

# Investor Presentation

exem

2024 4Q

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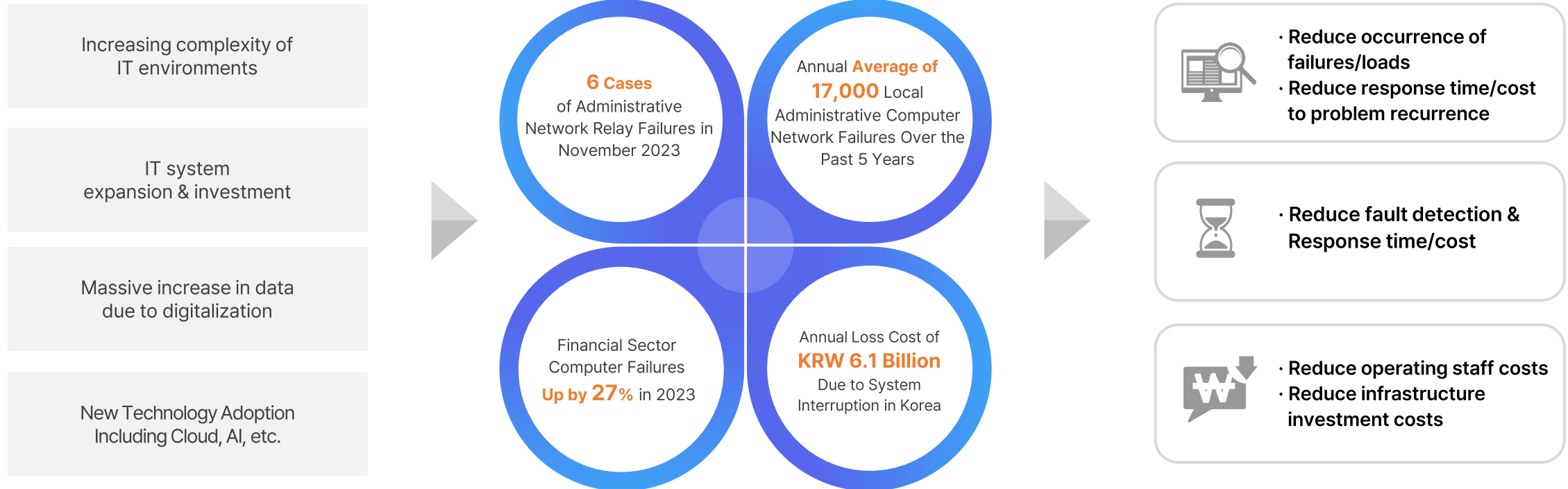


# Why is IT System Performance Monitoring Important?

Prologue

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

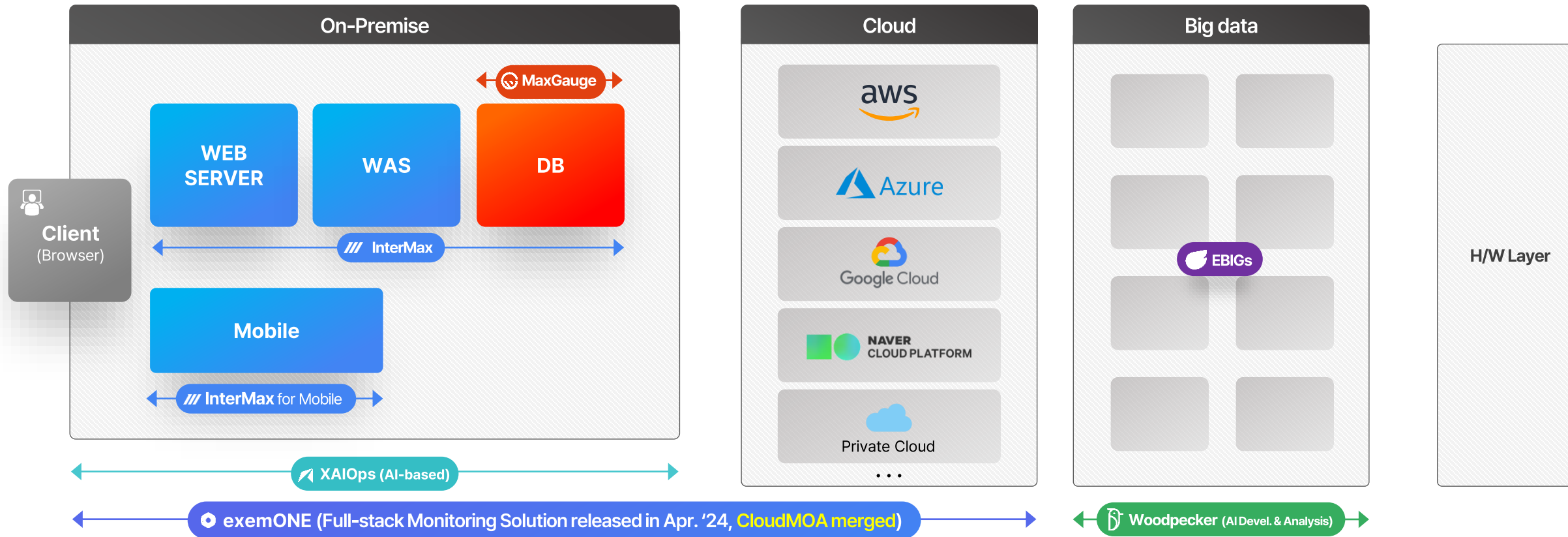
"Now, Integrated Monitoring of IT Systems Is **Essential**."



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



 Enhancing IT Operation Efficiency with Comprehensive Approach to Observability.



# Key Highlights

## Key Highlights

### Financial Results

- '24 4Q Con. : Revenue 26.4B won(YoY +23%), Income from Operations 10.9B won(YoY +106%), Net Income 11.3B won(YoY +235%)
- '24 Con. : Revenue 61.2B won(YoY +14%), Income from Operations 8.8B won(YoY +80%), Net Income 10.8B won(YoY +3%)  
→ Biggest Revenue ever, 43% of Revenue focus on 4Q. Operations Margin 14%(YoY +5%pt)
  - ☞ Sep. : Revenue 46.4B won(YoY+5.9B, +15%), Income from Operations 6.0B won, Net Income 8.1B won  
Sinsiway : Revenue 11.8B won(YoY+1.4B, +13%), Income from Operations 2.4B won, Net Income 2.5B won  
Japan·China·USA : Revenue 3.9B won(YoY -2.3B), Income from Operations 0.6B won , Net Income 0.5B won
  - ☞ Seg. YoY(₩) : DBPM +1.0B(+4%), APM +3.2B(+46%), Full-stack +1.8B(First year revenue), Big Data -0.2B(-3%), Cloud Monitoring +0.3B, AIOps -0.5B(-30%), DB sec. +1.2B(+12%)
  - ☞ Cost of revenue & Operating Expenses YoY(₩) : +3.4B (+7%) → SBC yoy+1.0B, Personnel costs increase due to Employment, Investment in R&D etc.

### Cash Cow

DBPM / APM

- **DBPM Customer Lock-in** Korea's Large Corporations, Banks are the main lock-in customers. The share of **Lock-in sales in DBPM seg. is 28~42%**, DBPM MA revenue FY20~24 CAGR 10%, Korea DBPM Market Share 55% (Rank 1)
- **End-to-End APM** As a new APM standard, we provide End-to-End(E2E) APM rather than conventional WAS-centric APM, Continuously winning back customers from competitors. **APM sales have recovered due to the expansion of the domestic APM market in 2024.**

### New Tech Segment

Big Data / AIOps

- **Leveraging Big Data System Construction Expertise for Follow-up Opportunities** **☑ 2025 Seoul City Big Data Platform Maintenance Project (₩2.8B, '24.01~12)**  
after completion of the '2024 Seoul City Bigdata Platform Construction Project'. Also, Bigdata Services PJs at **the Jeju State Agricultural Research & Extension Services**, and **Korea Environment Corporation expected completed in 1H.** **☑ Targeting Big Data Construction PJ at KSS Line Ltd. Following Big Data Consulting (24.09~12)**
- **Expansion of EBIGs Sales** Acquired a large medical foundation, shipbuilding company, the Jeju State Agricultural Research & Extension Services, large public corporations in 2024, and Achieved SW addition to existing customer which is affiliate of SK Group in 2024.
- **New Big Data SW Launches** Packaged EBIGs and Naver HyperCLOVA X (selected as a **NCloud MSP**), **☑ AI and ML Platform 'Woodpecker' Launched ('24.12) + LLOps Function ('25)**
- **Adding XAIOps Customer References** Completion of providing XAIOps to the Big card company in 2024 followed by consulting project. Conducting PoCs at large enterprises and public corporations.

### Hybrid Cloud Full-stack Monitoring

exemONE

- **exemONE Launched in Apr. '24, Now the end of 4Q 23 customers** Korea market's demand in hybrid cloud observability is very clear.  
**☑ Major Banks, Capital/Card Companies, Financial Companies & L Electronics, Samsung Electronics, Logistics, Distributor, Univ., Affiliates, S City, Public corp. etc.**
- **Continuous Functional Advancement** **☑ AI Anomaly Detection Model, AI Chatbot('25.04)**, **Good SW Certificate & Listed on Public Procurement Service Digital Service Mall**
- **2H exemONE SaaS Launch** Regular sales as a subscription billing, Easier up/cross selling, Korea government's SaaS activation policy, Easy expansion to global (Cloud Marketplace)



“ EXEM, **a global IT company representing Korea**, provides comprehensive performance management of IT systems, through various technologies including database, application, cloud, artificial intelligence, big data, and full-stack ”

### The Most Customers

- **830+** domestic customers
- **220+** global customers
- **Rank No.1** in the domestic market share
- **Rank No.1** in the financial sector market share

### Best Expertise

- **25 years** of experience only in IT Monitoring
- **Over 85%(290+)** of the total employees comprises engineers and developers

### The Only Vendor Having Full Line-up Monitoring SWs

- **IT performance management solutions** - DBPM, APM, AIOps, and big data, hybrid cloud full-stack observability
- **Ensuring differentiated service quality** compared to competitors (using distributors/partners) in MA, technical support, custo..

### Business Scalability with New SW

- Adapt to cloud transformation trend with Full-stack observability
- Developing **SaaS** Full-stack observability SW **for global market & domestic SMB market**




**A Technology** Leader Reflecting 25 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 v3.0
- CloudMoA 3, XAIOPS v3.2




InnoBiz  
Certification

- Technology Innovation SME Certification
- Assessing technological innovation, marketability, and business feasibility




KT-NT  
Certification

- Recognition of technological excellence of 'Performance Monitoring Tool for Oracle DB'
- New technology recognized as 'Web App Performance Analysis Technology by linking Web App Server Transaction and DBMS Sessions'




Quality and  
Performance  
Certification of Cloud  
Computing Services

- Verification of operational performance, support system and procedures, and quality of cloud services



Awards

- Korea Bigdata Award - Ministry of SMEs and Startups, IT Innovation Grand Prize - Ministry of Knowledge Economy, Jeonnam State Big Data Activation Award, Korea SW Award - Ministry of Science and ICT etc.



