

ARASOFT

Global Business

We began with the vision of becoming the best IT company in the 21st century, with the philosophy of transparency management, the realization of customer satisfaction, continuous innovation, and challenging technology development. Our experts in each field are dedicated to developing new technologies. Through our craftsmanship, we strive to always produce only the best products in e-learning content development/operation, LMS/LCMS system construction, and other SW development areas (voice synthesis technology)

INDEX

ARASOFT Global Business

A.

A Global Outlook on eBooks

B.

Arasoft eBook System and Features

C.

Arasoft System's Scope of Application

D.

Arasoft Global Business

E.

Why Partner with Arasoft

A.

A Global Outlook on eBooks

Digital Transformation Trends in Reading Styles

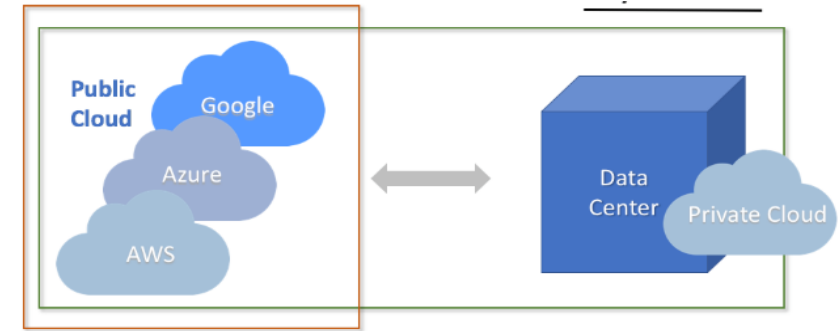
ARASOFT Global Business



Development of the S/W industry in accordance with IT trends



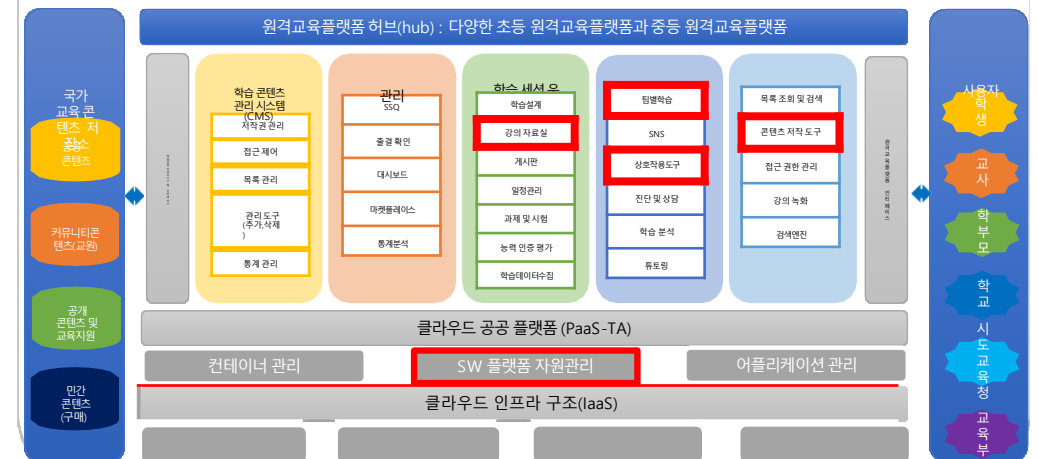
Changes to the cloud environment



Digital content production and diversification of services



Rapid changes in Edutech technology due to COVID (Emergence of various platforms)



eBook Global Market

ARASOFT Global Business



Rapid growth of e-books

Fierce external competition with e-book substitutes (phones S& tablets)

Growth of self-publishing e-books

Stable sales within the e-Book Industry are expected in the near future

Largest market for e-books is China, the United States, the United Kingdom, Japan, and Korea.

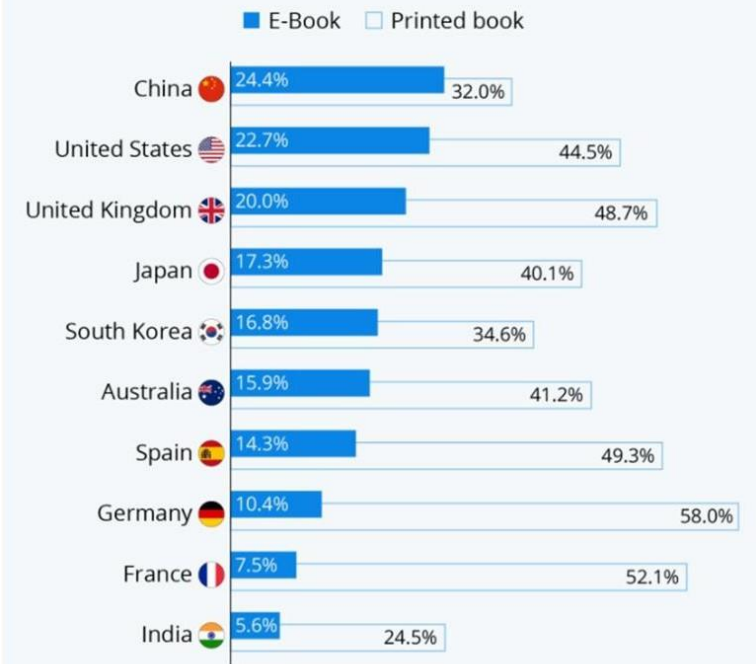
Rising with the audiobook industry

Formation of new readership, recruitment of new readers

Annual sales volume increased by 16%, expected to rise by 20-25% in the future

E-Books Still No Match for Printed Books

Estimated share of the population that purchased an e-book/a printed book in 2020



Source: Statista Advertising & Media Outlook



statista

eBook Global Market

ARASOFT Global Business

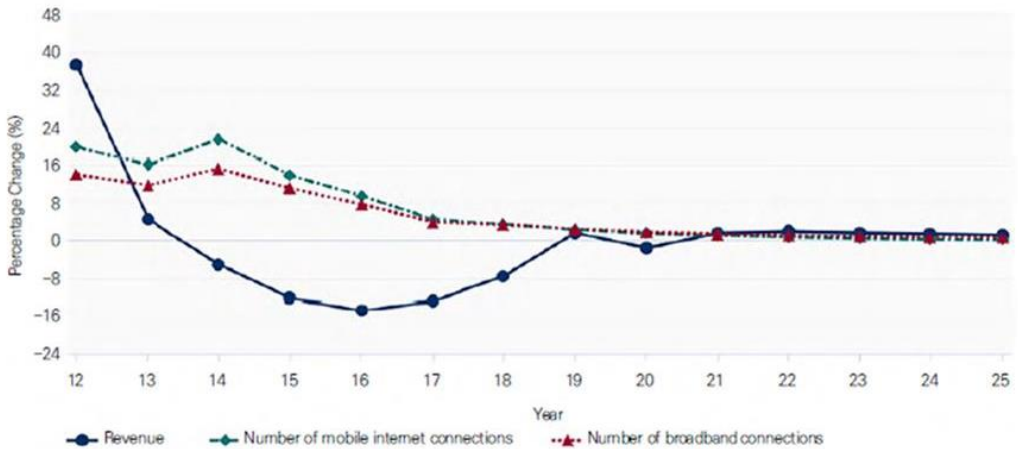


Current and expected global content market 2015-2024

[단위 : 억 달러, %]

