

SWEET MONSTER INTRODUCTION

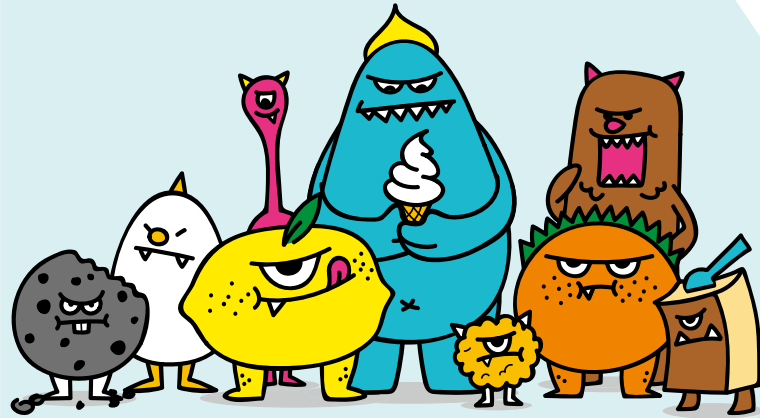
스위트몬스터



SWEET MONSTER BUSINESS INTRODUCTION

GLOBAL 'CHARACTER+DESSERT' CONVERGENCE BRAND

CHARACTER LICENSE



Multimedia Contents
Products
Licensing

Most Valuable
Global Brand

CHARACTER F&B

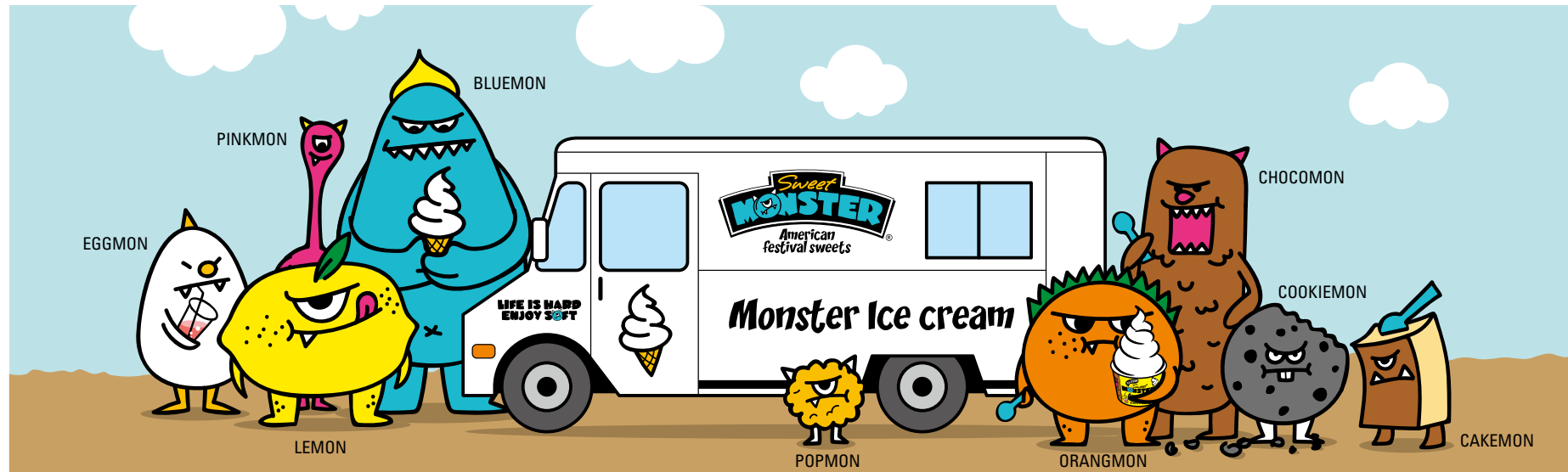


Festival Dessert Store
Multi Store
Entertainment Platform

SWEET MONSTER CHARACTER INTRODUCTION

LIFE IS HARD ENJOY SOFT When you feel tired or sad, Sweet monster will give you happiness and joy with Sweet Gifts.

- Familiarity** Motivated by Food Ingredients and be able to encounter in daily life, matches with experienced sales products and easy to access.
- Attractive-force** Maximize the imprint by simple and bold line, gorgeous and stylish Color & Look.
- Global competitiveness** Gives favorable impression to West and East culture, by the concept of "Sweetness", which is the common happy memories of human.

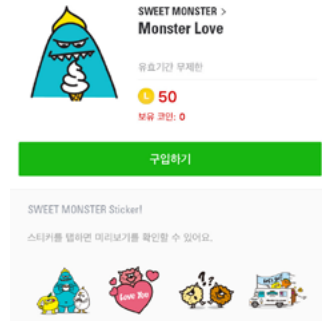


SWEET MONSTER BUSINESS_CHARACTER BUSINESS

To Be 'CHARACTER BUSINESS' MARKET LEADER!

