

A person is running up a large, wide set of stone stairs. The person is seen from behind, wearing a dark jacket and dark pants. The stairs are made of large, rectangular stone blocks. The word "SALTED" is superimposed in the center of the image.

***SALTED***

## WHO WE ARE



SALTED founded in 2015 as the first in-house venture company of Samsung Electronics headquarters.

We offer data-driven solutions for digital sports and healthcare with a cutting-edge technology.

## OUR BUSINESS



SALTED Smart Insole delivers user data-driven digital sports / digital healthcare solutions through its own technology to fulfill a healthier life to our value customers.



# Milestone

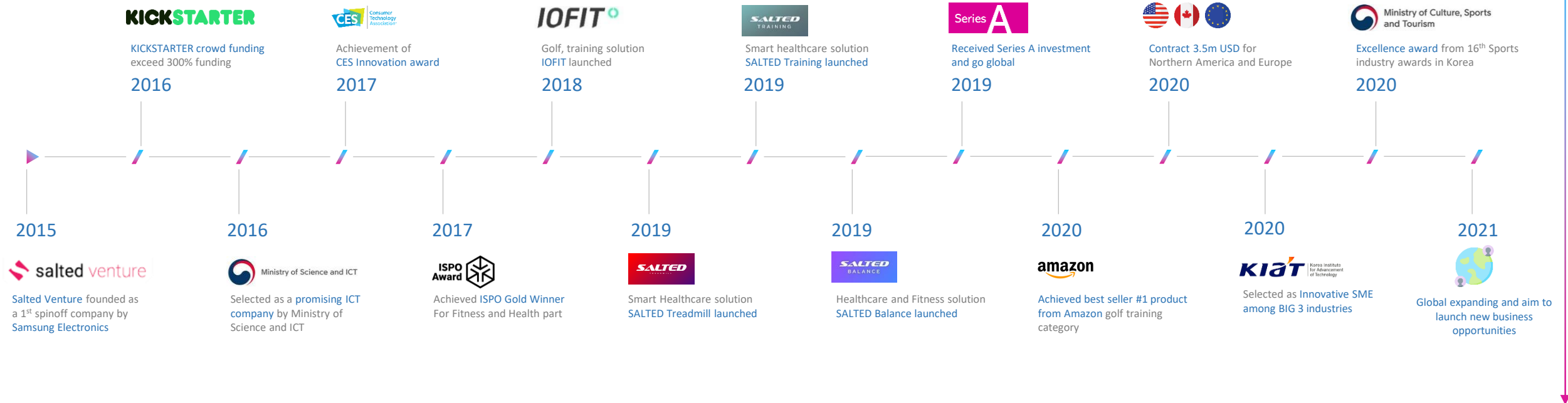
## PART.1 SALTED HIGHLIGHT

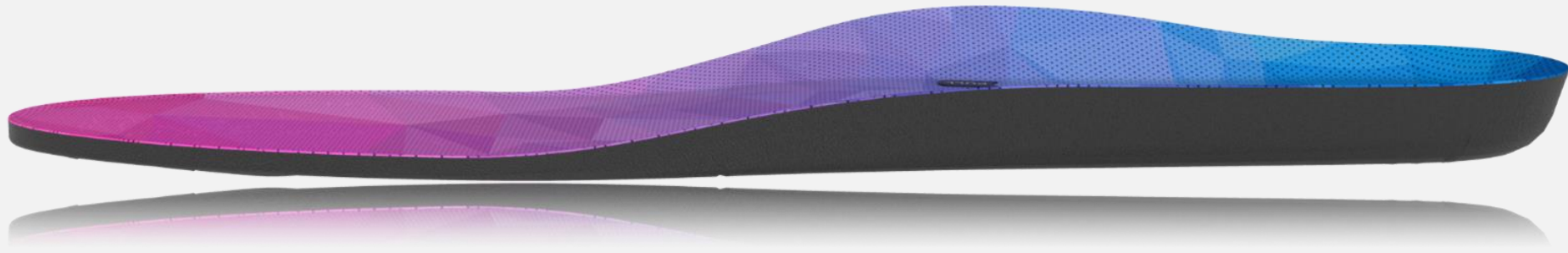
**SALTED**

03/16

Milestone

SALTED founded from Samsung Electronics, in-house venture 'C-Lab' and spin-offed in September in 2015  
Our technology and professions were acknowledged with awards from [CES Innovation in 2017](#) and [ISPO Gold Winner in 2018](#)  
In 2019, we have successfully received series A investment and now expanding global businesses





