

all about mobility life

the only mobility life platform auto&



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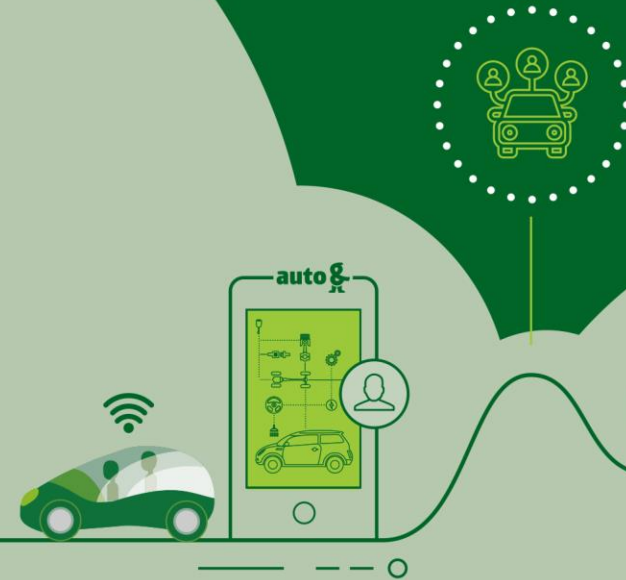


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Prologue



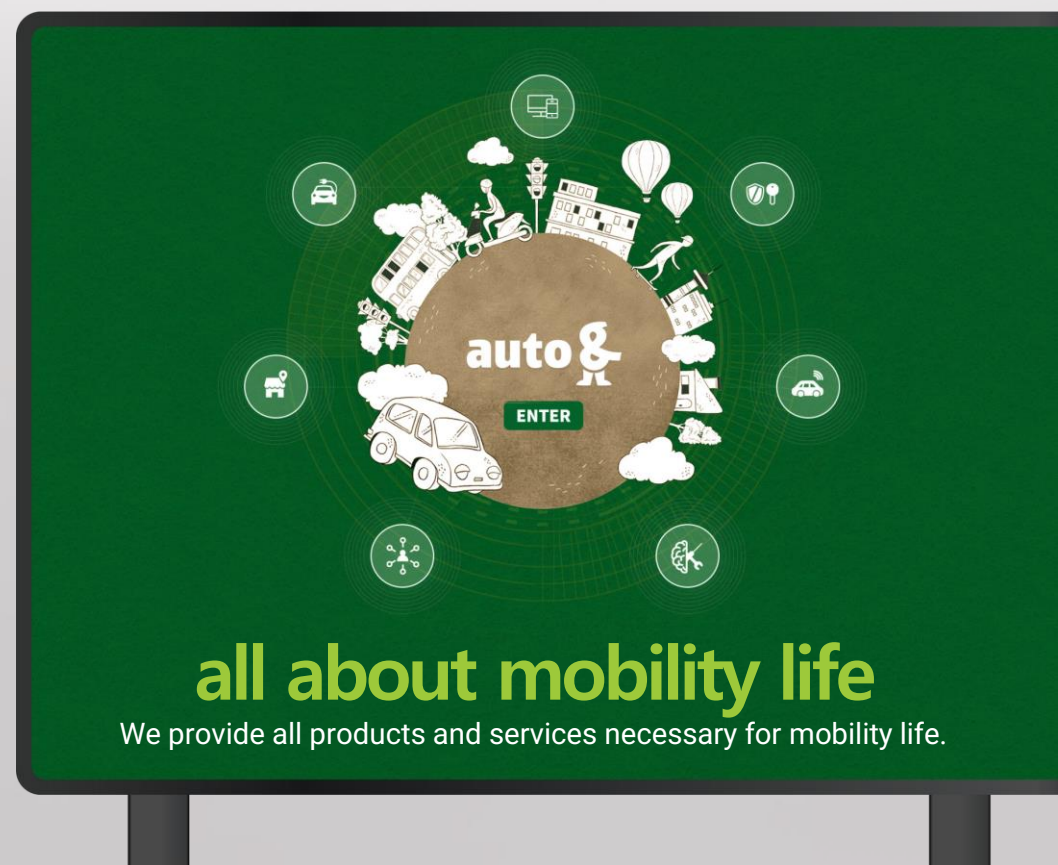
Company Overview



CEO

C. W. Choi

- **Company Name :** auto& Inc.
- **Establishment Date:** January 31, 2012
- **Core Business:** Mobility Life Platforms
- **Employees:** 228 persons (As of Dec 31, 2023)
- **Address:** 63, Jeonpa-ro 24beon-gil,
Manan-gu, Anyang-si, Gyeonggi-do,
Republic of Korea
- **Website:** www.auton.kr



auto& was established in 2012 through Hyundai Venture System to create a mobility life platform.



2020 ~

Next-leap phase

Commerce platform

- Currently developing an IoT commerce platform
 - Testing and developing an IoT commerce platform based on monitoring technology for car indoor air quality
- O2O-based commercial specialized for automobiles
 - Available on Hyundai's "My Hyundai Mall" app
 - Available on Hyundai's digital key pickup and car wash services
 - Available on Mercedes-Benz's mobile car wash app
 - Transferred to existing B2C/B2B O2O commerce

Product/service platform

- Expanding optional additions for new Hyundai/Kia cars
 - PPF products, air purifiers, pet supplies
- Expanding the supply of goods for new Genesis vehicles
- Developing/supplying exclusive products for Hyundai/Kia's electric vehicles
- Exporting to the US/Japan and establishing a subsidiary in China
- Testing tuning products for all Hyundai/Kia vehicle models, and developing a platform for developing/manufacturing/branding good/services linked to new cars

Newly promoted businesses

- Launched the 'Cost of Labor Time' app, an app that compares the cost of labor time (August 2022)
- Developed a hyper-personalized customized platform

KOSDAQ

Listed on KOSDAQ
on January 20, 2022



2016 ~ 2019

Growth phase

Commerce platform

- Established an IT research center for on-line/off-line convergence
- Developed on/off-line-based commerce platform specializing in automobiles
- B2C commerce specializing in automobiles
 - Available on Kia Mover
 - Available on Kia's Big Car & Life Mall
 - Available on Hyundai's Car Life Point Mall
 - Available on Hyundai Capital Mall
 - Available on Hyundai's Commercial Go Truck Mall

- B2B commerce specializing in automobiles
 - Available via promotional items for salespersons
 - Launching the app version
 - Available on Genesis Mall

Product/service platform

- Expanded the supply of optional additions for new Hyundai/Kia cars (PPF products)
- Expanded the supply of goods for new Genesis vehicles
- Developed/launched after-market products (Tuix/Tuon) for Hyundai/Kia
- Launched franchise business for auto& integrated business hubs
- Supplied air purifiers as optional additions for Hyundai/Kia new vehicles
- Developed/supplied pet products to Hyundai/Kia
- Launched products for Kia's Auto Q brand



2014 ~ 2015

Market entry phase

Commerce platform

- Developed a B2C platform specializing in commercial transactions for automobile-related products
 - Available on Hyundai/Kia's Tuix/Tuon Mall
 - Available on Kia's Point Mall
- B2B commerce specializing in automobiles
 - Available on NEXEN TIRE's MRO

Product/service platform

- Distributor of Hyundai/Kia's brand collection
- Distributor/developer of Hyundai/Kia's Tuix/Tuon brand
- Supplied optional additions for new Hyundai Avante vehicles
- Supplied new car goods for Genesis/IONIQ vehicles
- Launched vehicle management merchant businesses for auto&



2008 ~ 2013

Founding phase

Commerce platform

- Developed a B2B platform specializing in commercial transactions for automobile-related products
 - Introduced the auto& wholesale B2B platform
 - Applied to Hyundai/Kia's maintenance MRO

Product/service platform

- Established a dedicated vehicle management research center
- Launched the Detailing/Kakao brand
- Distributor of Soft 99

HYUNDAI
MOTOR GROUP

In-house venture at the Hyundai Motor Group
Established auto& Inc.

