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# SLASH B SLASH® INVESTOR RELATIONS

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## Value Creation for Paradigm Shift

-

We make reinventing collaboration and new values for paradigm shift.

## SLASH B SLASH SEOUL OFFICE

2F, 139, Dosan-dearo, Gangnam-gu,  
Seoul, Republic of Korea

## SLASH B SLASH BUSAN HQ

3F, 16Th Road, Mandeok-ro, Buk-gu,  
Busan, Republic of Korea

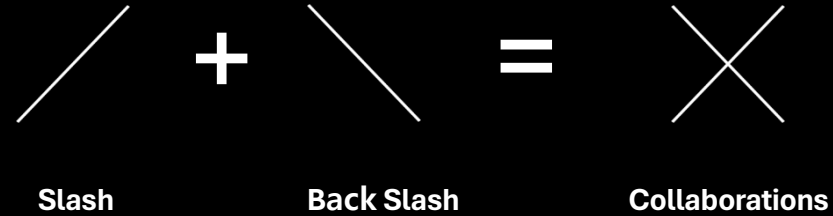
## SLASH B SLASH CREATIVE CENTER

4F, 57, Centum dong-ro, Haeundae-gu,  
Busan, Republic of Korea

# About COMPANY

Design and content production designers and IT technicians have secured licenses for global brands based on content-linked smart products using NFC technology, launching various collaboration products and launching more than 300 products every year.

# SLASH B SLASH



# COLLABORATION









# RoboTiks









# SUPER MATCHA™

SLBS® × LG U+

LG U+  
갤럭시 S23  
수퍼매치  
파티션  
언더 노트  
SUPER MATCHA



Sustainability Loop of  
SLASH B SLASH

MISSION

ACTION

우리의 MISSION

Mobile Centric 시대,  
Mobile Life를 더욱 가치있게.

우리의 ACTION

NFC 기술에 기반한  
세계 최고의 콘텐츠 경험 플랫폼 창조

SLBS®

고객 맞춤형 콘텐츠 연동  
삼성 갤럭시 전용 모바일 액세서리

CVRMNT

기업 맞춤형 모바일 연동  
SaaS형 통합 액세서리 플랫폼

# NEEDS in the Mobile Market

- What is NEEDS to choose SLASH BSLASH in the mobile market?

~2023

mobile carrier



IP HOLDER



MANUFACTURE



Retail



# NEEDS in the Mobile Market

- What is NEEDS to choose SLASH BSLASH in the mobile market?

2024 / To be

## mobile carrier



## IP HOLDER



## MANUFACTURE



## Retail



< < < - - - - - 글로벌 플레이어와의 협업으로 참여 시장의 확장 - - - - - > > >



# SLASH B SLASH®



# Expansion of Mobile Form Factor

- It is not limited to mobile form factors and can meet NEEDS in various fields.



Smart Device Accessory

Fashion/Apparel

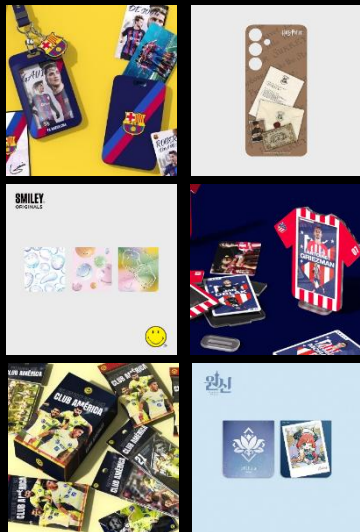
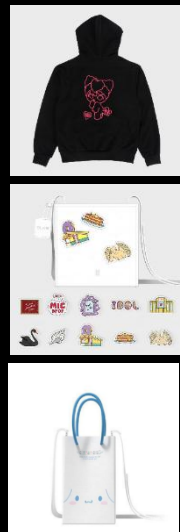
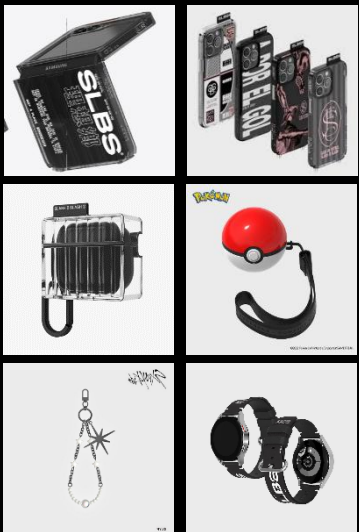
Collectible Card & Flipsuit Card

Special Edition

Home Appliances

Smart Mobility

중고폰



# Content Activation

With just one TAG, SLBS's various and wonderful digital themes are installed on your smartphone.

SMARTPHONE CASE

FLIPSUIT CARD

ACCESSORY

BUDS CASE

Collectible Card  
(Android)

Collectible Card  
(iOS)

Fashion & Apparel



GALAXY, iPhone,  
Xperia 등  
According to various form  
factors  
Design Design

Z Flip Series,  
AOD custom flip suit card  
applied to S24 series

NFC tag system that can be  
applied to accessories such  
as theme talk and Biz key  
ring

Providing content related to  
smart product products  
such as buzz cases

Products that can deliver exclusive content worth  
collecting to your device  
All content is implemented only through dedicated APPs,  
and collectible cards are available at the real value that  
content providers can have

To provide content for  
clothing, bags, etc  
Contents can be used on  
smartphones by implanting  
NFC chips

# PRODUCT & TECHNOLOGY

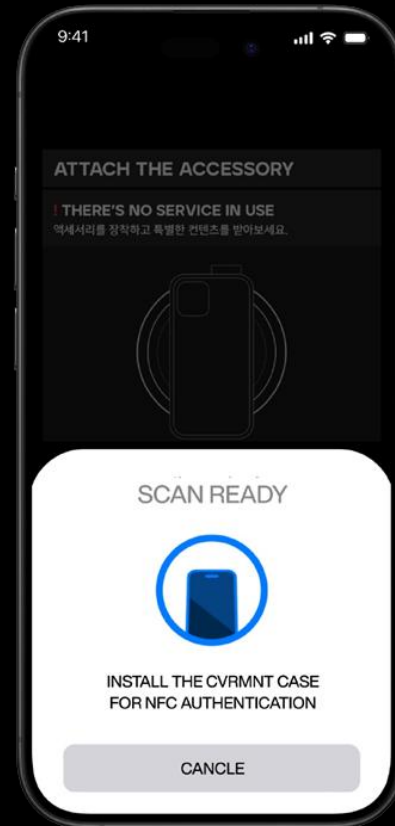
Based on mobile NFC technology, it delivers content to devices and provides an exclusive marketing solution that allows you to freely customize your smartphone.

