

Dealicious Company Profile

2026.07

deal
dealicious

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01

OUR COMPANY

OUR MISSION

**To make our customers' businesses
easier and more enjoyable**

OUR VISION

K-FASHION CHANGE MAKER

The Dealians

Number of Dealians As of Dec. 2025

188

How we work

“

We listen to and act on user feedback quickly. We are a team that truly lives our missions—making our customers' businesses easier and more enjoyable.

Kyungwoo Park | iOS Team

“

Dealicious is a company where customer growth, company growth, and personal growth are achieved together.

Sujin Kim | Data Analytics Team

“

What sets Dealicious apart is its people and culture of autonomy. I can stay focused thanks to colleagues who take strong ownership of their work.

Younghwa Ko | Platform Strategy Team



Milestones

Launched Sinsang Market

2013

2014

Launched First Advertising Product
Provided wholesale-exclusive Ad products within Sinsang Market
*Rebranded as Sinsang Ad in Oct. 2020

2017

Series A Funding
Secured KRW 2B

2019

Launched One-day Shipping for Sinsang Delivery
Built 24-hour delivery system in the Seoul metropolitan area

Series B Funding
Secured KRW 16B

NAVER Strategic Investment
Secured KRW 7.5B

2021

Introduced ordering feature for the Greater China region
Launched agency-linked ordering service for the Greater China market

2022

Expanded Sinsang Delivery to Japan
Established global logistics for the Japan market

Series C Funding
Secured KRW 57B

2023

Launched Sinsang Membership for wholesalers
Provided specialized packages to enhance brand visibility and drive sales growth

2024

Scaled Sinsang Delivery Globally
Expanded global logistics to 46 countries
*Serving approx. 90 countries as of Dec. 2025

2025

Designated as a Global Leading Company 1,000+ by the MSS
Recognized for global growth potential and innovation

Accumulated GMV
KRW 5 Trillion

Launched Plus Membership for retailers
Introduced a premium package to enhance operational efficiency



Market Overview

Dealicious is redefining the fashion ecosystem within Dongdaemun,
a vibrant KRW 10T market with 400,000 daily visitors.