## DATA

Accurate and detailed performance data

## PORTABLE

Use anytime and anywhere

## AFFORDABLE

Reasonable price with a cutting-edge technology

# Product and Service

## PART.2 SALTED VALUES - DIGITAL SPORTS

**SALTED**



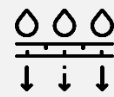
### KEY USP



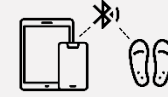
Real-time  
Vibration



Easy to charge



IP68 Water Proof



Bluetooth  
4.2 Module

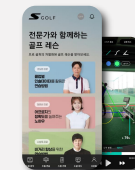
### CORE-APPLICATION | SALTED GOLF



Accurate and detailed  
analysis



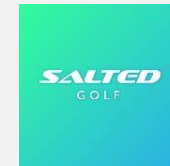
Golf lesson contents



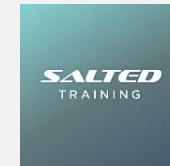
User oriented UI/UX

**Salted Golf is an innovative smart golf coaching solution** that analyzes weight movement information that occurs during swings to provide optimized swing balance and improve distance.

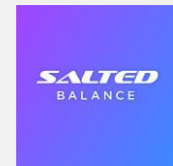
### SALTED Services



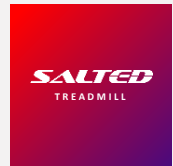
SALTED Golf



SALTED Training



SALTED Balance



SALTED  
Treadmill

**SALTED offers various service such as Golf, Training, Balance and Treadmill**



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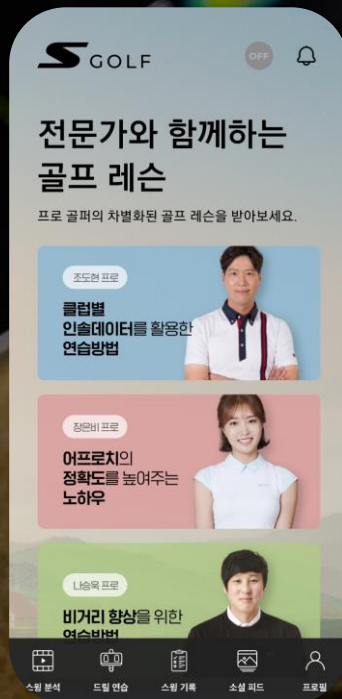
Product and service





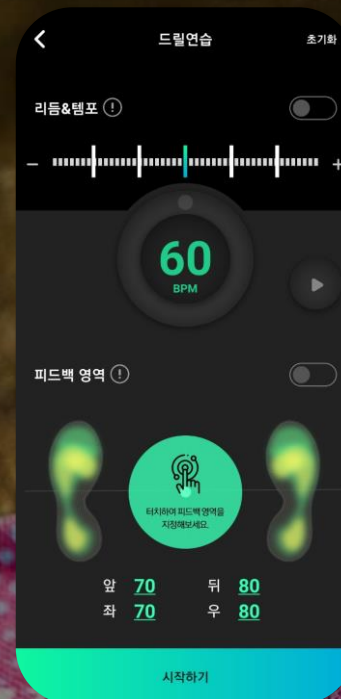
## Introduction of SALTED GOLF application

▶ Google Play ▶ Apple Store



### Professional Lessons from Golf pros

Key drills from renowned Golf Pros



### Drill Training

View left/right balance and COP data in real time



### Self Data Analysis

Offers easy comparative analysis tool to compare your swing with Golf pros.

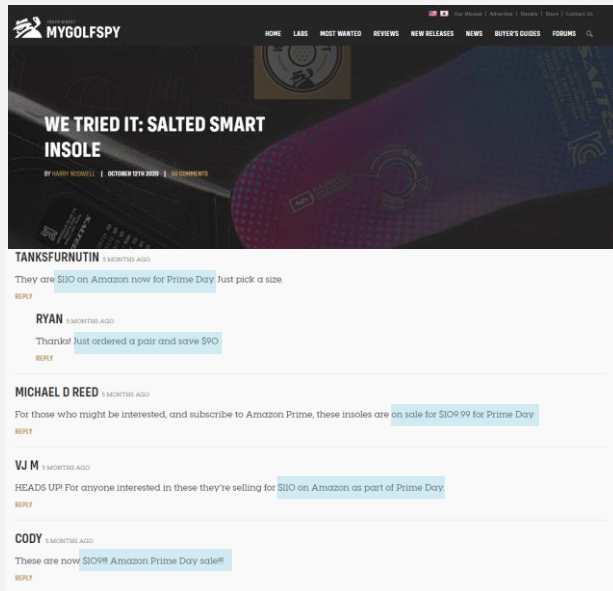
# Business reports in global market

## PART.2 SALTED VALUES - DIGITAL SPORTS

**SALTED**

### Review from leading golf journals

Top recommendation from Golf-specialized media My Golf Spy by delivering real reviews of Smart Insole.



