



Glohow
Global Knowhow

Glohow is diversifying its business and expanding **globally**
based on its **8 years of steadily accumulating experience and success stories**

Corporate Structure

Glohow Holdings

Glohow
Thailand

Glohow
Taiwan

Glohow
Vietnam

Glohow
Korea

... **Glohow**ⁿ

Business Brands



lever8



MINISETUPS

Glowork

Game Biz

Co & Full Publishing
Game Dev

B2B, B2C

BPO

Cost-Effective
현지 운영 외주

B2B

Marketing Consulting

Go to market strategy
+ 글로벌 / 로컬 실행

B2B

Media Contents
& Commerce

미디어별 콘텐츠를 통한 E-
커머스

B2C

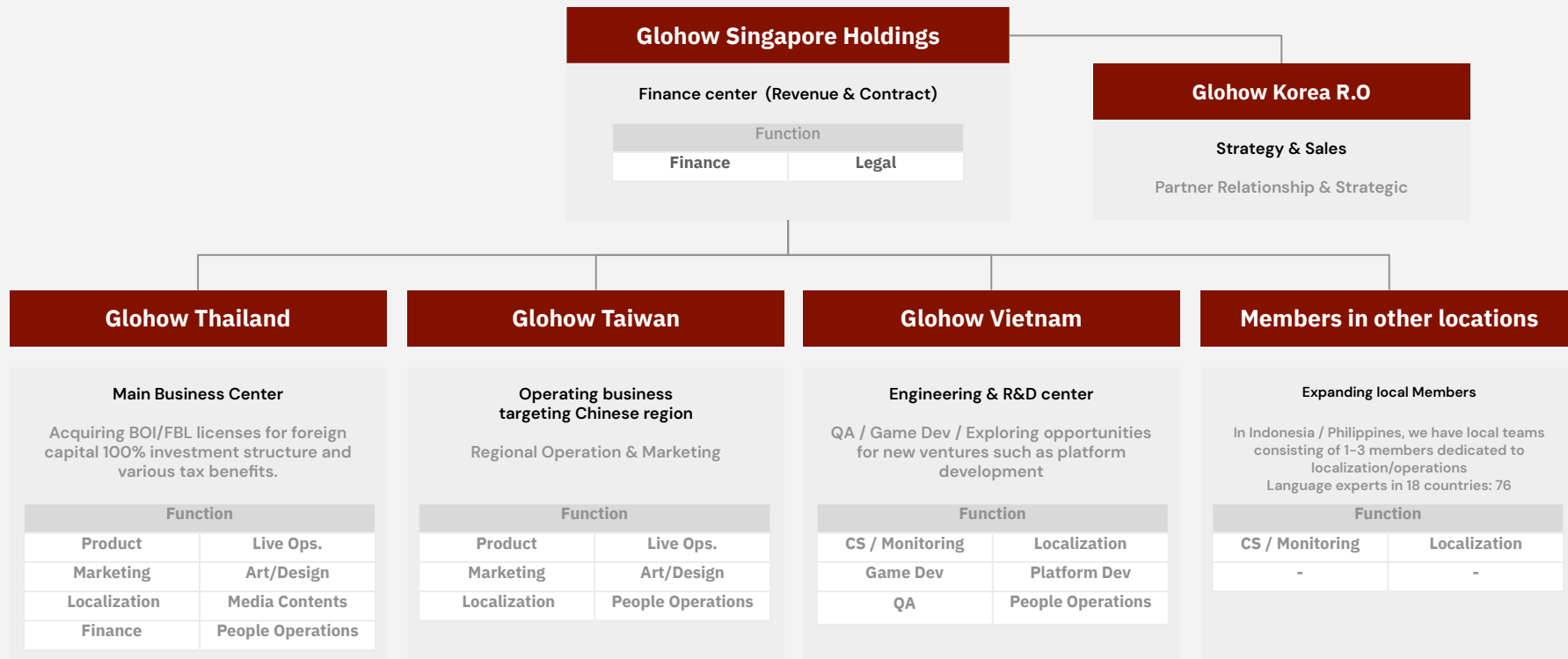
Platform

Cross-Border
Work Platform

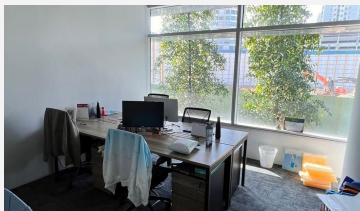
ERP, B2B

Glohow corporate entity and organizational structure

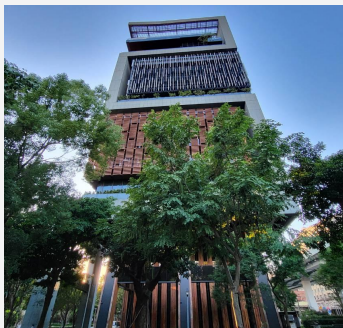
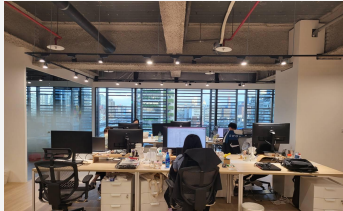
Glohow Holdings and its subsidiaries



