



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 : 5,127 Million KRW (As of December, 2023)

Business : Data Platform Business (Data Service, Payment Service)

Number of employees : 213 (As of December, 2023)

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
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- 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

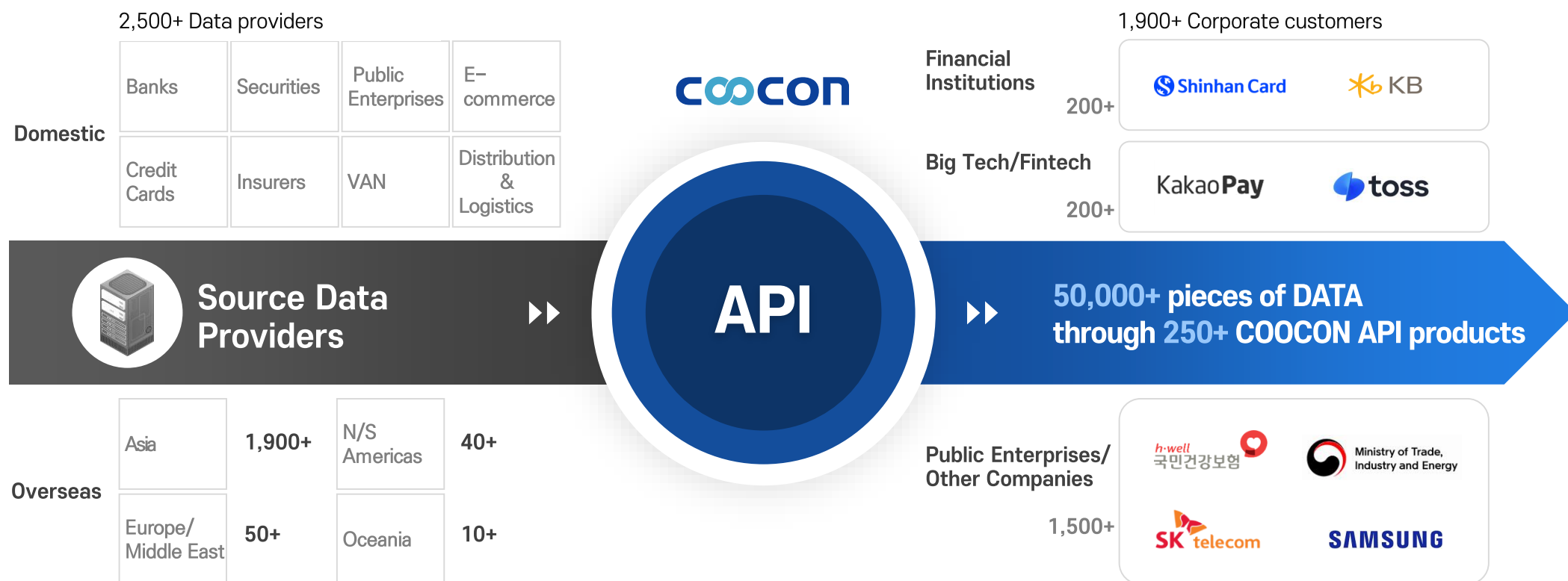
CONNECT

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

Connect the most # of financial institutions in Korea

- | 2006
 - COOCON Founding
- | 2007
 - All securities firms in Korea connected through Financial VAN
- | 2009
 - All Banks in Korea connected through Financial VAN
- | 2010
 - All credit card companies in Korea connected through Financial VAN
 - Global Scraping Engine launched
 - The 1st Financial security cloud center (IDC) opened

2011 ~ 2015

The only global data provider in Korea

- | 2011
 - China Branch opened
- | 2012
 - Registered as Electronic Payment Settlement Agent
 - Australia Branch opened
- | 2013
 - Cambodia Branch opened
 - Cloud Scraping Engine developed
- | 2014
 - Entered into Japanese Market through a Joint Venture(MWI) with MJS(2nd Largest ERP Company in Japan)
- | 2015
 - The 2nd Financial security cloud center (IDC) opened
 - Smart Scraping Engine developed

2016 ~ Present

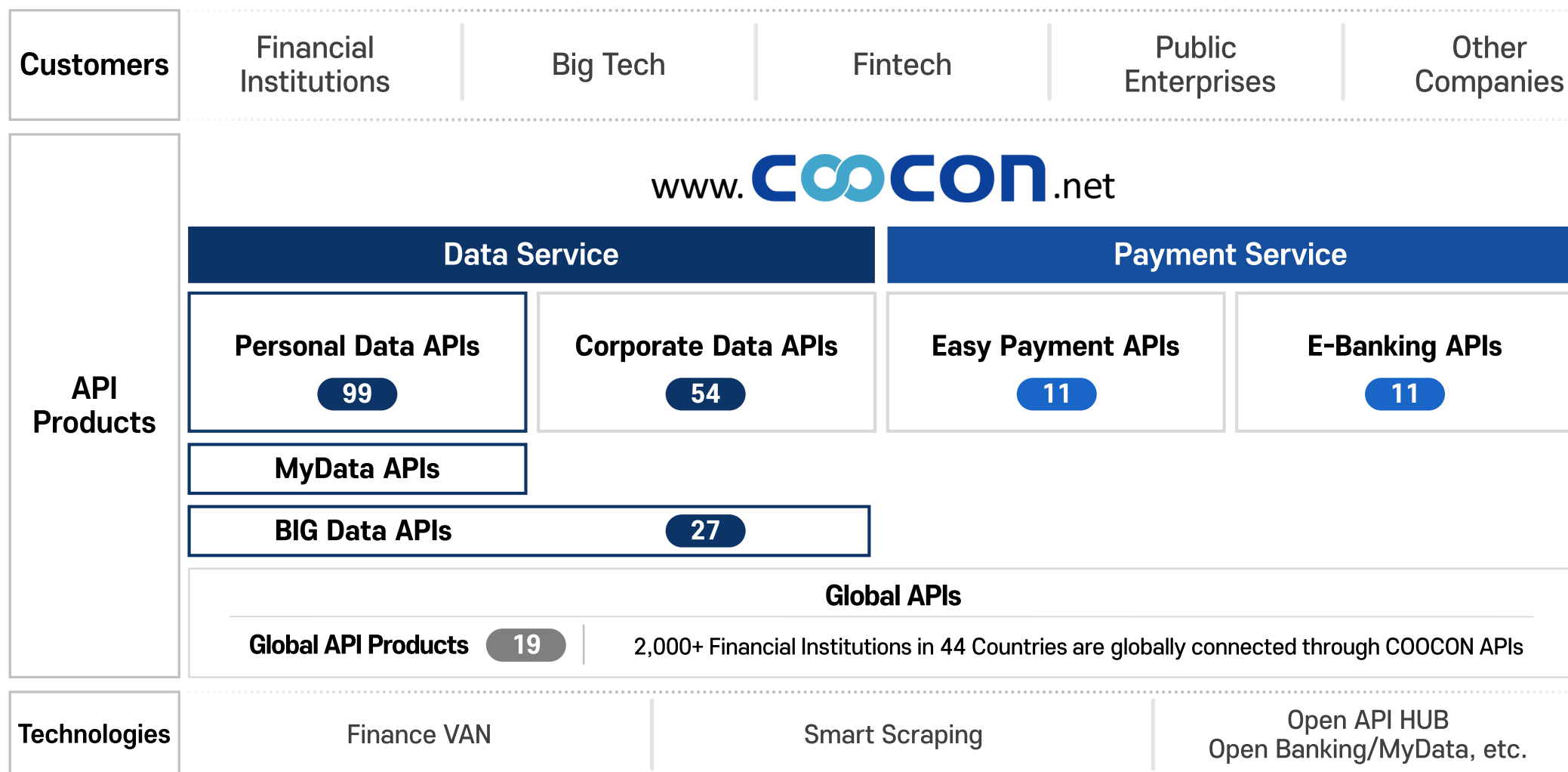
Korea's largest API store

- | 2016
 - API Store 「COOCON.net」 opened
- | 2017
 - IDC Control Tower opened
 - Scraping Engine Patent registered in Japan
- | 2018
 - KIBNET acquired
- | 2020
 - Certified as a ISMS(Information Security Management System)-implemented Company
 - Open BANKING Open API officially started
- | 2021
 - MyData Business License obtained
 - Public Offering of COOCON on KOSDAQ
- | 2022
 - MyData Open API officially started
- | 2023
 - LOAN TRANSFER PLATFORM officially started in May
 - Certified as Data Combining/Processing Agency in July

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
250+ 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

MyData APIs

Include Financial/Public/Medical MyData

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

Big Data APIs 27

- Franchisee Business Category Info.
- Insurance Product Info.

