Global Retail Tech Leader.

SHINSEGAE I&C



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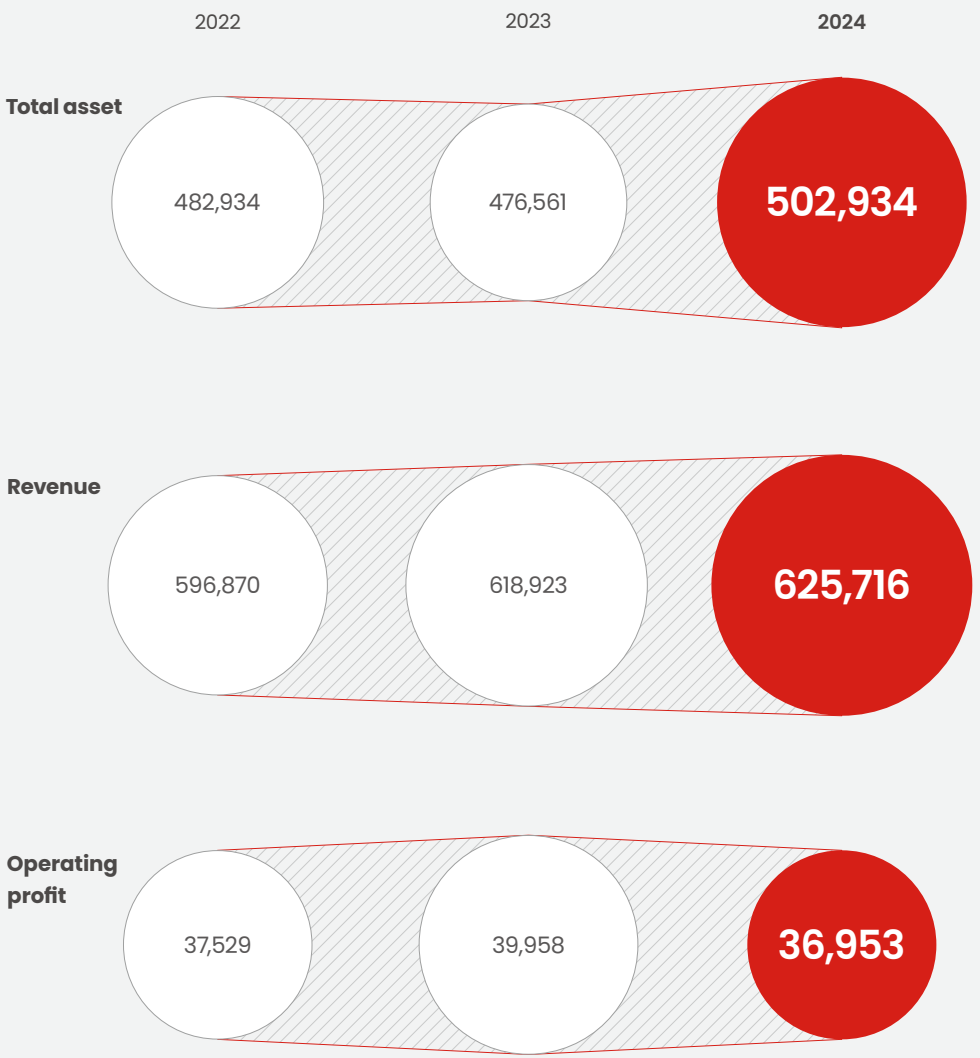
Company Overview

SHINSEGAE I&C is a global retail tech company that creates new values in new areas with digital technology.

Using the best technologies, we build a change-making, innovative retail environment, which includes cloud infrastructure, artificial intelligence, smart retail, and data business. As the country's No.1 retail tech company, we deliver differentiated experiences and values through digital technologies. We are transforming the retail industry with cutting-edge solutions, strengthening our competitiveness for the future. Our innovations will reshape everyday life and set a new standard for how people shop and live.

Company	SHINSEGAE Information & Communication Inc.
CEO	Yang Yun-ji
Founded on	Apr. 29, 1997
HQ address	24F, 231, Teheran-ro, Gangnam-gu, Seoul, Republic of Korea
Headcount	1,414
Company website	www.shinsegae-inc.com
Business area	Computer system development and consultation
Subsidiary	PLGRIM Co., Ltd.

