

New Mobile Projects New Web Projects **Business Plan**



Vision & Goal

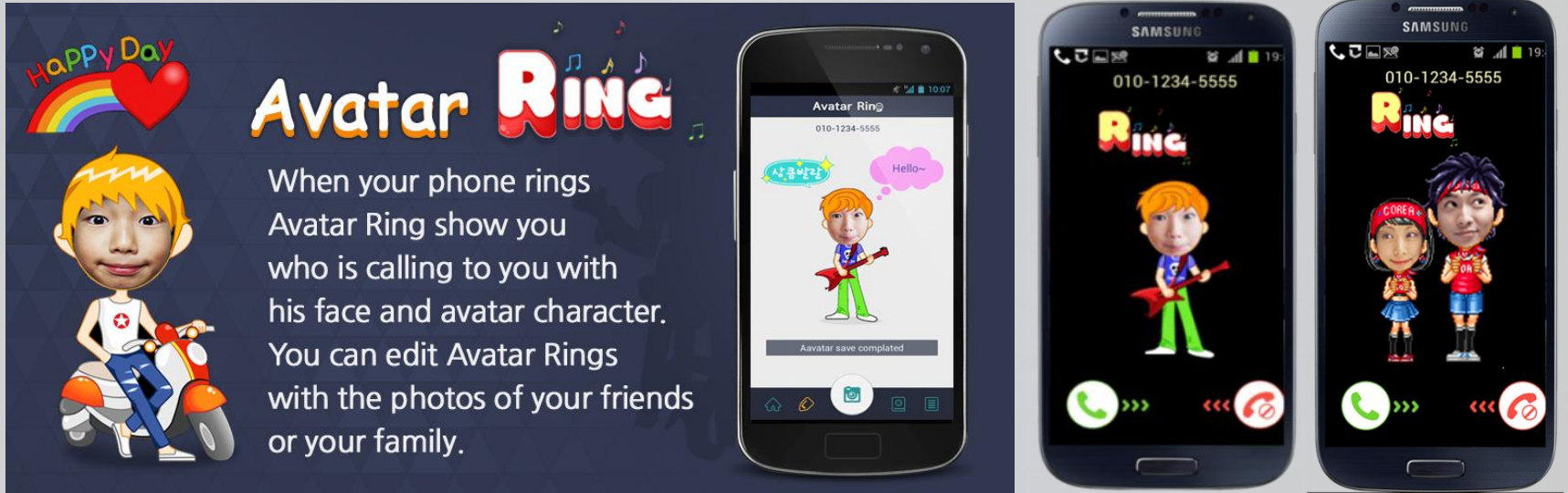
1. We service the next generation new innovative Mobile Video Messenger & SNS service
2. We make the top Mobile & Web Projects in the world
3. We get over 100 million users within 5 years
4. We make over \$100 million sales within 5 years
5. We make over \$1 billion company value within 5 years





