



EMBRACE

Company Introduction

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01

Company Profile

Company Introduction

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Company Overview



“ Everywhere, Everytime,
You can do it with Embrace! ”

Embrace is a media technology company that provides high-quality online video platform services and is rapidly changing in line with the rapidly changing video market environment, strengthening technology competitiveness. In addition, we continue to advance our services by actively reflecting our customers' valuable opinions, and work together as a trusted media platform partner to grow with our customers.

CDN

MEDIA

CLOUD

Company Name
Embrace Inc.

CEO
Sungchae Park

Date of establishment
April, 2015

Revenue
7.96 billion (2024)

number of employees
71 employees (JAN, 2025)

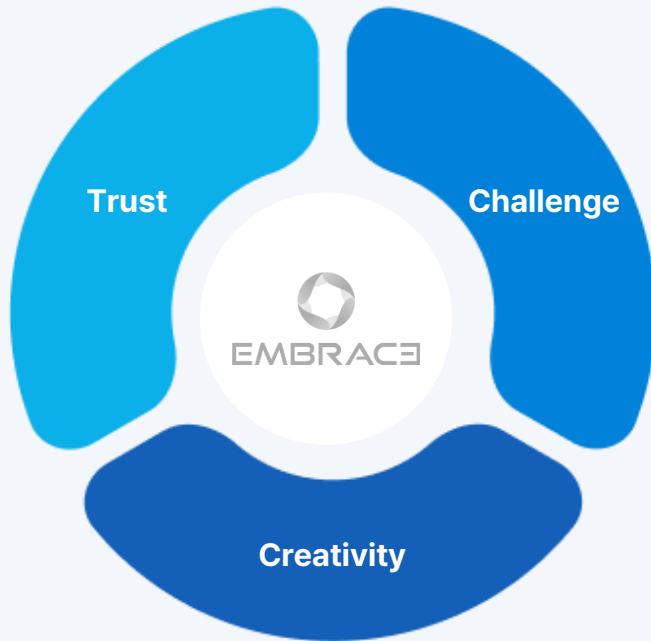
Main Products
Software, Solution development and Sales, e-commerce business

Location
4F, New Building, 57, Seonyudong 2-ro, Yeongdeungpo-gu, Seoul, Republic of Korea

Management Philosophy



“ Make the future together with our customer through the core values. ”



01 Trust
Do it responsibly and follow the principles to give trust to our customers.

02 Challenge
Constantly challenge for changes and innovate promptly and proactively.

03 Creativity
Respect diversity and create opportunities for creativities through mutual cooperation.

Organization



Company Authorisation



History

Growing together by listening to the voices of the best companies in each field in Korea.



