



# NEUBILITY

Information disclosed herein should be considered proprietary and confidential.  
The document is the property of Neubility and may not be disclosed, distributed, or reproduced without the express written permission of Neubility.





# Robot, Gimmick to Everyday Product

Premise for robots to become an everyday product :  
A highly scalable platform,  
rapid iteration with an MVP,  
and an Agile market entry strategy.



## Platforms and Connectivity

More about the experience than the product  
Our highly versatile RaaS platform scales easily.



## Rapid Iteration with MVP

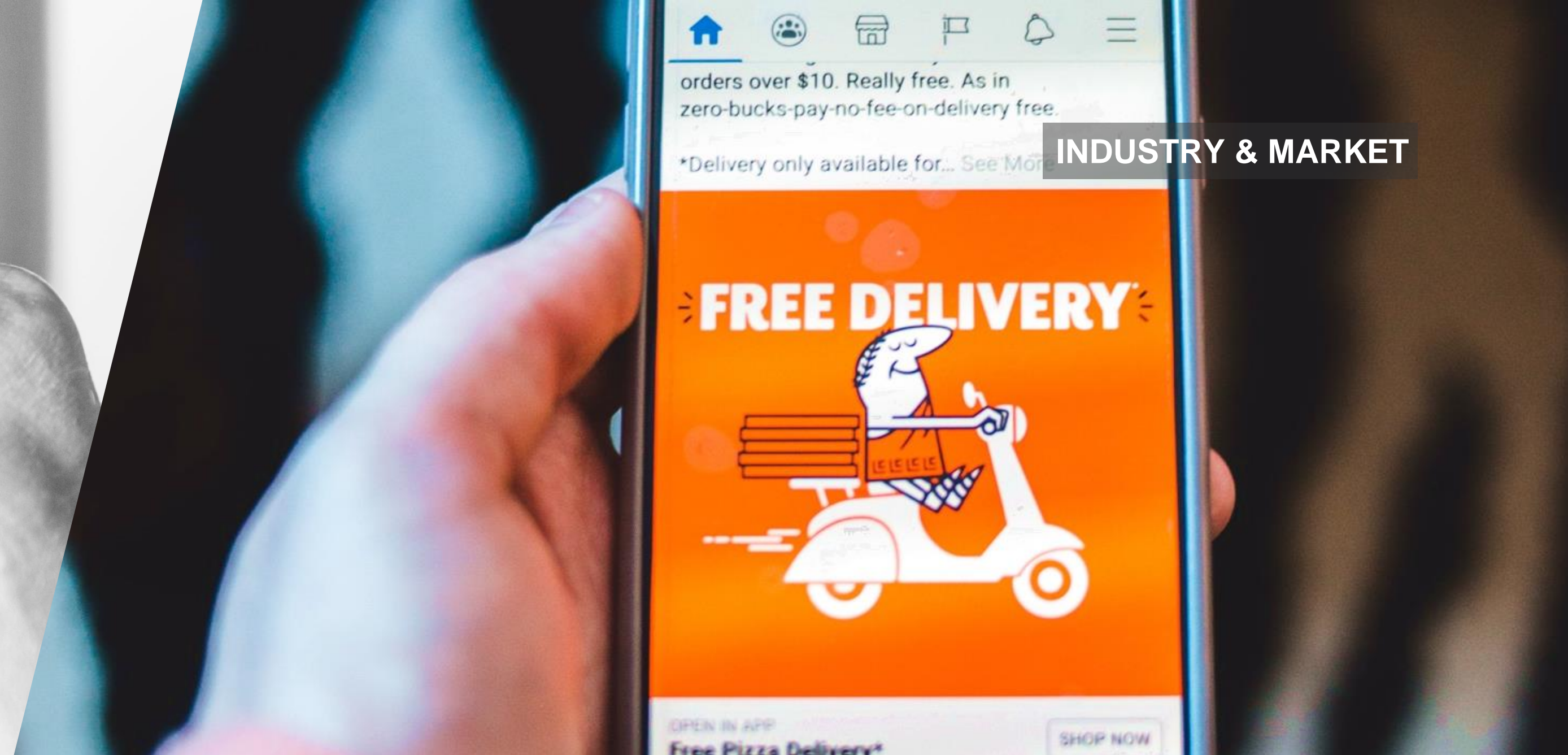
Minimum Viable Product over State of the Art  
Starting with simple features to solve real-life consumer problems



## B2B(2C) GTM Strategy

Creating a strategically effective feedback pipeline  
Strategical B2B(2C) strategy suitable for an effective & agile  
iterative process





# Last-mile and the Post-purchase Experience

Successfully addressing customers' needs is important for building lasting customer relationships

## Last-mile Cost<sup>1</sup>

Last-mile cost accounts for 53% of the logistics cost, and 43% of the SCM cost. Creating burden for both ends: companies and customers.

1. Honeywell (2019), McKinsey & Company(2018).

## Customer Experience<sup>2</sup>

In a “Delivering Everything” world, users decide their loyalty and repurchase based on the experience between shipping to un-boxing.