CHARACTER IP

MULTIMEDIA CONTENTS



Emoticon
Webtoon / Animation
Game
Education Videos

PRODUCTS



Living Props
Party Acc / ACC
Snack / Candy
Milk Products

LICENSING



Collaboration
Co-Promotion
Merchandising
Publishing

Producing highest quality character contents, through building an infrastructure with domestic and international excellent enterprises.

SWEET MONSTER BUSINESS_CHARACTER F&B

SWEET EVERYDAY! SWEET ENTERTAINMENT PLATFORM!

CHARACTER F&B



Step 1
DESSERT STORE

Festival Dessert Store

Festival Concept Dessert Select Shop with
Ice cream, popcorn, churros, and beverages.
Kiosk Style (3.5py ~ 6py),
Cafe Style (10py ~)



Step 2
MULTI STORE

Dessert + Merchandise

Dessert & Character Product Combined
Complex Store



Step 3
**ENTERTAINMENT
PLATFORM**

Dessert + Merchandise + Experience

Entertainment Platform, combined with
dessert, character product, play space.
Content Combined Export Platform

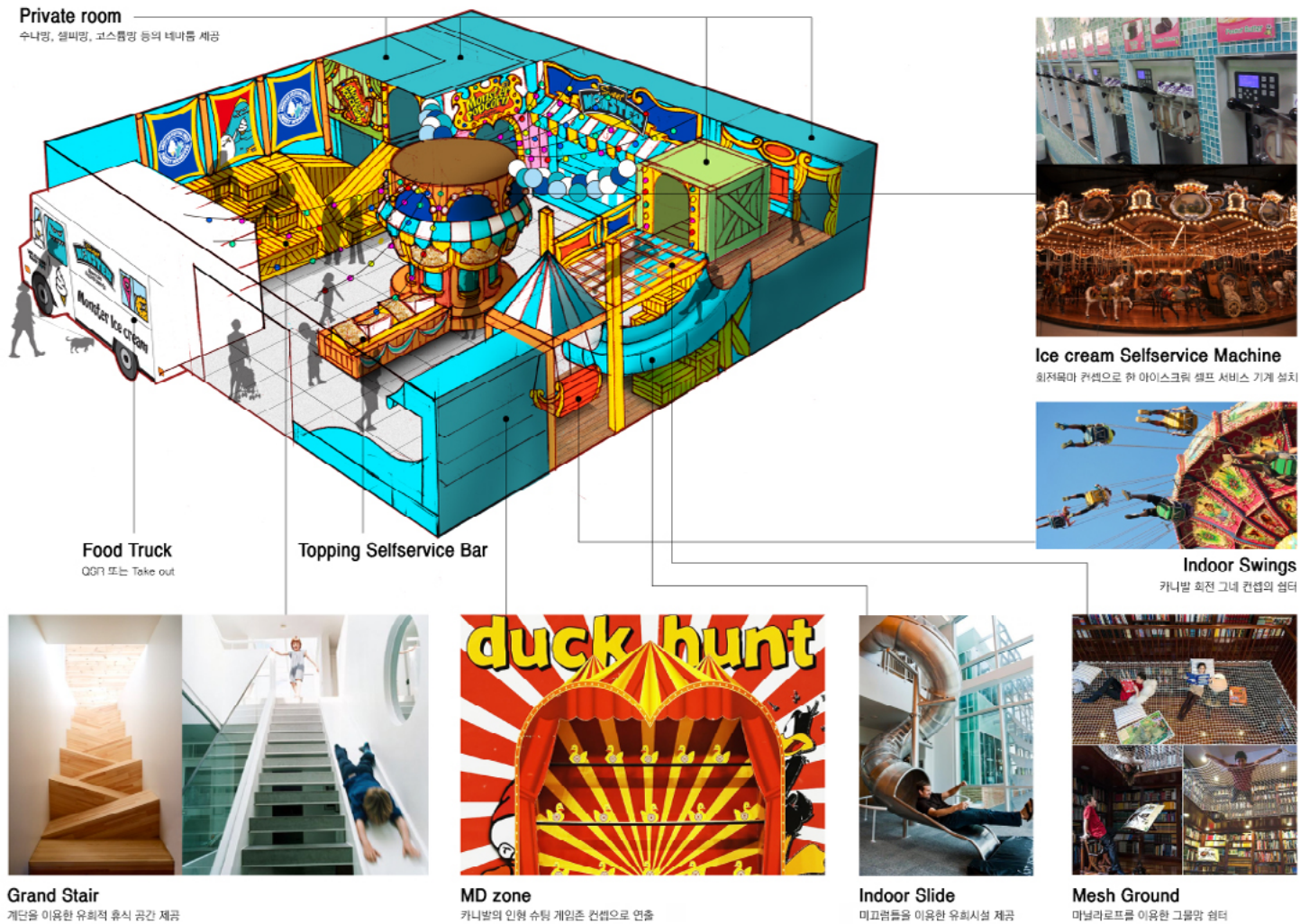


Provide new and fresh pleasure to customers, through differentiated convergence platform.

SWEET MONSTER BUSINESS_CHARACTER F&B_Character Entertainment Platform

Experiential Space Plan with Combination of Sweet Monster Multimedia contents, MD Products, F&B and Play Room

Expanding as a new concept of distribution platform, through developing the experiential space in city based on overcome the limitation of character goods store and dessert store.



