



RBW, Inc

Company Introduction

RainbowbridgeWorld

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Homepage : www.rbbridge.com

RBW, Inc

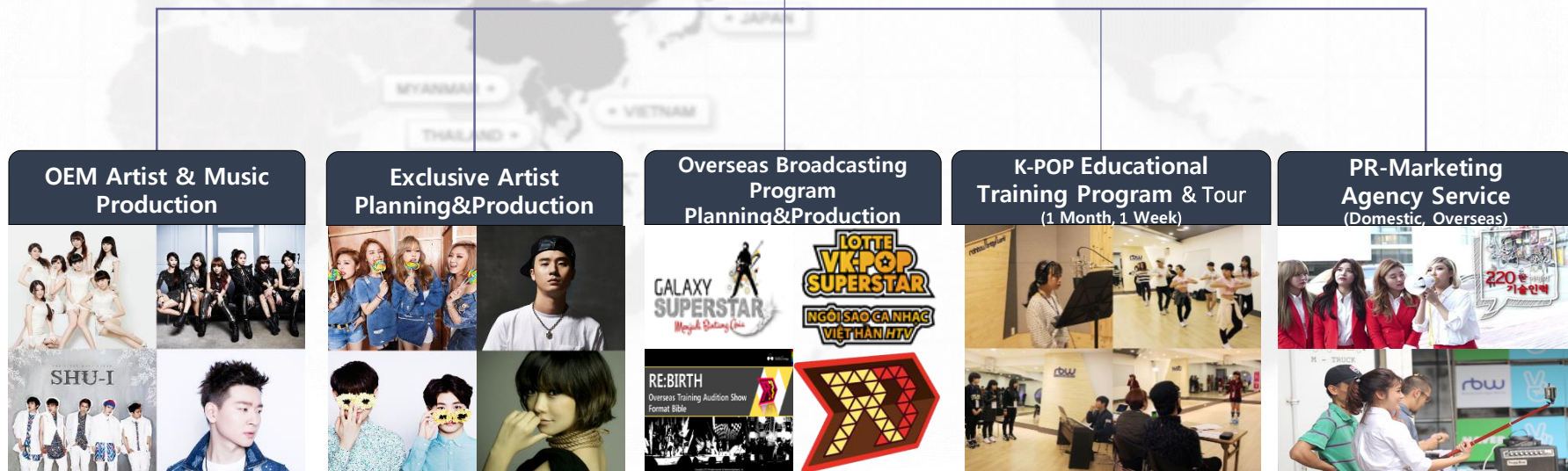
Company Introduction



Company Introduction

Global Artist & Contents Producing Company 「RBW, Inc」

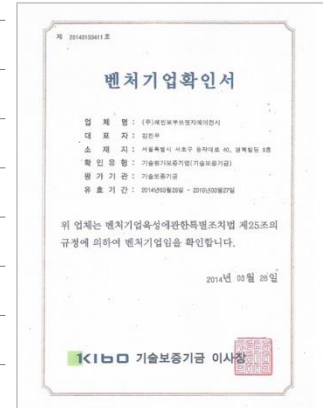
RBW is a K-POP(Hallyu) contents production company founded by producer/songwriter Kim Do Hoon, Kim Jin Woo and Hwang Sung Jin, who have produced numerous K-POP artists such as CNBLUE, Wheesung, Park Shin Hye, GEEKS, 4MINUTE etc. Based on the "RBW Artist Incubating System", the company researches and provides various K-POP-derived products such as OEM Artist&Music Production(Domestic/Overseas), Exclusive Artist Production(MAMAMOO, Basick, Yangpa etc.), Overseas Broadcasting Programs Planning&Production(New concept music game show/Format name: RE:BIRTH) and K-POP Educational Training Program&Tour(1 Month, 1 Week).



History

Footsteps of 「RBW, Inc」, leading the Korean Wave

2010	03	Rainbowbridge Agency, Inc. Incorporation (CEO, Kim Jin Woo)
2011	08	Modern&Bridge, Inc. Joint Corporation (Co-CEO, Kim Hyung Kyu & Kim Jin Woo)
2012	03	WA Entertainment Inc. Incorporation (CEO, Kim Do Hoon)
2013	08	Joint Corporation 'Modern&Bridge Inc.' divided into two individual corporations 'RainbowbridgeAgency Inc.', and 'Modern K Inc.'
2013	09	Agency contract with CUBE Entertainment Inc. for Beast and 4MINUTE's official management in Indonesia.
2014	01	Overseas Broadcasting Program format (Re:Birth) copyright registration (KOREA COPYRIGHT COMMISSION)
2014	02	Selected for KOTRA's Service Mundus Project
2014	03	Venture Business Certification (No. 20140103411)
2014	04	Laboratory affiliated with the Company (Media&Contents Lab) Certificate (Ministry of Science, No. 2014111725)
2014	05	Official Agency Contract with WS Ent., Inc. -> Management of Baek Ji Young in Vietnam
2014	08	MOU contract with KEYEAST Ent, Inc. for co-production and music producing of 'Lee Hyun Woo Band'
2014	10	Investment from KTB Network Project (Re:Birth Project, 1 Billion KRW)
2014	11	MOU Contract with FNC Ent., Inc. for music co-production
2014	11	The first paid-in capital increase : Rainbowbridge Agency, Inc. (Capital: 50 million KRW-> 350 million KRW)
2015	02	Relocation of Head Office (Jangan-dong 365-4 Global Training Center)
2015	02	Merger between WA Ent., Inc. and Rainbowbridge Agency, Inc.
2015	02	Change of name from Joint Corporation Rainbowbridge Agency, Inc. -> RBW, Inc. (Co-CEO Kim Jin Woo, Kim Do Hoon). 2 nd paid-in capital increase (Capital: 350 million KRW ->490 million KRW)
2015	02	Exclusive contract with producers Kim Do Hoon, Lee Sang Ho, Seo Yong Bae, Choi Yong Chan, Park Woo Sang and Kwon Seok Hong.
2015	03	Selected for KOTRA's Service Mundus Project
2015	07	Investment of 7 billion KRW from KTB Network, Korean Investment Partners, Posco Venture, NHN (Capital: 490 million KRW-> 710 million KRW)
2015	09	V-App Vietnam PR-Marketing Agency contract with Naver Corporation
2016	01	Selected as an operating agency for 'Enter-business Talent Training' Program, Academy for Youth Employment, Ministry of Employment and Labor, Human Resources Development Service of Korea
2016	03	Selected for KOTRA's Service Mundus Project



