



●●● dlto

Introduction

DELIGHT THE FUTURE
dlto, Inc.

Index



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
Phone	+82 2-2057-7942
Site	http://www.dlto.co.kr

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] GIFTO (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 25th 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)

2011

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

[Oct] Certificated Venture Company from Korean Government

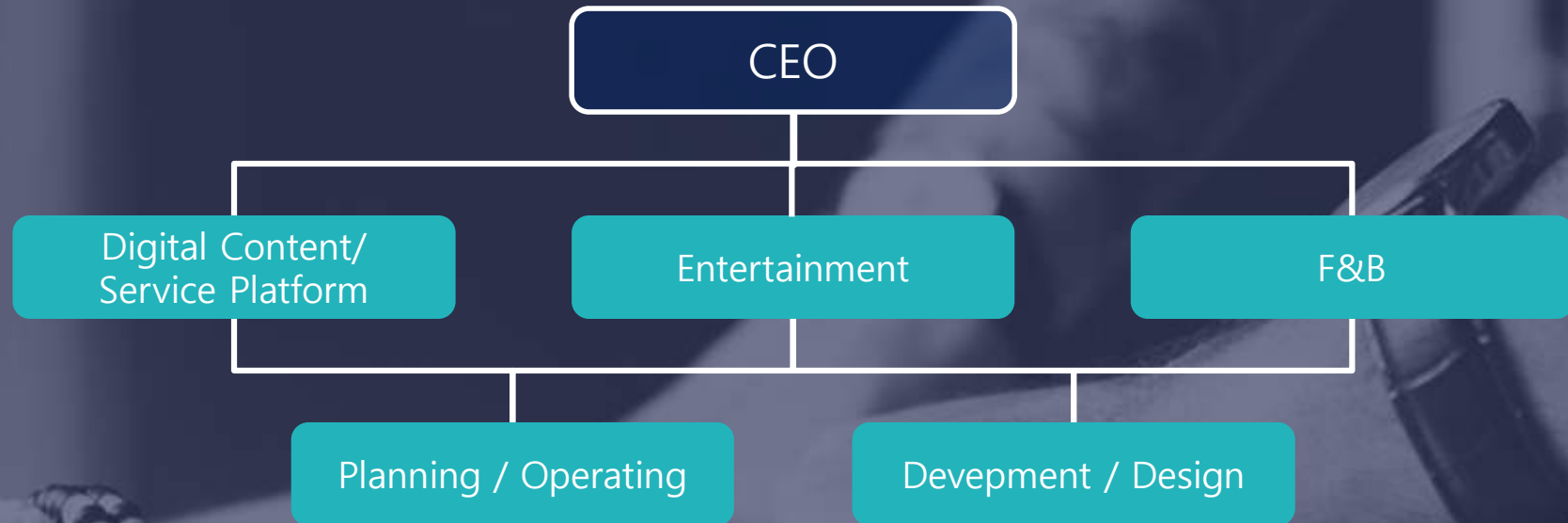
[Jun] SSKIN Service Global launching at store (Google, Samsung apps)

[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))

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

Entertainment

Entertainment business

- Management
- Audition
- Concert business
- Star MD

Service / Platform

Fandom Service / Platform

Producing and Operating

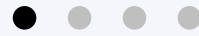
- Based on Blockchain
- Coin economy
- User participation

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

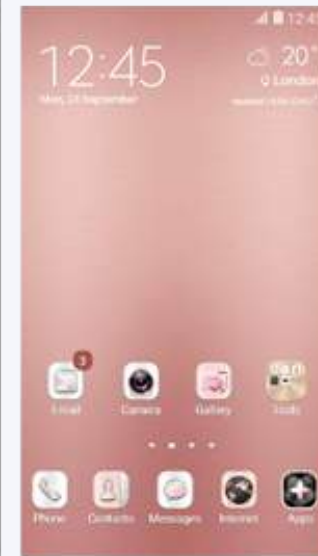


2-1. Digital Content (Theme)

