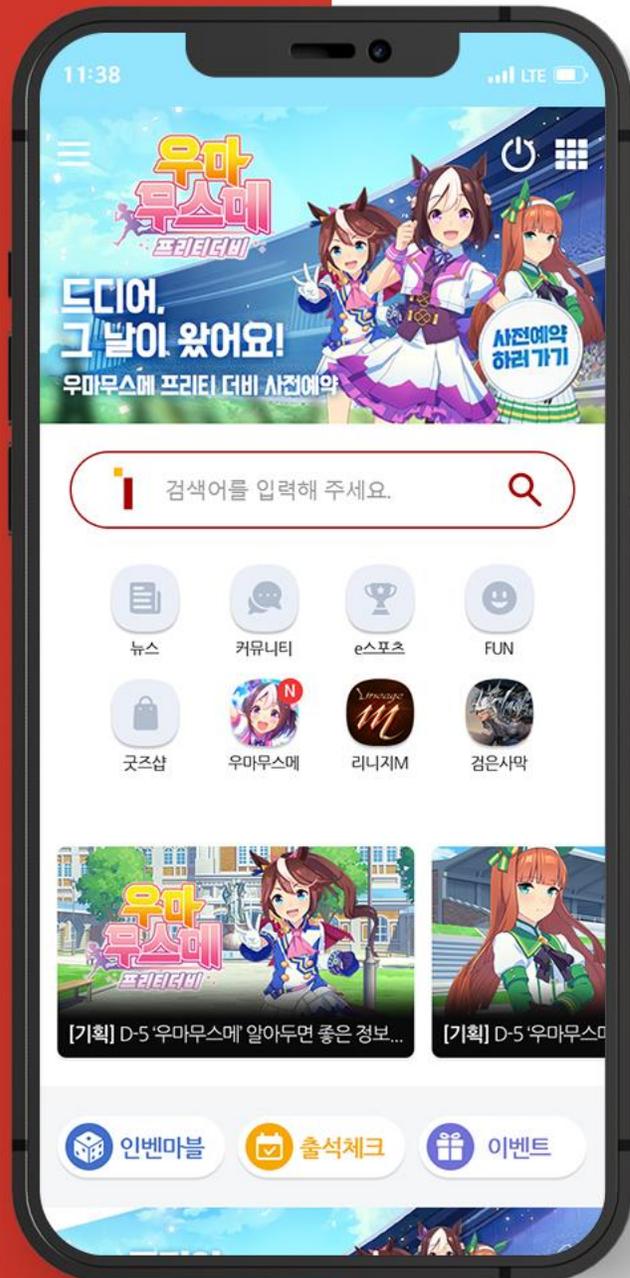


INVEN Mobile Introduction to New Products

2022.08

No.1 Game Media Platform, INVEN. We will always stay with you.



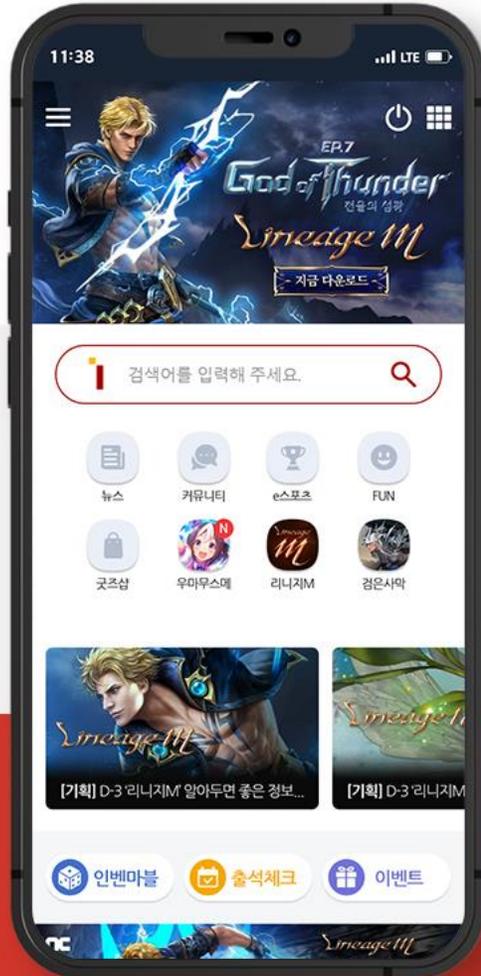
Introduction to New Products

CHAPTER

1. Introduction to INVEN Mobile	03
2. Introduction to INVEN Mobile home screen	04
3. Mobile BackSkin advertisements	07
4. Mobile special feature pages	09
5. Examples of branding campaign executed	12
6. Release and booking schedule information	16
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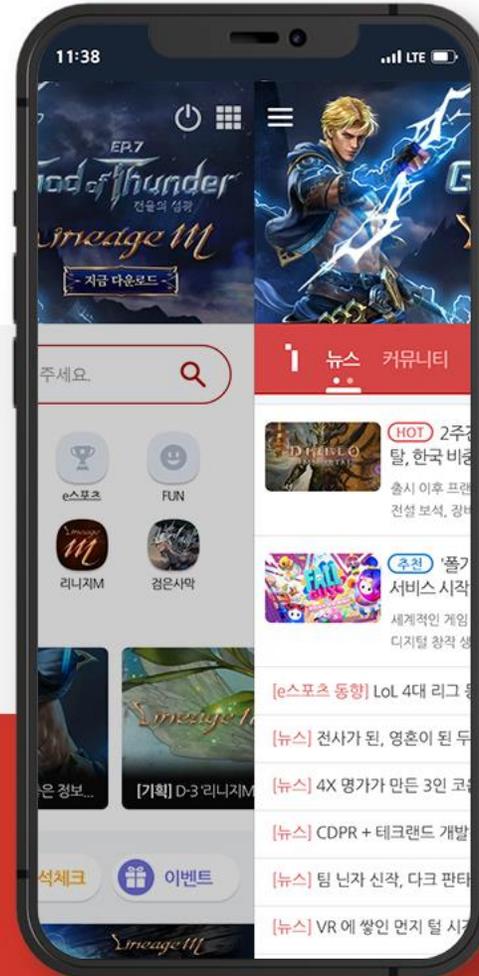
Home screen guide

1. Home screen BackSkin



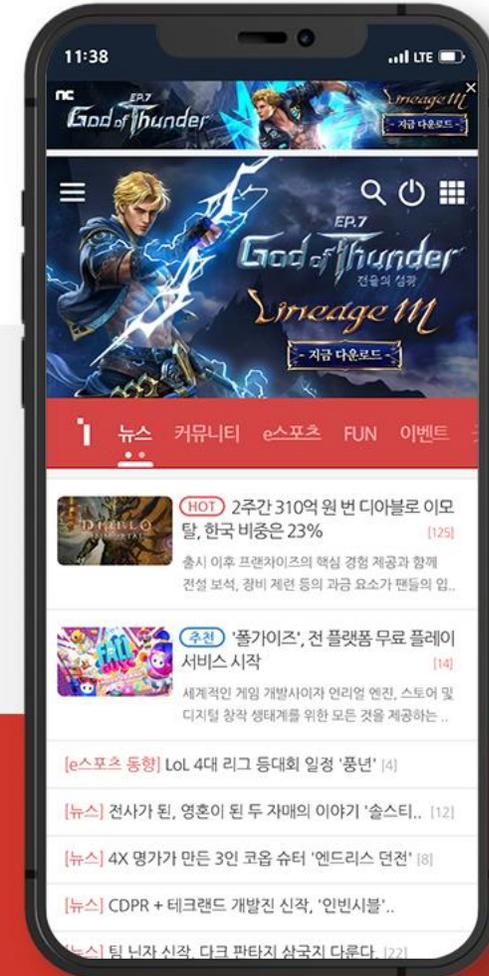
Added a mobile home screen that shows popular posts and key menus

