CJ E&M is Asia’s No.1 integrated contents company, offering a variety of contents and platform services, including media, movies, live entertainment, and games. CJ E&M leverages synergies by converging a myriad of contents to lead the global Hallyu with new contents developed for one source for multi-use.

Korea’s first Multiplex Theater CGV boasts the largest number of cinemas in Korea and the greatest brand power. CGV has continued to develop a unique cinema experience so that the audience can watch a movie within the optimal environment. Cultureplex offers a new paradigm in movie theaters and is just one of the many innovations that CJ has brought to the movie industry.

CJ HelloVision is a leader in the smart platform market, delivering valuable contents and information to customers. CJ HelloVision provides you with advanced services fit for the new media environment. Its products include smart cable TV ‘hello tv Smart,’ digital cable TV ‘hello tv,’ fast speed internet ‘hello net,’ Internet home telephone ‘hello fone,’ Korea’s No.1 budget phone service ‘hello mobile’ and the N screen service ‘tving.’
Asia’s No. 1 Total Contents Company CJ E&M, creating a culture and a trend

CJ E&M is the No. 1 total contents company creating culture and trends. CJ E&M is the product of CJ’s ONLYONE spirit and has been created through the tireless efforts CJ has undertaken in the broadcasting, movie, music, live entertainment and game industries over the past twenty years. CJ E&M has become a unified company after integrating major contents companies in each area, including CJ Media, CJ Entertainment, CJ Internet, Mnet Media, Onmedia, and the former OmMedia Holdings. CJ E&M converges contents across diverse genres to maximize synergies and produces new contents that enable ‘one source for multi-use’. CJ E&M works tirelessly to be the best contents company in the world and spread the culture and trends that we create to perpetuate the spread of Hallyu globally.

**HISTORY**

Even before the establishment of CJ E&M in March 2011, CJ was at the center of the Korean contents industry. <Superstar K>, <Mammamia> and the many other examples of media programs, movies, music, musicals, TV dramas and games that CJ E&M has created are the history of ONLYONE in its pursuit of excellence in each industry. CJ E&M spreads the culture and trends it creates to the far ends of the world.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1993</td>
<td>Established 'Mnet'</td>
</tr>
</tbody>
</table>
| 1995       | Established Multimedia Business Department CJ Entertainment within CJ
             |
|            | Established 'Channel CGV'                                            |
| 1996       | Established CJ Entertainment as movie producer and distributor       |
| 1997       | Acquired Music Cable TV Music Network (Mnet)                         |
| 2000       | Hosted Korea’s first music video award 'Mnet Music Video Festival(MMF)'|
| 2004       | Opened the style channel 'OnStyle'                                   |
| 2005       | Distribution contract with Hollywood studio 'Paramount'              |
| 2006       | Opened the women’s lifestyle channel 'STOPRONY'                      |
| 2007       | Reached 1,000 subscribers for 'Netmarble'                            |
| 2010       | Operated the music business 'Mnet'                                   |
| 2011       | Established the CJ Internet [CJ Entertainment]                      |
| 2012       | Produced a Chinese version of <Mammamia> for the Chinese market      |
| 2013       | Hosted 'MAMA(Mnet Asian Music Awards)' in Macao                     |
| 2014       | Acquired OMedia                                                     |
| 2015       | Opened the Chinese version of 'Mnet' for the Chinese market          |
| 2016       | Hosted 'MAMA(Mnet Asian Music Awards)' in Macao                     |
| 2017       | Launched CJ E&M                                                     |
| 2018       | Produced a Chinese version of 'Mnet' for the Chinese market          |
| 2019       | Hosted 'MAMA(Mnet Asian Music Awards)' in Macao                     |

**BUSINESS OVERVIEW**

**Weight of each business as % of sales (As of 2013)**

<table>
<thead>
<tr>
<th>Business</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td>29%</td>
</tr>
<tr>
<td>Game</td>
<td>12%</td>
</tr>
<tr>
<td>Movie</td>
<td>14%</td>
</tr>
<tr>
<td>Music, Live Entertainment, Smart Media</td>
<td>45%</td>
</tr>
</tbody>
</table>

**BUSINESS AREA**

**Media** CJ E&M Media Business Unit started in 1993 as the music channel 'Mnet' and its subsequent growth mirrors the development of Korea’s cable TV. ‘Mnet’, ‘tvN’, ‘OCN’ and other top channels broadcast quality new contents, a major factor behind their continued success at the top of Korean viewer ratings. CJ E&M Media Business Division delivers new entertainment to not only Korean viewers, but also viewers across Asia, by broadcasting its diverse contents at its 18 cable channels, satellite, IPTV, Internet and mobile broadcasts of genres ranging from games, music, movies, lifestyle shows, animations, and documentaries.

**Film** CJ E&M Film Business Unit is a leader at every level of the film industry, from planning through to production, investment, and distribution of popular and artistic movies. It is the exclusive Korean distributor for ‘Paramount’ and ‘DreamWorks’. CJ E&M Film Business has kept its top spot in the Korean film industry with the successes of imported movies like the Mission Impossible series and Transformers, as well as hit Korean movies like <HAEUNDAE>, <Masquerade>, and <Snowpiercer>. CJ E&M Film Business speeds up its penetration of the global market as it grows as a major global player beyond Asia.

**Music** CJ E&M Music Business Unit is the biggest investor, producer, and distributor of K-POP and the top-ranking ‘Total Music Station’ in Korea, putting it at the forefront of the K-POP Hallyu. CJ E&M Music Business produces and distributes over 600 titles and 4,000 songs a year and we lead the efforts to popularize live entertainment through the ‘Valley Rock Festival’, a brand concert with artists, and the global concert brand ‘M-Live’. Moreover, we carry out omnidirectional music-related businesses such as the cultural complex for music ‘M PLUB’ and a reseller of the premium headphones ‘beats by dr. dre’.
Live Entertainment | Starting with the musical <Cats> in 2003, CJ E&M Live Entertainment Business Unit has created or invested in over 30 domestic and foreign productions and has led the musical boom in Korea. CJ E&M Live Entertainment BU has co-produced famous foreign license musical like <The Phantom of the Opera>, created creative musicals including <Finding Mr. Destiny>, exported creative musicals such as <Run To You>, and successfully presented under license the musical <Mammamia> in China. The musical it has successfully co-produced to much critical acclaim in the U.S.A. and U.K., including <Kinky Boots>, <The Bodyguard> and <August Rush>, elevate the status of CJ E&M as a global production company.

Game | CJ E&M Game Business Unit runs Korea’s best game portal websites ‘Netmarble,’ which offers 35 million users over 7 kinds of online PC games and over 30 kinds of mobile games. As the first online game publisher in Korea, CJ E&M Game Business Unit has offered various games like MMORPG, casual, sports, FPS, and web boards and has grown into a global online game portal exporting games worldwide. Its recent success in the mobile games market, a new growth engine for the company, has strengthened its position as the best mobile publisher.

Smart Media | CJ E&M Smart Media Business Unit has enjoyed rapid growth on the strength of the global spread of its online and mobile contents in music, broadcast, and live entertainment. CJ E&M Smart Media Business Unit is leading the domestic digital music market and the global K-POP trend with its music portal ‘Mnet.com’(www.mnet.com) and global site ‘Mwave’(www.mwave.me). Its mobile service that provides real-time broadcasting of CJ E&M’s programs and beauty apps for smartphones offers customers a truly exciting experience.

GLOBAL CJ E&M

CJ E&M is leading Hallyu fever around the world. CJ E&M leads the export and global spread of Korean culture and contents with a focus on the U.S.A., Japan and China and Southeast Asia, with the last two regions becoming significantly important for the future of global CJ thanks to the rapid rise in popularity there of CJ E&M’s contents, including broadcasts, movies, music, live entertainment and games. CJ E&M has its sights set on capturing the global market.