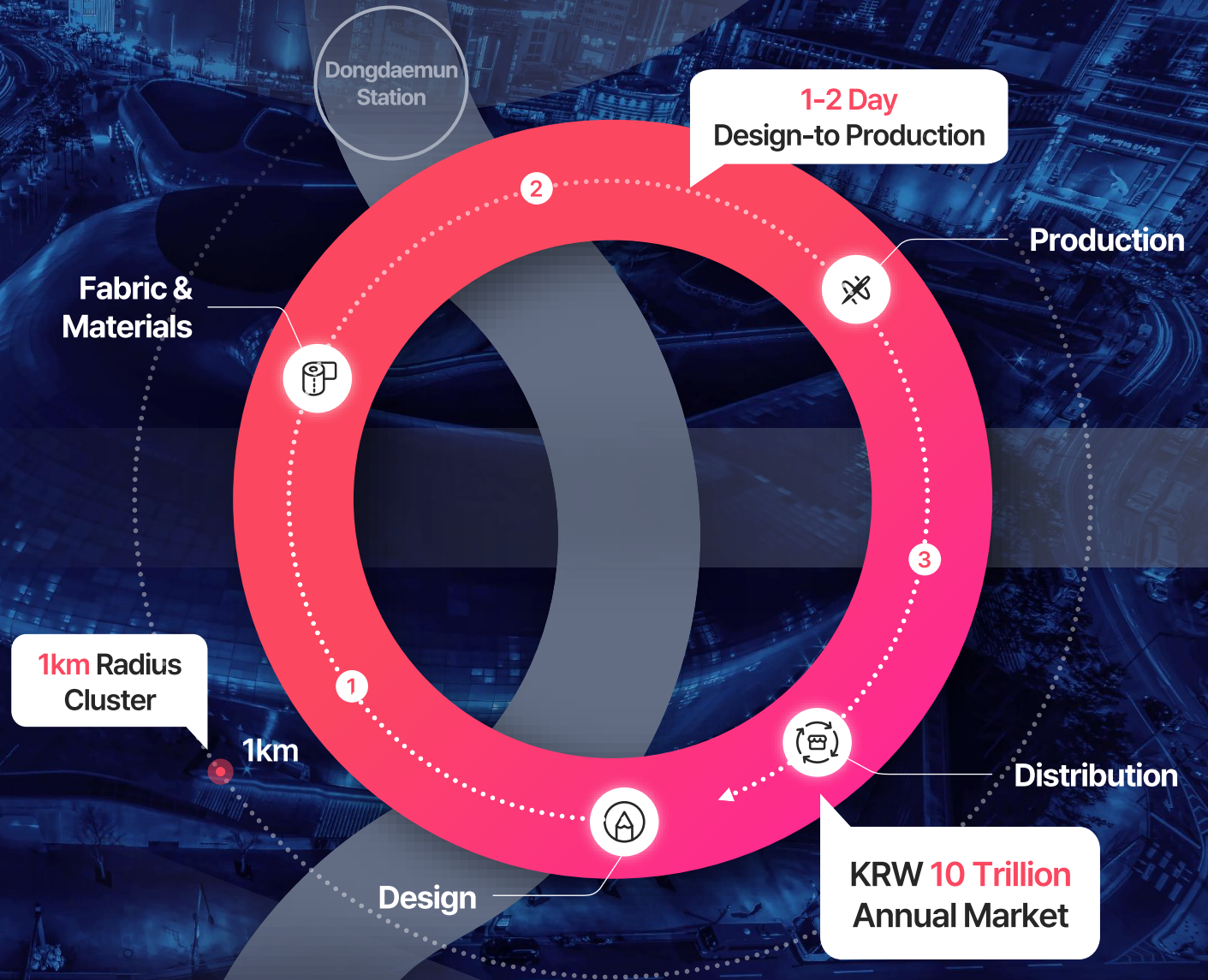
400,000 Daily
Visitors

10 Trillion Annual
GMV (KRW)

2 Days Design-to-
Production

The Heart of Fashion B2B : Dongdamun's KRW 10T Wholesale & Retail Ecosystem

Within a 1km radius where the entire fashion lifecycle is concentrated, Dealicious is leading the digital transformation of the Dongdaemun B2B market.



Dongdaemun Fashion B2B Market



Korea's Premier Fashion B2B Hub

10,000+ wholesale brands across **40+** major complexes



The Epicenter of K-Fashion (Fast Fashion)

Millions of new arrivals reflecting global trends in **real-time**



The Originator of Overnight Logistics

Next-morning arrival for orders placed **tonight**



Massive Scale & Global Reach

KRW **10 Trillion** annual volume attracting buyers **worldwide**

03

Our Service

We have brought the offline-centric fashion B2B market into the digital realm. By breaking the barriers of time and space, we enable a seamless flow of products and build a digital ecosystem for fashion business to thrive.

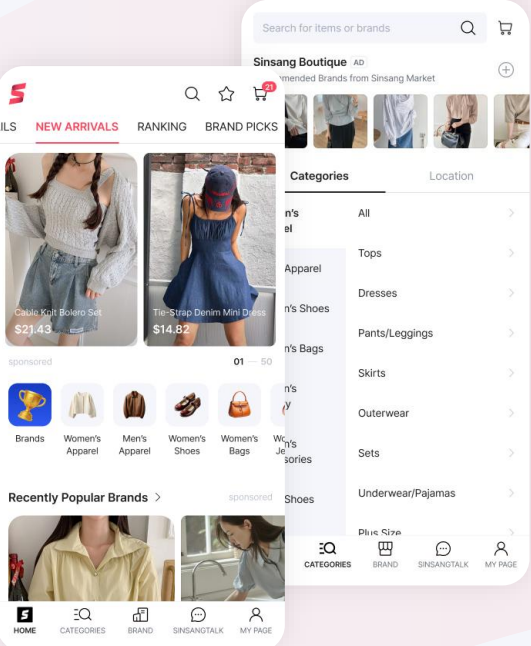
Sinsang Market has **fundamentally** redefined the way fashion businesses operate by digitizing the entire B2B ecosystem.



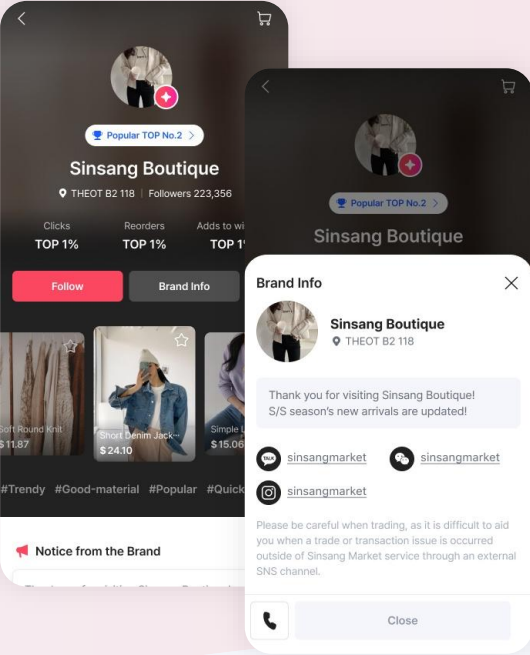
Key Features

Optimized for B2B transactions, our service has become essential to the daily operations of fashion professionals.

