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# Company Introduction

MATENETWORKS Company Introduction

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Creative and innovative group that creates new opportunities  
And sharing opportunities with others.

## Creative and innovative Idea group

MATENETWORKS' logo means "**Connected and Meet**" and we sincerely treat everything and create new opportunities. We also make those new opportunities valuable by sharing them with everyone.

CEO 권우호

### MATENETWORKS is,

We grow through organic relationships with partners by reflecting trends and technologies through the latest market analysis.

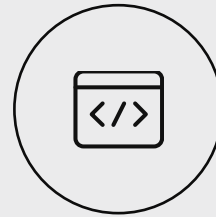
Our purpose is to plan, develop, operate, and manage high-quality mobile content.



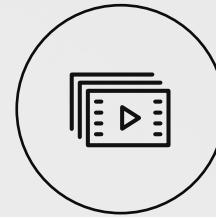
Planning



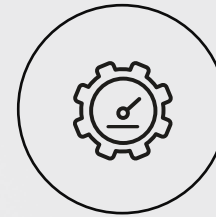
Consulting



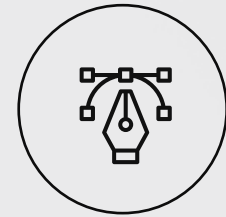
Development



Multimedia



Operation



UI/UX

#### <Branch info.>

##### MATE NETWORKS

Jihee Building, 3F, 16 Teheran-ro 8-gil, Gangnam-gu, Seoul (1599-7317)  
3F, 8, Cheongdaero 351beon-gil, Sokcho-si, Gangwon-do (1599-7317)

##### MATE TELECOM

1F, 9, Seoam-daero 274beon-gil, Buk-gu, Gwangju (062-511-4585)

##### MATE CHINA

延吉市河南街18-11-3 (国际商务中心) (183-4437-6700)

##### MATE INDONESIA

Menara Jamsostek Gedung, Menara Selatan Lantai 7 Ji, Gatot Subroto Kav.38, Jakarta Selatan 12710, Indonesia (070-7721-5111)

##### MATE USA

3400 El Camino Real #9, Santa Clara CA, 95051 (408-320-2123)

##### MATE JAPAN

大阪府岸和田市春木宮本町9-17 (072-439-3135)

## MATENETWORKS IS,

By operating multiple subsidiaries, we provide optimized client services using a variety of know-how and technologies.



Marketing  
Division



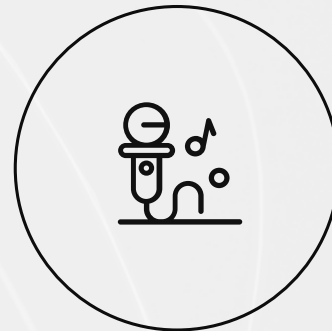
Media  
Division



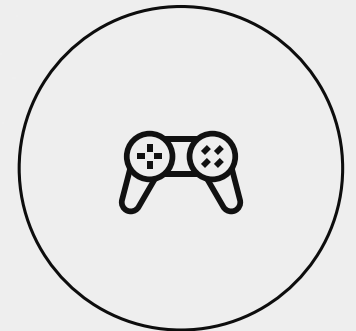
Telecommunication  
Division



Food  
Division



Entertainment  
Division



Game  
Division

## What we do

Realize an Ideal!

A group with creative and innovative ideas

### Strategic planning

Content major planning and consulting analysis  
On/offline promotion strategy  
Advertising strategy, quality index, effect analysis, operation management

### UI /UX

UX / UI design  
Interface design  
Offline design

### Development

Web programming  
App development  
SI (System Integration)

### Operations management

Market trend analysis  
CS education & management  
Content bug analysis

### Sales

Franchise sales  
Member traffic recruitment  
Traffic-optimized placement

### Marketing

Mobile marketing  
Online advertising marketing  
Google marketing  
PM

—

**A marketing strategy  
without strategic  
direction  
will only increase  
costs.**

"MATENETWORKS establishes a clear vision and sets practical goals to realize the vision. We pursue systematic and actionable strategies to implement our goals."

MATENETWORKS' marketing plays the most important role in realizing strategic direction. Competition in the marketing market is intensifying with simple website and platform creation and viral marketing, making it difficult to secure customers and achieve growth consistently.

MATENETWORKS will present the **optimal marketing strategy** to clearly solve the problems customers face and prepare for a better future.

