FOUR GRIT COMPANY PROFILE

4Grit helps to improve the user experience by quantifying & analyzing the data

2020.12

Contents

About Us

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Korean Corporate name	FOUR GRIT Co., Ltd.
CEO	Taejoon Park
Date of incorporation	November 2, 2015
Major business	UX based Big Data Analysis and Artificial Intelligence Solution Development / Operation
Main Services	Beusable, Beusable Analytics
Number of employees	26 (As of October 2020, including Korean and Japanese corporations)
Address	Suite 1100, 136 Pangyoyeok-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea

Japanese Corporate name	Beusable Co., Ltd.
Address	Sankei Bldg 4F, Takadanobaba 1-28-10, Takadanobaba, Shinjuku-ku, Tokyo

Growth Hacking

About FOUR GRIT

Through UX big data, we support your and your business
by bringing remarkable insight on your customer experience.

We are professionals managing machine learning-based big data. By optimizing and automating the data, we strive to understand the needs of digital marketing more efficiently. We substitute ambiguous UX data for intuitive and visualized data so as our users to easily handle data and derive specific improvements. Our goal is to be an 'essential partner' for your business success.
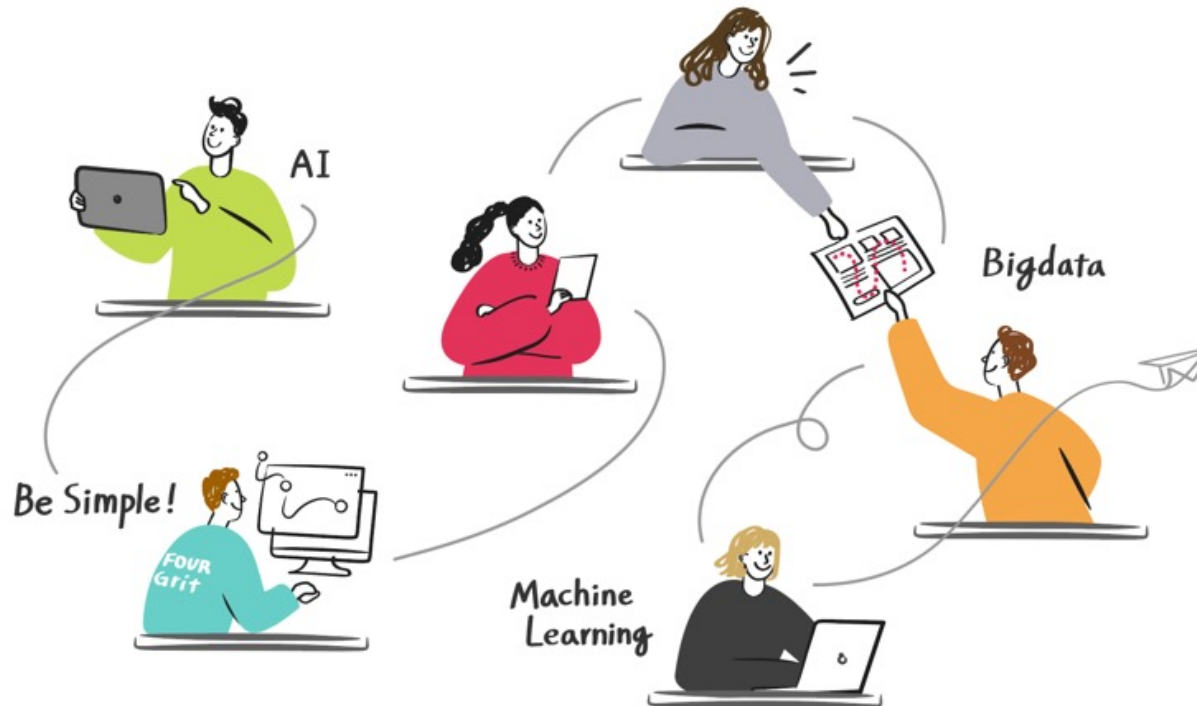
Main Business Areas

FOUR GRIT offers services specialized in Big Data and Machine Learning.

We will endeavor to provide you better services.

**UX Big Data
Automatic service monitoring**

- Development and operation all-in-one UX data service, which is the integration of UX analysis and digital governance platform.

**UX Big Data Analysis
Based on AI**

- Development and operation of automatic UX Big Data analysis based on artificial intelligence.

