

# Investor Presentation

exem

Q2 2024

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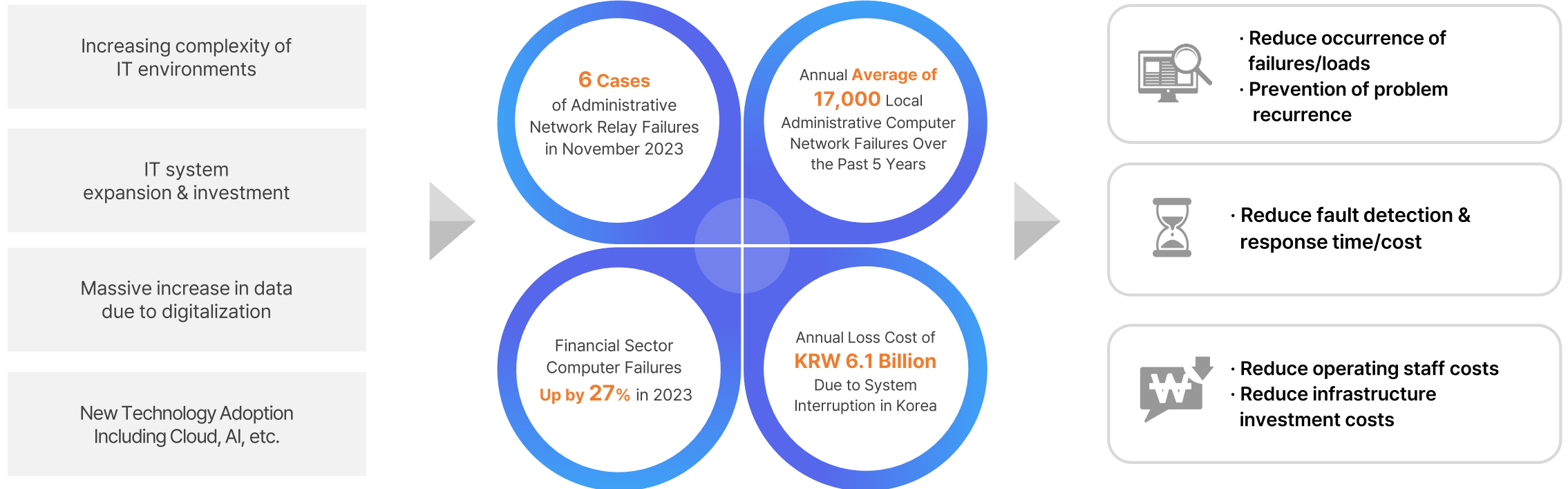
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# Why is IT System Performance Monitoring Crucial?

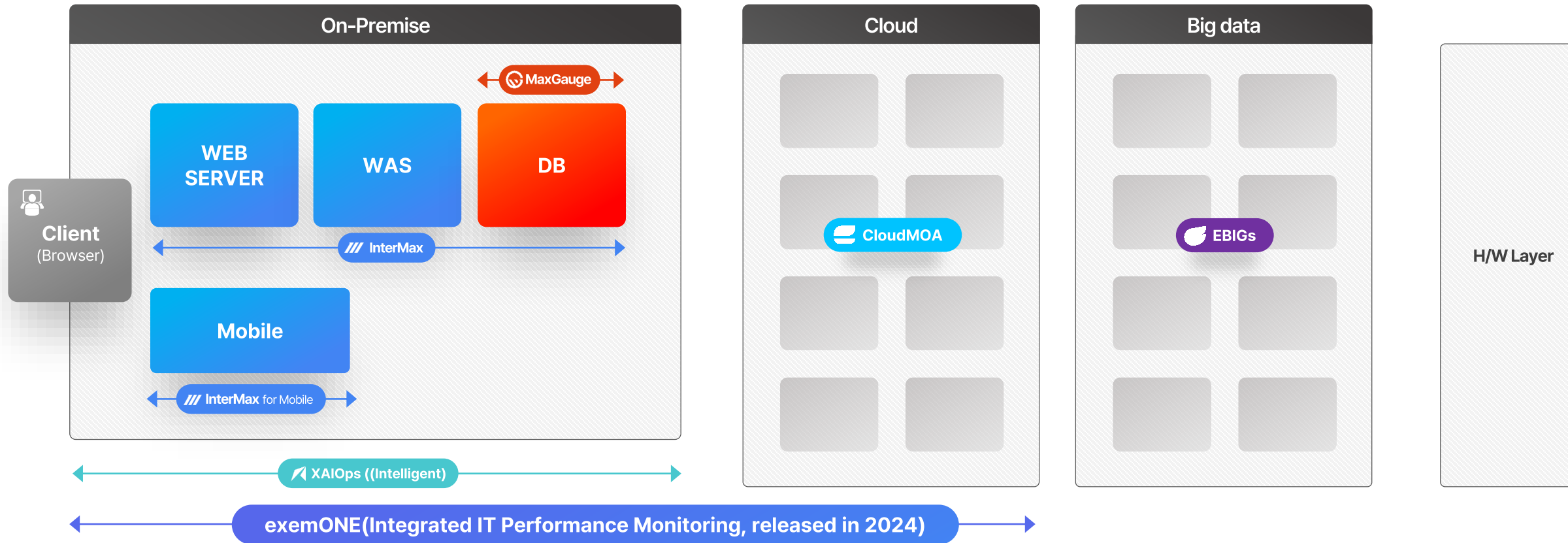
" IT systems define the success or failure of customer and public services."

" Now, Integrated Monitoring Of IT Systems Is **Paramount.** "



- \* source
- Digital Platform Government Committee 'Digital Platform Realization Plan Report', 2023
  - Financial Supervisory Service 'Status of computer failures by financial industry', 2023
  - New Relic, 2023 Observability Forecast

 Enhancing Corporate IT Efficiency with Comprehensive IT Performance Monitoring Solutions.



# Key Highlights

## Key Highlights

### Revenue and Finance

- '24 Q2 Consolidated sales KRW 13.3 billion (YoY +2%), operating profit KRW 0.3 billion (YoY -87%), net income KRW 0.7 billion (YoY -60%)  
→ Record-breaking revenue in Q2, operating profit and net income turn positive compared to Q1
- '24 Half Year Consolidated sales KRW 22.5 billion (YoY +6%), operating loss KRW 2.5 billion (YoY -1,679%), net loss KRW 1 billion (YoY -125%)  
→ Record-breaking revenue in first-half, operating/net losses due to fixed costs impact
  - YoY by sector: DBPM +40 million (+0.3%), **APM +500 million (+20%)**, Big Data -900 million (-36%), Cloud Monitoring +30 million, AIOps +200 million (+28%), **exemONE +460 million (first revenue)**, DB Security +60 million (+1%)
  - Costs YoY: SG&A +1 billion (+9%), Cost of Sales +2.5 billion (+23%) → Incurred **building management fees/depreciation costs**, Total salaries increased by 1.2 billion due to **an increase in average number of employees and increased R&D expenses for exemONE development, Stock option share-based compensation expense** of 1.2 billion
  - YoY by entity: EXEM +1 billion (+7%), SINSIWAY +70 million (+2%), US -500 million (-61%), Japan +100 million (+20%), China -80 million (-13%)

### Existing Business

#### DBPM / APM

- **Sustained Customer Loyalty** Long-term large client lock-in effect with 35-55% of annual revenue, 55% market share in DBPM(rank 1 in domestic market), **maintenance revenue increasing by over 10% annually**
- **Comprehensive End-to-End Monitoring** Setting a new APM standard, we prioritize End-to-End (E2E) monitoring over the conventional WAS-centric approach, enhancing our response capabilities in the APM market, Continuously winning back customers from competitors, **sales recovery expected in 2024**

### New Business

#### (Big Data, AIOps)

- **Leveraging Big Data Expertise for Follow-up opportunities** In addition to Seoul Metropolitan Government's Generative AI Big Data Application, large medical foundations, Jeju Agricultural Research and Extension Services, and Korea Environment Corporation project
- **Entering the Big Data Market in the Second Half** Targeting large global industries for digital transformation/big data consulting expansion of business opportunities is expected
- **Boosting EBIGs Sales Opportunities** Last year, secured multiple clients including semiconductor material manufacturing company, major telecommunications company, and Gwangju Techno Park; newly acquired medical foundation and shipbuilding company in the first half, along with expansion achievements from existing customers
- **Securing Additional Revenue Sources through +AI Solution Development** In-memory data inquiry and analysis solution(launched), **AI Platform and Generative AI-Driven Chatbot Search Package Service(to-be-launched in 2024)**
- **Expanding AIOps Market Reference** After recognizing revenue in Q1 for the implementation project with a major card company, operational services (consulting) are ongoing from Q2 until the end of the year. This year's goal is to secure budget for local government data centers, with plans for next year's projects

### On-prem + Cloud Integrated Monitoring

#### exemONE

- **Secured 9 clients, including L Electronics and K Financial, since the April launch of the integrated monitoring product 'exemONE' by the end of Q2.**
  - Increased demand for hybrid cloud environments and all-in-one performance management → PoC and demos with multiple companies and institutions beyond existing clients.
- **Upgraded version released three months after launch (7/24). Strengthened technological competitiveness and obtained GS certification (July). Plans to expand into the public sector by registering on the Public Procurement Service's Digital Service Mall within the year.**
- **(\*Planning to launch 'exemONE SaaS' by remodeling the existing SaaS product)**
  - Subscription-based billing structure for continuous revenue expansion, ease of up/cross-selling, expected benefits from government SaaS promotion, and facilitated global expansion



“ EXEM, a global IT company representing Korea, has been experiencing growth through a diverse array of technologies, including Database, Application, Cloud, AI, Big Data, which cover performance management of the entire IT system. ”

### Customers

- Secured **800 + domestic** customers
- Secured **220 +** customers in 29 global countries
- **Ranked No.1** in the domestic market share
- **Ranked No.1** in the financial sector market share

### Expertise

- **Over 20 years of experience and expertise** in IT Monitoring
- **Over 80%** of the total workforce comprises engineers and developers (**over 280+**)

### Full Stack Monitoring Lineup

- Secured **IT operation optimization solutions**, including DBPM, APM, cloud management, AIOps, and big data platforms
- **Ensuring differentiated business quality** compared to competitors (distributors/partners) through performance, technical support, and customization.

