

2021

HuvleView

Service Introduction



Table of Contents

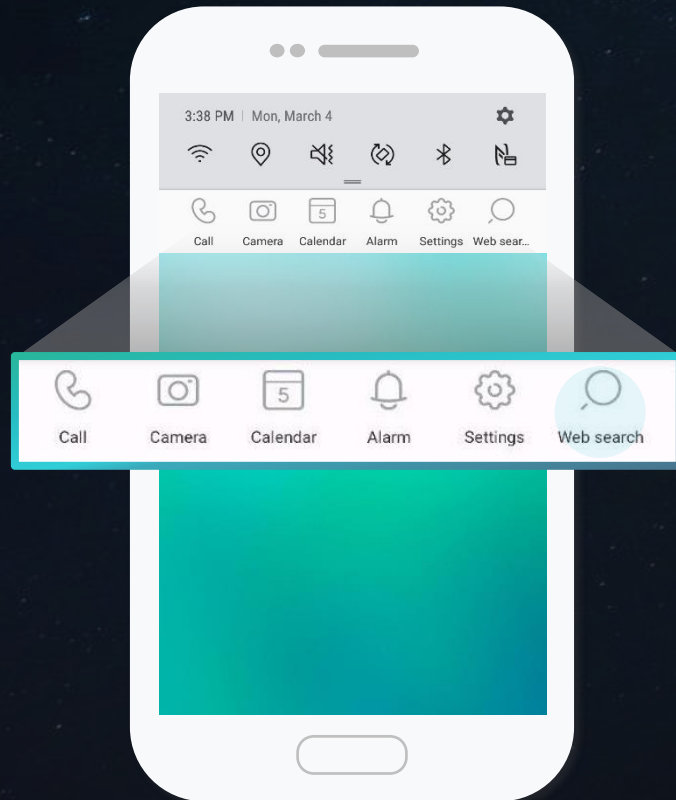
- ● ● HuvleView Introduction
- ● ● HuvleView Service
- ● ● HuvleView Revenue Structure
- ● ● HuvleView's Competitiveness
- ● ● HuvleView's Safety
- ● ● Company History

HuvleView Introduction

HuvleView makes app companies take stable user amount and revenue by HuvleView Browser and Notification-Bar.
When the alliance got setting, by using our services, the app companies can generate additional ad revenue besides in-app ads.



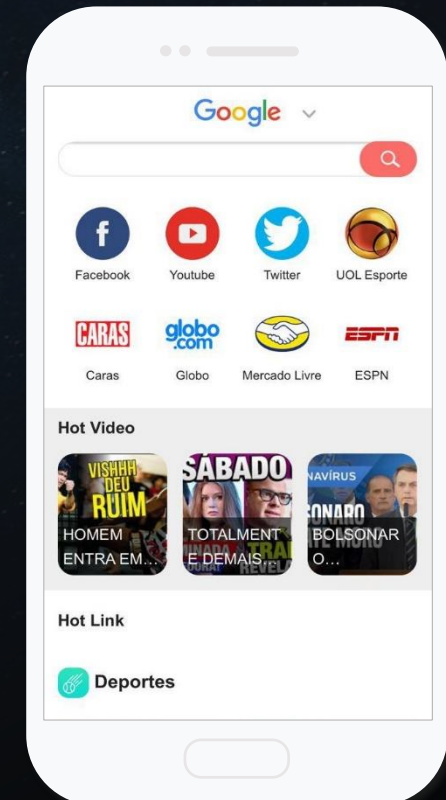
HuvleView
Noti-Bar



HuvleView Browser
(KR)



HuvleView
Browser (Overseas)