(Unit: million won)



History

1997 04 SHINSEGAE I&C founded

1999 12 Launched e-commerce business
* Transferred to SHINSEGAE Co., Ltd. in March 2010

2001 07 VAN distribution business launched
Launched enterprise logistics business

2002 10 Intelligent Building System (IBS) business launched

2004 02 e-Learning business launched
06 Data center construction completed (Guro, Seoul)

2006 05 First IT service company to be listed on KOSPI
09 Integrated sales management solution, goodMD launched

2009 11 Electronic tax invoice service, eCtax, launched

2010 03 Messaging Service for corporate clients launched

2013 02 SSG Cloud Service launched

2015 07 Simple payment service, SSGPAY launched
* Transferred to SSG.COM in June 2020

2017 01 Established SHINSEGAE Group's Disaster Recovery as a Service (DRaaS) System

2019 03 Public Cloud MSP business launched
05 AI R&D organization launched
09 Data center construction completed (Gimpo, Gyeonggi)
Opened Korea's first automatic payment store, Self-Service Store

2020 08 AWS Retail Competency obtained, a first for an APN consulting partner in the Asia-Pacific Region

2021 01 Integrated retail tech brand Spharos launched
09 100% Smart Store opened with security certified by the Ministry of Science and ICT

2022 03 Acquired PLGRIM, an e-commerce platform development company
10 Launch of electric vehicle charging service Spharos EV

2023 07 Released 2022 Sustainability Report

2024 08 Opened corporate training platform Spharos Academy

Business Overview

We build stable business environments across diverse industries, including retail,
by leveraging our advanced AI, Cloud, and IT services.
Through these efforts, we enable innovative customer experiences and drive successful business outcomes.

Cloud

AI

IT Service

Platform Service

Information Security

Smart Infrastructure

Edu Platform

Game Device

Brand

Spharos is SHINSEGAE I&C's integrated retail tech brand that encompasses cloud and AI-based digital transformation technologies. From AI technology for innovating retail experience to a SaaS-based cloud solution for improving cost efficiencies and smart retail that offers a vision for the future of distribution stores, Spharos provides services for realizing digital transformations.

spharos
BRIGHTEN TOMORROW

AI	Cloud	Platform Service	Edu Platform	Biz
AI Vision	Private Cloud	POS	Academy	Safety
AI Analytics	CMP	Membership		NFT
	HW Private Cloud Server	HW SCO		Cloud EDI
		Vending Machine		

Optimized

Based on
our "Customer First" philosophy
we provide solutions
optimized for the needs of diverse
customers and business environments.

Efficient

Our solutions
both efficient and affordable
pave the way
to tomorrow's business.

Innovative

Spharos can turn
what you envision
into reality.

Business

AI

Brand New Shopping Experience, More Efficient Store Operations

AI for Off-line

We interpret customer behavior in offline stores into data using our image-based AI vision technology, which captures customers' recognition of and interest in products, as well as store traffic. With services tailored for retail businesses, we provide more convenient shopping experiences for customers and efficient store management for store operators.

Store Management Solution

Our store management solution provides valuable insights for effective store management through AI vision-based and real-time analysis of shelf, floor, and customer data.



- Shelf-management
  - Out-of-stock prevention and wrong display detection by synchronizing POG
  - Detects contamination levels of the condiment bar and dish return area at F&B stores
- Store Management Monitoring
  - Real-time analysis of occupancy and congestion by area and table type
- Customer management
  - Analyzes customer in-store dwell time and location for personalized services

AI Checkout

AI Checkout skips barcode scanning, recognizing products in one second and completing payment instantly.



- 99.8% scanning accuracy
  Recognizes irregularly shaped products such as fresh produce
- Recognizes new products without any prior learning process
- Reduces checkout-line waiting by one-fourth

Spharos ScanCare

Spharos ScanCare is a solution that detects unscanned items at existing self-checkouts and Improves the input process for irregularly shaped fresh produce, such as fruits and vegetables.



- Detects unscanned products in carts, baskets and hands, barcode swapping, incomplete checkouts
  - prompts the user to re-scan
- Recognizes fresh produce without barcodes
- Responds to checkout incidents instantly (~0.1 seconds)

Business

AI

Ultra-Personalized Customer Experience and AI Service Tailored for Retail Businesses

AI for e-Commerce

By analyzing the entire customer purchase process, including search, product detail page browsing, shopping cart, and payment, this solution provides personalized search experience that shorten the time taken to find the desired brand and products. It increases the conversion rate and allows business operators to establish strategic marketing plans based on insights on customer behavior.