Venture Business
Certificate
(No. 20140103411)

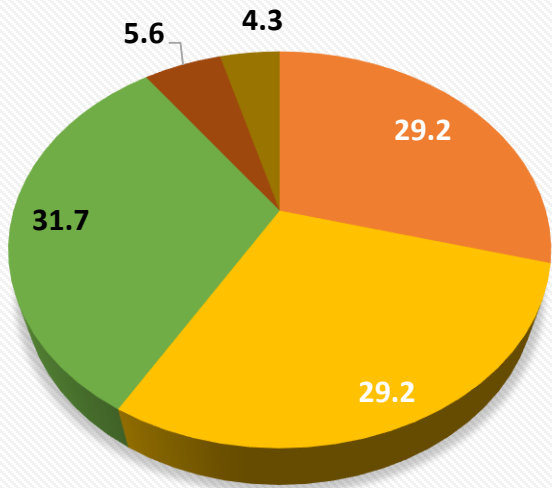


Company-affiliated
Laboratory Certificate
(No. 2014111725)

Shareholder Composition

Corporate Name	RBW, Inc	Business Registration Number	211-88-40371
Corporate Registration Number	110111-4297944	CEO	Kim Jin Woo, Kim Do Hoon
Head Office	B1F Starhills, Janghan-ro 20-gil, Dongdaemun-gu, Seoul	Number of Employees	40
Capital	718,735,000 KRW	Establishment Date	2013/08/26

Current Shareholder Composition



- Kim Jin Woo
- Kim Do Hoon
- Institutional Investment(KTB, NHN, Korean Investment Partners, POSCO Venture)
- Executives and Staff
- Etc.

Introducing the CEO

A global cultural-contents enterprise with strategic overseas expansion

“RBW aims to lead the ‘Next Generation of the Korean Wave’. Breaking from existing ways of “Korean Wave” exports, RBW’s goal is to become a leading company in the emerging era of ‘cultural contents’”

CEO, Kim Jin Woo (Chief Executive Officer / Director of Popular Art)



Profile

- Hankuk University of Foreign Studies (Bachelor's Degree)
- Art&Fusion Design Graduate School, Kyung Hee Univ.(Master's course)
- Former Director of Rainbowbridge Agency Inc.
- Former Adjunct professor at Korea Conservatory
- Former Adjunct professor at Dong-ah Institute of Media and Arts
- Former Director of Modern&Bridge Inc.
- Former Director of WA Entertainment Inc.
- CEO of RBW, Inc
- Director of Modern K Inc.

Awards

- 2015, Minister of Trade, Industry and Energy, 'Young Entrepreneur Award'
- 2015, Commissioner of the Seoul Metropolitan Police Agency, 'Certificate of Appreciation'
- 2016, Knowledge Management Awards, 'Grand Prize in the Sector of Mass Culture'



CEO, Kim Do Hoon (Chief Executive Producer)

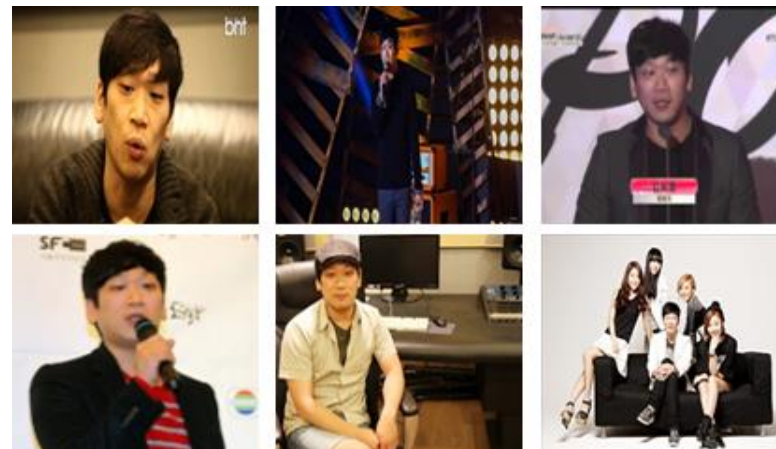


Profile

- Hong-Ik University (Dropout)
- Former Director of WA Entertainment Inc.
- Former Director of MUSIC CUBE, Inc.
- CEO of RBW, Inc
- Director of Modern K Inc.
- Full member of Korea Music Copyright Association Corp.

