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INTRODUCTION_ Prologue

We Digitalize Every Product and Distribute Them Through Every Channel



"We are a Frontrunner in Digitalization & Distribution"

INTRODUCTION

Overview

A Company Specialized in Mobile Platform COOP MARKETING

We expand our business day-by-day through issue and supply of mobile voucher via self developed platform.



Name	COOP MARKETING Co.,Ltd.	Founded	October 31st, 2005
CEO	Woo-Jung Jeon	Number of Employees	243 (in 2024)
Main Products	Mobile gift cards and vouchers, platform development, voucher service, payment gateway system, certification gateway service, promotion/marketing agency		
Annex research institute	COOP MARKETING research center		

INTRODUCTION

Main Business

Conducting various business for partners Providing tailored service

We deliver your regard where you cannot reach through our technology.



Mobile gift cards and vouchers

Provides mobile gift cards and distributes vouchers through own verification issue platform



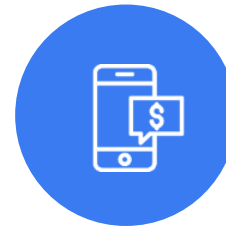
Platform development

Issues mobile gift cards / devises and constructs verification platforms



Voucher service

Provides comprehensive voucher services for both customers and executives and staff.



Payment relay service

Provides integrated point and payment platform payment relay service

Business in Respective Fields Synergy with Affiliate Companies

COOP MARKETING offers products and services that differentiate with other through synergy generated by the subsidiaries in various fields.

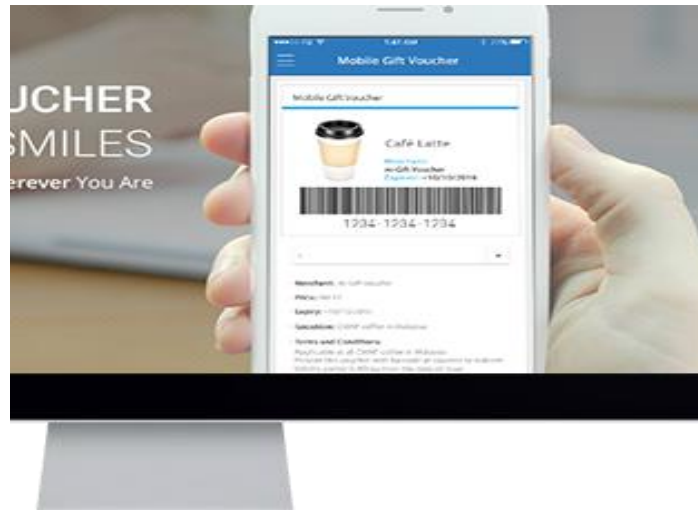


INTRODUCTION

Malaysia

Global Mobile Gift Certificate CMAP

Distributes gift vouchers (mobile & card) by actively utilizing commerce distribution channels via both global and local platforms.



Name CMAP (Coup Marketing Asia Pacific) **Establishment** 17 September 2014

GMV MYR 46 Million (as of 2024)

Location Kuala Lumpur, Malaysia

Distribution

Partners

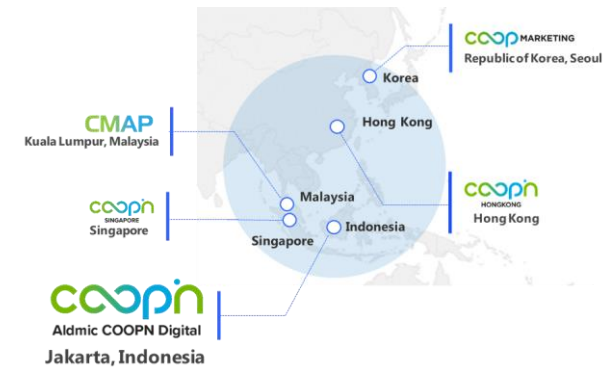
INTRODUCTION

Indonesia

Global Mobile Gift Certificate ALDMIC COOPN DIGITAL

Aldmic is COOP Marketing 's newly partnered team in Indonesia in March 2021.

Highly experienced managing Loyalty Program and Merchant Aggregator since 2015.