Customer Behavior

- Profile customers and products
- Segment customers based on clusters
- Extract brand and category insights

Search

- Present relevant search results that reflect the customer's search intention
- Build strategic ranking modeling that reflects product features
- Optimize the model with a customer feedback loop

Recommendation

- Develop diverse recommendation models based on customer preferences and product features
- Assign recommendation scenarios based on the placement context
- Optimize through A/B testing and customer feedback loop

AI Analytics for Retail

Built for retail, our data intelligence platform enables AI Analytics to process large volumes of data with speed and accuracy. We collect and analyze online and offline store data to enable automated product orders based on demand forecasts, determine optimal discount rates based on sales performance analysis, and optimize logistics through optimal inventory levels.

Demand Forecast
Order automation · Inventory management

Markdown
Proposes the optimal discount rate based on the sales data

Logistics Optimization
Optimal stock position analysis · Optimal inventory prediction

Data Intelligence Platform | Formed strategic alliance with Databricks

Generative AI

By combining core AI technologies and LLMs applied with retrieval augmented generation (RAG)*, we provide AI services optimized for the retail sector.

* RAG: a technique for enhancing the accuracy and reliability of generative AI models by retrieving facts from enterprise sources (e.g., documents, data)

Enterprise-specialized Customization
Provides competitive services by tailoring agents to fit specific business environments and needs.

Accurate RAG-applied Answers
Improves the quality of answers to questions and secures data reliability by applying RAG

Cost Optimization
Applies cache based on usage, and creates a batch-processing architecture to enhance LLM efficiency while reducing costs.

Enterprise Solutions B2B

Office Secretary Agent
- Reduces unnecessary work hours from searching and summarizing documents

Customer Response Analysis Agent
- Provides insights by summarizing and extracting review data

Consumer Solutions B2C

Shopping Assistance Agent
- Saves customers' shopping time by comparing and recommending products

Customer Reception Agent
- Answers customers' questions and provides service guidance without delays

Business

Cloud

Full Stack Cloud Service for Business Stability

With proven expertise in building and operating cloud environments for industries such as retail, finance, and manufacturing — including the SHINSEGAE Group — SHINSEGAE I&C guides businesses through every step of their cloud transformation to ensure stability in the AX era.

Consulting

Based on analysis, we identify the suitability of the cloud service and areas for improvement to design a tailored cloud conversion strategy for our clients' businesses.

- Cloud Consulting
- Cloud Migration
- Cloud Native Development/ Deployment

Cloud Service

We provide a range of services, from public and private clouds to hybrid and multi-cloud environments, as well as management services to ensure efficient operation and management.

- Private Cloud
- Public Cloud
- Hybrid/multi-cloud
- Cloud Management Platform

IDC Services

Leveraging the best IT infrastructure, we provide diverse additional services for rack space, connectivity, operations, monitoring, and other value-added services.

- Co-location
- DR consulting and establishment
- Infrastructure diagnostic service
- Network service

Data Center

Located in Gimpo, Gyeonggi

Supplying Uninterrupted Electric Power Supply

- Tier III+ level, Power system and substation redundancy
- When a blackout occurs, uninterrupted power gets supplied through UPS & within less than 1 minute of turning on the generator

Below PUE*1.4 Energy Efficiency Level

- Zeo-loss air-conditioning (Hot/Cold zone containment enclosed structure)
- Placed on high-level floor (5.9M), uses low-speed wind
- Advanced high-efficiency air-conditioning technology (maximizes use of outside natural air, integrated refrigeration device)

* PUE: Power Usage Effectiveness

Safe Premises

- Capable of withstanding 8-richter scale earthquakes, placed 8m aboveground to protect against floods
- Non-underground structure
- Equipped with fire suppression and containment systems

Business

Cloud

Enterprise Cloud for Enhanced Stability and Efficiency

We provide exclusive end-to-end cloud services for corporate clients,
ranging from consultation, establishment, operation, and stabilization of cloud designs that suit the client's environment.

Build and Operate Cloud infrastructure

Managed Service

We enhance business agility through end-to-end services that cover the setup, operation, and management of public cloud infrastructure, including security and data management.

