JYP EDM Medical Treatment Project IMPACT REPORT

Journey of the EDM Medical Treatment Project 2020–2025

Every Dream Matters! EDM

JYP LEADER IN ENTERTAINMENT

CONTENTS

Report Overview 5

Introduction to the EDM Medical Treatment Project 6

EDM Medical Treatment Project Status 8

Impact Framework 9

Impact Highlights 10

Impact Measurement Results 11

- Change1. Connecting Resources 11
- Change2. Beginning of Recovery 13
- Change3. Dreaming Again 14
- Change4. Spreading Change 17
- Voices of Change 19
- Monetary Value Assessment 23

Key Implications 24

People Who Walk Together 25

Founder Message

Greetings, this is J.Y. Park.

I am pleased to share this report documenting the journey of the EDM Medical Treatment Project, which JYP Entertainment has carried out with sincerity since 2020.

JYP Entertainment's journey of giving began long ago. In 2002, we visited Samsung Medical Center with our artists, held a charity concert for child patients and that same sincere spirit continues unchanged to this day.

To put this commitment into practice more systematically, we established a dedicated team and have been supporting children in need through the EDM Medical Treatment Project.

I now have two daughters of my own, aged seven and eight. As a father, the stories of children battling illness no longer feel distant. My heart goes out to the parents who stand at their child's bedside each day, filled with worry.

A child's recovery goes beyond saving a single life. It means protecting the limitless dreams that child holds, and opening the path for an entire family to return to everyday life.

This is why JYP remains committed to being a steadfast pillar of support, so that children battling illness can regain their health and pursue their dreams once more.

Everything begins with sincerity. I hope this report conveys our passion for children, and I extend my heartfelt gratitude to all who have joined us on this meaningful journey.

Founder, JYP Entertainment
J.Y. Park

CEO Message

Greetings, I am Jeong Wook, CEO of JYP Entertainment.

With social responsibility as a core management principle, JYP Entertainment has been operating various CSR initiatives since 2019 under the vision of 'EDM(Every Dream Matters!)'.

The EDM Medical Treatment Project is JYP's most heartfelt flagship initiative. Starting with the EDM Domestic Medical Treatment Project through an MOU with Samsung Medical Center in 2020, we expanded domestically to Seoul Asan Medical Center, National Cancer Center, and Yonsei Medical Center. Through the EDM Overseas Medical Treatment Project with World Vision, we have also extended our support to children in 9 countries, supporting 4,101 children over 6 years so that they do not have to abandon their dreams due to illness.

This EDM Medical Treatment Project Impact Report documents the tangible changes our activities have created for children, families, and communities.

Through this impact measurement, we witnessed changes that transcend mere numbers. It has been a meaningful opportunity to confirm the hope and possibilities that the EDM Medical Treatment Project has cultivated in children, families, and communities.

Supported by the love of our fans, JYP Entertainment will continue to carry out CSR activities that spread a self-sustaining momentum of giving, so that children — the next generation who will lead our society — can grow up healthy and pursue their dreams.

Thank you.

CEO, JYP Entertainment
Jeong Wook

Report Overview

Impact Measurement Overview

Since 2020, JYP Entertainment has dedicated itself to supporting children and adolescents in need of medical care through the EDM Medical Treatment Project.

This Impact Report systematically measures and presents the changes and outcomes generated through the EDM Medical Treatment Project. JYP Entertainment and its implementing partner organizations reviewed program results together, based on the impact framework.

Measurement was conducted through a multi-faceted approach encompassing qualitative and quantitative analysis via surveys and interviews, as well as monetization of social value. This comprehensively confirmed the tangible changes delivered: improved access to treatment, health and daily-life recovery, family stability, and strengthened community care capacity. Furthermore, through an evaluation that incorporates the experiences of stakeholders, we have shed light on the social impact of the EDM Medical Treatment Project from multiple dimensions.

This report goes beyond financial support. It illustrates how the value of 'Every Dream Matters!' translates into real-world changes through children rediscovering their dreams and how that transformation creates a positive ripple effect throughout the community.

Impact Measurement Methodology

Survey-Based Effect Analysis

- **Survey Period** August– September 2025
- **Respondents** 645 individuals across 10 supported countries (315 children, 330 caregivers)

Interview-Based Change Case Analysis

- **Interview Period** August– September 2025
- **Interviewees** 103 individuals across 10 supported countries (38 children, 43 caregivers, 9 medical staff, 13 local partner staff)

Quantitative Performance Data Analysis

- Analysis of cumulative quantitative program performance data over 6 years (2020–2025)

Impact Monetary Valuation

- Monetary value conversion and SROI assessment based on quantitative outcomes

Introduction to the EDM Medical Treatment Project

Under the CSR vision of 'Every Dream Matters!', JYP Entertainment operates the EDM Medical Treatment Project for children and adolescents.
Through this initiative, we support the recovery of health and dreams so that children facing financial hardship do not have to give up on their aspirations.

Program Overview

JYP Entertainment operates the EDM Medical Treatment Project to create an environment where children can receive uninterrupted treatment and envision a future beyond illness. **The core objective is to ensure that children in need commence treatment promptly and continue it without interruption, transcending mere financial aid.**

Domestically, through MOUs with specialized medical institutions including Samsung Medical Center, Seoul Asan Medical Center, National Cancer Center, and Yonsei Medical Center, we identify children with severe and rare diseases and **provide practical resources across the entire continuum** of diagnosis, treatment, and recovery. Internationally, through a partnership with World Vision, **we ensure access to treatment for children who would otherwise fall through the cracks of healthcare.**

Close collaboration with domestic and international medical staff, social workers, and community partners creates a robust structure that enhances treatment continuity and recovery prospects.

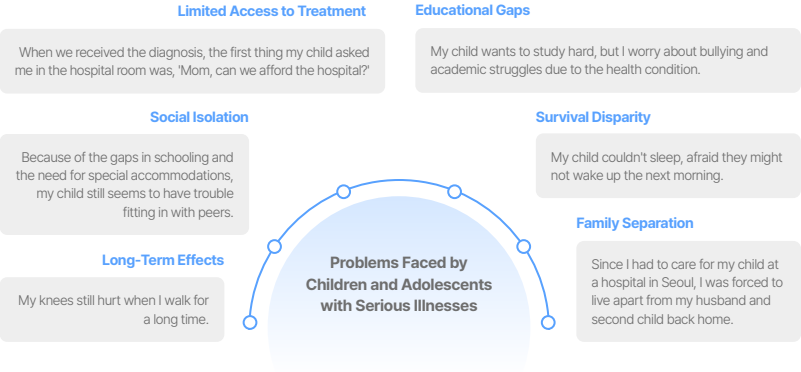
Through this support, children can envision a return to healthy daily life, caregivers experience reduced financial burden, and families and communities are empowered to build a more stable care environment.

