
2020 ZUMinternet Company Profile

zuminternet



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Mission

Reading what's in the world, **zum**

World

Focus on technical advancements of our proprietary search engine to perform better big-data analysis.

Deep understanding of the objectives and habits of mobile/web users

Global issues and trends

Cultural differences and personal preferences



Read

Search, analyze and advance our services

Deep understanding of the changing needs of our users

Have a clear vision and spark innovation

History

2019

Jun. ZUMinternet listed on KOSDAQ
May. Renewed ZUM.com website
Mar. Renewed ZUM.com mobile
Feb. Launched 'LALLA'

2018

Dec. Launched 'Short answer type search'
Nov. Launched 'Notice board search' function
Sep. ZUMinternet merged with Mirae Asset No.5 Space to promote listing on KOSDAQ
Launched 'TV ZUM'
Aug. Launched 'Auto ZUM'
Jul. Launched 'Tour ZUM'
Acquired an investment of 3 billion won from Focus Asset Management
Jun. Launched 'Realreview' iOS mobile app
May. Launched 'Realreview' Android mobile app
Opened 'Coin ZUM' service for virtual currency information
Apr. Launched 'NEWSUM' iOS mobile app
Mar. Offered 'Content API' for developers at ZUM Developer Center
Launched 'Today Information'
Jan. Launched 'Recipe Search'

2017

Dec. Won 1st prize at the 'Artificial Intelligence R&D Challenge' as ESTsoft-ZUMinternet
Launched 'NEWSUM' Android mobile app
Launched 'Shozzle' iOS mobile app
Opened 'Fund Information search' function
Opened 'Fortune Information' function
Nov. Launched 'Shozzle' Android mobile app
Oct. Opened AI-based document classification search service
Sep. Opened 'Stock Information' service
Aug. Launched Egloos iOS mobile app
Jul. Opened 'Legal Information Search' function
Jun. AI Technology Research MOU with Handong University
Launched 'Egloos' Android mobile app
May. Exceeded 2% in share of search queries in Korea
Apr. Renewed Map Search function
Jan. Appointed Mr. Wooseung Kim as the CEO of ZUM Internet

2016

Dec. Launched CBT 'Egloos App for Mobile'
Jun. Listed on the KONEX Market
Jan. Opened high quality content platform 'Hub ZUM'

History

2015

- Oct. Exceeding 10 million monthly unique visitors of ZUM.com
- Jul. Ranked 3rd in shares of search engine visits
- Jun. 12th anniversary of 'Egloos' blog service
Launched 'Hub ZUM' Beta service
- May. 10 million accumulated downloads of 'Swing Browser'
Launched 'Shopping ZUM'
- Apr. Launched 'Swing Browser' 2.0
- Mar. Renewed 'Site Search Ranking' function

2014

- Nov. Launched 'Open Internet Search' and 'Stock interest in internet'
- Jul. 1 million monthly unique users of 'Swing Browser'
2.9 million accumulated downloads of 'Swing Browser'
Launched ZUM 3.0
- May. Launched 'TV Internet Interest'
- Apr. Exceeded 1.5% in share of search queries
Launched Open Beta service for 'Time Tree'

2013

- Dec. Ranked 3rd in Local Search Market Share
Released official version of 'Swing Browser' for PC
- Nov. Launched 'Online Compton Service' / Released 'Cloud Search Engine'
Launched Mobile ZUM iOS, Android app
- Sep. Acquired Blog Specialized service 'Egloos'
Launched sharable start page service 'ZUM page'
- Apr. Ended the month with search engine market share 1%
Opened 'Shopping Box' function
- Feb. Launched ZUM 2.0

2012

- Dec. Awarded Grand prize of Internet Eco-Award
Launched of 'Swing Browser' iOS, Android app
- Sep. Launched 'ZUM Developer Center'
- Jun. Awarded Korea Top Brand Award (Seoul Economy)
Launched Q&A service
- May. Ended the month with 6,000,000 users
- Mar. Invested by Skylake Incuvest
- Feb. Launched 'Search ZUM'

2011

- Nov. Launched 'News ZUM'
- Oct. M&A EST M&S merged with EST Internet to form ZUM Internet Corp
ZUM.com Monthly users exceeded 1million
- Sep. Launched OpenType Portal 'ZUM.com'
Launched 'ZUM Widget' and 'Widget Store'

2010

- Oct. Established EST Internet Corp (CEO: JJ Kim)
- Jul. Established Company-Affiliated R&D Center of EST M&S

2009

- Jun. Established EST M&S Corp (CEO: SJ Park)



Wooseung Kim **CEO**

ZUM Internet has been growing with the aim of providing a portal service as a gateway to internet world, a fair and correct search, and multiple convenient services.
Now, 'Read What You Think, ZUM' will grow with our users.

