



MAGICBEAN GAMES

Company Introduction

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MAGICBEAN GAMES is...

Magicbean Games, born in 2009 as 'Magicbean' and incorporated in 2016, crafts high-quality board games that spark learning and fun. Our diverse portfolio spans home entertainment, educational tools for schools and nurseries, and engaging programs for teenagers and infants. We also create impactful "functional" games for companies and organizations, fostering employee development and policy understanding.

Name of Company MAGICBEAN GAMES Co., Ltd

Date of Business Establishment 2016. 3. 30

Name of Representative Hwang Younsu

Taxpayer Identification No. 198-86-00427

Business Location 2F, 24-17, Baekjegobun-ro 7-gil, Songpa-gu, Seoul, Republic of Korea

Item of Business Boardgame & Software Development
Educational Program Development

Where everything you imagine becomes a game! Magicbean Games is creating a future.

Magicbean Games began as "Magicbean" on November 1, 2009, fueled by a strong desire to craft a board game that sparked family laughter. The joy of that snowy day is still vivid – seeing those first plaster blocks, built with grit and sawdust, emerge just as the world outside turned white. It was the perfect beginning, a testament to the playful spirit that still drives Magicbean Games today.

Our time spent alone, fueled by our passion for board games, has now become our story of creating joy together. A place where people who love to create and mingle gather to make a game of everything they imagine.

This is the management philosophy, ideology, and goal of Magic Bean Games.

CEO Younsu Hwang



Our History

- 2023**
- 12. The board game "Magic Stone" was commissioned by Smilegate for their new employee core value education.
 - 11. Released "Silla: The Smile of a Thousand Years".
 - 10. Signed a business agreement with DIVEXR to build a virtual reality board game platform.
 - 6. Signed a business agreement with UTPlus Interactive to build a board game in the metaverse.
 - 5. Signed a collaborative research agreement with Hanseo University.
 - 5. Signed a collaborative research agreement with Korea National University of Media Arts.
 - 5. Signed a business agreement with Gomi play.
 - 5. Released "Segongsa".
 - 4. Signed a collaborative research agreement with Dong Seoul University.
 - 4. Signed a business agreement with Hong Kong BIRDSNK.
 - 1. "Hangeulnal" was adopted as a training aid for Korean language classes at YTK Global Language in Belgium.
 - 1. **Patent registered for "a board game and method for making words using theme cards" (No. 10-2487425).**

- 2022**
- 12. Signed a business agreement with Jeonju University Convergence and Open Sharing System committee.
 - 9. Signed a business agreement with Home for You Touch Co., Ltd.
 - 9. Released "Hangeulnal".
 - 7. Released five distinct editions of "Bboguri's five continent tour of the world".
 - 7. Produced educationally-Linked Board Game "Dongjak Rainbow"
 - 6. for Seoul Dongjak Gwanak District Office of Education.
 - 2. Produced educational ecosystem belt development game "Supoolro Maker" for Korea Environment Conservation Institute.
 - 2. Launched a preparatory college course for the Game and Video Production Department at Gachon University. Signed an Industry-academic collaborative research agreement with Dongyang University.

- 2021**
- 12. Developed board game "Every corner, Dobongbong" for Duksung Women's University & Dobong Cultural Institute.
 - 12. Developed unification education board game "Unified Rainbow" and one other game for the National Institute for Unification Education.
 - 10. Developed four other nuclear education board games, including "Nuclear Understanding Promotion", for the Korea Atomic Energy Research Institute.
 - 9. Signed a cooperative agreement with Chungkang University of Cultural Industries.
 - 7. Developed a textbook board game for the Department of Convergence Contents, Chung-Ang University.
 - 7. Delivered a special lecture on "Verifying Fun Using Paper Prototypes" at the NCSOFT employee training.
 - 5. Served as an advisor to a team of students participating in a university competition for traditional culture-based content sponsored by the National Institute of Korean Studies (winning the Excellence Award and Encouragement Award).
 - 2. Signed a cooperative agreement with Gachon University.

- 2020**
- 8. Produced "Patriotic Spirit" for Seoul National Cemetery. Produced financial education board game for children "Financial Education" series
 - 7. for Financial supervisory service & ETONE+EDU.
 - 5. Released "Corsair".
 - 5. Released "Vaccine Lab".
 - 5. Served as an advisor to a team of students participating in a university competition for traditional culture-based content sponsored by the National Institute of Korean Studies (winning the Grand Prize).

