

The first domestic digital platform with AI based performance measurement capabilities

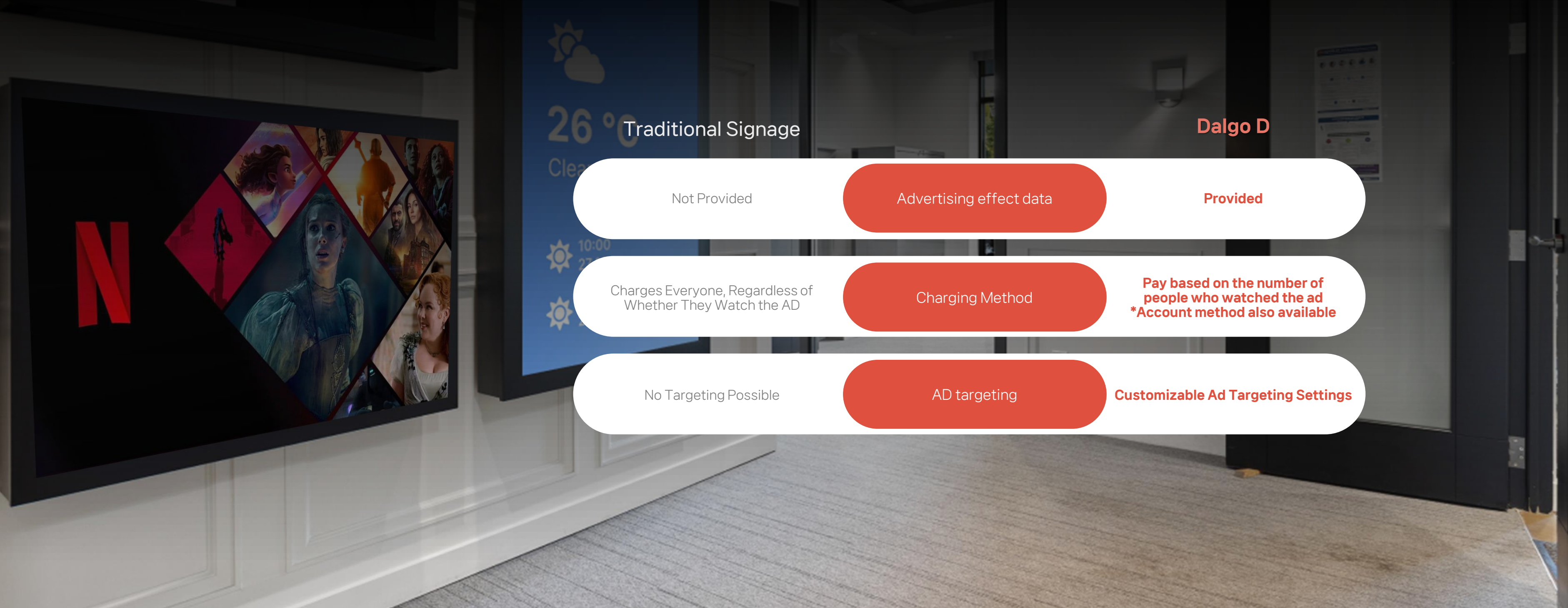
# Dalgo D





A New Concept in Outdoor Advertising Media, **Dalgo D**,  
Combines the AI-Based Advertising Effect Data Solution 'addd-i' with Digital Signage,  
Charging Only the Target Audience Who Watch the Ads.

Dalgo D is the first smart digital advertising platform in Korea, securing media in high-attention spaces where audiences with purchasing power gather and executing ads.  
By utilizing AI technology, optimized ads are delivered to visitors (exposed population), enabling efficient ad execution.



