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2020

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PLTHINK
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PLTHINK

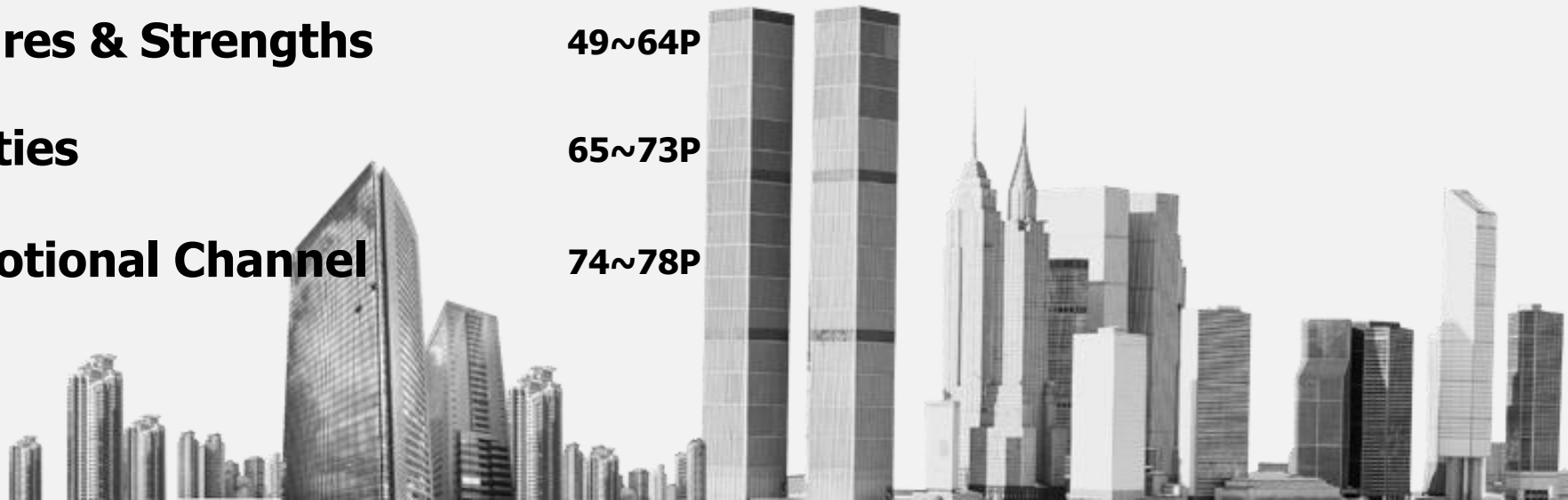
(주) 유쾌한생각

COMPANY INTRODUCTION



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#1

Intro



■ | Summary

Leading company of Photographic, Video and Personal media Equipment

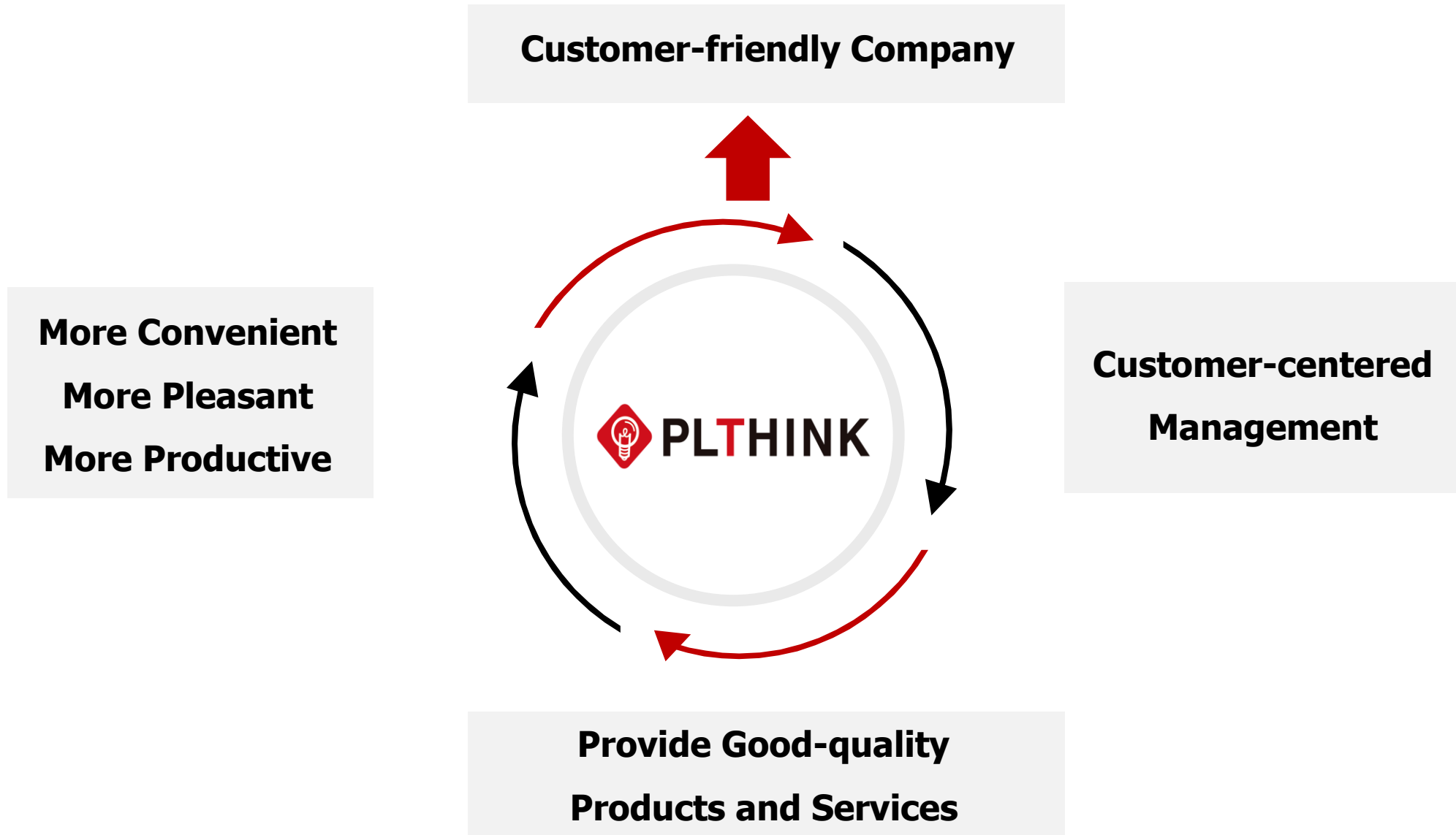
PLTHINK is a leading company distributing products such as photographic, video and personal media equipment. We are selling over 10,000 products including our own brands, peripherals and various electronic devices through online and offline.



