

# COMPANY INTRODUCTION

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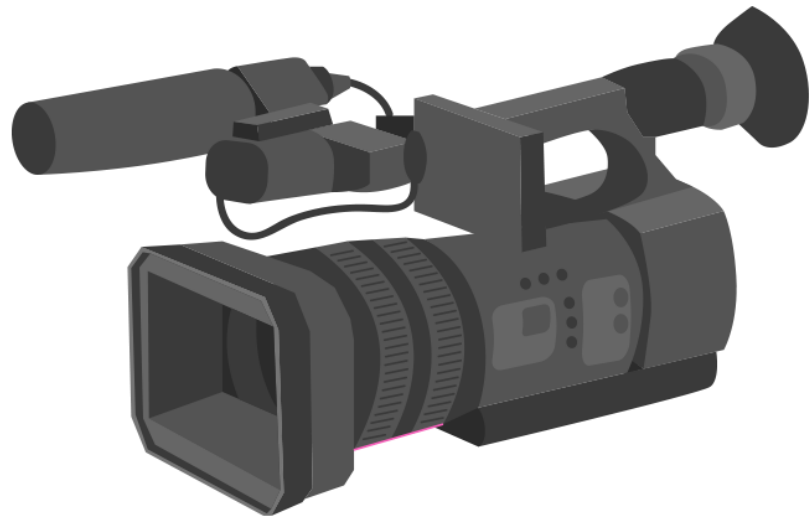




# I N D E X

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# 01 | Intro

# Summary

## Leading company of photograph, video and personal media

PLTHINK is a leading company distributing products such as photo, video and personal media equipment. We are selling over 10,000 products including our own brands, peripherals and various electronic devices through online and offline.



<b>Company Name</b>	PLTHINK.CO.,LTD. (CEO : Kim Hyungtae)
<b>Establishment</b>	22.04.2003
<b>Business Type &amp; Item</b>	Manufacturing / Wholesale and Retail trade Photograph device, video light and broadcasting equipment
<b>Address</b>	20, Jowon-ro, Gwanak-gu, Seoul, Republic of Korea
<b>Telephone No.</b>	Tel : 02-837-6050 (FAX : 02-837-6150)
<b>Homepage</b>	PC : <a href="http://www.plthink.com">http://www.plthink.com</a> Mobile : <a href="http://m.plthink.co.kr">http://m.plthink.co.kr</a>

