



**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 September, 2024)
- Business** : Data Platform Business (Data Service, Payment Service)
- Number of employees** : 229 (As of September, 2024)
- Address** : 19F, 220 KnK Digital Tower, Yeongsin-ro, Yeongdeungpo-gu, Seoul, Korea
- Website** : www.coocon.net

# 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, 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

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- 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

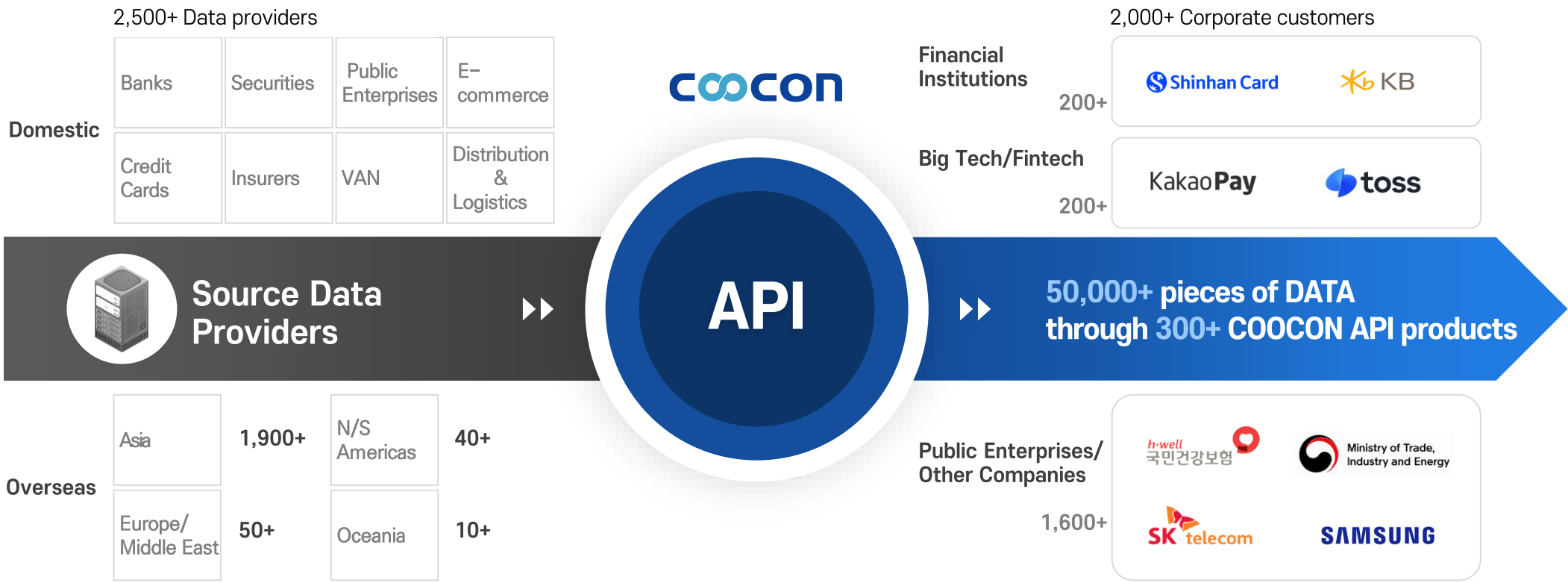
COLLECT

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

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**
  - PG\* Certification obtained
  - Australia Branch opened
  - \*PG: Payment Gateway
- 2013**
  - Cambodia Branch opened
  - Cloud Scraping Engine developed
- 2014**
  - Entered into Japanese Market through a Joint Venture(MWI) with MJS
  - \*MJS: 2nd Largest ERP Company in Japan
- 2015**
  - The 2nd Data security cloud center (IDC) opened
  - Smart Scraping Engine developed

2016 ~ 2020

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**
  - ISMS\* Certification obtained
  - \*ISMS: Information Security Management System
  - Open BANKING Open API officially started

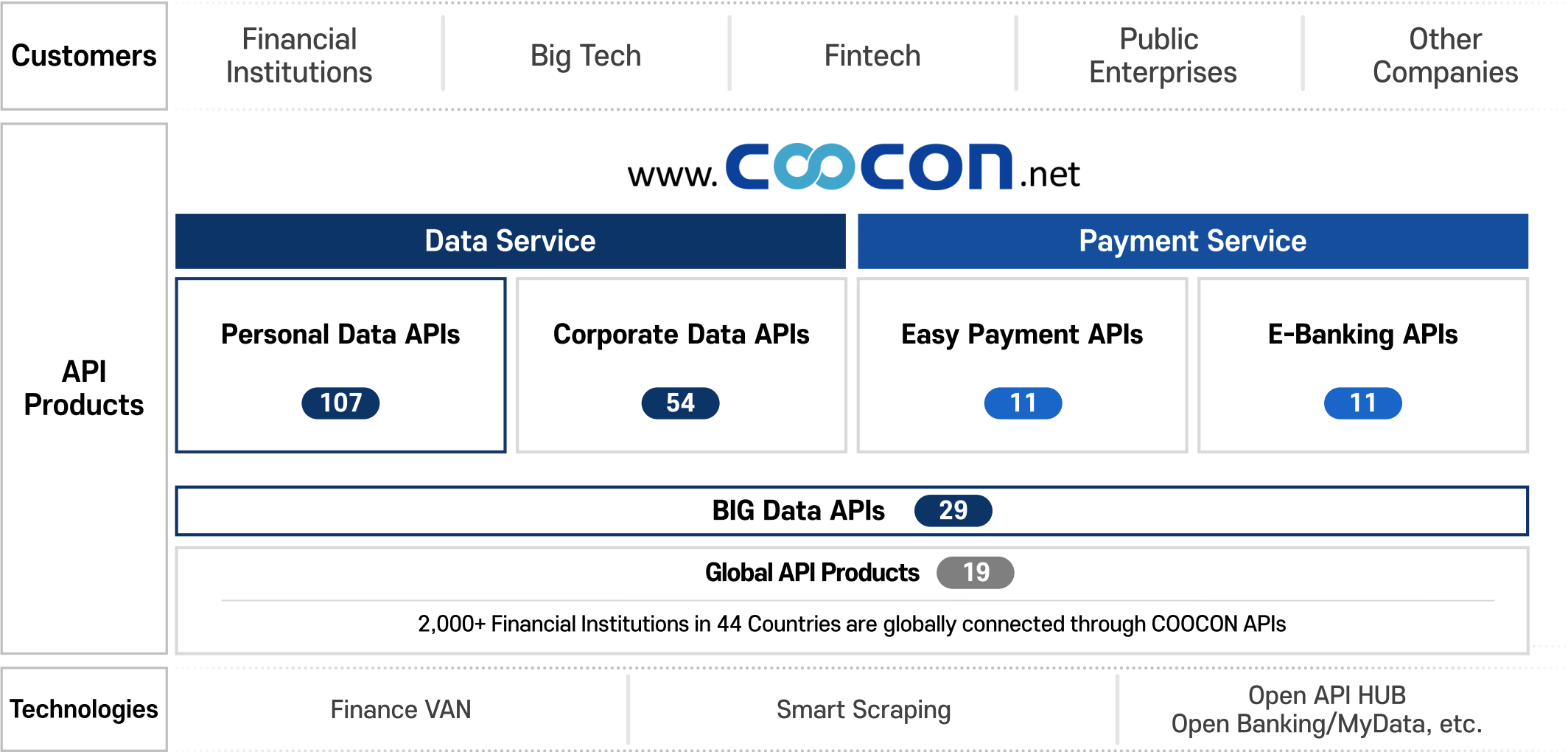
2021 ~

Establishing a Growth Strategy

- 2021**
  - MyData Business License obtained
  - Listed on the KOSDAQ
- 2022**
  - MyData Open API officially started
- 2023**
  - Loan Transfer Platform opened
  - Data Combining/Processing Agency certification obtained
- 2024**
  - Global Payment Certification obtained
  - Cross-border Payment & Settlement Infrastructure establishment

