



Accommodation Management Specialist

Professional Hospitality Management Company, STAY-G Co., Ltd.

1. Company Introduction

1.1 CEO Career History & Major Contracts / Achievements of STAY-G Co., Ltd.

2005~2023

- 2005. 07. • Joined LG Construction Engineering & Construction Division
- 2006 ~ 2008 • Worked on the Donggye Olympic-related Athletes' Village Development Project (Department: Finance)
- 2010 ~ 2011 • Worked on Overseas UAE Abu Dhabi Project (Department: Finance)
- 2011 ~ 2013 • Worked on Overseas UAE Abu Dhabi Project (Department: Finance)
- 2013 ~ 2016 • Worked in Turkey Overseas Branch (Position: Financial Manager)
- 2016. 11. • Received Minister of Land, Infrastructure and Transport Commendation (Achievement: Contributed to TAX reduction for Korean companies entering Turkey / Annual KRW 70 Billion)
- 2017 ~ 2021 • Worked in UAE Overseas Branch (Position: Business Manager)
- 2020 • Chief Operations Executive for UAE CAMP with 2,000 Rooms
- 2022 • Retired from GS E&C as Senior Manager
- 2022 • Retired from GS E&C as Senior Manager
Direct Purchase of Ilsan Hotel
Hotel Remodeling Construction
Implementation of Consignment Hotel Operations
- 2023 • Developed Paju Tourist Hotel for Sale
Developed Gapyeong Hotel for Sale
Gapyeong Hotel Remodeling Construction

2024~2025

- 2024 • Transitioned into STAY-G Corporation
Established Grache E&C Corporation (Construction Division)
Developed "Aegyeon Hotel Villagro" Brand
Consignment Operation of Ilsan Grache Hotel
Consignment Operation of Paju Grache Hotel
Consignment Operation of Gapyeong Grache Hotel
Consignment Operation of Jeonju Davin Hotel
Consignment Operation of Incheon Airport Ciel Hotel
Successfully Sold Incheon Airport Ciel Hotel After 4 Months of Operation
Consignment Operation of Cheongpyeong One Stay Hotel
- 2025 • Consignment Operation of Goyang Hwajeong June Hotel
Consignment Operation of Gangnam Seocho Giselle Residence
Consignment Operation of Yangsan Jinju Campus
Consignment Operation of Goyang Lin Hotel
Consignment Operation of Daesan Modern Hotel
Consignment Operation of Busan Hotel Grache (Shift Door Residence – 4-Star Grade)
Consignment Operation of Gapyeong LX22 Pool Villa
Consignment Operation of Samcheok Hill Snow Beach Hotel
Consignment Operation of Mokpo VIP Hotel
Appointed as Vice President of the Korea Camping Association
In Discussion for Joint Development of 3 Camping Sites in Gyeongnam Region (Joint Project with Korea Camping Association)
Operating Consignment Project for Osan Living-Type Accommodation Facility
In Discussion for Consignment Operations of Projects in Yongin, Ansan, Hwaseong, and Dangjin



