

EXLAB COMPANY PROFILE

From Planning and Design to Production and On-Site Operations,
We Create Brand Experiences That Leave a Lasting Impression.

EXHIBITION · POP-UP · EVENT · TRADE FAIR





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COMPANY OVERVIEW

Exhibition design & build studio since 2017, incorporated in 2023.
Led by a spatial designer with 22 years of field experience.

180

Booth units delivered

AWE 2024 · Shanghai

One team

Design through delivery

Integrated project delivery

~15,000

Visitors over three days

AGF 2025 · NIKKE

22 yrs

Founder's field experience

Since 2017 as EXLAB

Company Name

EXLAB Corp.

CEO

Grey Shin

Established

2023. 01. 20

Services

Design / Fabrication / Build

Website

www.exlab.co.kr/en

Email

ex@exlab.co.kr

Tel.

+82.2.515.8687

Fax

+82.2.515.8685

Address

3F, 3 Seolleung-ro 134-gil (40-5 Cheongdam-dong), Gangnam-gu,
Seoul, Republic of Korea

LEADERSHIP

Grey Shin

Founder & CEO

Grey leads the planning, design and construction supervision of exhibitions, pop-up stores and brand experience spaces. His portfolio includes work for LG Electronics, Samsung, NEOWIZ, Tencent and CJ Freshway, and he brings design expertise and hands-on site experience to every EXLAB project.

"We create spaces that serve your brand's goals, taking responsibility from the first idea to the final day on site."

Awards & Patents

AWARD · KIDP

**39th Korea Industrial Design Exhibition
Minister of Education Award**

AWARD · BCCI

**23rd Busan Industrial Design Exhibition
Kukje Construction Award**

AWARD · KINPEX

**31st Korea Invention Patent Exhibition
Gold Prize**

PATENTS

Two patents filed and registered (2013)

WHY EXLAB

A Great Exhibition Booth Does More Than **Just Look Good.**

01 Licensed Contractor

Registered for interior construction in Korea — we build what we design.

02 Design to Delivery

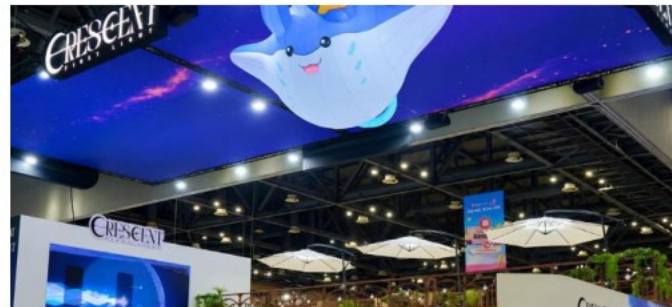
Planning, 3D design, fabrication, installation and site supervision in one team.

03 Project-specific delivery

Schedules agreed to suit the scope and venue conditions.

EXLAB integrates brand messaging, visitor flow, interactive experiences, and on-site operations to create memorable brand experiences that stand out.

