



# Introduction

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DELIGHT THE FUTURE  
dlto, Inc.

# Index

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## Introduction

Overview  
History  
Organization



## Business Area

Digital Content  
Service / Platform  
Entertainment  
Moomin Café  
Etc



## Partners

# 1. Introduction - Overview



Company	DLTO, INC.
Establish	2010.11.16.
C E O	JUNO CHANG, MINJUNG SEO
Address	36, Toegye-ro, Jung-gu, Seoul, Republic of Korea
P h o n e	+82 2-2057-7942
S i t e	<a href="http://www.dlto.co.kr">http://www.dlto.co.kr</a>

dlto is short for "delecto", which means "delight" in Latin. We would like to create a new 'Delight' and 'Happiness' through connecting technologies with entertainment contents.

# 1. Introduction - History



2018

- [Jun] GIFT0 (Uplive Service company) Contents/ Service business MOU
- [Mar] Kakaotalk Moomin emoticon contents creating / publish
- [Feb] Kakaotalk Bonobono sound-emoticon contents creating / publish  
Sign a product providing exclusive contract with 'GS Retail'

2017

- [Dec] Online overseas product purchase agent mall open (Australia, USA)  
Create an unlimited shopping platform (shoppingga.com) for customers around the world
- [Nov] **The 27th Seoul Music awards voting service operating**
- [Jun] "Usinapp" service shopping mall open
- [May] COEX C-Festival, Moomincafe booth event operating
- [Apr] Kakaotalk Bonobono sound-emoticon contents creating / publish
- [Feb] Kakaotalk Moomin sound-emoticon contents creating / publish

2016

- [Nov] **The 26th Seoul Music awards voting service operating**
- [Jun] Samsung Galaxy S7 Edge special edition, Batman Injustice phone theme (wallpaper, icon set) creating / publish
- [May] Korea's First, Largest Moomin Café Open  
Sign a management contract with 'Ray' artist.

# 1. Introduction - History



2015

- [Nov]** **Star timeline Service (Celki) launching**  
The 25<sup>th</sup> Seoul Music Awards voting service operating
- [Oct]** Download of Atom launcher has exceeded 5 million.
- [Mar]** Samsung China Galaxy S6 Theme Service Contents Providing Contract
- [Jan]** Samsung China Galaxy Note 4 Theme Service Contents Providing Contract  
The premium free wallpaper service "Topping" launching

2014

- [Jun]** Atom Service Launching in China (Including Samsung Tablet Value Pack)
- [Apr]** App review service 'Spotlight' in Samsung Apps Contents Providing Contract
- [Feb]** 'Global MCP' of Samsung Messenger Service ChatON

2013

- [Nov]** **K-POP fanclub SNS Service - Fanship 1.0 Launching**
- [Sep]** Download of Atom/SSKIN has exceed 10,000,000
- [May]** "Launcher Planet" of SK Planet themes Licensing and Providing Contract

# 1. Introduction - History



2012

**[Apr]** Samsung "ChatON" Service Contents Providing Contract (illustrators, designers, etc)

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2011

**[Dev]** "Kakaotalk" Digital Contents Providing Contract (SHINee, Girls' Generation, etc)

**[Oct]** Certificated Venture Company from Korean Government

**[Jun]** SSKIN Service Global launching at store (Google, Samsung apps)

**[Jan]** SSKIN Service Launching at T-store in Korea.  
Co-Business Contract with S.M.Entertainment (artists: Girls' Generation, Super Junior, TVXQ, Shinee, F(x))

