



GLOBAL MARKETING PROPOSAL

Based on more than 60 global media networks related to **Entertainment / Games / Blockchains**

We provide the best opportunity to market to more than 1.6B global users

Inven Global
Marketing Platform

Inven Global Media Partner Network
Partner introduction by Media sector

Partner introduction by Media sector

Inven Global
Marketing Solution

Direct ads / News & Content /
Community & Forum /
Game Info (DB & Simulator) /
Influencer Marketing /
Online & Offline Promotion /
Research & FGT

Inven Global
Mediamix Proposal

Inven Global Marketing Platform

The necessity and importance of expanding to the global gaming market is greater than ever.
Inven Global Marketing Platform is Inven's solution to support global game launch campaigns and management.
Inven is committed to being an ally to their partner's success both domestically and internationally.



Region

NA, SA, EU, OCE, SEA, etc.
Choose your target region



Selecting Marketing Solution

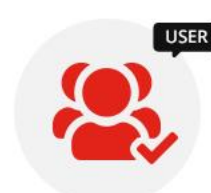
According to the marketing plan for the global users, choose your marketing solutions

- Direct Ad
- News & Contents
- Community & Forum
- Game Info (DB & Simulator)
- Influencer Marketing
- Online & Offline Promotion
- Research & FGT



Media selection & Media mix

We deliver to you the optimized marketing media mix according to your targeted region / selected marketing solution through the Inven Family Platform and media partner pool



Reaching global target users

Your marketing reaches the media with 1.6B global users through Inven's global marketing solution



