Company Brief

May 2018



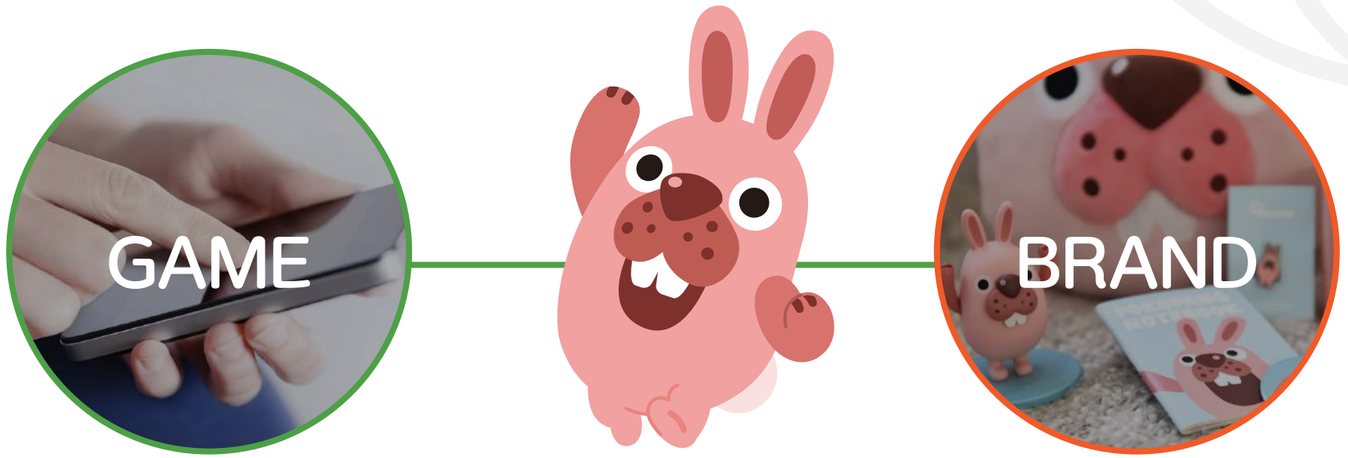
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TREENOD

Company Overview

Company Name	Treenod Inc.	**Main Business**	Mobile Game and Contents Development
Headquarter	Busan, Republic of Korea (11.06.15)		Character Licensing
Seoul Office	Seoul, Republic of Korea (16.06.15)	**C.E.O**	Joonsoo Kim
No. of Employees	Approx. 158 (18.02.20)		

Business Overview



Develop mobile games on POKOPANG IP & strengthen its brand equity
by promoting **POKOPANG** brand to the world
with powering the synergetic effect of game and brand business.

Game Portfolio

Released 4 mobile games on **POKOPANG IP**



PATAPOKO ANIMAL

2012.04 / Genre : Shooting

An arrow shooting game with paper-like 2D renderings of 3D POKOPANG characters over 72 stages



POKOPANG

2013.05 / Genre : Puzzle

A globally popular puzzle game where players draw lines conneting the same colored blocks with only one touch



POKOPOKO

2014.09 / Genre : Puzzle

A stage-based 3-match puzzle game that keeps up great success of POKOPANG IP



POKOPANG TOWN

2017.12 / Genre : Town-decorating puzzle

The 4th title of POKOPANG franchise, a simple one-tap puzzle where players can decorate the town by clearing the puzzle stages

Game Performance





POKOPANG

Treenod has successfully localized POKOPANG in various countries based on its experiences in the global market. Since its launch in May 2013, POKOPANG has ranked the top tier in Asian markets such as Japan, Korea, Taiwan and Thailand.

DOWNLOAD
55,000,000+
Acc.Download

App Store Sales
No.1
2013.08

Google Play Sales
No.2
2013.08

Google Play Sales
No.2
2013.12

Game Performance



POKOPOKO

Treenod's third game based on POKOPANG IP. Since its launch in Sept 2014, POKOPOKO has been steadily retaining its grossing and high DAU in Japanese App Store and Google Play.

DOWNLOAD
16,000,000+
Acc.Download

App Store Sales
No.5
2014.10

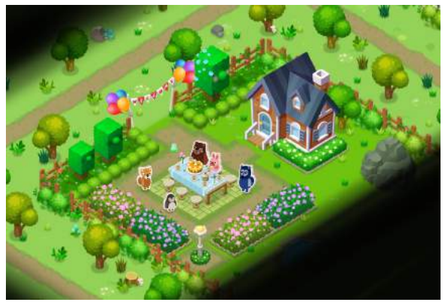
Google Play Sales
No.4
2014.10

Game Performance



POKOPANG TOWN

The 4th title of POKOPANG IP released in December, 2017.
A puzzle know-how that Treenod built has been combined with attractive stories of POKOPANG characters and colorful missions to give more fun and exciting.