# Vision & Management Philosophy

Creating of **optimum value** for customers  
and **avored by customers**



**Providing good products  
and services that realize  
customers value**

More convenient  
More pleasant  
More productive

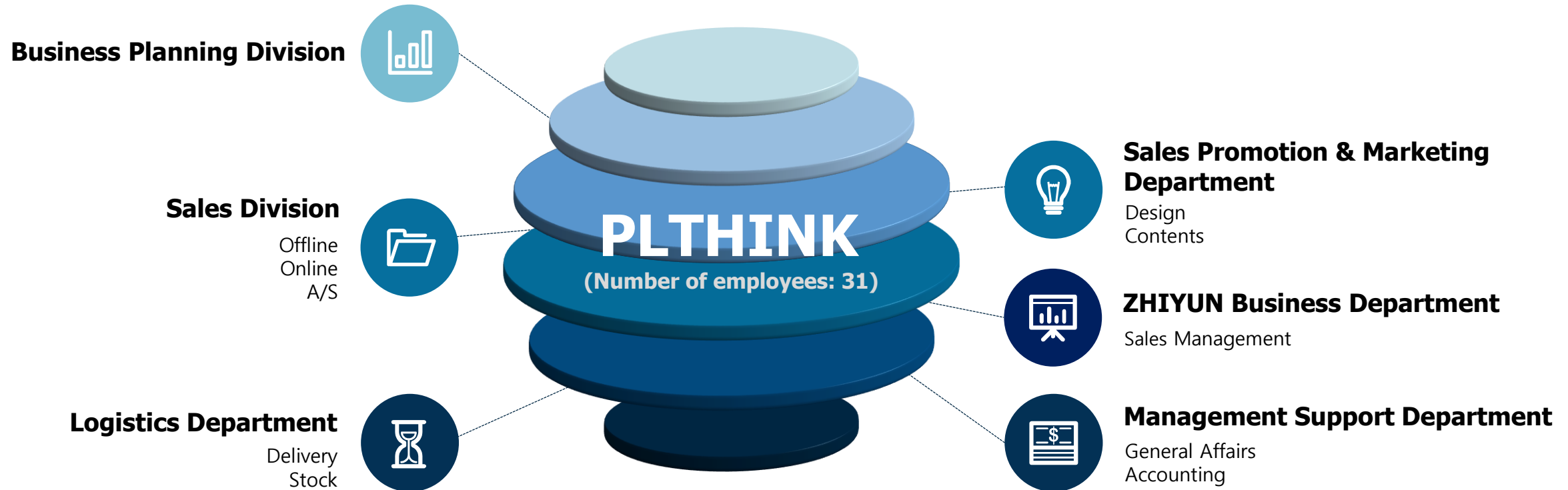


Customer-  
Oriented  
Management

# Organization

## Maximize work efficiency through systematic task sharing

Systematic division of consultation, sales and A/S etc.  
All tasks are systematically shared and managed professionally.



# Business Area

Maximize synergy effect among business divisions through choice and concentration based on core competence

PLTHINK is continuing to pursue various creativity and challenge with specializing in photography, video equipment, and personal media equipment.

Major Brand : GODOX, PROFOTO

Various products and set  
Superior Brand  
High-quality Products

Photographic  
Equipment

Personal  
Media

MOU with MCN companies in Korea  
Collaboration with creators in various fields  
Wide range of choices for various products  
All-in-one sales system:  
personal media for light, background, audio equipment

Video  
Equipment

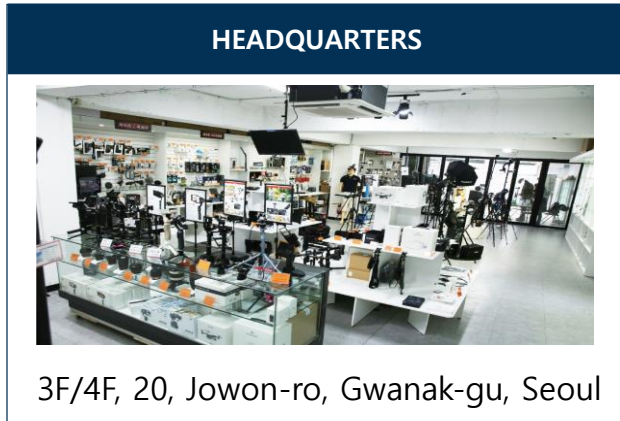
Major Brand : ROTOLIGHT, ZHIYUN, COMAN, BENRO, DJI, MANFROTTO

Development of small and medium sized broadcasting system  
Supply contract with public offices and educational institution  
Flexible sales with various products  
Positive sourcing with superior brands

