

COMPANY
INTRODUCTION 2025

EMBRACE

Company Introduction

Everywhere, Everytime,
You can do it with Embrace!



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EMBRACE

Company Profile

01

Company Overview

Management Philosophy

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1-1. Company Overview



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

Embrace provide high-quality online video platform services.
As partner, Listen to your valuable opinions and moving forward to rapidly changing video market.

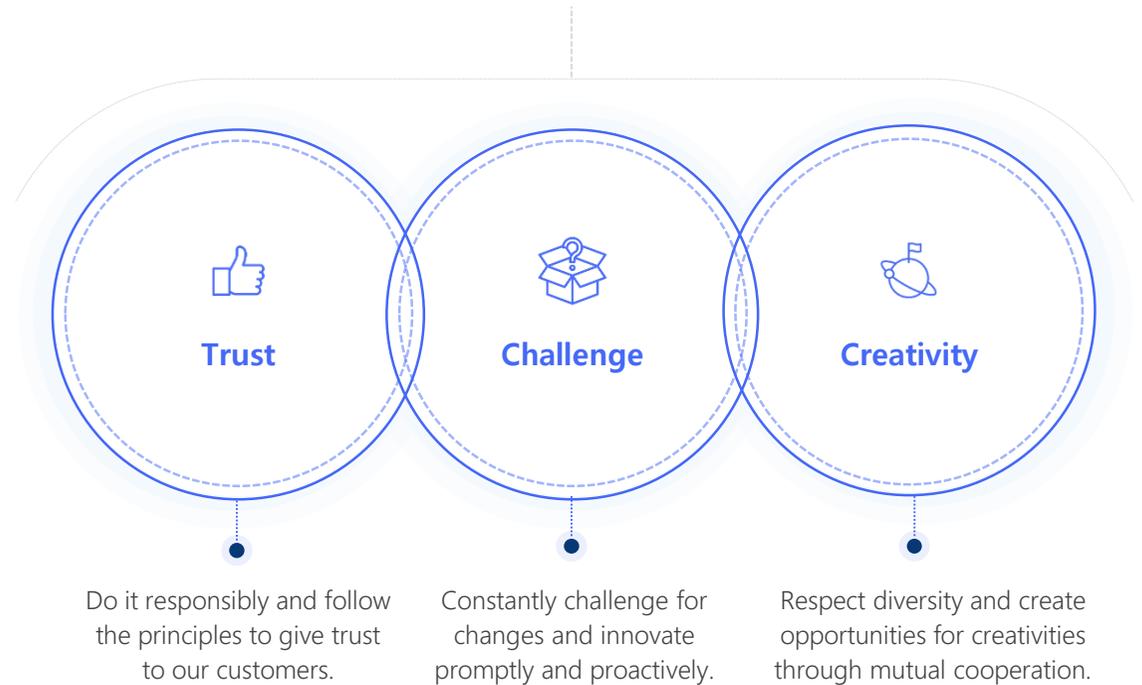
OVERVIEW	
Company Name	Embrace Inc.
CEO	Sungchae Park
Date of establishment	April, 2015
Location	4F, New Building, 57, Seonyudong 2-ro, Yeongdeungpo-gu, Seoul, Republic of Korea
Main Products	Software, Solution development and Sales, e-commerce business
number of employees	71 employees (JAN, 2025)
Revenue	8.2 billion (won)

