

VALET PARKING OPERATIONS

Every arrival,
a warm hello

VALETMAN

VALETMAN

PART 01

Company

01 / 04

Valet Parking Operations and Parking Solutions

Performance & Growth · Certifications & Patents · Four Business Areas

Valet Parking Operations and Solutions

Valet service since 2009 · VALETMAN incorporated in 2018 · In-house operations and software

17 years

Years in valet parking

200+

Clients served

97%

Contract renewal rate

5,000+ vehicles

Vehicles served daily

Valet Cover

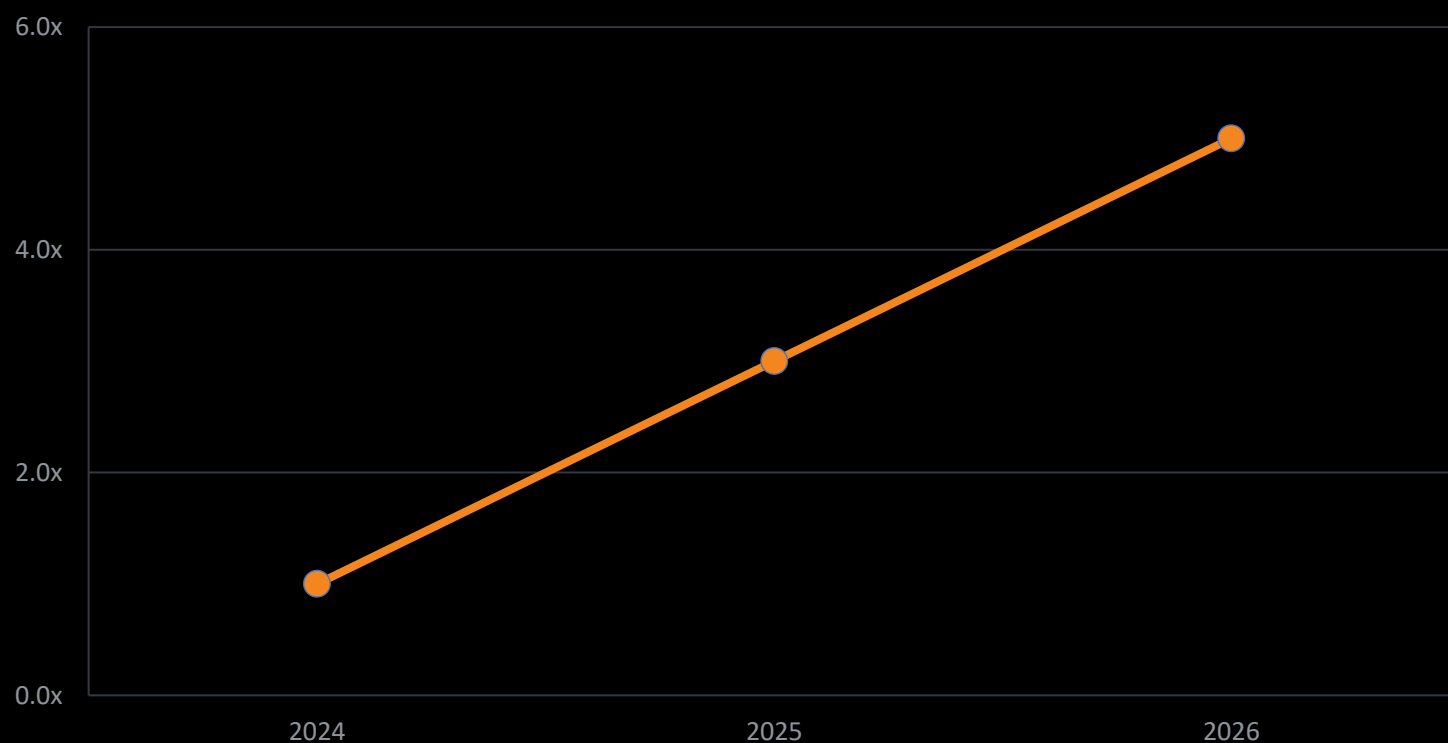
Accident response coverage

200%

Annual growth rate

Rapid Growth Over the Past Three Years

Parking Solutions Growth · Past Three Years



2024 → 2026

5X GROWTH

More Sites and Broader Deployment

Growth driven by valet operations
and in-house technology

Technology-Driven Parking Operations

Our in-house R&D team developed proprietary solutions backed by certifications and patents

