



I-ON Digital Corp.
Software, **Beyond Expectations!**

I-ON Digital Corp.
(IONI: \$0.40 - OTCQB)

INVESTOR PRESENTATION

October 2019

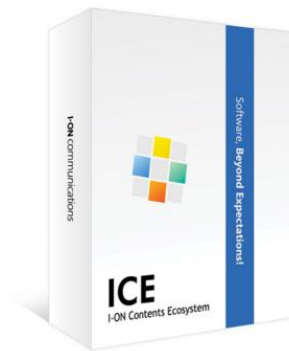
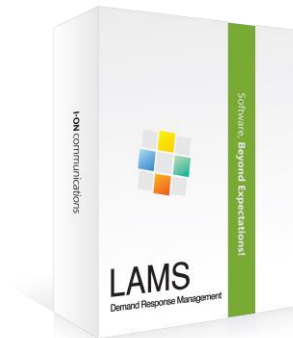
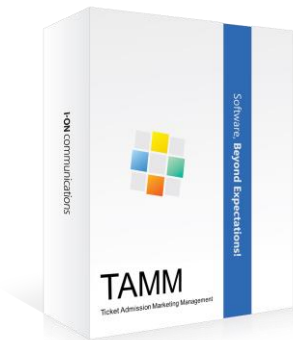
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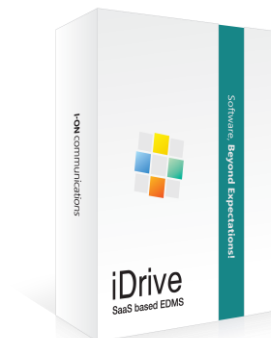
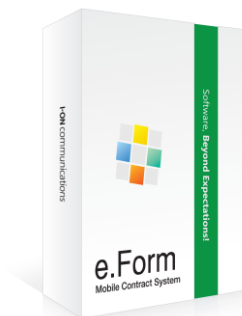
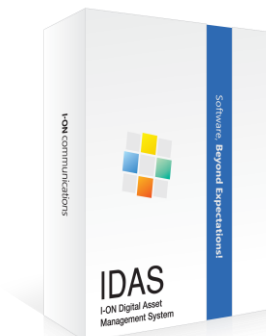
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I-ON is South Korea's leading software developer & provider of enterprise-class digital experience platforms (DXP), unstructured data management, sports and energy software solutions

I-ON solutions enable complex private & public sector global organizations to more effectively create, manage, measure & optimize digital experiences for their audiences across marketing channels & devices while enhancing ROI





As enterprise CMS has Evolved.....

2000-2010

- ✓ Enterprise Content Management System (CMS) developed as a traditional software application companies implemented on in-house corporate networks.
- ✓ Each company customized, managed and maintained both the ECM application, and the network storage devices that store the data based on organizational needs.

2010-2017

- ✓ CMS more broadly defined as the strategies, methods, and tools used to create, capture, automate, deliver, secure, and analyze content, unstructured data and documents related to organizational processes.
- ✓ CMS increasingly viewed as centerpiece component of an organization's marketing technology stack, alongside CRM, marketing automation, digital commerce, and data analytics.

2018 - Future

- ✓ CMS is significantly more valued as the hub of an organization's marketing technology stack and backbone of **Digital Experience delivery**
- ✓ Organizations stuck using legacy, on-premise CMS are now struggling to keep pace with the rapid release of new features, services and devices, many of which are being deployed in the cloud
- ✓ Result is missed opportunities to expand audience, add value for customers, reduce cost, streamline operations, and drive revenue

.....so too has I-ON

- ✓ South Korea's first to market CMS offering suite-ICS
- ✓ Joint venture established in Japan
- ✓ Established market share leading positions in South Korea and Japan
- ✓ Over 700 enterprise clients
- ✓ Multiple patents

- ✓ First cloud-based CMS launched (ICS6)
- ✓ Over 1000 enterprise clients across South Korea and Japan
- ✓ Sports/energy ICT and SaaS solutions acquired and developed
- ✓ Joint venture established in Malaysia
- ✓ R&D collaboration established in UK
- ✓ Over 20 patents

- ✓ Introduced Digital Experience Platform (ICE 3.0) built off ICS6
- ✓ Sports/energy ICT and SaaS solutions launched
- ✓ Over 1500 enterprise clients across South Korea, Japan, Southeast Asia and US
- ✓ Over 25 patents



.....Towards Digital Transformation

Digital transformation is the integration of digital technology into all areas of a business, resulting in fundamental changes in how a business operates and the value they deliver to customers via **Digital Experience**

- Cloud computing has thoroughly transformed the way consumers live, work, and communicate, while entire industries have been disrupted
- Proliferation of digital pathways available to consumers has created new opportunities for organizations, who now have the data and tools at their disposal to personalize experiences and forge loyal, lasting customer relationships.
- Many of the legacy systems and tools marketers have traditionally relied upon are falling short for the “always connected” consumer

Why it matters

Customer journey is driving change, NOT company

50% of organizations cite customer journey, experience and satisfaction as leading influences

Companies embracing digital transformation are 26% more profitable versus peer and create highly engaged customers that are:

- 6x more likely to try a new product or service versus their preferred brand
- 4x more likely to have referred your brand to friends, family and connections
- 2x more likely to make purchase with their preferred brand despite price differential
- 90% more frequent buyers, spend 60% more per purchase, and 3x the annual purchase value



According to IDC Research....

.....2/3 of Global 2,000 companies are now shifting focus from traditional, offline strategies to more modern digital strategies to improve the customer experience by end of 2020.....

.....while 1/3 of companies are expected to fully adopt digital transformation in 2019

....the opportunity, according to State of Digital Business Report is.....

Nearly 1/2 of companies have yet to begin their digital transformation, while less than 2/3 are concerned that it might already be too late for them.

