# Collect DATA Connect DATA

COCON

Business Data Platform Company

### **CEO Profile**

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





## COCON

## 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)



### **Company Profile**

#### **Business Data Platform Company**

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





#### **Table of Contents**

#### **Prologue**

Chapter 01 | COOCON Business Overview

Chapter 02 COOCON API's Use Cases

Chapter 03 | Technologies & Infrastructure

**Chapter 04 | COOCON Potentials** 

**Appendix** 

#### **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. 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

### **Collect Connect Control DATA**



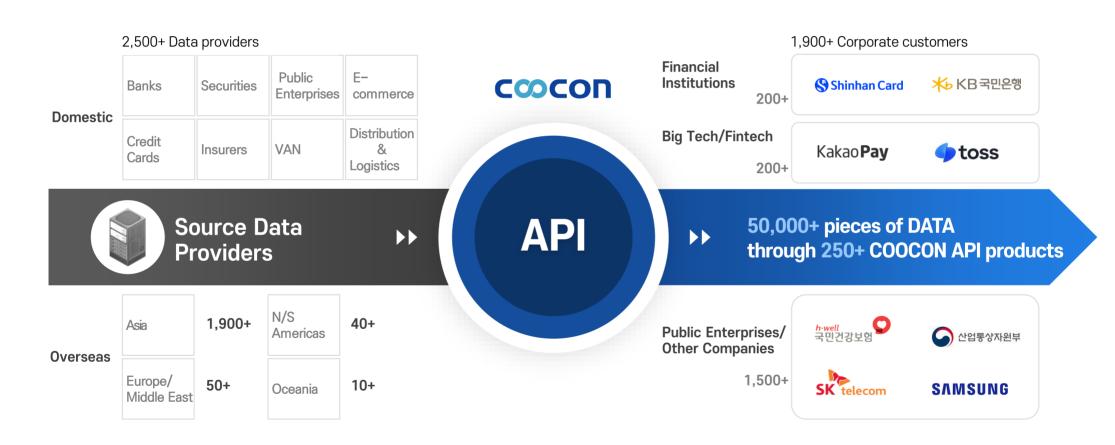
The Largest Business Data Platform in Korea





### 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



### **Company History**

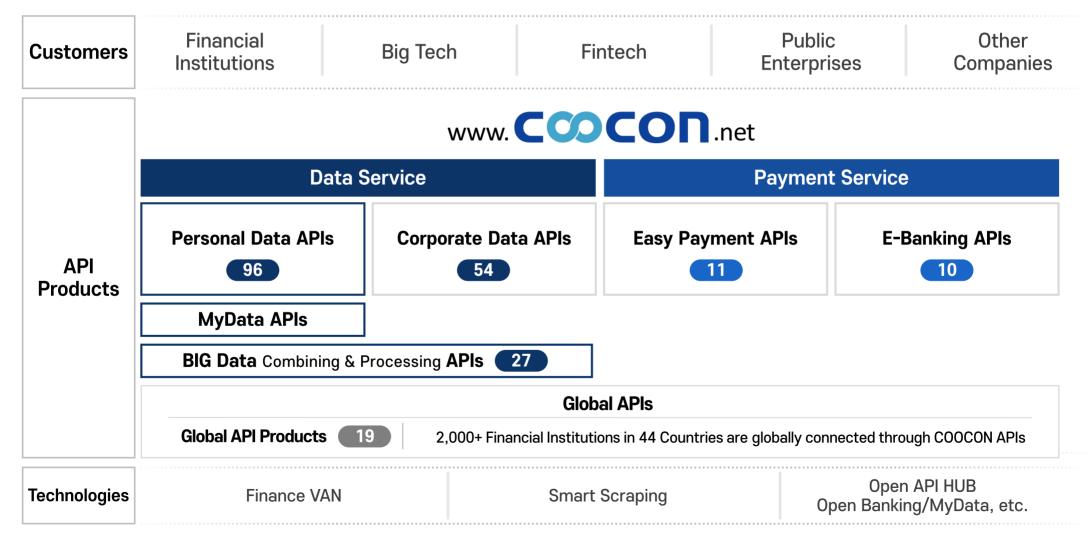
#### A Leader in DATA Collect/Connect service market

