R&D Investment - Fact Sheet(2)

PLATEER

Increase in R&D Investment

Annual average increase rate
since listing in 2021

200 + %

R&D Manpower

As of Dec. 2023

70 Persons

Certifications/Patents

Certification(3) GS(Good Software) Certificate Grade 1,
CSAP(Cloud Service Security Certification), etc.

Copyright Application(17) Jira/X2BEE/groobee, etc.

Patent(5) Product/Keyword recommendation, etc.

25 EA

Technology Development Activity

Periodic seminar on the solution(Quarterly)

Technology sharing meeting(Quarterly)

X2BEE Tech Hub(Technology Sharing Site)

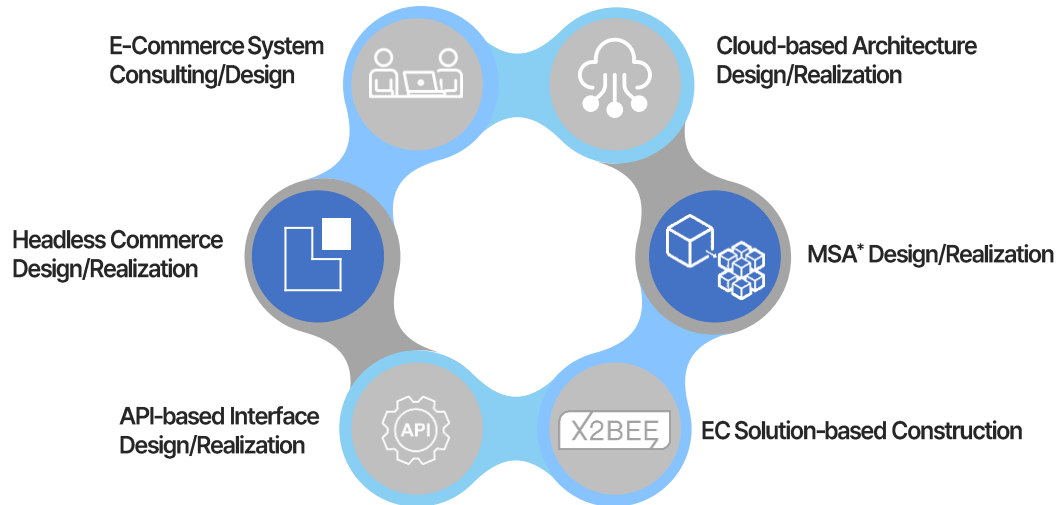## Technology Development Performance

	2007	2010	2014	2016	2018	2021	2022
Technology	Independent framework	General shopping mall support management function introduced	Cloud-based	Korea's first on-site personalization marketing	Open framework - based	Machine Learning & Deep Learning algorithm mounted	Headless Commerce* realized
Solution	X2Commerce 1.0 Enterprise-type E-Commerce Solution	X2Commerce 2.0 Mid- to Large- Scale E-Commerce Solution	X2Commerce 3.0 Global E-Commerce construction support	groobee Personalization Marketing Solution	X2Commerce 3.6 Application of an open source based framework	groobee Season 2 AI Personalization MarTech Solution	X2BEE D2C E-Commerce Solution

* Headless Commerce: As the e-Commerce architecture separated from the Front End and Back End, API is used to integrate various Front-end contact points to improve flexibility, expandability, and personalized customer experience.

Enterprise-type Customization

- Customized E-Commerce platform considering the business characteristics is presented.

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Enterprise-type customization pursues comprehensive platform construction based on the characteristics of the customer business. All processes for the success of the E-Commerce business are supported before the backbone integration and platform such as customized platform construction and ERP, etc.

E-Commerce System Consulting/Design

Cloud-based Architecture Design/Realization

Headless Commerce Design/Realization

MSA* Design/Realization

API-based Interface Design/Realization

X2BEE

EC Solution-based Construction

Platform is constructed according to the requirements.

