2024 KOREA EX FANTASY

A Festival Obsessed with ex and Fashion

K-XF

SOUTH KOREA'S FIRST AND LARGEST

*The Fashion!* EX FESTIVAL

APRIL 20-21, 2024

# 2024 KXF INTRODUCTION

## INVESTMENT INTRODUCTION

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**KXF is the first and largest sex festival in Korea,**
leading the **country's adult culture**
based on a foundation of **healthy and safe sexual practices.**



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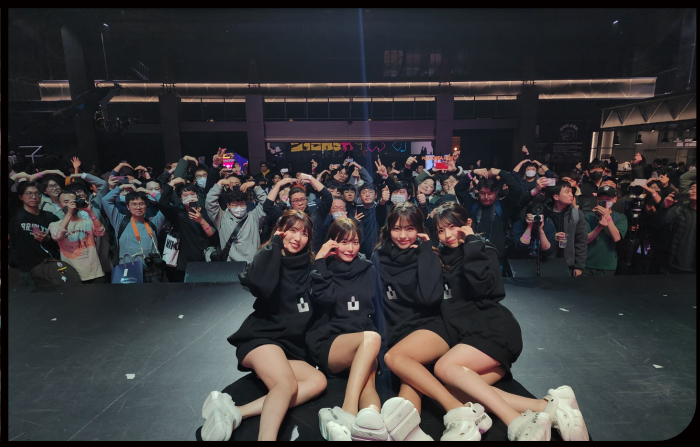
# K-XF 2023 OVERVIEW

K-XF

## The 2023 KXF was a resounding success, realizing your fantasies into reality.



FESTIVAL INTRODUCTION

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## 2023 K-XF OVERVIEW

K-XF

**In 2023, KXF was joined by 7 popular Japanese AV actresses, 13 participating companies, and 1,300 event attendees.**

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## 2023 K-XF OVERVIEW

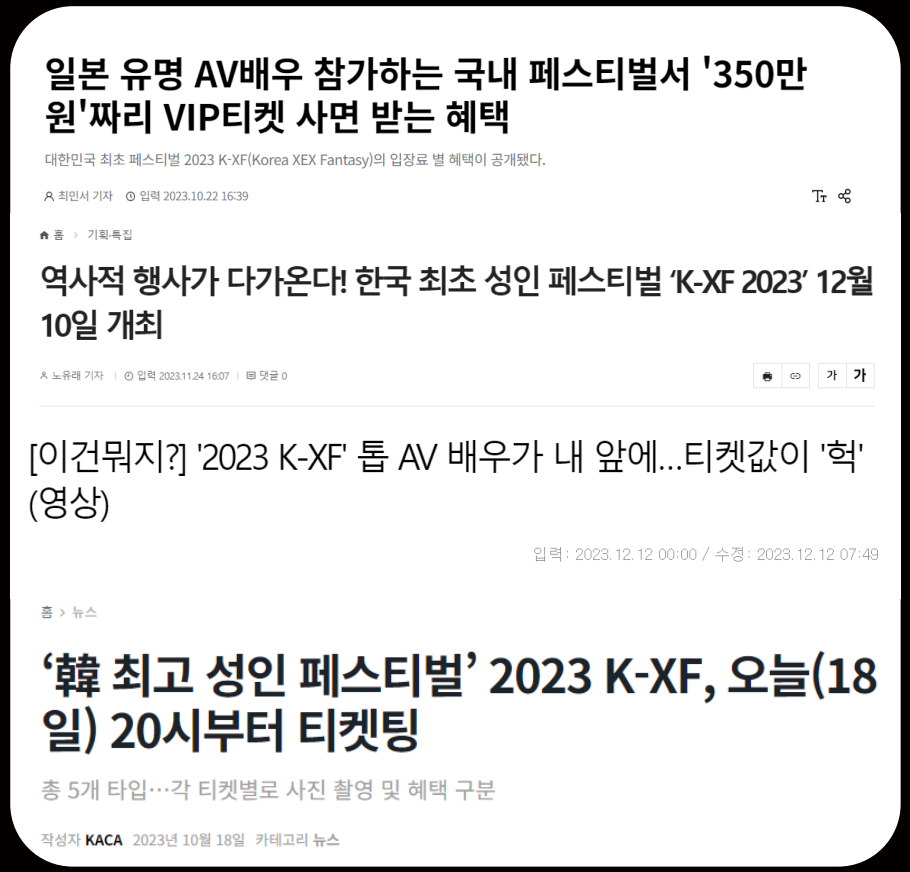
# The 2023 KXF attracted considerable attention, covered by numerous journalists, media outlets, and major domestic online communities

