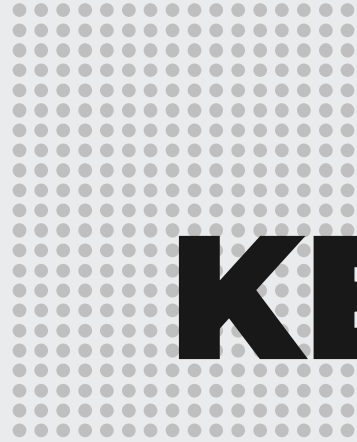


**KOREA KELEBRITY**

KELEBRITY.WORLD



# KELEBRITY.

## KOREA + Celebrity

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



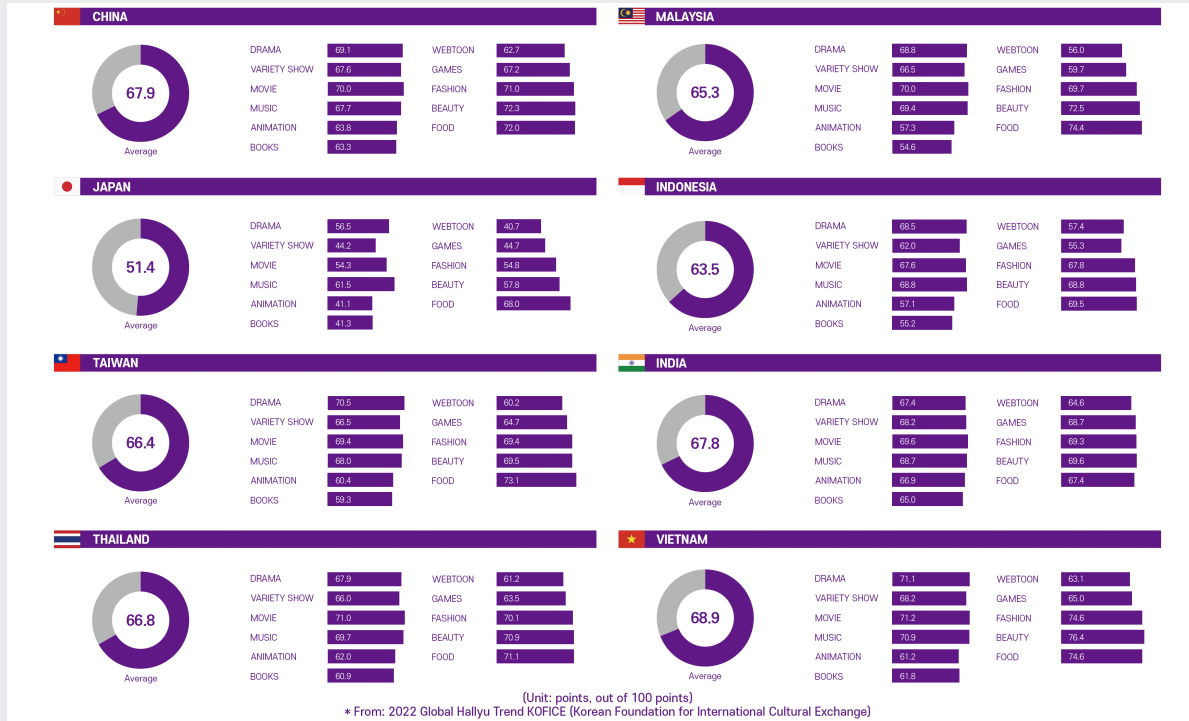
# CONNECTING PEOPLE

KELEBRITY

**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.

### Korean Cultural Content Brand Power Index



### Preferred K-Stars by Country

	China	Japan	Taiwan
ARTIST	IU: 7.4	BTS: 29.8	BTS: 17.6
	EXO: 6.2	Twice: 10.2	Twice: 11.4
	G-Dragon/Big Bang: 4.5	Kara: 5.4	IU: 9.0
	Girl's Generation: 3.6	Black Pink: 2.8	Tzuyu (Twice): 4.9
	Black Pink/V: 2.4	Dong Bang Shin Ki: 2.6	Black Pink: 4.1
ACTOR	Kim Hee-Sun: 7.0	Lee Byung Hun: 5.2	Gong Yu: 11.3
	Lee Min Ho: 6.8	Bae Yong Jun: 4.8	Hyun Bin: 7.0
	Gianna Jun: 6.3	Park Seo Jun: 4.4	Song Joong-Ki: 5.8
	Song Hye-Kyo: 4.3	Choi Jiwoo: 3.0	Lee Min Ho: 5.5
	Song Joong-Ki: 3.7	Jang Keun-Suk: 2.4	Song Hye-Kyo/ Lee Ji-Eun(IU): 4.3
	Thailand	Malaysia	Indonesia
ARTIST	Black Pink: 30.5	Black Pink: 29.5	BTS: 36.3
	Lisa: 23.4	BTS: 27.7	Black Pink: 20.1
	BTS: 7.8	IU: 3.0	EXO: 3.5
	Got7: 4.2	Big Bang: 2.3	IU: 3.2
ACTOR	IU/NCT/ Girl's Generation: 1.0	EXO: 1.9	Lisa/Twice: 2.0
	Gong Yu: 7.6	Lee Min Ho: 14.5	Lee Min Ho: 25.8
	Lee Min Ho: 5.6	Lee Kwang Su: 4.0	Song Joong-Ki: 6.2
	Song Joong-Ki: 5.2	Hyun Bin: 3.5	Song Hye-Kyo: 3.8
	Lee Ji-Eun (IU): 3.6	Gong Yu: 3.3	Kim Sun-Ho: 2.6
	Song Hye-Kyo: 3.4	Song Hye-Kyo/IU Song Joong-Ki: 3.0	Hyun Bin: 2.2

