



Collect DATA

Connect DATA

COCON

Business Data Platform Company

01 CEO Profile

For a Bigger World where
All Global Business Data is **CONNECTED** into 'ONE'
COOCON inside



Kim, Jonghyun C.E.O

- Pusan National University
CSE(Computer Science and Engineering)('94.02)
- Yonsei University
Master of Engineering Management('14.02)
- DongNam Bank('94.02~'98.07)
- Housing & Commercial Bank('98.10~'00.02)
- Webcash Corp.('00.03~'06.11)
- 'COOCON' C.E.O('06.12 ~ present)
- 'Korea Fintech Industry Association' Vice-chairman('20.03 ~ present)
- Civilian Member of the Digital platform Government Committee
('22.09~present)

02 Company Profile

Business Data Platform Company

Cutting-edge Technologies for Collecting & Connecting Data with Vast Data Network

www.COCON.net



Company	: COOCON Corp.
Establishment	: December 14, 2006
Capital	: 51.3 Billion KRW (As of December, 2024)
Business	: Data Platform Business (Data Service, Payment Service)
Number of employees	: 232 (As of December, 2024)
Address	: 19F, 220 KnK Digital Tower, Yeongsin-ro, Yeongdeungpo-gu, Seoul, Korea
Website	: www.coocon.net

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Disclaimer

The sole purpose of the IR book of COOCON corporation(hereafter “this IR book”) is to provide information to enable shareholders, investors and other stakeholders to understand the business activities, management policies and plans, financial condition and other matters concerning COOCON(“the Company”), not to solicit the purchase or sale of the Company’s shares or any other investments. Investors are requested to make investment decisions based on their own judgment. Although the Company exercises due care when providing information and data in this IR book, the information provided may contain inaccurate statements or other inappropriate information due to ‘unintentional’ mistakes or errors, and the Company makes no guarantee whatsoever regarding the accuracy, usefulness or reliability of the content herein. In addition, the Company assumes no responsibility whatsoever for any loss or damage arising from or in connection with the use of information or data in this IR book, regardless of the reason. The content contained in this IR book other than past or present facts consists of plans, future projections, or strategies based on currently available information and includes risks and uncertainties. Actual results may vary materially from these projections due to factors including risks or uncertainties pertaining to the economic situation, market trends, or changes in the tax system or other regulatory regimes. Users of this IR book should be fully aware that information disclosed in this IR book may not contain all the information that the Company discloses to the securities exchanges and others, and may contain expressions that differ from those used in disclosures made to the securities exchanges and others. The Company may alter or omit the content of this IR book without prior notice.

Chapter 01 COOCON Business Overview

- 01 Corporate Identity
- 02 COOCON API's
- 03 Company History
- 04 Business Map
- 05 COOCON Product Overview
- 06 Product Details
- 07 COOCON Customers

01

Collect Connect Control DATA

www.COCON.net

The Largest Business Data Platform in Korea

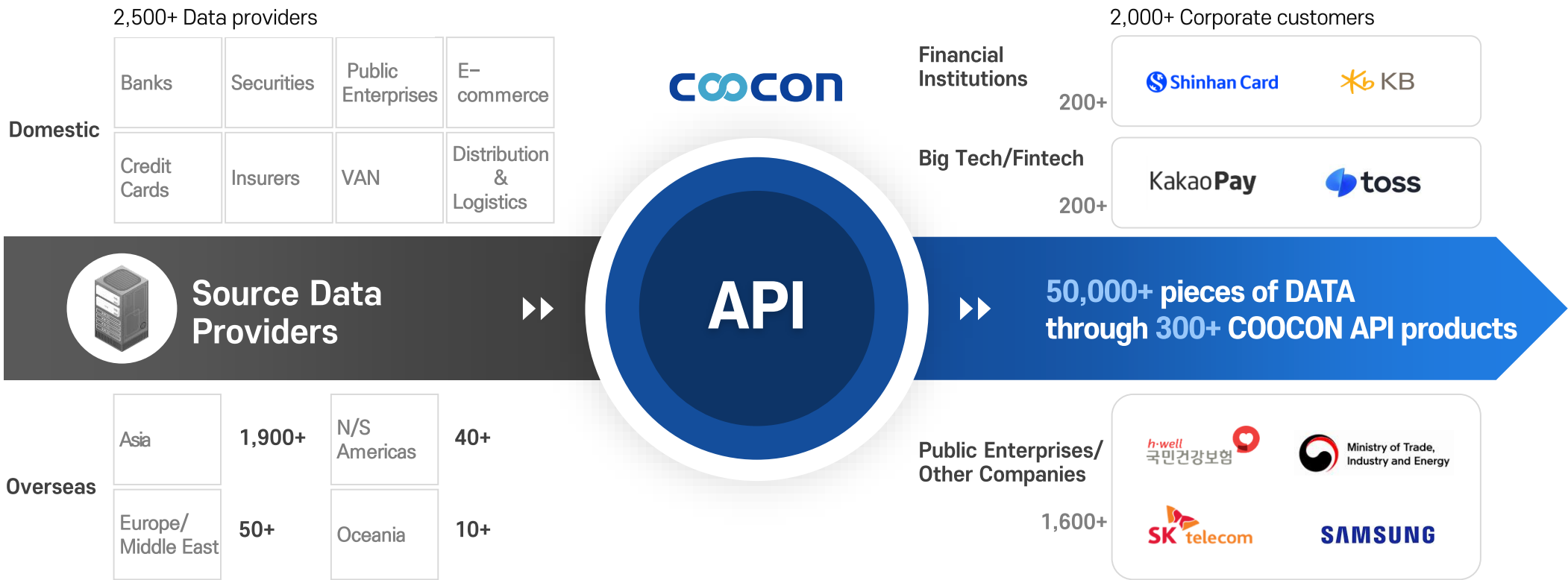
COLLECT

CONNECT

CONTROL

02 COOCON Products = API's

Support Digital Transformation
COOCON provides Data for business customers through API's



The No.1 DATA PROVIDER in Korea, collecting DATA from
2,000+ Financial Institutions in 40+ foreign countries & 500+ organizations in Korea