**Automatic diagnosis and
monitoring of online business**

- Development and operation of online business quality management service which can automatically diagnose and manage quality on Digital Touch point.

Company History

2020

09. Launched Beusable Analytics beta

01. Held UX Big Data Trend Report Seminar

2019

08. Head office relocation (Pangyo)

05. Signed a partnership agreement with Dentsu

03. Published "Data-Driven UX" for Data Analysis Newbies

2018

09. Official release of Beusably

08. Established Japan subsidiary, Beusable Co., Ltd.

06. Held data-driven UX education using heat map

03. Launched Beusably beta

2017

10. Official release of BeX 2.0

09. Held data Driven UX Seminar

08. Selected as UX analysis tool subject to

service innovation by leading companies in Korea

Launched BeX 2.0 beta

07. Official release of Beusable

05. Venture Business Certified by Venture Business Association

Establishment of affiliated research institute

03. Launched Beusable beta

2016

08. Launched Web Accessibility Diagnostic Service beta

04. Launched Website comprehensive quality service beta

2015

12. K-Global 300 selected as a promising company in ICT field

09. Date of incorporation

08. Selected as TIPS

Patents and Awards

Patent certificate

Patent certificate

Patent certificate
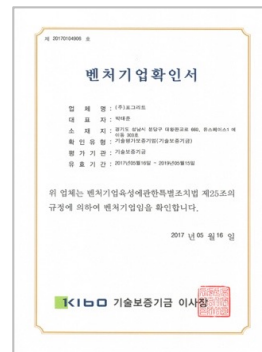

Patent certificate

2017 Korea
Leading Company Award

Certificate of company
affiliated research institute

K-GLOBAL 300 certificate

Venture Business
Confirmation

2019.12

- Device for providing visitor behavior analysis data of dynamic webpage, and method for providing visitor behavior analysis data of website using same

2018.11

- Selected for Military service provider

2017.08

- 2017 Korea Leading Company Award

2017.05

- Venture Business Confirmation

2017.03

- Recognized as an affiliated research institute

- Applied a patent for 'Website usability analysis device and method of analyzing usability'

- Patent application for 'Information collection device and method of collecting data on website'