Awards

- 2011, the 1st KOMCA Music Awards, 'Rock Composer Award'
- 2014, the 6th Melon Music Awards, 'The Best Songwriter Award'
- 2015, the 4th GAON Chart K-POP Awards, 'Composer of the Year'
- 2015, KOMCA Music Awards, 'Best Composer of the Year'



Chief Executive Officer, Kim Jin Woo

A pioneer in the field of entertainment, leader of venture business, director of popular art



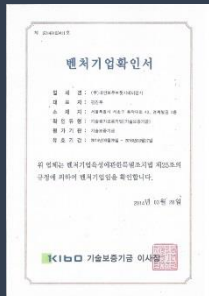
<2013 Meeting Indonesian president
- Susilo Bambang Yudhoyono >



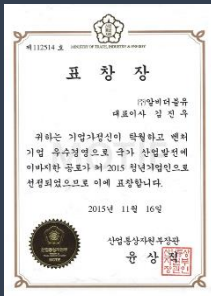
<2015 'Young Entrepreneur Award',
Minister of Trade, Industry and Energy>



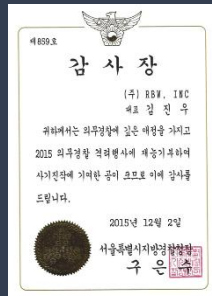
<2015~Present: Participation in various
conferences and awards ceremonies>



Venture Business Certificate
(No.20140103411)



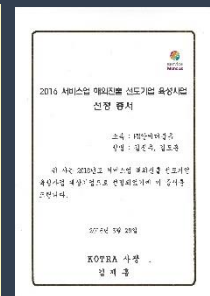
'Young Entrepreneur Award',
Minister of Trade, Industry and
Energy



Certificate of Appreciation,
Commissioner of SMPA



'Grand Prize', Sector of Mass
Culture, Knowledge
Management Awards



Selected for KOTRA's
Service Mundus Project

Awards

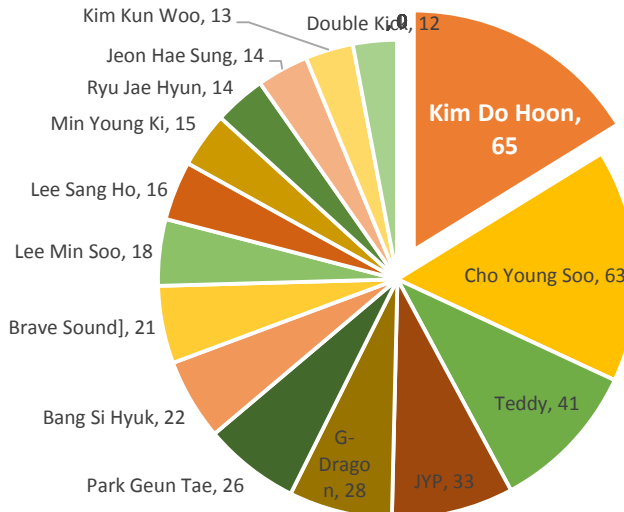
- 2015, 'Young Entrepreneur Award', Minister of Trade, Industry and Energy
- 2015, 'Certificate of Appreciation', Commissioner of Seoul Metropolitan Police Agency
- 2016, 'Grand Prize in the Sector of Mass Culture', Knowledge Management Awards
- 2016, Appreciation Plaque, 10th Anniversary of Korea Polytechnic Colleges

Enterprise Certificates

- 2014.02 Selected for KOTRA's Service Mundus Project
- 2014.03 Venture Business Certificate(No.20140103411)
- 2014.04 Certified for Company-affiliated Laboratory (Media&Contents Lab)
- 2016.03 Selected for KOTRA's Service Mundus Project

Chief Executive Producer, Kim Do Hoon

Top Producer and Composer of Korea with the number of hit-songs for the past 10 years(2004 ~ 2014)



2AM
I WONDER IF YOU
HURT LIKE ME



CNBLUE
HEY YOU



K-WILL
I NEED YOU



IU
EVERY END OF
THE DAY



GEEKS
HOW ABOUT YOU



BAEK JI YOUNG
DON'T FORGET



AILEE
I WILL SHOW YOU



FT Island
I WISH



SISTAR
Give it to me



K-WILL
LOVE
BLOSSOM



S.O.S
Drop It Low



S4
She is my girl



Dal★shabet
HATE, DON'T HATE



**SO-YU, JUNG
GIGO**
SOME



SHU-I
DON'T BE DOWN



G.NA
2HOT

Board of Directors and Producers

Key Personnel of RBW

The best experts of Korea

Hwang Sung Jin / Songwriter, Producer



- Director of RBW, Inc
- Former director of Korea Music Copyright Association Corp.
- Composer/Producer of SG Wannabe, SeeYa, Beast, 4MINUTE, After School, Gummy, Secret, Davichi, Lee Seung Gi, Wheesung, G.NA, Girl's Day, Seo In Guk, Kim Hyung Joong, T-ARA, B1A4, Crayon Pop, Monday Kiz etc.