☑ General Shopping Mall ☑ Mobile ☑ Specialty Shopping Mall ☑ E-Biz ☑ Renewal

☑ Solution ☑ Global ☑ New ☑ Duty-Free Shop ☑ Omni-Channel

☑ Regular Delivery ☑ PI * ☑ Mart Mall

Join PLATEER in Business Growth.

YEARS	PROJECTS COMPLETED	PARTNERS
18	260+	90

* MSA: MSA refers to Micro Service Architecture, a method of dividing the single program for each component to construct in the combination of small services
* PI: Pi stands for Process Innovation, a method of approaching and analyzing scientifically and systematically from 3 perspectives to perform integrated work and business innovation

D2C E-Commerce Solution X2BEE - Company shopping mall can be constructed more easily.

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X2BEE is a D2C E-Commerce Solution developed by integrating several years' project experience of PLATEER. Based on reasonable investment cost, short construction period, and latest technology, all services required for constructing the Company shopping mall are provided in a one-stop solution.

X2BEE

E-Commerce System Platform

Headless Commerce and MSA-based core services are supported to enable quick, flexible, and efficient platform construction.

Powerful E-Commerce Function

E-Commerce service module in the general shopping mall level for application in various domains is provided.

System & Service Linkage

Linkage support with the relevant internal & external API-based systems is possible.
* PG, SNS login and simple payment, etc.

Personalization Marketing

AI-based personalization MarTech Solution groobee can be mounted to provide better customer experience.

Global Operation

Multi-site, channel expansion, multi-lingual application and global payment support, etc. for global expansion are possible.

Composable Commerce

One-stop service is provided for D2C customers by cooperating with various partners leading the industry such as logistics, PG and security, etc.

Experience the technology of X2BEE.

* New product developed in 2023

Search

Search environment specializing in the commerce environment is provided.

- Open Source-based
- Text and image search

Interface-Manager

Nife from the Apache Software Foundation is utilized for heterogeneous linkage, and data flow between the systems is controlled.

- Various linked samples provided

UAT

As the UI test execution tool, test time and quality control efficiency can be enhanced.

- Auto save & record of the script

X2BEE Tech Hub is introduced.

Providing the technical information, supporting services, and strengthening external collaboration, etc. are enabled for the developers and partners utilizing the X2BEE Solution, and it is receiving attention as the center leading the E-Commerce platform ecosystem.

Developers

Developer documents and applicable technical information are provided

Partners

Data and tools for performing the collaborative project

Support

Online Technology Support Service

NFT Distribution · Marketing Solution, X2BEE NFT - NFT is added to the E-Commerce platform.

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X2BEE NFT can maximize the marketing effect by increasing the point of contact with the E-Commerce customers through convenience of NFT issue/management and by securing brand loyalty, etc.

