

Ver 20231122

An Al Phone Call Assistant, AloT, and Al Medical Platform!!

# Global Al Platform Wise Al

Business, healing, and care! Al virtual care, Al phone call assistant, Al partnership services, AloT platform "Ssam-verse, AiME, AiU, AloT"



We create Al services. Our Al Services understand and work for you. Wise Al

# Contents

- Company Overview and the Roadmap
- Service and Business Model
- Differentiation of technology









# 1. Post-Establishment Achievement and Roadmap

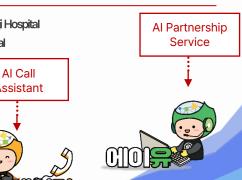
Achieved 10 billion KRW in sales in 3 years after the establishment Selected as the K-Baby Unicorn 200

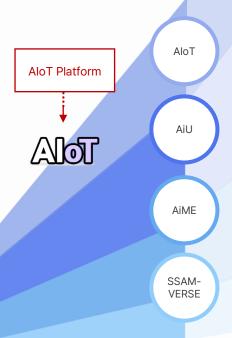
Acquisition of investment technology grade T2

To Promote Listing of technology special cases of super gap technology

- Established the Alguiding robot in Catholic Univ. St. Many's Hospital Eunpyeong/Seoul, Euijeongbu/Eulji Hospital
- Supplied the Al voucher platform for, Medipium, Myunqii Hospital, and Mokhuri Neck and Back Hospital
- Establishment and operation of the Al platform "SSAM" for each of the top
- 10 medical departments / Entering general industries other than medical care
- AiME / AiU service (personal, professional, small business owners, global expansion)
- Selected as the K-Baby Unicom / To-Be-Unicom Promotion (Ministry of SME's and Startups)







2017~2019

'20 (Sales 1.17bn)

'21 (0.82bn)

'22 (5bn)

IPO

- '17 WISE All operation division launched
- Development of medical platform business such as Al chatbot
- Participation in Al platform planning for Catholic Smart Hospital, St. Mary's Hospital
- WISE Al established
- Al operation division spinoff for WISE CARE
- '20.12 Watton365, the subsidiary company merged
- MP3I merged
  Voice recognition
  technology acquired
- Korea Consumer's Award Total Al Platform Sector
- '21.2 Venture company certification
- Selected as the supplier for the Al voucher promotion project for 4 hospitals (Myungji Medical Foundation, etc.)
- NICE Info technology evaluation
   certification: Technology level T-4
   (Al-based medical platform development)
- AiME service launched
  AiU service launched
- SSAM platform expansion to general businesses

'23

- Series A investment (KOTEC, etc.)
  Preparations for special listing of the technology
- Al-ME export expansion/first year
- Selected as the K-Baby Unicom
- To Promote Listing of technology special cases of supergapted motogy

- Post-IPO
- '24(E)~'25(E)
- AloT service launching (Hyundai Motors, GIT, etc.)
- Series B investment

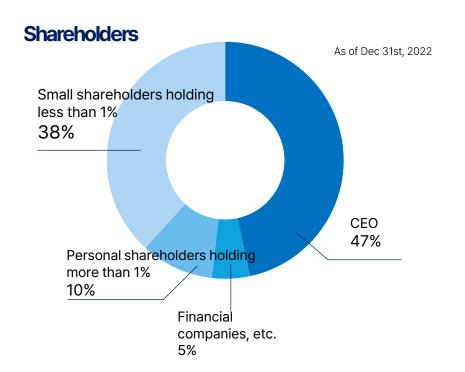
# 2. Outline of the Company

### **History**

пізіоі у			
	Supply of Al customer centers such as Gachon University Gil Hospital, Michuhol Hospital		
	Development of Knowledge DB by linking its own reasoning engine with ChatGPT		
	Successful attraction of investment from KOTEC and VC		
2023	Selected as the K-Baby Unicom (Ministry of SME's and Startups)		
	Selected as promising SMB in Gyeonggi-do Province		
	IPO organizer contract concluded (Korea Investment & Securities)		
	AiME, AiU service launched		
2022	New registration of K-OTC		
2022	Selected as the supplier for the AI voucher promotion project for 4 hospitals(Myungji Medical Foundation, etc.)		
2021	Al Call, Al Page service launched		
2021	MP3I Co., Ltd. Merger (securing voice and image recognition technology)		
2020	WiseAi Co., Ltd. was established (WiseCare spinoff)		

### **Outline**

Name	WISE AI, Co., Ltd.
CEO	Song Hyeong-seok
Date of Est.	May 7 <sup>th</sup> , 2020
Capital	294 million KRW (29 million shares)
Business Area	Development, establishment, and service of Al-based solutions
Address	A wing, 502#, 670, Daewangpangyo-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea
IP	Patent registration: 23cases, Patent application: 5cases, Trademark registration: 1case



# 3. Key Personnel and Organization Chart

### **Key Personnel**



**CEO** Song Hyeongsoek

- Degree of Business Administration from Seoul National University, and a certified public accountant
- PWC Accounting Firm / Songang Accounting Firm
- MIT Sloan/CSAIL AI Business Strategy
- Prime minister's award for industrial merit



CRO Kim Jongcheol

Department of Computer

Science, Sejong University

Hancom, Dream to Reality

Award from the Secretary

Presidential citation on the

Invention Day in 2005

General of WIPOa

CTO Kim Jeonghwan

Ó

Department of Industrial

CJ Home Shopping

Engineering, Sungkyunkwan

Daycom (currently LG U+) eBiz

**CFO** Eum Kyungmin

Ó

- Hanyang University
- IPO, M&A, Merger Business
- Transfer Financing



(Omnitel, Ziersoft)



Joo

CSO

Kang

Byeong-

Ó

- School of Visual Arts Computer
- Hanjin Information Systems & Telecommunication



CDO Ryu Jaeyoung

Ó

- Computer Engineering at Korea National Aviation University
- Researcher at UNGEL
- Senior Researcher at BD
- One-flat CTO



CNO Lee Sooseon

Ó

Development of semiconductor

Development of chatbot service

optical inspection program

Development of SIP-based

Development of electronic

documentation service



COO Kim Seong

- Department of Forestry, Kangwon National University
- Team leader of Dream to Reality development team
- Team leader of MP3I software
- Team leader of GD Tech's leading and optical software team

### Organization Chart (3HQ, 9 offices, 13 teams, 50 employees as of November 2023

#### Management Support HQ Strategic Business HQ Accountment **Financial** Management Operation Office office Policy Project Personnel Team

- Support Team
  - IR Team
- Marketing Team
- Sales Project Team 1. 2

#### Al Service Al Service Planning Operation Office office

- Al Service **Planning** 
  - Team

#### Al Design Office

Design Developme nt Team

#### Al Content Office

- Contents Development Team1
- Contents Development Teem2
- Teem3

### Al Development HQ

R&D

Office

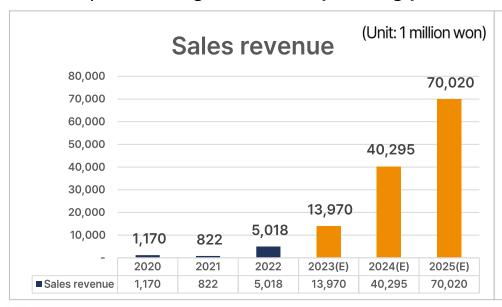
Platform Application S/W adevelopment Development office Office

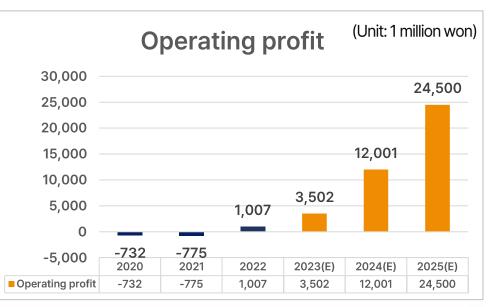
> Platform Construction Team

Contents Development

# 4. Summary Financial Statements

Revenue and operating profit of KRW 6.49 billion and operating profit of KRW 19.12 billion in 2023, exceeding sales and operating profit at the end of 2022.