2015.12

- K-Global 300 selected by Ministry of Science, ICP and Future Planning

Members

Members from leading companies such as ADT, Silicon Valley-based startups, Naver and Kakao are gathered. Nonetheless of the small size of a company, we strive to create a better service as an agile yet organic teams.
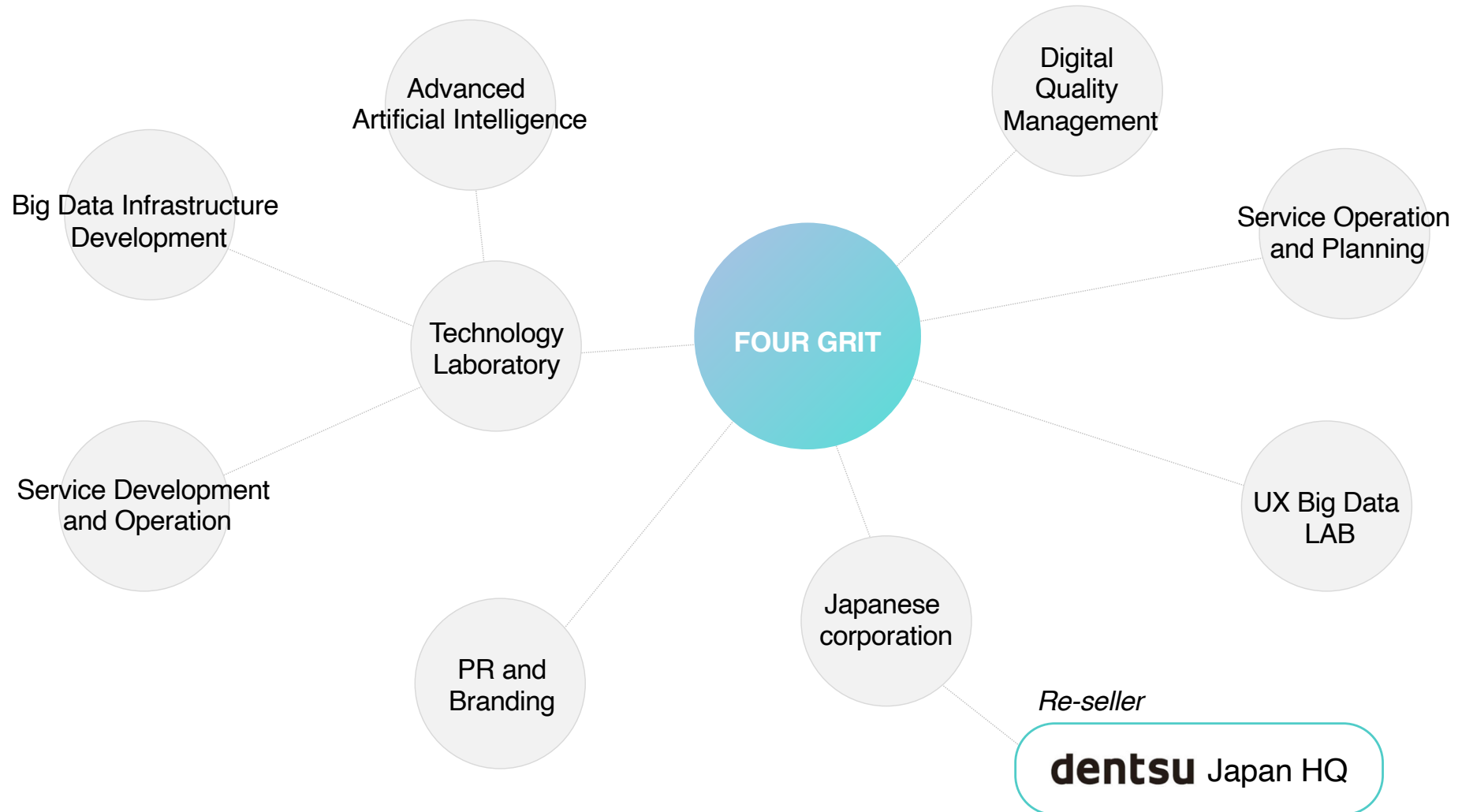
FOUR GRIT Culture

In FOUR GRIT we work with core values of autonomy and authenticity. While we strive to create products based on FOUR GRIT's values, we also aim to make our products easy and convenient for all of our customers.

As we deal with big data, security and data fidelity are our top priorities, thereby we endeavor to provide reliable services based on our expertise in the Amazon and MS Azure.

