

## CEO Nico Shin

- CEO Shin, Min Sung graduated from Blackheath Art Foundation in the UK and L.C.F in London.
- Worked as a general marketing director at Bosung Apparel Co., Ltd., and Seongdo Co., Ltd.
- Served as CEO of the financial company CUPS for the Chinese market, and also the representative of the satellite broadcasting business group.
- Senior Advisor for the Korea Brand Association (KBA) 11 years, and has been preparing to open branches in other countries.
- Founded Cheznico holdings Inc. in 2006 as a cultural business expert, and accumulated a lot of experiences in investment, marketing, and public relations. Starting from an investment in the F&B business: "A.O.C" French restaurant, also participated in a member of fusion food business in Seoul Korea.
- From 2010, Nico has a Business Relationship with Charls Wang as a partner, and then they have invested, planed and organized all the following events:
  - The Korean-Chinese joint venture movie "Three Kingdoms"
  - Musical "B Boys & Girl" and "Hamlet"
  - German rock band concert "Halloween & Gammaray"
- Participated with Film Producing Team in marketing and investment in many Korean movies that launched successfully with in the Korean film market.
  - "Fighting Spirit" (released Sep. 2011)
  - "100 Percent" (released Apr. 2014)
  - "The gift of the summer" (released Oct.2020)

Fighting Spirit



100 Percent



The Gift of the Summer



- Continuously developed the Korean Wave Culture business by managing performances at the Beverly Hills Four Seasons Hotel in the U.S.A. in 2012.
- These cultural business performances attracted many foreign investors, and accumulated various experiences with world class investors.
- Participated in various co-working development projects, using various financial instruments such as issuing government bonds, collateral bonds, and special trading, asset management.
- After scouting Architecture Design Team, participated in several Real Estate Development Implementaton and designing.
  - Fishing Village-Port Commercial Space (2015)
  - Seongbuk Hills-Landscape Architecture Design (2017)



- International financing consulting activities is a primary interest for us since we have valuable contacts and information in the following countries: China, Southeast Asia, Congo, Guinea, Zimbabwe, Venezuela and the United States.
- Nico Shin has received an award certificate from Korean National Assembly for the reason of developing international private interchange and informing Korea to the international community.

