



New and Innovative Mobile Video and Photo Editing SNS global service with special editing functions. Easy editing Video and Photo for make a new create contents on smart phone. Various powerful special editing functions including Image search by color and style for global users. Free download and free using of the average editing function. Surely revenue model by payment of \$10~\$12 annual for special item editing. Big strong competitiveness than any other Mobile SNS service. Global launching for iPhone and Android phone in 2013.

## Nibox Inc.

Nibox Inc. is a mobile solution venture company in Korea. Nibox has been involved in R&D and business in mobile solutions - especially smartphone applications - for 7 years. Nibox has some killer applications that it has developed for Smartphones – a Video Editor, Photo Editor and an Online Web Video Editor Platform, as well as an Image Search Engine. Nibox has initially supplied Samsung with the Smartphone Video Editor application by license in 2006~2007 in Korea. Nibox has been preparing to launching a new mobile Video & photo SNS project in 2013.

## Market Analysis

The world market Smart phone user : 1 billion 38 million users at third-quarter, 2012.

The mobile messenger user : 1.8 billion users on Smart phone in the world

The photo SNS user : 1.2 billion users on Smart phone in the world

The video SNS user : 700 million users on Smart phone in the world

## Facebook Buys Instagram For \$1 Billion, Turns Budding Rival Into Its Standalone Photo App



Facebook has just finished a deal to acquire mobile photo sharing app Instagram for approximately \$1 billion in cash and stock. Instagram will remain an independently branded standalone app that's separate from Facebook, but the services will increase their ties to each other.  
< Monday, April 9th, 2012 >

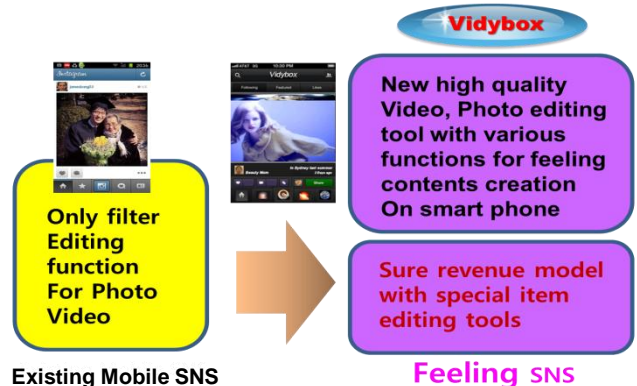
## Mobile Video SNS, <Viddy> Confirms \$36M Round from venture capitals <March.2012>



Viddy announced this morning that it has closed a \$30 million Series B funding round. The new financing comes from investors that include NEA, Goldman Sachs, Khosla Ventures, and Battery Ventures, and the round closed just a few months after Viddy raised \$6 million in a Series A round back in February.

## Vidybox - Service and Revenue model

Function	cost	reference
Photo, Video filter edit and share	Free	Unlimited use
Photo icon edit, modify edit	Free	Unlimited use
Photo search by color, style	Free	Unlimited use
Pre special item edit	Free	Use for 15days
Video letter edit	Payment Annual \$10~\$12	Free Basic editing for one time + Annual pay for Special editing
Photo slide edit		
Theme video edit		
Photo avatar edit		
Love propose video edit		
Wedding video letter edit		
Music video edit		
Photo Animation edit		
Photo name card edit		



## Unrivaled Competitiveness

Division	Competitiveness
<b>Service Competitiveness</b>	<ul style="list-style-type: none"> <li>➤ The first Mobile Video, Photo editing SNS service</li> <li>➤ High quality editing tool for Feeling video message on smart phone that have been never seen yet</li> <li>➤ Anyone can edit a new creative contents easily</li> <li>➤ Various items and the best quality editing functions</li> <li>➤ Powerful marketing by leading global mobile service</li> </ul>
<b>Technology Competitiveness</b>	<ul style="list-style-type: none"> <li>➤ High quality editing functions for video, photo</li> <li>➤ Effect, add image, animation, modify, text, filter, etc. new technology editing functions</li> <li>➤ Business partner with a Big data, clouding server system company</li> </ul>
<b>Potential Competitiveness</b>	<ul style="list-style-type: none"> <li>➤ Continuous upgrade with new items for a more powerful competitiveness</li> <li>➤ Potential competitiveness with SW program copyrights and patent in future</li> </ul>