Kim Kyung Ho / Vice President, CFO



- Vice president of RBW, Inc, CFO
- KICPA
- Yonsei University-Business Management(Bachelor's Degree)
- Worked at Ernst & Young HANYOUNG (Accounting Firm)
- Worked at Samjong KPMG (Accounting Firm)
- Audit/K-IFRS adoption service for LOTTEGroup, NH financial Group etc.
- DeRAMA Postpartum Clinic and Medical Center, CFO

Lim In Yong / Vice President, Director of PR-Management Business



- Vice president of RBW, Inc., Director of PR-Management Business
- Former Director of CJ E&M Music Business Management: Roy Kim, Jung Jun Young, Son Ho Young, Hong Dae Kwang, Park Bo Ram etc.
- Former Manager of Mnet Superstar K-Management
- Former member of Korea Media Rating Board-Stage Performance Dept.

Lee Geun Cheol / Strategic Business Planning, Producer



- Director of RBW, Inc
- Planning/Production of Overseas Broadcasting Programs
- Korea University-Electronic Engineering(Bachelor's Degree)
- Ritsumeikan APU International Business Management(Japan)
- Samsung Networks, New Business Development
- Samsung SDS Global BIZ Consulting
- Producing/Composing for COOL, SINGS, TIME, etc.

Kim Hyung Gyu / Edu-biz Planning, Producer



- Director of RBW, Inc
- Director of Modern K Inc.
- Director of Cube Entertainment Inc.
- Adjunct professor at Dong-ah Institute of Media and Arts/Kyung Hee Univ.
- Post-modern music, Kyung Hee Univ.(Bachelor's)
- Practical Music-Graduate School, Kyung Hee Univ.
- Composer/session for Shinhwa, The One, Big Mama etc.

Kwon Seok Hong / Arranger, Producer



- Producer of RBW, Inc
- Lee Sun Hee's 30th Anniversary Tour and Performance
- Lee Seung Gi, <Hope Concert>, Vibe <Vibe in Praha> album & performance, MBC [I Am a Singer](Korea/China), KBS [Immortal Songs] Director of Orchestra, arrangement

Lee Sang Ho / Songwriter, Producer



- Director of RBW, Inc
- Full Member of Korea Music Copyright Association Corp.
- Songwriting for Beast, 4MINUTE, T-ARA, CNBLUE, FT Island, Lee Seung Gi, Phantom, Juniel, B1A4, AOA, MAMAMOO, 2AM, G.NA, K.Will, GEEKS etc.

Seo Yong Bae / Songwriter, Producer



- Producer of RBW, Inc
- Composer/Producer of B1A4, Beast, G.NA, Seo In Young, Ailee, BTOB, NUEST, Action, 4MINUTE, Ivy, Monday Kiz, 2Yoon, Sistar, S4, SOS, Orange Caramel, After School, Lee Michelle, MBLAQ, HOMME, Infinite, SoYou&Junggigo, Hyolyn, GFriend, Ali, Hello Venus, Hyuna etc.

Song Jun Ho / Songwriter, Vocal Director



- Manager of RBW HR&General Affairs Dept.
- College of Music, Dankook Univ.(Bachelor's)
- Vocal directing for MAMAMOO, Lee Hyun Woo, Lee Ji Min, Standing Egg, Lyn / Participated in OSTs for TV dramas and many other albums

Company View

Infrastructure of Head Office (2,314 m²)



< Main Entrance >



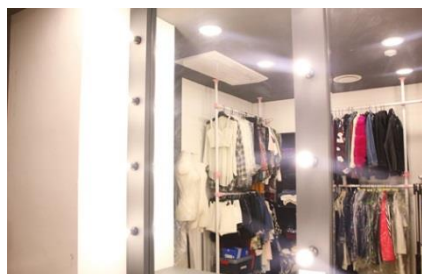
< Interior >



< Office >



< Ensemble Room >



< Dress Room >



< Recording Studio 1 >



< Recording Studio 2 >



< Cafeteria >



< Dance Training Room >



< Producer's Room >



< Main Conference Room >

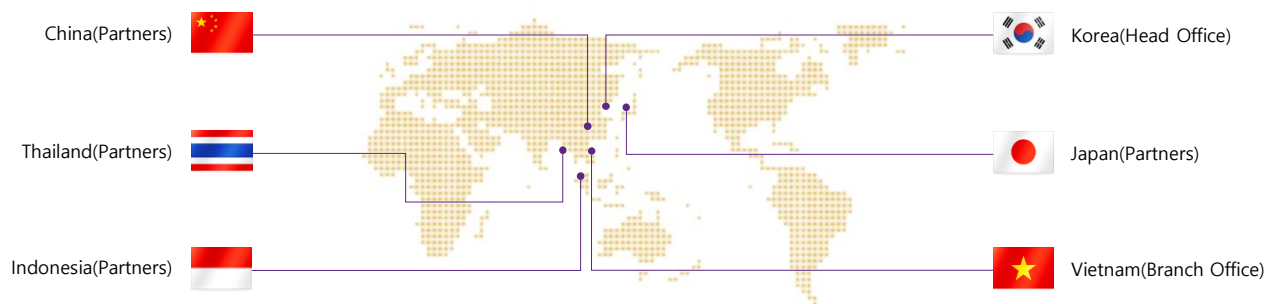


< Performance Stage – Under Construction >

| Overseas Expansion

Overseas expansion for global business

RBW is expanding the range of global business by making exclusive business contracts with local partners and establishing local corporations for the production of overseas broadcasting programs and related music business in China, Thailand, Vietnam and Indonesia.