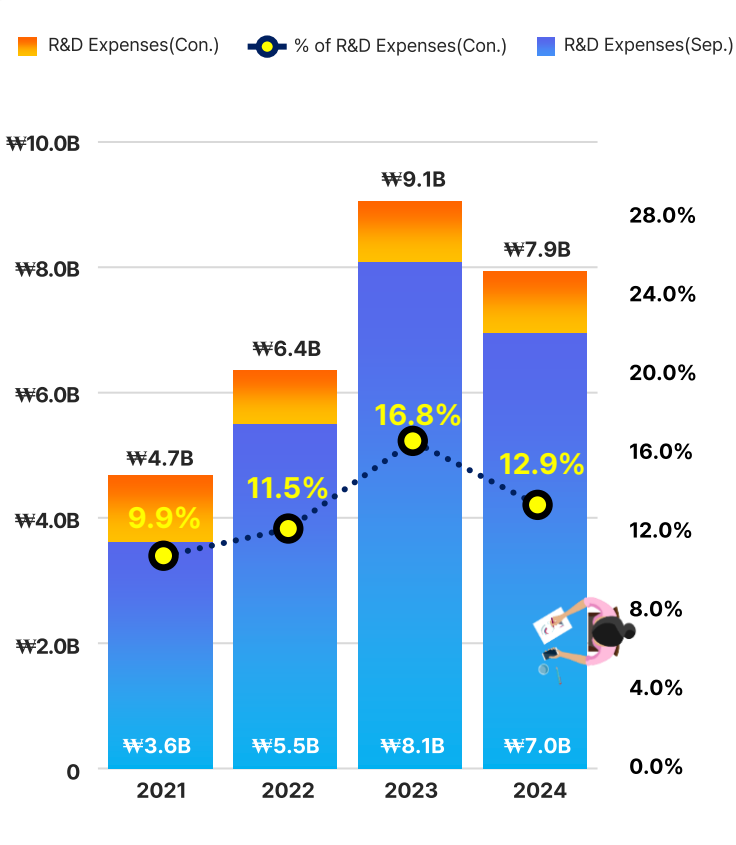
exemONE

- exemONE APM v3.0
- exemONE SMS v3.0
- exemONE DPM v3.0
- exemONE K8s v3.0

'24 07 All modules of exemONE, GS Certification Obtained!









Patent No.	Name
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 tracking system and Its control method
10-1686919	Methods and Apparatus for managing inference engines based on big data
10-2133276	Methods of generating normal bands capable of detecting abnormal data based on multiple noise data and time series data, and normal bands generating apparatus that implements it
10-2133277	Methods of generating normal bands for abnormal data detecting based on time series data and using follower boundary setting and normal bands generating apparatus that implements it

## Active Investment in New Tech R&D.



# Solutions & Market Status

## 1. Company Overview

Solution	Market Name	Launch Year	FY24 Revenue <sup>1)</sup> (Con. / million won)	Market Status
 MaxGauge	<b>DBPM</b> (DataBase Performance Monitoring)	2001	29,383 (*Sep. 26,321)	<ul style="list-style-type: none"><li>▪ <b>Domestic Market Size : About ₩45.0B</b> (own estimate, 2023) → 2019~2023 CAGR 6%</li><li>▪ <b>Market Share : About 55%, No.1 in Korea (2023)</b> → with TAM<sup>2)</sup>, remaining potential customers 87%E</li><li>▪ <b>Competitors : 1 major unlisted company and 6 other companies</b></li></ul>
 InterMax	<b>APM</b> (Application Performance Management)	2008	10,087	<ul style="list-style-type: none"><li>▪ <b>Domestic Market Size : About ₩45.0B</b> (own estimate, 2023) → 2019~2023 CAGR 8%</li><li>▪ <b>Market Share : About 20%, No. 2 in Korea (2023)</b></li><li>▪ <b>Competitors : 1 major unlisted company and 8 other companies</b></li></ul>
 EBIGs  Woodpecker	<b>Service : Big Data Platform Construction / Big Data Analysis</b> <b>EBIGs : Hadoop Eco System Management &amp; Monitoring</b> <b>Woodpecker : AI &amp; ML Platform</b>	2016 / 2024	5,529	<ul style="list-style-type: none"><li>▪ <b>Domestic Big Data Platform Construction Market Size<sup>3)</sup> : ₩475.5B</b> (2023)</li><li>▪ <b>EBIGs Domestic Target Market Size : ₩20.0~40.0B</b></li><li>▪ <b>No. of EBIGs' Customers : 16</b> (including old SW 'Flamingo' customers)</li><li>▪ <b>Competitors : 1 major foreign company and 1 publicly-listed company</b></li></ul>
 XAIOps	<b>AIOps</b> (Artificial Intelligence for IT Operations)	2019	1,121	<ul style="list-style-type: none"><li>▪ <b>Early Stage in Domestic Market</b></li><li>▪ <b>No. of Customers : 8</b> (4 Banks, 1 Card Company, 3 Public customers)</li><li>▪ <b>Competitors : 2 major foreign companies and 1 listed company etc. (Total 10)</b></li></ul>
 CloudMOA Integrated to exemONE	<b>K8s Management / Cloud Monitoring</b>	2019	425	<ul style="list-style-type: none"><li>▪ <b>Early Stage in Domestic Market</b></li><li>▪ <b>No. of Customers : 13</b> (Card, Insurance, Distribution, IDC, Medical, Logistics etc.)</li></ul>
 exemONE	<b>Hybrid Cloud Full-stack Observability</b>	2024	1,822	<ul style="list-style-type: none"><li>▪ <b>Early Stage in Domestic Market (rapidly growing)</b></li><li>▪ <b>No. of Customers : 23</b> (Major Banks, Capital/Card/Financial Companies, L Electronics, Samsung Electronics, Logistics, Distributor, Univ., Affiliates, S City, Public corp. etc.)</li><li>▪ <b>Competitors : 1 major unlisted company and 1 foreign company</b></li></ul>
 Petra / PetraCipher	<b>DB Security</b> (User Access Control / Encryption)	2009 / 2010	11,662	<ul style="list-style-type: none"><li>▪ <b>Market Share : approximately 10%, 3rd in Korea</b> (own estimate)</li><li>▪ <b>Competitors : including 2 major unlisted companies, total 9 companies</b></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) '2023 Data Industry Status Research', the Ministry of Science and Technology / the confirmed Big data SW IT budget (excluding MA) in Government's 2023 public corporations demand forecast

# References

## 1. Company Overview

Over **1,050 Global Customers** in **29 Countries**, Including Leading Domestic Companies in Every Industry Sector

(※ Separate, the end of 2024 )

