

Dealicious Company Profile

2023.12

deal
dealicious

OUR MISSION

**To make the customer's business
easy and enjoyable**

OUR VISION

**K-FASHION
CHANGE MAKER**

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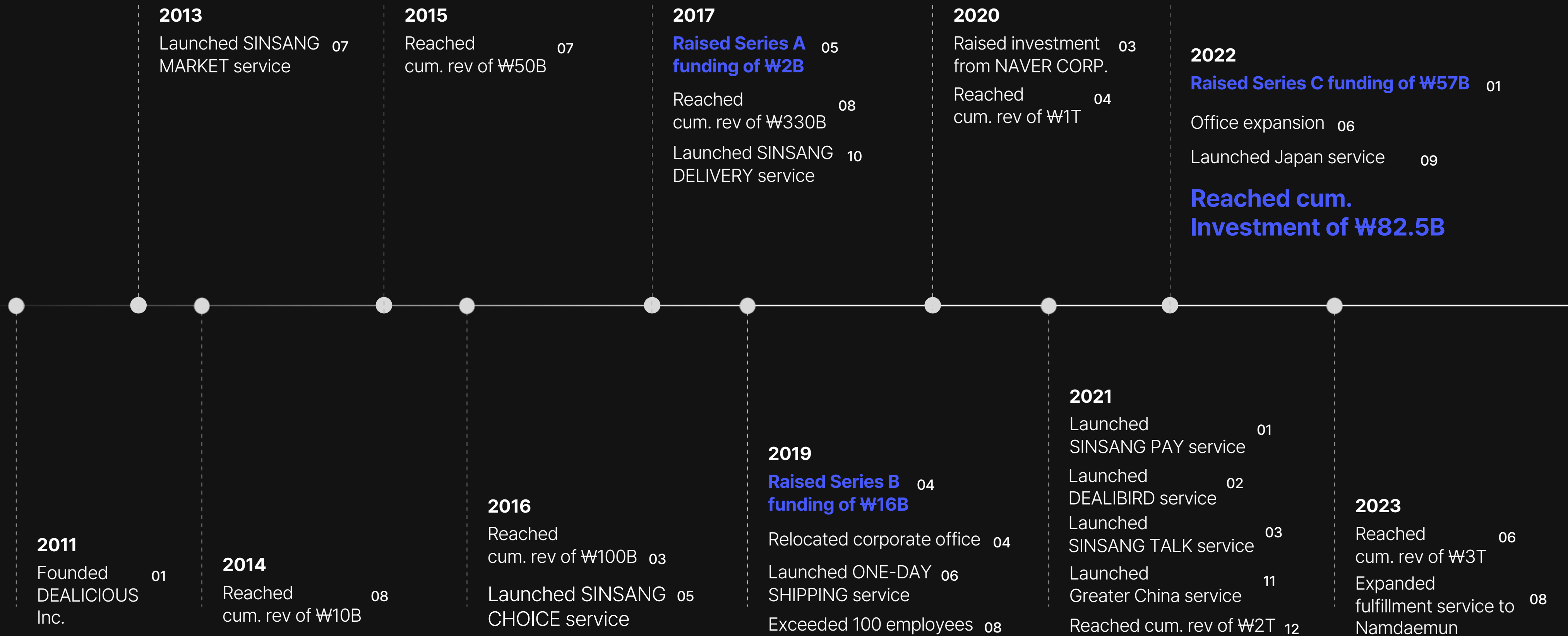
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01

OUR COMPANY

Dealicious provides services aimed at systematizing the value of Dongdaemun, the world's unique fashion cluster, under the mission "To make the customer's business easy and enjoyable." We are revitalizing the Dongdaemun fashion ecosystem by addressing the inconveniences experienced by customers in traditional retail practices.

Dealicious History



Dealicious Employees

Number of Dealians (As of Dec. 2023)

228

Voice of Dealians (Source: Dealicious Website)

“

We tend to swiftly embrace and implement user feedback. It's an organization truly dedicated to embodying the mission 'To make the customer's business easy and enjoyable.'

Kyung Woo Park | iOS Team

“

Dealicious is a progressive company where customer growth, company growth, and personal growth coalesce.

Seul Gi Han | Growth Team

“

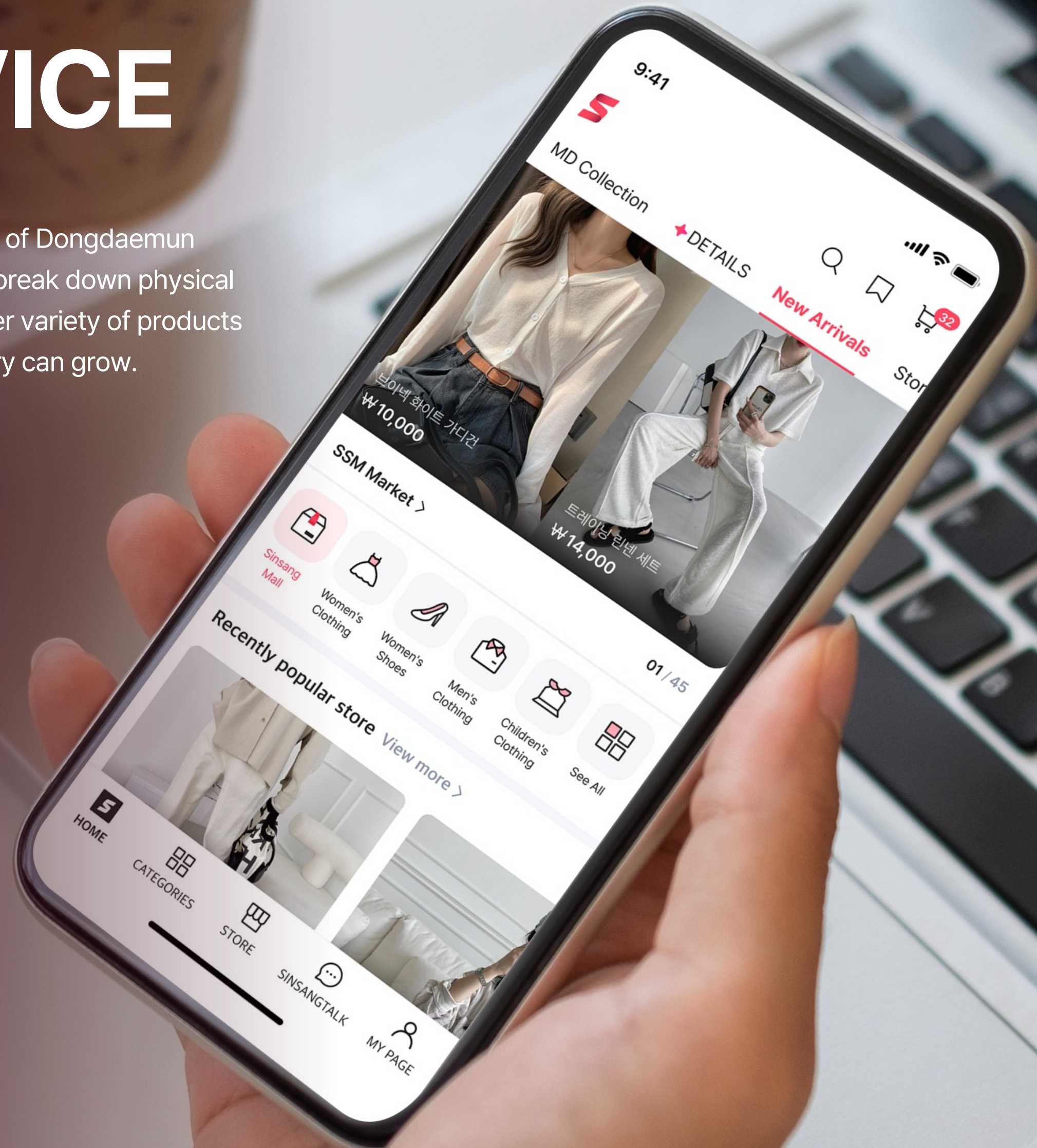
The greatest strengths of Dealicious are 'people' and 'autonomy'. Thanks to my responsible colleagues, I can focus more on my work.