2006 ~ 2010  Connect the most # of financial institutions in Korea	The only global data provider in Korea	——2016 ~ Present Korea's largest API store
<ul><li>2006</li><li>COOCON Founding</li></ul>	<ul><li>2011</li><li>China Branch opened</li></ul>	<ul><li>2016</li><li>API Store 「COOCON.net」 opened</li></ul>
<ul><li>2007</li><li>All securities firms in Korea connected through Financial VAN</li></ul>	<ul> <li>2012</li> <li>Registered as Electronic Payment Settlement Agent</li> <li>Australia Branch opened</li> </ul>	<ul> <li>2017 <ul> <li>IDC Control Tower opened</li> <li>Scraping Engine Patent registered in Japan</li> </ul> </li> <li>2018 <ul> <li>KIBNET acquired</li> </ul> </li> </ul>
<ul> <li>2009</li> <li>All Banks in Korea connected through Financial VAN</li> </ul>	<ul> <li>2013</li> <li>Cambodia Branch opened</li> <li>Cloud Scraping Engine developed</li> </ul>	<ul> <li>Certified as a ISMS(Information Security Management System)-implemented Company</li> <li>OPEN BANKING OPEN API officially started</li> </ul>
	<ul> <li>2014         <ul> <li>Entered into Japanese Market through a Joint Venture(MWI) with MJS(2nd Largest ERP Company in Japan)</li> </ul> </li> </ul>	<ul> <li>MyData Business License obtained</li> <li>Public Offering of COOCON on KOSDAQ</li> </ul>
<ul> <li>2010</li> <li>All credit card companies in Korea connected through Financial VAN</li> <li>Global Scraping Engine launched</li> </ul>	<ul><li>2015</li><li>The 2nd Financial security cloud center</li></ul>	<ul><li>2022</li><li>MYDATA OPEN API officially started</li><li>2023</li></ul>
<ul> <li>The 1st Financial security cloud center (IDC) opened</li> </ul>	<ul><li>(IDC) opened</li><li>Smart Scraping Engine developed</li></ul>	<ul> <li>LOAN TRANSFER PLATFORM officially started in</li> <li>Certified as Data Combining/Processing Agency in</li> </ul>



### **COOCON Business Map**

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





### **COOCON Product Overview**

The Largest API store <a href="www.coocon.net">www.coocon.net</a> provides 250+ API products developed by COOCON

#### **Data Service**

#### 96

#### **Personal Data APIs**

- Financial Product Info. (Insurances/Personal Credit Cards/ Personal Loans)
- Used Car Prices

#### **MyData APIs**

Include Financial/Public/Medical MYDATA

- PFM Data (Assets/Liabilities/Income/Expenses)
- Medical Records

#### 54

#### **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**



#### **Easy payment APIs**

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



#### **E-banking APIs**

- Virtual Accounts
- · Firm-banking
- P2P Banking

**Big Data APIs** 



- Franchisee Business Category Info.
- Insurance Product Info.

\*PFM: Personal Financial Management \*FI: Financial Institutions

**Global API Products** 



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

**Global FI Connection** 

- 2,000+ Fls in 44 Countries
- Data from Overseas FI (mostly, Banks)
- 2,000+ Fls in Asia, Europe, Middle East, USA, etc.

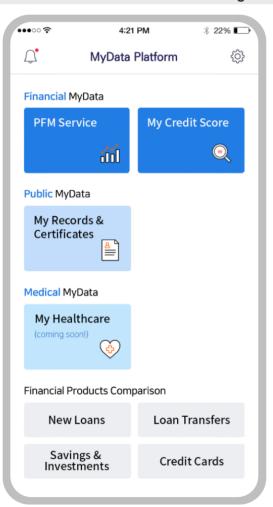


#### 06-1 Product Details

### Data Service > Financial MyData/Public MyData/Medical MyData

- In Jan/2021, COOCON got MyData-licensed.

- On Jan 5th, 2022, the MyData OPEN API platform officially started.