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01

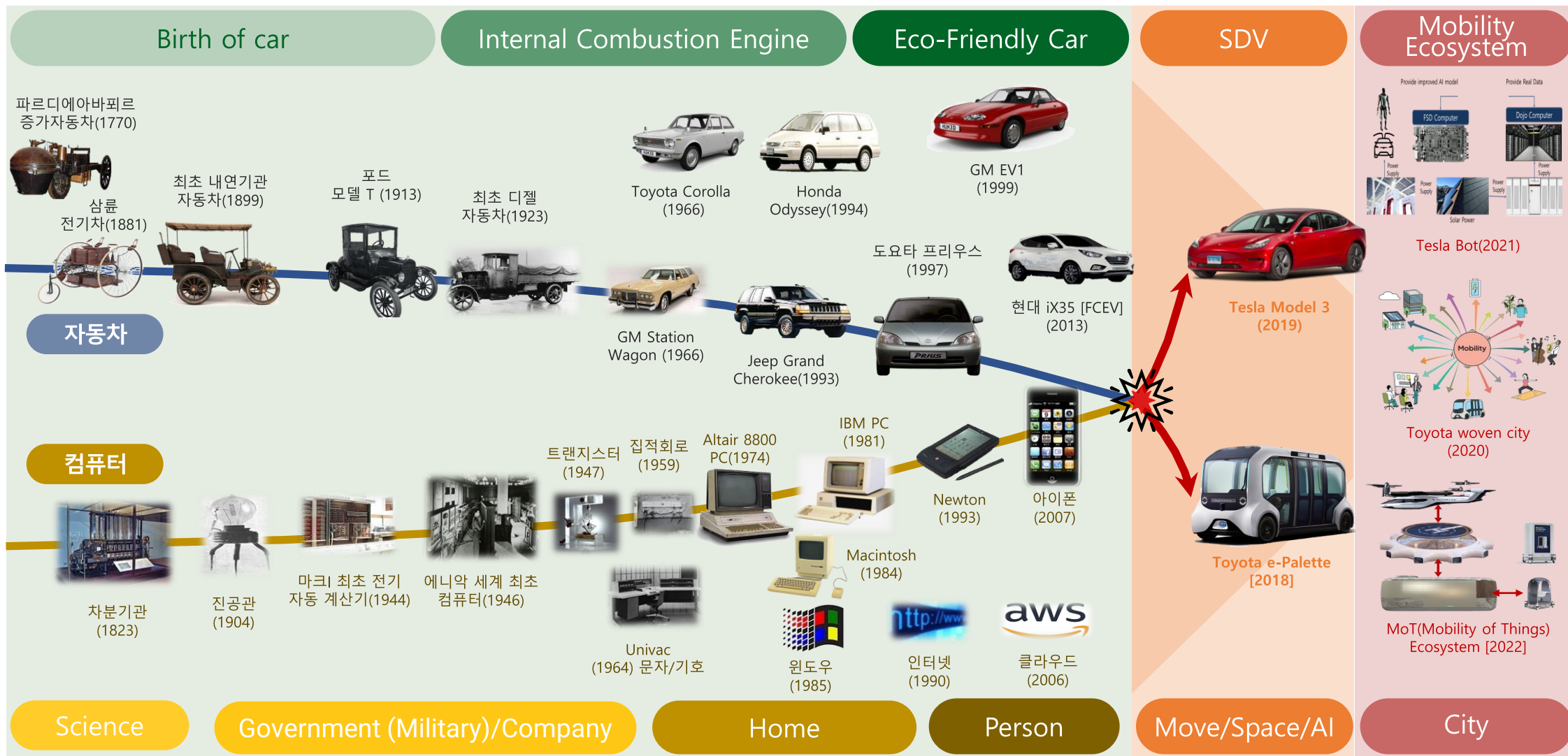
Future Mobility



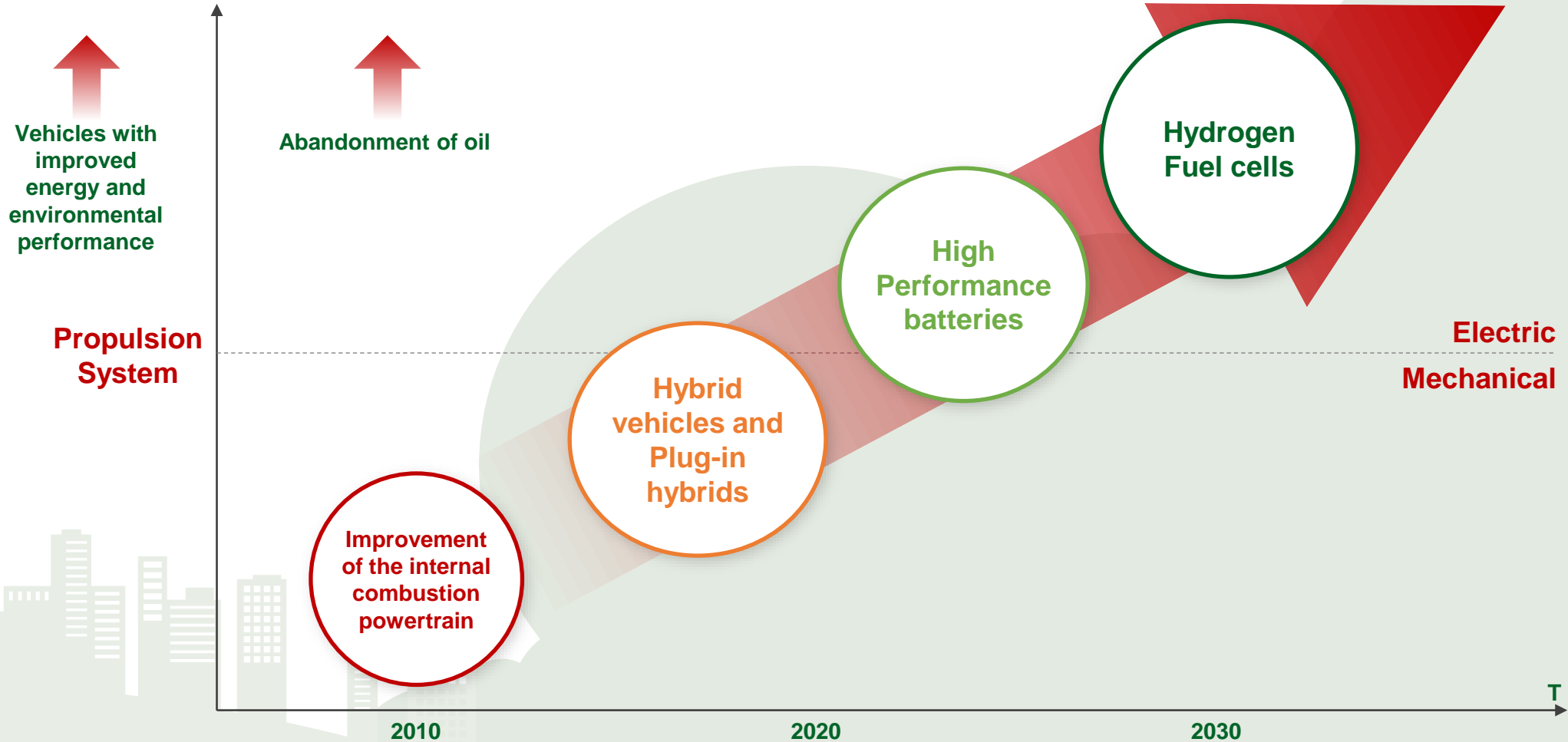
Future Mobility



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Future Mobility : Eco-Friendly Car

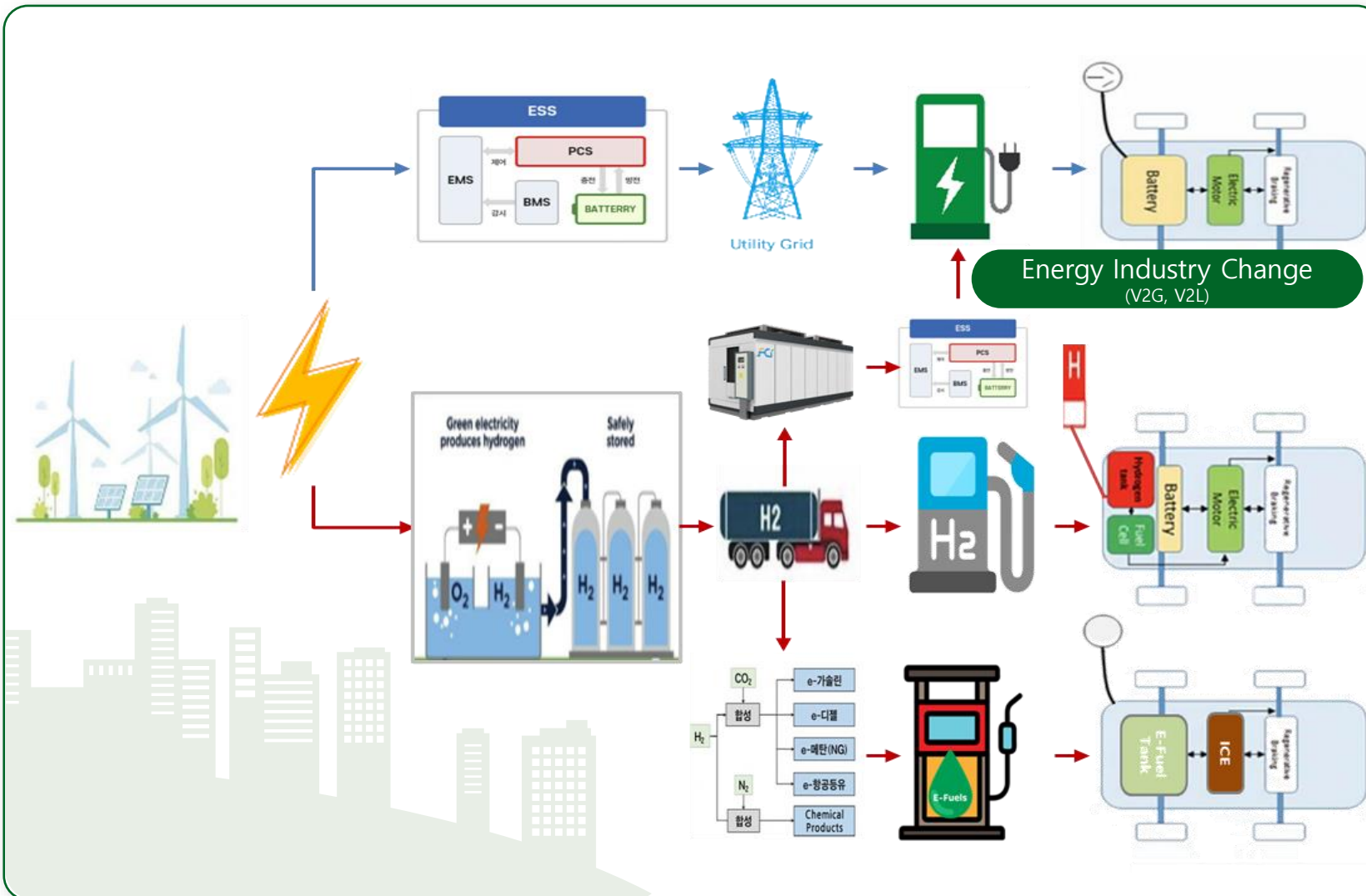


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Future Mobility : Eco-Friendly Car



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Parts Industry Change
(about 30,000 -> 10,000)

OE Process Change
(Box -> Unbox)

Energy Industry Change
(V2G, V2L)

