



**TREASURE  
HUNTER**

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COMPANY  
**PROFILE**

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**2021 2Q**



- 1 About Us \_ Treasure Hunter
- 2 Business Area
  - 2\_1 Creators & Contents
  - 2\_2 Social Media IMC
  - 2\_3 Creator Commerce
- 3 Roadmap

## PART1 About Us \_ Treasure Hunter

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- [1] Company Introduction
- [2] Creators & Channels
- [3] TH Family & Global Partnership
- [4] Company History

# [1] Company Introduction

As a **Representative New Media Company** in Asia,  
Treasure Hunter **Leads New Media Contents Business** with Creators playing Key Roles



Company Name — Treasure Hunter Co., Ltd



CEO/Founder — Jae Yong SONG



Founded — Jan 2015



Staffs — 151 (May 2021)



Located — 8F, JK Tower, 16, Seonsui-ro, 20-gil,  
Seongdong-gu, Seoul, Republic of Korea (04783)



Business Field — Content Provision, Digital Advertising  
E-Commerce & Retails



Subsidiaries & Partners — Leferi, TIEnt



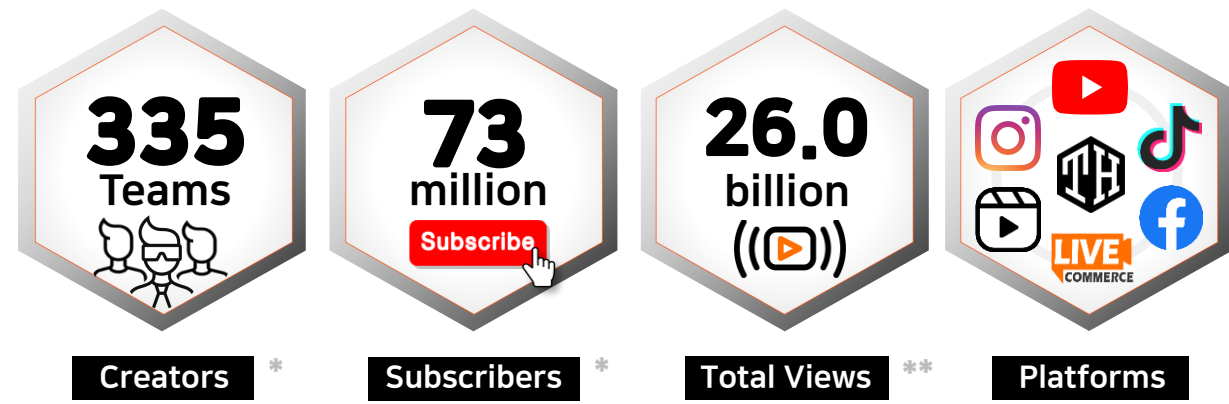
Global Branch — China, Hong Kong, Southeast Asia Countries



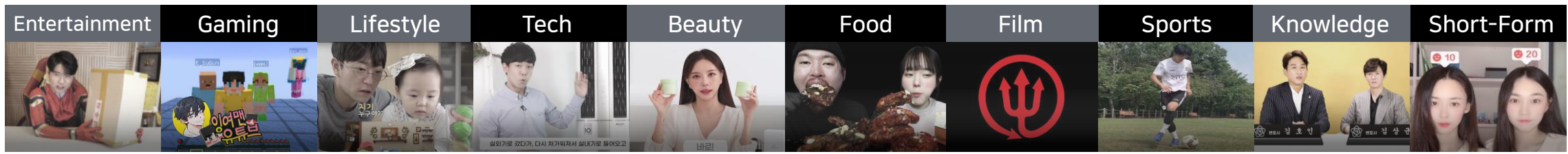
*We are always on  
Treasure Hunter*

# [2] Creators & Channels

With **335 Creator Teams** from YouTube and various New Media Platforms (including TikTok), Treasure Hunter **meets Digital Audiences with Various Interests** through Trend Leading Contents



Also Treasure Hunter Leads MCN Trends with Specialized Content Categories



\* Creators / Subscribers : YouTube + TikTok      \*\* Total Views : Including whole TH's Creator Channels

# [3] TH Family & Global Partnership

Treasure Hunter creates Synergy with **Advanced Subsidiary Partnership**, Builds **Asian MCN Ecosystem** by Cooperation with Global Content Business Strategies.

## Treasure Hunter Family

# Leferi

beauty marketing

### Leferi

- Korea's No.1 Beauty MCN with Skillful Influencers (250 Creator Teams)
- Invest by Kakao, GS Home Shopping



kids toy

### TI Ent

- Reputed MCN for Kids & Toys Contents
- Including Kkuk TV (1.7M Subscribers) and Various Creator Teams

### TREASURE HUNTER GLOBAL

global marketing

### Treasure Hunter Global

- Treasure Hunter's China Branch (in Shanghai)
- Global Marketing Targeting Wanghong Economy
- Marketing Strategies for Local Companies and International Branches

## Global Partnership



# [4] Company History

Established in January 2015, Treasure Hunter has **Invested Over 30 Million Dollar** by Multi-national Corporations, Fortifying **Foundation of MCN Business Model** with Crew Creator Teams

[ Phase 1 - Initial Settlement and Growth of Business ]

