



REINDEERS

INVESTOR PRESENTATION · SEED ROUND

We're Building Execution AI for Industrial Materials

We built the transaction layer and the factory layer for Southeast Asian industrial B2B.
Now we connect them with AI — and scale the network.

Seed Round

\$500K – \$1M

Since 2015

B2B trade in Southeast Asia

Bangkok

Platform live in Thailand

Built & Live

Marketplace + REINDEERS.AI

11 Years of B2B Trade — Now Built Into a Platform

Offline B2B trade and logistics out of Bangkok since 2015. In 2026 we put that know-how on our own platform, live in Thailand.

CUSTOMERS

2,500+

Cumulative B2B customers, incl.
Samsung · LG · POSCO and
150+ Korean firms

SUPPLIERS

1,800+

China · Korea · ASEAN

TRANSACTIONS

25K+

Verified trades — AI training data

REPURCHASE

70–80%

Contract-based repurchase rate

3 countries

Legal entities · Thailand · Malaysia · China — a Southeast Asian business based in Bangkok

TIMELINE

2015



Bangkok launch

Offline B2B trade and logistics
in Southeast Asia

11 years of field operations · customers · suppliers · trade data

2026



REINDEERS platform launch

Live in Thailand
Now

An \$804B Manufacturing Base Buying Industrial Supplies

ASEAN factories need materials, parts and MRO supplies every day — and still buy them by phone, email and spreadsheet.

ASEAN-10 MANUFACTURING VALUE
ADDED

\$804B

2024 · sum of the 10 ASEAN countries (World Bank)