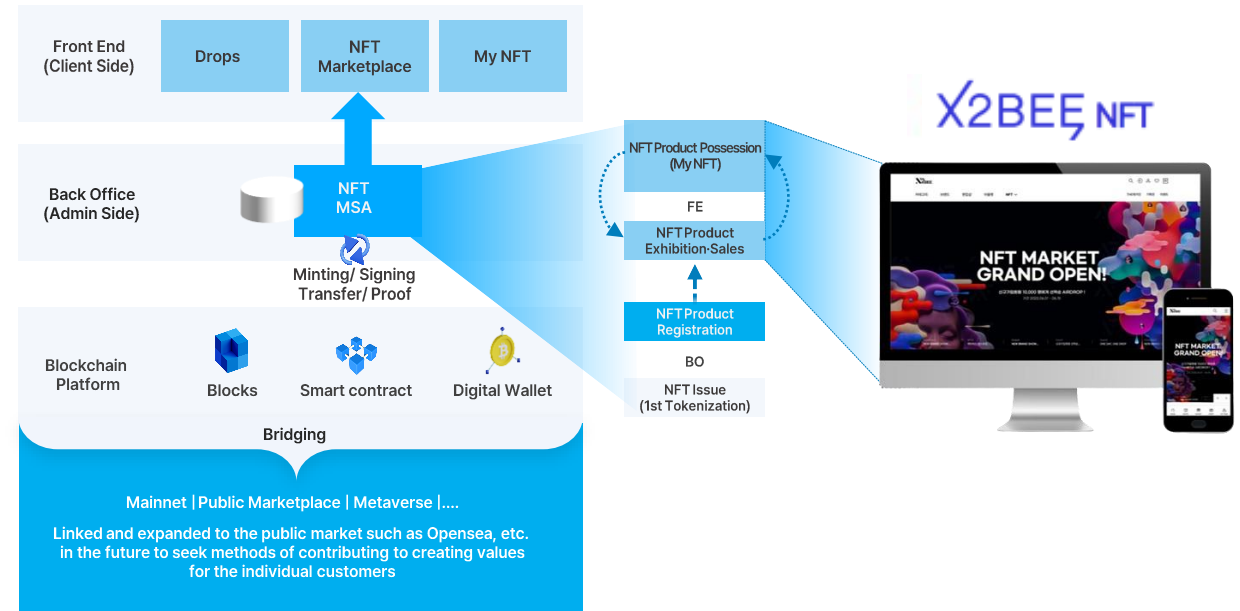| 01	On-premise | Subscription Service	On-premise type enabling customizing, or subscription type for reducing the cost burden is presented to allow the customers to select rationally according to the business environment.
02	NFT Issue | Management	Minting, sales, and management of NFT items are easily possible in the E-Commerce and D2C platform.
03	NFT Wallet | NFT Holder	NFT wallet can be created in the E-Commerce and D2C platform, and NFT holder qualification can be granted to operate various promotions.
04	NFT Gating	Communication with specific customer is possible through the NFT ownership certification function.
05	Blockchain | Cost	Stabilized and standardized API is provided in subscription type through linkage with Monachain TaaS, LG CNS's private blockchain. Usage-based charging system is used according to the amount of use to reduce the blockchain linkage and operating expenses considerably.

Experience the technology of X2BEE.

Front End (Client Side): Drops, NFT Marketplace, My NFT

Back Office (Admin Side): NFT MSA — Minting/ Signing Transfer/ Proof

Blockchain Platform: Blocks, Smart contract, Digital Wallet

Bridging

Mainnet | Public Marketplace | Metaverse |....
Linked and expanded to the public market such as Opensea, etc. in the future to seek methods of contributing to creating values for the individual customers

NFT Product Possession (My NFT) — FE
NFT Product Exhibition·Sales
NFT Product Registration — BO
NFT Issue (1st Tokenization)

X2BEE NFT

PLATEER is a partner of LG CNS, which specializes in DX.

Monachain TaaS
LG CNS Blockchain Platform

AI-based Personalization Marketing SaaS Solution groobee — All functions required for the customer personalization journey are provided. PLATEER

The method of supporting personalization marketing by groobee is as shown below.

Personalization Targeting

Customer behavior data on using the online service are collected to perform customer analysis, classification, and sorting for personalization.

Personalization Recommendation

Customer preference is predicted through AI (Artificial Intelligence) learning based on the customer behavior data to perform customized personalization product recommendation.

Personalized Messaging

Communication of delivering the personalization message(campaign) on-site and off-site through various methods is performed.

Analysis & Monitoring

All personalization campaign performances are analyzed in real time for supporting the improvement of customer experience and enabling sophistication.

What are the main advantages of groobee?

SaaS(Software as a Service)

Quick introduction and execution are possible, and continuous sophistication of functions is provided.

One-Stop Integrated Solution

Various personalization marketing functions can be managed and operated into one.