2. Deloitte (2020), McKinsey & Company (2020).

## Social Impact<sup>3</sup>

- E** Clean energy & reduced traffic
- S** Minimize courier delivery accidents
- G** Increase accessibility for all citizens

3. McKinsey & Company (2018), European Investment Bank (2022).





# AUTOMATING THE LAST MILE WITH NEUBIE & NEUBIEGO

Information disclosed herein should be considered proprietary and confidential.  
The document is the property of Neubility and may not be disclosed, distributed, or reproduced without the express written permission of Neubility.

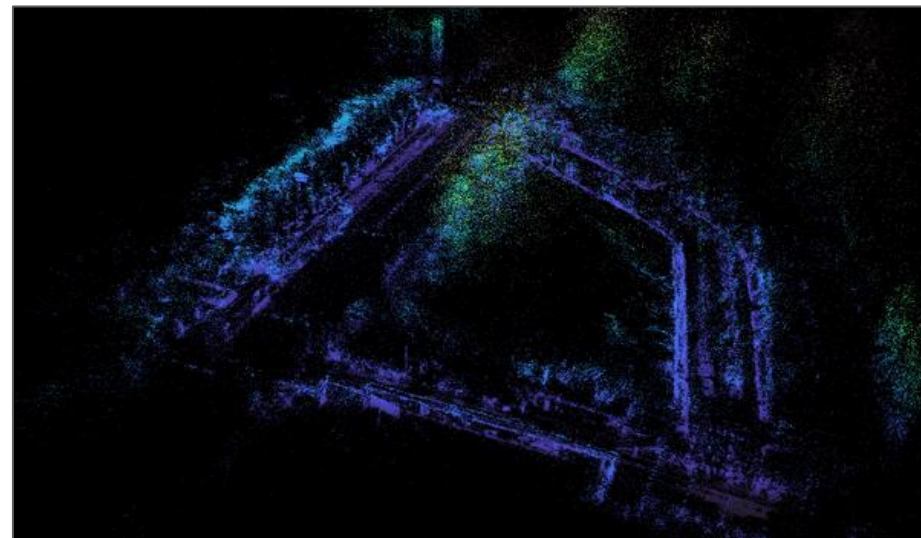


PRODUCT – ROBOT SYSTEM

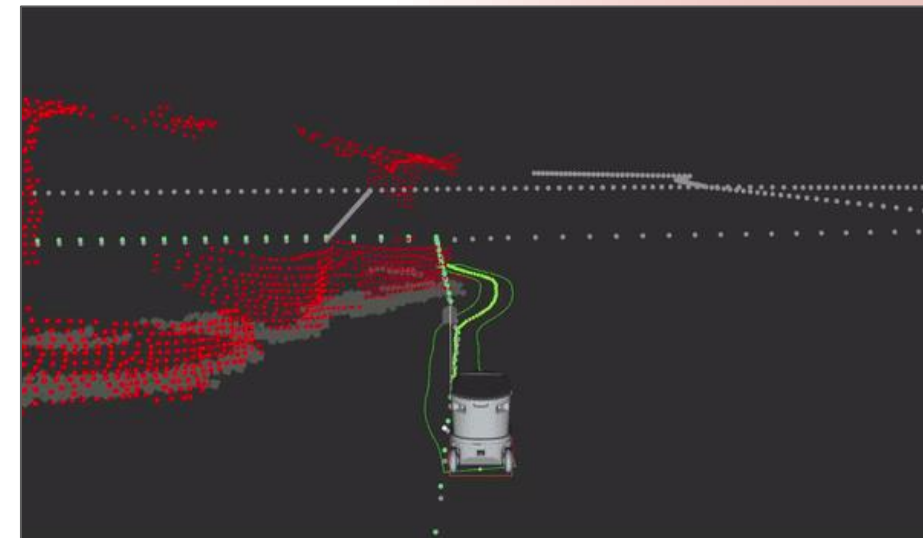
# Camera based Autonomous Delivery Robot **NEUBIE**

