Realtime Data based App/Retail Market Intelligence Services

Understand the true value of companies

www.wiseapp.co.kr

WISEAPP WISERETAIL

Realtime Data based App/Retail Market Intelligence Services

Service that checks the payment & traffic of various companies in real time.
Leading companies make mission critical decisions with WiseApp/WiseRetail.

Realtime Data based App/Retail Market Intelligence Services

Collect app usage & payment data in real time, and analyze the company/market

With the real time data, you can find a real diamond in a rough.

WISEAPP

App market Intelligence

- Realtime usage analysis of 8K+ of most popular apps in Korea
- Provide app users, installers, hours of use, number of sessions, and etc.
- Measured from a sample of 60K people (0.2% of the smartphone user)

WISE RETAIL

Retail market Intelligence

- Realtime transaction analysis of 2.3K+ of most popular retail brands
- Provide payment related data. (Amount, Method, Payer, and etc.)
- Measured from a sample of 1.45M people (6% of economically active population)

Various of leading companies around the world are using our services for competitive analysis, planning, marketing and investment.

Can check yesterday's data this morning

- World's only daily provided App + Retail market analysis
- Provide app user, installer, usage time, and session data
- Provide retail payment amount, average amount, average # of payment, and payer information.

Data Reliability with the largest panel size in Korea

- Actual usage analysis of 60K+ panels(0.2% of the smartphone user)
- Actual transaction analysis of 1.45M+ panels(6% of economically active population)
- Guaranteed reliability with 5 years of app data, and 3 years of retail data

Specialized in Korean purchasing behavior

- Analyze Traffic and Payment of the Most Used Apps & Retails by Koreans
- Analyze 8K+ of apps, 5K+ of developers, and 51 of categories.
- Analyze 2.3K+ of actual retail payment
- In-depth analysis, which is not known by app and payment analysis alone

App Market Intelligence: Key Information
(Actual Usage + Market + Game Revenue)

Actual usage analysis: 8K+ of the most popular Apps

Provide actual usage data of users, usage time, sessions on daily, weekly, and monthly basis

Search by app name, package name, developer, company, gender/age, and category

2020. 11.

| Daily | Weekly | Monthly |

| Android | iOS ? | + ? | KOREA | ALL CATEGORIES |

ALL / Male / Female

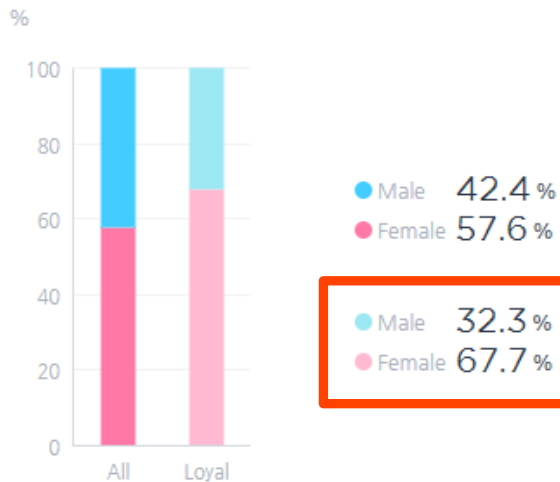ALL / 10s / 20s / 30s / 40s / 50s+

Rank	Unique Installs ?	Unique Users ?	% of Active Users	Total Time in App (1 for 1,000 min) ?	Avg. Time in App per User(min)	Avg. Active Days per User	Total Sessions (1,000 times) ?	Avg. Number of Sessions per User	Avg. Session Length(min)	Total Data Usage(TB)	User Growth Rate
1 -	카카오톡 KakaoTalk [Kakao Corporat...] 36,970,095 95.7%	35,772,547 92.6%	96.8%	21,635,779	604.8	23.3	77,755,492	2,173.6	0.3	40,801.2	-0.3%
2 -	YouTube [Google LLC] 38,217,171 98.9%	33,724,948 87.3%	88.2%	51,597,419	1,529.9	16.8	7,260,149	215.3	7.1	495,942.1	-0.3%
3	네이버 - NAVER [NAVER Corp.] 32,570,137 84.3%	30,071,395 77.8%	92.3%	15,711,835	522.5	17.2	17,704,734	588.8	0.9	75,871.9	-0.1%

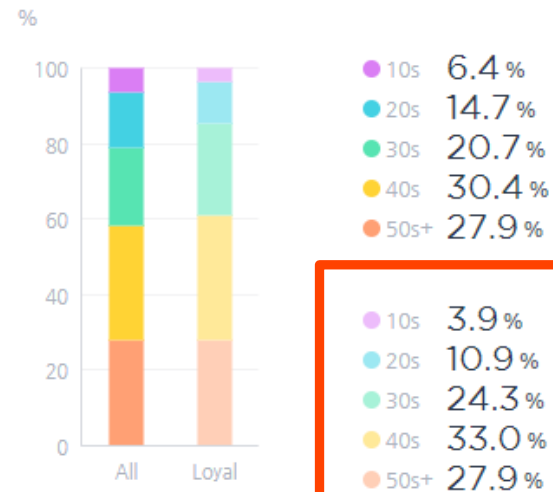# Distribution by gender/age of app

Analyze app usage by gender and age

**Gender distribution** ✓ Key indicator regarding loyal users ⑦

%

100
80
60
40
20
0

All   Loyal

- Male **42.4** %
- Female **57.6** %

- Male **32.3** %
- Female **67.7** %

Age distribution ✓ Key indicator regarding loyal users ⑦

%

100
80
60
40
20
0

All   Loyal

- 10s **6.4** %
- 20s **14.7** %
- 30s **20.7** %
- 40s **30.4** %
- 50s+ **27.9** %

- 10s **3.9** %
- 20s **10.9** %
- 30s **24.3** %
- 40s **33.0** %
- 50s+ **27.9** %

