Dealicious Company Profile





OUR MISSION

To make the customer's business easy and enjoyable

OUR VISION

K-FASHON CHANGE MAKER

Dealicious Company Profile

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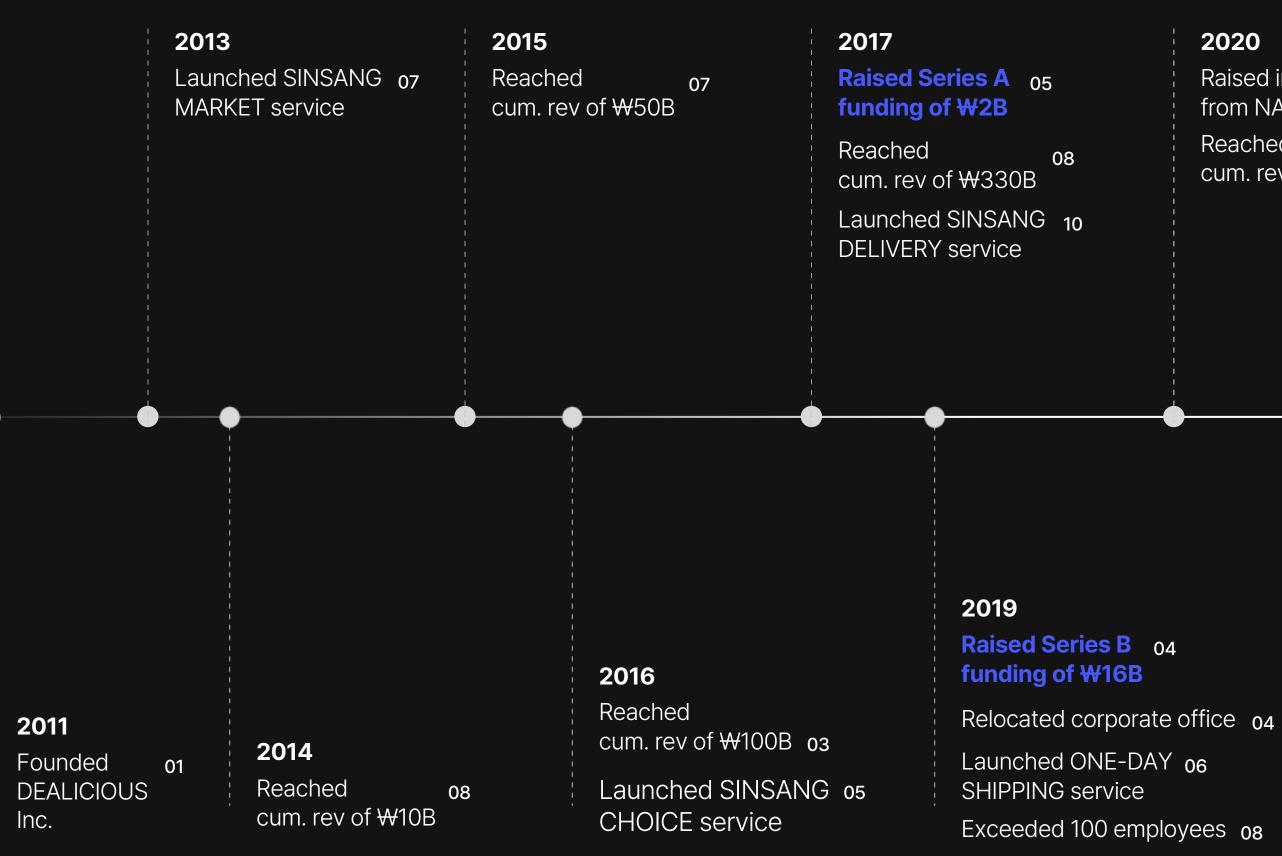
01 OUR COMPANY

Dealicious provides services aimed at systematizing the value of Dongdaemun, the world's unique fashion cluster, under the mission "To make the customer's business easy and enjoyable." We are revitalizing the Dongdaemun fashion ecosystem by addressing the inconveniences experienced by customers in traditional retail practices.

