

Introduction of Coupang and our Business

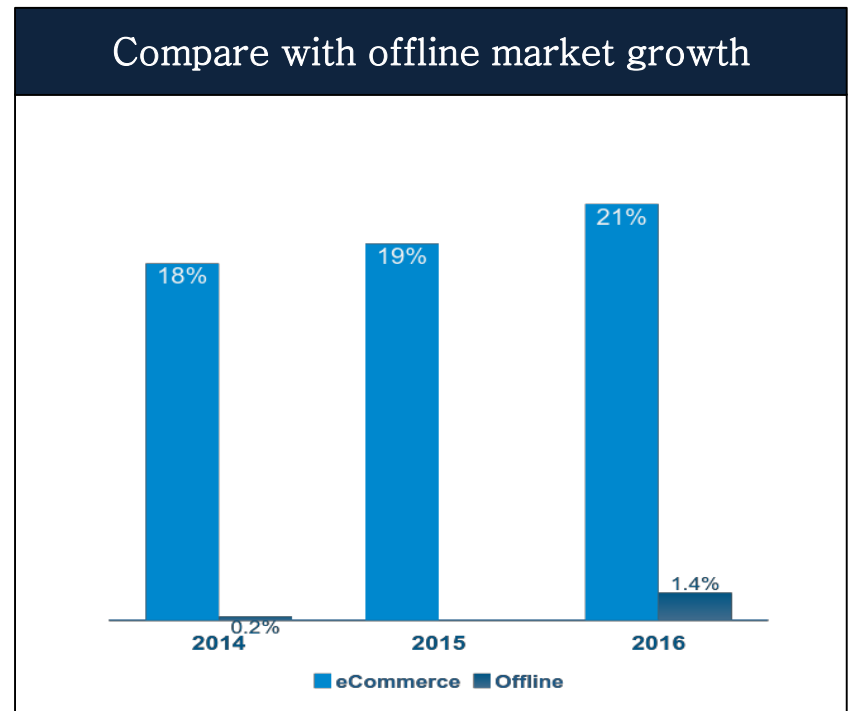
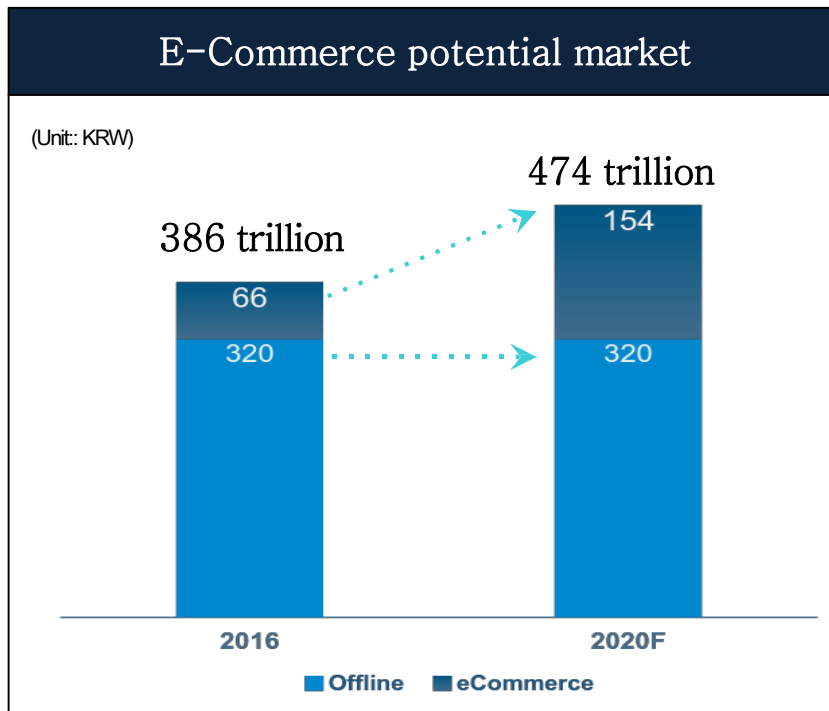
Confidential

DISCLAIMER:

**Meet new customers and
experience new business
with Coupang!**

E-commerce market is growing

Online market is growing now, while offline market is stagnating



: (2014~16), Euromonitor/eMarketer(2020)