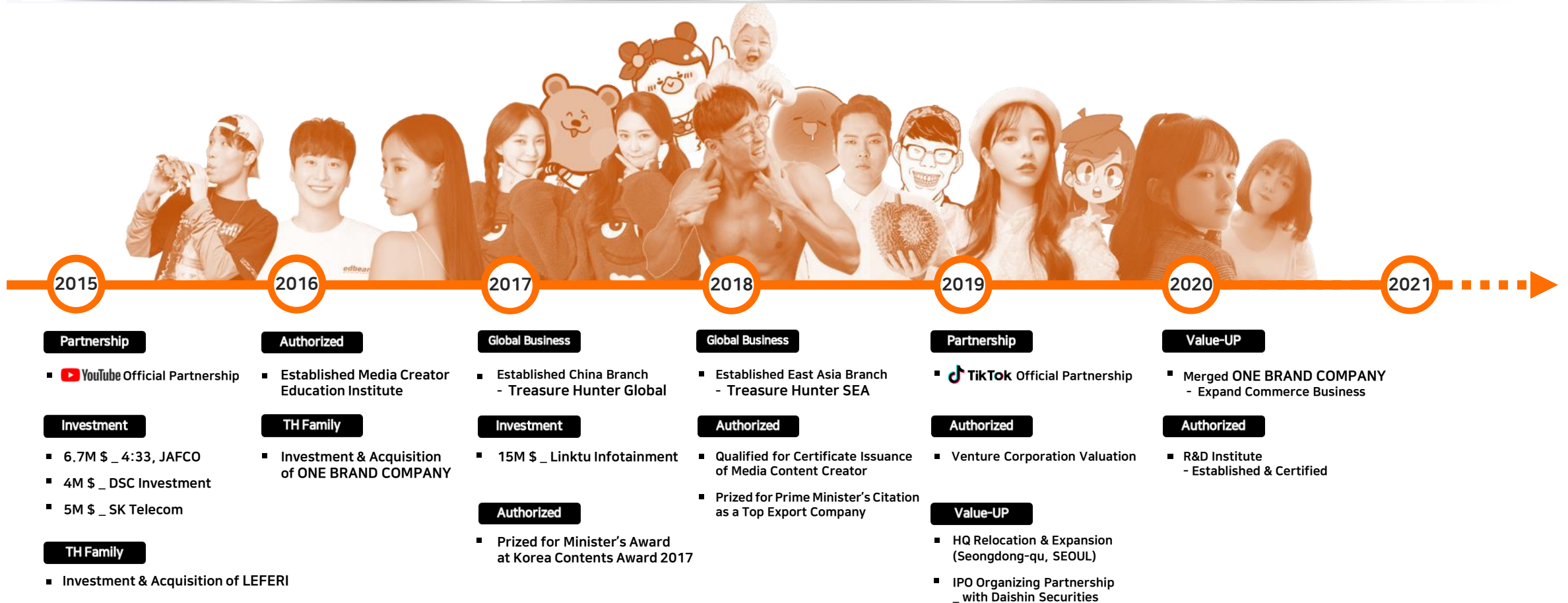
[ Phase 2 - Planning for Long-term Growth Strategy ]

[ Phase 3 - Enhancing Business Durability and Competency ]

MCN Business Model Development

Content Specialization and Global Expansion

Business Sophistication and New Expansion



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## PART2 Business Area

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- 2\_1 **Creators & Contents** — [1] Top Creators [2] Creator Search & Cultivation
- 2\_2 Social Media IMC [3] Expertise: Content Planning & Production [4] Contribution to Content Creator Industry
- 2\_3 Creator Commerce



# [1] Top Creators

Treasure Hunter is Growing Up with Top Content Creators of Korea.

Creators themselves, as an Active Content IP, broaden Creative Territories reaching Multiple New Media Platforms.



## Celebrities & Experts



610k 140k  
Stungun TV

★ DH Kim (UFC Fighter)



160k 970k  
ohhabbang

★ K-Pop Artist (Apink)



6k  
Yang Joon Hyuk

★ KBO Baseball Legend



60k  
Alberto Mondì



1.2M 40k  
DICKHUNTER



3.8M 10k  
dewsisters



105k 1k  
passion couple



139k  
KIMKIM Lawyers



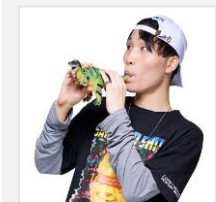
2k  
Politichats



400k  
GGONG TV

★ Byung Ji KIM  
ex National Team Player  
(1998, 2002 FIFA World Cup)

## Gaming



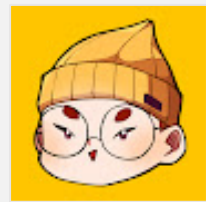
898k 15k  
IYMAN



432k 10k  
PANG



503k 6k  
DUCHI&BBUGGU



342k 8k  
BigWin TV



310k 29k  
jjondeuke



640k 180k  
General SSO



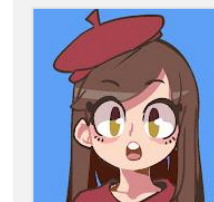
1.7M  
Kkuk TV



714k 12k  
Clark tv



320k 92k  
ChuJeong



270k 60k  
Friendshipping

## Entertainment

\*\* Recent Update : May 2021

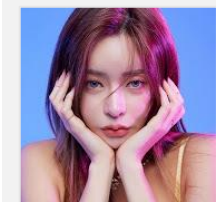
# [1] Top Creators

Treasure Hunter is Growing Up with Top Content Creators of Korea.

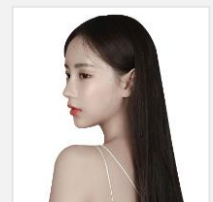
Creators themselves, as an Active Content IP, broaden Creative Territories reaching Multiple New Media Platforms.