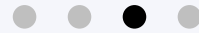


Digital content / Entertainment : Samsung Galaxy Special Phone Theme Providing

Galaxy S7 Edge Batman Special Edition Theme: 2016. 05
Samsung Theme Creating and Publish: 2015. 1. ~ Now



2-1. Digital Content (Emoticon)

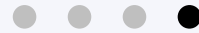


Digital content / Entertainment : Messenger Emoticon

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

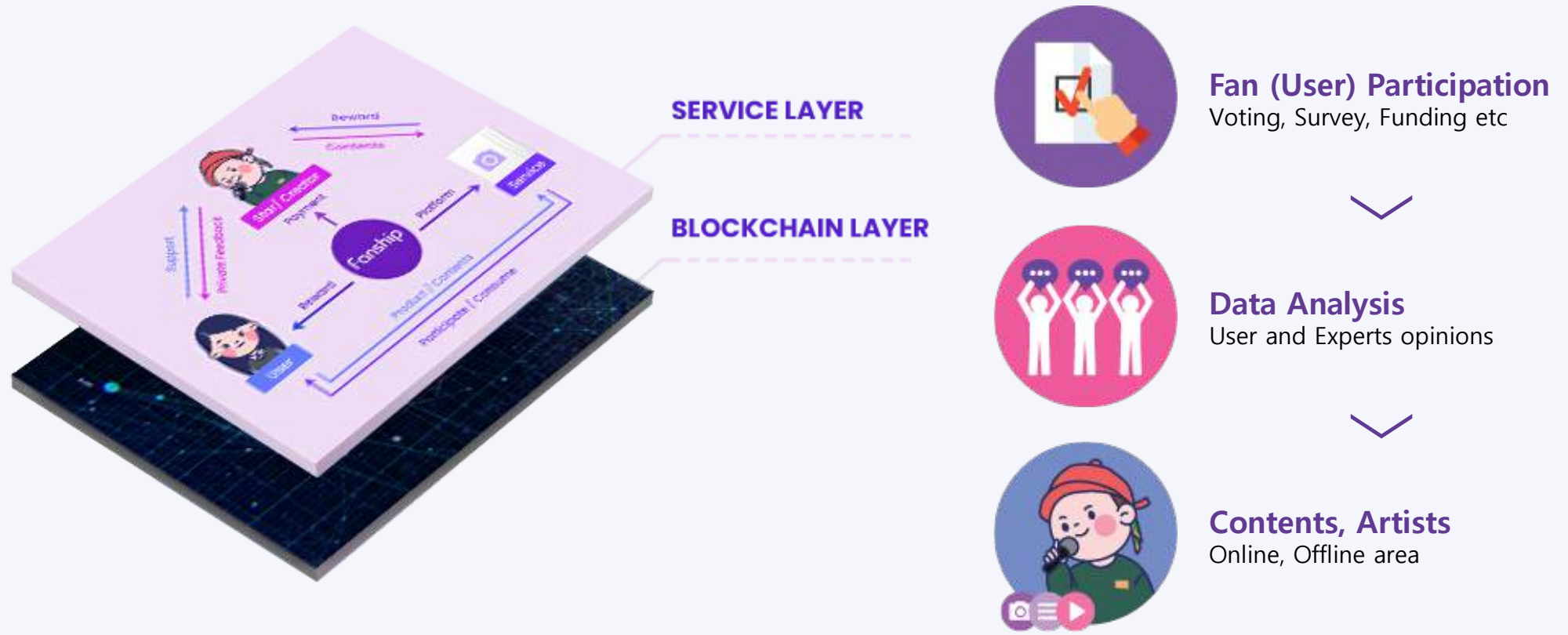


2-2. Service / Platform



Entertainment Platform based on Blockchain (Preparing)

