



J H J M O D E L S

B U S I N E S S B R O C H U R E



01. CORPORATE OVERVIEW

History & Financial Growth

A stable growth trajectory achieved through transparent management and commerce synergy.

Founded on June 3, 2022, JHJ MODELS has solidified its position in the trend-sensitive fashion and advertising market by encompassing both model agency and e-commerce businesses. We maintain a highly reliable corporate operation through strict tax compliance and transparent labor cost management.

JUN 03, 2022

Foundation of JHJ MODELS

Business registration for model agency and e-commerce. Laying the operational foundation.

2022 - 2024

Infrastructure & Commerce Expansion

Secured a diverse pool of exclusive and freelance models. Strengthened commercial shooting capabilities.

2025

Surpassed 610M KRW in Revenue

Achieved 610 million KRW in annual revenue. Reached solid outward growth and sustained profitability.

APR 2026

Dongdaemun HQ & butter4oz Launch Prep

Relocated to Dongdaemun to establish a production and logistics outpost for our in-house brand.

FINANCIAL HIGHLIGHTS

2025 REVENUE

610M KRW

2026 Q1 REVENUE

120M KRW

02. PORTFOLIO & WHAT DO WE DO

Overwhelming visual production capabilities blurring the lines between fashion and commerce.

MAJOR CLIENTS & PROJECTS

[SAMSUNG]

[Brand TV Commercial]

[LG U+]

[LG U+ Service TV Commercial]

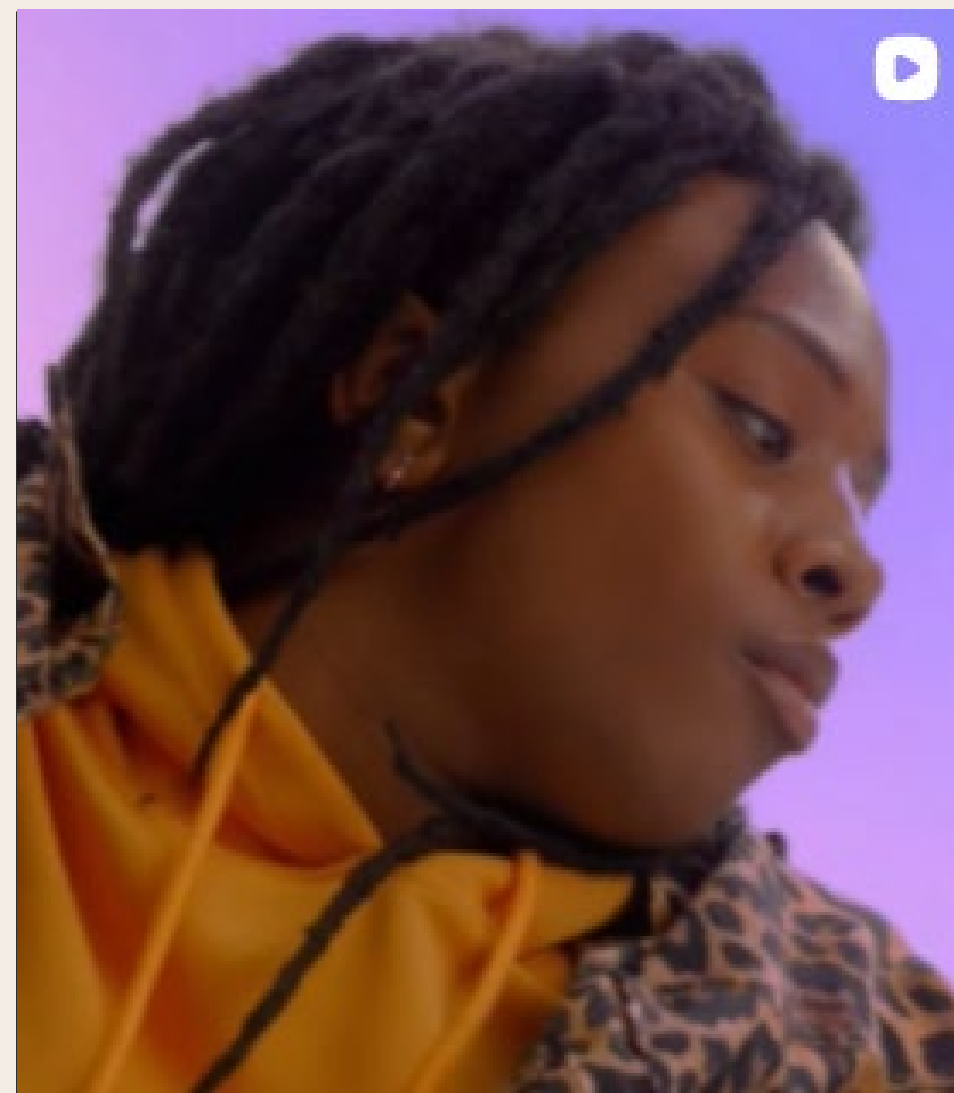
[Lotte]