**30,000,000**

Content Aggregate Views

**50,000,000**

Estimated Total Views Including Direct and Indirect Marketing



일본 유명 AV배우 참가하는 국내 페스티벌서 '350만원'짜리 VIP티켓 사면 받는 혜택

대한민국 최초 페스티벌 2023 K-XF(Korea XEX Fantasy)의 입장료 별 혜택이 공개됐다.

최민서 기자 입력 2023.10.22 16:39

홈 > 기획·특집

역사적 행사가 다가온다! 한국 최초 성인 페스티벌 'K-XF 2023' 12월 10일 개최

노유래 기자 | 입력 2023.11.24 16:07 | 댓글 0

가 가

[이건뭐지?] '2023 K-XF' 톱 AV 배우가 내 앞에...티켓값이 '헉' (영상)

입력 : 2023.12.12 00:00 / 수정 : 2023.12.12 07:49

홈 > 뉴스

'韓 최고 성인 페스티벌' 2023 K-XF, 오늘(18일) 20시부터 티켓팅

총 5개 타입…각 티켓별로 사진 촬영 및 혜택 구분

작성자 KACA 2023년 10월 18일 카테고리 뉴스



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K-XF

In 2023,
from being the first and largest
adult festival in Korea,

In 2024,
KXF aims to evolve into a more
diverse and impactful
adult festival.



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K-XF

# INTRODUCING!

## April 20-21, 2024
## (Saturday and Sunday)

## A Festival Obsessed with
## Sex and Fashion

# The Fashion!

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K-XF

# The Fashion!

## An extraordinary fashion show exclusively featuring top Japanese AV actresses.

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# The Fashion!

## A world-first at KXF THE FASHION

## Saturday Bikini Fashion Show

## /Sunday SM Fashion Show

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# K-XF INTRODUCTION

K-XF

**A large venue accommodating over 5,000 people**

**Over 40 booths by domestic adult culture companies and invitations**

**Participation of over 30 top AV actresses, dancers, and famous rappers**

**Over 50 teams of YouTubers, influencers, and community members**



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## K-XF PROGRAM

K-XF

KXF features programs like top AV actress fashion shows / fan meetings, adult product exhibitions/sales, male /female sexual performances, adult culture experience events, and adult community networking.

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# K-XF TICKET

K-XF

## KXF tickets are categorized into three types, With the option to purchase photo tickets for each actress.

*Life cut ticket additional purchase available on-site Notes on

89,000

159,000

signature/life cut tickets

**Online purchase of actress-specific life cut tickets is limited to 150 per day (Saturday/Sunday)**

80,000

FESTIVAL INTRODUCTION

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## K-XF PHOTOSHOT BOOTH

## K-XF LIFE CUT & FAN MEETING

# Life cut with AV actresses

| CATEGORIES | PRICES |
| --- | --- |
| One photo ticket from the sticker photo | 80,000원 |

*followed by obtaining an autograph and entering the sticker photo booth

FESTIVAL INTRODUCTION

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K-XF

# We introduce KXF's festival declaration, aligning with our goals

## 1 DIVERSITY AND INCLUSIVITY

K-XF recognizes and respects all sexual preferences and identities, offering a festival where people with diverse tastes and experiences, including the LGBT+ and BDSM communities, can gather to understand and share with each other.

## 2 SAFETY AND EDUCATION

K-XF prioritizes safety, providing an environment for exploring safe sexual culture. This includes principles of consent and in-depth educational programs.

## 3 OPEN ENTERTAINMENT

KXF aims to respect, share, and develop a more enjoyable adult culture, not hiding or covering it up. We offer open adult entertainment through various programs.