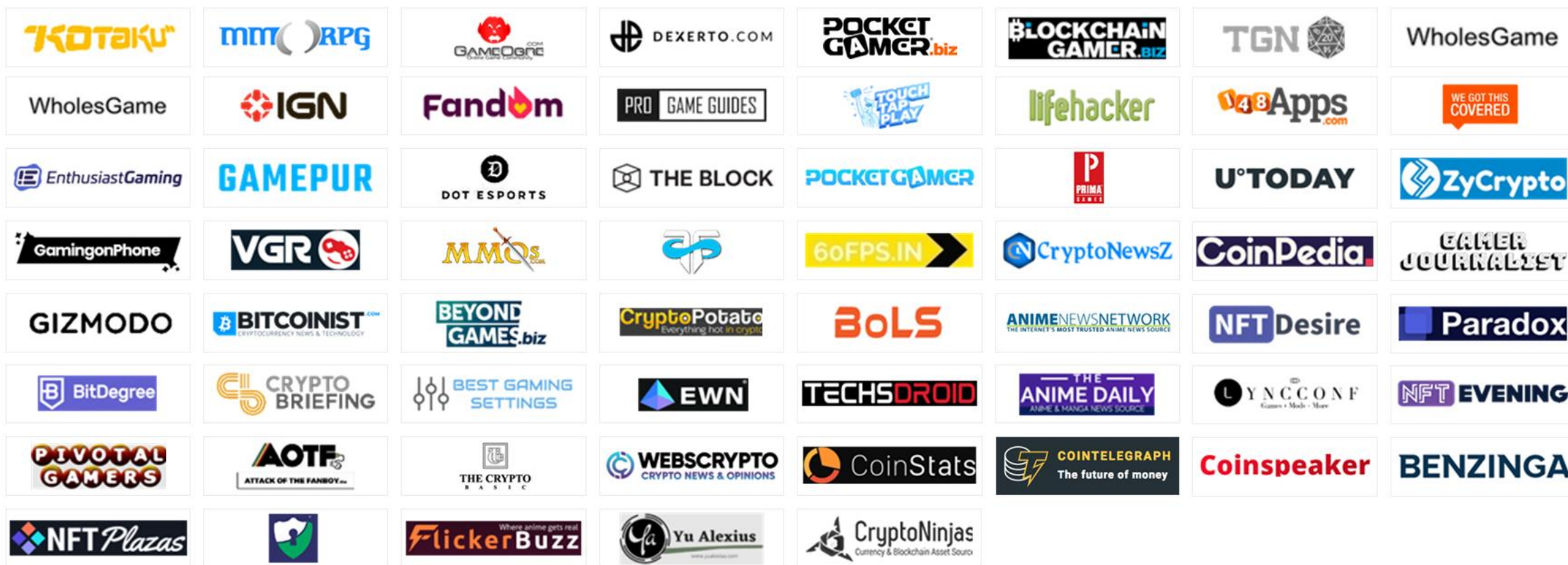
Result Report

After the marketing campaign, we provide a report that helps you prioritize your future marketing plans.

Inven Global Media Partner Network

Through partnerships with more than 60 global entertainment / game / blockchain / economy media and communities spanning through Korea, NA, EU, OCE, SA, and SEA, we can expose your marketing campaign to more than 1.6B global visitors.

We are continuing to expand partnerships with regional media that are effective for game and GameFi marketing and promotions. Through Inven's diverse and committed list of partners, we can create and expose unique customized immersive ads.



Partners by Media Sector

Inven is providing marketing and promotion services for Korean games and GameFi by partnering with entertainment / game / blockchain / economy media and communities, and we are expanding continuously.



Entertainment Media

Media group that covers all entertainment content including games, movies, comics, etc.

1B+ monthly visitors



ANIMENEWSNETWORK
THE INTERNET'S MOST TRUSTED ANIME NEWS SOURCE

TGN

Fandom

WE GOT THIS COVERED

VGR

KOTAKU

POCKET GAMER.biz

IGN



Gaming Media

Media group focused on gaming

80M+ monthly visitors



GAMEPUR

GamingonPhone

POCKET GAMER

V48 Apps

PRIME LEAGUE

AOTF
ATTACK OF THE FANBOY...

MMO RPG

GAMER JOURNALIST

DOT ESPORTS

GAMECORE

THE BLOCK



Blockchain & Economy Media

Media group focused on blockchain and economy

240M+ monthly visitors

CoinPedia

NFT Desire

CryptePotato

GIZMODO

THE BLOCK

lifehacker

CRYPTO BRIEFING

BITCOINIST

BENZINGA

BLOCKCHAIN GAMER

Inven Global Marketing **Solution**

We provide a one-stop solution for global game and GameFi marketing through seven services, each localized by region and language.

Direct Ads

A direct ad service that is exposed to main user targets.

Draws attention from users through takeover, display, pre-roll videos, etc., and enhances user recognition of the game's pre-registration, launch, events, etc.

News & Content

News and content (guides, reviews, videos, etc.) created by game and blockchain experts which suit the local users' tastes.

Game Info (DB & Simulator)

Easy-to-access game databases provide refined info to users, simulators allow users to experience and customize game info right in the web page.

Influencer Marketing

Build organic hype about your game by casting popular influencers to create and share tailored content with their followers.

Online & Offline Promotion

Online and offline promotion services such as planning and operating global game showcases and conferences.

Build out your event with tournaments, cosplay contests, pop-up booths, etc.

Research & FGT

Game research and FGT with global users through a game research specialized lab to collect and analyze precise and professional user data for reaching the global market.



Localization Support

The localization does not stop at simple press release translation — experts specializing in each genre and each region will show their best work.

