



DPM

Information Technology

21st Century's Silk Road

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1. Introduction

FOMO [Fear of Missing Out]

: A SOCIAL ANXIETY STEMMING FROM THE BELIEF THAT ONE MIGHT BE RETARDED FROM THE FLOW OF THE SOCIETY

Regardless of its mass and volume, companies that are not able to follow the trend shall not survive, as Nokia, once a world leading mobile phone manufacturer, eventually fell behind as it had underestimated the value of the new technology- 3G.



The world now pays attention to the **MENA**

Historically, it has been proven that sufficient experience possesses high value than any other aspects in adapting the new market. Back in the early 20th century, Amundsen's Norway defeated Sir Scott's UK in the race of Antarctic, while it was believed that Sir Scott would have had an advantage from its massive aid and technical merit.

Emerging needs for E-Commerce, rise of young population explains why the world is focusing MENA area. We guarantee that our skilled workers and abundant experience will be able to lead our co-working companies to their goal: settlement and flourishing their business in MENA(Middle East and North Africa)



Pathway so far

2018

1. KPOPINA launching (online magazine channel)

Launched and translated K-POP related news into Arabic and uploaded on our SNS. Competitive platform with 600k followers [Jul 2021]

2019

1. KSHOPINA launching [June]

With positive reactions from our clients, we began to export our K-Pop related products to **5 MENA nations.**
(KSA, Kuwait, UAE, Bahrain, Egypt)

2. Registered P&P Planning

as a personal business company in **South Korea**

3. Established DPM LLC. Egypt branch

Established in [July]

2020

1. Exported our products to additional 3 MENA nations

(Oman, Jordan and Qatar)- while it has been temporarily stopped from March 2020 to May 2020 due to COVID-19

2. Achieved 600K followers [Q3]

Taking the COVID-19 Crisis as an Opportunity

3. Established and CTC for P&Pco.

2021

1. Entered 3 major openmarkets in MENA [Q1]



Jumia



Amazon



Noon

3 major open market platforms in MENA

2. KSHOPINA [Q3 in 2021]

Marked 250k USD profit [30th june]

1. Introduction

CEO Introduction

**"DPM is a pioneer
of the 21st century's silkroad"**

CEO Hyeonuk Park

Hyeonuk Park, a Korean businessman who has lived in Egypt for 16 years since 2005, is an expert in MENA area. Currently he also takes a charge of **World-OKTA**(World Federation of Overseas Korean Trade Association) **Egypt branch's chief leader**. With two distinct point of view, based on Korea and MENA, he hopes to be a cooperater supporting Korea's fine companies to settle down successfully in MENA.

