

The image features a central, large green planet with a textured, fuzzy surface. A horizontal blue band wraps around its middle. The background is a gradient of teal and blue, filled with white stars, small white clouds, and two smaller green planets, one in the upper left and one in the lower right. The text 'TP tree planet' is centered on the blue band.

TP *tree planet*

Tree Planet lets you plant real trees through the game.



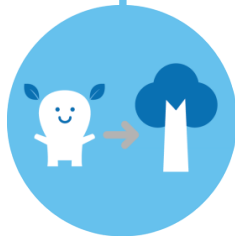
1.

Raise virtual trees using games.



2.

Advertisement items are provided by the sponsors.



3.

When trees are fully grown, send them to the real forest.



4.

We send forestation funds
To NGOs on-site.



5.

NGOs plant the forests.

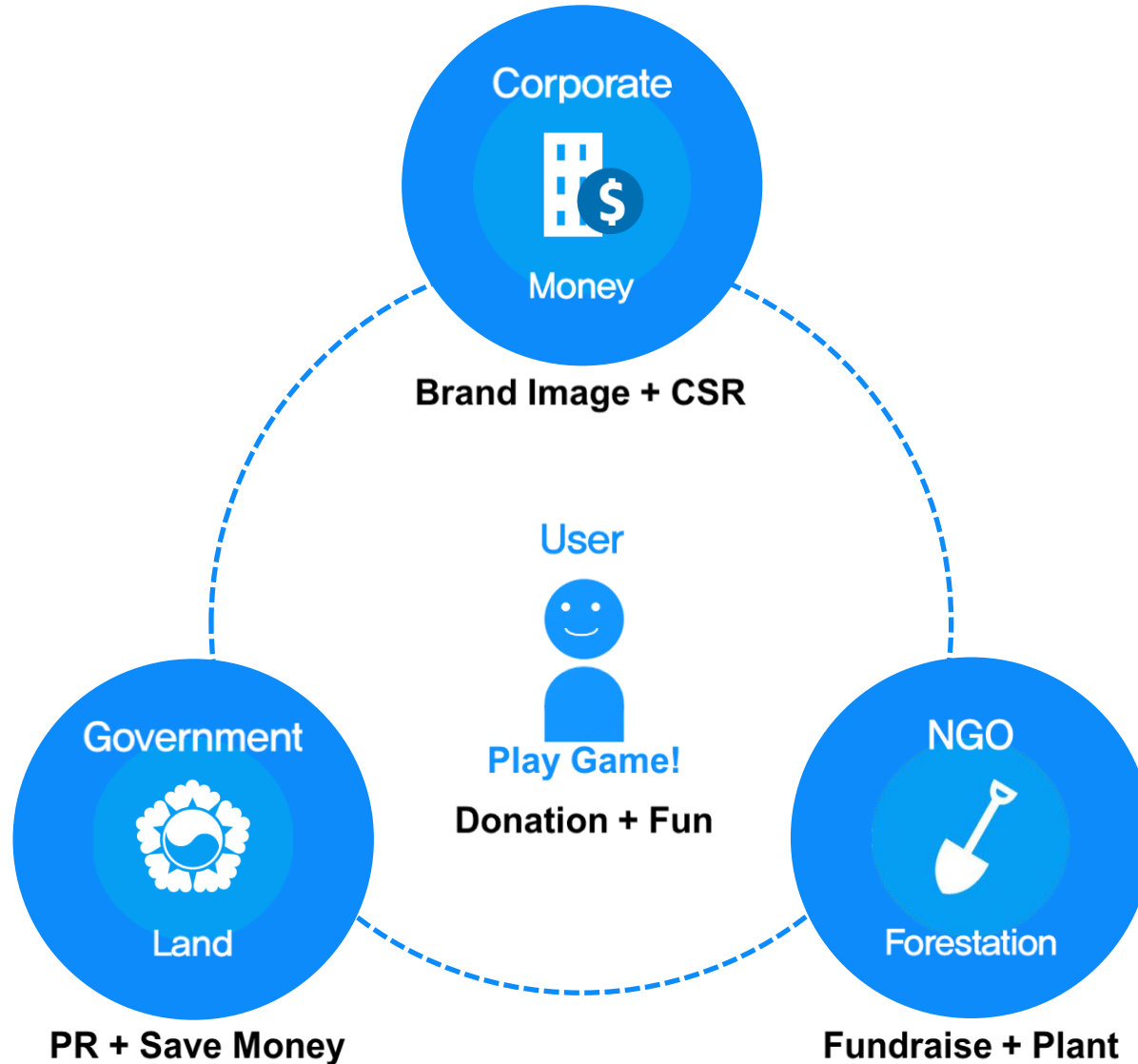


6.

We report back to you.



Tree Planet is an enterprise creating forests through innovative business model.



Performance and Cooperation

We planted 450,000 trees in 7 countries, 24 forests with 650,000 game users.



Sponsors

Double A



Partners





Hyung-soo Kim

Experience

- CEO & Co-Founder, Tree Planet, 2010. 09 ~ Present
- Board of Directors, Crevisse Partners, 2013. 03 ~ Present
- Global Social Venture Competition Winner
- Former Environmental Documentary Film Director, Minister prize

Education

- communication arts and Science, Handong Global University



Min-cheol Jeong

Experience

- Managing Director & Co-Founder, Tree Planet, 2010. 09 ~ Present
- Board of Directors, Crevisse Partners, 2013. 03 ~ Present
- Global Social Venture Competition Winner
- Former Animation Film Director

Education

- Film & Animation, California Institute of the Arts