Avatar Ring

1. Mobile App – Launched on May, 2014



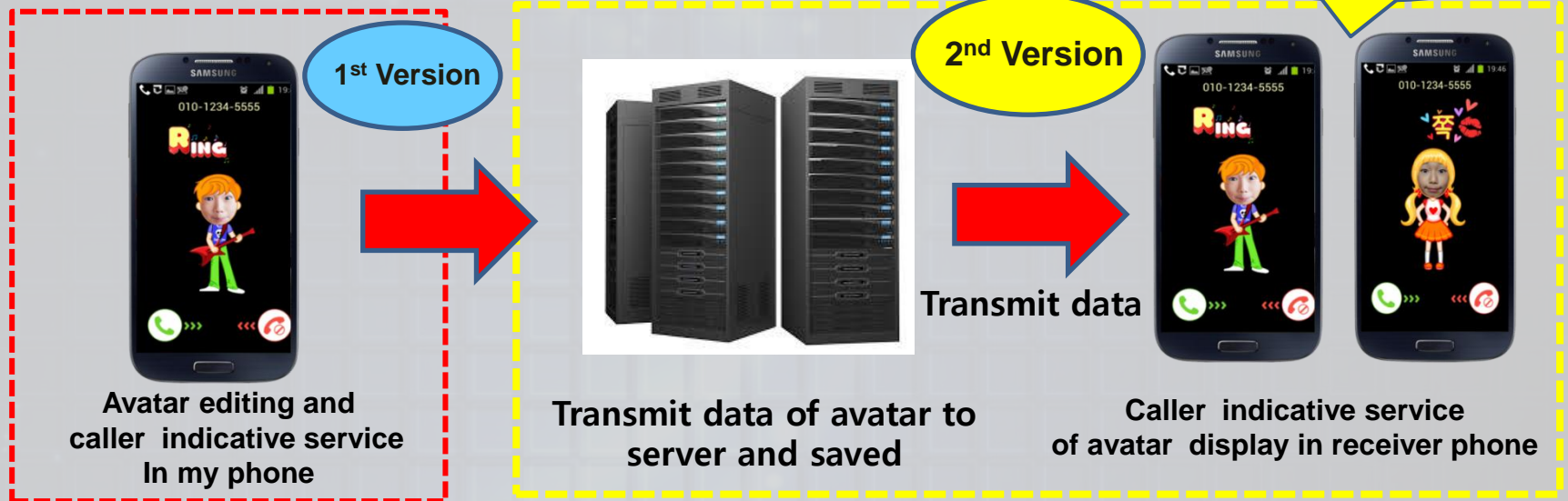
- The first caller's photo avatar image display indicate service in the world.
- Caller's phone number, name service with activity photo avatar display.
- Photo capture, Camera, Avatar choice, Item effect, Edit, Save, Avatar album
- Launched in Google market on May 2, 2014. for 135 countries of the world.
- English, Chinese, Japanese, Korean language service.
- Free download, Free use, The special contents sale for payment in shop.
- Make you happy to take a call, Make you joyful to take a pleasant talk.
- New innovative technology and display service for smart phone users.



Avatar Ring

Service & Business Model

1. Service Model



1st Version Launched on May, 2014 / 2nd version will be launch in 2015

2. Profit Model

Divide	Use	Profit Model
1 st Version	Free download, Free use for basic contents	Sale for special contents in Shop with \$0.99USD for unlimited use
2 nd Version (Schedule Launch)	Free download	Free Download, Free service, Only premium content is payment by \$0.99 USD per a content.



Avatar Ring

Patent & Competitiveness

Divide	Competitiveness
Technology	The first technology of caller avatar image display indicative service on smart phone and data transmit system in the world.
Patent application	Patent application No: 10-2014-0061544 PCT application be scheduled within 6 months
SW Copyright	SW program copyright registered No: C-2014-011479
Design	The design knowhow of avatar images for last 10 years 500 design avatars has been developed for the last years
Service	The first launching of caller avatar indicative in Korea and in the world
OS Program	The 1st version has been developed for Android phone. Possible to develop for iphone if Apple allow us to partnership.
Competitor	None

Download: <https://play.google.com/store/apps/details?id=com.nibox.avatarring&hl=en>

2. **Vidybox** - New Mobile Video Messenger SNS

Vidybox

Launching schedule in 2015



Free Mobile Video Message
Free 1:1 Video chat
Video Editing and Effect
Video Theme Letter editing tool
Video Sharing
Image Effect & Emoticon
My Page

Vidybox is a New Innovative Mobile Video Messenger and SNS platform.
1:1 Video Chat, Video letter editing, Video Sharing, Various Effect functions,
My page for all of the Smart phone user in the world.
This new service will be launch in Global mobile market.
High quality of the video editing will make all of the user to be satisfied.
Many peoples will be able to phrase their feeling by Vidybox app.

2. Vidybox - Function & Feature



Message

Free Mobile Video message, Theme Video letter

1:1 chat

1:1 Video chat

Editing tool

Video editing and effect filters
Video Theme Letter editing tool

Sharing

Video Sharing, SNS

My page

My Video album and sharing

2. Vidybox – New mobile Video Messenger SNS

Division	Contents
Technology	Mobile Video message push, edit Theme Video Letter editing tool Various kinds of filter effects for video editing Effect and music add technologies to make a music video Video encoding, decoding technologies
Function	Free Mobile Video message, 1:1 Video chat on live image transfer function Theme Video letter editing tool for 20 kinds of theme letter My page for video sharing
Project Completion	<div><div>60% completed</div><div>40% unfinished</div></div>
Patent	Scheduled to apply PCT in 2015

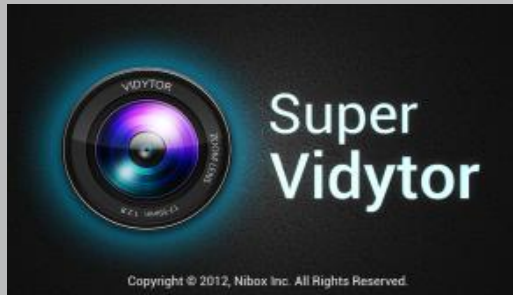
2. **Vidybox** – New mobile Messenger Messenger SNS