A/S Industry Change
(1.8 -> 0.001)

Reuse/Recycle

Future Mobility : SDV



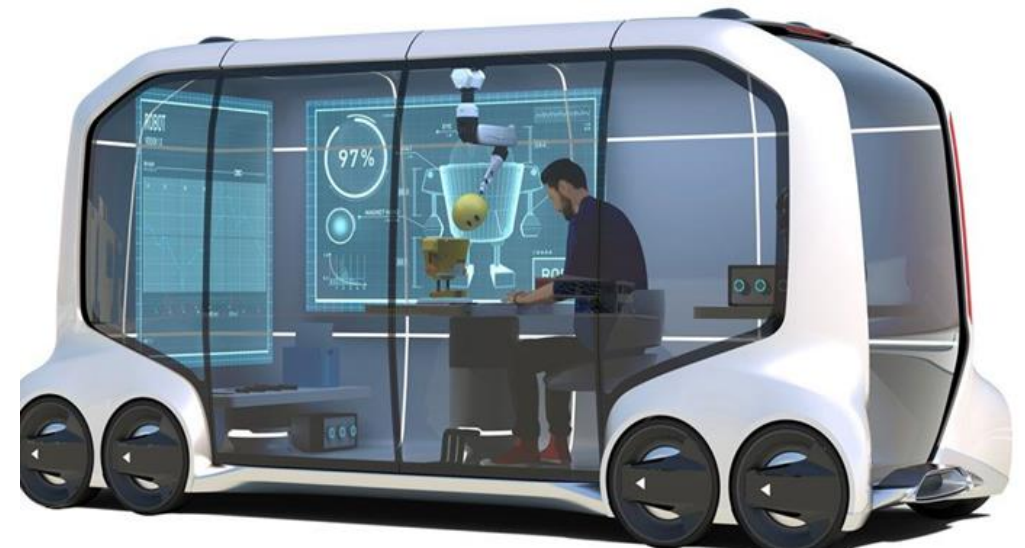
OEM produces two types of Car based on autonomous driving



① Personal SDV



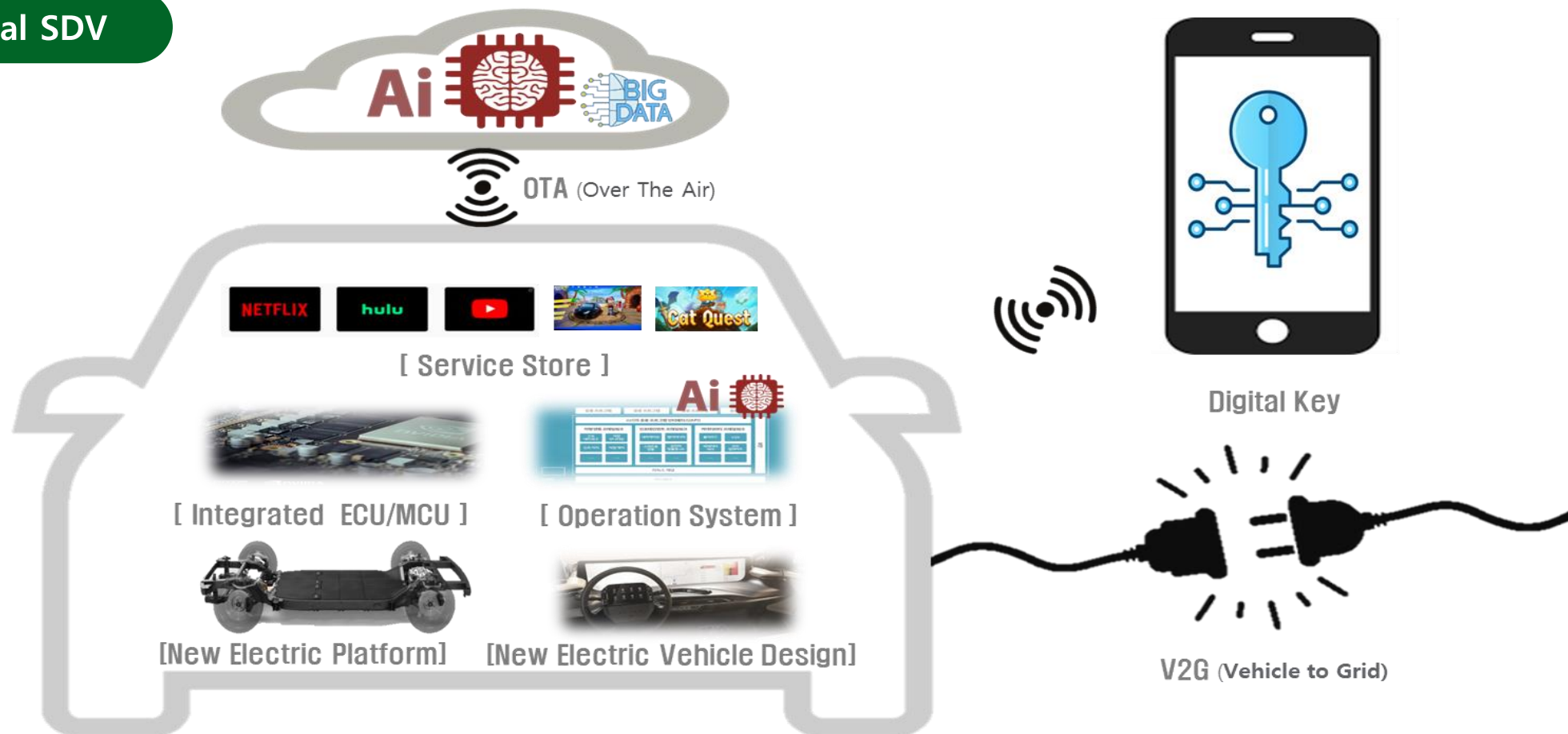
② Shared SDV



Future Mobility : SDV



① Personal SDV



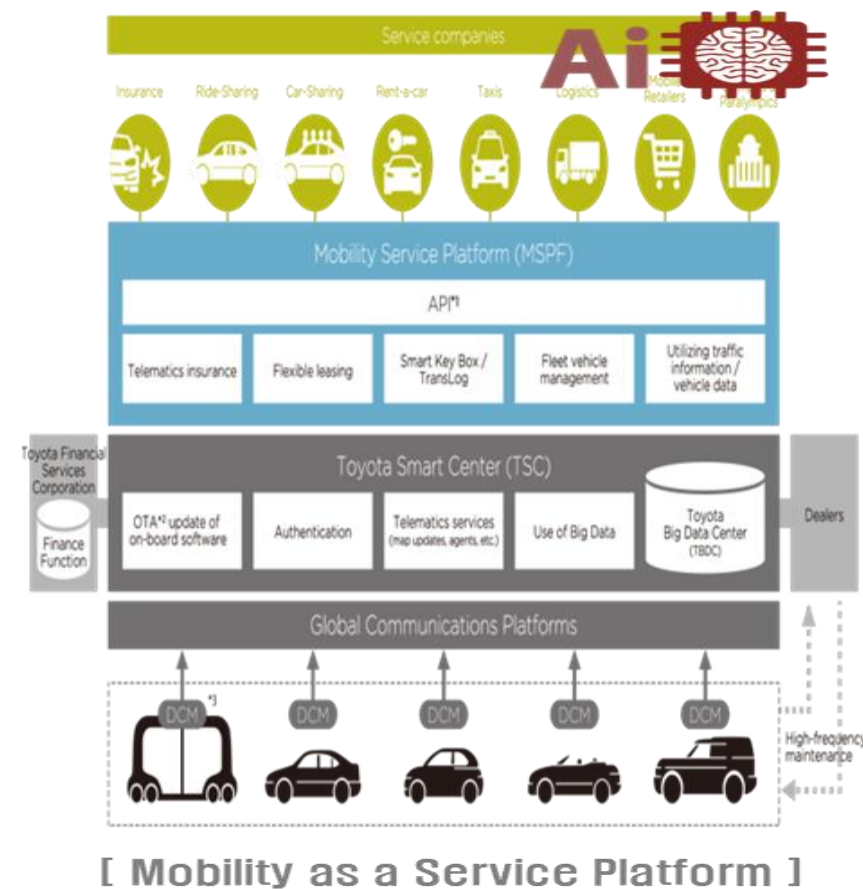
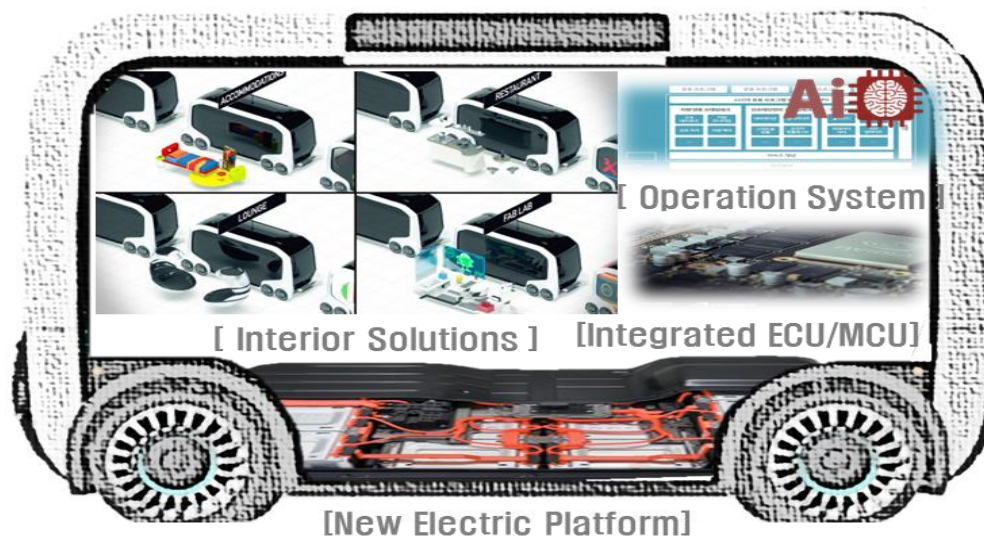
Future Mobility : SDV



