

COMPANY PROFILE

SmartreumbangE Inc.
[Solutions for Living]



Contents

Company Overview

- Current State
- History
- Organization Chart
- Vision & Mission
- Awards & Certificates
- Global Network

Business Overview

- Field of Business
- Business Strategy
- Product
- Major Clients

Contact Info

Current State

Company name	SmartreumbangE, Inc.
C.E.O.	Haejin Youn / Sangwoo Bae
Since	Dec 19 th 2018
Headquarter	#M104, R&DB Center, 50, Gamasil-gil, Hayang-eup, Gyeongsan-si, Gyeongsangbuk-do, Republic of Korea
Corporate Laboratory	#107, R&DB Center, 50, Gamasil-gil, Hayang-eup, Gyeongsan-si, Gyeongsangbuk-do, Republic of Korea
Type of business	Manufacturing, Retail and Wholesale, General living goods and Trade

History

2018

06.01 SmartreumbangE. Inc Founded
11.23 National Assembly Speaker's Award for Life Innovation
12.13 SmartreumbangE. Inc incorporation of a corporation

2019

01.08 Participating in CES2019
01.23 Participating in THIS2019
02.26 Participating in MWC2019
03.14 Establishment of a research and development
03.26 Selection of venture companies

07.09 Participating in Rise2019
08.21 4th Industrial Start-up Venture Business Support Project
09.26 Establishment of Corporate Research Institute
10.11 2019 Excellent Design (GD) Award Selection

2020

01.07 Participating in CES 2020
01.10 BBC, Associated Press Product Introduction
04.20 Selection of Technology Development & Product Test Purchasing System
06.30 Japan Export (equivalent to USD 13,600)
10.26 US West Export (equivalent to USD 6,800)

History

2021

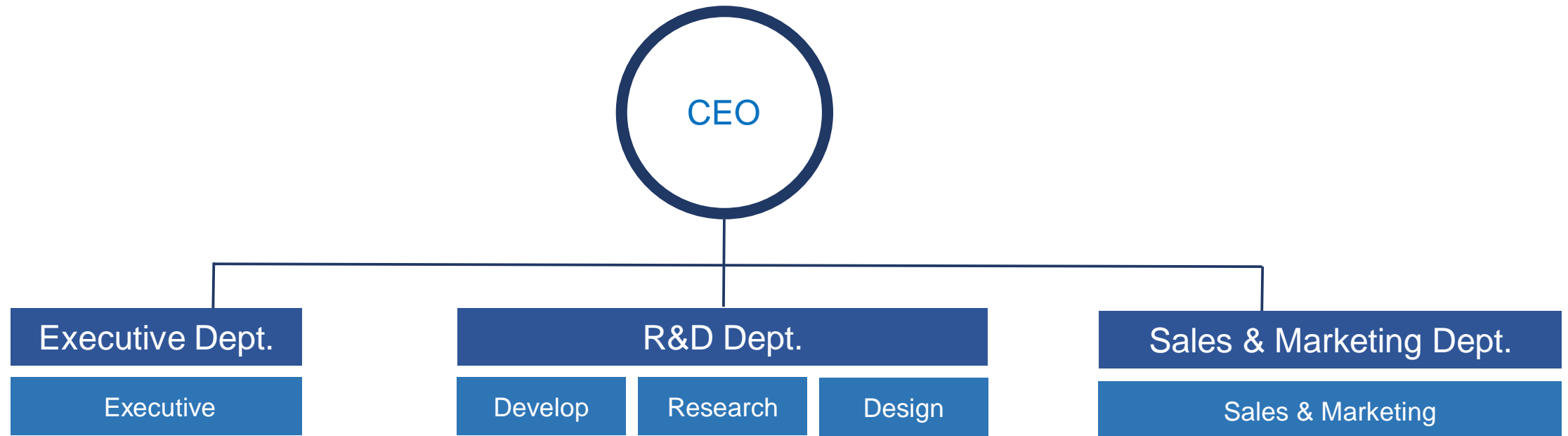
- 03.01 Launched Multipurpose shoe care appliance 'Capsule S'
- 03.08 Registered in Gyeongsangbuk-do Export Enterprises Association (GEEA)
- 05.24 Selection of Prospective Design-Driven Company
- 08. Japan Export (equivalent to USD 6,700)
- 09. Selected as a Prospective Design-Driven Company by Korea Institute of Design Promotion (KIDP)
- 09. Selected as a Global Living Brand by Korea Institute of Design Promotion (KIDP)