### Integrated Monitoring Business Scalability ↑

- Adapt to market changes with integrated monitoring SaaS and built-in products
- Scalability aligned with **global standards** for business

**A Technology Leader** Reflecting 20 Years of IT Performance Monitoring Expertise in its Products, **Evolving Through Technological Innovation.**

### Proven Technology with Major Patents, Certifications, and Awards

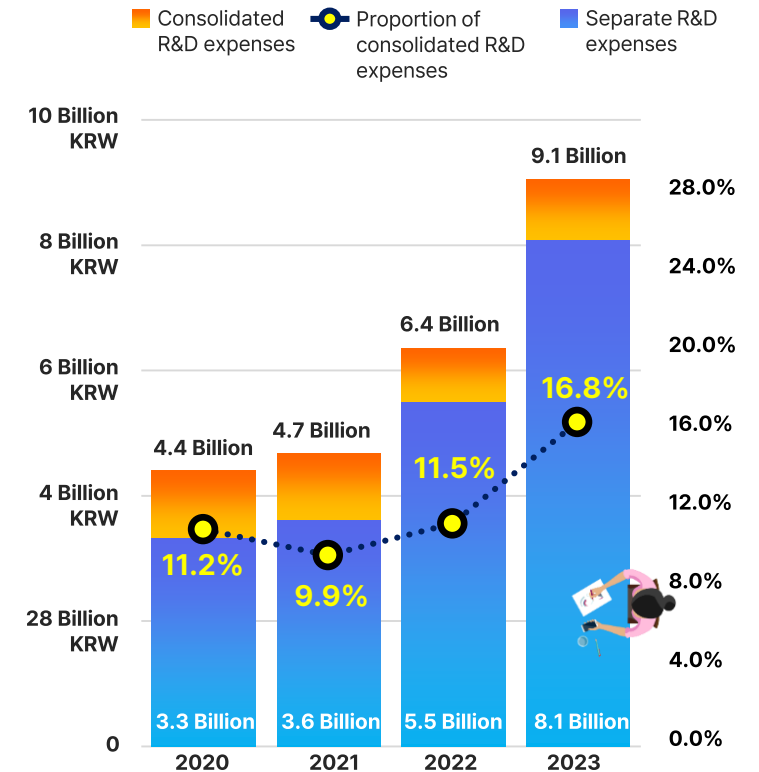
- GS Certification (14)**
  - MaxGauge 5, for Oracle v3.1, v2.5
  - InterMax v5.0, 3.0, InterMax for Mobile v5
  - BizMax v3.53
  - Flamingo Bia Data Performance Management v3.0
  - CloudMoA 3, XAIops v3.2
- InnoBiz Certification**
  - Assessing technological innovation capabilities, marketability, and business feasibility
- KT-NT Certification**
  - Recognition of technical excellence in the 'Performance Monitoring Tool for Oracle DB' and new technology for 'Web App Performance Analysis Technology through Linking Web App Server Transactions and DBMS Sessions'.
- Cloud Service Quality/ Performance validation**
  - Validation of cloud service operational performance, support systems/procedures, and quality assurance.
- Awards**
  - Korea Big Data Award, Minister of SMEs and Startups Award, Minister of Knowledge Economy Award for IT Innovation, Jeonnam Big Data Activation Award, Minister of Information and Communication Award for New SW Product, etc.

**exemONE Acquired GS Certification for the Following Functions:**

- Application Monitoring v3.0
- System Monitoring v3.0
- Database Monitoring v3.0
- Kubernetes Monitoring v3.0

Registration No.	Title
10-0906440	Apparatus for monitoring a performance of WEB applications by connecting WAS transaction with DBMS session and method thereof
10-0936967	Apparatus for tracing memory leaks of user programs on WAS environment and method thereof
10-1385608	TRANSACTION PURSUIT SYSTEM AND CONTROL METHOD THEREOF
10-1686919	METHOD AND APPARATUS FOR MANAGING INFERENCE ENGINE BASED ON BIG DATA
10-2133276	METHOD OF GENERATING NORMAL BAND FOR ABNORMAL DATA DETECTING BASED ON TIME SERIES DATA AND USING MULTIPLE NOISE DATA AND DEVICE IMPLEMENTING THEREOF
10-2133277	METHOD OF GENERATING NORMAL BAND FOR ABNORMAL DATA DETECTING BASED ON TIME SERIES DATA AND USING FOLLOWER BOUNDARY SETTING AND DEVICE IMPLEMENTING THEREOF
10-2019-0089196 (Application)	METHOD OF DETECTING ABNORMAL LOG BASED ON ARTIFICIAL INTELLIGENCE AND SYSTEM IMPLEMENTING THEREOF








### Narrowing the Technological Gap through Active Investment in New Technology R&D.





# Business Fields

## 1. Company Overview

Solution	Market Definition	Launched Year	Revenue in 2023 <sup>1)</sup> (unit: KRW million)	Market Status
 MaxGauge	<b>DBPM</b> (DataBase Performance Monitoring)	2001	25,360	<ul style="list-style-type: none"> <li>Domestic market size: approximately KRW 45 billion (own estimate, as of 2023) → Market size continues to grow at a CAGR of 6% from the past five years</li> <li>Market share: approximately 55%, No. 1 in Korea (at least as of 2023) → with TAM<sup>2)</sup>, 87% potential customer ratio outside of our current market occupancy</li> <li>Competitors: 1 major unlisted company and 6 other competitors</li> </ul>
 InterMax	<b>APM</b> (Application Performance Management)	2008	6,899	<ul style="list-style-type: none"> <li>Domestic market size: approximately KRW45 billion (own estimate, as of 2023) → Market size continues to grow at a CAGR of 8% from the past five years</li> <li>Market share : approximately 20%, 2nd in Korea</li> <li>Competitors : 1 major unlisted company and 8 other competitors</li> </ul>
 EBIGs	<b>Big Data Platform &amp; Big Data Construction/Analysis Service</b>	2016	5,680	<ul style="list-style-type: none"> <li>Domestic big data integrated platform construction market size<sup>3)</sup>: KRW 475.5 billion (as of 2023).</li> <li>Solution supply target market size: KRW 20 to 40 billion</li> <li>Secured a total of 11 clients</li> <li>Competitors : 1 major foreign company, 1 publicly-listed company</li> </ul>
 XAIOps	<b>AIOps</b> (Artificial intelligence for IT Operations)	2019	1,601	<ul style="list-style-type: none"> <li>Early stage in domestic market</li> <li>Secured a total of 8 clients including 4 major banks, 1 leading credit card company, and 3 clients from public sector</li> <li>Competitors : 2 major foreign companies, 1 unlisted company and 1 publicly-listed company</li> </ul>
 CloudMOA	<b>Integrated Cloud Management</b>	2019	88	<ul style="list-style-type: none"> <li>Early stage in domestic market</li> <li>Secured a total of 10 clients including, credit card company, insurance, distribution, IDC center, and medical institution</li> </ul>
 exemONE	<b>Integrated IT Performance Monitoring</b>	2024	-	<ul style="list-style-type: none"> <li>Early stage in domestic market</li> <li>Secured a total of 9 clients including large electronics companies, major financial institutions, logistics firms, card companies, PG companies, banks, local governments, financial institutions, and associations.</li> <li>Competitors : 1 unlisted company, 3 foreign companies</li> </ul>
 <b>PETRA PetraCipher</b>	<b>DB Security</b> (Access Control/Encryption)	2009/ 2010	10,416	<ul style="list-style-type: none"> <li>Market share : approximately 10%, 3rd in Korea (own estimate)</li> <li>Competitors : approximately 6 companies</li> </ul>

1) The figure represents the total amount from both products and services.

2) TAM (Total Addressable Market) encompasses not only listed companies with a high IT infrastructure adoption rate but also financial institutions, major industries, major local governments, and central core public institutions.

3) Within the results of the Ministry of Science and Technology's '23 data industry status survey and the confirmed 2023 public demand forecast, we specifically focus on big data-related software construction projects (excluding maintenance), along with their corresponding project amounts.

# References

## 1. Company Overview

Secures References from Over **1,020 Global Customers** in 29 Countries and **Leading Domestic Companies** in Every Industry Sector

(※ Separate, as of the end of the first half of 2024)

### Domestic

#### Financial Over 170

Customers include 20 major financial institutions, including the top 5 commercial banks.



#### Public Over 230

Major ministries and public corporations such as KEPCO, Seoul Metropolitan Government, etc.