NFC Card Here  
**TAG!**



Samsung  
Galaxy Zflip 5

NFC Card Here  
**TAG!**



Apple  
iPhone 15



NFC Card Here  
**TAG!**



SONY  
Xperia 1

# PRODUCT & TECHNOLOGY

Based on mobile NFC technology, it delivers content to devices and provides an exclusive marketing solution that allows you to freely customize your smartphone.

## Customize Solutions

### Background Image

Application of special wallpaper/lock screen (video) design themes

### Music & Ringtone

Application of music service that can only be enjoyed within services such as InApp Exclusive Ringtone

### Icon

Application of icons reflecting the theme design



SLASH B SLASH®



STARWARS



## Marketing Solutions

### Marketing Action

Push Message, Custom Promotional Offer Brand Message Forwarding

### Content Play

Play specialized content such as music videos, advertisements, movie previews, etc

### Applicant

Download specific apps/web pages/automatic installation and service execution

### Interactive

Organic breathing and communication based on user behavior





# DX Solution

Beyond customization solutions, modularization of DX solutions ranging from enterprise, information, purchase and lifecycle enables three-dimensional strategy configurations.

## CUSTOMIZE

**WALLPAPER PACK**  
1,000+ MORE WALLPAPER FOR YOU

VIEW MORE

앱에서 기본으로 제공하는 다양한 월페이퍼 다운로드 가능

**THEME PACK**  
AVENGERS, ASSEMBLE!

VIEW MORE

테마별로 제공되는 다이나믹 월페이퍼 (Video, Interactive Wall Paper)

**ICON PACK**  
ICON PACK STYLE

DOWN LOAD

아이콘에 커스텀 가능한 이미지 제공 (아이콘 팩별로 다양한 스타일 제공 가능)

**WIDGET**  
CHERRY ON TOP

CUSTOM NOW

앱에서 기본으로 제공하는 다양한 월페이퍼 다운로드 가능

## ENTERTAINMENT

**SOUND**  
IN THE NAME OF LOVE

LISTEN & DOWNLOAD

오직 앱에서만 만날 수 있는 사운드 트랙 스트리밍 서비스

**WALLPAPER PACK**  
HELLO, INTERACTIVE CAM

SHOT NOW

다채롭게 촬영할 수 있는 재미 AR 카메라

## INFORMATION

**MAGAZINE**  
THE GUCCI SPRING 2024 SHOW

VIEW MORE

다양한 주제의 이미지를 제공하는 매거진

**EVENT**  
FROZEN FANTA IS FREE!

VIEW MORE

세일, 쿠폰 프로모션 등 혜택과 관련된 내 용을 제공하는 이벤트 카드

**NOTICE**  
NEW: RELEASE NIKE

VIEW MORE

관련 뉴스와 소식을 전달하는 카드

## STORE

**SHOPPING MALL**  
BTS 2024 SQUARE CALENDAR

SHOP NOW

아다시도 구매할 수 없는 익스클루시브한 상품 판매(Special Channel)