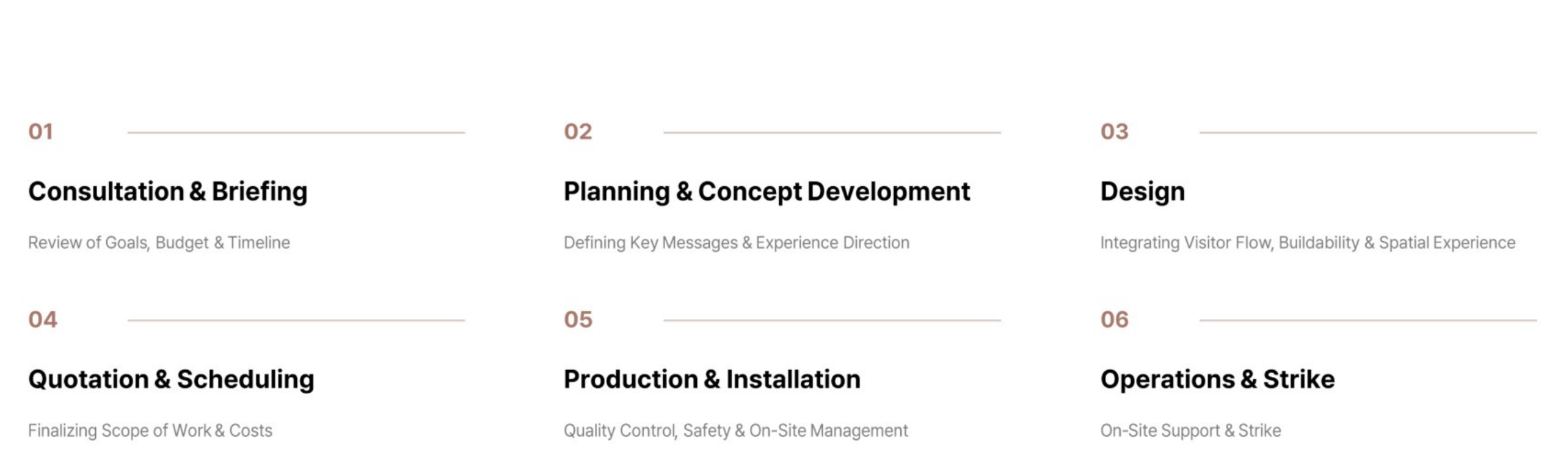
Spatial Planning | Design & Engineering | Production & Installation | On-Site Operations



ONE-STOP PROCESS

A Seamless Process from Consultation to Execution

We turn client requirements into **practical design** and **production plans**, considering **goals, budgets, timelines**, and **site conditions**.



WORKING WITH US

A clear plan for every project

We review your schedule, project scale and venue conditions to define the scope and next steps.

3 business days

Initial response

An initial review, indicative estimate and next steps.

By project

Fabrication & installation

Schedules agreed to suit the approved scope and venue access.

Defined scope

Quotation & terms

Scope, schedule and commercial terms agreed before execution.

Local & global

Project consultation

Site and delivery requirements reviewed for each location.

Production schedules and payment terms are agreed per project. This profile is not a quotation or contract.

Contact ex@exlab.co.kr · +82.2.515.8687



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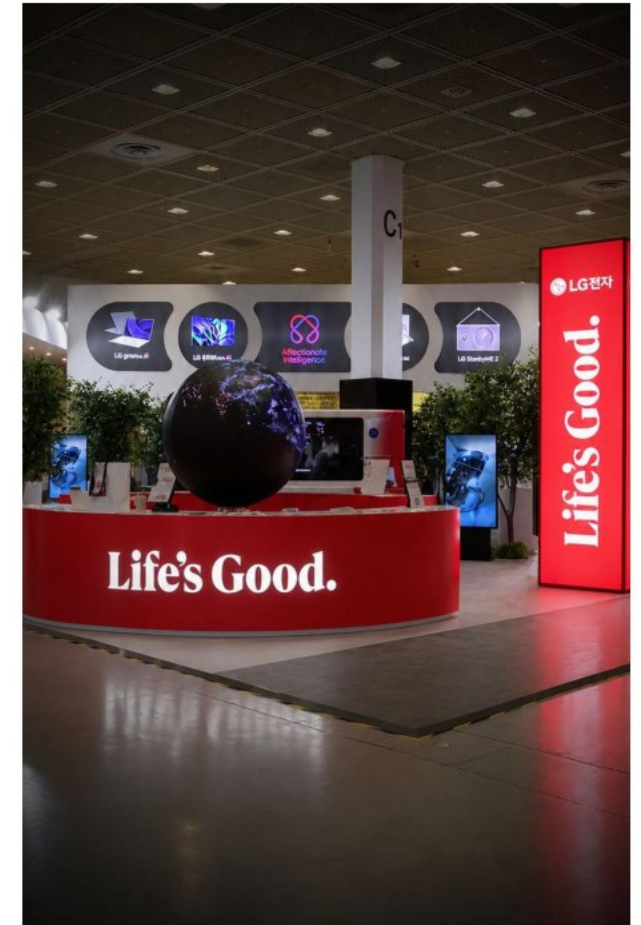
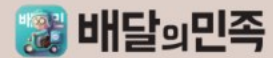
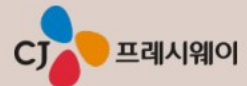
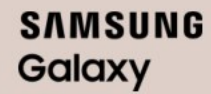
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CLIENTS

Proven Experience with Leading Brands

We create tailored spatial experiences for brands across industries, from **home appliances** and **F&B** to **gaming** and **entertainment IP**.





