

SQUAREKNOT

# We design emotional connections through **gifting** •

SQUAREKNOT expands digital gifts beyond simple consumption, turning them into emotion, experience, and a new gifting culture.



## CONNECT

Connect people.

## EXPERIENCE

Make emotion experiential.

## RELATIONSHIP

Deepen relationships.

## VALUE

Create sustainable value.

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GIFCON / GIFCA / CHANGECON  
/ PICKS / SEALRECON

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GIFCON / GIFCA / CHANGECON  
/ PICKS / SEALRECON



## Why we exist

### **Digital gifting should be more than a simple transaction.**

The digital gifting market has grown rapidly, but the experience itself has become increasingly simple.

Businesses seek efficient ways to send gifts, while users often forget gifts that do not fit their taste or situation.

Through its gifting infrastructure, SQUAREKNOT expands digital gifts beyond consumption into emotion, experience, and a new gifting culture.



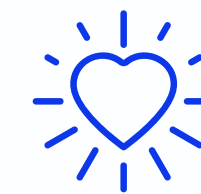
#### **Our Belief**

**Gifts start relationships.  
Experiences keep them going.**



#### **Connection**

A new way to connect people.



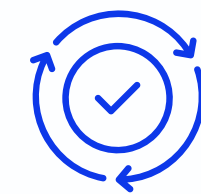
#### **Emotion**

A memorable gift experience that carries emotion.



#### **Choice**

Flexible choices that fit each user.



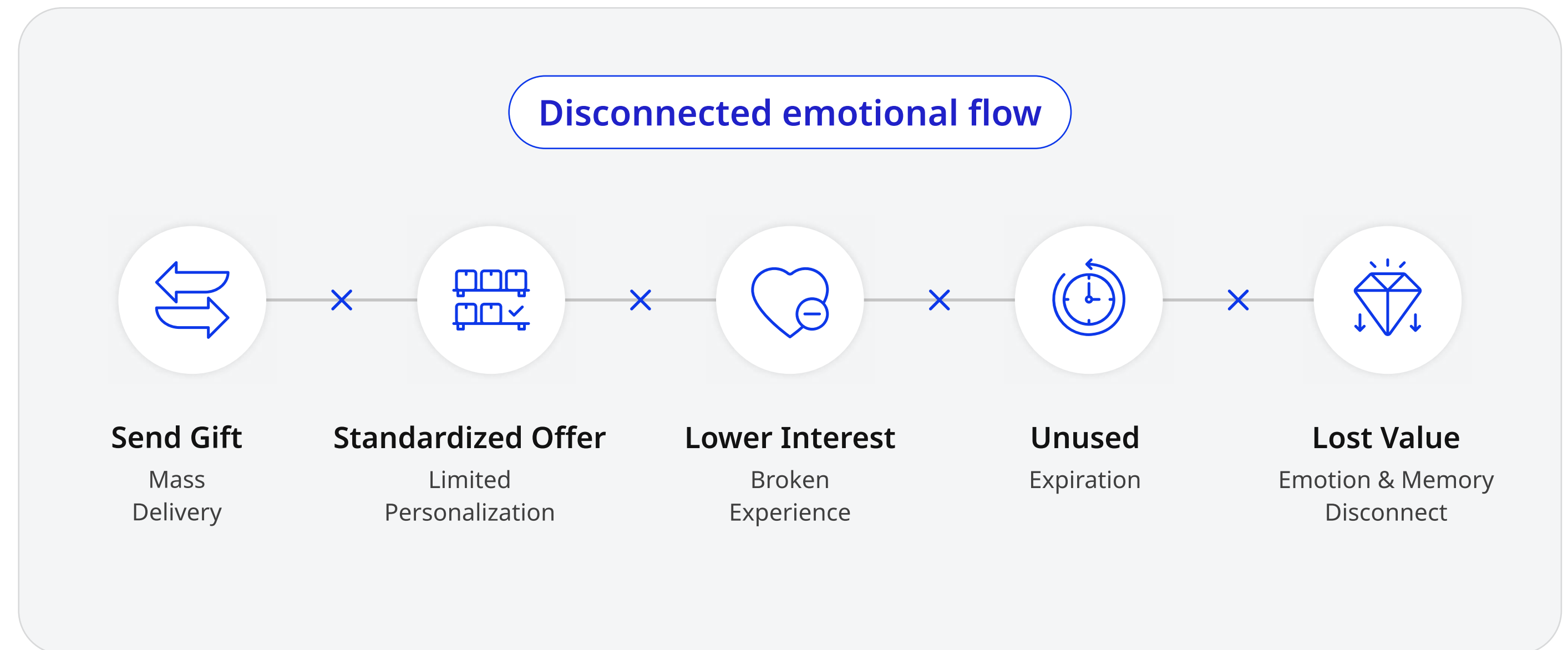
#### **Continuity**

Lasting relationships and value.

## Market Problem

**Digital gifting is more convenient, but the experience is becoming standardized.**

The digital gift market has grown around mass distribution and simple consumption, leaving behind the true value and experience of gifting.



### **Commoditized Gifting Market**

Gifts become mass-distributed marketing tools.



### **Lack of Personalization**

Taste and relationship context are often missing.



### **Emotionless Gifting Experience**

Emotional value is reduced to a transaction.



### **Unused Gifting Value**

Many gifts expire unused and lose their value.

## Beyond Distribution

# The essence of a gift is closer to emotion than technology.

AI and technology can make the gifting experience more convenient.

But the essence of a gift still lies in human emotion and relationships.

Through its gifting infrastructure, SQUAREKNOT redesigns the entire digital gifting experience - connection, emotion, choice, and continuity.

### Problem

A single gifting experience.



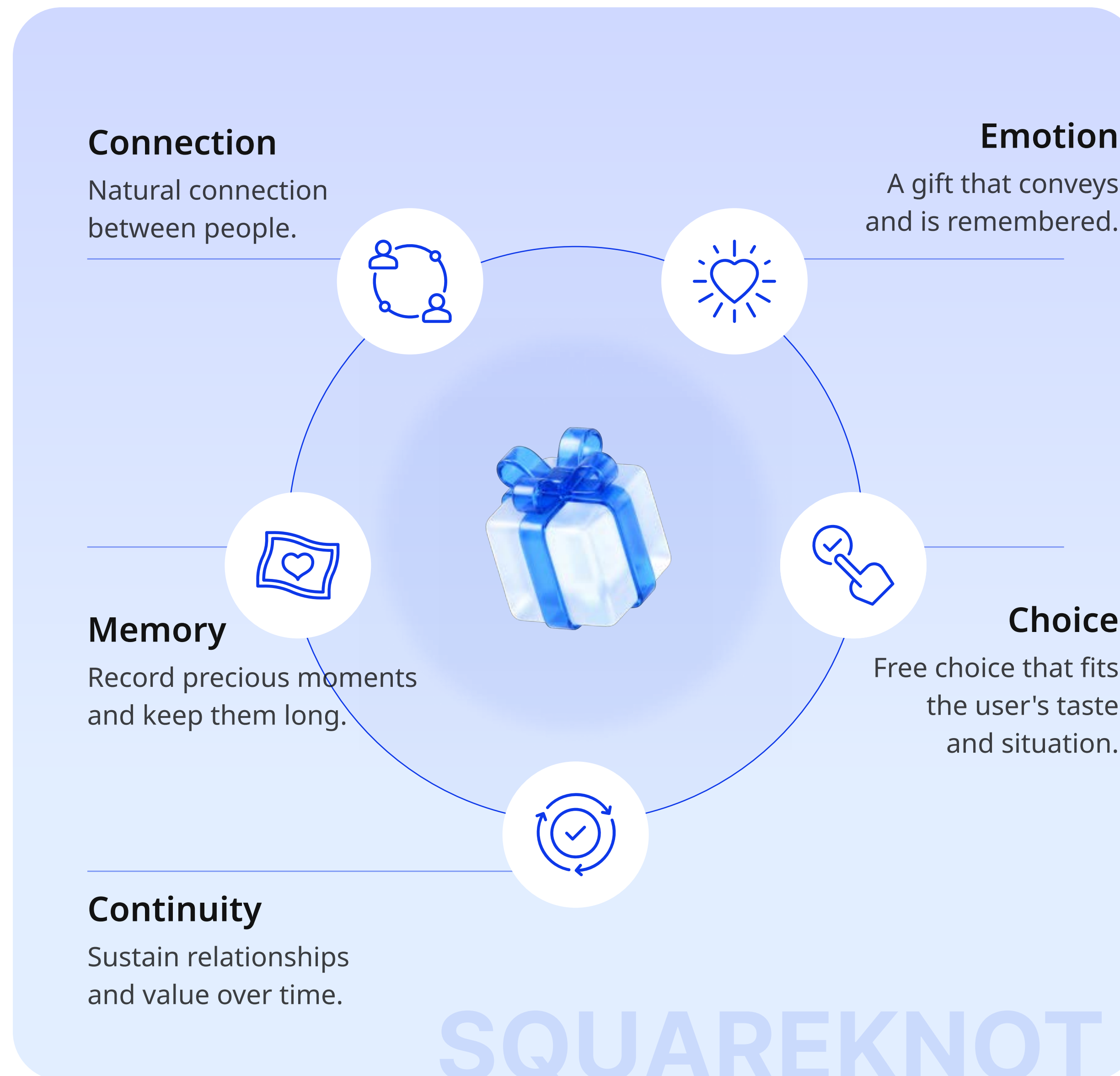
### Shift

Connected by tech but emotionally cut off.



### SQUAREKNOT

Reconnecting experience around emotion.



## BUSINESS Structure & Summary

Built on digital gifting, SQUAREKNOT is a Gifting Infrastructure Company connecting the entire journey where a gift is created, delivered, used, exchanged, and managed again.

SERVICE	Use Case & Implementation	Performance Metrics	Business Impact	Market Position
<b>GIFCON</b>	KB Kookmin Bank / Klook / KKday / Trip.com / GIFCON Direct Corporate/brand appreciation · anniversaries · staff gifts · swap Personalized cards · instant send · ASP-API · live editor	Satisfaction · rewards · repurchase · revenue · global gifting	Operational efficiency Stronger brand relations	<b>B2B</b>
<b>GIFCA</b>	GIFCA App Collectible-card gifting · fandom/community rewards · swap · IP Emotion cards · collections · sharing experience	Card save rate · share rate · app revisit · UGC/engagement	Emotion & memory Higher engagement	<b>B2C</b> → <b>B2B</b>
<b>CHANGECON</b>	DB Insurance / GIFCA App / multiple enterprises Unused/mismatched coupon exchange campaigns · reactivation Product swap · ad exposure · extra-action prompts	Exchange rate · page visits · ad engagement · satisfaction · revisit	Improved retention Marketing ROI	<b>B2B</b>
<b>PICKS</b>	Hyundai Card / KB Kookmin Bank / KB Kookmin Card / LGU+ / SM Hplus Card/bank/telecom subscription bundles · membership · billing Delivery · scheduler API	Subscribers · retention · satisfaction · monthly active · LTV	Recurring relationships Membership value	<b>B2B</b>
<b>SILICON</b>	SILICON (sealrecon) App Scattered-gift discovery · expiry alerts · value recovery Asset mgmt · point/cash conversion · SDK/API · imaging · refunds	Discovery success · read rate · processing time · converted amount · conversion rate	Asset management UX User loyalty	<b>B2C</b> → <b>B2B</b>

SQUAREKNOT validates user problems in B2C, then scales to market through B2B infrastructure.

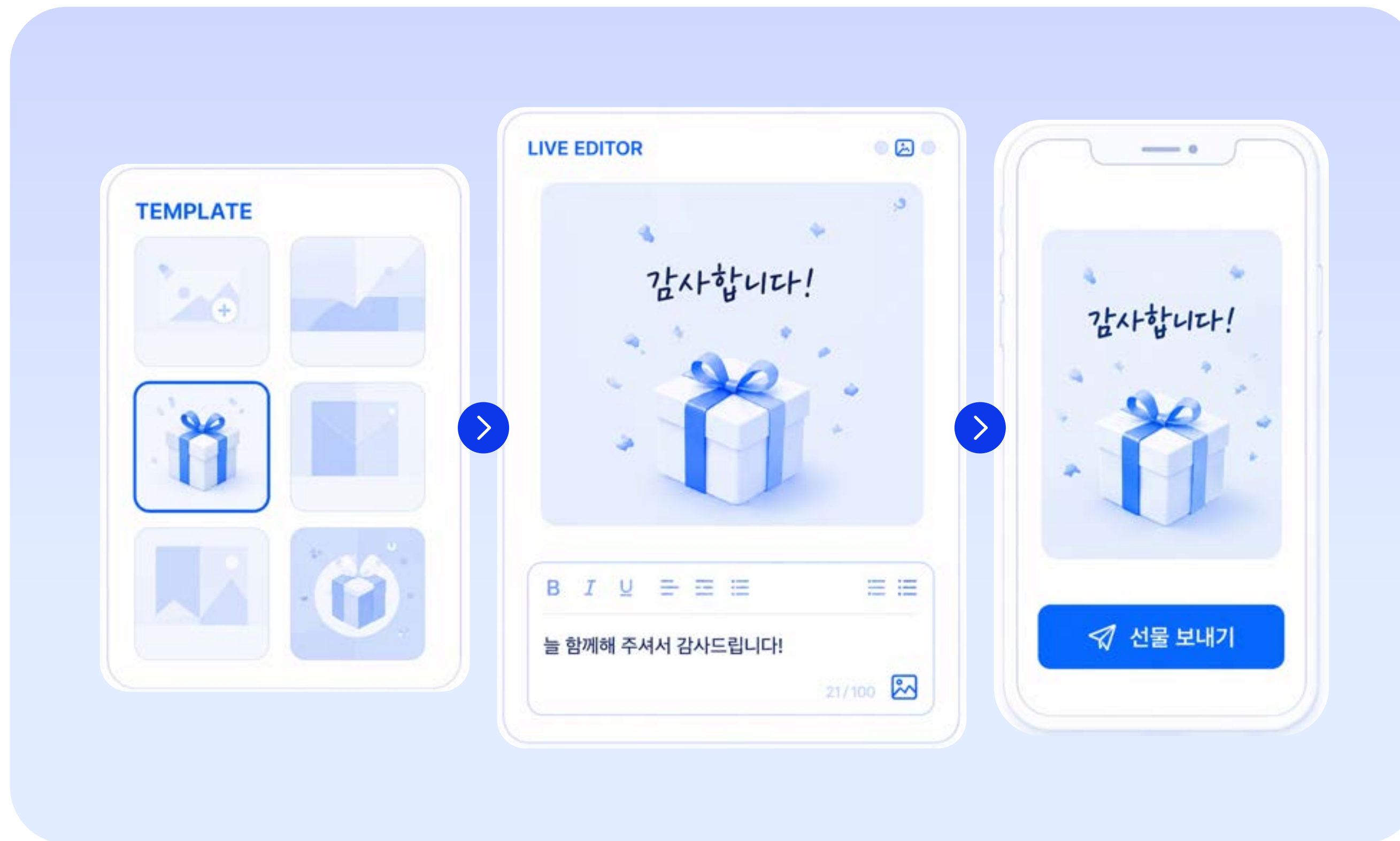
By organically connecting each business to create synergy, we aim to build one Gifting Platform where the entire gift journey circulates.

## Our Service: ① GIFCON

### Connecting brands and users through a Personalized gifting layer

Connecting brands and users more naturally.

GIFCON expands digital gifts beyond delivery into an experience that connects brands and users. With messages, images, and brand identity freely embedded, GIFCON creates a more natural and flexible personalized gifting experience.



**Personalization**  
Messages and images tailored to user taste.



**Brand Connection**  
Deliver brand identity naturally.



**Relationship Building**  
Strengthen relationships through gifting.



**Data-Driven**  
Analyze responses to design better experiences.

## Our Service: ① GIFCON DIRECT(1)

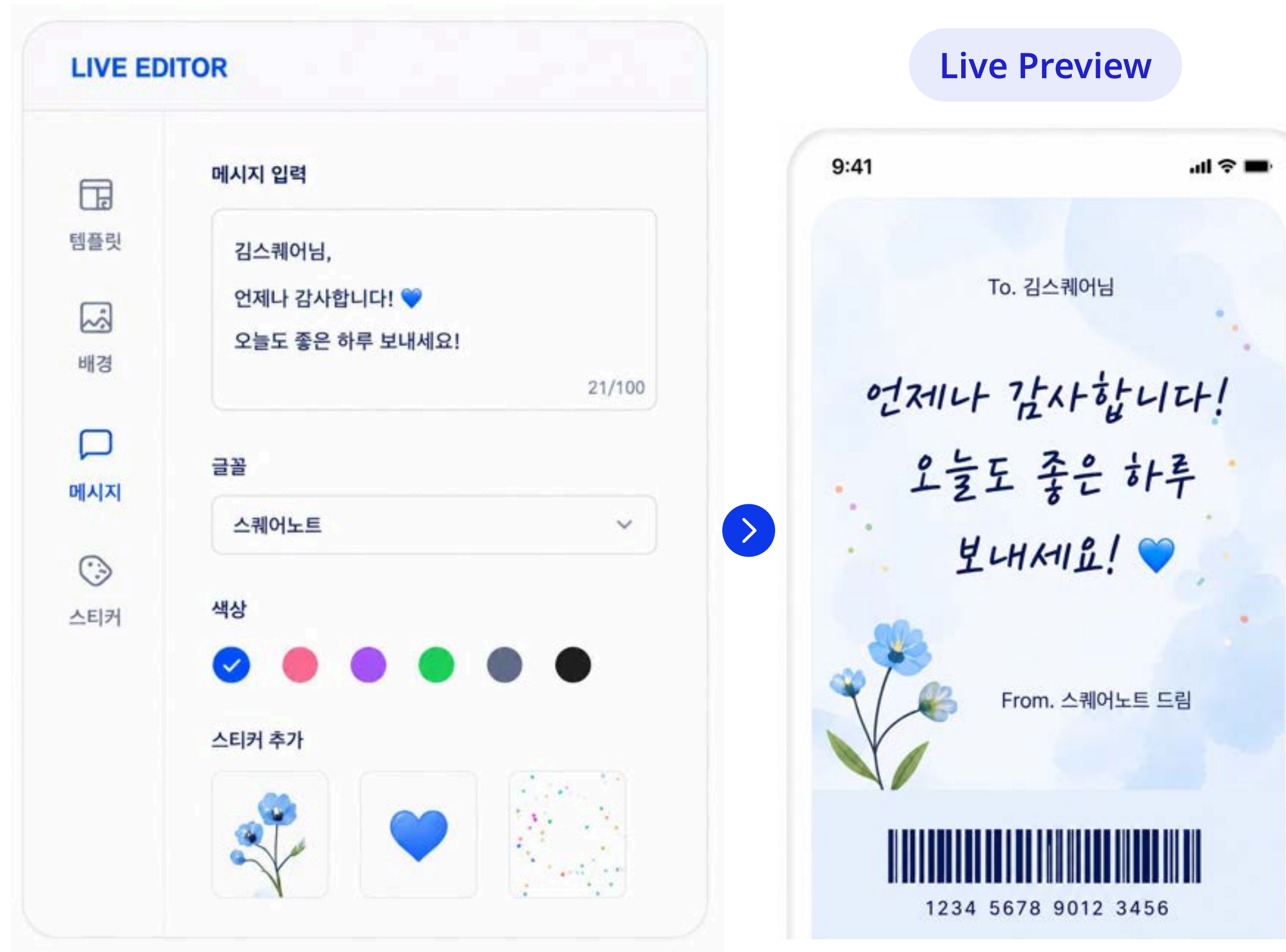
### Create in real time, check instantly, and deliver right away.

The live editor reflects every input instantly, so you can see the finished experience right away.

#### Realtime personalization

A new gifting experience: create instantly, deliver right away

Save time and cost with real-time editing, and delight customers faster.



#### Real-time Sync

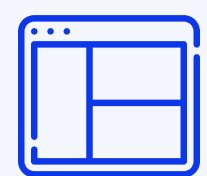
Every input is reflected instantly.

#### Free Editing

Freely edit text, images, and stickers.

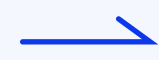
#### From One Unit

Personalize from a single unit, with no minimum.



#### 01 Choose Template

Pick from various design templates.



#### 02 Edit Content

Freely choose text, images, and colors.