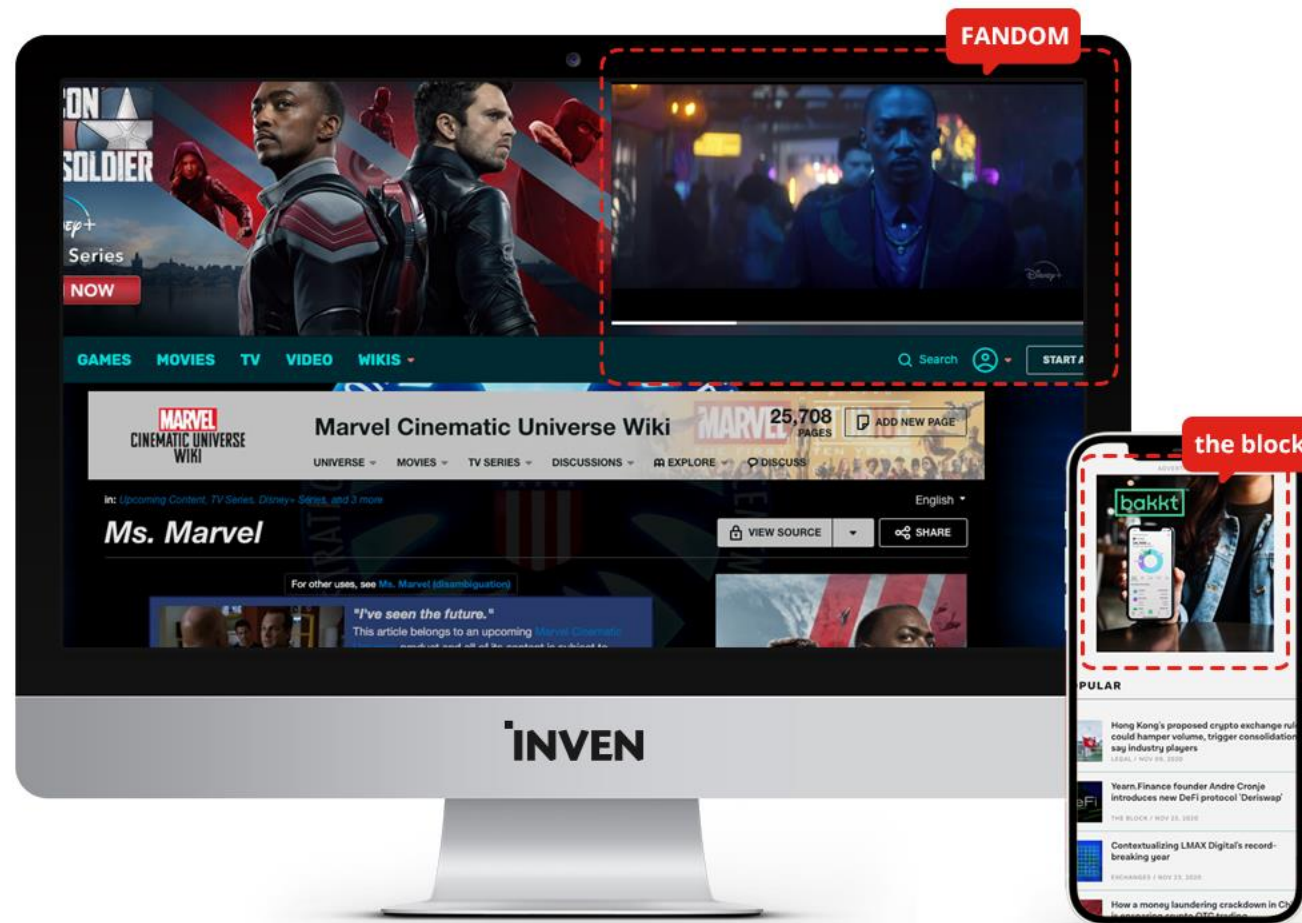
Anything that can be lost in translation in the process of KR->ENG, ENG->local language will be eliminated through Inven Localization.