Venture Business

Innovation Growth Category

2026.05 ~ 2029.05

MAIN-BIZ

Management Innovation SME

Ministry of SMEs and Startups

INNO-BIZ

Technology Innovation SME

Ministry of SMEs and Startups

KOITA

Certified Corporate R&D Center

Korea Industrial Technology Association

Patents

5 granted + 1 pending

Parking operations technology

Hyundai Property

Parking operations solution MOU

May 2026 · Edaily Coverage

Four Core Business Areas

We build the software and insurance that support our operations

VALETMAN

Valet Parking Operations

Valet parking for hotels, residences, hospitals, and mixed-use sites.
Full-service hiring, training, staffing, and site management

ME.PARK 2.0

In-House Solution

Web tickets, retrieval requests, self-service payment,
and live dashboards in one platform

Dedicated Valet Parking Insurance

Developed in-house · Distribution rights held

Korea's first SME-developed valet insurance (2021).
Coverage for valet-operation incidents

VALETMAN Academy

Standardized Training

Staff are assigned only after certification.
Customer service follows a standard manual

PART 02

Difference

02 / 04

Parking Facilities as Operating Assets

Direct Operations · In-House Technology · VALETMAN Academy

Parking Is More Than Space

An Operating Asset and Marketing Channel

Vehicle Retrieval Request

Ready Before You Arrive

Request your vehicle in advance.
It will be waiting in the lobby.
No app or sign-up required.

Operational Integration

Connected Service and Operations

Connect service with operations data.
Improve experience and efficiency.

Parking Data

Customer Insights

Track vehicle entry and exit times, length of stay, and visitor volume.
Use the data to plan staffing and amenity operations.

Proven Strategies for Higher Parking Utilization

Our direct operations demonstrate how to increase utilization and manage parking facilities

- **Four directly operated parking facilities in Gangnam**

VALETMAN Nonhyeon and other sites

- **Listed on major parking platforms**

Direct management of online channels

- **Monthly parking plans**

Some parking products are fully subscribed

A model proven at four directly leased and operated sites in Gangnam

Increasing parking utilization
requires active

demand generation

We can apply the same model to activate
unused spaces based on demand

Built and Used by the Same Team

We built the system for our own operations and use it every day

01

Built In-House

In-house development lets us
respond directly to field needs

02

Field-Proven

Already live at our operating sites,
processing 5,000 vehicles per day

03

Zero Development Lead Time

Ready to deploy immediately
with no additional development

Integrated Operations Solution

Integrated servers, licenses, maintenance, and Kakao Alimtalk

Only Certified Staff Are Assigned On-Site

Our proprietary training handbook ensures consistent standards from day one

01

Understanding Valet Parking

Definition and role · Attendant duties
Customer impact

02

Professional Conduct

Uniform · Appearance · Equipment
Three-step pre-shift checks

03

Customer Service

Service scripts · Handover process
Guest-specific support

04

Vehicle Handling and Safety

Five pre-handover checks · Driving rules
Luxury · Imported · EV handling

05

On-Site Operations

Valet routes · Peak-hour staffing
Radio calls · Team communication

06

Emergency Response

Incident reports · Lost keys
First aid · CPR

Safety · Trust · Consistency One service standard, regardless of who is on duty

Standard Procedures Reduce Risk and Ensure Consistency

Actual standards from our training handbook · Every attendant follows the same wording and process

Five Checks Before Handover

- ☐ Exterior scratches · Damage · Dents
- ☐ Vehicle key check
- ☐ Fuel or battery level
- ☐ Dashboard warning lights
- ☐ Dashcam · Navigation status

Handover records prevent disputes

Complaint Response Guide

Retrieval Delay

RECOMMENDED We apologize for the wait.

We will prepare your vehicle promptly.

AVOID Delays are unavoidable.

Claimed Vehicle Damage

RECOMMENDED Thanks for the report.

A manager will inspect it with you.

AVOID This scratch was already there.