03

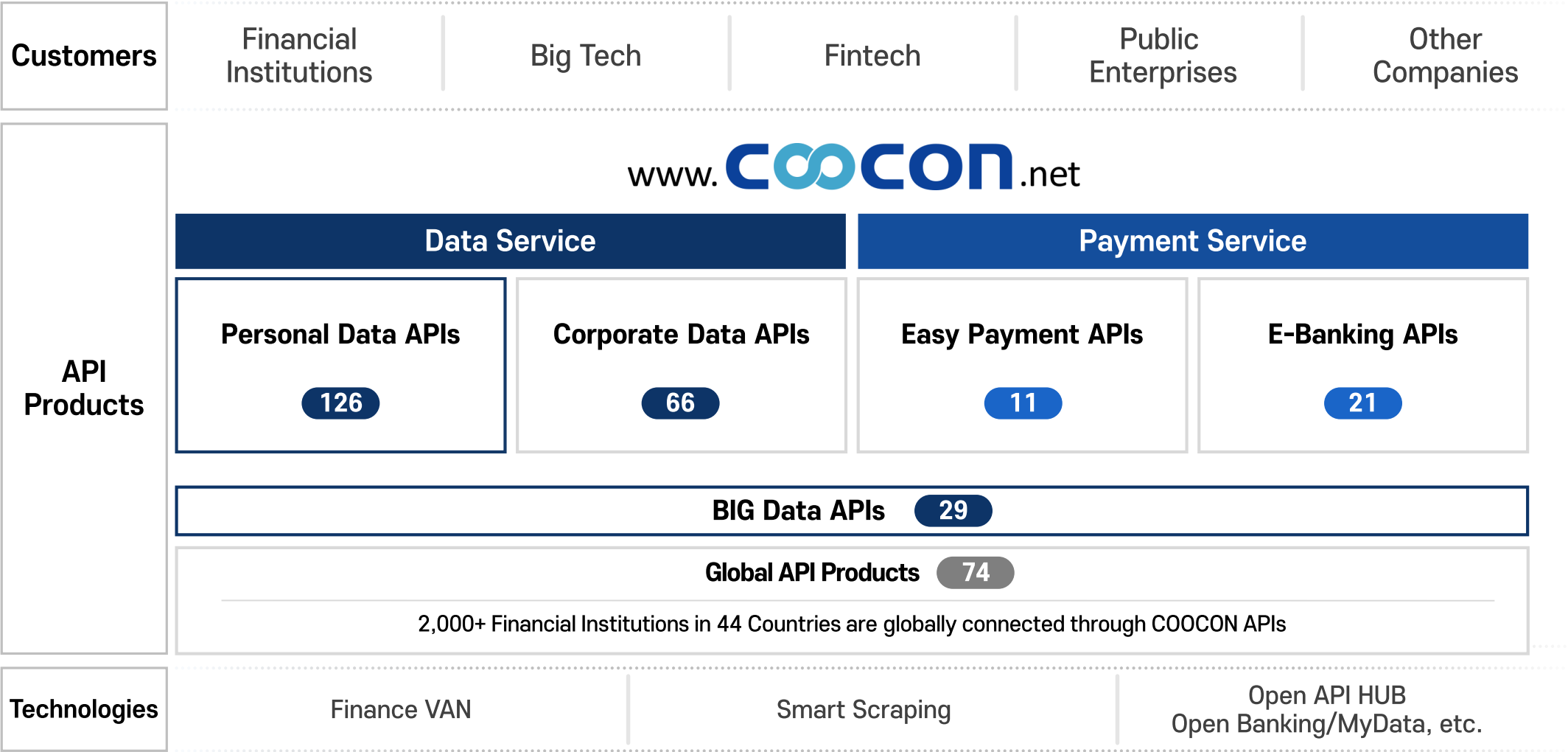
Company History

A Leader in DATA Collect/Connect service market

2006 ~ 2010	2011 ~ 2015	2016 ~ 2020	2021 ~
Connect the most # of financial institutions in Korea	The only global data provider in Korea	Korea's largest API store	Establishing a Growth Strategy
<p>2006</p> <ul style="list-style-type: none"> COOCON Founding 	<p>2011</p> <ul style="list-style-type: none"> China Branch opened 	<p>2016</p> <ul style="list-style-type: none"> API Store 「COOCON.net」 opened 	<p>2021</p> <ul style="list-style-type: none"> MyData Business License obtained Listed on the KOSDAQ
<p>2007</p> <ul style="list-style-type: none"> All securities firms in Korea connected through Financial VAN 	<p>2012</p> <ul style="list-style-type: none"> PG* Certification obtained Australia Branch opened *PG: Payment Gateway 	<p>2017</p> <ul style="list-style-type: none"> IDC Control Tower opened Scraping Engine Patent registered in Japan 	<p>2022</p> <ul style="list-style-type: none"> MyData Open API officially started
<p>2009</p> <ul style="list-style-type: none"> All Banks in Korea connected through Financial VAN 	<p>2013</p> <ul style="list-style-type: none"> Cambodia Branch opened Cloud Scraping Engine developed 	<p>2018</p> <ul style="list-style-type: none"> KIBNET acquired 	<p>2023</p> <ul style="list-style-type: none"> Loan Transfer Platform opened Data Combining/Processing Agency certification obtained
<p>2010</p> <ul style="list-style-type: none"> All credit card companies in Korea connected through Financial VAN Global Scraping Engine launched The 1st Financial security cloud center (IDC) opened 	<p>2014</p> <ul style="list-style-type: none"> Entered into Japanese Market through a Joint Venture(MWI) with MJS *MJS: 2nd Largest ERP Company in Japan 	<p>2020</p> <ul style="list-style-type: none"> ISMS* Certification obtained *ISMS: Information Security Management System Open BANKING Open API officially started 	<p>2024</p> <ul style="list-style-type: none"> Global Payment Certification obtained Cross-border Payment & Settlement Infrastructure establishment
<p>2015</p> <ul style="list-style-type: none"> The 2nd Data security cloud center (IDC) opened Smart Scraping Engine developed 			

04 COOCON Business Map

API Developer & Provider that Collects/Connects DATA
DATA is the core of Digital Innovation



05

COOCON Product Overview

The Largest API store 「www.coocon.net」 provides
300+ API products developed by COOCON

Data Service

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Personal Data APIs

- Financial Product Info.
(Insurances/Personal Credit Cards/
Personal Loans)
- Used Car Prices
- PFM Data
(Assets/Liabilities/Income/Expenses)
- Medical Records

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Corporate Data APIs

- Open/Closed Business Data
- Business License Info.
- Sales Data(Credit/Debit Sales)
- Corporate Fund Mgt Data
- Corporate Credit Card Transaction Data

Payment Service

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Easy payment APIs

- Bank Account based Debit Payment
- Account-Verify 1₩(KRW) Deposit
- Account-holder Verification
- Account-holder ARS Verification

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E-banking APIs

- Virtual Accounts
- Transaction Details Notification
- Firm-banking
- P2P Banking

*PFM: Personal Financial Management
*FI: Financial Institutions

Big Data APIs 29

- Franchisee Business Category Info.
- Insurance Product Info.
- Consumption trends by online industry
- Consumption Status by local currency

Global API Products 74

- Business License Data Query in Asia
- Digital Currency Data Query in Japan

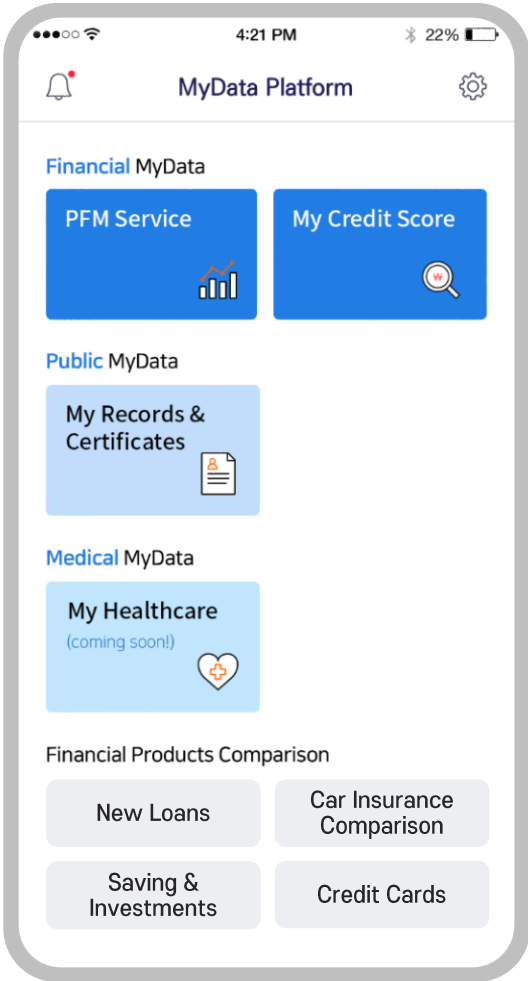
Global FI Connection 2,000+ FIs in 44 Countries

- Data from Overseas FI (mostly, Banks)
- 2,000+ FIs in Asia, Europe, Middle East, USA, etc.