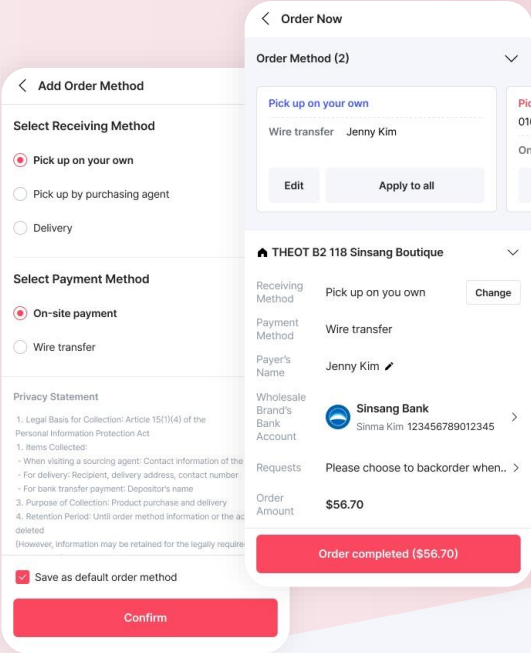
Product Search in E-commerce-Style



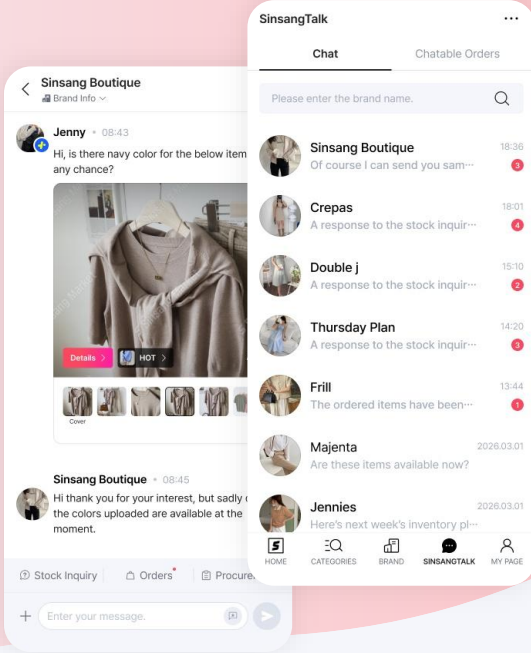
Partner Network for Efficient Business



Ordering System with B2B-Optimization



Real-time Chat for Seamless Business Deals



Key Achievements

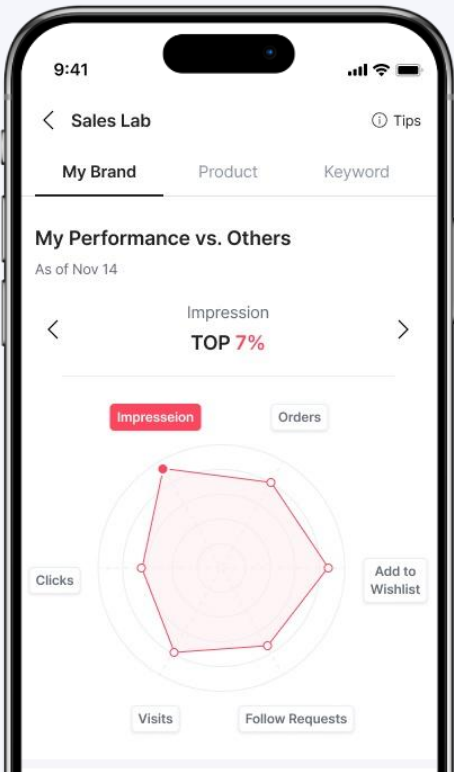
The **high loyalty** toward Sinsang Market **generates exclusive, large-scale data sets** that simply cannot be captured offline.

Cumulative GMV
Approx. KRW 5 Trillion



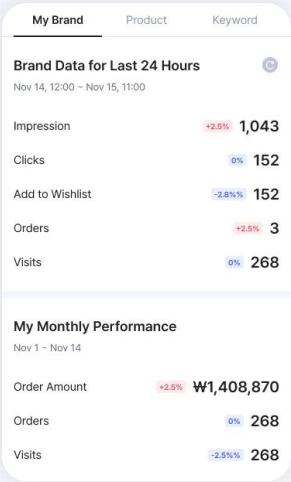
Leveraging our proprietary data and technology, we provide advanced solutions that accelerate growth for fashion professionals.