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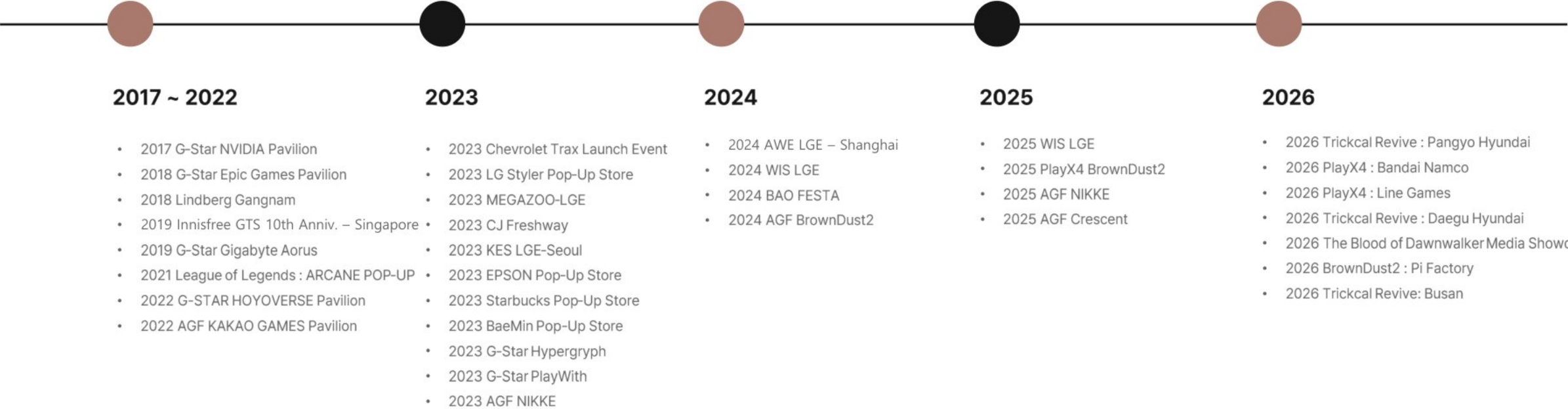
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PROJECT HISTORY

Project Experience | 2017-2026

EXLAB has delivered a wide range of projects, including **large-scale exhibitions, gaming conventions, pop-up stores, brand events, and media showcases.**



2024 AWE : LGE 03.14-03.17



EXLAB designed and built LG Electronics' exhibition space at AWE 2024 in Shanghai.
The 180-booth-unit space connected premium appliances, lifestyle displays and IT gaming experiences.





2024 WIS : LGE 04.17-04.19



LG Electronics redefined AI as "Affectionate Intelligence,"

showcasing its vision through the LG Alphable mobility concept and LG gram Pro displays.

The OLED signage zone combined real water features with digital imagery, blurring the line between reality and technology to highlight LG's advanced OLED capabilities.





2024 BAO FESTA 07.15-09.12



To celebrate the **Bao panda family's birthdays** and the launch of **Samsung's Galaxy Z Fold6 and Z Flip6**, a large-scale exhibition was created at Everland. Inspired by the pandas' playful poses, the space incorporated the Galaxy Z Flip6's signature foldable design into an immersive brand experience.



2024 AGF : BrownDust2 12.07-12.08



The booth featured live **cosplay performances**, **character showcases**, **quizzes**, and **exclusive merchandise giveaways**.