Division	Contents
Revenue Model	Basic service : FREE Special service : Payment \$10USD annual
Market	Google play market, Apple app store, Korea, Japan, China, Europe app market,
Marketing plan	Google, Apple App store Ad. SNS, Blog marketing, Video IR in Youtube Join business partnership with global companies Media public IR for News paper, News portal, Monthly Event and IR
Launching Schedule	June, 2015
Sales Goal	100M users goal within 5 years. 10M payment user goal within 5 years. \$100M USD sales goal within 5 years. Over 40% ROI

3. Super Vidytor - Mobile Video Editing App

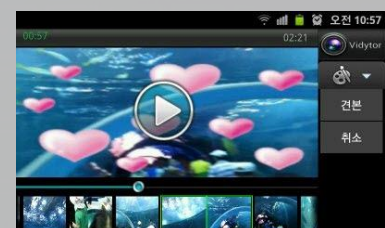


Video Editing App for Android phone



Powerful Video Editor for Android phone
Easily and quickly edit in smart phone
Various & High quality editing functions
Free download, Free service of the basic functions
Only the special high quality contents for payment

Frame choice, delete, copy, cut, paste, editing function
Title edit, caption edit, color filter, transition effect, add image, add music
Combine to one file with over two video files
Add various animation images on the video screen
Share to Youtube, G mail, Facebook, twitter, and others phone
Possibility provide to Samsung, LG, Huawei to phone basic app



3. Super Vidytor — Mobile Video Editing App

Division	Contents
Technology	Mobile video encoding, decoding, frame choice, delete, move, combine edit Video frame thumbnail, combine video files to one file Text edit, effect, transition effect, Add images, add animations, add music
Function	Frame edit, Title edit, Effect add, Caption edit, Image add, Back ground Music add, Save, Preview, share Pay for special payment contents
Project Completion	<div><div>70% completed</div><div>30% unfinished</div></div>
Patent	Scheduled to apply PCT in 2015

3. **Super Vidytor** — Mobile Video Editing App

Division	Contents
Revenue Model	Free download and free use Special contents for payment to editing high quality contents
Market	Google play market, Korea, Japan, China app market, All of the Android app market in the world. Smart phone device maker, Telecommunication company.
Marketing plan	Free down load for all of the user of android phones Special contents editing tools for payment user Possibility to apply Samsung, LG, Huawei to phone basic app
Launching Schedule	2015.
Sales Goal	10M down load goal 10% payment users of the free users Over 5M USD sales goal annual Over 40% ROI

4. Web Project – Beta service launched in 2009

Uccmagic

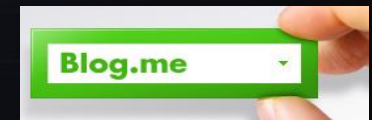
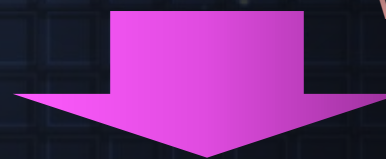
Online video editing site

- Online video editing platform and site
- Everyone can edit video easily with various high quality functions
- Frame edit, title edit, effect add, Image add, caption edit, music add.
- No PC, No download S/W,
- Direct Edit, Copy, Upload to Youtube, Facebook, Twitter, Blog, SNS
- The Best Video Editing Platform for clouding service



www.Uccmagic.com

Share



5. Web Project – Beta service launched in 2010

Lookey

Online Image Search site

Lookey is the CBIR based Image Search Engine & web shopping site.
Lookey service image search shopping by style, color, pattern.
User can search similar product in shopping mall or upload image from PC,
and can search likeness images.