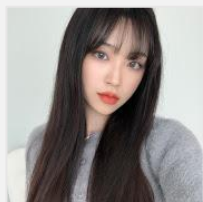
## Beauty



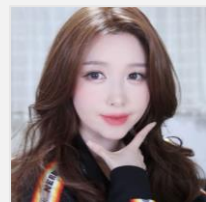
363k 186k  
Sole



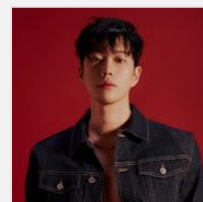
809k 389k  
Areumsongee



133k 12k  
hanna

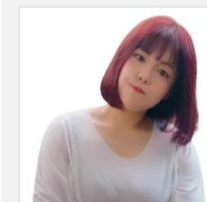


230k 2k  
VREE

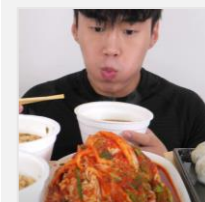


538k 167k  
LeoJ Makeup

## Food (Mukbang)



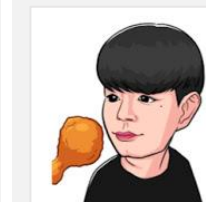
2.8M 910k  
YangSoobin



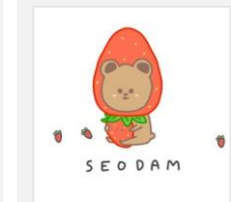
410k  
Chiyoon ASMR



460k 29k  
Edmmer



3.0M 50k  
Kgxhwang TV

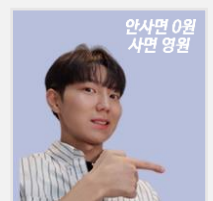


770k 5k  
SEODAM

## Tech



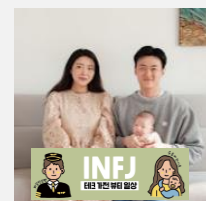
589k  
Tech Mong



133k  
ATE



96k  
Haeyong

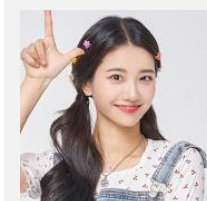


63k  
INFJ



73k  
TheSINZA

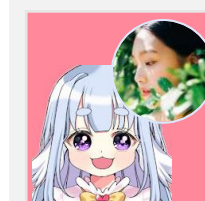
## Lifestyle & Pets



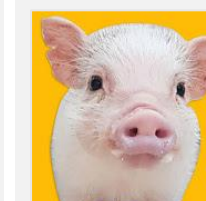
1.7M 53k  
ASMR Suna



582k 122k  
JIGI TV



276k  
Solbeen



286k 6k  
GGNN



255k 16k  
8Corgi House

\*\* Recent Update : May 2021

# [1] Top Creators

Treasure Hunter is Growing Up with Top Content Creators of Korea.

Creators themselves, as an Active Content IP, broaden Creative Territories reaching Multiple New Media Platforms.



## Sports & Knowledges



520k 70k  
GPT



410k 9k  
Hulk's TV



400k 20k  
Aran TV



40k  
Weekly NBA Talker



160k  
MAJINGA  
(Massage Real Guide)

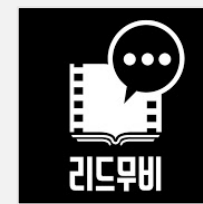
## Film



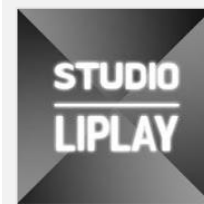
810k  
Red Monster



542k  
sogaenam



380k  
Lead Movie

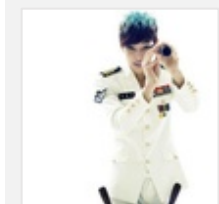


250k  
LIPLAY



183k  
TUNA

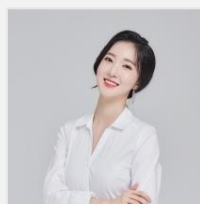
## TikTok & Short-forms



2.1M  
go\_kim612



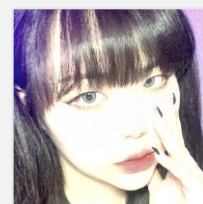
1.9M 6k  
chengdamunni



90k 5k  
Kim Sung-kyung



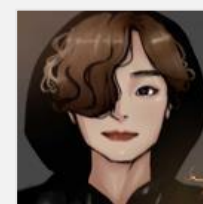
710k 20k  
THE\_2TOP



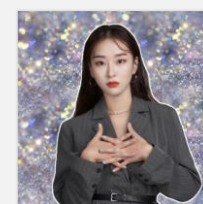
320k  
yooffective



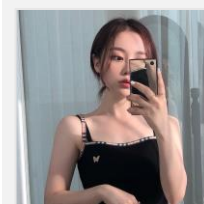
280k  
soodoriini



230k  
sia\_95



250k  
eddy\_yezi



230k 350k  
JELITA SOO



170k  
yuri\_2ee

\*\* Recent Update : May 2021



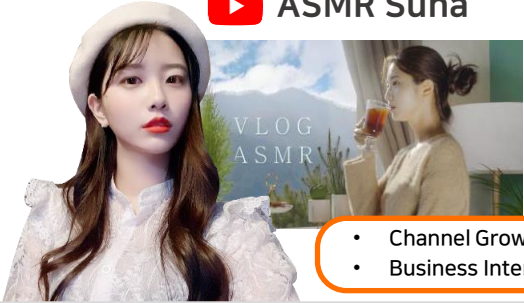
# [2] Creator Search & Cultivation

Treasure Hunter is Specialized in **Searching and Cultivating Talented Content Creators** as Next Global New Media Leaders.

Through Systematic Education and Support with Detail Management Care, **Creators can Concentrate on Creative Content Activities.**

## Growth Experience

**ASMR Suna**



**1.77M**  
(May 2021)

**100K**

- Channel Growth Feedbacks
- Business Intensifying

**General SSO**



**640K**  
(May 2021)

**10K**

- Customized Content Planning
- Special Editor T/F Operation

**JIGI TV**

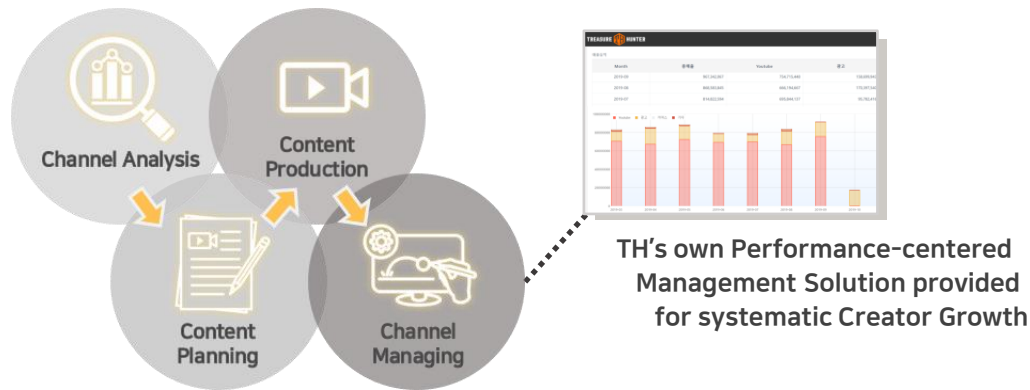


**580K**  
(May 2021)

**20K**

- Content Proposal (+Collaboration)
- Focusing Management

## Search & Management Process



## Creator's Benefits

- Essential Resources**
  - Basic Creator Education
  - Studio Rent
  - Content Collaboration
  - Free Fonts & Soundtracks, Translation Services (Discount Offer)
- Professionalization**
  - Synergy Network Marketing
  - Support for Live-Production
  - Channel Customization & Boosting
  - Support for Law & Copyright Inquiries
- Premium Incentives**
  - Producing for Global Creator
  - Fan Meeting Programs
  - Merchandising Co-work

**+ Management Meeting & Performance Monitor for Creators**

\*\* Detail Contract Adjustment Available for Creators

# [3] Expertise: Content Planning & Production

Providing Specialized Content Production Environment, including **Advanced Studios and Professional Equipment**, Skillful In-house Staffs also Help Creators Grow Up by Supporting **Content Planning, Production, Channel Manage and Branding Strategies**.