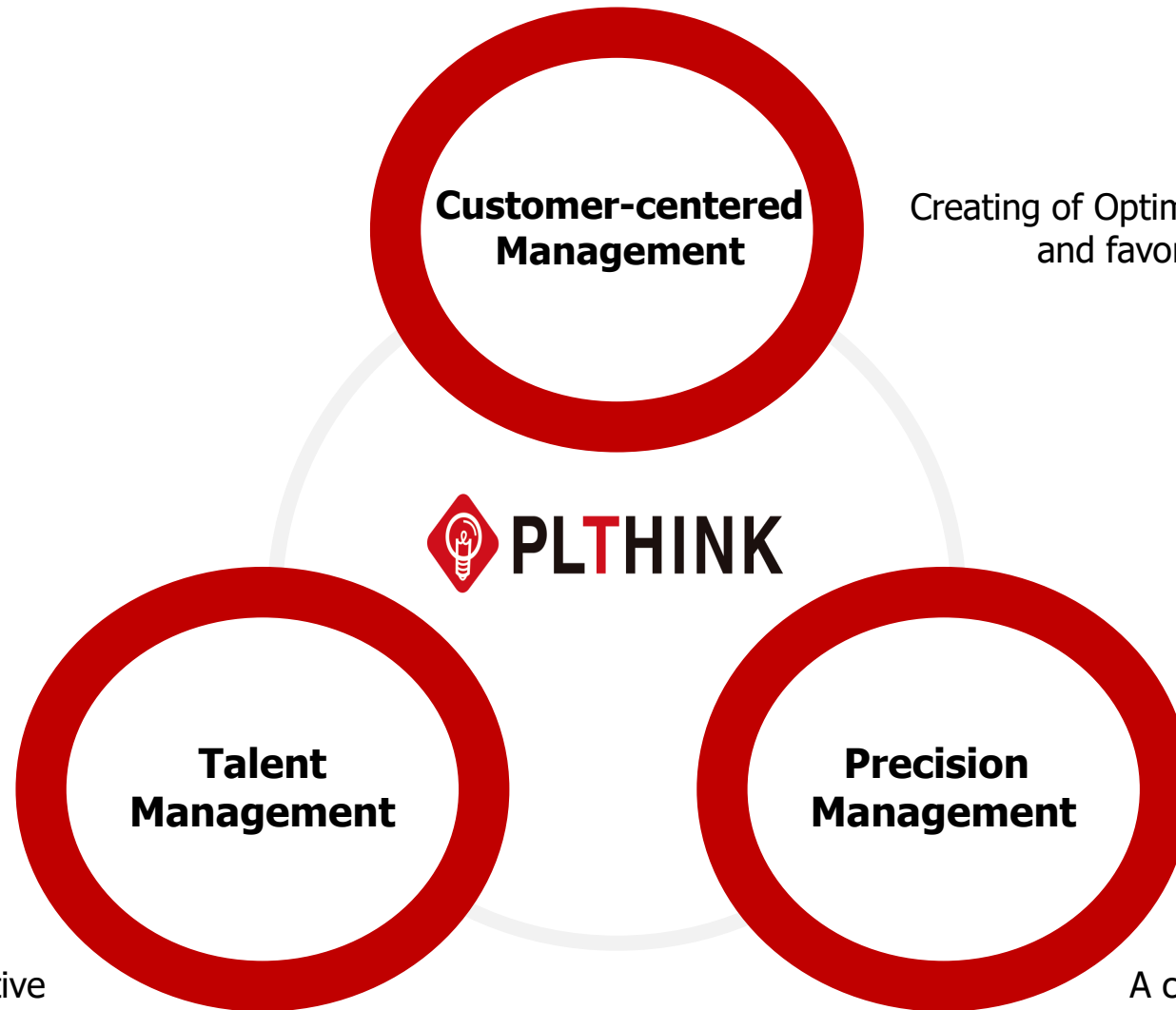
**“Photographic and Video Equipment
Distribution Company** that seek customer
satisfaction with efficient and high-quality
products supply”

Company Name	PLTHINK.CO.,LTD. (CEO : Hyungtae Kim)
Establishment	04.2003 (Number of Employees : 36 *01.2020)
Business Type & Item	Manufacturing / Wholesale and Retail Trade (Photographic Device, Video Light and Broadcasting Equipment)
Address	20, Jowon-ro, Gwanak-gu, Seoul, South Korea
Contact Address	Tel : +82-2-837-6050 (FAX : +82-2-837-6150)
Homepage	PC : http://www.plthink.com Mobile :http://m.plthink.co.kr

■ | Vision & Management Philosophy



■ | Vision & Management Philosophy



Harmonious, Innovative, and Active
Human Resources Development Company

A company that achieves continuous growth
through Precision Management

■ | History

2003

- Establishment of PLTHINK
- Development of Mini Studio & Photographing Set (for shopping mall)
- Utility Model Patent (Cylindrical Photographic Equipment)
- PLTHINK Trademark Registration

2004

- Launch of Strobo Photographing Set
- Launch of Compact Strobe TTC Series
- Launch of HMI Continuous Lighting Set
- Development of Shooting Set (for high-gloss product)

2005

- Start sales of U2 PHOTON Products
- Launch of Digital Studio Set
- Launch of Movable Photographing Set
- Headquarters Extension & Transfer
- U2 PHOTON Trademark Registration

2006

- Development of Rembrandt wireless flash trigger
- Launch of Rembrandt Strobe(PL-180)
- Launch of Law-price Strobe(S-450)
- PHOISM Trademark Registration

2007

- Install of Studio and Start Education
- Headquarters Extension
- Launch of Background Paper Set (SAVAGE Roll)
- OEM Contract with AURORA (PHOISM EURO Series etc.)

