

**Premier Digital Transformation (DX)
Solutions Expert**

TOBESOFT

INVESTOR RELATIONS
2024.12

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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'.

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DX Solutions Expert, TOBESOFT

CONTENTS

01 Prologue

- Company Overview
-

02 Company

- About us
 - History & Awards
 - Key Businesses
 - Products
-

03 Strengths

- Competitiveness
 - Tech Support
 - Online channels
 - Market shares
 - Reference
 - Revenue
 - Global branches
-

04 Vision

- Business Goal
- AI Technology
- Roadmap

Enriching the future with DX, TOBESOFT

Prologue

- Company Overview

01

GLOBAL DX LEADING COMPANY

Korea's leading software company providing the most optimized business UX and AI convergence services



Enriching the future with DX, TOBESOFT

Company

- About us
- History & Awards
- Key Businesses
- Products

02

Enriching the future with DX, TOBESOFT

Company

Company Name	TOBESOFT Co., Ltd.
CEO	Kyong chan Lee
Founded	July 1, 2000
Business Area	Software development, supply, and maintenance
Capital	4.6 Billion KRW (As of August 2024)
Revenue	43.0 Billion KRW (As of the end of 2023)
Location	Intops Bldg., 617 Bongeunsa-Ro, Gangnam-Gu, Seoul, Korea
Tel	02-2140-7700
Website	www.tobesoft.com

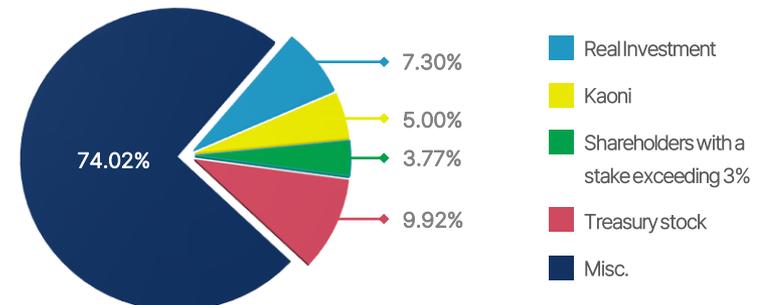
CEO



CEO Kyong chan Lee

- 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



(August 23, 2024)

History & Awards

History

CHALLENGE	CHANGE	AX(AI Transformation)
2000 ~ 2010	2011 ~ 2020	2021 ~
<p>2010. 06. Listed on Kosdaq(079970)</p> <p>2009. 10. Xplatform launched</p> <p>2007. 08. Nominated Top 100 companies in</p> <p>2003. 11. Red herrings Asia award</p> <p>2000. 07. MiPlatform v2.1 launched Established Tobesoft Inc.</p>	<p>2017. 09. Released Nexacro Platform 17</p> <p>2015. 02. Released Nexacro Platform 14</p> <p>2014. 04. Established Nexaweb US</p> <p>2013. 12. Released Xplatform 13</p> <p>2013. 03. Established a subsidiary in Japan</p> <p>2012. 04. (Tobesoft Japan)</p>	<p>2024. 09 Announced AI business vision 'Leading AX Boosters'</p> <p>2024. 05 Released TobeDevops</p> <p>2023. 11. Released Nexacro N v24</p> <p>2023. 07. Released Chatbot Service NexaAssist / Nexacro Tutorial</p> <p>2023. 01. Launched Tobemall cloud service</p> <p>2022. 12. Launched AI dance app developed by Tobesoft</p> <p>2022. 06. Nexacro Expert Training Course</p> <p>2021. 09. Released Nexacro N</p>

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)

The innovation partner to accelerate DX

UI/UX

Provide a low-code/no-code enterprise UI-UX development platform based on our unique technology.



01



DX Solutions/Consulting

Provide customized business innovation solutions & services for each customer by utilizing our unique technology and know-how.

02



03

Cloud Dev Environments

Provide a cloud-native development environment that accelerates digital transformation to help organizations work more efficiently.



