

Blockchain Based
Digital Devices Aftermarket Platform



All Devices... From Cradle to Grave



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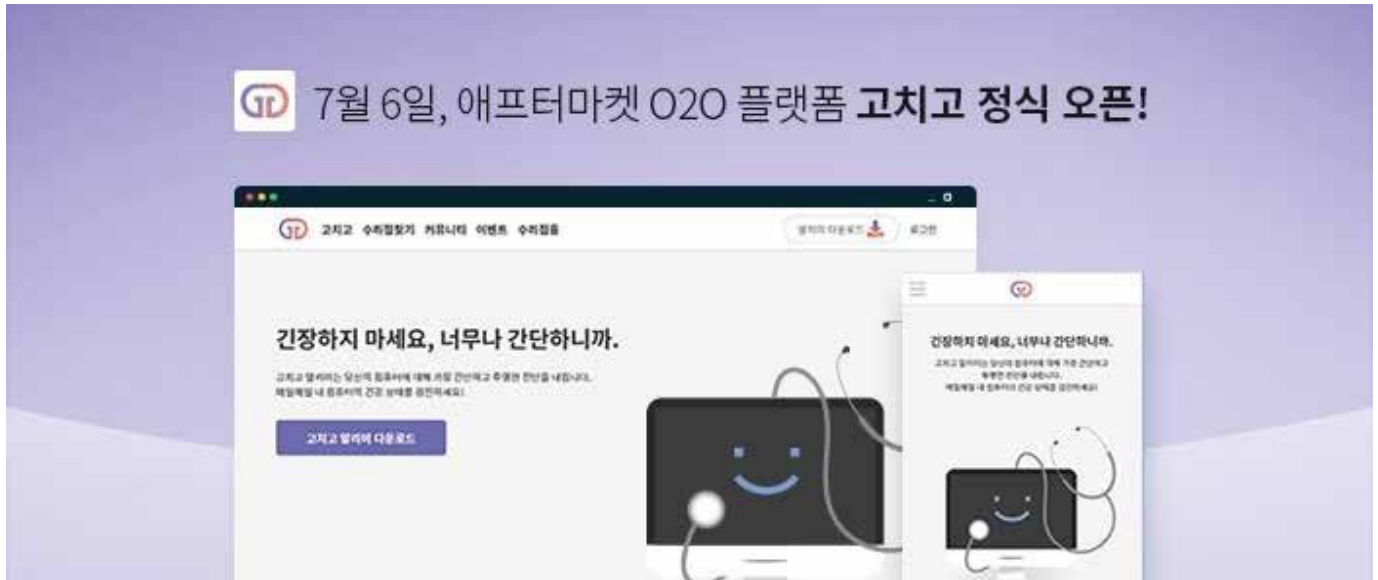
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1. Abstract

“All Devices... From Cradle to Grave”

《REBORN》 – Digital Devices Aftermarket Platform Based on Blockchain



《REBORN》 is "the world's first" project for the implementation of the global O2O commerce platform that covers every business procedure in the aftermarket, such as trading and distribution, installation, maintenance, repairs and refurbishing.

The REBORN blockchain will create a full-care service and a pleasant environment, where every customer around the world can easily use reborn, value-added IT equipment and home appliances loved by customers. In particular, the blockchain will provide you with an eco-friendly and trustable market economy system that operates clearly, based on its patented technology and solid offline infrastructure O2O, thereby giving all the participants the opportunity of "killing two birds with one stone"; profit sharing and social contribution.

All the products traded in the REBORN marketplace are managed on a decentralized blockchain technology and can be transparently recognized for their true value. In addition, the blockchain technology is based on location-based technology, big data analysis and utilization, and application of FinTech technology, thereby enabling sellers and buyers to trade with confidence. Moreover, all the customers are well rewarded by a leader in the ecosystem while engaging in its safe and convenient environment, providing a service platform for functions such as payment, repair, distribution, quality certification, provision of information, and security.

The REBORN project completed the technology development process by the end of 2019 and opened the first stage of the aftermarket O2O platform business called 'GOCHIGO(www.gochigo.kr)'. We will establish a network of repair technicians, expand nationwide, activate communities with users, and provide a new paradigm of service.

Also, the REBORN Project will encourage increased participation of various partners in Korea and overseas to achieve its global goal. The project will always be open to sustainable ideas that will blossom the ecosystem of the REBORN Platform, and such ideas will be adequately compensated.

2. REBORN Dream

2.1 Background

The key target market of the REBORN project is the market for digital devices after the purchase of new products. For this project, the "aftermarket" refers to the entire market, dealing with trading for periodic inspection, parts and supplies exchange, repairs, used products and refurbished products(defective goods, goods refurbished through repairs).

Due to the recent development of the technology of the fourth industrial revolution, previous IT devices and household appliances are in practice short-lived, regardless of their actual potential life. This is the result of corporate marketing that focuses on new products and consumer sentiment following the hottest trend. The volume of discontinued products and waste is becoming bigger and bigger, and the excessive processing costs, personal and social losses such as the wastage of goods, and national problems such as environmental pollution, have already reached such a dangerous level that a coordinated worldwide response is needed.

Therefore, we started to design and implement the REBORN Project with confidence, based on the necessary and sufficient conditions for used IT devices and household appliances to be reborn through new value creation. The blockchain technology that we have chosen to use will make a crucial contribution as a proper technology that has already been developed, that has acquired several patents, and that is fused with the target technology in the field and connected with the off-line infrastructure, so bringing about a desirable ecosystem that was not previously available.

2.2. Mission

“We regard the precious sensibility that stood on an old record player and a LP plate as the best value.”

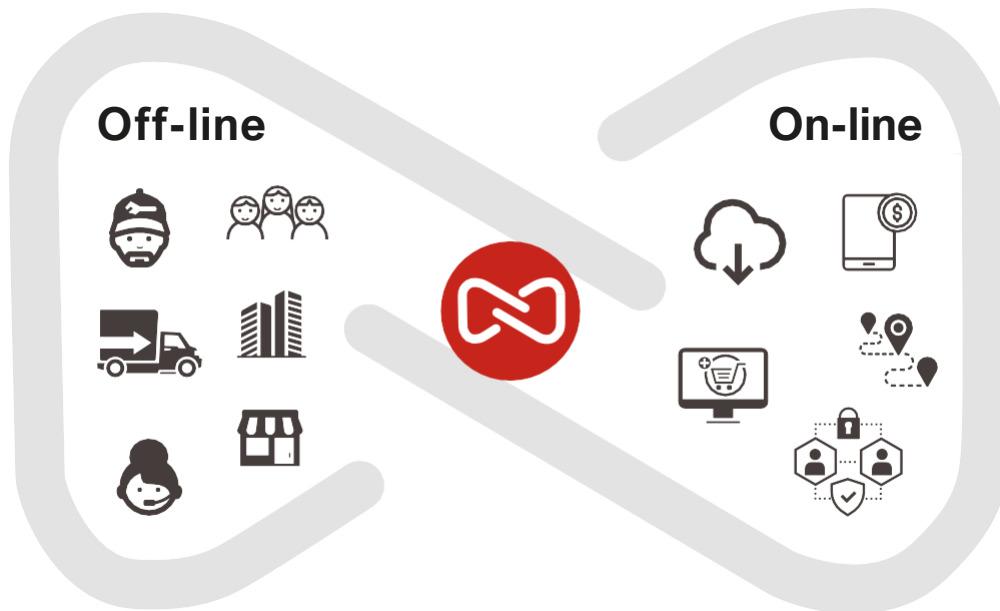
There is a value added to the world over time. We hope that everyone in the ecosystem that REBORN dreams of would be a storyteller. What are the images that can be thought of "an old album and LP"? We want to create an emotional platform where you can come up with positive words such as family, memories, love, happiness. we hope that this platform will be full of rich communication, sympathy and informative talks as the expression of the Narnia Chronicles, "the inside is wider than outside".

To realize our dream, we will build competitively sustainable service environment, including on-off integrated infrastructure for O2O commerce, professional technical personnel, and differentiated patented technologies. This REBORN platform can provide you with high-quality products and services, propose the best way for consuming, and return the benefits and rewards to the ecosystem to create a virtuous cycle having energy and dynamics.

In this context, our platform pursues the H2H(heart-to-heart) community where "people" are regarded as the most important value, utilizing the P2P communication of blockchain technology. Every participant in REBORN Dream will be a content provider as well as a content owner who can enjoy every service that they want to use in the eco-friendly ecosystem.

2.3. Vision

‘The World's First’ Blockchain-Based Digital Devices Full-Care Platform



To realize the aftermarket O2O platform requires the use of ICT technology such as location-based technology, big data, FinTech, an on-off connectable infrastructure, and a trust-based cooperation network. Therefore, there are entry barriers and obstacles because simple ideas and software technology would not be sufficient to implement it. In this regard, the aftermarket platform of IT equipment and home appliances is not yet commercialized, either at home or abroad. However, these obstacles will give us a new opportunity to become the first mover on the platform.

We will develop and complete the new concept of an O2O global platform, which will be the first in the world, based on sustainable business capacity and the excellent business performance of <Leader's Tech> which leads the project. In addition, technical experts who have demonstrated the ability to repair and refurbish IT equipment and home appliances at the highest level, and a technology that has acquired several patents, will help us tighten our grip on the market. These factors will give us competitive advantages and sustainable business strength for a considerable period of time, even if competitors or alternative technologies appear as the market expands.

In particular, we will apply the reliable and stable blockchain technology of Ethereum to our environment in order to provide high convenience to users and to ensure our own differentiation. Moreover, we will add consumer-based functionality and value to our platform by intimately connecting the value of REBORN authentication using smart contracts, customer relationship management(CRM), and a token economy that is unique to blockchain.

3. Market Situation

3.1. Explosive increase in e-waste

According to the Global E-waste Statistics Partnership (GESP) Global E-waste Monitor 2020, there are 53.6 million tons of e-waste generated worldwide. This is a 21% increase over five years and is projected to reach 74 million tons by 2030. The problem is that only 17.4% of the generated e-waste has been recycled. This means that major recoverable resources such as iron, copper, and gold have been discarded or incinerated, which amounts to \$5.7 billion in terms of costs.

According to the French Energy and Environment Agency, choosing a refurbished smartphone over a new one is estimated to reduce waste by 89%, while also saving more than 243kg of raw material mining and 77,000 liters of water, which is enough for one person to drink for 103 years. Since then, as prices have continued to rise and raw material supplies have not met demand, the refurbished market, where each country, company, and consumer recycle materials in their waste, is drawing great attention. The used market is currently expanding in size and scope, focusing on digital devices (or smart devices) such as cars and mobile phones, as well as computers, laptops, IoT devices, and healthcare devices.

As a result, governments are making policies and companies are actively working on related projects. India, the third largest emitter of e-waste after China and the United States, has issued a draft rule requiring consumer goods companies and electronics manufacturers to collect and recycle 60% of e-waste, and has come up with measures to extend the lifespan of products and use them longer.

3.2. The rapid growth of the second-hand and refurbished markets

According to the annual report released by the global used trading platform 'ThreadUp' in 2023, the size of the global used market in 2022 is about 230 trillion won, up 28% from the previous year, and is expected to nearly double to about 454 trillion won in 2027, five years later. In addition, according to data from the Korea Internet & Security Agency, the domestic used market has also increased five-fold from 4 trillion won in 2008 to 20 trillion won in 2020, and exceeded 30 trillion won in 2023.

In the case of the used car and auto parts market, which is currently the largest and leads the aftermarket in North America and Europe, the global market is estimated to be worth \$418.95 billion in 2023. It is expected to grow from \$430.51 billion this year to \$568.1 billion in 2032, growing more than 3.5% annually during the forecast period. In Korea, growth is slower than in advanced countries, but the size of the aftermarket market is currently estimated to be about 100 trillion won.

In the IT field, which is directly related to REBORNs, it should be noted that electronic products classified as general home appliances are becoming digital, and automobiles are also becoming digital as electric and hybrid vehicles increase. Along with this, the aftermarket is expected to expand further in the future due to the change and expansion of various items such as small and medium-sized IoT devices, smart devices, and healthcare devices, which are commonly called household appliances. At the center of this, it is technically based on the development of the computing environment and various applications, which disproves the growth potential of the REBORN O2O platform business.

3.3. Attractive global market

Outline

The aforementioned explosive expansion of the e-waste refurbish market and market potential are rapidly growing, especially in developed countries and countries that have emerged as urgent problems. For example, start-up companies, which have recently emerged as business models for recycling e-waste, are making headlines as they are introducing eco-friendly models in cooperation with the government and large companies. They are realizing the public interest through close cooperation with the governments and large companies in each country.

Based on its advanced technology, Redwood of the United States has raised \$3.8 billion so far, rapidly emerging as a powerhouse in the battery aftermarket, and France's Backmarket is growing into an eco-friendly company with \$1 billion in funding as an online marketplace for refurbished electronics products. In addition, China's Aihuishou, Huishoubao, the United States' Rubicon, Noveon, Terracycle, Finland's Swappie, India's Cashify, and Austria's Refurbished are leading related fields and are showing remarkable performance.

Southeast Asian market

Southeast Asia has a total population of about 600 million, which is twice the population of the United States. With a strong consumer base, continuous growth, and increasing IT penetration, an attractive consumer market is expected to be formed. REBORN's first-stage growth system will be fully operational in neighboring countries such as Vietnam, Indonesia, Thailand, Laos, and Cambodia, centering on forward-looking bases in the Philippines, which are already in operation. The Southeast Asian market, which the recent government is aiming for "New Southern Policy," will be a cornerstone for REBORN's global growth, unlike the unstable situation in China. Starting with Southeast Asia, REBORN will expand throughout Asia, advance into Eastern and Latin America, and advance into Africa in sequence.

Japan

While the waste of the United Nations' (UN) ASEAN member states continues to increase after surpassing 3.5 million tons in 2019, Japan is taking a quick step, such as working with ASEAN partners to use e-waste as a major resource. Japan manages environmental and resource problems under its own law, and instead of helping ASEAN member states with e-waste, it wants to secure key minerals. Europe and the United States, the main suppliers of e-waste, are moving to store them in their countries to avoid resource leakage, which is expected to lead to a "competitive battle for e-waste" in the future. REBORN is already securing the supply chain of used products through refurbishment cooperation with specialized companies in Japan.

India

India's electronics market is an ultra-large market that exceeded \$180 billion annually in 2022. It is the third largest e-waste market in the world (over 1 million tons) after China and the United States. India is making various efforts due to the significant drop in the regeneration rate of e-waste. Efforts are being made to increase the lifespan of products through eco-friendly design of products, and the government provides incentives to promote them. In addition, as a measure to implement a comprehensive recycling program, the government aims to increase manufacturers' responsibility for product collection to an increasing level, making India a global hub for the electronics circulation economy in the future. As a result, REBORN's entry into the Indian market is expected to provide Asia's best competitiveness while serving as a bridgehead for entry into neighboring countries.

