

Δ P P O S T E R

Wearable Technology For Everyone

2026

Total Healthcare Wellness Solutions Powered by AI.

WHO WE ARE

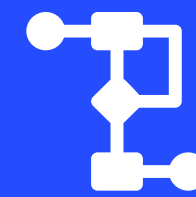
THE FUTURE WE DESIGN TODAY

Combining 15 years of wearable design and hardware expertise with advanced AI capabilities, we empower users to transform their daily routines and design a healthier lifestyle.



A Distinctive Design DNA

Based on years of expertise in wearable form factors, we deliver more than just a useful device—crafting beautiful aesthetics and a comfortable user experience that people naturally want to wear every single day.



Precision Wearable Technology

By integrating 15 years of device development and platform operations expertise, we directly design and implement lightweight, precise, and user-friendly hardware that blends seamlessly into daily life without any restrictions.



Hyper- Personalized Data Intelligence

Through our proprietary AI engine that analyzes millions of biometric and behavioral data points in real time, we deliver hyper-personalized wellness insights that go far beyond simple metrics.

Breaking The Boundaries Of Traditional Healthcare

Our Belief Health should not be a special effort, but a natural part of daily life.

Traditional Healthcare

✗

High Cost Barrier

Premium wellness devices have long been an experience limited to a select few due to steep hardware costs (\$399–\$599) and mandatory monthly subscription fees.

✗

A Routine Overwhelmed by Alerts

Incessant notifications, frequent updates, and short battery life caused fatigue rather than promoting wellness.

✗

Disconnected Data Life

Due to uncomfortable wear and frequent charging, more than half of users removed their devices during sleep, making continuous 24-hour data collection difficult.

b.healthcare

✓

Premium features at an accessible price.

We deliver advanced health tracking capabilities at a reasonable price point, removing the cost barriers to personal wellness.

✓

Quietly and comfortably by your side 24/7.

Our devices are optimized for effortless monitoring, reducing unnecessary alerts and offering long-lasting battery life for worry-free use.

✓

Wellness insights tailored to 'me', not the average.

The ultra-lightweight design allows for comfortable, continuous wear, enabling the seamless collection of 24-hour biometric data.

From The Innovation Of Platforms To The Future Of Data

1

2015~2023

Smart Watch

Building a Wearable Platform

Secured wearable expertise and a global user base through 'TIMEFLIK'.



2

2024~2026

Smart Ring

Expanding Data-Driven Healthcare

Launched 'b.ring' to make data-driven personal wellness accessible for everyone.



3

2027~

Data · AI

Evolving into a Hyper-Personalized AI Platform

Completed an AI wellness platform and established 'b.ring Standard' for Asian health baselines.



Key Milestones

2010 Founded → 2018 Launched TIMEFLIK → 2022 Reached 15M Global Downloads → 2024 Launched b.ring → 2025 Developed Wellness SLM

NOW

b.ring in the Daily Lives of Korea and Japan · Distributed Across Japan's Top 4 Major Electronics Retailers · Official Partner of Samurai Japan · Trusted Partner of the Presidential Office, Samsung, and Google

Four Uncompromising Principles

01 Accessibility For All

Premium quality at an affordable price,
making wellness effortlessly accessible to everyone.

03 Data-Driven Hyper-Personalization

A standard tailored to 'me,' not a one-size-fits-all average,
defining health based on personal patterns and peer groups.

02 Design That Blends Into Daily Life

Beyond technology into everyday fashion
—a device you love to wear ensures the most
consistent wellness tracking.

04 Connection Built On Trust

Safely secured data and shared wellness with family
—technology designed for people.



