

UZEN

UZEN COMPANY BRIEF

유진은 뜻을 같이하는 사람들이
더불어 살아가는 좋은 커뮤니티입니다

2014. 10

OVERALL – General Status

UZEN was established in 2003 and has shown continuous growth and success over 11 years in various fields of IT.
Now UZEN is turning its attention towards human and environment-focused future industries outside the field of IT.



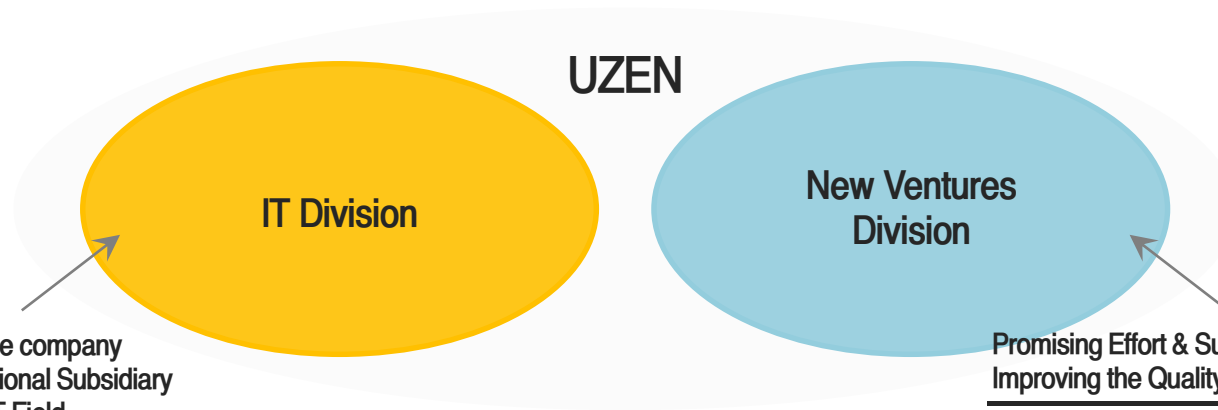
• Company	UZEN Co. Ltd.
• CEO	Sang Hoon Lee
• Date of Establishment	December 5 th 2003
• Number of Employees	200
• Field of Business	e-Commerce SI/SM e-Commerce Solution Service and UI/UX Consulting Mobile & Smart Device Data Consulting Solution Distribution Business Outdoor Equipment & Sportswear Production Drama Show Production
• Sales in Last 3 Years	2011 : \$1,310,000 2012 : \$1,620,000 2013 : \$2,090,000
• Address	Teheran-ro 20-gil Floor 6&9, Gangnam-gu, Seoul, Korea (Yeoksma-dong, Dong-goon Building) TEL. 02-6927-7933 / FAX. 02-6927-9154
• Website	http://www.uzen.net



INNOBIZ

OVERALL – We do both IT Business & New Ventures

UZEN was established in 2003 and has shown continuous growth and success over 11 years in various fields of IT. Now UZEN is turning its attention towards new, human and environment-focused industries beyond the field of IT.



Korea's Best IT service company composed with Professional Subsidiary Companies in Overall IT Field

UZEN is leading the e-Commerce, Mobile Service, UX Consulting, DB Consulting and other IT markets in Korea. We hold specialized and professional subsidiaries in planning, consulting, design, development, database, solutions, and infrastructure establishment services.

- UZEN Commerce
- UZEN PlanA
- UZEN i
- UZEN Soft
- UZEN Japan

Promising Effort & Success in New Ventures Improving the Quality of Life

UZEN is carrying forward with innovative business models that can improve quality of life and emphasize both humanity and the environment. We are developing an environmentally friendly outdoor brand, Zerogram, and innovative technical beachwear, BARREL. UZEN continues to expand with our restaurant recommendation app, FORK, and our drama production company, ZEN PRODUCTION.