SEA MRO / INDUSTRIAL SUPPLIES

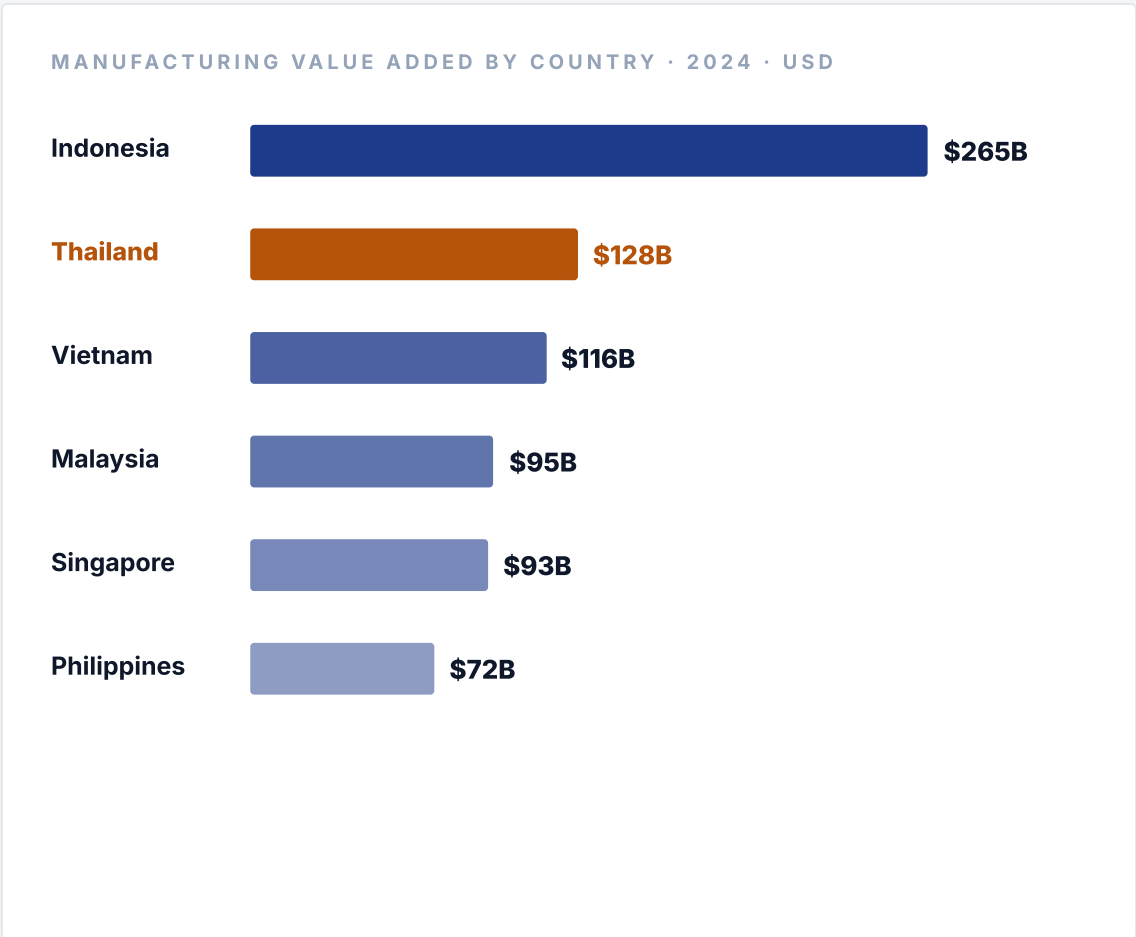
>\$58B

Market size by 2029 (PSS Insight, cited by KrASIA)

MRO MARKET GROWTH

7%+ / yr

Annual growth of the SEA MRO market (PSS Insight)



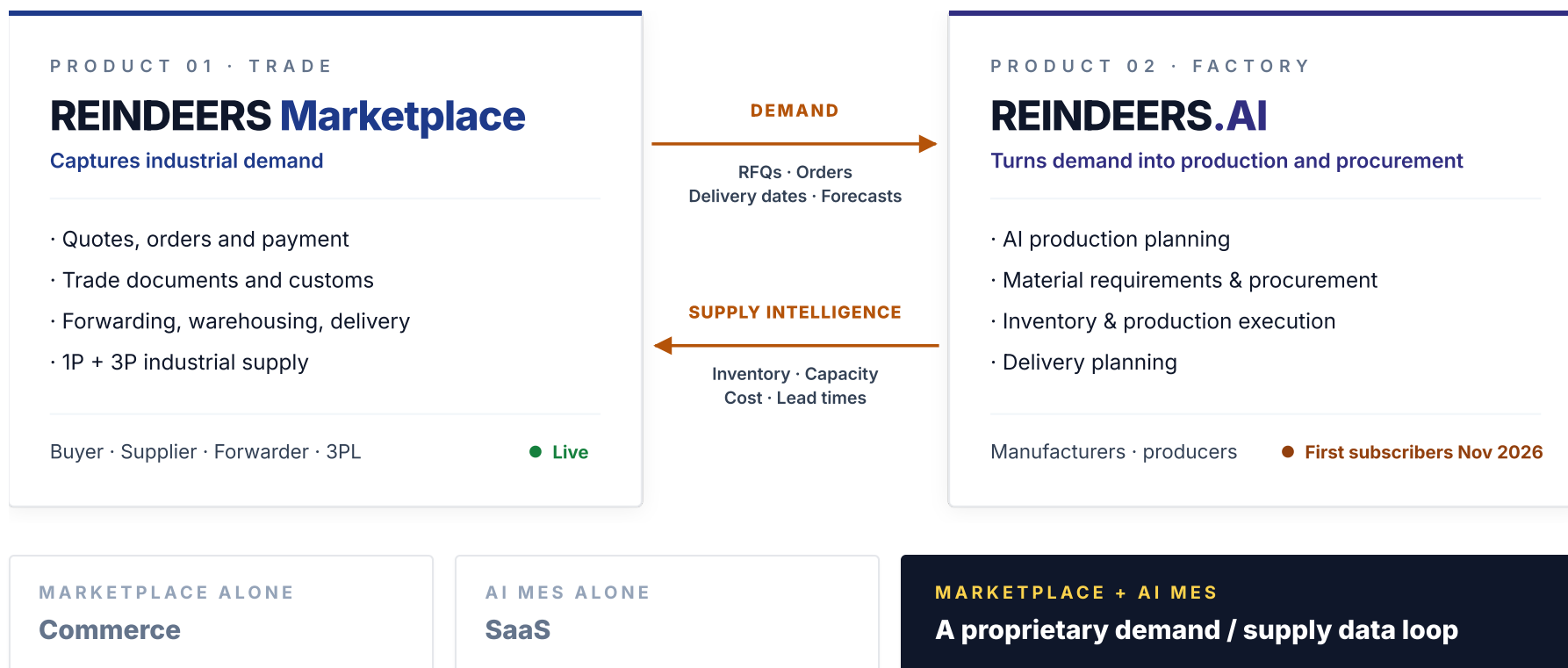
Southeast Asian Factories Are Stuck in a Dealer Market

Industrial materials still move through layers of dealers, email and spreadsheets. The buying company pays for every layer — in price, time and risk.

