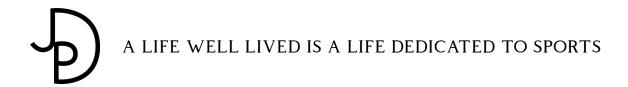
JP Sports Group



"We will find a way, we always have."

Cooper - Interstellar (Movie)



Why sports?

We need sports.

Because it is a human decision to step into the uncertainty

To enter into uncertainties on one's own will

To live the emptiness and nihilism that defeat brings

To embrace the void of end whistle

To elevate innate inequalities to stories worth telling

To battle the disadvantages in unyielding ways despite suffering

To unyieldingly drive the opponent through defeat

To play the game and see the end independent from the result

To eventually play the grand narrative

The sport of existence called "life"

A sport that we are born into, without upfront call-ups.

To play it so well that death trembles to take us

To wish a fellow companion of the sport "Good game". And to at the last minute and second, to say it was so

And that it was a very good one.



To you, of noble spirit and grandeur,

This enterprise we embark upon is not merely a business; it is an epic, a vast odyssey that beckons to every soul traversing the intricate dance of life. To those who have dared to play the sport of existence, to those who have paused amidst the tumult, this narrative is for you. We dwell in a realm of boundless possibilities, where stories stretch from the dawn of time to the endless horizons of eternity. In our fleeting, yet immeasurably precious encounters, we strive to ensure that each player brings their finest game to the fore, so that when the final whistle blows, we may share in the joy of having met, having played, and having lived a tale worth telling.

As the solitary Korean agent who has woven dreams into the fabric of La Liga over the last half-decade, and as the architects behind Korea's inaugural venture into Project Impulso with La Liga, we have proven that the realm of the impossible is merely a playground for the daring. Across the vast expanse of this earth, in every challenge and in every arena, we stand as fervent participants in the grand sport of life. Without warning, much like Cooper navigating the stars in "Interstellar", we are perpetually in pursuit of the next discovery, the next triumph.

My proficiency in ten languages, melded with my tenure as an interpreter for the warriors of the pitch, intertwines with the philosophy you've glimpsed within these pages.

We are a testament to the power of human connection across continents and cultures, embodying a relentless spirit of adventure and resilience. In every meeting, in every match, we are committed to crafting moments of sublime beauty and enduring significance.

With deepest reverence, wishing you the best spirits in the sporting endeavors of life 28.03.2024. Krakow, Poland

Pietro Jun 2 11013

FOUNDER AND PRESIDENT

A life well lived is a life dedicated to sports.



December 2021

Founded as J&P Sportsmanagement in Seoul, South Korea

Location

Two legal entities in South Korea and Poland Seasonal offices in Madrid, Berlin, Montevideo and Buenos Aires

Brands: Sports culture

_ERESFUTBOLISTA:
_TRAVEL THE WORLD FOR FOOTBALL
_SPORTS CONFESSIONS 스포츠고백록
_Football Confessions 蹴球告白録
_j&P Sports Institute

Global network - work done in

4 continents
50countries
+100 thousand clients (B2B & B2C combined)

March 2024

Foundation of JP Sports Group - European entity J&P Sportsmanagement is incorporated into JP Sports Group

Division of brands.

Sports culture Sports business

Brands: Sports business

_J&P Sportsmanagement
_J&P Sports Investments And Marketing
_ERESFUTBOLISTA:
Study N Play Soccer Abroad

A life well lived is a life dedicated to sports.



10+ Sports

baseball, basketball, soccer, volleyball, American football, hockey, tennis, combat sports (boxing, kickboxing, MMA, Jiu Jitsu....) and more

Unicorn company

Our brands are the first and only names in a continent's sports management and investment history

Protected

In each continent, we start our projects based on agreements for legal protection so that our hard-thought ideas and clients are able to operate in complete freedom.