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](http://www.coocon.net)」 provides  
300+ API products developed by COOCON

## Data Service

107

### Personal Data APIs

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

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
- 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

19

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

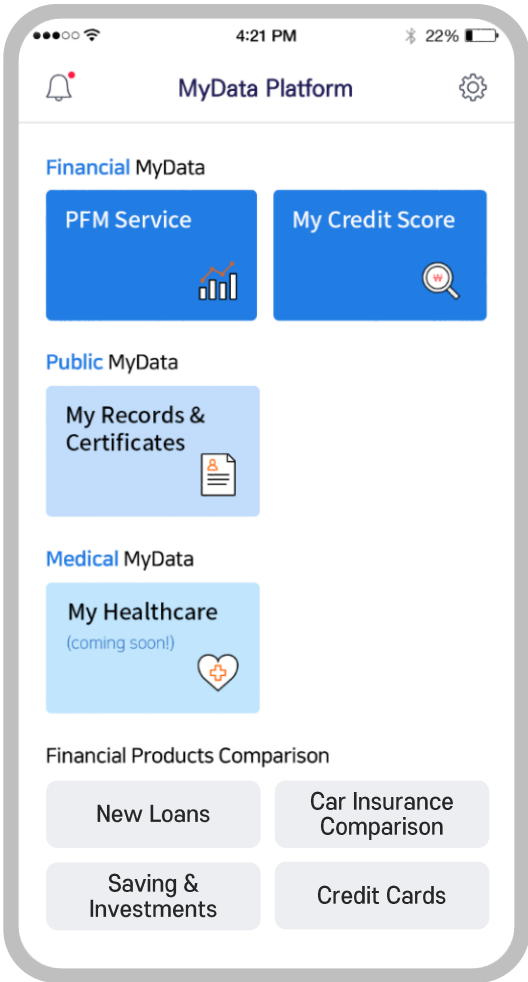
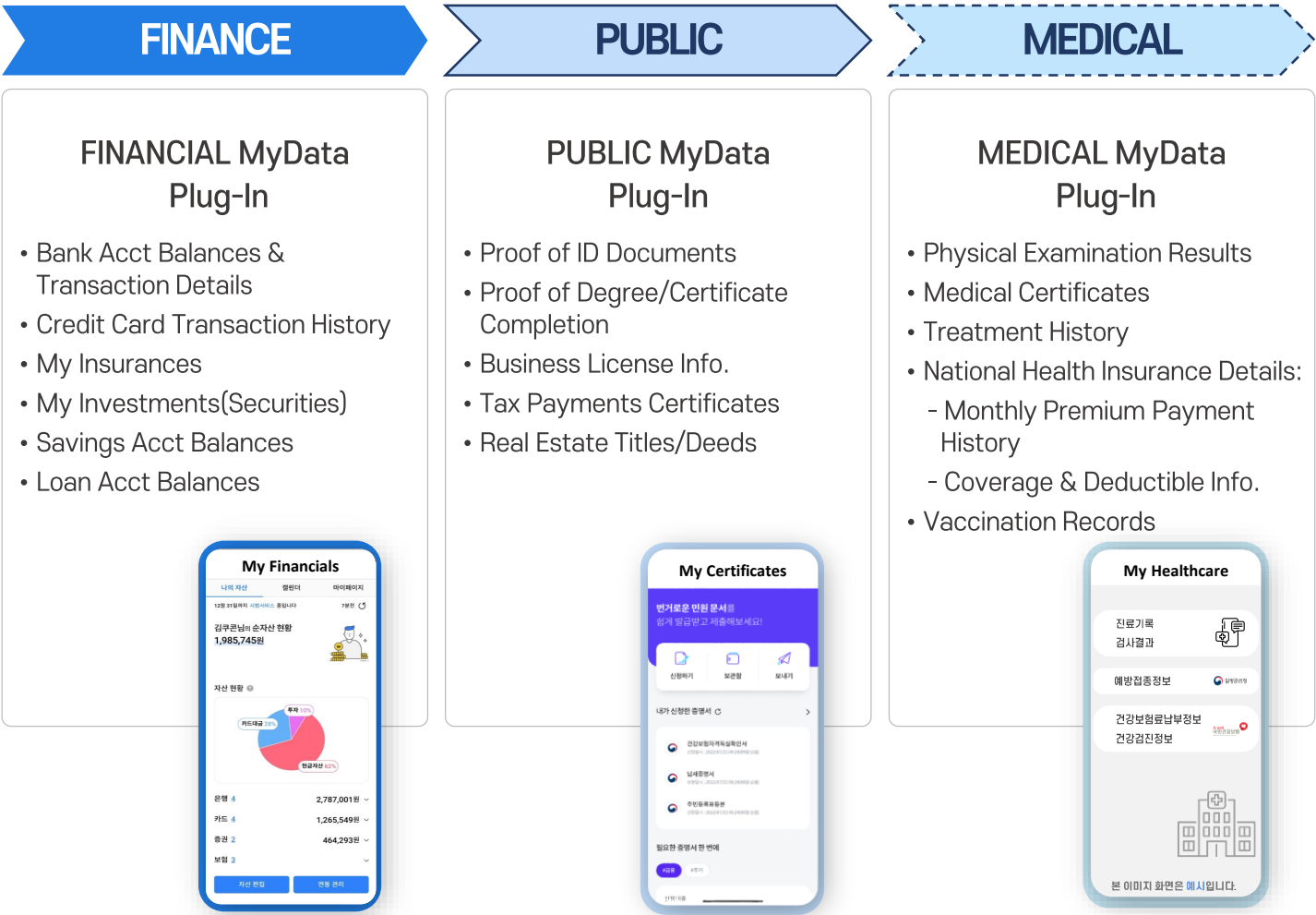
## Global FI Connection 2,000+ FIs in 44 Countries

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

06-1 Product Details

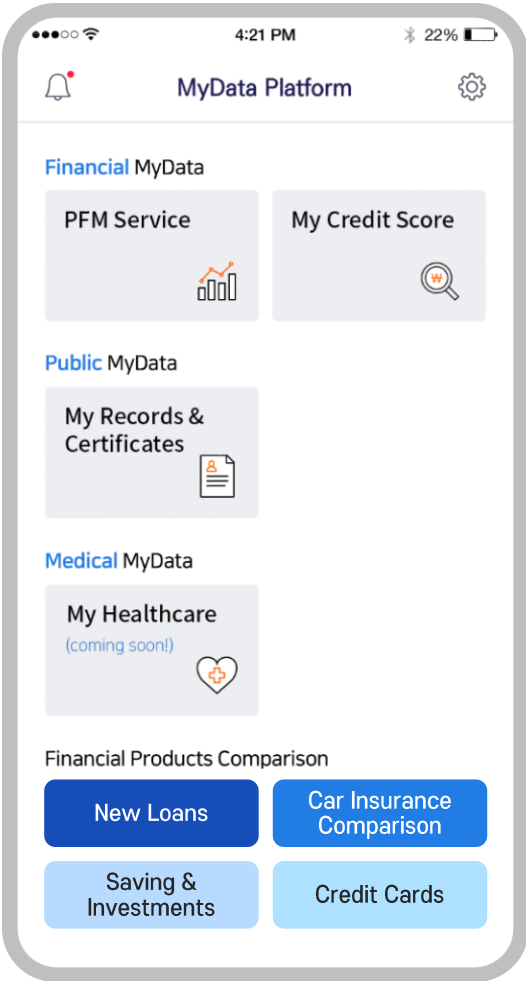
Data Service > Financial MyData / Public MyData / Medical MyData

✓ Expansion of 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

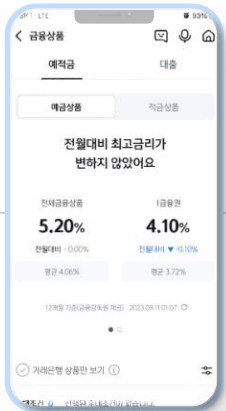
- Auto Insurance
- Liability Insurance
- Pet Insurance
- Actual Expense Insurance
- Savings Insurance
- Travel Insurance, etc.