04

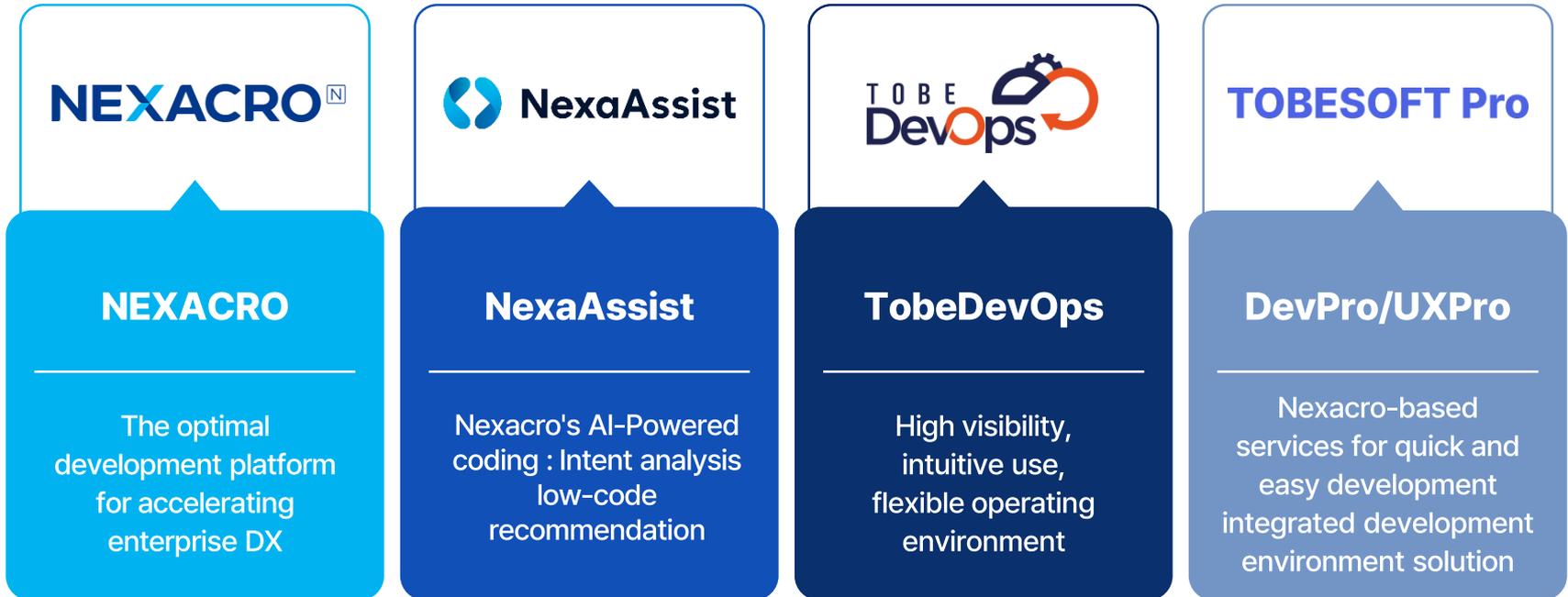
AI LAB

Deliver LLM/sLLM Combines natural language-based AI auto-coding and deep learning-based recognition technology to business value through AI.



The innovation partner to accelerate DX

Through technology convergence and business expansion, TOBESOFT provides providing various platforms and services



The optimal development platform for accelerating DX for enterprises



LOW-CODE Development Environments

Nexacro transforms development elements into nodes to realize a true low-code development environment and enable quick and easy application building

OSMU & Integrated Development Environment

One-Source, Multi-Use. Nexacro provides an integrated development environment that covers everything from development to deployment, and the UI is optimized for all OS and device environments with just one development.

High Scalability

Supports multi-execution environments and integration with various devices and provides the best environment for high compatibility with existing systems

Mobile First

With new mobile-optimized features, Nexacro delivers a more mobile-friendly development experience, enabling you to agilely respond to the mobile development demands of the market

Nexacro's AI-Powered coding : Intent analysis low-code recommendation

- 

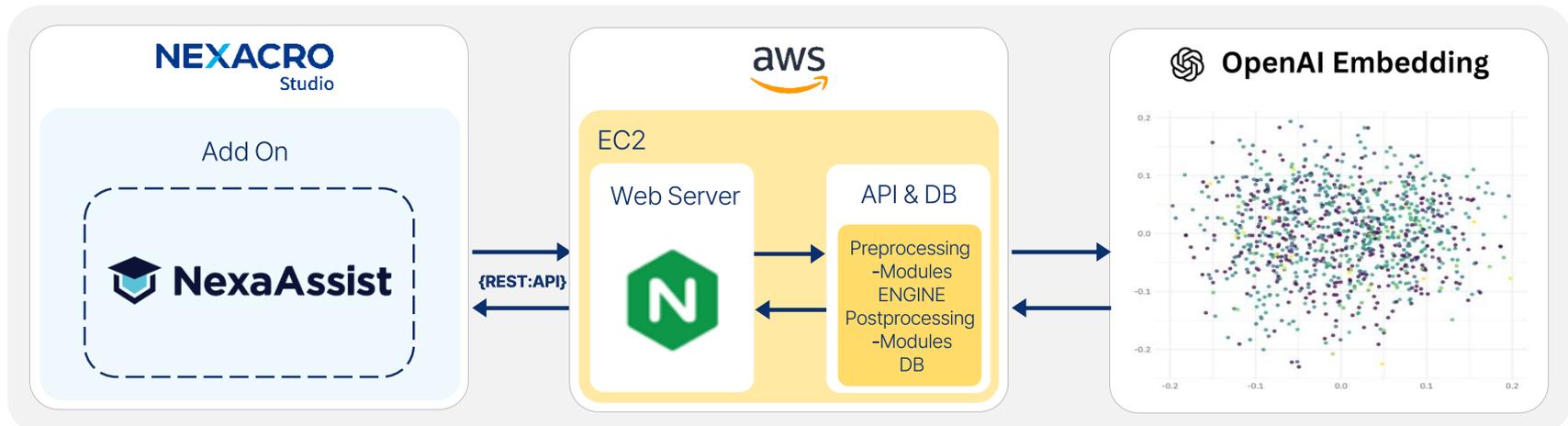
Nexacro's exclusive AI code service that analyzes intent and recommends code when developers search for what they need in Nexacro's dedicated development environment.
- 

