



# MezzoMedia

Company Introduction

[www.MezzoMedia.co.kr](http://www.MezzoMedia.co.kr)





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# **1. Company profile**

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## 1.1. Vision



—  
High Client  
Satisfaction

—  
Continuous Technology  
Innovation

—  
Strong Understanding of  
Media & Trends

## 1.2. Company Brief

- **Company** : **MezzoMedia Inc.**
- **CEO** : Lee, Sung hak
- **Industry** : Media Representative of the Internet Advertising Software development & sale
- **Year Established** : April, 1999
- **Company Size** : **198 employees (as of Apr. 2015)**
- **Initial Capital** : KRW 1.0 billion
- **Volume of Sales** : KRW 175 billion
- **Company Philosophy** : Open thought, Passion, and Challenging spirit
- **Obtained Business Certificates** :
  - Patent of text emotion analysis and computer readable record index Registry number : 10-1330158
  - Patent of interest expression method for text posts Registry number : 10-1193648
  - MAdP(**M**obile **A**d **P**latform) certificate authenticated by KOA(Korea Onlinead Association) Registry number : MAdP11-001
  - INNO-BIZ Company confirmation authenticated by SMBA(Small and Medium Business Administration) Registry number : 9012-1786
  - Venture Company certificate authenticated by KIBO(Korea Technology Finance Corporation) Registry number : 20090107749
  - Company Affiliated Lab certificate authenticated by KOITA(Korea Industrial Technology Association) Registry number : 20063025



# 1.3. History

## 2014

- | **01** [App Development] Roll-out of a mobile app, **2Bapcha** including tips, recipes, and videos for your everyday cooking
- | **04** Launched mobile AD tracking solution 'MAT'
- | **05** [App Development] Launched mobile screen decorating application 'My Screen'
- | **06** Launched video ad product for mobile, 'AD Play'
- | **08** Launched DSP system that can execute RTB campaign for 288 countries  
Made an exclusive contract with the largest online travel agency, Expedia for advertising sales in Korea
- | **10** [App Development] Launched 'Love Detective Agency' (mobile app for sharing stories of men and women)
- | **11** 2014 MezzoMedia Conference
- | **12** Updated in TIBUZZ 2.0

## 2013

- | **01** [App Development] Launched mobile camera application 'Capture Every Moment'
- | **03** [**Relocate**] Moved the office from SEOUL to Gyeonggi-Do
- | **04** [App Development] Launched mobile entertainment news application 'Dispatch'
- | **05** [App Development] Launched mobile alarm application 'Mother call'
- | **08** [App Development] Launched 'the Box Office Quiz'
- | **11** Acquired a patent for a sentiment analysis on SNS

## 2012

- | **01** **MAN(Mobile Ads Network) verified with the country's first MAdP certification**
- | **02** [App Development] Launched 'PIC Show' (pic to video slide converter mobile app)
- | **04** Establishment of MOU between MezzoMedia and SK Planet
- | **05** [App Development] Launched 'Beauty Camera' (photo-filtering mobile app)
- | **06** Web site upgrade of MAN(Mobile Ads Network)
- | **08** Acquired social analysis company, Crealab
- | **11** **Signed SPA(Stock Purchase Agreement) with CJ E&M**

- | **'99.04** Established "24/7 Media Asia"
- | **'02.06** Changed the company name to "Mezzo Marketing Korea"
- | **'03.01** Launched AD delivery AD server "AD Indicator"
- | **'04.03** Changed the company name to "MezzoMedia"
- | **'04.06** Launched "AD Indicator light version"
- | **'04.07** Launched GRP forecast solution "GRP Forecasting"  
Contracted as a media rep. with "Daum Communication"
- | **'05.04** Launched user tracking solution "VAT"
- | **'06.06** Launched campaign statistics system "Mezzo Index"
- | **'06.10** Launched "Integrated Reporting System" served by advertisers
- | **'07.07** Launched "VAT" ver. 2.0
- | **'07.09** Launched "Integrated Reporting System ver. 2.0"
- | **'07.11** Launched "AD Indicator v.2.0"
- | **'08.11** Launched "Actual GRP System"
- | **'09.08** Certified as Inno-Biz
- | **'09.10** Launched "MRPS (Integrated Solution : 3rd version)"

## 2010

- | **03** Developed online / mobile integrated AD solution, MiDAS Ver 1.0
- | **04** Made a presentation at 'Mobile Internet Conference' hosted by Shinhan Investment
- | **05** Started to release Mobile AD SDK (B2B)
- | **06** Launched Appvista Dev Center (Developer/Advertiser Network)  
Made a presentation at 5th Mobile AD Policy Forum hosted by Korea Communication Commission about 'Mobile AD trend and forecast'
- | **10** Made a presentation at 2010 KNP (Korea Netizen Profile) Seminar
- | **11** Made a presentation at Internet AD Policy Seminar hosted by Korea Communication Commission about 'Case study of Promising Mobile AD platform Companies in Korea'
- | **12** Launched commercial service of integrated mobile application portal APPVISTA

## 2011

- | **02** Exceeded the traffic of Mobile AD Network 'MAN' over 300MM imp / month  
Re-selected as a cooperator of Korea Press Foundation
- | **03** Achieved 'President Award of Korea Mobile Internet Business Association' in Mobile AD field at 2010 Korea Mobile Award hosted by MOIBA
- | **04** [App Development] Launched 'The world of flagcraft' for android version  
Entered 'Platform AD' filed : Multi Platform VOD AD-Home Choice
- | **09** Started the sale of Home Choice(VOD) AD
- | **11** Opened Appvista developer's center 'www.mman.kr'



