eMnet

THE BEST GUIDE TO E-MARKETING

e-Marketing Global Leader, eMnet

eMnet

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THE BEST GUIDE TO E-MARKETING

e-Marketing Global Leader, eMnet

Contents

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Chapter 01

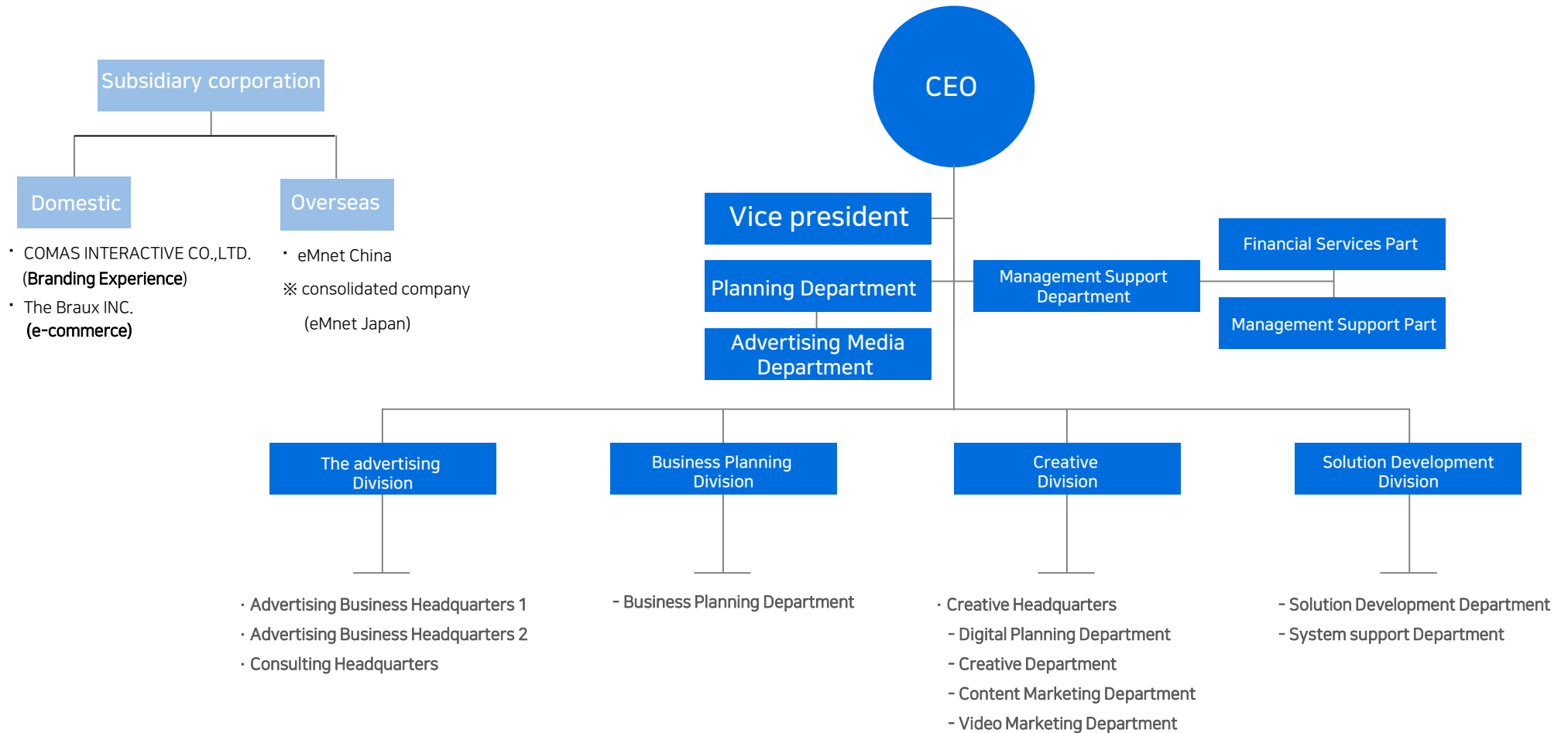## Company Overview

eMnet

CEO

CEO YOUNGWON KIM

· Sociology of Hanyang University

· Former Director of the Korea Digital Advertising Association

· Former Director of the Korea Internet Advertising Foundation

· Commendation of the Minister of Meritorious Advertising

About Company

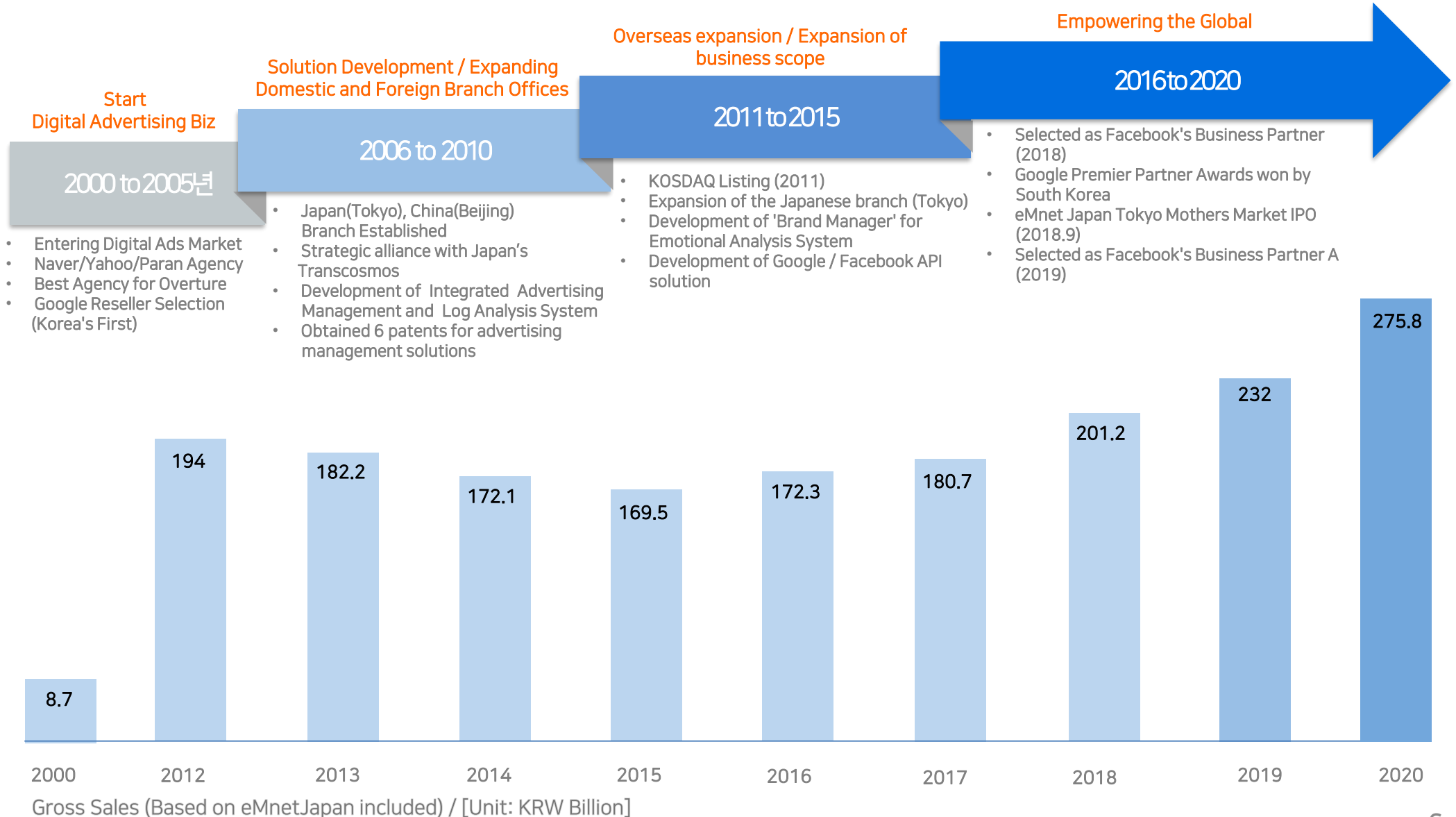| 회 사 명	EMNET INC.
대표이사	YOUNGWON KIM
자 본 금	11.138billion won
직 원 수	450 people (including subsidiaries)
설 립 일	April 20th, 2000
본 사	14F, (Daeryungpost Tower 3Cha, Guro-dong), 27, Digital-ro 34-gil, Guro-gu, Seoul, Republic of Korea
주요사업	Digital Advertising Consulting
홈페이지	http://www.emnet.co.kr

eMnet

Performance Digital Marketing Optimization Organization

It has the **best and largest professional manpower** among digital marketing agencies in Korea

Subsidiary corporation

Domestic

- COMAS INTERACTIVE CO.,LTD.
  (**Branding Experience**)
- The Braux INC.
  (**e-commerce**)

Overseas

- eMnet China
- ※ consolidated company
  (eMnet Japan)

CEO

Vice president

Planning Department

Advertising Media Department

Management Support Department

Financial Services Part

Management Support Part

The advertising Division

- · Advertising Business Headquarters 1
- · Advertising Business Headquarters 2
- · Consulting Headquarters

Business Planning Division

- Business Planning Department

Creative Division

- · Creative Headquarters
  - Digital Planning Department
  - Creative Department
  - Content Marketing Department
  - Video Marketing Department

Solution Development Division

- Solution Development Department
- System support Department

Leading Digital Marketing Consulting Company

Listed on KOSDAQ for the first time as a digital advertising agency (2011.11)

**Empowering the Global**

Overseas expansion / Expansion of business scope

2016 to 2020

Solution Development / Expanding Domestic and Foreign Branch Offices

2011 to 2015

Start Digital Advertising Biz

2006 to 2010

2000 to 2005년

- Selected as Facebook's Business Partner (2018)
- Google Premier Partner Awards won by South Korea
- eMnet Japan Tokyo Mothers Market IPO (2018.9)
- Selected as Facebook's Business Partner A (2019)

- KOSDAQ Listing (2011)
- Expansion of the Japanese branch (Tokyo)
- Development of 'Brand Manager' for Emotional Analysis System
- Development of Google / Facebook API solution

- Japan(Tokyo), China(Beijing) Branch Established
- Strategic alliance with Japan's Transcosmos
- Development of Integrated Advertising Management and Log Analysis System
- Obtained 6 patents for advertising management solutions

- Entering Digital Ads Market
- Naver/Yahoo/Paran Agency
- Best Agency for Overture
- Google Reseller Selection (Korea's First)

Year	2000	2012	2013	2014	2015	2016	2017	2018	2019	2020
Gross Sales	8.7	194	182.2	172.1	169.5	172.3	180.7	201.2	232	275.8

Gross Sales (Based on eMnetJapan included) / [Unit: KRW Billion]

