



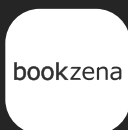




**The future of
healthcare —
it's in your hands**

ABOUT ZENA

Company Name	ZENA Inc.
CEO	Yoon, Myungchul
Founded on	March 2nd, 2018
Business Area	Software development

Services

- **Zenacare**
Voice recognition based AI dementia diagnosis and rehabilitation solution
- **Zenabiz**
Medical health and financial data based InsurTech solution
- **Bookzena**
Blockchain-based AI medical tourism O2O solution
- **Genolabs**
Genetic data based cosmetics and recommended health foods solution
- **Celebtwo**
Fast and safe short-form video streaming service of Korean Wave



Mission

"We bestow data with self-determination."

By increasing information reliability and providing the blockchain UMA based mydata function to users, Zena is at the forefront of changing the world.

VISION 2024: IPO by Technical Exception

1%	Blockchain mydata market share
20%	Overseas business revenue share
KRW 30B+	Corporate value

Technology

Patented heart rate measurement system via facial imagery
Blockchain UMA patents

Contactless IoT interoperation and sensing technologies
Digital telemedicine solutions

(National Health Insurance Corporation, Korea Social Security Information Service and National Information Society Agency)

Overseas Technology Exchange Status



- Participated in technology exchange and exhibitions held in 9 cities of 8 countries
- Nominated as the new product development industry in association with overseas clients affiliated with Ministry of SMEs and Startups

CHINA	Exhibited at CES Asia held in Shanghai, China
INDIA	Blockchain technology exchange
THAILAND	Mental care technology exchange
VIETNAM	Mental care technology exchange
KAZAKHSTAN	Exchange of mental care, digital telemedicine, and medical tourism technologies
NORTH KAZAKHSTAN	Zenacare purchase letter of intent
UZBEKISTAN	Landed the ISP establishment service contract with the HIS construction project for Children's National Hospital
AUSTRALIA	Promotion of mydata technology exchange and overseas subsidiary establishment
USA	Exchange of mydata and mental care technologies

Zenacare System

Blockchain AI mental care solution that allows mental health care anytime anywhere
 A system that diagnoses and manages user's mental health status by analyzing the user's personal data, biometric signals (brainwave/pulse), and psychological survey response

Contactless Self Mental Health Care and AI Life Care Service

Establishing a personal medical/health data environment and creating new data value

Multiuse Facilities

Altok Stand Type

- Temperature
- Heart rate
- Brainwave and pulse wave
- Psychological survey
- Payment information
- Product information



zenacare

- Self-determination based data access control
- Untact reservation and consultation

Real-time life-log data interoperation



Mobile SDK and wearable /IoT sensor interoperation



- Number of steps
- Calorie
- Sleep
- Pulse rate
- Stress level



Professionals

Altok Desk Type

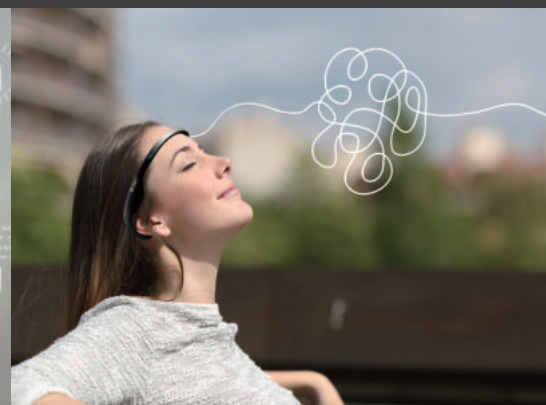
- View user's medical/health data
- Untact video consultation

Zenacare System V1.0 Software Block Diagram

1. MyData platform
2. (User/consultant) Kiosk app
3. User app (Android/IOS)
4. Watch app (Android)
5. Administrator app
6. Mobile SDK interoperation (Samsung Health and Apple Health)

IoT Sensor Interoperation Devices

Brain/pulse wave, Body fat tester, Thermometer, Blood pressure manometer, SpO2, and Administrator



Innovation



ICT

Compliance with international standards to ensure expandability into global market



IoT

Development of interoperation interfaces for wearable sensors for data acquisition, collection, and storage



Publicity

Establishment of public standard DB, open clinical research support, and provision of open APIs



Information Security

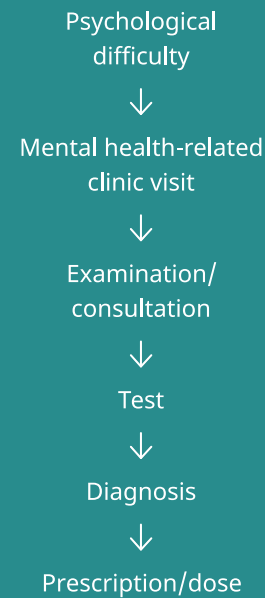
Application of optimized private blockchain technologies and achieving competitiveness in global technology

Zena aims to contribute to industrial development through the standardization of Korean brainwave and AI analytical solutions based on IoT and big-data/AI convergence. Our goal is to achieve mutual compatibility of international standard data in order to enter the global market.

