

lupick.
create brand
with IP
for new experiences

Our focus is on the IP market, and among these,
the creator IP represents a tremendous opportunity

 **YouTube** 1 out of 500 people have a profitable YouTube channel with 100,000 subscribers

Korea ranks first in the world for 'number of YouTubers per capita'

Given the exponential growth of IP, creators play an important role in the industry



The creators have developed a strong connection with the commerce field and are engaging in various forms of collaboration in recent years



ITSUB / 2.34 million subscribers

1 hour
2,200 units sold
3.5 billion sales

Based on their influence, many creators attempt to enter the commerce field directly, but most of them have been unsuccessful



Psick University's high price for merch raised controversy



Controversy over bread launched by Paris Baguette and Kim Yeon-kyung



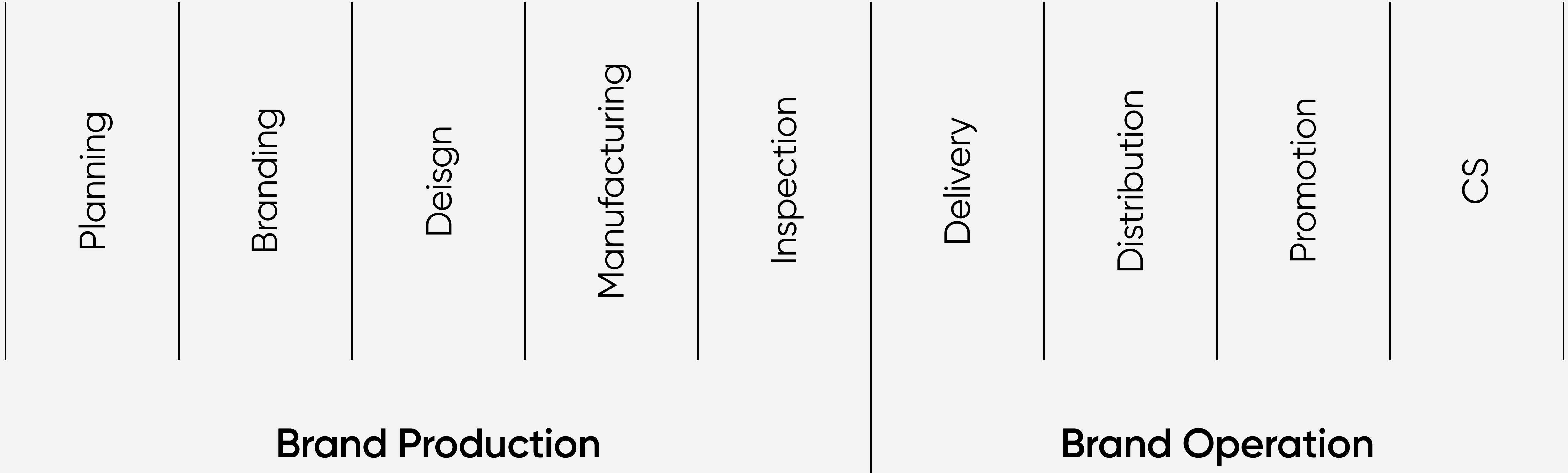
Emor "Cho Doo-soon hoodie, sharing picture + donation purposes...deleted immediately"



Commerce divisions of most MCNs are sold or liquidated

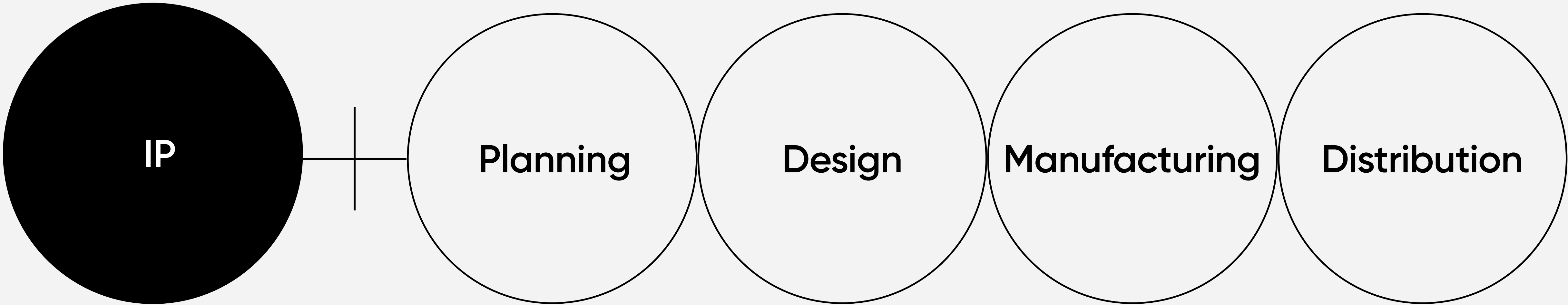
" However, they still desire to create additional value based on their own influence. "