■ Current Status

Country	Corporate Name	Address
 China	Undecided	-
 Vietnam	RBW Vietnam Co., Ltd.	1st, 2nd FL, 33 Noi Khu Hung Phuoc 4 St, Tan Phong Ward, District 7, HCMC, Ho Chi Minh city



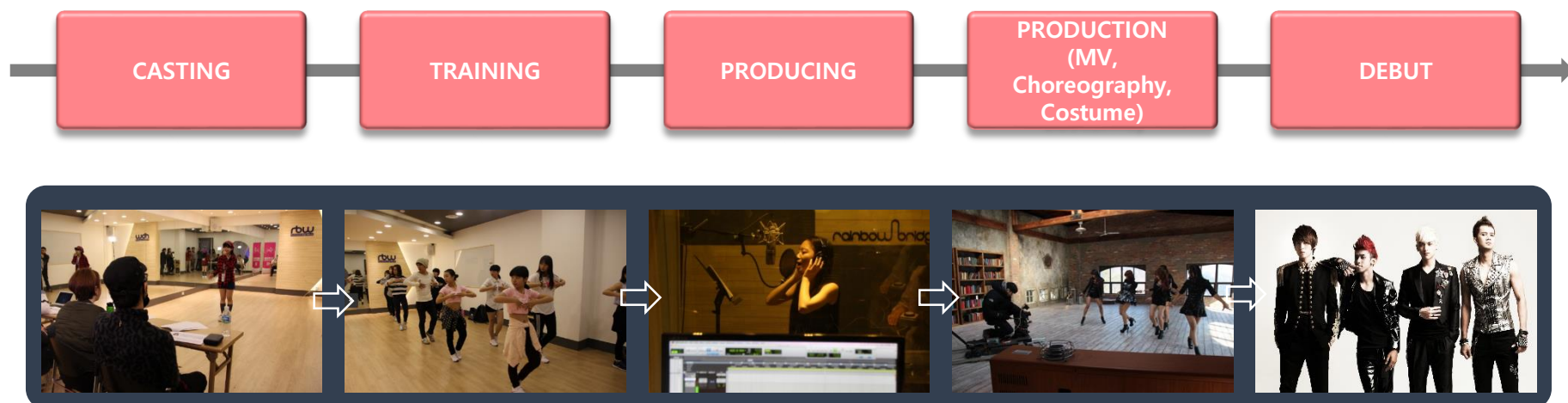
RBW, Inc

Business Introduction **2**

Rbw Artist Incubating System / RAISe

Rbw Artist Incubating System / RAISe

RBW's unique, effective production system including every stage needed to train an artist from the basics to debut(casting, training, producing and album production), managed by flexible scheduling regarding an artist's growth rate and conditions of the market.



- ✓ **CASTING** Selection and evaluation of pre-artists by professional producers
- ✓ **TRAINING** Various training programs to become an artist (Dance, vocal, stage training etc.)
- ✓ **PRODUCING** Producing music regarding the artist's style(Lyrics, composition, mastering etc.)
- ✓ **PRODUCTION** Setting a concept for individual artists(styling, costumes), choreography production, MV shooting
- ✓ **DEBUT** Debut as an artist

Main Business - ① OEM Artist & Music Production

Development of music and artist with the request of agencies (Domestic/Overseas)

RBW offers customized production agency services that fit the conditions and needs of customers, from artist casting and training, music producing, style consulting to album production. With the production agency service, clients can minimize the cost for human and material resources to establish an entertainment company. In addition, the possibility of success in producing artists gets bigger by applying RBW's effective training system.



LYN

TRAINING, MUSIC PRODUCING,
PRODUCTION



SEVENSENSE

TRAINING, MUSIC PRODUCING



S.I.N.G

TRAINING, MUSIC PRODUCING



FRIDAY

TRAINING



XL

TRAINING



S4

CASTING, TRAINING,
MUSIC PRODUCTION



S.O.S

CASTING, TRAINING,
MUSIC PRODUCTION



SHU-I

MUSIC PRODUCTION



CODE-V

CASTING, TRAINING,
MUSIC PRODUCING



TUNG LEE

CASTING, TRAINING,
MUSIC PRODUCTION



LIME

CASTING, TRAINING,
MUSIC PRODUCTION

Main Business - ① OEM Artist & Music Production

Project Albums planned and produced by RBW

New songs of various genres written by in-house producers of RBW including main producer Kim Do Hoon are steadily released as collaboration projects with different singers, with project names such as "Kim Do Hoon Project", "Artist Diary Project", "Rainbowbridge Project" etc. In 2014, Standing Egg's "Lean On Me", released under the name of "Artist Diary Project", was selected as the 'most popular indie single' in Melon Awards 2014.