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Leading Digital Marketing Consulting Company

From Branding to Performance, Digital advertising Full Funnel's ability to carry out advertising is strengthened

Expansion of business area based on
Digital Advertising business

2021~

- The Braux INC, e-commerce business subsidiary, launched (2021.04)
- eMnet Japan's capital partnership with Softbank (2021.06)
- Acquisition of COMAS INTERACTIVE, Branding company (2021.09)
- Korea's largest sales performance since the company was established
- Total consolidated gross sales reached 300 billion won (2022)

2019	2020	2021	2022
148.0	173.0	266.6	298.8
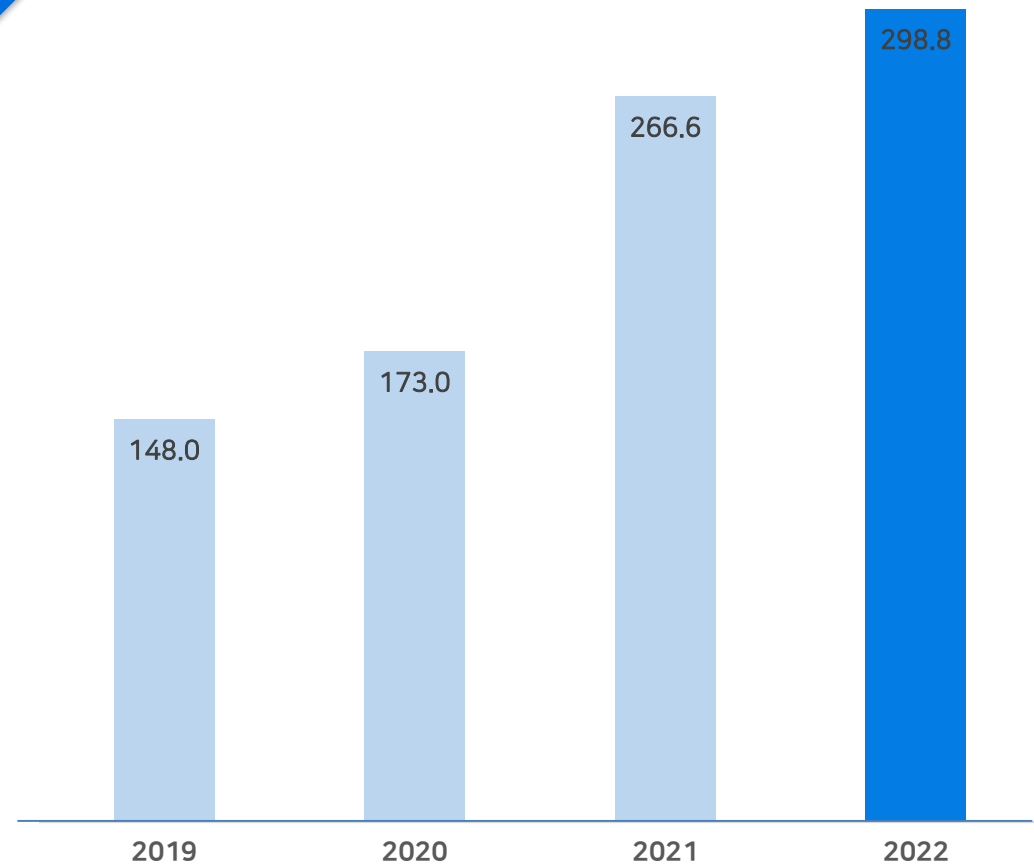
Gross Sales (Based on eMnetJapan excluded) / [Unit: KRW Billion]

Performance Digital Integrated Marketing Based on Data Analysis

· Analysis of site inflow traffic through digital campaigns
· Analysis of Digital Marketing Status of Competitors and Market Status
· Target Audience Analysis and Advancement

· Leverage the various category references
· Presenting customer-centered digital advertising trends

· Establishing a Digital Marketing Strategy Based on Data Analysis
· Implementing Digital Integrated Marketing

· Provides direction for digital integrated marketing operations
· Performance-focused advertiser-customized advertising planning

Analysis

Consulting

Strategy

Direction

Advertiser Customization
Planning

Search AD

Display AD

SNS AD

Mobile AD

Enabling Integrated Digital Marketing Strategy with Branding Combination

- 2021 acquisition of COMAS INTERACTIVE strengthens digital branding and creative content capabilities
- Target precision for branding campaigns and increased performance

Achieve optimal Digital Marketing with a Performance Strategy Based on Creative and AD-tech analysis that increases the value of the Brand

	Digital advertising agency First KOSDAQ listing (2011)		Total consolidated gross sales reached 300 billion won (2022)		Tokyo Stock Exchange Mothers Market Listing (eMnet Japan) SoftBank Capital Partnership (eMnet Japan)
450 specialist (including subsidiaries)		· AD-tech Capabilities Domestic and foreign technology patents · Building Branding Capabilities		5 Media Premier Partner (The only agency in Korea)	

Chapter 02

Industry Overview

**eMnet**

Accelerating Digital Advertising Market Growth

• As of 2023, 52% of the Digital advertising market share compared to the overall advertising market in Korea

• Digital advertising experience under COVID-19 pandemic accelerates digital advertising transition
(predicting a continuous growth trend in the future)

■ Changes in the Size of the Domestic Digital Advertising Market
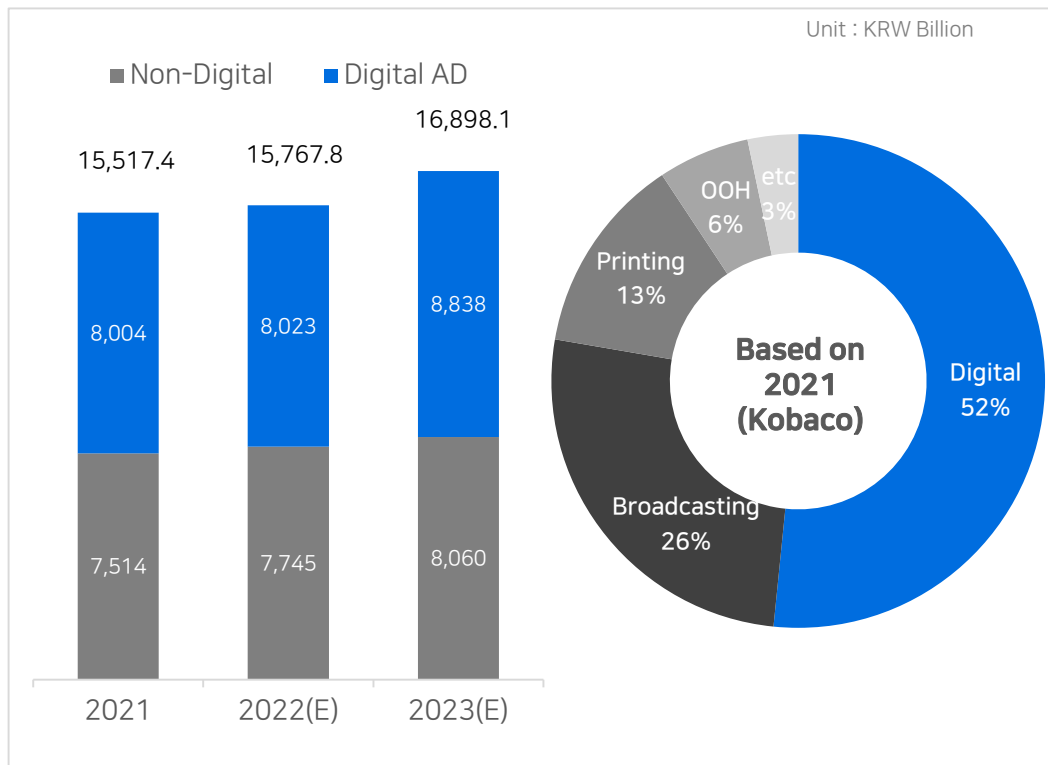
■ Trends in Digital Advertising Market in Korea
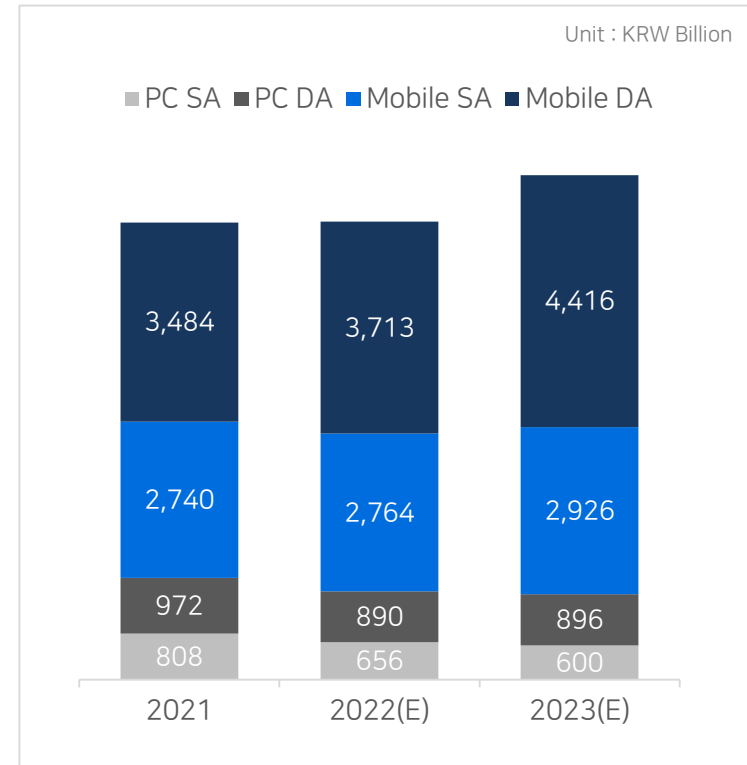
Source : Kobaco 2022 Broadcasting and Communication Advertising Expense
Survey Report (2022.12)

Source : Kobaco 2022 Broadcasting and Communication
Advertising Expense Survey Report (2022.12)

Integrated consulting for Digital marketing through Ad-tech capabilities

- Establish an independent specialization framework for each area of digital branding/performance

