

PHINETWORKS

Company Introduction

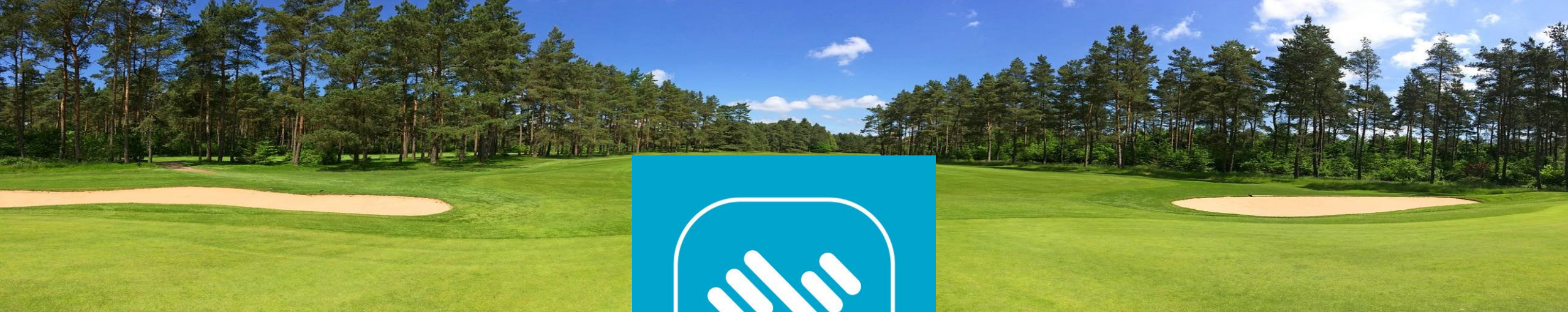
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2020



Outline



1. Company overview
2. Company history
3. Patents and intellectual property
4. Teams introduction
5. Product portfolio
6. Outsourcing and distribution network
7. Online presence and tradeshows
8. Road map



Phinetworks

- PhiNetworks was founded in 2008 with a mission to continuously explore ways to connect people through technology with a forward-thinking attitude.
- We specialize in Sports Technology, developing golf games, contents and golf simulation devices.

1. Company overview



Founder and CEO

Kim Young Hun is the founder and CEO of PhiNetworks and his passion and love for golf form the basis around which the company operates and continues to strive forwards.



Industry

Golf Simulator, Family entertainment, IoT and Wearable device, Sports Game Application



Main products

Application: PhiGolf, Golf Navi, Swing Analyser, NFC Golf, Golf Booking Manager

Wearable: PhiGolf, home golf simulator

Data Base: 60.000+ Worldwide Golf Course Map Data



Employees

Management & Business: 10

Development: 6

Overseas agent: 4



2. Company history

SAMSUNG



Distance Measurement and Voce Caddy App

Prior to 2012, Phinetworks has developed several Golf-Help Apps including Distance measurement and Voice Caddy Apps



2012

Golf Navi Launched

Launched "Golf Navi" Samsung Galaxy Gear S Series. Phigolf conceptualization took place



2013

Samsung Premium Partner

Launched "Golf Navi" Samsung Galaxy Gear S2. The highlight of this year is that Phinetworks has become Premium Partner of Samsung, developing and providing Golf Navi for Samsung users



2015

Phigolf Launched

Phigolf Kickstarter Campaign 400% success rate
Officially launched Phigolf in Korea
Exhibited Phigolf at World IT Show 2017
Received "Hi Seoul Award"



2017

2. Company history



Signed contract with Topgolf Media

Exhibited during CES 2018, Las Vegas
Phigolf Makuake crowd funding campaign 5200% success rate
Launched 'Golf Navi' for Samsung Galaxy Gear S4
Upgraded motion sensing algorithm of Phigolf
Licensing contract signed with Topgolf Media
Partnership talk initiated with Trugolf USA

2018

Launched Phigolf WGT Edition globally

Successfully raised funds (over \$200,000) on Kickstarter
Integrated Phigolf with World Golf Tour (WGT) by Topgolf
Phigolf WGT Edition launched globally in June
Signed OEM agreement with Trugolf USA
Developed several distributors and launched Phigolf WGT Edition on Amazon USA

2019

Phigolf on Amazon and Apple TV

Launched Phigolf App on Amazon Fire TV, Apple TV
Integrated with Amazon Alexa
Participated in PGA Merchandise Show in Orlando