2022

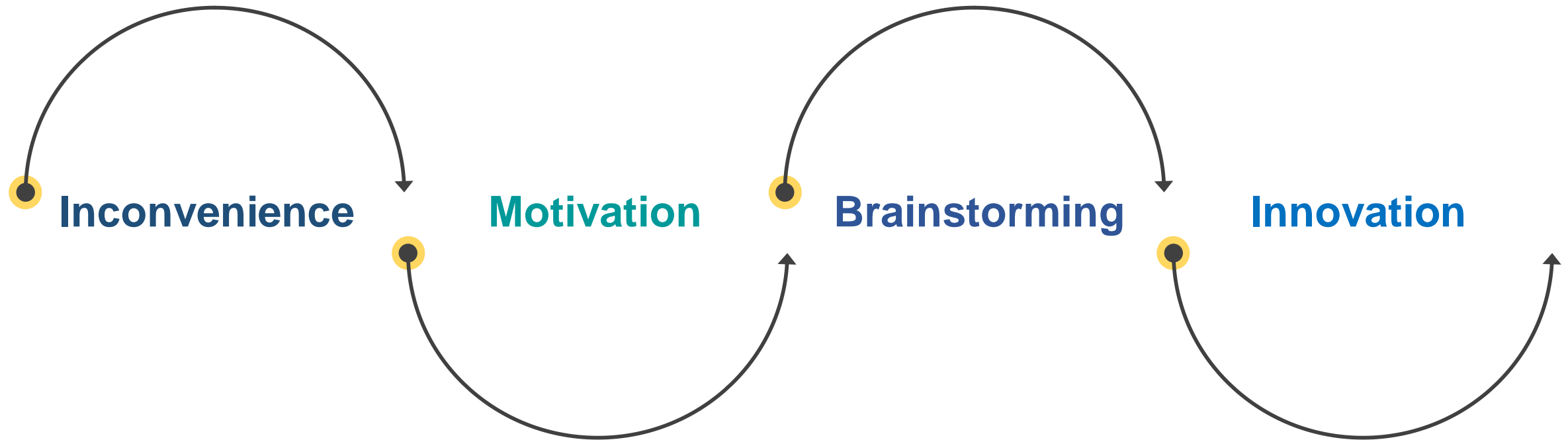
- 01.05 Participating in CES2022
- 01.11 Launched Multipurpose shoe care device 'ShoeB'
- 01.20 Selection of Kyungll University 11th Kollabo Exco
- 03.04 Signed Industry cooperation and recruitment agreement with Kyung-buk tech high school



Organization Chart



Vision & Mission



Change everyday inconvenience through analysis and brainstorming

Awards & Certificates

● Current Status of Intellectual Property Rights

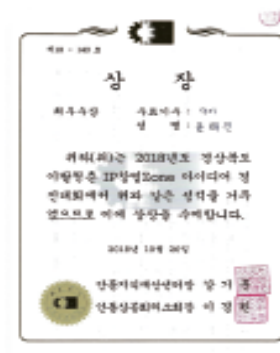
	Patent	Overseas Patent	Overseas Trademark	Design	Trademark	PCT	Total
Application	7	1	0	1	5	2	16
Registration	5	0	1	2	6	0	14
Total	12	1	1	3	11	2	30



