

NARUCO

A Specialized cat contents enterprise
social enterprise

NARUCO Co., Ltd.



COMPANY INTRODUCTION

'NARUCO' was coined combining the pure Korean language 'Naru' and 'co' of 'contents' in English, and also contains meaning of a connector, communicator, cooperator etc. besides contents.

As 'NARU' a fixed space where a boat is moored and sails at the fork of a river or sea plays a role connecting land and a point at which the water flows out, NARUCO becomes a place of contents exchange, and is a place to provide contents service for a company or individual etc which needs. In other words it makes a place of a personal, material information exchange, and means a big vessel that can play a platform role.

NARUCO Co., Ltd. plans, produce, publicize cultural contents, namely, animation, cartoon/webtoon, character, publication, design/printing, storytelling, etc, and endeavors to develop unique contents of NARUCO Co., Ltd. only.

Especially as a cat-related contents business it publishes an internet newspaper called 'Cat News', a paper newspaper called 'Mewing Newspaper', and in this connection it runs a specialized cat character shopping mall 'GonewMall'.

NARUCO Co., Ltd. shall not only devote its energies to the development of cat contents but develop into a global enterprise finding a larger market abroad with outstanding domestic contents.

SUMMARY

Company Name	NARUCO Co., Ltd.
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HISTORY

2005 / 09	Founds NARUCO Co., Ltd (Mapo-gu, Seoul)	2018 / 01	Participates in an 'international cat industry fair'
2009 / 04	Moves to Goyang Knowledge Information Industry Promotion Agency Foundation	04	Published 'BlackCat NARU - Cat's Paradise 1'
2014 / 11	It was designated as a (preliminary) social enterprise of Gyeonggi	06	Participates in 'Megashow'
2015 / 10	Opens an internet newspaper 'Cat News(www.catnews.net)'	07	Participates in 'K-Cat Fair'
12	Founds a paper newspaper 'Mewing Newspaper'	10	Participates in 'G-Fair'(sponsored by Gyeonggi-do)
2016 / 06	It was selected regional specialized contents development support business (Woolsan City) of Korea Creative Contents Agency	12	Participated in 'EXPO in Vietnam'(Ho Chi Minh)
2017 / 03	It was selected a social enterprise certified by the Ministry of Labor and Employment	12	Held a ceremony to declare the vision of NARUCO Co., Ltd.
11	Participates in 'G-Fair'(sponsored by Gyeonggi-do)	2019 / 04	Participated in 'basic income fair'
11	Participates in 'Mega Show'	05	Participated in 'Gyeonggi International Webtoon Fair'
11	Registers as a professional design firm(Korea Institute of Design Promotion)	06	Participated in 'Megashow'
		09	Published 'BlackCat NARU - Cat's Paradise 2'
		09	Participated in 'Tokyo Gift Show 2019'(Tokyo Big Sight)
		09	Expanded and relocated to Haengsin Station
		09	Participated in 'Sourcing Fair 2019'
		10	Participated in 'Bangkok Style Fair 2019'(Thailand)
		10	Participated in 'G-Fair'
		11	Participated in 'Megashow'
		12	Participated in 'Korea Christmas Fair'

Business Boundary



Gonew Mall
www.gonew.co.kr

365 Company Social Enterprise
사회적기업



Business Boundary

Cat-specialized press media



Internet newspaper Cat News(www.catnews.net)
Opens in October 2015
paper newspaper 'Mewing Newspaper'



Paper newspaper 'Mewing Newspaper'
Founds in Dec. 2015(being issued by the month)



Mewing Newspaper(a reduced-size edition)
2016, 2017, 2018

Business Boundary

Cat character business

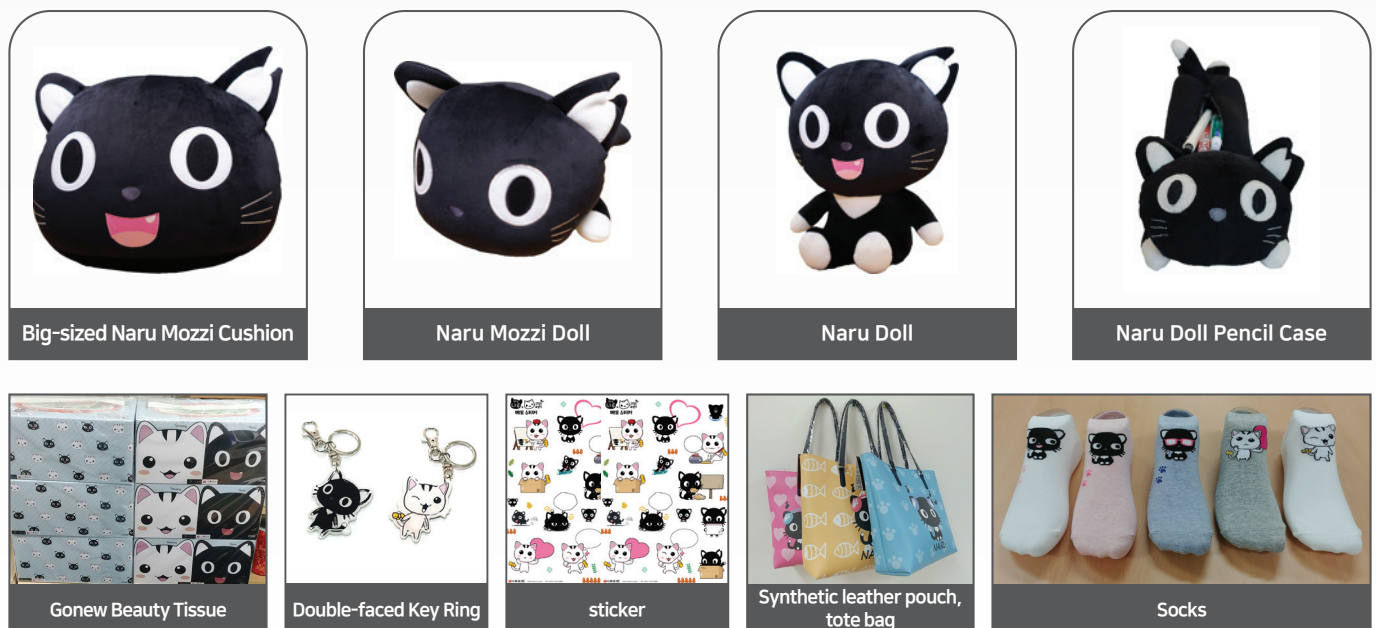
Cat-specialized character shopping mall www.gonew.co.kr

