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# 2018 Zuminternet Company Profile

**zum**internet

A white rectangular search bar with a magnifying glass icon on the right side.

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# Mission

## Reading what's on your mind, **ZUM**

### Think

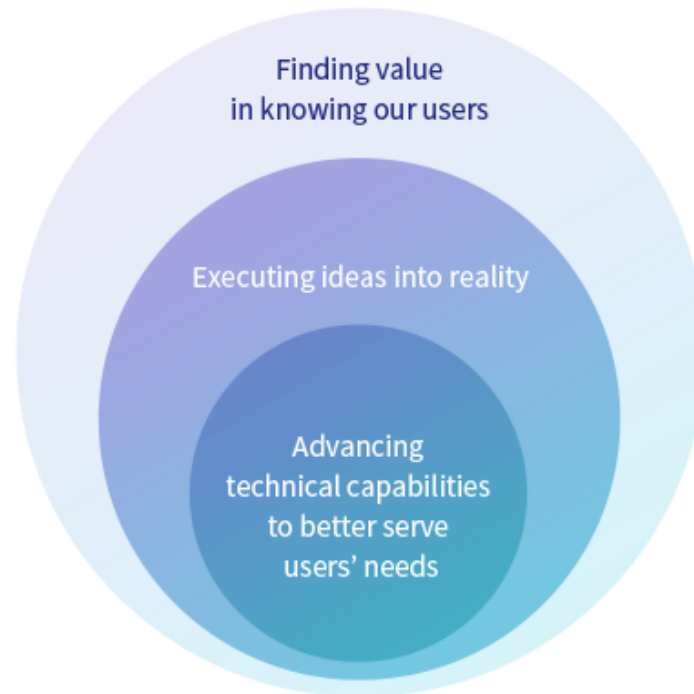
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Technical capabilities built around our proprietary search engine and big-data analysis capabilities

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

Global issues and trends

Cultural differences and personal preferences



### Read

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Search, analyze and advance our services

Deep understanding of the changing needs of our users

Have clear vision and spark innovation

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# History

**2018**

- 03. Offered 'Content API' for developers at ZUM Developer Center  
Launched 'Today Information' service
- 01. Launched 'Recipe Search' service

**2017**

- 12. ESTsoft-ZUMinternet won first prize in 'Artificial Intelligence R&D Challenge'  
Launched of 'Newsum' Android mobile app  
Launched of 'Shozzle' iOS mobile app  
Opened 'Fund Information search' service  
Opened 'Fortune Information' service
- 11. Launched of 'Shozzle' Android mobile app
- 10. Opened 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

# History

## 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)



## 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.

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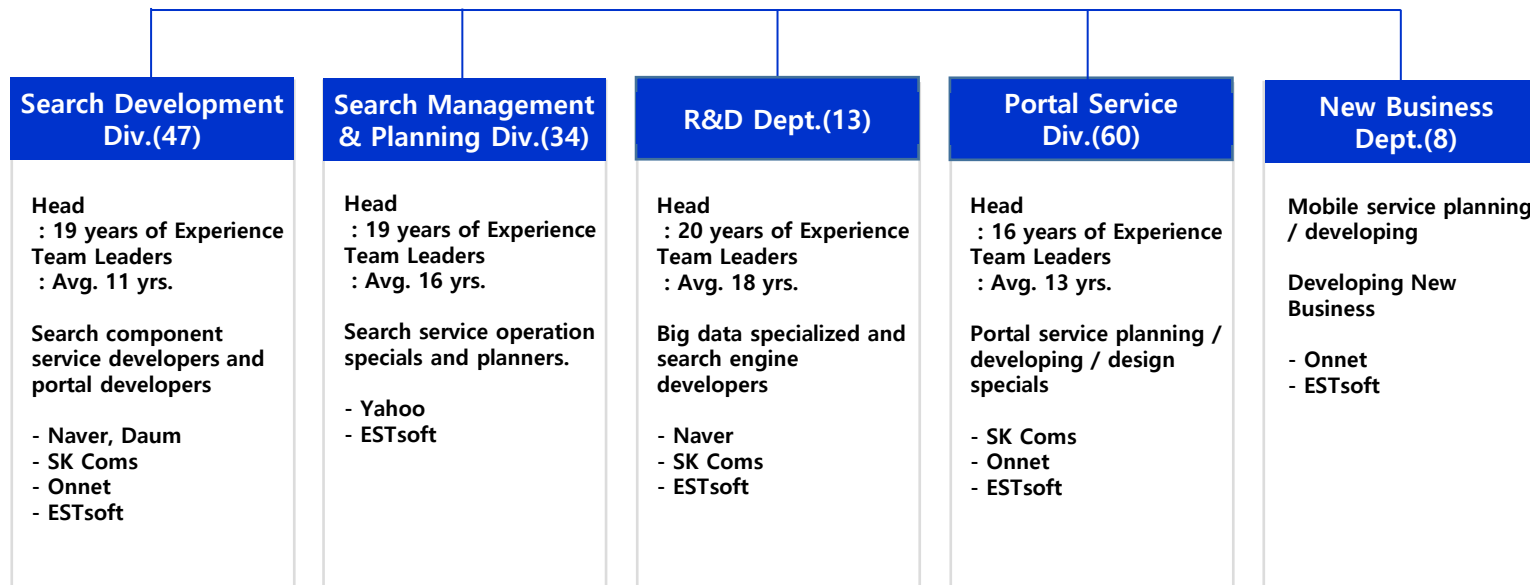
### Career