Available languages: English, Japanese, Chinese (Simplified/Traditional), Thai, Indonesian, Vietnamese, Spanish, Portuguese, German, French, Turkish, Polish, Russian



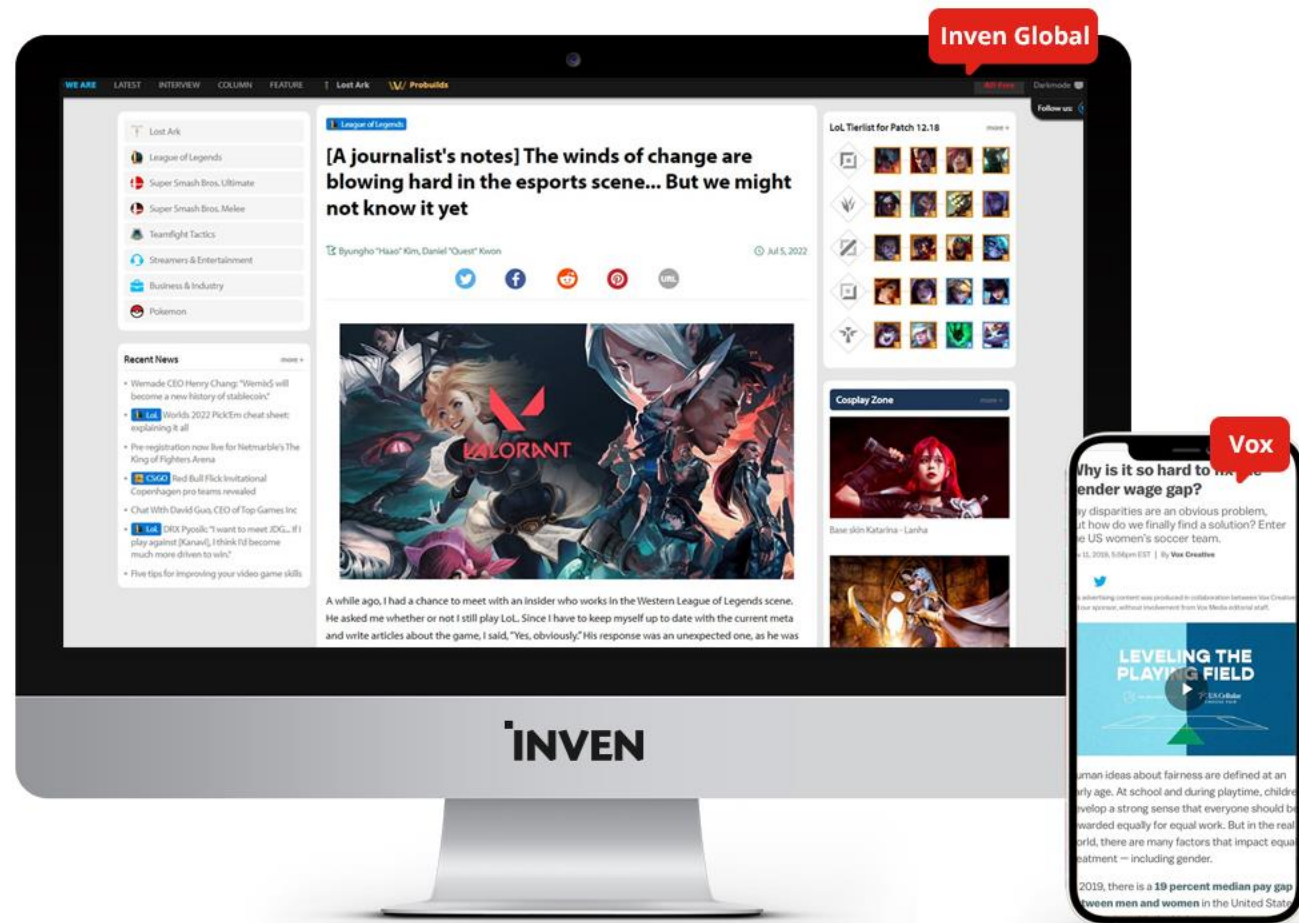
Inven Global Marketing Solution: **Direct Ads**

A direct ad service that exposes visual ADs on specific media verticals to capture a target audience. It's a solution that can increase game recognition and draw the users' attention through takeovers, displays, pre-roll videos, etc. when there are special events like pre-registration or game launch. We measure the estimated exposure according to the marketing budget for the project, and provide result reports after the campaign to make marketing plans more efficient in the future.