Our History

- 2019** ●
 - 12. Produced "Language Marbles" for the National Youth Training Center.
 - 10. Produced in-house training board game "Let's communicate! Customs law" or the Customs Human Resources Development Institute.
Produced teaching aids board game "Safety Package Set"
 - 10. for the Korea Atomic Energy Research Institute.
 - 9. Produced board game linked to the learning cartoon "'First place in science, first place in liberal arts" for BOOK21.
 - 7. **Patent registered for "Binary Education Board Game System and Method"(No.10-2487425).**
 - 7. **Patent registered for "Signal Combination Education Board game system and method"(No.10-2487425).**
 - 6. Produced social studies-linked board game "Dongjak hara!"for Seoul Dongjak Gwanak District Office of Education.
 - 5. Released "Code Talk".
 - 1. Produced "Village Coin" for art center nabi.
- 2018** ●
 - 12. Signed a cooperative agreement on coding education and business with the Code Club Korea
 - 7. Committee and the Korea Software Industry Association.
 - 4. Conducted "2018 Content-IP Collaboration Project Creation Support Project"
 - 2. for KOREA CREATIVE CONTENT AGENCY
Released "I am a board game designer" kit(Nabojak).
Conducted "Education Support Project for Board Game Utilization"
for Busan IT Industry Promotion Agency
- 2017** ●
 - 10. Developed a dedicated textbook for "UNPLUGED" series
 - 8. Developed "Nolko" the Coding Basic Education Textbook (total of 12 books)
 - 8. Produced of the convergence coding textbook "I-Map" for kindergarten and nursery school(for ages 5 to 7).
 - 8. Produced mathematics education board game "Genius Mathematics 1258", etc.
 - 6. for Sogang University
 - 6. Released "UNPLUGED" series for smart table
- 2016** ●
 - 12. Released five distinct editions of "Unplugged", the basic coding education board game series.
 - 10. Released "Dosirak", "Tong", "Black Rubber Shoes: a roundabout of the neighborhood".
 - 7. Supplied video Lectures for "Board Game Development and Educator Training Program".
 - 6. for KBS Media.
 - 3. Released "Sixteen".
Established "Magicbean Games Co., Ltd." and certified as a Venture Company.
- 2015** ●
 - 6. Released "Egg Add", which was selected to receive support at the
 - 4. "SBA competition to produce functional games". Released "Bboguri's world tour".
- 2013** ●
 - 5. Released "Potastar" Launched.
- 2012** ●
 - 5. Released Trash Recycling Educational Board Game "Collection".
- 2010** ●
 - 11. Received the Excellence Award at the Korea Game Awards
- (Minister of Culture, Sports and Tourism Award)
 - 11. Received the Best Popular Game Award at the Korea Game Awards
- (Korea Game Industry Association President Award)
 - 5. Received the 2010 April Excellence Game of the month.
- (Minister of Culture, Sports and Tourism Award)
 - 3. Released "Shake Shake".
- 2009** ●
 - 11. **Establishment "Magicbean"**

**So that anyone can laugh,
So that it's easy to learn and add wisdom.**

At Magic Bean Games, we craft more than just games; we craft laughter-filled moments where people connect and compete. Learning blossoms through captivating adventures in our game-based education, equipping you with the wisdom of self-reflection and insightful decision-making. But the fun doesn't stop there! We believe high-quality, playful content can sprinkle joy into every corner of your day, from board games bursting with camaraderie to mobile apps that tickle your funny bone.

anyone

can laugh

can easily learn

can add wisdom

by

MAGICBEAN GAMES

Core Value



PASSION

The potential to lead change
while doing what you love



VALUE

The power to innovate
while doing what you're good at



PLEASURE

To be able to relax
and laugh together

Development capabilities
accumulated from the experience
of developing more than 100 board games

From family board games to commissioned board games for institutions and businesses, we have the best board game development capabilities in Korea, with over 100 types of development experience, from planning to production.

Gamification education
design for education and promotion
using games

We can deliver the values that customers want, such as education in coding, mathematics, languages, environment, teacher training, employee training, and policy promotion, in a fun and easy way by turning them into games.

**Ensuring high quality
and safety** through in-house
production and management.

We maintain high quality and safety, which are very important for board games that are touched by hand, through in-house production facility operation, rigorous management, and KC/CE certification.

