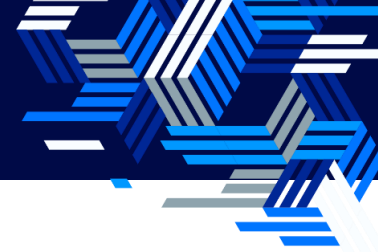


TOBESOFT

Premier Digital Transformation (DX) Solutions Expert

INVESTOR RELATIONS
2024. 04.





Premier DX Solutions Experts

No. 1 UI/UX Development Platform

KOSDAQ listed company

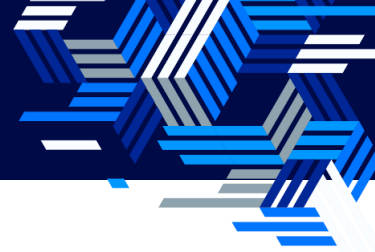
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In this presentation, "forecast information" is our internal analysis and estimation and is relevant to future events. It refers to the company's future management/financial objectives expected at this point and includes words such as "(E)", "Forecast", "Plan", "Goal", and "Expected".

The above "forecast information" is written as of the date of creation. It is affected by future changes in the business environment and contains uncertainty. This can lead to significant differences in what is stated or implied in the "forecast information" and future performance.

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Company Overview



DX Solutions Expert No. 1 in the domestic market for UI/UX development platform

Founded in 2000, Tobesoft is a top provider of DX solutions and the first company in the UI/UX development platform industry to be listed on KOSDAQ.

its over 23 years of technology and customer experience We have launched Nexacro N, Xplatform, and the miPlatform in the UI/UX solution market. We have about 7,000 domestic and international deployment cases.

We develop AI-enabled and innovative technologies through extensive research to create business value for our clients.

We are constantly challenging ourselves to innovate in technology and to lead a global software market.

Company Name	TOBESOFT Co., Ltd.
Founded	July 1, 2000
CEO	Kyong chan Lee
Capital	39.2 Billion KRW (As of the end of 2023)
Revenue	43.0 Billion KRW (As of the end of 2023)
Business Area	Software-related/Blockchain-related Business
Location	Intops Bldg., 617 Bongeunsa-Ro, Gangnam-Gu, Seoul, Korea
Website	www.tobesoft.com
Tel	02-2140-7700



Company History & Awards



Company History

Challenge

2000 ~ 2010

2010. 06. Listed on Kosdaq(079970)
 2009. 10. Xplatform launched
 2007. 08. Nominated Top 100 companies in Red herrings Asia award
 2003. 11. MiPlatform v2.1 launched
 2000. 07. Established Tobesoft Inc.

Change

2011 ~ 2020

2017. 09. Released Nexacro Platform 17
 2014. 04. Released Nexacro Platform 14
 2013. 12. Established Nexaweb US
 2013. 03. Released Xplatform 13
 2012. 04. Established a subsidiary in Japan (Tobesoft Japan)

DX (Digital Transformation)

2021 ~ Present

2023.11. Released Nexacro N v24
 2023. 07. Released Chatbot Service / Nexa Assist
 Nexacro Sketch / Nexacro Tutorial
 2023. 01. Launched Tobemall cloud service
 2022. 12. Launched AI dance app developed by Tobesoft
 2022. 06. Launched Nexacro Expert Training Course
 2021. 09. Released Nexacro N

*DX: Digital Transformation

Company Awards



Awarded the 'Web Award Korea 2023' Winner(14.12.23)

Awarded the '10th Korea's IT Architecture Contest(27.11.23)

Awarded the '8th Global Commercial SW'(10.11.22)

CONTENTS



01

UI/UX

02

AI Development

03

Cloud Development

04

Misc.

Chapter 1

UI / UX



What are the UI/UX?



What are the UI/UX and how do they differ?

UI (User Interface)

Definition

- A visual element that a user directly interacts

Objective

- Enhancing the appeal of products or services

Examples

- Graphic layout, color schemes, fonts and other design elements

UX (User Experience)