Optimized for busy urban streets

High performing Visual-SLAM



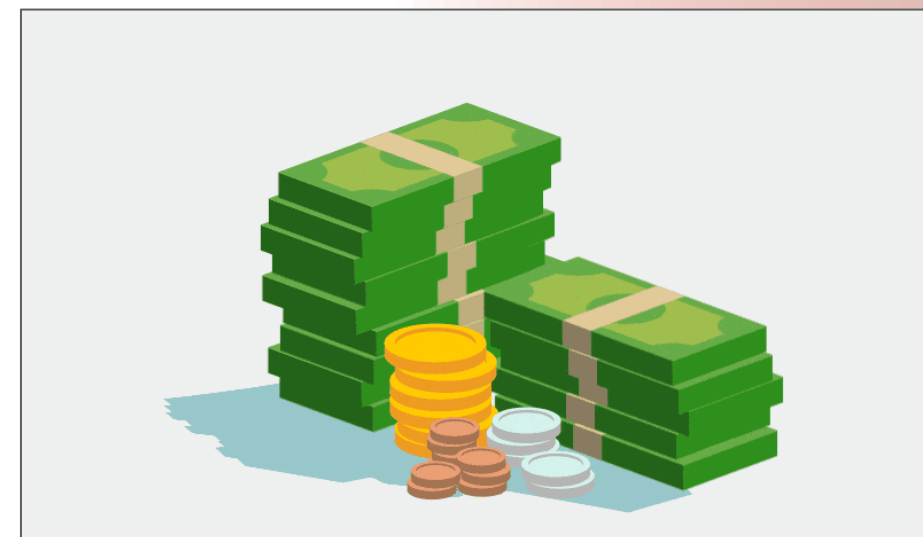
Optimal tech. for busy outdoors:  
perception & decision algorithm



Stable driving performance,  
pedestrian friendly design



Price competency:  
tech internalization & optimization





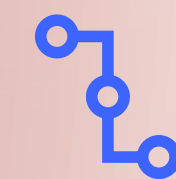


PRODUCT -RaaS PLATFORM

Robotics as a Service

# RaaS Platform NEUBIEGO

B2B platform (API) for robot management



## Platform Integration

Link external service platforms for a seamless user experience.



## Dispatch & Route Management

Create optimal delivery routes and dispatch available fleets.



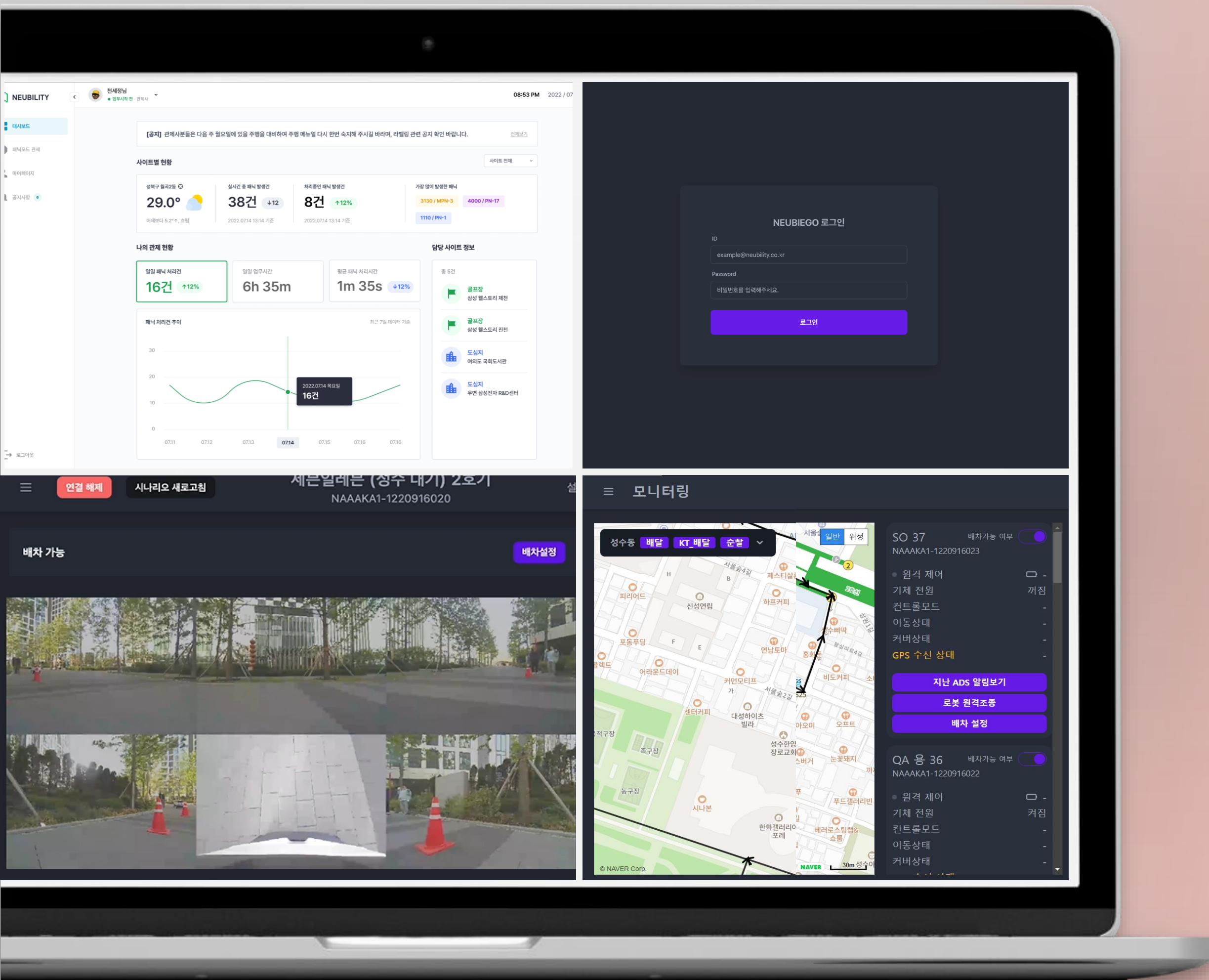
## Fleet Management

Register, manage, and allocate robots that will take care of your delivery needs.