People

Functional in 12+ languages 4+ continents 2 Summa Cum Laude academic achievements/graduates

10+ arts

Music, cinema, fashion, architecture, visual arts, performing arts, photography, digital art and more

Sports, business and life

What moves us are the values. What makes us endure the excruciating pain are the values. We seek innovation and introduce innovation in combining our brands and projects

Half a billion, in the first year

The total sum of the size of projects with official authorizations of 2024 amount to half a billion. JP Sports Group operates in the mainstream markets of 4 different continents with our interconnectivity.

Moving forward, the only option

We spearhead projects characterized by pioneering and innovative spirits, such as La Liga's Project Impulso and ERESFUTBOLISTA's Project Go Pro. Projects that never existed before.



Staff



Pietro Jun

Founder & President of JP Sports Group.

Multilingual proficiency: Fluent in 10+ languages, including English, Spanish, and Mandarin.

Diverse industry experience: Achieved \$2.5M sales in Japan within interactive tech and cosmetics.

La Liga pioneer: Only Korean agent to secure a La Liga team sign-up in the past 5 years.

Trailblazer in sports investments: Led Korea's first La Liga federation investment with J&P Sports Investments And Marketing.

Partner to football legends: Worked with Iker Casillas and Casemiro on commercial ventures.

Early scout(2017) and negotiator of Artem Dovbyk, contributing to his recognition as a top La Liga striker.

Part-time musician and multi-brand manager

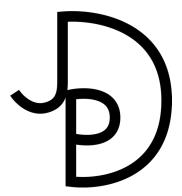
Educated across four continents, including Universidad de Buenos Aires and schools in Poland, Korea, and Australia.

Former professional translator for a soccer team, with offers from the national team.

Guides J&P Sportsmanagement, collaborating with World Cup qualifier national team veterans and UEFA athletes.

An innovator company: tax-exempt status achieved(2024, South Korea) as a young entrepreneur focused on innovation.

Position: Founder & President



Register name: JP Sports Group www.jpsportsgroup.com @jpsportsgroup

Why: Life, it's an existential sport. We are all playing our own.

Mission:

To live well, because a life well lived is a life dedicated to sports.

Headquarter: #3186, 48 Jandariro, Mapo dist, Seoul, South Korea 04038

Europe HQ: Sarego 5, Krakow, Lesser Poland, Poland 31-047



In the sport of life, there are two things, culture and business.

We believe in culture, our human attempts at deciphering the chaos and aligning things in the best way we see.

This is our soft power division.





JP ARTS

Launching: April 2024 via Sense And Sensibility Work Studio

Official Website/Social Media: www.welookaftercreativeminds.com @welookaftercreativeminds
Mission: Bridging sports with art and fashion, and vice versa, serving as an athlete/model management agency.
Revenue Forecast for 2024: EUR 1M

HIGHLIGHTS: FOUNDED BY A SPORTS AGENT WITH NEARLY A DECADE OF FAIR AND AUDITED EXPERIENCE, AND THE DISTINCTION OF BEING THE ONLY AGENT TO SECURE A PLAYER CONTRACT IN LA LIGA WITHIN THE LAST FIVE YEARS. JP ARTS IS DEDICATED TO ARTISTS AND MODELS WHO HAVE FACED UNFAIR TREATMENT AND UNKEPT PROMISES, CREATED BY A FOUNDER WHO NOT ONLY LOVES BUT LIVES THE ART.

QUOTE INSPIRATION: "GO INTO THE ARTS. I'M NOT KIDDING. THE ARTS ARE NOT A WAY TO MAKE A LIVING. THEY ARE A VERY HUMAN WAY OF MAKING LIFE MORE BEARABLE. PRACTICING AN ART, NO MATTER HOW WELL OR BADLY, IS A WAY TO MAKE YOUR SOUL GROW, FOR HEAVEN'S SAKE. SING IN THE SHOWER. DANCE TO THE RADIO. TELL STORIES. WRITE A POEM TO A FRIEND, EVEN A LOUSY POEM. DO IT AS WELL AS YOU POSSIBLY CAN. YOU WILL GET AN ENORMOUS REWARD. YOU WILL HAVE CREATED SOMETHING."