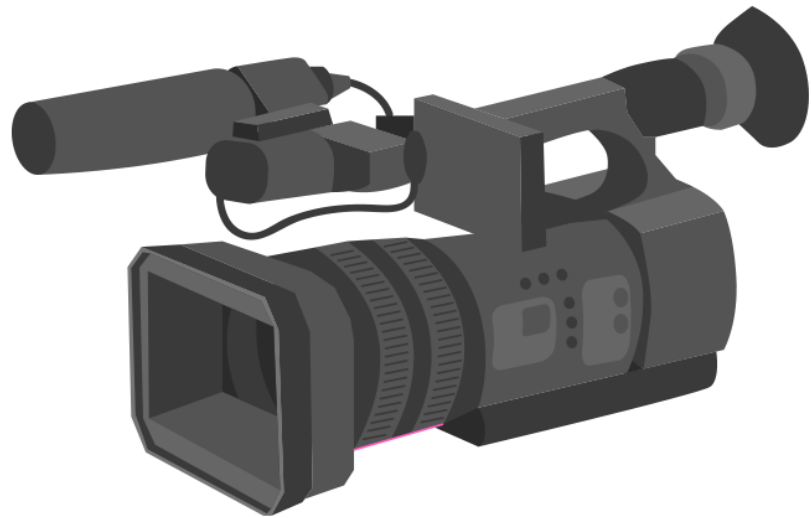
# Location

Headquarters specialized in photo, video, and personal media equipment

Offline shop, Service center, logistics center in main office







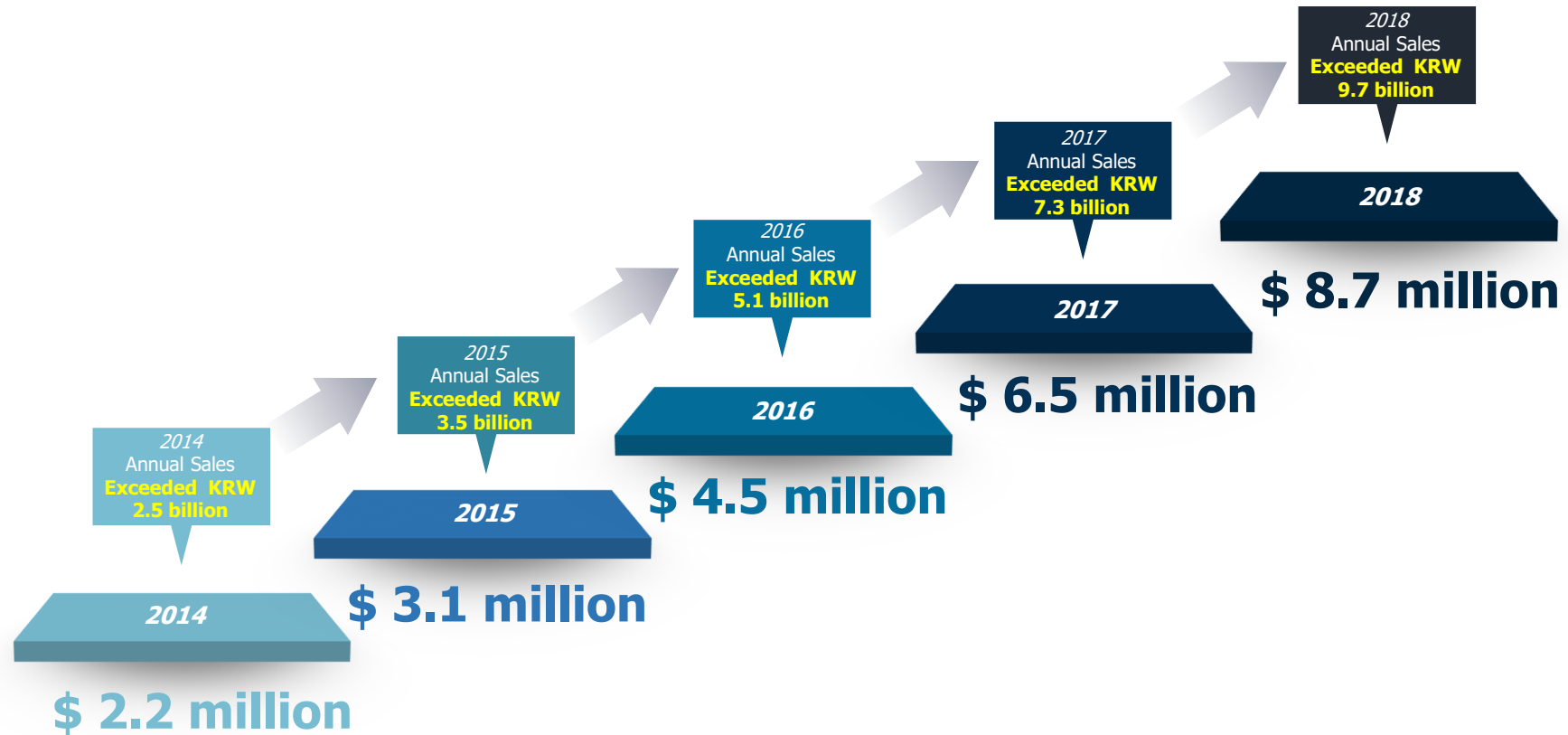
# 02 | Core Competences

# Sales

## Continuous Growth without regression

Continuous sales amount increased since 2014 and the concerned industries' first top sales record of KRW 9.7 billion (USD8.7 million) in 2018.