And, other golf journals had reviewed our product as well

Reviewed by **GOLF** **GOLDEN CAT** **Entrepreneur**

### Achieved Amazon #1 Best Seller

SALTED Smart Insole #1 on Golf Swing Trainers  
(2020 December)

**amazon**



### Global Distribution Contract and expansion

**\$3,500,000**

**TOMMY BALL GOLF**

3.5M USD contract for  
North America and Europe

**+9**

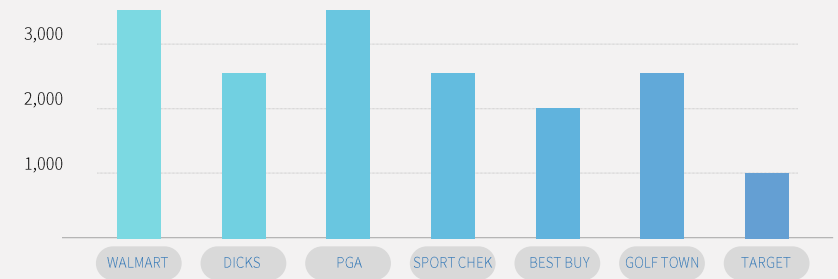
**amazon**

Entered 9 countries

### 2021 Sell out target

Overall 30,000 pcs sell-out target including Amazon

Unit: pcs



### Current Status of Retail in North America

SALTED Smart Insole has entered large scale retail channels

#### Golf & Sport



#### Hypermarket




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Business reports in global market

# Global Partnership

PART.2 SALTED VALUES - DIGITAL SPORTS

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Nick Bradley  
Salted Ambassador



GOLF CHANNEL AD  
For US OPEN in AUG




PROPONENT GROUP Partnership  
Completed



Leadbetter Academy Partnership  
Completed



PGA TOUR Brand License  
Under negotiation



Sean Foley for an ambassador  
Under negotiation



IMG ACADEMY Partnership  
Under negotiation



ERNIE ELS FOUNDATION  
Partnership  
Under negotiation

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Global partnership



# Local partnership and VOC

## PART.2 SALTED VALUES - DIGITAL SPORTS

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Top KPGA & KLPGA Professional Players who use SALTED Smart Insole



It is actively used in professional training academies and clubs



Rivera CC



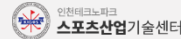
Jisan CC



Haesolia CC



SKY72



KIGOS

Instagram and YouTube  
Various customer's experiences and review contents

한지스윙 손목의 비밀  
홍재경 아나운서가 한지 스윙을?비거리를 늘리고 솔라이...  
스윙닥터김남기프로  
조회수 3.4만회 · 1개월 전

이것만알면 여자 아마추어도 200M나갈수 있다,속이고 in ...  
스윙닥터김남기프로  
조회수 11만회 · 2개월 전

SALTED Smart store ratings  
AVG: 4.75/5

★★★★★ 5  
ways\*\*\*\* · 21.03.04. · 사이즈: M(260~270)  
잘받았습니다 작동확인하니 잘되구요 이걸루 연습많이해서 스윙을 잡을수 있겠조 ㅋㅋ 열심히 스윙 연습 고고

★★★★★ 5  
shad\*\*\*\* · 20.12.05. · 사이즈: M(260~270)  
기대했던 성능보다 좋았어요. 신발에 넣어 쓸수 있는 것도 편리했구요. 자주 사용할것같아요.

★★★★★ 5  
minf\*\*\*\* · 20.12.27. · 사이즈: M(260~270)  
너무좋았네요 앞으로 더 발전해서 더 좋은기계를 나왔으면 좋겠어요

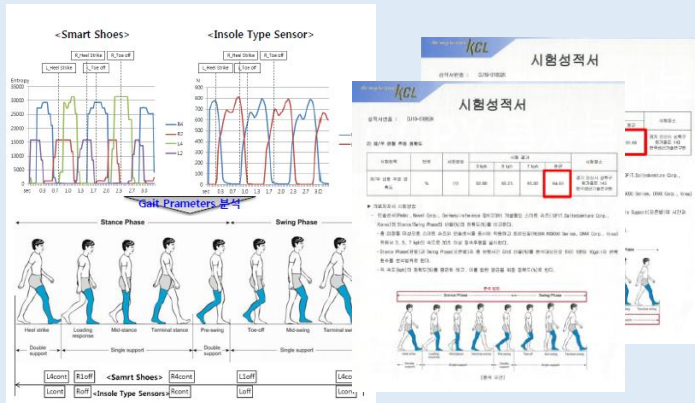
09/16

Local partnership and VOC



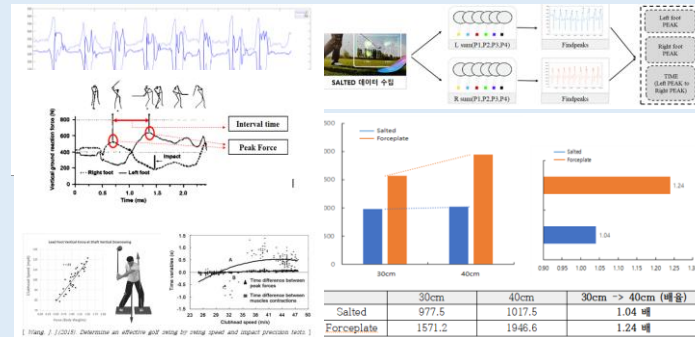
### Product reliability verification and walking cycle research

