

Sell more Cars, Always with Dealers



The Global Automotive IT Service Company

inventis

INVESTOR RELATIONS

Funding Stage : Series A (\$4M ~)

- 2023E, Pre-A from Korean VCs : \$2M

INVENTIS Co., Ltd.

2024.10



DIPS 1000+
Future Mobility&Robotics

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I. IR DECK

II. APPENDIX

DISCLAIMER

This document contains forward-looking statements, which are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied. These statements are based on current expectations as of the date of this document and do not reflect subsequent developments. The company assumes no obligation to update any forward-looking statements. This document may also contain non-GAAP financial measures. Investors are encouraged to review the company's GAAP financial statements for additional insights.

1 Who we are ...

11 years of global automotive IT experience with Hyundai/Kia Motors

20 Countries / 2,500 Dealers

HYUNDAI, KIA, GENESIS

\$2.3M('21) → \$6.2M('22) → \$6.4M('23)

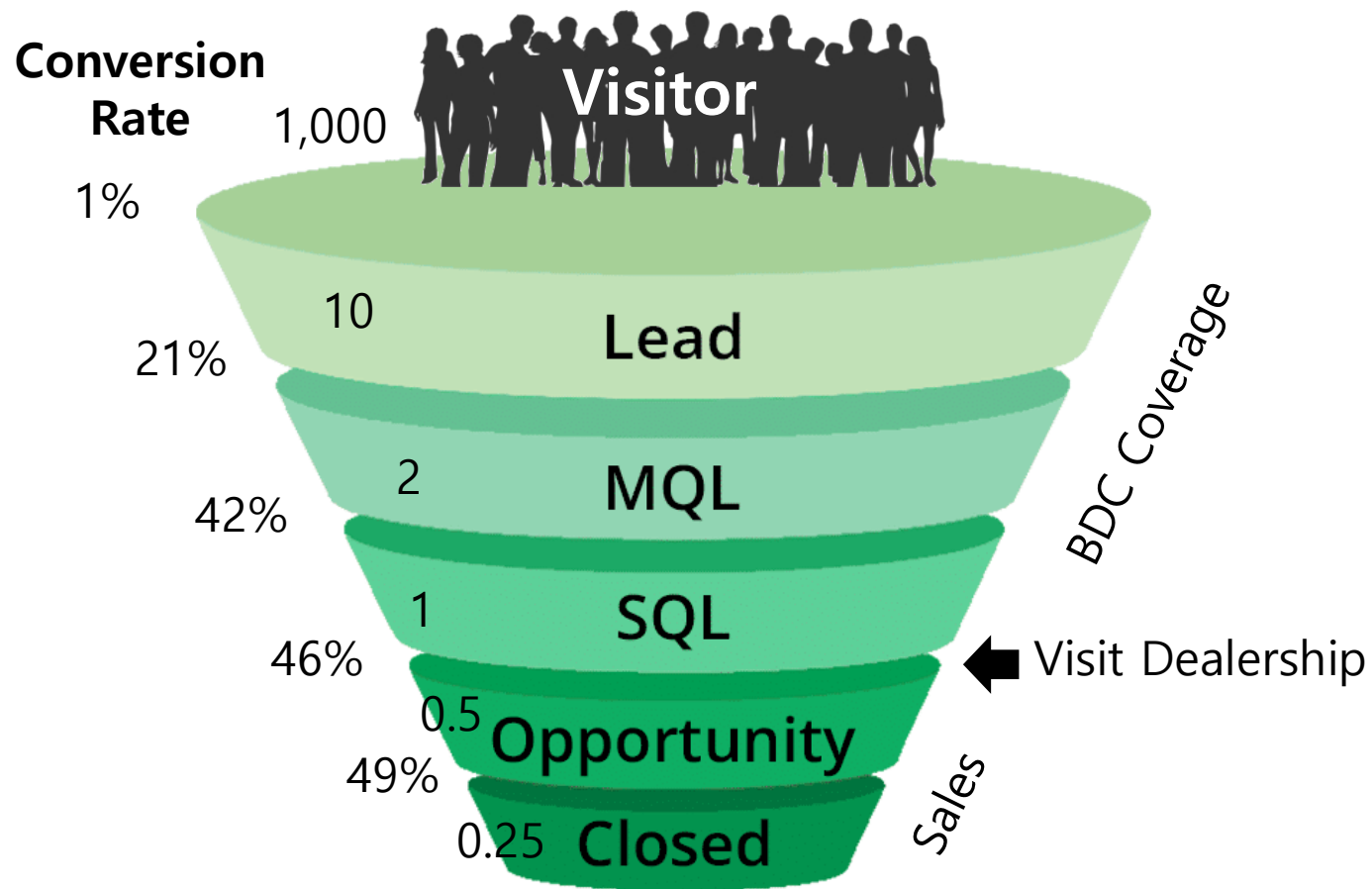
More than 30 Vehicle Models / Yr.