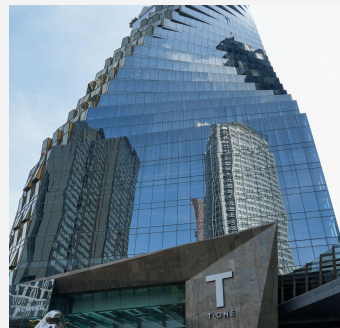
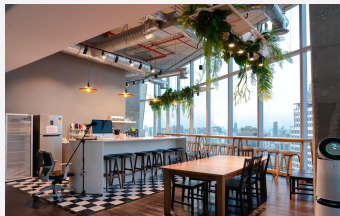
Singapore



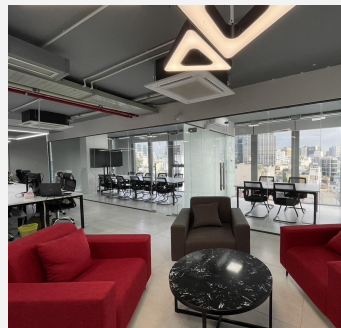
Taiwan



Thailand



Vietnam



South Korea





Jinny Kim (김현진)
CEO, founder



Charles Yoon (윤형철)
Game Publishing Dept. Director



Brian Ham (함범용)
CX Dept. Director



Dillon Jeong (정재홍)
Game Dev Dept. Director



Hazel Jin (金美媛)
Platform Dept. Manager



Dina Chung (정민의)
Marketing Dept. Manager



Rain Kim (김진수)
Liveops. Dept. Manager



Nicharat Kulijaroenwirat
Marketing Senior Unit Manager



Dante Ahn (안영석)
QA Unit Manager



Hann Lee (이현경)
Design Unit Manager



Kangmi Yoon (윤강미)
Finance Senior Team Lead





Game Business

Co-Publishing

Full Publishing

Game Dev

Co-Publishing is

A new form of collaboration that Glohow proposed to the market when it was founded in 2017 and remains Glohow's main business model



Co-Publishing history

Co-published a total of 12 titles, with the cumulative project revenue reaching \$19M by 2024, and Glohow's cumulative net revenue (Glohow RS) totaling \$11.6M

Glohow co-publishing titles



King's Raid



Phantom Chaser



Final Blade



Five Stars



ODIN



Guardian Tales



Eversoul



Interplanet



Rogue Life



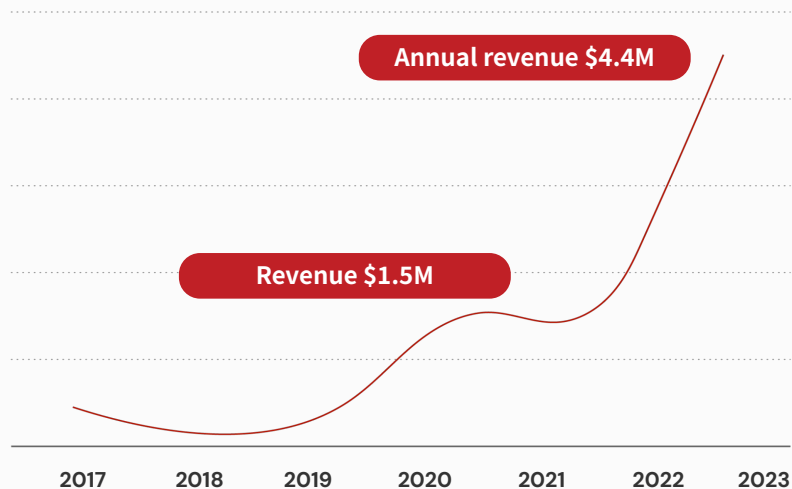
Cats Atelier



Vegastopia

Rasalas
(In-progress)

2017~2023 Glohow co-publishing Core Revenue (Unit : \$)





Title: Odin: Valhalla Rising
Developer: Lionheart Studio
Main Publisher: Kakao Games

Service Country
 Taiwan, Hong Kong, Macau
 3 countries serviced

Cumulative Revenue
 \$75M

Cumulative Users
 1.5 Million Users

“Achieved 50 billion KRW in sales in the first month of launch”
 “Ranked 1st in popularity and sales on Google Play Store Taiwan within the first day of launch”



Title: King's Raid
Developer: Vespa
Main Publisher: Vespa

Service Country
 NA, OC, SEA

Cumulative Revenue
 \$560M

Cumulative Users
 3.3 Million Users

“Ranked within the top 10 in sales across major global markets,
 achieving first place in Singapore's primary markets”



Title: Final Blade
Developer: Sky People
Main Publisher: Sky People

Service Country
 Global (Excluding KR, TW,
 HK, MO, JP, CN)