NexaAssist uses OpenAI's sLLM and Embedding models to understand the meaning of queries and derive accurate answers



* Embedding : Techniques for finding similarities between code or sentences

▼ Configuring the NexaAssist service

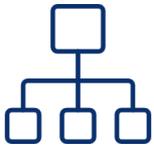


→ Request
← Response

Cloud Native One-stop Solution



Rapid cloud development and deployment



Supports a variety of service architectures



Cloud-based development



Automate CI/CD tools

Simple environment configuration, development management without learning

CI/CD pipeline that takes you all the way to deployment

Stable system management



Cloud Integration Management



Build/Operate Real-Time Monitoring



Permissions/ Resources/ Managing errors

Real-time monitoring and ease of scaling

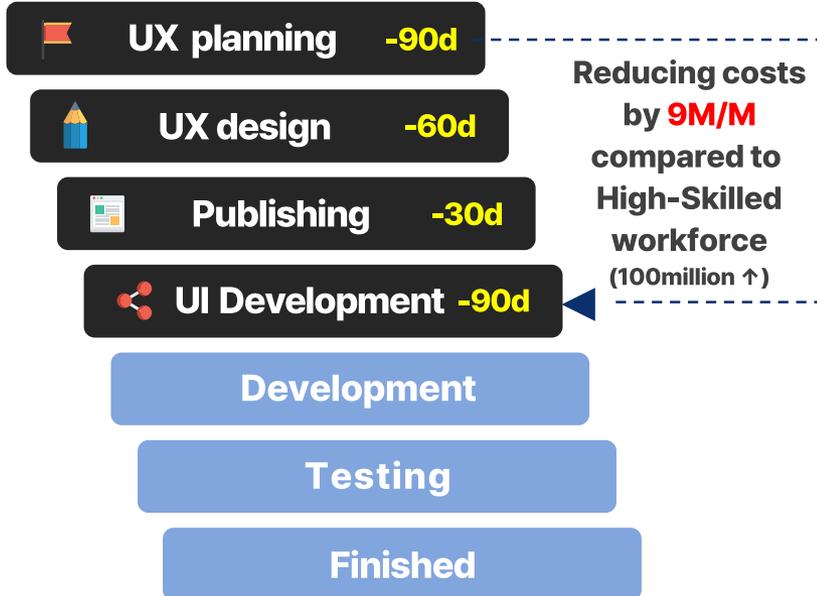
Flexible cluster configuration and operations

Easy development with Pro

Tobesoft Pro provide the ultimate efficiency

Standardized development environments and design packages reduce development time and costs

▼ Project process



Meet the Pro!

Comprehensive IDE solution

DevPro



Get your development environment ready to work right away

- Diverse environments
- Dev't Script
- Standard Design
- Com-munity
- Admin functions



Learn from real-world UI/UX designers

UXPro

Fast, flexible, and efficient customization

- Know-how from the pros
- Trendy and efficient

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Strengths

- Competitiveness
- Tech Support
- Online channels
- No.1 Market shares
- Reference
- Revenue
- Global branches

03

Competitiveness

24years



Founded in 2000, TOBESOFT was the first the first UI/UX development platform company to be listed on the KOSDAQ. we have continued to innovate technology and DX innovation specialist.

365days



TOBESOFT is the only company in the industry to operate a 24/7 call center, with expert developers with over 10 years of experience supporting remote consultations and on-site support.

147cases

TOBESOFT has been granted 35 patents and 51 trademarks, 31 overseas patents, 30 overseas trademarks, totaling 147 intellectual property rights.



60%

Developer engineers make up more than 60% of TOBESOFT's workforce, including 62 researchers in our corporate labs, so we have a proven talent pool.



(As of the end of 2023)

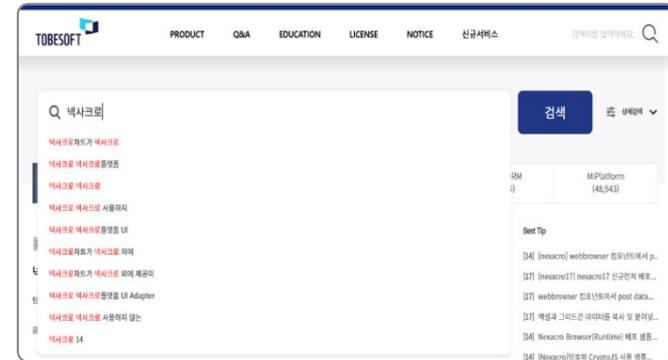
TOBESOFT actively communicates with users and students through professional training courses to educate and promote SW talents.