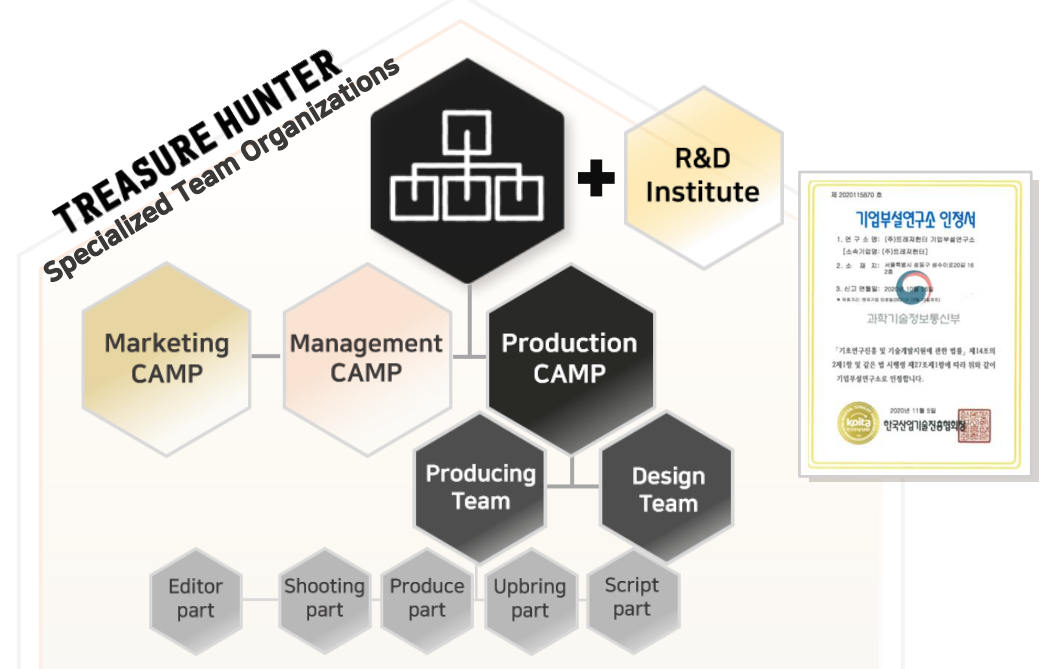
## In-House Production Competency

- Modern Studio Environments for Versatile Content Concept including Live Streaming
- Staffs familiar with New Media Trends provide abundant Resources for Creator Contents
- Operating R&D Institute for developing High-end Video Techs and researching Media Trends



+ 5-Type Studios & Control Room

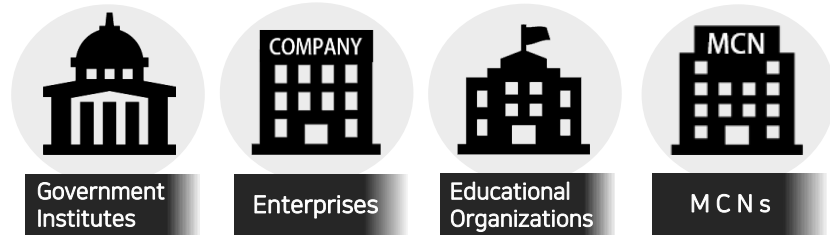
+ Staffs with a variety of Experiences



# [4] Contribution to Content Creator Industry

Based on Accumulated Specialties of Content Production and Creator Cultivation System, Treasure Hunter Participates in and Contributes to Content Creator Industry with Cooperation Network Expansion.

## Cooperation Network



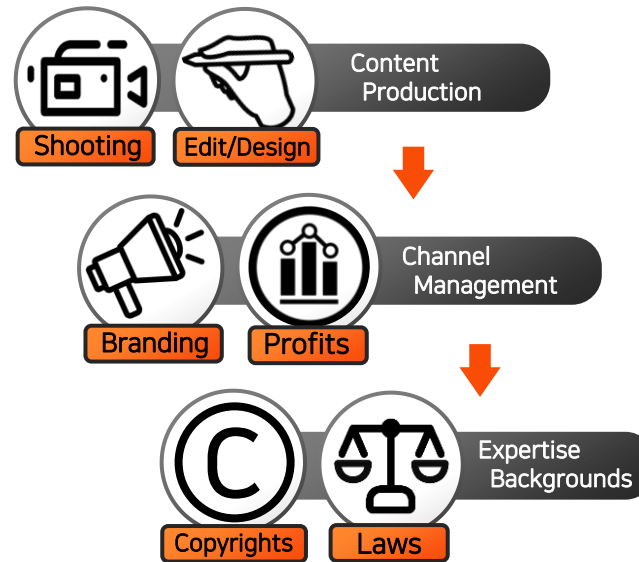
- Co-handles Governmental Projects for Content Creators
- Leads Cooperative Content Business and Standard Policies
- Supports Global Content Business through Technical Cooperation

### Main Partners



## Education Programs

### Creator's Core Capability



### TH Media Creator Academy



LMS Presents Various Special Courses

### Qualified for Certificate Issuance



Korea's 1st Official Certificate for Media Content Creator

Contribute to Entire Content Industry and Job Creation

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## PART2 Business Area

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2\_1 Creators & Contents

**2\_2 Social Media IMC** — [1] TH Solution: Specialties [2] Branding Solutions [3] Performance Solutions

2\_3 Creator Commerce



# [1] TH Solution: Specialties

Treasure Hunter presents **MCN-centered Marketing & Advertisement Services** based on Understanding toward Digital Audience,  
Also suggests **Optimized Solutions for Brands and Products** originated from MCN Specialties and Creator Synergies

## Marketing Keywords



## Marketing Solutions

### Branding Solutions

This section displays three branding solutions in a row, each with an icon and a representative image:

- Branded & PPL Contents:** Shows a video player icon with a gift and stars, next to a video thumbnail for "선아의 세탁소 ASMR" (Seon-ah's Laundry ASMR).
- Brand Channel Management:** Shows a "BRAND" channel icon with a play button and "Sub" label, next to a YouTube channel banner for "LIFE, LIVELY" and a "FIFA 21" EA Sports logo.
- Brand PR Campaigns:** Shows a "BRAND" icon with a person and a speech bubble, next to a photo of an outdoor event booth.

