

Appin Korea

Application Agency

December 2012

The Google Play logo, which is a colorful triangle composed of four segments: blue, green, red, and yellow.

Google play is not the only way to sell your App.

Create new opportunities in Korea Android App Markets.

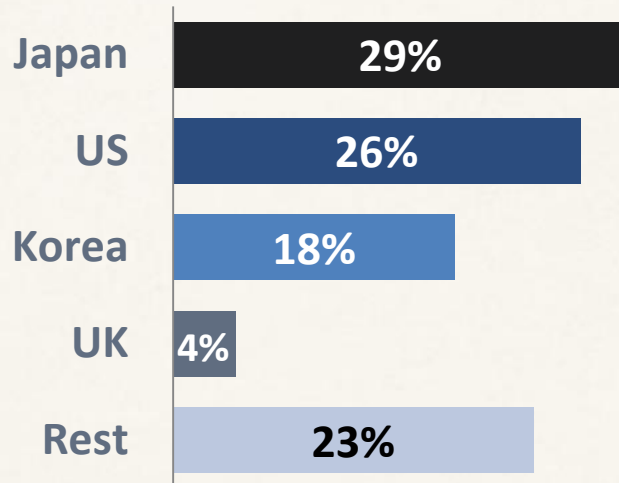


1. Korea Android Market

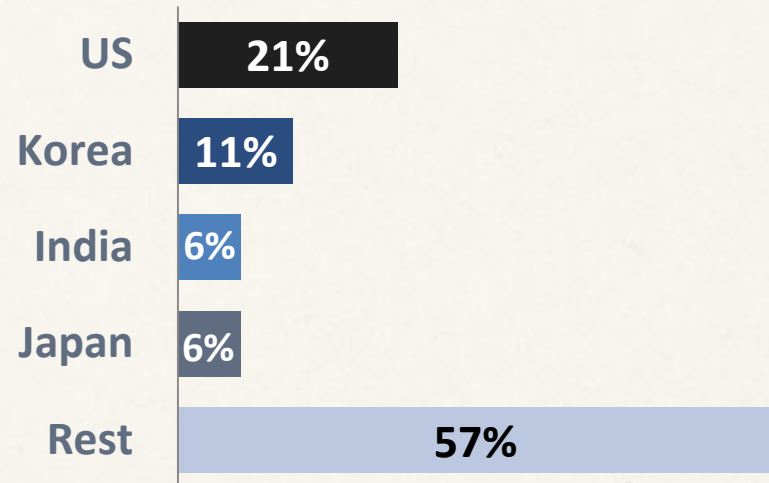
Google Play October 2012

SOURCE: App Annie Index November 2012

Revenues by Country

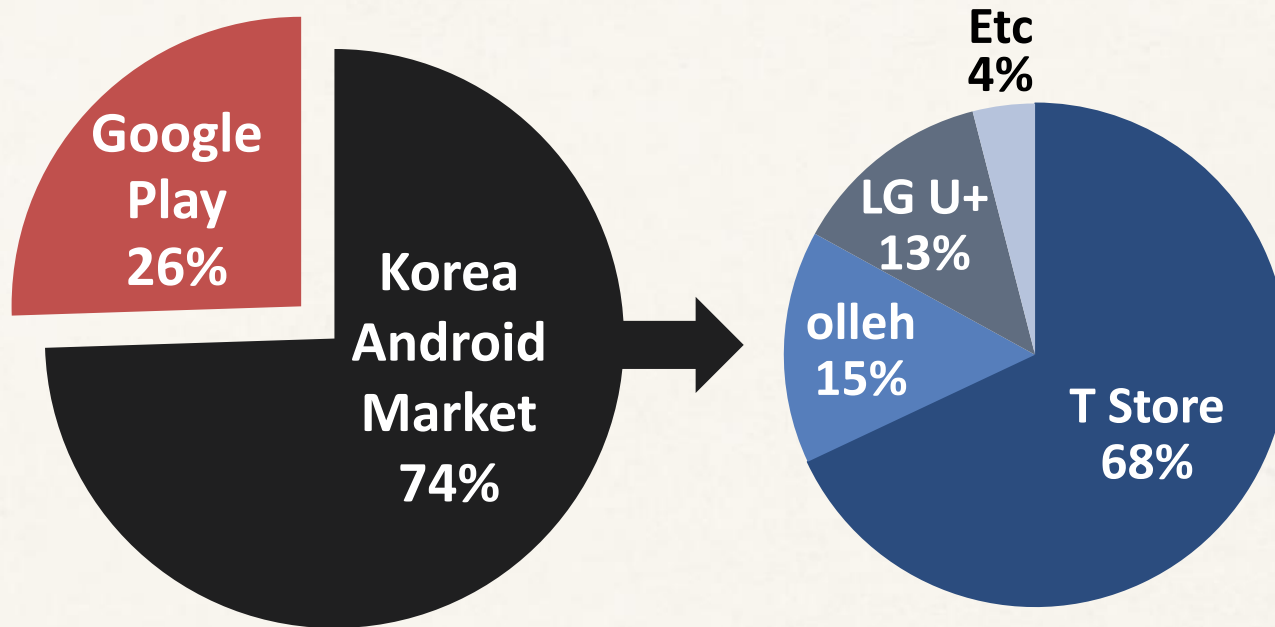


Downloads by Country



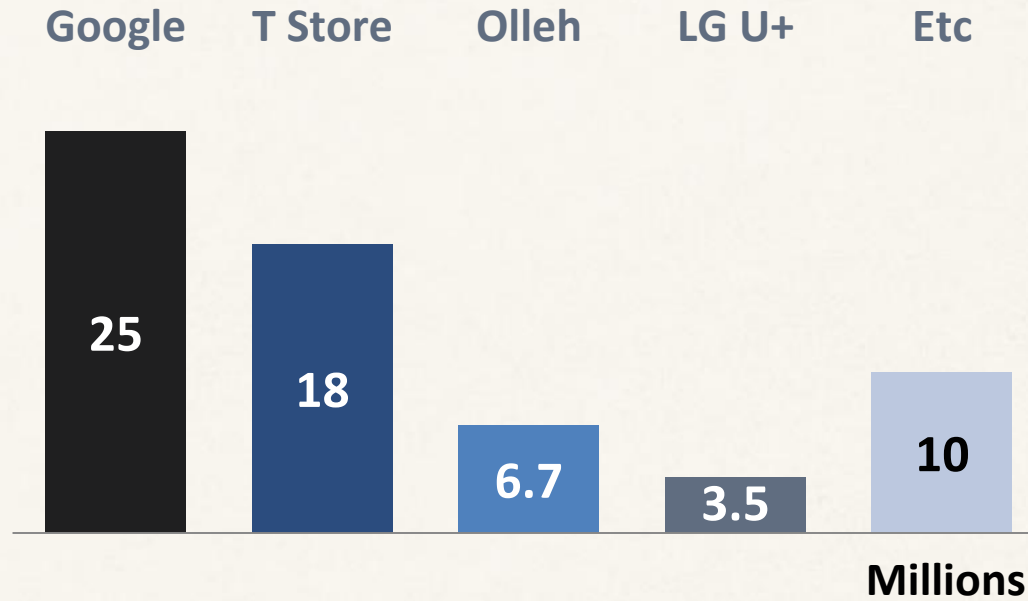
Korea is a Big Market

1. Korea Android Market



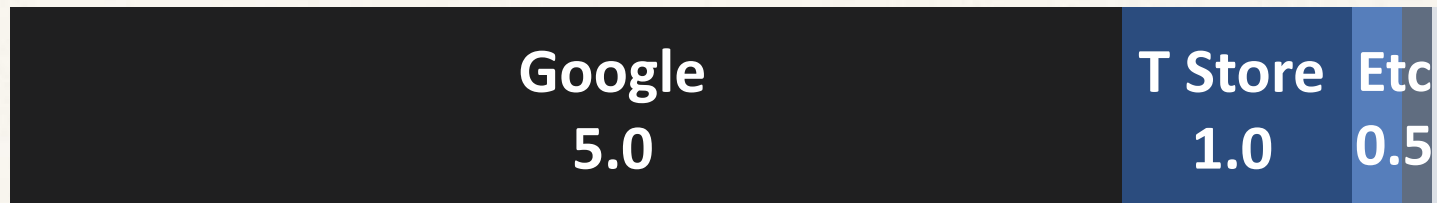
\$360 Million
Market Size

1. Korea Android Market



65 Million
Number of Users

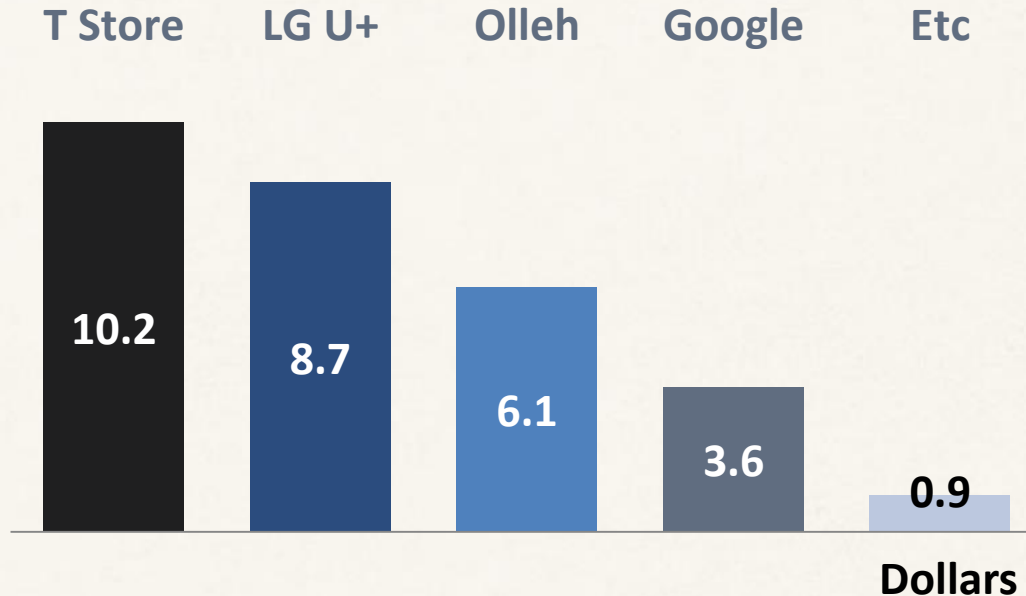
1. Korea Android Market



Billions

6.5 Billion times