## Monitoring & Control

Track the robots' real-time status and remotely operate them if necessary.







Delivery as a Service

# DaaS Application

## NEUBIE ORDER

B2C application for deliveries via robots



### Product Placement

Display your items for sale to your customers in real-time.



### Order Management

Keep track of orders, create and dispatch deliveries.



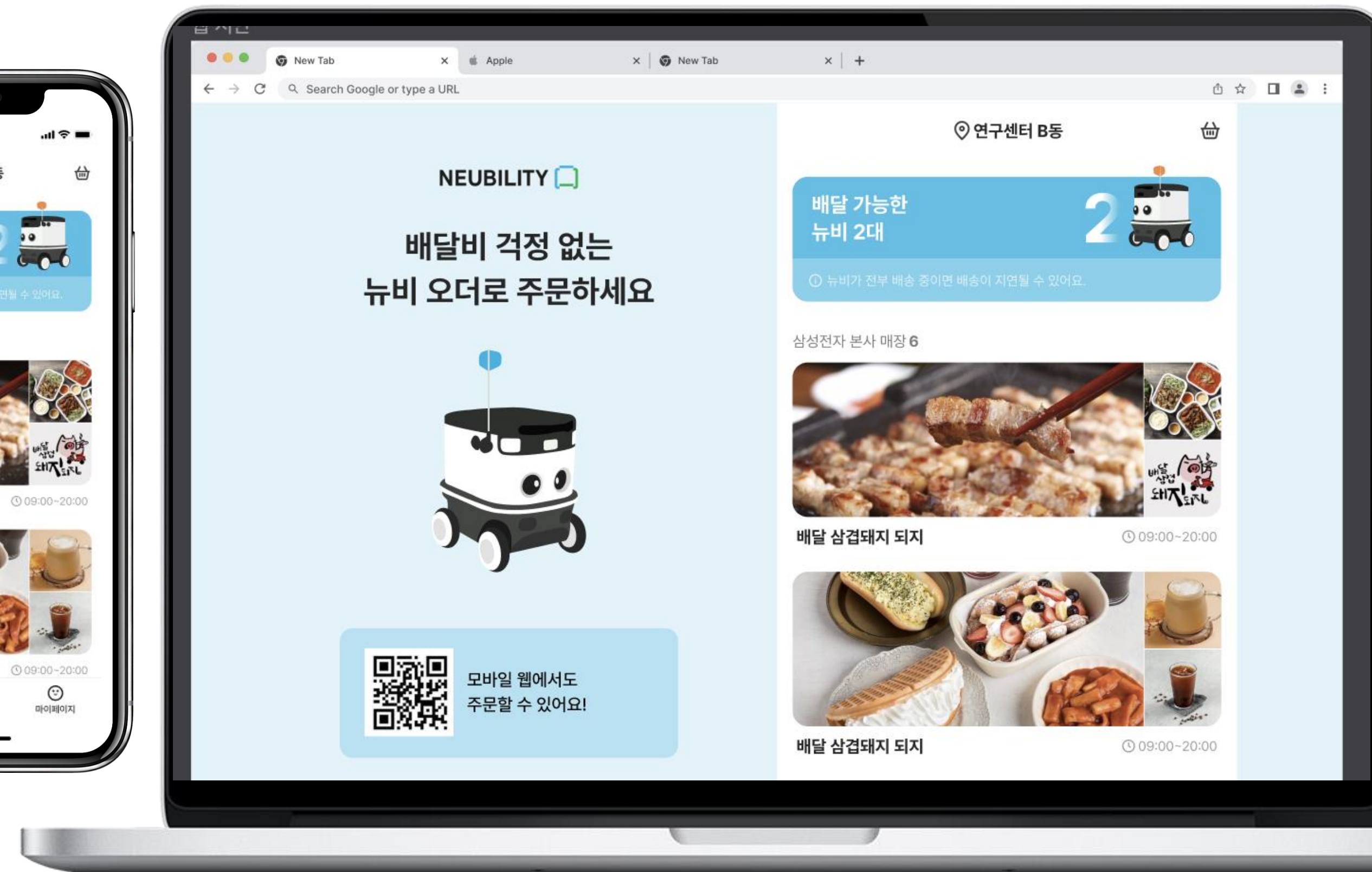
### Payment Processing

Fully integrate with external payment solution providers.