There are too many factors at play
to establish their own brand and conduct commerce



At Lupick, we help solve problems creators face and create a brand that meets the current market trends

BRAND



Influence, Expertise

Integrated Brand Production Process Support

With experience in **design and IP and manufacturing know-how,** **CONFIDENTIAL**
Lupick creates a brand that is faster and higher quality than
anyone else on the market



Brands that are created from the strengths of creators and
Lupick can provide a level of differentiation that is
not easily quantifiable

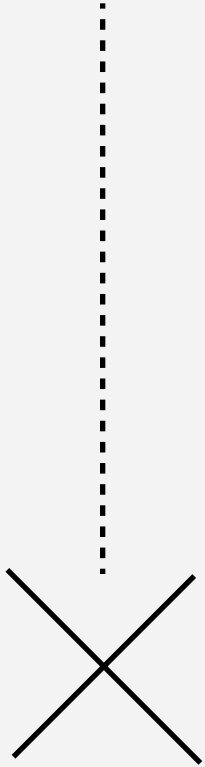
Creating a high-quality brand
Creating an authentic, story-based brand

Creator

INFLUENCE
EXPERTISE
STORY

lupick

DESIGN
IP EXPERIENCE
MANUFACTURING



Develop a sense of ownership
Brand monetization
Easy Brand Production
Contract, Intellectual Property Protection

High conversion rate
Brand Consumption LTV Rise
Reduce marketing costs
Easy distribution expansion



Costumer

Lupick intends to create and test three brands with IP,
verify and expand various indicators



주먹감자라면

Punch Ramen

A spicy ramen brand created with Chun-Soo Lee that pays homage to Chun-Soo Lee's punch incident.



추멘세끼

ChoomenSekki

An F&B brand in collaboration with leestar TV channel that features interesting rice that does not exist anywhere else in the world



SUNNY SIDE UP

Sunny Side Up

Sunnysideup is a brunch-themed lifestyle brand that collaborates with a variety of brands to deliver the message "Let's find leisure in life"

BRAND

Punchramen is a deliciously spicy ramen created by
Lee Chun-soo, Ottogi, and Lupick that is sure to
burn away your stress.

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Punchramen has drawn consumer attention by offering a product that meets market needs by clearly distinguishing itself from existing ramen products



Product Package
(front and back)



Ramen
(ramen flakes, powder soup, noodles)

Creating differentiation by adding original ingredients and packages that have never been used in ramen

Through product differentiation factors, we encouraged content marketing to upload content voluntarily



이천수 주먹감자라면의 시작



민재야...라면먹자....어..? 라면먹고 깔래 EP1



여러분들이 궁금해하는 거 다 물어봤습니다...(라면먹고 깔래 EP2_파추형)



나 박병진에게는 맵지 않은 주먹감자라면 먹방



도전먹방:) 요새 맵다고 난리 난 🍌주먹감자라면 🍌 3봉지 고추🌶까지 다 먹기 도전 먹방 Spicy ramen mukbang



"고추만 100개??!" 아침부터 배고파서 엄청 매운 라면 10개 먹었는데 갑자기 도전먹방 🍌우유 필수 ㅋㅋㅋ 만리 라면 먹방 spicy challenge mukbang manli



이천수 주먹감자 라면 리뷰



🍌🍌주먹감자라면 과연 맛있을까? 맛있게 매울까? 안 맛있고 맵기만 할까?🍌Korean spicy Ramen Mukbang



월드컵 대한민국 16강 진출 기념 지옥매운라면 이천수의 주먹감자라면 8개 실비김치먹방 korean spicy noodles ramen mukbang eating show