MATENETWORKS plans mid- to long-term development strategies such as issue-making and increasing result rates through in-depth analysis and various promotions to attract new customers.

We also consults on differentiated strategies that can provide customized services by analyzing the characteristics and systems of each culture to attract not only Korean but also foreign customers.

## Creative Brand Developer

We create marketing directions based on the characteristics of each content.

We monitor customer reactions and implement an optimized methodology.



### Google Marketing

Android app development and service operation, Mobile platform & digital interactive marketing, Mobile UX Strategy & UI Design

- ✓ Mobile Web Development
- ✓ App Development
- ✓ Online Web Development
- ✓ Mobile UX / UI Design



### Marketing

Establish marketing strategies tailored to customer needs and media environments, including online promotion, social media marketing, digital and content marketing, etc.

- ✓ Online Web AD
- ✓ Mobile AD
- ✓ Promotion AD
- ✓ Viral Marketing



## To increase your marketing ROI

MATENETWORKS derives optimal marketing insight that is not limited to the industry based on marketing and practical consulting experience.

We conduct systematic research and analysis by applying the best marketing tools through strategic planning, and are involved in not only establishing strategies but also executing them.

### Market · Marketing analysis

Analysis of industry and consumer trends.  
Analyzing market conditions, competitors, and potential customers.  
Marketing diagnosis.  
Product, SWOT analysis.  
Derive marketing points.

### Goal setting

Goal setting.  
Set quantitative goals.  
Set qualitative goals.  
KPI, CSF settings.

### Market · Marketing strategy

STP strategy.  
New product development and launch strategy.  
Distribution channel establishment strategy.  
Promotional marketing strategy.  
Integrated marketing and platform operation strategy.

### Strategic planning and agency

Site and app planning and production.  
Online marketing planning, support, and operation.  
Social media marketing planning, support, and operation.  
Offline marketing planning, support, and operation.

### Strategic support

Training on detailed strategy implementation plans.  
Support for organizational members and job competencies.  
Strategy implementation advisory.

### Monitoring

Continuous and systematic monitoring.  
Evaluate results and establish countermeasures.  
Continuous error correction and alternative suggestions.



## Define, Ideate and Build

After designing an experience that fits the project purpose, we set the marketing direction and derive an efficient strategy.

We identify trends through market analysis, establish strategies, design marketing through customized ideas, and conduct experiences.