### Customer Authentication

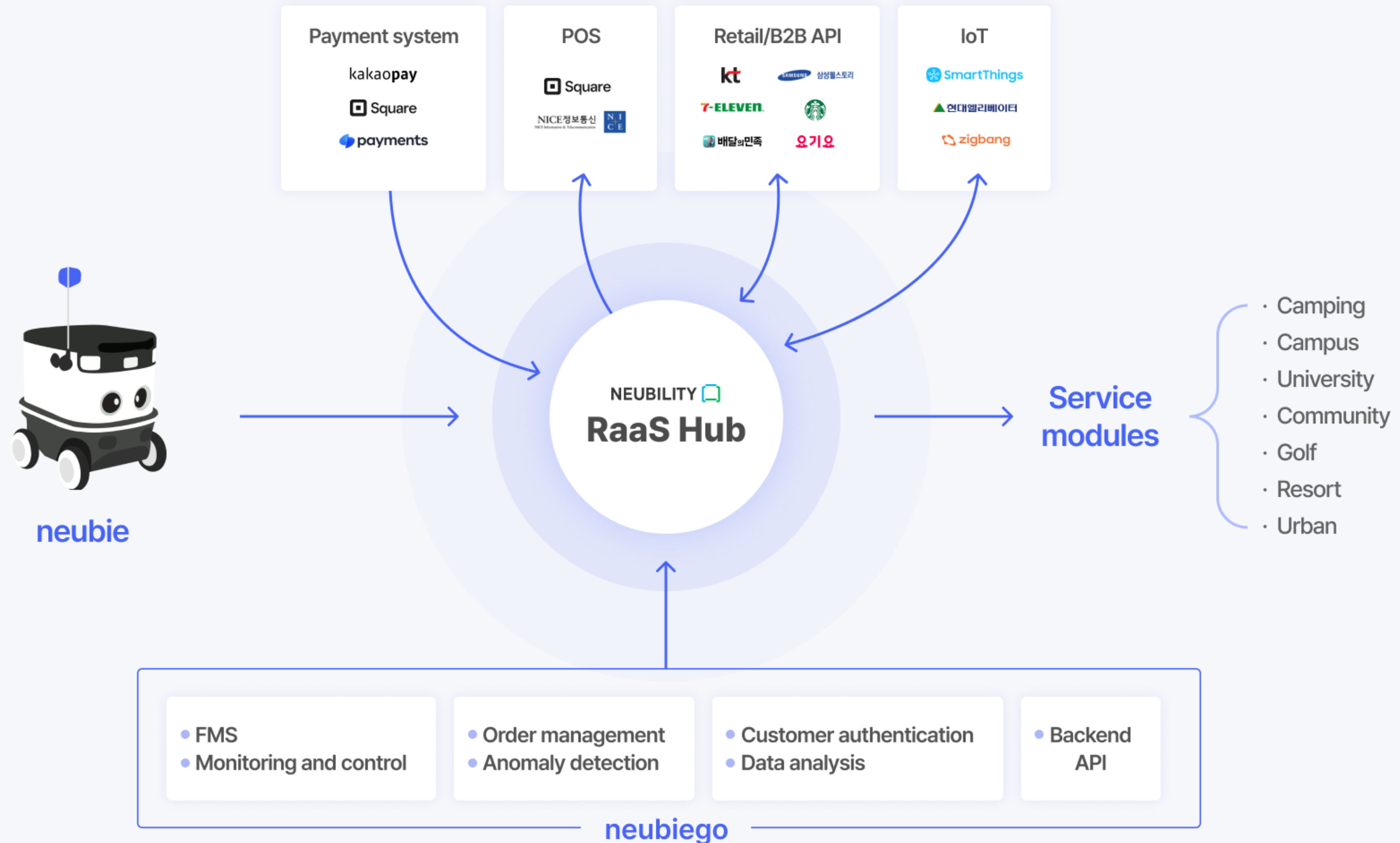
Quick and easy identification process for both customers and store owners.





# Building a wide-reaching RaaS Ecosystem

PRODUCT - LANDSCAPE

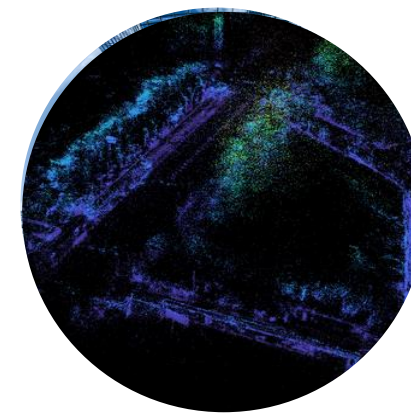




# Our Competitive Edge

PRODUCT – COMPETITIVE ADVANTAGES

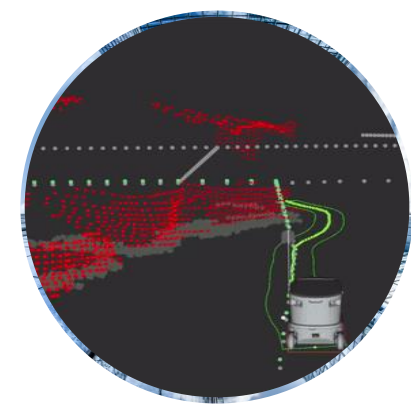
## TECHNICAL EXCELLENCE



### Visual-SLAM for both indoor/outdoor environments

- Minimizing infrastructure & positioning dependency
- Efficient large-scale map based on sensory redundancy
- In-house developed HW maximizes self-driving SW performance