Cumulative Revenue
 \$27M

Cumulative Users
 360,000 Users

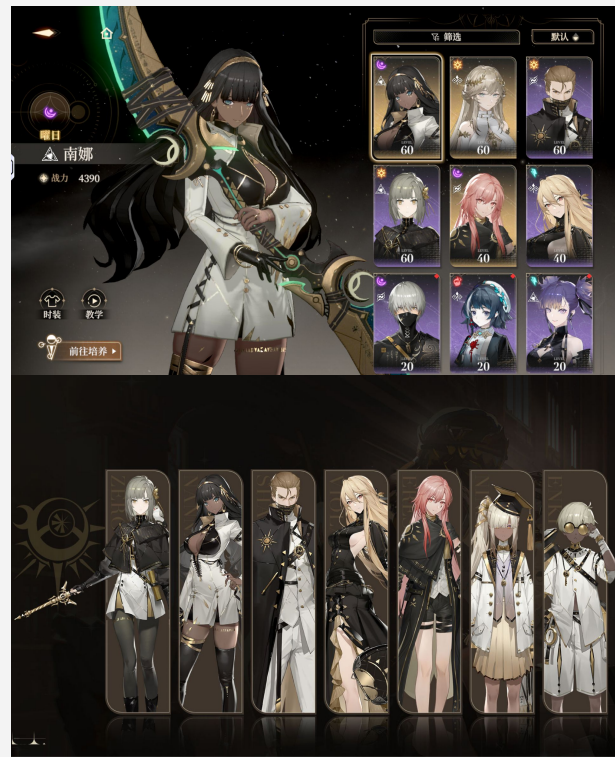
“Top sales rankings in RPG category across Southeast Asia and Europe”

Glohow game development studio

And based on this expertise, we are expanding our business from co-publishing to full publishing

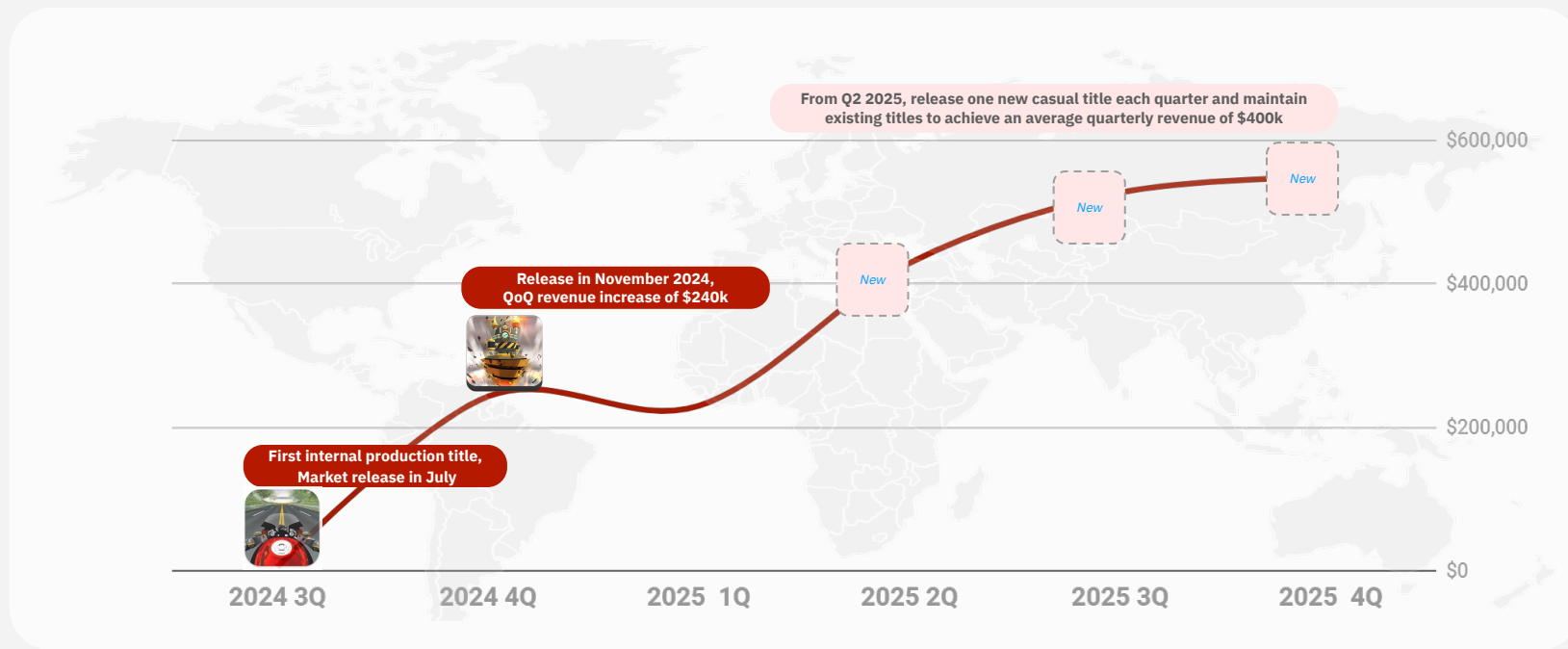
We are launching a subculture Action Collection RPG targeting the global market

Scheduled for early 2025 <https://blackbeacon.g2dio.com/en/>



Glohow game development studio

With a deep understanding and passion for games,
an internal development studio is being set up to prepare for a lineup of in-house productions

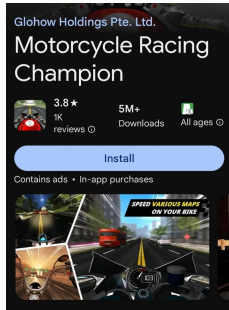


Glohow game development studio

2024 Production Line-up

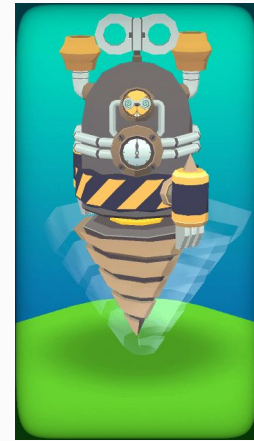
Motorcycle Racing Champion

“Urban racing with nail-biting stage missions!”
Released on Google and Apple markets in July 2024