[Brand TV Commercial]

[Kanu]

[Brand TV Commercial]

Our premium model pool and extensive brand collaboration experience are core assets. They minimize initial marketing costs and guarantee the highest quality output for new brand launches.



India

Samsung - Brand TV Commercial



Denis

LG U+ - Service Commercial



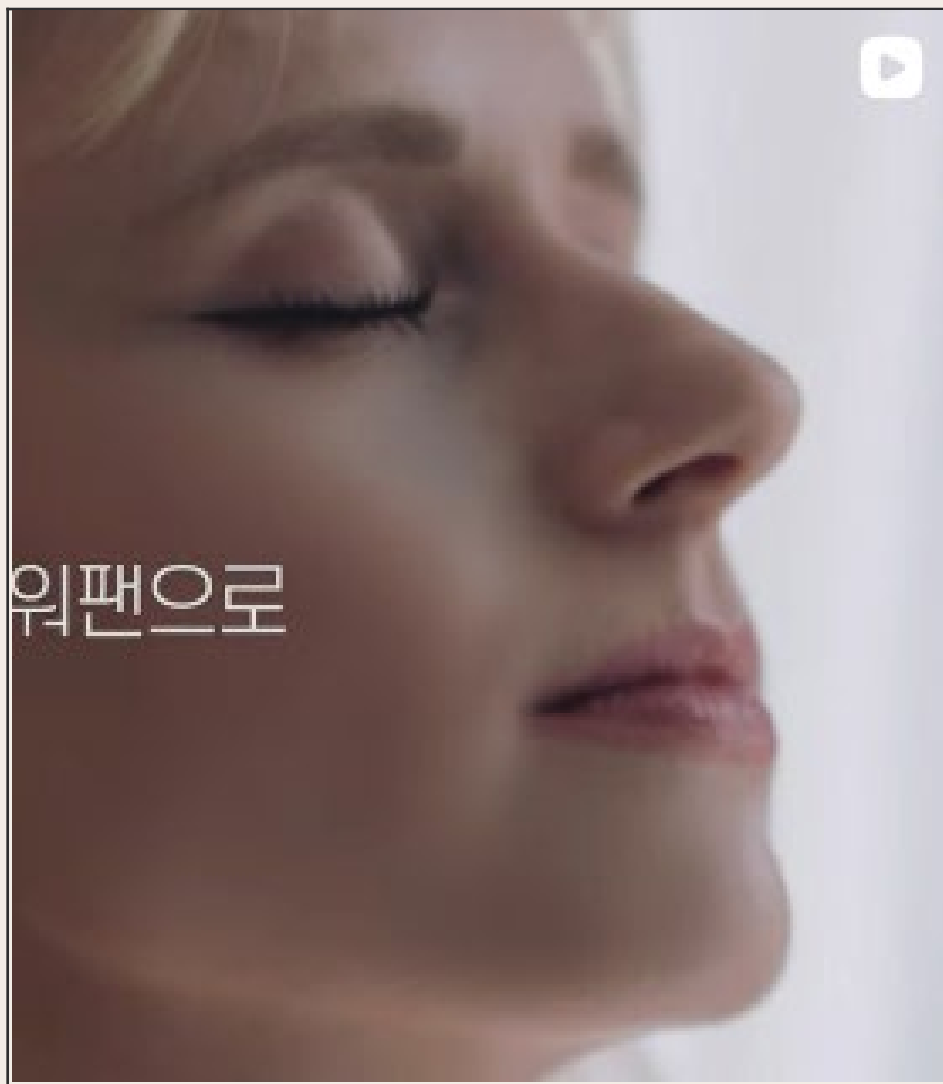
Britt

Lotte - Brand TV Commercial



Nicole