- Gait Parameter Detection through Gait Analysis
- Algorithm development
- Study on Pedestrian Accuracy Analysis and Securing Quantitative Objective Data
- Extraction of detection between Normal gait vs abnormal gait
- Development of Abnormal Walking Detection Algorithm



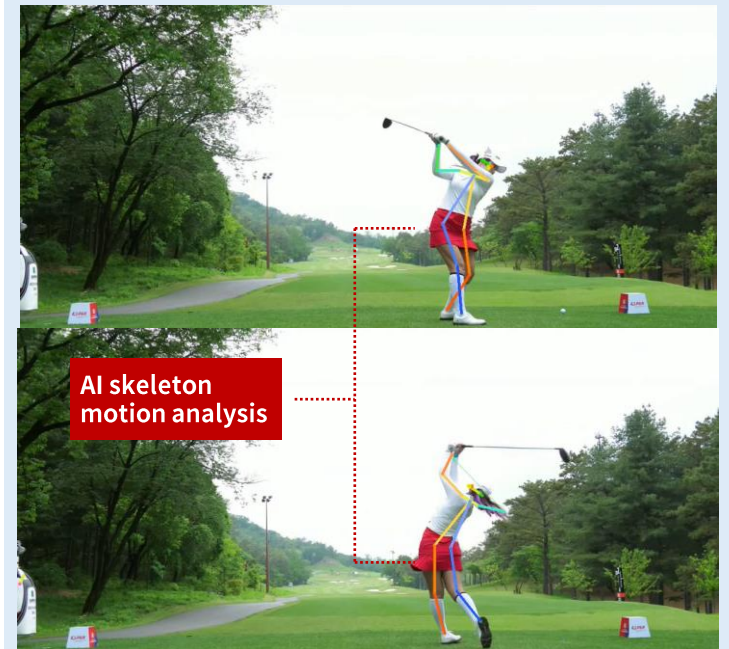
### Development of Smart Insole Parameter and Motion Analysis Algorithm

- Biomechanical Parameters (Vertical Force) studies
- Force plate vs. SALTED
- Comparison of barbell standing and drop landing to specialized equipment
- Comparison analysis of data by dynamic behavior
- Biomechanical Parameter for golf swing



### AI skeleton motion analysis technology.

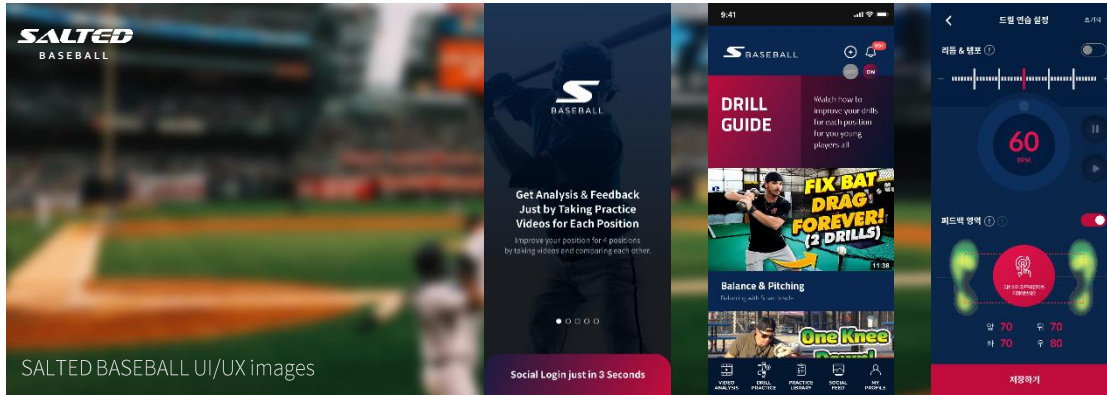
- Skeleton detection technology for motion and behavior analysis in sports