### Creative

A passionate place where creative ideas breathe and come true

### Customer

Communicate reasonable marketing plans considering the customer's perspective

### Challenge

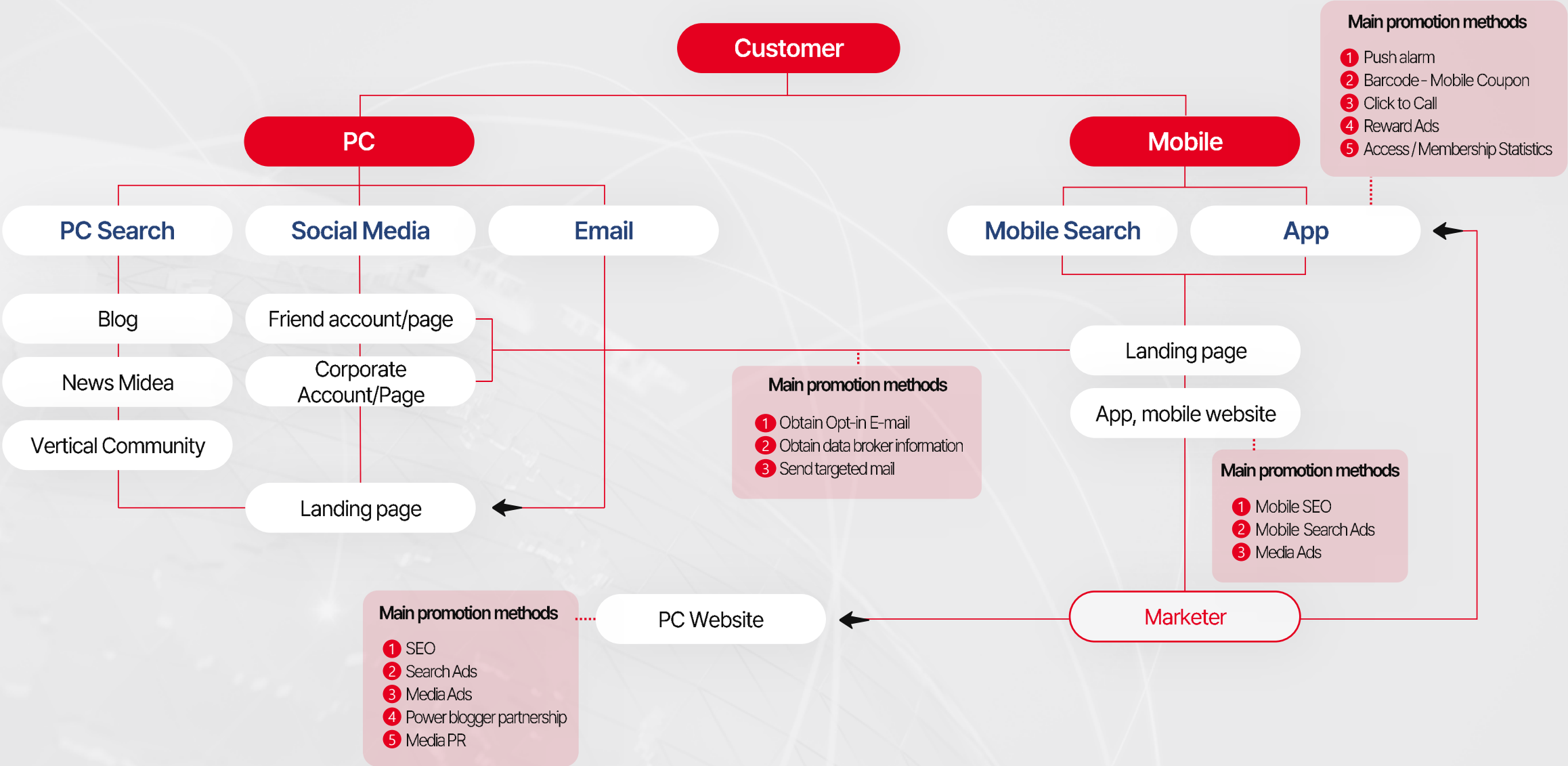
A passionate spirit of challenge and a firm sense of purpose to realize dreams.

### High Quality

Quality direction considering environmental variables completed with many years of know-how

### Expected Effect

Present reasonable expectations and long-term effects based on market analysis



## Completion of storytelling using the APP development process

- ✓ Promotion through online and mobile platforms
- ✓ Viral marketing for app distribution and maintenance
- ✓ Encouraging users to continue using

MATENETWORKS aims to plan,  
operate, and manage quality content.

### Step 01

App Story Make  
Storytelling

### Step 02

Promote App  
Online mobile  
promotion

### Step 03

Revitalize Service  
Usability of the  
application

### Step 04

Loyalty User  
Earn loyalty

## Development business area

### Contents

Contents management archiving system

### Mobile

Service platform client application /  
SMS / MMS

### Network & Platform

Service platform home-networking

### ETC

Communication platform  
(PC / Mobile / TV)



