

# 2023 EnjoyStreet VREDU

Investment proposal

## K-Culture

Representative travel agency for K-Culture products



### Business Overview

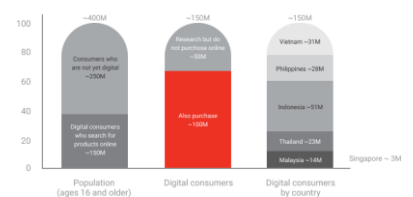
- + A two-way metabus travel platform that connects the virtual and real world / A mutually beneficial metaverse platform that combines tourism and shopping
- + Conducted multiple AI & big data-based smart city and smart water projects for many years
- + Expansion of Korea's excellent product market development for revitalization of the regional economy globally, with a focus on Asia
- + Regional + content (K-Culture) + local product linkage: induce in/outbound customers and promote Korean Wave (K-Culture) content Provide services to sell/purchase on/offline by interlocking local specialties and products

### Problem

- + **Change in tour trend after COVID-19**
  - Increase of digital elements while touring
  - Increase in the number of travels through social media and OTA (Online Travel Agency)
  - Low digital transformation in the tourism industry
- + **Rise of video-based content service**
  - Activation of video streaming service in the platform
  - Popularization of live broadcasting through voice recognition data and text technology
  - Motivation of visiting tourist places through indirect experience built upon simultaneous communication and interactivity
- + **Expansion in Online commerce market**
  - Change in sales channel by development of social media and livestreaming
  - Explosive growth of overseas direct purchases due to the simplification of mobile shopping

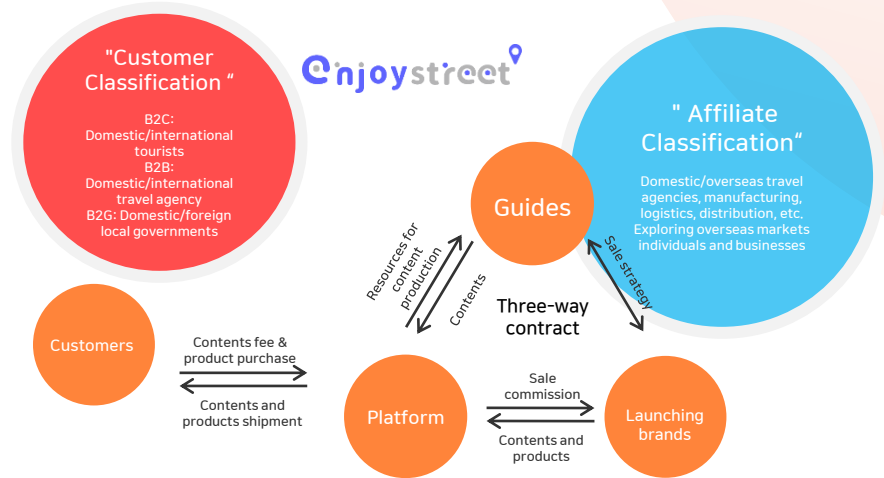


Of the 150 million digital consumers in Southeast Asia, two-thirds already shop online



## Product

- + B2C (local creators), B2B (travel agencies, merchants with products, etc.), B2G (local governments) ecosystem support



- + "Area + K-Culture + regionally linked products Providing integrated tour products"



- + A new paradigm of travel + shopping

### Travel Preview

In the online space where i want to go indirect experience

### One stop travel preparation

Your own itinerary After preparing, the guide offline travel together

### Anywhere shopping

Order local products from around the world online Direct delivery after shopping while traveling

#### EnjoyStreet Portal (<https://enjoystreet.com>)

- Sharing tourism information under the motto of 'A place where everyone becomes a guide'
- Contributing to content quality improvement and tourism product production through a bidding system



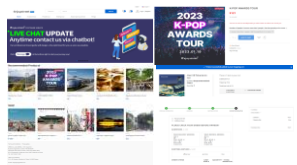
#### EnjoyStreet Live (<https://live.enjoystreet.com>)

- Travel preview channel
- Linkage with contents of ES Portal and Shop



#### EnjoyStreet Shop (<https://shop.enjoystreet.com>)

- Interlock with contents introduced in the main portal
- Sales of 100 travel destinations and 150 individual free travel (FTT) products



# Market & Opportunity

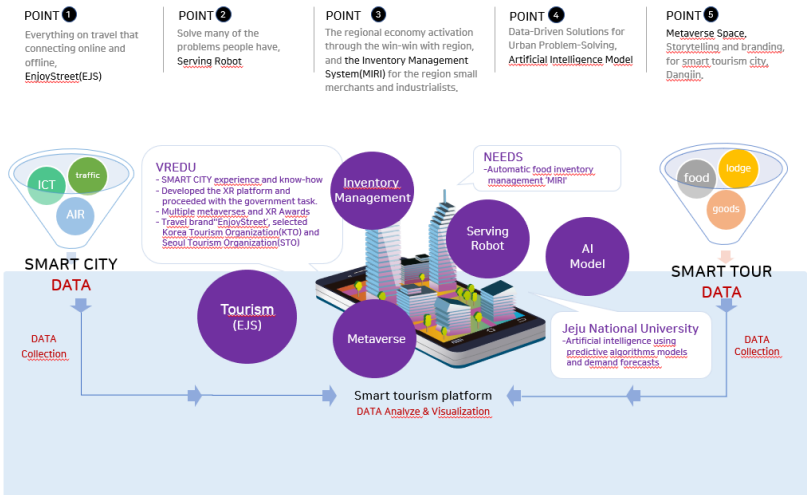
## + "Trend in Sales of Tour & Associated Products"

