

– BOOK FOR YOU –

# Company introduction



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## Table of Contents



- 1 ..... Company introduction
- 2 ..... Company Profile
- 3 ..... Company history
- 4 ..... Company organization chart
- 5 ..... Acquired authentication certificates
- 6 ..... Company brand introduction (2 type)
- 7 ..... Brand contents
- 8 ..... Class site
- 9 ..... Key to class popularity
- 10 ..... Class learning effect
- 11 ..... Competitive strength
- 12 ..... Business field
- 13 ..... Sales status and expected sales
- 14 ..... Cooperative organizations and partner alliances
- 15 ..... Partner school over the country (300 school)
- 16 ..... Branch over the country (30 branch)



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Company introduction



## The FUTURE is NOW

Book for you has created professional knowledge based textbooks since 2006 until today and made countless efforts to create more variety of textbooks preparing for the 4th industrial revolution. Based on the company motto 'Passion' we will always try our best with constant contents development and educational innovation for the children to think about their dreams and their future.



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## Company Profile



| Company name       | Book for you   |
|--------------------|--|
| CEO                | Hyeong Pil Kim   |
| Establishment date | May 8th, 2006  |
| Address            | (Boram Bldg) 2F 16, Nonhyeon-ro 20-gil, Gangnam-gu, Seoul, Republic of Korea   |
| Capital            | 50,000,000 ₩<br>(Face value 10,000₩ per 5,000 share)   |
| Employee           | 7  |
| Product name       | 3Dsteampen, 3Dprintoy  |
| Main business      | <ol style="list-style-type: none"><li>1. Elementary and middle school after school program operate business</li><li>2. Book store and online shopping mall sale business</li><li>3. Instructor training and acquiring certification educating business</li></ol> |

3DSTEAMPEN®



3Dprin★TOY

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## Company history



2006.5

**Establishment  
of Book for you**

College textbook  
publication,  
design,  
presswork

2015.3

**Book for you  
Co. Ltd.**

Change to  
Corporation

2016.11

**3D steampen  
trademark  
registration**

Launching  
of the brand  
"3D steampen"

2018.3

**Vietnam  
Ho Chi Minh  
branch contract**

3Dpen field oversea  
branch contract with  
'Starkids' in  
Ho Chi Minh, Vietnam

