

April 2023

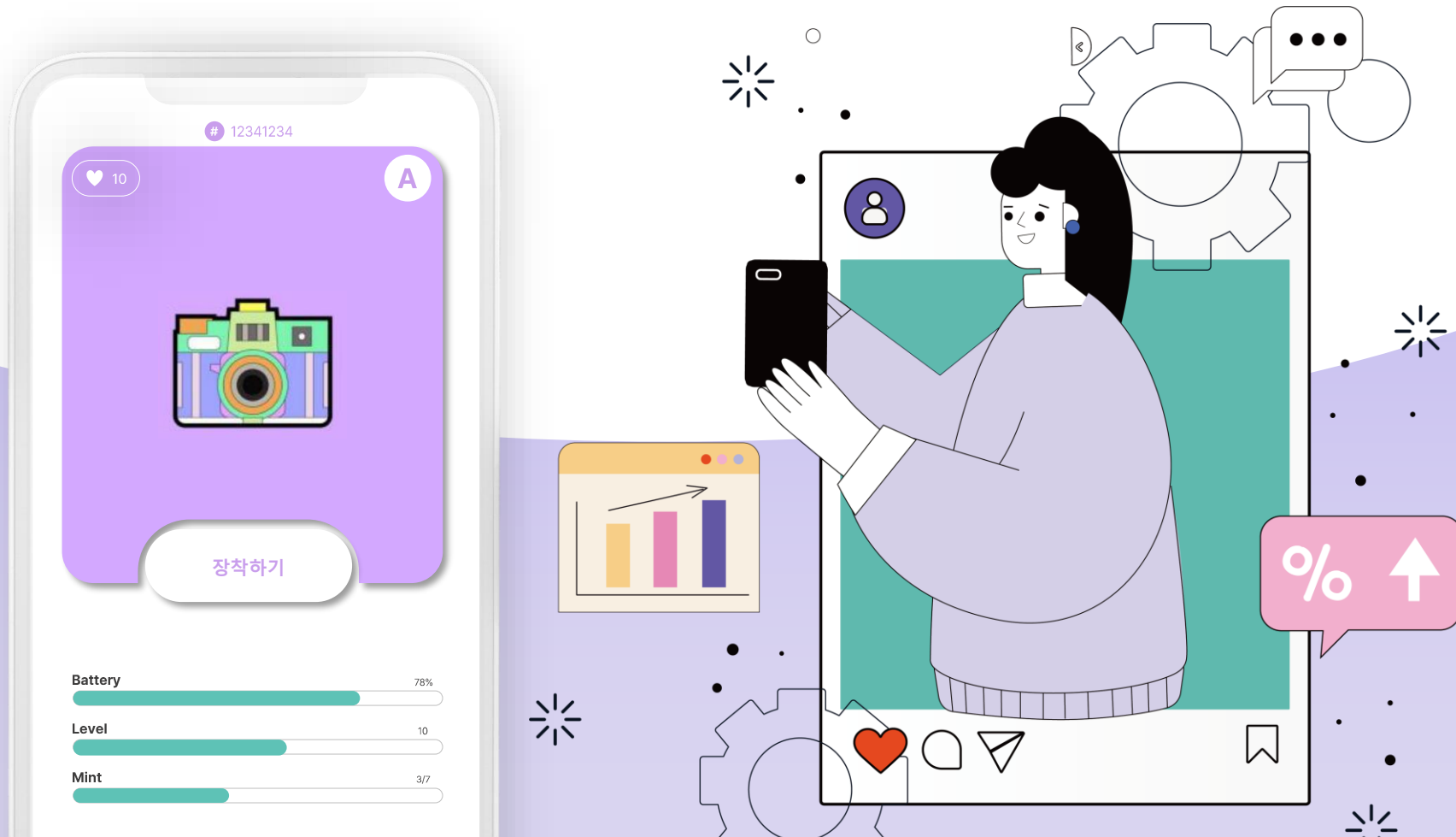
Next Photo Booth Gamechanger Candy Box

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Not for Further Distribution



Offline Photo Booths, Redefined

Candy Box is a cutting-edge offline photo booth that keeps pace with modern trends, incorporating high quality into photos to offer a truly unique and revolutionary experience



Our Vision:

Our goal is to become a trend-setting photo booth that caters to the MZ generation by taking high quality photos and seamlessly integrating photographs into daily life



High Quality
Photos

Expert
Interior & Exterior

Facial
Recognition

K-Pop Entertainment
Use Cases

Influencer
Network

Leveraging our advanced technology and celebrity partnerships, we aim to create innovative revenue models that are unparalleled in the industry

Why Candy Box?

