

PLTHINK Co., Ltd

COMPANY INTRODUCTION

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**Promotional
Channel**

“ A Trend-Leading Company ”

PLTHINK is a leading company distributing products such as photographic, video and personal media equipment. We are selling over 16,000 products including our own brands, peripherals and various electronic devices through online and offline. We supplies excellent quality products and pursues customer satisfaction with efficient products.



Company Name

PLTHINK.CO.,LTD. (CEO : Hyungtae Kim)

Establishment

04.2003 (Number of Employees : 50 *01.2023)

Business Type & Item

Manufacturing / Wholesale and Retail Trade
(Photographic Device, Video Light and Broadcasting, Sound Equipment)

Address

**10th floor, 16 Gasan 2nd SK V1 AP Tower,
Gasan Digital 1-ro, Geumcheon-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

While providing valuable experiences to customers to create a loved company,
We aim to grow together by cultivating talented people who can lead the trend.

Harmonious, Innovative, and Active
Human Resources Development Company



History



2003

- Establishment of PLTHINK
- Development of Mini Studio



2004

- Development of Shooting Set (for high-gloss product)



2005

- Launch of Digital Studio Set
- Launch of Movable Photographing Set in the individual studio market



2006

- First prize



2007

- Install of Studio and Start Education
- Headquarters Extension



2008

- Launch of Background Paper Products (Muslin, Actual image, Fantasy Series)



2009

- Open of Second Warehouse



2010

- Extension of Wholesale-System
- No. 1 in sales of compact LED light



2011

- Entering of Video Equipment Market



2012

- Launch of Full-size of LED Light (PHOISM DB820, 2005)
- Full-out of video equipment market business



2013

- Set up Open-market Team & Sales Increase
- Grow up professional video and photo equipment company



2014

- Launch of LUXPAD LED light for individual broadcast
- Headquarters & warehouse Extension
- Entering of Photographic Equipment Market for Smartphone



2015

- Headquarters & Warehouse Extension
- Open of 4th, 5th Warehouse
- Launch of personal media equipment



2016

- Design Lab Establishment
- Korea's No. 1 MCN equipment distribution company



2017

- Headquarters & warehouse Extension
- Logistics Warehouse Contract (MTECH Tower in Gunpo)



2018

- P&I Exhibition with Canon
- Sign a contract of authorized dealer of SHURE



2019

- Build a Customer Service Center



2020

- Business Innovation Small and Medium Business (Main-Biz) Certification
- Logistics Warehouse Transfer (MTECH Tower in Gunpo)
- Launch of Creator Market Brand



2021

- Technology Innovation Small and Medium Business (Inno-Biz) Certification
- Certification of venture companies
- Expansion&relocation of Logistics Center
- Expansion&relocation of headquarters



2022

- FALCAM / Yololiv official distributor agreement concluded
- VALENS brand launch
- TELESIN official import contract concluded
- JoongAng Ilbo Award Consumer Satisfaction 1st Place Brand Award
- Pleasant thoughts, Segi P&C MOU signed

Business Area

Handling equipment and brands in various fields is a great strength of the company.

Based on core competencies, synergy between business sectors is maximized through selection and concentration, and it is growing further through various challenges and attempts.

01

Lighting equipment



We have lighting in various fields, from strobe lighting to various types of persistent light LEDs.

02

Sound equipment



We sell a variety of sound equipment for studio construction, such as mixers and speakers, centering on wired/wireless Microphones.

03

Video equipment



We handle not only cameras, gimbals, tripods, sliders, but also various accessories such as batteries, leagues, and backgrounds.

04

Personal Media



We recommend you to organize various set products so that anyone can easily produce content.

05

Creator Cube



It is a booth-type studio that provides broadcasting system solutions for professional filming.

PLTHINK Location

In 2021, the headquarters was expanded and relocated to Geumcheon-gu, Seoul, and a separate logistics warehouse is operated in Anyang.

The headquarters uses the entire 10th floor of the Gasan 2nd SK V1 AP Tower and has an experience exhibition hall, studio, and customer support center.