### Performance Solutions

This section displays three performance solutions in a row, each with an icon and a representative image:

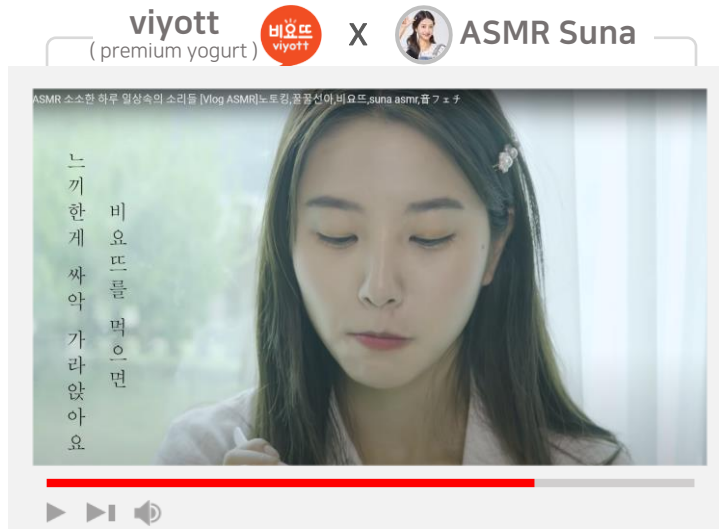
- Live-Commerce:** Shows a "LIVE" icon with a gift, next to a collage of live-streaming video thumbnails.
- Digital Ads:** Shows a hand pointing at a screen icon, next to a computer monitor displaying ads for YouTube, NAVER, Instagram, Facebook, and a blog.
- Merchandising:** Shows a "TREASURE HUNTER" shipping box icon, next to a collection of beauty products like lotions and creams.



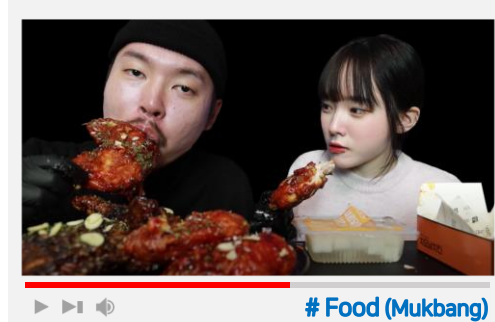
# [2] Branding Solutions

Based on **Superior Capabilities and Experiences** for Creator-centered Content Production, Treasure Hunter's Branding Solution is specialized for **Approaching Digital Audience with Effective Exposure of Brands and Products**.

## Branded & PPL Contents



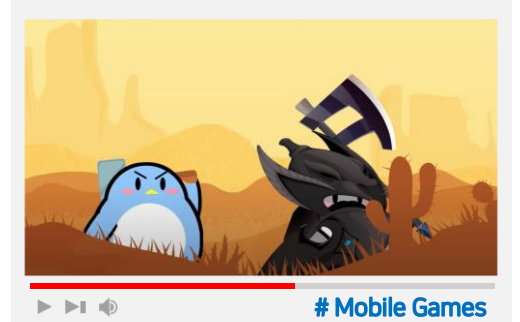
### References



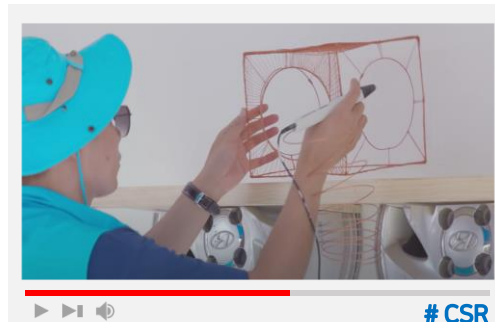
Chiyonam ( Chicken Franchise ) X General SSO



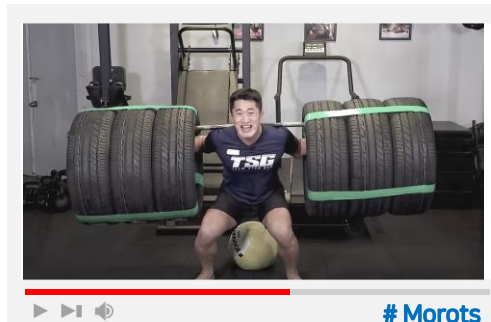
SAMSUNG Galaxy Note 10+ X JM



Hundred Soul ( MMORPG ) X Penguin Monster



Hyundai Motor Club X 3D Sanago



TIRE - PICK X Stungun TV



NETFLIX "KINGDOM" X 3D Sanago

Spread Positive Brand Images through Native Ads  
Extensive Creator Pool for Various Client Needs  
Co-work Partners throughout Unbounded Domains