\*\*From: 2022 Global Hallyu Trend KOFICE (Korean Foundation for International Cultural Exchange)

- 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.**



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

한국 연상 이미지 추이(2012년~2021년) The trend of the Korean Impressions

[BASE: 전체, n=( ), 단위: 1순위 %]

차수	사례수	1위	2위	3위	4위	5위
1차 (2012년 2월)	(5,600)	Drama 18.3	K-Pop 14.9	한국음식 14.5	ELECT 12.3	WAR 6.7
2차 (2012년 12월)	(5,600)	Food 15.8	Drama 12.9	ELECT 12.3	K-Pop 12.3	WAR 7.9
3차 (2014년 2월)	(5,600)	IT 14.5	K-Pop 12.0	한국음식 10.7	Drama 8.4	WAR 6.0
4차 (2014년 11월)	(5,600)	K-Pop 17.2	Food 10.5	IT 10.4	Drama 9.9	Beauty 7.9
5차 (2015년 11월)	(6,500)	K-Pop 20.1	Food 12.1	IT 9.7	Drama 9.5	Beauty 9.2
6차 (2016년 11월)	(7,800)	Food 12.5	K-Pop 12.1	IT 10.2	Drama 9.9	N. Kor 7.8
7차 (2017년 11월)	(7,800)	K-Pop 16.6	N. Kor 8.5	IT 7.7	Drama 7.6	Food 7.5
8차 (2018년 11월)	(7,500)	K-Pop 17.3	Food 9.9	IT 6.9	Drama 6.8	Beauty 5.6
9차 (2019년 11월)	(8,000)	K-Pop 18.5	Food 12.2	Drama 7.8	IT 7.3	K. Stars 5.8
10차 (2020년 10월)	(8,500)	K-Pop 16.8	Food 12.0	IT BRAND 6.9	K. Stars 6.6	Drama 6.4
11차 (2021년 11월)	(8,500)	K-Pop 14.0	Food 11.4	Drama 7.5	K. Stars 7.0	IT BRAND 6.8

Q. 귀국에서 한국에 대해 생각해보니 가장 먼저 떠오르는 것은 무엇일까요? 그 다음은요?

World Media&Entertainment Content TOP 25



- 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”



KELEBRITY:WORLD

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 3<sup>rd</sup>). 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.