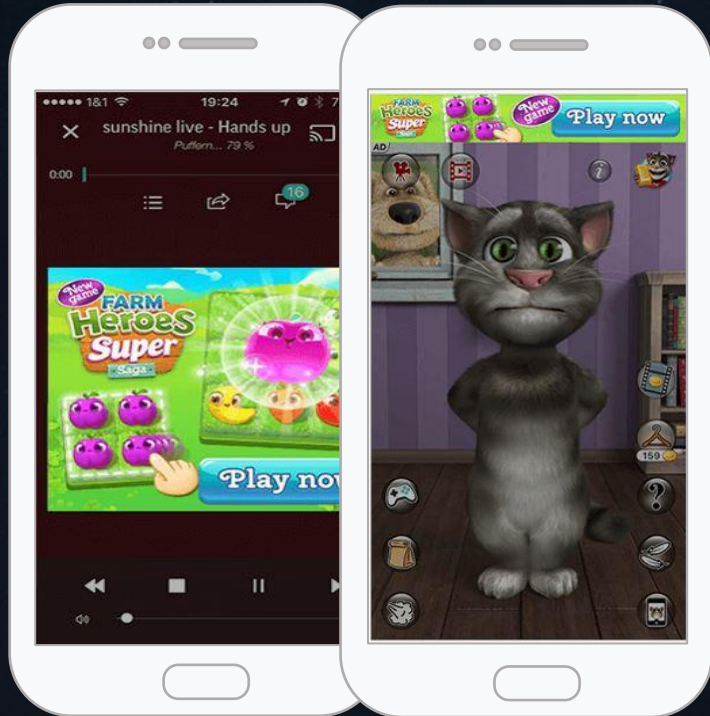
HuvleView Introduction

The app companies can decrease users' repulsion on ads by utilizing the HuvleView browser which can display ads on the separated channel.

This helps the app companies to earn stable additional ad revenue while remaining existing in-app ad profits.

Typical In-App Ads

Limited Ad Revenue Channel
Rise in Users' Repulsion on Ads



HuvleView Browser Ads

With natural ad exposure on browser
Decrease Users' Repulsion on Ads



Medium Rectangle
(300*250)

Standard Banner
(320*50)

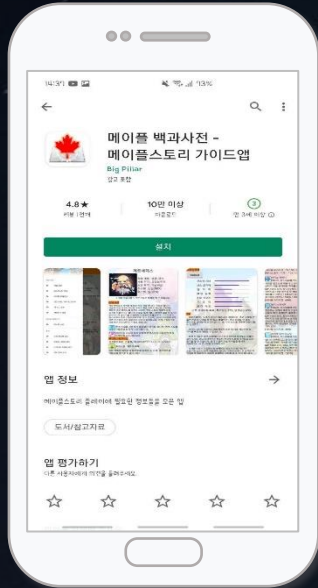


HuvleView Introduction

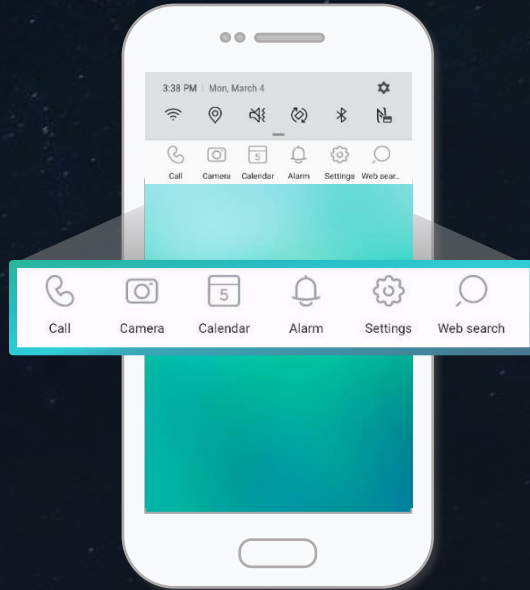
HuvleView offers light & simple SDK, and via this kit, the app companies can easily link with our noti-bar and web browser services.

Moreover, unlike with other service companies, our HuvleView's services are capable to turn on/off anytime when the users want.

