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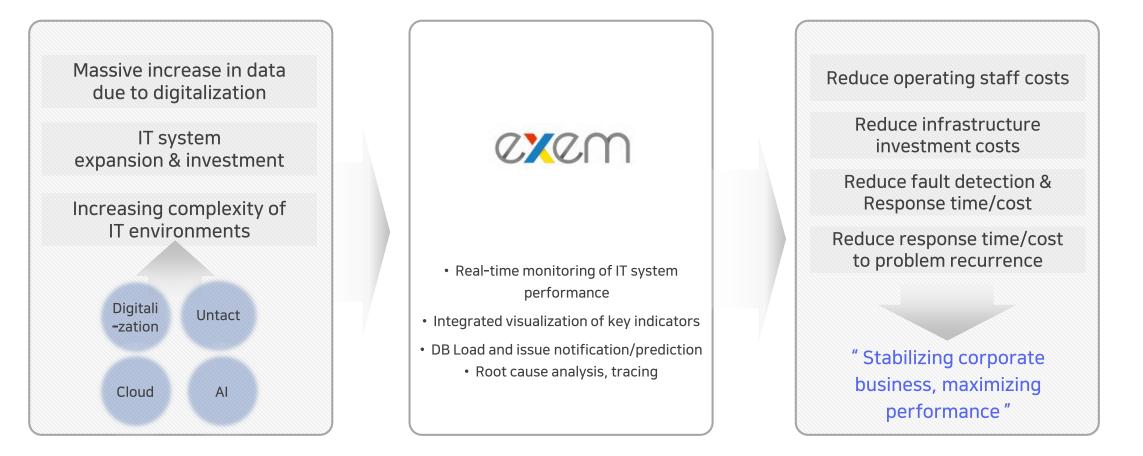
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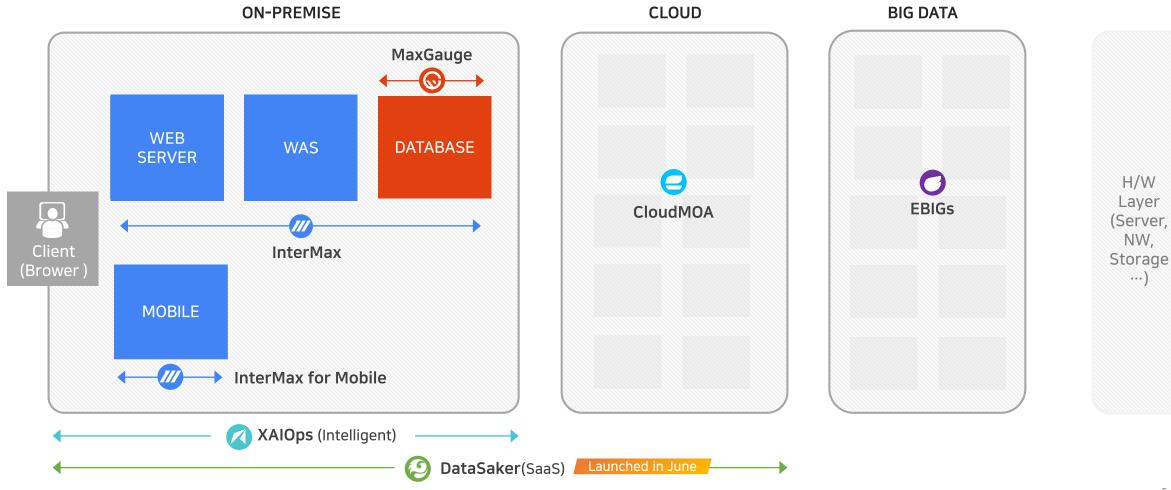
Why is IT System Performance Monitoring Crucial?

IT systems serve as the foundation of all corporate enterprises, wielding the power to shape business outcomes. "Now, integrated monitoring of corporate IT systems is paramount."



Prologue

Enhancing Corporate IT Efficiency with Comprehensive IT Performance Monitoring Solutions.