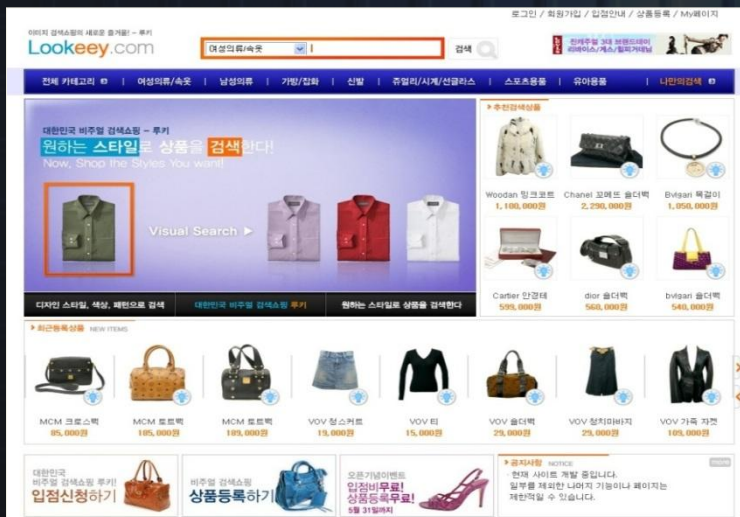
Evaluated value of \$8.45million USD by KIAT (Korean government)

Characteristic

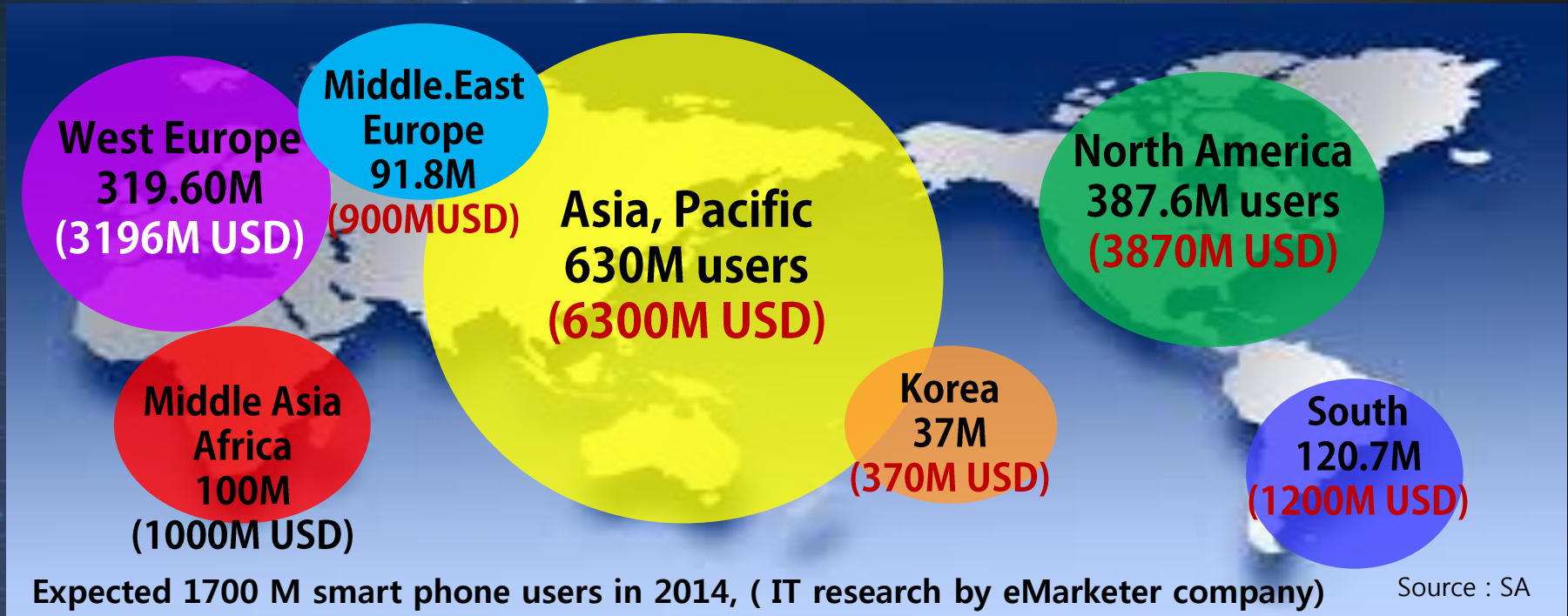
Similar products search by style, color, pattern

Easy search, Simply search

Useful search engine for online shopping
Java language platform for global service
Launched beta service since 2010 to 2012



Global Market Scale



Divide	Korea	Asia, Pacific	North America	West europe	Middle Asia. Africa	Middle. Esat Europe	South America	Total
Users	37M	630M (40%)	387.6M (22.8%)	319.6M (18.8%)	100M (5.9%)	91.8M (5.4%)	120.7M (7.1%)	1700M (100%)
Market scale	370M USD	6300M USD	3870M USD	3190M USD	1000M USD	900M USD	1200M USD	17B USD
Market scale by OS	Android market (79.0%) : 13.4 Billion USD				iOS market (14.2%) : 2.4 Billion USD			