- Cloud consultation and design by experienced professionals
- Operation and management of public cloud infrastructure (24/7 infrastructure monitoring and management)
- Billing & cost management through a cloud management platform

aws Microsoft Google

Spharos CMP Cloud Management Platform

Spharos CMP allows the integrated management of multiple hypervisors through a single platform. From resource management to cost optimization, it enables the efficient operation of distributed cloud resources.

- **Asset** Multi-hypervisors, physical & virtual resource management
- **Cost** Cost optimization, billing for shared assets
- **Orchestration** Integrated dashboard, marketplace

Dedicated Server for Private Cloud

Users can build their own cloud infrastructure without OS or software limitations using this hardware server.

- **Standard HCI infrastructure**
- **CMP-inclusive** Standard operating environment
- **IaaS·PaaS·SaaS** Cloud-based services

intel. NUTANIX KTNF

Cloud-Native Development

With a platform that maximizes cloud scalability, flexibility, and resilience, we provide a standardized methodology and integrate services across all areas of cloud service operation and management to enhance our clients' business agility.

Modernization

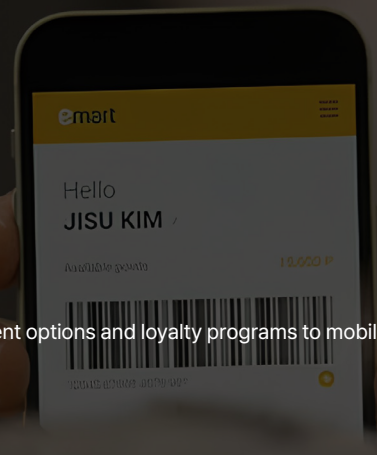
- Develop applications and systems optimized for the cloud environment.
- Enhance compatibility and agility through rapid updates and seamless deployments.
- Achieve cost efficiency with esource expansion/reduction.

DevOps

- Build CI/CD pipelines
- Collaborate in the development process and provide faster service updates and deployments through automation
- Increased service reliability with stable service operation

Business

Platform Service



Order, Payment & Customer Management Solution for Stores

We offer retail solutions that streamline store operations and enhance customer convenience — from diverse payment options and loyalty programs to mobile ordering and delivery.
Tailored features for each store type enable easy adoption without the burden of high upfront costs.

POS

A SaaS solution with customizable features for any device or operating system.

Payment Service	· Credit/debit cards · Mobile app cards · Simple payments · Tax refunds
Mobile POS	· Key POS functions for mobile devices · NFC payments · Recognition/Payment of barcode scanned products
Kitchen Order Display System	· Integrate the POS machine, smart orders, and the kitchen display system

Membership

A SaaS solution that provides membership functions for effective customer management and marketing activities.

Membership management	· Point accumulation · Customer analysis · Campaign management
Additional features	· APP·WEB supported · Operation agency for customer center · Personal data management support

Self-Checkout

Offers customers a fast and convenient checkout experience without any wait.

Hardware	· Self-checkout · Kiosk · Barrier-free kiosk * Height-adjustable, colorblind-friendly high-contrast mode
Payment Service	· Credit/debit cards · Mobile app cards · Simple payments
Additional Features	· Multi-language support (Korean, English, Japanese, Chinese) · Verification for age-restricted products · Touch keys for non-barcoded items · Customizable to store type and size · HW production support

Smart Order

This solution allows mobile orders and store pick-up features.

Order	· Pick-up or delivery · Saved Favorites - Options available for menu item · Quick orders based on recent order history
Membership	· Integrated online/offline benefits - Stamp point rewards, etc.

Business

IT Service

Reinforcing Competitiveness with Digital Transformation

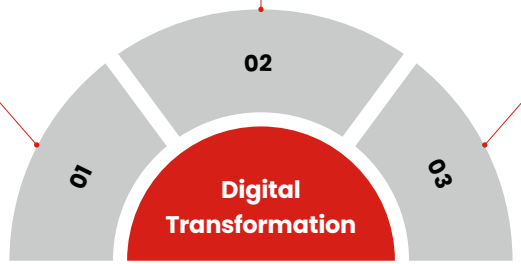
Our DX services enhance productivity and strengthen sustainable business competitiveness through cutting-edge digital technologies and extensive system development expertise that spans a variety of industries.