## Road Map

Schedule	Goal	Action
<b>2013</b>	Complete project	Currently 50% completing of project
<b>2013</b>	Patent	Application for a international patents
<b>2013</b>	Go to OTC	Listing in the European OTC stock market
<b>January, 2014</b>	Launching	Vidybox SNS global service start
<b>January, 2014</b>	Launching	Photo Animation Avatar Ring service start
<b>February, 2014</b>	Launching	Super Vidytor app download start
<b>March, 2014</b>	Upgrade open	Lookeey beta version new upgrade open
<b>April, 2014</b>	Upgrade open	Uccmagic beta version new upgrade open
<b>2014</b>	2 <sup>nd</sup> Funding	2 <sup>nd</sup> funding for \$20M~\$30M from VC, PE
<b>2014</b>	Open	Open US office in San Francisco
<b>2017~2018</b>	Go to IPO	Go to IPO in Korean stock market or USA.

## FCST per Account of Years

(Unit : \$)

FCST (Optimistic)	2014 Y	2015 Y	2016 Y	2017 Y	2018Y
Sales	3,520,000	12,480,000	30,050,000	57,000,000	97,000,000
Cost of sales	100,000	150,000	200,000	250,000	300,000
Cost of Margin	3,420,000	12,330,000	30,300,000	56,750,000	96,700,000
Sales rate(%)	97.1%	98.7%	99.3%	99.5%	99.6%
Out sourcing cost	150,000	150,000	200,000	250,000	250,000
Operating cost	820,000	950,000	1,200,000	1,500,000	2,000,000
Marketing, AD cost	300,000	500,000	500,000	500,000	500,000
R&D cost	200,000	250,000	300,000	500,000	1,000,000
Server Expense	300,000	600,000	1,200,000	1,800,000	2,100,000
Total cost	1,770,000	2,450,000	3,400,000	4,550,000	5,850,000
Operating profit	1,650,000	9,880,000	26,900,000	52,200,000	90,850,000
Operating profit rate(%)	46.8%	79.1%	89.5%	91.5%	93.6%

## The Other Solutions of Nibox Inc.

<Super Vidytor> : Android phone video editor with powerful function application

<Theme Muvi> : Music Video Editor in Smart phone with various theme editing functions

<Photo Magic> : Photo transformation editor in smart phone

<Lookeey> : CBIR Image Search Engine <Lookeey> for style, color search image in online and smart phone

<Uccmagic>: Online Video Editing platform for powerful various Video editing functions in online and share



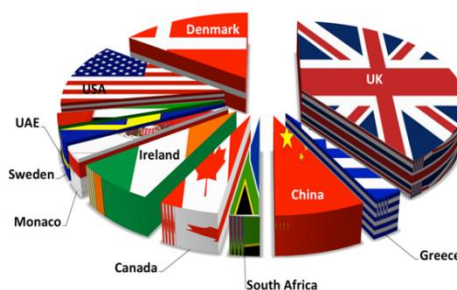
## Vision & Goal

List in the European OTC Stock Market in 2013

50 million users within 5years

\$100 millions USD sale within 5years

\$ 500 millions company value within 5years



## Management & Team



- **Sung Chu, Kang / CEO**
- Representative for Korea in Mobile Solution in Korea World-best products Fair (Finland, 2006)
- Boston University Global Technology Officer Course in 2007.
- Smartphone Applications UI plan and PD of development
- Online Video Editor platform UI plan and PD of development
- Mobile content & solution plan and marketing for 10 years



- **Byung Ha, Lee / CMO**
- Overture Korea Direct Sales team (2009)
- Yahoo! Korea Business Development team Manager (2005~2009)
- Graduated from Seoul National University (1994)
- SEM/SEO Marketing Specialist, BD Specialist
- Alliance Specialist : Samsung, LG, G-market, Auction, and B2B



- **Hoei Yul, Kim / Technical Adviser**
- Purdue Univ., Ph.D., Master of Engineering , Pennsylvania Stat Univ.
- Hanyang University(Korea), currently a professor (Dr.) Institute of Imaging Science Active (5 persons of doctoral degree, 15 persons of master degree)
- Electronic Communications and Computer Engineering specialist
- Research areas: improving image quality, content-based video analysis, pattern recognition research

## Investment Offer and Exit Plan

Investment Offer	\$100,000 ~ \$1M USD
Exit Plan	Go to list in the European OTC stock market within 2013 Push M&A with \$500M of Company value in 2015 ~ 2016 Or, Go to IPO at NASDAQ or KOSDAQ in 2017~2018 Goal for company value over \$500 millions within 5years