
cake

An interactive learning experience with my favorite artists begins now.

Learn! What You Love.

Cake is the new name of the previous HYBE EDU. Established in November 2018 with the vision of becoming an innovative edu-tech company, HYBE EDU has worked to change the nature of learning by utilizing the world's best artist IP-based content.

Since its foundation, HYBE EDU has been developing and providing various language learning materials that help break down language barriers and allow people around the world with common interests to come together.

HYBE EDU was acquired by Cake Corporation on June 1st, 2022, to expand its services as a global language learning app. Cake will continue to carry out HYBE EDU's visions and will continue to grow to provide leading multi-language services to its global users.

Learn! What You Love.



Love for artist × Learning

Love for the artist is a great motivation in learning.

Content



Book



Video

Service



App



Speaking Pen



Audio Personalization Service

We create and publish various content to facilitate the most effective way to learn language.

Learn! KOREAN with TinyTAN
Book Package



Trailer VOD

- **Level :** Beginner (Hangeul, Korean alphabet)
- **Content :** Book, Workbook, MotiPen(Purple), 2 Hangeul Posters, Hangeul Flash Cards, 2 Rolls of Masking Tape, 1 Sticker Pack
- **Size :** 272*230*20 mm
- **Chapter Info :** 6 chapters in total
- **Language Availability :** English (Global Edition), Japanese (Japan Edition), and Korean and Spanish are also available with MotiPen.

This book is based on the story of Bora, an avid BTS fan. She explores Hangeul and learns how to read, write, and fluently pronounce Korean words in the book.



Learn! KOREAN with TinyTAN

TVOD Pack

- **Level :** Beginner
- **Episode Info :** 7 episodes in total
- **Length Info :** 15 minutes per episode, total runtime of app. 100 minutes
- **Language Availability :** Korean, English, Japanese, Spanish

Teaser VOD

The video pack covers various themes to help learners learn Korean pronunciations and characters easily and enjoyably. The learners can learn Korean naturally by watching animation videos.



Learn! KOREAN with BTS
Book Package



Trailer VOD

- **Level :** Basic
- **Content :** Books 1~4, MotiPen(Purple), Keyboard Stickers
- **Size :** 268*225*36 mm
- **Chapter Info :** 6 chapters per book, a total of 24 chapters
- **Language Availability :**
  - Global Edition: Korean, English, Japanese, Spanish
  - Japan Edition: Korean, Japanese, English, Spanish
  - Spanish Edition: Korean, Spanish, English, Japanese
  - Russian Edition: Korean, Russian, English, Japanese

  ***** All languages are available with MotiPen.

This book is about traveling Korea. Bora explores Korean culture and history while learning basic Korean expressions, grammar, and vocabulary.



BON BORAge
VOD Pack

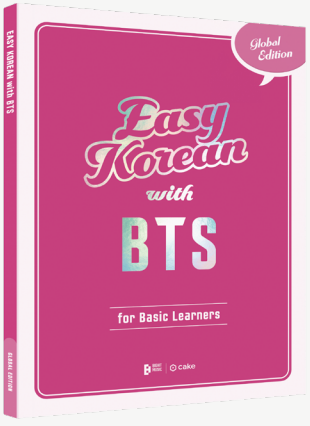
- **Level :** Basic
- **Episode Info :** 24 episodes in total
- **Length Info :** 3 minutes per episode, total runtime of app. 70 minutes
- **Language Availability :** Korean, English, Japanese, Spanish, Hindi

VOD List

The episodes are about Bora's travel where she visited while traveling in Korea, corresponding to *Learn! KOREAN with BTS* Books.