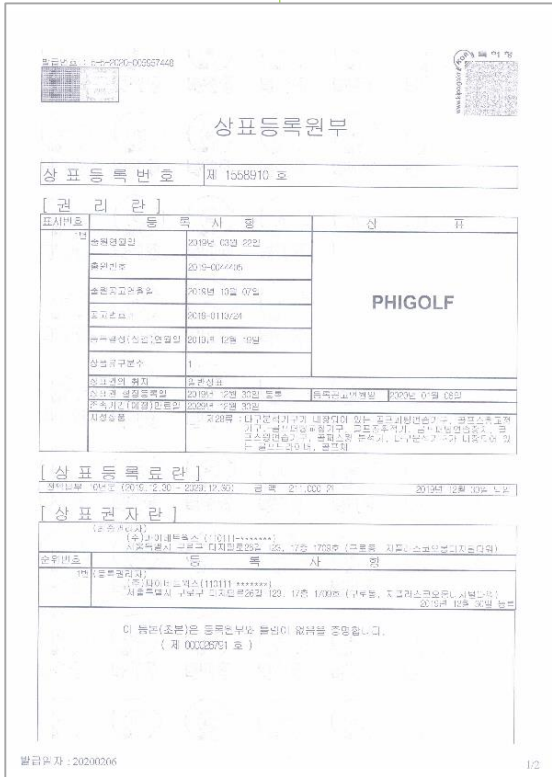
2020

3. PhiNetworks patents

	Patent information	Applied date	Application ID
1	Integrative golf score recognition method and system to provide various supplementary service including handy cap management.	2008	2007-57741
2	Golf distance measurement method that takes in to account altitude difference.	2010	10-1169851
3	Virtual golf simulation apparatus and method	2012	10-2011-0009895
4	Golf setup recognition method for mobile golf simulators	soon	
5	Practice Swing Recognition method for mobile golf simulators	soon	

3. PhiNetworks IP status

- 4 trade mark registered in Korea
- 1 trademark registered in China
- 2 pending trade mark in US



Korea registered patents-2



Intellectual Property Registry-1

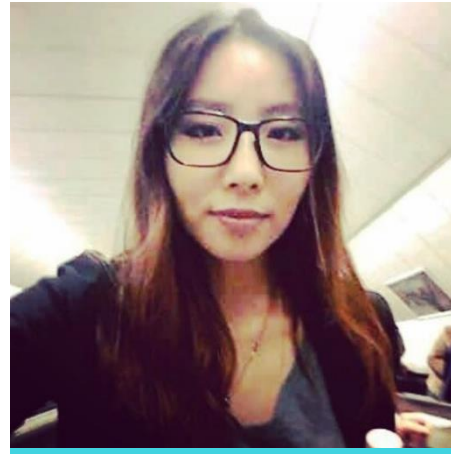


4. Business team



Young Hun Kim

Founder and CEO



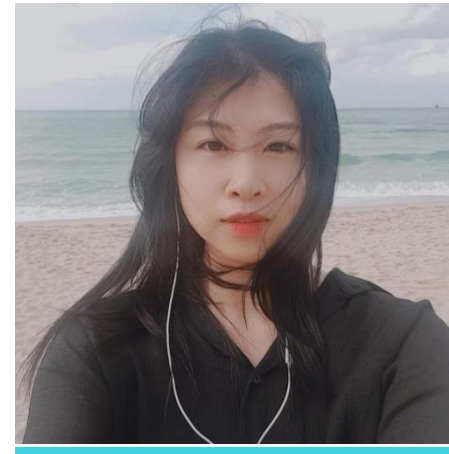
Tseren Chimed

Business planning



Cindy Jun

Global marketing manager



Grace

Domestic marketing

- Former founder of 2 successful start-ups, IT professional
- Developed real-time Stock Price Publishing system for Korean Stock Exchange
- Worked at major banks (Citi & Woori)
- Financial Analysis & Planning
- BA in Business Management & MA in Economics

- 14 yrs. experience in Marketing Strategy planning
- BA in Hotel Management and MBA specialized in Marketing

- 10 yrs. of professional marketing experience
- Planning and execution
- Building partnership