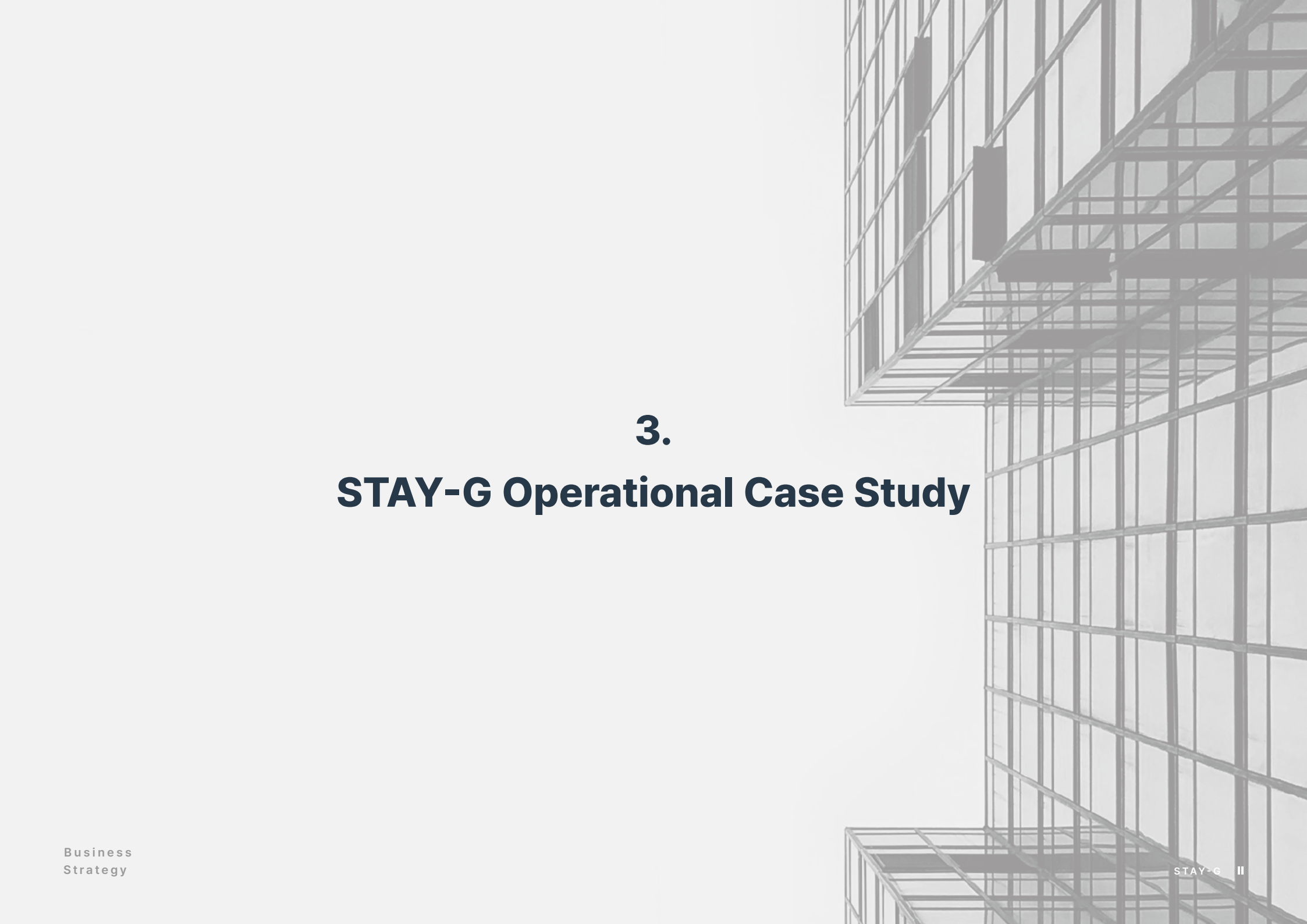
2. **STAY-G Business Expansion Case Studies**

2. Stage's Business Expansion Strategy

Expanding Beyond Consignment Operations Into New Business Ventures

- Entered the overseas medical tourism referral business through the acquisition of UB MEDI's existing shares
- Network of 6 major hospitals including Seoul Asan, Severance, Samsung Seoul, Korea University Anam, Seoul National University, and Catholic St. Mary's
- Award history including recognition as an outstanding medical tourism agency
- Systematic management of patients and medical records through an integrated Medical Care ERP system





3.

STAY-G Operational Case Study

3. Stage's Operational Case Studies

Consignment Operations

Mongolia MOU Agreement

STAY-G has signed an operational MOU with Mongolia's Max Group for a large-scale resort located within Terelj National Park, officially accelerating its expansion into the global hospitality market.

This agreement marks the first case in which a Korean company has secured official operational rights for a large-scale resort in Mongolia.

STAY-G will lead the resort's overall brand strategy, operational system development, workforce management, and local marketing operations.

In addition, the company plans to implement its proprietary AI-based behavioral pattern analysis system to establish a smart hospitality operating model.

Based on this partnership, STAY-G plans to further expand its global business into Southeast Asian and European markets.



- Expansion into the Terelj Ger Resort Market (June)



- Planned Expansion into Mongolia's 5-Star Hotel Market, Including Ramada and Holiday Inn (Second Half of 2026)



3. STAY-G Operational Case Studies

Consignment Operations

Cheongsong Hanok Hotel An

STAY-G has been entrusted with the operation of Cheongsong Hanok Hotel An, a traditional Korean hanok hotel recreated in partnership with Cheongsong County and the Cheongsong Cultural Foundation.