### **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 My Financials 김쿠콘님의 순자산 현황 1,985,745원 1.265.549원 464,293원

### 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

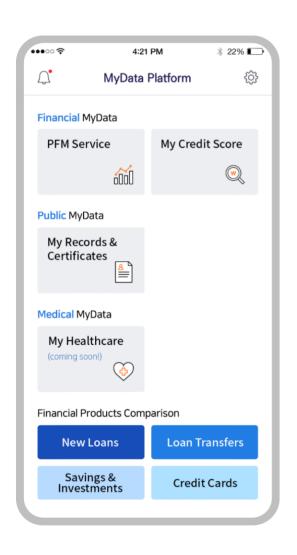


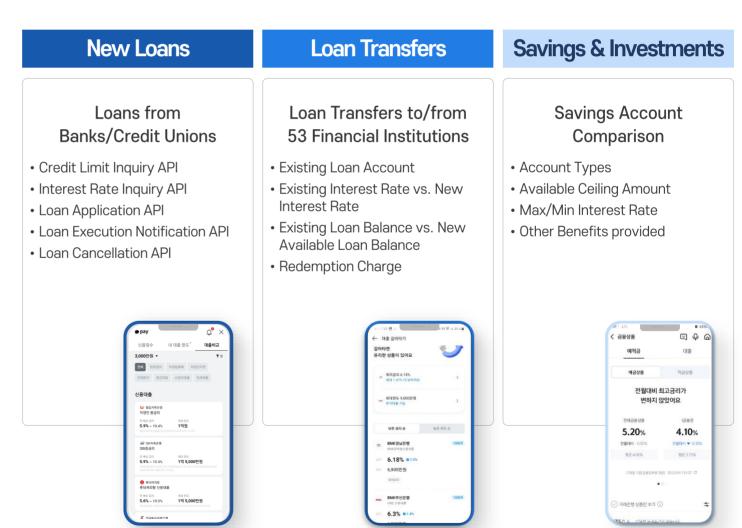


#### 06-2 Product Details

### **Data Service > Financial Product Comparison & Recommendation**

Loans > Credit Cards > Insurances > Savings & Investment Products



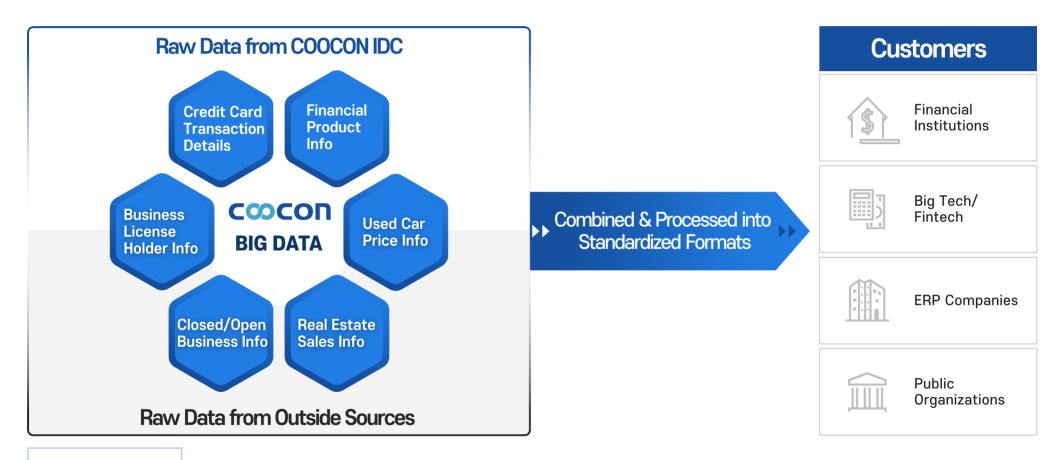




#### 06-3 Product Details

### Data Service > BIG DATA Combining & Processing Business

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



COCON **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



#### 06-4 Product Details

### Overseas Branches: Bases for Expanding into Overseas Markets

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

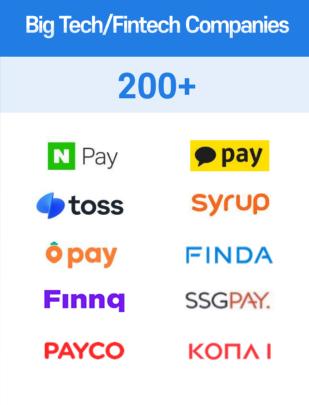




### **COOCON Customers**

#### 1,900+ Corporate Customers, who develop B2B/B2C DIGITAL Services







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



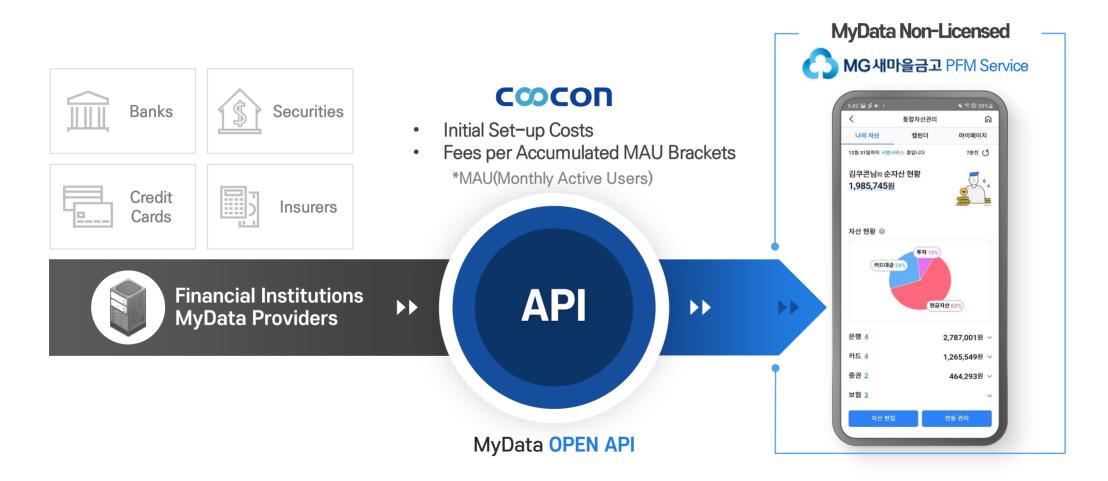
# Chapter 02 COOCON API's Use Cases

01	Financial MyData
02	Credit Loan Recommendation for New Loans
03	Credit Loan Recommendation for Loan Transfers
04	Corporate Cash Management Solution(CMS)
05	Easy Payment