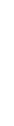
Team with a proven track record of high growth, agile and quick to adapt to market shifts

High Quality



Our state-of-the-art photobooths boast professional studio-level photo quality that surpasses that of the current popular offline photobooths. Our cutting-edge technology and advanced equipment ensure that our customers receive high-quality photos that capture every detail and provide a truly immersive experience

Facial Recognition



Candy Box applies the facial recognition filter technology of Candy Plus, which boasts 250M downloads worldwide, to obtain the highest quality photos that are corrected most naturally as soon as they are taken, as well as printed photos

Candy Plus



Candy Box is seamlessly integrated with the Candy Plus app, enabling users to easily store and share their photos taken at the photobooth

Why Candy Box?

Team with a proven track record of high growth, agile and quick to adapt to market shifts

Celebrity Collaboration



Candy Box leverages its extensive network of artists and celebrities to generate excitement among the MZ generation while also creating a unique profit-sharing opportunity with these influential figures. This approach allows Candy Box to benefit from the star power of these celebrities while also providing them with a new and innovative revenue stream

Trendy Filter Selection



Candy Box allows users to choose and apply the most popular filter from a variety of filters provided by Candy Plus, ensuring that everyone can obtain satisfactory printed photos

Optimal Shooting Conditions



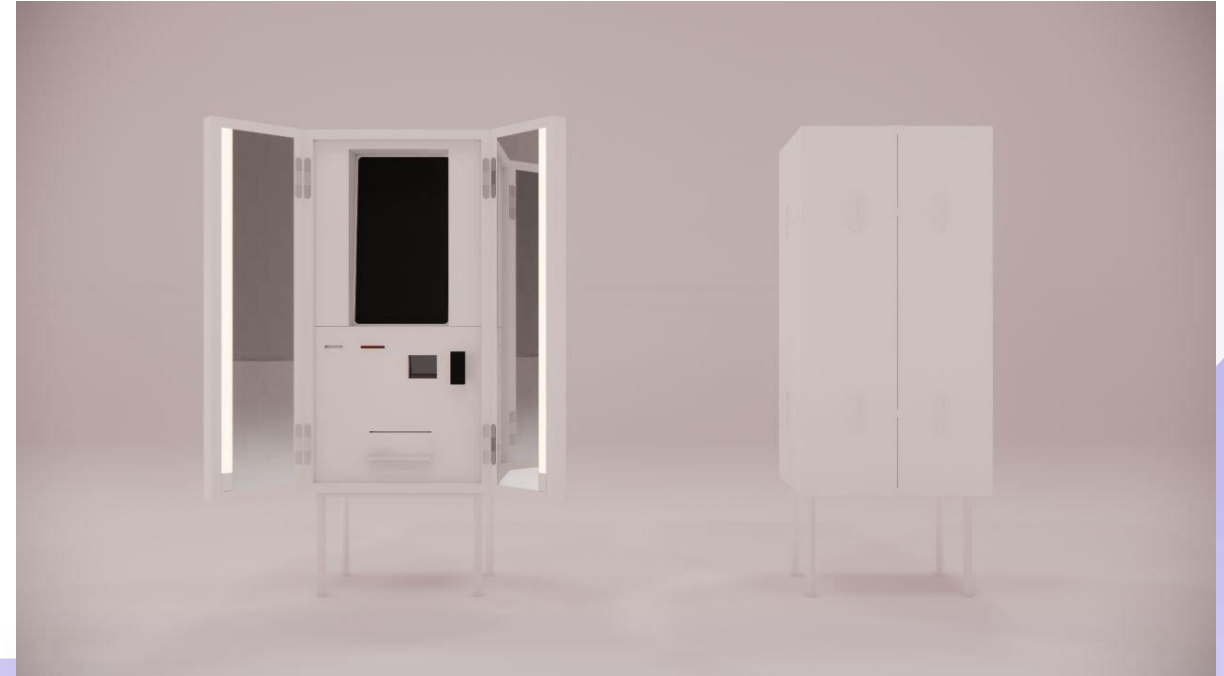
With supervision of professional photographers and experts, Candy Box sets up optimal shooting conditions, including lighting, camera settings, background, filters, and printing, to ensure that customers can obtain the best possible photo results and prints

