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Why Need Us

- Overview of Filmplace
- PPL Market in Korea

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Why PPL in Korea

- Overview of Korean PPL
- Outcome

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How We Help

- PPL Process
- Outcome



01 **Why Need Us**

- Overview of Filmplace
- PPL Market in Korea

Why Need Us

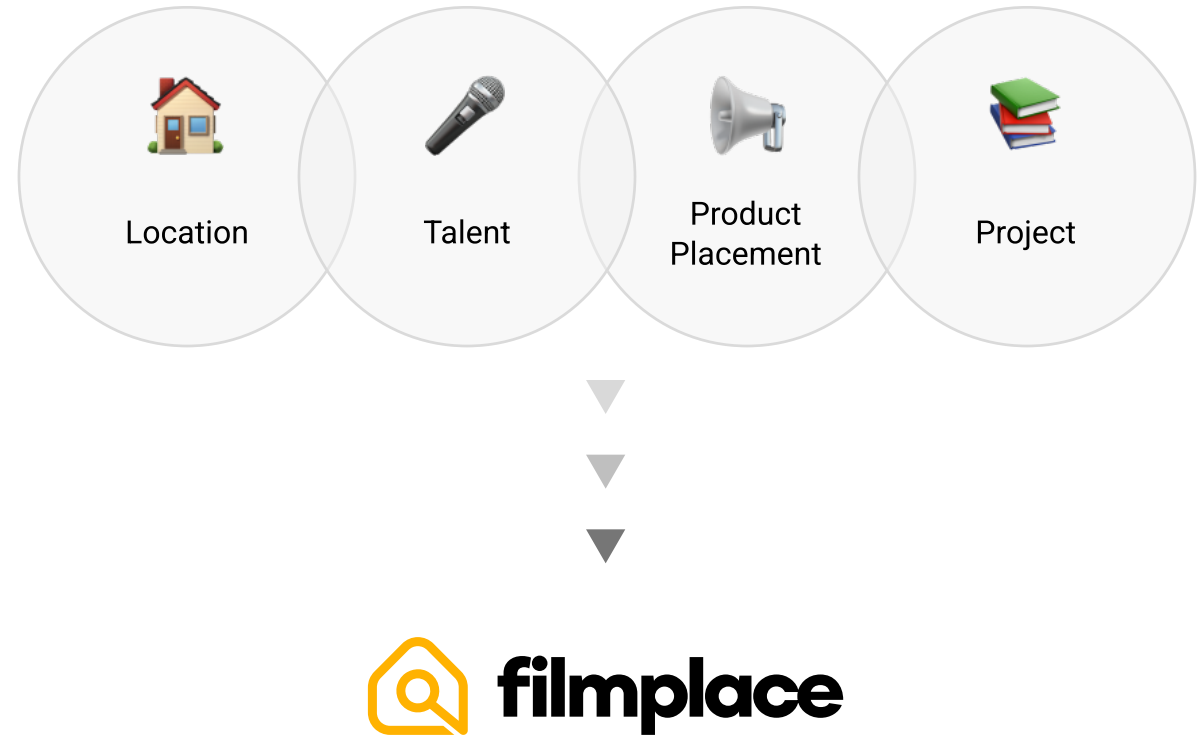
Overview of Filmplace

1st Full-fledged Content Creator's Marketplace

It was established in Singapore in 2019.

Entry into Korea through KSGC program in Korea.

Currently registered in more than 2,600 locations,
and more than 5,700 users across 40 countries have
used our service.



Why Need Us

Overview of Filmplace

Over **5,700+**
Community Members
Are Using Filmplace

- Users from 40 countries
- Partnership with TikTok, NAS Daily, Lotte
- Signed Exclusivity Partnership with Korean Government



Why Need Us

PPL Market in Korea

How Filmlace Solves



No guaranteed K-Contents

Almost impossible to secure 100% exclusive OTT guaranteed Korean contents.



Guaranteed K-Contents

We secure 100% exclusive OTT guaranteed Korean contents for brands.



Difficult Communication

Difficult to localize contract and communicate with local production companies due to language barrier.



Efficient Communication

We localize contract and helps brands to communicate with local production companies in order to deliver their exposure point efficiently.



No full-service platform

We provide PPL service, film locations, talents & casting service to brands and creators.



Full-service platform

Filmlace provides PPL service, film locations, talents & casting service to brands and creators.