Global API Products 19

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

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

11

Easy payment APIs

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

11

E-banking APIs

- Virtual Accounts
- Firm-banking
- P2P Banking

*PFM: Personal Financial Management

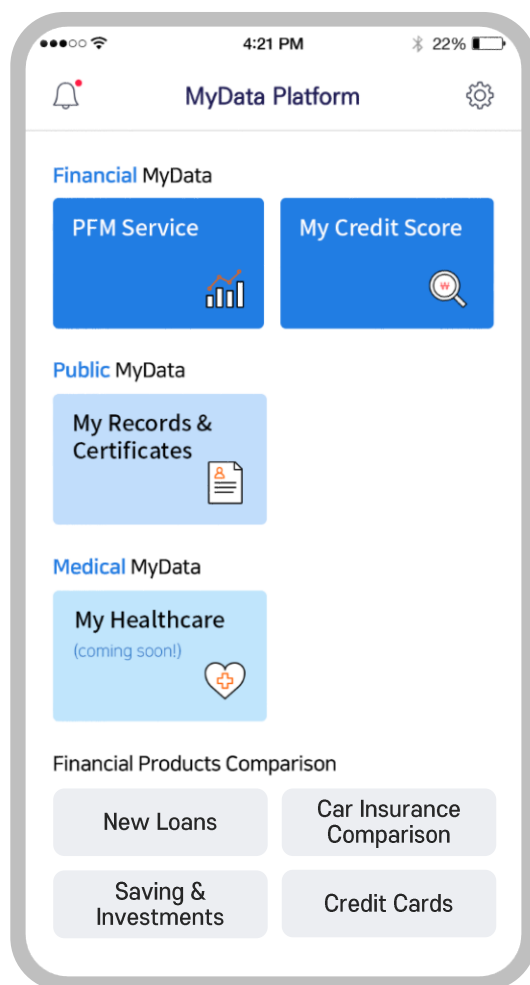
*FI: Financial Institutions

Global FI Connection 2,000+ FIs in 44 Countries

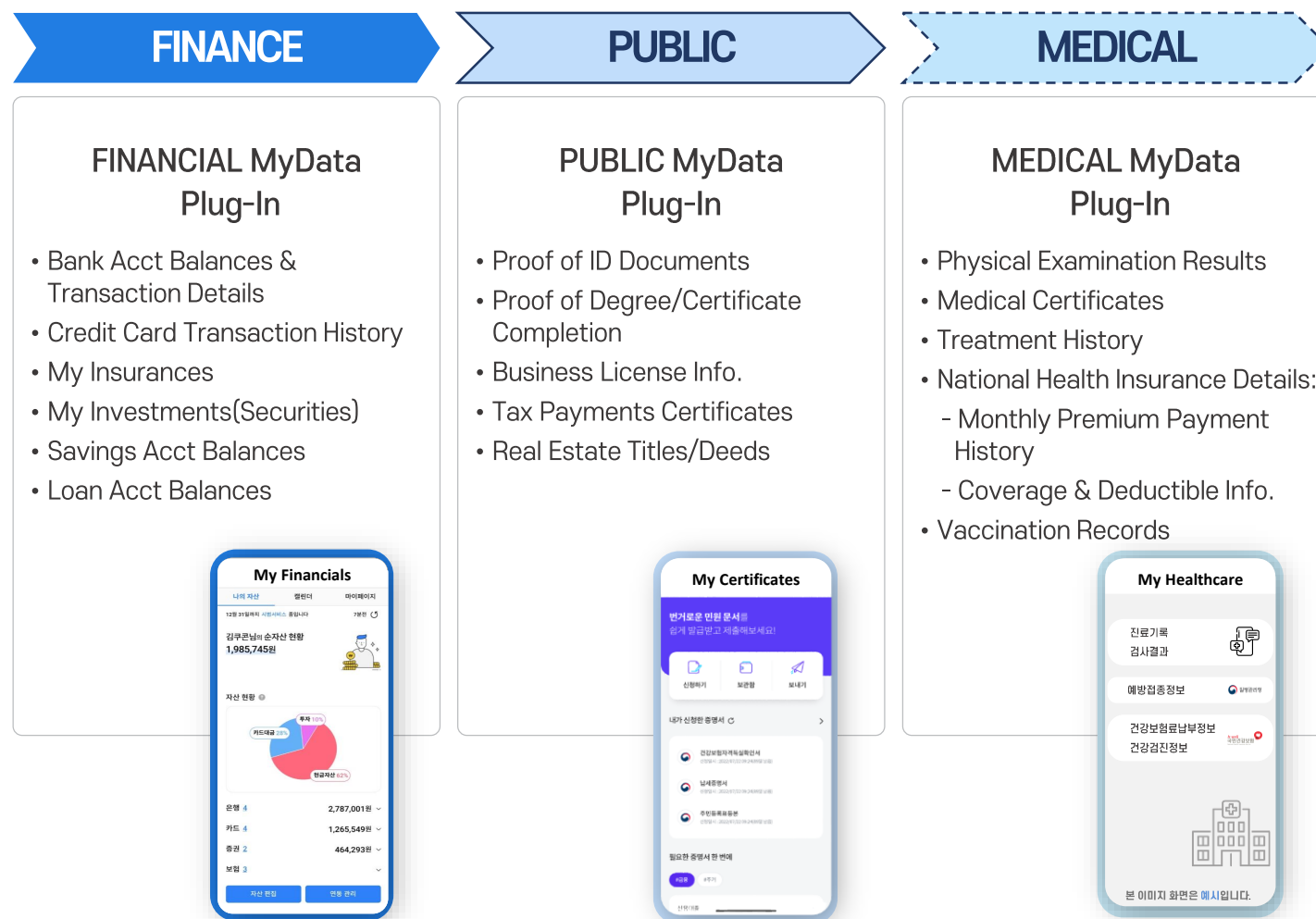
- Data from Overseas FI (mostly, Banks)
- 2,000+ FIs in Asia, Europe, Middle East, USA, etc.