**NFC ORDER**  
NOW AVAILABLE STARBUCKS

SCAN & ORDER

NFC 태그를 이용하여 시음고 빠르게 주문

## LIFESTYLE

**SCHEDULE**  
2023 ASIANCUP QATAR

VIEW MORE

중요한 일정에 관한 정보를 제공

**EVENT ALARM**  
D-DAY SNOOZE

SET REMINDER

이벤트 알림에 대한 커스텀 알림 및 알림

**WEATHER**  
SEOUL, KOREA

VIEW MORE

사용자의 현재 위치 날씨와 기상정보 제공

**HEALTH CARE**  
PEDOMETER

VIEW MORE

건강 관리 단계에서 걸음 수를 알려주는 만보기 10,000보 달성 AIRREWARD 제공

## CERTIFICATION

**ART**  
Lichtenstein: Happy tears

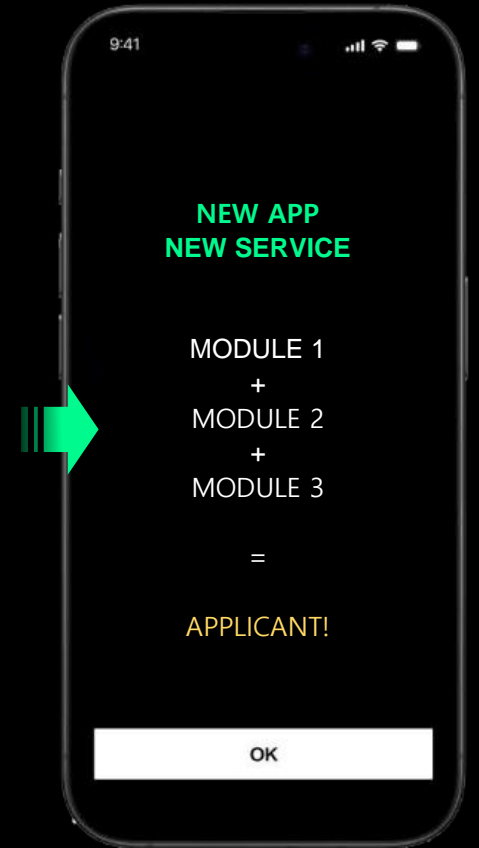
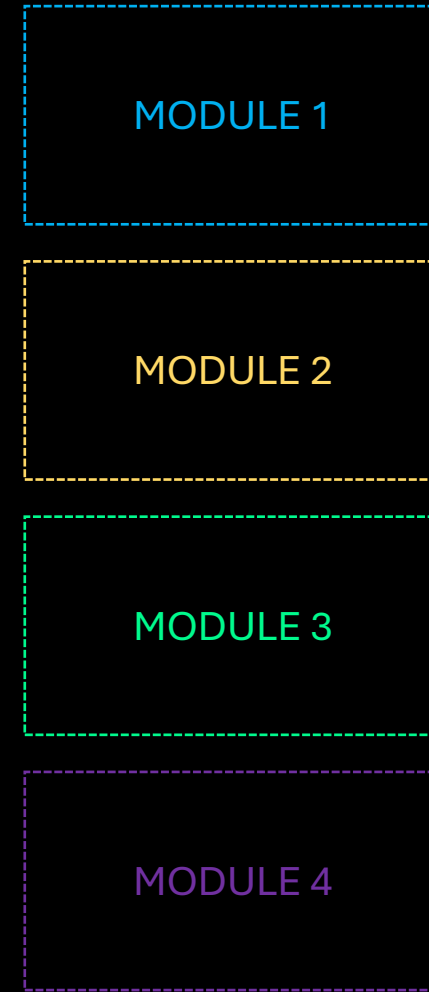
VIEW MORE

앱에서 기본으로 제공하는 다양한 월페이퍼 다운로드 가능

**LUXURY**  
LUXURY CERTIFICATION

VIEW MORE

앱에서 기본으로 제공하는 다양한 월페이퍼 다운로드 가능



※ 3DX of SLASH B SLASH:

- 1. Digital eXperience
- 2. Device eXperience
- 3. Digital Transformation

# GLOBALIZATION

2022 Export Performance

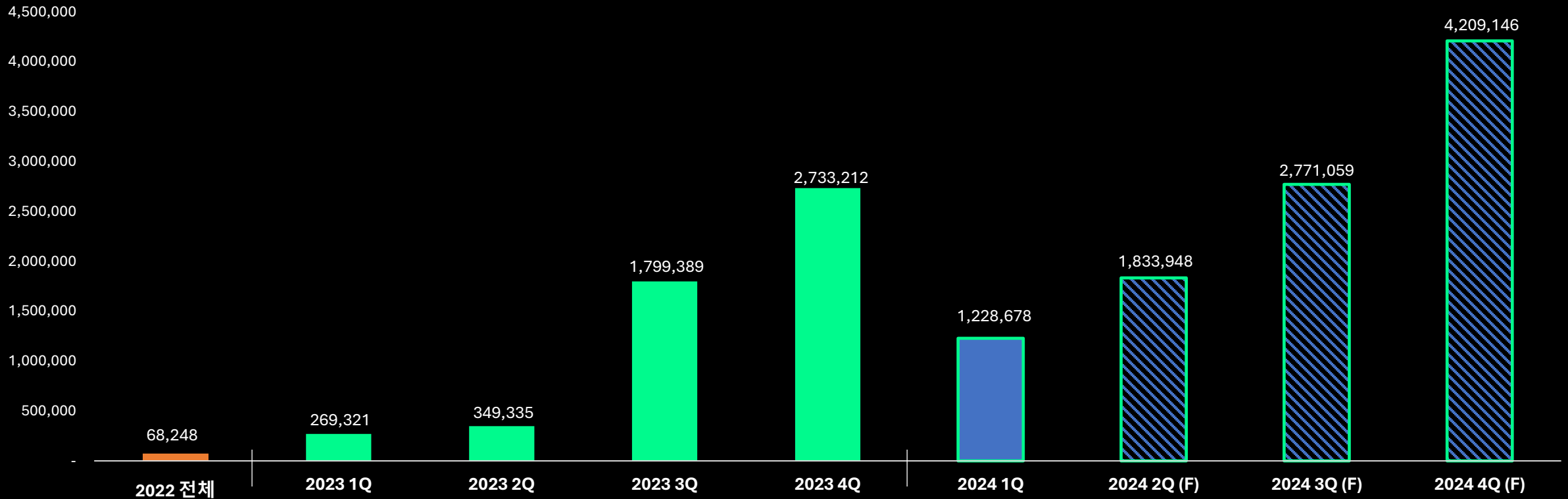
**68,000 USD**  
80,000,000 KRW

2022 Export Performance

**4,800,000 USD**  
6,500,000,000 KRW

2022 Export Performance(F)

**8,400,000 USD**  
11,580,000,000 KRW



※ Export performance of 1Q in 24 years is up **512%** compared to 1Q in 23 years



# GLOBAL PARTNERSHIP

SlashBslash's global core strategy is to enter B2B through partners, and it is currently partnering with 21 companies around the world.