Latin America and Africa

While most countries in Latin America lack the overall level of circular economy from production to consumption to industry, policies focusing on waste utilization and recycling are underway. However, with the exception of a few countries, they still do not exceed the level of campaign activities. (Only about 3% of the total is recycled) As a result, it is also an area that desperately needs to be resolved through cooperation between large companies and their technology-based companies in the future. As a result, from the perspective of the IT aftermarket, it is regarded as a future market where socioeconomic value can be created along with environmental efforts.

Africa is currently the world's largest electronic waste disposal site and the world's highest toxic substance risk area. However, experts say that the introduction of a circular economy in Africa could be the future of Africa's survival. According to a report released in 2022 by the African Federation for Circular Economy (ACEA), it is possible to reduce the generation of electronic waste and achieve a circular economy by restricting the import of electronic waste from abroad, introducing a producer responsibility recycling (EPR) system, and establishing recycling and collection facilities. It also includes a plan to revitalize the urban mining business, which extracts precious metals such as gold, copper, and iron from electronic waste. According to the report, the value of electronic waste in Africa is estimated to be about 3.2 billion dollars. Again, it is a candidate market with a large future value.

Advanced market

Electronic waste, which is generated the most in developed countries, such as the United States, China, Russia, and the EU, is exported to third-world, low-income countries, where waste management regulations are weak. According to a UN report, expired products are still discarded five times as much as reused or recycled. In developed countries, the aftermarket is focusing on securing renewable technology in terms of 'securing major resources = national power', and national support and large-scale investment are also being made competitively. Recently, developed countries are aiming for a dual route to secure useful resources generated abroad in advance while strictly restricting only selected electronic waste to go outside. The developed market is judged to be the final destination for the REBORN platform to complete the global network.

3.4. Opportunity factors for REBORN

REBORN is the parent of Leader Tech Co., Ltd., the only national strategic industry supporter of the Ministry of SMEs and Startups. It was the first in Korea to complete the "GOCHIGO platform," and it is growing into an O2O global business model based on the technology and know-how of Korea's only comprehensive service provider built in the IT aftermarket. REBORN has a strong characteristic of O4O (innovating offline networks based on customer information and assets held by online companies, creating new business opportunities), and reorganizes opaque and distributed service entities scattered around the world into a dense network based on blockchain-based online, acting as a highly reliable service in a short period of time.

Currently, there are no competitors with similar service models at home and abroad in this field, and according to REBORN's step-by-step business plan, the global network will become a business model that operates in a short period of time. Furthermore, it will continue to grow as a future industry of scale and scope and a public interest industry by expanding services that lead to e-waste disposal. REBORN is a comprehensive service company based on e-waste disposal, recycling through remanufacturing, and AI-based customer management capabilities. REBORN will form a global network and grow into a standard Web 3.0 model in the future.

4. Application of blockchain technology

4.1. Effect of blockchain technology application(Why Blockchain)

To solve the problems in the after service market, REBORN intends to build a "Digital Device Full-Care Platform". The Reborn platform, which consists of device management, A/S agent matching, used device disposal, and community, was created to solve all the problems that arise when managing the life cycle of digital devices.

The usefulness of the REBORN platform shines when combined with blockchain technology. Off-chain clients provide a 'solution' for users, and its combination with an on-chain forms trust within the platform. The 'device History Certificate', which is the basis of the platform, is created in the off-chain, based on the proprietary patent- ed technology of Leader`s Tech and registered in the on-chain to ensure reliability. Combining the blockchain technology with the REBORN platform enables trust formation for the following reasons.

First, the device information can be disclosed transparently.

The information recorded on the on-chain can be checked by anyone without access restriction. Each device will be given an identification number that matches the data on the on-chain. Through the given identification number, the A/S agent will check the information of the device beforehand and visit you, so efficient service becomes possible. In addition, the device purchaser can determine whether to purchase by viewing the device information.

Second, the history of digital device can be tracked.

Since the history, such as the repair history recorded on the on-chain, cannot be deleted or manipulated, a buyer thinking about trading can assess the history of any device without distortion, and this makes reasonable consumption possible.

Third, a smart trading market can be formed through reasonable pricing by smart contracts.

When a repair service is used or used goods are traded, the A/S agent's measures and the history of product items of the device are automatically reflected in the price calculation. This will help prevent unfair trade in the market and will improve the credibility of market participants.

Fourth, compensation for contributions made by ecosystem participants can be guaranteed.

The REBORN platform grows through active participation in various areas, such as the provision of users' device information, the service provision of A/S agents, and content creation by community participants. Ecosystem participants can receive rewards for platform growth by earning REB points as the reward for their active partici- pation in the ecosystem. The REB point is used as a trading unit within the platform, and so ecosystem partici- pants can obtain the market value of coins and real purchasing power as rewards.

4.2. Blockchain applied technologies

The REBORN project is developed in the form of a DApp service and is a relatively vast service of four submodules (described in Chapter 5) that implements large-scale transactions. If these DApps are implemented on a network such as Ethereum or EOS, excessive costs are incurred, such as the gas ratio in Ethereum or the RAM value in EOS. Moreover, in the case of Ethereum networks, the slow transaction speed will be a serious problem for the performance of DApps.

On the other hand, developing or building its own mainnet to solve these problems would be an excessive development cost and timeframe, which is not a reasonable choice.

BaaS(Blockchain-as-a-service) selection criteria

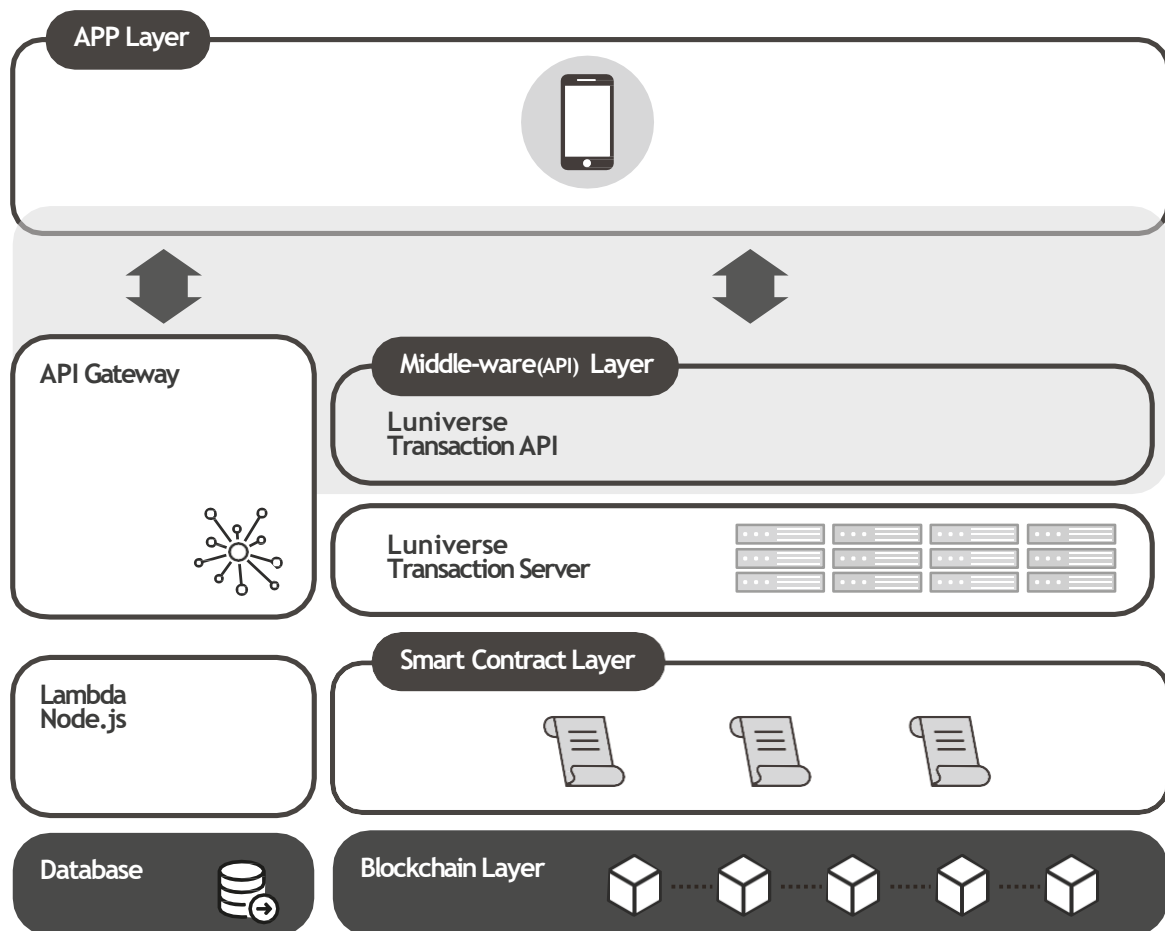
As a result, we have reviewed the BaaS solutions available at this point in time, and the criteria for selecting them are as follows.;

- Must be possible to build an independent Mainnet and enable implementation of blockchain transactions through governance tools and APIs.
- Scalability: Must guarantee performance even if there is an increase of client requests.
- High availability: Guarantee that service is always available through an alternate system even if problems such as temporary errors in hardware and software, or interworking errors with external systems.
- Disaster recovery: disaster recovery measures for emergencies must be ready and available.
- Security and key management: Allow only authorized access to all system resources and features for user private key loss and hacking protection must be provided.

Features of REBORN BaaS

- High performance: Fast block time of 2000TPS
- Reliability: Guarantees reliable DApp service by thwarting DDoS attacks by analyzing request log-based patterns on the global proxy and controlling traffic such as throttling.
- High availability: It is suitable for this project, which will build at least 4 business modules as it can implement its own Mainnet and build multiple sidechains, thereby supporting multiple DApps.
- Utilizes global-level smart contract security audits

REBORN Architecture



App(Application) Layer

This application provides all the functions and features of the reborn ecosystem to REBORN ecosystem participants, who will take a full advantage of the existing centralized approach.

Middle-ware(API) Layer

Middle-ware Layer transmits the information collected through the App Layer to the corresponding layer to be stored on either Smart Contract or Blockchain, and provides App Layer with functions performed by Smart contract and Blockchain in API.

Smart Contract Layer

Smart Contract Layer covers all events which requires trust-based trading, for example, contracts between A/S requesting users and A/S executing agents, escrow transactions between P2P transaction users.

Blockchain Layer

Blockchain Layer is the core layer of the REBORN ecosystem, in which a series of events occurred is recorded and REB is processed based on it.

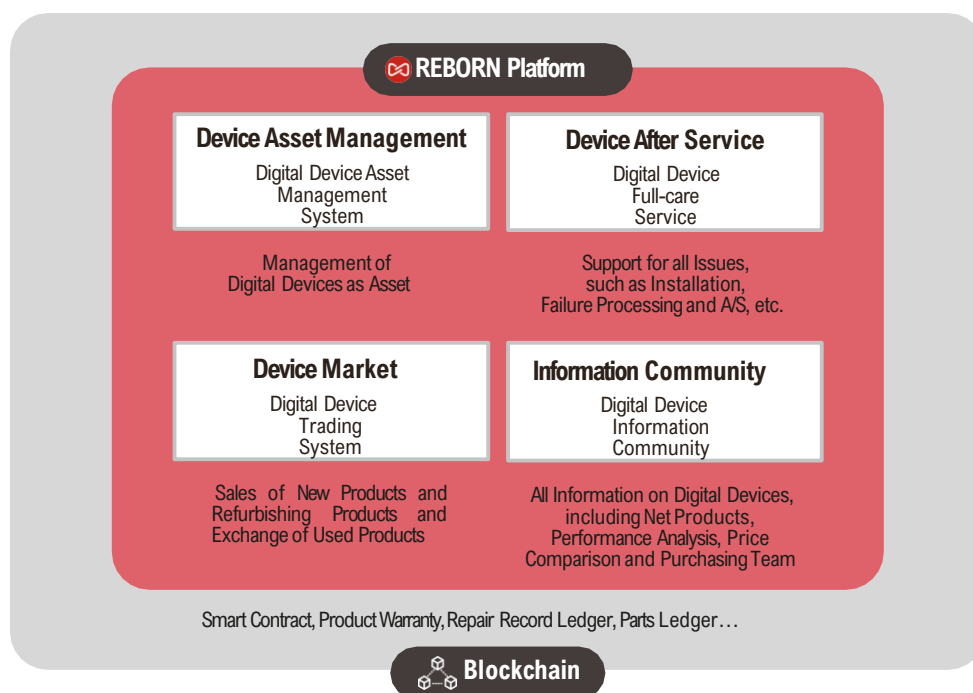
5. Business Model : DDA Aftermarket Platform

* DDA(Digital Device Asset)

"REBORN – It will provide all the digital asset managements based on blockchain."

The combination of appropriate blockchain technology, ICT technology and the target technology makes it possible to implement the O2O aftermarket platform specialized in digital devices, which has not been commercialized yet. Leader's Tech has built offline infrastructure such as nationwide unit service and Southeast Asia network that have been going on. And through this, we can provide users with a beta service which is the same to the real service, immediately after the platform is built. In this regard, we anticipate the growth potential of the REBORN ecosystem economy.

Leader's Tech, a leader in REBORN, is based on successful repairing A/S and refurbishing capabilities, and has steadily developed core technologies and acquired patents and developed A/S partnership with large companies. Further, it is expected that the construction of the REBORN platform will have high completion in the future because it has been fully verified and evolved through collaborative network construction.