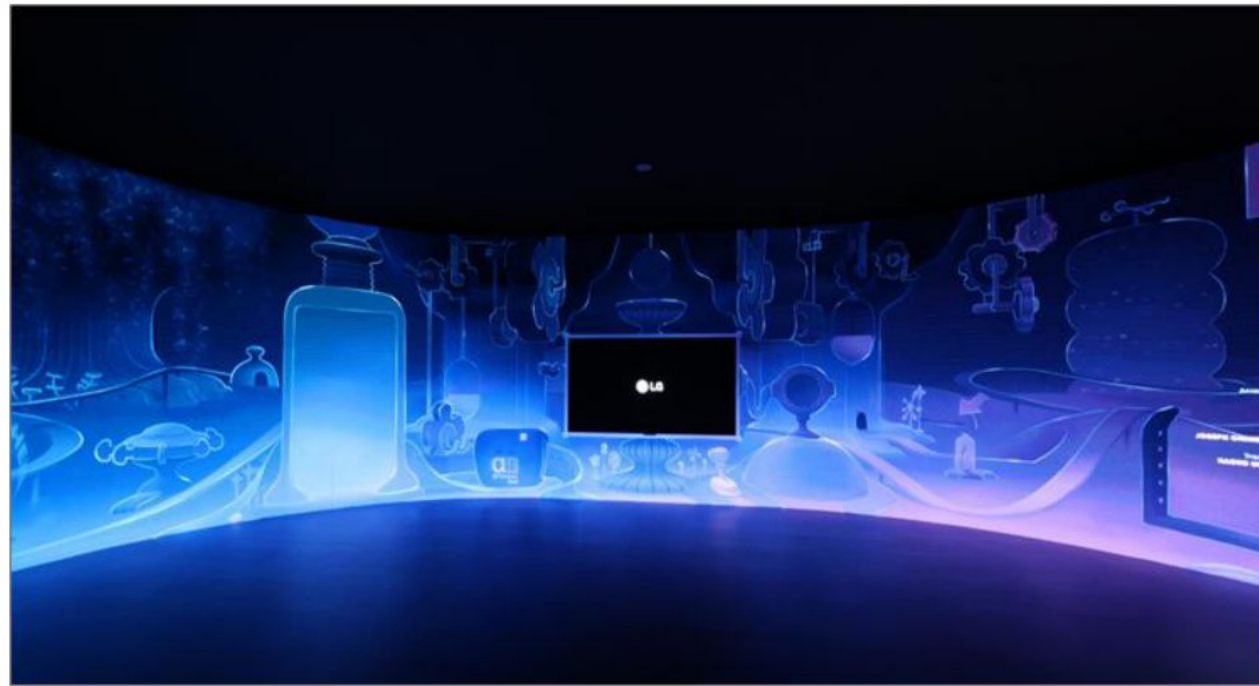
A special signing event with **GAMFS N** CEO Junhee Lee and the development team gave fans the opportunity to connect with the creators and receive exclusive signed merchandise and VIP coupons.



2025 WIS : LGE 04.24-04.26



Under the slogan "Space, Future, Connect," LG Electronics showcased a seamlessly connected life at WIS 2025.
Around the central "LG AI Square," AI lifestyle zones featured LG AI Home, StanbyME 2, webOS Theater and "Spielraum."



2025 PlayX4 : BrownDust2 05.22-05.25



NEOWIZ presented a **50-booth** exhibition featuring **Brown Dust 2** and an **indie game zone**, highlighted by a **giant Yudori mascot** installation. The Brown Dust 2 area featured "Yudori Land," an exclusive lounge for players who had reached Achievement Level 40, offering massage chairs, limited-edition VIP merchandise, and photo opportunities with idol-themed cosplayers.