Big Data Technology

Technology for collecting and processing massive customer data stably is possessed.

groobee

Specialized for Online Service

groobee is utilized in various E-Commerce platforms and services.

AI(Artificial Intelligence) Utilized

The latest AI technologies were utilized to realize the targeting, personalization recommendation, automatic campaign optimization functions, etc.
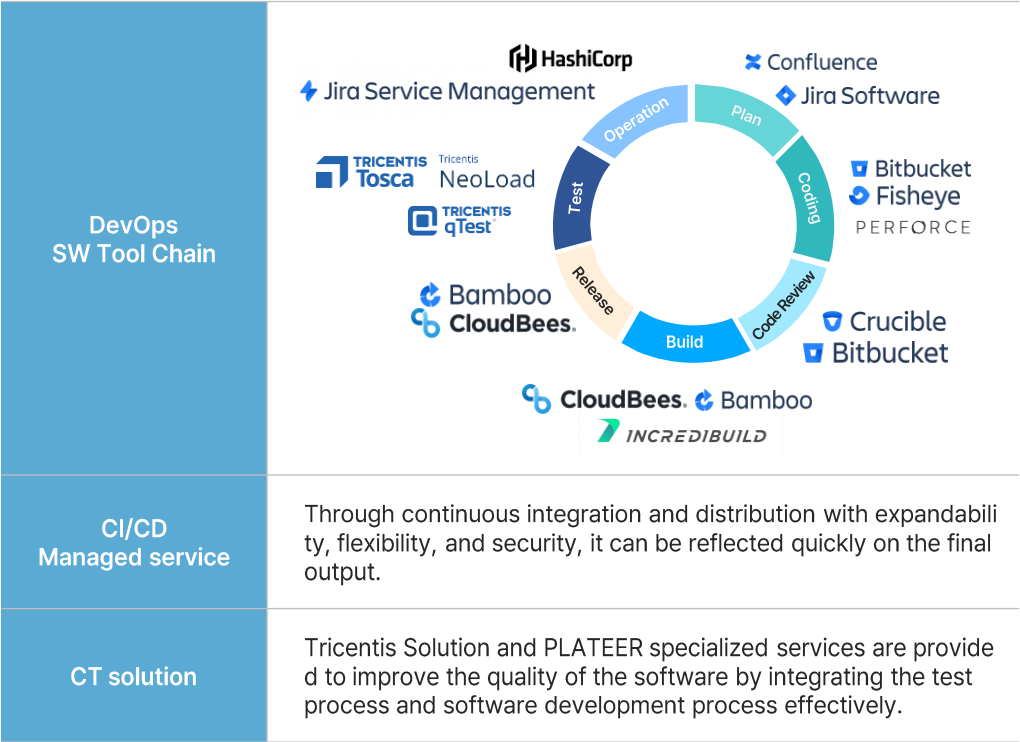
Various Utilization Cases

Success of the customers is supported based on the operation know-how and experience gained through 300 customers.

Growing with groobee.

롯데홈쇼핑	THE HANDSOME	신한카드	HYUNDAI	CU	K Car	KOLON MALL
HYUNDAI DUTY FREE	LocknLock	무이힝세틀	THE HYUNDAI	the Galleria	SHINSEGAE CASA	AMBASSADOR

DevOps   - Customized service is proposed by considering the unique environment of the corporate customer.

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Total service including installation, design/construction, and operation/support is provided to aid in the digital transformation of companies and to construct the collaborative process efficiently.

DevOps SW Tool Chain	
CI/CD Managed service	Through continuous integration and distribution with expandability, flexibility, and security, it can be reflected quickly on the final output.
CT solution	Tricentis Solution and PLATEER specialized services are provided to improve the quality of the software by integrating the test process and software development process effectively.

Realize the successful introduction of DevOps through verified core elements!