E-mail Archiving Solution Development

KT | U-city (U-Security) System Establishment

KT | Smart Home Networking Service Development

Bank of China / Post Office | SMS System Establishment

KBS | Smart DMB mobile System Establishment

## Development Biz Area

### 1. Contents Management System

EMC Documentum Solution  
Alfresco Solution  
MATENETWORKS Solution

### 2. Contents Tracking

Multimedia Contents  
Tracking System

### 3. Digital Contents

DRM & Watermark

### 4. Contents Archiving System

E-Mail Archiving  
Messaging Archiving  
Media Archiving

## DEV Communication & ETC Biz Area

### 1. Communication Solution

Communication  
Messaging, SMS Solution  
PC / Mobile / TV

### 2. Mobile Solution System

Service Platform  
Client Applications

### 3. Digital Contents

Server Service & Application  
PC Client Application

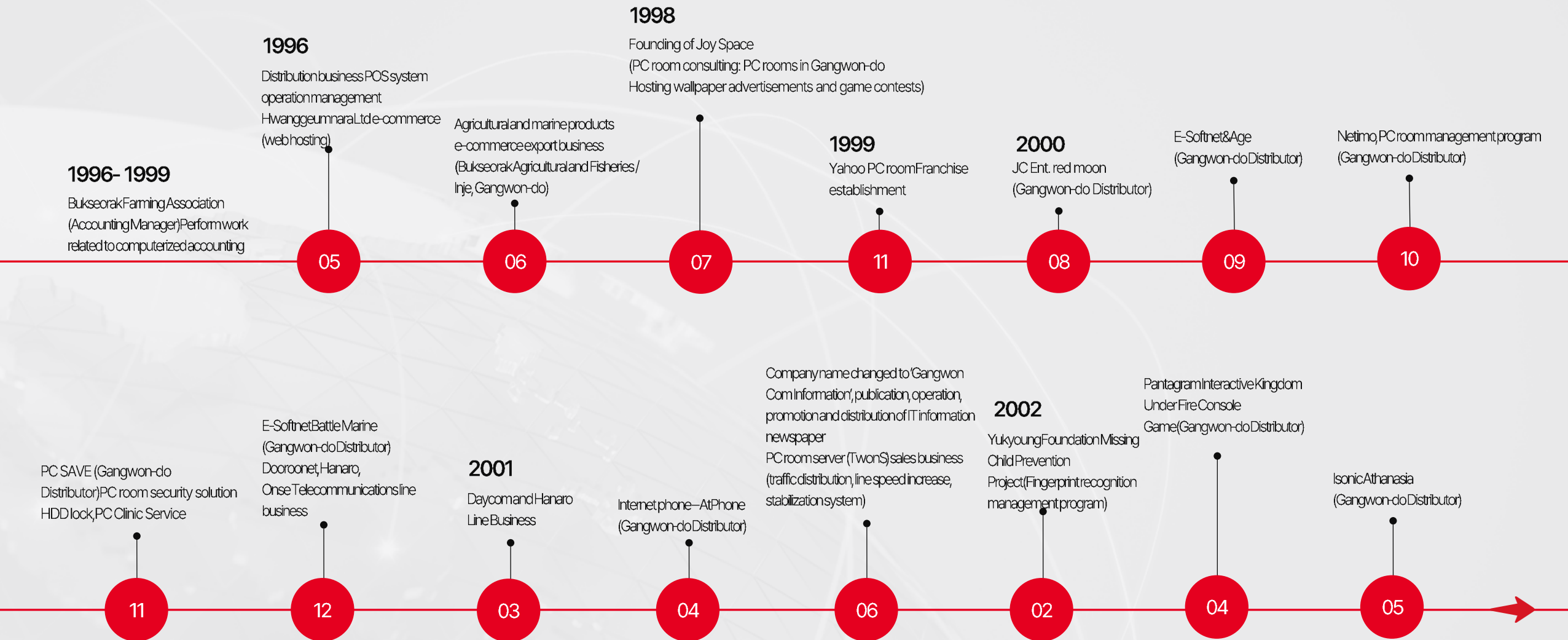
### 4. Contents Archiving System

Service Platform  
Home Networking  
U-Security Solution

## 10. Development history

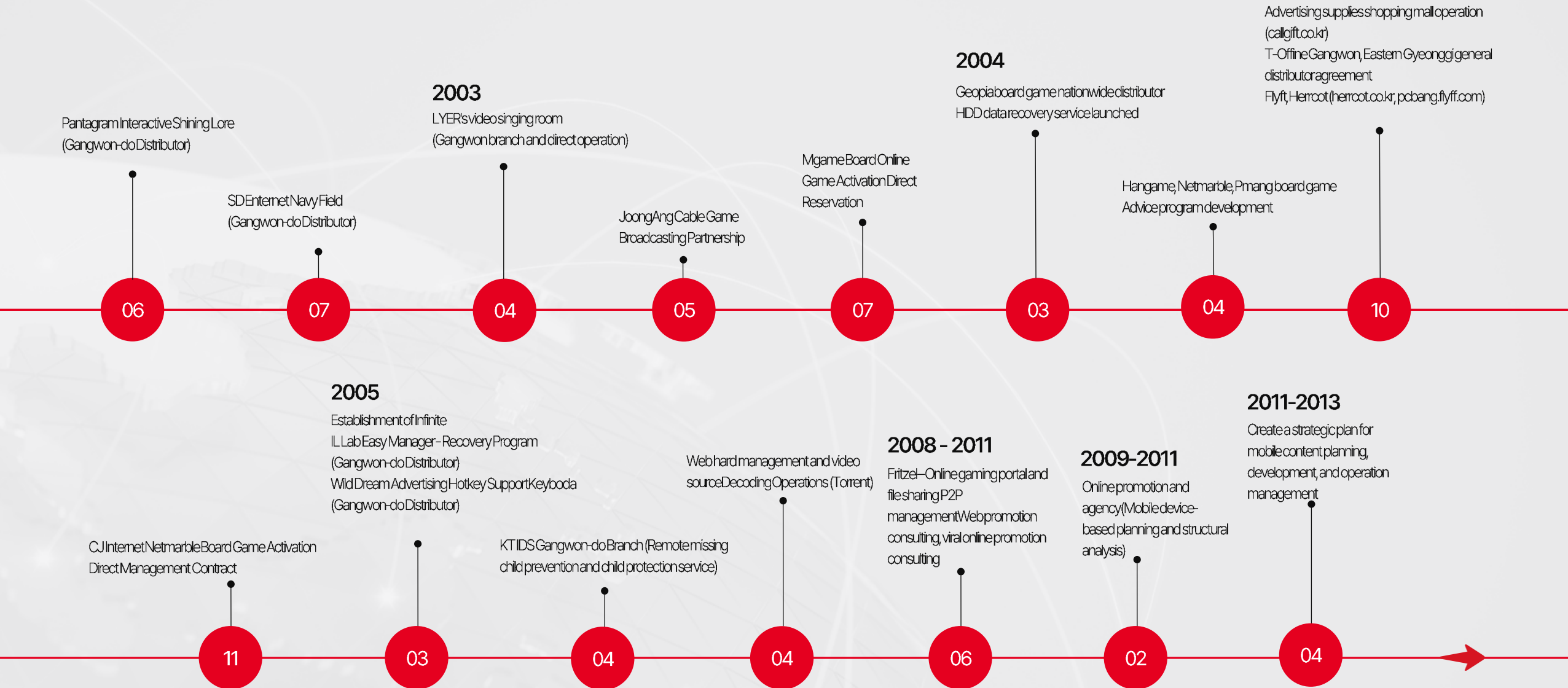
Project	Customer	Details
Hana Spreadsheet development Natural language search system development Two-way data broadcasting system development	LG Soft	Developed spreadsheet package for DOS/Windows Developed search module used in document management system for LG Group Developed server system and set-top for two-way data broadcasting for cable broadcasting