# 1.4. Structure

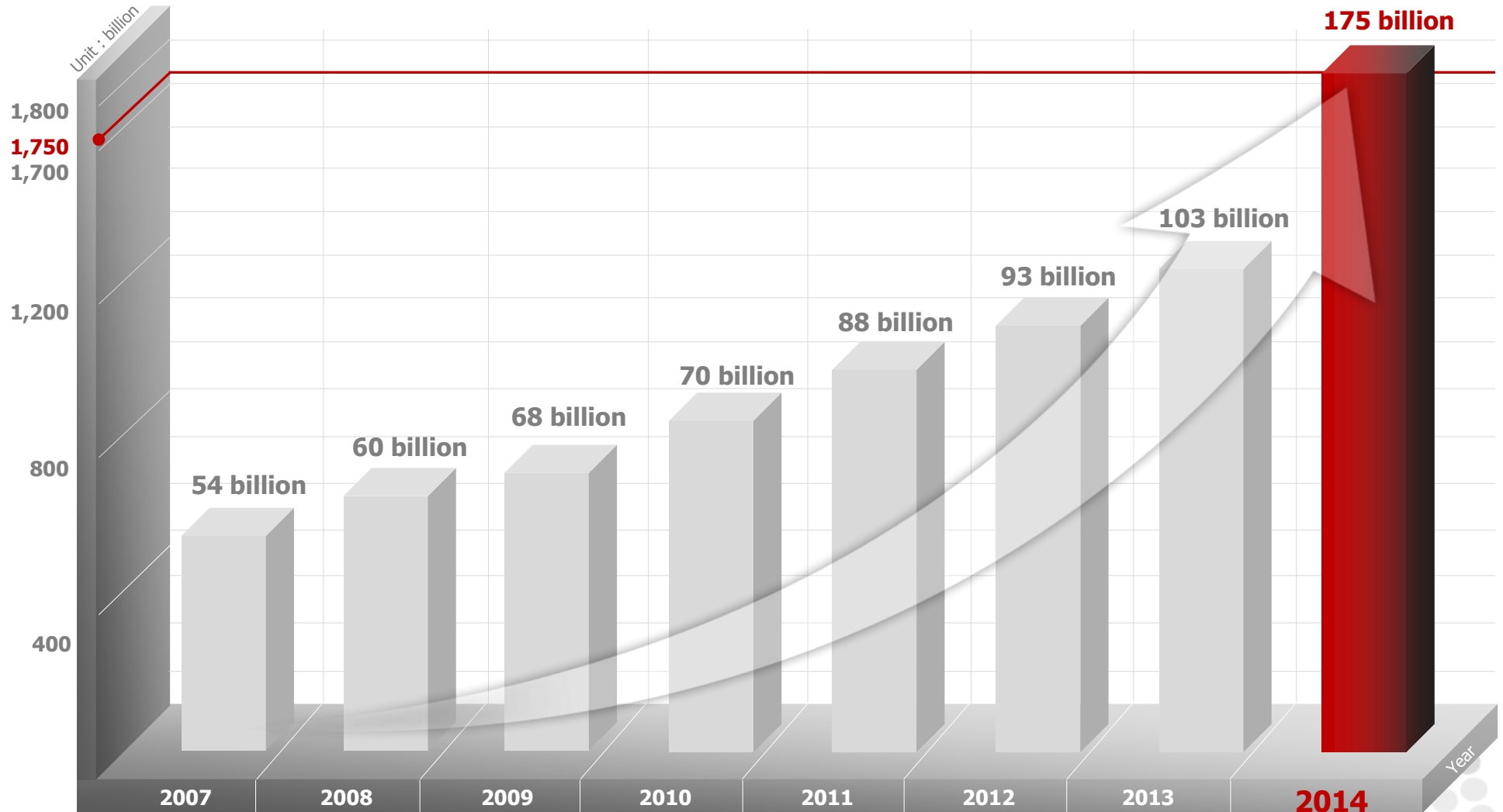
- **Organization** : 3 Business Group, 3 Part 13 Division, 29 Team
- **Total Number of Employees** : 198 (Latest Updated, Apr, 2015)



# 1.5. Volumes Handled

MezzoMedia is a leading media representative agency in Korea which is financially established and continuously growing in the market.

MezzoMedia reached its sales volume of 175 billion won in 2014 with an explosion of mobile device and the number of SNS and N screen users, etc.



\* Total sales volume based on internal billings.



## 1.6. Our Clients

Electrical /Electronic	Construction	Game	Education		Insurance	Lie supplies	Enterprise PR	Movies
LG Electronics Samsung Electronics Olympus  Canon Nikon   Sony Smasung Techwin Hynix Century21 Sharp Electronics	Hyndai Daewoo Hanwha Sinil Dongbu Hanho Yungjo Hanmaek	NCSOft Hanbit Soft Neowiz Webzen Nelson HanGame JEC Entertainment Yedang Online Mgame	Seoul Digital Univ. Kyunghee Cyber Univ. Korea Digital Univ. Hanyang Univ. Sookmyung women Univ. Dongkook Univ. Inha Engineering Univ. Hanrim Univ.   Haejun Univ. Jonglo Institute   Tenten English Seokang Univ   Mbest		Shinhan Ins. Samsung Ins. Dongyang Ins. AIG Ins. Daehan Ins. Kyobo Direct LIG Ins.	Dove   Gillete HappyBaby Woongjin Cuchen Rinnai Henkel Korea Yuhan-Kimberly Phillips LG Health Unilever Hansem	Doosan Heavy Industries and Construction  Dow Corning Australian Broadcasting Corporation	Mediaplex Chungeoram
Food and beverage		Banks	Medicine /health	Internet	Auto mobile	Oil refining company	Certificate of stock	Public institution
Nongsim   Doosan Liquor   Haitai Korea Yakult   Samyang   Pizza Hut Lotte Chilsung   Lotte Food   Baskin Robins Hineken Korea   Jung Food Dongwon F&B   Domino Pizza Dongseo   Namyang		KB Bank Woori Bank CITI Bank Hana Bank HSBC Nonghyup	CKD Pham Donga Pham Samil Pham Kwang Dong Pham Kyungnam Pham Boehringer Ingelheim Korea Jaseng Clinic Kwang Dong Diet	Paran Google Daum Inforex Joins Gomplayer MSN Freechal	Hyundai Car Kia Car Ssangyong Car Samsung Car BMW   Peujeot Mercedes Korea Lexus Korea Landrover Korea Seoul Auto Salon	Hyundai Oil Bank GS Caltex S Oil Exxon Mobil	Daewoo Securities Mirae Asset Hana Daetoo Fidelity Etrade Korea Investment Trust Management Seoul Securities	MCST NEC KOSHA MOSF MOLAB KGS SMBA KHFC
Credit Card	Capital	Computer	Communication	Fashion	Airline	Cosmetics	Leisure	Circulation
KB Card BC Card Hyndai Card Shinhan Card Woori Card Korea Exchange Card LG Card Hana Card Samsung Card	Hyndai Capital Daewoo Capital Leadcorp SK Aperon	Sony Bio Symantec Fujitsu HP Korea Sun Microsystems Fuji Xerox AMD Korea IBM Toshiba Microsoft	SKT LG U+ KTF Motorola Hanaro Telecom SK Telink Onse Telecom LG Dacom	Reebok   Filla Calvin Klein Basic House Levis Goretex Cartier Golden dew Mindbridge Vinus Vivian	Korean Airlines Asiana Air Jeju Air Lufthansa Singapore Air KLM	Amore Pacific Orbis Biotem Misha Lancome Nadri DHC LOrealNivea Elizabeth Aden VOV	Kangwon Land Oakvalley Jisan Resort Spa Castle Modoo Tour Redcap Tour Hotel Pass	Auction Dongdaemoon.com Interpark CJ Mall GS estore Lotte Department Epost Shopping Galaria Technomart

\* a number of more clients (who are not listed above) have been with **MezzoMedia**.



