



# PT. MEDI CITY INDONESIA

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Sung Min Park CEO

PT. MEDI CITY INDONESIA Graha Surveyor Indonesia Lt 15, Jl. Jend. Gatot Subroto Kav.56, Jakarta 12950 Indonesia  
T. +62-811-8881-0374 [E. ceo@medi-city.co.kr](mailto:E.ceo@medi-city.co.kr) [H. www.medi-city.co.kr](http://www.medi-city.co.kr)

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2. Partnership



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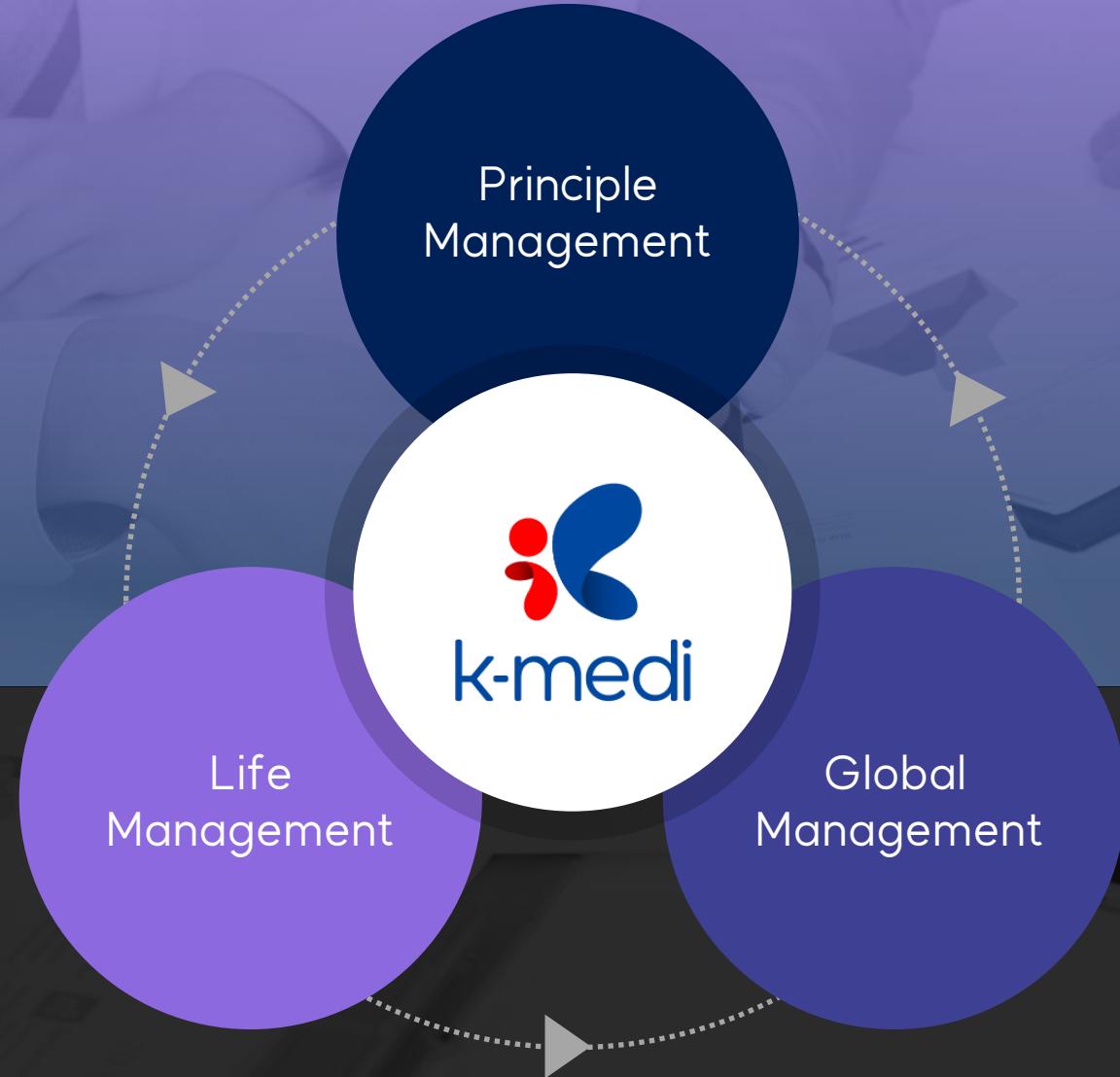
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01