Key Highlights (1)

	 '22 Consolidated sales KRW 55.1 billion, operating profit KRW 12.5 billion, net profit KRW 9.6 billion (YoY +16%, +2%, YoY -15%), operating profit margin 22.7%, net profit margin 17.4%
Revenue and	 Balanced sales increase across all business sectors + significant sales increase in the big data sector, recruitment of employees and completion of office building to strengthen business competitiveness, and increase in purchases due to large-scale big data project, etc.
Finance	 '23 3Q Cumulative Consolidated sales KRW 32.4 billion, operating loss KRW 0.4 billion, net profit KRW 7 billion (YoY +8%, loss conversion, YoY +39%), net profit margin 21.7%
	 DBPM, Big data, DB security, AlOps sales increase, R&D/Personnel expenses increase related to hiring employees, M&A costs of the new office building, profit from the sale of old office building are reflected. '23 3Q consolidated sales KRW 11.2 billion, operating loss KRW 0.2 billion, net profit KRW 3 billion, net profit margin 26.7%

Core Biz (DBPM, APM)

- Sustained Customer Loyalty: EXEM maintains its No. 1 position in the domestic DBPM market, and also financial sector DBPM market. As customers expand IT system periodically, our long-term customer relationships makes customers to continue expanding IT monitoring SW, MA.
- Diverse DB Model Expansion: We respond to market needs by offering Korea's largest selection of monitored DB models, including cloud DB and open-source DB, to cater to evolving DB usage.
- 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.

Key Highlights (2)

Bew Biz (Big Data, AlOps, Cloud Management)

- Elevating Business with Big Data Consulting: Exploring ISP and construction projects in partnership with the Seoul Metropolitan Government, National Police Agency, Korea Gas Corporation, and other emerging metropolitan governments and ministries.
- Growing AlOps Portfolio: Expanding AlOps references including private enterprises and data centers, leveraging our recognized expertise, acknowledged by Korea's leading 5 financial companies and 3 government agencies.
- Expanding Cloud Management references : Expanding our references by having showcased successful implementations in IDC centers, banks, credit card companies, and distribution firms.

SaaS (Launched in June)

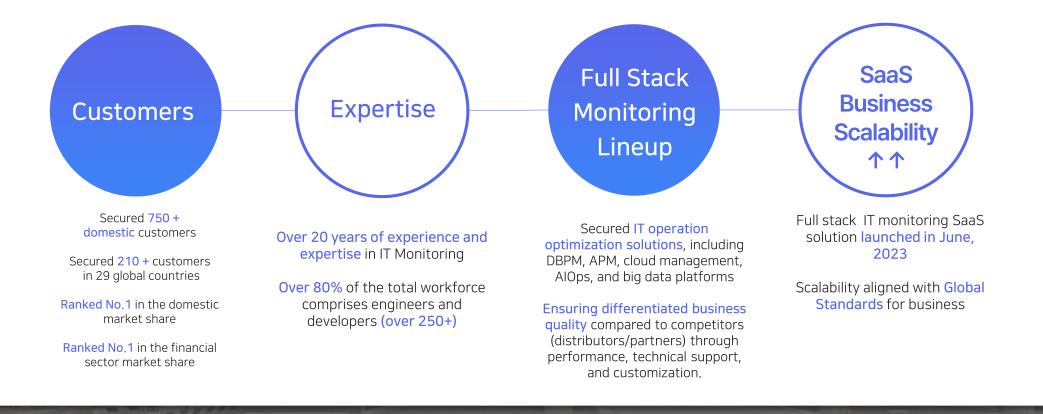
- Sustainable Profit Expansion Blueprint: Developing a framework for continuous profit expansion by leveraging upselling and cross-selling strategies with subscription-based billing and existing customers, aiming to achieve Break-Even Point (BEP) within three years.
- Pioneering the Domestic SaaS IT Monitoring Market: Initiating entry into the domestic SaaS IT monitoring market and subsequently expanding our presence worldwide.
- Energizing Business in Alignment with the Korea Government's SaaS Focus: Anticipating the benefits of heightened public engagement and the government's commitment to fostering the SaaS industry, especially benefiting software companies.

