

all about mobility life

the only mobility life platform auto&



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contents

Prologue



Future Mobility



E-Commerce Platform

Business Model



A2B Product/Service Platform

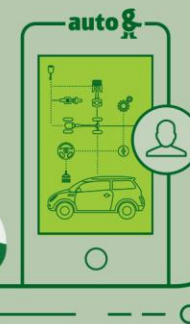


Mobility Life Platform

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Prologue



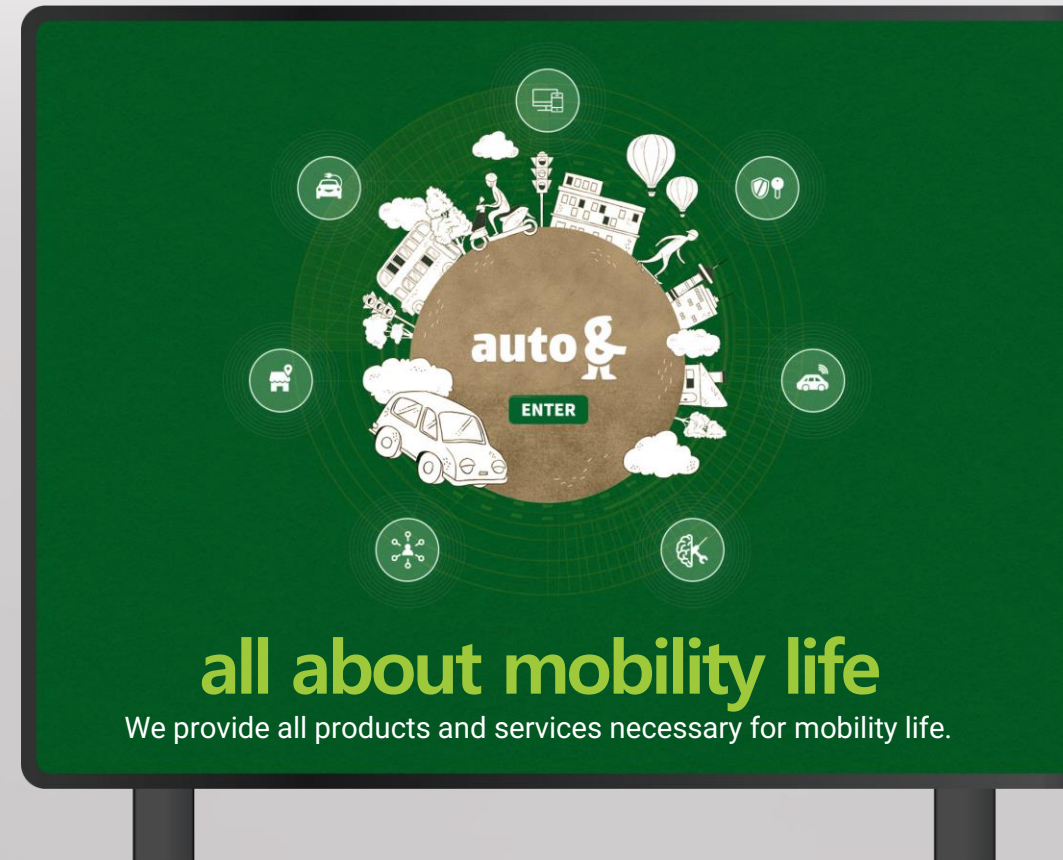
Company Overview



CEO

C. W. Choi

- **Company Name :** auto& Inc.
- **Establishment Date:** January 31, 2012
- **Core Business:** Mobility Life Platforms
- **Employees:** 228 persons (As of Dec 31, 2023)
- **Address:** 63, Jeonpa-ro 24beon-gil,
Manan-gu, Anyang-si, Gyeonggi-do,
Republic of Korea
- **Website:** www.auton.kr

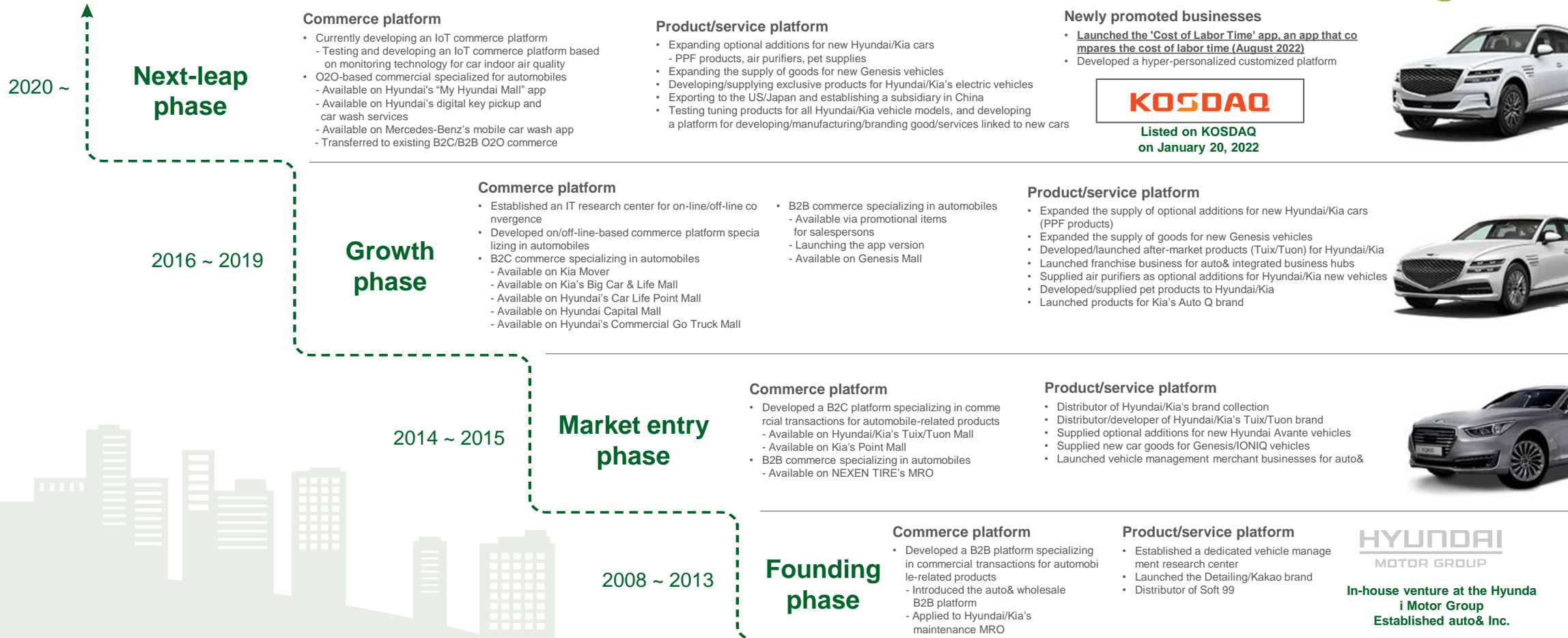


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auto& was established in 2012 through Hyundai Venture System to create a mobility life platform.



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HYUNDAI MOTOR GROUP

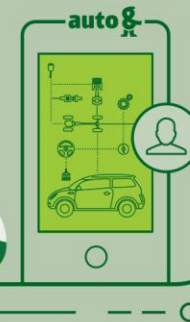
**In-house venture at the Hyundai Motor Group
Established auto& Inc.**

