

TARGET MARKETING INNOVATION COMPANY

TAMI MARKETING

COMPANY PROFILE

TAMI is the answer

ON

COMPANY INTRODUCTION

Tami Marketing has been working with major domestic companies such as financial companies/department stores/mobility companies for 16 years, It is a member management agency that successfully operates and manages membership services.



NAME OF COMPANY

TAMI MARKETING CO.,LTD
(Target Marketing Innovation)



CEO

Min-sook Jeon



LOCATION

15-8 Ahasan-ro,
Seong-gu, Seoul



DATE OF FOUNDATION

February 2007

FIELD OF **BUSINESS**

PLANNING A MEMBERSHIP SERVICE

Plans and operates a membership service for financial companies, department stores, and mobility companies.

RUNNING A CONCIERGE SERVICE

Consults on, recommends, and makes reservations for life services for VVIP and VIP customers.

PLANNING, DEVELOPING, AND OPERATING GIFTS/ GIVE AWAYS

Plans and operates gifts for VIPs and service vouchers.

BUILDING A POINT MALL AND MARKETING

Builds and operates the members-only exclusive mall and online mall.

PLANNING VVIP EVENTS AND PROMOTION CAMPAIGNS

Golf tournament, Michelin invitation event, etc.
Operates cultural events and rents a theme park.

SUPPORTING THE OPERATION OF THE LOGISTICS CENTER

Runs the logistics center and warehouse exclusively for delivering VIP gifts.

BUILDING A CRM SYSTEM

Responds to VIP customers, provides consultation, and manages usage status.
Builds a CRM system for customer management.

PRINTING AND DESIGN PLANNING FOR PRODUCTS

Plans membership brochures, packaging design prints, and other products.

WHO WE ARE?

Professionalism

Specialized in Membership Service

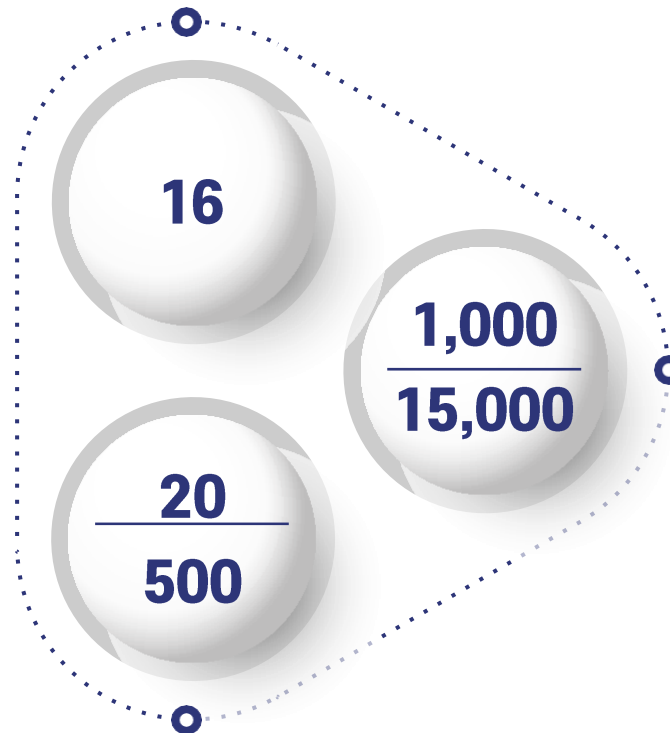
- Company specializing in membership services with extensive experience and know-how.
- Company with a diverse service network through approximately 500 partners in 20 categories.
- Point mall : Operates around 1,000 brands and 12,000 products.
- Organic collaboration with customer service experts.

Differentiation

Safety



TAMI Marketing has specialized in membership services for **16 years, dating back to 2007.**



About **1,000 brands and 15,000 products** are featured in TAMI Marketing's point mall.