SWEET MONSTER F&B_STORES

KOREA 23 Stores
OVERSEAS 16 Overseas Stores in 5 Countries
 (3 in Thailand, 7 in Hong Kong, 1 in Chengdu, 3 in Singapore, and 2 in Indonesia)



23 Stores in KOREA



Langham Place @Mong Kok
 New Town Plaza @Shatin
 Silvercord @Tsim sha Tsui
 Town Plaza @Tuen Mun
 Sai Yeung Choi St. @Mong Kok
 City Plaza @Tai Koo Shing
 APM @Kwun Tong Rd



Siam Paragon @Rama I Rd
 Central East Ville @Lat Phrao
 Tha Maharaj @Maharaj Rd



Plaza Singapura @Orchard Rd
 Bugis Junction @Middle Rd
 Velocity @Novena Square



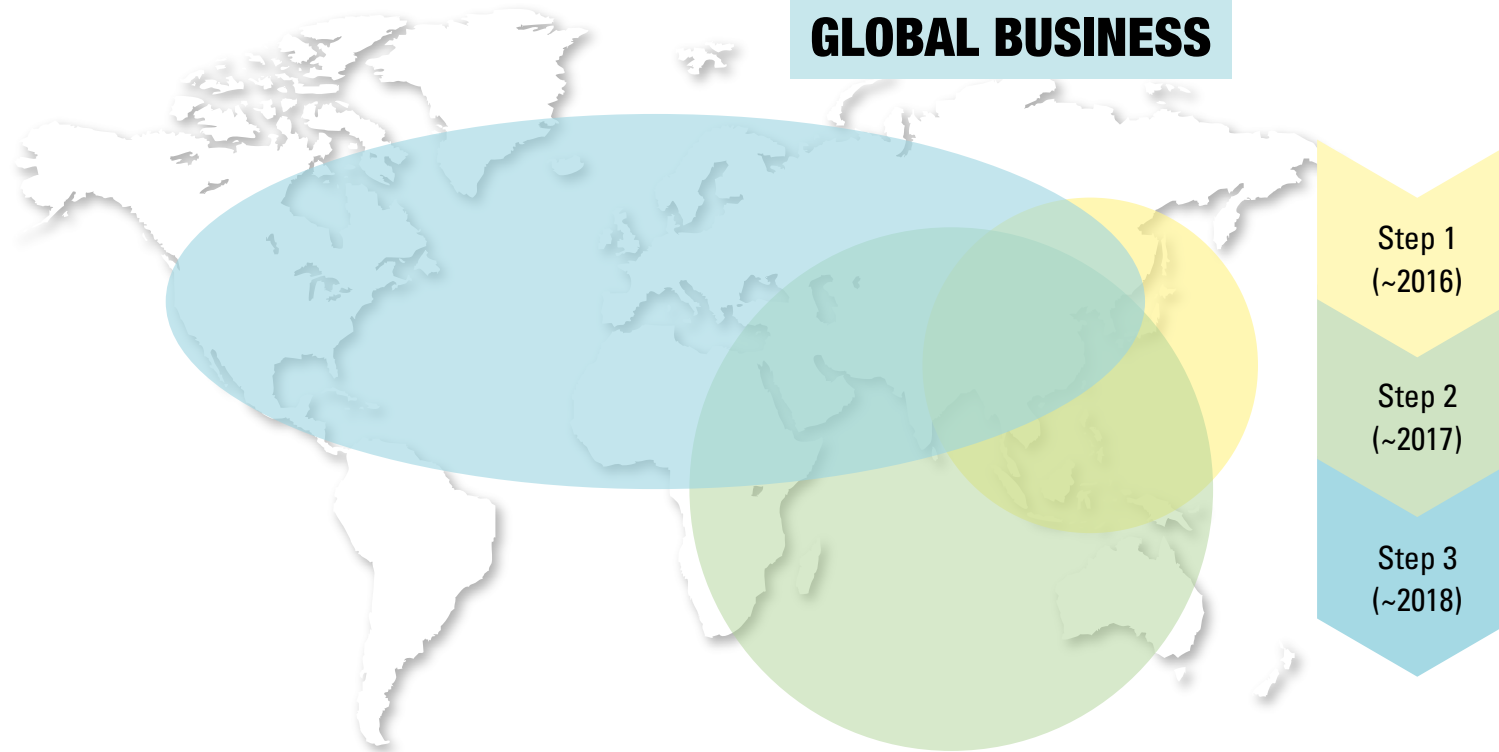
Taikoo Li @Chengdu



SWEET MONSTER GLOBAL BUSINESS

Focusing On 'MOST VALUABLE GLOBAL BRAND' in CHARACTER and F&B MARKET

GLOBAL BUSINESS



Step 1
(~2016)

China & South East Asia
China, Hong Kong, Thailand, Singapore, Indonesia, Philippines, Malaysia, Taiwan, Japan







Step 2
(~2017)