2. Swipe motion



Swipe the screen right to move to the Webzine page

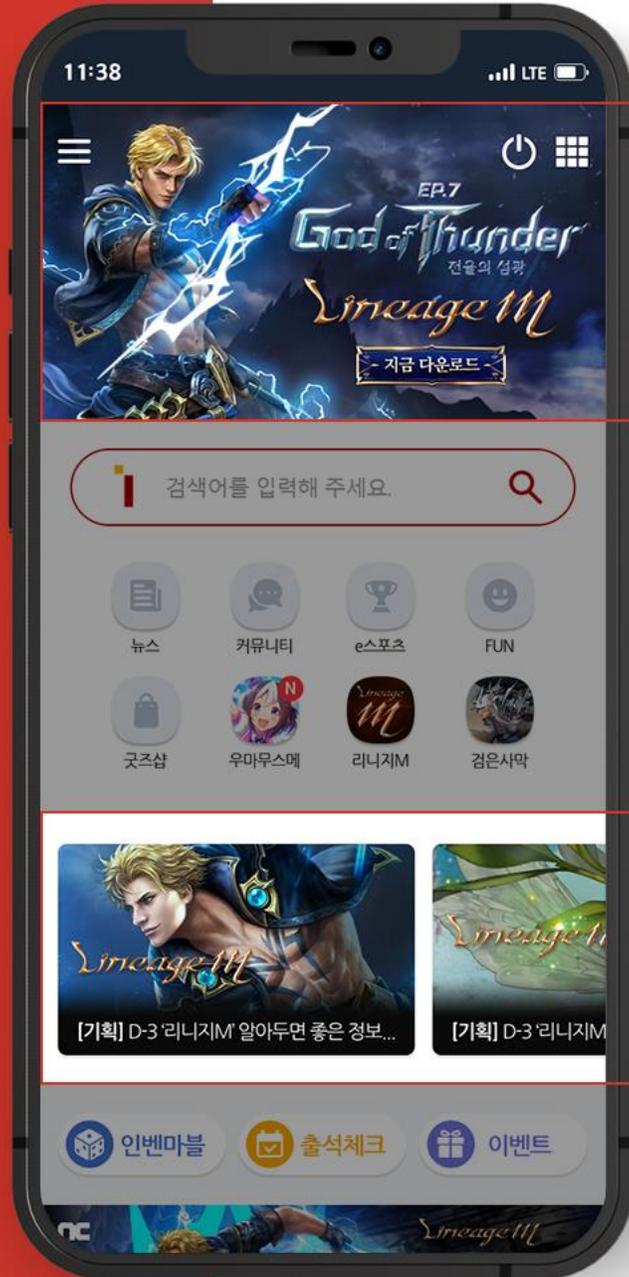
3. News tab Backskin + MTOP



The existing webzine is updated and shows various articles together with new advertisements at a glance

INVEN Mobile

Home screen overview



1. New mobile advertisement product **Mobile BackSkin advertisement**

- ✓ INVEN's new mobile advertisement that uses the top of the first access screen of INVEN mobile
- ✓ Can create the trend through mobile BackSkin advertisements

2. Reliable native branding **Products in Mobile special feature pages**

- ✓ Exposes interviews or reviews written by a professional journalist, planned articles, or press releases
- ✓ Can view the various contents of the brand by sliding left and right
- ✓ Increase brand's attention with mobile BackSkin advertisements.

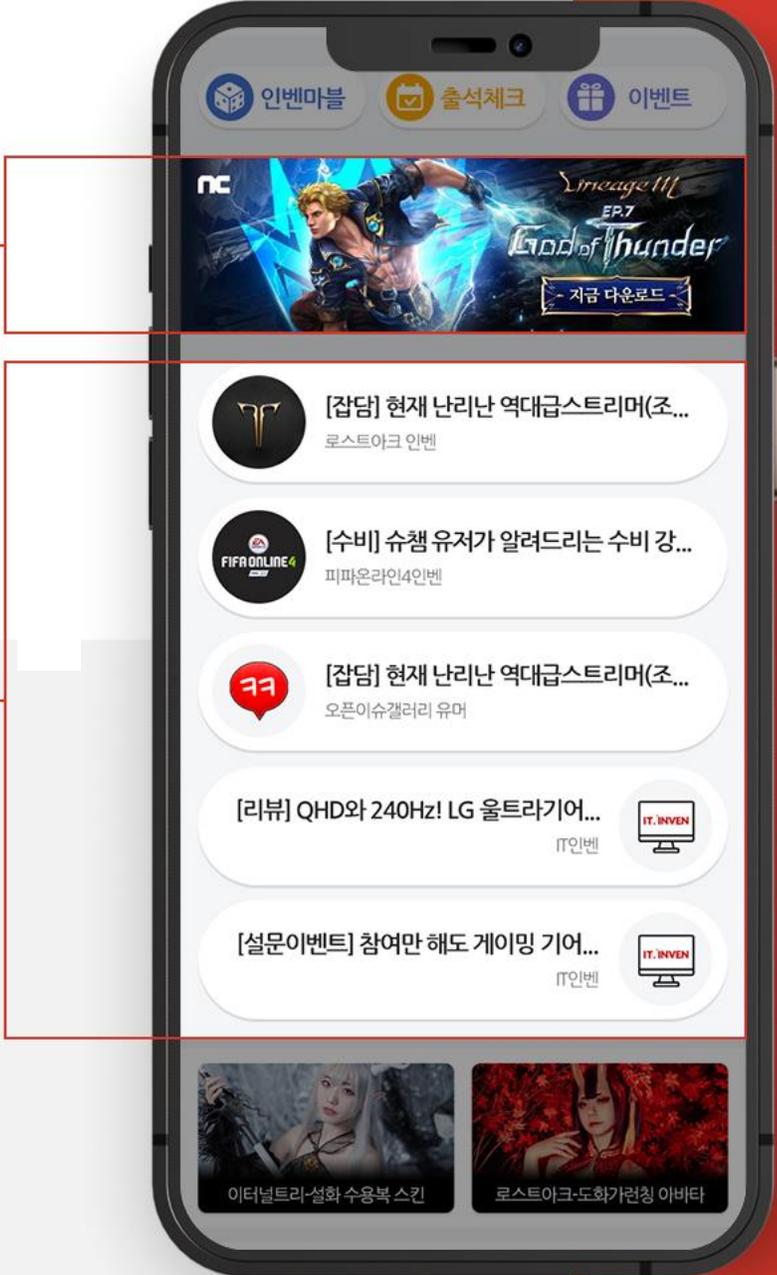
* This is an exemplary image to help your understanding.

INVEN Mobile

Home screen overview

- 3. **Mobile main page middle banner** reformed to enhance branding products
 - ✓ Added mobile main middle banner exposure area that is exposed to the existing main / sub pages

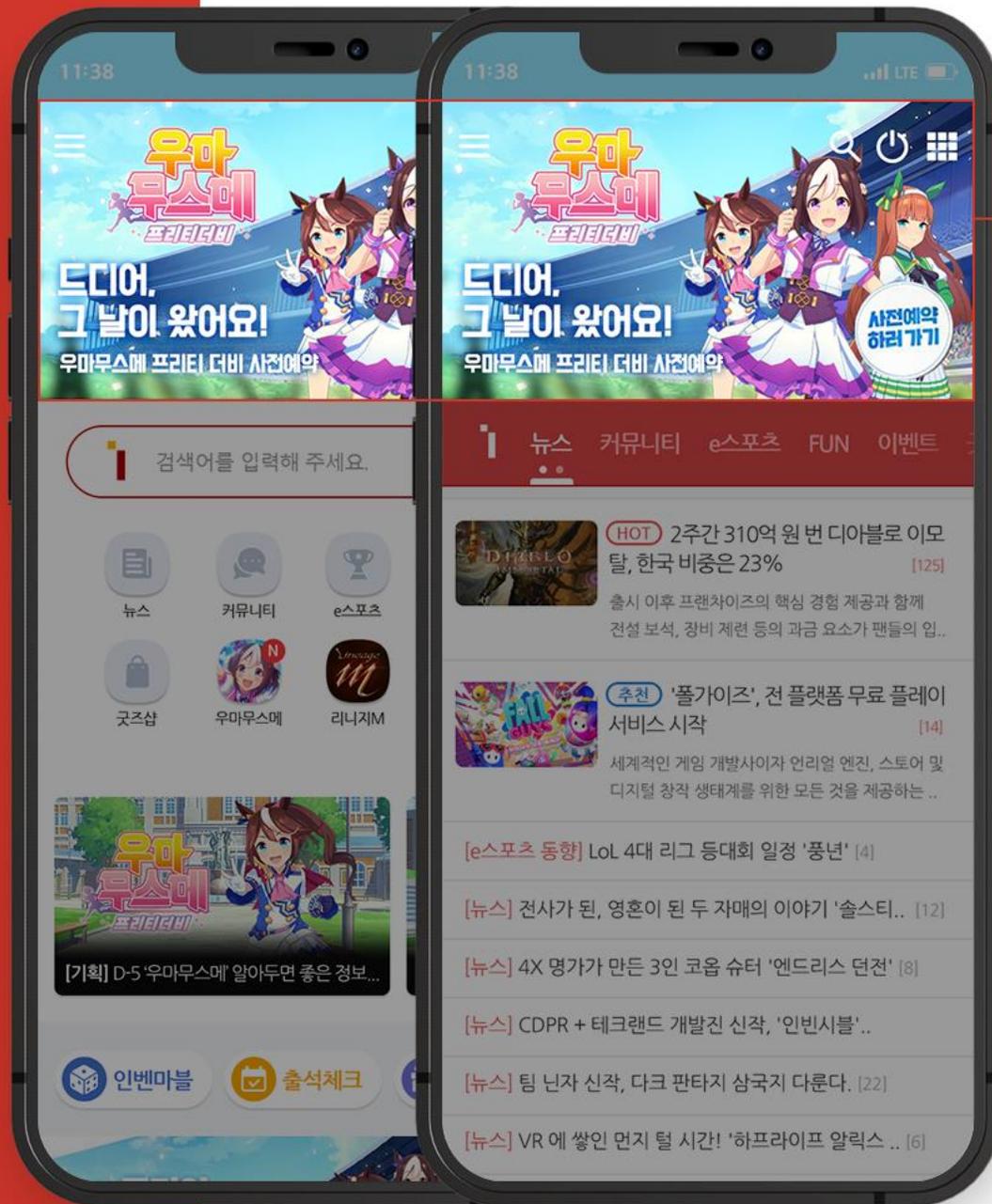
- 4. All the popular posts of INVEN at a glance!
Popular posts area
 - ✓ Planning to operate the corners with highest interests by the users such as new services of INVEN or hot topics etc.