**Sales target for 2020 is KRW 13 billion (USD11.6 million)**



## ■ | Sales Structure

- Sustainable Growth

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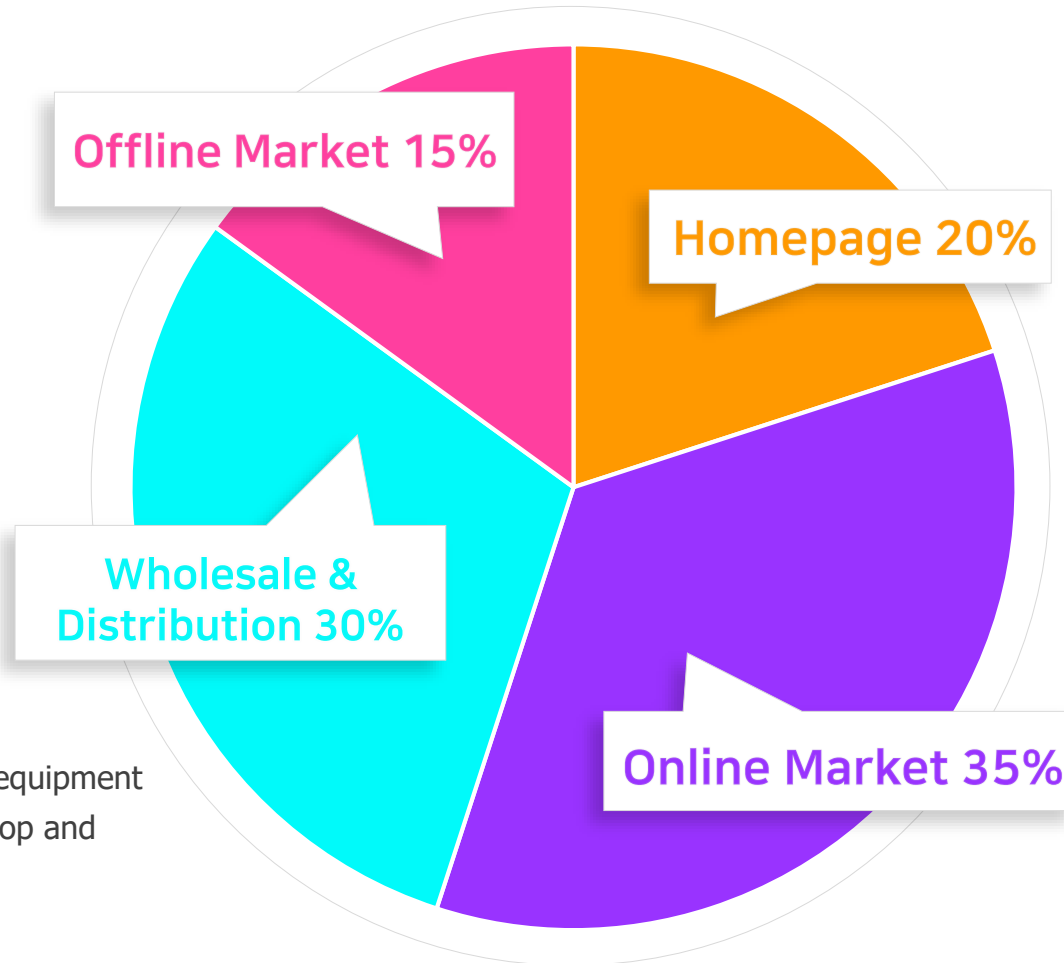
### Offline Market Sales

Promote to regular customers  
Attract new customers  
Various Seminars  
Event for visitors  
Opportunity to use equipment directly

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### Wholesale & Distribution Sales

Collaboration with professional shooting equipment company, department store, duty-free shop and other companies  
Various events and seminars



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### Homepage Sales

Promote to regular customers  
Attract new customers  
Various seminars  
SNS marketing  
Review events

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### Online Market Sales

Collaboration with professional online marketplace  
Various event (every season)  
Posting of product promotional video(detail version)  
Concentration of promotion to business customers  
Various coupon events