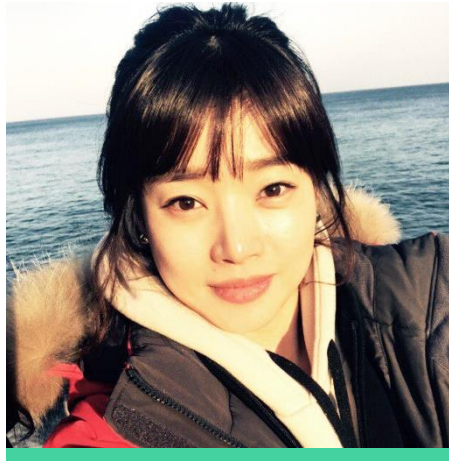
4. Operations team



Charles Lee

Chief Operations Manager

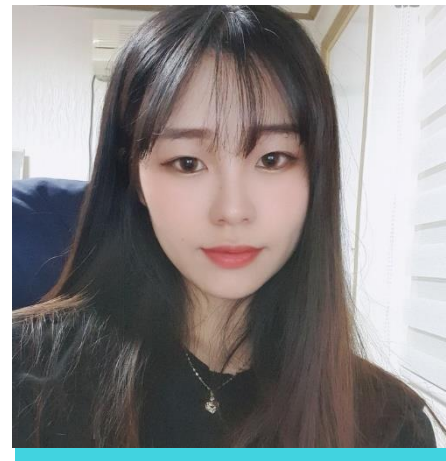
- Supply Chain and Inventory management
- Overseas certifications, testing, and manufacturing
- Order processing



Sonya Kim

Accountant

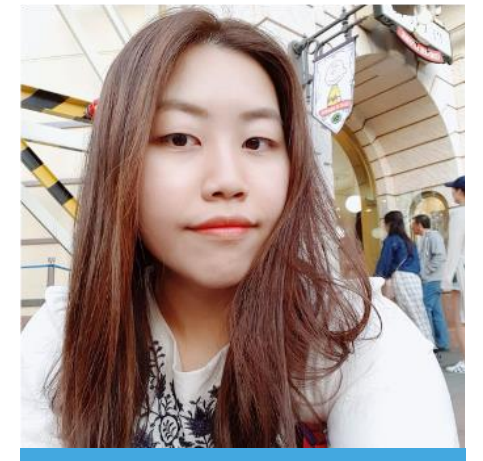
- Accounting & tax professional
- Supply Chain and Inventory management
- Management and Operations Support



J Jin

Management support

- Registered +30,000 World Golf Course Map in Golf Navi
- Golf Navi & Phigolf CS
- Operations and development support



Stella

Designer

- +3 yrs. of professional design experience
- App UI/UX design and content planning
- Marketing materials design

4. Development team



Joanne Yun

R&D Director and CTO

- +28 yrs. of development experience
- Developed Korea's first online logistics info management system



Gil Kim

Developer

- Lead developer- Phigolf App
- Professional game developer
- Winner of video game contests



Tsalmeg Tseveendorj

Senior Engineer

- Brain behind Phigolf motion detecting technology
- Device and sensor programming
- Digital signal processing, math & physics analysis



Kevin

Game developer

- Master's degree in Computer engineering
- Sub developer for Phigolf App
- Professional game developer



Ash

Game developer

- Software engineer

5. Our product portfolios

Golf Navi



- GPS powered automatic golf navigation app that supports smart watches (Apple Watch, Android Watch and Samsung Gear) and smart phones (iOS and Android). The app provides distance measurement, altitude and green view

Phigolf WGT Edition



- Multi-platform golf simulation App and device set. Sensor attaches to the back of any club, providing swing analysis and realistic golf game play.