Nam Gyuri&Kyul
A man and woman's first meeting



Wheesung
Masterpiece called You



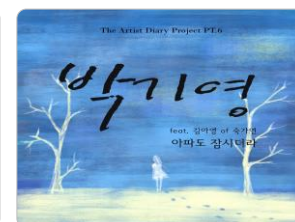
Brian
Pretty Woman(Feat.Mario)



Eleven Medical Sound
Music is one(Feat.Hanhae)



Yeonji
Woman's Age about 30



Park Gi Young
Pain is for a brief time



Standing Egg
Lean On Me(Feat.Park Se Young)



Lee Jung
Tomorrow Without You



Phantom
Phantom City



Park Se Young
Shall we dance



Lee Min Yong
Skinship(Feat.Ahn Young Mi)



Jo Se Ho&Nam Chang Hee
Saemaoul Movement



G.NA,Sanchez
Beautiful Day



Park Shin Hye
My Dear



Soulstar
Rainy Street



Juniel
Emotion is Important



Lee Kwang Jo,Woo Soon
Shil,Namgung Okbun
K-POP Classic



Crayon Pop(SoYul)
Y-Shirt

| Main Business - ② Exclusive Artist Planning & Production

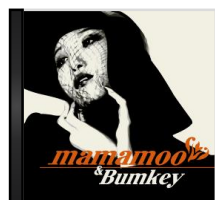
MAMAMOO

With accumulated experiences in artist&music production, RBW handles planning, PR and management of artists under exclusive contracts.

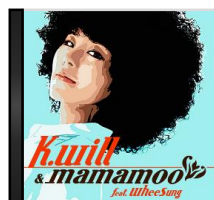


MAMAMOO is a girl group composed of 4 members, Solar, Moonbyul, Wheein and Hwasa.

- 'Rookie of the Year' Award, Seoul Success Awards (2014)
- 'Rookie of the Year(Girl Group)', the 4th Gaon Chart K-POP Awards (2014)
- Selected as 'Top 5 Remarkable Super Rookies' by Billboard (2015)



Don't Be Happy
2014.01.09
Don't Be Happy



Peppermint Chocolate(Feat.Wheesung)
2014.02.11
Peppermint Chocolate



Hi Hi Ha He Ho
2014.05.30
Hi Hi Ha He Ho



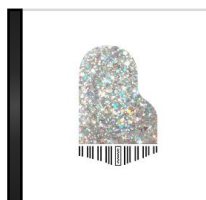
Mr. Ambiguous
2014.07.18
HELLO



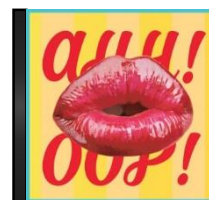
Love Lane
2014.07.18
Marriage Not Dating OST Part 2



This Song
2014.09.18
My Lovely Girl OST Part 1



Piano Man
2014.11.21
Piano Man



AHH OOP!
2015.04.02
AHH OOP!



Pink Funky
2015.06.19
Um Oh Ah Yeh



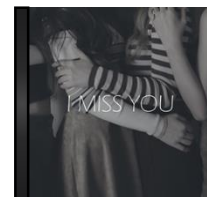
Inisia Nest OST
2015.09.16
Girl Crush



Solar Emotion Part. 1
2015.10.23
Lived like a Fool



Solar Emotion Part. 2
2015.12.11
Only Longing Adds Up



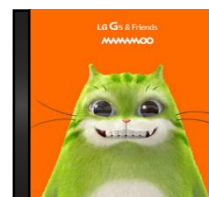
I Miss You
2016.01.30
I Miss You



Taller Than You
2016.02.12
Taller Than You



Melting
2016.02.26
You're The Best



LG G5 & Friends OST
2016.04.04
Woo Hoo

■ Main Business - ② Exclusive Artist Planning & Production (MAMAMOO Introduction Video)



Main Business - ② Exclusive Artist Planning & Production

Basick



Basick is a skillful rapper with a career of 8 years. In 2015, he became the champion of 'Show Me The Money 4', and afterwards is making active moves as a mainstream rapper, desired by broadcasts and commercial films.

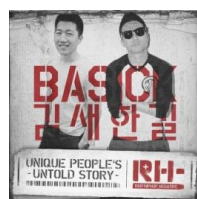
- Champion of Mnet 'Show Me The Money 4' (2015)



Better Than The Best
2008. 03
Better Than The Best



Champion Pt.II
2010. 04
Champion Pt.II



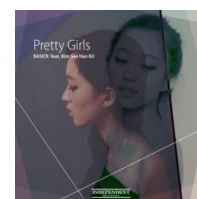
Miss Pretty
2011. 05
Miss Pretty



Classick
2011. 09
Basement



You Already Know
2012. 03
You Already Know



Pretty Girls
2012. 09
Pretty Girls



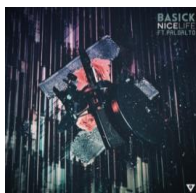
Don't stop
2012. 10
Don't stop



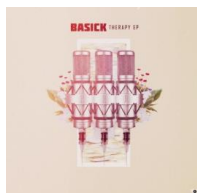
Boss
2012. 12
Boss



Kimchi
2013. 04
Foundation Vol. 3



Nice Life
2013. 10
Nice Life (Feat. Paloalto)



Therapy
2013. 11
Therapy



Basick X Lil Boi
2015. 10
Call Me (Feat. Hwasa)



In front of that house
2016. 01
In front of that house

Main Business - ② Exclusive Artist Planning & Production

Yangpa



At the end of 1996, Yangpa has burst into the music industry and captivated the public with her explosive vocal skills. With an unbelievable vocal power for a teenager, she presented numerous hit songs such as 'Heart Beat Away', 'Want To Know' and 'Addio'.

In 2015, she became the champion in 'I Am a Singer 3', being acknowledged as Korea's top diva. By showing powerful and emotional stages in 'I Am a Singer', she proved her colors, abilities and charisma on stage.