1. Our Company



Dealicious History



2020

Raised investment 03 from NAVER CORP.

Reached 04 cum. rev of ₩1T

2022

Raised Series C funding of ₩57B 01

Office expansion 06

Launched Japan service 09

Reached cum. Investment of ₩82.5B

2021

Launched 01 SINSANG PAY service

Launched 02 DEALIBIRD service Launched 03 SINSANG TALK service Launched 11 Greater China service

Reached cum. rev of ₩2T 12

2023

Reached 06 cum. rev of ₩3T Expanded fulfillment service to 08 Namdaemun

Dealicious Employees

Number of Dealians (As of Dec. 2023)

228

Voice of Dealians (Source: Dealicious Website)

66

We tend to swiftly embrace and implement user feedback. It's an organization truly dedicated to embodying the mission 'To make the customer's business easy and enjoyable.' Kyung Woo Park | iOS Team

66

Dealicious is a progressive company where customer growth, company growth, and personal growth coalesce.

Seul Gi Han | Growth Team

66

The greatest strengths of Dealicious are 'people' and 'autonomy'. Thanks to my responsible colleagues, I can focus more on my work.

Hyun Kim | Product Design Team





02 OUR SERVICE

Dealicious has shifted the B2B transactions of Dongdaemun fashion industry, from offline to online. We break down physical limitations and create a space where a wider variety of products easily come and go, and the fashion industry can grow.