Definition

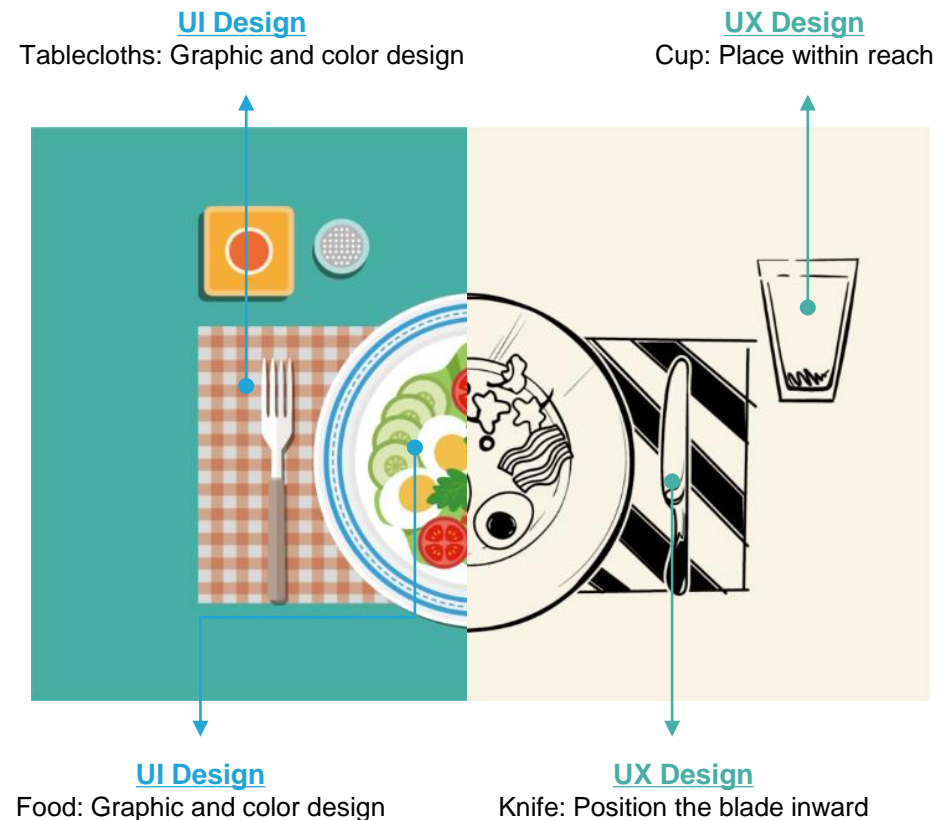
- User experience refers to the interactions and impressions that users acquire when using a product or service

Objective

- Making a product or service easy to use

Examples

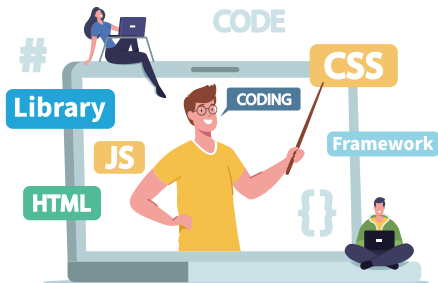
- Including button placement, interactions, and the transfer of sequence of information



UI/UX development platforms

UI/UX dev't platform Nexacro N: The software that intuitively designs screens like PPT