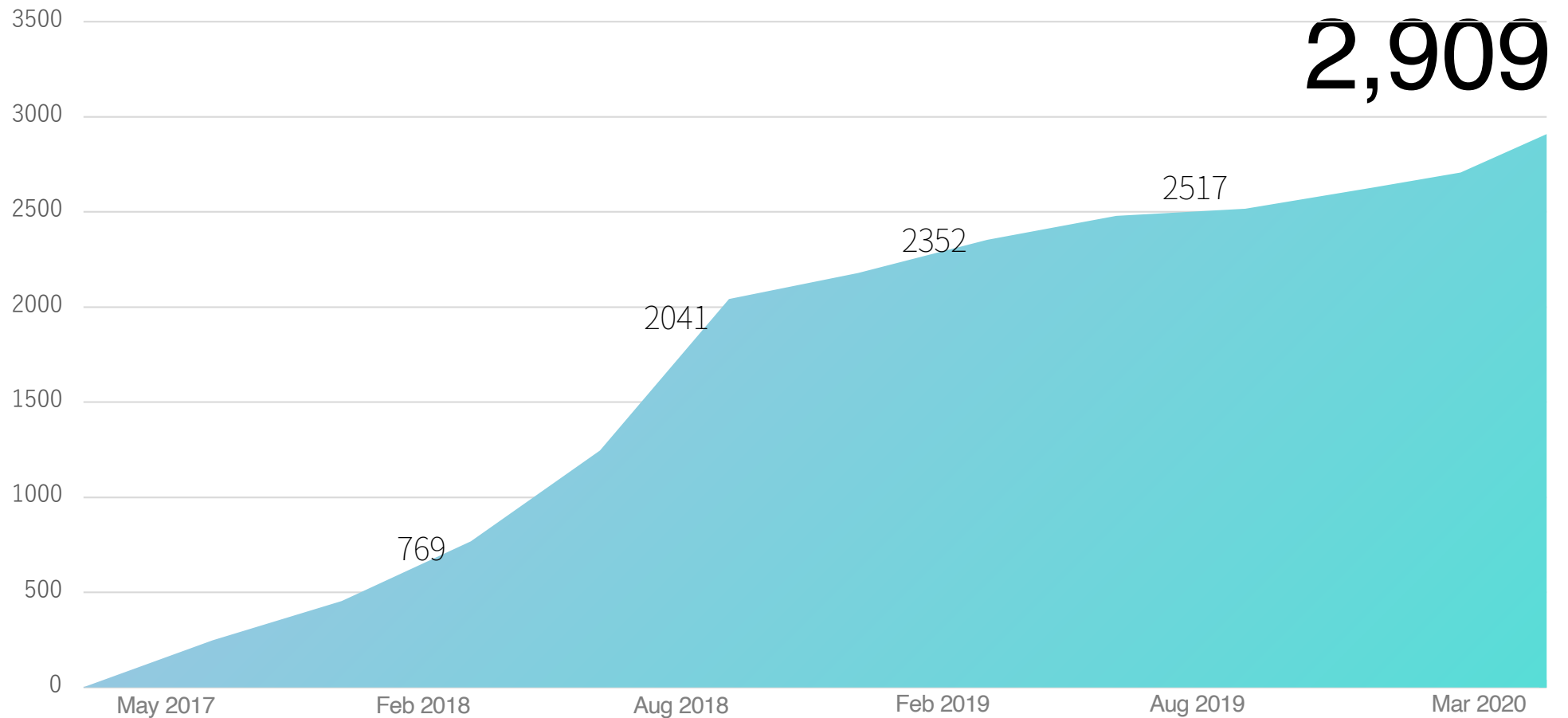| 1	2	3
Mature and agile team with autonomy of individual	Teams of devoted members enthusiastic to make better service and product	Growing organization with specialties of the domain

Together we go through challenges and move forward and as one team, FOUR GRIT.

Number of Users on Our Service

We have 2,909 accumulated users based on the domestic market as of March 2020, which has been increased every year since May 2017. We've tracked about 18 billion events through our clients' sites. Based on full-fledged entry into Japan in the second half of 2018, we expect that global customers will increase further.

2,909

Value
3500
3000
2500
2000
1500
1000
500
0

769
2041
2352
2517

May 2017 — Feb 2018 — Aug 2018 — Feb 2019 — Aug 2019 — Mar 2020

Representative Clients and Business Partners

We support success of the our clients with Data Driven UX.

Representative Clients

SAMSUNG ELECTRONICS	Cheil	ShinhanCard	NAVER
Samsung Electronics	Cheil	Shinhan Card	Naver
LG	SAMSUNG 삼성화재	SK telecom	서울여대
LG Electronics	Samsung Fire Insurance	SK Telecom	Seoul Women's University

Business Partners

NAVER	NETHRU	cafe24	U PLEAT
Naver	Nethru	Café 24	U Pleat

Representative Clients and Business Partners

We are writing a new page in history of UX with our global business partners.

Representative Clients

SAMSUNG ELECTRONICS

"Global No.1 electronics manufacturer Samsung,
Apply Beusable for UX data analysis
in Samsung.com of 72 countries"

Samsung Electronics is the world's leading manufacturer of electronics and semiconductors, recording 239.6 trillion won in sales last year. In particular, mobile phones have the largest global market share. GMC, which is responsible for data driven UX, Korea's general and global department is using the Beusable for their UX analysis. It has currently installed and been analyzing on 72 countries websites worldwide.

Johnson & Johnson

"Johnson & Johnson,
General Managing Department of Asia, implement
Beusable for Analysis of E-commerce User Behavior"

Johnson & Johnson is a global comprehensive pharmaceutical company, which earned $7.45 billion in sales in 2017. It is also one of 30 companies that make up the Dow Jones industrial average. The Commerce & Innovation Department introduce Beusable to analyze user behavior of Dr.Ci:labo, targeting Asia, especially Hong Kong, Singapore, and Taiwan. Also will continue to apply to more brand furthermore.

Representative Clients and Business Partners

We are writing a new page in history of UX with our global business partners.

