

Press Release

Flux AI Secures Strategic Investment from Southpole Ltd., Appoints Julie Kang to Board and Launches Flux AI Asia

Los Angeles / Seoul – August 2025

Flux AI, Inc., the company behind CRAISEE—the world’s first complete AI experience platform—announces a strategic investment in a pre-seed round from Southpole Ltd., a next-generation venture firm focused on AI, commerce, and sustainable growth, evaluating Flux AI, Inc. now at US \$10 Million. As part of the partnership, **Julie Jihyun Kang**, CEO and Founding Partner of Southpole, joins the Board of Directors at Flux AI, Inc. and will lead the company’s newly formed Asia division as CEO of Flux AI Asia.

This milestone marks a major step forward in Flux AI’s global expansion strategy, accelerating its vision to make AI intuitive, accessible, and delightful for users worldwide.

“Julie’s track record in building globally successful ventures and her deep understanding of creative technology ecosystems make her an ideal partner for Flux AI as we scale across Asia,” said Tim Stickelbrucks, CEO and co-founder of Flux AI, Inc. “Her leadership will be instrumental in driving CRAISEE and our suite of Gen AI tools into one of the world’s most innovation-driven markets.”

Julie Kang is one of Asia’s most visionary creative executives, having led global campaigns for brands like BMW, IKEA, Genesis, SK hynix, Samyang Foods, and **Dot Incorporation**, an innovative startup pioneering active tactile braille technology. As founder of Southpole and CEO of Serviceplan Korea, she is widely recognized for reshaping the intersection of advertising, technology, and sustainability.

“I believe Flux AI’s mission to simplify and humanize generative AI for everyone aligns perfectly with the future of global tech adoption,” said **Julie Kang**. “With the launch of Flux AI Asia, we aim to create a regional powerhouse that empowers creators, brands, and startups to unlock the full potential of AI.”

Flux AI Asia will be headquartered in Seoul and will serve as a regional hub for product development, go-to-market strategy, and partnership expansion throughout APAC. This launch also reflects Southpole’s commitment to incubating transformative ventures across AI, carbon economy, and digital commerce.

About Flux AI, Inc.

Flux AI is a US-based technology company redefining how users interact with artificial intelligence. Its flagship product, CRAISEE, is an all-in-one AI platform that brings together over 1,000 Gen AI tools in a simple, subscription-based interface—enabling content

creation across text, video, audio, and images with unmatched ease. Flux AI is backed by a global team of innovators in AI, marketing, and technology, with the Co-Founders Tim Stickelbrucks, Klemens Dreesbach and Alexander Gorny.

About Southpole Ltd.

Founded in **2024**, Southpole is a venture platform headquartered in Seoul, Korea, focused on future-growth industries including AI, commerce, and carbon solutions. It partners with global brands, startups, and public institutions to deliver innovative, ESG-centered business models that drive sustainable global impact.

Press Contact

press@flux-ai.co

+1 (213) 290 5318

www.flux-ai.co

www.craisee.com