Developers



Fast and easy



Rapid convergence of new tech in trends



Universal template & components



CEO



Get down to biz. quickly



Reduce costs

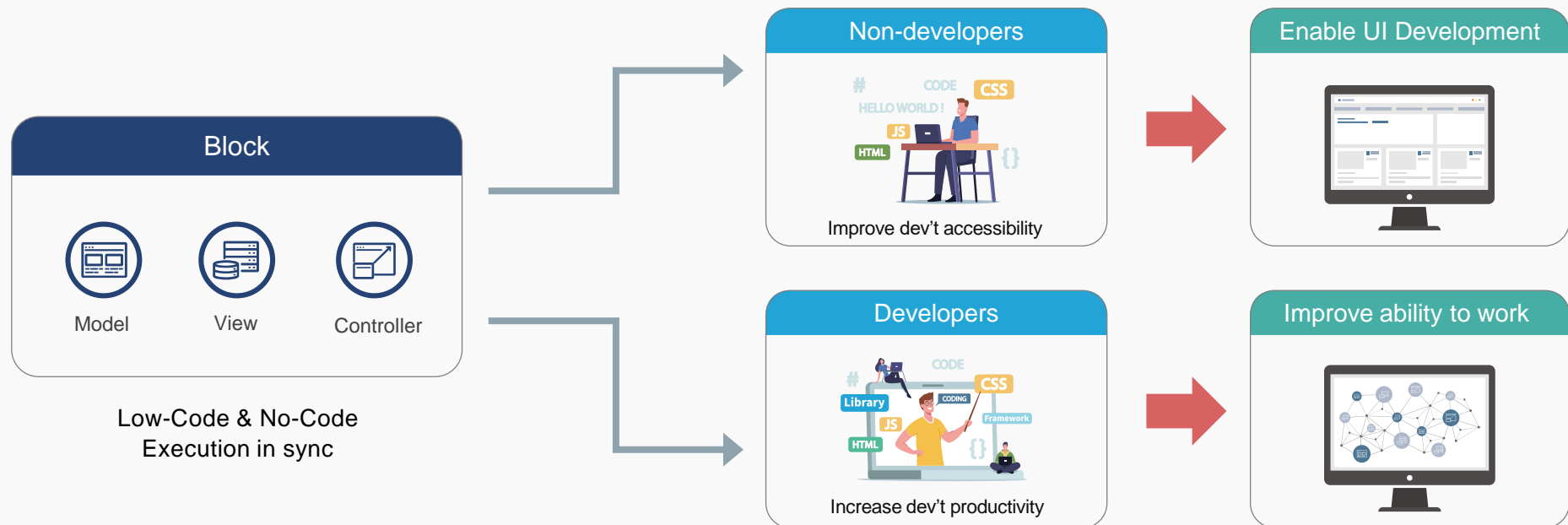


Quality assurance

Core technologies



QuickCode: The art of coding by putting blocks together like Legos



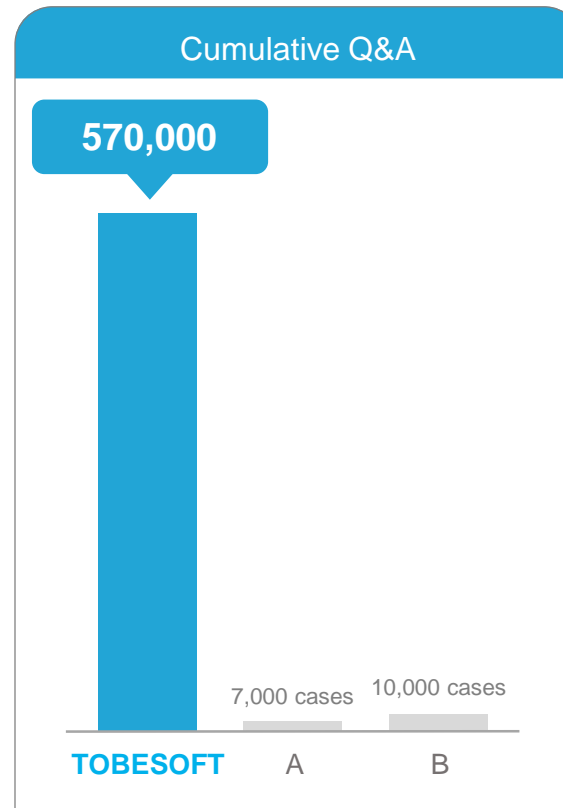
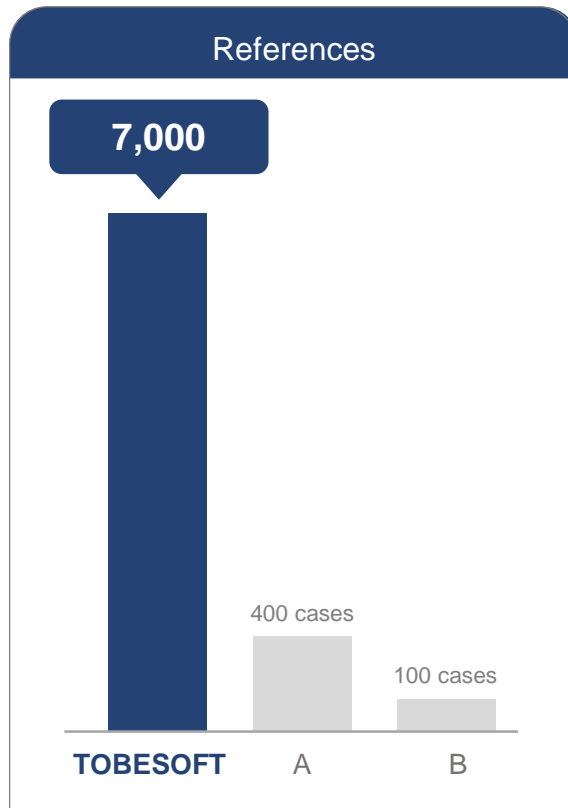
*Low-code: A development environment designed to simplify the coding process so that software can be developed quickly

*No-code: A development environment that allow users to design or use application without knowing a programming languages or coding

Core Competencies



Over 23 years of experience and trust with our clients



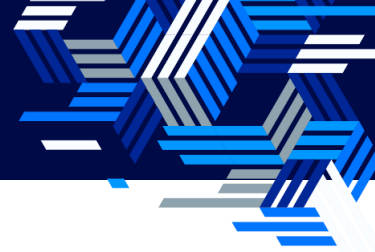
Open 24/7 CS support
(More than 40 full-time engineers are in ready to serve.)



Support remote consultation - Onsite Support
(Resolution provided by proficient IT developer
With over decade of experience in UI/UX.)



Support Web performance tuning
(Technical support for issues and performance
improvements when building web environment.)



Aligning objectives with the advancements in information and communication technology

aPaaS



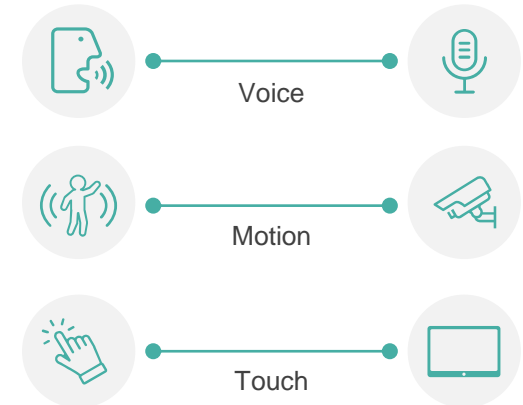
- Convert existing products to the cloud
- Expand customer pool by launching subscription base

Intelligent UI



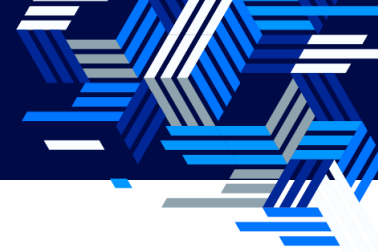
- AI-driven analysis of database and patterns
- Automated User Interface (UI) Output

