



**PLAYGROUND
ENTERTAINMENT**
We entertain, comfort, and
inspire people around the
world via the power of music!

Problem

Artists greatly desire to **reach new levels** in their careers.

Artists wish for more **autonomy** and **transparency** with their labels.

Music fans want to hear more **dynamic** and **memorable** music.



Solution



An active 360-degree management system that prioritizes artists.



Act as creative partners that are collaborative and transparent.



Producing higher-quality music that will attract fans globally.



Market Validation

ADOR



NewJeans; their first and only group album sales.

SM Ent.



Generated sales profit for 2022.

Market Size



\$782 Billion

Size of Asian Media
Market (34% Global)



\$23.7 Billion

Size of South Korean
Media Industry



\$10.4 Billion

Size of Korea's Cultural
Exports

Business Model

In FY2024, we expect to generate revenues of \$2.2 mln through:

\$709,000
USD

Retail & Online Sales

\$348,000
USD

Royalties, Streaming,
and Subscriptions
(fanclub memberships)

\$515,000
USD

Licensing,
Sponsorships, &
Appearances

\$647,000
USD

Concerts & Other
Live Events

Competition

ADOR

ADOR is a South Korean music label established in 2021 as a subsidiary of Hybe Entertainment. The company is led by Hybe's CBO Min Hee-jin, who is widely recognized for her visual art direction as the former creative director at SM Entertainment. ADOR introduced its first group, NewJeans, in July 2022 with the group's single Attention. Due to the girl group's refreshing concept and sound they have quickly risen in popularity and have gained massive support from the general public. Their first EP sold more than 1.1 million units and their recent single, Ditto, has remained 1# for a historical 10 weeks on the country's Melon chart. Along with anticipating the group's first album the public and fans are highly anticipating ADOR's next group.

Big Hit Music

Big Hit is a South Korean entertainment firm that has gained a reputation for its innovative approach to the music industry business model. It has achieved unprecedented success with the mega-group BTS. Big Hit has leveraged several key innovations, including social media and online fan platforms, to better connect with fans and promote its roster of K-pop artists, setting it at the forefront of the Korean Wave.

SM Entertainment

SM is a South Korean entertainment firm that has pioneered the K-pop industry model since its founding in 1995. The company has a highly competitive and rigorous training program that prepares trainees for a career in the industry. Through this program, their high-quality music, and intriguing concepts have produced some of the most successful K-pop groups and soloists of all time (e.g., BOA, Super Junior, Girls Generation, EXO, etc.).

Competitive Advantage



Company Culture

ideal work environment to attract and retain talent.



Diversity

a team of foreign and domestic staff to combine eastern and western ideals and business models.



Transparency

great effort to be open and respectful with artists, fans and employees.



Social Responsibility

engage with the local communities to emphasize social awareness and incorporate sustainability measures into our operations.



Value Proposition

Globalization

A team of diverse & experienced professionals will bridge the gap between the East and West to combine the best elements of both business models.

Artist Prioritization

We will put our artists first and make great efforts to build a transparent and collaborative relationship with them.

Artist Autonomy

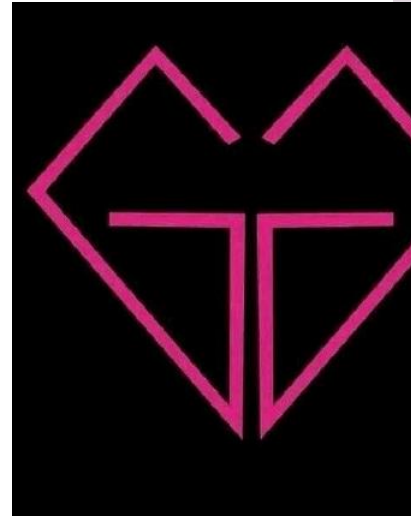
Our artists will be given great levels of creative freedom as we work together as creative partners.

Planned Projects

SNSD; acquire the legendary girl group and sign the members to an exclusive contract.

Asia Divas; collaboration girl group with 3 of the top female singers in Asia

New Idol Group(s) Formed; discover, sign, train and develop new talent to debut new idol groups.