Windows CE OS development	Microsoft / LG	Developed Korean version of Windows OS at Microsoft headquarters (Seattle)
LG Internet Portal development	LG Internet	
DreamX Portal development	Dreamline	Changed to hahafos.com service later
TV Spice	Aircode	Content authoring tool for two-way data broadcasting
CSM development and maintenance	Israel Orange	Content distribution system for mobile games, ringtones, etc.
CRBT, MoD solution development CRBT, MoD overseas technical support OMA DCD project (DRM) OMA DRM 2.0 development METEMBOX development	RealNetworks	26 sites in 13 countries including Verizon, T-Mobile, Orange, etc.
Internet storage device development Internet intelligent agent	Cube System	
Mobile Messaging System development MMS G/W development	SK C&C	SETTOP BOX Remote Control

## 11. CEO Resume





## 11. CEO Resume



## 11. CEO Resume

### 2013

MATENETWORKS Corporate Representative  
Google marketing planning operation

01

Infinio Corporation Representative

04

Various app planning and development,  
operation management and viral promotion

08

Office expansion in Joyang-dong,  
Sokcho-si  
Bukseorak Agriculture and Fisheries  
website operation management and  
contract signing

09

Signed a joint operation and online  
marketing contract for mobile games  
with HandaSoft

10

### 2015

Establishment of Mate Telecom  
Telecommunications business expansion

01

Acquired board game operated by  
Reputed Co., Ltd.