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

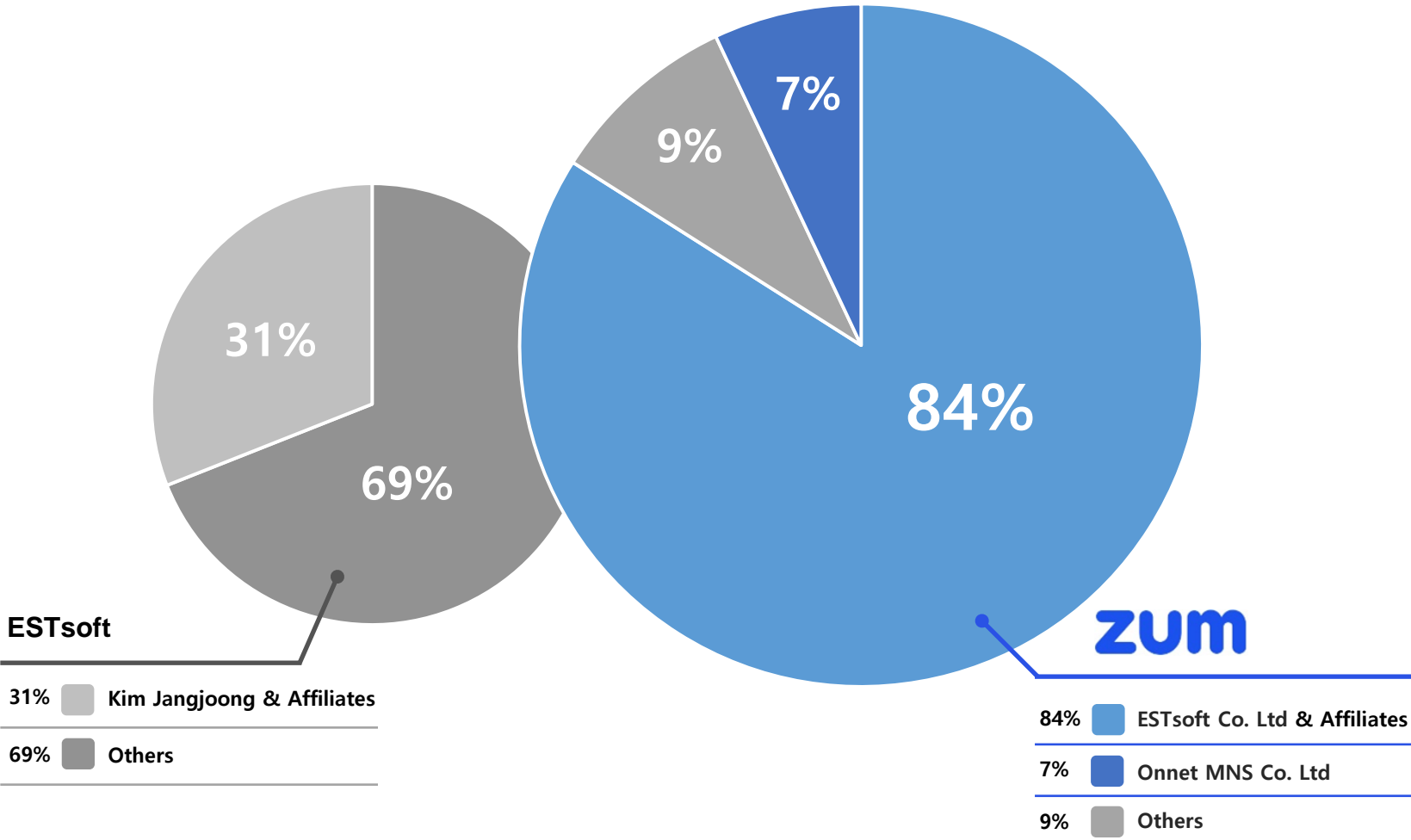
# People

- 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 65 developers(37.2%), and 16 Engineers(9.3%)

## zuminternet (Total 173)



# 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 : 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

# Capability

## Major Research Achievements of R&D Center in 2017

- Development of automatic classification solution  
→ applied to news and blog document search results
- Development of image quality evaluation technology  
→ developed portrait image filtering technology using deep learning
