



HANDY KEYWORD.

MOBILE GAME TOTAL SERVICE AGENCY From 2000

For 23 Years

Focused solely on

Mobile Games

 $QA \cdot Management \cdot Translation \cdot Marketing \\ With Experts$



Company that shares dreams and enthusiasm.

Enjoying and working in the field that you are truly interested in. I think that's what passion is.

Even if it's not as much as the dreamy, passionate period of adolescence, we must always carry passion in our hearts.

Handy Communications is a company with outstanding skills and know-how that has been walking the single path of mobile game communication with dreams and passion as capital since 2000.

We want to share our dreams and passion with many people and take a leap forward.

> Doo-hyun Baek CEO

HANDY OVERVIEW.

COMPANY Handy Communications Co., Ltd.

CEO Doo-hyun Baek

ESTABLISHED November, 2000

BUSINESS AREA QA, Service Management,

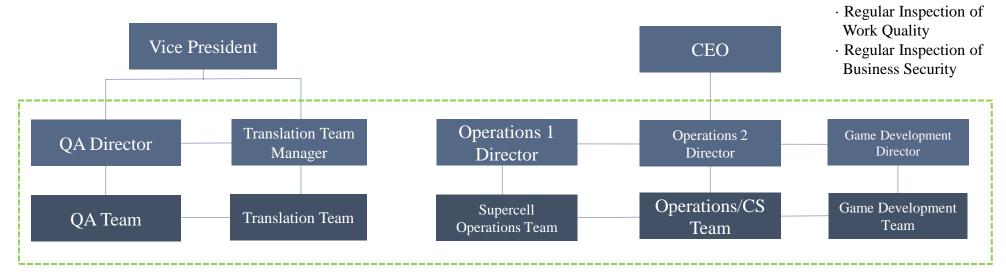
 $Localization \cdot Translation, Marketing \\$

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WEBSITE <u>www.handy.co.kr</u>





QA Part

- Function QA
- FGT QA
- Contents QA
- Compatibility QA
- Market Inspection QA
- Live QA

Translation Part

- $KOR > ENG \mid ENG > KOR$
- CHN (Simplified / Traditional)
- JAP
- CHN/JAP > KOR
- KOR > CHN/JAP

Supercell Operations Part

- Monitoring/Restriction
- Event Plan/Proposal
- Contents/Creatives
- Official Café Operations
- Official Facebook Operations

Publishing Part

- Game Industry
Trends Investigation

External Operation/ CS Part

- Monitoring/Restriction/CS
- Event Plan/Proposal
- Official Café Operations
- Official Facebook Operations

Game Development Part

- Mid-core Game Development
- Market Policy Research
- Google/Apple SDK Review

QA Team 20, Supercell Management Team 8, Translation Team 7, Business Team 25, Development Team 15 | Total: 75 People

HANDY HISTORY.

BRAWL KINGROM HERO

2020

2021

2022

Operations of Supercell 'Brawl Stars' in Korea QA / CS for Every Game of Mobirix

- Busan QA package support project (QA and translation for 10 companies)
- Operation of 3 Supercell online game competitions
- (Clash of Clans / Brawl Stars / Clash Royale)
- Korean community management of Supercell's 「Brawl Stars」, 「Clash Royale」
- QA / Operation of LINE Games' \(\text{Missing Hero} \)
- QA / Operation of Plarium's \(\text{Mech Arena} \)
- QA / Operation of Scopely's 「Marvel Strike Force」
- Annual consignment of Mobirix's mobile game quality assurance (QA)
- Operation of 3 games of Kingnet, a Chinese game developer
- Translation and business cooperation of Chinese Kings Group \[State of Survival \]
- Translation and QA of 5 games for Chinese ULU Games
- Translation and QA of 2 games for Chinese Electric Soul
- Operation/CS/marketing/translation of Plarium's 「Mech Arena」







HANDY HISTORY.