Exeperience Exhibition Hall



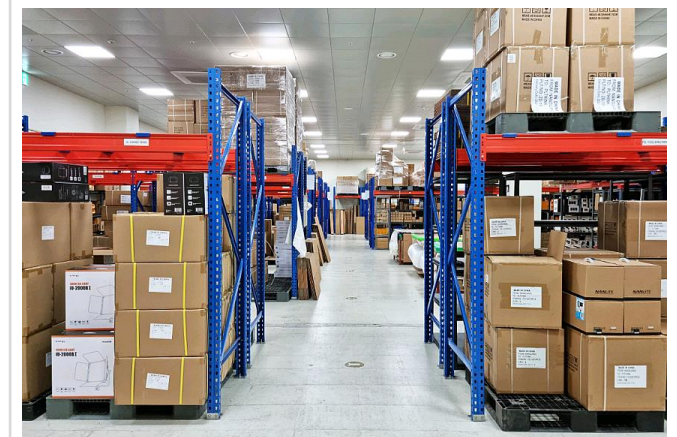
10th floor of 16th Gasan SKV1 AP Tower,
Gasan Digital 1-ro, Geumcheon-gu, Seoul

Customer Support Center



10th floor of 16th Gasan SKV1 AP Tower,
Gasan Digital 1-ro, Geumcheon-gu, Seoul

Anyang Logistics Warehouse



A.C.E High Tech City, 900 Hogye-dong,
Dongan-gu, Anyang-si, Gyeonggi-do

PLTHINK Official Dealers

We have total of 15 official dealers in Korea, and have a number of other online dealers.

Seoul

1. SAEKI P&C
22-12, Supyo-ro, Jung-gu, Seoul, Republic of Korea
2. Namdaemun Sony Exhibition Center
15, Namdaemun-ro, Jung-gu, Seoul, Republic of Korea
3. Benro Korea
5, Namdaemun-ro, Jung-gu, Seoul, Republic of Korea
4. Enjoy Camera
No.210, 2F, 74, Cheongpa-ro, Yongsan-gu, Seoul, Republic of Korea
5. CL Media
1F, 6, Bangbaejungang-ro, Seocho-gu, Seoul, Republic of Korea
6. Phovi Digital
2F, 60, Yanghwa-ro 11-gil, Mapo-gu, Seoul, Republic of Korea
7. HKTools
No. B104, 11, Hakdong-ro 25-gil, Gangnam-gu, Seoul, Republic of Korea
8. SLR Rent
64, Yanghwa-ro 11-gil, Mapo-gu, Seoul, Republic of Korea
9. Muhan Media
82, Seolleung-ro 112-gil, Gangnam-gu, Seoul, Republic of Korea

Cheongju

10. Cheongju Analog Digital
11, Jungang-ro, Sangdang-gu, Cheongju-si, Chungcheongbuk-do, Republic of Korea

Daegu

11. Daegu Genic Digital
No.283, 1F, 45, Yutongdanji-ro, Buk-gu, Daegu, Republic of Korea
12. Daegu Star Digital
No.300, 1F, 45, Yutongdanji-ro, Buk-gu, Daegu, Republic of Korea