DevOps Platform Tool Chain	As the tool chain required in the DevOps environment, an automated environment is realized from project planning and tracking to configuration management policy establishment CI/CD/CT, etc.
Agile Training / Consulting & Coaching	SCRUM-based independent training course and SAFe qualification course are provided through training. Based on various agile coaching and training experiences, consulting and coaching according to the customer environment such as Scrum / SAFe, etc. are provided.
Professional DevOps Engineer	The team composed of professional engineer and CI/CD/CT architecture expert realizes the best product performance and functions.

groobee is used by market-leading companies in various industries.

Best solution with rich experience and know-how from various industries such as IT, manufacture, medical, game, communication, finance and public institution, etc. is provided.

PROJECTS COMPLETED	PARTNERS
2500 +	650

ITSM/ESM - Digital innovation can be realized quickly and easily based on JSM.

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It is a solution developed by adding the unique framework core module, management module, and template of PLATEER based on Atlassian's Jira Service Management (JSM).

Integrated Platform

- ☑ Overall process from service request to distribution is possible for management and work tracking in one environment
- ☑ Case-based work floor and user-friendly portal screen appropriate for the domestic environment are provided
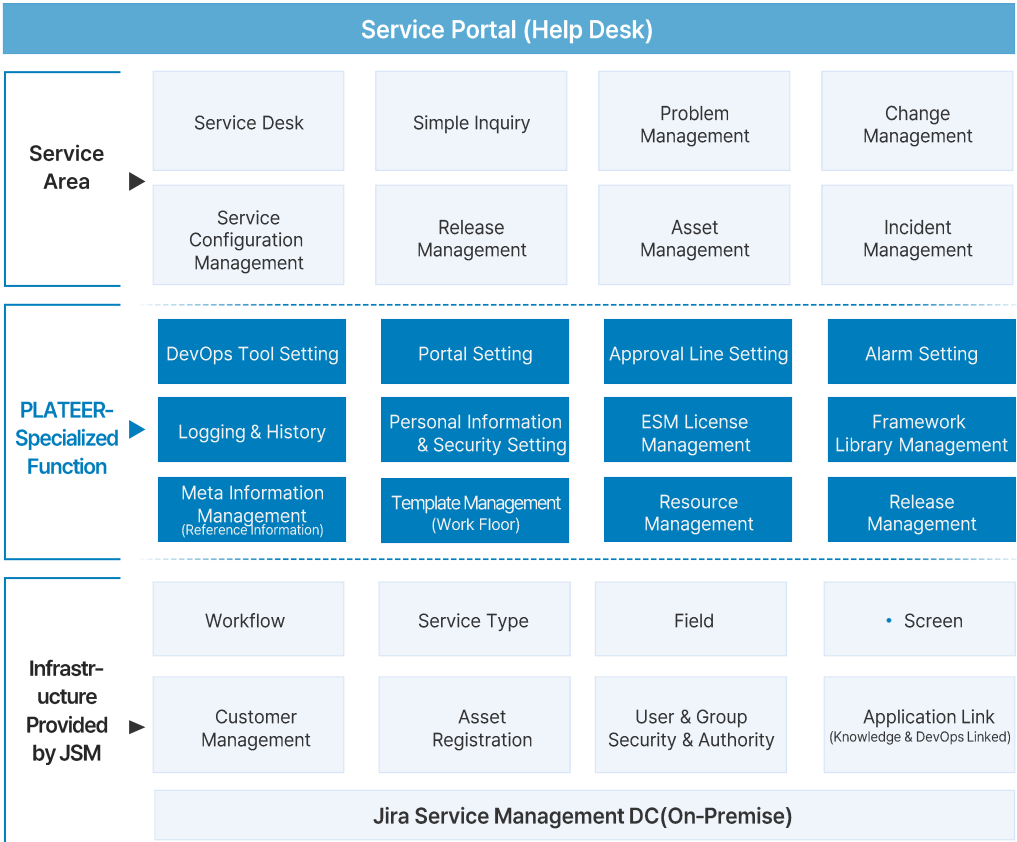- ☑ Effective sharing and communication on the progress status through filter and dashboard