The same study found that over 1/2 of businesses believe they have less than a year before they start to suffer financially and lose market

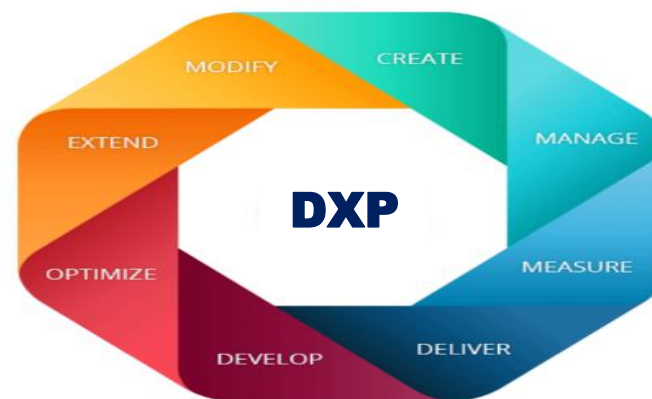
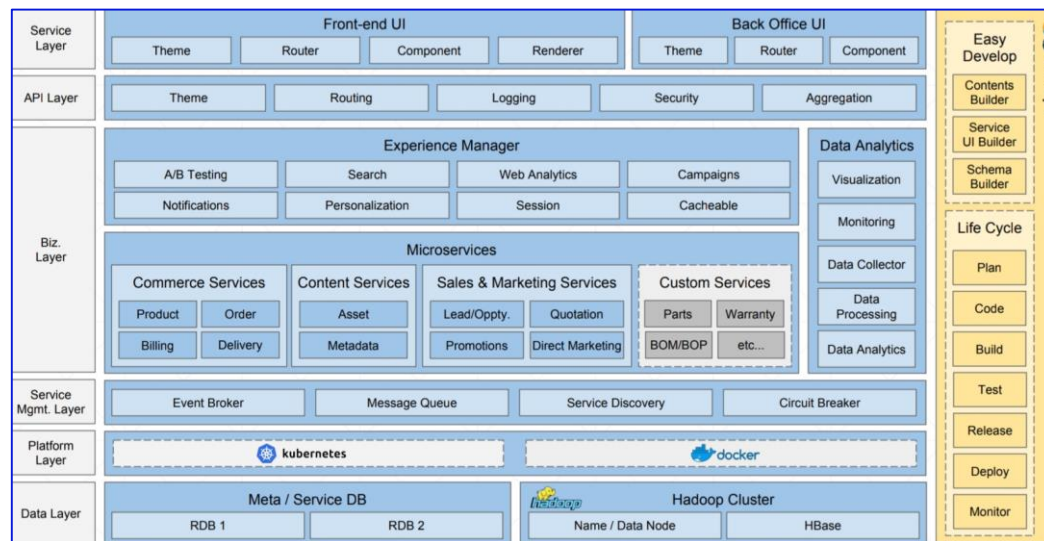


I-ON has introduced its next-gen Digital Experience Platform

ICE I-ON Content Eco-system 3.0 (ICE)

KEY BENEFITS

- ✓ Integrates I-ON's CMS infrastructure (ICS6) and Digital Asset Management offerings with CRM, commerce and marketing related solutions
- ✓ Applicable to I-ON's 1,500+ enterprise CMS clients across South Korea & Japan
- ✓ Geared for both small and large enterprises with significant IT infrastructures
- ✓ Data and analytics-driven system that allows for personalized, targeted and relevant digital content experience with real-time customer insights
- ✓ PaaS, SaaS, hybrid delivery options





....while diversifying IP-backed product offerings

I-ON is well-positioned to leverage success in CMS/DXP & 25+ domestic and international patents to expand product offerings across new high-growth verticals

Backbone of Digital Experience Delivery

CMS
&
DXP

- ICE 3.0
- ICS6
- IDS
- IDAS
- IDrive
- GAIA
- ICLAS

Hub of an Organization's Marketing Technology Stack

Sports ICT

Ticket Admission Marketing Management

- Sports event planning & marketing
- Mobile ticketing

Sports Data Platform

- Game, player, audience engagement & analytics
- IoT

Energy ICT

Load Aggregator Management System

- Demand Response Management
- Enterprise Client Dashboard
- Advanced Metering Infrastructure
- Energy Trading Systems
- IoT

SaaS

- Mobile e-contract & e-signature
- Mobile ERP – CEO dashboard

- TAMM
- SDMP
- VoiceUmpire

- LAMS
- DLMS/COSEM

- e.Form
- Assist9

Drivers

Global growth in cloud computing, omni-channel marketing, big data

80-90% of all potentially usable business information originate in unstructured form

Growth in service-oriented delivery platforms, IaaS, PaaS, SaaS

White label, OEM, Independent software vendor opportunities

International channel partnerships

Upsell & geographic expansion through M&A

Growth in domestic and international patent portfolio

Company Introduction



I-ON communications
Software, Beyond Expectations!





- Founded in 1999 by current Chairman & CEO, James Oh
- Publicly traded on U.S. OTCQB under symbol IONI as of August 2018
- Leading domestic software developer & provider of enterprise-class CMS, unstructured data management & digital experience solutions
- Global with 1000+ mid/large/blue-chip enterprise clients – 300+ Korea / 500+ Japan
- Multiple patented products with over 10 currently at market
- 20+ domestic and 5+ international patents
- Numerous domestic & global industry awards & mentions-Gartner Magic Quadrant & Red Herring
- R&D heavy w/depth chart of 90+ engineers & developers- 120+ total employees
- 20-year exclusive partnership forged in 2006 w/Japan's Ashisuto
- Leadership team w/100+ years of combined technology/engineering experience
- Backed by quasi-sovereigns, Korea Development Bank, Korea Investment Partners, & Samsung Ventures
- Southeast Asia, E.U. & U.S. foothold established

Key Facts

Established	1999
CEO & Founder	Jae Cheol James Oh
Fiscal Year	December 31
Headquarters	Gangnam-gu, Seoul, South Korea
SEC Counsel	Kane Kessler PC
PCAOB Auditor	Benjamin & Young, LP
Transfer Agent	Globex Transfer, LLC
URL	http://www.i-on.net/eng/

Financials (2017–2021E) in USD millions

FYE December	2017A	2018A	2019E	2020E	2021E
Revenue	9.2	7.1	15.0	25.0	32.0
COGS	6.2	5.2	9.3	14.0	16.0
Gross income	3.0	1.8	5.7	11.0	16.0
Gross margin	33%	26%	38%	44%	50%
SG&A	1.7	1.9	2.8	4.6	6.7
R&D	0.7	0.3	0.4	0.9	1.2
R&D%	8%	5%	3%	4%	4%
EBITDA	0.6	0.2	2.5	5.5	8.1
EBITDA margin	7%	2%	16%	22%	25%
Net income	0.0	0.1	1.8	4.1	6.1

* SEC Filings, PCAOB Audits by Benjamin & Young, LP



Investment Highlights

U.S. Public Listing

- Trading under the symbol IONI
- Went public in 2Q18 via a share exchange with clean & current OTCQB vehicle
- OTCQX ready
- 720+ round-lot shareholders (incl. 80+ from I-ON)
- 7 board members including 4 independent directors
- Seeking to up-list onto the Nasdaq or NYSE by 4Q19
- **1st South Korean growth technology company to APO in U.S.**

Stock Profile:

OTCQB SYMBOL:	IONI
PRICE/SHARE:	\$0.40
MARKET CAPITALIZATION:	\$14,000,000
SHARES OUTSTANDING:	35,000,000
FLOAT:	3,600,000
ROUND-LOT SHAREHOLDERS:	750+
52-WEEK HIGH-LOW:	\$3.95 - \$0.25