2018.6

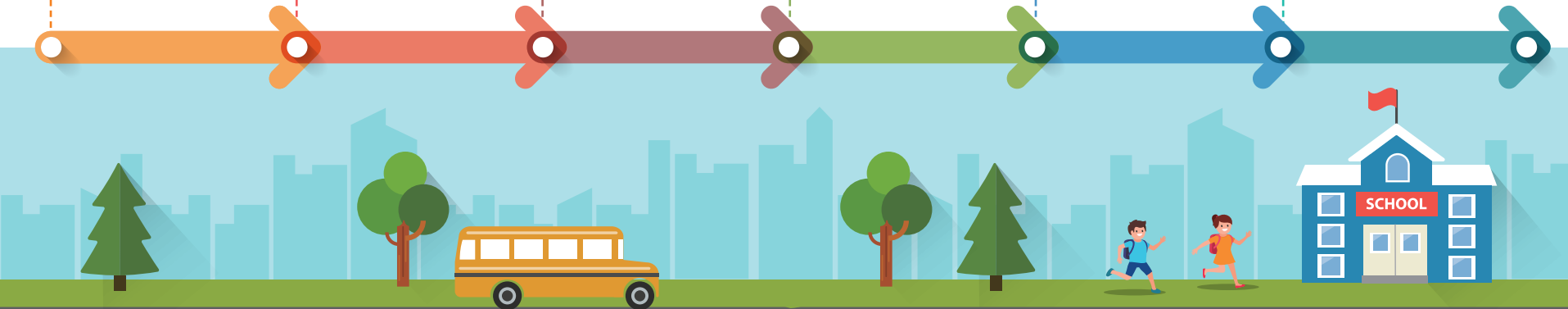
**Vietnam  
Hanoi  
branch contract**

3Dpen field oversea  
branch contract with  
'Starkids' in  
Hanoi, Vietnam

2018.12

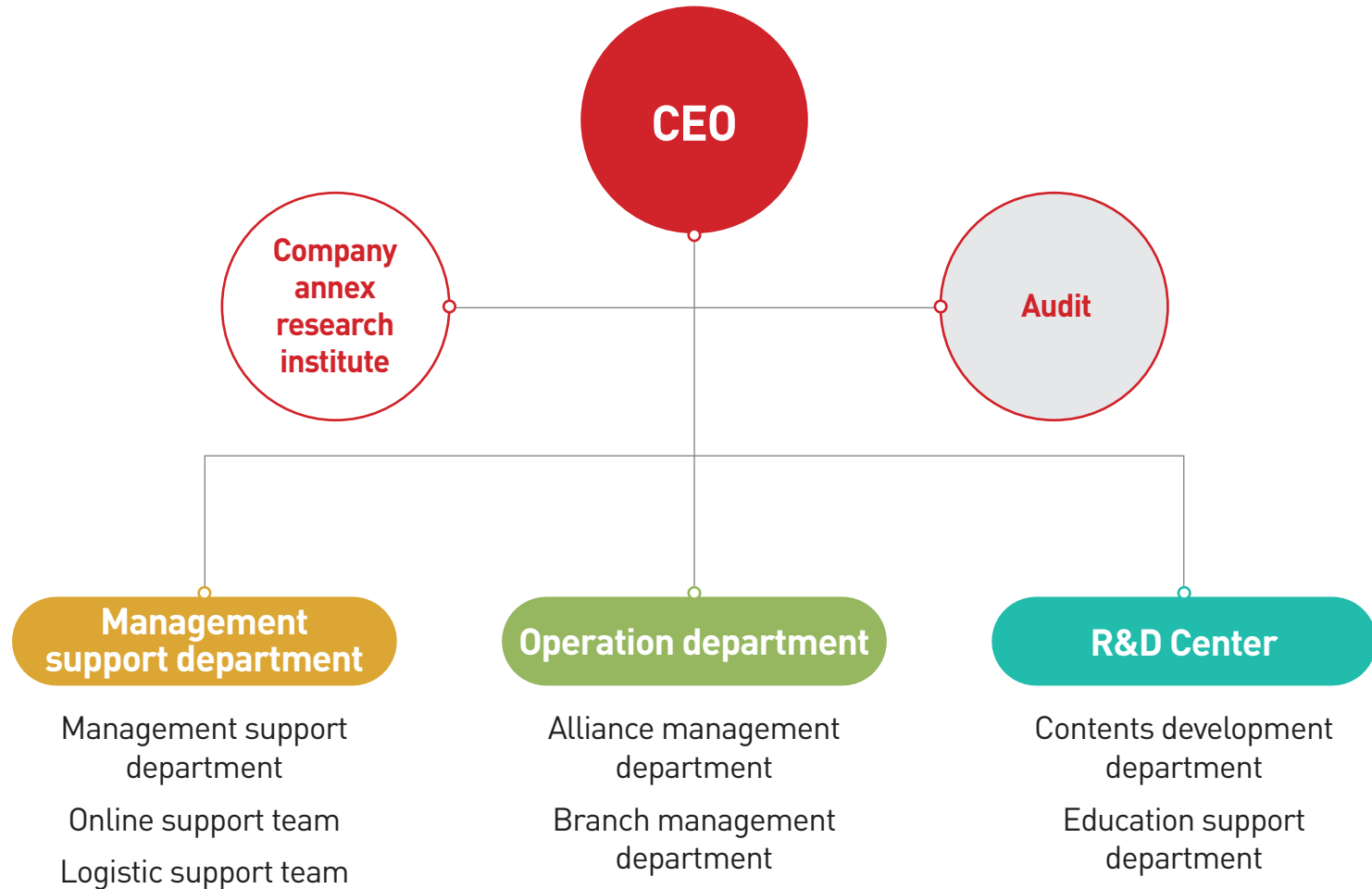
**3D printoy  
trademark  
registration**

Prototype launch  
of educational  
3D printer  
'3D printoy'