**Stable sales structure that is not affected by sudden changes in market situation through various sales channels.**

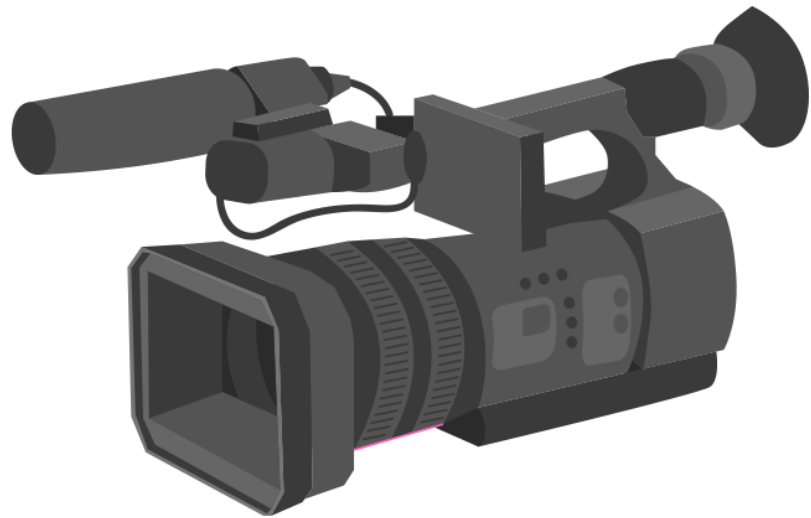
# Knowhow

## The essence of PLTHINK Knowhow

**PLTHINK own-brand** : self-developed products for offering reasonable price and high-quality service

The most important advantage is consistent quality-control and systematic line-up according to recent trend, the price and usage.





# 03 | Operation Status

# Performance

## Lead the industry through challenges

The current success of PLTHINK is the result of constant challenge based on honesty and trust which resulted in the development of new path in the industry concerned.

### The result of endless Creativity and Challenges

- 2003. Started Online Market
- 2005. Ranked 1<sup>st</sup> in Private studio market
- 2006. Registered trademark of PHOISM
- 2010. Expansion of wholesale system
- 2015. Expansion of head office
- 2017. Expansion of warehouse



# Operation Status

The result of continuous product development and establishment of trust with various companies

PLTHINK has a wide range of products through cooperation with many other companies.



**10,327**  
(2019.01.31)

**Number of  
products on Sale**

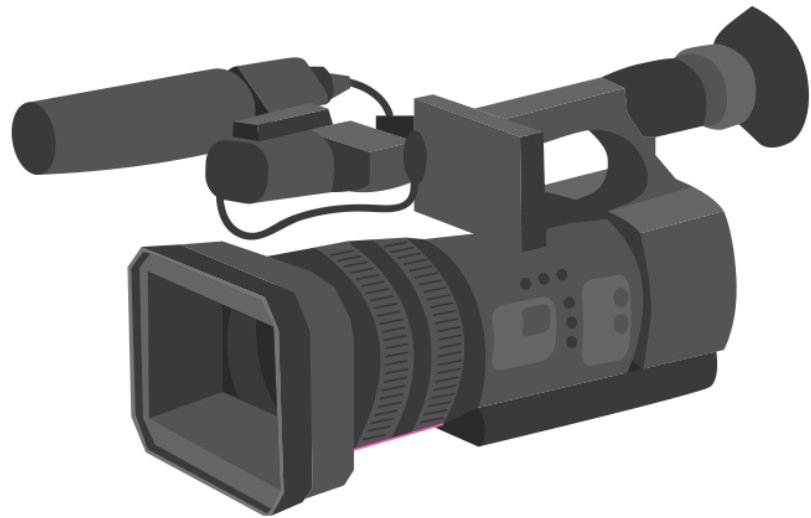
Selling various products and striving to develop new products.



**780**  
(2019.01.31)

**Number of  
Cooperative Companies**

Products sales and advertisement is under the collaboration with 780 companies including department store, duty free shop, and video equipment sales agents etc.



# 04 | Partners



# Cooperate Brand

Expect synergy effect through collaboration with PLTHINK

Canon, Sony, Panasonic, and many others have preferred to PLTHINK as an effective marketing channel.  
In fact, many companies are experiencing maximized synergies through collaboration with PLTHINK.

Canon

SONY

Panasonic®



Lastolite

Godox



LILLIPUT®



metabones



LAOWA



# Partners

Steady and continuous trade with professional photographic equipment company

Maximized synergies through collaboration with professional shooting equipment company.



# Homepage & Open Market

Striving to increase sales and raise awareness of PLTHINK through our website and domestic online market.