### 국내

#### Financial Over 170

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



#### Public Over 240

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



#### Corporation Over 400

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



### 해외

#### Overseas Over 220

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

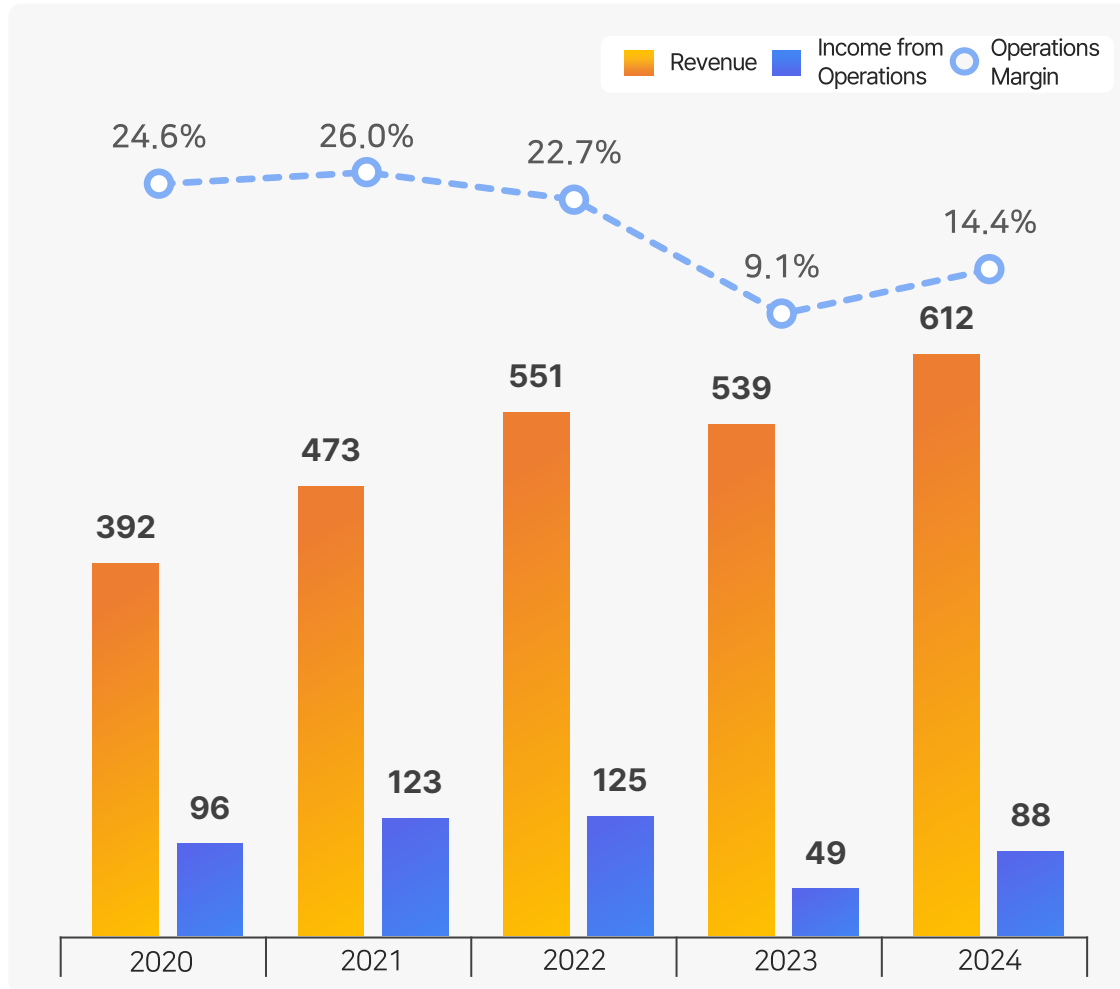




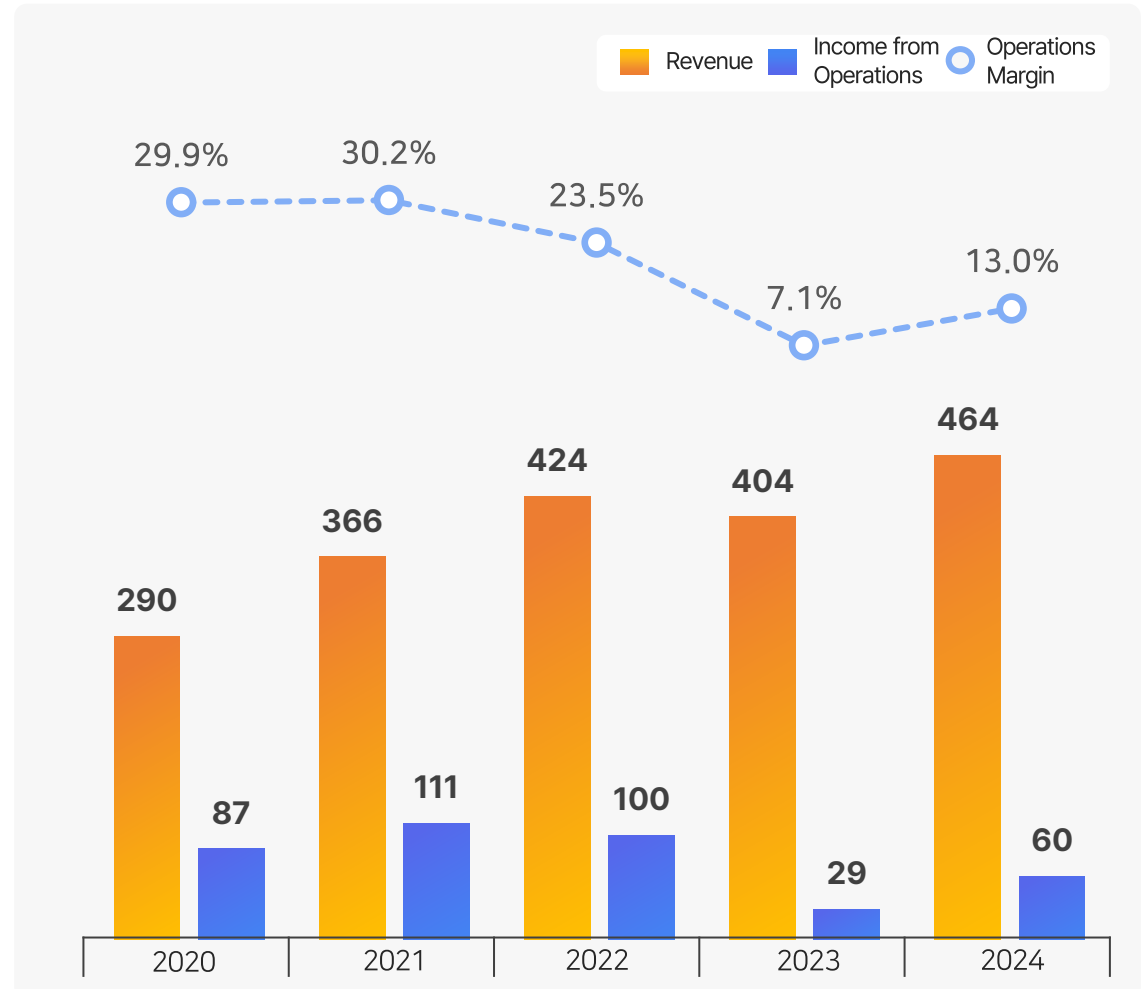
# Yearly Financial Results

## 2. Financial Performance

### Consolidated (unit : 100 million KRW)



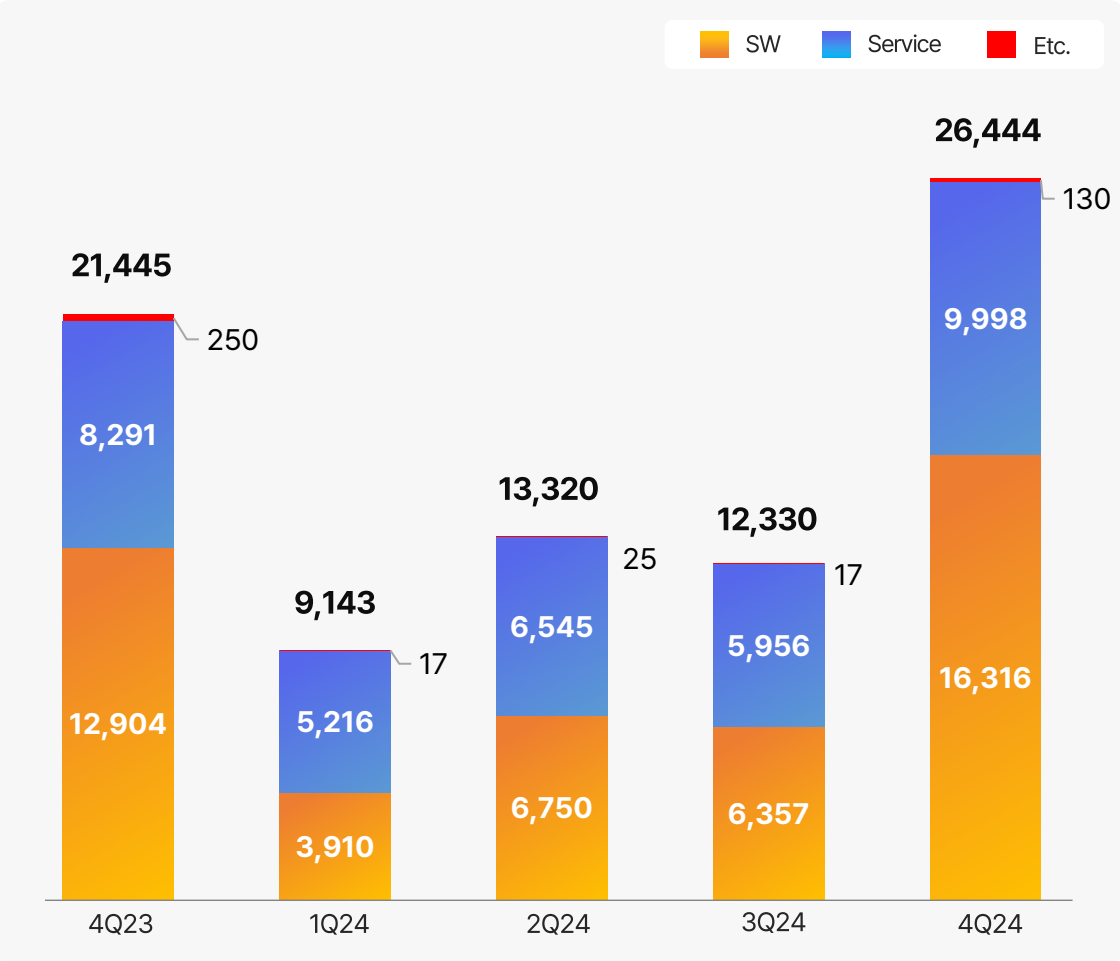
### Separate (unit : 100 million KRW)