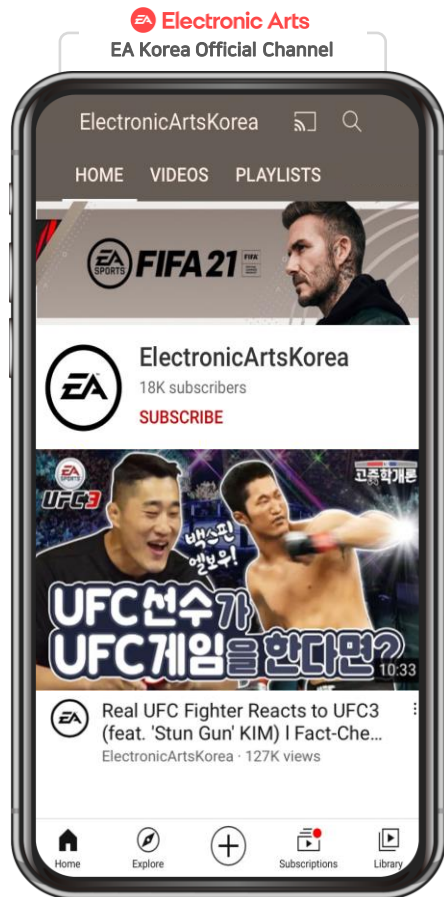
### Main Partners



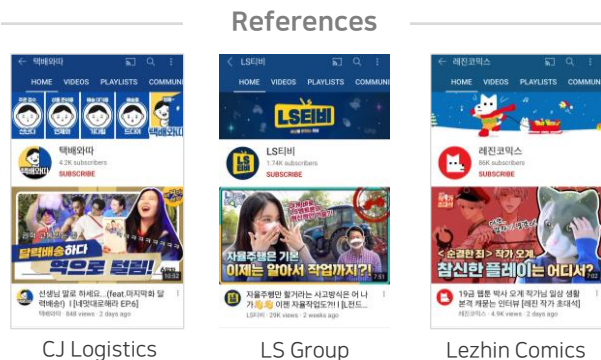
# [2] Branding Solutions

Creators' Communicating Skills based on Precise Understanding YouTube Platform  
Effectively Deliver Brand Identities and Messages to Digital Audiences.

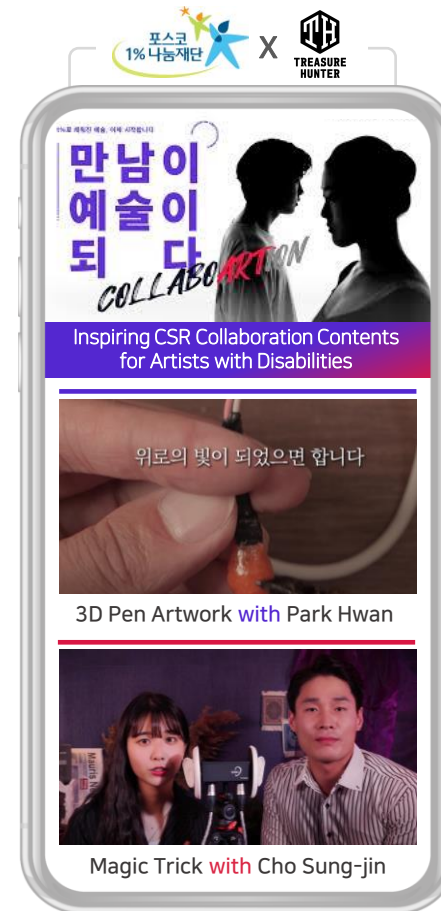
## Brand Channel Management



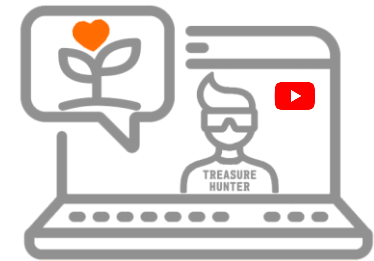
## Enhancing Marketing Effects by Channel-concentrated Management System



## Brand PR Campaigns



## BRANDING + CSR



Effective Brand Campaigns  
Optimized for New Media Content Channels

### References



Blizzard Korea's User Community  
Special Collaboration

2019 Youth Creator Team Project  
"Creator Race" Contents

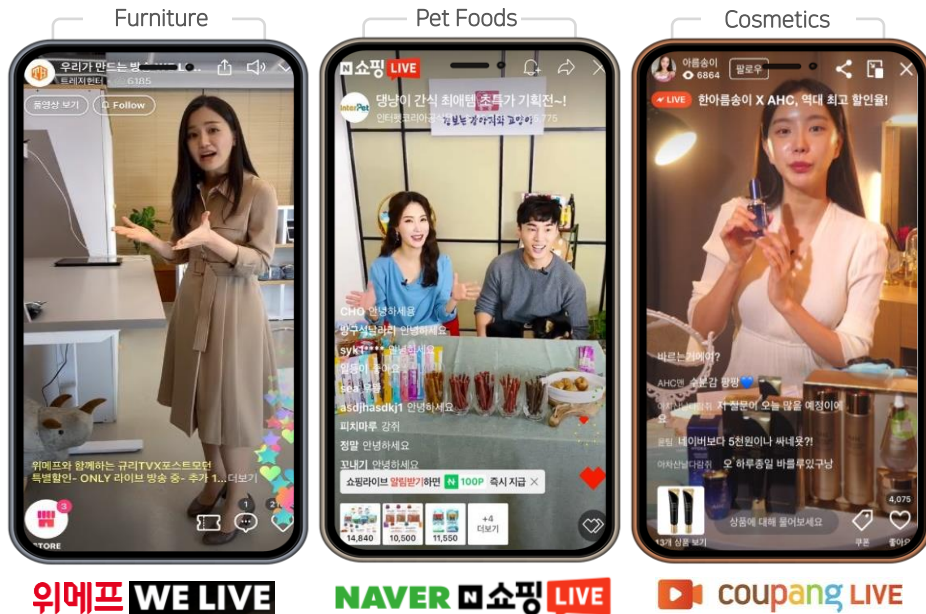
# [3] Performance Solution

Treasure Hunter suggests **IMC-oriented Performance Solutions** for Brands achieving their Ultimate Goals, Incorporating Sophisticated Data Analysis based on **TCMS(Treasure Hunter Contents Management System)**.