#### Corporate Over 400

Secured a large number of leading domestic manufacturing/service/distribution customers



### Global

#### Overseas Over 220

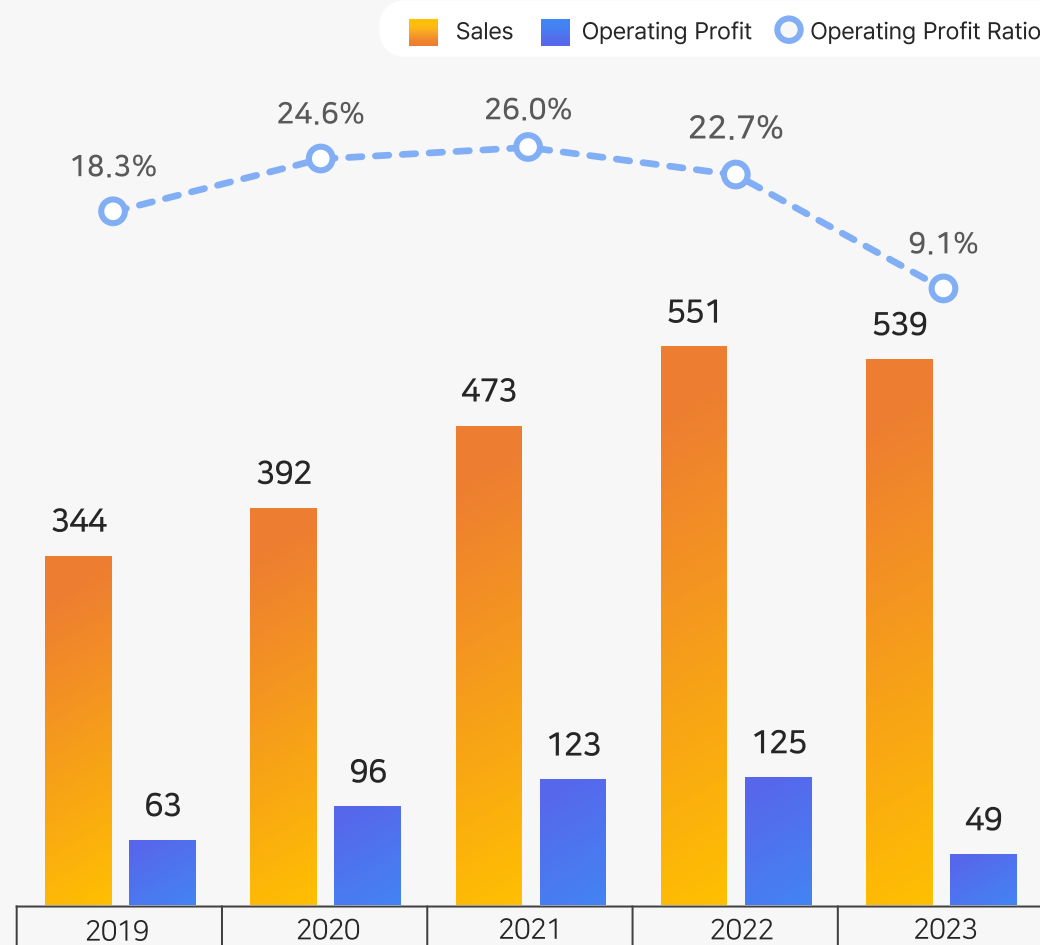
Secured customers from China's local financial sector (banks, securities), Expanding business centered on high-end manufacturing, Solution competitiveness recognized by Samsung Semiconductor, AT&T, LA State Government, etc.



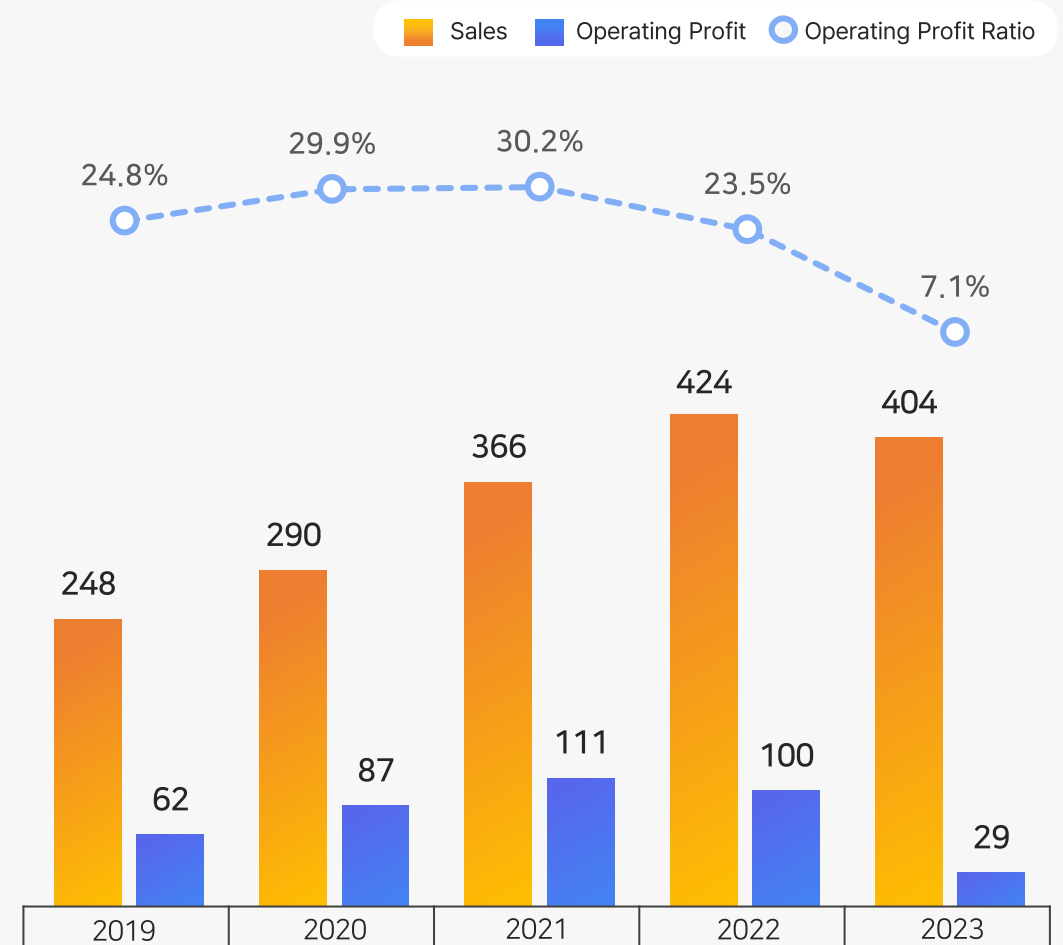
# Financial Performance for the Last 5 Years