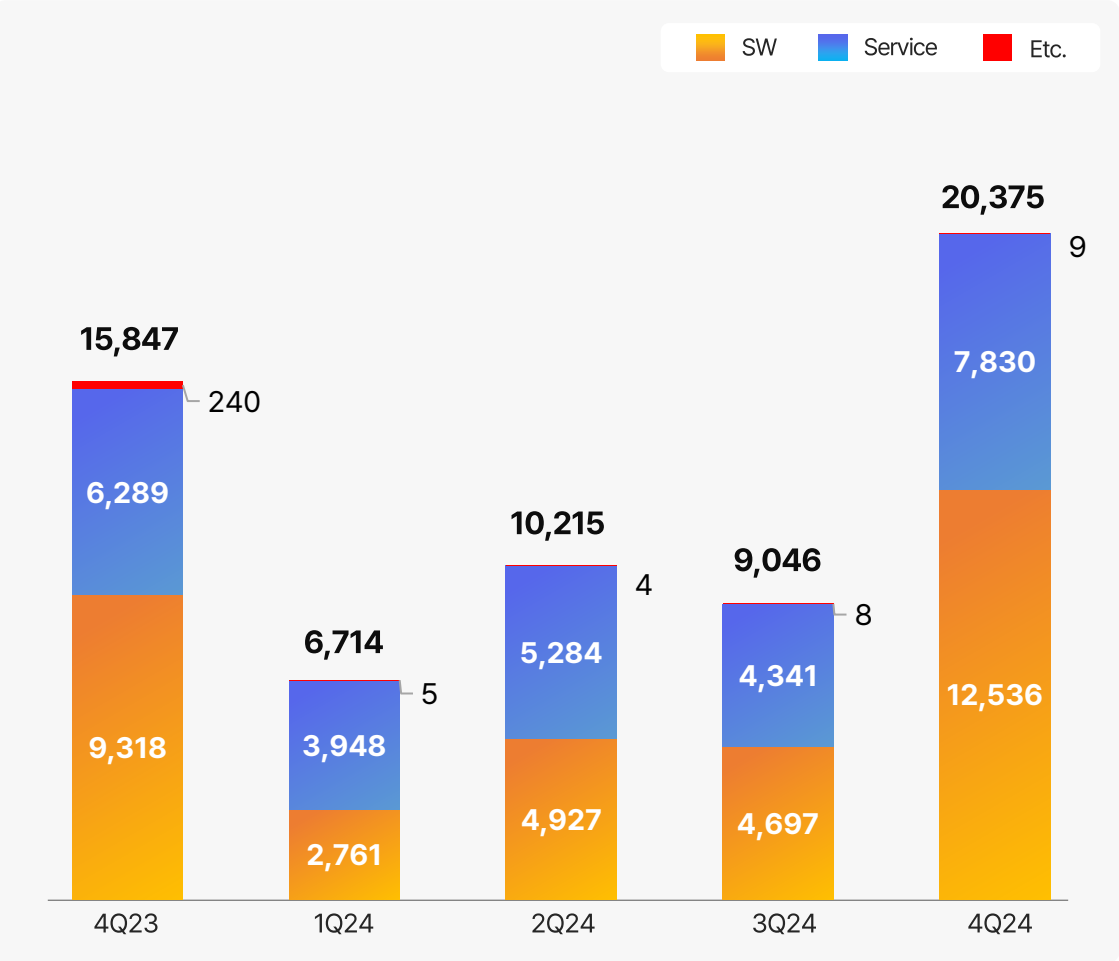
# Quarterly Financial Results

## 2. Financial Performance

**Consolidated** (unit : 100 million KRW)



**Separate** (unit : 100 million KRW)



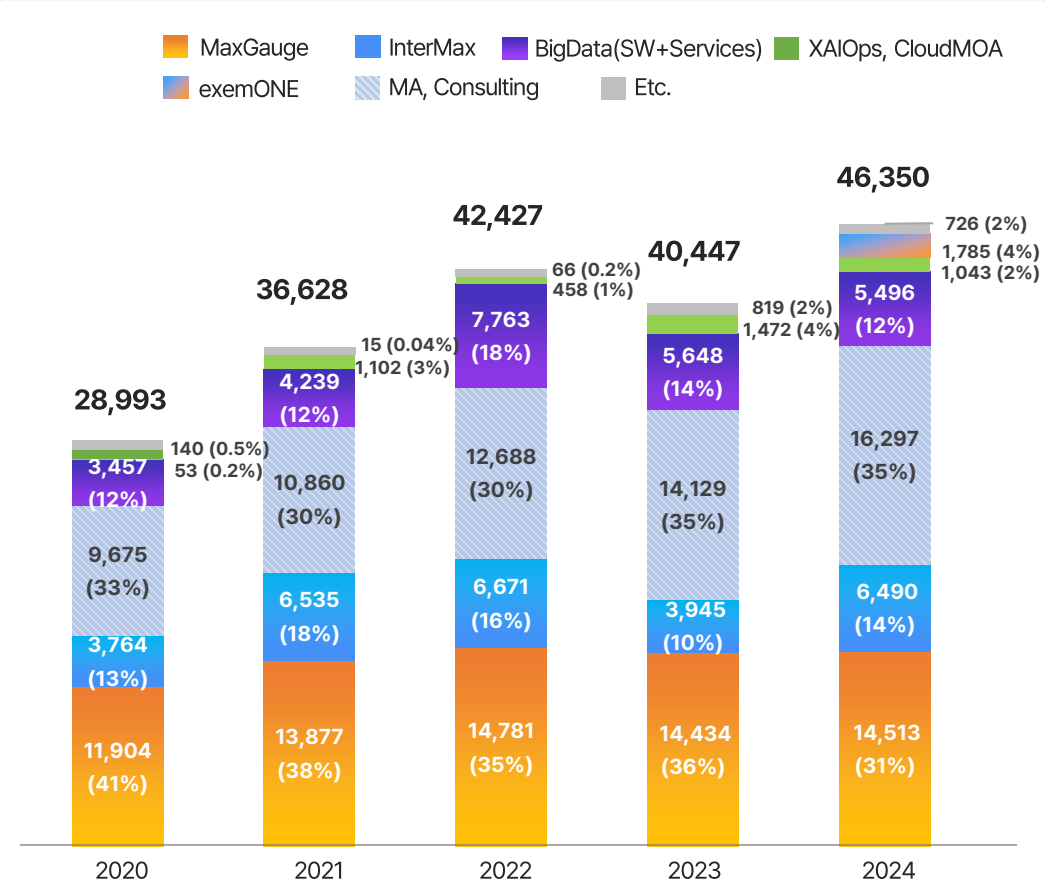
# Sales Breakdown

## 2. Financial Performance

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

구분		2020	2021	2022	2023	2024	yoy
EXEM (Sep.)	MaxGauge (SW)	11,904 (41%)	13,877 (38%)	14,781 (35%)	14,434 (36%)	14,513 (31%)	+0.5%
	InterMax (SW)	3,764 (13%)	6,535 (18%)	6,671 (16%)	3,945 (10%)	6,490 (14%)	+64.5%
	BigData (SW & Services)	3,457 (12%)	4,239 (12%)	7,763 (18%)	5,648 (14%)	5,496 (12%)	-2.7%
	XAI Ops (SW)	37 (0.1%)	1,065 (3%)	352 (0.8%)	1,398 (3.5%)	651 (1%)	-53.4%
	CloudMOA(SW)	16 (0.05%)	37 (0.1%)	106 (0.3%)	74 (0.2%)	392 (1%)	+429.7%
	exemONE(SW)	Before Launch				1,785 (4%)	First Year Revenue
	MA, Consulting	9,675 (33%)	10,860 (30%)	12,688 (30%)	14,129 (35%)	16,297 (35%)	+15.3%
	Etc. <sup>1)</sup>	140 (0.5%)	15 (0.04%)	66 (0.2%)	819 (2%)	726 (2%)	-11.4%
SINSIWAY (Affiliate)	Petra(SW)	3,514 (48%)	4,174 (52%)	4,620 (48%)	4,907 (47%)	5,303 (45%)	+8.1%
	PetraCipher(SW)	1,174 (16%)	1,190 (15%)	2,227 (23%)	2,215 (21%)	2,858 (24%)	+29.0%
	PetraSign(SW)	52 (0.7%)	35 (0.4%)	25 (0.3%)	136 (1%)	144 (1.2%)	+5.9%
	MA	2,506 (34%)	2,595 (32%)	2,798 (29%)	3,158 (30%)	3,357 (28%)	+6.3%
	Etc. <sup>2)</sup>	31 (0.4%)	61 (0.7%)	53 (1.0%)	43 (0.4%)	164 (1.4%)	+281.4%

Yearly Sales Breakdown (Sep.) (unit : 1 million KRW)



\* Above table is separate financial statements except for overseas affiliates. 1) Sales of MongoDB SW License, Publication of books, etc. 2) Sales of products, rent, etc



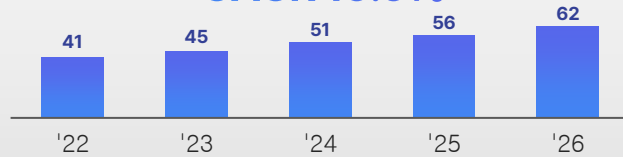
# (1) Continued Growth in Upstream

## 3. Investment Highlights

### IT Operation & Management <sup>1)</sup>

Global (unit : 1 billion USD)

CAGR 10.9%



Domestic (unit : 100 million KRW)

CAGR 33%

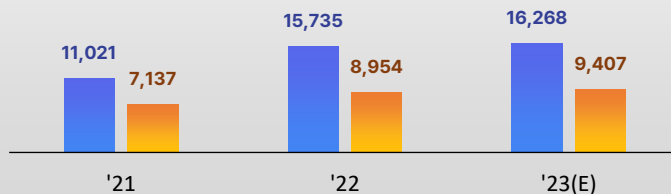


### DBMS & DBPM <sup>2)</sup>

Domestic (unit : 100 million KRW)

■ DB(DBMS) ■ Data Management Solution(including DBPM)

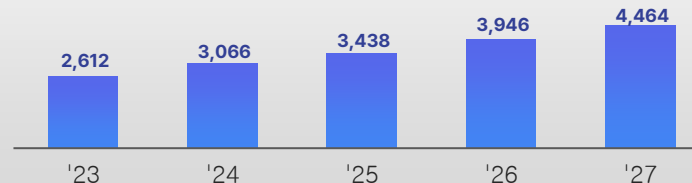
CAGR 14.8%



### AI <sup>3)</sup>

Domestic (unit : 1 billion KRW)

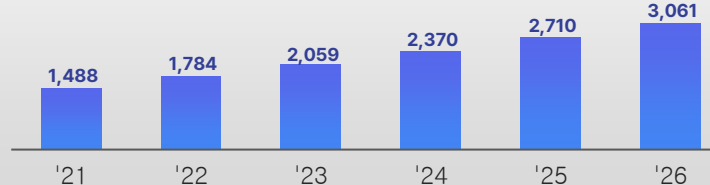
CAGR 14.9%



### Cloud <sup>4)</sup>

Domestic (unit : 1 billion KRW)

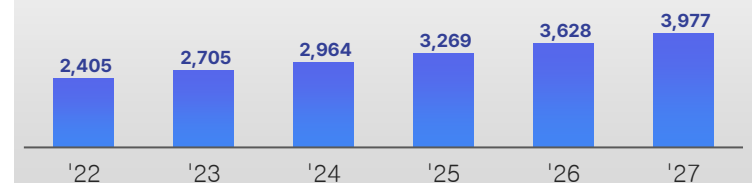
CAGR 19.9%



### Big Data <sup>5)</sup>

Domestic (unit : 1 billion KRW)

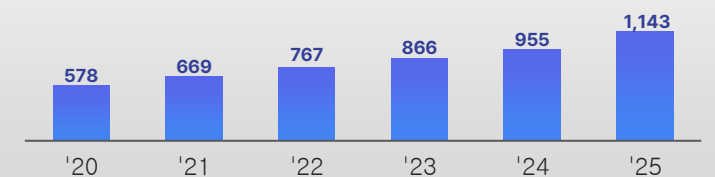
CAGR 10.6%



### SaaS <sup>6)</sup>

Domestic (unit : 1 billion KRW)

CAGR 14.9%



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) Stable DBPM · APM (E2E) Business

### 3. Investment Highlights

**Long-Term Relationships with Large Companies along with the Lock-In Effect** of Additional SW Expansion and Maintenance, **Strengthening Cross-Selling Opportunities** among over 740 DBPM Customers Domestically.

Monitoring with **the Most DB Models in Korea, Driven by DB Diversification,**  
**and Capitalizing on Growing Market Demand for End-To-End APM.**

Listed Times	2024	2023	2022	2021	2020
Every Year (5 years)	A Public	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
	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
	L Affiliate	L Affiliate	L Affiliate		L Affiliate
		M Financial	M Financial	M Financial	
		O Financial		O Financial	O Financial
	P Financial	P Financial	P Financial		P Financial
	Q Public	Q Public			Q Public
	R Public	R Public			R Public
		T Financial	T Financial		T Financial
		E Financial	E Financial	E Financial	
(비중)	33%	42%	39%	28%	42%

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

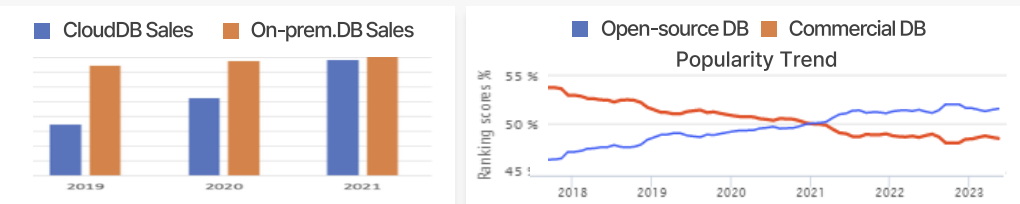
✓ **Lock-in DBPM Revenue in DBPM Total Revenue is 28~42%**

✓ **DBPM MA CAGR is over 10% Every Year**

#### DBPM

##### ■ Global Cloud DB, Open-source DB Growth

→ Able to monitor the Most DBMS including CloudDB, Open-sourceDB in Korea



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

#### APM (E2E)

##### ■ Existing Domestic APM Competitors - "Due to WAS centric monitoring, unable to recognize all events or root causes."

