

2017 Zuminternet Company Profile

zum

한끼를 소망할한 박근영 1살 무죄 WJLA에 LA 스티일 윤희숙 취소
내이버 다음 유튜브 검색 zum

특별문서분류로 한 번에!

11.02(목) 11:00 ~ 12:00
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11.02(목) 11:00 ~ 12:00

zum 허브룸

여행 탭즈 이슈 영대



Contents

- **Mission**
- **Our History**
- **People**
- **Organization**
- **Ownership Structure**
- **Capability**
- **Product & Service**
- **Performance**

Mission

Reading what's on your mind, **zum**

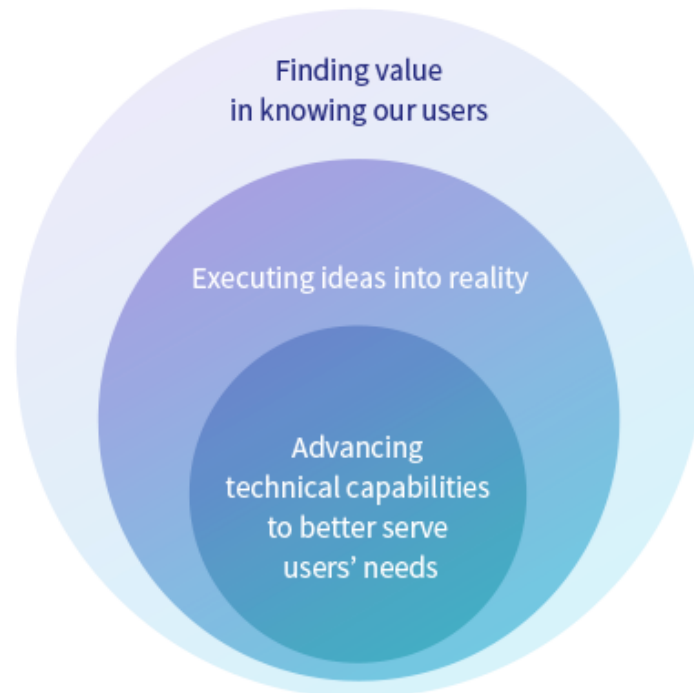
Think

Technical capabilities built around our proprietary search engine and big-data analysis capabilities

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 clear vision and spark innovation

History

- 2017**
- 10. Provided AI-based document classification search service
 - 09. Opened 'Stock Information' service
 - 08. Launched of Egloos iOS mobile app
 - 07. Opened 'legal information search' service
 - 06. A.I Technology Research MOU with Handong University
Launched of Egloos Android mobile app
 - 05. Exceeding 2% in share of Search queries in Korea
 - 04. Renewal of Map Search Service
 - 01. Appointed Mr. Wooseung Kim as the CEO of ZUM Internet

- 2016**
- 12. Launched CBT of 'Egloos App for Mobile'
 - 06. Listed on the KONEX Market
 - 01. Opened high quality content platform 'Hub ZUM'

- 2015**
- 05. 'Swing Browser' reaches 10 million accumulated downloads
Launched curating shopping service 'Shopping zum'
 - 04. Launched 'Swing Browser' 2.0
 - 03. Renewal of 'Site Search Ranking' Service

- 2014**
- 11. Launched 'Open Internet Search' and 'Stock interest in internet'
 - 07. 'Swing Browser' reaches 1 million monthly unique users
The number of accumulated download reaches 2.9 million
Launched zum 3.0
 - 05. Launched 'TV internet interest'
 - 04. Ended the month with search engine market share 1.5%
Launched Open Beta service for 'Time: Tree'

- 2013**
- 12. Rank 3rd of Local Search Market Share
Release official version of 'Swing Browser' for PC
 - 11. Launched 'Online Compton Service' with Chunji Edu / Release 'Cloud Search Engine'
Launched Mobile zum iOS, Android app
 - 09. Take over Blog Specialized service 'Egloos'
Launched sharable start page service 'zum page'
 - 04. Ended the month with search engine market share 1%
Opened 'Shopping Box' service
 - 02. Launched zum 2.0