Apps that are frequently use together

Analyze information and flow of apps frequently used with
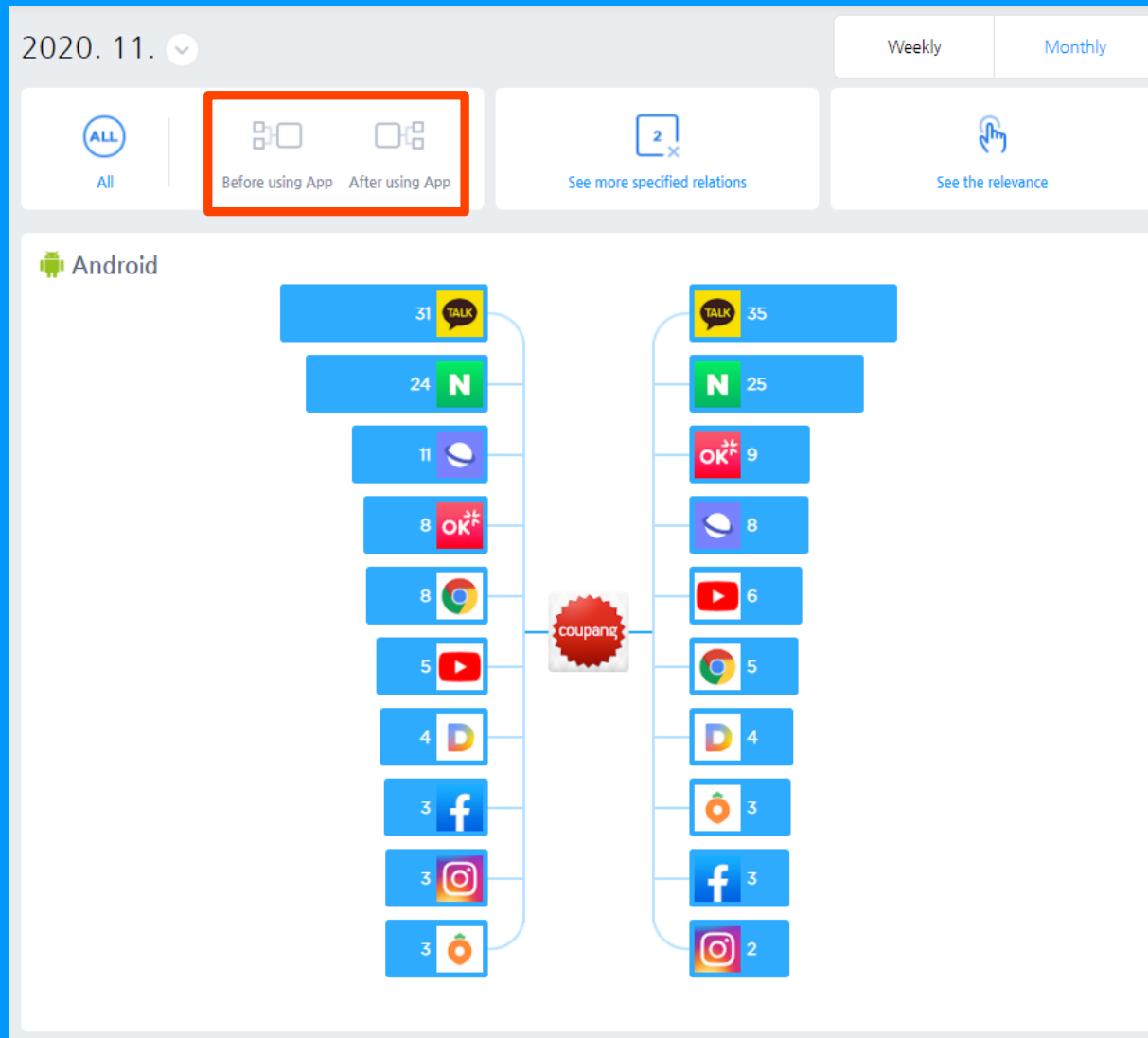
Apps that are installed together

Analyze the app that is being installed by the person -> Identify user characteristics

Apps installed together ⓘ   ✅ Exclude OEMs, Carriers, OS, etc.   ✅ See apps in the same category

11번가	쇼핑을 바꾸는 쇼핑. G마가대표 (특가	위메프 - 특가	타임커머스 티몬	GS SHOP - 당신의 가장	홈앤쇼핑 - 오직 앱에서만.	모바일 쇼핑은 옥션	현대Hmall - 홈쇼핑, 백화	CJmall	롯데홈쇼핑	인터파크	번개장터	11번가 쇼킹딜	에이블리 - 셀럽마켓 모
47.1%	40.2%	37.3%	31.0%	26.4%	25.3%	24.2%	21.9%	21.6%	20.2%	20.0%	15.5%	15.0%	13.6%

NS홈쇼핑	K쇼핑	아이디어스 (idus) - 작품	이마트몰 - emart mall	지그재그 - 여성쇼핑몰	온라인 패션 스토어 '무신	SSG.COM	공영쇼핑 - 공영홈쇼핑	롯데마트 M 쿠폰	홈플러스 - 맛있는 마트	AliExpress - 스마트한소	Wish - 쇼핑은 즐겁다	롯데ON - 롯데ON 하나	SK스토아 (SK가 만든
12.6%	12.6%	12.3%	11.9%	11.6%	11.5%	11.2%	10.5%	10.3%	10.2%	9.9%	9.4%	9.3%	8.9%