Name Aldmic Coopn Digital **Establishment** 4 March 2015

GMV IDR 267 Billion (as of 2024)

Location Jakarta, Indonesia

Portfolio     

Partners      

COMPETITIVENESS

COOP MARKETING in Numbers

Platform

System

Security

Partners

Products and services

COMPETITIVENESS

COOP MARKETING
in Numbers

No. 1 Transaction Volume in the Industry

Vast Experience and Extensive Infrastructure

COOP MARKETING has broad experience and substantial infrastructure in Mobile gift certificate business.

No. B2B Clients (cumulative)

3,450

No. B2C Distribution Channels (cumulative)

400

No. Brand Partners (cumulative)

2,750

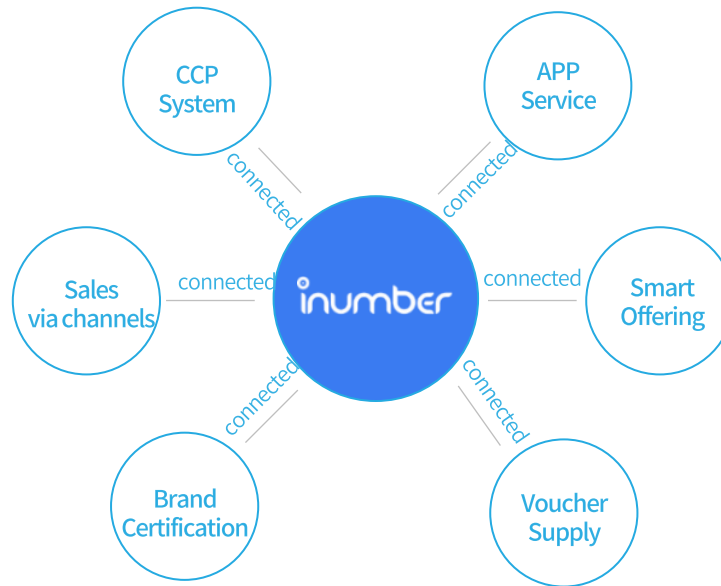
Types of Products Handled (as of 2023)

13,500

Unique Platform Service for Certificate Issue

20 years of experience and know-how

With more than 70 developers dedicated to IT infrastructure, COOP MARKETING knows how to manage, develop, and operate the system through 20 years of accumulated experiences.



<Connection with other services provided by COOP MARKETING>



- COOP MARKETING's own platform for mobile gift certificate issue
- Issue, sending, management, and confirmation in real time
- Fast confirmation process with high stability

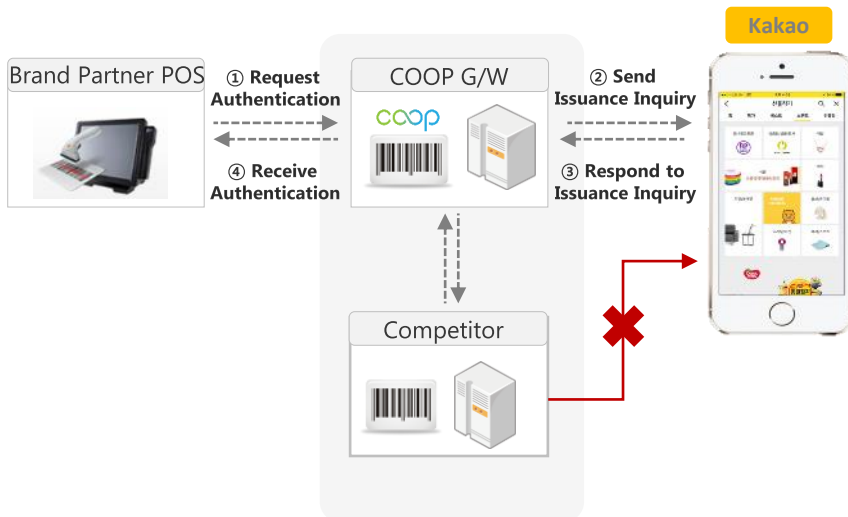
Built and operates 'KakaoTalk Gift' system

Verified high stability and fast authentication

System Integration with the Market's No.1 Service Provider .