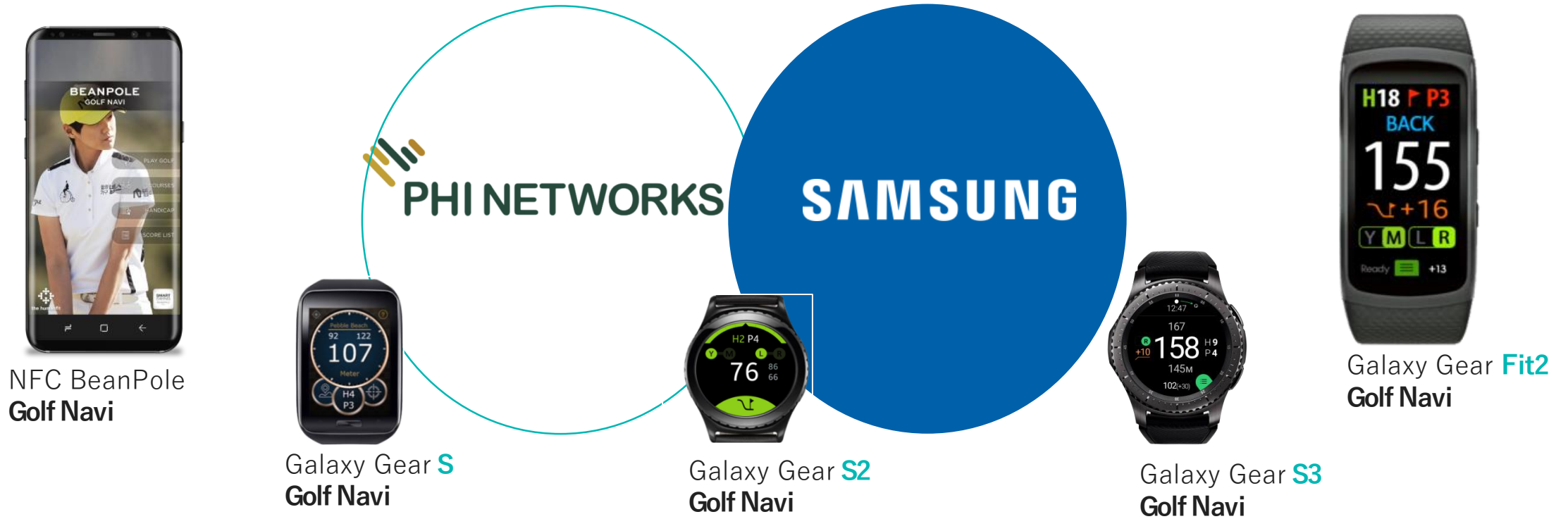
+60,000 World Golf Courses



- Phi Networks owns map data of over 60.0000 golf courses around the world, making Phinetworks world's largest Golf Course Map Database owner.

5. Golf Navi

- As a **premium partner of Samsung**, Phinetworks has been developing **Golf Navi for Samsung Gear Series and Galaxy series** for over 7 years since 2013. Golf Navi is also **available on iPhone** and **Android** Phones.



 **500K+**
(Korea 200K+)

 **+2000**
Daily users

 **Multi Platform**

 **60,000+**
Courses

+ **Swing**
Analyze,...

5. Phigolf WGT Edition

- In 2018, PhiNetworks **signed contract** with Topgolf Media to integrate their stunning-graphics game with its state-of-the-art motion sensor.
- As a result, in **June 2019, Phigolf WGT Edition was launched** worldwide.
- With **one motion sensor** and **two great golf simulating Apps**, Phigolf WGT Edition is the most sought simulator on the market.
- While **Phigolf App provides training** opportunities with its 3D swing analysis, **WGT app brings world-famous real golf courses** at your finger tip.