<5% DX GAP Companies with digital systems for orders, quotes and logistics	<1% AX GAP AI use in procurement and supply-chain decisions	30%+ DELAYED TRADES Held up by document errors and manual work
Layered dealer markups Regional dealers add 30%+; imported goods 50%+ → Pays far above source price, with no price transparency	No B2B marketplace Lazada and Shopee are B2C; industrial B2B trade has no platform → Locked into a few dealers; cannot compare suppliers	Manual work everywhere Quotes, documents, logistics and settlement by email and Excel → 2–3 days per quote; errors and rework
Disconnected systems Trade, logistics and ERP run separately — if they exist at all → No data, no supply-chain visibility	Decisions on gut feel No real-time demand or stock data; forecasting runs on experience → Excess stock, stock-outs and emergency rush orders	Customs barriers HS code misclassification and TISI certification handled by hand → Shipment delays and penalties

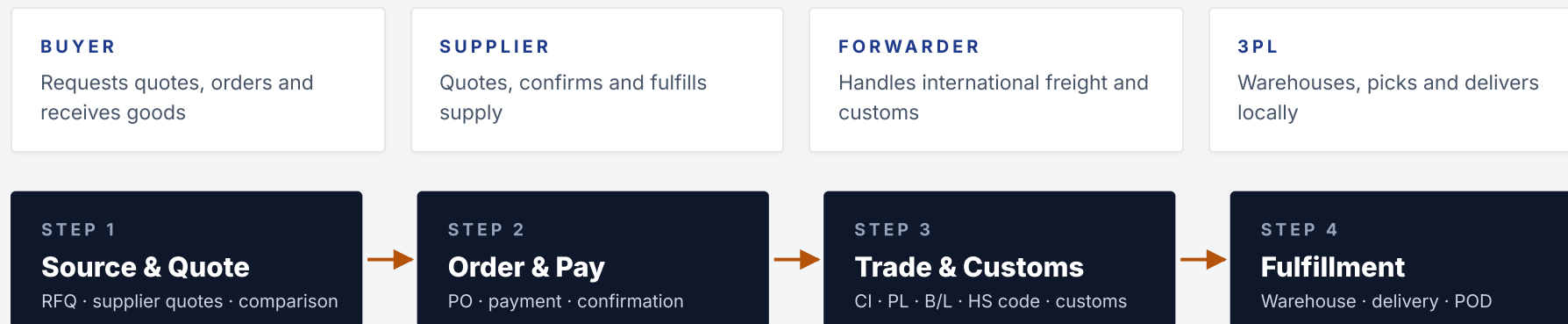
2 Products · 1 Industrial Data Loop

REINDEERS Marketplace captures industrial demand. REINDEERS.AI turns that demand into production and procurement decisions. Factory data flows back into pricing, availability and lead times — a closed-loop industrial commerce network.



One Platform for the Entire Industrial Transaction

REINDEERS controls the whole flow — from RFQ and sourcing to customs and final delivery — and earns on both 1P trade and 3P marketplace transactions.



HOW WE EARN



The Factory Execution Layer: AI MES / ERP / WMS

Built and rolling out to factories: one SaaS that plans production, automates purchase orders and runs the warehouse — and turns each factory's real demand into data.

01

AI production planning

Materials · process · timing

02

AI PO automation

Purchase orders drafted from the plan

03

Purchasing · sales · inventory

Real-time stock across warehouses

04

DVRP logistics

Dynamic vehicle routing for deliveries

05

Employee management

Attendance · roles · payroll

PRICING · REINDEERS.AI

\$1,000 / month

or **\$10,000 / year** on the annual plan

SUBSCRIBER PLAN

5

Nov 2026



8

Dec 2026



25

Dec 2027 target

Today vs With REINDEERS

Every chronic problem of the dealer market maps to something we have already built — first digitise the trade, then let AI run it.

WORK AREA	TODAY · DEALER MARKET	WITH REINDEERS	IMPACT
Purchase price	Dealer markups of 30%+ (imports 50%+)	~7% cheaper than customers' previous dealers — with margin to spare	-7% price
Quotes	2-3 days of manual comparison	AI quote comparison · under 30 minutes	90% faster
HS code	Classified by hand · frequent errors	AI classification · 85%+ accuracy	85%+ accurate
Logistics cost	Forwarders asked one by one · 1-2 days	Forwarder bidding · real-time comparison	15-20% lower
Inventory	Manual Excel entry · no real-time view	REINDEERS.AI live stock · automatic alerts	Real-time
Trade documents	Half a day per shipment (CI · PL · B/L)	Generated on the platform	80% less time
Workflow	Email and phone · no tracking	One workflow · end-to-end tracking	Automated

No AI without digital, no digital without data. REINDEERS digitises the trade first (DX), then automates it with AI (AX) — on 11 years of field data.