Candy Box Design



The weight and volume size have decreased to 1/4 compared to the previous version. Technically, the Canon DSR camera and assembly PC have been removed, and everything is handled on a single tablet

There is about a 3-fold difference in display screen compared to the previous version. The previous version included a monitor in the assembly PC, but we use an Android tablet as the base and it is integrated with the monitor due to the cost of the monitor

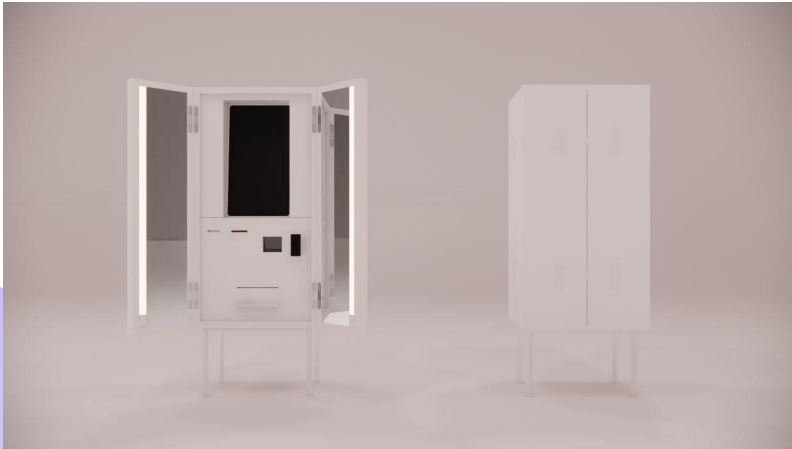


The exterior design will include traditional Korean props with a sense of mother-of-pearl and a door-like pattern, inspired by overseas experiences. The intention is to promote Korean-made technology and culture, combining K-picture and K-culture to spread Korean culture and technology around the world

When taking photos, the lighting will give a feeling of being in a celebrity dressing room while looking at a mirror