Beyond Screen



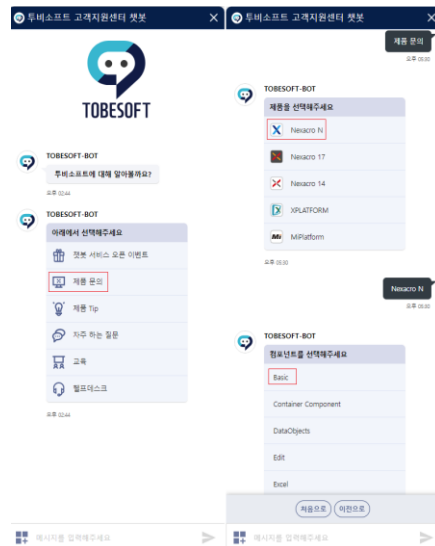
- Delivering technology convergence as sensor recognition advances
 - Common: Tools like mouse and keyboard
 - New: Voice, Gesture, VR, Internet, and more

*aPaaS : Cloud service that provides a development and deployment environment for application services



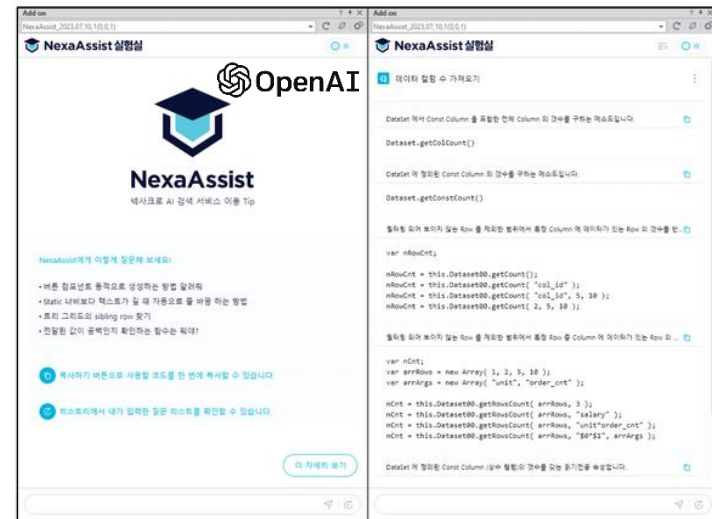
AI-powered Services Enhancing User Experience

Chatbot Service



- Chatbot service operated as a chat window
- Backed by over 20 years of support assets and experience data
- Respond to customer inquiries 24/7
- Accessible via the Tobesoft Help Center website

NexaAssist



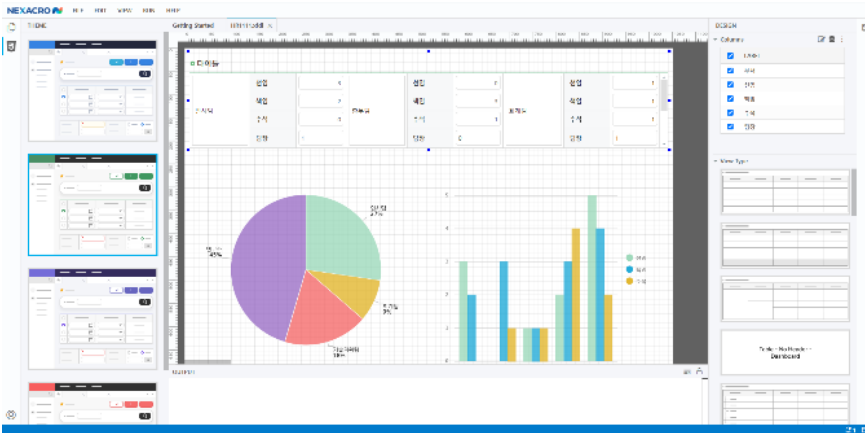
- Provide functions like Code Search and Recommendation Service by using Open AI 'embedding' technology
- Find and apply code directly in the platform
- Provide an efficient development environment

*Embedding: AI service technology applied to ChatGPT that analyzes the similarity between codes, words, and sentences according to algorithms



Cloud technology based service enhances UX for clients

Nexacro Sketch



- Provide service that allows anyone to easily develop business screens using the Nexacro Platform
- Support Web tool-based service
- Provide advanced analysis of clients

Nexacro Studio (Tutorial)

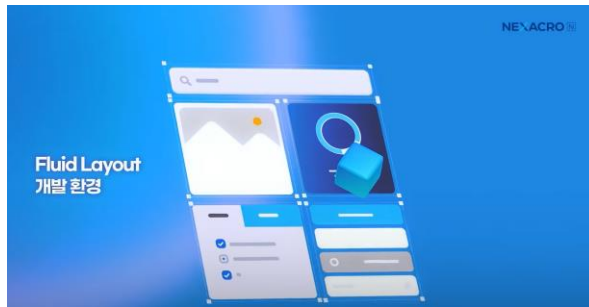


- Provide service that can be easily experienced without building a Nexacro development environment
- Support Cloud-based integrated development environment service
- Present One-stop system from build to deployment

New Technologies(3) NEXACRO N v24

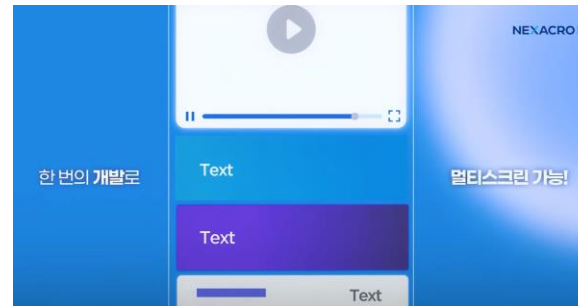


Fluid Grid Layout



- Provide significantly improved convenience in layout editing
- Support development environment for better usability
- Provide enhanced responsive functionality and design

Multi screen for Mobile Dev.