- Performance-driven advertising operations based on data analysis

- Optimal Target Buying Consulting Services for Digital Branding
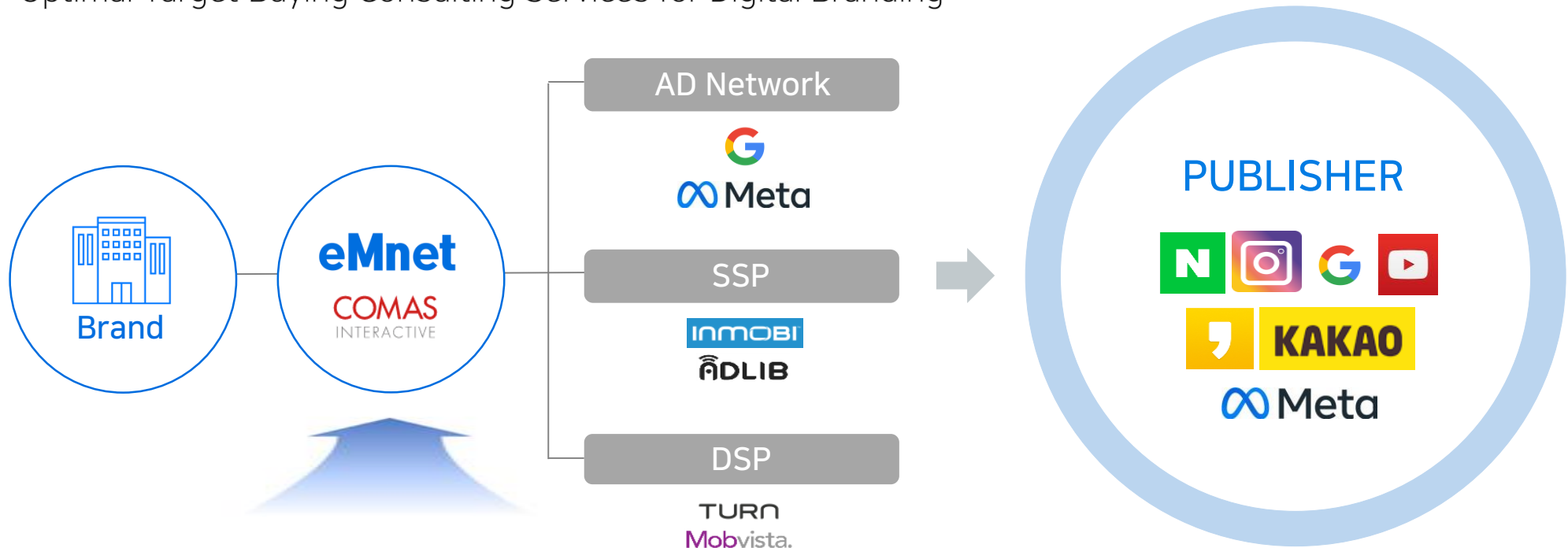
- Global platform-based technology development

- Data Analysis

- Advertising Management Solutions

- Planning Digital Branding Campaign

Chapter 03

Competitiveness

1. Industry leading company

2. Ad-tech Solution Specialization
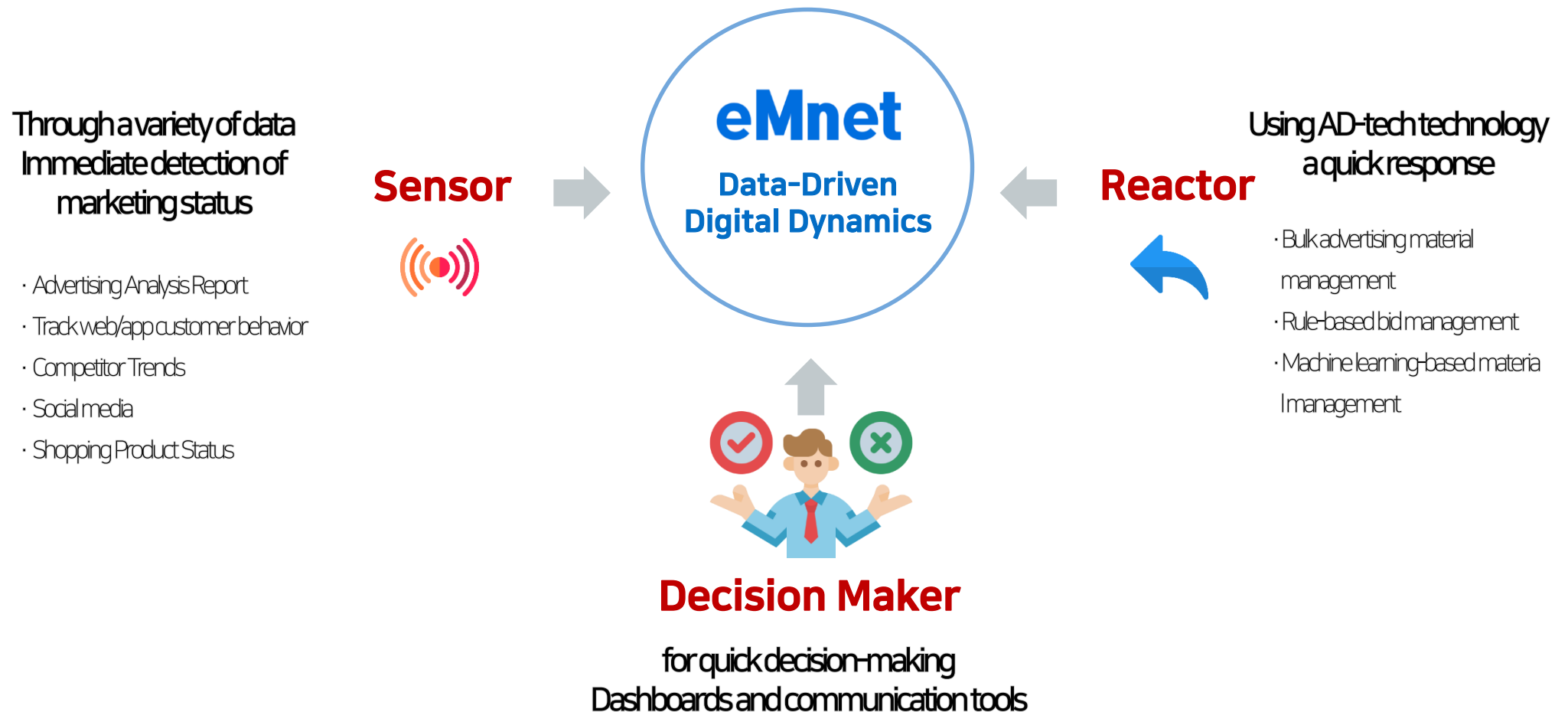
3. Official certification company

eMnet

Domestic advertising handling amount of 300 KRW Billion in 2022, leading digital marketing market

- Leading the Digital advertising market after pioneering the digital advertising market in 2000

- Digital agency No. 1 based on cumulative advertising handling amount

- Unrivaled media power, 40,000 references, industry-leading Digital advertising management solution

- Branding / Performance A group of specialized digital marketing experts in each independent domain (450 people)

| finance	Distribution	Home appliance	Food
Cosmetics	Fashion	NGO	App service

Ad-Tech-based performance solutions and technology competitiveness

- The key to digital marketing is the agility to recognize and respond quickly to changes in the situation

  (develop customized solutions optimized by advertisers)

- eMnet aims for a data-driven, agile "Data-Driven Digital Dynamics" and builds a solution framework for it

eMnet
Data-Driven Digital Dynamics

Sensor

Through a variety of data
Immediate detection of
marketing status

· Advertising Analysis Report
· Track web/app customer behavior
· Competitor Trends
· Social media
· Shopping Product Status

Reactor

Using AD-tech technology
a quick response

· Bulk advertising material
  management
· Rule-based bid management
· Machine learning-based materia
  l management

Decision Maker

for quick decision-making
Dashboards and communication tools

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It is the only Korean agency to obtain 5 Media Premier Partner certification

• Digital Category Only
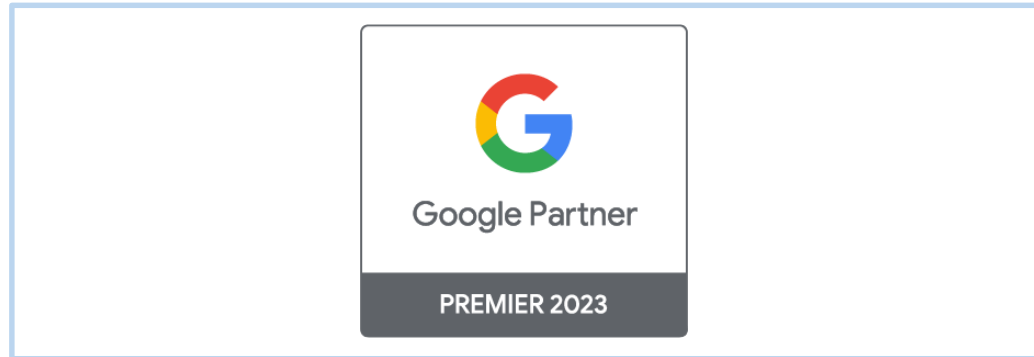
eMnet's proven track record of success, including advertising optimization, improved returns

Korea Wins Online Advertising Festival
[Performance part]

Through advertising and optimization
Awarded for 3 consecutive years

❙ 2017 : 네오팜 Excellence Award

❙ 2016 : 인터파크 Excellence Award

❙ 2015 : 롯데마트 Excellence Award

Google Premier Partner awards
[Video innovation, search network, display]

Awarded for 2 consecutive years
Korea's WINNER

❙ 2019 : Display Finalist

❙ 2018 : Video Innovation Division

❙ 2017 : SA Network Division

*Google World Premier Partner Awards

Global Media Best Case Selection
[Search Ad, Dynamic Ad, Innovation]

Proposals, Operations, Performance
Selection of domestic and international best practices and official registration