Company Identity

1. Company Overview



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



Business Fields

1. Company Overview

Solution	Market Definition	Launched Year	Revenue in 2022 ¹⁾ (unit: KRW million)	Market Status
🕟 MaxGauge	DBPM (DataBase Performance Monitoring)	2001	27,834	 Domestic market size: approximately KRW 44 billion (own estimate, as of 2022) → Market size continues to grow at a CAGR of 10% from the past three years Market share: approximately 55%, No. 1 in Korea (at least as of 2022) → with TAM²), 90% potential customer ratio outside of our current market occupancy Competitors: 1 major unlisted company and 6 other competitors
🥢 InterMax	APM (Application Performance Management)	2008	9,155	 Domestic market size: approximately KRW 72.3 billion (own estimate, as of 2022) → Market size continues to grow at a CAGR of 15% from the past three years Market share : approximately 20%, 2nd in Korea Competitors : 1 major unlisted company and 7 other competitors
EBIGs	Big Data Platform & Big Data Construction/Analysis Service	2016	7,763	 Domestic big data integrated platform construction market size³⁾: KRW 399.5 billion (as of 2022). Solution supply target market size: KRW 20 to 40 billion Competitors : 1 major foreign company, 1 publicly-listed company
XAIOps	AIOps (Artificial intelligence for IT Operations)	2019	431	 Early stage in domestic market Secured a total of 8 clients including 4 major banks, 1 leading credit card company, and 3 clients from public sector Competitors : 2 major foreign companies, 1 unlisted company and 1 publicly-listed company
CloudMOA	Integrated Cloud Management	2019	198	 Early stage in domestic market Secured a total of 9 clients including, credit card company, insurance, distribution, IDC center, and medical institution.
DataSaker	SaaS-type Integrated IT Performance Monitoring	2023 (June)	-	 Early stage in domestic market Competitors : 1 unlisted company, 3 foreign companies
Affiliate PETRA PetraCipher	DB Security (Access Control/Encryption)	2009/ 2010	9,680	 Market share : approximately 10%, 3rd in Korea (own estimate) Competitors : approximately 6 companies

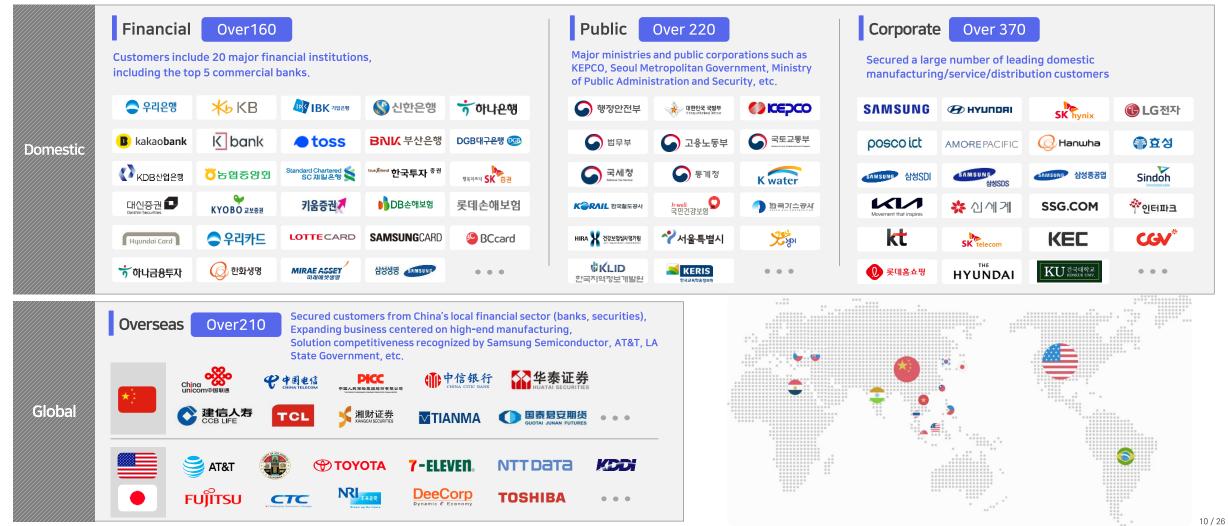
1) The figure in the consolidated financial statements represents the total amount from both products and services.

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 '22 data industry status survey and the confirmed '23 public demand forecast, we specifically focus on big data-related software construction projects (excluding maintenance), along with their corresponding project amounts.

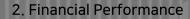
References

Secures References from Over 970 Global Customers in 29 Countries and Leading Domestic Companies in Every Industry Sector

(% Separate, as of the end of third quarter of 2023)