06-1 Product Details

Data Service > Financial MyData / Public MyData / Medical MyData



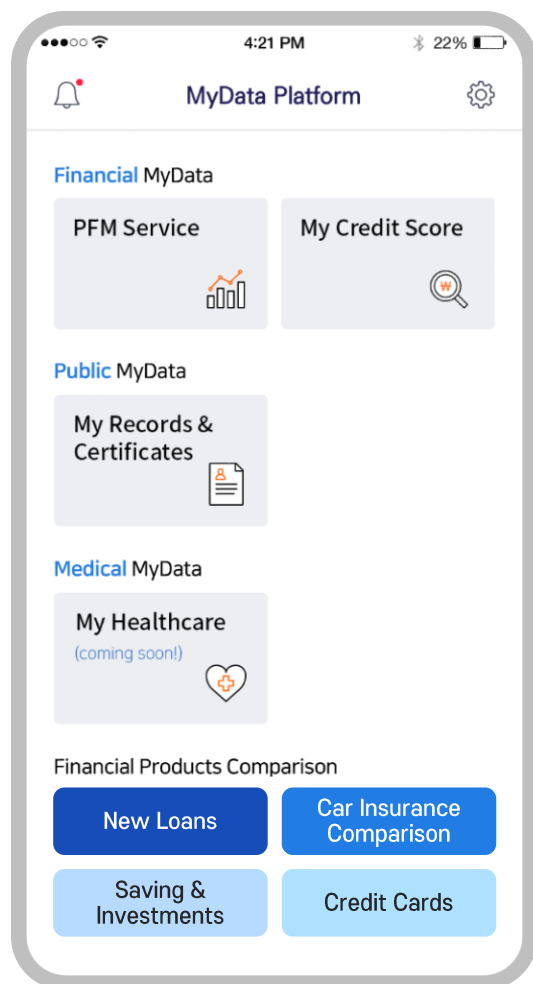
✓ Expansion of Public MyData and Establishment of Medical MyData Base in 2024



06-2 Product Details

Data Service > Financial Product Comparison & Recommendation

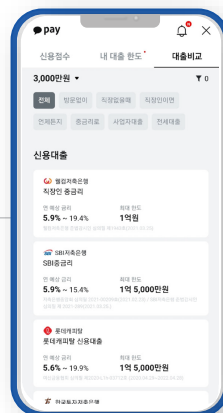
Loans > Insurances > Savings & Investment Products



Loan Comparison

Loans from Banks/Credit Unions

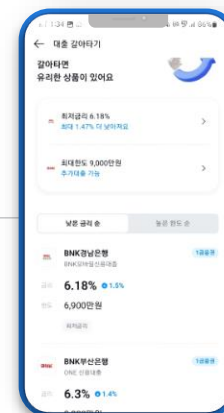
- New Credit Loans
- Credit Loan Refinancing
- Mortgage Refinancing
- Lease Deposit Loan Refinancing
- Business Loans



Insurance Comparison

Search and Compare Products by Insurance Company

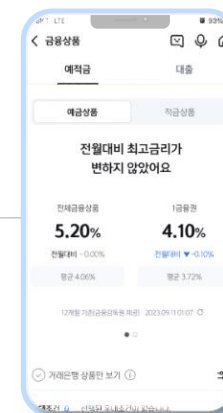
- Auto Insurance
- Liability Insurance
- Pet Insurance
- Actual Expense Insurance
- Savings Insurance
- Travel Insurance, etc.