BULL CASE:

- Back to back high double-digit revenue growth of 20%+ and 40% in recent 1Q19 and 2Q19
- Profitable for 10 years with \$8m book value
- Focusing on market & solutions-hedged strategies
- Well-positioned as PaaS & SaaS platform to **re-accelerate domestic and international growth** by rolling out & acquiring complementary technologies
- Successful 20-year exclusive licensing & distribution deal w/Japan-based Ashisuto key validator of burgeoning licensing initiatives
- Sports ICT initiatives forging ahead
- Well-diversified revenue mix w/minimal customer concentration risk
- Higher margin revenue mix shift
- 60% repeat business with approximately 30% of revenue tied to long-term contracts
- Proven management/partner level experience w/100+ years in software development, R&D, engineering, consulting & finance
- Projecting high double digit 3-year CAGR
- South Korea a global leader and the tech-hub of East Asia



By the numbers

18+ Years

100+ Employees

1500+ Customers

4 Global Locations



- 2018** US-listed – IONI
Sports ICT partnerships
SaaS products
- 2014** 1st Cloud-based
Content Management
Solution in Korea with
ICS6 ('13)
- 2010** Export to 400
companies in Japan
(‘10)
- 2008** GS Certificate
with ICS5 ('08)
- 2004** Patent granted for CMS
template-based page
creation &
management('04)
- 2000** 1st CMS company in
Korea with I-
Publisher('00)

- 85% of workforce R&D focused**
- Over 50% of current R&D staff are senior specialists**
- International Head and team hired to spearhead go west strategy**

- South Korea's market share leader by customer adoption**
- All industries and verticals, public and private sector**
- Over 500 customers in Japan, South-East Asia & U.S.**

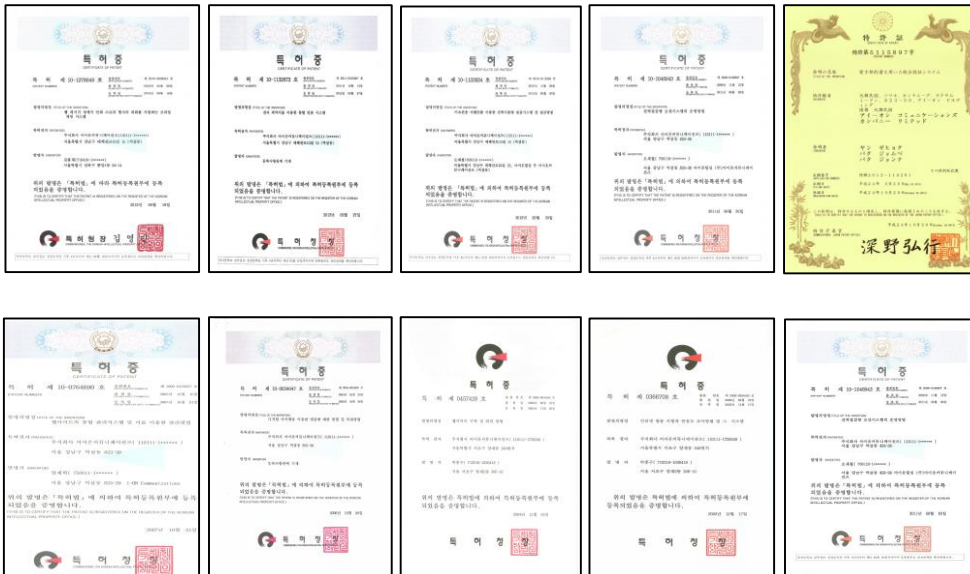
- South Korea - HQ**
15, Teheran-ro, 10-gil,
Gangnam-gu, Seoul,
135-080 Korea
- United States**
733 Third Avenue,
24th Fl. New York, NY
10017 U.S.A
- Indonesia JV**
- Japan JV**



Certificates

- I-ON e.Form Server Green Technology Certificate #GT-12-00040
- I-ON Content Server v6.1 Certificate of Software Quality – GS (Good Software) #14-0017
- DRMS OpenADR 2.0a/b Certificate of System Conformance
- Certificate for Company Research Institute #20022427

Over 25 domestic and international patents granted



Key Patents

- Integrated certification system using electronic contract #10-1132672
- Website construction & management methodology #0457428
- Website integrated management system & management methodology #10-0764690
- Internet Reaction application reaction survey methodology & systems #0366708
- Modification & restoration methodology on comment utilizing digital items #10-0634047
- Power Quantity Reduction Compensation System management method #10-1046943

South Korea & International



Awards

- Selected to participate in 'IP-Star Company development' project by SBA (Seoul Business Agency 2013)
- Designated as Best small & medium company workplace by Small and Medium Business Corporation (2012-2014)
- Designated as Global Small Giant company by Small and Medium Business Administration (2012-2014)
- Grand prize at New Software Solution in General Software section by Ministry of Knowledge Economy (2012)
- Designated as top promising future-leading company by Money Today (Economic newspaper 2012)
- Certified 'Promising Export Firm' by Small & Medium Business Administration (2011-2013)
- KOSA (Korea Software Industry Association)
- Best prize at 11th Korean Software Companies' Competitiveness Award - Mobile SW section (2012)
- Best prize at 10th Korean Software Companies' Competitiveness Award- KMS/EMC/BMP section (2011)
- Best prize at SoftBank Mobile Solution Contest in Japan (2011)
- Citation of Prime Minister awarded on the SW Industrial Day (2011)
- Tower of million USD exports award (2007)

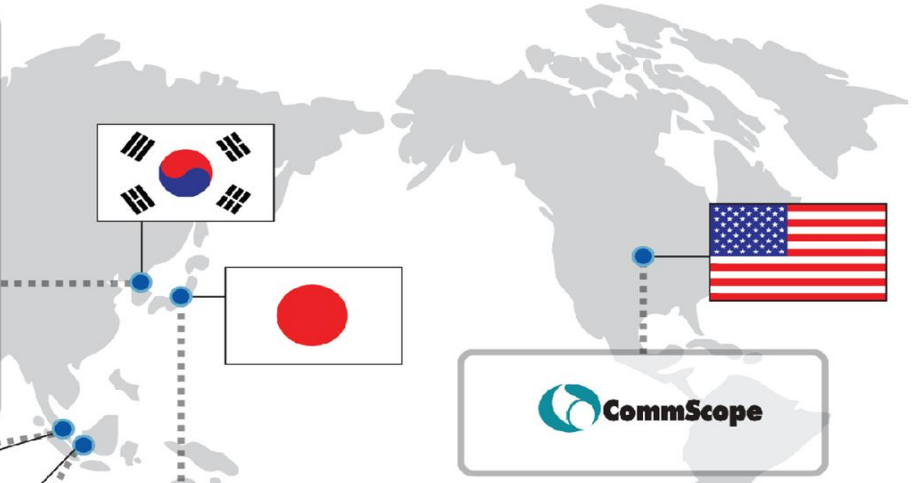


Blue-chip Clientele

400+ Korea

500+ in Japan

SAMSUNG ELECTRONICS **OLYMPUS** FOCUS ON LIFE **BMW** Hanwha
KBS 한국은행 THE BANK OF KOREA 라이나생명 CJGNA **LOTTE TOUR**
KAIST ING BCcard
MBC 롯데손해보험 SK telecom **kt**
mke 지식경제부 외교통상부 Ministry of Foreign Affairs and Trade Hana Bank CJ Systems
국토해양부 KOREA CUSTOMS SERVICE HYUNDAI DEPARTMENT STORE