'CAMA,' Asia’s Leading Music Festival

’MAMA’ (Mnet Asian Music Awards) is Asia’s leading music festival, starting as Korea’s first music video award in 1999. The award has grown in stature with the Korean pop music industry and has become more popular worldwide. After the festival in Macau and neighboring Asian countries in 2010, ‘MAMA’ held 2011 ‘MAMA’ Singapore and 2012 & 2013 ‘MAMA’ Hong Kong. ‘MAMA’ has aroused tremendous interest by the global music industry thanks to its high quality stage design and impressive performances that are bigger and better with every year, providing a place for East and West to communicate with each other through music, regardless of age and generation. It has rightly become the largest music festival, encompassing not only K-POP, but Asian music more generally.
CJ E&M Media Business delivers unique and novel entertainment that has catapulted it into Asia’s No.1 media channel. CJ E&M Media Business has played a significant role in the history of Korean Cable TV. Starting life as the cable music channel Mnet in 1993, CJ E&M Media Business has grown into a leading media group and owner of an overwhelming number of No.1 channels in Korea, including ‘tvN,’ ‘Mnet,’ and ‘OCN.’ It currently runs 18 cable channels across a variety of genres, including entertainment, music, movies, lifestyle, animation, games and documentaries that leverage the company’s excellent content development capabilities and its advanced broadcasting system.

Many of its programs have been highly acclaimed and achieved a high viewer rating, with their success often compared to those of terrestrial broadcasting companies. Some of it hit programs are: <Superstar K>, which has changed the game in Korea’s cable TV, the global music award ‘MAMA,’ <Reply 1997> and <Reply 1994>, which brought back the retro style of the 1990s, and <Grandpas over Flowers> which redefined what a reality program could be.

CJ E&M Media Business is also building a firm foundation for its expansion overseas as a major Asian media channel. It purchases diverse contents and runs licensing arrangements in overseas markets like the U.S.A., China, Japan, and Southeast Asia. Its rapid penetration of overseas markets is thanks to its launch of global channels such as ‘Mnet America’ and ‘Channel M.’ It has become a major K-Culture channel, which is broadcast to ten Asian countries, including Hong Kong, Thailand, Malaysia, and Australia. CJ E&M Media Business will continue to accelerate its penetration of the global market, spreading the Hallyu for music, food, fashion, beauty and drama.
Diverse Media Channel and Major Programs for All Generations

**tvN**

‘tvN’ is a cutting-edge and exciting total entertainment channel that is at the forefront of trends through the empathy it develops with viewers. With differentiated programming that offers originality in diverse genres, including entertainment, talk shows and dramas, ‘tvN’ is a channel that is growing in influence.

**OCN**

‘OCN’ was Korea’s first movie channel and is currently Korea’s No.1 channel for top domestic and foreign movies and TV series. The channel broadcasts Korea’s leading new releases and Hollywood’s leading series, as well as creating hit TV dramas of its own, including ‘Quize of God’, ‘TEN’ and ‘Vampire Public Prosecutor’.

**‘OCN series’**

‘OCN series’ selects the top FFdomestic and foreign series and provides them in the glory of full HD 24 hours a day. Starting as an IPTV channel to satisfy the needs for high-resolution contents, the channel now broadcasts its diverse and differentiated contents through Skylife and digital cable.

**‘Mnet’**

‘Mnet’ is Korea’s leading music channel and leverages its content development capability to provide various music entertainment programs. ‘Mnet’’s status as No.1 music channel in Korea gives it influential brand power that it put to good effect through unique contents like ‘MAMA’, ‘Superstar K’, and ‘M COUNTDOWN’.

**Channel CGV**

‘Channel CGV’ is Korea’s biggest movie channel and shows the biggest Hollywood blockbuster movies and Korea’s box office hits. Using its capacity as a movie specialist of ten years, Channel CGV creates and broadcasts a diverse range of well-made programs and provides various contents to promote the Korean film industry, including movie information, movie reviews, and campaigns for Korean movies.

**SUPER ACTION**

‘SUPER ACTION’ is Korea’s only channel dedicated to broadcasting action movies and series replete with powerful action and thrills. It offers various action movies, TV series and animations, ranging from action to horror and thriller. ‘SUPER ACTION’ offers exclusive live broadcasts of the major global fighting league ‘UFC’ and the Korean fighting league ‘ROAD FC’.

**CatchOn PLUS**

‘CatchOn PLUS’ is a unique movie channel for dedicated movie buffs and provides specialized contents to meet their every need. It covers popular foreign series to artistic independent movies, unreleased movies, artistic films, third-world movies, concerts and even broadcasts live opera to quench the thirst for diverse movies.

**‘Mnet’ series**

‘Mnet’ series selects the top FFdomestic and foreign series and provides them in the glory of full HD 24 hours a day. ‘Mnet’’s status as No.1 music channel in Korea gives it influential brand power that it put to good effect through unique contents like ‘MAMA’, ‘Superstar K’, and ‘M COUNTDOWN’.

**‘Chinese TV’**

‘Chinese TV’ is the ONLYONE Chinese content channel and broadcasts quality Chinese contents to Korea. Encompassing all genres from popular TV dramas to films, and high-quality documentaries, ‘Chinese TV’ introduces the ‘authentic face of China.’

**‘CatchOn PLUS’**

‘CatchOn PLUS’ is a unique movie channel for dedicated movie buffs and provides specialized contents to meet their every need. It covers popular foreign series to artistic independent movies, unreleased movies, artistic films, third-world movies, concerts and even broadcasts live opera to quench the thirst for diverse movies.

**‘STORY ON’**

‘STORY ON’ is a female lifestyle channel targeting woman in their 30s and 40s who pursue a premium lifestyle. ‘STORY ON’ aims to be the leading premium channel that enriches the life of a woman with contents that offer originality in beauty, health, interior, living, art, design, relationships and mentoring.

**‘Tooniverse’**

‘Tooniverse’ is the channel children love the most. Family members of all ages can enjoy Tooniverse together. The channel leads children’s programming with a range of contents that speak and appeal to children. As the No.1 children’s brand, ‘Tooniverse’ is creating a culture that all children can enjoy.

**Delicious TV**

Delicious TV is ‘O’live TV’ Korea’s unique food lifestyle channel that combines great images with diverse food-related contents. It suggests a high-end food life with its popular programs including the nationwide food survival program ‘Masterchef Korea’, the lifestyle show ‘O’live Show’, and programs for recipes, gourmet foods, talk shows, and high-quality food-related documentaries.

**‘XTM’**

‘XTM’ offers trends and lifestyle contents for men as Korean foremost men’s channel. Cars, fashion, lifestyle, sports entertainment, and general entertainment for men including ‘XTM’ original programs and overseas programs are provided to examine new trends and lifestyles.

**‘OnStyle’**

‘OnStyle’ is Asia’s No.1 style media channel for fashion-conscious women in their 20s and 30s. Aspirational trends and lifestyles which appeal to viewers are broadcast and receive great viewer support.

**‘O’live TV’**

‘O’live TV’ – The Power of Thought - is at the heart of intellectual life and features the world’s leading Baduk players. First broadcast in 1995, ‘Baduk TV’ has remained the world’s first and foremost Baduk channel, following the battle between black and white in the pursuit of glory.

**National Geographic channel**

The ‘National Geographic channel’ is licensed from the National Geographic Association and offers a global factual entertainment channel that has marked its 125th anniversary, having broadcast to over 1 billion viewers across 188 countries. This is Korea’s No.1 factual genre channel and offers accurate facts, scientific analysis, and impressive visuals.

**‘Chinese TV’**

‘Chinese TV’ is the ONLYONE Chinese content channel and broadcasts quality Chinese contents to Korea. Encompassing all genres from popular TV dramas to films, and high-quality documentaries, ‘Chinese TV’ introduces the ‘authentic face of China.’
Dancing 9 has been widely acclaimed for the way it has redefined the concept of dance in Korea. The dancers at the program have become the real stars of the stage. The show has received a positive response and had a huge influence on overall pop culture.

Superstar K

<Superstar K> is Korea’s major audition program. Started in 2009, the show has set numerous amazing records, such as number one in terms of viewer ratings at the same timeslot of all broadcasting companies, including terrestrial broadcasting companies. <Superstar K> continues to hold the leading place for auditions that create miracles, discovering star musicians every season.