## **2. Business area**

**2.1. Business Overview**

**2.2. Online Business**

**2.3. Mobile Business**

**2.4. Social Analytic Service**

**2.5. Total Advertising Solution**

**2.6. Global Advertising**

**2.8. Digital N-screen Advertising**

**2.9. Develop Outstanding Mobile Media Apps**



## 2.1. Business Overview

MezzoMedia offers not only online advertising products and accurate data for effective marketing and analysis, but also high-end online marketing solutions and full support for mobile businesses.

- **Technology and know how** best optimized to the local online advertising market.
- **Solutions meeting various demands from rapidly changing global & mobile markets.**
- **Continuous technology development** building a corporate image as the leading mobile advertising agency

### ■ On Line Business

DA (Display Advertisement) operations on local media. Maximize advertising efficiency through media planning, buying, and management.

### ■ Mobile Business

A variety of advertising products optimized for smart phones and smart pads as well as SDK(Software Developer Kit) which makes running mobile ads much easier are both provided via MezzoMedia's own mobile network, 'MAN(Mobile Ads Network)'.

### ■ N-Screen AD

A solution to optimize video ad efficiency Official sales representative of various video publishers including SK B tv / LGU+ tv, Tving, Pooq, etc.



### ■ AD Solution

AD solutions for online, mobile AD and digital marketing including media plan, ad delivery, ROI analysis, etc.

### ■ Global AD

Only one global business team among media representatives in Korea Provide the optimized media strategy of targeted country through our partner global agencies and publishers

### ■ Social Analysis Service

Finding a problem by analyzing the key issue and person on SNS and establish the marketing strategy by analyzing a spread of the problem and sentiment index

### ■ Mobile App Development

Securing competitiveness through self-development of mobile Apps. Conducting various App development projects including a brand App development.

## 2.1. Business Overview (Continue)

MezzoMedia is an arm of CJ Group specialized in digital media planning.

Do business for digital media sales and provide specialized service in our own products and ad solutions.

### Digital Media Service

**Online-Mobile AD**

**VOD AD(IPTV-DCATV)**

**CJ E&M broadcast AD**

**Domestic/International viral marketing**

### Only MezzoMedia's service!

**Mobile AD - MAN**

**Social Analytics TIBUZZ**

**CJ E&M + Digital media integration**

**Media advertising service**

**MEZZO NATIVE AD**

**MOBILE APP**

**Global AD**

### Advanced Digital Ads Solutions

**MiDAS**

Online-Mobile campaign management solution

**MAT** Mobile AD tracking solution

**CIM**

Crossmedia Campaign's Integrated Measurement

**MEZZO DSP**

Programmatic Buying Solution

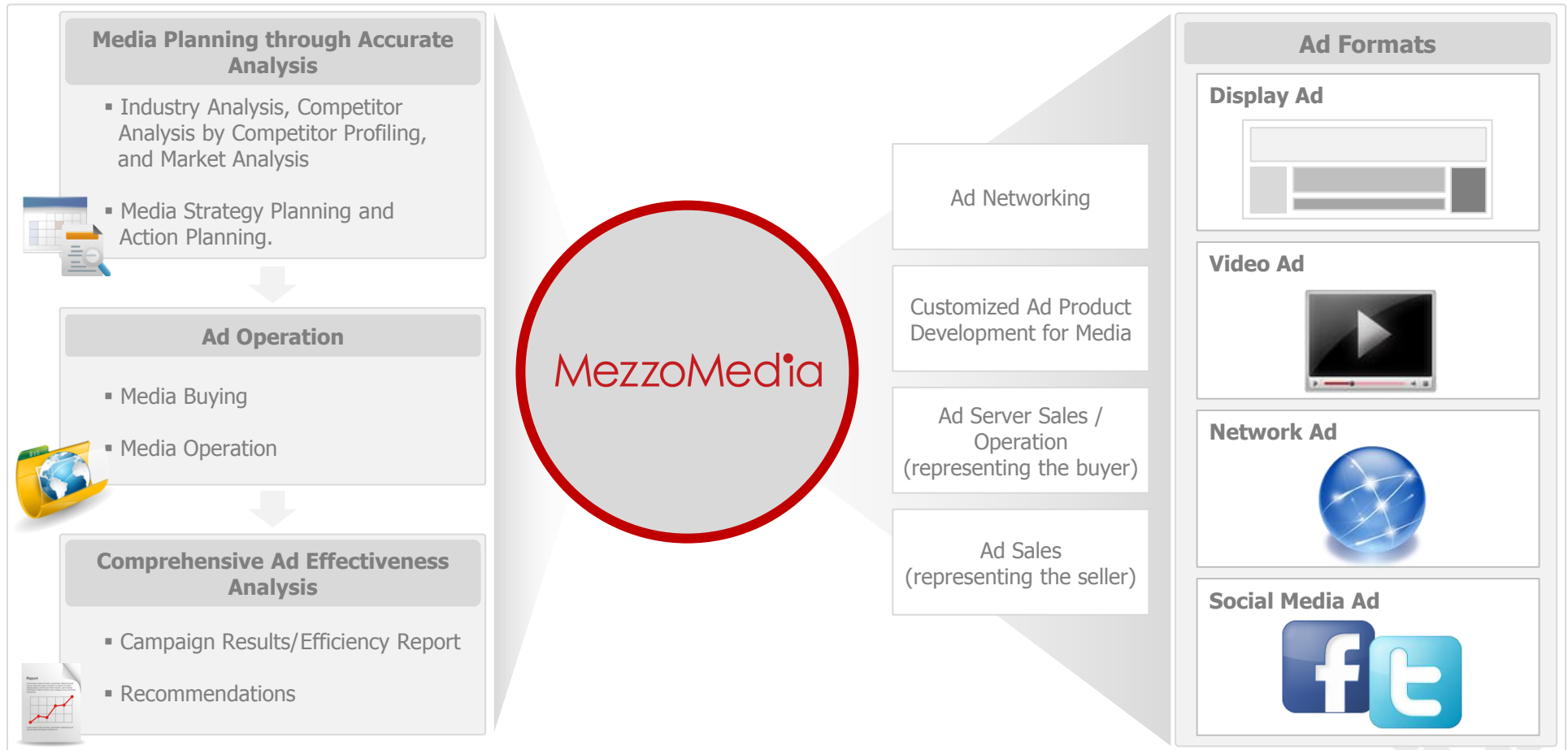
## 2.2. Online Business - Online Ads

MezzoMedia provides various online ad products developed in immediate response to continuously evolving services of the media in their new channels.