— Kurt Vonnegut

PHILOSOPHY: Inspired by Kurt Vonnegut's ethos, JP Arts supports the brave souls who pursue art not for financial gain but for the enrichment of life itself, ensuring a more bearable existence for those driven by their passion for art.

Brand Guidelines: Sentimental





ERESDEPORTISTA: TRAVEL THE WORLD FOR SPORTS

Launching: October 2024 via Sense And Sensibility Work Studio

Official Website/Social Media: [To Be Announced]

Mission: To be determined

REVENUE FORECAST FOR 2024: [TO BE ANNOUNCED]

HIGHLIGHTS: [TO BE ANNOUNCED]
MEMBERS: [TO BE ANNOUNCED]

Brand Guidelines: [To Be Announced]





SPORTS CONFESSIONS (MAGAZINE/PODCAST)

Launching: May 2024 via Sense And Sensibility Work Studio

Official Website/Social Media: [To Be Announced]

Mission: Confession

REVENUE FORECAST FOR 2024: [TO BE ANNOUNCED]

HIGHLIGHTS: [TO BE ANNOUNCED]
MEMBERS: [TO BE ANNOUNCED]

Brand Guidelines: [To Be Announced]





ESTRELLA, YOUTH DREAM LEAGUE

Launching: December 2024 via Sense And Sensibility Work Studio

Official Website/Social Media: [To Be Announced]

Mission: A Champions League for Children's dreams, fostering growth through experience and dreams, with a belief

THAT THE HEART, NOT THE HEAD, DRIVES DREAMS INTO REALITY.

One-Liner: [To Be Announced]

Annual Revenue Potential: [To Be Announced] Revenue Forecast for 2024: [To Be Announced]

HIGHLIGHTS: [TO BE ANNOUNCED]
MEMBERS: [TO BE ANNOUNCED]

Brand Guidelines: [To Be Announced]





JP GARMENTS

Launching: May 2024 via Sense And Sensibility Work Studio

Official Website/Social Media: [To Be Announced]

Mission: [To Be Announced]
One-Liner: [To Be Announced]

Annual Revenue Potential: [To Be Announced] Revenue Forecast for 2024: [To Be Announced]

HIGHLIGHTS: [TO BE ANNOUNCED]
MEMBERS: [TO BE ANNOUNCED]

Brand Guidelines: 2 stripes (Inspired by J&P Sports Investments And Marketing)





J&P Coffee

Launching: May 2024 via Sense And Sensibility Work Studio

Official Website/Social Media: [To Be Announced]

Mission: Embracing the spirit of sports in every cup, we aspire for a fair game in life and beyond.

One-Liner: [To Be Announced]

Annual Revenue Potential: [To Be Announced] Revenue Forecast for 2024: [To Be Announced]

HIGHLIGHTS: [TO BE ANNOUNCED]
MEMBERS: [TO BE ANNOUNCED]

Brand Guidelines/Keywords: Dedication (Inspired by J&P Sportsmanagement)





SENSE AND SENSIBILITY WORK STUDIO

WEBSITE/SOCIAL MEDIA: WWW.CURETOCOMMONAPPROACHES.COM

Mission: Bridging Seoul's innovation with Krakow's heritage for unique cultural exchanges.

Services: Global platform for impactful voices, creative brand narratives, and cross-cultural collaborations.

KEY FEATURES: FUSION OF MODERNITY AND TRADITION, STORYTELLING ACROSS CULTURES, INNOVATIVE BRANDING, AND DIVERSE

EXPERT TEAM.

BRANDING AND IDENTITY SERVICES:

Interior Design: Spaces that narrate your brand's story.

MEDIA PLANNING: STRATEGIC PRESENCE ACROSS PLATFORMS.

AD/Sponsorship: Partnerships with message-driven brands.

Commercial Consultancy: From start to market leadership.

CROSS-CULTURAL STRATEGY: TAILORED GLOBAL MARKET ENTRY.