❙ Google : 해커스 교육

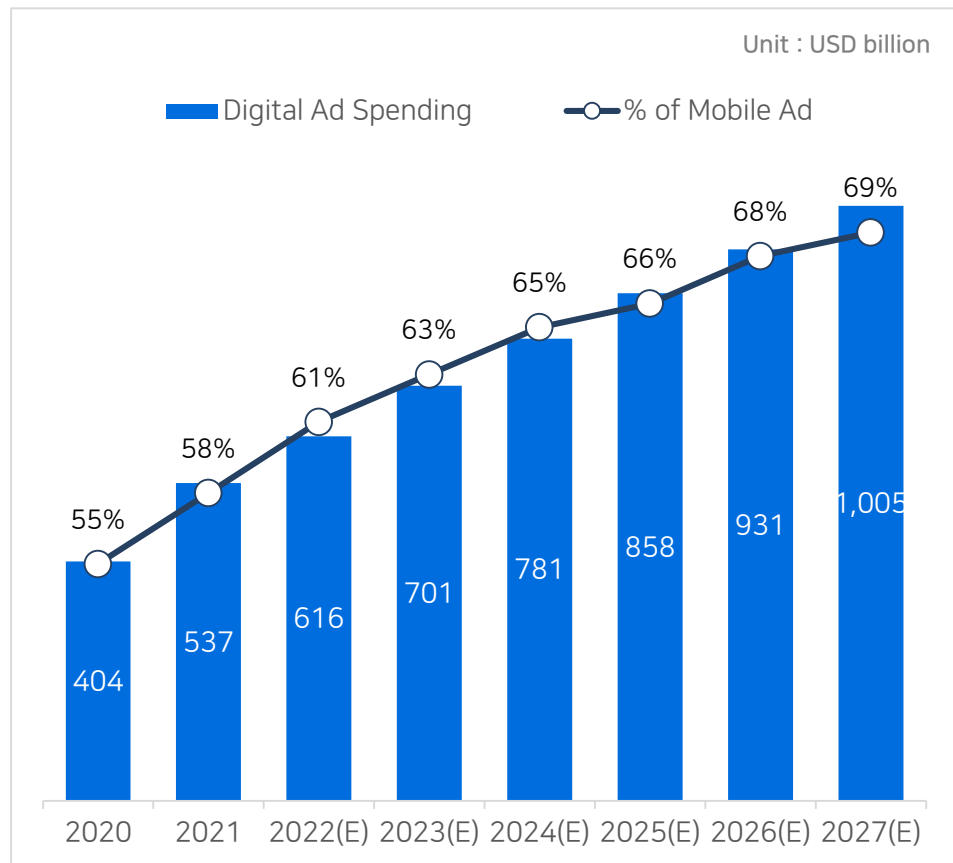**❙** Facebook : 플레이어, 가방팝

❙ Criteo : 투어2000

Chapter 04

Growth Strategy

eMnet

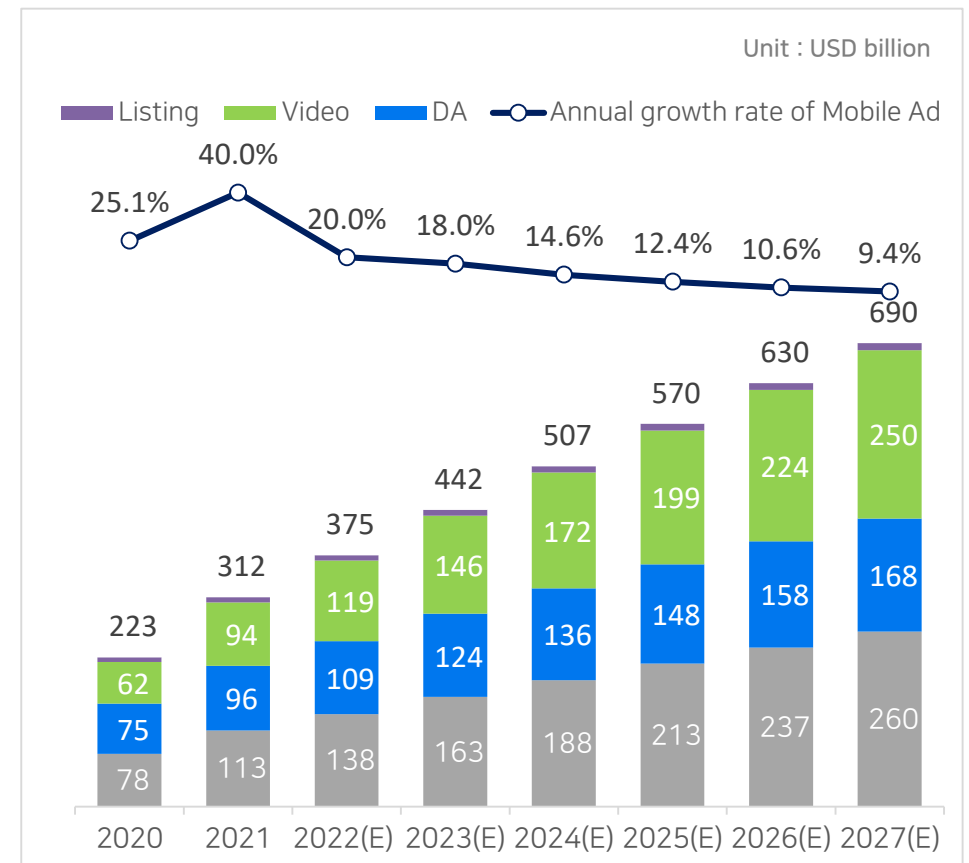# Global standards, rapid growth of Mobile and DA advertising

- Global mobile advertising market grew 20.7% year-on-year in 2022, driving growth in digital advertising market
- Among the detailed ad types in 2022, it is also characterized by low dependence on specific ad types
  (SA 37%, DA 29%, video 31.9%, other 2.5%)

■ Global Digital Advertising Growth Trend

Unit : USD billion

Legend: ■ Digital Ad Spending — ○— % of Mobile Ad

Year	Digital Ad Spending	% of Mobile Ad
2020	404	55%
2021	537	58%
2022(E)	616	61%
2023(E)	701	63%
2024(E)	781	65%
2025(E)	858	66%
2026(E)	931	68%
2027(E)	1,005	69%

Source : Statista 2022.06

■ Growth trend by Global Mobile Advertising type

Unit : USD billion

Legend: ■ Listing ■ Video ■ DA —○— Annual growth rate of Mobile Ad

| Year	Listing	DA	Video	Total	Annual growth rate
2020	78	75	62	223	25.1%
2021	113	96	94	312	40.0%
2022(E)	138	109	119	375	20.0%
2023(E)	163	124	146	442	18.0%
2024(E)	188	136	172	507	14.6%
2025(E)	213	148	199	570	12.4%
2026(E)	237	158	224	630	10.6%
2027(E)	260	168	250	690	9.4%

source : Statista 2022.06

Digital Video Advertising Grows in All Domestic and Foreign Markets

• Mobile Video Ad Continues to Grow in the Global Digital Video Advertising Market

• The domestic Internet video market is expected to grow at an average annual rate of about 11.8% by 2027
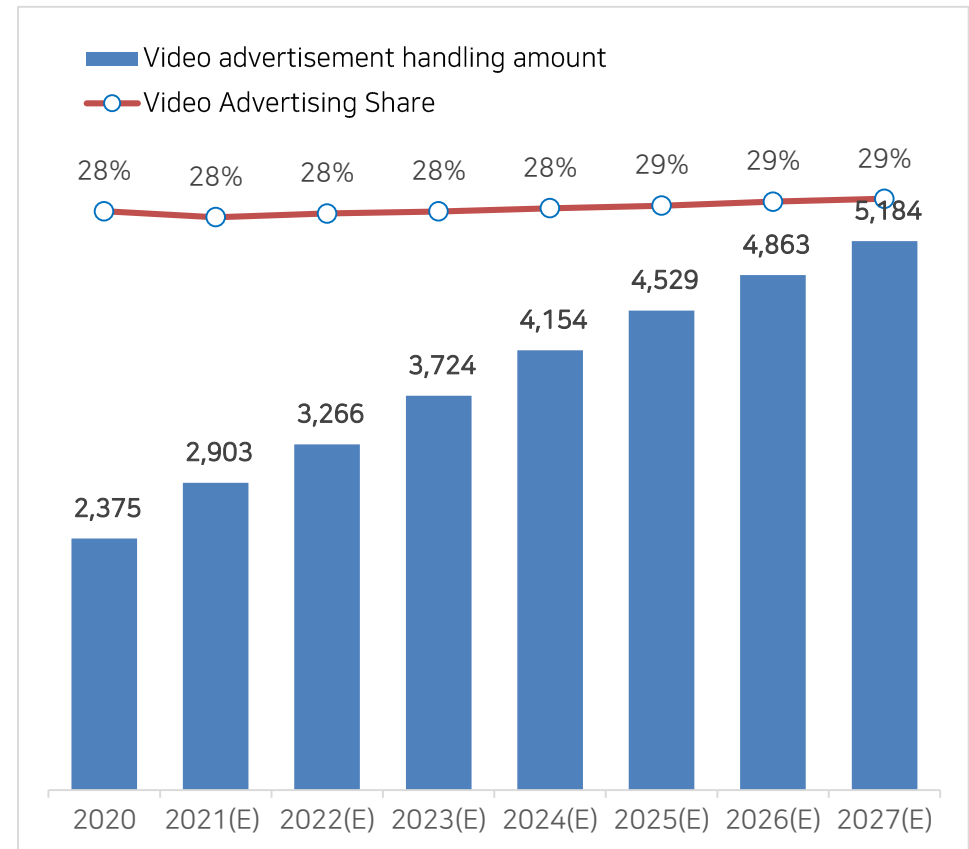
Global Digital Video Advertising Market

Unit : USD billion

Video Ad Desktop   Video Ad Mobile
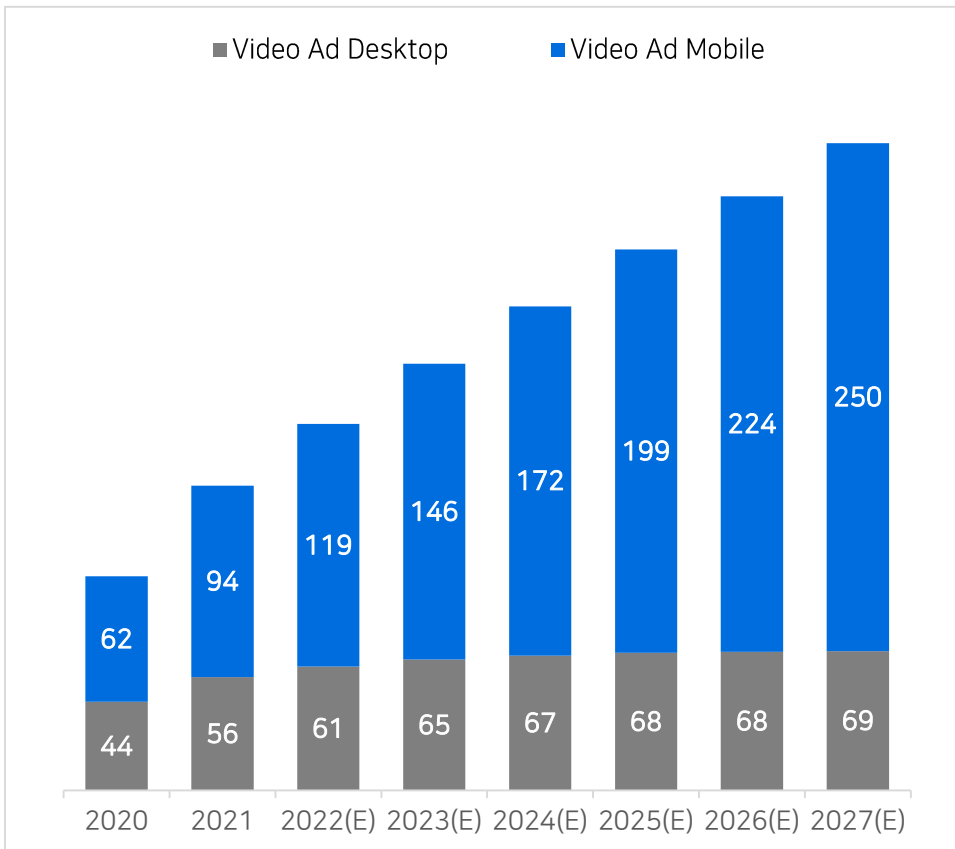
Source : Statista 2022.06

domestic Internet video market

Unit : KRW Billion

Video advertisement handling amount
Video Advertising Share

Source : DMC Report 2022 & 2023 Digital Advertising Market Settlement and Forecast