## 2. Financial Performance

### Consolidated (unit : 100 million KRW)

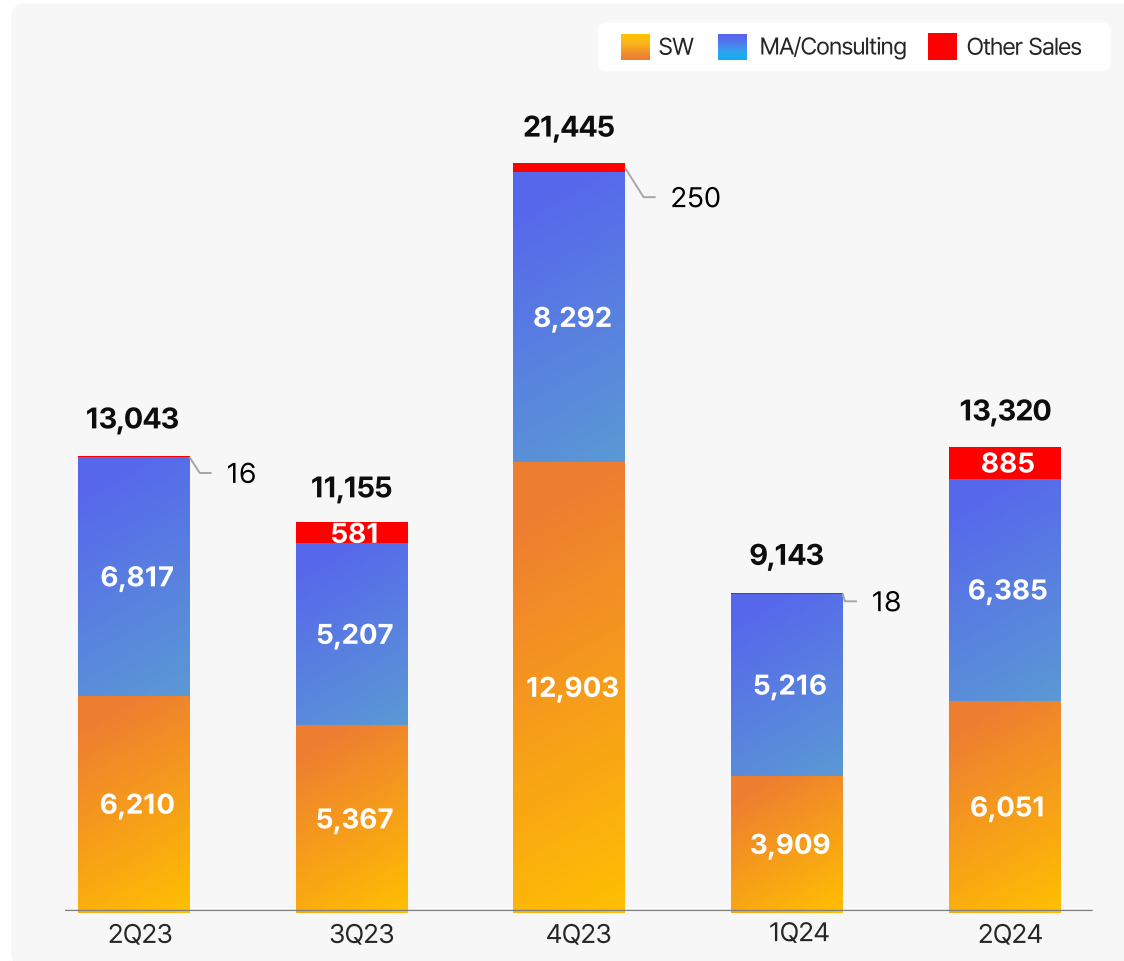


### Separate (unit : 100 million KRW)

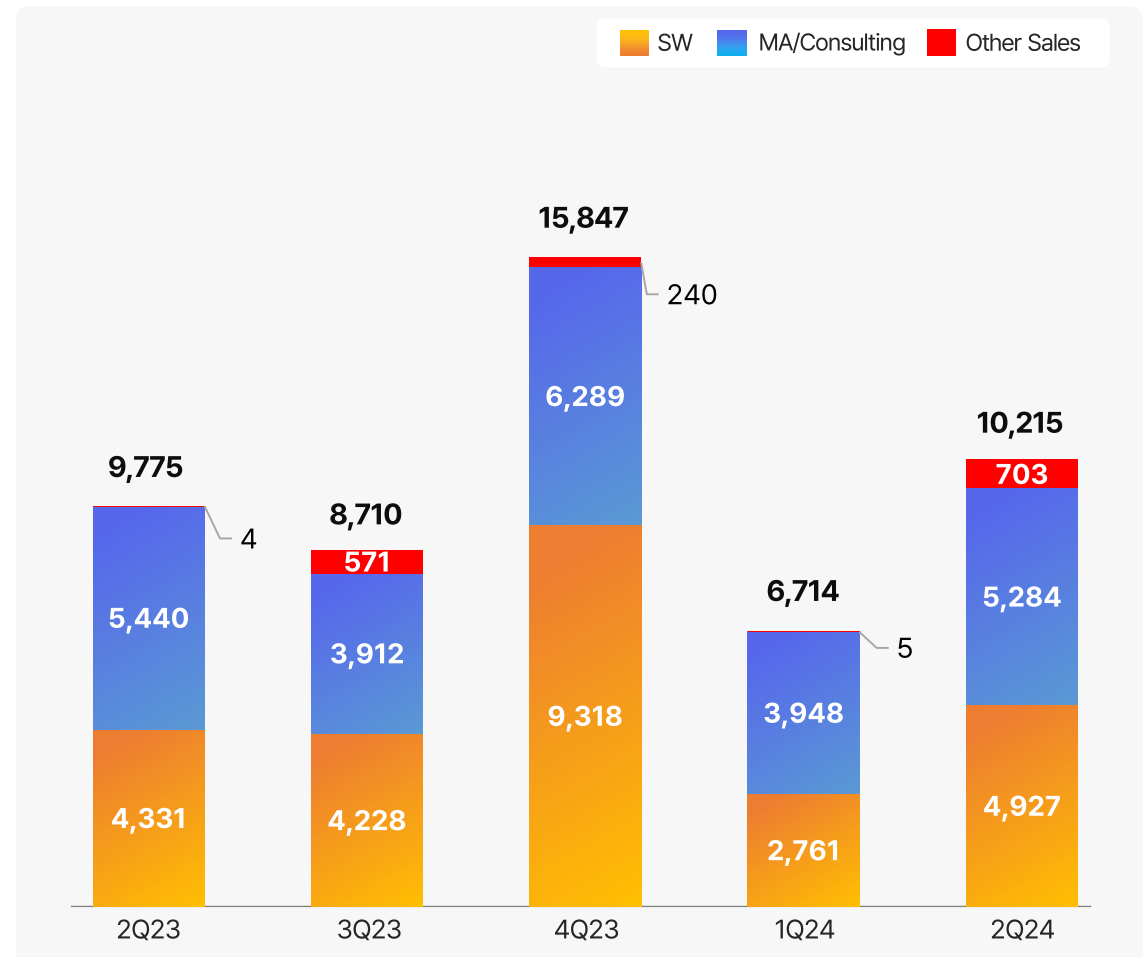


# Quarterly Financial Performance for the Previous Year

**Consolidated** (unit : KRW million)



**Separate** (unit : KRW million)



# Sales Breakdown

## 2. Financial Performance

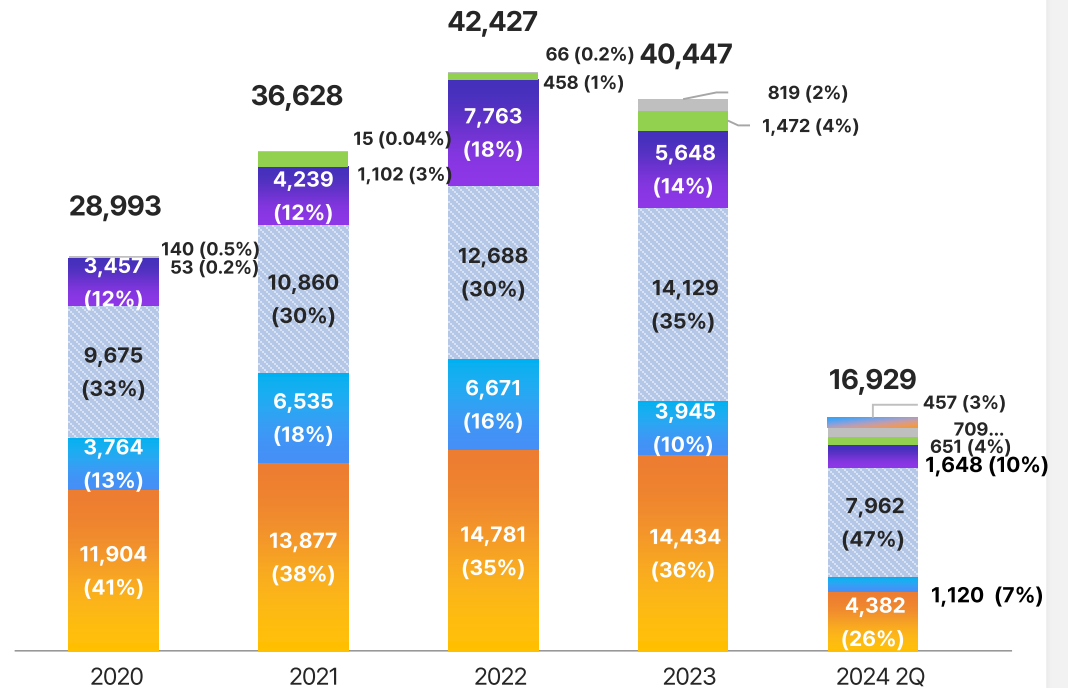
**Virtuous Sales Expansion Cycle:** Existing Customers' System **Expanding**, **Cross-Selling/Bundling**, and **Attracting New**

Segment		2020	2021	2022	2023	1H 2024	'20-'23 CAGR
EXEM	MaxGauge (SW)	11,904 (41%)	13,877 (38%)	14,781 (35%)	14,434 (36%)	4,382 (26%)	6.6%
	InterMax (SW)	3,764 (13%)	6,535 (18%)	6,671 (16%)	3,945 (10%)	1,120 (7%)	1.6%
	BigData (SW & Services)	3,457 (12%)	4,239 (12%)	7,763 (18%)	5,648 (14%)	1,648 (10%)	17.8%
	XAIOps (SW)	37 (0.1%)	1,065 (3%)	352 (0.8%)	1,398 (3.5%)	619 (4%)	235.6%
	CloudMOA(SW)	16 (0.05%)	37 (0.1%)	106 (0.3%)	74 (0.2%)	32 (0.2%)	66.6%
	DataSaker(SW)	Before Launch				457 (3%)	-
	Maintenance, Consulting	9,675 (33%)	10,860 (30%)	12,688 (30%)	14,129 (35%)	7,962 (47%)	13.5%
	Other Sales <sup>1)</sup>	140 (0.5%)	15 (0.04%)	66 (0.2%)	819 (2%)	709 (4%)	80.2%
SINSIWAY (Affiliate)	Petra(SW)	3,514 (48%)	4,174 (52%)	4,620 (48%)	4,907 (47%)	1,781 (41%)	11.8%
	PetraCipher(SW)	1,174 (16%)	1,190 (15%)	2,227 (23%)	2,215 (21%)	1,114 (26%)	23.6%
	PetraSign(SW)	52 (0.7%)	35 (0.4%)	25 (0.3%)	136 (1%)	-	37.8%
	Maintenance	2,506 (34%)	2,595 (32%)	2,798 (29%)	3,158 (30%)	1,407 (32%)	8.0%
	Other Sales <sup>2)</sup>	31 (0.4%)	61 (0.7%)	53 (1.0%)	43 (0.4%)	34 (1%)	11.5%