Program Background

Children and adolescents with serious illnesses face not only physical suffering during treatment but also broader life disruptions — including disruptions to schooling and friendships — due to long-term treatment and repeated hospitalization. The burden of high medical costs significantly impacts a family's financial and emotional stability, often forcing the entire family to defer or abandon their life plans and dreams.

Challenges Faced by Children and Adolescents with Serious Illnesses

The various challenges faced by these children and adolescents with serious illnesses were concretely revealed through interviews with EDM Medical Treatment Project participants.



Introduction to the EDM Medical Treatment Project

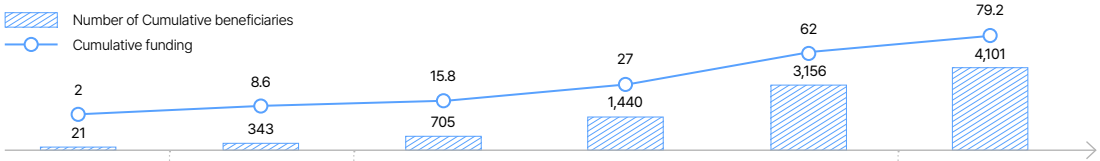
Program History

In accordance with its CSR roadmap, JYP Entertainment has been **steadily and incrementally expanding the EDM Medical Treatment Project from 2020 to the present.**

Beginning with Samsung Medical Center in 2020, the EDM Domestic Medical Treatment Project framework was established. In 2021, an MOU with World Vision formalized international operations. Domestically, partnerships with Asan Medical Center, National Cancer Center, and Yonsei Medical Center strengthened program expertise and execution. Internationally, supported countries expanded continuously while local NGO partnerships built context-appropriate delivery systems.

Through this **collaboration-based model, we have provided genuine access to medical care for children with limited treatment options and supported the restoration of life possibilities diminished by illness.**

Unit: persons, KRW 100 million



2020

Program launch EDM Domestic Medical Treatment Project initiated

- MOU with Samsung Medical Center

2021

EDM Overseas Medical Treatment Project launched

- MOU with World Vision

2022

Advancing activities, expanded partners

- Expansion of Partner Institutions: MOU signed with Seoul Asan Medical Center, National Cancer Center, and Yonsei Medical Center
- Expansion of Support Areas: Broadening of child treatment and support programs
- Diversification of Fund Initiatives: EDM medical expense support funding, JYP Amateur Charity Basketball Tournament(JYPBT), and more

2025

Global expansion

- Latin American countries newly supported

Impact measurement conducted

- Change verification and management framework established

Introduction - Foundation Building → Reinforcement- Advancing Activities → Expansion

EDM Medical Treatment Project Status

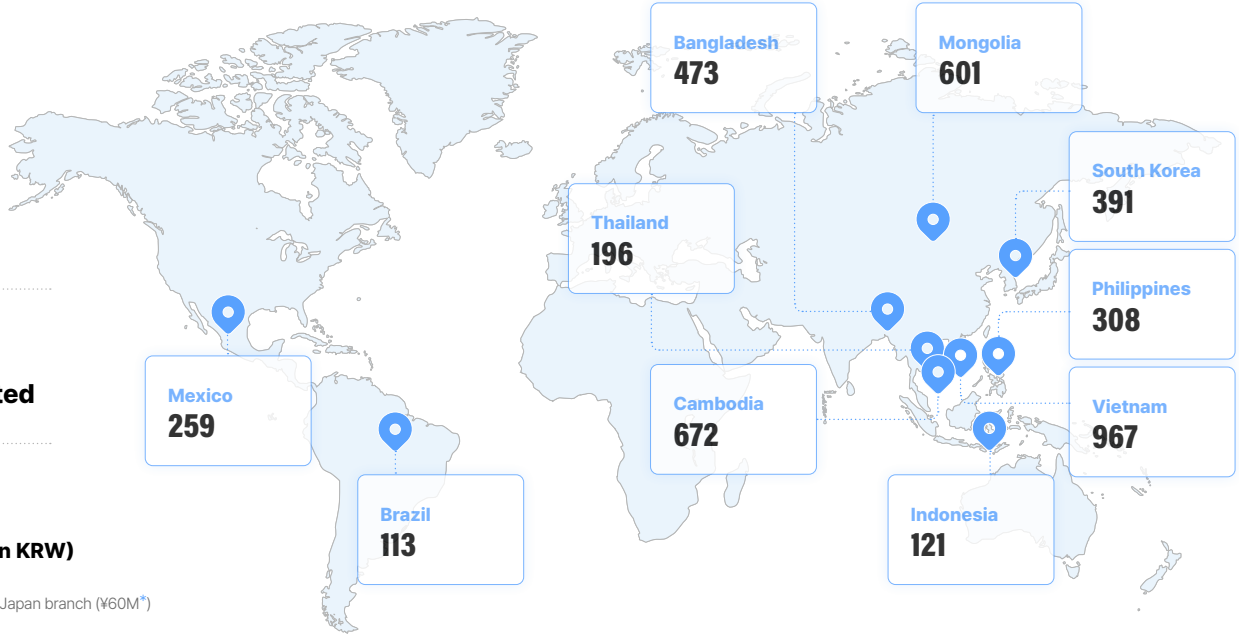
The EDM Medical Treatment Project, launched in Korea in 2020, has expanded beyond Asia to reach Latin America including Brazil and Mexico, providing **₩7.92 billion※ in medical support to 4,101 children across 10 countries.**

Key Figures(6-Year cumulative)

10 **Countries Supported**

4,101 **Children Supported**

7.92 **Total Funding**(Billion KRW)