# About us



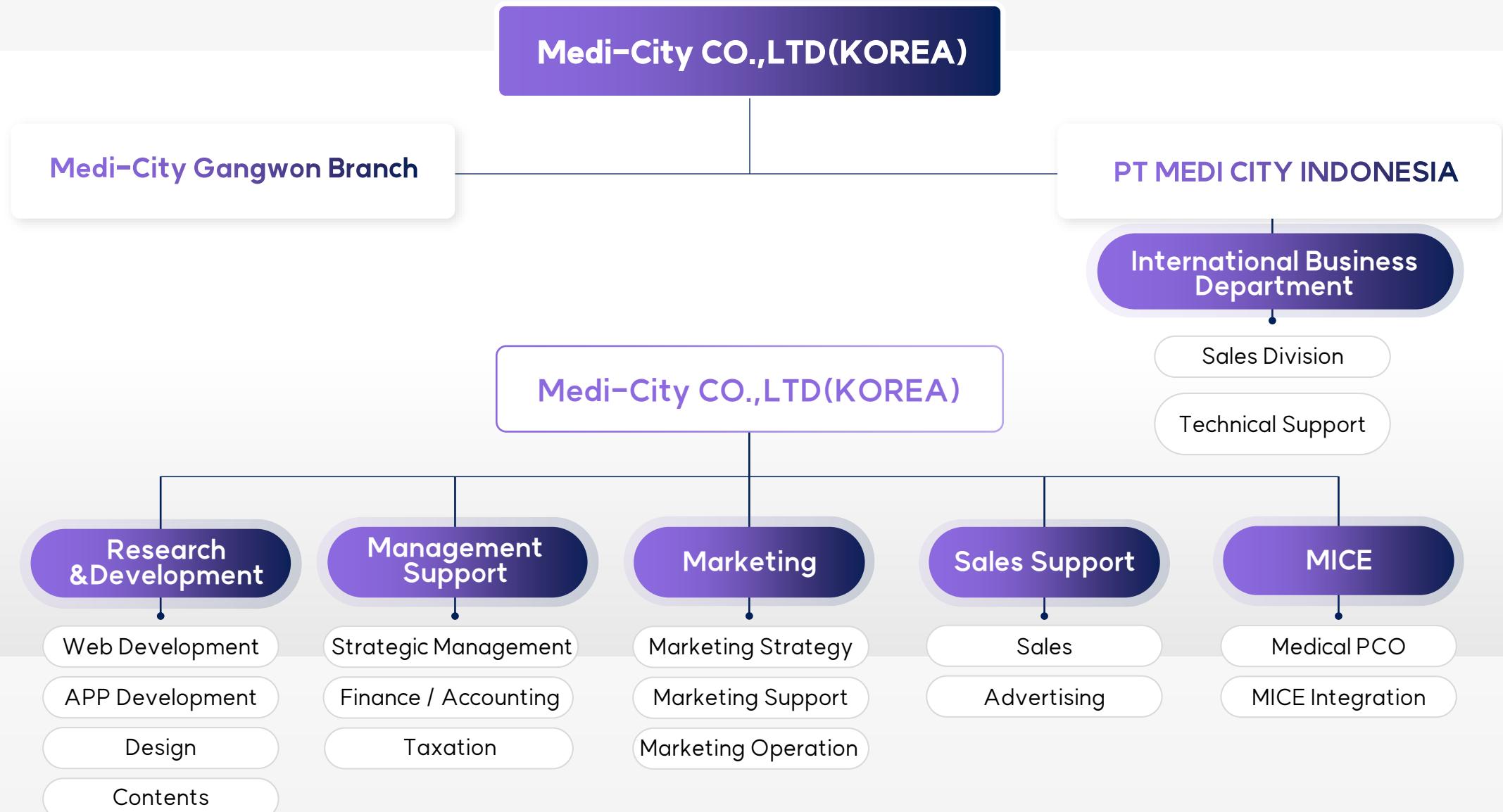
# Company Information



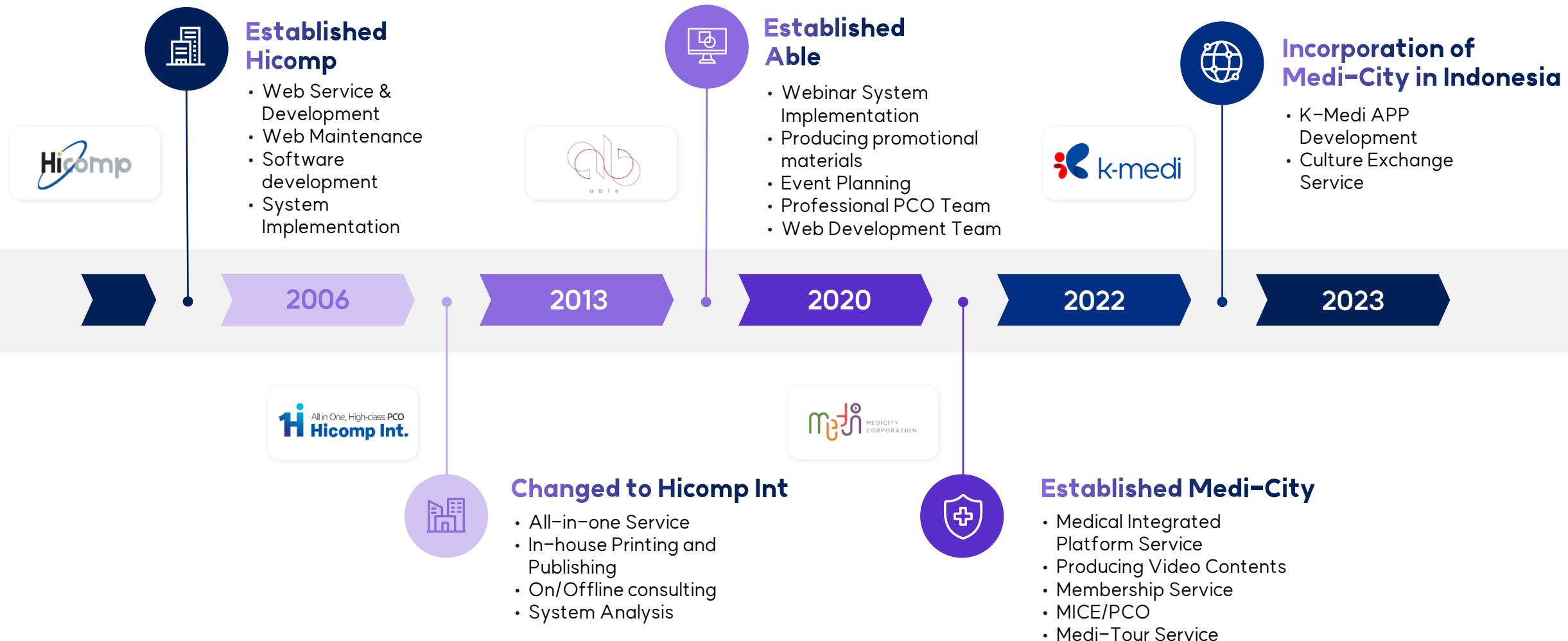
Name	PT MEDI CITY INDONESIA
Established	23 May 2023
CEO	Park Sung Min
Capital	85,000 million won
Business Content	<ul style="list-style-type: none"> <li>• Medical Video Platform Service</li> <li>• Medical Tour Service</li> <li>• Overseas Medical Education Linkage Service</li> <li>• Membership Service</li> </ul>
Number of Employees	10
Location	<ul style="list-style-type: none"> <li>• Indonesia - Gedung Graha Surveyor Indonesia Lantai 15, Jalan Jenderal Gatot Subroto Kavling 56, Desa/Kelurahan Kuningan Timur, Kec. Setiabudi Kota Adm.Jakarta Selatan, Provinsi DKI Jakarta</li> </ul>



# Organization



# History



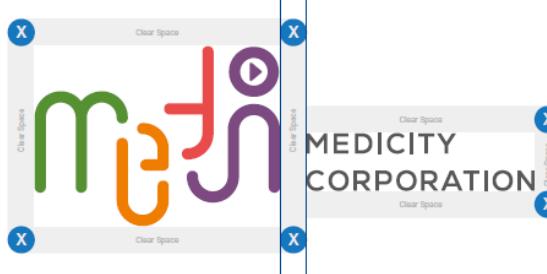
## Corporate Identity

The wordmark design emphasizes flexibility and simplicity, while aiming to represent **the goal of becoming an influential company in the global medical industry, combining various networks (Medical, Media, IT, Big Data)** to contribute to the advancement of the medical field.



### Clear Space System

**Horizontal Version**



**Vertical Version**



### Color Variation

#### PANTONE

Process Color : C69 M24 Y100 K7  
RGB : R86 G145 B49  
HEX : # 5C903F

#### PANTONE

Process Color : C0 M62 Y100 K0  
RGB : R239 G126 B0  
HEX : # F57E20

#### PANTONE

Process Color : C0 M84 Y62 K0  
RGB : R233 G74 B75  
HEX : # F05157

#### PANTONE

Process Color : C59 M78 Y22 K5  
RGB : R124 G74 B129  
HEX : # 7A5184

#### WHITE

Process Color : C0 M0 Y0 K0  
RGB : R255 G255 B255  
HEX : # FFFFFF

#### GRAY

Process Color : C0 M0 Y0 K80  
RGB : R88 G89 B91  
HEX : # 58595B

#### BLACK

Process Color : C0 M0 Y0 K100  
RGB : R35 G31 B32  
HEX : # 231F20

## Brand Identity

The logo's fundamental concept gives meaning to three visual elements.

It illustrates **South Korea's excellent medical technology and knowledge** (represented by the letter "K"), widely known to international medical professionals while adhering to **the principle of human dignity** (left-side figure). It **visualizes the growth direction of the medical industry** (right-side figure).