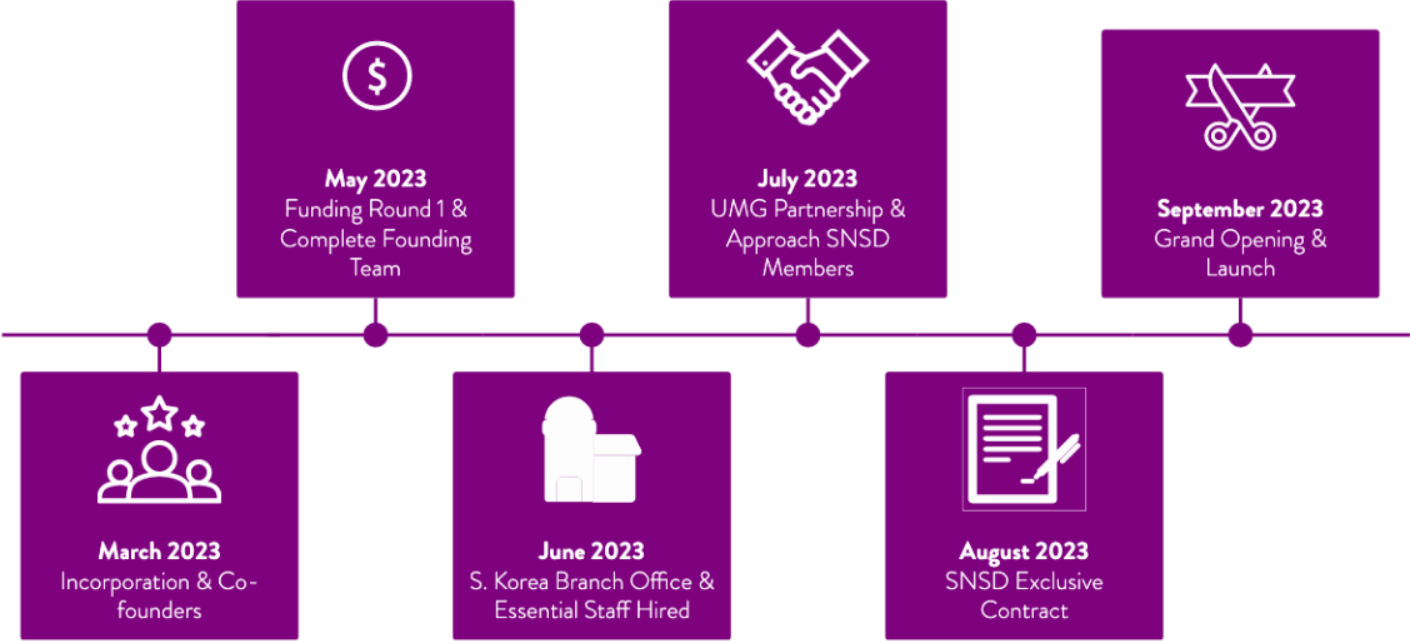


2024 Asia Diva Project I



Milestones/Roadmap

Steps to Follow



Future Business Opportunities

1. TV and film production subsidiary
2. International Records (label that will focus on the western market)
3. Video game development
4. IP content creation and development
5. Music Publishing

Our Team

Royal Toussant

A passionate entrepreneur and fan of music throughout her entire life. She has dreamed of starting PLAYGROUND since she was just 13 yrs. old and has been making plans to do so since. For the past five years, Today, Royal is driven to transform her new company into a truly exceptional enterprise, with the knowledge and skills to create a disruptive entity in the Korean entertainment space.

Joseph Kim (김덕윤)

A veteran Producer/Composer and keyboardist dedicated to excellence with more than 25 million albums and singles streamed and sold. Numerous hits with some of Korea's greatest vocalists. Produced and Composed for famous movies and television programs. Connected to some of the best Composers and Producers around the World.

Kenneth Chin (진권영)

Former CMO at AXA Korea. Prior experience as Head of Marketing at LEGO, Director at Samsung Home Appliances, Head of Brand at Samsung LED, and Global Director of Online Marketing at Philips. For his work in Marketing, he has received numerous awards from Cannes, iF, Korea PR Association, and the Korean Ministry of Family and Gender Equality.