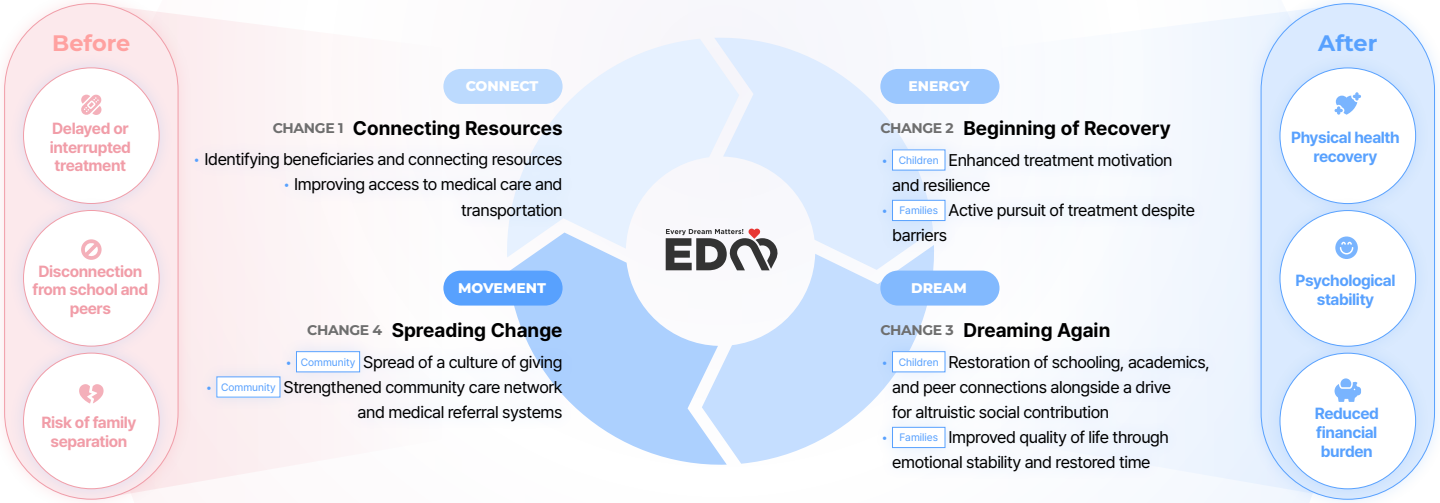
※ Combined funding from Korea headquarters (₩7.35B) and Japan branch (¥60M*)
* Converted at Seoul Money Brokerage average exchange rate

Impact Framework

Building on resource connectivity and improved healthcare access, we support child patients' recovery and their dreams for the future, **creating a self-sustaining momentum** of giving in which that transformation spreads throughout the community.

The Change Structure Created by the EDM Medical Treatment Project

The EDM Medical Treatment Project begins by **Connecting** children who need treatment but struggle to access adequate support. Through linkages with medical institutions and partner organizations, the program creates conditions for timely treatment and prevents interruption. As treatment continues, children regain physical and emotional stability **(Energy)**, and caregivers — freed from financial anxiety — can once again **Dream** about their child's growth and future. This change expands beyond individuals and families into the community **(Movement)**: a culture of giving spreads through member engagement, and a community care network is built via medical institutions and NGOs. This accumulated experience of giving and collaboration forms a self-sustaining momentum that enables further resource connectivity.



Impact Highlights

The EDM Medical Treatment Project is **establishing a self-sustaining momentum in which resource connectivity extends beyond child patients' recovery to family stability and strengthened community care capacity** — as confirmed by the impact measurement data.

CHANGE 1
CONNECT
Connecting Resources

CHANGE 2
ENERGY
Beginning of Recovery

CHANGE 3
DREAM
Dreaming Again

CHANGE 4
MOVEMENT
Spreading Change

Countries Supported
worldwide
10

Children Supported
worldwide
4,101

Newly Identified Children
overseas children newly connected to care
1,344

Improved Hospital Accessibility
Overseas caregiver survey(positive response rate)
93%

Positive Changes in Patient

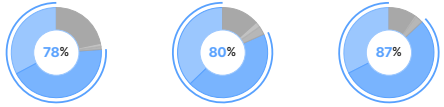
*Combined Domestic & Overseas

1st **Stronger treatment motivation** **74%**
My child has become more engaged in their treatment and health care.

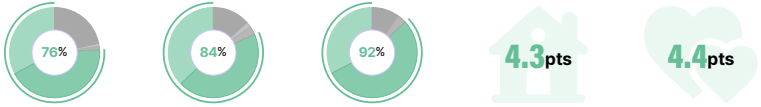
2nd **Increased positive emotional expression** **65%**
Overall, my child smiles and expresses positive emotions more often.

Change in Proportion Reporting "High" Financial Burden

Children



Caregiver



The EDM Medical Treatment Project drives voluntary participation in a culture of giving among JYP members and builds a sustainable care environment for children in communities.

Spreading a Culture of Giving

JYP Member's Volunteer Activities Participants	JYP Member's Volunteer Activities Participation Hours
1,046	2,454

Strengthening Community Medical Referral Networks

Partner Medical Institutions	Local Partner NGOs	Local Volunteers	Local Monitoring Sessions	Local Volunteer Training Sessions
127	132	499	331	224

Impact Measurement Results

CONNECT

Change1. Connecting Resources

Medical Resource Connectivity

The EDM Medical Treatment Project leverages domestic and international networks to closely connect children in urgent need with medical services. **Through MOUs with 4 key domestic medical institutions and 9 overseas countries, a stable global support framework has been established.**

Child Support Process

In collaboration with local partners in each country, **systematic support is provided across the entire process — from identifying children in need through diagnosis, treatment referral, and financial assistance.**

Domestically, children at risk of delayed or interrupted treatment due to financial constraints are connected through medical social workers at partner hospitals.

Overseas, many children face barriers even to initiating treatment — including inaccurate diagnosis, limited access to treatment information, or difficulty reaching the nearest hospital. Resources are connected to these children and posttreatment monitoring ensures continuity of care.