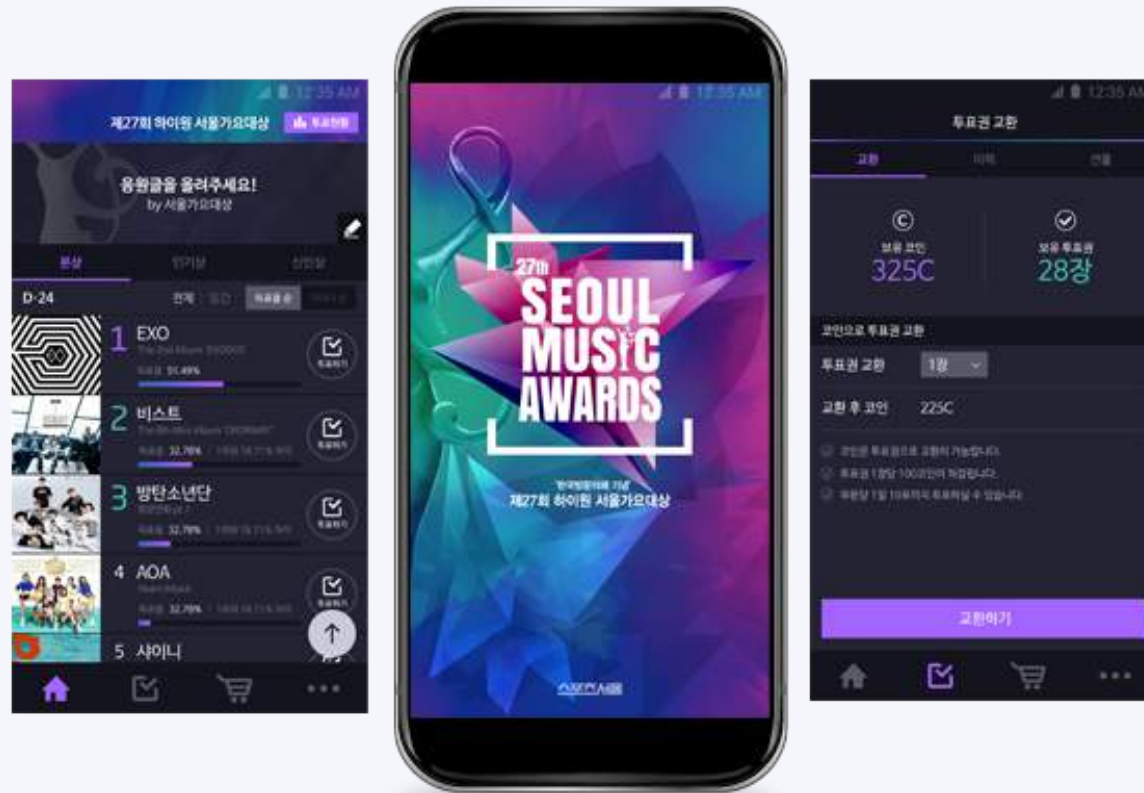
This service reflects the opinions and contributions of fans through functions such as voting, survey and funding when producing Star Content



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

Developing and operating a 20-year-old Seoul Music Awards voting app
(25th, 26th, 27th 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

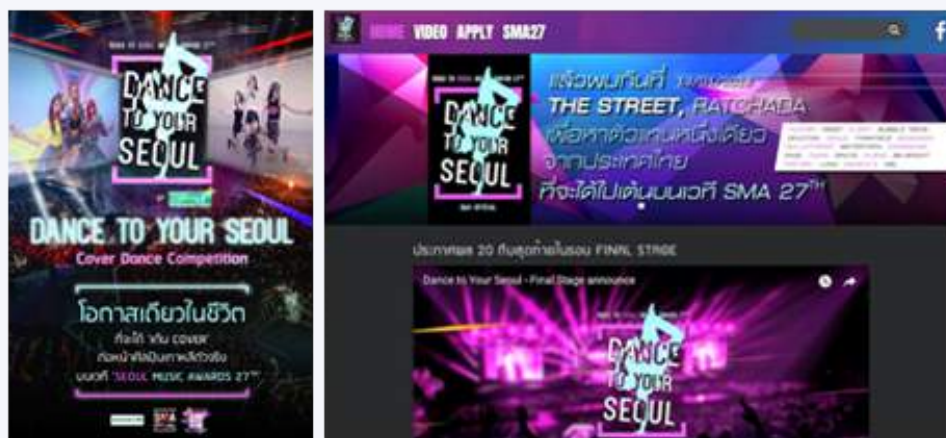


Reference) Sport Seoul Official Site: www.sportsseoul.com

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: 28th, 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