2018 Life Invention Korea National Assembly Speaker's Award



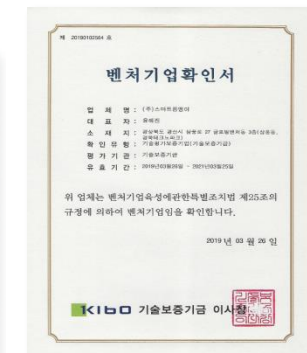
Patent



IP Start-up zone idea contest Award



Gyeongbuk Start-up Competition Award

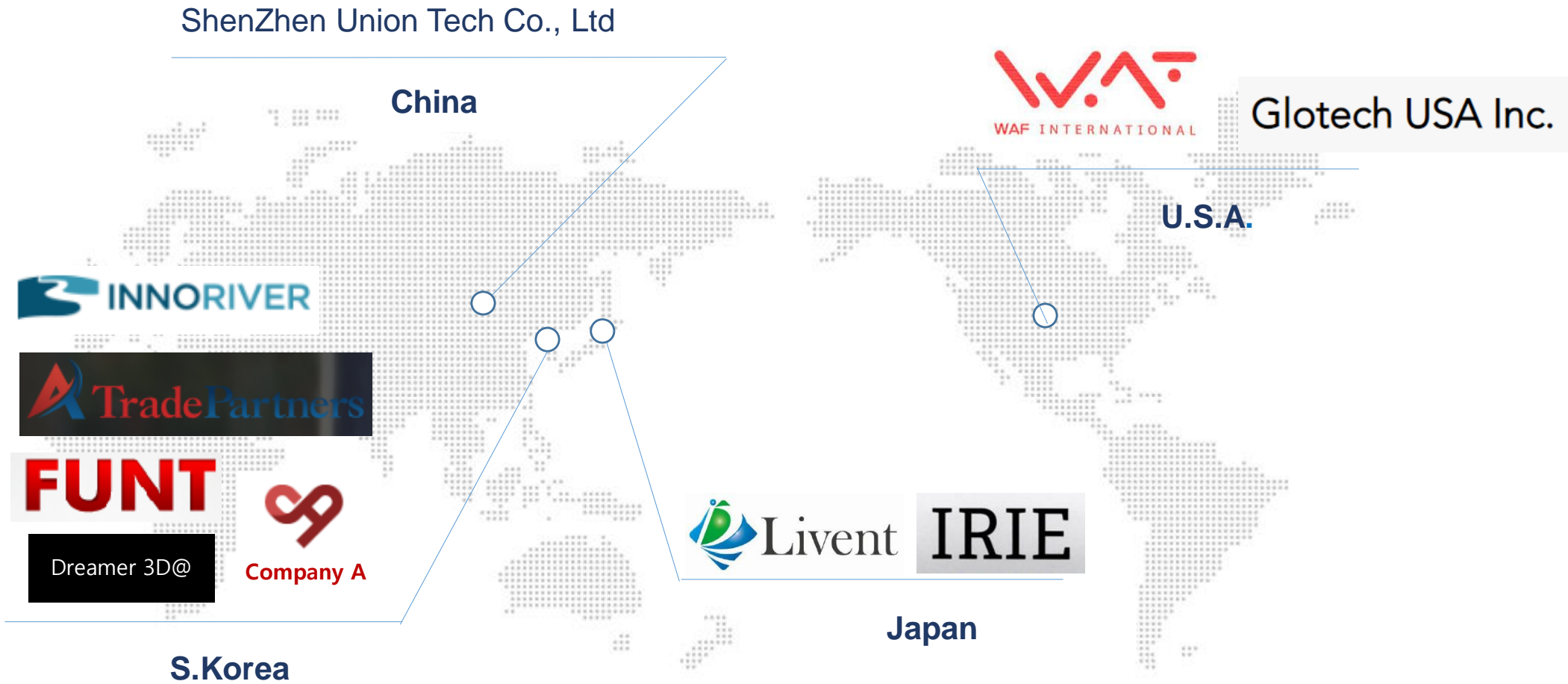


venture company

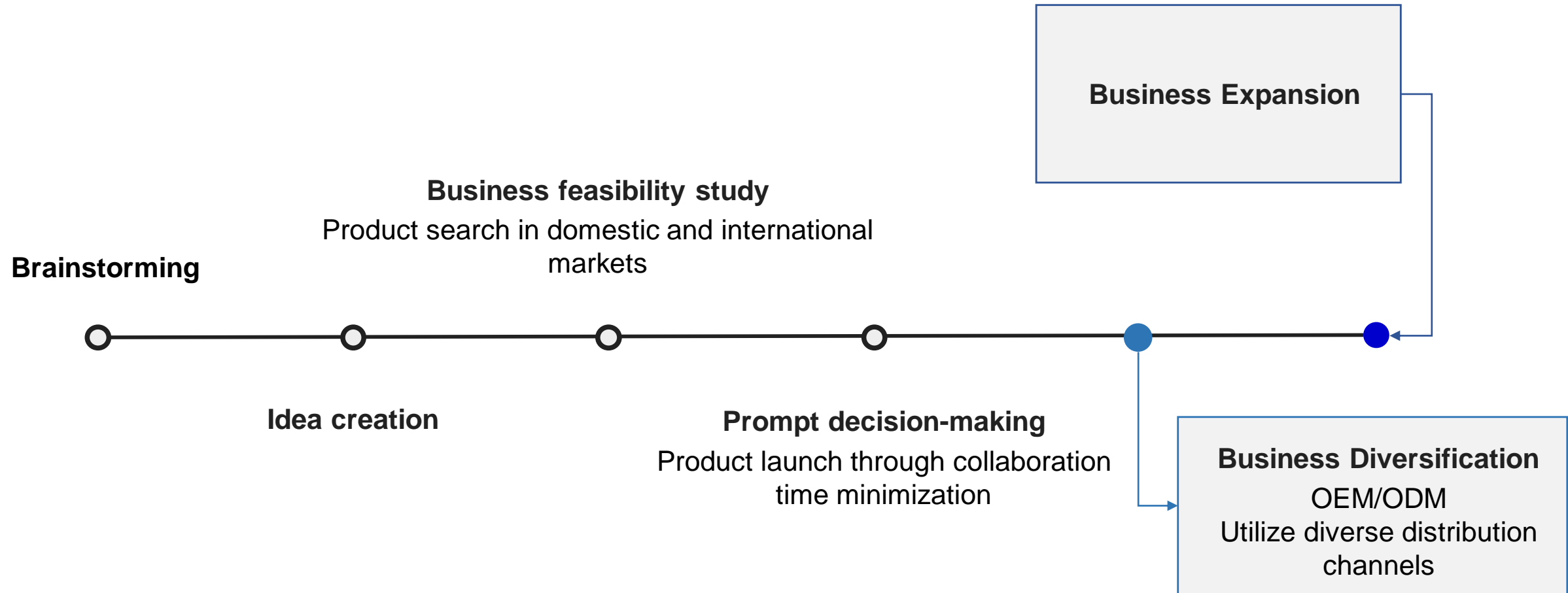


Corporate laboratory certificate of recognition

Global Network



Business Strategy



Field of Business

Home Appliance



Vehicle Equipment



Life Style



Health care

Product - Capsule S: Multipurpose shoe care appliance



Metal Green

- Inside of shoe is really humid due to sweat, rain and other environmental conditions.

Bacteria and viruses can cause foot odor and foot diseases.



Silver

- Capsule S helps us to prevent foot diseases and sterilizes various of bacteria which are occasions of foot disease.

It minimizes damage to shoes and provides a refreshing feeling of wearing because it sterilizes, dries, deodorizes a pair of shoes at once.



Metal Pink

- Especially these days people prefer to use hygienic management product individually.

Product - Capsule S: Multipurpose shoe care appliance

- Double sterilization

At The first round, it kills bacteria 99.9% using the hot air convection system.

Disinfection of residual bacteria and products themselves through secondary UV-C to prevent foot and skin diseases.

- Auto-mode

The humidity sensor checks the humidity of your shoes, after that it sets suitable time and operates automatically.