(3D modeling & digital contents)



We offer CRM-integrated Digital Retail Solution for Online and Offline Dealer Sales.

2 Problems



Car Sales Lead Funnel (2022)

"How to Sell More Cars Better than Now ?"

More Lead Generation (40%)



Follow Up Well (20%)



Sales skill enhancement (30%)



Sell More Cars

2 Solutions

"Better than Now ?"

More Lead Generation (40%)



Follow Up Well (20%)



Sales skill enhancement (30%)



Sell More Cars

Change & innovation can make a difference.

Enhance Digital Presence

By AI & Online Channel, Digital Showroom

Improve CRM & Digital Retail Tool

By AI, Unified Messaging Tool & Integration, Automation

Optimize the Sales Process

By Digital Contents, 3D Configurator, CPQ Tools & AI Assistant

3 Our Products & Services

Dealer365 : CRM Integrated & Embedded Digital Retail Service Platform

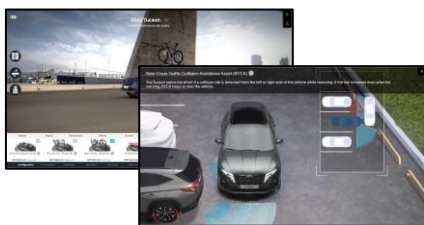
**On-Offline
Omni-Channel**



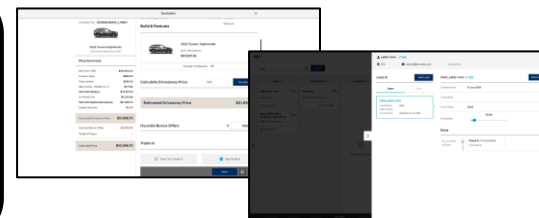
**Unified
Communication**



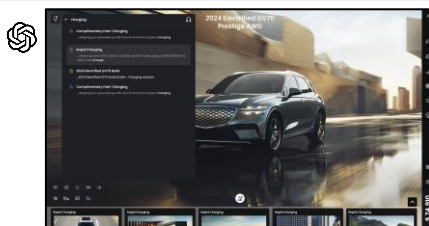
**3D Configurator
&
Digital Contents**



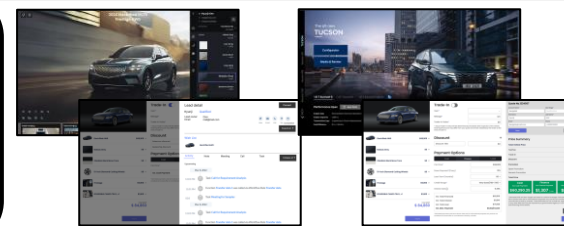
**Automotive CRM
(Integrated with
Existing Ones)**



AI Assistant



**Single Solution
of CRM + Digital
Retail**





2022 Tucson

▼

Imagine tomorrow's car, today.




TUCSON

Imagine tomorrow's car, today.