→ End-to-End APM Monitoring + Link Monitoring to our other solutions



**DB** MaxGauge (\* DBPM-APM Integrated Dashboard Provision)

**Mobile APP** InterMax for Mobile

**AI** XAIOPS

**Cloud** exemONE

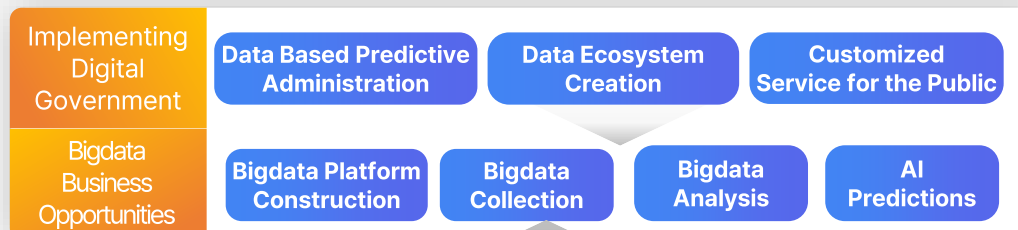
# (3) Preoccupying Phased Bigdata Projects & Developing AI·ML Solutions

3. Investment Highlights

## Expanding Opportunities as Preoccupying Large-scale Phased Bigdata Projects in Public/Private Sectors.

New Launched AI·ML Platform 'Woodpecker' & LLM Chatbot based Bigdata Platform Package Service drive sales growth

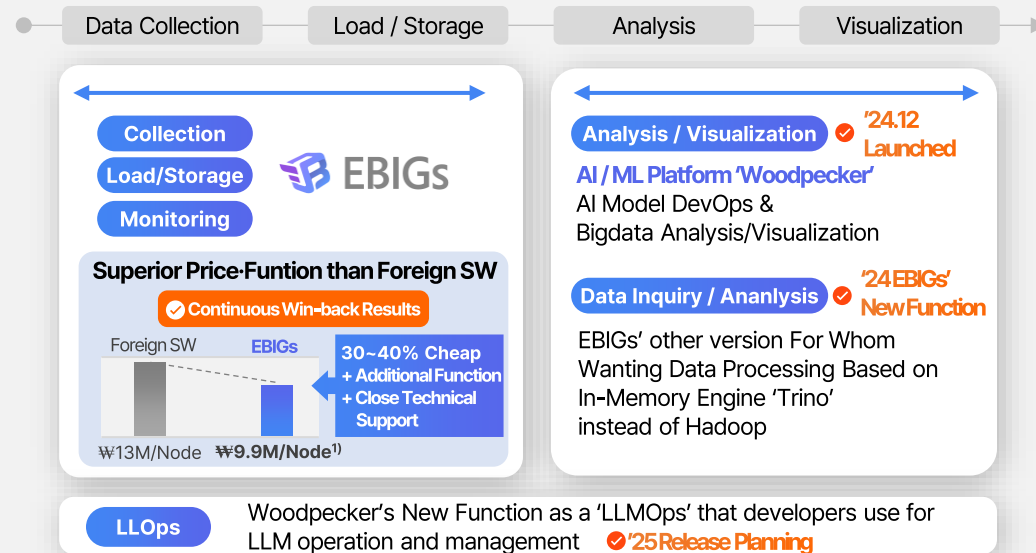
### Large-scale Bigdata Projects



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

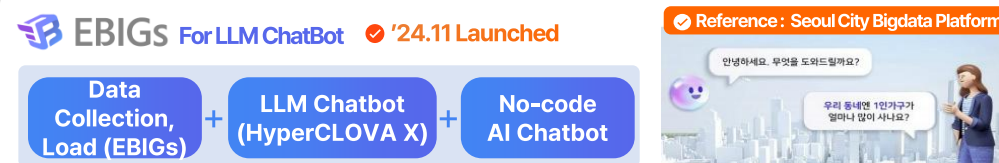
<b>KSS 해운</b>	Bigdata based DX Planning and Consulting Business ('24.12 Done) → <b>New Sector – Getting Shipping Company</b>
<b>Korea Environment Corporation</b>	'Integrated Website for Eco-friendly Vehicles' Advancement & Upgrade (~'25.02)
<b>Seoul City</b>	2025 Bigdata Service Platform Integrated O&M ('25.01 ~ '25.12) Integrated Big Data Storage O&M, 2024 Bigdata Service Platform O&M ('24.12 Done) Bigdata Service Platform Construction Phase 2 ('23. 04 Done), Phase 3 ('24.09 Done)
<b>Jeju Agricultural Research &amp; Extension Services</b>	Jeju State Agriculture DX based Bigdata Construction (~'25. 03)
<b>Korea Gas Corp.</b>	Bigdata Master Plan Consulting ('23. 03 Done)
<b>KEPCO</b>	Electric Power Bigdata Construction O&M
<b>KETEP</b>	Electric AMI Data Distribution Platform Construction
<b>Ministry of Land, Infrastructure and Transport</b>	EV Safety Monitoring Proof Service Dev.
<b>NIA</b>	Pan-government Bigdata Center O&M
<b>KOREA POST</b>	130 years collected postal data status Diagnosis
<b>Large Clothing Corp.</b>	Fashion Product Planning Effect Analysis

### 빅데이터 Total 솔루션 라인업 구현



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

### Bigdata Platform Package Service Packed with LLM Chatbot





# (4-1) Expanding AIOps Deployment Opportunities with Advancement

## 3. Investment Highlights

### Expanding Opportunities to Win Orders Leveraging Expertise from Primary Financial Institutions

AI-driven Events (DB workload etc.) Prediction & Generative AI · LLM-based Chatbot equipped

(\* In 2025, The next version of Maxgauge and exemONE will provide AI functionality)

Core Competence

The only one in Korea having been verified by 4 major banks and 3 government corporations  
+ a card company

25 years of IT monitoring operation experience

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

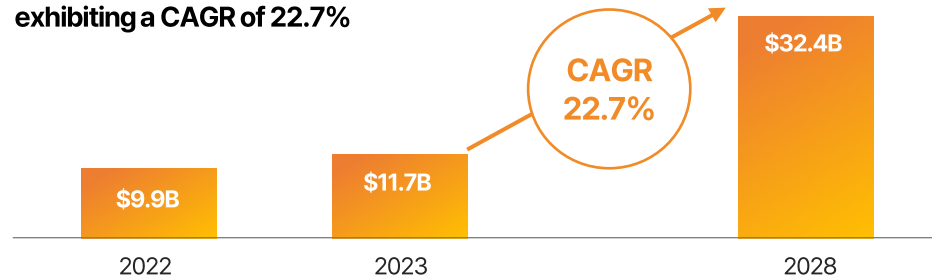
95% Prediction Accuracy

Generative AI based Chatbot  
+ Interpretation of Disability Indicators, Automatic troubleshooting

#### ▪ Globally, Public Administration, Military, Legal, and Medical Fields use AIOps

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 size is estimated to reach \$32.4B by 2028, exhibiting a CAGR of 22.7%



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

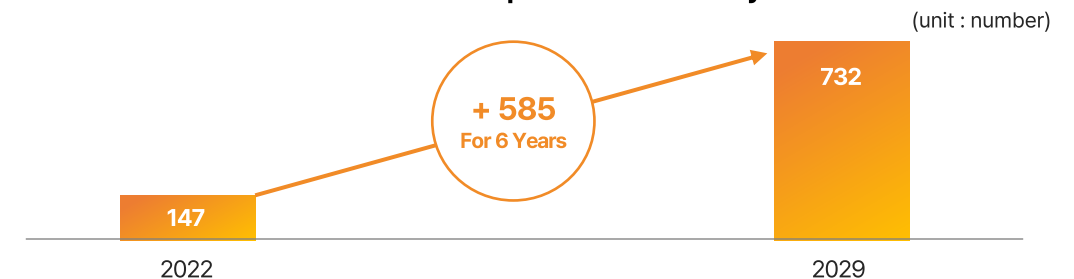
#### ▪ Operations personnel and expenses can be reduced by AIOps → "Essential for zero-downtime service such as a data center"



Difficulty with

- Time loss due to relying on humans
- Ability difference by operators
- Identifying the root cause

#### ▪ The number of domestic data centers expected to rise 732 by 2029



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

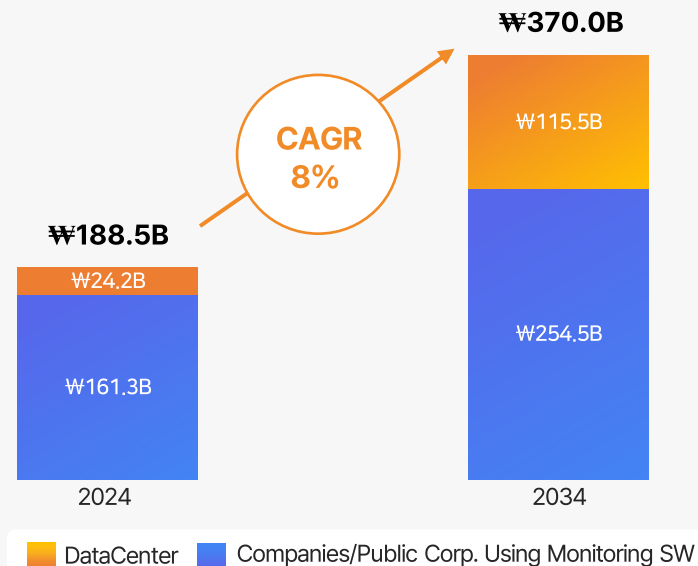
## (4-2) Market Analysis - AIOps

### 3. Investment Highlights

**[SAM]** Companies and Public Corp. using IT Monitoring SW to prevent for critical accident, and Data Centers in domestic

**[Growth]** SAM size valued at ₩185.5B in 2024 → projected to grow to ₩370.0B in 2034 (CAGR 8%)

#### AIOps' SAM (Serviceable Addressable Market)



1) Estimate Standard  
: Accumulated SW + MA revenue,  
Potential User (Companies and Public Corps Using a couple of IT Monitoring SWs, Data Centers)  
x Estimated Everage Expenses for Permanent Lisence by 1 User

#### Market Drivers

- High demand for auto management of IT infrastructure as IT failtures increase
- Increased data center spending due to active data consumption and AI development.
- An increase in public and private investment in AI
- An increase in the budget for public data centers in 2025

#### EXEM Status

- Deep understanding of the IT intrastructure of the financial sector and data centers, where the need for AIOps is greatest.
- The only one in Korea that has been verified by 4 major banks and 3 government corporations.