Candy Box vs. Competitors

Candy Box



614 x 510 x 1,630 mm

니컷내컷



750 x 400 x 1,970 mm

인생네컷



960 x 540 x 1750 mm

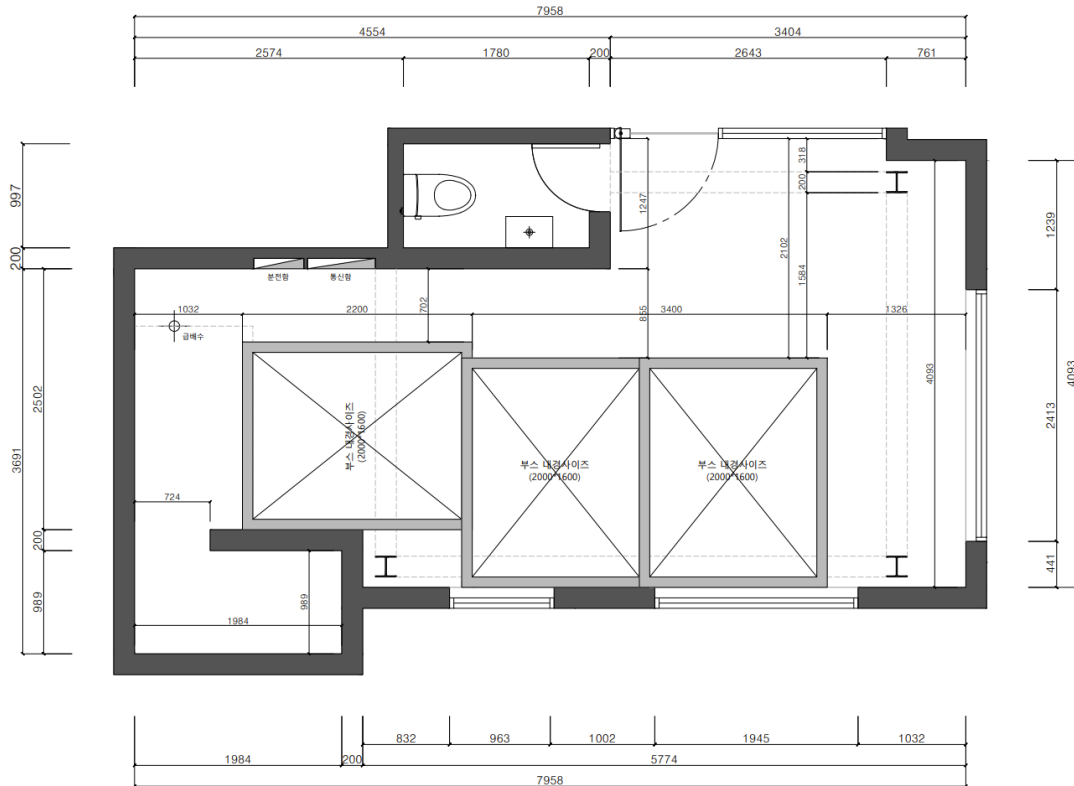
Trendy

New Generation

Expert Photography

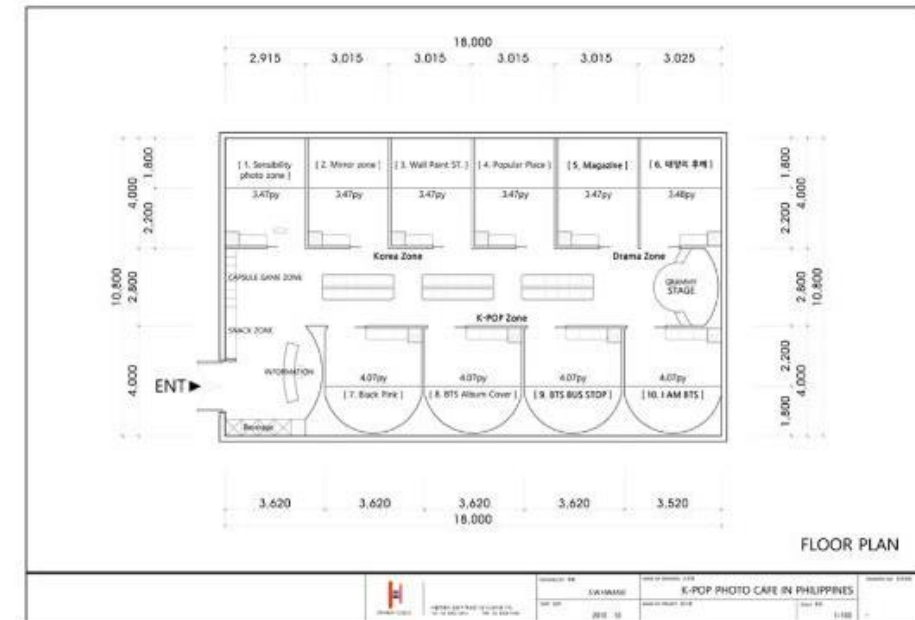
Cost Efficient Candy Box Interior

Candy Box



3400 pyeong – 2 Candy Boxes

니컷내컷



3400 Pyeong – 1 니컷내컷

The Candy Box photo booth offers double the efficiency of traditional photo machines, as it can accommodate two units in a 3400 pyeong space, whereas typically only one machine can fit

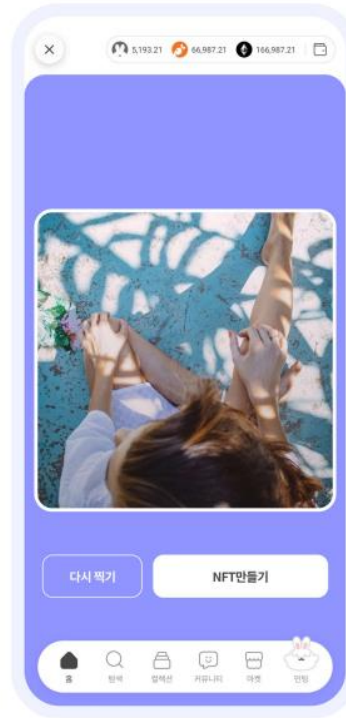
Camera Box NFT

Camera Box NFT is a blockchain camera service poised to revolutionize the current photocard market by combining offline and mobile innovation in collaboration with celebrities