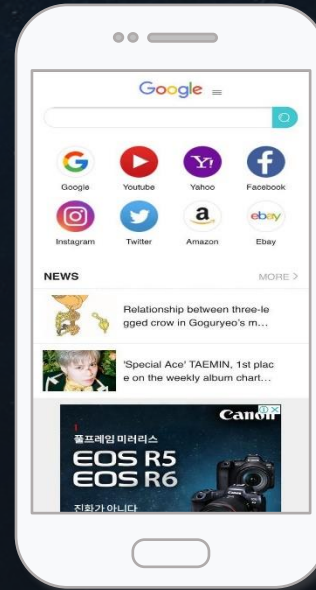
Consequently, our services do not cause conflicts and complaints from users.



Upload the updated App on Google Play which is integrated with HuvleView SDK



The app's users can use Huvle's Notification Bar Service after they install the updated App



Users from affiliated apps flow into HuvleView Browser via Noti-Bar's Web Search



Revenues are created through Ads exposed from the browser to users (Sample images based on KR browser)



HuvleView Introduction

The alliance apps can customize the Noti-bar's icon functions by the consideration of app users' usage patterns, dispositions, and hobbies.

These customizing functions make user convenience and enhance the amount of usage.

(Examples of customized Noti-bar from other affiliated app with HuvleView)



Name of application:
ZZAL



Name of application:
MEMO G



Name of application:
SOM NOTE

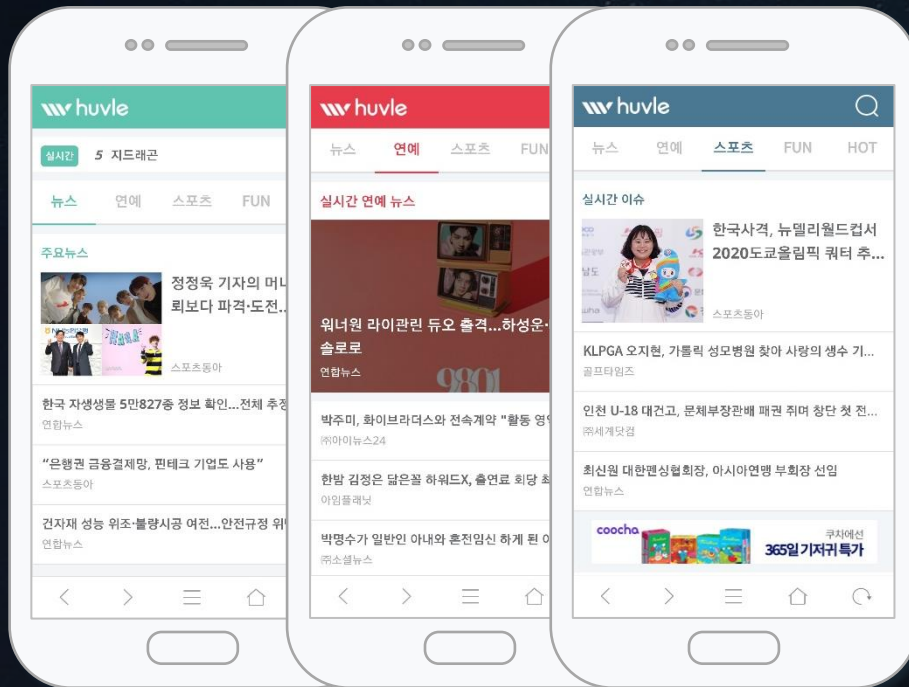


HuvleView Service

HuvleView is an alliance with a wide variety of media companies.

Through this, The HuvleView analyzes the user's device usage patterns and interests and provides tailored and customized content to the users.

