Company Introduction: kt Millie Seojae

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As one of the largest E-book reading platforms in Korea, kt Millie Seojae was established in 2016 under the slogan “Unlimited Friendship with Reading.” In 2017, it introduced the country’s first subscription-based e-book service. As of end of December 2025, the number of affiliated publishers stood at 2,400. The platform currently holds approximately 220,000 reading materials, securing an overwhelming amount of content among domestic e-book subscription service platforms.

Used by a wide range of age groups, kt Millie Seojae has the largest number of subscribers in their 20s and 30s who account for over 60% of the total subscriber base. This can be interpreted as kt Millie Seojae enjoying recognition as a trend-leading platform among Millennials and Gen Z who are the primary consumers of digital content.

kt Millie Seojae was acquired by kt Genie Music, a subsidiary of the KT Group, in 2021. The two companies are focusing on creating synergies based on stories in a variety of genres and formats, pursuing the OSMU (One Source Multi-Use) of book intellectual property (IP) under KT's media value chain.

In addition, in 2024, kt Millie Seojae established an AI Service Division and introduced a new form of reading content by unveiling the “Persona Chatbot” by author Kim Ji-yun, writer of《The World of Mothers and Daughters.》This was the first such feature on E-book reading platform, aimed at meeting the needs of Generation Z who actively utilize AI. Following the Persona Chatbot, the platform introduced the “AI Smart Keyword” feature that summarizes and analyzes subscribers' book reviews, extracting keywords for easier and faster selection of books tailored to individual preferences. Furthermore, to enhance the reading experience, the platform launched the “AI TTS” feature, allowing users to switch to “audible reading” based on their situation and needs and ensuring that their reading experience is continuously connected.

○ Representative Content Introduction

1) E-books: kt Millie Seojae offers an extensive collection of E-books ranging from new releases to bestsellers. In addition to regular books, magazines, genre books, and “Millie Originals”—original content created by Millie Seojae—there are over 200,000 titles available, providing users with numerous ways to discover their next life-changing read.

2) Audiobooks: kt Millie Seojae offers a variety of audiobooks including “Celebrity Audiobooks” where celebrities read the books themselves, “Full-Reading Audiobooks” featuring multiple narrators reading the entire book, “Summary Audiobooks” that provide book summaries, and “AI

Full-Reading Audiobooks" narrated by AI. Additionally, the platform offers "Visible Audiobooks (Reading Books)" that combine E-books and audiobooks to enhance reading concentration.

3) Audio Dramas: These are audio contents that adapt original books into drama formats, featuring vivid voice performances by multiple actors and voice talents. Each episode lasts about 15 minutes, with a total of 10 episodes per series. As the first co-produced audio drama by kt Millie Seojae and Genie Music, 《Welcome to the Hyunam-dong Bookshop》 has drawn considerable attention thanks to strong performances by talented actors such as Oh Yeon-seo and Lee Soo-hyuk.

4) Chatbooks: Chatbooks are chat-based reading content targeting Millennials and Generation Z who are familiar with chat formats. Through adaptations by professional writers, original books are reimagined in an easy, entertaining way, allowing even challenging books to be read easily in 10-15 minutes conversation-style format.

○ Representative Service Introduction

1) Millie Pairing: An innovative service that continuously connects various reading formats such as paper books, e-books, vehicles, audiobooks, and AI TTS. Previously, when switching from an audiobook to an E-book, users had to find the passage manually; with Millie Pairing, however, users can seamlessly continue reading even when their reading environment or device changes. Millie Pairing provides five core features that connect various reading environments. First, the e-book viewer supports "Reading Mode" and "Listening Mode." In Reading Mode, users can read e-books; in Listening Mode, they can select audiobooks or AI TTS, with the reading position automatically synchronized when switching modes. Users can listen to audiobooks in their car by linking to the vehicle's audio system. They can easily find the e-book they want to read by scanning the barcode of the paper book and can continue reading from a specific point with the page search feature.

2) Reading Records: The Reading Records service (or feature) integrates both online and offline reading activities. The redesigned "My Library" lets users store all the books they wish to track and now includes a bookshelf-sharing feature that reflects personal preferences, as well as a reading calendar that allows users to check their monthly reading status at a glance.

3) Annotation Mode: Annotation Mode supports freehand annotations on all E-books, including PDFs and ePubs. It provides three types of writing tools—pen, fountain pen, and highlighter—along with a laser pointer feature. All annotations are saved separately, allowing users to review them anytime.

4) AI Smart Keyword: This service uses genuine reviews left by subscribers and book metadata to enable AI to recommend "reasons why you should definitely read this book" in a contextual manner.

5) AI TTS: Using AI speech synthesis technology, this service provides natural, human-like voices. It enhances the reading experience by letting users listen to all the books offered by Millie's Library, from bestsellers to new releases.

6) Millie Road: Millie Road is a publishing platform for discovering new writers and securing original IP and content. Anyone can become a writer, write freely, and publish his or her content. Uploaded works can be officially serialized as Millie Originals through reactions from "Milleojuri" (reader voting).

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