Major Business Board Game Development

**So that anyone can laugh, learn easily,
and add wisdom. We create board games
in various genres.**

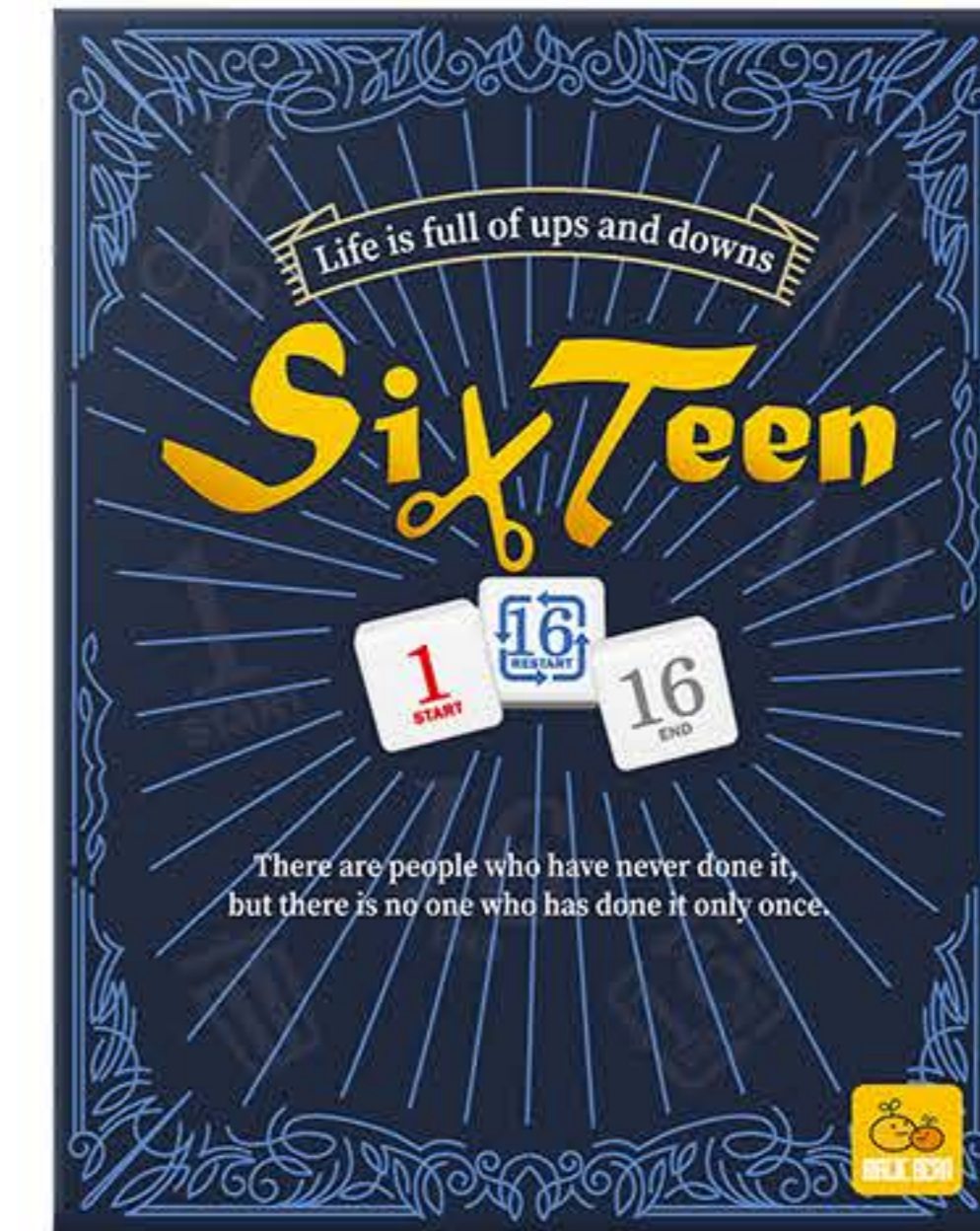
We create a variety of board games that can be used in a wide range of fields, including family-friendly board games, educational board games and educational programs for teenagers and young children, and functional board games for employee training and policy promotion for institutions, companies, and organizations. We deliver the values that customers want in a more fun and easy way by translating them into games.

#Board Games of various genres

#Functional board games

#Commissioned board games

#Board game proxy production



Major Business

Digital Board Game Development

Board games enjoyed in various environments.
Development of **Digital board game** software.