* This is an exemplary image to help your understanding.

INVEN Mobile

Home screen overview



5. Mobile back skin that goes with you everywhere

- ✓ Exposes mobile BackSkin at each content tab of all the genres

- This is an exemplary image to help your understanding.

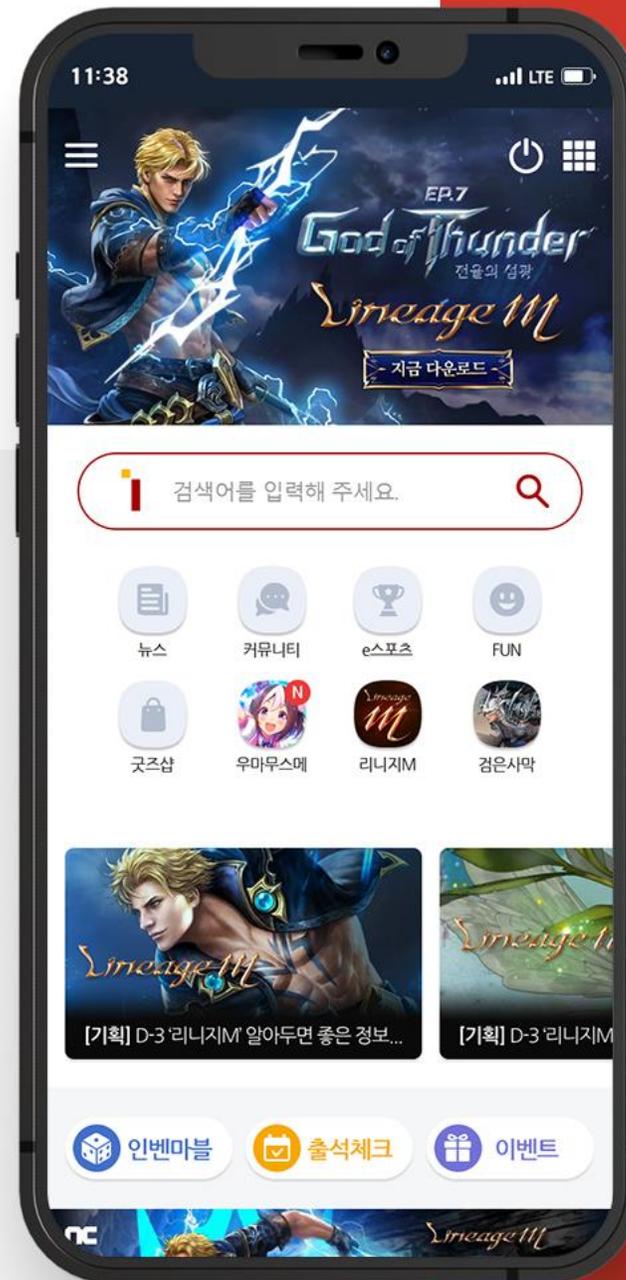
Features of Mobile BackSkin advertisement

An indispensable product for Mobile branding

1. Upon access to the site, attracts attention by **exposing the advertisement at the top**
2. With **exclusive period**, create the trends and branding at the same time
3. Can form a **branding** package only with **mobile** banners

Located at the top of the home screen and news tab of mobile, which has the highest attention.

It is a new product that can form the trends for the core gamers



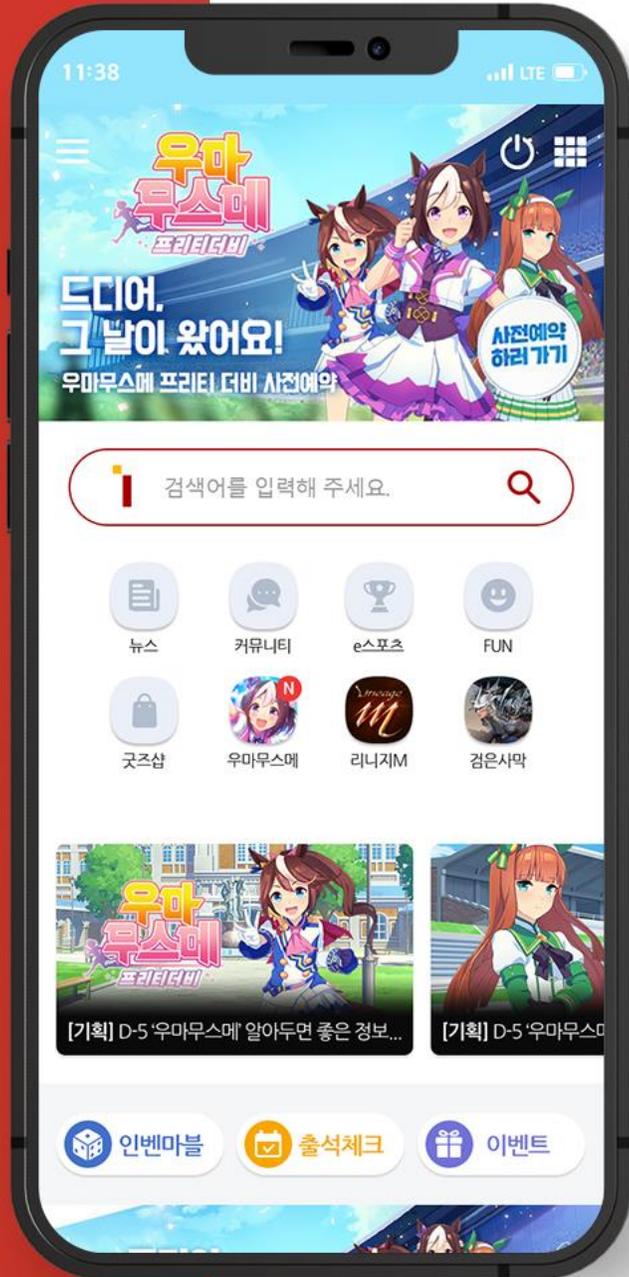
INVEN Mobile

BackSkin advertisement

* This is an exemplary image to help your understanding.

