Company profile

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MESSAGE FROM CEO

Since its inception in 2011, The SUS has been involved in nearly all aspects of the real estate development.
By focusing on specific opportunities rather than product type, The SUS is able to offer a wide variety of development services at a high level including site acquisition and master planning. The firm also specializes in pursuit capital and construction financing including the preparation of pro-formas and financial planning analyses and construction cost estimating. Design coordination and development, construction management and infrastructure development are among Development's areas of expertise.
From affordable and multifamily housing, public infrastructure and commercial properties, to our focus on management of assets, investments and financing, The SUS's experience in the public and private sector is unparalleled. The SUS can solve the most complex development, investment and management issues by leveraging our capabilities across affiliates, subsidiaries and divisions. The SUS is dedicated to adding value in every sector in which we operate.

CEO Jeff Kwon

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1. Company Outline

- Vision & Mission
- Outline & Organization

Company Outline

Vision & Mission

VISION & MISSION

Lead company with special services for Total Properties & Real Estates

- Profitability
- Transparency
- Safety
- Trust

STRATEGY

01 Providing the Best Customized Service

02 Ahead of the current real estate development

03 Exact Analysis to lead the property activities n markets

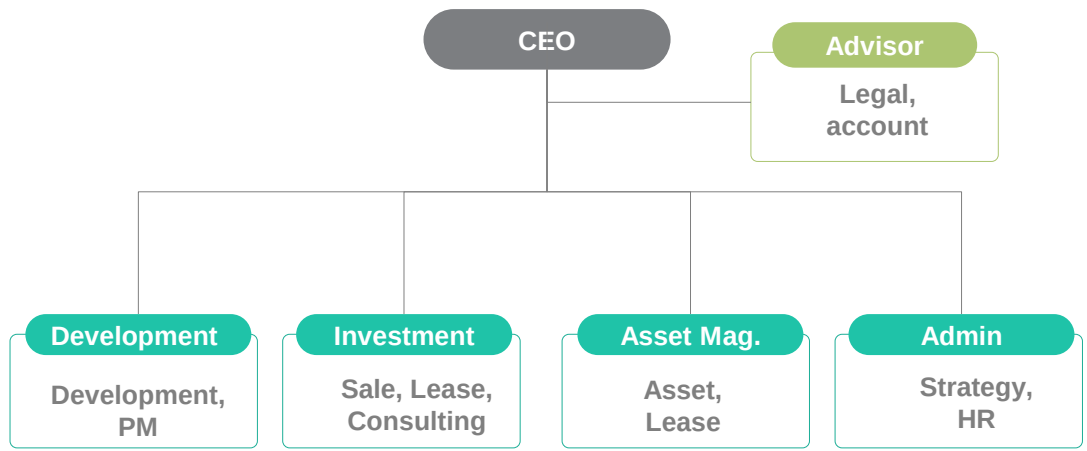
04 Strategic Development by the sorts, size, preferences

05 Differentiating services with the acquisition, maintenance, disposal, development of the property

Company

Organization

Name	The SUS Ltd.
Establ.	08, Feb, 2011
CEO	Jeff Kwon
Location	1536-14, Seocho-dong, Seoul, Korea
Employee	15
Affiliated	Superplanning, Marvelous.



2. Field of Business

- Service Area
- Analysis of Data Base of Real Estates
- Key Technology

Field of Business

Service Area

01 Development

- New development as residential, retail
- Remodeling from old property
- Land asset contribution SPC development by PF construction financing

02 Sale

- Optimum residential and retail sale
- Maximize developer's profit
- Attract anchor tenant

03 Lease

- One stop service from development to tenant lease
- Total lease tenant control tower
- Experienced major retail complex leasing

04 Marketing

- Nationwide marketing network
- Nationwide leasing network
- Kangnam retail/residence organization
- Nationwide franchise network
- Partnership with nation realtor association

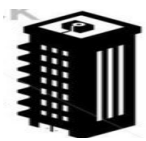
05 Asset management

- Leading asset management
- State of the art IT management system
- Customer satisfaction management

Field of Business

Establish Data Base of Real Estates

▪ We have established self DB by researching business real-estate & property companies in Seoul & nationwide, as well as sharing past 16 years live information of shops and apartments with the database of Property 114, DTZ, JLL, Store 114.