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01

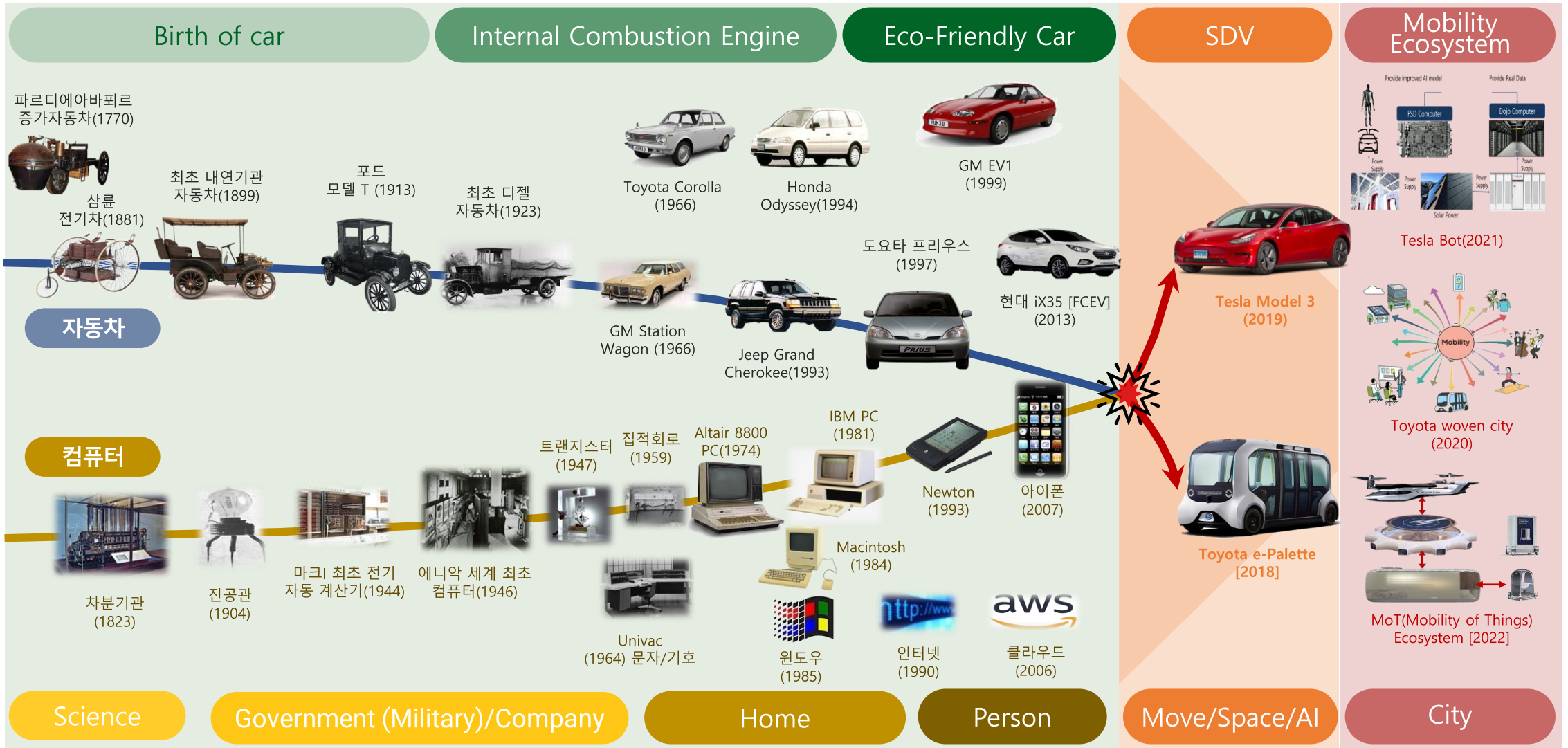
Future Mobility



Future Mobility



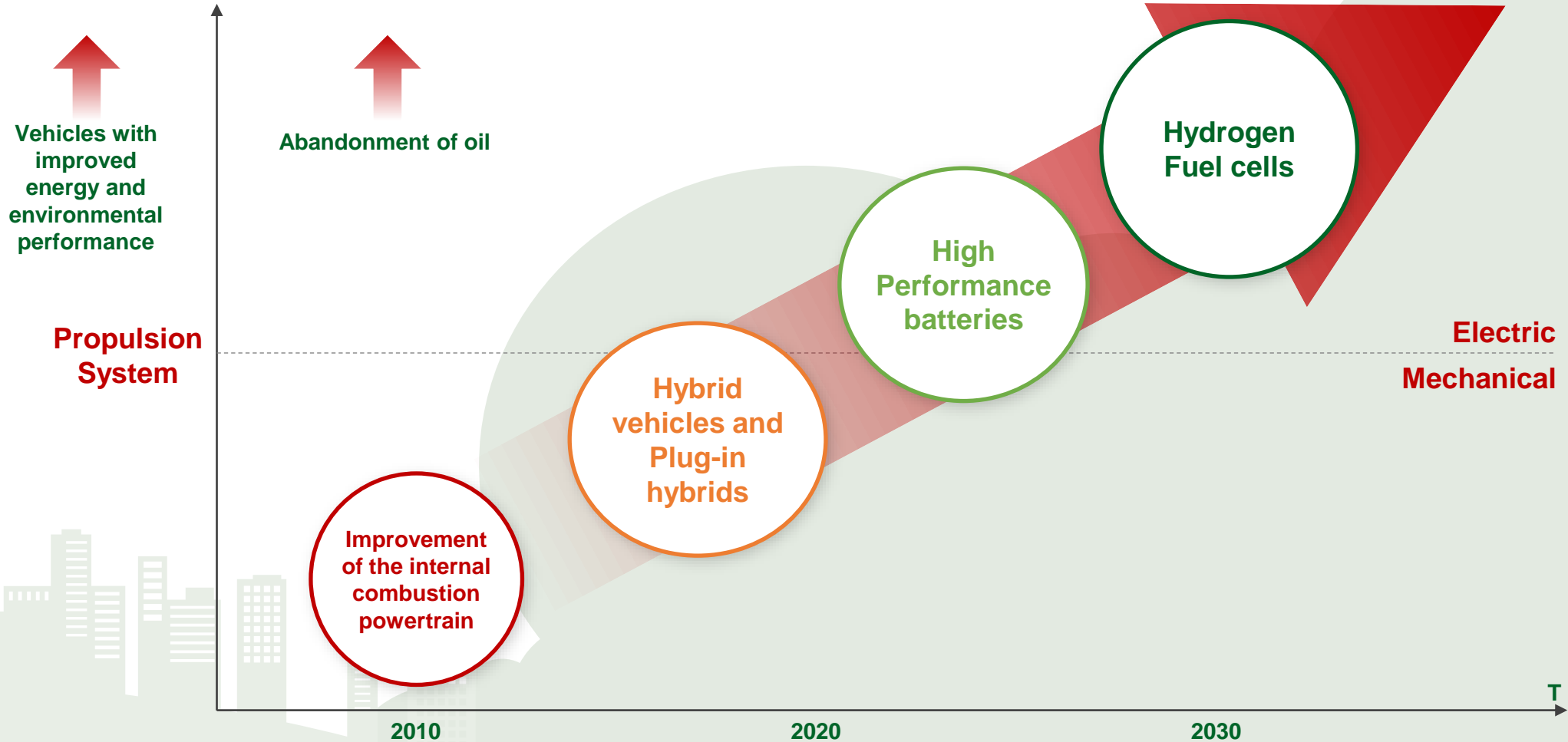
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Future Mobility : Eco-Friendly Car



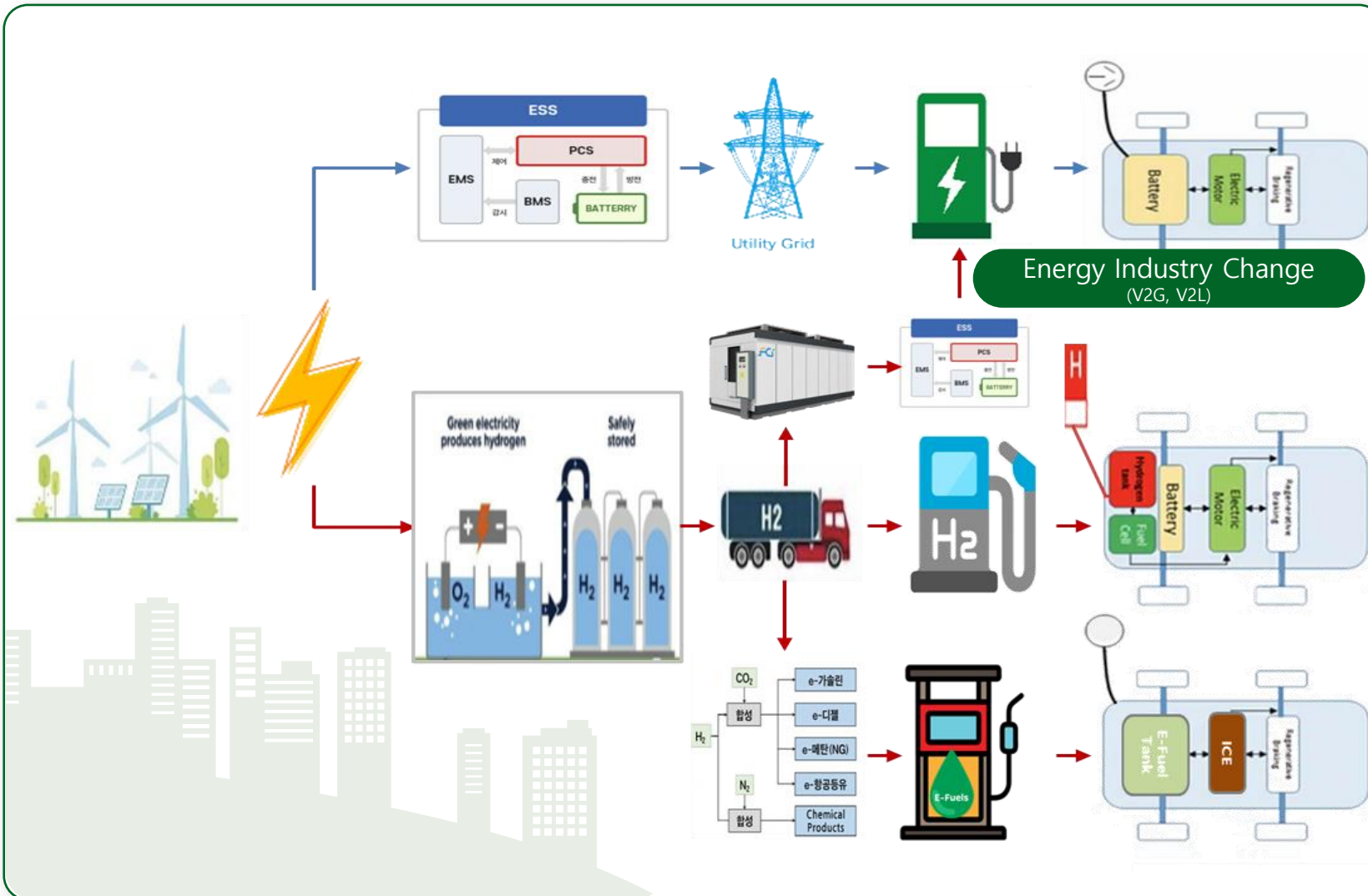
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Future Mobility : Eco-Friendly Car