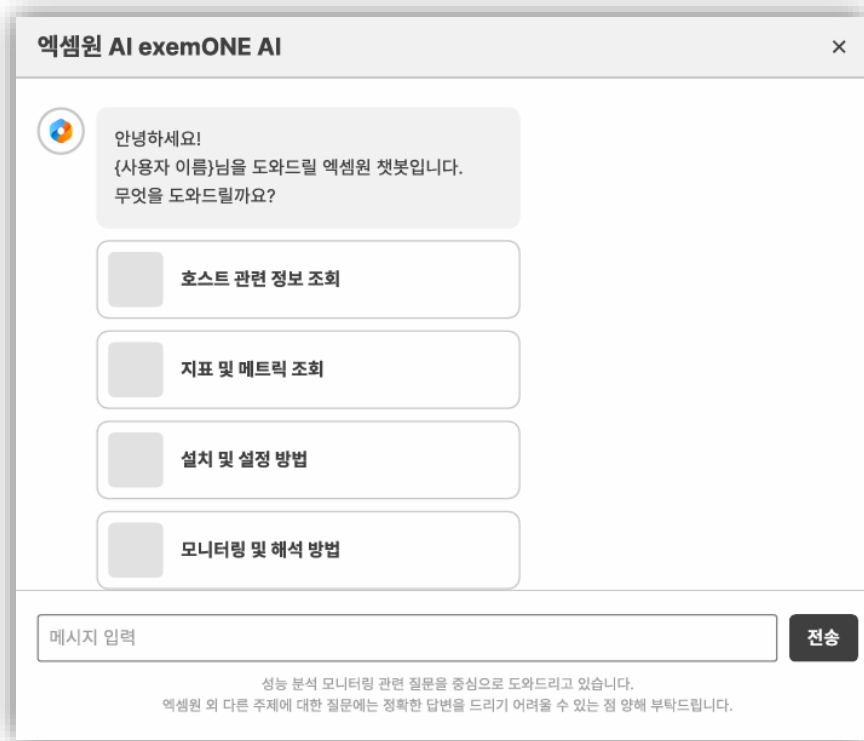
## (4-3) Advanced AI Application to Key Products in 2025 -The first year of "AI EXEM"

### 3. Investment Highlights

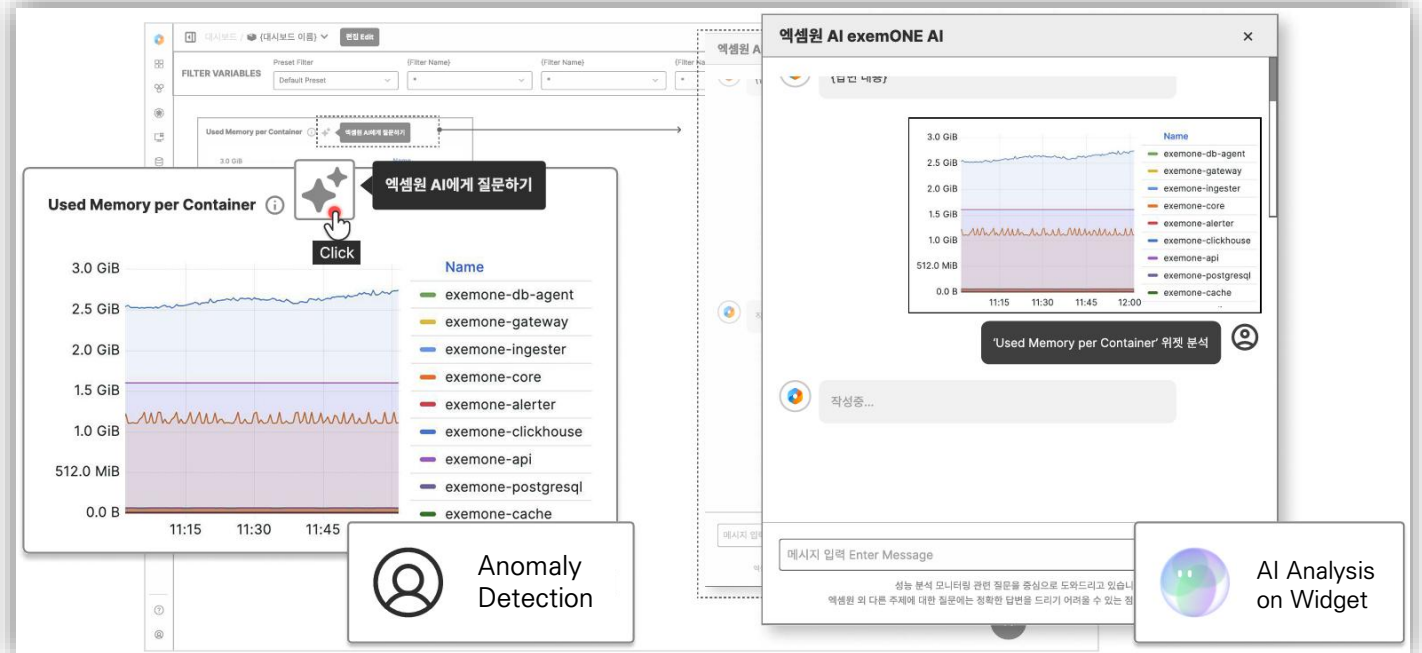
**On April 25, exemONE launches an AI chatbot and AI-based anomaly detection.**

- Automatic Analysis of Charts as well as Text-based Q&As

**XAIOps Advancement**—Advanced AI chatbot 'QURI'(2024), Improved AI Analysis Prediction Model and eXplainable AI (2025)



▲ exemONE's AI Chatbot (Prototype)



▲ exemONE's AI Chatbot Doing Chart Analysis (Prototype)

# (5-1) Targeting Demand for Full-stack Observability

## 3. Investment Highlights

Based on Superior Technology Position in the Legacy 'One Point Monitoring Solution' Market,  
**Responding to Full-stack Observability Demands in the Cloud Transformation Trend**

### Market Needs

All in One Tool for  
Integrated Monitoring  
Of On-premise and Cloud

Hybrid Cloud  
Full-stack Observability

Covering  
Server, DB, App,  
Kubernetes, Network,  
Log, Browser

Easy to Use for Those  
Who Are Not DBA or  
Infrastructure Admin.

exemONE (April 2024 launched, On-Premise)

Target

**"Public Corporations and Large Companies  
Using Hybrid Cloud"**

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

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

Category	2024	2025	2026 and After
Current system's cloud native application rate*	11%	30%	50%
New system's cloud native application rate	13%	30%	70%

\* Cloud-native application rate  
: Application rate relative to the  
number of cloud systems  
in the current year

\* Source : Korea's 'Digital Platform  
Government' Committee

- Increasing Adoption of Hybrid Cloud Environments to Break CSP Lock-in  
+ Increasing Adoption of Cloud DB to Break Commercial DB Vendor Lock-in  
= Increasing Demand for Hybrid Cloud Unified Monitoring
- Larger Enterprises Benefit From Quantitative License Purchases  
Over Usage-based Pricing due to Controlling Costs
- Strong Sales in Response to Clear Demand

exemONE SaaS (To be launched in 2H25)

Target

**"SMB"**

- Sales Stability, Profitability, Scalability ↑

Subscription  
price model

Easy cross-selling  
and upselling

Application of  
strategic  
payment model

- Global SaaS-driven Sales Growth and Increased Adoption of Multiple Modules, While Domestic SaaS Market is Nascent Stage \*

\* SaaS share in the domestic enterprise IT market stood at 2%. (As of 2022) but according to Korea IDC, the domestic SaaS market is expected to grow from KRW 1.784 trillion in 2022 to KRW 3.614 trillion by 2026.

- Favorable government policies for SaaS businesses

Investment in  
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



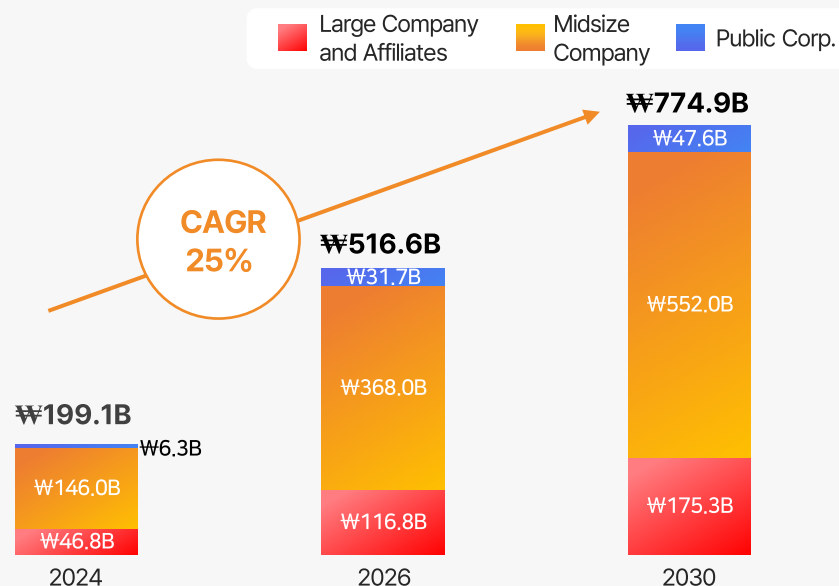
# (5-2) Market Analysis - exemONE(On-premise)

## 3. Investment Highlights

**[SAM]** Large or Midsize Companies and Public Corporations having cloud transformation in domestic

**[Growth]** SAM size valued at ₩199.1B in 2024 → projected to grow to ₩774.9B in 2030 (CAGR 25%)

### Full-stack Observability(On-premise)'s SAM



1) Estimate Standard

: Accumulated SW + MA revenue,  
Potential User x Cloud Adoption Rate (in Private) or Cloud-native Adoption rate (in Public) x Estimated Average Expenses for Permanent Licence by 1 User

2) Criteria by organization

: [Large Company and Affiliates] Companies in the KFTC-selected group of companies with \$10.4 trillion in assets or more

[Midsize Company] Except for SMB and Large Company and Affiliates

[Public Corp.] Public organizations over a certain size, such as central administrative agencies, public enterprises/quasi-governmental organizations, and municipalities

### Market Drivers

- Public Sector's Cloud-native Transformation Roadmap
  - Plan to transition 90% of existing systems to cloud native by 2030
  - Proceed with the '4th Basic Plan for Cloud Computing' for the full introduction of AI and cloud ('25~27)
- The trend of increasing introduction of Hybrid/Multi Cloud Adoption
  - The domestic cloud market is expected to reach KRW 7 trillion in 2024 and over KRW 10 trillion in 2027 (NIPA '2024 Cloud Industry Survey', 2025.01.31)

### EXEM Status

- Since its launch in April, it has secured 23 customers by the end of 2024
- Good SW Certificate ('24.07) & Listed on Public Procurement Service Digital Service Mall

✓ Major Banks, Capital/Card Companies, Financial Companies & L Electronics, Samsung Electronics, Logistics, Distributor, Univ., Affiliates, S City, Public corp. etc.

