
2018 Zuminternet Company Profile

zuminternet

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

Contents

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

Mission

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

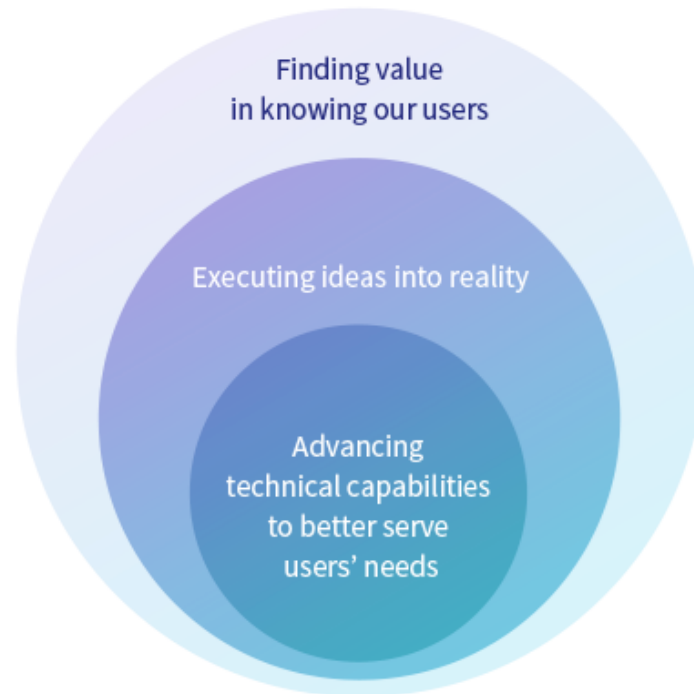
Think

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

2018

06. Launched of 'Realreview' IOS mobile app
05. Launched of 'Realreview' Android mobile app
Opened 'Coin ZUM' service for virtual currency information
04. Launched of 'Newsum' iOS mobile app
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

10. Exceeding 10 million monthly unique visitors of zum.com
07. Ranked 3rd in share of front page selection
06. 12th anniversary of 'Egloos' blog service
Launched 'Hub zum' Beta service
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.