2019



Annual operation service of F Brawl Stars (produced by SUPERCELL) in Korea

- Consigned QA business of Full Moon _ produced by EYOUGame
- Annual operation service in Korea of ^T Boom Beach _J produced by SUPERCELL
- Annual operation service in Korea of ^{Clash} Royale _{produced} by SUPERCELL
- Consigned to localize and translate for mobile games produced by ULUGames.
- Consigned to do QA business for \(\text{Ariel} \) produced by EYOUGame
- Consigned to do annual QA business for mobile games produced by Mobirix

2018



Signed operation contract with \ulcorner Defence Avenger \lrcorner produced by FantaWing

- Consigned to do QA business for \ulcorner Vision M $_{\bot}$ produced by WildStone
- Acted deputy for offline FGT of Japan mobile game produced by Jcoms
- Annual operation of 「I Love Fashion」 produced by BluePie
- Consigned to do QA business for \lceil KingdomHero \rfloor produced by Neowiz
- Annual operation service in Korea of T BoomBeach J produced by SUPERCELL
- Annual operation service in Korea of \lceil Clash Royale \rfloor produced by SUPERCELL
- Consigned to do annual QA business for mobile games produced by Mobirix
- Annual operation of $\ ^{\lceil}$ GameBox $_{\rfloor}$, the pre-booking platform created by NHN.Ent
- Consigned to do annual QA business for mobile games produced by ClaeGames

HANDY HISTORY.

2017 2016



Annual operation of Supercell Clash Royale Korean service

- Annual operation service in Korea of T BoomBeach J produced by SUPERCELL
- Signed the contract to operate $\ ^{\lceil}$ Shadowverse $\ _{\rfloor}$ in Korea, produced by Cygames
- Directed creator contents for ^{Clash} Royale _J, produced by SUPERCELL
- Signed the QA-Operation contract for FreeStyle 2_J, produced by Changyou
- Annual operation of $\lceil GamBox \rfloor$, the pre-booking platform created by NHN.Ent
- Singed the QA contract for mobile games produced by New.F.O
- Annual operation of mobile games produced by Mobirix, in Korea · Global
- Annual consignment of QA-Operation for mobile games produced by Mobirix

2015 2014



Annual operation service of \lceil Boom Beach \rfloor (produced by SUPERCELL) in Korea

- Annual operation service of F Bubble Bubble for Kakao produced by Skonec
- Annual operation service of Fuzzle Bubble for Kakao produced by Skonec
- Acted deputy for viral marketing of 3 mobile games, produced by CJ Netmarble
- Annually acted deputy for pre-launching campaign of mobile game, produced by Kunlun Korea
- Campaign launch for \ulcorner Summoners War \lrcorner produced by Com2us
- Campaign launch for mobile games produced by Daum Kakao
- : Managed the pre-booking of 3 mobile games produced by Party Games in 3 nations

3/4



HANDY HISTORY.



2000





Annually acted deputy for mobile game promotion, produced by Kunlun Korea

- Acted deputy for pre-launching promotion of mobile games produced by Changyou Korea
- Operation · Viral Marketing of mobile games produced by Gamevill
- Viral marketing of $\ensuremath{\,^{\lceil}} I$ Love Coffee $\ensuremath{\,^{\rfloor}}$ produced by Partygames
- Selected for acting deputy of marketing business for IGA Works CPI
- Selected for acting deputy of launching and promoting $\lceil Olleh \ Market \rfloor$ from KT
- Selected for acting deputy of launching and promoting $\lceil T\text{-Store} \rfloor$ from SK
- Viral marketing of internet mobile games produced by Neowiz
- Signed the contract to manage and operate a Naver café for Nexon Mobile
- Opened a community site for smart phone games, named Touch Play |

Opened the first mobile game community domestically, named 「Handy Game」

- Signed the contract to operate \lceil Game Evaluation Team \rfloor in LG Games
- Annual operation of KT's mobile platform, 「GPANG」
- Annual operation of Ntreevsoft's mobile games
- Established the alliance with PARAN to supply DB of searching mobile games information
- Acted deputy of building and operating KT mobile platform
- Established the alliance with SKT 「Nate Game」 to supply DB of searching mobile games information
- Annual operation of SK Networks' mobile games
- · Company name changed to 'Handy Communications, Inc.'
- Established the alliance with Daum 「Phone World」 to supply DB of searching mobile games information
- Established the alliance with Nate \[Phone World \] to supply DB of searching mobile games information
- Built DB about mobile game play videos and serviced them
- Incorporation of Handy Game, Inc.