► Integration Example

System Integration with the Market's No.1 Service Provider (ex. Kakao gifting services)



- **COOP's competitors send authentication through COOP G/W for Kakao Gifting Services**

► Data Processing Speed

Optimized to meet Kakao Gifting Service's Standards

Stable system response speed with COOP's platform technology



✓ **Competitors**
Response Time
(ex. Regular Sales Channel)
10 Seconds

VS



✓ **COOP**
Response Time
(ex. Kakao Gifting Services)
3 Seconds

► Amount of Processed Data per Second (As of 2021)

Category	Competitors	COOP
Processed data per second	~20	2,000+

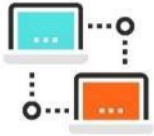
"Besides our product infrastructure, our technology also explains why COOP is Kakao's one and only System Gateway Provider"

COMPETITIVENESS

Security

Awarded outstanding in regular security evaluation Certified security system

Providing stable services with security systems that have been verified through periodical security checks.



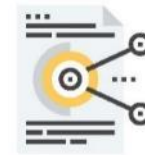
Client exclusive hotline

- Provides stability with corporate client hotlines
- Receives customer information and issues/sends mobile vouchers



Optimized security solution

- Operates multiple services and security solutions for financial companies
- Optimized security solutions through multiple years



Awarded outstanding in regular security evaluation

- Annual security checks for clients(Financial Corporations)
- Owns proven system, awarded outstanding grade

COMPETITIVENESS_

Partners

Substantial Infrastructure for Business

Main Partners of COOP MARKETING

COOP MARKETING has strong partnership with major corporations in Korea
such as Kakao, KB Bank, CJ Foodville, and Starbucks.

Clients
(3,850 in total)



Brands
(2,750 in total)



COMPETITIVENESS_

Partners

Substantial Infrastructure for Business

Main Partners of COOPN GLOBAL

Clients



Brands



COMPETITIVENESS_

Products and services

Top-tier Circulation with the Unique Platform


Mobile Gift Certificates & Gift Cards

COOP MARKETING's own unique design provides stable issue/sending services to clients.

► Core Products & Services

Products

COOP has 10,000+ Products



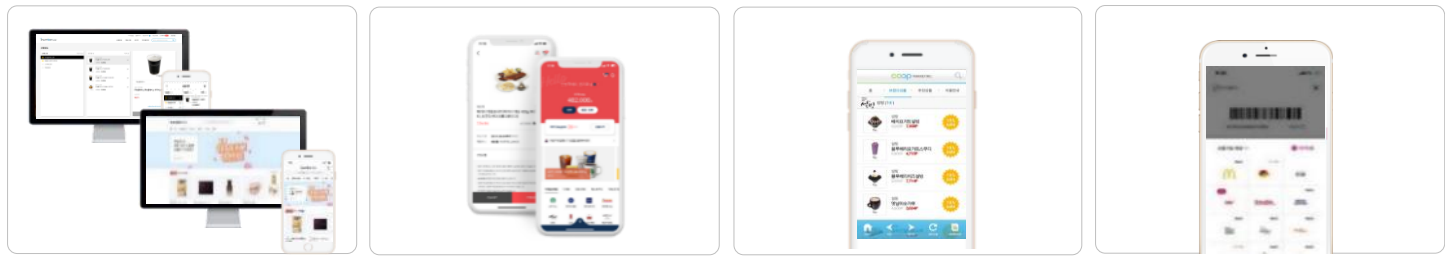
Mobile Gift Voucher
(Exchange Voucher, Cash Voucher)
Exchange voucher : exchange for products
Cash voucher : use like cash

Mobile Integrated Voucher
Use like cash in multiple stores with a single voucher

Book & Life/Game Voucher
Use on/offline for games/shopping/dining/books/movies, etc.
(Riot Games, Blizzard, Nexon, Kakao Games, etc.)