	Target of Survey	Method of Survey	Information from Survey
Property for Business 	• Over 2,000py or over 10 story office building, high-rise apartment located Seoul & nationwide	• Hand survey from2000 until now • Stores, apartment, officetel ect from nationwide lease association DB between 2000~2016 • Organize blueprinting service of national new towns	• Architechture / condition of location / information of ownership • Lease type / Lease fee / Empty space / Information of tenant • Condition of management ect.
Property for Residence	• Information by PY of the apartments sized over 100 households national located • Sales DB of Officetel of 10,000 household	• 16 years of DB from 2000 until now shared by Store 114, lot renting organization's hand research • Self solution (PAMS) DB updated every 2 weeks, generating applied DB	• Monthly market price • Information of new lease/ lease rights • Information of remodeling/reconstruction • Information of offerings by products ect.

Business Area

Core Performance

01 New sales strategy
- Upgrade of former concept
- New concept of structure
- Multi purpose structure
- Niche market development

02 Market sourcing
- Real estate asset companies
- Restructuring companies
- Future growth companies
- NPL

03 Structuring
- Various financial structure
- REITs/REF/PFV/PEF
- Multi functional structure

04 Fund Raising
- Feasible analysis
- Asset value analysis
- Research direct/indirect investment
- Blind pool/capital call

05 Permit/license
- Site analysis
- Experienced architect firm
- Make possibility of shortest time

06 Networking
- Nationwide out-sourcing
- Real time management
- Global network

07 Decision Making
- Multi dimensional analysis
- Prompt decision making
- Optimum prediction strategy

08 Asset management
- Cash Flow management
- Minimum average expense
- High yield management
- Optimum asset system

3. Business Infrastructure

- Major Human Resources
- Track Records
- Clients

Business Infra

Team members

Title	Name	Job	Experience	History
CEO	**Jeff Kwon**	CEO	15 year	DK construction, Superplanning, Supercreative, Marvelous
V.P	**Jingu Kim**	COO	20	LH, Samsung everland, Youwon CPM
V.P	**Hyungkuk Joo**	CIO	30	Samsung everland, Shinhan bank
V.P	**JY Cho**	CFO	25	Samsung everland, Samsung corp
Managing Director	**Dongkuk Kim**	Development	20	Woosung ENC, Samsung, Seotan AMC, Brain City
Managing Director	**SJ Park**	Investment	23	Century21Korea, ACE Advisors Korea, DTZ Korea
Director	**Young Hwang**	Lease	15	Saviles Korea, CBRE Korea, Moda outlet
Director	**YH Min**	MD	16	Bugerking Korea, Lotte group, Hyundai department store
General Manager	**Eun Kim**	Development	18	Hyundai architect, Woorim ELNC, 3S C&F, DTZ Korea
General Manager	**Jin Sung**	Architect	12	Wonyang architect
General Manager	**Junkoo Ji**	Account	8	KPMG
Advisor	**KR Oh**	Legal	20	Former Judge(Seoul Supreme Court)

Business Infrastructure

Track Records _ Retail

Retail lease management and MD

01	Lease (Landlord Rep.)	Represent anchor tenant research, master lease sale for Landlords.
02	Lease (Tenant Rep.)	Represent business Space research, recommend, tour, negotiation, contract for retail tenants.
03	Special MD at Mega retail store	Represent department stores, outlets, wholesalers, etc.
04	New city retail concept	Propose and recommend retail zone concept to new city governments.

Business Infrastructure

Track Records _ Retail

LM, MD Planning

➢ On-going Project

- PM - shopping town of I-Park in Hannam-dong, Seoul
- Medical tower called Shinsegae shopping center, Cheon-an City
- Moda Outlet Incheon City
- Labeniche March Avenue, Kimpo, Seoul
- Premium Outlet, Dongtan, Hwasung City
- Premium Outlet, Sejong New town
- Stores MD in New town & Lease Service: Naju, Jeonju City