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Parts Industry Change
(about 30,000 -> 10,000)

OE Process Change
(Box -> Unbox)

Energy Industry Change
(V2G, V2L)

A/S Industry Change
(1.8 -> 0.001)

Reuse/Recycle

Future Mobility : SDV



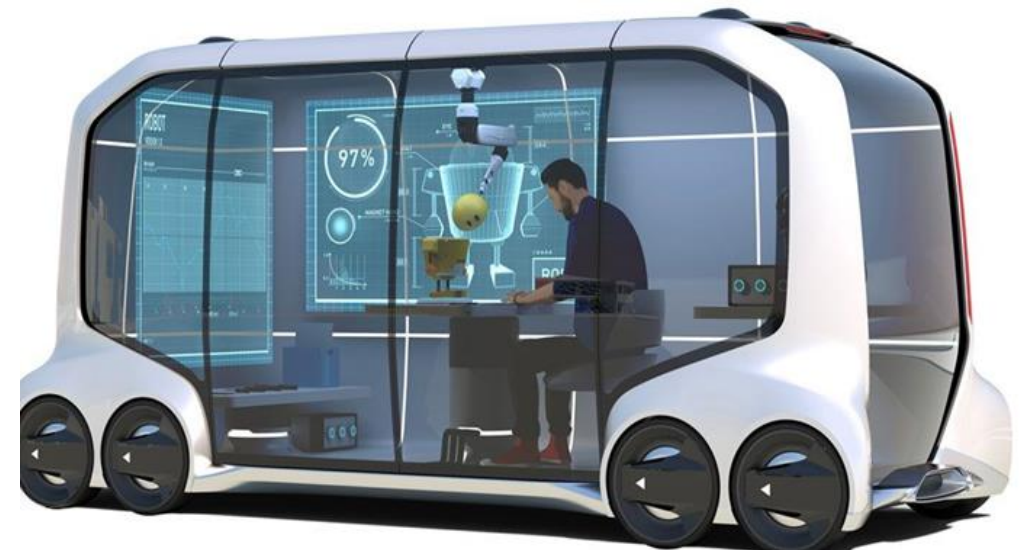
OEM produces two types of Car based on autonomous driving



① Personal SDV



② Shared SDV

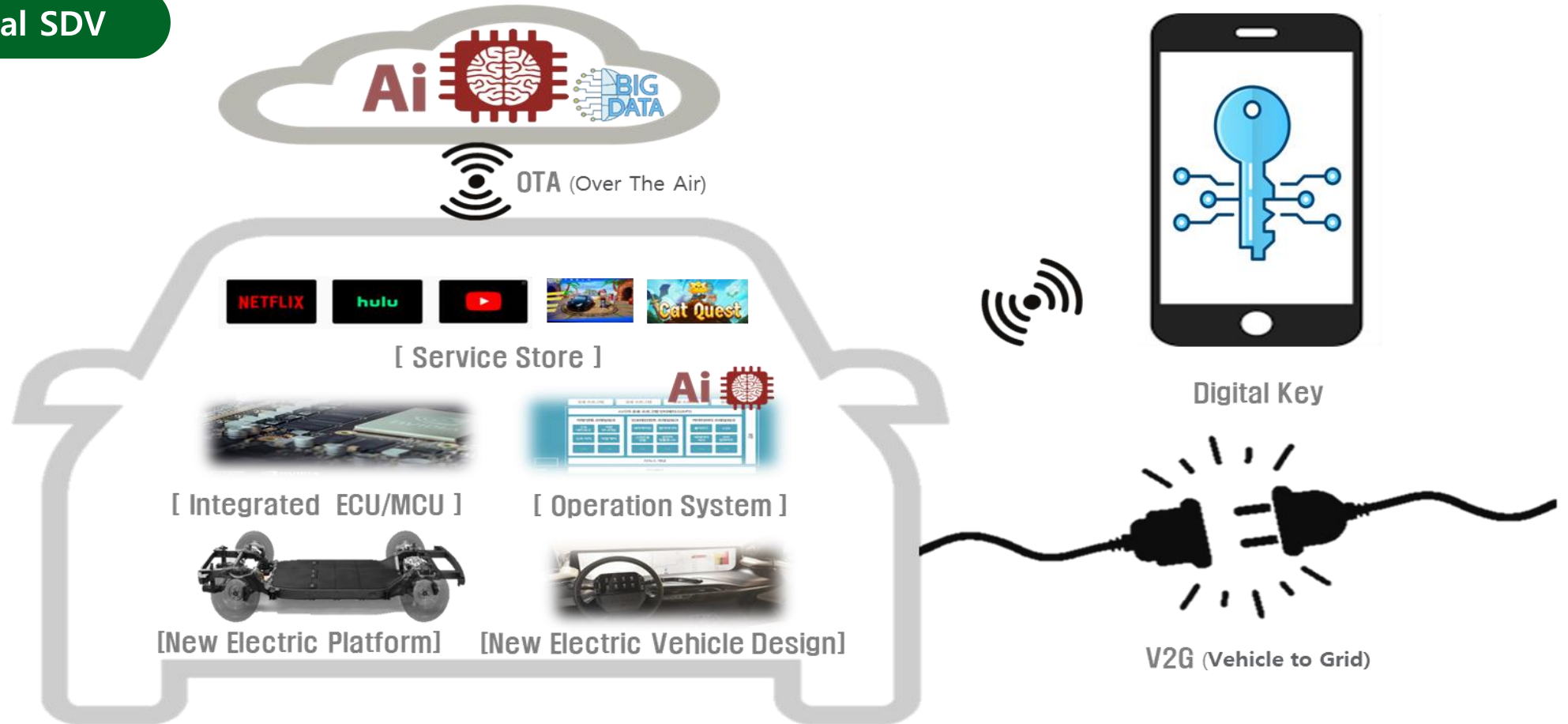


Future Mobility : SDV



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① Personal SDV



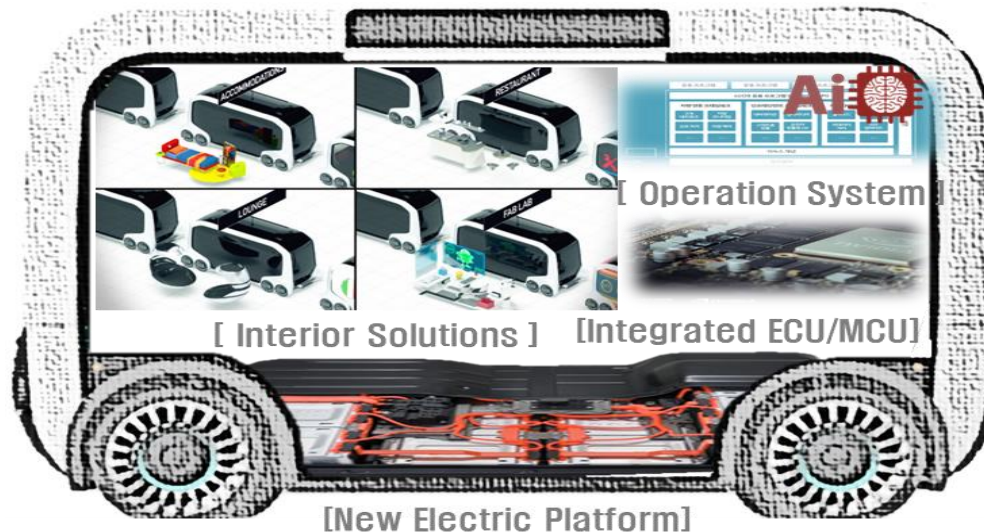
Future Mobility : SDV



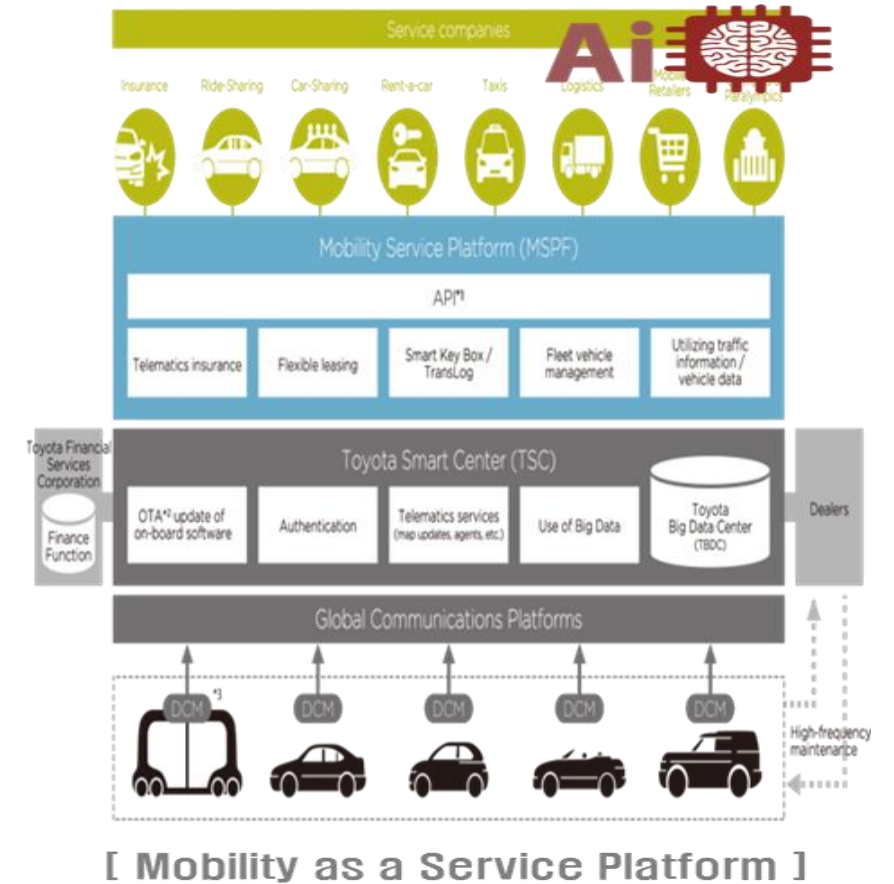
② Shared SDV



[Display/window Solution]