Eric Kim (김현철)

Former Management & Strategy consultant turned content industry expert. Extensive new global business development and partnership career in sectors such as music, video, print and gaming. Veteran of Samsung Electronics and Yahoo. Extensive experience in media + technology intersection areas such as AI, blockchain, Cloud, and hardware devices.

Our Collective Experience and Connections

Artists/Groups

- MomoLand
- F(X)
- SES
- Yoon MiRae
- Nara Jang
- Shin Hae Sung
- Park Hyobi
- Lena Park
- SoHyang
- Lee Young Hyun
- Yang Pa
- Shin Seung Hoon
- Cho Sung Mo
- Moon Myung Gin
- Ann
- Kim Johan
- Fifty fifty
- Mamamoo
- The Boys
- IVE
- IU

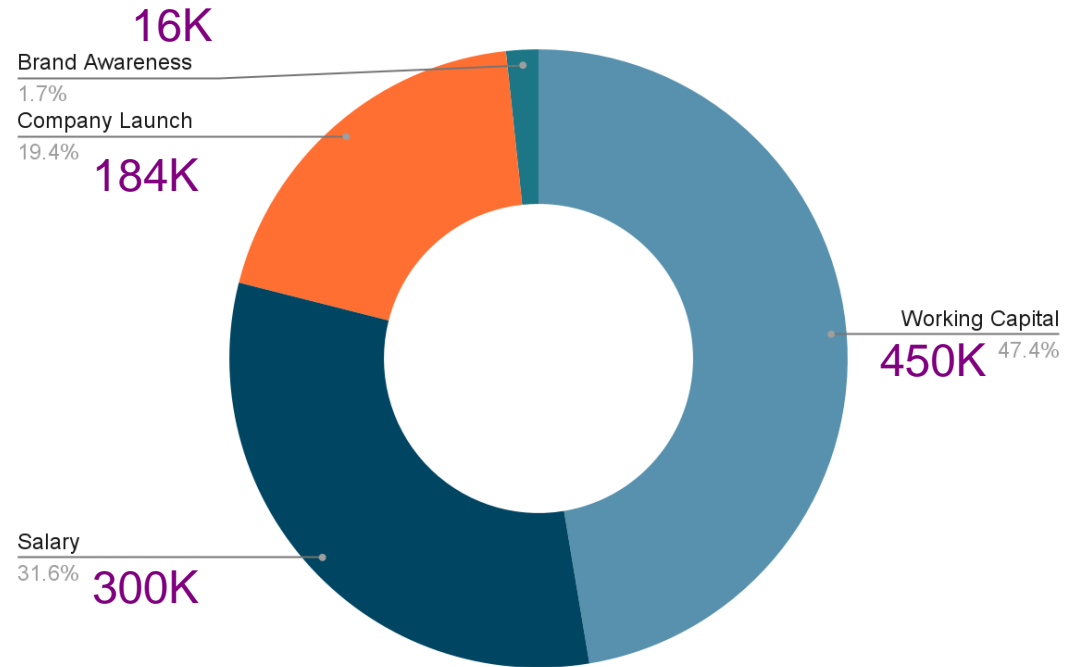
Companies

- Sony
- CJ E&M
- MBC
- KBS
- SBS
- TvN
- JTBC
- SM Entertainment
- YG Entertainment
- Hybe
- Warner Bros.
- JYP Entertainment
- Disney
- Vivendi-Universal
- Kakao
- Naver
- UM
- DDB
- Keystone Ent.
- RBW
- Dreamcatcher Company

Use of Funding

\$950K Pre-Seed Round

We are looking for 6 months' financing to form a solid team, launch the company, build brand awareness, and form key partnerships.



Financial Projections

	2024	2025	2026	2027	2028	5YR SUM
Revenues	2,219,052	4,398,558	7,373,203	10,869,575	14,532,380	39,392,769
Gross Profit	1,548,467	3,103,067	5,252,833	7,807,799	10,508,462	28,220,628
EBITDA	295,001	1,544,157	3,048,047	4,331,423	5,304,571	14,523,200
Net Income	210,354	1,212,484	2,400,773	3,396,285	4,125,679	11,345,575
Profit Margin	9.48%	27.57%	32.56%	31.25%	28.39%	25.85%



PLAYGROUND ENTERTAINMENT

**Touching the hearts of
millions through music!**