E-commerce market is growing

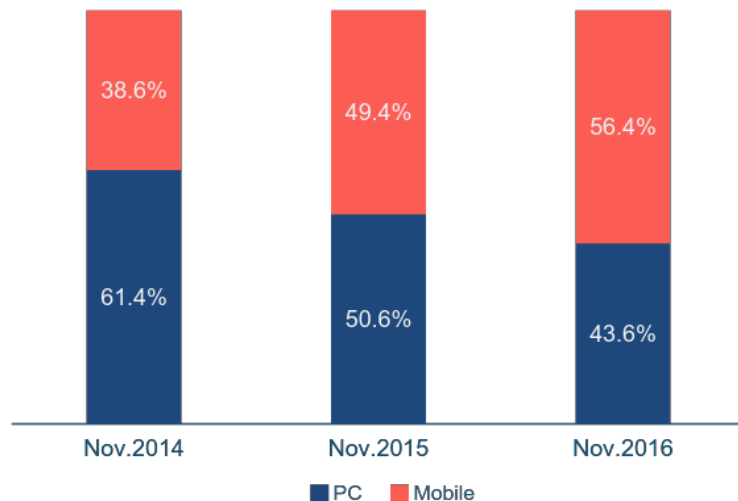
Coupang has the largest users in mobile shopping application



‘Mobile shopping first!’

Mobile shopping sales overtook online shopping sales, and it growing to be an optimized shopping channel. Korean customers said, “Mobile shopping is the best platform for modern lifestyle shopping”

Sales portion of e-commerce by platform



Consumer's recognition about mobile shopping

Mobile shopping is be best platform to saving time for modern consumers 78%

Mobile device is used for e-commerce shopping more frequently then PC 65%

Mobile shopping is easier than online shopping by PC 61%

Mobile shopping is promoting excessive consumption 57%

Coupang is an internationally recognized market innovator

Succeeded to attract investment for 1.4 billion Dollars!

Top 30 Global Game Changers by Forbes, 2016



It's said that the more things change, the more they stay the same, but there's no standing still for the 30 innovators who make up Forbes' first-ever list of Global Game Changers.

Top 50 Smartest Companies by MIT, 2016

MIT 2016 Top 50 Smartest Companies

We are one of the 3 e-commerce companies listed in MIT's Top 50 smartest companies, along with Alibaba and Amazon.

1	Amazon	26	Microsoft
2	Baidu	27	Fanuc
3	Illumina	28	Sonnen
4	Tesla Motors	29	Improbable
5	Aqualon Energy	30	Movius
6	Mobileye	31	Intrexon
7	23andMe	32	Carbon
8	Alphabet	33	Bosch
9	Spark Therapeutics	34	T2 Biosystems
10	Huawei	35	Editas Medicine
11	First Solar	36	Nestle
12	Nvidia	37	RetroSense Therapeutics
13	Collectis	38	Line, subsidiary of Naver
14	Enlitic	39	TransferWise
15	Facebook	40	Veritas Genetics
16	SpaceX	41	FireEye
17	Toyota	42	Seven Bridges
18	Airware	43	Slack
19	IDE Technologies	44	Coupang
20	Tencent	45	IBM
21	Didi Chuxing	46	Snapchat
22	Oxford Nanopore	47	Africa Internet Group
23	2AM	48	LittleBits
24	Alibaba	49	Intel
25	Bristol-Myers Squibb	50	Monsanto

자료: MIT 테크놀로지 리뷰

Coupang's main marks

Sales



1,900,000,000,000
won

70% growth comparing with 2015

Customer



10,300,000 persons

4 times growth comparing with
2011

Distributive network



102 soccer fields area
(area: more than 730,000m²)