### ● Display Ads

MezzoMedia provides various ad products to clients ranging from simple display ads to special effect ads.

### ● Display Ad service provided by the MezzoMedia



## 2.2. Online Business - Ad Network (Domestic)

MezzoMedia's DA products by type are listed below

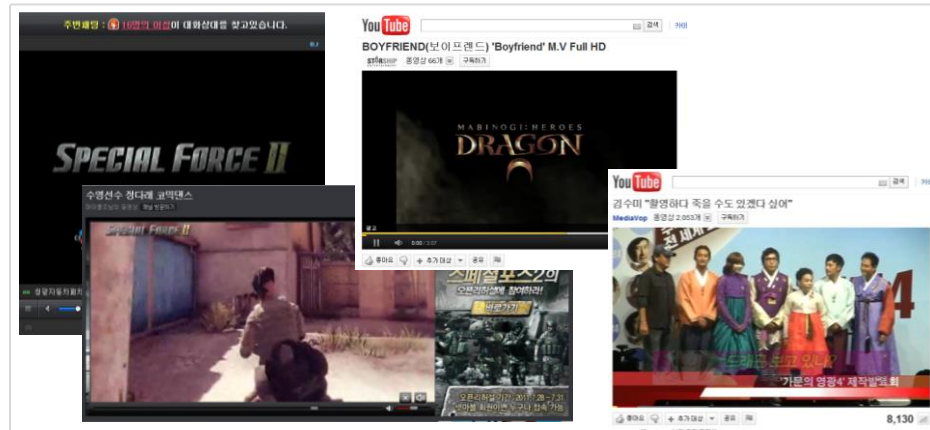
### ● Banner

MezzoMedia provides various ad products to clients ranging from simple display ads to special effect ads.



### ● Video Ads

MezzoMedia provides a video player as well as high definition video ad products in video hosting services and regular websites, also enabling a service to measure the reach of video ads.



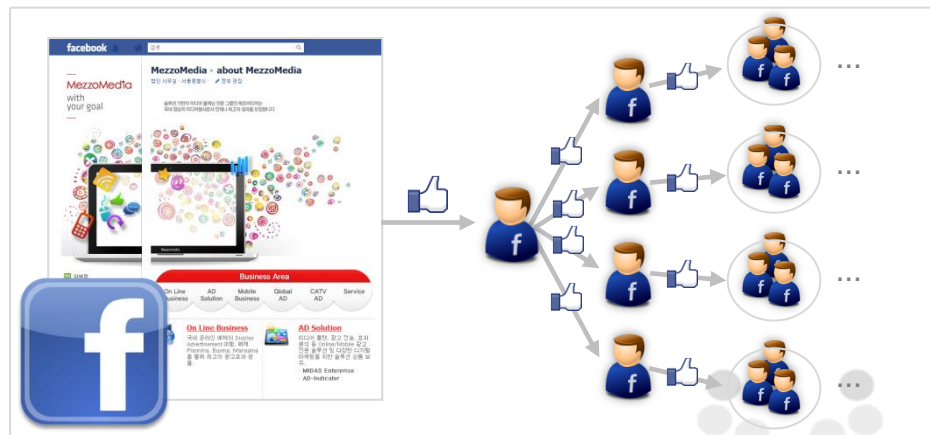
### ● Network Ads

Aggregation of ad space supply from publishers (media) and matching it with advertiser demand.



### ● SNS Ads

Use of social networks, Facebook in particular, to raise brand awareness and spread campaign messages efficiently and effectively.



## 2.2. Online Business - Ad Network (Domestic)

MezzoMedia provides end-to-end media planning services to all the networked media.

### ● (full-service) Agencies

TBWA Korea | Innocean | Cheil Worldwide | Daehong Communications | Lee&Jang Ogilvy One Worldwide | HS AD | MRM Worldwide | Phoenix Communications | JWT | Sangam Communications | BBDO Korea | Hakuhodo Cheil | Digital Ocean | 9 fruits Media | Comas Interactive | Agency W | Emforce | DIG Communications | Beyond Marketing | Portfolio | IT Line | Udali Communications | Pentabreed | HiADOne | ADmission , etc.

\* In addition to the agency list, MezzoMedia works with many agency partners in Local and Global

### ● The media

Portals	News/Online Press	Entertainment	Game	Life Style
				
	 			
				
	 		 	 
				

## 2.2. Online Business - Ad Network (Global)

MezzoMedia helps execute global campaigns around the world including Asia, Europe, North America, and Africa for both local clients targeting overseas markets and global clients targeting the local market.

### Global Network

#### Localization

- **Worldwide** : Yahoo, MSN, Massive, etc.
- **Asia** : More than 300 websites in 11 countries.
- **Europe** : More than 4,000 websites in 12 countries.

#### Channel Customization

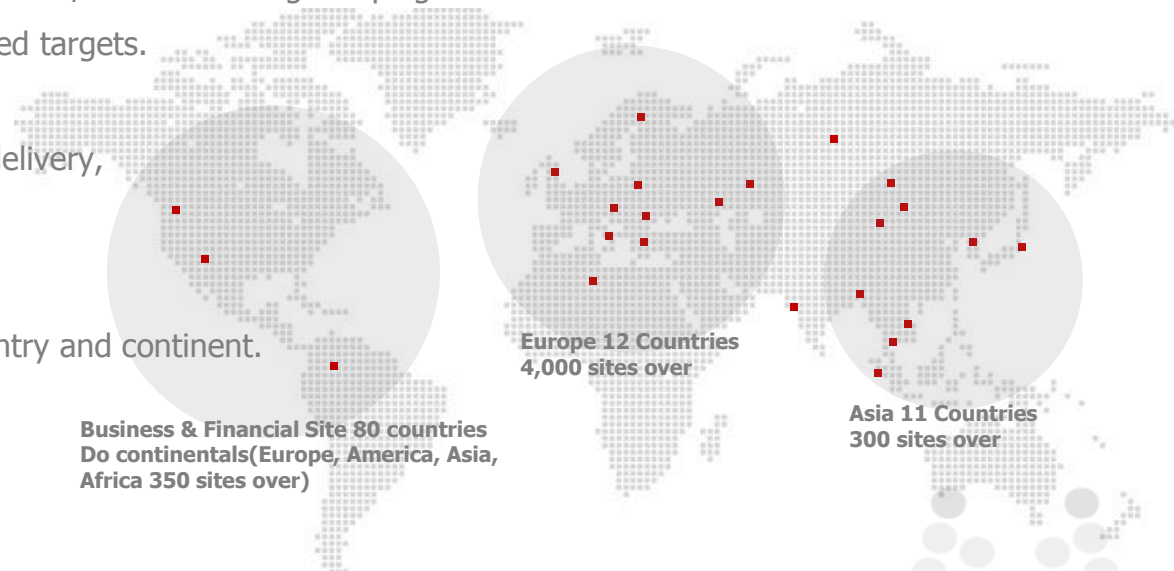
- More than 350 business & finance vertical sites in 80 countries.