## SCALABILITY



### Data-based ADS : optimally designed for scaling business

- Fast performance improvements based on massive driving data
- Driving data cumulated from various type of environments
- Maintaining the competitive edge with fast iteration cycles

## PLATFORM BASED ECOSYSTEM




### Building an ecosystem for End-to-End RaaS

- Robots are not products but services from the customers POV
- Players from diverse industries can easily join the ecosystem using the platform, providing new opportunities






# Our Pricing Models



**Neubie**  
Autonomous-driving Robot



**NeubieGo**  
Widely applicable RaaS platform

Features	RaaS Model	Turn-Key Model
Policy	Full-service subscription	H/W purchase + platform subscription
Services Provided	Installation, operations, maintenance	H/W upgrade warranty (3 years)
Contract Period	24 months	N/A

- Discount pricing policy and VAT not applied to above prices
- All prices are based on the current version of Neubie (1.5R), as of 13 Oct 2022
  - Prices may change according to Neubie version and hardware components





# Aggressive growth strategy: Scaling business domestically & overseas

## Service Module



Widely applicable services  
F&B, Retail, Delivery Platform

**Delivery  
(Urban Street)**



F&B, Amenity deliveries  
Golf clubs, Private resorts,  
Camping sites

**Leisure  
(Private Land)**



Community-based services  
Residential areas, College and  
corporate campuses

**Community  
(Private Land)**



Unmanned patrol services  
Residential areas, College and  
corporate campuses

**Patrol  
(Private Land)**

## Solution



**Neubie**  
Outdoor self-driving  
robot system



**NeubieGo**  
Versatile RaaS platform

## Sales

**Direct Sales**

Outdoor delivery service  
Direct Sales & Operation

**Consignment**

Scalable business model  
Suitable for mass deployment

**Co-develop**

Co-developing core  
technologies and business  
models with partners

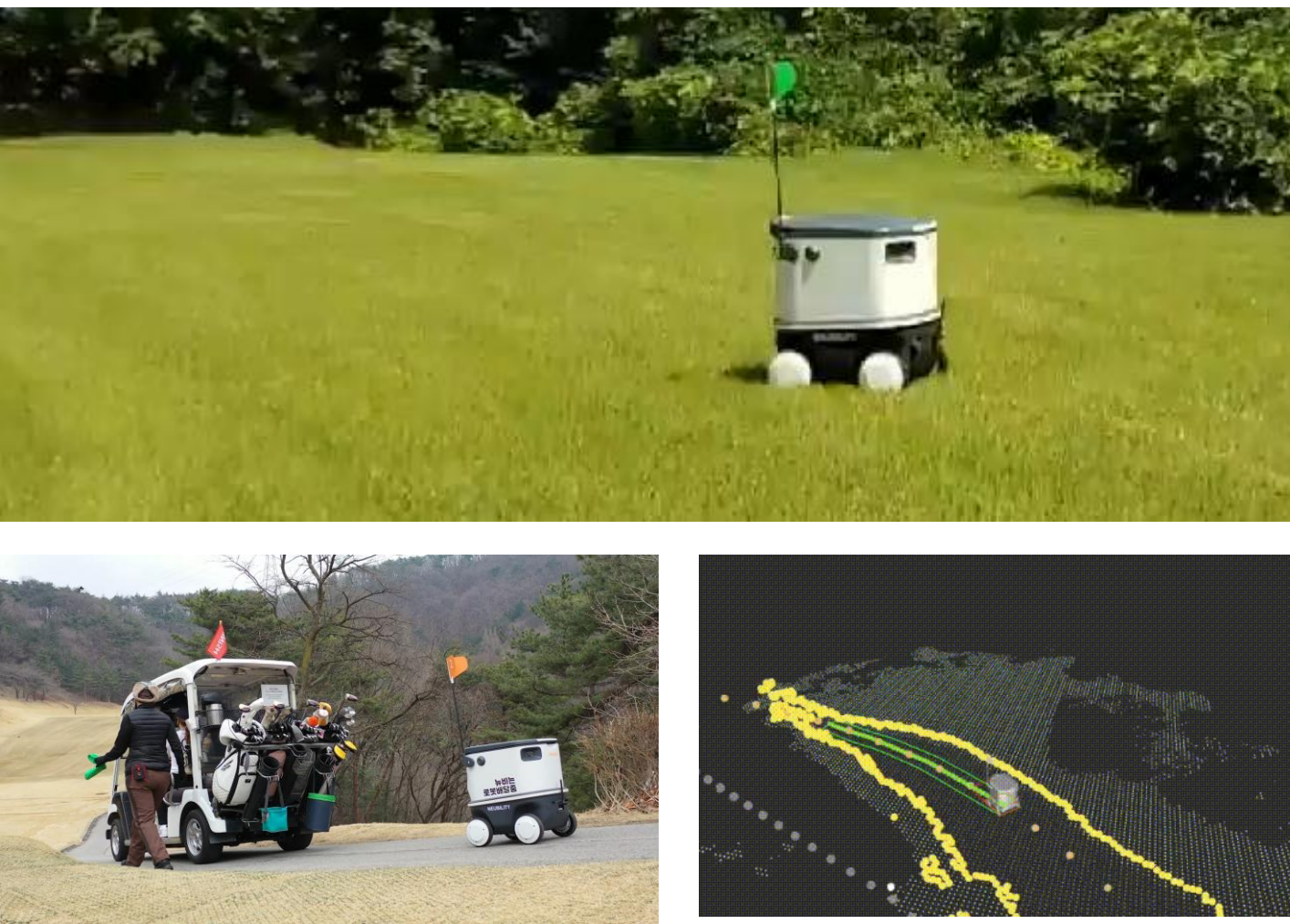






# Growth through portfolio diversification

Golf Club/ Resort



World’s first autonomous robot commercial rollout in golf clubs

Deployed in :  
Jincheon, Yeosu, Haenam, Jecheon and Jinju

Univ. Campus / Townhouse



Providing various self-driving robot services:  
from delivering foods and amenities  
to providing surveillance services

Deployed in :  
Gwangjin-gu, Yeongdeungpo-gu, Dobong-gu

Urban District



On-demand delivery for customers  
in urban districts: from lunch menus to  
same-day parcel deliveries

Deployed in :  
Seocho-gu, Gangnam-gu, Songpa-gu





ABOUT US

Series A Round

# Raised \$26.3M to date, with 83 employees

2023.05.

We are  
rapidly expanding  
to multiple sites  
based on  
real-time experience  
on busy urban streets.