Hyun Kim | Product Design Team



OUR SERVICE

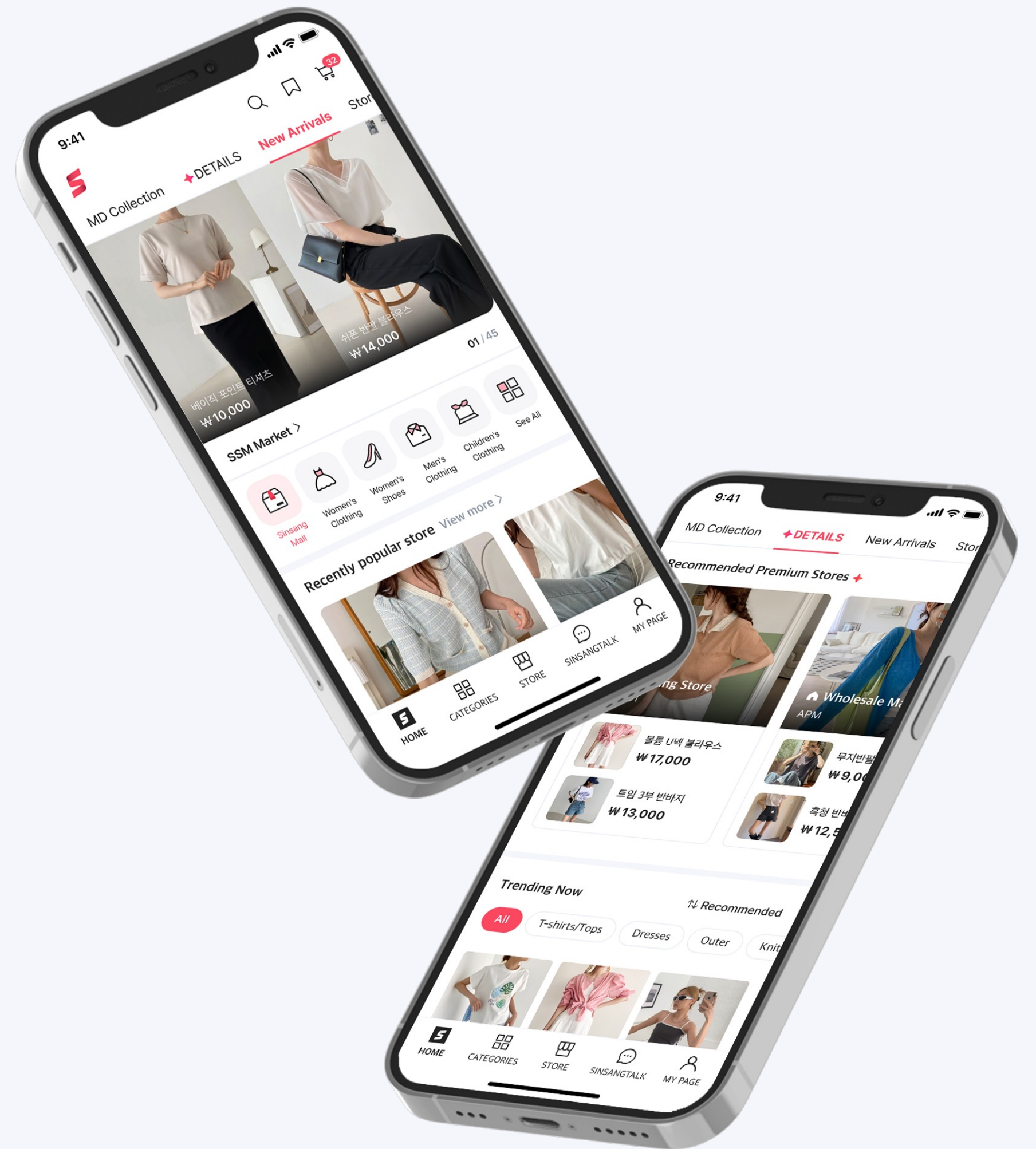
Dealicious has shifted the B2B transactions of Dongdaemun fashion industry, from offline to online. We break down physical limitations and create a space where a wider variety of products easily come and go, and the fashion industry can grow.



Sinsang Market

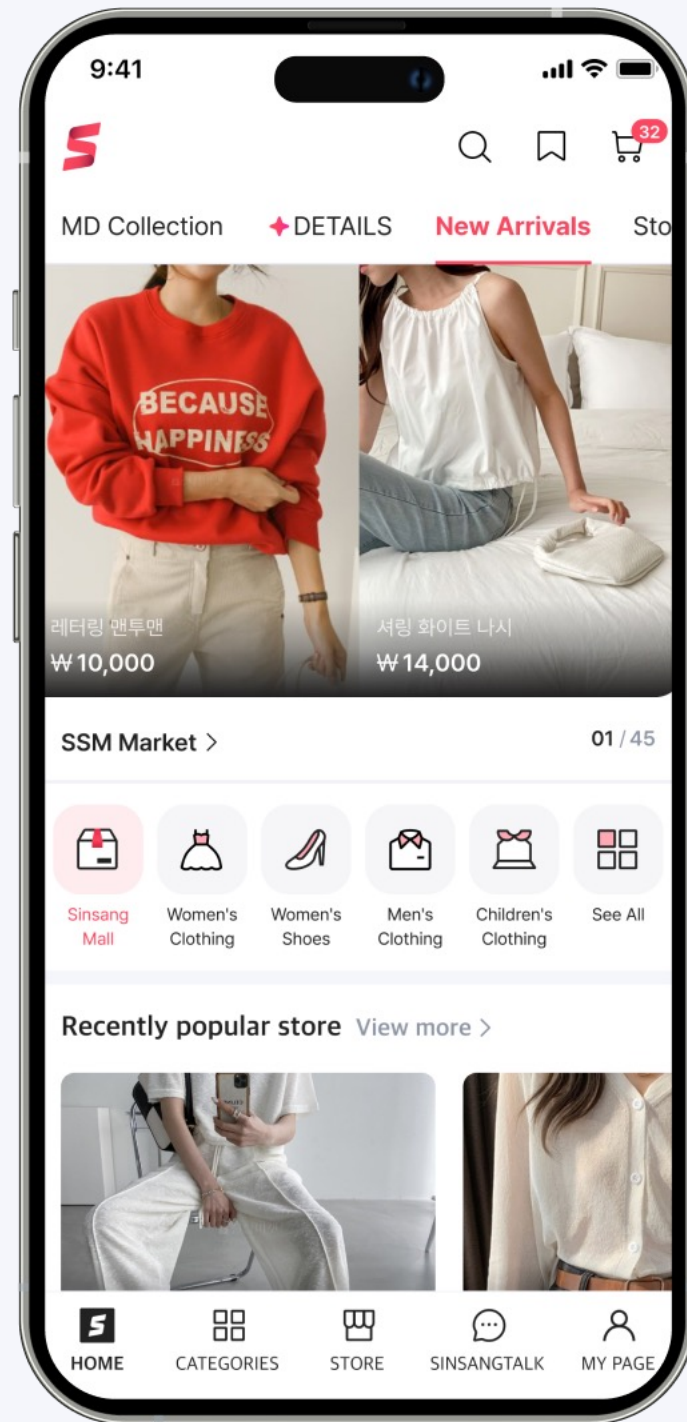
Meet K-Fashion from Home

Since its launch in July 2013, Sinsang Market has served as a platform connecting K-fashion wholesalers with both domestic and international retailers. Explore a curated collection of products uploaded in real-time and effortlessly source items that match your desired style without the need to visit the market in person.