- Development of positive-negative sentiment detection technology
- Development of fake news detection technology  
→ won the championship prize of AI R&D Challenge 2017

## Project Plans of R&D Center in 2018

- Implementation of portrait image search system  
→ image recognition for major figures and retrieval of relevant, related images
- Implementation of apparel recommendation technology using deep learning
- Government-funded fake news detection project  
→ as a follow-up research for AI R&D Challenge 2017

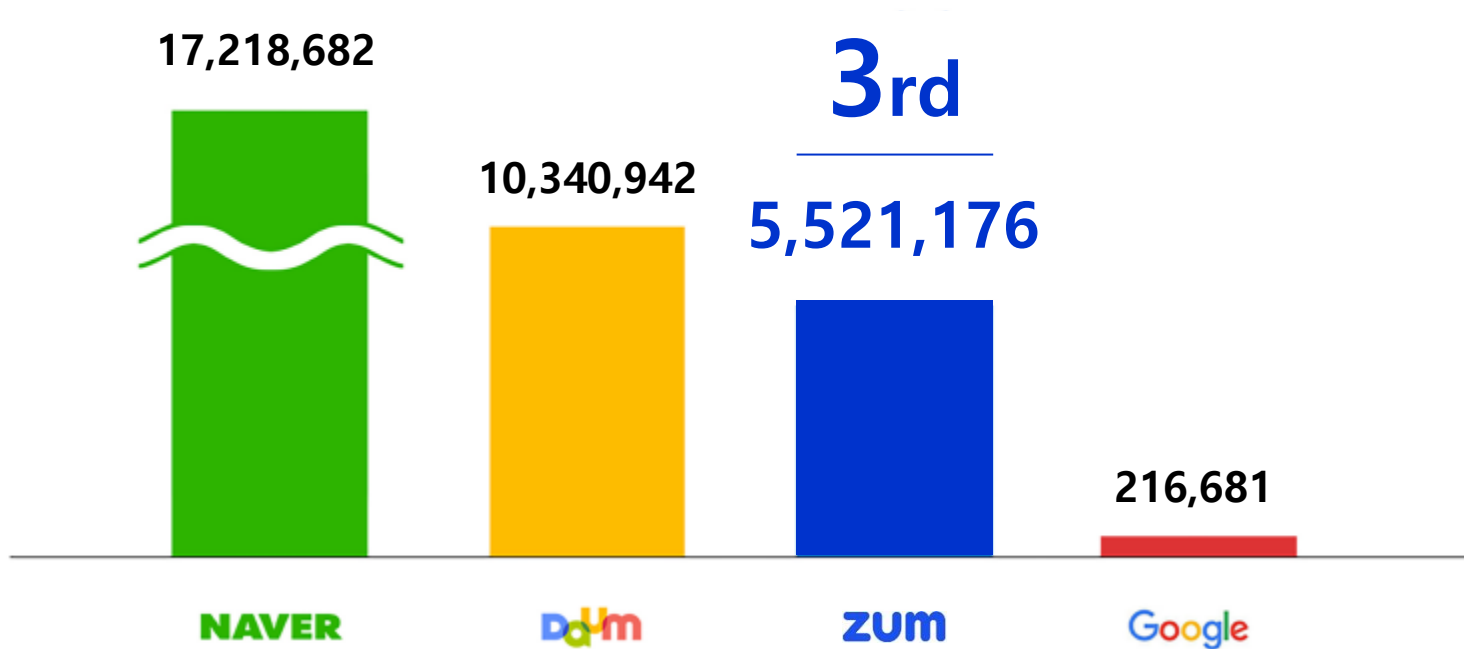


▲ ZUMinternet & ESTsoft  
won the championship prize of  
"AI R&D Challenge 2017"