Sort	2020	2021	2022	2023E)	2024(E)	2025(E)
Sales revenue	1,170	822	5,018	13,970	40,295	70,020
Cost of sales	710	0	0	2,507	7,749	14,002
Gross profit of sales	460	822	5,018	11,464	32,546	56,018
SG&A	1,192	1,597	4,011	7,962	20,546	31,518
Depreciation cost	77	262	458	1,050	1,650	2,050
Operating profit	-732	-775	1,007	3,502	12,001	24,500

### Monthly Service Fee (USER / Per Item)

SSAM	AiME	AiME PC	AiU(Voice)	AiU(SOIP)	AloT
30~5million	50,000	30,000	300,000	600,000	500,000~5million

# 5. Short-term Strategy for Sales Expansion

We achieved 5 billion (average 200 million) contracts for SSAM\_Verse revenue in 2022. In 2023, the second rehabilitation medical institution (53) and sales target list (500) were selected. In 2023, our products are expected to be introduced to 100 comparies, and 2023 sales are estimated to be 13.9 billion KRW.

### 2022 (Sales: 5bn KRW)

- Selected as the supplier for the Al voucher promotion project for 4 hospitals (Myungji Medical Foundation, etc.)
- SSAM-Verse solution contracts (25 companies)
- NICE Info technology evaluation certification: Technology level T-4 (Al-based medical platform development)



### 2023 (Sales(E): 20bn KRW)

- AiME service launched
- AiU service launched
- SSAM platform expansion to general businesses
- Series A investment
  - (KOTEC, Korea SMEs and Startups Agency, KDB bank etc.)
    Preparations for special listing of the technology
- AiME export expansion/first year
- Selected as the K-Baby Unicorn
- NICE TCB Technology Evaluation Rating Very Good (TI-2)



(53 institutions)

Series A
investment
(KOTEC, Korea
SMEs and
Startups Agency,
KDB bank etc.)

# 6. Status of the Partnership Projects in Korea

'23년

We are promoting the expansion of markets through business partnerships such as Osstem Implant, GS Neotek, Connect Wave, UB Care.



#### Osstem Implant

Through a strategic partnership with Osstem Implants, Korea's No. 1 dental equipment and dental software company, Al customer centers will be linked to more than 12,000 domestic and foreign dentists using dental electronic chart softwares



#### **NHN KCP**

#### (Korea Cyber Payment)

This is the largest VAN and PG (Electronic Finance Business) company in Korea with 300,000 operators nationwide, and we will carry out joint Al platform business and launch services with its clients (GODOmall and Café 24)



#### U2 Bio

This company is a medical IT solution company that supplies EMR to 500 examination centers and 2,000 hospitals nationwide, and we plan to provide high-quality services that combine the capabilities and technology of both companies to hospitals that implement domestic and foreign examination centers



#### Sales Force

The company is a cloud-based customer relationship management (CRM) global platform company and provides tools and capabilities to help simplify business processes of various industries and sizes. We are discussing providing Al-Call service through connect service with this company.



#### **GS Neotek**

GS Neotek is a company that develops solutions tailored to its customers' business needs based on its core capabilities, including image processing technology, mobile technology, and cloud-based IT services.

We plan to cooperate to supply cloud-based contact center services.



### MakeShop® enuri danawa

#### **Connect Wave**

Danawa, enuri.com, Korea's No.1 price comparison/search shopping operator, and Connectwave, which operates Makeshop, Korea's No.1e-commerce integrated solution for payment, have signed a business partnership to build Al services for customers

### **UB**care

#### **UB Care**

No. 1 company in the EMR market for domestic nursing institutions. For the past 30 years since its establishment, it has established the largest medical network in Korea, including 25,700 hospitals and clinics nationwide and 8,000 pharmacies and 38 corporate dealerships nationwide. We are discussing various cooperation measures to introduce our AICC and establish AiU



#### Whois

"Whois" manage the computer domain assets of Korea's leading companies such as Samsung, LG, Doosan, and Hanhwa, and will jointly supply our Amy service as a company that provides domain services to more than 400,000 companies



#### Carelabs

It is a company specializing in health and beauty care that provides comprehensive health and beauty care IT platforms such as hospital information services, hospital customer management software, and digital marketing solutions, and will jointly supply our AiU services



#### **EZ Caretech**

This company builds a computerized ERP system for medium and large hospitals, and we plan to deliver medical IT services to advanced overseas markets such as Japan, the United States, and the Middle East markets in combination with our solutions

# 7. Status for Overseas Expansion

AiME is the world's first ALL in ONE model for small and medium-sized businesses and private businesses that combine AI, ARS, CTI, and CRM, and is preparing to export to major countries around the world, starting with Japan and the English-speaking world. Starting with Japan's entry into KICO Systems, we are promoting overseas business to supply services to Europe and Asia.

KICO Systems: This company is a company that builds solutions and provides platforms in various fields such as cloud, Internet of Things (IoT), and web services in Japan. After signing an agreement with the company, it is expected that there will be synergy in exports to Japan and entry into Southeast Asia.



### Features of Al-ME, the Al Call Assistant

- A smart assistant with connection to the Chat GPT
- Can be used regardless of your carrier
- Available for the whole world by supporting 45 languages

Super simple
PC installation



 Push notifications of the Al consultations on your phone

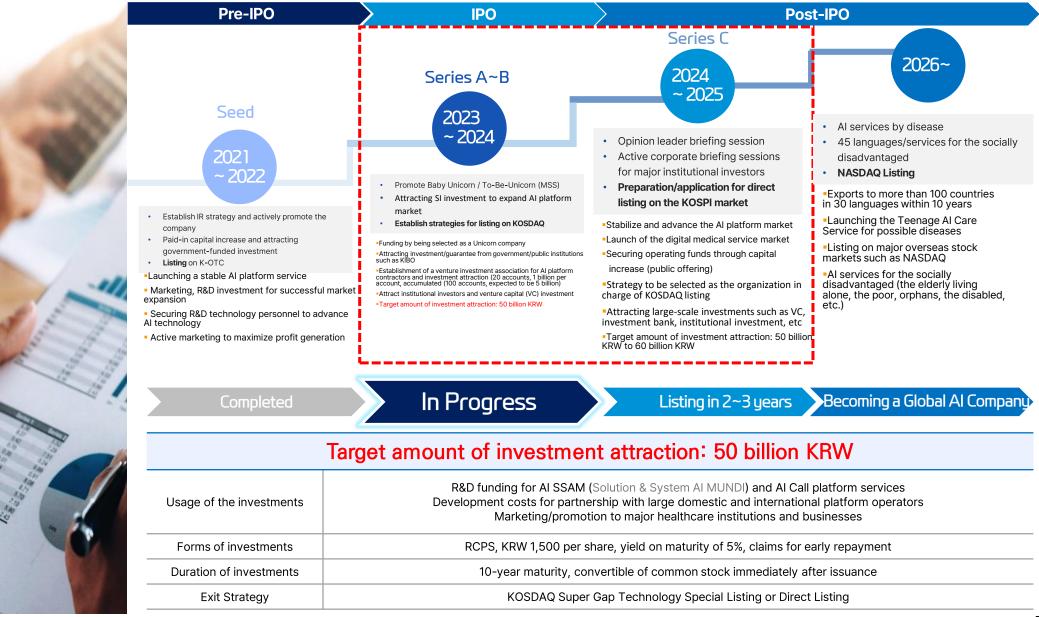


Set the greetings and responses as you like





# 8. Key Roadmap and Business Plan



# 9. Introduction to Affiliated Companies

WiseCare is a company that provides robots, online/offline payment-related products/services, and has a network of 6,000 hospitals and clinics accumulated through multi-year know-how since its establishment in 2009