② Shared SDV



[Display/window Solution]



Future Mobility : SDV



Today

After a manufacturer makes and sells cars,
Aftermarket operators run the linked business
independently

O
E
M

2,500 Trillion Won



A
M

Up to 10 Times higher than OEM



~2030

Automakers manage all business based on
devices and platforms

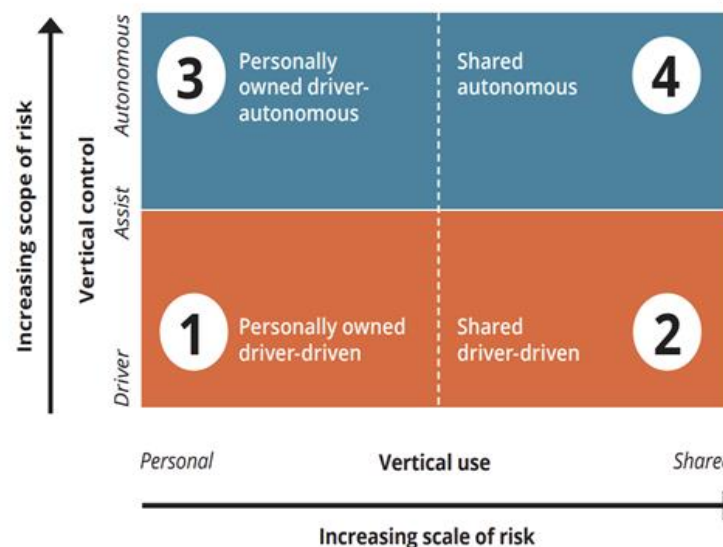
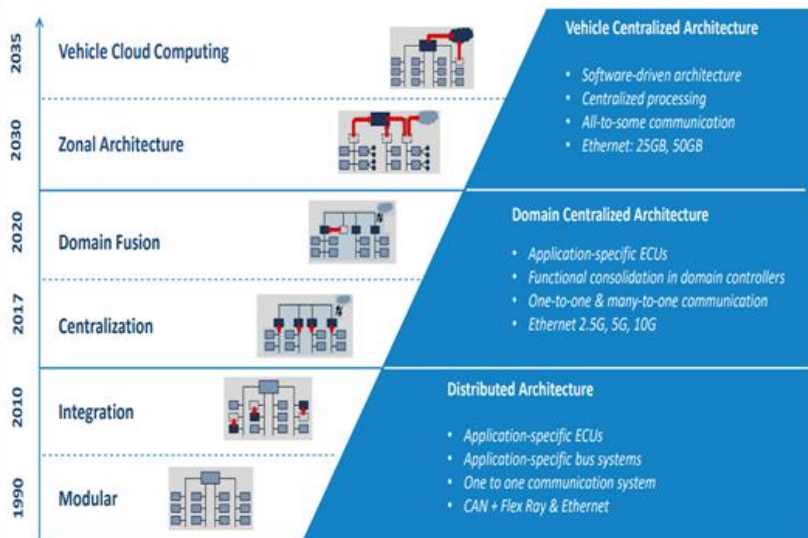
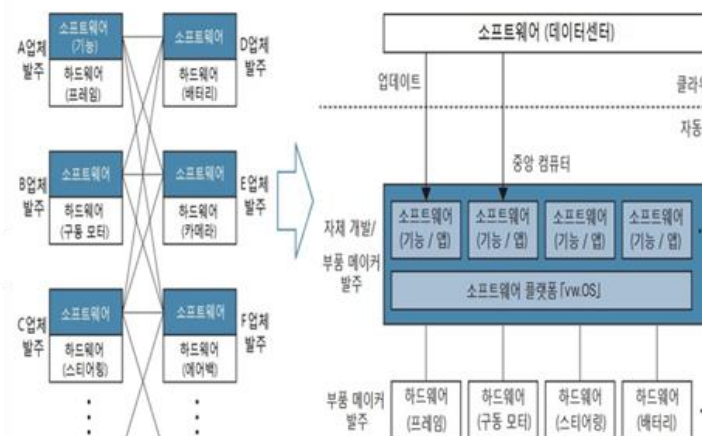