Variant

Engine

Transmission

Wheel

Sunroof

Exterior

Interior

Accessories



Tucson

H

O

D

O



Elite

H

O

D

O



Highlander

H

O

D

O

Estimated Driveaway Price ⓘ

\$38,342.88

Quotation

Configuration

Presentation

Quotation

My Sales

Handover

Video Chat

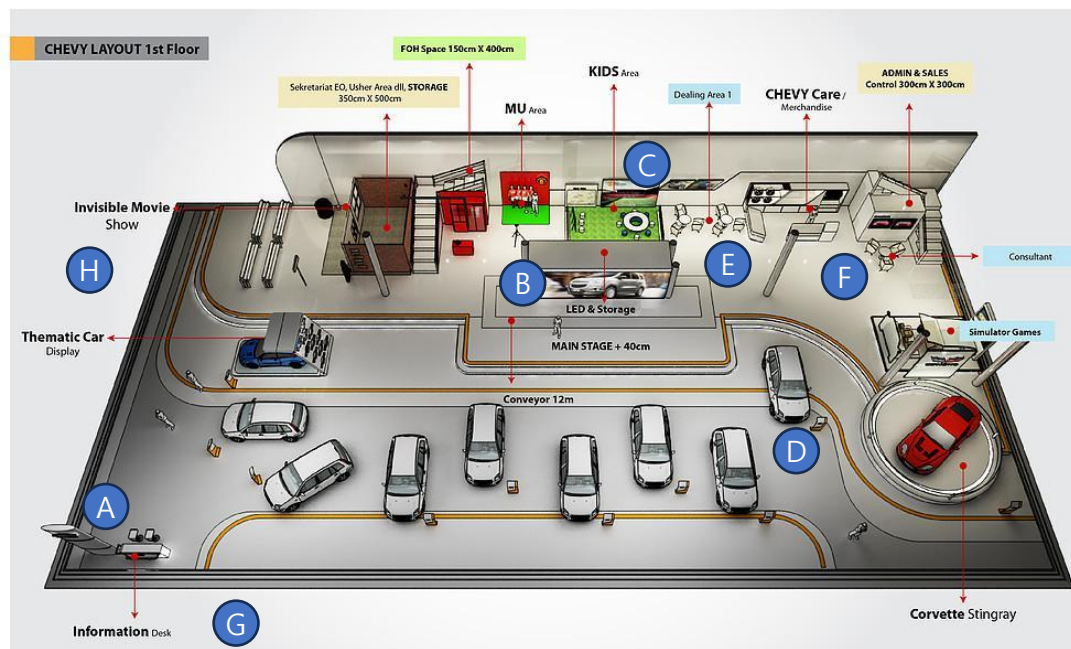
Logout

Exit

My Page

3 Our Products & Services

Dealer DX : Showroom with digital devices and displays, enhanced with digital content and IT solutions



Showroom Digitalization

- A** Reception
- B** Brand PR TV
- C** Self Configuration
- D** Digital Spec board
- E** Consultation
- F** Build & Price (Tablet Solution)
- G** Test Drive
- H** Delivery



Digital SpecBoard



Consultation



Self configurator



Brand Zone



Customer Lounge Signage



Reception Desk

3 Our Products & Services

Traditional Dealerships

- Higher Cost for Maintaining
- Suburban area
– Too far from customer
- Not best customer experience
- Fewer visitors
- Many showroom cars

Store Style Dealerships

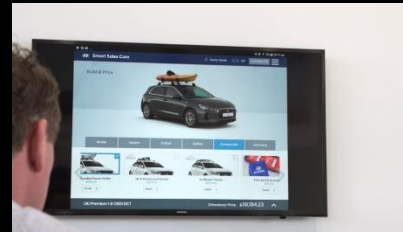
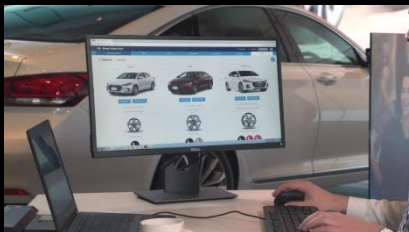
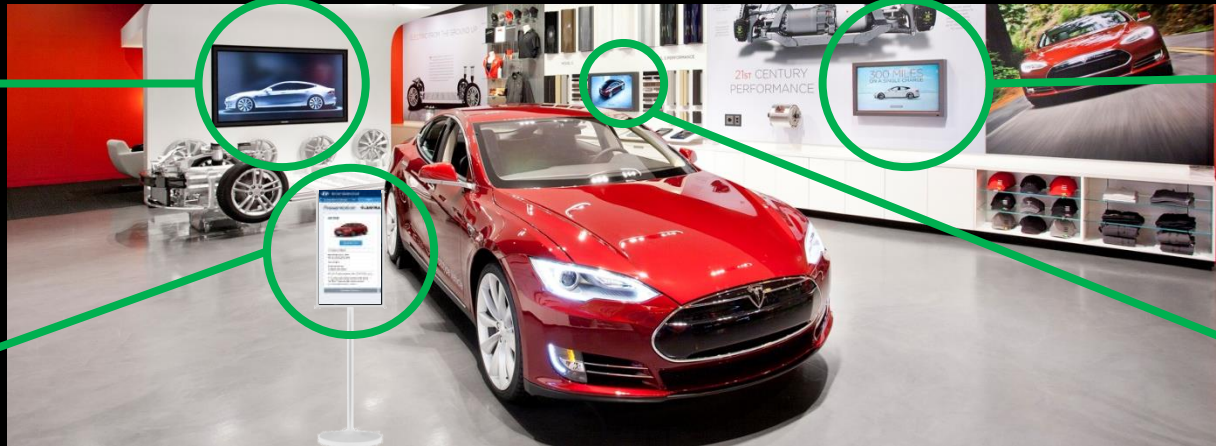
- Low Cost for Maintaining
- City Center area
– Shopping Center, Market
- Better customer experience
- High customer traffic
- One showroom car
– Many Digital devices & contents

Large Screen 3D Car Configurator

Digital Specboard

3D Signage

Sales Solution



3 Our Products & Services



4 Value Proposition & Benefits

Dealer DX Solution : Omni-Channel(In-Store/Online), AI supported, 360° 3D Tour



Dealer

- INCREASED EFFICIENCY, PROFITABILITY
- ENHANCED SALES OPERATION VISIBILITY & MANAGEABILITY
- RAISED UP LEAD CONVERSION (2% to ...)