### Execution of Various Marketing Plans

- Experience in executing numerous global online / mobile / SNS marketing campaigns.
- Efficient marketing approach customized for narrowed targets.
- Stable campaign operations
- End-to-end services from media buying, campaign delivery, and reporting.

### Social Network Marketing

- Global mobile ad network enabling targeting by country and continent.
- SNS marketing including Facebook marketing.
- Research on global trends in new media.





## 2.3. Mobile Business - Mobile Ads

No1. Media Coverage - Attained more than 90% of domestic smartphone users!

No1. Targeting – Through sophisticated re-targeting improve AD effect

Domestic and international advertiser's major select of mobile platform



### MAN Product Lineup

#### AD · VIEW

Display ads which is shown on premium mobile network (Standard / Interstitial)

#### AD · PLAY

Multi-screen video ad which is shown before and after the video play.

#### NATIVE · AD

Native ad which is naturally shown on the area where the contents are uploaded.

#### AD · TARGET

Analysis user action and App/mWeb link targeting

### MAN Solution

#### MIDAS

AD solution which provide customer Data & effect analysis and reporting

#### MAT

app user analysis/ marketing tool result analysis/ mobile tracking solution

## 2.3. Mobile Business - Mobile Ad type

MezzoMedia has solidified its position as a leader in Korea where its mobile industry is rapidly growing in the smart phone era.

MezzoMedia pursues more effective & efficient campaign results by developing various mobile ad products through not only its own network, **MAN** but also **AD@M** and **Cauly**, etc.



### Mobile Ad Formats

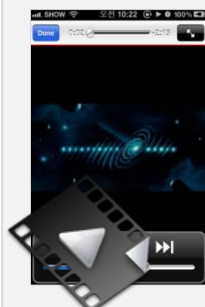
#### Mobile Web



Click to mobile web the most popular strategy

a mobile-friendly page contains promotional events leading to a user's participation.

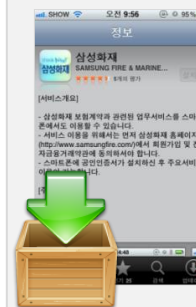
#### Video



Click and play videos

To promote movie trailers and TV commercials.

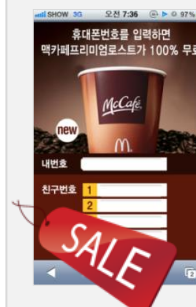
#### Download



Click to download; link to an app store where apps are downloadable.

To promote new applications

#### Coupon



Click and download coupons

To distribute product samples  
To promote product experience events and promotional events.

#### Call



Click to call

To promote call centers and campaigns in which a user's direct participation is most likely to be significant.

#### Locate



Click to map

To promote local events / LBS based events

#### Calendar



Click to Google Calendar for iPhones.

To promote events of clients targeting specific time / To inform of event date & time

#### SNS



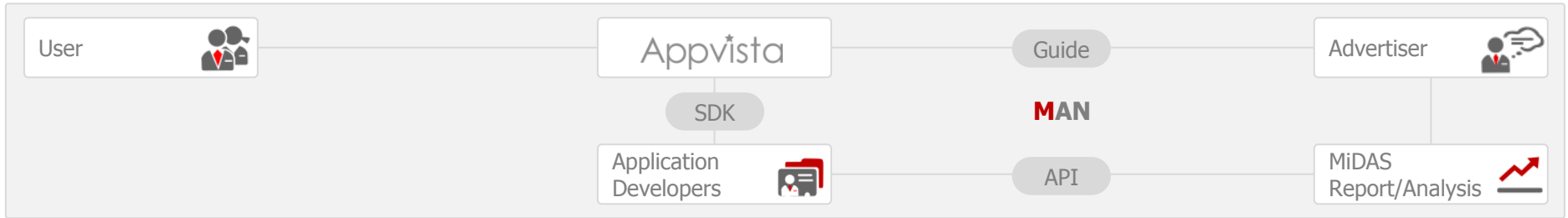
Click to SNS

To promote events using SNS (unless a mobile page is available)

## 2.3. Mobile Business - Mobile Ad Network **MAN**

**MAN**(**M**obile **A**ds **N**etwork) is a mobile ad network which attains advertising inventories and delivers advertisements to handsets regardless of types of their platforms, providing accurate reports.

### MAN - How the network works



### MAN - Strengths of the network

MAN Network	Reporting System
<ul style="list-style-type: none"> <li>- <b>Efficiency</b> : maximization of the efficiency of campaigns and promotions.</li> <li>- <b>Media Coverage</b> : stable and sustainable traffic drive</li> <li>- <b>Targeting</b> : delivery of campaign messages to a core target and engagement with it.</li> </ul>	<ul style="list-style-type: none"> <li>- Enables monitoring impressions and campaign results</li> <li>- Enables monitoring impressions by handset, OS, and time</li> <li>- Reporting account share with advertisers</li> </ul>

### MAN - List of the media in the network (as of Mar. 2014)



**iOS / Android Applications and Mobile Web**















Other than mobile web, MezzoMedia sustains popular iOS and Android applications as the media link with the ad networks.

### MAN - Mobile Ad Formats

Click to Web / Video / Download / Coupon / Call / Locate / Calendar / SNS

## 2.3. Mobile Business - Country's first certified mobile advertising platform, MAN

**MAN(Mobile Ads Network) is the first certified mobile ad platform by Korea Onlinead Association in Korea.**

**MAN has complied with all the standards of Korea Onlinead Association below – MAN provides the most secure and reliable mobile ad platform service in the country.**

### ● Reliability (platform features & management)

- Reliability in a connection between the platform and mobile devices
- Reliability in the advertising system and infrastructure information.
- Capability to manage the network traffic.
- Ad management functions

### ● Transparency(Platform Operation)

- Transparency in the methods of delivering advertisements and measuring their effectiveness.
- Transparency in transactions
- Functions to verify ad effectiveness and to filter
- Capability to deliver reports on ad effectiveness
- Capability to measure the effective ad transmission rate

### ● Credibility (protection for users)

- Capability to fix connection errors
- Abidance by location information / privacy policies
- Functions to filter out harmful ads for children / adolescents
- Self-review guidelines
- Capability to verify the method of troubleshooting and the system of consultation.

### 모바일 광고 플랫폼 인증서 Mobile Advertising Platform Certificate

인증번호 : MAdP11-001  
(Certificate NO.)