2025 AGF : NIKKE 12.05-12.07

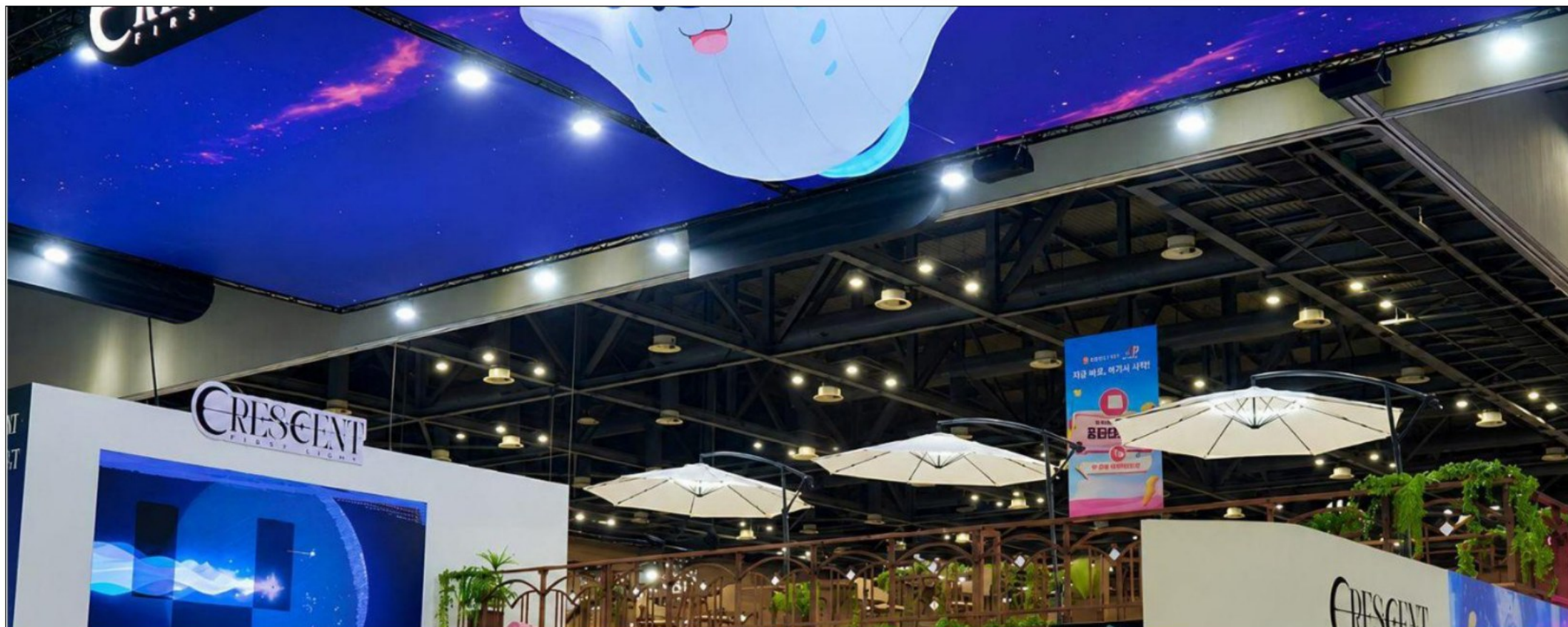


Inspired by the futuristic **AZX train**, the **NIKKE** booth brought its winter-themed world to life with **icy blue lighting**, **snow effects**, and a **giant Dororong** installation.

A lively main stage, interactive experiences, and a merchandise zone immersed fans in the game's world.



2025 AGF : CRESCENT 12.05-12.07



At AGF 2025, the **Crescent** booth brought the game's dreamlike world to life through **enchanting visuals and immersive design**. A giant Mantarion mascot suspended above the booth became a **popular photo spot**, while interactive activities and events kept visitors engaged throughout the show.



2026 Trickcal Revive : Hyundai Department Store Pangyo 03.27-04.07



To celebrate **Trickcal Revive's 2.5th anniversary**, an interactive exhibition titled "**A History of Survival**" showcased the game's journey from its early development to major milestones. Fans explored themed zones and enjoyed exclusive activities, including capsule draws, a rideable Bbangju installation, and special events featuring the company's CEO.