EDM Medical Treatment Project

- Domestic: **Domestic Hospitals** 4 — SMC Samsung Medical Center; National Cancer Center; Asan Medical Center; Yonsei University Health System
- Overseas: **Overseas Operating Partners** 9 countries — World Vision

	STEP1	STEP2	STEP3	STEP4
Domestic	Medical institution Child selection	Medical social welfare team Support fund review	Medical institution Treatment cost connection	Medical institution and central hospital Treatment administration
Overseas	Local volunteers & NGOs Child identification	Local health center Treatment need assessment	World Vision Treatment referral approval	
	• selection based on medical and financial circumstances • ongoing health monitoring and identification of new beneficiaries through community collaboration	• reviewing funding eligibility for selected children • health examination through local clinic; referral to central hospital if serious illness is identified	• approval and disbursement based on funding availability and medical opinion	• providing practical resources including transportation, procedural guidance, and financial support

Impact Measurement Results

CONNECT

Change1. Connecting Resources

Improved Healthcare Access

In many overseas regions, hospitals are often located far away with inadequate transportation, making it difficult to initiate or maintain treatment. To improve access for child patients and caregivers, we continuously monitor health status and appointment schedules and cover transportation, accommodation, and other costs related to accessing medical facilities. Community and field networks are also used to identify and extend treatment opportunities to children not previously captured by existing support systems.

Through this monitoring, 1,344 children were newly identified and connected to treatment. Overseas survey results confirmed that 84% reported reduced time and cost burdens, and 92% reported visiting hospitals more frequently — demonstrating tangible improvements in treatment access and continuity.

Local Monitoring Sessions	331
Newly Identified Children Referred to Medical Institutions	1,344

Family in Thailand

The hospital is 150–200 km from our home, requiring an overnight stay. Without additional support for travel and accommodation, we would not have been able to bring our child for treatment.

Family in Bangladesh

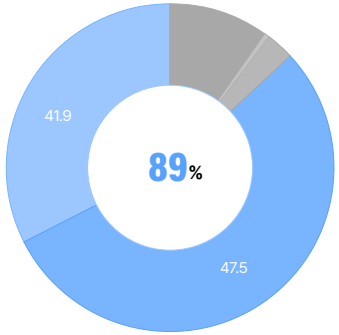
Now that we know where to receive treatment and how to see a doctor, future care will be much easier.

Family in Indonesia

Thanks to the support, regular hospital visits have become much easier. With the travel burden reduced, we no longer postpone appointments, and our child has not missed any scheduled transfusions.

Child Patients' Reported Improvement in Healthcare Access

* Overseas survey, 5-point scale



Going to the hospital and receiving treatment is less difficult than before.

Very likely | Likely

Positive response rate 89%

Avg. 4.3pts

Caregivers' Reported Improvement in Healthcare Access

* Overseas survey, 5-point scale

Improved ease of travelling to hospital	Increased frequency of hospital visits	Reduced travel time to hospital	Reduced travel costs to hospital
I feel that going to the hospital has become easier.	I feel that I am able to visit the hospital more frequently.	I feel that I am able to visit the hospital more frequently.	I feel that the cost of going to the hospital has decreased.
Positive response rate 93%	Positive response rate 92%	Positive response rate 84%	Positive response rate 84%
Avg. 4.5pts	Avg. 4.5pts	Avg. 4.3pts	Avg. 4.4pts

Impact Measurement Results

ENERGY

Change2. Beginning of Recovery

A Willing to Recover

Children connected to the EDM Medical Treatment Project demonstrated positive changes not only in physical health but also in emotional wellbeing and attitude. Their willingness to engage actively in treatment increased, and emotional expression in daily life became more stable. Financial support proved a significant motivator, empowering children to move forward.

Positive changes were also observed at the family level. Before participating, 84.5% of families reported a "high" financial burden. After participation, this dropped by 73 percentage points to 11.5%. As this burden eased, caregivers were able to focus less on financial anxiety and more on their child's recovery and future.

In this way, the EDM Medical Treatment Project strengthens the determination of children and families to persist with treatment, **serving as both the starting point of recovery and the foundation for dreaming again.**

Domestic child patient

With the financial burden reduced, I gained tremendous courage to believe I can fully recover.

With the treatment costs supported, I now have the space to focus fully on rehabilitation.

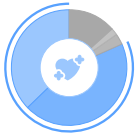
Overseas medical staff

When considering advanced medical devices or non-covered medications, we were able to make treatment decisions without worrying about imposing financial hardship on the family.

Changes Reported by Child Patients After Treatment

* 5-point scale

Patient Psychological Recovery



Very likely | likely

I feel more at ease than before

Positive response rate **81%** Avg. **4.2pts**

Patient Resilience

Very likely | likely

Even if difficulties arise, I feel I can overcome them

Positive response rate **78%** Avg. **4.1pts**

Changes Observed in Child Patients After Treatment

* Multiple choice

1st Strengthened commitment to treatment participation and health management

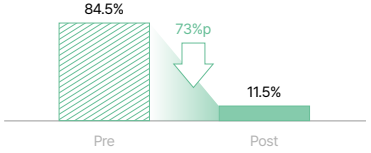
74%

2nd Increased frequency of smiling and positive emotional expression

65%

Reduction in Family Financial Burden

* proportion reporting "high" burden



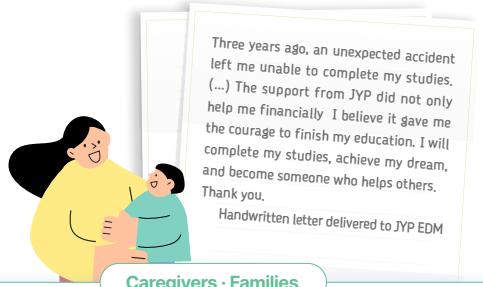
Impact Measurement Results

DREAM

Change3. Dreaming Again

Envisioning the Future Anew

The EDM Medical Treatment Project creates an environment in which child patients, caregivers, and entire families can envision their future with a sense of stability. Through successful treatment, child patients began dreaming of more concrete futures through reintegration into daily life and inner growth. Simultaneously, caregivers — freed from treatment-related burdens — regained their quality of life and were able to restore a calm and stable home environment.