High cost-effectiveness

- ☑ Reasonable cost compared to the existing high-priced ITSM
- ☑ Convenience linkage with the JIRA Platform
- ☑ Flexible response to the change in ITSM environment is possible

Integration with the DevOps Environment

- ☑ Systematic integration with the CI/CD environment is supported
- ☑ Various add-on and development environment for integrating with the complicated environment are supported

PLATEER ESM Solution

Service Portal (Help Desk)			

Service Area ▶

Service Desk	Simple Inquiry	Problem Management	Change Management
Service Configuration Management	Release Management	Asset Management	Incident Management

PLATEER-Specialized Function ▶

DevOps Tool Setting	Portal Setting	Approval Line Setting	Alarm Setting
Logging & History	Personal Information & Security Setting	ESM License Management	Framework Library Management
Meta Information Management (Reference Information)	Template Management (Work Floor)	Resource Management	Release Management

Infrastructure Provided by JSM ▶

Workflow	Service Type	Field	• Screen
Customer Management	Asset Registration	User & Group Security & Authority	Application Link (Knowledge & DevOps Linked)

Jira Service Management DC(On-Premise)			

Success Cases of Customers — Growth curve is drawn with PLATEER.

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THE | HANDSOME

Introduced Solution: X2BEE, groobee

" X2BEE Solution was utilized to improve the shopping mall function and convenience of THE HANDSOME Dot Com(thehandsome.com). MSA for each work was applied such as order|claim, event and member, etc. to improve the system speed, flexibility, and expandability, with the entire customer journey connected seamlessly through UI|UX sophistication on separating the shopping and contents areas. "

" Compared to the marketing automation solutions of other companies that have many functions but are difficult to use and which require a lot of development man-hours, groobee has intuitive UI, and it is a solution that considers the convenience of the actual users.

Through groobee, THE HANDSOME Dot Com is receiving a lot of support on increasing the efficiency of the overall marketing campaign from creating the segment to carrying out the on-site and off-site campaign. "

롯데홈쇼핑

Introduced Solution: groobee

" In the e-Commerce industry with various marketing channels, the importance of personalization marketing is increasing.
Lotte Homeshopping is increasing the marketing performance and sophisticating the business functions through groobee, which provides data collection, analysis, segment, and custom functions all at once. "

SAMSUNG 삼성웰스토리

Introduced Solution: ITSM

" Samsung Welstory connected the current IT-VOC with the SaaS-type Jira Cloud Environment to integrate the ITSM service and constructed the automatic distribution system. Response to compliance was made through improvement on enabling the tracking from user request to reflection, and stability of the operation service was improved even more. PLATEER is performing its role faithfully as a reliable partner through consulting and effective support in the construction process of the relevant system. "

CU

Introduced Solution: groobee

" To provide differentiated customer experience, detailed targeting is required
for discovering major customers. Pocket CU expands the customer experience of e-Commerce online and offline together with groobee on
providing the segment targeting and AI personalization product recommendation function, and customer relationship management level is increased continuously. "

GS 리테일

Introduced Solution: ITSM

" In the quickly changing business environment, it is becoming more important for companies to manage their IT services.
GS Retail is using the Atlassian Jira-based IT service management system for efficient management of integrating the IT service management system after the merger, and IT project progress status and IT service management is performed through the relevant system to utilize the IT resources properly and transparently. PLATEER is performing its role faithfully as a reliable partner through effective support in the construction and operation process of the relevant system. "