Savings & Investments

Savings Account Comparison

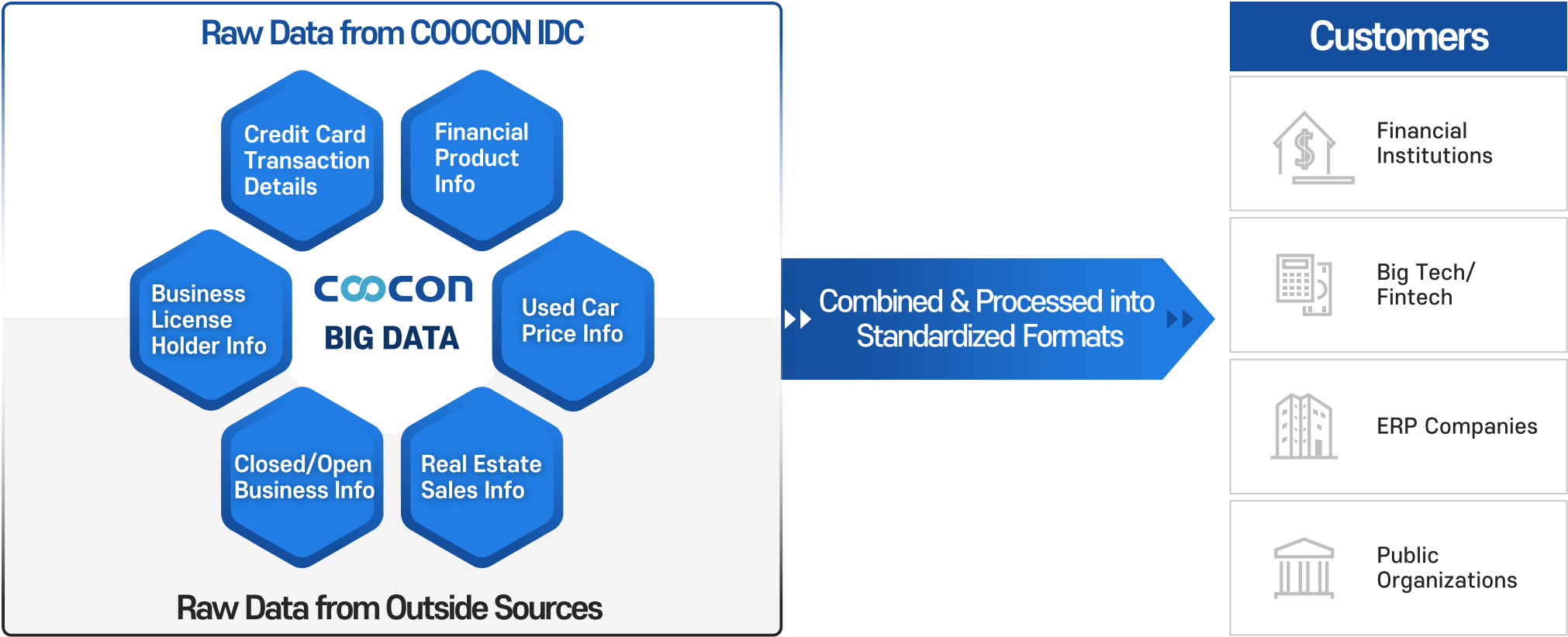
- Deposit Products
- Savings Products



06-3 Product Details

Data Service > BIG DATA Combining & Processing Business

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





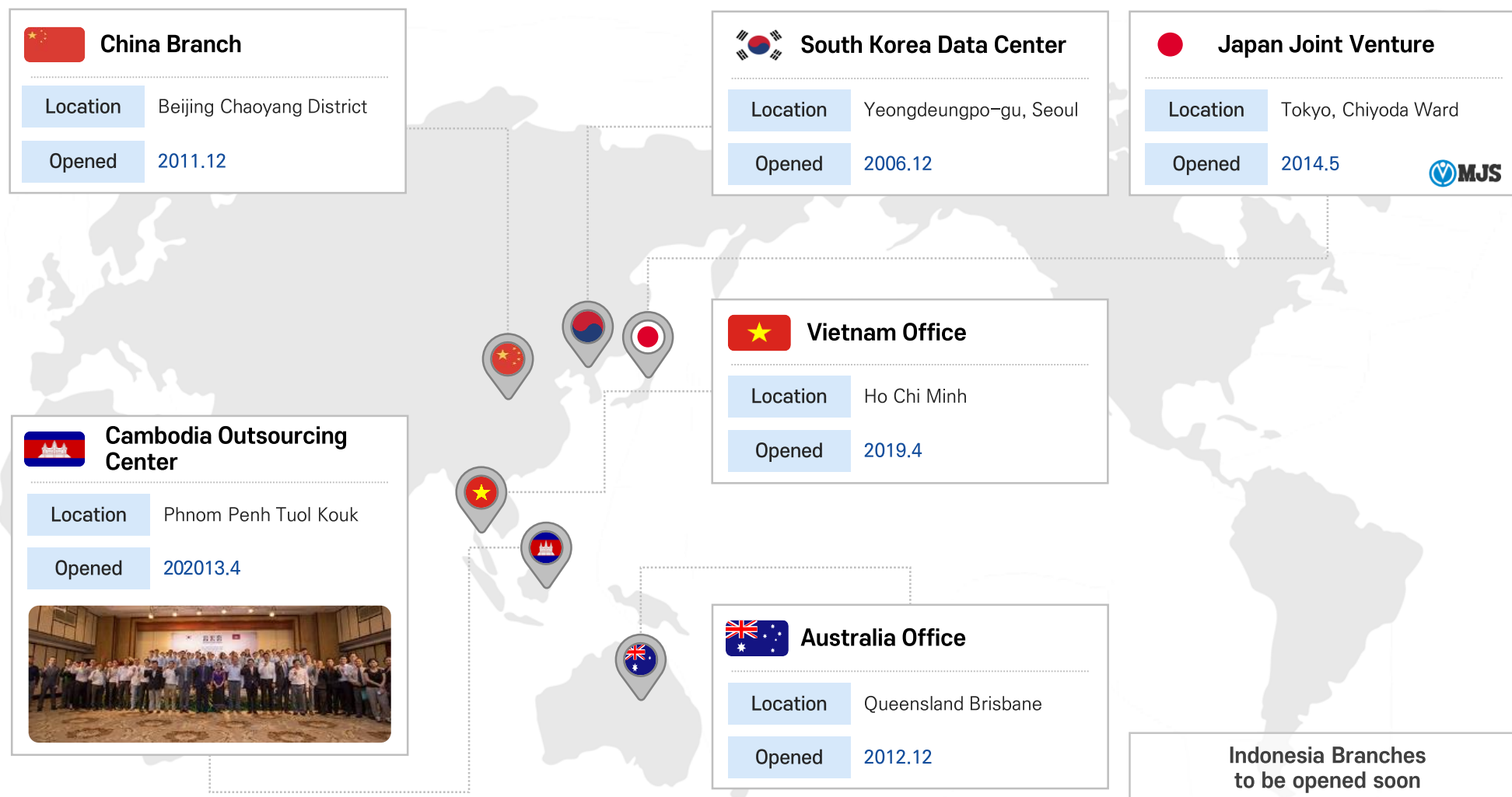
**BIG DATA Center**

- ✓ 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

**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.**

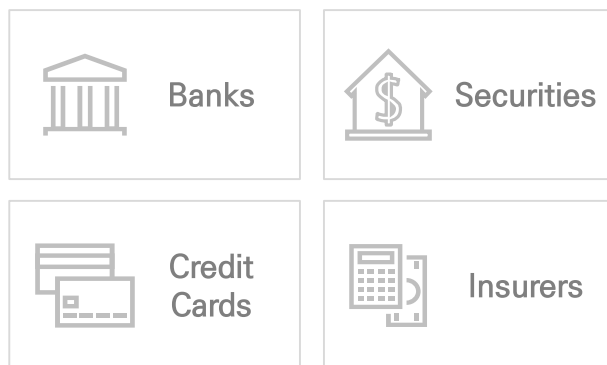
## Chapter 02 COOCON API's Use Cases

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- 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)