Middle East & Australia
Australia, New Zealand, UAE, Kuwait, Saudi Arabia, Iran

Step 3
(~2018)

America & Europe
Targeting America & Europe Market

Global Partners

 <p>HONG KONG I.T Group www.ithk.com</p> <p>Hong Kong Stock Market listed company, Biggest Fashion Retail Group in Hong Kong.</p>	 <p>CHINA Chengdu I.T Group www.ithk.com</p> <p>China Business of Hong Kong IT Group. Possess 1,000 stores in China.</p>	 <p>THAILAND Baiyoke Group www.baiyokehotel.com</p> <p>Biggest Hotel Resort Group in Thailand. Managing fashion, construction, airline.</p>	 <p>SINGAPORE ASPIREZ Group www.aspiregroup.co.in</p> <p>Biggest Online Advertising Agency in Singapore. Founded SWEET MONSTER Pte.</p>	 <p>INDONESIA TIME INTERNATIONAL www.timeinternational.co.id</p> <p>Biggest Luxury Retail Group in Indonesia. Managing Chanel, Fendi, Diesel.</p>	 <p>U.A.E ABASSI Group www.ithk.com</p> <p>Coffee Bean Master Franchisee in the entire Middle East. Managing fashion, finance, construction business.</p>
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I.T

I.T

 **BAIYOKE**
GROUP OF HOTELS

 **ASPIREZ**

 **TIME**
INTERNATIONAL

 **ABBASI GROUP**

SWEET MONSTER COMPANY PROFILE



Company Sweet Monster Inc.
CEO DaeChul, Park
Establishment 23rd June, 2014
Address B1102, 195, Baengma-ro, Ilsandong-gu, Goyang-si, Gyeonggi-do, Korea

Management Team



DAVID PARK
CEO



+17 Years
 Gmarket
 SK Planet 11st
 Ebay Korea Vice President
 Gmarket, listed in NASDAQ,
 M&A to EBAY



ASHLEY SHIM
CCO & CMO



+17 Years
 Gmarket
 SK Planet 11st
 Ebay Korea Marketing Leader



J.M KIM
COO



+15 Years
 Gmarket
 SK Planet 11st
 Ebay Korea MM TeamLeader



N.C. CHOI
LICENSING PM



+15 Years
 Hanafos.com
 CJ tving Contents TeamLeader

Intellectual Property Rights Status

Domestic Patent applied for 스위트몬스터, SWEET MONSTER (12, 16, 28, 30, 32)

Overseas China, Hong Kong, Macao, Thailand, Singapore, Malaysia, Indonesia, Taiwan, Madrid
 International Trade Mark Apply in progress

Common Patent applied for SWEET MONSTER Character



www.sweetmonster.co.kr

www.facebook.com/SweetMonster7

www.instagram.com/sweetmonster_official_kr

주소 : 경기도 고양시 일산동구 백마로 195 B1101~4

Address : B1101~4 195, Baengma-ro, Ilsandong-gu, Goyang-si, Gyeonggi-do, Korea / 10403

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APPENDIX CORE TARGET

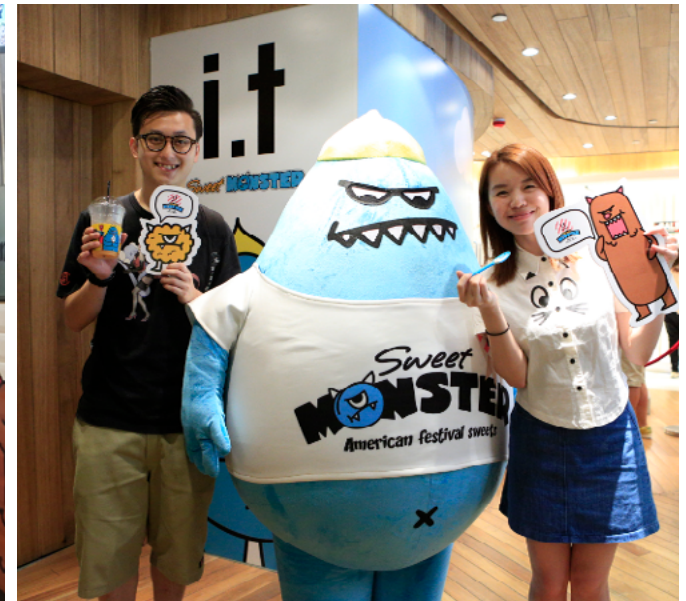
CORE TARGET Women between 18 to 28
Important experienced group of Sweet Monster's dessert,
who have many interest in kidult products and high purchasing power.

CUSTOMER NEEDS Needs for friendly, refined, high-quality design products and Korea contents.



" Adults are only kids grown up, anyway."

Walt Disney



APPENDIX BRAND IDENTITY

SUB LOGO

MAIN LOGO



APPENDIX BRAND SUMMARY

VISUAL POSITIONING



OUR MISSION

Inspire people to live Happy Life and have Good Memories by Sweet Monster Festival Sweets.

사람들이 스위트몬스터를 통해 축제 때 느끼는 행복하고 즐거운 추억을 가질 수 있도록 하는 것입니다.