SUB)이천수라면출시??!! 화끈한 매운맛🍌 이천수의 주먹감자라면먹방 ASMR | MUKBANG SPICY RAMEN REALSOUND



은근 맵네요🍌 주먹 감자라면 3개와 선화동 실비김치 먹방



대한민국 16강 기념🍌 리춘수라면 (주먹감자라면 먹방)/Ramen Mukbang | Real Sound | Mukbang



라면이 땡기는 날🍌 굴 등백 주먹감자라면+툼새라면 대파김치 오이김치 겉절이 고추김치 먹방 Spicy Ramen & Spicy Kimchi mukbang korean food



다른 라면들과 비교도 안되는 매운맛 라면 찾았습니 다.. 이천수 선수께서 만드신 주먹감자라면! 먹고 땀으 로 샤워해버림..ㅋㅋㅋㅋㅋㅋ



역대급 매운맛🍌 땀흘리고 뽀뽀 트름까지..주먹취게 만드는 이천수 주먹감자라면 리뷰먹방🍌Spicy Ramen Mukbang [홍윤화 김민기 공냥공냥]

70,000 units of Punchramen were sold
on the Lupick brand page within 70 days of Lupick's launch

70 70,000

Punchramen's exclusive pop-up store will be held
at Yeouido's The Hyundai in June at the request of Hyundai
Department Store's headquarters

6.30~7.09

Exclusive pop-up store will be held at The Hyundai (10 days)

Wonsoju's pop-up on the B1F, Jack Daniel's pop-up recently achieved 700 million sales



The pop-up store can serve as an opportunity to showcase Punchramen's brand image and various scalability, domestic distribution expansion, and export strategies

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Starting with basic products, we intend to develop a lineup that can grow into a global ramen brand capable of expanding SKUs and exporting globally



Innovative spicy ramen
with a "red card" flavor



Released a "yellow card" version that is slightly less
spicy than the "red card" version