#### 03 Live Preview

See input reflected instantly as a finished result.



#### 04 Instant Delivery

Send right away or schedule delivery.

## Our Service: ① GIFCON DIRECT(2)

# Beyond Benefits, Building Lasting Customer Relationships.

Personalized gifting strengthens relationships and brand value.

### Business & CRM Value

Beyond the gift,  
a new way to continue customer relationships.

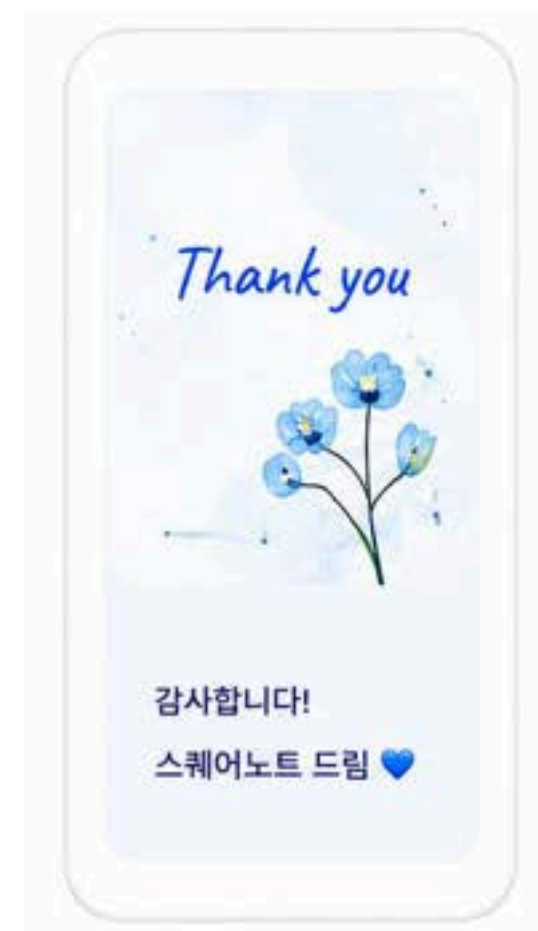
GIFCON DIRECT connects brands with customers and creates lasting relationships.

## Deepen customer relationships across diverse business moments.



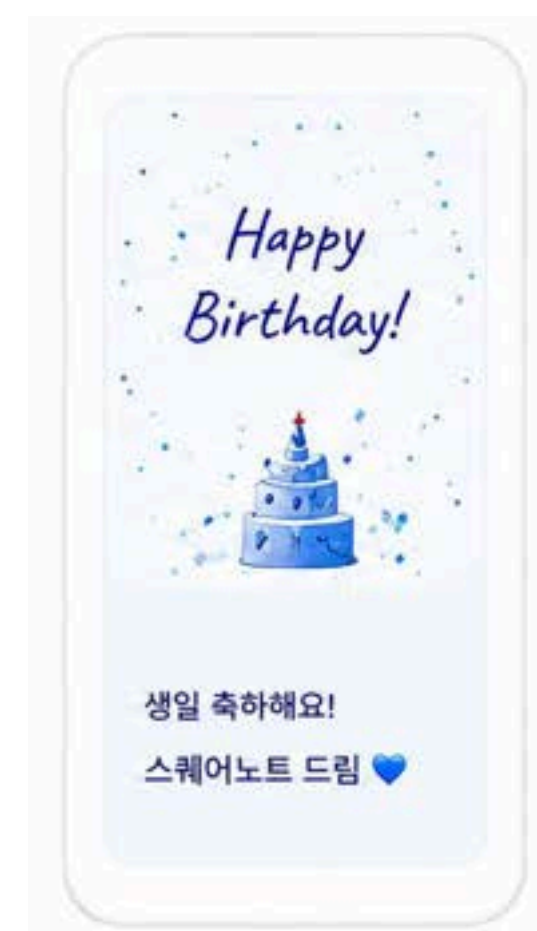
### Purchase Appreciation

Deliver a thank-you experience after purchase.



### Milestones & Anniversaries

weddings, promotions, and more.



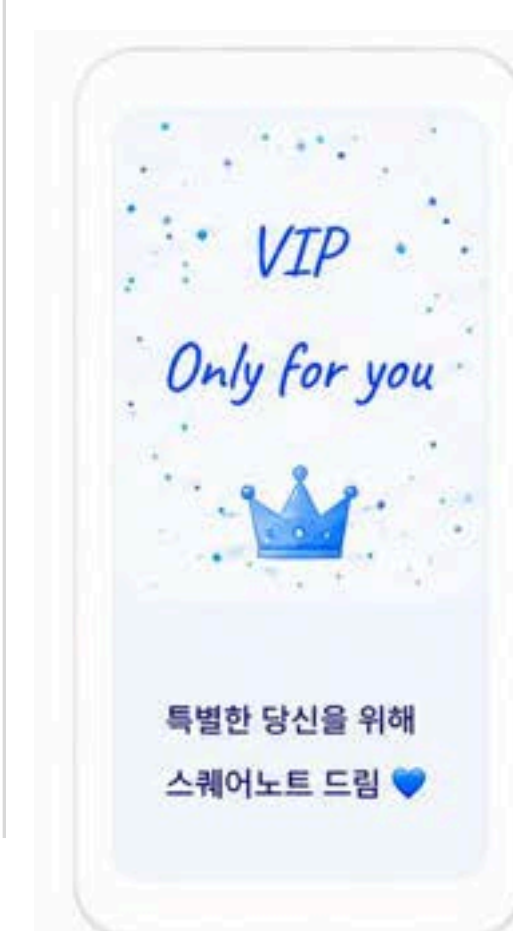
### Employee Gifts

Personalized gifts for welfare and belonging.



### Membership

Deliver differentiated value to loyal customers.



### Campaigns / Events

Increase engagement with branded gifts.



### Customer Relationship

Move customers with personalized messages and design.

### Brand Value

Deliver unique brand value beyond discounts.

### Data-Driven CRM

Turn gifting history into customer data assets.

### Operational Efficiency

Manage mass delivery and 1:1 gifting with ease.

## Our Service: ① GIFCON ASP(1)

# Complex operations, handled by SQUAREKNOT. Gifting, made effortless.

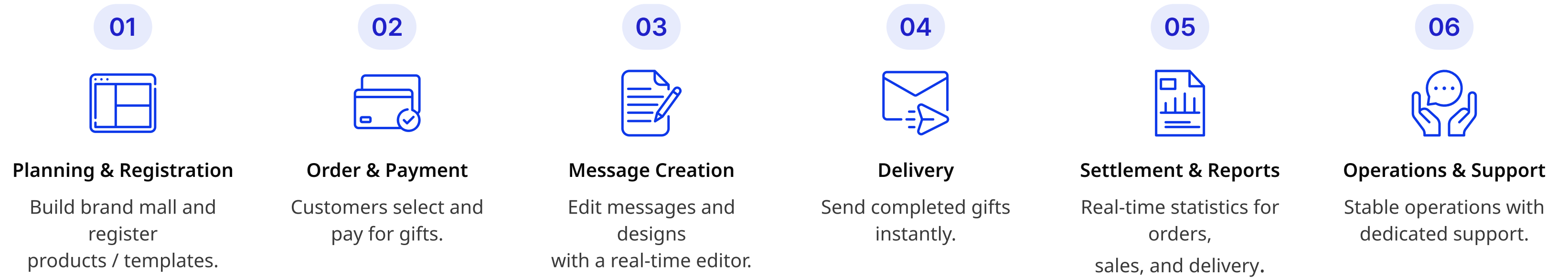
GIFCON ASP supports every step,  
from planning and operations to delivery.

### Service flow

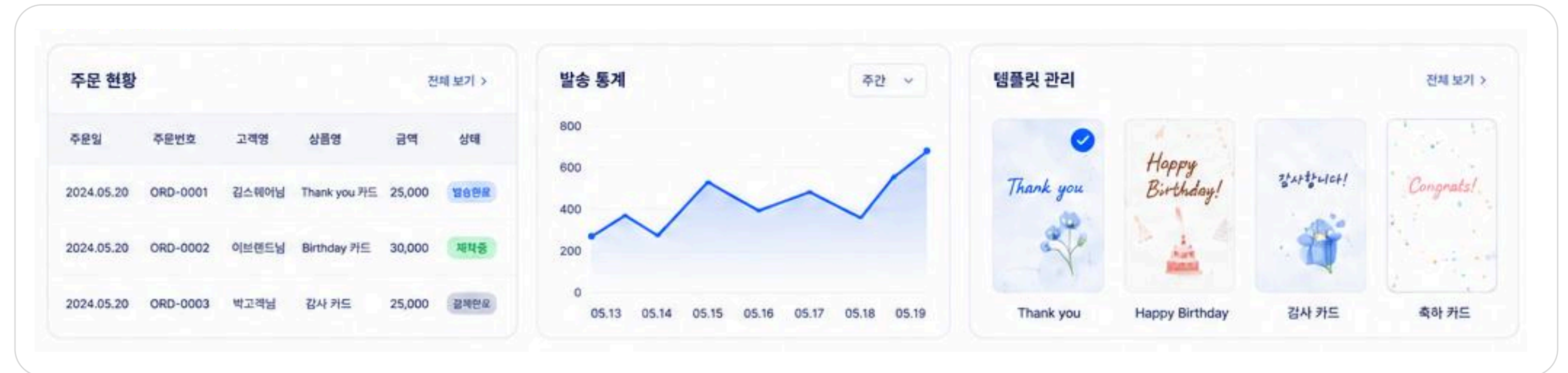
**Simpler operations. Better customer experiences.**

GIFCON ASP supports your brand's  
gifting experience with stability.

**Service Flow** From planning to delivery and operations - all in one.



### Admin screen example



#### Cloud-Based

Ready-to-use cloud service  
with no installation.

#### High Stability

99.9% uptime environment  
and data redundancy.

#### Data Security

Built to meet privacy  
and security compliance.

#### Dedicated Support

Dedicated manager and  
technical support.

#### Scalable Structure

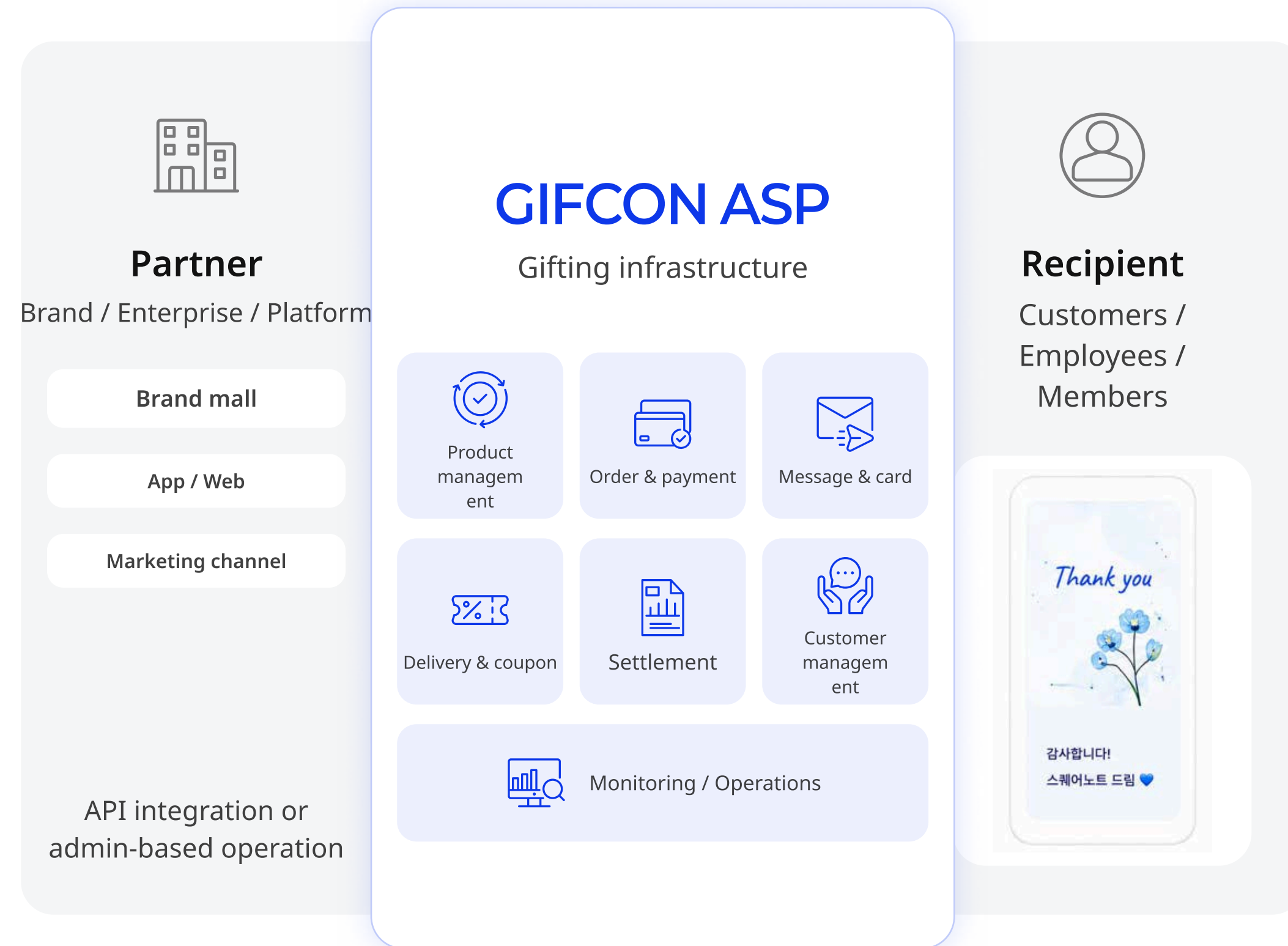
Flexible growth-ready  
architecture.

## Our Service: ① GIFCON ASP(2)

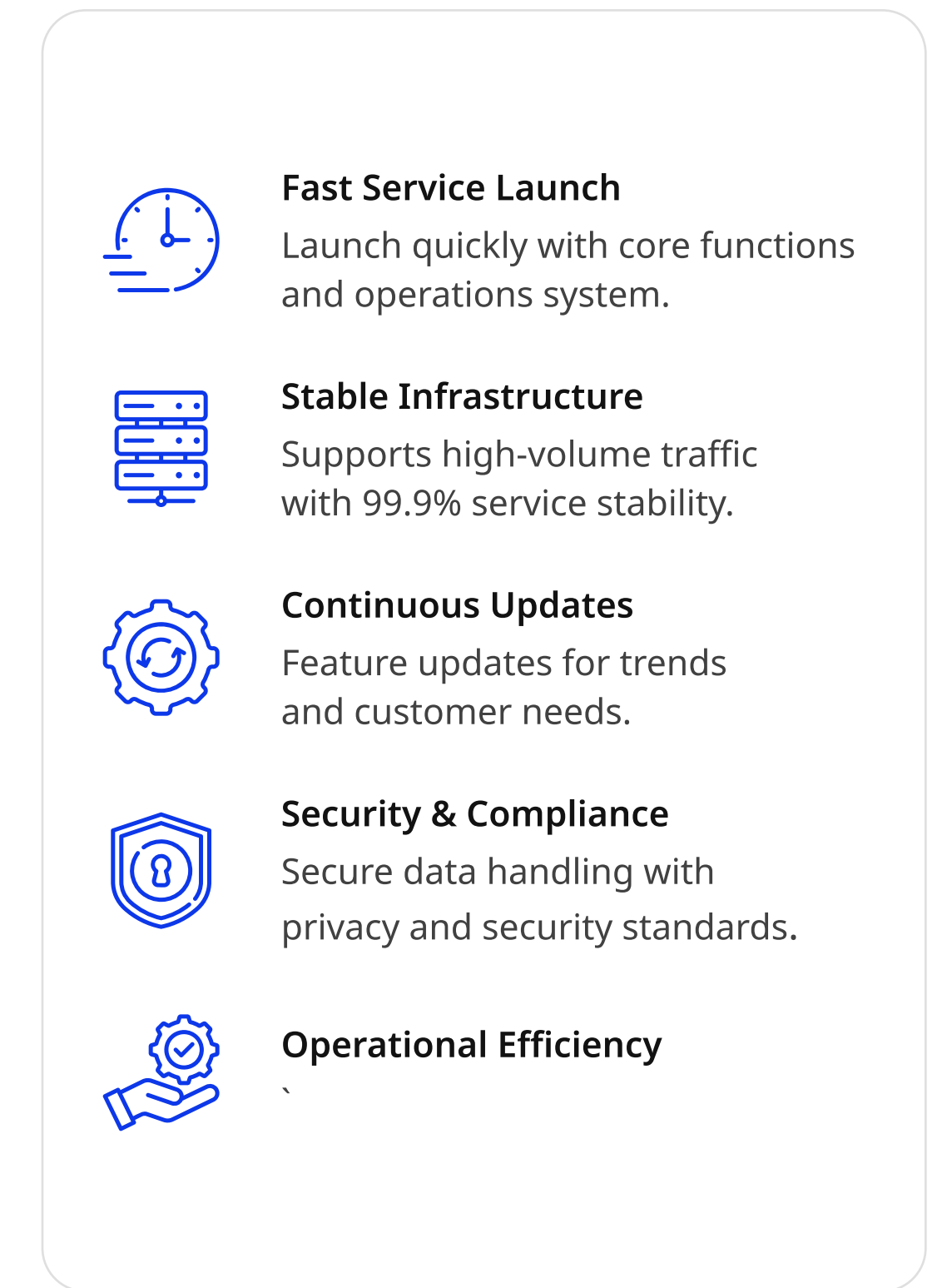
### A fast, stable gifting service: GIFCON ASP

All essential features for planning and operations are provided through an ASP model, enabling anyone to launch a gifting service quickly and easily.

#### Service Structure



#### ASP Benefits



#### Product & Template Management

- Product registration / Category
- Template management
- Inventory / Pricing

#### Order & Payment

- Order processing / Status
- Multiple payment options
- Payment history

#### Message & Card

- Message creation / Templates
- Real-time preview
- Custom design options

#### Delivery & Coupon

- Real-time delivery
- Coupon / Barcode
- Expiration / Usage

#### Settlement & Analytics

- Automated settlement
- Sales / Delivery statistics
- Dashboard

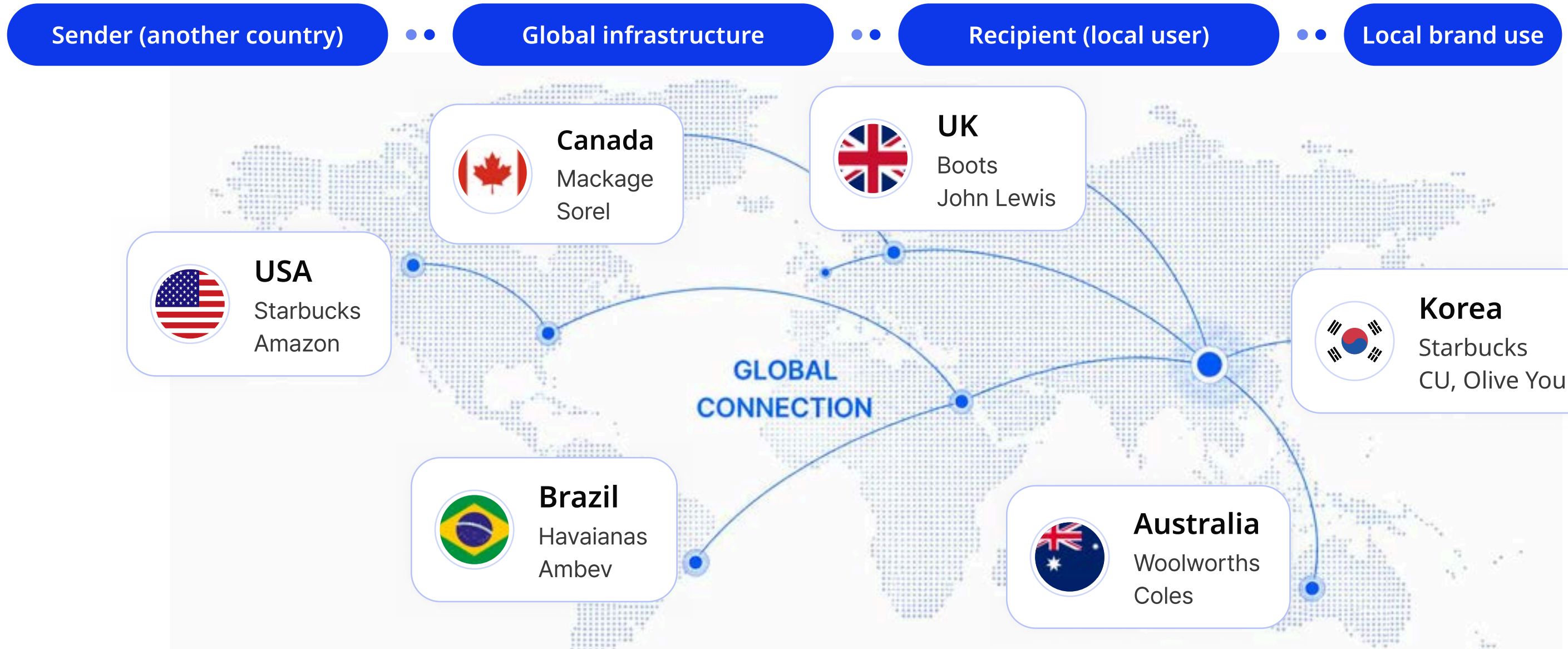
#### Customer & Operations

- Customer management
- CS / Inquiries
- Admin permissions

**Our Service: 1 GIFCON GLOBAL GIFTING(1)**








**A gifting experience connected across borders**




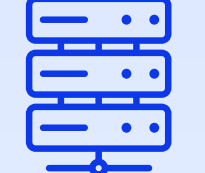
SQUAREKNOT's global infrastructure connects people across language, country, and culture, so they can gift what's in their heart.