CommScope

Ministry of Work



ETRADING SECURITIES
FAJAR
BOLEHMOBILE
PortalKBR.com

Aqua Clara APPLE WORLD 大阪ガス transcosmos
K.I.T. 金沢工業大学 K LINE 関西電力 **JMAM**
KOBELCO 神戸製鋼グループ **KOMATSU** JCN JAPAN CABLENET ニッセイアセットマネジメント株式会社
西武鉄道 **SEKISUI** DIAM 日本銀行
DNP 大和小田急建設 TIS **Amway**
テレビ大阪 東映株式会社 豊田市 Toyota City **HITACHI** Inspire the Next



Japanese JV



Exclusive 20 year licensing agreement forged with Ashisuto Japan to white label I-ON WCM software (ICS6) under *NOREN 6 Content Server*

- ✓ Preceded by 3 year licensing agreement
- ✓ Currently market share leader within Japan's WCM sector since 2007
- ✓ Adopted by over 400 enterprises in Japan
- ✓ 70/30 revenue share

Ashisuto



Japan's premier independent distributor of enterprise software

- ✓ Founded in 1972 to serve enterprises & government institutions
- ✓ Headquartered in Tokyo with over 800 employees across 9 office locations
- ✓ Key products offered include WCM, BI, database & security systems
- ✓ Reputable for offering concrete strategies/methods based on meticulous product knowledge





Client Diversification

Top 10 Customers by Revenue

		2015	2016	2017	2018			
Top 10 Customers	KT Corporation	8.0%	JoongAng Ilbo	7.0%	JoongAng Ilbo	8.6%	KEPCO	10.1%
	KCA	7.7%	K.K I-ON	5.0%	KBS	6.7%	K.K. I-ON	7.7%
	K.K. I-ON	6.6%	Samsung Electro	5.0%	Hyundai Auto	6.3%	Samsung Electro	6.5%
	KT DS	6.3%	GlobalTelecom	4.0%	Samsung Electro	6.0%	SBDC	6.5%
	Samsung Card	5.3%	Hyundai Auto	4.0%	KTDS	5.7%	Finger	6.3%
	K.K. Ashisuto	3.7%	Kolonbenit	4.0%	K.K. I-ON	5.5%	Mnwise	5.9%
	Hyundai ESG	3.6%	KEPCO	3.0%	Jeju Tourism	4.8%	K.K. Ashisuto	4.7%
	KyoWon	3.6%	Ssangyong	3.0%	KPGA	4.2%	Shinhan Card	4.7%
	MBC	3.6%	K.K. Ashisuto	3.0%	YTN	4.0%	Samsung SDS	4.1%
	Accenture	3.2%	Korea Comm.	3.0%	CJ Digital Music	3.9%	Jeju Tourism	3.9%
% Total Revenue	51.7%		41.0%		55.7%		60.4%	

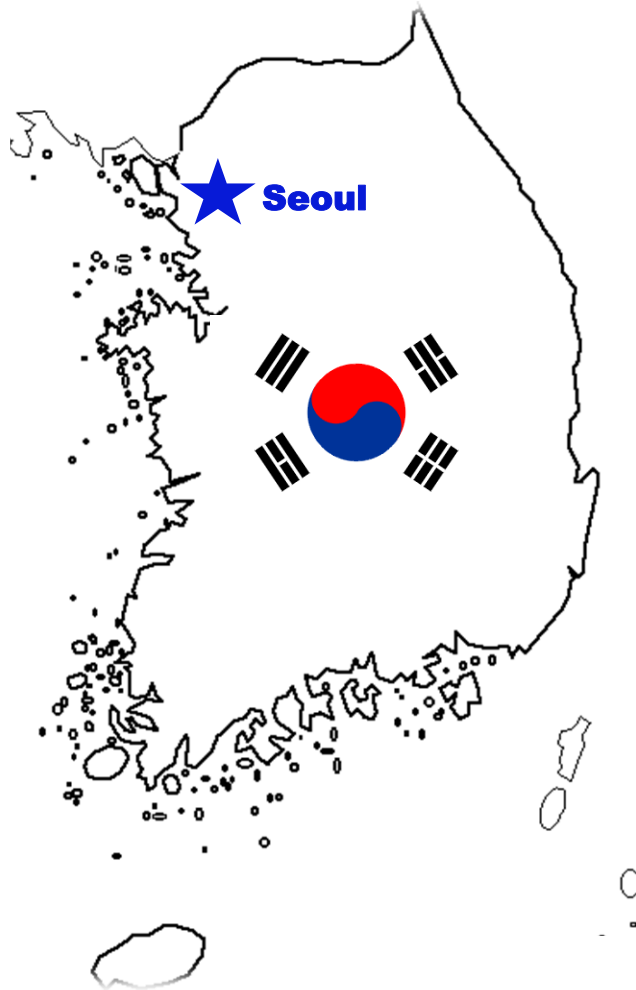
Stable Customer Concentration Risk







South Korea - Global Leader



- ✓ Constitutional & democratic republic with 3 principal branches of government – executive, legislative & judiciary
- ✓ 1st ranked education system & reading/math scores globally
- ✓ World leading 97% broadband penetration
- ✓ 11th largest world economy
- ✓ 28th largest population in the world – 51.2 million
- ✓ 2017 GDP - \$1.45 trillion
- ✓ Active and seasoned KOSDAQ & KOSPI stock markets
- ✓ Leading destination for cryptocurrency-blockchain technology (10% + of global volume)
- ✓ 15 Fortune 500 companies- Samsung, Hyundai, SK, KEPCO, POSCO, LG, Kia Motors
- ✓ 42 Fortune 1000 companies
- ✓ 2x Olympic Games host

Forbes

How South Korea's \$3 Billion Bet To Become A Regional Tech Startup Hub Is Paying Off