INVEN Mobile

BackSkin advertisement



Details of Mobile BackSkin advertisements

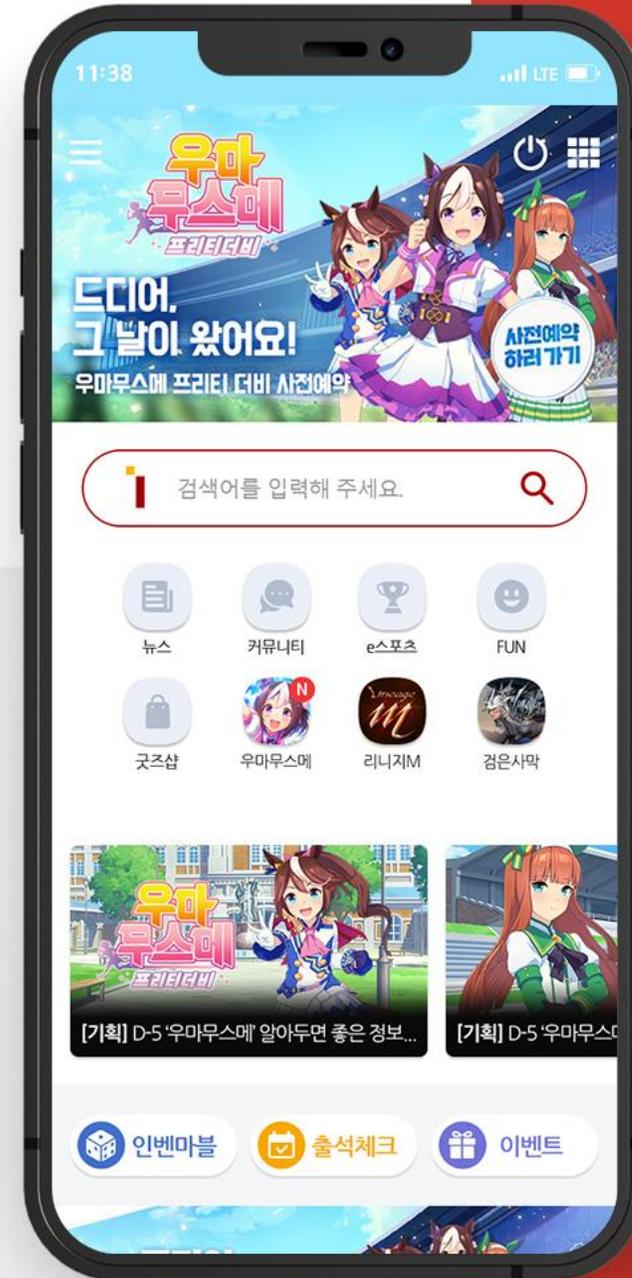
Product name	Mobile back skin advertisements (exclusive)
Exposing location	INVEN mobile home screen, INVEN mobile web-zine (each news tap)
Image size	640 x 360 px
Contract Type	CPP (Period exclusive)
Unit price	20 million KRW/week
Expected impression	100,000 times/day <small>* The exposure counts and CTR are expected numbers and will be updated after the execution of the actual advertisements</small>
Expected CTR	0.50 ~ 2.00
Conditions of execution	Included when executing more than 50 million KRW within 1 month

- This is an exemplary image to help your understanding.

Features of the products in Mobile special feature pages

Mobile headline contents area that is exposed to Mobile INVEN home screen

1. Upon **access to home screen**, the article will be exposed **to the first screen**
2. **High branding effect** when executing together with mobile BackSkin
3. Can expose brand contents that can't be delivered through the banner advertisement
4. Can deliver various news of the brand at the same time



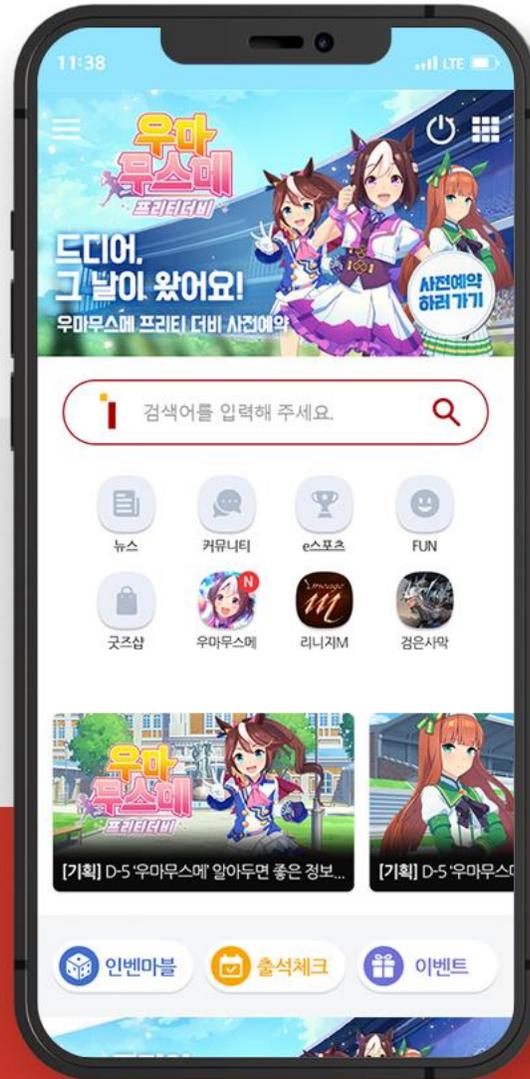
INVEN Mobile

Mobile special feature pages

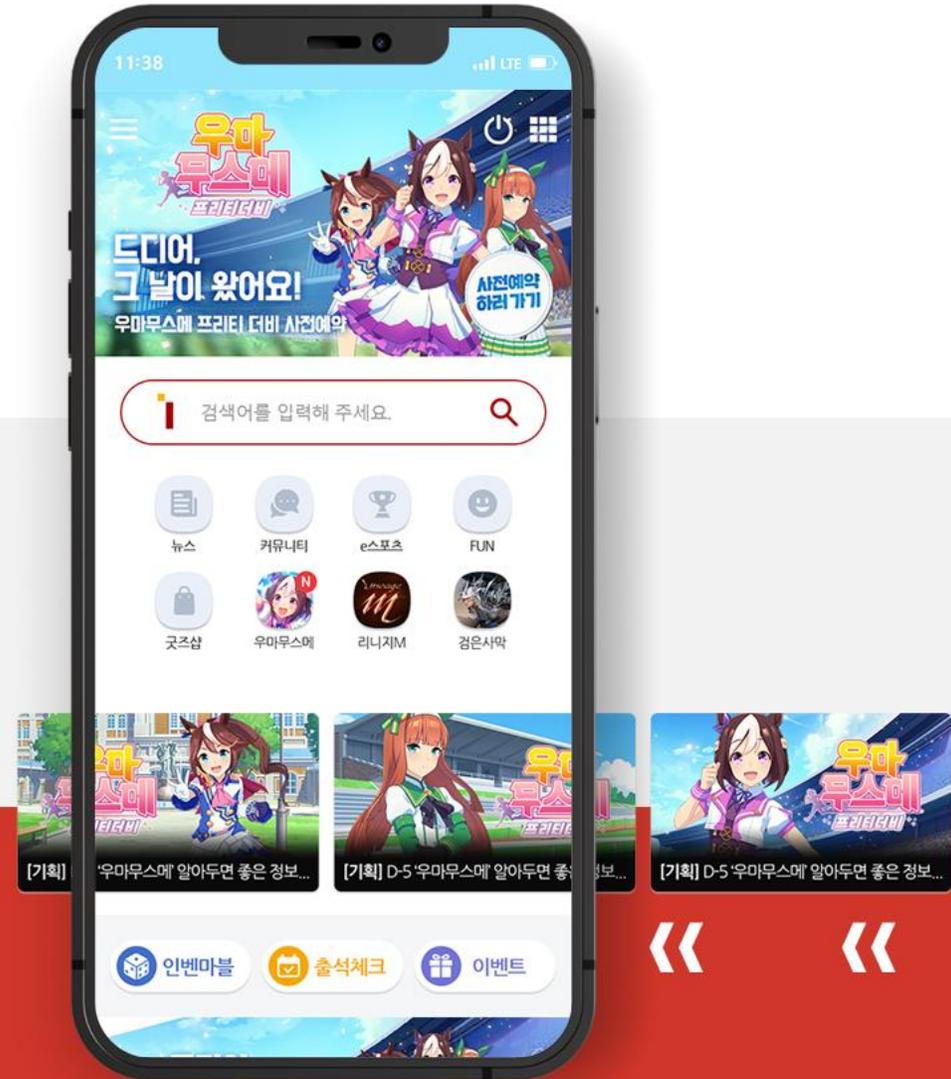


* This is an exemplary image to help your understanding.