TAMI Marketing offers a variety of services through about **500 partners in approximately 20 categories.**

BUSINESS AREA

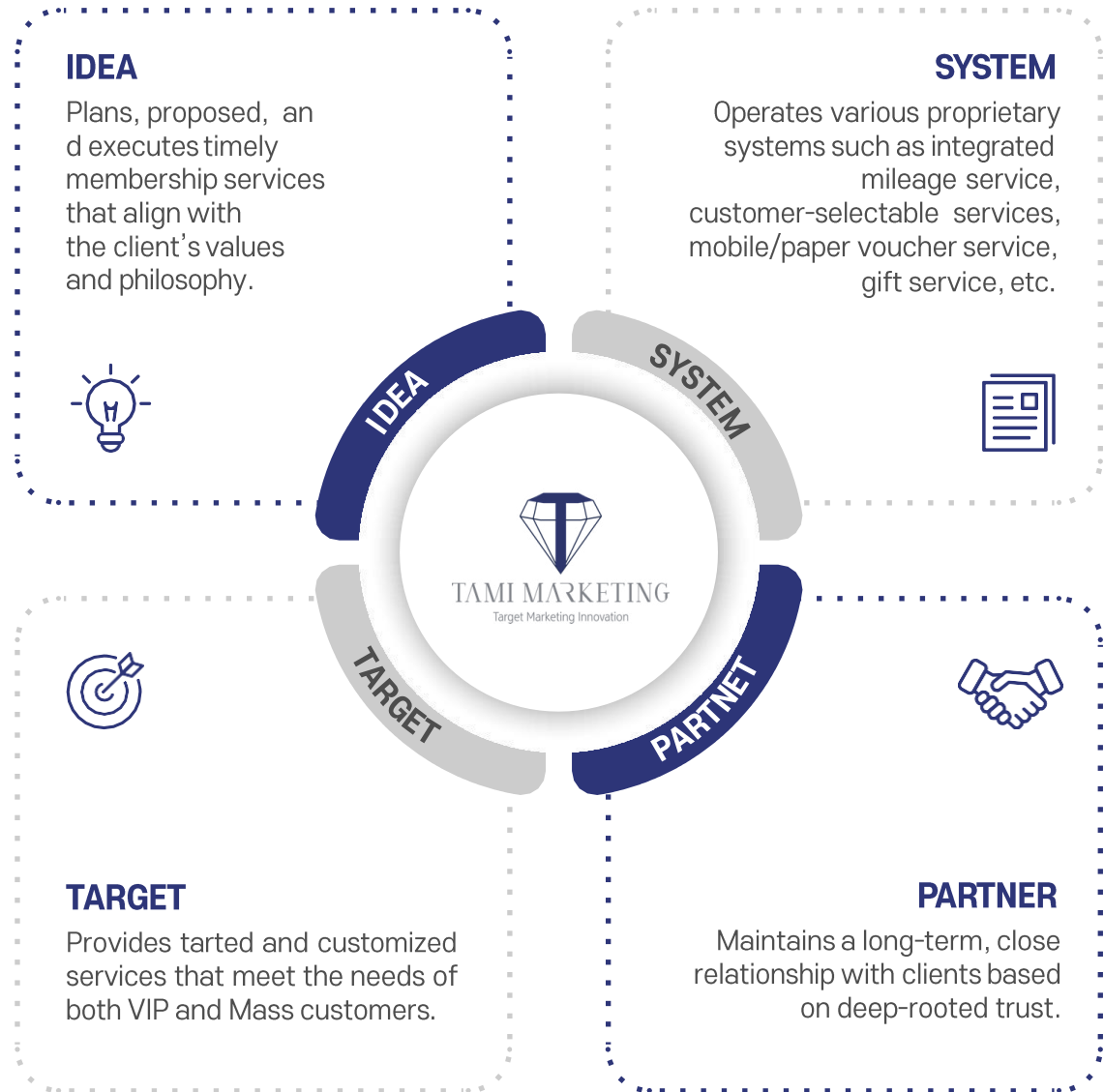
Professionalism

Differentiation

TAMI Marketing maintains a close partnership with clients through targeted ideas and systems.

- Presents timely planning and service ideas.
- Develops and operates its own mobile service and point-balancing system.
- Offers targeted and customized services to both VIP and Mass customers.
- Maintains a long-term, close relationship with clients once established.

Safety



BUSINESS AREA

Professionalism

Differentiation

Safety

Safe Customer Information Management Capability.

- Acquired international standard certification ISO 27001, 27701
- Secure information management through partnerships with specialized consulting firms in information and privacy protection.



ISO 27001 / 27701

- International Standard Certification for Information Security Management System Certification (ISMS) : ISO 27001
- International Standard Certification for Privacy Information Management : ISO 27701
- Maintained certification since the first acquisition in 2020.



Security System

- Periodic in-house information and privacy security assessments.
- Systematic security management ensuring watertight information and personal data protection.
- Consistently high level of customer trust.