- Support content sharing across smart devices, including smartphones, tablets, and laptops
- Support multi screen functionality with a single development effort

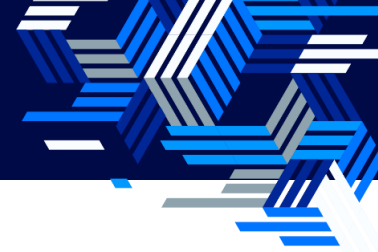
Compatibility



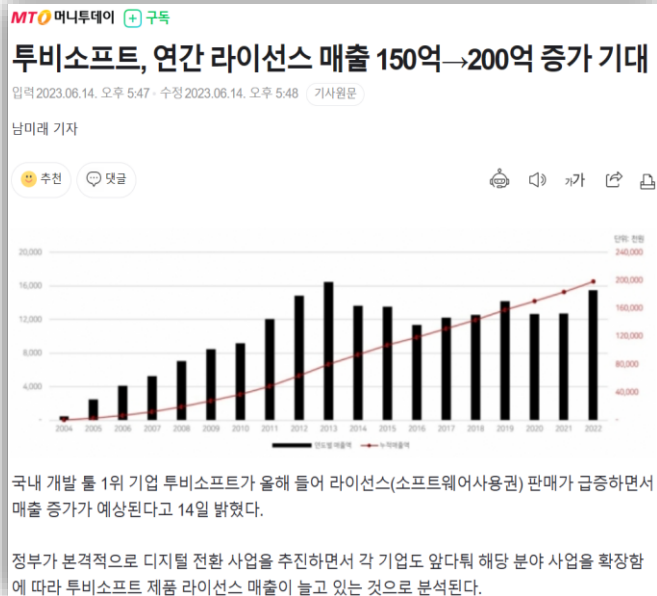
- Offer compatibility to lower version of projects without changing settings

Video clips QR Code





Licensing



- Expect to exceed over 200 billion won in cumulative product license revenue (as of Feb. 2023)
- Set a sales goal of 20 billion in annual license revenue by 2023

Tobemall Business



- Earned the 1st and 2nd upgrade projects for BuyKorea
- Promoted to 'Promising SaaS Development and Fostering Support Assignments' by the Korea Information and Communication Industry Promotion Agency



Global Business



- Participated in FIT conference in JAPAN
- Introduced successful cases of Nexacro in the global market by presenting various solutions.

*FIT:Financial Information Technology

Company



- Celebrated the 23rd Anniversary
- Awarded engineers involved with the main UI/UX development platform 'Nexacro' and application solutions (V-PASS, Tobemall) business

Over 7,000 domestic and global references,
with 86% of the Top 100 national companies counted as our clients

*based on the 2020 CEO Scorelist

Large enterprise deployments

5.5 billion KRW

Supply agreement

- Client : OO SDS Corporation (August 2022)
- Duration : Approximately 1 year
- Contents : Development of system improvements for the application of CROSS BROWSING in the electronic DX sector

Public sector deployments

3.3 billion KRW

Supply agreement

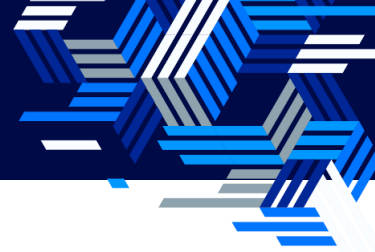
- Client : OO Local Procurement Office (December 2022)
- Duration : Approximately 1 month
- Contents : 2670/4th Gen Intelligent Nice Deployment (Infrastructure) Commercial SW (2nd)



Chapter 2

AI Development





TOBE-i Engine, an Artificial Intelligence (AI) based technology

TOBESOFT AI Lab
Development

TOBE-i
Engine

R&D on AI based
UI/UX tech.