06-1 Product Details

Data Service > Financial MyData / Public MyData / Medical MyData

✓ Expansion of Telecommunications/SME Mydata in 2025



FINANCE

FINANCIAL MyData Plug-In

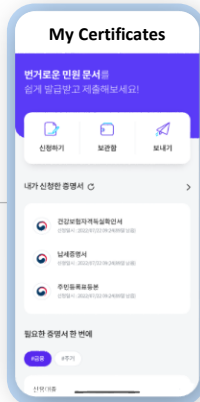
- Bank Acct Balances & Transaction Details
- Credit Card Transaction History
- My Insurances
- My Investments(Securities)
- Savings Acct Balances
- Loan Acct Balances



PUBLIC

PUBLIC MyData Plug-In

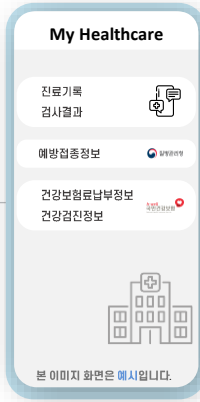
- Proof of ID Documents
- Proof of Degree/Certificate Completion
- Business License Info.
- Tax Payments Certificates
- Real Estate Titles/Deeds



MEDICAL

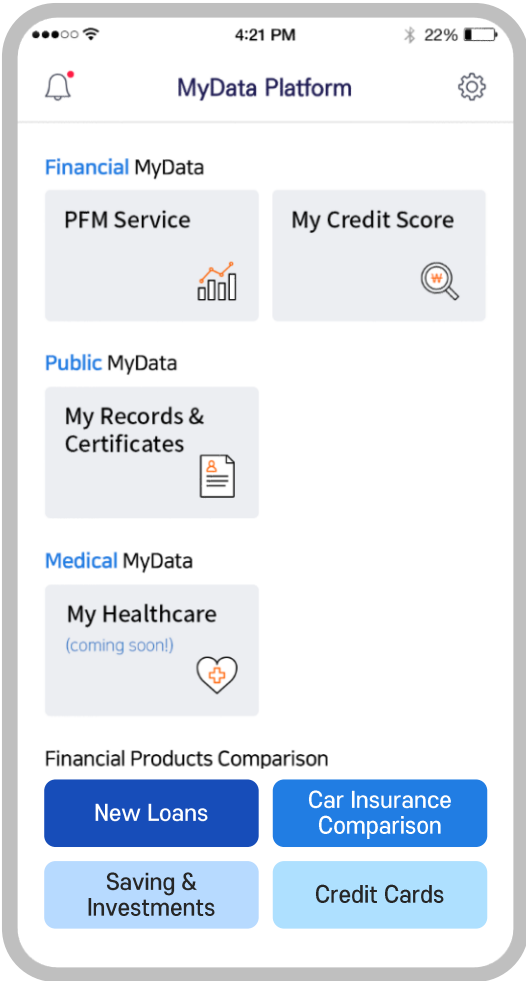
MEDICAL MyData Plug-In

- Physical Examination Results
- Medical Certificates
- Treatment History
- National Health Insurance Details:
 - Monthly Premium Payment History
 - Coverage & Deductible Info.
- Vaccination Records



06-2 Product Details

Data Service > Financial Product Comparison & Recommendation
Loans > Insurances > Savings & Investment Products



Loan Comparison

Loans from Banks/Credit Unions

- New Credit Loans
- Credit Loan Refinancing
- Mortgage Refinancing
- Lease Deposit Loan Refinancing
- Business Loans



Insurance Comparison

Search and Compare Products by Insurance Company

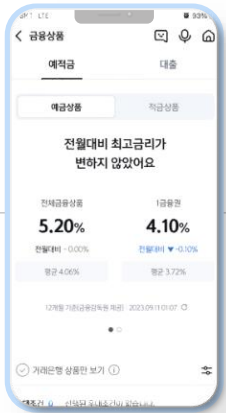
- Auto Insurance
- Liability Insurance
- Pet Insurance
- Actual Expense Insurance
- Savings Insurance
- Travel Insurance, etc.



Savings & Investments

Savings Account Comparison

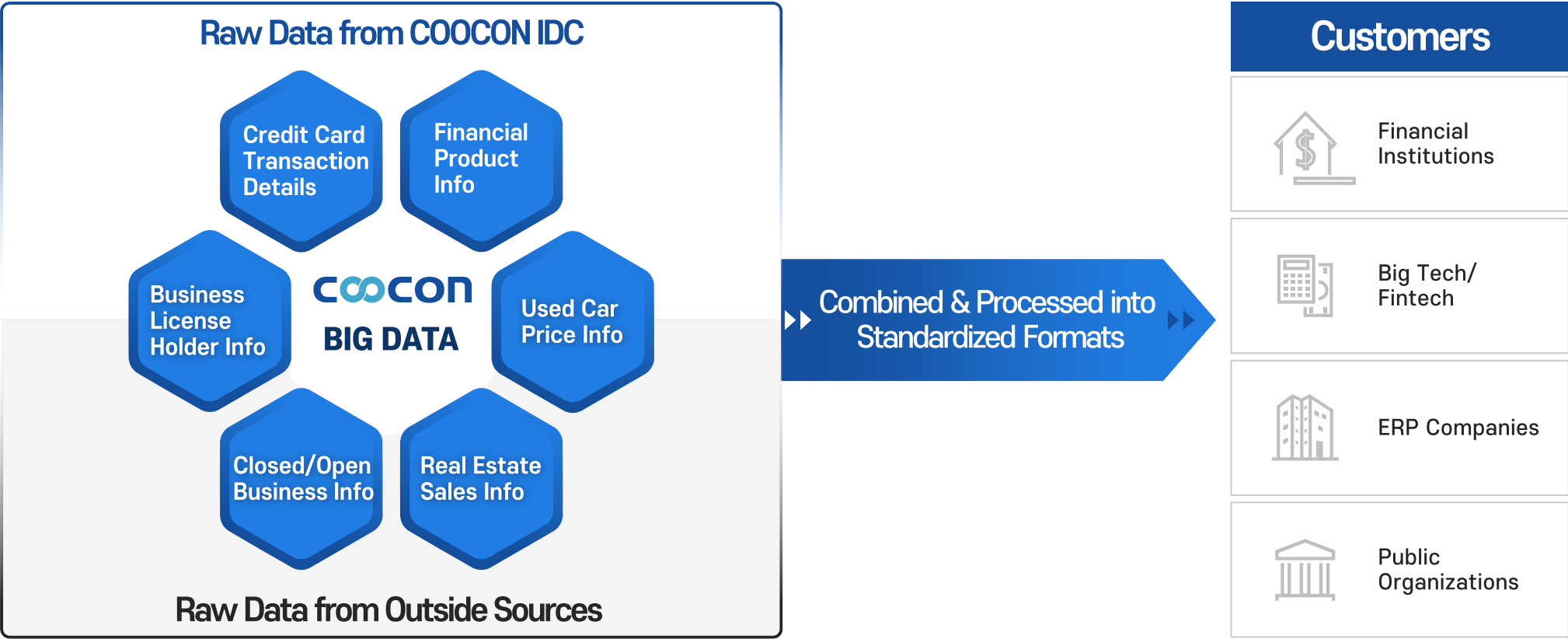
- Deposit Products
- Savings Products



06-3 Product Details

Data Service > BIG DATA Combining & Processing Business

Big size of raw data is combined & processed into Big Data products





BIG DATA Center

- ✓ Processes raw data into non-identifiable standardized data(Pseudonymous/Anonymous Data) utilizing advanced Big Data processing technologies
- ✓ Officially certified as a DATA Combining/Processing Agency in 2023 July































Overseas Branches: Bases for Expanding into Overseas Markets

Transition **from** Global Network for Data Collect/Connect **to** Global Business Hub



07 COOCON Customers

2,000+ Corporate Customers,
who develop B2B/B2C DIGITAL Services

Financial Institutions	Big Tech/Fintech Companies	Public Enterprises/ Other Companies
200+	200+	1,600+
 KB  NongHyup Bank  Industrial Bank of Korea  Hana Bank  Shinhan Card  KB Kookmin Card  SAMSUNG LIFE INSURANCE  SAMSUNG  MIRAE ASSET  저축은행중앙회	 N Pay  pay  toss  syrup  o pay  FINDA  Finnq  SSGPAY.  PAYCO  KOPPA I	 SAMSUNG  h-well 국민건강보험  SK telecom  kt  SHINSEGAE  Ministry of Trade, Industry and Energy  KT&G  HF 한국주택금융공사  The Central Force for National Defense  한국장학재단