#### 01 **Financial MyData**

Data Service > Financial MyData > Personal Financial Management Service















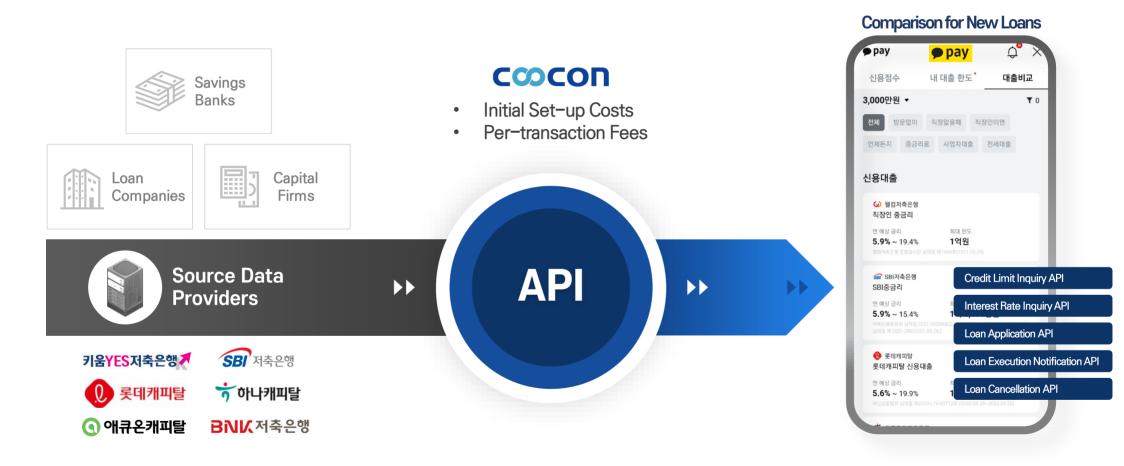






#### **Credit Loan Recommendation for New Loans**

Data Service > Personal Data API > Loan Comparison(Credit Limit/Interest Rate) for New Loans















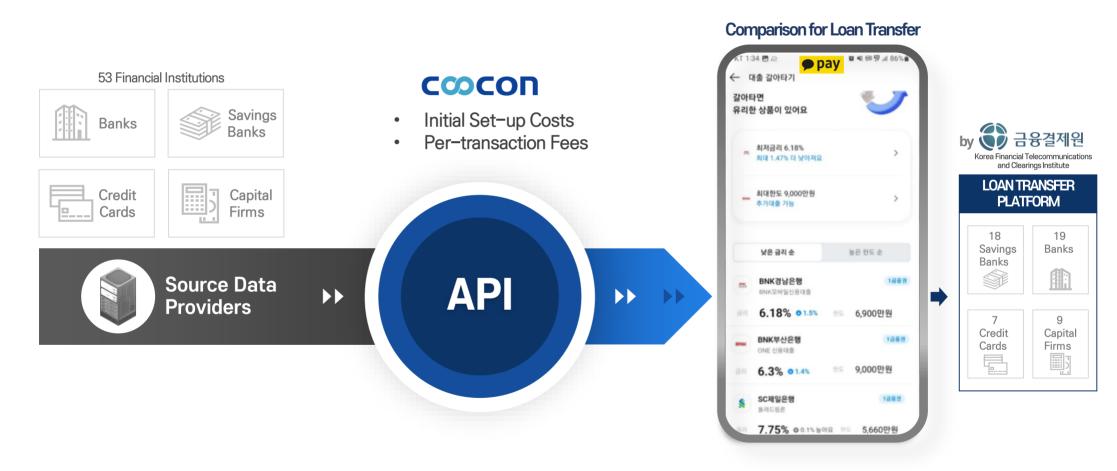






#### **Credit Loan Recommendation for Loan Transfers**

Data Service > Personal Data API > Loan Comparison(Credit Limit/Interest Rate) for Loan Transfers