# New services in sports

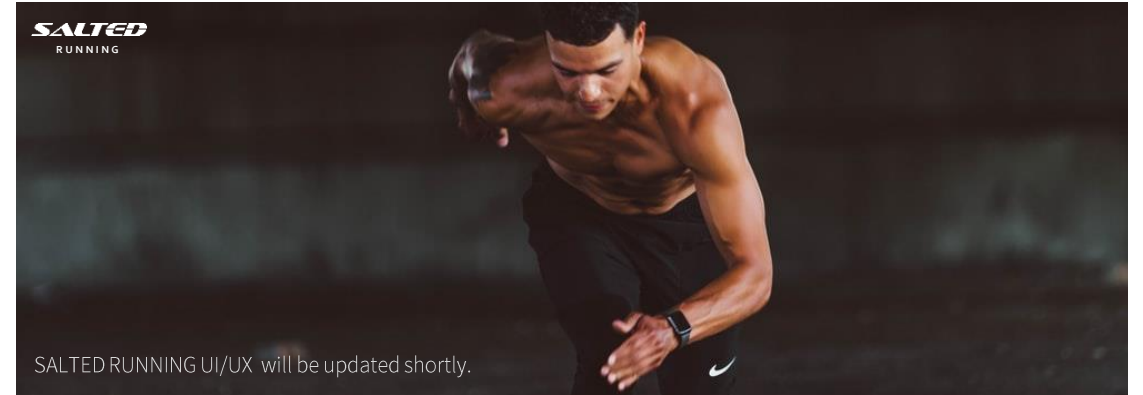
## PART.2 SALTED VALUES - DIGITAL SPORTS

SALTED



SALTED BASEBALL UI/UX images

SALTED BASEBALL



SALTED RUNNING UI/UX will be updated shortly.

SALTED RUNNING

### SALTED BASEBALL Partnership completed



The Farm System (TFS) specializes in podcasts that analyze baseball scientifically and deliver training methods and coaching for skill development.

In recognition of SALTED's excellent technology, TFS requests a partnership as a Title Partner and TFS will distribute SALTED BASEBALL to North America.

#### Target market

US: MLB, AAA, AA, college league, amateur league

KR: KBO, college league, amateur league

JP: NPB, Kansai Independent league, amateur league

### SALTED RUNNING Partnership target

# RUNNER'S WORLD

We are now developing our SALTED RUNNING service and aiming for a partnership with RUNNER'S WORLD which is the most famous magazine for world runners..

#### Target market

Association of International Marathons and Distance Races, marathon-related organizations and associations around the world, track and field teams and schools, amateur running crews, etc.



# Global trend, telemedicine market

## PART.3 SALTED VALUES - DIGITAL HEALTHCARE

**SALTED**

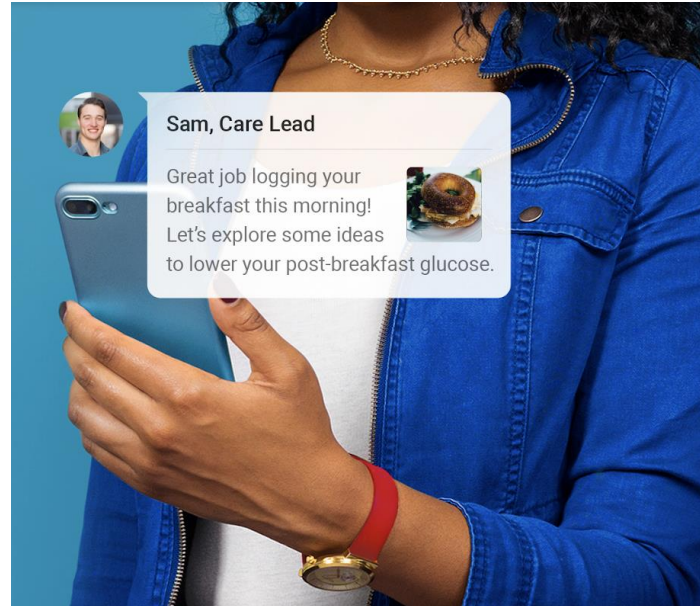


**Teladoc**  
HEALTH

Teladoc health

NYSE: TDOC (Market Cap: 39B USD | 2021.FEB)

Telemedicine service and care for chronic diseases  
such as diabetes  
Teladoc acquired its competitor Livongo Health  
for 18.5 billion USD



**onduo**

Onduo

Funded by Verily life science, a subsidiary of Google

Onduo provides a diabetes care program with  
blood glucose management devices and app-based  
remote monitoring service



**care**

Amazon Care

NASDAQ: AMZM (Market Cap: 1.66T USD | 2021. FEB)

Development of e-pharmacy and telemedicine  
By using Amazon ecosystem  
Development of a Diabetic Blood Sugar Level Management System  
by using Alexa

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Global trend, telemedicine market