1-2. Management Philosophy

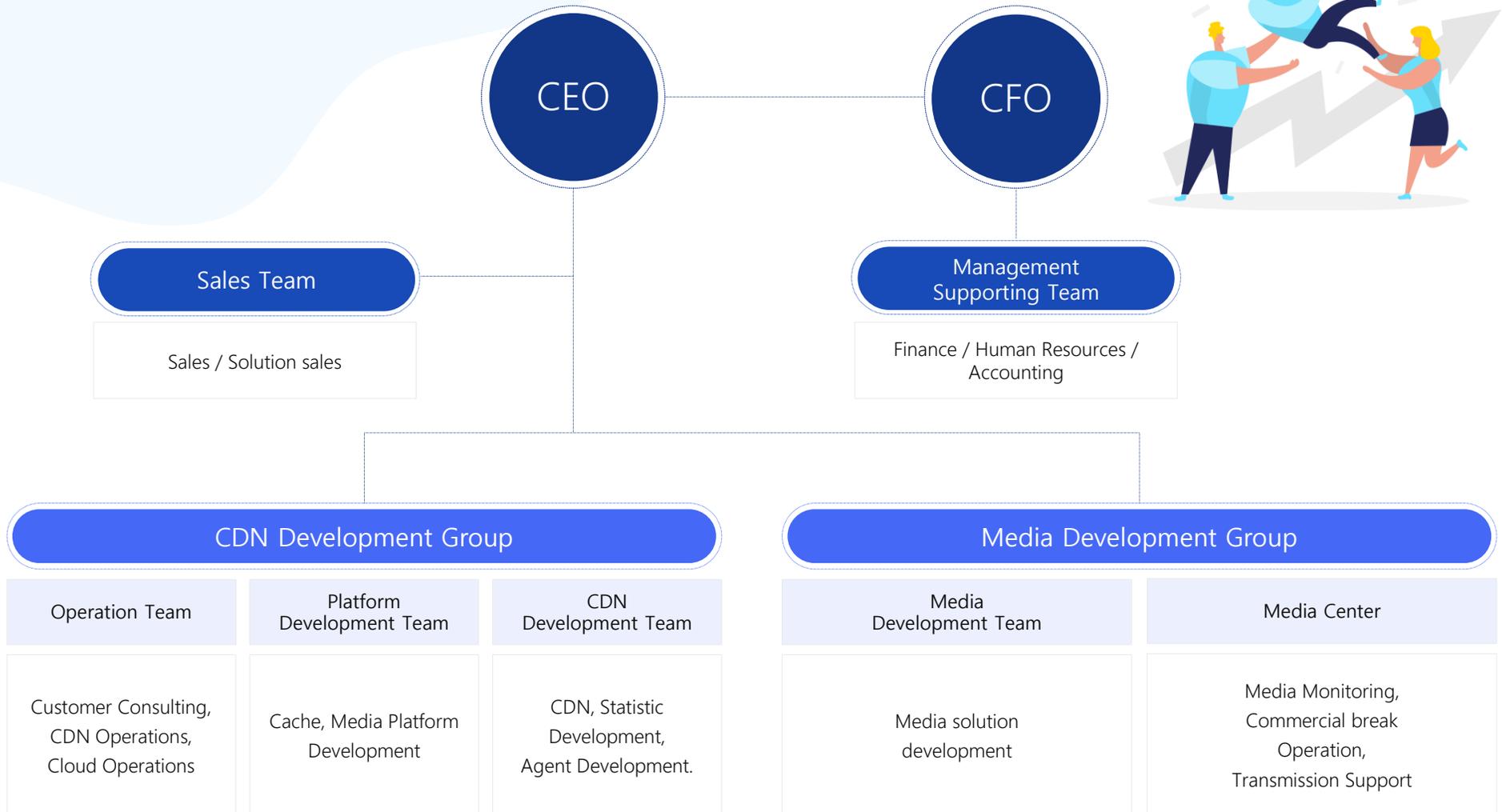


EMBRACE

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



1-3. Organization



1-4. Company Authorisation 1

Seoul Hidden Champion Company

Selected by the Seoul,
as a model for creating jobs
for youth and improving work-life
balance culture

2024. 2. 6



SEOUL METROPOLITAN
GOVERNMENT

Youth-friendly Hidden Champion Company

Selected as a youth-friendly
small-and-medium-sized company
by the Ministry of Employment and
Labor in 2021 as an excellent growth
with youth.

2024. 1. 1



Ministry of
Employment and Labor

**Main-Biz
small-and-medium-sized
company**

Confirmed as
Main-Biz small-and-medium-sized
company by Main-Biz project.

2024. 6. 24



Ministry of
Employment and Labor

1-4. Company Authorisation 2



1-5. History

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

2015 ~ 2017

2015

- CDN (Contents Delivery Network) Service Operation
- Media Center 24/7

2016

- CDN Statistic Development
- System Data Collection Agent Development
- Commercial break Platform Development

2017

- Sales and operation JTBC GOLF commercial break Solution
- Expansion of CDN service operation
- Provide NAVER VOD TO LIVE service
- Provide POOQ monitoring service

2018 ~ 2020

2018

- 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

- VOD TO LIVE Platform (YouTube, Facebook, Twitch etc.) support
- YouTube Advertisement(LiveCuepoints) System Link Development
- Cloud Business Expansion

2020

- JTBC GOLF LPGA overseas transmission relay service support (AWS)
- Provide Kooli Live transmission service (America)
- Launch Google DAI Advertisement system link service

2021 ~

2021

- Release VOD Manager(CMS) service
- Online Virtual Advertisement Development
- Japan OTT service support

2022

- Involved TVING Global Back office project
- TVING VOD Clip project development
- The successful launch of the cache platform for CDN