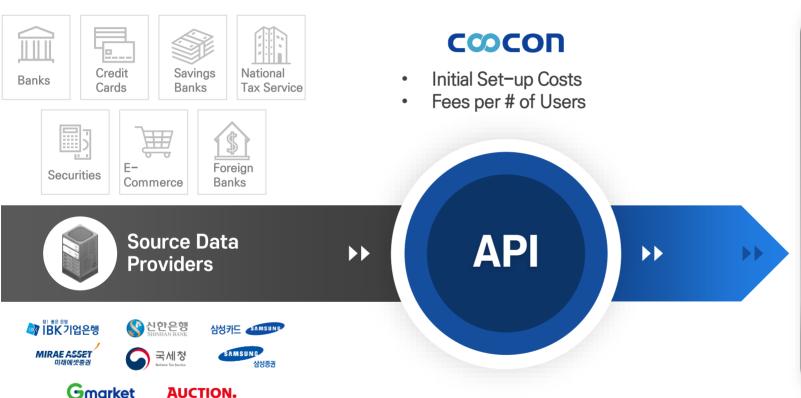






#### 04 Corporate Cash Management Solution(CMS)

Data Service > Corporate Data API > Corporate Cash Management Solution















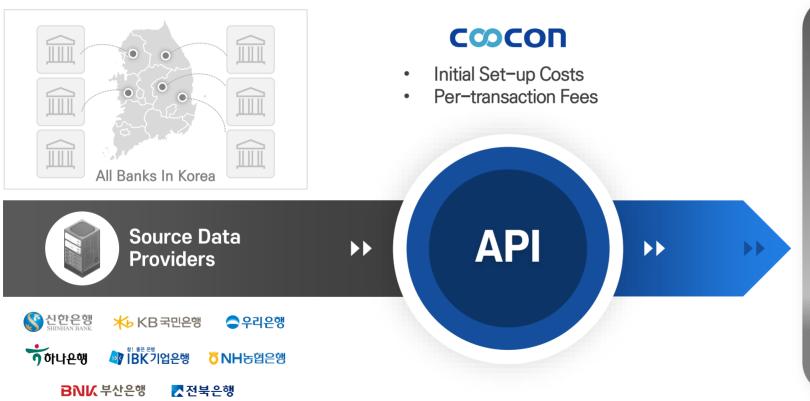






#### 05 **Easy Payment**

Payment Service > Easy Payment API > Easy Payment App. for O달근마켓























## 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	Financial Security Cloud Center

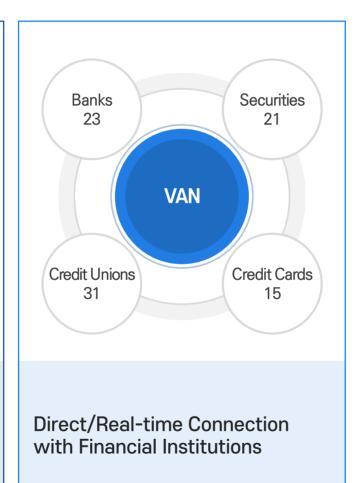


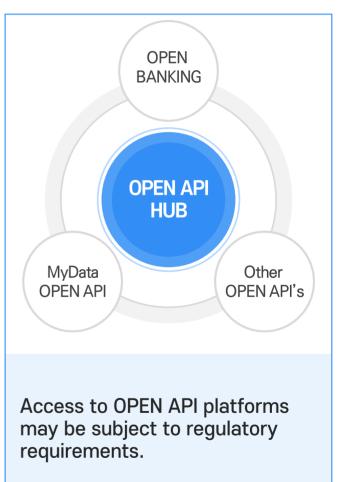
#### 01 **DATA Collecting & Connecting Technologies**

Korea No.1 Data Collect/Connect Technologies with 15+ years of Know-how



COOCON's Smart Scraping technology is patented in Korea, Japan, U.S.A, etc.







#### **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

			<u> 10 .5</u>				
Europe,	Europe/Middle East		Asia	Oceania	N/S America		
	50+	1	1,900+	10+	40+		
UK	Slovakia #	India	China *:	Australia ***	U.S.A		
France	UAE	Pakistan	Kazakhstan		Canada		
Germany	Bahrain	Cambodia	Japan		Mexico		
Spain	Qatar	Malaysia	Taiwan		Guatemala (W		
Swiss	Italy	Thailand	Hong Kong 😘		Nicaragua		
Poland	Netherlands	Vietnam	Macao 😃		Panama **		
Romania	Bulgaria	Singapore	Philippines Philippines		Brazil		
Hungary	Russia	Indonesia					
Czech Rep.	Turkey C*						



04 **Finance VAN** 

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



CHAPTER •

### **Financial Security Cloud Center**

Cloud-based IDC, with huge Capacity & highest level of Security, managed by 20+ Data Professionals, 24/7/365





## Chapter 04 COOCON Potentials

01	Rapid Growth of DATA Industry
02	<b>Total Service for Digital Transformation</b>
03	As Digital Transformation Accelerates
04	Diversification of COOCON's API Products



22.8

25.0

01

### **Rapid Growth of DATA Industry**

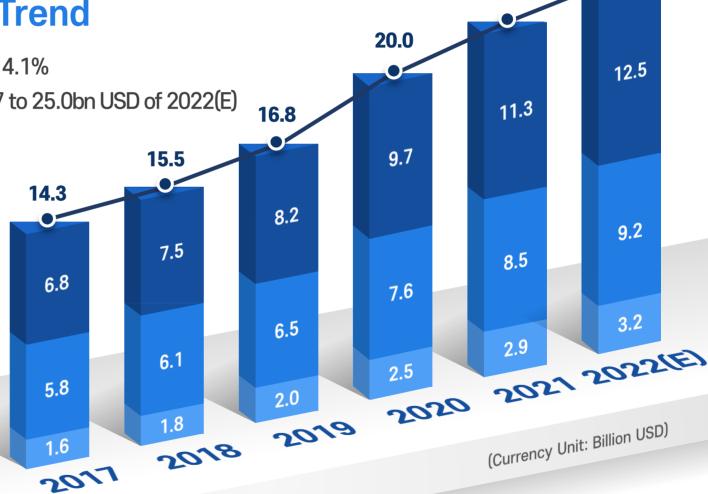
Demand for DATA increased with Digital Transformation getting accelerated