Market Volume & Outlook

Division	Market Outlook
Market	Apple App Store, Google Play store, Korea, Japan, China, Europe, etc. All of the App market in the world
Customer	Over 1 Billion user, All of the smart phone users
Demand	Over 500 million users, over 50% of all of the smart phone users
Volume	Over 5 Billion USD market volume every year
Growth	20% growth every year, expected 10 Billion USD market volume after 5 years
Customer age	Young peoples from the Teens to the forties
Buying power	Be expected 10%~30% user will pay for the special items
Number of upload	Be expected over 30% of the user will upload their photo or video 3~5 times for a week

Marketing Strategy

Division	Strategy
Distribution Route	Apple App Store, Google Play store, Korea, Japan, China, Europe, etc. All of the App market in the world
Sell	Free download and Free service for every one
Price	Free : Basic editing functions Payment : Special editing functions (\$1 USD per content or annual)
Mileage Service	Give mileage point according to user's payment amount Give mileage point when user recommend friends Give mileage point monthly for 10 best editors
Pre service	Provide pre special item editor to all of the free user
Up grade	Continuous up grade new special items
Business Opportunities	Needs the New concept SNS service instead of text message Desire increment for Video, photo editing contents in Smart phone
Position	The possibility to be a leading company with new concept editing tool in sector of Mobile Video, photo, SNS business

Video SNS - Market analysis



Vidybox

Company	Instagram (usa)	Viddy (usa)	Social Cam (usa)	Vidybox (Nibox)
Home page	instagr.am	Viddy.com	socialcam.com	www.nibox.com
Service feature	Photo editing with simply filters. Video filter edit for only 3~15second Video play. Global best lovely SNS service of photo edit	Video editing with simply filters and SNS service. Only 15second video play.	Video editing with simply filters and SNS service. 30 seconds video or more service.	Free Mobile Video message, Theme Video letter 1:1 Video chat Video editing and effect filters Video Theme Letter editing tool Video Sharing, SNS My Video album and sharing
Users	Over 100million users in 2013	Over 100million users in 2013. Additional 300,000 user per day.	Over 10million users After 18months From launch	Goal 100million users within 5 year.
Investment M&A	Acquired by Facebook with \$1billion on April, 2012	Venture funding Total \$36M. First rounding \$6M. Second rounding \$30M. Company value \$370M (2012)	Acquired by Autodesk For \$60 Million (July,2012)	We are seeking for Investors
Revenue model	Mobile AD.	Download Payment \$1	Unclear	Free use – Basic fuctions Payment – Special functions

Nibox - Sales Forecast for years

Products	2015 Y	2016Y	2017 Y	2018 Y	2019Y
Vidybox	\$2,520,000	\$6,720,000	\$20,450,000	\$38,500,000	\$65,000,000
Avatar Ring	\$650,000	\$4,560,000	\$7,200,000	\$15,000,000	\$30,000,000
Super Vidytor	\$350,000	\$1,200,000	\$2,400,000	\$3,500,000	\$5,000,000
Total	\$3,520,000	\$12,480,000	\$30,050,000	\$57,000,000	\$100,000,000

UccMagic	Project sell : \$10 M USD
Lookeey	Project sell : \$10 M USD

Nibox - Total Sales & Profit Outlook for next 5 years

FCST (Optimistic)	2015 Y	2016 Y	2017 Y	2018 Y	2019Y
Sales	3,520,000	12,480,000	30,050,000	57,000,000	100,000,000
Cost of sales	100,000	150,000	200,000	250,000	500,000
Cost of Margin	3,420,000	12,330,000	30,300,000	56,750,000	99,500,000
Sales rate(%)	97.1%	98.7%	99.3%	99.5%	99.5%
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	2,000,000	3,000,000	4,000,000	6,000,000
R&D cost	200,000	500,000	500,000	500,000	1,000,000
Server Expense	300,000	900,000	1,500,000	2,100,000	3,500,000
Total cost	1,770,000	4,500,000	6,400,000	8,350,000	12,750,000
Operating profit	1,650,000	7,830,000	23,900,000	48,400,000	86,750,000
Operating profit rate(%)	46.8%	62.7%	79.5%	84.9%	86.7%