OUR PROMISE

We provide the newest joyful experiences by our dessert.

People have happy and good memories with us.

We are honest and have a fun at work and do our best to make happy life.

우리의 제품으로 새롭고 즐거운 경험을 제공할 것입니다.

우리로 인해 사람들이 행복하고 좋은 추억을 가지게 될 것입니다.

우리는 정직하고 행복한 삶을 만들기 위해 즐겁게, 최선을 다해 일할 것입니다.

CORE VALUE

Amusing
Young and Dynamic
Honest
Family Oriented

IDENTITY

Amusing
Young and Dynamic
Honest
Family Oriented

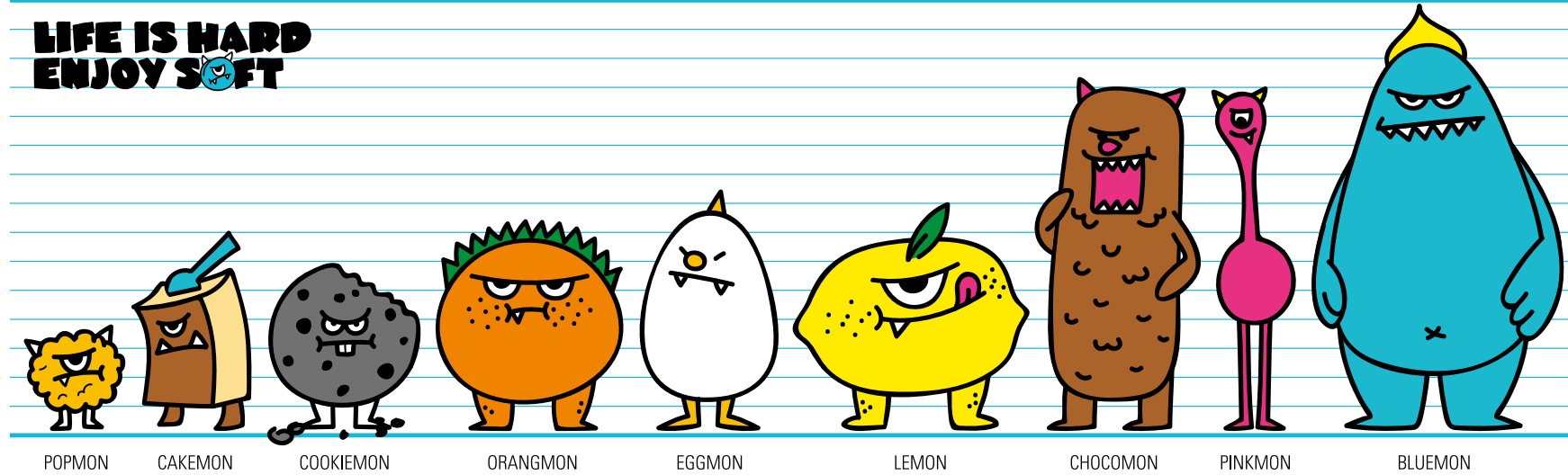
CREDIBILITY

Global Appeal
Uncompromised Quality
#1 Dessert Franchise

APPENDIX CHARACTER & ARTWORK

Sweet Monsters live in Sweet Land, the land of sweetness and happiness. They run a factory, where they gather all the stresses from the people and change it to sweets. Whenever you need sweetness in a tired and stressful daily life, or when they hear some unhappy news, they depart right away. Wherever they can, they move by truck to change the place into a festival of happiness and joy by delivering some sweet presents.