Kanu - Brand TV Commercial



Monica
Samsung - Brand TV Commercial



Sophie
Lotte - Service Commercial



Lara
Staccato - Lookbook Brand



Haliey
Beauty - Brand Commercial



Lars
BBQ Store - Brand Commercial



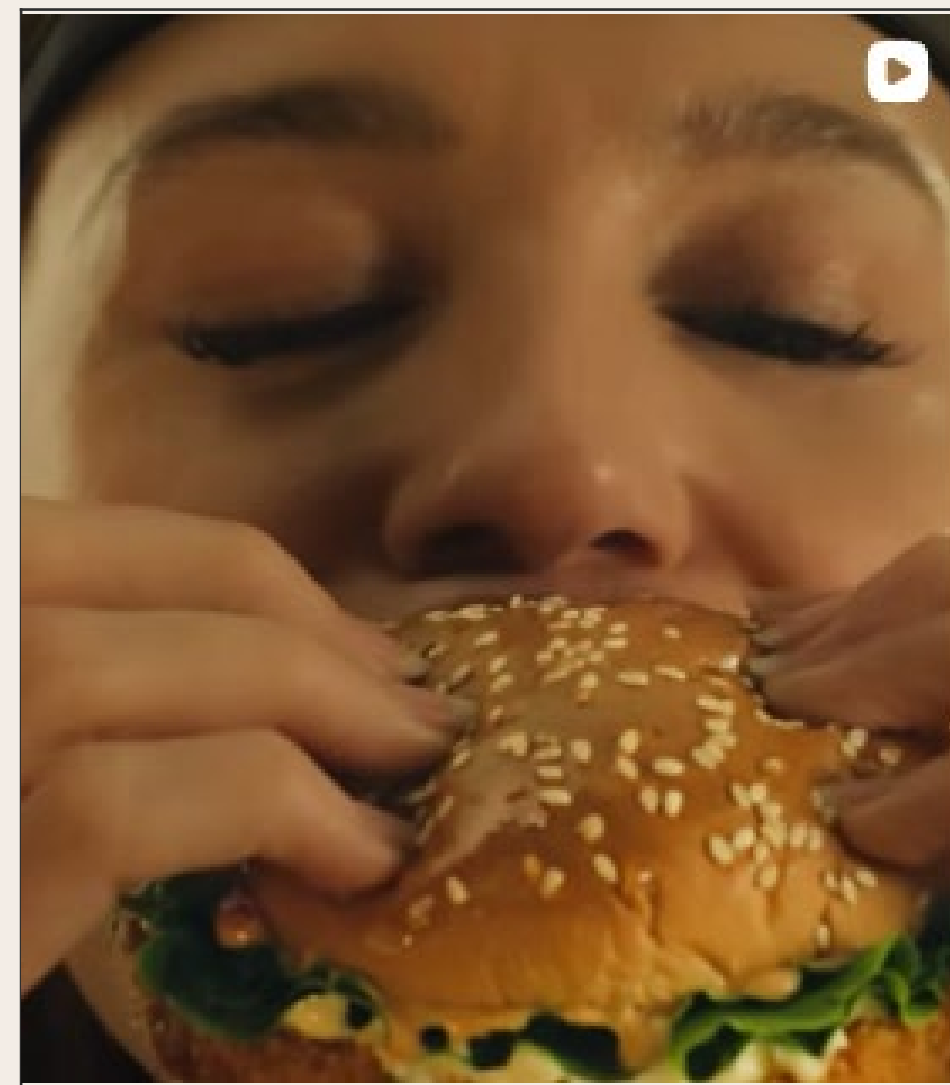
Lars
Samsung - Brand TV Commercial



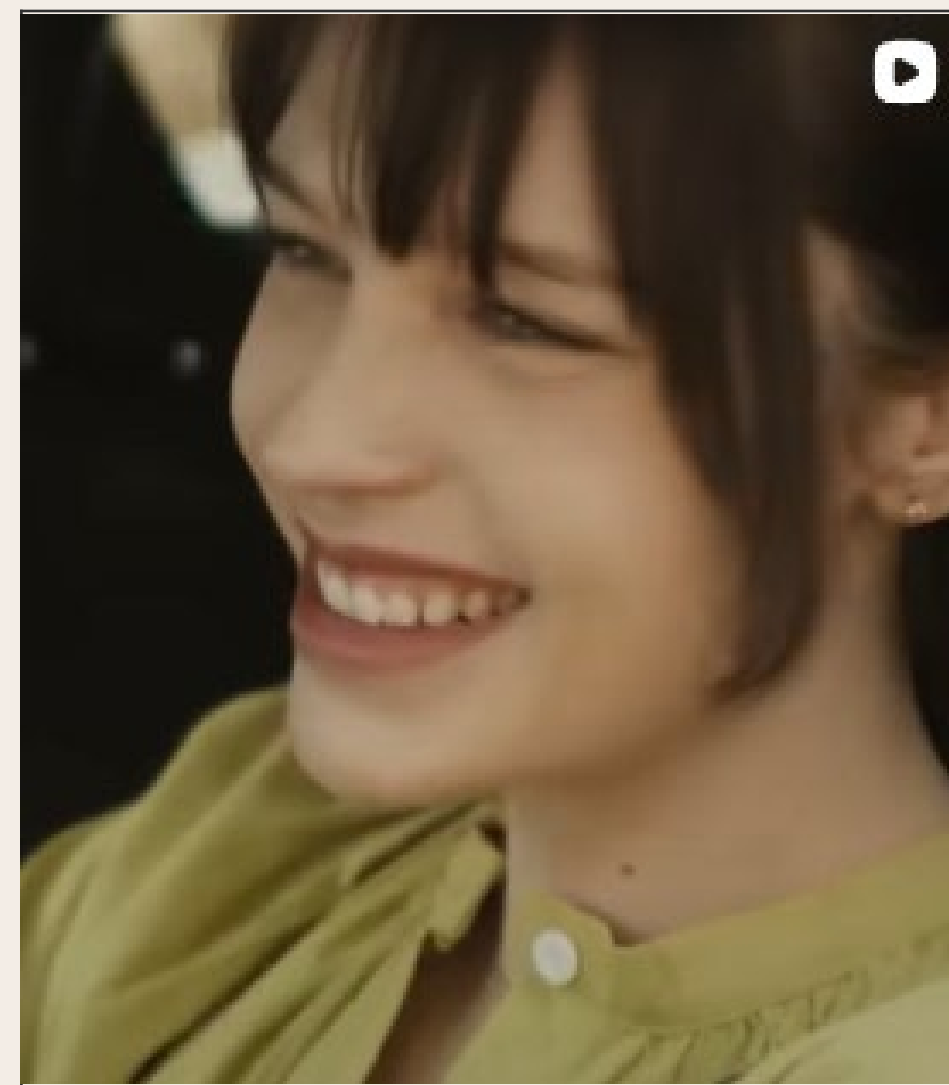
Kanja
Burger King - Brand TV Commercial



Nicole
Starbucks - Brand TV Commercial



Nicole