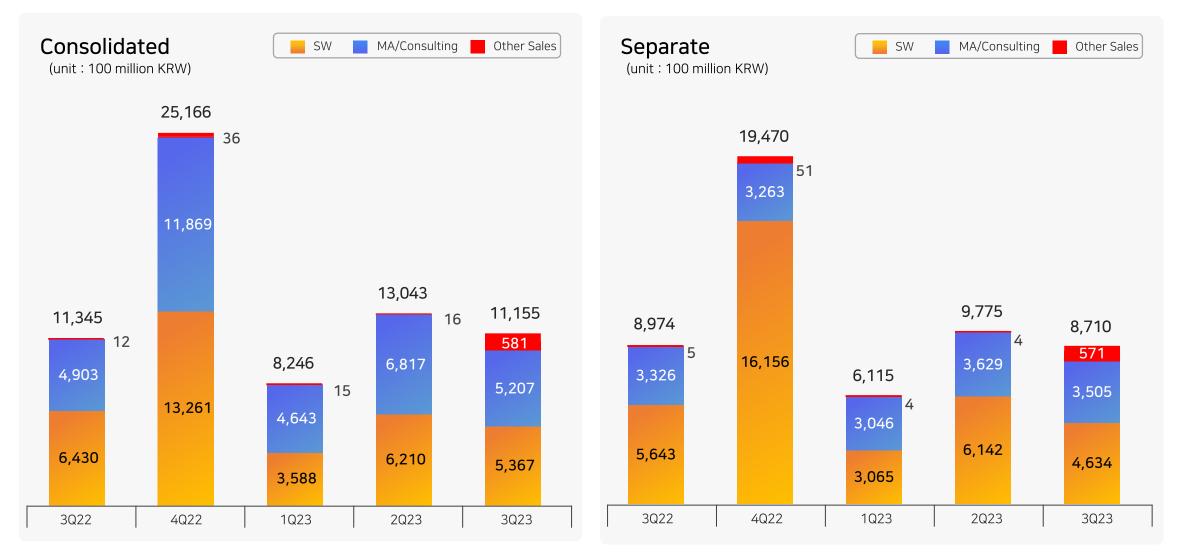
Financial Performance for the Last 3 Years





Quarterly Financial Performance for the Previous Year

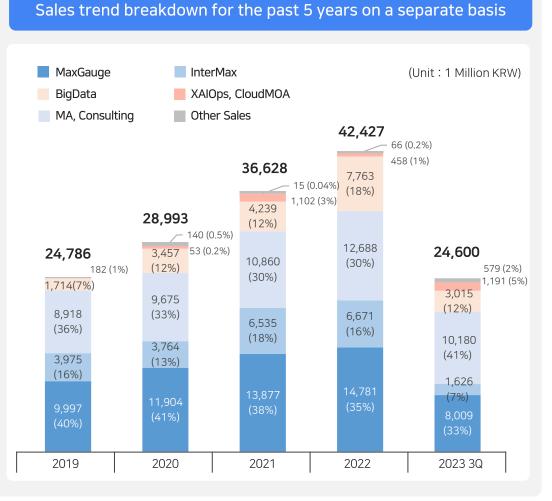
2. Financial Performance



*In separate sales, big data service(Big Data platform construction/analysis/Managing) sales were categorized as SW sales because the big data business involves providing SW and services simultaneously in a project-oriented manner.

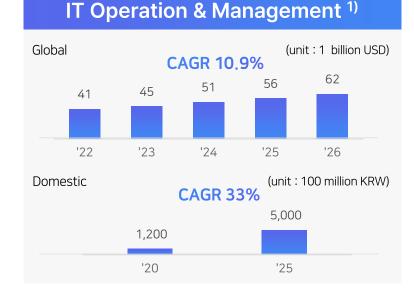
Virtuous Sales Expansion Cycle: Existing Customers' System Expanding, Cross-Selling/Bundling, and Attracting New Customers

		2019	2020	2021	2022	3Q 2023 (Cumulative)	'19-'22 CAGR
	MaxGauge (SW)	9,997 (40%)	11,904 (41%)	13,877 (38%)	14,781 (35%)	8,009 (33%)	13.9%
	InterMax (SW)	3,975 (16%)	3,764 (13%)	6,535 (18%)	6,671 (16%)	1,626 (7%)	18.8%
	BigData (SW & Services)	1,714 (7%)	3,457 (12%)	4,239 (12%)	7,763 (18%)	3,015 (12%)	65.5%
EXEM	XAIOps (SW)	-	37 (0.1%)	1,065 (3%)	352 (0.8%)	1,191 (4.8%)	208.4% (past 3 yrs)
EXEIM	CloudMOA (SW)	-	16 (0.05%)	37 (0.1%)	106 (0.3%)	_	157.4% (past 3 yrs)
	DataSaker (SW)		Before			-	_
	Maintenance, Consulting	8,918 (36%)	9,675 (33%)	10,860 (30%)	12,688 (30%)	10,180 (42%)	12.5%
	Other Sales 1)	182 (1%)	140 (0.5%)	15 (0.04%)	66 (0.2%)	579 (2.3%)	-28.7%
	Petra (SW)	2,151 (32%)	3,514 (48%)	4,174 (52%)	4,620 (48%)	2,480 (42%)	29.0%
	PetraCipher (SW)	2,154 (32%)	1,174 (16%)	1,190 (15%)	2,227 (23%)	1,185 (20%)	1.1%
SINSIWAY (Affiliate)	PetraSign (SW)	70 (1%)	52 (0.7%)	35 (0.4%)	25 (0.3%)	28 (0.5%)	-29.1%
	Maintenance	2,300 (34%)	2,506 (34%)	2,595 (32%)	2,798 (29%)	2,253 (38%)	6.8%
	Other Sales ²⁾	141 (2%)	31 (0.4%)	61 (0.7%)	53 (1.0%)	33 (0.6%)	-27.8%