2008

- Launch of Background Paper Products (Muslin, Actual image, Fantasy Series)
- Launch of compact photographing set (007 briefcase style)

2009

- Launch of Micro Box Series
- Launch of Adjustable Flash-light
- Start direct import of Flux Light
- Launch of Electric Background Products
- Open of Second Warehouse

■ | History

2010

- Sign a contract of authorized dealer of Spyder
- Extension of Wholesale-System
- Entering of Compact LED Market (SN-120, YN-160 etc.)
- No. 1 in sales of compact LED light

2012

- Sign a contract of authorized dealer of VARAVON
- Launch of video equipment (MANFROTTO)
- Launch of Full-size of LED Light (PHOISM DB820, 2005)
- Full-out of video equipment market business

2014

- Launch of LUXPAD LED light
- Headquarters & warehouse Extension
- Launch of Miniature books for display
- Entering of Cosmetic Market (makeup box and chair) & Photographic Equipment Market for Smartphone
- Launch of wireless flash trigger

2016

- Design Lab Establishment
- Sign a contract of exclusive distributorship with ZHIYUN
- Sign a MOU with MCN Companies (Treasure Hunter, Leferi etc.)
- Sign a contract of authorized dealer of PROFOTO /GOPRO

2011

- Launch of PHOISM DX Strobo(400W/600W)
- Launch of PHOISM TT-560 Series
- Entering of Video Equipment Market

2013

- Set up Open-market Team & Sales Increase
- Sign a contract of exclusive distributorship with KAMERAS / SEVENOAK / INEMATICS
- Diversification of TT560 and Launch of X1 series
- Grow up professional video and photo equipment company

2015

- Headquarters & Warehouse Extension
- Launch of broadcasting studio equipment(DMX) Set
- Launch of personal media equipment
- Launch of 2nd photographing briefcase with LED light

■ | History

2017

- Headquarters & warehouse Extension
 - Logistics Warehouse Contract (MTECH Tower in Gunpo)
 - First Online P&I
- Launch of HeartBridge (Prop Brand)
 - Launch of Professional Compact Broadcasting System

2019

- Build a Customer Service Center
- Sign a contract of exclusive distributorship with COMICA / Z-CAM / NANLITE

2018

- Sign a contract of exclusive distributorship with ROTOLIGHT
 - Launch of BESPOKE (Custom-made Background Paper Brand)
 - P&I Exhibition with Canon
- Sign a contract of authorized dealer of SHURE

2020

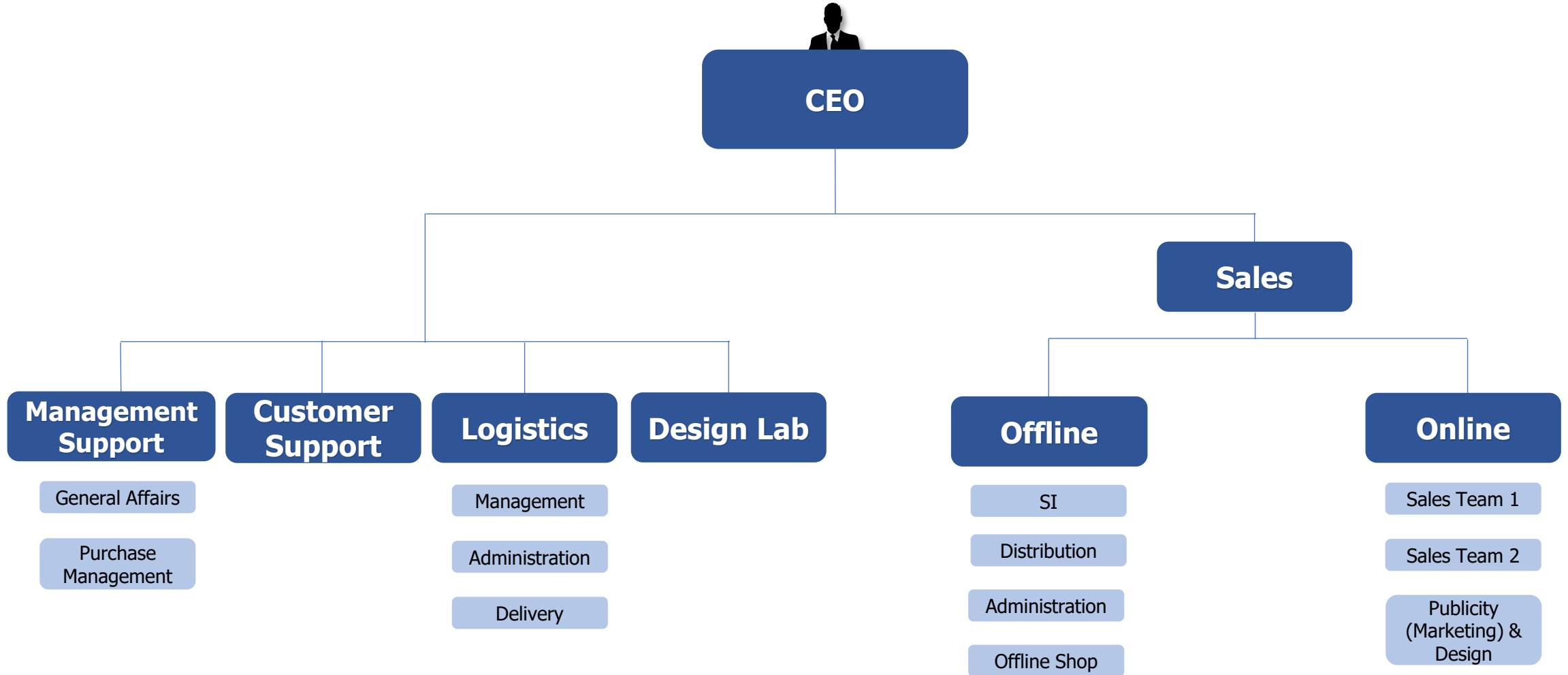
- Logistics Warehouse Transfer (MTECH Tower in Gunpo)
- Launch of Creator Market Brand
- Manufacture of Creator Cube

■ | Organization

Maximize Efficiency through Systematic Task Sharing

Composition of Organization - 7 Departments and 12 Teams.

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



■ | Business Area

Maximization of synergy effect based on core competence business strategy with choice and concentration

PLTHINK continues to go through various challenges and attempts, specializing in Photographic / Video / Sound Equipment and Personal Media Equipment.

Major Brand : PROFOTO / GODOX

Various Products
Superior Brands
High-quality Products

Photographic
Equipment

Personal
Media

Major Brand : PLTHINK / Creator Market / NANLITE

Signed an MOU with MCN companies in Korea
Collaboration with creators in various fields
Wide choice of various products
All-in-one sales system – personal media for Light,
Background, Sound Equipment

Major Brand : COMICA / SHURE

Sign a contract of Exclusive Distributorship with COMICA
No. 1 in SHURE MOTIV sales in Korea
Sales of Various Sound Equipment for Personal Media & Creator

Sound
Equipment

Video
Equipment

Major Brand : ZHIYUN / Z-CAM / ROTOLIGHT

Development of broadcasting system
Supply contract with general office and educational institution
Flexible sales with various products
Aggressive Sourcing with superior brands

■ | Part

Specialization by Stages

Design Planning and Research, Production, Import, Sales and Marketing are organized in stages.