75%
Lead Conversion
(13 cars/m vs 20 cars/m)

Overcoming Sales Capability Discrepancies Due to Individual Salesperson Variations

Increasing Lead Generation Through Expanding Online Sales Channels

Enhancing Customer Communication and Lead Management through CRM Module Integration



Salespeople

- STRENGTHENING CONNECTIONS WITH BUYERS
- EASE OF USE FOR NEW SALES STAFF TRAINING
- EMPOWERING SALESPEOPLE BY AI ASSISTANT

70%
Efficiency



Car Buyer

- DEALER에 대한 긍정적인 POSITIVE IMPRESSIONS OF A DEALER
- PREFER A DIGITAL NEGOTIATION PROCESS
- PREFER A 360° TOUR OF THE VEHICLE

50%
Satisfaction

"90% OF DEALERS SAID DIGITAL RETAILING HAS POSITIVELY IMPACTED"

5 Market Analysis

U.S. DealerTech Solution Market

\$30,000 monthly avg. / dealerships (About 60,000 Dealers in U.S.)

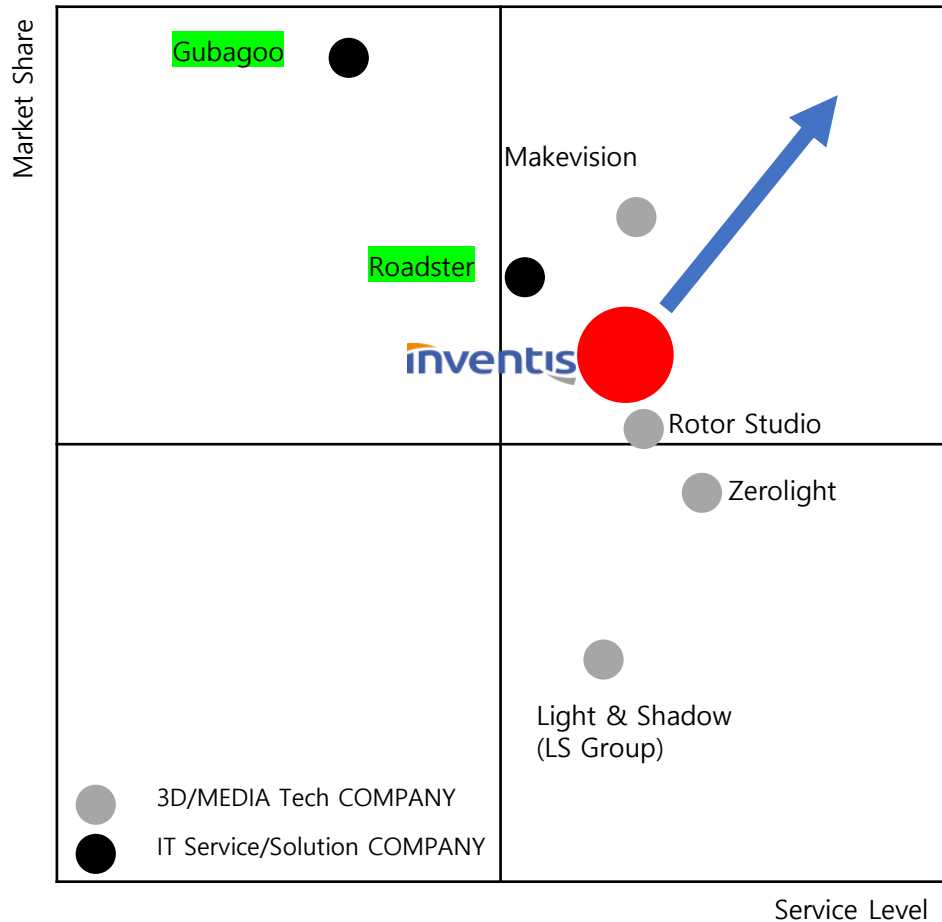
DMS	CRM	Online Showroom	Digital Retail	Vehicle Lifecycle	Service Experience	Parts Optimization	...
\$ 8,200	\$ 6,000	\$ 2,850	\$ 2,250				



Dealer Tech Market : ARR \$7B (USA)

5 Competitors

Achieving Global Top Level Competitiveness & Cost-Quality Advantage

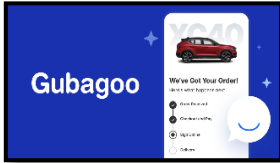


Competitors in Automotive Digital Retail Solution



Roadster (USA)

Merged for \$350M with a customer base of 2,200 dealers.



Gubagoo (USA)

Merged for \$500M with a customer base of 6,500 dealers.

These cases implies a rapid growth of the solution market in the future

Our Competencies

- ✓ Price competitiveness (more than 50% lower)
- ✓ Wider range of features
- ✓ 3D / Digital Contents integrated Comprehensive Solution

5 Competitors

Feature	Roadster	Dealer 365	Roadster, Gubagoo, Tekion, ...	Dealer365
Discover	○	○	Providing Showroom Tool	Reception Feature, Customer Management Feature
Presentation	△	◎	Car Specification	Digital Contents for Presentation
Build & Price	○	◎	Nothing special	3D Car Configurator
Trade-In	○	○	Trade-In 3rd Party	Trade-In 3rd Party
Test Drive	X	◎	N/A	Dedicate feature on Test Drive Process
F&I	◎	○	Various 3 rd Party Vendor Solution Integration	F&I Calculator & few 3 rd party vendor solution
Contract	◎	○	Online Deal Finalize	Simple feature for Contract
Payment	○	○	3 rd Party	3 rd Party
Delivery	○	◎	Pickup or Delivery Alarm	Specialized Feature for Delivery Process
CRM	△	◎	3 rd Party Interface Only	Integrated CRM Feature
Cost			About \$2,495 / month	\$499 / month