2026 PlayX4 : Bandai Namco 05.21-05.24

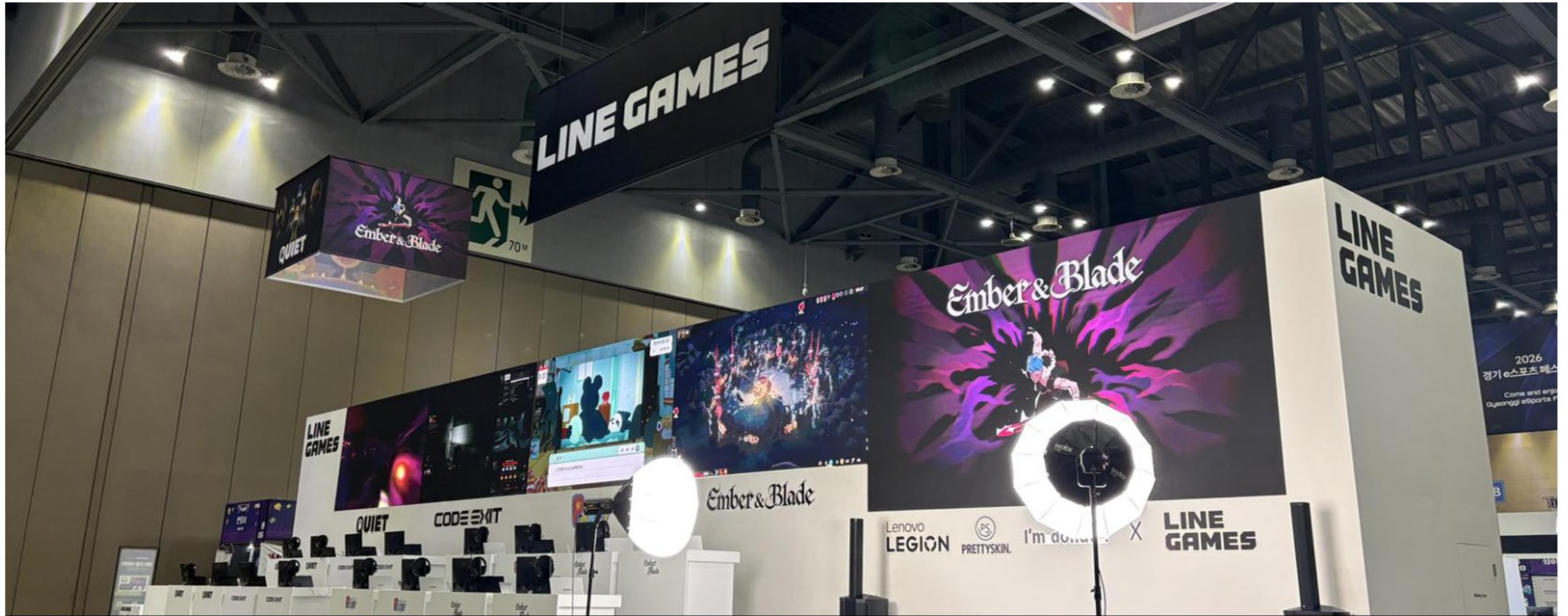


At **PlayX4**, **BANDAI NAMCO** brought its iconic game worlds to life through **immersive booth designs**, **hands-on demo zones**, **photo spots**, and **themed installations**.

The visitor-focused layout encouraged exploration and interaction, creating an engaging brand experience that went beyond traditional game displays.



2026 PlayX4 : LINE GAMES 05.21-05.24



At PlayX4, LINE GAMES brought the excitement of **action-packed gameplay** to life through an immersive booth featuring hands-on demo zones, bold graphics, and a streamlined visitor flow. Interactive experiences and on-site events showcased the company's latest titles, encouraging visitors to explore and engage with the games.



2026 Trickcal Revive : The Hyundai Daegu 05.29-06.09



At The Hyundai Daegu, the **Trickcal Revive pop-up exhibition** brought EPID Games' journey to life through the theme "**A History of Survival.**"

Featuring the game's history, character photo zones, themed installations, and playful designs, the space offered fans an immersive experience celebrating the world of Trickcal Revive.



2026 The Blood of Dawnwalker Media Showcase 06.30



The **2026 media showcase** for **The Blood of Dawnwalker**, hosted by Bandai Namco Entertainment Korea in Seoul, brought the **game's medieval dark fantasy** world to life. Inspired by a ritual setting from the game, the venue featured atmospheric design, hands-on gameplay, and developer interviews, immersing guests in its dark and solemn world.