# Future value of SALTED: Digital Healthcare (1/3)

## PART.3 SALTED VALUES - DIGITAL HEALTHCARE

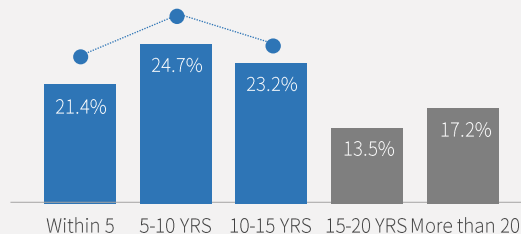
SALTED

### Various symptoms of diabetic neuropathy

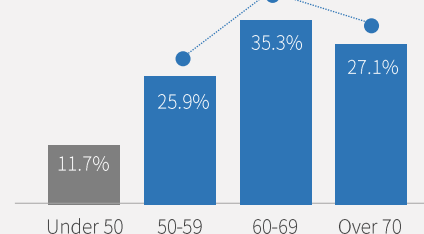
The symptoms of diabetic neuropathy are 'pain' and 'abnormal' and the specific symptoms are pain, abnormal, irritable, numb, etc. Missing the timing of treatment is likely to cause foot disease due to sensory degradation, which can lead to foot ulcers and foot amputation. 14-24% of people with foot ulcers experience a lower extremity amputation, and the mortality rate within five years of ulcers is 43-55%.



### Post-diabetic neuropathy timing



### Average patients age



### Possibility of Smart Insole product for a medical device

Based on our technology of Smart Insole, we have found the possibility of developing wearable medical devices and software that can prevent and manage foot disease from diabetes in advance.

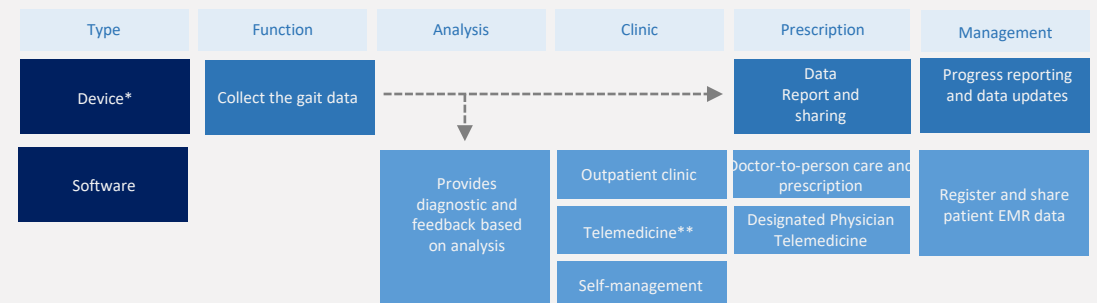
Smart insole for diabetic patients



SALTED  
Care+

### Smart Insole medical device Framework

SALTED Smart Insole medical device will continuously dataries gait patterns in diabetics to provide diagnosis and feedback. It will also provide monitoring reports that can be used at the clinic and software systems that can follow up on post-prescription improvements.



\*Device will be enhanced with patient-specific devices after 3D printing technology is introduced

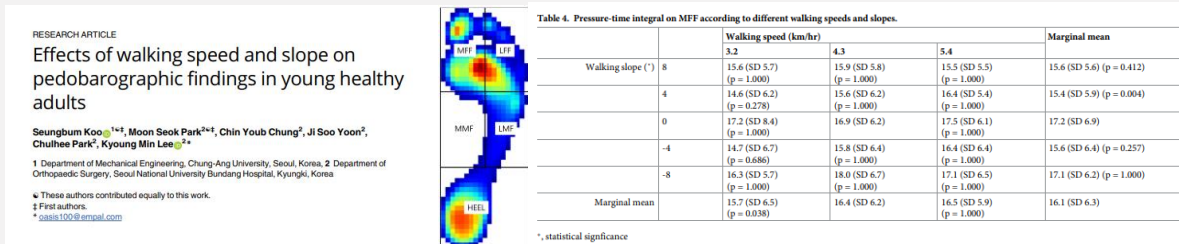
\*\*Telemedicine is available in the U.S., Japan, and China, but it will be conducted through the selection of a special regulatory free zone in Korea.