Savings & Investments

Savings Account Comparison

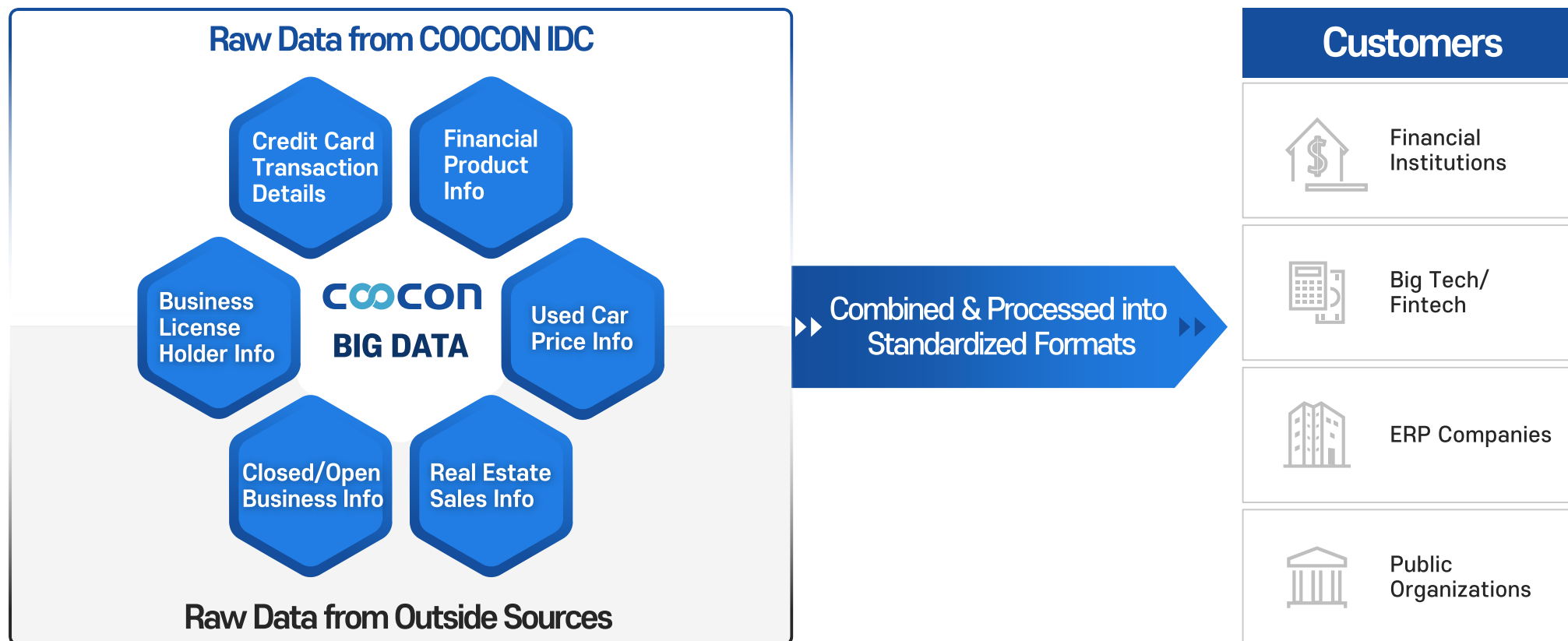
- Deposit Products
- Savings Products



06-3 Product Details

Data Service > BIG DATA Combining & Processing Business

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



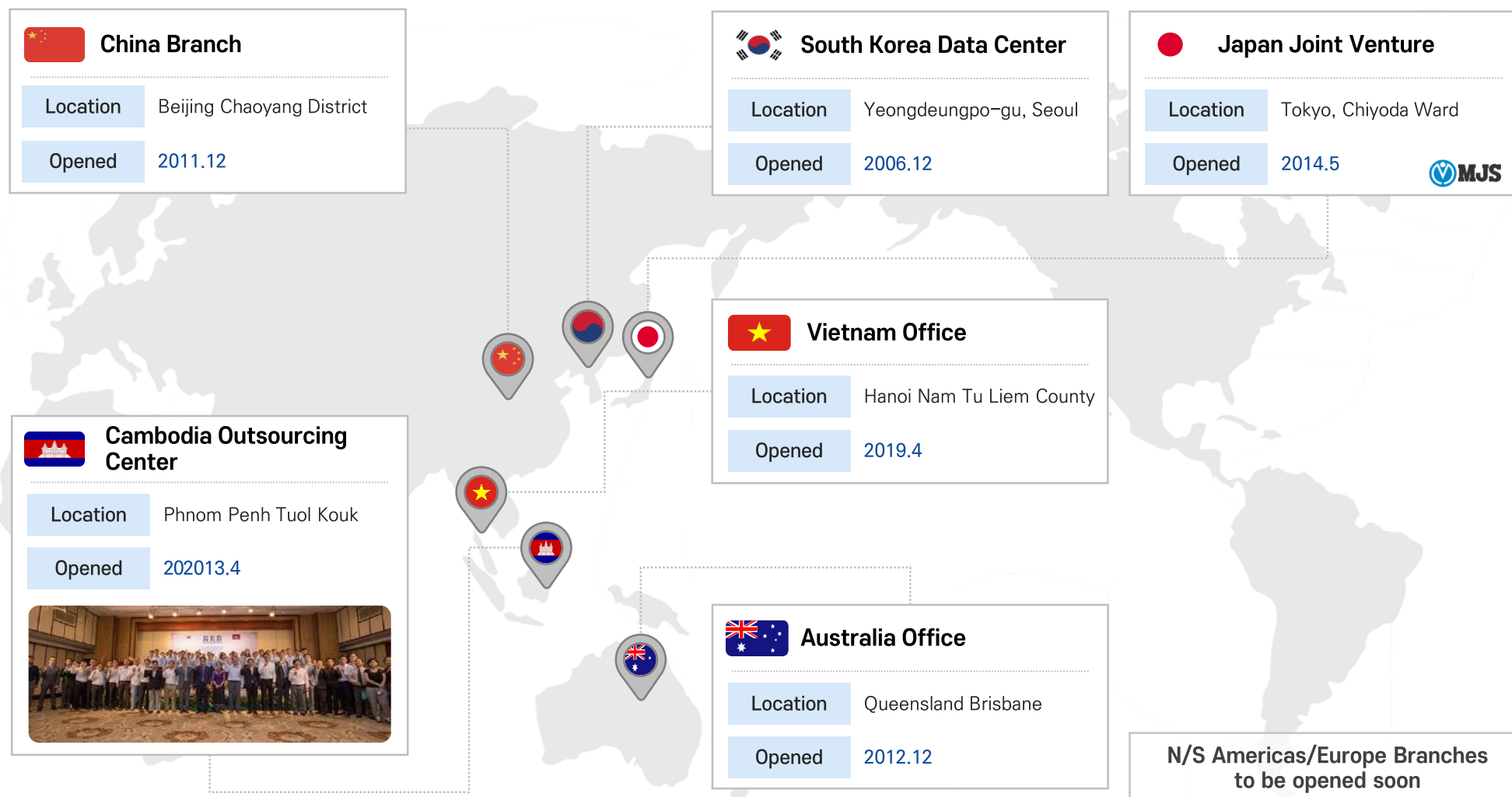
COOCON
BIG DATA Center

- ✓ 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



07 COOCON Customers

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

Financial Institutions	Big Tech/Fintech Companies	Public Enterprises/ Other Companies
200+	200+	1,500+
 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

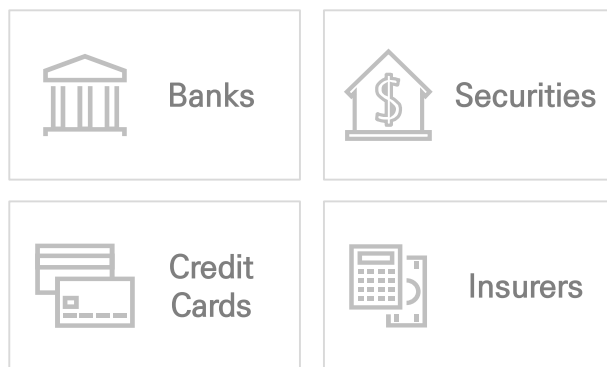
**As Digital Transformation accelerates,
needs for data-connection through API's will get expanded & diversified.**