Voice Korea

<Voice Korea> is a super vocal survival program in which four coaches select team members for a process through which the final winner will emerge. What makes the program special is judges can base their decisions only by listening to their singing in Korea’s first blind audition. <Voice Korea> has even been dubbed ‘The Ultimate Audition’ due to impressing way of selecting the winner only by the beautiful singing voice.

SIA

<SIA> is Korea’s only style cultural festival dedicated to icons in the areas of broadcasting, culture, art, and fashion. It is not a mere award, but a global festival and features an extended film festival, fashion show, photo exhibition and parties, spreading K-Culture to the world.

TAXI

<TAXI> started its first show in 2007 at “tvN” and continues to enjoy tremendous popularity. The program offered a new type of a talk show in which the host talks with a guest while riding in a taxi. <TAXI> will keep driving, offering a real talk show that delivers candid conversations on diverse subjects between the host and guests, including the stars of big and little screens, as well as leading politicians and athletes.

Comedy Big League

<Comedy Big League> is a new type of comedy program that has found a wide audience. The competition between comedians gives you a different type of fun. The audience rates the competition every episode, which makes the show experimental, trendy and unique.
10 Masterchef Korea
<Masterchef Korea> is the Korean version of the top food survival program Master Chef. The first show attracted the attention of viewers with colorful competitors and tense judgments doled out by the judges. The second season in 2013 became bigger and more creative in terms of scale and the missions that anyone can enjoy.

11 KOREA’s Next Top Model
This is the Korean version of the U.S.A. CWTV’s <America’s Next Top Model>, the hit survival reality TV program. <Korea’s Next Top Model> has become one of the major programs of ‘Dr打了’ since its first broadcast in 2010. The charismatic Korean model Ji Young-Ju is the MC. With more competitors applying for the show and the missions of the program becoming more diverse as the seasons go on, the show’s viewer ratings are higher than ever before.

12 Get It Style
<Get It Style> is Korea’s only fashion and style program dedicated to practical matters and recently completed season 3. Famous models, stylists, and designers form a group of MCs to provide a solution for style and to communicate with viewers. Each episode has attracted attention with the items it has selected and has become more popular through word of mouth.

13 Get It Beauty
<Get It Beauty> is a beauty-mentoring program that solves beauty-related issues people face. The show has become the number one beauty variety show with the sensational ‘Better Girls’ who talk about a blind test, consulting by mentors, and beauty-related issues. Such is the influence of the show, that ‘Olive Young’ features a ‘Get It Beauty Zone’ corner to sell items introduced on the show.

14 HOMME
<HOMME> is a men’s lifestyle program at ‘XTM.’ The show introduces hot items and gives fashion information for men as part of men’s lifestyle. The top stylists and fashion stars provide useful styling tips that any man can apply.

15 THE BUNKER
While <TopGear Korea> satisfies ‘men’s desire by introducing luxurious cars,’ <THE BUNKER> deals with everything about a car. The show is a kind of encyclopedia for men about cars. Every week, the show has a customized tuning upgrade for a second-hand car that the show certifies. It holds a ‘car auction’ that’s open to the public, a first for a Korean channel.

16 TopGear KOREA
<TopGear Korea> is the Korean version of the British car show TopGear. <TopGear Korea> is Korea’s No.1 automobile variety program and has become one of the major ‘XTM’ programs with a bold scale, experimental spirit and information on the latest and greatest supercars. The program has become bigger and better in scale and visuals over the past five seasons, providing viewers with unmatched pleasure.

17 Let Me In
<Let Me In> is a make-over show with a myriad of turns and twists, providing a chance to women who feel desperate because of their look. Season 3 aired in 2013 and the revamped fourth season is due to air in 2014. The dramatic changes in the lives of those women who were not confident in their look, helped by the doctors at the show, will touch you greatly.

18 ART STAR KOREA
<ART STAR KOREA> is Korea’s first art survival program. It features MC Jeong, Ryu Won and ronin artists who try to find a potential artist. Colorful artists, sensational art works, fierce competition and passion are what set the show apart. It presents the modern lifestyle represented by the premium keyword ‘art.’

19 O’live Show
<O’live Show> is one of the key programs of ‘O’live TV’ and offers food-related lifestyle advice through a range of items, such as cooking, shopping, restaurants, and living. The show provides tips and knowhow on woman’s lifestyle and practical solutions that anyone can apply in their daily life through a showcase and a sample test.

20 Tasty Road
<Tasty Road> at ‘O’live TV’ provides information on gourmet restaurants, beauty and hot shopping places for the weekend. Experience all the joy of date night, but this time while enjoying catching up with your friends over a beautiful meal.
Asia’s No.1 Studio CJ E&M turns dreams into reality and creates joy with its movies. Having entered the film industry in 1995, it has ever since led the growth of the Korean film industry. With CJ’s prioritization on the film industry, its financial firepower, and the wealth of expertise on scenario selection and production management, CJ E&M Film has established an unsurpassable lead at all levels of the Korean film industry, from planning to development, investment, and distribution. CJ E&M Film is dedicated to providing the audience with top quality movies, whether that means Hollywood blockbusters such as “Mission Impossible” and “Transformer,” or Korean films such as “HAEUNDAE” and “Masquerade,” each of which has achieved audience figures in excess of 10 million people. While maintaining its number one position in the domestic film industry, CJ E&M Film is seeking to penetrate the Southeast Asian market through focusing on China. It has its sights set on global markets such as Hollywood and Europe. CJ E&M Film is an exclusive distributor for the movies and animations of major Hollywood studios such as “Paramount” and “DreamWorks.” In addition, it has been active in sales at overseas film festivals and is expanding its presence in the global market through the successful promotion of Korean movies. In 2009, it completed a partnership with the Hollywood studio “1492 Pictures” to co-produce films and aggressively penetrate overseas markets including the U.S. and Europe. Moreover, it established “CJ Entertainment Japan” and entered into a business cooperation contract with the Chinese largest filmmaker “Bona” to enter the Japanese and Chinese markets. It has made substantial investments in the Indian and Middle Eastern markets. CJ E&M Film, a leader in the Asian movie industry, will continue to grow as one of the leading filmmakers in the world.

Powering Korean Films for a Brighter Tomorrow, Asia’s No.1 Studio CJ E&M

World Class, “Snowpiercer”

“Snowpiercer” set a record by securing advanced sales to 167 countries before its domestic opening, having only released highlight scenes. The advanced sales made a profit equal to half of the $40 million production costs. To put it another way, the figure is equivalent to the total profits accrued from exporting 331 Korean movies in 2012. It is rare for a Korean film to be sold to so many countries before opening in cinemas, which means the quality and commercial potential of “Snowpiercer” worked in the global market. The movie became a sensation after its Korean release in August, 2013 and attracted over 9.3 million people.
History

1995 • Multimedia Business Unit established within CJ CheilJedang, going to a film business
1996 • Changed its name to CJ Entertainment Business Division
1997 • Distributed/Produced 16 foreign and domestic films, including <inch’Alla>
1998 • «Deep Impact» attracted 1.15 million people
1999 • Exported «An Affair», «Whispering Corridors» and «The Isle»
2000 • CJ Entertainment changed to be an independent entertainment company
• «J.S.A Joint Security Area» attracted 5.38 million people and «Gladiator» attracted 2.65 million people
2001 • «Cast Away» attracted 1.47 million people and Shrek attracted 2.38 million people
2002 • «Glass» won the Leading Director and Leading New Actress awards at the Venice Film Festival
• «The Way Home» attracted 3.06 million people
2003 • «Memories of Murder» attracted 5.25 million people and «My Tutor Friends» attracted 4.93 million people
2004 • «Once Upon a Time in High School» attracted 3.11 million people
2005 • «Sympathy for Lady Vengeance» attracted 3.65 million people
2006 • «Tazza: The High Rollers» attracted 6.84 million people
2007 • «Transformer» attracted 7.44 million people.
• Financed the Hollywood movie <August Rush>
• «HAIL! HONE!» attracted 11.92 million people
• Completed a partnership with the Hollywood studio ‘1492 Pictures’
2010 • «The Man from Nowhere» attracted 6.28 million people
2011 • «Snowpiercer» attracted 12.37 million people, <A Werewolf Boy> attracted 5.31 million people
2012 • «Mission Impossible: Ghost Protocol» attracted 7.64 million people
2013 • <The Tower> attracted 5.18 million people
2014 • Completed a partnership with the Hollywood studio ‘1492 Pictures’