## Homepage



<http://www.plthink.com>

## Open Market

**AUCTION.**

<http://www.auction.co.kr>



<http://www.interpark.com>

**Gmarket**

<http://www.gmarket.co.kr>



<https://smartstore.naver.com>



<http://www.11st.co.kr>

## Social Commerce

**coupang**  
Color Your Days

<https://www.coupang.com>

**TMON**

<http://www.ticketmonster.co.kr>

**위메프**  
WEMAKEPRICE

<http://www.wemakeprice.com>

# Department Store & Complex Mall

Striving to increase sales and raise awareness of PLTHINK through Department store and Complex mall.

## Department Store & Complex Mall

Premium Online Shopping  
**el** LOTTE  
<http://www.ellotte.com>

**CJmall**  
<http://www.display.cjmall.com>



<http://www.ssg.com>

**a#shop**

<http://www.theashop.co.kr>

**FUJIFILM** mall

<http://www.fujifilm.co.kr>

**FUNSHOP**

<https://www.funshop.co.kr>

**COMPUZONE**

<http://www.compuzone.co.kr>

# Mall & Duty-Free Shop

Striving to increase sales and raise awareness of PLTHINK through Mall and Duty-free shop.

## Mall

The logo for emart, featuring the word "emart" in a lowercase, sans-serif font. The "e" is yellow, and the "mart" is dark blue.

<http://www.emart.com>



<http://www.e-himart.co.kr>

## Duty-Free Shop

The logo for Lotte Duty-Free, featuring the text "LOTTE DUTY FREE" in white on a red square, followed by "롯데면세점" in Korean.

<http://kor.lottedfs.com/kr>

The logo for The Shilla Duty-Free, featuring "THE SHILLA" in black above "duty free" in white on a black and red background.

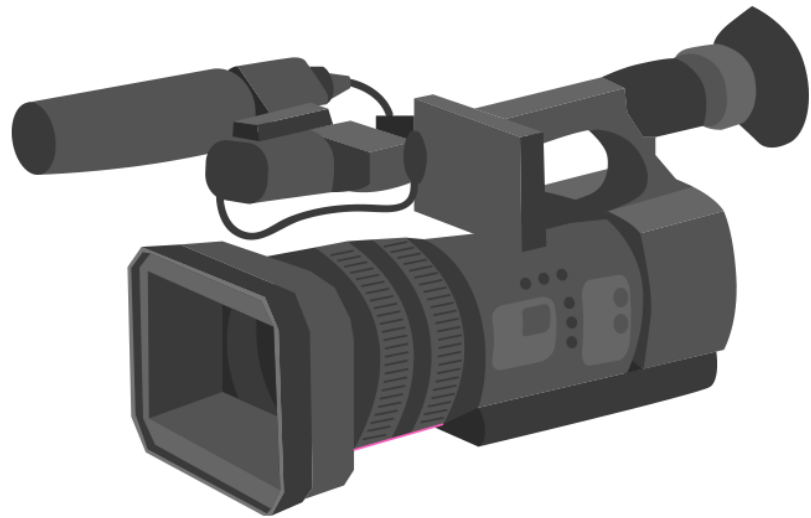
<http://www.shilladfs.com>

The logo for Galleria Duty-Free, featuring "Galleria" in white on a dark blue background above "DUTY FREE" in white on a black background.

<http://www.galleria-dfs.com>

The logo for Shinsegae Duty-Free, featuring "SHINSEGAE" in black above "DUTY FREE" in white on a gold background.

<http://www.ssgdfm.com>



# 05 | Features & Strengths

# Keyword

## Providing the best service for customers

Provide the best value to our customers with various convenience.



# Strengths

## Harmonized collaboration for system, expert and service.

PLTHINK secure many regular customers through Omni-channel system provided customers with convenience and trust regardless of time and place.



01  
SYSTEM

Omni Channel  
Through Personal Information Management  
Systematic Logistic System

Secure an Omni Channel that links Online(PC/Mobile) and Offline

Build a high-level security management system

Efficient inventory and delivery management system

02  
EXPERT

Professional Manpower  
Professional Consultants and A/S Manpower

Professional staff's availability on time for products recommendation including technical spec guide with usage etc.