6 Our Competency

Unique	Better
▪ Content Driven (3D, Digital Contents) ➤ Realtime 3D Configurator ➤ Selling Point Digital Contents ▪ Digital Showroom (Signage/Specboard) ▪ AI Centric & Streamlined ➤ AI feature in E-to-E ➤ AI Assistant, AI chatbot, AI automation, etc. ▪ CRM integration & Embedding	▪ Price Competency ➤ 50% ~ 80% Low Price ➤ Single solution for all ▪ Integration & Customization ➤ In Depth, Seamless Integration ▪ Performance ➤ Performance Oriented Design & Architecture ▪ Coverage ➤ Single solution for all

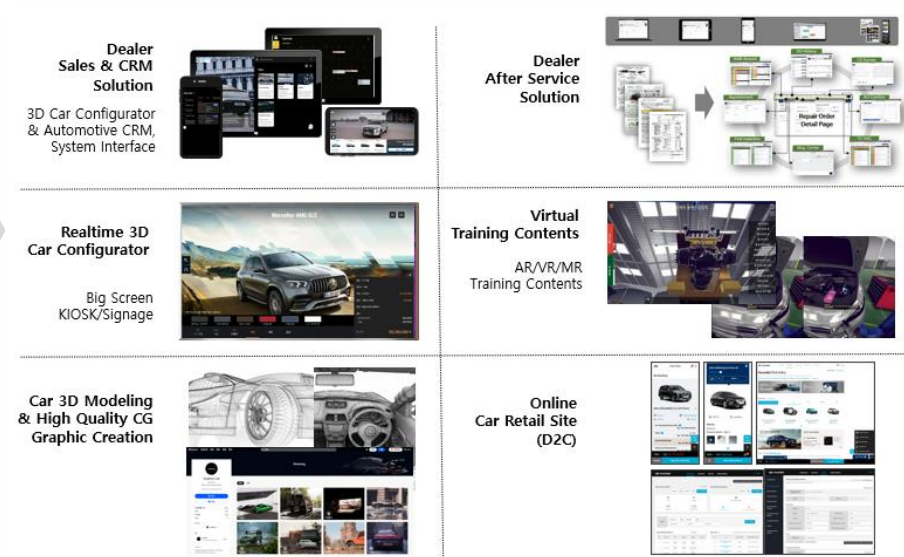
7 Market Strategy #1

Provide B2B Solution to Global OEMs & Dealer Groups

- Replicate and scale out the success case of Hyundai/Kia
- OEM / Dealer Group Customized Service With local 3rd Party solution partners

HYUNDAI

KIA



고객사 프로세스 커스터마이징 자동차 IT 서비스/콘텐츠

Car Makers

Boat Makers



Motorcycle Makers



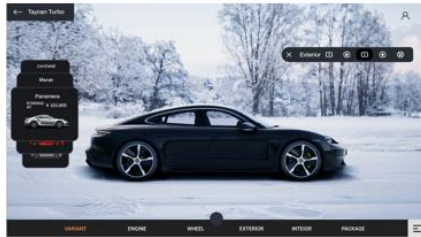
7 Market Strategy #2

Launch and Expand Global SaaS Service to Dealerships

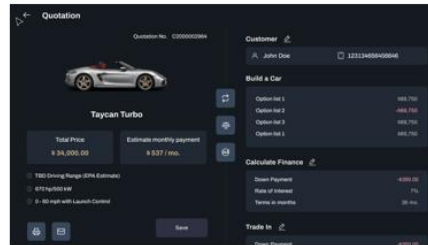
- Target to T2/T3 Brands and Independent Dealerships