Reduce unnecessary operating time and increase efficiency!

- A pair of shoes at once

Capsule S can sterilize, dry and deodorize a pair of shoes at once.

- High-capacity battery

You can use it anywhere with built-in high capacity battery (Wireless: 5 times in half-hour mode)

- Good design product



Selected as the 2019 Excellent Design (GD) Prize (supervised by the Korea Design Promotion Agency)



Product - Capsule S: Multipurpose shoe care appliance

Multipurpose Sterilization kit

Sterilize your daily use belongings with our multipurpose sterilization kit.



<How to use multipurpose sterilization kit>



<Mask>



<Car key>



<Card>



<Smart phone>

Product - Capsule S: Multipurpose shoe care appliance

Intellectual property rights and certificates

Intellectual property rights

	Patent	Overseas Patent	Design	Trade mark	PCT	Total
Application	4	1	0	1	0	7
Registration	3	0	2	3	2	11
Total	7	1	2	4	2	16



Certificates

(South Korea, US, Japan, Europe, Australia / New Zealand)



Performance test certificates



Deodorization
99% or more

Sterilization
99.9% or more

Dry
96% or more

Pneumococcus
99% or more

[Sterilization test]

Escherichia coli, Staphylococcus aureus,
Salmonella, Bacillus, athlete's foot, pneumococci

Product - Capsule S: Multipurpose shoe care appliance

Online Stores_Review **Rakuten**



mono620 's
Men in their 20s
buyer Review post
2 cases

★★★★★ Five

I think the product quality is good and the deodorant effect is high.