- 2012**
- 12. Award Grand prize of Internet Eco-Award
Launched of 'Swing Browser' iOS, Android app
 - 09. Launched 'ZUM Developer Center'
 - 06. Awarded Korea Top Brand Award (Seoul Economy)
Launched Q&A service
 - 05. Ended the month with 6,000,000 users
 - 03. Invested by Skylake Incuvest
 - 02. Launched 'Search ZUM'

- 2011**
- 11. Launched 'News ZUM'
 - 10. M&A EST M&S and EST Internet
Changed the company name to ZUM Internet Corp
Monthly user of zum.com Exceeding 1 million
 - 09. Launched OpenType Portal 'zum.com'
Launched 'ZUM Widget' and 'Widget Store'

- 2010**
- 10. Established EST Internet Corp (CEO: JJ Kim)
 - 07. Established Company-Affiliated R&D Center of EST M&S

- 2009**
- 06. Established EST M&S Corp (CEO: JS Park)

People



Wooseung Kim CEO

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

To grow, ZUM will provide reasonable and smart services with our effort to read our users think, and reflect the think into our services with our technology of reading the user's' usage patterns.

Please keep on eye on our challenge that tries to reflect your thoughts into our services.

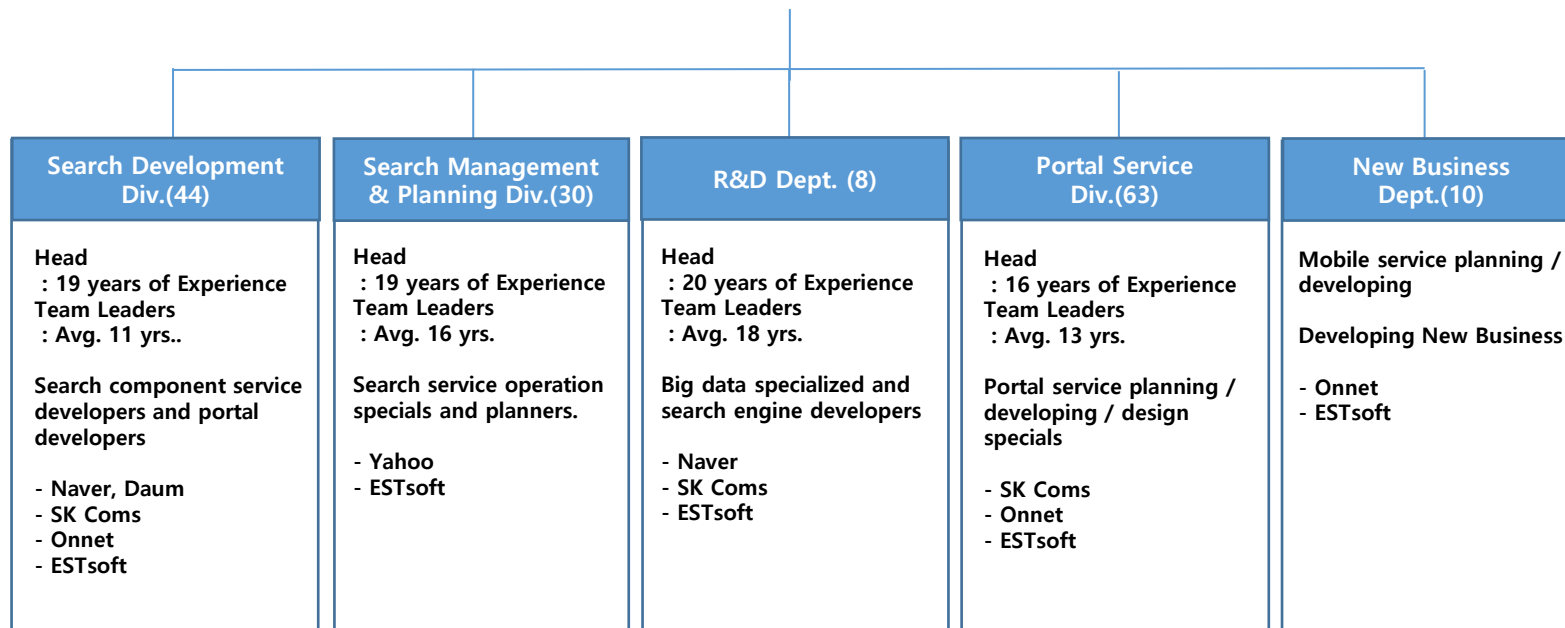
Career

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

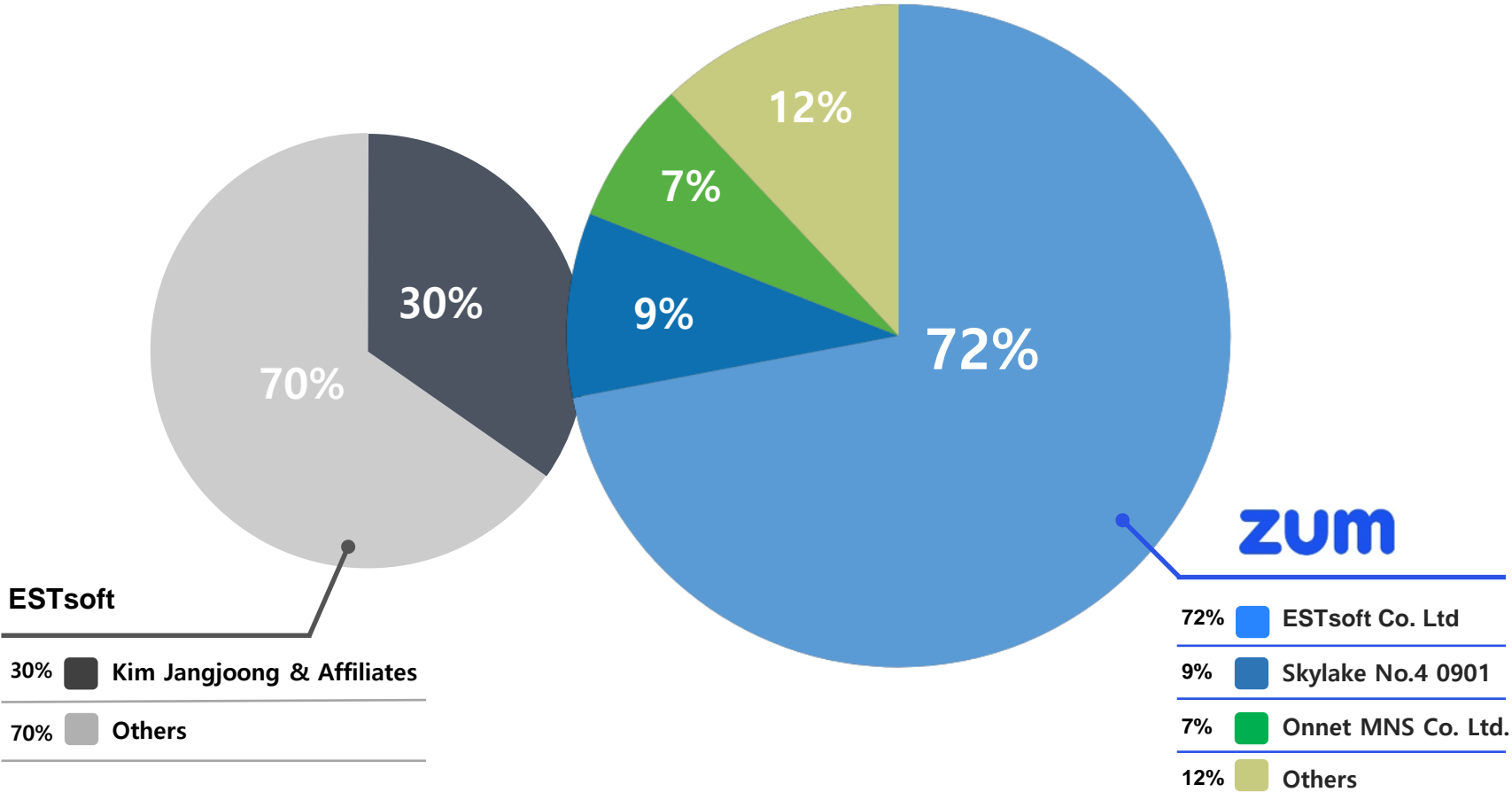
People

- 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 60 developers(39%), and 14 Engineers(9%)

zuminternet (Total 155)