- UZEN Outdoor
- XXL Style
- Appetizer
- ZEN PRODUCTION

PHILOSOPHY

UZEN is a for-profit firm, but it is also an organization of people aiming for same goal, and a human-centered community. Based on strong community, we will be a model business fulfilling our responsibility to improve human society.

1

Respectable Firm Making Contributions to Improving Human Society

UZEN strives to be a respectable firm contributing to the advancement of human society and preservation of the environment by fulfilling our responsibility to humans and to nature. Our core value is to respect and care for people and the planet.

2

A Global Alliance of Enthusiastic Companies Always Searching For New Opportunities

UZEN enjoys the adventure of guiding small but energetic companies, professional and specialized in their own fields. Our exciting prospects will not be limited within one country but will continue to expand globally.

3

A Long-Lasting Community Dedicated to Mutual Growth

UZEN prioritizes employee happiness, self-fulfillment, and quality of life over simply chasing after profits and efficiency. UZEN will continue to communicate with society through innovative & ethical management and CSR, hoping for a society with happy communities and businesses.

HISTORY

The last 11 years of UZEN history shows our footsteps towards change and development. Never satisfied with small achievements, UZEN will continue to follow after our first intention to achieve and advance. UZEN' s dedication to more energetic steps will constantly drive the company.

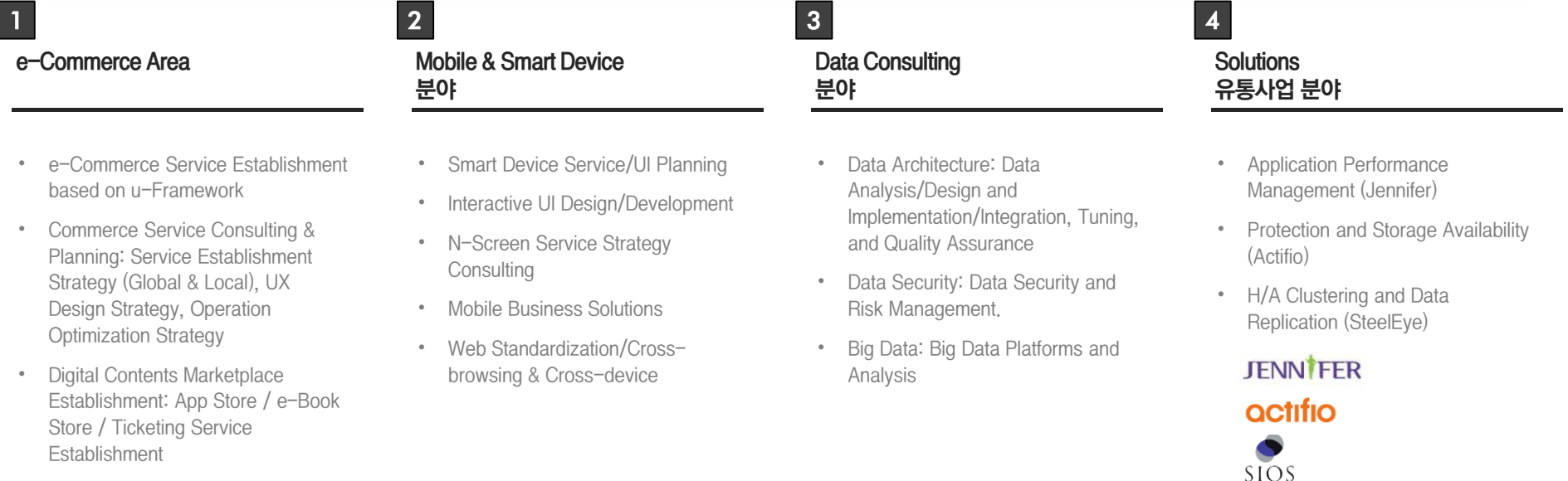
2003.12	UZEN Establishment
2006.01	e-Commerce field' s SI/SM business opens in earnest
2007.12	SK Telecom Open market, 11 th St. Planning and Establishment
2008.10	Startup company & INNOBIZ company confirmation
2008.12	Samsung Electronics' SamsungApps Service Consulting and Establishment
2009.01	UZEN PlanA Establishment (Service Consulting and Planning/Designing Department)
2009.01	UZENi Establishment (Data Consulting Department)
2010.12	Web Award Korea 2010, Grand Prize for General Shopping Mall Part (Lotte.com Renewal)
2012.01	UZEN Commerce establishment (e-Commerce Planning Department)
2012.04	Launched Outdoor wear specialized brand ZEROGRAM
2012.12	Web Award 2012 Grand Prize for Entertainment Part (KPOPTUBE Mobile App)
2013.08	XXL Joined an affiliate (Action Sports Department)
2013.10	Established Appetizer (Mobile Service Department)
2013.11	ZEROGRAM' s first shop opens in Hongdae
2014.01	Established UZENSOFT (S/W distribution department)
2014.01	Established UZEN JAPAN
2014.01	Established UZEN OUTDOOR (ZEROGRAM, CampingBox department)
2014.05	XXL launches Water Action Sports specialized brand BARREL
2014.08	OUTDOOR BRAND Expands to Japan (ZEROGRAM, BARREL)
2014.09	XXL opens BARREL' s direct management show room
2014.09	Established Zen Production (Drama Production Department)

