

Questions from HQ: Our goal will be to provide HQ with answers as promptly and as comprehensively as we can

#### Directory of people

##### Strategy

VP Joowan Kim: Redacted @samsung.com

Euntaek Lim: Redacted@samsung.com

Junghan Kang: Redacted @samsung.com

##### S Finder

VP Sally: Hyesoon Jeong Redacted @samsung.com (Champion / Lead)

Nawoong Han - Redacted @samsung.com

Hyunjin Jo Redacted@samsung.com

Jungmin Park - Redacted @samsung.com

Jihey Lee - Redacted@samsung.com

Wanky Kim - Redacted @samsung.com

Woonghee Park - Redacted @samsung.com

Jay Lee - Redacted @samsung.com

Dae-Sung Hwang - Redacted @samsung.com

Sunae Park - Redacted @samsung.com

Seung-Hyun Kyung- Redacted @samsung.com

##### India

SVP Dipesh Shah: Redacted@samsung.com

Ritesh Jain (product leader): Redacted@samsung.com

##### Contract Management

Jehoon Song - Redacted @samsung.com

##### Other

Young Sohn - Redacted @samsung.com

Francis Ho - Redacted @samsung.com

VP.Hyesoon

VP.SH Choi

##### Over 2016 and 2017

Many meetings between various executives from ES Chung to Sang Ahn to David Eun to Peter Koo. Peter Koo discussed potential M&A. Peter Koo created a task force and hired an outside consultant to evaluate how to integrate Branch's future search product onto Samsung.

**Comment [1]:** after NEXT fund (16.Oct) I started to work as Venture team. No history before.

##### December 2016

Eurtaek Lim and Branch video call

**Comment [2]:** This was the catalyst meeting that started it all

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- We discussed building app first search and integrating it into the "intelligence platform"
- Samsung attendees:
- Patrick Chang
  - Euntaek Lim

March 2017

JK shin/Peter Koo meeting with DE for follow-on investment

For this investment, All relevant Mobile Senior executives have meetings with Samsung NEXT

- JK Shin (President), Peter Koo, Injong Lee, and DJ Koh etc
- Peter Koo, Injong Lee, and DJ Koh all gave their approval on the investment
- All discussed the shame that Branch was too expensive to acquire now.

Comment [3]: add

Comment [4]: yes! this is a great one!

April 2017

Branch + Bixby Home video call

- We discussed how Branch could integrate into Bixby Home as a search provider. It seems that the Finder team was present on this call, and this is where they must have initially learned of our capability.

Samsung attendees

- Patrick Chang
- Harry Yoon
- Cindy Lee, Redacted @samsung.com (Home lead I believe)
- Nawoong Han (Finder lead)

Redacted 1@partner.samsung.com

Redacted @samsung.com

Redacted @samsung.com

Redacted @samsung.com

Redacted@samsung.com

Redacted@samsung.com

June 2017

Meeting 1: Branch + Bixby home planning call

- We discussed how Branch could integrate into Bixby Home

Samsung attendees

- Patrick Chang
- Haejo Kim Redacted samsung.com>

Meeting 2: Branch < > Bixby Intelligence Search team

- We presented how Branch could integrate into Bixby assistant as a search provider

Samsung attendees

- "윤홍열 G6(차장) Global Innovation그룹(GIC) 삼성전자" Redacted @samsung.com>,
- "이지수 상무 Intelligence전략그룹(무선) 삼성전자" Redacted@samsung.com>
- Brendon S Kim Redacted @samsung.com>,
- Patrick Chang Redacted@samsung.com>,
- Raymond Liao Redacted @samsung.com>,
- 최성훈 Redacted@samsung.com>,
- "박성파 상무 서비스Intelligence팀(무선) 삼성전자" < Redacted @samsung.com>

September 2017

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Google MDSA Carve out specifically for Branch

- Future-proofing: Redacted
- Redacted

Feb 19, 2018

Mobile vetted Branch's APIs

March 18 2018

- Big data team Evaluation of Branch and Samsung architecture over Zoom
- Samsung Attendees:
  - 강정환 Redacted @samsung.com -

#### March 20, 2018 in Mountain View

- Workshop held at SRA Mountain View
- Samsung Attendees:
  - Product Planning: Junghan Kang, Euntaek Lim
  - S Finder: Sunghoon Choi Redacted@samsung.com>; Jungmin Park Redacted @samsung.com>; Nawoong Han Redacted @samsung.com>; Jihye Lee Redacted@samsung.com>; Chris Lee <Redacted@samsung.com>; Tom Kim Redacted.@samsung.com>

March 22, 2018 at SRA Mountain View

- Follow up to Workshop held at SRA Mountain View
- Samsung Attendees:
  - Chris Lee
  - Junghan Kang