8 Months Live: \$181K GMV, Now Fully 1P

The REINDEERS platform went live in Thailand in February 2026. In August we switched to first-party trade; September was 100% 1P. We forecast \$120K GMV in December, with REINDEERS.AI (MES) subscription revenue from November.

CUMULATIVE GMV

~\$181K

Feb – Sep 2026 · FY2026 forecast ~\$0.40M

CUMULATIVE REVENUE

~\$64K

1P + 3P commission · FY2026 forecast
~\$0.28M incl. MES

SEP 2026 GMV = REVENUE

~\$35K

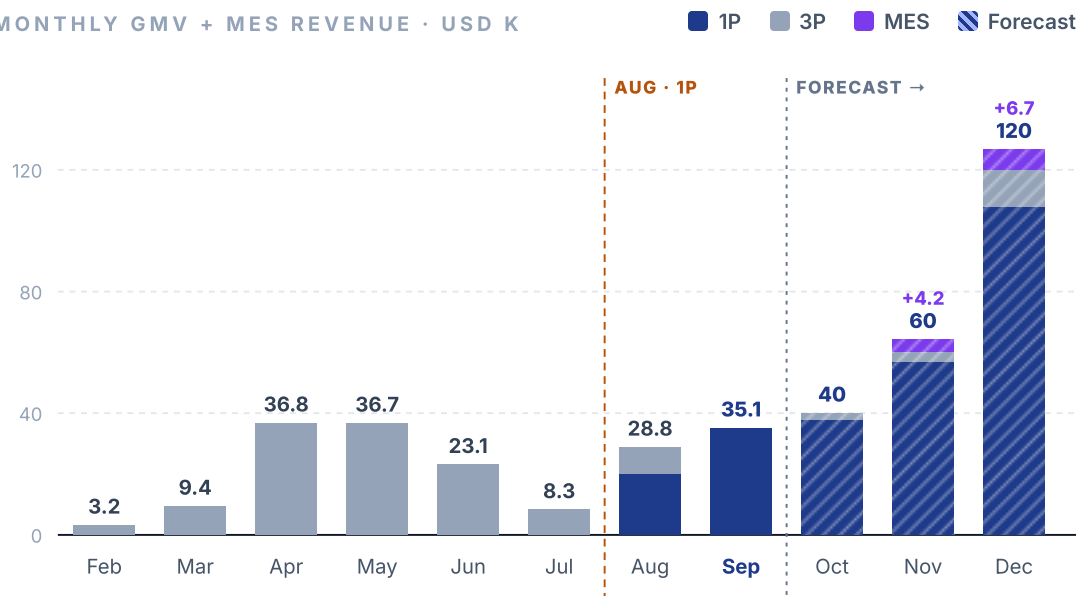
100% 1P · 13 buying customers · 49 POs

NETWORK · ACTIVE SINCE LAUNCH

Buyers 60 registered · 32 active

Suppliers 161 registered · 20 active

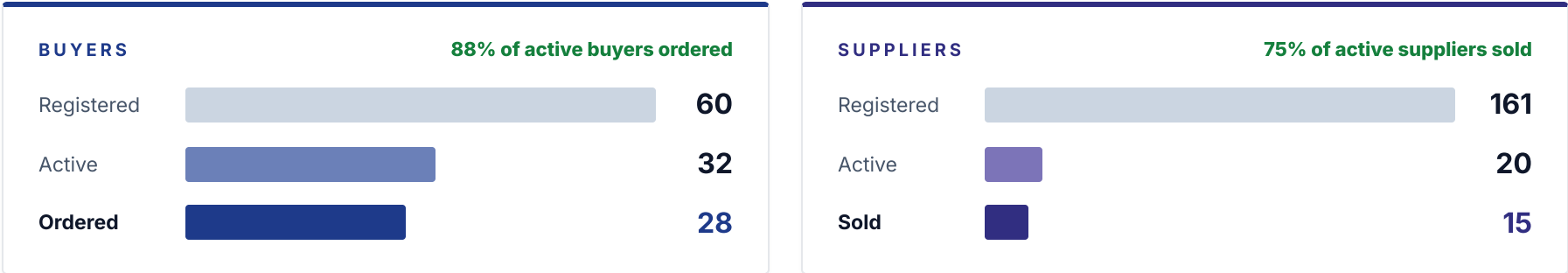
MONTHLY GMV + MES REVENUE · USD K



Q4 2026 forecast: GMV \$220K · 1P revenue \$203K · MES revenue \$10.8K (5 → 8 subscribers)