Technological Competitive Advantage

Division	Competitiveness
High Tech High Quality Video editing functions	<ul style="list-style-type: none">➤ Video frame editing technology➤ Automatic video frame thumbnail technology➤ Add tech for text, effect, images, music, animation on the chosen video frame➤ Various items and the best quality editing functions
High Tech High Quality Photo editing function	<ul style="list-style-type: none">➤ High quality editing functions for photo editing➤ Effect, add image, animation, modify, text, filter, etc. new technology editing functions➤ Animation create tech by photos
CBIR Image Search Technology	<ul style="list-style-type: none">➤ Image Search technology by color and style of the photo on Smart phone
High Class Developer	<ul style="list-style-type: none">➤ High tech skill developers with over 7~8 years experience➤ Top class expert for mobile video and photo editing

Risk profile

Strengths

The Top Mobile Video SNS service with High quality Video, with various kinds of editing tools.
Global service for 1 billion users in the world
Sure revenue model with special payment
Shop for high quality contents editing
Potential competitiveness with SW program copyrights and patent in future
Differentiated various high quality special editing functions

Weaknesses

The financial position is not yet strong enough for stable continuous service – funding is needs

Opportunities

Fast growth of Mobile SNS market by free text message
Need the New concept SNS service instead of text message
Desire increment for Video, Photo editing contents in Smart phone
The possibility to be a leading company with new concept editing tool in sector of Mobile Video, photo SNS business

Threats

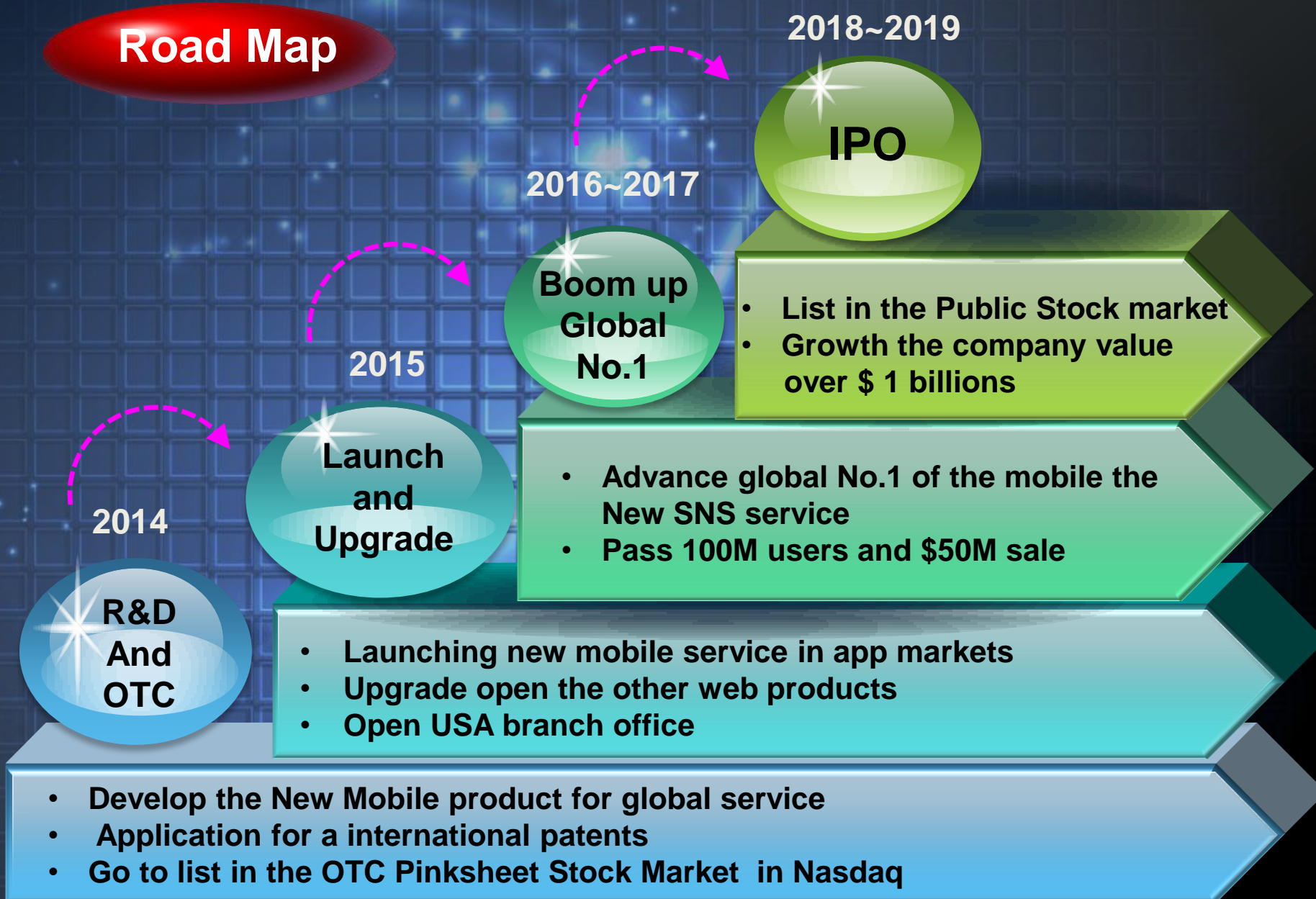
When users would be fast increase, Expect server traffic
Except increase the cost for server system