It specifically deals with cat character, and drives forward import and export of cat character products.



Character products

It produces, sell Naruco's own character products.



Business Boundary

'BlackCat NARU - Cat's Paradise' Webtoon/cartoon



<Outline>

A black kitten Naru is abandoned at a cat's swampy land in the vicinity of Demilitarized Zone.

A cat's swampy land (Janghang swampy land) was a peaceful place enough to call cat heaven in the old days though; now it becomes the place of heaven of both a group of rats hard to count its number and a natural enemy of cats. Here Naru learns how to hunt from a wildcat and becomes tough.

Naru which is undergoing all sorts of hardships after having been abandoned to a cat's swampy land and which was originally a pussy nurtured by Minyoung Kim (a would-be girls group singer) was abandoned to here by Minyoung Kim's ex-boyfriend who used to dislike a cat saying he don't want to see Naru anymore. Minyoung Kim is very eager to see Naru in a guilty conscience.

Strange things occur at a cat's swampy land. The ground is cracked and a monster rat which got on in 3000 years leaps out. The monster rat kills the wildcat which is Naru's new mommy, and proceeds to the human world to exterminate a cat stock in the human world too.

Naru returns to the human world again and meets a prankish female cat 'Goyang cat' then becomes a close relationship walking around together with her. The monster rat Letmonster which appeared on the human world after killing the wildcat is possible to be disguised even as a human being.

Letmonster induces abandoned dogs to kill cats by exploiting the abandoned dogs not killing the cats whole by itself.

Naru hits upon hunting technique learned from the wildcat and repulse the Letmonster by the combined efforts of Donghyeok Choi who followed the very next. Naru is at the point of death bathed with blood but at that moment Naru's mommy Minyoung appears then meet again with deep emotion.

We have an illusion Naru is dead, however, Naru has come to life again with only its ears torn and lives happy life with Minyoung ever after.

Business Boundary



Hero, Black Cat <Naru>

One day it is discarded by the master male friend and abandoned to a cat's swampy land. The cat's swampy land was said to be animal's heaven in former days but now it became a place of animal's hell. Here Naru learns how to hunt from a wildcat and comes out to the human world then begins a new life meeting the Goyang cat, however, Letmonster tempts abandoned dogs to disturb the world though; Naru continues a fight against this.



Goyang-si signature character <Goyang Cat>

It is a little tomboyish style though; it well takes care of Naru feeling anxiety about Naru which is no better than a younger sister. As a clever white cat it much plays a role like a key man.



Monster mountain field rat <Letmonster>

As a rat advanced in 3,000 years it made the cat's swampy land the animal's heaven into hell. Its outer figure is small and pretty, however, once turning into a monster it is possible to be transformed not only fierce and big but also into several shapes. It intends to even enter into the human world so that exterminate a cat stock then build a kingdom of rats only.



Wildcat a ruler at a cat's <swampy land>

The animal which ruled the cat's swampy land was the wildcat. But it lost all the kitten to Letmonster and breeds Naru which was abandoned to the cat's swampy land. It fights against Letmonster which occupied the cat's swampy land but was killed after all.



Age 25 the spirit of a mountain cat <Mountain>

It is a living witness of the cat's swampy land, and knows well cat, rat and the human world too. It has a frightful memory abused by a human being so it hates the human world and does not trust a human being. It dies in the course of making Naru escape from the cat's swampy land.



<Kkangdoli> just like a gangster

As a captain cat of the furred cats, it fought a lot and lost its one eye though; it would help other furred cats. It is a tsundere style that has toughness and warm heart as the leader cat.



Doggish cat <Cola>

It likes people. A furred cat which likes people cannot but be exposed to danger. It is being loved but it is a style prone to come to harm.



고양이뉴스

Cat News
www.catnews.net



미옹이신문

Mewing Newspaper



갠뉴몰

Gonew Mall
www.gonew.co.kr



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새로운 경기

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