Wholesaler Solutions >



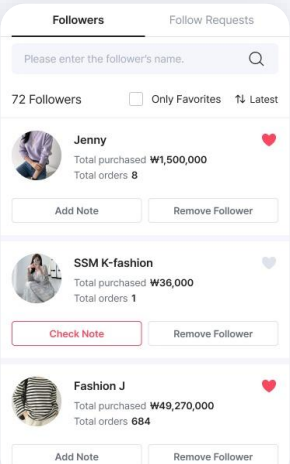
Sales Lab

Strategic planning with in-depth sales analytics

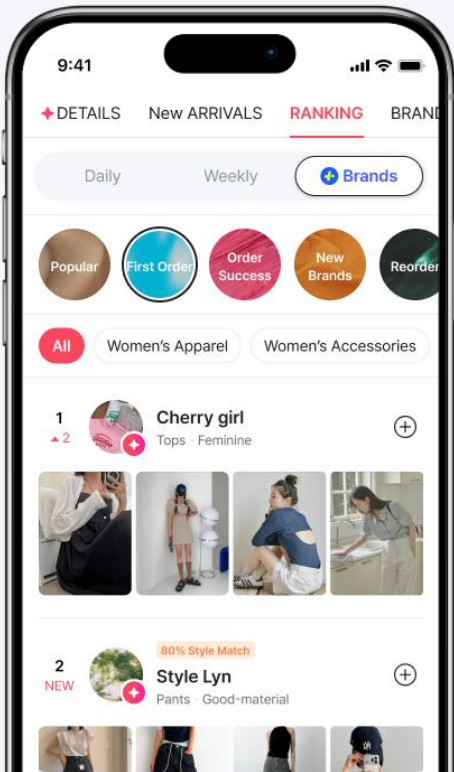


Partner CRM

Efficient management via transaction data

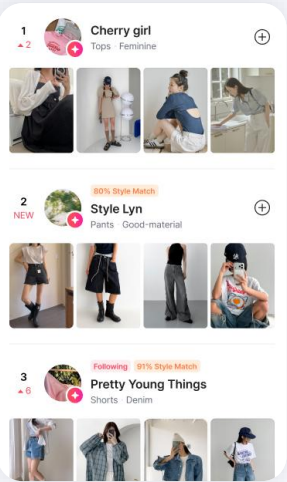


Retailer Solutions >



Market Rankings

Advanced strategies via real-time market data



Sinsang Lens

AI image search for fast product discovery



Through continuous innovation, Sinsang Market is now **indispensable**,
leading the K-fashion B2B ecosystem.

Sinsang Market: Evolving beyond 'Dongdaemun's Messenger' into a **global K-fashion platform**

중소기업뉴스

"1 order every 5 seconds" – Scaling Dongdaemun fashion into the Japanese market

매일경제

'Dealicious' AI visual search: **Word's first 'Transformer' model** to surpass CNN!

인공지능신문

Dealicious surpasses **KRW 2.97T** in GMV, fueled by global expansion

NewsWire

No.1 Dongdaemun B2B fashion platform launches exclusive business credit card

REAL FOCUS

Sinsang Market selected as a "**Preliminary Unicorn**" by the Korean government

FASHION POST

Dongdaemun Wholesaler Coverage

80%

Annual Active Retail Users

210K

Our Business

Wholesale Marketing Platform

Providing innovative solutions for wholesalers to reach broader markets and accelerate sales to retailers.



Retail Business Solution

Providing one-stop solutions for domestic and global retailers to streamline the entire process from discovery to delivery.

Sinsang Ad

Performance Highlights

Based on 2025 Internal Data

Avg. Annual Ad Spend Growth

31%

Wholesalers w/ over KRW 1M monthly spend, 2020-2025

Cum. Ad Product Retention Rate

90%

Ad Spend per Advertiser

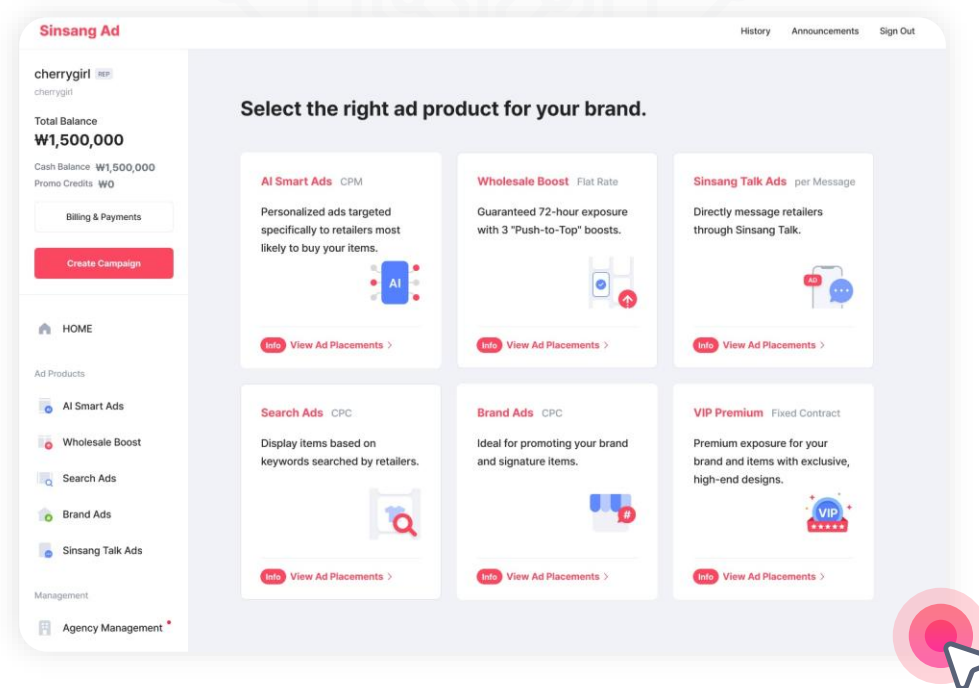
2.0X

2020 vs. 2025 Monthly Avg.