OTA
(Over The Air)



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Future Mobility : SDV



Today

After a manufacturer makes and sells cars, Aftermarket operators run the linked business independently

OEM

2,500 Trillion Won



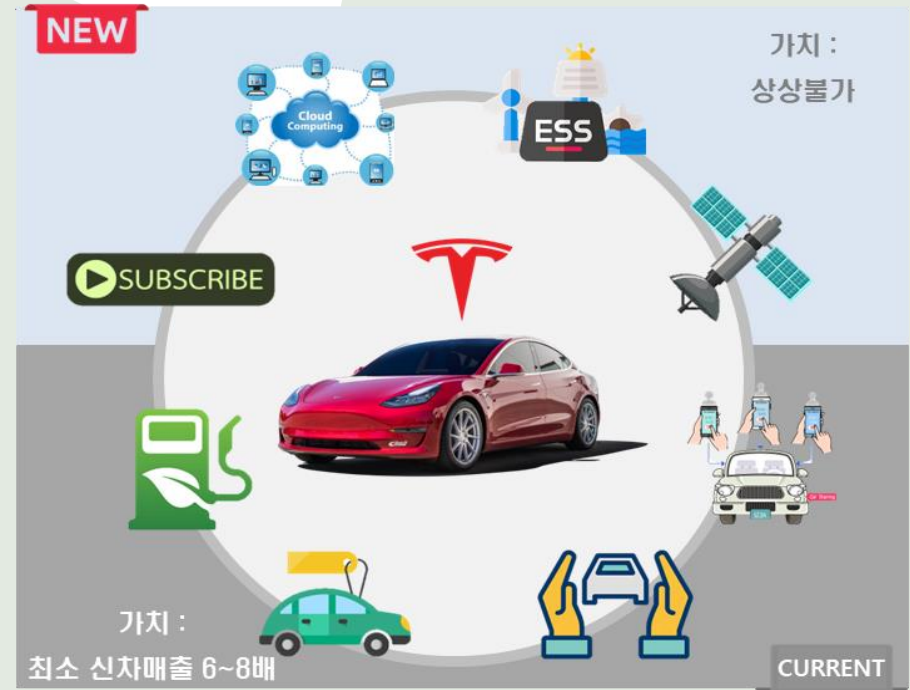
AM

Up to 10 Times higher than OEM



~2030

Automakers manage all business based on devices and platforms

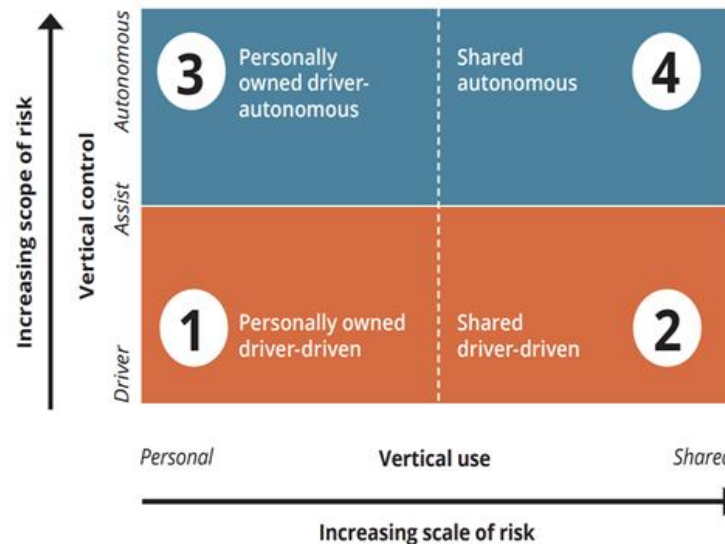
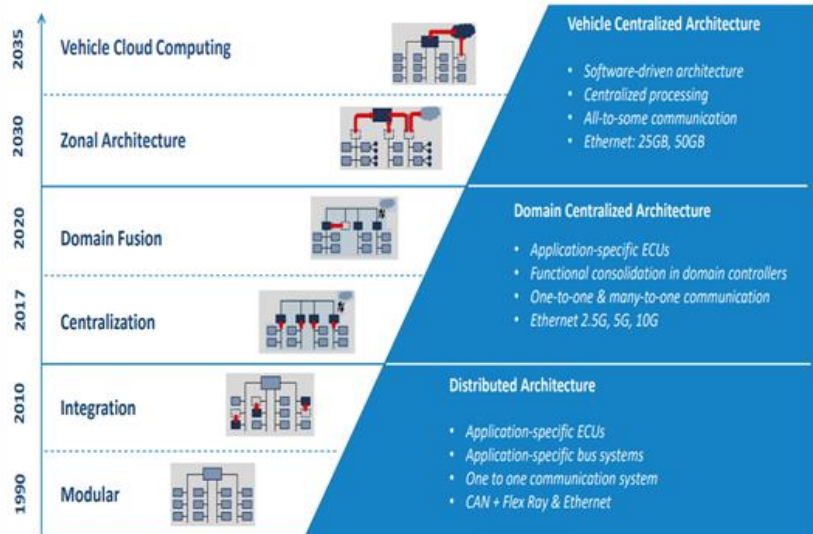
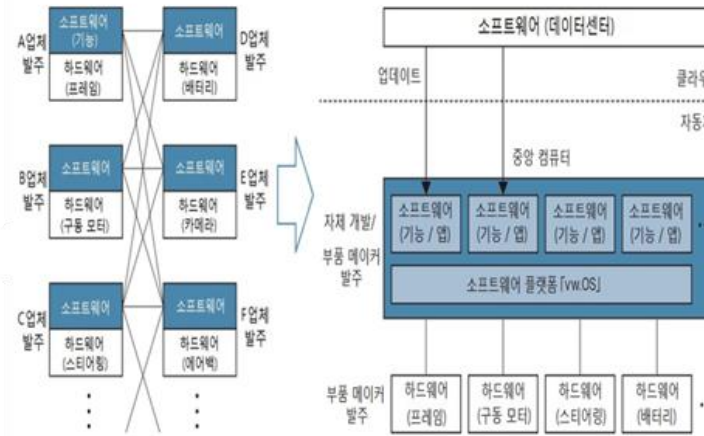