- 2019~2022 CAGR of DATA Industry: 14.1%
- Market grew from 14.3bn USD of 2017 to 25.0bn USD of 2022(E)

- Industry Total Sales Volume
- DATA Supply API Sales
- DATA Supply SI Business
- DATA Processing/Management

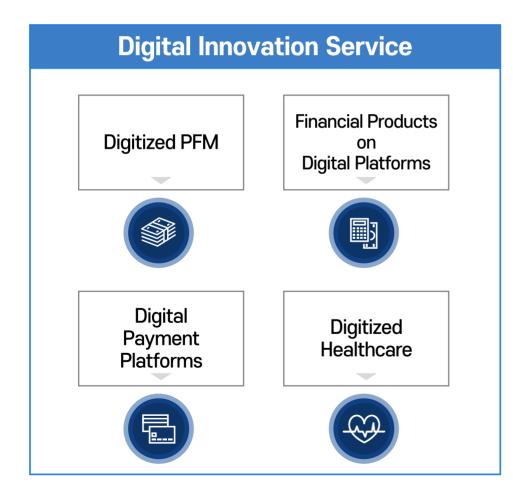
Source: Ministry of Science and ICT, <sup>7</sup>2022 Research on DATA Industry <sub>1</sub>

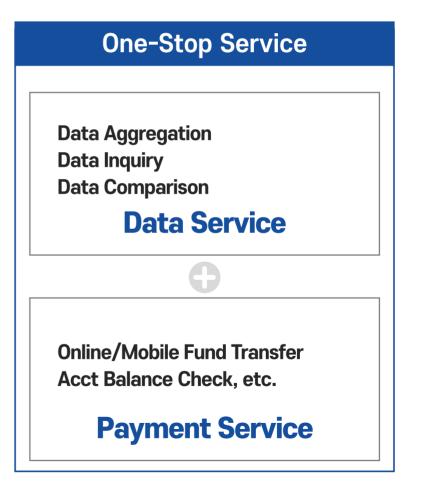




### **Total Service for Digital Transformation**

# COOCON's One-Stop Data-providing Service for all types of Digital Solutions



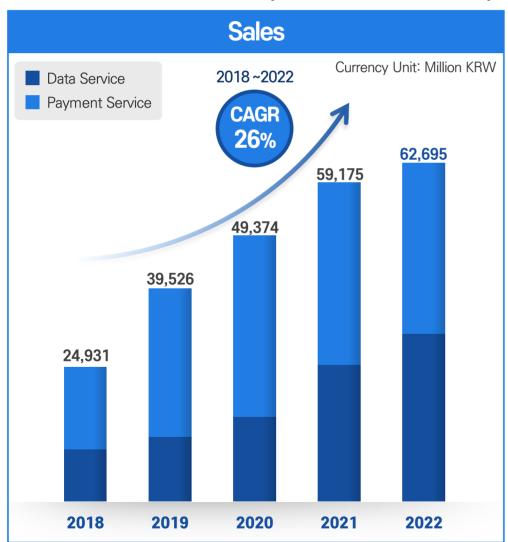


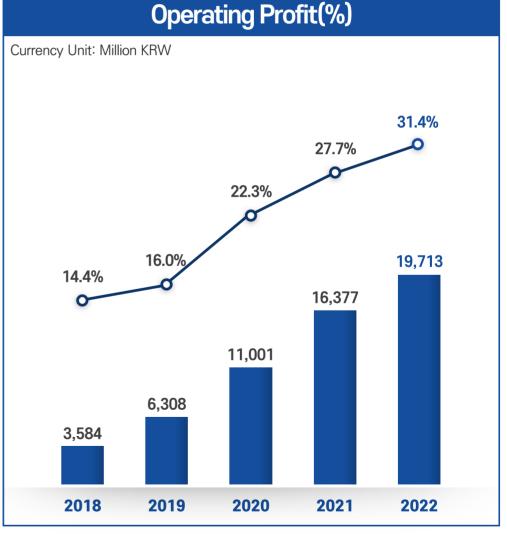


### **As Digital Transformation Accelerates**

The following is expected:

- 1) Growing demand for DATA
- 3) More diverse API products will be developed
- 2) Growing demand for API's
- 4) API market will be expanded