02 **Why PPL in Korea**

- Overview of Korean PPL
- Outcome

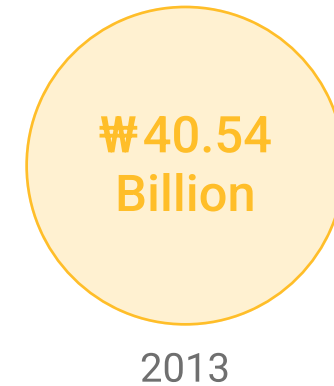
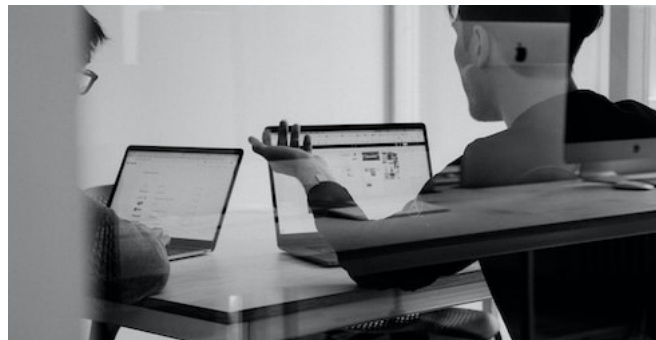
Overview of Korean PPL

? What is PPL

PPL stands for product placement. In Korean, it is known as “Indirect advertising”. The aim is to place a product, brand, or idea strategically in media so it does not seem like blatant advertising.

Korean PPL Market Size

Market has more than tripled in the past five years and increasing every year.



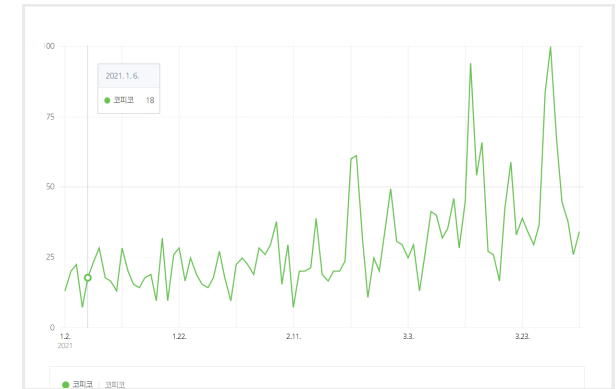
Why PPL in Korea

Outcome

Example Brand 1) Kopiko

Kopiko

Indonesian food and beverage company famous for coffee candy



Vincenzo : Naver Datalab (Kopiko keyword results after exposure to Vincenzo)

01

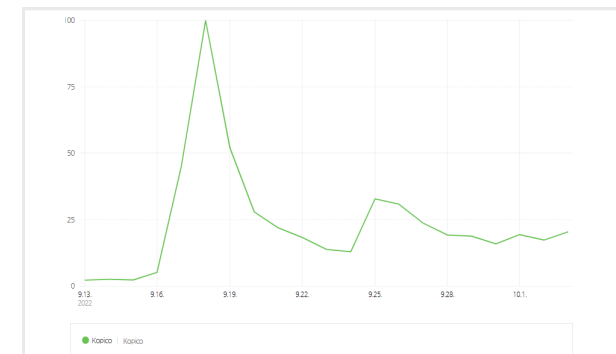
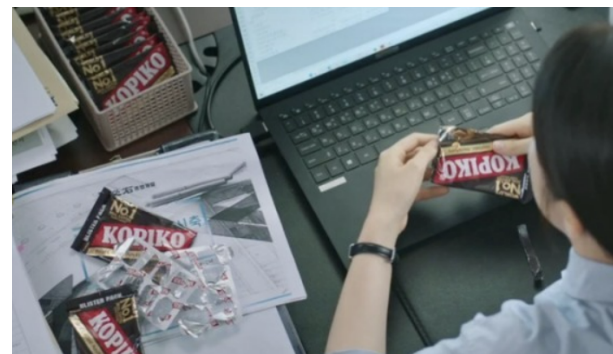
Vincenzo

In 2021, 15th place among TV shows on Netflix's global charts

02

Little Women

In 2021 Sep, 1st place among TV shows on Netflix global charts in Singapore, Indonesia, and Japan



Little Women : Naver Datalab (Kopiko keyword results after exposure to Little Women)


Why PPL in Korea

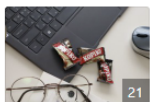
Outcome


Example Brand 1) Kopiko


Vincenzo


N | 코피코 빈센조


I'll just stay a girl | Influencer | 2021.06.15.  13
KopikoKOPIKO**Vincenzo**. Mine Coffee Candy
 Easy to enjoy anywhere, anytime, etc.**Kopiko**It is a candy that I would like to recom mend more to those who like coffee because it contains real coffee extract. #Ko...