05

Signed an industry-academia  
cooperation MOU with Yangyang  
Girls' High School

07

### 2016

RPF Game, Classic Board Game,  
Mobile Image Solution, Beauty Community,  
Multinational Community,  
Masterpiece Community, Region  
Based Information Travel Guide Service,  
Law Advisory Solution, Reward Solution,  
LBS, Google Marketing  
Expansion into various contents,  
Development and delivery of local service board  
games in China

01

Distribution of 'Seorak Road', a  
free promotional platform for  
small businesses to revitalize the  
Seoraksan Mountain commercial  
district in Gangwon-do

08

Community App iOS  
development and  
distribution

10

Office opened in Indonesia

11

### 2017

Office opened in Yanji, China  
Seoul Gangnam branch opened

01

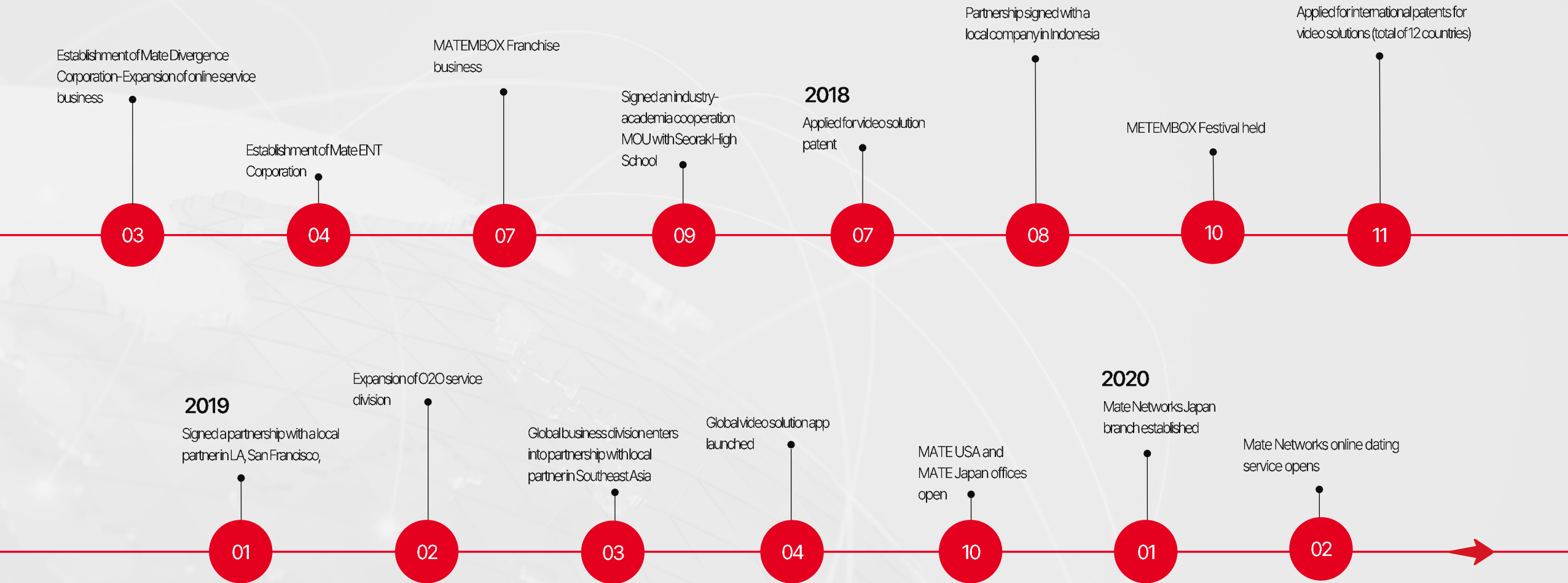
Establishment of Mate Convergence-  
Expansion of online viral marketing business  
Joynamu (Eumjoogamu) operation and online  
marketing contract concluded  
Development of sports result analysis  
program, development and operation of  
information sharing community