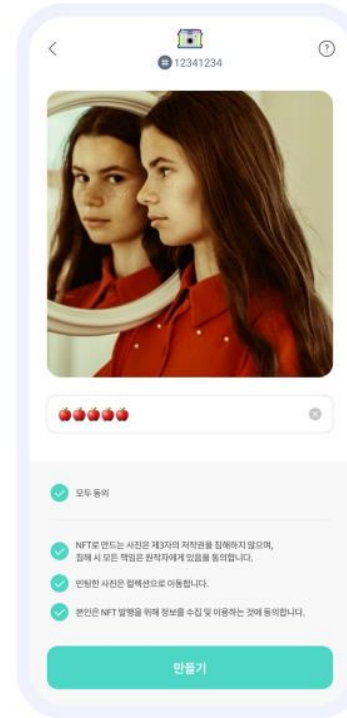
NFT Minting



Equip NFT Camera



Making NFTs



- When shooting with an NFT camera equipped, it goes directly to the NFT creation page.
- In Phase 1, NFT minting is free, but later, certain amount of CRRT is required.
- When creating NFT, because of the localization issues, title will be set by emoji.
- Users can set public or private settings when creating NFTs. (Public NFTs will be registered in the feed)

Profitable Use-Case Business Models through Partnerships

Since its inception, Candy Box has created sustainable revenue share with top artists like NewJeans and iKon



Profitable Use-Case Business Models

Achieving an **unprecedented synergy** between top entertainment agencies and artists and Candy Box, facilitating the development of **sustainable and profitable revenue sharing models**

NFT Infrastructure Built to Support Candy Box

We have developed valuable IPs to support the creation and enjoyment of NFTs from Candy Box. Our IPs offer improved security, flexibility, and functionality, providing users with a reliable framework to create unique and valuable NFTs

NFT Community

The NFT community provides a platform for users to share, communicate and evaluate photo NFTs taken with their integrated camera application. Users can also create Communities based on shared interests to establish solidarity

NFT Challenge

Users can participate in challenges with their minted NFTs, gaining more picks from other users if their posted photos relate to the challenge topic. Winning entries earn a reward and will be posted on the NFT Marketplace, where popularity and number Of picks earned can increase their value

NFT Gallery

NFT Gallery allows creators to post digital content for evaluation before registration in the NFT Marketplace. Users can participate in the evaluation process, with successful ratings qualifying content for registration in the NFT Marketplace

NFT Marketplace

Content creators can mint and trade NFTs from Candy Plus. These NFTs are also available for trade on the NFT marketplace

NFT Collection

The NFT marketplace allows creators to trade digital assets across various categories, while buyers can curate and showcase their purchased NFTs in a digital gallery

Powerful Ecosystem Partners Linked to Real Economy

The partnership between Candy Plus, Candy Box, and AI Camera represents a distinctive opportunity to tap into a vast user base from Candy Plus, and serves as a powerful engine for growth



Candy Plus

- Over 300 million downloads from the Google Play Store and Apple's App Store
- Daily active user base of 2 million and a monthly active user base of 60 million



Candy Box

- Offline photobooth project expanding its business with new AI-based features and cutting-edge filters borrowed from Candy Plus
- Entertaining product has gained significant traction among the Millennial and Gen Z demographics



AI Camera

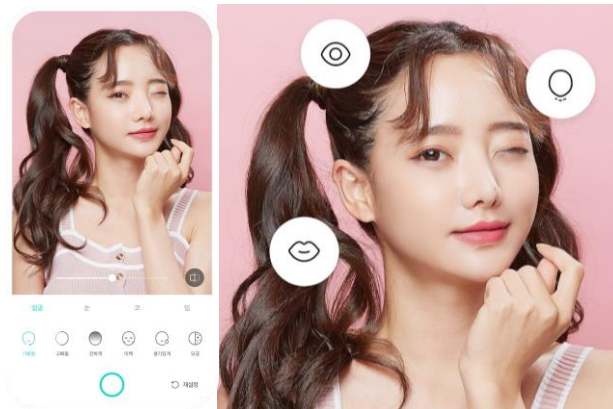
- New breathtaking app co-developed with a global AI giant that will soon launch
- This standalone product surpasses conventional AI-based camera apps in everyday photography and image processing
- The app is expected to acquire new users rapidly upon its launch in 2023