We produce board games as digital software so that they can be enjoyed in a variety of digital environments, including smartphones, smart tables, and VR devices. We create board games that can be enjoyed and learned in a fun and easy way, anytime and anywhere in the digital environment.

#Board Game App for Smartphones

#Board Game App for Smarttables

#Board Game App for VR devices

#Metaverse Board Games

Educational programs and education

We develop **educational programs using board games** and provide training and education for instructors.

We develop educational programs using board games for a variety of purposes, including coding, math, language, and cognitive development. We also operate a board game instructor certification course to train professional instructors. We conduct board game-based education in a variety of fields, including after-school classes, secondary school curriculum-linked education, corporate and institutional employee training and policy promotion.

#Development of educational programs using board games

#After-school class in elementary school

#Education linked to middle and high school curriculum

#Corporate and institutional employee training

#Running a certificate course for board game instructors



Major Business

Training for Game Design & Gamification

We **discover and support new talent** through game design education and consulting, competition management, etc.

We provide game design and production consulting, gamification design and big game development for university students and the general public. We also offer game design-related courses for game-related departments in universities. In addition, we discover new talent through student board game competitions and content competitions, and support education and product commercialization launches for employment and entrepreneurship.

#Game design consulting

#Design of gamification education in various fields

#Lectures on game design in the university

#Operate board game design contest and commercializing



Main Products

Board Games

Board games in various genres



Sixteen
Abstract strategy
/ Tile laying



Code Talk
Abstract strategy
/ Tic-Tac-To



Egg Add
Memory / puzzle



Segongsa
Strategy / Tile Matching



Shake Shake
Strategy, Balance
/ building blocks



Shilla
: Smile of 1000years
Action Point
/ Building&Management

Educational Functional games for coding "UNPLUGGED" series



Signal
Basic Training
for Algorithm



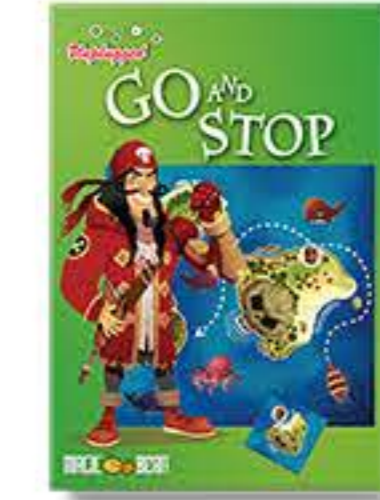
Pop Corn
Basic Training
for Computer Language



Z.I.P
Data compression
& uncondensing



Agent 12
Computerized
Terminology



Go&Stop
Computer Interaction



Dung
Data Searching

Custom Board games



Let's communicate!
Customs law
Customs Human Resources
Development Institute



Atomic Jam
Korea Atomic Energy
Research Institute



Patriotic Spirit
Seoul National Cemetery



Village Coin
art center nabi



**1258 the Magic
of Mathematics**
Sogang University



Language Marble
National Youth Center
of Korea

Digital Board Games



Let's code while having fun!!
Coding learned through games
and play “Nolco”.

“Nolco” is a digital coding education program based on our UNPLUGGED coding education board game series and play. It consists of a digital board game that covers the process from the basic principles of computers to programming, making, and computational thinking. It is a systematic digital education content developed by applying games and play to education for children, from preschoolers to elementary and middle school students.



를 2진수로 만들었나요?



게임으로 배우는 컴퓨팅 사고력



로봇을 만들려면 어떻게 해야 할까요?



중복되는 패턴을 찾아서

Facilities in Possession

We produce high-quality board games with our own production facilities and strict management.

We have our own production facilities, including UV printers, Thompson machines, and shrinkers. We produce our products under strict management to ensure quality, reduce manufacturing costs, and shorten production time. All processes, except for wooden parts, are carried out in Korea, ensuring high quality and fast customer service.