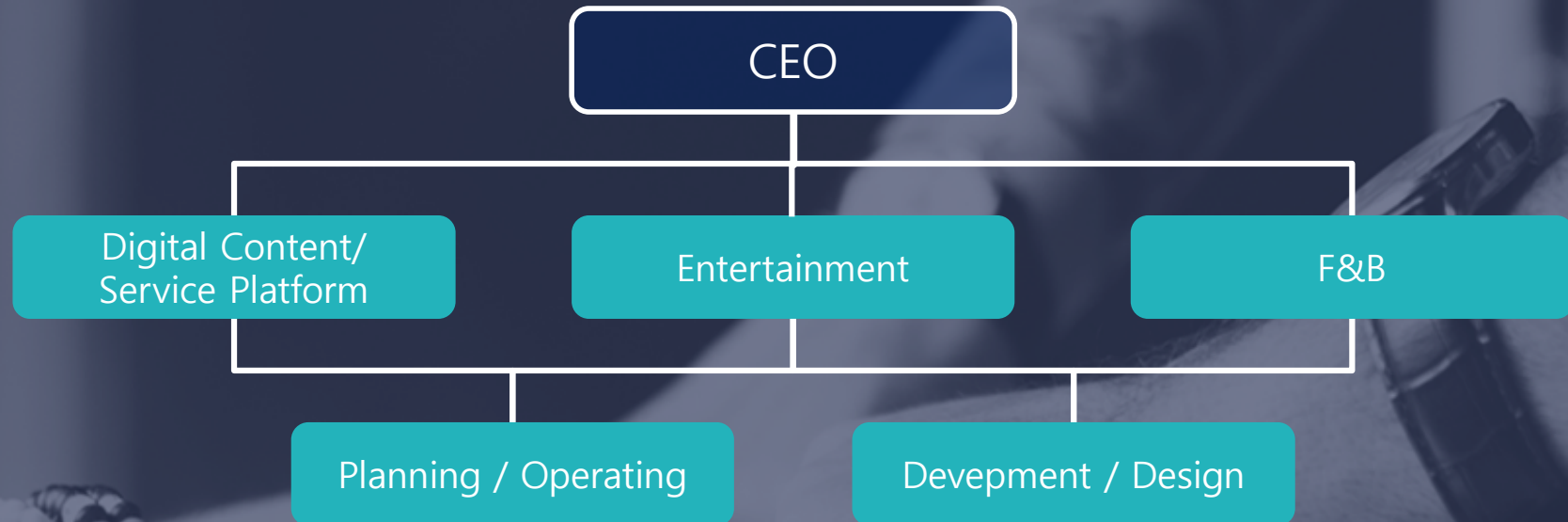
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2010

**[Oct]** Establishment



# 1. Introduction - Organization



Name	Position	Major history
Juno Chang	CEO	I2 Technologies consulting director, Professor of Sangmyung Univ. (Game Dev.)
Minjung Seo	CEO	Mtec IT company strategic planning director
Jaekwon Jin	Vice President (CTO)	Beyondapp CEO
Sangmin Lee	Director	SM Ent., RUI Ent. General director
Seungwoo Lee	Director	SM Ent., Danal Ent. Strategy general director

## 2. Business Area

### Digital Content

#### Digital Contents Creation

- Emoticon
- Theme / Wallpaper
- Webtoon
- Photobook

### Service / Platform

#### Fandom Service / Platform

#### Producing and Operating

- Based on Blockchain
- Coin economy
- User participation

### Entertainment

#### Entertainment business

- Management
- Audition
- Concert business
- Star MD

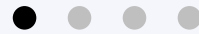
### Moomin Café

#### Moomin character café

- Global character, Moomin
- Korea's First Moomin Café
- Various Food and Product



## 2-1. Digital Content (Theme)



### Digital content / Entertainment : Star/Character theme

Partnership with S.M. Entertainment and Agencies: 2011. 2. ~  
Contents providing contract with 20 entertainment agencies and famous character IP companies



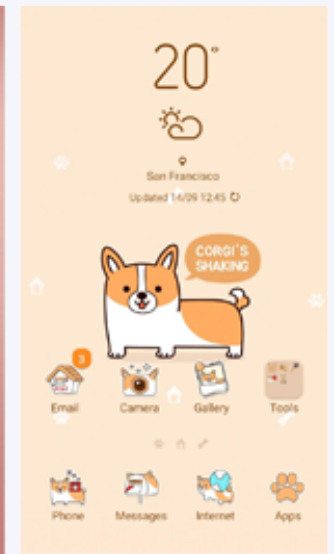
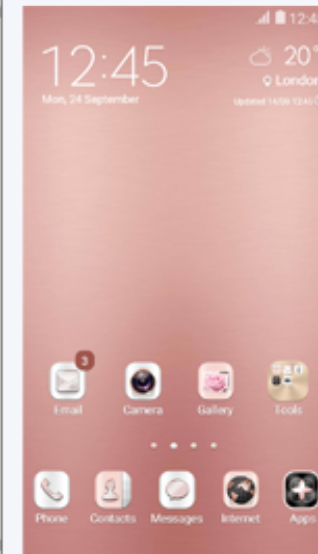
## 2-1. Digital Content (Theme)