인증업체명 : ㈜메조미디어  
(Certificate company)

대표자명 : 우영환  
(President)

인증업체 소재지 : 서울특별시 강남구 삼성동 144-19 제이에스타워 4, 6층  
(Company Address)

플랫폼명 : MAN  
(Platform Model)

인증일자 : 2011.12.20  
(Certificate date)

유효기간 : 2011.12.20~2012.12.19  
(Expiration date)

모바일광고플랫폼 인증을 위해 상기 플랫폼의 안정성, 투명성, 신뢰성을 검증하며, 「모바일광고플랫폼 인증위원회 운영규정」 제18조제2항에 따라 인증서를 교부합니다.

We verify the stability, transparency and dependability of aforementioned platform, and issue the authentication certificate by Article 18 Section 2 of the 「Mobile Advertising Platform Certification Committee Operation Rules」.



2011년 12월 23일  
(Year) (Month) (Day)

한국온라인광고협회장  
Korea Onlinead Association



첨부서류 1. 모바일광고플랫폼 인증 서류평가 결과  
2. 모바일광고플랫폼 인증 기술평가 결과

## 2.4. Social Analytics Service - TIBUZZ

MezzoMedia provides both efficient media information and marketing insights for marketers through big data analysis.

Enable marketers to analyze the consumer's issues and trend by collecting the opinion of consumers on online.

Enable marketers to figure out the trends and issues by industry.



Nation's largest **data collection – Twitter, Facebook, Blog**  
Collect ±250M data per month



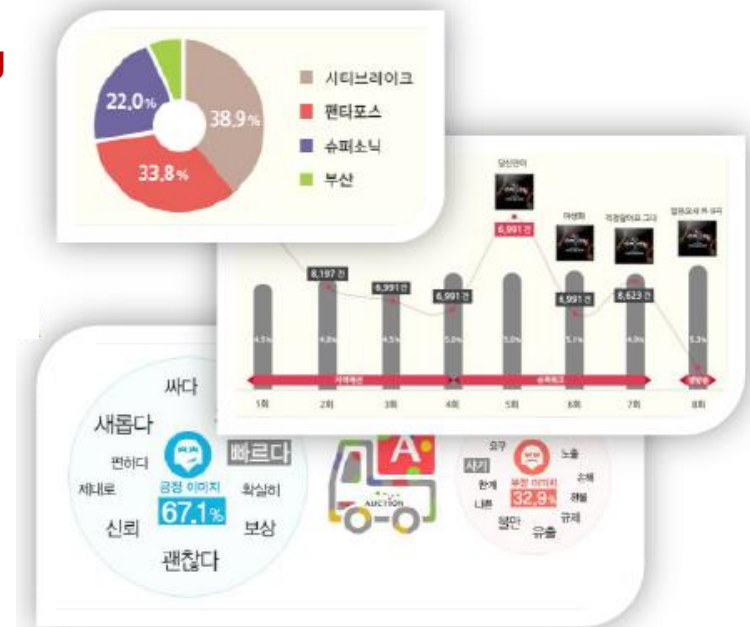
**Collect the data from around 500M accounts only on Facebook (Collect 0.5M data per month)**

Facebook log-in users: 0.3M  
Domestic users: 5M



24 hours 365 days **analyze the whole data of Twitter in real time**

Normally collect the data after 3 minutes  
- Blog 5~10 hours, Facebook 1~2 days -



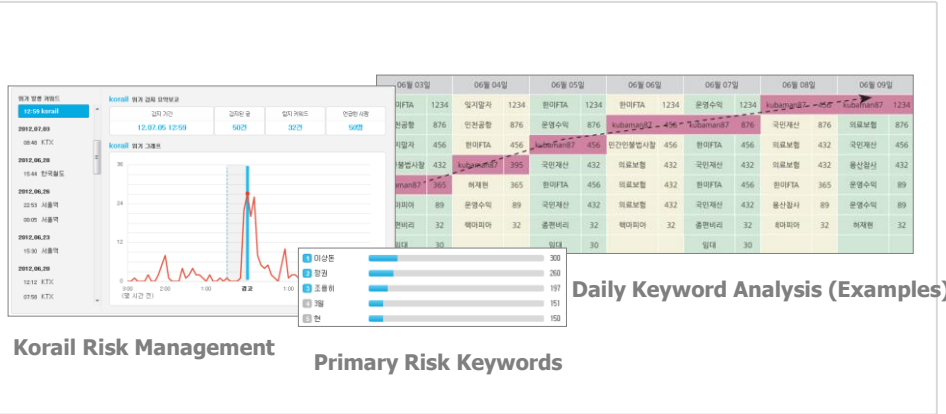
Only existing service in Korea which provides the measurement and analysis of emotion index.  
(Patent Nr.: 10-133-158)

# 2.4. Social Analytics Service - TIBUZZ Service Types

## MezzoMedia's Social Analytics Services by Type

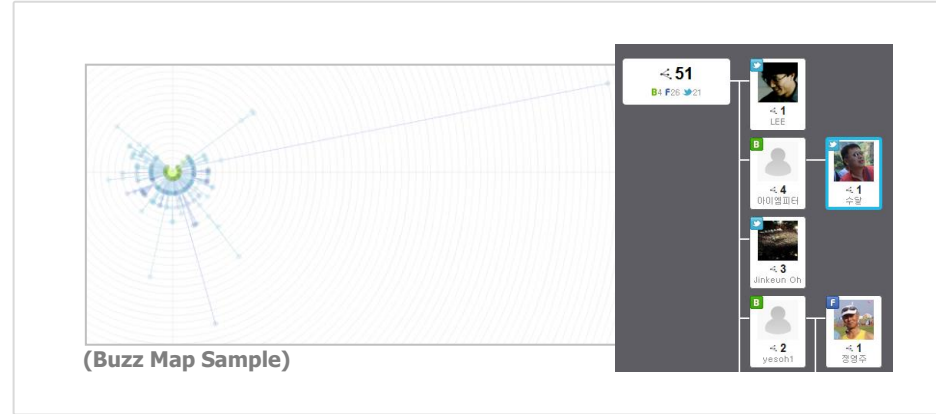
### Real-Time Monitoring (Brand Management)

TIBUZZ helps keeping the track of consumers' conversations real time on social networks through primary keywords in order to analyze online buzz about brands based on TI (Talk Index) and HI (Happiness Index).



### Social Campaign Analysis

TIBUZZ helps manage and monitor on-going viral marketing campaigns on blogs, Facebook, and Twitter. It also helps evaluate the total campaign success by showing how these conversations spread across the social networks.