Representative Business Partner

dentsu

" First Korean company to sign a sales representative with Dentsu, No.1 in Japan, Global Top 5 Advertising Agency "
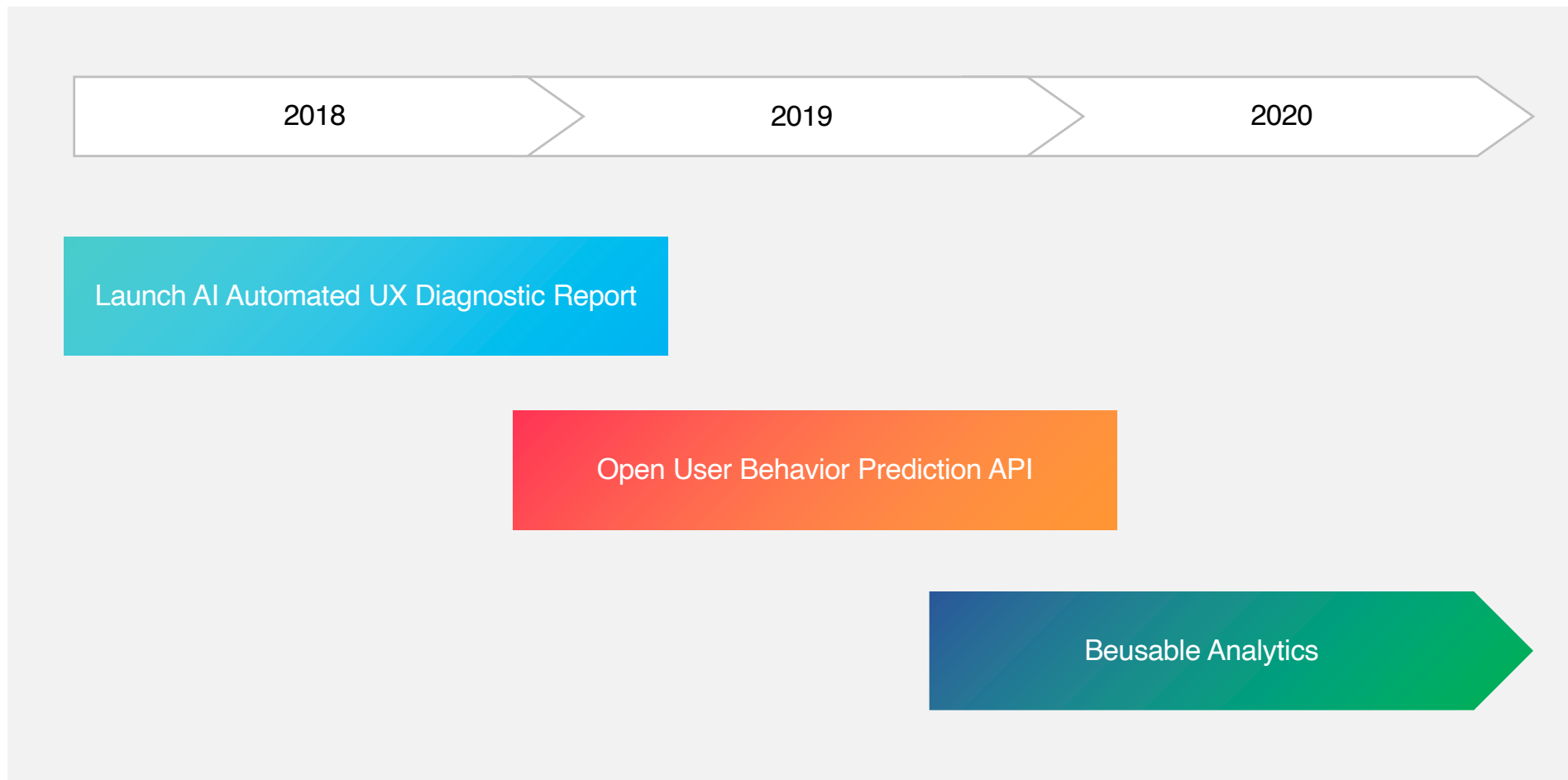
Denstu, an advertisement agency located in Minato-gu Tokyo, Japan, is achieving technological innovation and value under the slogan 'Good Innovation'. In 2017, sales reached 5.17 trillion won, ranking No. 1 in Japan's market share and No. 5 in the global market.
In September 2018, as the pioneer of Korean company Beusable and Dentsu signed a contract as a sales representative. With our partner, Dentsu we aim to preoccupy the Japanese UX analysis market.