2023

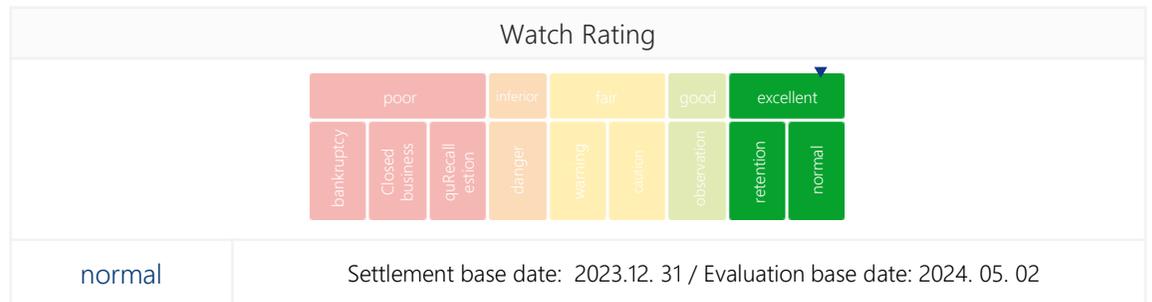
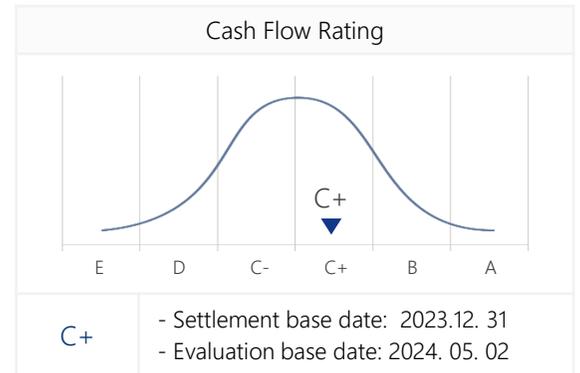
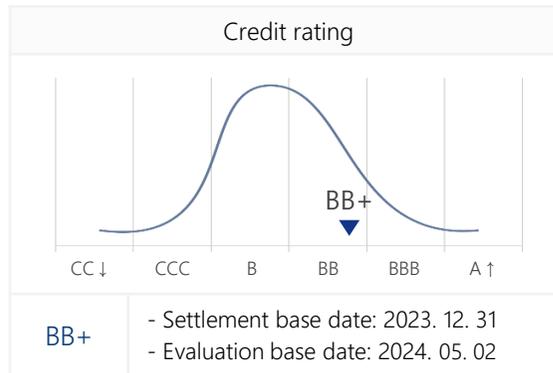
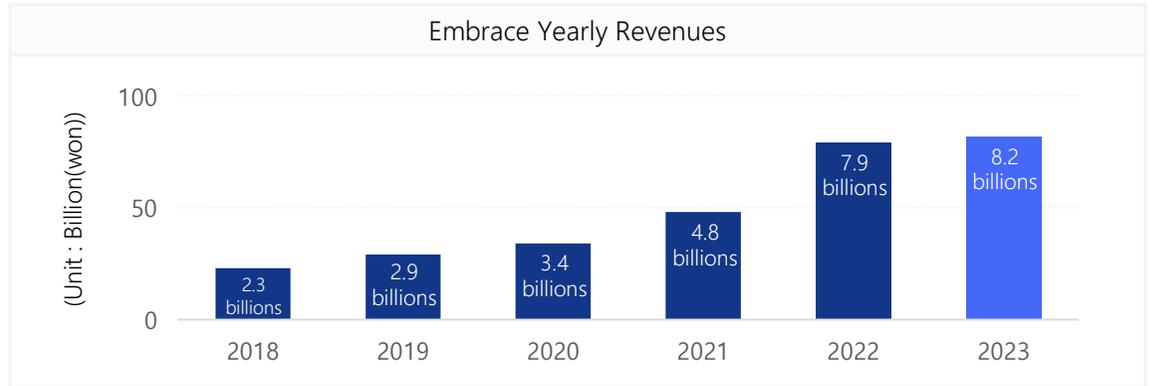
- Certified NCP MSP Partner
- SBSi Live Monitoring System Contract
- Certified Akamai Partner