An exemplary draft of the mobile special feature pages



1. Home screen BackSkin + special feature pages



2. Swipe motion of the first article

Details of the mobile special feature pages

Product name

Mobile special feature pages

Exposing location

INVEN Mobile home screen

Period

1 week

Amount

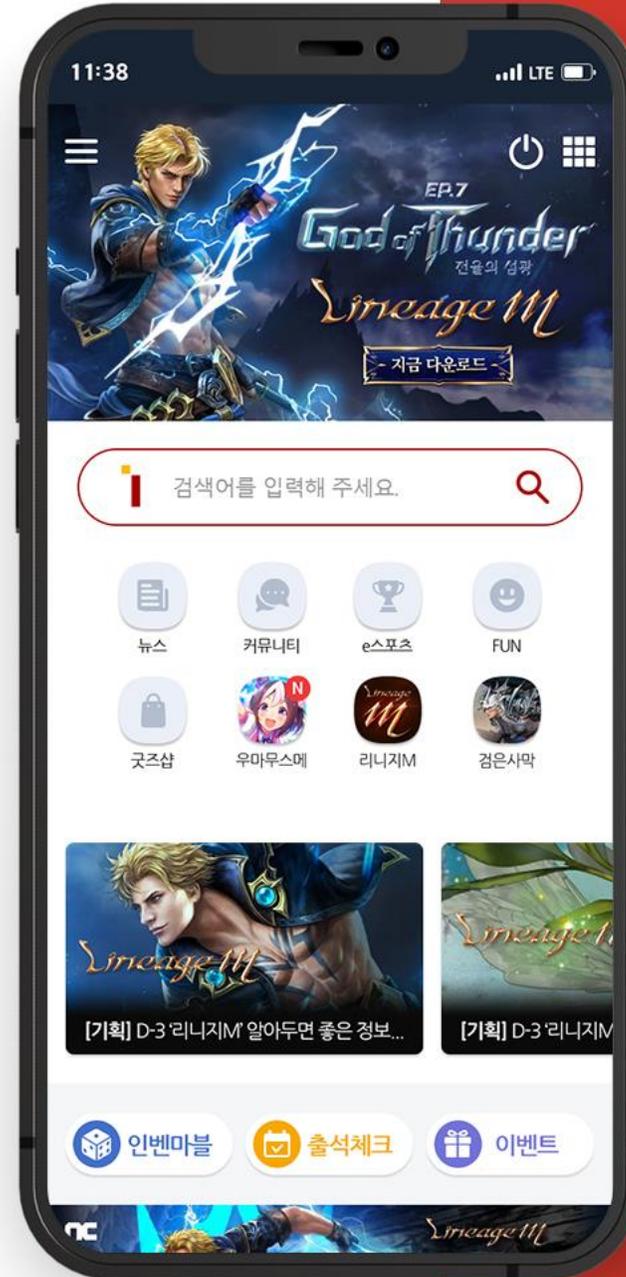
10 million KRW

Material

At least 2 or more brand contents are required.

Conditions of execution

Can proceed when executing more than 30 million KRW of DA campaign based on 1 month



INVEN Mobile

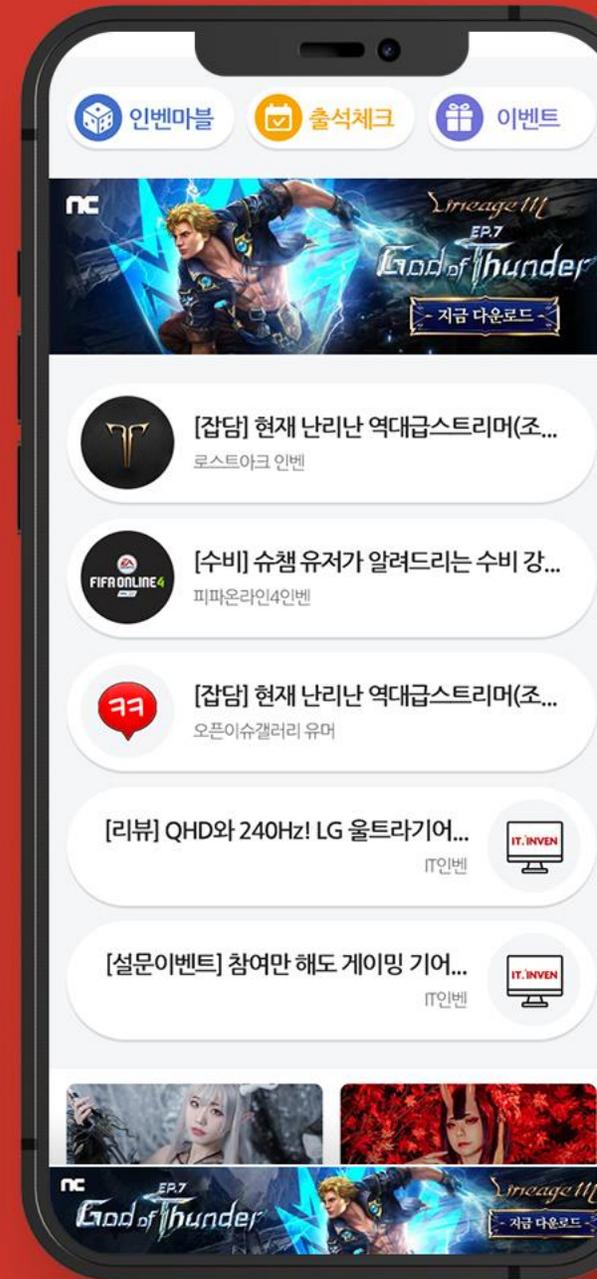
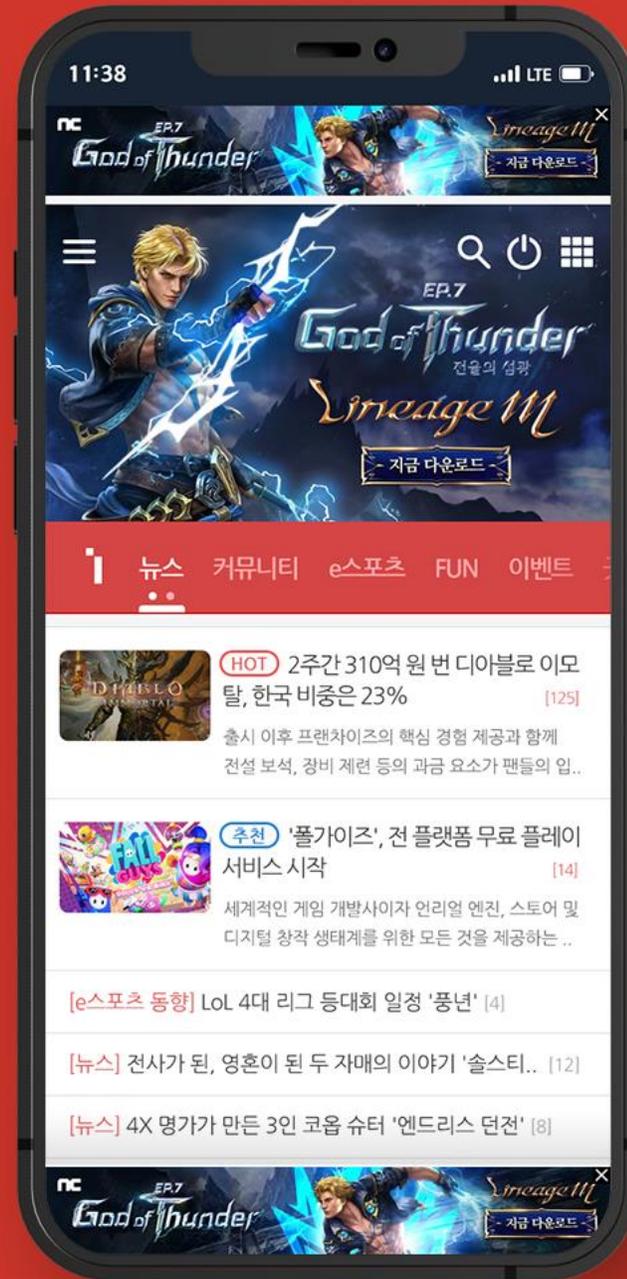
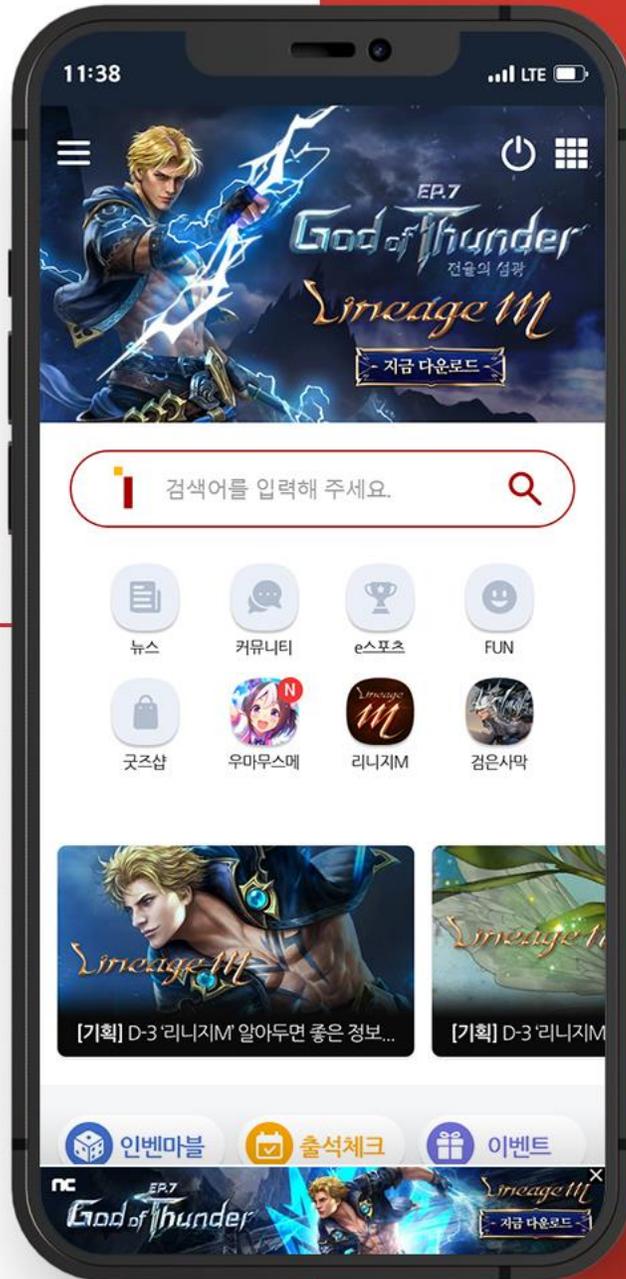
Mobile special feature pages