IT Business – Business Area

UZEN is service-specialized firm and the best IT partner for ensuring your business' success. We provide Total Solution Service, which includes Service Consulting & Planning, UI design, Data System Infrastructure, Solutions, and general establishment and operation for systems and services.

- Experienced in e-Commerce and Service planning/consulting, designing, and system establishment.
- Powerful synergy between four IT professional subsidiaries: 1) Commerce System Establishment, UZEN Commerce 2) Professional Web Planning/Design Agency, UZEN Plan A 3) Data experts, UZEN I 4) Solution Distribution and Application, UZEN Soft
- Development, Planning/Consulting Methodology and Commerce Framework Qualified through Various Projects

Total Solution Service including e-Commerce and IT service/system Establishment & Operation



IT Business – Core Competency

UZEN takes advantage of experience with large commerce projects and professional expertise to successfully perform various projects based on standardized project management methods.

Fast and reliable project implementation through teamwork between Planning – Designing– Development Teams

Creates Differentiated Value through e-Commerce-Specialized planning methods from Service Policy and Processes to UI/UX

Ensures reliability and scalability of system infrastructure and platform through optimized development in e-Commerce

Committed, proven, and professional people and systematic project management

1

Group of professionals experienced in large e-Commerce establishment

- Able in a variety of e-Commerce models such as brand, department store, social commerce, and overseas purchase agencies, as well as extended e-Commerce models such as digital context open markets, e-Book Stores, and Ticketing Systems.
- Established e-Commerce Services for Samsung Electronics, SKT, Lotte.com, Lotte Department Store, Shinsegea Department Store, GS SHOP, NIKE, Coupang, Interpark, and other leading domestic and international firms.

2

Total service realization for e-Commerce establishment: Planning– Designing – Developing

- Provides Total Service for all areas of e-Commerce including service consulting – Policy planning – UI designing – development/implementation – and service operation
- Service Strategy Consulting, UX Design Strategy Consulting, Policy Development, business process design, UI design, web standard publishing, DB design, etc.
- Ability to apply practical analysis of a variety of user research techniques.

3

Applying the best practices in leading businesses in each industry

- Applying the best practices for each project based on a rich experience in e-Commerce and knowledge in e-Commerce industries
- Presenting the best business orientation for service, considering the client' s market condition, business model characteristic, product characteristic, etc.
- Active responses to rapidly changing Mobile & Smart Device markets.

4

Adapted Commerce Framework verified in various system models

- Design & Development Guide
- Domain Driven Design
- Core Commerce Functionality
- Common Library
- Layered Architecture
- Open Source Base

IT Business – Clients

UZEN has provided the best IT service to Samsung Electronics, SKT, Lotte.com, Lotte Department Store, Shinsega Department Store, GS SHOP, NIKE, Coupang, Interpark and other leading local and international firms.