DMZ Peace Forest – Korea



Children's Forest – Java, Indonesia



Gangnam City Forest – Seoul, Korea





Toyota Hybrid Forest – Seoul, Korea





Mango Tree Forest – Tonz, South Sudan



Double A No Stress Park– Seoul, Korea

Double A

TP tree planet

SEOUL



Hanwha Solar Forest

한화 태양의 숲

In collaboration with the United Nation Convention to Combat Desertification and Hanwha Group,
Tree Planet users have contributed to build this forest.
UNCCD와 한화 그룹이 트리플래닛 사용자와 함께 키워 가는 숲입니다.



Please check out the story of each tree in the forest.
나무 한 그루 한 그루의 아름다운 이야기에 귀 기울여 보세요.

Tujiin Nars, Mongolia, 2011~2012

Sponsor: Hanwha
Partners: UNCCD, 동북아산림모임
Producer: tree planet

Hanwha Solar Forest – Tujiin Nars, Mongolia





Hanwha Solar Forest – Ningxia, China




GAME




We successfully launched games to be accessible to various platforms.

Tree Planet 2 Mobile Game




 Released in April, 2013

 Released in June, 2013


Tree Planet for Facebook



 Released in January, 2013

Tree Planet for Jr. Naver



 Released in April, 2013

- Jr. Naver : Korean largest portal site for children

Game users can choose the forest to send the trees.

Forest List Pop-up

Every Campaign has it's own purpose to build the forest.



Background Images

Images are designed based on the reality.



Ningxia, China : Desert Area



Pohang, Korea : Forest Fire Disaster

Game users can raise trees which are actually being planted.

Raise
Real Trees



Plum Tree



Cherry Blossom Tree



Users are naturally exposed to various in game sponsored items.

Corp.
Sponsors
AD Items



We are building Forest Map Service to report the progress to the users.