# (6) Sustainable Growth in DB Security/Overseas Business

## 3. Investment Highlights

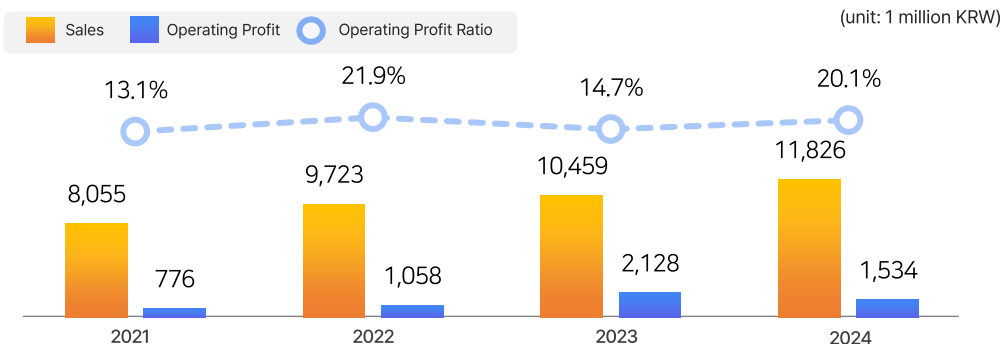
Continued Growth due to **Increased Demand for DB Security and Expansion of Cloud and Integrated Security Markets,**  
**Establishment of Overseas Branches/Factories for Large Domestic Customers,**  
**Targeting Local Financial and High-End Industries**

### DB Security

- **DB Access Control: Our Core Business Ensuring Sustained Sales Stability Backed by Loyal Encryption Customer Base**
- **Boosting Sales via 9 Cloud Marketplace targeting Small and Medium-Sized Customers**
- **Enhancing Competitiveness through Blockchain-based DID Technology Development**



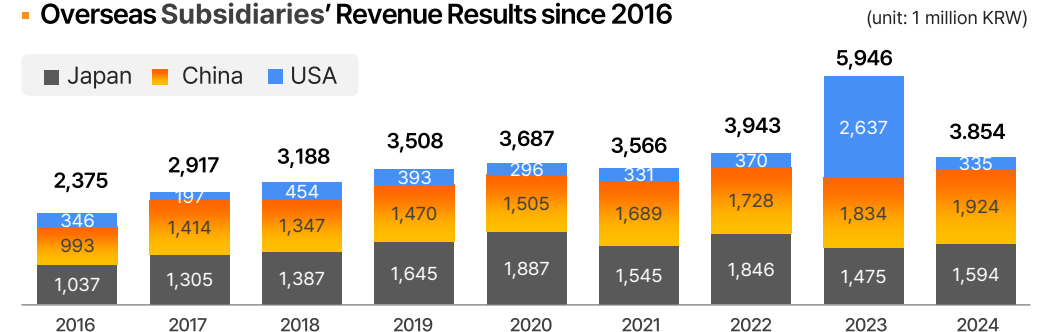
#### SINSIWAY's Financial Results for the Past 4 Years



### Overseas

- ① **Local market performance-based market appeal**  
: Chinese financial sector, high-end manufacturing / Experience in supplying over 220 large corporations including Japanese financial sector, LA state govt., AT&T, etc.
- ② **Expansion of sales partners**  
: Continuously expanding our Japanese partners, including SI company with over 90 sales bases across Japan
- ③ **Expansion of supplied solutions** **exemONE to be launched in Japan(1H25)**  
: Concentrated on MaxGauge for Oracle, InterMax → Adding other MaxGauge details and target full-stack observability market in the future
- ④ **Development and provision of local specialized services**  
: Supplying 'Smart DBA', a remote DB performance diagnosis service as the lack of engineers in Japan and increasing DB consulting/non-face-to-face demand
- ⑤ **Market development as domestic customers set up overseas branches/factories**  
: **New Supply to Samsung Semiconductor at Taylor City, TX, USA ('23)**  
Securing continuous business opportunities when domestic customers establishes overseas branches and factories because of their high satisfaction with our solutions

#### Overseas Subsidiaries' Revenue Results since 2016



## EXEM Corporation

- Founding date : January 2001
- KOSDAQ Listing Date : June 26, 2015
- Capital : 7.2 Billion won (the end of 2024)
- Revenue : 61.2 Billion won (FY24)
- Headcount : 339 (the end of 2024)
- Affiliated Companies (the end of 2024)

Classification	Company Name	Stake (%)
Affiliate	SINSIWAY(DB Security) <b>KRX Listed ('23 11)</b>	37.07
Subsidiary	EXEM JAPAN Co.,Ltd.	75.00
Subsidiary	EXEM CHINA Co.,Ltd.	63.16
Subsidiary	MAXGAUGE, INC.(US)	91.00

## Co-CEO (On Sep 11, 2023, EXEM implemented a co-CEO system)

### EXEM CHAIRMAN **Cho Chongarm**

**The Largest Shareholder having 36.40% (the end of 2024)**

- Seoul National University, Department of Political Science and International Relations (International Relations Major, Bachelor's degree)
- Pohang University of Science and Technology, Graduate School of Information & Technology (SW Engineering, Master's degree)
- KAIST Advanced Innovative Management Program Completion
- POSCO, Information System department, EIS Developer
- POSDATA Consulting Department, CASE TOOL Consultant
- Oracle Korea, DB Tech Consulting Team, Oracle Tuning Consultant



### EXEM CEO **Koh Pyoungseok**

- Seoul National University, Department of Political Science and International Relations (Political Science Major, Bachelor's degree)
- EXEM COO
- EXEM CSO & Head Director of Big Data Technology Bureau
- (Current) Regulatory Reform Committee Member, Ministry of Science and ICT
- Future Talent Special Committee Member, Presidential Advisory Council on Science & Technology
- Hankyoreh Newspaper, IT Chosun, Maeil Business Newspaper IT/digital columnist



## EXEM1.0

Pioneer of DBPM  
In Korea

2001

EXEM Foundation  
DBMax Launched  
(MaxGauge former identity)

2002

KT NT IT (Total 3 certifications) Acquired  
Jang Young-shil Award

## EXEM 2.0

Main Player of  
Total IT System Performance  
Management Solution

2008

InterMax Launched, NET Award  
EXEM JAPAN, EXEM CHINA Foundation  


2011

Sales Breakthrough 10.5 Billion won  
Award of the Ministry of Knowledge  
Economy for SME Promotion

2012

Korea IT Innovation Award  
Listed One of the 100 Best  
Workplaces in Korea

2014

EXEM USA Foundation   
The Presidential Award for Promoting  
Venture Activation

## EXEM 3.0

Developer powering  
The 4th Industrial  
Revolution (Big Data)

2015

Listed on KOSDAQ  
Shares Acquisition of  
SINSIWAY(50.24%) & I'mCloud(25%)  
Sales Breakthrough 20.7 Billion won

2016

Starting Bigdata Business

Merged Cloudine, Co., LTd.  
Flamingo Launched (EBIGs former identity)  
Sales Breakthrough 27.5 Billion won

2017

KEPCO Big Data Platform Construction Project  
(The Largest Big Data Platform in Korea)  
Orders received from KaKao Bank, K Bank  
Sales Breakthrough 33.7 Billion won

2018

Partner of Match-up AI/Big Data project  
(Ministry of Education)  
Sales Breakthrough 32.4 Billion won  
(with 3.5 billion won from overseas branches)

## EXEM4.0

Leader of IT Monitoring Market by  
Implementation of new technologies  
Including AI, Cloud, SaaS

2019

Starting AIOps, Cloud Monitoring

XAIOps, CloudMOA Launched  
Sales Breakthrough 34.5 Billion won

2020

XAIOps received orders from KEPCO KDN.  
CloudMOA received orders from Hyundai Card  
Sales Breakthrough 39.2 Billion won

2021

CloudMOA received orders from Busan Bank  
XAIOps received orders from Shinhan Bank, Woori Bank  
Sales Breakthrough 47.3 Billion won

2022

MaxGauge for CloudDB (PostgreSQL, Oracle) Launched  
Move to new EXEM HQ in Magok, Sales Breakthrough 55.1 Billion won

2023

MaxGauge for CloudDB (MySQL, MariaDB) Launched  
통합 IT 성능 모니터링 SaaS 플랫폼 출시

2024

EXEM5.0 - Challenger of Full-stack Monitoring

exemONE, Woodpecker Launched  
AWS Partner Paths, Naver Cloud Platform MSP  
First Distribution in Kind (Treasury stocks 801,115)



# Financial and Income Statement (Consolidated)

✓ Appendix

Consolidated Financial Statement (unit : 1 million won)

과목	2021.12.31	2022.12.31	2023.12.31	2024.12.31
Current assets	64,049	44,894	58,259	73,160
Non-current assets	48,260	74,127	74,499	74,223
Total assets	112,309	119,021	132,758	147,384
Current liabilities	19,215	16,075	11,745	13,873
Non-current liabilities	1,332	1,513	2,281	1,683
Total liabilities	20,547	17,588	14,026	15,556
Capital stock	3,513	3,638	7,196	7,196
Capital surplus	42,696	47,463	43,750	45,065
Others components of equity	2,027	-2,972	-2,694	380
Accumulated other comprehensive income	-396	-443	-471	-270
Retained earnings	37,460	46,121	56,414	63,510
Non-controlling interests	6,461	7,626	14,537	15,946
Total equity	91,762	101,433	118,732	131,828

Consolidated Income Statement (unit : 1 million won)

과목	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
Revenue	21,445	9,143	13,320	12,330	26,443
Cost of revenue	10,132	5,936	7,430	6,155	9,766
Gross profit	11,313	3,207	5,890	6,175	16,677
Operating expenses	6,035	6,064	5,571	5,670	5,811
Operating profit	5,278	-2,857	319	505	10,866
Net income	3,379	-1,766	735	482	11,316
Net income attributable to the owners of the parent company	3,674	-1,648	470	191	10,048
Net income attributable to non-controlling interests	-295	-118	265	291	1,268
Other comprehensive income	-64	73	62	-33	175
Total comprehensive income	3,315	-1,693	797	449	11,491

# Financial and Income Statement (Seperate)

✓ Appendix

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

과목	2021.12.31	2022.12.31	2023.12.31	2024.12.31
Current assets	52,464	31,796	40,184	51,401
Non-current assets	42,552	68,705	69,004	69,369
Total assets	95,016	100,501	109,188	120,770
Current liabilities	12,623	10,488	8,397	10,756
Non-current liabilities	415	604	785	695
Total liabilities	13,038	11,091	9,182	11,451
Capital stock	3,513	3,638	7,196	7,196
Capital surplus	42,653	47,522	43,930	43,930
Other components of quity	2,027	-2,972	-2,694	380
Accumulated other comprehensive income	-524	-484	-472	-396
Retained earnings	34,309	41,705	52,046	58,209
Total equity	81,978	89,409	100,006	109,319