To grow, ZUM will provide reasonable and smart services by understanding Our users thoughts and reflecting those thoughts into our services.
This can be accomplished with our technology of being able to read the users' usage patterns.

Please keep an eye on our continued endeavors as we integrate your thoughts into our services.

Career

Samsung Electronics (Research Institute)
C-EISA
Samsung Electronics (Digital Solution Center)
SK Planet
SK Telecom

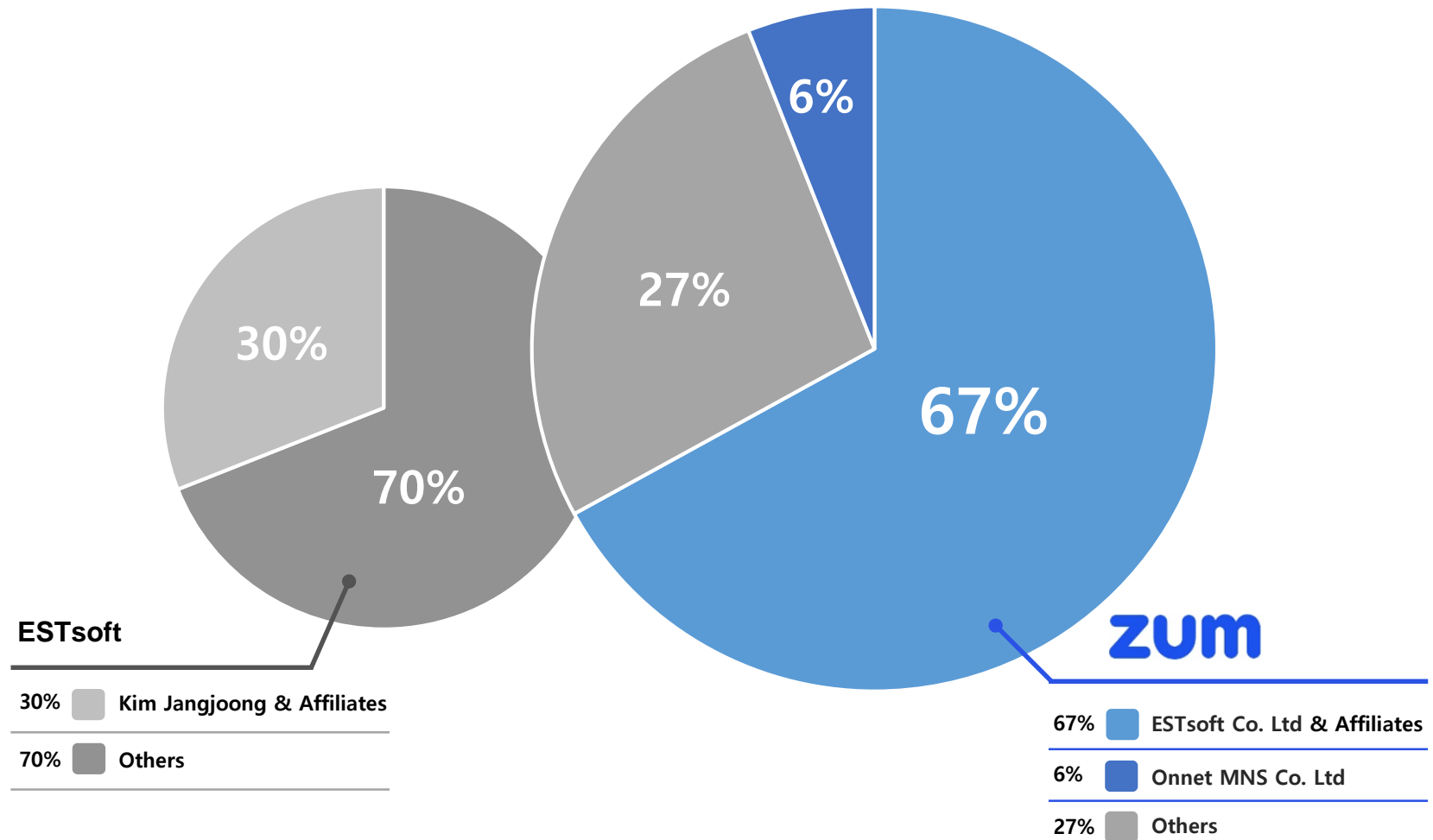
People

- Search Engine R&D – Manpower with more than 10 years of experience
- System Operation – Personnel with experiences in search engine and vaccine services for stable operation
- Organized with 74 developers(35%), and 17 Engineers(7.5%)

zuminternet (Total 204)