**Expanding WiseCare's Network Utilization Market, Diversifying Services Combined with Robots and Hardware** 



# WISECARE

- More than 6,000 hospitals nationwide network
- Provides robots and hardware (PG, VAN)



- Development of Al Solutions and Platforms
- Supply Al-based voice recognition guidance/reservation solutions

# Service and Business Model

### WiseAl's main business consists of SSAM\_Verse, AiME, and AiU as follows

### SSAM\_Verse

# Al customer center that coexists with people

SSAM-Verse, an Al customer center platform, is an Al service establishing Al calls, Al homepages, and Al robots. Each Al service provides an Al integrated platform service that supports call center work and allows Al to communicate 24 hours a day instead of employees



### AiU

# Al affiliate platform that is serviced through partnerships

We develop different forms of AI platform services with partnerships that bring us closer to more customers through corporate alliances. It is an entry-level AI service that provides template AI customer centers in various industries through partnerships with companies. It is a model that spreads entry-level AI services to various industries by signing partnership contracts with services that can be linked to various companies such as EMR, e-commerce, and hosting companies



#### **AiME**

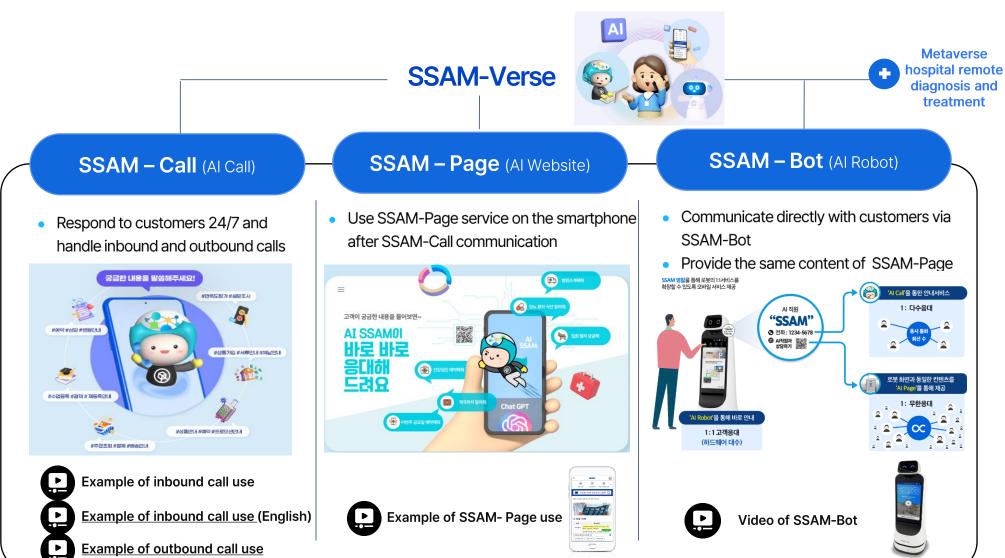
# I'm an Al, Al call secretary who answers calls 24 hours a day

AiME is an Al call assistant platform that allows anyone around the world to easily utilize Al technology that felt difficult and distant. In the future, we are aiming for global Al services by function such as dementia care assistants. Al call secretary Amy can pick up the phone instead of "I," which is busy with work or personal phone, so she can focus on her work. It's a model that combines Al and ARS, CRM, CTI It handles tasks such as schedule management, memo function, and general counseling



# 1. About SSAM-Verse

SSAM-Verse is an enterprise virtual care center (Al customer center) such as hospitals using Al. It consists of an Al call (SSAM-Call), an Al Website (SSAM-Page), and an Al robot (SSAM-Bot)



# 1-1. Example of establishing a SSAM-Verse

This is an example of SSAM-Verse establishing. The AI homepage is replaced by a connection or mobile homepage to the hospital's homepage, and AI calls are provided by connecting to the hospital's representative number and call center.











Seoul Chicago Dental Clinic

**2**070-7070-6884

www.aipage.co.kr/utimus



Apollo Health Care Clinic

www.aipage.co.kr/apollo

**2** 070-7070-6710





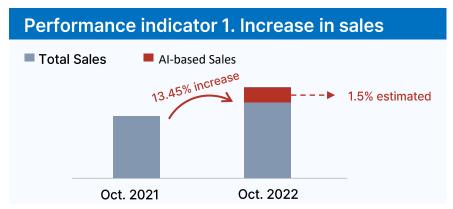




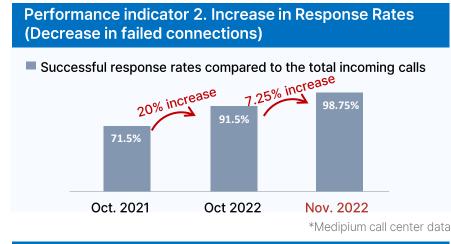
- Myungji Hospital V/C CENTER
- New Dental Clinic
- We are providing services to Gaon
   Dental Hospita and others and are gradually expanding our establishing cases

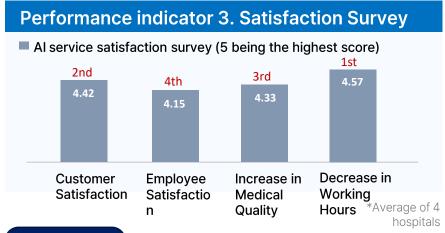
# 1-2. Bexample of Establishing a SSAM-Verse

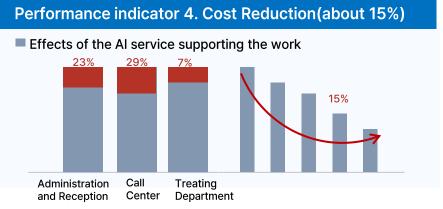
As a result of the AI voucher support project, the introduction effect of the establishment of an AI customer center is as follows. (Medipium Pangyo, Mokhuri Neck and Back Hospital, Myungji Hospital, Apollo Healthcare's establishment real data)











Other Performances

Reduced employee retirement rate due to reduced employee workload / Resolve complaints of customers who could not get a call connection / 24 hours of counseling and appointments outside working hours / Increased efficiency due to the concentration of detailed work by counselors / Hospital operating costs reduced by 15%

\*From the reports of the 4 hospitals

# 1-3. Business Strategy for SSAM-Verse

We have completed our product lineup in 2022 for each of the top 10 disease sectors, and from 2023, we are partnering with major EMR developers to provide packaged SSAM-Verse to more hospitals.

### **Short-term strategy**

Wise Care customer 6,000 hospitals primary target possible

### Platform customizing by disease and department

- Primary Development of untact care services for each of the top 10 medical fields
  (Focused on management and care such as plastic surgery, dentistry, examination center, oriental medicine hospital, orthopedics, psychiatry, nursing hospital, rehabilitation, dermatology, specialized hospital, etc.)
- Secondary Advancement of more than 50 services by subdividing 10 fields into 5 representative diseases

  (Dementia, depression, COVID-19, respiratory diseases, 3D implant procedures, etc.)
- Super-advancement of services after the selection of killer items to the untact treatment and treatment stage through the implementation of the primary and secondary services



### 2. About AiU

AiU is an entry-level Al service platform that can provide users with more effective service management and marketing in conjunction with existing services through partnerships with companies in various industries.



### Strategies for Customers by Type of Business

	Insurance	Receive customers with inbound AI-YOU contract with outbound at the point of car insurance renewal
	Hospital	Receive customers with inbound Appointments(procedures) with outbound
₩ <b>&gt;</b>	Financial	Advertising to customers that need a load through AI-YOU If the customer is interested, connect to the counselor
	Shopping Malls	Explain products with inbound Explain new products with outbound and place orders if the customer wants





Example of SOIP content outbound video call insurance



Example of SOIP content outbound video call hospital

# 2-step Visualized Al-Call service actively utilized after launching the service

Consulting services available while displaying visual materials to the customer. Actively target areas optimized for outbound services through this.