W 10,000

View more

MY PAGE

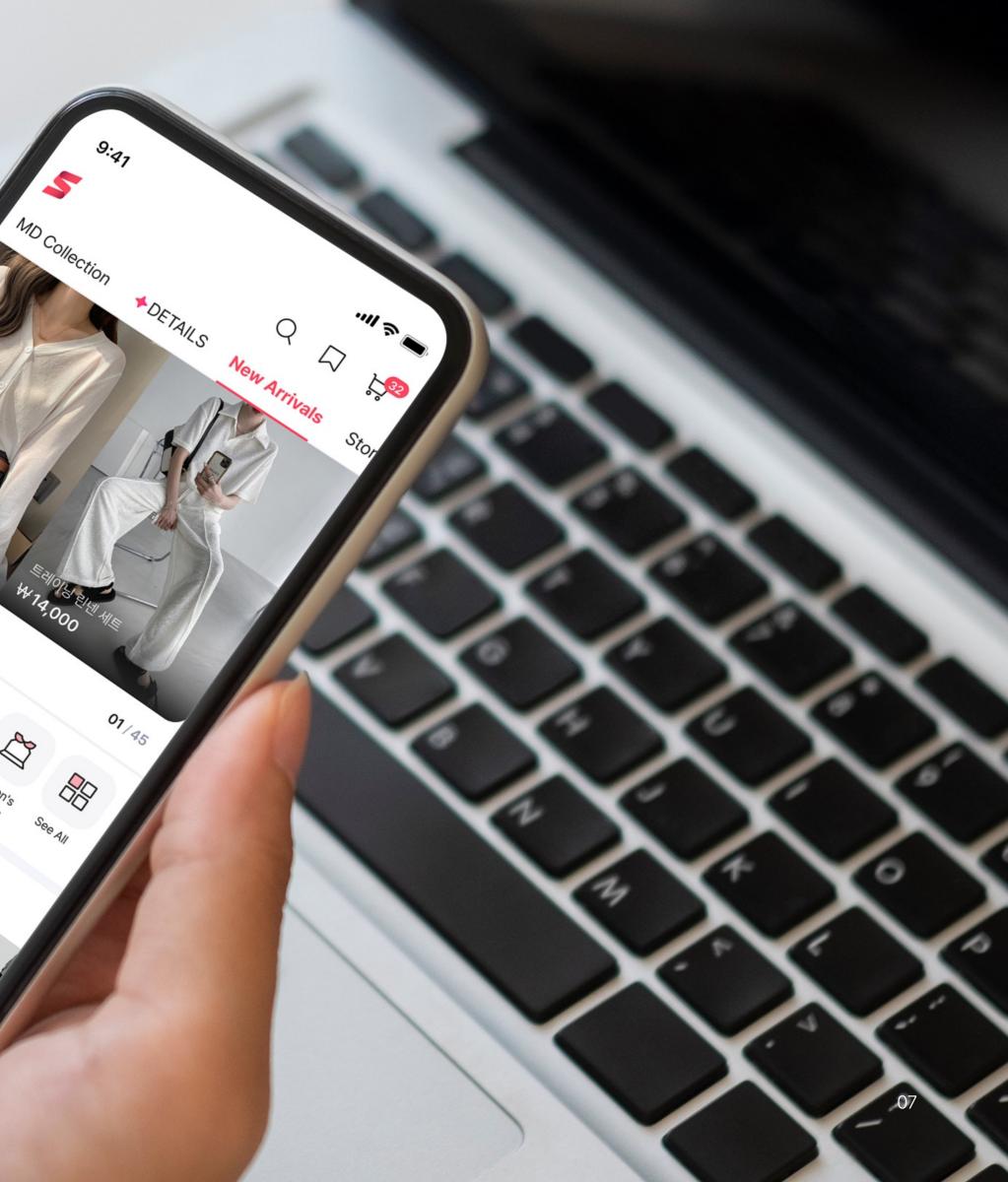
SSM Market

Recently Dopular store

SINSANGTALK

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2. Our Service

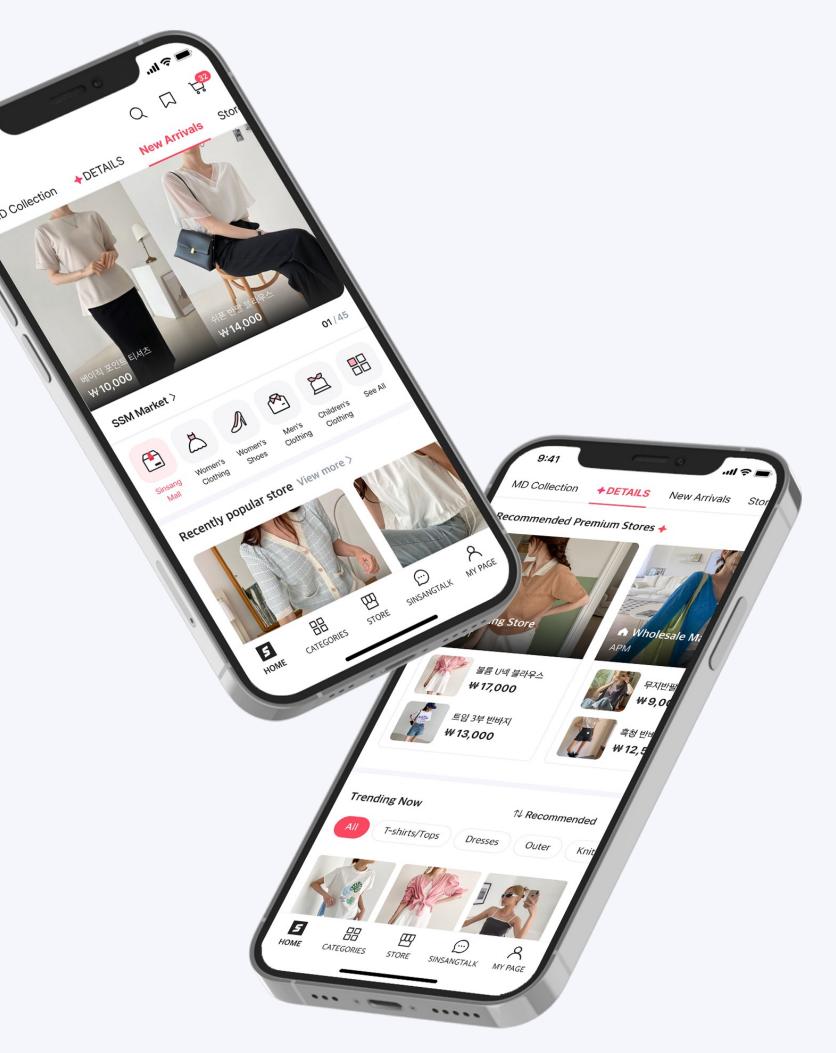


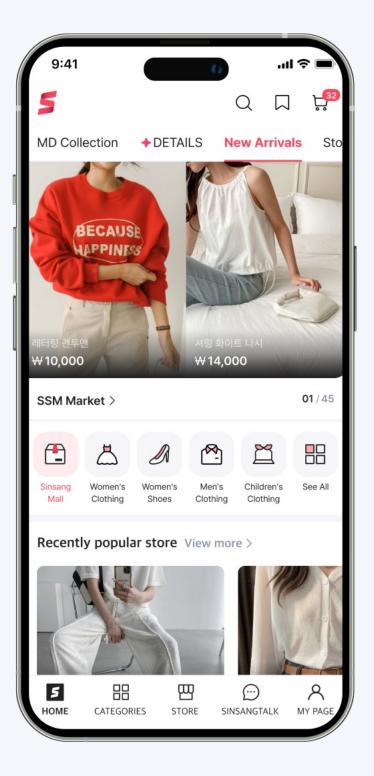
Sinsang Market

Meet K-Fashion from Home

Since its launch in July 2013, Sinsang Market has served as a platform connecting K-fashion wholesalers with both domestic and international retailers. Explore a curated collection of products uploaded in real-time and effortlessly source items that match your desired style without the need to visit the market in person.







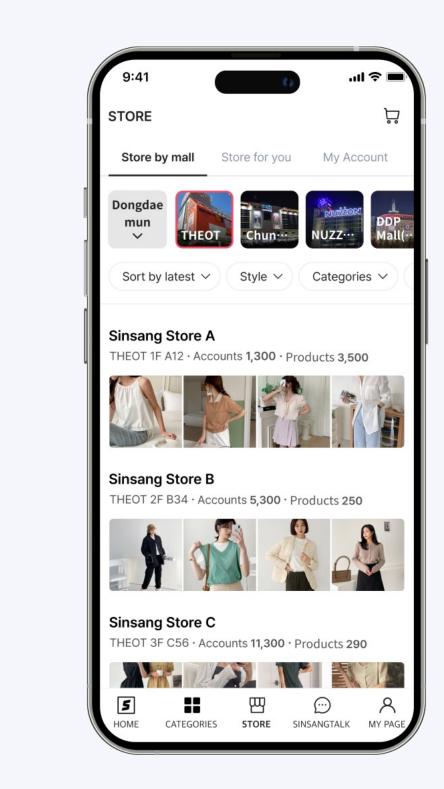
Home