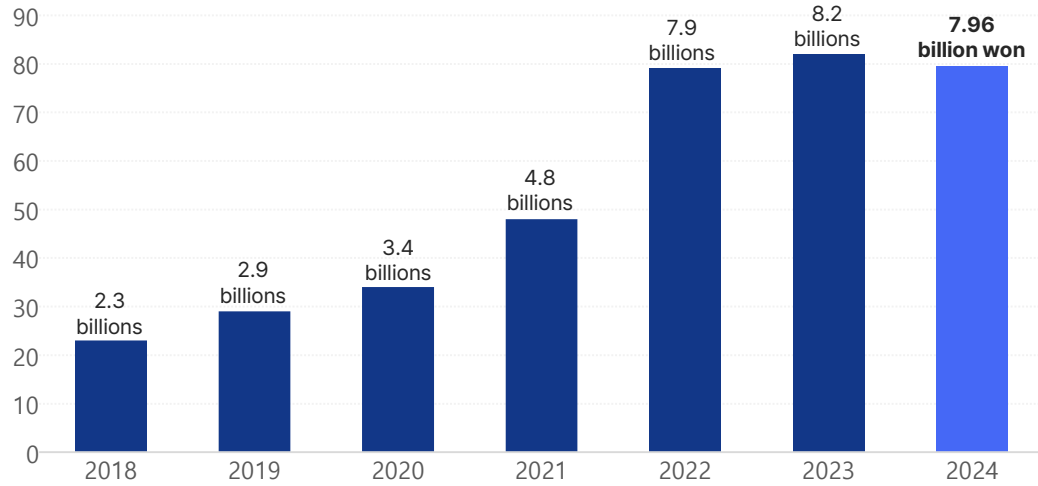
2015 ~ 2017	2018 ~ 2020	2021 ~ 2023	2024 ~
<ul style="list-style-type: none"> ● 2015 <ul style="list-style-type: none"> - CDN Service Operation - Media Center 24/7 ● 2016 <ul style="list-style-type: none"> - CDN Statistic Development - System Data Collection Agent Development - Commercial break Platform Development ● 2017 <ul style="list-style-type: none"> - Sales and operation JTBC GOLF commercial break Solution - Expansion of CDN service operation - Provide NAVER VOD TO LIVE service - Provide POOQ monitoring service 	<ul style="list-style-type: none"> ● 2018 <ul style="list-style-type: none"> - Riot Games Live broadcasting transmission operation - Release VOD TO LIVE service - Introduce commercial break Solution for CJ ENM Korea Professional Baseball - Provide Tving Platform commercial break Solution ● 2019 <ul style="list-style-type: none"> - VOD TO LIVE Platform (YouTube, Facebook, Twitch etc.) support - YouTube Advertisement(LiveCuepoints) System Link Development - Cloud Business Expansion ● 2020 <ul style="list-style-type: none"> - JTBC GOLF LPGA overseas transmission relay service support (AWS) - Provide Kooli Live transmission service (America) - Launch Google DAI Advertisement system link service 	<ul style="list-style-type: none"> ● 2021 <ul style="list-style-type: none"> - Release VOD Manager(CMS) service - Online Virtual Advertisement Development - Japan OTT service support ● 2022 <ul style="list-style-type: none"> - Involved TVING Global Back office project - TVING VOD Clip project development - The successful launch of the cache platform for CDN ● 2023 <ul style="list-style-type: none"> - Certified NCP MSP Partner - SBSi Live Monitoring System Contract - Certified Akamai Partner 	<ul style="list-style-type: none"> ● 2024 <ul style="list-style-type: none"> - Provide LGU+ CDN platform - Performing the CJ ENM AI Development Project ● 2025 <ul style="list-style-type: none"> - Naver's Chizik NVOD solution - TV Chosun CDN service order - TVING Akamai WAF provided - Naver Cloud: GlobeEdge Global Linkage

Financial Statement



Embrace Yearly Revenues

As of 2024.12



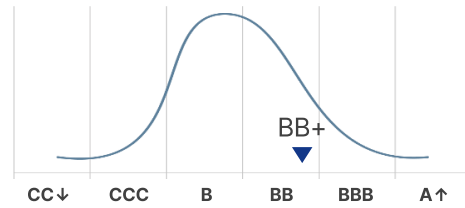
Sales for 2024

7.96 billion won

Compared to industry average

34% ▲

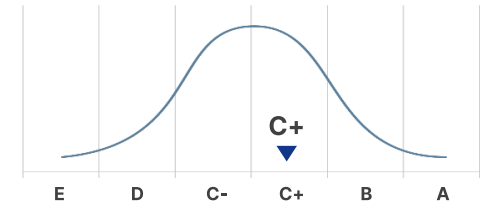
Credit rating



BB+

- Settlement base date: 2023. 12. 31
- Evaluation base date: 2024. 05. 02

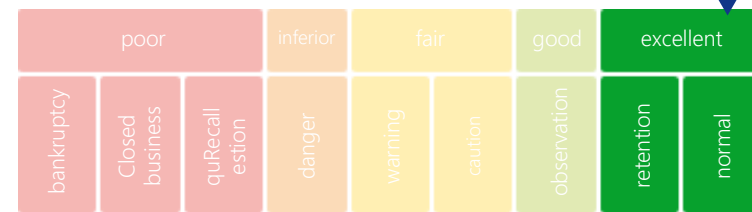
Cash Flow Rating



C+

- Settlement base date: 2023.12. 31
- Evaluation base date: 2024. 05. 02

Watch Rating



normal

Settlement base date: 2023.12. 31 / Evaluation base date: 2024. 05. 02

[data provided by NICE INFORMATION SERVICE]

Business Area



Business 01 | Media

Online Video Platform provided

It provides an integrated video solution that ranges from content production to encoding, management, and transmission.
It ensures the best seamless viewing experience on any device.

Business 02 | Cloud

Cloud Managed Service Provider

Maximize cloud value through professional managed services, from enterprise cloud deployment to operational optimization.
Reduce the burden of infrastructure management and focus on your core business.