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Future Mobility : SDV



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Sales Products Change

Sales Networks Change

Transportation Change

Insurance Industry Change

Moving Space Emerge

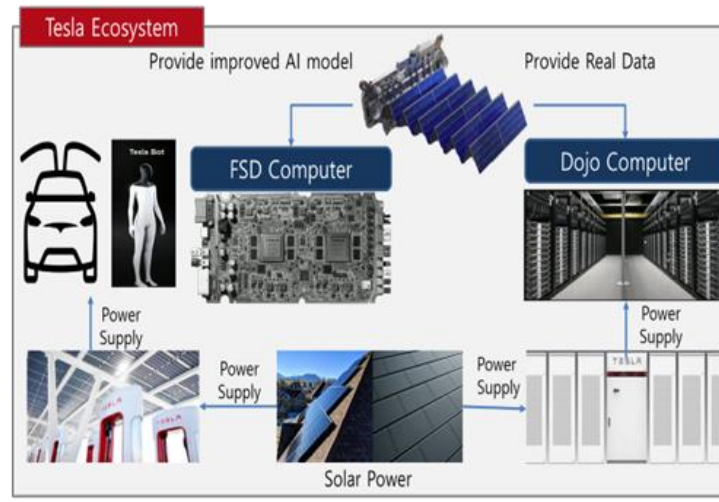
Car Sharing



Future Mobility : Mobility Ecosystem



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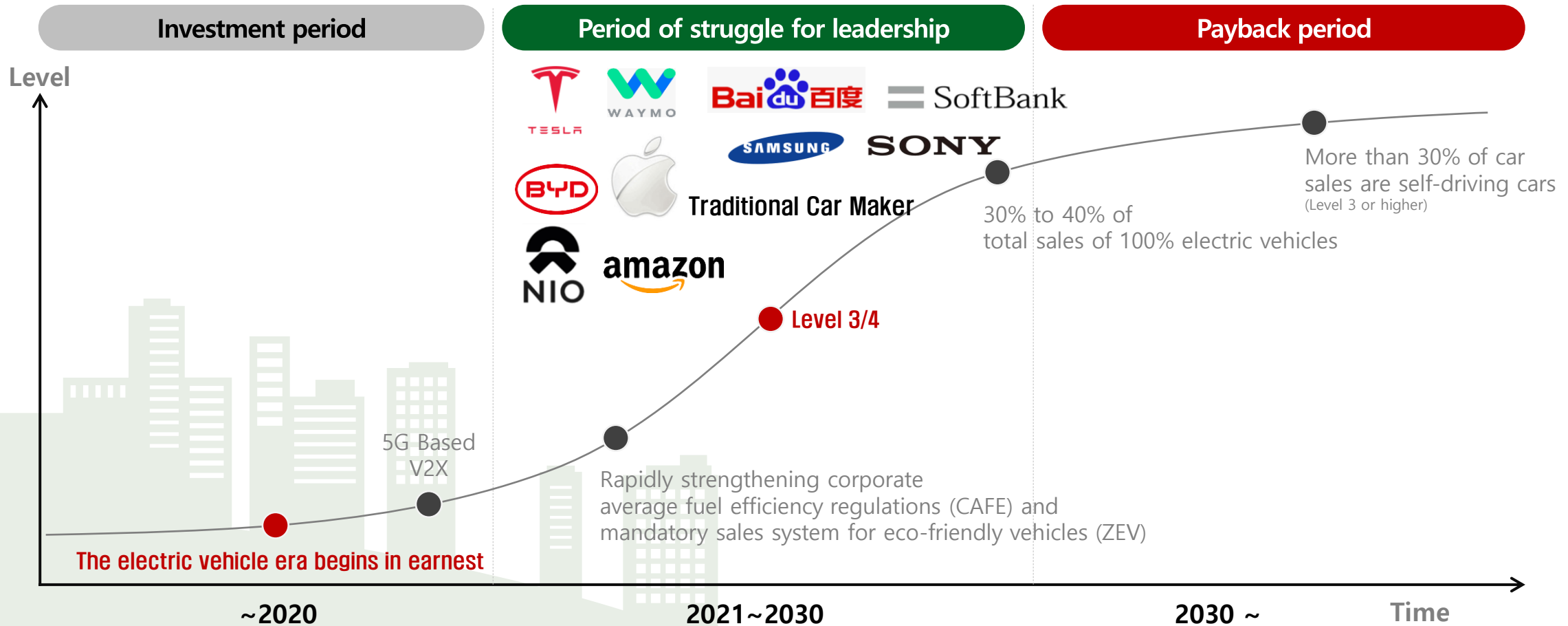
Future Mobility



Major mobility operators are expected to be decided within 2030



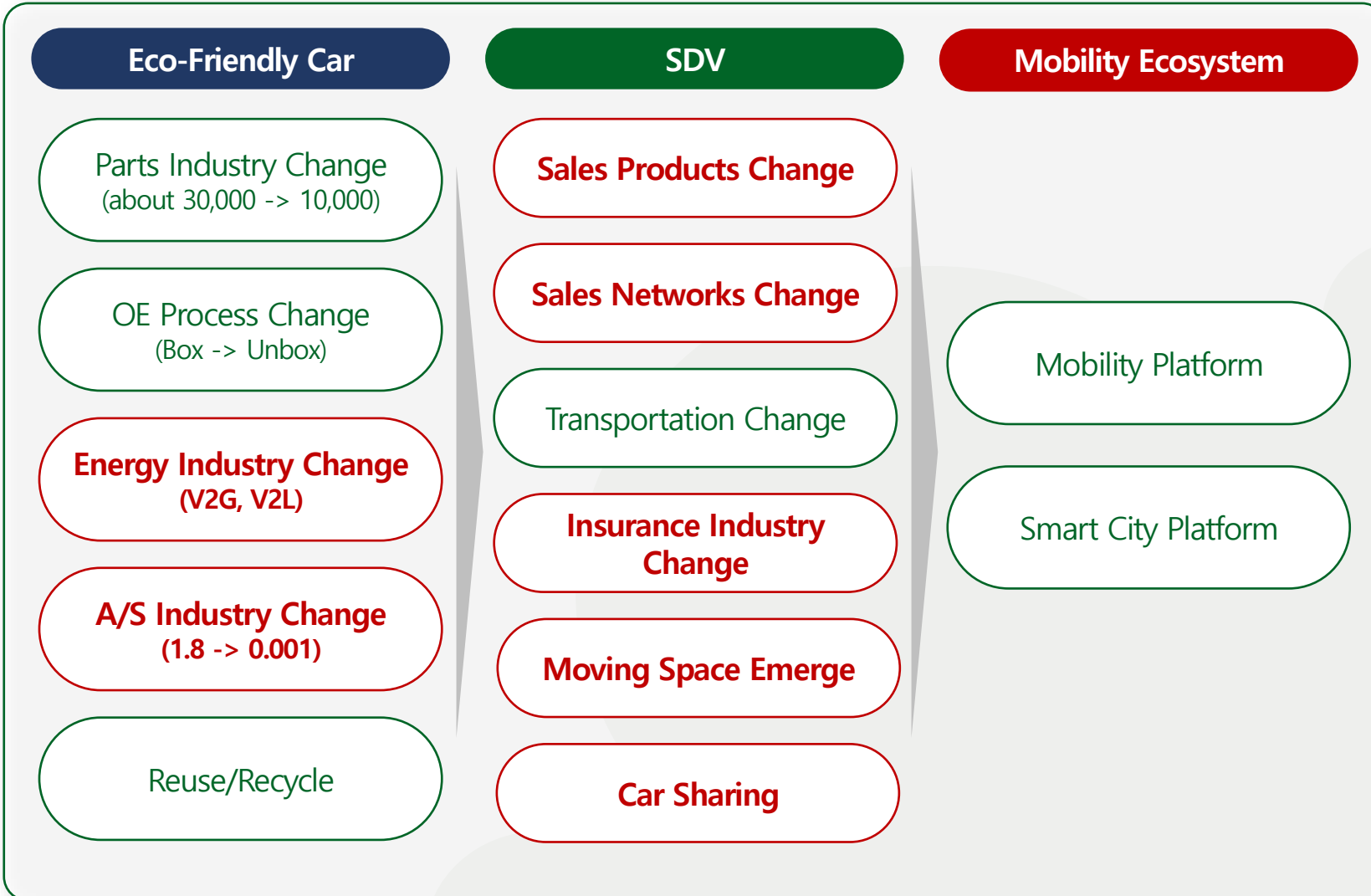
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Future Mobility



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02

Business Model



Auto& Identity



auto& is an IT-based platform company that provides customers with products, services and information for their mobility life.



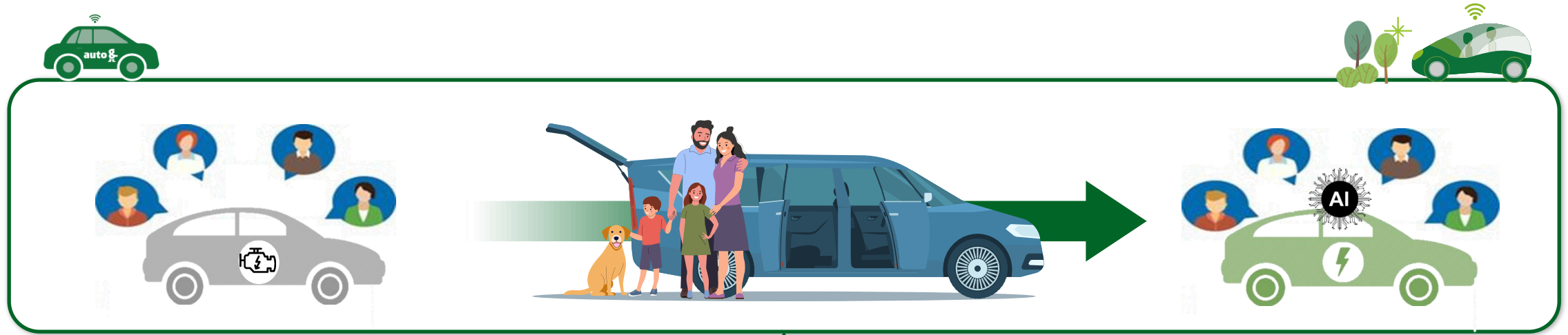
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Auto& Identity



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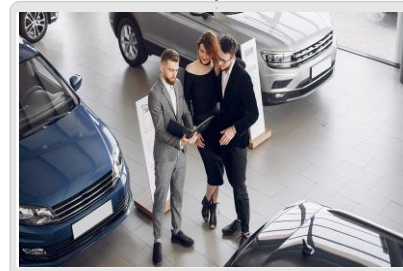
Customer Needs