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



Moomin Cafe Official site www.moomincafe.co.kr



Delight The Future
●●● dlto

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



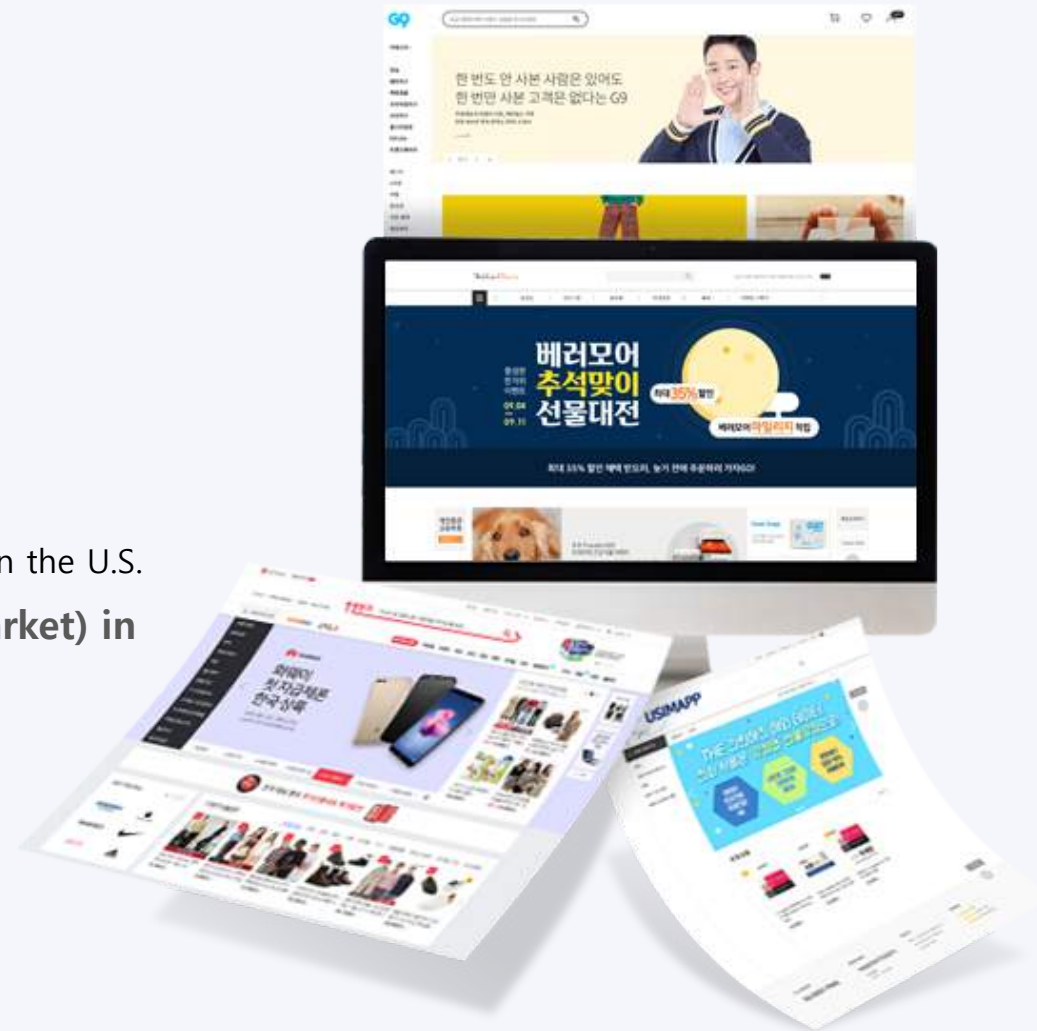
Character / Star MD

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





THANK YOU