Amy Guttman, CONTRIBUTOR

I write about entrepreneurial ecosystems around the world. [FULL BIO](#) ✓



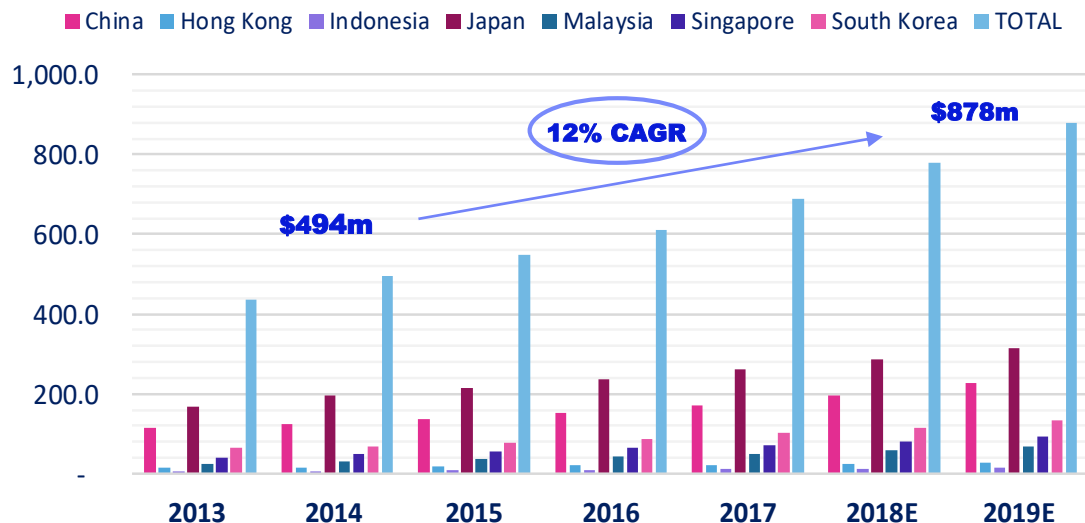
Highlights

- ✓ South Korean government's \$3 billion investment in becoming a regional tech startup hub is paying off, attracting the likes of Google and Facebook, among many others
- ✓ VC and PE opening offices & incubators in Seoul thanks to entrepreneur friendly regulations
- ✓ Continuing to evolve from big industry & manufacturing to transformative technology
- ✓ Ranked highly in Bloomberg's list of most innovative countries for R&D intensity, productivity & high concentration of researchers
- ✓ Highest broadband penetration in the world at 97%



Regional Landscape

Enterprise DXP/CMS Market: Asia Pacific



I-ON Competitive Advantages

Versus Competition-Asia Pacific

- ✓ Lower & flexible pricing
- ✓ Domestic first-mover advantage & foothold
- ✓ Domestic market share leader by adoption
- ✓ Time-tested & proven licensing model (Japan)
- ✓ Introduction of Gen 7 ICS & multiple product lines creates cross selling & LT visibility

- ✓ Adobe - 3-4x more expensive, lacks mid-market cachet
- ✓ Oracle (Stellent) – high price & complexity
- ✓ IBM – high price & complexity, dependence on IBM shops
- ✓ Sitecore – slower cloud service, recent price hike
- ✓ Wordpress/Drupal/Xpress Engine – opensource model, vague & lack vendor responsibilities, SME market focus
- ✓ deCos Interactive, contentWise – mindshare domestic leaders in Korea

I-ON is well-positioned

- ❑ Continue to leverage knowledge & experience into new or enhanced solutions & products
- ❑ Continue to deploy secure pilot environments for prospective customers to evaluate & envision additional uses for customized application development
- ❑ Continue to procure contracts directly, via strategic partners & outside reps
- ❑ Play in high demand, resource scarce spaces
- ❑ Recruit seasoned executives as well as younger talent to utilize unique training model that addresses resource shortages
- ❑ Incubate & build out focused profitable technology practices
- ❑ Evolve into world class organization organically and through acquisitions of niche players



Global Industry Expectations

Digital Experience Solutions (DXP)

\$10.0 billion / 16% CAGR through 2024 (Gartner, Markets & Markets)

SDP

\$6.9 billion / 9% CAGR through 2020 (Markets & Markets)

PaaS

\$7.5 billion / 7% CAGR through 2020 (Global Industry Analysts)

SaaS

\$164 billion / 18% CAGR through 2022 (IDC, Transparency Market Research)

Big Data & Analytics

\$170 billion / 15% CAGR through 2020 (IDC)

Sports ICT

\$6 billion / 13% CAGR through 2024 (Hexa)



Case Studies



SAMSUNG SDS

Project Background: I-ON Content Management System (ICS)

Samsung SDS is a global IT solutions and services provider spearheading the Fourth Industrial Revolution of South Korea with sophisticated analytics-based offerings and IT expertise across a diverse range of industries. Many of their enterprise clients are aiming to more effectively deliver and manage original content across many digital channels. I-ON's ICS suite of CMS solutions was introduced and implemented, which, among other attributes, made it possible to streamline processes from creation to distribution of content, which also increased worker productivity and reduced inefficiency costs. The engagement revolved around 6 countries including the US, South America, EU and China.



SHINSEGAE

Project Background: I-ON Content Management System (ICS)

Shinsegae, originally part of the Samsung Group, is the first and currently the largest department store chain operator and franchisee in South Korea and was a pioneer in the retail and distribution supply chain industry going back decades. However the company realized that in building out their online shopping mall, the efficient and responsive management of content such as company and store information, advertising, product categories, events and promotion would be key to successfully building out its online presence without adversely effecting its core brick and mortar business. Shinsegae was introduced to and implemented I-ON's ICS platform to build and help manage the company's complex digital assets while enhancing the shopping experience for its customers, a base which expanded in size and demographically beyond just South Korea.



Case Studies



Project Background: I-ON Load Aggregator's Management System (LAMS)

POSCO ICT invests considerable resources in energy efficiency projects, more so than in an other industry the company plays into. I-ON commenced a project to accelerate the future growth prospects of POSCO ICT via the demand response exchange market, a solution to the current energy market's unbalanced focus on supply. The following objectives were met as a result of LAMS introduction: a) more efficiently manage resources in demand and secure resource reliability b) link the systems of the Korea Power Exchange and the Korea Electric Power Corporation to improve monitoring and accurate power demand forecasts and c) establish a system that provides real-time information and big data to potential customers of I-ON that will participate in the demand response exchange market.