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## Company organization chart





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## Acquired authentication certificates



Business license



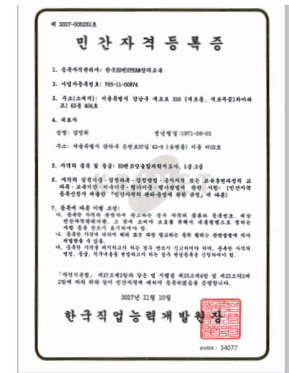
Mail order certificate



'3D steampen'  
right of trade mark



'steampen'  
right of trade mark



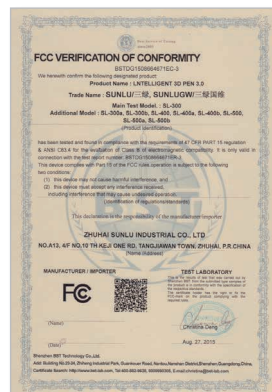
Private Certificate  
of Registration



Electrical Appliance  
Safety Certificate



3D PEN EMC Certificate



3D PEN FCC Certificate



3D PEN LVD Certificate



RoHS Certificate SUNLU

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## Company brand introduction (2 type)



### 3D STEAMPEN

3D printing pen (Gluegun basic) that filament (Material used in 3D printer) melts out from the pen tip (nozzle) and harden just the way you draw with your hand to create 3D artwork quickly.



### 3D prin★TOY

(Expected launch Jan 2019)

When design (Modelling) made in computer is sent to 3D printer, nozzle moves through x, y, z axis and build filament layers to print the design output.





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## Brand contents



### 3D STEAMPEN

(Developed over 150 types)

- Textbook based with current curriculum education referred to Seoul University math Ph.D/ highschool science teacher, etc.
- Offer variety substantial subjects like Science/ History/ Art/ Math, etc.
- Experience future jobs through career exploration connected to class contents



### 3D prinTOY

(Expected launch Jan 2019)

- Educate easily with affordable and easy to use 3D printer
- Variety of fusion contents that include Economy, Politics, Culture, etc.
- IOT, Fusion coding textbook development



Economy

Food truck

Politics

The National Assembly Bldg

Culture

Camping car

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## Class site



Changdo elem.  
3Dsteampen after class



Youngmun elem.  
3Dsteampen after class



Lotte mart  
3Dsteampen after class



Youngmun elem.  
3Dsteampen after class

Wow!  
So fun  
and  
amazing!



# 3D STEAMPEN Huge Smash



Junghwa elem.  
3Dsteampen after class



Myeongjung elem.  
3Dsteampen after class



Mukhyeon elem.  
3Dsteampen after class



Gyeongnam Office of Education  
career experience

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## Key to class popularity



### Point 1 | Safe!

Practice safety education throughly every class!  
Safe class with glove and goggle on!

### Point 2 | Instructive!

Skill UP through curriculum related to subject contents!  
Experience related future career exploration!