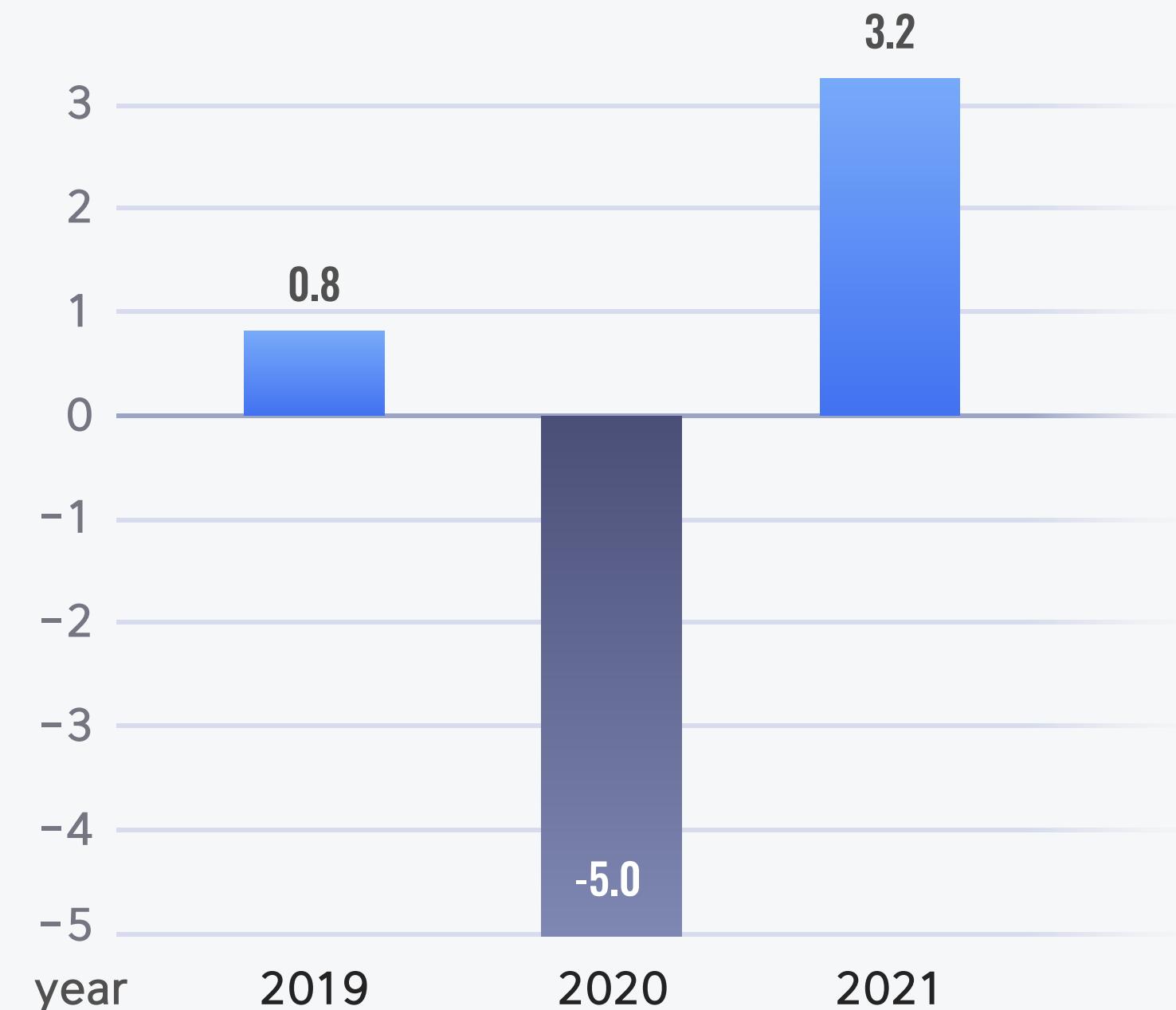


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MENA MARKET

[Middle East North Africa : MENA]

According to IMF, it is estimated that **MENA's economic growth rate** is expected to be **3.2%** in 2021, which has risen stunningly which has risen stunningly compare to 2020's -5.0%. IMF proposed **incremental recovery of local industry**, adoption of the vaccine, national **economical aid** as the reasons for such growth.



Economic Status and Prospect of **MENA**(%)

Source: **IMF announcement** in October 2020

2. Brief introduction about MENA

Cash on delivery

C.O.D SYSTEM

[Cash on delivery: COD]

A major obstacle that refrains investor from entering the MENA market is Cash on delivery. Despite the many advantages MENA has, the system in which sellers would be paid only after their products successfully arrived to the customers, fail to attract foreign investors and merchandizers to settle down this area. Moreover, a cultural tendency, which **prefers cash to card**, also makes foreigners to enter MENA market.