Project Background: I-ON Content Management System (ICS5)

Established in 1971 as Korea Investment & Finance, Hana Bank is the nation's first financial company that was ultimately converted into a commercial bank in 1991. The company started regarding service content and efficient services as critical to its long term strategy and began making investments in technologies that would provide customized homepages as advanced as those of retailers. I-ON's ICS5 was ultimately chosen to build and manage the bank's homepages and to fulfill its digital marketing needs. Over time, the bank experienced an increase in customer satisfaction, a decline in costs and improved time management. I-ON was also tasked to streamline internal operations, which it successfully accomplished, particularly related to feedback implementation across the bank's numerous departments, which at the time was highly ineffective and over burdened by outdated and non user friendly toolkits. Further, I-ON's CMS introduced a function that all at once implemented changes to application sites that shared multiple application icons.



Case Summaries



Project Background: Successfully Implemented I-ON Web Analytics Server into sbsgolf.com for content management, log analytics, website renewal and integrated search purposes.



Kumsung Publishing

Project Background: I-ON Digital Asset Management System (IDAS)

Successfully implemented I-ON IDAS due to its experience in the industry, strong support & maintenance services and Kumsung declares that its assets are significantly more streamlined and can be managed, viewed and accessed more efficiently.



Project Background: Successfully implemented I-ON mobile application solution for education, specifically an e-book framework that resulted in high customer satisfaction due to the richness in quality of content, resulting in follow up mandates with educational content creators.



Project Background: Successfully implemented customized I-ON ECM, significantly reducing paperwork while digitizing the editorial process for published books and reducing overall publishing costs

LOTTE TOUR

Project Background: Successfully implemented I-ON digital asset management system (IDAS) that more productively accelerated overseas expansion by streamlining localization of digital assets, enabling the company to beat out competition and emerge as an industry leader.

ADDITIONAL CASE STUDIES: www.i-on.net/eng/news/success/index.html

MARKET & SOLUTIONS-HEDGED GROWTH STRATEGY



New to Market – Sports ICT



TAMM- Ticket Admission Marketing Management

- Integrated sports event marketing, ticketing, management & analytics for mobile audiences in partnership with KLPGA
- Core TAMM team & IP acquired by I-ON from Korea-based MoceanPeople in March 2016
- Sponsorship partners include Hana Bank Championship, SK Telecom Open and Reebok FitFest
- Implementing strategy to expand domestic market share in pro golf/baseball, special events & into South East Asia
- MOU with KIMG (www.kimediagroup.com), Korea-based media agency, to fuel event marketing growth
- Over 20 million golf & baseball fans domestically with opportunities for international partnership

Features



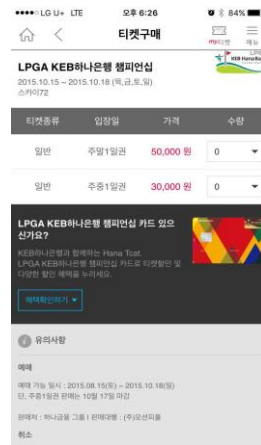
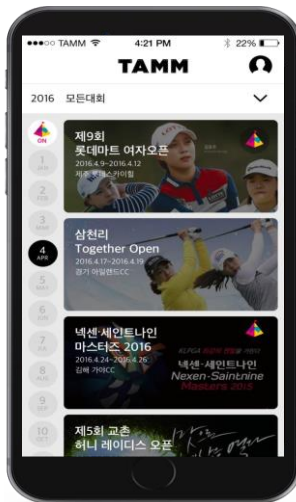
USERS

- ✓ Fast track entry, advanced ticket purchase, VIP & parking
- ✓ Real time event, team & player information/analytics
- ✓ Gifting options between users via SMS, SNS messenger
- ✓ Year-round promotion & marketing for fans/audiences
- ✓ Service & package configuration

I-ON & PARTNERS

- ✓ Transaction-based, recurring revenue stream
- ✓ Reduces delivery cost
- ✓ Manages invitation history
- ✓ Aggregates customer/user data for future marketing
- ✓ Customer retention via on/offline sales channels

Integrated Process





New to Market – Sports ICT



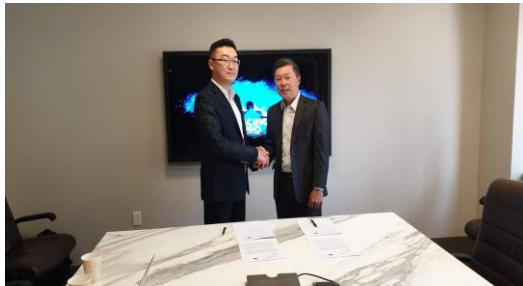
I-ON recently forged a long-term agreement with South Korea's Ministry of Culture, Sports, and Tourism (www.mcst.go.kr) and the Korea Institute of Sports Science (www.sports.re.kr)

- Worth potentially north of \$2 million over 24 months
- Selected along with HanYang University, Cha University and Catenoid (a leading digital video analysis provider) to partake in the "National Research Project to Support Commercialization of Sports Service"
- Consortium aims to create and utilize mobile based sports ICT platforms to provide a multitude of services across the baseball, basketball, golf, and tennis sectors



I-ON will usher in and implement its newly launched sports ICT solutions (TAMM) to:

- 1) Streamline sporting event planning and operations revolving around marketing and registration, ticketing and score management
- 2) Compile data and better conduct individual and team performance analyses
- 3) Incentivize and measure overall audience participation



Signifies I-ON's initial foray into the North American sports software market

I-ON recently signed an LOI with Pacific Pro Football League - www.pacificprofootball.com - the first of its kind professional development American football league

- Founded by veteran sports agent Mr. Don Yee and led by a distinguished team of former players, coaches and executives.
- The league is set to begin play in Southern California in the summer of 2020 and will initially consist of four teams
- Vision of expanding to eight and up to twelve teams over the course of several years.

I-ON to provide technologies and services including:

- Implementation of TAMM
- Creation of a SaaS-based CRM platform
- Web design and development with video streaming
- Sports metadata collection and analysis
- Audience data collection and analytics
- Player-personnel scouting database
- Data-capturing platform allowing for player, game and league performance analysis

North American sports software market projected to increase at a 13% CAGR to \$5.5 billion by 2024

- Massive global investment in sports infrastructure including stadiums, complexes and leagues
- Helps organizers automate a plethora of administrative functions, ticket sales and promotions, as well as player and game management
- Utilizes both cloud-based and on-premise technology.
- North America currently holds a market share of close to 60% and is expected to continue its dominant trend through 2024.