**Key Use Cases**

**Target Partners**

 <p><b>Tourist Benefits</b></p> <p>Offer local brand gifts usable during travel</p>	 <p><b>Gifts for Family Abroad</b></p> <p>Easily send your heart to family and friends, anytime, anywhere</p>	 <p><b>Travel Platform Promotions</b></p> <p>Give travelers special perks and experiences as gifts</p>	 <p><b>Overseas Remittance</b></p> <p>Send money along with a heartfelt gift</p>	 <p><b>OTA / Travel Platforms</b></p> <p>Gifting perks that expand the traveler experience</p>	 <p><b>Banks / Card Issuers</b></p> <p>Distinctive benefits for global customers</p>	 <p><b>Tourism Boards / Local Govt</b></p> <p>Local brand experiences for visitors</p>
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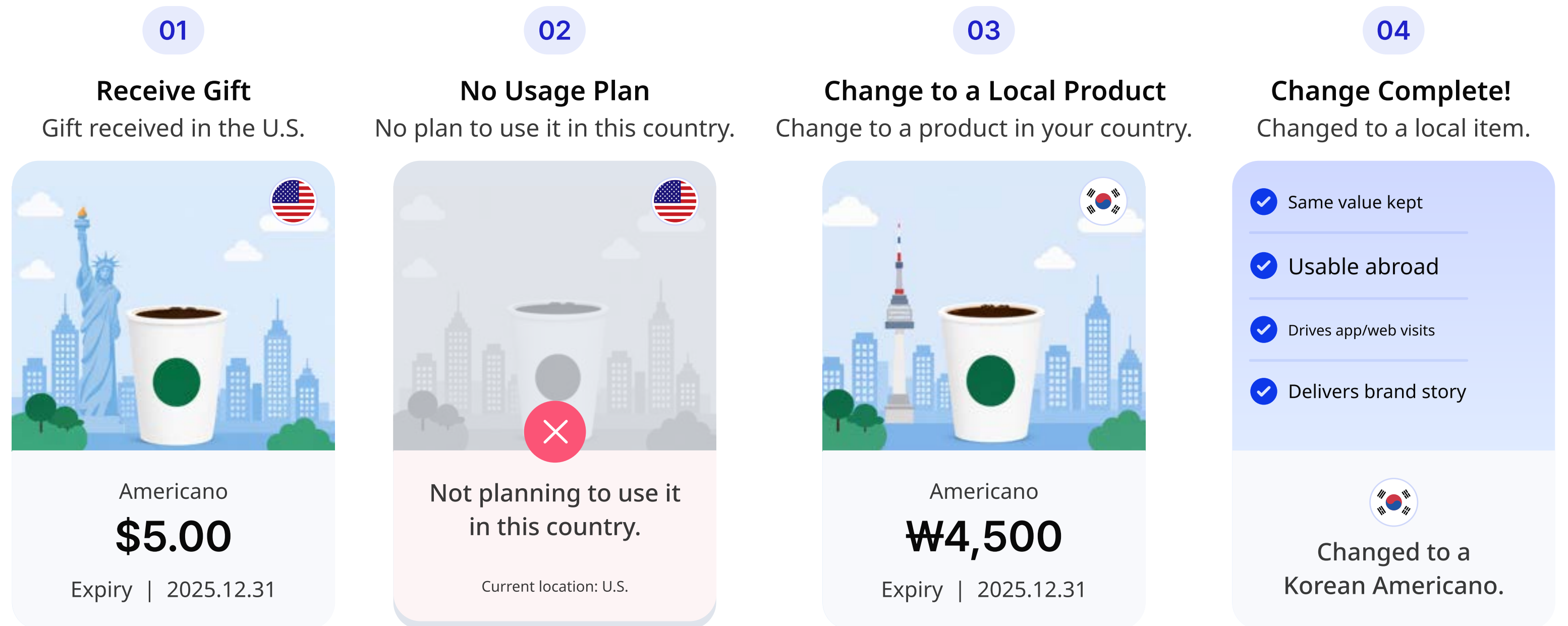
 <p><b>Global Connection</b></p> <p>200+ countries linked Local brand integration</p>	 <p><b>Multilingual Gifting</b></p> <p>Deliver gifts without language barriers</p>	 <p><b>Local Brands</b></p> <p>Choose from diverse brands in each country</p>	 <p><b>Secure Infrastructure</b></p> <p>Reliable service on global security standards</p>
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## Our Service: ① GIFCON GLOBAL GIFTING(2)

### Reconnect the value of gifts left unused.

With SQUAREKNOT's reactivation technology, unused gifts can be exchanged for products in another country and connected to new value.

#### Change Example



#### Process

Gift Received

No Usage Plan

Change Request

Local Conversion

Complete



#### Value Continuity

Preserve gift value across borders and connect it to local products.



#### Global Flexibility

Change freely across countries, brands, and currencies.



#### Secure Reactivation

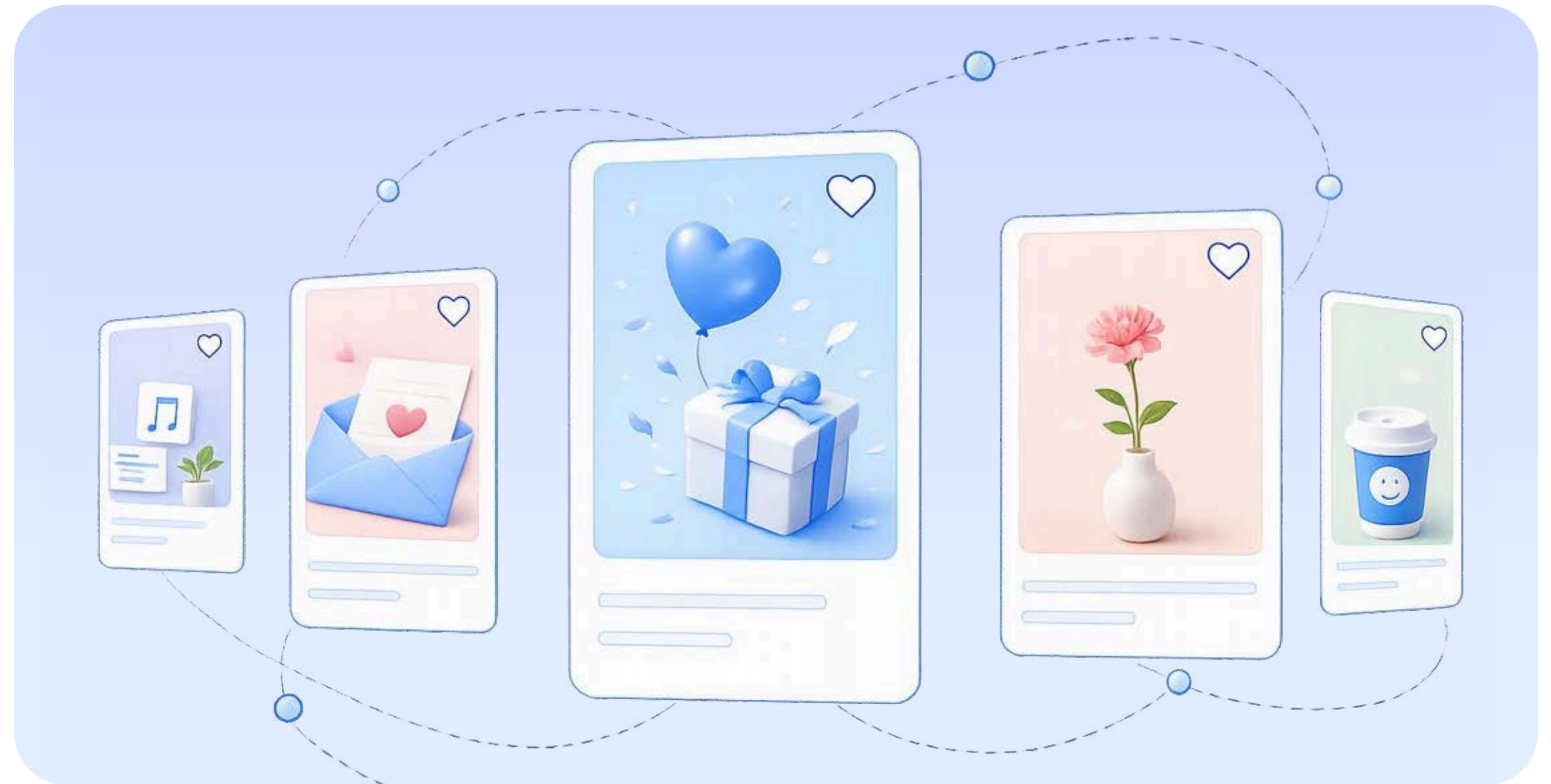
Policy-based verification and exchange for a trusted service.

## Our Service: 2 GIFCA

### **Adding emotion and the collecting experience to gifts: Emotional gifting layer**

Add emotion and taste to your gifts.

GIFCA adds emotion, taste, and a new collecting experience to digital gifts. Rather than gifts that are simply used and gone, it builds a new gifting culture through an emotional gifting experience worth remembering and collecting.



#### **Emotional Expression**

Convey emotion through messages, images, sounds, and more.



#### **Taste Reflection**

A gift experience reflecting your tastes and preferences.



#### **Collecting Experience**

Collect and keep the gifts you want to remember.



#### **Lasting Value**

Preserve emotion and value over time.

Our Service: ② GIFCA PRACTICAL(1)

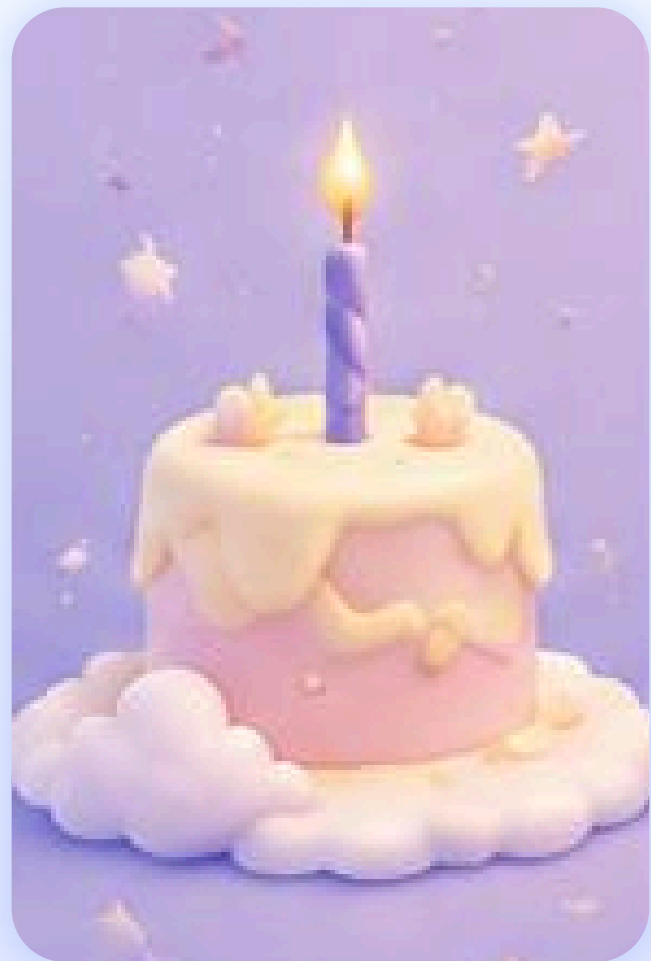
## Send your heart with an emotional card.

Choose a special card that fits the mood and moment, and deliver your message more warmly.

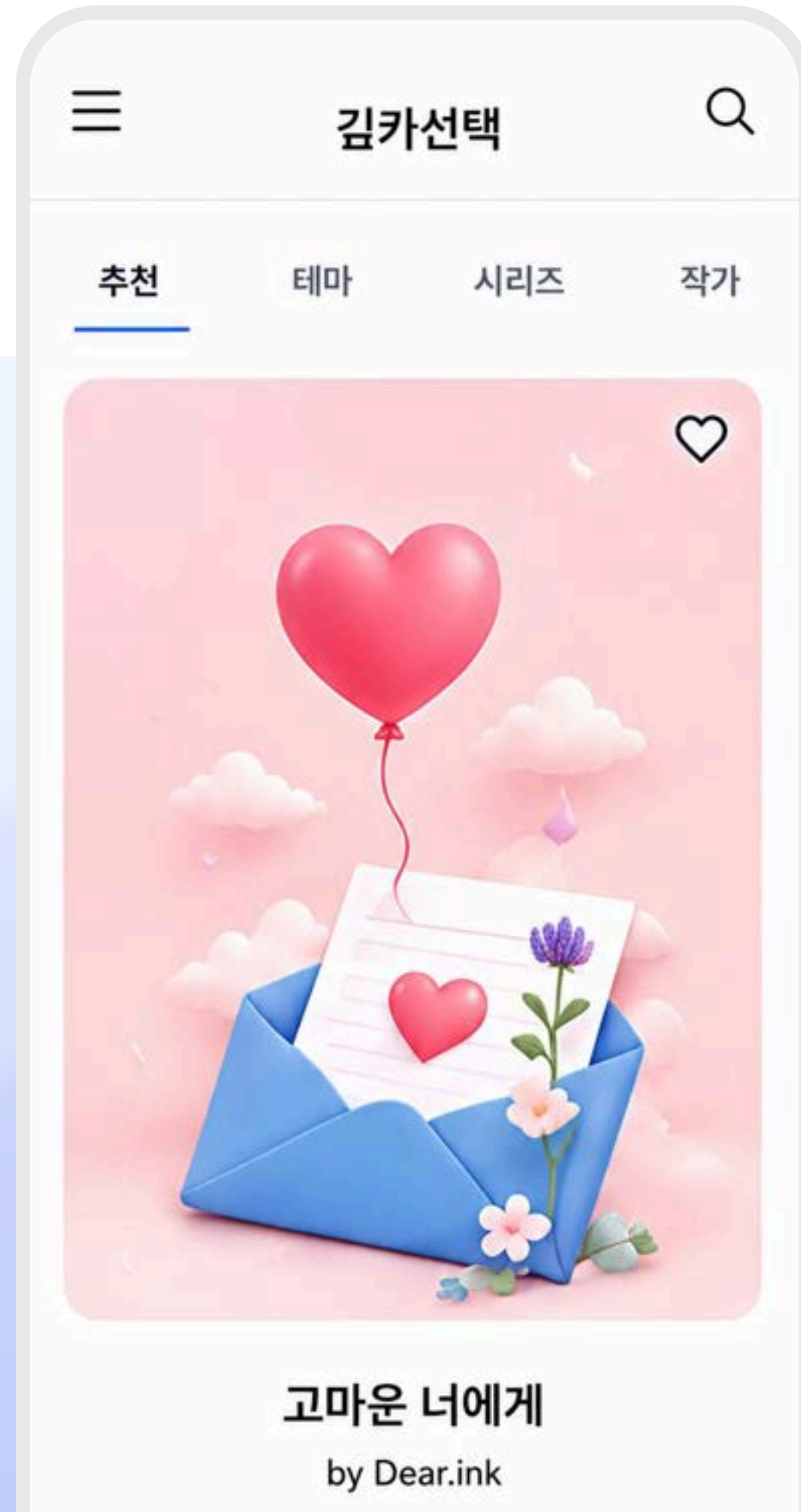
### Start with Emotional Expression

It begins with one card that best expresses your heart.

Happy Birthday



Wishing You Luck



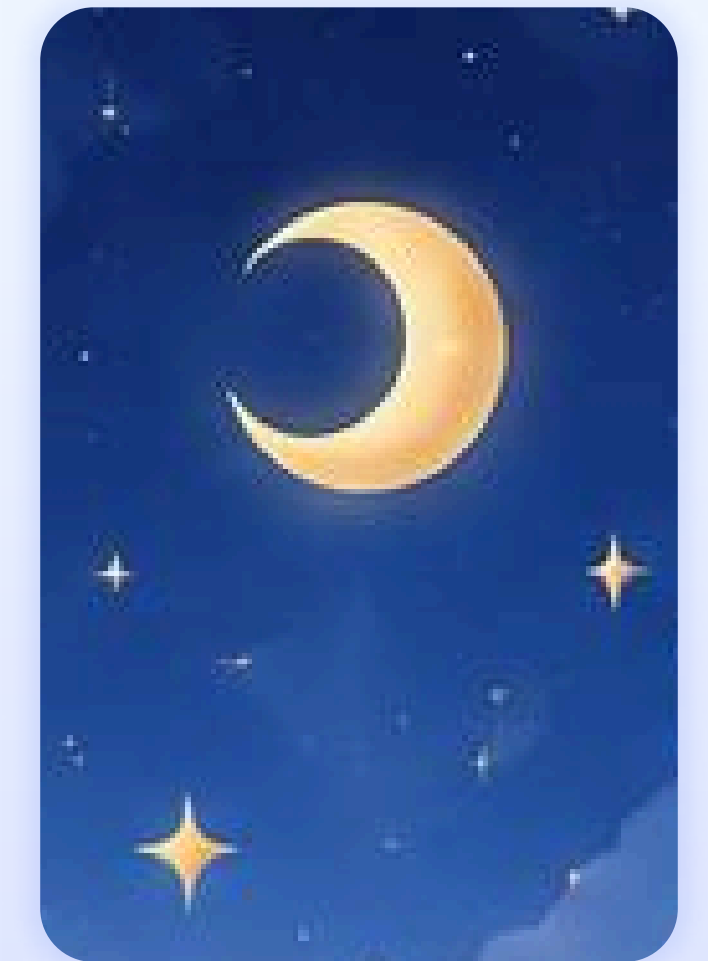
### Designs for Every Taste

Choose your own emotion from themes and artwork.

Thank You Always





Good Night, Sweet Dreams




## Our Service: ② GIFCA PRACTICAL(2)

# A card collection to remember, gifts you can freely change


Keep received cards safe, and change gifts to match your taste.

My Card Collection  


**All 6** Received Purchased Liked




**To Dear You**  
2024.05.12




**Happy Birthday**  
2024.04.22




**Good Luck**  
2024.04.15



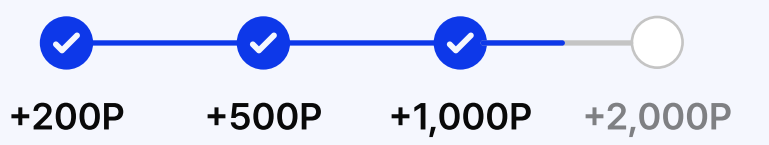
**Thank You Always**  
2024.05.30





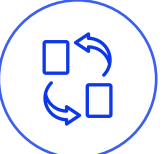

**Sweet Dreams**  
2024.03.12



**Congrats**  
2024.03.10

Collect sets for point rewards!   
The more sets you complete, the more GIFT points you earn.