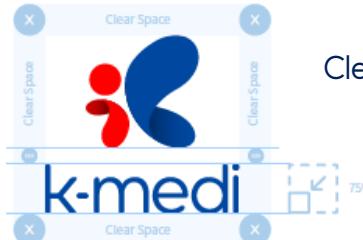


### Clear Space System

**Horizontal Version**



**Vertical Version**



**Symbol**  
**Clear Space**



### Color Variation

**Primary Color**  
**Red**



**Primary Color**  
**Blue**



# Certificates

Trademark  
registration  
application

발급번호 : 5-5-2022-019279341

**본**

**출원사실증명원**  
CERTIFICATE OF APPLICATION

출원인 Applicant	성명 Name	주식회사 메디씨티 medicity Co., Ltd.	주민번호 Residence No	285011-0*****
	주 소	경기도 고양시 일산동구 무정화로 4 3-55, 상무 사카트타워 302호 (장항 동)	전화번호 Phone No	010-8588-3333
대리인 Agent	성명 Name	박수영	대리인 번호 Agent No	9-2020-000246-3
출원번호 Application Number	상표-2022-0061663 TRADE MARK-2022-0061663	출원일자 Filing Date	2022년 04월 04일 APR 04, 2022	
발명(고안)의 영향, 디자인을 표현할 물품, 상품(서비스)의 구분	mefn 09류 / 35류 / 38류 / 42류 / 44류 16007			
Title of Invention, Product(s) Embodied in Design, or Classification of Mark				
용도 Purpose	제출용 For filing	상품 분류 Product classification	다 All	
최종 저분상태 Final status		최종 저분일 Final status date		

위 사실을 증명함.  
This is to certify that the above applicant has filed as stated in this certificate at the Korea  
an Intellectual Property Office

2022년 04월 14일

**특허청장**  
COMMISSIONER



PCT

관인생략

**출원번호통지서**

출원일자 2023.02.06  
 특기사항 심사청구(유) 공개신청(무) 참조번호(MCP220005KR)  
 출원번호 10-2023-0015587 (접수번호 1-1-2023-0136507-23)  
 (DAS접근코드84D4)  
 출원인명 주식회사 메디씨티(1-2022-021545-2)  
 대리인성명 박수영(9-2020-000246-3)  
 발명자성명 이지선  
 발명의명칭 증강 현실을 이용하여 개선된 수술 컨텐츠를 제공하는 방법 및 이를 수행하는 수술  
 컨텐츠 제공 시스템

**특허청장**

<< 안내 >>

- 귀하의 출원은 위와 같이 정상적으로 접수되었으며, 이후의 심사 진행상황은 출원번호를 이용하여 특허로 홈페이지([www.patent.go.kr](http://www.patent.go.kr))에서 확인하실 수 있습니다.
- 출원에 따른 수수료는 접수일로부터 다음날까지 동봉된 납입영수증에 성명, 납부자번호 등을 기재하여 기까운 은행 또는 우체국에 납부하여야 합니다.  
 ※ 납부자번호 : 0131(기관코드) + 접수번호
- 귀하의 주소, 연락처 등의 변경사항이 있을 경우, 즉시 [특허고객번호 정보변경(경정)] 정정신고서를 제출하여야 출원 이후의 각종 통지서를 정상적으로 받을 수 있습니다.
- 기타 심사 절차(예도)에 관한 사항은 특허청 홈페이지를 참고하시거나 특허고객상담센터(☎ 1544-8080)에 문의하여 주시기 바랍니다.
- ※ 심사제도 안내 : <http://www.kipo.go.kr/자식제산제도>

# Certificates

**PCT**

관인 생략

**출원 번호 통지서**

출원 일자: 2023.05.31

특기사항: 심사청구(유) 공개신청(무) 참조번호(MCP220001KR)

출원 번호: 10-2023-0070316 (접수번호 1-1-2023-0602614-64)  
(DAS접근코드236F)

출원인 명칭: 주식회사 메디씨티(1-2022-021545-2)

대리인 성명: 박수영(9-2020-000246-3)

발명자 성명: 이지선

발명의 명칭: 대상 수술의 정보에 기초하여 리워드를 제공하는 컨텐츠 제공 방법 및 이를 수행하는 컨텐츠 제공 시스템

**특허청장**

<< 안내 >>

1. 귀하의 출원은 위와 같이 정상적으로 접수되었으며, 이후의 심사 진행상황은 출원번호를 이용하여 특허로 홈페이지([www.patent.go.kr](http://www.patent.go.kr))에서 확인하실 수 있습니다.

2. 출원에 따른 수수료는 접수일로부터 다음날까지 동봉된 납입영수증에 성명, 납부자번호 등을 기재하여 가까운 은행 또는 우체국에 납부하여야 합니다.

\* 납부자번호: 010-7777-7777 + 접수번호

3. 귀하의 주소, 연락처 등의 변경사항이 있을 경우, 즉시 특허고객번호 정보변경(경정), 정정신고서를 제출하여야 출원 이후의 각종 통지서를 정상적으로 받을 수 있습니다.

4. 기타 심사 절차(제도)에 관한 사항은 특허청 홈페이지를 참고하시거나 특허고객상담센터(☎ 1544-8080)에 문의하여 주시기 바랍니다.

\* 심사제도 안내: <https://www.kipo.go.kr/지식재산제도>

**Overseas PCT**

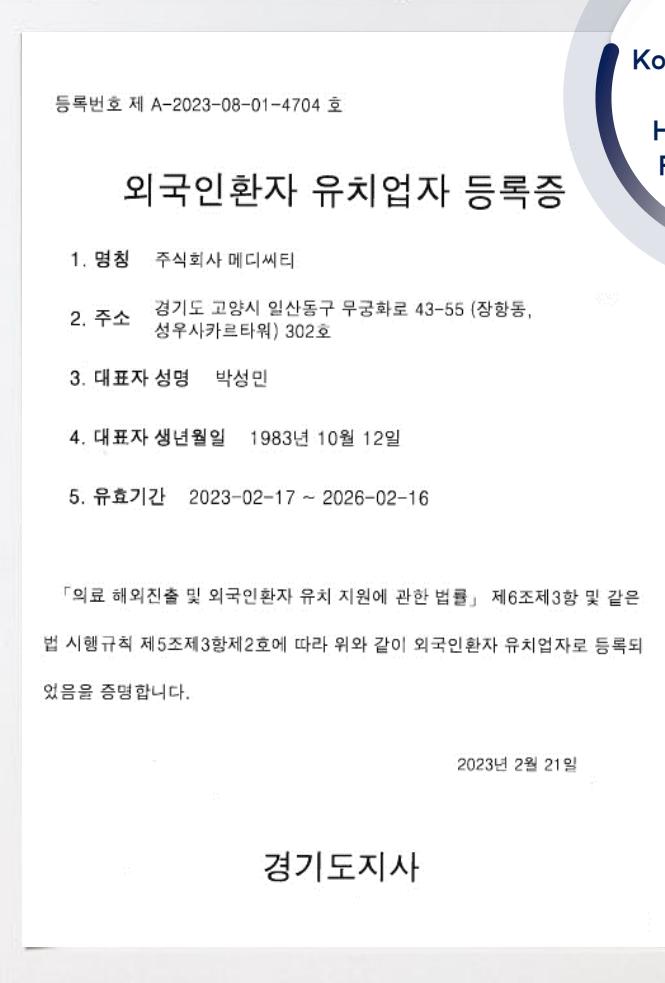
 KIPPO  
KOREAN INTELLECTUAL PROPERTY OFFICE

**전자 제출 접수증**

ePCT-Filing을 통해 제출한 PCT 국제출원을 수리관청(RO/KR)에서 접수하였음을 알려드립니다.  
출원번호와 접수일이 자동으로 부여되었습니다(행정지침 제7부).