## Live-Commerce

- Enhance Accessibility by Linking with Commerce Platforms
- Simultaneous Communication with Digital Audiences
- Broaden Creator's Positive Influence as Professionals

**+** Train Creators as Commerce Specialist 



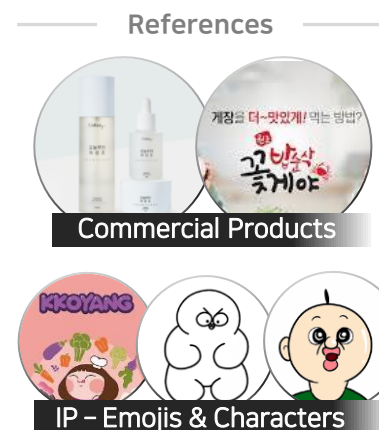
## Digital Ads

Increase Marketing Performance(ROAS) through Influencer-based Matching Data

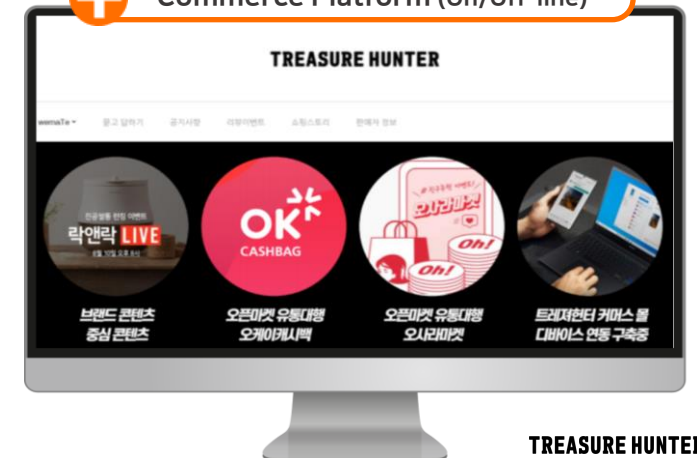


## Merchandising

Commercialization Strategy through Creator-originated IP



**+** Commerce Platform (On/Off-line)



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## PART2 Business Area

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2\_1 Creators & Contents

2\_2 Social Media IMC

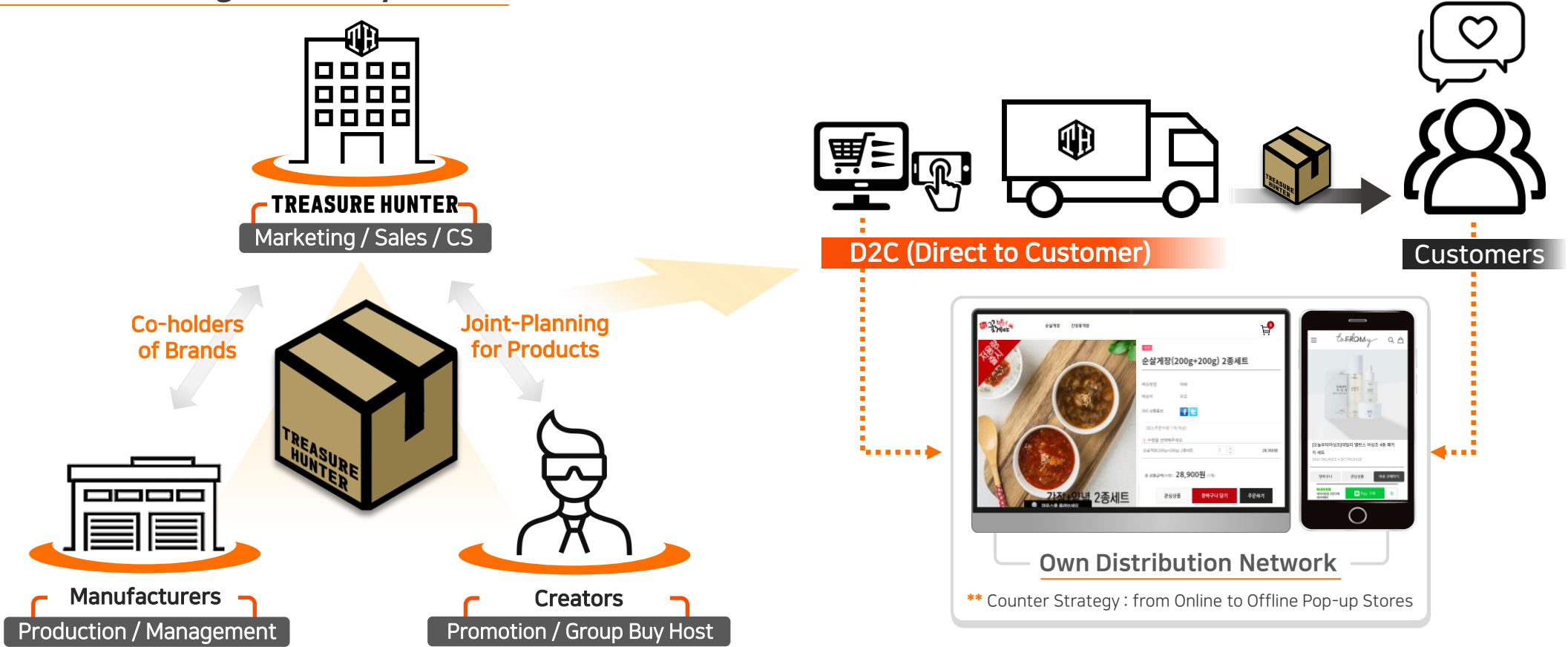
**2\_3 Creator Commerce** — [1] Creator-Oriented D2C Commerce [2] Original Brands



# [1] Creator-Oriented D2C Commerce

Treasure Hunter's Merchandising encompasses **Product Planning, Brand Design, and Effective Marketing** with Creators as Professionals. Also suggests **Integrated Commerce Solution** linked with Manufacture Partners and Own Distribution Network.

## Product Planning & Development



# [2] Original Brands

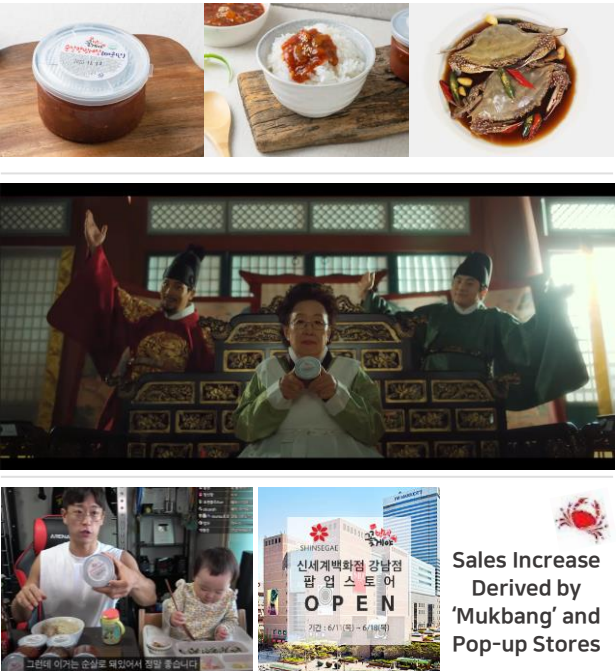
Treasure Hunter has launched **Private Brand (PB) Products in Various Categories**

**Successfully Released F&B and Cosmetic Merchandises**, Treasure Hunter is also planning to launch more Attractive Brands and Products.