Five Standard Service Scripts

Incident Reporting Procedure

01 Take Photos Immediately

Location · Plate · Damage

02 Notify Manager

Stay on-site until retrieval

03 Customer Communication

Apologize · Explain · Manager Info

04 File Insurance Claim

Manager-led · No staff comments

Valet insurance supports risk response

PART 03

Solution

03 / 04

From Vehicle Entry to Exit

ME.PARK 2.0: ME.PARK Ticket and Operations Data

ME.PARK 2.0 Has Two Core Components

ME.PARK Ticket for guests and operations data for managers · Live across our sites today

MEPARK TICKET

ME.PARK Ticket: Web Ticket + Alimtalk

One link connects vehicle entry through payment, with no app or sign-up

01 Vehicle Entry

Voice · Plate Photo · Manual

02 Notifications

Sent at entry and arrival

03 Vehicle Retrieval

Phone · Room QR · Kiosk

04 Payment

Mobile payment · Toss

AI · OPERATION DATA

Payments, Records, and AI

AI analyzes and reports the data

05 Settlement

Auto settlement · No cash gaps

06 Records

Entry/exit log · Live dashboard

me.talk AI Analytics

Peak Hours · Revenue · Anomalies

From Vehicle Handover to Retrieval Request

From handover to retrieval, guests only need to tap one link

STEP 01

Vehicle Entry: 3 Ways

- Voice · License plate photo · Manual entry
- Voice entry for busy peak periods
- No paper tickets or handwritten logs
- Visible to the operations team immediately

STEP 02

Instant Entry Confirmation

- Instant check-in notification
- Handover time is recorded
- Tap link to open web ticket
- No app or sign-up required

STEP 03

Three Retrieval Options

- Phone: One-tap request
- Room · Table QR: Request from Your Seat
- Kiosk: Last 4 plate digits
- The vehicle is ready on arrival

Less Waiting, Fewer Bottlenecks

Guests skip the front desk. Attendants focus on vehicles. Managers avoid manual counting.

STEP 04

Arrival Alerts, Less Waiting

- Alert sent when vehicle is ready
- Plate shown on lobby display
- Easy to track multiple waiting guests
- Reduced front-desk workload

STEP 05

Visitor Mobile Payment

- Registered vehicles pass verification
- Visitors pay via web ticket
- Payments and settlement powered by Toss
- Attendants stay focused on service

STEP 06

Every Interaction Logged

- Every entry and exit logged
- Hourly trends · Stay time · Valet revenue
- Ops team views live dashboard
- Daily close + me.talk AI report

PART 04

Trust

04 / 04

Trust Built on Operational Quality

Standardized Operations · Dedicated Valet Parking Insurance · 200+ Clients

VALET-SPECIFIC COVERAGE

Valet Parking Insurance

Co-Developed with DB Insurance

Together with DB Insurance,
we built coverage tailored to valet parking incidents

Developed in 2021 · VALETMAN holds distribution rights

We lead the response from incident to insurance claim



The image shows two men in business suits standing in front of a large banner. The man on the left is wearing a dark suit and a black face mask, while the man on the right is wearing a blue suit and a white face mask. They are both holding up signed documents. The banner behind them has a blue and white design with Korean text. The text on the banner reads: 'DB손해보험주식회사 - 주식회사 미스터파크' (DB Insurance Co., Ltd. - Mr. Park Co., Ltd.), '주차장운영솔루션 사업협력을 위한 전략적 업무 협약식' (Strategic Business Cooperation Agreement for Parking Management Solution Business Cooperation), and the date '2022년 3월 10일 (목)' (Thursday, March 10, 2022). Logos for DB손해보험 (DB Insurance) and me.park are also visible on the banner.