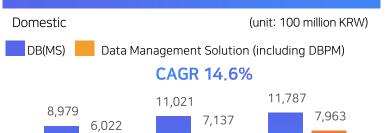


* In the case of the above table, figures are based on separate/individual financial statements 1) Sales of products, publication of books, etc. 2) Sales of products, rent, etc.

(1) Continued growth in upstream markets



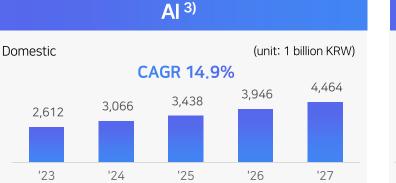


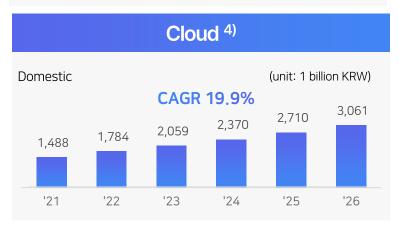


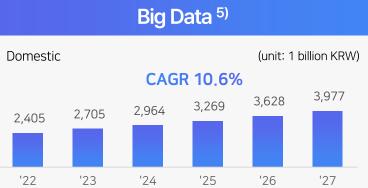
'21

'22(E)

'20







SaaS ⁶⁾									
Dor	nestic		(unit: 1	billion KRW)					
	578	669	767	866	955	1,143			
	'20	'21	'22	'23	'24	'25			

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, 2022 Data Industry Status Survey, April 2023

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 relationships with major financial customers, along with the lock-in effect of additional SW expansion and maintenance, strengthen cross-selling opportunities among over 800 DBPM customers both domestically and abroad. Leading with the most extensive range of DB models in Korea, driven by DB diversification, and capitalizing on growing market demand for end-to-end monitoring.

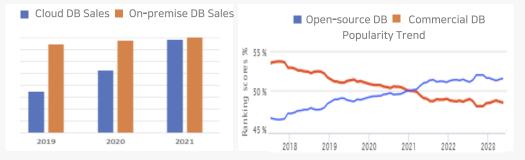
DBPM

→ Secure long-term relationships with large financial customers, expand into new opportunities and explore new markets through diversified DB diversification

	2022	2021	2020	2019
	A Manufacturing	A Manufacturing	A Manufacturing	A Manufacturing
Major	B Public	B Public	B Public	B Public
customers	C Manufacturing	C Manufacturing	C Manufacturing	C Manufacturing
over	D Financial	D Financial	D Financial	D Financial
the past	E Public	E Public	G Public	F Financial
4 years	F Financial	F Financial	H Financial	G Public
	G Public	G Public	l Public	H Financial
				l Public

Global Cloud DB, Open-source DB Growth

 \rightarrow Secured the largest DB monitoring lineup in Korea, including cloud/open-source DB.



(% Resource : Gartner Blog, DBMS Market Transformation 2021 / DB-Engines, Popularity of open-source VS commercial DBMS

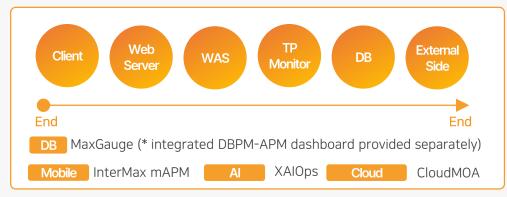
APM(E2E)

→ Expansion of Supply Opportunities: End-to-End and Linked Solutions Instead of Partial Monitoring All from a Single Vendor.