Child Patients

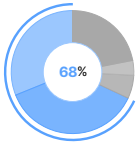
Children returned to school and peer relationships, actively reengaging with daily life. The experience of overcoming hardship through treatment translated into self-belief. This inner change went beyond psychological healing — it prompted the children to think **more concretely about their own futures and what they wanted to become.**

● Very likely ● likely * 5-point scale, positive response rate

Social Relationships & Participation

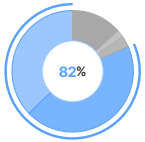
Behaviors reflecting adaptation to school and daily life

School Participation



Avg. 3.9pts

Interpersonal Relationships & Sense of Social Support

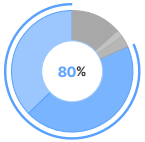


Avg. 4.2pts

Self-Awareness & Future Orientation

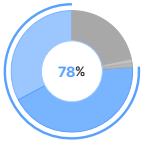
Belief in one's own capability and future planning

Self-Efficacy & Confidence



Avg. 4.1pts

Strengthened Career Awareness

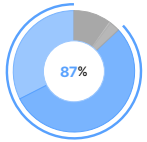


Avg. 4.2pts

Social Contribution Mindset

Intrinsic motivation to help others and create positive social impact

Altruism & Desire to Give Back



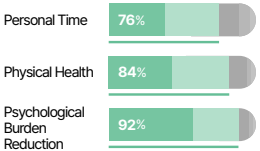
Avg. 4.4pts

Caregivers · Families

With treatment anxiety and financial strain eased, caregivers found more time and emotional bandwidth — improvements that extended beyond the individual to enhance **the overall family atmosphere and stability.** Family members were once again able to share the small joys of everyday life and envision their child's growth and future together.

Changes in Caregiver Quality of Life

Improvement in caregivers' psychological burden, physical health, and time availability



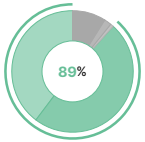
● Very likely ● likely

* 5-point scale, positive response rate

Family Emotional Stability

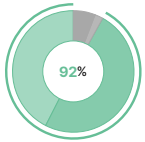
Care for the child patient and their siblings

Improved Family Atmosphere



Avg. 4.3pts

Family Emotional Stability



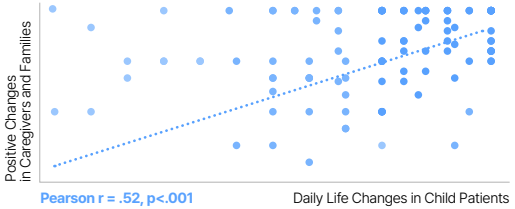
Avg. 4.4pts

Impact Measurement Results DREAM Change3. Dreaming Again

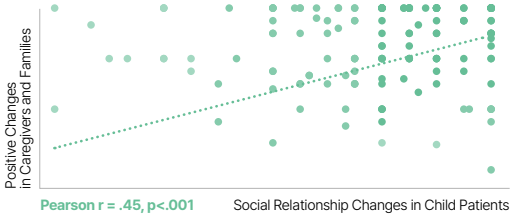
Analysis of changes in child patients alongside changes in caregivers and families revealed a consistent tendency for the two to be mutually correlated. This demonstrates that the **impact of the EDM Medical Treatment Project extends beyond the individual child to improvements in the overall quality of life of caregivers and families.** It also confirms that 'the stability of caregivers and families' feeds back into 'the health and growth of child patients' through a self-sustaining momentum. Furthermore, the findings affirm that medical cost support goes beyond financial assistance to influence the entirety of child patients' and families' lives, with the potential to generate long-term social value.

Correlation Between Positive Changes in Child Patients and Improvements in Caregiver/Family Quality of Life
(Pearson Correlation Analysis)

* Combined domestic and overseas analysis



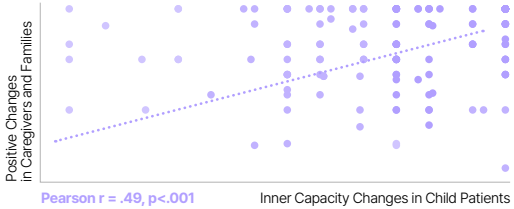
Pearson r = .52, p<.001 — Daily Life Changes in Child Patients



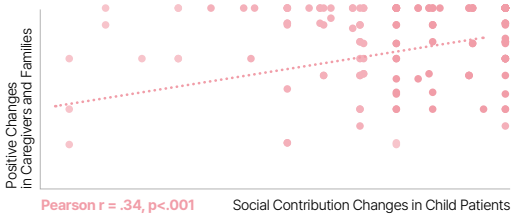
Pearson r = .45, p<.001 — Social Relationship Changes in Child Patients

The treatment of our two children is directly tied to the family atmosphere. When they are unwell, the whole family is disheartened; when treatment goes well and their health improves, everyone is happy.

Overseas caregiver



Pearson r = .49, p<.001 — Inner Capacity Changes in Child Patients



Pearson r = .34, p<.001 — Social Contribution Changes in Child Patients

I feel you have helped our entire family. You have given every member of our family the strength to move toward hope and the future.

Overseas caregiver

All significant positive correlations were found between positive changes in patients and positive changes in families.

Survey Items by Measurement Domain

Child domains	Details
Daily Life	physical health, psychological health, school participation
Inner Capacity	career awareness, self-efficacy, resilience, achievement, confidence
Social Relationships	peer interaction, enjoyment of relationships, sense of social support
Social Contribution	altruistic attitude, experience of giving back, intent to give back

Caregiver/Family domains	Details
Caregiver Quality of Life	psychological burden, physical health, personal time
Family Stability	improved family atmosphere, family emotional stability

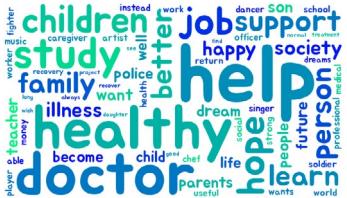
Impact Measurement Results

DREAM

Change3. Dreaming Again

Interview findings confirmed that children, having regained their health through treatment, have begun dreaming of ordinary life again — even speaking of a variety of career aspirations for the future. Caregivers, with their child's condition improving, were likewise able to shift from anxiety to conversations about their child's growth and future, and to express hope for a return to everyday normalcy.

Child Patients



Now that I'm much better, I can play with my friends.

I feel I can achieve anything on my own.

The most important thing right now is to get healthy, go back to school, and play with friends again. Once I recover, I want to play with my friends and take part in Independence Day events — I was sad to miss the flag-planting and nail-in-the-bottle games last time.

My dream is for everything to be beautiful. I don't have a fixed dream yet — I dream a different dream every day. Today I want to be a photographer; yesterday I wanted to be a doctor. I am truly grateful to my whole family.

I want to live a healthy life — a life where I never have to go to the hospital.

