

— Company Introduction

MATENETWORKS Company Introduction

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.

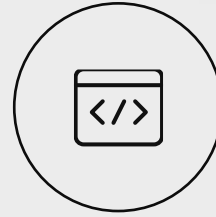
Our purpose is to plan, develop, operate, and manage high-quality mobile content.



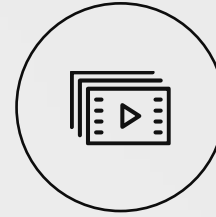
Planning



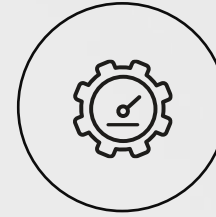
Consulting



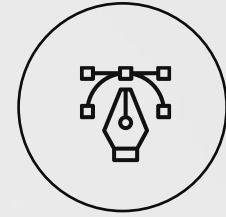
Development



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

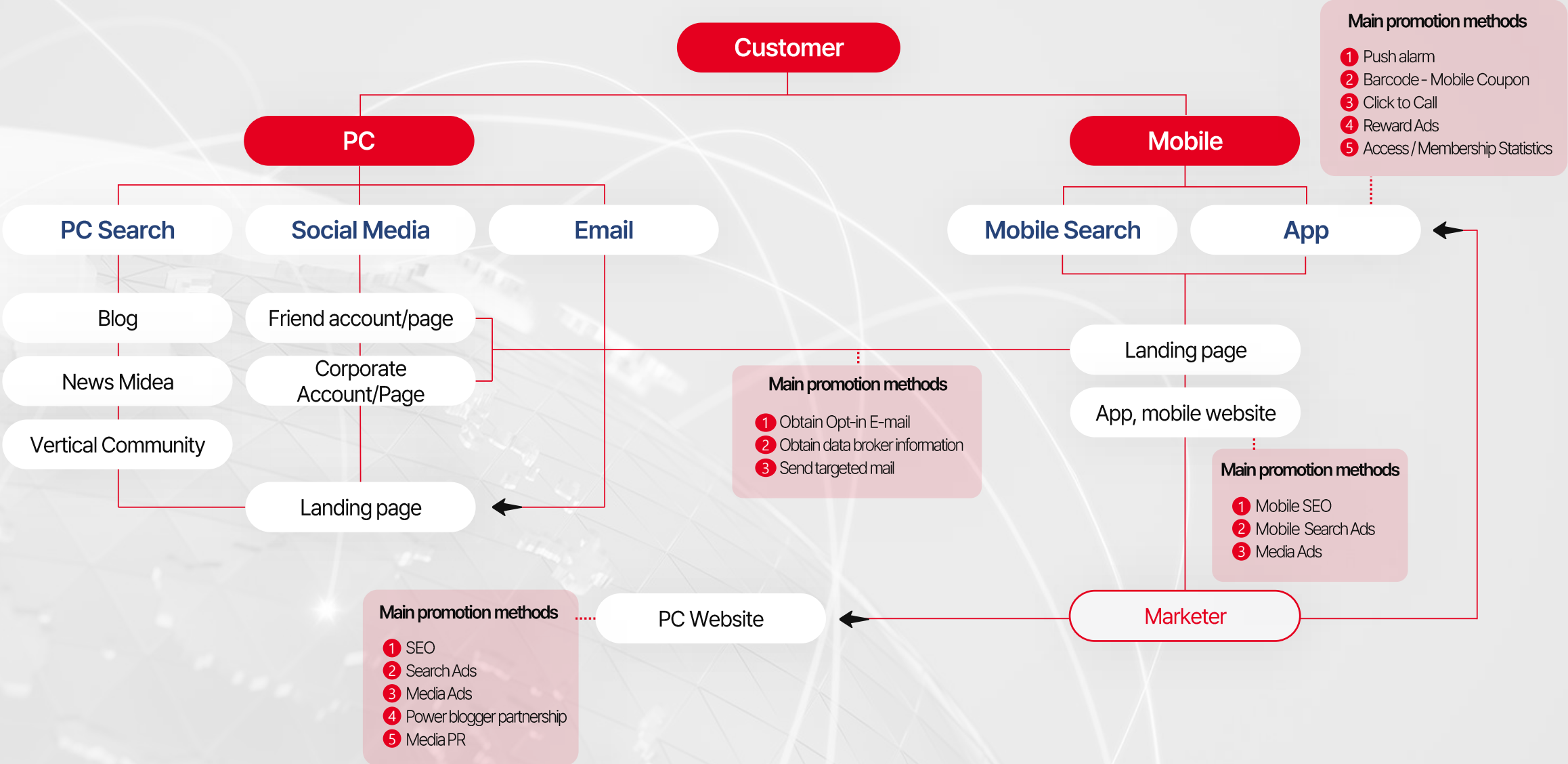
A passionate spirit of challenge and a firm sense of purpose to realize dreams.