QA

Service Management

Localization · Translation

Marketing · Consulting

For Mobile Games

Since 2000

Starting with Daum Café GVM with 400,000 members, we opened Handy Game, the first mobile game community portal in Korea, and shared more than 3,000 mobile game community operating experiences over 19 years.

Developing · Launching · Maintaining Game Service!

Even in a perfect game, customers may leave due to aspects that are neglected. We are with you every moment from game development to launch and maintenance.

19 Years of Mobile Game Know-how!

We are a partner that plays a role in communication between game companies and users through customized analysis and suggestions based on skilled professionals and accumulated know-how.

BUSINESS AREAS.



Quality Assurance

Quality assurance (QA) support through specialized step-by-step analysis and verification according to game characteristics



Language QA

LQA support for high-quality localization, such as in-game translation and transcription error correction



Operation Management

Operational management (GM, CM, CS) support for stable game service through user · trend analysis



Game Consulting

Optimal consulting support through a step-by-step strategic process from market inspection and operation policy establishment to operation management



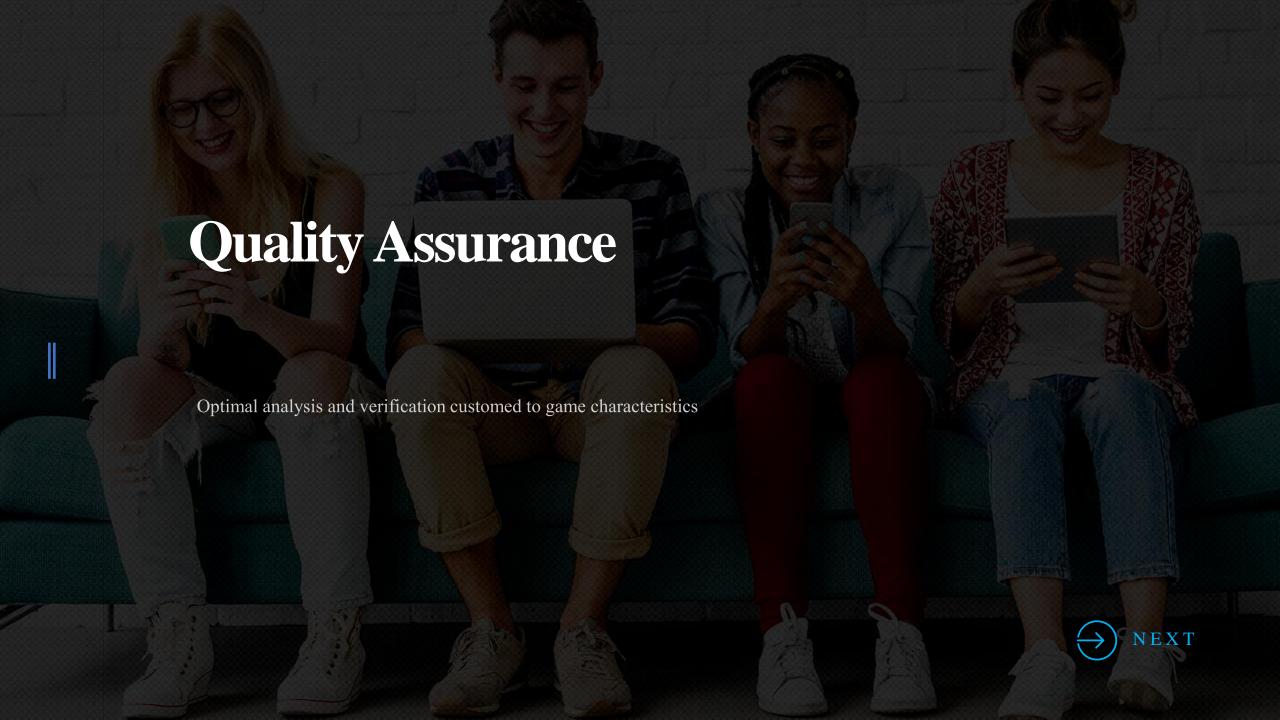
Translation

Successful global service support with natural translation and review by experts optimized for the local culture



Real Marketing

Data targeting and performance-based IMC marketing support that enhances user quality at each marketing stage



QA

Quality Assurance.