I want to get healthy and then help others.

Caregivers · Families

I can sleep now with a little peace of mind.

I hope she can be like other teenage daughters and complain to her mother sometimes. It is heartbreaking to see her only endure and apologize. I hope the day comes soon when she is healthy enough to grumble, 'Oh, leave me alone! I'll handle it myself.'

With less worry about treatment costs, our conversations as a couple have brightened, and I notice more laughter from the children in a warmer home atmosphere.

As my child's health has recovered, the relationship between my spouse, our other children, and myself has also improved.

We had never taken a family photo before, but now that my son's condition has improved — he can hold his head up and sit upright for longer periods — we are planning to take one.

Impact Measurement Results

MOVEMENT

Change4. Spreading Change

The EDM Medical Treatment Project **creates impact that extends beyond child patient and family recovery to the broader community.** This initiative has enabled overseas communities to establish sustainable care environments, while a culture of giving has also spread within JYP Entertainment, leading to ongoing employee volunteer participation.

Strengthening Overseas Community Healthcare Capacity and Care Systems

Through partner agreements with local medical institutions, communities have been empowered to take a leading role in child treatment, building local healthcare systems and creating sustainable care environments. Medical staff and operating organizations report that the EDM Medical Treatment Project has helped strengthen local medical referral networks and form community care frameworks.

Strengthening Local Volunteer Capacity

Participation in medical service utilization training and case management processes has enhanced administrative and practical capabilities, establishing a foundation for more systematic management at the community level.

Medical Service Utilization Training Sessions for Local Volunteers

224

We learned not only about various diseases, but also report writing, budget management, and child case management methods.

Overseas partner organization staff

Strengthening Community Medical Referral Networks

A system has been established to proactively identify the conditions of children who were unable to receive care due to barriers such as cost and distance, and to promptly transfer them to higher-level hospitals. This has broadly strengthened the community medical network.

Community Medical Institutions

127

Through this program, we have developed the capacity to swiftly identify children in need of treatment in the community and connect them with appropriate medical institutions.

Overseas medical staff

Formation of Community Care Systems

A collaborative network of volunteers, NGOs, health centers, and medical institutions has been established, improving resource utilization efficiency and building a system capable of swiftly and comprehensively supporting children in need of treatment.

Collaborating Organizations including NGOs

132

The process of collaborating with local health institutions and health workers to identify children with serious illnesses was truly impressive. Without this local network, the program itself would have been very difficult to carry out.

Overseas partner organization staff

Impact Measurement Results

MOVEMENT

Change4. Spreading Change

Spreading a Culture of Giving in the Community

JYP Entertainment employees, artists, and trainees have embraced the value of giving through JYP Member's Volunteer Activities. Over the past 6 years, **a total of 1,046 members have participated in 2,454 hours of volunteer service**, consistently contributing to the community.

In particular, since 2022, JYP Entertainment has been running the "EDM Picture Book Creation Volunteer Activity" to support the emotional and educational development of children. All JYP members — including employees, artists, and trainees — participate in the EDM Picture Book Creation Volunteer Activity to create picture books children can read in their native languages.

Through this activity, **a total of 423 EDM picture books have been gifted to overseas child patients.** By providing stories in their native languages to children with limited access to books, this initiative supports emotional wellbeing and expands learning opportunities — a meaningful act of giving.

1,046
JYP Member's Volunteer Activities Participants

2,454
JYP Member's Volunteer Activities Hours

423
EDM Picture Book Creation Volunteer Activity — Books Produced

Artists Participating in 'EDM Picture Book Creation Volunteer Activity'

TWICE

NEXZ

Xdinary Heroes

NMIXX

ITZY

NiziU

KickFlip

Impact Measurement Results

Voices of Change

Through local researchers in 10 countries around the world, we interviewed children and families who received support from the EDM Medical Treatment Project to hear their stories of change firsthand. **Through the voices of over 100 participants**, we were able to concretely verify real-world cases of change and experiences with the program.

Interview Survey Overview

- **Interview Period** August–September 2025
- **Interview Method** In-person / Remote
- **Interviewees** 103 individuals across 10 EDM Medical Treatment Project countries (38 children, 43 caregivers, 9 medical staff, 13 local partner organization staff)

Impact Measurement Results Voices of Change Child Patients

Domestic Child Patient Interview

These days, I love being able to meet friends, watch movies, and go out

What has been the best part since your health improved after treatment?

First of all, I'm happy to be back home. **Before, I couldn't study properly or see friends, but these days I can meet them, watch movies, and go out — that's the best part.** When I was sick, I couldn't eat what I want, but now I can even have cake. I used to avoid crowded places, but now I can go out wearing a mask. That feels great.

Is there a dream you want to achieve in the future? And what is it?

I've been interested in social welfare studies recently. I want to major in social work. I remember a medical social worker at the hospital who really listened to my concerns and talked with me a lot. Having encountered so many social workers during my hospital stay and receiving so much help from them, I think that's what sparked my interest.

Did you know about the EDM Medical Treatment Project? How did you feel when you first heard that JYP was involved?

I knew that JYP had sponsored my treatment costs. Some of my friends are fans of JYP artists, so it felt a bit surreal when I heard JYP was involved. I thought it was just an entertainment company, but **knowing they donated such a large amount makes me grateful, and I find myself rooting even harder for their artists.**

Overseas Child Patient Interview

After receiving help, I felt I should help others too

How are you spending your days lately? Since your health improved, what is the biggest change you feel personally?

I'm much healthier now, so I can play with my friends — even if just in front of our house. I have more confidence and feel happier and brighter. I am more careful not to get hurt while playing, **and after receiving help, I started thinking I should help others too.**

What is the most special or important thing to you right now? What do you most want to do?

The most important thing right now is to **fully recover and go back to school to play with my friends.** Once I recover, I want to play with friends and join the Independence Day celebrations — I was so disappointed to miss the flag-planting and nail-in-the-bottle games last time.

Do you have a dream? If so, please share it freely.

My dream is to become a chef. I especially want to make a special egg fried rice for my mother, because she has always been by my side, taking care of my meals.

Impact Measurement Results Voices of Change Caregivers & Families

Domestic Caregiver Interview

I was so grateful — it was only after receiving the support that we could pay the treatment costs

How did you first learn about the EDM Medical Treatment Project?