Partner Application: Candy Plus

Candy Plus is a popular application with facial recognition, filters, collages, stickers, and time stamps

Real-Time Beauty

Candy Plus allows real-time editing of photos using facial recognition for adjusting face shape, eyes, nose, and mouth



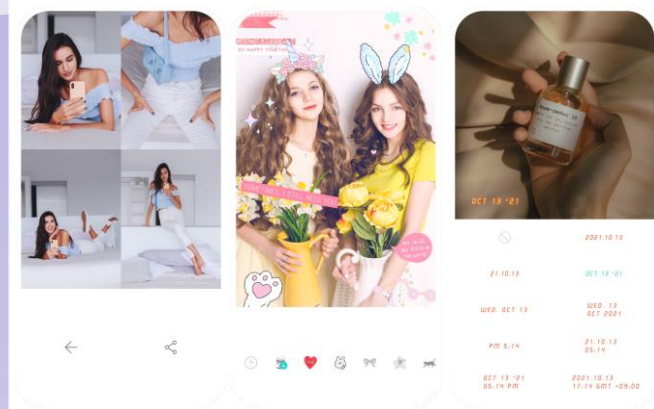
Filter

Candy Plus has a selfie filter that enhances natural skin tones and a landscape filter that improves dark skies

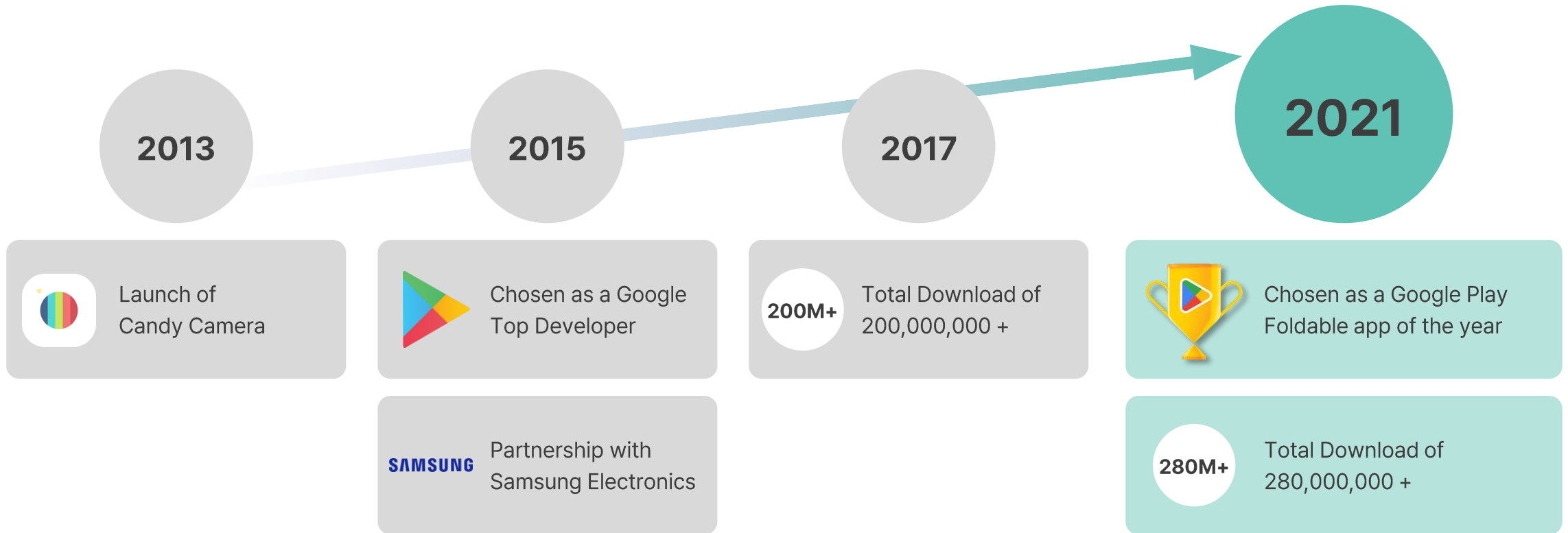


Collage, Stickers, Time Stamps

Candy Plus offers collage, 1000+ stickers, and a retro-style time stamp function



Partner Application : Candy Plus



Partner Application : Candy Plus

Candy Plus has over 300 million downloads from the Google Play Store and Apple's App Store, with DAU of 2 million and MAU of 60 million