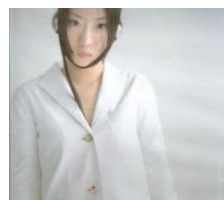
- Champion of MBC 'I Am a Singer 3' (2015)



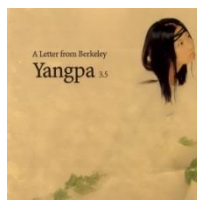
Heart Beat Away
1996. 12
1st Album



Want To Know
1998. 01
2nd Album



A'DDIO
1999. 06
3rd Album



A Letter from Berkeley
1999. 06
Special Album



Perfume
2001. 04
4th Album



The Windows of My Soul
2007. 05
5th Album



Elegy Nouveau
2011. 03
Special Album



L.O.V.E
2014.03
Digital Single

■ Main Business - ② Exclusive Artist Planning & Production (Yangpa Introduction Video)



Main Business - ② Exclusive Artist Planning & Production

New Artists



OBROJECT

The Music Brothers 'Obroject'

Obroject is a group of two brothers, Oh Tae Seok and Yundak(Oh Yun Seok), which gave them the nickname of 'the music brothers'. They are talented singer-songwriters, showing their unique colors as young men in their 20s.

They started their career with the first digital single 'Obroject's Best Friend' in 2014, and proved their potentials as songwriters with the second digital single and self-written song 'It's a Lie' in 2015.



Best Friend
2014. 09



It's a Lie
2015. 04



Take a Shot
2015. 07



Feel So Good
2016. 02



Rainbow
2016. 03



eSNa

Talented singer-songwriter 'eSNa'

With her unique and attractive tone of voice, soulful vocal and the ability to write and produce songs, eSNa is a well-rounded singer-songwriter.

Even before the official debut, she has been known to the public with the mega hit song 'Some' of SoYou and Junggigo in 2014.

Writing the lyrics and music for MAMAMOO's 'Piano Man' and more, she began the official music career as a singer with her self-produced single album 'I, I Love You'.



I, I Love You
2014. 08



A Little Lovin
2015. 02



eSNa The Singer
2015. 10



VROMANCE

Male vocal group 'VROMANCE'

A male vocal group of 4 members, Park Jang Hyun, Park Hyun Gyu, Lee Chan Dong and Lee Hyun Seok.

The leader Park Jang Hyun, who was praised by top singer Lee Seung Cheol in 'Superstar K3', gained attention of the public by participating in the OST of 'The Inheritors', a famous Korean drama with the song 'Love Is...'

In 2014, the group covered a Chinese song 《没那么简单》 on 'Yinyuetai STAGE' of Yinyuetai, the biggest music video site of China and topped the annual chart.



Love Is...
2013. 10



Two People
2013. 10



Winter Already
2016. 02

■ Main Business - ② Exclusive Artist Planning & Production (VROMANCE Introduction Video)



没那么简单 Cover.

Main Business - ③ Overseas Broadcasting Program Planning & Production

Overseas Broadcasting Program Planning and Co-Production

RBW has developed the format of a 'Reality Music Game Show(Format name: Re:Birth)' containing the artist incubating system of selecting and training foreign pre-artists, with multi-location shooting in Korea and overseas. Starting with Indonesia, the program also has been planned, produced and aired in Vietnam. Season 2 of Vietnam and a new program in China is in the stage of planning.



GALAXY SUPERSTAR

- Country of Production : Indonesia, Korea
- Main Sponsor : Samsung Electronics
- Broadcasting Station : Indosiar
- Broadcasting Period : 2012.2.19~2012.7.1 (20 Episodes)
- ※ Sundays Prime Time (20:00 ~ 21:00), Total of 22 Episodes



<Program Logo and Picture of Auditions>



VK-POP SUPERSTAR

- Country of Production : Vietnam, Korea
- Main Sponsor : Lotte Group
- Broadcasting Station : VTV3
- Broadcasting Period : 2014.3.15 ~ 2014.7.1 (20 Episodes)
- ※ Saturdays Prime Time (20:00 ~ 21:00), Total of 20 Episodes



<Ho Chi Minh City, Hanoi – Auditions>

| Main Business - ③ Overseas Broadcasting Program Planning & Production (Case of Indonesia)



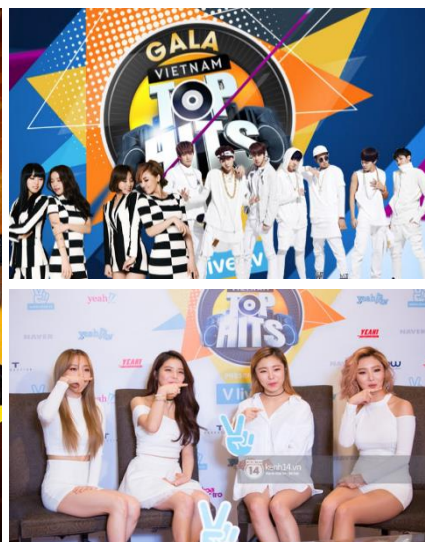
| Main Business - ③ Overseas Broadcasting Program Planning & Production(Case of Vietnam)



Main Business - ③ Overseas Broadcasting Program Planning & Production



V is a Real-time
Broadcasting App



<2016.01.19 Gala Vietnam Top Hits>

V App Live Vietnam



V App Live Vietnam



- Broadcasting Country: Vietnam
- Broadcasting Channel: NAVER V App
- Local Production Company: RBW Vietnam Co., Ltd., NAVER
- Korean Production Company: RBW, Inc, NAVER
- Production Period: September 2015 ~
- Contents: Casting Vietnamese celebrities and producing real-time broadcasting contents, V App launching concert etc.