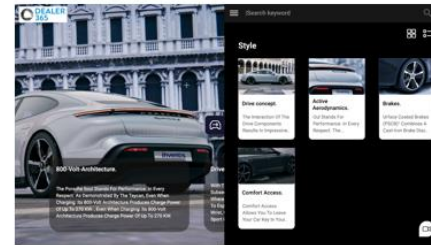
Digital Retail Service Key Features



In-Depth Car Configurator



Convenient Quotation Tool



Effective KSP Presentation
Contents / Videos / Animations

Pricing Plans

FREE TRIAL

for individual & Dealers

\$0/m

Up To 6 Months

**INDIVIDUAL
PROFESSIONALS**

for individual salespeople

\$39/m

Month-to-Month Service

**BUSINESS
MULTI-USER**

for Dealers and Managers

\$499/m

Month-to-Month Service

Dealer CRM/DMS Integration



Lead/Stock

Automotive-CRM Backoffice



Lead Management



Customer
Communication



Sales Activity Analysis

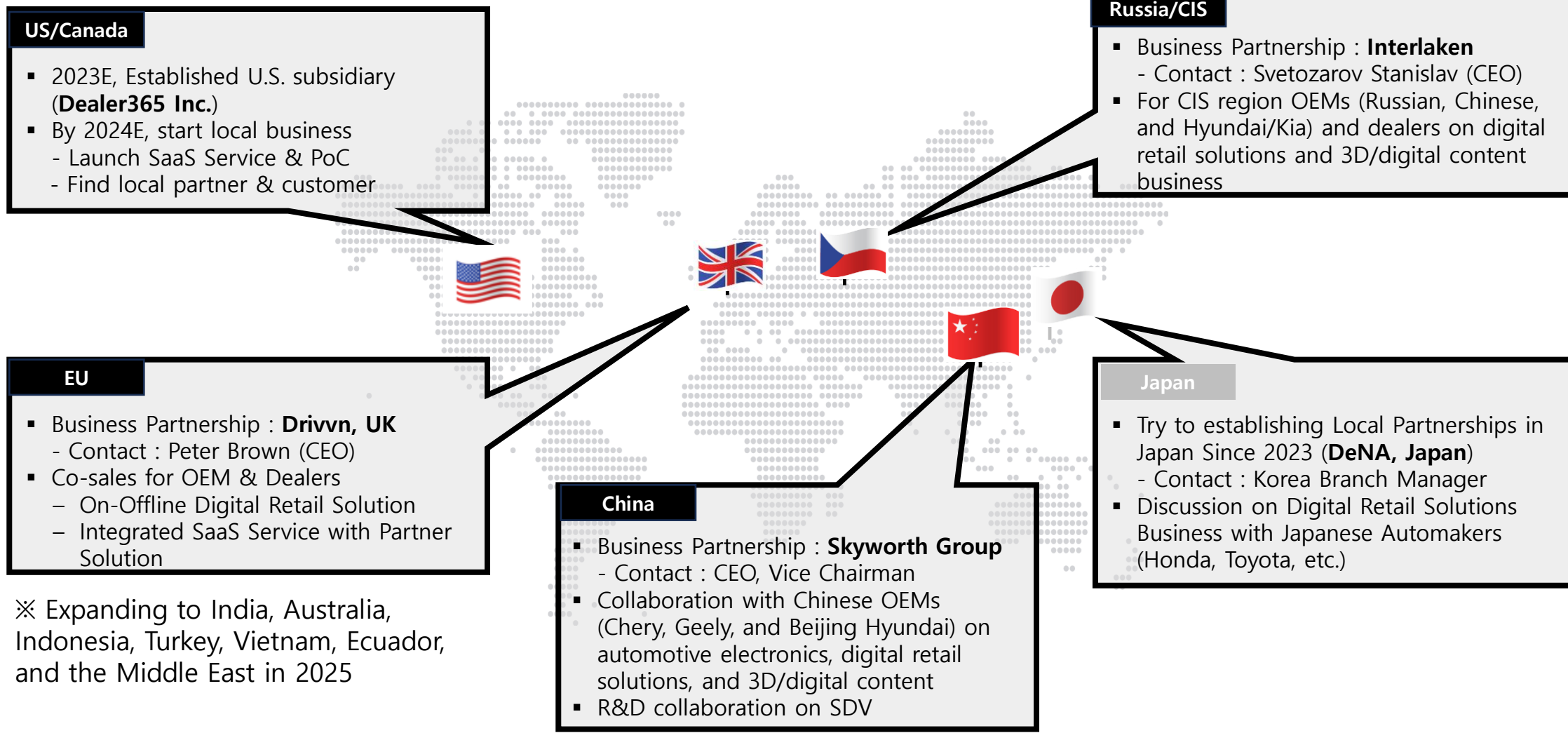