Specialists and experts for A/S

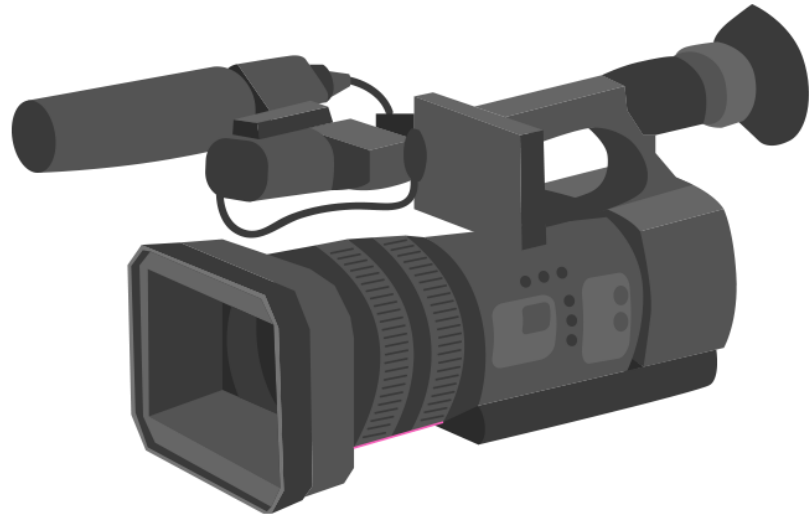
03  
SERVICE

Various Events  
Offering Specialized Service

Collaboration with partners to provide a variety of events and benefits

On time delivery and quick response campaign





# 06 | Facilities

# Facilities 01

## Operation of ideal service space for customers

Space for visit-receipt and visitors



### Headquarters

- ✓ B1 : Warehouse
- ✓ 3F : Office
- ✓ 4F : Offline Shop, Office

# Facilities 02

## Operation of A/S Service Center

Operation of ideal service space for A/S



| A/S Center

✓ 4F : A/S Service Center

# Facilities 03

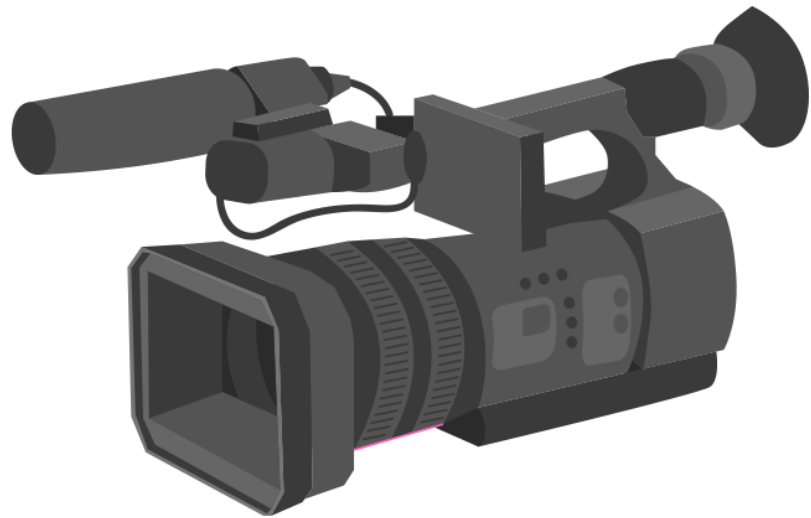
## Operation of Logistics Warehouses

Operation of three logistics warehouses for efficient inventory management and delivery.



### | Logistics Warehouse

- ✓ Warehouse 1
- ✓ Warehouse 2
- ✓ Warehouse 3

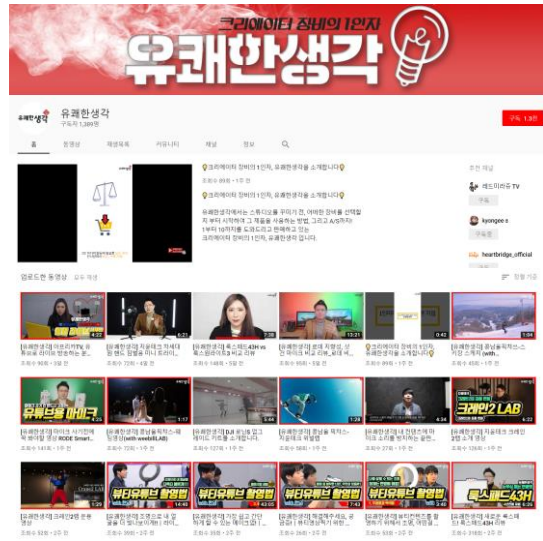


# 07 | Channel of Publicity

# Marketing Channel Part1



- Social Media Service :: YouTube



PLTHINK Official YouTube Channel

The PLTHINK official channel of constantly updating contents and collaborating with celebrated YouTube Creators. Communicates with more than 1,300 subscribers, and the Red Mirage YouTube channel is currently having the 10,000 subscribers.