Research

Design Research

Production

Build Own Production Line

Import

Import Various Products
from all over the world

Business

Professional Business Organization

Marketing

Professional Marketing Organization

Location

PLTHINK is headquartered at 2F / 3F / 4F (20, Jowon-ro, Gwanak-gu, Seoul) and operates Offline Store / Customer-Service Center / Logistics Warehouse (in Gunpo).



HEAD OFFICE



2~4F, 20 Jowon-ro, Gwanak-gu, Seoul

WAREHOUSE



46, Gongdan-ro 140beon-gil, Gunpo-si



PLTHINK Official Dealers

14 Official Dealers in Korea

[Seoul] 7 Official Dealers

1. Seoul The Head Office PLTHINK

20, Jowon-ro, Gwanak-gu, Seoul, Republic of Korea

2. Seoul SAEKI P&C

22-12, Supyo-ro, Jung-gu, Seoul, Republic of Korea

3. Seoul Whixcom

20-1, Namdaemun-ro, Jung-gu, Seoul, Republic of Korea

4. Seoul Namdaemun Sony Exhibition Center

15, Namdaemun-ro, Jung-gu, Seoul, Republic of Korea

5. Seoul Benro Korea

3F of Annex 1, 5, Namdaemun-ro, Jung-gu, Seoul, Republic of Korea

6. Seoul Consolemarket

B1, 406, Gangnam-daero, Gangnam-gu, Seoul, Republic of Korea

7. Seoul Enjoy Camera

No.210, 2F, 74, Cheongpa-ro, Yongsan-gu, Seoul, Republic of Korea

[Cheongju] 1 Official Dealer

14. Cheongju Analog Digital

11, Jungang-ro, Sangdang-gu, Cheongju-si, Chungcheongbuk-do, Republic of Korea

[Daegu] 2 Official Dealers

12. Daegu Genic Digital

No.283, 1F, 45, Yutongdanji-ro, Buk-gu, Daegu, Republic of Korea

13. Daegu Star Digital

No.300, 1F, 45, Yutongdanji-ro, Buk-gu, Daegu, Republic of Korea

[Changwon] 1 Official Dealer

11. Changwom ZoomIn

11, Madimi-ro 38beon-gil, Seongsan-gu, Changwon-si, Gyeongsangnam-do, Republic of Korea

[Busan] 3 Official Dealers

8. Busan ZoomIN

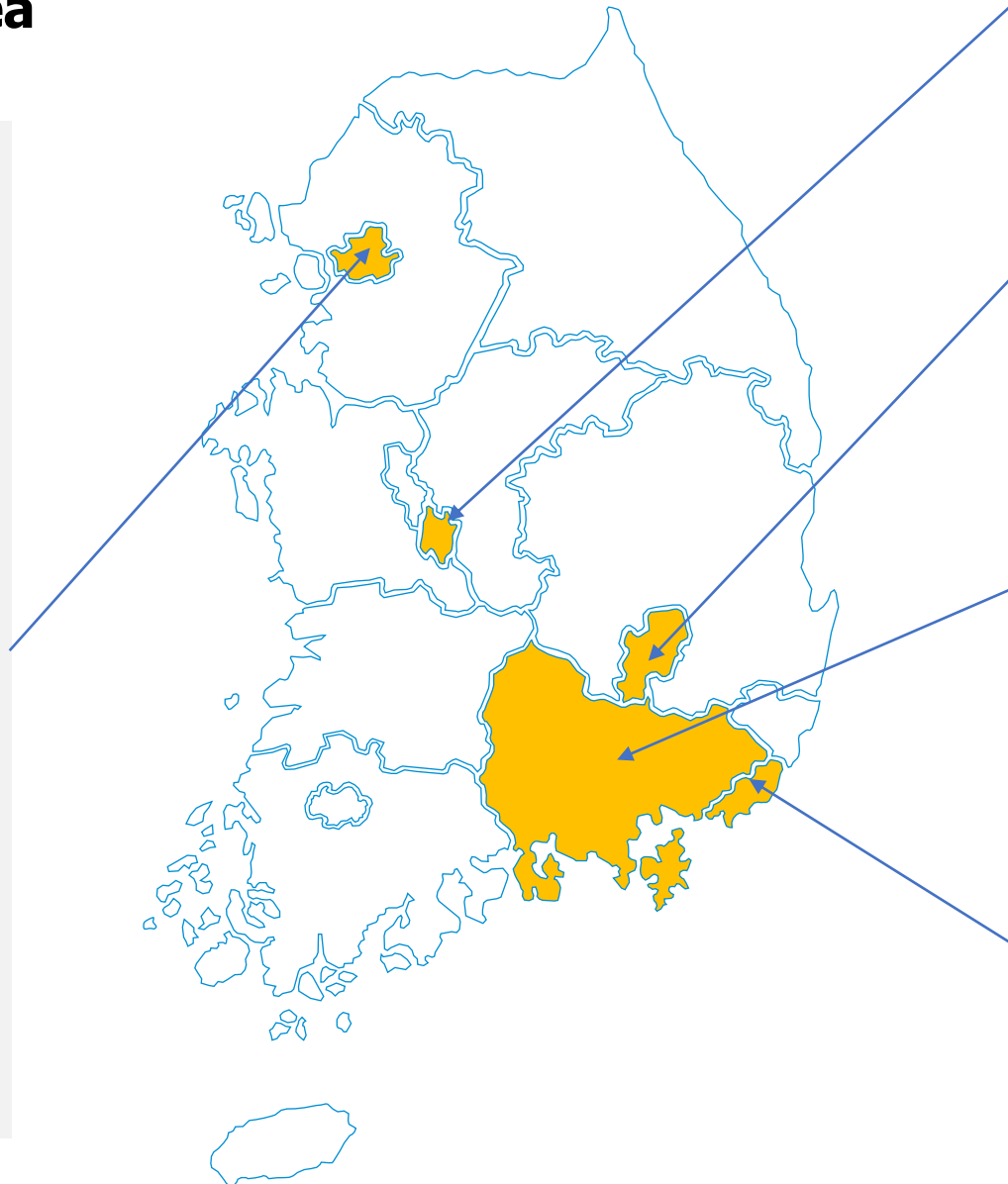
95-1, Gwangbok-ro, Jung-gu, Busan, Republic of Korea

9. Lotte Dept. Store's Busan Headquarters

772, Gaya-daero, Busanjin-gu, Busan, Republic of Korea

10. Shinsegae Dept. Store in Centum City

35, Centum nam-daero, Haeundae-gu, Busan, Republic of Korea



Faithful Enterprise

Establishment of Design Research Institute / Superior Credit Rating / 16 Trademarks / 8 Patents / 86 National Certificates



Research Lab accredited by
Korea Industrial Technology
Association



특허청

Certificates from Korean
Intellectual Property Office and
National Radio Research Agency