Partnership with

Proudly offers a secure security system that earns customer trust, thanks to a robust partnership with expert consulting firms in information and privacy protection.

CLIENTS

TAMI Marketing Co., Ltd. is a membership operation agency that has successfully managed the membership services of leading domestic companies for 16 years, including financial entities, department stores, mobility companies, etc.



Jaguar Land Rover - JLR OWNERS Membership

Works as operation agency responsible for comprehensive management including service planning, development, mobile app, concierge services, and event/promotion planning and operations. (2019~Present)



Samsung Securities - HONORS Services and MGM Gifts

Plans services, expands affiliations, operates a concierge center, manages premium gifts, etc. (2012~Present)



Hyundai Motors - Blue Members Point Membership

Built and manages a members-only point mall worth about 200 billion KRW. Oversees offline affiliate development and promotions. (2018~Present)



LOTTE Department Store - AVENUE L· LENITH· MVG Membership

Works as operation agency responsible comprehensive management including service planning, development, CRM, and concierge operations. (2014~Present)



LOTTE Card - Gift and voucher service for VVIP customers.

Manages service planning, affiliations, and concierge center operation. (2014~Present)



GENESIS - GENESIS Privilege Services

Works as operation agency responsible for comprehensive management including service planning, development, mobile app and CRM systems, and concierge services. (2019~Present)



Hyundai Motor Securities - VIP Gift and VVIP Private Events

Works as operation agency responsible for comprehensive management including planning management, development, and delivery of VIP gifts, along with concierge services and private event management. (2021~Present)



Shinhan Securities - CEO / CFO Connect Forum

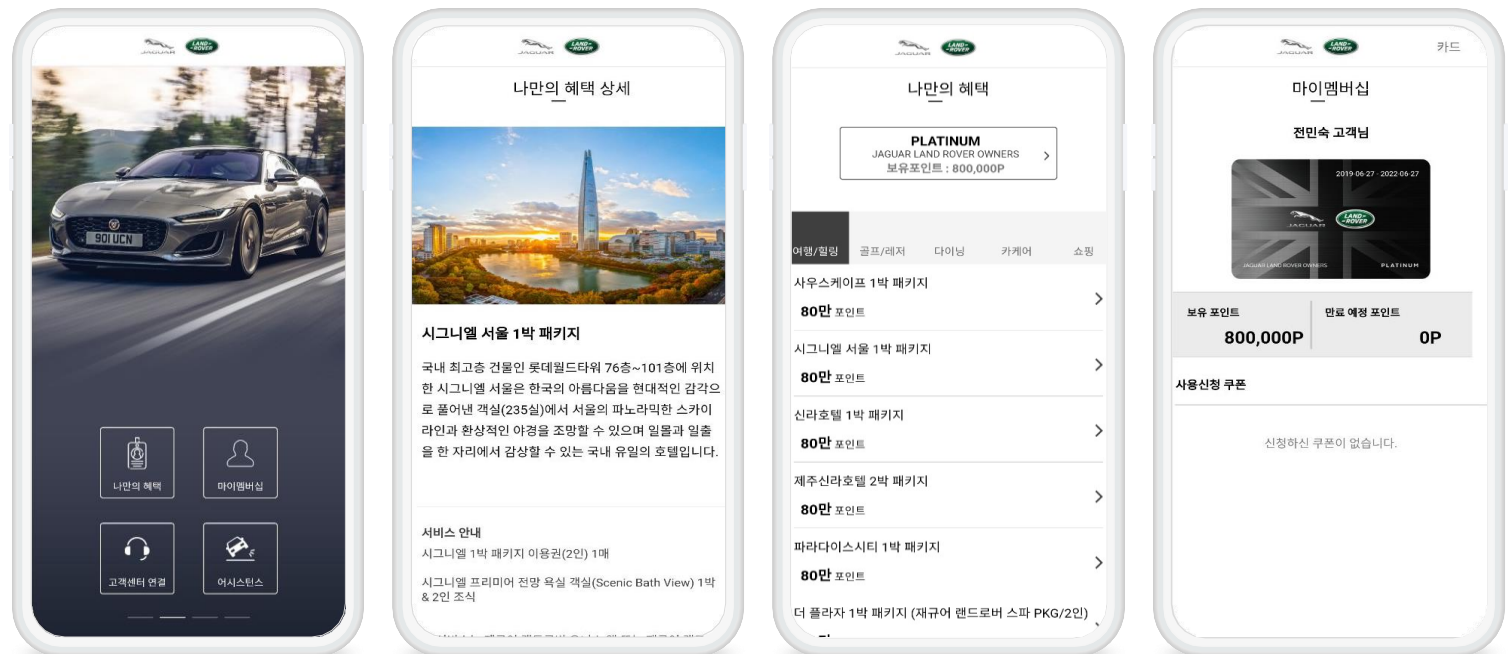
Concierge services. (2022 - Present)