Chochoye 365 days, every day is a trip > | Influencer | 2021.06.17.  21
KOPIKO(Kopiko) drama**Vincenzo**& Coffee Candy from Mine
 Drama Mine Like Me &**Vincenzo**report,**Kopiko**What is coffee candy?? I thought a l ot of people were curious about it, so I shared a review today. next drama**Kopiko**...

Five Senses Satisfaction Tommy★ | 2022.11.28.  15
VincenzoLittle Women Seaside Village Cha Cha Cha**Kopiko**What ...
 Recommended #Kopiko Candy #kopiko Candy #Little Women Candy #Little Wome n Chocolate #Vincenzo**Kopiko**#VincenzoCandy #Vinsenzoppl #Seatownchachach...

Poetry Museum 2.0 heart | 2021.06.19.  6
 Adults' favorite candy_KOPIK**Kopiko**Coffee Candy Candy 18g x ...
 ※If you add a Coupang Partners referral, you will receive an additional 1% of proc eeds. Referral code AF3741023※ KOPIK**Kopiko**Coffee Candy Candy 18g x 12 pl...

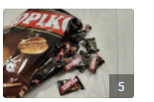
Casa Room | 2023.01.07.  8
 marjoram**Kopiko Vincenzo**Candy Sugar Free Cappuccino Premiu...
 marjoram**Kopiko Vincenzo**, Survival as a Celebrity Manager This is the Mayora Ko piko candy I learned while watching the drama. It's the candy I saw in the dramal

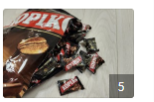
The trivial daily life of a mother of three daughters | 2021.05.05.  15
 [Daily life] When sweetness is needed**Vincenzo Kopiko**Candy/Ma...
 I stocked up and ate it~ Mayora Kopiko coffee and cappuccino candy~ Great! It's so delicious~ #kopiko #kopicocandy #kopicocappuccino #kopicocappuccinocandy ...

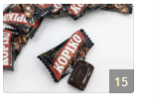
Little Women


N | 작은 아씨들 코피코

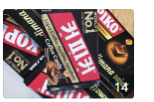
integrated VIEW image Knowledge iN influencer video shopping news language dicti

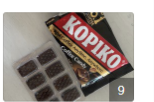
VIEW • entire • blog • cafe  5


lx's confused life story | 2022.09.29.  5
 little women**watchingKopiko**Buy KOPIKO Coffee Candy
 #little women**watchingKopiko**Buy KOPIKO Coffee Candy #little womenWhile watc hing, the second child eats a familiar candy.. When the 800g bag is opened, ther...

Five Senses Satisfaction Tommy★ | 2022.11.28.  15
 Vincenzo**little women**Seaside Village Cha Cha Cha**Kopiko**What fl...
 Vincenzo**little women**Mine**Kopiko**KOPIKO Candy Chocolate What flavor ppl effect While watching the drama, I was curious about the taste, but I didn't think to fin...

blue rose♥ | 2022.09.30.  16
 little women**Chocolate Kim Go-eun Ice Cream Nam Ji-hyunKopi**...
 forget**little women kofico**The candy looked delicious >>Little Women kopiko can dy<< Kopiko candy The color of the candy is like chocolate... Women's ice cream...

be dyed in trivialities | 2022.10.11.  14
 Drama PPL Candy**Kopiko**(Coffee Kerr). Coffee flavored candy.littl...
 I like Kim Go-eun these days**little women**I'm enjoying watching, isn't this candy co ming out again?! (It's a pity the drama ended.^^) Mainly in TVN dramas**Kopiko** ...

Green jelly is mine | 2022.09.19.  9
 little women**Inkyung Oh Coffee Candy ChocolateKopiko**Review...
 There was a reason I ate it all night. The real caffeine is like strong candy. drama lik e this**little women**candy coffee candy**Kopiko**Finish review~ #little women#Dram...

Love Yangsan Mom Cafe  9
 little women**The coffee candy Oh In-kyung ate in**...

Exposing and producing products to dramas that were very popular at domestic and abroad, such as Vincenzo, Hometown cha-cha-cha, Little Women.