Business Infrastructure

Track Records _ Retail

LM, MD Planning

- Host 7 lease service agencies(BRSP) at select-dining brand "Keep Your Fork“
- Participate Brand activating project of personal station in Wangsip-ri dong, Seoul
- Plan/MD remodeling W-mall in Gasan-dong, Seoul
- Participate MD of complex store building called Marlives in Sejong New Town and F&B zone in Sejong Premium Outlet
- Propose notable brands/MD to 3 stores in Moda Outlet (Hangdam-Island, Ulsan and Gumi City)
- Plan brands in Avenue Franc in Gwang-gyo New town
- PM - Master lease plan of Central avenue in Kangnam Station
- PM - Master lease plan of Lotte Skymall in Shingal City
- PM - Master lease plan shopping facilities of SK hub, & Alfa-dome city in Pangyo New town

Business Infrastructure

Track Records _ Retail

LM, MD Planning

- Develop new shops in about 70 SPC (Paris Baguette, Dunkin Doughnuts, Baskin Robbins)
- Host Food Capital brands of 8 exclusive belonging company (Amoje) in Lotte-Word, Jamsil, Seoul
- Host Aladin garden brands of 3 company (Amoje) in Lotte-Word Advanture, Jamsil, Seoul
- Plan MD Foodcourt (Amoje) in Hyundae Outlet in Gasan-dong, Seoul
- Lease agentry brand (Amoje) of shopping mall, 'Lotte Fit-in' in Dongdaemoon, Seoul
- Host brands of 5 companies (Amoje) of Food & drink zone in Jamsil Baseball Stadium
- Host remodeling brands (Amoje) at air-cafes in departure station of Incheon International Airport
- Joint MD (CJ Food ville) at Aquarium in Kintex, Ilsan New town
- Underground complex F&B zone project in Goyang Bus Terminal
- Host brands(GS retail) in G-Valley Praza, Lotte city hotel in Guro, Seoul
- Host brands(GS retail) the frontage Plaza of Kyunghee Medical Center

Business Infrastructure

Track Records _ Office

PM of Lease (Landlord Rep.)

- Hanshin Inter-Valley, Seoul
- Donghoon Tower, Seoul
- Haetae confectionery company, Seoul
- Mesa Building, Seoul
- N-bio Building, Seoul
- Korean Knowledge Fortune Center Building, Seoul
- YTN Seoul Tower, Seoul
- Assem Tower, Seoul
- Trade Center, Seoul
- Kumkang Building, Seoul
- Korean Paper Building, Seoul
- Narae Building, Seoul
- Inner City Airport Tower, Seoul
- Inner City Airbus Terminal, Seoul
- Daehwa Building, Seoul
- Shinil Tower, Seoul
- Endeavor Building, Seoul
- Shinsoe Building, Seoul
- Cy-kaan Holdings Building, Seoul
- Hongkyung Building, Seoul
- Sambo Building, Seoul
- Automotive Sungwoo Building, Seoul
- Handoc Cosmetic Office Building, Seoul
- Fine Venture Tower, Bundang New town
- Emtac IT Tower, Pangyo New town
- Inno valley 5, 6 block, Pangyo New town
- GB1, 2 Tower, Pangyo New town
- Vision Tower, Seoul
- JM Building, Seoul
- Jace Tower, Seoul
- JS Tower, Seoul

Business Infrastructure

Track Records _ Office

PM Renting (Tenant Rep.)

- Assem tower
  - Glowin Interactive co.
  - KTF M-House co.
  - Keysoft co.
  - Soft bank Korea co.
  - Smith & nephew co.
  - Lorus investment co.
  - EA KOREA ect.
- Trade center
  - Net screen technology co.
  - New Tax co.
  - C&P financial service co.
  - Light Management consulting co.
  - Marvel Korea
  - Sempra Medals limited ect.
- Inner city airbus terminal
- Glass tower
- Dongbu financial center
- Inner city airport tower
  - Korea CA co.
  - Net Marvel co.
  - TESA KOREA
  - ITM co.
  - Hostway coperation co.
  - JKL Partners
  - OPSWARE Korea ect.
- GFC
  - Shimtaec co.
  - UL Korea co.
  - Baker chemical Korea co.
  - Golden Gate Venture Capital co.
  - Newyork Life insurance
  - Korea Invest Partners ect.

Business Infrastructure

Clients _ Corporate Clients

Business Infrastructure

Client _ Retail Tenants

Business Infrastructure

Client _ Retail Tenants

KEEP IN TOUCH WITH US

THANK YOU

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