A Working Network — Bigger Than Our Supplier List

Active = registered and doing business on the platform: requesting or answering quotes, or completing orders. Most active buyers already order; supply runs wider than the registered list.



WHY THE SUPPLIER LIST LOOKS SMALL

Thailand runs on dealers

Industrial supply still moves through traditional dealer networks, not online platforms.

"Sell it for us first"

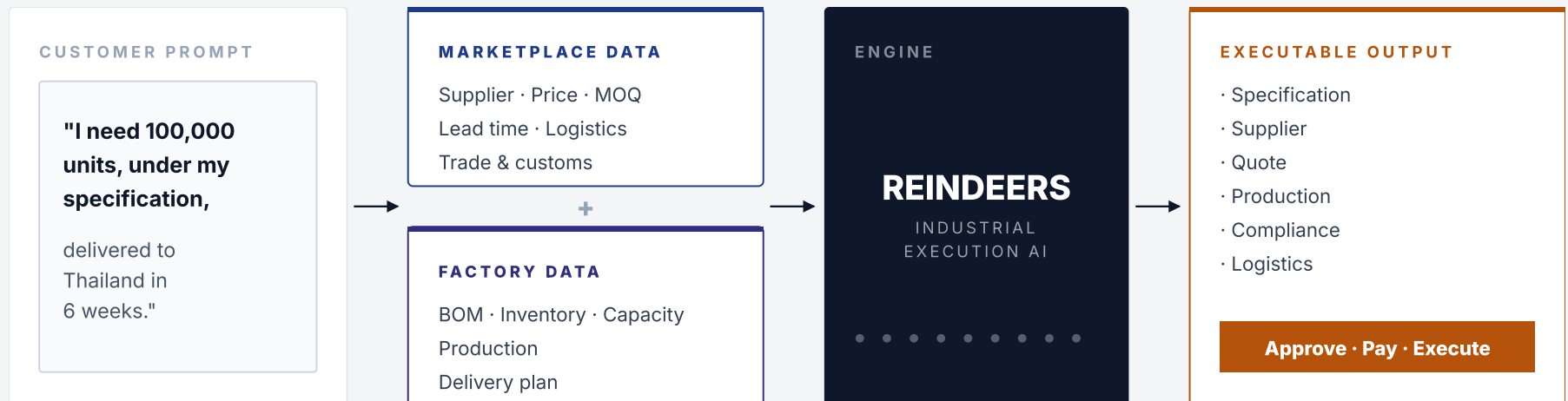
REINDEERS is still a new name. Many suppliers start by having us sell their goods — and plan to register later.

1P today, 3P sellers tomorrow

Since Aug 2026 we sell those goods as 1P. Each supplier that sees its goods sell through us is a future 3P seller as the marketplace scales from 2028.

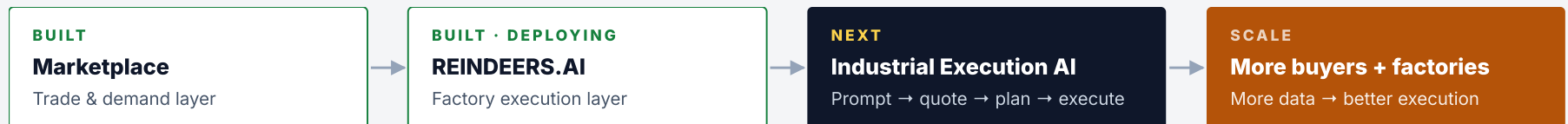
One Prompt → Quote → Plan → Execution

Marketplace knows the demand and supply network. REINDEERS.AI knows how the factory can execute. Together, they turn customer intent into an executable industrial transaction.



ChatGPT gives you an answer. REINDEERS gives you an executable order.

REINDEERS connects demand, suppliers, factories, logistics and trade into one executable workflow.