순위	국가명	2015	2016	2017	2018	2019p	2020	2021	2022	2023	2024	2019-24 CAGR(%)
1	미국	7,277	7,627	7,931	8,352	8,740	8,098	8,620	9,191	9,514	9,814	2.35
2	중국	2,223	2,625	3,050	3,314	3,508	3,409	3,601	3,825	4,006	4,177	3.56
3	일본	1,694	1,768	1,829	1,886	1,937	1,825	1,913	1,979	2,012	2,045	1.09
4	독일	961	994	1,022	1,046	1,079	991	1,058	1,119	1,157	1,189	1.96
5	영국	864	899	936	987	1,030	961	1,026	1,091	1,140	1,184	2.83
6	프랑스	670	687	703	722	744	681	722	759	776	793	1.29
7	한국	491	513	557	585	613	599	636	668	694	719	3.26
8	캐나다	486	508	529	548	569	537	568	599	619	638	2.30
9	브라질	332	352	384	416	440	411	437	463	482	497	2.47
10	이탈리아	387	401	418	418	420	380	422	458	474	487	3.01
11	호주	310	326	338	352	370	348	374	395	409	422	2.69
12	인도	270	307	317	324	362	367	407	462	517	587	10.14
13	스페인	278	297	312	327	345	327	345	368	384	399	2.91
14	멕시코	203	221	237	256	272	254	271	287	296	304	2.27
15	러시아	188	204	224	241	256	243	270	297	314	330	5.22
16	인도네시아	122	138	156	180	199	200	216	233	245	257	5.29
17	태국	130	139	152	164	175	171	182	193	200	206	3.38
18	대만	144	151	157	157	158	153	158	164	168	173	1.76

Increase in eBook sales



* 출처: IBISWorld, E-Book Publishing, November 2020, p.9

Key indicator of global eBook industry (2020-2025)

Year	Sale (\$ms)	Tax (\$m)	number of Companies (Units)	number of employees (Units)	Wage (\$m)	Number of connect mobile Internet(\$m)
2020	3,306	936	1,781	7,439	660	337
2021	3,362	947	1,789	7,444	662	341
2022	3,429	963	1,796	7,478	668	344
2023	3,488	979	1,806	7,535	674	346
2024	3,541	997	1,811	7,609	681	347
2025	3,586	1,009	1,824	7,680	688	348

* 출처: IBISWorld, E-Book Publishing, November 2020, p.15

B.

Arasoft eBook System and Features

Integrated eBook System Software

ARASOFT Global Business



- **ARABOOK- A Platform** for managing, sharing, and distributing eBooks
- **NAMO AUTHOR- An Authoring Tool** for creating multimedia eBooks
- **NAMO READER- An eBook Viewer** and reader application

Platform, Authoring Tool, eBook Viewer System Configuration



Arasoft Service Configuration

ARASOFT Global Business

E-Book Authoring Tool (Namo Author)



- HTML editing skills
- CSS structure support technology
- Mark-Up Language Parsing
- Globalization technology (multilingual)
- WYSIWYG editing skills
- Templates and widget creation skills
- CSS property editor/image editor
- Various and convenient templates and clipart
- Multimedia functions such as animation, audio/video, etc.
- World e-book standard ePUB format support



E-Book Viewer (Namo Reader)



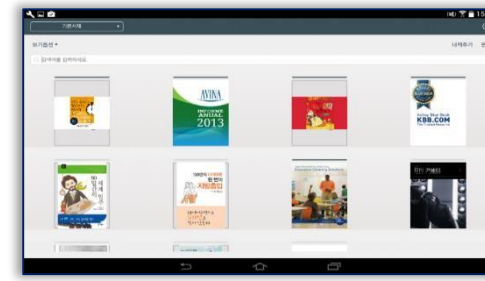
- Securing the readability of variable/fixed layout e-books
- Features such as memo/search/hyeongwan pen/bookmark
- PDF, audiobook, webtoon, word integrated viewer in other formats



Platform (arabooks)



- Content management system (CMS) technology
- Billing/settlement system technology
- Various payment method linkage technology
- DRM packaging technology Platform Front, Back-end interface, etc.
- Member management and CMS
- DRM encryption module for content protection Individual business and advertisement linkage system
- Reading Convenience I/F
 - Sync reading progress
 - Memo, bookmark motivation