Browse products uploaded in real-time at a glance

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Categorie	es				Å
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Dongdae	mun				
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Categories

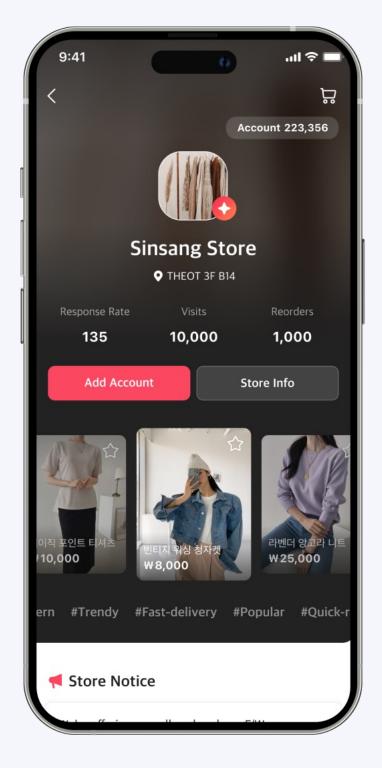
Utilize categorized sections by product or building for swift searches



Explore stores using various filters such as location, style, and category

Explore and Search for Products and Stores using Various Methods

Stores by Mall



Store Page

Review partners' announcements, key products, and new arrivals

Sinsang Market Domestic Achievements

Cum. Revenue Trend (As of '23 internal data)