Traditional Signage

Dalgo D

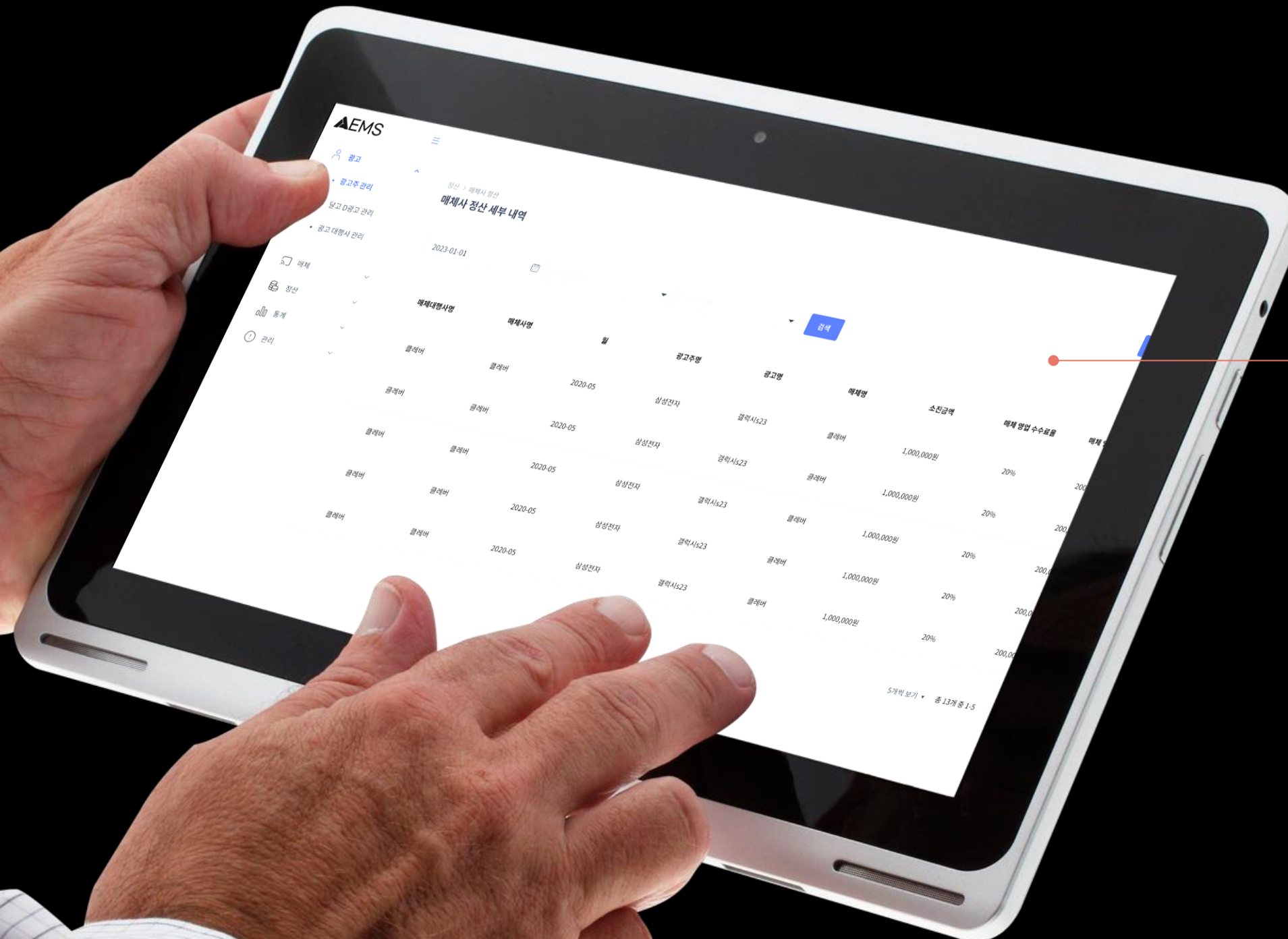
Not Provided	Advertising effect data	Provided
Charges Everyone, Regardless of Whether They Watch the AD	Charging Method	Pay based on the number of people who watched the ad *Account method also available
No Targeting Possible	AD targeting	Customizable Ad Targeting Settings



Advertisement management through the dashboard

## You Can Intuitively Monitor Advertising Effectiveness Through a Real-Time Dashboard.

AD Placement and Billing for 'Dalgo D Ads' Can Also Be Managed via the Dashboard.



① Client EMS Page Display Screen

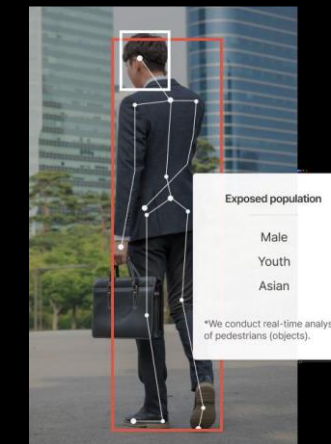
### Main Functions

- ✓ Settlement (Budget Execution – Spending (Remaining Balance))
- ✓ Statistics (Advertising Effect Analysis)

#### Analyzing the Exposed Population Using Artificial Intelligence Technology

Counting the Actual Visitors Who Watched the Advertisement  
A Reasonable System Utilizing the CPV (Cost Per View) Model for Charging Advertising Fees

Not Only Delivering Targeted Ads Based on Region and Industry Selection,  
But Also Allowing Daily and Monthly Budget Allocation for Individual Ads or  
Overall Campaigns,  
Enabling Efficient Ad Spend Management to Achieve Desired Exposure Levels.



Easy, Simple and Comfortable

# Fill Your Customers' Spaces with Your Brand

We Install Optimized Signage and Solution Equipment That Blend Seamlessly with the Environment and Space,  
Making It Convenient with Addd Directly Managing Advertising and Media Operations.

Main Target

## Clinic

Korea's first in-hospital AI digital marketing platform that  
advertises to customers (2060 high-end group) who visit  
the hospital for beauty/inner beauty services such as plastic  
surgery/dermatology/women's clinic/oriental beauty clinic.



High income level  
Customers with purchasing power



Currently about 70  
exposed to hospital



For beauty/plastic surgery/cosmetology  
Customers with high needs



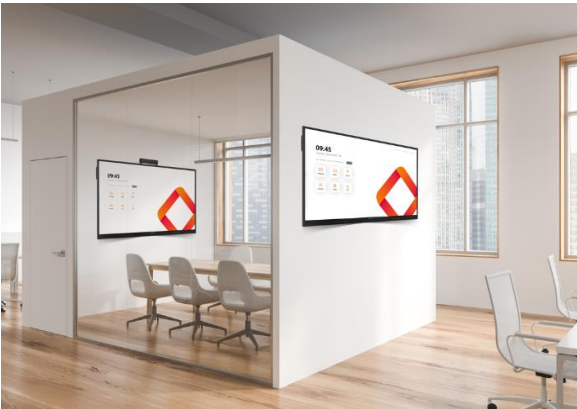
Visitors to the hospital  
More than 80% of female customers are  
between 20 and 60 years old.



※ 클리닉에 설치된 예시 이미지

Additional sites

We plan to expand by securing industries.



Office



Pub



Rapid scalability in key areas

We have partnerships with **key clinics in the Gangnam area.**

We have partnerships with 60 key hospitals in the Gangnam area, which has the largest population of high-income, high-spending women, and are moving quickly to expand to about 250 hospitals by 2025.



# Pay for attention!

## Thank you for your attention

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