*Mega FC:Indheon, Deokpyeong

Global investment

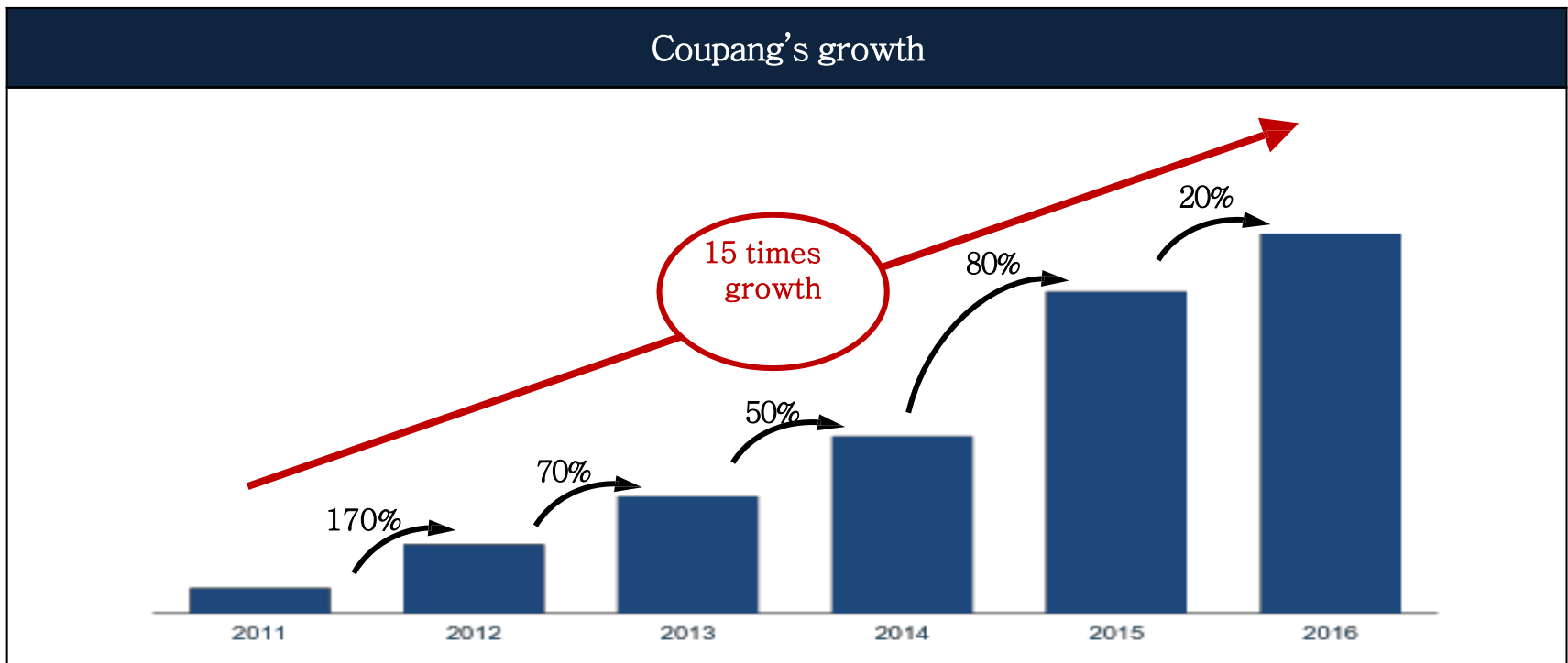


USD 1,400,000,000

Softbank, Black rock, se
-quoia capital

Coupang's growth

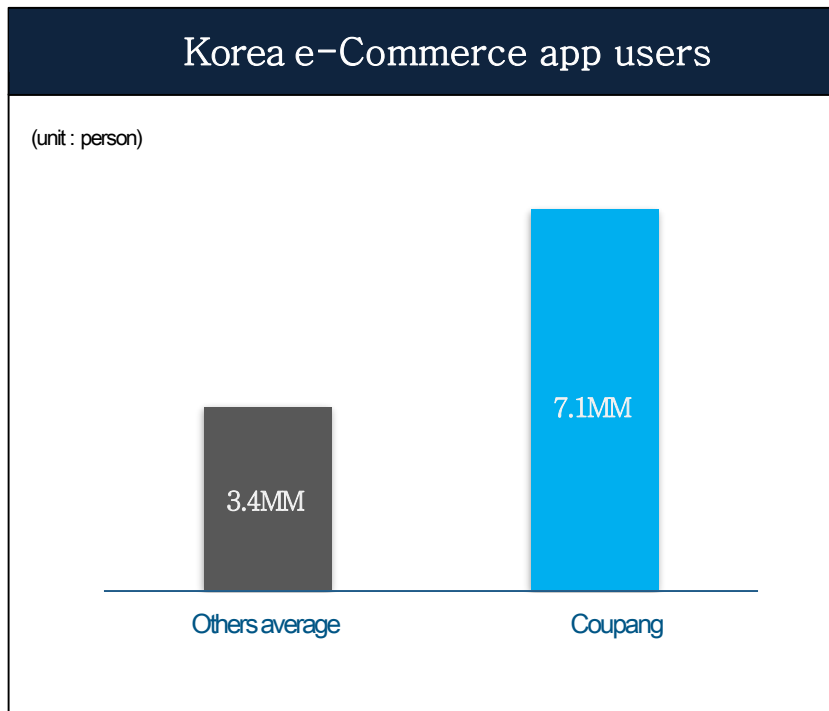
Double-digit growth for consecutive 6 years(15 times growth than 2011), continuously growing Coupang in 2017