Busan

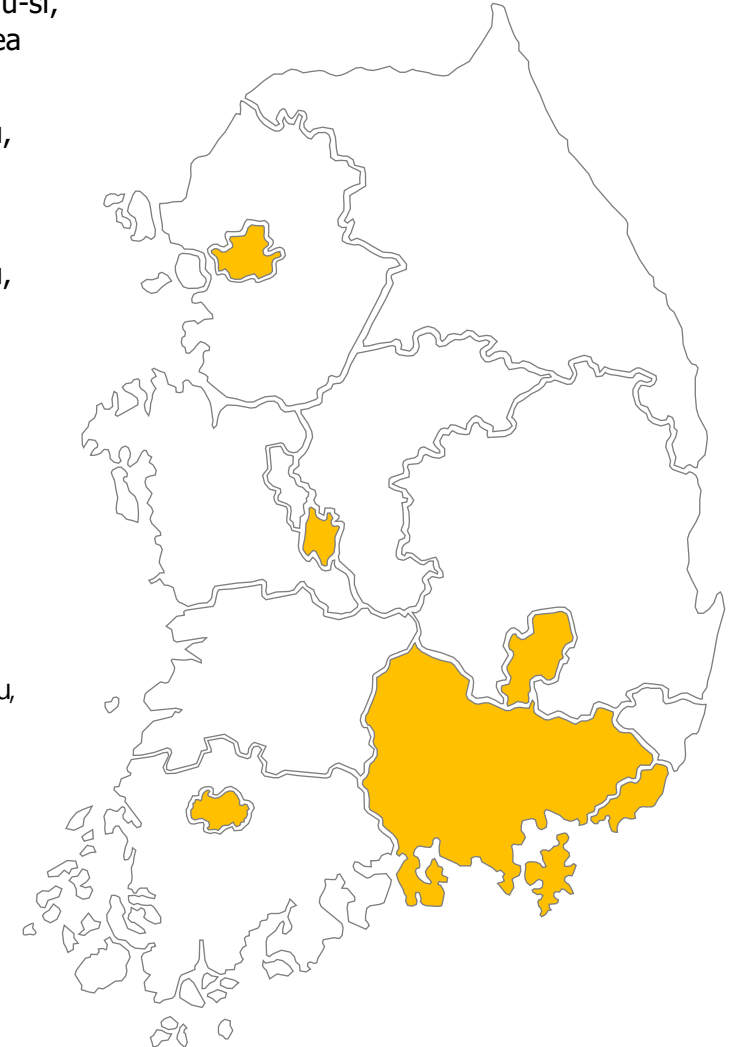
13. Camediasquare
3F, 6, Centum 7-ro, Haeundae-gu, Busan, Republic of Korea

Gwangju

14. Wooyoung Camera
241-5, Geumnam-ro, Dong-gu, Gwangju, Republic of Korea
15. IK Camera
No. 139, 1F, 54, Gunbun 2-ro, Seo-gu, Gwangju, Republic of Korea

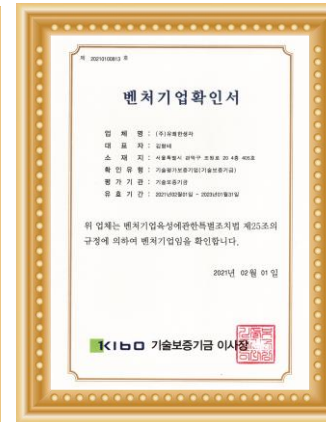
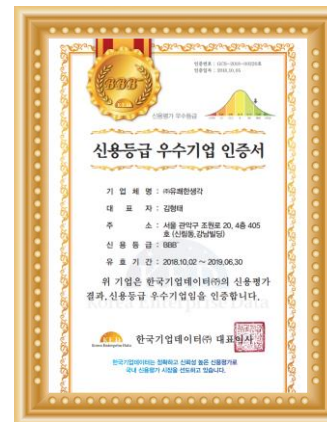
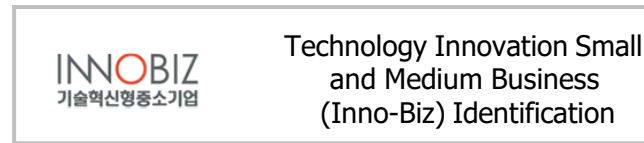
Seoul headquarters

10th floor of 16th Gasan SKV1 AP Tower,
Gasan Digital 1-ro, Geumcheon-gu, Seoul



"Faithful Enterprise"

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



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Promotional
Channel

A growing company

Starting with a small company in April 2003, it was a constant challenge based on honesty and trust that was the biggest driving force behind the development of the current "Cheerful Thought" with annual sales of 18 billion won in 2021.

As of 2022, we are striving for constant development without complacency with the slogan "In the end, PLTHINK."