Main Business - ③ Overseas Broadcasting Program - NEW Format Production

Overseas Broadcasting Program - NEW Format “RE:BIRTH PROJECT” (CHINA / THAILAND)

Intention of Planning

Asia’s first ever, new concept entertainment-music show!

Project to produce a global top star

Brand new format, a guarantee for high ratings and issue-making

Birth of the best idol group is approaching

12 pre-stars are divided into the ‘debut group’ and ‘second group’. A fierce competition to remain as a debut group takes place every week!

The 12 participants pair up with top stars of each country and acquire stage items through entertainment games. Afterwards, with collaboration missions using the items, the best music stages begin.

A program that contains every aspect from a whole new fun, the best music stages, collaboration with top stars to the tears and laughter of a reality show.

Program Features

New format of
‘Music+Entertainment’

Collaboration with top
stars,
High ratings guaranteed

Support of Top Producers
& Debut Stage

Multi-location,
Exchange of Culture



Reality Music Game Show

Title	RE:BIRTH PROJECT
Genre	Reality Music Game Show
Duration	Weekly, Prime Time
Episode	14 times



■ Main Business - ③ Overseas Broadcasting Program - NEW Format Production



Main Business - ④ K-POP Educational Training Program & Tour (1 Month, 1 Week)

K-POP Educational Training Program & Tour (1 Month, 1 Week)

This training program is a new format of a global artist training/experience curriculum for singer/dancer/entertainer aspirants all over the world and tourists visiting Korea. By participating in the program, one can experience the actual process K-POP artists go through to become a star, from casting to debut.

Location	Seoul, South Korea	
Term	1 Month / 1 Week / (Flexible upon the client's request)	
Target	Male/female from age 15~25 with a dream to become a singer/dancer/entertainer, tourists who want to participate etc.	
Feature	Opportunity to experience the training curriculum of RBW's unique artist incubating system	
Participants	BtoB	BtoC
	- 2015.03 Chinese Girl Group S.I.N.G - 2014.07 Vietnamese participants	- 2015.12 American participants - 2015.07 Taiwanese participants



<Vietnamese Participants>



<Chinese Girl Group S.I.N.G>



<Taiwanese Participants>



<American Participants>



Main Business - ④ K-POP Educational Training Program & Tour (1 Month, 1 Week)

Introducing main programs



< Analysis >



< Vocal Training >



< Recording Training >



< Profile Shooting >



< Artist Lecture >



< Style Lecture >



< Producer Lecture >



< Dance Training >



< Style Consulting >

Main Business - ⑤ PR-Marketing Agency Service (Domestic, Overseas)

PR-Marketing Agency Service (Domestic, Overseas)

Based on accumulated experiences and capability considering the production of contents, RBW provides 'PR-Marketing Agency Services' to clients. Years of experiences in producing artists, music, broadcasting programs, exclusive artists and new-media viral marketing made it possible for RBW to propose efficient PR-marketing plans to clients. RBW's unique contents-management system maximizes the efficiency of PR and marketing in the entertainment field.

Main Business Model

Career



Broadcasting PR Agency Service

Negotiation and organization to perform in music programs and other promotions



Organizing Events (Domestic/Overseas)

PR and management for artist's activities, casting for events, commercials etc.



Press-related PR Agency Service

Press-related PR process: Planning, writing and releasing of articles/reports

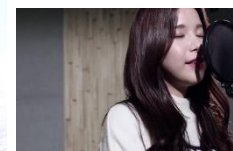


New-media Viral Marketing Agency Service

Viral marketing via web pages, blogs, SNS(Facebook/Twitter/Instagram)



2015 / Naver Corporation, V App Live Vietnam



2015 / Spokesmodel for Korea Polytechnic Colleges, Theme song production

RBW Core Competencies

RBW's 4 Core Competencies

In-house top producers, monopoly of copyright for hit songs

RBW Music Producing System

We operate an effective non-stop producing system(planning, development, production) with top in-house producers including Kim Do Hoon, Chief Executive Producer.

With songwriters of famous K-POP songs for CNBLUE, Baek Ji Young, Ailee, Wheesung etc. affiliated with the company, the right to use the songs is secured in advance.



Wide range of K-POP star-casting abilities

RBW Agency Network

RBW has established a wide network with various artists/agencies in Korea and overseas through projects and collaborations.

Casting of judges, mentors and guest appearances of K-POP stars essential for an audition program is easier with RBW. Also, we possess a pool of composers, arrangers and musicians who guarantee the quality of music in broadcasting programs.



To make an artist's talent shine more brightly

RBW Artist Incubating System

A systemized artist training program and casting network based on years of OEM/ODM production of Korean/foreign artists

RBW operates an integrated artist training program including vocal, dance, styling, stage performance and language skills.



Best infrastructure, a foundation of growth for talents

RBW Global Training Center

The global training center(2,314 m²) contains facilities needed from recording studios, dance training rooms, ensemble room, fitness room to dormitories for effective production of Korean/foreign artists.

In addition, producers, scriptwriter, director, trainer and A&R experts are available at all times.





RBW, Inc

Thank You

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