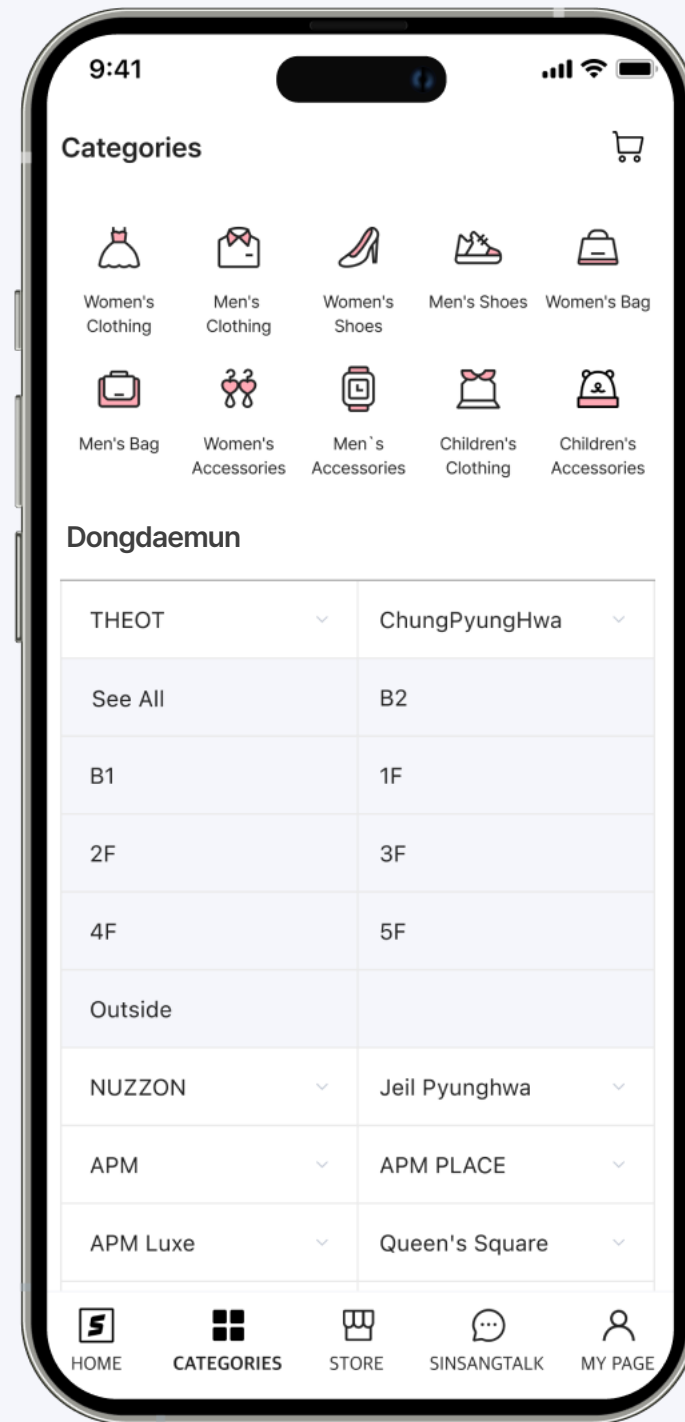
Key Screen Overview

Explore and Search for Products and Stores using Various Methods



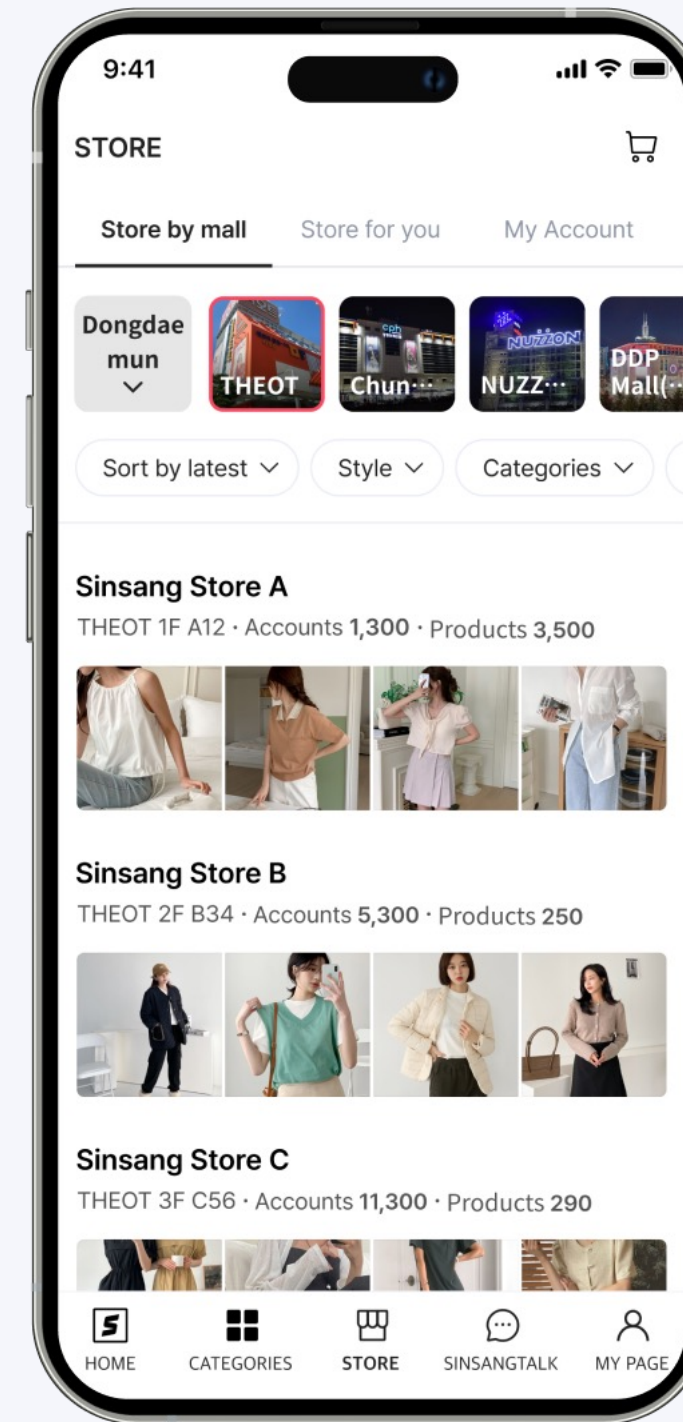
Home

Browse products uploaded in real-time at a glance



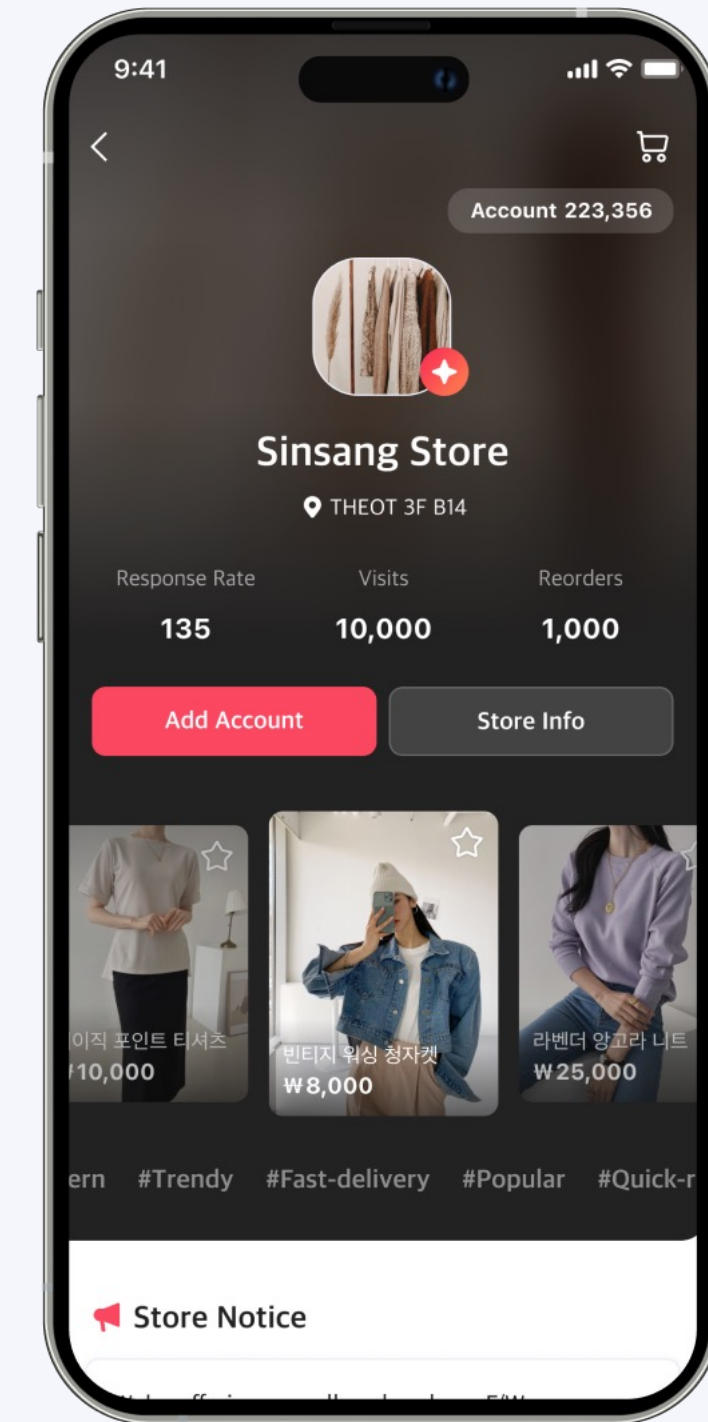
Categories

Utilize categorized sections by product or building for swift searches



Stores by Mall

Explore stores using various filters such as location, style, and category



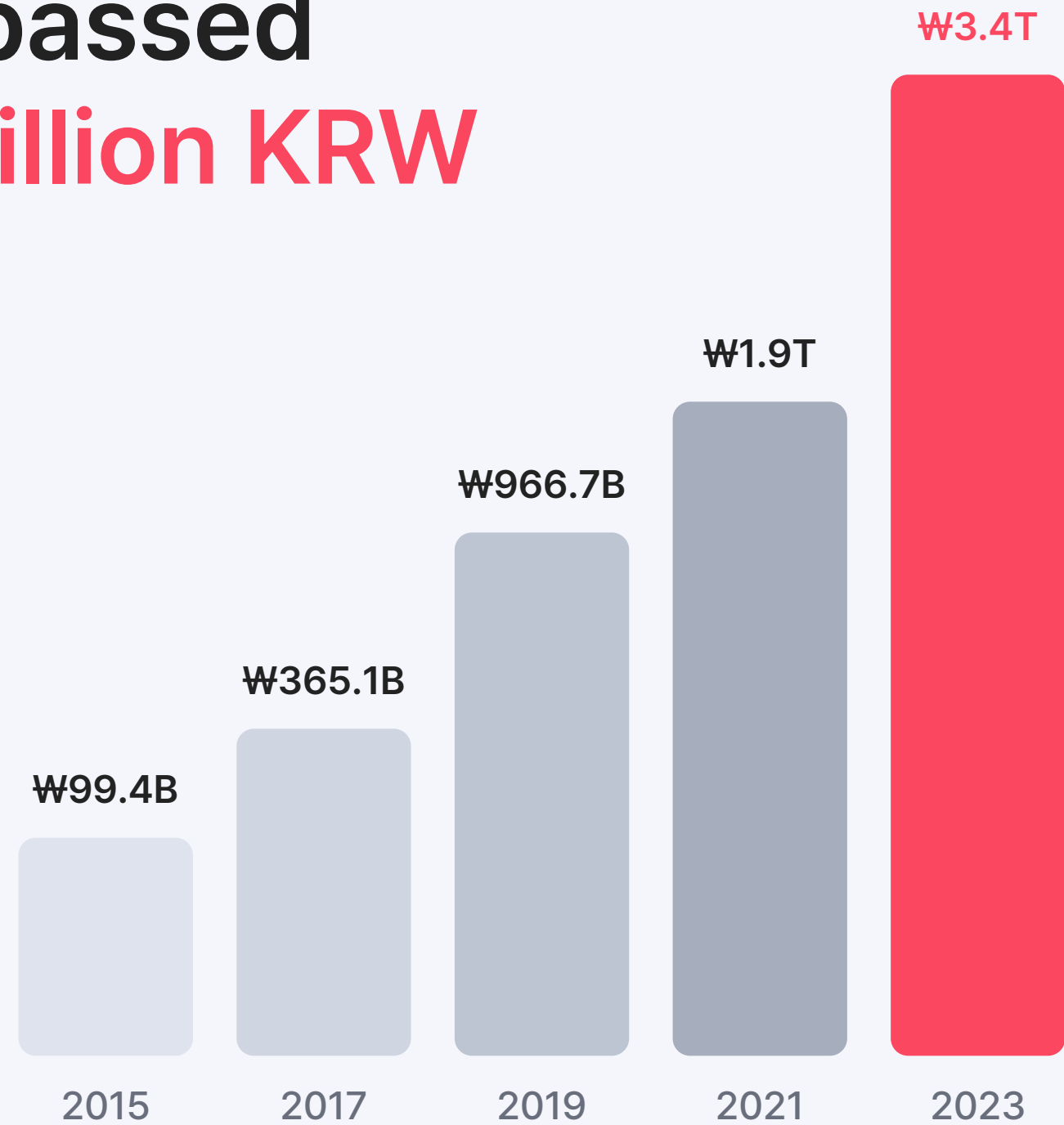
Store Page

Review partners' announcements, key products, and new arrivals

Sinsang Market Domestic Achievements

Cum. Revenue Trend (As of '23 internal data)

Cum. Revenue Surpassed 3 Trillion KRW



Key Achievements (As of '23 internal data)



Wholesalers Sign up Rate **80%**



Retailers Order Frequency **1 order every 2.8 sec.**



Wholesalers Membership Renewal Rate **92%**