Developing live commerce equipment tailored
to the era of untact



Introductory and professional equipment

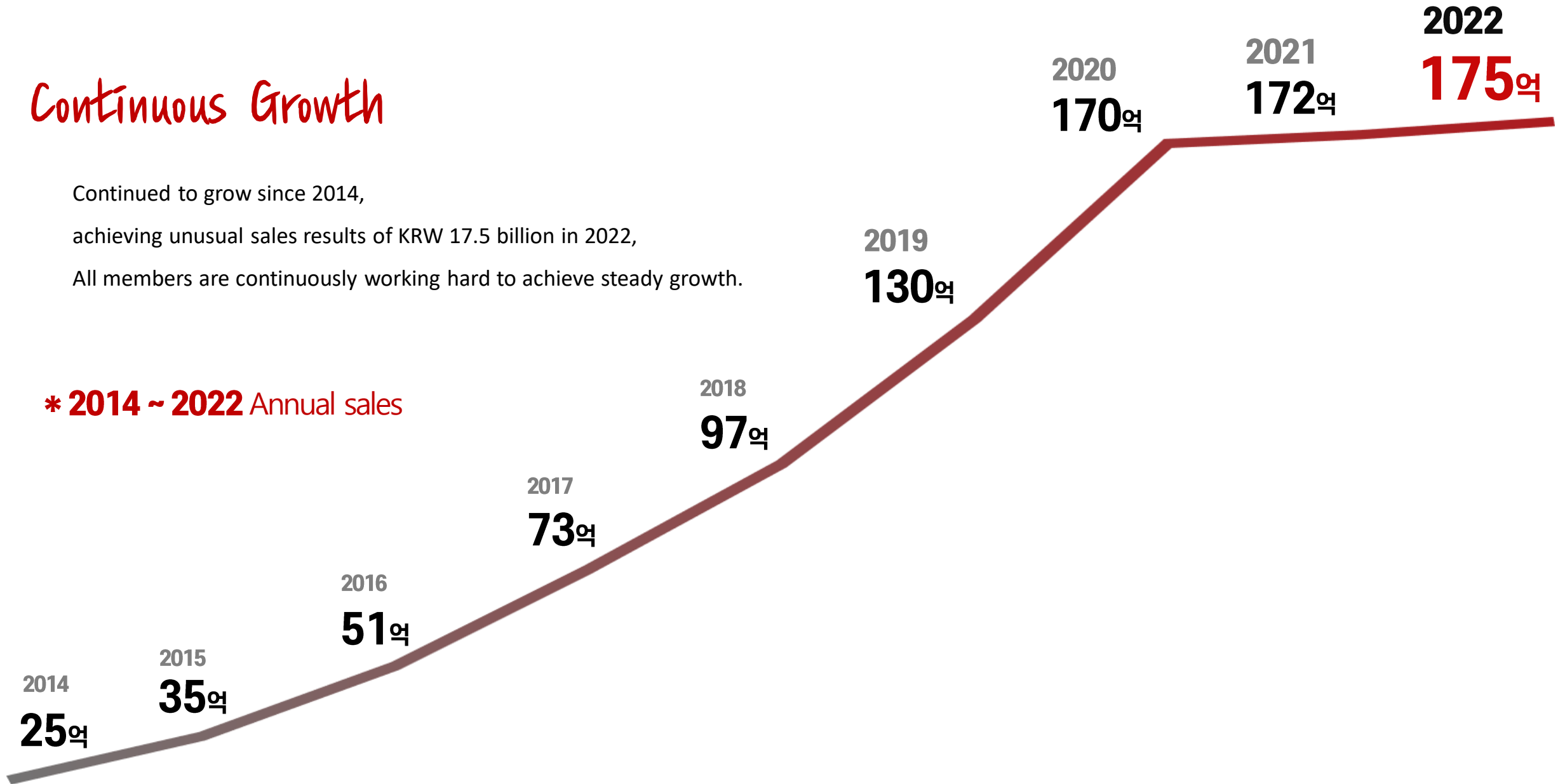


Cube-type all-in-one broadcast studio

Continuous Growth

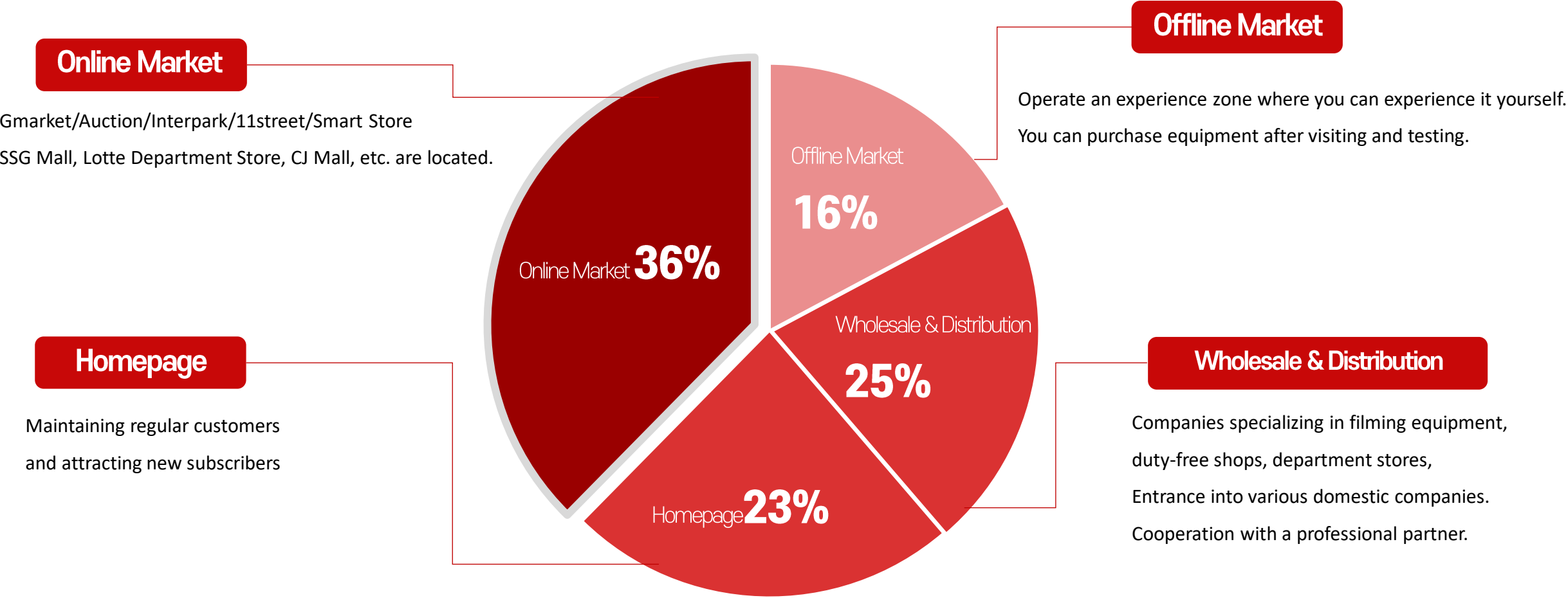
Continued to grow since 2014,
achieving unusual sales results of KRW 17.5 billion in 2022,
All members are continuously working hard to achieve steady growth.

*** 2014 ~ 2022 Annual sales**



Main Sales Structure: Sales by channel

The ratio of sales channels is properly distributed, so it has a stable sales structure despite fluctuations in the starting situation.



Selling Product



Spot LED



Panel LED



Tube LED



Small LED



Strobe



Stand



Grip/Accessories



Background paper



Background paper set



Webcam



Camera



Lens



Tripod



Slider



Mini jib



Memory/Reader



Battery/Charger



Shooting accessories



Wired Microphone



Wireless Microphone



Mixer/Interface



Recorder



Headset



Cable



Sound absorption



Digital/Home appliances



PC surroundings



Capture card



Monitor



Filter



Calibration/outputs



Self-made Background
(Bespoke)



Creator Market



Creator Cube

Selling Product : Creator Market

PLTHINK launched the "Creator Market" brand by separately organizing a set of products exclusively for single-person media.

From studio equipment and equipment for YouTube broadcasting to the latest trend tendencies

such as live commerce, TikTok, and Lils, we are developing and supplying various kits.



Selling Product : Creator Cube

Launched in 2020, Creator Cube is an all-in-one studio system that can produce higher quality content.