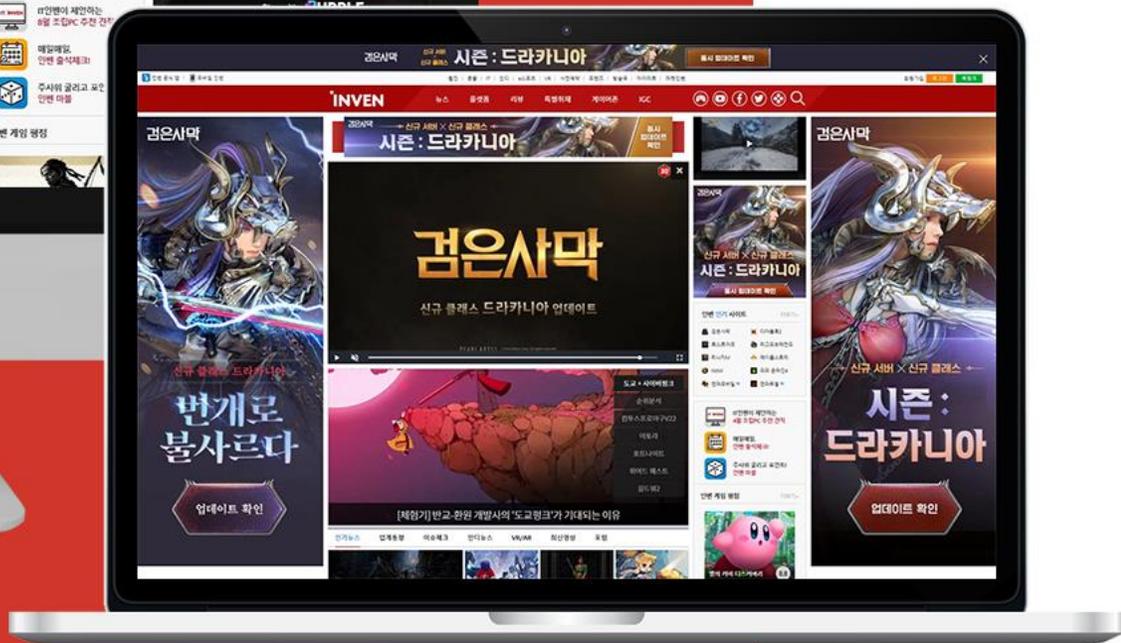
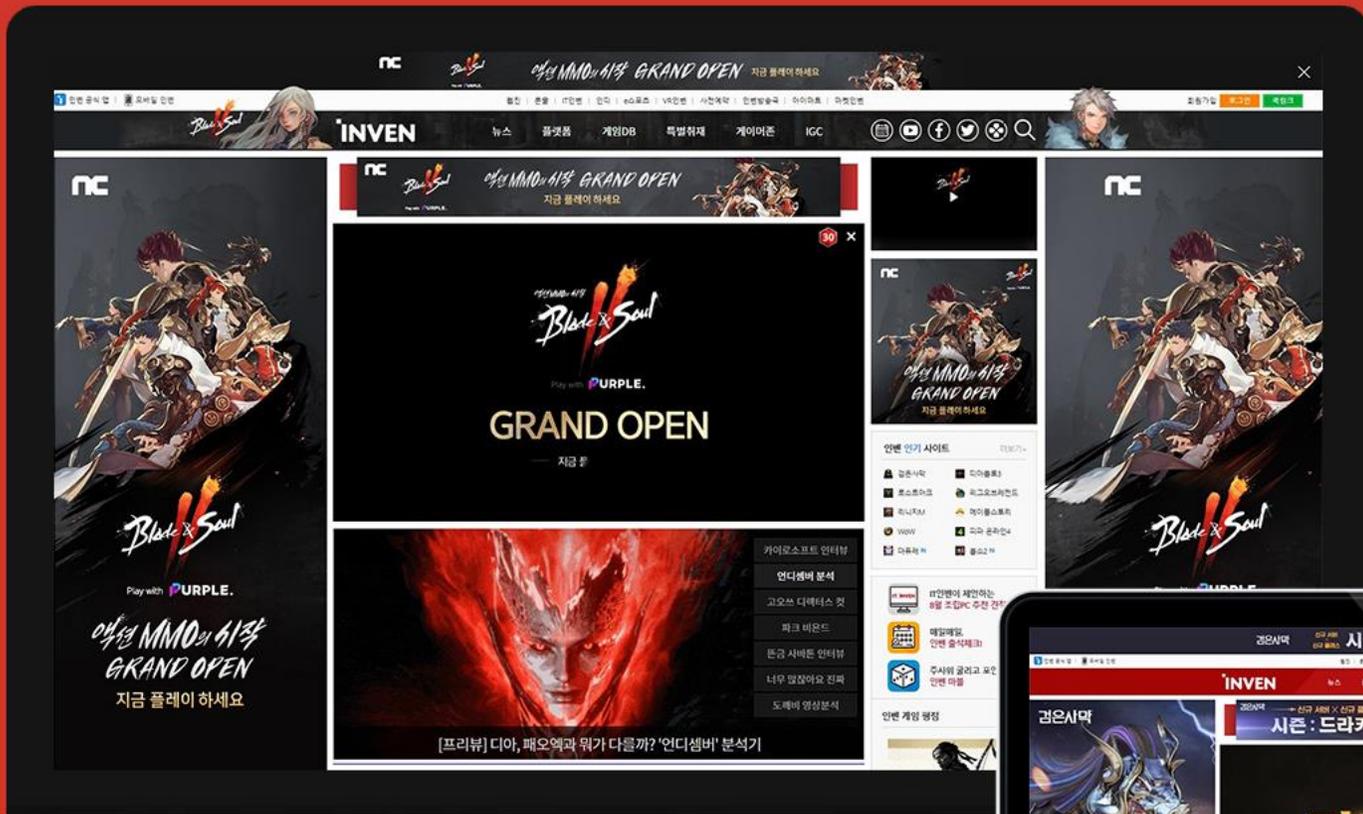
* This is an exemplary image to help your understanding.