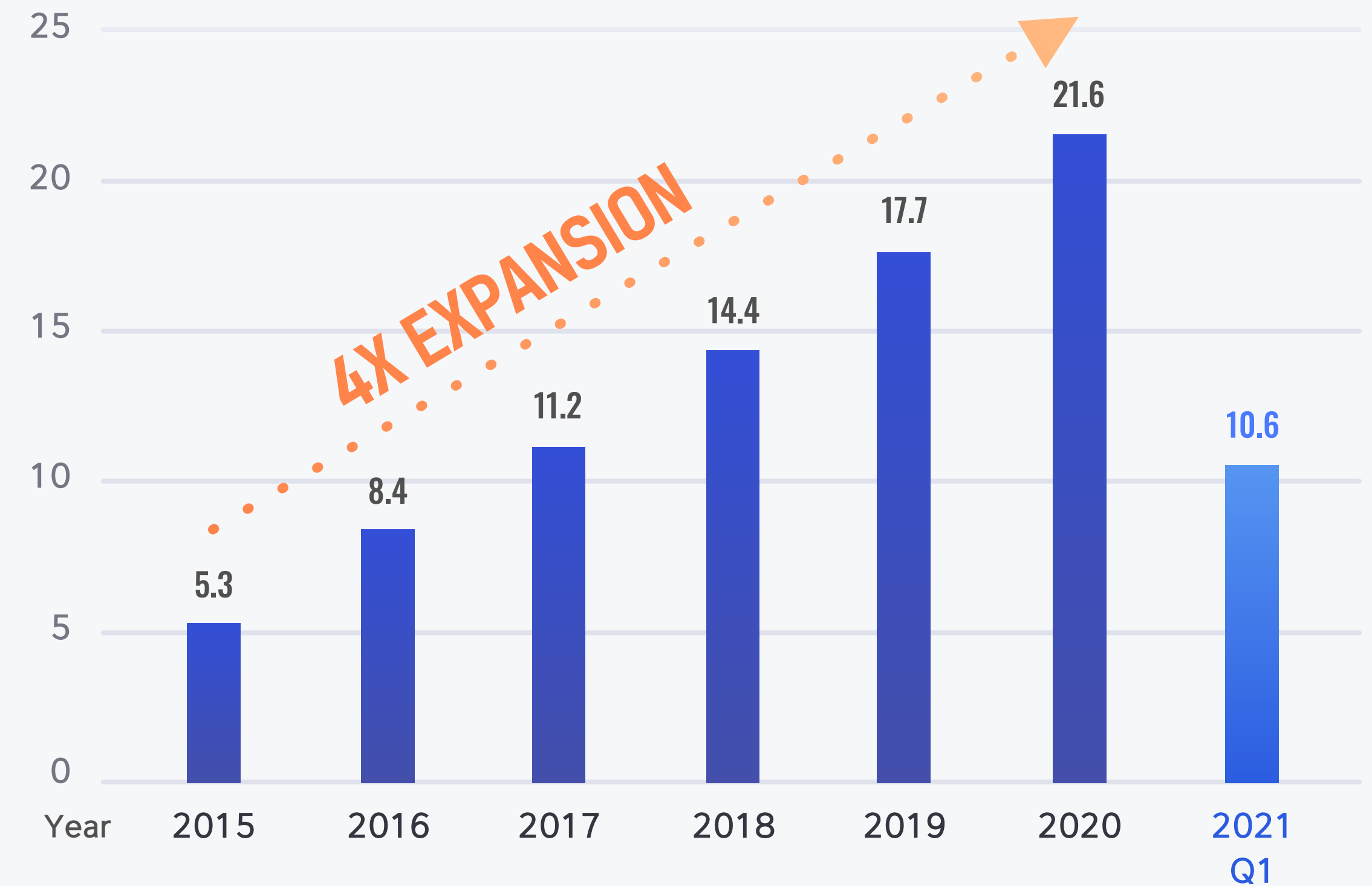
Generalization of E-COMMERCE

E-COMMERCE

[Growth of E-COMMERCE market in MENA]

Despite such tendency, **E-COMMERCE trend** is becoming trendy and generalized in MENA thanks to the global digitalization. For sure, MENA's mass of E-COMMERCE in 2020 reached **20billion USD**, which is 4 times larger than 2015-5billion USD.