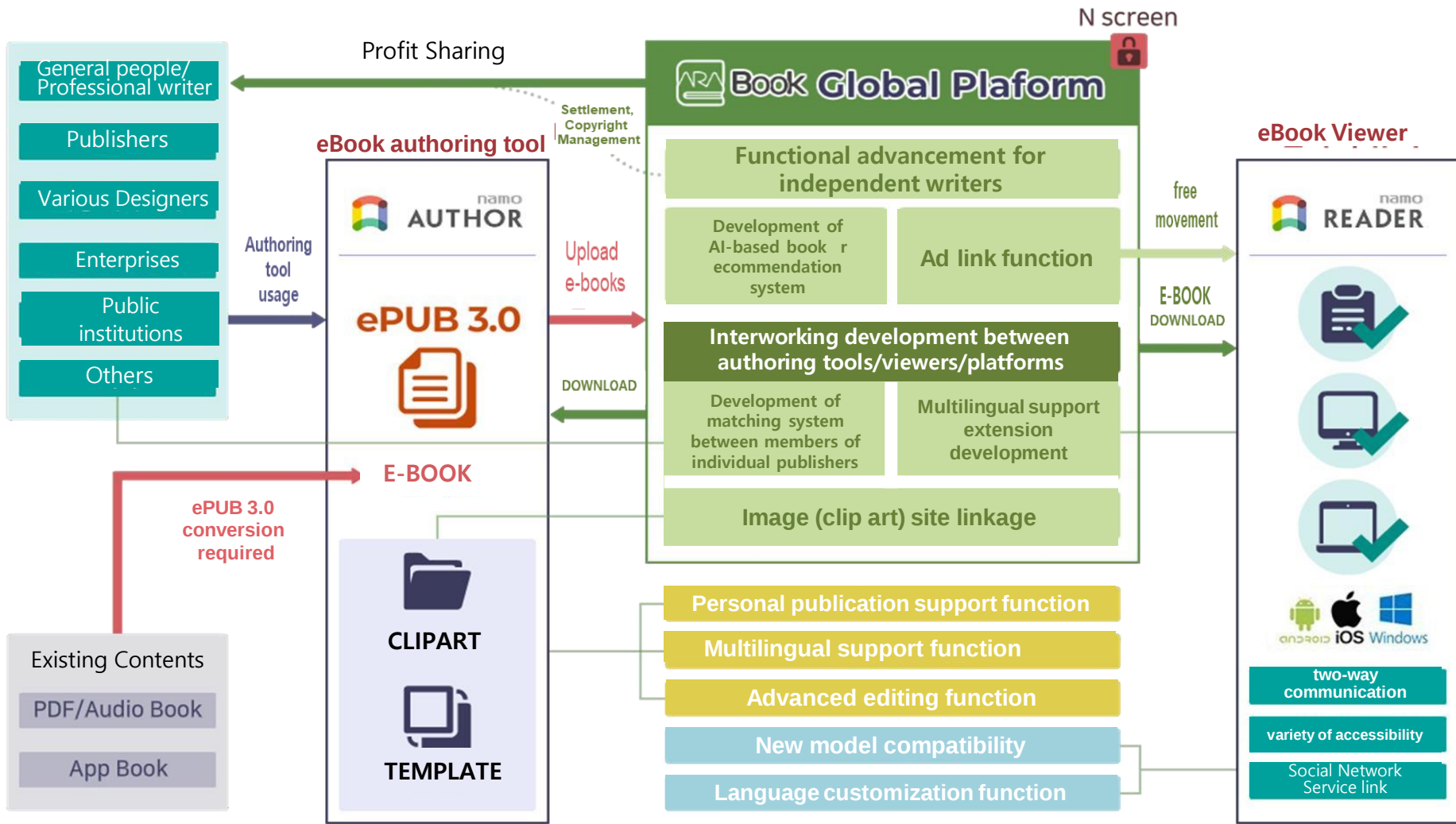
Globalization



- Domestic and foreign contents for platform distribution service
- Securing overseas agencies to sell software packages
- Promotion of e-book sharing platform construction projects such as domestic and foreign companies/public institutions/educational institutions/publishers
- Participated in trade matching business for overseas marketing
- Participation in various fairs/exhibitions on/offline
 - Frankfurt International Book Fair, Germany
 - Licensing Expo, USA
 - Russia, CIS New Northern Country ICT Business Partnership
 - WOW, World Online ICT Show



eBook System Configuration



Namo Author

ARASOFT Global Business



Namo Author is an Authoring software tool that enables you to create and publish interactive content engaging readers and learners with an enhanced and immersive experience leading to better outcomes.



CREATE

Create an interactive eBook with ease by using the various graphic UIs



PUBLISH

Easily publish multi media eBooks supported by various devices



DISTRIBUTE

Produce e-books that can be distributed globally through various Platforms



SHARE

Share your e-book using the in-built Namu service without building a separate system



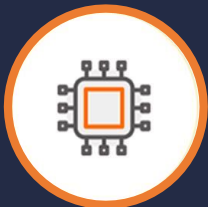
Custom Design



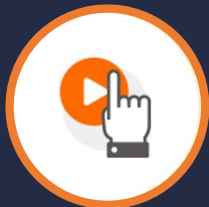
Noteworthy Content



Responsive Design



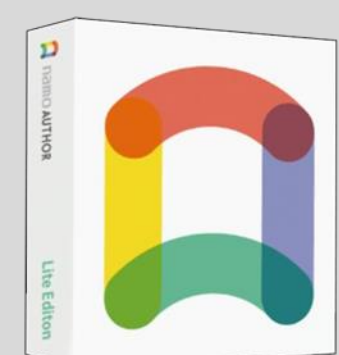
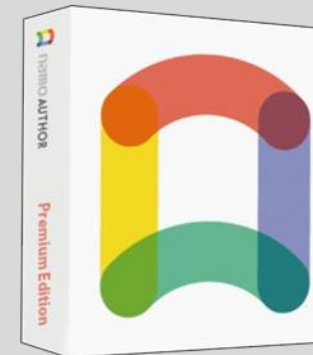
No-coding



Drag & Drop



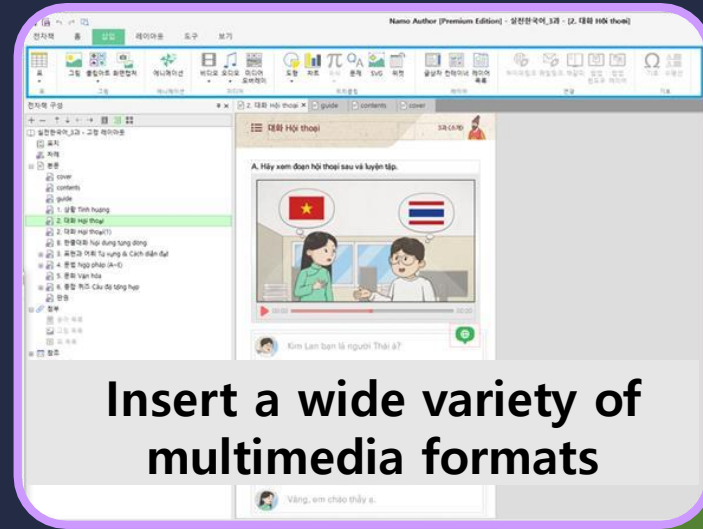
Free Layout



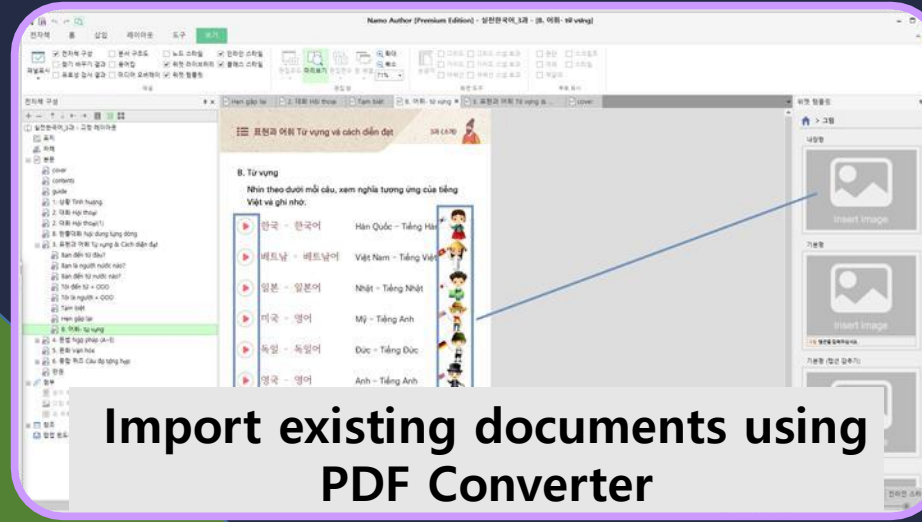
Anyone can easily publish an eBook using EPUB3 format to accommodate a variety of interactions, navigation elements, quizzes, and other instructions to build a more sophisticated learning experience.