Wholesalers & Retailers Revisit Rate **93% & 95%**

Cumulative Revenue of **20 Billion KRW**

Since its launch in November 2021, we have achieved a remarkable growth, reaching a cumulative revenue of **₩20B** within just two years. Starting from Greater China and Japan, Dealicious is set to expand into more countries, continuing its challenge in the global market.



CMGR
700%



Revisit Rate
88%



Reorder Rate
80%

(As of '23 internal data)

Sinsang Delivery

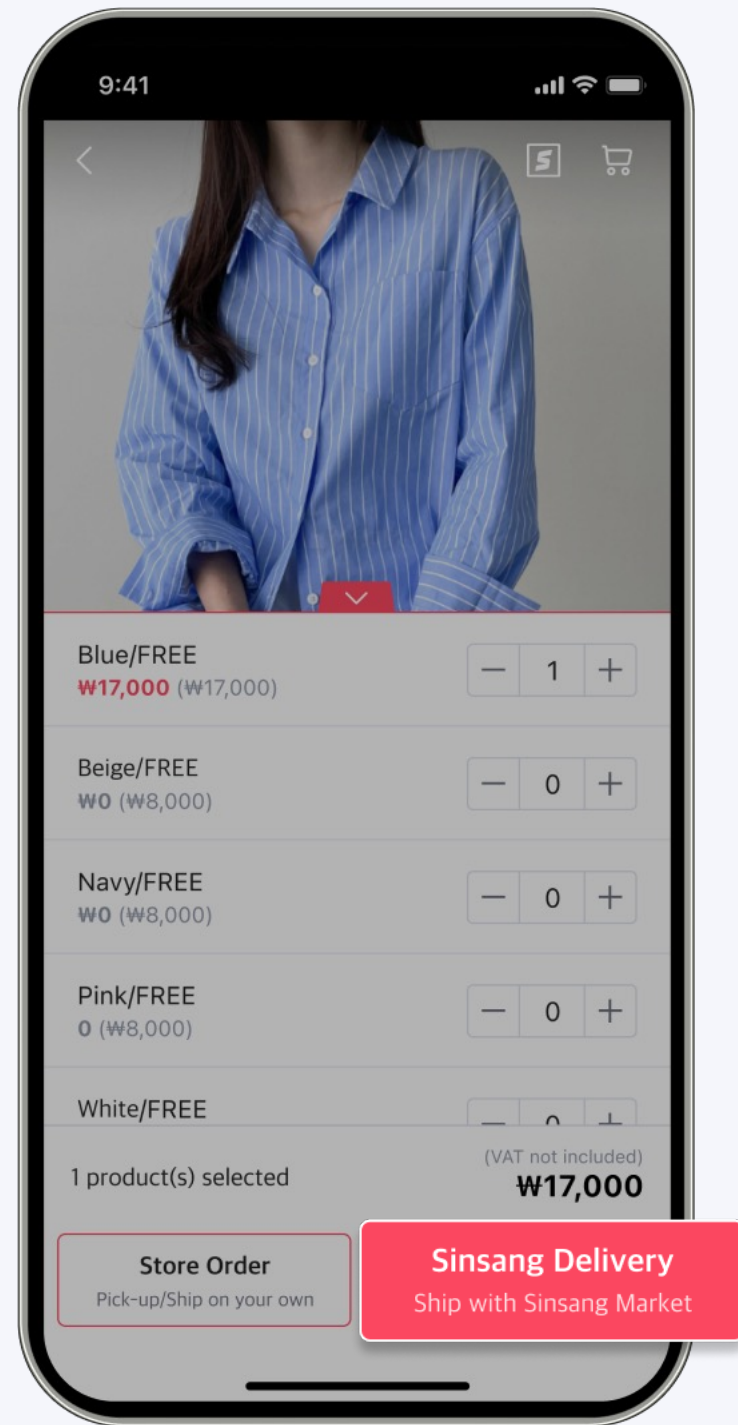
All-in-One Service for Retailers

Sinsang Delivery is an all-in-one service providing order, purchase, payment, and delivery. Retailers can make purchases directly through Sinsang Market without visiting Dongdaemun in person, while wholesalers can secure numerous new business partners both domestically and internationally.



