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Jason Kang, CEO of CELEBe Korea Inc., and Kumi Sato, President of COSMO Public Relations Corporation, have announced a cooperation agreement to conduct exclusive negotiations regarding development and implementation of CELEBe's social media platform in Japan.

The agreement in the form of a Memorandum of Understanding (MoU) acknowledges their commitment to further exploratory talks relating to CELEBe's growth and market potential in Japan. It has created a framework for discussion of a possible Joint Venture between CELEBe and a new Japanese entity.

The celebrity driven application providing personalized videos and messages straight to consumers has revolutionized social media content in Korea. CELEBe's social contribution element has also aided in its success, enabling celebrities to donate a portion of their proceeds through the app directly to local and national charities. Experiencing a meteoric rise since its launch at the end of 2019, it has continued to garner high praise reaching the No. 1 spot on the Google Play Store this April. CELEBe's CEO is projecting upwards of 3,000 Korean celebrity participants by September 2020, with a doubling the app's current charitable contributions.

Jason Kang, CEO of CELEBE says "I am glad to be working with Kumi Sato in Japan, as she has been involved in a number of internet startups, notably WomenJapan.com. Her background in public relations will help the new company create an awareness of CELEBe's platform, appealing to the Japanese audience, given their interest in Kpop and K Dramas."

Kumi Sato says "I was impressed with the success that CELEBe has achieved in Korea in such a short period of time. I am particularly excited about the social contribution aspect of this platform. Celebrities are donating a portion of their proceeds to important charities through CELEBE, giving back to society, which makes it different from other platforms."

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