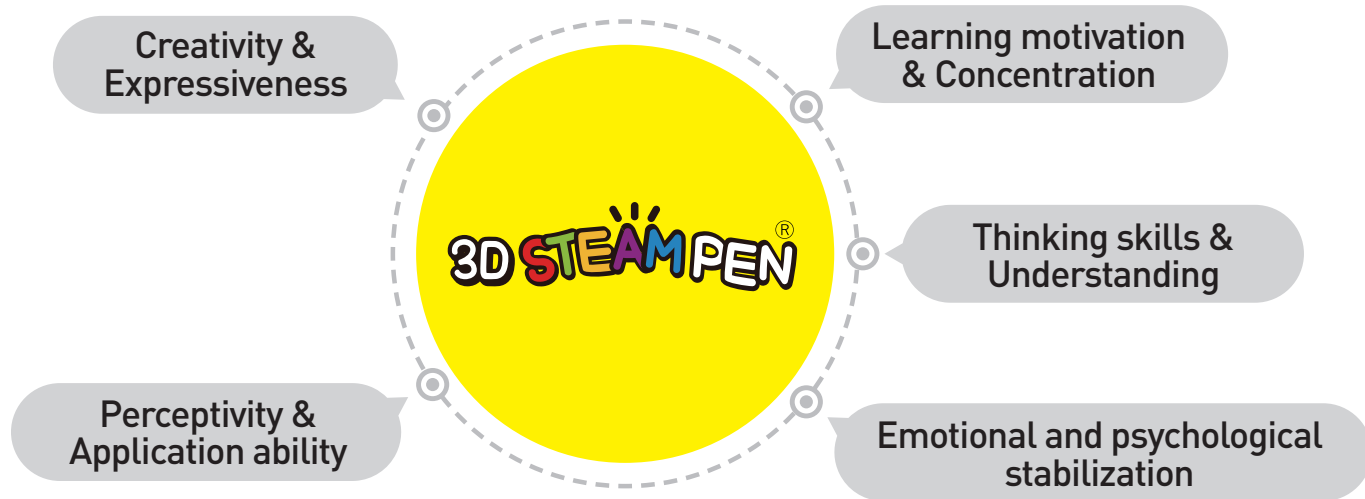


### Point 3 | Fun!

Fun and exciting but even include learning effect!  
Accomplishment UP! Confidence UP! by fast output!

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## Class learning effect



### 3D STEAMPEN® class'education effect

- ① Reinforce of attentiveness, concentration, and patience can improve ADHD.
- ② Improvement of creativity, imagination, and expressiveness leads to sense of accomplishment and confidence.
- ③ Own output activity and group output activity improves originality and cooperative at the same time.



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## Competitive strength



01

### Holds the best writing staff in the domestic

1. SBS program 'Genius Excavation Team' math judge Seoul University math Ph.D Doo Seop Jeong
2. Sinsa Mid school/ Current Gajaeul Mid school science department head TCHR Jae ho Lee



02

### Uses US FDA approved domestic filament

PLA made of corn starch/ harmless to human



03

### Provides half-finished products made with filament

Provides half-finished products to improve output's perfection



04

### Launching of MAKER steam program for 3D manias

IOT, RC CAR, Arduino, App Inventor, Fusion Coding



05

### Self-developed DIY 3D Printoy for beginner elementary student

Subminiature / Ultralight / Super simple assembly / Anyone can use conveniently 'Easy 3D Printer'