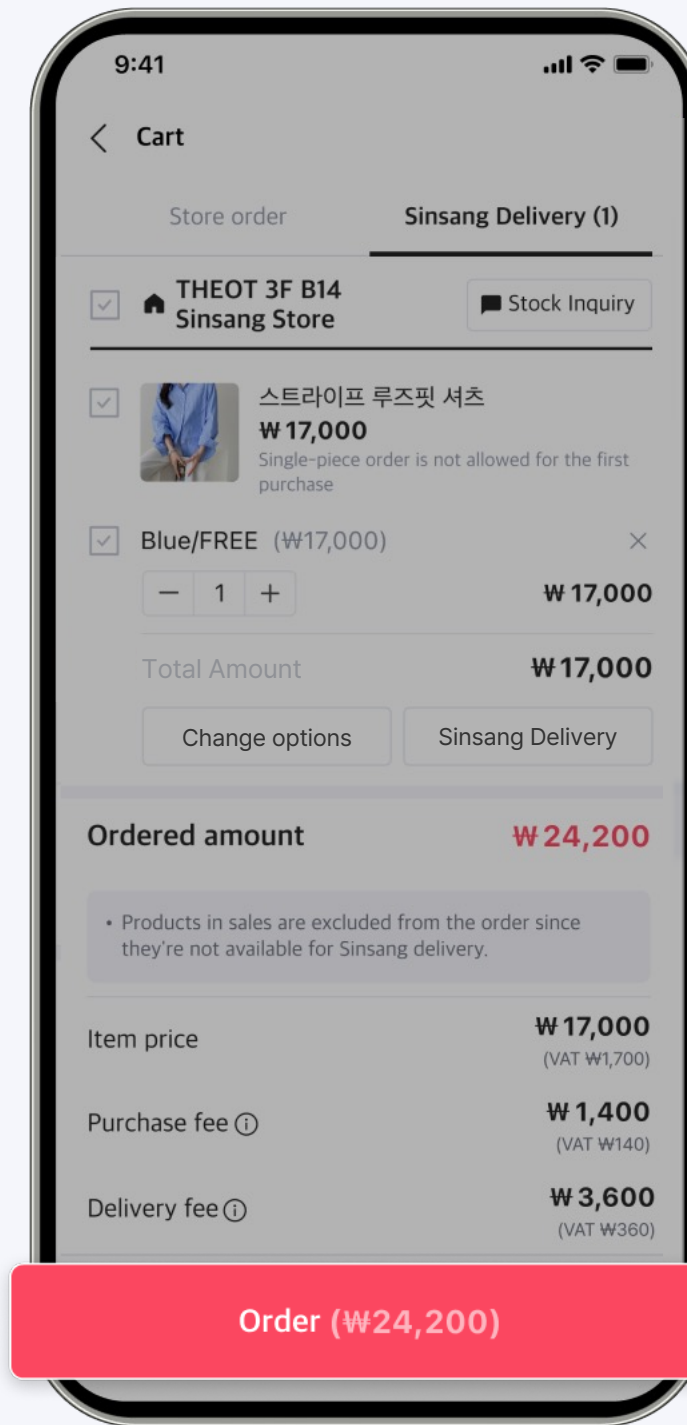
Key Screen Overview

Easily Purchase with Just a Few Clicks, No Need for Visits



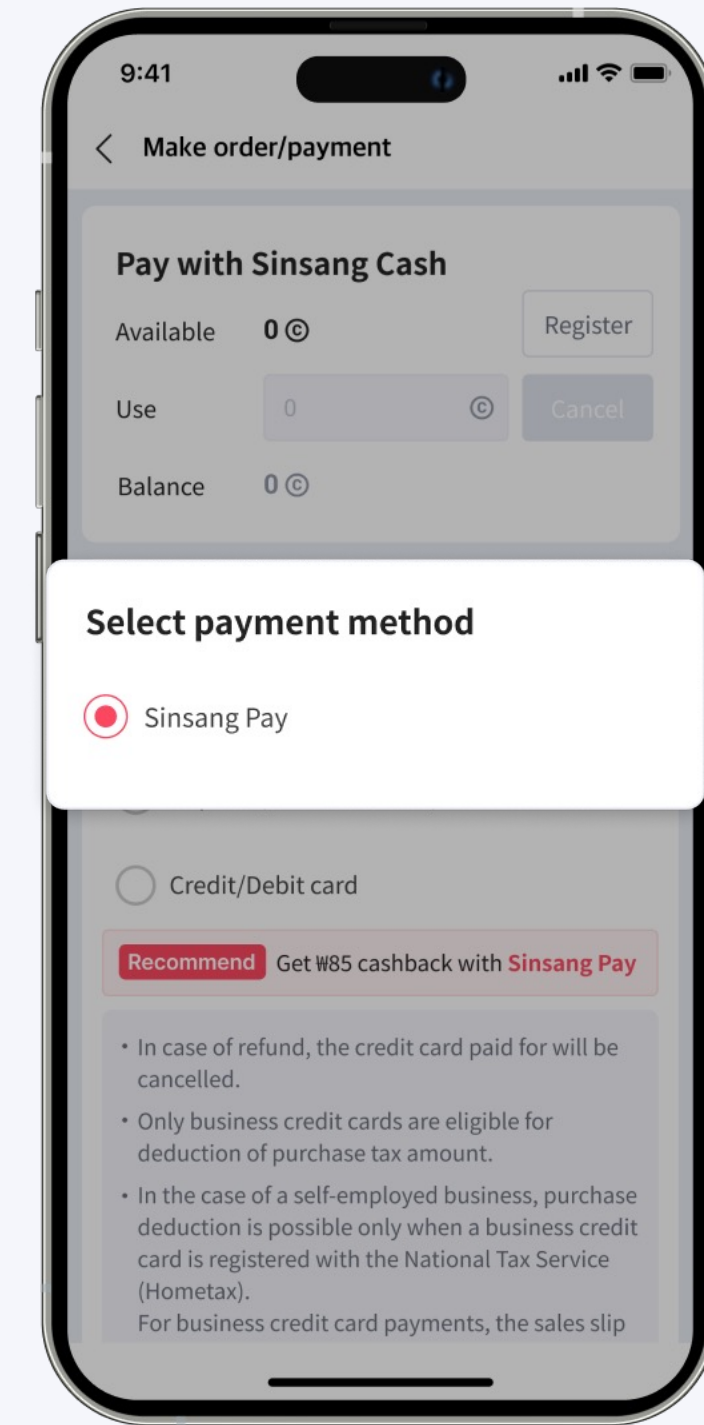
Add to Cart

Click the "Add to cart" button for desired items



Place Order

Review products and total order amount, then click "Order"



Complete Payment

Select from various payment methods and proceed with payment

Sinsang Delivery Key Achievements



Cum. Number of Users

120,000+



Cum. Number of Orders

9,000,000+



Service Reuse Rate

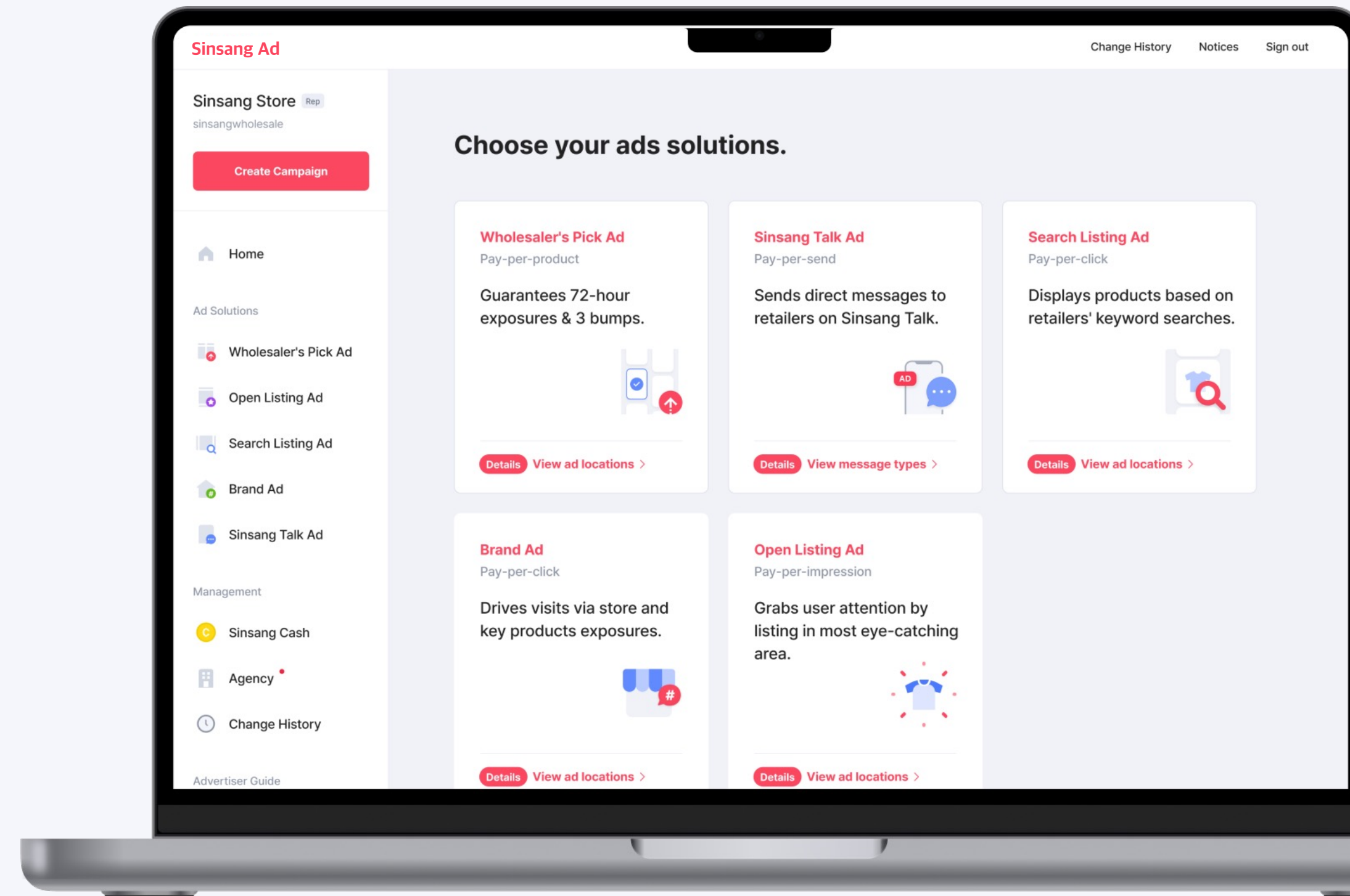
80%

(As of '23 internal data)