No. 2

Examples of branding campaign executed

Mobile INVEN





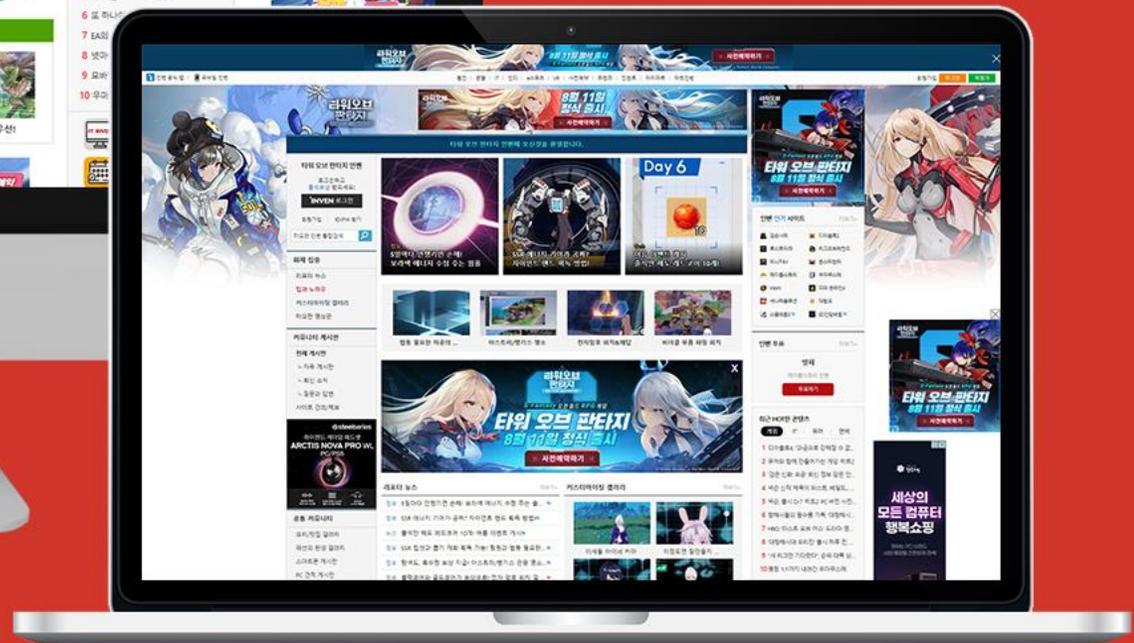
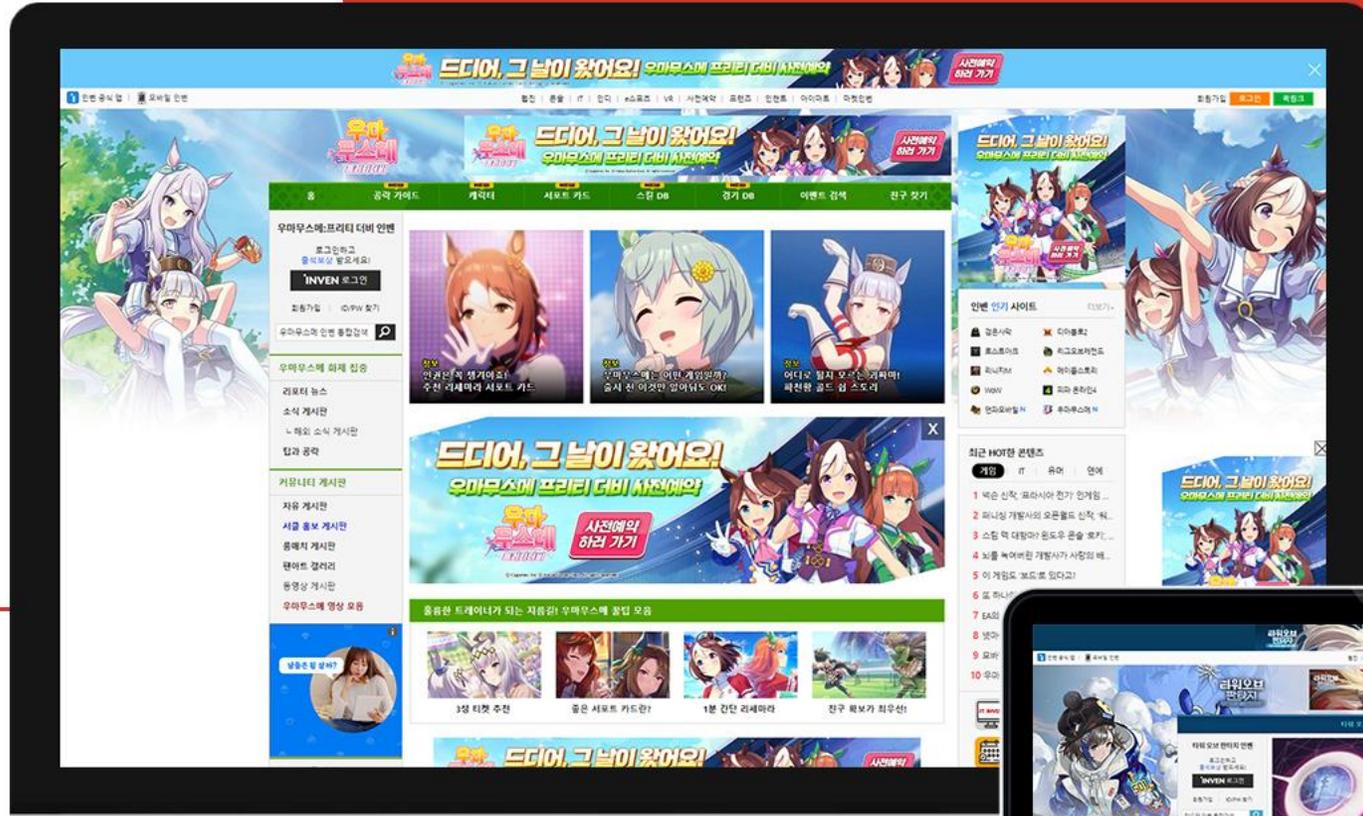
No. 2
Examples of
branding
campaign
executed

PC INVEN
main

No.3

Examples of branding campaign executed

PC INVEN community main

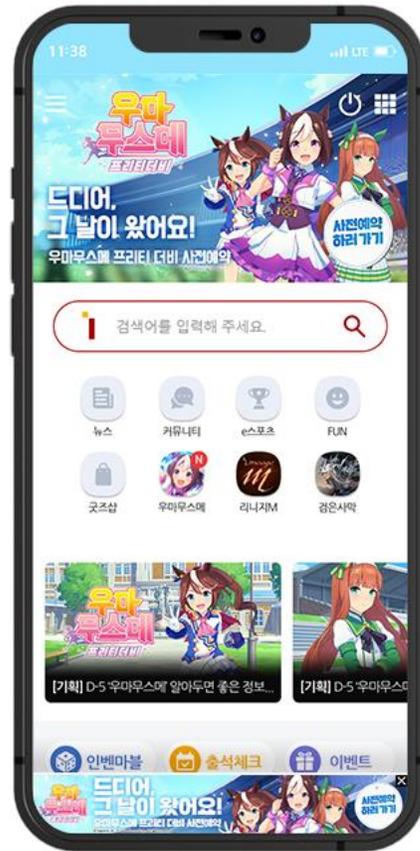
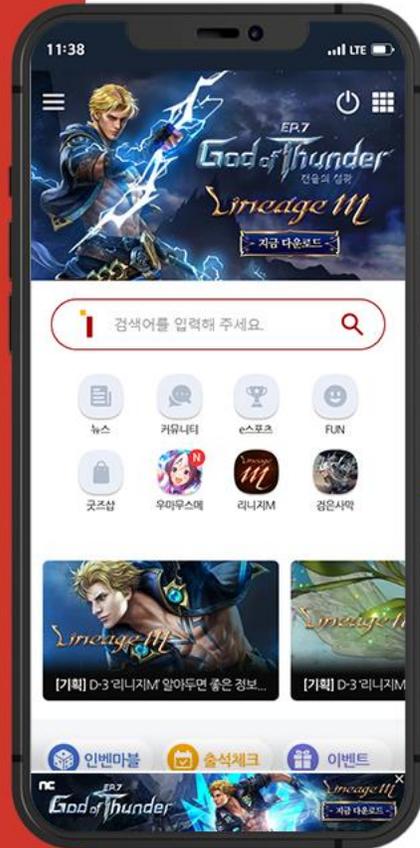