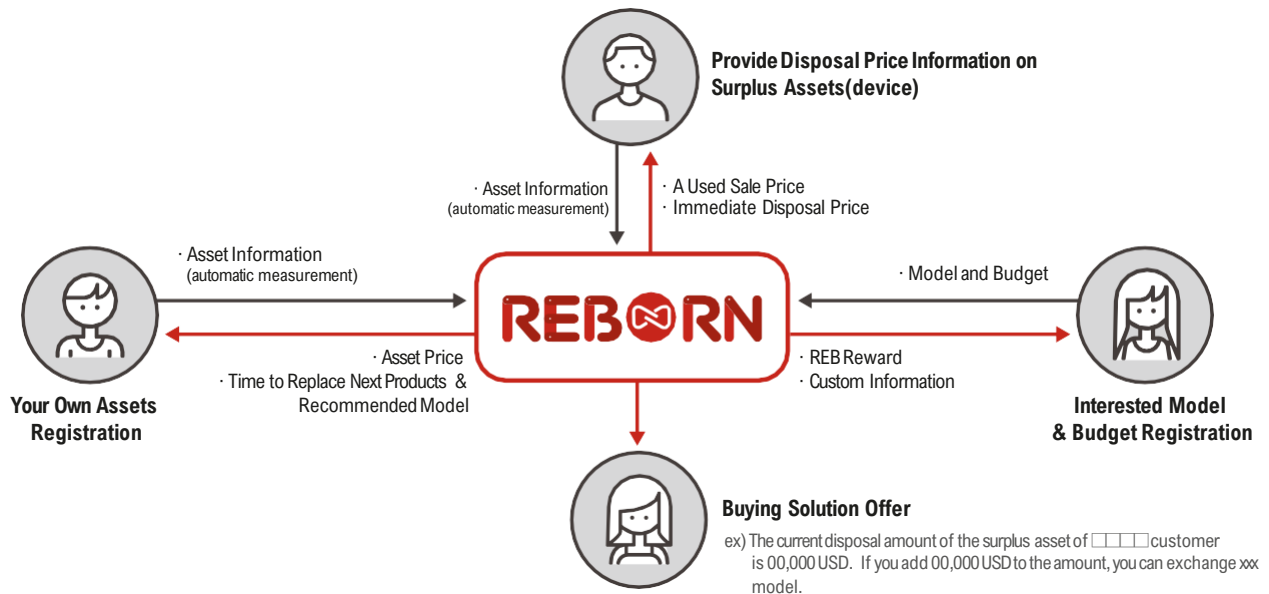


The REBORN platform is managed and authenticated by the DDA(Digital Device Asset) management system, and the platform will create synergy by working together with CRM system that has the community which can create, consume, share, and compensate the information using big data, the full-care service system based on smart A/S platform, and the trading system for second hand digital devices where P2P (directly between users), B2C (where Reborn holds digital devices on consignment), and B2B trades can proceed naturally.

Therefore, the REBORN platform will work as an unprecedented blockchain platform that provides a full-care trading environment having the asset management concept of digital devices.

5.1. Digital Device Asset Management

The most basic device for a reliable professional service environment is REBORN's unique asset authentication and management system. The DDA management system validates general products, repaired products, and refurbished products that are put on the REBORN platform for evaluation, sale, A/S and exchange, etc. In addition, we help you keep track of pricing and maintain an objectified history through the valuation of objective indicators and a consumer consent process. This will be the first step for customers towards understanding and managing their digital devices as assets.



Product Certification

For the first block of asset management, blockchain technology is used. Products that are certified on the on-chain obtain a new life(they are "reborn") and are tracked until they reach the end of their useful life. Certified products are continuously recorded and shared in the blockchain whenever a change occurs, making it impossible to modify or forge information. Reasonable current values, considering repurchase, repair, refurbishment, and depreciation, enables reliable and transparent transactions through smart contracts.

Thus, the REBORN marketplace facilitates P2P transactions among individuals and companies after objectified product authentication. Platform operators will be able to provide reliable services based on reasonably low-cost certification and agency fees. In addition, all the participants who implement and participate in the ecosystem through the token economy will receive various incentives.

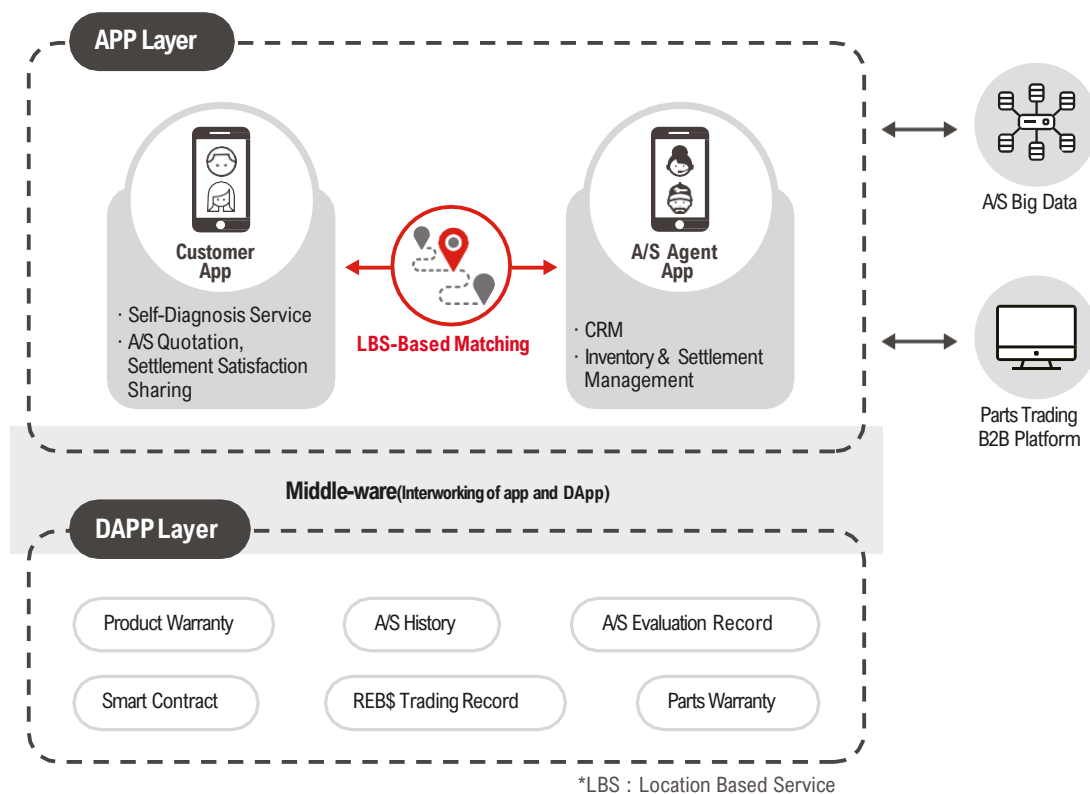
Presenting a Life Cycle Solution

Products that have passed the REBORN certification system will have their history recorded, and they will receive comprehensive asset management by earning a safe transaction qualification. The REBORN platform automatically performs all functions for smooth communication with users, based on input data. By monitoring all processes, such as the requesting and delivering of information needed for convenient periodic verification, repair and sale processes, and guidance on progress, it communicates with the participants and is responsible for and mediates all the activities performed on the platform. Users can choose their own solutions and use the REBORN platform to manage, maintain, and purchase devices.

The REBORN asset management services play the role of a supporter, helping to keep surplus digital devices in optimal retention, to gain value for money, and to achieve reasonable deals to manage asset value from a portfolio perspective.

5.2. A/S O2O Platform

Three types of off-chain clients are used for REBORN's repairman matching service: the REBORN App(consumer app) that contains all the functions of the REBORN platform; the A/S Agent App that can answer calls or perform inventory management and customer management; and the Diagnostic App that checks device specifications. The self-diagnosis app is installed on the user's device, such as a PC, Notebook, etc., and automatically checks the performance when booting the device.



Self-diagnosis Service

In the event of an A/S situation, users can easily troubleshoot problems with the REBORN platform. They can use the REBORN app to enter details of the symptom of the problem on the device and determine its cause before an A/S application. The Reborn app provides symptom-specific troubleshooting guides for self-help. If the troubleshooting guide cannot solve the problem, the user can use the A/S agent matching service.

Location-based Matching

The REBORN platform provides a list of A/S agents located near the user via a location-based matching system. The user can select the most suitable A/S agent by comprehensively considering A/S agents' reputations, available times, etc., and can check the preliminary repair quotation for the device's particular problem.

Supporting Repairers

The A/S agent will check the user's device information after being matched with the user. The matched A/S agent will visit the user, already having information about the device in question and the current problem, and taking along the spare parts probably needed for repair. This eliminates the process of device recall for repair and improves the likelihood of a same-day repair service.

Settlement and Payment

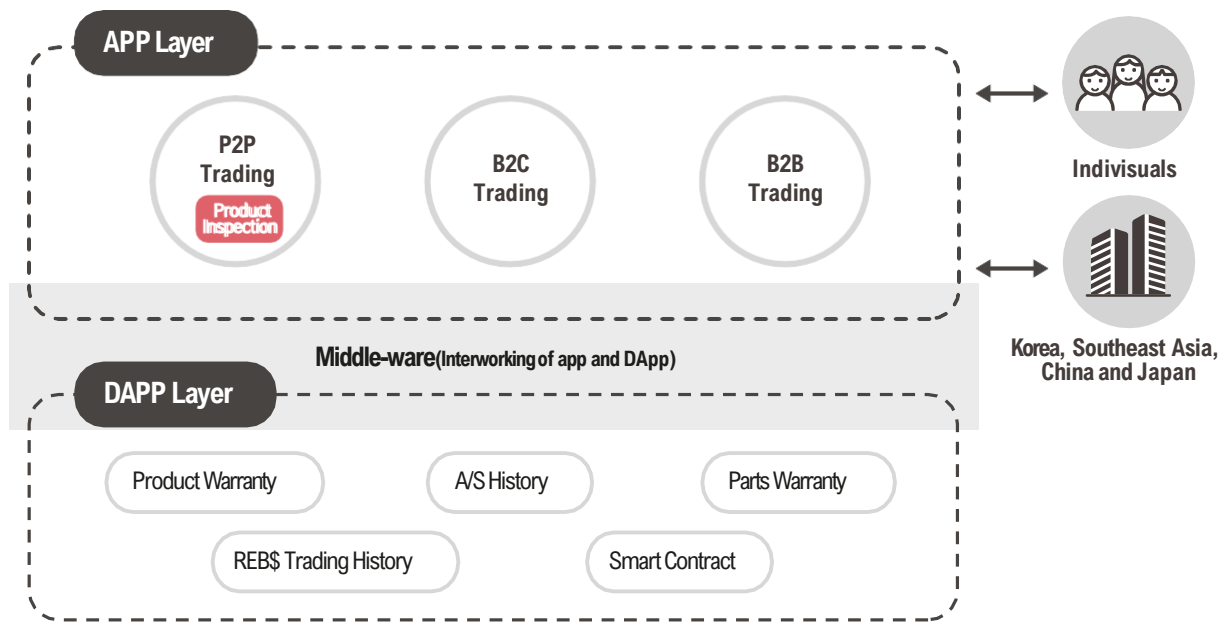
After the repair service has been completed, the A/S agent reports to the app what the problem was with the device, what action was taken, and what part was used when a part was exchanged. After the user confirms the repair details, the settlement amount corresponding to the detail is determined by the smart contract, and payment is made with REB \$(REB dollars).

The location-applied digital after service platform is one of the core technologies that we already own. It is a patented technology of Leader's Tech, which is the main agent of REBORN. In addition, Leader's Tech has a patent on an 'After service provision method and system to prevent excessive repair billing' and plans to apply the technology to the platform so as to fundamentally prevent the problem of inflated service costs.

REBORN platform users will save time and money, be assured of transparency and agility in trading, and adopt the services for which they made an inquiry, estimated and confirmed. In addition, the standardization of repair service costs can also be achieved in the aftermarket, as the use of counterfeit or replacement products and unreasonable cost claims for parts and consumables trading are impossible. Service providers and users receive compensation REB points as contributors to the sharing of device information, participating in reputation feed-back, and activating the ecosystem.

5.3. Trading(P2P, B2C)

On the REBORN platform, you can build trust in an individual device based on the on-chain information obtained through asset management services and A/S matching services. It forms a transparent trading environment for asset-certified products and provides a solid assurance concept not found in the existing market. On this basis, the REBORN Market can gain credibility and be activated.



P2P/B2C Market Formation

Used goods trading through the REBORN platform is divided into P2P trading and B2C trading. Users wishing to sell a device can either deal with buyers who want to buy those used goods(P2P) or sell to a professional buyer (B2C). During this process, the seller can monitor the sale price that reflects his or her device's specification.

The global application of the REBORN platform will naturally lead to market expansion. By activating the south-east Asian market, the use of the REBORN platform through customized business that meets the needs of China, Japan, and the third world can be maximized. In this process, the application of blockchain-based Supply Chain Management greatly enhances B2B business capability and trading conditions by greatly reducing cost and time.

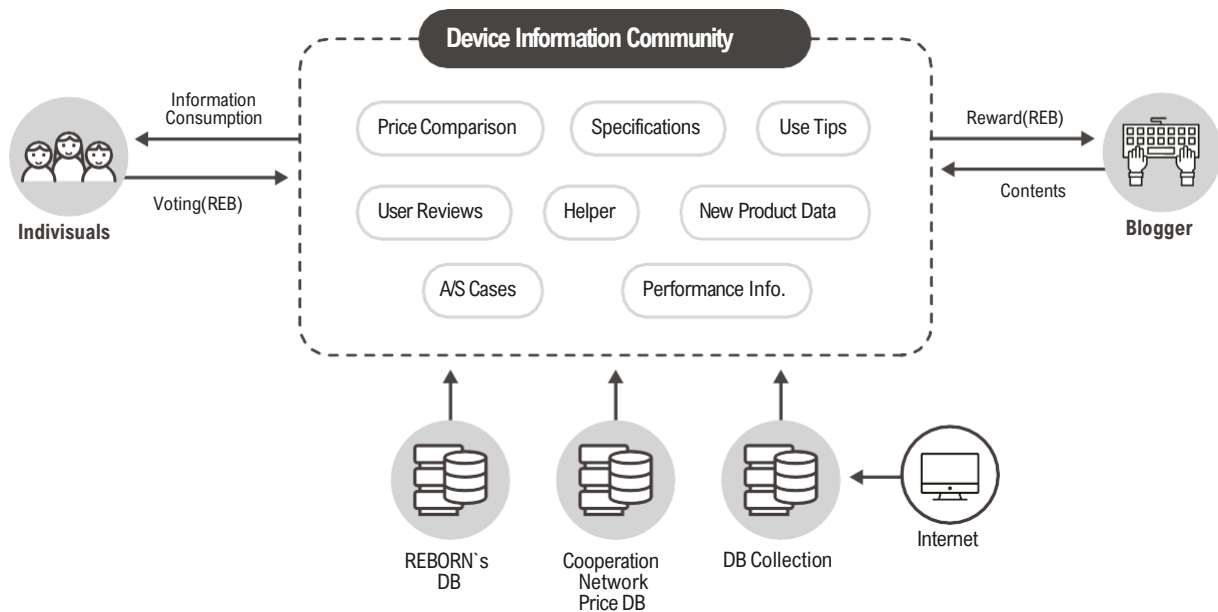
Trading Risk Elimination

On other platforms that simply connect buyers and sellers, buyers must accept a significant trading risk. However, on the REBORN platform, anyone can see the device information registered in the on-chain and can determine a price to reflect that specification, eliminating the risk in trading. Asset certification information is registered in the chain created in the off-chain through the patent technology owned by Leader's tech. Trading is processed with REB\$(REB dollars), and the smart contract on the REBORN platform acts as an escrow to help ensure safe trading.

Likewise, B2C trading is based on pricing consensus data that is standard in the purchasing industry, allowing the seller to determine the right price for the buyer and then to dispose of the device immediately. Regardless of whether your device is used goods or out of order, you can easily dispose of all your devices with the REBORN platform.