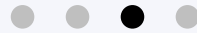
### Digital content / Entertainment : Samsung Galaxy Special Phone Theme Providing

Galaxy S7 Edge Batman Special Edition Theme: 2016. 05

Samsung Theme Creating and Publish: 2015. 1. ~ Now



## 2-1. Digital Content (Emoticon)

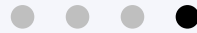


### Digital content / Entertainment : Messenger Emoticon

Samsung Messenger ChatON Master Contents Provider: 2012. 2 ~ 2014. 12  
Emoticon Service (Kakao, Line, Between, etc) signing a contents providing contract with 20  
entertainment agencies and famous character IP companies.



## 2-1. Digital Content (Photobook)



### Producing K-POP Artist Digital Photobook Application

Girls' Generation Pucket Photobook/ SHINee concert photobook  
Bigbang photobook / SM WORLD TOUR concert photobook



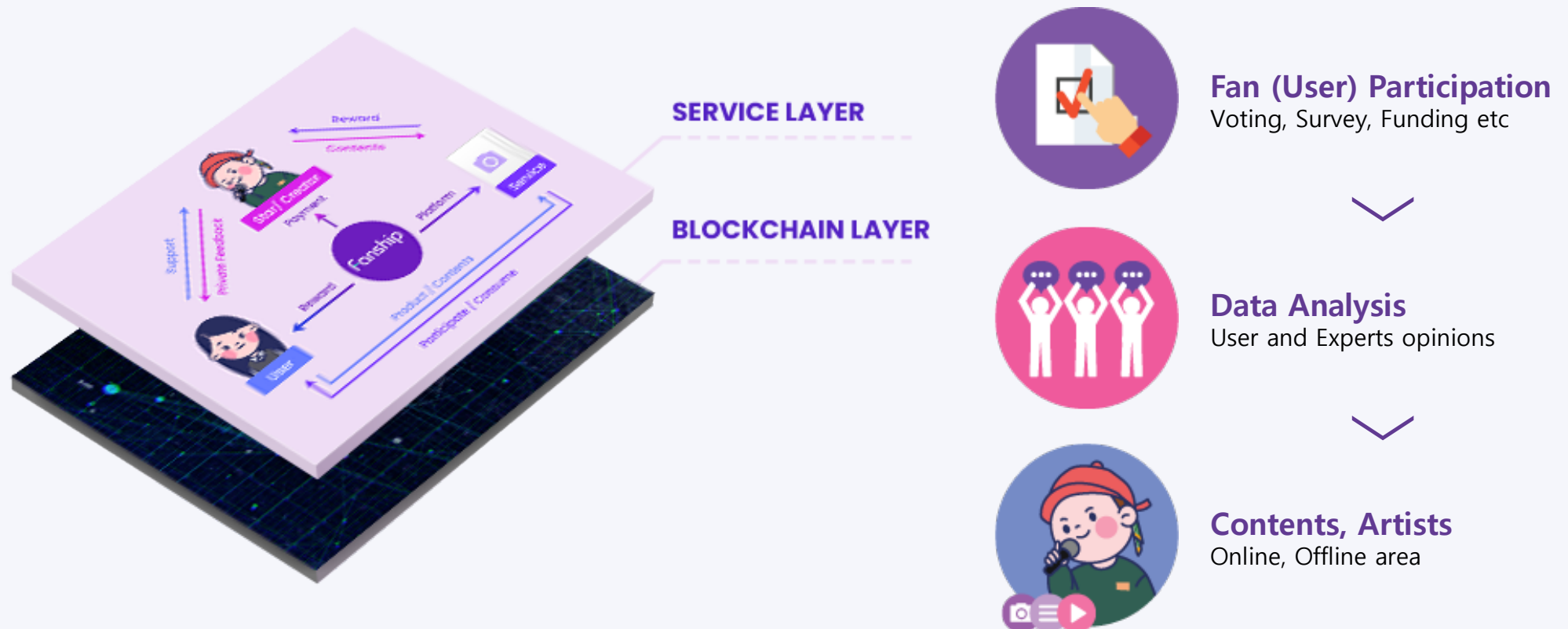


## 2-2. Service / Platform



### Entertainment Platform based on Blockchain (Preparing)

This service reflects the opinions and contributions of fans through functions such as voting, survey and funding when producing Star Content



## 2-2. Service / Platform (Seoul Music Awards)



Developing and operating a 20-year-old Seoul Music Awards voting app  
(25th, 26th, 27<sup>th</sup> Selection of official business operators for the third year)

Hosted by Sports Seoul which is biggest media company.