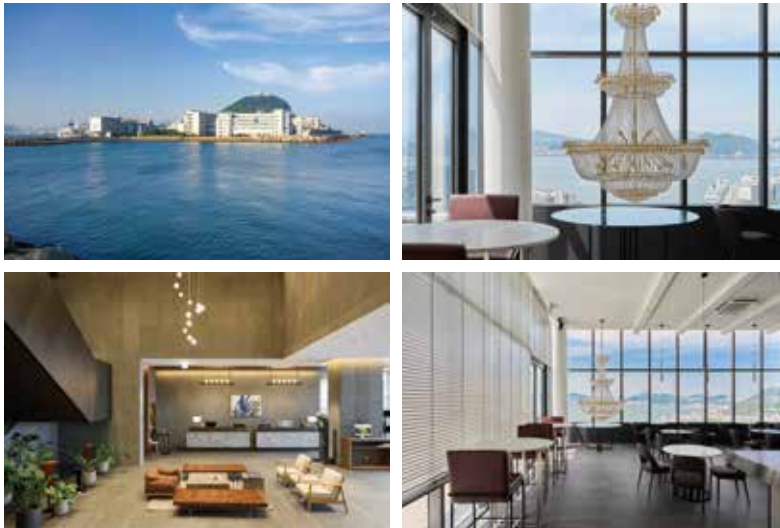


3. STAY-G Operational Case Studies

Consignment Operations

Busan 4-Star Hotel

By analyzing local tourism demand and location characteristics, STAY-G optimized room products and operational efficiency, achieving stable occupancy rates and continuous revenue growth.



Consignment Operations

Gangnam High-End Residence

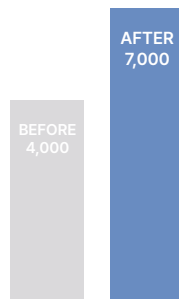
Targeting premium residential customers, STAY-G established customized services and a high-end brand image, leading to improved customer satisfaction and increased average room rates (ADR).



3. STAY-G Operational Case Studies



175% UP

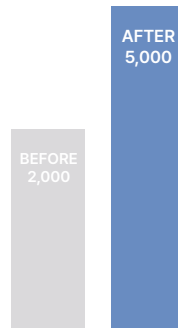


Gapyeong

By analyzing weaknesses in SNS marketing and OTA operations and improving the identified issues, STAY-G achieved continuous revenue growth.



250% UP

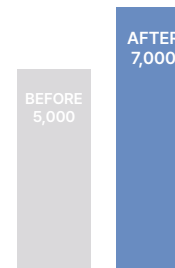


Cheongpyeong

By improving operational issues based on local commercial district characteristics, STAY-G successfully drove rapid revenue growth



140% UP

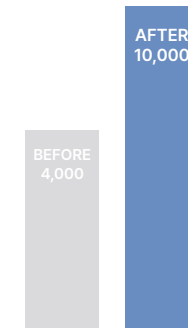


Goyang Hwajeong

Despite being located in a remodeling-focused area with weak inflow of new customers, STAY-G recognized the issue and implemented proactive promotional strategies, review management, and customer service improvements, resulting in verified revenue growth.



250% UP



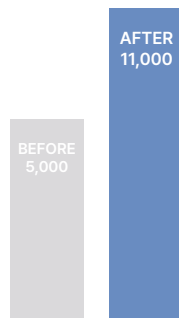
Incheon Airport

Although sales had stagnated under an employee-centered operating structure, STAY-G diversified OTA channels based on local market characteristics and actively responded to overseas customers, resulting in sales more than doubling within a short period.

3. STAY-G Operational Case Studies



220% UP

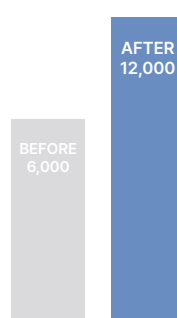


Ilsan

By maximizing the use of the existing aging facility's limited space through remodeling and addressing operational weaknesses, STAY-G achieved stable revenue growth.



200% UP

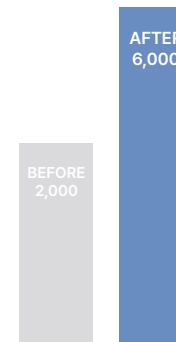


Paju

As Paju is a highly competitive lodging market, STAY-G strengthened in-room item composition and differentiated competitiveness. Through aggressive operational strategies, revenue increased steadily.



300% UP

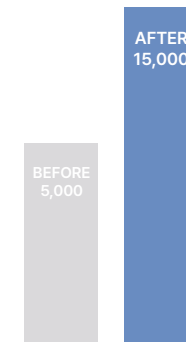


Gapyeong

By analyzing local market characteristics and improving operational weaknesses, STAY-G successfully overcame the revenue limitations typically associated with motels. The property is now recognized as a proven model, recording top-tier sales performance within the region.



240% UP



Jeonju

By upgrading existing lodging facilities into more premium accommodations and reorganizing operational workflows, STAY-G achieved stable and continuous revenue growth.



4.