WHAT WE MAKE

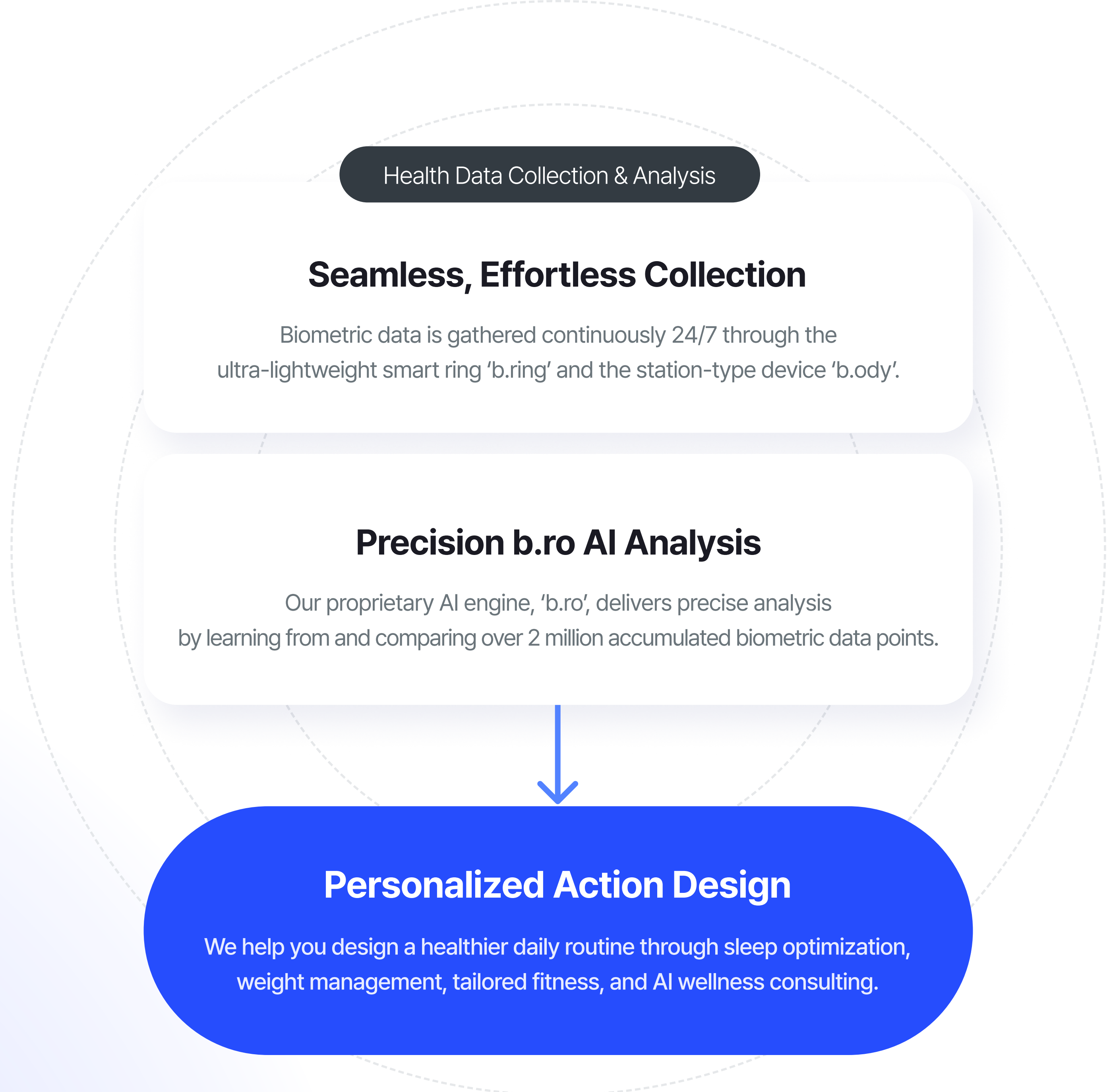
b.healthcare

Designing a Healthy Life Routine through Data

An everyday LIFE ROUTINE partner that collects and analyzes your biology, emotion, and behavior to deliver a personalized wellness routine.

2M+

Biometric data points accumulated to develop our proprietary healthcare AI.



THE FUTURE

Beyond Measurement, into Your Daily Wellness Routine

Automatically measures 6+2 key wellness indicators 24/7, with AI transforming them into meaningful lifestyle improvements.