Character
recognition



Facial recognition



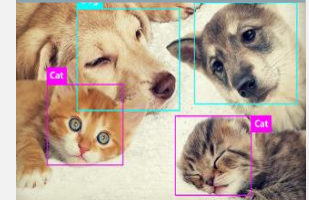
Gesture
recognition



Pose
recognition



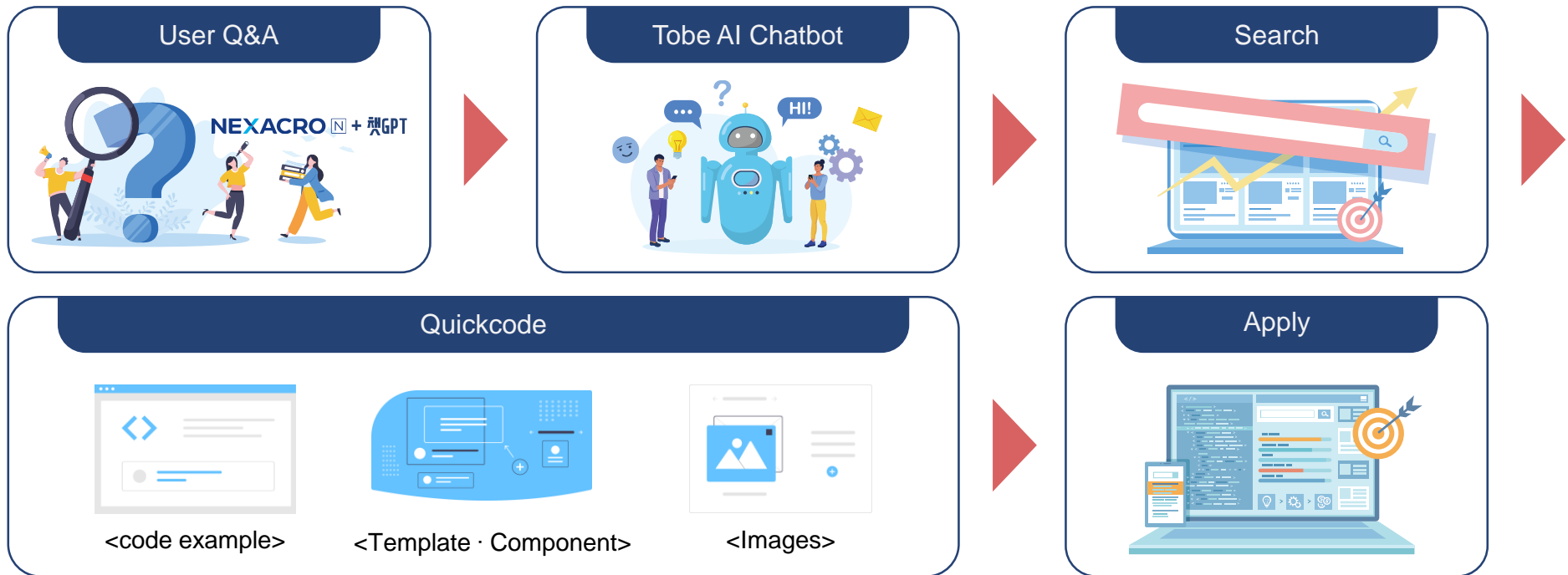
Object
recognition



AI Technology_Nexacro N + AI Chatbot



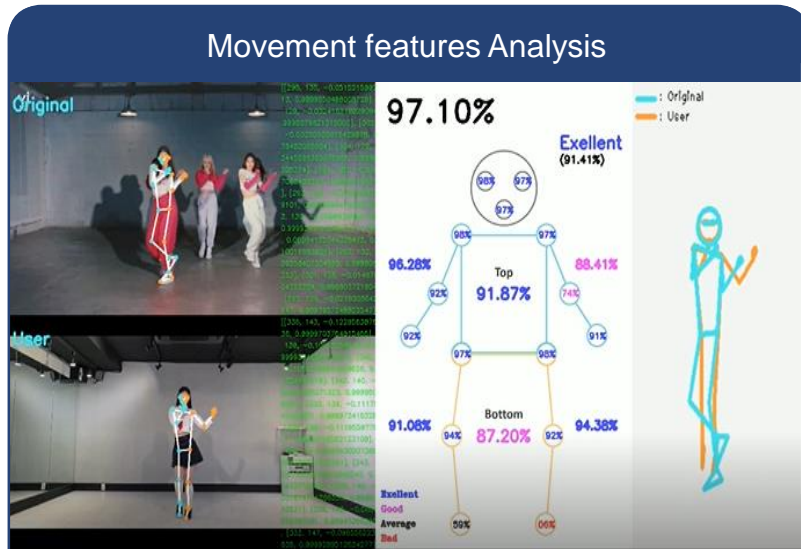
- Learning models : DB over 20 yrs of dev't experiences, Customer solution data
- Object : Increase user friendliness and dev't productivity for SMBs and startups
- Examples : Search for the required codes with an AI chatbot and apply them to development



AI Development : Gesture Recognition technology



Scoring choreographic similarity using gesture AI recognition technology



AI choreography recognition technology supported by TOBESOFT

- Advanced open pose model based on Human pose Estimation technology
- Developed by Tobesoft AI technology development team

Competitiveness

- 5-6x faster data throughput (FPS) than traditional “open pose” technology
- Fast pose recognition and data processing on mobile

Example : Launching the dance app club

- Dance app to measure choreography
- Provide AI Choreography recognition technology to partner company Tobemeta
- Launching in December 2022