### Sales trend breakdown for the past 5 years on a separate basis

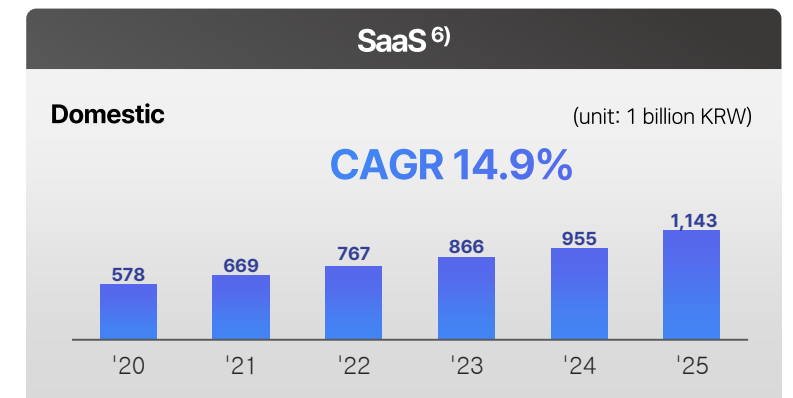
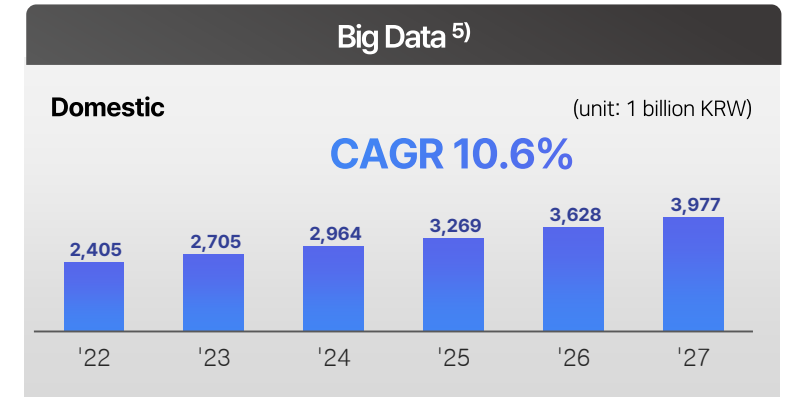
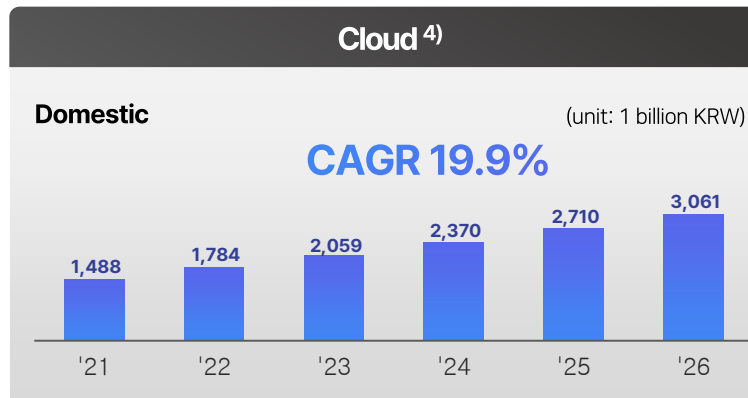
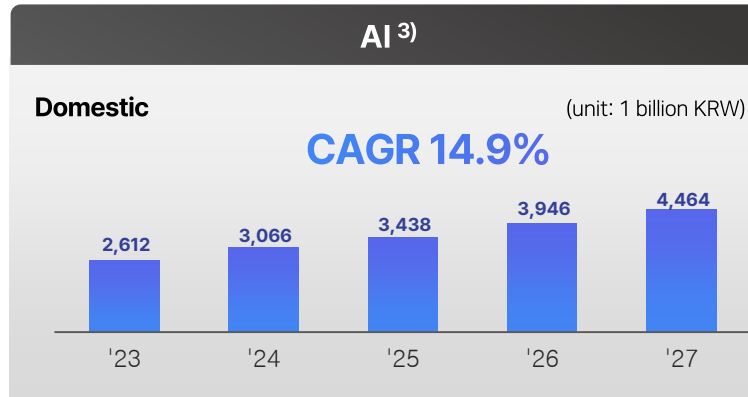
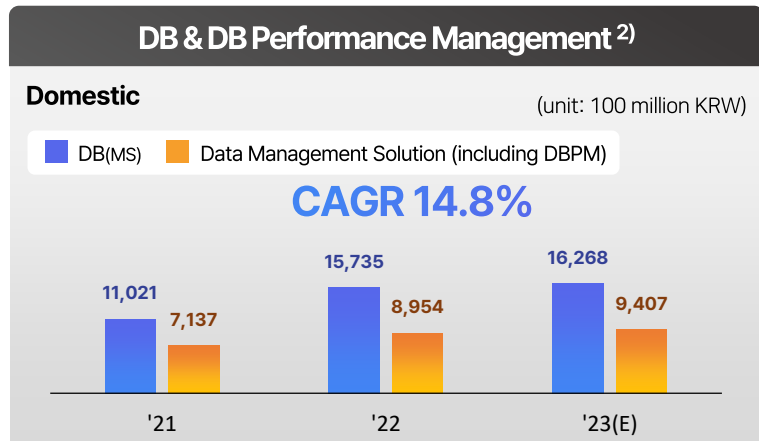
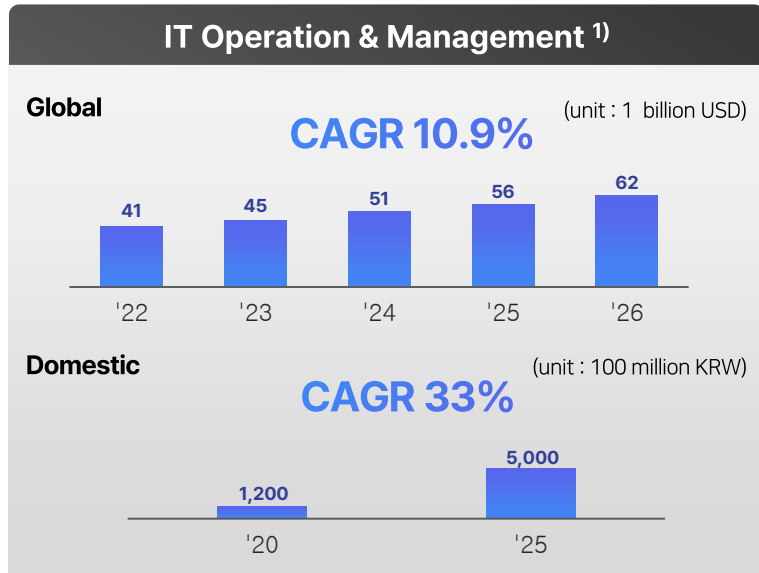
(Unit : 1 Million KRW)

■ MaxGauge 
 ■ InterMax 
 ■ BigData 
 ■ XAIOps, CloudMOA  
■ exemONE 
 ■ MA, Consulting 
 ■ Other Sales



\* In the case of the above table, figures are based on separate/individual financial statements 1) Sales of products, publication of books, etc. 2) Sales of products, rent, etc

# (1) Continued Growth in Upstream



1) Gartner Forecast: Enterprise Infrastructure Software, Worldwide, 2020-2026, 2Q22 Update. Published June, 2022. IT Operations Market / IDC Korea

2) Korea Data Industry Promotion Agency, 2023 Data Industry Status Survey, April 2024

3) Korea IDC, Korea Artificial Intelligence 2023-2027 Forecast, March 2023

4) Korea IDC, domestic public cloud SW market forecast, 2022-2026, February 2023

5) Korea IDC, domestic big data and analysis (BDA) market forecast, 2023-2027, March 2023

6) [ET News] To foster globally competitive SaaS companies, Electronic Newspaper, 2022.11.23, <https://www.etnews.com/20221123000243>

## (2) Continued Growth Based on Stable DBPM · APM (E2E) Business

3. Investment Highlight

Long-Term Client Retention with **55% Market Share in DBPM (Ranked #1 Domestically)**, Supporting the Most DB Types Domestically. Differentiation Through E2E Monitoring, Consistent Winback, and Strengthened Cross-Selling Opportunities with Over 720 DBPM References.

Listed Times	2023	2022	2021	2020	2019
	Every Year (5 years)	A Public	A Public	A Public	A Public
B Manufacturing		B Manufacturing	B Manufacturing	B Manufacturing	B Manufacturing
C Manufacturing		C Manufacturing	C Manufacturing	C Manufacturing	C Manufacturing
D Financial		D Financial	D Financial	D Financial	D Financial
E Financial		E Financial	E Financial	E Financial	E Financial
F Financial		F Financial	F Financial	F Financial	F Financial
G Public		G Public	G Public	G Public	G Public
Over 3 years		H Public	H Public	H Public	H Public
		I Trading	I Trading	I Trading	
		J Financial	J Financial	J Financial	J Financial
		K Financial	K Financial		K Financial
		L Subsidiary			L Subsidiary
		M Financial	M Financial	M Financial	
		N Public		N Public	N Public
(Portion)	42%	52%	55%	41%	35%

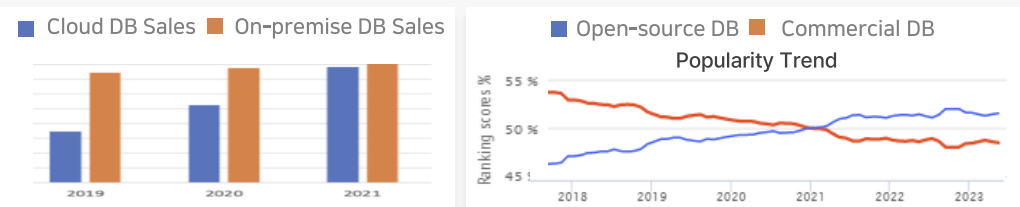
Recurring Customer Among The Top 30 Customers in Sales Over The Past 5 Years

✓ Locked-in clients: 35-55% of annual revenue.

✓ Maintenance revenue increasing by over 10% annually

### DBPM

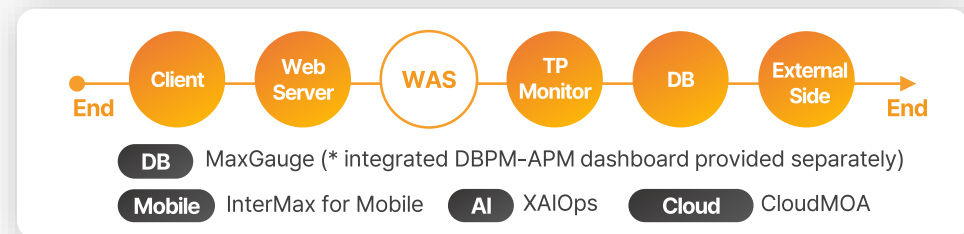
- Global Cloud DB, Open-source DB Growth
- Secured the largest DB monitoring lineup in Korea, including cloud/open-source DB.



\* 출처 : Gartner Blog, DBMS Market Transformation 2021 / DB-Engines, Popularity of open source DBMS VS commercial DBMS

### APM (E2E)

- Existing domestic APM player – “Unable to recognize exact problem/performance issues through WAS-centered monitoring”
- “Entire section (E2E) monitoring + linked with other solutions”

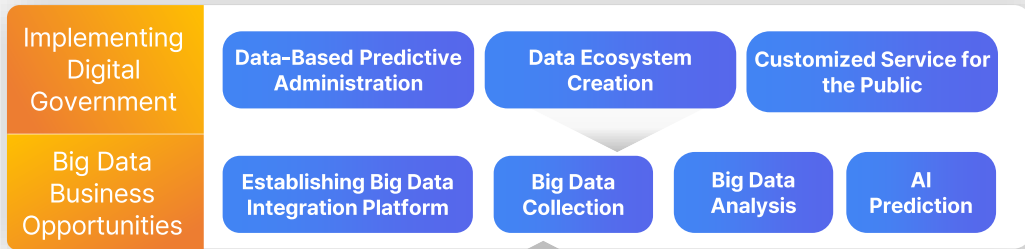


### (3) Expanding the Scale of the Big Data Business and Securing Additional Revenue Sources through +AI Solution Development.