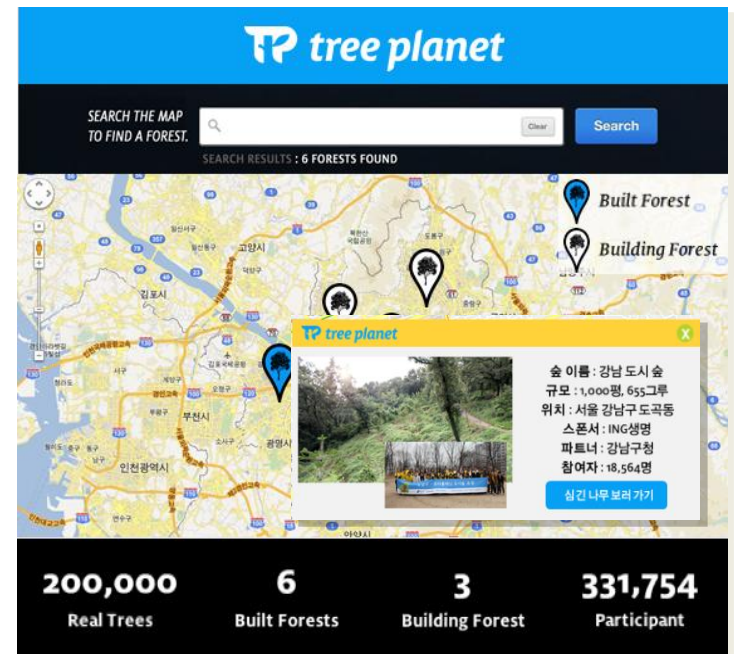
GAME



Send Trees

Field Report

Forest Map



Developing games for Disaster Relief and Environmental Education .

Disaster Relief



Environmental Education



STAR FOREST

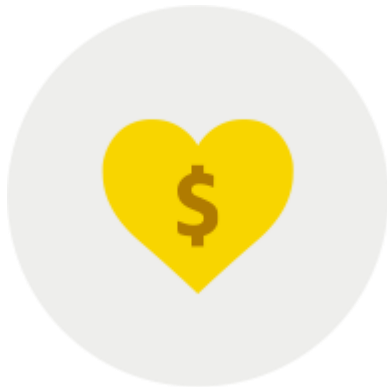




Star Forest - Procedure

Star Forest is an eco-friendly project among fans to build a forest under the name of stars.

PROCEDURE



Fans raise funds to build Star Forest,



Tree Planet work with the government and NGOs,












Tree Planet will constantly manage the created forest,

Within 7 months, we have built 11 Star Forests.

Service Page

STAR FORESTS

 <p>동방신기 모금중 서울시 영등포구 여의도동 2013.09.09 - 10.09</p> <p>참여하기</p>	 <p>성열 모금중 아프리카 부룬디 쿠타나 2013.08.22 - 09.22</p> <p>참여하기</p>	 <p>효연 조성진행 서울시 영등포구 여의도동 2013.08</p> <p>알아보기</p>
 <p>인피니트 조성진행 서울시 영등포구 여의도동 2013.07.11 - 08.18</p> <p>알아보기</p>	 <p>소녀시대 조성진행 서울시 영등포구 여의도동 2013.07</p> <p>알아보기</p>	 <p>티파니 조성진행 서울시 영등포구 여의도동 2013.06.14 - 07.14</p> <p>알아보기</p>
 <p>로이킴 조성완료 서울시 강남구 개포동 2013.03.19 - 04.19</p> <p>둘러보기</p>	 <p>신화 2호 조성완료 서울시 도봉구 양문동 2013.03.08 - 04.05</p> <p>둘러보기</p>	 <p>신화 1호 조성완료 서울시 강남구 개포동 2012.09.16 - 10.21</p> <p>둘러보기</p>

First Star Forest (2NE1 Forest)



- Location : Tonz, South Sudan
- Number of Trees : 1,300 trees
- Fund Raised : \$ 20,000
- Forestation Period : 07. 2012 ~ 09. 2012
- Purpose : To support local community