Seoul Music Awards mobile voting app development and operating for winner selection

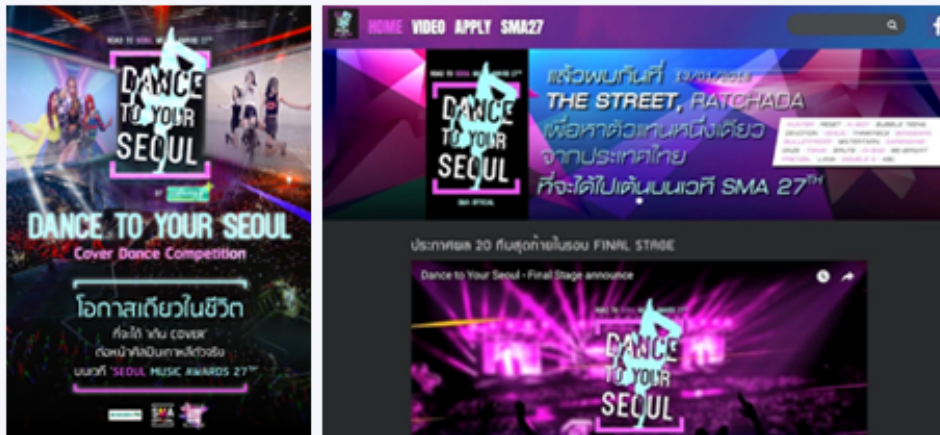
Partnership with China, Thailand companies



Reference) Sport Seoul Official Site: [www.sportsseoul.com](http://www.sportsseoul.com)

## 2-2. Service / Platform (Seoul Music Awards)

### K-POP Cover Dance Festival for K-POP Fans



[K-POP Cover Dance Site]



[K-POP Cover Dance SNS Channel]

- **Qualification: December 3, 2017 to January 12, 2018 (40 days)**

About 150 teams registered through K-POP Cover Dance Site (<http://www.dancetoyourseoul.com/>)

Select 20 teams through pre-voting and judging

- **Final: 13 January 2018 12:30 to 18:30**

Location: THE STREET (Taiwan, Thailand)

Winner: 3days Tour, SMA VIP seat tickets. Participate in stage performances of the SMA ceremony

Semi-winner: prize money, VIP tickets provided

Best Dresser: Prize money



## 2-3. Entertainment



Carrying forward a entertainment0related businesses such as management, audition, performance business and star MD.





## 2-3. Entertainment (Artist)



### Public entertainment certificate license

Sign a management contract with popular star 'Ray', in 2016, Korea, China



**Name:** Ray, Movie actress

**Birth:** 28<sup>th</sup>, August, 1989, China

**Profile:** 167cm, 46kg

**Introduction:** 7 years of living in Korea,

A passionate girl from China, a country of taste and taste. / With excellent Korean skills, we are actively engaged in activities in and out of Korea and China.

## 2-3. Entertainment (Star MD)



### Star MD Production and distribution

Marketing and production of Star-related products by Korean agencies.  
Available for distribution overseas







Moomin Cafe Official site [www.moomincafe.co.kr](http://www.moomincafe.co.kr)

## 2-4. Moomin Café

### Korea's First, World biggest Moomin Café

- **Moomin café business**
  - Moomin Cafe Business First started in Japan 12 years ago
  - Currently, Japan (3), Finland (1), Hong Kong (1), Bangkok (1), Seoul (1), and others are operating seven times.
  - The World's biggest Moomin Cafe Appgujung' opened in May 2016
- **Obtained exclusive rights to the domestic Moomin Café business**
- **China's Priority Negotiation on the Moomin Café Project**
- **Negotiating exclusive rights to sell moomin products online.**
  - about 700 kinds of imported goods such as Finland, Sweden, and Japan
  - About 800 domestic products