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Samsung Electronics	Samsung Electronics Samsung Games Establishment and operation	2013	Samsung Electronics Samsung Hub Development Management	2013
	Samsung Electronics Media Hub development management	2013	Samsung Electronics Billing System for Operators	2013
	Samsung Electronics Apps 4.0	2013	Samsung Electronics Apps Management	2013
	Samsung Electronics Store (Korean Version) Establishment	2013	Samsung Electronics스토어(Korean Version) Service Strategy/Policy Consulting	2012
	Samsung Electronics Combined Store (Everglade) Establishment	2012	Samsung Electronics App Store Membership System Implementation and UI renewal designing	2012
	Samsung Electronics Apps C&S Renewal	2012	Samsung Electronics Media Hub Management	2012
	Samsung Electronics App Store 3.0 Establishment	2012	Samsung Electronics Apps Establishment and Globalization	2010
	Samsung Electronics TV/Mobile Store Integration and Store Improvement	2011	Samsung Electronics Apps(AppStore) Service Strategy Consulting	2008
	Samsung Electronics Mobile App Store Management and Company Version Improvement	2009	Samsung Electronics Logitech Official Website Establishment	2008
Lotte.com, Lotte Department Store, Lotte Super	Samsung Electronics OSP Platform Commerce Component Establishment	2008		
	Service Strategy Consulting for new open market	2014	Lotte.com Tablet UI Improvement	2013
	LECS2.0 Platform Web accessibility Improvements	2013	Youngwon Outdoor/Northface Online Mall Establishment	2013
	Lotte.com LECS2.0 Development Managements	2013	Lotte Department Store eLOTTE Service Management	2013
	Reestablished Uniqlo Online Store (Including the mobile store)	2012	Lotte Department Store eLOTTE Web accessibility improvement	2013
	Lotte.com LECS Data Transfer and online mall establishment	2012	Lotte.com LECS KIEHL-S' s Online Mall Establishment	2012

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UZEN has provided the best IT service to Samsung Electronics, SKT, Lotte.com, Lotte Department Store, Shinsegea Department Store, GS SHOP, NIKE, Coupang, Interpark and other leading local and international firms.

Lotte.com, Lotte Department Store, Lotte Supper	Lotte.com LECS Platform Operation	2012	NIKE Mobile Store Establishment	2012
	Lotte.com Online Mall Renewal	2011	Lotte.com LECS Platform Establishment	2010
	Lotte.com Next Generation Platform Business and UX design	2009	Lotte.com Frontend UI Renewal	2009
	Lotte.com Oversea Purchase Agency Service Establishment/Management	2007	Lotte Department Store Online Food Court Service Establishment	2006
SK Telecom, SK Planet SK Networks, SK Energy	11 th St Integrated Logistic System Open API Establishment	2013	SK Network Fashion Mall establishment	2013
	Benepia' s Next Generation System Establishment	2012	Malaysia Rural ATC Business Service Establishment	2012
	SKP Turkey Open Market Establishment Consulting	2012	SKT Bigdata hub Pilot Service Establishment	2012
	SKT Korea Exchange Bank Smart Branch Service Planning	2011	SKT Magic Pass Service Establishment (Hana & SK Card Mobile Payment System)	2010
	SKT u-VLS Project Planning and development	2009	SKT Merchant Platform Establishment	2008
	SK Energy en-mall Establishment	2008	SKT My Precious Pilot Project Management	2008
	SKT Open Market 11 th St Establishment	2008	SKT MCMS (Web Content Mining System) Establishment	2007
	SKT 1mm Service 'sijeul experts' Service Planning Consulting	2006	SKT T-world Digital Context Shopping Mall Planning Consulting	2006
	SKT FMC Gift Shopping mall 'Party & Gift' Establishment	2005		
ebay Korea (Gmarket, Auction)	ebay Oversea Version Strategy Consulting	2013	ebay Seller' s Education Center Establishment and Management	2013
	ebay Fashion Specialized Mall Establishment Planning	2010	G-market Traveling Service Renewal	2010
	G-market Social Commerce Planning & Designing	2010		

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UZEN has provided the best IT service to Samsung Electronics, SKT, Lotte.com, Lotte Department Store, Shinsegae Department Store, GS SHOP, NIKE, Coupang, Interpark and other leading local and international firms.