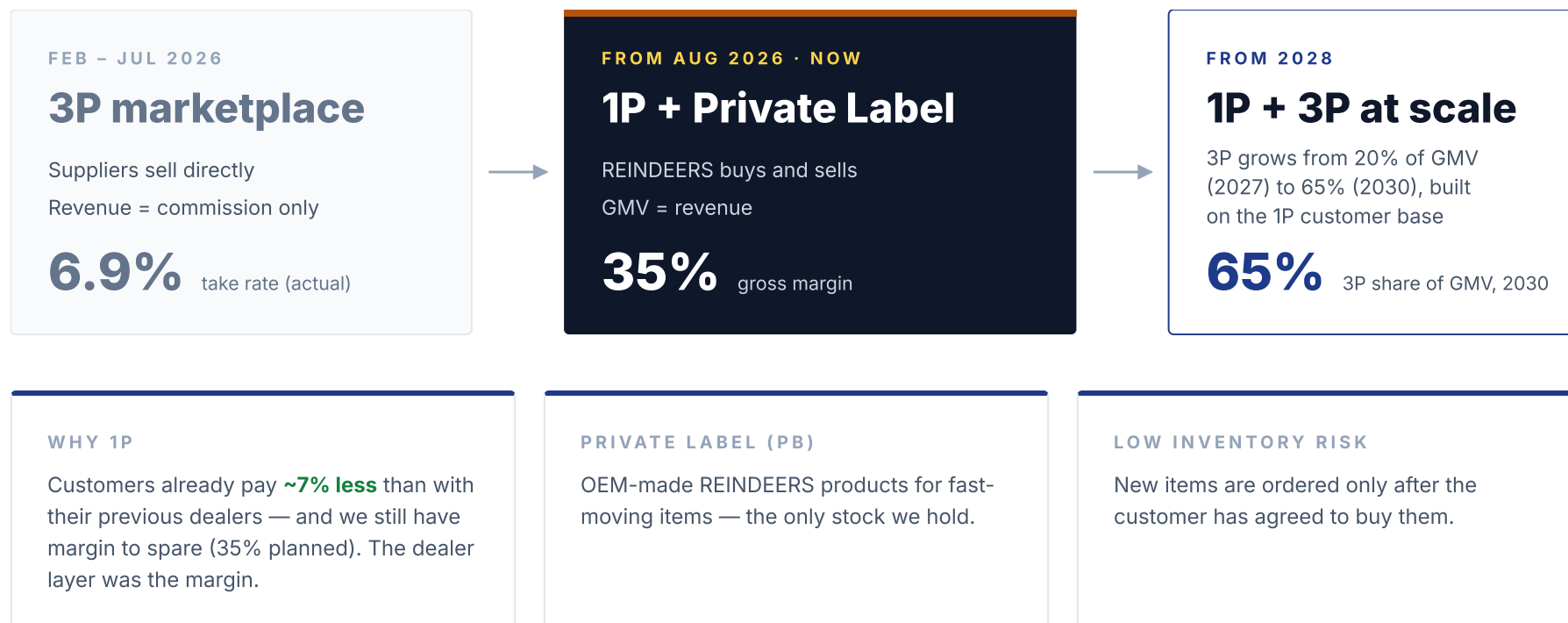
Built for How Industrial Trade Actually Works

Catalog platforms sell listings and ads. Traditional distributors sell through people. REINDEERS runs the whole trade — and sees factory demand before the order.

	CATALOG / AD PLATFORMS Alibaba · Amazon Business	TRADITIONAL DISTRIBUTORS Local MRO and trading firms	REINDEERS Marketplace + REINDEERS.AI
How a trade starts	Search a catalog, click to order	Call or email a sales rep	Request for quote, matched to suppliers
Price	Fixed list price, paid placement	Rep-negotiated, opaque markup	Competing quotes per request
Parties	2 — buyer and seller	2 — plus manual coordination	4 — buyer · supplier · forwarder · 3PL
Docs & customs	Outside the platform	Manual — email and Excel	Generated on the platform · HS code AI
Demand signal	Search and click history	The rep's relationships	Factory production data from REINDEERS.AI
Revenue model	Commission and advertising	Product margin	1P margin · PB · 3P commission · SaaS

August 2026: From 3P Commission to 1P Revenue

We now buy and sell the goods ourselves. GMV becomes revenue at a 35% gross margin, and 3P scales on top of the customer base that 1P builds.