Additionally, it turned out that the global pandemic of COVID-19 had a positive impact on the growth of E-Commerce in MENA, as E-COMMERCE mass has marked around 10.6billion USD in 21Q1. Currently, it has shown that the growth of E-COMMERCE in MENA looks both rapid continual.



MENA E-COMMERCE market growth (\$ Billion)

Source: Kearney Analysis

A society which Millennials shall lead

GENERATION-MZ

[MENA market of young and vast population]

MENA is considered to be the **youngest region** in this planet. Young population refers to high purchasing power. According to the world median age chart in 2020, the global average median age is 31.0 years old, which is approximately Kingdom of Saudi Arabia's median age(30.8). UAE, a MENA nation with the oldest median age, marked 38.4, following Qatar and Lebanon(33.7), while Republic of Korea marked 43.2.

in 2020	Median age (years old)	ranking
Republic of Korea	43.2	30th
UAE	38.4	68th
Qatar	33.7	97th
Lebanon	33.7	97th
Bahrain	32.9	103th
World Average	31.0	-
Saudi Arabia	30.8	- th
Egypt	24.1	168th

MENA median age statistics

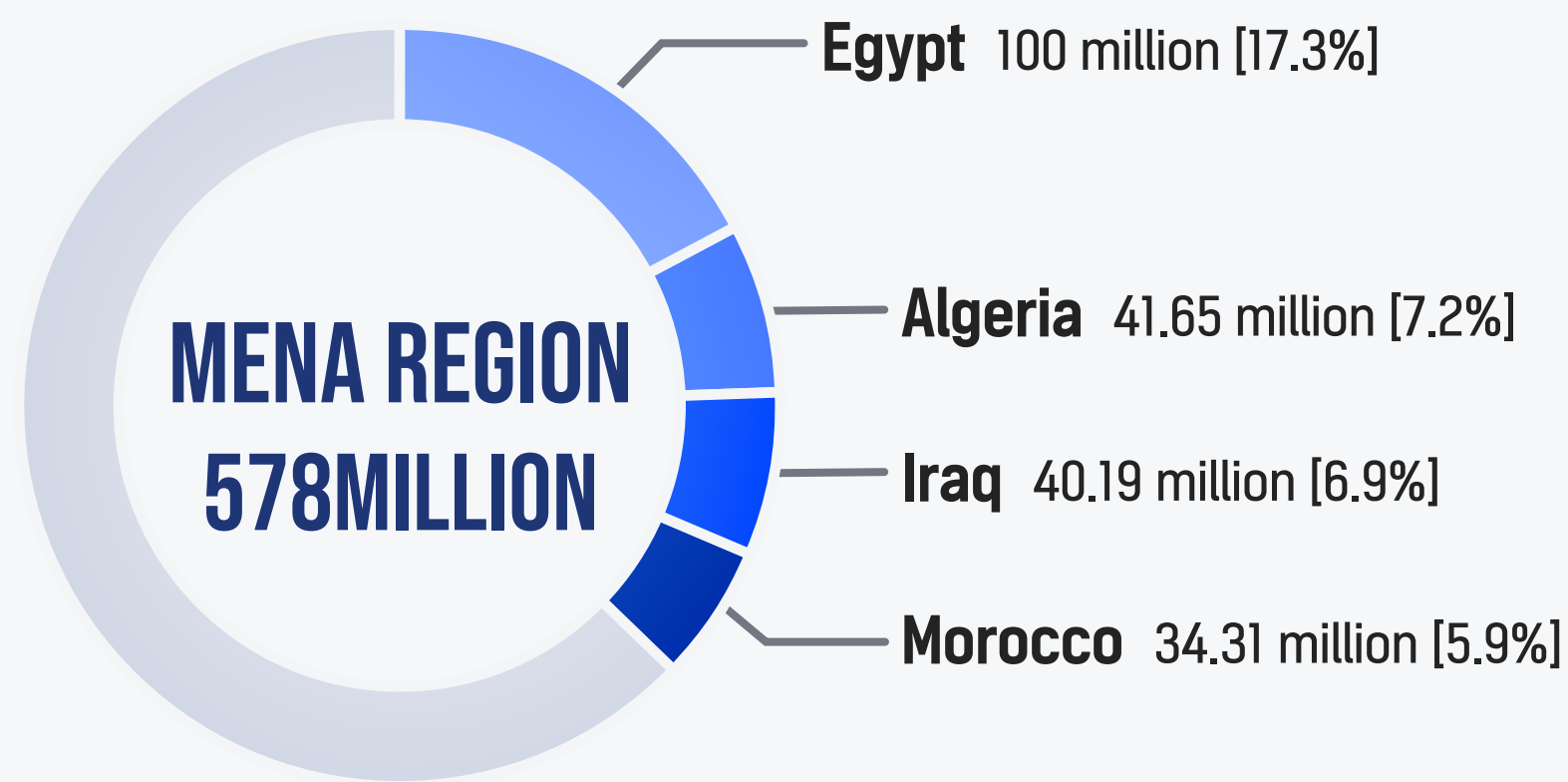
Source: UN Announcement 2020

A market with 500million potential customers

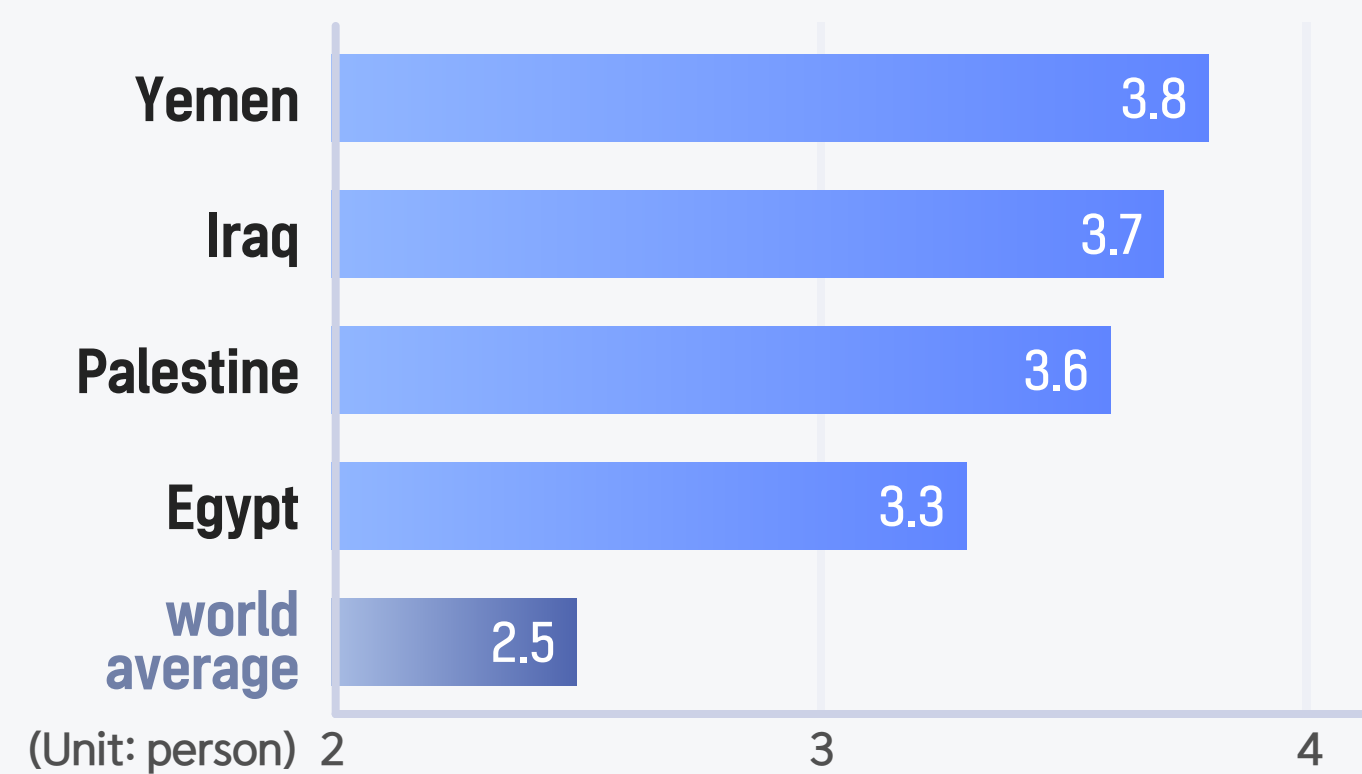
500 MILLION

[Middle East North Africa Population]

The population of Greater MENA area(traditional MENA area including Iran and Turkey, Sub-Saharan Islamic nations) is considered to be **578million** people(2018). Egyptians are 17% of them, following Algeria and Iraq, Morocco. All of MENA nations' population is growing. Total Fertility Rate, a ratio indicating the growth of the population, of MENA area marks a higher level than world's average(2.5person). To be precise, Yemen(3.8) marks the highest, following Iraq(3.7) Palestine(3.6) and Egypt(3.3). According to UN, Total population of MENA is considered to reach **700million in 2050**