Various filming such as recording, live, ZOOM, and video conferencing is possible, and the control room can be designed separately depending on the design.

It provides a more professional and high-quality broadcasting studio in collaboration with a company specializing in building a broadcasting system.



기업



관공서



학교



프로덕션



MCN



유튜버



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Cooperate Brand

Exclusive Distributorship Contract Brand



Parallel Import Brand



Domestic Cooperative Brand

Cooperative Camera Brand

			
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Domestic Partner

In collaboration with domestic broadcasting equipment companies,
products are supplied to a wider market, and synergy is maximized through the supply and demand of new items.



Online Mall

Based on the headquarters site, it is located in various well-known markets and specialty malls in Korea.

In addition to boosting sales, we are striving to raise corporate awareness.

Open Market

AUCTION.

 인터파크

Gmarket

11번가

 SmartStore

kakao

Social Commerce

 로켓배송
coupang
Color Your Days

TMON

위메프
WEMAKEPRICE

Department Store & Complex Mall

el LOTTE Premium Online Shopping **monami**

가전·전자제품·컴퓨터 전문 **JOYZEN**  **Frisbee**

a#shop

FUJIFILM 

COMPUZONE

FUNSHOP

SSG.COM

AK MALL

Hyper market

emart

HOTTRACKS

Himart
하이마트

Duty-free

LOTTE DUTY FREE 롯데면세점

THE SHILLA
duty free

SHINSEGAE
DUTY FREE

Galleria
DUTY FREE

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Focus on “Customers”

More conveniently
More enjoyable
More richer

Providing excellent products
and services that
realize customer value.

Customer-centered
value management

Companies that provide optimal value to customers and are loved by customers

Keyword : Customer-centered service

We provide a variety of benefits and events to arouse interest

while providing customer satisfaction services at reasonable prices and through fast and fast delivery.

In addition, we would like to provide the best value to customers by providing convenience for direct reception services, product defects, and follow-up management through offline stores.

Reasonable Price

- Earn & Discount based on membership level
- Credit card interest-free installment benefit
- Various Events

A/S

- Easy A/S Request System
- Professional Consultants and A/S Manpower

Quick Delivery

- On time Delivery (In some areas only)
- Quick Service (In somen areas, product only)
- In-Store Pick-up Service



Knowhow

Our company is making various efforts to provide high-quality products and services at low prices.

The biggest strength is the supply of products that meet the various Line-Up and trends of self-developed products, and continuous quality management.

01

Identifying customer needs

We are making efforts to attract customers through content provision and SNS marketing by quickly grasping what customers want.

02

Set product development

We are developing a variety of set products to expand customers' choices and make it easier for beginners to start broadcasting..

03

Our own logistics system

We have a separate warehouse and establishes and operates an efficient inventory management and delivery system.

04

Import, distribution, and manufacturing

Not only imports and distributions, but also OEM & ODM production allows quality control and product distribution at low prices..

05

Sell proven products

We only sell products with KC certification and stability verified.

06

Customized quotation

We provide customized quotation services through counseling.

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PLTHINK Show Room

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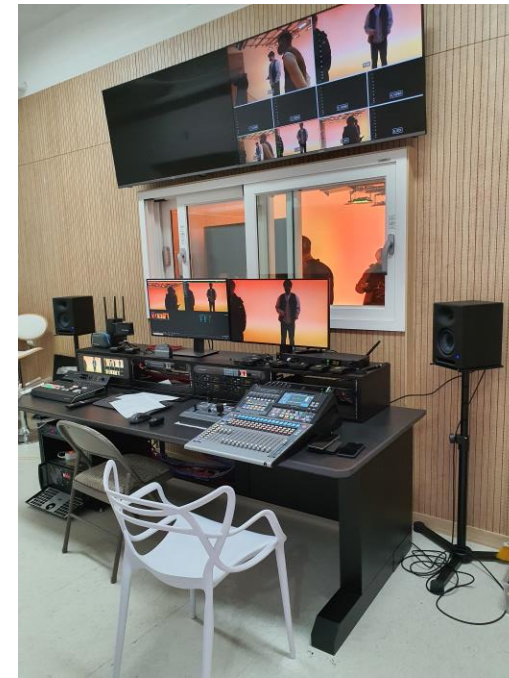
The wider experience exhibition hall operates an experience zone where you can experience products and a theme studio, and specialists are assigned to purchase goods after consultation.