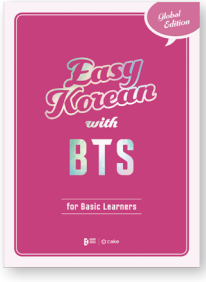
EASY KOREAN
with BTS



Trailer VOD

- **Level :** Basic
- **Content :** Student Book(176p), Workbook(96p)
- **Size :** 170*230 mm
- **Language Availability :** English (Global Edition), Japanese (Japanese Edition)

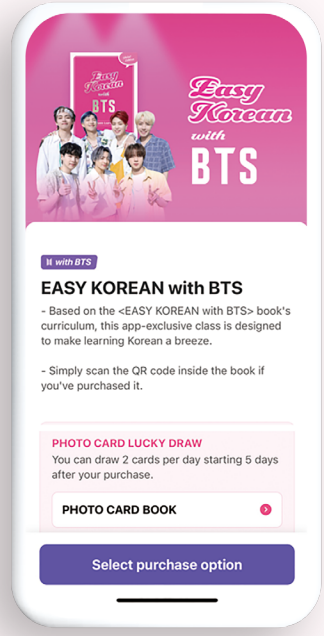
This book is a basic-level Korean textbook featuring BTS that covers everything in ONE book! Even beginners can learn essential Korean expressions used in everyday life with just this one book.





APP

EASY KOREAN
with BTS



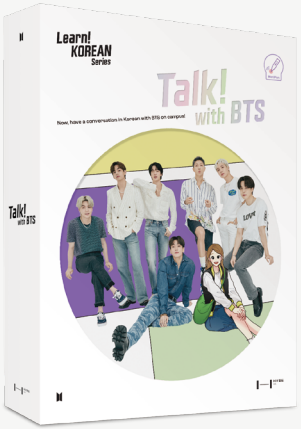
Browse Classes

- **Level :** Basic
- **Content :** Part 1(Day 1~6), Part 2(Day 1~6)
- **Length Info :** 3 minutes per episode, total runtime of
- **Language Availability :** English, Japanese, Taiwanese, Vietnamese and Thai

EASY KOREAN with BTS offers an app-based class with a curriculum structured to align with the textbook content. Tailored for basic learners in Korean, the course comprises 12 chapters featuring easily understandable lecture videos and engaging practice activities.

Learn! KOREAN Series

Talk! with BTS



Trailer VOD

- **Level :** Intermediate
- **Content :** Book 1(144p), Book 2(128p)
- **Size :** 251*188*40 mm
- **Chapter Info :** 6 chapters per book, a total of 12 chapters
- **Language Availability :** English (Global Edition), Japanese (Japan Edition), and Korean and Spanish are also available with MotiPen.

This book is about Bora's life as an exchange student in Korea. Learners can learn Korean expressions, grammar and vocabulary that sound natural and which Koreans use in their real, everyday lives.



Talk! with BTS

Animated VOD Pack

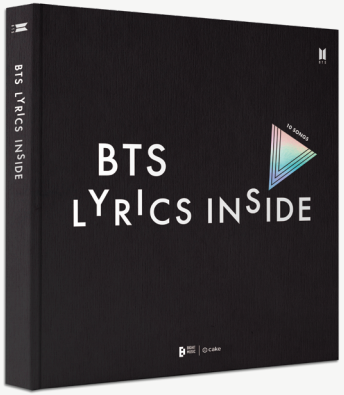
- **Level :** Intermediate
- **Episode Info :** 12 episodes in total
- **Length Info :** 4-5 minutes per episode, total runtime of app. 60 minutes
- **Language Availability :** Korean, English, Japanese, Spanish

Trailer VOD

The episodes are about Bora's life as an exchange student in Korea, corresponding to *Talk! with BTS* Books.



BTS
LYRICS INSIDE



Trailer VOD

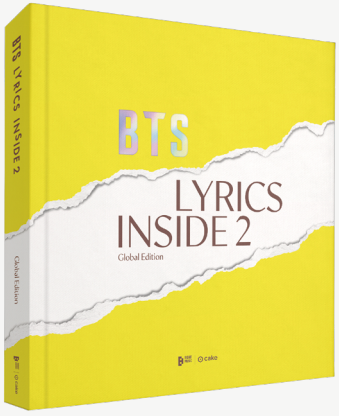
- **Level :** All
- **Content :** Book(180p)
- **Size :** 240*250*23 mm
- **Chapter Info :** A total of 10 chapters
- **Language Availability :** English (Global Edition), Japanese (Japan Edition)

BTS LYRICS INSIDE features the lyrics, interpretations, and behind-the-scenes anecdotes of the ten BTS songs ARMY loves. They have been carefully selected from the many great songs written and composed by BTS.