▶ URL of this review



Hello Santa 0847 's
Men in their 40s
buyer Review post
2 cases

★★★★★ Five

How to use the product : Practical product / everyday use People who use the product: For myself Number of purchases: First time

We use for business shoes for commuting

The design is also good and the functionality is excellent. I made a good purchase!



Monkey-Rururu n_n 's
Women in their 50s
buyer Review post
3 cases

★★★★★ Five

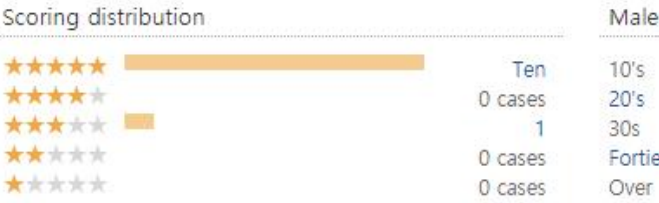
I like it

It arrived soon.
It is good because it is compact and does not take up space.
Above all, I was worried about the smell of my son's shoes in the athletic club, but I didn't.
I recommend it!



Comprehensive evaluation ★★★★★ **4.82** (11 cases)

price **17,600** yen Free shipping **買い物かご**



2020-12-24



Product - ShoeB: Multipurpose Shoe Care Device

ShoeB is the smallest(52*63.3*110mm) and the lightest(96.6g) shoe sterilizer.

Also it can be used as an air freshener and a portable sterilizer.



Product - ShoeB: Multipurpose Shoe Care Device

- **Can be used wirelessly for 4 hours**

We mitigated the hassle of recharging by designing it so that it can be used much longer than other wireless shoe care devices..

- **Double management of shoe odor**

After deodorizing the smell from shoes, it adds a pleasant fragrance to the shoes through the scent block.

- **Applicable to a variety of shoes**

With its optimized design, it can be used for diverse types of shoes, such as children's shoes, flat shoes, and high ankle shoes.

- **Ultra-small / Ultra-light**

Designed to be smaller and lighter, the world's smallest shoe care device makes shoe management easier.

- **C-type charging**

With the C-type charging method, you can conveniently charge it with an electronic charger that you already have.

- **Maximizing usability**

With the It can be used as an air freshener for shoe racks, closet, toilet, as well as for shoe care, it can also be used as a portable sterilizer.

Products - Carasol



- Simple installation on the car cuts off ultraviolet rays.
- Sunshades for vehicles that reduce vehicle internal temperature by **up to 60%**
- Protection of expensive appliances such as heat-sensitive navigation and drive recorders
- Protect vehicles from foreign substances such as bird droppings and fallen leaves
- Can be used as a sunshades using an outdoor stand



Products – Warp-Fan

Cool water spray

- Maximize coolness with water spray with wind

Easy and hygienic water charging

- The water charging entrance is located at the top of the product and this part makes it easy to charge and clean.