## AMERICA(4 Partners)



Google Pixel  
 MLB (SF Giants)  
 Mexico football A team  
 Club America

## EUROPE & Mid. East(6 Partners)



LaLiga  
 Real Madrid  
 AT Madrid  
 FC Barcelona  
 La Casa de Las Carcasas  
 Saudi Telecom

## ASIA(11Partners)



Samsung  
 SKT / KT / LGU+  
 CHEIL-WORLDWIDE

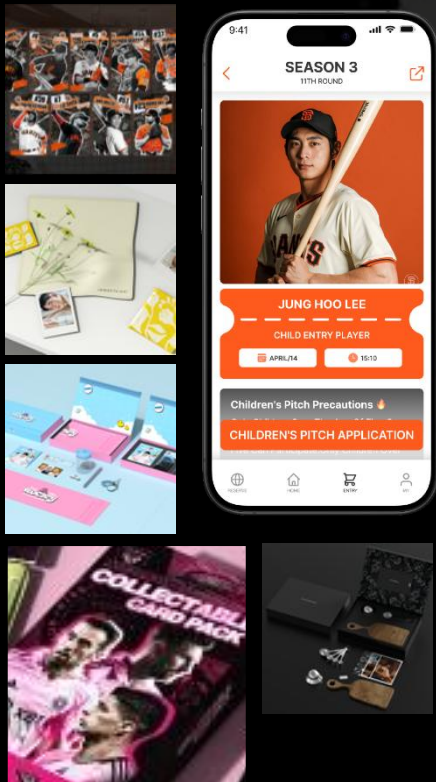
SONY  
 DENTSU  
 T-GAIA / KDDI(AU)

AKATSUKI(Dragon-Ball)  
 SHOCHIKU

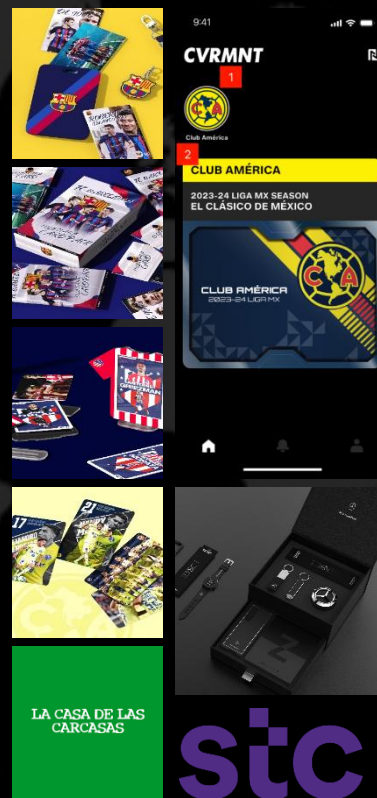
# GLOBAL PARTNERSHIP

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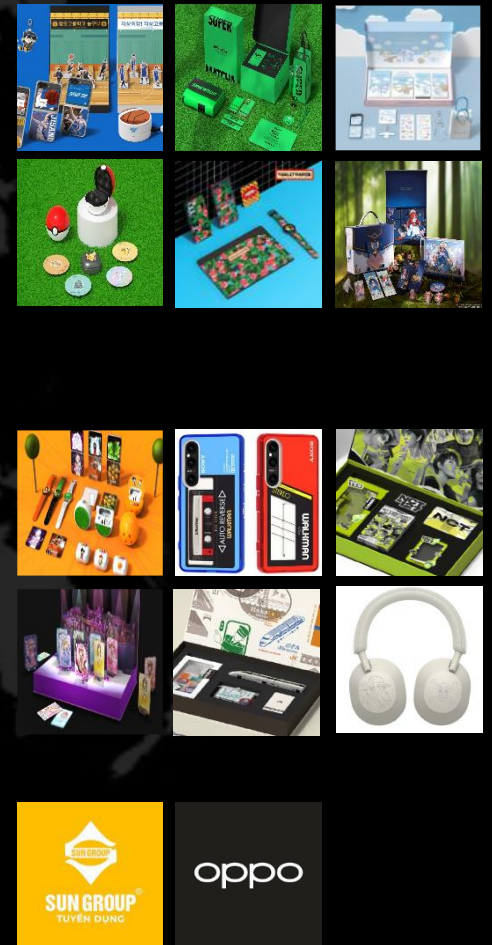
## AMERICA(4 Partners)



## EUROPE & Mid. East(6 Partners)



## ASIA(11 Partners)



# GLOBAL PARTNERSHIP

## Status of overseas corporations

(4 corporations/two partners)

### HQ, KOREA(Rep)

슬래시 비 슬래시  
BUSAN / SEOUL

### AMERICA

SLASH B SALSH AMERICA  
Glendale, LA, CA

### CHINA

广州璆比璆貿易有限公司  
GUANGZHOU

### JAPAN (Expected)

スラッシュ・ビー・スラッシュ 日本  
Inbound-Platform Japan(SLBS Partners)  
TOKYO, JP

### EUROPE

Cassiopea(SLBS Partners)  
MADRID, ES

## Overseas Store Status

(12/5 to be planned)