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Future Mobility : SDV



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Sales Products Change

Sales Networks Change

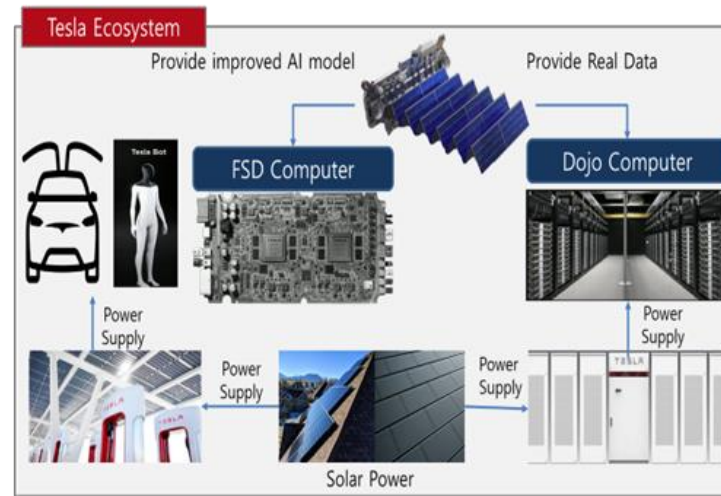
Transportation Change

Insurance Industry Change

Moving Space Emerge

Car Sharing

Future Mobility : Mobility Ecosystem



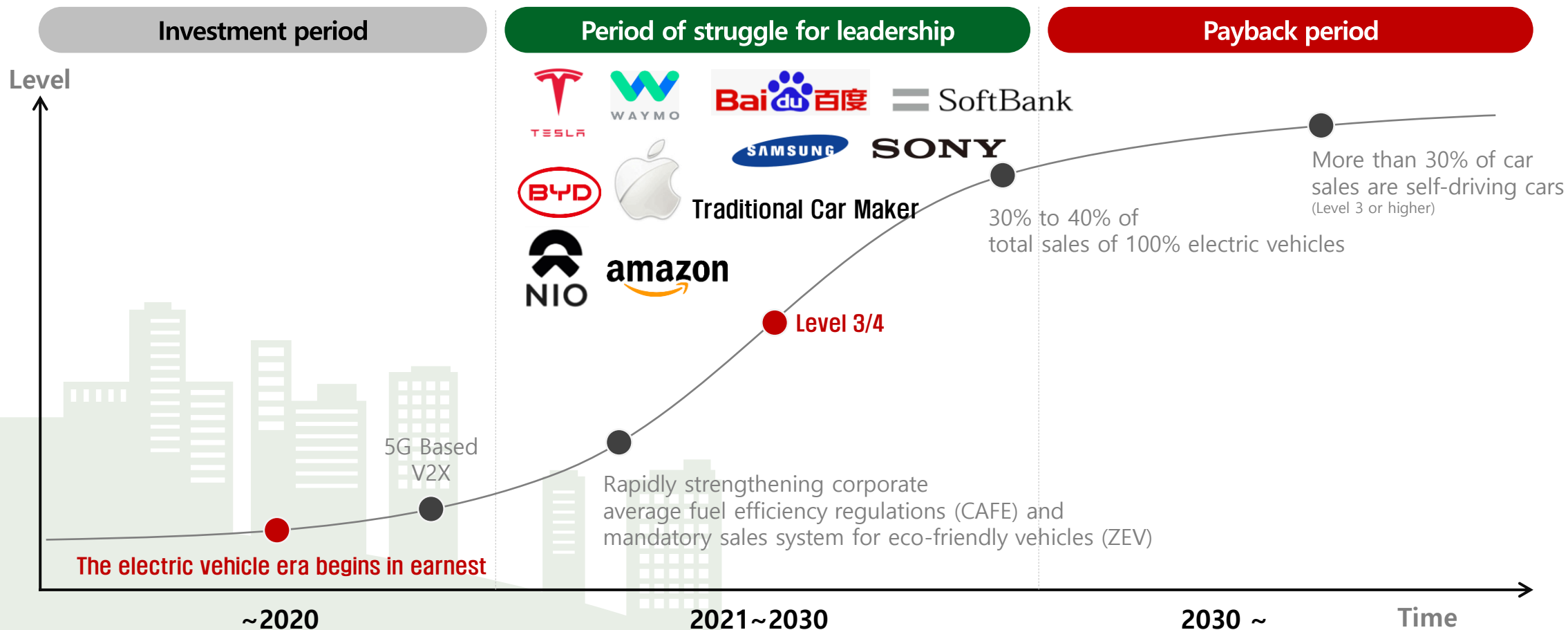
Mobility Platform

Smart City Platform

Future Mobility



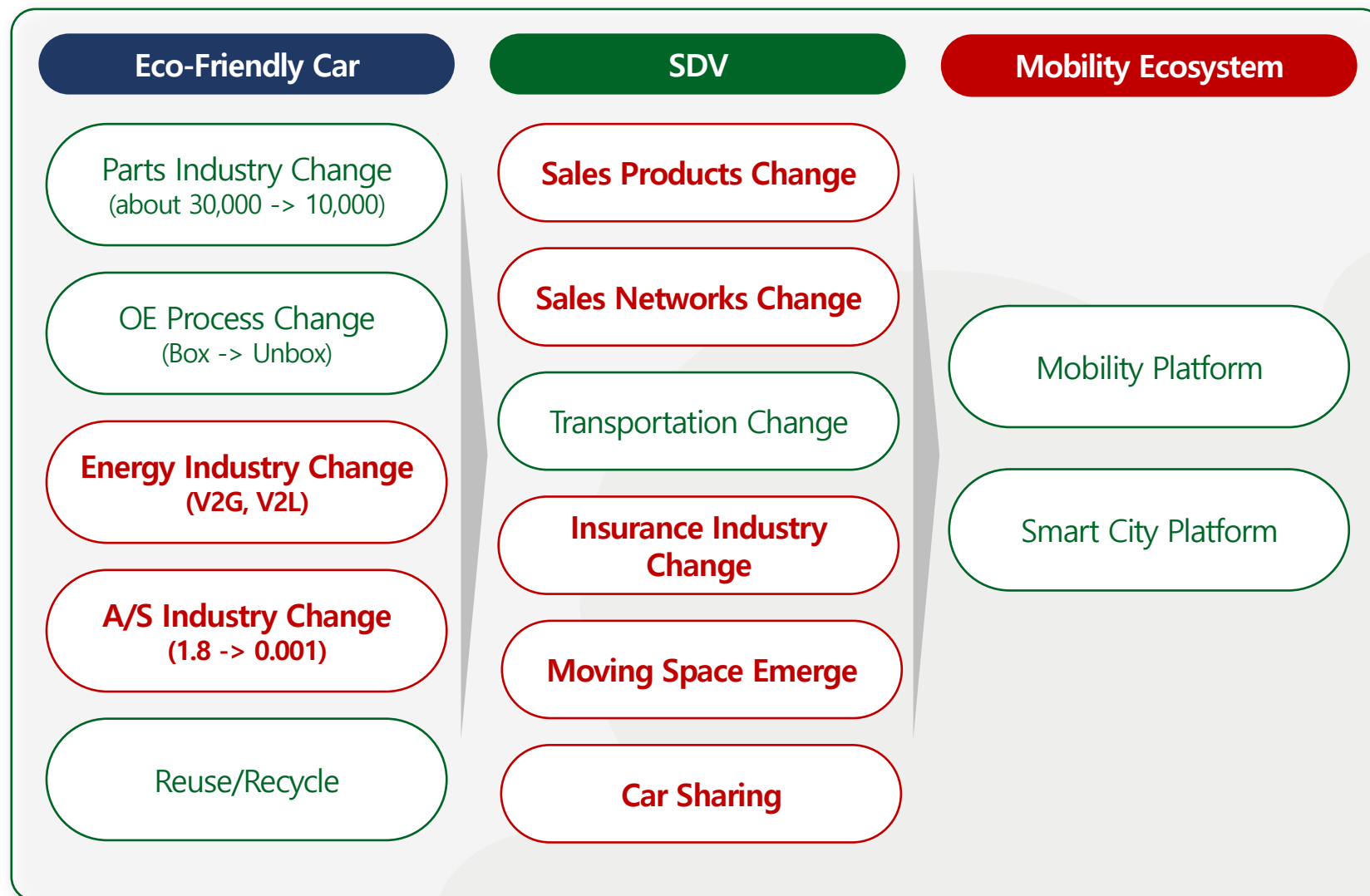
Major mobility operators are expected to be decided within 2030



Future Mobility



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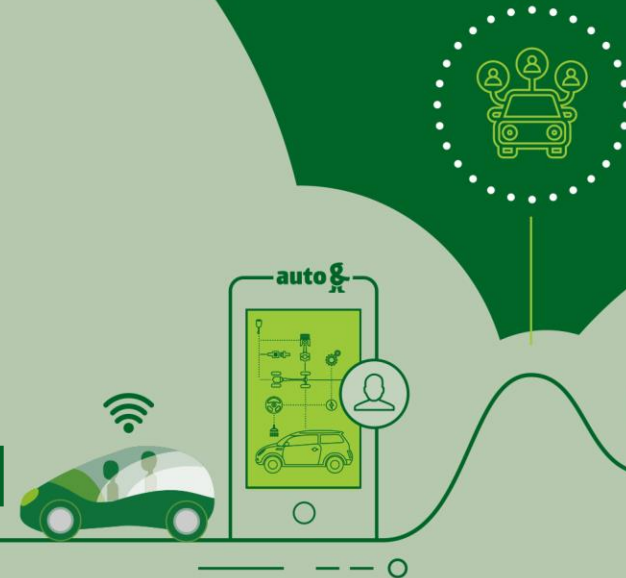


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02

Business Model

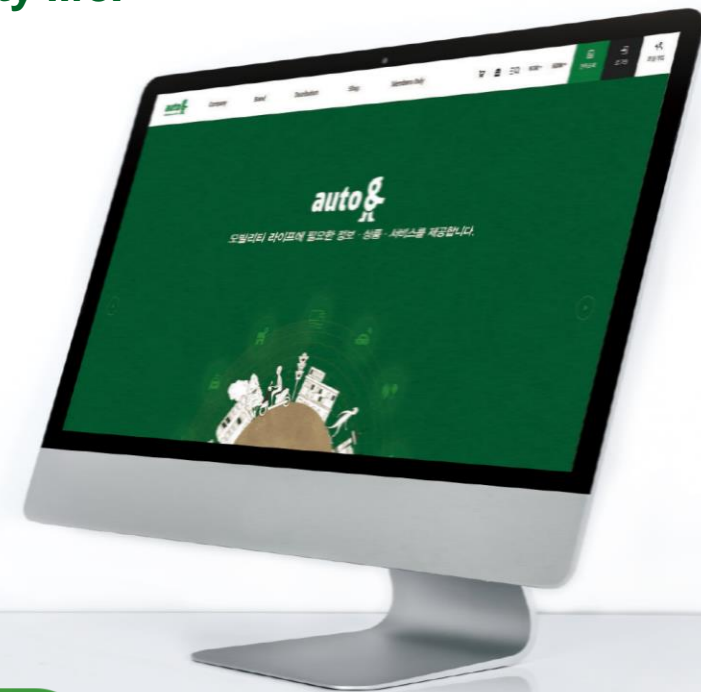
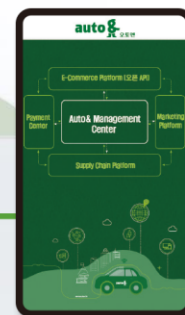


Auto& Identity



auto& is an IT-based platform company that provides customers with products, services and information for their mobility life.

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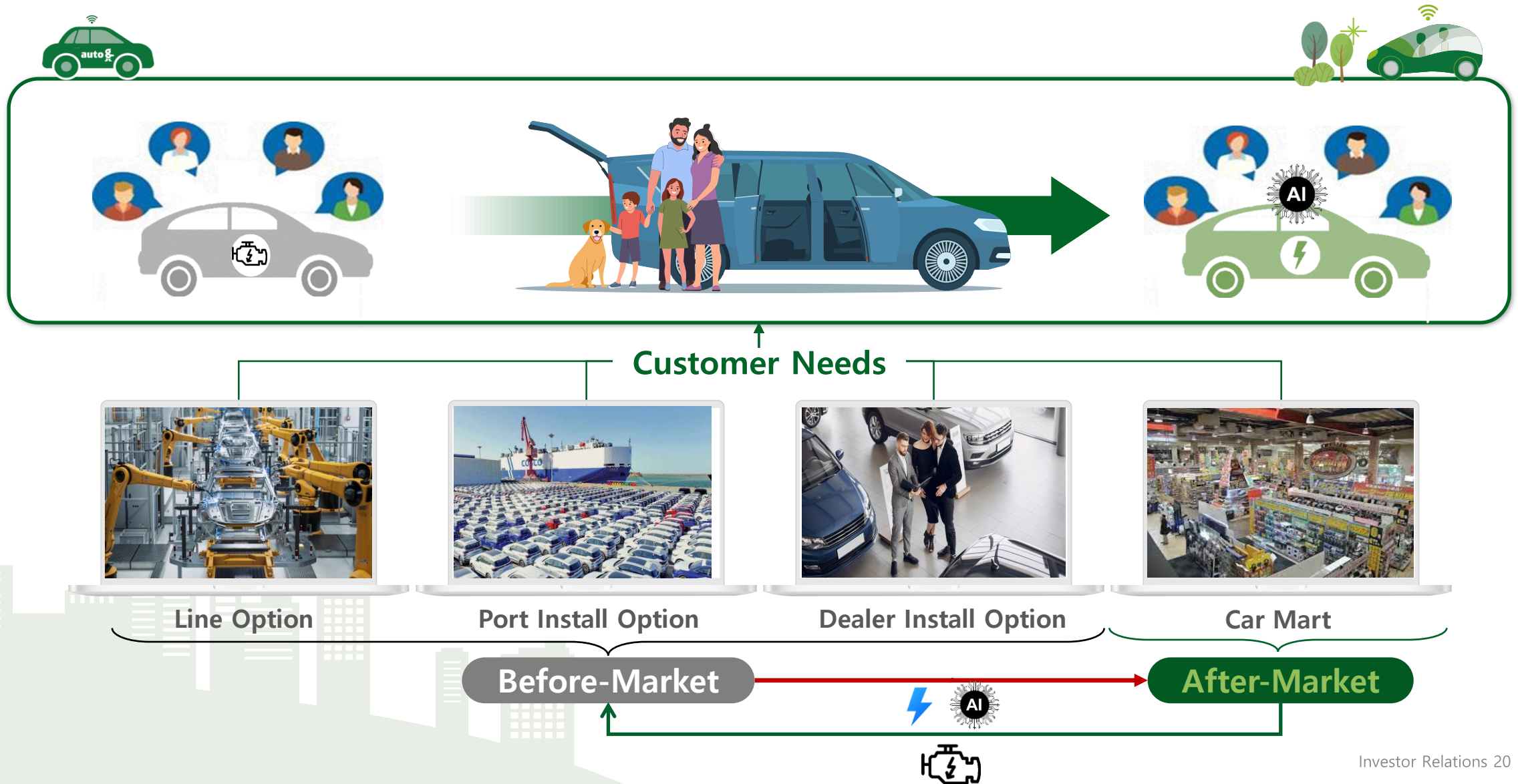


