Chan, Messi, and Beckham who were recognized by anyone in Indonesia were mainly used as Brand Ambassador for drinks, soap, noodles, coffee, detergent, and hair products, however, Korean celebrities have started to replace them recently

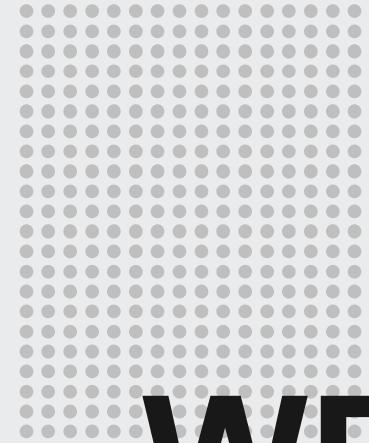
## Park Min-Young Selected as the Main Talent for Taiwanese Fashion Brand Malaysian Potato Chip Cha Eun Woo Advertises



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It was confirmed that Park Min-Young was selected as a Brand Ambassador for 'ONE BOY' one of Taiwan's national favorite fashion brands. Through works like 'Sungkyunkwan Scandal,' 'What's Wrong with Secretary Kim,' and 'Forecasting Love & Weather', Park Min-Young has been gaining considerable popularity.

A Malaysian potato chip brand, Mister Potato, selected Cha Eun Woo as their public relations ambassador, targeting the ASEAN market. Mamee-Double Decker selected Cha Eun Woo as their Brand Ambassador and sold a limited-edition product containing his photograph and signature to celebrate Mister Potato's 30th anniversary. The limited-edition Cha Eun Woo Mister Potato was released in the ASEAN region, which includes Malaysia, Indonesia, Thailand, and the Philippines. Mamee-Double Decker stated that "Cha Eun Woo, member of Astro, has a massive following in Southeast Asia", "The collaboration between Mister Potato and Cha Eun Woo was planned to encourage the younger generation to pursue their dreams and passions". Additionally, they said that "We strive to inspire the younger generation through the utilization of Korean music and entertainment".



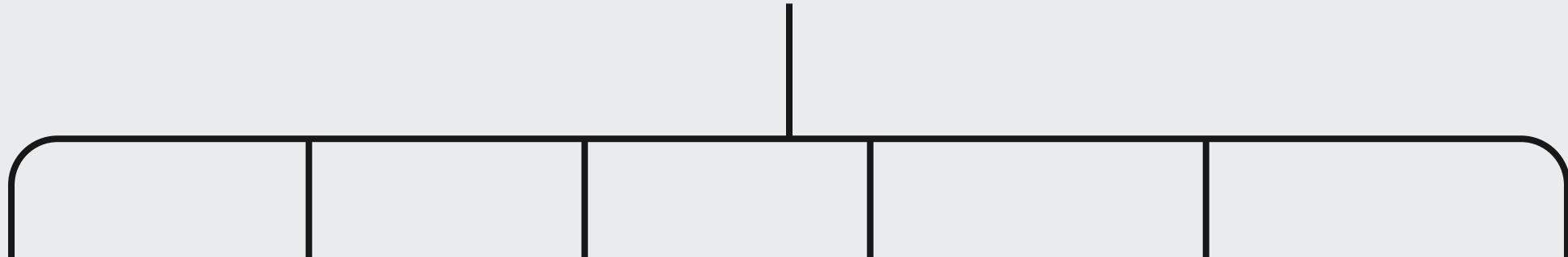
**WE CONNECT**



# WORLDWIDE CLIENTS



KOREA **KELEBRITY**



ARTISTS

ACTORS

IDOLS

TALENTS

CELEBRITIES

K-DRAMA



# We provide our services for the categories below

## TVC

Korean Celebs to be featured in  
Commercials.

## PPL

Placing brands in Korean Dramas

## PRINTS

Korean Celebs to be featured in  
Print Ads.

## CONCERTS

Providing Korean artists in overseas  
concerts and events

## MUSIC

Copyright for Korean songs to be used  
in overseas contents.

## GLOBAL NETWORKS

Olatte



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HG

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TOV



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DIGITAL  
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Wardah  
inspiring beauty

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K-ELEBRITY is building partnerships with local partners from Indonesia, Malaysia, Singapore, Thailand, Vietnam, Japan, etc.

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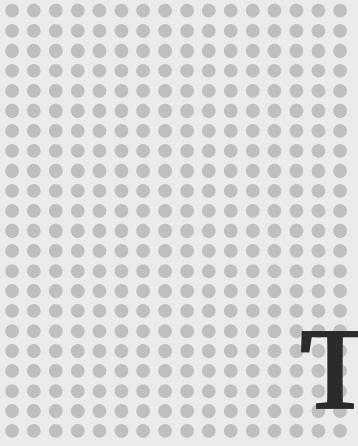


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THANK YOU.