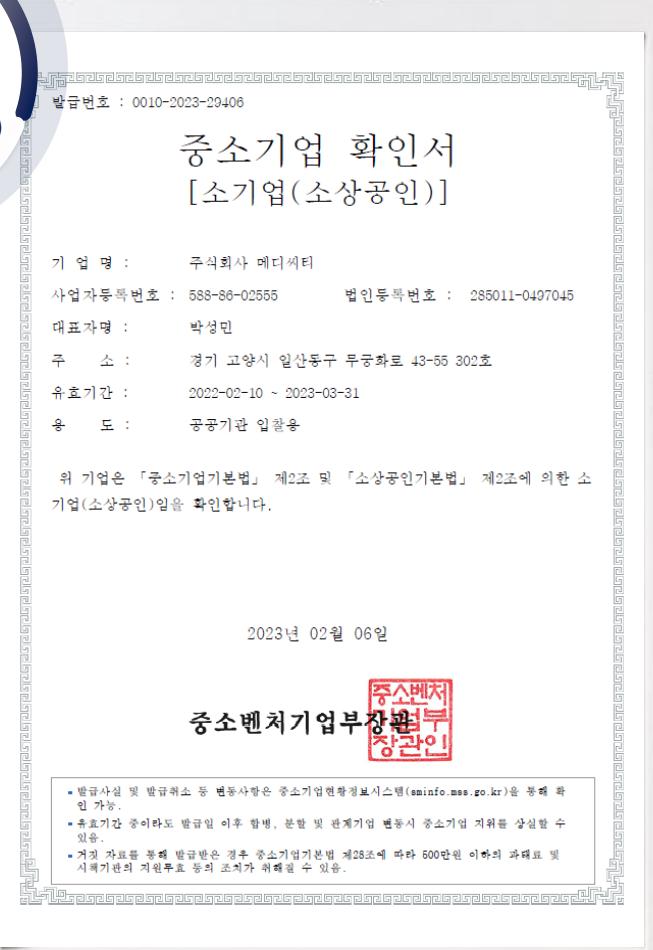
접수번호:	612023001023505	
국제출원번호:	PCT/KR2023/001669	
접수일:	06 February 2023	
수리관청:	Korean Intellectual Property Office	
참조번호:	MCP220005PCT	
출원인:	주식회사 메디씨티	
출원인 수:	1	
발명의 명칭:	증강 현실을 이용하여 개선된 수술 컨텐츠를 제공하는 방법 및 이를 수행하는 수술 컨텐츠 제공 시스템	
제출된 문서:	MCP220005PCT-appb.xml (MCP220005PCT_출원.xml) MCP220005PCT-dpcf-000003.zip MCP220005PCT-fees.xml MCP220005PCT-poat-000001.xml MCP220005PCT-requ.xml MCP220005PCT-vlog.xml	56871 142655 1789 2653 7393 425
제출자:	수영 박 (고객 아이디: user_KR_01-12-3456789_6190)	
접수 타임스탬프:	06 February 2023 17:07 UTC+9 (KST)	
제출에 관한 공식 요약:	CC:SB:AB:4E:79:DE:AD:71:31:E1:D3:6A:1E:25:26:DB:84:17:3D:B7	

# Certificates



# Certificates

**Certificate of  
Small and  
Medium-sized  
Enterprise (SME)**



**PT MEDI CITY  
INDONESIA  
Incorporation**



PEMERINTAH REPUBLIK INDONESIA

PERIZINAN BERUSAHA BERBASIS RISIKO  
NOMOR INDUK BERUSAHA: 2305230037834

Berdasarkan Undang-Undang Nomor 6 Tahun 2023 tentang Penetapan Peraturan Pemerintah Pengganti Undang-Undang Nomor 2 Tahun 2022 tentang Cipta Kerja Menjadi Undang-Undang, Pemerintah Republik Indonesia menerbitkan Nomor Induk Berusaha (NIB) kepada:

1. Nama Pelaku Usaha	: PT MEDI CITY INDONESIA
2. Alamat Kantor	: Gedung Graha Surveyor Indonesia Lantai 15, Jalan Jenderal Gatot Subroto Kavling 56, Desa Kelurahan Kuningan Timur, Kec. Setiabudi, Kota Adm. Jakarta Selatan, Provinsi DKI Jakarta, Kode Pos: 12950
3. No. Telepon	: 01085833333
E-mail	: <a href="mailto:micity.indonesia@gmail.com">micity.indonesia@gmail.com</a>
4. Status Penanaman Modal	: PMA
4. Kode Klasifikasi Baku Lapangan Usaha Indonesia (KBLI)	: Ulat Lampiran

NIB ini berlaku di seluruh wilayah Republik Indonesia selama menjalankan kegiatan usaha dan berlaku sebagai hak akses kepabeanan, pendaftaran, kepesertaan jaminan sosial kesehatan dan jaminan sosial ketenagakerjaan, serta bukti pemenuhan laporan pertama Wajib Lapor Ketenagakerjaan di Perusahaan (WLKP).

Pelaku Usaha dengan NIB tersebut di atas dapat melaksanakan kegiatan berusaha sebagaimana terlampir dengan tetap memperhatikan ketelitian peraturan perundang-undangan.

Diterbitkan di Jakarta, tanggal: 23 Mei 2023  
Perubahan ke-1, tanggal: 23 Mei 2023

Menristek  
Kepala Badan Koordinasi Penanaman Modal,



Ditandatangani secara elektronik

Dicetak tanggal: 23 Mei 2023



01 K-Medi Service

02 Partnership

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# What We Do

02

# What We Do

- › K-Medi Platform Service
- › K-Medi Tour Service
- › K-Medi Edu Service



## K-Medi

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Our subscription-based media service, K-Medi, **aims to enhance the medical proficiency of healthcare professionals in developing countries** by providing excellent lectures, surgical videos, and experimental footage from medical experts in South Korea.