Objective

Based on TC design specialized for service games such as genre, platform, and network environment, support for content quality improvement through step-by-step issue element analysis and verification

Major Tasks

Function, compatibility, device, network, security, content balance, FUN, FGT, BM design, market review, maintenance, update, other build tests and live server monitoring, etc.

Task Result

Along with quantitative verification, qualitative analysis such as UI, UX, content balance, FUN, BM, etc., and enhancement of content quality through improvement proposals, and consequent improvement in qualitative satisfaction.

QUALITY ASSURANCE.



Function QA

Risk management through analysis and verification of stability deterioration and issue factors

- Test case (TC) design
- Full functional test
- Optimization test



Compatibility QA

Service quality assurance through compatibility and stability verification for each environment

- Device/OS compatibility test
- Device/OS optimization test
- · Network stability test



Contents QA

Improve content satisfaction through quantitative and qualitative analysis and verification

- FUN test / FGT
- · Contents balance test
- BM analysis & improvement proposal



Maintenance QA

Stable service support such as market inspection verification, update, and maintenance

- Store (market) featured inspection
- Inspection, update test
- Monitoring live server

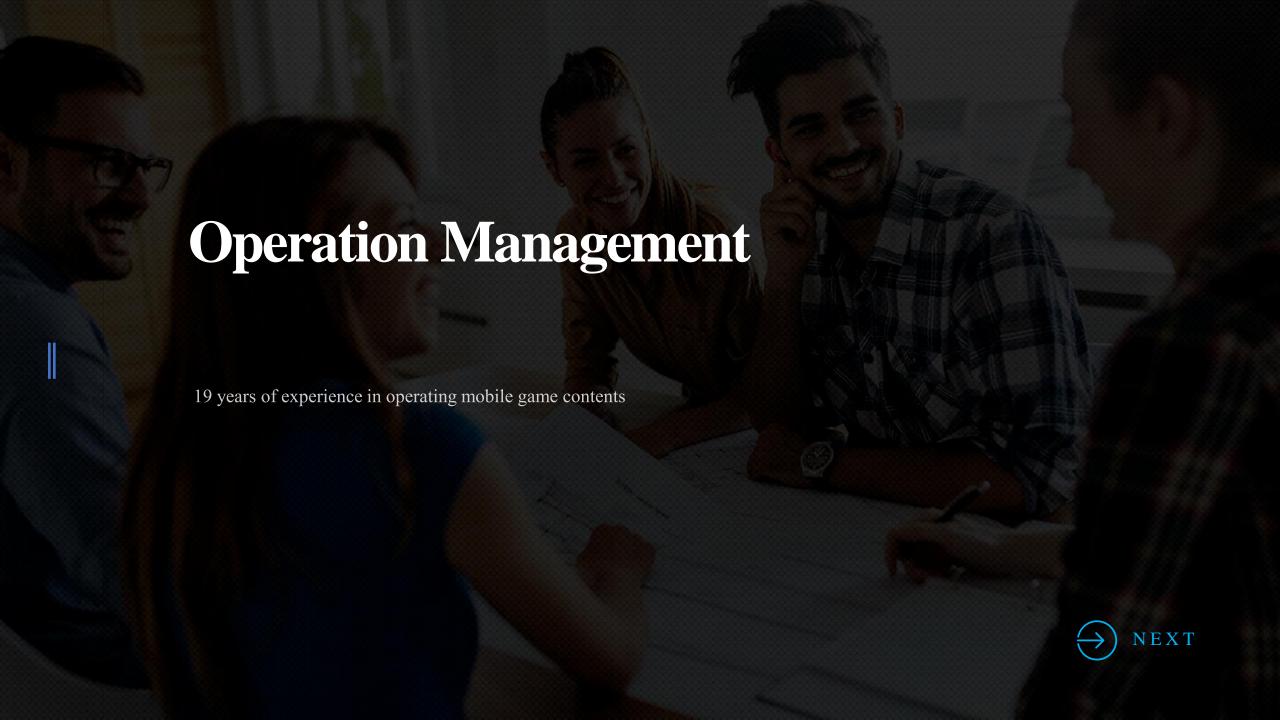
Optimal Quality Assurance Service



- Guaranteed input of PC/Mobile Game QA experts
- Optimal QA service support through analysis and verification specialized for serviced games
- Provides customized QA that partially selects essential QA services
- On/offline BETA, FGT can be conducted through real users
- Outstanding cost efficiency through flexible manpower management according to issues