Nibox

Road Map

Schedule	Goal	Action
2014	OTC Pinksheet	List in the OTC Pinksheet in Nasdaq
2015	Patent	Application for a international patents
2015	Go to OTC	List in the OTCBB in Nasdaq
2015	Launching	Photo Avatar Ring 2 nd version
2015	Launching	Vidybox SNS global service start
2015	Launching	Super Vidytor app download start
2015	Upgrade open	Lookeey new upgrade version open
2015	Upgrade open	Uccmagic new upgrade version open
2015	US Office	US office open in San Francisco
2018~2019	IPO	Go to IPO in Nasdaq stock market in USA.

Road Map



Organization, HRM & Headcount

Team

- We think highly of R&D, Developer
- Powerful compete in technology and marketing
- Strong challenge for Global market
- New item R&D consistently
- We provide Stock option for employed
- We share profit with employed



Division	2015Y	2016Y	2017Y
App Developer	4	6	8
App director	1	2	3
Web Developer	1	2	2
Designer	2	2	4
Server manager	1	1	2
Marketer, Accountant	2	3	4
Director	1	2	3
Total	12	18	26

Company Introduction

Nibox Inc.



Nibox Inc. is a mobile solution venture company in Korea. Our company 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 Editing Platform, and an Image Search Engine. Nibox has initially supplied to Samsung with the Mobile phone Video Editor application at first by license in 2006~2007 in Korea. We like to challenge in new innovative business what makes life to be more valuable and deep feeling. Nibox has been developing a new innovative powerful, more strong Free mobile messenger SNS project. This new project provide all of the Smart phone user for editing photo and video and high quality contents. Free use, only the special functions shall be provide by payment.



Company Overview

Company	Nibox Inc. (www.nibox.com)	
Est. Date	26th Apr. 2000	
CEO	Sungchu, Kang	
Capital	1,059,964,500 KRW (\$1,000,000 USD)	
Category of Business	Smart Phone Application R&D, Mobile and Web solution R&D and service	
Business Area	Mobile App sale in App market, Supply to Smart Phone maker Mobile and online business	
Address	T-3148, 3F, Garden-Five, 66, Chungmin-ro, Songpa-gu, Seoul, KOREA	
Contact	Office phone : +82 70 8692 2600 email : kbs601@daum.net	
Employed	5 employed + @	
Stock Holders	CEO / Sungchu, Kang	60%
	Angel investors	40%

Business Performance(1)-Mobile Application



Embedded Solution

◇ Samsung Smart Phone



Video Editor (NVE 2.0)

We supplied the Video Editor application to Samsung Windows Mobile Phone as below models (SPH-M4500, SCH-M450, SPH-M8100 / 2006~2007) by licensing royalty at first in Korea.

< Samsung Phone SPH-M4500 / NVE 2.0 >



◇ Nokia Smart Phone



Video Editor (NVE 3.0)

Nokia S-60, N72, N93i , / Symbian OS <NVE 3.0>
Demo porting R&D (2009)

< Nokia N72 , N93i / NVE 3.0 Demo >

Business Performance(2)-Web Solution



Uccmagic – Online video editing platform

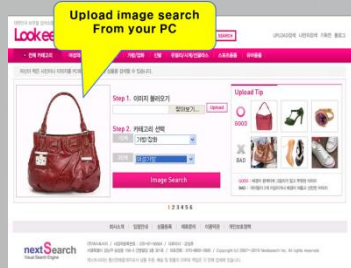
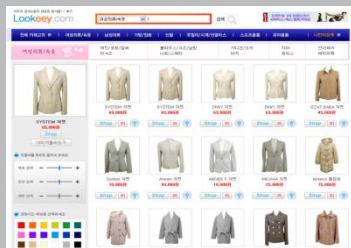
The online video editing platform for quick & easy way to edit the UCC

Flash-based Web video editing tools (flexibility, lightness)

Various powerful editing functions (competitive edge over others)

Easily shared to Video portal site, Blog, SNS, board
(provide html copy)

Launched in 2009 and beta serviced till 2012



Lookeey – Online Image search engine

Lookeey is the first CBIR based Image Search Engine & web shopping platform in Korea.