On/Offline training



Nexacro, a UI/UX development platform, provides regular online and offline training, as well as offline professional training courses based on real-world projects.

Online Help Desk



We actively address user concerns, averaging about 450 Q&As per month. We also share patches, courses, documentation, FAQs, tips, and more to keep you connected in real time.

TOBESOFT is leading the way in creating an IT ecosystem by running a community for Nexacro users.

PlayNexacro



PlayNexacro is a communication site for users of TOBESOFT products, where you can share information and gain insight into web-related technical information. From development to design, check out the various ways to utilize Nexacro!

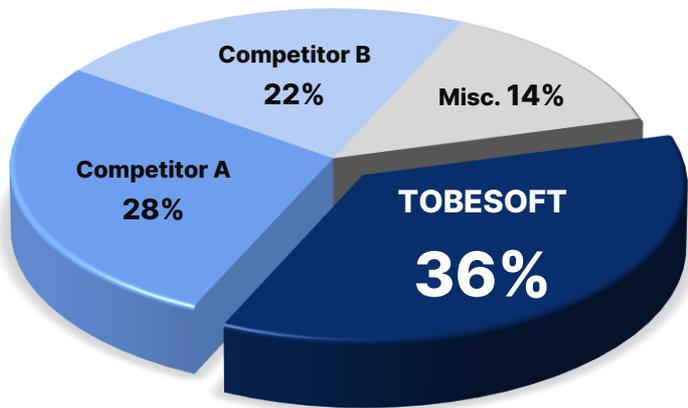
TOBETONG



TOBETONG, is the place to go for you'll find all the news and information about TOBESOFT and IT. Get an overview of industry trends Discover the news you've been missing on TOBETONG.

No.1 Market shares

TOBESOFT is the No. 1 market share in the domestic UI-UX solution market



■ TOBESOFT ■ Competitor A ■ Competitor B ■ Misc.

(2023 Consolidated Financial Statements Revenue Compliance)

Public Procurement Service
Comprehensive Shopping Mall Share

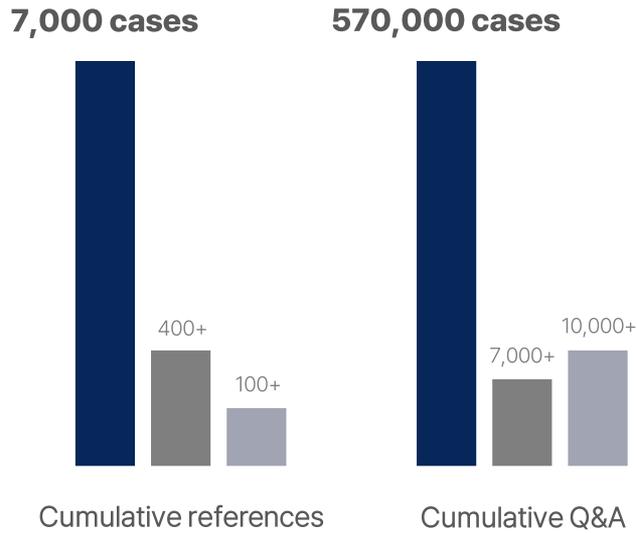
UI/UX No.1

Client	Market Share (%)
TOBESOFT	40%
Competitor A	22%
Competitor B	14%
Competitor C	12%
Competitor D	10%
Competitor E	2%

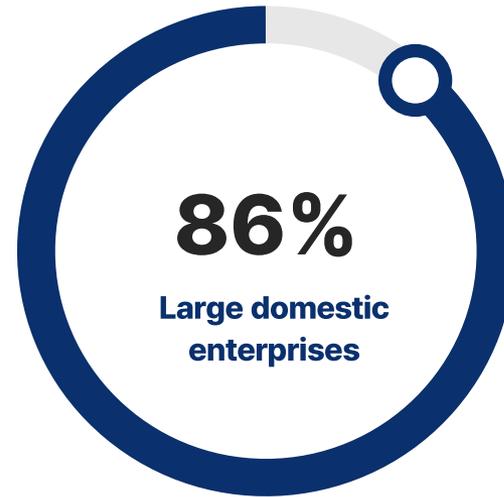
■ TOBESOFT ■ Competitor A
 ■ Competitor B ■ Competitor C
 ■ Competitor D ■ Competitor E

Reference_Korea

Over 20 years of reference & experience



86% of the Top 100 Companies in Korea are TOBESOFT clients



(Based on 2020 CEO Scorelist)



Reference_Global



 **USA**

- HP Product Lifecycle Forecasting System
- Naraseller POS System
- FNS Nexan System

 **JAPAN**

- TOBESOFT JAPAN
- Nisshin Fire & Marine Insurance
- Securities & financial companies