PLTHINK STUDIO



Customer Support Center

There is a service space for A/S counseling and reception.

We are trying not only to sell pleasant thoughts but also follow-up care for our customers' convenience.



Logistics warehouse

To provide smooth delivery services to customers, we have our own logistics warehouse for inventory.

The warehouse is continuously expanding.



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크리에이터 교류 / SNS마케팅 / 유튜브 채널 운영 / 대리점 / 오프라인 입점몰 / 세미나 / 전시회

Interaction with creators

PLTHINK has been conducting promotional marketing since 2016 through exchanges with various creators, from beginner creators to famous creators.



SNS Marketing

We are trying to promote and communicate new products through various SNS channels.



INSTAGRAM

@plthink_official

2011~

New product news
Event news, promotion
Communication channel



facebook

@plthink , 유쾌한생각

2014~

New product news
Event news, promotion
Communication channel



kakao business

plthink , 유쾌한생각

2018~

New product news
Event news, promotion
Chatting consultation



Naver Blog

plthinkchannel

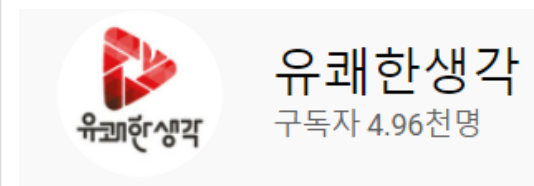
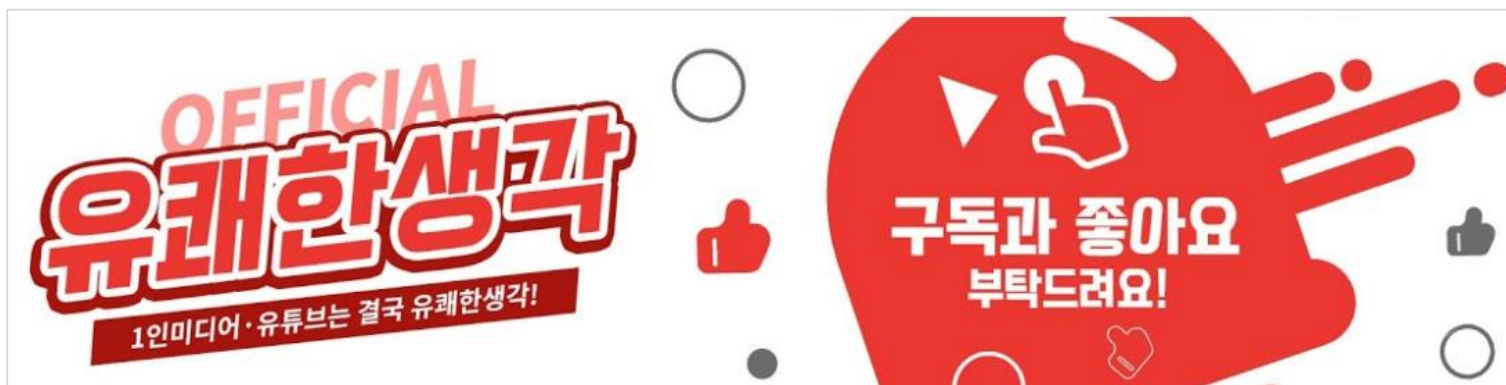
2017~

New product news
Event news, promotion

Running a YOUTUBE channel management

We operate our own YouTube channel and currently has about 5,000 subscribers.

We produce a variety of contents such as introduction of new products, collaboration videos, promotional & sponsorship videos, product manuals, product application methods, and product reviews.



Dealer

We display and supply our products to dealerships that handle specialized equipment such as Nikon, Sony, and Canon.