\$23.7M Revenue and 30% EBITDA by 2030

	2026	2027	2028	2029	2030
Total GMV	0.40M	5.11M	16.0M	30.7M	50.4M
1P revenue	0.26M	4.25M	10.8M	15.7M	19.8M
3P GMV	0.14M	0.86M	5.1M	15.0M	30.6M
3P commission	0.01M	0.06M	0.35M	1.04M	2.11M
SaaS revenue	0.01M	0.16M	0.43M	0.94M	1.77M
Total revenue	0.28M	4.46M	11.6M	17.7M	23.7M
Gross profit (margin)	–	1.67M (37%)	4.49M (39%)	7.29M (41%)	10.45M (44%)
People & overhead	–	0.28M	1.63M	2.12M	2.60M
Logistics (3% of rev.)	–	0.13M	0.35M	0.53M	0.71M
EBITDA (margin)	Q4 +0.03M	1.26M (28%)	2.51M (22%)	4.63M (26%)	7.14M (30%)
REINDEERS.AI subscribers (Dec)	8	25	63	127	228



2026: Feb–Sep actuals; GMV Oct \$40K, Nov \$60K, Dec \$120K; 1P share 95% / 95% / 90%.

2027: 1P revenue reaches \$300K/month in Jun 2027, then +15%/month; GMV mix 1P:3P = 80:20 by Dec 2027.

2028–2030: 1P monthly growth 4% / 2.5% / 1.5%; 3P share of GMV 40% / 55% / 65% (year-end); 2028 is the logistics and organisation build-out year.

Inventory: PB stock only (30–40% of 1P), 90 days; new items ordered after customer agreement.

Cash: with \$500K or \$1M raised in Jan 2027, cash never falls below the amount raised.

1P gross margin 35%; **3P take rate** 6.9% (actual Feb–Jul 2026); **SaaS** \$833/month (annual plan), 20% hosting/AI cost.

Subscribers: 5 Nov 2026, 8 Dec 2026, +10%/month in 2027; +8% / 6% / 5% per month 2028–2030.

People & overhead: \$14K/month now, ramping from Dec 2026 to a \$25K/month cap through 2027; then 14% / 12% / 11% of revenue. Logistics 3% of revenue.

2027 ops: Jun 70 customers × 4 POs = 280 POs/month, \$1,071/PO; Dec 136 customers, 544 POs/month, \$1,279/PO. Current 6 ops staff handle ~600 POs/month.

Benchmarks FY2024: Grainger GM 39.4%, SG&A 23.9%, op. margin 15.4% · MonotaRO GM 29.3%, SG&A 16.4%, op. margin 12.9%.

We've Built This Before

5 co-founders · all full-time

Five full-time co-founders: a founder with 20+ years on the ground in Thailand, three NHN Accommate leaders who built Korea–China cross-border commerce, and a Southeast Asian logistics operator.



FOUNDER & CEO

Kim Myung-hoon

- **20+ years in Thailand** · MBA (Finance), Assumption University
- **Samsung Electronics Thailand** — management support lead: ERP, SCM, logistics and finance
- **11 years running his own B2B supply business** — 2,500+ clients, 1,800+ suppliers
- Supplied **150+ Korean companies** incl. Samsung · LG · POSCO
- Overland logistics China–Laos–Thailand–Malaysia



CSO

Park Jun-young

CTO, NHN Accommate (3 country hubs) · CTO, CustomMind · CEO, MadeitUp

20+ yrs commerce & logistics strategy · AI strategy



CPO

Jin Chengji

Division Head, NHN Accommate · Director, CustomMind · CEO, Basheng Network Tech

20+ yrs B2B SaaS product · logistics workflow design



CTO

Zhou Qirong

Team Lead, NHN Accommate · Division Head, CustomMind · CTO, Basheng Network Tech

15+ yrs · AI / LLM / RAG · distributed systems



CMO

Zhang Wei

8+ yrs SEA logistics operations · Thailand / Vietnam partner development · cross-border customs

SEA network · 3PL and customs operations

\$231M

Annual revenue operated at NHN (KRW 300B)

\$11.5M

Investment into NHN Entertainment, led (KRW 15B)

200+

Korean brands taken into China

+6

Operations team in Bangkok

The Infrastructure Is Built. This Round Scales the Network.

We are not raising to build the product — the Marketplace and REINDEERS.AI are built. The \$500K – \$1M round funds private-label stock to grow 1P trade and keeps a cash reserve; operating costs are covered by gross profit.