Existing domestic APM player – "Unable to recognize exact problem/performance issues through WAS-centered monitoring"



EXEM InterMax - "Entire section (E2E) monitoring + linked with other solutions"



(3) Expansion of big data business performance creation

3. Investment Highlight

Expanding opportunities to secure large-scale main project based on winning a big data ISP/consulting project, Expanding win-back opportunities due to paid Hadoop management solution for big data system construction and operation management packages



(4) Strengthening AI and cloud management business

3. Investment Highlight

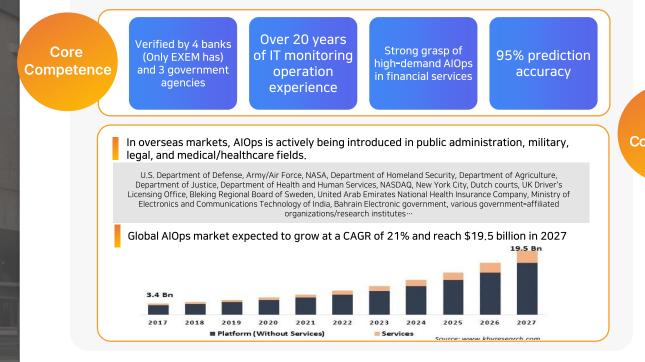
Expanding business opportunities in public/Secondary finanace/other private companies/data centers based on delivering AIOps to major banks.

Promotion of joint proposal for cloud business based on cooperation with cloud council and MSP

AlOps

→ Based on existing customers in financial sector, Expanding customers to public/secondary finance/other private companies + data centers

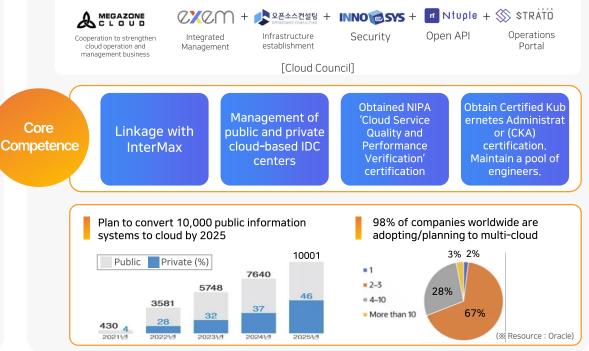
2023: Secured New Clients from Financial Sector (Credit Card Company, Bank)



Cloud Management

→ Establishing cases Through DBPM, APM Linkages. In 2023, Secured Three Related Business Contracts

- Collaborating on joint projects with Cloud Council and Megazone Cloud, Korea's leading MSP.

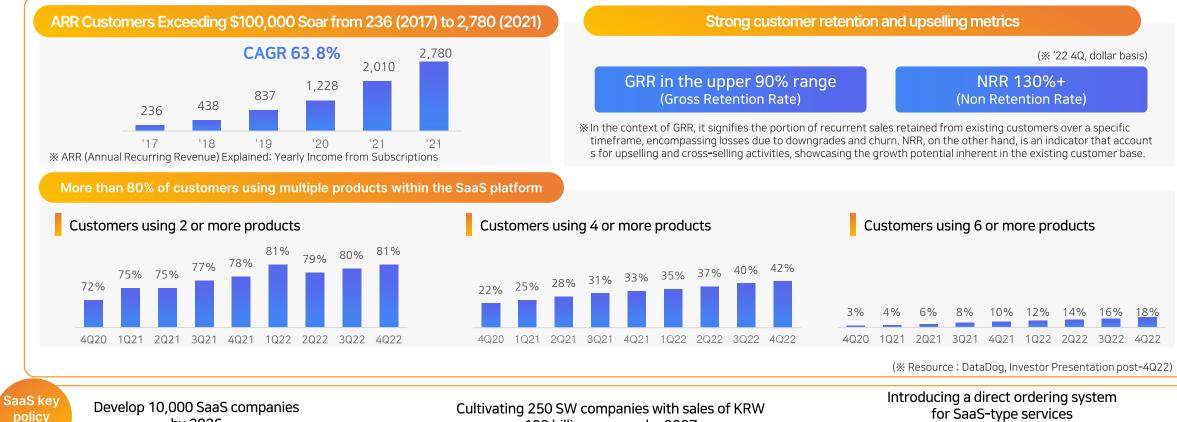


(5) High growth potential of SaaS business

3. Investment Highlight

Subscription-type billing-based continuous revenue expansion structure with a goal to achieve BEP within 3 years. Anticipated benefits from the government's commitment to fostering SaaS businesses.

