



#### MPE Core Business Sectors

**GLOBAL ATL PROMOTION** 

LIVE EVENT

**BRAND ENDORSEMENT** 

**CONTENT MARKETING** 

## MPE Global Business Markets

#### Southeast Asia



INDONESIA



THAILAND



PHILIPPINES



MALAYSIA



SINGAPORE



VIETNAM



CAMBODIA

#### Greater China



TAIWAN



HONG KONG



MACAU

## Others



USA



JAPAN



INDIA

The Leading A-list Asian Celebrity Agency since 2015

## Mission

We are dedicated to maximize the value of our celebrities, partners and brands.

## Vision

The Pioneer of Asian Entertainment Culture.

## Our Story

We are in the belief that entertainment is a gateway to culture since 2015.

We learnt that trust and reputation as the key value and bedrock of our business by overcoming hardships that came from diverse cultures and barriers in Asia.

Hence, we could proudly establish ourselves as the first and only celebrity agency in Asia that truly embraced the spirit and philosophy of super talent agencies in Hollywood.

Now, we are here to maximize your experience.

#### Key Business Features

## Transparent

We secure the most reliable business procedures to provide an accurate rationale for the decision-making of our clients.

## **Data Driven**

We provide consultation for our clients based on bespoke data and keen insights gathered from the global business experiences.

## On the Spot

We support all coordination at the project site of our clients by dispatching our expert agent to guarantee the delivery of promised outcome.

## Versatile

We arrange not only A-list Asian celebrities but also top-tier production and creative teams in Asia based on the needs of our clients.

# Broadly Diversified Business Portfolio by Sector, Market and Celebrity

As of May 2023

Content Marketing

12%

Global ATL Promotion

20%

Brand Endorsement

32%

Live Event

36%

Others

21%

Greater China

33%

Southeast Asia

46%

Others

5%

Actor / Actress

47%

Idol Group

48%

By Sector

By Market

By Celebrity

Completed more than 100+ distinguished projects across the globe with A-list Asian Celebrities.

#### Celebrities



TREASURE



AESPA



(G)-IDLE FIFTY FIFTY



WEI



JACKSON WANG



KIM SEON HO



YOONA



TV Channels



MTV Asia



TRANS TV Indonesia



CH7 Thailand



ABS-CBN Philippines



Astro Malaysia



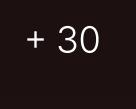
Mediacorp Singapore



abc USA



NDTV India



Press



Billboard



Rolling Stone



Forbes



L'OFFICIEL



NUYOU



MEN'S FOLIO

SEO KANG JUN

+ More



Mint



IDN TIMES

## + 50

#### LIVE EVENT

#### Concerts



ASTRO



SF9



HIGHLIGHT



+ More



Fan Meetings

SONG JOONG KI





SEHUN

Festivals



WE THE FEST



WEEKENDER



ASS



B.I

AOMG







**KV FEST** 



TIGER FEST



## **BRAND ENDORSEMENT**

#### Indonesia



SONG JOONG KI SCARLETT (2 yrs)



SONG JOONG KI BUKALAPAK



LEE MIN HO AZARINE (2 yrs)



PARK HYUNG SIK AVOSKIN



SEHUN WHITELAB



NCT DREAM SOMETHINC



HAN SO HEE SOMETHINC



TWICE SCARLETT (2 yrs)



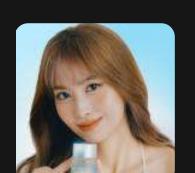
ITZY ULTRAMILK



RED VELVET

AZARINE

Philippines / Thailand / Singapore/Malaysia/Global



MOMO MET THATHIONE



HAN SO HEE



CHA EUN WOO



HAN SO HEE



PARK HYUNG SIK



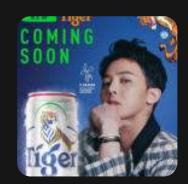
PARK SEO JUN

SUGA World Tour BLACKPINK World Tour

Sponsorship



CHA EUN WOO



G-DRAGON TIGER BEER

## CONTENT MARKETING

#### **Magazine Covers**



JUNG HAE IN

B.I



YOUNGJAE

LEE JE HOON



+ More

Sponsorships/Exhibitions/Streamings



BTS Yet To Come Sponsorship

BLACKPINK

Exhibition

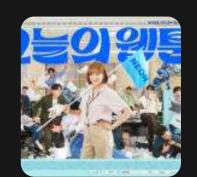


Who is Princess? OTT Streaming

Sponsorship

SUGA | Asust D

Drama PPLs



Today's Webtoon



## FOR CELEBRITIES

## ATL GLOBAL PROMOTION

Partnering with local/global major TV, magazine and press channels.

## ALBUM/MD SALES

Partnering with local distributors including album marketing and video call events.

## LIVE EVENT

Partnering with local promoters and brands for the concert, festival and fan meeting.

## BRAND ENDORSEMENT

Partnering with local/global brands for ambassador, appearance and sponsorship.

## CONTENT MARKETING

Partnering with local/global OTT platforms including acquisition, PPL and promotions.

## MUSIC COLLABORATION

Partnering with local/global, celebrities for composing, featuring and MV appearance.

## THE ESSENTIALS OF MPE CELEBRITY VALUE CHAIN

10+ 120+

Available Countries Specialized Partners

Around the globe.

#### FOR PROMOTERS



## FOR BRANDS



## MPE Featured In The Media



**Billboard** 