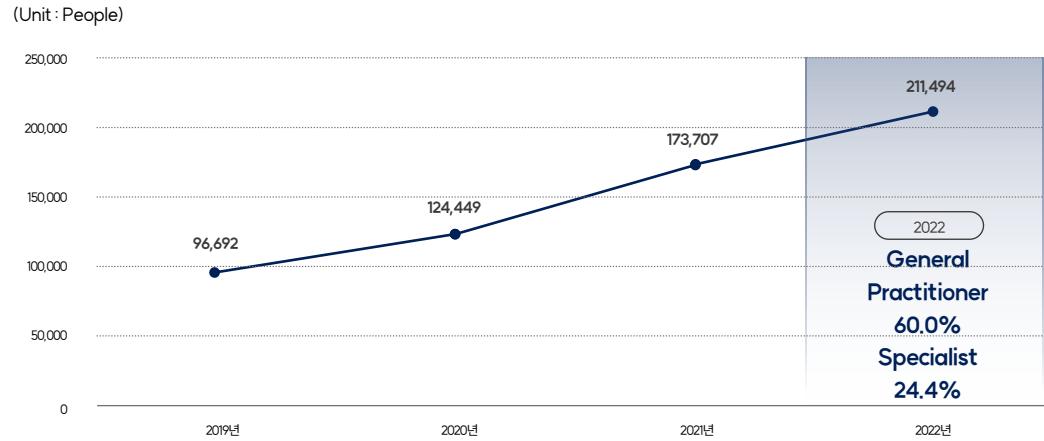
## Incorporation of PT. MEDI CITY INDONESIA

### ⓘ Why only in Indonesia (IDN)?

- Inadequate medical technology and education in IDN.

- As of 2022, IDN, with a population of approx. 270 million, has around 2.12 million doctors.
- In 2019: 96,692 / In 2020: 124,449 / In 2021: 173,707 / In 2022: 211,494

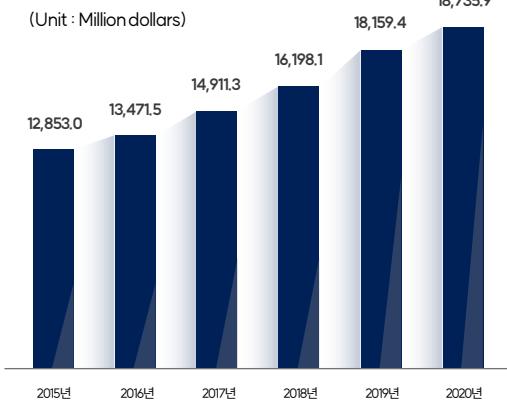
The Number of doctors in IDN



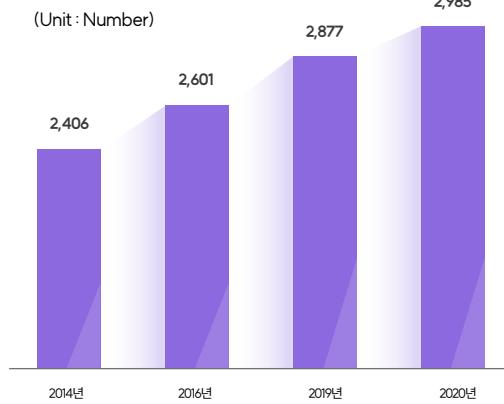
- Rapidly growing healthcare market

– The hospital, medical, and dental services market has been growing at an average annual rate of around 5% from 2014 to 2022.

The Size of Medical market in IDN



The number of Hospital in IDN





## K-Medi APP Architecture



### Utilization of Medical Data and Copyright Issues:

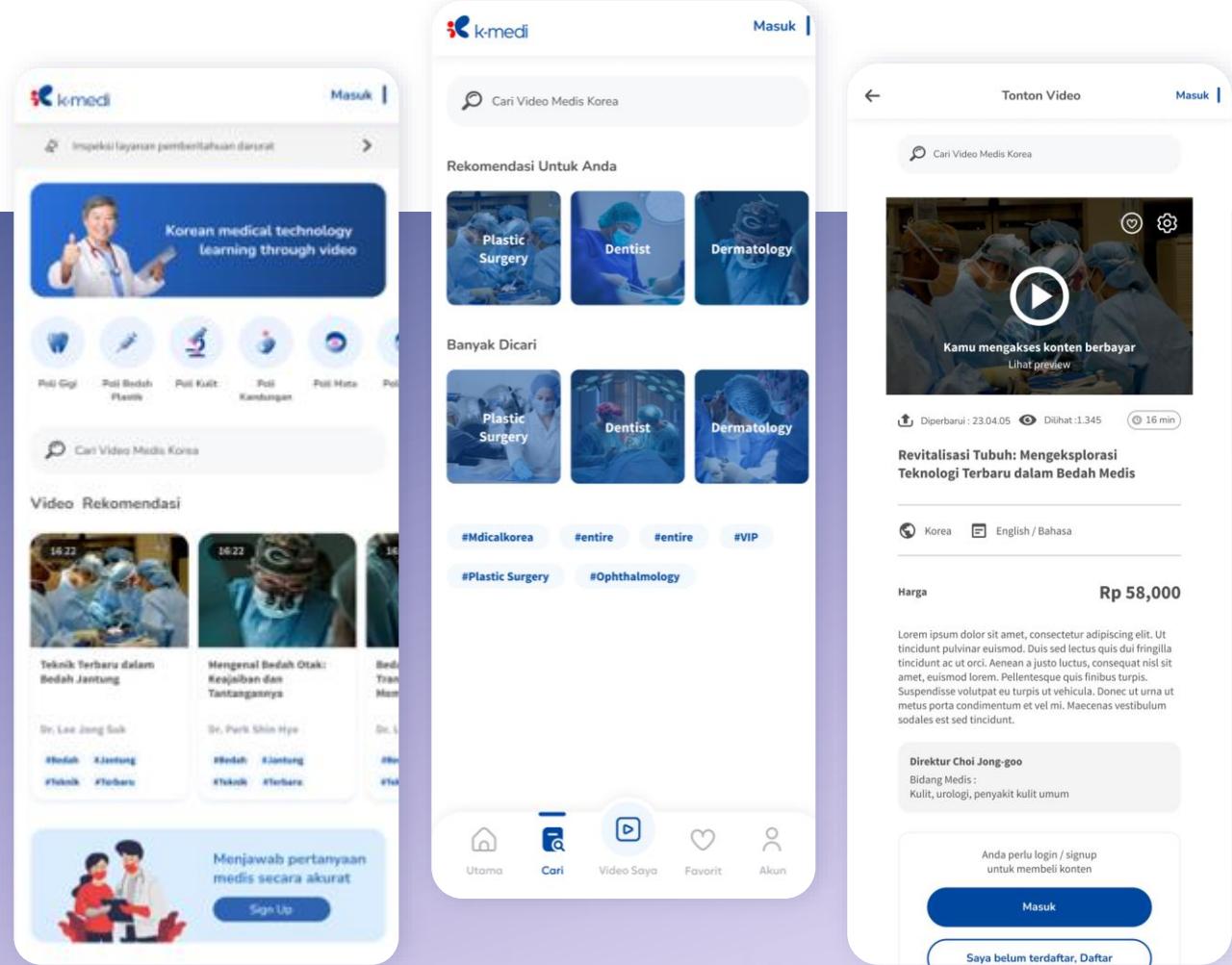
No Restriction on Copyright Ownership for Digital Assets.  
(Article 2, Paragraph 1, of the Personal Information Protection Act)