Effortless Online Advertising for Powerful Results

Sinsang Ad is an advertising solution designed to accelerate wholesaler revenue growth. Wholesalers can promote brands and items to retailers without time or space constraints.

BigData & AI-Powered One-Touch Marketing



Automated Optimization

AI-driven optimal exposure

High-Visibility Placements

Maximizing retailer attention

Brand Marketing

Promoting Brand & Key Items

Sinsang Membership

Performance Highlights

Based on 2025 Internal Data

Imp. per Member

6.0X

Member vs. Non-members, Daily Avg.

Membership Growth Rate

2.0X

2023-2025 Annual Avg.

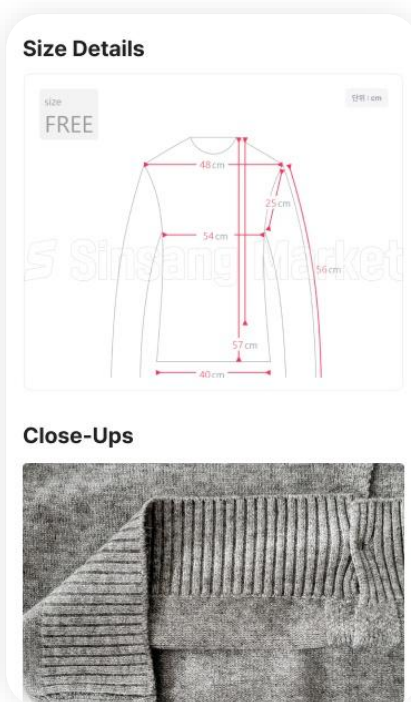
Membership Retention Rate

84%

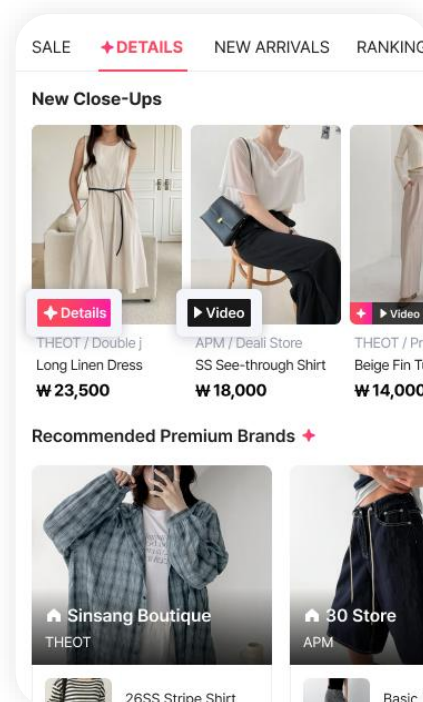
Subscription-based Support to Amplify Brand and Product Presence

Sinsang Membership provides comprehensive support from marketing to operational management. The premium features optimize business efficiency and drive actual sales growth.

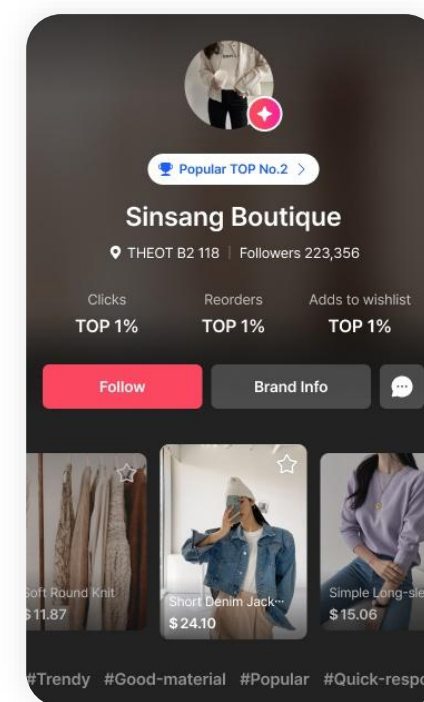
Detailed Items with Size Info & Close-ups