Sports ICT – Growth Opportunities

- Life Expectancy increasing to 90 by 2030
- Drastic changes in healthy lifestyle
- Active participation in athletics and amateur leagues across all sports
- Growth in interactive on-premise and cloud-based sports software solutions

Amateur sports league Partnerships:



Korea Federation of Motorcycle Sports



사단법인 한국주니어골프협회
KOREA JUNIOR GOLF ASSOCIATION



3 on 3 basketball league

경향신문

Amateur Baseball League



KMAGF

Korea Mid-Amateur Golf Federation



Sports ICT – H9Pitch Studios acquisition

Binding LOI to Acquire 100% of H9Pitch Studio



Founded 2013 in Seoul, South Korea

H9Pitch (www.h9pitch.com) is a fast growing traditional and multi-media design studio and agency catering to the domestic amateur and professional sports industry

- Announced July 2019 and expected to close 3Q19 with minimal dilution - \$2 million potential revenue contribution
- Strong foothold in domestic pro soccer market with successful launch of apparel brands such as Forward and Over The Pitch (OTP)
- Diversified from creative direction and fashion to include lifestyle products and technical gear, digital media including videography and photography
- Clients and sponsors include professional Korean football teams Seongnam FC and Jeju United, Adidas Tango League, Seoul Marathon, Mizuno and Nike
- Instrumental to I-ON's ongoing partnerships with the KLPGA, Pacific Pro Football and Korean amateur sports leagues

Energy ICT – Recent Collaborations



I-ON communications
Software, Beyond Expectations!



- Broadened partnership with Japan-based TIS INTEC Group – a leading systems integrator- to address distributed energy management and virtual power plant (VPP) needs for grid connected renewable energy sources
- TIS and I-ON to introduce proprietary next generation Enverlink VPP+ solution that operates within cloud-based service environments



- I-ON chosen as technology partner in consortium with South Korea-based utility Busan City Gas and Shinhwa SNC, a domestic smart energy IoT solutions provider
- 30-month research collaboration agreement with Tenaga Nasional Berhad, Malaysia's largest publicly traded utility to address long-term distributive energy needs and advance VPP 5 pilots across Malaysia
- Components of I-ON's next generation energy management platform and Micro-Grid, Prosumer, V2G to be implemented
- Valued at \$7 million, financed by Malaysian and South Korean governments including from the Korea Institute of Energy Technology Evaluation and Planning (www.ketep.re.kr)
- Revenue contribution estimated at \$2 million by October 2020.



International Expansion

Recently Forged Partnerships

Announced on November 21, 2018, Sweden-based Telenor Connexion and I-ON will collaborate to provide South Korean customers in the energy sector with high-value and quality IoT solutions and services. I-ON's strong capabilities within data management, smart mobility, and advanced analytics tools complements Telenor Connexion's product portfolio within global managed connectivity and cloud services.



- Dedicated IoT subsidiary of Telenor Group, one of the world's largest mobile network operators
- Headquartered in Stockholm, Sweden with strong Asia Pacific presence
- Offers mobile connectivity solutions and services and cloud-based data management services
- Designs, deploys and manages connected vehicles, devices and equipment
- Focused on delivering IoT solutions to South Korean businesses

Announced on October 1, 2018, Singapore-based Hyper Resources Interactive Pte Ltd. and I-ON executed an MoU whereby Hyper Resources will assist with marketing and utilize I-ON's core CMS suite of ICS6, IDAS, IDS, ICS and eForm solutions to address the needs of Singaporean enterprises. I-ON will assist with operational and technical support as well as solutions training.



- Based in Singapore and founded in 2003
- Enterprise document and records management solutions and integration provider
- Emphasis on digital transformation of enterprise document data including digital electronic forms
- Multi-dimensional channel partner within the Singapore CMS market, which is a \$100+ million market, according to Gartner



International Expansion

Recently Forged Partnerships

On August 27, 2019, US-based Blackridge Technology, leading provider of next-generation cyber defense solutions, has signed a reseller agreement with I-ON to deliver BlackRidge's portfolio of enhanced cybersecurity solutions, including its recently released TAC Identity Device, through its I-ON Energy Management network and expand its presence in Korea and other markets where I-ON is engaged with electricity companies.



- Listed on the OTC markets under symbol BRTI
- Based in Reno, Nevada with offices in Tokyo, Mumbai and Korea
- Zero-trust approach through network transport layer security is key solution the electricity market has been seeking particularly in the industrial IoT segment
- Partnership with I-ON is a significant milestone for BlackRidge's international expansion
- BlackRidge's products, including the TAC Identity Device, can be integrated into legacy, virtual and cloud environments to bridge gaps between brownfield OT infrastructure and latest-generation IT systems by authenticating identity at the edge node to enable greater trust, security and micro-segmentation of networks.

Leverage ongoing success in CMS to move upstream, cross-sell, and serve clients more directly as digital strategist of choice by acquiring businesses with 1) recurring revenue and enterprise clients, 2) subject matter expertise and or 3) rights to IP in digital marketing-related disciplines

Conditions driving consolidation ideal:

- ✓ Historical low interest rate environment
- ✓ Bull market & strong economy
- ✓ Large, evolving & fragmented technology services & solutions market across Asia-Pac
- ✓ Relatively low organic growth opportunities for numerous smaller participants
- ✓ Macro concerns abating
- ✓ Ability to purchase strong assets inexpensively & accretively
- ✓ Forward leaning mindset

Goal: acquisitions by 1H2020

Target sectors

Digital Marketing Software Tools

Enterprise Content Management

Workflow Automation

ERP

Geography

South Korea

Japan

Indonesia

Malaysia

Singapore

Vietnam

U.S.



Pro-forma Financials (2018-2021E)

P&L

FYE December	2017A	2018A	2019E	2020E	2021E
Revenue	9.2	7.1	15.0	25.0	32.0
COGS	6.2	5.2	9.3	14.0	16.0
Gross income	3.0	1.8	5.7	11.0	16.0
Gross margin	33%	26%	38%	44%	50%
SG&A	1.7	1.9	2.8	4.6	6.7
SG&A%	18%	27%	19%	18%	21%
R&D	0.7	0.3	0.4	0.9	1.2
R&D%	8%	5%	3%	4%	4%
EBITDA	0.6	0.2	2.5	5.5	8.1
EBITDA margin	7%	2%	16%	22%	25%
Net income	0.0	0.1	1.8	4.1	6.1
Revenue %					
Customized solutions	35%	43%	45%	46%	47%
Royalties	3%	3%	4%	5%	8%
SaaS	9%	4%	5%	7%	8%
Product licensing	2%	20%	20%	21%	22%
System integration	33%	11%	10%	7%	5%
Maintenance	20%	19%	16%	14%	10%

* SEC Filings, PCAOB Audits by Benjamin & Young, LP

* Years 2019-2021 assume one acquisition per year & low double digit organic growth

* Margins assume favorable y/y revenue mix shift towards SaaS and recurring revenues

Healthy Balance Sheet (2Q19)