Main Features in Namu Author

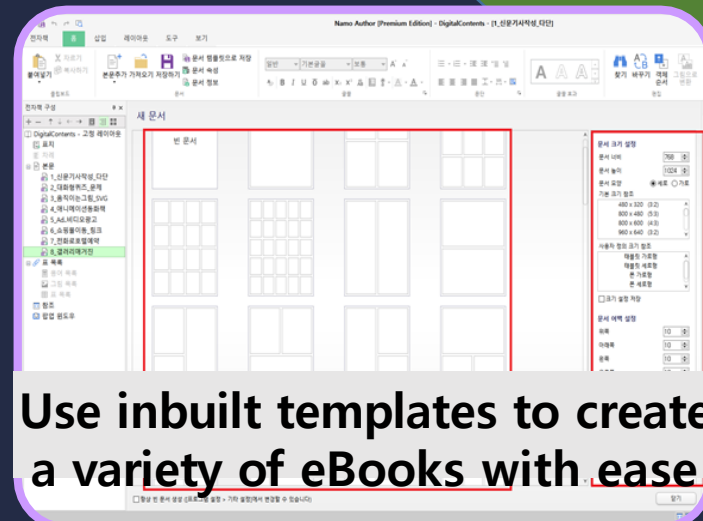
ARASOFT Global Business



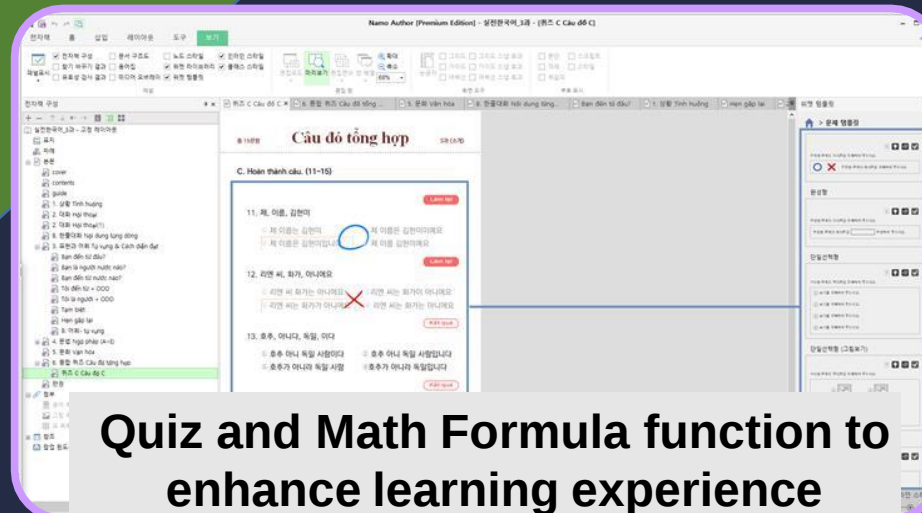
Insert a wide variety of multimedia formats



Import existing documents using PDF Converter



Use inbuilt templates to create a variety of eBooks with ease

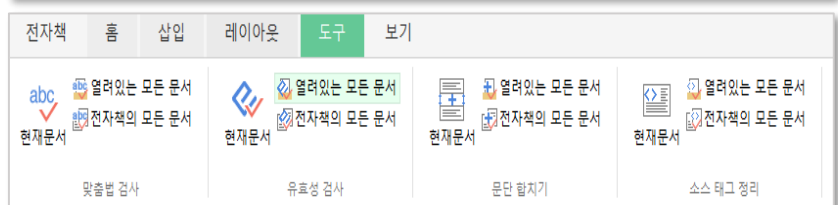
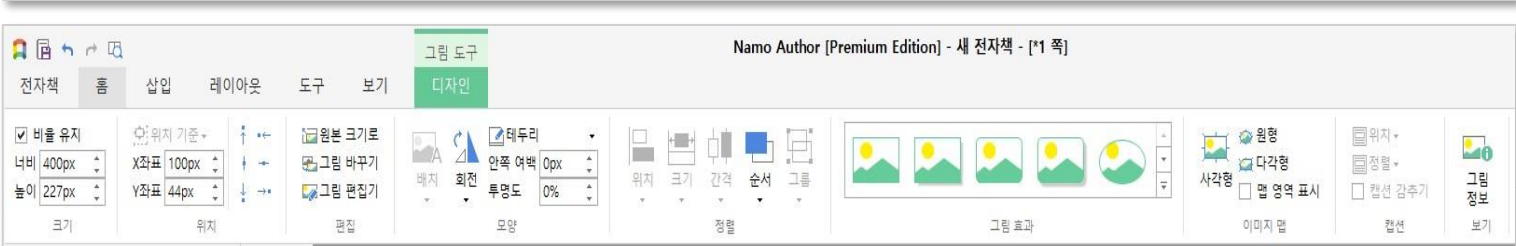
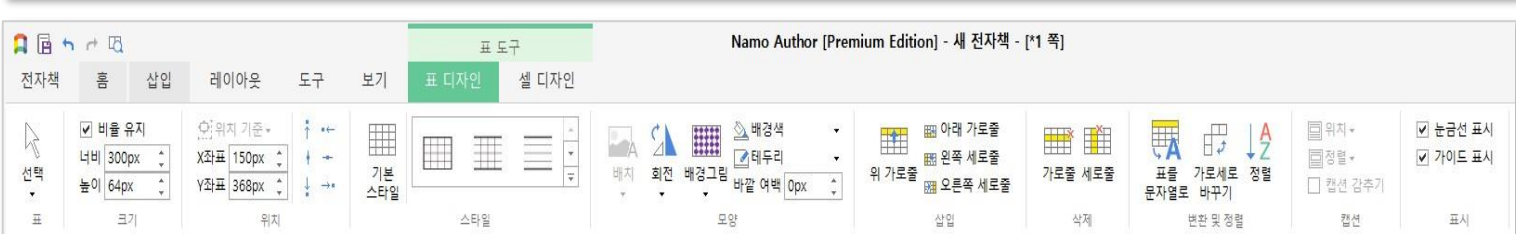
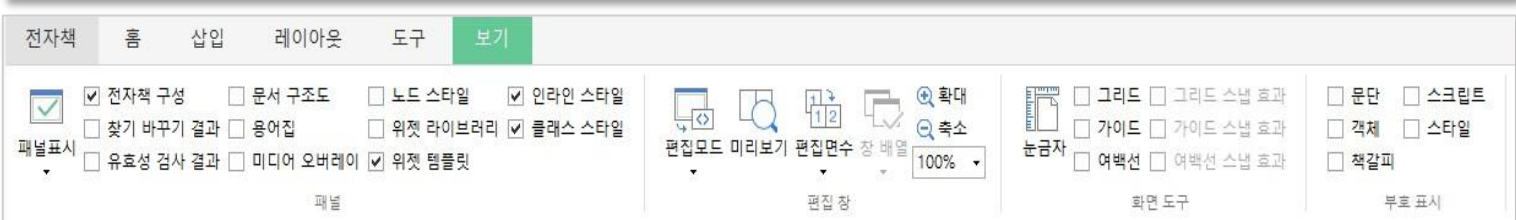
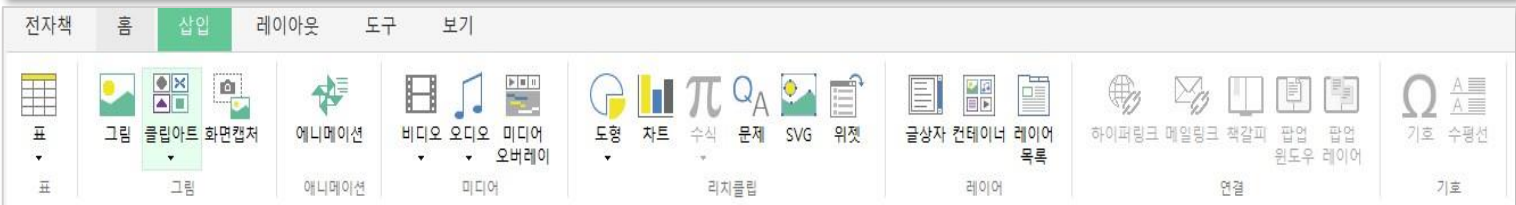
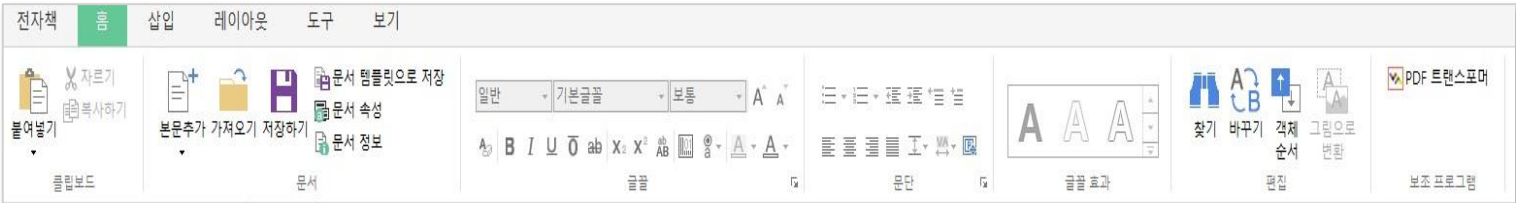