### Measured Rate Charging

- Minimize the costs for the companies(customers) through the measure rate system
- Focus the target on fields where the cost effectiveness is verified



### 2-1. AiU Service Plan

AiU는 국내 여러 분야의 서비스 런칭을 목표로 하고 있으며 기능확대를 통하여 다방면의 분야로 확대 출시하고, 글로벌 회사와 업무 제휴를 통하여 글로벌 서비스를 오픈을 추진하고 있습니다.

### Service Launch Schedule

### Step 1

### Exclusive for hospital/PG industry

- Hospital EMR product Alpartnership service (U2BIO/Eghis Health)
- Al partnership service for KCP provided force product
- Cafe24/Godomall shopping mall Al partnership service

### **Service Costs**

Method	Fixed costs fee+pre-paid costs fee (Different charging by field and usage)
Basic Fee (1 channel)	30,000~300,000 KRW / Month (SLA-based basic fee)
Additional Channels	Basic Fee / Channel, Month
Measure Rate Fee	Inbound 100 KRW/per call Outbound 500 KRW/per call

### Step2

### Expansion of the functions and global application

- ✓ Visualized Al-CALL to be launched
- Partnership in the insurance/finance industry to be launched
- Global service to be launched

### Expectations by Industry (2023)

#### **Expected number of partnerships**

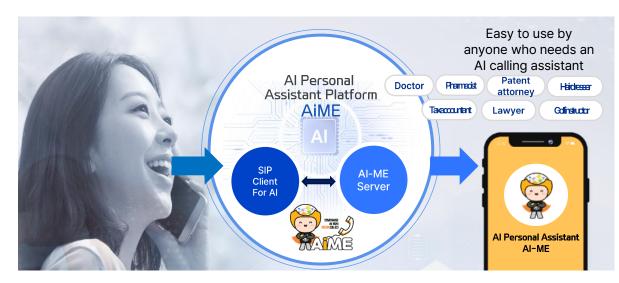
Examination Centers	Hospitals and Clinics	PG	Shopping Malls
300	2,000	10,000	10,000

#### Expected fees by customer(monthly)(KRW)

Examination Centers	Hospitals and Clinics	PG	Shopping Malls
600,000	100,000	50,000	30,000

# 3. About AiME

AIME is the world's first AI call assistant platform that easily utilizes AI technology as a ALL-In-ONE model for small and medium-sized businesses and private businesses that combine AI, ARS, CTI, and CRM. In the future, we are aiming for global AI services by function such as dementia care helpers.



The AI call secretary handles tasks such as schedule management, memo function, general counseling, and outbound to assist you on your busy day.



e.g.) After downloading the golf instructor package, it can be conveniently edited



### **Major Features**

ALL in ONE Model for Small and Medium Businesses and Private Businesses Combining AI, ARS, CTI, and CRM

The world's first entry-level customer center that combines Al and ARS is an application

Implementation provides an AI call assistant platform that can be easily used by anyone around the world

#### Schedule Management

Can be connected with the Google/Apple calendar used by billions of people worldwide

#### **Outbound Calls**

Set the outbound scenario, contact information, and the time on the smartphone app for automatic outbound

#### Connection with Chat GPT knowledge DB

Can provide answers for unprepared questions and establish the knowledge data

Can download and use various Al learning content from the content library

Users with different occupations can share the library through Al learning, and those who need them can easily download them and use it on the app

Consulting important inbound information

All the activities of the personal assistant can be easily viewed on the smartphone app

#### **Call redirection**

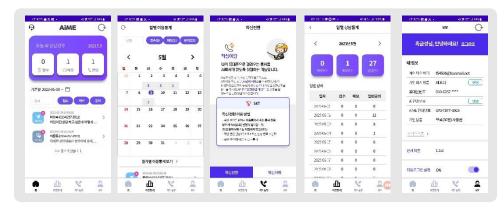
Users and Al\_ME can converse in spoken dialogue

# 3-1. About AiME

The Al call assistant, Al-ME, is a global Al platform that can handle tasks such as inbound response and outbound guidance, regardless of the carrier, and can be used easily anywhere.







AiME can respond to any calls, regardless of the carrier!!

- Private mobile, company mobile
  - Private wire telephone, company telephone, call center
- SKT, KT, LG U+
- New businesses can use without opening a telephone line

# 3-2. Service and Marketing Strategies for AiME

The goal for Al-ME goal is the global market, and we plan to provide services in more than five countries in 2023 and more than 10 countries in 2024.

We have connected the Chat GPT engine to create a personal assistant smarter than users at a low cost.

Service Name	Features	Price(Expected)	Note
AiME	SIP Client, Chat GPT Knowledge DB establishment, content library, schedule	50,000 KRW	In the Korean market, the costs for the outbound calls will be
AiME PC	management, inbound consulting, outbound calls, check call logs, call redirections	30,000 KRW	added by usage



# The AiME's services are targeted for experts of each field



Targeting specific fields such as the above and providing verified content

### Al Assistant "AiME |



# Anyone can easily use AiME



Content can be downloaded from the library by field, country, and cost.
Downloaded content can be used for machine learning of the assistant



Low price, cost-effective services





### **Services for Companies**



Partnership services with Companies Private assistants for the employees



Coordinating and confirming Meetings Customer response outside working hours



# Accelerating the Global Strategy

Discussing expansion with the Japanese telecommunications career Rakuten and with Southeast Asian countries (1st half of 2023)

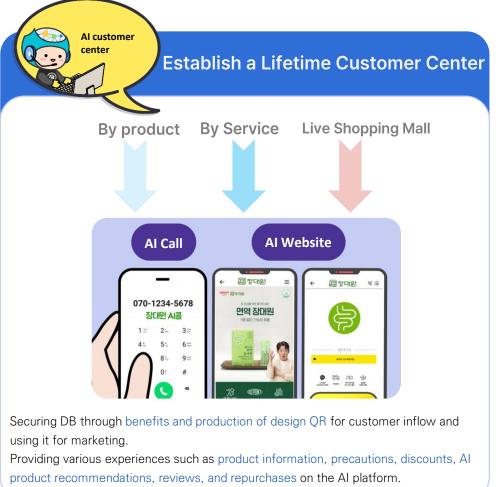
Discussing expansion to Japan and England. Currently planning to expand to large markets such as U.S. and China

Strategic partnership with major companies

# 4. About AloT

AloT is short for 'Artificial Intelligence of Things' and is a service that combines Al and Internet of Things (IoT) technology into one. This can be applied to all industries and occupations in the future, and can be guided and repurchased by operating a global Al customer center 24/7, 365 days a year.





# III. Differentiation of technology

### The following are the distinctive factors of WISE AI

Developed the technology for adding emotions to an Al and for listening during the Al response

(To be launched in 2023)

Al-based call system using voice control: the customer's voice is comprehensively analyzed, and the voice of the response is adjusted (tone, speed, and volume) according to the characteristics of the answer

Listening during Al response: Al stops responding when a customer speaks during the response, and switches to listening mode as if conversing with a person



Able to infer in over 45 languages

Able to infer in over 45 languages and can be exported to 150 countries



Communications support available with a simple installation be using the SIP

Service is available without the link with an external carrier or a communications technology



4 Chat GPT linking technology in association with existing inference

Construction of an inference engine DB using Chat GPT: Any question can be answered actively by introducing Chat GPT into the inference engine



5 Ability to create and expand the business based on Al technology

Holds experience and network of creating and expanding businesses in the medical/financial/shopping mall sector with the AICC platform that can address customer needs in various ways





- \* Patent application: A system for managing dementia patients through Al-based vocal analysis and its operation method (Application No. 10-2021-0067632)
- \* Patent application: A video call-based outbound Al calling system and its operation method (Application No. 10-2022-0076136)
- \* A device for providing medical support services based on Al and its method (Registration No.: 10-2518448)
- \* An Al-based calling system using voice control and its method (Application No.: 10-2023-0046776)