## 4 HARMONIOUS COMMUNICATION

KXF provides a broad network for empathizing with and learning about adult culture. We pursue coexistence through open and harmonious communication rather than one-sided or closed interactions among diverse adult culture groups.



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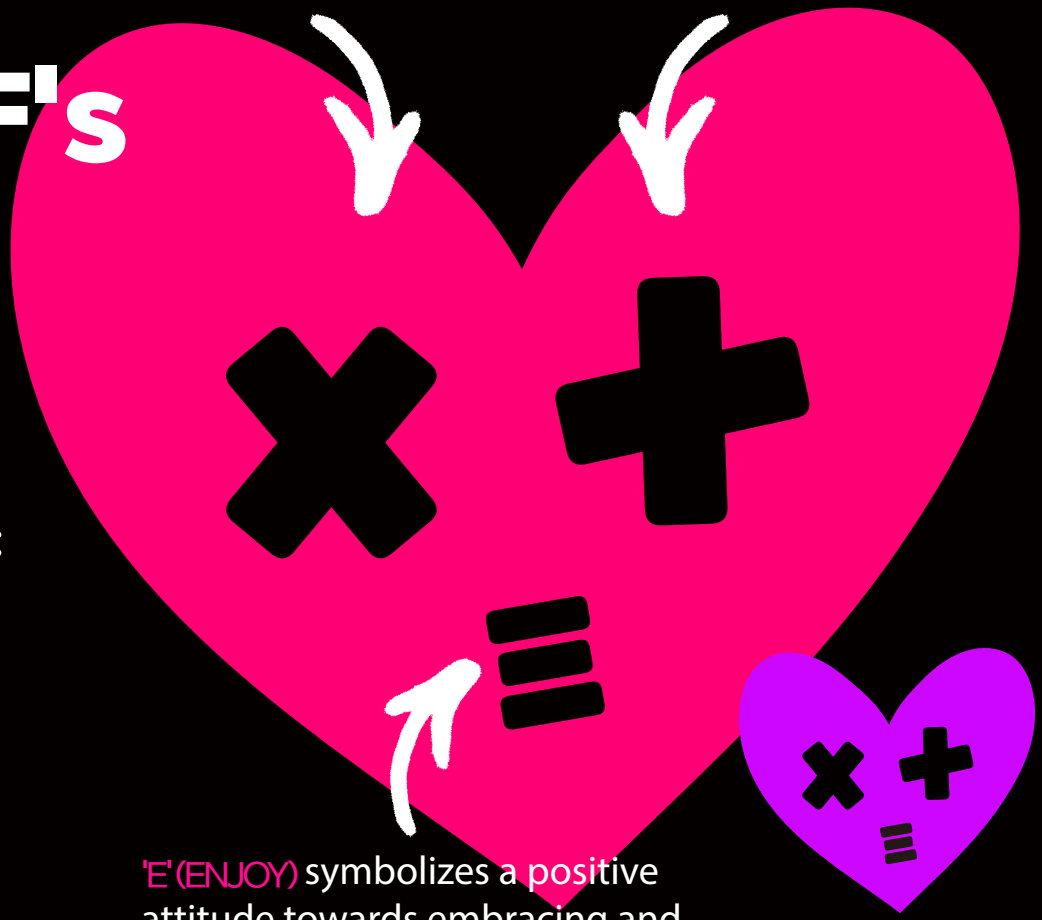
K-XF

The 'X' symbolizes exploration and open-minded acceptance.

The '+' represents the embracing and acknowledgment of various sexual preferences and identities.

# Introducing K-XF's brand symbol, XEX.



XEX visually conveys the values and goals of K-XF: diversity and inclusion, an open attitude, and a symbol of freely exploring, learning, enjoying, and communicating about sexual preferences.

This symbol provides a visual identity for festival participants to understand and communicate KXF's purpose and values.

'E' (ENJOY) symbolizes a positive attitude towards embracing and enjoying diverse adult cultures.