**LIFE IS HARD
ENJOY SOFT**



POPMON

CAKEMON

COOKIEMON

ORANGMON

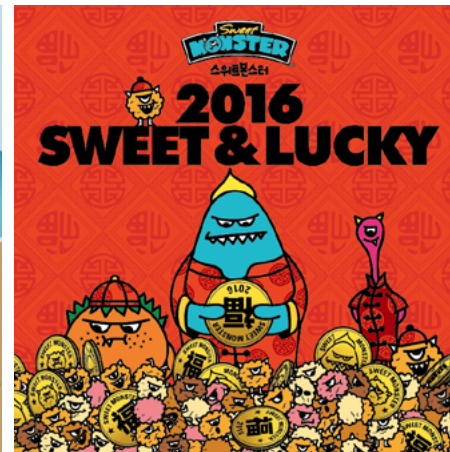
EGGMON

LEMON

CHOCOMON

PINKMON

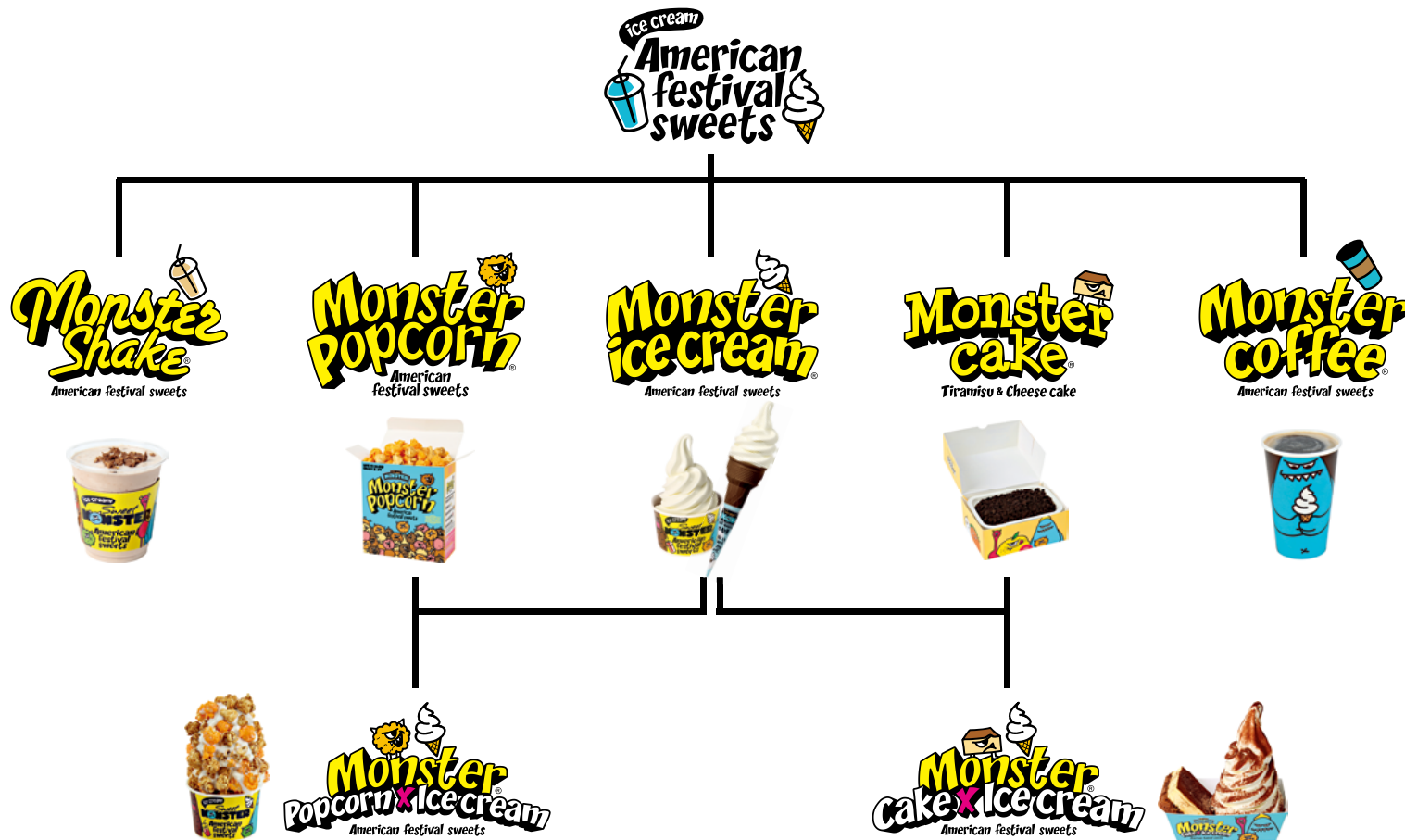
BLUEMON



APPENDIX F&B _ MENU CONCEPT

CREATOR OF THE POPCORN SOFT SERVE ICE CREAM

Sweet Monster has dynamic and joyous flavor. We nurture the idea that our offerings are globally enjoyed by families and friends, making us part of life's celebrations and memories. Sweet Monster is an American Festival Confectionery Shop offering an all-day dessert menu, full of uniqueness and creativeness. We have changed the paradigm of dessert industry and are making a new culture for dessert with unique visuals.



APPENDIX MENU_ICE CREAM



**MORE THAN
75% OF
FRESH MILK**

Sweet Monster is Creator of Popcorn Soft serve Ice Cream. Sweet Monster offers premium handmade Ice Cream produced everyday at each store. We use milk certified by HACCP in the dairy industry for the first time and also invented milk powder independently. Customers can taste strong and deep milk flavor and texture that cannot be copied by competitors. We provide visual pleasure with big size and fun looking products on top of quality.

몬스터 아이스크림은 매일 아침 매장에서 낙농업계 최초 HACCP인증된 신선한 우유와 독자 개발한 밀크 파우더로 직접 만드는 수제 프리미엄 소프트아이스크림입니다. 우유의 성분이 다른 브랜드에 비해 월등히 많기에 진한 우유맛이 느껴지며 쫄쫄한 텍스처가 살아 있습니다. 질분만 아니라 많은 양과 재미있는 모양으로 시각적인 즐거움을 고객에게 선사하고 있습니다. 스위트몬스터의 몬스터팝콘 아이스크림은 프리미엄 밀크베이스를 가지고 만든 팝콘 소프트아이스크림의 원조입니다.

모양만 비슷한 유사품과 비교를 하지 말아주세요.