JAGUAR LAND ROVER JLR OWNERS

(SERVICE OPENED IN 2019~)

- Plans and operates membership services.(travel, wellness, golf, leisure, dining, car care, shopping)
- Operates a concierge center.

Jaguar Land Rover
Membership App.

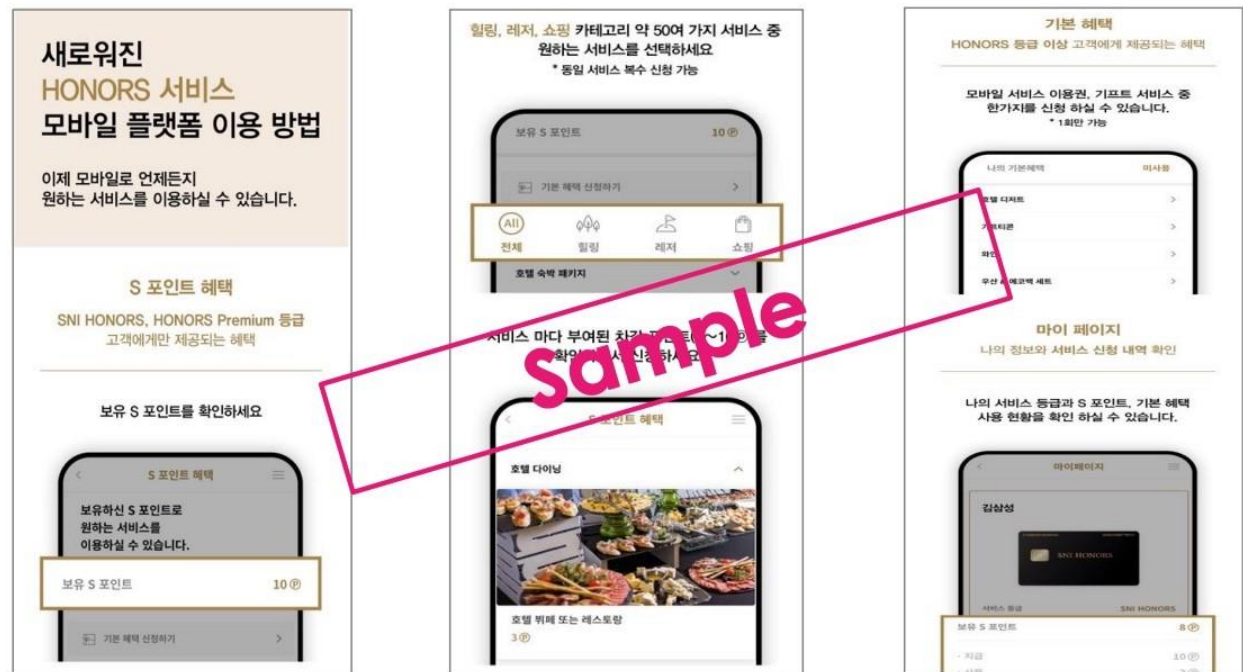


※ Details cannot be disclosed to the public, so if you are interested in more information, please contact the person in charge

SAMSUNG SECURITIES HONORS SERVICE

(2012~PRESENT)

- Plans and operates annual membership services.(wellness, hotels, airports, dining, etc.)
- Develops and manages the delivery of VIP gift services.
- Operates a concierge center.



2021 HONORS service

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LOTTE DEPARTMENT STORE VIP MEMBERSHIP

(2014~PRESENT)

- Plans and operates annual membership services.(wellness, hotels, airports, dining, etc.)
- Plans and executes events and occasions targeting VIPs.
- Operates a concierge center.