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

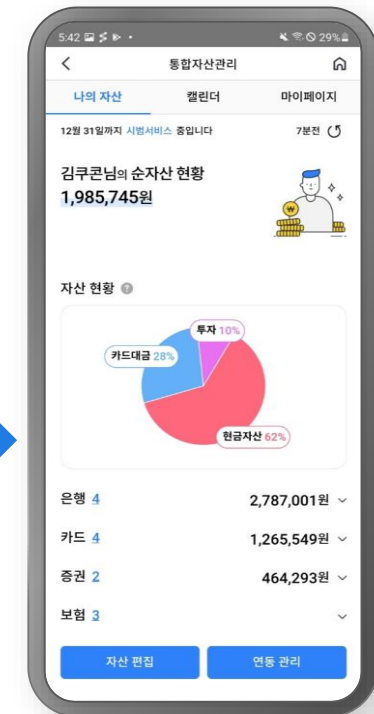
MyData Open API

MyData Non-Licensed



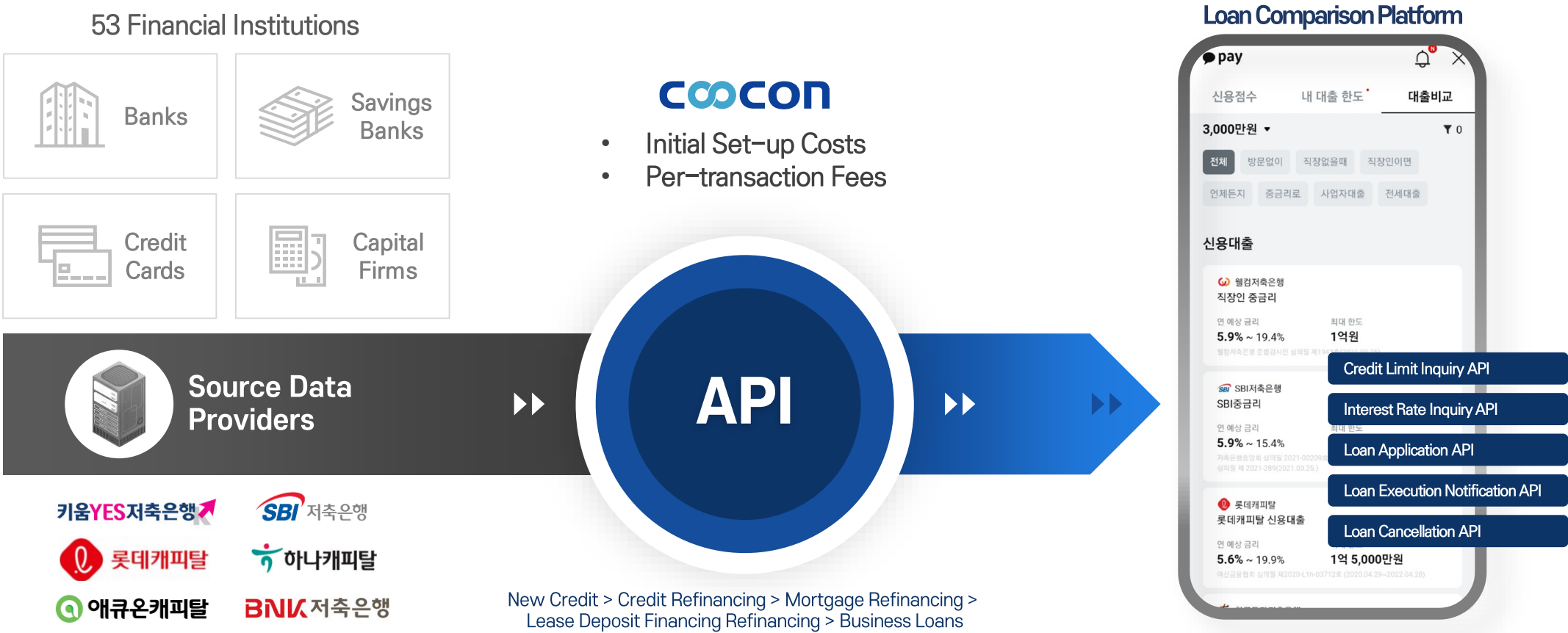
MG Community
Credit Cooperatives

PFM Service



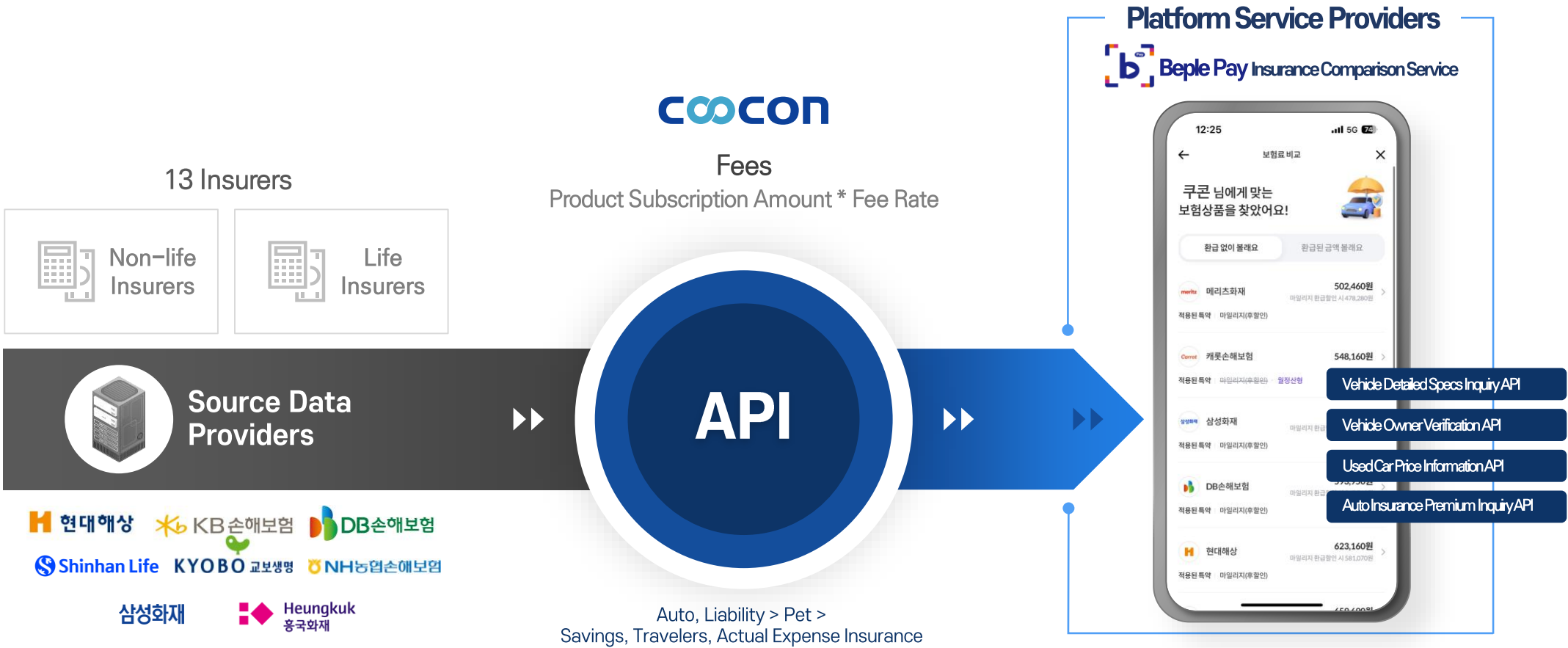
02 Loan Comparison Service

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



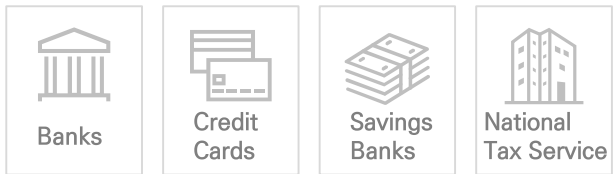
03 Insurance Comparison Service

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



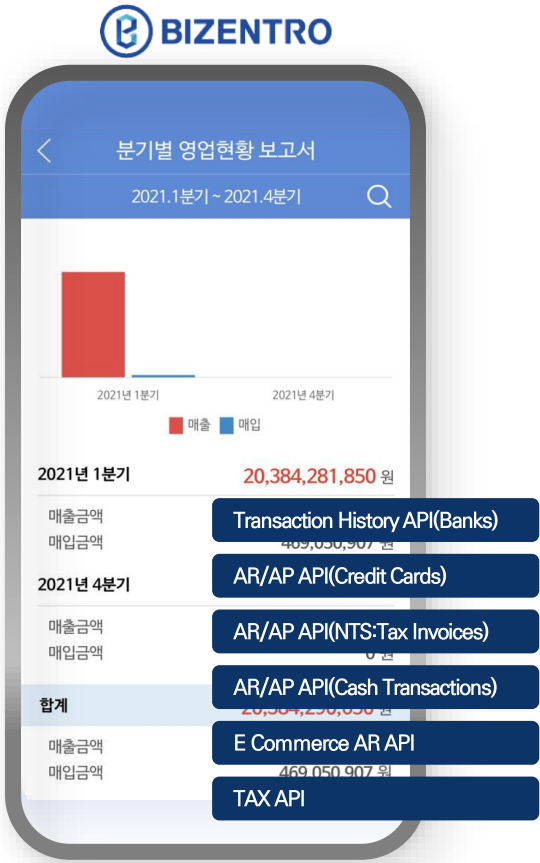
04 Corporate Cash Management Solution(CMS)