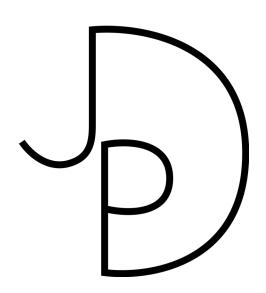
MERCHANDISING/PHOTOGRAPHY: COMPELLING PRODUCT PRESENTATION.

CREATIVE SOLUTIONS: COMPREHENSIVE SERVICES FOR GLOBAL VISIONARIES.

COPYWRITING: TELL YOUR STORY WITH THE SENSE YOU ONLY POSSESS AND CROSS-CULTURAL SENSIBILITY.

In the sport of business, JP Sports Group champions the art of victory, not just on the field, but in the boardrooms and markets across the globe. **Our Sports Business Division** stands as a beacon of innovation and excellence, orchestrating deals that not only score goals but redefine the game itself, proving that in the grand scheme, every challenge is an opportunity for greatness.





J&P Sportsmanagement

WWW.JPSPORTSMGMT.COM @JPSPORTSMGMT

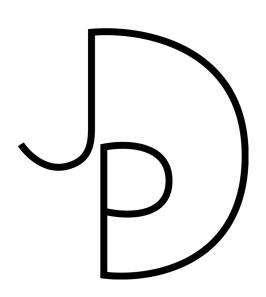
BRAND MISSION: DEDICATION.

MAXIMUM ANNUAL REVENUE: EUR 300K (EVEN DURING OUR INITIAL FOCUS ON FOOTBALL MANAGEMENT).

REVENUE FORECAST FOR 2024: EUR 10M.

KEY FEATURES: COLLABORATION OF DISTINGUISHED FIGURES SUCH AS SPAIN'S NATIONAL PLAYER/NEWCASTLE ALUMNUS MARCELINO ELENA SIERRA, ATLETICO DE MADRID, HEARTS OF MIDLOTHIAN'S RAMON PEREIRA FROM SCOTLAND, AND DAVID DIAZ, ATTORNEY FOR HIGH-PROFILE CLIENTS LIKE CASEMIRO, UNITED BY PIETRO JUN, THE ONLY KOREAN AGENT TO HAVE SUCCESSFULLY SIGNED PLAYERS TO LA LIGA IN THE PAST FIVE YEARS, WITH AN INTERPRETING BACKGROUND AT SEOUL E-LAND AND PROFICIENCY IN 11 LANGUAGES. THE FIRST YEAR OF ESTABLISHMENT INVOLVED REPUTABLE PLAYERS.





J&P Sportsmanagement

PIETRO JUN, CEO:

Spearheaded Korea's only player signing in La Liga's history in the last 5 years,

FIRST LA LIGA INVESTMENT PROJECT, BRIDGING CONTINENTS WITH MULTILINGUAL FLUENCY AND STRATEGIC SPORTS NEGOTIATIONS.

Marcelino Elena Sierra, CMO:

NOTED FOR HIS TENURE WITH NEWCASTLE AND THE SPANISH NATIONAL TEAM,

BRINGS A WEALTH OF EXPER ENCE IN SPORTS STRATEGY AND ATHLETE MANAGEMENT. FIFA LICENSED AGENT.

RAMON PEREIRA, COO:

FORMER HEARTS OF MIDLOTHIAN AND GETAFE PLAYER,

LEVERAGING DEEP FOOTBALL INDUSTRY INSIGHTS FOR OPERATIONAL EXCELLENCE.

DAVID DIAZ, EXTERNAL LEGAL ADVISOR:

ESTEEMED LEGAL COUNSEL FOR SPORTS FIGURES LIKE CASEMIRO, EXPERT IN NAVIGATING THE INTRICACIES OF SPORTS LAW GLOBALLY

Illia Bomk, Creative External Digital Assistant:

Renowned for transforming sports narratives through innovative digital art, capturing the dynamism of athletic endeavors.

BARTOSZ RAGNIA EXTERNAL CREATIVE ASSISTANT:

Polish photographer and filmmaker, known for visually arresting work that embodies the spirit and passion of sports.