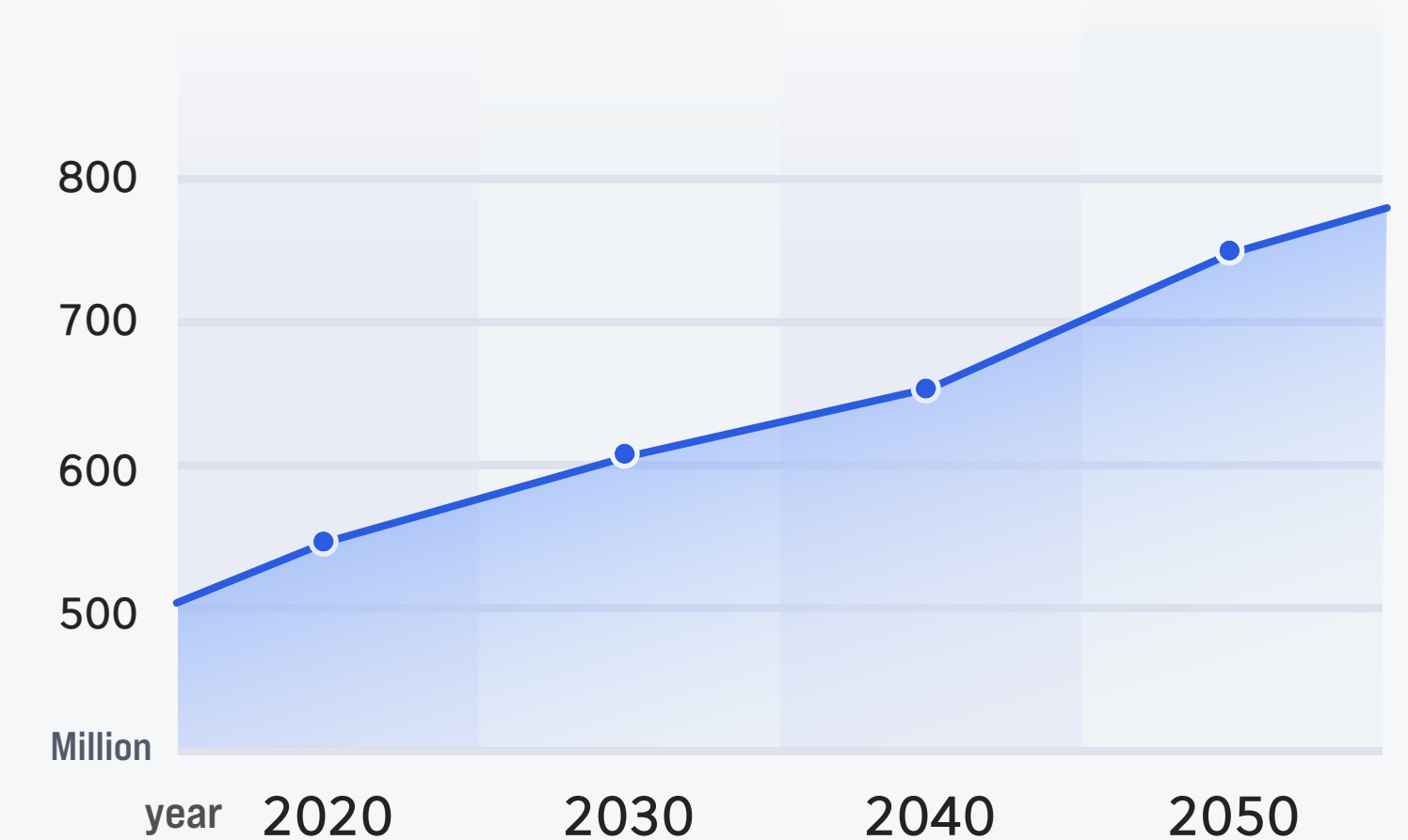


MENA population ratio



MENA total fertility rate

Statistics Source: UN published



MENA population growth forecast

3. Services we can offer

Our platform

KSHOPINA

KSHOPINA, our shopping mall platform which originally started from Korean media channel, **KPOPINA**, was found in order to let MENA customers easy to reach Korea's products.



Our platform **KSHOPINA**

We aim to export Korea's fine products to MENA. Since our beginning, we have exported Hallyu(Korean flow) related products, from K-POP to K-Beauty, to MENA area.



Strict Product Selection

We select the companies to work with according to the criteria that covers price, cultural adaptation and quality etc. For those who are chosen, we provide exclusive including commercial brochure producing, Online based products advertisement, Arabic translation for overall course etc.



Sales Growth

The companies working with us have shown an average 150% increase in their sales. Currently there are 30 companies working with us, which has increased 200%p compare to 2019.

3. Services we can offer

KSHOPINA EXPRESS

KSHOPINA
EXPRESS

E-FULFILLMENT SYSTEM

Proprietary tracking system

KSHOPINA EXPRESS, inspired exclusively by KSHOPINA, is a QR code based tracking system. Unlike European or American travel line, travel line to MENA needs to be done by plural shipping companies, causing irresistible inconvenience to the customers to track their products. Our system can help make tracking more and convenient, regardless of the number of the shipping companies involved.