OEM/3rd Party Integration



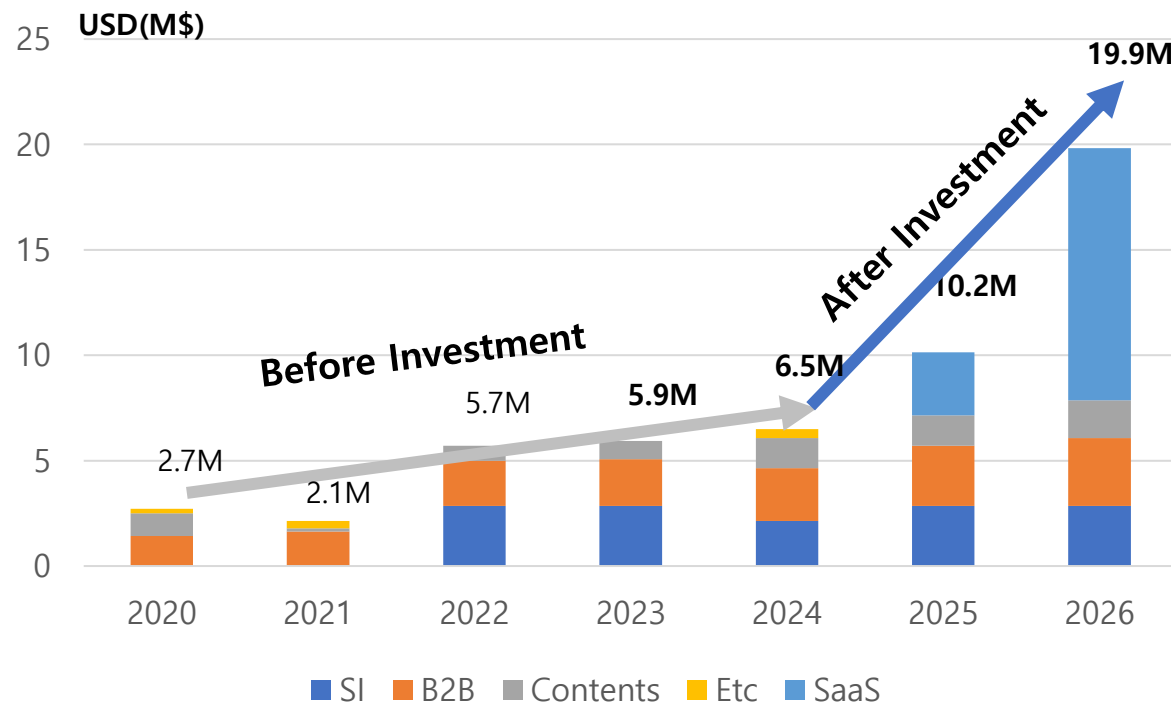
F&I/Contents

7 Market Strategy #3

Global business expansion progress



8 Financial Forecasting



SaaS Service Subscription

3D / Digital Contents

B2B Solution Annual Fee

SI / Maintenance

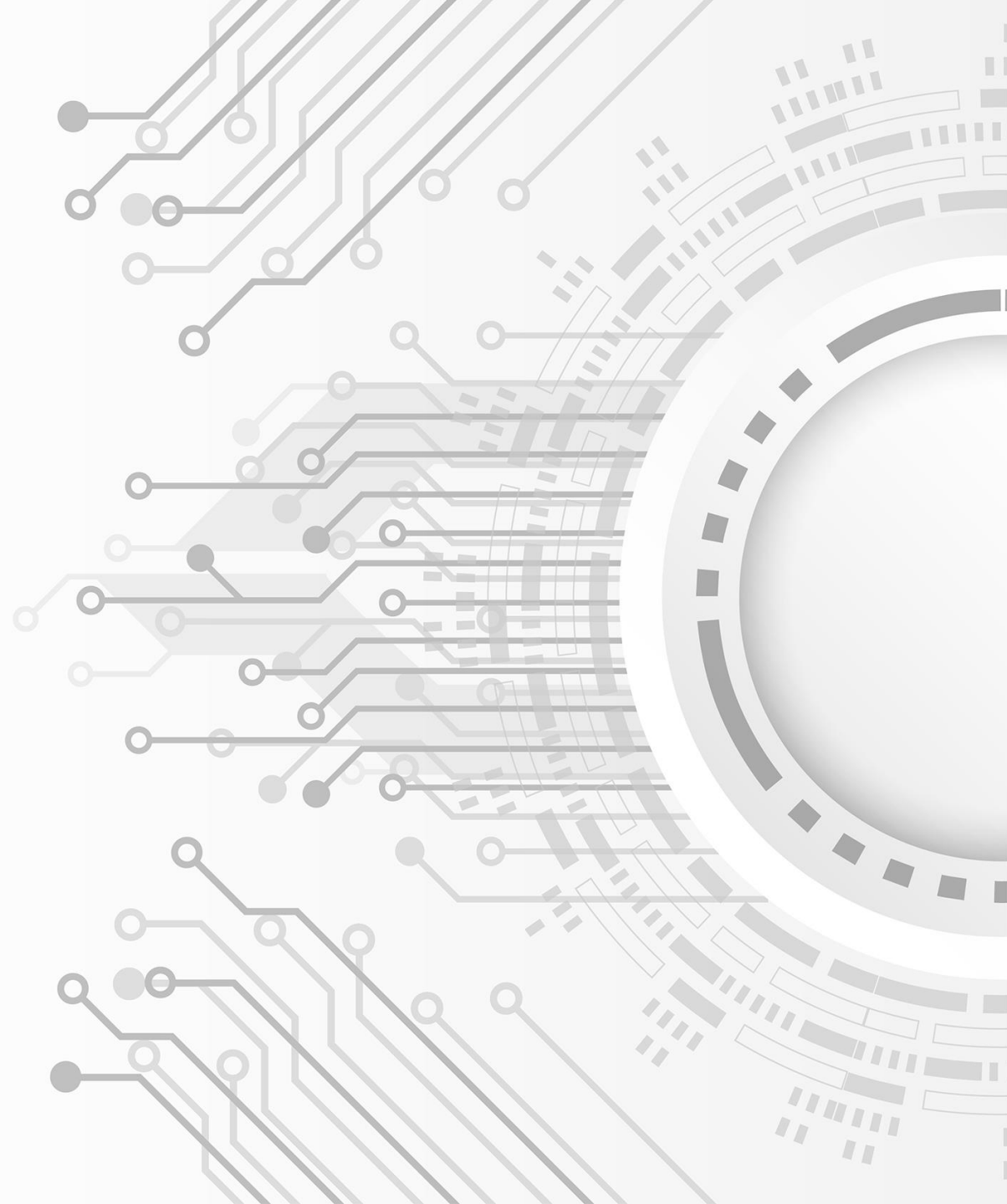
Items	2023	2024	2025	2026
I . Revenue	5.95M	6.54M	10.2M	19.89M
(Increase Rate)	4%	9%	56%	95%
1) B2B – Existing Business	5.95M	6.54M	7.20M	7.92M
2) SaaS Service – New Business	0	0	2.99M (500 Subs.)	11.97M (2,000 Subs.)
V . Margin	-0.71M	0.71M	1.83M	6.77M
(Margin Rate)	N/A	11%	18%	34%