Facilities	Size	Quantity	Year of purchase
Thompson(for Box)	All	150	2012
Thompson(for Card)	All	200	2012
Thompson(for Tile)	All	100	2012
Thompson Press	980X600	1	2014
Shrink wrap machine		1	2014
Shrink Dryer		3	2014
Pad Printer		1	2016
Conveyor		1	2016
Mold		80	2009

Intellectual Property Rights



Venture business certification
2023.1.11



Patent No.10-2002555
Board Game for Binary Education



Patent No.10-2003668
Board Game for Signal combination Education



Patent No.10-2487425
Board Game for Create a word using a topic card



Trademark No.40-1371219
Educational books for children etc. 7 cases



Trademark No.40-1436159
Printed matter etc. 28 cases



Trademark No.40-1371220
Educational research etc. 10 cases



Trademark No.40-1436160
Gaming tools etc. 24 cases



Trademark No.40-1436158
Game software for Virtual Reality etc. 39 cases

Clients & Partners

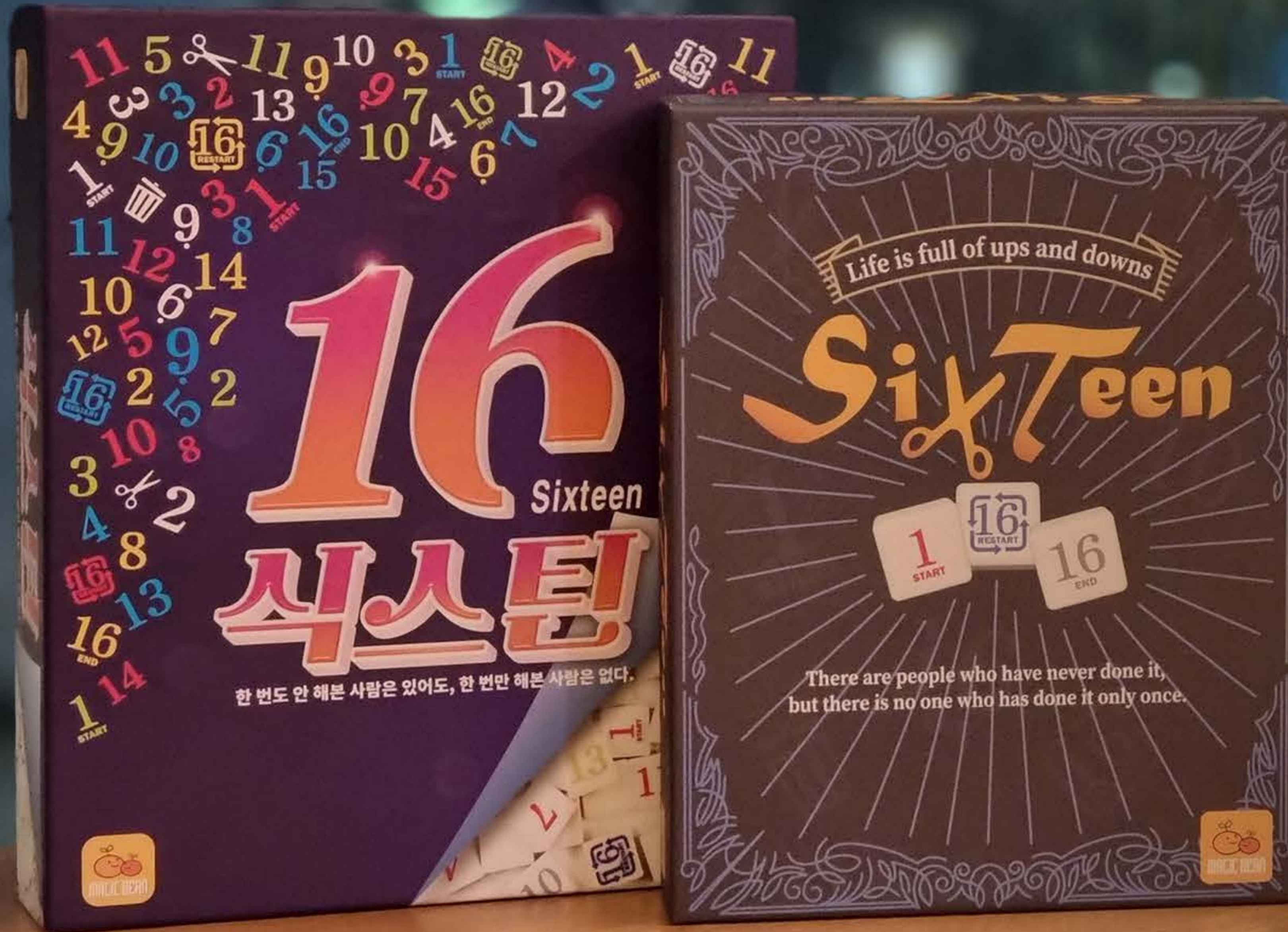
Clients



Partners



MAGICBEAN GAMES



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Thank you