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Building Digital Marketing Integrated Consulting Capabilities

- Strengthen campaign consulting capabilities through acquisition of Komas Interactive, a digital branding company
- Meta API Solution Development and **MBP Official Certification**
- **Establishing a content marketing system** by strengthening content planning capabilities
- **Expanding an organization dedicated to design and video planning and production** for creative achievements
- Advancing Ad-Tech analytics through partnerships with global solution companies

Performance

Branding

Analytics

Mobile APP

eMnet
Digital Integrated Marketing Realize consulting

COMAS
INTERACTIVE

Solution Development

Content marketing

Design

video

Ad-Tech

Meta MBP

Global Solution Partners
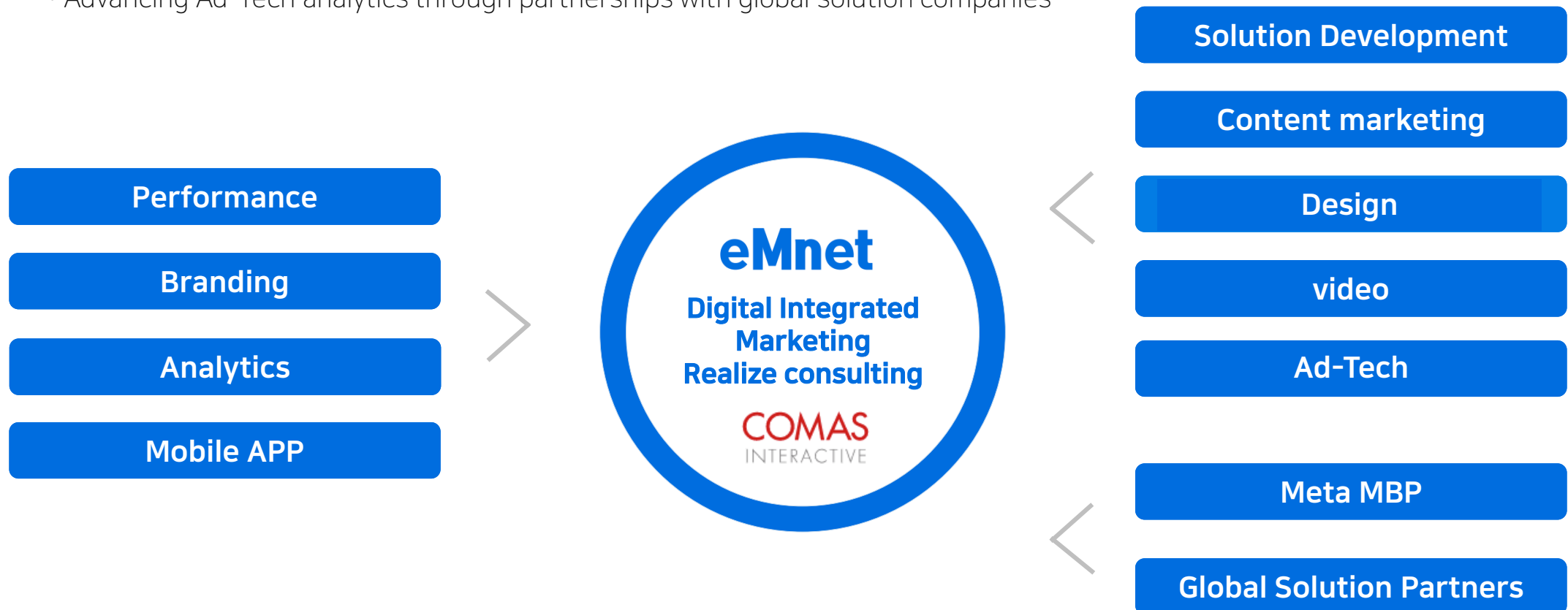
Strengthen global platform partnerships

• Google/Meta Shares 53% In Digital Advertising Global Spending

However, Insider Intelligence's 2022 U.S. online advertising market sales data combined with Google (28.8%) and Meta (19.6%) accounted for 48.4%, falling to less than half in eight years since 2014

• Global Platform Premier Partner Certification

■ Google, Meta's Digital Advertising Earnings

Unit : USD billion

Legend: Google | Meta | % of Global Digital Ads

Year	Google	Meta	% of Global Digital Ads
2018	116	55	49%
2019	135	70	50%
2020	147	84	50%
2021	209	115	52%
2022	224	114	53%
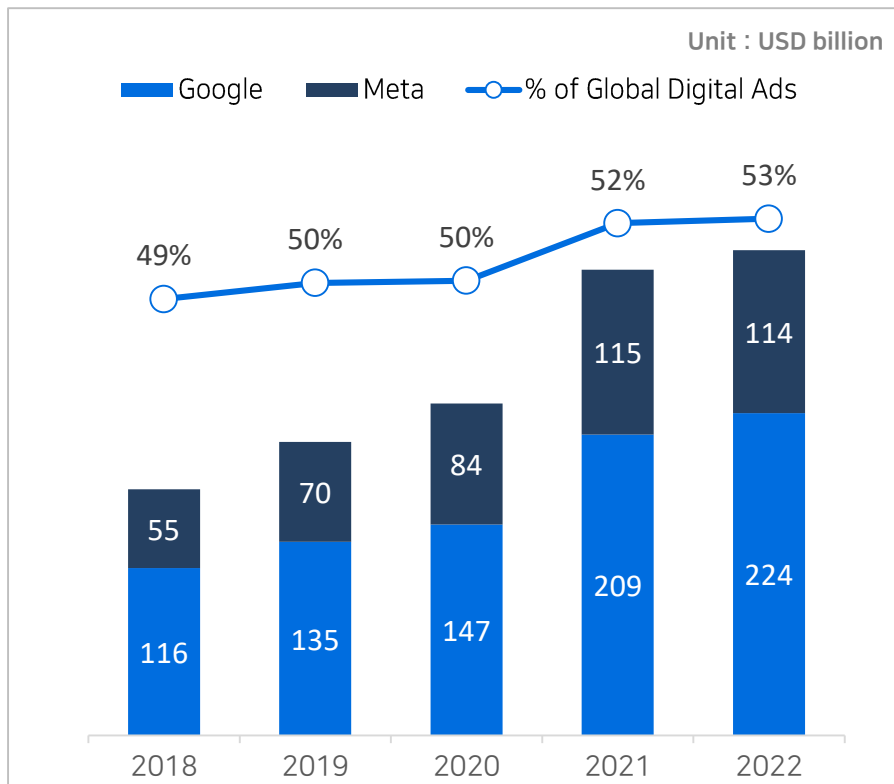
Sorce: Statista 2022, 2023

■ Global Platforms and Partnerships

Meta

• **GSO** (Global Sales Organization)
  Regular meetings and support as GSO partners
• MBP / MBPA Selection

eMnet

• **Through regular meetings and events with Google/Meta Strengthen continuous partnership**

Google

• **QBR** (Quarterly Business Review)
• **Biweekly Meeting (Regular account optimization consulting)**
• **Google Connect (Advertiser-invited seminar)**

eMnet

Build an optimized full-stack to carry out digital marketing strategies

- Establish a solution system to detect and respond to marketing status

  (campaign analysis/operation/reporting/performance forecast)

- Supports advertiser-specific custom solutions based on their own full-stack solution

Sensor **Reactor** **Decision Maker** **ETC**

ADinsight	ADinsight RTA	AD Manager	ADcenter	Emnet Feed Server
DexR	Keyholder Lite	Moon's Tool	Task Manager	Credit card Observer
SKA Tool	Finder Solution	ADiffuser		Shopping-SA Manager

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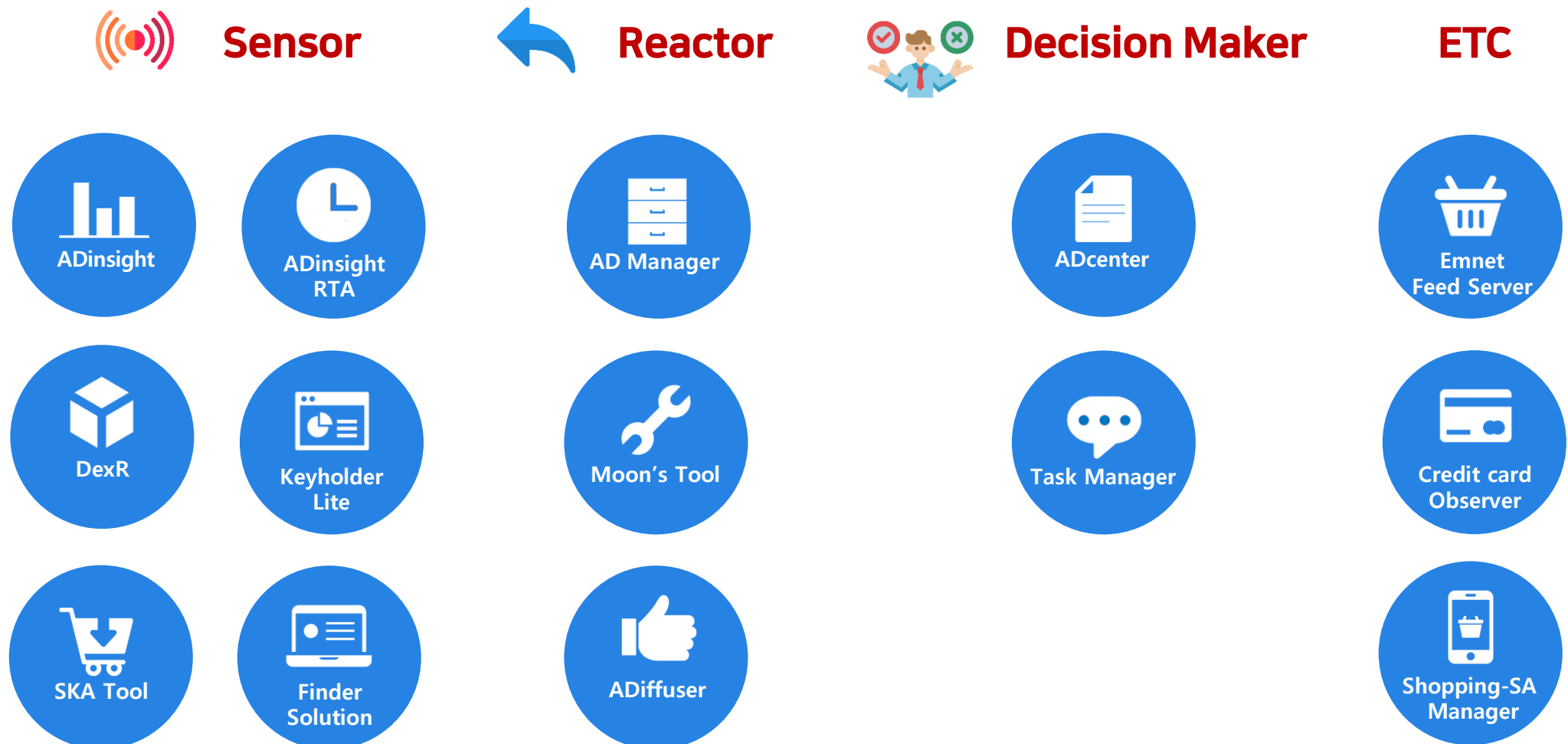
eMnet's solution based on proprietary Ad-tech technology