Promising Growth Potential in Early-Stage Domestic SaaS IT Monitoring Market Considering the subscription-based billing growth of global SaaS-type IT monitoring solutions (e.g., Datadog case)



by 2026

initiatives

100 billion or more by 2027

for SaaS-type services - Increased proportion of SaaS in public software

(6) Security/Overseas business with sustainable growth potential

3. Investment Highlight

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

→ Respond to rising demand for DB security products from cloud-based SMBs
 → Supply of DB integrated security system through system modularization (under development)
 → Provision of integrated DB security services in multi & hybrid cloud environments (under development)



Overseas Business

① 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.

② Expansion of sales partners

: Continuously expanding our Japanese partners, including companies with over 90 sales bases across Japan, and having cooperative partners in Europe, the US, China, and Singapore.

③ Expansion of supplied products

: Existing MaxGauge for Oracle, InterMax-centered supply \rightarrow Expansion of monitoring target DB and plan to target SaaS product market in the future

④ 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

⑤ Market development as domestic customers establish overseas branches/factories

: Securing continuous business opportunities when customers establishes overseas branches and factories with high satis faction with solution adoption

Annual s	ales treno	Japa	🔳 Japan 📕 China 🔳 US					
(unit: 1 million KRW)		2 017 3,188		3,508	3,687	3,566		
2,482	2,375	2,917 197	454	393	296 1,505	331	370 1,728	3,127 989
222 1,150	346 993	1,414	1,347	1,470	1,505	1,689	.,. ==	1,067
1,110	1,037	1,305	1,387	1,645	1,887	1,545	1,846	1,070
2015	2016	2017	2018	2019	2020	2021	2022	2023 3Q

About EXEM

EXEM Corporation

- Inception : January 2001
- Stock Listing Date : June 26, 2015
- Capital : 3.6 Billion KRW (as of September 2023)
- Sales : 55.1 Billion KRW (as of the end of 2022)
- Workforce : 313 (as of September 2023)
- Affiliated Companies (as of September 2023)

Definition	Company Name	Investment Stake(%)
Affiliate	SINSIWAY(DB Security) Listed on KOSDAQ ('23 11)	47.73
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
 Current outside director of KSS Shipping

• Member of the Future Talent Special Committee of the National Science and Technology Advisory Council

 \cdot Hankyoreh Newspaper, IT Chosun, Maeil Business Newspaper IT/digital columnist

Milestones

※. Appendix

EXEM1.0 DB Performance Monitoring	EXEM 2.0 Total Performance Management	EXEM 3.0 The 4 th Industrial Revolution (Big Data)	EXEM 4.0 Implementation of new technologies Including AI, Cloud, SaaS.
<section-header><text><text><text></text></text></text></section-header>	<section-header><section-header><section-header></section-header></section-header></section-header>	 2015 Listed on KCSSDAC[*] Shares Acquisition of SINSIWAY (50.24%) & I'mCloud(25%) 20.7 Billion(KRW) Revenue Breakthrough 2016 Starting Big Data Consulting Merged Cloudine, Co., LTd; Flamingo 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 Al/Big Data project (Ministry of Education) 32.4 Billion(KW) Revenue Breakthrough (with 3.5 billion coming from overseas branches) 	 2019 Commercialization of AI & Cloud XAlOps, CloudMOA Launched 34.5 Billion(KRW) Revenue Breakthrough 2020 CloudMOA /XAlOps Orders received from Hyundai Card and KDN 39.2 Billion(KRW) Revenue Breakthrough 39.2 Billion(KRW) Revenue Breakthrough 2021 CloudMOA /XAlOps 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
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3rd Quarter Financial and Income Statement (Consolidated)