Lookeey.com service image search shopping by style, color, pattern.

User can search similar product in shopping mall or upload own image from PC, and can search likeness images.

Evaluated value of \$8.45million USD by KIAT (Korean government)

Launched in 2010 and beta serviced till 2012

Management & Team



Sung Chu, Kang / CEO

Excellent professional experience in mobile solution venture company over 12 years.
Reality business experience in the small and medium business for last 20 years.
Wide discerning eye for the global market, a great knowledge of IT industry.
Plan new projects, command the development, business collaboration, experience.
Create a new idea, precedent sense for development new technology.
Quick judgment, bold decision, distinct sociability, sincerity, ceaseless self- develop.
Representative for Korea in Mobile Solution in Korea World-best products Fair (2006)
Boston University Global Technology Officer Course in 2007.



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



Jae Kwan, Kim / Development Manager

Graduated from Chungnam National University
Avatar Ring app development for Android phone
International Calling app development
Social Networking Community Application
MFC Server development



Brian R. Codori / US Marketing Director (Newport Beach, CA)

Graduated from UNIVERSITY OF CALIFORNIA,
BRAIN ENTERPRISES, INC. San Francisco, CA. President/Owner (1999 -2008)

Company History

- Preparing New innovative Nobile SNS project and business (2014)
- Signed with SCC company in Germany to list in European OTC stock market (2013)
- In developing the Super Video Editor application for Android phone (2014)
- CBIR Image Search Engine and Web platform development and beta service (2010)
- Online Video Editor platform <Uccmagic> development and beta service (2009)
- Business Partnership with SKT, KT, LGT, the Telecom service company in Korea.
- Be Awarded the Mobile technology Big award from KTF (2004)
- Be Awarded the New Software Project Big award from the Korean government (2005)
- Experience working of take the TTA GS(Good Software) Certificate (2005)
- Provided the Mobile Video editor <NVE 2.0> application to Samsung Window Mobile phone by license at first in Korea (2006~2007)
- Visit the Google and Silicon Valley and entered in the Venture investment Fair (2010)
- Visit the Sprint Telecom company in USA and gave a Presentation of the Nibox Mobile solutions. (2007)
- Visit in Helsinki, Finland, business marketing with Nokia and got into the first Projects Fair. (2006)



Funding Proposal

Funding Proposal	\$2M ~\$3M USD
Period	5~6 years
Funding type	Equity Share investment : \$2M funding - 12% equity share : \$3M funding - 17% equity share
Value	Company value goal to over \$200M~\$300M within 3 years Goal to \$1Billion company value within 5 years
Exit Strategy	OTC Pinksheets stock market listing in New York in 2014 Global M&A promotion within 2~3 years IPO, Nasdaq listing in USA, 2018~2019



Exit plan, How to Return and When

Exit plan	Return by M&A, sell company to Global company	Since 2017	Except company value Over \$ 500M USD
	Return by IPO	Since 2018	Except company value Over \$1 Billions USD



M&A News – Mobile App



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

< Monday, April 9th, 2012 >



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.

< YTN news / March 12, 2012 >



<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.



<Shapchat> Snapchat CEO, Evan Spiegel, rejected not only a \$3bn offer from Facebook, but a \$4bn offer from Google

<January 27, .2014>



Last month it was reported that Snapchat CEO and co-founder Evan Spiegel rejected not only a \$3 Billion offer from Facebook, but then a \$4 Billion offer from Google. Both giants are no strangers to acquiring firms, with Facebook buying Instagram for \$1 Billion on 12 April 2012, and Google averaging an acquisition per week in the last few years, with the highlights being YouTube and Android.

We make Global success!

**Global top
Mobile Company**

**100M user
Within 3 years**

Nibox

**\$1Billion USD
Value**

**IPO within
5 years**

Thank You

➤ **Contact**

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Nibox Inc.

CEO : **Sungchu, Kang**