- **Contents**

1. 작은 것들을 위한 시 (Boy With Luv) (Feat. Halsey)
2. ON
3. Life Goes On
4. IDOL
5. 불타오르네 (FIRE)
6. Magic Shop
7. We are Bulletproof : the Eternal
8. 소우주 (Mikrokosmos)
9. 봄날 (Spring Day)
10. Yet To Come

BTS
LYRICS INSIDE 2



Theme-based

Trailer VOD

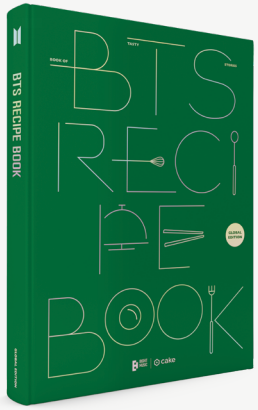
- **Level :** All
- **Content :** Book(180p)
- **Size :** 240*250*22 mm
- **Chapter Info :** A total of 10 chapters
- **Language Availability :** English (Global Edition), Japanese (Japan Edition)

This book is the second version of BTS LYRICS INSIDE. This book features a curated selection of 10 songs that tell the story of BTS, from the “화양연화” series (2015-2016) on youth to <Proof> (2022) that concludes chapter 1 of BTS.

- **Contents**

1. I NEED U
2. RUN
3. EPILOGUE : Young Forever
4. 둘! 셋! (그래도 좋은 날이 더 많기를) [2] [3]
5. MIC Drop
6. FAKE LOVE
7. 욱 (UGH!)
8. 00:00 (Zero O’Clock)
9. 달려라 방탄 Run BTS
10. For Youth

BTS
RECIPE BOOK



Trailer VOD

- **Level :** All
- **Content :** Book(252p)
- **Size :** 208*285*25 mm
- **Chapter Info :** 3 foods per chapter, a total of 5 chapters
- **Language Availability :** English/Korean (Global Edition),
  Japanese/Korean (Japan Edition)

This book introduces a careful selection of 15 dishes that BTS has made and eaten, providing an in-depth explanation of the cultural significance of what they said and did. The book also provides a glimpse into the different personal tastes of BTS, allowing readers to compare them to their own personal preferences.

BTS
RECIPE BOOK 2



Theme-based

Trailer VOD

- **Level :** All
- **Content :** Book(232p)
- **Size :** 208*285*21 mm
- **Chapter Info :** 2 foods per chapter, a total of 7 chapters
- **Language Availability :** English/Korean (Global Edition), Japanese/Korean (Japan Edition)

This book is the second version of BTS RECIPE BOOK. This book introduces a careful selection of 14 dishes that BTS has made and eaten, providing an in-depth explanation of the cultural significance of what they said and did. This book also provides a glimpse into the different personal taste of BTS.

BTS RECIPE BOOK
VOD Pack

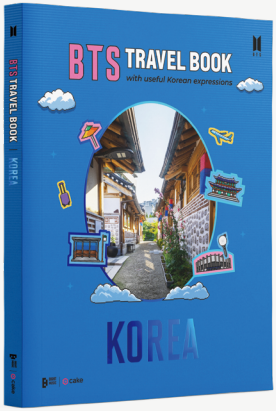
VOD List

- **Level :** All
- **Episode Info :** 22 episodes in total (Season #1 and #2)
- **Length Info :** 5-8 minutes per episode, total runtime of app. 180 minutes
- **Language Availability :** Korean, English, Japanese, Spanish

A video to understand the Korean language and Korean food culture by following the recipes BTS cooked in entertainment shows such as <Run BTS!> and <IN THE SOOP>.



BTS
TRAVEL BOOK



Theme-based

Trailer VOD

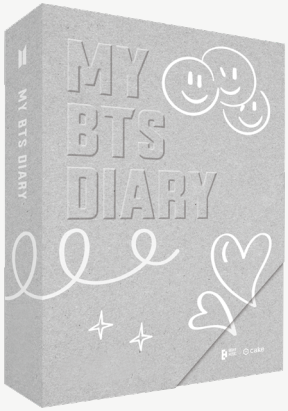
- **Level :** All
- **Content :** Book(192p)
- **Size :** 182*225*13 mm
- **Chapter Info :** A total of 8 chapters
- **Language Availability :** English (Global Edition), Japanese (Japan Edition)

This book provides helpful information and practical Korean expressions that will assist visitors on their BTS TRAVEL. This book is enjoyable for fans currently preparing to travel to Korea, but also for fans who plan to visit Korea in the near future.