Change Gift (CHANGECON)

 →  →  → 


Received Gift      Select Product      Change Done      Use

---


Exchange for any product, freely.




Coffee



Ice Cream



Burger



Movie Ticket

---

**Change Guide**

- ✓ You can freely change a received gifticon.
- ✓ If you pick a pricier product, change after paying the difference.
- ✓ After changing, use it easily as a new gifticon.



### Collect and Keep Cards

Received cards are saved to your collection, so you can relive the moment anytime.



### Change Gifts Freely

Swap a received gifticon for the product you want, freely within 7 days.



### Rewards on Completion

Complete a collection to earn GIFT points you can use on your next gift.

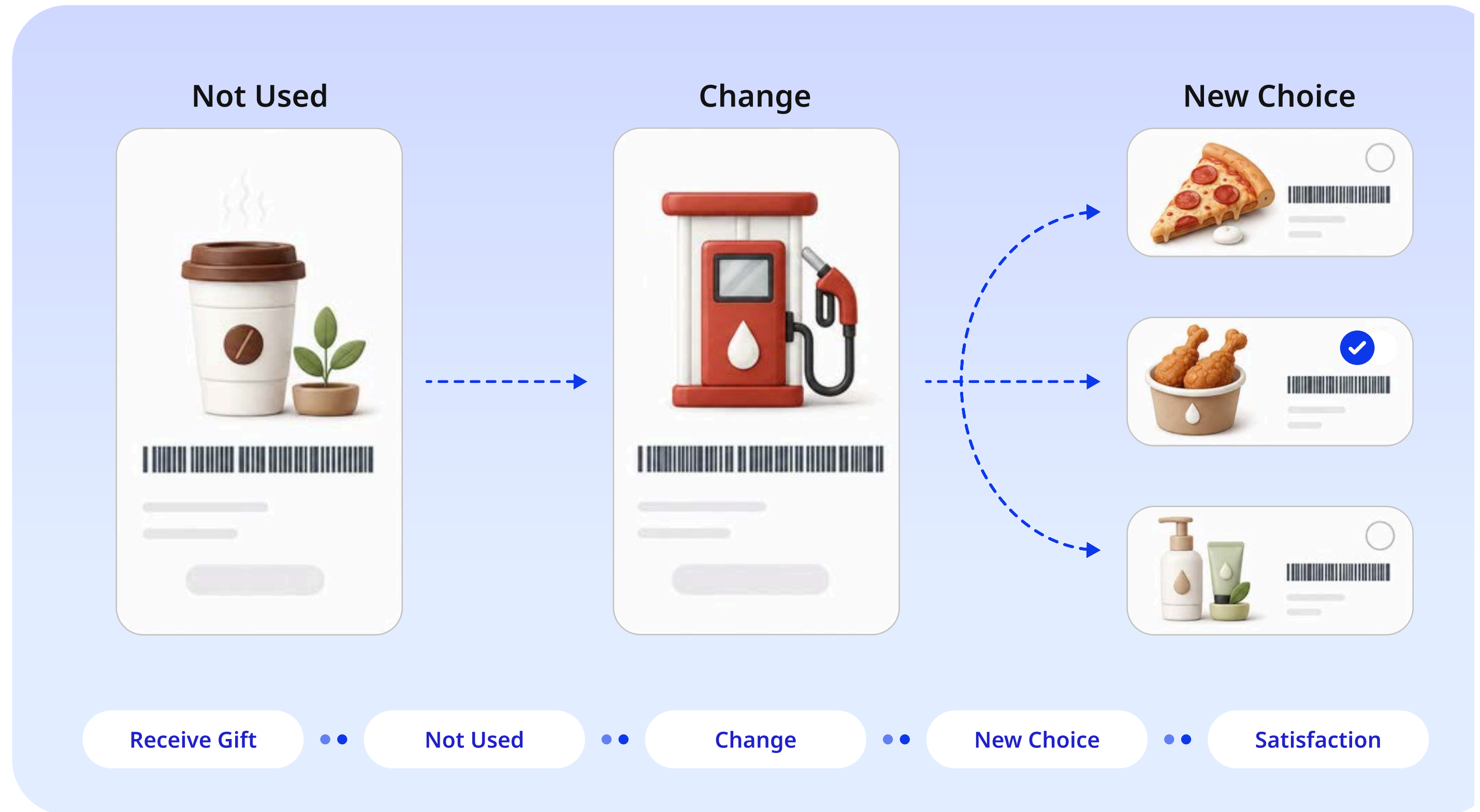
**Our Service: ③ CHANGECON**

**A reactivation gifting layer that revives the gift experience through user choice.**

An unsatisfying gift is not remembered long.

CHANGECON offers a gifting experience that lets users use digital gifts more freely, matched to their taste and situation.

By reconnecting the value of unused gifts and continuing the process of choice, this flexible gifting experience drives higher usability and new relationship experiences.



**Expanded Choice**

Switch freely to the brand and product you want.



**Value Reconnection**

Reconnect the value of unused gifts.



**Higher Satisfaction**

A satisfying experience tailored to personal taste and context.



**Stronger Brand Bonds**

Build long-term relationships with a more flexible experience.

Our Service: ③ CHANGECON PRACTICAL(1)

# Reconnect the value of unused gifts.

Freely change unwanted or inconvenient gifts into the products you actually want.

**A gift unused because the store is far**  
With no store nearby, it's just forgotten.

---

**An unwanted gift**  
It doesn't match your taste, so it goes unused.

---

**A gift with worrying expiry**  
You'll use it someday - but it expires.

⋮


One CHANGECON connects you to new satisfaction!

## Brand A too far? Switch to a closer Brand B!

**01**


You received a gift from Brand A

Received gift (A BRAND)



Store A


**Brand A Coffee**  
No store near home.



**02**

Tap 'Change' in CHANGECON

Select Change



Change this product?

- Change to any product you want
- Balance kept even if unused
- Expiry date stays the same

Change

**03**

Pick your brand from many options

Select Brand

Choose the brand you want.

 Cafe	 Dessert
 Burger	 Chicken
 Convenience	 Fast Food

See more brands

**04**

Pick your product

Select Product


<input checked="" type="checkbox"/>  Americano	 Caffe Latte
 Cappuccino	 Vanilla Latte

Done

**05**


Use the new gift at Brand B near home


Change Complete! (B BRAND)





Store B


**Brand B Coffee**  
Usable at the store near home!



 Use it conveniently at available stores

 Freely change to the product you want

 Change with ease - expiry stays the same

 Keep the gift's value with new satisfaction

Our Service: ③ CHANGECON PRACTICAL(2)

**Not just a coupon.  
A marketing tool  
that reconnects customers.**

CHANGECON gives customers more choice and benefits, while companies increase retention through ad exposure.

<b>35%</b> Change completion	<b>24%</b> Ad engagement
<b>2.4x</b> Page visits	<b>4.8/5</b> Customer satisfaction

← Deliver your brand naturally within the change journey. →

- 01 Receive CHANGECON**  
Send a CHANGECON with appreciation.

---

- 02 Visit Change Page**  
Customer visits the page to find a desired product.

---

- 03 Ad & Promotion Exposure**  
Brand ads and promotions appear naturally.

---

- 04 Change Complete & Next Action**  
Product is changed, linked to benefits or events.

Change Product

Owned Gifticon  
Iced Americano  
**KRW 4,100**

**STEP 1 Select Brand**

All   
  A   
  B   
  C

**STEP 2 Select Product**

- Americano (R)
- Caffe Latte (R)
- Cold Brew (R)
- Vanilla Latte (R)

Change Product



**Create greater impact with follow-up actions.**

- Event participation

---

- Coupon or benefit offer

---

- App or web visit

---

- Brand story delivery

CHANGECON is a powerful marketing tool for business growth.

<p><b>Customer Retention</b></p> <p>Improve satisfaction and revisit rate through product changes.</p>	<p><b>Ad &amp; Brand Exposure</b></p> <p>Expose brand promotions naturally during the change process.</p>	<p><b>Additional Actions</b></p> <p>Connect to events, app visits, coupon downloads, and more.</p>	<p><b>Marketing Efficiency</b></p> <p>Maximize marketing ROI from rewards and coupons.</p>
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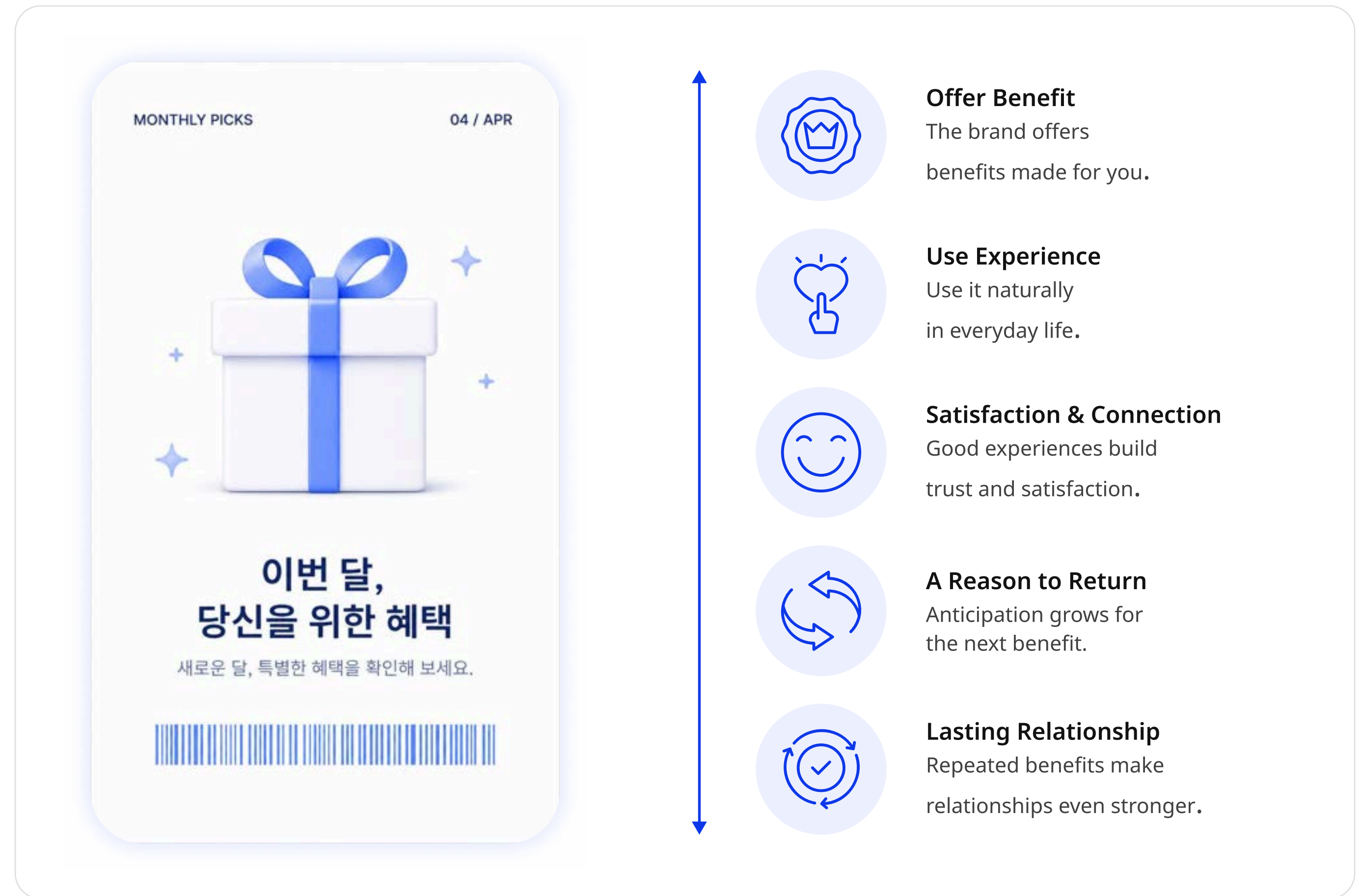
## Our Service: 4 PICKS

# A subscription & membership gifting layer that builds ongoing benefits and relationships in daily life

A benefit experience doesn't end after one time.

PICKS is designed so that ongoing benefits and gifting experiences continue through everyday routines.

Beyond simple discounts or memberships, it offers a subscription gifting experience that naturally sustains the brand-user relationship.



### Relationship Continuity

Repeated experiences strengthen relationships.



### Customer Loyalty

Ongoing benefit experiences build brand loyalty.



### Higher LTV

Long-term relationships create greater value.

## Our Service: 4 PICKS PRACTICAL(1)

# A new experience: bundled benefits arriving regularly

A bundle pack of several digital gifts arrives regularly on your set schedule.

Receive bundled benefits on your calendar schedule!

01

### Choose Bundle Pack

Select a bundle pack from your brand.



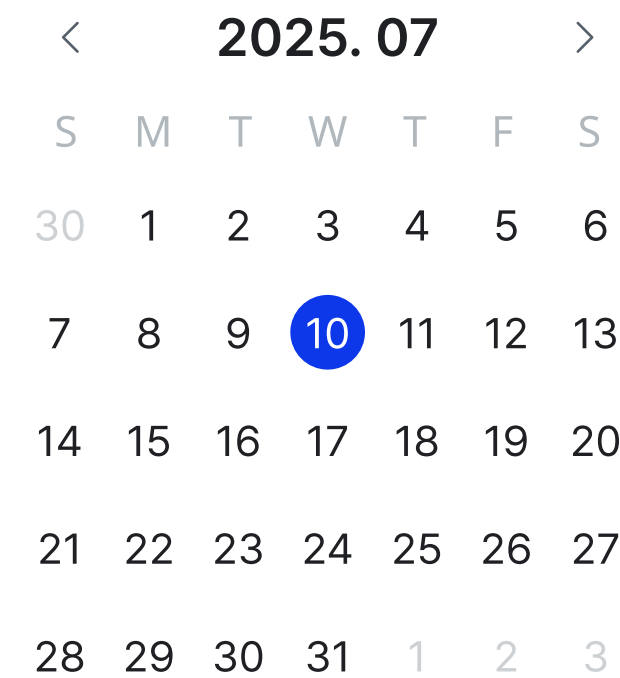
Cafe & Dessert Bundle Pack **Monthly**  
KRW 19,900

Select

02

### Set Schedule

Choose the day and cycle to receive each month.



Delivery date 10th monthly

Cycle Monthly

Done

03

### Regular Arrival

The bundle pack arrives automatically on schedule!



Your July PICKS has arrived!

Your bundle pack arrived on the set schedule.

Open

04

### Pack example

Make the most of varied benefits for a richer everyday life.



Americano



Caffe Latte



Donut



Bakery



Burger Set



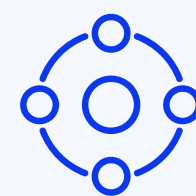
Discount Coupon

Make the most of varied benefits!



### Regular Benefits

Delivered automatically on the schedule set via the scheduler API.



### Bundled Products

Bundled benefits that combine several gifticons into greater value.



### Joy of Anticipation

The excitement of awaiting new benefits each month continues.

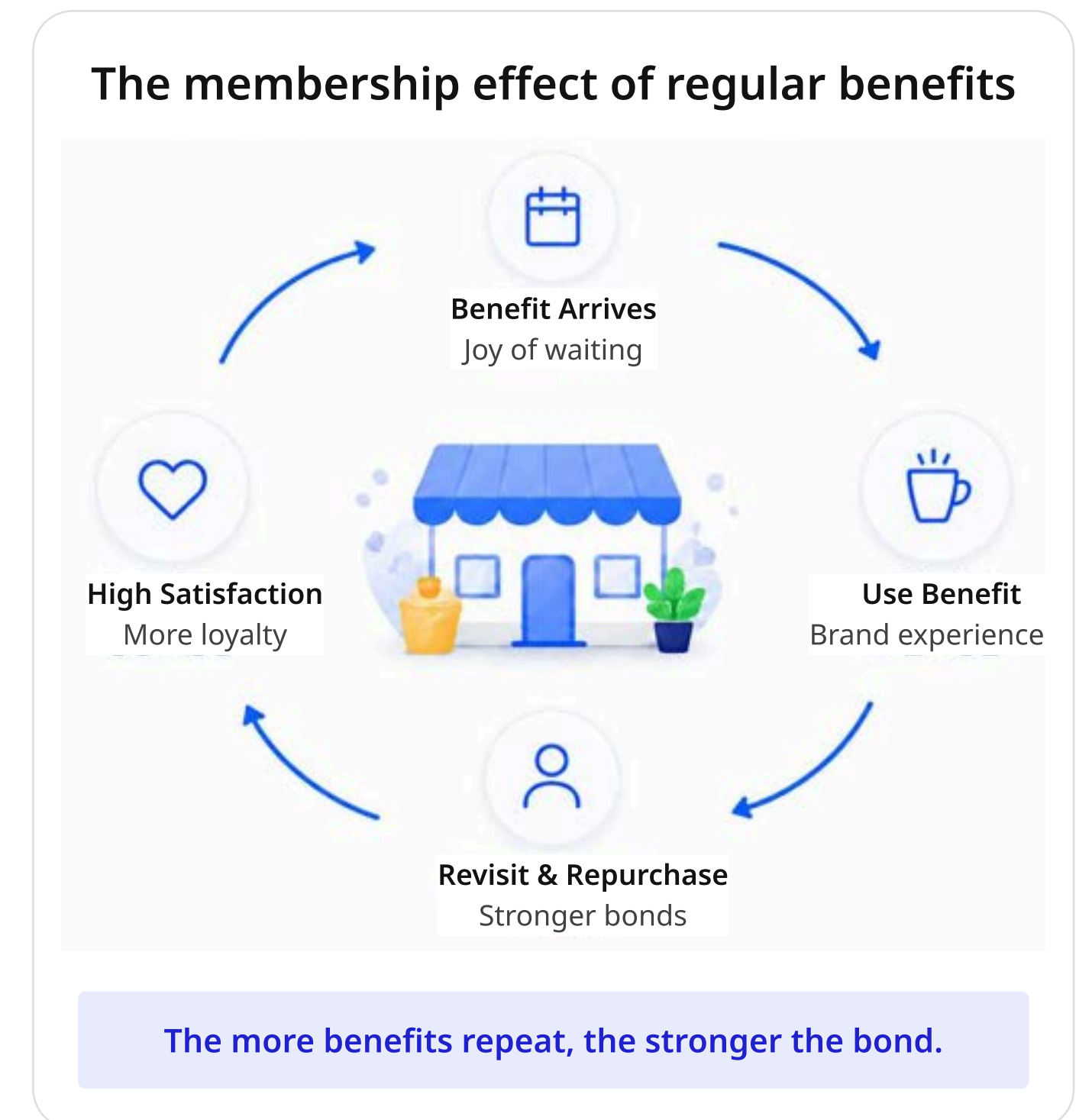
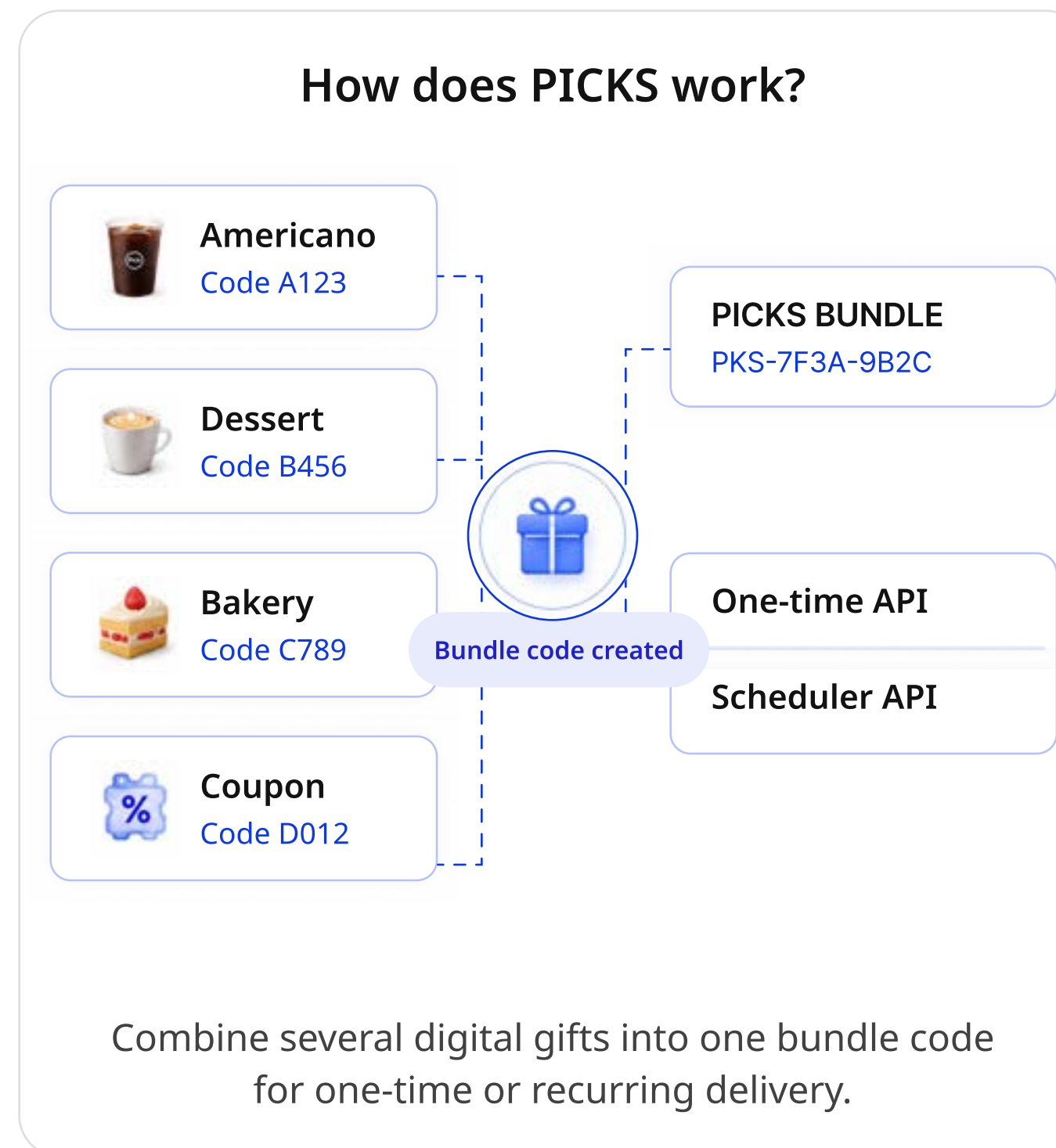
## Our Service: 4 PICKS PRACTICAL(2)

# Strengthen brand relationships with lasting benefit experiences.

PICKS delivers bundled benefits regularly, keeping customers and brands continuously connected.