Product Roadmap

We will continue to develop automation of UX data analytics to the highest level in the world.

2018	2019	2020

Launch AI Automated UX Diagnostic Report

Open User Behavior Prediction API

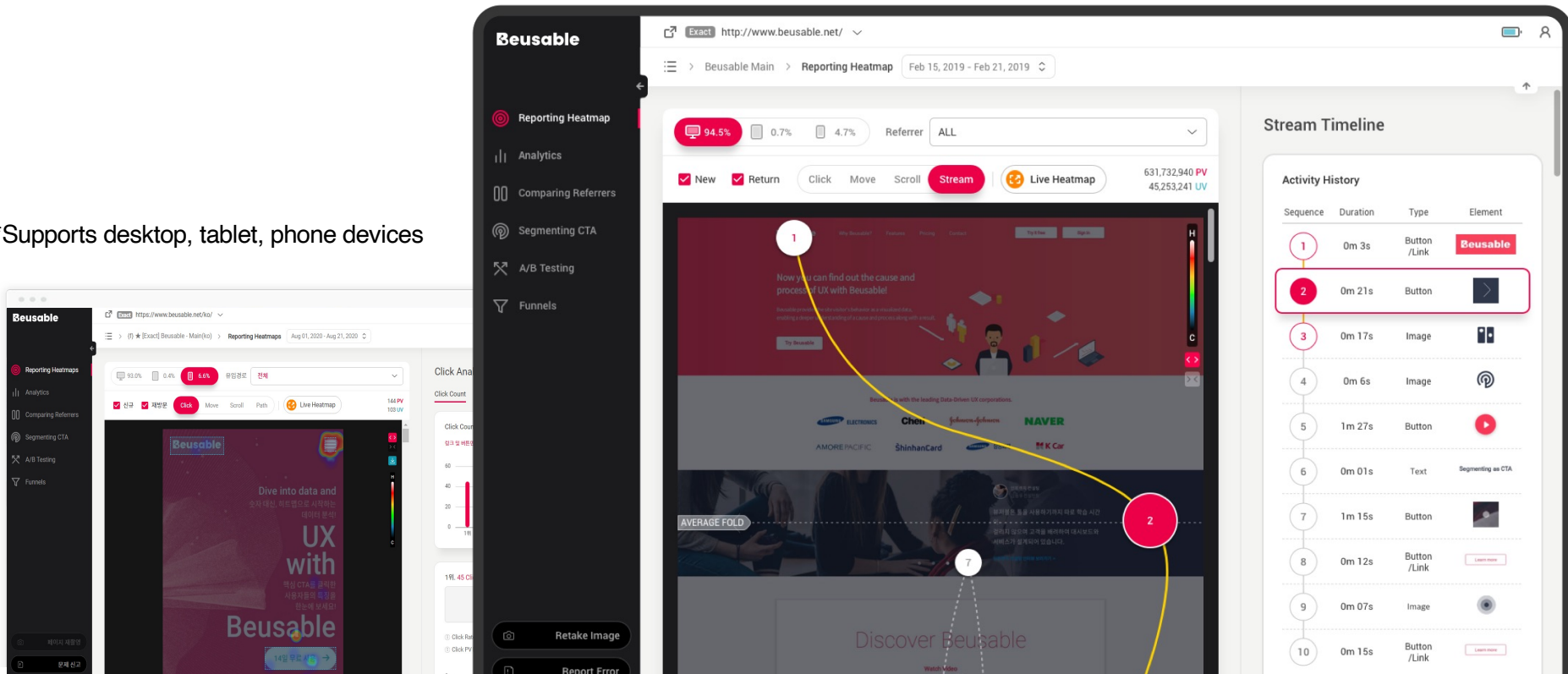Beusable Analytics

Service Introduction

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Beusable

www.beusable.net

All-in-one UX analysis tool, Beusable

Beusable is an all-in-one UX data analysis tool that visualizes user behavior data to better understand the causes of the results. It has nine specialized features.

With our professional engineers from Naver, Kakao Chatbot, we provide and operate stable and reliable service which can be applied to regardless the size of your service.

