**ABOUT FIFTY FIFTY:**

**FIFTY FIFTY** is a 4-member girl group under the **ATTRAKT Creative Content Group**. The members include **SAENA, ARAN, KEENA,** and **SIO,** and their name has two meanings, the first combine themselves and their fans, the first “50” or “half” represents their fans, and the other “half” represents themselves, combining those two makes 100 or a “whole.” The second meaning is “dream world” vs. reality, with “50” representing each respective “half,” and this is meant to express the concept of their travels in between the real world full of challenges and an ideal world that’s filled with nothing but love, friendship, and happiness. With their music and concept, **FIFTY FIFTY** seeks to share their journey with their fans and share their personal stories through a wide spectrum of music.