2024

- Provide LGU+ CDN platform
- Performing the CJ ENM AI Development Project



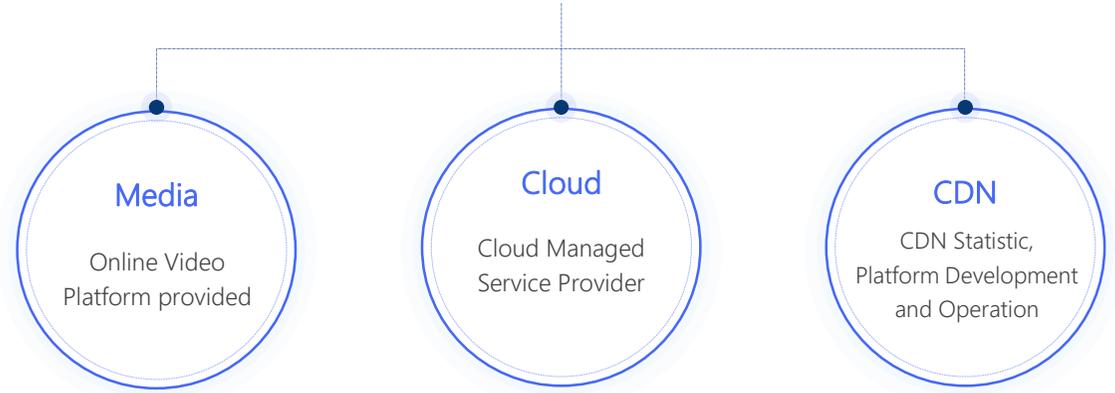
1-6. Financial Statement



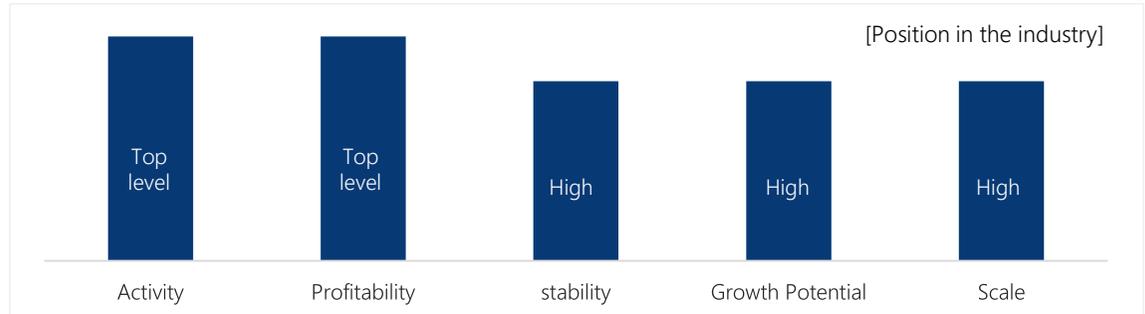
[data provided by NICE INFORMATION SERVICE]

1-7. Business Area

- Embrace Business Area



Industry Status



[data provided by NICE INFORMATION SERVICE]



1-8. Reference



[Customer company]

TVING	JTBC GOLF	RIOT GAMES	SMC
			
KOOLI	SBSi	CJ ENM	BLC (Beyond Live Corporation)
			

[Partner company]