Hourly users

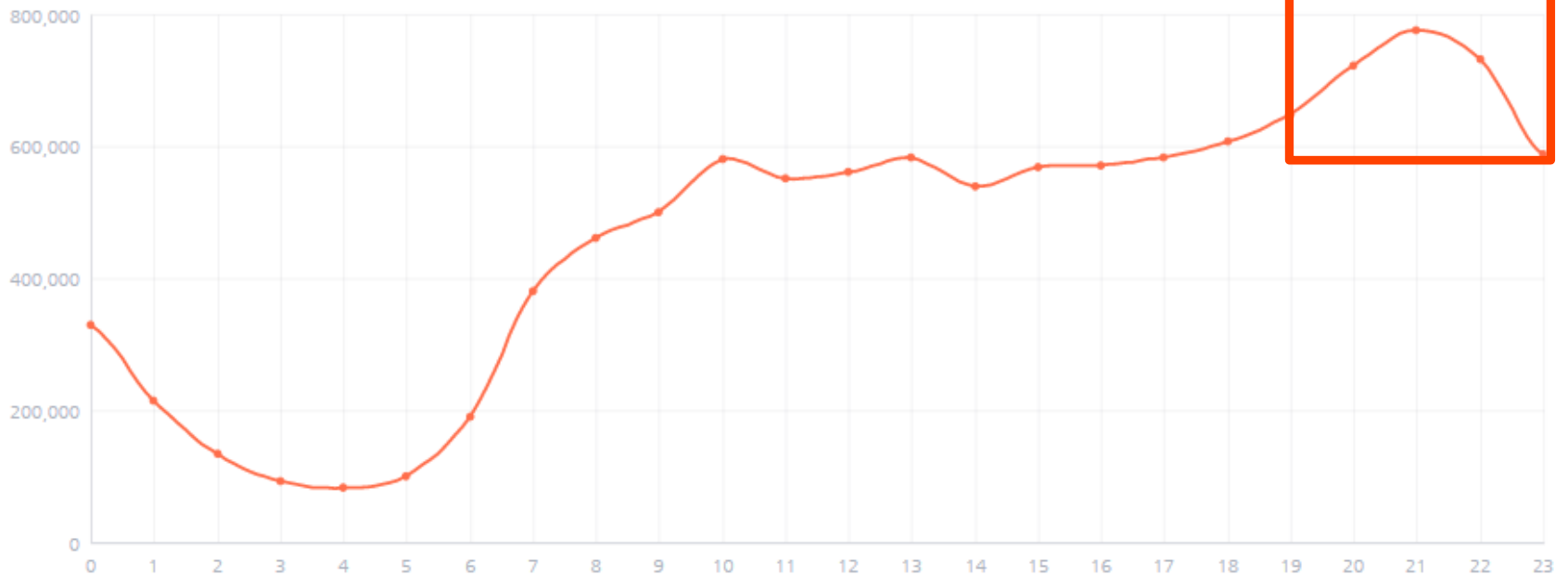Analysis the average number of users of apps by hours and days of the week in multiple charts