 **CHINA**

- Samsung SDS Corporation
- Domestic financial companies

 **MONGOLIA
MALAYSIA**

- Cheongho Nice Local Sales System
- Building a Convenience Store System

 **GERMANY**

- Establishment of Hyundai Mobis European Agency Management System

 **VIETNAM
BANGLADESH**

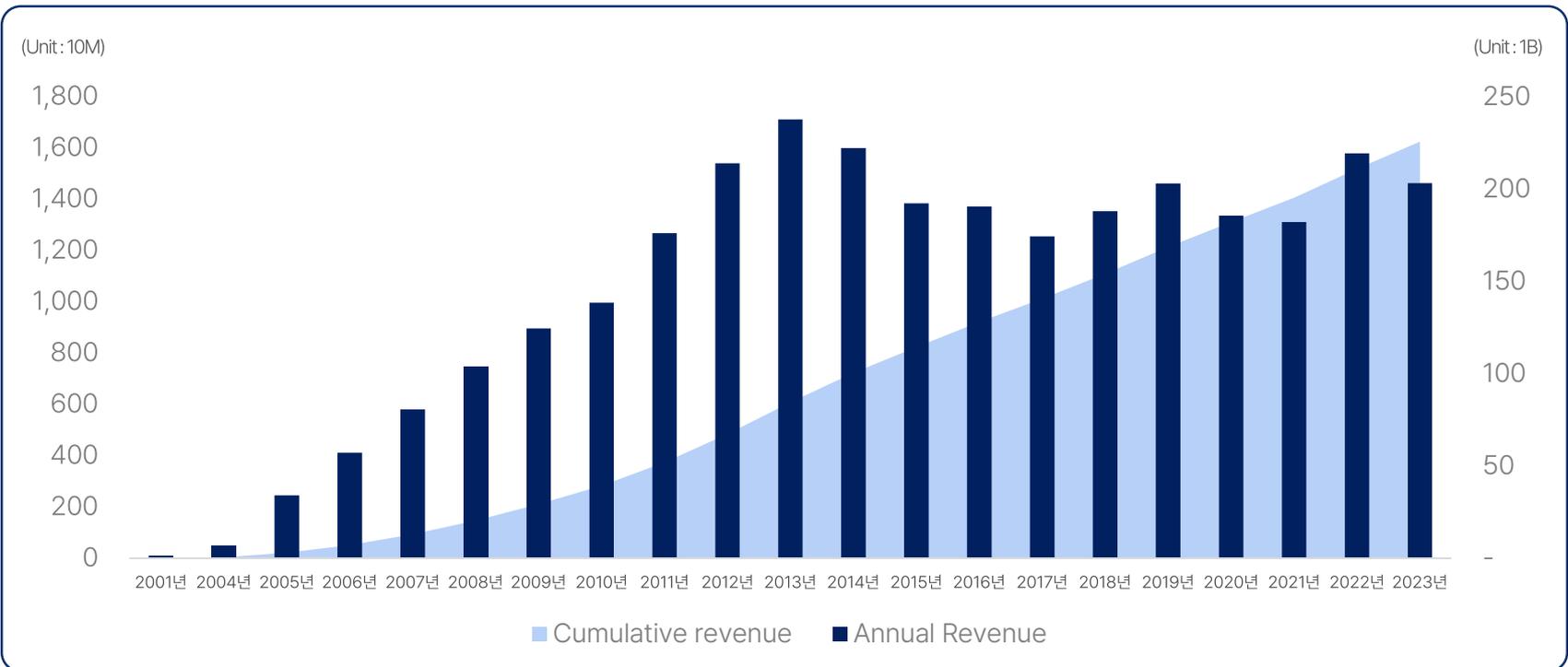
- LOTTE Property BackOffice System
- Shahjalal International Airport System