*Supports desktop, tablet, phone devices

Service Introduction

Beusable Analytics

analytics.beusable.net

Monitoring the entire service at a glance! Beusable Analytics.

Beusable Analytics is an optimized solution for analyzing customer journeys within the service. No more complicated settings or effort to understand key metrics for customer journey analysis. The visualized customer journey allows you to monitor the entire service at a glance. Find customers who are still experiencing failure in a hidden place, report them in Beusable Analytics , and analyze them in Beusable Analytics!
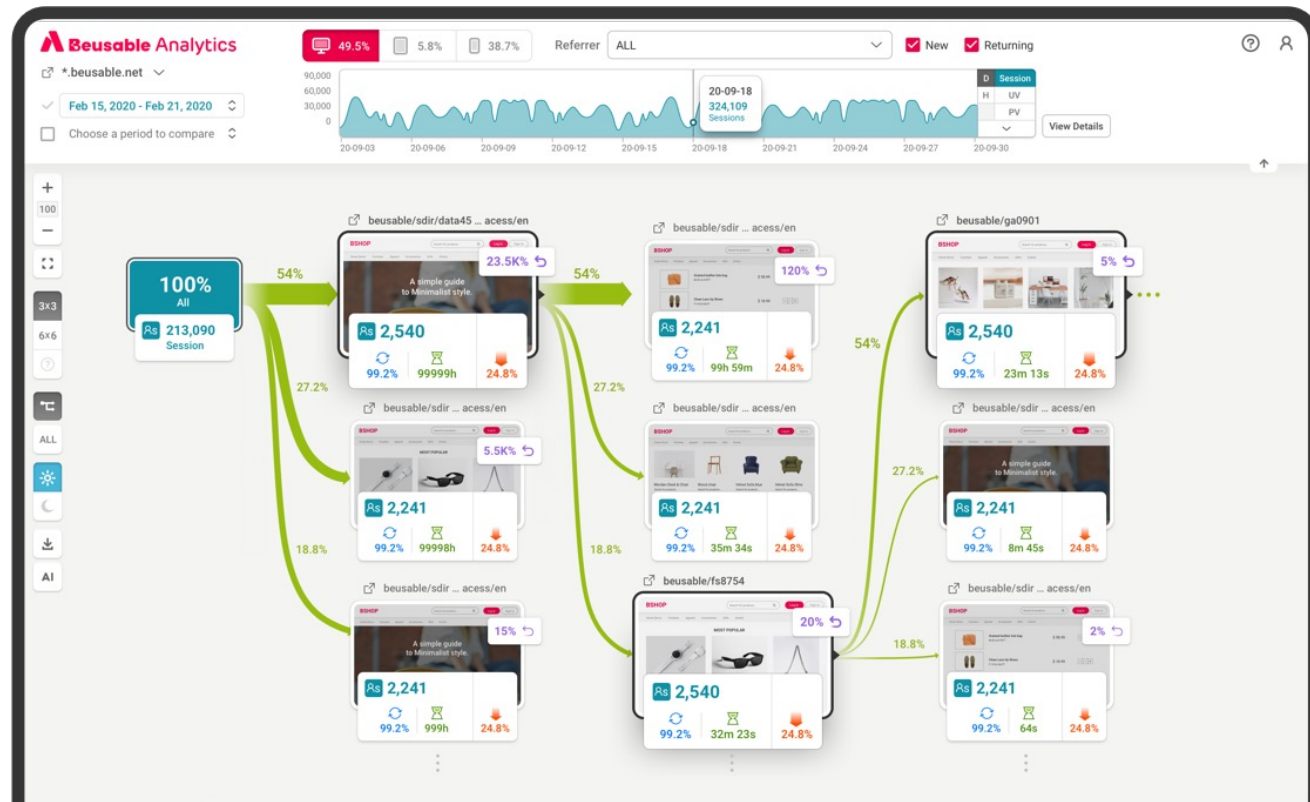
Service Introduction

The synergy effect that Beusable Analytics and Beusable create.
See your forest with Beusable Analytics and see the trees with Beusable.