Total Downloads

300M

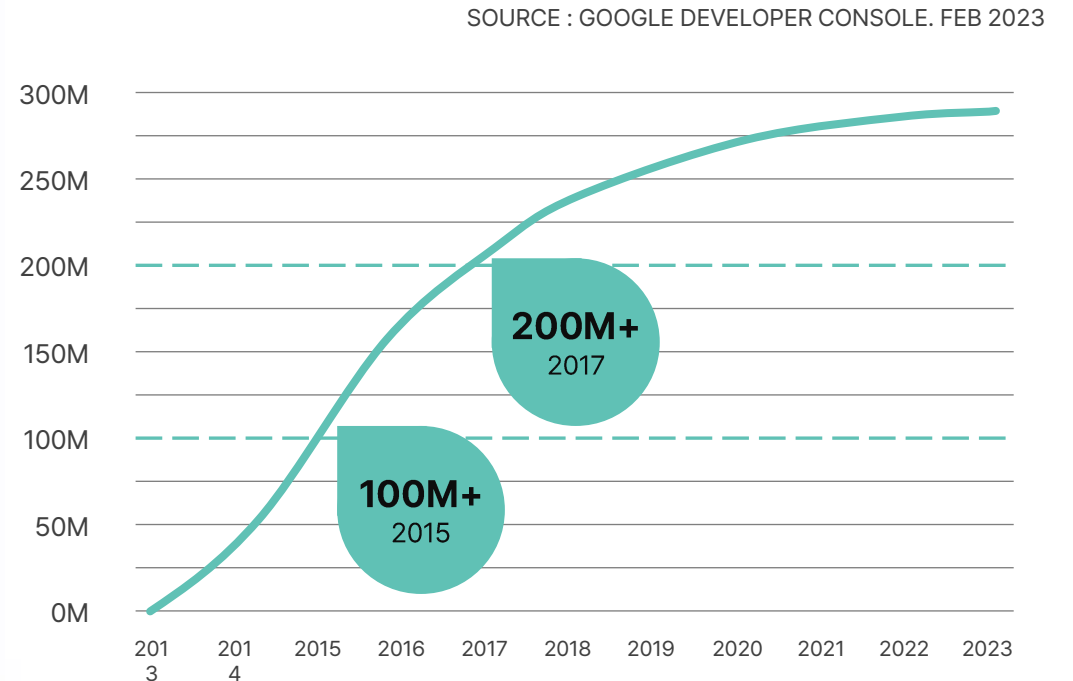
MAUs

60M

DAUs

2M

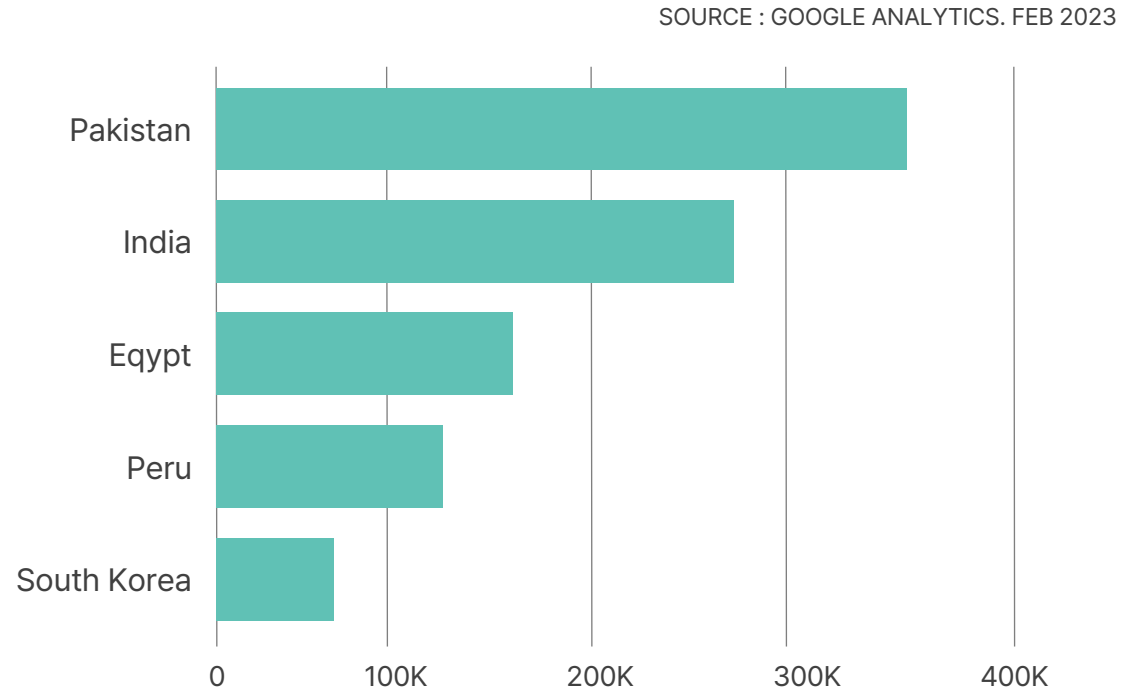
● TOP 1	India	9.4%
● TOP 2	Turkey	7.2%
● TOP 3	Mexico	6.5%
● TOP 4	Brazil	6.5%
● TOP 5	Indonesia	3.1%
● TOP 6	Peru	2.8%
● TOP 7	Iraq	2.7%
● TOP 8	Algeria	2.3%
● TOP 9	Philippines	2.1%
● TOP 10	Ecuador	2.0%



Partner Application : Candy Plus

The diverse user base of Candy Plus will aid in the global expansion and benefit future partners

● TOP 1	Pakistan	12.8%
● TOP 2	India	11.4%
● TOP 3	Egypt	5.8%
● TOP 4	Peru	4.6%
● TOP 5	South Korea	2.7%
● TOP 6	Morocco	2.4%
● TOP 7	Bolivia	2.3%
● TOP 8	Bangladesh	2.3%
● TOP 9	Ecuador	2.2%
● TOP 10	Turkey	2.1%



Partner Application: Candy Plus

The diverse user base of Candy Plus will aid in the global expansion and benefit future ecosystem partners

Number of Photos Taken



● TOP 1	India	9.9%
● TOP 2	Argentina	8.7%
● TOP 3	Pakistan	8.5%
● TOP 4	Mexico	6.5%
● TOP 5	Iraq	6.0%
● TOP 6	South Korea	5.3%
● TOP 7	Peru	5.2%
● TOP 8	Egypt	4.8%
● TOP 9	Ecuador	4.1%
● TOP 10	Turkey	3.6%

Business Model: NFT Revenue Share



Camera Box NFT

NFTs based on photos
Consumers can buy or sell
Camera Box NFTs
within the NFT Marketplace

Trade and Sales of NFTs

We are aiming to sell NFT
Camera Boxes on various
NFT platforms, including Open Sea,
and intends to offer them
for sale on
Candy's platform as well

Business Model: NFT Revenue Share (Cont'd)

We have established a groundbreaking NFT revenue model, featuring K-Pop NFTs based on photos, which has never been seen before



Camera Box NFT Tiers

KRW 50,000:

Will include a signature function and the ability to take 30 photos.

KRW 100,000:

Will include a signature function, the ability to take 50 photos with NewJeans' face as an NFT photo card.

KRW 150,000:

Will include a signature function, the ability to take 70 photos with NewJeans' face, and a NewJeans merchandise.

Estimated Revenue

The estimated total revenue of KRW 150B for the Camera Box NFTs will allocate 50% of the profits to the entertainment industry, 20% to Angola as royalties, and the remaining 30% to other parties after deducting minimum guarantee and marketing costs



Thank You