MY
BTS DIARY

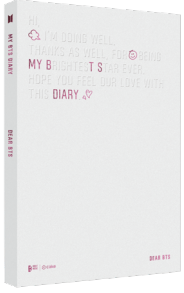


Trailer VOD

- **Level :** All
- **Content :** 2 Books (<From BTS> 184p & <Dear BTS> 128p),
  1 Stickers Pack, 2 Memo Pads
- **Size :** 150*206*34 mm
- **Chapter Info :** A total of 7 chapters
- **Language Availability :** English (Global Edition), Japanese (Japan Edition)

This book is a diary-concept book package that allows fans to read and understand Korean messages that BTS has posted on social media. It contains BTS messages about greetings, daily sharing, congratulations, etc. and enables fans to write Korean letters or comments to BTS.









365 BTS DAYS



Theme-based

Trailer VOD

- **Level :** All
- **Content :** Calendar(388p)
- **Size :** 210*120 mm
- **Language Availability :** English (Global Edition), Japanese (Japan Edition)

This book is a calendar-style Korean language learning book that allows readers to reminisce about moments spent with BTS over the course of 365 days, accompanied by BTS' photos. It is designed for daily learning, featuring simple Korean expressions to learn one day at a time.

BLACKPINK IN YOUR KOREAN
Book Package



BLACKPINK VOD

- **Level :** Basic
- **Content :** Book 1(122p), Book 2(108p)
- **Size :** 350*204*50 mm
- **Chapter Info :** 6 chapters per book, a total of 12 chapters
- **Language Availability :** English (Global Edition), Chinese (Chinese Edition) and Korean, Japanese and Indonesian are also available with BLACKPINK MotiPen.

The very first book package of learning Korean with BLACKPINK. You can learn Korean vocabulary, expressions and Korean culture through the story of BLACKPINK characters in the two books.

BLACKPINK IN YOUR KOREAN

Animated VOD Pack

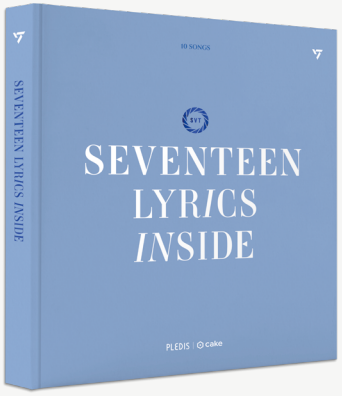
- **Level :** Basic
- **Episode Info :** 12 episodes in total
- **Length Info :** 1.5 minutes per episode, total runtime of app. 18 minutes
- **Language Availability :** Korean, English, Chinese, Japanese, Indonesian

CH1 VOD Sample

The episodes are about BLINKY, a character representing BLINK, spending 24 hours with BLACKPINK, corresponding to *BLACKPINK IN YOUR KOREAN* Books.



SEVENTEEN
LYRICS INSIDE



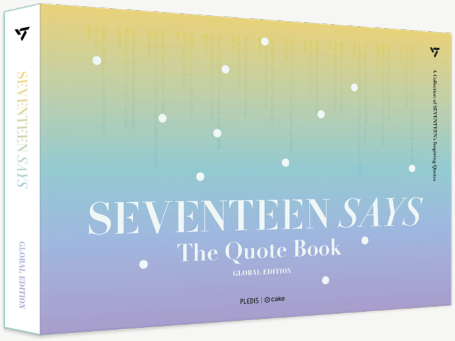
Trailer VOD

- **Level :** All
- **Content :** Book(168p)
- **Size :** 240*250*22 mm
- **Chapter Info :** A total of 10 chapters
- **Language Availability :** English (Global Edition), Japanese (Japan Edition)

This book contains the deeper implications of SEVENTEEN's lyrics and shares various anecdotes related to them. There are team songs, unit team songs, and fan songs that were composed for SEVENTEEN's one and only fandom, CARAT.