2026 BrownDust2 3rd Anniversary Fan Festa 07.03-07.12



To celebrate **Brown Dust 2's 3rd anniversary**, an immersive fan festival was held at Pi Factory, bringing the game's world to life through a luxury cruise concept titled "**Salon De Port.**"

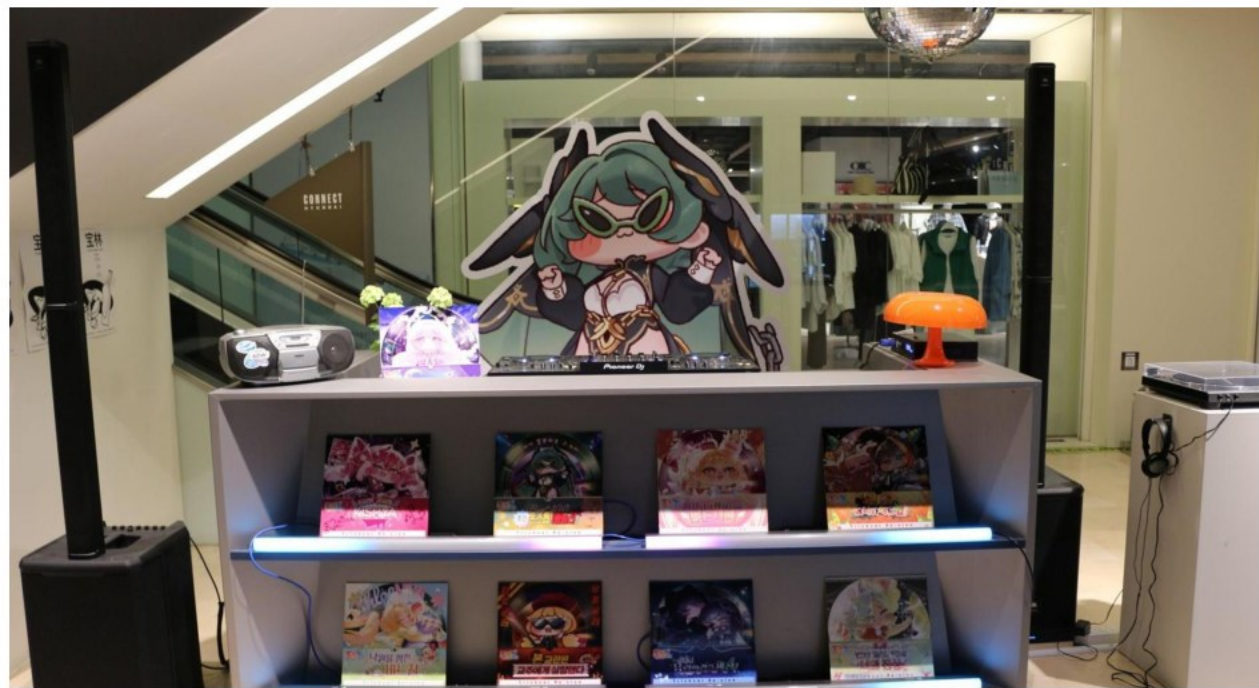
Featuring a reception area, **VIP lounge**, **history zone**, **maid cafe**, **interactive game zones**, and a **main stage**, the space invited fans to embark on a unique journey.



2026 Trickcal Revive : Busan Connect Hyundai 07.14-07.19



The **2026 Trickcal Revive x Connect Hyundai Busan** collaboration brought the game's history and beloved characters to life through an immersive pop-up exhibition. Featuring **themed displays**, **character photo zones**, and a **merchandise store**, the space captured the **game's signature charm** and **playful atmosphere**.





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LICENSES & CERTIFICATIONS

Registration and certification overview

CONSTRUCTION

Interior construction registration

Gangnam-gu, Seoul

Registered: December 2025

STARTUP

Startup Company Certificate

Ministry of SMEs and Startups

Valid: 2026.06.24 - 2029.06.24

R&D

Dedicated R&D Department

Korea Industrial Technology Association

Recognized: August 2026

This page summarizes our credentials. Supporting documents are supplied separately when required for business.



Let's Bring Your Next Brand Experience to Life.

Exhibitions · Pop-Ups · Fan Events · Showcases · Trade Show Booths

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THANK YOU