Ground Driller World (in production)

“A grand adventure of cute aliens on a quest for planetary core energy!”
Target release: November 2024 on Google and Apple markets





Go to market strategy

Marketing

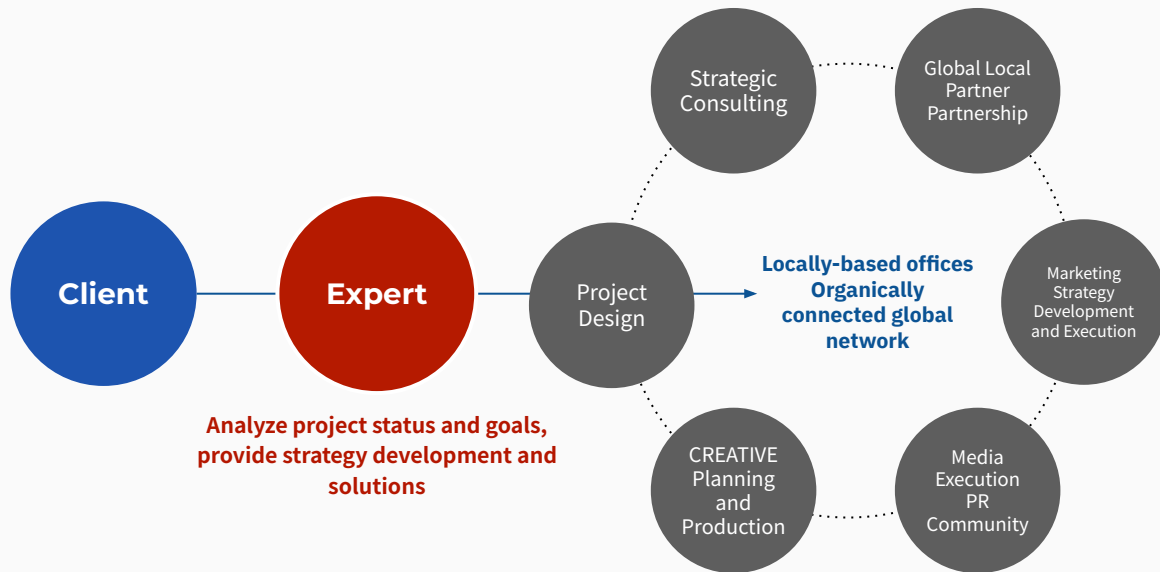
Marketing Consulting

Branding

User Acquisition

The marketing portfolio is steadily growing, expanding from **games** to include cosmetics, K-pop, webtoons, and more.

Leveraging a global network with the expertise of global business experts to provide optimal solutions for achieving goals



kakao
ENTERTAINMENT

kakaogames

NAVER Z

SNOW

AMOREPACIFIC

Riiid

rabbit LINE Pay

GRAVITY
INTERACTIVE

2K



Game Marketing

Partner
Kakao Games
Product
Odin: Valhalla Rising

Key achievements

- ✓ Marketing in Taiwan, Hong Kong, Macau regions
- ✓ Execution of a marketing budget exceeding **+\$126M**
- ✓ Cumulative downloads exceeding **+1.5M**



Game Marketing

Partner
Vespa
Product
King's Raid

Key achievements

- ✓ **+\$75M** in revenue during the launch and operation period
- ✓ Focused global marketing (North America, Europe, Oceania, and Southeast Asia)
- ✓ **480K** downloads acquired during the launch, achieving a **+400% ROI**, and a first-month **+200% ROAS**



KAKAO WEBTOON

Webtoon and App Marketing

Partner
Kakao Entertainment
Product
Kakao Webtoon

Key achievements

- ✓ Accumulated execution of a **\$5M** marketing budget (global and local media)
- ✓ Achievement of **210k** downloads in the first month of launch
- ✓ Cumulative **2.9M** downloads



AESTURA

Cosmetics Marketing

Partner
Amorepacific
Product
Aestura

Key achievements

- ✓ Managed major social media platforms (Facebook, Instagram, X, TikTok)
- ✓ Planned and executed Aestura's first brand campaign
- ✓ Boosted brand and awareness for Estra's product launch in April 2024



Game Marketing

Partner
2K
Product
Civilization : Eras & Allies

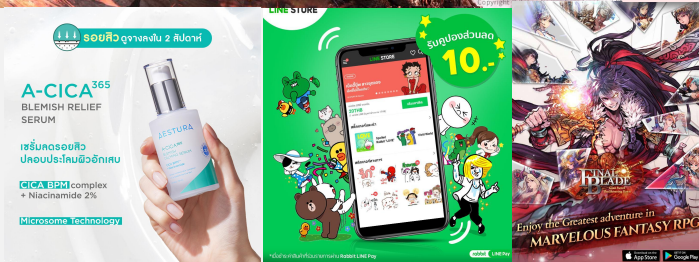
Key achievements

- ✓ Managing major social media platforms (Facebook, Instagram, X)
- ✓ Performance Marketing Currently ongoing





Online



Offline





MINISETUPS

Little Chances Big Ideas

[Media contents](#)

[E-Commerce](#)

Pre/post in-house production for efficient **content creation and distribution** across various genres

Expanding fan base globally using global platforms, **with strong planning and marketing** through **proprietary IP development**