ALLOCATION

\$500K

\$300K inventory

\$200K reserve

\$1M

\$600K inventory

\$400K reserve

60% PB inventory

40% cash reserve

Opex is covered by gross profit, not by the round.

CAPITAL EFFICIENCY

Cash never falls below the amount raised

In the plan, with \$500K or \$1M raised in January 2027. Inventory is limited to PB stock (90 days); other items are bought only after the customer agrees.

MILESTONE BRIDGE · 1P REVENUE PER MONTH

Sep 2026 · actual

~\$35K

13 customers × 3.8 POs × ~\$716



Jun 2027 · target

\$300K

70 customers × 4 POs × \$1,071

Dec 2027 · target

25

REINDEERS.AI subscribers

SEED ROUND · \$500K - \$1M

The infrastructure is built. Now we scale the network.

Eleven years of B2B trade in Southeast Asia. A live trade platform and a factory execution layer — next, connected by Industrial Execution AI.

CONTACT

COMPANY

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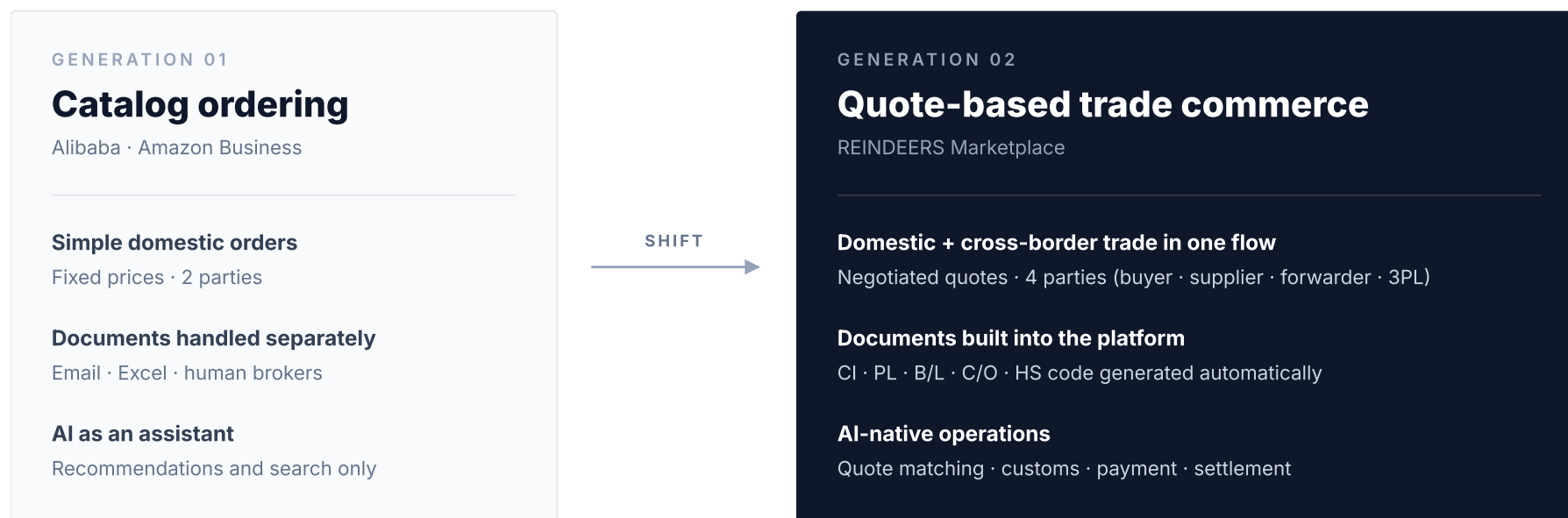
Thailand: Where We Start — and Already Operate

ASEAN's second-largest manufacturing economy, where a quarter of GDP comes from factories — and where REINDEERS has run B2B trade since 2015.



B2B Commerce Is Changing Generations

Gen 1 platforms were built for catalog ordering. Industrial trade is a different game — quotes, documents and four parties working together.



Most industrial trade in Southeast Asia still runs on people, email and spreadsheets. **Gen 2 puts the whole trade — quote, documents, customs, delivery — on one platform**, so the same team can handle many times the volume.

One Prompt. Eight Workflows. One Executable Order.

An illustrative order: one sentence from a buyer becomes a payable quote with production and delivery plans.