Line Option



Port Install Option



Dealer Install Option



Car Mart

Before-Market

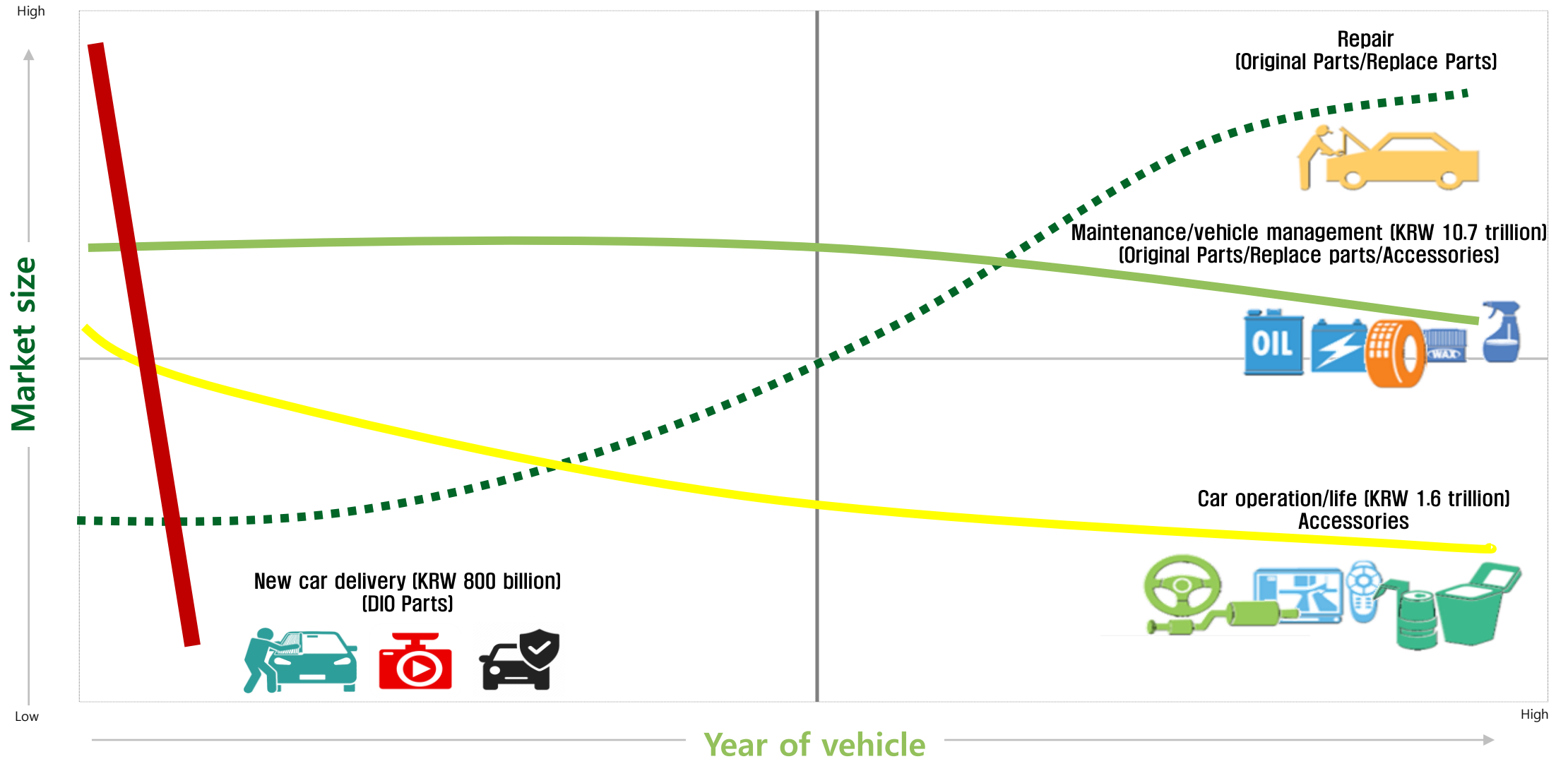
After-Market



Attachment : DIO/AM Market Size



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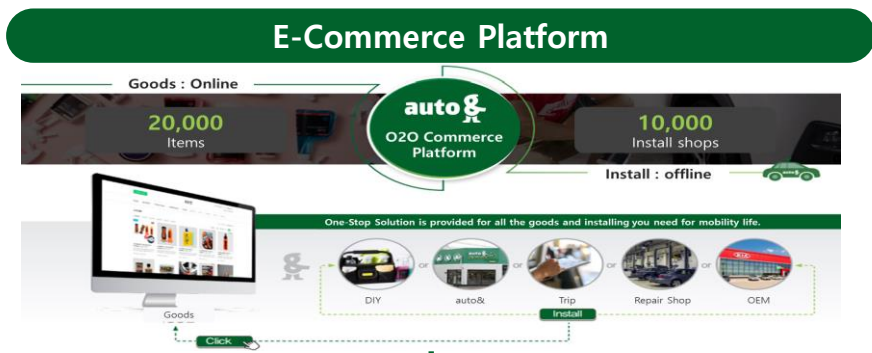
Value Chain – based Business Model



Value chain



Business Model

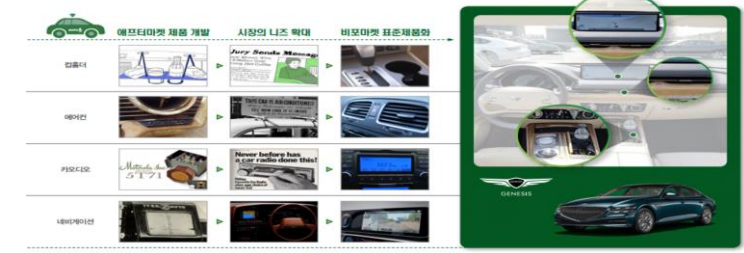


Before-market LO, PIO, DIO

LO : Line Option
PIO : Port Install Option
DIO : Dealer Install Option
A2B : After-market To Before-market

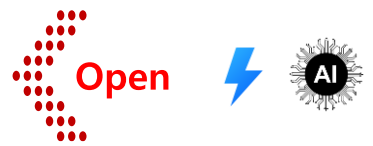


A2B Product & Service Platform



Best Selling Products

Best Selling



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03

**E-Commerce
Platform**

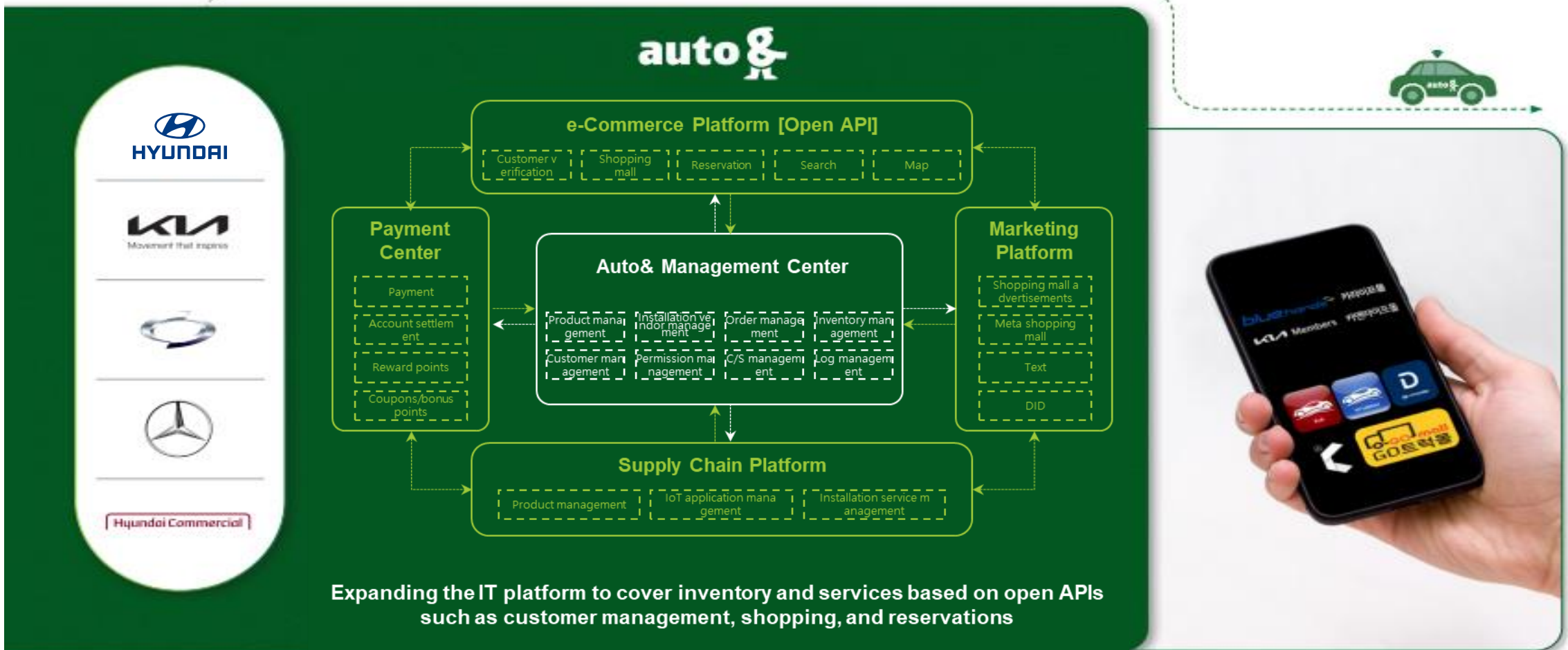


E-commerce Platform Overview



It is a platform that embodied all commerce functions via APIs and can easily deployed and provide e-commerce on various partnership channels such as automobile manufacturers, capital and so on.