# Future value of SALTED: Digital Healthcare (2/3)

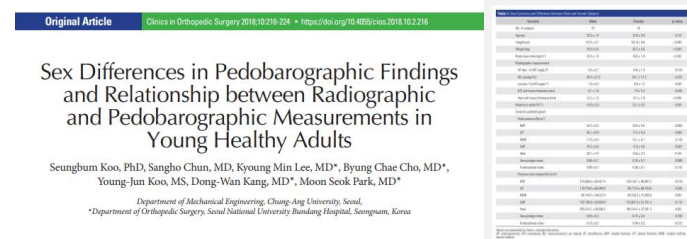
## PART.3 SALTED VALUES - DIGITAL HEALTHCARE

### Article issued from a SALTED advisor

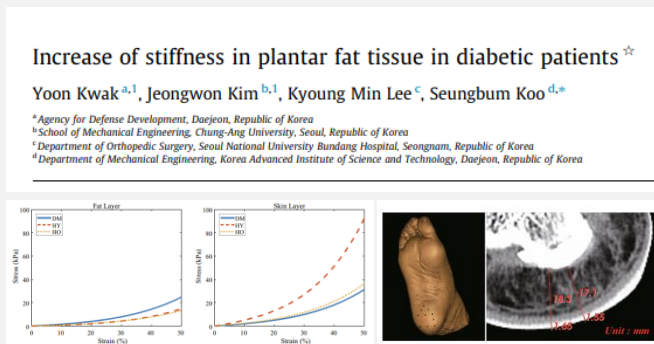
<Effects of walking speed and slope on pedobarographic findings in young healthy adults>



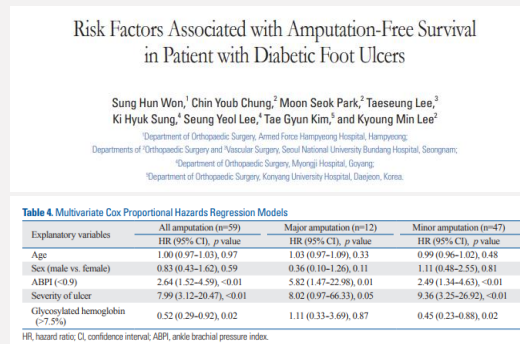
<Sex Differences in Pedobarographic Findings and Relationship between Radiographic and Pedobarographic Measurements in Young healthy adults>



<Increase of stiffness in plantar fat tissue in diabetic patients>



<Risk Factors Associated with Amputation-Free Survival in Patient with Diabetic Foot Ulcers>



<Innovative intelligent insole system reduces diabetic foot ulcer recurrence at plantar sites: a prospective, randomized, proof-of-concept study>





# Future value of SALTED: Digital Healthcare (3/3)

## PART.3 SALTED VALUES - DIGITAL HEALTHCARE

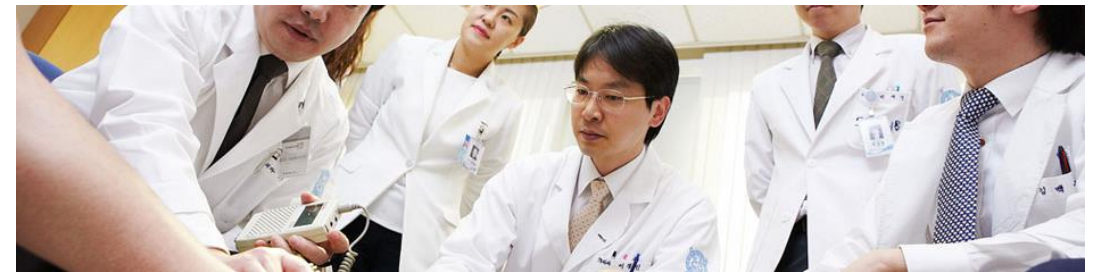
### Timeline for introduction of medical device

|                                | 2021 |                           |                                    |  | 2022                                  |  |                             |                            | 2023               |
|--------------------------------|------|---------------------------|------------------------------------|--|---------------------------------------|--|-----------------------------|----------------------------|--------------------|
|                                | Q1   | Q2                        | Q3                                 | Q4   | Q1                                    | Q2                                       | Q3                          | Q4                         | Q                  |
| R&D                            |      | Product Planning          | Production and Design Confirmation | Development of manufacturing process and production of product for clinical trials |                                       |  |                             |                            |                    |
| Clinical researcher            |      | Clinical development plan | Pilot study                        | Feasibility study  | Pivotal study                         |  |                             |                            |                    |
| Clinical Trial                 |      |                           |                                    | Pre-clinical trial   | IRB Configuration and Clinical Trials |  |                             |                            |                    |
| Certification                  |      |                           |                                    |  |                                       | New development medical device 2nd grade |                             |                            |                    |
| Standardization Authentication |      |                           |                                    |  |                                       |  | U-healthcare authentication | Preparation for FDA and CE |                    |
| Sales plan                     |      |                           |                                    |  |                                       |  |                             | Distribution plan          | Market penetration |

### IRB Configuration and Clinical Trial Organization

**SNUH** 분당서울대학교병원

Bundang Seoul National University Hospital is taking the lead in various advanced medical technologies such as developing spinal surgery platforms that apply AR technology after obtaining certification of EMR system for the first time in Republic of Korea.