# 1. Certifications and intellectual properties

Since its foundation, WISE AI has continued to develop its own technologies and have applied and registered many patents and trademarks

(Patent registration: 23, patent application: 5, trademark registration: 1, as of November 2023)

Domestic(18)

순번	명칭	출원번호	등록번호	비고
1	An intents-based device for providing responses for questions and its method	10-2020-0053959	10-2386898	
2	A device for providing Al-based medical assistance service and its method	10-2020-0053960	10-2420929	
3	A system for automatic response for questions on a website	10-2020-0053962	10-2351388	
4	A system for optimal response to questions and its method	10-2020-0075983	10-2374530	
5	A method for automatic call response using smartphones and the system for this method	10-2021-0078645	10-2397668	
6	An automatic call response service system based on Al chatbot	10-2021-0062842	10-2518448	
7	Search device and programs	2018-129224	10-2063242	Dotont registration
8	Chatsystem, dhatbotsæverdevice, dhatbot Dmanagement device, dhatbrokerage sæver device, program, dhatmethod, and dhatbrokerage method	2018-204348	10-2146884	Patent registration (14)
9	chatbot search system and programs	2018-78637	10-1993771	
10	Automatic response server device, response methods, response methods, response methods, response methods and programs	2017-138423	10-1938790	
11	A system for managing dementia patients through Al-based vocal analysis and its operation method	10-2021-0067632	10-2569277	
12	An Al phone call appointment system and its method	10-2022-0076136	10-2572430	
13	An outbound AI video-call system and its operation method	10-2023-0022215	10-2587501	
14	An automatic call response system using an Al chatbot	10-2023-0040751	2023.10.26 patent decision	
15	An outbound Al calling system in the method of providing web contents	10-2022-0041279	-	Dataset south attack
16	An Al-based calling system using voice control and its method	10-2023-0046776	-	Patent application
17	An outbound call system using Al capable of ARS-based call center and its operation method	10-2023-0147683	-	(3)
15	Al:Al-ME CALL Inbound Al Assistant(38 class)	40-2021-0008526	40-1898140	trademark registration

Global(11)

순번	명칭	출원번호	등록번호	비고
1	Chatsystem; challootseverclexice; challoot Dmanagement clexice; challooke ages everclexice; program; challootseverclexice; challoots	2019-228263	6489670(일본)	
2	Automatic sender system, process and program	2019-202571	6741322(일본)	
3	Chatmanagement methods, dhatsystems, future intention prediction server devices, answer generation server devices, and programs	2019-83266	6731513(일본)	
4	Voice contact system, voice contact processing method, smart speaker operating server device, as mart speaker operating server device, and program	2018-237446	6555838(일본)	Patent registration
5	Search Devices and Programs	2018-129224	6537211(일본)	(9건)
6	Chatsystemy challootserverdevice, challoot Dimanegement device, challookerageserverdevice, programy challmethod, and challookerage method	2018-204348	6489670(일본)	
7	Chatbot search system and program	2018-78637	6433614(일본)	
8	Chat systems, chat methods, and programs	2018-93184	6372947(일본)	
9	Automatic response server device, terminal device, response system, response method, and program	2017-138423	6218057(일본)	
10	An Al Chatbot based automatic call response service system	PCT/KR2022/006889	-	patent application
11	An Al phone call appointment system and its method	PCT/KR2023/003207		(2건)

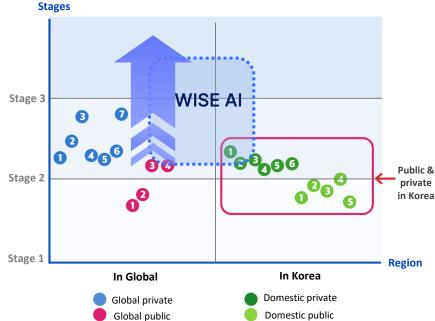
# 2. Differentiation of technology

WISE Al aims for the second to third stages (emotional cognitive-based) of the "Al Development Direction Roadmap" announced by the Korea Intelligence and Information Society Agency and the differentiation is that we can provide overseas services.

### Development stages of the Al virtual assistant

	Stage 1	Stage 2	Stage 3
Sort	(Chatbot service)	(Intelligent assistant service)	(Emotional cognition service)
Language abilities	Understanding commands	Conversation	Conversation with understanding of the context (free conversation, emotional conversation)
Details	Scenario-based     Q&A on learning content     in a specific field	Communicating with a comprehensive contextual understanding of various fields and proactively presenting services	<ul> <li>understanding human, exchange emotions with humans, beliefs, and their needs</li> </ul>
Knowledge basis	• None	DB of task (standard knowledge)     e.g.) information of popular restaurants	Non-standardized text/ images e.g.) manuals, papers, news articles
Performing range	Q&A based on keywords, statistics, and rules     *Run relevant application for the command	Ask questions, understand the objective of the user and handle it with a conversation     Can handle simple complaints such as reports, applications, and appointments	Providing expert knowledge, sharing emotions with human     Service available to those who are alienated from information through the device
Processing technology	Voice recognition, understanding of the language (sentences)     *Keywords, rule-based, pattern matching	Voice recognition,     conversation processing     Natural language,     machine learning ,deep learning	Voice recognition, conversation processing, knowledge processing (inference)     * Emotional processing, recognizing the situation
Conversation method	• Two-way	Customized	Expert conversation
Providing method	• Text	Text/voice/visualization	<ul> <li>Text/voice/visualization/behavior recognition</li> </ul>
Al learning range (Deep learning)	Small volume of learning data	Deep learning results + human knowledge     expansion of the use range	Automatic evolution by learning new data through inference
Example (Complaint)	Complaint form, supporting the preparation (detect errors in the input text)	Supporting the complaint forms and preparations (recommend values to input)	Advancing form preparation, supporting the preparation (draw cause relation between the submitted documents and related documents)

# Level of the AI virtual assistant in Korea and abroad by service

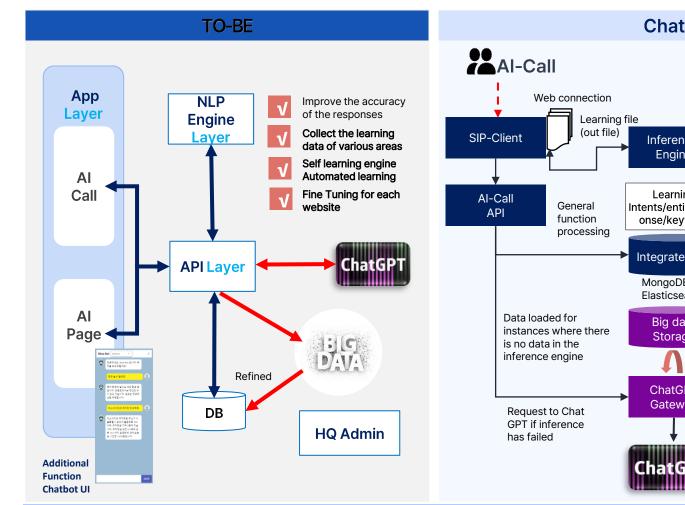


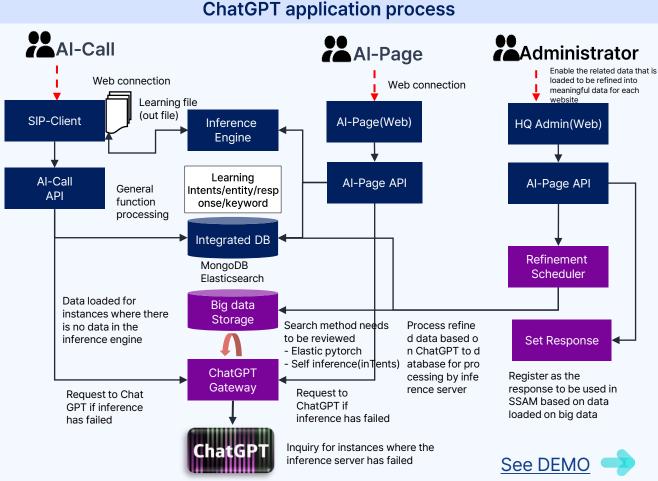
**WISE AI** 



# 3. WaiGPT Engine Structure (NLP + LLM)

Wai GPT is a next-generation AI model that combines a large language model (Chat GPT (LLM) with its own reasoning engine capable of pattern-based natural language processing (NLP). We collect learning data in various fields by improving and refining the accuracy of answers through WiseAI's own reasoning engine and ChatGPT interworking technology. It provides its own technology through its own reasoning engine.