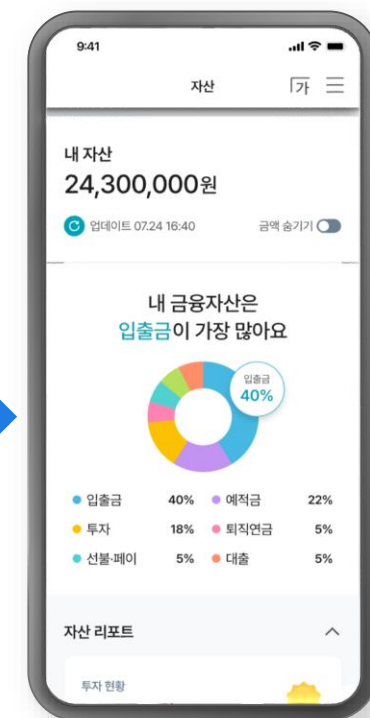
API

MyData Open API

MyData Non-Licensed PFM Service

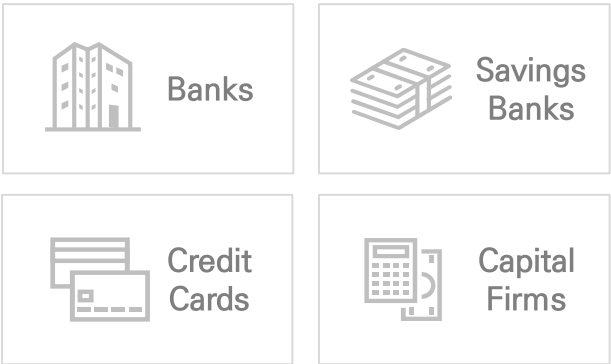


MG Community Credit Cooperatives



# 02 Loan Comparison Service

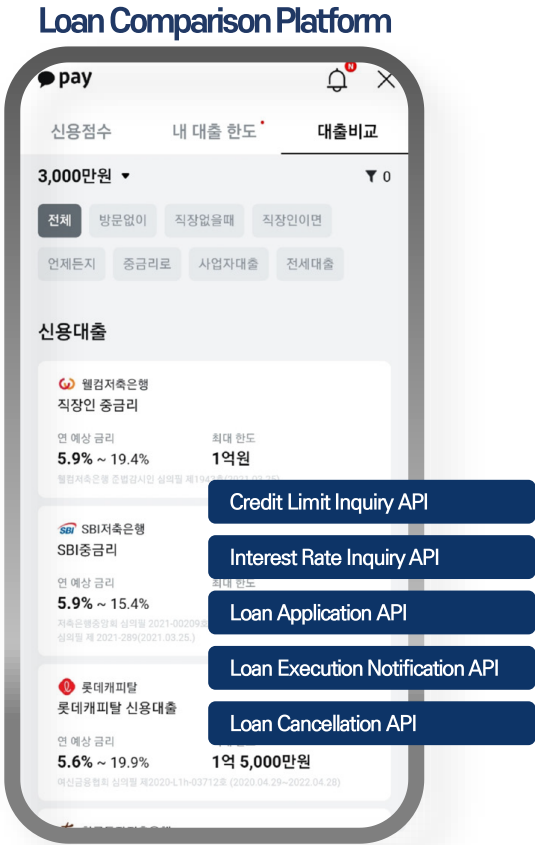
Data Service > Personal Data API >  
New/Refinancing Loan Comparison Recommendation Service



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

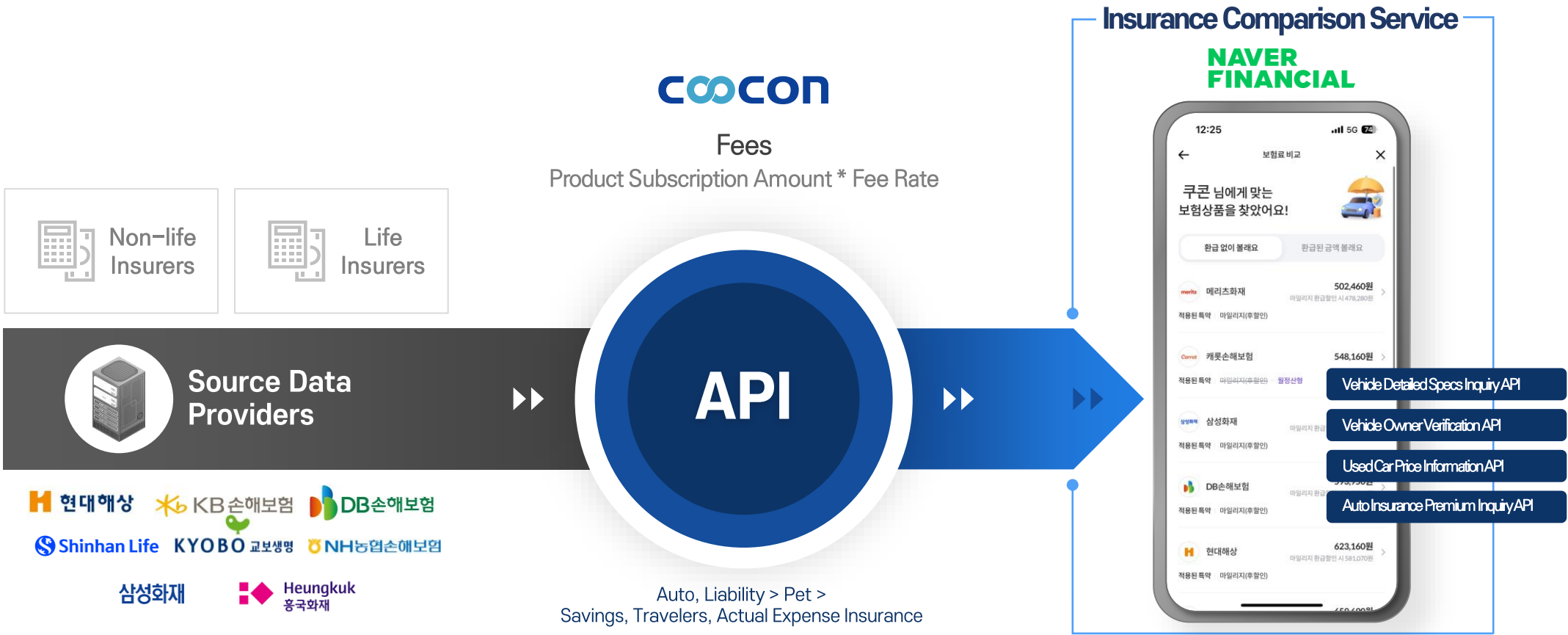


New Credit > Credit Refinancing > Mortgage Refinancing >  
Lease Deposit Financing Refinancing > Business Loans