Quiz and Math Formula function to enhance learning experience



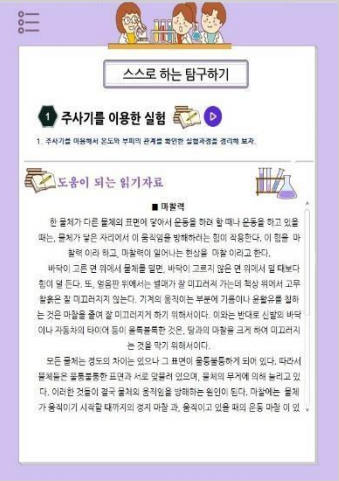
You can change the language by clicking the globe icon

ARASOFT Global Business

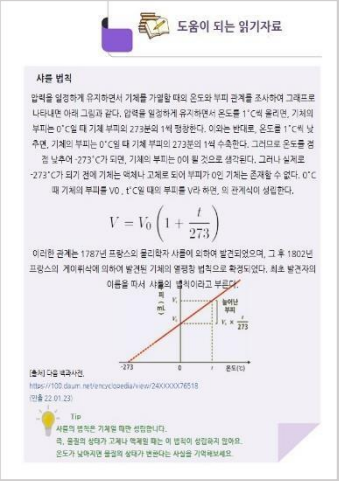


Works when editing pictures

eBooks Created and Published using Namo Author



Korean



Korean



English



Chinese



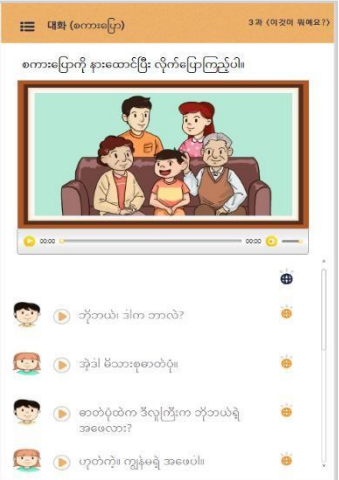
Japanese



Azerbaijani



Vietnamese



Burmese (Myanmar)



Thai



Indonesian



Lao



Malay

Competitor Analysis (Authoring Tool)

ARASOFT Global Business



- Domestic and foreign ePUB authoring tools include Apple's iBook Author, open source Sigil, and ARASOFT's Namo Author.
- The best of ARASOFT's Namo Author in terms of user convenience and functionality



Product basic description	Developer	APPLE(USA)	MICROSOFT & OTHER OPEN SOURCE	ARASOFT (Korea)
	Supported OS	Mac OS	Windows/ Linux	Windows
Project management function	E-book template provided	● (*.epub)	X	● (fixed/variable layout)
	Save as Template	●	X	●
Document editing function	Various table editing functions	▲	X	●
	image editor	X	X	●
	Fit to original picture size	X	X (insert without picture size)	●
Document conversion function	PDF converter	X	X	●
	Publish as EPUB	●	●	● (*.mobi publication available)
UI / Ease of Use	Object-specific design properties menu	●	X	●
	Source view tab provided	X	●	●
General function	Fixed/Variable Layout	▲ (fixed layout support)	▲	●
	Setting both spreads	X	X	●
	EPUB publication format change	X	●	● (mobi)
HTML5 element (with JavaScript)	Inserting a shape	●	● (SVG)	●
	Insert a formula	●	▲	●
	pop-up layer	X	X	●
	Pop-up window (pop-up annotation	● (popover)	X	●
CSS3 elements	text design effect	X	X	●
	Image effects (round corners, filter effects)	▲	X	●
	object rotation effect	●	X	●
widget	Create a gallery widget	●	X	●
	Asking interactive question types	●	X	●
	Layer List (Sliders, Tabs, Accordion)	X	X	●
	Audio	●	▲	●
	video	●	▲	● (Provides automatic poster generation function)
	shape outside	X	X	●
	layout template	▲	▲	● (Provides detailed functions for each gig template)
class style	Add/delete CSS items/files	X	X	●

Competitor Analysis (Viewer)



- Domestic and foreign ePUB viewers include Amazon's Kindle, Barnes & Noble's NOOK, and Apple's iBOOK.
- ARASOFT's Namo Reader is the best in terms of user convenience and functionality