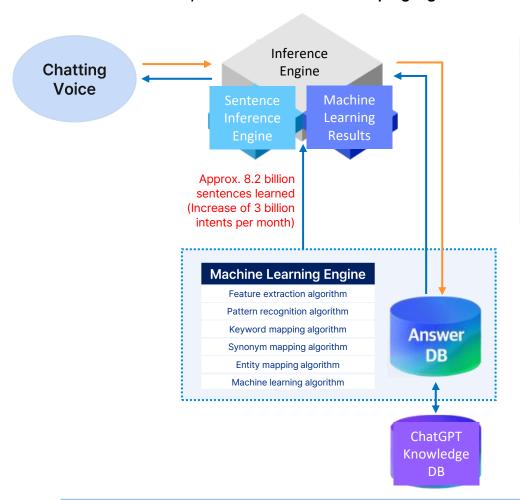




- Patent Application: Call Automatic Response System Using Artificial Intelligence Chatbot (P23-0038)
- Trademark application: WaiGPT in progress

# 4. Global Services Al Engine and Algorithms (Inference engine / Machine learning / Multi-Lingual Support Technology)

Having an in-house inference engine that excels at understanding customer information (based on Samsung Electronics and LG Electronics' experience in developing and providing 45 languages to approximately 200 million TVs exported worldwide between 2009 and 2013, we succeeded in developing a global inference/machine learning engine that can infer more than 45 languages.)



Service Operational Indicators - MS Clinic AI CALL Cases (2023/04/22 ~ 2023/06/16)

The proportion of AI responses during incoming calls (based on the number of calls)	Total number of calls 6,736	Al response 2,686	proportion of Al response 39.88%
Rate of providing normal answers (based on the number of utterances)	Number of inflow questions 4,161	Al right response 3,973	Success rate of answers 95.48%
Number of AI reservations (AI CALL / AI PAGE)	AI CALL 103	AI PAGE 288	391

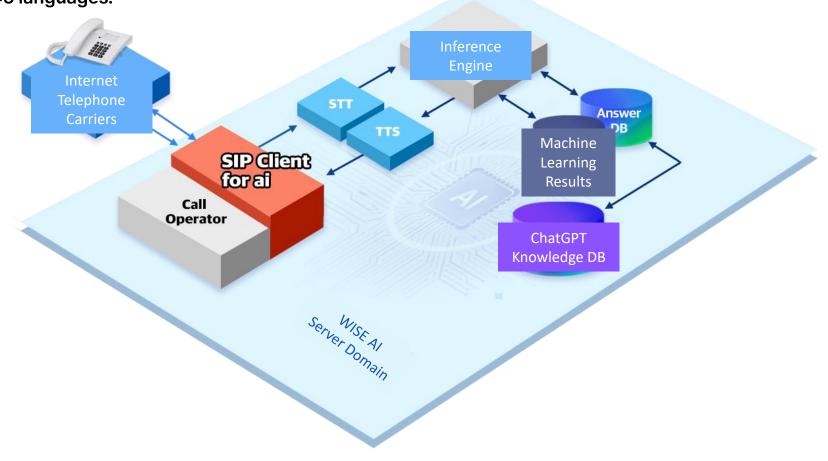




<sup>\*</sup> Patent registration: A system for optimal response to questions and its method (Registration No.: 10-2374530)

# 5. Al Communication-Based Technology WaiSIP: SIP(Session Initiation Protocol) Client For Al

Wai SIP Client for AI technology (Wai SIPT) is a proprietary technology that allows AI to control all transmissions without speakers or microphones. It can provide AI call service without linking with external telecommunication companies or communication technologies and can be exported to more than 150 countries in 45 languages.





<sup>\*</sup> Patent application: An Al Chatbot based automatic call response system (Application No. : 10-2021-0062842)

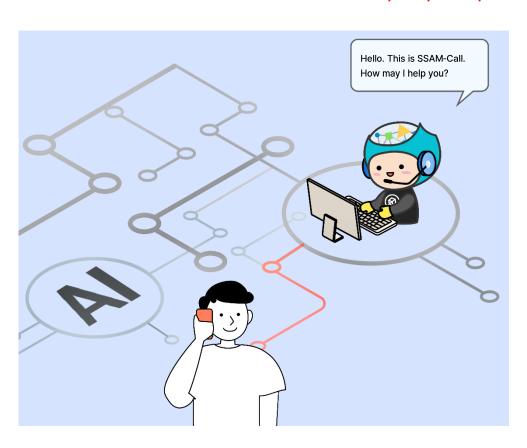
<sup>\*</sup> PCT application : An Al Chatbot based automatic call response system (Application No. : PCT/KR2022/006889(PCT)

<sup>\*</sup> Trademark application: WaiSIP in progress

### 6. Al-Call

We provide inbound and outbound bidirectional Al-Call technology using SIP Client For Al technology. You can select the information you want to use, input responses, and open the Al-Call service immediately by inputting the basic greeting messages.

You can reduce investment costs for CTI, IVR, CRM, etc. required to operate a customer call center.



### Major Features

- 1. Both inbound and outbound functions provided.
- 2. Basic inbound calls can be opened by selecting the intents and inputting the responses. Outbound calls are possible by drawing up the scenario.
- 3. By linking with Chat GPT, you can provide answers to unprepared questions and build a knowledge data.
- 4. You can use the RPA for making, changing, and cancelling Appointments automatically.
- 5. All conversations and their summaries can be viewed through the HQ, and voice recordings can be played if needed.
- 6. The keypad voice recognition function is available to receive keypad inputs just like the ARS.
- \* The intents are the titles that define the intent of the customer's questions. Example) Company introduction, parking information, cafeteria information, etc.



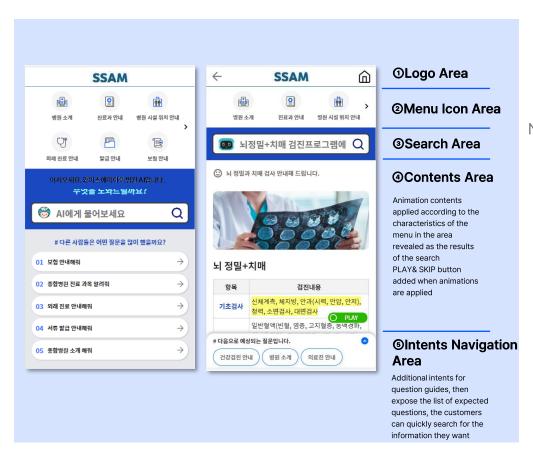
<sup>\*</sup> Patent application: A method for confirming an order(Appointment) in the automatic call response system using the entity, and the system for this method (Application No.: 10-2021-0062205)

<sup>\*</sup> A method for automatic call response using smartphones and the system for this method (Registration No.: 10-2397668)

# 7. Al-Page

This website is different from the existing standardized websites. Using the AI technology, the intent of the customer's questions are identified and the applicable materials are briefed. This is the website suitable for the AI era. It is also used as the home page for the provided robot.

Our inference engine and the AI PAGE platform are mounted on the LG Electronic's guidance robot.