Integrated Dining Voucher
Cash voucher for use in family style restaurants & hotel buffets

Services



Corporate Members Services
Bulk distribution service (i-number Lite)
Corporate online welfare mall service (i-number Biz)

Pay's
Provide exclusive mobile gift voucher service for corporate members, and individual members

Mobile Gift Shop
Create mobile gift shop for corporate apps

Barcode Payment
Provide transaction barcodes for various apps

REFERENCE

REFERENCE

Reference

KOREA

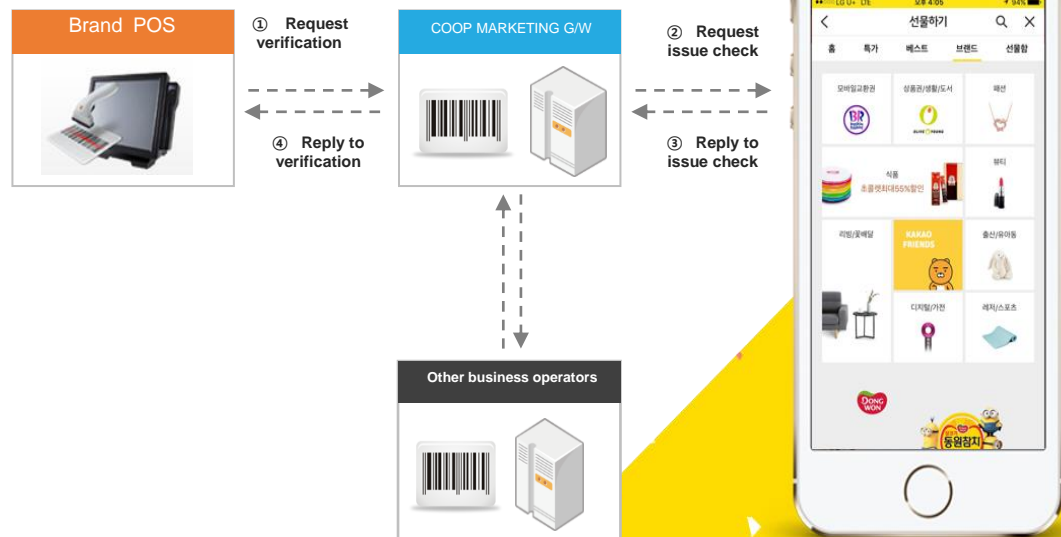
Built and managed 'KakaoTalk Gift' system Verified high stability and fast certification

Built and operates the verification system of 'KakaoTalk Gift' service, #1 in the market.

Transaction Amount

**2.8 billion
(USD)**

(Kakaotalk MobileGift
system transaction in
2022)



* Send verification results through COOP MARKETING G/W for other business operators

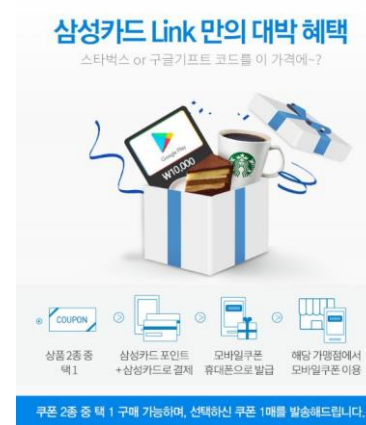
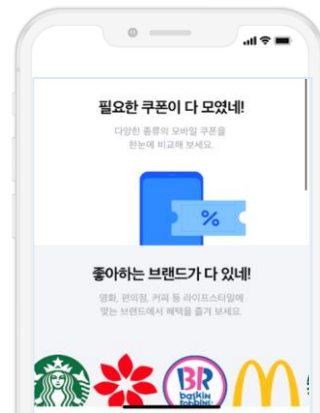
KakaoTalk Gift Server

Reference

KOREA

SAMSUNG CARD – B2B promotion

Pursuing and planning of promotion via B2B power channels and achieved short time mass sales



- Promotion for members of Samsung Card
- Encourage customers to buy e-Voucher via Samsung card and give discount 50% as reward point.
- Samsung card spend marketing expense to vitalize services and successful collaboration with top brand's e-Voucher.
- Provide selected brand e-Voucher and stable issue system

Reference

KOREA

Management Agency for e-Voucher

Platform Development & Advancement

Build the platform and being an operating agency of integrated platform for mobile voucher to fulfill brand's necessity.



<Platform Development for Lotte 'Giftiel' >

<Platform Development for SPC 'Happy Con'>

<Platform Advancement for CJ ONE>

Platform Development and Advancement (for Lotte Group, SPC, CJ, and others)

- Offered Platform development and advancement service to biggest participants in domestic Mobile Gift Certificate market – Lotter Group, SPC, and CJ
- Act as a Management Agency for each brand operator groups by utilizing the platform and its system.

