



## Soohwan Kim Joins WEBTOON Entertainment as VP of Investor Relations to Support Global Growth Strategy

October 9, 2024

*Kim brings over 30 years of investor relations and buy side experience*

LOS ANGELES--(BUSINESS WIRE)--Oct. 9, 2024-- WEBTOON Entertainment Inc. (Nasdaq: WBTN) ("WEBTOON," "WEBTOON Entertainment" or "the Company"), a leading global entertainment company and home to some of the world's largest storytelling platforms, today announced the appointment of Soohwan Kim, CFA, as Vice President of Investor Relations. Kim will report to David J. Lee, WEBTOON's CFO & COO and will be responsible for effectively communicating the company's strategy and financial results to investors, equity analysts and other key stakeholders.

"As WEBTOON continues to lead the digital comics revolution, Soohwan's proven track record and wealth of experience will be critical in helping communicate our vision and value proposition to the investment community," said David J. Lee, CFO & COO of WEBTOON Entertainment. "We are thrilled to welcome Soohwan to the team."

This strategic appointment comes as WEBTOON continues to expand its global footprint and solidify its position as the preeminent webcomic platform. With approximately 170 million monthly active users, WEBTOON is at the forefront of the rapidly growing webcomic market. Kim's expertise will be instrumental in communicating WEBTOON's value proposition to the investment community and supporting the company's financial strategy.

"I am thrilled to join the WEBTOON team as we begin our journey as a public company," said Kim. "I am particularly excited about all the incredible new content that's created every day on our platform. I've watched many of our top webcomics and webnovels turn into TV series and movies on major streaming platforms like Netflix, Disney Plus, and Amazon Prime. With millions of Creators, amazing stories, and massive fandoms forming on our platforms, I believe our content can become a hit in any format, and the entertainment industry will increasingly turn to us as a source of proven content for global audiences. I look forward to telling our story to the global investor base."

Kim brings over 30 years of financial experience to WEBTOON, including key roles in investor relations and fund management. Most recently, Kim served as the Vice President of Investor Relations at Ingram Micro, where he helped the \$48 billion revenue IT distributor prepare for its anticipated IPO. Prior to that, he led investor relations for Matterport, NortonLifeLock, and Versum Materials. Earlier in his career, Kim worked on Wall Street for over two decades, including roles at BNP Paribas, Deutsche Asset Management, AIG, and Citibank.

Kim holds an MBA in Finance and Accounting from the Stern School of Business at New York University and a BA in Economics, magna cum laude, from Columbia University. He is also a CFA charterholder.

### About WEBTOON Entertainment

[WEBTOON Entertainment](#) is a leading global entertainment company and home to some of the world's largest storytelling platforms. As the global leader and pioneer of the mobile webcomic format, WEBTOON Entertainment has transformed comics and visual storytelling for fans and creators.

With its CANVAS UGC platform empowering anyone to become a creator, and a growing roster of superstar WEBTOON Originals creators and series, WEBTOON Entertainment's passionate fandoms are the new face of pop culture. WEBTOON adaptations are available on Netflix, Prime Video, Crunchyroll, and other screens around the world, and the company's content partners include Discord, HYBE and DC Comics, among many others.

With approximately 170 million monthly active users (as of the quarter ended June 30, 2024), WEBTOON Entertainment's IP & Creator Ecosystem of aligned companies include WEBTOON, Wattpad--the world's leading webnovel platform-- Wattpad WEBTOON Studios, Studio N, Studio LICO, WEBTOON Unscrolled, LINE MANGA, and eBookJapan, among others.

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[investor@webtoon.com](mailto:investor@webtoon.com)  
[webtoonpress@webtoon.com](mailto:webtoonpress@webtoon.com)

Source: WEBTOON Entertainment Inc.