Real Deep Milk
리얼딥 밀크
真正牛奶

Original Tiramisu
오리지널 티라미수
原味 提拉米苏

Peanut Butter Pretzel
피넛버터 프레즐
花生酱饼干

Caramel Macchiato
카라멜 마끼아또
真焦糖玛奇朵

Cookie Mountain
쿠키 마운틴
饼干山

Green Tea Mountain
그린티 마운틴
绿茶山

Caramel
카라멜
焦糖

Tangerine
감귤
济州橘子

Cheese & Caramel Mix
치즈 & 카라멜 믹스
奶酪焦糖

Strawberry
스트로베리
草莓

Chocolate
초코
巧克力

APPENDIX MENU_POPCORN



AIR POPPER NON-GMO

We use Non-GMO corn. Our popcorn is popped by Air and manufactured by the best domestic facilities. Our popcorn contains ZERO trans fat and saturated fat and ZERO artificial coloring, but contains dietary fiber. It can be loved by all age group for its safety.

몬스터 팝콘은 Non-GMO 옥수수만을 선별하여, 국내 최고시설에서 열풍 즉 Air Popper 방식으로 굽는 팝콘입니다. 트랜스 지방, 포화지방, 합성착색료 제로! 식이섬유가 함유되어 가족 모두가 즐길 수 있는 먹거리입니다.



Caramel
카라멜 팝콘
焦糖 爆米花



Tangerine
감귤 팝콘
济州橘子 爆米花



Cheese & Caramel Mix
치즈 & 카라멜 믹스팝콘
奶酪焦糖 爆米花



Strawberry
스트로베리 팝콘
草莓 爆米花



Chocolate
초코 팝콘
巧克力 爆米花



APPENDIX MENU_CAKE



TIRAMISU & CHEESE CAKE

Sweet Monster is the first brand launched cakes (Tiramisu and Cheesecake) with fresh toppings. We distribute the topping over the cake after receiving orders, which maintains freshness and fruit texture. We also firstly started using a new and portable lunch package with inner cake case. Customers can bring Monster cake wherever they go.

몬스터 케이크는 국내최초로 치즈케이크와 티라미스 베이스에 주문즉시 토핑을 해주는 방식의 케이크입니다. 주문과 동시에 토핑이 되므로 재료의 신선함과 식감이 살아 있어 맛의 차원이 다릅니다. 패키지 또한 기존의 포장형식을 과감히 깨고 업계최초로 도시락 박스형태와 이너케이스를 선택 이동과 즉시 먹을 수 있는 편리함과 새로움을 더했습니다.



Oreo Cheese Cake
오레오 치즈케이크
奥利奥 奶酪蛋糕



Blueberry Cheese Cake
블루베리 치즈케이크
蓝莓 奶酪蛋糕



Caramel Walnut Cheese Cake
카라멜 월넛 치즈케이크
焦糖 核桃木 奶酪蛋糕



Cherry Cheese Cake
체리 치즈케이크
樱桃 奶酪蛋糕



Original Tiramisu
오리지널 티라미스
原味 提拉米苏



Banana Nutella Tiramisu
바나나 누텔라 티라미스
香蕉 能多益 提拉米苏



Strawberry Tiramisu
스트로베리 티라미스
草莓 提拉米苏



APPENDIX MENU_CAKE ICE CREAM



Monster Cake X Ice Cream is a collaboration menu, Premium Ice Cream with Tiramisu & Cheesecake

몬스터 케이크 아이스크림은 프리미엄 수제 밀크 아이스크림과 치즈케이크 / 티라미수 반 사이즈가 들어가 있는 콜라보레이션 메뉴입니다.



Oreo Cheese Cake
오레오 치즈케이크
奥利奥 奶酪蛋糕



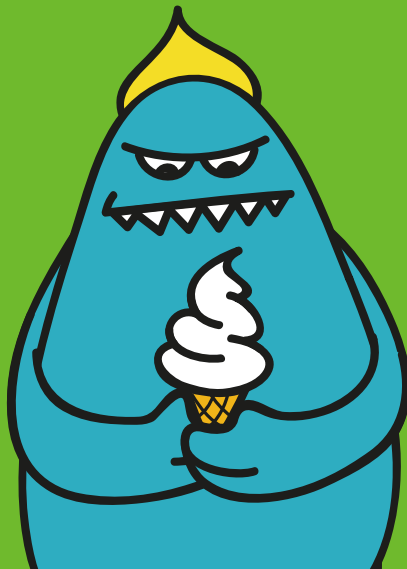
Blueberry Cheese Cake
블루베리 치즈케이크
蓝莓 奶酪蛋糕



Caramel Walnut Cheese Cake
카라멜 월넛 치즈케이크
焦糖 核桃木 奶酪蛋糕



Cherry Cheese Cake
체리 치즈케이크
樱桃 奶酪蛋糕



Original Tiramisu
오리지널 티라미스
原味 提拉米苏



Banana Nutella Tiramisu
바나나 누텔라 티라미스
香蕉 能多益 提拉米苏



Strawberry Tiramisu
스트로베리 티라미스
草莓 提拉米苏

APPENDIX MENU_SHAKE



**NO, ICE!
NO, WATER!**

Monster shake is the original American milkshake made with Ice Cream and Milk without any other ingredient such as water and ice. Customers cannot experience this strong and deep milk flavor with any other competitor.