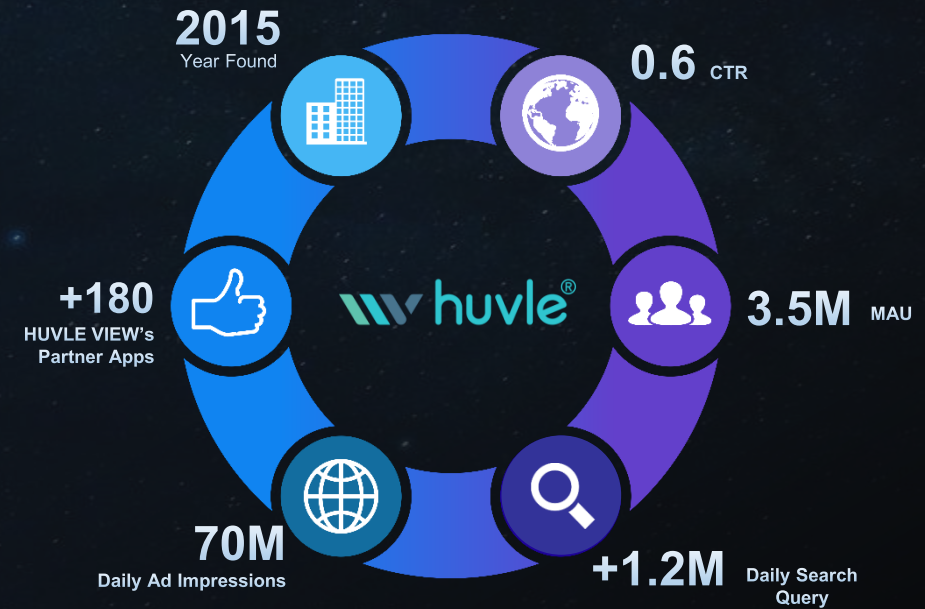
By HuvleView's browser, users can consume contents (including Ads) without triggering repulsions from ad exposures.