NIKE Korea	NIKE Mobile App Renewal	2014	NIKE Store Renewal	2013
	NIKE Shop in shop Renewal	2013	NIKE Official Online Store Establishment and Management	2011
	NIKE D-Commerce Establishment and Management	2010		
LG Electronics LG Fashion	LG Smart TV Service Management	2011	LG Smart TV Service Differentiation Consulting	2011
	LG Smart TV Service Management Consulting	2010	LG Fashion Shopping Mall Establishment	2006
KT	KT IPTV Open Market Establishment	2010	KT Olleh Store Establishment and UX Consulting	2010
	KT SHOW App Store Strategy Consulting	2009		
Interpark	Interpark 3-Book System Establishment	2010	Interpark Books B2B/B2E Establishment	2006
Shinsegae SSG.com	SSG.com Backend System Integration	2013		
Coach Korea	Coach Korea Shop in shop Establishment	2014		

New Ventures – UZEN Outdoor / ZEROGRAM

UZEN
Outdoor

We want to make a small and quite footprint in nature. Our approach to nature should be careful and humble. The best solution is to produce light, innovative and safe equipment. UZEN Outdoor will continue to study how to produce more diverse, advanced equipment with minimum resources.



We are sorry to Earth. Functional Outdoor Gear Considering the earth



Why ZEROGRAM?

ZEROGRAM produces the best quality ultra-light backpacking equipment, based on serious concern for our planet and its environment.

Our Environmental Ethic

ZEROGRAM has a philosophy of using the fewest resources for the most functionality. Each time we produce another new product, we will search for innovative technologies to reduce the consumption of resources.

Even if protecting our planet and its environment costs more, we will gladly choose to do so.

ZEROGRAM Supports LNT

ZEROGRAM is an official supporting partner of Leave No Trace (LNT), a world-wide environmental campaign. ZEROGRAM strongly supports all 7 ethics recommended by LNT.

Also, ZEROGRAM donates a portion of its profit to LNT. ZEROGRAM will continue to expand its activities protecting the environment.

ZEROGRAM is

Focused on “researching the product” instead of simply “selling the product.” Though no equipment will ever weigh 0g, our researcher’s efforts continue today. Despite those efforts, “We are sorry to Earth.”

New Ventures – XXL Style / BARREL

XXLSTYLE

BARREL is an R&D and designing brand for surfing, SUP, wakeboarding, sailing, kayaking, and windsurfing lovers, protecting them from the elements with greater comfort.

BARREL

Water Action Sportswear & Accessory Resembling Ocean and Surfing



Barrel waves are what surfers dream of.

For surfers, the barrel wave is the perfect wave.

Like a surfer who dreams to catch nature's best wave, we dream to put ocean and waves on the design of all our products. For those who always dream about the ocean, we design emotional and functional action sportswear and accessories.

Barrel focuses on design and R&D for all products.

Barrel is emotional technical wear, experimenting with colors and innovative designs to highlight the youthful passion and brilliant actions of sport lovers. It is also lifestyle surf wear that can be worn comfortably in daily life.

Barrel supports not only several associated sports meetings, but also environmental groups & marine eco-activism.

Barrel sponsors many tournaments and players in popular water action sports. Barrel also supports marine environmental campaigns.

New Ventures – Appetizer / FORK, KPOPTUBE

With UZEN's experience and technology, UZEN now provides new insightful services analyzing people's tastes. UZEN provides KPOP and restaurant apps, and other enjoyable services that can enrich your daily life.



