

**Korean Local Representative Program
for Global Game Companies**

DLG Law Corporation

Appoint Your Local Representative with DLG Law Corporation

Starting October 23, 2025, under the "Game Industry Promotion Act," overseas game companies with daily revenue of 300 million KRW or more must designate a local representative in Korea. DLG Law Corporation offers various legal services to help overseas game companies from China, Europe, the United States of America, and other countries that provide game services in Korea comply smoothly with this new requirement.

1. Why Do You Need a Local Representative in Korea?

According to Article 31(2) of the "Game Industry Promotion Act" (the "Game Act"), starting from October 23, 2025, overseas game companies that do not have a domestic residence or place of business must designate a local representative in Korea, if their daily revenue is 300 million KRW or more.

The local representative is required to perform the following tasks on behalf of the overseas game company:

- **Compliance with In-game Display Obligations:** Implementation of display obligations for information that must be displayed within the game according to the "Game Act"
- **Responding to Inquiries from Korean Regulatory Authorities:** Including the submission of reports and other requirements as part of post-management under the "Game Act."
- **Maintaining a Reliable Communication Channel with Overseas Game Companies:** Keeping an Active and Reliable Line of Communication with Foreign Game Companies

→ Overseas game companies that designate a local representative must disclose the tradename, address, contact information, etc. of the local representative to users.

2. DLG Law Corporation's Local Representative Program for Overseas Game Companies

DLG Law Corporation offers **various legal service packages and customized solutions** tailored to the needs of overseas game companies operating in Korea.

[Local Representative Delegation Service (Code: S01)]

You may designate DLG Law Corporation as your **local representative** in accordance with the "Game Act."

- **Services**
 - Fulfilling the role of a local representative according to the "Game Act" (DLG Law Corporation will be listed as the designated local representative in the company's Terms of Service.
 - Providing consultation on resolving issues related to display obligations
 - Facilitating communication related to regulatory compliance and reporting requirements
 - Offering legal advisory support as needed through experienced Korean legal professionals

[In-Game Disclosure Compliance Advisory Package (Code: S02)]

We assist overseas game companies in complying with **disclosure obligations under the “Game Act”** and provide **legal review of Terms of Service and Privacy Policies**.

One of the key objectives of the Local Representative Designation System is to ensure that overseas game companies comply with the same in-game disclosure requirements as Korean game companies. Simply appointing a local representative is not enough—overseas game companies must ensure that all required information is properly disclosed in-game, and corrective actions are taken when necessary. Additionally, since Terms of Service and Privacy Policies are publicly visible, they should also be reviewed for compliance.

- **Service Details:**

- Drafting, reviewing, and revising Privacy Policy
- Drafting, reviewing, and revising Terms of Service
- Conducting an in-game disclosure compliance audit and providing a legal opinion on necessary corrective actions

[Domestic Corporation Establishment Package (Code: S03)]

Establishing a legal entity in Korea eliminates the need to appoint a separate local representative. If your company generates significant revenue in Korea or plans for long-term operations, **setting up a local entity may be the most efficient option**.

- **Service Details:**

- Comprehensive advisory on the incorporation process, including preparing required documents, corporate registration, and business license application
- Assistance with foreign-invested company registration (if applicable)

[Additional Options]

- Support for Office Lease Agreement (Limited to Designated Shared Offices) (Code: S03-1)
- Drafting Standard Employment Contracts (Code: S03-2)
- Investor Visa Application for the Company Representative (Code: S03-3)
- Accounting & Tax Filing Services (Provided by DLG Tax Firm) (Code: S03-4)

3. Customized Program Options

[A. When Not Establishing a Corporation in Korea]

A1 (Code: A01)

In-Game Disclosure Compliance Advisory Package + Local Representative Delegation Service

→ Suitable for overseas game companies that meet the revenue and user threshold and have no prior experience in complying with in-game disclosure obligations, such as disclosing individual probabilities for loot boxes..

A2 (Code: A02): Local Representative Delegation Service

→ Suitable for overseas game companies that have internal resources or expertise to comply with in-game disclosure obligations but require a designated local representative in Korea.

[B. When Establishing a Corporation in Korea]

B1 (Code: B01)

: Corporation Establishment Package + In-Game Disclosure Compliance Advisory Package

→ Suitable for companies that plan to establish a Korean entity strategically based on revenue and user base but lack expertise in complying with in-game disclosure obligations.

B2 (Code: B02)

: Corporation Establishment Package + Additional Options + In-Game Disclosure Compliance Advisory Package

→ Ideal for companies requiring an all-in-one service, covering entity formation, related administrative tasks (employment contracts, tax, visa, etc.), and compliance with in-game disclosure obligations.

4. Advantages of DLG Law Corporation

- **Extensive Expertise in Legal Advisory for Gaming Industry**
 - Expertise in provision legal consulting to domestic, global, and Chinese game companies
 - Successfully handling multiple compliance projects for mainland Chinese game companies related to in-game disclosure obligations in Korea
- **Multilingual Support: Legal services available in Korean, Chinese, and English**
- **One-Stop Service: Comprehensive support covering entity formation, local representative services, and regulatory compliance**
- **Dedicated Team: Operated by a team of specialized lawyers and support staff**
 - Attorneys in Charge: Jae-Young Park (Partner), Kyoung Min Pyo, Jung Yoon Choi

5. Request a Detailed Program Quote



[Korean]



[Chinese]



[English]

[Scan the QR code to select the specific program you need (e.g., Code S01), and request a customized quote accordingly.]

6. Related News



[Article on the Local Representative Requirement in Korea](#)

[Park, Jae Yong \(partner\)](#)

DLG' **DLG Law Corporation**

8F, 311, Gangnam-daero, Seocho-gu, Seoul, Korea **T.** +82-2-2051-1870 **F.** +82-2-2051-1877

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www.dlglaw.co.kr