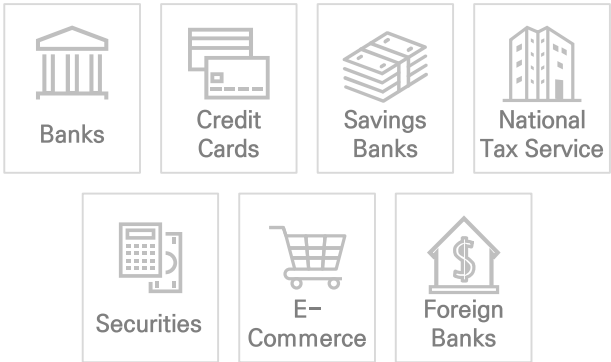
# 03 Insurance Comparison Service

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



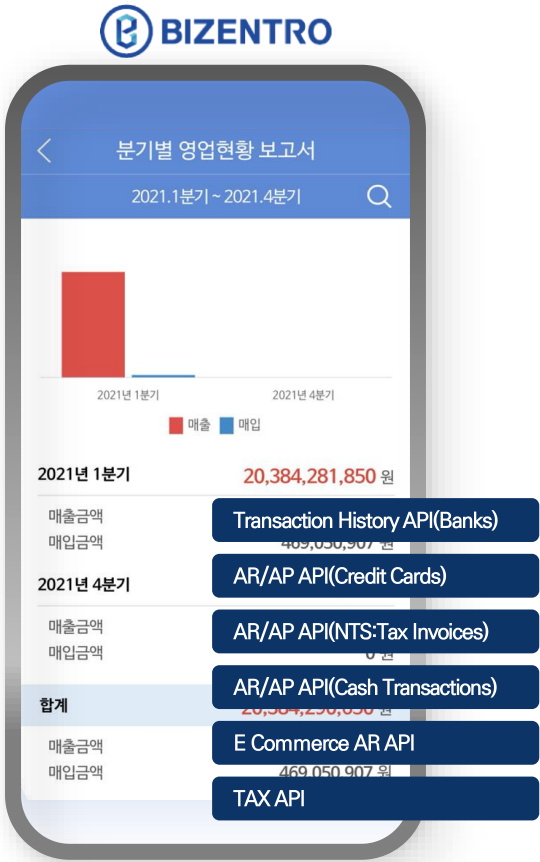
# 04 Corporate Cash Management Solution(CMS)

Data Service > Corporate Data API >  
Corporate Cash Management Solution



COOCON

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



05 Easy Payment

Payment Service > Easy Payment API >  
Easy Payment Platform Service

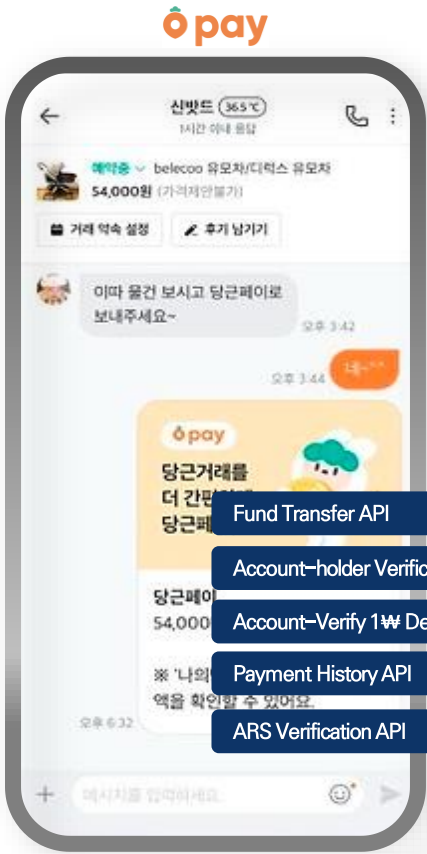


COOCON

- Initial Set-up Costs
- Per-transaction Fees



Source Data  
Providers



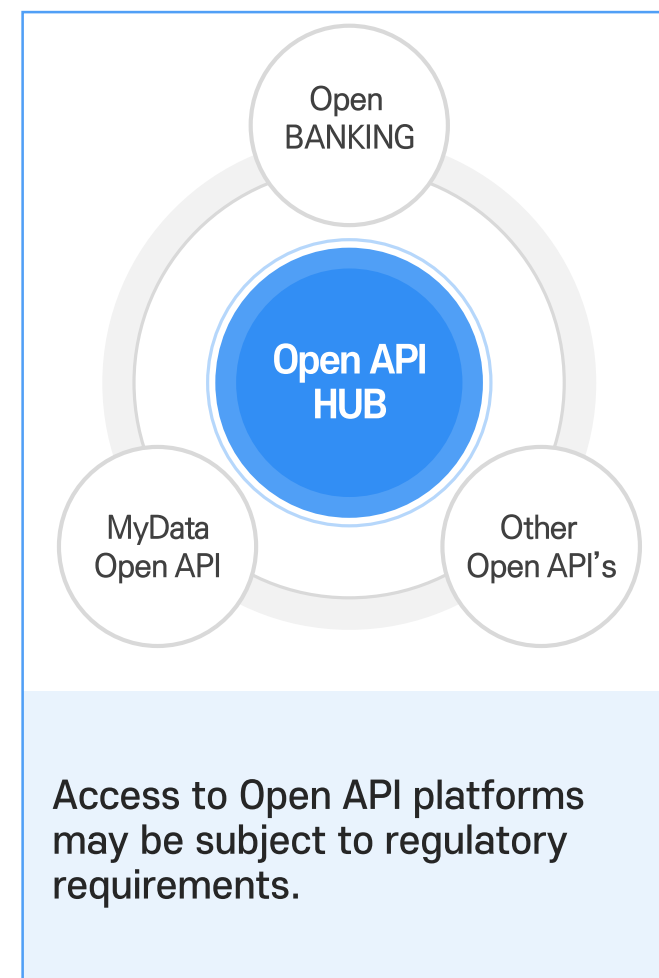
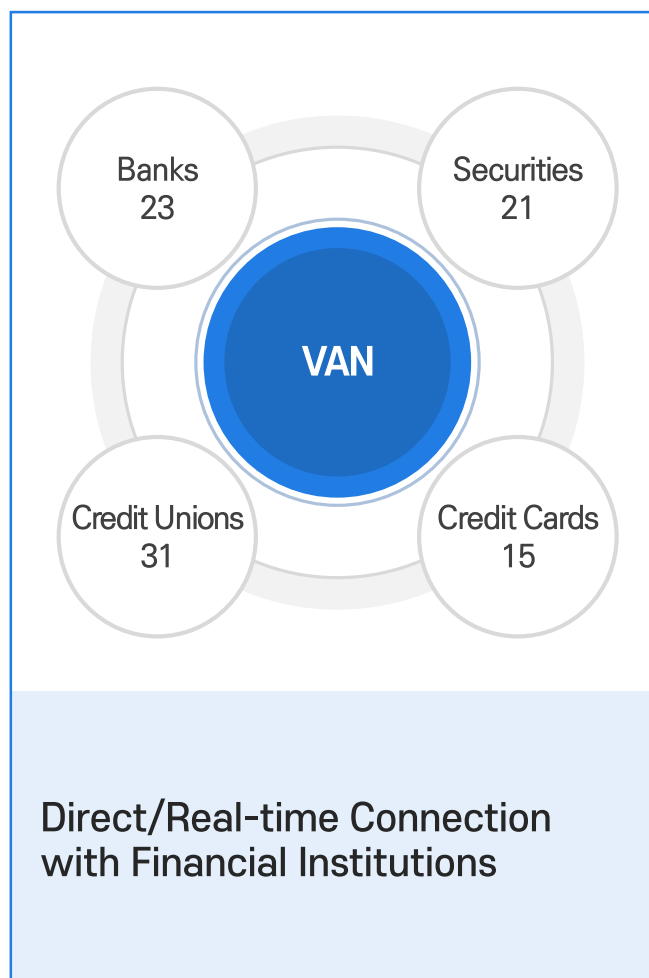
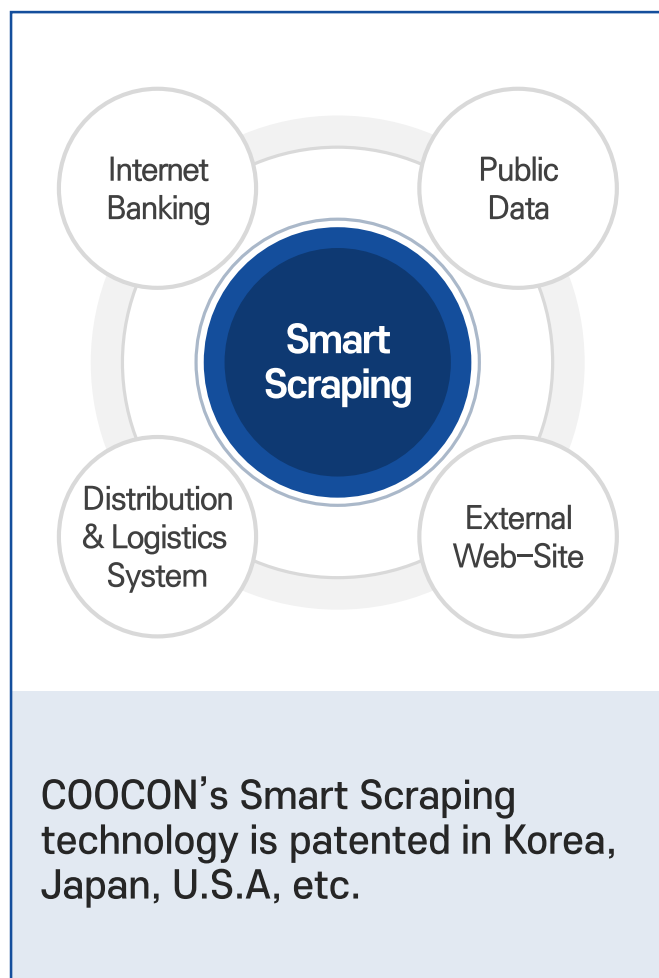
## Chapter 03 Technologies & Infrastructure