Music

For a new standard in K-POP, Music Station
CJ E&M is going global

CJ E&M Music Business is a ‘total music station’ that communicates with the world through music. As the largest music producer, developer, financier, and distributor in Korea, CJ E&M Music creates and distributes over 600 titles and 4000 songs a year with various music contents and exclusive platforms that are at the forefront of the music industry. CJ E&M Music Business works to promote a healthy and sound music business by producing music sources and music albums of audition programs such as <Superstar K>, <Voice Korea> and <Show Me The Money>, creating quality music contents through drama OSTs, and producing artists such as Roy Kim, Hong Dae-Kwang, Jung Jun-Young, and Yoo Seung-Woo whose work embodies sincerity and popularity. Moreover, CJ E&M Music Business works to uncover potential artists and helps them to release their debut album and establish a music career. In addition, it conducts promotional activities through unsparing investment. CJ E&M Music Business plans and produces many programs and festivals dedicated to the domestic and foreign music scene. Examples include ‘The Shin Seung-Hun Show’ and other brand concerts, along with concerts in Korea by world stars including Quincy Jones, Will.i.am, and Maroon 5. In addition, CJ E&M Music Business hosts Korea’s largest rock festival “Valley Rock Festival”, ‘One Hip Hop Festival’ with the super stars of hiphop, ‘October Festival’ for ballad music and many other music festivals.
Moreover, CJ E&M Music Business promotes overseas performances by K-POP artists. It hosts visits and performances in Korea by famous foreign artists through its global concert brand ‘M-Live’ covering South America, the U.S.A. and Europe. It signed an MOU with the prestigious Berklee College of Music to nurture potential artists and an MOU with the producer Quincy Jones. It works closely with the leaders of the global music industry.

On top of this, CJ E&M Music runs music-related businesses including ‘M Academy,’ a training institute to nurture global artists, ‘M PUB,’ the total cultural space with music, and reseller of the premium headphones ‘beats by dr. dre’.
Live Entertainment

CJ E&M Live Entertainment Business is spearheading efforts to take the Korean musical industry global. Its production of the musical <Cats> in 2003 signaled the entry by CJ E&M Live Entertainment into the musical market and it has led the Korean industry ever since. CJ E&M has become a key player in leading the musical boom sweeping Korea by creating, investing, and distributing over 30 musicals a year with around 300 large-scale licensed musicals. CJ E&M has produced leading-licensed musicals like <Jekyll and Hyde>, <The Phantom of the Opera> and <Wicked> as well as the creative musicals including <Finding Mr. Destiny> and <Musical Young-ae: Office Worker, Thirty-something and Single>. It has produced licensed musicals such as <42nd Street> and <Guys and Dolls>.

CJ E&M Live Entertainment is opening the door to a single inter-connection Asian market connecting Korea, China and Japan, laying the foundation for it to grow into a global contents platform. CJ E&M established ‘United Asia Live Entertainment Co., Ltd.’ with the China Arts and Entertainment Group(CAEG) and Media Group SMG and produced a Chinese version of <Mammamia> and <Cats>. In 2013, it presented the creative Korean musicals <Cafein> and <Finding Mr. Destiny> in cooperation with the major Japanese entertainment company ‘Amuse.’ CJ E&M Live Entertainment has established a strong position in a global market by co-producing <Kinky Boots>, <The Bodyguard> in the U.S.A. and U.K., and produced <August Rush> for 2015.

Musical contents that transcend the borders of genres
Musicals with strong plots set to music are a good genre for One Source-Multi Use contents. CJ E&M Live Entertainment created <Finding Mr. Destiny>, which brought about a boom in creative musicals and was remade into a movie, <Young-ae>, which started out as a drama on ‘tvN’ was reborn as a musical, suggesting the potential for the multi-use of CJ E&M’s contents.

From the Unexplored Land for Live Entertainment to the Country Exporting Musicals, CJ E&M is leading Korea’s Musical Industry
History

2003  • CJ E&M’s first co-produced project <Cats>
2004  • Premiere of <Jekyll and Hyde>. The total audience reached 1 million (as of Jan. 2013)
2005  • Premiere of <The Phantom of the Opera>.
      The total audience reached 1 million (as of Jan. 2013)
2006  • The Successful launch of <Finding Mr. Destiny> as a creative musical for Daehangno
      Produced over 3,000 times (as of Jan. 2013)
2007  • <Mammamia>—London original team co-produced for Beijing Tour
2008  • Co-produced killer contents on a small and medium scale, such as <Hedwig> and
      <Thrill Me>, setting a new record
2009  • <2nd Street>, which enjoyed a sellout run with good reach amongst
      a middle-aged audience
2010  • <Bibap>, the performance themed around Bibimbap, made a successful entry to
      the the U.K. and Singapore
2011  • <Finding Mr. Destiny> (China)
2012  • <Finding Mr. Destiny> reached an audience of 200,000 in a record short time.
      Made 26 billion won in sales
2013  • Successfully produced the creative musical <Poongwallju> with CJ Culture Foundation’s
      incubating system

New Attempt to Promote the Musical Industry

CJ E&M Live Entertainment runs ‘Seoul Art Center CJ Towal Theater,’ ‘Petitzel Theater,’ and ‘CGV Shinhan Card Art Hall.’ CJ E&M Live Entertainment is dedicated to promoting Korean musicals abroad and the Asian musical industry more widely, putting in place the infrastructure required for the industry to develop further.

Games

Netmarble, a Games Portal that’s Full of Excitement, Serving 35 Million People around the World

CJ E&M Game Business creates a gaming culture that offers excitement every day. Its leading game portal ‘Netmarble’ (www.netmarble.net) serves over 35 million members and the number of users who simultaneously access it has exceeded to over 430,000 people. CJ E&M Game Business entered the online game publishing business for the first time in Korea in 2001, and quickly rose to become Korea’s No.1 games publisher. Keeping up with the rapid changes seen in the games industry, CJ E&M Game has launched over 70 games, including MMORPGs, casual games, sports, FPS, and web boards and has grown as a global games portal with a global user base. The games CJ E&M Game produces are: Korea’s foremost baseball game ‘MaguMagu,’ the causal board game ‘Modoo Marble,’ and the FPS game ‘Special Force 2.’ It has become a global games company by penetrating overseas markets with its new growth engine in mobile games. The nationwide hit games ‘Modoo Marble,’ ‘Everybody ChaChaCha,’ ‘MaguMagu 2014,’ ‘Taming Monsters’ and other mobile games have helped give it the dominant place in the mobile games industry, as well as existing PC online games. In 2011, it established the holding company for games development CJ Games to bolster its game development capability. CJ E&M Game Business plans to go global by utilizing its overseas branches and infrastructure. With its diverse range of both online and mobile games and the capability to develop services, CJ E&M Game Business will be a global top online games maker.
Smart Media

Creating an Exciting Mobile Lifestyle based on Diverse and Interesting Cultural Contents

CJ E&M’s extensive contents reach global customers through not only broadcast and film distribution, but also online and mobile channels. CJ E&M has established a mobile lifestyle with a variety of cultural contents. It leads Korea’s digital music market and global trends in K-POP through the music portal ‘Mnet.com’ (www.mnet.com) and ‘Mwave’ (www.mwave.me), in which there are videos, images, and news related to K-POP and available in multiple languages. Moreover, CJ E&M runs a mobile service which offers a range of broadcasting programs in real-time, the trendy must-have application ‘Beauty in me,’ the smartphone lock screen app ‘Point Locker’ and the group of global K-Culture content creators ‘Creator Group.’ CJ E&M is creating a more entertaining and exciting mobile lifestyle than ever before thanks to its diverse range of cultural contents.