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# 2024 K-XF INTRODUCTION

K-XF

## Invitations are planned for top Japanese AV actresses with substantial fan bases both domestically and internationally.

**Aoi Sora**

#A legend that needs no explanation

**Mitani Akane**

#The actress confessed by Shimiken

**Sakura Mana**

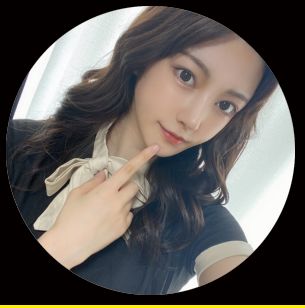
#Ranked No.1 actress by works

**Nanashima Mai**

#Slender figure with volume

**Yagi Nana**

#Charming with innocence and cuteness



**Kaede Karen**

#A promising successor to the Four Heavenly Kings

**Hongo Ai**

#A super strong newcomer in 2020

**Kiwakita Saika**

#The AV actress with the highest sales volume

**Kinoshita Himari**

#Top 10 in Weekly Playboy

**Yamagishi Ayaka**

#A slender actress from an announcer background

**Aoi Ibuki**

#AV actress from a school idol group

**Sakamichi Miru**

#An actress with beauty and professional passion

FESTIVAL INTRODUCTION

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# K-XF PARTICIPANTS

K-XF

## Numerous domestic YouTubers and influencers are expected to be invited.

**Pisik University**
#2.36 million subscribers
#Top comedy YouTube channel

**Spooning19**
#Adult YouTube with 840,000 subscribers

**Shimiken TV**
#720,000 subscribers, everyone knows this unique figure

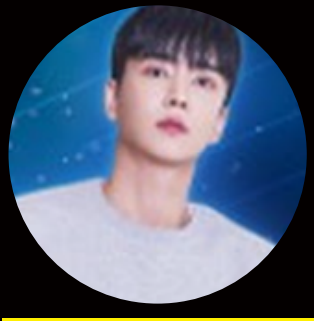
**No Backing Down Tak Jae-hoon**
#1.29 million subscribers, Tak Jae-hoon with no retreat

**Tanaka**
#1.29 million subscribers, Tak Jae-hoon with no retreat

**Flight Time**
#Top Korean adult content on Sofort

**Giggling Company**
#1.8 million subscribers Everything

**About Jobs**
#920,000 subscribers YouTube channel



**Kim In-ho TV**
#The most handsome BJ (Broadcast Jockey)

**Masturbation King Chanwoo Park**
#Masturbation King



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# K-XF PARTICIPANTS

K-XF

## Various performers and dance teams will participate.

### FLY WITH ME

#A super sexy dance group formed in 2008

### GIRL CRUSH

#Sexy girl group that achieved 200 million views



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# K-XF SPONSORSHIP TYPE

K-XF

**In addition to booth operations at the event venue, K-XF offers a range of sponsorship products. Invest in K-XF to give your brand a boost.**

## BOOTH INVESTMENT

Booth Investment: Operating a booth not only provides an opportunity to meet customers directly and showcase or sell products and services but also allows for the creation of deep brand engagement through direct communication.

## ADVERTISING AND PROMOTION PRODUCTS

K-XF offers various avenues to promote your brand or service, including digital marketing campaigns and on-site advertising.

## SPONSORSHIPS AND ENDORSEMENTS

K-XF attracts millions of customers both online and offline through extensive marketing activities. Sponsorships and endorsements are excellent opportunities to increase brand awareness and reach your target audience.

## INVESTMENT PRODUCTS

Investing in K-XF is akin to investing in the newly soaring adult market. We aspire to share greater achievements than merely investing in the social value of the adult market.