Platform



Media content utilizing global platforms

Channel



Currently operational and planning new initiatives

Cumulative metrics

Subscriber 120,000,000

View count 400,000,000

Coverage of teams and team members

In-house production

Entertainment, drama, animation, memes, etc
Self-creation of content

Capable of handling all aspects of production, including pre and post

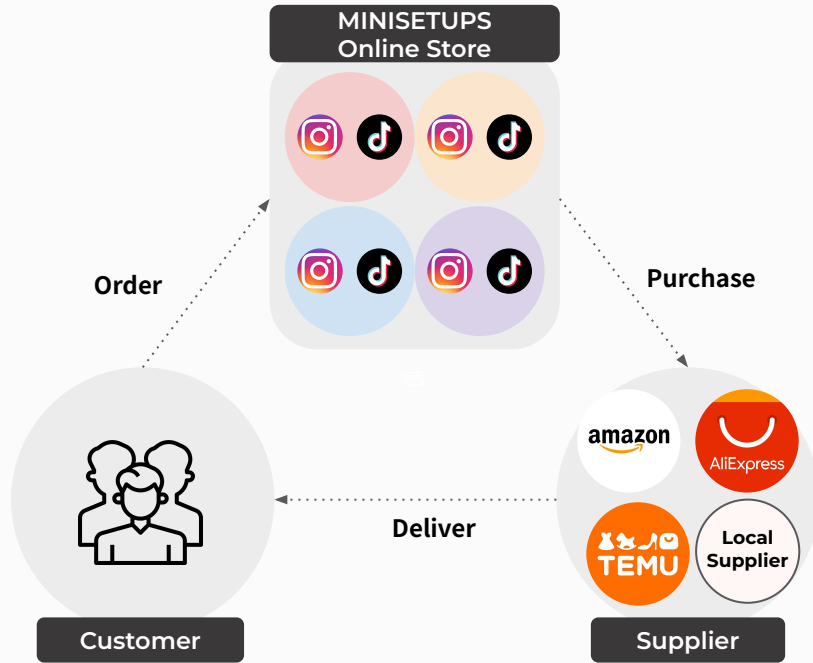
Target countries

Global (English)
SEA (Thai)
Korea (Korean)

Expanded fan base from Asia to global

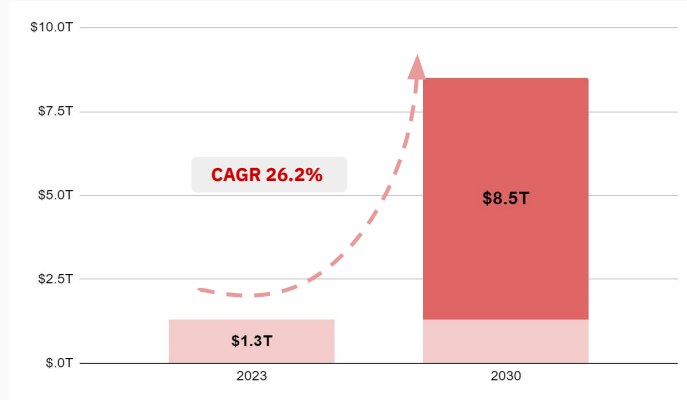
Social commerce leveraging marketing networks and capabilities.

Using **planning and marketing expertise** to explore **dropshipping e-commerce** through global media channels



***Dropshipping:** A distribution method where the seller does not hold inventory and processes orders directly.

Social Commerce Market Status



- Market size growth projection : '23 **\$1.3T** → '30 **\$8.5T**
- Social commerce CAGR is **26.2%**, showing steady growth.
- Dropshipping eliminates inventory and shipping burdens, with an average margin of **10–25%**
- Dropshipping market CAGR is 37.70%, with growth of '23 **\$28.45B** → '33 **\$2.2T**
- In 2023, Asia-Pacific holds a **35.16%** share of the global dropshipping market, followed by North America.

Expansion : Dropshipping → Sourcing in Thailand → K-Product

Category and expansion process



STEP 1. Category expansion through Dropshipping

- Desk décor
- Home décor and accessories
- Consumer electronics

[The 24 Best Dropshipping Niches](#)

Store expansion by category



STEP 2. Distribution network through sourcing in TH

- Design toys
- Home décor and accessories
- Spa and wellness products

[6Wresearch](#)

Sourcing in Thailand

Own product development



STEP 3. Global market expansion of K-Products

- K-beauty
- Fashion accessories
- Health and wellness products

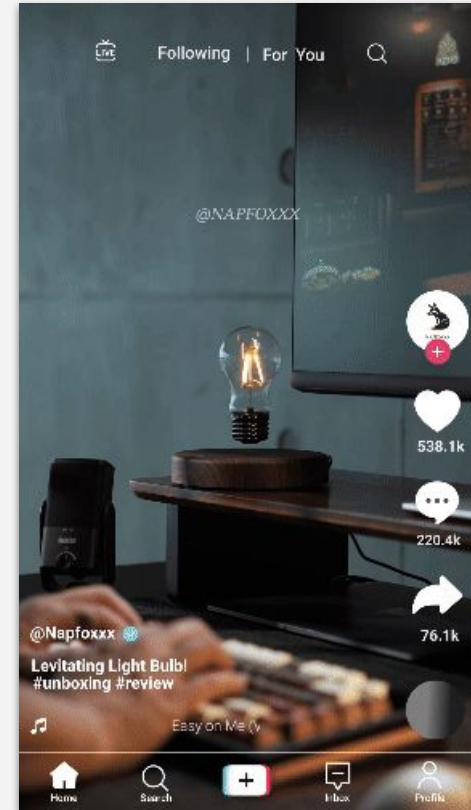
[Future Marketing Sites](#)