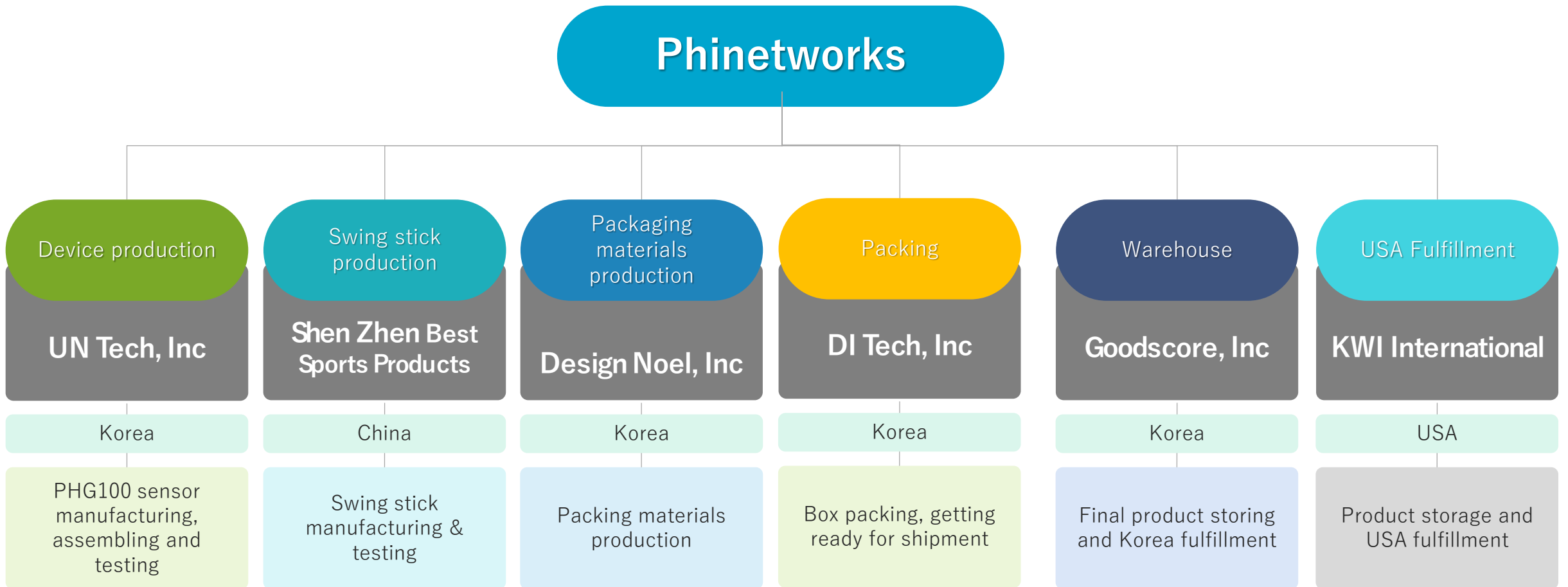
5. World golf course map

- Acquired over **60,000 Golf Courses Data** Worldwide (99%)
- Selected as **“Smart Golf Innovator”** business in 2008 by Korean Government
- Reached **1,000,000 members** worldwide (Domestic 300k + Overseas 700k members)
- Executed **Golf Scientification Project** by ministry of SMEs Korea in 2010

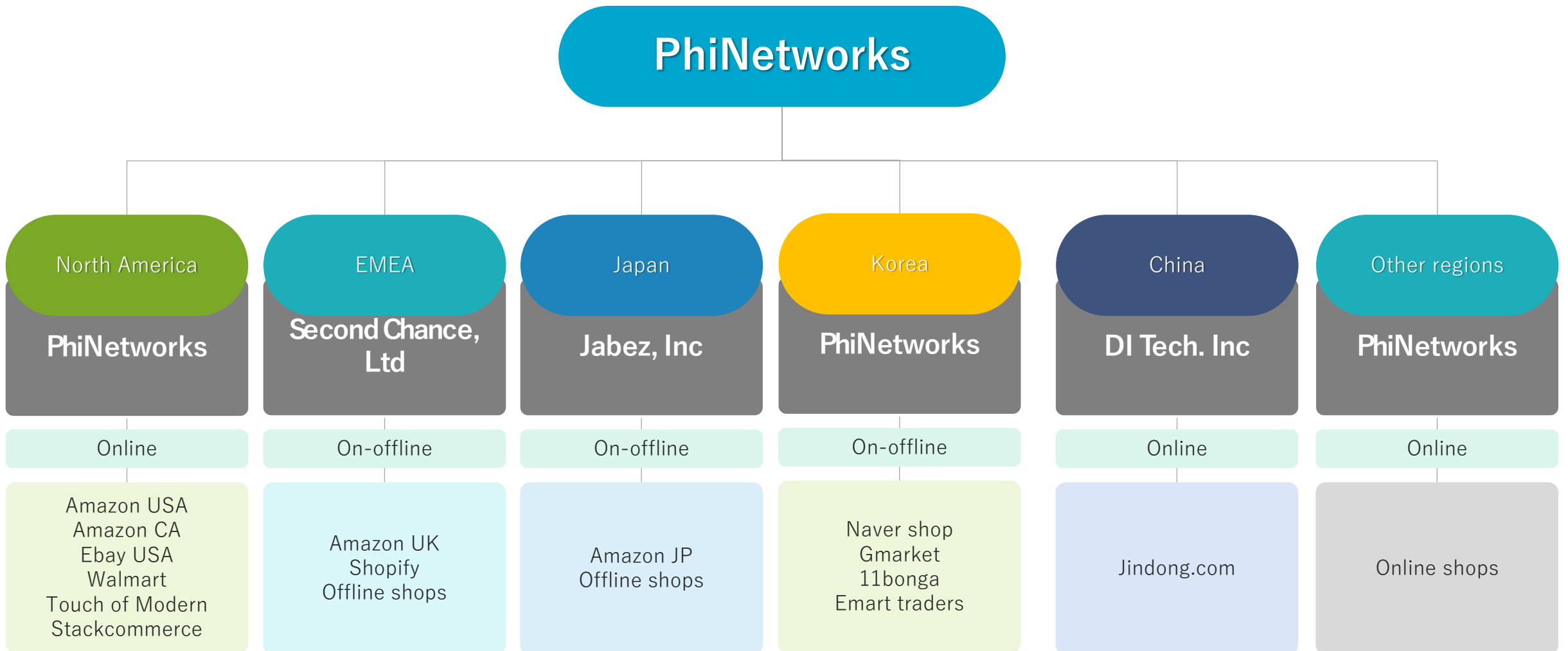


6. Outsourcing functions

- **R&D, Product development, Management and Marketing** are all conducted **in house**. Other non-essential functions are outsourced to specialized companies.