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## 2-5. ETC (E-commerce)



### E-Commerce of China Construction Bank (善融商务)



Established in 1954: Construction of China

China's #1 National Bank

Branch: 14,856

Company: 3.48 million

Attendance: 310,000, Customers: 3.5 billion

### Korea mall in “善融商务”

- The Chinese government has built the only standard platform based on the "Border-to-Border E-Commerce Act" announced on April 8, 2016.
- Selling Korea and overseas best products for customers of China Construction Bank

## 2-5. ETC (E-commerce)



### “善融商务” 内 Korea mall exclusive operating

#### 青島步炫貿易有限公司

- Contractor with the China construction bank
- Chinese Maritime Affairs and Institutions
  - > Provide Customs and Logistics Consulting
- Operating in China
  - > Alliance with partners
  - > Distribution: STO, ZTO, SINOTRANS, ETC

#### DLTO, INC.

- Operating a ONE STOP business platform
  - > Oder, Picking / Packing, Import, Delivery
- Managing manufacturing companies and marketing.companies
- Operating in Korea
  - > Alliance with partners in Korea

### Partners



- Providing products
- Logistics (packing/ export, etc.)



- Contracts for Supply of Goods with Large Distribution Companies
- Korea's 80 largest manufacturers sign rights contracts



Business  
Core  
Capabilities

#### • Korea mall Partnership

Brand mall operating  
Providing products  
O4O Business on China construction bank

#### • China mall Partnership

Operate outstanding Chinese sales sites  
certified by China Construction Bank

## 2-5. ETC (E-commerce)



**Building Strategic Partnership with eBay Korea through Operating Experience with China Construction Bank**

Sales of domestic and international superior products to customers through premium online shopping mall G9



**Korea Good Product**



**Oversea Product**



**Pet Product**



**Slowfood Product**



**Character / Star MD**



## 2-5. ETC (E-commerce)



### Operating Shopping mall

- Usim service (<http://usimapp.com/>)
  - a prepaid service for overseas travel
- Overseas product purchase mall (<http://bettermore.shop/>)
  - Australia Sells Famous and Quality Products in the U.S.
- Selling Open Mall (G9, 11th Street, Gmarket) in Korea



## 2-5. ETC (Concert Event)



### Event Booth Operating in K-POP star Concert and Awards

- 2011: Girls' Generation concert (Aug.), Super Junior concert (Nov.)
- 2012: Super Junior Concert (May), SMTOWN Concert (Jun), Boys Nite Out Singapore concert (Jun), TVXQ! Concert (Nov.)
- 2015~2017: Seoul Music Awards (Jan)



Girls' Generation concert (2011/08)



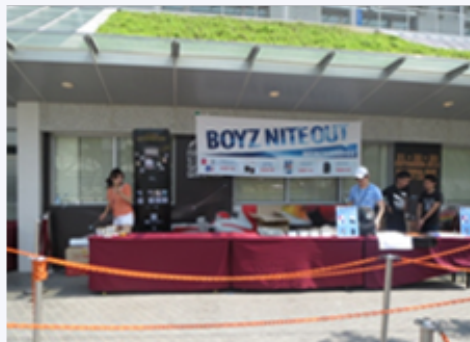
Super Junior concert (2011/11)



Super Junior concert (2012/05)



SMTOWN concert (2012/06)



Boys Nite Out  
Singapore concert (2012/6)



TVXQ! Concert (2012/11)



2015, Seoul Music  
Awards (2015/01)

### 3. Partners

스포츠서울

jcontentree

Sawhills DIGITAL

KDH

SAMSUNG

LOTUS E&M  
Lotus Entertainment

NemusTech

DD

CUBE  
ENTERTAINMENT

LOEN

Korea  
Be Inspired

KM  
STATICE

BLUEGA

KOLORBOX  
TECHNOLOGY

Egg SOUND

malang  
studio

LG U+

B }  
THE BEST E&M

SMTOWN

C.A. MOBILE

GIMC™

fantagio music

PANTECH

SKIN  
FOOD  
since 1957

Danai

CheilPengTai

VOOZ

WM  
Entertainment

SK planet

AS





**THANK YOU**