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

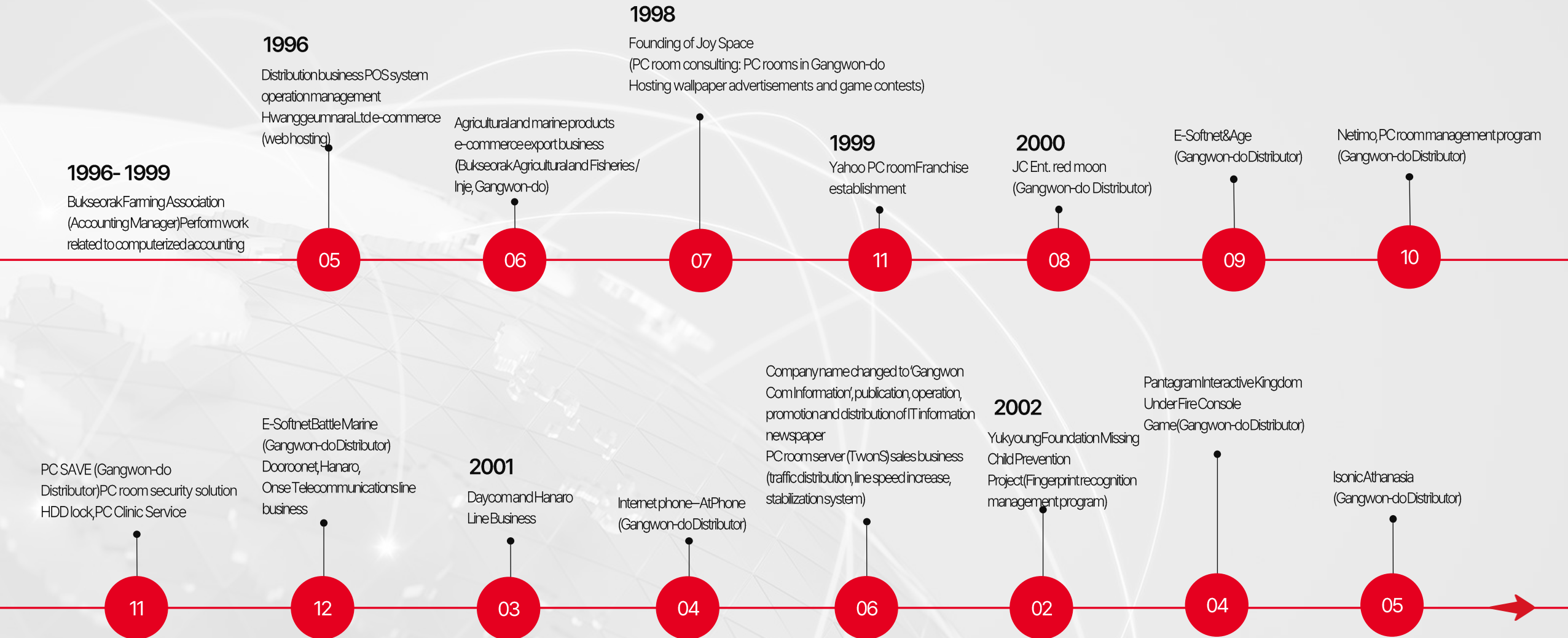
4. Contents Archiving System

Service Platform
Home Networking
U-Security Solution

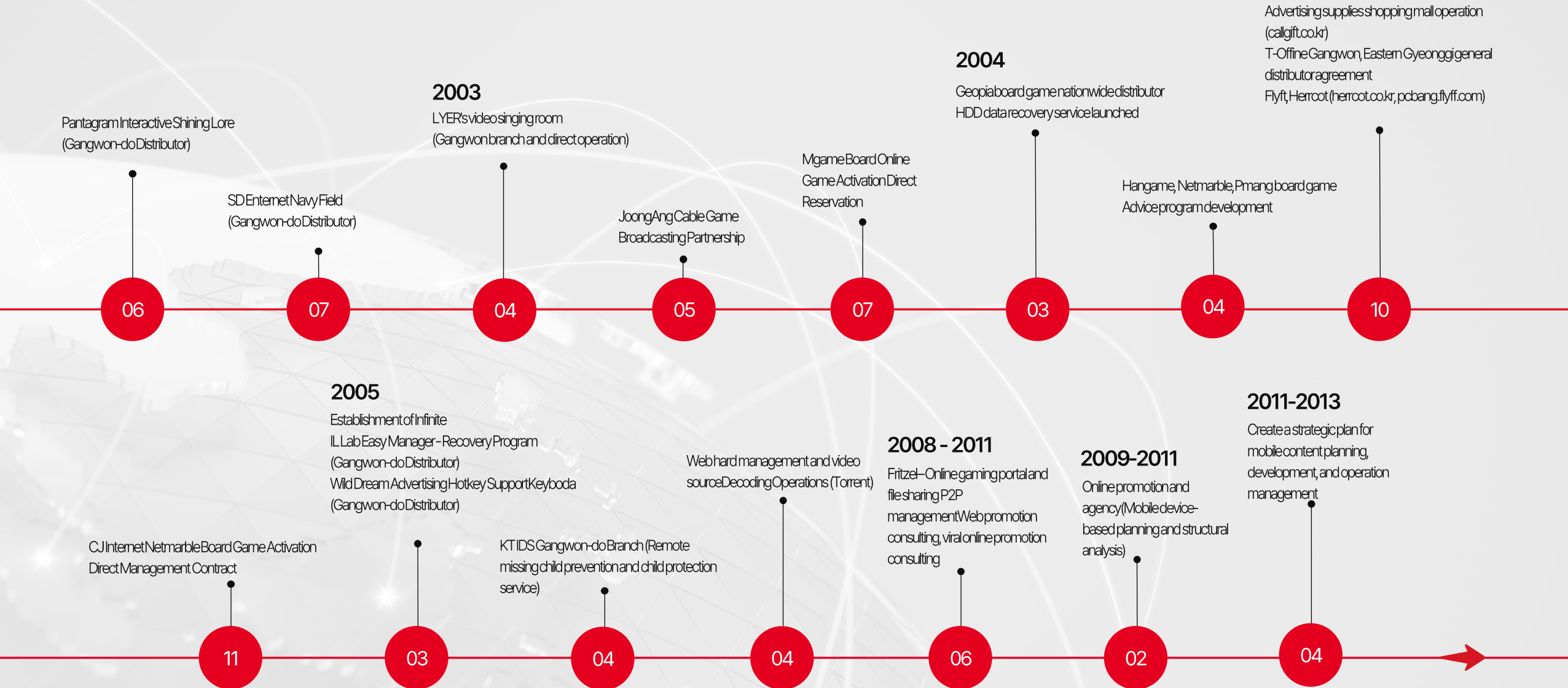
10. Development history

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

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

Establishment of Mate Convergence-
Expansion of online viral marketing business
Joynamu (Eumjoo gamu) 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