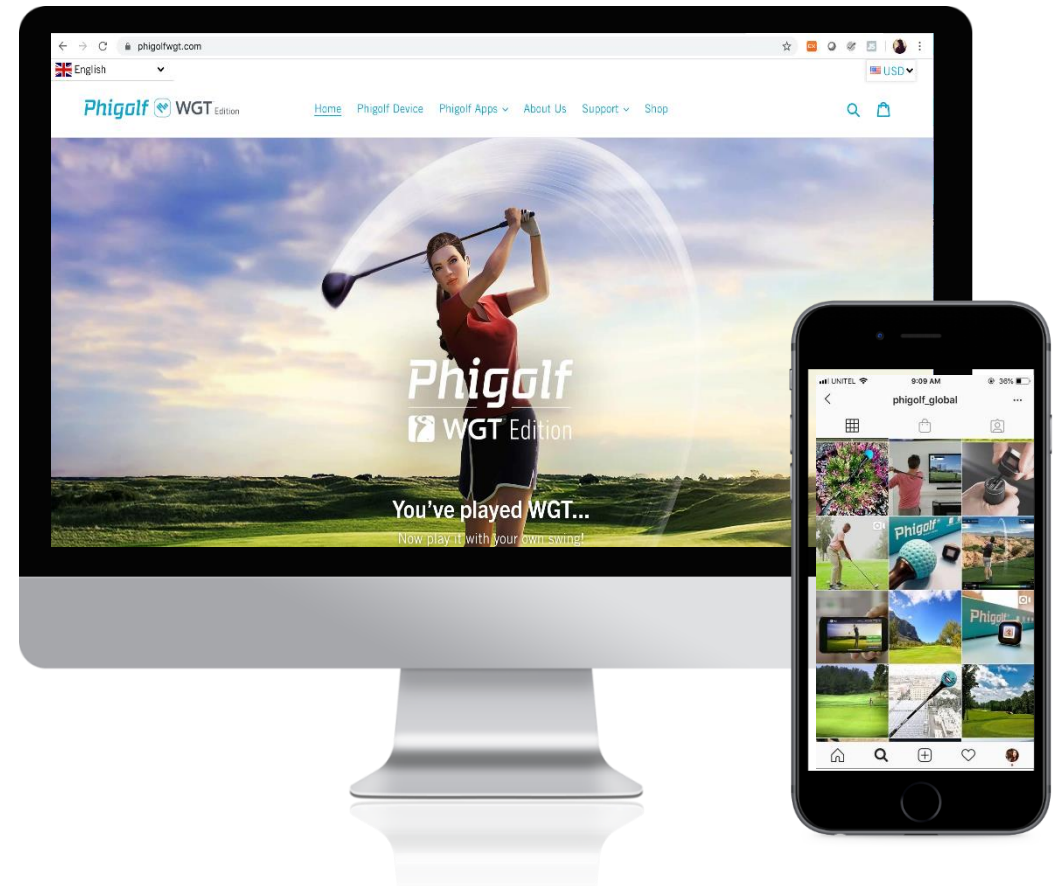
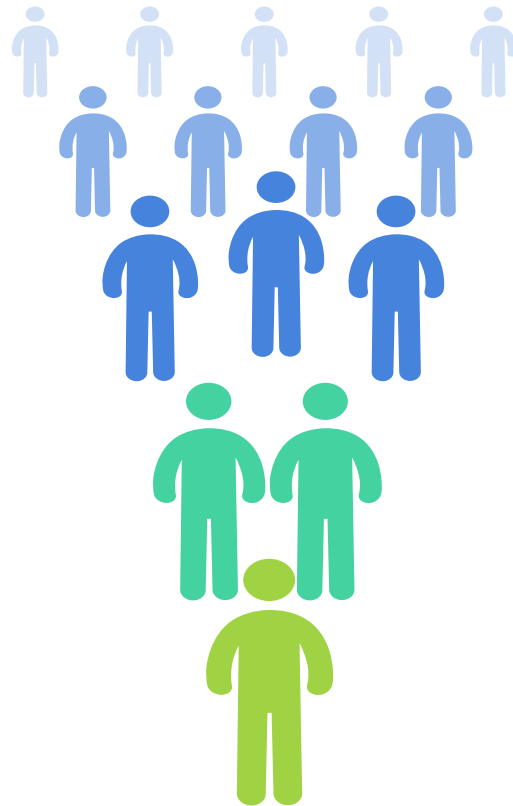