Revisit rate comparison

Compare customer loyalty of the app and its category
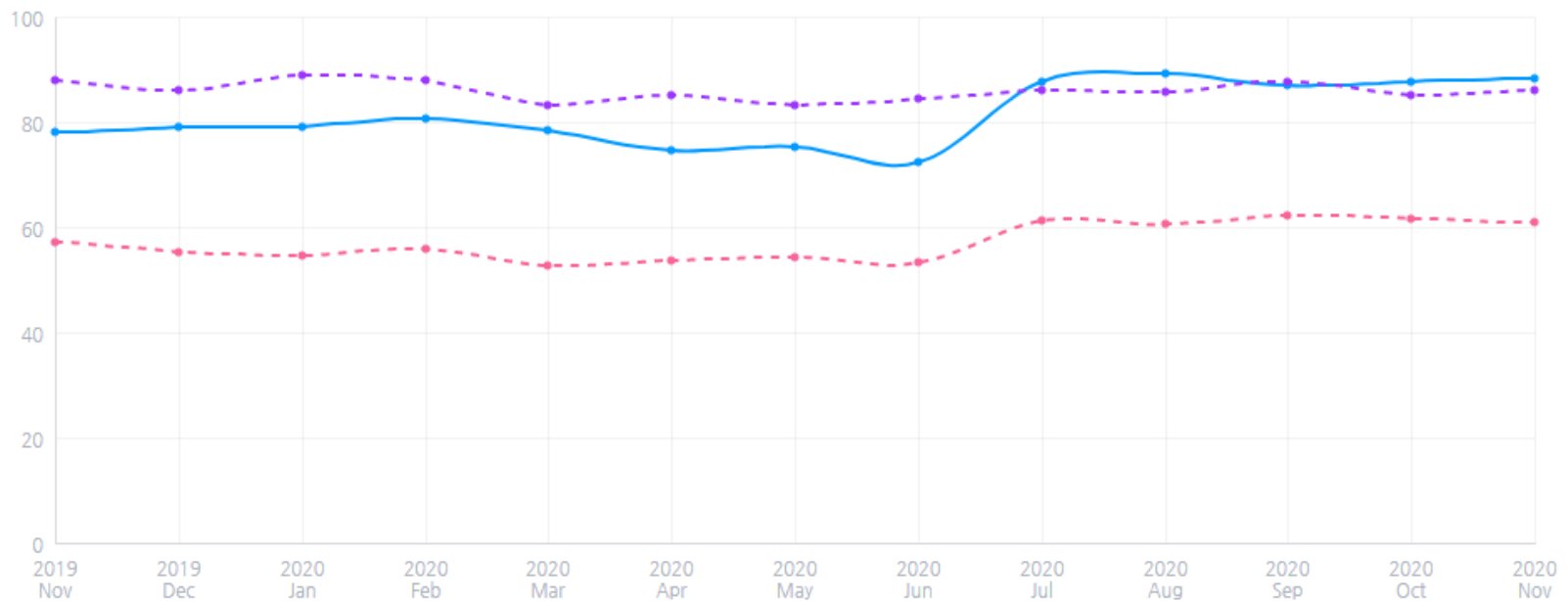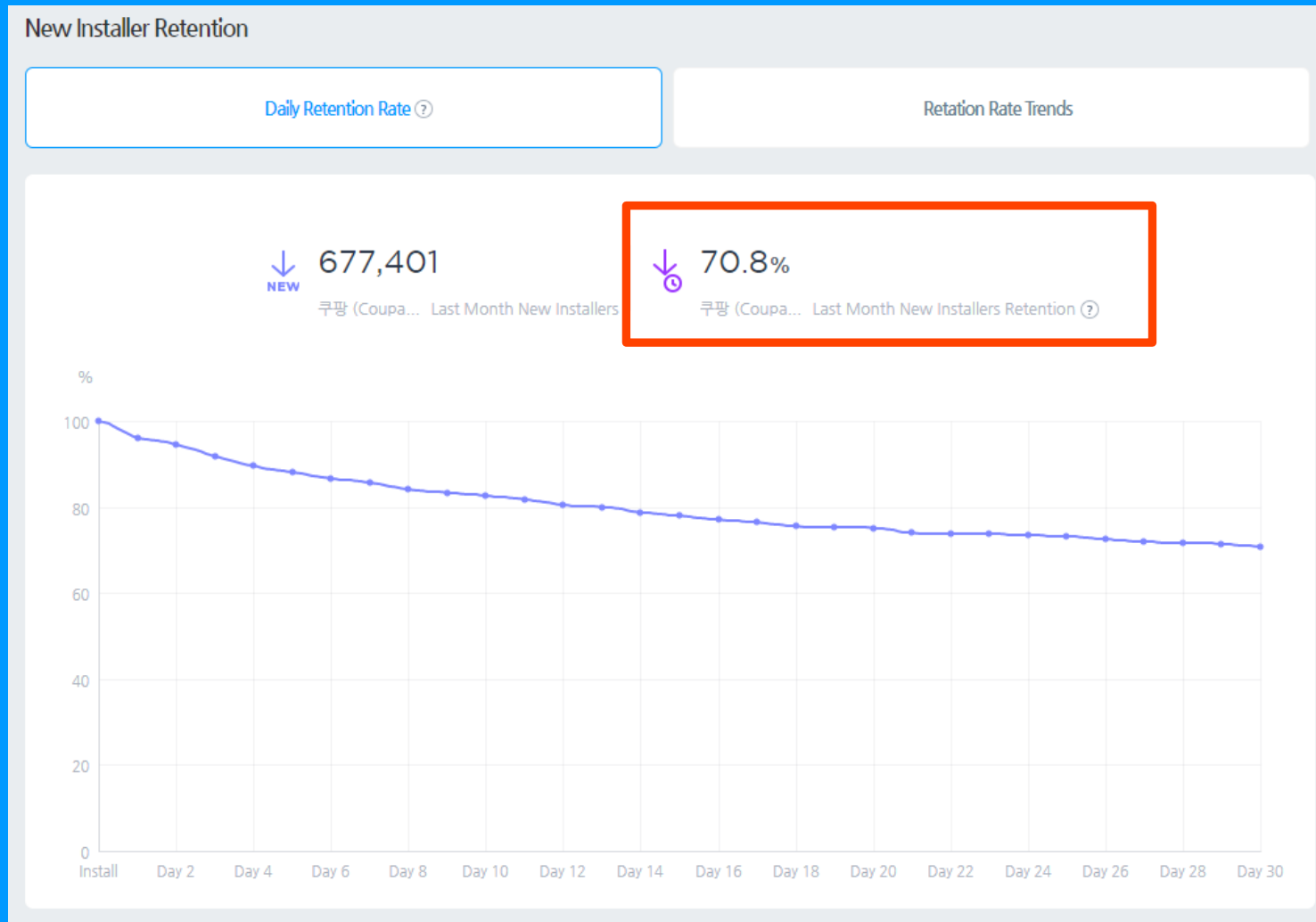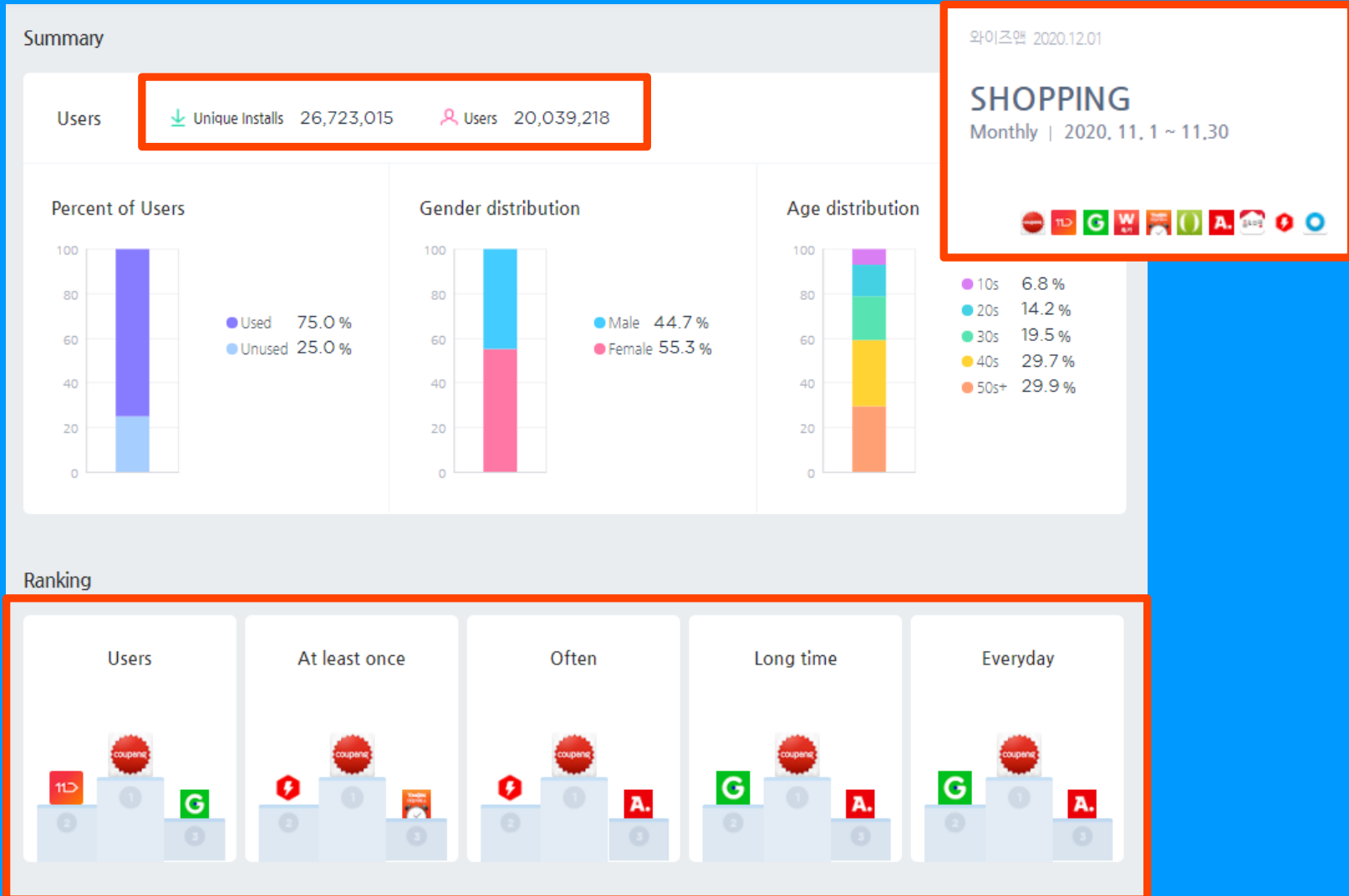
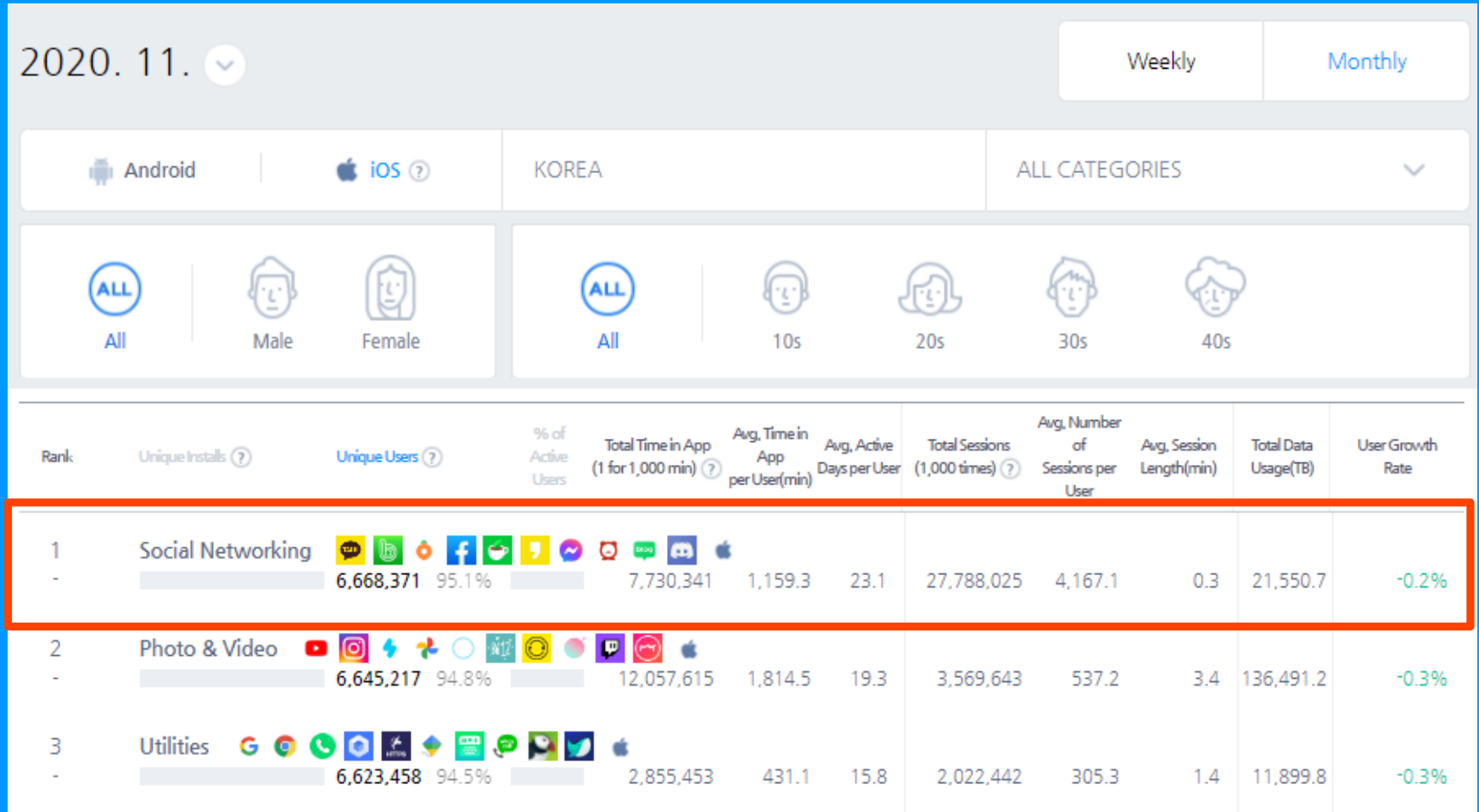# Remaining rate of new installer

