

TetherMax Names South Korean Actor Yoon Shi-yoon as Brand Ambassador to Expand Presence Across Asia

South Korean actor signs an exclusive brand partnership with TetherMax as the global cashback platform expands its presence across Asian markets

SINGAPORE, SINGAPORE, August 31, 2026 /EINPresswire.com/ -- TetherMax, a global trading fee cashback platform, today announced South Korean actor Yoon Shi-yoon as its new brand ambassador. Under the partnership, Yoon will represent TetherMax in brand campaigns and promotional activities as both sides look to expand their presence across Asia.

Yoon is a well-known South Korean actor whose career spans television dramas, entertainment programs and musical theater. He rose to prominence through the hit sitcom High Kick Through the Roof and the television drama Bread, Love and Dreams (King of Baking, Kim Takgu), which became one of the highest-rated Korean dramas of its year.

Since then, Yoon has continued to build a diverse acting career across television and other entertainment formats. More recently, he has appeared on the SBS entertainment program My Little Old Boy and expanded into musical theater through The Days, broadening his activities beyond television and film.

The partnership with TetherMax comes as Yoon looks to further expand his activities beyond South Korea and engage with audiences across Asia.

"Yoon Shi-yoon is expanding his activities across Asia, making this an exciting time for us to work



together,” said a representative of KMG GLOBAL, Yoon’s Singapore-based management company. “We look forward to combining the strengths of both sides and developing a range of activities for audiences across international markets.”

TetherMax said Yoon’s recognition among Asian audiences and his trusted, approachable public image were key factors behind the partnership.

“Yoon Shi-yoon has built strong recognition and trust with audiences over the course of his career, including across Asian markets,” said a TetherMax spokesperson. “Through this partnership, we aim to introduce TetherMax and our services to more users across Asia in a familiar and accessible way.”

TetherMax Expands Trading Fee Cashback Services

TetherMax is a trading fee cashback platform that enables users to receive back a portion of the fees generated through eligible trading activity on supported cryptocurrency exchanges.

The platform has established official partnerships with more than 16 global cryptocurrency exchanges, including Binance, Bitget, Gate and WOO X Pro, allowing eligible users to receive cashback on trading fees according to the applicable conditions of each exchange.

TetherMax has operated its cashback service for more than four years, focusing on helping traders reduce trading costs through fee-based rewards. The platform tracks eligible trading activity and calculates cashback based on the trading fees generated through supported exchanges.

As part of its broader service expansion, TetherMax has also begun extending its cashback model beyond cryptocurrency exchanges to the foreign exchange (FX) brokerage market, opening its service to a wider range of global traders.

The appointment of Yoon Shi-yoon is part of TetherMax’s efforts to strengthen brand awareness across Asia as the company expands its services and partnerships in international markets.

About TetherMax

TetherMax is a global trading fee cashback platform that enables users to receive back a portion of trading fees generated through eligible trading activity on supported cryptocurrency exchanges.

With more than four years of operating experience, TetherMax works with leading global cryptocurrency exchanges, including Binance, Bybit, Bitget, OKX, Gate and WOO X Pro. Through exchange integrations, the platform tracks eligible trading activity and calculates cashback based on the applicable conditions of each exchange and account.

Beyond cryptocurrency trading fee cashback, TetherMax is expanding its cashback model into the FX brokerage market as it continues to broaden its services for traders across global markets.

For more information, visit the official [TetherMax website](https://tethermax.io).

Company Website: <https://tethermax.io>

Roro

JOO HOLDINGS LTD.

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/938403640>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.