

Introduction

Invest KOREA Market Place (IKMP) is a project designed to help discover and support new investment projects for Korean SMEs, start-ups and local governments seeking foreign investment. Invest KOREA aims to use the IKMP platform to promote the globalization of Korean companies and institutions by utilizing KOTRA's 36 overseas offices devoted to attracting foreign investment.

Every year in March, June and September, the project notice is available on KOTRA's website at www.kotra.or.kr. Additionally, project information detailing investment opportunities in Korea is available on the Invest KOREA website at www.investkorea.org.



Website Image: www.investkorea.org

Investment Opportunities

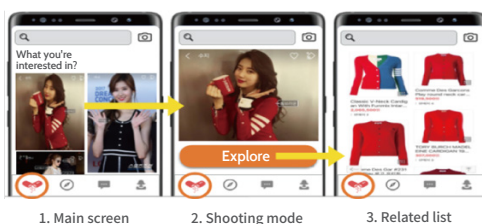
Below are two Korean companies currently seeking foreign investment. For more details, please contact Seo Dong Hyun, Senior Investment Consultant of the New Industry Investment Promotion Team, at dhseo@kotra.or.kr.

*Some information remains confidential.

1. ICT Company: Fashion Contents Application

Investment Highlights: The Korean Wave has led to a growing interest in Korean fashion, and the development of the Internet environment makes online shopping more accessible in Southeast Asia. As a result, more people in the region also use online Korean fashion shopping malls. The company's image recognition technology allows potential users in Southeast Asia to search for fashion items that are popular in Korea by using images. This service helps customers purchase Korean clothes tailored to their tastes.

Product and Technology



1. Main screen 2. Shooting mode 3. Related list

Company Profile: The company was founded in February 2018. It utilizes machine learning technology to quickly and accurately search for and provide products similar to the item of a specific photo selected by the user. To increase competitiveness, the company provides a local language support function to enhance the accessibility of Korean fashion items to Southeast Asian markets.

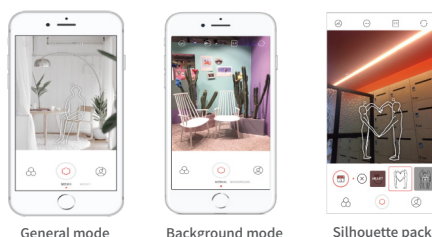
Investment Requirements:

- Investment method: Minority (financial investment)
- Amount: USD 0.28 million
- Region: North America, China, Hong Kong, Singapore

2. ICT Company: Smartphone Camera Application

Investment Highlights: The growing number of smartphone users and the upgraded performance of cameras inserted into smartphones have been leading to the explosive growth of the camera applications market. The company's app enables the user to quickly and easily implement the process of creating the desired composition, predicting the final photo, while manipulating the human-shaped silhouette in the background in real time. It can also recommend and analyze the composition of a portrait that the user is most satisfied with, on top of basic features such as image processing and color correction.

Product and Technology



General mode Background mode Silhouette pack

Company Profile: The company was founded in October 2017. In 2018, it ranked first among paid applications on app stores in 17 countries and ranked first among paid applications in 43 countries. To upgrade the application and develop additional functions, the company plans to invest USD 1.35 million in R&D for the next three years.

Investment Requirements:

- Investment method: M&A
- Amount: USD 0.5 million
- Region: North America, China