trust of consumers and customers

Also, thanks to this system, based on big-data, we have increased customer's satisfaction and lessen the shipping failure rate.

Strong competitiveness

Considering the prevalent disbelief on shipping in MENA, we believe this system is competitive.

Open market



Local openmarkets

Openmarket, Internet sales platform like Amazon or e-bay, connects individual sellers and customers. There are already some openmarket platforms with high reputation in MENA, including Souq.



Proceeding

While it is extremely complicated and difficult to be part of such platform, we can help Korean companies to enter such market as we already have been placed on these local platforms.



Blue ocean

Considering 4th industrial revolution and telecommuting, it is believed that Openmarket platform will grow gradually in MENA. Even KOTRA puts much effort connecting local open market and Korean companies. We can help our clients to enter this 'blue ocean' both safely and easily.

Future goals

2022

1. Adapting 'Consierge service'

* A service that offers not only the current services but also additional services so that the client companies can adapt in the local market

2. Launching our off-line store in Egypt

Supporting our client companies to enter local off-line shopping malls.

2023

1. Establishing a branch in Saudi Arabia

Offline in Saudi Arabia Store launch and client entry

2024

1. Establishing branch in UAE, Kuwait and Qatar

Launching our off-line store in UAE, Kuwait and Qatar

21st Century Silk Road

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