+2 EXTERNAL REGIONAL SCOUTS IN EACH CONTINENT.





Sports Investments & Marketing

Sports are your stock market

J&P Sports Investments And Marketing

WWW.JPSPORTSINM.COM @JPSPORTSINM

PHILOSOPHY: GUIDED BY PHILOSOPHERS AT HEART, WE NAVIGATE THE UNPREDICTABLE NATURE OF SPORTS, WHERE THE UNQUANTIFIABLE REIGNS SUPREME. OUR CORE MISSION IS TO SEAMLESSLY INTEGRATE THE PHILOSOPHIES OF BOTH BUSINESSES AND SPORTS TEAMS WITHIN THE EXISTENTIAL JOURNEY OF HUMANITY.

Brand Mission: "Sports, the cure to the stock market." Our vision offers a stable alternative to the unpredictable stock market, crafting a synergy between human values and commercial success.

Annual Revenue Projection: From an initial 100K EUR to an ambitious 10M EUR by 2024.

KEY FEATURES:

PIONEER OF PROJECT IMPULSO WITH LA LIGA, THE ONLY KOREAN INVESTMENT FIRM TO SUCCESSFULLY DRAW FOREIGN INVESTMENTS. A STEADFAST COMMITMENT TO LEGAL INTEGRITY AND THE ERADICATION OF ILLICIT ACTIVITIES SUCH AS SPORTS BETTING.

SERVING HIGH-PROFILE CLIENTS INCLUDING SHEFFIELD UNITED, WITH THE B2C BRANCH, SENSE AND SENSIBILITY WORK STUDIO, CATERING TO STARS LIKE CASEMIRO, ALVARO MORATA, AND ACHRAF HAKIMI.

TEAM MEMBERS:

PIETRO JUN, CEO:

FORMER SEOUL E-LAND INTERPRETER AND THE SOLE KOREAN AGENT IN RECENT YEARS TO SUCCESSFULLY NEGOTIATE A PLAYER CONTRACT WITH LA LIGA.

ELENA SANCHEZ, JUNIOR RESEARCHER:

With a dual degree in Business Administration and Law from Universidad de Málaga,investment analyst at Deutsche Bank.

KACPER OZIMEK, JUNIOR BUSINESS DEVELOPER: BRINGS FRESH EUROPEAN BUSINESS DEVELOPMENT INSIGHTS, HAILING FROM POLAND. SEBASTIAN PAEZ, CREATIVE ASSISTANT: FORMER HONDA REPRESENTATIVE IN THE US, CONTRIBUTING CREATIVE SOLUTIONS.

David Diaz, External Legal Advisor: Esteemed sports lawyer for world-renowned athletes including Casemiro and Neymar.





Sports Investments & Marketing

Sports are your stock market

KEY CLIENTS: BORUSSIA DORTMUND, SPARTA PRAHA, LKGIA WARSZAWA, RCD MALLORCA, CHARLOTTE FC, ROSARIO CENTRAL, AND MORE TO COME.

BRAND AESTHETIC GUIDELINES:

EMBRACING THE SANS FAMILY FONT FOR ITS CLARITY AND MINIMALIST AESTHETIC,
MIRRORING OUR COMMITMENT TO STRAIGHTFORWARD AND DEDICATED BUSINESS PRACTICES.

BRAND AESTHETIC GUIDELINES:

Embracing the Sans family font for its clarity and minimalist aesthetic, mirroring our commitment to straightforward and dedicated business practices.





ERESFUTBOLISTA STUDY N PLAY SOCCER ABROAD (TRANSITIONING TO ERESDEPORTISTA)

WWW.ERESFUTBOLISTA.COM @ERESFUTBOLISTA

Mission:

Our journey transcends geographical boundaries, guiding aspiring athletes to global stages and professional dreams. "To the faraway land. The Journey" embodies our dedication to bridging potential with opportunity.