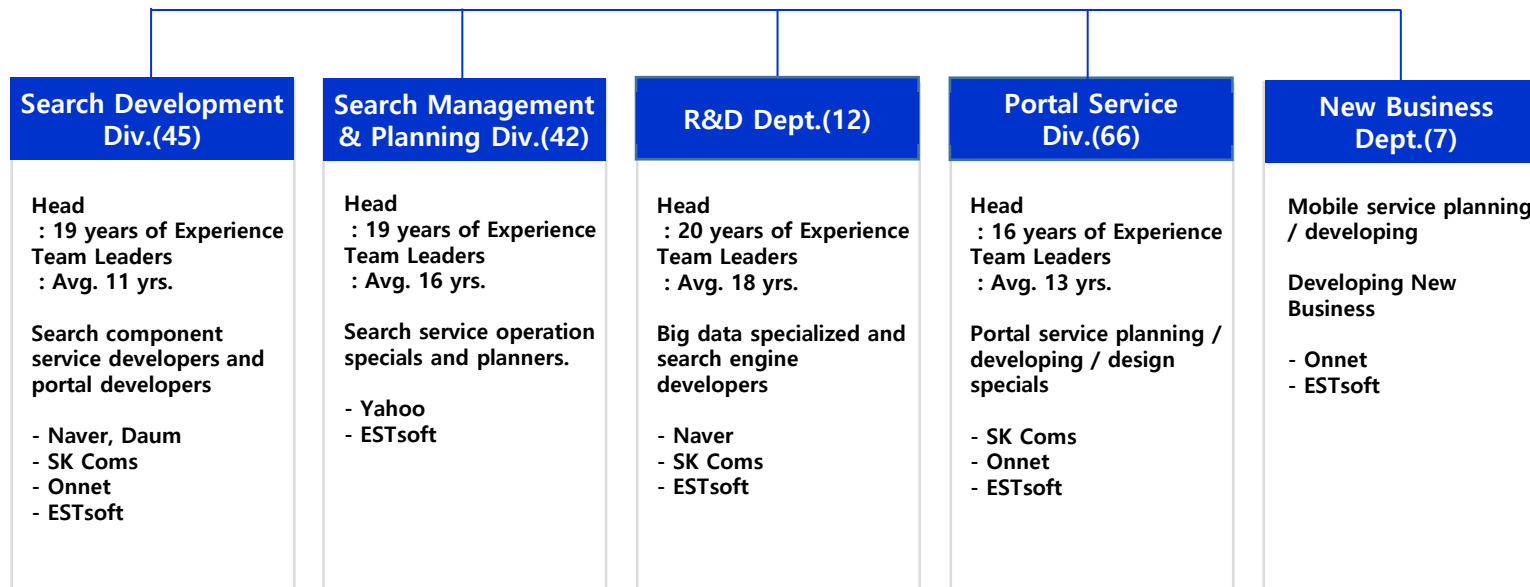
Career

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

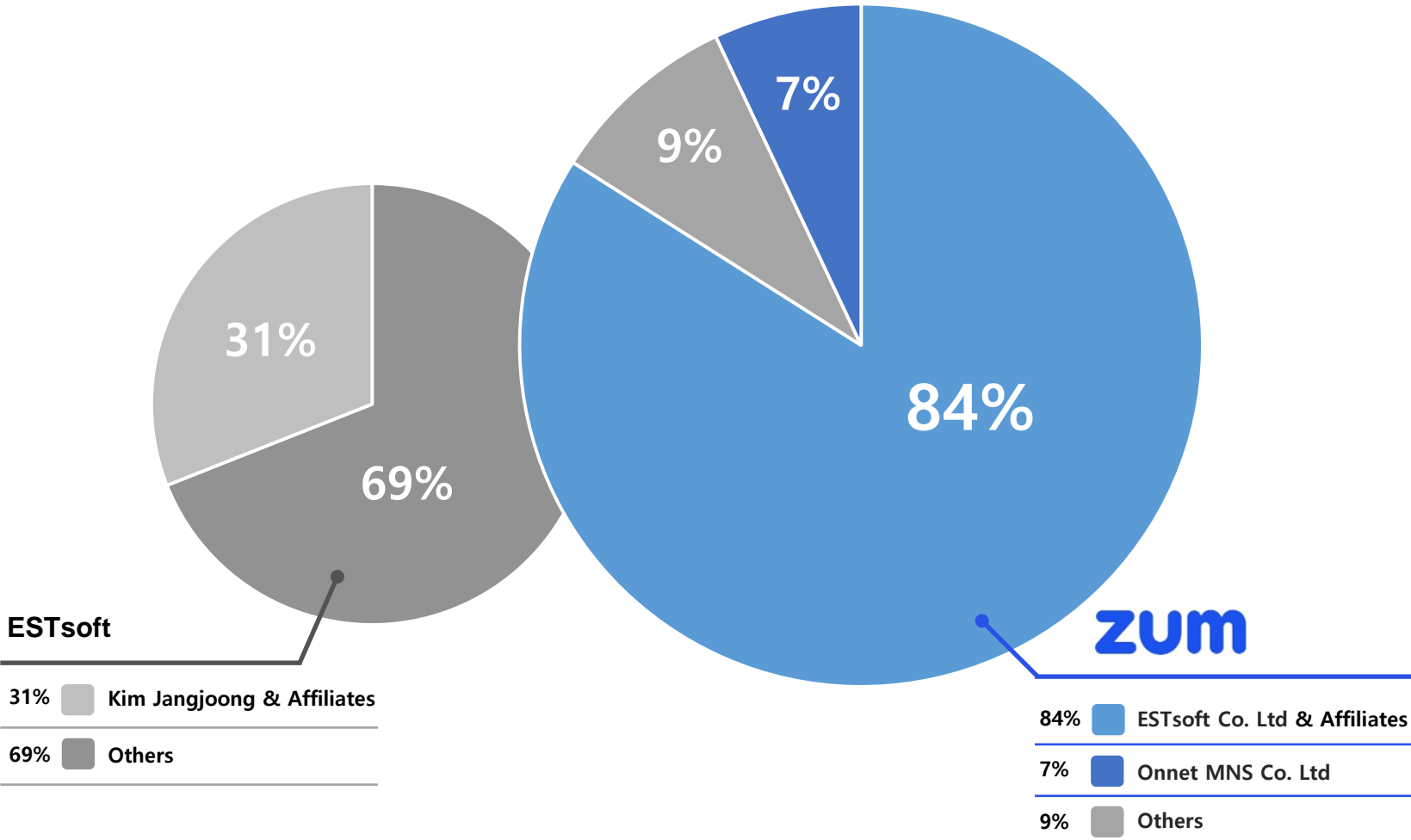
People

- 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 172)