Lotteria - Brand TV Commercial



Nicole
Kia - Brand TV Commercial



The slimming revolution
Short drama for Platform



Fatal attraction
Short drama for Platform



Runaway Bride Baby on Board
Short drama for Platform



Billionaire Surgeon's Innocent Love
Short drama for Platform



Taming the Mafia boss
Short drama for Platform



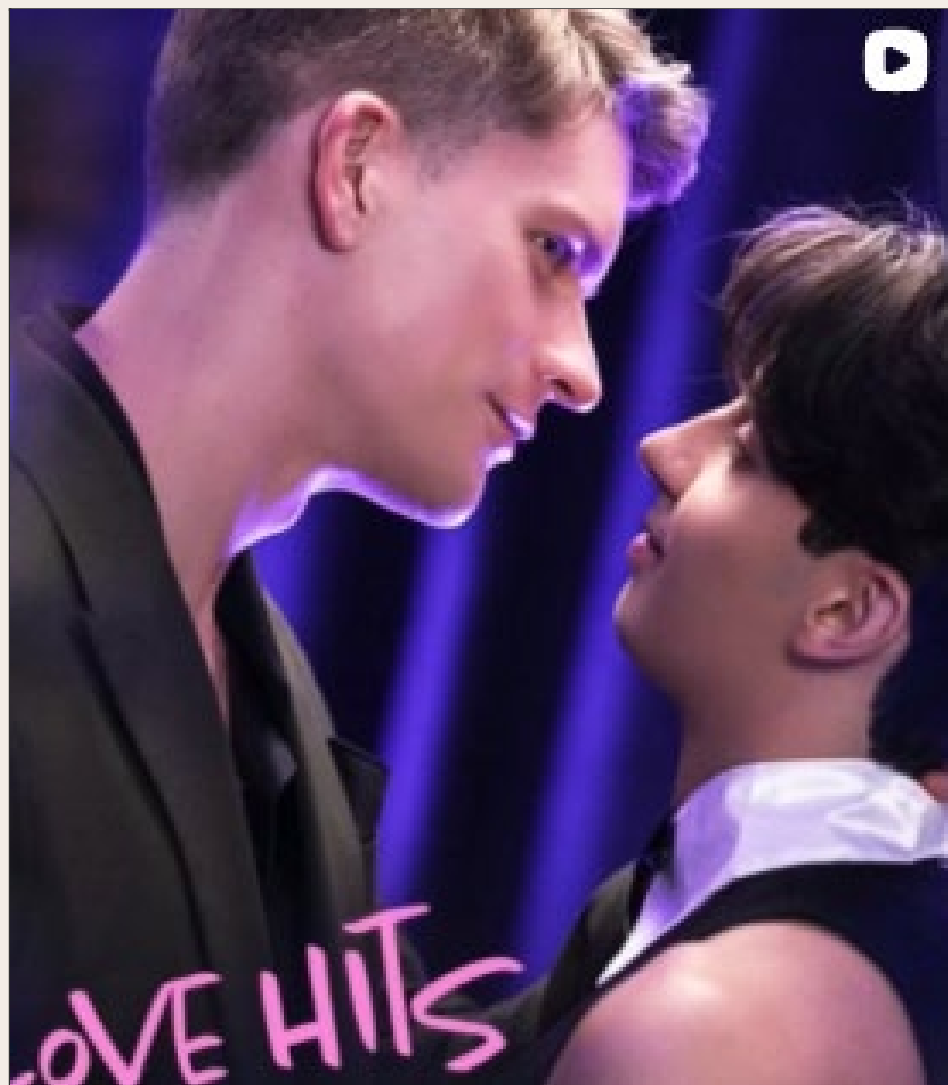
Love's Second Chance on air
Short drama for Platform