SEVENTEEN SAYS

- The Quote Book



Trailer VOD

- **Level :** All
- **Content :** Book(192p)
- **Size :** 280*190*20 mm
- **Chapter Info :** A total of 13 chapters
- **Language Availability :** English (Global Edition), Japanese (Japanese Edition)

This book is the first official quote book that features SEVENTEEN and CARAT's closest moments together. The book includes more than 10 messages from each member, totaling over 150 messages, along with various behind-the-scenes stories.

Theme-based

365 SEVENTEEN DAYS



Trailer VOD

- **Level :** All
- **Content :** Calendar(388p)
- **Size :** 210*120 mm
- **Chapter Info :** A total of 10 chapters
- **Language Availability :** English (Global Edition), Japanese (Japanese Edition)

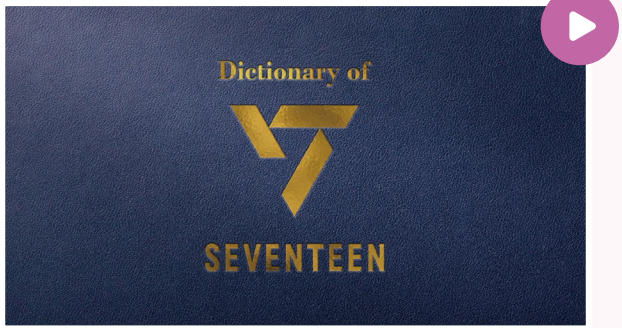
This book is a calendar-style Korean language learning book that allows readers to reminisce about moments spent with SEVENTEEN over the course of 365 days, accompanied by SEVENTEEN's photos. It is designed for daily learning, featuring simple Korean expressions to learn one day at a time.

X SEVENTEEN

- **Content :** Korean expressions, vlogs, lyrics
- **Episode Info :** 9 episodes in total
- **Length Info :** 4-8 minutes per episode
- **Language Availability :** Korean, English, and Japanese (Spanish and Chinese available for some videos)

VOD List

X SEVENTEEN series includes videos about Korean expressions actively used by SEVENTEEN and their fans, Korean concert vlogs, and a video explaining the lyrics of "Oh My!"— all of which can motivate viewers to learn Korean.





Theme-based

Learn! KOREAN with TinyTAN

Credit Cookie

A video helping you to understand the consonants, spelling, and pronunciation rules of Korean in a gamification format. This is a post-credit scene with the concept of *Learn! KOREAN with TinyTAN*.

VOD List

- **Content :** animation, gamification, storytelling
- **Episode Info :** 8 episodes in total
- **Length Info :** 1-2 minutes per episode, total runtime of app. 10 minutes
- **Language Availability :** Korean, English, Japanese, Spanish



GANADA

Lyrics & Choreography

(by AIKI & HOOK)

GANADA is the digital single that HYBE EDU released. It was for the celebration of the 2021 Hangeul Day to help people around the world learn Hangeul with ease, and discover the unique charms of Hangeul in song.

- **Content :** Using GANADA digital single
- **Episode Info :** 1 Lyrics Video, 1 Choreography Video by AIKI & HOOK
- **Length :** 2.31 minutes