### 3. Investment Highlight

## Expanding Opportunities for Large-Scale Big Data Projects and Anticipating Additional Sales with a Comprehensive Big Data Solution Lineup including AI Analytics Platform and Generative AI-Driven Chatbot Search Package Service

#### Large-Scale Public Construction Opportunities



"Follow-up and similar business opportunities based on consulting and construction business experience"

✓ **DX and Big Data Consulting for New Industry Clients (Planned for the second half of 2024)**

→ Expansion into core business / global opportunities within same industry (expected)

**SEOUL M** Establishment of a sustainable smart big data service platform (Phase 3) (Nov 2023 - Sep 2024)  
 AI-based big data service platform (Phase 2) (Completed in Apr 2023)  
 Big data integrated storage operation (Jan 2024 - Dec 2024)

**Korea Gas Corporation** Big data master plan consulting service (Completed in Mar 2023)

**KEPCO** Establishment and operation of Korea's largest electric power big data

**KETEP** Establishment of a large-capacity power AMI data distribution platform

**NIA** Operation of a government-wide big data center

**KOREA POST** Diagnosis of the status of post office data accumulated over 130 years

**Clothing company** Fashion product planning effect analysis

**Ministry of Land, Infrastructure and Transport** Development of electric vehicle safety monitoring verification service

#### Comprehensive Big Data Solution Lineup



**EBIGs**

Enhanced price and functionality competitiveness compared to foreign solutions.

✓ Win-back performance secured for 2023

Compared to Global Competitor

- 30-40% cost reduction achieved
- Additional features provided
- Technical support available from headquarters

**AI Analytics Platform**

✓ To be released in 2024

Platform for building big data analysis environments & AI Model

**Data Inquiry and Analysis**

✓ Released in 2024

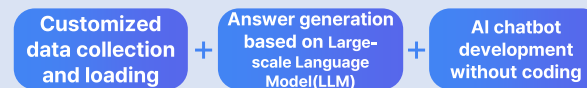
High-performance in-memory data inquiry and analysis solution

**Data Management** Meta Management Solution (To be released in 2025)

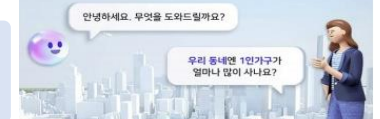
1) Source: Current price based on Public Procurement Service Digital Service Mall

#### Deploying Generative AI-Driven Chatbot Search Package Service

**EBIGs For LLM ChatBot** ✓ To be released in 2024



Reference: Seoul Big Data Chatbot





# (4) Expansion of AIOps Business Opportunities Including Data Centers & Advancement of AI Technology

## Expansion of Large-Scale Data Center Business Opportunities Leveraging Expertise in Primary Financial Institutions

Continuous Enhancement of AI Technology Competitiveness,

including AI-based Load/Fault Prediction Capabilities and Generative AI · LLM-based Interactive Chatbots

(\* Plans to incorporate AI technology into all products, including the DBPM solution 'MaxGauge' and the integrated monitoring solution 'exemONE')



**Verified by 4 banks (Only EXEM has) and 3 government agencies**  
 + secured large credit card company

**Over 20 years of IT monitoring operation experience**

**Strong grasp of high-demand AIOps in financial services and data centers**

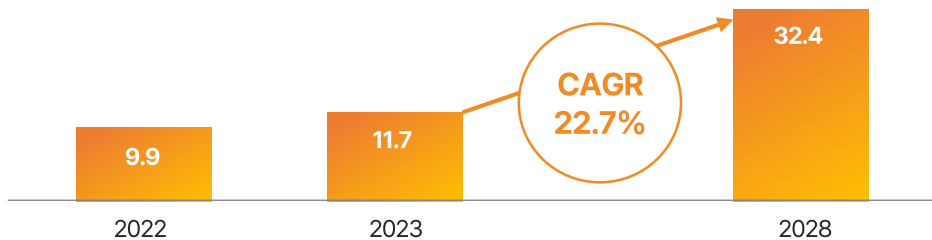
**95% prediction accuracy**

**Conversational chatbots with generative AI**  
 + failure indicator interpretation & resolution guides

- In overseas markets, AIOps is actively being introduced in public administration, military, legal, and medical/healthcare fields.

U.S. Department of Defense, Army/Air Force, NASA, Department of Homeland Security, Department of Agriculture, Department of Justice, Department of Health and Human Services, NASDAQ, New York City, Dutch courts, UK Driver's Licensing Office, Bleking Regional Board of Sweden, United Arab Emirates National Health Insurance Company, Ministry of Electronics and Communications Technology of India, Bahrain Electronic government, various government-affiliated organizations/research institutes...

- The global AIOps market is projected to expand at a compound annual growth rate (CAGR) of 22.7%, reaching \$32.4 billion by 2028 (Unit: USD BN).



\* Source : MarketsandMarkets, AIOps Platform Market – Global Forecast to 2028

- Manpower and costs for operating multiple data centers can be reduced with AIOps → "Essential for uninterrupted operation"



- Excessive time investment due to human resources-centered operation
- Operational capabilities vary by operator
- Difficulty identifying the cause and coping when a failure occurs

- Domestic data centers expected to increase from 147 in 2022 to 732 in 2029 (unit: number)



\* Source: Ministry of Trade, Industry and Energy, Data Center Concentration Relief Plan in the Metropolitan Area, 2023.03

# (5) Targeting Demand for Integrated Monitoring Based on Strong Monitoring Technology Competitiveness

## Responding to Integrated Monitoring Demand During the Cloud Transition Period

Based on a Superior Technology Position in The Legacy Market

### exemONE (launched in April 2024, On-Premise Model)

**Target Market** "Public/large private enterprise in cloud transition"

- Anticipated Rise in Public Demand Following Implementation of Public Sector Information Resource Cloud Conversion Plan

#### Public Sector's Cloud-Native Transformation Roadmap

Definition	2024	2025	2026 and after
Current system native application rate*	11%	30%	50%
New system native application rate	13%	30%	70%

\* **Native application rate:**  
Application rate relative to the number of cloud conversion systems in the current year

\* **Source:**  
Digital Platform Government Committee

- Adoption of Hybrid Cloud Environment to Reduce Dependency on CSPs  
+Increased Cloud DBs to Reduce Dependency on Commercial DB Vendors  
= Increased Demand for Integrated Monitoring
- More Benefit for Larger Companies from Quantitative Licensing over Usage-based Pricing for Cost Management
- Actively Responding to Strong Demand with Aggressive Sales Efforts  
✔ Secured 9 clients, including L Electronics and K Financial since its launch in April

### SaaS (to be launched in 2025)

**Target Market** "Small and medium-sized companies and startups"

- Sales stability, business profitability, scalability ↑

Stable and gradual increase in sales through subscription-based models

Easy cross-selling and upselling to existing customers

Application of strategic payment models

- Global IT monitoring firms show a clear trend towards SaaS-driven sales growth and increased adoption of multiple products, while the domestic SaaS market remains in its nascent stage.

As of 2022, the SaaS share in the domestic enterprise IT market stood at 2%.

- Favorable government policies for SaaS businesses

Develop 10,000 SaaS companies by 2026

Cultivating 250 SW companies with sales of KRW 100 billion or more by 2027

Introducing a direct ordering system for SaaS-type services

#### Target Market Needs

Integrated monitoring of on-premise and cloud environments

Hybrid Cloud Monitoring

Full stack integrated monitoring including DB, App, Kubernetes, etc.

Easy to use even for non-professional DBA or infrastructure administrators

# (6) Security/Overseas Business with Sustainable Growth Potential

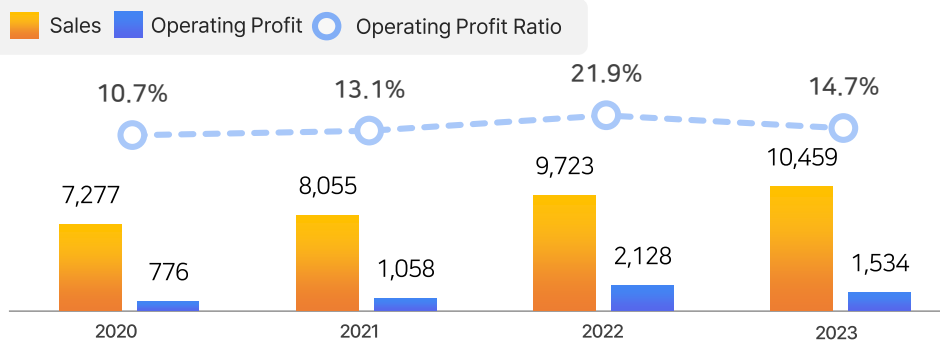
Continued Growth due to **Increased Demand for DB Security and Expansion of Cloud and Integrated Security Markets**  
**Establishment of Branches/Factories for Large Domestic Customers, Targeting Local Financial and High-End Industries,**  
**and Business Scalability Based on SaaS Model ↑**

## DB Security

- **DB Access Control: Our Core Business Ensuring Sustained Sales Stability Backed by Loyal Encryption Customer Base**
- **Boosting Sales via Cloud Marketplace Expansion into Small and Medium-Sized Customers**
- **Enhancing Competitiveness through Blockchain-based DID Technology Development (In development)**



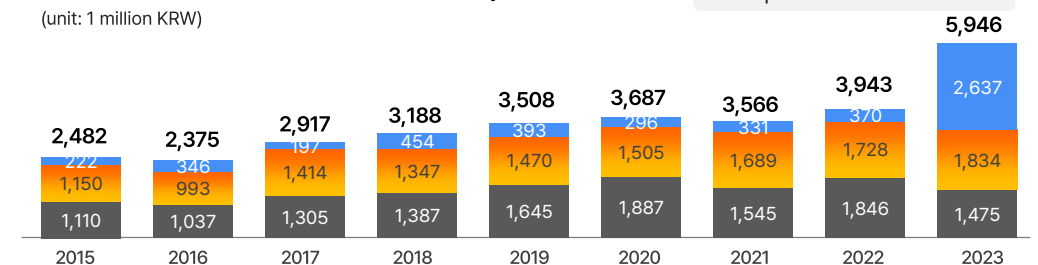
■ **SINSIWAY Sales/Operating Profit Trends for the Past 4 Years** (unit: 1 million KRW)