Superior Credit Rating Company
certified by Korea Enterprise Data



#2

Core Competencies



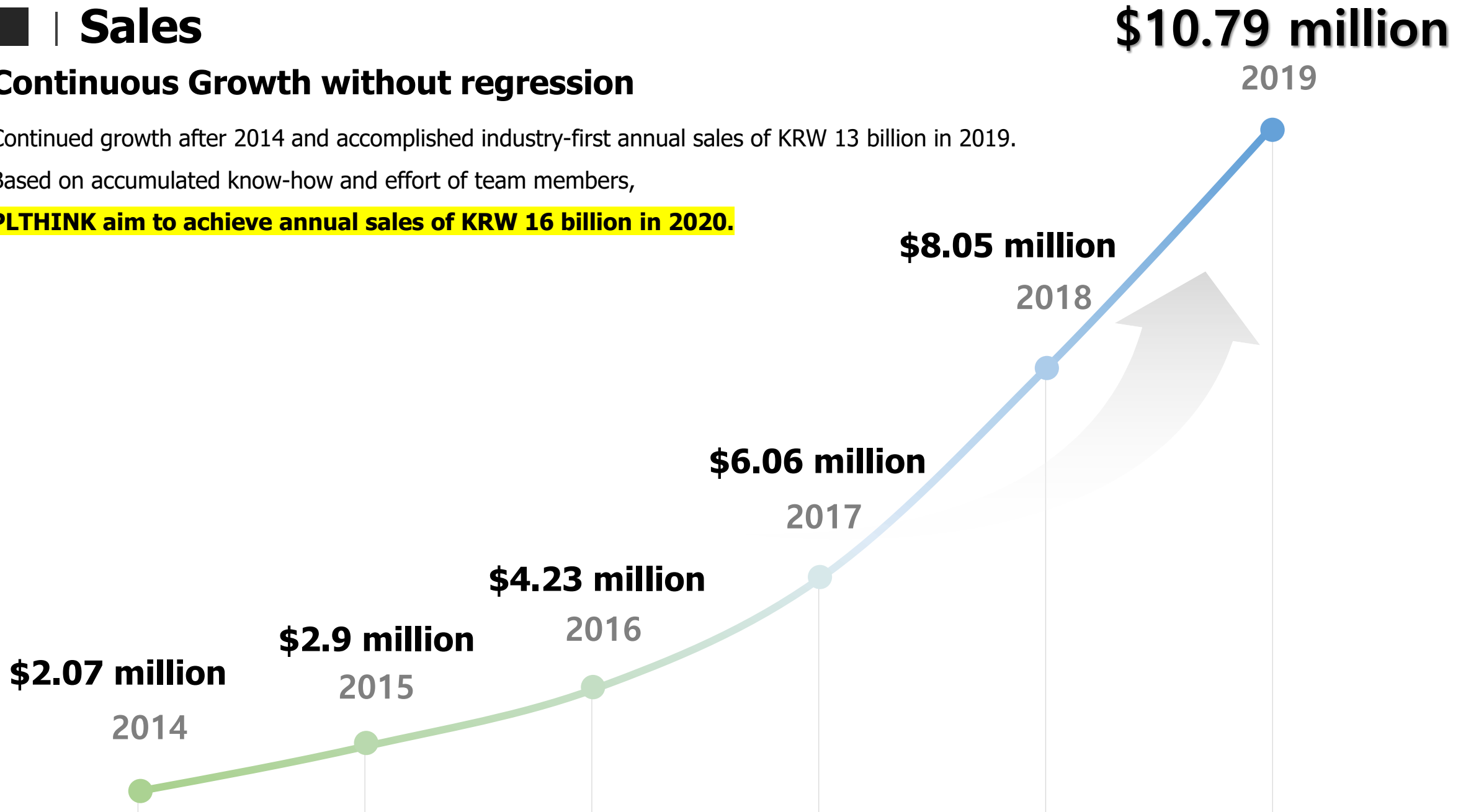
■ | Sales

Continuous Growth without regression

Continued growth after 2014 and accomplished industry-first annual sales of KRW 13 billion in 2019.

Based on accumulated know-how and effort of team members,

PLTHINK aim to achieve annual sales of KRW 16 billion in 2020.



■ | Main Sales Structure

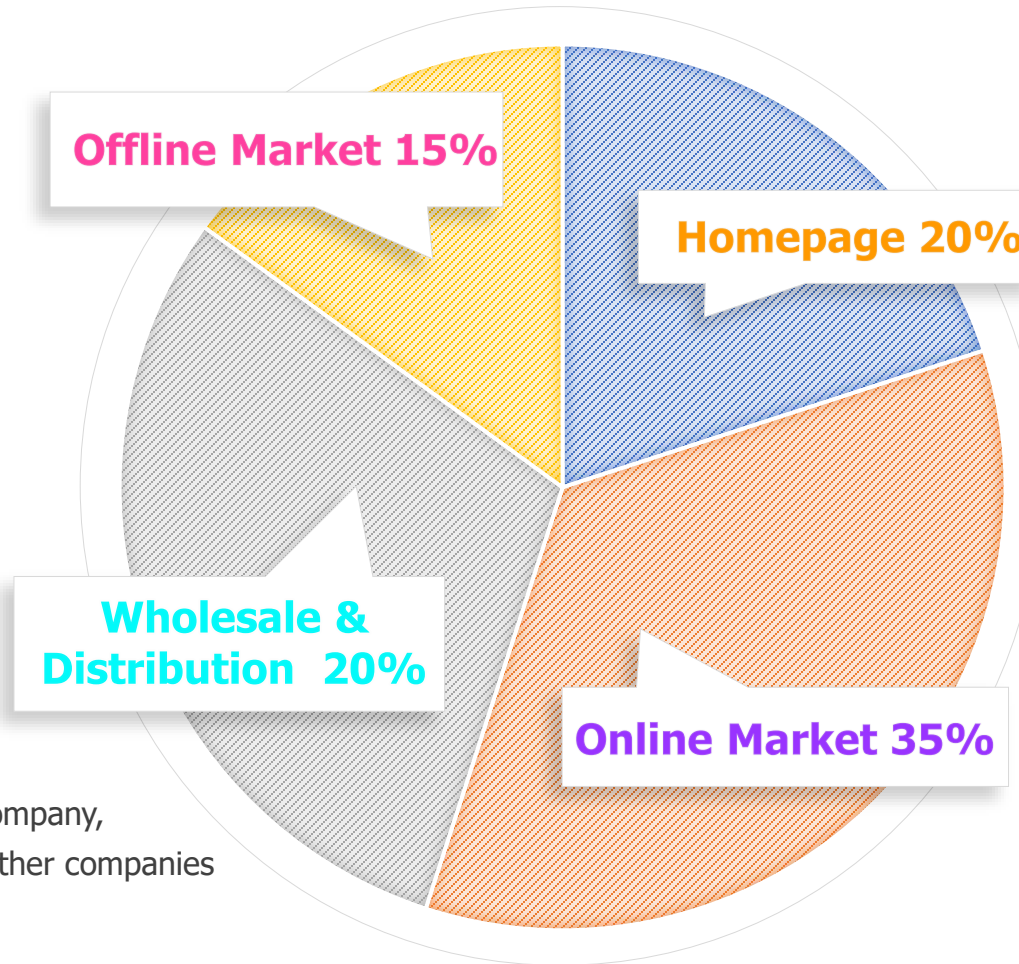
Stable Sales Structure that is not affected by sudden changes in market conditions due to the proper distribution of each channel ratio