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# K-XF SPONSORSHIP - BOOTH

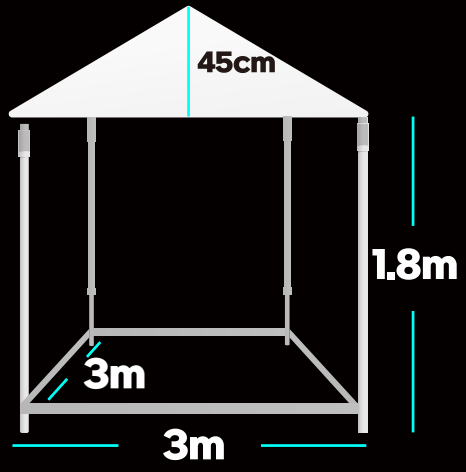
## K-XF BOOTH PRICES AND POLICIES

| CATEGORIES | EA | PRICES(2DAY) |
|---|---|---|
| MAIN BOOTH | 32 | 5,000,000 |

*Prices are for the total duration of the event (2 days)

*Booth purchase includes K-XF advertising, banner logo placement, and promotional photo shoots with actresses.

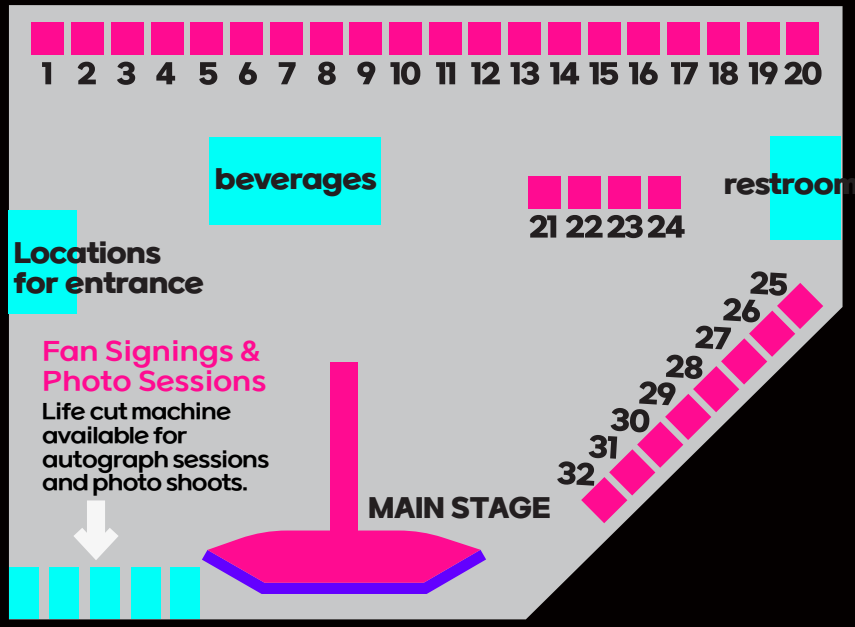
*EVENT BOOTH IMAGE




Note:

Booth logos and interior design are to be managed by the company (brand)

*Interior design services available upon request (price negotiable)