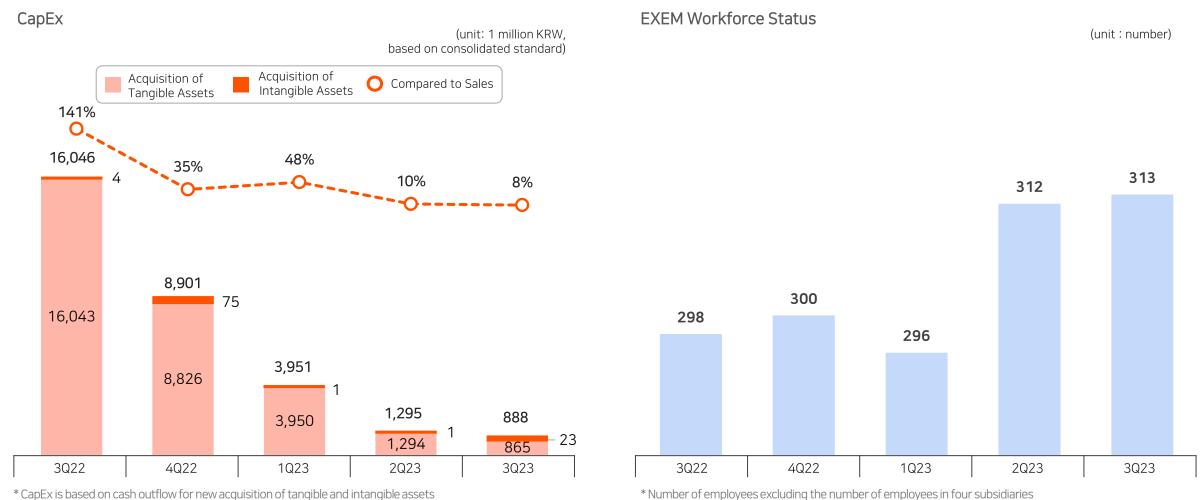
Consolidated Financial Statement			(unit :	1 million KRW)	Consolidated Income Statement				(unit : 1 million KRW)		
Category	2020.12.31	2021.12.31	2022.12.31	2023.09.30	Category	3Q 22	4Q 22	1Q 23	2Q 23	3Q 23	
Current assets	52,994	64,049	44,894	41,259	Revenue	11,345	25,165	8,246	13,043	11,155	
Non-current assets	41,388	48,260	74,127	75,029	Cost of sales	4,052	12,291	5,059	5,832	5,993	
Total assets	94,382	112,309	119,021	116,288	Gross profit	7,294	12,874	3,187	7,211	5,161	
Current liabilities	9,000	19,215	16,075	6,471	Operating profit	2,860	7,288	-2,528	2,385	-223	
Non-current liabilities	4,819	1,332	1,513	1,410	Net income	2,334	4,529	2,223	1,843	2,977	
Total liabilities	13,819	20,547	17,588	7,881	Net profit attributable to the owners of the parent	2,030	3,890	2,356	1,419	2,970	
Capital stock	3,388	3,513	3,638	3,638	company	2,000	_ ,	,	.,		
Capital surplus	37,984	42,696	47,463	47,463	Net profit attributable to non-controlling interests	304	639	-133	424	7	
Other components of equity	7,026	2,027	-2,972	-2,972	Other comprehensive income	32	-174	121	-103	10	
Accumulated other comprehensive income	-586	-396	-443	-417	Total comprehensive income	2,367	4,354	2,344	1,740	2,987	
Retained earnings	26,730	37,460	46,121	52,866							
Non-controlling interests	6,021	6,461	7,626	7,829							
Total equity	80,563	91,762	101,433	108,407							

3rd Quarter Financial and Income Statement (Seperate)

Separate Financial Statement (unit : 1 million KRW)			Separate Income Statemen	it			(unit:1 r	million KRW)		
Category	2020.12.31	2021.12.31	2022.12.31	2023.09.30	Category	3Q 22	4Q 22	1Q 23	2Q 23	3Q 23
Current assets	43,712	52,464	31,796	32,266	Revenue	8,974	19,470	6,115	9,775	8,710
Non-current assets	35,096	42,552	68,705	69,578	Cost of sales	3,663	10,414	4,410	5,132	5,256
Total assets	78,808	95,016	100,501	101,844	Gross profit	5,311	9,056	1,705	4,643	3,454
Current liabilities	6,608	12,623	10,488	4,928	Operating profit	2,413	5,531	-2,184	1,341	-240
Non-current liabilities	375	415	604	592	Net income	1,734	3,356	2,474	860	3,546
Total liabilities	6,983	13,038	11,091	5,520	Other comprehensive income	55	-71	18	4	12
Capital stock	3,388	3,513	3,638	3,638	Total comprehensive income	1,790	3,285	2,493	863	3,558
Capital surplus	37,779	42,653	47,522	47,522						
Other components of equity	7,026	2,027	-2,972	-2,972						
Accumulated other comprehensive income	-556	-524	-484	-450						
Retained earnings	24,188	34,309	41,705	48,586						
Non-controlling interests	71,825	81,978	89,409	96,324						

CapEx / Workforce Status

- '22 Increase in tangible assets due to construction of new headquarters in Magok-dong, sale of a portion of the old office in 1Q & 3Q '23
- '22 Continued recruitment to strengthen existing business sales and secure new business R&D/sales, '23 2Q new recruits conducted, YoY +17



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※. Appendix

Organizational Structure

※. Appendix