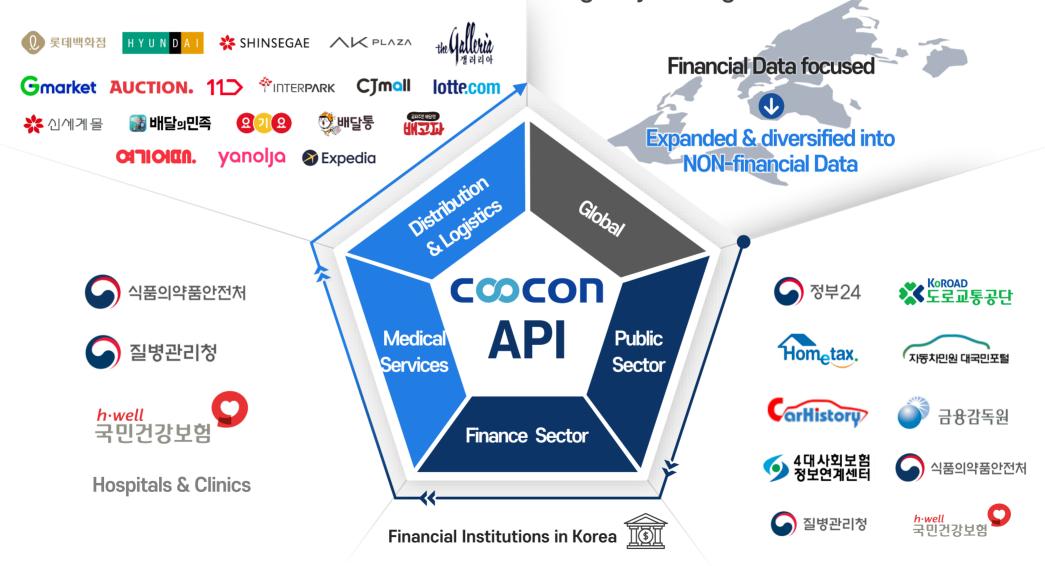






#### 04 **Diversification of COOCON's API Products**

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





2023/Q3 Performance Results

YoY/QoQ Performance Analysis as of 2023/Q3

Summary of Financial Statements



### Performance Report as of the end of 2023/Q3

- 2022 Annual Revenue & Operating Income was 62.69billion KRW & 19.71billion KRW, respectively
- 2023/Q3 Revenue & Operating Income was 17.31billion KRW & 4.48billion KRW, respectively

(Unit: 1 Billion KRW)

Тур	ре	20 Q1	20 Q2	20 Q3	20 Q4	2020	21 Q1	21 Q2	21 Q3	21 Q4	2021	22 Q1	22 Q2	22 Q3	22 Q4	2022	23 Q1	23 Q2	23 Q3
	Revenue	3.25	3.63	4.11	4.78	15.77	*5.70	*6.20	*6.60	*6.88	25.38	*7.22	*7.42	*8.32	*8.10	31.05	*8.63	*8.99	*9.15
Data Service	OP	1.04	1.34	1.64	1.73	5.75	2.34	2.63	2.55	2.60	10.11	3.08	3.15	3.40	3.47	13.1	3.11	3.40	3.09
	OPM	32.0%	36.8%	40.0%	36.1%	36.4%	41.0%	42.4%	38.6%	37.8%	39.8%	42.7%	42.5%	40.9%	42.9%	42.2%	36.0%	37.8%	33.8%
	Revenue	7.28	7.78	8.50	10.05	33.60	**8.12	**8.75	**8.54	**8.38	33.79	**8.18	**8.11	**8.04	**7.31	31.64	**7.70	**8.16	**8.16
Payment Service	OP	1.12	1.54	1.65	0.96	5.25	1.54	1.28	1.61	1.83	6.26	1.82	1.89	1.69	1.21	6.61	1.26	1.38	1.39
	OPM	15.3%	19.8%	19.4%	9.5%	15.6%	19.0%	14.7%	18.8%	21.8%	18.5%	22.3%	23.3%	21.1%	16.5%	20.9%	16.4%	16.9%	17.1%
	Revenue	10.53	11.41	12.61	14.83	49.37	13.82	14.95	15.14	15.26	59.18	15.40	15.53	16.36	15.41	62.69	16.32	17.15	17.31
Total	OP	2.16	2.87	3.29	2.68	11.00	3.88	3.91	4.16	4.43	16.38	4.90	5.04	5.09	4.68	19.71	4.37	4.78	4.48
	OPM	20.5%	25.2%	26.1%	18.1%	22.3%	28.1%	26.2%	27.4%	29.0%	27.7%	31.8%	32.5%	31.1%	30.4%	31.4%	26.8%	27.9%	25.9%

- > New Data Services opened during Q3/2023
  - Public MyData Plug-in Service
- > New Data Services to be opened after Q4/2023
  - Car Insurance Comparison - Big Data Processing



### YoY/QoQ Performance Analysis as of the end of 2023/Q3

- 2023/Q3 Company Revenue showed 5.8%YoY Growth & Company OP, 12.0%YoY Decrease
- 2023/Q3 Data Service Revenue & OP showed 10.0%YoY and -9.0%YoY Growth, respectively

(Unit: 1 Billion KRW)