WORK PROCESS.





Operation Management

Operation Management.

Objective

Establishment of operational strategies to maximize fun elements of games and provide stable services through market trends, user trends, and VOC analysis according to game characteristics

Major Tasks

Operational strategy and policy establishment, monitoring, notification/failure response, event planning and proposal, content planning and proposal, indicator management and analysis, VOC collection and analysis, customer support (CS)

Task Result

Through operational strategies specialized for game characteristics, we seek to improve the quality of service operation and increase satisfaction, and to continuously derive fun elements of games and support defense against risk factors.



OPERATION MANAGEMENT.









Operation Management

Customized operation service specialized for game characteristics and user propensity

- Announcement/failure response
- Community, creator management
- Monitoring/VOC indicator analysis/reporting

Strategy Proposal

Various proposals and execution through game and user trend analysis

- Establishment of operational policies and strategies
- Idea meeting, content suggestion
- Event/promotion planning and proposal

Customer Management

Customized customer management service to strengthen PLC and improve satisfaction

- Customer consultation and response (CS)
- Analysis of community and trends
- Content creator care

Customized Designing

Custom design, event, content design production according to the game concept

- Custom design for each channel
- Design for event banner · poster
- Design for creative contents



Best Professional Operating Services



- Guaranteed input of game operation experts
- Customized operation of channels such as Naver Cafe, Facebook, and Instagram
- Analysis and suggestions for competitive game trends, user trends, and user needs
- Support for creator care, content planning, and suggestion services
- Outstanding cost efficiency through flexible manpower management according to issues

Operation Service

WORK PROCESS.

Meet Plan Work Result Maintenance Proposition for contents Project confirmation • Establishment of operation Establishment of operation manual Monitoring community strategies Discuss the method of strategies ■ Contents · events implementation Analysis · report of user's trend Proposition for quarter progression Contents proposition strategies





Localization/ Translation.

Objective

Support successful launch in service countries with high quality localization by maximizing linguistic accuracy and cultural linkage of service games

Major Tasks

Translation (Korean, Chinese, Japanese), game and script analysis, language correction and quality inspection, terminology management, game-related data translation, LQA, Korean localization service consulting

Task Result

Promote improvement in localization satisfaction of service games through high-quality translation and inspection, LQA process, and systematic project management support to manage the level of accuracy and consistency of translation



LOCALIZATION/TRANSLATION.









Game Translation

Custom translation by a dedicated team of native speaking experts with extensive game localization experience

- Translation (KR, EN, CN, JP)
- Glossary production/review

Localization Consulting

Game data localization consulting support for high-quality service

- Optimizing market contents in servicing nation
- PR, marketing data translation

LQA

LQA (Language Quality Assurance) for high quality service

- Terms embellishment, UI Inspection
- Quality verification of local culturalization

Consulting for Service in Korea

Localization consulting and service operation for entering the Korean market

- Korean localization consulting
- Korean service operation agency



High-quality Game Localization Service



- Efficient translation support by checking the number of pure translation characters
- Custom localization by a dedicated team of localization and publishing experts
- Support localization optimization of market and marketing materials for localized games
- Free basic UI translation service and additional maintenance (additional revision reflected)
- Localization, operation, CS, QA, and marketing services for entering the Korean market



WORK PROCESS.







Marketing/ Consulting.