Inven Global Marketing Solution: News & Content

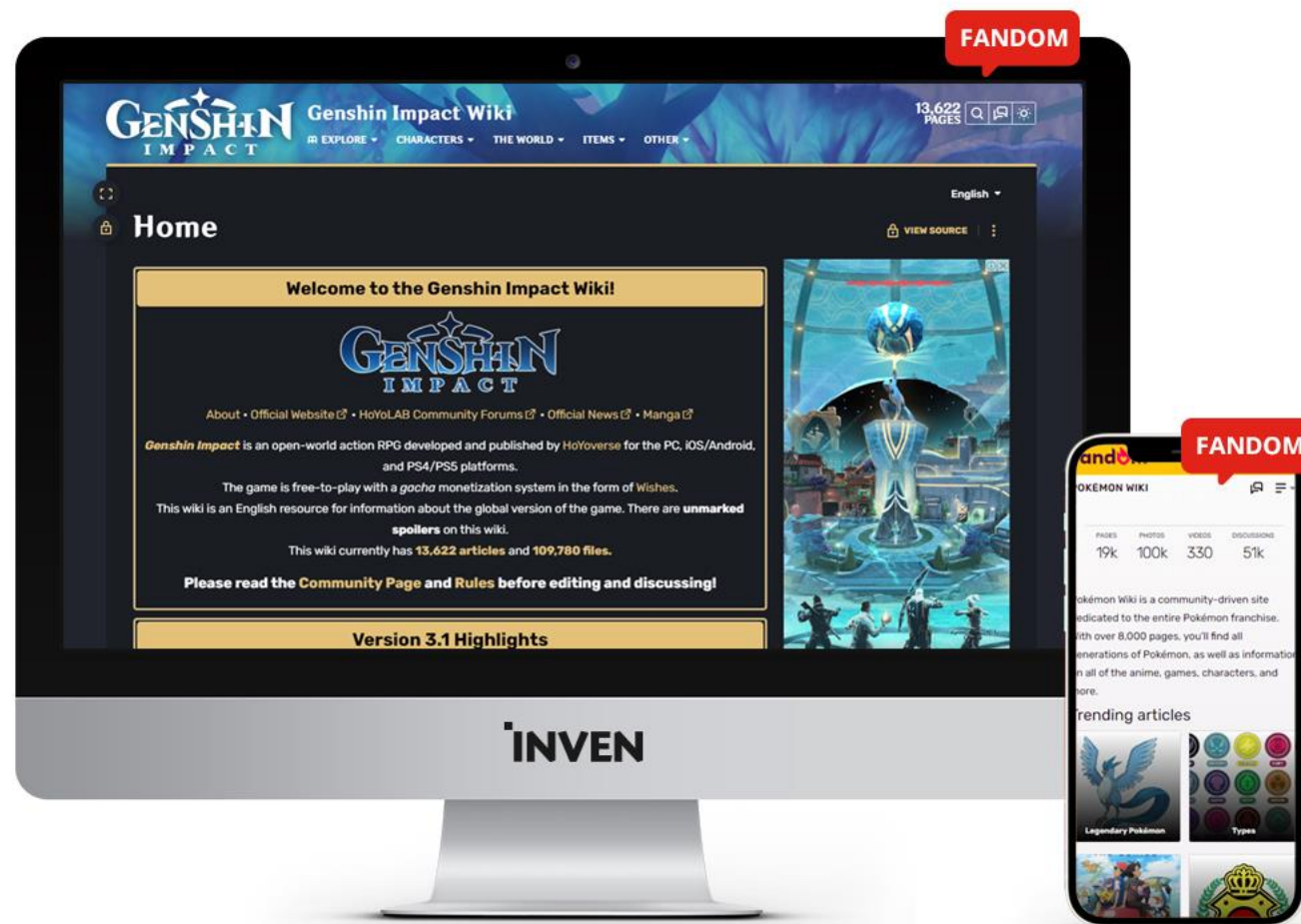
Game and blockchain experts can create content tailored to the users of each media. It's a marketing solution that can provide deep and diverse information to the users as well as news, guides, reviews, video content, and more. We can suggest proper media according to the marketing goals and create press releases following the media's guidelines.