ARASOFT Global Business

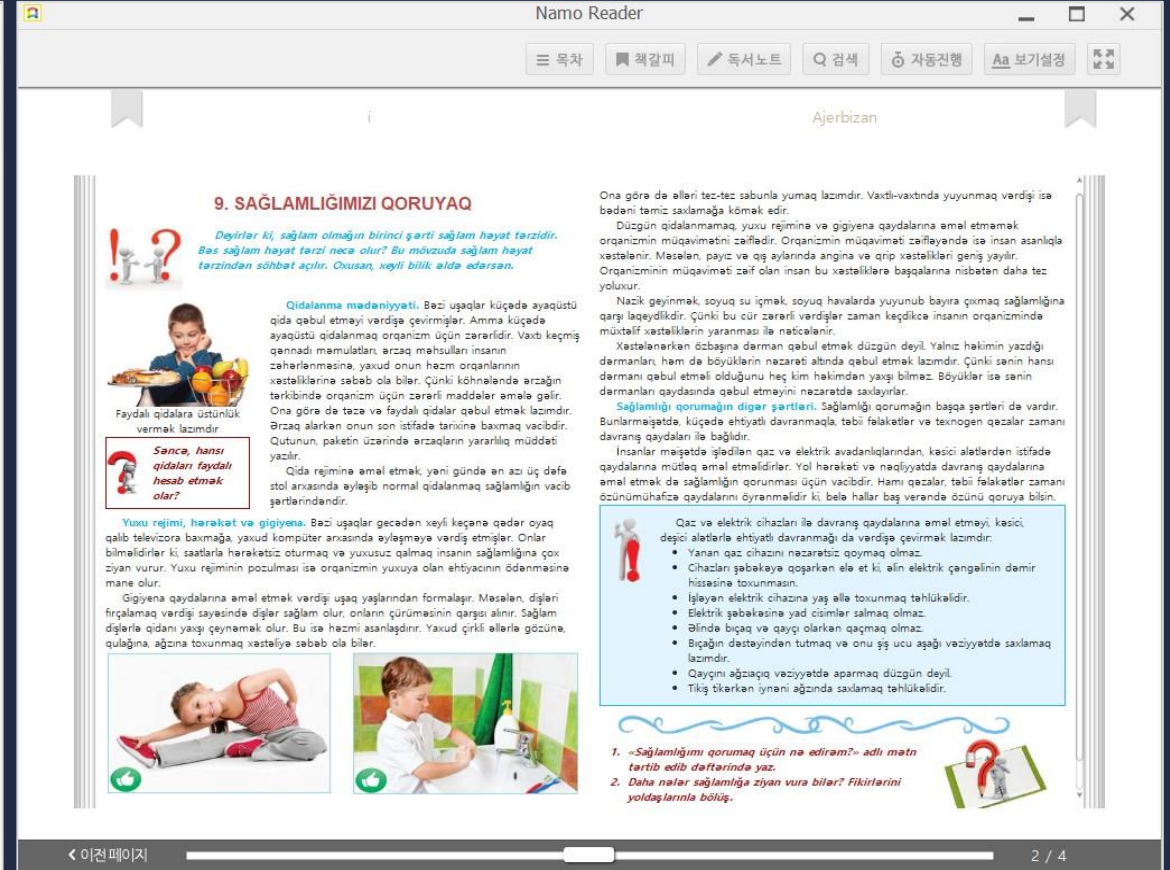
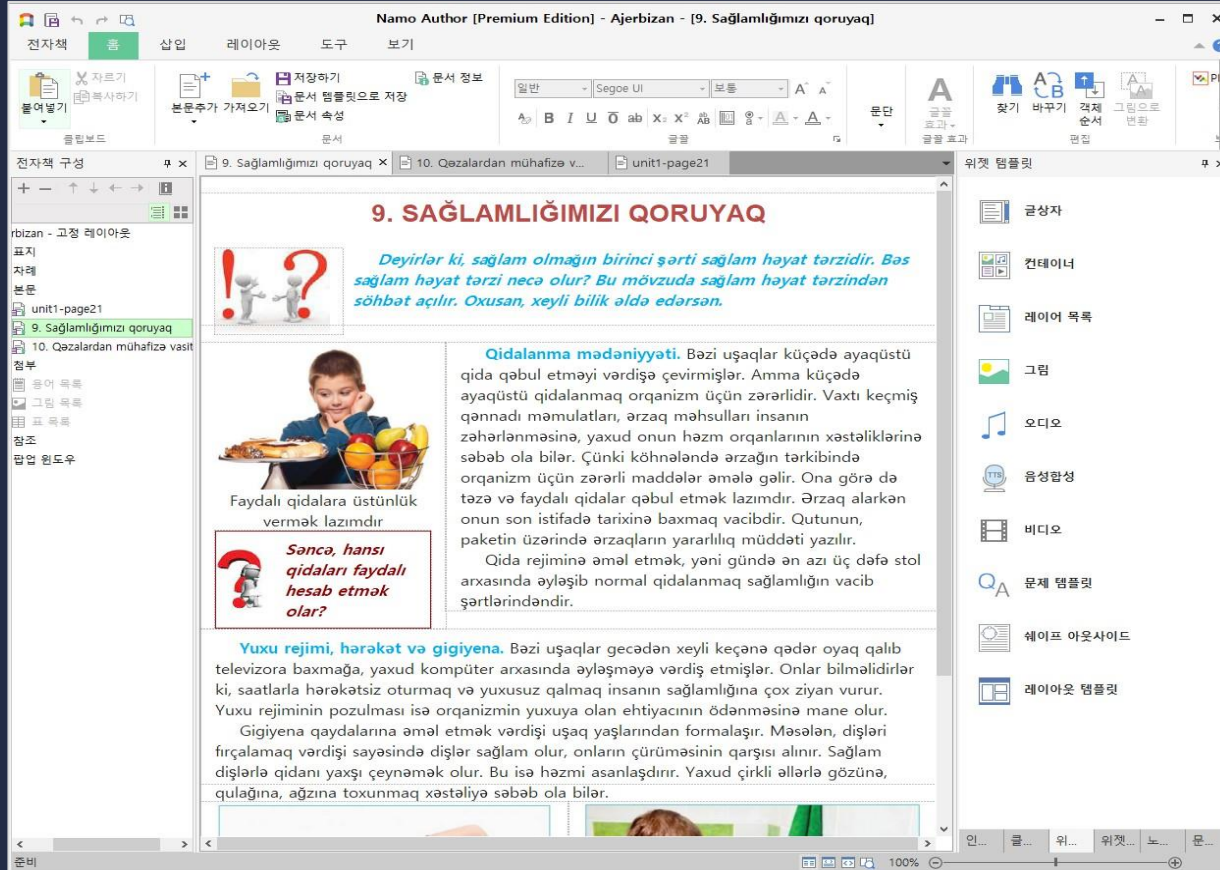
Function		Amazon kindle	Nook	ibook book	Namo Reader
Product Basic Description	Developer	Amazon (USA)	Barnes & Noble (USA)	Apple(USA)	Arasoft (South Korea)
	Support system	Window, mac OS, android, iOS	Window, android, iOS	Mac OS, iOS	Window, android, iOS
How to use	Log in or not	Available after login (Amazon members only)	Available after logging in (only NOOK members available) ▲ (Not available in Korea)	Apple ID required	Available without login
	External ePUB support	X (Only books purchased from Amazon)	X (Only books purchased from NOOK are available, Not available in Korea)	•	•
Basic function	Variable data and fixed data support	▲(Variable data support)	△(Variable data support, not available in Korea)	•(both possible)	•(both possible)
	Memo, highlighter, word search function (Only for variable data)	•(all possible)	•(all possible) ▲(Not available in Korea)	•(All possible)	•(All possible)
e-reader	Whether it is an e-book-only terminal	Kindle terminal present	Nook terminal presence	X	X
Other	Other notes	• TTS support • ePUB file support X (To read ePUB files special procedure required)	• NOOK Reding app and NOOK Audiobook App exist separately (There is a separate ebook for reading support)	• iOS only • Provided ePUB	• It can be used without login and can be used on both Android and iOS. • Provided ePUB

eBook Viewer - Namo Reader



Namo Author Tool eBook View while creating content

Final View of eBook content using Namo Reader



ePUB File



C.