Offline Market Sales

- Promote to Regular Customers
- Attract New Customers
- Hold Various Seminars
- Events for Visitors
- Opportunity to use equipment directly

Wholesale & Distribution Sales

- Collaboration with professional photographic equipment company, department store, duty-free shop and other companies
- Hold various events and seminars



Homepage Sales

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

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

■ | Knowhow

The essence of 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



01

Various Contents

Design Lab & Video Contents Planning Team
Advantageous for SNS Marketing and Video Contents
Production

02

Import & Distribution & Manufacture

General Import and Distribution + OEM / ODM production

03

Various Events

Performs monthly/quarterly events and Offline/Online events

04

Verification

Sell proven safe products

05

A/S Guarantee

Free Repair Service within 1 year after purchase
(excluding customer negligence))

06

Quotation

Provide customized quotation service

#3

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.



■ | Operation Status

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

10,340

(01.2020)

Number of products on sale

Selling various products and
striving to develop new products.

870

(01.2020)

Number of Cooperative Companies

Products sales and advertisement
is under the collaboration with 870
companies including department
store, duty free shop, and video
equipment sales agents etc.

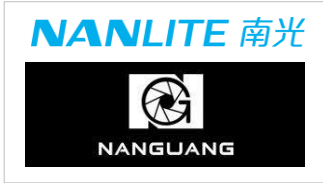
#4

Partners



■ | Cooperate Brand

Exclusive Distributorship Contract Brand



Parallel Import Brand



Cooperative Camera Brand



■ | Cooperate Brand

Domestic Cooperative Brand

Profoto
The light shaping company™



GoPro
Be a HERO. ■■■■

Manfrotto
Imagine More

SIGMA

Blackmagicdesign ■■■



RØDE
MICROPHONES

SHURE

PreSonus

Saramonic

SENNHEISER

SOR!GIO

Roland

BENRO

foldio

**TETHER
TOOLS**

EIZO

datacolor

SmallRig



aurora
LITE BANK

LILLIPUT

GOODSGOOD

metabones

Lastolite

Healing Shield

PRO
Tapes & Specialties

instax

PortKeys

ROCK N ROLLER
MULTI-CART

LAOWA

HOLLYLAND

SanDisk

LOUPEDECK



M
MOPIC

VSGO

DURIX
for Digital Studio & Atelier

TCHELICON

logitech

■ | Partners

Steady Cooperation with professional photographic equipment company

Maximized synergies through collaboration with PLTHINK and various photographic equipment companies



■ | Homepage & Open Market

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

Homepage



PLTHINK

<http://www.plthink.com>

Open Market

AUCTION.

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



<http://www.interpark.com>

Gmarket

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



SmartStore

<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 

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

FUNSHOP

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

COMPUZONE

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

■ | Hyper Market & Duty-free Shop

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

Hyper Market



<http://www.emart.com>



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



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



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

Duty-free Shop



롯데면세점

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



<http://www.shilladfs.com>



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



<http://www.ssgdfm.com>

#5

Features & Strengths



■ | Keyword

Providing the best service for customers

Various benefits and events / Offer quick delivery and In-store Pick-up Service / Management of defective products and any other various convenience



■ | Strengths

Harmonized collaboration for System, Expert and Service

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



SYSTEM

Omni-Channel

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

EXPERT

Professional Manpower

**Professional
Consultants & 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

SERVICE

Various Events

Specialized Service

Collaboration with partners to provide a variety of events and benefits

On-time Delivery and Quick Response Campaign

#6

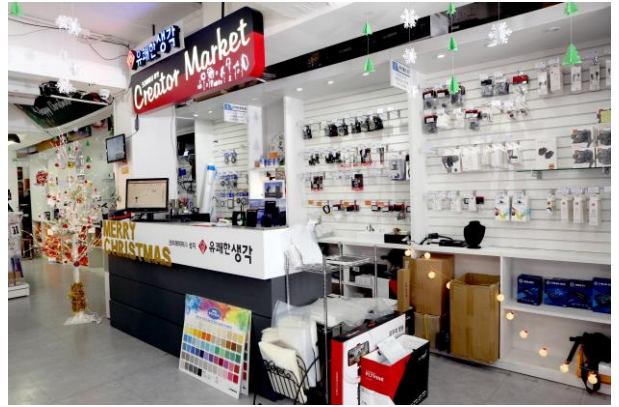
Facilities



■ | Offline Store

Operation of Ideal Service Space (330m²) for customers





■ | Customer Service Center

Space for Customer Support and A/S



고객지원센터
렌탈사업부



■ | Main Logistics Warehouse

Integration Logistics Warehouse in Gunpo



■ | Logistics Warehouse (for offline store)