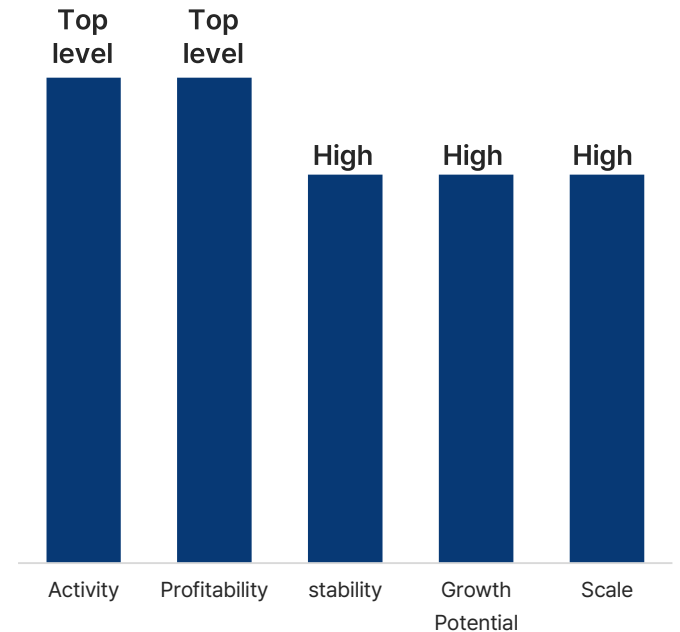
Business 03 | CDN

CDN Statistic, Platform Development and Operation

It has its own platform development and operation capabilities to efficiently manage large-scale traffic.
Real-time statistical analysis lowers costs and increases transmission quality.

Industry Status

[Position in the industry]



Reference

Representative companies in each field are choosing Embrace.



Embrace uses Ostream as an online video platform in various industries such as media, broadcasters, OTT, and games, and also serves customers with global users such as North America and Japan based on the cloud.



02

Business Introduction

Company Introduction

Main Business

CDN Platform Fretus

CDN Operation

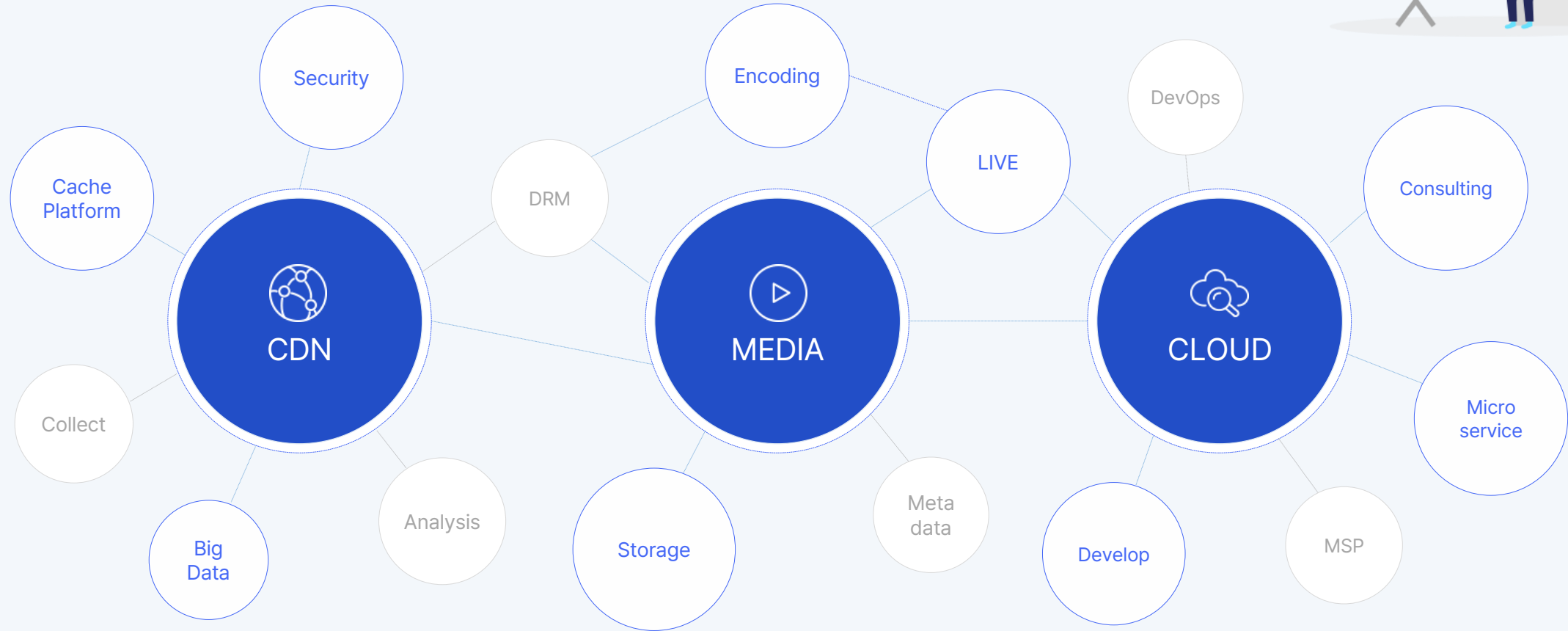
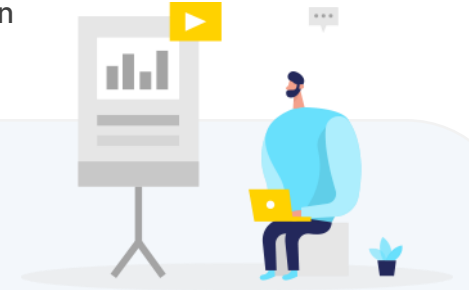
Multi-CDN Traffic Controller