08

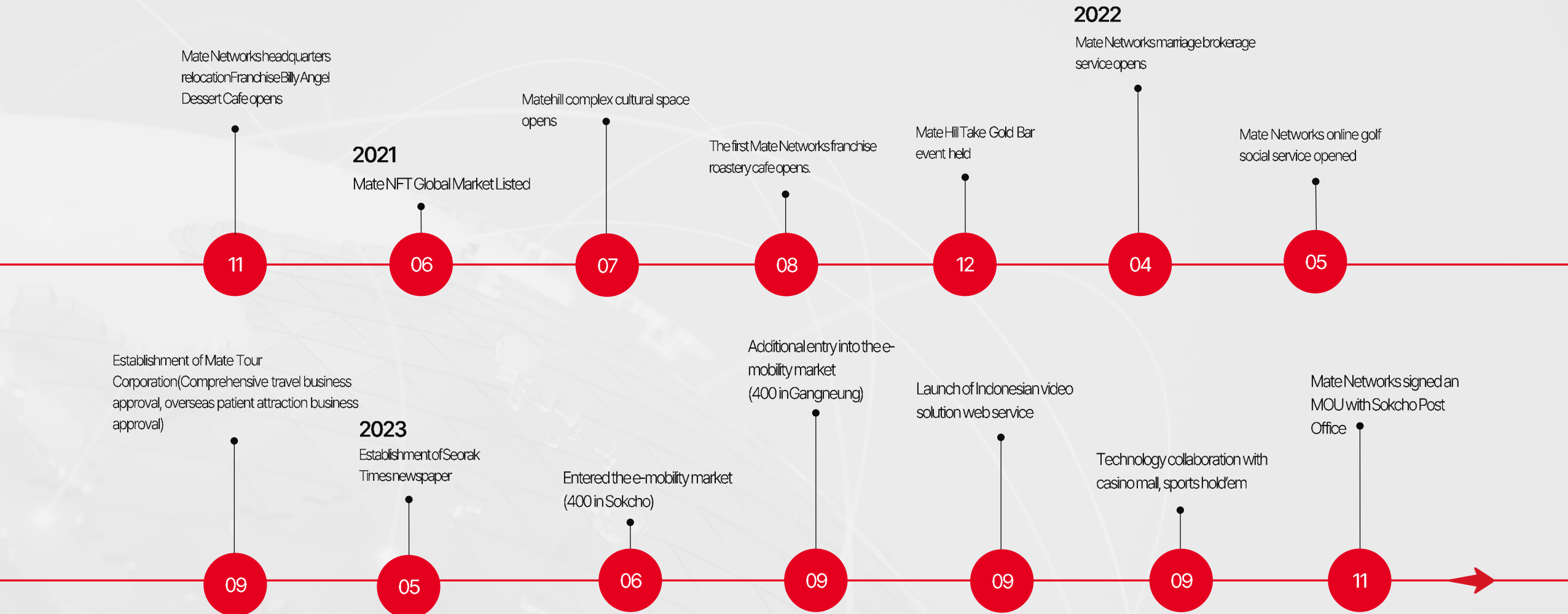
CPA Advertising  
App, Money  
making app Cash  
Mart Distribution

12

## 11. CEO Resume



## 11. CEO Resume





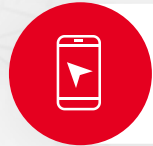
### Google-related online app store marketing

Google Marketing



### Viral marketing, Online marketing

Marketing



### Location-based services Eumjoogamu

LBS



### Reward Solution Cashmart

Reward Solution



### Region-based information guide app street view

Region Based Information Travel Guide Service



### Luxury Community Luxury Talk

Masterpiece Community



### Beauty Community BeautyTalk

Beauty Community



### Global Community Service Worldtalk, Livetalk

Multinational Community



### Law Advisory Solution LawnWith

Law Advisory Solution



### Hongame

Classic Board Game



### Gold Mine

RPG Game



### Mobile video solution

Mobile Image Solution





## 14. About Subsidiaries



### MATE Divergence

#### Media division

We organize/plan/produce the most appropriate killing content tailored to rapidly changing media.

Mate Networks competes as the most reasonable media system in a rapidly changing market where online and offline combining together.

Media Broadcasting Planning

Media Content Configure

Media Production

Media Solution Development

MATEMBOX Development

O2O Online to Offline



### MATE Entertainment

#### Entertainment division

We foster broadcasting, entertainment, BJs, creators, etc. and plan various broadcast contents.

We provide highly effective content using various media platforms, produce broadcast advertisements accordingly, and create business opportunities through partnerships with broadcasting talent.

Management

Broadcasting BJ Upbringing

Creator Upbringing

Broadcast Content Planning

Entertainment Planning

Broadcast Advertising Production



### MATE F&B

#### Food division

We carry out distribution, sales, branding, and marketing through a partnership structure with domestic distribution manufacturers.

We supply safe and healthy food at the most reasonable price, expand our business area, and analyze consumption habits to market in the optimal way.

Food Distribution

Food Sales Planning

Build Business Brand

Food Business Marketing



2024



# Thank you

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🌐 [www.matenetworks.co.kr](http://www.matenetworks.co.kr)