- 01 Plan & Build**  
Plan bundles for your target and goal
- 02 Product Bundling**  
Bundle gifticons into a single product code
- 03 Set Schedule**  
Set recurring delivery via scheduler API
- 04 Recurring Delivery**  
Auto-send benefits on the set schedule
- 05 Performance Analysis**  
Analyze and improve using usage data

← A one-stop gifting subscription solution for membership businesses →



#### Revisit & Retention

Regular benefits naturally increase customer touchpoints with the brand.

#### Membership Programs

Combine with subscriptions to offer a distinctive membership service.

#### Lower Operating Costs

Run efficiently with a one-stop solution - from product setup to delivery and settlement.

#### Higher LTV & Loyalty

Ongoing benefit experiences raise customer value and brand loyalty over time.

**Our Service: SEALRECON**

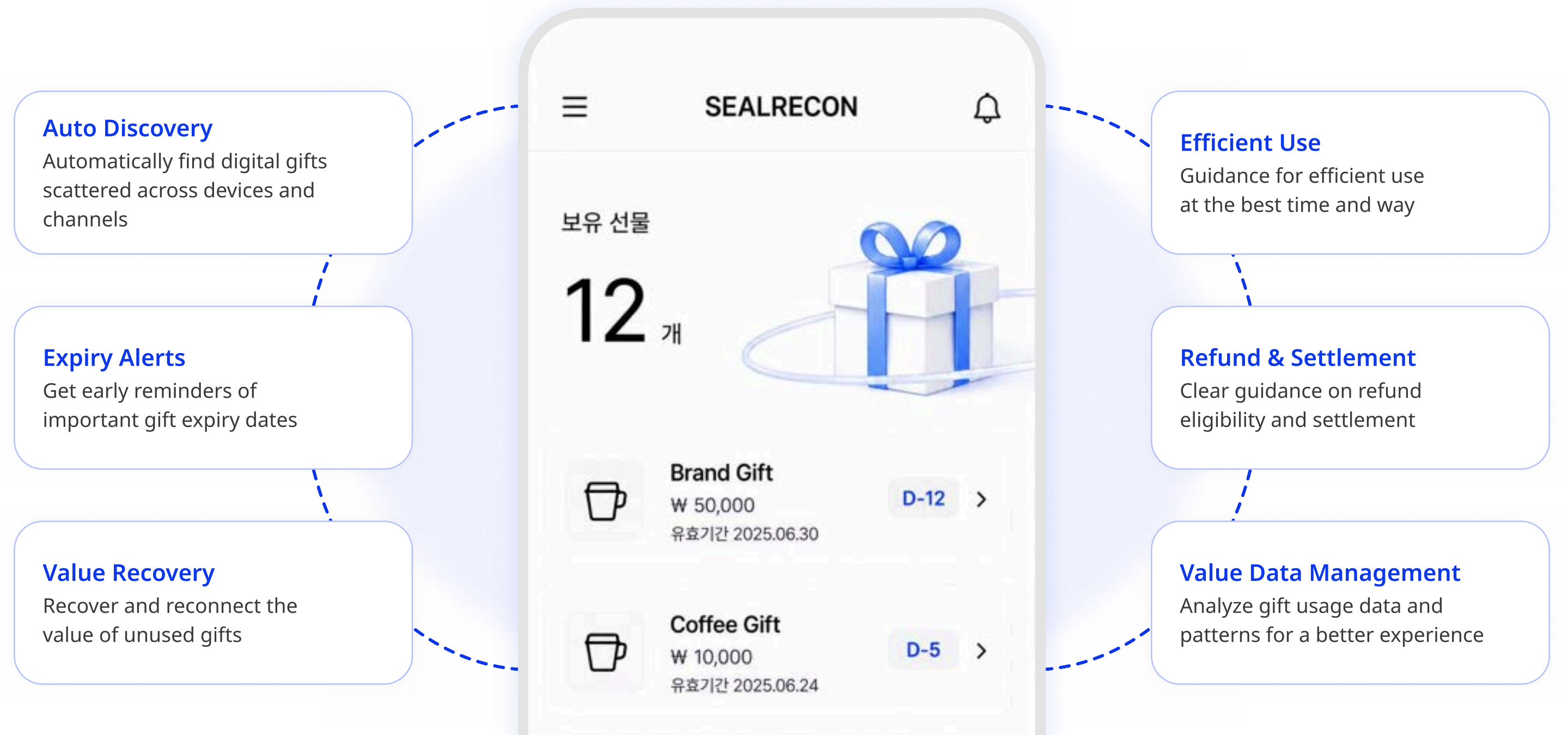
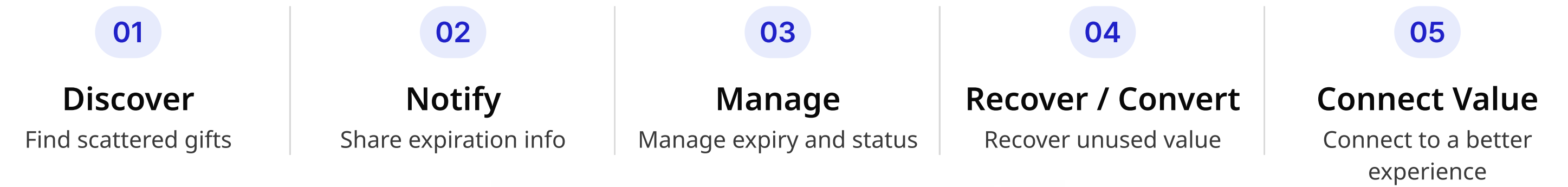
# A lifecycle management gifting layer that connects digital gift value to the very end

The value of a digital gift should be managed to the end.

SEALRECON automatically finds digital gifts scattered across a user's devices and manages the gifting lifecycle so they can be used more efficiently.

From expiration alerts to value recovery and refund guidance, it offers a smart gifting experience that reconnects unused gifting value.

The gift lifecycle SEALRECON manages



**Worry-free Management**

So you never miss an important gift



**Time Saving**

Save valuable time with more efficient use



**Value Preservation**

Connect unused value to the very end



**Personalization**

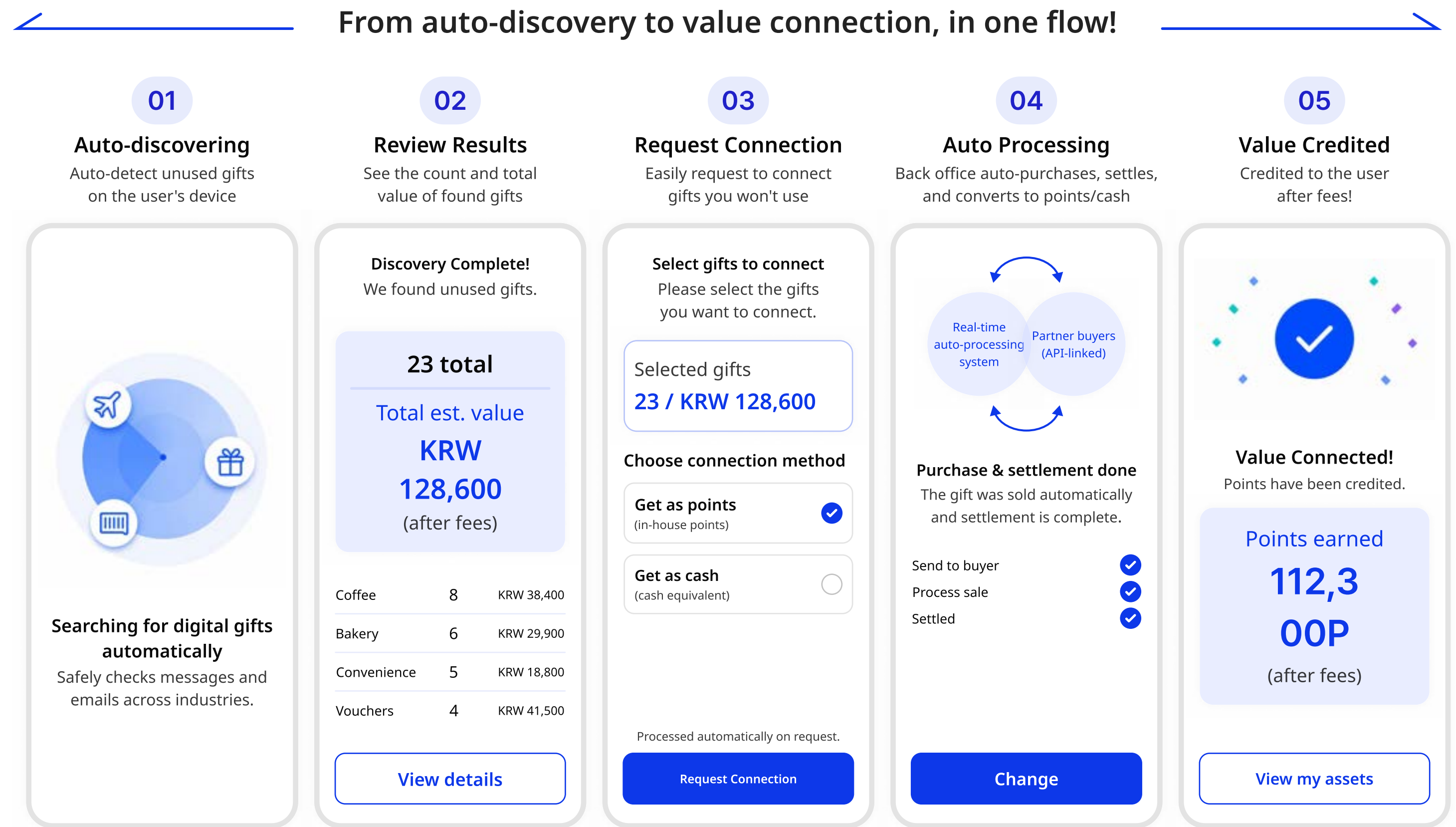
A gift experience optimized for each user

**Our Service: 5 SEALRECON PRACTICAL(1)**

# Automatically find scattered digital gifts and reconnect their value.

A smart experience that auto-detects unused digital gifts and returns their value as points/cash

<b>99.4%</b> Avg. discovery rate	<b>KRW 86,000</b> Avg. connected amount
<b>1-2 min</b> Avg. processing time	<b>89%</b> Value conversion rate



**Auto Discovery**

Automatically finds every digital gift hidden on the user's device.



**Value Calculation**

Shows the total value of found gifts at a glance, waking up dormant value.



**Value Connection**

Easily turn gifts you won't use into points/cash with no hassle.

## Our Service: ⑤ SEALRECON PRACTICAL(2)

# Digital gifts are assets that need to be managed too.

SEALRECON gathers all digital gifts into one asset, sorts them by usage, and manages their value efficiently.

Recommended for

Fintech / Banking

Membership / Rewards

Telecom / Retail

Lifestyle

Insurance / Finance

Public / Government

### A digital asset management solution you can embed in your app

#### Scan All Devices

Auto-detect digital gifts on user devices

#### Asset Consolidation

Gather all gifts and calculate total asset value

#### Sorted Management

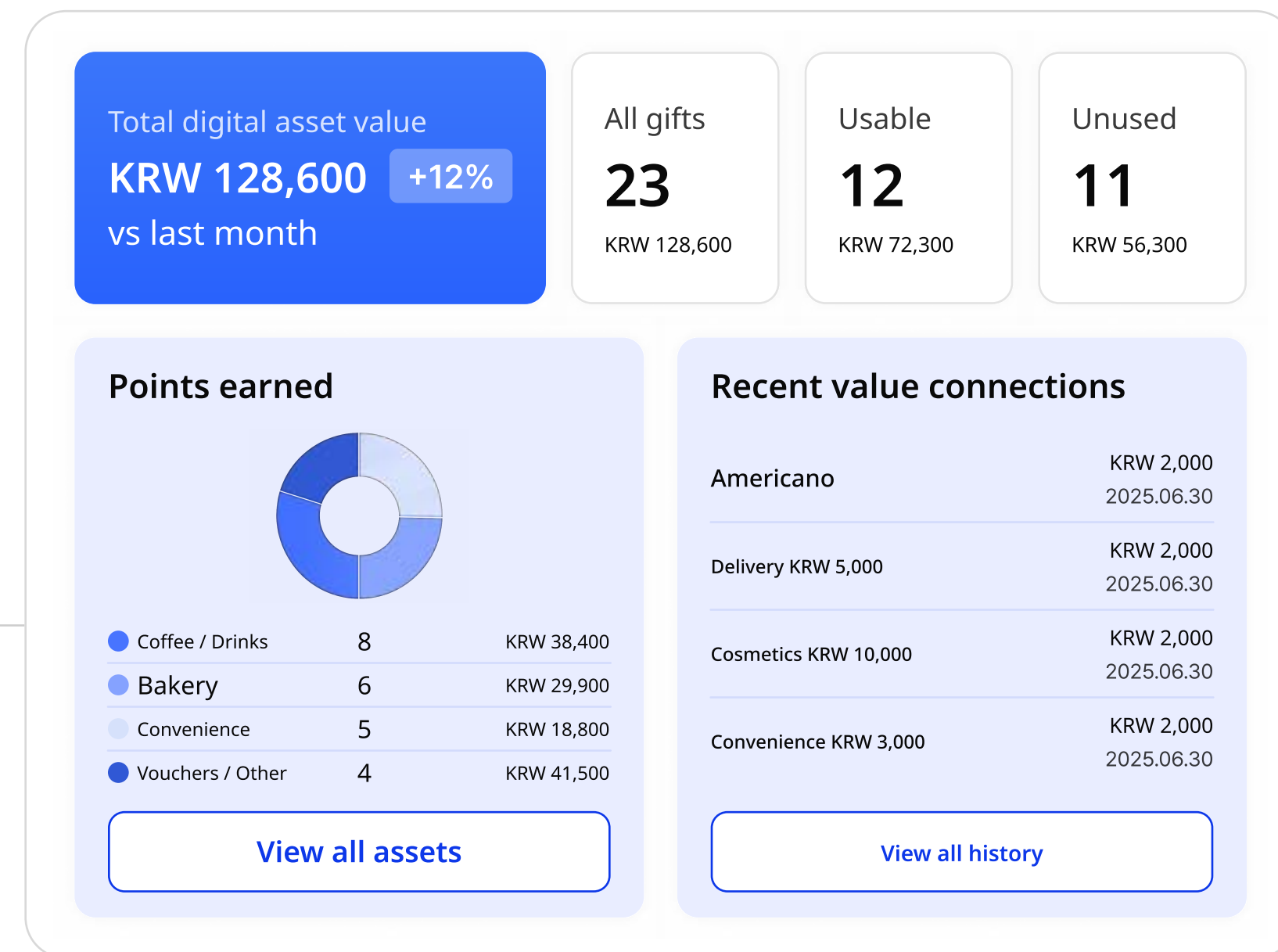
Sort used/unused gifts and manage systematically

#### Value Connection

Connect unused gift value to points/cash

#### Data Utilization

Use insights and reports to grow the service



#### Here's what SEALRECON changes!

##### Operational Automation

Cut manual effort and boost efficiency

##### Monetize Unused Assets

Recover idle assets to improve UX and corporate value

##### Higher Satisfaction

Find hidden value to raise satisfaction and loyalty

##### Data Asset Capture

Use gift data for CRM and marketing insights

##### Trust-based Service

Deliver trustworthy asset management with transparent, automated processes

#### Auto Management

Everything is managed automatically, from discovery to value connection

#### Asset Consolidation

Gather scattered digital gifts and see total asset value at a glance

#### Used / Unused Sorting

Separate used and unused gifts for systematic management

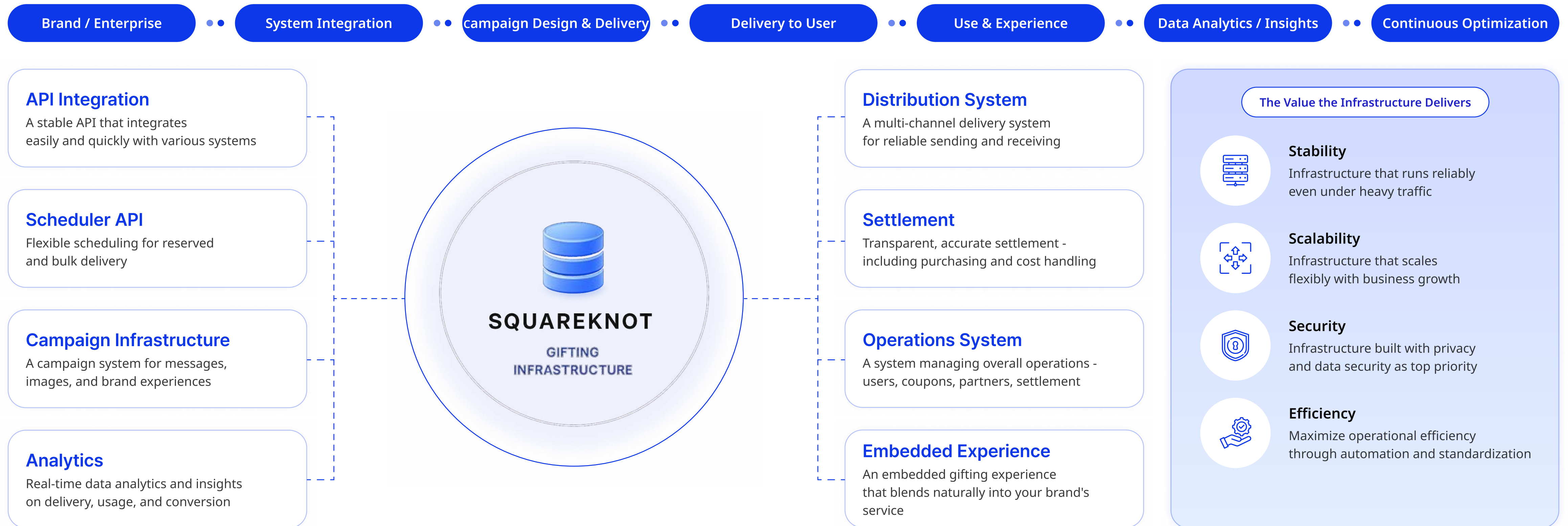
#### Data-driven Insights

Analyze holdings, usage patterns, and value changes for smarter decisions

## Infrastructure

# Behind every gifting experience is a connected infrastructure.


SQUAREKNOT provides a gifting infrastructure that connects the entire digital gifting process - API, MMS, ASP, settlement, and operations. Brands and companies can design more flexible and scalable gifting experiences on SQUAREKNOT's infrastructure.