No.4

Examples of branding campaign executed

PC + mobile

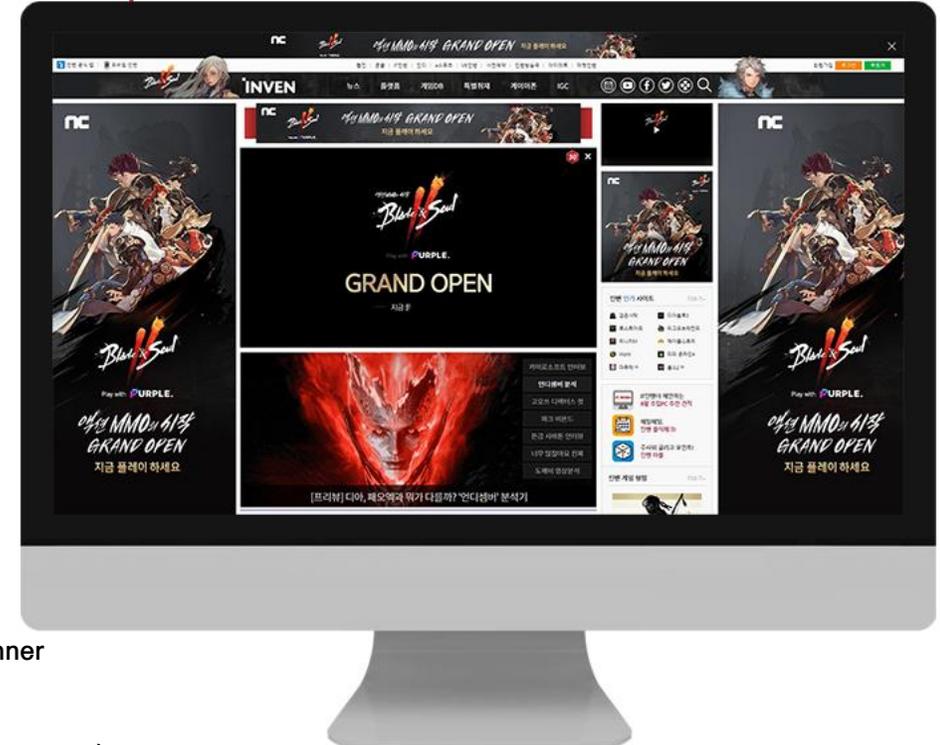
INVEN branding
Full package
150 million
KRW ~



Mobile

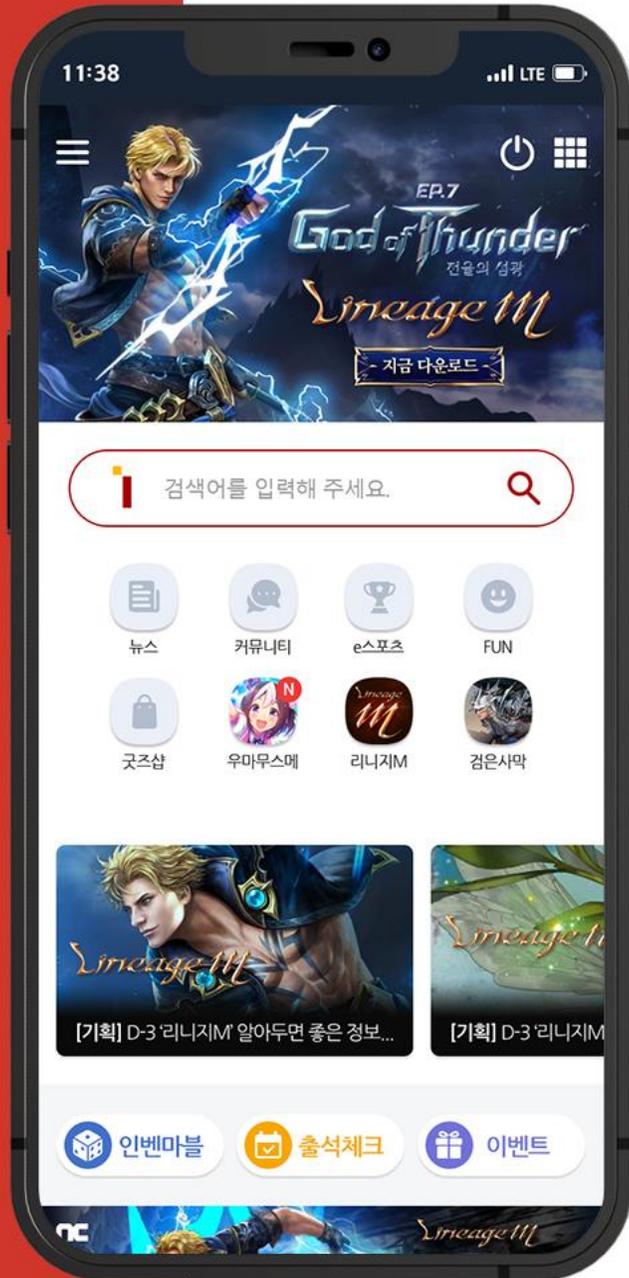
- ✓ MO Backskin (NEW)
- ✓ MO TOP banner
- ✓ MO bottom fixed band banner
- ✓ MO CPM banner (main middle / board / view pages)

PC



- ✓ PC Backskin
 - ✓ PC video expansion
 - ✓ 1-day premium exposure
 - ✓ Community thumbnail
 - ✓ Big T.I. banners
 - ✓ PC TOP banners
 - ✓ PC CPM banner(top / right / middle)
- * PC and mobile special feature page separated

New Products Schedule information

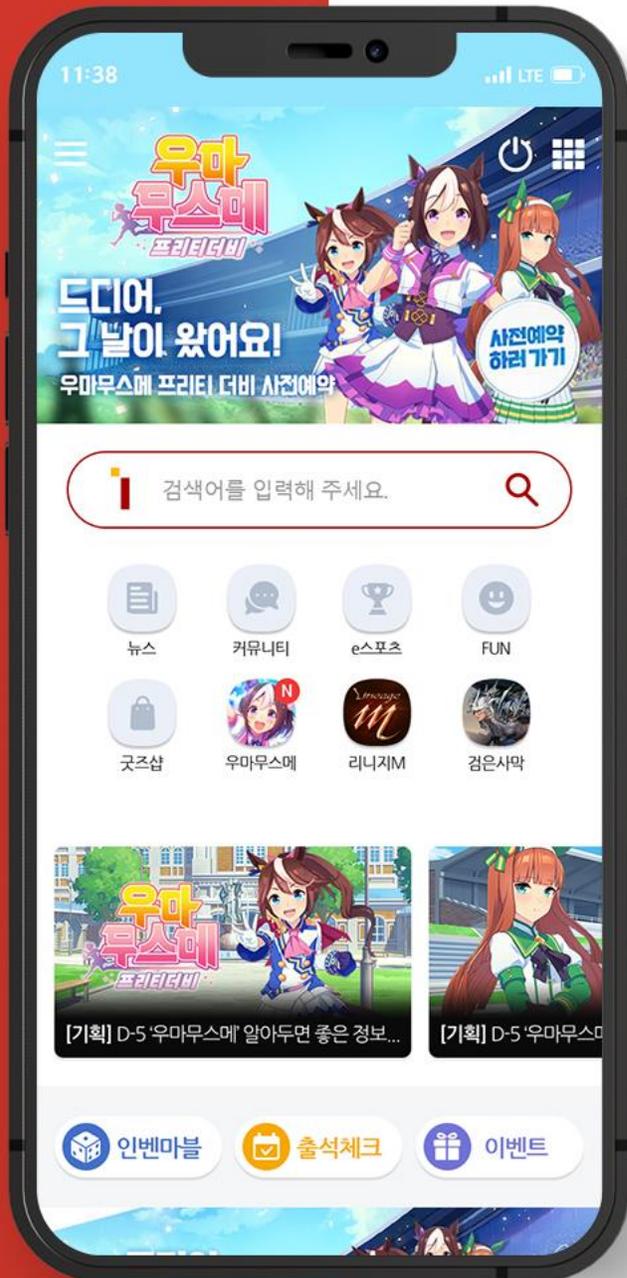


September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 Proposal and booking start	6	7	8 INVEN holidays	9 Korean Thanksgiving day holidays	10
11 Korean Thanksgiving day holidays	12	13 Launching of mobile back skin advertisement and mobile special feature pages	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- 08/25 (Thu) : New product showcase
- 09/05 (Mon) : New product proposal and booking start
- 09/13 (Tue) : Launching mobile Backskin advertisement and mobile special feature pages

• This is an exemplary image to help your understanding.



Introduction to New Products

QnA

- 1. What's the minimum execution amount required to proceed PC Backskin and mobile BackSkin at the same time?**
They both can be executed starting from 70 million KRW, 1 month period for a single campaign.
- 2. How many display images of mobile Backskin advertisement can be operated?**
They can be operated up to 2 display images. But separate settings for the areas to be exposed is not permitted.
- 3. When proceeding PC special feature pages and mobile special feature pages at the same time, is it possible to proceed separately in different periods?**
If the inventory slot for both feature pages are available, then you can execute them not only during the same period, but also in separate periods.
- 4. It's already been booked during the period, but can I also execute the mobile Backskin additionally?**
Depending on the budget, it's possible to change the proposal or increase the amount. Please contact the staff in charge within the business team.



Thank You

CONTACT US

Chanwoo Jung (Maax),
Team manager, Business team 1

Office +82-70-5029-5742

Cell +82-10-7200-3569

e-mail ad@inven.co.kr

Seongjin Park (Sardinn),
Team manager, Business team 2

Office +82-70-5029-0312

Cell +82-10-7456-7925

e-mail ad@inven.co.kr

2022.08