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- 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 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

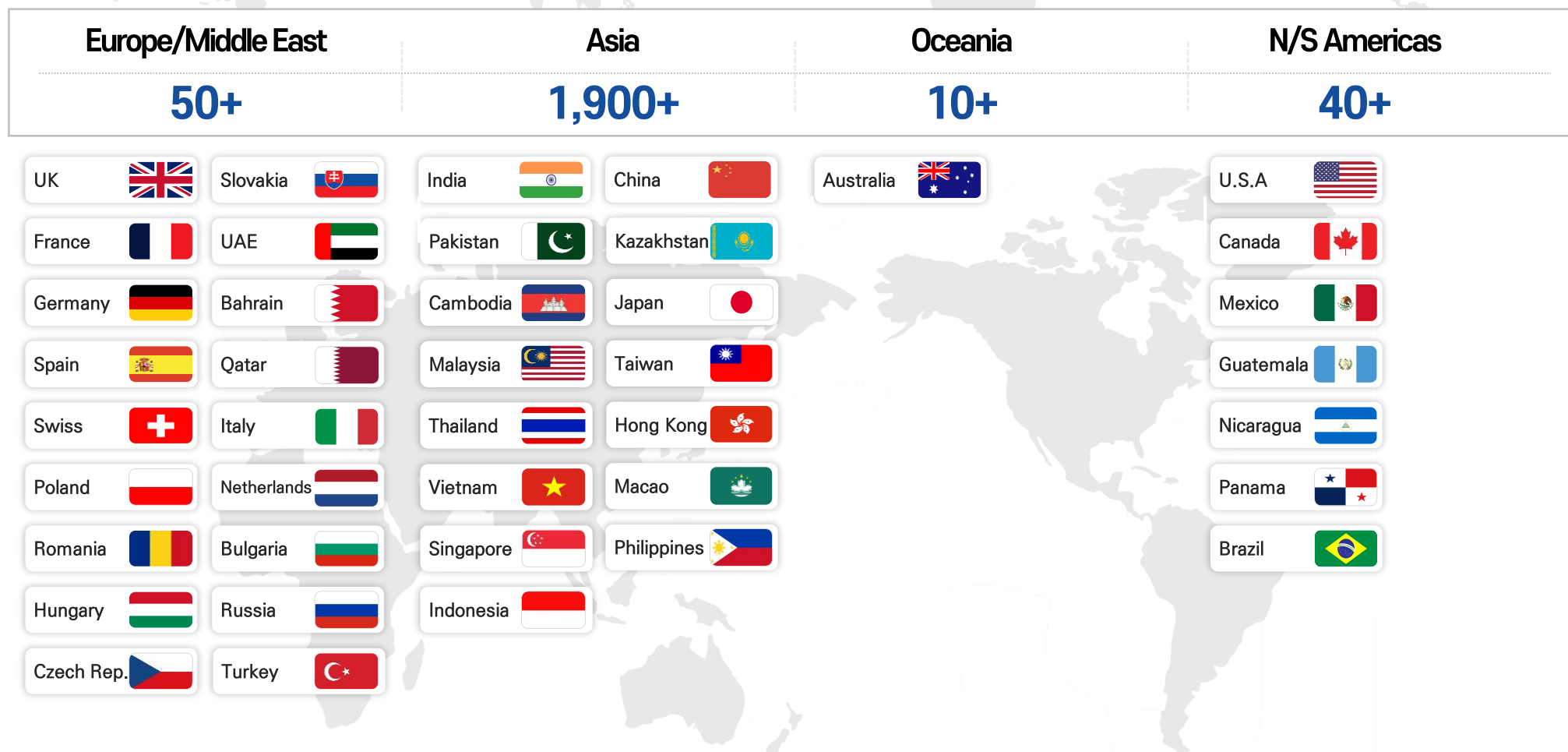
### E-commerce



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

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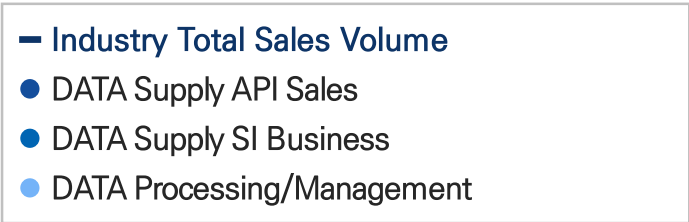
- 01 Rapid Growth of DATA Industry
- 02 Diversification of COOCON's API Products