## Overseas Business

- Ⓞ **Market appeal based on local market performance**  
: Chinese financial sector, high-end manufacturing / Experience in supplying over 200 large corporations/institutions including Japanese financial sector, LA state government, AT&T, etc.
- Ⓞ **Expansion of sales partners**  
: Continuously expanding our Japanese partners, including companies with over 90 sales bases across Japan
- Ⓞ **Expansion of supplied products** MaxGauge for Cloud Released (2023)  
: Existing MaxGauge for Oracle, InterMax-centered supply → Expand monitoring target DB and target integrated product market in the future
- Ⓞ **Development and provision of local specialized services**  
: Supplying 'Smart DBA', a remote DB performance diagnosis service, due to lack of engineers in Japan and increasing consulting/non-face-to-face demand
- Ⓞ **Market development as domestic customers establish overseas branches/factories**  
New Supply to Samsung Electronics' Taylor City Foundry in the US (3Q-4Q 2023)  
: Securing continuous business opportunities when customers establishes overseas branches and factories with high satisfaction with solution adoption

■ **Annual sales trend of overseas corporations** (unit: 1 million KRW)



## EXEM Corporation

- Inception : January 2001
- Stock Listing Date : June 26, 2015
- Capital : 7.2 Billion KRW (as of June 2024)
- Sales : 53.9 Billion KRW (as of the end of 2023)
- Workforce : 325 (as of June 2024)
- Affiliated Companies (as of June 2024)

Definition	Company Name	Investment Stake (%)
Affiliate	SINSIWAY(DB Security) <small>Listed on KOSDAQ (November 2023)</small>	37.07
Subsidiary	EXEM JAPAN Co.,Ltd.(Japan)	75.00
Subsidiary	EXEM CHINA Co.,Ltd.(China)	63.16
Subsidiary	MAXGAUGE, INC.(US)	91.00

## Co-CEO (From September 11th, 2023, EXEM implemented a co-CEO system.)

### EXEM CHAIRMAN **Cho Chongarm**

- Seoul National University(Diplomacy and Global Politics major)
- Postech (SW Engineering, master's degree)
- KAIST AIM Course Completion
- POSCO, Information System department, EIS development
- POSDATA Consulting Department, CASE TOOL Consultant
- Oracle Korea, DB Technical Consulting Team, Oracle Tuning Consultant



### EXEM CEO **Koh Pyoungseok**

- Seoul National University(Department of Political Science)
- EXEM Chief Operating Officer(COO)
- EXEM (CSO), Head of Big Data Technology Department
- Current regulatory review committee member of the Ministry of Science and ICT
- Member of the Future Talent Special Committee of the National Science and Technology Advisory Council
- Current outside director of KSS Shipping
- Hankyoreh Newspaper, IT Chosun, Maeil Business Newspaper IT/digital columnist



# Milestones

✓ Appendix

## EXEM 1.0 DB Performance Monitoring

2001

Established **EXEM DBMax Launched**  
(the previous version of MaxGauge)

2002

KT NT IT certification acquired at one time  
Jang Young-shil Award

## EXEM 2.0 Total Performance Management

2008

**InterMax Launched**, New Excellent Technology(NET) Award  
Established **EXEM JAPAN, EXEM CHINA**



2011

10.5 Billion(KRW) Revenue Breakthrough  
Commendation from the Minister of Knowledge Economy for small and medium-sized business development

2012

Korea IT Innovation Award  
One of the Korea 100 Best Companies to work for

2014

Established **EXEM USA**

President's award of merit for venture development

## EXEM 3.0 The 4th Industrial Revolution (Big Data)

2015

**Listed on KOSDAQ**  
Shares Acquisition of **SINSIWAY(50.24%) & I'mCloud(25%)**  
20.7 Billion(KRW) Revenue Breakthrough

2016

**Starting Big Data Consulting**  
Merged Cloudine, Co., LTd; **Flemingo Launched**  
27.5 Billion(KRW) Revenue Breakthrough

2017

**KEPCO's largest big data integration platform construction project**  
Orders received from Kakao/Citibank, K bank,  
33.7 Billion(KW) Revenue Breakthrough

2018

Partnership with KNIME, Designated Partner of Match-up AI/Big Data project (Ministry of Education)  
32.4 Billion(KW) Revenue Breakthrough (with 3.5 billion coming from overseas branches)

## EXEM 4.0 Implementation of new technologies Including AI, Cloud, SaaS

2019

**Commercialization of AI & Cloud**  
**XAI Ops, CloudMOA Launched**  
34.5 Billion(KRW) Revenue Breakthrough

2020

CloudMOA /XAI Ops Orders received from Hyundai Card and KDN  
39.2 Billion(KRW) Revenue Breakthrough

2021

CloudMOA /XAI Ops Orders received from major financial clients (Busan/Shinhan and Woori Bank)  
**CloudMOA SaaS, MaxGauge for HANA Launched**,  
47.3 Billion(KRW) Revenue Breakthrough

2022

**MaxGauge for CloudDB / EBIGs Launched**  
Relocation to the new EXEM headquarters in Magok  
55.1 Billion(KRW) Revenue Breakthrough

2023

**Ready for SaaS Business**  
**MaxGauge for Cloud(MySQL, MariaDB) Launched**  
**Integrated Observability SaaS Solution DataSaker Launched**

2024 **EXEM 5.0**

**Integrated IT Monitoring Era through unified platform**  
**exemONE Launched**  
Obtained AWS Partner Path  
Implementation of dividend in kind (consisting of 801,115 treasury stocks)

# Financial and Income Statement (Consolidated)

✓ Appendix

## Consolidated Financial Statement (unit : 1 million KRW)

Category	2020.12.31	2021.12.31	2022.12.31	2024.06.30
Current assets	52,994	64,049	44,894	56,588
Non-current assets	41,388	48,260	74,127	73,444
<b>Total assets</b>	<b>94,382</b>	<b>112,309</b>	<b>119,021</b>	<b>130,032</b>
Current liabilities	9,000	19,215	16,075	8,952
Non-current liabilities	4,819	1,332	1,513	1,347
<b>Total liabilities</b>	<b>13,819</b>	<b>20,547</b>	<b>17,588</b>	<b>10,299</b>
Capital stock	3,388	3,513	3,638	7,196
Capital surplus	37,984	42,696	47,463	45,065
Other components of equity	7,026	2,027	-2,972	342
Accumulated other comprehensive income	-586	-396	-443	-358
Retained earnings	26,730	37,460	46,121	53,260
Non-controlling interests	6,021	6,461	7,626	14,227
<b>Total equity</b>	<b>80,563</b>	<b>91,762</b>	<b>101,433</b>	<b>119,733</b>

## Consolidated Income Statement (unit : 1 million KRW)

Category	2Q 23	3Q 23	4Q 23	1Q 24	2Q 24
Revenue	13,043	11,155	21,445	9,143	13,320
Cost of sales	5,832	5,993	10,132	5,936	7,430
<b>Gross profit</b>	<b>7,211</b>	<b>5,161</b>	<b>11,313</b>	<b>3,207</b>	<b>5,890</b>
Operating profit	2,385	-223	5,278	-2,857	319
Net income	1,843	2,977	3,379	-1,766	735
Net profit attributable to the owners of the parent company	1,419	2,970	3,674	-1,648	470
Net profit attributable to non-controlling interests	424	7	-295	-119	265
Other comprehensive income	-103	10	-64	73	62
<b>Total comprehensive income</b>	<b>1,740</b>	<b>2,987</b>	<b>3,314</b>	<b>-1,693</b>	<b>797</b>

# Financial and Income Statement (Seperate)

✓ Appendix

## Separate Financial Statement (unit : 1 million KRW)

Category	2020.12.31	2021.12.31	2022.12.31	2024.06.30
Current assets	43,712	52,464	31,796	39,221
Non-current assets	35,096	42,552	68,705	68,147
Total assets	78,808	95,016	100,501	107,367
Current liabilities	6,608	12,623	10,488	6,940
Non-current liabilities	375	415	604	589
Total liabilities	6,983	13,038	11,091	7,529
Capital stock	3,388	3,513	3,638	7,196
Capital surplus	37,779	42,653	47,522	43,930
Other components of equity	7,026	2,027	-2,972	342
Accumulated other comprehensive income	-556	-524	-484	-428
Retained earnings	24,188	34,309	41,705	48,798
Non-controlling interests	71,825	81,978	89,409	99,839

## Separate Income Statement (unit : 1 million KRW)

Category	2Q 23	3Q 23	4Q 23	1Q 24	2Q 24
Revenue	9,775	8,710	15,847	6,714	10,215
Cost of sales	5,132	5,256	7,746	5,099	6,405
Gross profit	4,643	3,454	8,101	1,615	3,810
Operating profit	1,341	-240	3,956	-2,519	-51
Net income	860	3,546	3,461	-1,587	293
Other comprehensive income	4	12	-22	27	17
Total comprehensive income	863	3,558	3,439	1,560	310