## Clients & Partnerships

**SAMSUNG**

**7-ELEVEN**

**kt**

**SAMSUNG**  
**SAMSUNG WELSTORY**

**LG Electronics**

**SK telecom**

**Domino's**

**LOTTE**



**SHINSEGAE**

**SK 실더스**

**Qualcomm**

**SK shieldus**

## Shareholders

**SAMSUNG**

**IMM**  
In Manus Mundus

**롯데벤처스**

**SHINSEGAE**

**SAMSUNG**  
**SAMSUNG WELSTORY**

**SK telecom**

**HL Mando**

**CAPSTONE**

**kakao**

**KB Investment**

**42dot**



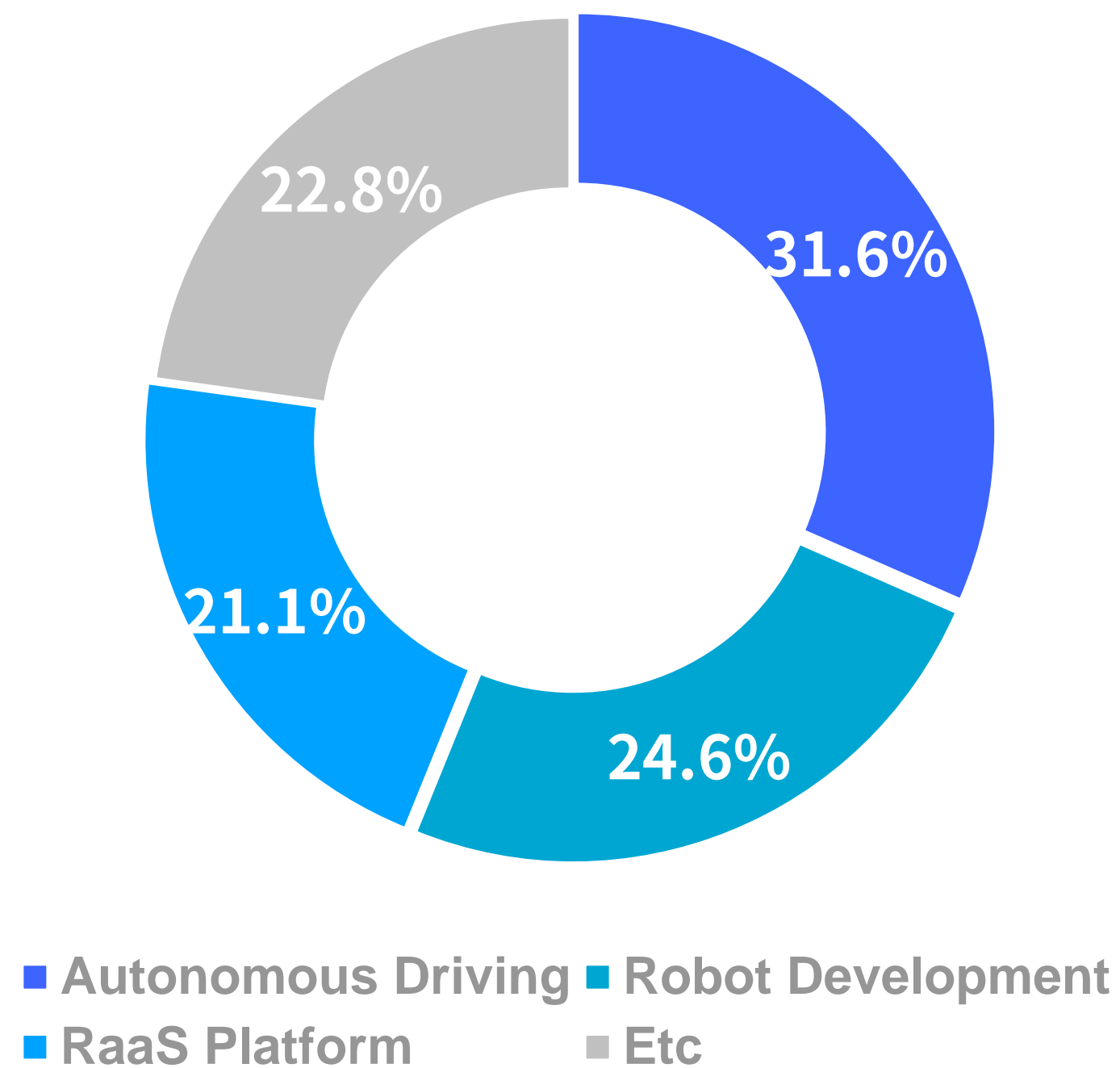


# Meet the Team

MEET THE TEAM

## Neubility's Personnel Composition

77% of the employees are tech./product developers



### Autonomous Driving Division

- Computer Vision
- Sensor Fusion & System Engineering
- Deep Learning

### Robot H/W Division

- Mechanical Engineering
- Embedded & Firmware
- Mass Production

### RaaS Platform Division

- Fleet Management
- Real-time Monitoring & Control
- APIs





## Intellectual Properties, Awards and Certification

### 01 Patents (9 Granted, 14 Filed, 4 PCTs)

Robot's autonomous driving control method and system,  
Position estimation(localization) device and methods using surround image ...