Cum. Revenue Surpassed 3 Trillion KRW



₩3.4T

K

Dealicious Company Profile

2. Our Service

Key Achievements (As of '23 internal data)





Wholesalers Sign up Rate 80%

Retailers Order Frequency **1 order every 2.8 sec.**





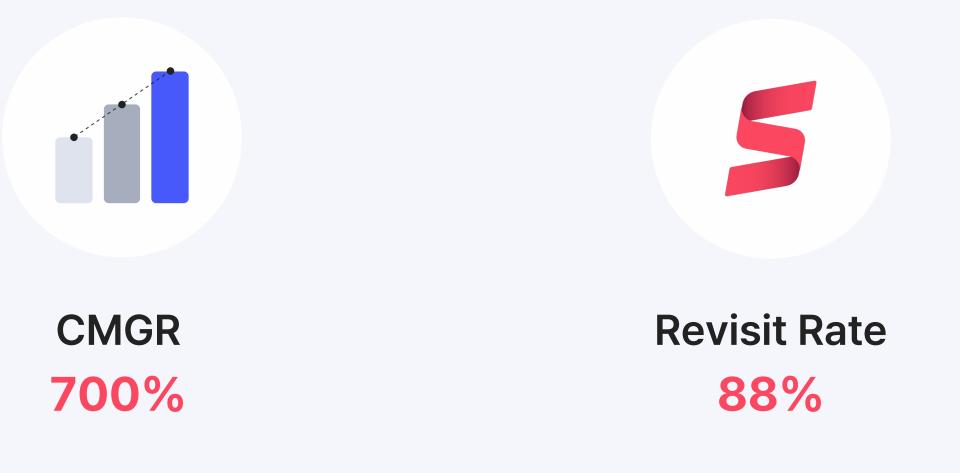
Wholesalers Membership Renewal Rate 92%

Wholesalers & Retailers Revisit Rate 93% & 95%

Sinsang Market Global Achievements

Cumulative Revenue of 20 Billion KRW

Since its launch in November 2021, we have achieved a remarkable growth, reaching a cumulative revenue of ₩20B within just two years. Starting from Greater China and Japan, Dealicious is set to expand into more countries, continuing its challenge in the global market.



Dealicious Company Profile

2. Our Service



Reorder Rate 80%

Sinsang Delivery

All-in-One Service for Retailers

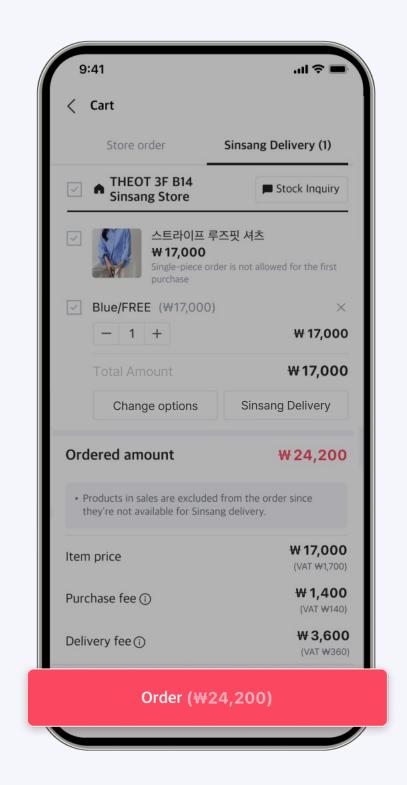
Sinsang Delivery is an all-in-one service providing order, purchase, payment, and delivery. Retailers can make purchases directly through Sinsang Market without visiting Dongdaemun in person, while wholesalers can secure numerous new business partners both domestically and internationally.