System Integration

· Customized system development and integration services tailored to client business needs
· In-house development and SAP S/4 HANA solution development

Business Planning & Consulting

Digital transition strategy consulting ·
Develop Information Strategy Planning (ISP)-based DX strategy ·



IT Operation

· System operation stabilization with an expert workforce
· 24/7 year-round control center
· Global development center

Cloud-based Development Platform

· Boost productivity using business components and modularization functions
· Improve operational efficiency with additional development
· Apply headless architecture

Tailored Know-how by Industry

· Acquired industry-specific development assets from SHINSEGAE Group and external client projects
  - Retail, fashion, F&B, Hospitality, construction, manufacturing, and services
· Offer standardized systems based on business components

Expert Group

· Group of experts with diverse experience and know-how in development
  - PM·PMO, Architect, Data Analyst, Consultant, Developer
· Operate expert establishment/operational groups (e.g., SAP S/4 HANA)

Global Development Center

· Increase development productivity and achieve cost efficiency using a proven global IT talent pool
  - Established partnership agreement with FPT, the leading IT outsourcing company in Vietnam

Powerful Security

· Operate a 24/7 monitoring and control center
· Establish and operate security policies optimized for the client's system

Business

IT Service

Platform Tailored for Businesses, Enhancing Work Efficiency

We provide service platforms that specialize in each area of business, leveraging the IT service know-how of SHINSEGAE Group.
These platforms enable the systematic operation and management of daily tasks, thereby enhancing the accuracy and efficiency of business activities.

Retail Business Platform

We provide business solutions tailored to various types of transactions and company sizes in retail environments where transactional data, such as order and delivery information, is generated. Our retail business platform reduces human error and simplifies complicated tasks.

goodMD

Integrated online and offline sales management platform

- Integrated sales management system for fashion & retail companies
- Manage complex data generated by sales, purchasing, order placement, and distribution

Spharos Cloud EDI

Data integration and EDI exchange service

- Integrate data generated in distribution transactions (e.g., sales, orders, deliveries, inventory, etc.)
- Synchronize EDI to present standardized data of global partners, as well as affiliates, in a unified format for easy visibility and tracking

eCvan

- A data exchange service, processes orders and supply between retailers and vendors
- Registration and management of order, delivery, transfer, closing settlement, and products/ stores

eCtax

- Solution for managing electronic tax invoices issuing, receiving, and archiving

Safety Management Platform | Spharos Safety

Spharos Safety is a safety management platform designed to respond to serious accidents, providing a comprehensive systematic process based on legal consulting. It goes beyond self-diagnostic checklists by classifying the system into two categories: “management,” which is responsible for preventing serious accidents, and “staff,” who perform the actual safety tasks.

Legally Compliant Consultation Design	· Minimized risk of legal violations · Dual-structured system tailored to directors & working-level staff
Systematic Safety and Health Management	· Solid work execution and implementation check-up management · Comprehensive support for frontline operations (e.g., report preparation, schedule management, risk evaluations, etc.)
Smart On-site Management	· Integrated management of various business sites · Efficient site management in a mobile environment (e.g., risk evaluation considering all involved staff opinion, training attendance check, etc.)



Business

IT Service

Networks in the Age of Hyperconnectivity

Infrastructure

We provide the best network infrastructure solutions, covering fast and stable connectivity, enhanced security, and high operational efficiency. Based on network infrastructure tailored for our clients' businesses, we strengthen your business competitiveness.

Transmission Devices

- Multi-Service Provisioning Platform (MSPP)
- Re-configurable Optical Add-Drop Multiplexer (ROADM)
- Ethernet solutions (Carrier Ethernet)

NOKIA

Network

- Wired/Wireless networks (e.g., switch, router)
- Wireless Access Point (AP)
- Network management solutions

Hewlett Packard Enterprise

Solution

System Monitoring and Framework

- System access management, account control, DBMS/WAS monitoring, integrated management service for weaknesses, etc.

Business Solution

- Bulk text messaging, e-documents, reporting tools, UI/UX, etc.

Business

Smart Infrastructure

The Convergence of Digital and Infrastructure, a Smart City Everyone Dreams of

Smart Infrastructure

We provide consultation, design, and construction services to our clients for introducing digital technology-based infrastructure to their large-scale stores, housing facilities, office buildings, logistics centers, manufacturing plants, and other facilities.