Data Service > Corporate Data API >
Corporate Cash Management Solution



COOCON

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



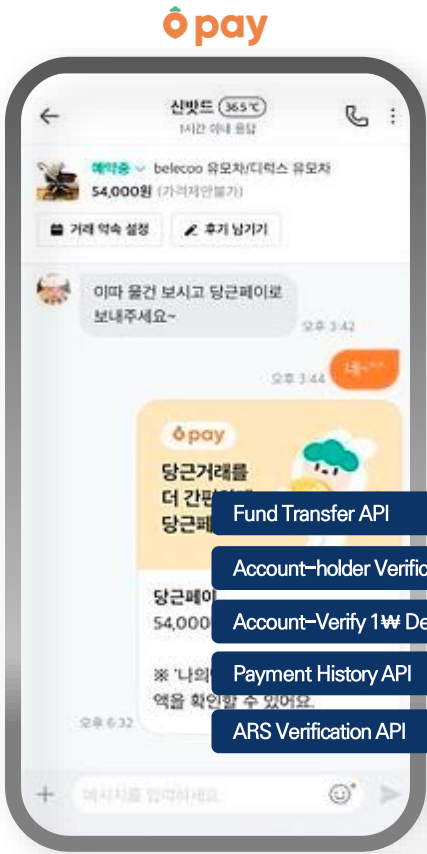
05 Easy Payment

Payment Service > Easy Payment API >
Easy Payment Platform Service



COOCON

- Initial Set-up Costs
- Per-transaction Fees

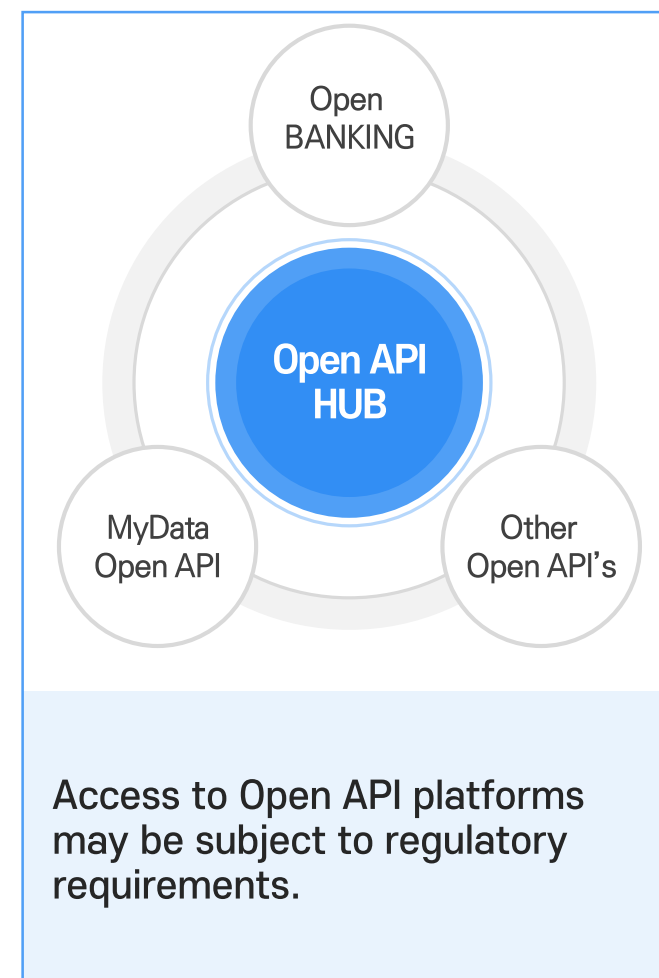
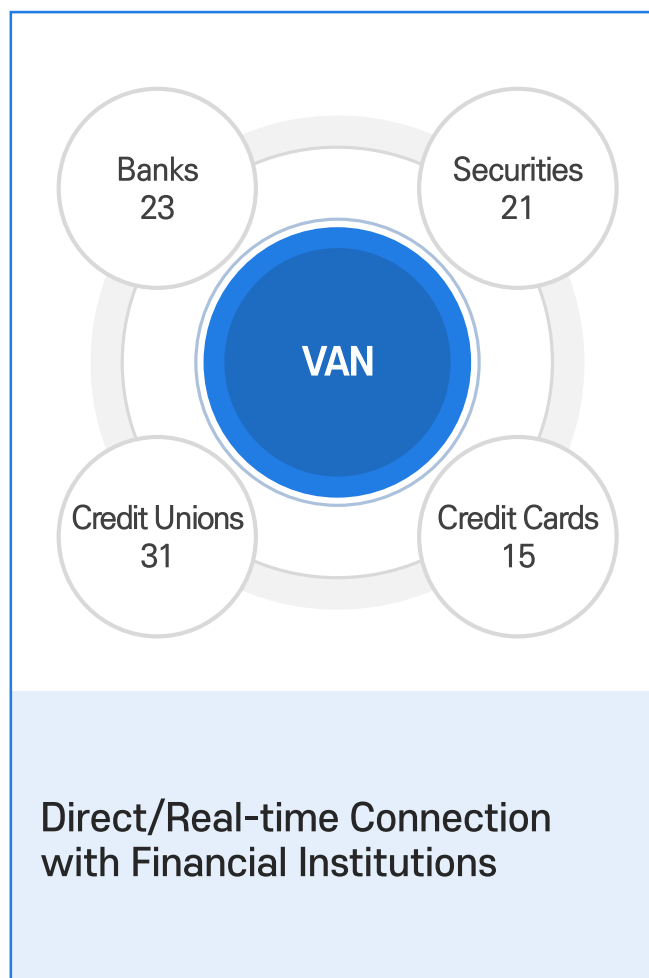
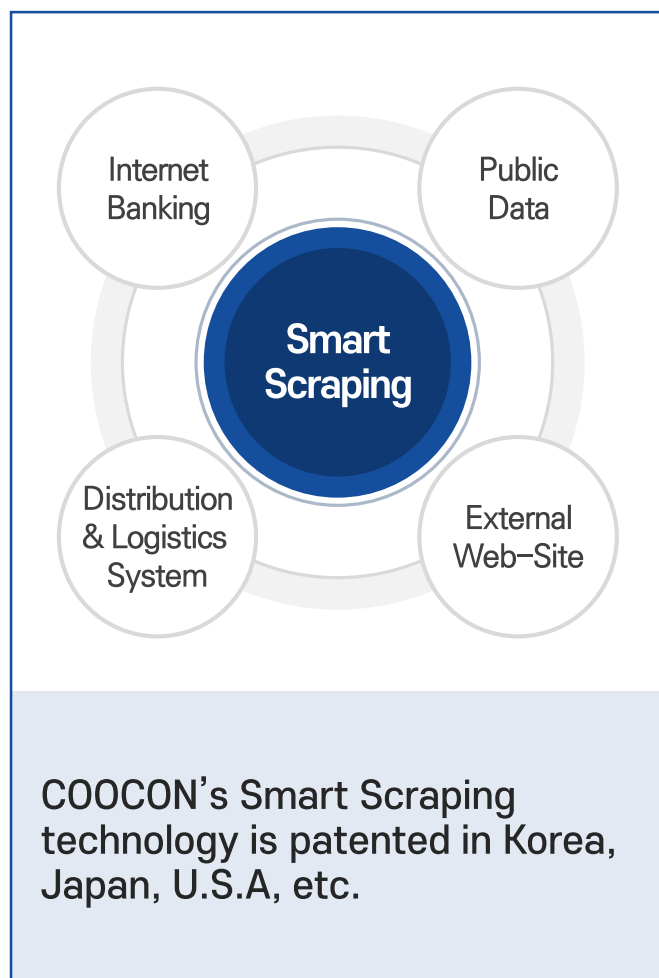


Chapter 03 Technologies & Infrastructure

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

01 DATA Collecting & Connecting Technologies

- ▶ Korea No.1 Data Collect/Connect Technologies with 17+ 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

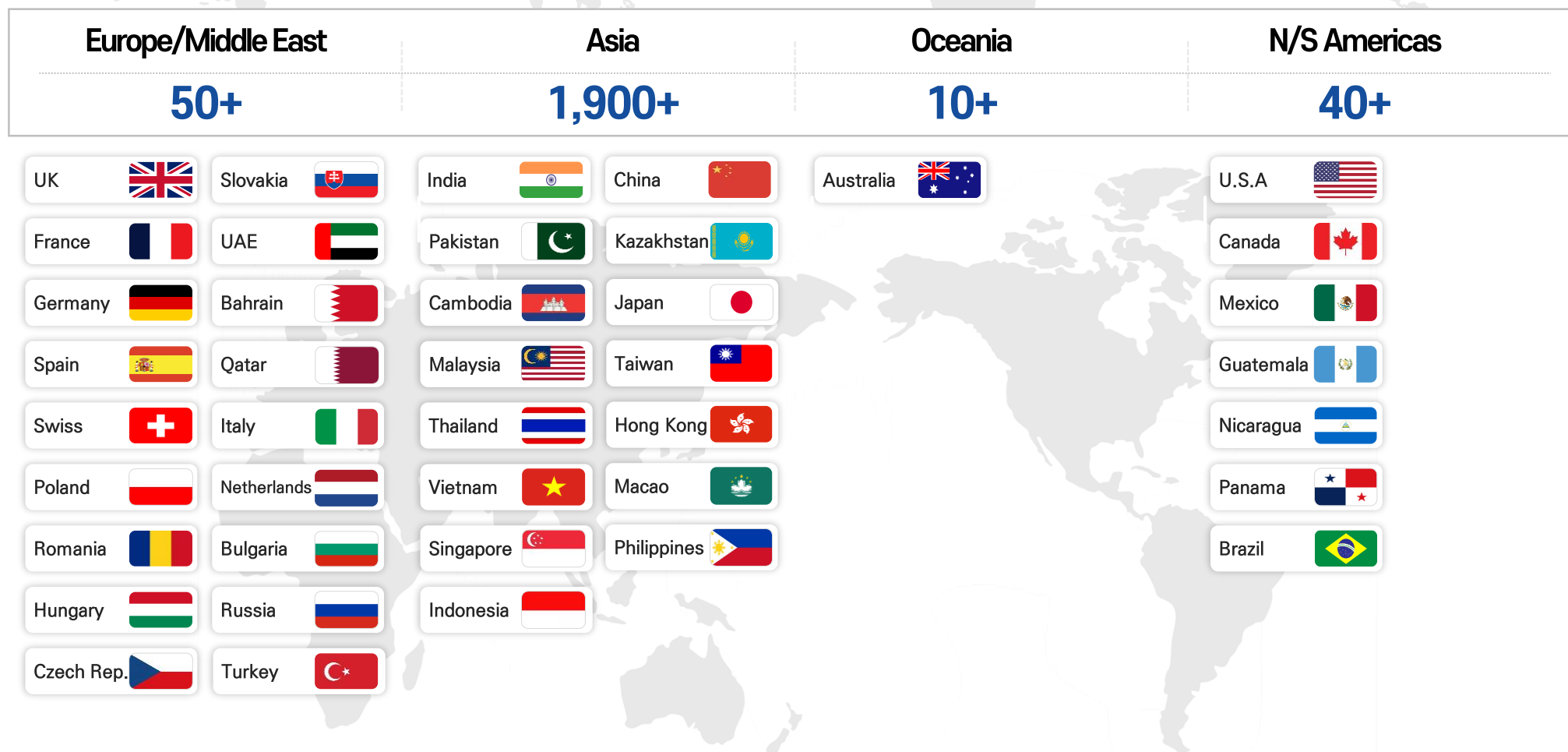
E-commerce



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 Financial Security Cloud Center