Searching for a TVXQ Forest site in Thailand



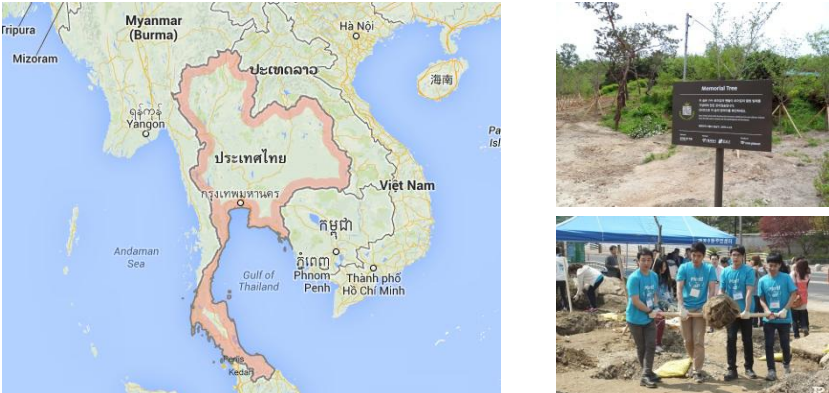
TVXQ Forest - Korea



Location : Korea , Seoul

Join Nationality: Korea, Japan, China, Taiwan, Europe, etc.

TVXQ Forest - Thailand



Location : Thailand, Bangkok

Join Nationality: Korea, Japan, China, Taiwan, Europe, etc.

BRAND



UNCCD Committee approved Tree Planet as a Business Observer. (Sep. 2013)



UN Campus, Hermann-Eberly-Strasse 10, 53113 Bonn, Germany
 Postal Address: P.O. Box 200 529, 53113 Bonn, Germany
 Tel: +49 (0) 228 619 2800 Fax: +49 (0) 228 615 2860/99
 E-mail: secretariat@unccd.int Website: www.unccd.int

Date: 09 September 2013
 Ref: FCML/COP11/BIE
 cc: lgwmd@gg

Dear Mr. Kim,

Subject: Eleventh session of the Conference of the Parties (COP 11)

I would like to inform you that the Secretariat in observance of the provisions contained in decision 5/COP.10 will recommend the accreditation of Tree Planet Inc., as observer to the Conference of the Parties (COP) to the United Nations Convention to Combat Desertification (UNCCD).

In this regard, and as provisionally accredited business and industry entity, I would like to invite you to participate in the eleventh session COP that will be held at the Windhoek Country Club Resort in Windhoek, Namibia, from 16 to 27 September 2013.

It is proposed that COP 11 be divided into three segments. During the initial segment from 16 to 20 September, negotiations will be devoted to the work of the eleventh session of the Committee on Science and Technology, the twelfth session of the Committee for the Review of the Implementation of the Convention, and to other major issues included in the programme of work of the COP.

During the high level segment on 23 and 24 September there will be general plenary discussions in the form of three Ministerial Round Tables to focus on suggestions for actions to achieve the objectives of the Convention and the Strategy and guidance to furthering the implementation process.

The last day of the session will be devoted to the adoption of decisions on any issues remaining outstanding.

Please be informed that the second Sustainable Land Management Business Forum will be held on 23-24 September 2013 at the same Conference venue. As an invitation to that specific event has already been sent to your entity together with the provisional agenda of the event.

Mr. Hyungsun Kim
 Chief Executive Officer
 Tree Planet Inc.
 12 Eonje, Poyeja Building
 5, Nanyoung-Dong
 Ganghwa-Gu
 Republic of Korea
 Email: tree@treepla.net



Rating Status: Rated



Rating Date: 4/29/2013

Company Name: Treeplanet

2013 COMPANY RATINGS REPORT

GIIRS ratings are reviewed, rigorous, transparent, comprehensive, and comparable ratings of company impact. GIIRS helps investors make money while solving the world's most challenging problems. GIIRS Driving Capital to Impact



Expandability

We have much more to do!!



Crevisse Town = Young Entrepreneurs + Business Experts



Environment



Environment & Game



Donation

Musical MobyDick

Culture & Art



Brand & Marketing

crevisse

Venture Incubation



plant for all.

 tree planet