Sinsang Ad

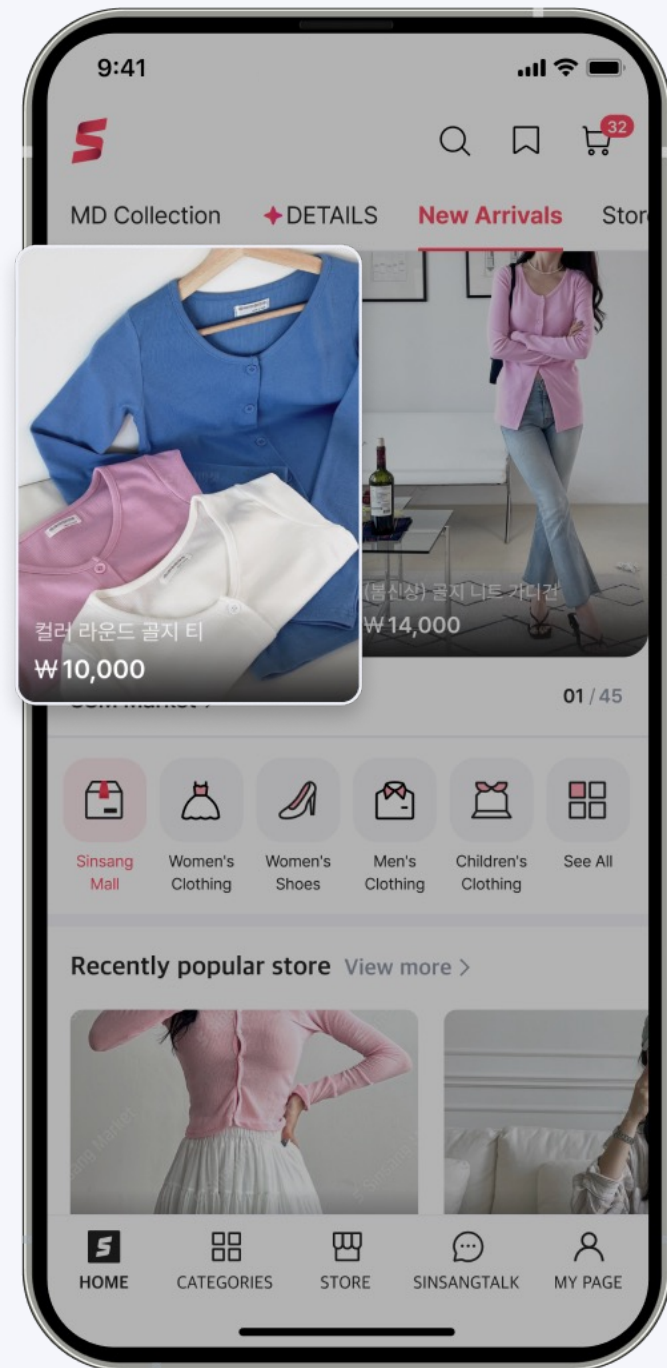
Your Business Growth Partner

Sinsang Ad is the Advertising Platform Center of Sinsang Market designed to support businesses. Wholesalers can easily promote their products uploaded on Sinsang Market to retailers across the country without any limit on time or distance.



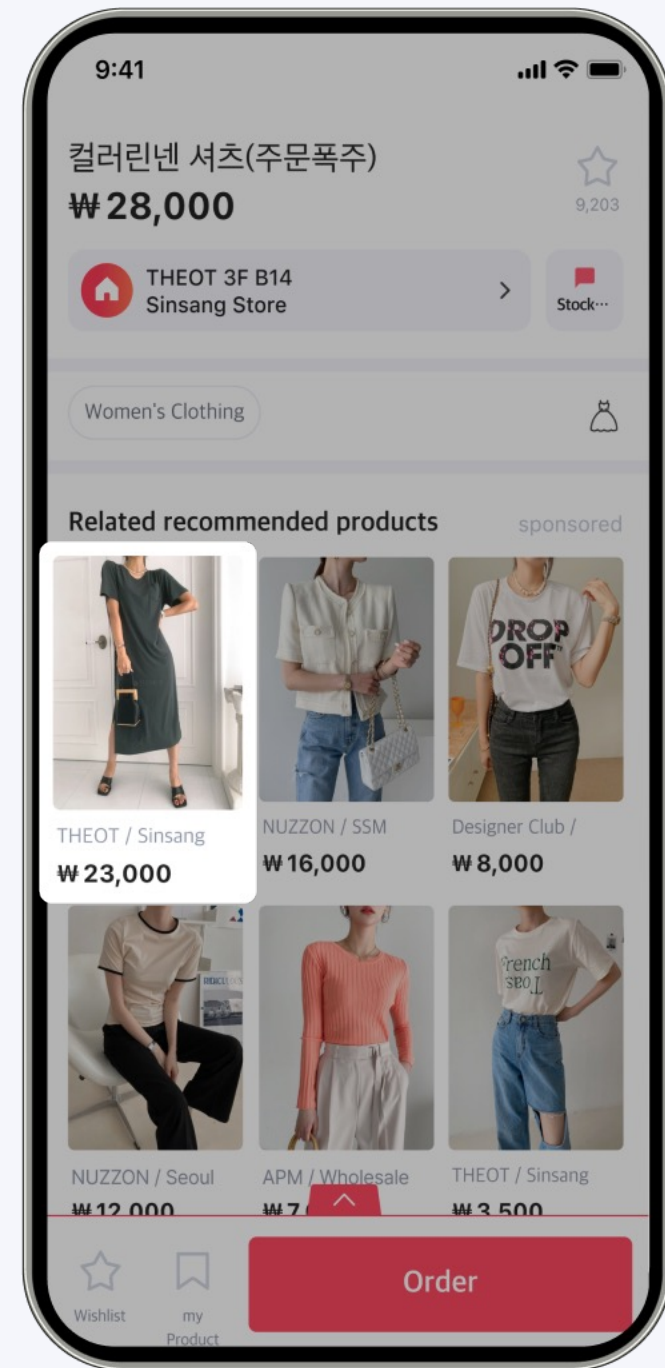
Key Screen Overview

Boosted Retail Interest, Sales Potential, and Partner Growth via Product and Store Exposure