Mobile Lifestyle Created by CJ E&M
CJ E&M is creating a more entertaining and exciting mobile lifestyle than ever before thanks to its diverse range of contents in music, broadcast and live entertainment. Creating the most excitement that you can experience with your smartphone, including music, TV, K-POP, a killer beauty app, Creator Group, and a lock screen app. This is the value that CJ E&M want to convey.

Mnet.com
Mwave
Beauty in me
Point Locker
Creator Group
The History of Korean Multiplex CJ CGV, More Than Just a Movie

CJ CGV has led the movie-going trends in Korea ever since it opened its first multiplex. It has continued to evolve through CJ's ONLYONE spirit to offer audiences an experience which is more than just a movie. CJ CGV is at the forefront of technical innovations such as ‘4DX,’ ‘SCREENX,’ and ‘SOUNDX.’ It has introduced new premium lifestyle services with ‘THE PRIVATE CINEMA,’ ‘CINE de CHEF,’ and ‘GOLD CLASS.’ The core capability and service knowhow that CJ CGV has developed in the Korean market have powered its expansion overseas, where it can now be found in China, Vietnam, and the U.S.A. CJ CGV wows audiences with the cultural complex Cultureplex in which you don’t just watch a movie, but experience a variety of entertainment contents. The Cultureplex is CJ CGV’s vision of the future of movie-going.

The History of Korean Multiplex CJ CGV

- 1996: Korea(CJ) established a joint venture CJ Golden Village with ‘Golden Harvest’ in Hong Kong and Australia’s Village Roadshow.
- 2000: Opened a premium cinema ‘GOLD CLASS’
- 2002: Renamed as CJ CGV
- 2004: Opened a diversity film theater ‘Movie COLLAGE’
- 2005: Entered an exclusive contract with ‘IMAX’
- 2006: Opened CGV’s first Chinese theater ‘CGV Daning’
- 2007: Opened the combined luxury movie theatre ‘CINE de CHEF’
- 2008: Opened the world’s first ‘4DX’ cinema for an experience with all five senses
- 2009: Opened the world’s first ‘4DX’ cinema for an experience with all the five senses
- 2010: Opened its first U.S.A. Theater ‘CGV LA’
- 2011: Opened a special cinema with 3D stereoscopic system ‘SOUNDX’
- 2013: Reached an audience of over 100 million people
- 2013: The number of CJ CGV cinemas has skyrocketed since it opened its first eleven screens at “CGV Gangbyeon” in 1998.

Financial Highlights

Sales Result (Unit: billion won)

- 2009: 470.9
- 2010: 549.8
- 2011: 628.5
- 2012: 779.3
- 2013: 915.3

ANNUAL TREND OF AUDIENCE

Unit: thousand (including subsidiaries)

- 2008: 67,884
- 2009: 68,945
- 2010: 75,130
- 2011: 752,165,513 people
- 2012: 91,806
- 2013: 101,339

THE RECORD OF CJ CGV

As of 2013

- Average daily audience: 277,640 people
- Average annual audience (2013): 50,144,368 people
- Total number of audience (1998~2013): 752,165,513 people
- Total number of released movies (1998~2013): 4,440 movies

AWARDS AND CERTIFICATES

As of 2013

- No. 1 theater by NCSI(National Customer Satisfaction Index) for 6 consecutive years
- No. 1 by NBCI(National Brand Competitiveness Index) for 4 consecutive years
- No. 1 by K-BPI(Korea Brand Power Index) for 11 consecutive years
- No. 1 by KSQI(Korean Service Quality Index) for 2 consecutive years
Global No.1 Cultureplex

CJ CGV Presents Cultureplex, where Culture and Excitement Coexist

It was CJ CGV that opened the era of the multiplex in Korea. Now, it presents the global Cultureplex, a new paradigm in movie-going. The next step up from the multiplex, the Cultureplex is a combination of the words culture and complex. The multi-entertainment spot has become a by-word for a high-class trendy lifestyle in an environment that offers premium services. Cultureplex is a place not only to watch a movie, but also to enjoy foods, shopping, fashion, and music with differentiated contents. The cultural platform offers a vision of the lifestyle of the future with contents that offer excitement and diversity.

CJ CGV runs Cultureplex: ‘CGV Cheongdam Cine City’ which is the icon tower and unique boutique cinema, ‘CGV Yeouido’ which is a cultural complex in the busy downtown area, and ‘CGV Yeongdeungpo’ in which various shops form a unique square. CJ CGV creates a new paradigm of movie theaters with its brand vision for Cultureplex.

Since it brought the first multiplex to Korea in 1998, CJ CGV has gone on to reach an audience of 700 million people worldwide as of 2013. This amazing history is what the CJ ONLYONE spirit has created. CJ CGV has been voted the most popular theater in Korea through a range of surveys, including rating top in the NCSI for 6 consecutive years and in the K-BPI for 11 consecutive years. In 2011, CJ CGV won the ‘Global Exhibition Award’ at the 2011 CinemaCon, the largest film industry exhibition, in recognition of CGV’s success.

CJ CGV is spreading the innovative paradigm and new business model that the Cultureplex represents worldwide for the future of the film industry, with global markets such as China, Vietnam and the U.S.A. now on-board with Cultureplex.
The beginning of Cultureplex, CGV Cheongdam Cine City

‘CGV Cheongdam Cine City’ was the first Cultureplex. Its opening in 2011 was a milestone in movie theater history. ‘CGV Cheongdam Cine City’ is a luxury cultural complex and unique boutique cinema where customers can watch a movie and, at the same time, enjoy a rich lifestyle with a range of cultural experiences on offer in shops, restaurants, and on stage. The first floor of the theater has ‘Bibigo,’ ‘Twosome Coffee,’ ‘L’atelier TOUS les JOURS,’ and the second floor has ‘The Steakhouse by VIPS’ and other restaurants. The third and fourth floors greet customers with ‘M Cube,’ an open studio for a showcase or party, and ‘First Look Market’ that has a variety of shopping items. ‘CGV Cheongdam Cine City’ has cinemas that perfectly realize three concepts of design, collaboration, and premium. The space is designed with vintage-style motif inspired by a Broadway theater for a differentiated experience. ‘KIA CINEMA’ is a brand cinema that was developed through collaboration with Kia Motors, and ‘beats by dr. dre’ is another brand cinema where the audience can watch movies by wearing headphones. Those brand cinemas suggest new possibilities for collaboration. Moreover, CGV Cheongdam Cinecity offers special-class cinema with more advanced technology and design including the world’s first five-sense immersive cinema ‘4DX,’ a combined theater and a lounge ‘THE PRIVATE CINEMA,’ and ‘VEATBOX’ that has a sound-vibration system and a fancy/leopard design.

Cinema Street in the city, CGV Yeouido

‘CGV Yeouido’ at IFC Mall sits in the heart of the city and offers a special cultural place, where a visit to a theater can be a pleasant experience. The Cinema Street weaves around and between the many cinemas with shops on both sides that make you feel like you are on the streets of Soho in London with a posh, vintage atmosphere. The ‘Popcorn Factory’ offers a range of different types of popcorn to choose from and ‘Cine Shop’ is where you can buy movie posters, DVDs and art toys, making ‘CGV Yeouido’ a special Cultureplex. ‘CGV Yeouido’ is considered the ‘mecca of sound’ with 9 ‘SOUNDX’ special-class cinemas in all. The 3D stereoscopic system ‘SOUNDX’ allows sound to move with the images thanks to 3D technology that lets the audience feel part of the movie. In addition, CGV Yeouido has various features such as the world’s first multi-project cinema ‘SCREENX,’ a ‘Business Cinema’ with its own projector, stage and lighting for professional presentations and lectures, a ‘Premium Cinema’ for VIP events with 180 degree-reclining seats, and the ‘Movie COLLAGE’ with an exclusive cinema for well-made diversity films. CGV Yeouido is a novel kind of cultural space that offers a haven amid the hustle and bustle of Yeouido. ‘CGV Yeouido’ is rightly seen as a new landmark in Yeouido.