Exclusive Placements & Details Badge



Premium Brand Pages & Enhanced Content



Sinsang Studio

Performance Highlights

Based on 2025 Internal Data

Cum. GMV

4.7B+

Items Photographed

110K

Service Retention Rate

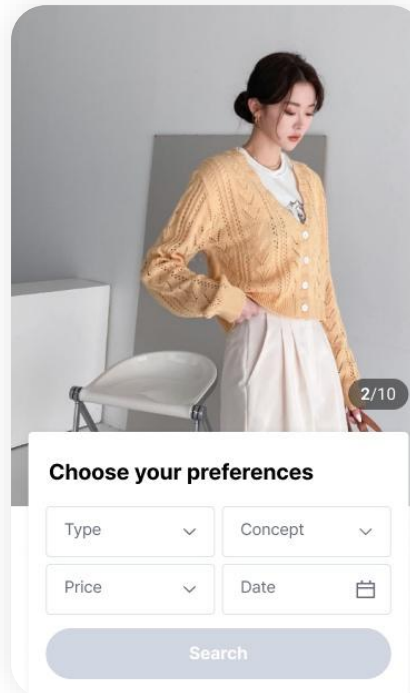
86%

High-Impact Content Creation to Enhance Product Appeal

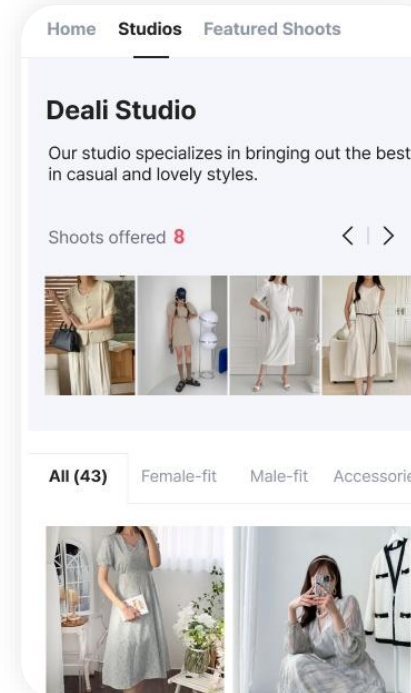
Sinsang Studio offers an all-in-one solution for professional content production.

From item pickup to photography and system upload, every step is carefully managed by our team.

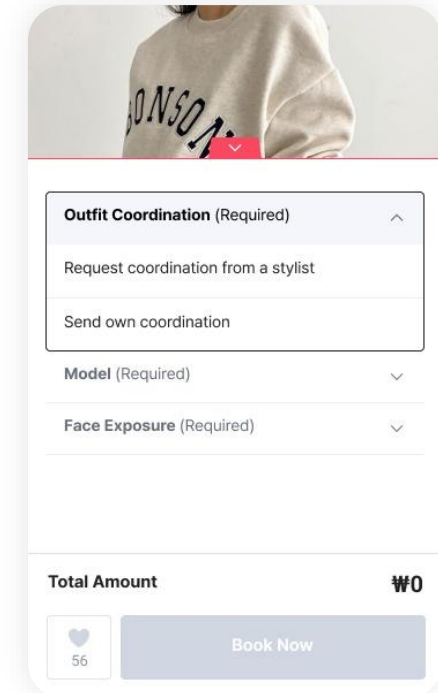
Choose Style



Explore Studios



Book Shoots



Plus Membership

Performance Highlights

Based on 2025 Internal Data

Cum. Subscriptions

100K+

Membership Retention Rate

91%

Membership Revenue Growth

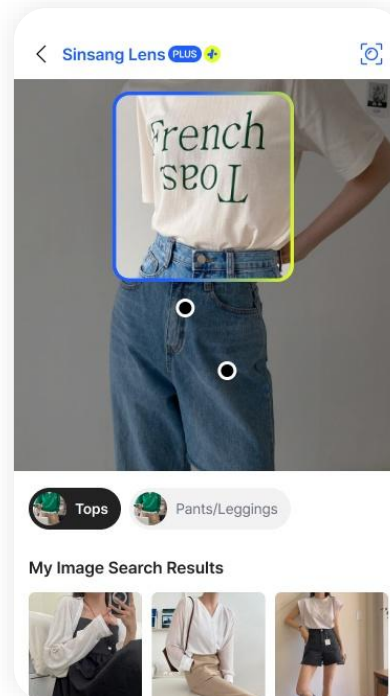
135%

2024-2025

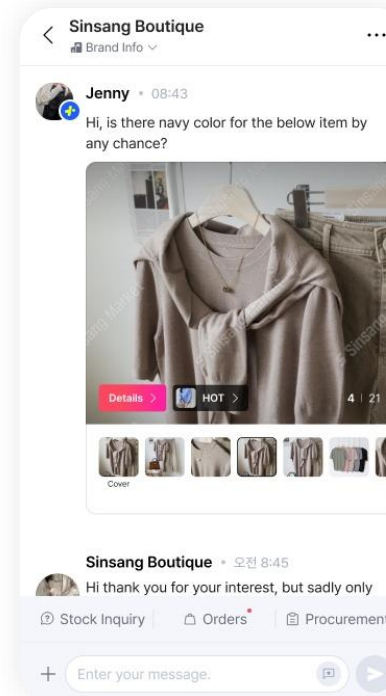
Premium Subscriptions Adding Value to Sourcing

Plus Membership improves overall operational productivity from item discovery to order management. It enables retailers to find the right products more easily and unlock new opportunities for growth.