BUSINES PROCESS

4. BUSINESS PROCESS

Service Catalog

Construction & Interior Renovation

From building remodeling for facility maintenance to systematic construction management through professional consultants, STAY-G provides comprehensive construction and renovation services.

Revenue Management

STAY-G manages revenue operations and expense handling transparently and systematically by category, enabling more efficient financial operations.

OTA Setup & Photography

STAY-G provides OTA channel setup and professional photography services, including image editing and enhancement tailored to each platform's purpose and branding.

Sales Channels & Reservation Management

STAY-G integrates and manages multiple sales channels in one system, while also handling reservations and customer reviews with meticulous care.

Policy & Documentation Management

STAY-G operates with customized business processes tailored to each property through operational manuals and various administrative documentation systems.

Marketing Management

Across NAVER, Instagram, YouTube, OTA platforms, and other digital channels, STAY-G executes detailed and aggressive marketing strategies that reflect the latest market trends

Recruitment & HR Management

Through HR and labor specialists, STAY-G systematically manages recruitment, workforce operations, payroll, and legal labor-related matters

Facility Inspection & Maintenance

STAY-G manages facilities through regular on-site inspections and systematic maintenance programs.

Operational Process Flow

With a competitive consignment fee of only 4.9%, an in-house professional operations team, and customized operational support for each property, STAY-G provides premium hospitality management services that deliver both profitability and operational stability.



**OTA Platforms
Credit Card Companies / Cash Customers**

STAY-G directly manages and operates various OTA platforms while accurately recording, analyzing, and managing revenue generated through OTA bookings, card payments, and cash customers.

STAY-G (Management Operator)

STAY-G establishes operational strategies focused on maximizing revenue and profitability while taking full responsibility for overall property operations and management

Operating Partner (Property Owner)

The property owner pays labor costs and management fees to STAY-G and receives bi-monthly revenue deposits and expense settlement reports through a transparent operational accounting process.

Cash Flow

STAY-G Consignment Operations

A. Total Revenue

- Platforms (OTA Bookings)
- Inbound Travel Agency Contracts
- Card / Cash (On-site Sales)
- Long-Term Stays
- Corporate Contracts
- F&B / Ancillary Revenue / etc.

example

100%

Total Revenue: KRW 100,000,000

B. Operating Expenses

- Labor Costs
- F&B Raw Material Costs
- Supplies / Consumables
- Insurance
- Facility Maintenance Costs
- Taxes / Related Expenses
- IT / Internet
(Kiosk & OTA Commission Fees)
- Administrative Expenses
(Water / Electricity / Cleaning Costs)

40% (Variable)

Operating Expenses: KRW 40,000,000

C. Management Fee

- Consignment Operation Contract Ratio
: Total Operating Revenue × 7%
F i x (ed Cost)

7% (Fixed)

Management Fee: KRW : 7,000,000

STAY-G provides clients with regular and non-regular reports regarding revenue and operating expenses.
(For Mongolia operations, local tax accountants are employed to ensure transparent financial reporting.)



The client's finance team regularly audits and inspects revenue and operating expenses for mutual verification.

Client Profit

Total Revenue (OTA + Inbound + On-site + Others)

STAY-G profit

(-) Operating Expenses (Labor + Supplies + Administrative Costs + Taxes + Others)

Client profit

(-) Management Fee (Based on Contract Ratio)

= Profit

D (Profit) =

A (Total Revenue) - B (Operating Expenses)
- C (Management Fee)

53% (Variable)

Profit: KRW 53,000,000



5. **STAY-G _STRENGTH**

5. STAY-G _ STRENGTH

OTA Platform Management Expertise

Online Listing, Reservation Management,
Advertising, and Review Management



Diverse Domestic & Global OTA Platforms

STAY-G selects and operates the most suitable platforms from approximately 700 domestic and global online OTA channels based on each property's type and operational strategy.



Top-Tier OTA Exposure

STAY-G continuously manages customer reviews to reduce advertising costs while maximizing top-ranking exposure across OTA platforms.



OTA Product Planning & Package Development

As online sales channels diversify, listing and management processes become more detailed. STAY-G continuously develops and manages customized products and packages tailored to each platform's characteristics and regional demand.



Overbooking Prevention Management

As online sales channels diversify, listing and management processes become more detailed. STAY-G continuously develops and manages customized products and packages tailored to each platform's characteristics and regional demand.