Competency

- Automotive IT experience and reference
- Faster time to market capabilities
- Price competitiveness (about 50%)
- Top skill level of Digital Contents & 3D Modeling

inventis INVESTOR RELATIONS

THANK YOU



A Company Overview

INVENTIS was established on Feb., 2014, as an automotive IT service and solution development company, working with Hyundai & KIA. We have been developing automotive IT solutions and expanded our technical ability to 3D, AR, VR and to our own metaverse platform 2 years ago. We're currently providing our service and solutions to more than 20 countries, 2,500 dealers globally, on Sales, Service and online car sales. sales site of cars and extended to educational and virtual exhibition platform in Metaverse.

Company Overview		Share holders (1 st of Mar, 2024)		
Name	Inventis Co., Ltd	Name	Shares	(%)
Foundation	Feb, 2014	Hoontack Oh (President)	57,090	55.67%
Address	June& Bldg. B1F 432, Youngdongdaero, Gangnamgu, Seoul, Korea	Sanheon Lee (VP)	27,798	27.11%
Main business	Global Automotive 3D/XR based IT solution and contents & Metaverse platform	Korea Investment ESG Newdeal Fund	9,957	9.71%
Employee	HQ (65), VN (20), LATAM (1)	Albatross Newwave Fund	2,731	2.66%
Sales	8M in 2023	Seoul Business Agency	2,987	2.91%
Capital	1M	Syntek Information System	1,990	1.94%
Shares	102,553 (\$10 for 1 share)	Total	102,553	100%

※ Certifications

- Venture Company
- Innobiz, Mainbiz
- ISO 9001
- Microsoft Gold Certified Partner
- Unity Industry Technology Partner
- Rapid growth company in SW (top 200)
- K-Global 300
- Global Leading Company 1000+



※ Major clients and partners



B Revenue

■ FY2023 (B2B)

USD

	Business	Type	'23 Revenue	Sum	Rate	ARR	
B2B (Hyundai, KIA)	Service Solution	Service	154,011	-	16%		
		Annual Fee	795,804	949,815		795,803	
	Sales Solution	Service	575,512	-	20%	0	
		Annual Fee	571,123	1,146,635		571,122	
	SI & Maintenance	Maintenance	707,314	-	45%	707,314	
		Service	1,887,219	2,594,533		0	
	Contents		1,070,129	1,070,129	18%	1,070,129	
	Etc.		57,199	57,199	1%	0	
	Total		5,818,311	5,818,311	100%	3,144,370	54%

■ FY2026 (B2B + SaaS)

- Existing Business Growth (Hyundai/Kia – Increase 10% yearly) : 7.85M (25% Margin Rate)
- New SaaS Service Subscription Revenue : \$2,000 x (\$499/m x 12months) = 14.28M (40% Margin Rate)

C TEAM



Hoontack Oh (CEO, CTO / Founder)

B.A Physics, Sogang Univ., Korea

SW Developer

Founder of Syntek Information Systems

- B2B Solution Development
- Chief of R&D Center

Samsung SNS / Planning & Marketing



Sangheon Lee (V.P. / Co-Founder)

B.A. English, Suwon Univ., Korea 1990

GIT(Family company of Hyundai Motors) / 18 Years

Hyundai-Kia Account Manager

Specialist of Automotive Solution Process



Svetozarov Stanislav
(Sales Rep. of CIS/Advisor)

Global MBA - London School of Business and Finance LSBF

General Director Deputy at "Interlaken-Rus, LLC"
Halla Business Group / Assistant manage



Kiho Cha (Director / CFO)

Halla Group / Business Strategy
& business development