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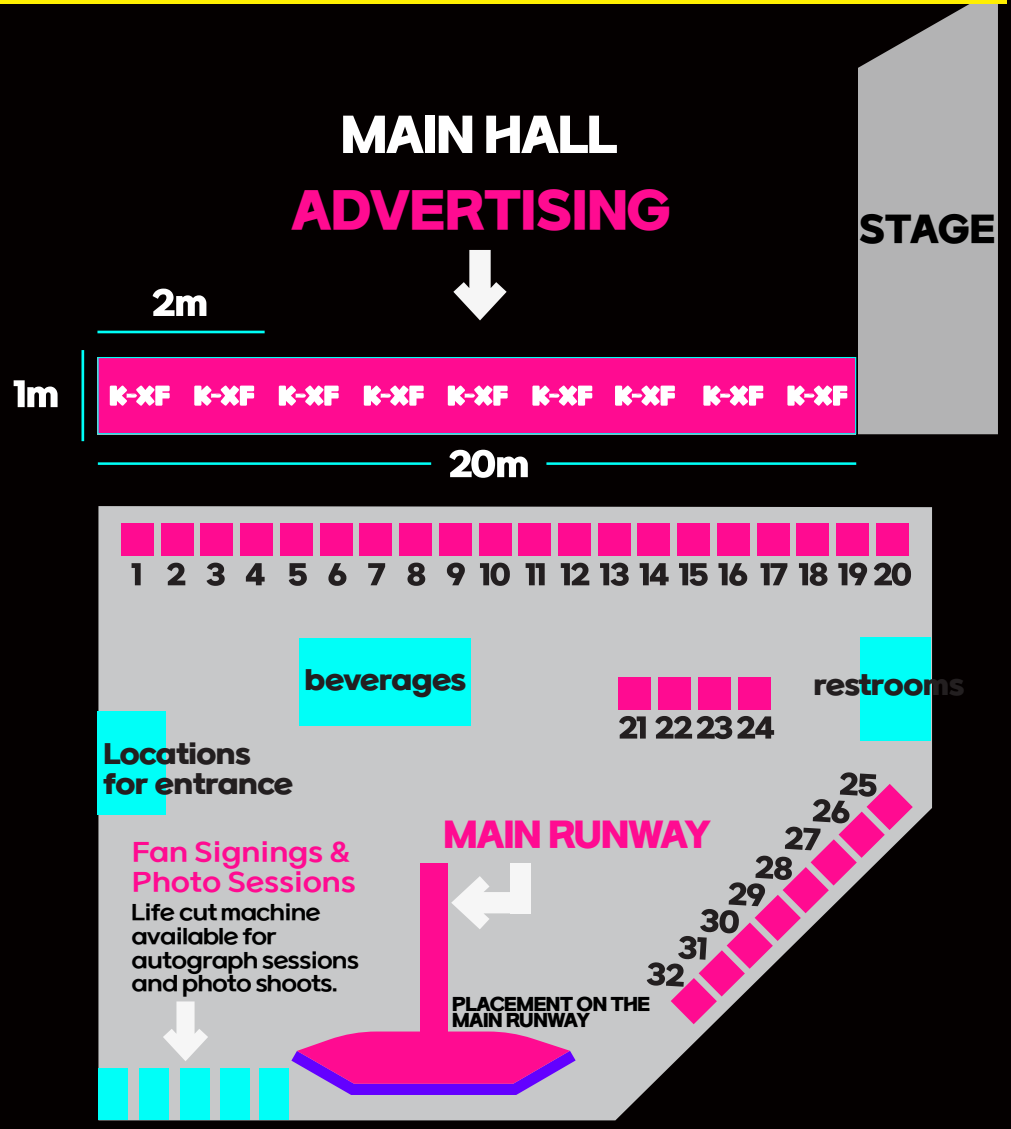
K-XF

# K-XF MAIN HALL STAGE RUNWAY ADVERTISING

| CATEGORIES | EA | PRICES(2DAY) |
|---|---|---|
| RUNWAY ADS(1M* 2M) | 20 | 1,500,000 |

*Advertisement size 1mX2m

*Advertisements to be delivered as logo illustration files



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K-XF

**K-XF's organizer, PlayJoker,
is specialized in explosive viral marketing
with incredible planning skills, as seen in projects like
'Gangnam Bikini Girl' and 'Apgujeong Box Girl'.**

Achieved a combined channel view count of 150 million views (Gangnam Bikini Girl)

Reached 70 million views in record time (Apgujeong Box Girl)



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K-XF

# K-XF Partner Promotion

**Advertise your brand and company through K-XF's partner marketing plans.**
**K-XF has proven its success and will assuredly reciprocate with success.**

| Categories | Cost | Effects |
| --- | --- | --- |
| KXF Partner Marketing Plans | Starting from a minimum of 100 million KRW | A minimum of 10 to 50 million or more in viral marketing impact |

*Participants in KXF's partner marketing plans will be featured across all KXF online platforms.



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K-XF

# K-XF ONLINE PROMOTION

**Become a partner in K-XF's online content promotion, eizing the opportunity to advertise to millions of customers annually. Early participants receive additional benefits.**

| CATEGORIES | ADVERTISING TYPES | PRICES |
|---|---|---|
| K-XF Promotional Video (Approx. 1 minute) | Title Logo Placement | 1,500,000 |
| KXF Making Film (Approx. 5 minutes) | Brand advertisement exposure/ credit logo (Approx. 5 seconds) | 3,000,000 |
| KXF Program VOD (Approx. 30 minutes) | Brand advertisement exposure/ credit logo (Approx. 10 seconds) | 4,500,000 |