Inven Global Marketing Solution: Community & Forum

This solution provides an environment — a community and forum where users can gather to communicate and share information through Fandom's 800M monthly users and Inven/Inven Global's expertise in the gaming industry.

By creating the website around the main users of the game, you can identify authentic trends to use in future marketing campaigns.



Inven Global Marketing Solution: **Game Info (DB & Simulator)**

Through the DB and simulator, provide in-game character info, items, or skills, users can experience and customize the game as well as gain refined information. Inven Global's Lost Ark DB and simulator, proved its value through 10M+ views.



Inven Global Marketing Solution: Influencer Marketing

We have more than 100 influencers across Instagram, Twitter, Tiktok, Youtube, etc. Your marketing content on games/NFT/entertainment is distributed to 75M followers. Our influencer pool continues to increase.

A one-stop marketing solution that does everything — from casting proper influencers and creating tailored content, to uploading on social media channels.



Inven Global Marketing Solution: Online & Offline Promotions

Solve planning and operating online/offline events all at once. Local events can be held through the operating crew and interpreters.

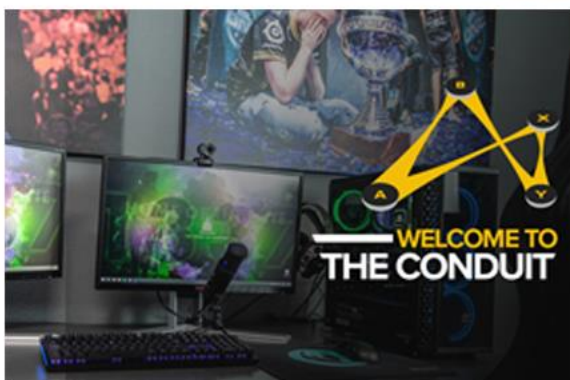
The event news can be delivered to the users that weren't able to participate through lively articles.

Our experience holding many events like our esports conference IGEC, ARCREVO 2019, cosplay events, fan meets, etc., allows us to effectively support your successful arrival on the global market.



Inven Global Marketing Solution: Research & FGT

With professional research labs based in NA (Conduit Research Lab) and Indonesia (2bytes), we provide a game research service in English-speaking countries and the SEA region. We hold FGT/FGIs to provide deep feedback. You can gain and analyze valuable user data to prepare your strategy to expand to the global market.



Inven. Marketing Media Mix Proposal

We propose the following marketing plan to support the success of domestic games on the global market.

*Note: If you ask for a marketing solution with your marketing schedule, region, and budget, we will provide a detailed marketing solution mix.

► EXAMPLE:

Game Info (DB & Simulator)

Constructs and provides game databases such as information on characters, items, costumes, etc., to help the users settle better.

Recommended game media:
INVEN Global

Direct Ads

DAs as well as impactful immersive video ads can be produced and exposed through PC/mobile-focused media and global blockchain media.

Community & Forum

By creating a game community for the users where they can share information and communicate, the users can embrace their fandom and grow their support of your franchise.

Recommended game media:
Fandom

News & Content

Through articles and content that cover the game and economy, we provide high-quality content from pre-launch to draw attention and increase expectations from the users.

Recommended game media:
Fandom, IGN, ProGameGuides, Dot Esports, We Got This Covered, Kotaku, AVClub, VG247, Reedpop, Pocket Gamer, 148APPS

Recommended blockchain & economy media:
Gizmodo, Life Hacker, The Verge, Benzinga, Cointelegraph, The Block, Block Chain Gamer

Influencer Marketing

Build organic hype about your game by casting popular influencers to create and share tailored content with their followers. Utilize trending short form videos to capture your prospective audience.