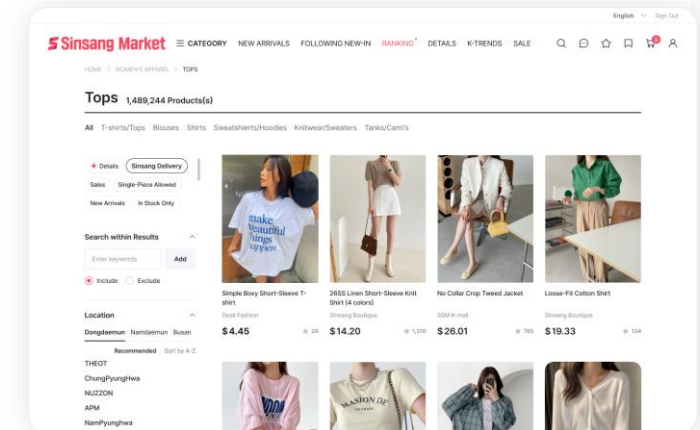
AI Visual Search & Recommendations



Free-form Chat & Exclusive Badges



Sinsang Market Full Desktop Web Access



Sinsang Delivery Domestic

Performance Highlights

Based on 2025 Internal Data

Cum. Users
150K

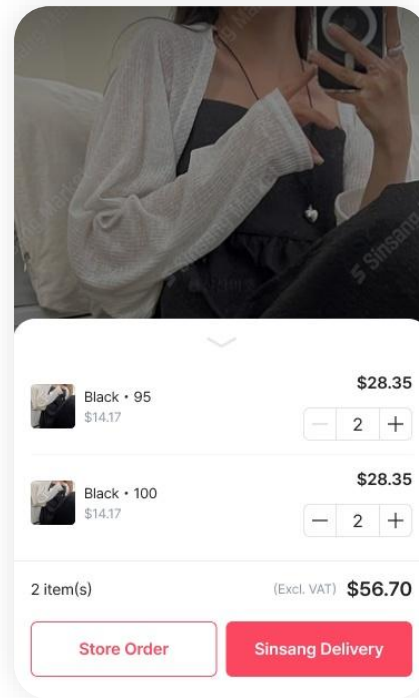
Cum. Transactions
11M+

Service Retention Rate
81%

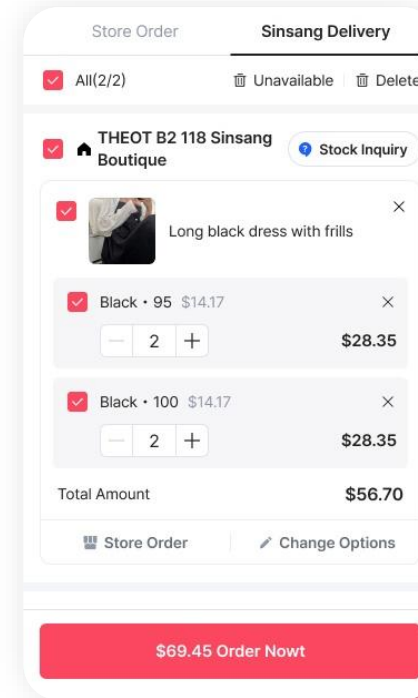
Seamless Sourcing Solution with No Offline Visits

Our professional team manages the entire sourcing journey from purchasing to delivery. Retailers can secure items reliably while saving significant time and costs.

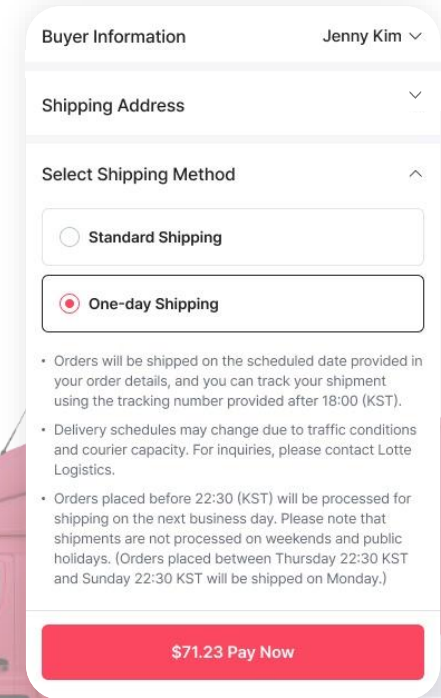
Item Discovery & Selection



Cart & Order Review



Checkout & Payment



Sinsang Delivery Global

Performance Highlights

Based on 2025 Internal Data

Annual Transactions
60K+



Transaction Growth Rate
128%

2022-2025 Annual Avg.