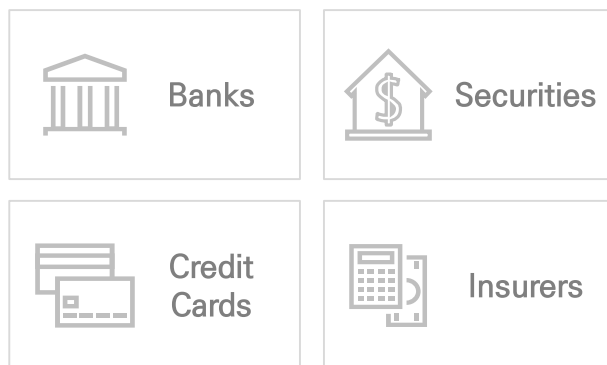
**As Digital Transformation accelerates,
needs for data-connection through API's will get expanded & diversified.**

Chapter 02 COOCON API's Use Cases

- 01 Financial MyData
- 02 Loan Comparison Service
- 03 Insurance Comparison Service
- 04 Corporate Cash Management Solution(CMS)
- 05 Easy Payment

01 Financial MyData

Data Service > Financial MyData > Personal Financial Management Service



COOCON

- Initial Set-up Costs
 - Fees per Accumulated MAU Brackets
- *MAU(Monthly Active Users)

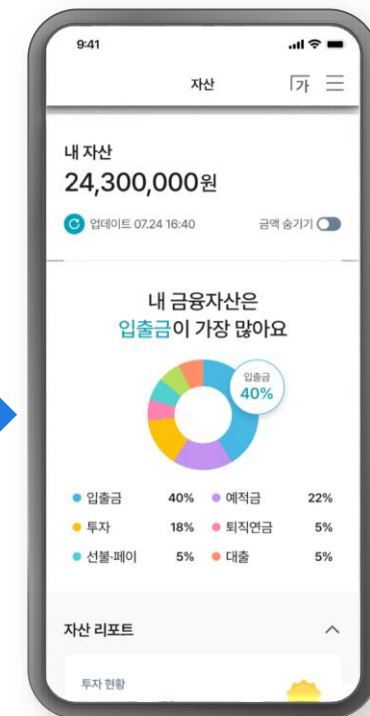
API

MyData Open API

MyData Non-Licensed PFM Service

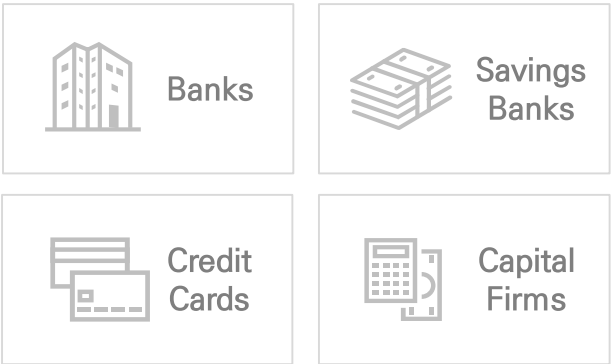


MG Community Credit Cooperatives



02 Loan Comparison Service

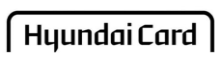
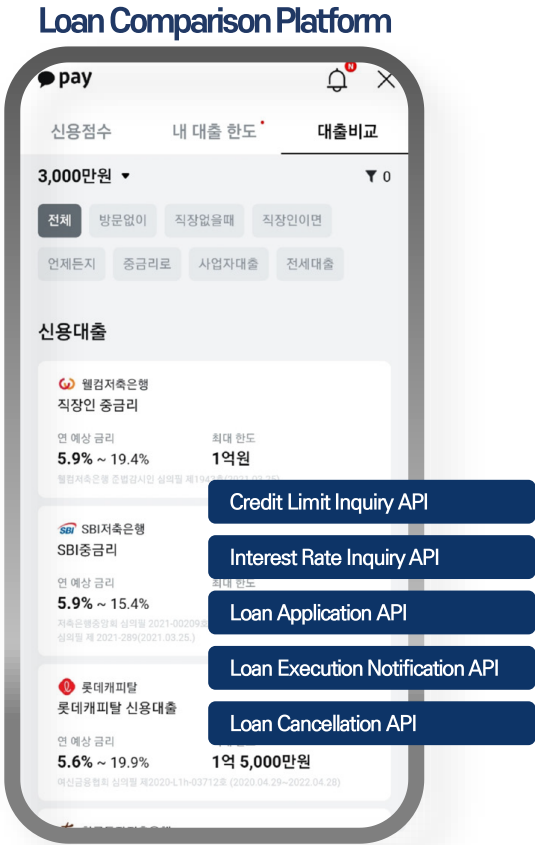
Data Service > Personal Data API >
New/Refinancing Loan Comparison Recommendation Service



- COOCON
- Initial Set-up Costs
 - Per-transaction Fees

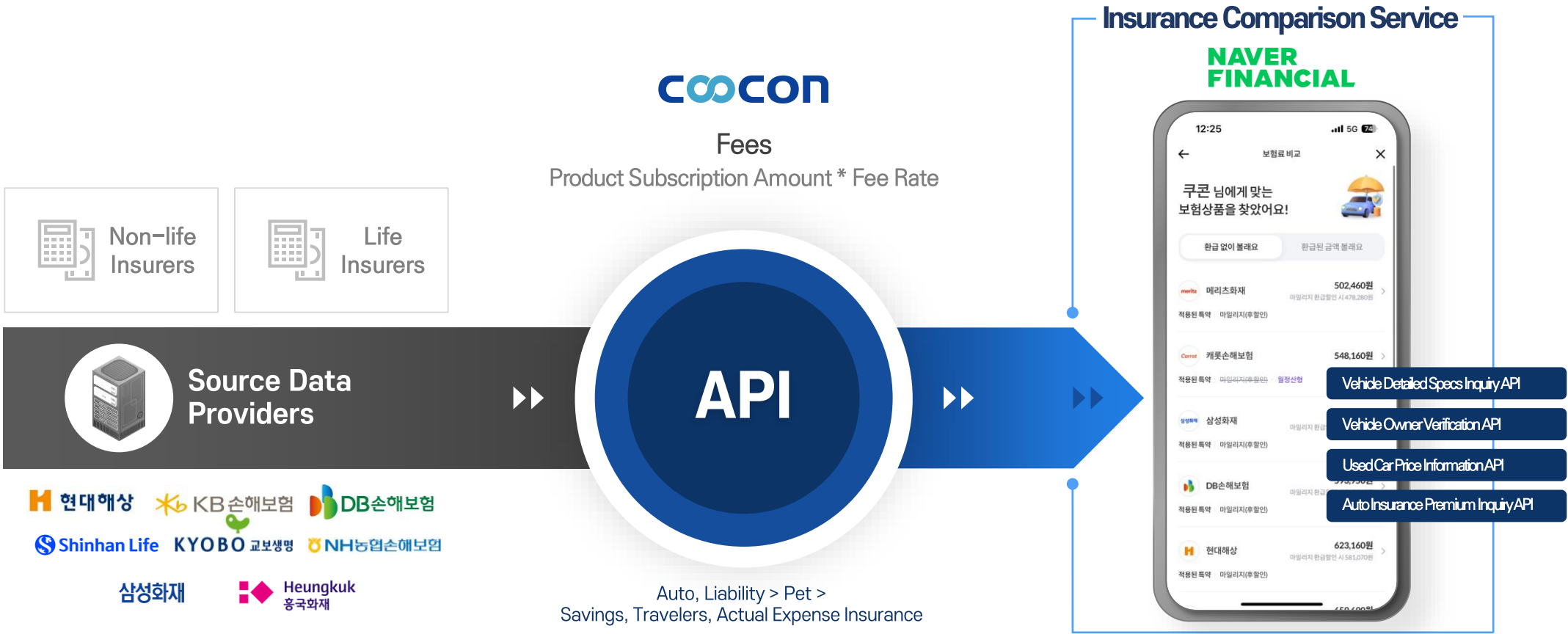


New Credit > Credit Refinancing > Mortgage Refinancing >
Lease Deposit Financing Refinancing > Business Loans