Diana, the good girl on air
Short drama for Platform



The Lost Daughter's Silent Cry
Short drama for Platform



Love hits like his right hook
Short drama for Platform



Medical genius is not
Short drama for Platform



Casting & Contract

C A S T I N G & C O N T R A C T

First, our HR team discovers talented models or scouts models currently active overseas, and if we determine they have potential in Korea, we reach out to them. If the initial contact and negotiations go well, we arrange a meeting, which may take place either abroad or in Korea depending on the situation

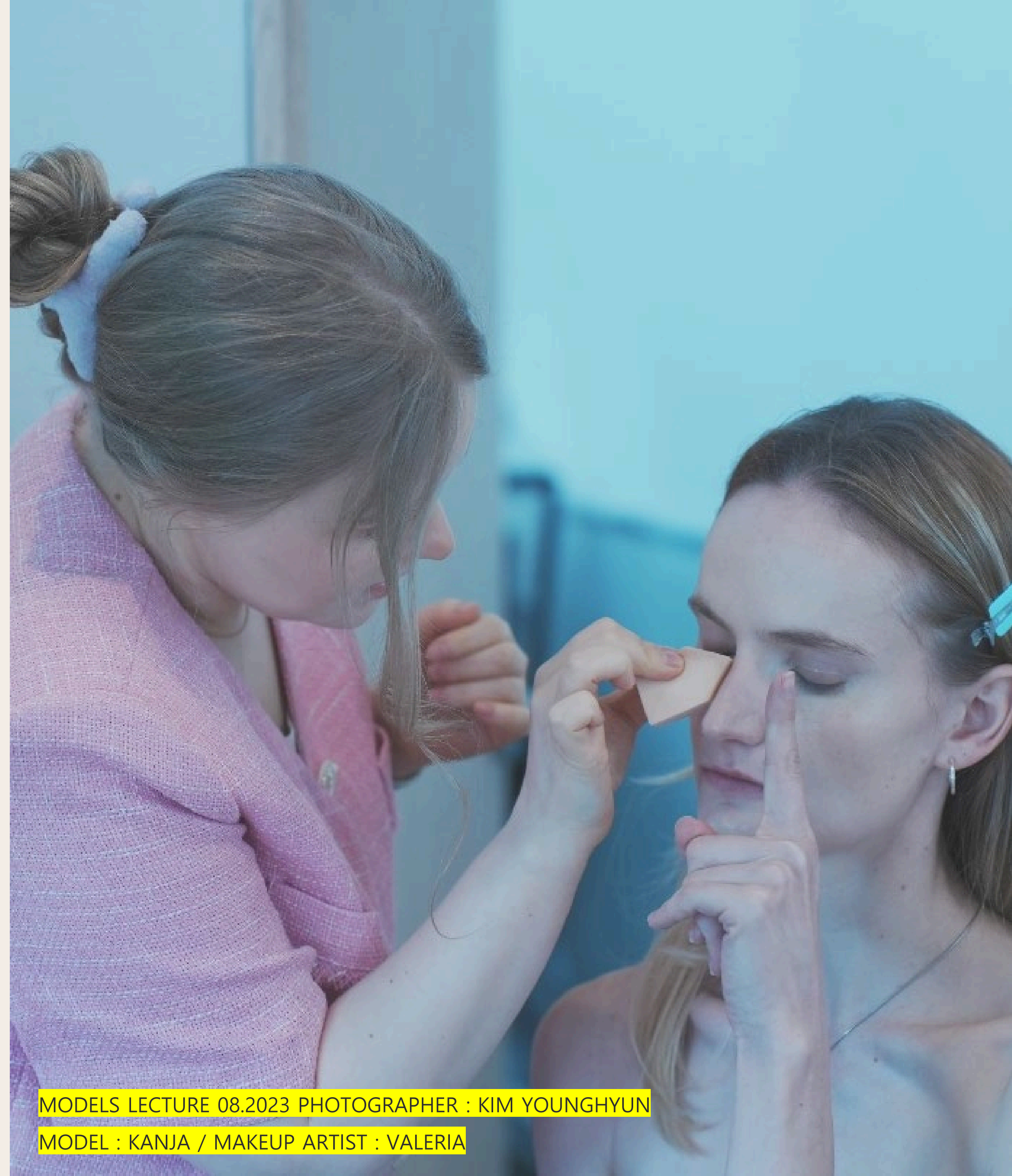
Based on the agreed terms and structured process, training and development are provided, and after fully explaining what kind of management they will receive, if both parties reach an agreement, we proceed with drafting the contract. After giving a thorough explanation of the contract and any additional details, the final step is signing the agreement. Once all negotiations are completed, we then move on to preparing the visa