2022.03.10 **Strategic Partnership with DB Insurance**

Partnership for dedicated valet parking insurance

Chosen by More Than 200 Clients

From private banking for Korea's wealthiest clients to hospitals, F&B, academies, and mobility companies

Ultra-High-Net-Worth Private Banking Branches

Shinhan PWM · SC First Bank PPC · NongHyup WM · Woori Bank

Healthcare

Minish Dental Hospital, Gangseo
Blue Dream Children's Hospital,
Kwak Saeng-ro Women's Clinic,
and 30+ more

F&B

Hantiok · Geumdonok
Shinsegae Food · Sagyejeol

Buildings · Academies

Gangwon Building, Proud 7,
Wizman, Gaenyeom Wonri

Automotive · Luxury

Mercedes-Benz · Volvo
Chanel · Saint Laurent
Shinsegae

A P P E N D I X

Appendix

A

Kiosk and On-Site Materials

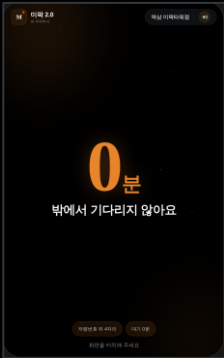
Self-Service Payment Kiosk · Web-Based Parking Ticket · QR Materials

QR Mobile and Kiosk Operations

We recommend the right solution for each client's site



① QR · Mobile



② Kiosk · No QR Needed

On-Site Equipment

One printed poster

One freestanding kiosk

Guest

Payment · Vehicle retrieval request

Payment · Vehicle retrieval request

Guest Action

Scan QR on phone

Enter number on touchscreen

Request Location

Room · Lounge · From your seat

Lobby · Exit

No-Scan Access

Unavailable

Available

※ Both options use the same web-based parking ticket. Running both also serves guests without smartphones.

One QR Scan, End to End

Scan the on-site poster to open the parking ticket and request the vehicle before leaving



STEP 01

Scan QR



STEP 02

Ticket Issued



STEP 03

Request Vehicle



STEP 04

Vehicle Ready

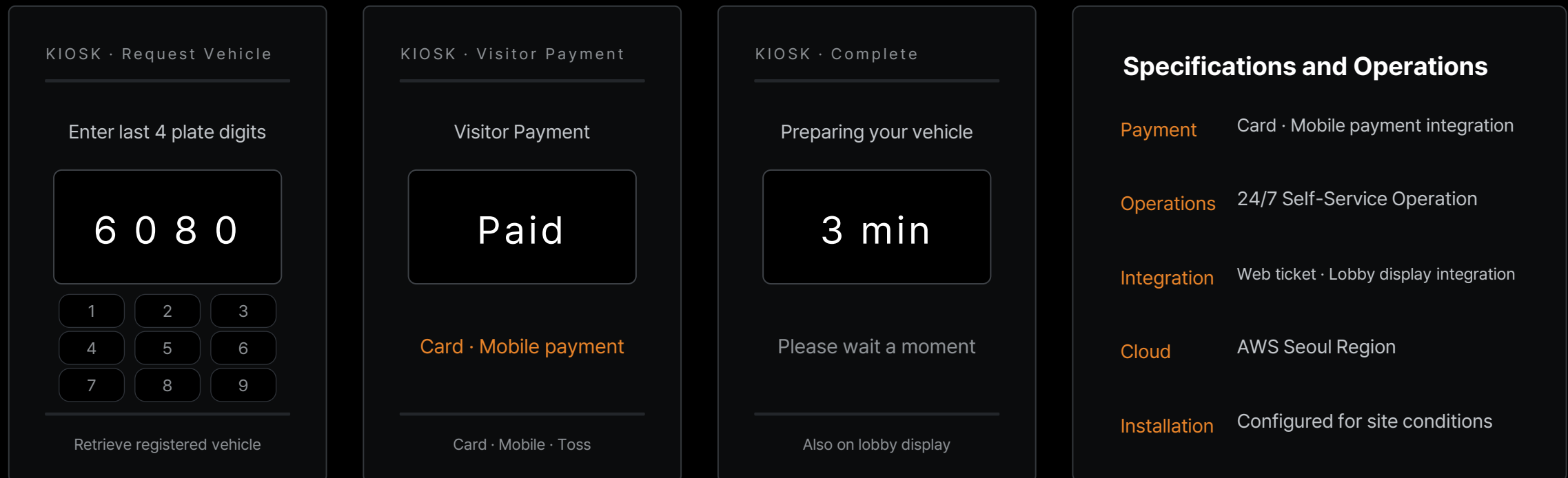


STEP 05

Payment Complete

Self-Service Kiosk

Automates visitor retrieval and on-site payment · Card integration complete · Live on-site



※ The screens recreate the kiosk UI currently in use. Installation photos are available separately.