Ownership Structure



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 : Ability to process big & unstructured database based on Hadoop, Hbase, MapReduce knowledge
- Competitiveness : Applied latest framework technology, quick response by extending hardware

| Browser Optimization Skill

- Feature : More than 4 years of skills in collaborating Web kit and Trident engine
- Competitiveness : No domestic competitors in the collaborating the distinctive browser engines

| 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

Product & Service

Reading what's on your mind
zum.com



Feature

Search Portal Service

Technology

Search Engine, Big Data, Marketing Power, Planning Power

Competitiveness

Search engine based on big data technology, open-door policy and convenient UX

Speed your life
Swing browser



Feature

The fastest and the most convenient browser in Korea

Technology

Browser optimization skills, Marketing power, Planning power

Competitiveness

Browser for Korean internet environment, convenient functions

Where peoples share their special experiences
Blog egloos



Feature

The fastest and the most convenient browser in Korea

Technology

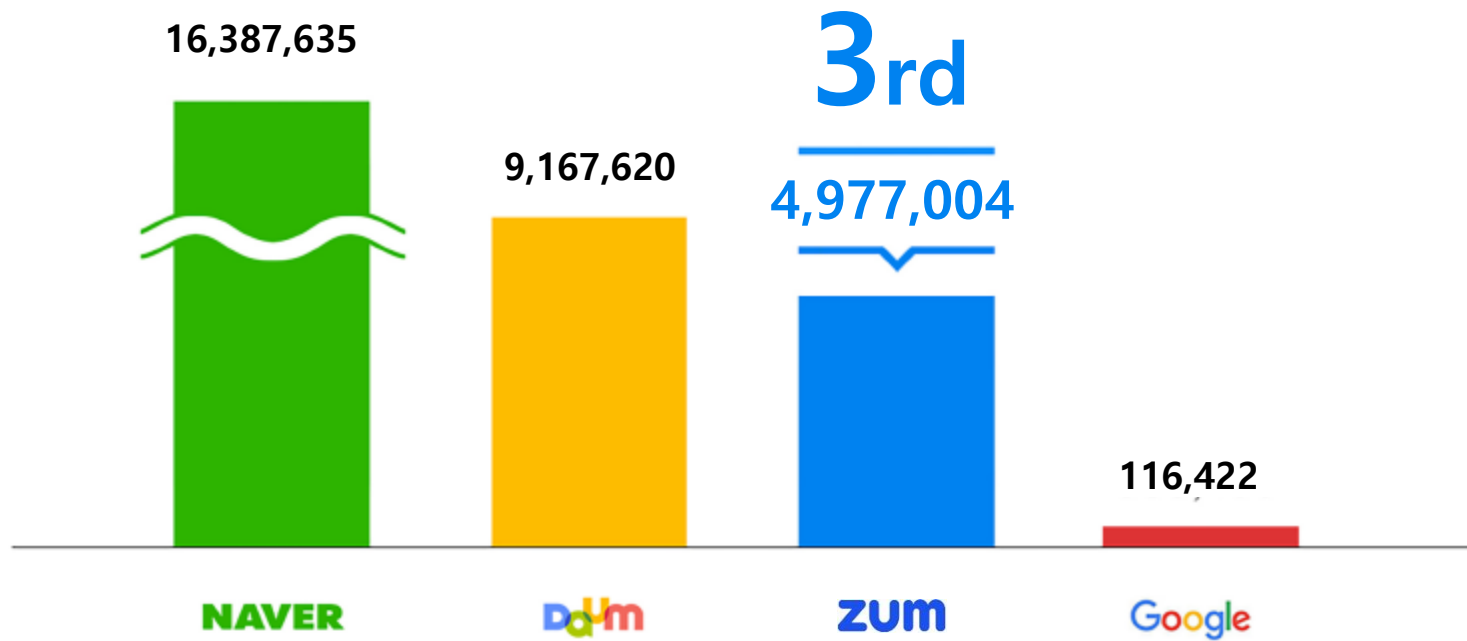
Browser optimization skills, Marketing power, Planning power