As my child was hospitalized, costs kept accumulating, and I received an interim billing statement. Chemotherapy hadn't even started yet, and **seeing how much was already owed left me shocked and overwhelmed.** At that moment, the hospital connected me with a social worker. She told me there was a sponsorship fund available, and **I am so grateful that it was only after receiving the support that we could settle the treatment costs.** Thanks to that, we were able to proceed with chemotherapy step by step, and my child is doing well to this day.

How is your child doing at home after the surgery? What is the biggest change since treatment?

My child withdrew from school this past February. Commuting twice a week from Yangsan to Ilsan was not easy. Absences piled up, and dietary restrictions made school lunches impossible and **participation in group school activities became unfeasible, ultimately necessitating withdrawal.** Now they are preparing for the high school equivalency exam. At first it was hard — this felt like a different path from other kids. But attending an alternative learning center, they have come to see that 'a different life can become **a different opportunity,' and they seem to view things more positively now.**

Overseas Caregiver Interview

Thanks to the support, we could focus on my child's treatment

What difficulties did your family face when your child began receiving treatment?

We had to visit around six different hospitals before finding one that could provide proper treatment. And every time I took my child to the hospital, I had to close up my business.

What changed about receiving treatment after receiving the support?

Thanks to the support, accessing treatment became much easier. The financial burden of transportation and accommodation was significantly reduced. **I no longer had to worry greatly about costs when going to the hospital, and as a result, I was able to focus more fully on my child's treatment.**

What was the most meaningful change you observed in your child after treatment began?

First, my child's physical health has improved enormously compared to before. Emotionally, **my child has also become more cheerful and confident, able to socialize with friends without the withdrawal we used to see.** The change in social openness is remarkable — rather than staying quiet as before, my child now wants to communicate with others and engage more.

Has your perception of Korean companies or K-POP changed through this support?

Previously I only knew about the dramas and idols my child watches, but through this support I have come to know that Korean companies care for children in need across borders. **I now feel grateful and hold a positive view of Korea.**

Impact Measurement Results

Voices of Change

Overseas Local Partner Organizations

Philippine Partner Hospital Medical Staff Interview

As healthcare professionals, we experienced growth and fulfillment

While treating child patients through the EDM Medical Treatment Project, was there a personally meaningful or positive moment for you?

This project gave opportunities to children who would otherwise not have received treatment. Being able to operate on children who desperately needed help but could not access support was a deeply fulfilling experience.

Did the EDM Medical Treatment Project give you a sense of fulfillment or professional pride as a healthcare worker?

We have collaborated with many foundations over the years. However, most foundations tend to support only lower-cost patients, leaving complex, high-cost cases behind. **This project provided treatment opportunities even for children with serious, difficult-to-treat conditions, enabling us to do more and providing tremendous professional growth and fulfillment as healthcare providers.**

Has this program made a positive contribution to the hospital, fellow medical staff, or the overall healthcare system?

In fact, complex open-heart surgeries are not something we can perform every day. But thanks to this project, our medical team learned new things. Performing two surgeries in a single day also made us significantly more efficient. Whereas we previously completed only one per month, **we carried out two in a single day through this project — the system itself has improved.**

Vietnam World Vision Staff Interview

The moment of finding sick children through collaboration with multiple stakeholders stands out in my memory

What was the most personally impressive or fulfilling moment through your work on the EDM Medical Treatment Project?

It was the moment when local health institutions and village health workers collaborated to identify children with serious illnesses. Without this information, carrying out the program would have been very difficult. **So we worked together with health centers, village councils, social welfare departments, and other stakeholders to reach as many children as possible.**

Is there a particular child or case that stands out in your memory from your work on this program?

Yes, the child I remember most is a 12-month-old baby. The baby was born without an anus, but the parents were unaware of this for over a year. The baby was frequently ill and cried a great deal at night. The village health center identified this and reached out to us for help. The parents were farmers, and their home was very far from the project area — we had to visit and persuade them more than five times. Eventually, we were able to take the child to a central pediatric hospital for colostomy surgery. **Now, a year on, the child is much healthier, and the parents have a good understanding of how to care for their child. This case is the one that stays me most.**

Do you feel this program has had a positive impact on the community or village?

Yes — it has changed the lives of many children in difficult circumstances. **For children with congenital heart disease or physical disabilities in particular, it has made an enormous difference**. And as the children are now able to study and play alongside their peers, the parents at home have become closer and more caring toward one another.

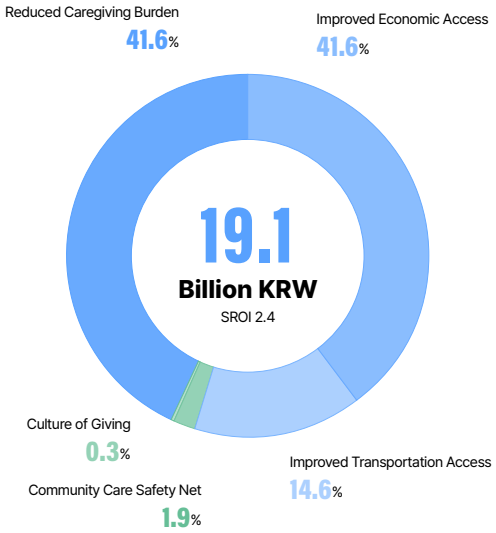
Impact Measurement Results Monetary Value Assessment(SROI*)

Monetary value assessment converts the benefits generated by the EDM Medical Treatment Project into financial terms.
SROI analysis reveals **a total Social Value of approximately ₩19.1 billion**, representing approximately 2.4 times the social return on investment.
This demonstrates that the program has created significant and meaningful ripple effects in domestic and international communities.