Percentage of people who don't uninstall the app

App Analysis Report: Auto analysis when user insert the app

Auto analysis report for Top 10 by category or user defined

Summary

Users   ↓ Unique Installs   26,723,015   👤 Users   20,039,218

와이즈앱 2020.12.01

SHOPPING

Monthly | 2020. 11. 1 ~ 11.30

Percent of Users

- Used   75.0 %
- Unused   25.0 %

Gender distribution

- Male   44.7 %
- Female 55.3 %

Age distribution

- 10s   6.8 %
- 20s   14.2 %
- 30s   19.5 %
- 40s   29.7 %
- 50s+   29.9 %

Ranking

Users	At least once	Often	Long time	Everyday

Actual usage analysis of 51 categories

Actual usage analysis of users, usage time, sessions based on daily, weekly, and monthly basis

		Weekly	Monthly

2020. 11.

Android	iOS	KOREA	ALL CATEGORIES

ALL	Male	Female	ALL	10s	20s	30s	40s
All			All				

Rank	Unique Installs	Unique Users	% of Active Users	Total Time in App (1 for 1,000 min)	Avg. Time in App per User(min)	Avg. Active Days per User	Total Sessions (1,000 times)	Avg. Number of Sessions per User	Avg. Session Length(min)	Total Data Usage(TB)	User Growth Rate
1 -	Social Networking	6,668,371	95.1%	7,730,341	1,159.3	23.1	27,788,025	4,167.1	0.3	21,550.7	-0.2%
2 -	Photo & Video	6,645,217	94.8%	12,057,615	1,814.5	19.3	3,569,643	537.2	3.4	136,491.2	-0.3%
3 -	Utilities	6,623,458	94.5%	2,855,453	431.1	15.8	2,022,442	305.3	1.4	11,899.8	-0.3%

Actual usage analysis of 5K+ companies

Company: A unit that collects multiple developers belonging to a company.