몬스터 셰이크는 물과 얼음이 아닌 오직 아이스크림과 우유로만 만드는 미국 정통식 밀크셰이크입니다. 그 진한 텍스처와 풍미는 비교할 수 없습니다.

또한 새로운 토핑과의 조화는 트렌드에 민감한 고객이라면 충분한 매력을 느낄 수 있습니다.



Ferreo Nutella
페레로 누텔라
费列罗能多益



Pure Milk
퓨어 밀크
纯牛奶



Cookie and Milk
쿠키 앤 밀크
曲奇饼奶昔



Caramel Cafe-au-lait
카라멜 카페오레
焦糖咖啡欧蕾



Strawberry Cake
스트로베리 케이크
草莓蛋糕

APPENDIX MENU_COFFEE & ADE

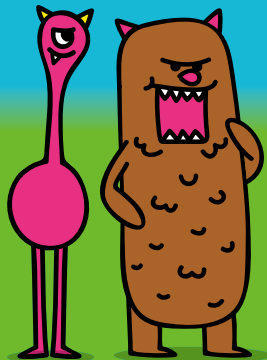


Monster Coffee tries to offer reasonable prices in Monster Size (16oz).
Ade and Hot chocolate is settled down into the hot trend and steady seller.

몬스터 커피는 몬스터급 용량 16oz를 합리적인 가격으로 선보이는 커피입니다.
맛과 품질은 물론 보는 즐거움까지 드리는 컵과 캐리어는 많은 고객들에게 사랑을 받고 있습니다.
에이드와 핫초코는 가장 트렌디함과 동시에 스테디 셀러로 자리잡고 있습니다.

MONSTER SIZE!

REAL FRESH!



Americano Ice
아메리카노
美式咖啡



Americano Hot
아메리카노
美式咖啡



Nutella Choco
누텔라 초코
能多益可可奶



Lemon Ade
레몬 에이드
柠檬汁



Orange Ade
오렌지 에이드
橙汁



Grapefruit Ade
자몽 에이드
西柚汁



APPENDIX F&B _ PACKAGE CONCEPT

CHARACTER-FORWARDED BRAND

Packages and design products with Sweet Monster's adorable character and joyful culture, are attracting customers in all over the world.
 We are selling not only ice cream, but also the highest quality of Korean food ingredients and character contents.



APPENDIX CHARACTER MD

GOOD DESIGN & HIGH QUALITY

Developing the brand building, through the space concentrated distribution platform with refined and completeness merchandising strategy.

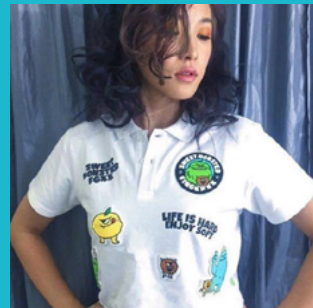


APPENDIX COLLABORATION_FGXX



SWEET MONSTER X FINGERCROXX

Hong Kong's famous street fashion brand with concept of Urban Sports Culture.
 First Korean character to proceed collaboration with FGXX, and launched in 40 stores.



APPENDIX COLLABORATION_FGXX Promotion

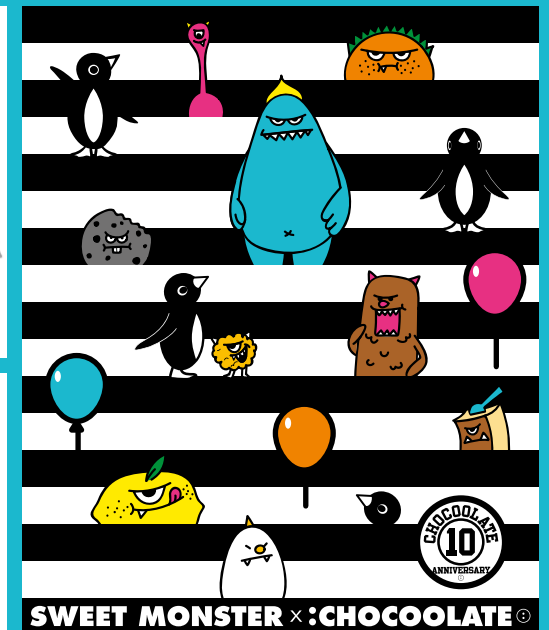


APPENDIX COLLABORATION_ :CHOCOOLATE



SWEET MONSTER X :CHOCOOLATE

Hong Kong casual fashion brand with Men/Women/Living line, launched in 2006.
 Operating the most numerous stores as a Hong Kong brand.
 Planning to launch Sweet Monster Collaboration collection in China and Europe,
 as 10th anniversary of Chocoolate.



APPENDIX MARKETING PERFORMANCE

Inspire People to live Happy Life and have Good Memories

Sweet Monster is the first to operate an ice cream truck in Korea, proceeding promotion that makes people happy.