1. 우수고객 선정기준

등급소개	[MVG] AVENUEL, LENITH, MVG-Prestige MVG-Crown, MVG-Ace [VIP] VIP+, VIP	혜택 기간	2021년 1월 ~ 2021년 12월, 1년간 ※ 분기 VIP의 경우, 선정 후 3개월
대상	롯데카드 · L.POINT 회원	구매금액 포함지점	롯데백화점 전점, 에비뉴엘, 영플라자, 아울렛
구매금액 합산 기간	2019년 12월 ~ 2020년 11월, 1년간 ※ 분기 VIP의 경우, 3개월 구매금액으로 매달 신청	선정기준 점포	[MVG, VIP+, VIP] 연간 구매일수 최대 점포

2. MVG · AVENUEL 우수고객 전용 서비스



스타 멤버십

연간 사용 가능한 스타멤버십 포인트로 호텔 SPA, 레스토랑, 공연, 백화점 쇼핑 등 다양한 바우처 서비스와 추가 혜택(에누리, 명절 감사품 등)을 선택하여 이용하실 수 있습니다.

(등급별 스타 포인트 및 명절 감사품)

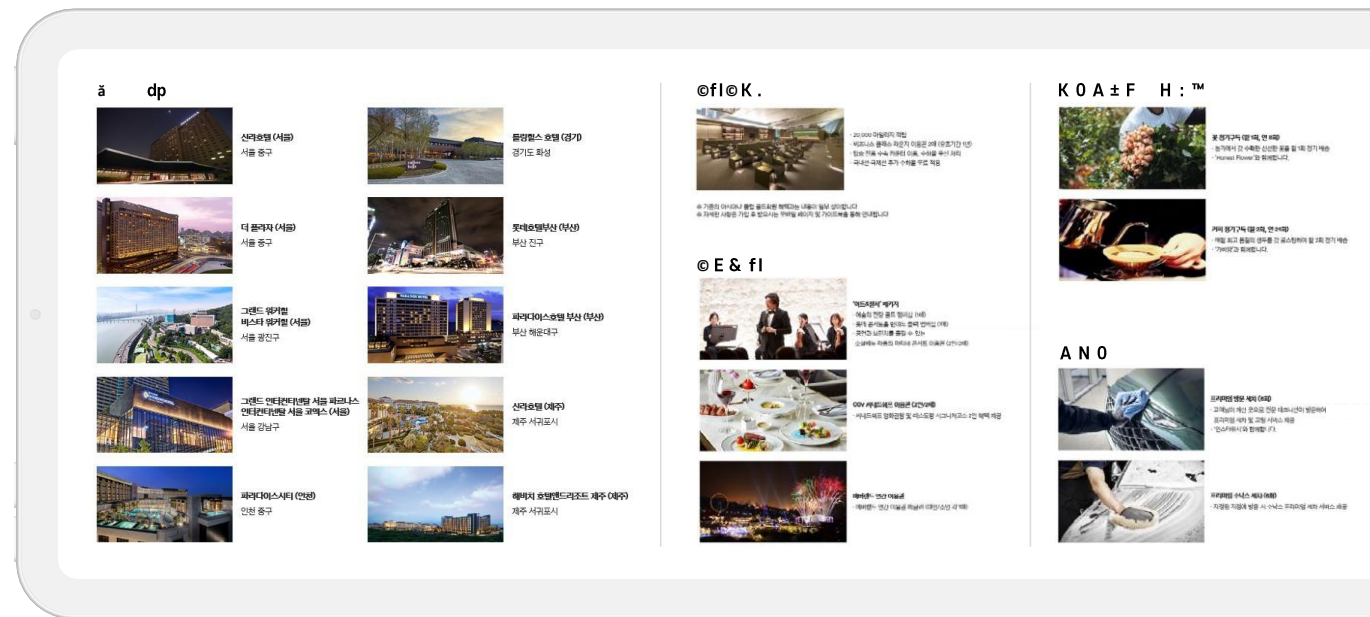
2022 Star Membership

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GENESIS GENESIS MEMBERSHIP PRIVILEGE SERVICE

(GV80 RELEASED IN 2019~)

- Plans and operates annual membership services.(wellness, hotels, airports, dining, etc.)
- Plans and executes events and occasions targeting VIPs.
- Operates a concierge center.