## Use cases & Partners

# Every brand needs a different gifting experience.

SQUAREKNOT creates new gifting experiences across diverse industries - finance, commerce, lifestyle, and global platforms.




### Finance

Stronger ties, better rewards

...

- Account-opening rewards
- Card issuance benefits
- Transaction thank-you gifts
- VIP customer care




### Commerce

Connect pre- and post-purchase

...

- Purchase thank-you gifts
- Cart reminders
- Review rewards
- Membership benefits




### Lifestyle

Everyday relationship gifts

...

- Birthday / anniversary gifts
- Subscription benefits
- Membership rewards
- Community rewards

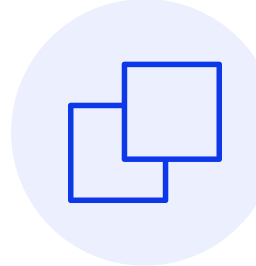


### Global Platform

Multi-country, multi-language

...

- Global campaigns
- Localized benefits
- Country-level settlement
- Partner integration








### Other Industries

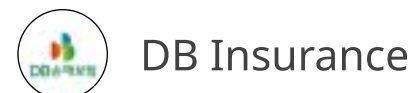
Custom integration for any model

...

- Telecom / Mobility
- Education / EdTech
- Entertainment
- Public / Nonprofit

### The value we create with SQUAREKNOT

- **Stronger Brand Bonds**  
Build more natural, lasting brand-user relationships.
- **Business Growth**  
Drive real business results through high engagement and conversion.
- **Flexible Scalability**  
Adapt and scale flexibly across industries and business models.
- **Global Coverage**  
Reliably support multi-country, multi-language, and multi-currency.
- **Trusted Partnership**  
Deliver stable service with proven infrastructure and expertise.

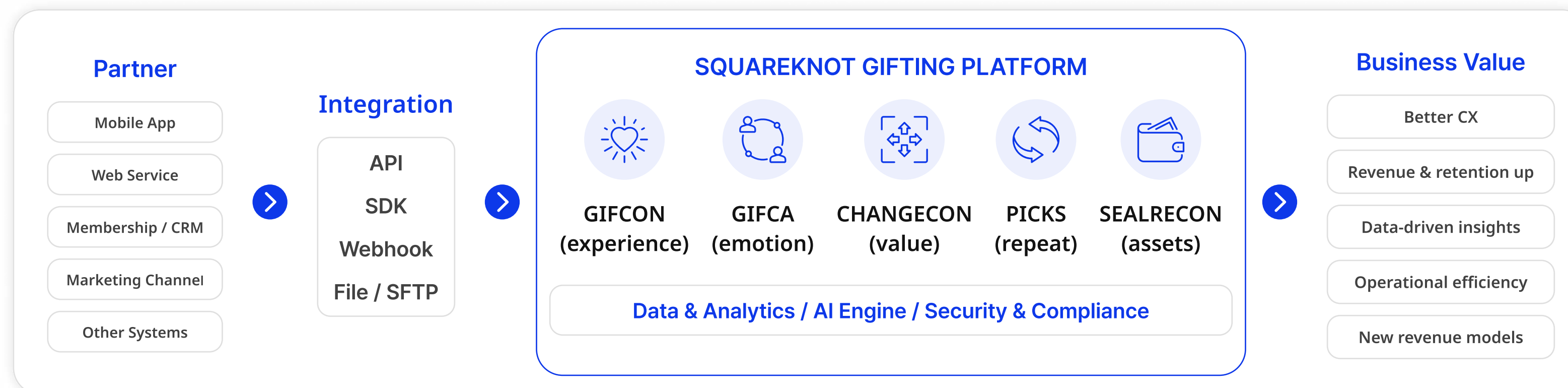
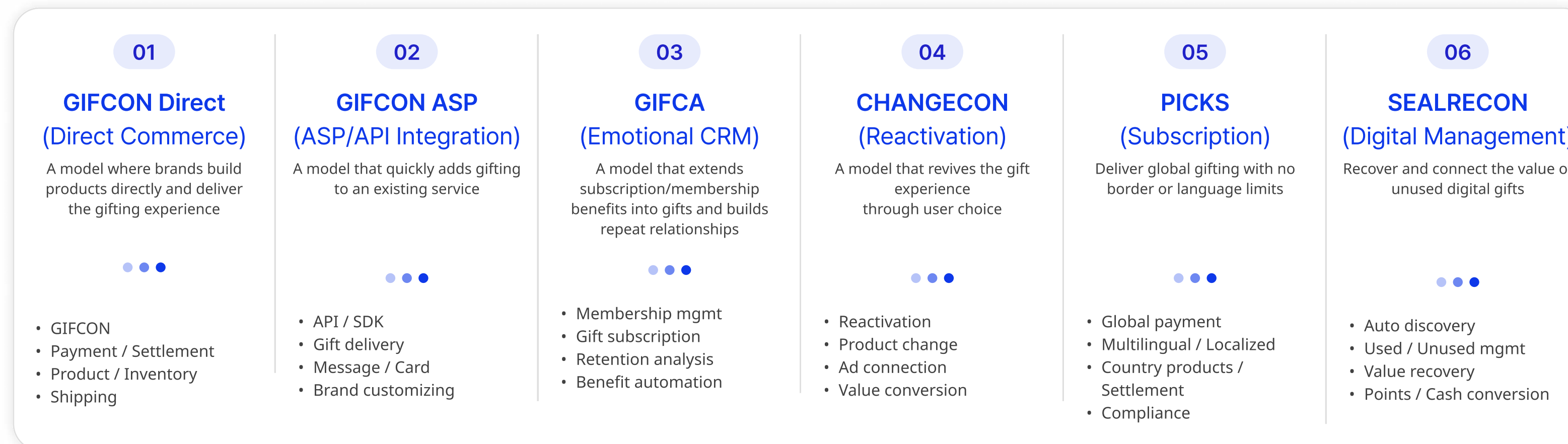


## Use cases & Partners

**We offer a partnership model that grows with your brand's goals and customer experience.**

We connect SQUAREKNOT's gifting infrastructure and solutions in the form that best fits your service, building sustainable business value together.

Deepen customer relationships across diverse business situations.



### Flexible Integration

Flexible tech integration - API / SDK / Webhook

### Fast Onboarding

Quick setup with standardized guides and dedicated support

### High Reliability

99.9% uptime on proven infrastructure

### Continuous Updates

Feature upgrades aligned with trends and policy changes

### Dedicated Partnership

Hands-on support from strategy to operations and performance

## The Values SQUAREKNOT Pursues

Technology unseen, emotion closer -  
a new gifting culture connected by SQUAREKNOT



### Expanding Connection

Connect every stakeholder to expand the value of gifting



### Emotion at the Center

Design experiences around human emotion



### Freedom of Choice

A free experience with more choices



### Lasting Experience

Relationships and value that last through experience



### A New Culture

Beyond the next digital gifting experience - a new culture

## Vision

### The next culture of digital gifting begins with experience and emotion.

Built on its gifting infrastructure, SQUAREKNOT is redesigning the entire digital gifting experience - connection, emotion, choice, and continuity.

We create gifting experiences where human emotion matters more than technology.

SQUAREKNOT will continue to shape the next chapter of digital gifting through a new gifting culture.

SQUAREKNOT

# Five Layers. One Gifting Infrastructure.

SQUAREKNOT connects every moment of digital gifting into one seamless infrastructure.

## **GIFCON**

**Connect**

Connect brands and users

## **GIFCA**

**Experience**

Create emotional experiences

## **CHANGECON**

**Reactivate**

Reactivate unused value

## **PICKS**

**Retain**

Build recurring relationships

## **SEALRECON**

**Manage**

Manage the gift lifecycle



# Product Experience

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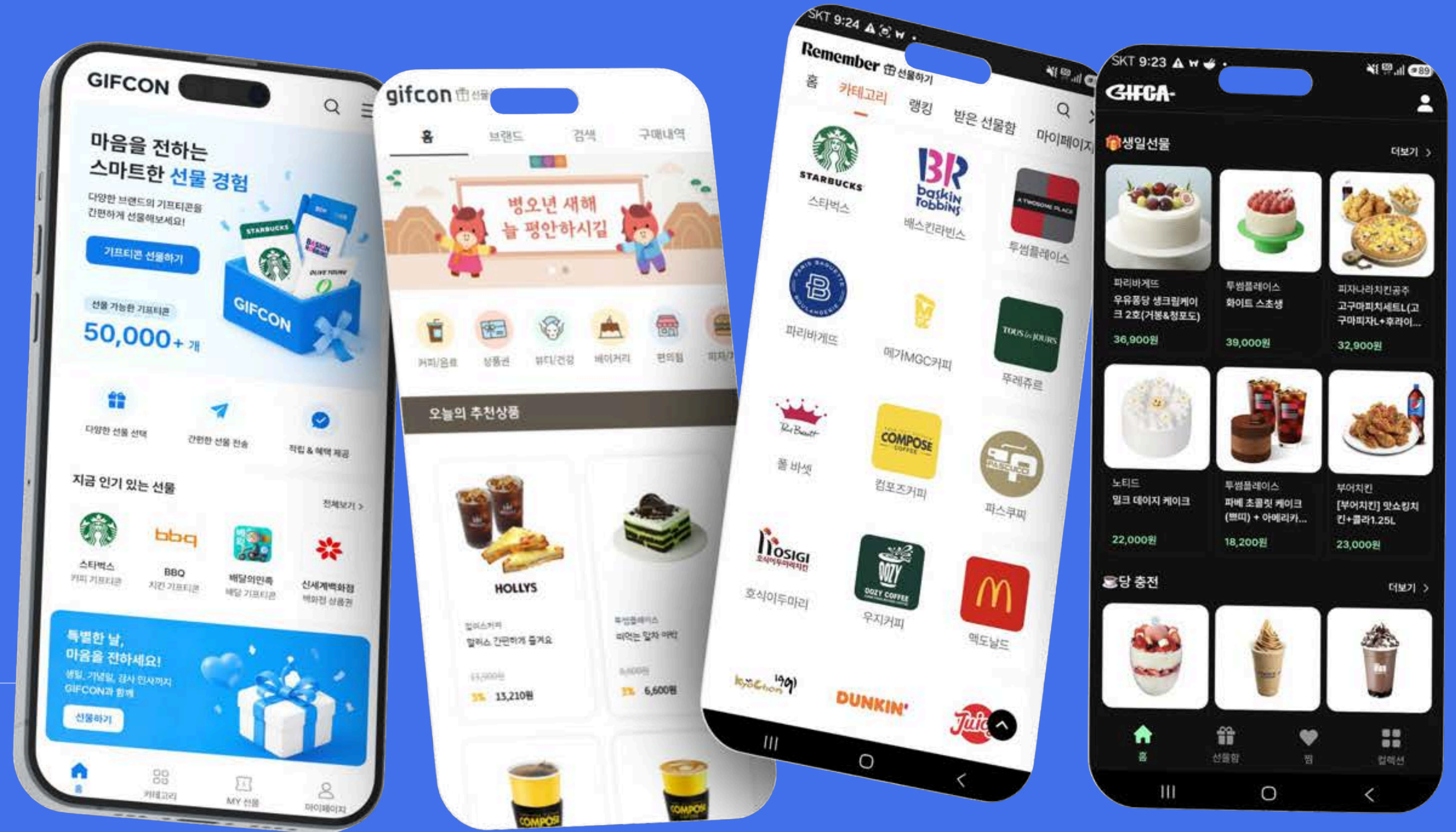
GIFCON · GIFCA · CHANGECON · PICKS · SEALRECON

# Product Experience

브랜드와 사용자를 연결하는  
선물하기 서비스

# GIFCON

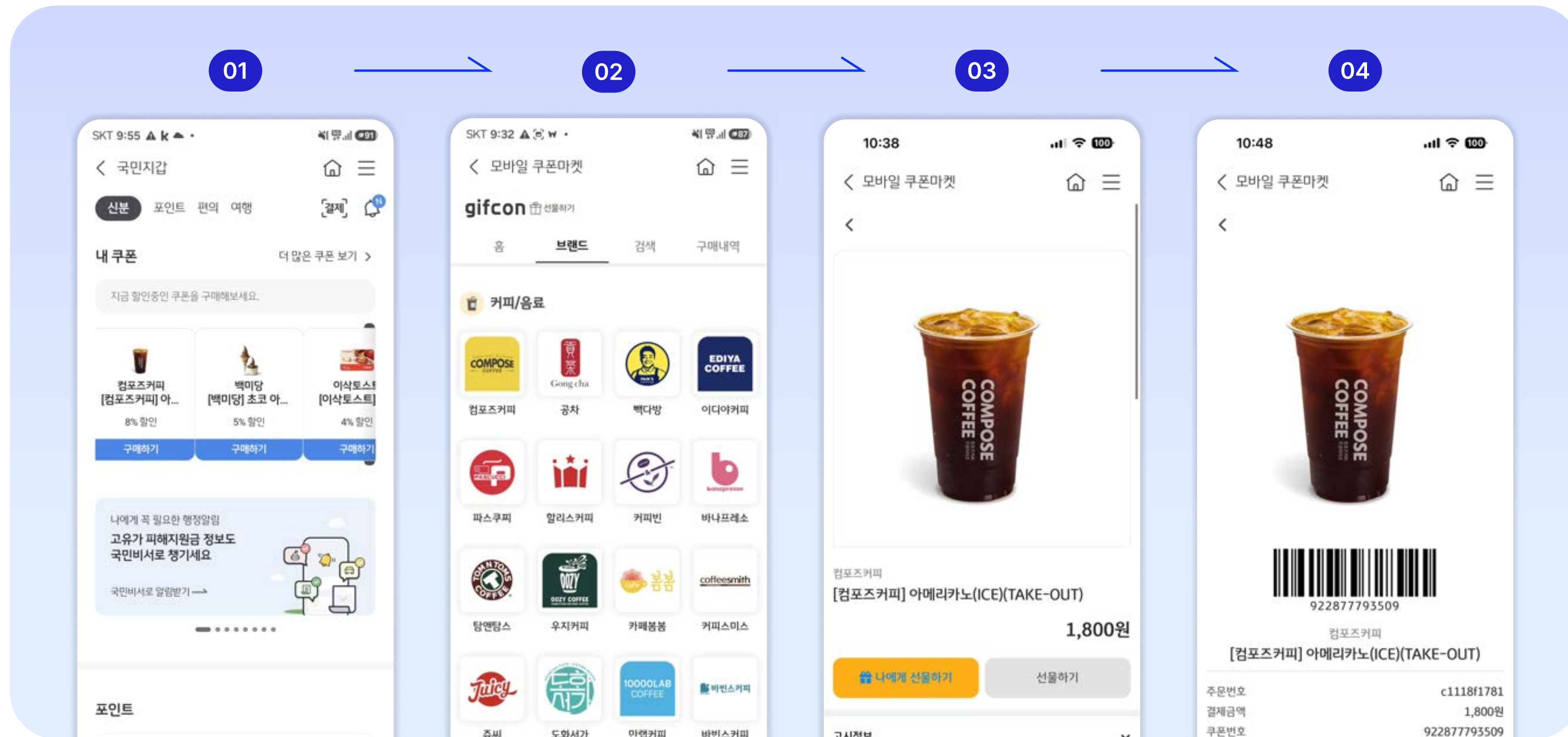
SQ 깊은 · KB스타뱅킹 깊은몰 · 리멤버 · 깊카



## Product Experience

# Service Flow: GIFCON

다양한 브랜드의 모바일 쿠폰 탐색부터 구매, 결제, 사용까지 이어지는 주요 서비스 흐름을 단계별로 구성하여 사용자 경험을 직관적으로 제공합니다.



깊은선물하기

- 01 KB국민지갑메인
- 02 깊은몰
- 03 상품결제
- 04 KB쿠폰함확인

# Service Partnership: OLIVE YOUNG

올리브영 기프트카드 에이전시, 전국 올리브영 매장에서 고객에게 제공되는 physical brochure입니다.



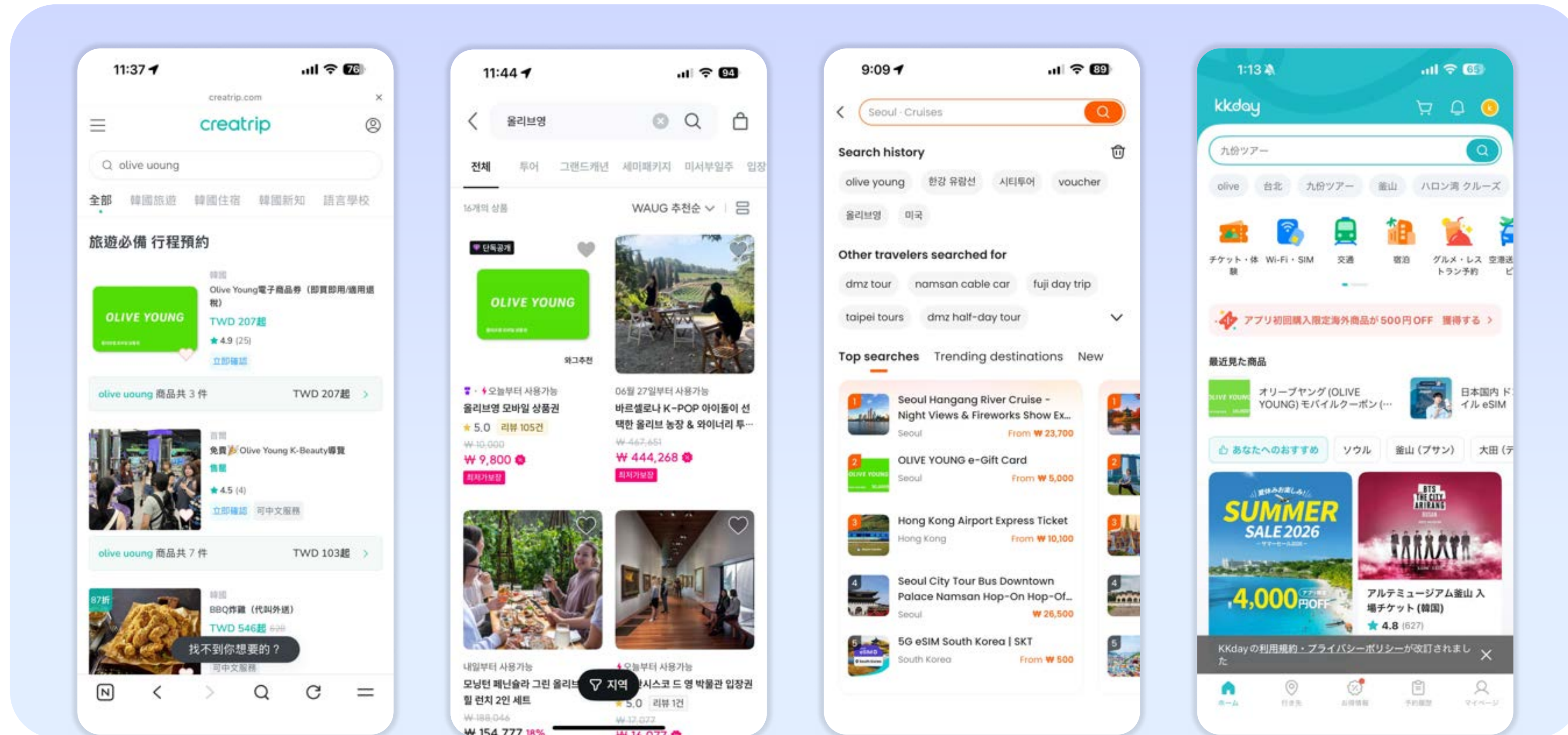
## 올리브영 X 스퀘어노트

- 01 올리브영 기프트카드 세일즈파트너
- 02 올리브영 글로벌바우처파트너
- 03 임직원 복지 및 행사 활용
- 04 온·오프라인 채널 제휴 판매





## Product Experience

# Service Partnership: OTA

글로벌 OTA채널에 깊은 서비스를 제공합니다.