Mobile Game Collaborations

Game Collaboration with Global Partners Develop impressive contents for players



Crayon Shin-chan



Chibi Maruko-chan


SNOOPY


LINE FRIENDS


KFC


Kaiketsu Zorori


McDonald's


HELLO KITTY

Mobile Game Collaborations

Collaboration with LINE STICKERS & THEMES


LINE FRIENDS



Chibi Maruko-chan



BONOBONO



RASKAL



Yuki Himura



POKOTA



POKOTA THEME

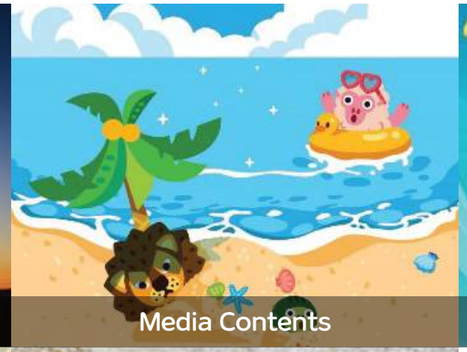

POKOTA

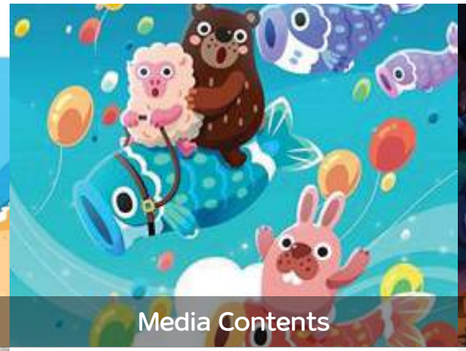
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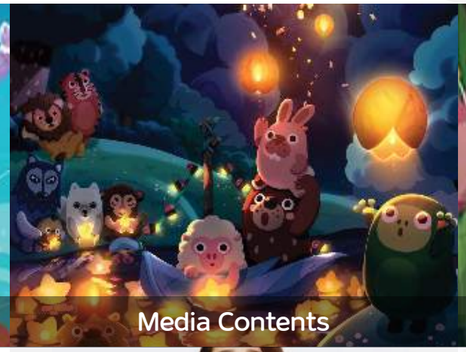
Brand Business Overview

Media Contents Development & Global Licensing Business


Media Contents

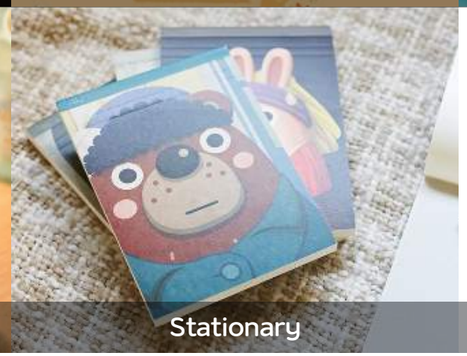

Media Contents

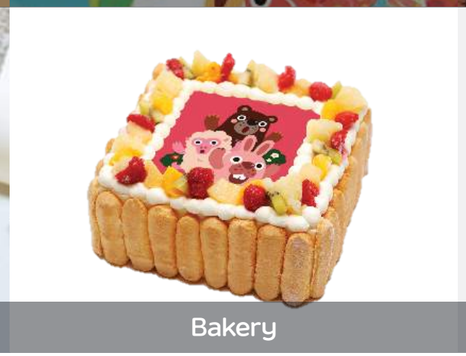

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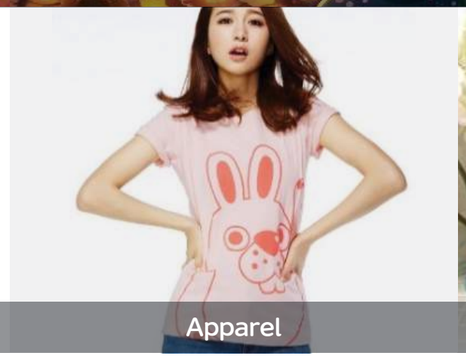

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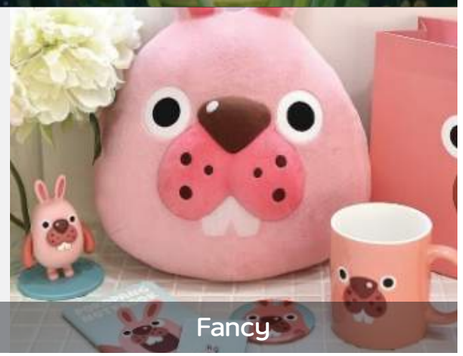

Webcomic


Daily Supplies


Stationary


Bakery


Apparel


Fancy

Game & Brand Marketing

To always be with users, Treenod is doing IMC(Integrated Marketing Communication) using TVs, Mobiles, Outdoor advertising and Social Network Services



BILLBOARD

TAIWAN/KOREA
Subway Wrapping



CAFE

JAPAN
POKOPANG Cafe



E-SPORTS

E-Sports Contest



EXHIBITION

Games/Characters
Exhibition



OUTDOOR

Games/Characters
Exhibition

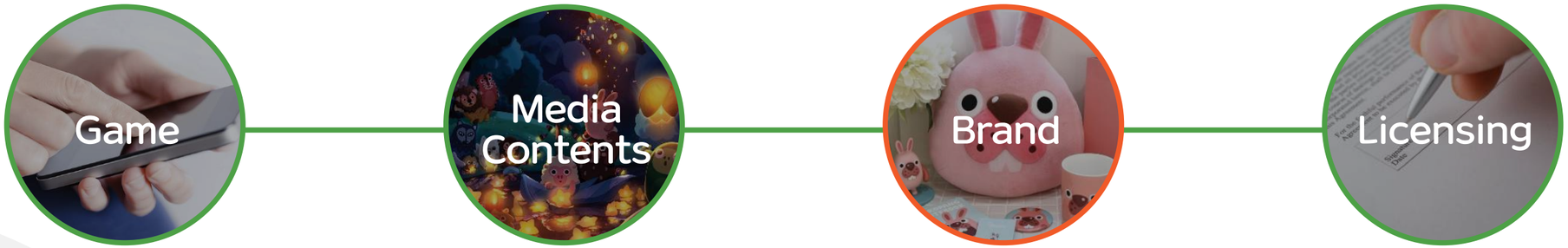
TREENOD COMPANY BRIEF

2018 Business Vision

Spread POKOPANG and Get POKOPANG-loving audience in global

Collaborate with great partners for POKOPANG IP.

Create and spread online/offline POKOPANG contents via various channels



Thank You!



TREENOD