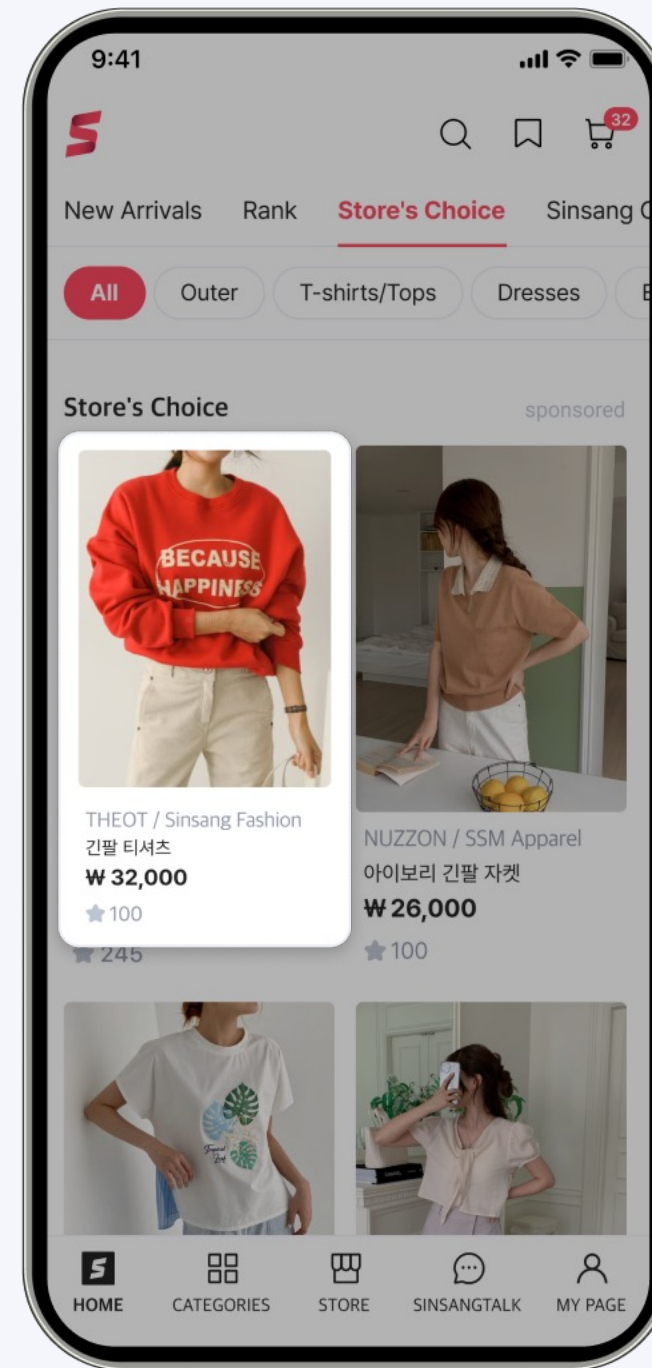
Open Listing Ad

Grabs user attention by listing products in most eye-catching area



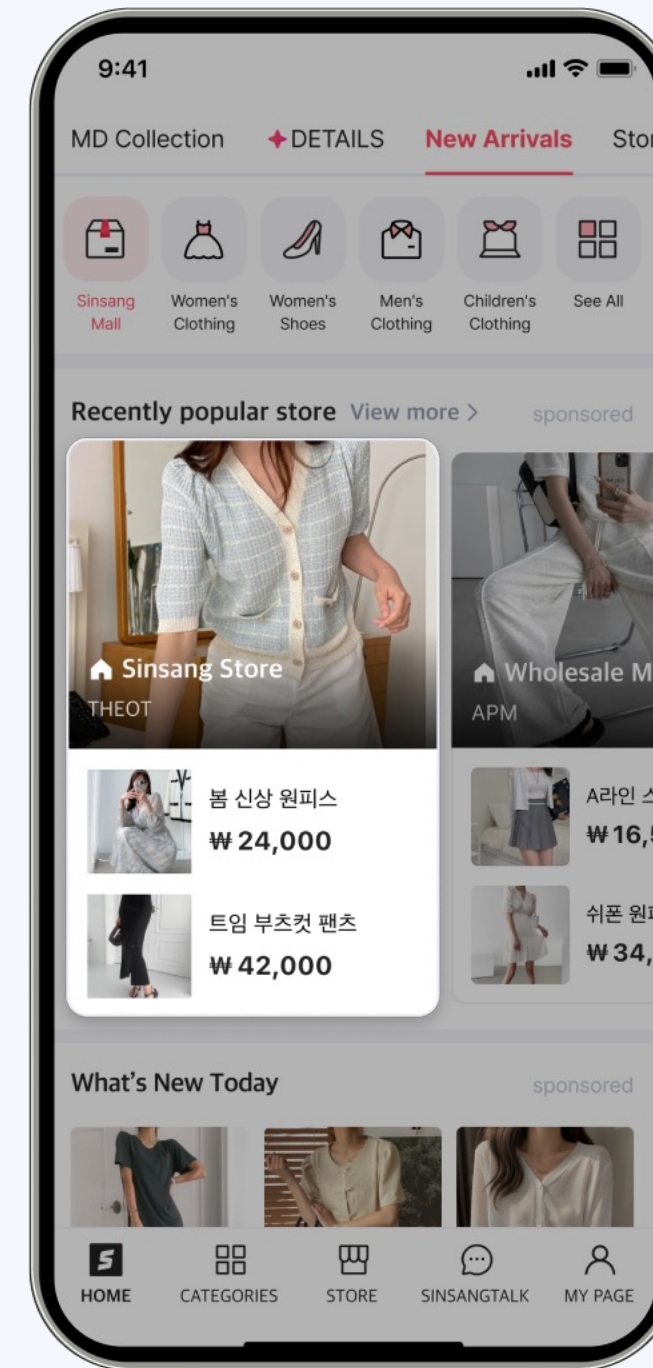
Search Listing Ad

Displays products to retailers who searched for specific keywords



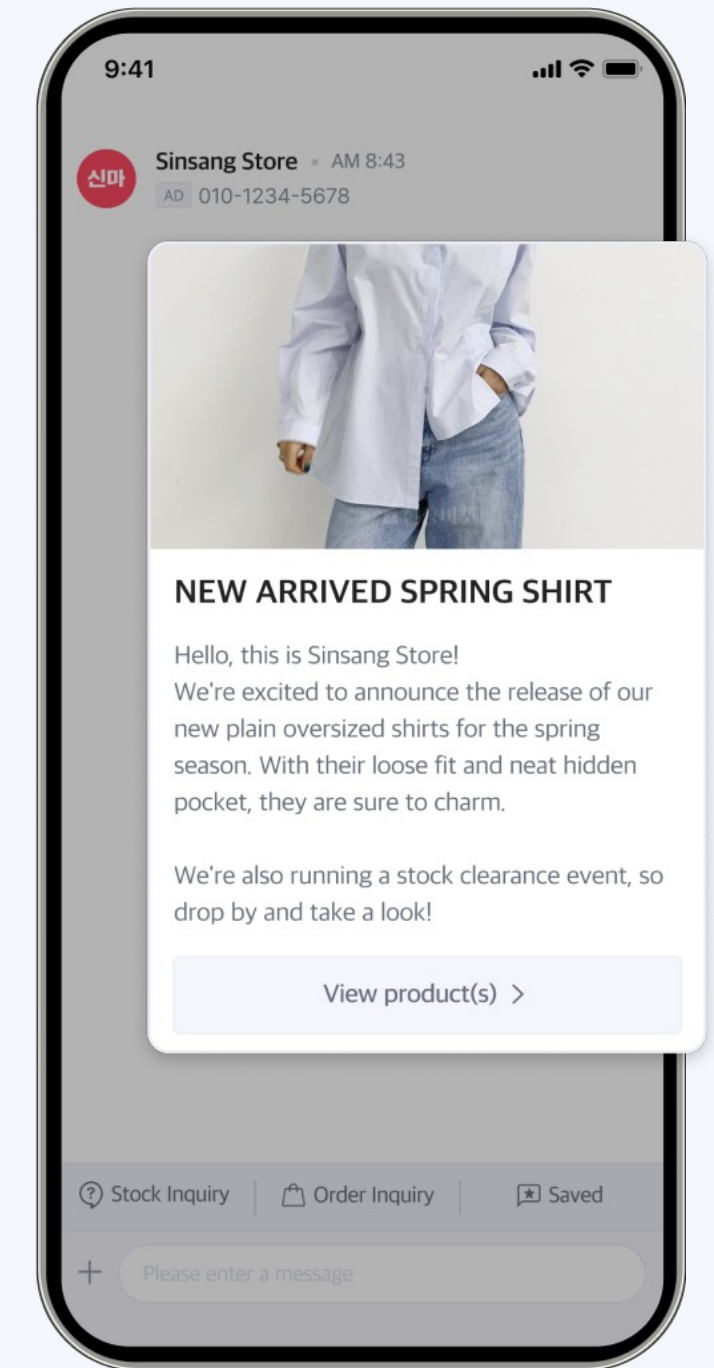
Wholesaler's Pick Ad

Guarantees 72-hour exposures & bumps for key products



Brand Ad

Drives visits via store and key products exposures



Sinsang Talk Ad

Sends direct messages to targeted retailers

Sinsang Ad Key Achievements



Advertiser Sales Growth Rate

92% (Avg. YoY)



CAGR

240%+



Service Reuse Rate

90%

(As of '23 internal data)