# 01 Rapid Growth of DATA Industry

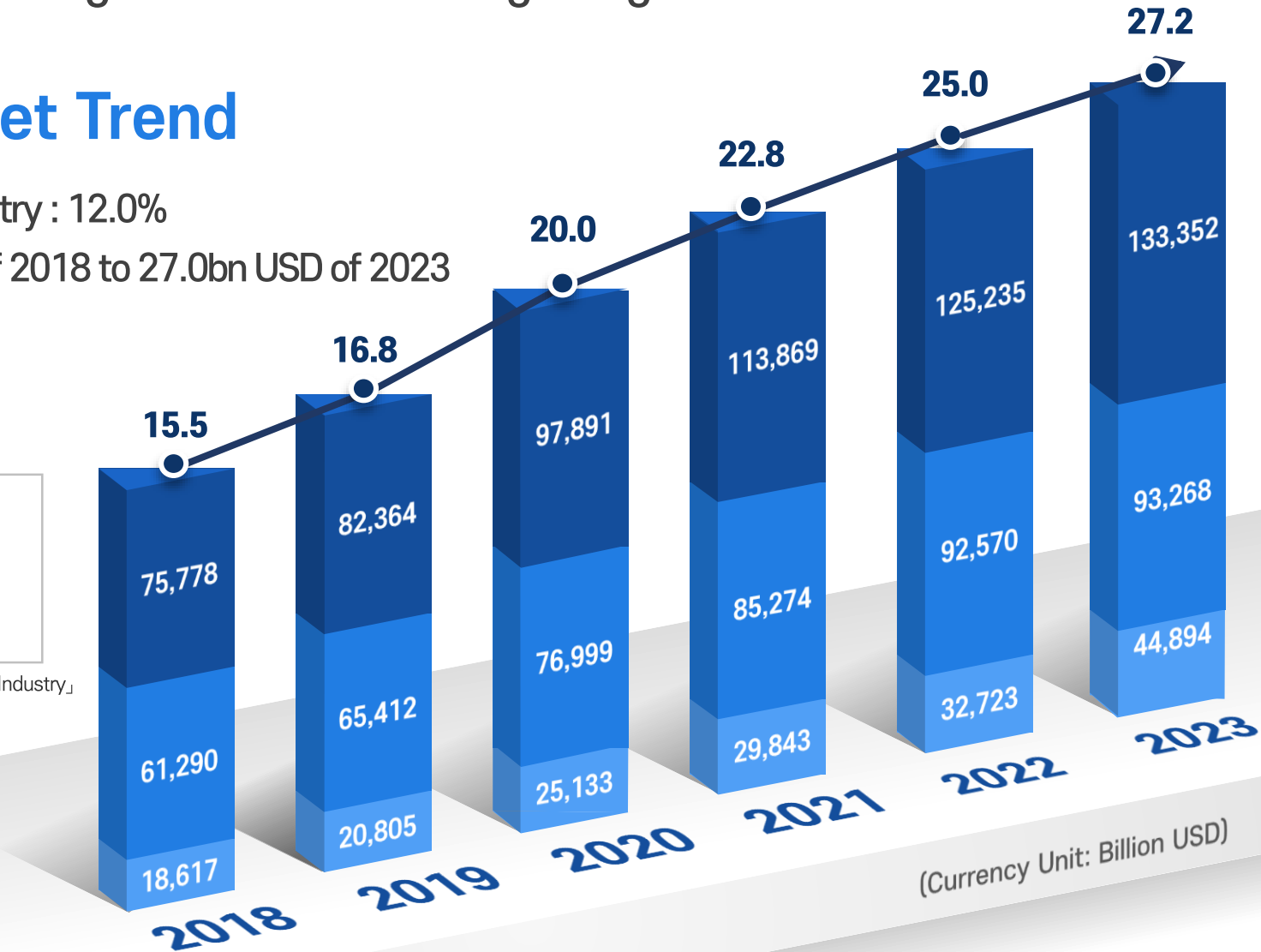
Demand for DATA  
increased with Digital Transformation getting accelerated

## 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

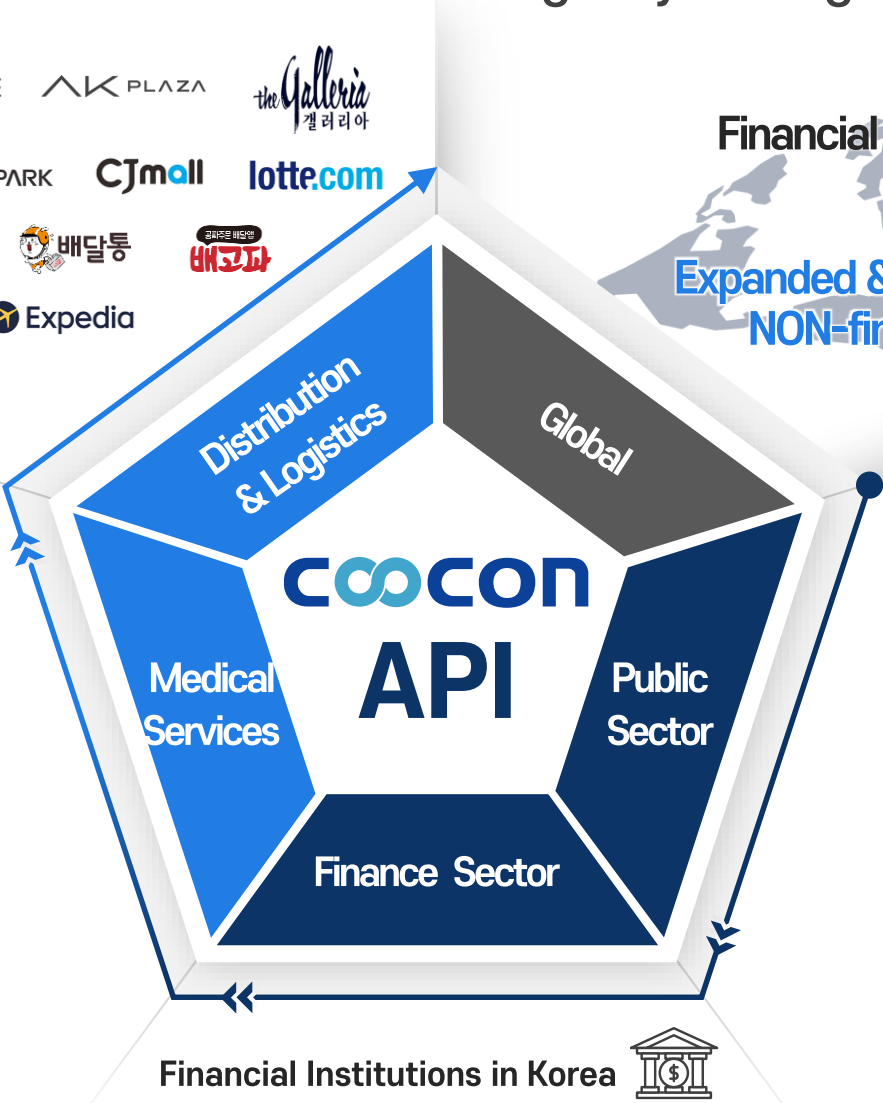


Source: Ministry of Science and ICT, 「2023 Research on DATA Industry」



# 02 Diversification of COOCON's API Products

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



## Chapter 05 Appendix

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- 01 2024/Q3 Performance Results
- 02 YoY/QoQ Performance Analysis as of 2024/Q3
- 03 Summary of Financial Statements