### ASIA

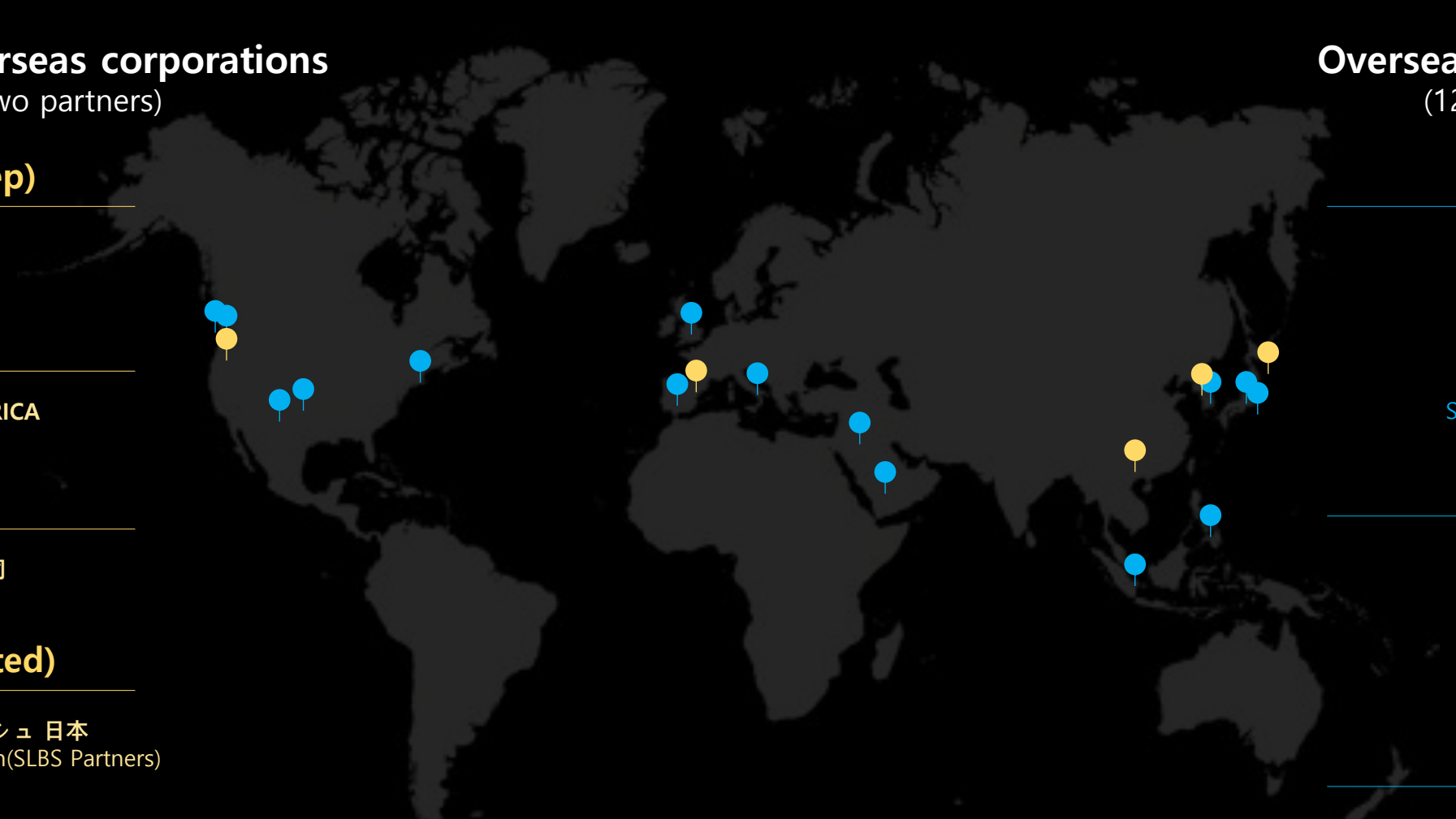
- SEOUL, KR
- SUWON, KR
- TOKYO, JP
- OSAKA, JP
- JAKARTA, ID
- MARNILA, PH
- SAUDI-ARABIA(Expected)

### AMERICA

- Glendale, CA
- Frisco, TX
- Garden City, NY
- Houston, TX
- Palo Alto, CA

### EUROPE

- LONDON, UK (Expected)
- MADRID, ES (Expected)
- ROME, IT(Expected)





# GLOBAL PARTNERSHIP



LIVE DRAWING  
SUWA



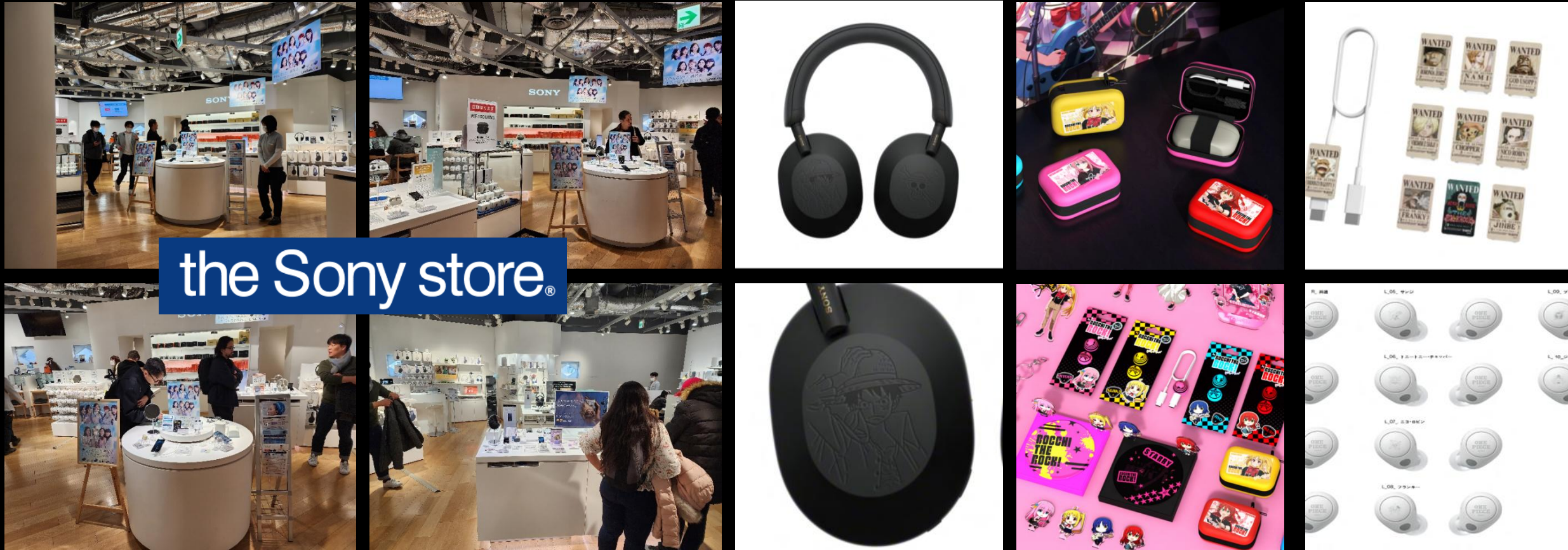
Samsung Eco-Friendly



# SLBS X SONY GINZA

Request for renewal of Sony Store's Ginza branch

Despite being a flagship store of SONY, a key brand in Japan, we were asked to renew the accessory part that could create a traffic boom for SONY STORE GINZA in areas that did not meet the activation level of the nearby GALAXY HARAJUKU. In particular, we were asked to organize the contents of the accessory part because there were no accessories except for one smartphone case.