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

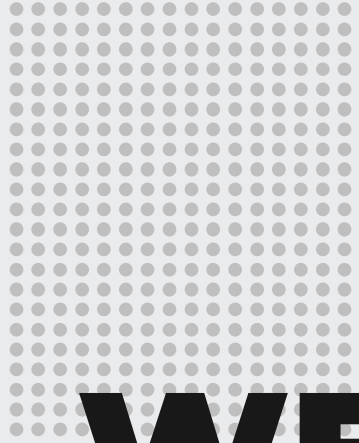


## Park Min-Young Selected as the Main Talent for Taiwanese Fashion Brand Malaysian Potato Chip Cha Eun Woo Advertises

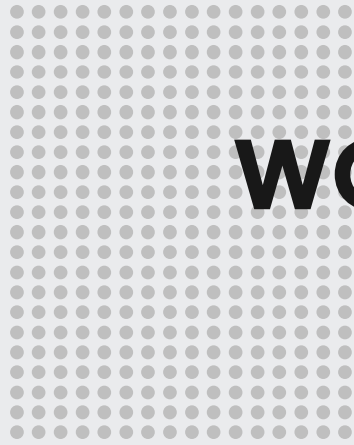


It was confirmed that Park Min-Young was selected as a Brand Ambassador for 'ONE BOY' one of Taiwan's national favorite fashion brands. Through works like 'Sungkyunkwan Scandal,' 'What's Wrong with Secretary Kim,' and 'Forecasting Love & Weather', Park Min-Young has been gaining considerable popularity.

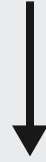
**A Malaysian potato chip brand, Mister Potato, selected Cha Eun Woo as their public relations ambassador, targeting the ASEAN market. Mamee-Double Decker selected Cha EunWoo as their Brand Ambassador and sold a limited-edition product containing his photograph and signature to celebrate Mister Potato's 30th anniversary.** The limited-edition Cha EunWoo Mister Potato was released in the ASEAN region, which includes Malaysia, Indonesia, Thailand, and the Philippines. Mamee-Double Decker stated that "Cha EunWoo, member of Astro, has a massive following in Southeast Asia", "The collaboration between Mister Potato and Cha EunWoo 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".



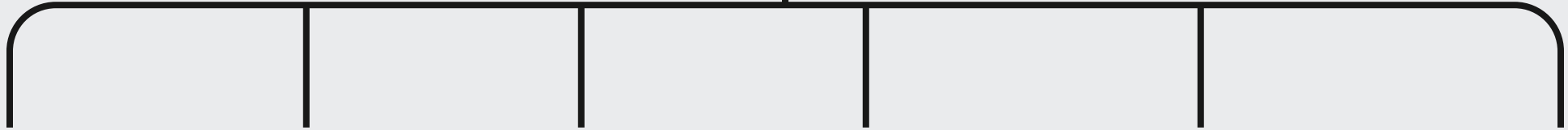
# WE CONNECT



**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.

## **PRINTS**

Korean Celebs to be featured in  
Print Ads.

## **MUSIC**

Copyright for Korean songs to be used  
in overseas contents.

## **PPL**

Placing brands in Korean Dramas

## **CONCERTS**

Providing Korean artists in overseas  
concerts and events

# GLOBAL NETWORKS



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

# Contact us.

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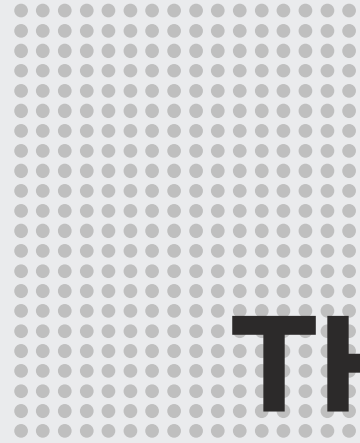


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**THANK YOU.**