1	Туре	2021	2022	YoY	22 H1	23 H1	YoY	22 Q3	23 Q3	YoY	23 Q2	23 Q3	QoQ
	Revenue	25.38	31.05	22.3%	14.64	17.61	20.2%	8.32	9.15	10.0%	8.99	9.15	1.8%
Data Service	OP	10.11	13.1	29.5%	6.23	6.51	4.5%	3.40	3.09	-9.0%	3.40	3.09	-9.1%
	ОРМ	39.8%	42.2%		42.6%	37.0%		40.9%	33.8%		37.8%	33.8%	
	Revenue	33.79	31.64	-6.4%	16.29	15.86	-2.6%	8.04	8.16	1.5%	8.16	8.16	-0.1%
Payment Service	OP	6.26	6.61	5.6%	3.71	2.64	-28.8%	1.69	1.39	-17.8%	1.38	1.39	1.0%
	ОРМ	18.5%	20.9%		22.8%	16.6%		21.1%	17.1%		16.9%	17.1%	
	Revenue	59.18	62.69	5.9%	30.93	33.48	8.2%	16.36	17.31	5.8%	17.15	17.31	0.9%
Total	OP	16.38	19.71	20.4%	9.94	9.15	-7.9%	5.09	4.48	-12.0%	4.78	4.48	-6.3%
	ОРМ	27.7%	31.4%		32.1%	27.3%		31.1%	25.9%		27.9%	25.9%	

- For the year 2023, our target YOY growth rate in revenue of Data Service/Payment Service/Company Total is 20~30%/5%~10%/10~15%, respectively.
- For the year 2023, our target OPM of Company Total is 25~27%.



### Summary of Financial Statements (Separate)

Unit: ₩ 1M

Unit: ₩ 1M

	Financial Positions											
Туре	2019	2020	2021	2022	2023 Q3							
Current Assets	68,771	69,143	116,339	86,627	112,831							
Non-Current Assets	28,036	72,165	84,754	96,645	109,551							
Total Assets	96,807	141,308	201,093	183,272	222,382							
Current Liabilities	52,230	64,503	65,158	50,328	74,421							
Non-Current Liabilities	7,663	10,569	6,884	2,449	9,631							
Total Liabilities	59,893	75,072	72,042	52,776	84,052							
Capital	3,312	3,312	5,046	5,127	5,127							
Capital Surplus	13,288	13,287	70,390	70,916	70,916							
Other Components of Equity	74	184	(228)	(619)	(804)							
Accumulated Other Comprehensive Income	(222)	9,743	7,728	4,841	4,841							
Retained Earnings	20,462	39,710	46,114	50,230	58,249							
Total Equity	36,914	66,236	129,050	130,496	138,330							

Income Statement												
Туре	2019	2020	2021	2022	2023 Q3 (Cumulative)							
Operating Revenue	39,526	49,374	59,175	62,695	50,784							
Operating Expenses	33,218	38,373	42,799	42,981	37,150							
Operating Income	6,308	11,001	16,377	19,713	13,633							
Other non-operating Income	165	70	15	1,253	26							
Other non-operating Expenses	(1,573)	(354)	(191)	(1,019)	(403)							
Financial Income	5,825	13,130	1,439	906	1,531							
Financial Expenses	(281)	(137)	(9,346)	(15,058)	(3,260)							
Net Income before Income Taxes	10,444	23,710	8,294	5,795	11,527							
Net Income	8,382	18,640	6,870	4,907	9,041							
Total Comprehensive Income	9,912	29,213	4,389	2,237	9,041							



### Summary of Financial Statements (Consolidated)

Unit: ₩ 1M

Unit: ₩ 1M

Financial Positions											
Туре	2019	2020	2021	2022	2023 Q3						
Current Assets	69,254	69,623	117,153	86,708	112,759						
Non-Current Assets	28,201	72,375	84,810	95,493	107,516						
Total Assets	97,455	141,998	201,963	182,201	220,275						
Current Liabilities	52,585	64,762	65,333	50,346	74,288						
Non-Current Liabilities	7,908	10,729	6,979	2,449	9,631						
Total Liabilities	60,493	75,491	72,312	52,794	83,918						
Capital	3,312	3,312	5,046	5,127	5,127						
Capital Surplus	13,703	13,703	70,806	71,332	71,332						
Other Components of Equity	75	184	(228)	(619)	(804)						
Accumulated Other Comprehensive Income	(226)	9,718	7,720	4,743	4,776						
Retained Earnings	19,966	39,393	45,961	48,824	55,925						
Non-controlling Interests	132	197	346	0	0						
Total Equity	36,962	66,507	129,651	129,407	136,357						

Income Statement												
Туре	2019	2020	2021	2022	2023 Q3 (Cumulative)							
Operating Revenue	41,244	51,374	61,442	64,523	50,834							
Operating Expenses	35,006	40,135	44,617	44,499	37,202							
Operating Income	6,238	11,239	16,825	20,024	13,633							
Other non-operating Income	184	72	21	1,276	26							
Other non-operating Expenses	(580)	(332)	(342)	(1,033)	(403)							
Financial Income	5,827	13,132	1,442	908	1,531							
Financial Expenses	(292)	(146)	(9,352)	(15,062)	(3,260)							
Equity method Income	(22)	3	(9)	(1,343)	(916)							
Net Income before Income Taxes	11,355	23,968	8,585	4,771	10,610							
Net Income	9,156	18,897	7,161	3,787	8,124							
Total comprehensive Income	10,700	29,436	4,719	1,254	8,157							

# www.CCOCOn.net

**Success in Business with COOCON APIs!** 

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