Downloaded

1. Korea Android Market



**Korea Android
Markets ARPU** **>** **Google
ARPU**
Average Revenue Per User

2. The Rising Star, T Store

SKT (SK Planet) – the Rising Star

Vendors to Watch

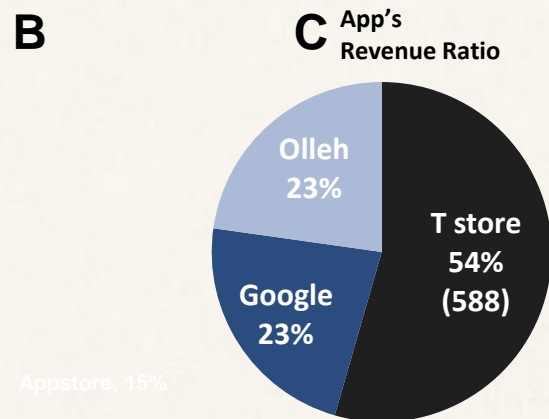
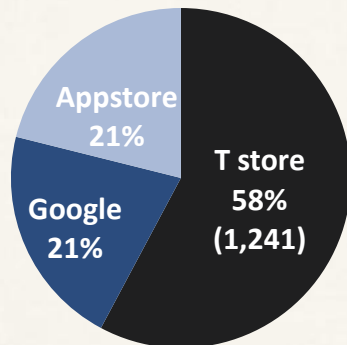
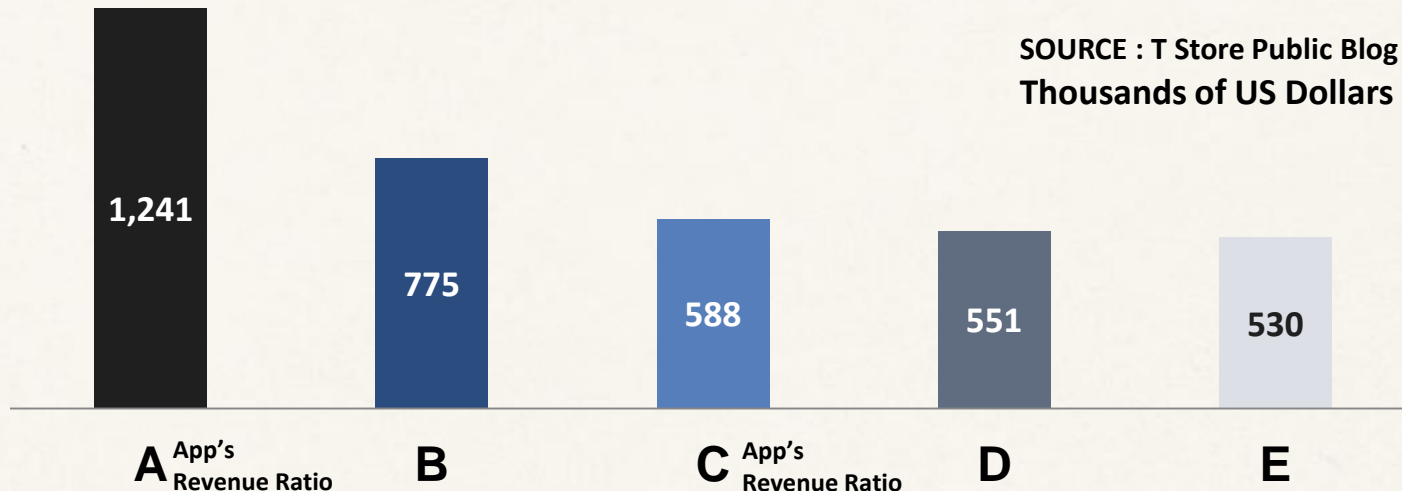
Launched in September 2009, SK Planet's T-Store has grown at a phenomenal rate and now offers 190,000 content items (including 80,000 apps) to over 16 million users. Its users have downloaded More than 500 million apps and content items over the past 24 months. More impressively still, the T-Store is currently more profitable than the Apple App Store and the Android Market in South Korea. While initially introduced with a view to offering local content for Android devices, it is now Expanding its focus to include other Oss and, since November 2011, has also offered WAC HTML5 apps.