- Development of a solution based on log analysis technology for the first time in the domestic industry (2011)
- It has 6 domestic and foreign patents related to advertising analysis solutions (4 in Korea and 2 in Japan)
- Continuing to develop analytics solutions for efficient digital advertising operations

· Korea patent (4 types)

· Japan patent (2 types)

Appendix –Solution Introduction

Provides analysis reports with log analytics solutions

The route of inflow of advertisers' sites and the effect of each advertisement product are measured and provided in real time
All actions of advertiser site entrants are data provided

AD Insight

· Sales Analysis System

The sales analysis and advertising performance
analysis of the advertiser's site at once
Enables accurate rate of return analysis

· Combination of Log Analysis and Advertising Analysis

Korea's first website log analysis system and online advertisement
A combination of analytics systems that's unique to EMNET

· User Convenience UI

Gather the information needed to analyze the effects of Ads
Quickly and easily check advertising performance

Real-time inflow, real-time switching, and rogue click response solutions

The real-time effect measurement solution checks the inflow channel and keywords,
Monitor marketing status such as real-time alarms in the event of inflow/transition

AD Insight RTA

· **Real-time visitors and advertising effects**

Check the IP, inflow channel, and inflow keywords of real-time home page inflows
See which ads and keywords are currently working

· **Quick feedback on 'booking/consultation/questions'**

Real-time alarm to determine when the transition occurs
Enable immediate feedback and action

· **Respond to malicious negative clicks**

We can check the IP for the inflow in real time
Real-time response for suspected IPs with IPs

Manage media/log analysis data in one interface

Media Integration Multidimensional Performance Analysis Tool
Provide Data Cube & OLAP Interface
Set custom dimensions (define user types in campaigns)

DEXR

· **Dimension**

by media/ad type/device
SA/DA (Facebook, GDN, Criteo, TG, etc.)
Customization

· **Data(Measure)**

Media performance data
(performance indicators, advertising materials-images)
AD-Insite (log analysis) transition data

(•)) **Sensor**

Analysis of competitor search advertisement status data

Provides information on advertisement exposure and bidding price by search advertisement keyword
Identify the current status of search advertisement keywords of competitors

Keyholder Lite

· Analysis of competitor search advertisement
  status data

Identify popular keywords for competitors' search ads
Check the exposure ratio of competitors' search advertisements
by keyword
Look up the stationery history of advertisements using keywords
from competitors

· Provide advertiser's search
  advertisement keyword information

Search advertisement exposure ranking and market share by
keyword can be identified
Keyword average bid price inquiry and prediction

Sensor
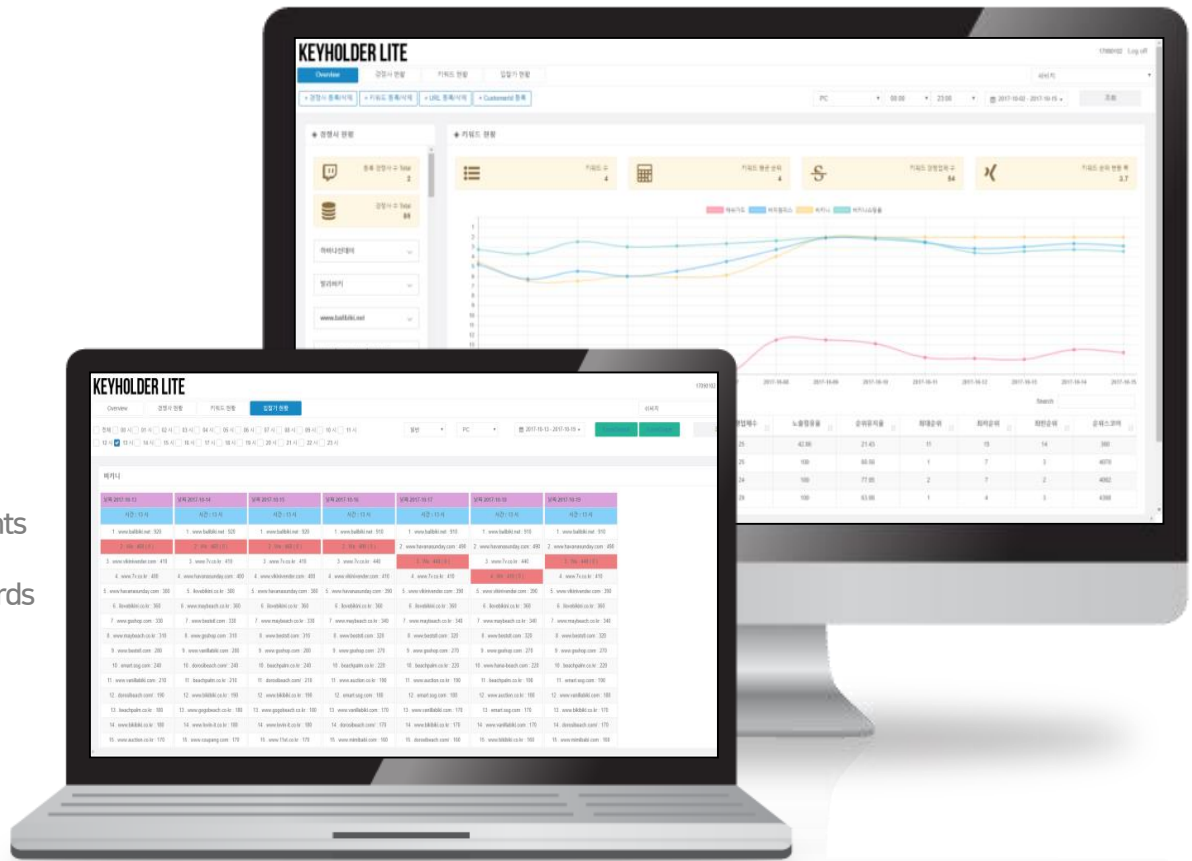
Provides keyword analysis to identify shopping trends

Real-time ranking lookup and analysis of shopping search keywords
Analysis of keyword popularity according to user and time zone

SKA Tool

· **Shopping Keyword search**

  Shopping search keyword ranking display
  Possible to search by item and user

· **Analysis of Keyword Advertising Exposure Trends**

  Search users give popularity points based on search time
  Visualization and output of data

(•••) **Sensor**

Provides insights by identifying social media trends

Facebook Marketing Status and Response / Buzz Analysis
Comparative Analysis with Competitor's Marketing Information

Finder Solution

· **Facebook Marketing Analysis**

Page Follower Count, Post Count Lookup
Analysis of user activities (PIS, Like, Comments, Sharing)
Compare and analyze competitors' Facebook marketing status

· **Buzz Analysis**

Aggregating and analyzing advertisers' news and blog posts
Visualize the number of times published by day of the week,
specific gravity analysis

Account Management Solution AD Manager with 24-hour automated ad management AD Manager

Automatically manage keywords and groups 24 hours a day based on a set time ranking strategy

Upload, edit, and manage large keywords, and manage accounts with login once

AD Manager

· **Account management**

Keywords, T&D, keyword groups, and campaigns can be edited and managed

· **Keyword Bulk Upload Capability**

Upload Bulk Keywords
Link with Keyholder to register related keywords Upload Bulk Keywords

· **Bidding management**

Through the bid management function, the target ranking and bidding keywords are determined ★an be managed effectively
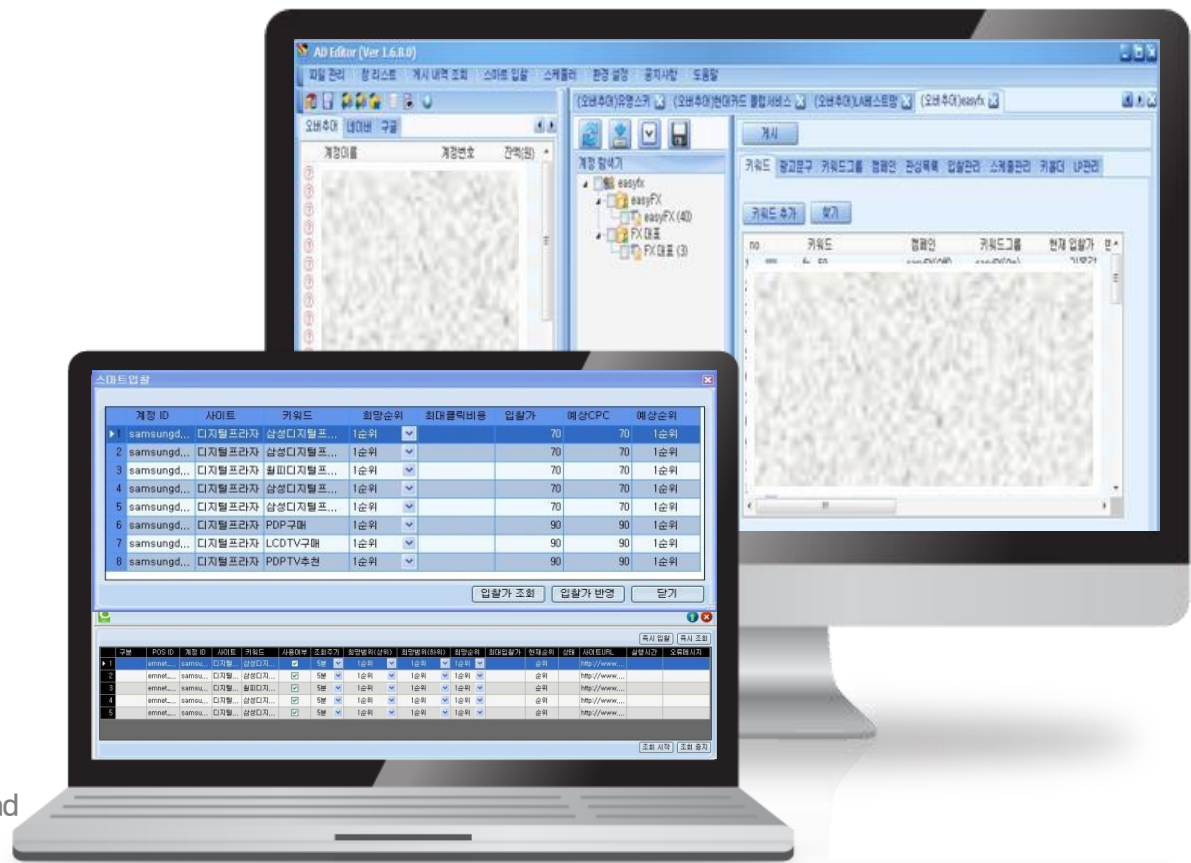
Automated landing page management for large-scale product management