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Blue/FREE ₩17,000 (₩17,000)	- 1 +
Beige/FREE ₩0 (₩8,000)	- o +
Navy/FREE ₩0 (₩8,000)	- 0 +
Pink/FREE 0 (₩8,000)	- 0 +
White/FREE 1 product(s) selected	(VAT not included) ₩17,000
Store Order Pick-up/Ship on your own	Sinsang Delivery Ship with Sinsang Market

Add to Cart

Click the "Add to cart" button for desired items



Place Order

Review products and total order amount, then click "Order"

Easily Purchase with Just a Few Clicks, No Need for Visits

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Complete Payment

Select from various payment methods and proceed with payment

Sinsang Delivery Key Achievements





Cum. Number of Users 120,000+

Cum. Number of Orders 9,000,000+

Dealicious Company Profile

2. Our Service



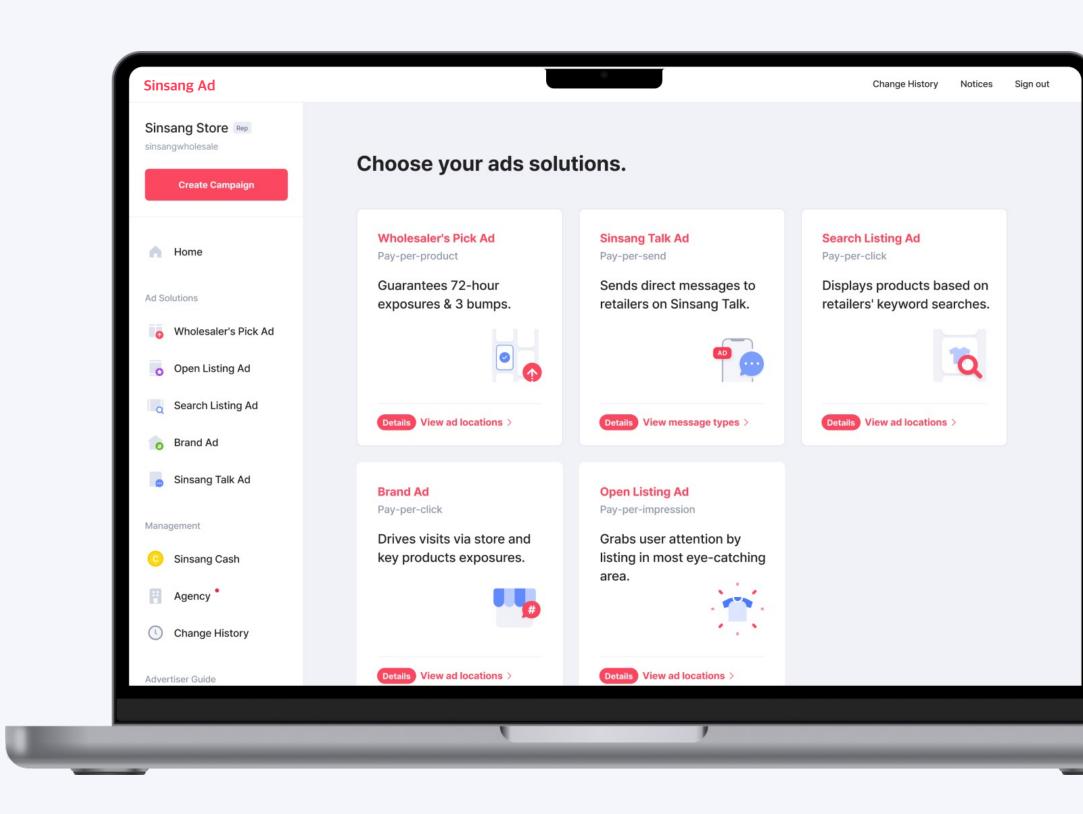
Service Reuse Rate

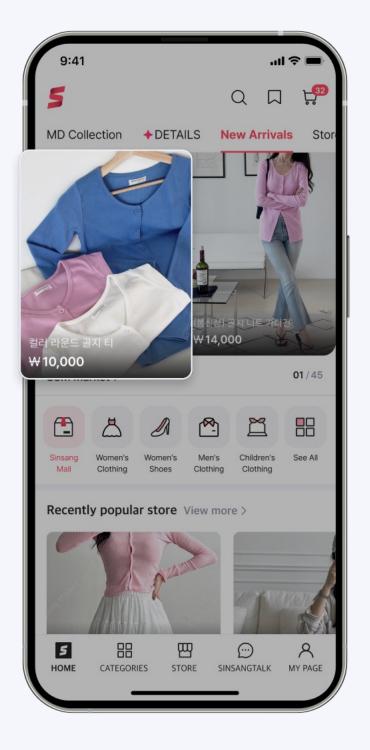
80%

Sinsang Ad

Your Business Growth Partner

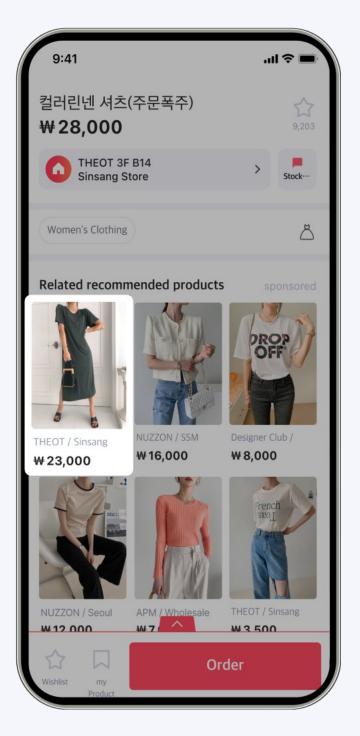
Sinsang Ad is the Advertising Platform Center of Sinsang Market designed to support businesses. Wholesalers can easily promote their products uploaded on Sinsang Market to retailers across the country without any limit on time or distance.





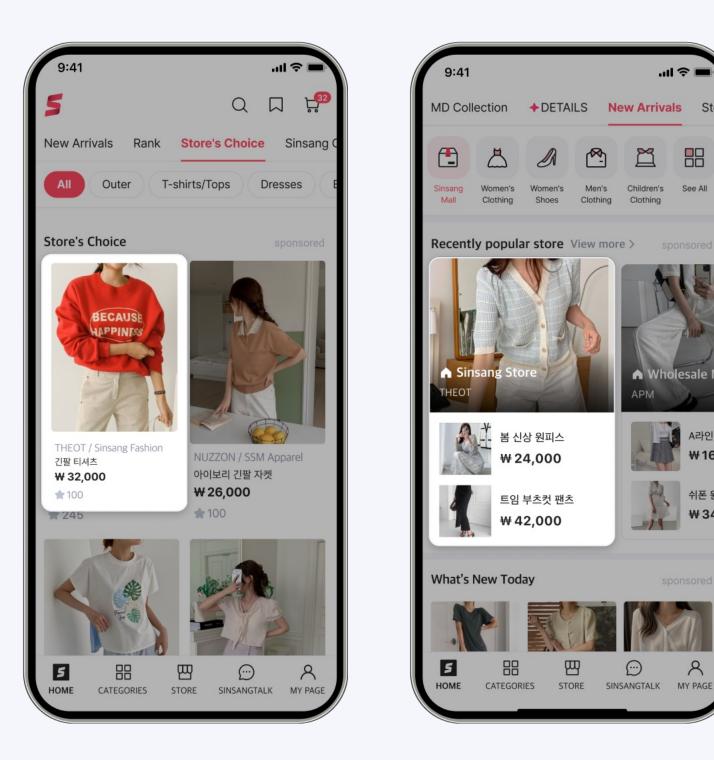
Open Listing Ad

Grabs user attention by listing products in most eye-catching area



Search Listing Ad

Displays products to retailers who searched for specific keywords



Wholesaler's Pick Ad

Guarantees 72-hour exposures & bumps for key products

Boosted Retail Interest, Sales Potential, and Partner Growth via Product and Store Exposure