### 02 Design/Trademark (11 Granted, 13 Filed)

Neubie's exterior and feature design; Neubility; Neubiego

### 03 Awards

CES 2023 Innovation Awards Honoree

IF Design Award 2021

Selected for the 2022 KOREA AI Startup 100

### 04 Certification

KS B ISO 13482:2014(KIRIA), KC certification, Selected as Regulatory  
Sandbox Special case for demonstration, IPX5

t Manager  
n,mapping)

ring

leven Inc.

“  
**The Last Mile RaaS  
is a great ignition  
on our brave journey:  
automating, digitalizing,  
and utilizing unheeded  
urban areas over the world.**  
**We Build robots that will be  
transformative to the  
physical world.**  
”

**2023**

Last Mile Robots:  
A greener, everyday product



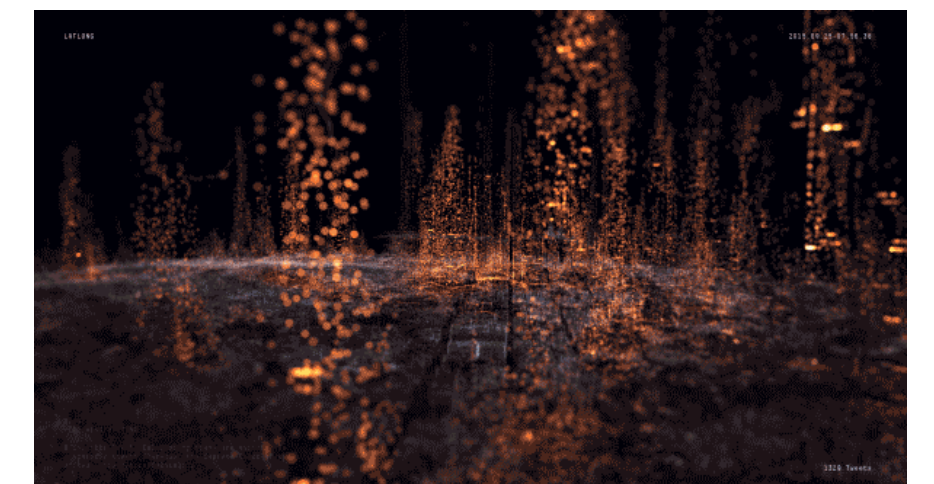
**2025**

Expand and scale the scope of  
robot services & product line-ups



**2026**

Leverage AI technology to  
enhance autonomous services  
and human-robot interactions







# WE AUTOMATE URBAN STREETS

Information disclosed herein should be considered proprietary and confidential.  
The document is the property of Neubility and may not be disclosed, distributed, or reproduced without the express written permission of Neubility.