### Hospital and Content Creator Reward Distribution Policy

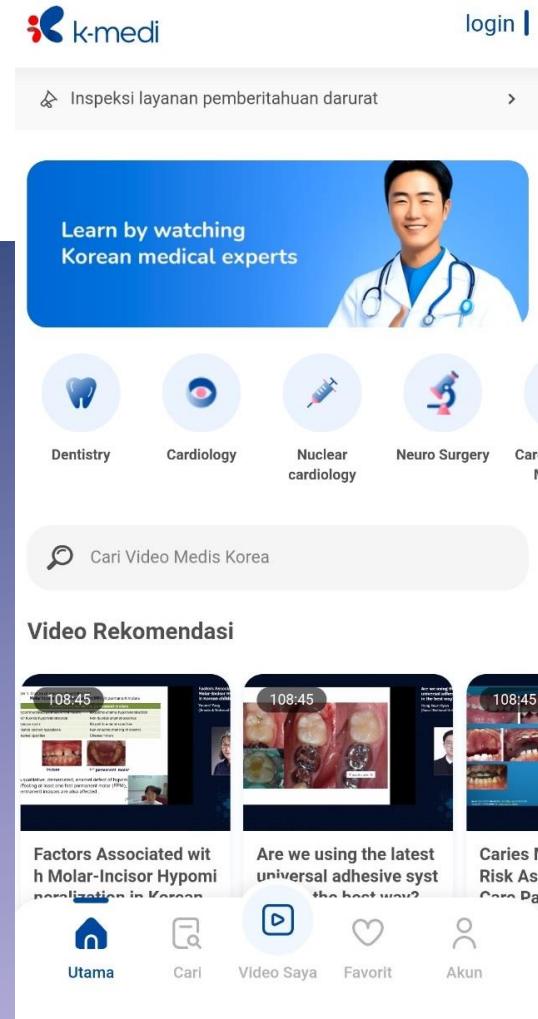
K-Medi APP

# Application of NFT Technology for Copyright Protection and Unauthorized Reproduction Prevention



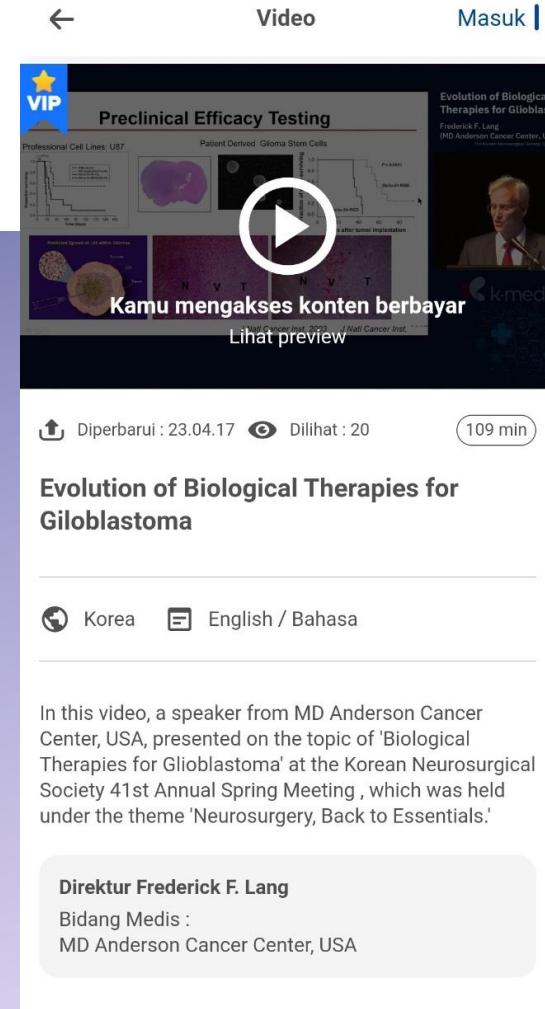


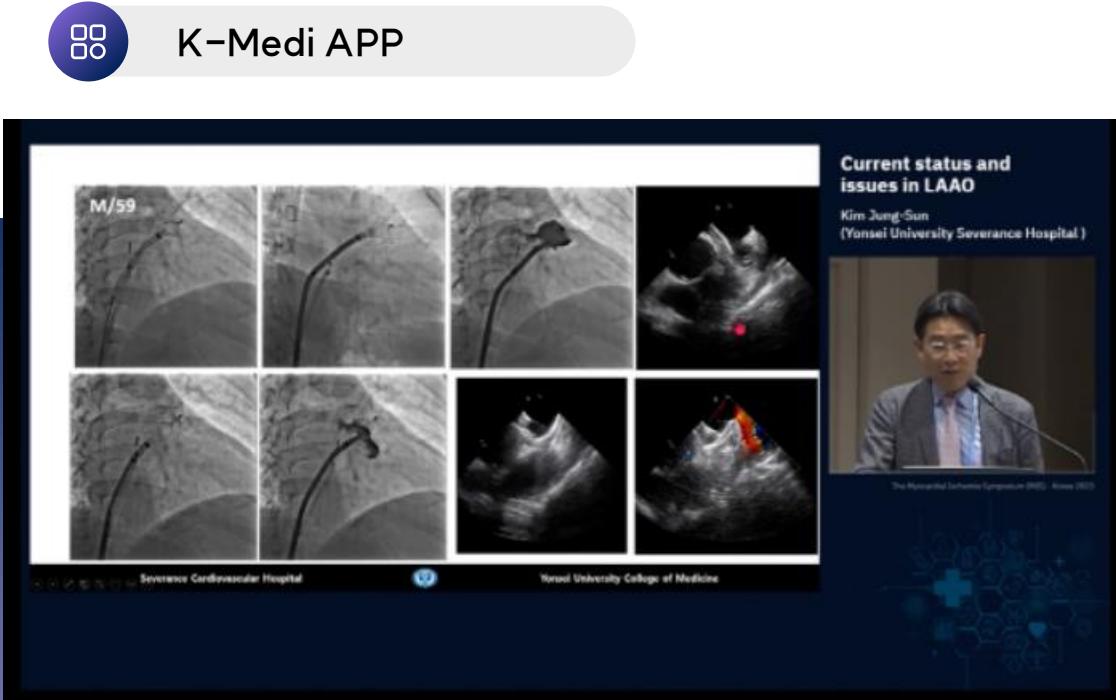
K-Medi APP



Uploaded various contents on different medical specialties

# High Quality Video





High Quality Video

1:1 Direct Q&A  
To Korean Doctor

Ajukan Pertanyaan

Tulis judul pertanyaan

Tulis isi pertanyaan

Tambahkan gambar penjelas (maks. 5)



Saldo Poin 5000p

Poin dibutuhkan

4

Jika anda tidak menerima tanggapan dalam jangka waktu tertentu, poin akan dikembalikan.