### Existing Website

### Focusing on the Hospital

### Al-Page

### Focusing on the Customers

Need to know something? Look for Just ask a questions, and the the information yourself. It's professionals will kindly explain somewhere here. everything for you.

Through the intents area, the expected questions can be solved too!!

This type of website has many detailed information, but the customer needs to click on all the pages to find the desired information. If the customers can't easily find the information they want, they will end up calling the hospital for assistance.

If the customers enter their questions, they can easily get an answer without depth. Through the intents area, the website will show the customers the next intent by predicting what their next question would be. The customers can get the information they want with just a single question.

By adopting the Chat GPT in the inference engine, any question can be answered.



- \* Patent registration: A system for automatic response for questions on a website (Registration No.: 10-2351388)
- \* An intents-based device for providing responses for questions and its method (Registration No.: 10-2386898)

# 8. Al-Robot

In collaboration with LG Electronics' robot department, we are implementing robot-oriented AI pages and researching and developing various technologies in connection with RMS and ROS (Robot Operating System) to implement robot functions of AI customer centers and virtual care centers.

黨 서울시카교치과병원 SE ROBERTA 의 AI에게 됐어보세요. OT GENERAL NO METHOR LG CLOi

On the robot screen, the SSAM-PAGE and the hospital's unique content is provided through icons.

Frequently asked questions can be learned in Q&A format to start a voice conversation



미소아이안과 AI 직원

"MISO"

AI Call 02-6672-1001

MISO EYE Clinic
Al 'MISO' Name Tag

미소아이안과 AI 직원

"헤이 클루이"라고 말씀하신 후

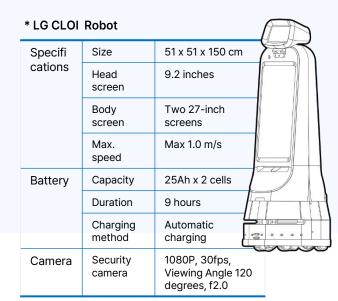
도움이 필요한 내용을 알려주세요

"검사실 위치 알려줘" "화장실 어디야?"

- Connection to the SSAM-CALL and SSAM-PAGE through the name tags attached to both shoulders of the robot
- Providing conversational information on frequently asked questions such as the location of the bathroom, pharmacy, and cautions after a surgery
- The tracking function allows the robot to follow around the doctor and support the rounds by providing the charts
- The security mode function allows the robot to patrol the perimeters at night and record videos.







LG CLOi ▶Autonomous

Mobile Robot



See a sample video taken by the AI ROBOT

# 9. RPA(Robotic Process Automation) For EMR Technology

This technology can control S/W without API linkage in various S/W environments such as the EMR for hospitals and the ERP for companies.

We initially partnered with a foreign solution called UI-PATH, but the development was difficult due to the complexity of the EMR and lack of technical support. We developed the RPA technology on our own and succeeded in linking EMR and ERP.



Controlling the EMR without API with our own technology

The RPA can be applied to other applications as well as the EMR.

Control with mouse and keyboard

Using our own OCR/video recognition technology

Saving and loading predefined scenarios

Linking with the Al-CALL for automatic scenario selection based on the call's progress and provides RPA control function

RPA such as Dent Web, Doctor CRM, and AMIS has been developed. We are further expanding the EMR supported

\* Example of the Seoul Chicago Dental Clinic, which is currently using this technology







<u>Cancel</u> <u>Appointment</u>



# 10. R&D Under Progress\_Preparing for technology special cases listing

We are focusing on developing assistant services using Al conversation technology, and we are gradually developing Al that communicates smarter than humans.

AiME's Functional Change

#### Step1

#### Al Call Secretary(AiME)

first step beta opening completed translation for overseas expo certification obtained, The establishment of an overseas branch is underway

ALL in ONE Model for Small and Medium Businesses and Private Businesses Combining Al, ARS, CTI, and CRM

#### Step2

#### **Development of AI Virtual Secretary**

We are developing services that can respond to virtual assistants on various platforms.

We are researching and developing with the aim of launching Al virtual assistants by the end of this year that answer voice questions for each product by photo on homepages, social platforms, and home shopping as well as Al call assistants.





### Step3

#### Al care secretary, development of assistant by function

We are developing Al assistants that can be used for various virtual occupations as well as Al virtual assistants. We are developing nursing assistants for each disease based on our experience in introducing services in the medical field. In addition, we will gradually expand the existing professions (doctors, pharmacists, lawyers, tax accountants, etc.) to develop assistants that can be used in various professions. We would like to provide diagnostic assistance and care services through assistants by disease, and we would like to provide more detailed professional assistant services through assistants by function.

It is being developed to provide dementia diagnosis assistance and care services to people around the world by realizing the development of AI platforms and services for active care of senile brain diseases (centered on dementia and Parkinson's disease)

- secretary for dementia
- secretary for Parkinson's disease
- · a teenage care assistant
- · Al show host, etc

Dementia Diagnosis Assistance and Care Services



Reduce establishing time

SSAM-Verse

AiU

**AiME** 

AI-ONE

12month ····· 6month ···· 3month

1month ··· ➤ 1week ··· ➤ 1day

1month ▶ 1week ▶ 1hour

1minute

# 11. R&D Under Progress\_Preparing for technology special cases listing

With the establishment of the Financial Services Commission's ultra-gap technology special case in July, the following preparations are being made to list the technology special case.

#### AiME

 We are developing a service that combines ARS, CTI, and CRM functions with existing AI functions. It is a technology tha can minimize customer contact at a lower cost by providing each service at once.



### **Technology Features**

- It is possible to provide high-quality services by minimizing customer contact.
- Al, ARS, CTI, and CRM functions are provided at once to reduce costs incurred during batch introduction.
- Intervene when needed during Al consultation to respond to customers

### **AI-ONE**

 It is a technology in which an AI counselor related to the page appears within a minute no matter which web page URL is entered, and the "OneMinute AI Counselor" automatically responds to the page.



### **Technology Features**

- Using Vision recognition technology, you can easily introduce pagespecific AI counselors.
- It provides efficient customer service without customer response.
- We can respond to inquiries outside of working hours 24 hours a day

# overseas multilingual

- Global reasoning/machine learning that can be exported to more than 150 countries in 45 languages
- Having an engine, expanding to more easily and quickly exportable services
- It's a possible technology. We are currently conducting continuous DB learning and QA.



### **Technology Features**

- Our reasoning engine performs machine learning in the form of a combination of DNA-based pattern algorithms and RNN-based algorithms.
- Due to the nature of the algorithm, it is a technology that can easily build and export multilingual services compared to other competitors

# Multilingual Secretary Development

 We aim to release AiME services available in multiple languages (Korean, English, Japanese, Chinese, French, German, Spanish, etc.) by the end of 2023.



### **Progress status**

- We are currently testing multilingual assistant technology in Japan and the UK, and will be commercialized after the test is completed.
- We will conduct service evaluations in Japan, the United Kingdom, and the United States.

User-side innovation technology

Business-side

innovation technology

### AI-WISE

- You can make a reservation or check the contents of your query by calling the Al customer center or counselor through the Al assistant.
- Automatically reserve/order by entering outbound setting
- values, saving users time.



### **Technology Features**

- It is a service that can enter the global market with multilingual support.
- It can be expanded to various fields such as ticketing, delivery, and shopping.
- After the introduction is expanded, communication between customers and companies is possible through Al without a call with counselors.
  - We can provide services for people with disabilities.

# 12. R&D Under Progress

We are continuously investing in R&D and are concentrating on developing the technology that can create new growth engines for the future.