Optimized subprogram for landing page and URL management
Checking Landing Page Errors and Data
URL Pattern Analysis and Bulk Modification

Moon's Tool

· **Checking Landing Page**

　Determining page health, checking for error pages
　Scan page internal data
　The above tasks can be performed at once

· **URL Pattern Analysis**

Checking for errors with URL patterns
When modifying a URL, modify it easily by changing the pattern
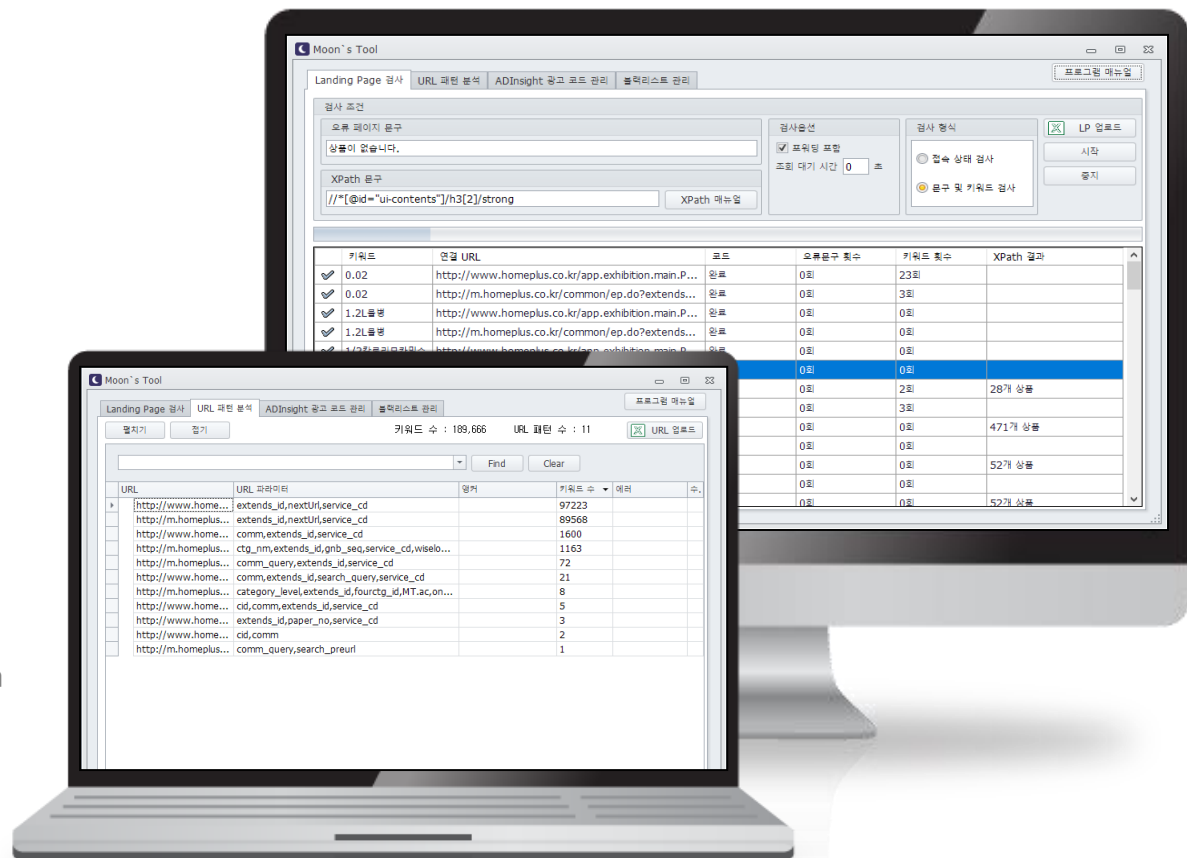
Facebook Marketing Partner (MBP) Official Certification Solution

Target systems based on Facebook recommendations
Set up a conversion-based product target that can be recommended by a product group (cross-selling)
Easily create targeted ads
Transition performance at a glance

ADiffuser

· **Produce Recommended Targeting Advertising**

Advertising the product that the target wants based on transition performance

· **Easy but meticulous ad production**

Recommended advertisements can be produced in product
Easily create ads

· **View performance**

View transition performance and purchase volume at a glance

Advertiser Account Management Solution AD Center

Comprehensively check the current status of advertising accounts, including execution amount and balance for all advertising execution accounts
It is easy to check the performance of the media mix because it is possible to check the performance and performance of each advertising operation medium in an integrated manner Check out major media announcements and eMnet newsletters

AD Center

· **Integrated Ad Management**

Integrated Reporting System for Naver, Daum, and Google Search Advertisements

· **Advertising Performance Analysis System**

Identify media, keywords, and T&D performance
Intuitive performance with Data, Graph

Advertiser-agent communication board

Business communication channels with advertisers

Provide Business Unit Channually

Provide a dashboard of overall business status and access to history

Task Manager

· **Main function**

Main business registration Registration of inquiries, answers Overall business status dashboard

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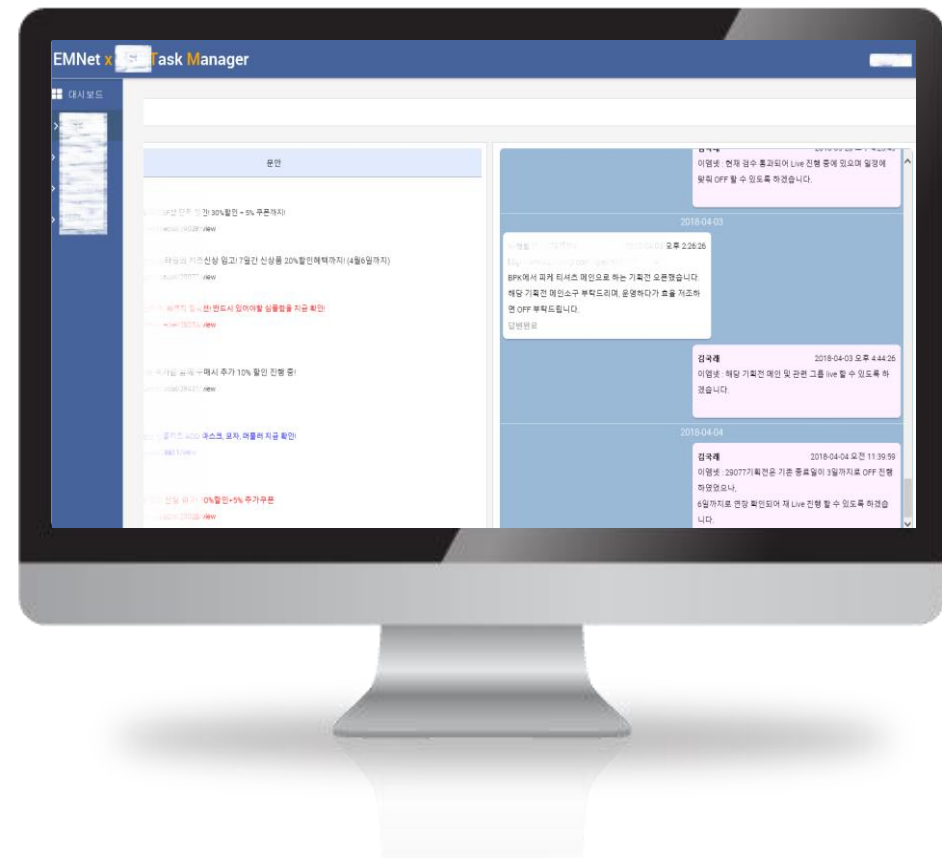
Easy EP management support for product-based advertising

EP creation and conversion for product-based advertising
Feed URL provided
One Source -> Multi Source converting

eMnet Product Feed Server

· **Main function**

EP converting
- Naver Knowledge Shopping, Criteo ->
Google,Facebook
- Naver Knowledge Shopping API -> Google,Facebook

Uploading a File-Based EP
Provide a feed URL
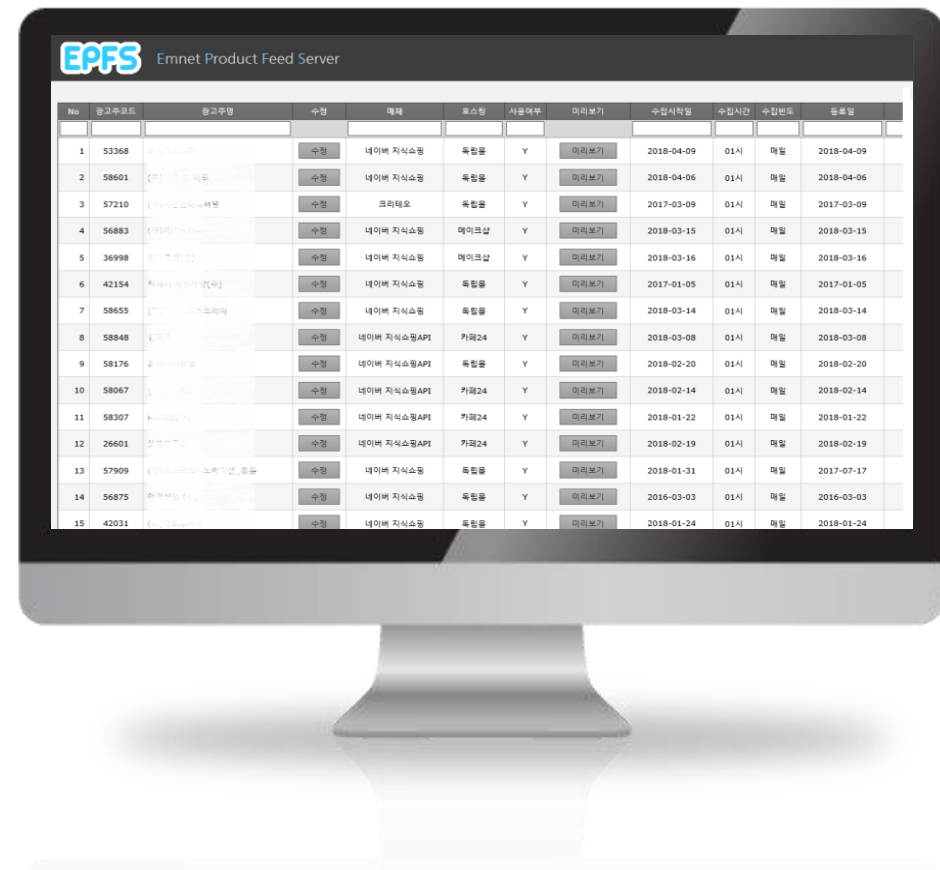
Customization Solution for Credit Card Advertisers