# B2C(D2C) EXPAND – ONLINE

Through in-house marketing, we are securing SLBS brand awareness and upgrading services using customer data collected directly, expanding our global business based on our B2B partnership, and expanding our online-based B2C with 2Track.

2023 Sales for **50,000**EA

2023 Sales for **30,000**EA

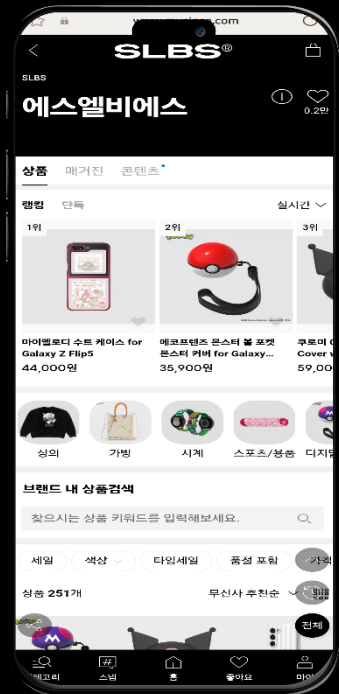


## Online commerce (directly)

- 글로벌 SLBS.Global
- 미국 SLBS.Us
- 일본 SLBS.Jp
- 국내 SLBS.Shop

자체 마케팅팀을 중심으로  
SLBS의 제품을  
소비자와 직접 소통

SLBS의 브랜드 톤에 맞는  
제품과 캠페인을  
적시에 적용하고,  
최대의 효과를 확인



## Online commerce (external channel)

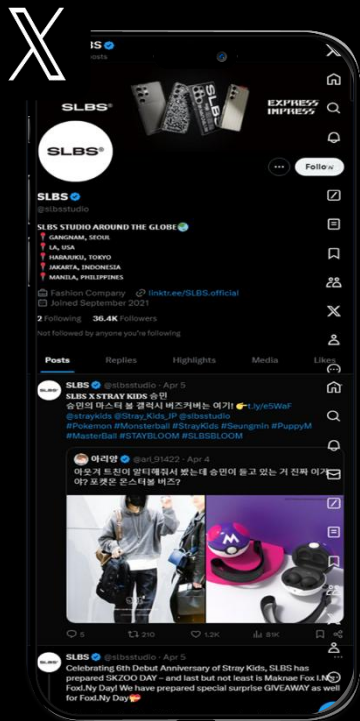
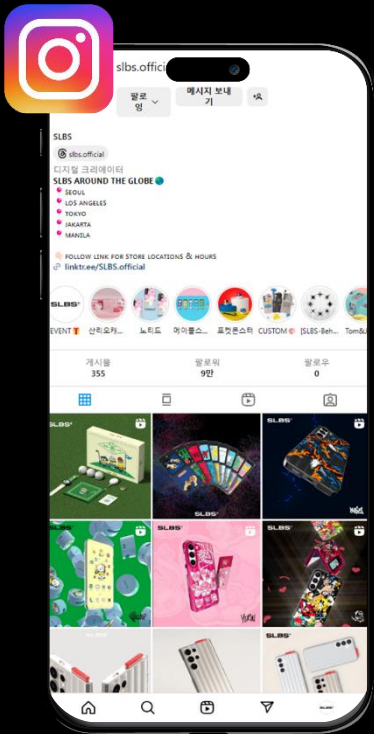
- 아마존 / 라자다
- 무신사
- 쿠팡 / 29cm

아마존, 라자다, 무신사, 쿠팡 등  
국내외 유수의 커머스채널에 입점하여  
소비자들의 접근성을 향상하고  
채널별 소비자 특성에 맞는  
피드백을 바탕으로  
특화된 제품 개발/설계에 반영



# B2C(D2C) EXPAND – SOCIAL NETWORK

We are actively engaged in marketing activities based on social network power, which is increased by about 1,000% in 2024 compared to 2023.



Expand customer contact through social network channels

content virus via Instagram / Twitter / YouTube

Follower Counter 1K -> 90K in a year since its opening in 2022

x 1,000 growth

Branding on social networks based on rapid growth

INSTAGRAM 90K

X(Twitter) 36.4K

YouTube 10K

# 고객의 가치 : ESG Value

## Environmental

### 310,000 tons of Plastic recycling



SLBS's business is based on sustainable development. As the only partner of Samsung Electronics' EcoFriends, all products, including cases, utilize renewable resin, and the accumulated renewable resin usage by 2023 is about 310,000 tons, focusing on carbon reduction and a virtuous cycle of resources.

## Social & Governance



The industry-academic cooperation department in the Busan area where the slash non-slash is located, Productization tasks through industry-academia cooperation by semester and collaborated products will be realized through global sales through Samsung Electronics' retail channel. In addition, we are creating new tourism product areas in cooperation with global IP for regional specialized content created by local artists.