Beusable Analytics allows you to find out the patterns and the amount of failures customers are experiencing within the whole service(forest). And through Beusable, the area of customer failures in a page(tree) can be analyzed so fast resulting quick and easy improvements.
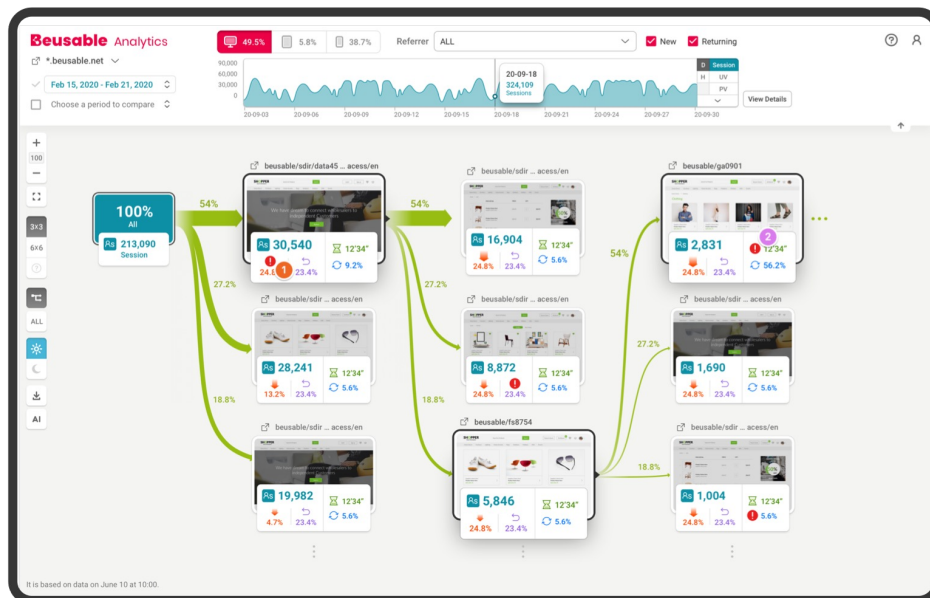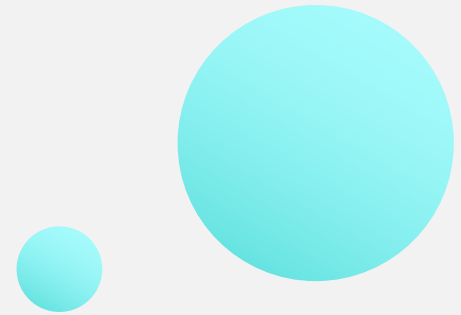

Beusable Analytics
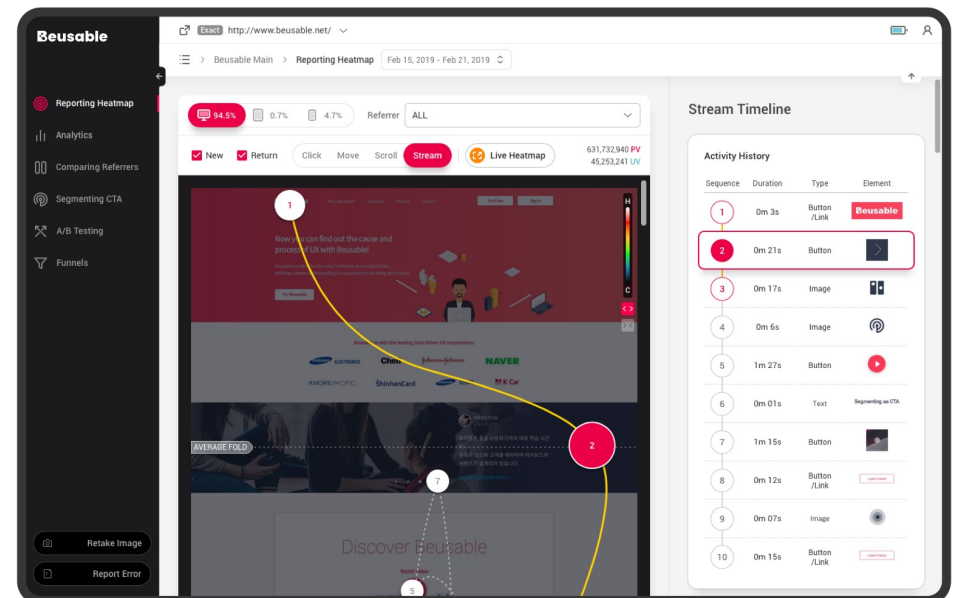
Beusable

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