Build global distribution network

Develop region-specific products

Develop seasonal and limited-edition product

<https://www.liinks.co/napfoxx> <https://minisetups.com/>



Minisetups Social Network (IG)



CX Outsourcing Business

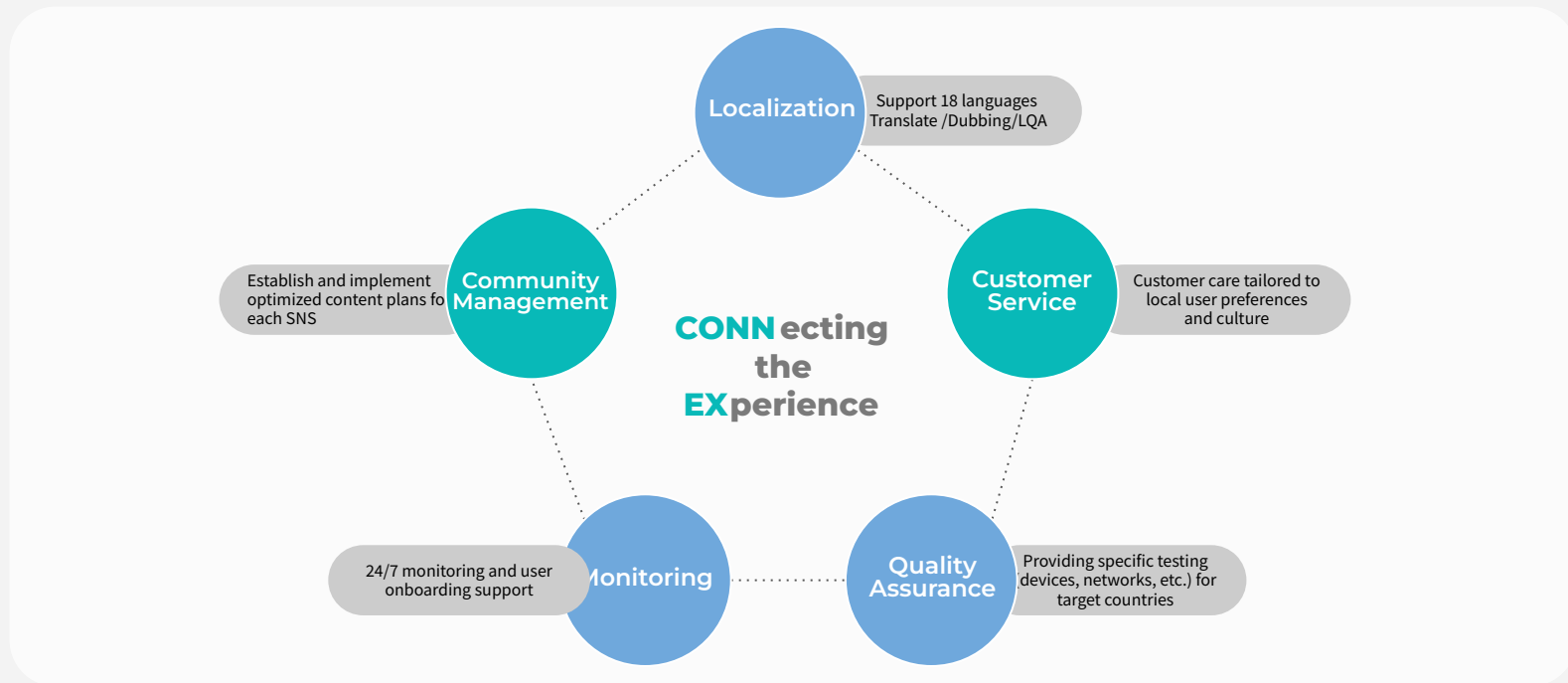
CS, Monitoring

QA

Localization

Based on a deep understanding of target countries and services,
our **leaders with years of global experience** and **local teams in the region** quickly identify and address issue

At the intersection of business partners and customers, we provide optimized services to maximize customer experience



Based on the capabilities of **multilingual LPMs** over the past 8 years, we have supported **18 languages**, processed **30 million words**, and completed **61 projects**.

We have demonstrated expertise through the localization of various game genres, including **MMORPG, RPG, sports, and puzzle games**.

Additionally, we have managed projects across diverse business categories such as **webtoons, education, metaverse, and social apps**.