source: internal data, GMV

Korean no.1 Mobile commerce, Coupang

Coupang user's satisfaction index is as twice as the others on average. Application satisfaction no.1.



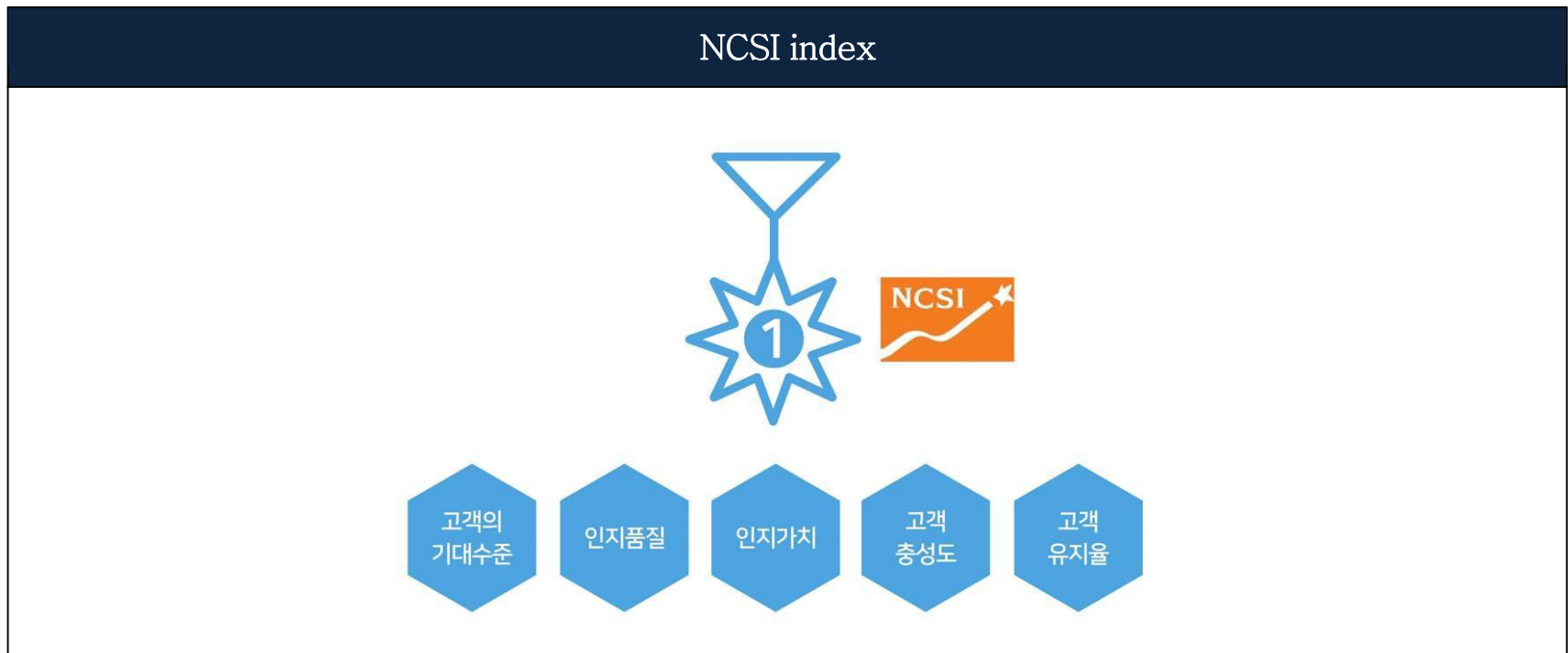
Satisfaction index with App

Company	Satisfaction
Coupang	4.1
T-company	4.0
A-company	3.98
W-company	3.98
E-company	3.95
average	3.99

source: Wiseapp 2016.2 (App-users) / Korea Consumer Agency 2016.12

Korean no.1 Mobile commerce, Coupang

N.C.S.I. no.1 for the third consecutive year, customers are always Coupang's no.1 priority.

