Agentic Commerce Company

The Engine for Agentic Commerce

Two decades of designing and running e-commerce at scale —
now powering commerce that AI agents run end to end.

As purchasing shifts from people to AI agents, PLATEER powers the entire journey through which AI discovers, selects, and buys products. We also help enterprises make the shift by adding AI to the collaboration and development platforms they already use.

2005	1,086	3,585	84.4%
Founded	Clients	Projects delivered	Engineers (% of staff)

Company-wide, as of September 2026 · KOSDAQ: 367000

01

Agentic Commerce

Enabling AI agents to discover, transact, and operate across enterprise commerce.

genser · gelatto · groobee · X2BEE · XGEN · Commerce AX Engineering

02

AI Software Infrastructure

We add AI to the collaboration and development tools you already use.

PLATEER IDT (Intelligent DX) · Atlassian · GitLab · Tricentis · Matilda · XGEN TMS

© 2026 PLATEER Inc. All Rights Reserved.

01 Agentic Commerce

Enabling AI agents to discover, transact, and operate across enterprise commerce

PLATEER designed and ran commerce through the first two shifts — online and mobile.
Now we are leading the third, where AI agents make the purchase.

1990s – 2000s	2010s	2025 –
Offline → Online	**Online → Mobile**	**Commerce → AI Agents**

THE ENGINE FOR AGENTIC COMMERCE

Across four stages of the customer journey

01 AWARENESS

genser GEO

Structures product information so generative AI such as ChatGPT and Gemini cites your products as sources — and tracks how those citations change.

02 EXPLORATION

genser Discovery

An in-store AI agent that understands what shoppers need and guides them through conversation to the right product. Deployed as a widget, a dedicated page, or via API.

03 TRANSACTION

X2BEE

An AI-native, customizable commerce platform built on an architecture AI agents can operate in — from orders and payments to settlement.

04 OPERATIONS

XGEN

An agentic AI platform to build, deploy, and govern AI agents — on-premises (including air-gapped), cloud, or hybrid — used across industries including finance and the public sector.

DATA · FOUNDATION FOR EVERY STAGE

genser DataFoundry

Enriches the product information, images, and reviews you already have into product data AI can use (AI Agent Ready Data).

PERSONALIZATION ACROSS ALL STAGES

groobee

Automates personalized targeting, messaging, and recommendations with real-time behavioral data. 300+ cumulative clients · 28 recommendation algorithms.

COMMERCE AX ENGINEERING

Where agentic commerce begins: 20 years of designing and running commerce

We design and build commerce platforms tailored to each enterprise — from large marketplaces to specialty stores — integrate core systems such as ERP, and handle post-launch operations and enhancements.

Hyundai Department Store · LOTTE ON · Lotte Home Shopping · Shinhan Card · Lotte Card · Samsung Card · Hyundai Motor · Genesis · Hankook Tire

THE ROAD TO AGENTIC COMMERCE

We put three layers in place — data, knowledge, and transaction — so AI agents know each client's prices, stock, benefits, and return rules precisely, and can transact on them.

TRANSACTION	UCP · ACP · WebMCP
KNOWLEDGE	Standard commerce ontology
DATA	AI Agent Ready Data

© 2026 PLATEER Inc. All Rights Reserved.

02 AI Software Infrastructure

We add AI to the collaboration and development tools you already use

PLATEER IDT (Intelligent DX) provides licensing, implementation, operations, and support for global collaboration and DevOps platforms such as Atlassian, GitLab, and Tricentis — and combines them with AI to drive enterprise digital transformation.