Translate



LQA



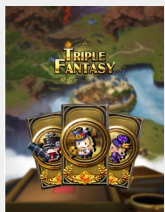
Dubbing &
Voice actor



kakaogames



WEMADE PLAY



NEOWIZ



LINE GAMES



XLGAMES



SKY PEOPLE



GRAVITY
INTERACTIVE



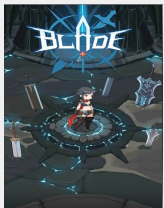
Vespa



2K



FLOPPY
GAMES



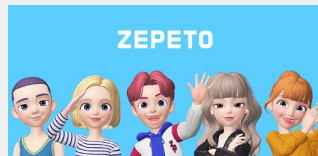
mobiaix



SUPER
PLANET



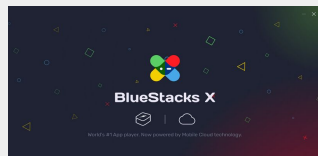
Riid



NAVER Z



kakao
ENTERTAINMENT



BlueStacks
Play Bigger



CATCH IT
PLAY



STUDYMAX

The operations team, composed of Liveops, Risk Management, Community Management, and Customer Service teams, provides optimized operational management services based on Global Service Knowhow gained from experience with 11 titles

Liveops

Global LIVE operations planning and execution

- Target and market research
- Live operation strategy and scenario
- Operational policy and banned word
- Propose user trend-based operational improvements
- Regular, temporary, emergency MA
- Operational report

Risk Management

Risk prediction and post-management

- Bot pattern analysis
- Illegal software detection
- Suggestion of policy and guideline
- Log investigation, analysis, and suggestion
- Abusive user management
- VIP user pattern analysis
- VIP user retention strategy

Community Management

Community content planning and execution

- Social media and trend research in target regions
- Social media strategy and scenarios
- Creating and providing content plans
- Planning event posts, game guides, and tips aligned with global trends

Customer Service

Global customer service provision

- Support in various languages
- Customized channel service
- Securing expertise for specialized customer service
- Gathering data and providing reports

Coordination

Fast and accurate communication

- Efficient collaboration through native language personnel placement.
- Key documents and messages provided in the client's native language.

QA

Cost-optimized massive function and region-specific testing

- Suggestions for content improvement through fun QA
- Genre-specific test scenarios
- Test case design and execution
- Regional network testing
- Device compatibility testing

Glowork

Tasks begin and end at '**Glowork**'