Annual Maximum Revenue: EUR 100K 2024 Revenue Forecast: EUR 1M

FEATURES: PROJECT GO PRO STANDS AS A BEACON OF INNOVATION, OFFERING A MULTIDISCIPLINARY PLATFORM FOR ATHLETES TO LEAP INTO PROFESSIONALISM. SPEARHEADED BY PIETRO JUN AND SUPPORTED BY A VISIONARY TEAM, THIS INITIATIVE IS A TESTAMENT TO OUR PIONEERING SPIRIT AS WE TRANSITION TO "ERESDEPORTISTA."

MEMBERS:

PIETRO JUN (CEO): VISIONARY LEADER TRANSFORMING SPORTS TALENT ACQUISITION AND PAVING THE PATH FOR "ERESDEPORTISTA." RAMON PEREIRA (COO): INTEGRAL TO OPERATIONAL EXCELLENCE, HIS EXPERTISE ENHANCES OUR GLOBAL OUTREACH AND PROJECT EXECUTION.

REGIONAL PARTNERS:

KOTARO SATO (REGIONAL SCOUT, JAPAN):

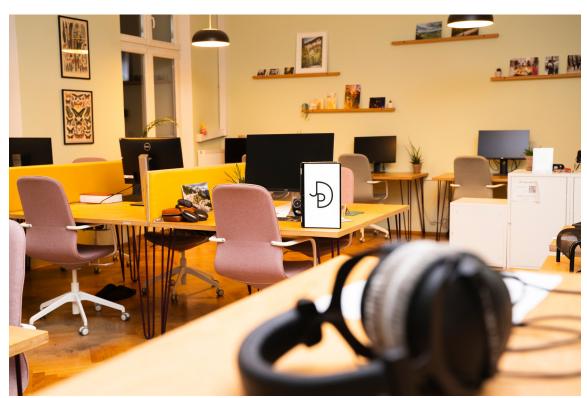
PIVOTAL IN IDENTIFYING AND NURTURING JAPANESE TALENT, KOTARO EMBODIES OUR INNOVATIVE APPROACH TO SPORTS SCOUTING AND DEVELOPMENT.

Brand Aesthetic Guidelines: Our identity mirrors the innovation and forward-thinking ethos of "ERESDEPORTISTA," committed to shaping the future of sports education and professional pathways.

In the cosmos of JP Sports Group, our brands emerge from each other, intertwining in a dance of mutual enhancement and shared inspiration.

J&P Sportsmanagement ignites the spark for J&P Coffee, which paves the path for JP Garments, creating a chain reaction of innovation that's authentically us.

This isn't just collaboration; it's a rebellion against the ordinary, a testament to our unwavering commitment to being genuine in a world that too often accepts the facade.









JP Sports Group Krakow office



President & Founder Pietro Jun, professional athletics coach Tetiana Bulieva, professional soccer coach Mykola Kasianenko, for Project "Project Go Pro x Ukraïna" and "Hope Builds A Home" for Ukraïne War Crisis. Humanitarian projects



The following brands seek to do the right thing for the right reasons.

J&P Sports Investments And Marketing

Empowering the future, one investment ad a time. We're proud to announce that 5% of all our revenye will be dedicated to supporting students in the financial field who need resources and governmental assistance to further their studies. At J&P Sports Investments And Marketing, we believe in investing not just in portfolios, but in people and potential.

IN HOPE, MOSTLY.

ERESFUTBOLISTA STUDY N PLAY SOCCER ABROAD:

Every financial quarter; our company staff members will share the light and hope through this beautiful sport with outreach activities and 5% of sales record.

We stand for domestic violence victims.

SOCCER IS FAIR GAME, DOMESTIC VIOLENCE IS NOT.

We are currently running the project "Project Go Pro. x Ukraina." we help the ukrainain professional coaches and players to return to the pitches with our programmes.

"WE ARE HERE TO
LAUGH AT THE ODDS
AND LIVE OUR LIVES SO
WELL THAT DEATH WILL
TREMBLE TO TAKE US."
CHARLES BUKOWSKI



JP Sports Group

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www.jpsportsgroup.com



A LIFE WELL LIVED IS A LIFE DEDICATED TO SPORTS