5.4. Community

In the aftermarket, the information needed to check the value and proper price of a product is effective information urgently needed for the user's purchasing decision. From a market supplier's point of view, user data is the basis for improving competitiveness and productivity by supporting forecasting capabilities in product production, distribution, sales, and marketing. REBORN will provide a community environment for information sharing to support ecosystem participants' decision-making.



Reward-based Community Environment

Users in the REBORN Community can share all information about their devices, and users contributing to the activation of the community receive a fair reward in the form of REBs for their production of content. Community participants will earn REBs for content production, information consumption, and sympathy(curating). This allows the REBORN Community to share and accumulate contents related to digital devices, such as reviews of new products, discussions of device performance, and questions about the purchasing of devices.

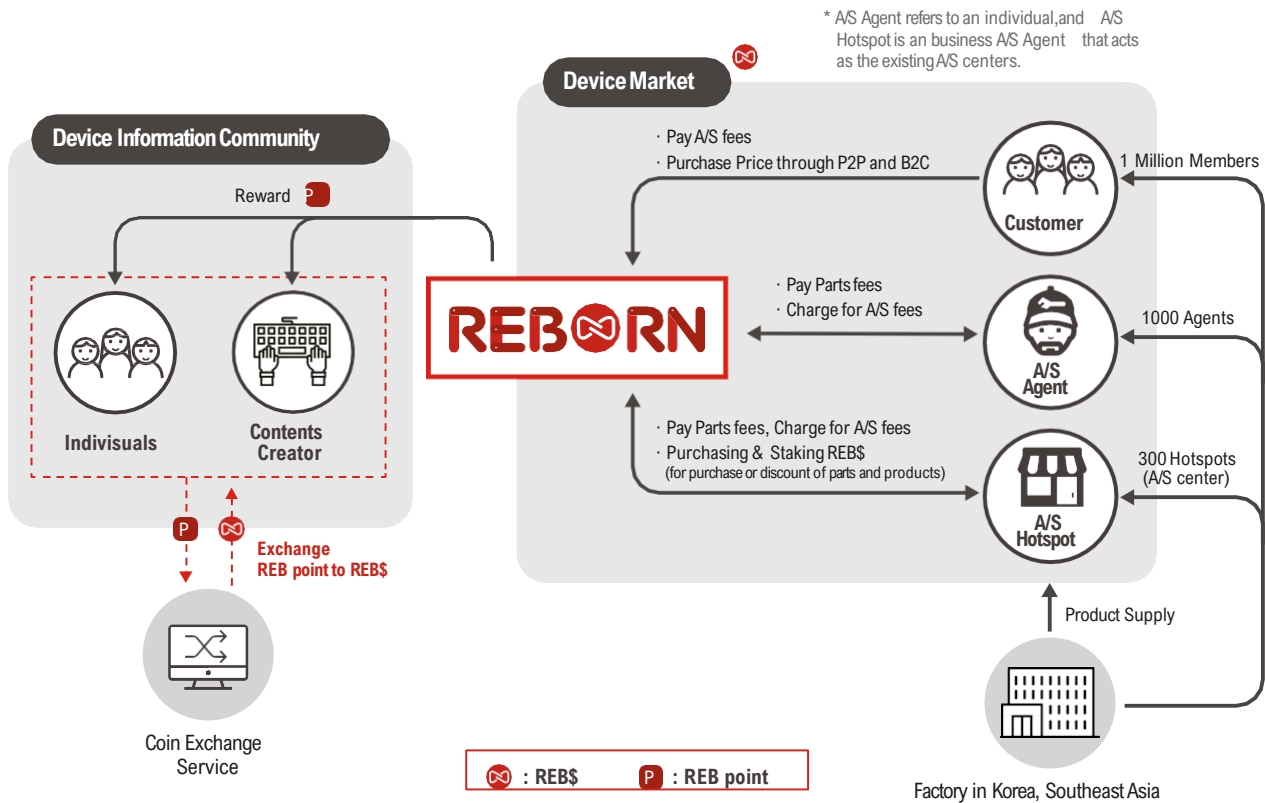
Use of Accumulated Data

On the REBORN platform, Leader's Tech expands and configures the basic back office elements and related enhancements and targets they have acquired over 28 years in the IT equipment aftermarket business. On the REBORN platform, a participant's activity data is stored in the Interactive Planetary File System(IPFS), a block-chain P2P distributed file system, managed by the Big Data Analysis System on REBORN. Accumulated information is used as meaningful data to form an objective price structure.

In addition, we will form a basis for establishing a customer management strategy for each type, by stereotyping the needs derived from the community through three-dimensional data analysis. This will serve as new raw material for the future expansion of the platform.

6. Token Economy

6.1. REBORN ECO



The both REB internal reward points and REB\$ are used in the REBORN platform.

REB

The REB is an internal reward point that is awarded according to community contributions. The reward size is determined by REBORN's unique contribution evaluation system. In addition, it will provide users with more direct benefits, replacing mileage and points that were the reward concept in existing trading. The REB is the primary means of activating the platform, and no exchange, transfer or trading between users is allowed.

REBD(Reborn Dollar)

The REB\$ is a currency-type coin traded in the market that can be used to buy and sell all REBORN services. It can be used for device trading, repair, payment for parts and consumables, and accessory purchase, and it can be exchanged for another cryptocurrency in the exchange after it is listed on the exchange, or sold.

REB point can be exchanged for REB\$, but REB\$ cannot be exchanged for REB point. The exchange rate may vary depending on market conditions, and an exchange fee will be incurred, with a minimum amount limit. REBs exchanged for REB\$ will be retired.

Agent & Hotspot_Major Members of the Token Economy

A/S Agent

The agent that determines an A/S's technology level and service quality is the most important member that will influence ecosystem activation. Therefore, we plan to induce motivation for maximizing service quality and improving technology through a systematic reward system. We will prioritize the added value generated by the ecosystem to the agent with Airdrop, to be implemented quarterly.

A/S Hotspot

The hotspot of having multiple A/S agents and a physical space (center) helps improve the agent's skills while realizing a customer experience for REBORN. Depending on the evolution of the ecosystem and the institutional conditions in the future, it will be possible to carry out the function of off-line exchange of cryptocurrencies (purchasing REB\$ in cash). The hotspot serves as a supply chain of the ecosystem and can maximize profits by sales of products, and additional sales of parts and accessories. Each Hotspot can be obtained by Hotspot partners by the partner holding more than a on to certain amount amounts of REB\$. Hotspot partners can earn additional sales margins as a benefit of having more Hotspots by way of receiving discounts from the REBORN platform for having more Hotspots.

In the future, the REBORN platform will have a basis for sustainable growth with the token economy, which can be used for various purposes. The profits of all participants will increase steadily with the increase of the value of the REB\$. The REBORN platform operators will use pre-assigned coins for ecosystem health and maintenance as appropriate for promoting and rewarding the ecosystem. A part of operating revenue (from the cost of obtaining an activity qualification on the REBORN platform, the cost of obtaining product certification, and the open market fee) will be returned to members as a reward.

6.2. Designing a Token Economy

Regular user reward issue amount

This refers to the reward obtained by repair requests, used equipment transactions and rewards obtained through community activities. Activities for rewards include app subscription, device registration, service satisfaction rating, uploading contents in the community, trading used articles, donations, etc. In this case, User receives a fair reward in the form of REB points.

$$\begin{aligned}\Theta &= \alpha A + \beta B + \gamma \Gamma + \delta \Delta + \varepsilon E + \zeta Z + \dots \\ &= \sum_{i=1}^n \alpha_i x_i\end{aligned}$$

αA : App subscription issued amount = issue weight constant X number of app subscribers

When you download the app to receive O2O service, the reward you receive will be calculated by multiplying the issue weight constant by the number of app subscribers.

βB : Device registration issued amount = issue weight constant X number of user device registrations

When you register your IT devices you use in your daily life, such as computers or notebooks, the reward you receive is calculated by multiplying the issue weight factor by the number of device registrations. Even when you register a device of someone you know or a device you share with others, rewards will be given but the issue weight factor will vary.

$\gamma \Gamma$: Rating issued amount = issue weight constant X number of rating activities

This is the activity to check your satisfaction level after finishing using the service, and this is linked to the reputation of the after sales service agent and Hotspot. The total rating issued amount is calculated by multiplying the issue weight constant by the number of rating activities.

$\delta \Delta$: Contents registration issued amount = issue weight constant X contents registration and selection number

This is the reward for registration of your posts from community activities and calculated by multiplying the issue weight constant by the number of contents registered and selected.

εE : Used article transaction issued amount = issue weight constant X number of used article transaction

This is the reward for trading used articles for disposal of IT assets and will be issued when you engage in activities such as specification certification activities, used article P2P transaction activities, B2C activities, etc., and calculated by multiplying the issue weight constant for each activity by the number of used articles transaction amount.

ζZ : Donation issued amount = issue weight constant X number of donations and scrap value

This is the reward issued when you donate used devices you don't use to the children in the Third World or in the dead zone of welfare, and calculated according to the issue weight constant, the number of donation transactions and the scrap value.

General user reward collection calculation formula

The issued amount of the general user reward we explained just now and the calculation formula of the tokens collected as Airdrop are calculated by multiplying the device failure rate of the total reward issued amount by the token use rate

$$\Omega = \lambda \sigma \Theta$$

Ω = General user reward collection amount

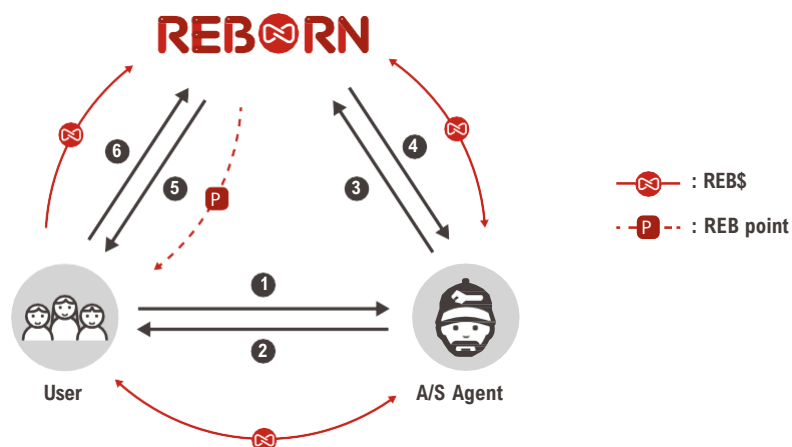
λ : Device failure rate / σ : Token use rate / Θ : General user reward issued amount

Here, the token use rate increases in terms of the collection rate depending on the efforts to guide them to using tokens when making payments after using the service, so this will lead to a stable market place level of the tokens and help in circulating the token ecosystem.

A/S Agent, A/S Hotspot reward issue amount

The REBORN token ecosystem takes the form of an O2O service basically; the role of the after sales service agents and hotspots is more important than anything besides the general users, and they contribute to the role of a buffer in maintaining the stable price of tokens for general users.

The activities to receive the reward issued to the after sales service agents and hotspots A/S Agent and A/S Hotspot will allow activities such as encouraging registration of devices, which will register the device specifications of existing customers in REBORN platform database, participating in repairs, the number of installations and contents registration, and these activities will be used for purchasing parts required for either repairs or used article transactions, as well as peripheral devices, and therefore, a token circulation system is formed among general users, after sales service participant and REBORN issuers is what differentiates us from other token ecosystems.

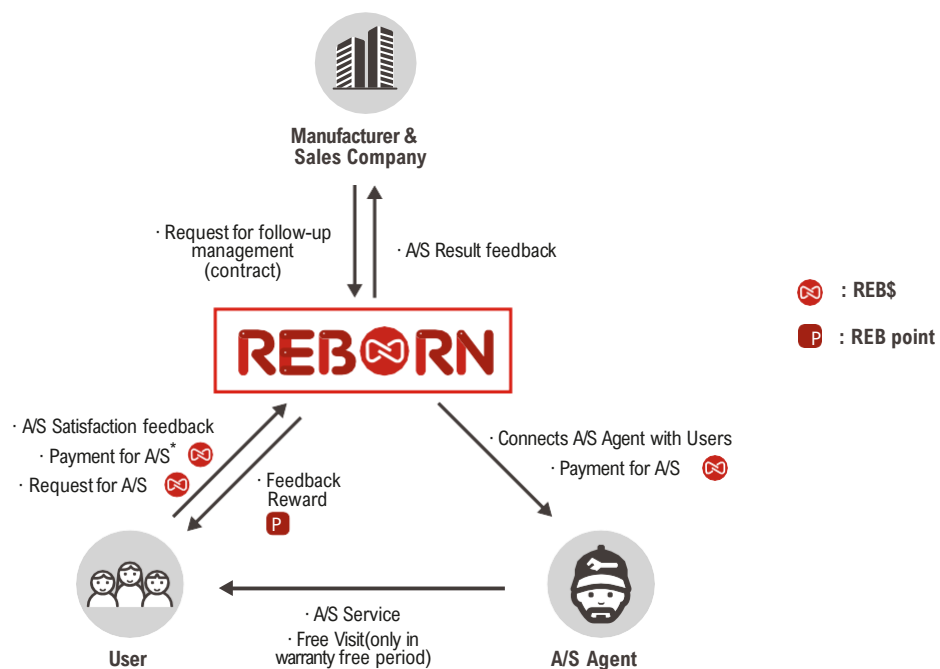
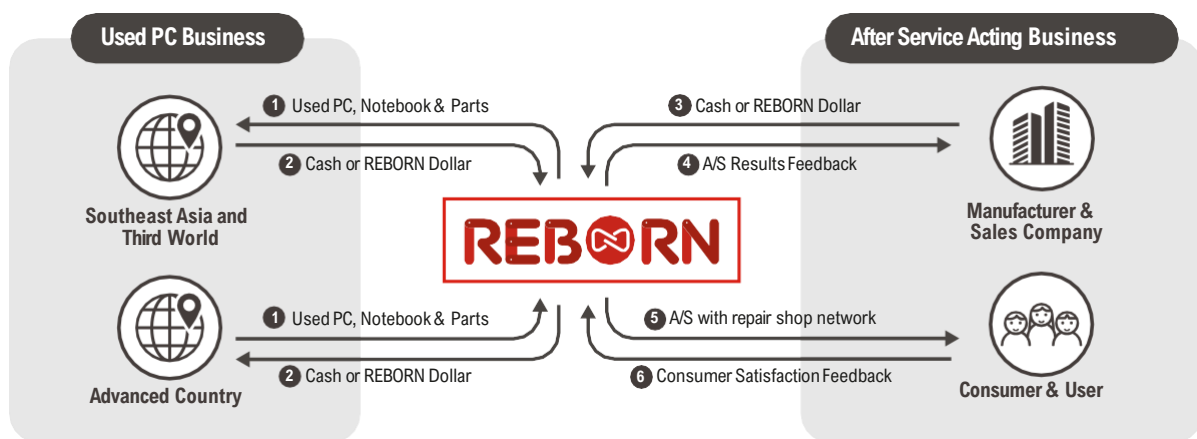


- ① Repair fee, installation fee ② used device purchasing fee ③ Parts cost, usage fee
- ④ After sales service fee, Used article purchasing service fee, collection fee, repair participation, contents
- ⑤ Join membership, Device registration, rating, contents
- ⑥ Product service purchasing fee, certification fee

How to utilize REBORN Dollars in B2B businesses

The REBORN dollar can maintain a stable market price from token transactions in not only repair and used article transactions, but also import/export and delivering new products.