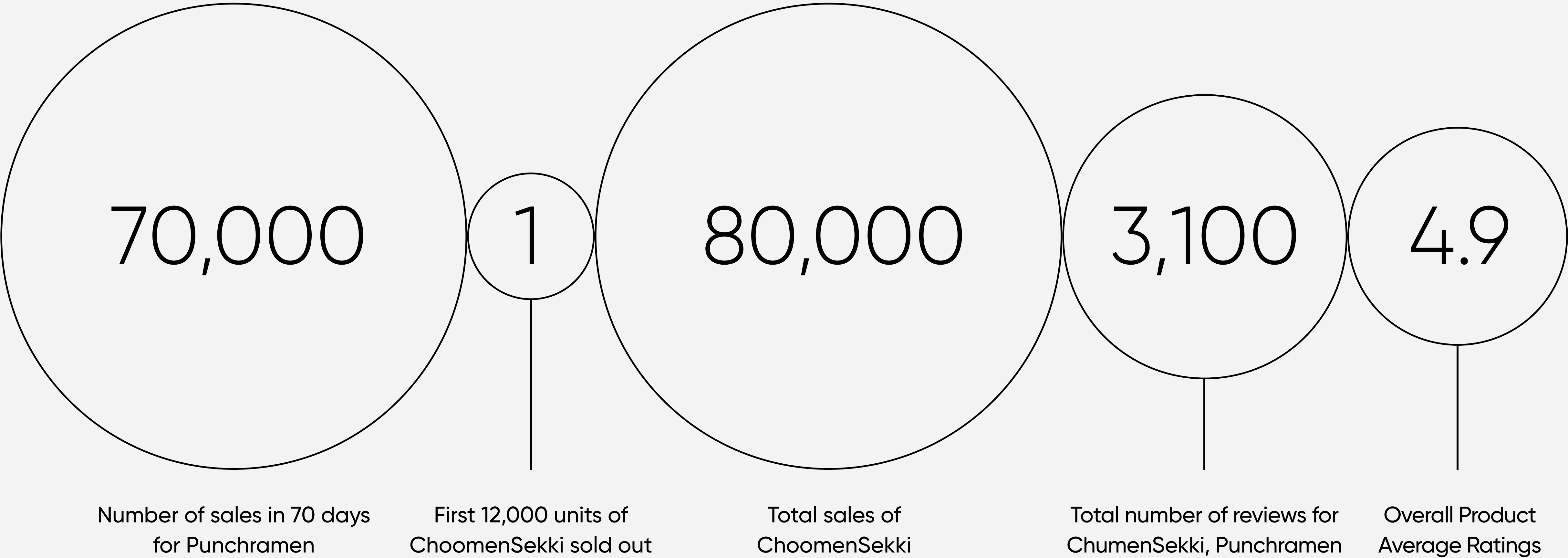


A version consisting of ramen
and "card" soup in one cup will be released
(cup ramen, vinyl version)

We increase the value and volume of the brand by developing a product lineup
that fits the brand's characteristics

Various data created under the brand offer
the possibility of expanding more diverse IPs and brands

* There is no data for the Sunnysideup brand yet, due to its launch, so this data represents two brands



It's the small things the brand does that create trends,
and those trends go on to create a market

주먹감자라면

Punch Ramen

추멘세끼

ChoomenSekki

SUNNY SIDE UP

Sunny Side Up

- Ottogi Export Line Manufacturing Cooperation Completed
- Hyundai Department Store Pangyo Branch Pop-up Store Cooperation
- BGF(CU) Entry Proposal Request
- Pop-up store at The Hyundai
- Proposal for Kakao Gift Edition
- Sandbox Affiliation Proposal Request

- ChoomenSekki's third episode in prospect
- Cookat Market COEX Pop-Up Store Completed
- Cookat Market Online Channel Entry Completed
- Hack 2 Deuk Market Entry Completed
- BGF(CU) Entry Proposal Request

- Sunnysideup Brand Launch
- Ohouse Exhibition Proposal Request
- Inquiries about affiliation with stores such as Editori, Benufe, Hidden Value Haus, and Collection B
- Pop-up proposal for edition version in progress with GFFG & Knotted Donut
- B2B event edition in progress with LGU+

We plan to expand the brand categories by focusing on
three areas that are popular, globalizable, and allow for differentiation

F&B

Online markets worth over 40 trillion won
With a 25% online penetration rate, it remains
an attractive area of opportunity online

LIFESTYLE

Collaborations with a wide range of
creators are possible by leveraging a
lifestyle market that is popular and holds
a large market size

CONTENTS

A new area specialized in IP content
where you can make use of IP's unique
content

We aim to develop brand success models and indicators by focusing on F&B, LIFESTYLE, and CONTENTS categories in 2023

Lupick's brand plan for 2023 involves developing
large MCN partnerships and IPs beyond its existing three brands