GS NEOTEK	LGU+	Akamai	NAVER CLOUD PLATFORM
			

EMBRACE

Business Introduction

02

Main Business

CDN Platform Fretus

CDN Operation

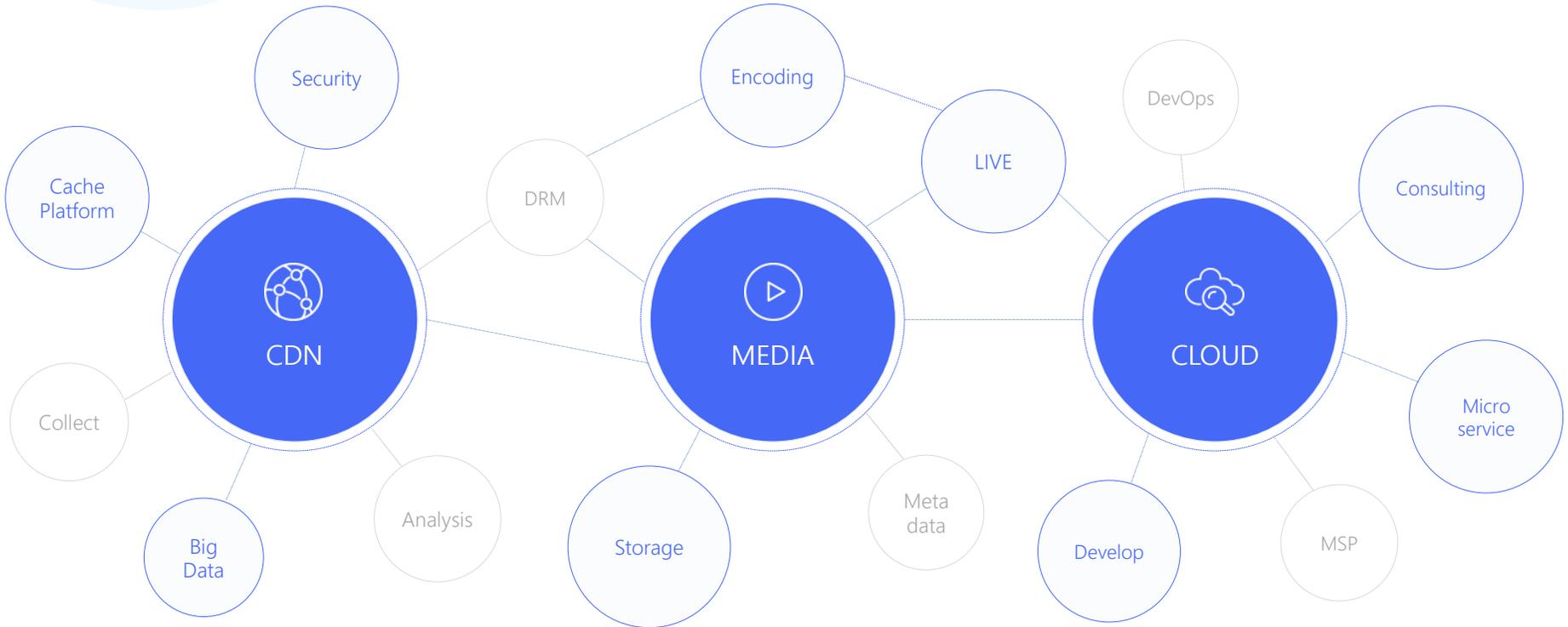
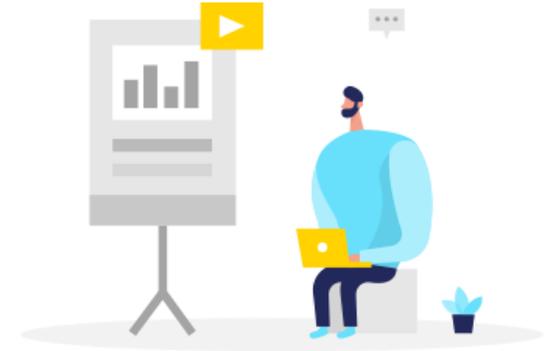
Multi-CDN Traffic Controller

Media Online video platform OStream

CLOUD

2-1. 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.



2-2. 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.



2-3. 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

2-4. 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]

1 Easy multi-vendor domain control

- Control multiple vendor domains using DNS CNAME records

2 Advanced Routing Policy

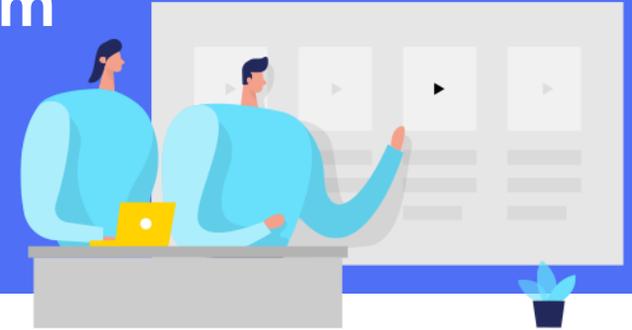
- Geolocation (GEO) routing policy : Recognize user location based on GeoIP and optimize regional delivery performance with appropriate CDN vendors
- Weighted routing Policy : Adjust traffic distribution ratio considering performance and price of each vendor, maximizing cost reduction and efficiency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



2-5. 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



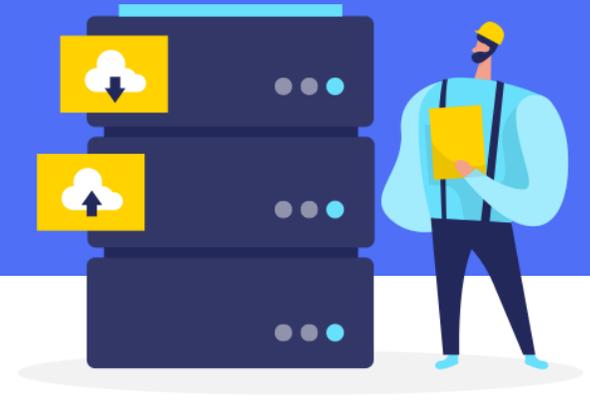
Monitoring

[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.

2-6. CLOUD

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.



Customer case

	<p>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.</p>
	<p>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</p>
	<p>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.</p>





Thank You

Thank you for watching until the end.

CONTACT US

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