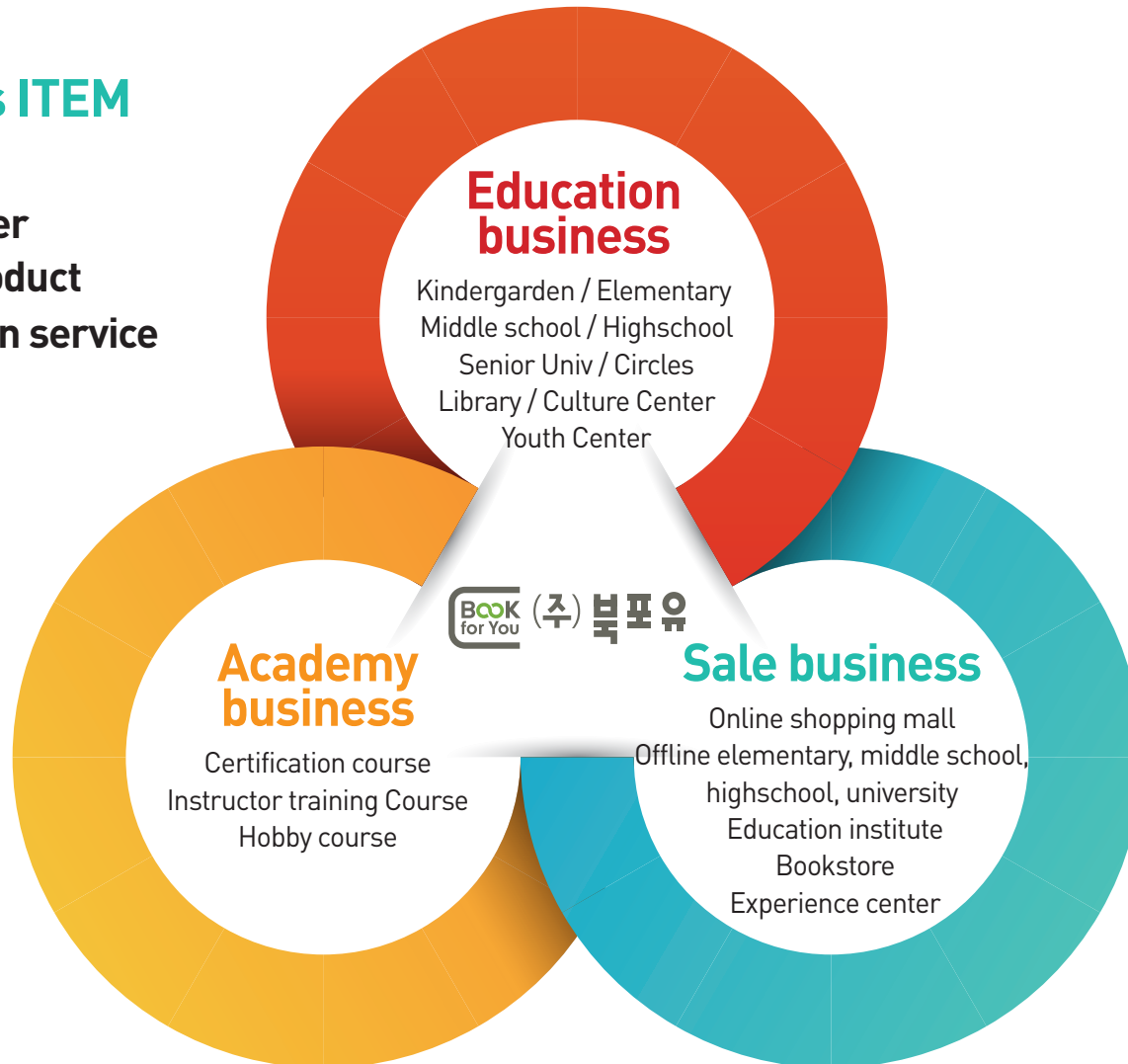
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## Business field



### Business ITEM

- 3D Pen
- 3D Printer
- Book product
- Education service



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## Sales status and expected sales



### Sales status and expected sales

| Division                 | 2018                | 2019                                      | 2020(Goal)                                |
|--------------------------|---------------------|---|---|
| 3D Steampen book         | Domestic : 200,000부 | Domestic : 200,000부<br>Oversea : 100,000부 | Domestic : 800,000부<br>Oversea : 100,000부 |
| 3D Steampen              | Domestic : 1,500대   | Domestic : 3,000대                         | Domestic : 10,000대                        |
| 3D Printoy book          | —                   | Domestic : 10,000부                        | Domestic : 100,000부<br>Oversea : 10,000부  |
| 3D Printoy               | —                   | 10,000대                                   | 20,000대                                   |
| Expected sale(Million ₩) | 1,082₩              | 3,965₩                                    | 8,600₩                                    |

#### Calculation basis

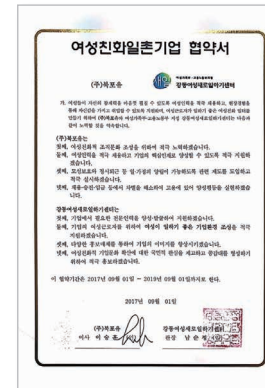
- 2018** Promotion to 300 domestic after school class and a nursing room, settle of export to Thailand, expectation of sales increase by government's choice to 3D pen in 'MAKER education' project.
- 2019** Goal of 500 domestic after school class. Report of stable sales by 2nd year of 'MAKER education.' Settlement of export to Vietnam.
- 2020** Goal of 1000 domestic after school class. Expanding to domestic and overseas market simultaneously.