추멘세끼 주먹갈자라면



SUNNY SIDE UP



lupick. × **SANDBOX**
GFFG 호족반

2.34 million subscribers



BRAND 1

Launched
Choomensekki

Scheduled to release
the May EP03. menu

BRAND 2

Launched
Punchramen

Scheduled to release
the June cup ramen

BRAND 3

Launched
Sunny side up

February

BRAND 4

Launching a car acc. brand in
collabo with automobile IPs

Scheduled to
launch in June

BRAND 5

In discussion with SandBox
for collabo with Ju Ho-min

July goals

BRAND 6

Creating a home appliance
brand in collabo with ITSUB

September goal

BRAND 7

In discussion with Ju Woo-
jae & Hong Jin-kyung

October goal

Brand Production Completed

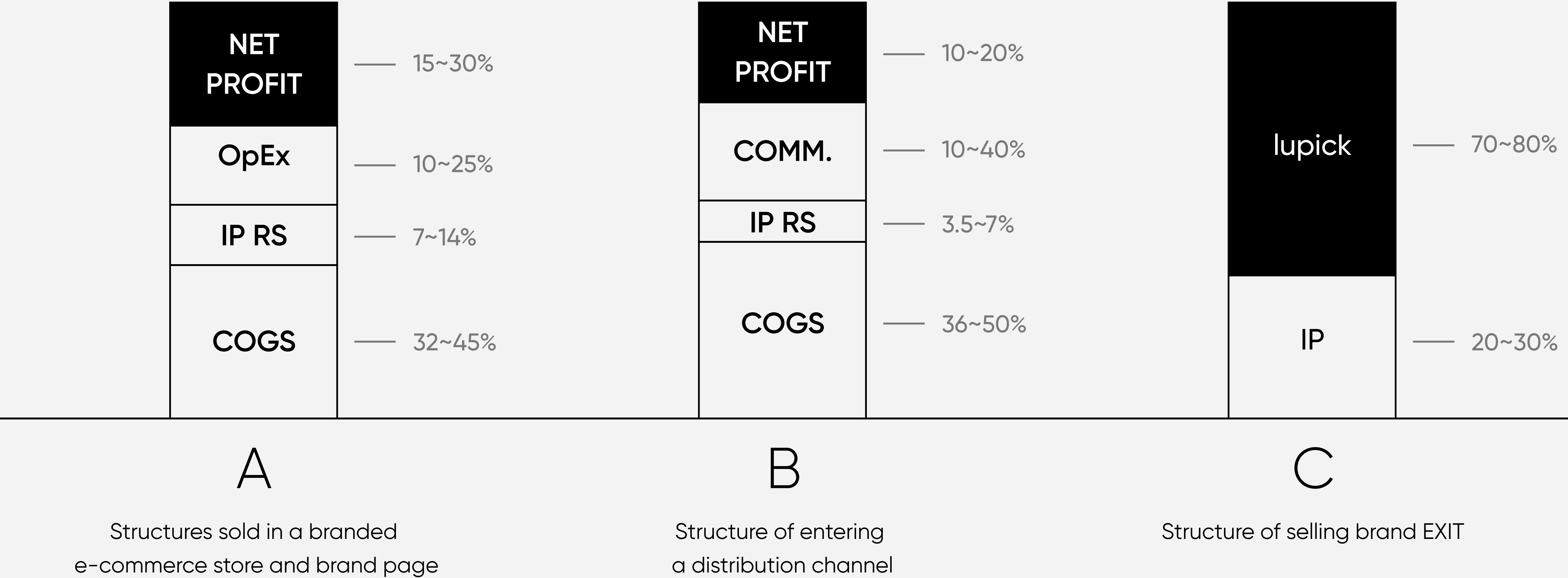
4 Additional Brands to be Produced

Lupick is developing a brand model that is not limited to Korea,
but is designed to appeal to a global audience