Technology for adding emotions to an AI/
Technology for listening during the AI response

Al-based call system using voice control: the customer's voice is comprehensively analyzed, and the voice of the response is adjusted (tone, speed, and volume) according to the characteristics of the answer

Listening during AI response: AI stops responding when a customer speaks during the response, and switches to listening mode as if conversing with a person

The SOIP AI video call technology, an AI call while looking at the screen

A technology for watching the content while talking to the Al





Technology for diagnosing and treating dementia through Al analysis

Technology for supporting the diagnosis of dementia and patient care





4 Metaverse hospital (Virtual Care Center)

We can establish a hospital's Virtual Care Center in the metaverse platform, allowing the consultation and appointment 24/7, 365 days a year, with the Al Page and Al Call





3

- \* Patent application: A dementia patient management system and its operation method through Al-based vocal analysis(Application No.: 10-2021-0067632)
- \* Patent application : An outbound Al video-call system and its operation method(Application No. : 10-2022-0076136)
- \* Patent application : An automatic call response system using an Al chatbot (Application No. : 10-2023-0022215)
- \* A device for providing Al-based medical support services and its method (Registration No. : 10-2518448)
- \* An Al-based call system using voice control and its method (Application No: 10-2023-0046776)

# 13. Status of the Al System Establishment

### Establishment of Al system by disease

Project Title	Institution	Details	Note
Establishment of a pre-consultation and follow-up care system for neck/back disc patients using an AI chatbot	Mokhuri Neck/Back Hospital	Introduction of a system that enables 24-hour consulting and medical-related response work using the Internet and phone to improve the efficiency of medical work and the satisfaction of the patients (customers).	
Establishment of a customer response system based on SSAM CALL/SSAM PAGE for an efficient customer appointment process for medical insurance health checkups	n efficient customer appointment process  Medipium  Establishment of a customer response system based on SSAM CALL/SSAM PAGE for the efficiency of the customer (patients and families) appointment process for medical insurance health checkups		National IT Industry Promotion Agency (NIPA)
Establishment of a checkup process and aftercare system using SSAM CALL/SSAM PAGE for an efficient health examination for office workers  Apollo Clin		Introducing SSAM CALL/SSAM PAGE systems based on interactive AI solutions to improve response systems for hospital customers (patients and families)	
Establishment of SSAM CALL/SSAM PAGE-based patient care system for an efficient COVID-19 patient care process	Myungji Hospital	Using SSAM CALL and SSAM PAGE to provide counseling, medical guidance, and online appointment management services to COVID-19 home care patients	
A project to support the development and distribution of multi- functional dementia care and medical assistance robots	Seongnam City Medical Clinic	Multifunctional dementia care and medical assistance robot  >> Dementia assistance: Assistance to patients with mild dementia by accumulating singing data  >> Product transportation: Drug delivery and inpatient belongings delivery	Korea Institute for Robot Industry Advancement (KIRIA)
Research-oriented hospital development R&D project (advancing digital health management platform using personalized AI guide bot)	Korea University Anam Hospital Chungbuk University Hospital	Establishment of a platform for medical information analysis for cancer patients and delivering guide robots, and development of a smart home care management solution (SW) centered on patients  Establishing a smart medical management platform linked to the community and realizing a patient self-management system through the development of ultra-personal Al guide robots	Korea Health Industry Development Institute (KHIDI)

### Establishment of Al system by language

Project Title	Institution	Language Supported	Note
Establishment of the medical information system in the robot sector	Eulji Hospital	Korean, English	Al-based medical support platform Providing customer concierge service robot
Establishment of SSAM CALL system	JEI(Japan)	Korean, Japanese	Providing AI CALL service to Japan through export of SSAM CALL platform

### Establishment of Al system by size

Sort	Institution	Note	
Tertiary hospital	Eulji hospital, Myungji hospital, Seongnam city medical clinic	Robot, virtual care center	
Secondary hospital	Mokhuri neck/back hospital	SSAM CALL, SSAM PAGE, HQ system	
Primary hospital	Chicago dental clinic, Miso eye clinic	Robot, RPA reservatopm, SSAM CALL, SSAM PAGE	

### Expansion of the Al system by industry

Project Title	Institution	Details	Note
Intelligent logistics collection inspection vision recognition AI integrated automation S/W supply	Etners	A method of using vision recognition technology to reduce the omission rate by photographing and providing data when collecting/inspecting imported items, and learning the data	NIPA core industry cloud demonstration project

# 14. Status of major competitors

WiseAl has expertise in the medical field and has strengths in providing accumulated DBs and artificial intelligence solutions that can be exported abroad.

Sort	Saltlux	selvasai	Maum Al	People Link	VAIV	Ploonet	Bridgetec
Solution Name	Talkbot Studio Voice Studio	Selvy deepTTS Selvy Chatbot	Al telemarketer	Good ARS	Al Assistant	Hand secretary	ForCus
strong point	Chatbot-based artificial intelligence big data solution	Development and service of Al- based medical solutions	<ul> <li>Voice Bot serves customers to drive sales, and Auto QA supports quality control</li> <li>Artificial intelligence R&amp;D capabilities</li> <li>Development of artificial intelligence solutions in various fields</li> </ul>	Customizable specific numbers such as administrator page settings, scenario additions, mass outgoing/separat e sound source and time settings	Interactive dialogue technology developed for the first time in Korea and verified by commercialization for more than 15 years     National Cancer Center Building an artificial intelligence-based counseling chatbot service centered on national cancer knowledge information	It is equipped with a GPT language model, acting on behalf of mobile tasks	ARS solution that accurately verifies CRM and customer transaction information and provides optimal answers     Customized services such as grade, age, gender, and region are available, and optimized in connection with Al voice robots
WiseAl's Competit iveness	Approximately     8.2 billion content     machine learning     outcomes     specialized in the     hospital/medical     sector (secured     DB)	Provide storage systems to more than 3,000 hospitals and clinics in Korea based on their experience in operation, and have a sales channel and stable profit structure in the medical industry	Having expertise in artificial intelligence healthcare     Provide storage systems to more than 3,000 hospitals and clinics in Korea based on their experience in operation, and have a sales channel and stable profit structure in the medical industry     Telemarketers and counselors are separated, but we are integrated into a unified service from consultation to outbound telemarketing (marketing, sales promotion, etc.	It has a multilingual reasoning engine that can be exported to 45 languages and 150 countries	We provide answer services combined with voice as well as chatbots	Through Chat GPT interworking technology, learning data in various fields are collected, and related patent applications are being filed through accuracy improvement and refinement of existing DB	Bridgetec is a company specialized in finance, and we provide Al services that can be used in various fields such as medical, bio, robot, and logistics (image recognition

# Values We Wish to Create(Social Responsibility)

- We design an Al that understands you and works for you



Al phone call assistant, Al partnership services, AloT platform "SSAM-Verse, AiME, AiU, AloT"

We create Al services. Our Al Services understand and work for you. Wise Al



# AI-ME

is by your side.

Providing Al services that can diagnose and care for various diseases remotely

Al personal assistant for the whole world with a simple installation

Interworking with the public welfare services

Supporting the counseling sessions in schools and families

Al service for the socially disadvantaged

We want to provide AI services to everyone that can receive medical treatment not only from dementia but also from experts in various diseases. We are also promoting the development of disease AI content for teenagers. We will provide the AI service, which was difficult to access because of its requirement of expertise, time, and money. Anyone can easily use our AI at a low cost.

Outbound functions can be used for public welfare services to link them with social welfare services of nursing care workers and community centers, and welfare blind spots can be resolved through continuous communication.

Schools, kindergartens, and academies can respond to inbound using AI, provide smooth communication channels with families through outbound guidance, and contribute to the prevention of domestic violence

We will take the lead in distributing the AI assistant service and fulfilling the corporate social responsibilities by providing easier and cheaper services for the socially disadvantaged, such as the elderly living alone, the poor, orphans, and the disabled.











### Based on our Al source technology

Al personal assistant, AloT, and Al medical platform!!

Providing Al services and exporting overseas,

We will become the Global No. 1 Al platform company

### **Contact Information**

- Website: www.wiseai.co.kr
- Mobile:
  - CEO Song Hyeong-seok +82-010-2779-5273
  - Director Eum Kyeong-min +82-010-2790-8011