## OTA 채널

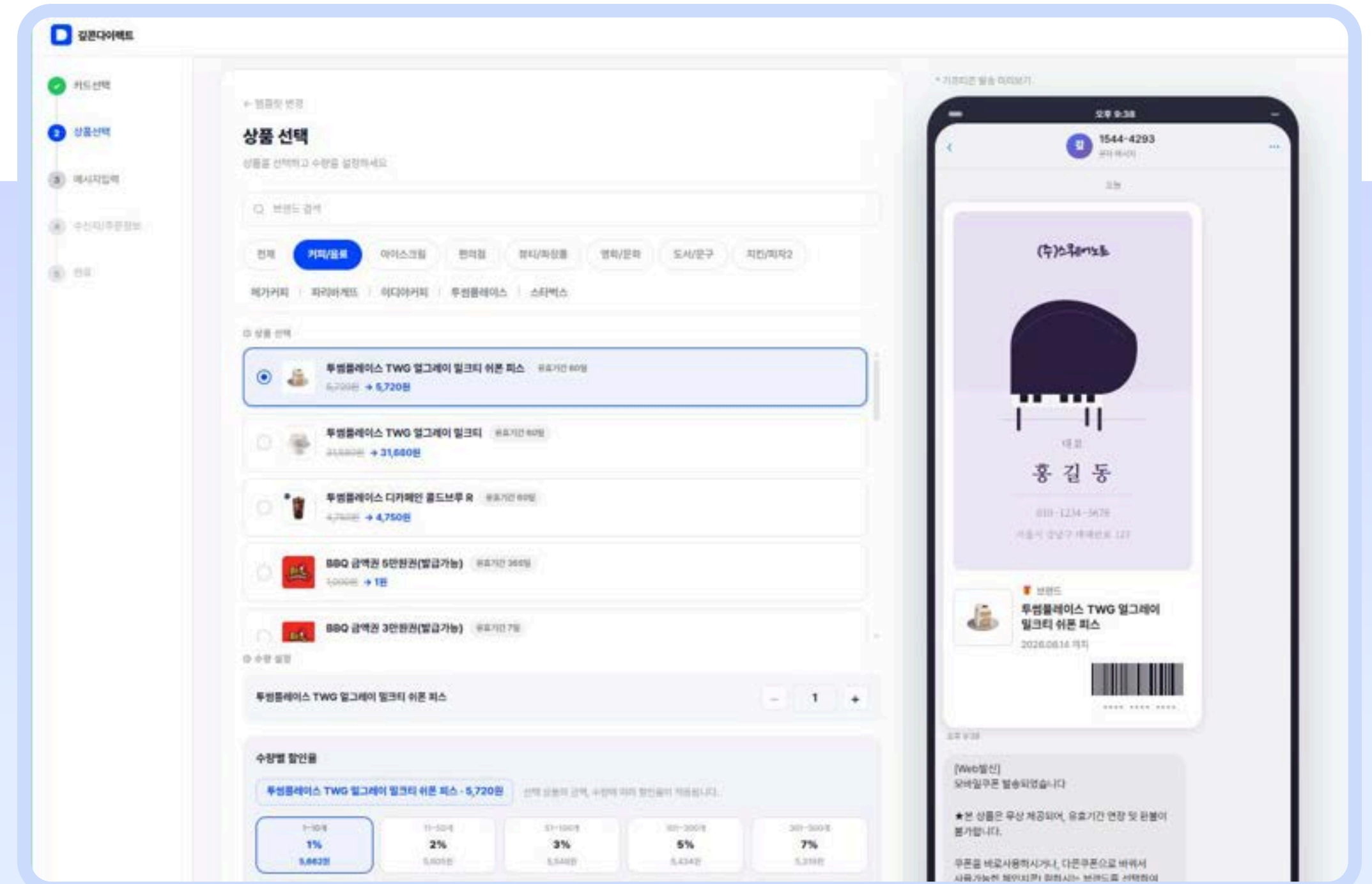
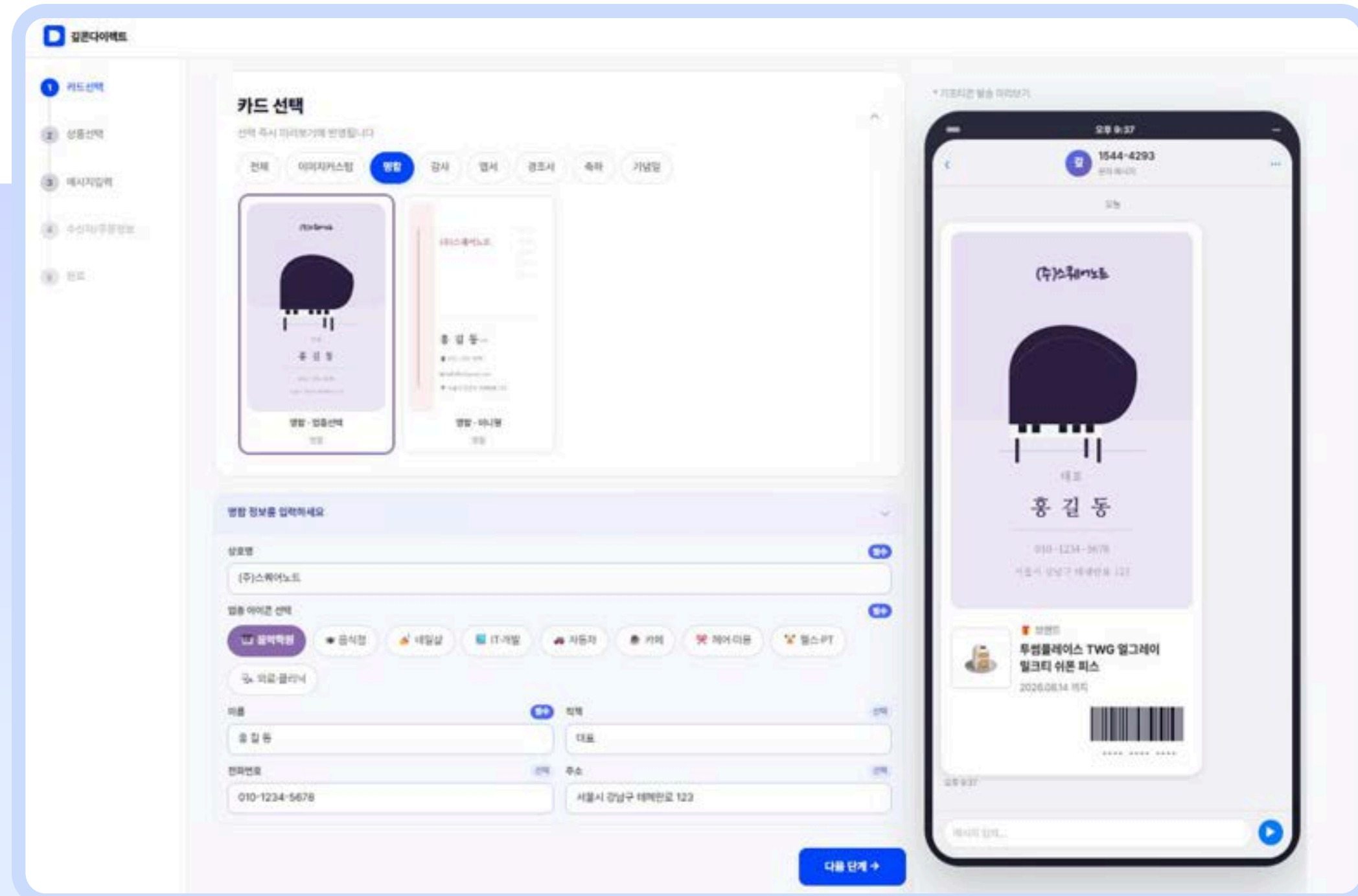
-  크리에이트립 / Creatrip
-  와그 / WAUG
-  클룩 / klook
-  케이케이데이 / kkday

# Product Preview: GIFCON DIRECT

카드 템플릿과 상품을 자유롭게 선택하여 브랜드 맞춤형 선물을 제작할 수 있습니다.

카드 선택 화면

상품 선택 화면



## Product Experience

# Global Business: GIFCON(국가간 선물하기)

추진(2026~) 국가별 영업추진 계획에 따라 단계별 또는 병렬 추진



## 실적(2025)

서비스 국가	글로벌 파트너사	제휴 채널	제휴 채널 목록
베트남	M12 Plus	제휴 채널 100개	Giftpop • Lazada • Deal Today • Zalo Pay • MOMO • K-market • TGDD
인도네시아	PT. Share Treats Indonesia	제휴 채널 130개	Tokopedia • Shopee • Blibli • Lazada • Linkaja • Dana • OVO
필리핀	Share Treats Innovation Corporation	제휴 채널 80개	Tiktok • Shopee • Lazada • Gcash • Maya

### Tech & Service Model



#### 국가간 선물하기 서비스 구축 프로세스

해외 e-voucher(모바일 쿠폰)을 통합을 중개하고 관리하는 시스템을 고도화한 서비스 방식



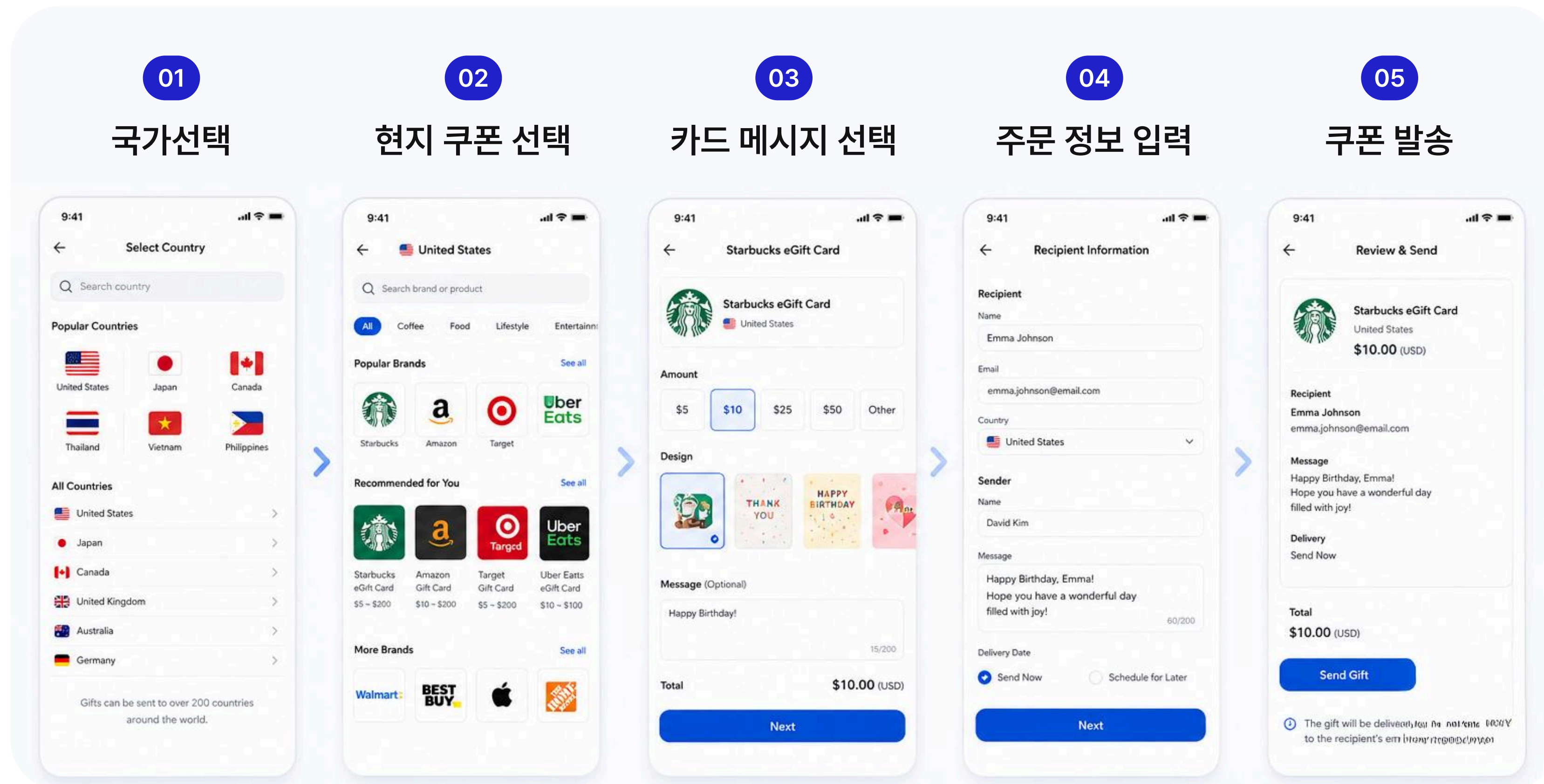
#### 국가간 선물하기 PCT 출원

로컬에서 보유한 재화를 타국의 재화로 전환이 가능한 기술 및 방식

Product Experience

# Service Flow: GIFCON(국가간 선물하기)

국가 선택부터 현지 기프트콘 발송까지, 전 세계 어디서나 쉽고 안전하게 선물할 수 있습니다.



순차적으로 도입 예정

금융/송금
카드사
여행사

대행사/쿠폰사
OTA/커머스

Why Cross-border Gifting?

- 01 해외 거주 가족에게 선물
- 02 해외 관광객 혜택
- 03 글로벌 멤버십
- 04 송금+선물
- 05 OTA 번들

Product Experience

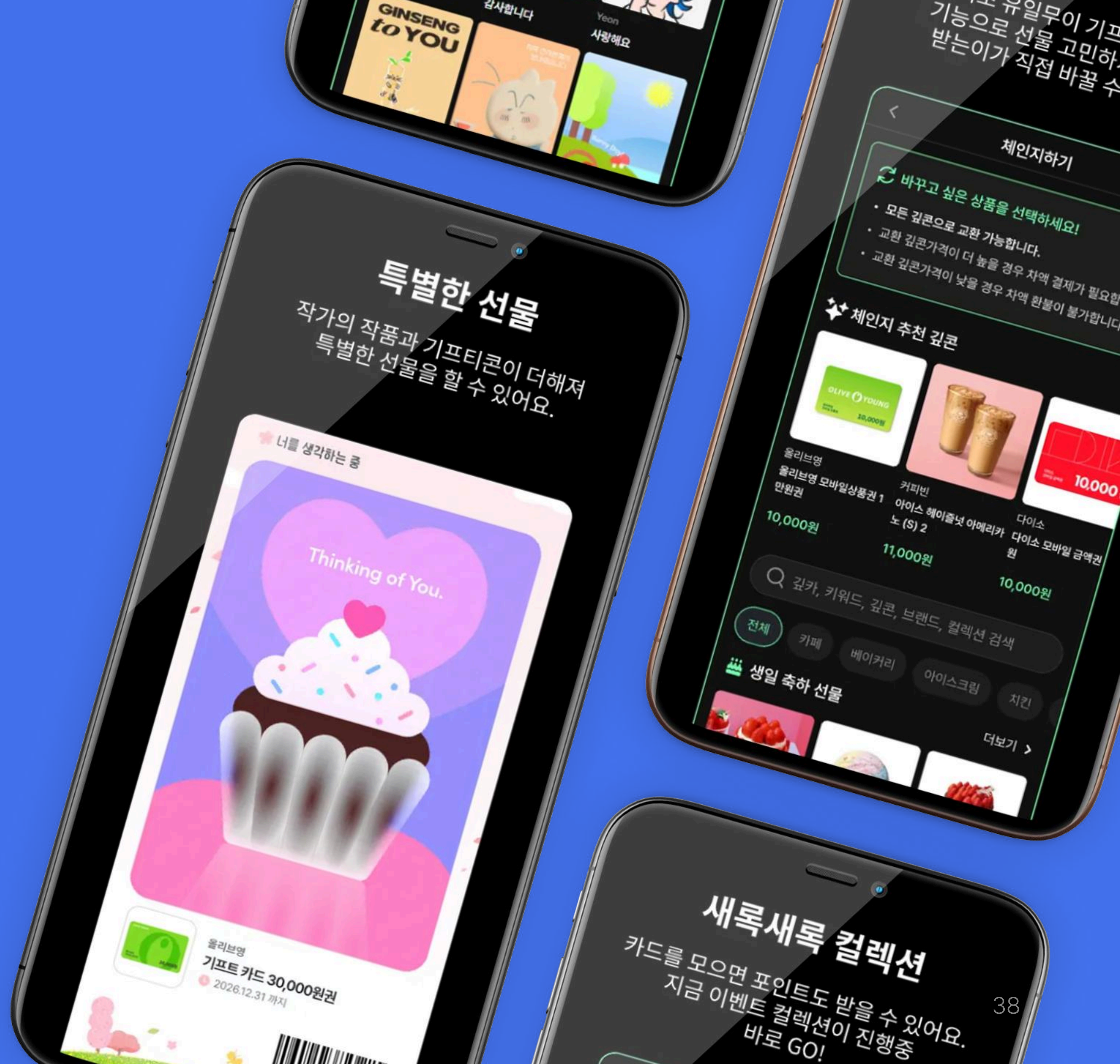


카드로 주고받는 선물

# 디지털 선물 플랫폼



SQUAREKNOT



감사합니다  
Yeon  
사랑해요

기능으로 유일무이 기프  
받는다 선물 고민하  
받는이가 직접 바꿀 수

**특별한 선물**  
작가의 작품과 기프티콘이 더해져  
특별한 선물을 할 수 있어요.

너를 생각하는 중

Thinking of You.

올리브영  
기프트 카드 30,000원권  
2026.12.31 까지

체인지하기

바꾸고 싶은 상품을 선택하세요!

- 모든 값권으로 교환 가능합니다.
- 교환 값권가격이 더 높을 경우 차액 결제가 필요함
- 교환 값권가격이 낮을 경우 차액 환불이 불가능합니다.

체인지 추천 값권

올리브영 올리브영 모바일상품권 1만원권 10,000원	커피빈 아이스 헤이즐넛 아메리카노 (S) 2 11,000원	다이소 다이소 모바일 금액권 10,000원 10,000원
-------------------------------------	--	---------------------------------------

깊카, 키워드, 값권, 브랜드, 컬렉션 검색

전체 | 카페 | 베이커리 | 아이스크림 | 치킨

생일 축하 선물

더보기 >

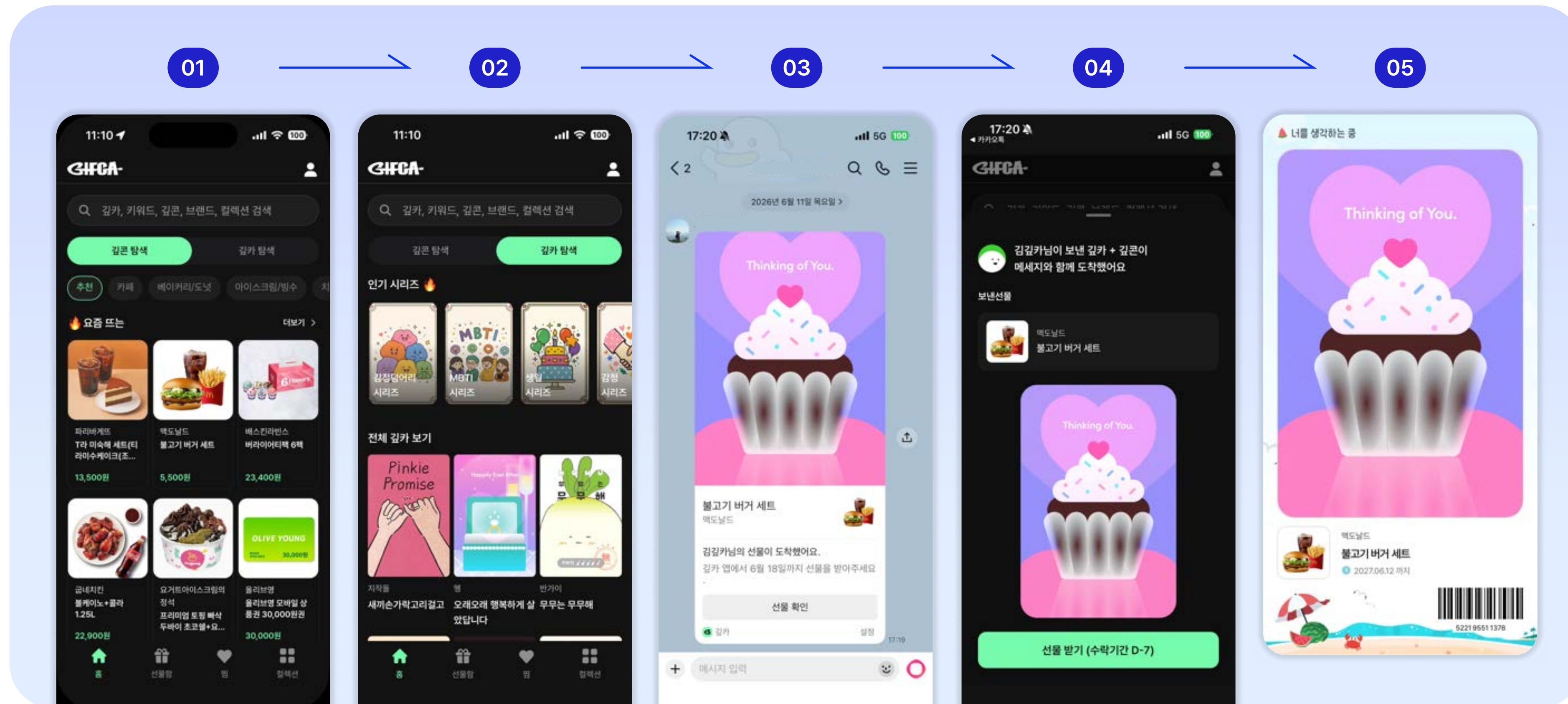
**새록새록 컬렉션**

카드를 모으면 포인트도 받을 수 있어요.  
지금 이벤트 컬렉션이 진행중  
바로 GO!