Used IT devices purchased in Korea, Japan, the United States, etc. are exported to Southeast Asian countries such as the Philippines, and the money from such sales is paid with the REB\$. This amount is equal to 48 billion won when we assume 400,000 devices exported annually, and helps in maintaining or raising the market price due to the generation of demands for new tokens. Also, when releasing new products of partner companies that need after sales service, we will encourage them to purchase the deposit money for the cost of free customer visits in the form of tokens.



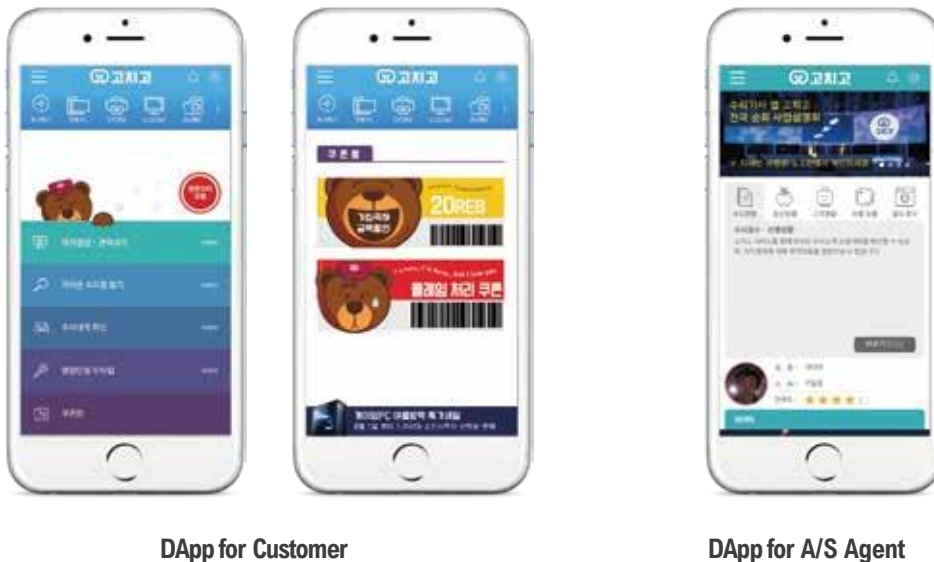
* During the free warranty period, it is free of charge, but if the warranty period passes, User need to pay for it.

7. Platform Implementation

7.1. Platform Implementation Status

In order to realize the REBORN platform, it is essential to have the business capability to build each service area as well as blockchain technology. It is necessary to have the technical skills to carry out repair O2O services, acquire a consensus database to estimate the prices of used goods, and build a network of repairers and buyers to participate on the platform.

The REBORN project has a high level of understanding in the aftermarket based on the business achievements accumulated in the service field and already secured the technologies (patents), networks, and capital infrastructure that will be the basis for implementing the REBORN project, so we are already implementing the project. Currently we have the following project infrastructure.



DApp for Customer

DApp for A/S Agent

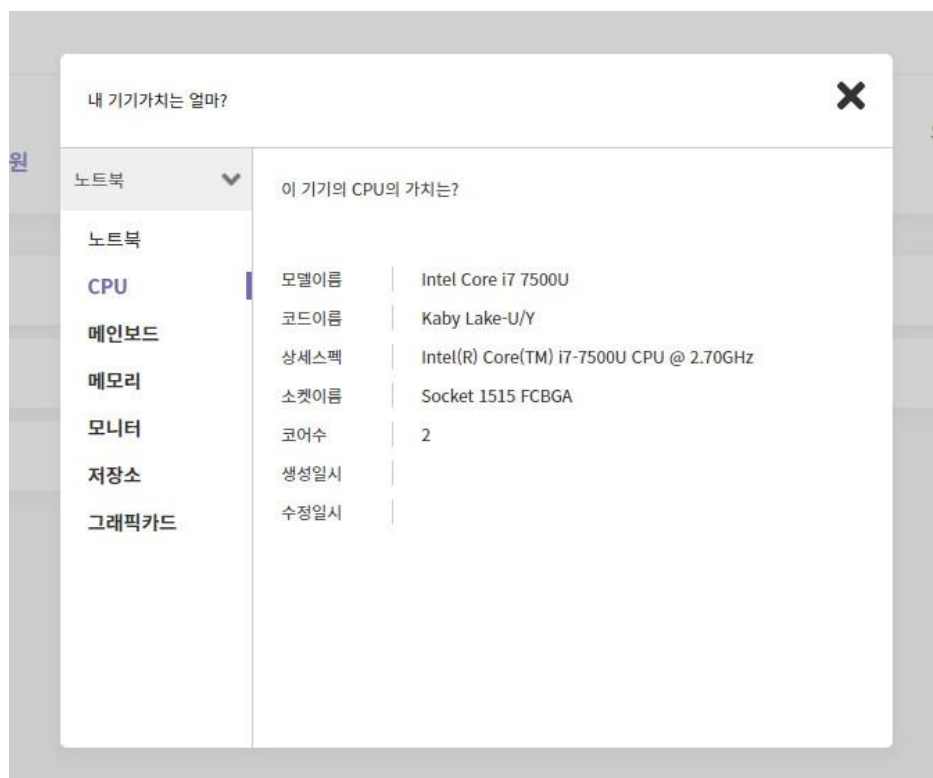
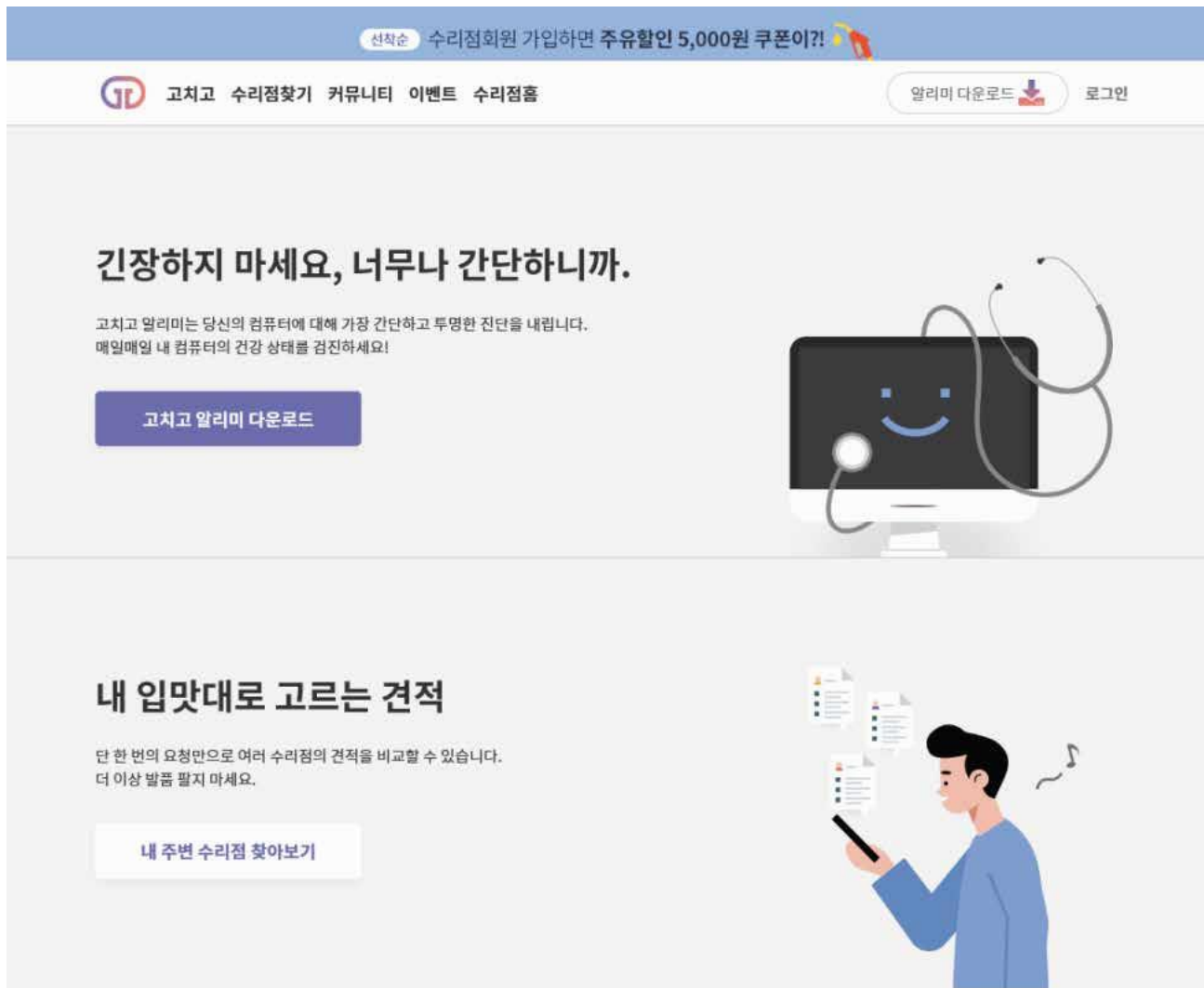
(1) Aftermarket O2O platform 'GOGHIGO' (www.gochigo.kr) has opened.

GOCHIGO is a first-phase achievement prepared for "Building Global O2O Commerce Flat Products" that covers all processes including trading and distribution in aftermarket, installation and maintenance, repair, refurbishing, and secondhand transactions. Through this opening, we plan to establish a network of repair technicians and activate the user community to serve as a new paradigm.

The main functions of GOCHIGO include 'Correction notification', which allows you to manage the computer's component history and asset value at a glance, and location-based services that connect the nearest computer repair shop, and a variety of community menus.

GOCHIGO users can choose repair services based on comparative estimates from various computer repair shops. They can also get a variety of information, such as upgrades, P2P used transactions, self-repair, etc., to avoid unnecessary costs and help with economic activities. In addition to the computer field, we will secure various items related to repair, and we plan to expand our users to commerce functions from the community center. We are also planning to launch services in Southeast Asian countries, starting with the Philippines, and to build a global O2O platform.

■ 'Gochigo' main page and My Device Information page



■ Location-based repair shop inquiry service

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선택함 0/3


전적 요청하기

23

■ User-participating community


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벤처기업에 10세대 i3-10100 사무용컴퓨터...
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08월 15일



로지텍 G903 게이밍마우스 좌/우측 스위치...
경북 군의군에서 로지텍 G903 게이밍마우스 더블클릭 불량 증상으로 저희 매장에 방문

08월 15일



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07월 29일

혼자서도 잘해요 더보기 ▶

💡 각종 물건의 수리, 관리에 관한 모든 꿀팁. 자원을 아끼고 환경을 지켜요! 🌲

화면출력안됨, 부팅안됨, 전원안켜짐, 블루스크린, 소음발생

컴퓨터 내부 청소 및 부품 재 장착

예상환인 조치결과

컴퓨터 내부의 먼지와 컴퓨터 내부 청소 및

슬롯, 부품 접촉부 미세먼지 부품 재장착

화면출력안됨, 부팅안됨, 전원안켜짐, 블루...

컴퓨터 내부 청소 및 부품 재 장착

06월 12일

SATA 케이블 교체 및 재연결

수리원 from gochigo.kr | 고치고

SATA 케이블 교체 및 재연결

고치고 수리팁

06월 12일

환기구(쿨러) 작동여부 확인

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환기구(쿨러) 작동여부 확인

고치고 수리팁

06월 12일

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자전거 배부품을 활용한 LED실내 조명

[사진설]

얼마전 주재료 명 : 이 작 마지막의 개인적

07월 28일




전후 속에서 발견된 시계 복원하기

안녕하세요 평 거 생활

크베어입니다. 의 풀 시계같은 악세

07월 20일



나만의 스타일, 레트로 키보드

가정내 오래 [상 • 자료출처

된 키보드를 어 판 [황[케 [나Youtube

07월 07일

■ User acquisition event for 'Gochigo' service activation



고치고 gochigo.kr

최대 2,250 포인트
오늘부터 1일
10번 도장찍고 포인트 받자
2021. 03. 01 ~ 2021.05. 31

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고치고 리워드란?

고치고 커뮤니티에서 활동할 때마다 포인트가 적립되며, 포인트가 일정 수준에 도달하면 커뮤니티 레벨이 올라갑니다.

Lv.03 도달 시 포인트를 다양한 리워드와 교환 하실 수 있습니다.

단 6일간, 레벨 제한이 없어집니다!

마이페이지 > 리워드 신청 페이지에서 보유 포인트로 리워드를 신청하세요.



(2) Global product supply and A/S guarantee are possible.

The REBORN platform can provide global services through securing more than 1 million units of its own and the purchase and resale services of used products registered within the platform. However, demand in the global used market is likely to exceed its own supply power. To this end, we will continue to secure market supply power through cooperation with global companies and infrastructure expansion.

■ Southeast Asia (current base)

Currently, it has been operating the Philippine refurbishing plant as a forward base in Southeast Asia for 16 years for the globalization of the ribbon project, and has an annual supply capacity of more than 1.5 million refurbished products. In addition, it has established partnerships with more than 100 PC stores around Manila, Philippines, to sell refurbished products, and is expanding into an integrated A/S-based service business that encompasses neighboring countries.



(3) We have the number one domestic refurbishment technology.

We have the highest level of device repair and rehabilitation technology in Korea, with a refurbishment rate of 86%. We also have a database on device repair and rehabilitation accumulated during the business process. All digital devices such as PCs, laptops, and smart phones can be refurbished. The accumulated data will be combined with the database to be acquired by the repairer matching service and will be used to design a Device Pricing Algorithm in the future.

(4) Various technology patents exist.

As a technology for product certification, we are filing a patent application for a "Used goods trading certification system for activating IT devices and rewarding sales". The patent contains technology to create the device information to be registered in the on-chain or in the off-chain, and is a unique technology base that will be the foundation of the platform's construction. In addition, we have a few technology patents that will be of use in building an aftermarket platform construction, such as an "Information Management Method of Information Devices Using the Internet", a "Reward Service Provision System and Mobile Communication Terminal Reward Application Applet Download Service", and a "Dockable Computer System and Power Control Method for Accidental Docking Events." We have secured a number of technology patents.