5. STAY-G _STRENGTH

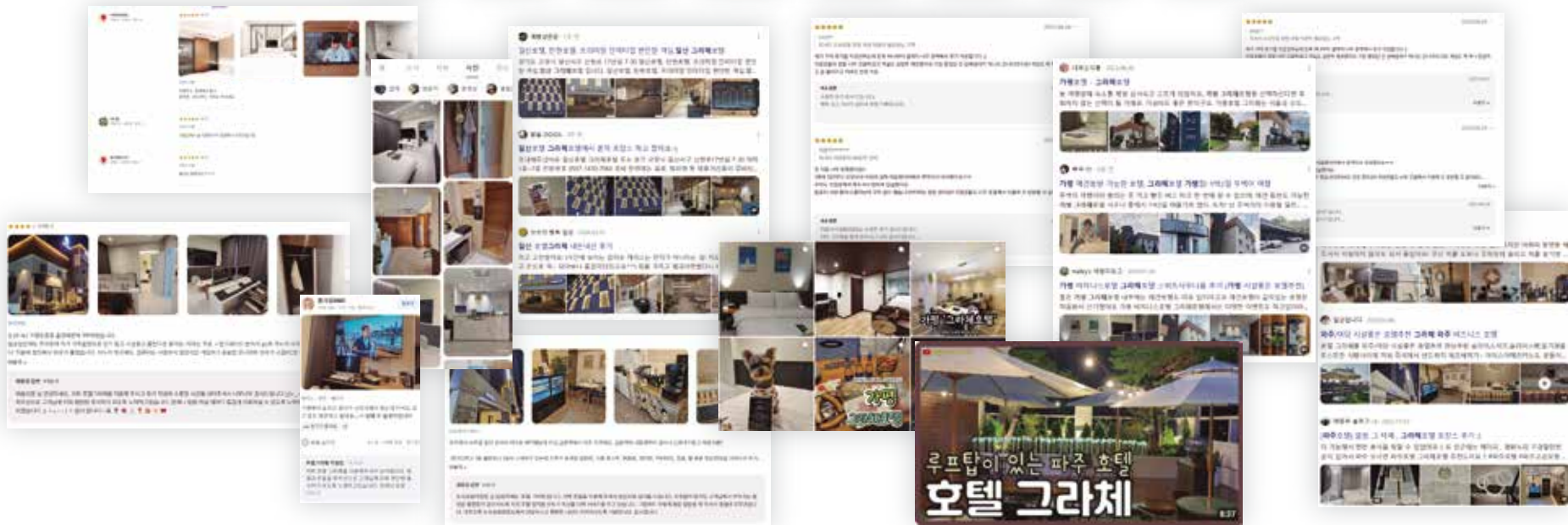
Irreplaceable Promotion... Powerful Marketing Platforms!

MARKETING

STAY-G operates a dedicated marketing division that manages a wide range of marketing activities tailored to each business strategy.

From Naver Blogs and Naver MYPLACE reviews to Instagram reviews, Reels, Shorts, and YouTube content,

STAY-G aggressively executes diverse promotional and digital marketing campaigns



5. STAY-G _ STRENGTH

PHOTOGRAPHY & HOMEPAGE PRODUCTION

From Photography to Homepage Production and Editing — Complete Hospitality Content Solutions!

Website Development

From brand introduction websites to fully integrated booking system platforms, STAY-G develops customized websites tailored to each property's purpose and operational needs.