Portrait Conference by Aries Tao  
GODOX AD200 , AD600Pro  
<https://youtu.be/KTF4barFwNc>



TICTOC Live Shooting SET  
[https://youtu.be/5w\\_DrWqOAW8](https://youtu.be/5w_DrWqOAW8)



ZHIYUN TECH Smooth 4 Quick Guide  
<https://youtu.be/UmtjJk2yhQU>



ZHIYUN TECH Crane2 Lab  
[https://youtu.be/HQIZH\\_qwZe0](https://youtu.be/HQIZH_qwZe0)

# Marketing Channel Part2

## - Social Network Service



pthink\_official 팔로워 450 팔로우 392  
 게시물 211  
 유쾌한생각  
 http://www.plthink.com  
 02-837-6050  
 월-금 9:30-18:30 / 토 9:30-15:00  
 궁금하신 점은 DM  
 카카오프러스친구 유쾌한생각 검색  
 www.plthink.com  
 snap3769님이 팔로우합니다

### PLTHINK Official Instagram

Since 2011, we are operating sales promotion activities through steady uploaded card-news, media clips and hashtags. Recording recently 450 subscribers and tagging in 36 times through growth of matchless channel having 211 high quality contents in the concerned market.

유쾌한생각  
 유쾌한생각  
 서울 (10.45 km)  
 카카오프러스친구 유쾌한생각 (10.45 km)  
 669  
 693

### PLTHINK Official Facebook

Since the beginning of 2014, we are doing various public activities like card news, media clips, and hashtags. Growth of matchless channel through 371 various contents in related market.

카카오톡 플러스친구  
 성공적인 모바일 마케팅!  
 플러스친구와 함께 하세요.

### PLTHINK KAKAO Plus Channel

Maintaining a steady and rapid communication channel with customers and provides a high response rate, which is a solid basis for establishing relationships with customers.

연도	블로그	댓글	리플	인기
2018년 12월	1,000	29	4	1,002
2018년 11월	1,407	46	19	1,432
2018년 10월	824	25	15	824
2018년 9월	665	56	23	626
2018년 8월	8,242	1,829	147	7,006
2018년 7월	1,700	32	71	1,307

### PLTHINK NAVER BLOG Channel

Since its first blog post in November 2017, it has consistently posted a detailed profile of the product by professional-level explanation and channels of public relations activities to resolve consumer questions.

■ | Display in Agent Shop





# | Seminar Part1

- Education and Knowledge Sharing Seminar(Periodic)



## "SORIZIO"

Principles and Necessity of  
Acoustic Board



## "Beauty Creator Hanyo"

Demonstration of Beauty Makeup



## "Photo Lighting"

Sharing of Shooting Technics



## "Video Shooting Seminar"

Shooting Technics for  
YouTube and Beauty Makeup





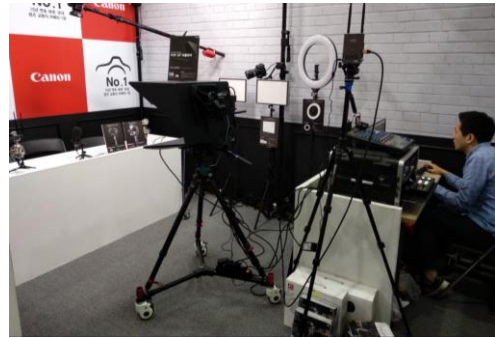


# | Participation of Exhibition Part1

- Field of Exhibition



### P&I Korea Exhibition



### KOBA Exhibition

Korea International broadcast  
Audio & Lighting Equipment Show



### Comet Beauty

Comet Beauty Festival



### KITAS Exhibition



# ■ | Participation of Exhibition Part2





“ **Let's make CHALLENGE and have the PLEASANT MEMORY with PLTHINK** ”

We are specialized in photo and video equipment to pursue customer satisfaction with good quality and products.

We are challenging for a better future and hoping to give pleasant thinking and joyfulness to our customers.

w w w . p l t h i n k . c o m

**THANK YOU**

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