Outstanding Revenue in sales of SW License

TOBESOFT

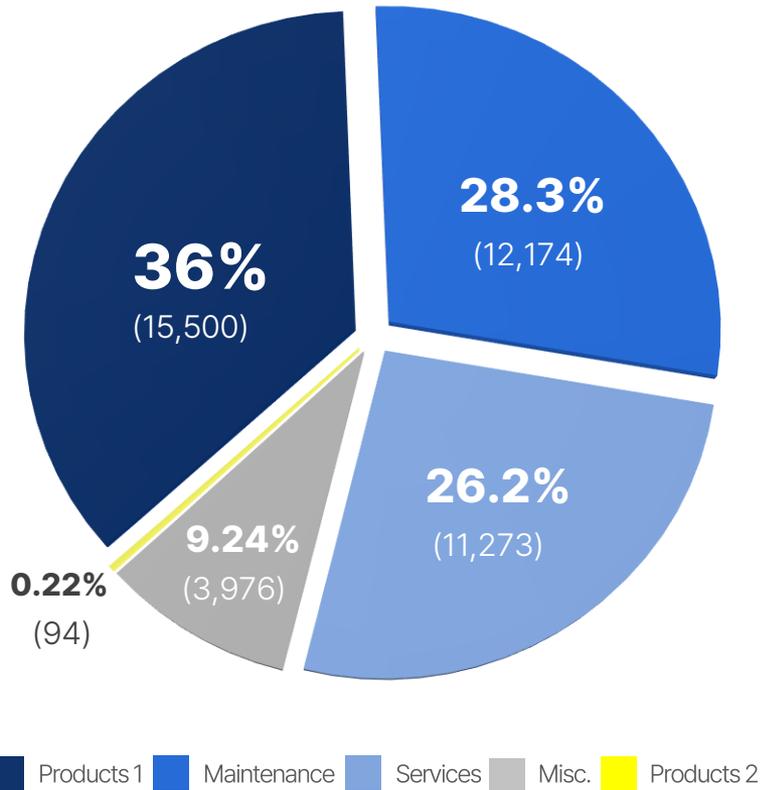
Cumulative revenue from licensing Tobesoft products exceeds KRW 200 billion

TOBESOFT has been leading the market with UI/UX development platforms representing each era from MiPlatform to XPlatform to Nexacro according to the evolving web environment, and in 2023, it became the first company in the industry to exceed KRW 200 billion revenue in sales of SW license



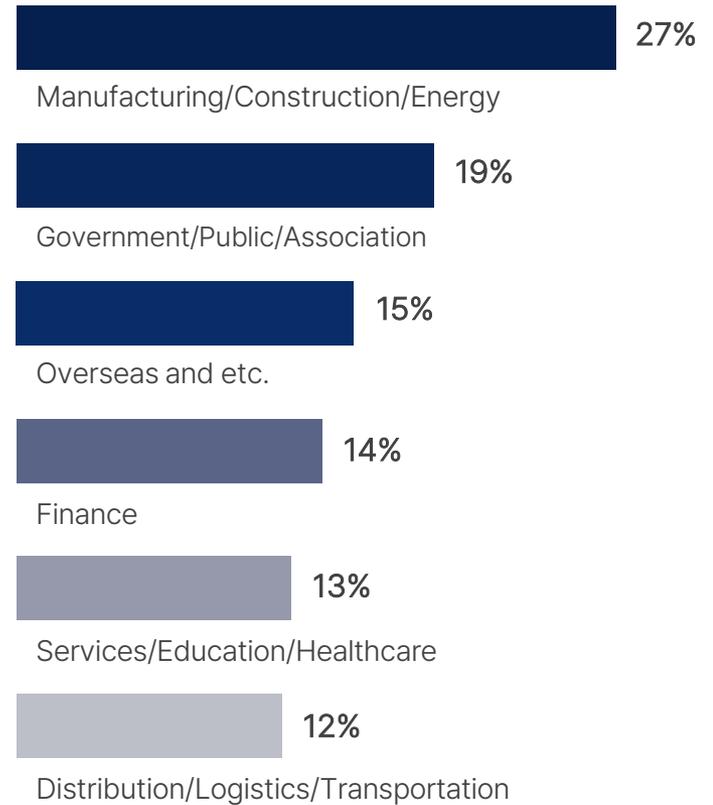
Revenue

Revenue by sectors



(Based on 2023 consolidated financial statement revenue / Unit : 1M)

Percentage by clients



(As of 2023)

Global branch_JAPAN

TOBESOFT JAPAN

Company Name	TOBESOFT JAPAN	Founded	2005.07
CEO	Kyong Chan Lee	Number of staff	15
Location	Akihabara OS Building 10F, 5-3-1 Sotokanda, Chiyoda-ku, Tokyo		
Business Area	Sale and maintain UI/UX SW development tool licenses		



<Major customers>



▲ DX Forums 2023



▲ FIT 2024



▲ Private seminar

Global branch_USA

NEXAWEB INC

Company Name	NEXAWEB INC	Founded	2014.12
CEO	Kyong Chan Lee	Number of staff	5
Location	100 SUMMIT DR. BURLINGTON, MA, USA		
Business Area	UI/UX SW development tool Nexaweb Platform license sales & maintenance		