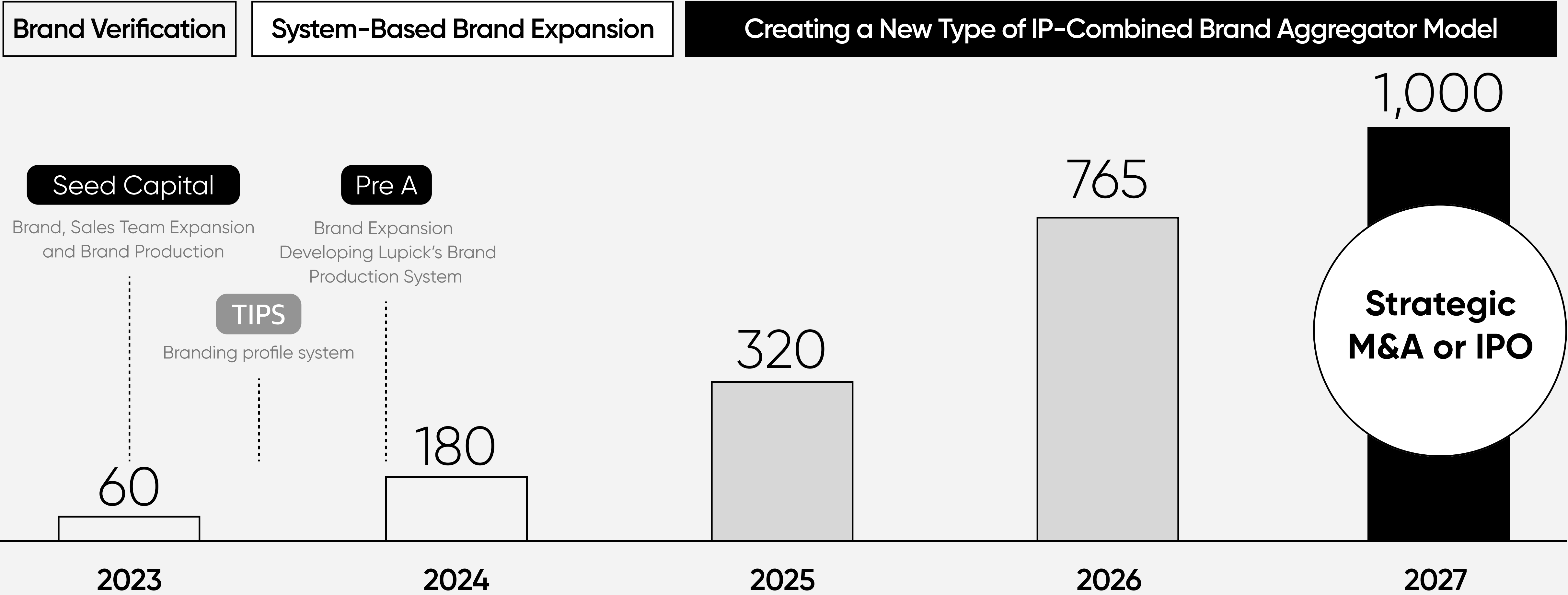
Global Distribution after Production of Domestic IPs and brands	Brand Production w/ Overseas IP
<div><p>주먹강자라면</p><p>Starting with The Hyundai pop-up, a comprehensive review of exports to Southeast Asia, Japan, and South America will be conducted</p><p>The Vietnamese pepper pesticide detection test and mass production line are specified to maintain the identity of Ottogi and Punchramen</p></div> <div><p>TERMINAL⁴²</p><p>As for Terminal 42, we are in the process of applying for trademark rights in North America targeting Amazon entry, and we are proposing a B2B line for imported automobile brands</p><p>Creating content collaboration strategy with overseas auto YouTubers</p></div>	<div><p>GLOBAL IP</p><p>Collaborating with foreign IPs to develop brands and launch them in the country of the IP in order to test global IP brands</p></div>

Lupick aims to enter the global market with two brand structures

From simple distribution to brand EXIT,
Lupick creates value through a variety of business models



Our goal is to evolve from validating the brand model through collaborations with IPs to brand expansion and the development of new form of aggregator formats



Our experience includes branding, planning, design, manu-
facturing, and distribution in order to create IPs and high-quality brands



**CEO
TIDO**

- 2020~Present - CEO of Lupick
- 2017~Present - CEO of HOHOHO group
- 2017~present - Concurrently serves as a professor at Sadi Product Design
- 2017~2019 - Publisher and editor-in-chief of MXI Magazine
- 2014~2017 - UX design team of Samsung Electronics' Mobile Experience
- 2011~2014 - Product design team of Samsung Electronics' Mobile Experience
- 2011 - Graduated from Samsung Design Membership 18th class
- 2011 - Graduated from Sadi Product Design

- Created brand identities for over 100 companies
- Official manufacturing partnership with Samsung Electronics
- Delivered 400,000 Samsung Electronics reliability-tested products annually
- Network of entertainment and MCNs with editorial experience

Listed below are Lupick team members who have the potential to challenge and pave the way for new IP-based fields



R&D for Brand Process Systems	Brand Planning & IP Sourcing	IP Contracts & Milestone Management	Brand Management & Implementation		BX Design
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CTO
ZED

With more than 20 years of experience as a developer, he has run companies such as the Korean Institute of Science and Technology Information, LG, etc

DIRECTOR
NAMZI

Brand planning, recruiting, and marketing planning as leader
Conducting brand sourcing and collaboration

PM
POBY

Management support, managing contracts with IP rights, settling royalties, communicating with manufacturing partners, and managing collaborative projects

MD
KELLY

Project planning and coordination
Planning and responsible for on/offline brand events

MD
ETHAN

Support as AMD
General management of the brand's operational and distribution needs

BX
ALLENA

With experience in New York, management of brand production, brand concepts, and brand planning

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