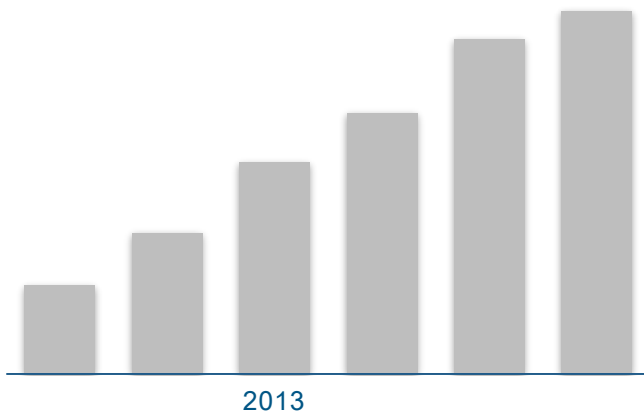


source: NCSI, 2014-2016

Korean no.1 Mobile commerce, Coupang

Customer number and average customer transaction are growing every year.

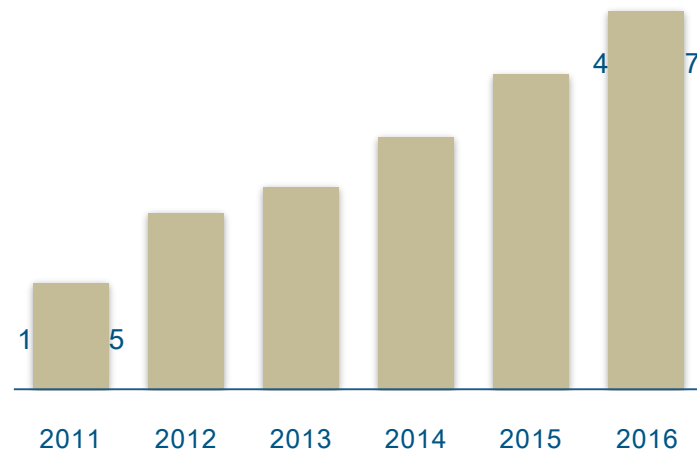
Customer number growth



source: internal data

Average customer transaction (yearly)

(unit : won)



Manage grand scale e-Commerce distributive network

Covers all areas of Korea, manages 7 FC making next day delivery possible.

(730,000m² which is 102 soccer fields area, 2 Mega FC which is 100,000 m²)

Each FC manages with technology to maintain extension and efficiency.



COUPANG Rocket Delivery Network

Next-day delivery all natiowide (Excluding huge items*)

We have 7 FC all over country, and have 73 delivery camp support each FC (based in 2017 May)

Constantly expand the network for faster delivery system, and use technology to deliver product to customer hands on-time



*D+2 : , (TV, ,)

COUPANG Regular Delivery

한번 신청하면 알아서
쿠팡맨이 정기배송
 정기배송 **Save** 3가지 신청 시 10%할인



Customer

- Get products on desired date
- Delivery date can be adjusted as needed
- Additional discount from rocket delivery price (regular delivery 1 item discount 5%, 3 items get more than 10% discount)

Supplier

- A chance to access Coupang loyal customers
- Fixed delivery schedule=Guaranteed demand
- Double exposure on regular category and Coupang regular delivery page

*Supplier can provide regular delivery program by signing contract with 5 %, 10 % customer discount

Partner with us and become the winner!





Why should partner with us!

Customers Accessibility

Continuously growing a number of loyal customers, and gain access to new customers

Platform

We have the potential to register and sell the products. Get an objective assessment from customers, and get objective review of the products from our customers. We can delivery the products to all domestic area the next day after purchasing.

Branding

We exposure of quality product information and brands. Customers can experience high and good quality products.



Next steps for partnership



Register all (qualified) product selection

You can find how to register the products on our Deal Page



Please provide high quality contents of the products

All catalogue , High quality images, key words to search for the products



Participate in exclusive programs : ' Regular Delivery ',
' Hot deal Price ' and ' Special Events '



THANK YOU!

coupang