Increased portability with handle attachment

- Good portability with small size and light weight handle

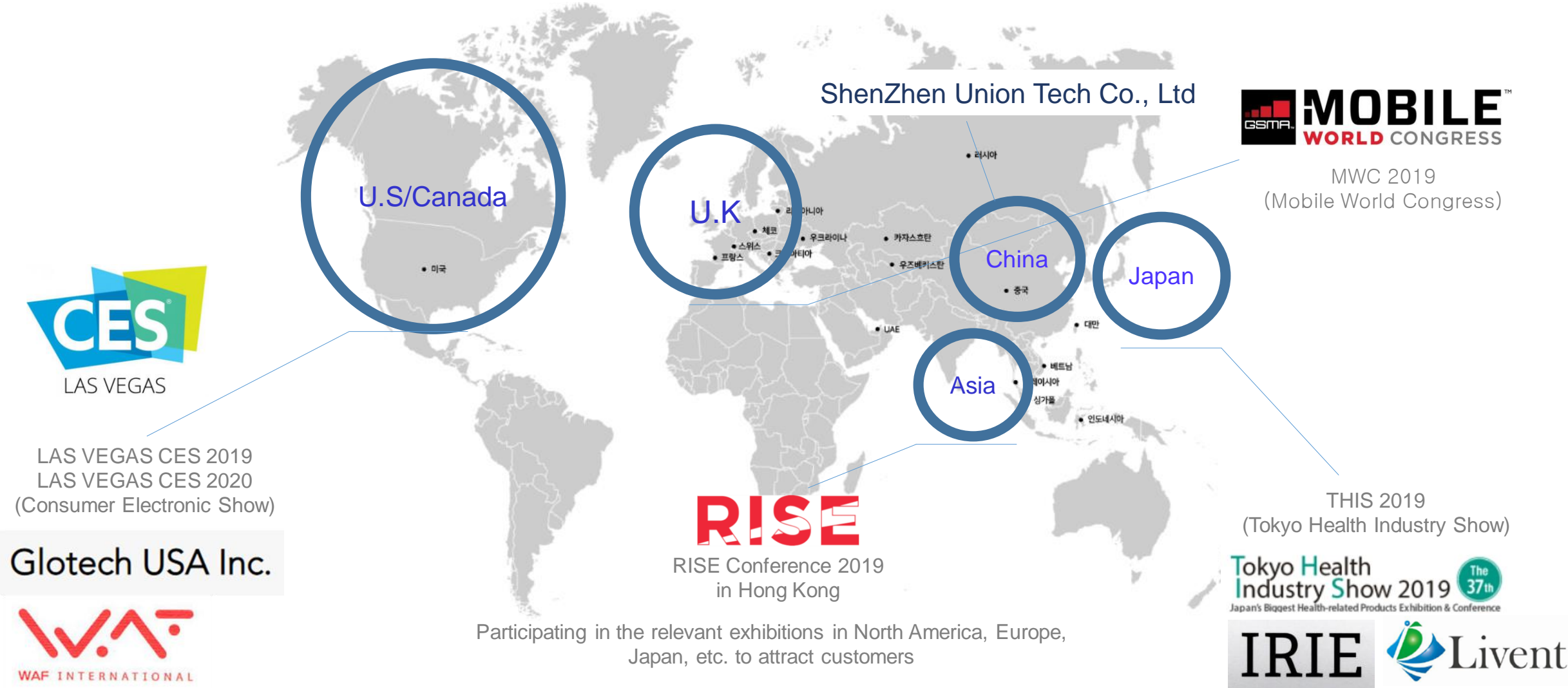
Soft & atmospheric mood light

- Can be used in hot summer, dark night as fan, spray, and mood all at once.



Major Buyers & Clients

There are high possibilities of demand for shoes drying and sterilizing machines.
Development of sales channels are mainly in North America, Europe, Japan



Major Buyers & Clients

- We are discussing with many buyers who have participated in CES in 2019 and 2020, besides we introduced our products to global potential buyers on BBC and the A.P in CES. Also we have acquired potential buyers and clients in MWC 2019, RISE 2019, THI 2019.
- We have achieved overseas business through the crowd funding 'Kickstarter' which is popular in the U.S and have acquired American clients to proceed export sales to cooperate with GLO TECH and WAF.
- We have proceeded crowd funding in the representative crowd funding site 'Makuake' and have acquired Japanese clients and started export sales through 'IRIE' and 'LIVENT'.
- We have secured Australian clients through export sales with 'Thing Shop'.



Makuake

Major Buyers & Clients



Seoul, South Korea Product Design

\$11,937

pledged of \$10,000 goal

55

backers

Support

Pledge US\$ 139 or more

Kickstarter Special

Save \$60!

Shoe-Blast (est. \$199 MSRP)

INCLUDES:

- Shoe-Blast

ESTIMATED DELIVERY SHIPS TO

Sep 2019

Anywhere in the world

36 backers

Pledge US\$ 269 or more

Double Kickstarter Special

Save \$129!

Shoe-Blast (est. \$398 MSRP)



[업그레이드 앵글] 살균/건조/탈취 원스탑 신발 관리기 with 살균키트

테크·가전 | 주식회사 스마트룸뱅이

2497% · 24,976,778원

종료 · 성공

1355% · 13,550,000원

종료 · 성공

3894% · 38,943,000원

종료 · 성공

- We have achieved cumulative crowd funding USD 100,000 in South Korea and global crowd funding sites.
- We sell our product in Amazon, Ebay, Rakuten and Qoo10. We are going to expand our sales field and secure more clients.

Contact Info.



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