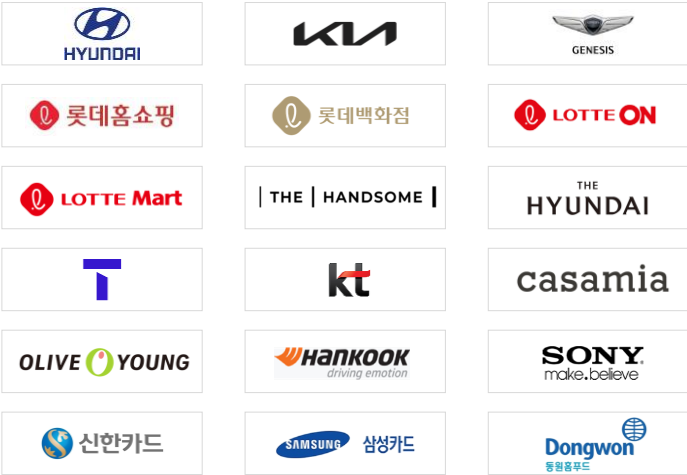# Reference — See the proven choice of many companies!

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E-Commerce

☑ **Main Project**
- Constructed the Hyundai/Genesis certified used car sales platform
  2021.11~2023.12
- Reconstructed THE HANDSOME (thehandsome.com) shopping mall for the Hyundai Department Store Group
  2021.07~2023.03
- Infrastructure constructed for the SKT subscription platform
  2022.04~2023.01
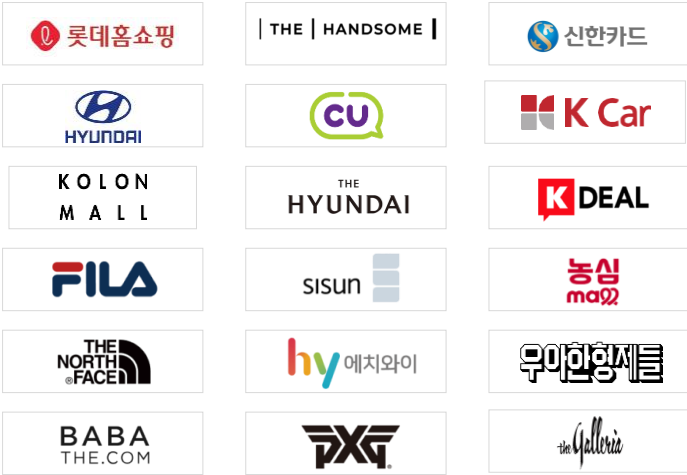- Reconstructed New All That Shopping Mall for Shinhan Card
  2021.06~2022.04

AI MarTech

☑ **Main Development History**
- Developed the function for sending personalization message
  2023.09
- Developed the image-based similar product recommendation algorithm
  2023.05
- Developed the exhibition recommendation algorithm
  2023.04
- Developed custom data segment variables
  2023.01

Digital Transformation

☑ **Main Project**
- Atlassian DC transformation & integration for Samsung Electronics
  2023.08~2024.02
- Integrated construction of enterprise-wide ITSM for Lotte Duty-Free
  2023.07~2024.02
- DC transformation & integration project for SK Telecom
  2023.11~2024.01
- Enterprise-wide ITSM consulting and integrated construction for GS Retail
  2021.09~2022.04

Thank you.

Head Office: 6th & 12th Floors, H Business Park D Unit, 26 Beobwon-ro 9-gil, Songpa-gu, Seoul, Korea

Dangsan Stage: 11th Floor (#1112), SK V1 Center E Unit, 11 Dangsan-ro 41-gil, Yeongdeungpo-gu, Seoul, Korea

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groobee

PLATEER ↗

Common

E-mail: askme@plateer.com

Tel.: 02-554-4668

E-Commerce ↗

Enterprise-type Customization | X2BEE|X2BEE NFT

E-mail: askme@plateer.com

Tel.: 02-554-0603

AI MarTech ↗

groobee

E-mail: groobee_sales@plateer.com

Tel.: 02-554-5854

Digital Transformation ↗

DevOps|Collaboration|ITSM|ESM

E-mail: sales-swe@plateer.com

Tel.: 02-508-2733