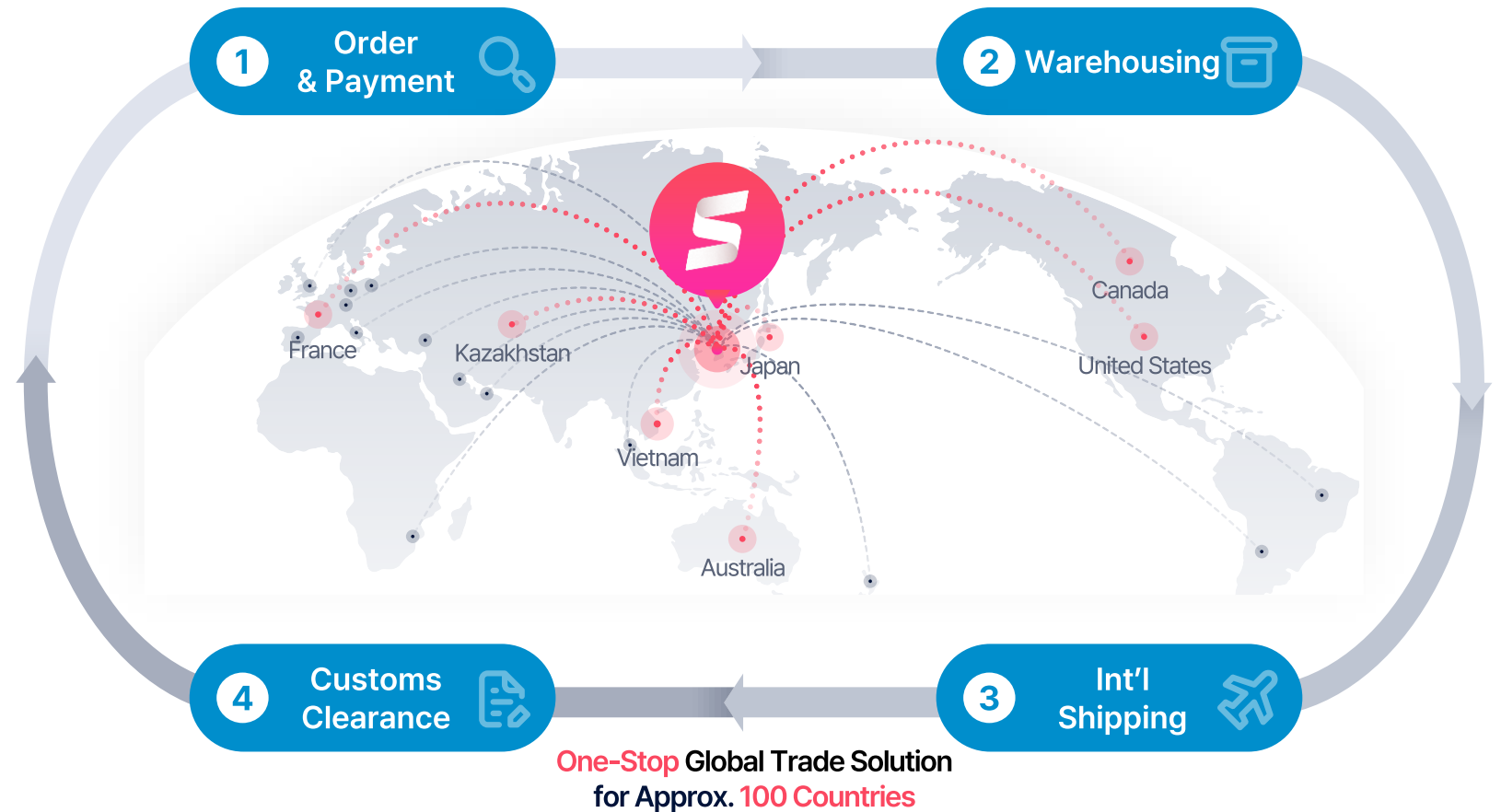


Cum. GMV
13.6B



One-Stop B2B Sourcing and Global Shipping Solutions

Sinsang Delivery Global is a cross-border logistics service connecting K-fashion to the world. It facilitates fast global transactions to empower international retail businesses.



Next Step

**Building a Foundation
for Long-term Growth
through Global Expansion**

**Entering New Service
Sectors to Empower
Customer Success**

**Driving Continuous
Market Innovation through
Service Enhancement**

To unlock new possibilities in the global fashion market,
we will continue to drive business innovation and expand our global network.
By delivering the value of K-fashion worldwide, we will lead the market into the future.

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