6. Distribution networks



7. Online presence

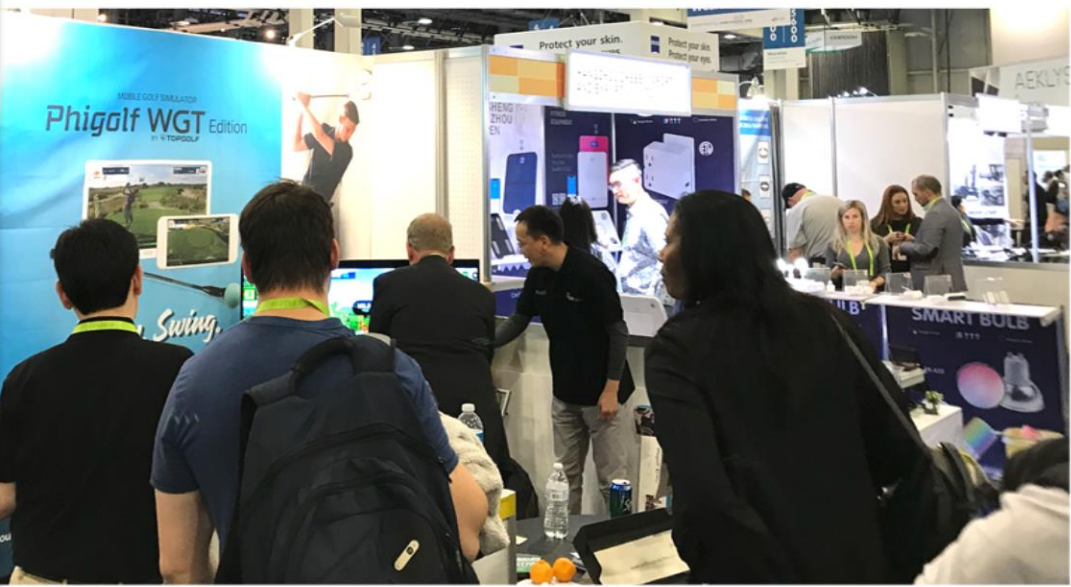
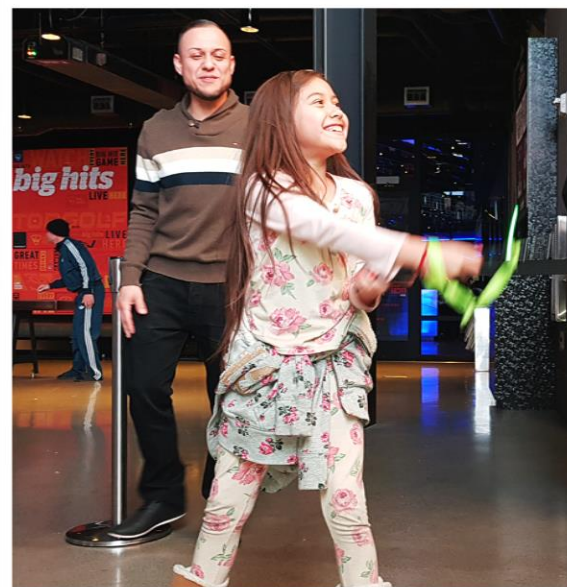
- Phinetworks has built **strong online presence** over the past few years which enables **faster communication and active engagement** with our customers. We work with **professional Social Media Management companies**.