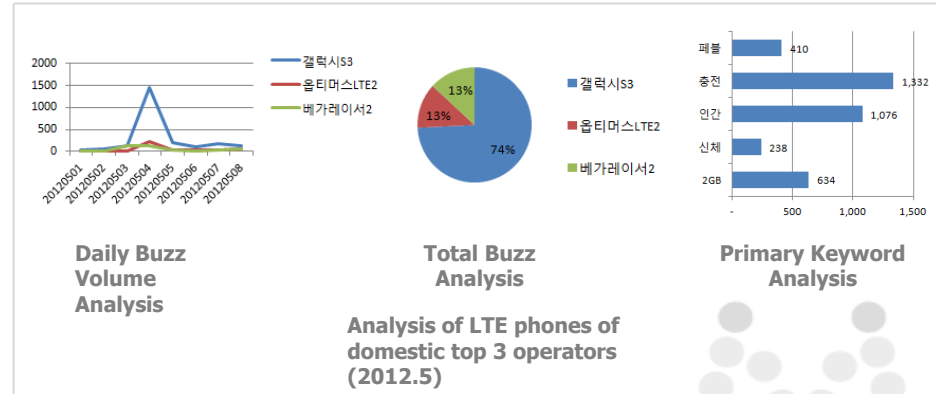
### Social Channel Management (Twitter & Facebook)

TIBUZZ provides end-to-end social channel management services from channel management to social KPI analysis.



### Social Brand Analysis

TIBUZZ helps drive successful business strategies by analyzing consumers' interests and favorite keywords, influencers and advocates based on their online conversations about brands.



## 2.5. Total Advertising Solution

Provide various solution like managing campaign executive and analyse result

Online & Mobile campaign executive solution MiDAS, Real time bidding for inventory buying system Mezzo DSP

Crossmedia Campaign's Integrated Measurement(CIM), Mobile Ads Traking Solution(MAT)

**MiDAS**



Optimized solution for stability and comfort for Online & Mobile campaign

- Provide ROI, indicator of customer visit form
- Through linkage extract GRPs Data

**DSP**



Through automation systems buy media inventory real time

- Support variety of target audiences
- With continuous optimization improve AD performance

**CIM**



Crossmedia Campaign's Integrated Measurement

Provide indicators of integration effect of 3 screen TV, Online, Mobile(GRPs, Reach)

- Provide specific customer data target
- Provide media, channel GRP, CPRP report

**MAT**



Tracking solution for advertiser's mobile app market rank

- Analyse customer movement route and conversion of purchases
- Provide free SDK for MAN advertiser

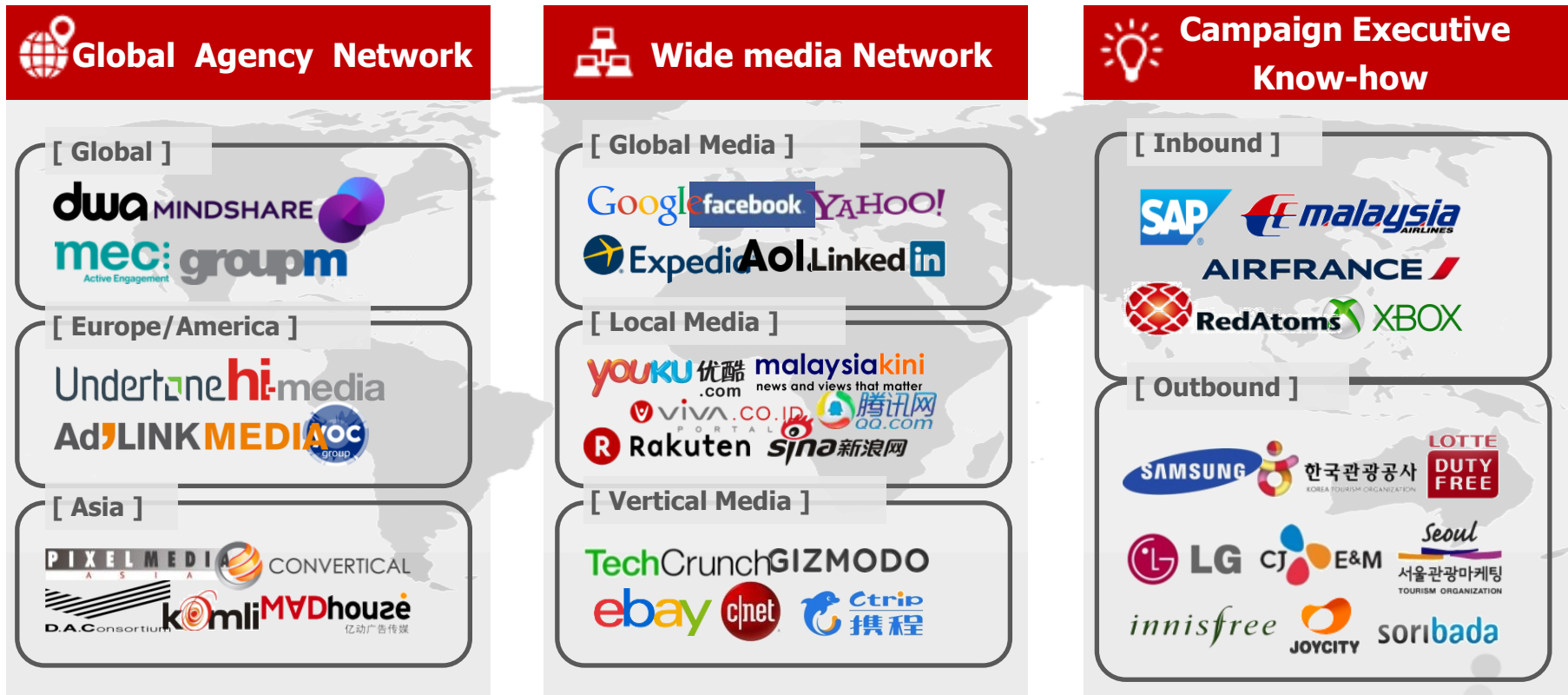
## 2.6. Global Advertising

Media strategies optimized through global agency and media network for targeted places

- Only one media rap with global business strategy

Ensure optimal campaign performance with expertise for In/Outbound

- Trough international partnership, provide global media strategy and optimized media proposal