# Sustainability of Slash Non-slash Through New Business: 2024 FORECAST

Improve profit margins of existing businesses and secure stable sales growth + secure sustainability based on global new businesses and diversification of sales sources

## 2024 (targeted sales of 46 billion)

Diversify non-Samsung product configurations and diversify businesses

삼성	삼성정품	SCM	키즈폰	게임사	통신사	D2C	B2C리테일	일본향	기타	B2B	신사업	중고폰
135억	8억		32억	16억	60억	16억	36억	32억	9억	30억		85억

삼성 매출 비중 44.4%

3Q 매출 실행(예정)

수출 비중 25% 이상 목표  
 목표 수출액 100억

## 24' New BM SUMMARY

### 1) DYP PROJECT

- Custom used phone platform: 8.5B

### 2) New business: Europe, Mexico – 3 billion

- La Liga & Mexico Sports Club PROJECT: 1.8B
- Europe Smartphone Accessories Distribution Network: 300M
- Gaudi Project: 900M

### 3) Head to Japan – 3.2 billion

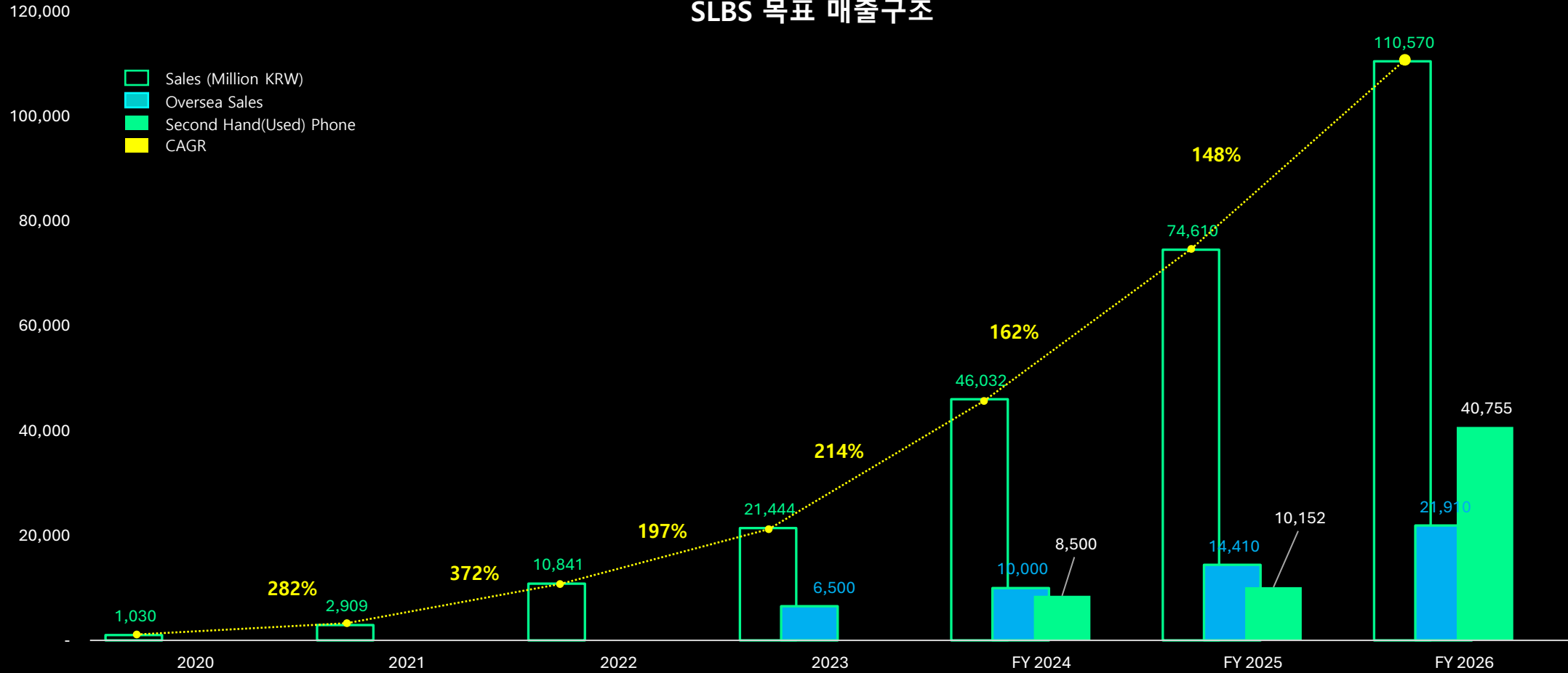
- Sony Xperia/Acoustic Appliances: 600M
- Dentsu DX Solution: 700M
- Google Pixel Phone Edition: 700M
- Campfire Crowdfunding Project: 1.2B

### 4) Head to China – Under discussion

- Global smartphone manufacturer OPPO discusses the production of special editions of high-end models

# The Present and Future of SLBS

SLBS 목표 매출구조



2026년 하반기  
IPO예정

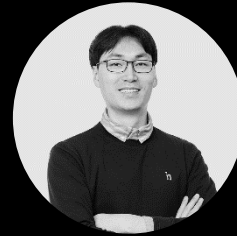
# TEAM SLASH B SLASH



**JOHN LEE**

COO

Secretary-General of  
the Korea Accelerator Association



**ZED KANG**

CTO

LG Display Senior Researcher  
Development of Purple POSA  
System  
iOS and Android App  
Development Many



**JAY KOO**

CSO

Samsung Electronics' wireless division/product strategy



**ALPA JUNG**

CEO

Design team of Samsung Electronics'  
wireless business department  
CEO of Total Design Group HoHoHo  
Professor of SADI UX design

GALAXY SERIES (S1-S8) Platform Design and  
Samsung Galaxy Interface One UI Design

2010 Red Dot Awards  
2020 IDEA, Red Dot Award



**CHACE PARK**

B2B전략본부장

Parsons the new school for design  
LG Household & Healthcare  
TFS Design Center  
BC Card CXTF Manager



**KYLE JUNG**

B2C전략본부장

NAVY Captain  
In charge of contract for the  
Central Management Team  
of the Ministry of National  
Defense  
BC Card Affiliate Marketing  
Team Manager



**DANIEL PARK**

D2C본부장

Technical Sales of Alkenz Resin  
Business Department  
JUSTWONDER Representative for  
Big Data-Based Commerce  
Solutions



**AUSTIN PARK**

Creative Director

CEO of Designers Company Co.,  
Ltd  
Head of HCI: DESIGN LAB  
Laboratory  
Adjunct Professor of Visual  
Design, National Pukyong  
National University and Ulsan  
National University

**Thank you  
for your time**

**SLASH B SLASH®**

<http://slbs.global>  
<http://slbs.us>  
<http://slbs.jp>  
<http://slbs.shop>



# APPENDIX

SLASH B SLASH®

<http://slbs.global>  
<http://slbs.us>  
<http://slbs.jp>  
<http://slbs.shop>

# Pokémon Buds Edition

**Collaboration:** Pokémon(The Pokémon Company) / Samsung Electronics(SLBS)

**Category:** Game & Movie(Character) / Mobile Accessory







POKÉMON







# STAR WARS



Disney

© & ™ Lucasfilm Ltd.