Recommended influencers:
Myrtle Sarrosa, Abigelic, hajimesah0ge, Anaelic, HutchBucketz, Kinpatsu, Emiru



Media Mix Proposal & Expected Exposure Example

Through the aforementioned marketing activities, you can reach the 1B+ users of game media and 82M+ blockchain media.

Through the influencers on Instagram, Facebook, Tiktok, Twitter, etc., you can reach 16M+ followers.

Category	Media	MV	Products			Package including DA	Special Products
			Ads	Sponsored Content	Social Media Content		
Game Media	Fandom	800M	✓	✓	✓		Wiki, interactive video production
	ProGameGuides	15.3M	✓	✓	✓		Full takeover ads, video ads
	Dot Esports	14M	✓	✓	✓		Full takeover ads, video ads
	We Got This Covered	7.1M	✓	✓	✓		Full takeover ads, video ads
	Gamer Journalist	1.1M	✓	✓	✓		Full takeover ads, video ads
	Attack of the Fanboy	2.6M	✓	✓	✓		Full takeover ads, video ads
	GamePur	5M	✓	✓	✓		Full takeover ads, video ads
	GamePur	12.7M	✓	✓	✓	✓	
	AVClub	10.8M	✓	✓	✓	✓	
	VG247	9.4M	✓	✓	✓		
	Reedpop	90K	✓	✓	✓		
	Pocket Gamer	2.9M	✓	✓	✓		Separate launchpad event to emphasize the game
	148 APPS	380K	✓	✓	✓		
	IGN	100M	✓	✓	✓		
Blockchain Media	Gizmodo	15M	✓	✓	✓	✓	
	Life Hacker	8.6M	✓	✓	✓	✓	
	The Verge	31.8M	✓	✓	✓		
	Block Chain Gamer	180K	✓	✓	✓		Survey possible on specific topics
	Beyond Games	100K	✓	✓	✓		
	Benzinga	14M	✓	✓			
	Cointelegraph	11M	✓	✓			
	The Block	2M	✓	✓			

Influencer	Subscribers				Content
Myrtle Sarrosa	1M	3.5M	700K	230K	Game, Blockchain
Abigelic	470K	540K	2.8M	-	Cosplay
Tea (hajimesah0ge)	64K	-	1.5M	-	Cosplay
Anaelic	145K	14K	308K	42K	Game, Cosplay
HutchBucketz	12K	-	1.6M	-	Game
Kinpatsu	443K	384K	250K	70K	Game, Cosplay
Emiru	581K	-	1.5M	634K	Game, Cosplay

APPENDIX

Global Media Partners

Including, but not limited to:



Fandom MV: 800M

Services : Wiki, Ads, production and distribution of articles/video/social media content

Features : Global's biggest Wiki, a multi-entertainment platform that covers games, movies, animations, etc.



POCKET GAMER MV: 3.6M

Services : Ads, production and distribution of articles/video/social media content

Features : Media specializing in mobile games



IGN MV: 100M

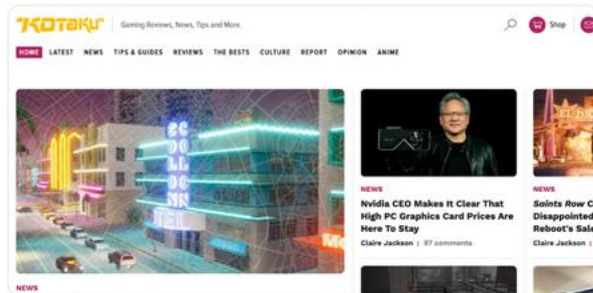
Services : Production and distribution of articles/video/social media content, surveys

Features : Biggest game media in the world



BENZINGA MV: 17M

Services : Ads, production and distribution of articles/branding/video/social media



KOTAKU MV: 13M

Services : Ads, production and distribution of articles/video/social media content

Features : Social/blog-style media that covers subcultures and memes related to games



COINTELEGRAPH MV: 8M

Services : Ads, production and distribution of articles/video/social media content

Features : Blockchain media