Search Management & Planning Dept.(25)	Management Support Dept.(12)	R&D Dept.(13)	Business Dept.(18)	New Business Dept.(14)	Portal Development Dept.(54)	Portal Dept.(41)	Platform Development Div.(26)
Head : 21 yrs of Experience Team Leaders : Avg. 17 yrs. Search Service Planner and Operating Specialist - Yahoo - ESTsoft	Finance, Accounting, HR, Secretary, Intranet Management, etc. Business Support	Head : 24 yrs of Experience AI technician of Search Rankings and documents For images - NAVER - SK Comms	Business Related Services Planning / Developing Discovering Affiliate Business - ESTsoft	Mobile service planning/ Developing, Developing New Business - Onnet - ESTsoft	Head : 20 yrs of Experience Team Leaders : Avg. 12 yrs. Contents Service Developing / Portal - SK comms - Onnet - ESTsoft - Samsung SDS - Pikicast	Head : 17 yrs of Experience Team Leaders : Avg. 14 yrs. Search Service Developing / Planning, Contents Curation Design Specialist - SK comms - Onnet - ESTsoft	Head : 18 yrs of Experience Team Leaders : Avg. 10 yrs. Big Data and Search Service Platform Development Specialist Data Analysis, Business Intelligence Analyst - Onnet - ESTsoft

Shareholder Composition



Capability

Search Engine Technology

- Feature : Ability to store, analyze, and provide more than 1 billion documents, 100TB of data
- Competitiveness : Skills in 'Hadoop' & 'Hbase' to manage big data, API type search engine

Big Data Skills

- Feature : Strong capabilities in distributed big data processing, deep learning in text analytics
- Competitiveness : Technical expertise to store and analyze over 6 billion documents; know-how in efficient on premise and cloud utilization

Artificial Intelligence

- Feature : Automated text and image analysis through deep learning technology
- Competitiveness : Utilize deep learning technology in our big data to improve the quality of our search services

Marketing Power

- Feature : Exposure to 20,000,000 users in software products
- Competitiveness : No. 1 in UV(Unique Visitor) by SW provider

Planning Skills

- Feature : Successful Experience in SW Business in Korea (Vaccine, Compressor, Image viewer, Toolbar)
- Competitiveness : Knowhow on SW user marketing, experience of reaching No. 1 from second mover in PC Vaccine

Achievements and Accomplishments

Major Research Achievements of R&D Center in 2019

- Won second place in 2019 AI Grand Challenge
- Development of Financial Information Analysis Technology

Major Research Achievements of R&D Center in 2018

- Development of a Personality Search System
→ Search event unit pictures for key people
- Development of clothing recommendation technology using Deep Learning
→ Development of a technology to create a thumbnail of a person's photos
- Development of positive-negative sentiment detection technology
- Government-funded fake news detection project