01

08

Community App iOS
development and
distribution

10

Office opened in Indonesia

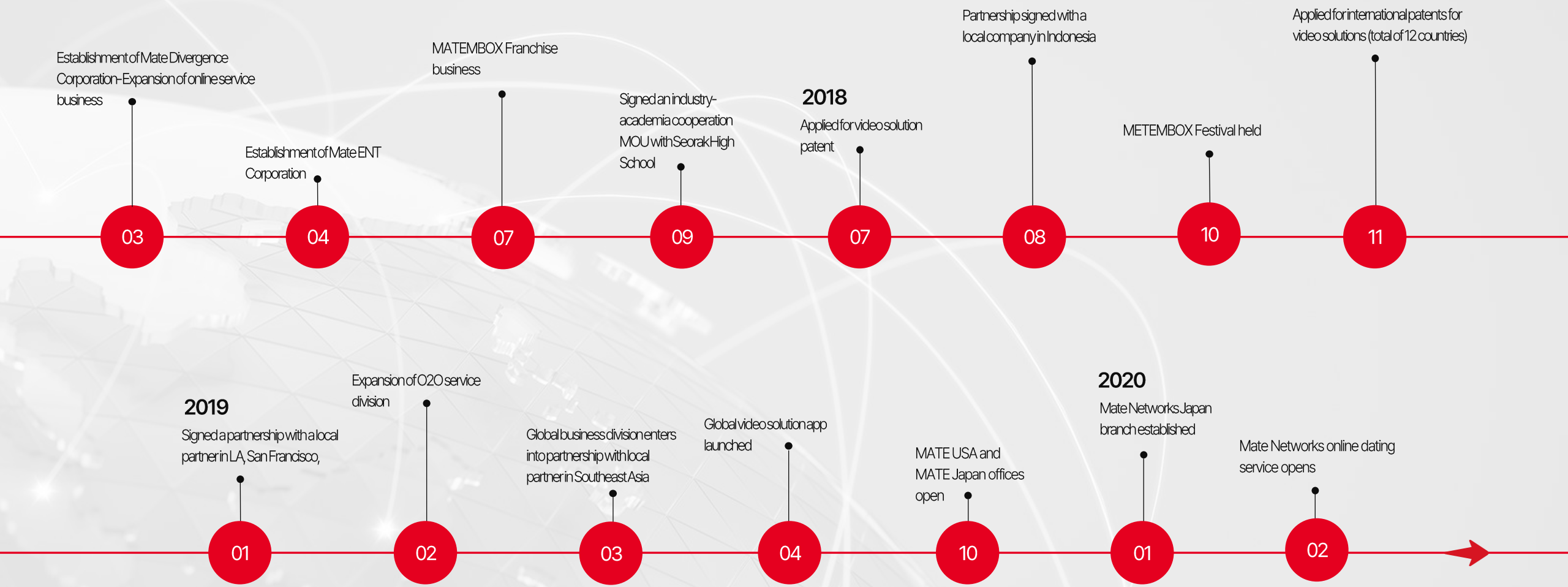
11

2017

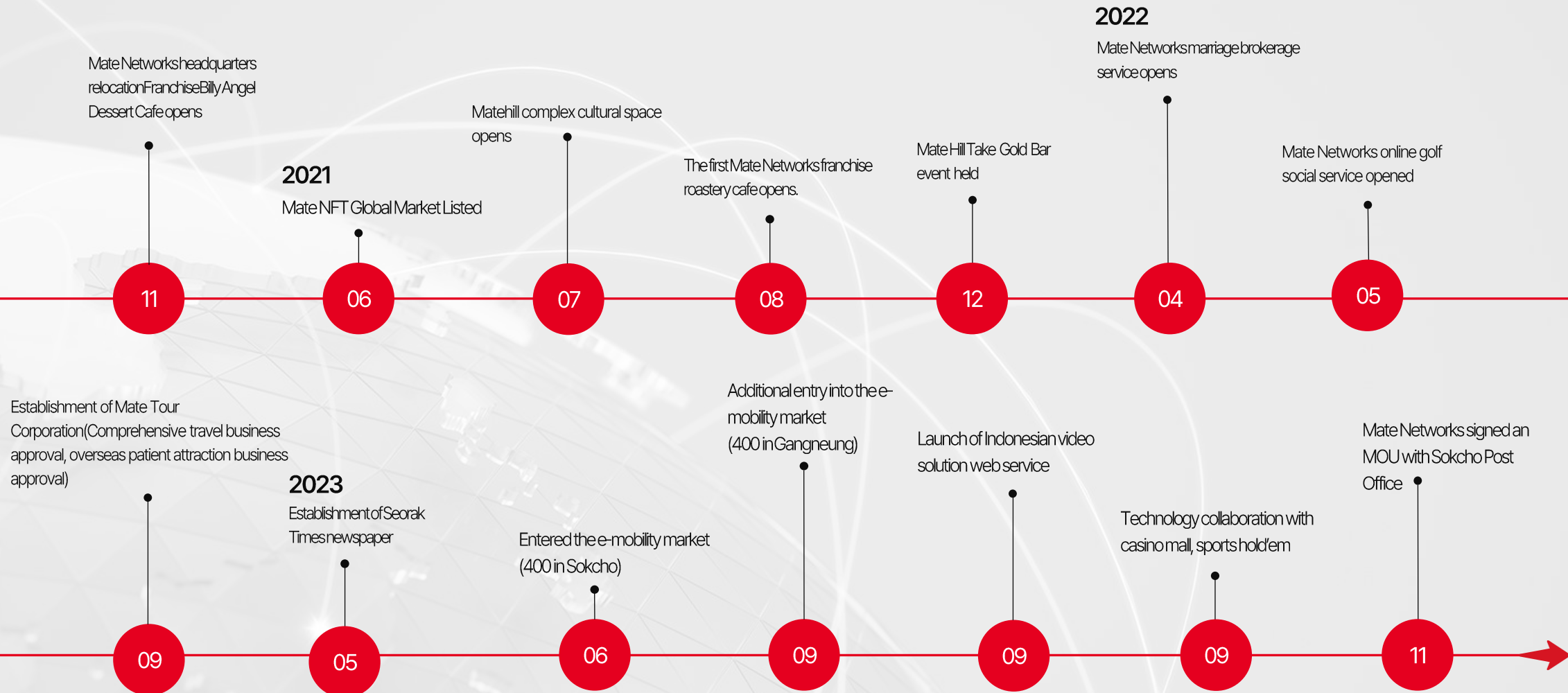
Office opened in Yanji, China
Seoul Gangnam branch opened

01

11. CEO Resume



11. CEO Resume



2024

"SlowLetter" Operation
Commemorative Stamp, Postcard:
Privately Commissioned by
Companies""Registration of 'Good
Influence Shop' at Mate Hill"

"ViewChat service partnerships with
local companies in Japan, Indonesia,
and other countries""Samsung
HomeClass' partner registration"

"Partnership with CamTalk influencers,
'CamTalker'""Branding and mashup with social
apps""Mate Hill SlowLetter open"

"Launch of the North American version
of the 'ViewChat' service"

Networks registered as an
official partner of Samsung
Electronics

Signing of an MOU with the
'ASSA' Group

Acquisition and agreement
signing with 'JAJUSTUDIO'

01

01

02

03

06

07

08



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





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



Thank you

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🌐 www.matenetworks.co.kr