LUCASFILM  
LTD.



TM & © 20th Television







pepsi.  
ZERO SUGAR

for Galaxy Buds

pepsi.  
ZERO SUGAR  
for Galaxy Buds



# Starbucks Edition

**Collaboration:** SKT X Starbucks X Samsung Electronics(SLBS)

**Category:** F&B(Coffee) / Franchisor / Telecom





# GENSHIN Impact Edition

**Collaboration:** HoYoverse / Samsung Electronics(SLBS)

**Category:** Game(Character) / Ai Assistant(Bixby)



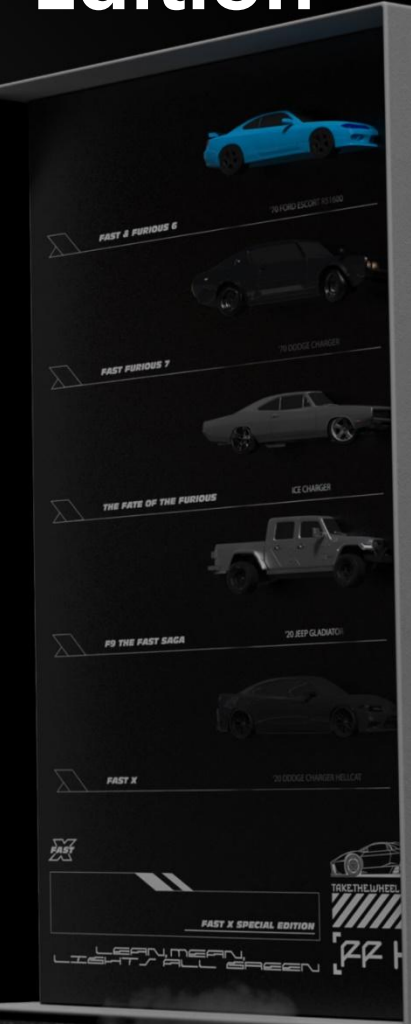
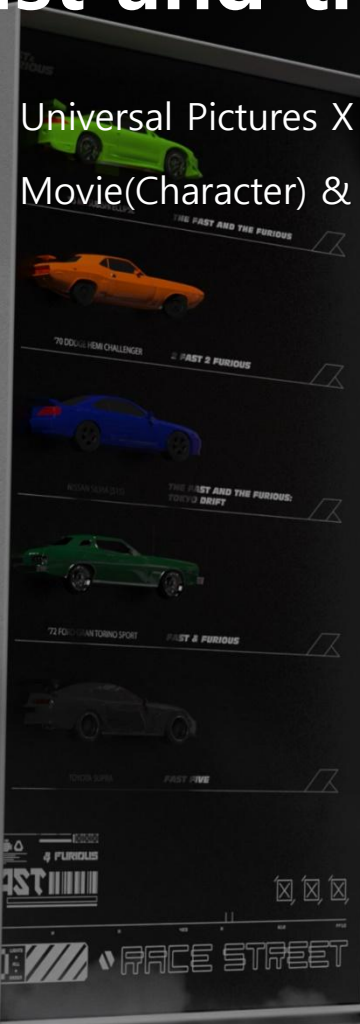
\* 해당 상품은 휴대폰 기기가 포함되지 않은 액세서리 에디션입니다.  
본 이미지는 연출된 이미지로 실제 상품과 다를 수 있습니다.



# The Fast and the Furious Galaxy ACC & Toy Edition

**Collaboration:** Universal Pictures X Samsung Electronics(SLBS)

**Category:** Movie(Character) & Toy





# Minions Galaxy Watch Golf Edition

**Collaboration:** Universal Pictures X Samsung Electronics(SLBS)

**Category:** Character & Sports & Fashion





# Galaxy Watch6 PXG Golf Edition

**Collaboration:** PXG X Samsung Electronics(SLBS)

**Category:** Fashion & Sports



# Cinamolol Galaxy Z-Flip5 Edition

**Collaboration:** Sanrio / Hi-mart / Samsung Electronics(SLBS)

**Category:** Character IP & Movie(Animation) / Retail(Electronic Device) / Mobile Accessory





# LGU+ SUPERMATCHA Edition

Collaboration: LGU+ / Super Matcha(F&B) / Samsung Electronics(SLBS)

Category: F&B / Telecom





# LGU+ GARBAGE TIME Galaxy Z-Flip5 Edition

**Collaboration:** LGU+ / Naver Webtoon / Samsung Electronics(SLBS)

**Category:** Webtoon(Comics)







# TOILETPAPER Galaxy Edition

**Collaboration:** TOILETPAPER / Samsung Electronics(SLBS)

**Category:** LifeStyle Brand / Creative Studio / Art Magazine





# StrayKids Galaxy Z Flip5 Special Edition

Collaboration: JYP(K-pop) / SLBS / Samsung Electronics

Category: K-pop agency / Tech-wear Platform



# StrayKids Light Edition



# StrayKids Buds Edition





# StrayKids Galaxy S24 Special Edition

YOU MAKE  
STRAY KIDS STAY