(2017.12.08)

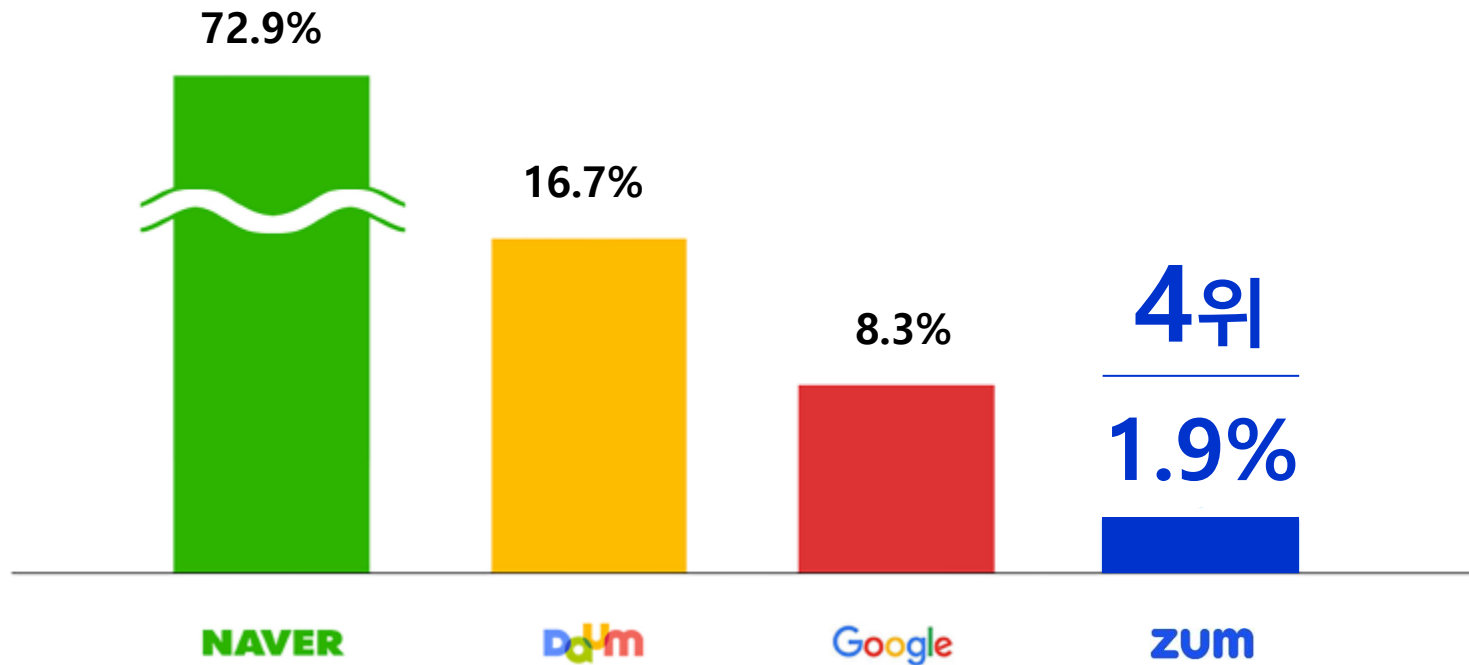
## zum.com

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



## zum.com

Market share of search query in Korea



**zum.com**

Monthly search query

**54,461,650**

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**zum.com**

Monthly Unique Visitor (UV)

**8,464,420**

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More than 25% of Korean PC users (total 32M users) visit [zum.com](http://zum.com)

**zum.com**

Monthly Page View (PV)

**331,590,903**

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Gradually increasing and growing in the oligopoly market in Korea

***Swing browser***  
Accumulated Downloads

**31,369,563**

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Maintain growth in domestic web browser market



**zum**internet

# Thank you

## Website

<http://www.zum.com>

<http://www.zuminternet.com>

## Request

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