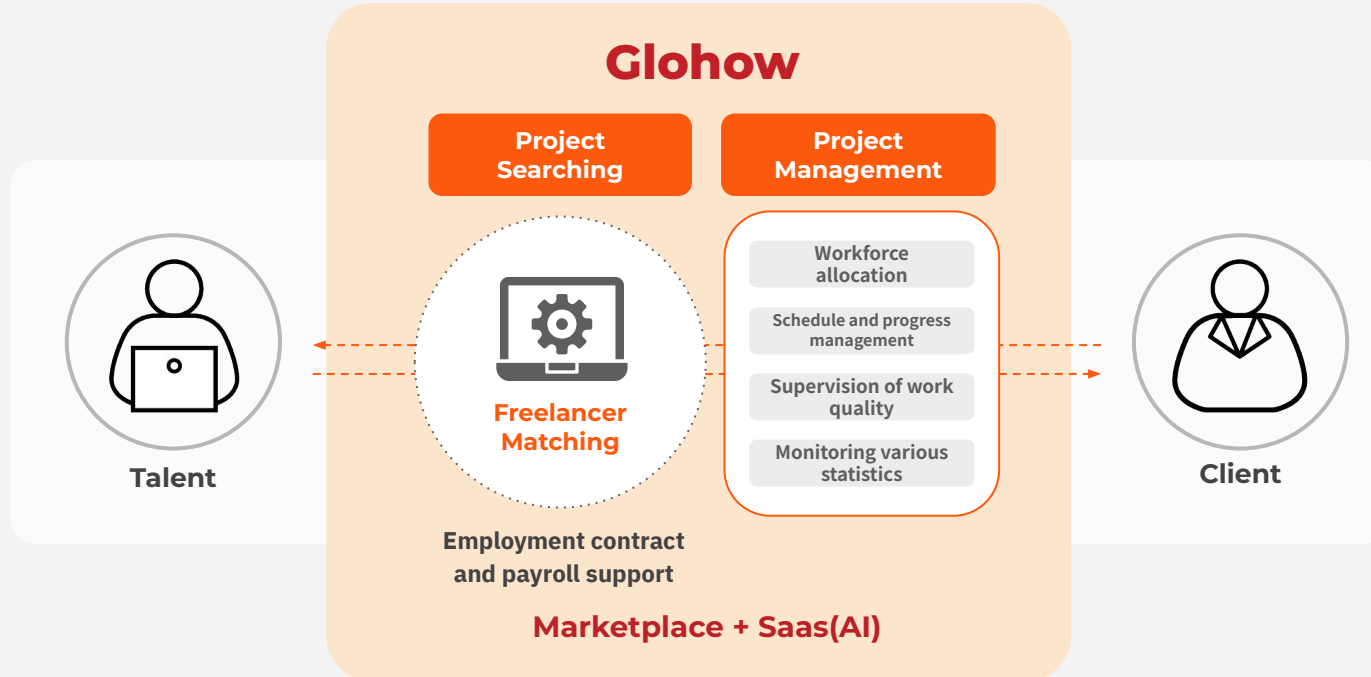
All-in one Platform

Platform

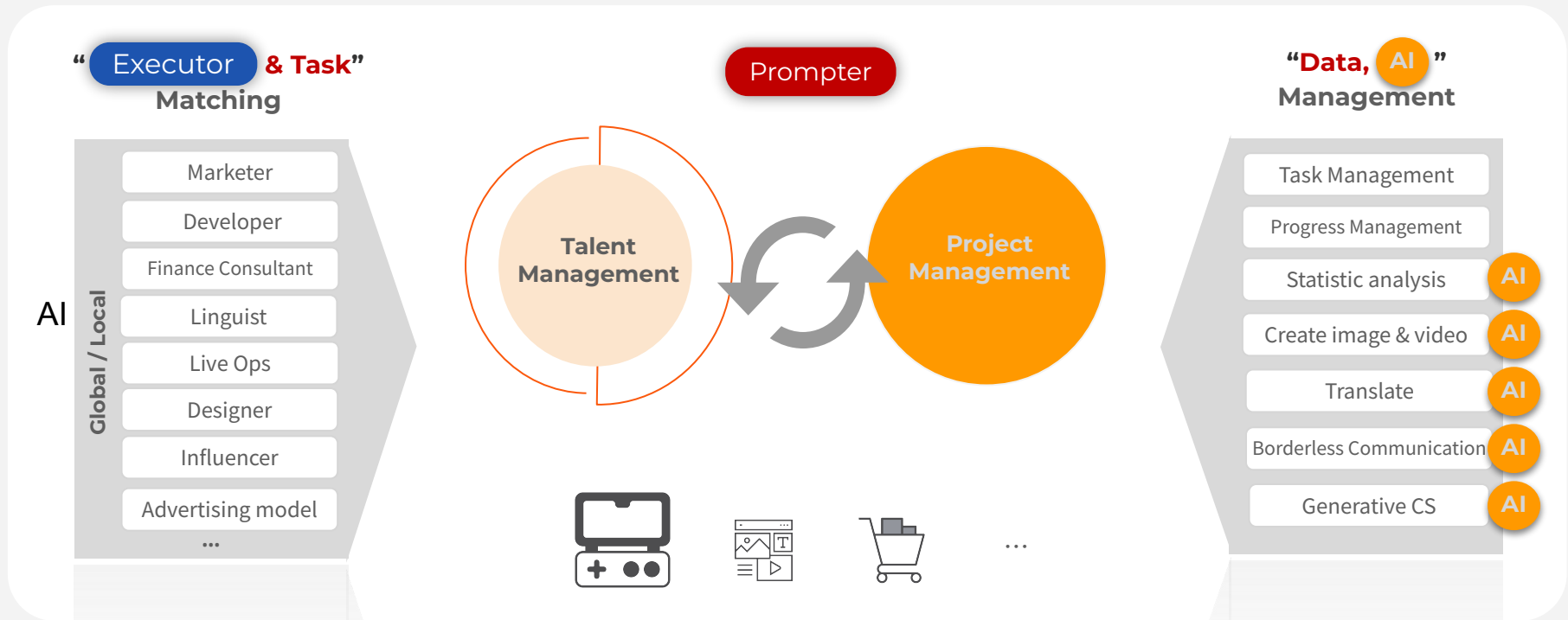
Work Platform

connects **clients** and **talents**, optimizing project efficiency through improved project management

Glowork's goal is to supply more cost-effective labor from developing countries and integrate this workforce with AI technology to **address the productivity gap faced by developed nations**



Glowwork Function



AI : 우리 제품, 프로젝트에 맞는 결과값을 내기 위한 Adaptor 운용

From a platform where **Glow** - **AI** - **Executor** works together

► Ultimately expand the platform for **Any company** - **AI** - **Executor** to work together

User Case per task

Game L10N

Project Understanding, Analysis, Universe/Terminology Design ▶ Initial Translation ▶ 1st Review ▶ Consistency Check ▶ 2nd Review ▶ Rewrite/Adaptation ▶ LQA ▶ Project Confirmation

Prompter

AI

AI

Executor

AI

Executor

Executor

Prompter

Ad Creative

Setting Project Direction ▶ Storyboard Design ▶ Storyboard Creation ▶ Live Action Filming ▶ Video Editing ▶ Review ▶ Design Refinements ▶ Project Confirmation

Prompter

Executor

AI

Executor

AI

Executor

Executor




Prompter

CROSS BORDER WORK PLATFORM

Connect & Manage

Glohow Database

Data accumulated through Glohow's Consulting & BPO business. **Database of various case studies facilitates the digitalization of current operations**

Business Unit	Data Analysis	Marketing	Influencer Campaign	Localization	Live Ops	Design
Business Sector	 <p>Mobile/PC Game</p>	 <p>Mobile/PC Game, Webtoon, Web3, Entertainment, Beauty product</p>	 <p>Mobile/PC Game, Web3, Entertainment, Beauty product</p>	 <p>Game, Webtoon, Education</p>	 <p>Game, Blockchain</p>	 <p>Mobile/PC Game, Webtoon, Web3, Entertainment, Beauty product</p>
No. of Project	150 +	50 +	25 +	86 +	35 +	70 +
	<p>20+ data analysts</p> <p>----- Handling -----</p> <p>100GB~ 1TB data per project</p>	<p>30+ marketers</p> <p>----- Managing a total marketing budget of -----</p> <p>\$26.4M</p>	<p>700+ influencers</p> <p>----- 10,000+ events in the database -----</p>	<p>100+ professionals</p> <p>----- Processed -----</p> <p>4M+ words</p>	<p>70+ game specialists</p> <p>----- 500+ game data analyses -----</p>	<p>50+ designers</p> <p>----- 18,000+ images -----</p> <p>700+ videos</p> <p>10+ webpages</p>

NAVER Z



AMOREPACIFIC

kakao games



AGE

cocone



itoxi

GRAVITY INTERACTIVE



WEMADE PLAY



LINE GAMES



Riiid



kakao ENTERTAINMENT



Thank you.