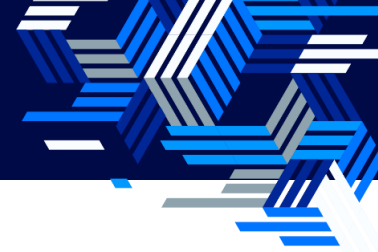


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Chapter 3

CLOUD Development

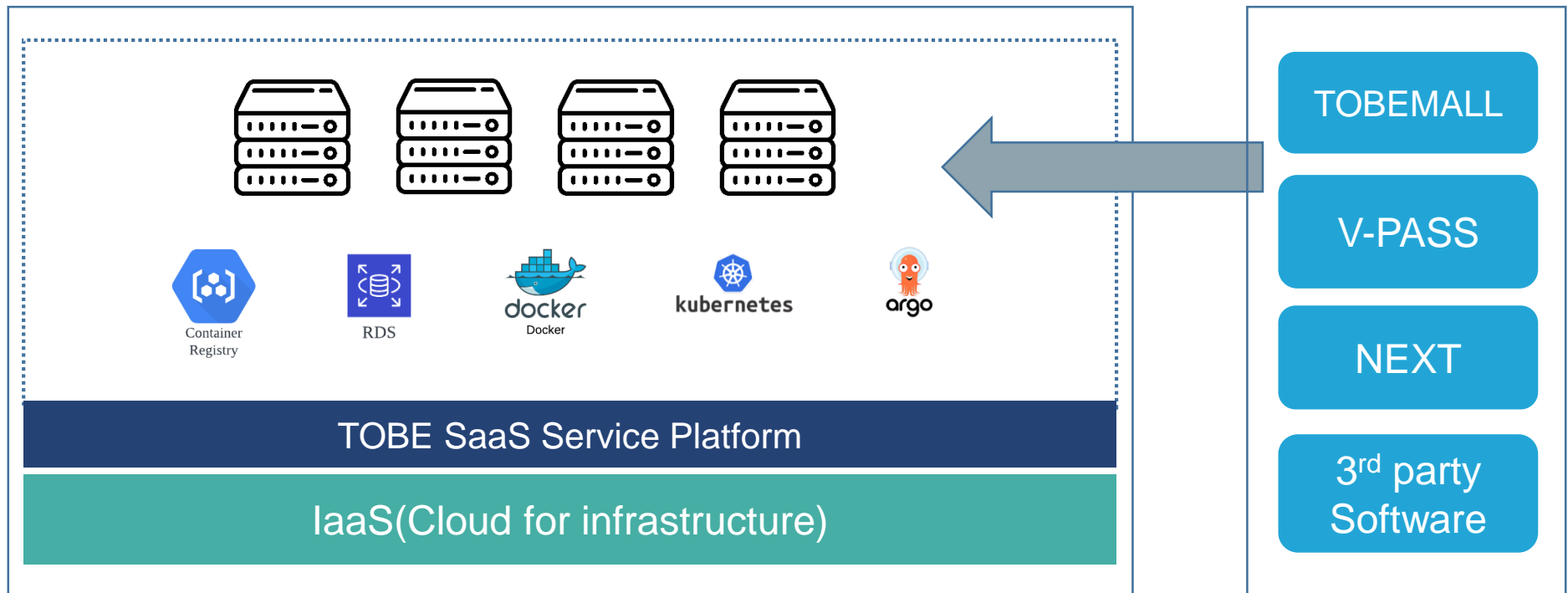




System Architecture for SaaS Services

Easily support diverse SaaS applications

Adaptable architecture utilizing container technology and both horizontal and vertical scaling