‘Cine Shop’ gives you the chance to take the experience home

‘Cine Shop’ at ‘CGV Yeouido’ is a place of unexpected joy. It offers souvenirs that are perfect for movie goers. The artistic atmosphere of the shop harks back to the golden age of cinema, and the movie soundtracks playing in the shop add to the special atmosphere. Art toys and figures from well-known animations add a touch of nostalgia amid the modernity. In addition, the shop has rare items like limited editions of life-size ‘Ironman’ figures or ‘Yoda’ lego, offering a way for even collectors of rare items to be pleased.
CJ CGV’s 100th theater ‘CGV Shincheon Artreon’ opened in 2013 as a Cultureplex arranged around the concept of cinema azit. The main lobby on the second floor looks like a train station and has a ticket booth and ‘Popcorn Factory.’ Cinemas are located on the 5th, 7th, 9th, and 11th floors, giving it a unique and witty design with cement, pipes, and large container boxes. The design concept of a building always ‘under construction’ helps convey the message that CGV is growing with customers and the ‘space is the way of growth.’ Its unique interior and uniforms appear like the clothes worn at a construction site, drawing the attention of customers who visit the place. The theater offers a differentiated experience to customers with walls of books, mood lighting, comfy leather couch, and a DJ booth.

‘CGV Shincheon Artreon’ offers a comfortable movie-going environment. The theater has special cinemas including the five-sense immersive cinema ‘4DX,’ the multi-projection cinema ‘SCREENX,’ the 3D stereoscopic cinema ‘SOUNDX,’ ‘THX’ recognized by director George Lucas, and ‘STARRIUM,’ the biggest digital special-class cinemas as rated by the Guinness Book of World Records. ‘STARRIUM’ is equipped with a 4K projector and STA Sound system, helping it to attract movie connoisseurs with its large screen and powerful sound.

‘CGV Yeongdeungpo’ went through a renewal and reopened in Dec. 2013 as an all-new Cultureplex arranged around the updated concept of CJ Square. ‘CJ Square’ is akin to London’s ‘Leicester Square’ - a place where you can meet many different types of restaurants serving everything from Korean hot pot to western-style steak. It has many cafes, a theater and a stage for you to enjoy. This one-stop cultural place offers a range of things that will excite and entertain. The duplex-type main lobby has a large staircase and a 22m ceiling screen ‘Sky Gallery’ at the center, both of which are symbols of the square. ‘Sky Gallery’ displays how the sky changes over time and with the seasons, giving you the feeling of being in a square outdoors. ‘VIPs’ and ‘Cheiljemyunso’ is located one floor up and offer a place where you can take a view in a view of the entire square.

Cultureplex CGV puts all other multiplexes in the shade thanks to its diverse range of cultural contents and innovative cinemas. ‘CGV Yeongdeungpo’ has special cinemas including the five-sense immersive cinema ‘4DX,’ the multi-projection cinema ‘SCREENX,’ the 3D stereoscopic cinema ‘SOUNDX,’ ‘THX’ recognized by director George Lucas, and ‘STARRIUM,’ the biggest digital special-class cinemas as rated by the Guinness Book of World Records. ‘STARRIUM’ is equipped with a 4K projector and STA Sound system, helping it to attract movie connoisseurs with its large screen and powerful sound.
CJ CGV has made tireless efforts to achieve the optimal environment in which to watch a movie. The special-class cinemas of CJ CGV are the result of such efforts. CJ CGV offers a special premium service with special cinemas as part of its core value of “the exclusive fun that CGV offers,” as expressed through a combination of an innovative lifestyle and movie theater. CJ CGV has launched a diverse range of premium cinemas that customers can choose to visit depending on their taste, such as a theater combined with café ‘GOLD CLASS,’ with the restaurant ‘CINE de CHEF,’ and with ‘THE PRIVATE CINEMA,’ which features premium leather couches and B&W speakers.

Moreover, CJ CGV has launched technically advanced special-class cinemas to provide the perfect movie-going environment. Since the introduction of ‘IMAX’ for the first time in Korea in 2005 at CGV Yongsan, CJ CGV launched the world’s first five-sense immersive ‘4DX,’ 3D stereoscopic ‘SOUNDX,’ and the world’s first multi-projection cinema ‘SCREENX.’ The ‘4DX’ cinema engages all five senses of the audience, attracting the interest of some major Hollywood studios and the global movie industry. CJ CGV will continue to bring innovative special-class cinema to the world.
CJ CGV Special-class Cinema

The world’s first five-sense immersive cinema, 4DX
Launched at CGV Sangam in 2009, CJ CGV’s ‘4DX’ is the world’s first five-sense immersive cinema, which possesses the motion seats that reacts to the action in the movie and the various special effects device that offers wind, water, light, fog, and vibration. ‘4DX’ destroys the border between screen and audience, delivering a vivid experience to the audience of actually being part of the movie. 22 CGV theaters nationwide, including major CGVs in Seoul and in Daejeon, Daegu, and Busan, include the ‘4DX’ cinema. The innovative ‘4DX’ has received a positive and enthusiastic response from the global market. Starting with China in 2010, ‘4DX’ has been exported to 23 countries, including the U.S.A., Thailand, Mexico, and Israel, with 90 cinemas around the world now fitted with ‘4DX’. CJ CGV plans to provide 300 cinemas around the world with ‘4DX’ by 2015 with ‘4DX’ as the world’s leading special cinema.

3D stereoscopic system with powerful sound, SOUNDX
’SOUNDX’ is equipped with the best sound system available today. ‘SOUNDX’ conveys the direction and distance of sound sources through 84 speakers fitted at the back of the screen, on the walls, and on the ceiling. It realizes sound that hits the “sweet spot” of all audience members, no matter where they sit.

The world’s largest screen, STARRIUM
‘STARRIUM’ is a giant digital cinema with a powerful sound system and was developed with a focus on screen, sound, and system. ‘CGV Yeongdeungpo STARRIUM’ has the largest screen in the world, as certified by the Guinness Book of World Records.

Exclusive Partnership, IMAX
‘IMAX’ provides the best environment for movies with the largest screen, based on an optimal screen structure, that a human’s eyes can cover to engage in a movie, but also has powerful sound.

Premium theater meets premium restaurant, CINE de CHEF
‘CINE de CHEF’ is a combined movie theater and restaurant. You can enjoy delicious foods prepared by a top chef in Korea within a modern and gallery-like place, before watching the best movies available in a luxury theater for VIPs.
CJ CGV’s ‘Movie COLLAGE’ is the first cinema in Korea to be exclusively designed for diversity films. ‘Movie COLLAGE’ aims to contribute to the development of the film industry by playing well-made movies that are not easily available at mainstream theaters and, at the same time, provide movie fans with the opportunity to access a wider movie selection. ‘Movie COLLAGE’ exclusively plays ‘small but well-made’ movies including art-house movies, independent movies, and documentaries. Starting at CGV Gangbyeon, CGV Sangam, and CGV Seomyun in Oct. 2004, Movie COLLAGE has expanded to total 19 cinemas by 2013. Movie COLLAGE holds a range of special events and movie festivals, such as one ‘celebrating Wong Kar-Wai’s masterpieces’ and the ‘CGV Movie COLLAGE Independent Movie Campaign.’ It engages movie fans through ‘Cinema Talk,’ ‘TOD(Theatrical On Demand),’ and ‘Movie COLLAGE Friends.’ ‘Movie COLLAGE’ provides movie fans and audiences with the opportunity to participate in events as a Movie COLLAGE Supporter. ‘Movie COLLAGE Prize’ sponsors Independent Film Festivals in Busan, Jeonju, and Seoul to find and nurture talented and capable people working in the film industry. CJ CGV will continue to establish a new movie culture with movie fans by providing well-made and unique movies at ‘Movie COLLAGE’ throughout the year.