Photography & Image Enhancement

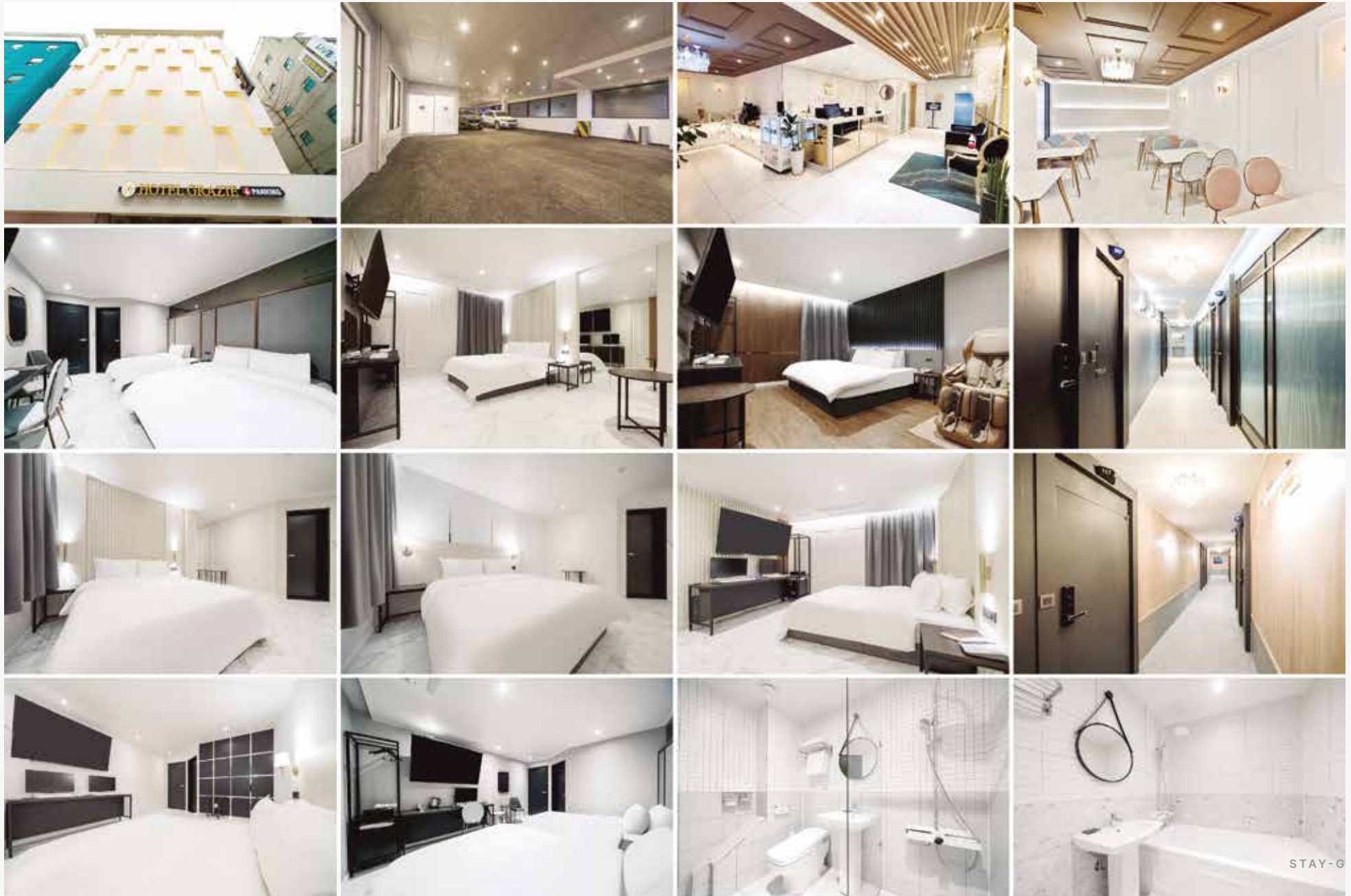
STAY-G professionally photographs building exteriors, guest rooms, facilities, room service, and amenities, while enhancing images through professional editing to create premium-quality

Video Production & Editing

STAY-G produces promotional videos tailored to each client's branding direction, handling the entire process from planning and filming to editing and final production.



5. STAY-G_STRENGTH



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5. STAY-G_STRENGTH

Stable Revenue Through Group Customer Acquisition

SALES

STAY-G attracts group customers through partnerships with travel agencies and through both inbound and outbound sales operations.

The company possesses strong sales capabilities that serve as a stable foundation for continuous revenue generation.





6.

WHY Global Expansion

6. Why Global Expansion | Background of Overseas Expansion



Opportunities in the Global Market

- Strong potential for ADR (Average Daily Rate) growth
 - Significant gaps in operational standards
 - A market where operational expertise directly creates profitability
 - Higher profit margins achievable through the same operational system
- **STAY-G's global expansion strategy is not simply about expansion, but about improving profitability and optimizing the overall revenue structure**