Objective

Establish an appropriate KPI-based strategy considering the trend of each marketing stage to strengthen target user acquisition in advance, promote brand boosting, and optimize inflow and retention rates

Major Tasks

Pre-launch customer acquisition, chart boosting (CPI/CPV/CPA), UA (market review management/featured strategy), branding (CPinstagram/CPL/CPYoutube), influencer, marketing material production agency

Task Result

Establishment of media strategy at each stage of marketing and retention through data-based targeting, omni-directional target user expansion through media optimization, PLC management, UAC, and In App Action efficiency enhancement



MARKETING/CONSULTING.









MOBILE Marketing

Maximize user retention from pre-launch and inflow to post-launch

- Pre-promotion
- Rank boosting(CPI/CPV/CPA)

UA Marketing

Organic user acquisition strategies and optimization solutions to increase retention

- Market rating/review optimization
- Featured strategy

BRANDING

IMC marketing solution for PLC maintenance and branding establishment

- Branding(CPInstagram/CPL/CPYouTube)
- BTL/influencer marketing

Creative Agency

Marketing planning/strategy proposal and agency service for producing various advertising materials

- Marketing consultation
- Creating materials for marketing contents



Real Marketing Based on Customized Performance



- Establishment of marketing strategy through data-based targeting
- Securing large-scale user inflow at the time of launch by maximizing pre-acquisition
- Charts and brand boosting solutions to strengthen retention and PLC
- Optimize user quality by converting seed users to core users
- Promoting organic user acquisition and optimizing UAC, IN APP ACTION



MKT MEDIA STRATEGY.





Portfolio

MECH ARENA

Client Plarium

Date May 2021 - Ongoing

Work Management of Korean Community

Market Description (ASO)

Management of Creator Support

YouTube Contents Planning · Production

CS / Marketing / FGT / PR / Translation





나만의 메크 군단!





ARENA

친구와 함께 팀플레이!



다양하게 꾸미는 커스터마이징!

무궁무진한 무기 조합!



Portfolio

MARVEL STRIKE FORCE

Client Scopely.

Date May 2021 - Ongoing

Work Management of Korean Community

Management of Creator Support

YouTube Contents Planning · Production

Web Design

Translation, etc.





SUPERCELL LOUNGE

Client SUPERCELL Oy.

Date July 2019 ~ Ongoing

Work Participate in contents strategies for Supercell Lounge

Make video contents about Supercell Lounge

CS operation of Supercell Lounge



SUP ERC ELL LOUNGE

슈퍼셀 라운지 공식오픈













BRAWL STARS

Client SUPERCELL Oy.

Date December 2018 ~ Ongoing

Work Operational management for Korea community

Creator support and management

On & Offline events/tournament planning & operation

Recruitment and management of influencer for On & Offline

events















13일(금) 오후 5시부터 16일(월) 오후 5시까지 세계 최고의 브롤스타즈 팀이 부산 지스타에서 결정된다!



환희와합성이 밀려오는 해운대로 이 기분을 초대합니다!





CLASH ROYALE

Client SUPERCELL Oy.

Date February 2016 ~ Ongoing

Work Operational management for Korea community

Creator support and management

On & Offline events/tournament planning & operation

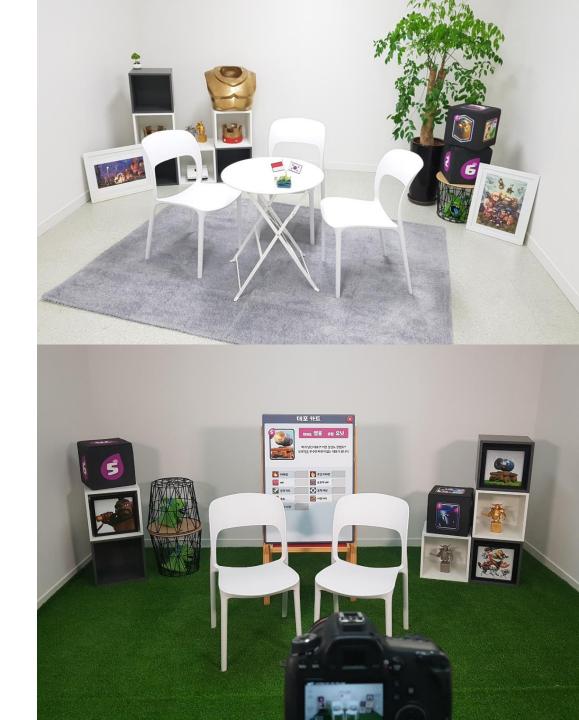
Planning & creating contents for Youtubers