Media Online video platform OStream

CLOUD

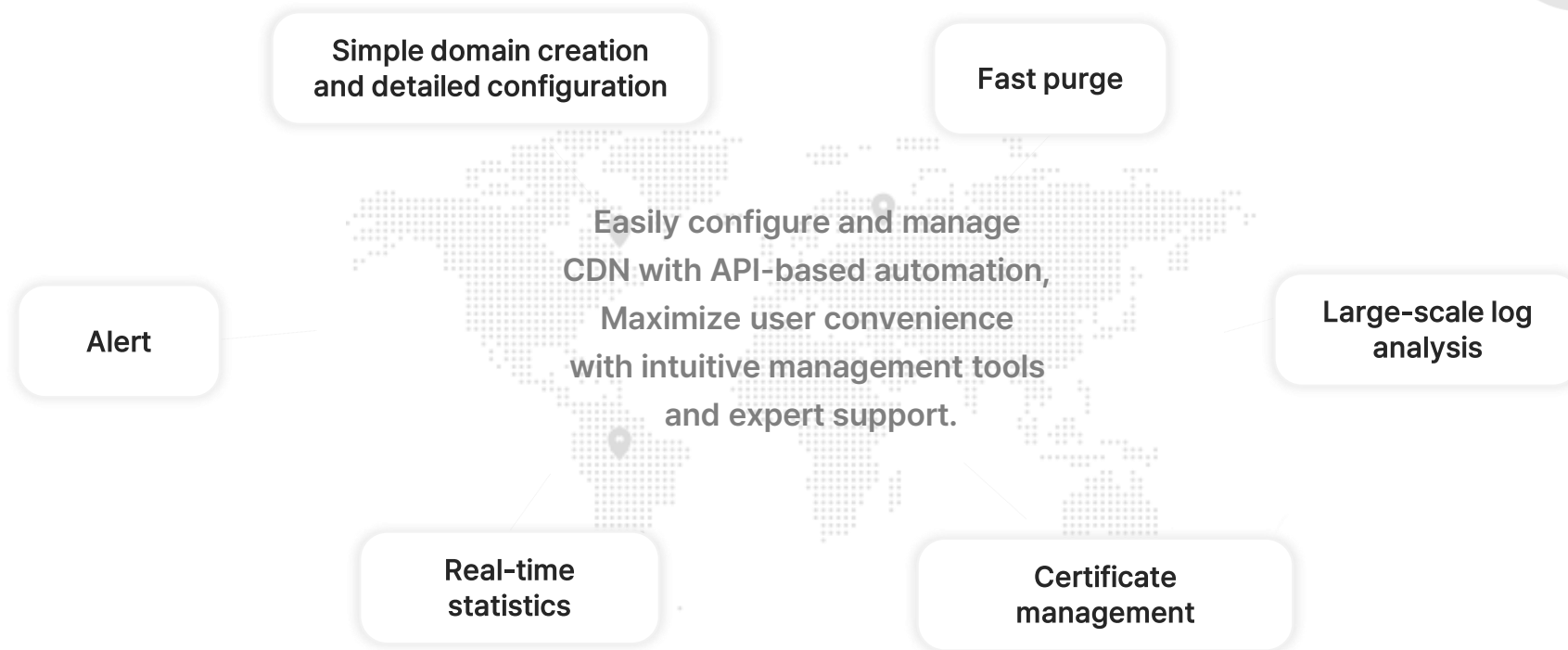
Main Business

Embrace, which concentrates on advanced CDN, MEDIA, and CLOUD technologies, is focusing on developing technology to provide differentiated value to customers for the future of IT.