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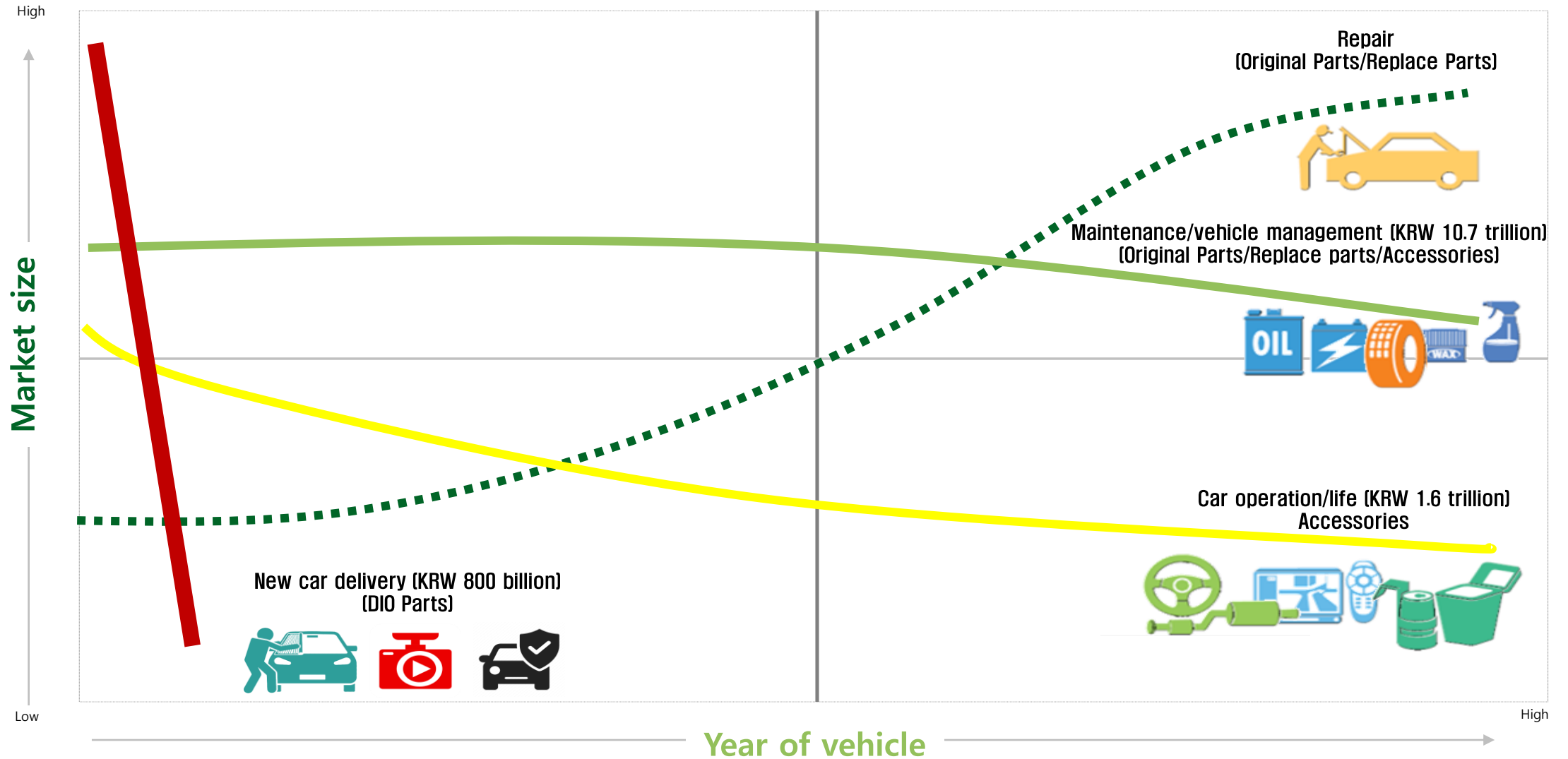
Auto& Identity



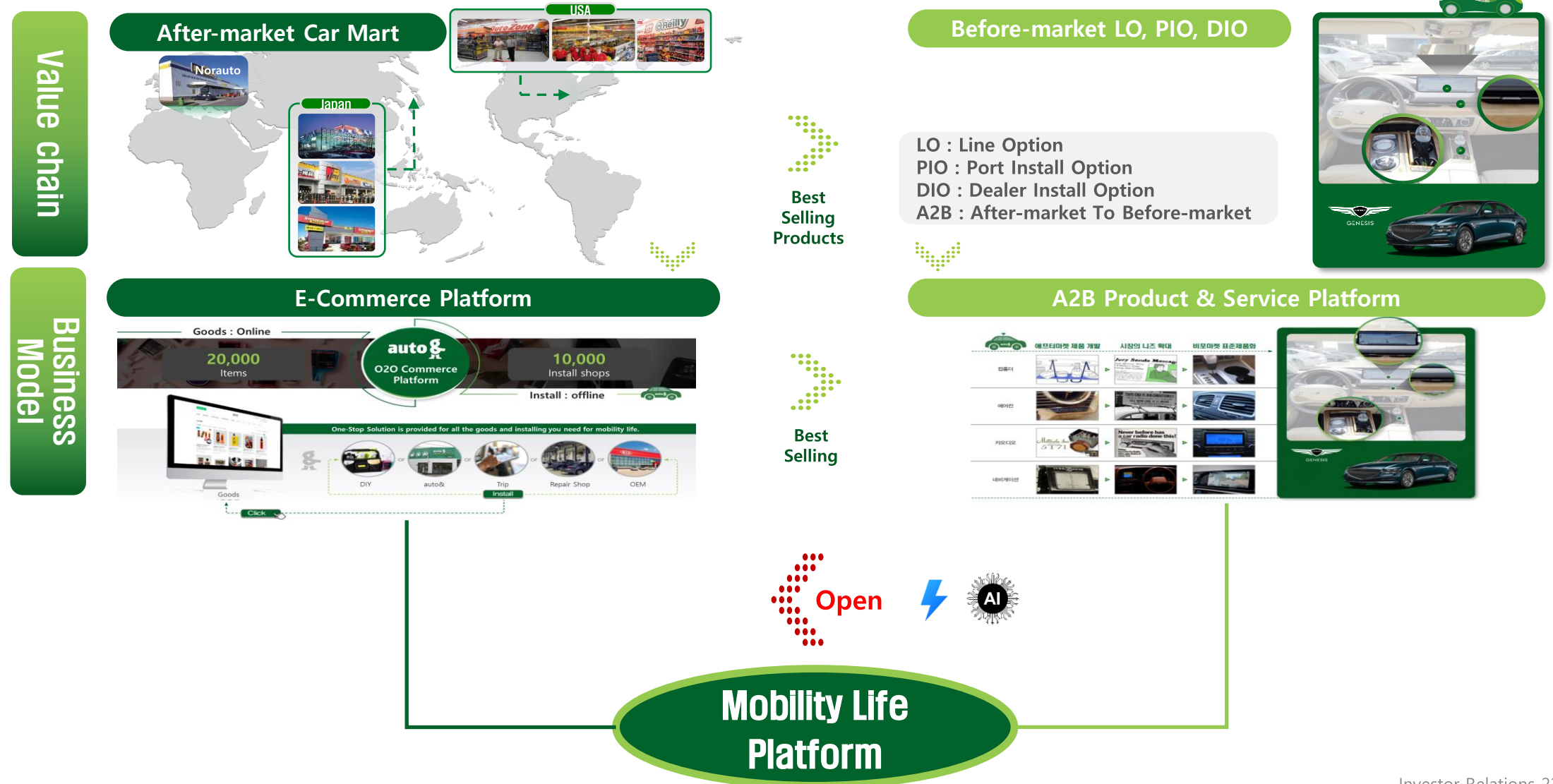
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Attachment : DIO/AM Market Size