Intelligent Building System	Smart Home & Office	Internet of Things (IoT)
Building automation, AV systems, integrated security, etc.	Energy management & control, smart luggage, smart conference rooms, etc.	Smart stores, IoT for safety, smart farms, etc.

Smart City

This urban solution by SHINSEGAE I&C aims to achieve sustainable growth by addressing diverse urban issues caused by advanced digital technology. It presents urban models that enhance the quality of life.

- Design/Identify diverse services in mobility, energy, healthcare, governance, etc.

Business

Information Security

Robust Security Service by the Best

From consultation to penetration testing, information security SI, security control, physical security, and industrial control system security, we have a large pool of security experts ready to provide security services that are tailored to our clients' environments. We reduce the risk of regulatory violations in response to legal and institutional requirements, and safeguard corporate data assets from various security threats to which clients may be exposed in IT environments, such as servers, networks, DBMS, and cloud, to ensure business stability.

Information Security Consulting

We analyze security risk factors and design and implement a tailored security management system for our clients.

- Consulting for information security certification (e.g., ISMS, ISMS-P, ISO 27001)
- Personal information-related consulting (e.g., compliance)
- Designing a cloud-based next-gen security architecture

Information Security System Integration (SI)

We build information security systems tailored to individual corporate environments through inspections of ISP standards and ISMS security management systems.

- Work with the best security experts in the industry
- Establish a security system that can address issues in various domains (e.g., cloud, network, server, web, etc.).

Information Security Control

We provide 24/7, 365-day remote security control service to ensure secure business environments for our clients.

- 24/7 365-day and real-time security control service
- Prompt response to disruptions and breaches

Penetration Test

Penetration tests are conducted to inspect and address weaknesses in the corporate system based on credible hacking scenarios.

- Conduct web/mobile penetration tests and diagnose system weaknesses
- Dispatch skilled/senior experts with experience in large-scale service inspections
- Manage vulnerability history, and provide annual security reports

Physical Security

We safeguard the physical assets of our clients through access security, image security solutions, and more.

- Supply access control, video security, and fire prevention solutions
- Build AI image analysis-based control system

Industrial Control System Security

Operation Technology(OT)

We protect the availability of digitized facility systems for manufacturing, logistics, and other industrial sectors.

- Establish/Improve OT security management system
- Establish/Improve standards of facilities infrastructure

Business

Game·Device

Distribution Partner for Global Game & Device Brands

Game

- Distribute console gaming devices and UMPC
  - Nintendo Switch, Steam Deck, MSI Claw, etc.
- Plan, produce, and publish console package games globally
  - Neowiz's「Lies of P」, KiwiWalks'「Witch SpringR」, Team Tetrapod's「Staffer Case」, etc.
- Game IP licensing business

Nintendo · STEAM DECK · msi

Device

- Smart devices (e.g., VR headsets, IoT devices, etc.)
- Provide activation services for wired/wireless communication and distribute mobile communication devices
- Home devices (e.g., home appliances, sound devices, etc.)

SAMSUNG · Meta · PICO

Business

Edu Platform

From Corporate Training to Skilled IT Talents Development

Spharos Academy

Spharos Academy is a corporate training platform that provides easy and convenient content creation, curriculum operations, and management.



Key Features

- Provides AI-based content recommendation and search functions
- Creates content with authoring tools and provides automated AI translation of overseas content
- Operates and manages LMS-linked and dashboard-based systematic curriculum
- Develops and operates corporate-tailored training curricula and programs

Learning Content

- More than 7,000 e-learning/book learning content covering job areas, IT, foreign languages, etc.
- Core competence training for day-to-day work
  - Retail Academy (e.g., customer/product analysis, etc.), Business Academy (e.g., conflict management, performance improvement, etc.)
- Statutory education

Public Education

- Plan and operate tailored curricula for SW talent development
- Support personalized job seeking activities (e.g., mock interviews, recruitment seminars, etc.)
- Major business areas
  - K-digital training, K-digital basic competence training|
  - SW Academy in collaboration with universities/corporations

University Education

- Provide tailored educational solutions for each university
- Develop educational platforms, plan/operate curriculum, produce educational content, provide academic admin services, etc.
- Major business
  - Official operator of IMBA program at SKKU Business School

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