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

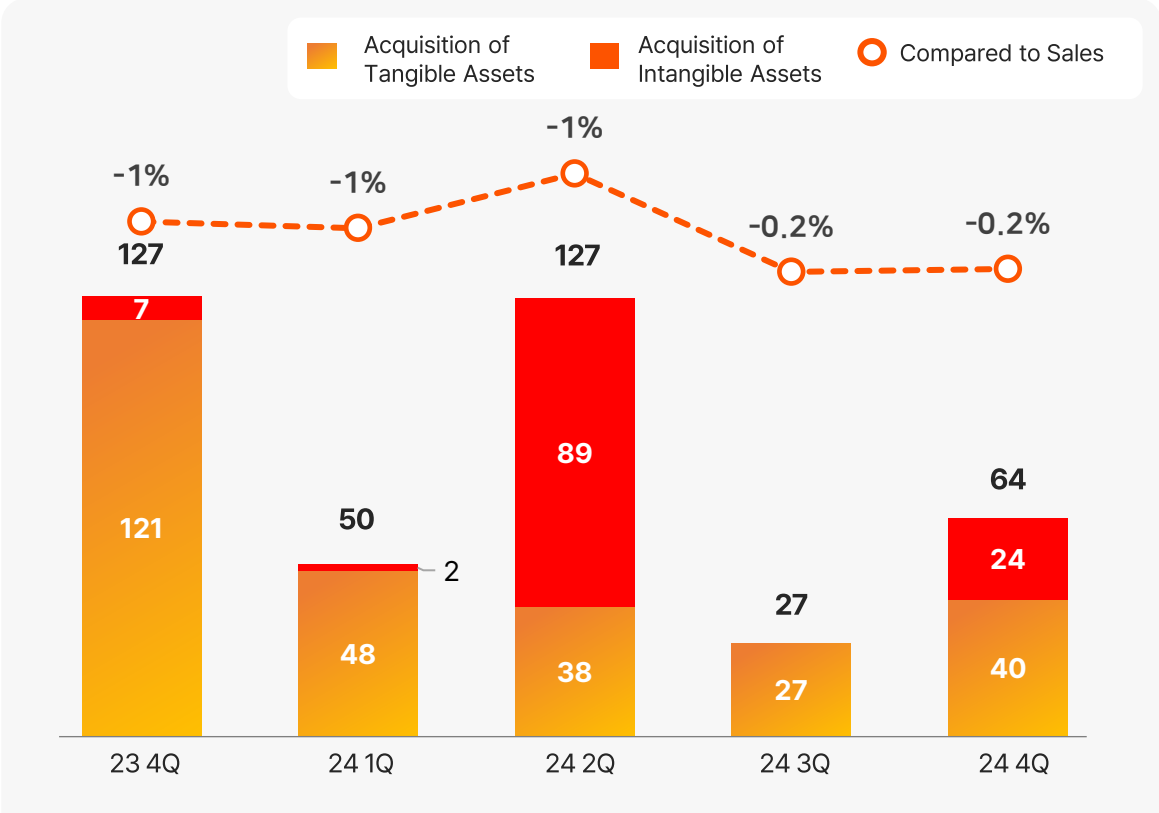
과목	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
Revenue	15,847	6,714	10,215	9,046	20,375
Cost of revenue	7,746	5,099	6,405	5,041	8,088
Gross profit	8,101	1,615	3,810	4,005	12,287
Operating expense	4,145	4,134	3,861	3,960	3,739
Operating profit	3,956	-2,519	-51	45	8,548
Net income	3,461	-1,587	293	-34	9,445
Other comprehensive income	-22	27	17	-28	59
Total comprehensive income	3,439	1,560	310	-62	9,504

# CapEx / Headcount

✓ Appendix

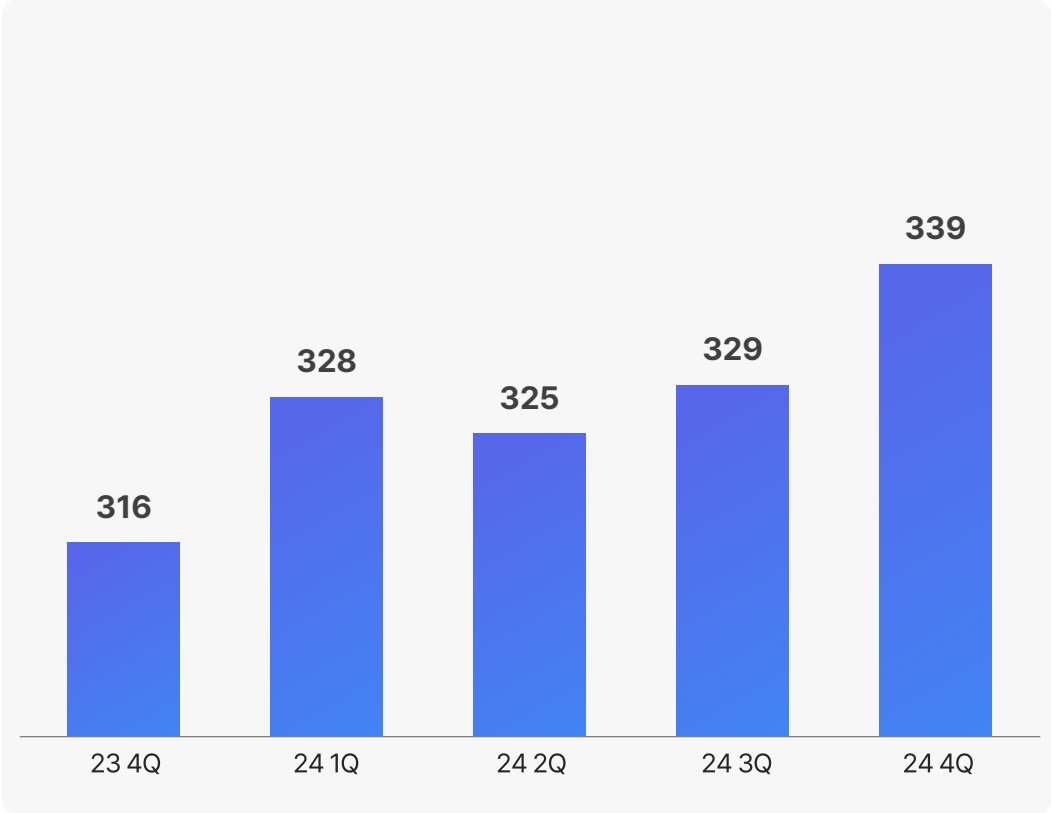
Nothing unusual other than SW purchases for internal use in 2Q24  
Hiring **exemONE** and **Maxgauge developers and engineers** (technical support staff) In 2024,  
To be conservative hires in 2025

CapEx (unit: 1 million won, Consolidated)



\* CapEx is calculated as the cash outflow for purchasing new tangible/intangible assets

EXEM Headcount (Sep.) (unit: 1 member)



\* Except for overseas subsidiaries and Sinsiway's headcount.

# Organizational Chart

✓ Appendix

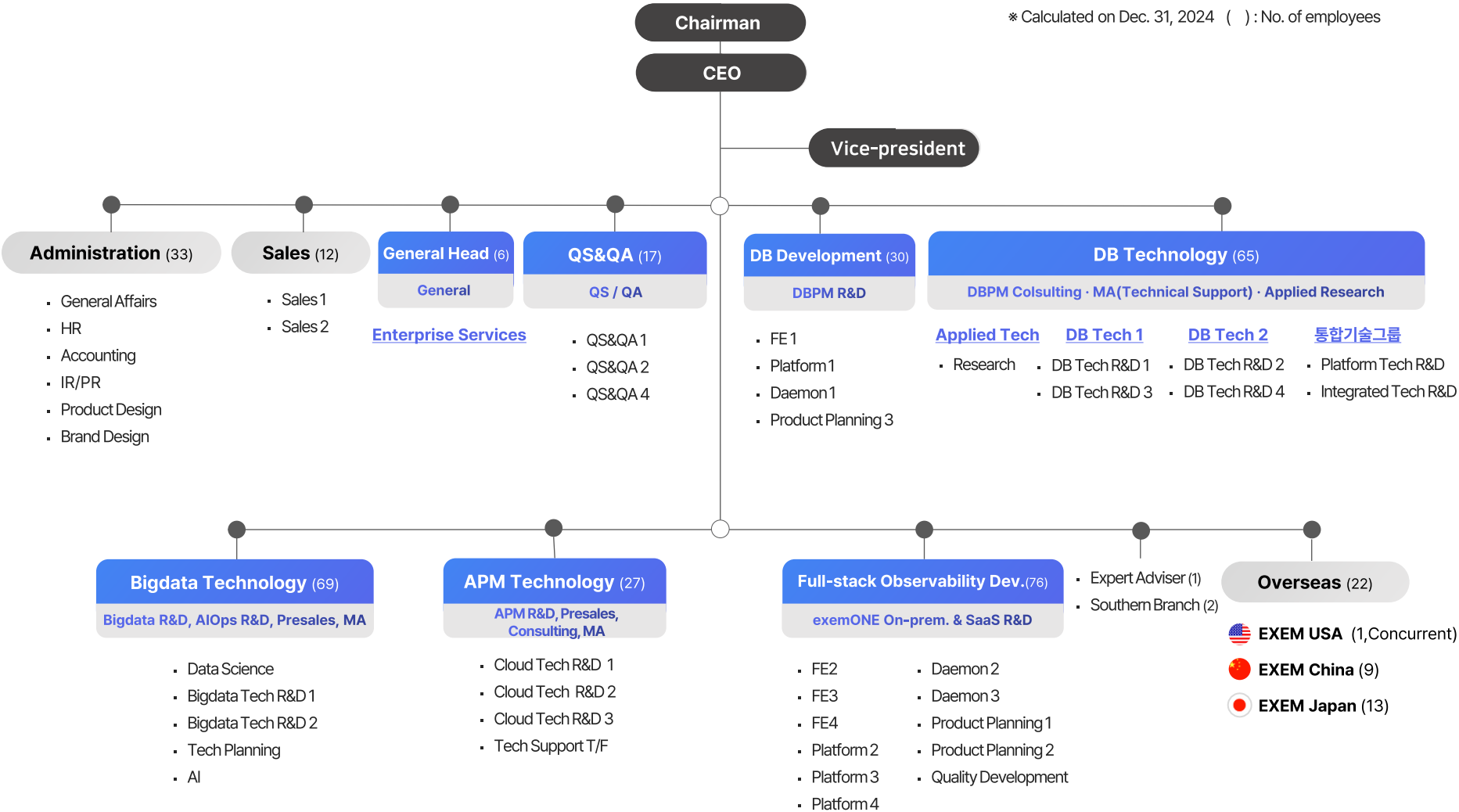


## Separate Headcount Status



Separate Headcount  
Except for Registered director : 339

Technical Sales, Management





경청해 주셔서 감사합니다.

THANK YOU

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