Competitiveness

Browser for Korean internet environment, convenient functions

Performance

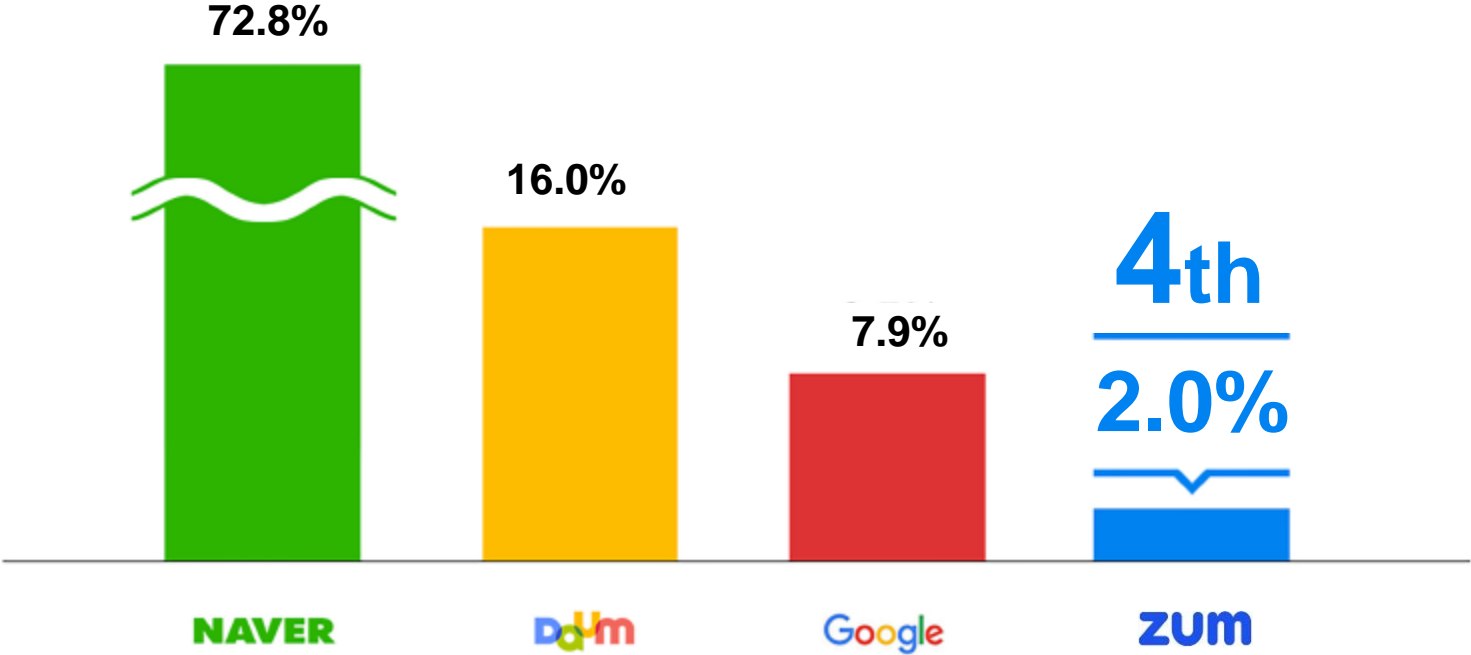
Number of users setting zum.com as start page in Korea



(2017. 10, Nielson Korean Click)

Performance

Market share of search query in Korea



(2017. 10, Nielson Korean Click)

Performance

Monthly Unique Visitors(MUV)

8,403,768

More than 26% of Korean PC users (total 32M users) visit zum.com

(2017. 10, Nielson Korean Click)

Performance

Monthly Page View (PV)

285,860,293

Gradually increasing and growing in the oligopoly market in Korea

(2017. 10, Nielson Korean Click)

Performance

***Swing* browser Accumulated Downloads**

28,949,090

Maintain growth in domestic web browser market

(2017. 10, Internal Statistics)

zuminternet

Thank you

Website

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<http://www.zuminternet.com>

Request

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