Kiosk Hardware and Specifications

Freestanding with built-in battery for cable-free placement · Web-based operation with no app



Image of installed kiosk model

Specifications

Screen Size

62.2 cm · 24.5 in

Resolution

FHD 1,920 × 1,080

Operating System

Android 14

Battery

Up to 6 hours

Power

DC 19V · 3.42A · 65W

Speakers

20W (7W×2 + 3W×2)

Input Port

USB Type-C × 1

Weight

4.58 kg

Accessories

Remote control · Stylus included

Installation

Freestanding · Portable

Complete On-Site Kiosk Package Including Setup and Installation

※ This kiosk is installed and operating at an active site.

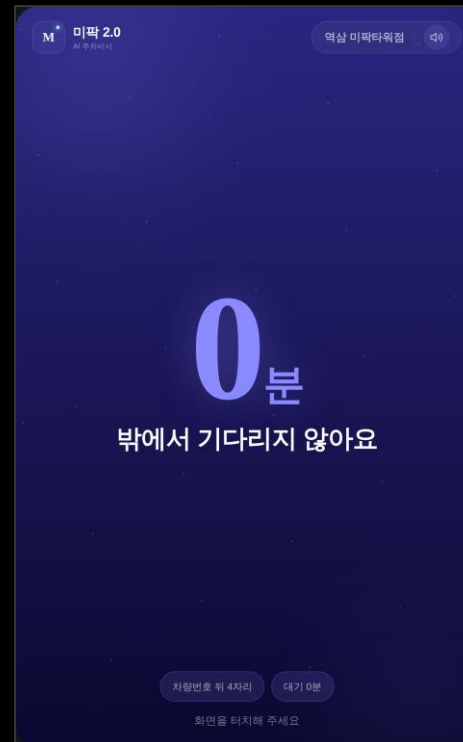
Color Modes for Every Space

White, blue, and black modes are standard · Client-specific customization is available



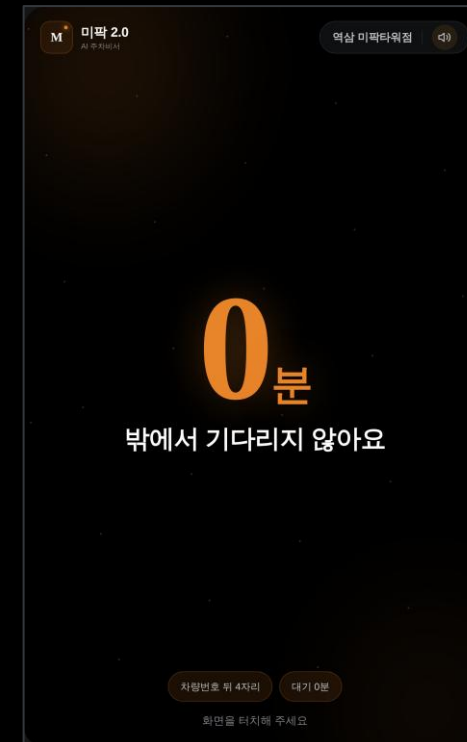
White

Bright lobbies · High daytime light



Blue

ME.PARK default · Brand colors



Black

Night · Low light · Reduced glare

※ Set per device at installation and adjustable from the admin screen at any time.

Web Ticket and On-Site Materials

Actual customer screens and printed on-site materials · No app or sign-up required

Alimtalk · Vehicle Entry

Vehicle parked safely.

Plate Number 232조 6080

Entry Time 06:42

Location Main Building · B1

▶ [Open Parking Ticket](#)

Auto-sent at entry and arrival

Web Ticket · Guest Screen

232조 6080

Parked since 06:42

[Request Vehicle](#)

One-tap vehicle request
No app or sign-up

Room · Table Materials

PARKING

Request Vehicle



Scan me

Room No. 1201

Scan QR for web ticket

Production Scope

Room · Table QR

Unique QR per room

Stand · Booth Banner

Sized for each site

Lobby Display

Live Vehicle Readiness

Web Ticket Branding

Client Logo · Brand Colors

※ QR code shown is for illustration. Production versions use a dedicated client URL.