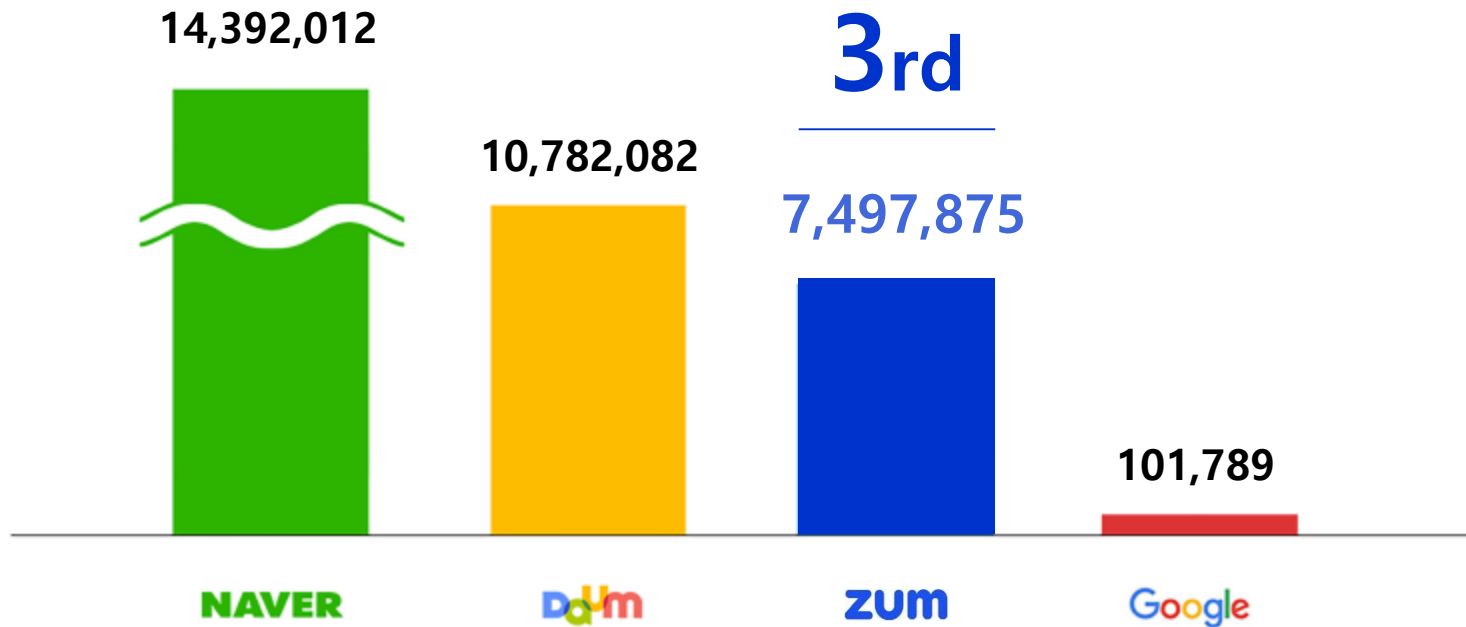


▲ ZUMinternet & ESTsoft
won the championship prize of
"AI R&D Challenge 2017"

(2017.12.08)

zum.com

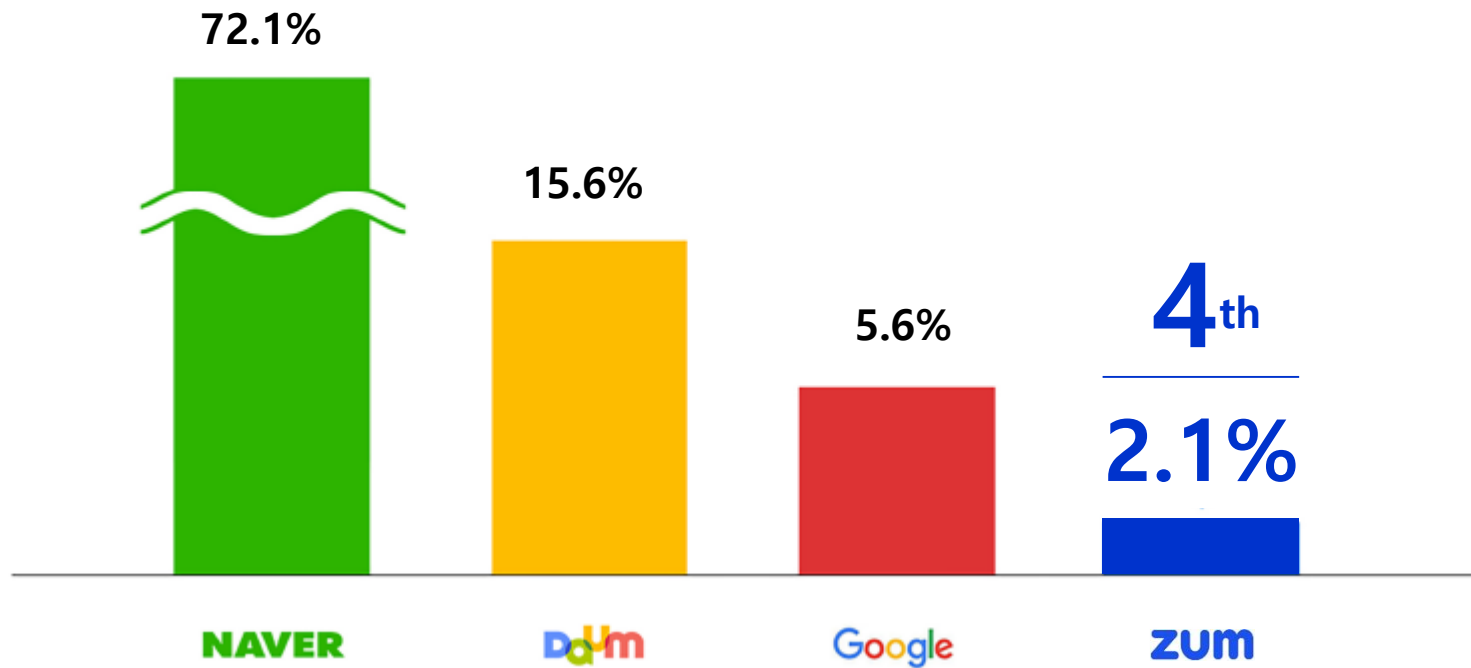
Number of users setting ZUM.com as start page in Korea



2019. 12, Nielson Korean Click

zum.com

Market share of search query in Korea



2019. 12, Nielson Korean Click

zum.com

Monthly Search Query

49,515,000

2019. 12, Nielson Korean Click

zum.com

Monthly Unique Visitor (UV)

7,611,695

2019. 12, Nielson Korean Click

About 25% of Korean PC users (total 32M users) visit ZUM.com

zum.com

Monthly Page View (PV)

251,698,000

2019. 12, Nielson Korean Click

Thank you

Website

<http://www.ZUM.com>

<http://www.ZUMinternet.com>

Contact

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