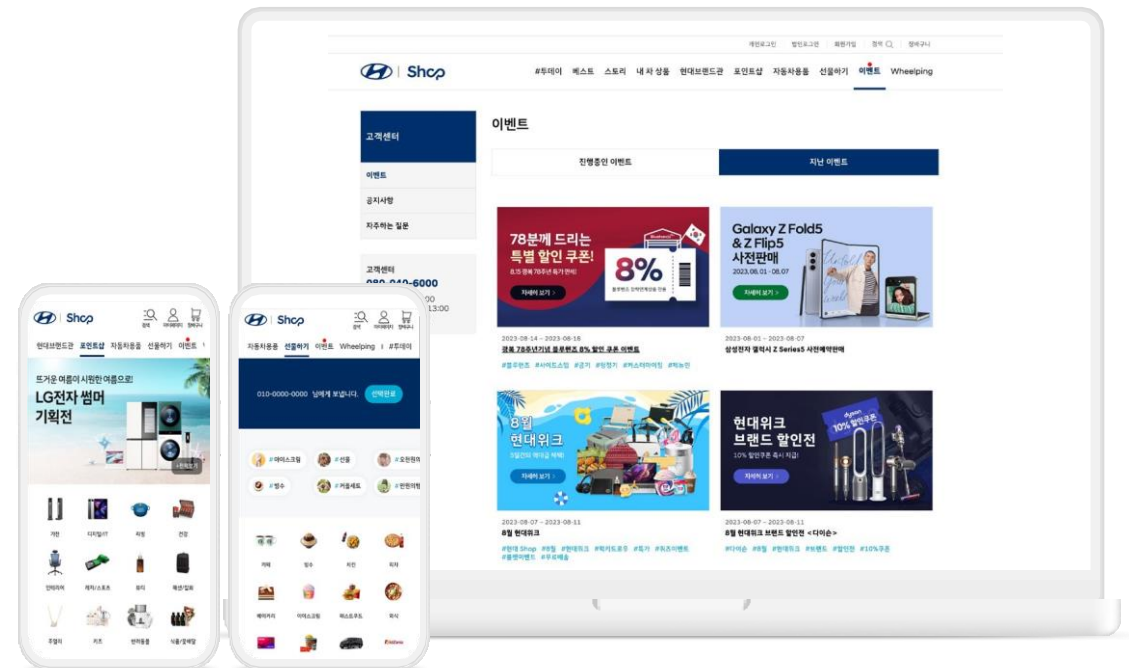


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HYUNDAI MOTORS BLUE MEMBERS POINT MEMBERSHIP

(2018~PRESENT)

- Holds promotional events for membership-targeted customers.
- Offers over 15,000 products from approximately 1,000 brands exclusively to members



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LOTTE PREMIUM CARD

(2012~PRESENT)

- For Lotte Premium Cards(Centurion, Diamond, and MBA), we plan services, develop and manage partnerships, and have developed and currently operate our proprietary point-deduction system.
- Installed and operate systems at over 100 affiliate locations, including top-class hotels(lounge/sauna), golf facilities(indoor & screen driving ranges), large building parking areas, and StarCraft car rentals, among others.



MOBILE VOUCHER SYSTEM

Introduced a Mobile Authentication System that synchronizes between Customers, Affiliates, and TAMI's CRM to track the real-time usage of vouchers by VIP customers.



A customer presents a mobile voucher.



Enter an affiliate's unique number.



Authentication



The voucher is marked as used. The status is updated in the CRM in real time.

OPERATES A **CONCIERGE CENTER**

JAGUAR LAND ROVER KOREA

From 2019 ~ Operating concierge center for JLR OWNERS membership customers.

SAMSUNG SECURITIES

From 2012 ~ Operating concierge center for Samsung Securities VIP customers.

LOTTE DEPARTMENT STORE

From 2013 ~ Operating concierge center for Lotte Department store VIP customers.

LOTTE CARD

From 2015 ~ Operating concierge center for Lotte VIP card and VIP members.

HYUNDAI MOTORS

From 2018 ~ Operating concierge center & Hyundaishop for Hyundai Motors Blue Members Point Membership.

GENESIS

From 2019 ~ Operating concierge center for GENESIS Privilege membership customers.

HYUNDAI MOTORS SECURITIES

From 2020 ~ Operating concierge center for Hyundai Motors Securities VIP customers.

SHINHAN SECURITIES

From 2021 ~ Operating concierge center for CEO/CFO Connect Forum.

EVENTS



Pierre Gagnaire Invitation Gala Dinner



Clara Jumi Kang's House Concert



A Charity Golf Tournament & Sponsorship Evening
with the Choi Kyung-Joo Foundation with Lotte
Department Store's LENITH Customers



Gala Concert



Styling Class



Coffee Class

**We Thoughtfully Consider
Our Clients' Future Together.**

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