News Page

Entertainment Page

Sports Page

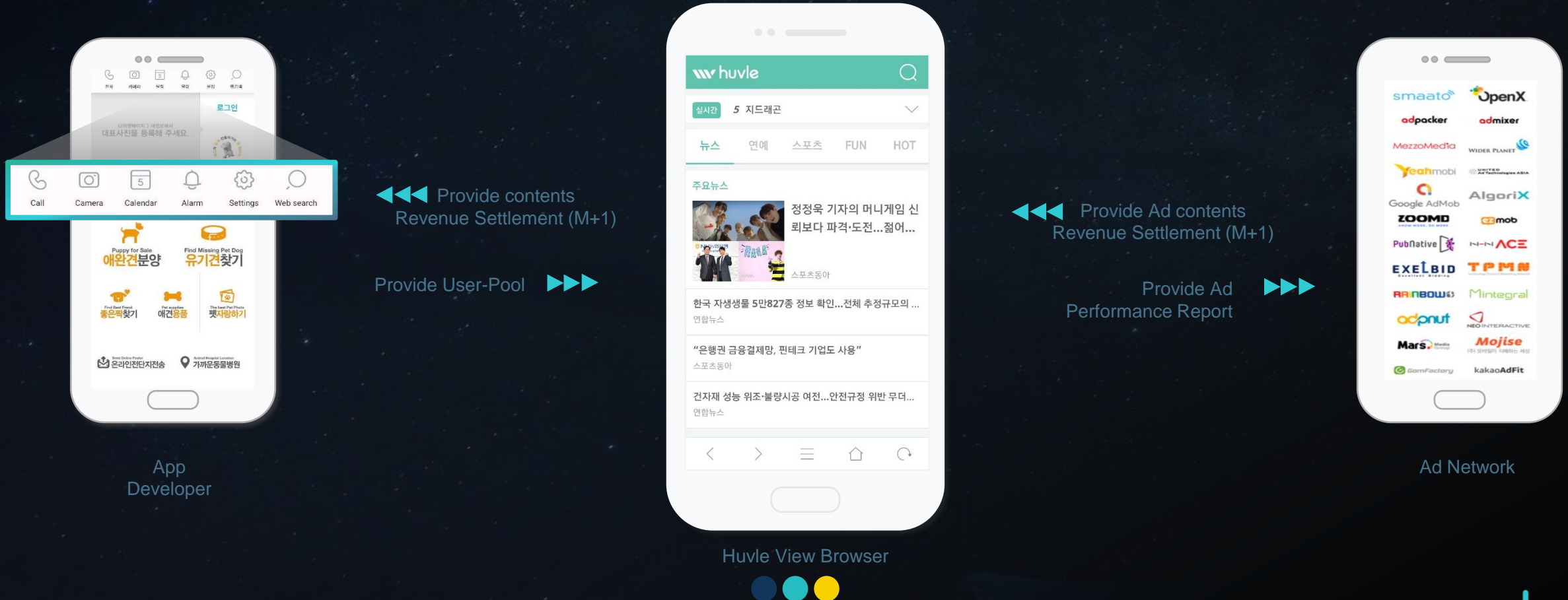


HuvleView Revenue Structure

Based on an extensive +180 partnered App's user-pool, HuvleView delivers Ad contents to the users via HuvleView Browser.

Huvle share the revenue to partnered Apps because App's users generate ad revenue from the HuvleView browser.

Thus, when the app has many active users, it can get more and more ad revenue.



HuvleView's Competitiveness

HuvleView service provides stable service based on many years of experience and can be applied through simple library interworking in about 20 to 30 minutes. Currently, more than 180 affiliated app publishers are satisfied with stable operation and steady profits by applying HuvleView's services.



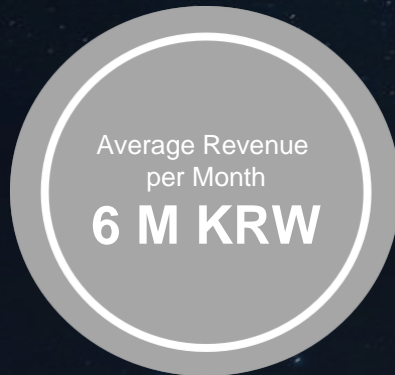
HuvleView has been grown as a publisher partner with Korean & global Ad Networks, SSPs, DSPs, Ad Exchanges.



HuvleView's Competitiveness

Example 1: Video Player/Editor S App which is affiliated with Huvle.

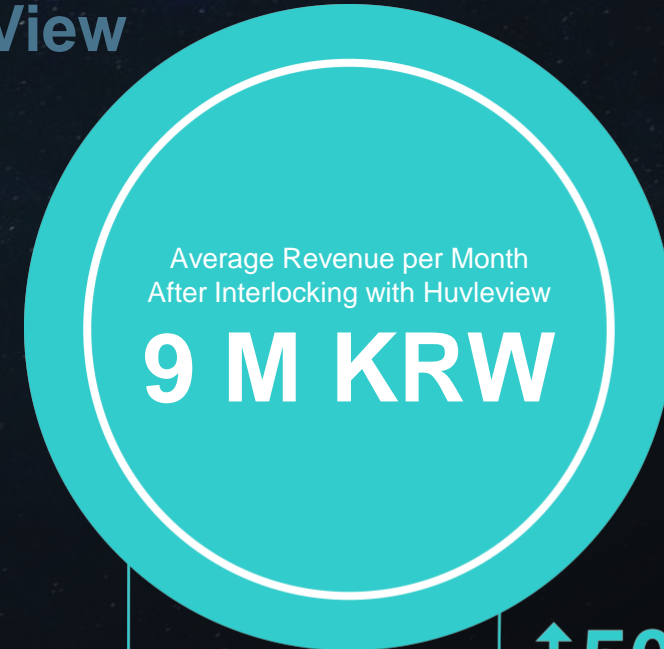
WITHOUT HuvleView



▲ Depends only on In-App Ads

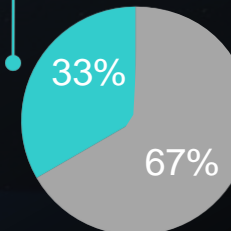


WITH HuvleView



↑ **50%**

Monthly Revenue growth
with Huvle



▲ Ad Revenue Ratio

■ In-App ad revenue
■ Huvle view ad revenue

▶▶▶ S App's Ad revenue has increased to 150%
After interlocking with HUVLEVIEW



HuvleView's Safety

Recently, several app developers were sanctioned by Google due to some of the platform companies' issues.