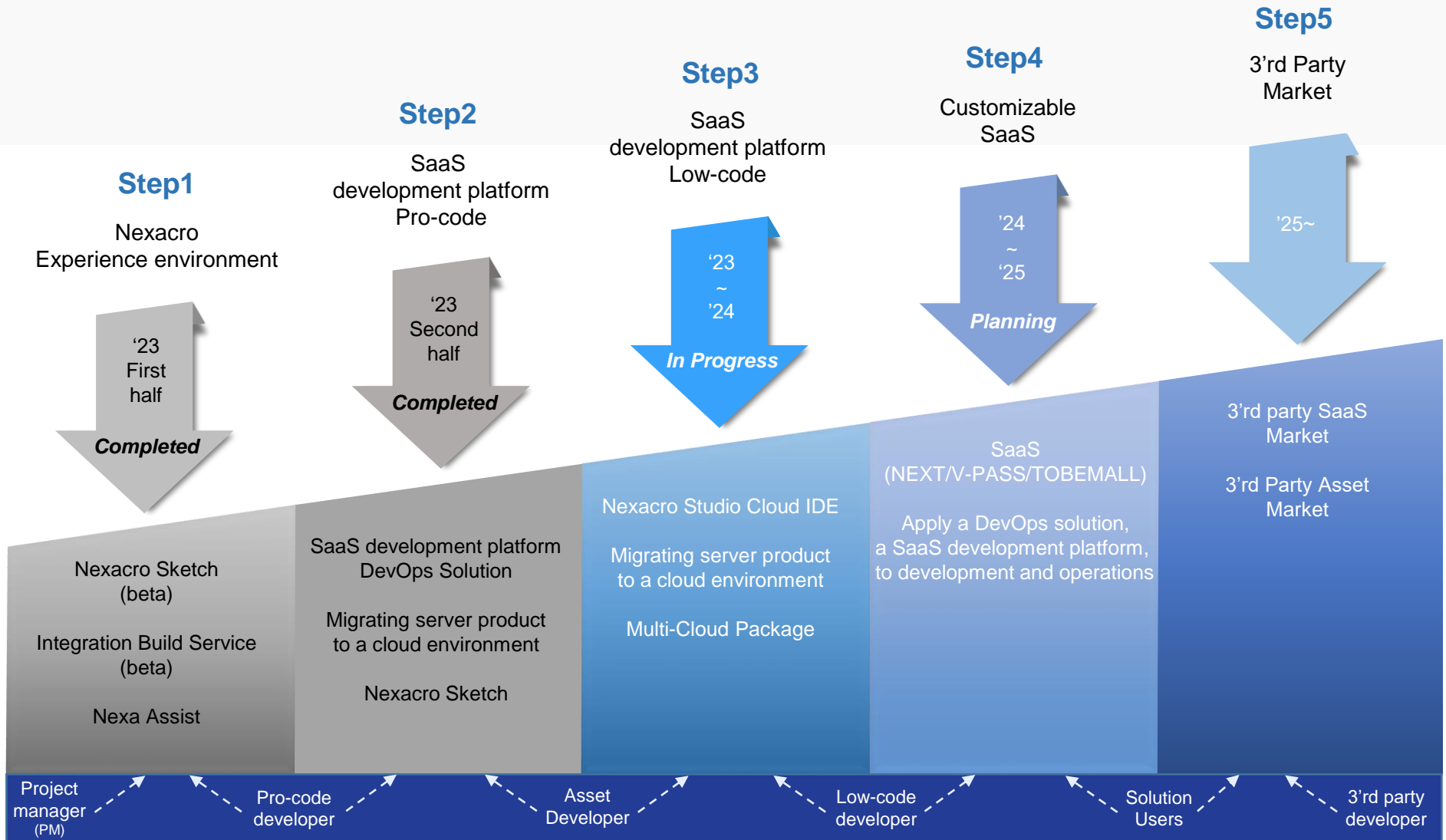


System Architecture for SaaS Services

Cloud-based development environments are packaged as solutions, Offered as installation and customization services for customer development cloud infrastructures



Nexacloud roadmap: 5 steps forward





CEO Kyong Chan Lee

“

*We strive to exceed our current position as the leading IT company in Korea and evolve into a global **DX** leader.*

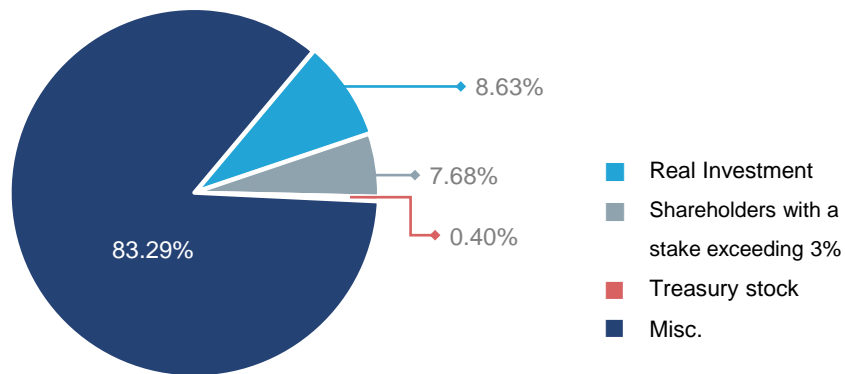
”

Key Profile

- Graduate of the Seoul National Univ. School of Law
- President of the Global Dance Copyright Association
- **CEO**, ANIFAN BTS Co., Ltd.
- **CEO**, TOBESOFT Co., Ltd.

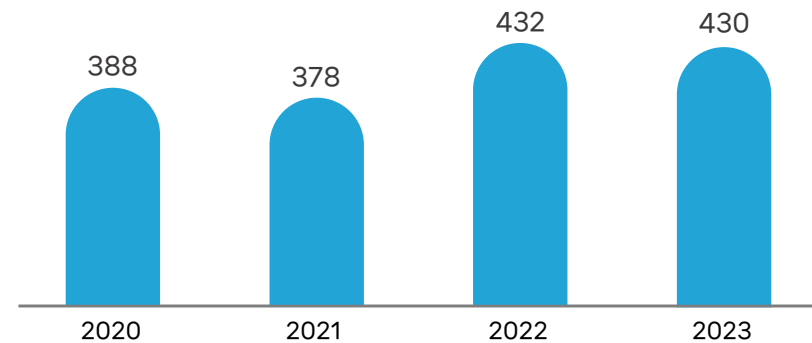
Share Structure

(2023. 12. 31.)



Sales Figures

(Unit: KRW 100 Mil, Consolidated.)



Thank you

Homepage : tobesoft.com

Support : support.tobesoft.co.kr

Community : www.playnexacro.com

Trial program : demo.tobesoft.com

Webzine : tobetong.com

Youtube : www.youtube.com/@tobesoft_

Facebook : www.facebook.com/TOBESOFTKOREA