* SROI (Social Return On Investment): Ratio of social value generated relative to investment

Stakeholders	Performance Indicators	Measurement Details	Result
Children & Families	Improved Economic Access	Economic benefit of medical cost support Total treatment cost funding provided	7.92 billion KRW**
	Improved Transportation Access	Opportunity cost value of improved transportation access (time saved) ∑ per country (number of supported children × estimated time saved × average hourly wage × perceived improvement response rate)	2.78 billion KRW
	Reduced Caregiving Burden	Impact of improved healthcare access in reducing family caregiving burden ∑ per country (number of supported serious illness children × treatment period × per-period family caregiving cost × perceived reduction in financial burden response rate)	7.92 billion KRW
Community	Building a Community Care Safety Net	Impact of resource connectivity in addressing gaps in healthcare access ∑ per country (number of supported children × case management cost per visit × number of visits + monitoring time × case management cost per hour)	0.37 billion KRW
	Contribution to Spreading a Culture of Giving	Social impact of spreading a culture of giving through JYP Member's Volunteer Activities volunteer hours × hourly value of volunteer work	0.06 billion KRW

** Combined funding from Korea headquarters (₩7.35B) and Japan branch (¥60M)



Key Implications

The EDM Medical Treatment Project is generating cross-border social impact through collaboration among diverse domestic and international stakeholders. Impact measurement has confirmed a change structure in which medical cost support sets in motion children's and families' recovery of daily life and expansion of quality of life and growth potential — **with that transformation extending into the dreams of the next generation.**

Going forward, the EDM Medical Treatment Project will continue to leverage the strengths of a leading global entertainment company to collaborate with diverse partners, create synergies, and **generate deep and wide-ranging social value.**

Creating Value that Transforms Lives and Unlocks Potential

By improving children's access to treatment, the program protects lives and health and generates profound social value by restoring the future potential of children and families.

A Collective Impact Model Built on Multi-Stakeholder Collaboration

Through organic collaboration with diverse stakeholders — domestic and international medical institutions, World Vision, and overseas local partner organizations — the program generates impact that transcends the limitations of any single organization.

A Sustained Program That Champions Dreams

Aligned with JYP's CSR vision of 'Every Dream Matters!' this program organically connects children's dreams with their health, continuously championing a future for every child.

Every Dream Matters!
EDM

People Who Walk Together

Change That Transforms the Future of Children and Families

"Every Dream Matters!" resonates deeply with children receiving treatment in hospital and their families. For children and parents enduring each day in the fight against serious illness, simply getting through the day can feel overwhelming — and the burden of covering treatment costs weighs even more heavily. JYP Entertainment's EDM Medical Treatment Project alleviates this financial burden for child patients and families, enables them to focus entirely on treatment, and delivers the hope that children can once again dream of their future. As a partner organization, the collaborative journey of advancing this program together has been a meaningful one that goes beyond simple support to delivering genuine hope and tangible change to children and families. We are grateful for this partnership, and Samsung Medical Center remains committed to working alongside JYP Entertainment so that even more children can continue to pursue their dreams. We extend our sincere thanks.

Samsung Medical Center CSR Team • Koo Mi-hyun, Medical Social Worker

Dreams and Light Found in the Long Tunnel of Cancer

For childhood and adolescent cancer patients and their families, treatment is a long and solitary journey accompanied not only by physical and emotional hardship but also financial strain. The EDM Medical Treatment Project, delivered in these circumstances, has served as more than monetary assistance — it has become a tangible force enabling families to keep going and return to daily life rather than crumble. A caregiver who received this treatment support conveyed deep gratitude, expressing that their view of the world had changed through the knowledge that so many unseen hands were holding them up. In this way, the EDM Medical Treatment Project supports child patients and families in devoting themselves to treatment while also serving as a bridge of hope back to ordinary life. As witnessed firsthand, the program delivers encouragement to child patients and gives caregivers the time and emotional space to envision a future with their child. We look forward to seeing the light of dreams and hope continue to reach ever more young cancer patients and families through this program.

National Cancer Center Medical Social Welfare Team • Kim Hyun-jin, Team Leader

New Hope, Change Created Together

Through JYP Entertainment's generous sponsorship, Seoul Asan Medical Center has been able to extend a warm hand to patient families facing the dual burden of illness and financial hardship. The EDM Medical Treatment Project has gone beyond medical cost support to provide weary young patients with the vitality to rise again, and to give their families a solid foundation of hope as they find their way back to everyday life. The past three years have been a meaningful time of putting into practice, together with JYP Entertainment, the hospital's founding principle of helping those most in need in our society — sharing a shining light with the young people who will carry our future. We are deeply grateful for the positive influence that JYP Entertainment's sincere commitment to cherishing every dream has brought to the medical field, and we wholeheartedly cheer for the continued blossoming of children's precious dreams.

Seoul Asan Medical Center External Affairs Team • Lee Min-joo, Associate

A Strong Pillar Creating a Self-sustaining Momentum of Giving

Children receiving treatment in hospital and their families endure not only physical pain from treatment, but also profound psychological and financial burdens throughout the long treatment process. JYP Entertainment's giving has gone beyond financial support to become a strong, reliable pillar — cheering on and supporting child patients and families in finding the strength to persevere. As evidenced by letters from supported child patients and families reading "I will also become someone who gives and shares with those around me," the spirit of giving will, I believe, spread warmly through child patients, families, and beyond. In particular, encouragement messages from affiliated artists and the company brought great joy and vitality to the children, which translated directly into a stronger will to pursue treatment. Caregivers, too, found great comfort in knowing there was someone cheering for their child alongside them, drawing renewed strength to face each day. I look forward to seeing JYP Entertainment's influence in the cultural and artistic sphere continue to translate into giving that becomes real hope for vulnerable children and families.

Gangnam Severance Hospital Social Work Team • Tae Hyung-sun, Medical Social Worker

The Journey from Support to Miracle: The Time World Vision and JYP Spent Together

For World Vision, the EDM Medical Treatment Project carries meaning that goes beyond medical cost support. The five years we have spent together have been a process of dismantling, one by one, the many barriers standing in the way of our children — physical distance, inadequate medical infrastructure, and the cold social stigma surrounding illness. When a child regained health, a family standing at the brink was able to rise again, and the dense community network built through the program became a warm driving force for healthier transformation across entire villages. Reflecting on the journey, all of these miracles were made possible by the steadfast trust and close partnership with JYP Entertainment. JYP Entertainment's sincerity in sparing no effort for the 'complete recovery' of children and families has been the strongest source of strength for everyone involved. We extend our deepest gratitude for being the warmest partner — going beyond treating illness to help our children dare to dream again.

World Vision International Impact Project Team • Heo Yu-ri, Manager

Every Dream Matters!

EDM

Every Dream Matters!
JYP stands with children not only in
recovering their health, but in helping
their dreams become reality.

Every Dream Matters!

EDM

JYP EDM Medical Treatment Project IMPACT REPORT

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