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

2 Financial 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

20 Data Professionals 24/7/365

Control Tower

Chapter 04 COOCON Potentials

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

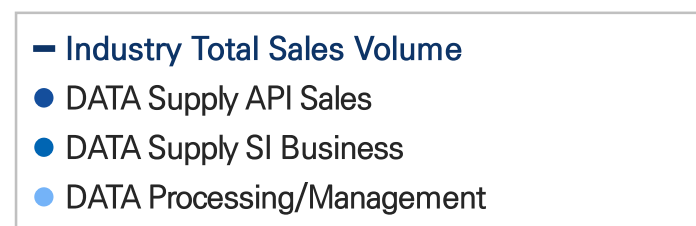
01

Rapid Growth of DATA Industry

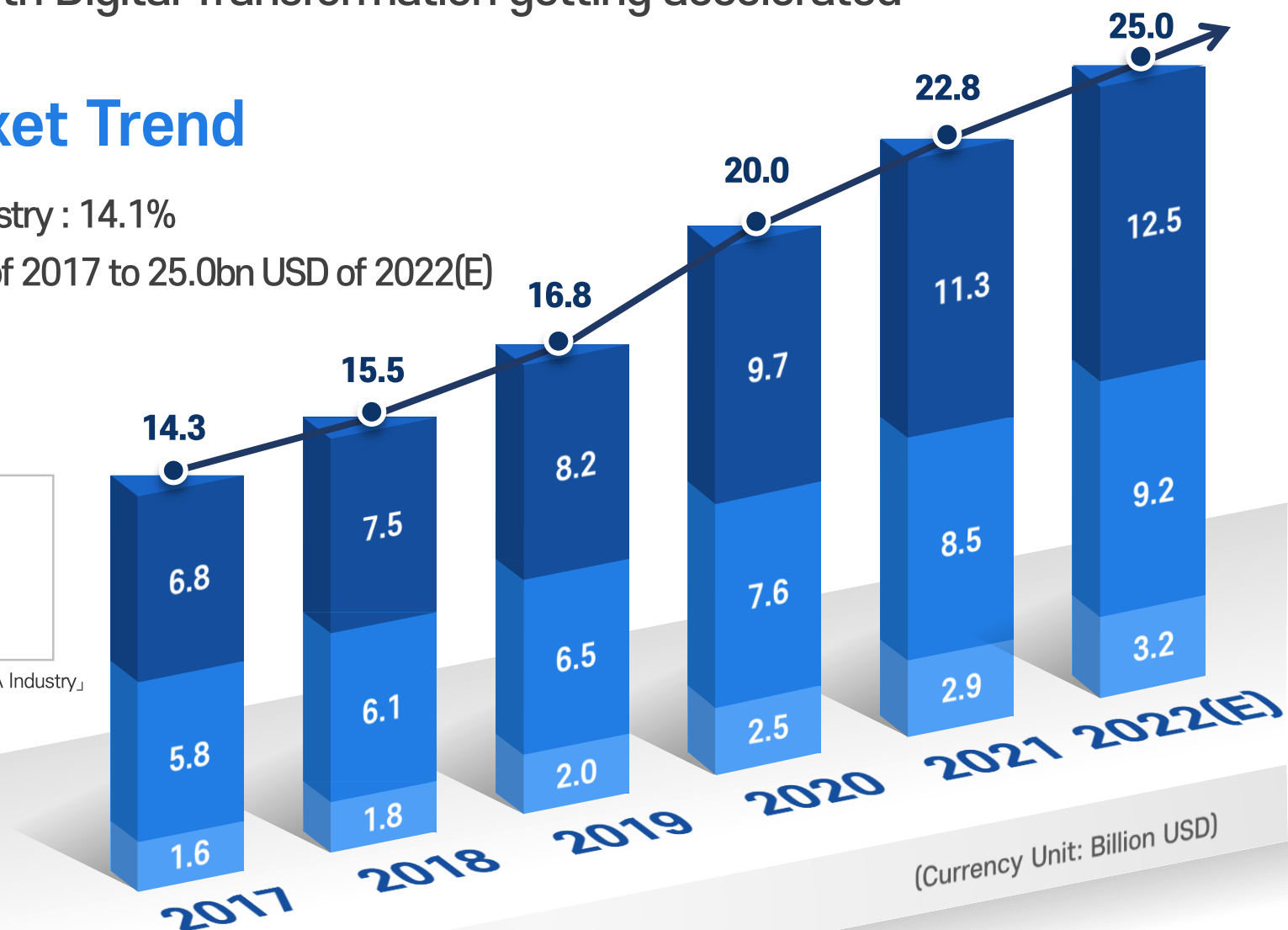
Demand for DATA
increased with Digital Transformation getting accelerated

DATA Industry Market Trend

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



Source: Ministry of Science and ICT, 「2022 Research on DATA Industry」



04 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

PLAZA

the Galleria

Gmarket

AUCTION.

11

INTERPARK

CJmoll

lotte.com

신세계물

배달의민족

요기요

배달통

배고파

여기어때.

yanolja

Expedia



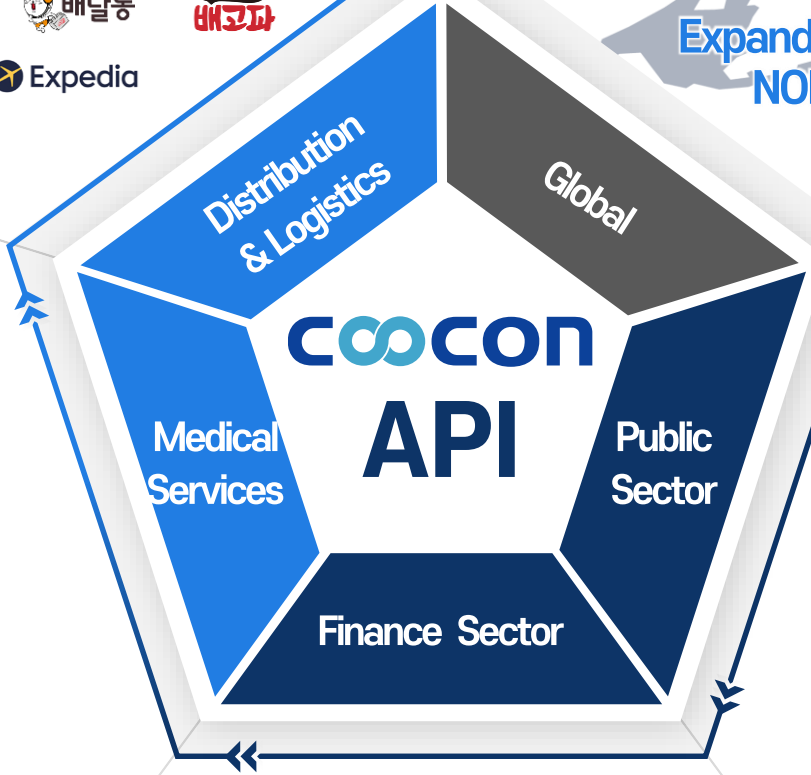
식품의약품안전처

질병관리청

h·well

국민건강보험

Hospitals & Clinics



정부24

KoROAD

도로교통공단

HomeTax.