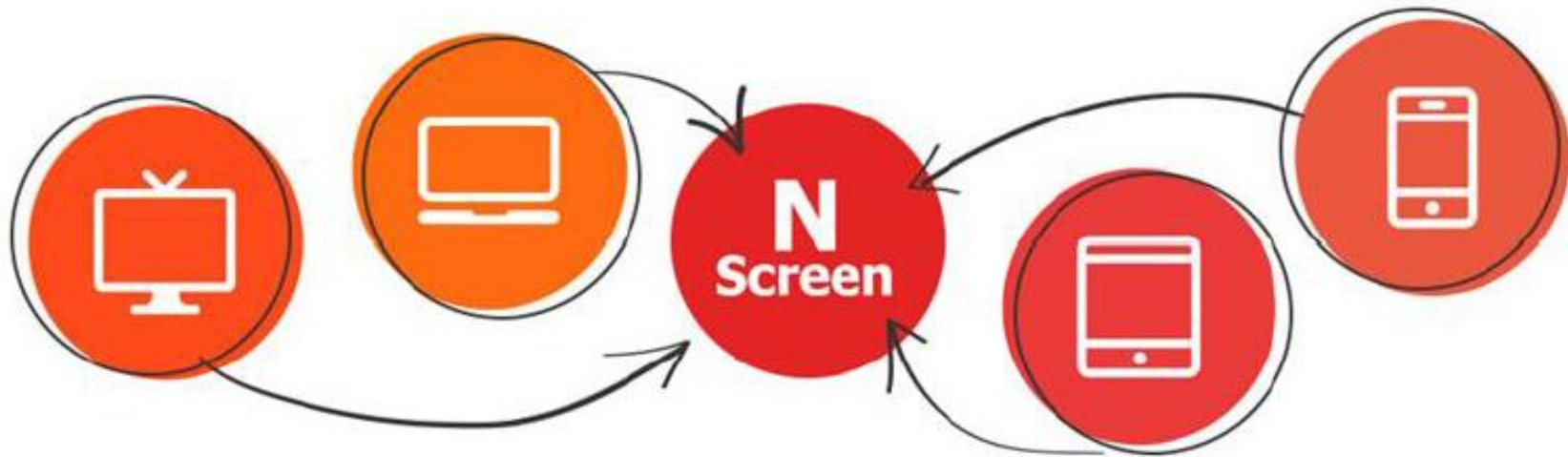


## 2.8. Digital N-Screen Advertising

Best solution of video advertising efficiency from N-Screen

Formal sales rap : SK B tv / LGU+ tv, Tving, Pooq etc

### N-SCREEN



IPTV



Real time alternate AD



Video media and mobile image advertising

## 2.9. Develop Outstanding Mobile Media Apps

Advanced mobile apps in major categories

: Food(2babcha), Entertainment(Dispatch), Tech(UnderKG), Utility(Pointlocker)

Prove AD performance - high efficiency and reach rate advertising campaign

Support various types of creative - native, banner, video, reward, etc.

### 2Bobcha



No1. Food recipes

### Point Locker



Unique mobile lock screen

### Dispatch



Korean No.1 Entertainment, celebrities news apps

### UnderKG



The fastest review of tech and gadgets

※ More information and the full App Information is available at MezzoMedia App : <http://App.mezzomedia.co.kr>

# Contact us

## Advertising Inquiry

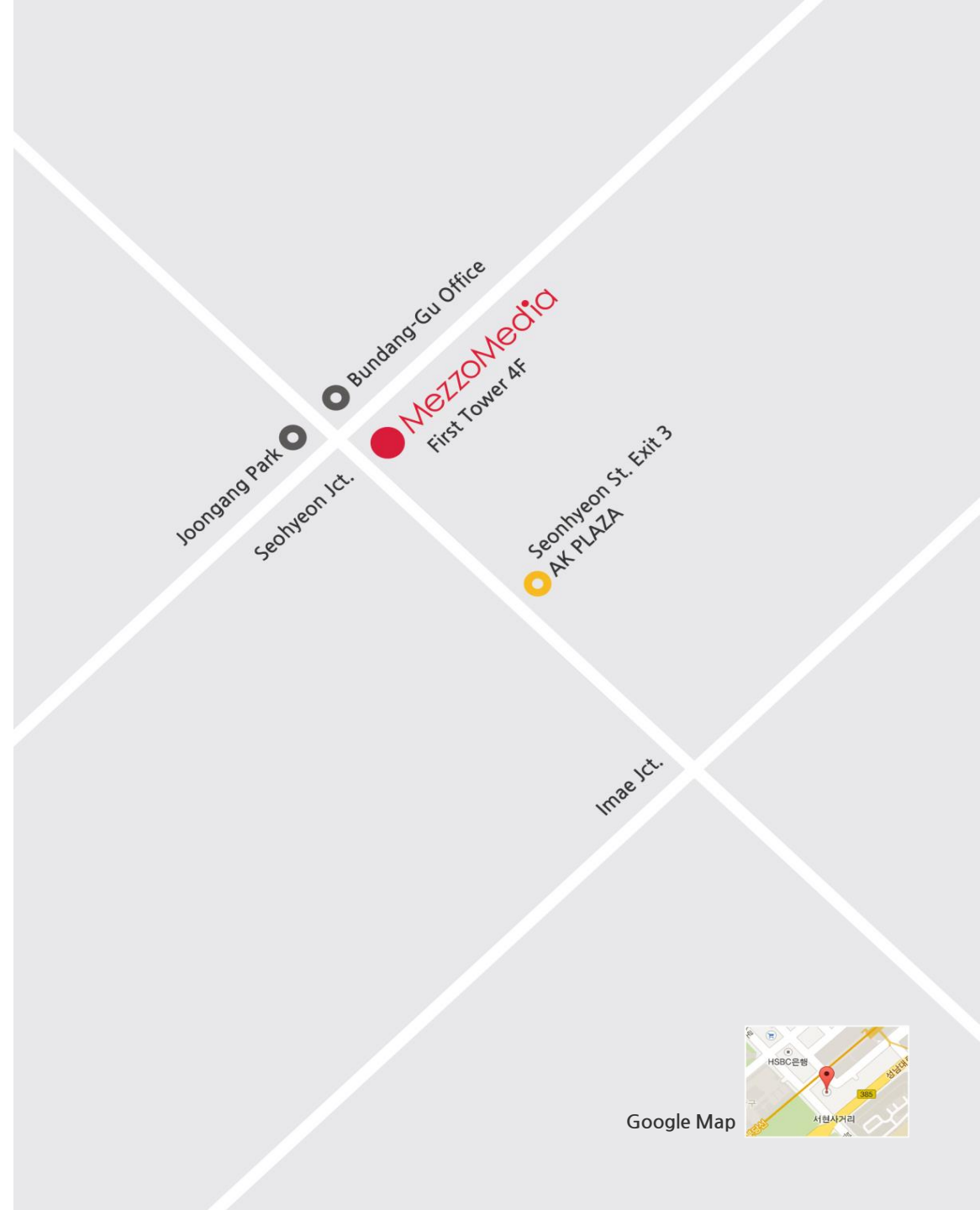
- Online AD (Media Business Division)  
[mezzo@mezzomedia.co.kr](mailto:mezzo@mezzomedia.co.kr)
- Mobile App & Mobile Web AD (Mobile Business Division)  
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