Self-Learning Engine-Based Restaurant Recommendation Service, FORK



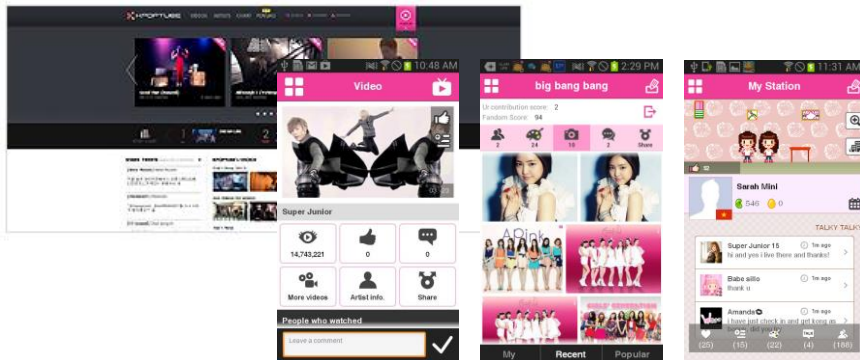
Fair Ranking: Provides fair ranking of 550,000 restaurants based on 5 million user reviews.

Wonder of Recommendation: First domestic service that analyzes personal taste and recommends restaurants. The more you give feedback, the more delicious places will be recommended that fit your own style.

Hold on to Your Favorites: Easily make a your own list of your favorite restaurants. Keep track of your most visited restaurants.



The best K-pop videos all in one place, KPOPTUBE



Thousands of Selected K-pop Videos: KPOPTUBE offers specially selected MVs, concert videos, and exercise videos, categorized by artist. Also, fans from the world can upload and share their own cover dances, flash mobs and other K-pop related videos.

K-pop Rankings: KPOPTUBE is the world's first mobile app providing K-pop charts for each nation, based on preferences given by each region's users. KPOPTUBE allows users to see K-pop trends in each country.

Community of K-pop: KPOPTUBE offers a live chat feature categorized by each artist and song. K-pop fans can talk with each other about their favorite songs, just by connecting on KPOPTUBE.

New Ventures – ZEN PRODUCTION



We have dreamed a new dream in the huge arena of drama and movies. UZEN PRODUCTION is now making its first step towards a new field in an advanced and unique way.

We aim to produce a variety of content for East-Asian markets in our own way, ZEN PRODUCTION



Current State:

- Established September 1st, 2014
- Starting Capital of 300 thousand dollars
- Board of Directors: Lee Hyung Min co-CEO/ Lee Sang Hoong CEO

Field of Business:

- Drama and Movie Production
- Actor Management
- Education and Support for New Script Writers

Core Strategy:

- Movie and Drama Production Targeting Korea, China, Japan & Southeast Asia.
- Adoption of an Advanced Drama & Movie Distribution System.
- Establishment of Independent Production and Distribution Platforms for Broadcasting/Distribution Companies.

2014 ONGOING PROJECTS:

- Drama Special (26 scenario drama) Contract in process with KBS
- KBS' s special drama series production in process (Orange Marmalade) with "a Song For You Team"
- Remaking past popular movies of Lee Hyung Min, a film director, into Chinese drama with Liaoning(China)

Board of Directors:

Lee Hyung Min, Co-CEO

Graduated from Seoul National University

KBS Bond 20th (Director)

CEO of Good Story(2008 -2012)

ZEN PRODUCTION co CEO

2004 Korea Broadcasting Award Grand Prize ' Sorry, I love you'

PaekSang Arts Award, Drama Part, Best Picture Drama ' Sorry, I love you'

2011 Asia Rainbow TV award, Best Director Award 'Bad Guy'

Lee Sang Hoon, CEO

Graduated Seoul National University, College of Engineering

Founding Member of Inter Park, Strategy Planning Team Leader

E-net Founding Member, Planning and Sales Executive

Commerce21 Japan CEO

CEO of UZEN group

CEO of ZEN PRODUCTION

UZEN
Thank You