Activity



Sleep



Heart Rate



Blood Oxygen



Stress



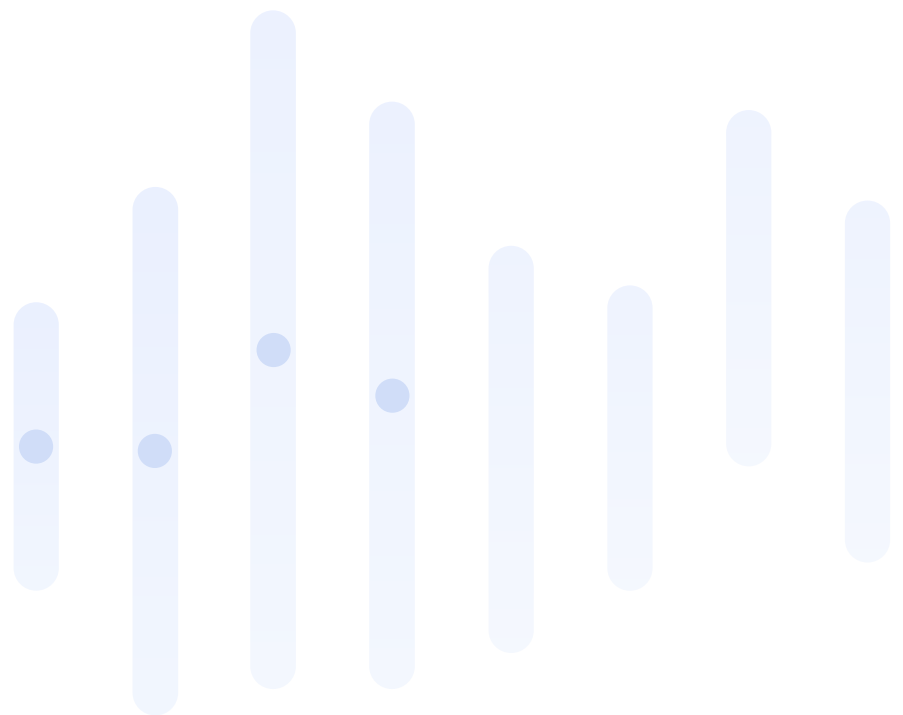
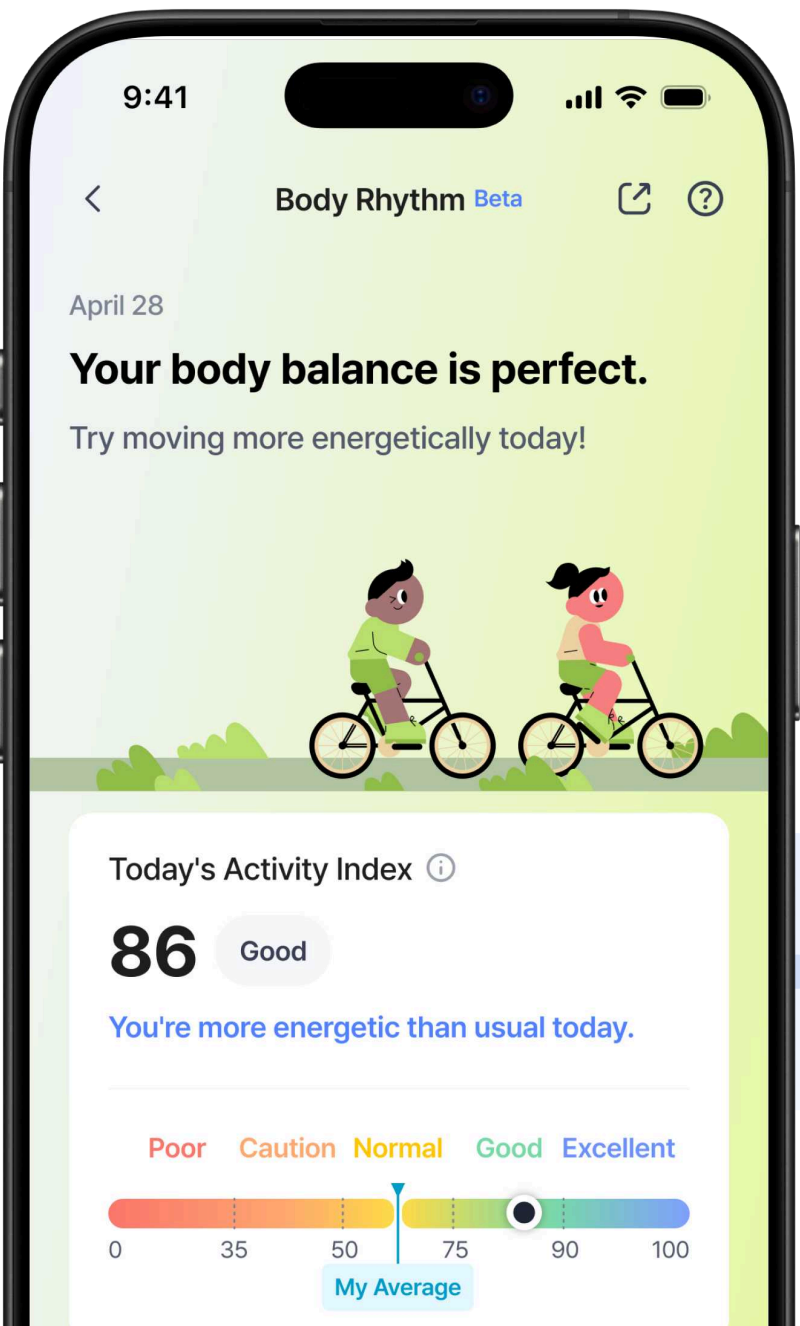
Workout History