April 10, 2018

- Branch + Nawoong phone call

#### June 2018

- Meeting in Redwood City with the Finder team to go through potential requirements for product launch.
- Samsung attendees:
  - Junghan Kang, Entaek Lim, Nawoong Han, Huyn Yeul Lee, Sunghoon Choi, Hyunjin Jo, Jungmin Park, Jihye Lee, Wankyu Kim, Woonghee Park, Jay Lee, Dae-Sung Hwang, Sunae Park, Seung-Hyun Kyung
- Finder team defined initial goal as:
  1. POC - prove that the integration works technically. Success defined as "even one user finding the product and using it to search for content"

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- 2. Support for "local" results only, e.g. for restaurants or points of interest
- 3. Results from Branch would be limited to a small set of apps (less than 30). It was determined by the Finder team that this would be sufficient for a POC since the objective was not to get maximum scale and engagement at this stage
- Later in July, Branch provided a number of deliverables, including a web UI, an API endpoint for Samsung and a sampling of deep links across various verticals.

#### August 21st, 2018 - Suwon

- Meeting 1:
  - Attendees: Alexander Austin, Colin Behr, Euntaek Lim, Junghan Kang, Nawoong Han, Jay Lee, Woonghee Park
  - Agenda: Meeting in Suwon to discuss the status and design of the upcoming integration. Workshopped various UI designs and agreed in general on the launch specifications.
- Meeting 2:
  - Attendees: Alexander Austin, Colin Behr, VP Joowan Kim, Euntaek Lim, Junghan Kang, Harry (Hongyul) Yoon
  - Agenda: Introduction for VP Kim to the project

#### November 2018, SSIC

- Attendees: Young Sohn, Francis Ho
- Update on the status of Discovery and collaboration with Samsung

#### November 2018, Suwon

- Attendees: Branch CEO - Alexander Austin, VP Hyesoon, VP SH Choi, Euntaek Lim, Harry (Hongyul) Yoon
- Discuss project updates and introduction to Discovery

#### December 5th & 6th 2018 - California

- Finder team visited Redwood City for in-person testing of Branch Discovery service. Testing included visiting various locations and entering a variety of search queries - then comparing those results to Google Maps and Yelp.

#### December 7th 2018

- Workshop at Samsung Research America with Finder team visiting from Korea. Meeting agenda:
  - Review results of testing
  - Agree on any areas of improvement

- Meeting resulted in the Finder team being satisfied with the quality of Branch results and agreeing to launch the service on the Samsung S10.

#### January 2019

- Various conversations between Samsung, Branch and carriers (T-Mobile, Verizon, AT&T) to discuss approval of the product for launch. There were more than ten separate calls and in-person meetings.

#### February 2019 - Barcelona

- Attendees: Alexander Austin, Colin Behr, VP Joowan Kim, Harry Hongyul Yoon
- Meeting at MWC to discuss updates and upcoming launch of service on Samsung S10



#### March 2019

- Samsung launched S10 with Branch integration

#### April 2019 - Bangalore

- Attendees: Colin Behr, Ritesh Jain
- Initial meeting to discuss enhancements to the existing Branch integration. Ritesh and the India team felt that there would be substantial potential to increase engagement through the following:
  1. Improved opt-in experience
  2. Expanded set of apps
  3. Improved access to Branch results

#### May 2019

- Initial call with Michael Calendine (from AT&T Samsung account team) to give background on the solution. Michael subsequently setup a call (6th of May) between AT&T, himself and the Branch team to walk the AT&T team through the product and potential future benefits.

#### May 2019 - Bangalore

- Attendees: Colin Behr, Alexander Austin, Ritesh Jain, Dipesh Shah
- Met to kick-off integration and introduce SVP Dipesh to the product

#### August 2019

- Branch & Samsung started QA for new integration with India devices & improved experience

#### Dec 2019

- Redacted and Branch UX conflict discussion under S-Finder
- Attendees : Jay team (Joshua Jeong), Nawoong (his team) and Harry Hongyul Yoon

#### January 2020

- Branch & Samsung launch on first device in India - Alive Search is powered by Branch

#### February 2020 - Unpacked event meeting

- Attendees: Colin Behr, Nawoong Han
- It was suggested that the India product would benefit from enhanced shortcuts from Branch. Nawoong suggested that the decision could be made by the team in India and that he would be supportive

#### March 2020

- Based on Samsung India's feedback, Branch proposes to develop an improved version of the product that will cater better to navigational (app name searches) by operating offline and thereby reducing latency with shortcuts

#### July 2020

- Engaged with US NASB team to explore monetization opportunity through a POC in US with enhanced Finder + Branch experience for users

1. What devices currently are eligible for the Branch features (which ones had it pre-installed, and which ones were update-able with the Branch features)

- a. Full list is available [here](#)