Arasoft System's Scope of Application

Applicable Areas

ARASOFT Global Business



School Education



Self-directed learning



Reports,
Research materials



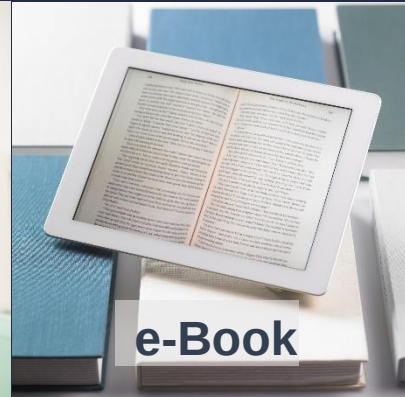
Personal Book Publication



Documentation



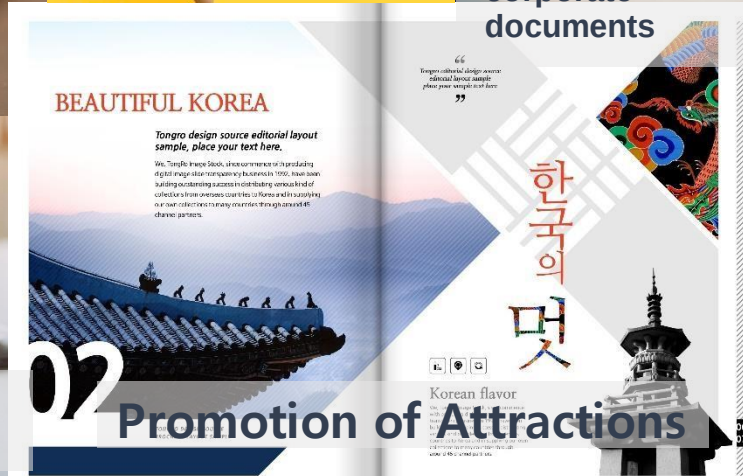
Corporate and government
expenditures



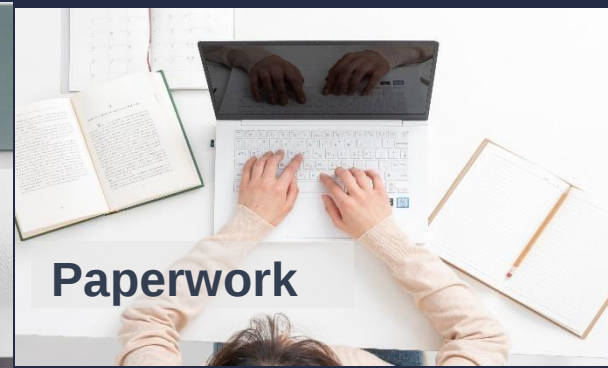
e-Book



Corporate event
promotion



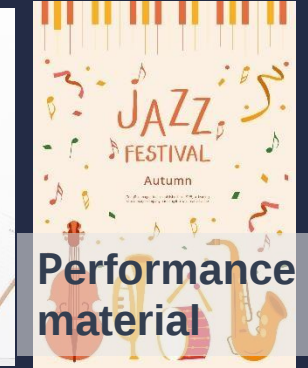
Promotion of Attractions



Paperwork



Various
corporate
documents



Performance
material



Cultural archive



Promotion
of Events

D.

Arasoft Global Business

e-book Global Platform ARABOOK

ARASOFT Global Business



Book

Base Industrial Center

Private Small Business

Large enterprises, medium-sized enterprises, SME

Institutions, Organizations, Associations

Publishing, Design, Advertising companies

Online Shopping Mall

Area-based Shopping Mall

Local Industrial Complex

Information Arcade Related Organizations

Cultural, Artistic and Performing Groups

Other Companies

e-Book
Platform

Development
and
Commercialization

BUSINESS MODEL
Development and Marketing
Strategy

namo
READER



namo
AUTHOR

Insert product
advertisement in
e-book



e-book
conversion

클립아트·템플릿 제작 클립아트·템플릿 활용



global
market opening

**Platform Business Model
Development**

Requirements analysis, architecture design
Operation plan, marketing advertisement strategy
AI - Customized content recommendation (images, books)
AI - E-book context-based intelligent advertisement recommendation system design
Blockchain - Establishment of cost settlement system (publisher, writer, etc.)