◀ Audience Review

Audience reviewed Kopiko in their blogs mentioning the drama. Naver blog results after exposure to Vincenzo (right) and Little Women (left)

Outcome

Example Brand 2) Foreign Fashion Brands

Roger Vivier

- French handbag/shoe brand
- Sales in Asia for 60-70% of global sales after product PPL of "The World of a Married Couple"

Helen Kaminsky

- Australian Luxury Life Style Brand
- Knitwear sales jumped up to 3 times after drama (₩ 700,000)

Michael Kors

- Luxury handbag brand
- Sales and inquiries increase after products PPL wearing the main character.



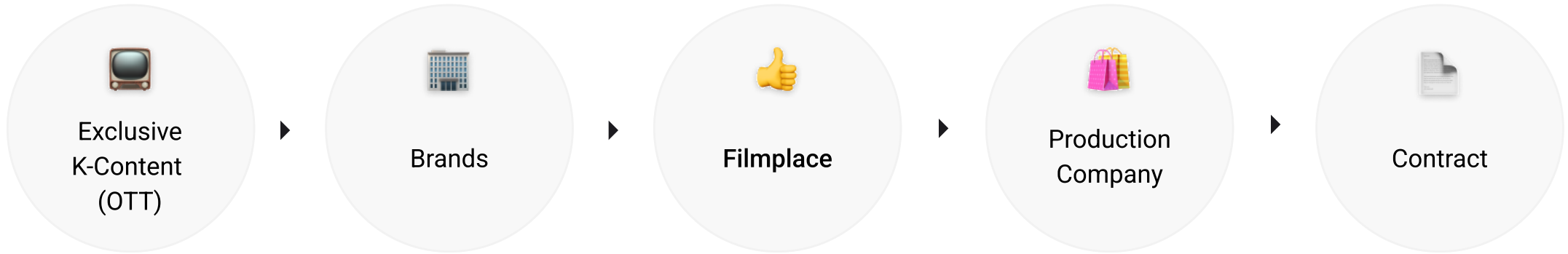
Source: The World of a Married Couple

03

How We Help

- PPL Process
- Expected Outcome

PPL Process



- We communicate with Korean production companies and get exclusive Korean content. (OTT guaranteed)

- Filmplace sends Lists of Korean contents to Mediator who will share Korean contents to brands.

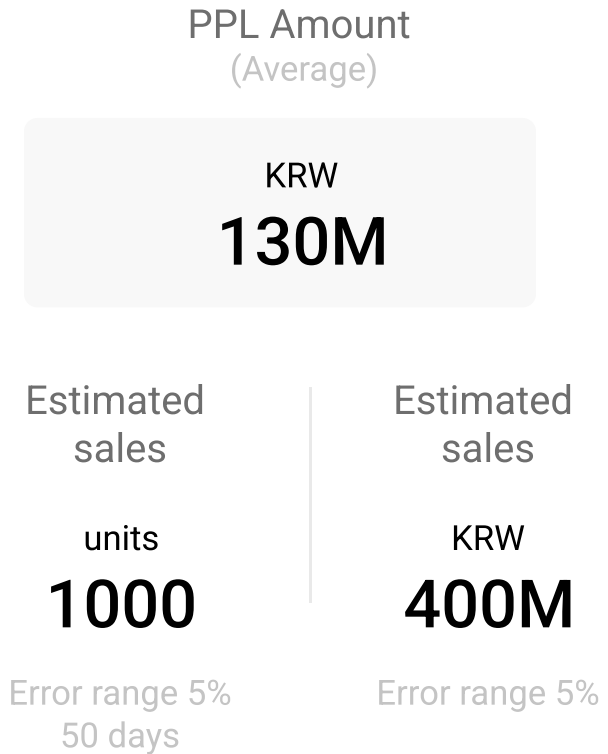
- Mediator finds brands interested in doing PPL with Korean contents received in 10 days and send brands lists to Filmplace with brand's exposure points.
- (i.e. logo exposed in specific angle)

- Korean Production company review lists of brands with each of their expected exposure points

- Once the brand with exposure points are matched with Korean content, Production company signs contract with brands with Filmplace.

Outcomes

Actual Outcome of Korean PPL



- ### Expected PPL effect
- Increment in sales for Premium product (PPL product)
 - Increment in sales of products sold by 40s customers and from department stores (2-30s customers)

$$\frac{400M}{130M} \times 100\% = 3.07\% \quad \text{ROAS } \mathbf{300\%}$$

**1st full-fledged
content creator's marketplace**