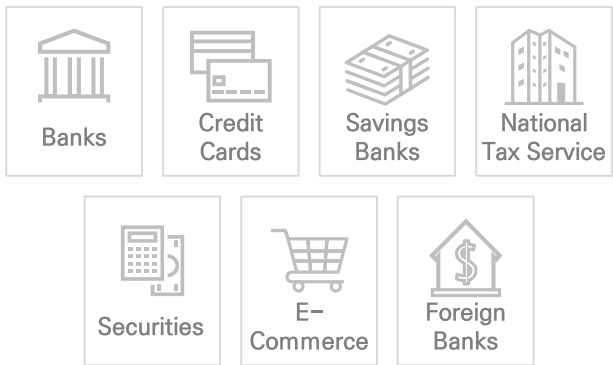
03 Insurance Comparison Service

Data Service > Personal Data API >
Insurance Comparison & Recommendation Service

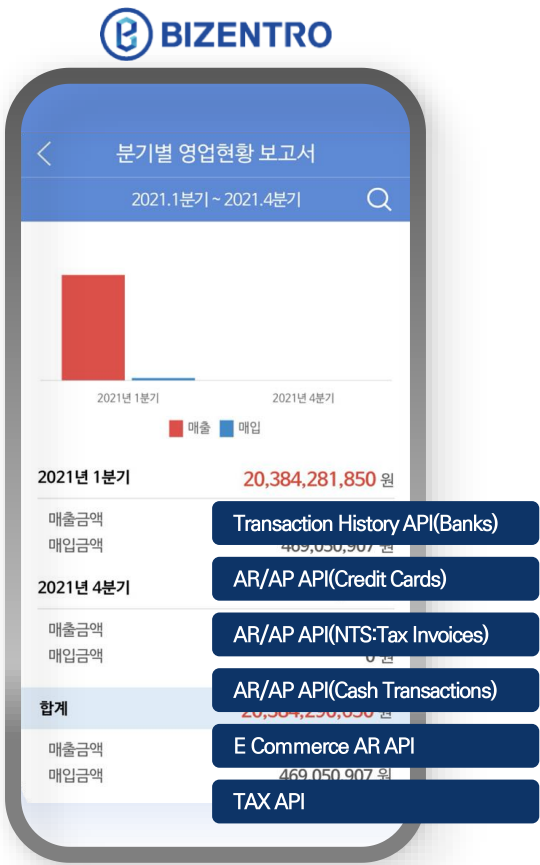


04 Corporate Cash Management Solution(CMS)

Data Service > Corporate Data API >
Corporate Cash Management Solution



- Initial Set-up Costs
- Fees per number of Users



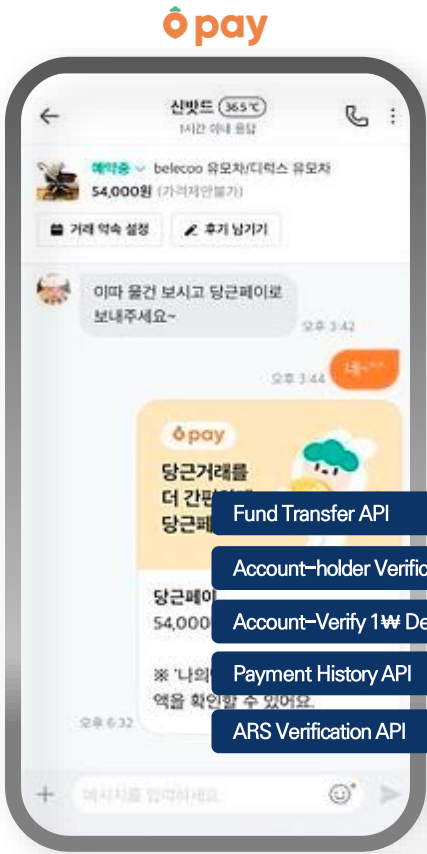
05 Easy Payment

Payment Service > Easy Payment API >
Easy Payment Platform Service



COOCON

- Initial Set-up Costs
- Per-transaction Fees

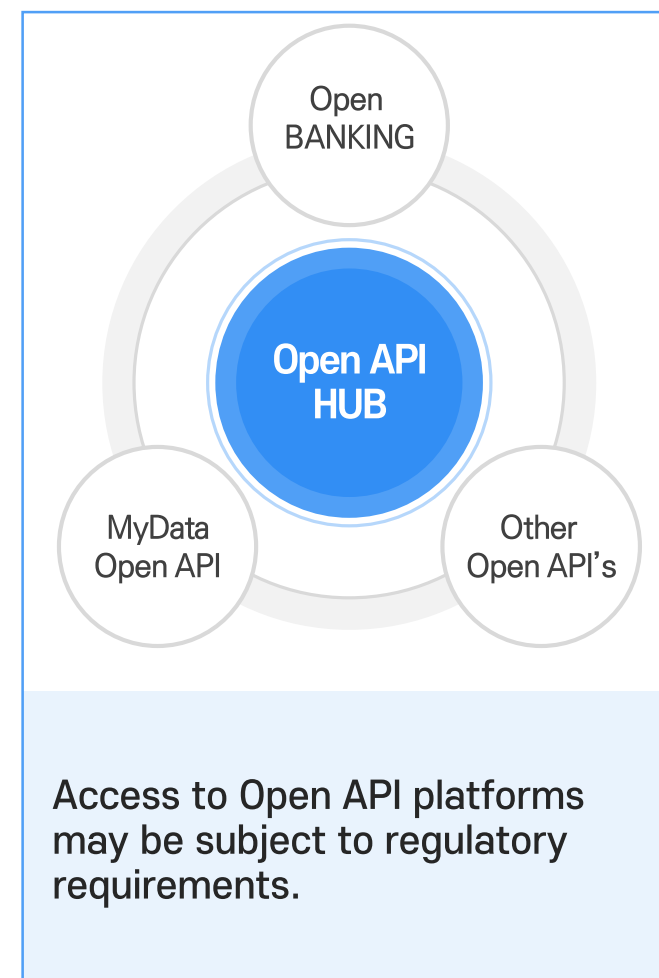
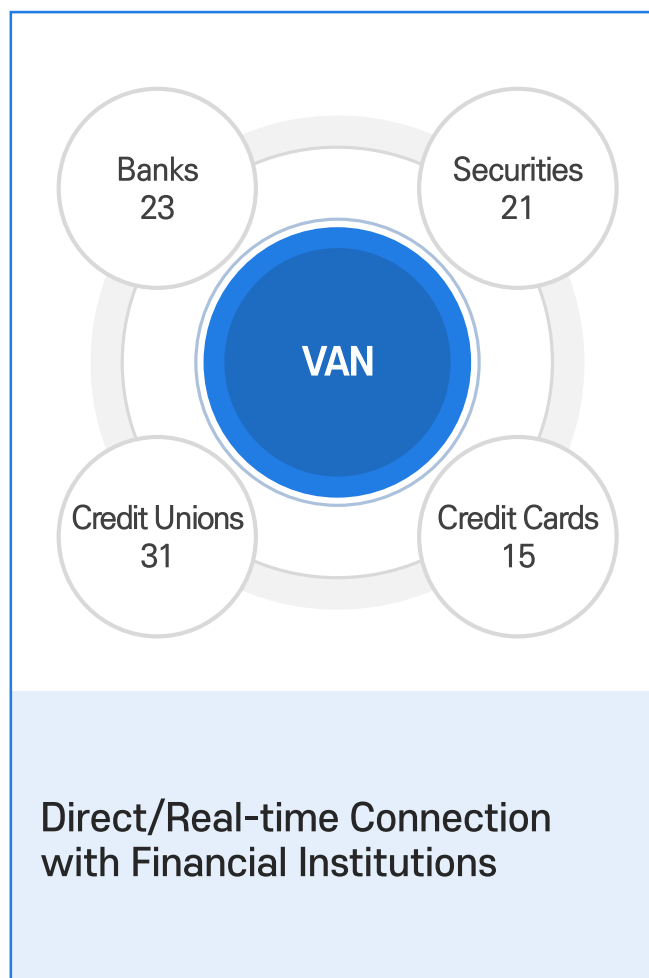
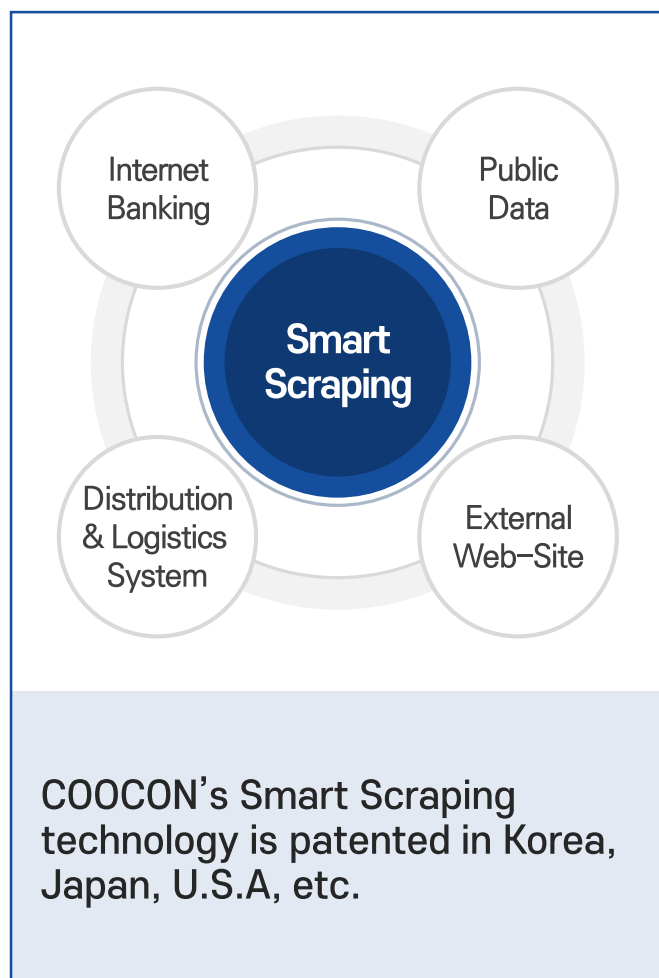