- ✓ \$3.1 million cash & equivalents
- ✓ \$4.8 million working capital
- ✓ \$8.6 million in total assets
- ✓ \$0.4 million in LT debt
- ✓ \$3.6 million in untapped bank lines
- ✓ \$2.7 million receivables financing available
- ✓ \$6.4 million in shareholder equity
- ✓ Recently closed \$500k financing with UTC Investment
- ✓ **Well-positioned to raise growth capital**



Leadership

SENIOR MANAGEMENT

James Jaechul Oh, Chairman & CEO

- Founded I-ON in 1999
- Hanmesoft Corp. - Director of Planning
- Served in South Korean Military
- MS, Sangmyung University
BA, Kyung Hee University

Young-Jun Oh, Co-Founder & Chief Engineer

- Co-founded I-ON in 1999
- Previous experience at Voceweb.com
- Served in South Korean Military
- BS, Joongbu University

Sung Kap Oh, CFO

- 9 years as I-ON CFO
- Previous experience at Kukdong TLS Co., Ltd.
- Served in South Korean Military
- BA, Cheongju University

MANAGEMENT

Jaeho Cho, Senior Engineer of ICE

- 14 years at I-ON
- Served in South Korean Military
- MS, Cheongju Graduate School

Jungjin Park, Senior Engineer of ICS

- 7 years at I-ON
- Served in South Korean Military
- BS, Sungkyunkwan University

Marcus Park, Senior Engineer & Team Leader

- 15 years at I-ON
- Previous experience at CDI Korea
- Served in South Korean Military
- BS, Myongji College



Independent Board Members

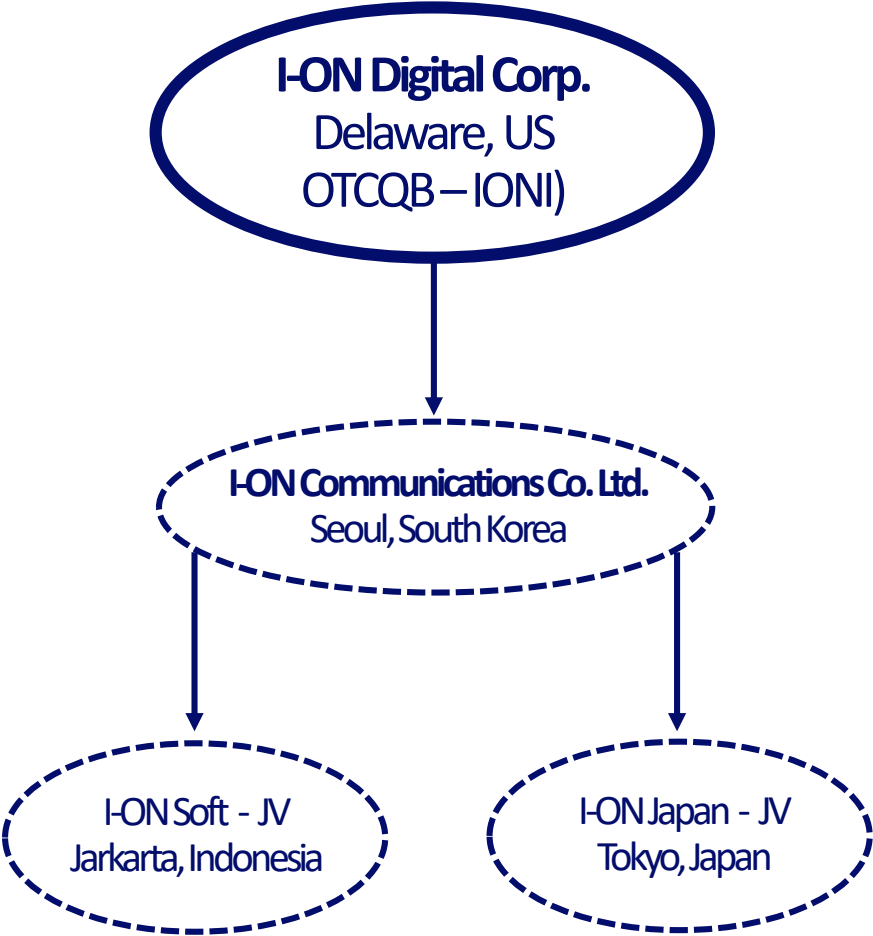
Mr. Eugene Hong. Mr. Hong's career at Samsung, most recently as Executive Vice President of Samsung Venture Investment Co, Ltd., spans over 25 years. Between 1992 and 1998, he served as a Director in the production, planning and strategy divisions for both Samsung Motors Co., Ltd. and Samsung Techwin Co., Ltd. In 1999, Mr. Hong transitioned to the Samsung Venture team initially as a Director, rising to Vice President, Senior Vice President and eventually to his current role as Executive Vice President, focusing primarily on managing technology and industrial related investments. Since 2013, Mr. Hong has originated, spearheaded and overseen over twenty investments across multiple high growth sectors including, among others, enterprise software, network security solutions, AI, optical equipment/OLED laser, autonomous driving, block chain, mobile and battery technologies. Mr. Hong received his B.S. from Korea University in 1984, M.S. from Texas Tech University in 1986 and PhD from Arizona State University in 1991.

Dr. Jean Koh. Dr. Jean Koh has over 25 years of technology and senior executive experience with publicly and privately held companies within the multimedia and mobile content technology verticals. Dr. Koh is currently serving as the Chairman of the Korea Mobile Internet Business Association (MOIBA), an association with well over 500 mobile internet companies and industry executives. In 1994, Dr. Koh founded Baro Vision - now KOSDAQ-listed Galaxia Communications - a leading domestic developer of proprietary video compression technology, which has since transformed itself into one of South Korea's leading providers of comprehensive e-payment solutions. Dr. Koh received his PhD. in Computer Science from Syracuse University and currently serves as a key member on the 'Presidential Committee of the Fourth Industrial Revolution' under the Moon Jae-In Administration.

Mr. Charlie Baik. Mr. Charlie Seung Taik Baik currently serves as the Chief Operating Officer and Chief Compliance Officer of EZER, Inc., a leading multi-purpose engineering firm that addresses the needs of the utility, sustainable energy and industrial sectors. Since August 2006, Mr. Baik has also served as EZER, Inc.'s Chief Marketing Officer. Previously, Mr. Baik held the positions of Senior Executive Vice President and Chief Marketing Officer of NASDAQ-listed Gravity Co., Ltd, a leading PC and mobile game publisher with numerous titles under its belt and the maker of the world famous 'Ragnarok Online', a massive multiplayer online role-playing game. Mr. Baik also served as the Chief Operating Officer of Gravity Co., Ltd. from August 2006 to June 2008 and as the Chief Executive Officer of NEOCYON, Inc. since 2000.



Corporate Structure



THANK YOU!