자동차민원 대국민포털

CarHistory

금융감독원

4대사회보험

정보연계센터

식품의약품안전처

질병관리청

h·well

국민건강보험

Financial Institutions in Korea

Chapter 05 Appendix

- 01 2023 Performance Results
- 02 YoY/QoQ Performance Analysis as of 2023
- 03 Summary of Financial Statements

01 Performance Report as of the end of 2023

- 2023 Annual Revenue & Operating Income was **68.30**billion KRW & **16.59**billion KRW, respectively
- 2023/Q4 Revenue & Operating Income was **17.51**billion KRW & **2.95**billion KRW, respectively

(Unit : 1 Billion KRW)

Type		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	23 Q4	2023
Data Service	Revenue	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	9.70	36.47
	OP	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	2.02	12.08
	OPM	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%	21.2%	33.1%
Payment Service	Revenue	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	7.81	31.83
	OP	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	0.9	4.51
	OPM	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%	11.5%	14.2%
Total	Revenue	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	17.51	68.30
	OP	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	2.95	16.59
	OPM	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%	16.9%	24.3%

➤ Major Issues in 2023

- Interest Rate Hikes and Requests for Fee Reductions Leading to Worsening Financial Environment, Slowdown in Revenue Growth from Simplified Payments due to Expansion of Open Banking
- Investment Freeze by Fintech Companies Resulting in Slower Customer Growth

➤ Business Direction in 2024

- Revenue Acquisition through New Product Launches: Insurance / Savings Deposit Comparison Products, Expansion of Public MyData Business
- Pursuit of New Business for New Growth Engines: Global Easy Payment Business, Healthcare Data Platform

02 YoY/QoQ Performance Analysis as of the end of 2023

- 2023 Company Revenue showed **8.9%YoY** Growth & Company OP, **15.9%YoY** Decrease
- 2023/Q4 Revenue & OP showed **13.7%YoY** and **-36.9%YoY** Growth, respectively

(Unit : 1 Billion KRW)

Type		2021	2022	YoY	2022	2023	YoY	22 Q4	23 Q4	YoY	23 Q3	23 Q4	QoQ
Data Service	Revenue	25.38	31.05	22.3%	31.05	36.47	17.5%	8.10	9.70	19.9%	9.15	9.70	6.0%
	OP	10.11	13.1	29.5%	13.10	12.08	-11.0%	3.47	2.02	-40.9%	3.09	2.02	-33.6%
	OPM	39.8%	42.2%		42.2%	33.1%		42.9%	21.2%		33.8%	21.2%	
Payment Service	Revenue	33.79	31.64	-6.4%	31.64	31.82	0.6%	7.31	7.81	6.8%	8.16	7.81	-4.3%
	OP	6.26	6.61	5.6%	6.61	4.51	-25.4%	1.21	0.90	-25.5%	1.39	0.90	-35.3%
	OPM	18.5%	20.9%		20.9%	14.2%		16.5%	11.5%		17.1%	11.5%	
Total	Revenue	59.18	62.69	5.9%	62.69	68.30	8.9%	15.41	17.51	13.7%	17.31	17.51	1.2%
	OP	16.38	19.71	20.4%	19.71	16.59	-15.9%	4.68	2.95	-36.9%	4.48	2.95	-34.2%
	OPM	27.7%	31.4%		31.4%	24.3%		30.4%	16.9%		25.9%	16.9%	

- Annual Growth Rate Goals by Sector for COOCON: Data Sector / Payment Sector / Entire Company Respectively 20~30%/5~10%/10~15%
 - YoY Growth Rate by Sector in 2023: Data Sector / Payment Sector / Entire Company Respectively 17.5%/0.6%/8.9%
- Operating Profit Margin of the Entire Company in 2023: 24.3%
 - Increase in Costs Related to Major Projects (KFCC)
 - Increase in One-time Costs (Advertising and Promotional Expenses)
 - Increase in Direct Costs due to a Higher Proportion of Electronic Finance Sales in the Payment Sector

03

Summary of Financial Statements (Separate)

Unit: ₩ 1M

Financial Positions					
Type	2019	2020	2021	2022	2023
Current Assets	68,771	69,143	116,339	86,627	99,168
Non-Current Assets	28,036	72,165	84,754	96,645	111,462
Total Assets	96,807	141,308	201,093	183,272	210,631
Current Liabilities	52,230	64,503	65,158	50,328	69,195
Non-Current Liabilities	7,663	10,569	6,884	2,449	10,330
Total Liabilities	59,893	75,072	72,042	52,776	79,525
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)	(3,508)
Accumulated Other Comprehensive Income	(222)	9,743	7,728	4,841	852
Retained Earnings	20,462	39,710	46,114	50,230	57,718
Total Equity	36,914	66,236	129,050	130,496	131,106

Unit: ₩ 1M

Income Statement					
Type	2019	2020	2021	2022	2023
Operating Revenue	39,526	49,374	59,175	62,695	68,298
Operating Expenses	33,218	38,373	42,799	42,981	51,712
Operating Income	6,308	11,001	16,377	19,713	16,586
Other non-operating Income	165	70	15	1,253	90
Other non-operating Expenses	(1,573)	(354)	(191)	(1,019)	(460)
Financial Income	5,825	13,130	1,439	906	3,789
Financial Expenses	(281)	(137)	(9,346)	(15,058)	(8,492)
Net Income before Income Taxes	10,444	23,710	8,294	5,795	11,512
Net Income	8,382	18,640	6,870	4,907	8,990
Total Comprehensive Income	9,912	29,213	4,389	2,237	4,522

03

Summary of Financial Statements (Consolidated)

Unit: ₩ 1M

Financial Positions					
Type	2019	2020	2021	2022	2023
Current Assets	69,254	69,623	117,153	86,708	99,096
Non-Current Assets	28,201	72,375	84,810	95,493	108,453
Total Assets	97,455	141,998	201,963	182,201	207,548
Current Liabilities	52,585	64,762	65,333	50,346	69,058
Non-Current Liabilities	7,908	10,729	6,979	2,449	10,330
Total Liabilities	60,493	75,491	72,312	52,794	79,388
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)	(3,508)
Accumulated Other Comprehensive Income	(226)	9,718	7,720	4,743	713
Retained Earnings	19,966	39,393	45,961	48,824	54,496
Non-controlling Interests	132	197	346	0	-
Total Equity	36,962	66,507	129,651	129,407	128,160

Unit: ₩ 1M

Income Statement					
Type	2019	2020	2021	2022	2023
Operating Revenue	41,244	51,374	61,442	64,523	68,366
Operating Expenses	35,006	40,135	44,617	44,499	51,780
Operating Income	6,238	11,239	16,825	20,024	16,586
Other non-operating Income	184	72	21	1,276	90
Other non-operating Expenses	(580)	(332)	(342)	(1,033)	(460)
Financial Income	5,827	13,132	1,442	908	3,789
Financial Expenses	(292)	(146)	(9,352)	(15,062)	8,492
Equity method Income	(22)	3	(9)	(1,343)	(1,816)
Net Income before Income Taxes	11,355	23,968	8,585	4,771	9,697
Net Income	9,156	18,897	7,161	3,787	7,174
Total comprehensive Income	10,700	29,436	4,719	1,254	2,665



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