Chapter 03 Technologies & Infrastructure

- 01 DATA Collecting & Connecting Technologies
- 02 Domestic Data Infrastructure
- 03 Overseas Data Infrastructure
- 04 The Largest Financial VAN in Korea
- 05 Data Security Cloud Center

01 DATA Collecting & Connecting Technologies

- ▶ Korea No.1 Data Collect/Connect Technologies with 18+ years of Know-how



02 Domestic Data Infrastructure

Real-time Data Connection with 500+ Domestic Organizations

Banks



80+ Banks
15,000+ pieces of Data

Credit Cards



20+ Card Companies
7,000+ pieces of Data

Securities



30+ Securities Firms
6,000+ pieces of Data

Insurers



40+ Insurance Companies
4,000+ pieces of Data

VAN



20+ VAN Companies
2,000+ pieces of Data

Public Enterprises



Including National or other
Governmental Agencies
50+ Organizations
4,000+ pieces of Data

Distribution & Logistics



Warehouses
Shipping/Delivery Service
60+ Companies
2,000+ pieces of Data

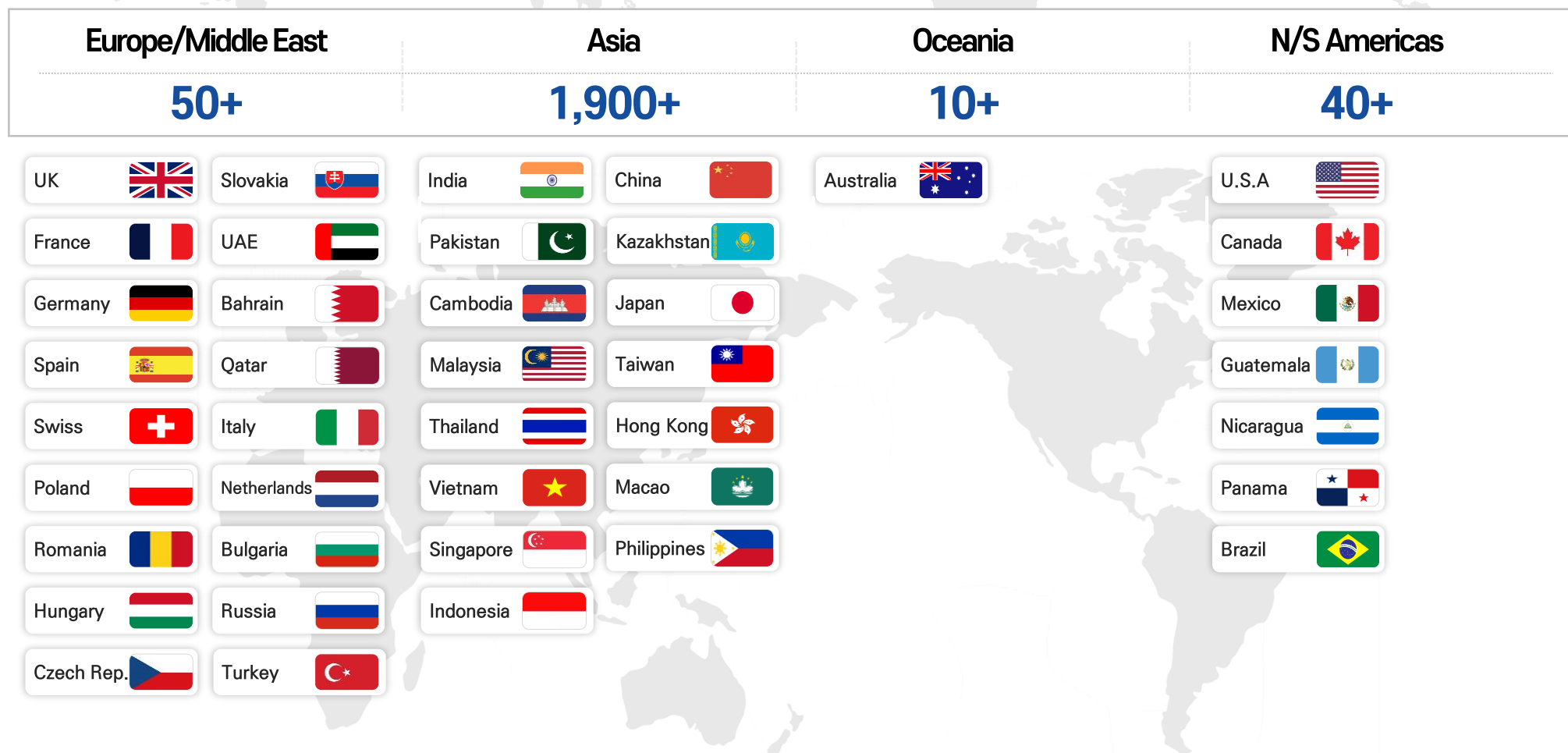
E-commerce



Online Open Markets,
Mobile Shops
70+ Companies
15,000+ pieces of Data

03 Global Data Infrastructure

The Biggest Global Data Connection Network
2,000+ Financial Institutions in 40+ Overseas Countries