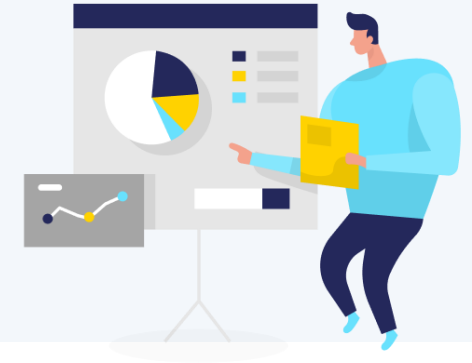
CDN Platform Fretus

Fretus is a CDN platform that provides the best user experience through fast and stable content delivery. It is suitable for all online services where content delivery is important, such as streaming, gaming, and e-commerce. It supports business growth through performance improvement, cost reduction, and enhanced security.



CDN Operation

Embrace has collaborated with GS Neotek, the leading CDN provider in Korea, to provide CDN operation and consulting services to companies in various industries including media, portals, shopping malls, gaming, and broadcasting. CDN service specialist engineers with outstanding expertise, proven performance, and differentiated capabilities become strategic partners for customers by providing optimized solutions and ensuring service success.



Technical Expertise

Experience CDN over 10 years, possesses deep expertise and experience in the latest CDN technology.



Diverse service experience

Experience in various successful services including Korea's No. 1 portal, top OTT service, shopping, and e-commerce.



Customized Solution

Design a customized CDN solution through analyze and evaluate customer's requirements.



Optimized infrastructure management

Optimize load balancing through LVS configuration, Increase ISP network efficiency through topology design, optimize storage architecture and systems.



Global service experience

Experience in stable service operation by region according to customer service environment such as US, China, Japan, UK, Singapore, etc.



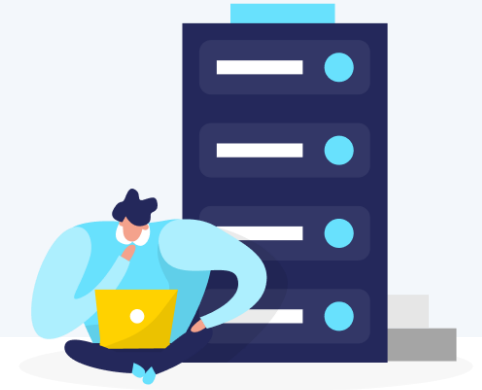
Multi Vendor operation experience

Provide unified services based on experience in operating various CDN (NCP, AWS, Edgio, Akamai, GSCDN) services with technical expertise.

Multi-CDN Traffic Controller

Multi-CDN is a necessity, not an option, in order to transmit large amounts of content, increase the number of concurrent users, and prepare for global services.

Provide sufficient capacity through multiple vendors and select the optimal CDN for each region to ensure service quality and expect cost savings.



Multi CDN Controller is a solution that provides optimal performance and efficiency in a multi-CDN vendor environment.

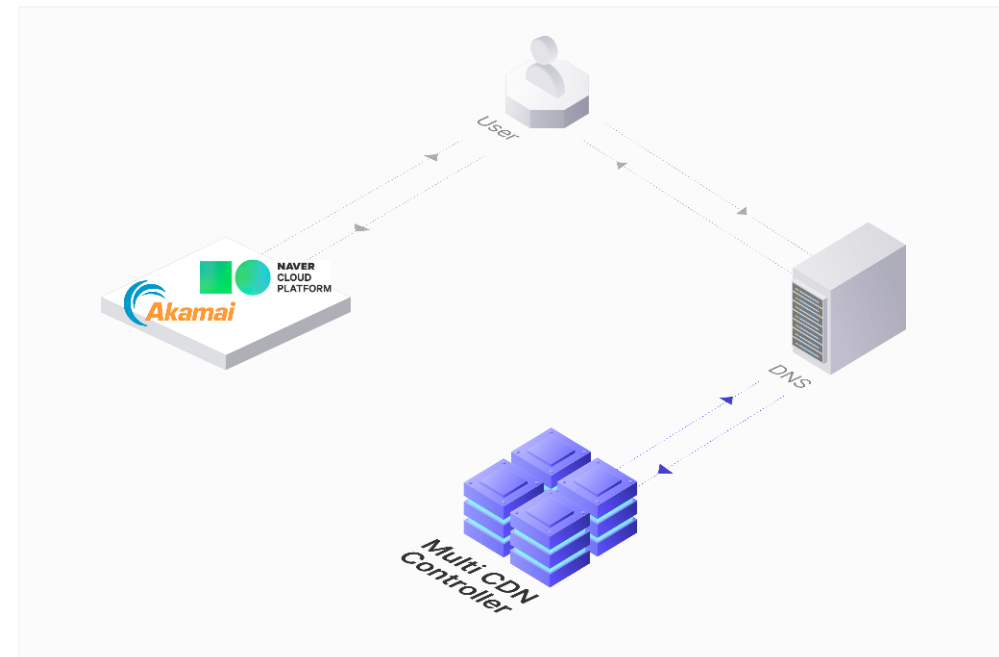
[Main Features]