Management

MANAGEMENT & OPERATION

JHJ MODELS develops newly discovered talent. We provide hands-on experience on set and coach everything directly, from acting, posing, and posture to overall work attitude.

Depending on the difficulty of the shoot, a dedicated manager accompanies them on set and provides support at all times. From on-site makeup to the entire process leading up to the actual shoot, we ensure they experience every step and become proficient in applying those skills. Through this process, we strive to provide models of a higher standard.



MODELS LECTURE 08.2023 PHOTOGRAPHER : KIM YOUNGHYUN

MODEL : KANJA / MAKEUP ARTIST : VALERIA

Filming & production

SHOOTING

When a model is assigned to a shoot, we provide a manager to accompany them if needed, offering one-on-one support. We fully support on-site communication, including interpretation and guidance, to ensure the shoot runs smoothly

We also handle production ourselves. If you share your requirements and the general concept of the shoot, we can discuss it in a meeting and produce content that closely matches your vision. We work with a professional producer team, and we provide this as an all-in-one service for our clients



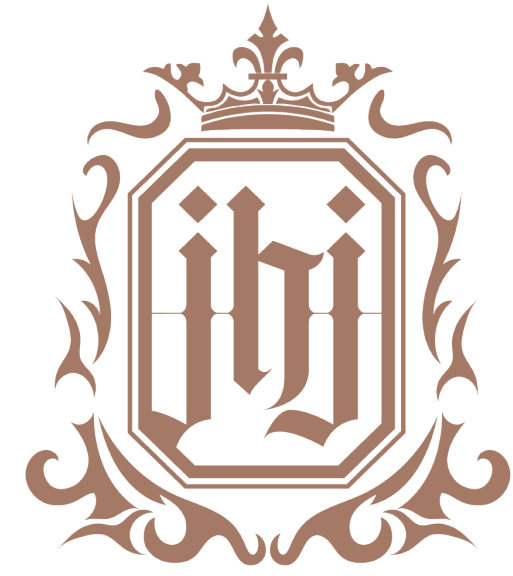
Small-scale production

L o w b u d g e t

Recently, with the growth of UGC and social media, we have been receiving a high volume of inquiries for small-scale production projects. We not only handle large-scale productions but also offer cost-effective solutions for smaller projects, tailored to meet our clients' needs. From films to dramas, fashion, beauty, products, and promotional content, we strive to deliver optimized results across various fields

With secured locations and a wide network of connections, we are able to produce content that closely aligns with your requirements. Please feel free to contact us anytime, and we will be happy to provide you with detailed guidance





JHJ
MODELS