Company Group: A unit that collects its affiliates and subsidiaries

Rank	Unique Installs ?	Unique Users ?	% of Active Users	Cumulative users ?	Total Time in App (1 for 1,000 min) ?	Avg. Time in App per User(min)	Total Sessions (1,000 times) ?	Avg. Number of Sessions per User	Apps	User Growth Rate
1 -	Google 38,656,279 99.9%	37,644,757 97.4%	97.4%	162,499,480	61,107,326	1,623.3	13,045,598	346.5	76	+0.2%
2 -	카카오 37,778,627 97.8%	36,504,132 94.5%	96.6%	93,808,141	32,572,112	892.3	90,279,179	2,473.1	73	-0.1%
3 -	네이버 37,038,490 95.9%	34,786,331 90.0%	93.9%	113,855,397	24,762,903	711.9	38,191,881	1,097.9	61	-0.2%
4 -	삼성 33,659,571 87.1%	31,268,352 80.9%	92.9%	157,967,331	11,939,269	381.8	7,713,158	246.7	74	+0.7%
5 -	SK Telecom 29,520,463 76.4%	22,662,313 58.7%	76.8%	60,677,984	8,433,895	372.2	8,856,694	390.8	81	-0.2%
6 ▲1	쿠팡 18,356,477 47.5%	15,104,305 39.1%	82.3%	16,618,863	1,420,410	94.0	5,051,864	334.5	6	+4.1%

Provide revenue on a daily, weekly, and monthly basis

Provide detailed ranking and amount of individual game app/category/developer

			Daily	Weekly	Monthly	Quarter

2020. 9. ▼

Android	KOREA	GAME ALL

? Revenue data are estimates and may differ from actual revenue.

'Revenue' is the amount paid by the customer to the App Store excluding VAT (Publisher revenue + Platform fees).

Based on revenue earned from paid downloads and in-app purchases, the revenue from in-app advertising is not included.

| All ▼ | All | | Search | | ✓ New | EXCEL |

Rank	Name	Developer	Category	Store Revenue Ranking(Best)	Store Popular Ranking(Best)	Revenue
1 -	리니지M	NCSOFT	GAME ROLE PL...	1	92	83,532,794,112
2 -	리니지2M	NCSOFT	GAME ROLE PL...	2	-	49,516,372,676
3 -	바람의나라: 연	NEXON Company	GAME ROLE PL...	2	12	48,909,497,312
4 ▲26	R2M	Webzen Inc.	GAME ROLE PL...	4	2	8,008,048,256
5 ▲2	기적의 검	4399 KOREA	GAME ROLE PL...	5	25	5,522,771,655

Retail Market Intelligence: Key Information
(Card Payment + Account Transfer + Mobile Payment)

Actual Payment analysis: 2.3K+ of the most popular Brands

Provide payment amount, # of payment, # of payer, average amount/payer

Search by retail name, company name, gender/age, industry

Rank	Net Payment Amount ?	Total Payment Amount ?	Total Payment Cancellation Amount ?	Total Number of Payments	Total Payers ?	Payment Amount per Payer	Payment Amount per Payment	Payments per Payer	Days per Payer ?	Net Payment Amount Growth Rate
1 -	네이버 네이버(주) ⭐ 2,465,611,587,003	2,579,596,005,148	113,984,418,145	51,329,244	16,322,570	158,039	50,256	3.1	2.7	+1.3%
2 -	쿠팡/쿠팡이츠 쿠팡(주) ⭐ 1,967,014,328,460	2,025,034,814,480	58,020,486,020	63,232,977	14,900,400	135,905	32,025	4.2	3.6	-0.6%
3 -	옥션/G마켓/G9 이베이코리아(유) ⭐ 1,652,026,290,801	1,731,138,847,853	79,112,557,052	29,570,090	10,804,223	160,228	58,544	2.7	2.3	+28.8%
4 ▲1	삼성화재 삼성화재해상보험(주) 1,055,233,335,414	1,060,611,375,232	5,378,039,818	6,686,952	4,149,670	255,589	158,609	1.6	1.3	+2.0%
5 ▲2	11번가 11번가(주) ⭐ 1,049,983,410,706	1,113,488,451,105	63,505,040,400	25,269,225	7,521,062	148,049	44,065	3.4	2.8	+27.8%
6 ▼2	이마트 (주)이마트 1,032,579,564,798	1,051,896,538,624	19,316,973,826	20,037,176	8,984,485	117,079	52,497	2.2	1.9	-1.4%
7 ▼2	배달의민족 (주)우아한형제들 ⭐ 882,714,491,739	883,741,325,474	1,026,833,735	37,650,803	10,261,624	86,121	23,472	3.7	3.3	+3.3%
8 ▲1	롯데백화점 롯데쇼핑(주) 808,902,095,439	896,465,402,134	87,563,306,695	9,928,438	3,998,682	224,190	90,293	2.5	1.5	+8.9%

Key Indicators of Retail Payment Analysis (Daily & Monthly)

Identify of customer purchasing patterns and forecast company's performance

based on actual retail payment data

Key indicators

TOTAL ₩1,967,014,328,460 Net Payment Amount ?	$ ₩2,025,034,814,480 Total Payment Amount ?	₩58,020,486,020 Total Payment Cancellation Amount ?
63,232,977 times Total Number of Payments		14,900,400 Total Payers ?

₩135,905 Payment Amount per Payer	₩32,025 Payment Amount per Payment	4.2 times Payments per Payer	3.6 Day Days per Payer ?