<Major customers>



▲ Office



▲ Meetings1



▲ Meetings2

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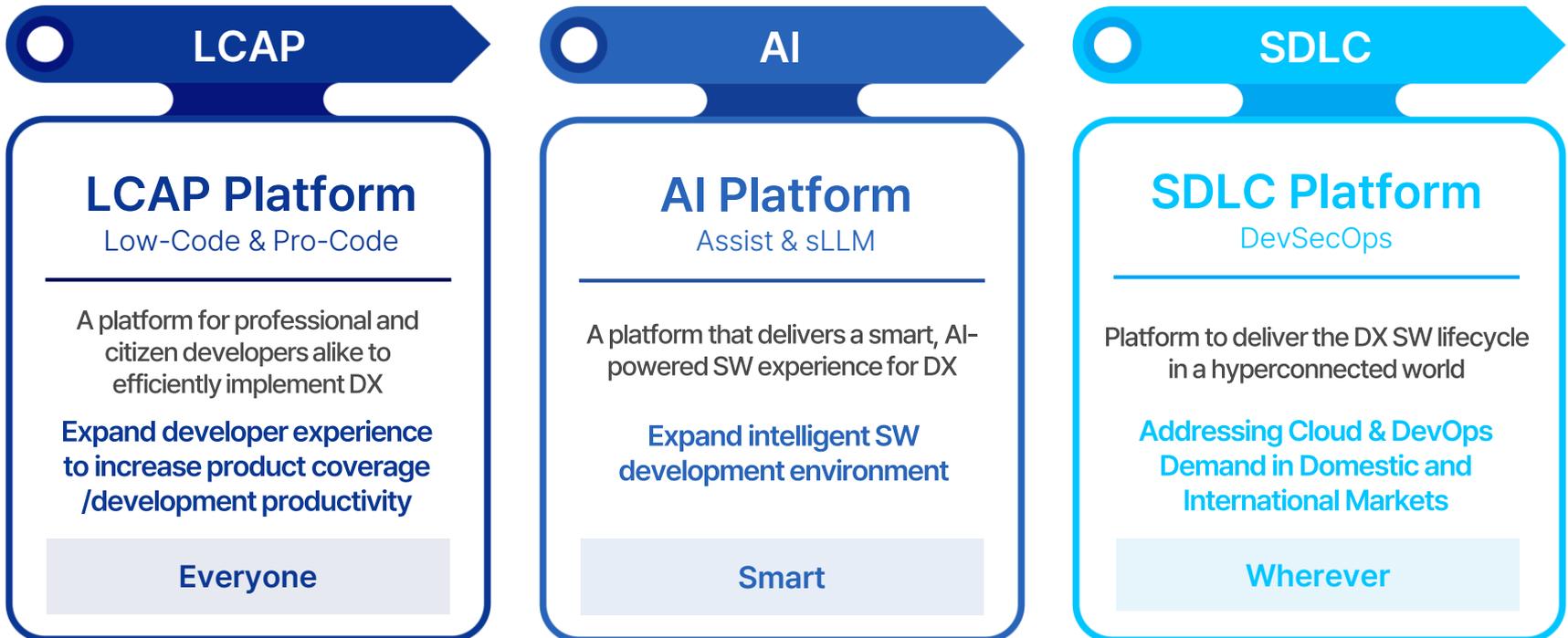
Vision

- Development Goals
- AI Technology
- Roadmap

04

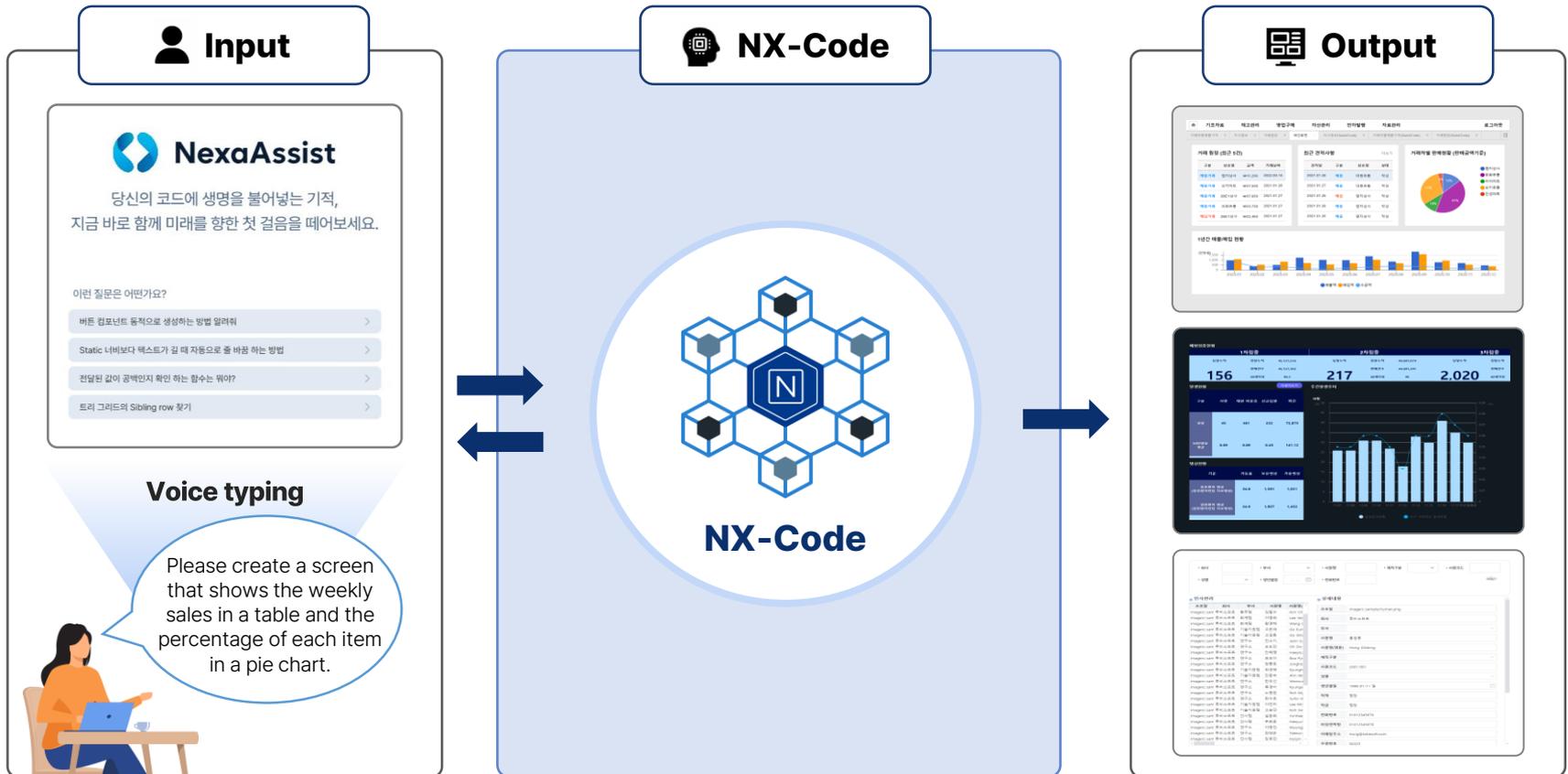
Intelligent DX platform to unlock DX value for customers