-Gartner's Market Trends. Dec.2012-

We focus on T-Store,
it is a leading company in Korea

2. The Rising Star, T Store

Top 5 Transaction Amounts made by Users in T Store, Mar. 2012



Appstore, 15%
Google Play, 22%
T store, 63%

T-Store has highest buying power

Revenue = Page View × Rate of Sale

**‘App in Korea’ helps your app to get more page views
and give the opportunity to access to profitable markets.**

What is the role of 'App In Korea'?

3. App in Korea



Register Your App with Korea App Market

3. App in Korea

Marketing



Write Korean 'Description' and develop on-line and off-line marketing strategy in Korea

Technical Support



Support test for system verification and functionality over 300 types of devices in Korea

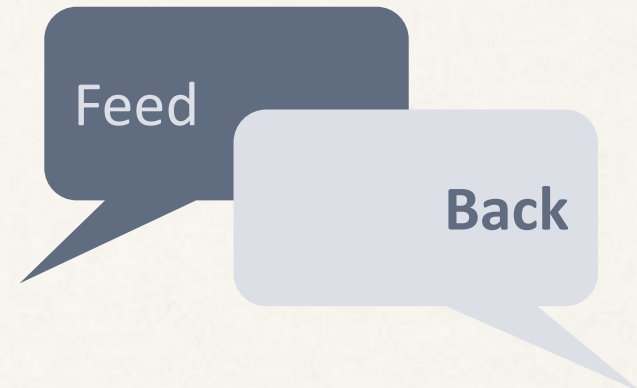
3. App in Korea

VOC Respond



Act as customer service center
in Korea.

Feedback



Provide data and information
about Korea Android market and
suggest guide line for localization

Plan to grow up as a partner by supporting customers to successfully localize to Korea Android App Market through competitive 'App in Korea' Service.

It will promise a good chance to increase your future revenue.

Philosophy

Devote to society and community by creating new virtues with challenges and leading new changes based on humanity.

Values

- 1. Customer-oriented service**
- 2. Care for human resource**
- 3. Passion & Challenges**
- 4. Managing with morality**

CONTACT US

Propose to challenge to promising Korea Market with App-in-Korea.

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