6. Target Market | Global

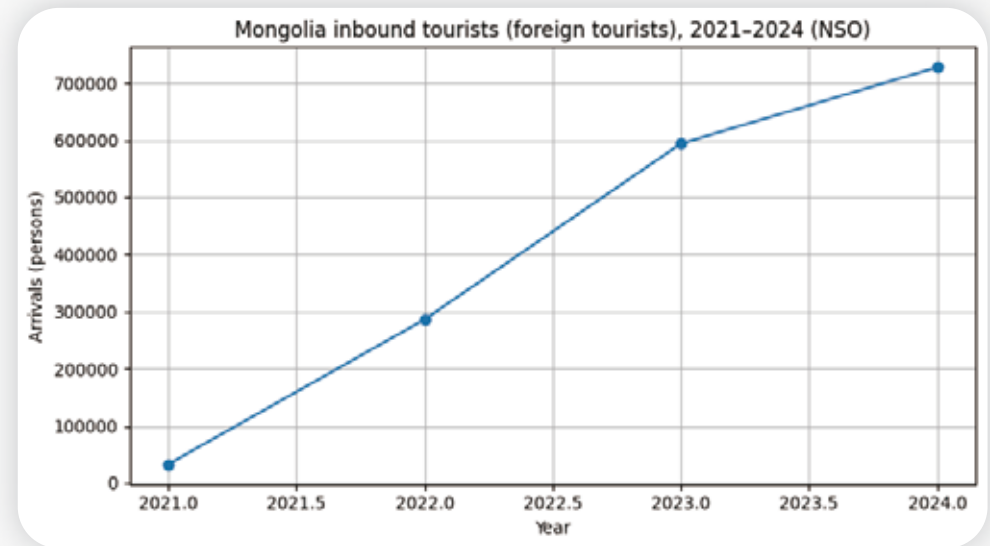
Why Global

- A country of vast nature and growing global tourism demand
- High ADR (Average Daily Rate) with relatively low operating costs
- An emerging travel destination that is still not oversaturated

Validity

- Continuous growth in global travel demand
- Increasing preference among Korean travelers for new and unique destinations

→ **Positioned as an early-stage global tourism market model where STAY-G can most effectively demonstrate its operational expertise and hospitality management capabilities**



6. Operation Strategy | How STAGE Operates

Revenue Strategy

- ADR-focused pricing strategy operations
- Integrated OTA channel pricing and inventory management
- Rate optimization based on seasonality and demand data
- Expansion of direct booking ratios

Risk Management

- Fixed cost structure management
- Rapid response to profitability deterioration
- Application of proven domestic operational models overseas

Cost Control Strategy

- Minimal workforce with unmanned & remote operation systems
- Workforce management based on standardized SOP systems
- Real-time operational KPI monitoring

6. Operation Strategy | How STAGE Operates

Marketing & Promotion

Digital-Focused Strategy

- Intensive management of Google and TripAdvisor reviews
- SNS content production focused on Reels and TikTok
- Utilization of local communities, festivals, and regional event sponsorships

B2B Strategy

- Group package partnerships targeting Korean and Chinese travel agencies
- Airline partnerships (Mongolian Airlines, Korean Air, etc.)

Sales Operations

Inbound Sales

- Contracts with Korean and Chinese travel agencies and corporate partners
- OTA-centered pricing strategies

Local Sales

- Attraction of global corporate events and wedding demand
- Package development for long-stay guests

Safety & HiO Solution

Application of STAY-G's HiO AI System

- Automatic detection of fire, violence, and theft risks
- Preventive issue management through behavioral pattern analysis
- Risk monitoring for nightclub and high-risk entertainment environments



7.

STAY-G _ HIGH TECHNOLOGY

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What is the HiO System?

HiO (Hyper Intelligent Operations) is an advanced integrated operations management system developed by STAY-G.

By recognizing behavioral patterns and proactively responding to events, the system utilizes unmanned monitoring services to comprehensively manage all essential operational functions, including event control, unmanned operations, revenue management, and overall hospitality operations.

HiO Name Origin

H Hyper

I Intelligent

O Operations

Slogan

From detection to decision, action to documentation — the standard for unmanned response, HiO.

7. STAY-G _ HIGH TECHNOLOGY

HiO Behavioral Pattern Analysis + Unmanned Control

Control of Cash Incidents / Disturbances / Fire Risks

- Detects various events that may occur within the property through CCTV monitoring and provides real-time alert services
- Enables rapid response and situation control through unmanned monitoring personnel and integrated control systems

HiO Kiosk + Unmanned Operations

Reduction of Labor Costs & Operational Fatigue

- ☒ Core operational management system that supports sales, inventory management, and unmanned response services for unmanned stores and facilities
- ☒ AI chatbot support enables proactive first-response customer assistance

HiO PMS

Simplified Revenue & Store Management

- ☒ A total PMS system that allows operators to monitor revenue, profit, and store management at a glance
- Seamless management through integration between PMS, kiosks, and behavioral pattern analysis systems