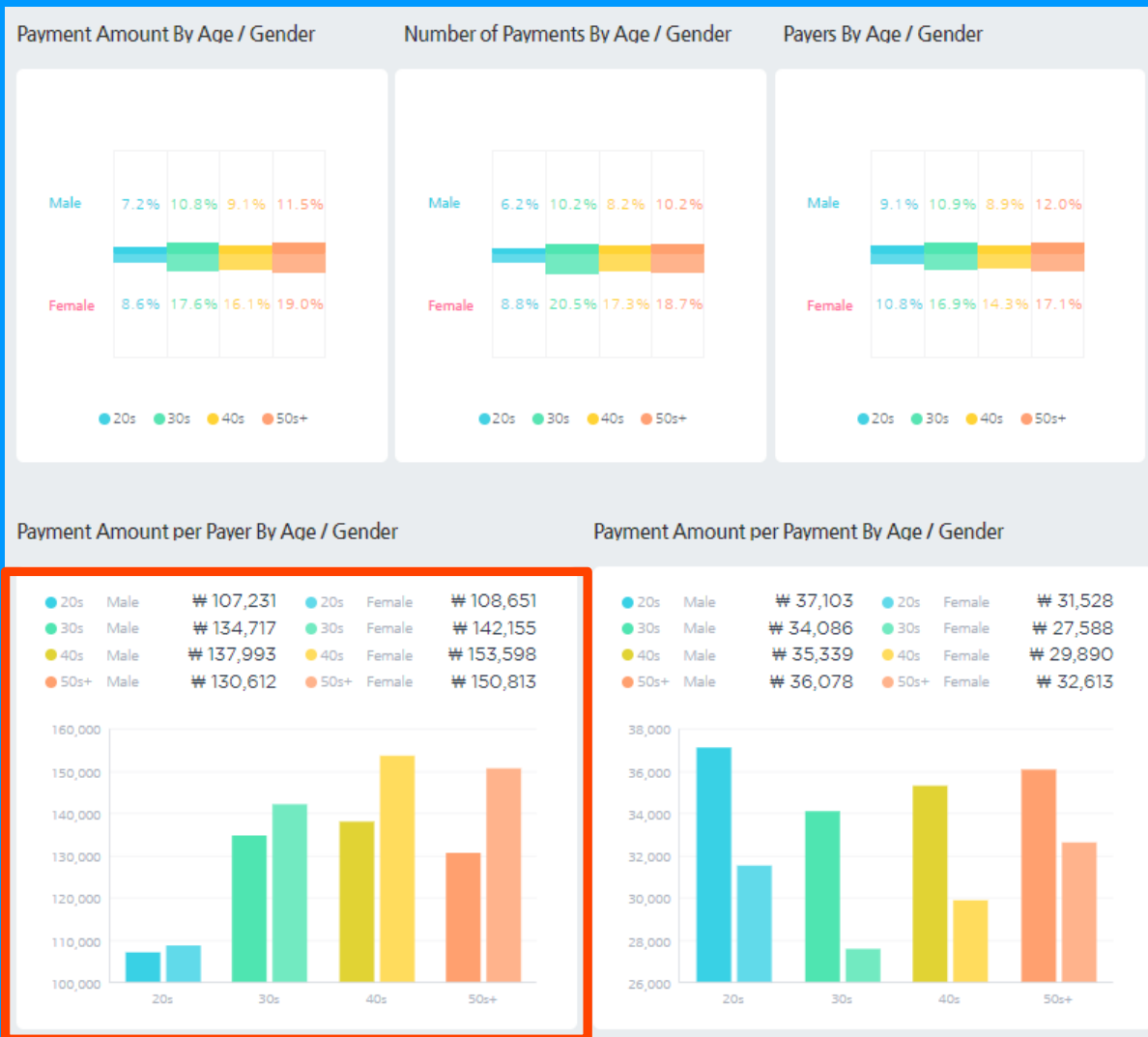|		
TOTAL -0.6% Net Payment Amount Growth Rate	-0.6% Total Payment Amount Growth Rate	-3.8% Total Payment Cancellation Amount Growth Rate
3.0% Payments Growth Rate		2.0% Payer Growth Rate

Payment distribution by gender/age

Payment distribution by gender/age of retail

Payment Amount By Age / Gender

| Male | 7.2% | 10.8% | 9.1% | 11.5% |
| Female | 8.6% | 17.6% | 16.1% | 19.0% |

● 20s ● 30s ● 40s ● 50s+

Number of Payments By Age / Gender

| Male | 6.2% | 10.2% | 8.2% | 10.2% |
| Female | 8.8% | 20.5% | 17.3% | 18.7% |

● 20s ● 30s ● 40s ● 50s+

Payers By Age / Gender

| Male | 9.1% | 10.9% | 8.9% | 12.0% |
| Female | 10.8% | 16.9% | 14.3% | 17.1% |

● 20s ● 30s ● 40s ● 50s+

Payment Amount per Payer By Age / Gender

● 20s	Male	₩ 107,231	● 20s	Female	₩ 108,651
● 30s	Male	₩ 134,717	● 30s	Female	₩ 142,155
● 40s	Male	₩ 137,993	● 40s	Female	₩ 153,598
● 50s+	Male	₩ 130,612	● 50s+	Female	₩ 150,813

Payment Amount per Payment By Age / Gender

| ● 20s | Male | ₩ 37,103 | ● 20s | Female | ₩ 31,528 |
● 30s	Male	₩ 34,086	● 30s	Female	₩ 27,588
● 40s	Male	₩ 35,339	● 40s	Female	₩ 29,890
● 50s+	Male	₩ 36,078	● 50s+	Female	₩ 32,613

Payment analysis by day of the week

Provide average payment amount and frequency analysis per day of the week
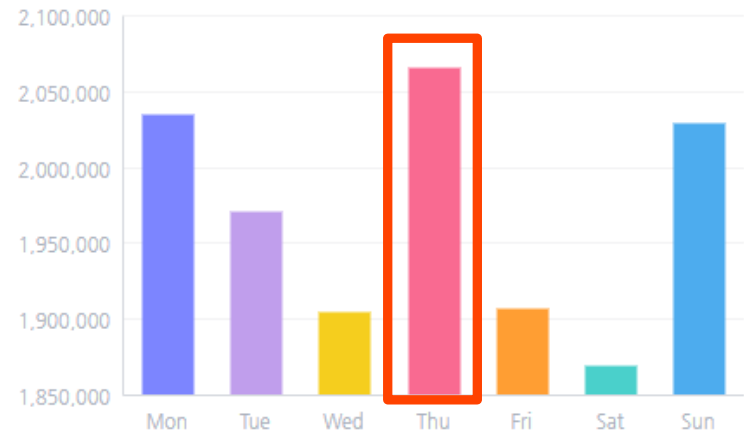
Payment Amount By Day of the Week

- Mon ₩ 68,555,445,014
- Tue ₩ 67,106,408,907
- Wed ₩ 63,917,589,111
- Thu ₩ 68,535,462,555
- Fri ₩ 65,338,497,530
- Sat ₩ 59,136,925,982
- Sun ₩ 65,619,513,209
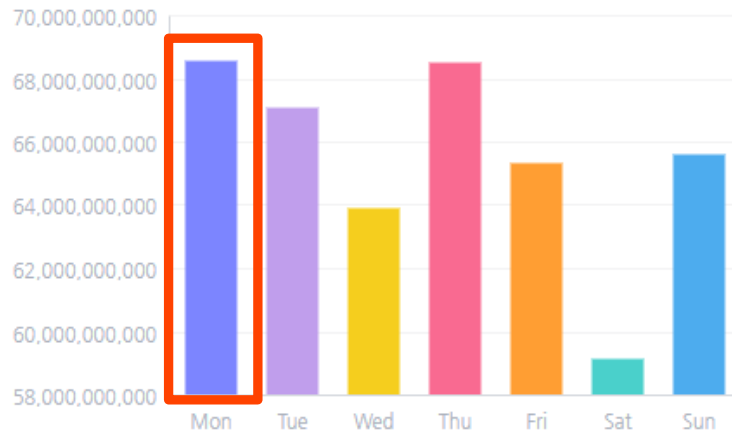
Number of Payments By Day of the Week