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

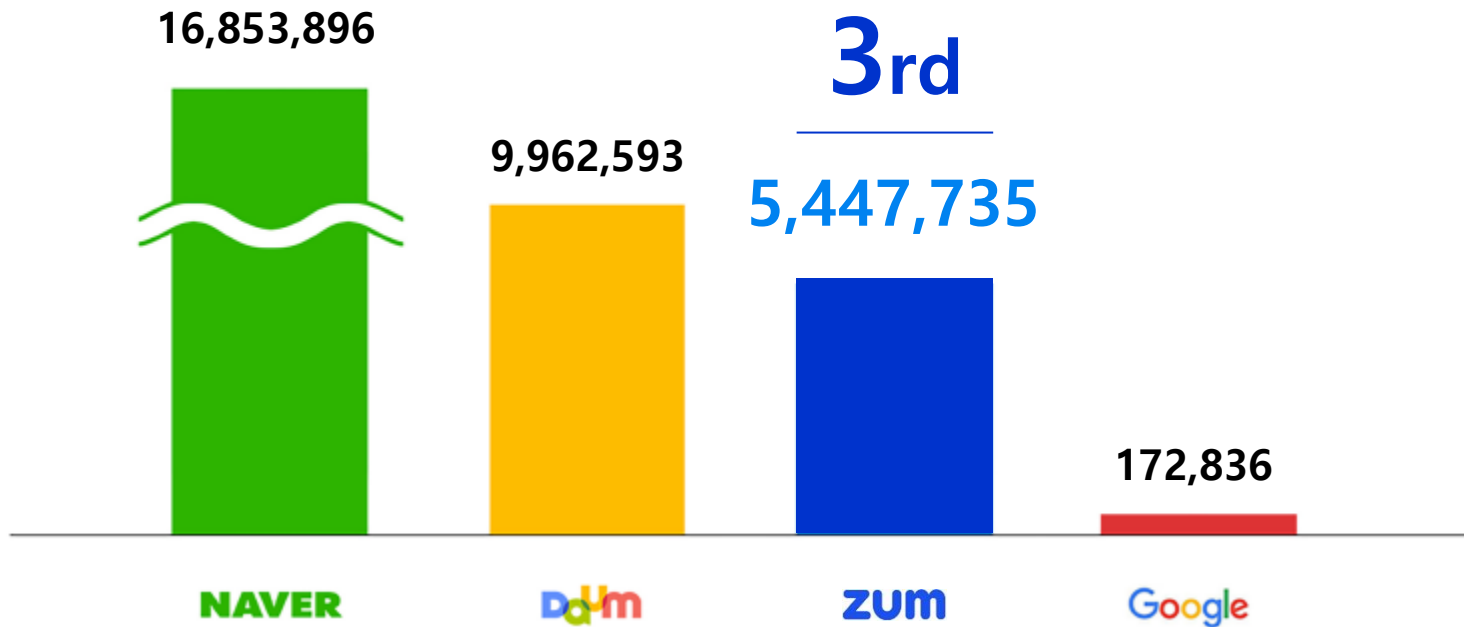


▲ ZUMinternet & ESTsoft
won the championship prize of
"AI R&D Challenge 2017"