01 Easy multi-vendor domain control

- Control multiple vendor domains using DNS CNAME records

02 Advanced Routing Policy

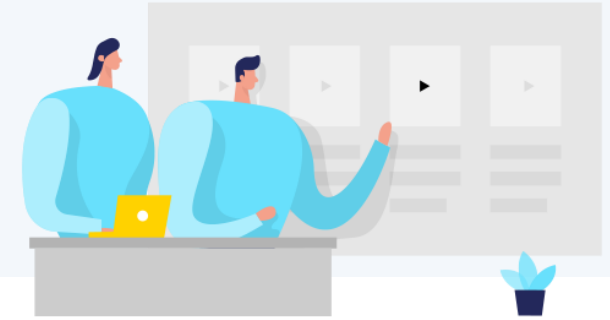
- Geolocation (GEO) routing policy : Recognize user location based on GeoIP and optimize regional delivery performance with appropriate CDN vendors.
- Weighted routing Policy : Adjust traffic distribution ratio considering performance and price of each vendor, maximizing cost reduction and efficiency.
- Time-based scheduling Policy: Optimize user experience by selecting the optimal CDN for time-based traffic patterns.



Media Online video platform OStream

Encoding and transmission must be done quickly and safely in online media environment where a large amount of content is produced and consumed.

OStream is an online video platform that provides all the functions for managing LIVE and VOD services.



[Main Features]



Live transcoding



Mid-roll
advertisement



Media link



VOD TO LIVE



CMS



Monitoring

[Service implement case]

- Generate revenue through YouTube live transmission and advertising linkage by registering only content from CP (Content Provider)
- Start FAST services through Samsung TV Plus and LG Smart TV and earn advertising revenue globally.
- Create clips in real time with live video and easily build a streaming service with VOD content meta management.

CLOUD ①

Provide system design, operation, and management services based on cloud platforms to help customers
It specializes in cloud deployment and utilization.



[Customer case]



The LPGA broadcast used AWS global infrastructure to replace satellite systems, supporting the transmission of over 30 high-definition feeds from the U.S. to Korea.



Cooley is a media company located in California, USA, that provides Korean broadcast content to users in North America (USA, Canada) as a streaming service. It provides set-top boxes to homes to provide uninterrupted live and VOD services, and supports the fast and stable transmission of content from Korea.



Stream Media is a Japanese OTT service that provides the entire process for streaming Korean content, from content acquisition to storage, encoding, DRM packaging, and distribution.

CLOUD ②

As an MSP partner of Naver Cloud Platform, provide system design, operation, and management services based on the cloud platform, and professionally support our customers' cloud adoption and utilization.



[Representative Customer Cases]



TV Chosun is a media company that provides a wide range of broadcast content to a large audience.

Based on its stable streaming service operation, it supports a differentiated viewing experience by applying high-definition streaming as well as next-generation media trends such as FAST service, live intermediate advertising system, and NVOD automation solution.



Hyundai Home Shopping operates media services optimized for the e-commerce environment, focusing on live commerce and VOD contents.

It supports the stable operation of online live and VOD services by establishing a cloud-based CMS for large-capacity content management, and provides a customized viewing experience through a shopping live personalized broadcast service specialized in the e-commerce environment.



We supply cloud CMS to Money Today, an economic channel, to support efficient asset management and operate online VOD services.

We provide LIVE CLIP technology and AI-based CMS services that immediately generate highlights of real-time broadcasts.

Thank You

Company Introduction

CONTACT US

Embrace Inc.

4F, New Building, 57, Seonyudong 2-ro,
Yeongdeungpo-gu, Seoul, Republic of Korea

Tel : 02-6341-0725 / Fax : 02- 6341-0424

support@embracelabs.com