가나다
Lyrics Video

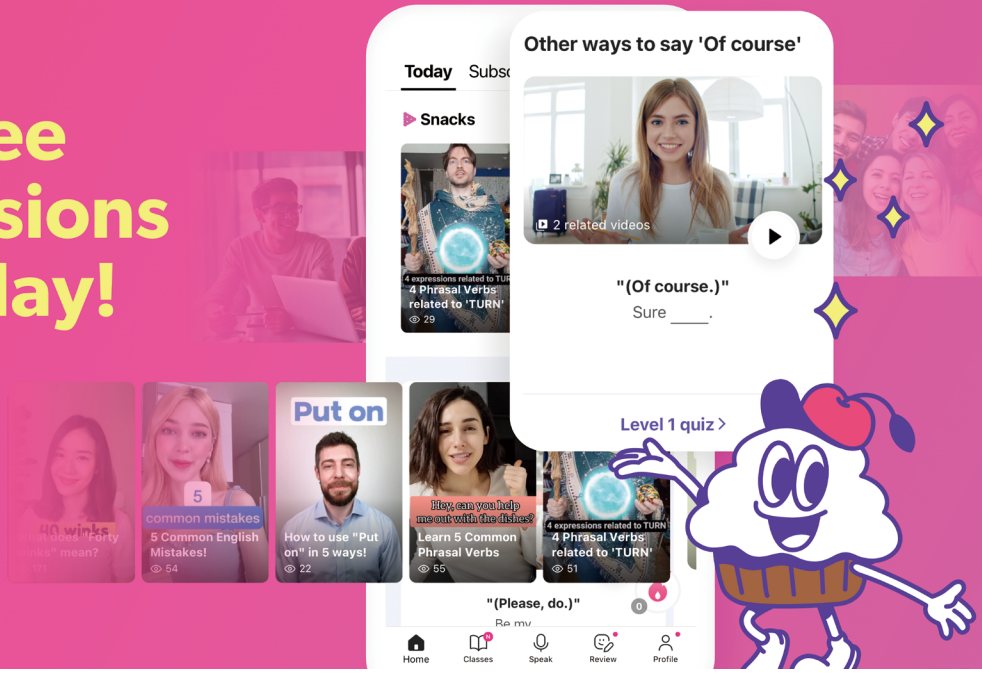
가나다
Choreography Video





New free expressions every day!

cake



Cake Application

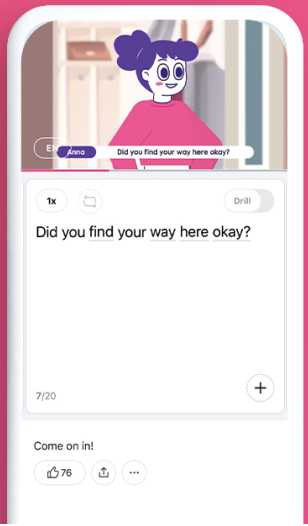
Cake is a language learning mobile application with millions of users worldwide that helps learners study real-life English and Korean in a more enjoyable way. Learn language the fun way with quizzes and videos ranging from Cake's original lectures to short-form content. Cake's entertaining approach makes learning fun and introduces real-life expressions selected by language experts.

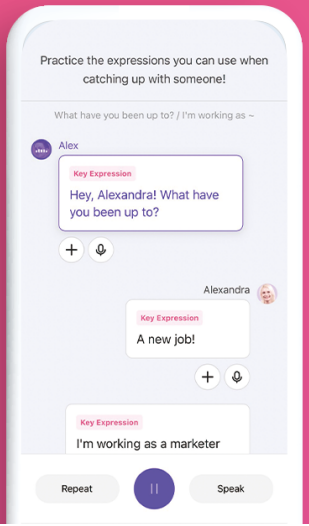
Download Cake

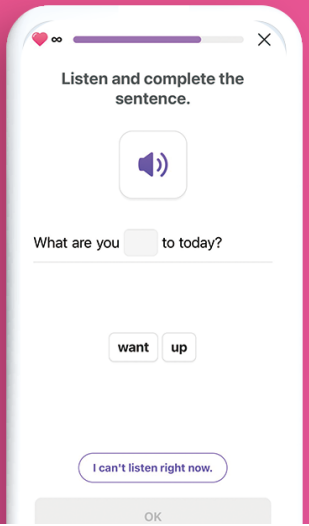
Download on the App Store

GET IT ON Google Play

cake







- **Content**
  - Mobile application
    (available in AOS and iOS devices)
  - Video, audio, quiz, vocabulary list

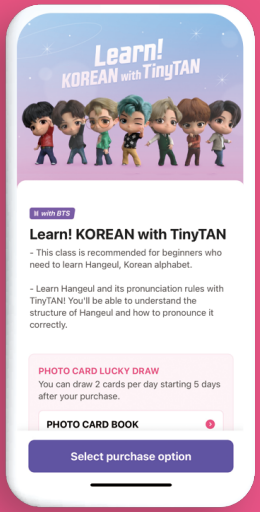
- **Language (English Service)**

1 Korean	2 English	3 Arabic
4 Chinese (Simplified)	5 Chinese (Traditional)	6 German
7 Spanish (Latin America)	8 Spanish (Spain)	9 French
10 Hindi	11 Indonesian	12 Italian
13 Japanese	14 Malay	15 Portuguese
16 Russian	17 Thai	18 Turkish
19 Vietnamese	20 Polish	