2010	60+	650+	294
Korea's first Atlassian partner	Expert engineers	Clients to date	Accreditations

AI at work on collaboration and development platforms

03	**PLATEER IDT proprietary solutions**	Matilda · XGEN TMS · PPM · SLM · FM
02	**Adding AI**	Atlassian Rovo · GitLab Duo · AI-powered Tricentis · XGEN
01	**The collaboration and DevOps tools you use**	Atlassian · GitLab · Perforce · Tricentis · CloudBees · HashiCorp

Support for every stage of the DevOps lifecycle

01	02	03	04	05	06
Plan	**Code**	**Build**	**Test**	**Release**	**Operate**
Jira · Confluence	Bitbucket · GitLab · P4	CloudBees · IncrediBuild	Tosca · qTest	Bamboo · CloudBees	JSM · Matilda · HashiCorp

Our own products, built on 15+ years of project experience

ITSM
Matilda
JSM-based ITSM localized for Korean enterprises, with approval workflows and DevOps integration — 30% lower implementation cost, 3x faster rollout

TESTOPS
XGEN TMS
AI-native test management that runs even in air-gapped environments, tracing requirements through design, execution, and defects

ATLASSIAN PLUGIN
PPM
All Jira projects in one portfolio roadmap

ATLASSIAN PLUGIN
SLM
Optimizes license costs by automatically reclaiming unused seats

ATLASSIAN PLUGIN
FM
Folders, permissions, and AI summaries for Confluence attachments

Services	Licensing · DevOps engineering · CI/CD managed service · TestOps · ITSM implementation · Technical support · Training & coaching (COLABs)
Selected clients	Samsung Electronics · Samsung SDS · GS Retail · Lotte Duty Free · Koscom · Shinsegae I&C · DN Solutions · SK Biopharm — Atlassian HELA (Hybrid Enterprise License Agreement) for Samsung Group affiliates

© 2026 PLATEER Inc. All Rights Reserved.

03 Proof & Contact

Proven at client sites

X2BEE

Hyundai Department Store Group · THE HANDSOME.COM

Rebuilt the unified online store on a domain-based microservices architecture, with enhanced UI/UX and AI services

X2BEE · X2BEE AI

i-Scream Media

Reliable at peak traffic on a microservices architecture; revenue and GMV up 20% after the AI search rollout

XGEN · GROOBEE

Lotte Home Shopping

A Marketing & Merchandising (MD) Agent on XGEN automates trend reports, broadcast planning, and programming schedules

XGEN

Jeju Bank · iM Capital

On-premises, network-isolated deployment for sensitive data, with PII masking and prohibited-term filters

GENSER DISCOVERY

SHOEMARKER PLUS · Hyundai Livart Mall

AI discovery agent for D2C sites (widget/API). CTR up 86% at a fashion brand after replacing its existing AI search with genser

PLATEER IDT · JSM

GS Retail

Unified two legacy ITSM systems on JSM after the GS Home Shopping merger, with ITGC compliance

CERTIFICATIONS

- XGEN GS Certification Grade 1 (TTA, No. 26-0296, 2026)
- X2BEE GS Certification Grade 1 (KTL, 2023)
- groobee CSAP cloud security certification — first MarTech solution certified (2023)
- OpenAI '10B Tokens' Award (2026)

GLOBAL

Based in Tokyo, PLATEER Japan offers genser, genrank, and gelatto to the Japanese market.

Our solutions are in use at Japanese companies such as SHOPLIST and Yamato Transport, with multiple PoCs currently underway.

COMPANY

Company	PLATEER Inc.
Founded · Listed	Feb 2005 · KOSDAQ since Aug 2021
CEO	Sang Hun Lee
Headquarters	6F, Building D, H Business Park, 26 Beobwon-ro 9-gil, Songpa-gu, Seoul
Subsidiary	PLATEER Japan Inc. (Tokyo, est. January 2025)
FY2025 Revenue	KRW 38.85bn (consolidated)

CONTACT

Headquarters	6F, Building D, H Business Park, 26 Beobwon-ro 9-gil, Songpa-gu, Seoul, Republic of Korea
Tel	+82-2-554-4668 · askme@plateer.com
Agentic Commerce	Contact Sales at www.plateer.com/en
AI Software Infrastructure	info@plateer.com · +82-2-508-2733

www.plateer.com · genser.ai · gelatto.ai · groobee.net · x2bee.com · xgen.im · idt.plateer.com

© 2026 PLATEER Inc. All Rights Reserved.