Provide credit card search ad information
Search ad ranking data lookup and visualization by credit card

Credit card observer

· **Provide credit card search ad information**

Check your credit card search ad information in real time
Rankings by benefit can be viewed

· **Visualize search ad ranking data**

Search advertisement ranking change history by period
Can be compared with other companies' credit card search advertisement ranking history
Graphically visualize the history of ranking changes over a specific period of time

Naver Shopping Search Ad Management Solution

Mass management of materials and keywords / optimization of advertising efficiency
Advertising management of new products/inventory products through product DB linkage

Naver Shopping Search Manager
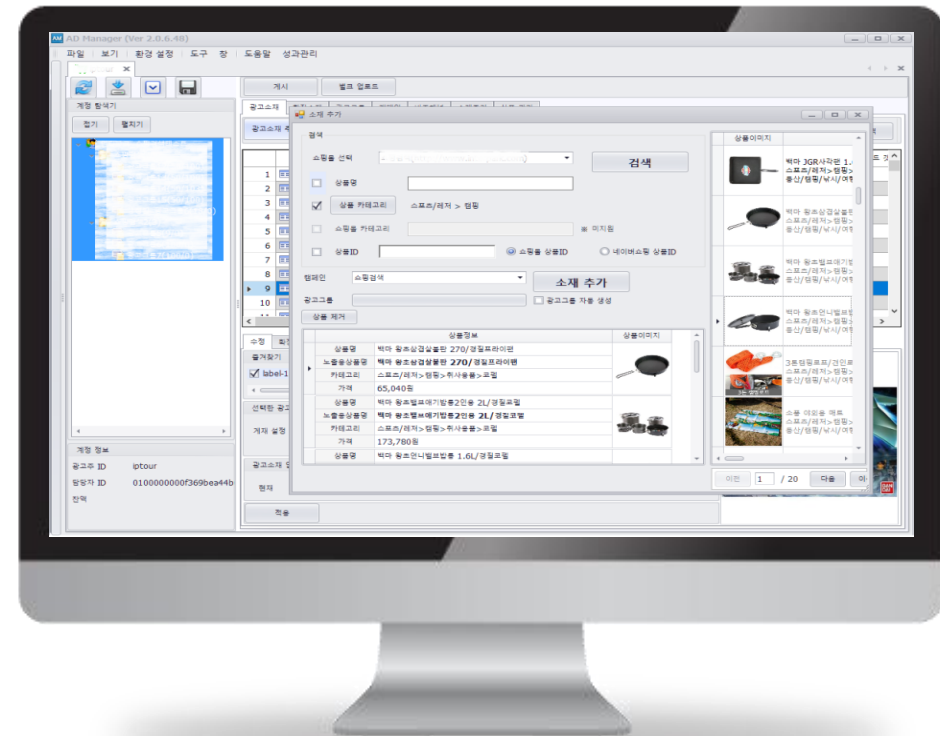
· **Bulk management of advertising**

Add/Edit Bulk Advertising Materials
Advertising operation through product management
(new products, inventory products)

· **Managing Keywords**

Extract Expected Keywords
Keyword Performance Management (Excluded Keywords)

# Real-time Ad Monitoring Solution AD Observer

Desired exposure ranking and inquiry cycle can be designated for each keyword, and real-time alarm function when the desired exposure ranking deviates

It is possible to analyze advertising execution strategies by checking the exposure ranking of important keywords of competitors and exposure by time zone

Recommend effective keyword rankings by identifying CPC status by real-time ranking

AD Observer

· Real-time competitor monitoring

· Ad exposure ranking, CPC status identification
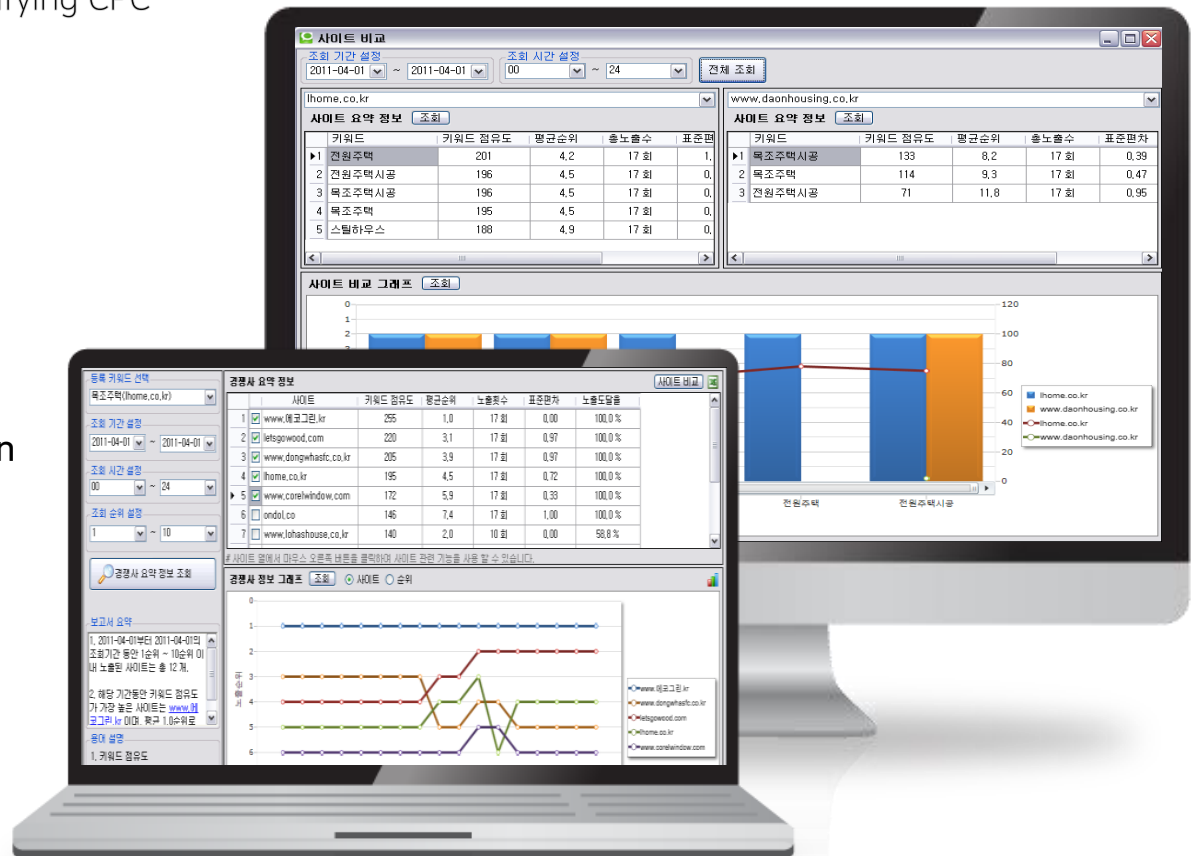
Viral Marketing Management, Brand Management Solutions Brand Manager

Enables monitoring of Naver and Daum's blog, capé, news, and knowledge search areas
Clip content containing keywords set by advertisers to data and provide data

Brand Manager

· Content collection

   Monitor keywords in blogs, cafes, news, and knowledge search areas

· Content Analysis

Support effective brand management by classifying them into positive/negative categories according to the nature of the collected content

· Monitoring Keyword Settings

Enable effective keyword management by setting keywords that advertisers want
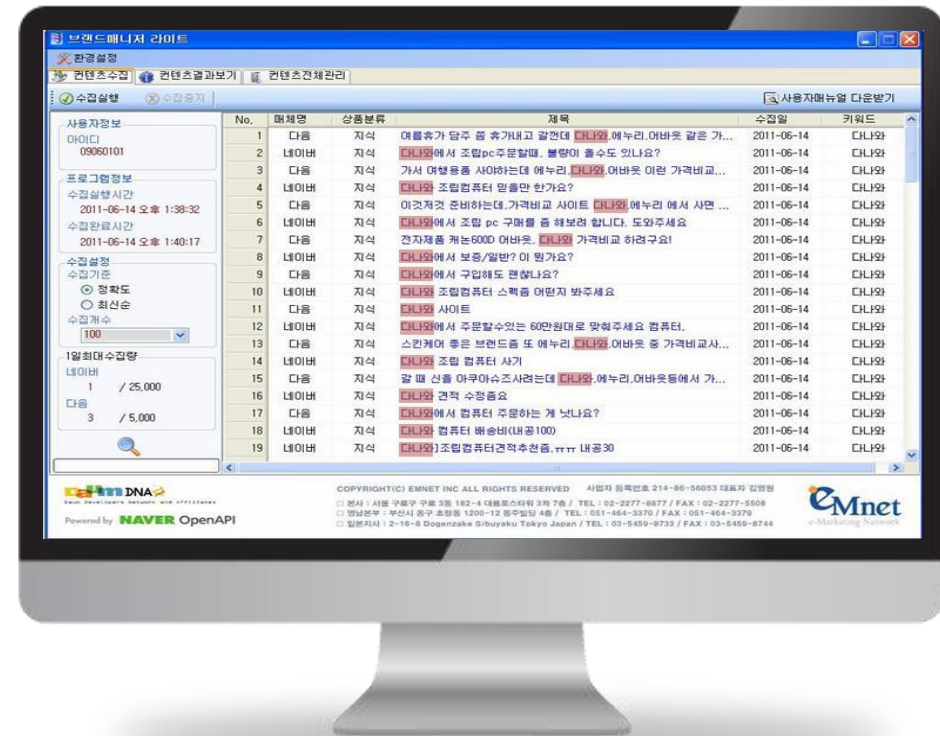
Appendix –Reference Introduction
Advertisers who have achieved success with eMnet

■ financial/Insurance Advertiser

■ Distribution / Retail / Beauty Advertisers

■ Startup Advertiser

■ Educational Advertiser

■ Leisure/Travel Advertiser

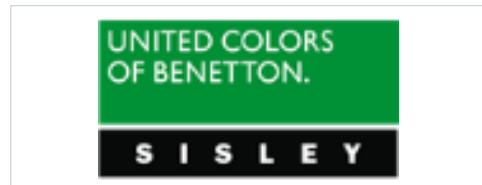■ Home appliances / Furniture / IT Advertisers

■ Hospital Advertiser

■ NGO / Public agency Advertiser

■ Fashion Advertiser

■ Other Services Advertiser