# End of Document



SALTED founded in 2015 as the first in-house venture company of Samsung Electronics headquarters.  
We offer data-driven solutions for digital sports and healthcare with a cutting-edge technology.

SALTED

Digital healthcare solution and smart insole manufacturing  
Founded Sept. 2015, Seoul, Republic of Korea registered as 611-81-27282  
Address: 4F 140, Hakdong-ro, Gangnam-gu, Seoul, Republic of Korea  
Phone: 02-552-0815 E-mail: sh.na@salted.ltd

[www.salted.ltd](http://www.salted.ltd)

## PART.4 | APPENDIX



# SALTED cares digital sports and digital healthcare

PART.4 APPENDIX

**SALTED**



| Brand                    | NURVV   | ARION       | GILON             | SALTED                      | NOVEL          | ORPHYX                   | MOTICON         |
|--------------------------|---------|-------------|-------------------|-----------------------------|----------------|--------------------------|-----------------|
| Logo                     |         |             |                   |                             |                |                          |                 |
| Product                  |         |             |                   |                             |                |                          |                 |
| Concept                  | Running | Running     | Running           | Golf/Running/Medical device | Healthcare     | Monitoring for diabetics | Motion analysis |
| Country                  | England | Netherlands | Republic of Korea | Republic of Korea           | Germany        | Canada                   | Germany         |
| Pressure sensor          | O       | O           | O                 | O                           | O              | O                        | O               |
| Acceleration sensor      | O       | O           | O                 | O                           | O              | X                        | O               |
| Activity Measurement     | O       | O           | O                 | O                           | O              | O                        | O               |
| Foot pressure display    | O       | O           | X                 | O                           | O              | O                        | O               |
| Running pattern analysis | O       | O           | O                 | O                           | O              | X                        | X               |
| Balance analysis         | X       | O           | O                 | O                           | O              | O                        | O               |
| COP analysis             | X       | O           | X                 | O                           | O              | O                        | O               |
| Postural coaching        | O       | X           | X                 | O                           | X              | X                        | X               |
| Audio feedback           | O       | O           | X                 | O                           | X              | X                        | X               |
| Retail price             | \$304   | \$363       | \$133             | \$229                       | No information | No information           | \$1,816         |

| No | Title of the invention  | Country | Application No. | Application date | Patent number | Date of Patent | PCT No.                    | PCT Filed  |
|----|---|---------|-----------------|------------------|---------------|----------------|----------------------------|------------|
| 1  | Shoe  | KOR     | 10-2015-0180631 | 2015-12-17       | 10-1997533    | 2019-07-02     |                            |            |
| 2  | Shoe – SW processing method   | KOR     | 10-2016-0020363 | 2016-02-22       | 10-1997534    | 2019-07-02     | PCT<br>(PCT/KR2016/013796) | 2016-11-28 |
|    |   | U.S     | 16/078,529      | 2018-08-21       | 10,798,986    | 2020-10-13     |                            |            |
| 3  | Shoe - Sensor Depth optimization for sensor precision                         | KOR     | 10-2016-0159091 | 2016-11-28       | 10-1949811    | 2019-02-13     |                            |            |
| 4  | Pairing solution for shoe and user terminal                                   | KOR     | 10-2017-0107535 | 2017-08-24       | 10-1863858    | 2018-05-28     | PCT<br>(PCT/KR2017/013828) | 2017-11-29 |
| 5  | Smart shoes that can link data with treadmill                                 | KOR     | 10-2018-0167135 | 2018-12-21       |               |                |                            |            |
| 6  | Gait analysis method Computer readable storage media and electronic devices   | KOR     | 10-2019-0023629 | 2019-02-28       |               |                | PCT<br>(PCT/KR2019/016295) | 2019-11-25 |
| 7  | System and method for providing exercise feedback                             | KOR     | 10-2019-0131192 | 2019-10-22       |               |                | PCT<br>(PCT/KR2020/009464) | 2020-07-17 |
| 8  | Pairing method for insole and user terminal                                   | KOR     | 10-2019-0131193 | 2019-10-22       | 10-2190172    | 2020-12-07     | PCT<br>(PCT/KR2020/009466) | 2020-07-17 |
|    |   | U.S     | 17/257,480      | 2020-12-31       |               |                |                            |            |
| 9  | How to relieve fatigue using smart footwear and how to operate user terminals | KOR     | 10-2019-0152919 | 2019-11-26       |               |                | PCT<br>(PCT/KR2020/012479) | 2020-09-16 |
| 10 | Wireless chargeable insole and its wireless charging system                   | KOR     | 10-2020-0146755 | 2020-11-05       |               |                |                            |            |

\*\* Domestic application 10 titles, Domestic patent 5 titles | Oversea application 2 titles, Oversea patent 1 title | PCT No. 6 titles