(2017.12.08)

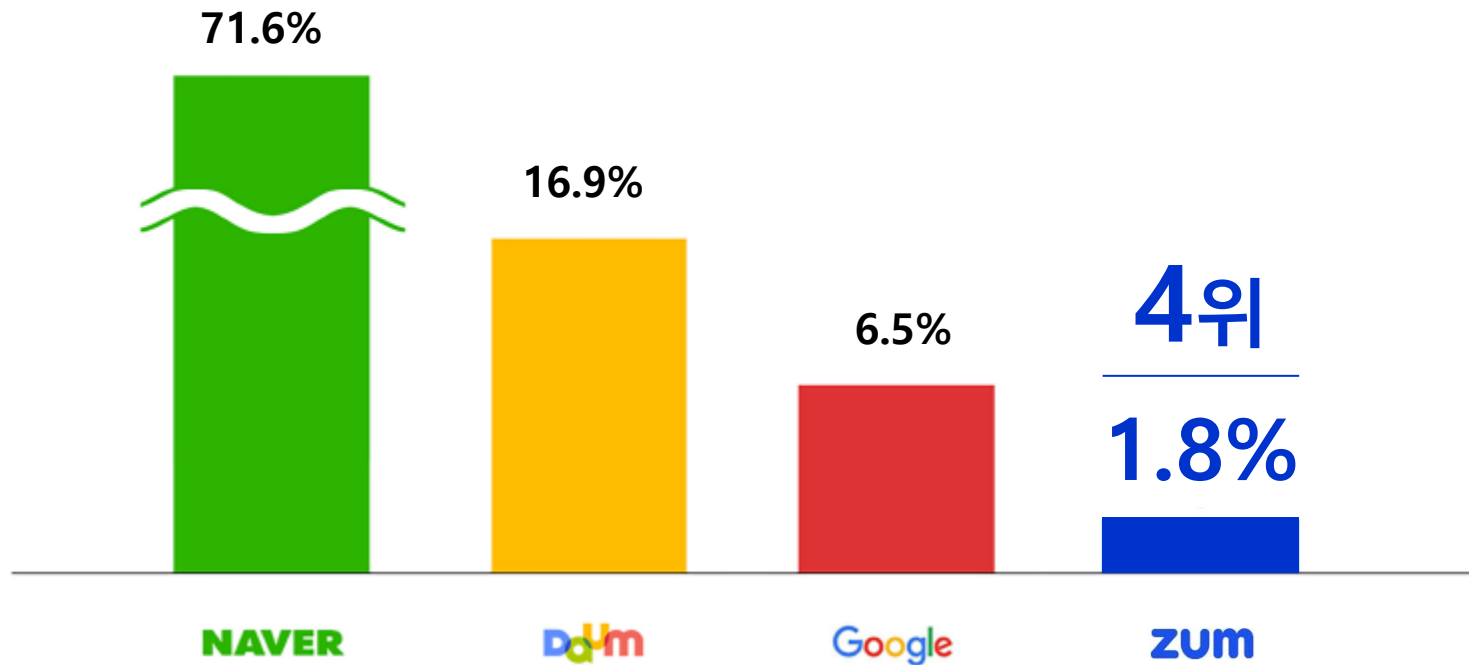
zum.com

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

45,662,212

zum.com

Monthly Unique Visitor (UV)

8,568,087

More than 25% of Korean PC users (total 32M users) visit zum.com

zum.com

Monthly Page View (PV)

295,381,303

Gradually increasing and growing in the oligopoly market in Korea

Swing browser
Accumulated Downloads

32,735,678

Maintain growth in domestic web browser market

zuminternet

Thank you

Website

<http://www.zum.com>

<http://www.zuminternet.com>

Request

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