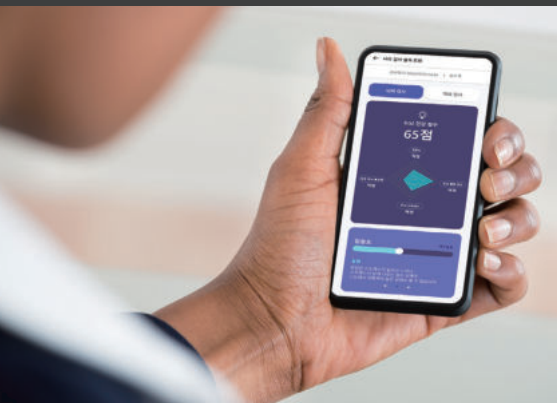
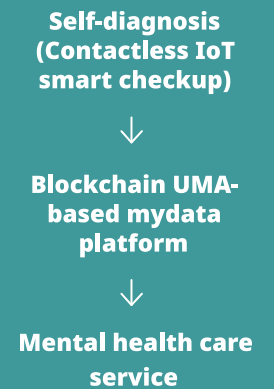
Differentiation

Despite society showing a good amount of interest in mental health problems, related services are extremely underused due to high cost and lack of convenience. By providing self mental health care service through Zena's blockchain UMA-based mydata platform and contactless IoT smart checkup, the Zenacare service will reduce social/psychological burdens and contribute to the enhancement of social benefits.

Conventional Services



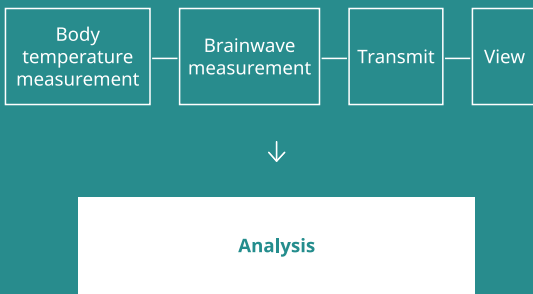
Zenacare Service



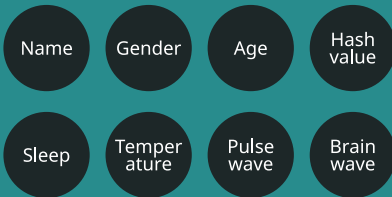
MyZena Platform

- Transaction integrity verification
- Block creation
- Online transaction history

User A's Blockchain



Data storage for Data Lake



Features and Competitiveness

Proprietary

Transforms the UMA standard authentication server and resource servers into blockchain chain codes and provides various and detailed access control methods (policy, real-time, post method, etc.).

Competitive

Solves security, privacy, and stability issues of the UMA standard by assigning the user-oriented personal information control function to the blockchain.

Application Areas

Personal information management and data access control under various blockchain systems



Contactless IoT Smart Checkup

It is possible to measure biometric data using the RGB thermal imaging camera mounted on the kiosk without requiring contact.

User's Mental Health Analysis AI Algorithm

A diagnosis support tool that contributes to the reduction of personal and national medical expenses.

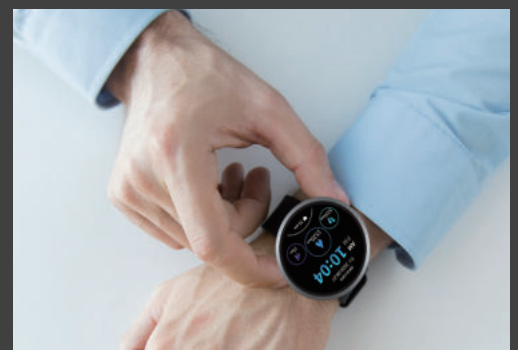


Content Platform for Specialized Therapy

Provides the web/mobile service for sharing 15-second videos and recommendations for tourist destinations including hotspots, traditional markets, theme tours, etc.

Mobile SDK and Wearable/ IoT Sensor Interoperation

Features psychological consultation reservation and mydata request



Altok Stand Type

Camera

- (RGB) 1920 × 1080 or more
- (Thermal) 320 × 240 or more

Touch screen

- 49" LED panel or 55" LED panel
- PCAP 10 Point

Weight

- 100 kg (tolerance: 3%)

Operating Features

- Self psychological survey and IoT brain/pulse wave measurement
- Displays AI mental health analysis results
- Utilizes smartphone QR code, transfers users to resulting URL and the app download address.
- Psychological consultation recommendation and reservation for risk groups

IoT Interoperation Device Compatibility



Altok Desk Type

Camera

- (RGB) 1920 × 1080 or more

Touch screen

- 21.5" LED panel
- PCAP 10 Point

Weight

- 20 kg (tolerance: 3%)

Operating Features

- Blockchain ID account login
- Views psychological consultation reservations and requests permission to view user's health records.
- Views the user's health records and provides psychological consultation.
- Measures the user's biometric data as necessary and views the AI analysis result.

IoT Interoperation Device Compatibility



IoT Interoperation Devices



Brain/pulse wave



Body fat tester



Thermometer



Blood pressure manometer



SpO2



Administrator

Partners





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