EXEM

# CapEx / Workforce Status

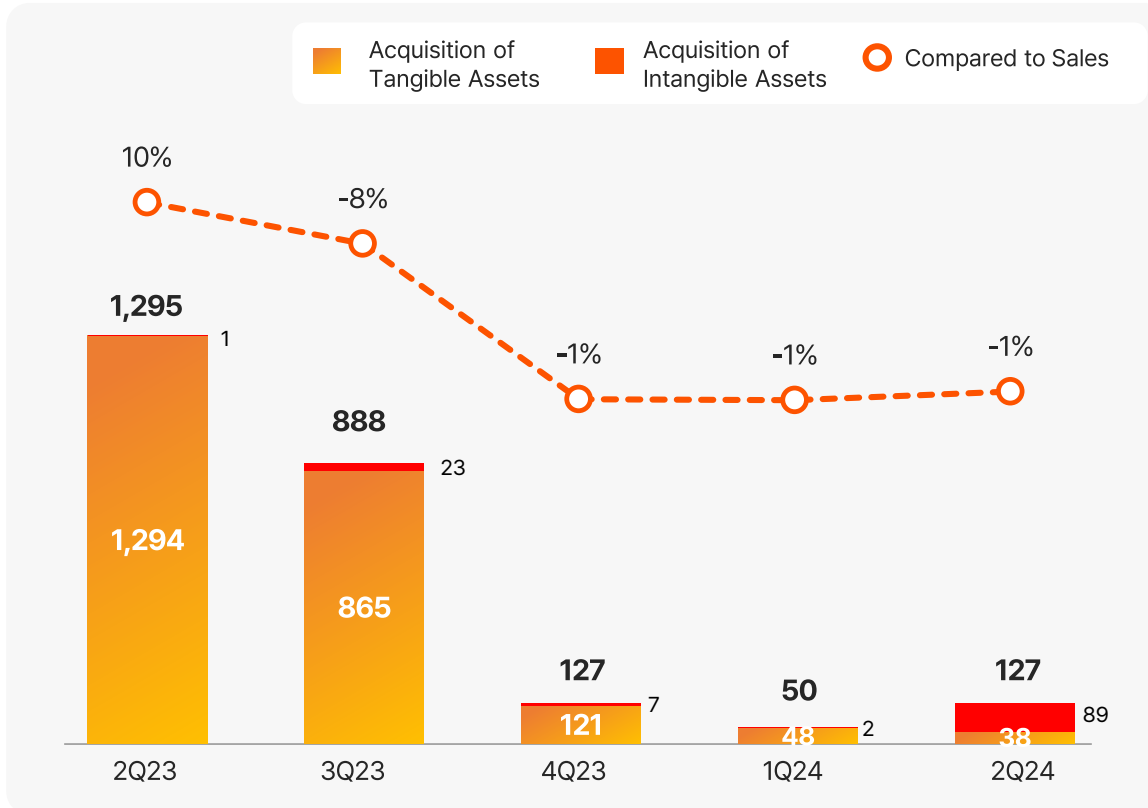
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## Construction of the New Headquarters in 2022 → Increased Fixed Assets

Old Facilities Sold in Q1 and Q3 of 2023

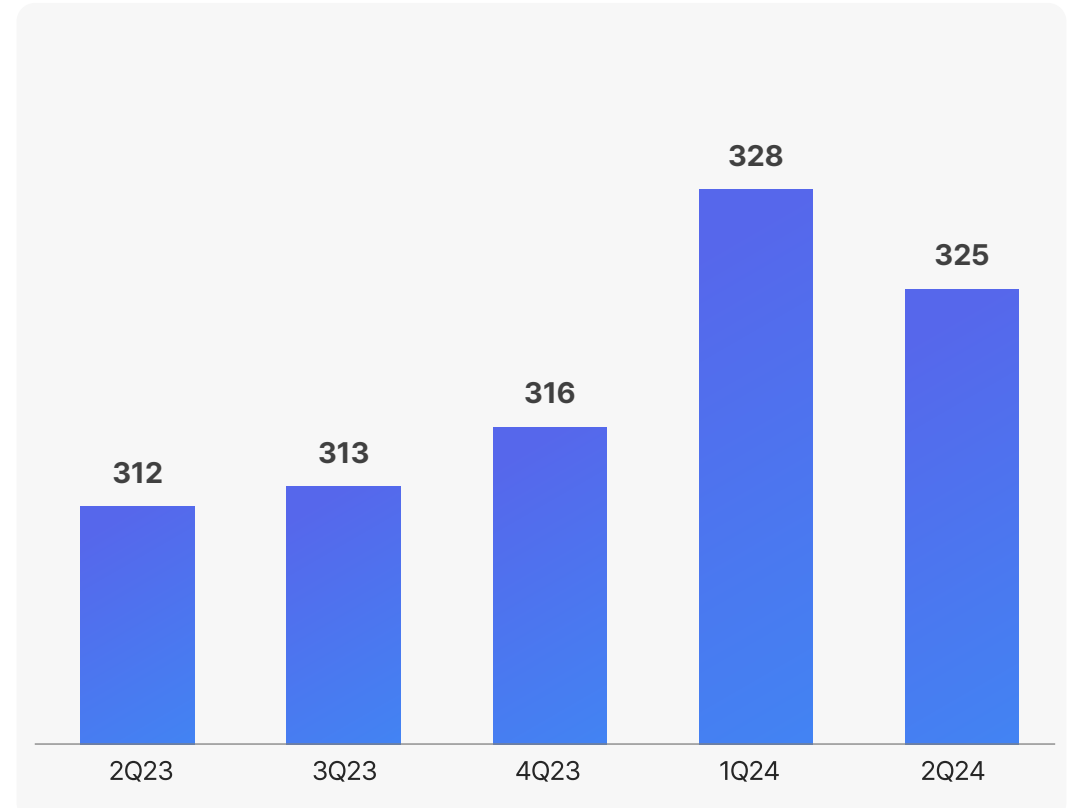
## Maintaining a Conservative Hiring Approach in 2024

### CapEx (unit: 1 million KRW, based on consolidated standard)



\* CapEx is based on cash outflow for new acquisition of tangible and intangible assets

### EXEM Workforce Status (unit : number)



\* Number of employees excluding the number of employees in four subsidiaries

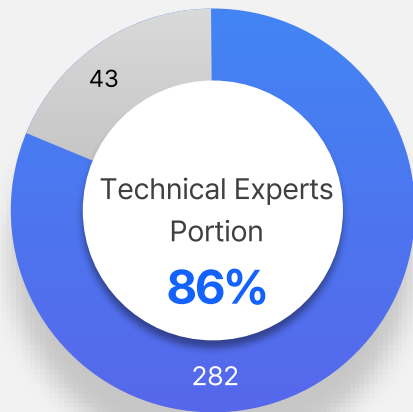


# Organizational Structure

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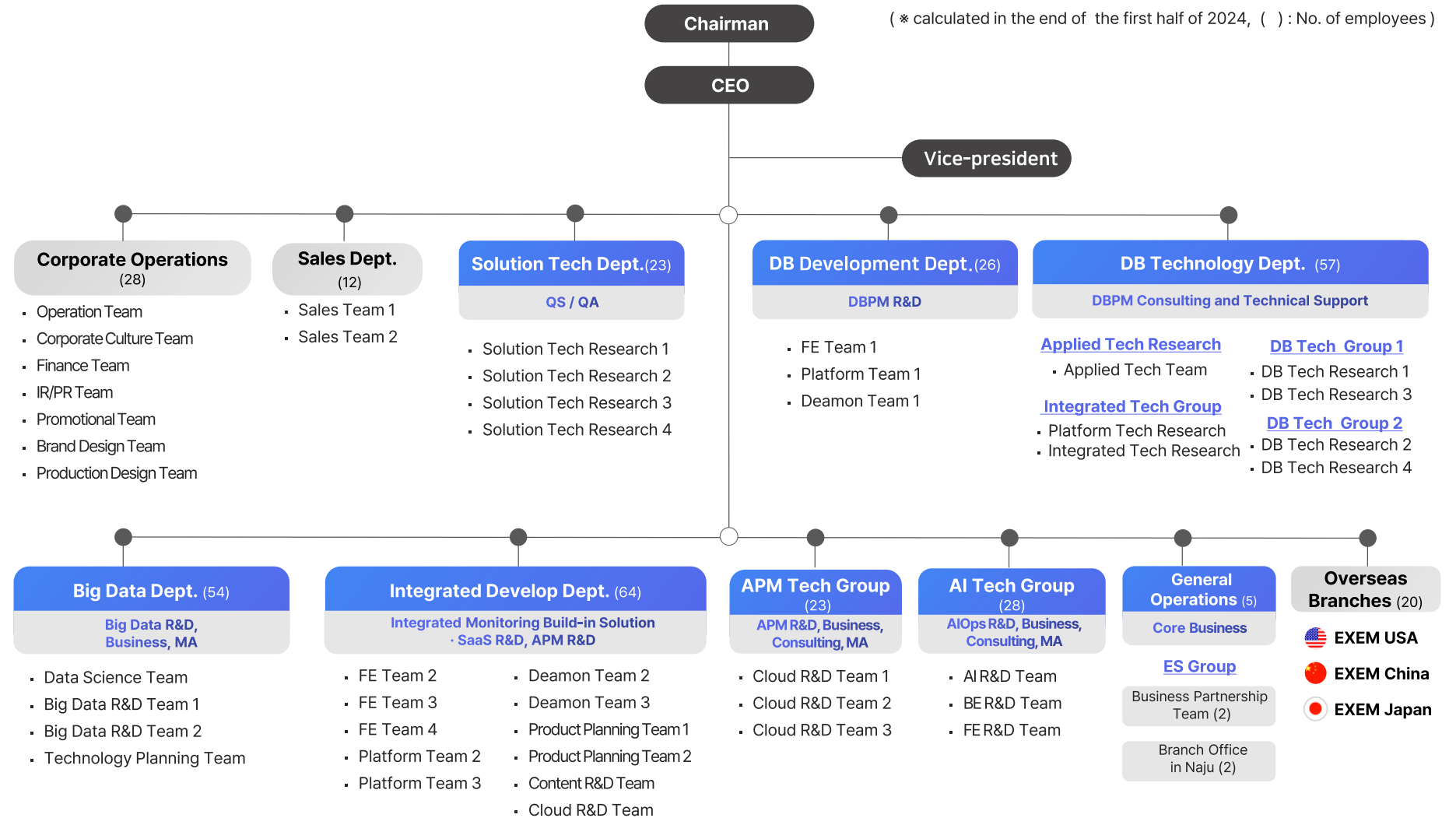


## Technical Experts Status



Workforce of 325 people  
(based on EXEM Magok Headquarters)

- Technical
- Sales and Management





# THANK YOU

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