7. STAY-G _ HIGH TECHNOLOGY

HiO Behavioral Pattern Analysis

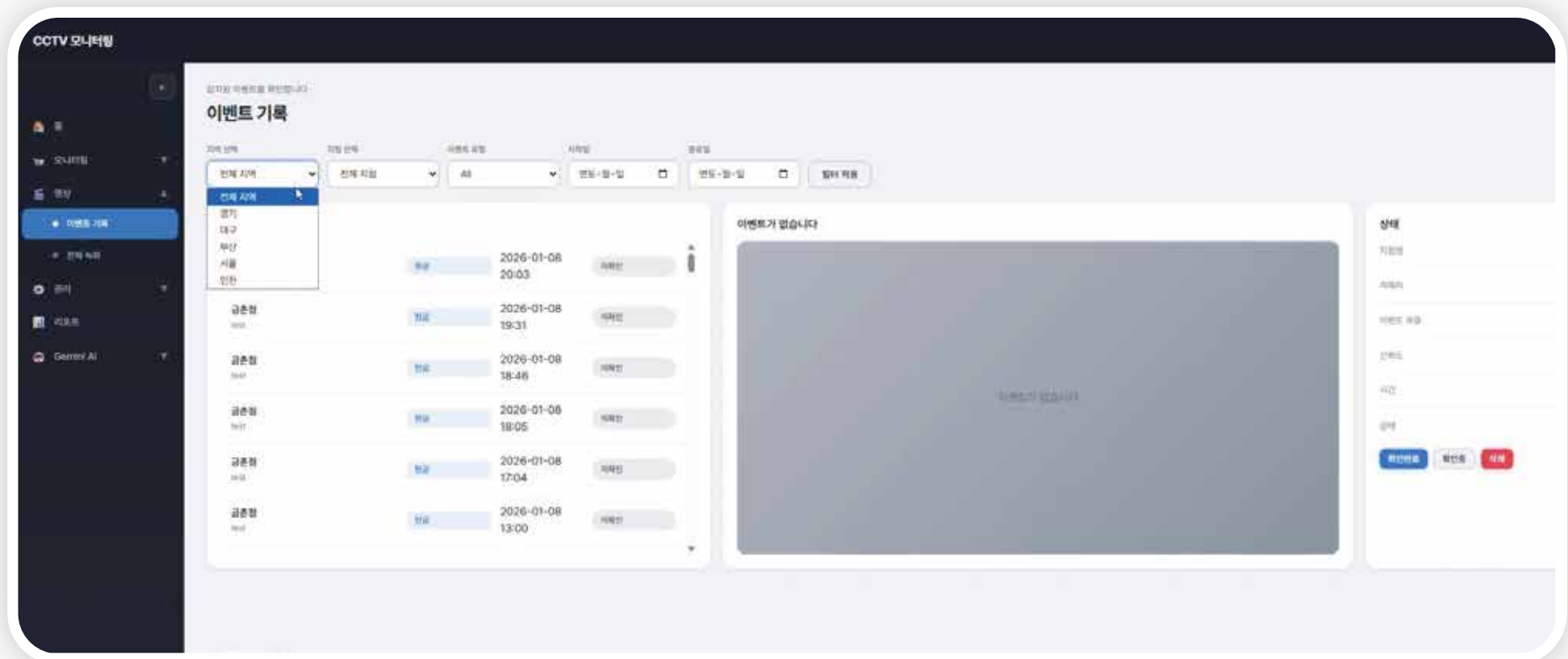
When a payment occurs, the system automatically displays the transaction status, records logs within the system, and sends real-time event notifications.



7. STAY-G _ HIGH TECHNOLOGY

HiO Behavioral Pattern Analysis

When a payment occurs, the transaction is displayed, automatically logged within the system, and real-time event notifications are generated.



7. STAY-G _ HIGH TECHNOLOGY

HiO System Features

HiO Kiosk



Customer support through kiosks during nighttime or when needed
→ Check-in / Check-out / Real-time Room Assignment
Kiosk systems designed to replace manpower throughout the resort
Available not only for guestrooms, but also for restaurant and club menu ordering

HiO Behavioral Pattern Analysis + Unmanned Control



Due to the large-scale nature of resorts, it is difficult to deploy staff across all areas. HiO provides a real-time monitoring system that detects various events through CCTV-installed zones and enables rapid response

HiO PMS



Enables real-time management of hotel revenue and room status
Supports revenue and profit analysis, financial management, and branch operations
All operations can be managed efficiently through an integrated system.

Reference

- Paju Grazie
- Gapyeong Grazie
- Busan Grazie
- Ilsan Grazie
- Pool Villa (Byeokje, Damyang, Gapyeong)
- Damyang Daum
- Gisele Suite Room Seocho
- Yangyang Wave Stage
- Samcheok Hills Snorkel Beach
- Mongolia Seven Star
- Unseo-dong Seattle
- Bupyeong Centro Stay
- Yangsan Jinsu Campus
- Cheongsong Hanok Hotel An