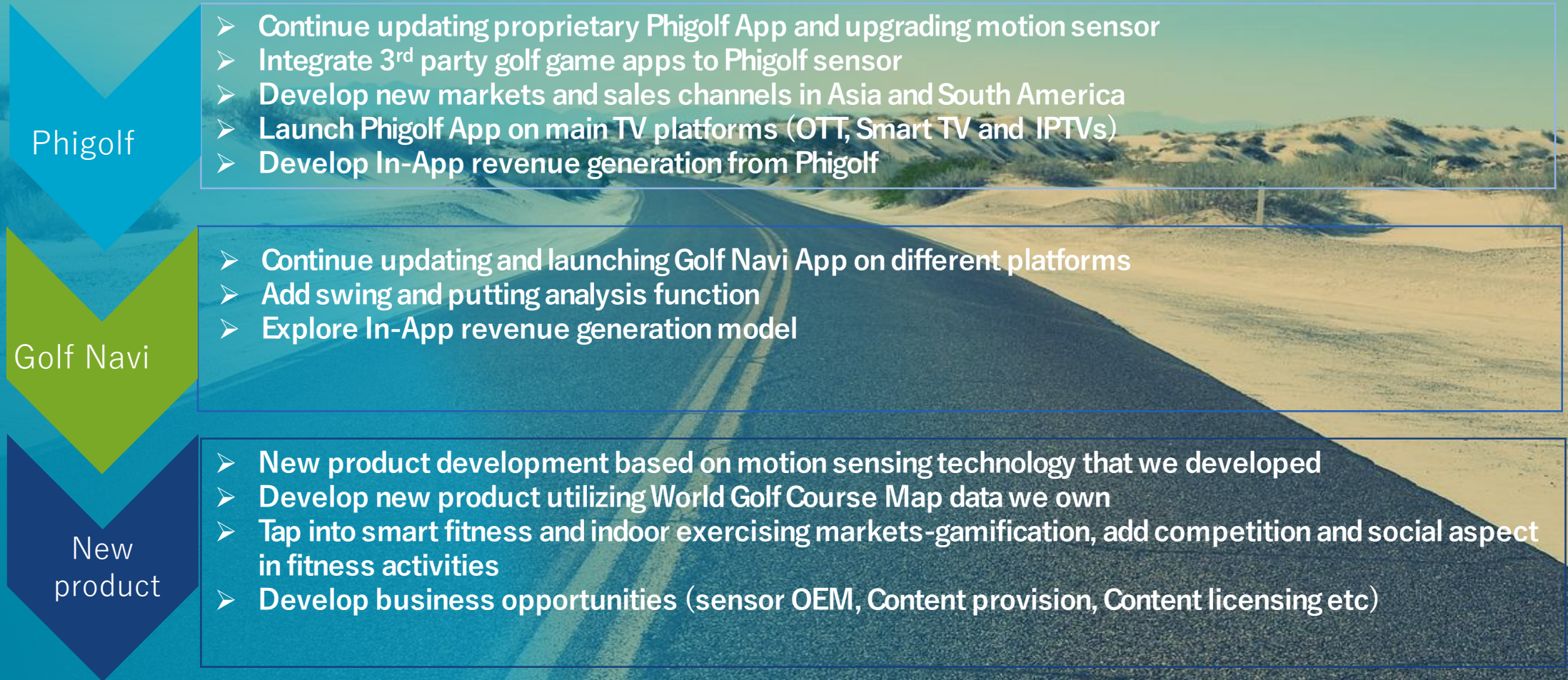
7. Phigolf at PGA, CES and TPC



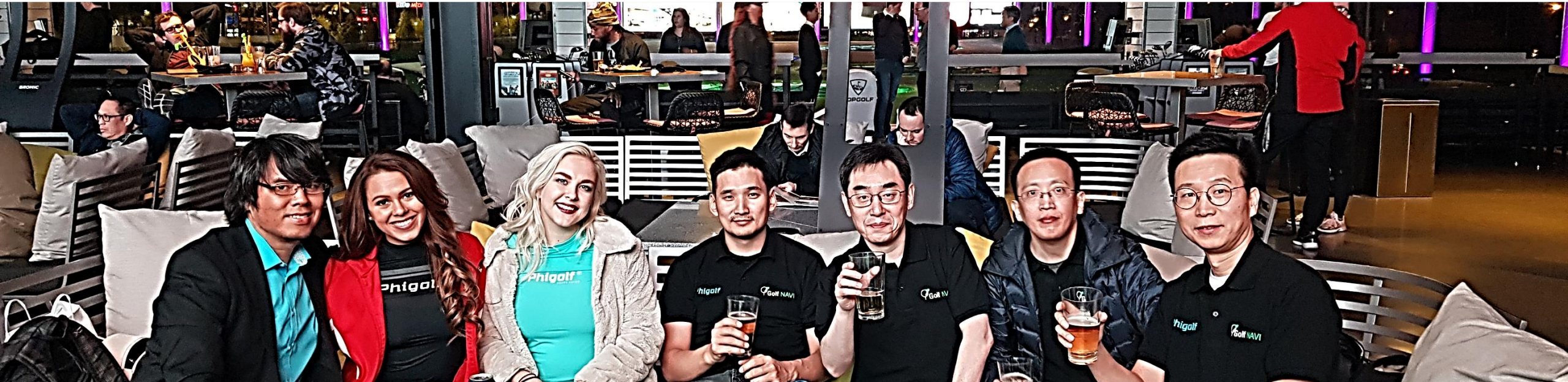
7. Phigolf at PGA, CES and TPC



8. Road map



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