# 01 Performance Report as of the end of 2024/Q3

- 2023 Annual Revenue & Operating Income was **68.30**billion KRW & **16.59**billion KRW, respectively
- 2024/Q3 Revenue & Operating Income was **16.94**billion KRW & **4.51**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	24 Q1	24 Q2	24 Q3
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	8.34	13.03	8.78
	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	2.11	2.93	3.13
	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%	25.3%	22.5%	35.7%
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	8.66	8.50	8.16
	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	1.32	1.51	1.37
	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%	15.3%	17.8%	16.9%
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	16.99	21.52	16.94
	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	3.43	4.44	4.51
	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%	20.2%	20.6%	26.6%

- New service and business to be opened after 3Q/2024
  - Data Service: Data combining/processing Agency, Digital Healthcare
  - Payment Service: Global Payment, Anti-Money Laundering(AML)

## 02 YoY/QoQ Performance Analysis as of the end of 2024/Q3

- 2023 Company Revenue showed **8.9%YoY** Growth & Company OP, **15.9%YoY** Decrease
- 2024/Q3 Revenue & OP showed **2.1%YoY** Decrease and **0.7%YoY** Growth, respectively

(Unit : 1 Billion KRW)

Type		2022	2023	YoY	23 H1	24 H1	YoY	23 Q3	24 Q3	YoY	24 Q2	24 Q3	QoQ
Data Service	Revenue	31.05	36.47	17.5%	17.61	21.36	21.3%	9.15	8.78	-4.0%	13.03	8.78	-32.6%
	OP	13.10	12.08	-11.0%	6.51	5.04	-22.6%	3.09	3.13	1.3%	2.93	3.13	6.8%
	OPM	42.2%	33.1%		37.0%	23.6%		33.8%	35.7%		22.5%	35.7%	
Payment Service	Revenue	31.64	31.82	0.6%	15.86	17.15	8.2%	8.16	8.16	0.0%	8.50	8.16	-4.0%
	OP	6.61	4.51	-25.4%	2.64	2.83	7.3%	1.39	1.37	-1.4%	1.51	1.37	-9.3%
	OPM	20.9%	14.2%		16.6%	16.5%		17.1%	16.9%		17.8%	16.9%	
Total	Revenue	62.69	68.30	8.9%	33.48	38.52	15.1%	17.31	16.94	-2.1%	21.52	16.94	-21.3%
	OP	19.71	16.59	-15.9%	9.15	7.87	-14.0%	4.48	4.51	0.7%	4.44	4.51	1.6%
	OPM	31.4%	24.3%		27.3%	20.4%		25.9%	26.6%		20.6%	26.6%	

- For the year 2024, 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 2024/Q3, YoY growth rate in revenue of Data Service/Payment Service/Company Total is -4.0%/0.0%/-2.1%, respectively
  - Data revenue decreased due to the completion of the MG project, and Payment revenue decreased due to the shift of easy payments to open banking
- Going forward, estimate OPM of Data Service/Payment Service is 25~30%/15~20%, respectively

## 03

## Summary of Financial Statements (Separate)

Unit: ₩ 1M

Financial Positions					
	2020	2021	2022	2023	2024 Q3
Current Assets	69,143	116,339	86,627	99,168	136,082
Non-Current Assets	72,165	84,754	96,645	111,462	122,643
<b>Total Assets</b>	<b>141,308</b>	<b>201,093</b>	<b>183,272</b>	<b>210,631</b>	<b>258,725</b>
Current Liabilities	64,503	65,158	50,328	69,195	109,719
Non-Current Liabilities	10,569	6,884	2,449	10,330	9,879
<b>Total Liabilities</b>	<b>75,072</b>	<b>72,042</b>	<b>52,776</b>	<b>79,525</b>	<b>119,598</b>
Capital	3,312	5,046	5,127	5,127	5,127
Capital Surplus	13,287	70,390	70,916	70,916	70,088
Other Components of Equity	184	(228)	(619)	(3,508)	(893)
Accumulated Other Comprehensive Income	9,743	7,728	4,841	852	(77)
Retained Earnings	39,710	46,114	50,230	57,718	64,883
<b>Total Equity</b>	<b>66,236</b>	<b>129,050</b>	<b>130,496</b>	<b>131,106</b>	<b>139,127</b>

Unit: ₩ 1M

Income Statement					
Type	2020	2021	2022	2023	2024 Q3 (Cumulative)
<b>Operating Revenue</b>	<b>49,374</b>	<b>59,175</b>	<b>62,695</b>	<b>68,298</b>	<b>55,455</b>
Operating Expenses	38,373	42,799	42,981	51,712	43,073
<b>Operating Income</b>	<b>11,001</b>	<b>16,377</b>	<b>19,713</b>	<b>16,586</b>	<b>12,382</b>
Other non-operating Income	70	15	1,253	90	42
Other non-operating Expenses	(354)	(191)	(1,019)	(460)	(538)
Financial Income	13,130	1,439	906	3,789	1,195
Financial Expenses	(137)	(9,346)	(15,058)	(8,492)	(4,171)
Net Income before Income Taxes	23,710	8,294	5,795	11,512	8,910
<b>Net Income</b>	<b>18,640</b>	<b>6,870</b>	<b>4,907</b>	<b>8,990</b>	<b>8,173</b>
Total Comprehensive Income	29,213	4,389	2,237	4,522	7,243

## 03

## Summary of Financial Statements (Consolidated)

Unit: ₩ 1M

Financial Positions					
Type	2020	2021	2022	2023	2024 Q3
Current Assets	69,623	117,153	86,708	99,096	136,082
Non-Current Assets	72,375	84,810	95,493	108,453	118,442
<b>Total Assets</b>	<b>141,998</b>	<b>201,963</b>	<b>182,201</b>	<b>207,548</b>	<b>254,525</b>
Current Liabilities	64,762	65,333	50,346	69,058	109,725
Non-Current Liabilities	10,729	6,979	2,449	10,330	9,879
<b>Total Liabilities</b>	<b>75,491</b>	<b>72,312</b>	<b>52,794</b>	<b>79,388</b>	<b>119,605</b>
Capital	3,312	5,046	5,127	5,127	5,127
Capital Surplus	13,703	70,806	71,332	71,332	70,503
Other Components of Equity	184	(228)	(619)	(3,508)	(893)
Accumulated Other Comprehensive Income	9,718	7,720	4,743	713	(198)
Retained Earnings	39,393	45,961	48,824	54,496	60,381
Non-controlling Interests	197	346	0	–	–
<b>Total Equity</b>	<b>66,507</b>	<b>129,651</b>	<b>129,407</b>	<b>128,160</b>	<b>134,920</b>

Unit: ₩ 1M

Income Statement					
Type	2020	2021	2022	2023	2024 Q3 (Cumulative)
<b>Operating Revenue</b>	<b>51,374</b>	<b>61,442</b>	<b>64,523</b>	<b>68,366</b>	<b>55,489</b>
Operating Expenses	40,135	44,617	44,499	51,780	43,116
<b>Operating Income</b>	<b>11,239</b>	<b>16,825</b>	<b>20,024</b>	<b>16,586</b>	<b>12,373</b>
Other non-operating Income	72	21	1,276	90	41
Other non-operating Expenses	(332)	(342)	(1,033)	(460)	(595)
Financial Income	13,132	1,442	908	3,789	1,195
Financial Expenses	(146)	(9,352)	(15,062)	(8,492)	(4,171)
Equity method Income	3	(9)	(1,343)	(1,816)	(1,212)
Net Income before Income Taxes	23,968	8,585	4,771	9,697	7,630
<b>Net Income</b>	<b>18,897</b>	<b>7,161</b>	<b>3,787</b>	<b>7,174</b>	<b>6,883</b>
Total comprehensive Income	29,436	4,719	1,254	2,665	5,971



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