- **Language (Korean Service)**
  1. English
  2. Japanese
  3. Thai
  4. Vietnamese
  5. Chinese (Traditional)

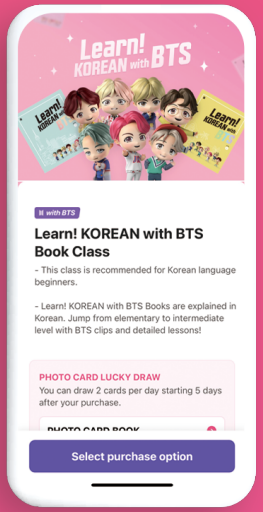
BTS Classes
(paid class)

Discover Korean classes featuring BTS and TinyTAN on the Cake app, available as additional paid options.



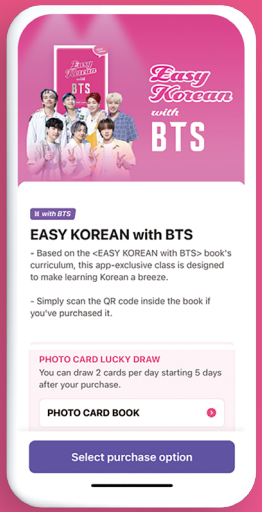
Learn! KOREAN with TinyTAN

- **Target :** Beginner
- Korean Alphabet, Hangeul Class



Learn! KOREAN with BTS

- **Target :** Basic
- Korean Grammar Class(Lecture-Based)



EASY KOREAN with BTS

- **Target :** Basic
- Basic Korean classes based on the book *EASY KOREAN with BTS.*

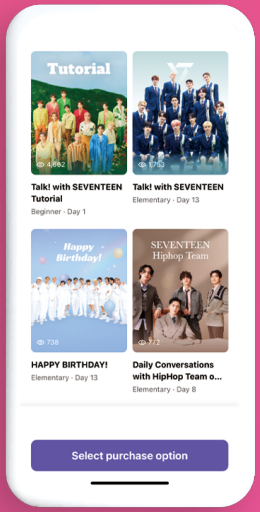


365 BTS DAYS

- **Target :** Intermediate
- Learn Korean expressions based on the book *365 BTS DAYS.*

SEVENTEEN Class
(paid class)

Learn Korean on the Cake app through virtual video calls with SEVENTEEN
- it's like talking directly with your favorite artists!

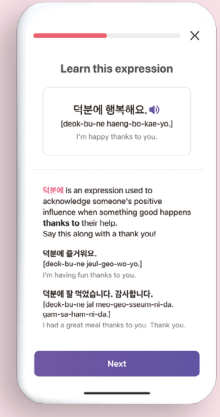


Talk! with SEVENTEEN

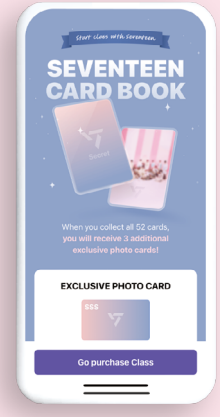
- **Target :** Basic
- Learn daily Korean expressions through virtual video calls with SEVENTEEN.



Video-call Classes



Summary



SEVENTEEN Card Book

Cake Book Chart

·Curriculum-based

	BTS	BLACKPINK
Beginner	 Learn! KOREAN with TinyTAN	
Basic	 Learn! KOREAN with BTS	 BLACKPINK IN YOUR KOREAN
	 EASY KOREAN with BTS	
Intermediate	 Talk! with BTS	

·Theme-based

BTS	SEVENTEEN
 BTS LYRICS INSIDE 1, 2	 SEVENTEEN LYRICS INSIDE
 BTS RECIPE BOOK 1, 2	
 BTS TRAVEL BOOK	 SEVENTEEN SAYS
 MY BTS DIARY	 365 SEVENTEEN DAYS
 365 BTS DAYS	