CJ CGV strives to promote Korean and Asian culture to the world through movies. Starting with ‘Chinese Film Festival’ in 2006, CJ CGV has held the ‘Vietnam Film Festival’ and ‘Indonesian Film Festival’ as places to introduce the best in Asian movies to Korea and to promote Korean movies in those countries. ‘2013 Indonesian Film Festival’ was held to celebrate the 40th anniversary of diplomatic relations between Korea and Indonesia and became the first Indonesian Movie Festival in Korea. ‘Korean Film Festival’ was held in Vietnam, which had a high audience attendance rate of 84.4%, part of a successful cultural exchange.
CJ CGV is growing in global markets with its number one combined entertainment platform Cultureplex. The Chinese movie market has a huge potential for growth and CJ CGV is growing briskly there, where CJ CGV’s Cultureplex and diverse special cinemas are attracting the Chinese audience. Since its entry into the Chinese market in 2006, CJ CGV has opened new theaters in key regions in China, such as Beijing, Shanghai, Shenyang, and Chongqing. As of 2013, CJ CGV has 27 theaters and 210 cinemas in China. CJ CGV opened ‘CGV LA’ in the U.S.A., the hometown of the multiplex, in 2010, showing the high quality of Korean premium service and introducing various Korean movies. CGV LA is highly acclaimed as the gateway to Korean cinema. Moreover, CJ CGV acquired the Vietnamese leading multiplex ‘Megastar’ in 2011, a No.1 company for in the Vietnam, and started to stretch in the Southeast Asian market. The world’s first ‘4DX,’ developed by CJ CGV, can now be found at 90 cinemas in 23 countries, including China, Mexico, Brazil, Israel, Russia, Peru, Hungary, Japan, Poland, the Czech Republic, Bulgaria, Taiwan, Columbia, Chili, and Indonesia, leading Hallyu of cinemas.

GLOBAL SCREENS

913 KOREA
210 CHINA
81 VIETNAM
3 U.S.A.

As of Dec. 2013
CJ HelloVision, Creating More than Contents

Its entry into the cable broadcast industry in 2002 marked the start of CJ HelloVision’s operation of a cable broadcast business across several key regions in Korea. CJ HelloVision has expanded its business areas to “hello tv,” which is a digital cable TV offering various channels and contents, and the smart cable TV “hello tv smart.” What’s more, CJ HelloVision runs Korea’s fastest high-speed Internet provider “hello net.” The convenient and economic Internet home phone “hello fone,” Korea’s No.1 budget phone “hello mobile,” and N-Screen service “tving,” and the affordable international call service ‘00747.’ CJ HelloVision is building the world’s leading media platform.

HISTORY

2000  Acquired Yangjeon Broadcast Company and Gyoungnam Mass Broadcasting Company
2002  Launched CJ CableNet
2005  Became the first in the world to commercialize an open cable digital broadcasting service
2006  Designated as a service provider of infrastructure communication
2008  Launched the Internet phone service (VoIP service) “hello fone”
2008  Launched a HD PVR Service for the first time in Korea
2008  Changed the company name to CJ HelloVision
2009  Became the first to launch a Wi-Fi phone
2010  Became the first in Korea to launch the Internet-based broadcasting service “tving”
2011  Ranked No.1 for “2011 Broadcast Evaluation MSO” by KOCIC(Korea Communications Commission)
2012  Launched the MVNO service ‘hello mobile’
2012  Launched the “tving air” open platform for developers
2012  Won the BIC2012 Award for “tving”
2012  Filed for an IPO at the Korea Stock Exchange
2012  Launched the open platform service ‘hi-store’
2013  Ranked No.1 for “2012 Broadcast Evaluation MSO” by KOCIC(Korea Communications Commission)
2013  Became the first to offer a Giga Wi-Fi service in Korea
2013  Became the first in the world to run a pilot UHD service
2013  Launched the smart set top box “hello tv smart”
2014  Launched a smart PVR function

FINANCIAL HIGHLIGHTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (Unit: billion won)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>1,160.2</td>
</tr>
<tr>
<td>2012</td>
<td>891</td>
</tr>
<tr>
<td>2011</td>
<td>680.4</td>
</tr>
<tr>
<td>2010</td>
<td>525.7</td>
</tr>
<tr>
<td>2009</td>
<td>386.2</td>
</tr>
</tbody>
</table>

NUMBER OF SUBSCRIBERS

Unit: thousands/persons / As of Dec. 2013

<table>
<thead>
<tr>
<th>Service</th>
<th>Number of Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>hello tv</td>
<td>3.95 million</td>
</tr>
<tr>
<td>hello net</td>
<td>850 thousand</td>
</tr>
<tr>
<td>hello fone</td>
<td>730 thousand</td>
</tr>
</tbody>
</table>

KEY SERVICES

- **hello tv smart** (Smart Cable TV) | “hello tv smart” is a next generation media platform that provides smart services such as audio search, TV app store, web browser, YouTube and a lifestyle widget within existing broadcast and VoD digital media environment. It offers a different level of service for smart recording, time machine, and multi-view. It provides a function for the family, such as a safe watch for minors and family channels. “hello tv smart” aims to be a real ‘user-based smart TV’ through seamless connection between smartphones and the TV.

- **hello tv** (Digital Cable TV) | “hello tv” owns 240 real-time channels and offers over 100 HD channels, which is the largest offering in Korea. It offers VoD movies in a wide range of genres, Korea’s first cloud gaming (X-game) and karaoke service, and a two-way T-commerce service. hello tv leverages the power of big data by providing customers with recommendations depending on an individual’s viewing habits.

- **hello net** (High Speed Internet) | “hello net” is a high speed Internet service provided through an optimal cable network so that you can enjoy the highest speed Internet with Giga Internet technology. “hello net” provides customers with the highest speed and quality of service and at a reasonable price compared to the services offered by other providers. hello net upholds its warranty and after-service care by operating a service team and call center with specially trained staff.

- **hellofone** (Frugal Home Telephone) | “hellofone” is a digital VoIP service which enables telephone charges to be reduced by about 40 percent compared to that of the existing home phone. CJ HelloVision’s independent telephone platform is a first for a domestic cable company, and it offers customers free minutes between subscribers and a low price, high-quality international call service.

- **hello mobile** (MVNO) | Korea’s No.1 budget phone ‘hello mobile’ provides the same quality of service as those of existing providers, but at a more reasonable price. Customers can enjoy a wide range of services that reflect the lifestyle of CJ customers. ‘hello mobile’ sets a new standard for a mobile service.

- **tving** | ‘tving’ is a video service that enables you to watch high-resolution live TV channels, T-DTV, and VoD movies on your smartphone, PC or tablet. You can watch ‘tving’ videos while using another app with a ‘pop-up player’ or enjoy real-time chat with ‘tving talk.’

- **International call** | ‘00747’ is CJ HelloVision’s international call brand and is up to 90% cheaper than competitors. ‘00747’ offers low-price, high-quality international calls on both landline and mobile. ‘00747’ offers a range of unique services, including its Jumbo Plan that offers the industry’s lowest fee for 52 countries.
CJ HelloVision leads the Next Generation of the Media Industry

CJ HelloVision strives to be the leading smart platform amid a rapidly changing ICT environment. CJ HelloVision has achieved a string of notable successes with its creative ideas, world-class high technology, and its outstanding ONLYONE service. CJ HelloVision’s innovative technologies have provided our customers with new joy and pleasure, which includes next generation ICT technologies such as the world’s first UHDTV service, Giga Internet, and Giga Wi-Fi, and services that shape a new kind of lifestyle fit for the new media environment thanks to ‘tving’ and ‘hello mobile.’ CJ HelloVision will continue to innovate and lead the future of the global ICT industry by creating a more advanced media environment.

UHDTV Service

In July 2013, CJ HelloVision launched the world’s first pilot service of UHDTV (Ultra High Definition Television), a next generation media service with 4X higher resolution than HDTV. To realize the full potential of UHDTV in transmitting large amounts of data, CJ HelloVision used channel bonding technology to bind new HEVC (High Efficiency Video Coding) technology and a number of channels for a 4X higher resolution than HDTV. CJ HelloVision’s UHDTV uses a cable network to increase bandwidth and stability relative to conventional UHDTV using terrestrial and satellite. The UHDTV service is expected to grow rapidly and lead the future media image industry by speeding up its commercialization. CJ HelloVision is set to commercialize UHDTV in 2014 to enable customers to enjoy a beautiful HD image and multi-channel audio in the comfort of their own home. CJ HelloVision’s 3DTV service brings customers a splendid 3D image that can be enjoyed without 3D glasses. CJ HelloVision’s technology has developed a next-generation UHDTV service that will play a pivotal role in the global market.