04 Finance VAN

Direct/Real-time Connection to Financial Institutions in Korea
Secure Delivery of Payment/Remittance Service is guaranteed



05 Data Security Cloud Center

Cloud-based IDC, with huge Capacity & highest level of Security,
managed by 30+ Data Professionals, 24/7/365

2 Data Security Cloud Centers

Capacity & Security-level, comparable to
 that of Big Financial Institutions' IDC's

▲ 1st Center(Mokdong)

Data

Backup

▼ 2nd Center(Gangnam)

24/7/365

30+ Data Professionals 24/7/365

Control Tower

Chapter 04 COOCON Potentials

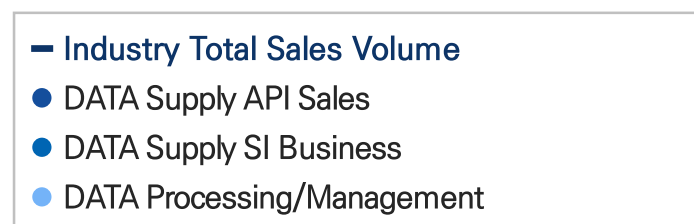
- 01 Rapid Growth of DATA Industry
- 02 Diversification of COOCON's API Products

01 Rapid Growth of DATA Industry

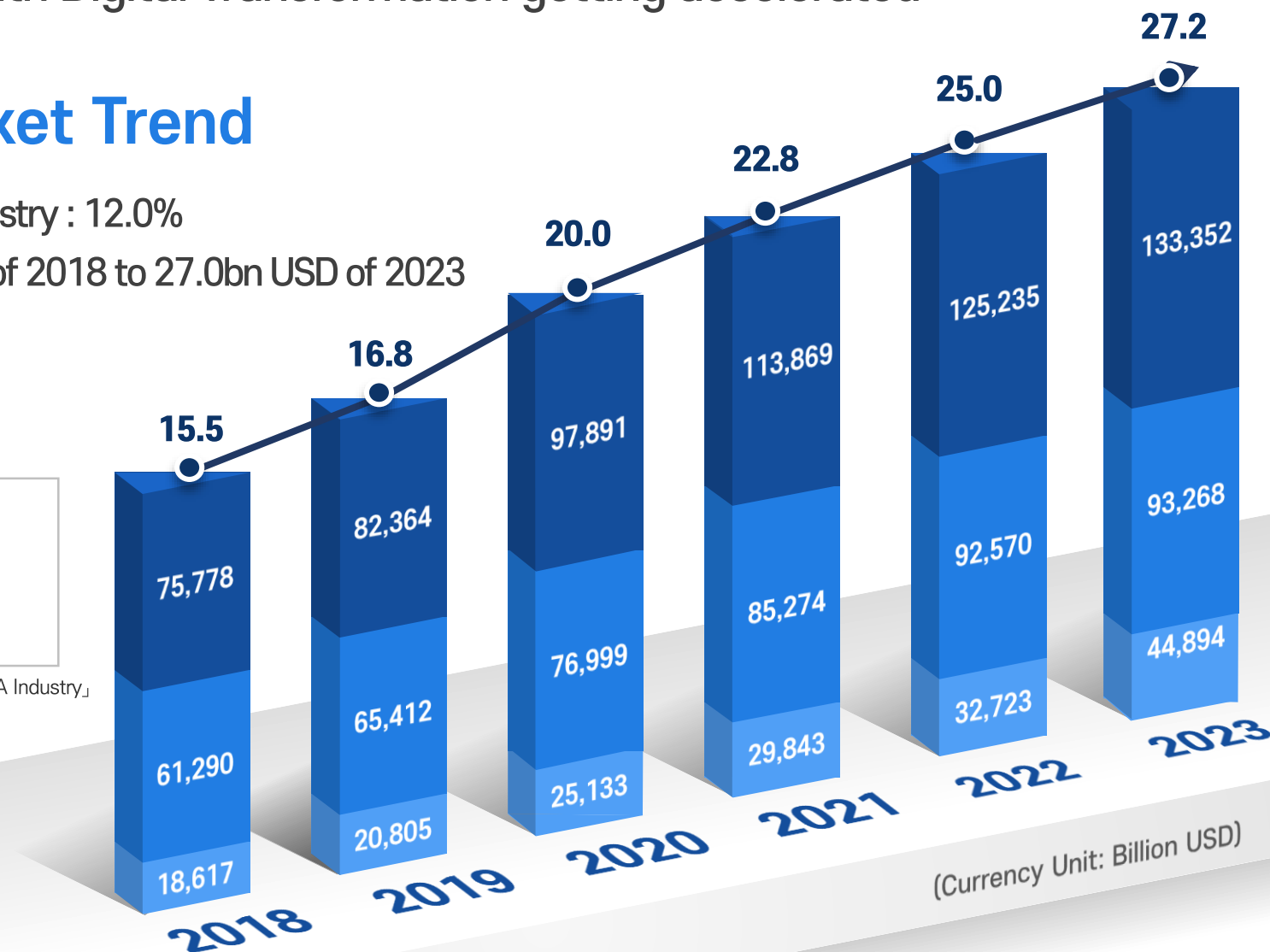
Demand for DATA
increased with Digital Transformation getting accelerated

DATA Industry Market Trend

- 2018~2023 CAGR of DATA Industry : 12.0%
- Market grew from 15.6bn USD of 2018 to 27.0bn USD of 2023



Source: Ministry of Science and ICT, 「2023 Research on DATA Industry」



02 Diversification of COOCON's API Products

As digital transformation gets expanded & diversified,
More Diverse DATA will be delivered digitally through COOCON API's

 롯데백화점

 HYUNDAI

 SHINSEGAE

 K PLAZA

 the Galleria
갤러리아

 Gmarket

 AUCTION.

 11st

 INTERPARK

 CJmoll

 lotte.com

 신세계 물

 배달의민족

 요기요

 배달통

 배고파

 여기어때.

 yanolja


 Expedia



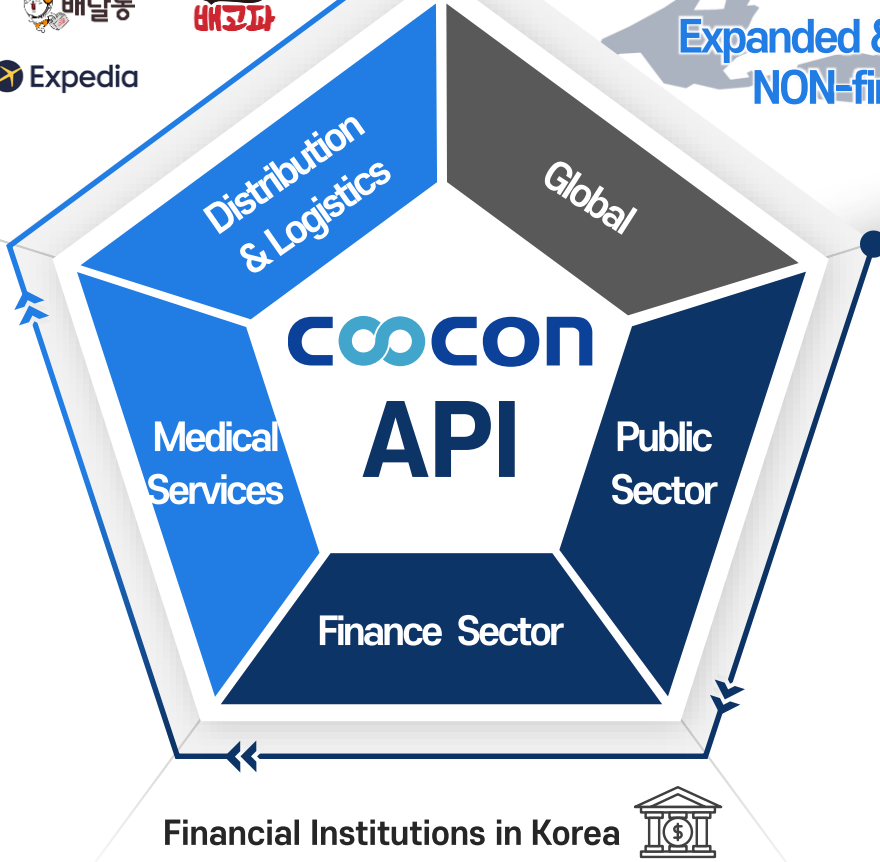
 식품의약품안전처

 질병관리청

 h·well

 국민건강보험

Hospitals & Clinics



 정부24

 KoROAD
도로교통공단

 Hometax.