(Unit: Won)

Product name	Unit price	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Note
Tour1	350,000	10,500,000	17,500,000	28,000,000	35,000,000	35,000,000	17,500,000	17,500,000	161,000,000
Number of people		30	50	80	100	100	50	50	460
Tour2	750,000	22,500,000	37,500,000	37,500,000	37,500,000	22,500,000	22,500,000	22,500,000	202,500,000
Number of people		30	50	50	50	30	30	30	270
Tour3	500,000	15,000,000	25,000,000	25,000,000	25,000,000	15,000,000	15,000,000	15,000,000	135,000,000
Number of people		30	50	50	50	30	30	30	270
Other events	150,000	0	0	0	0	0	225,000,000	0	225,000,000
Number of people							1,500		1,500
Total Profit (Expected)		7,200,000	12,000,000	13,575,000	14,625,000	10,875,000	42,000,000	8,250,000	108,525,000
Total Sales (Estimated)		48,000,000	80,000,000	90,500,000	97,500,000	72,500,000	280,000,000	55,000,000	723,500,000

## + Overview of the Project: Smart tourism city illustrative

- Collaborate with domestic/overseas local governments through B2B and B2G models to generate revenue with budgets for revitalizing the local economy
- In the case of a B2C-based revenue model, revenue will be generated through on/offline travel tours and SaaS utilization



# Competition

	VREDU	Blog	Tour company	OTA
Culture content	O	O	X	X
Interactive	O	O	X	X
Global service	O	X	X	O
User participation	O	△	O	X
Media diversity	Image, video, live streaming	Images	Product detail image	Info listing image

## Guide

### White

"A Beginner's Guide for Beginners!"

Enjoy Street Guide begins by sharing personal and simple travel stories after signing up.

The White Guide is the first type of guide granted after signing up for membership.

Anyone who loves to travel can join us. You can post travel postings on the portal and share the profits with Enjoy Street.

**GUARANTEE**

### Blue

"The versatile travel expert guide!"

If you enjoy Enjoy Street, introduce your own tour course to people and become a blue guide that can conduct a live tour.

Blue Guide is a type of guide with deeper expertise and passion for travel. It is granted when certain criteria are passed after the White Guide. In addition to white guide rights, you can open and operate your own live tour.

### Purple

"A nationally recognized tourism expert guide!"

Purple Guide is a type of guide that can conduct online live tours as well as offline tour operations. Only guides with a travel industry tourism worker national license are eligible and will go through a simple certification process.

Purple guides can operate and sell postings, live tours, and offline tours with the qualifications corresponding to blue guides. We also give the highest benefit to profit sharing for content.

## Roadmap

### Utilization of metabus for successful hosting of World's Fair (e.g. Real and Virtual Traveling)

- Characteristic: Connected to tourist attractions, hotels, and restaurants near the World's Fair
- Utilization: You can travel by virtual or check first before traveling

Members of Busan World's Fair

SNS

Virtual Travel Site

- World's Fair subscribers check local information with 3D images
- Virtual visits to fairs, hotels and restaurants
- Make travel decisions by checking information in real time with hotel and restaurant staff in your native language

## Financial Projection

Division	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Personnel expenses	47,000	47,000	47,000	33,300	33,300	33,300	40,000	40,000	40,000	40,000	40,000	40,000
Rent	7,000	7,000	7,000	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Operating cost	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Advertisement marketing	5,000	5,000	5,000	5,000	5,000	5,000	8,000	8,000	8,000	8,000	8,000	8,000
Total cost (estimated)	69,000	69,000	69,000	49,800	49,800	49,800	59,500	59,500	59,500	59,500	59,500	59,500
B2G (Government support project)	0	0	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
B2G (EJS linked business)	2,000	3,000	3,000	50,000	70,000	150,000	200,000	200,000	200,000	200,000	300,000	300,000
B2C (Tours and products)	3,000	3,000	3,000	15,000	16,000	20,000	30,000	50,000	100,000	100,000	200,000	200,000
B2B (Tours and products)	5,000	6,000	6,000	15,000	20,000	30,000	50,000	100,000	150,000	200,000	200,000	200,000
Total Sales (Estimated)	10,000	12,000	37,000	105,000	131,000	225,000	305,000	375,000	475,000	525,000	725,000	725,000

※ Sales in 2022: 1.3 billion (KRW), exports: 6 million (KRW)

- Revenue related to platform business: 2/3 of total revenue

- Revenue related to tour and travel content: 1/3 of total revenue

Estimated cost	Expected sales	Expected revenue
₩713,000,000	₩3,650,000,000	₩2,937,000,000