*Free advertising promotion when participating in the booth



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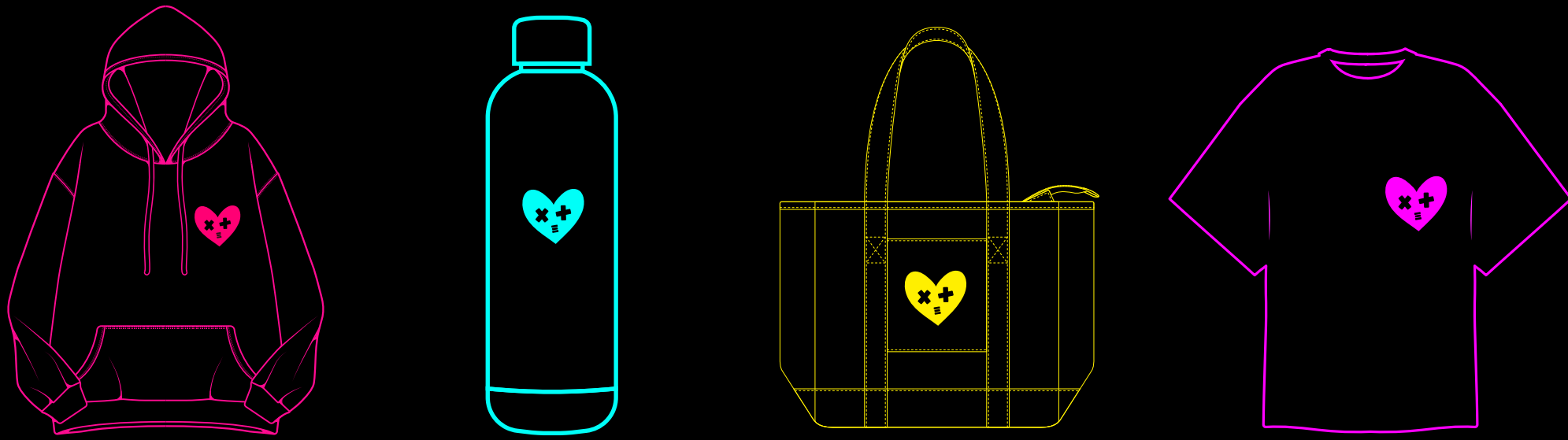
# K-XF WILL SELL A VARIETY OF SELF-PRODUCED MERCHANDISE, INCLUDING HOODIES, TUMBLERS, ECO-BAGS, AND T-SHIRTS.





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# K-XF PLANNING & VISION

K-XF

## K-XF, STARTING IN APRIL 2024, WILL HOST FESTIVALS EVERY FOUR MONTHS, EACH FEATURING A VARIETY OF GENRES AND THEMES, WITH THE AIM OF ESTABLISHING ITSELF AS THE UNDISPUTED LARGEST ADULT FESTIVAL IN SOUTH KOREA.

| 2024.1 | 2 | 3 | 4 |
|---|---|---|---|
| **K-XF Venue Contract**<br>**Ticketing Launch**<br>Completion of Actress Recruitment<br>Event Planning Completion<br>Production of<br>Promotional Materials<br>MD Product Development | **Pre-Events**<br>Newsletter Distribution<br>SNS Marketing<br>Offline Marketing<br>Sponsorships and Endorsements | **Media Publicity**<br>**Production of Event Print Materials and Signage**<br>Recruitment of Event Staff<br>Engagement of Participating Companies, Sponsors, and Co-Marketing Partners | **Performances,**<br>**Booth Set-Up** |



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2024 K-XF INTRODUCTION

K-XF

# K-XF SOUTH KOREA'S FIRST AND LARGEST

# The Fashion! X EX FESTIVAL

## WE SEEK INVESTORS WHO BELIEVE IN THE VISION OF K-XF AND ARE WILLINGTO INVEST IN ITS FUTURE.

For booth and advertising inquiries, please contact koreaxf@gmail.com.
For investment inquiries, call 010 8412 3124 (Contact: Lee Hee-tae).



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