38

# Service Flow: GIFCA

감정과 메시지를 담은 카드를 선택하고 전달하는 과정을 통해 사용자 간의 특별한 선물 경험을 제공합니다.



- 01** **깊은 탐색 화면**  
상품 및 선물 콘텐츠 탐색
- 02** **깊카 선택 화면**  
감정을 담은 깊카 콘텐츠 선택
- 03** **카카오톡 수신**  
카카오톡을 통한 선물 전달
- 04** **선물 수락 화면**  
선물 확인 및 수락 진행
- 05** **깊콘 화면**  
모바일 쿠폰 발급 및 사용

## Product Experience

사용되지 못한 선물의 가치를  
다시 연결하고, 선택의 과정을 이어가는

# CHANGECON

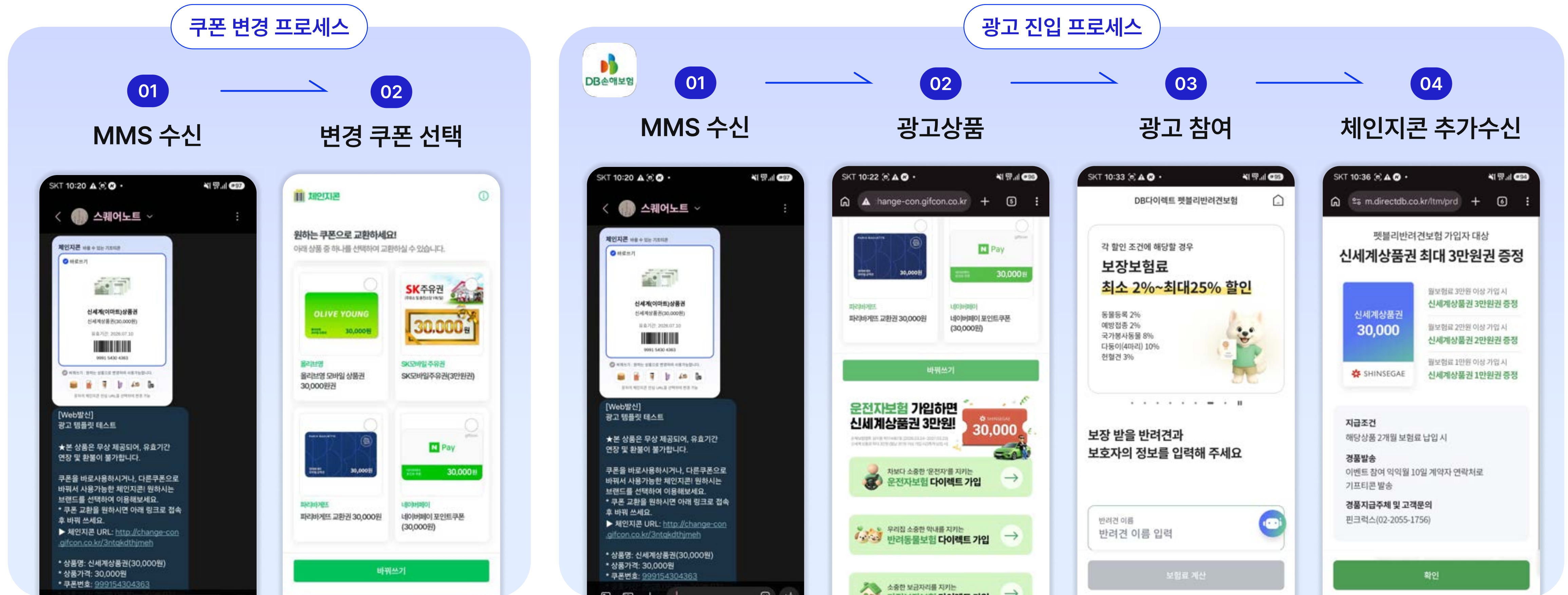


\*변경 후 광고 화면, 광고 관리자 화면



# Service Flow: CHANGECON

MMS 수신부터, 쿠폰 선택, 변경 완료까지 직관적인 3단계 프로세스로 누구나 쉽고 빠르게 이용할 수 있습니다.

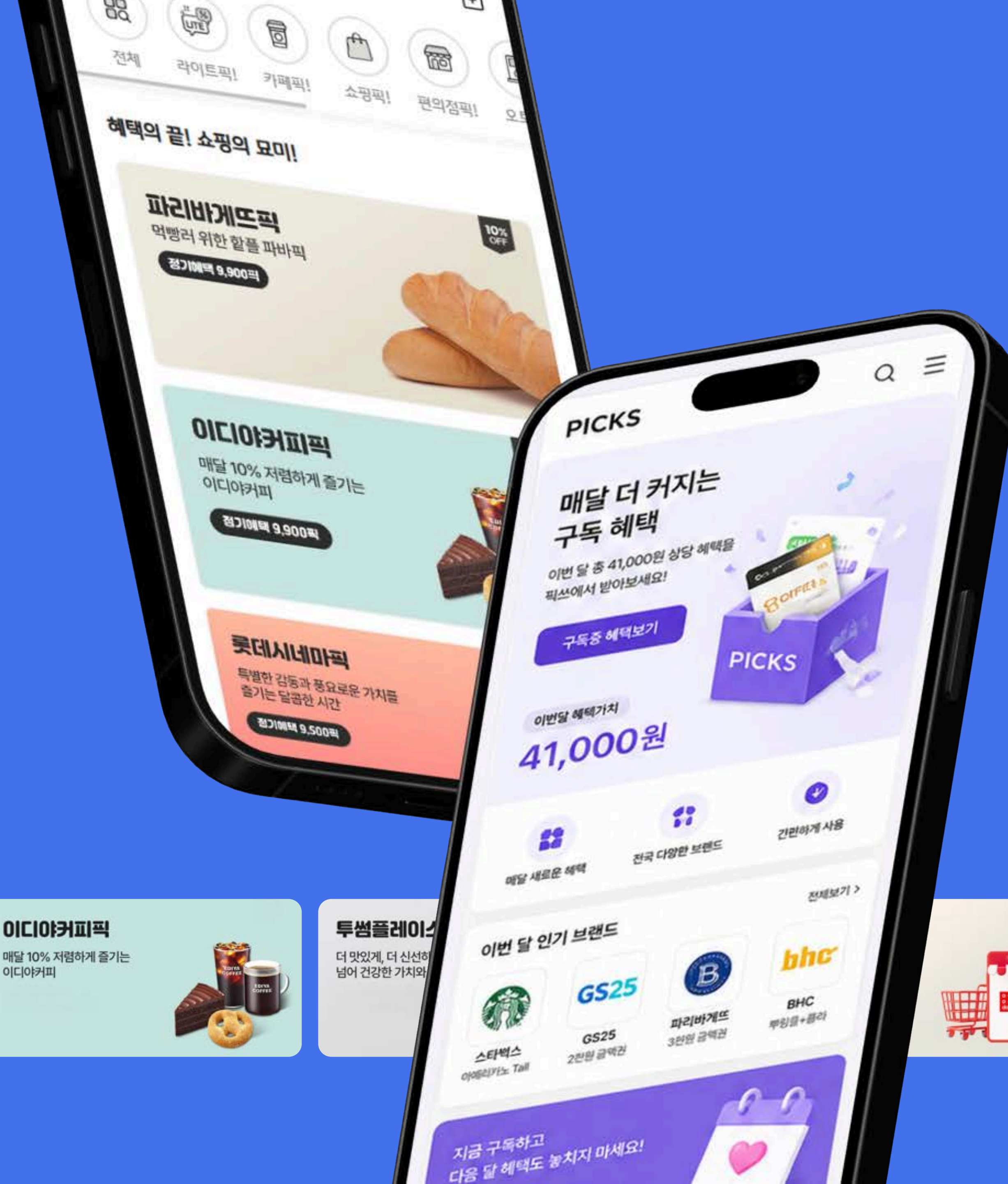


## Product Experience

단순한 할인이나 멤버십을 넘어,  
브랜드와 사용자의 관계가 이어지는

# PICKS


KB Pay · KB국민은행 · 현대이지웰 ·  
LG U+ PASS · 하나카드 · 현대카드



**GS편의점픽**  
한 달 내내 혜택 가득  
슬기로운 편의점 생활




**씨유픽**  
NICE TO CU!  
씨유픽으로 즐기는 편의점생활




**이디야커피픽**  
매달 10% 저렴하게 즐기는  
이디야커피



**투썸플레이스**  
더 맛있게, 더 신선하게  
넘어 건강한 가치와

**이마트픽**  
상품권보다 더 편리한  
이마트 상품권으로 장보기!



## Product Experience

# Service Flow: PICKS

다양한 브랜드와 제휴한 구독형 패키지를 통해 일상 속 혜택 경험을 지속적으로 제공하여, 사용자는 소비 패턴에 맞는 혜택을 선택하고 편리하게 이용할 수 있습니다.

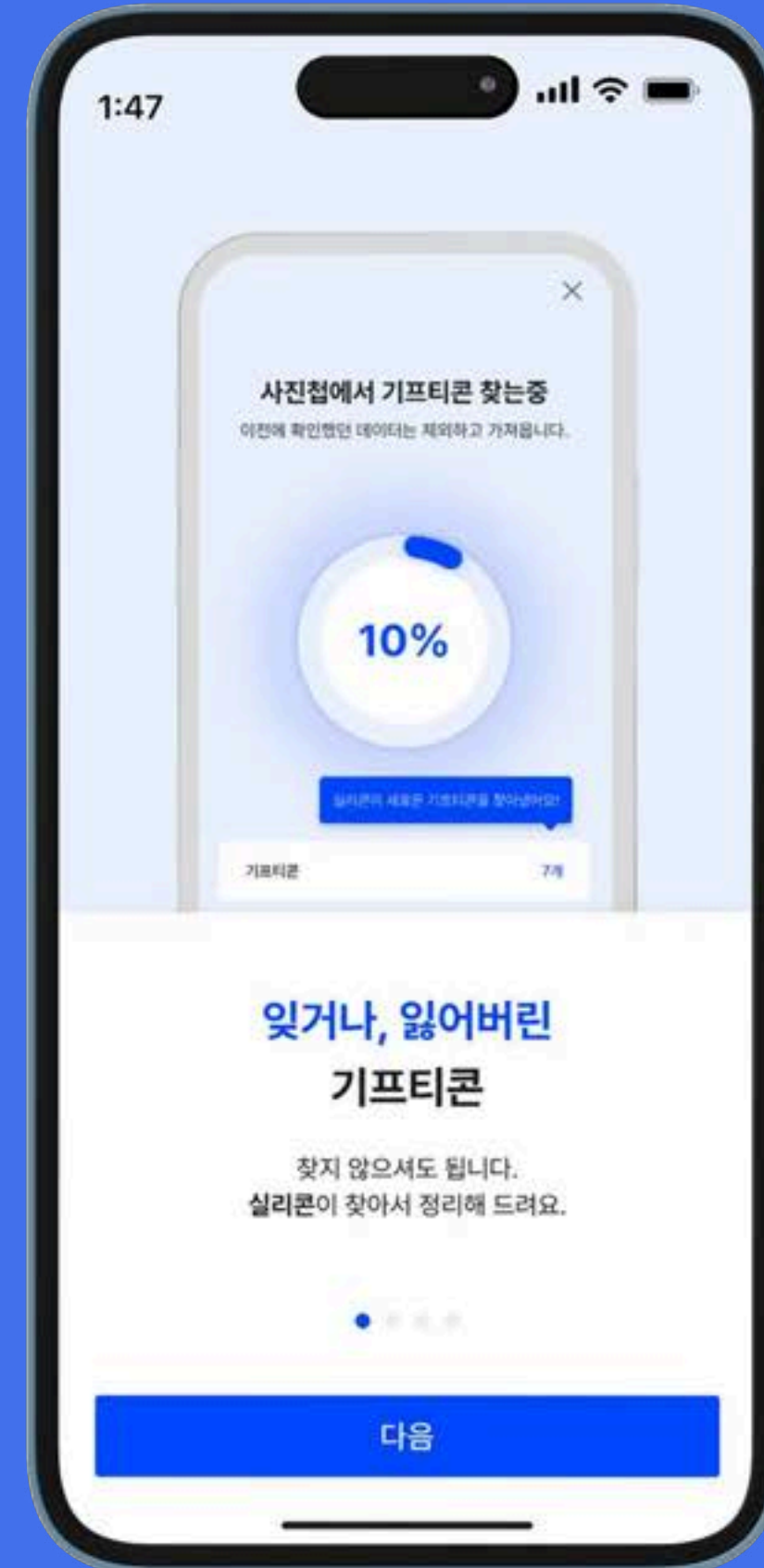
브랜드 팩   번들 팩   스토리 팩   지역 팩



## Product Experience

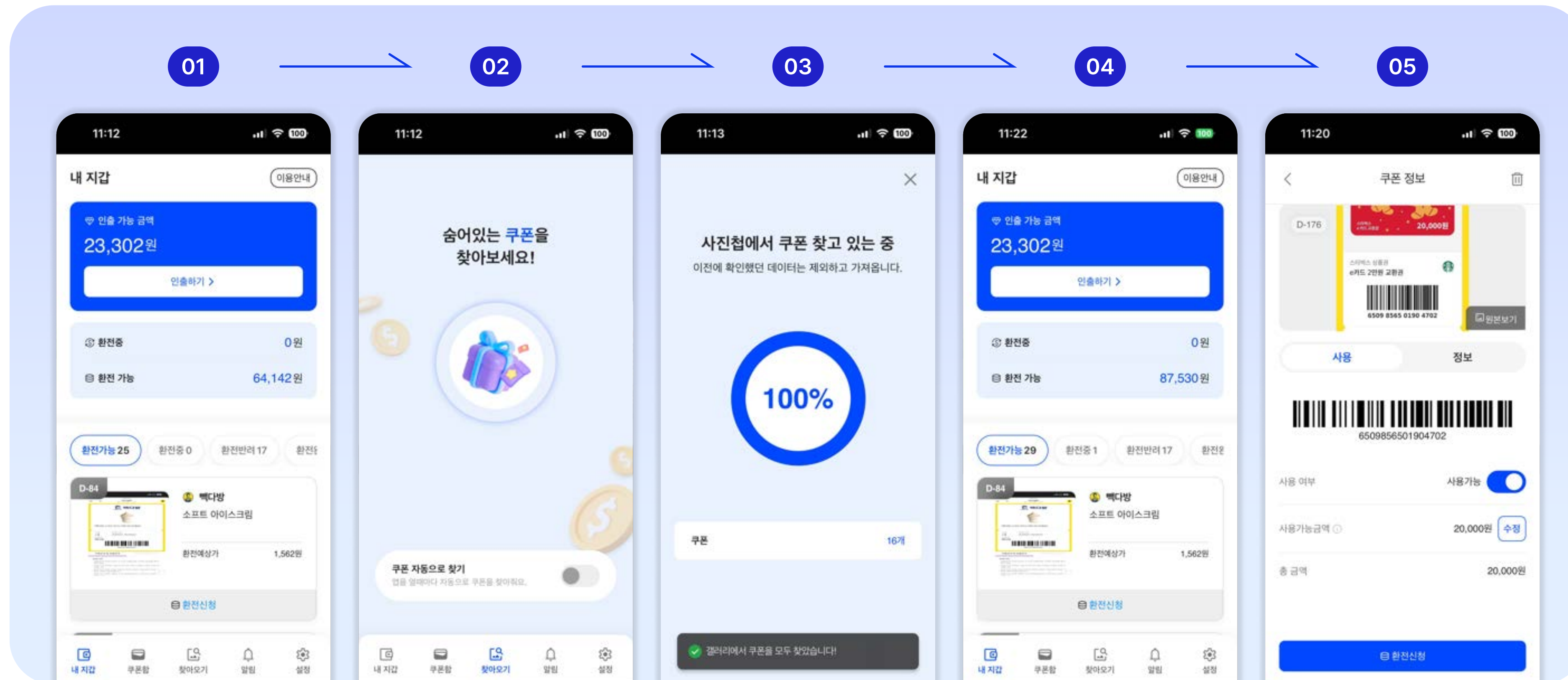
유효기간 알림부터 가치 회수, 환불 안내까지  
사용되지 못한 가치를 다시 연결하는

# SEALRECON



# Service Flow: SEALRECON

디지털 선물의 탐색부터 관리, 활용까지 이어지는 전 과정을 제공합니다. 사용되지 않은 선물의 가치를 발견하고 다시 연결하여 보다 효율적인 선물 경험을 지원합니다.



- 01 내지갑**  
보유 선물 및 자산 현황 확인
- 02 쿠폰 찾기**  
숨겨진 디지털 선물 탐색
- 03 찾아오기 완료**  
발견된 선물 자동 수집
- 04 선물 수락 화면**  
수집된 선물 통합 관리
- 05 기프트콘 화면**  
선물 정보 조회 및 사용

## Appendix

# Patent Portfolio

디지털 선물, 쿠폰 관리 및 활용 기술에 대한 특허 포트폴리오를 구축하며 차별화된 서비스 경쟁력을 확보하고 있습니다.

## 출원 중 특허

카드 결합형 쿠폰 서비스 제공 장치 및 방법 (출원일자: 2024.01.16)

모바일 쿠폰을 이용한 주문 서비스 제공 장치 및 방법 (출원일자: 2025.07.17)

국가간 선물하기 PCT : 로컬에서 보유한 재화를 타국의 재화로 전환이 가능한 기술 및 방식

국가간 선물하기 : 국가별 선물이 가능한 시스템과 처리방식

모바일상품권 발행사 발급 및 인증처리 관리 시스템  
브랜드사를 통한 인증데이터 조회방식

## 출원 완료 특허



실리콘



쿠폰 안심 저장 서비스  
제공 장치 및 방법

2026.06

실리콘



미사용 쿠폰 크롤링 서비스  
제공 장치 및 방법

2024.05

실리콘



이벤트 통합관리장치  
및 방법

2025.02

GFCA 체인지콘



쿠폰 선택 서비스  
제공 장치 및 방법

2025.02

GFCA 체인지콘



개인화 기반의 쿠폰 선택  
서비스 제공 장치 및 방법

2025.01

GFCA 체인지콘



교환형 쿠폰 서비스  
제공 장치 및 방법

2025.06

PICKS



쿠폰 패키지 구독 서비스 제공  
장치 방법 및 시스템

2025.01

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- 구글플레이스토어
- 앱스토어

- 바로가기
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