 자동차민원 대국민포털

 CarHistory

 금융감독원

 4대 사회보험
정보연계센터

 식품의약품안전처

 질병관리청

 h·well

 국민건강보험

Financial Institutions in Korea 

Chapter 05 Appendix

- 01 2024 Performance Results
- 02 YoY/QoQ Performance Analysis as of 2024
- 03 Summary of Financial Statements

01 Performance Report as of the end of 2024

- 2024 Annual Revenue & Operating Income was **73**billion KRW & **16.6**billion KRW, respectively
- 2024/Q4 Revenue & Operating Income was **17.6**billion KRW & **4.2**billion KRW, respectively

(Unit : 1 Billion KRW)

Type		22 Q1	22 Q2	22 Q3	22 Q4	2022	23 Q1	23 Q2	23 Q3	23 Q4	2023	24 Q1	24 Q2	24 Q3	24 Q4	2024
Data Service	Revenue	7.22	7.42	8.32	8.10	31.05	8.63	8.99	9.15	9.70	36.47	8.34	13.03	8.78	8.43	38.57
	OP	3.08	3.15	3.40	3.47	13.1	3.11	3.40	3.09	2.02	12.08	2.11	2.93	3.13	3.04	11.22
	OPM	42.7%	42.5%	40.9%	42.9%	42.2%	36.0%	37.8%	33.8%	21.2%	33.1%	25.3%	22.5%	35.7%	36.1%	29.1%
Payme nt Service	Revenue	8.18	8.11	8.04	7.31	31.64	7.70	8.16	8.16	7.81	31.83	8.66	8.50	8.16	9.12	34.43
	OP	1.82	1.89	1.69	1.21	6.61	1.26	1.38	1.39	0.9	4.51	1.32	1.51	1.37	1.19	6.79
	OPM	22.3%	23.3%	21.1%	16.5%	20.9%	16.4%	16.9%	17.1%	11.5%	14.2%	15.3%	17.8%	16.9%	13.1%	19.7%
Total	Revenue	15.40	15.53	16.36	15.41	62.69	16.32	17.15	17.31	17.51	68.30	16.99	21.52	16.94	17.55	73.00
	OP	4.90	5.04	5.09	4.68	19.71	4.37	4.78	4.48	2.95	16.59	3.43	4.44	4.51	4.24	16.62
	OPM	31.8%	32.5%	31.1%	30.4%	31.4%	26.8%	27.9%	25.9%	16.9%	24.3%	20.2%	20.6%	26.6%	24.1%	22.8%

➤ New Service and Business Objectives in 2025

- Data Service: Telecommunications/SME* Mydata products, expansion of online document API customers
- Payment Service: Supply chain financial and prepaid agency service, Reg-tech products (AML, e-KYC)

*SME: Small and Medium Enterprise

02 YoY/QoQ Performance Analysis as of the end of 2024

- 2024 Company Revenue showed **6.9%YoY** Growth & Company OP, **0.2%YoY** Growth
- 2024/Q4 Revenue & OP showed **0.2%YoY** Growth and **43.4%YoY** Growth, respectively

(Unit : 1 Billion KRW)

Type		2022	2023	YoY	2023	2024	YoY	23 Q4	24 Q4	YoY	24 Q3	24 Q4	QoQ
Data Service	Revenue	31.05	36.47	17.5%	36.47	38.57	5.8%	9.70	8.43	−13.1%	8.78	8.43	−4.0%
	OP	13.10	12.08	−11.0%	12.08	11.22	−7.1%	2.05	3.04	48.2%	3.13	3.04	−2.9%
	OPM	42.2%	33.1%	−	33.1%	29.1%	−	21.2%	36.1%	−	35.7%	36.1%	−
Payment Service	Revenue	31.64	31.82	0.6%	31.83	34.43	8.2%	7.81	9.12	16.7%	8.16	9.12	11.8%
	OP	6.61	4.51	−25.4%	4.51	6.79	50.7%	0.9	1.19	32.5%	1.37	1.19	−13.2%
	OPM	20.9%	14.2%	−	14.2%	19.7%	−	11.5%	13.1%	−	16.9%	13.1%	−
Total	Revenue	62.69	68.30	8.9%	68.30	73.00	6.9%	17.51	17.55	0.2%	16.94	17.55	3.6%
	OP	19.71	16.59	−15.9%	16.59	16.62	0.2%	2.95	4.24	43.4%	4.51	4.24	−6.1%
	OPM	31.4%	24.3%	−	24.3%	22.8%	−	16.9%	24.1%	−	26.6%	24.1%	−

- For the year 2025, our target YOY growth rate in revenue of Data Service/Payment Service/Company Total is 10~15%, respectively
- For the year 2024, YoY growth rate in revenue of Data Service/Payment Service/Company Total is 5.8%/8.2%/6.9%, respectively
 - The launch of 30+ new API products and increasing demand for online document APIs
 - Revenue growth through a 20% increase in virtual account(Identified) transaction volume and strategic partnerships with PG companies
- Going forward, estimate OPM of Data Service/Payment Service is 30~35%/15~20%, respectively

03 Summary of Financial Statements

Unit: ₩ 1M

Financial Positions					
Type	2020	2021	2022	2023	2024
Current Assets	69,623	117,153	86,708	99,096	136,782
Non-Current Assets	72,375	84,810	95,493	108,453	126,143
Total Assets	141,998	201,963	182,201	207,548	262,925
Current Liabilities	64,762	65,333	50,346	69,058	106,003
Non-Current Liabilities	10,729	6,979	2,449	10,330	10,116
Total Liabilities	75,491	72,312	52,794	79,388	116,118
Capital	3,312	5,046	5,127	5,127	5,127
Capital Surplus	13,703	70,806	71,332	71,332	70,677
Other Components of Equity	184	(228)	(619)	(3,508)	(868)
Accumulated Other Comprehensive Income	9,718	7,720	4,743	713	2,828
Retained Earnings	39,393	45,961	48,824	54,496	69,043
Non-controlling Interests	197	346	0	-	-
Total Equity	66,507	129,651	129,407	128,160	146,807

Unit: ₩ 1M

Income Statement					
Type	2020	2021	2022	2023	2024
Operating Revenue	51,374	61,442	64,523	68,366	73,038
Operating Expenses	40,135	44,617	44,499	51,780	56,450
Operating Income	11,239	16,825	20,024	16,586	16,589
Other non-operating Income	72	21	1,276	90	57
Other non-operating Expenses	(332)	(342)	(1,033)	(460)	(632)
Financial Income	13,132	1,442	908	3,789	6,622
Financial Expenses	(146)	(9,352)	(15,062)	(8,492)	1,754
Equity method Income	3	(9)	(1,343)	(1,816)	(1,865)
Net Income before Income Taxes	23,968	8,585	4,771	9,697	19,017
Net Income	18,897	7,161	3,787	7,174	15,776
Total comprehensive Income	29,436	4,719	1,254	2,665	17,659

The logo consists of two overlapping dark blue circles. The left circle is slightly behind the right one, and a bright blue light flare is visible at their intersection point.

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Success in Business with COOCON APIs!

19F, KnK Digital Tower, 220 Yeongsin-ro, Yeongdeungpo-gu, Seoul, South Korea