Giga Internet, Giga Wi-Fi

CJ HelloVision has set a string of new records in the Internet service industry with its timely technical innovation. CJ HelloVision launched ‘hello net optic LAN Plus FTTH (current ‘Platinum Giga’)’ in September 2011, signaling the start of the commercialization of a Giga Internet service, a first for Korea. Giga Internet is 1Gbps high-speed Internet service that delivers 1 gigabit of data every second, so that a 700MB movie can be downloaded within ten seconds. CJ HelloVision was the first to launch Giga Internet in Korea. It boasts the highest quality high-speed Internet in the world and has written a new chapter in the history of the Internet in Korea. In July 2013, CJ HelloVision launched a Giga Wi-Fi Service for the household, a first for the industry. CJ HelloVision Giga Wi-Fi is 1.3Gbps Wi-Fi, which is at least two times faster than LTE-A and 3 to 4 times faster than a 100Mbps wired Internet connection. CJ HelloVision’s launch of Korea’s first Giga Internet for both wired and wireless Internet users shows its commitment to bringing technical innovation for creative and advanced convergence services.

CJ HelloVision’s UHDTV has 4X higher resolution than HDTV.

CJ HelloVision’s Internet Service is at least 2X faster than LTE-A, and 3-4X faster than a wired Internet service.
World’s Top Media Platform
CJ HelloVision is Ushering In a New Paradigm for Media Convergence

CJ HelloVision seeks to be the world’s best media platform. More than a content creator, it achieves convergence between media and telecommunications to meet the needs of the media big bang. CJ HelloVision is Korea’s leading cable TV(SO) provider with 5.53 million subscribers for media, high-speed Internet and Internet phone. Moreover, CJ HelloVision’s emergence as a leading brand in the global digital broadcast industry was precipitated by the successful release of the digital cable broadcast service ‘hello tv’ in 2005, which achieved a world first with its use of open cable technology. CJ HelloVision launched the Internet telephone service ‘hello fone’ in 2008, and was the first provider in Korea to commercialize a Giga Internet service with its launch of the high-speed Internet service ‘hello net’ in 2011. CJ HelloVision has continued to make new attempts to secure growth engines for the future in order to consolidate its lead in the media convergence era. The launch of ‘tving’ in 2010 was a product of such efforts. ‘tving,’ the N-Screen service which extends broadcasts to smart media, has seen rapid growth over the past four years and now has 6 million subscribers. In addition, it won an award for ‘best mobile app by the prestigious IBC(International Broadcasting Convention)” in 2011, providing tving with global recognition of its excellence. CJ HelloVision launched hello mobile in the MVNO market in 2012. ‘hello mobile’ is Korea’s leading budget phone service and provides excellent call quality at a reasonable price, setting a new standard for mobile phones. CJ HelloVision is relentless in its quest to lead the global smart platform market that encompasses mobile networks, N-Screen, home networks, and mobile communications. For this, its number one priority is repaying the trust in the company shown by its subscribers.

Hello-combined products

The total number of subscribers for ‘hello tv,’ ‘hello net’ and ‘hello fone’ reached over 6.5 million people as of Dec. 2013. The synergies created by CJ HelloVision’s hello-combined products, which bring together TV, Internet and phone, have contributed to the growth in subscribers for its pay service.

‘tving’ has become a sensation in the N-Screen industry, having grown rapidly within a short time period to have 6 million subscribers. Covering everything from terrestrial broadcasts to popular cable channels, overseas channels, and education channels, ‘tving’ will continue to expand its content areas.
tving

Launched in 2010, ‘tving’ is a video service that enables you to watch T-DMB, cable channels, overseas channels, and VOD movies in fabulous high resolution on your smart device. The tving service is a leading next-generation network of ‘N-Screen’ services that allow seamless access online contents, whether viewed on a smartphone, PC or tablet. It has 6 million subscribers who enjoy its competitive contents, which range from T-DMB to popular cable shows, overseas channels, education channels, and VOD movies and TV shows. The innovative and outstanding service has been bestowed with numerous prestigious awards from the world’s media, including at ‘IBC 2011’ and ‘IBC 2012.’ The innovation shown by ‘tving’ has enabled it to win four international media awards, including the ‘IBC’ and ‘New Media Award.’ The IBC Award Judges said “tving is an innovative service that provides a platform which enables the online-based media contents industry to be sustainable.” ‘tving’ is a unique explorer of the potential offered by the smart platform and sets a global standard for ‘N-Screen.’

hello mobile

Korea’s No.1 budget phone ‘hello mobile’ offer customers a pleasurable experience with its diverse range of contents available at a reasonable price. Customers can choose from media, movies, music, shopping, and restaurants, depending on their lifestyle. The service sets a new benchmark for mobile. ‘hello mobile’ offers the same quality as existing mobile service providers do, but couples this with practical benefits such as a reasonable price, a range of plans, and a 50% boost for collectors of CJ ONE points. Helped by the rich lifestyle service and affordable price, ‘hello mobile’ is top in terms of subscribers(600,000 subscribers, as of Dec. 2013), securing its position as an indispensable part of mobile culture.
CJ Corporation
12 CJ Center, 2 Gil, Sowal-ro, Jung-gu, Seoul
TEL. 02-726-8114
www.cj.net

CJ CheilJedang
330, Dongho-ro, Jung-gu, Seoul
CJ CheilJedang Center
TEL. 02-6740-1114
www.cj.co.kr

CJ Foodville
330, Dongho-ro, Jung-gu, Seoul
CJ CheilJedang Center
TEL. 02-6740-1114
FAX. 02-6740-4349
www.cjfoodville.co.kr

CJ Freshway
330, Dongho-ro, Jung-gu, Seoul
CJ CheilJedang Center
TEL. 02-2149-6114
FAX. 02-2149-6098
www.cjfreshway.com

CJ Healthcare
330, Dongho-ro, Jung-gu, Seoul
CJ CheilJedang Center
TEL. 02-6740-2119
FAX. 02-6740-2491
www.cjp.co.kr

CJ O Shopping
870-13, Gwacheon Daero, Seocho-gu, Seoul
TEL. 02-2107-0112
FAX. 02-2107-0562
www.cjomall.com

CJ Korea Express
53, 9 Gil, Sejong Daero, Jung-gu, Seoul
TEL. 02-3782-0114
FAX. 02-3782-0791
www.cjkoreaexpress.co.kr

CJ Olive Young
12 CJ building, 2 Gil, Sowal-ro, Jung-gu, Seoul
TEL. 1577-4887
FAX. 02-726-8799
www.oliveyoung.co.kr

CJ Education
330, Dongho-ro, Jung-gu, Seoul
CJ CheilJedang Center
TEL. 02-2008-5800
FAX. 02-2275-8550
www.cjithink.com

CJ E&M
66, Sangamsan-ro, Mapo-gu, Seoul
CJ E&M Center
TEL. 02-371-5501
FAX. 02-371-6340
www.cjenm.com

CJ CGV
434, Worldcupsuk-ro, Mapo-gu, Seoul
Sangam IT Tower
TEL. 02-371-6660
FAX. 02-371-6530
www.cgv.co.kr

CJ HelloVision
396, Worldcupsuk-ro, Mapo-gu, Seoul
Nuri Dream Square Business Tower
TEL. 1855-1000
FAX. 02-376-6194
www.cjhellovision.com

CJ E&C
12 CJ Building, 2 Gil, Sowal-ro, Jung-gu, Seoul
TEL. 02-726-9504
FAX. 02-726-9508–9509
www.cjenc.co.kr

CJ Systems
Bundang First Tower, 55bun gil, Bundang-ro, Bundang-gu, Sungnam-si, Gyeonggi-do
TEL. 031-776-5999
FAX. 031-776-5777
www.cjsystems.co.kr

CJ Powercast
Vision World Building, 19, 180 bun gil, Seohyung-ro, Bundang-gu, Sungnam-si, Gyeonggi-do
TEL. 031-780-0001
FAX. 031-780-0099
www.cjpowercast.co.kr