HRV



Skin Temperature



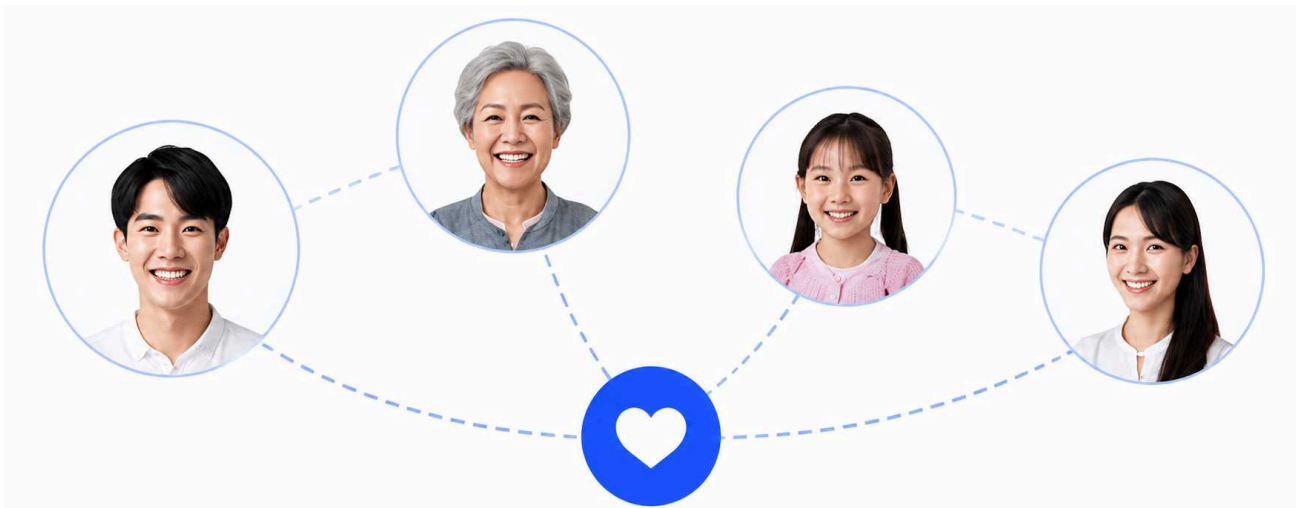
My Own AI Routine

A hyper-personalized AI wellness coach that analyzes your data to suggest optimal sleep, diet, and fitness routines.



Caring Together

Real-time wellness report sharing for family and elderly parents, connecting loved ones when care is needed most.