#7

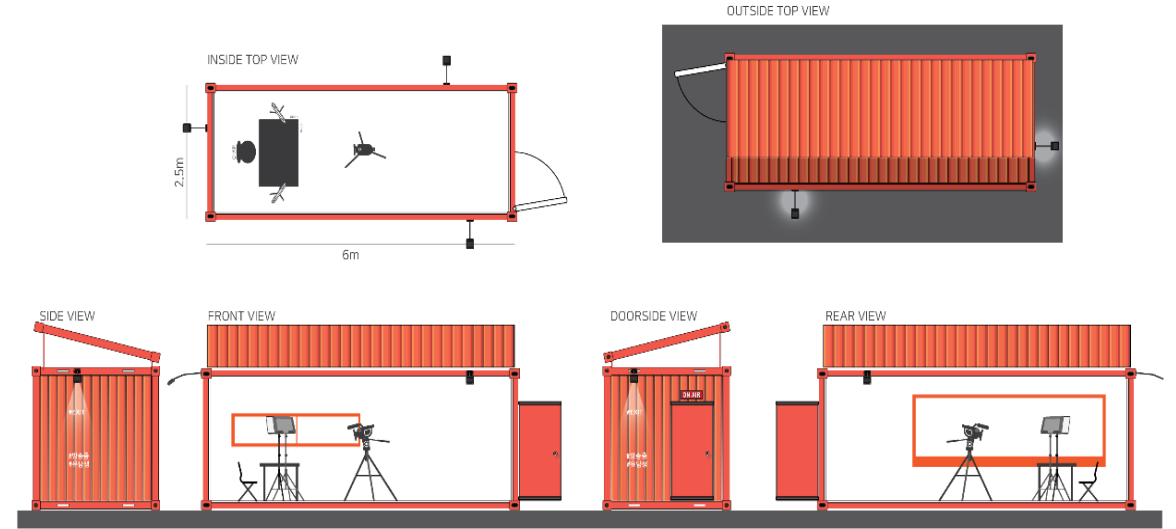
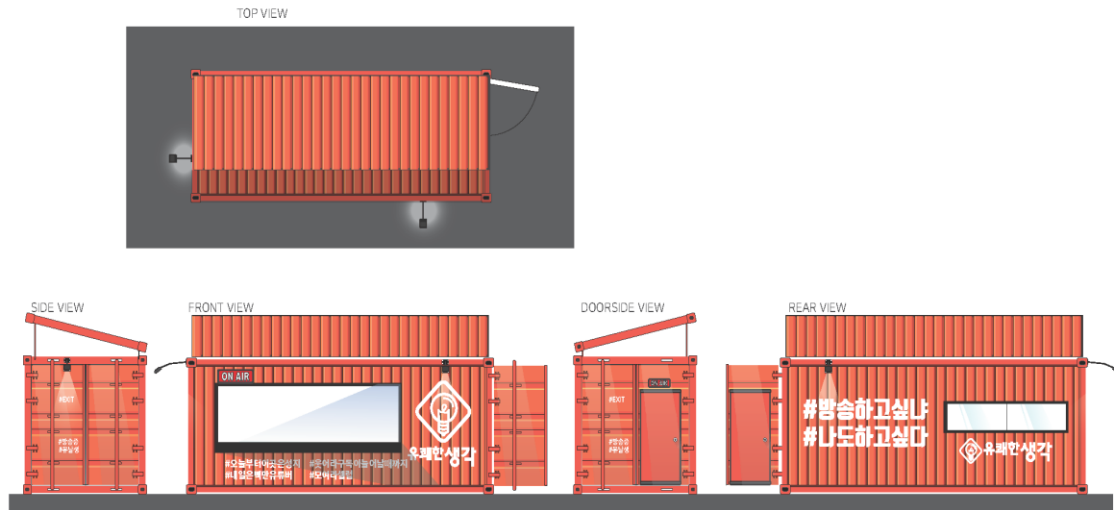
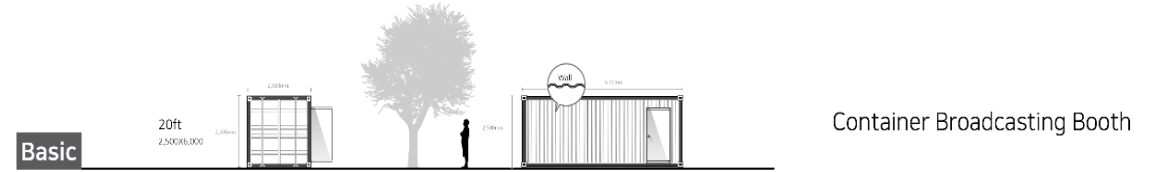
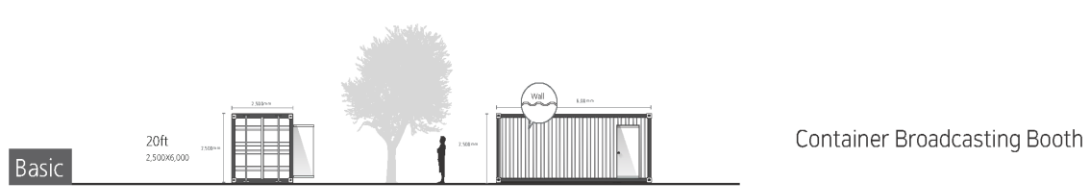
Promotional Channel



■ | Creator Cube
Self-manufacture and Production, Creator Cube Project

■ | Creator Cube
Self-manufacture and Production, Creator Cube Project

PLTHINK plans to manufacture and produce Creator Cube Container Studio sets from 2019



■ | Studio Room Business – Order & Quotation

Proceeding with the order and quotation business for consumers who need a private broadcasting room



■ | Cooperation with Creators

YouTube Creator & AfreecaTV Broadcasting Jockey

PLTHINK has been doing PR marketing with creators and BJs since 2016.



■ | Launch of Creator Market (Brand)

PLTHINK launched the 'Creator Market' brand with a set of equipment for exclusive use of personal media



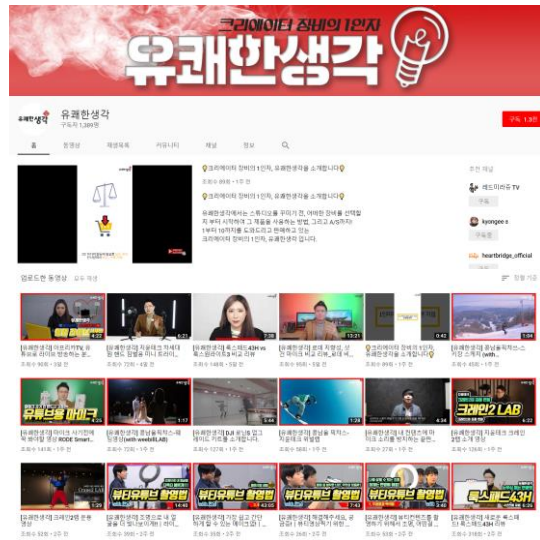
유쾌한생각

룩스패드 K63H



Marketing Part 1

- 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 in the 10,000 subscribers.



**Portrait Conference by Aries Tao
GODOX AD200 , AD600Pro**

<https://youtu.be/KTF4barFwNc>



ZHIYUN Smooth 4 Quick Guide

<https://youtu.be/UmtjK2yhQU>



TicToc Live Streaming SET

https://youtu.be/5w_DrWqOAW8



ZHIYUN Crane 2 Lab (Introduction)

https://youtu.be/HQIZH_qwZe0

Marketing Part 2

- Social Network Service



plthink_official

게시물 211 팔로워 450 팔로우 392

유쾌한생각

http://www.plthink.com

02-837-6050

월-금 9:30-18:30 / 토 9:30-15:00

궁금하신 점은 DM

카카오톡플러스친구 유쾌한생각 검색

www.plthink.com

snap3769님이 팔로우합니다



PLTHINK Official Instagram

Since 2011, we have been promotion activities through steady uploaded card-news, media clip and hashtags. Growth of exclusive channel through 430 high quality contents in related market.