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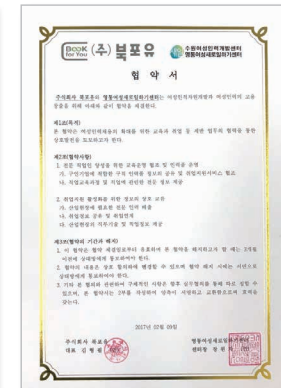
## Cooperative organizations and partner alliances



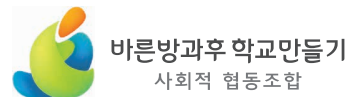
### Seoul and Gyeonggi Women's Resource Development Center Partner organization



Gangdong Center



Yeongtong Center



(재)한국문화재단

에스이방과후학교

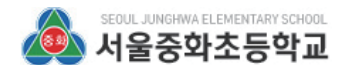
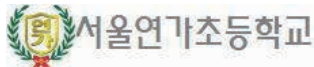
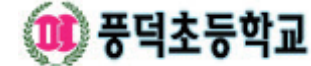


행복한학교만들기



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## Partner school over the country (300 school)



And many more

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Branch over the country (30 branch)



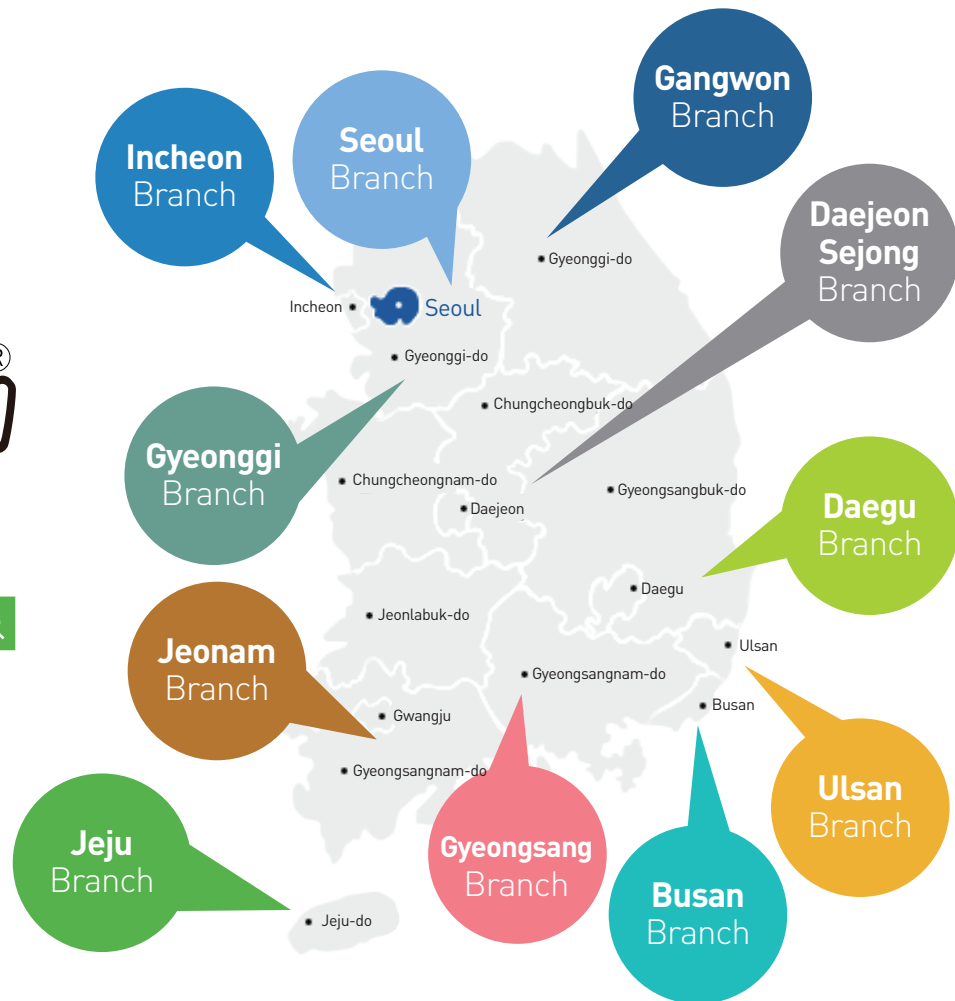
4th Industrial Revolution

3D Pen Education  
Country's #1

**3D STEAMPEN**®

 **NAVER**  **YouTube**

3D Pen







Thank You