Reference

MALAYSIA

Shell - O2O Promotion

Provides develop/issue/deliver/certify the voucher services from corporate landing pages



Shell Advance

Shell Advance Promotion Administrators List of promotion participants

Filter - Click the Search button and the list will be displayed at the bottom.

Name: IC:

Mobile: Status: ☐ Pending ☐ Sent ☐ Suspended ☐ Rejected

Select Date: 30 days 30/10/2018 30/10/2018

Search

Search Result List - Sort by recent date.

Search Count : 13,309

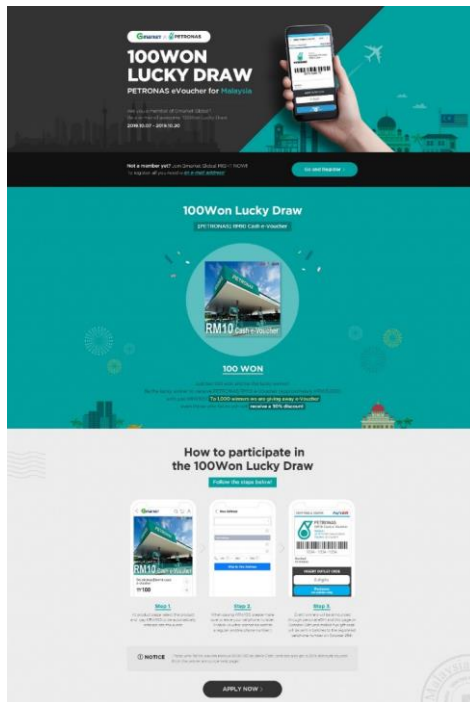
Reference No	Status	Name	IC	Mobile	Purchased Product	Subsollited	No. of Code	Voucher Sent
15213	Sent	Nurul atiqah binti wati	911105140490	601116110055	Shell Advance A05	30/10/2018	4	4
15212	Sent	Lai weng chye	720006075001	6024857737	Shell Advance A05	30/10/2018	4	4
15211	Sent	Chia keai ho	750021105222	60502477278	Shell Advance A05	30/10/2018	4	4
15210	Sent	Wan Anzi Bin Wan Hat	800807095270	6034060136	Shell Advance A05	30/10/2018	0	0
15209	Sent	Siah Chong Kun	800801050603	6022392014	Shell Advance A07	30/10/2018	4	4
15208	Sent	Naveen bin hassan	760000220007	6017918860	Shell Advance A05	30/10/2018	4	4
15207	Sent	Siah Chong Kun	800801050603	6022392014	Shell Advance A07	30/10/2018	4	4
15206	Sent	Char Yu Rock	760040951017	6023211417	Shell Advance A05	30/10/2018	4	4

- Promotion for customers who have purchased Shell's engine oil
- Encourage customers to register purchase receipt with personal information on the promotion website, customers can receive a Shell fuel coupon after authentication.
- Stable operation management provided by customer representative center