7.2. Platform Implementation Roadmap

We are carrying out the first phase of the project by forming a nationwide network with the A/S O2O platform. We will continue to expand the size and scope of our services while focusing on activating our network of repair technicians and customer communities.



Start with A/S O2O platform

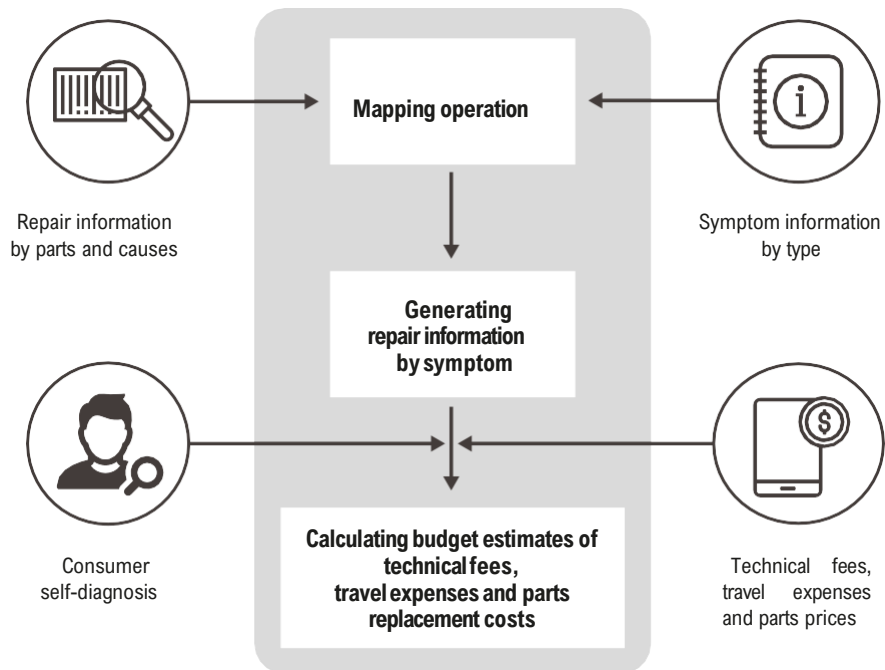
The A/S O2O platform is suitable as an incentive service for early users to access the platform, and it can naturally lead to the provision of device data, making it the first contact service of the platform. The REBORN platform will acquire a large amount of on-chain data through the repairer matching service, and we plan to design a device pricing algorithm for the database in the future. The A/S matching service can accelerate project progress because the technology required for implementation is already secured, and the actual development is done.

The major ICT technologies applied to the platform for this purpose are big data technology, location-based technology, and FinTech. For big data technology, we apply an algorithm using customer databases to provide consumer customized information. In other words, data is used to analyze purchase and repair types, usage cycles, type of inquiries, inventory management of parts and consumables, and to derive solutions. Location-based technology enables short-distance connections to be made between consumers and direct or collaborative customer centers registered in the database by loading location-based control solutions to web and mobile app environments. FinTech supports certification, security, and payment, and offers various payment means and methods according to the customer's choice.

The A/S O2O platform, which will be the starting point of the REBORN platform, consists of customer support technology, customer matching management, database analysis technology and service management technology. It is a technology that can increase the satisfaction of both supply and demand and generate shared profits and added value.

Customer Support Technology

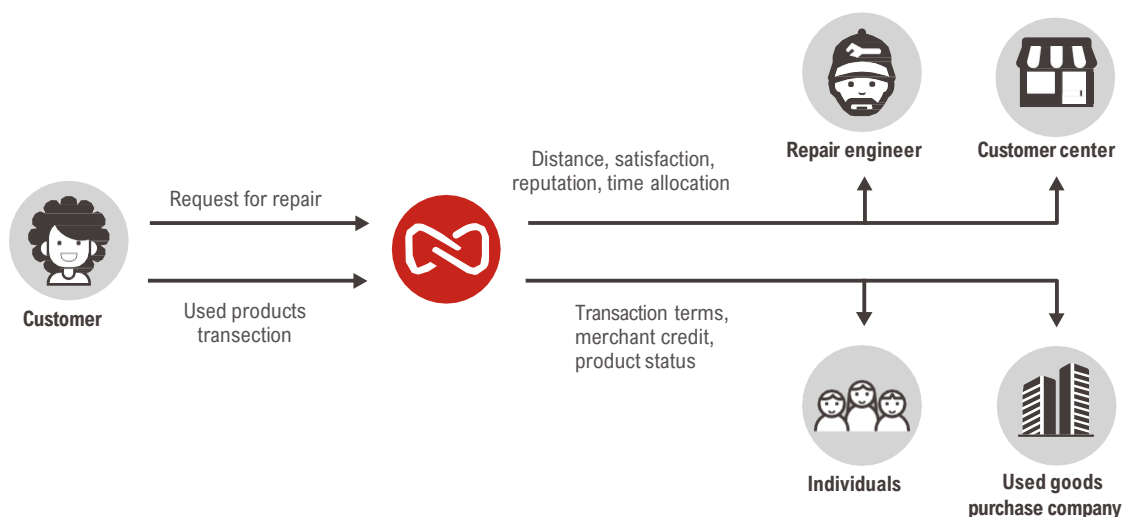
Customer support technology provides a self-diagnostic program (symptom information for each classification, repair tips for each part and cause, parts prices, royalties, business travel expenses, etc.) and estimated quotes to help customers make informed decisions when purchasing or repairing. It supports payment and REB rewards.



Customer Matching Management and DB Analysis Technology

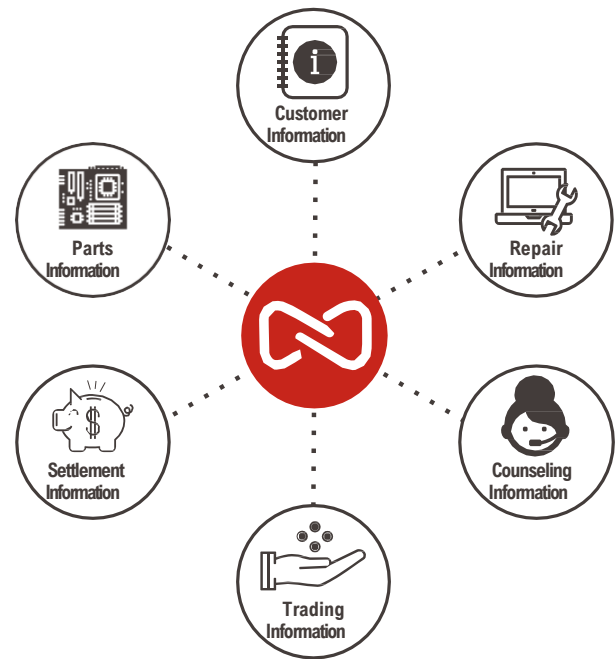
We apply location-based control solutions to match the closest repairer and repair center, and improve service quality through customer satisfaction feedback. In addition, sales and repair history data analysis provides customized information tailored to the customer's situation.

This technology creates and provides reputation information based on customer satisfaction feedback. It also provides an environment where mutual reliability between service provider and user, and between seller and buyer, can be secured.



Service Management Technology

Service management technologies include back-office functions for customer consultation, parts and consumables management, and so on. The relevant technology element is the element that is secured while Leader's Tech operates the existing after service business, and is backed up by professional technical personnel and operational know-how.



Formation of Community

Once we have enough users on the platform, we can eventually build a community space to increase users' platform residence times. By providing REBs as a reward for community activities, the community can be used as a means of securing new participants on the platform. Through the community, we plan to encourage continuous communication and a self-sustaining ecosystem among users, so that users' participation on the platform does not stop at once.

Expansion of Service Area

If we develop a device pricing algorithm based on the data accumulated through the A/S O2O platform, asset value monitoring services can be instantly implemented. From that point, we will secure a large number of used and refurbished products in the platform and implement a purchasing service based on the products registered on the platform.

Application of Big Data Search Engine Algorithm Technology

Developing algorithm that uses the consumer DB of the applicant company, and providing consumer customized information

ex) Analysis of purchase type, purchase cycle, repair inquiry type, repair cycle, parts inventory etc.

Application of location-based Service Technology

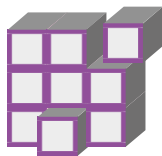
Location-based control solution for mobile and web environments

ex) locally matching by consumers' location information and their own customer center DB information

Application of FinTech Technology

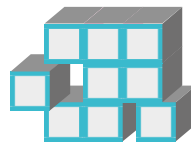
Authentication, security and payment technology

ex) Providing various payment methods according to the result of issuing and repairs coupons



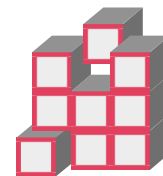
Customer Support Technology

Providing self-diagnosis function, product information, A/S data and quotation
Payment & coupon issue, mileage



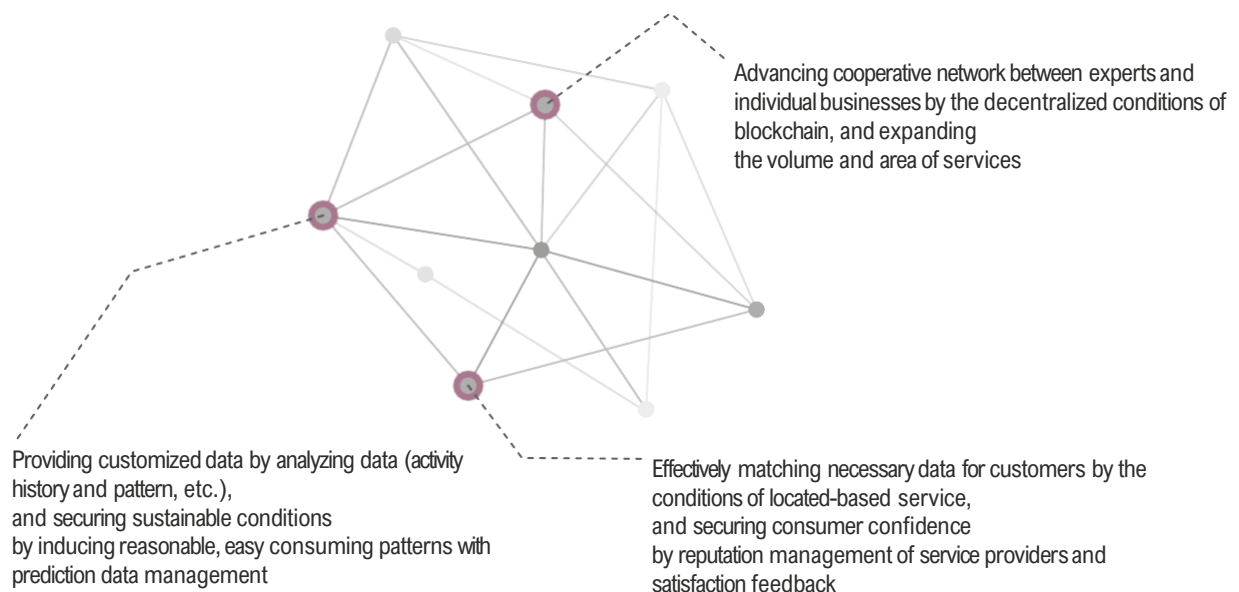
Customer Center Matching Management and DB Analysis Technology

Location-based matching management, Customer center reputation management, Analysis of purchase and A/S Data



Service Management Technology

Back office for Customer information management, Customer center data management, settlement management, parts management and consultation management

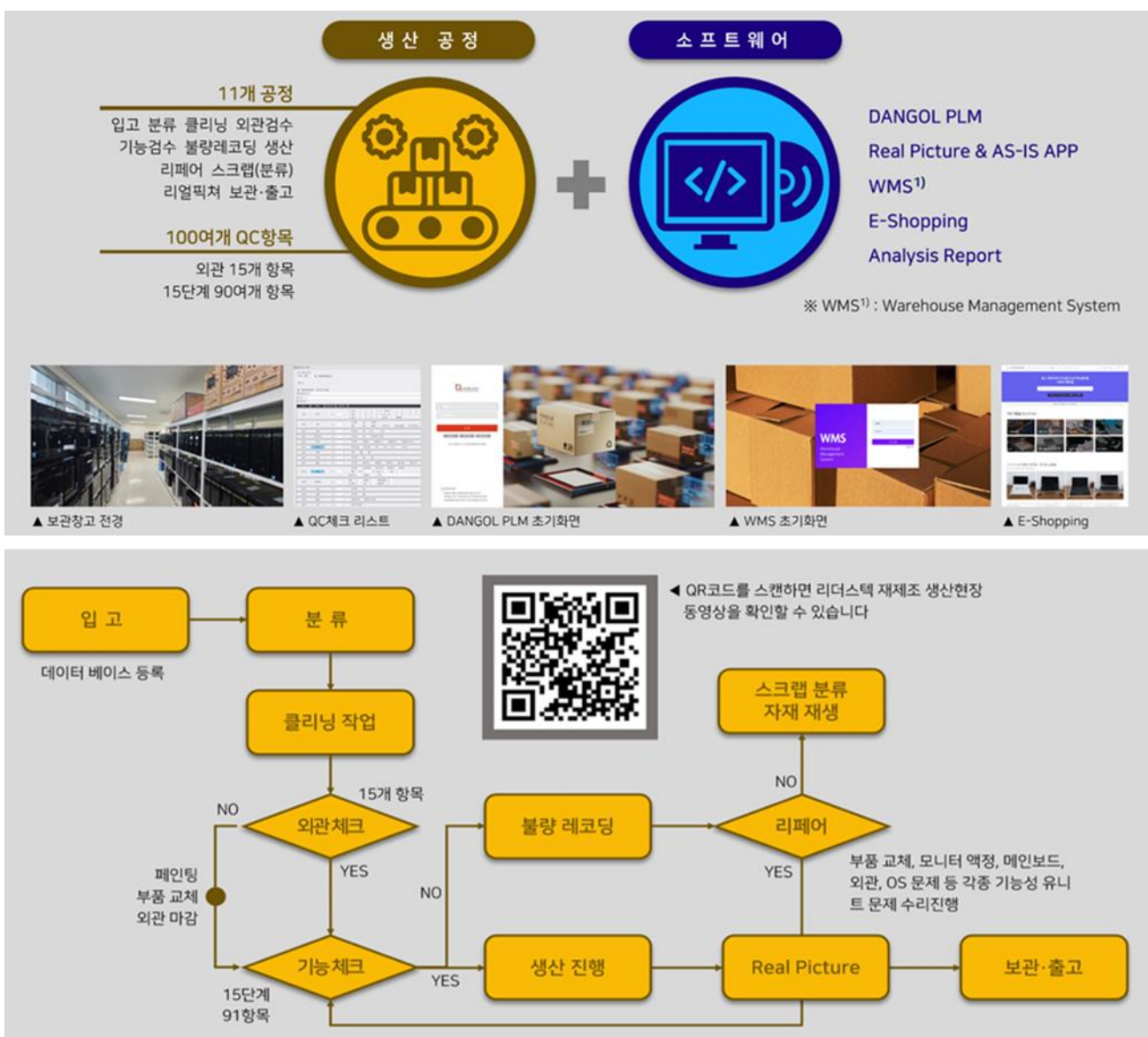


8. Major achievements

8.1. PLM(Product Lifecycle Management)

REBORN SOLUTION consists of the following four key systems: (1) Product Lifecycle Management (PLM), (2) VeriGood QR code quality certification system, (3) Gogo community (www.gochigo.kr), and (4) AI-CRM: customer network management system.