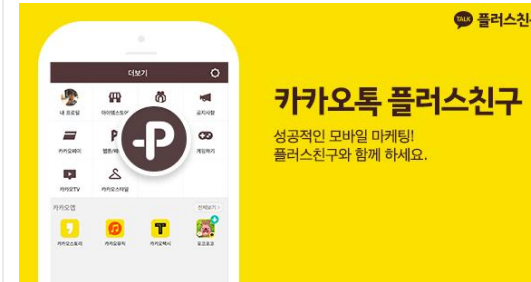
Recently 750 Subscribers and tagging in 100 times.



PLTHINK Official Facebook

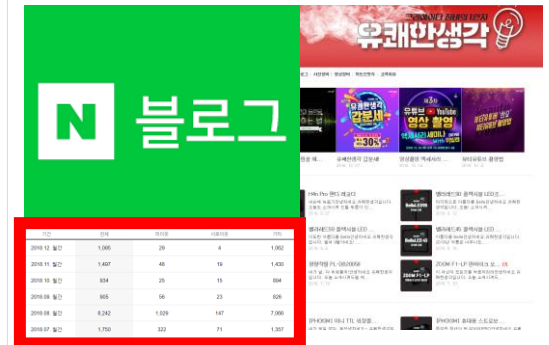
Since the beginning of 2014, we have done various publicity activities using card news, media clips, and hashtags.

Growth of exclusive channel through 371 various contents in related market.



PLTHINK CACAOPLUS

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.



PLTHINK NAVER BLOG

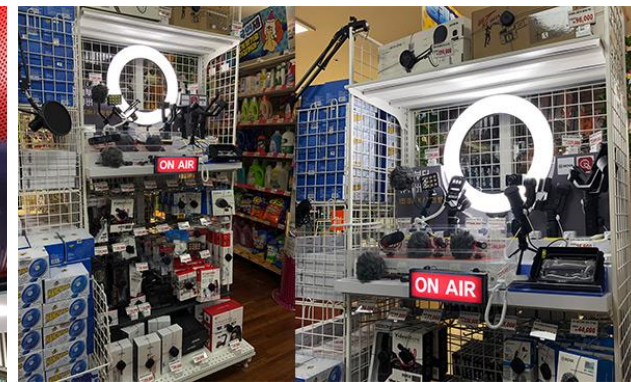
Since its first blog post in November 2017, it has consistently posted a detailed profile of the product with different professional qualities writing skills and channels of public relations activities to resolve consumer questions.

■ | Display of Hyper Market & Complex Mall

< ELECTRO MART >



< PIERROT SHOPPING >



< A SHOP >



< HOTTRACKS >



■ | Display of Department Store

< LOTTE DEPARTMENT STORE >



■ | Display of Official Dealer Store

< Nikon / SONY / Canon / DJI >



Various Seminars Part 1

- Regular Training: Knowledge Sharing Seminar



“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



■ | Various Seminars Part 2

- Regular Training: Knowledge Sharing Seminar



■ | Participation of Exhibition Part 1



P&I Korea Exhibition



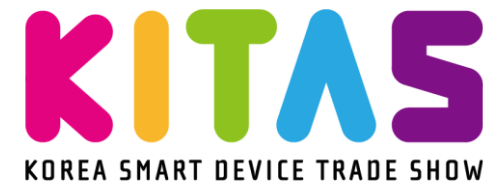
KOBA Exhibition

Korea International broadcast
Audio & Lighting Equipment Show



Comet Beauty

Comet Beauty Festival

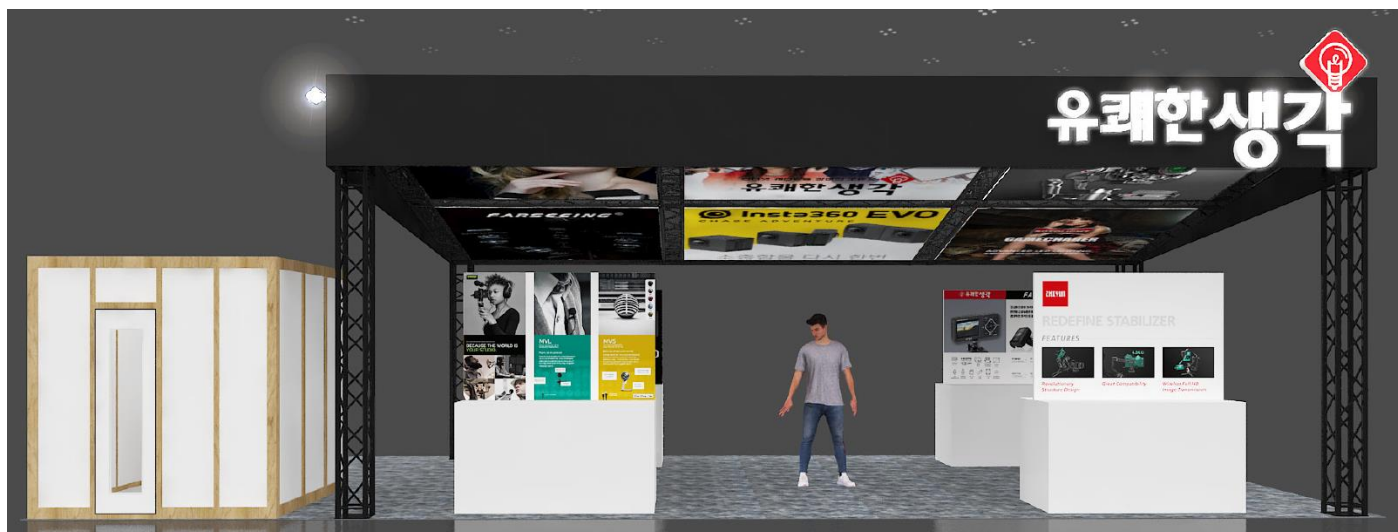


KITAS Exhibition



Participation of Exhibition Part 2

KOVA / INSHOW / KITAS



■ | Participation of Exhibition Part 3



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

THANK YOU

A high-angle, black and white photograph of a city skyline at night. The image is filled with numerous skyscrapers and buildings, their windows glowing with light. The Empire State Building is prominent in the center-left. The text 'THANK YOU' is superimposed in large, white, sans-serif capital letters across the middle of the image. A thin horizontal line is positioned directly beneath the text.