Free book sub
scription after
watching adver
tisements in e-
books

AI algorithm
Search applied content

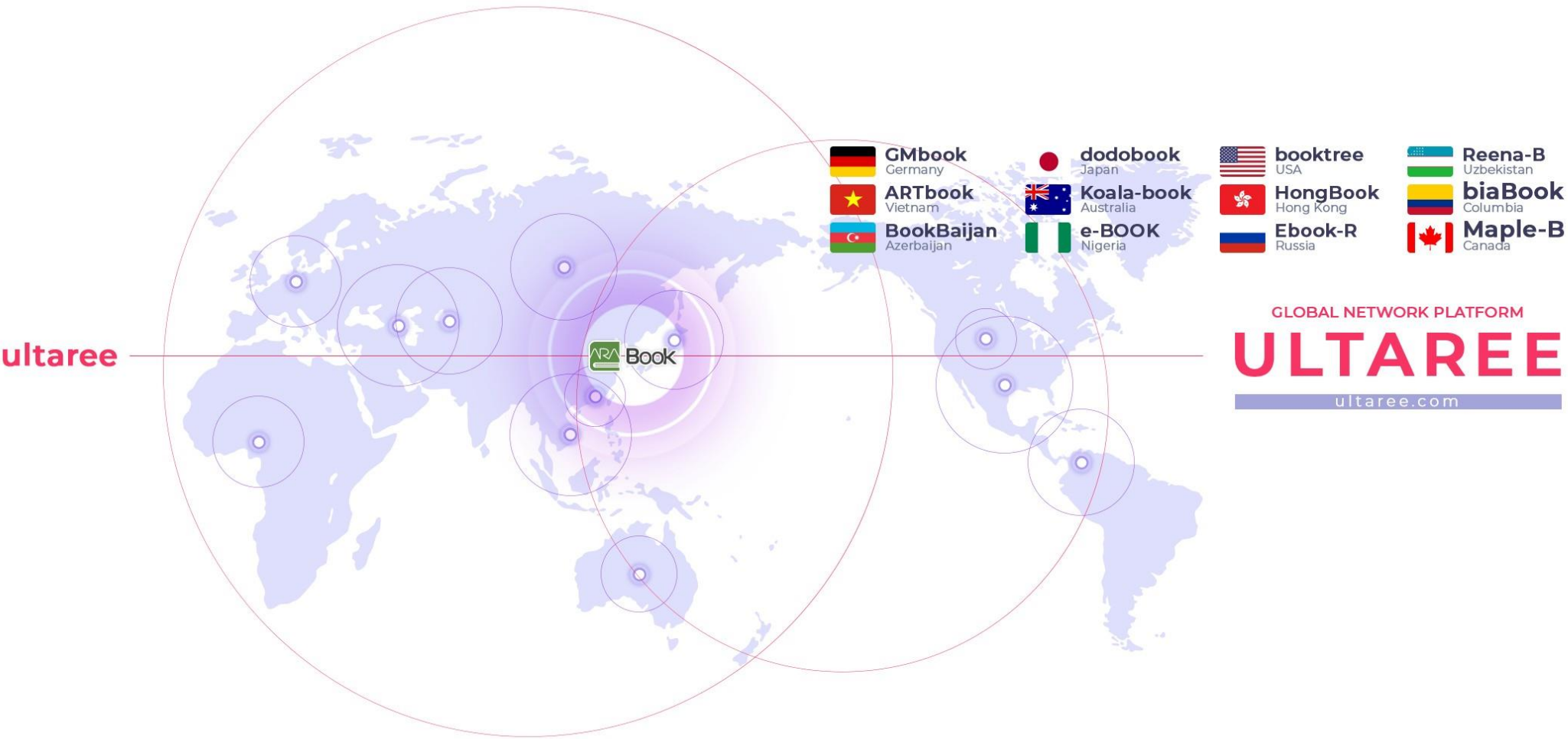


Securing a diverse
customer base



Arasoft Global Platform Business

ARASOFT Global Business



Enter the global market

summary

Germany		Frankfurt Book Fair 2021	The World's Most Influential Book Fair to be held in October every year - Online Common Booth	Philippines, Italy MOU promotion
USA		Licensing Expo 2021	Representative licensing exhibition with 40 years	Peru MOU promotion
Hong Kong		2021 Hong Kong International ICT	The world's third largest electronic exhibitions	Hong Kong business negotiations
Russia		2021 New Northern Country ICT Business Partnership	New Northern Region (Russia, CIS), overseas market development support	Malaysia MOU promotion
Uzbekistan		Advance into North America, Central and South America		
Vietnam		Malaysia 	Azerbaijan 	Nigeria 
Japan		Australia 	China 	under discussions

Korea		Korea Copyright Commission Online Export Consultation	1:1 online consultation with foreign buyers	Discussion on cooperation plan for MOU promotion in Thailand
		Digital Transformation Expo	Support for overseas export and market development	Continuing cooperation through video conferencing in India
		World Online ICT Show(WOW)	Promotion of achievements through ICT online exhibition hall and support for domestic and overseas market development	
		blue n tree	mini gate	camel factory
		promenade	RNC	Seulgi ya danbi
			Monochio	You Paper
			Jesse's Tree	Korea Publishing Culture Association
			Woongjin Booksen	Korea Electronic Publishing Cooperative
			Kyobo Bookstore	Arambooks
			yes 24	

E.

Why Partner with Arasoft Co., Ltd.

Arasoft Namo Solution Distributor Benefits

ARASOFT Global Business



* International Distributor Terms

GDP per capita	Contract Fee	Provided License	Distributor Gross Margin (per unit)	Namo Author Price(unit) for Clients (PDF Transformer, Namo Reader included)		Visiting Korea for training
				Enterprise	Education	
~ \$9,999	\$50,000	200	60% (for enterprise) 50% (for educational institutions)			
\$10,000 ~ \$39,999	\$100,000	400	60% (for enterprise) 50% (for educational institutions)	\$400 (VAT not included)	\$200 (VAT not included)	Based on Agreement
\$40,000 ~	\$200,000	500	65% (for enterprise) 50% (for educational institutions)			

- * Distributor Benefits

① Product sales rights in distributor country

② (200 copies) Initial license provided - License for commercial use (100 copies provided separately)

③ A Distributor Gross Margin of 60%(For Enterprise) or 50%(For Educational institutions) of the product price.

④ Terms of User be subject to single-use, and shared with up to 3 devices as long as user is the purchaser

⑤ Invitation to Korea for technical training (2 weeks per person)

Arasoft Arabook Platform Business Terms



ARASOFT Global Business

* International Distributor Terms

Software Solution	License Type	Contract Fee	ETC	Visiting Korea for training
ARABOOK PLATFORM	Enterprise	\$200,000	Customizing, UI/UX Fee Separately	Based on Agreement
	Public	\$200,000		
	Education	\$200,000		

- * Business Benefits and Conditions

① Exclusive Platform Business Rights in distributor country

② Open Platform easily accessible to registered Users, based on membership paid or not

③ Flexible Service and Conditions of functionalities being customized according to the uploader needs

④ User concurrence includes use is permitted to several users simultaneously

⑤ Invitation to Korea for technical training (2 weeks per person)



ARASOFT



90, Ppurisandan-ro, Jeongchon-myeon, Jinju-si,
Gyeongsangnam-do, 52847, Republic of Korea



arasoft@nate.com



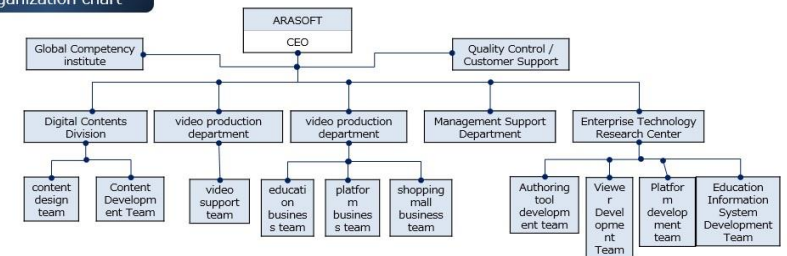
Tel. +82-55-757-9900 Fax. +82-55-757-9800



[Http://arasoft.net](http://arasoft.net)



Organization chart



Workforce composition

division	expert technician	advanced technician	Intermediate Technician	beginner engineer	total
Planning/Instructional Designer/Subject	3	4	5	3	15
Education service development and operation	5	6	4	3	18
e-book field	4	5	6	3	18
programmer	4	3	2	4	13
designer	4	5	4	4	17
Video shooting/editing	2	3	5	7	17
Management/Others	2	1	1	1	5
Total	24	27	27	25	103