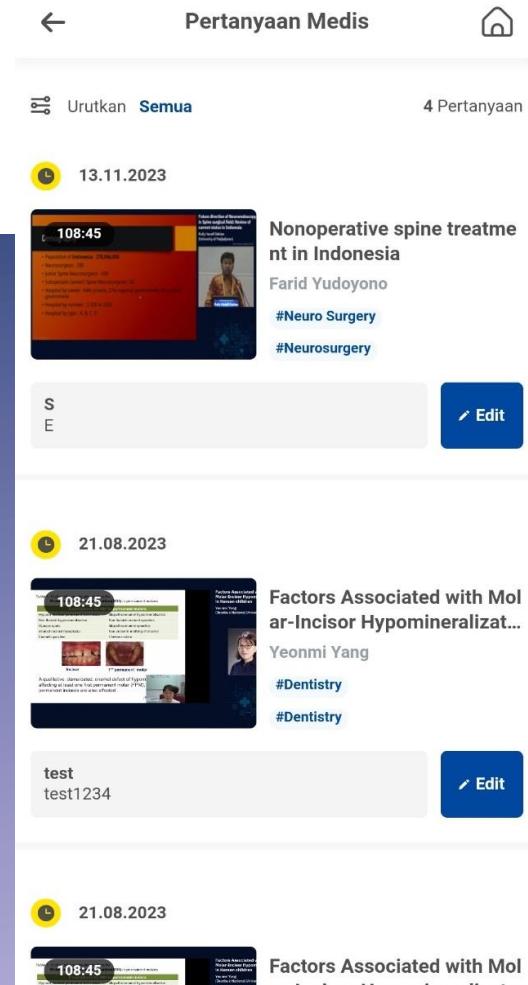


Ajukan Pertanyaan

# K-Medi Platform Service



K-Medi APP



Pertanyaan Medis

Urutkan Semua 4 Pertanyaan

13.11.2023

Nonoperative spine treatment in Indonesia  
Farid Yudoyono  
#Neuro Surgery  
#Neurosurgery

108:45

21.08.2023

Factors Associated with Molar-Incisor Hypomineralization  
Yeonmi Yang  
#Dentistry  
#Dentistry

test  
test1234

21.08.2023

Factors Associated with Molar-Incisor Hypomineralization  
Yeonmi Yang  
#Dentistry  
#Dentistry

108:45

Real-time response check

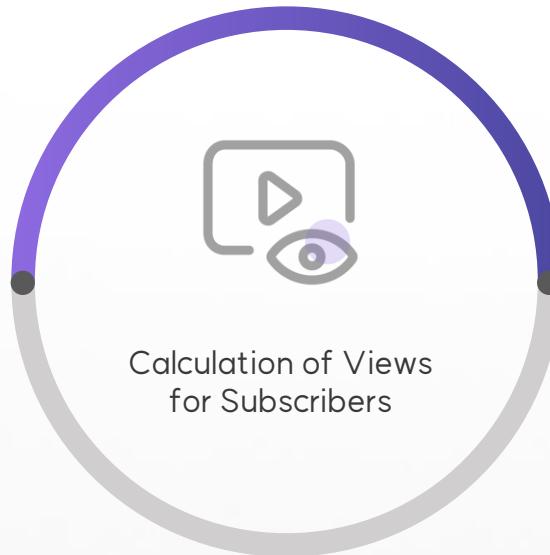
International academic conference can be viewed from home





## Creator Reward Policy

- **4% Reward on Total Revenue** for Medi-City ➯ Creator Distribution





K-Medi Expanding Worldwide





## MISSION

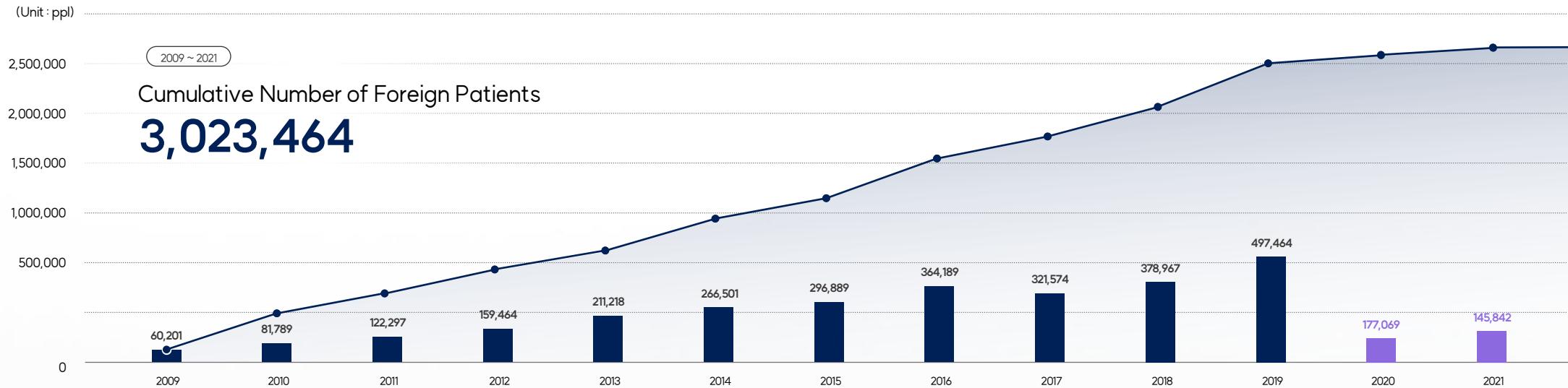
Medi-City operates a membership-based platform centered in Goyang City, connecting medical professionals nationwide. We aim to provide an All in one, comprehensive service that integrates healthcare, medical professionals, and consumers. Our primary focus is on Goyang City, and we aim to attract international medical facility users. We offer various packages combining hospitals, hotels, and tourism, categorized under Clinic and Wellness sectors.

## PLAN

We establish incorporation of Medi-City in Indonesia and with the cooperation of various countries' tourism agencies, the Canadian Embassy, and immigrant councils, we aim to provide patients with an "All in One Service" that goes beyond simple medical treatment to include immigration procedures, air travel, accommodation, medical facility utilization, tourism, and shopping services for inbound and outbound patients.

Medi-City will be held a medical showcase in The Westin Jakarta in 24–25 January 2024 under the theme of K-Aesthetic & ART Indonesia 2024 to inform local Indonesians about Korea's professional Plastic Surgery and Beauty Clinic. As such, Medi-City provides medical and beauty technology and tourism services.