Intelligent DX Platform



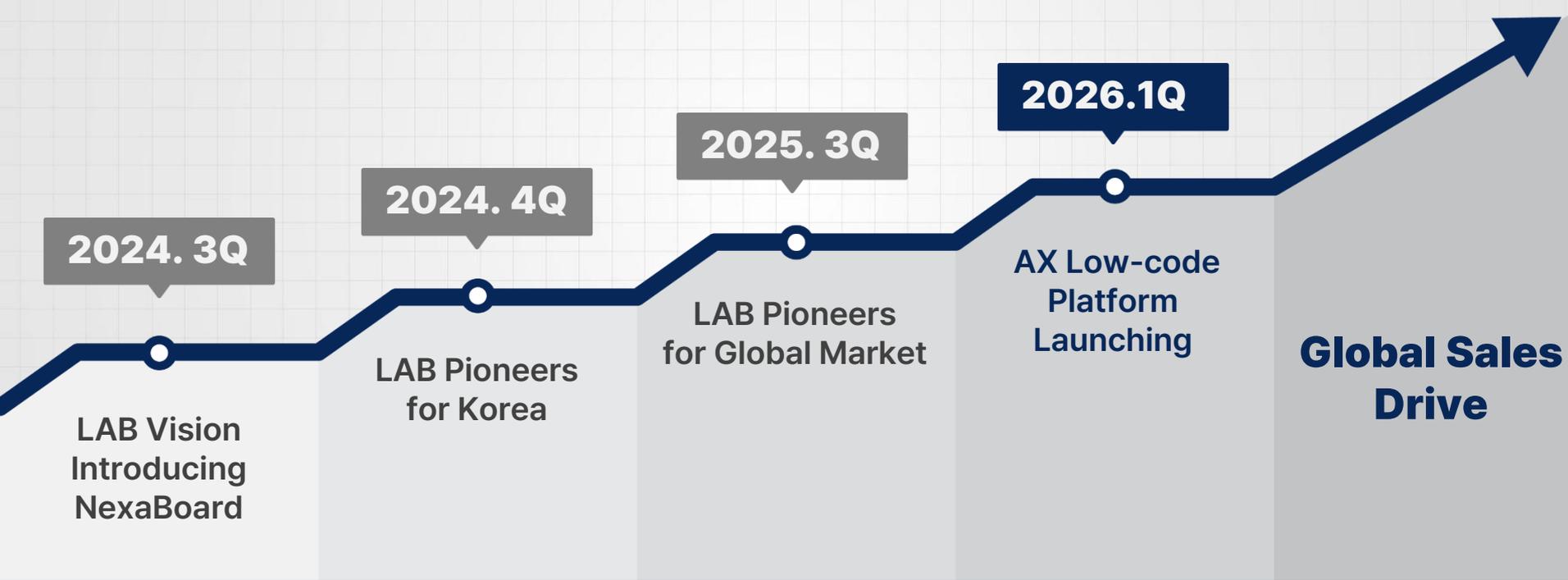
AI Technology

Harnessing our proprietary Nexacro sLLM AI, we precisely interpret developer intent and deliver context-aware code generation and guidance.



Enterprise Strategy

LAB Leading **AX** Boosters



* LAB : Leading AX Boosters

Thank you