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

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

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

## Current Shareholder Composition

![Pie Chart]

- **Kim Jin Woo**: 31.7%
- **Kim Do Hoon**: 29.2%
- **Institutional Investment (KTB, NHN, Korean Investment Partners, POSCO Venture)**: 4.3%
- **Executives and Staff**: 29.2%
- **Etc.**: 5.6%
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

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
- Performance Stage – Under Construction
- Cafeteria
- Dance Training Room
- Producer’s Room
- Main Conference Room
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.

![Map of Overseas Expansion]

### Current Status

<table>
<thead>
<tr>
<th>Country</th>
<th>Corporate Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>Undecided</td>
<td>-</td>
</tr>
<tr>
<td>Vietnam</td>
<td>RBW Vietnam Co., Ltd.</td>
<td>1st, 2nd FL, 33 Noi Khu Hung Phuoc 4 St, Tan Phong Ward, District 7, HCMC, Ho Chi Minh city</td>
</tr>
</tbody>
</table>
Business Introduction
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.
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.
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)
Main Business - ② Exclusive Artist Planning & Production (MAMAMOO Introduction Video)
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.

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 ‘A’DDIO’.

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.

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.

<table>
<thead>
<tr>
<th>Song</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Friend</td>
<td>2014. 09</td>
</tr>
<tr>
<td>It’s a Lie</td>
<td>2015. 04</td>
</tr>
<tr>
<td>Take a Shot</td>
<td>2015. 07</td>
</tr>
</tbody>
</table>

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’.

<table>
<thead>
<tr>
<th>Song</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>I, I Love You</td>
<td>2014. 08</td>
</tr>
<tr>
<td>A Little Lovin</td>
<td>2015. 02</td>
</tr>
<tr>
<td>eSNa The Singer</td>
<td>2015. 10</td>
</tr>
</tbody>
</table>

VROMANCE

Male vocal group ‘VROMANCE’


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.

<table>
<thead>
<tr>
<th>Song</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love Is...</td>
<td>2013. 10</td>
</tr>
<tr>
<td>Two People</td>
<td>2013. 10</td>
</tr>
<tr>
<td>Winter Already</td>
<td>2016. 02</td>
</tr>
</tbody>
</table>
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.

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

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

1. Hate you but I miss you / 03:14
2. Hate you but I miss you (Inst.) / 03:14
Main Business - ③ Overseas Broadcasting Program Planning & Production

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.

V App Live Vietnam

<2016.01.19 Gala Vietnam Top Hits>
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

<table>
<thead>
<tr>
<th>New format of ‘Music+Entertainment’</th>
<th>Collaboration with top stars, High ratings guaranteed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support of Top Producers &amp; Debut Stage</td>
<td>Multi-location, Exchange of Culture</td>
</tr>
</tbody>
</table>

Reality Music Game Show

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<table>
<thead>
<tr>
<th>Title</th>
<th>RE:BIRTH PROJECT</th>
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</thead>
<tbody>
<tr>
<td>Genre</td>
<td>Reality Music Game Show</td>
</tr>
<tr>
<td>Duration</td>
<td>Weekly, Prime Time</td>
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<tr>
<td>Episode</td>
<td>14 times</td>
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</tbody>
</table>
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.

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

- **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)

Career

2015 / Naver Corporation, V App Live Vietnam

2015 / Spokesmodel for Korea Polytechnic Colleges, Theme song production
RBW Core Competencies

RBW’s 4 Core Competencies

**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.

**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.

**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.

**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.

**To make an artist’s talent shine more brightly**

**Wide range of K-POP star-casting abilities**

**Best infrastructure, a foundation of growth for talents**
Thank You

RainbowbridgeWorld

B1F, STARHILLS, 7, Janghan-ro 20-gil, Dongdaemun-gu, Seoul, Korea
T. 82.2.517.5748  F. 82. 2. 517.5749 E-mail : info@rbbridge.com
Homepage : www.rbbridge.com