Reference

MALAYSIA

Gmarket Global e-commerce Cross Border Promotion



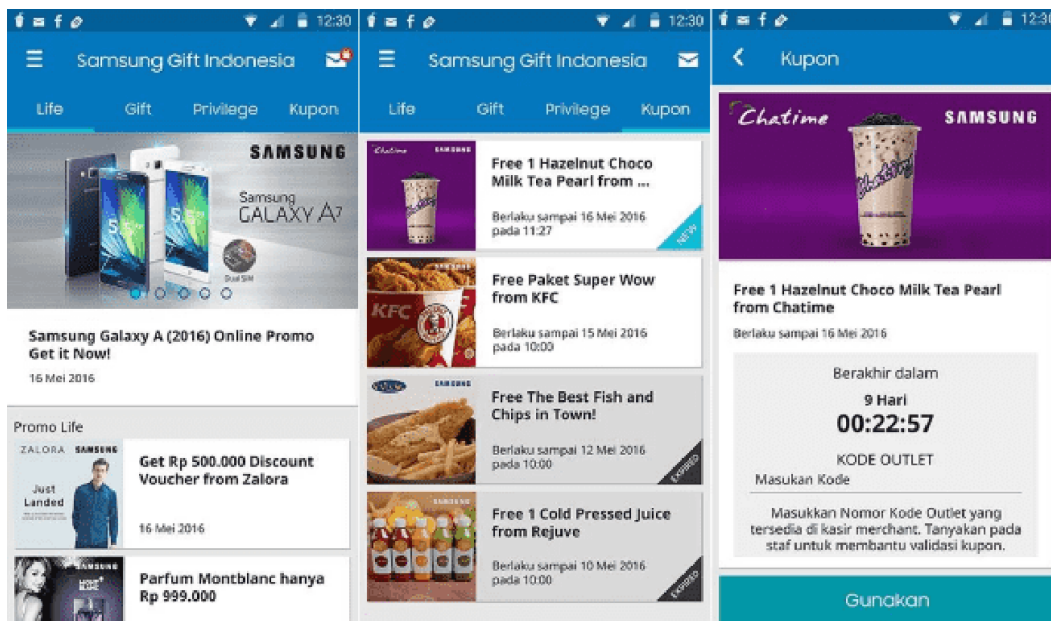
100KRW Lucky Draw

- Promotion for members of G-market in Malaysia.
- Encourage customers to participate in the lucky draw event, in which the winners get to receive a Petronas fuel coupon as a prize.
- Made new customers to visit Petronas stores, Enhancing brand awareness through promotion.
- Stable operation management provided by customer representative center via phone and what's app

Reference

INDONESIA

SAMSUNG GIFT INDONESIA



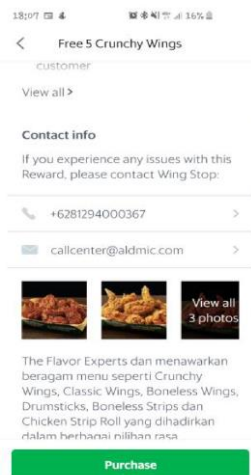
Loyalty Program

- 2014 : Initial downloads 30,000
- 2019 : Total downloads 18,700,000
- Total Promo : 12,160
- Total voucher Redeemed : 12,164,000
- Providing e-voucher fulfillment, Loyalty service operating, redemption management.

Reference

INDONESIA

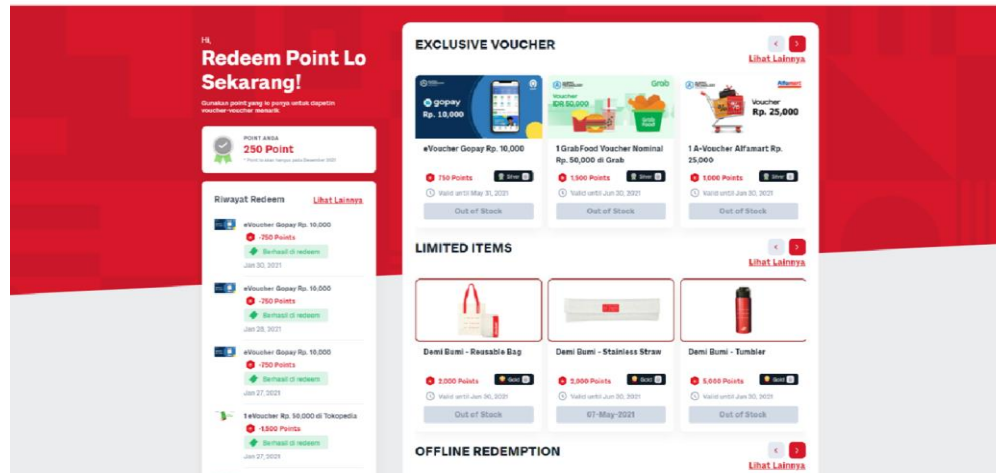
GRAB Loyalty Program



Loyalty Program

- 2017 : Initial vouchers redeemed 1,800/month
- 2019 : Total vouchers redeemed 25,750/month
- Providing e-voucher fulfillment, Loyalty service operating, redemption management

MARLBORO Loyalty Program



- Marlboro Engagement platform with more than 600.000 users
- Daily reward at marlboro.id. Engage and collect points and redeem it in form of e-vouchers, such as Tokopedia, Alfamart, Phone Credit, Gopay, and etc

Thank you

Company Introduction

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