Value Chain – based Business Model

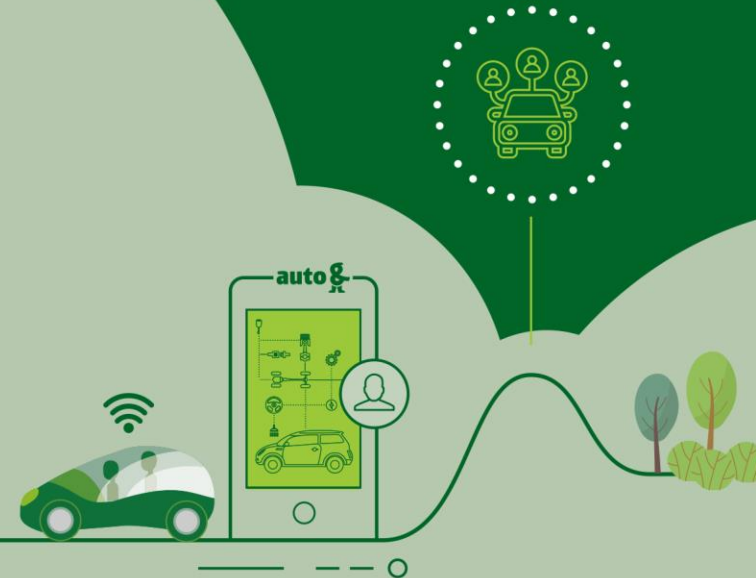


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03

**E-Commerce
Platform**

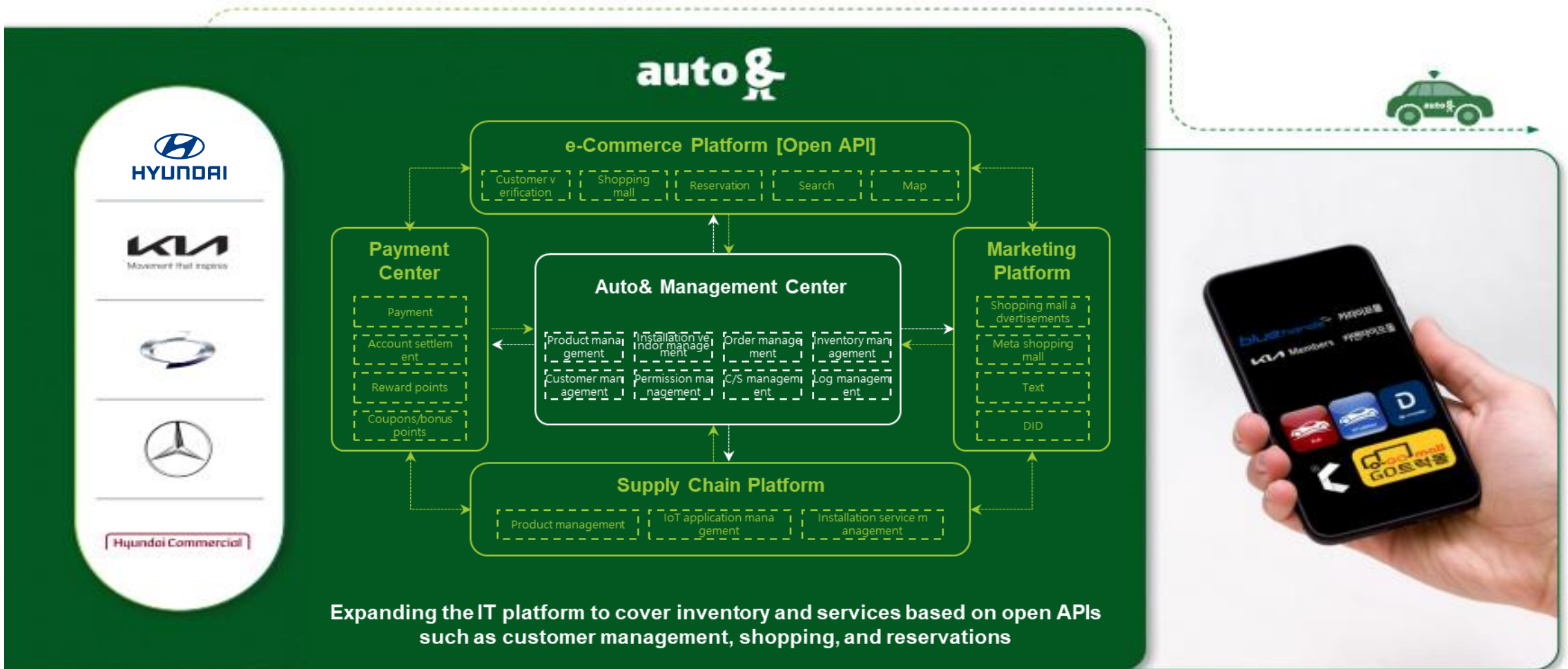


auto&

E-commerce Platform Overview



It is a platform that embodied all commerce functions via APIs and can easily deployed and provide e-commerce on various partnership channels such as automobile manufacturers, capital and so on.



E-commerce Platform Roadmap



1 Step Online store for goods only (~2017)

2 Step O2O Commerce for goods & installing (2018~)

3 Step IOT-based AI Commerce (2023~)



Off-Line Store

마트 및 정비소가
오프라인으로 각각 존재



오프라인 마트



오프라인 정비

On-Line Store

온라인 마트와
오프라인 정비소가 각각 존재



온라인 마트



오프라인 정비

- PC 기반 커머스 구축
- 자동차 용품 판매

O2O Commerce Platform

온-오프라인 마트와 가맹점의
연계로 구매부터 부착까지 패키지화



온-오프라인 마트



연계 가맹점

- 모바일 기반 커머스 구축
- 장착 상품 판매
 - 신차/중고차 장착 상품: 천팅, 블랙박스, 코팅 등
 - 오토큐 정비 상품: 타이어, 소모품 등
 - 카라이프 상품: 튜닝, 세차 등

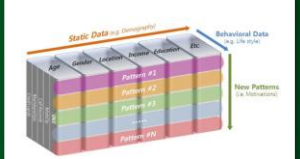
O2O : Online To Offline

IOT-based AI Commerce

차량 IoT Data



고객 다차원 Data



상품/서비스 Data



Dynamic
Big Data



Super
Personalization

- 차량 기반 커머스 구축 : 디지털키 및 차량 내 커머스
- Data 연계 개인화 서비스 판매
 - 운행 Data 기반 정비, 카라이프 상품 구독 서비스
 - 차량 상태 Data 기반 찾아 가는 서비스(충전, 차량관리 등)
 - 차량 및 고객 데이터 기반 금융 상품
 - 차전(차량 전자 상품) 상품 Data 기반 연계 서비스

auto& O2O Commerce Platform

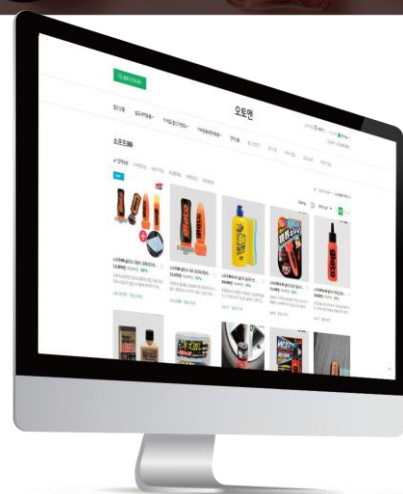


We are currently operating an O2O commerce platform that integrates online and offline with about 20,000 products and 10,000 install shops.

O2O : Online To Offline



One-Stop Solution is provided for all the goods and installing you need for mobility life.



Goods

Click



DIY

OR



auto&

OR



Trip

OR



Repair Shop

OR



OEM

Install

020 Commerce Goods



- Established about 20,000 goods data to meet individual needs of aftermarket customers
- Developing goods that are manufactured under auto& own brand to develop products/services connected to future cars
- Establishing OEM brand goods for e-commerce

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Sourcing

20,000

Items






auto& Brand Goods

detailing





자동차
디테일링 브랜드





OEM Brands Goods

Quality assurance
OEM product



H Genuine Accessories



Genuine Accessories




020 Commerce Install Shops



Various installing services such as maintenance, car wash, tinting, glossy, tuning and so on are provided through e-commerce