Clash Royale Creator Challenge

Planning support project for helping creator making contents, Taking charge of filming, editing and setting studio/props

#1.	Update Contents 1 : Night Witch's Request		
#2.	Collaboration between Indonesiam & Koream creators	(KOR)	
		(INA)	
#3,	Creator Challenge 1 : Buldak Noodles Battle		
#4.	Creator Challenge 2 : King Dice Battle		
#5.	Update Contents 2 : Cannon Cart Challenge!		
#6.	Creator's Summer Vacation Part 1		
#7.	Creator's Summer Vacation Part 2		
#8.	Creator's Summer Vacation Part 3		
#9.	Creator's Summer Vacation Part 4		



CLASH OF CLAN

Client SUPERCELL Oy.

Date June 2019 ~ October 2019

Work KOREA CHAMPIONSHIP operation

YouTube real-time live operation for the championship



BOOM BEACH

Client SUPERCELL Oy.

Date November 2015 ~ Ongoing

Work Operational management for Korea community

Creator support and management

On & Offline events/tournament planning & operation



BOOM BEACK

Special Event for Korea



SUP



단 하나의 왕좌를 위한 전투



클래시 로얄 리그 아시아 개최를 기념하여 열리는

대규모 클랜 토너먼트



SUP ERC ELL

CREATOR OASIS

세계적인 유튜버 Chief pat(치프팻), Nickatnyte(닉앳나이트), Orange Juice(오렌지주스) 그리고 한국의 크리에이터들과 함께한 슈퍼셸 크리에이터 오아시스! 슈퍼셸 게임을 즐기고 있는 플레이어들에게 더 재미있는 컨텐츠를 선보일 수 있도록 함께 모인 현장을 만나보세요



SHADOWVERSE

Client CYGAMES

Date December 2016 ~ March 2017

Work Operational management for Korea community



FREE STYLE 2: FLYING DUNK

Client CYOU KOREA

Date April 2016 ~ August 2017

Work Operational management for Korea community

CS for Korea service

Pre-OBT operation for Korea service

Function/Compatibility QA for Korea service



ZINSAMKOOK + 18 MORE GAMES

Client KUNLUN KOREA

Date March 2013 ~ February 2015

Work Operational management for events and community

Pre-launch marketing for Korea service

Designing and establishing pre-launch marketing for Korea

service event page

Designing and establishing brand event page

Operated Games

Armed Heroes, Dark Hunter, Legend of King, Chunshin Online, Munpa

Munpa(including for Kakao)

Zinsamkook(including for Kakao) and 10 more games













I LOVE PASTA AND 9 MORE GAMES

Client PATI GAMES

Date September 2014 ~ September 2015

Work Global pre-registration event page establishment

Operated Games

I love pasta, Minimon Masters, Mudolsamgook

Event page establishment except pre-registration

Operated Games

Sheep Farm for Kakao, Mudolsamgook, Dragon Heroes, Go hero, Dragon Party,

Toy Battle, SD Gundam Battlestation,

Socialsamkook





BUBBLE BOBBLE FOR KAKAO

Client SKONEC

Date September 2014 ~ October 2016

Work Operational management for official community

CS management

Pre-launch marketing for Korea service

Designing and establishing pre-launch event page



PUZZLE BOBBLE FOR KAKAO

Client SKONEC

Date July 2015 ~ October 2016

Work Operational management for official community

CS management



Localization Translation





Dragon Guard



Reverse World



Stella Saga



City and Fighter



Waho



Age of Magic



Sskingdom



Ilgitosam



Monster: Final weapon



3KB



Mu Origin



Mu Origin 2



Mu Ignition



Sokdf



Worldwar Ships



Shenwuyue



Age of Ring



Crow



Saint Seiya



Blaz Blue

• Translation including UI, system message. Script polishing operation

MORE PROJECTS.





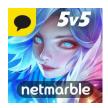










































100+ **MORE**