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E-commerce Platform Roadmap



- 1 Step Online store for goods only (~2017)
- 2 Step O2O Commerce for goods & installing (2018~)
- 3 Step IOT-based AI Commerce (2023~)



Off-Line Store

마트 및 정비소가 오프라인으로 각각 존재



오프라인 마트



오프라인 정비

On-Line Store

온라인 마트와 오프라인 정비소가 각각 존재



온라인 마트



오프라인 정비

- PC 기반 커머스 구축
- 자동차 용품 판매

O2O Commerce Platform

온-오프라인 마트와 가맹점의 연계로 구매부터 부착까지 패키지화



온-오프라인 마트



연계 가맹점

- 모바일 기반 커머스 구축
- 장착 상품 판매
 - 신차/중고차 장착 상품: 섀딩, 블랙박스, 코팅 등
 - 오토큐 정비 상품: 타이어, 소모품 등
 - 카라이프 상품: 튜닝, 세차 등

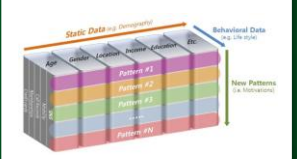
O2O : Online To Offline

IOT-based AI Commerce

차량 IoT Data



고객 다차원 Data



Dynamic Big Data



Super Personalization

상품/서비스 Data



자동차 생활 금융 서비스

보험 서비스 헬스케어 모빌리티

- 차량 기반 커머스 구축 : 디지털키 및 차량 내 커머스
- Data 연계 개인화 서비스 판매
 - 운행 Data 기반 정비, 카라이프 상품 구독 서비스
 - 차량 상태 Data 기반 찾아 가는 서비스(충전, 차량관리 등)
 - 차량 및 고객 데이터 기반 금융 상품
 - 차전(차량 전자 상품) 상품 Data 기반 연계 서비스

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auto& O2O Commerce Platform

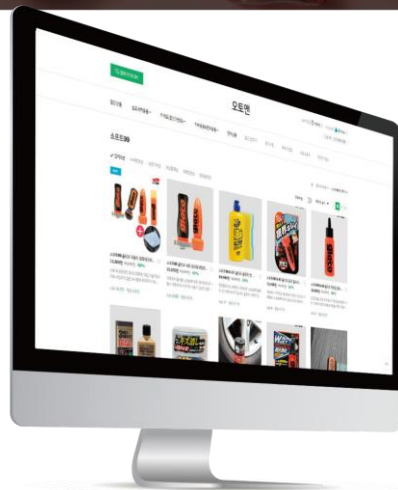


We are currently operating an O2O commerce platform that integrates online and offline with about 20,000 products and 10,000 install shops.

O2O : Online To Offline



One-Stop Solution is provided for all the goods and installing you need for mobility life.



Goods



DIY

OR



auto&

OR



Trip

OR



Repair Shop

OR



OEM



020 Commerce Goods



- Established about 20,000 goods data to meet individual needs of aftermarket customers
- Developing goods that are manufactured under auto& own brand to develop products/services connected to future cars
- Establishing OEM brand goods for e-commerce

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Sourcing

20,000
Items

auto& Brand Goods

detailing

자동차
디테일링 브랜드

cacao

자동차
액세서리 브랜드

PPF

AIR

MACHA

자동차
매트/거치대 브랜드

AUTOCREW

자동차
튜닝 브랜드

OEM Brands Goods

**Quality assurance
OEM product**

H Genuine Accessories

bluehands

020 Commerce Install Shops



Various installing services such as maintenance, car wash, tinting, glossy, tuning and so on are provided through e-commerce

Installing Service



Oil



Battery



Washing



Interior cleaning



Tinting



Polishing



Tuning



Dash Cam



Coating



Package



After-market shop



Auto& Shop



OEM Shop



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04

**A2B Product &
Service Platform**

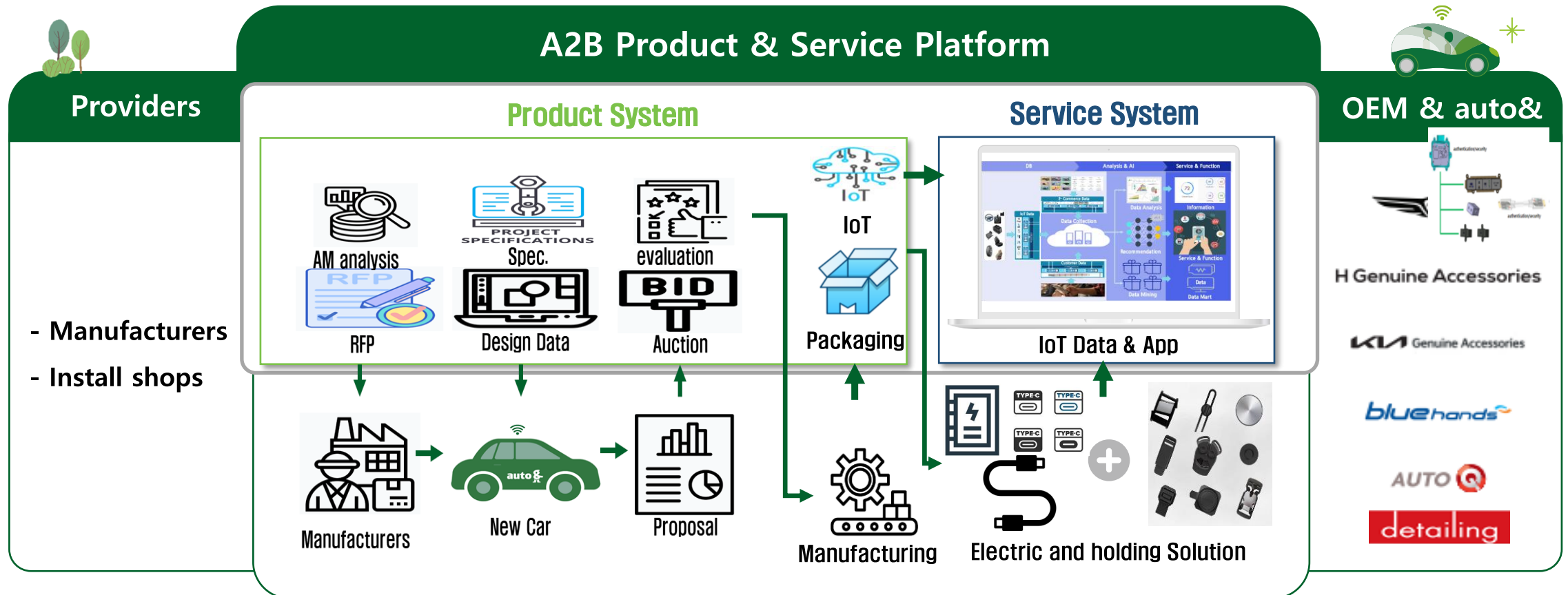


A2B Product & Service Platform Overview



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- Building A2B Product & service platform that connects manufacturers/install shops and OEM brands.
- A2B Product & Service Platform consists of Product system and Service System
 - Product system : A system that manages product manufacturing
 - Service System : Product data and operation service application



Product System – Process



Establishing and operating a 19-month development process with OEM for product manufacturing.

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Product System – Categories



A2B product/service platform applied product categories

- Supplies, AM exclusive goods, and Option for new cars, IoT applied Goods



Supplies



- Helping upgrade the reputation of Korean vehicle brands as a byword for luxury sedans
- Purchasing products with membership (reward) points awarded to consumers who have purchased a Genesis vehicle

- Individually available products are sold on the Genesis website.



AM-exclusive goods



- Supply of exclusive goods and camping supplies applied to electric vehicles (IONIQ 5, EV6) and Casper
- autoQ brand products

Option for new cars



- Built-in air purifier for Grandeur and 7 other models, PPF option available for all Genesis models (new cars)
- Pet car products available for Avante and all SUV models (new cars)