See All

Children's

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SINSANGTALK

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MY PAGE

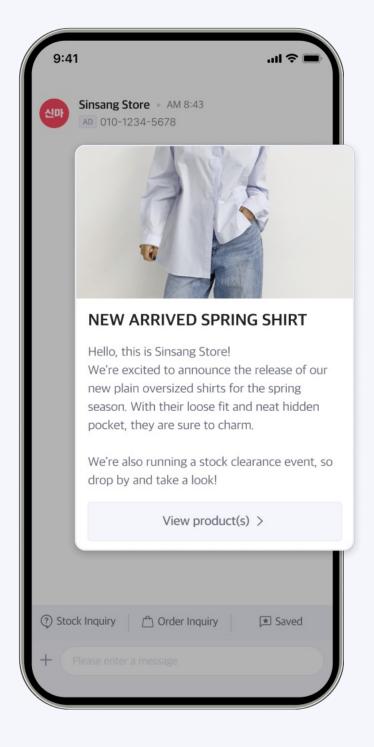
Clothing

Clothing

Shoes

Brand Ad

Drives visits via store and key products exposures



Sinsang Talk Ad

Sends direct messages to targeted retailers

Sinsang Ad Key Achievements



Advertiser Sales Growth Rate

92% (Avg. YoY)



CAGR 240%+

Dealicious Company Profile

2. Our Service



Service Reuse Rate

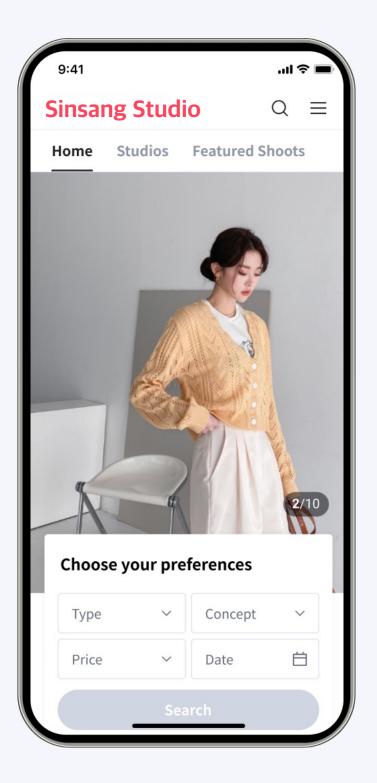


Sinsang Studio

One-Stop Shooting Service by Sinsang Market

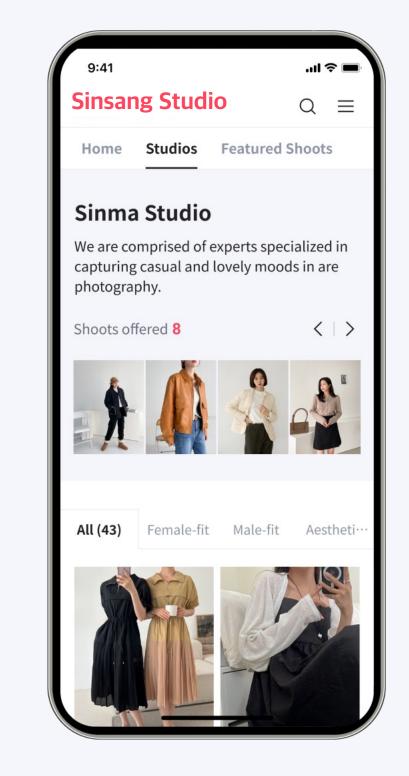
As an one-stop service, we pick up the product from a wholesaler, arrange a photo shoot and upload the product on Sinsang Market once a wholesaler decides the product and schedule. You can directly select the shooting concept you desire, and from image provision to product return, everything can be completed within a week.





Search Concept

Find studios based on product type, shooting style, pricing and etc.



Explore Studios

Browse diverse concepts of studios within Sinsang Market

Explore Various Studios at a Glance and Easily Book Shoots

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Request coord	dination from a	stylist	
Send own coo	ordination		
Model (Requi	red)		~
With/Withou	t Face (Required	1)	\sim
Total Amount			₩O
45	Book N	low	

Book Shoots

Book a shoot by specifying desired conditions

Sinsang Studio Key Achievements





Cum. Revenue **₩2.8B**

Number of Products Shot 66,000+

2. Our Service



Service Reuse Rate

76%

Established	2011.01
Address	5th, 10th floor, 57, Daehak-ro, Jongno-gu, Seoul, Republic of Korea
	B1, 3rd floor,Season Building, 18, Jibong-ro, Jongno-gu, Seoul, Republic of Korea
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