Lightweight And Free

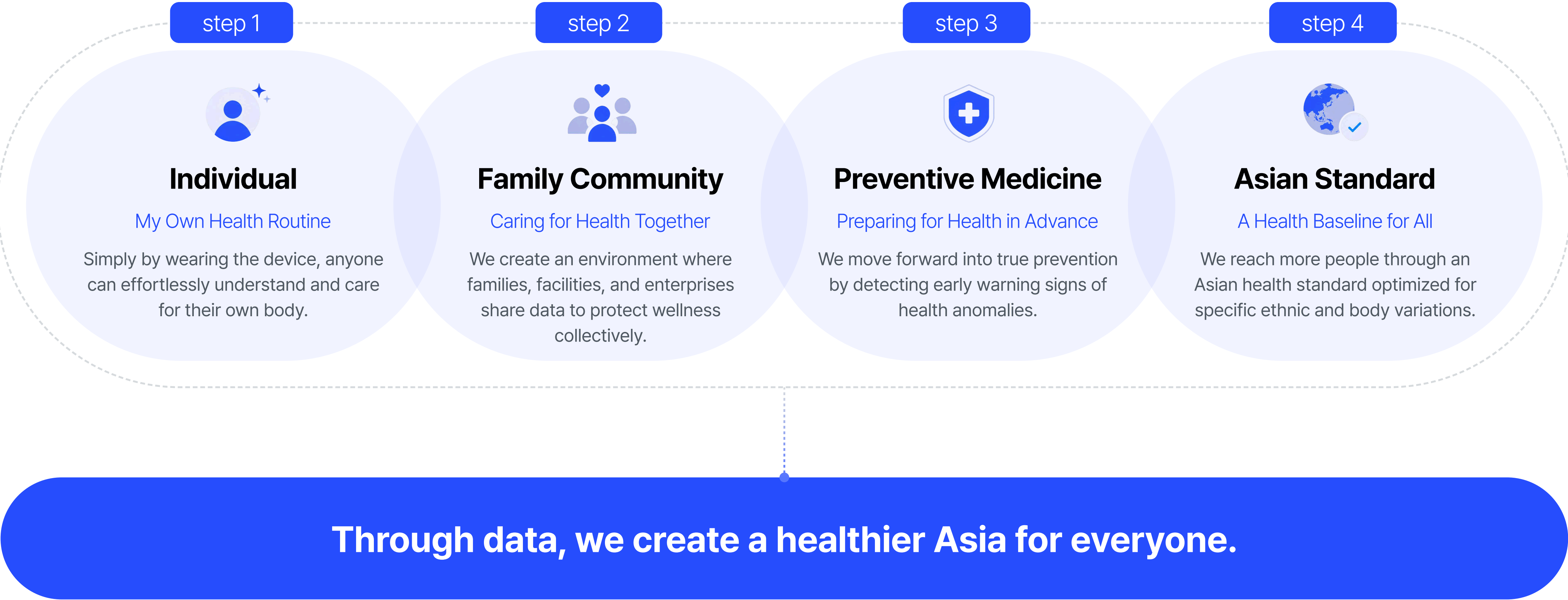
Comfortable 24-hour wear, up to 7 days of battery life, and a free companion app for effortless, worry-free use.



* HRV and Skin Temperature are available only on select devices (b.ring G2 & Pro).

From Personal Wellness to a Universal Health Infrastructure

The future we envision is measured not by the scale of our revenue, but by the number of people living healthier daily lives.

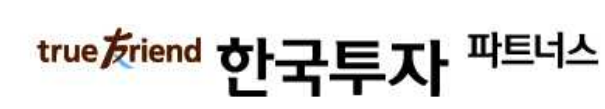


OUR GROWTH

A Journey of Growth Built on Trust

Leading the wearable healthcare market through user-centered technological innovation, we continuously create new value through dedicated R&D and global market expansion.

Key Investors



Korea Investment Partners



Hanwha Life Insurance



InterVest



Comes Investment



InfoBank



Leo Partners Investment



Su Investment



Technology Guarantee Fund (KIBO)

- 2010

Founded Korea Headquarters
- 2011

Grand Prize, Korea Smart App Awards
- Talksong
- 2018

Established US Subsidiary
Selected as Google Global Featured
- 2020

Grand Prize (Minister's Award),
Software High-Growth Club by MSIT
- Preliminary High-Growth Company
- 2021

Winner of Google Play's "Best App of the Year"
(Wearables Category)
- 2022

Established Japan Subsidiary
Grand Prize, Software High-Growth Club by MSIT
- 2025

Grand Prize in Bio-Health,
9th 4IR(4th Industrial Revolution) Awards
- 2026

Selected as an Outstanding ICT Next Company

△ P P O S T E R

Join Us To Design The Future Of Health

Apposter, Inc.

Korea

12F, Small & Medium Business DMC Tower, Seongam-ro, Mapo-gu, Seoul

Japan

5F, Kasumigaseki Building 3-2-5, Kasumigaseki, Chiyoda-ku, Tokyo

USA

3003 North 1st Street #221, San Jose, California