First, PLM is a self-developed system to nurture the remanufacturing industry of PC and is largely divided into production process and software. The production process consists of 11 processes and 100 QC items, and the software consists of DANGOL PLM, Real Picture AS-IS APP, WMS, e-shopping, and Analysis Report.



The advantages of this system are that you can check the warehousing, production, inventory, and sales of digital devices at a glance, and apply blockchain technology to prevent counterfeiting and build a trust-based aftermarket process.

8.2. VeriGood : QR Code Quality Certification System

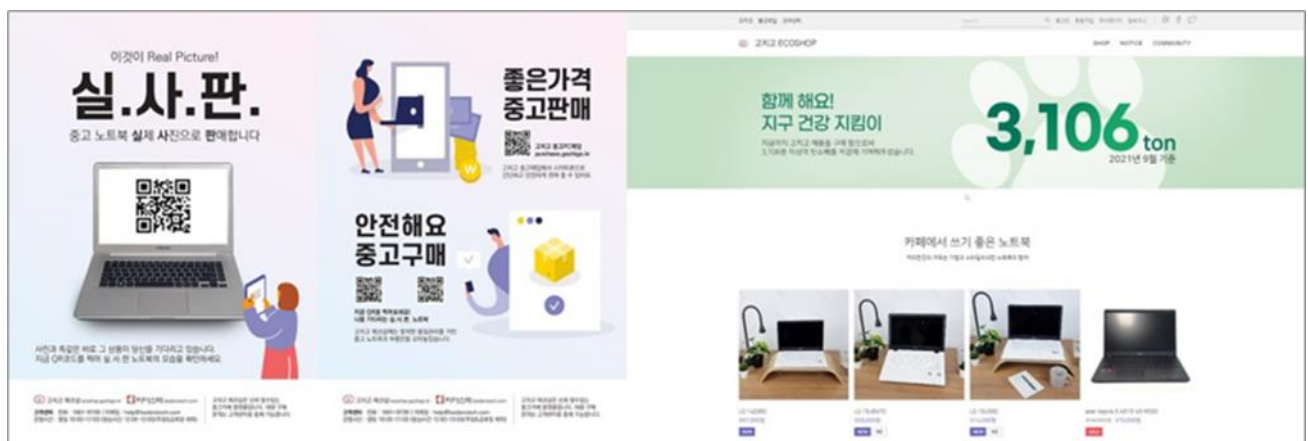
VeriGood (QR code quality certification system) is a certification system created to build a trust process that allows consumers to trust and purchase used PCs and trade between individuals.

Just as used cars have been activated by introducing the quality certification system, if you scan the VeriGood QR code, you can check various information such as specifications information, QC results, appearance conditions, and software information of the PC, providing various conveniences to PC aftermarket users and applying blockchain technology. VeriGood QR code has the following features.

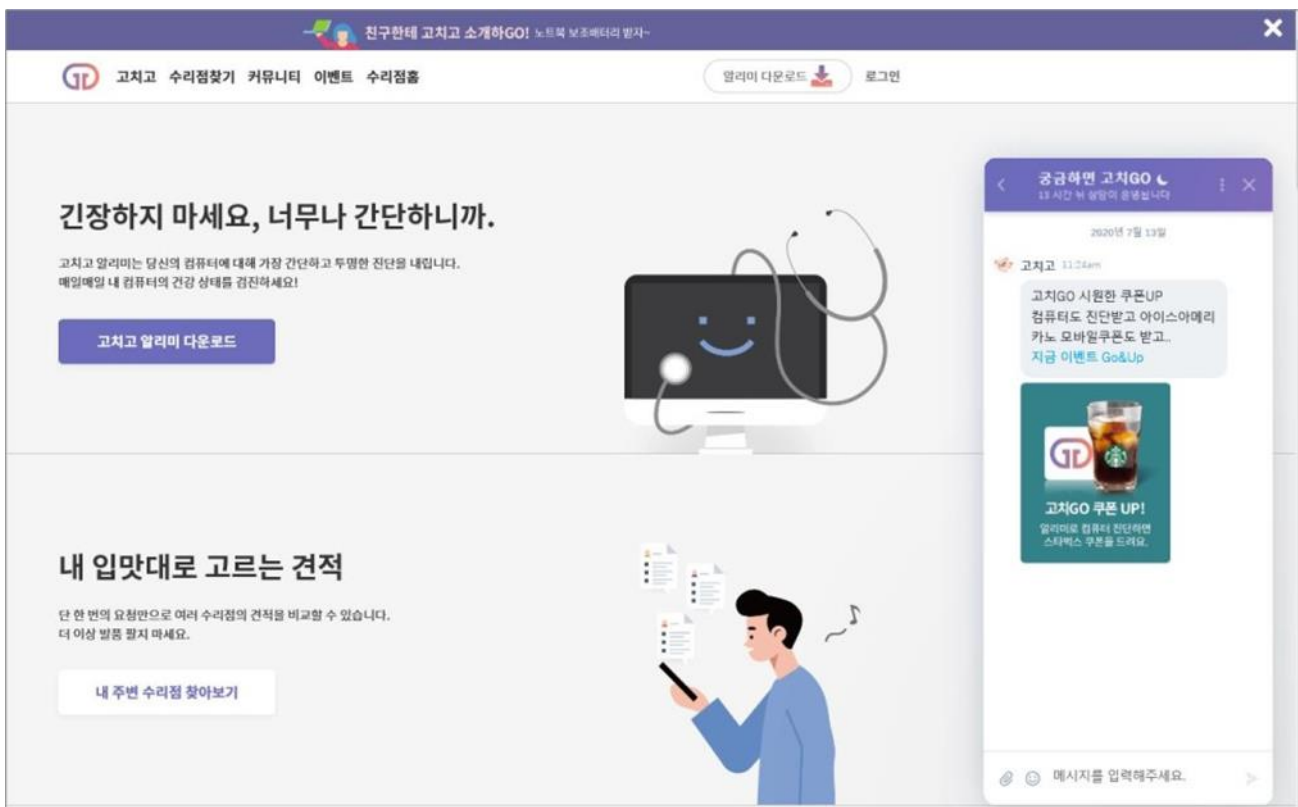
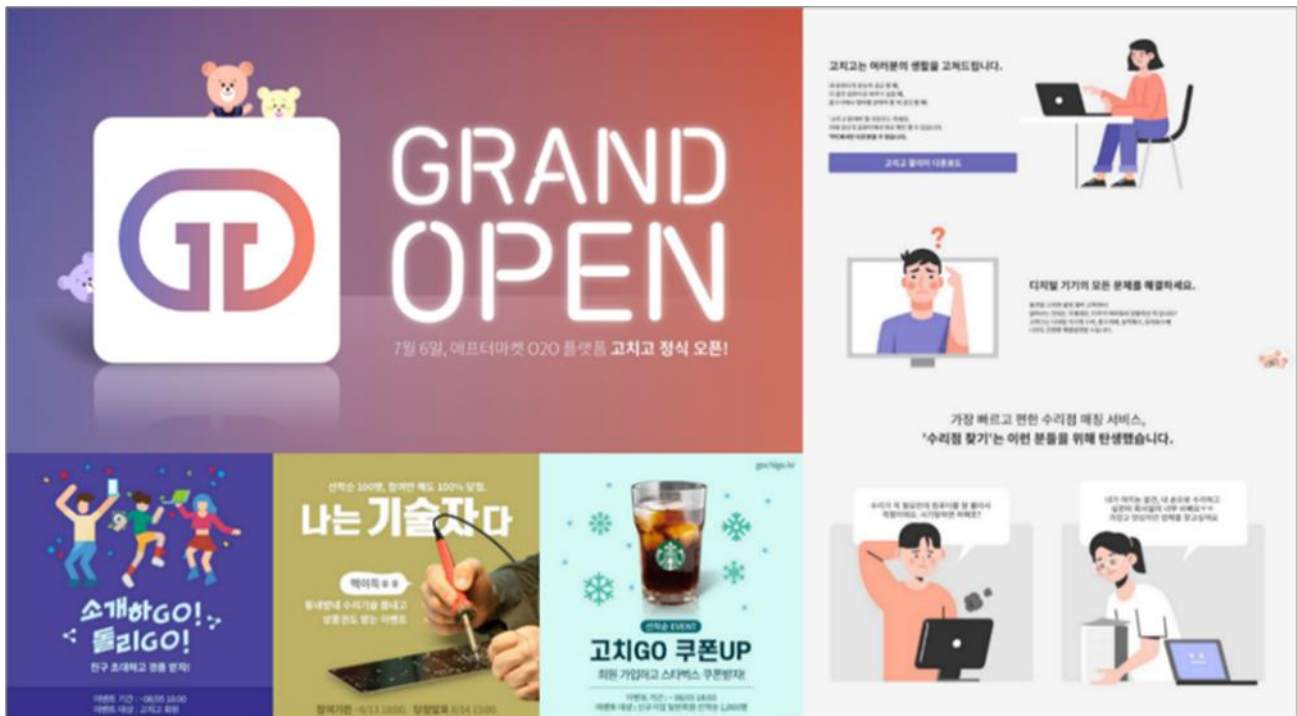


It contains detailed product specifications and quality test photo information. VeriGood QR code can be used for used transactions between individuals. VeriGood QR code authentication number is used when requesting repair. It is used when selling unused computers. You can check the contents unopened with a VeriGood QR code before opening the product.

8.3. GOGHIGO Community



It is a community site that provides location-based information on small and medium-sized computer repair centers and repair-related companies nationwide and matches parts price information and repair centers with consumers regarding computers. It contributes to enhancing consumer convenience by operating shopping malls, repair consultations, and secondhand purchase services.



8.4. AI-CRM(Customer Relationship Management System)

AI-CRM can expect to improve business performance by strengthening customer insights, maximizing sales efficiency, and innovating customer service. For successful use, it is strategically structured, including clarification of goals, data preparation, and talent development.

As a result, it provides three-dimensional CRMs such as enhanced customer insights, customer sentiment analysis (identify emotions in data and email, chat, social media, and present customized responses), borrowing risk prediction (pre-predicted with AI models, proactive service), customer journey analysis (identifying behavior patterns at each stage, providing customized experiences), and integrated data utilization through customer service innovation (customer 360 degree visualization, integration of different source data, identification of customer overall behavior and preferences, personalized marketing, and future propensity and behavior prediction).

Currently, we have 1.7 million customer members according to our aftermarket operations, and we have about 3,000 active members through our fixed and community site. We expect to surpass 2 million members in 2025 according to our annual membership growth.

8.5. ESG Management and Social Contribution System

Based on the transparency, fairness, and public interest of the blockchain, Ribbon will introduce the "ESG Management System" (ESG is a combination of the first letters of Environmental, Social, and Governance, meaning eco-friendly management, social responsibility, and transparent governance of companies), and transparently disclose the progress through regular/special disclosures.

In addition, through the "Social Contribution System" that works together, the company plans to provide support for Net Zero contribution and carbon emission rights, support for programs linked to the cultural and sports sectors, and support for the underprivileged in Korea and the vulnerable in Southeast Asia and Africa. Through this, it will establish itself as a leading global public service company based on blockchain.