Sinsang Studio

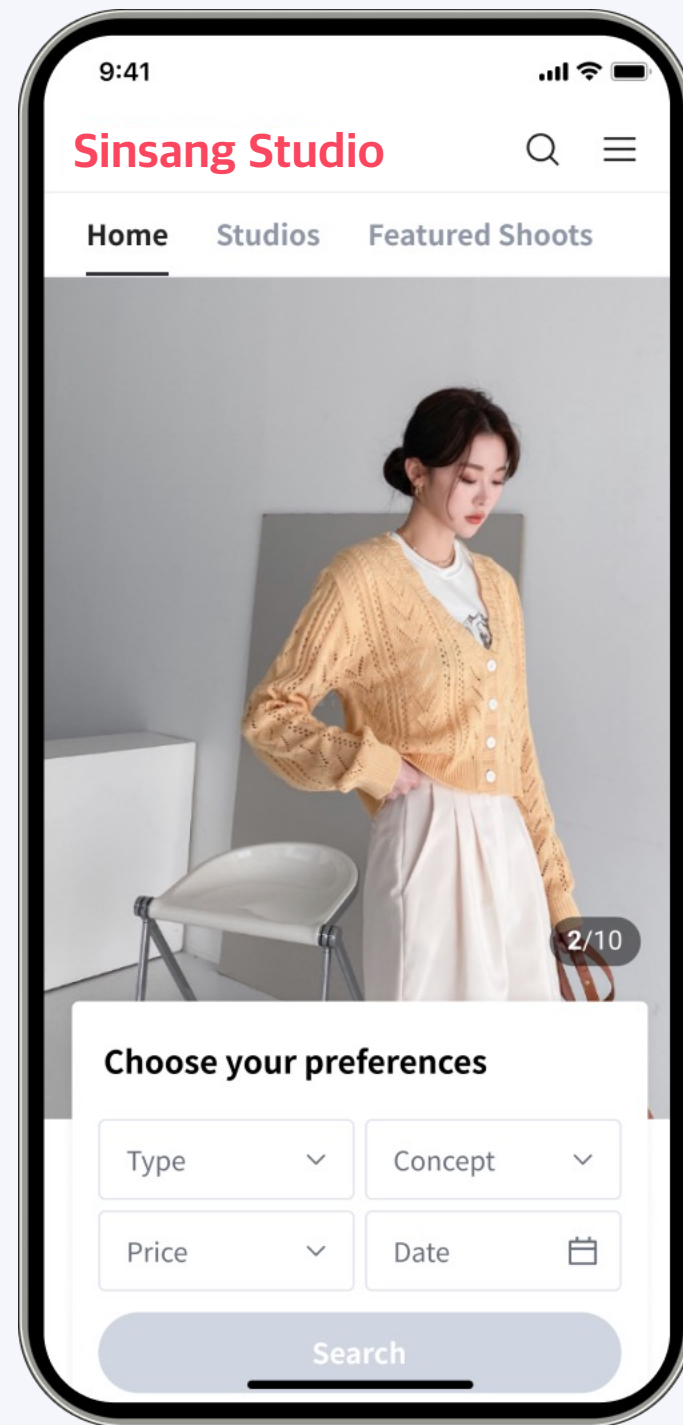
One-Stop Shooting Service by Sinsang Market

As an one-stop service, we pick up the product from a wholesaler, arrange a photo shoot and upload the product on Sinsang Market once a wholesaler decides the product and schedule. You can directly select the shooting concept you desire, and from image provision to product return, everything can be completed within a week.



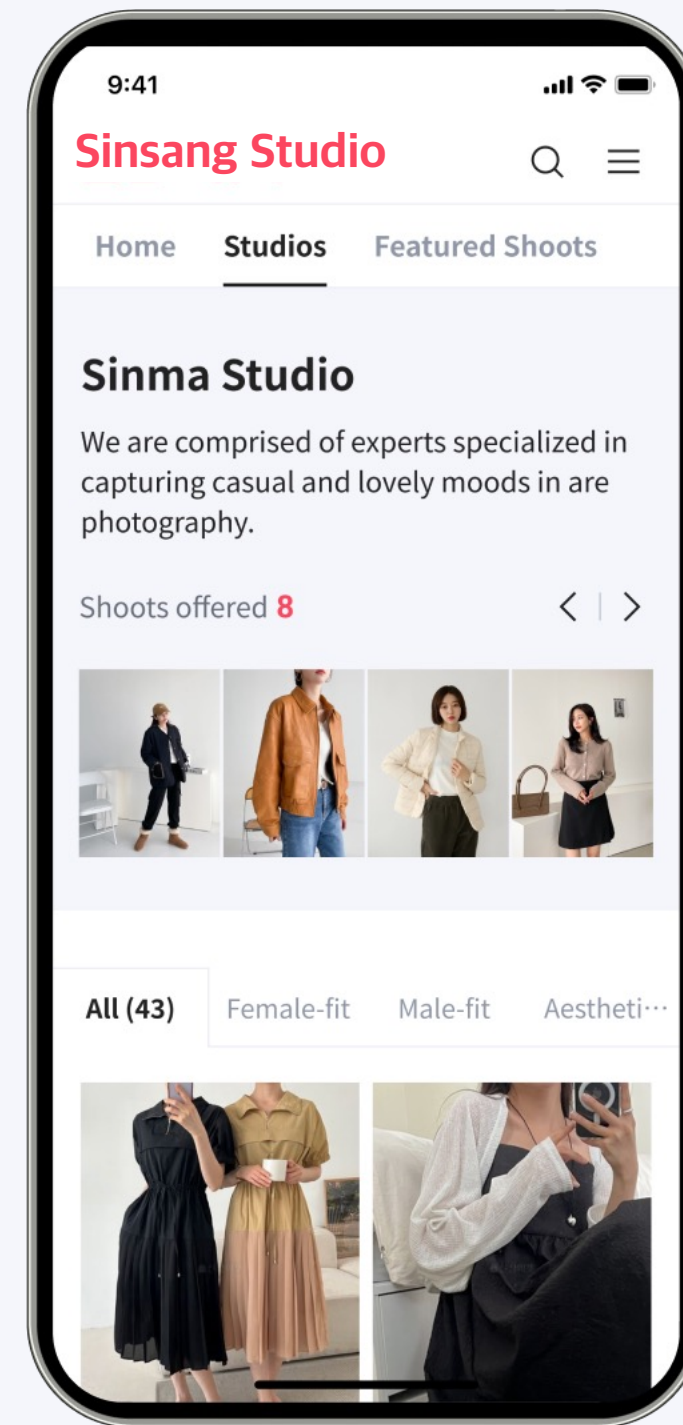
Key Screen Overview

Explore Various Studios at a Glance and Easily Book Shoots



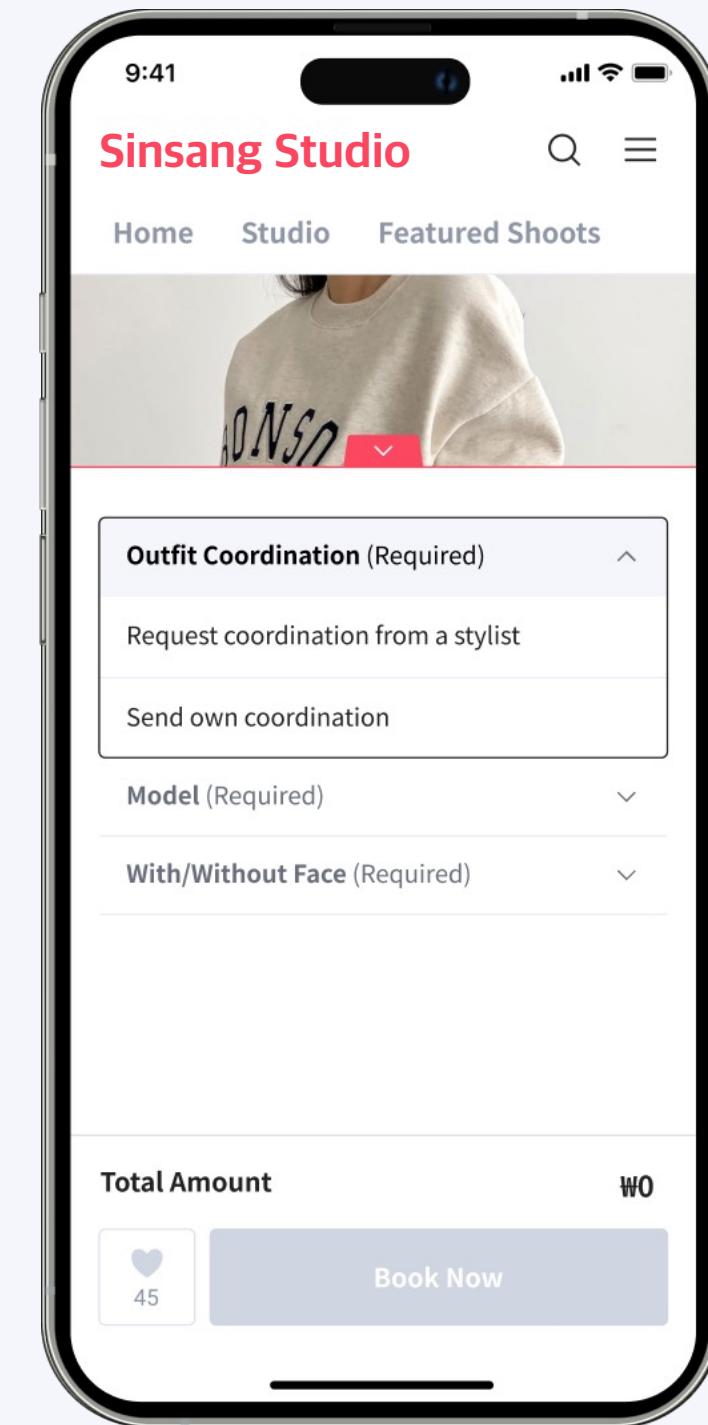
Search Concept

Find studios based on product type, shooting style, pricing and etc.



Explore Studios

Browse diverse concepts of studios within Sinsang Market



Book Shoots

Book a shoot by specifying desired conditions

Sinsang Studio Key Achievements



Cum. Revenue

₩2.8B



Number of Products Shot

66,000+



Service Reuse Rate

76%

(As of '23 internal data)

Established 2011.01

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