Installing Service



Oil



Battery



Washing



Interior cleaning



Tinting



Polishing



Tuning



Dash Cam



Coating



Package



After-market shop



Auto& Shop



OEM Shop

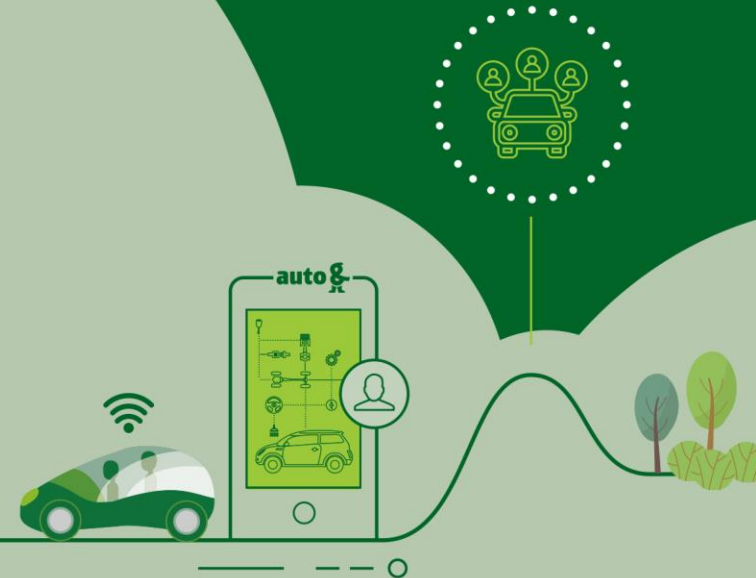


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04

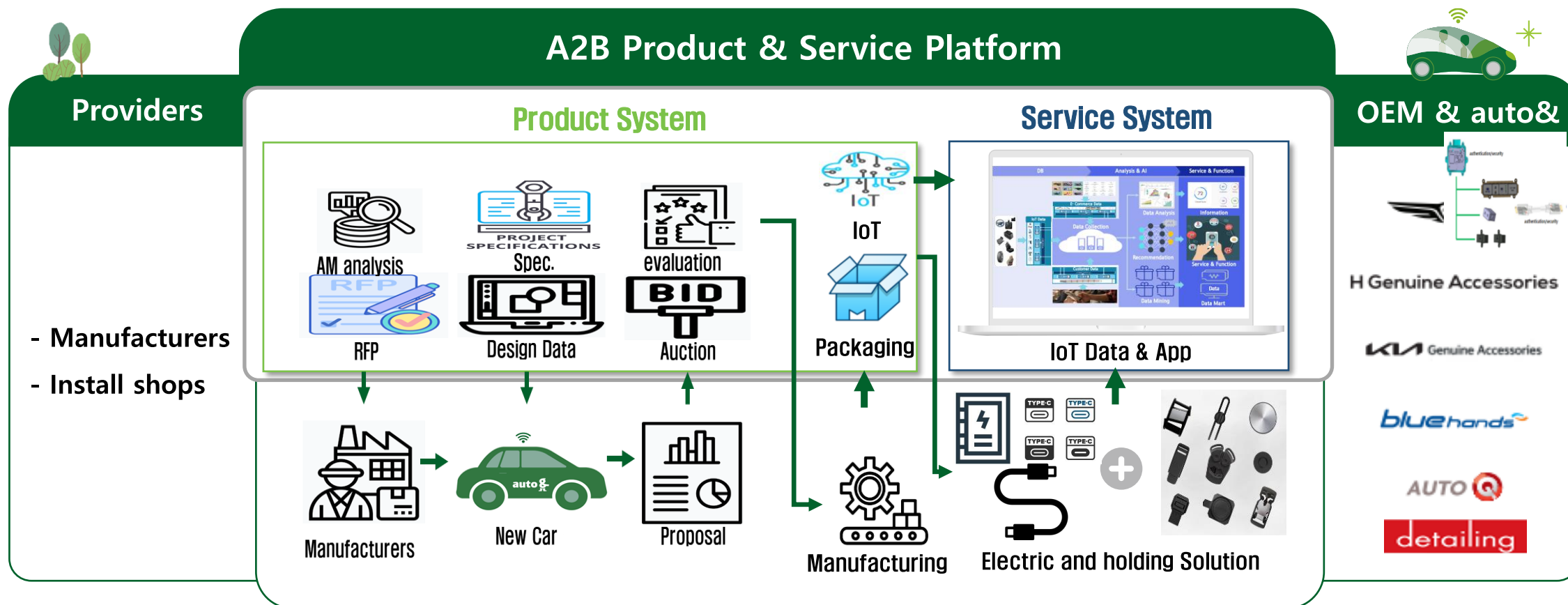
**A2B Product &
Service Platform**



A2B Product & Service Platform Overview



- Building A2B Product & service platform that connects manufacturers/install shops and OEM brands.
- A2B Product & Service Platform consists of Product system and Service System
 - Product system : A system that manages product manufacturing
 - Service System : Product data and operation service application



Product System – Process



Establishing and operating a 19-month development process with OEM for product manufacturing.

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Product System – Categories

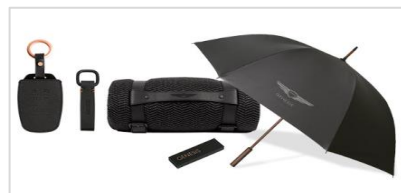


A2B product/service platform applied product categories

- Supplies, AM exclusive goods, and Option for new cars, IoT applied Goods



Supplies



- Helping upgrade the reputation of Korean vehicle brands as a byword for luxury sedans
- Purchasing products with membership (reward) points awarded to consumers who have purchased a Genesis vehicle

- Individually available products are sold on the Genesis website.



AM-exclusive goods



- Supply of exclusive goods and camping supplies applied to electric vehicles (IONIQ 5, EV6) and Casper
- autoQ brand products

Option for new cars



- Built-in air purifier for Grandeur and 7 other models, PPF option available for all Genesis models (new cars)
- Pet car products available for Avante and all SUV models (new cars)



Car Electric Goods



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05

Mobility Life Platform



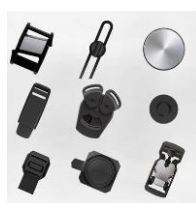
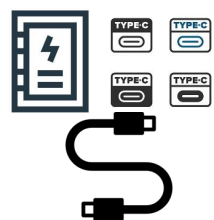
Mobility Life Platform



Service system provides product operation and subscription-type services through dual Apps (navigation & smartphone) connected to product big data and AI.



OEM Spec./Design/Data/V2L



① Electrical and fastening solutions

Mobility Life Platform



Mobility IoT Data Hub



② Mobility Space + Car Electric Goods



③ Car & Smart Phone Dual App for IoT Commerce



Data Base Moving A/S



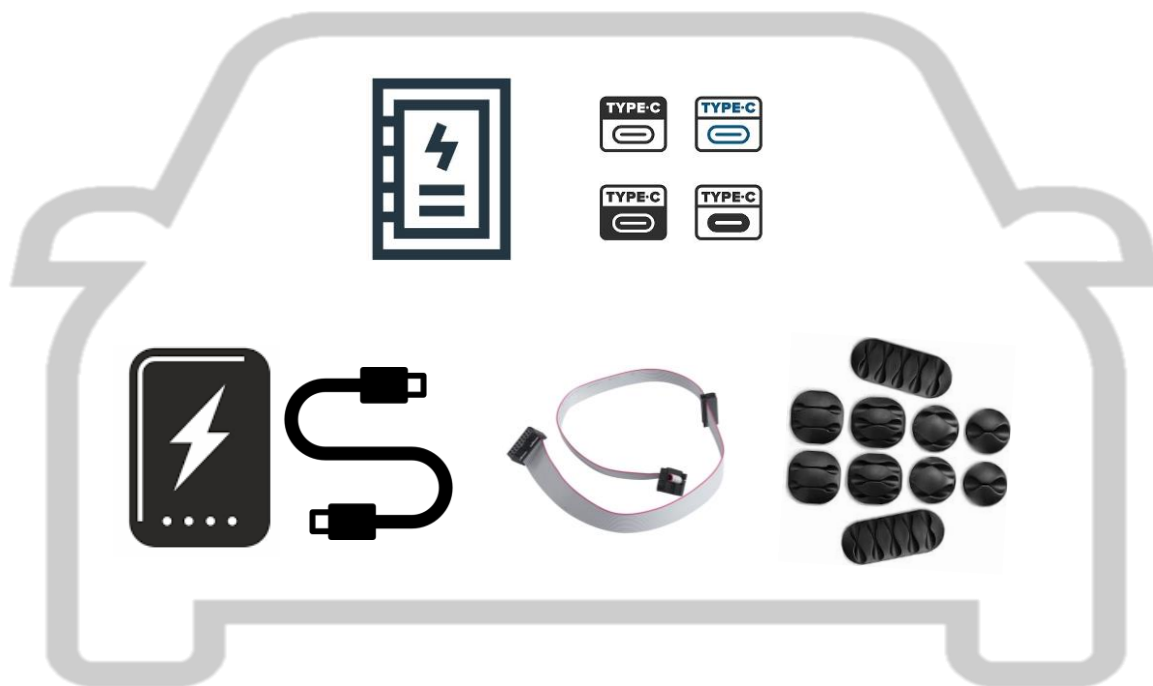
Install Shop

④ Mobility Service Station

① Electrical and Fastening solutions



① Electricity usage solutions



② Fastening solutions

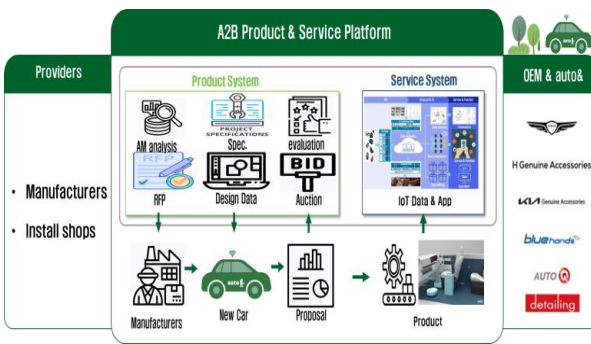


② Mobility Space + Car Electric Goods



SDV : Software Defined Vehicle

A2B Product & Service Platform



● EV-specialized products

Moving office



Auto-camping



Other



● SDV specialized Products

Subscription-type vehicle management s



Purpose Built Vehicle



③ Car & Smart Phone Dual App for IoT Commerce



Mobility IoT Data Hub

IoT data from vehi



Multidimensional consumer



Data from products/service



Dynamic Big Data

Dual App



④ Mobility Service Station



	Area								
	Sales Support			A/S	Car Life			Future Business	
	New Car Inspection (Delivery)	DIO	Customizing	Repaire	Accessories	Used Car	Car Care	IOT	Up-Grade (Soft/Hardware)
Future Network	●	●	●	●	●	●	●	●	●
Current A/S Network	X	X	X	●	X	X	X	X	X

Need To Change

New A/S Network	●	●	●	●	●	●	●	●	●
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Summary



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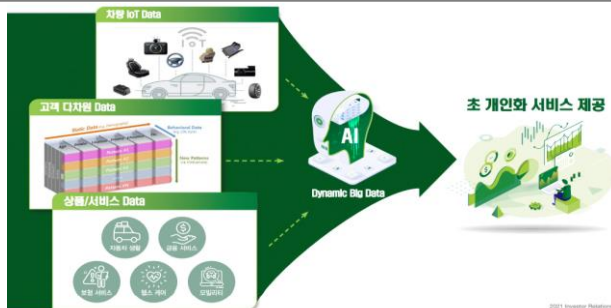
Verifying Best Selling Items and Providing A2B System

E-Commerce Platform

O2O Commerce

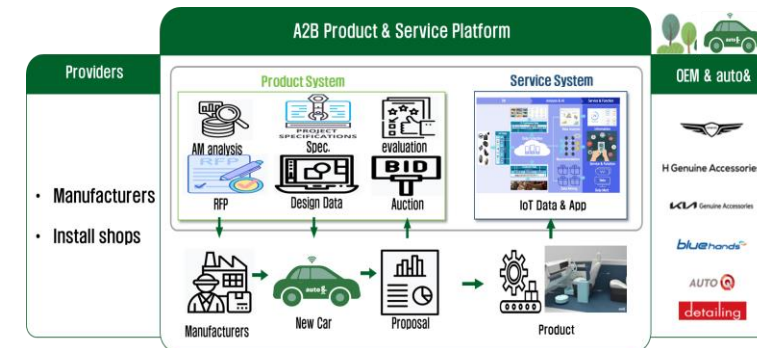


IOT Commerce



A2B Product/Service Platform

A2B Product/Service Platform



Expanding the platform to PBV & Used Car



Verifying Specialty Product, Service, and Providing Data

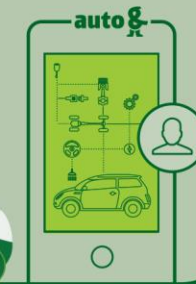
Mobility Life Platform



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Q&A



auto&