### 🔍 Performance in Attracting Foreign Patients by Year



### 🔍 2021 Foreign Patients' Status by Country

	US	CN	VN	MN	TH	RU	KZ	JP	PH	CA	UZ	ID
PPL	28,889	28,021	10,829	9,145	7,287	6,412	3,484	3,305	2,660	2,333	2,039	1,542
%	19.8	19.2	7.4	6.3	5	4.4	2.4	2.3	1.8	1.6	1.4	1.1



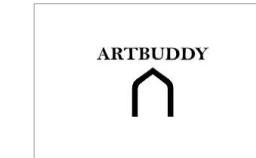
## Medical Internship Program (Short-term/Long-term)

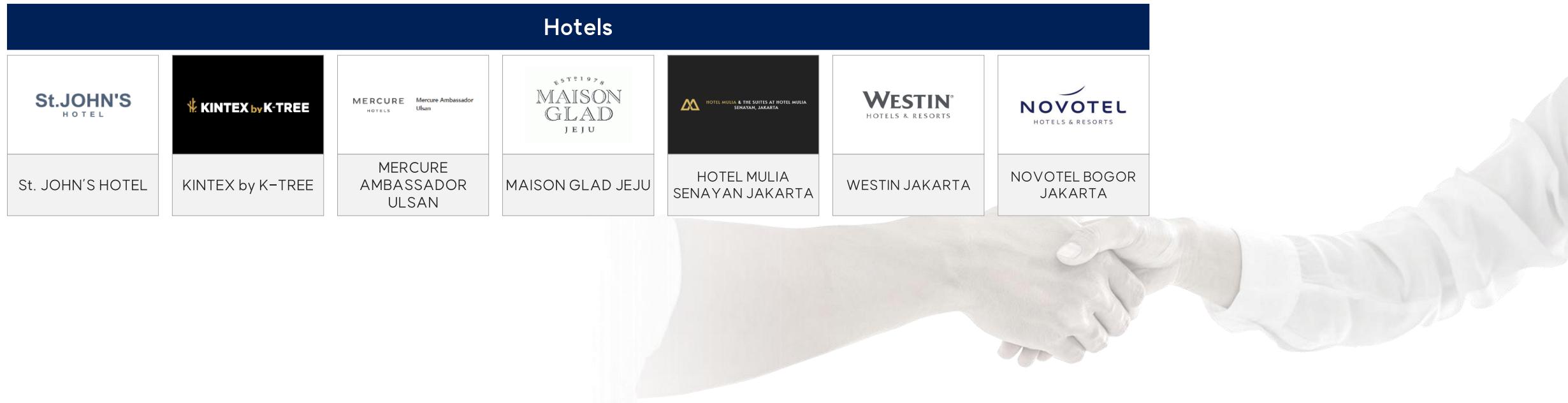
- **Event Management Services** for Medical Conferences, Pharmaceutical Events (New Drug Presentations, etc.), and Medical Device Events (KEMES, etc.)



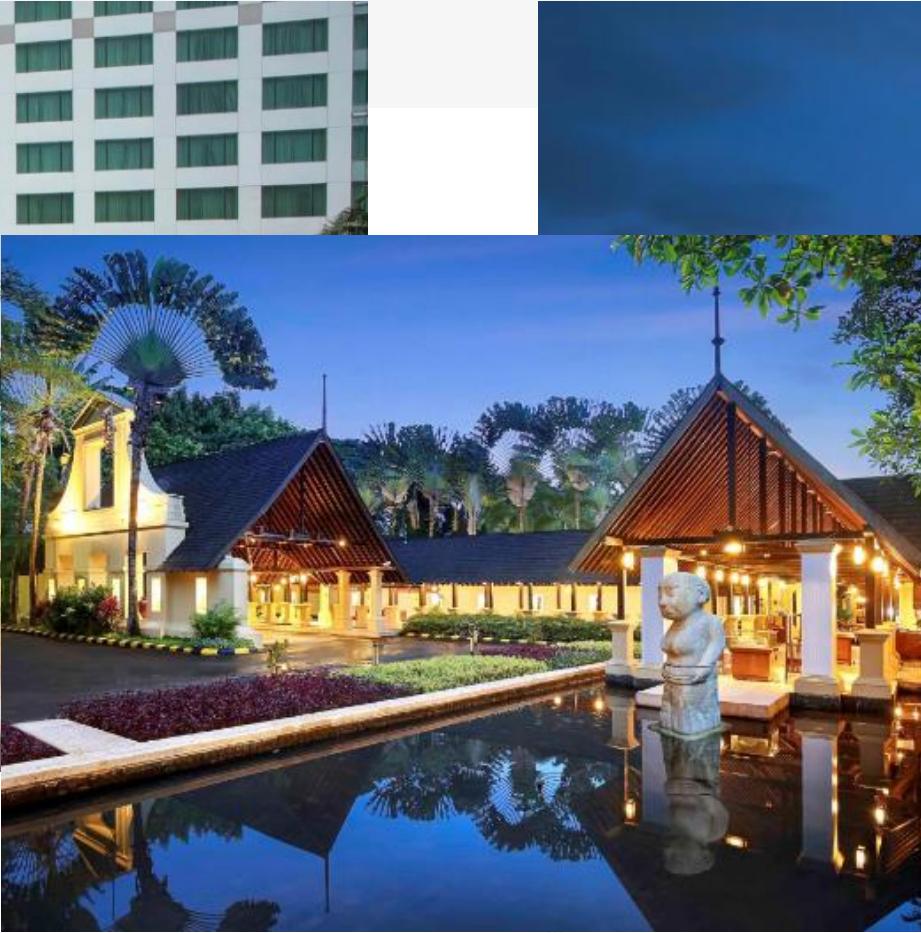
Example of Exchange Program between Indonesia's Dharmais National Cancer Center and South Korea's National Cancer Center

# Partnership

Hospital				Airline / ETC		ART/ Shopping		
								
National Cancer Center	MyongJi Hospital	Saevit Ophthalmology Hospital	IlSan Hospital	AIR MACAU	JNP Intellectual Property & Law	ARTBUDDY	Galley K	J·JIN HOMME



# Partnership



 HOTEL MULIA & THE SUITES AT HOTEL MULIA  
SENAYAN, JAKARTA

HOTEL MULIA SENAYAN JAKARTA

 NOVOTEL  
HOTELS & RESORTS

NOVOTEL BOGOR JAKARTA

 WESTIN®  
HOTELS & RESORTS

WESTIN JAKARTA

**MEDICAL** NATIONAL CANCER CENTER NETWORKS SAEVIT OPHTHALMOLOGY HOSPITAL ONE STOP KINTEX BY K-TREE NEW APP WELLNESS PEOPLE NOVOTEL BOGOR JAKARTA GALLERY K DERMATOLOGY USED SURGERY DENTIST INDUSTRY AIRLINE JNP INTELLECTUAL PROPERTY & LAW

INFORMATION SYSTEMS PROCESSING DESIGN BUSINESS

TECHNOLOGY SERVER

CREATOR DATABASES SAINT JOHN'S HOTEL MERCURE AMBASSADOR ULSAN REWARD

INTERNATIONAL IMPORTANT LECTURE

DATA

CONTENT

ARTBUDDY MEDIA

PLATFORM

ILSAN HOSPITAL J-JIN HOMME ALL IN ONE HOTEL MULIA SENAYAN JAKARTA WORLD VIDEO TRANSPORTATION EXHIBITION TOUR KOREAN WESTIN JAKARTA

PURPOSE FUTURE MEDICITY

K-MEDI CLINIC AIRMACAU



Press Release



"Medi Platform Service Medi-City,  
MOU signing with Gallery ARTBUDDY"

[Source] Daily Economy

"Medi-City, MOU signing with "KINTEX by  
K-TREE Hotel" for Medi-Tour Service"

[Source] Business Korea

"Medi-City, MOU signing whith "National  
Cancer Center and Myongji Hospital"

"Medi-City, MOU signing with  
Custom Tailoring Brand "J-JIN HOMME "

[Source] Daily Economy



**Thank You**