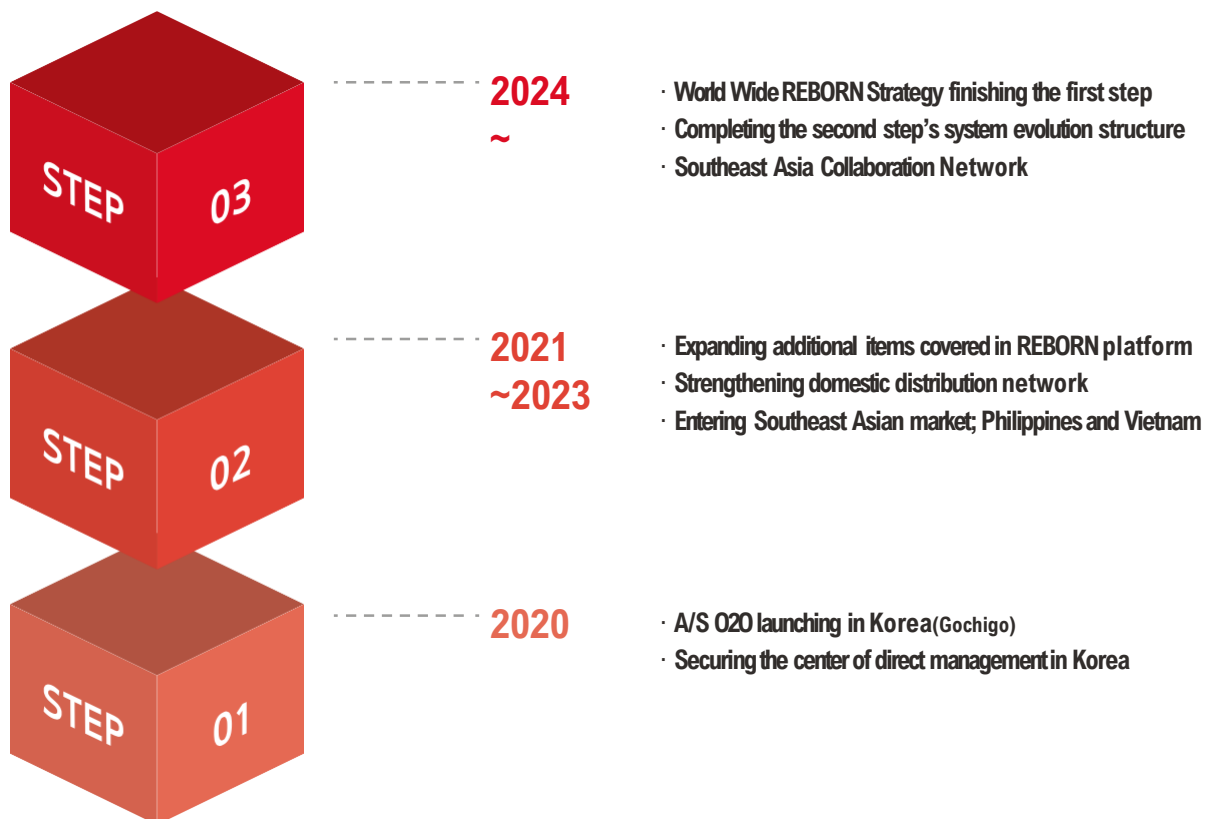
9. Roadmap

Worldwide REBORN Growth Strategy

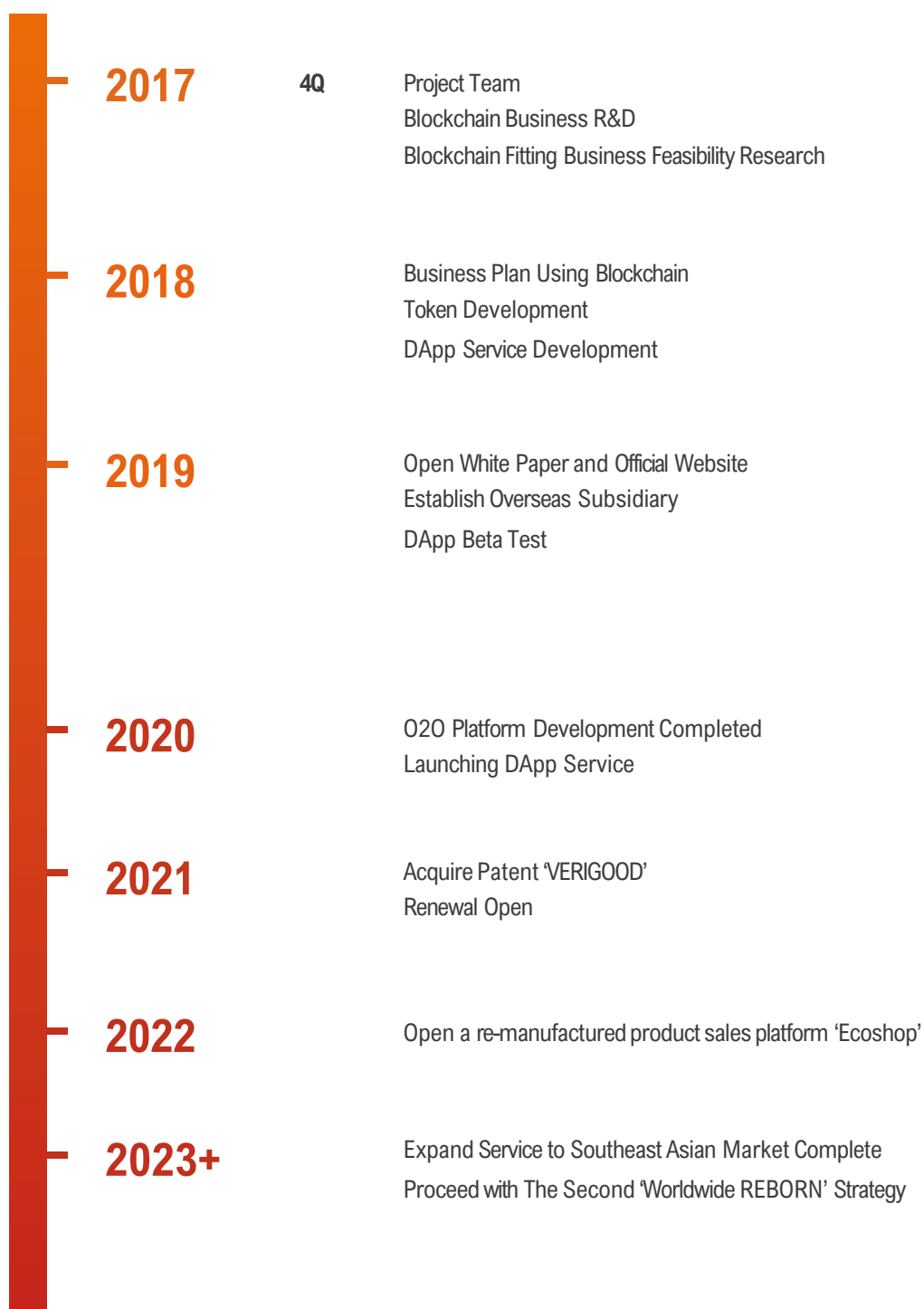
Leader's Tech, the leading company in this project, is specialized in aftermarket and can provide integrated network service covering repair, reproduction and sales of the used products of IT devices. The REBORN project seeks to integrate a solid off-line infrastructure with patented technology-based online services, and to become an unparalleled worldwide professional platform for digital devices.

We will achieve this by establishing a five-year growth plan from 2020, when the REBORN platform will be opened, to 2024, based on the <Worldwide REBORN> growth strategy and activity plan, the realization of which is the top priority.

In the first year of opening, in 2020 and 2021, we will build up our capacity to concentrate on the successful domestic settlement and expansion of exports to parts of southeast Asia, such as the Philippines and Vietnam. We will continue to secure the handling capacity of used products, spare parts and refurbishments to support this offline. In 2022 we will complete the marketplace, based on a collaborative network in the southeast Asian market, and will expand our core business base throughout Asia. In addition, we will make every effort to complete the virtuous cycle structure of the global network, and the evolution of the second stage system in 2024 as the year of completion of phase 1 of the Worldwide REBORN Strategy.

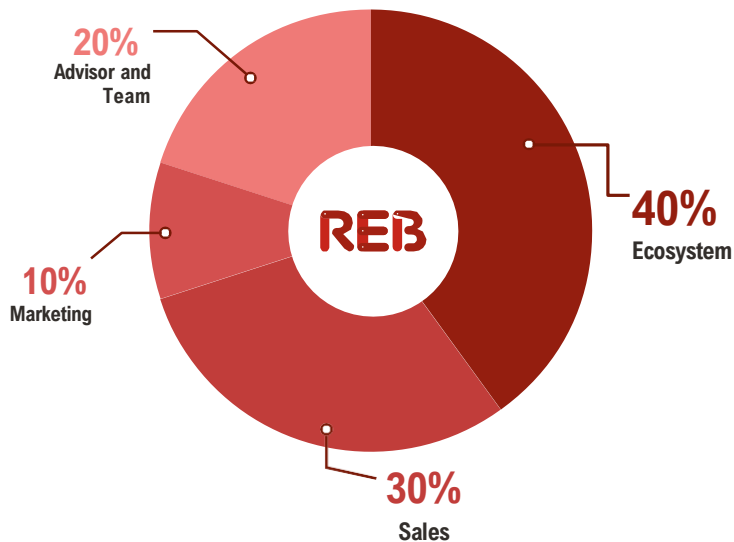


Project Roadmap



10. Issuing Token

REBORN Token Summary



- Token Name : REB\$(REBORN dollar)
- Token Unit : REBD
- Token Type : Bep-20
- Total Amount : 2,000,000,000 REBD
- Total Sales Volume : 600,000,000 REBD

A total of 2,000,000 Reborn Dollars (REBD) in "REBORN" will be issued.

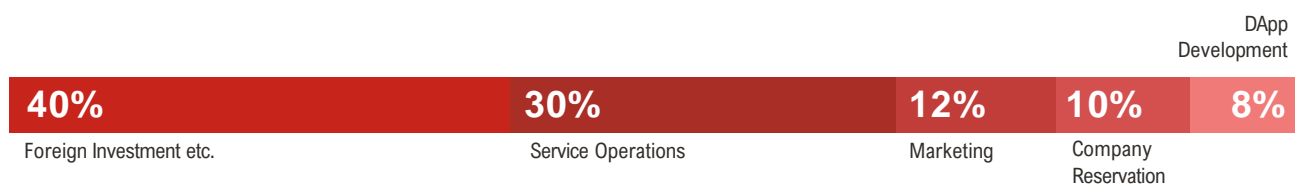
We will sell 600,000,000 units, which is 30% of the total issue.

In addition, it consists of 40% ecosystem, 10% marketing, and 20% advisor and team.

Use of Fund

The funds raised will be used for development and business stabilization of the blockchain-based decentralized application(DApp), external expert collaboration and partnerships for marketing communications, service operations, service development and efficient operation in order to expand the platform into global services.

We will allocate and use 40% of overseas investment & O2O infra, 30% of service operation, 12% of service extension and marketing communication, 10% of company reservation, and 8% of DApp development for global network and forward base construction.

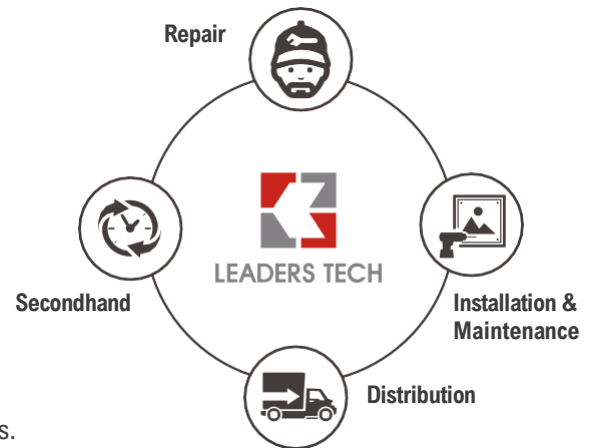


11. Partner Company

LeadersTech - Aftermarket's unique technology company, eco-friendly company

LeadersTech, the aftermarket's unique eco-friendly technology company, which created the REBORN project, started from a small PC sales and repair shop in Yongsan in 1990, which was when computers began to spread in earnest in Korea.

We established the first specialized private educational institute to train computer repair engineers in Korea, while growing with the development of the IT industry in Korea. We have accumulated unrivaled technology and trust by building a nationwide collaboration system and network with repair centers.



Since 2009, the company has been transformed to a service company on the basis of its patented technology. It has been providing A/S guarantees for small and medium-sized PC retailers nationwide, and has established a network of cooperation with repair centers across the whole country. It leads the industry in the repair business, distribution business, used goods selling business, installation and maintenance business, and so on.

Leader's Tech will complete the REBORN project with the proven technology and know-how it has gathered over the past 30 years, and will continue to lead the future as a global O2O platform provider like Uber and Airbnb. Beginning with the expansion of the Asian market, such as in the Philippines, Vietnam, China, Indonesia, Thailand and Japan, we will become an eco-friendly global leader in the aftermarket, loved by all across the world. Currently, a local corporation and processing plant are in operation in the Philippines, a global business forward base, with an annual capacity of 1.5 million refurbishments.

■ Technology Patent Status



- Information management System of Information Devices Using the Internet(Patent No. 10-0499862)
- Compensation Service Providing System and Mobile Communication Terminal Compensation Applet Down loading Service Method (Patent No. 10-0548328)
- Dockable Computer System and Power Control Method in Accidental Docking Event(Patent No. 10-0721011)
- System for Providing the A/S to Prevent Excessive Repair Costs(Patent No. 10-1765759)
- Used Product Transaction Authentication System for IT Equipment Repair and Compensation (patent No. 10-2180490)

■ Quality Certification



△ ISO 9001 Quality certification



△ ISO 14001 Eco Certification



△ Korea Service Quality Certification



△ Inno-Biz Certification



△ Selected as Hi-Seoul Brand



△ Venture Company Certification

2000 - 2004

- Hynix Semiconductor Display Equipment Management Contract(2000)
- Electronic World Technology Education Center Establishment_Korea's first repair engineer training institute(2001)
- Hyunju Computer Consignment A/S(2003)

2005 - 2009

- Business Entry into the Philippines_establishment of branch office and factory (2007)
- Refurbishing Laptop Supply to Kenya and Philippine Refurbishing Laptop Business Entry(2009)
- Agency Agreement of Da-care Service of Danawa Service(2009)

2010 - 2014

- DELL Service Agency Agreement(2010)
- Deliver 11,000 Reasonable Phones into Koreapost(2013)
- Supply and Install PCs in 3,346 Reserve Battalions(2014)

2015 - Now

- Refurbishing 12,000 Lenovo Netbooks and Selling Them(2015)
- Install OA in Military World Games and Supply Parts(2016)
- Recall 23,000 Laptops of KT Employees and Install Them(2017)
- Selected as a R&D development Project by the Ministry of SMEs and Startups(2017)
- Act for Maintaining 3,400 computers of Coway Employees(2018)
- Agency of Equipment Installation in Everland(2018)
- Selected as Hi Seoul Brand Company(2018)
- More than 1 million units of PC post-management for small and medium-sized enterprises(2019)
- MOU with Beijing Motors for mutual cooperation with electric vehicles(2019)
- Launching 'Gochigo' service(2020)

Marketing Communication

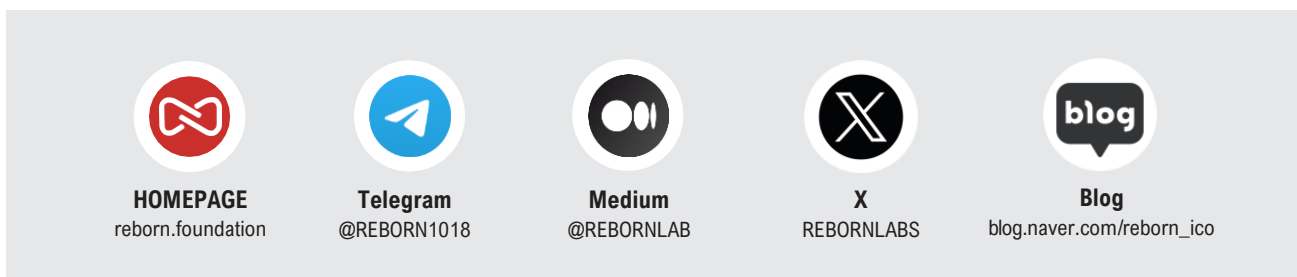
《REBORN》 will be devoted to making the global program as Integrated Marketing Communication(IMC) that integrates offline and online with O2O commerce platform which is considered as 'the world's first' in the after- market. We will make an every effort to inform the current activities that are closest to the future vision of REBORN, while keeping our initial hearts, 'the true heart', to show all participants in the project.

To achieve this project, we will announce the birth of the project to the domestic and overseas family members of Leader's Tech. And we will inform the global event of our customers, partners, and experts who have built up collaboration networks that have grown together for a long time and will kick off the opening party for a successful journey.

“Sympathy, Sharing and Coexistence Communication”

REBORN organization of the administration will open up 'communication channels' online and inform all participants of project progress, useful and professional information and valuable news quickly and accurately.

CHANNELS



We will have various experts and advisors who will make this project possible, and will continue to communicate with influential people and domestic and international exchanges that are interested in the project.

Through our rational and restrained advertising activities, we will demonstrate our pride and courage as a First Mover, and show all participants responsibility. In addition, we will also prove that the development efforts we have accumulated over the years, as well as domestic and overseas achievements, have been the cornerstone of our global growth.