**원조**  
**가비안산**  
**맛게야**

since 2018

Marinated Crab as a Home-meal Package.  
Seasoning, Spicy, and Soy Sauce Flavors Released

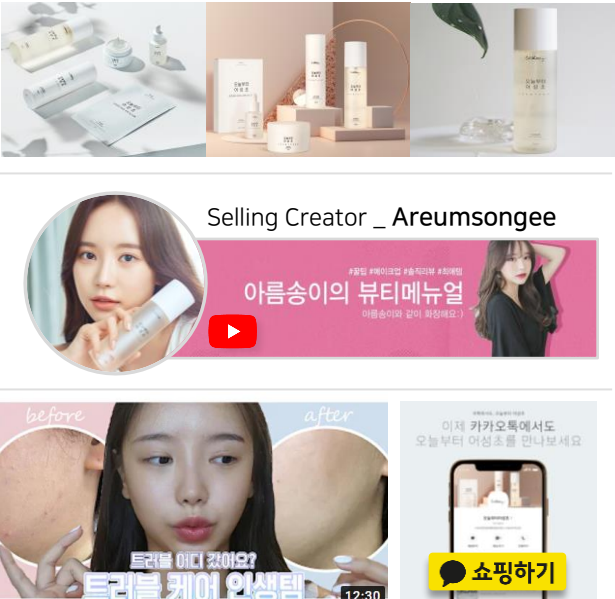


Sales Increase  
Derived by  
'Mukbang' and  
Pop-up Stores

**toFROMY**  
오늘부터 여성초

since 2019

Being 'Healthier' Beauty Brand with  
Mild&Hypoallergenic Cosmetics from Cordata Extractives



Selling Creator \_ Areumsongee

아름송이의 뷰티메뉴얼  
#정답 #아이디어 #추천 #도움  
아름송이와 같이 동참해요!

before after  
트러블 어디 갔어요?  
트리플 케어 인생템

이제 카카오톡에서도  
오늘부터 여성초를 만나보세요


쇼핑하기

Increase Awareness by Beauty Channel Contents  
Increase Sales by Online Smart Store Launch

**LifeWith+**

since 2020


Targeting 'Inner Healthcare' Brand  
by launching Health & Beauty Category Products



Selling Creator \_ YangSoobin

Exclusive Online Shop

User Reviews (SNS)





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## PART3 Roadmap

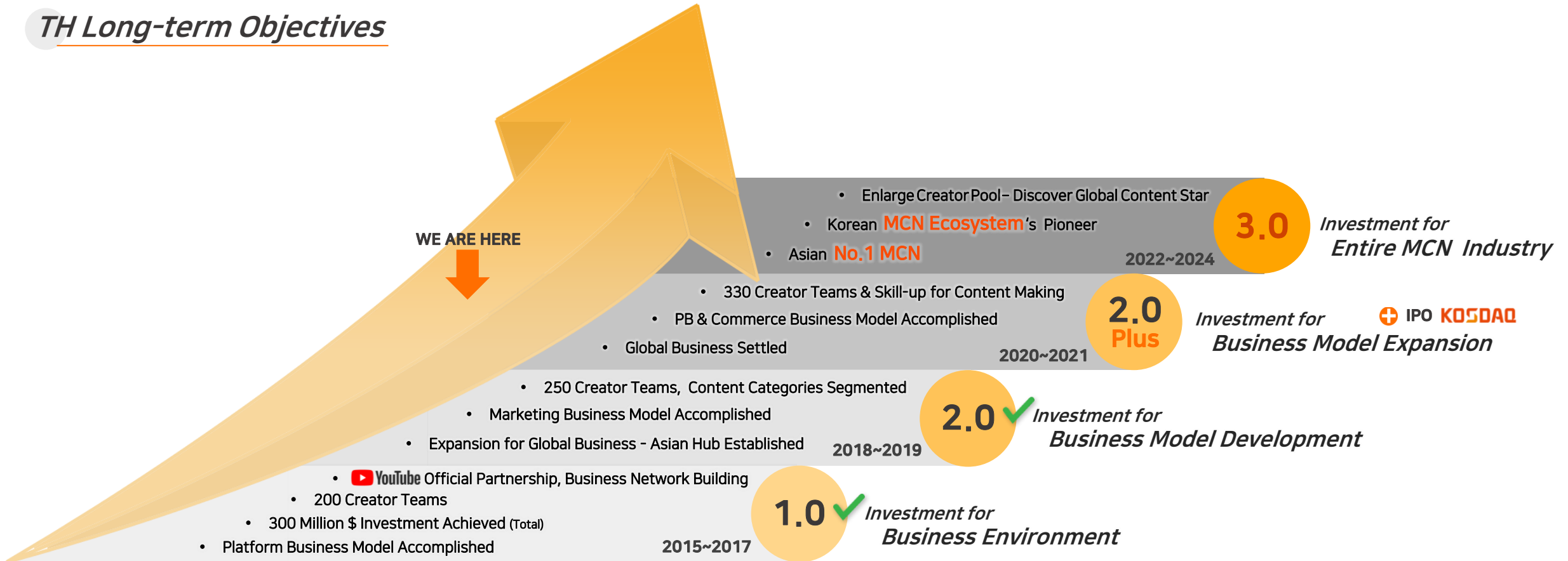
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[1] Roadmap : MCN 3.0

# [1] Roadmap: MCN 3.0

Treasure Hunter consistently **Considers and Supports Business Model Development** in order to **Establish MCN Ecosystem** Based on Creators and Contents, **Treasure Hunter will lead MCN 3.0 Generation of Korea and Asia's New Media Industries.**

## TH Long-term Objectives





E.O.D.

# Thank You

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Creator Inquiries



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Business Inquiries



biz@

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