However, the app company affiliated with Huvleview had no issue.

This is because HuvleView continuously checks and complies with Google policy and provides stable service without issue through monitoring.

Year	Other Platform Companies	Huvleview Service
April 2019	App sanctions on Google due to A company's issue	No issues occur
Sep 2019	App sanctions on Google due to H company's issue App sanctions on Google due to P company's issue	No issues occur
Oct 2019	App sanctions on Google due to T company's issue	No issues occur
Dec 2019	App sanctions on Google due to B company's issue App sanctions on Google due to M company's issue	No issues occur



Company History

2020

- 02. Ad Partnership with Global Advertising Company—PubNative
- 03. Partnership with Apps—Simple and Smart Mirror, Panelnow, TeleMagnifier, Measure Distance and Aiming
- 04. Ad Partnership with Global Advertising Company—Yeahmobi
- 05. Launched Huvle In-App SSP—AdKnowva
- 07. Signed MOU with Captains for entrance to global game market
 - AdKnowva Partnership with Big 5+ Global Advertising Companies
 - Partnership with Global App—Builds for TFT Teamfight Tactics
- 08. Partnership with Global Apps—Live Earth Map 2020,
Speed Camera Radar, ZZAL(Season2)
- 10. Partnership with Global Apps—Earth Map, Street View Map
- 11. Signed MOU with Kwangwoon University for Industry-Academic Cooperation
- 12. Ad Partnership with Global Advertising Companies—Teads, Mars Media Group

2019

- 02. Business Partnership with Vietnamese State-owned Company
- Ad Partnership with Global Advertising Company—DecenterAds
- 03. Ad Partnership with Global Advertising Companies—Reklam Store,
Spartacs
- 04. Ad Partnership with Global Advertising Company—JezTec
 - Partnership with App—Ideal Type World Cup
- 05. Partnership with Apps—ZZAL, Notepad, Maple Encyclopedia
- 06. ISO 9001: 2015 Certification
- 07. Ad Partnership with Global Advertising Company—Bidsopt
- 08. Partnership with Apps—ID Scanner BbonBbon, Been Together,
Folder Note
- 09. Inno-Biz Certification
- 11. Partnership with Apps—HD Backgrounds, General Knowledge Quiz
- 12. Launched Huvle LATAM(sa.huvle.com)
 - Partnership with Apps—FOTO Gallery, ClearNote

2018

- 07. Established a new office in Vietnam
- Business Partnership with AnhLab Vietnam
- 09. Partnership with Vietnamese App Company—Falcon Security Lab
- 10. Ad Partnership with Global Advertising Companies—Smaato, Adstir, Cheetah,
Appthis
- 11. Ad Partnership with Global Advertising Companies—Tappx, Zilmtech

2017

- 02. Business Partnership with CJ Group
 - Signed MOU with TPMN for Strategy of Global AdTech
- 03. Acquired Venture Company Certification
 - Signed MOU with TPMN for Japan Business
- 11. Designated Company for Military Service Exemption

2016

- 01. Co-operated Advertisements with +30 Advertising Companies through partnerships
 - +150 Apps were interlocked with Huvle library
- 03. Initiated a market research for China expansion
- 05. Increased the corporate capital to KRW 100 million
- 06. Relocated the headquarter to Pangyo
 - Applied for Huvle Trademark Rights (4120150050644)
- 08. Partnership with China Local Company
- 10. Established the overseas business department
- 12. Registered a patent for Huvle's business model
- Signed a partnership with CK&B for an expansion in China

2015

- 06. Established Huvle Corp.
- 08. News contents partnership with The Zone Media
- Keyword advertisement partnership with Daum Kakao
- 09. Registered company-affiliated R&D lab
- News contents partnership with Aju Economy, and Nocutnews
- Started advertising business with 15 advertising companies
- 12. A patent applied for B2B focused Huvle system



Thank you

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