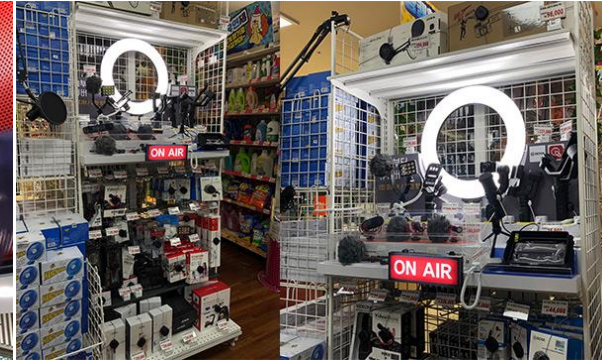


Offline Store

We display and supply products to specialized offline stores with impact.



>> 이마트 (일렉트로 마트)



>> 비어로쇼핑



>> 에이 샵



>> 핫트랙스



>> 롯데백화점 본점

Seminar

Seminars on various topics are attracting customers' attention. In 2021, we communicated with customers through online seminars and live broadcasts in line with untact consumption.



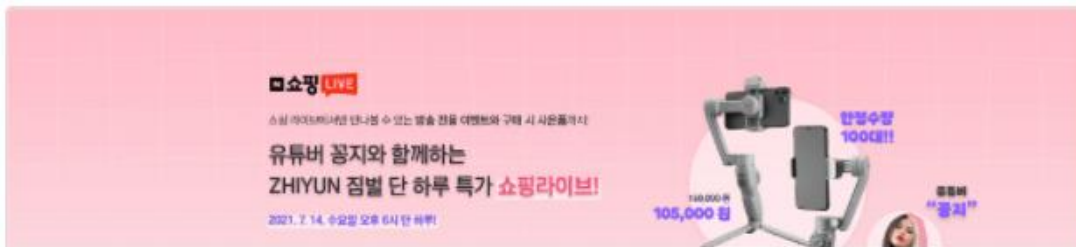
[종료] 유쾌한생각 신제품 발표회

2021. 11. 08 (PM 7:00 - 8:30 라이브 방송)



[종료] 위빌2 런칭 기념 세미나 & 이벤트

2021. 08. 17 - 08. 22



[종료] 유튜버 꿈지와 함께하는 쇼핑라이브 특가 할인 이벤트!

2021. 07. 14 수요일 오후 6시



[종료] 차세대 시네마 카메라 Z CAM 랜선 세미나

2020.12.01. 오후 7시 ~ 오후 8시



Exhibition

We are trying to communicate directly with customers while aiming for media promotion effects by participating in various exhibitions that have contact with PLTHINK.



P&I

Seoul International
Photo and Video Exhibition



KOBA

International broadcasting,
sound, lighting,
and equipment exhibition



IISF

Incheon International
Memedia Festival



KITAS
KOREA SMART DEVICE TRADE SHOW

KITAS

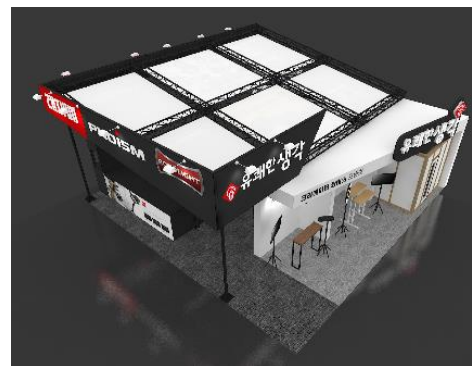
Smart device show

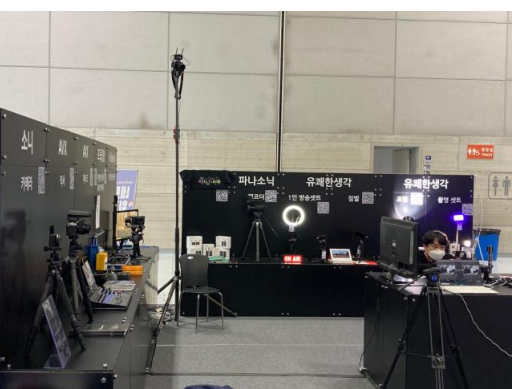


EDUCATION KOREA

Korea Education Fair







THANK YOU