Car Electric Goods



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05

Mobility Life Platform

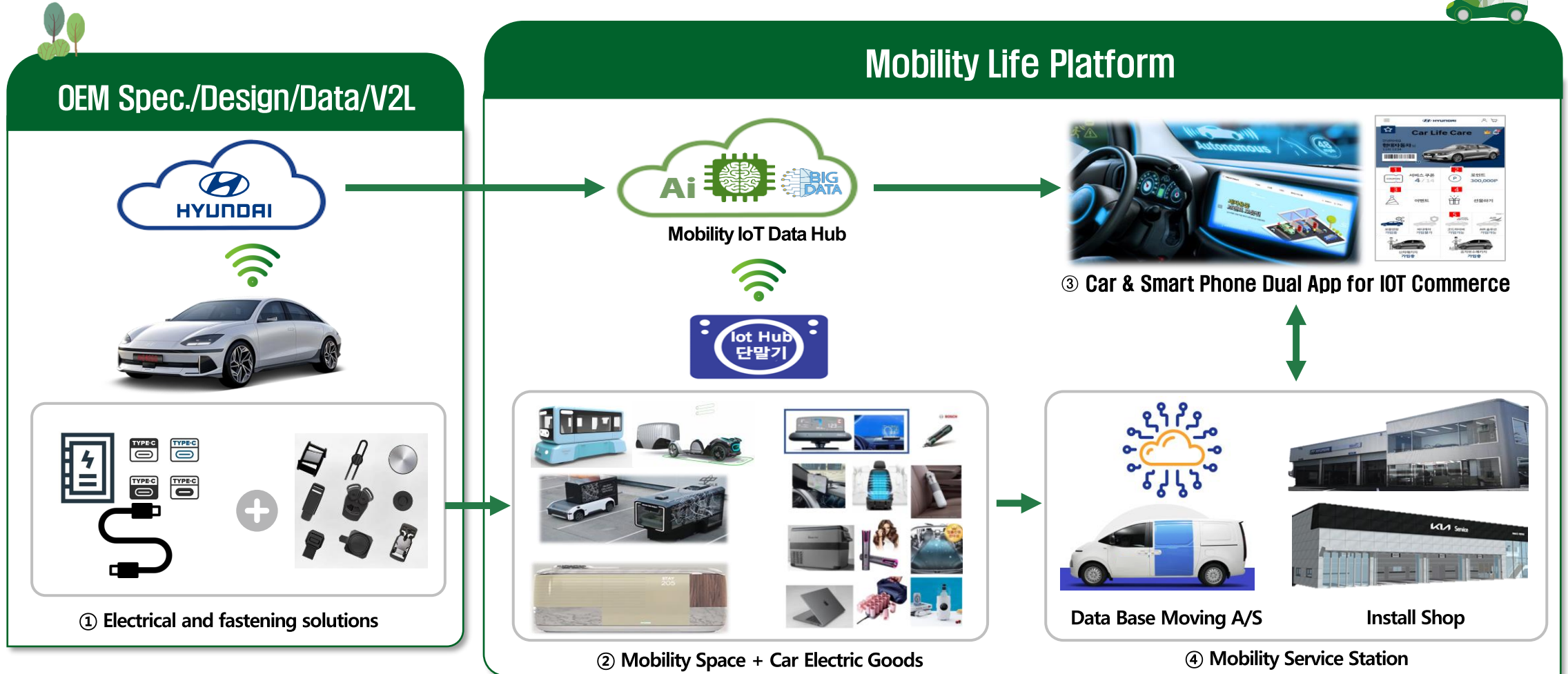


Mobility Life Platform

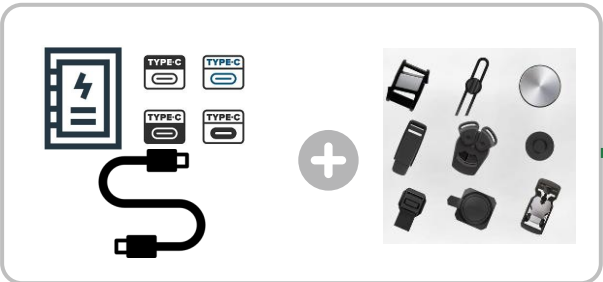


Service system provides product operation and subscription-type services through dual Apps (navigation & smartphone) connected to product big data and AI.

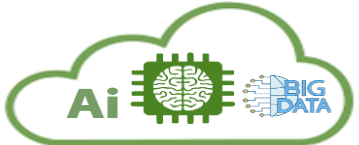
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OEM Spec./Design/Data/V2L



① Electrical and fastening solutions



Mobility IoT Data Hub



② Mobility Space + Car Electric Goods



③ Car & Smart Phone Dual App for IoT Commerce



Data Base Moving A/S

Install Shop

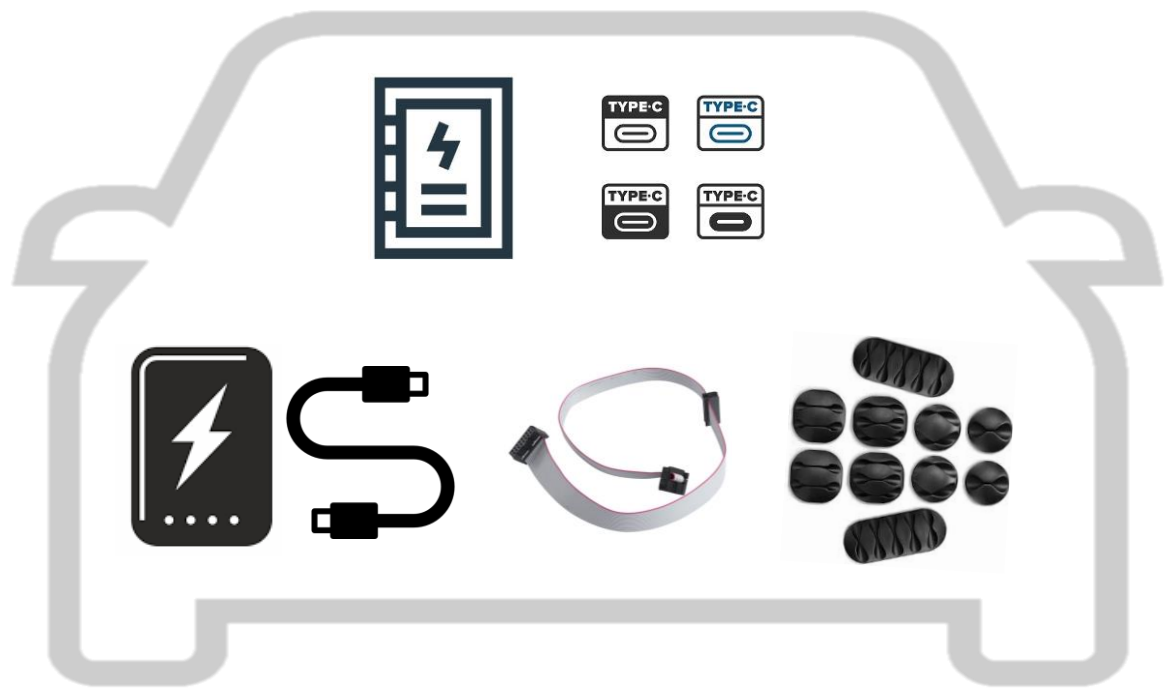
④ Mobility Service Station

① Electrical and Fastening solutions



① Electricity usage solutions

② Fastening solutions

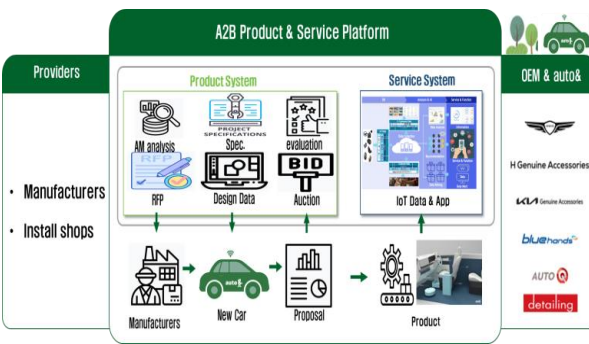


② Mobility Space + Car Electric Goods



SDV : Software Defined Vehicle

A2B Product & Service Platform



● EV-specialized products

Moving office



Auto-camping



Other



● SDV specialized Products

Subscription-type vehicle management s



Purpose Built Vehicle



③ Car & Smart Phone Dual App for IOT Commerce



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Mobility IoT Data Hub

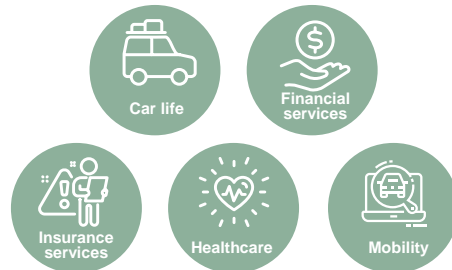
IoT data from vehi



Multidimensional consumer



Data from products/service



Dynamic Big Data

Dual App



④ Mobility Service Station



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| | Area | | | | | | | | |
|---------------------|-------------------------------|-----|-------------|--------|-------------|----------|----------|-----------------|--------------------------|
| | Sales Support | | | A/S | Car Life | | | Future Business | |
| | New Car Inspection (Delivery) | DIO | Customizing | Repair | Accessories | Used Car | Car Care | IOT | Up-Grade (Soft/Hardware) |
| Future Network | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Current A/S Network | X | X | X | ● | X | X | X | X | X |

Need To Change

| | | | | | | | | | |
|-----------------|---|---|---|---|---|---|---|---|---|
| New A/S Network | ● | ● | ● | ● | ● | ● | ● | ● | ● |
|-----------------|---|---|---|---|---|---|---|---|---|

Summary



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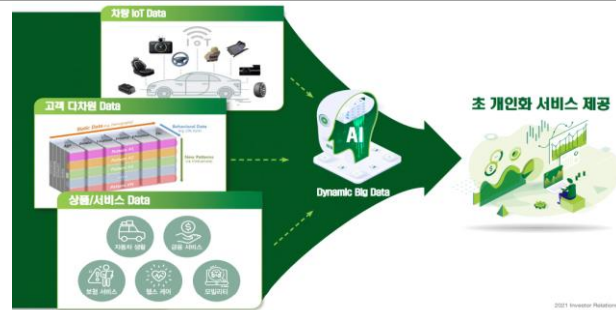
Verifying Best Selling Items and Providing A2B System

E-Commerce Platform

O2O Commerce



IOT Commerce

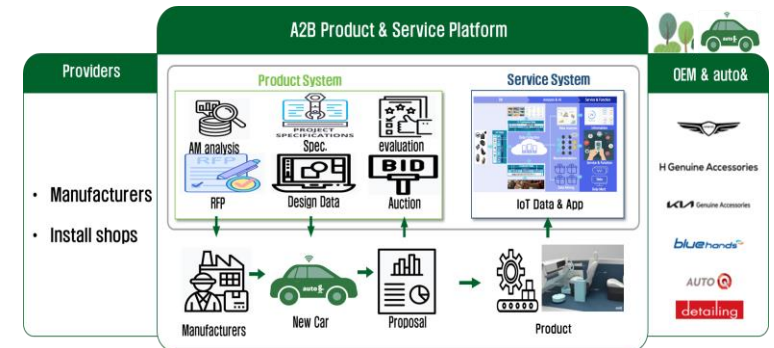


Mobility Life Platform



A2B Product/Service Platform

A2B Product/Service Platform



Expanding the platform to PBV & Used Car



Verifying Specialty Product, Service, and Providing Data

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Q&A



auto & 오토앤



Auto& Inc.

63, Jeonpa-ro 24beon-gil, Manan-gu, Anyang-si, Gyeonggi-do
Main Number: 1644-7160 Fax: 031-462-3387