- Mon 2,034,787 times
- Tue 1,971,306 times
- Wed 1,904,582 times
- Thu 2,065,340 times
- Fri 1,907,625 times
- Sat 1,869,357 times
- Sun 2,029,084 times

Payment Amount Analysis by method

Ratio & Amount by payment method; Credit Card / Account Transfer / Mobile Payment

Payment Amount By Payment Method

● Credit Card   76.3 %
● Debit Card   9.2 %
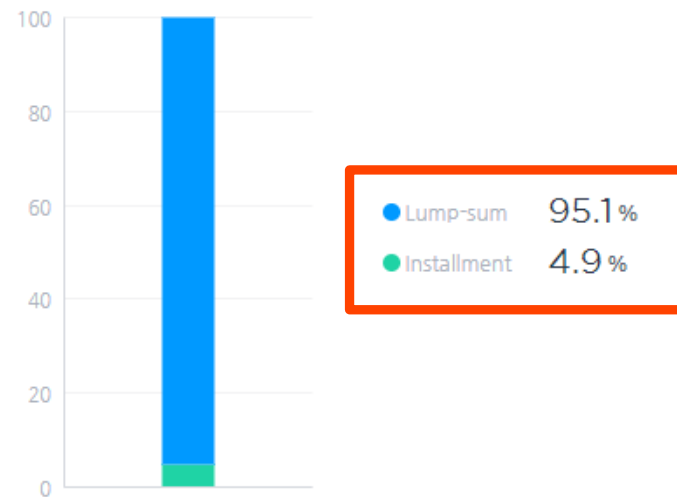● Wire Transfer   14.5 %
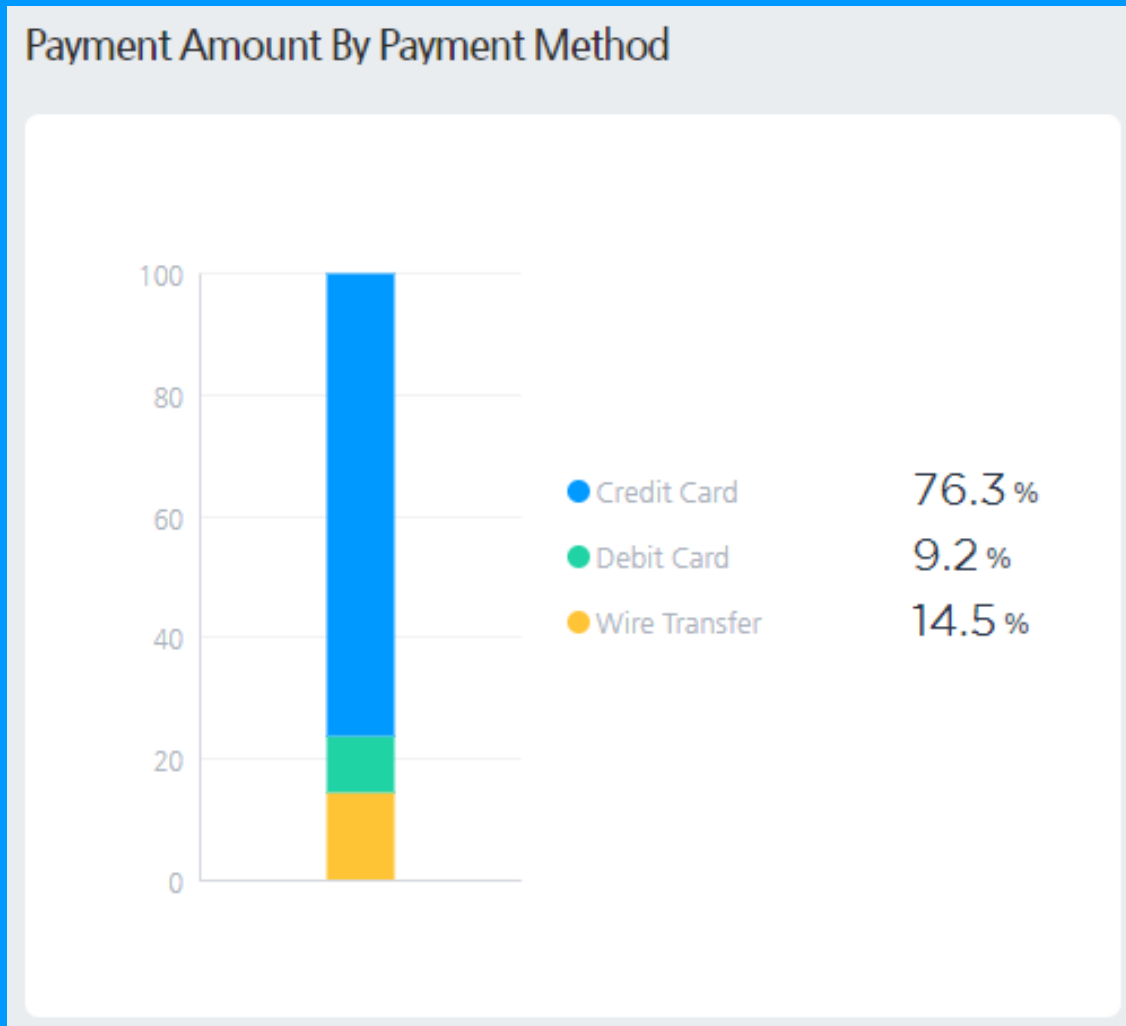
Lump sum and installment analysis

Amount & frequency distribution by credit card company, and Lump sum & installment distribution

Credit & Debit Card Payment Amount By Lump-sum / Installment

- Lump-sum: **78.1**%
- Installment: **21.9**%
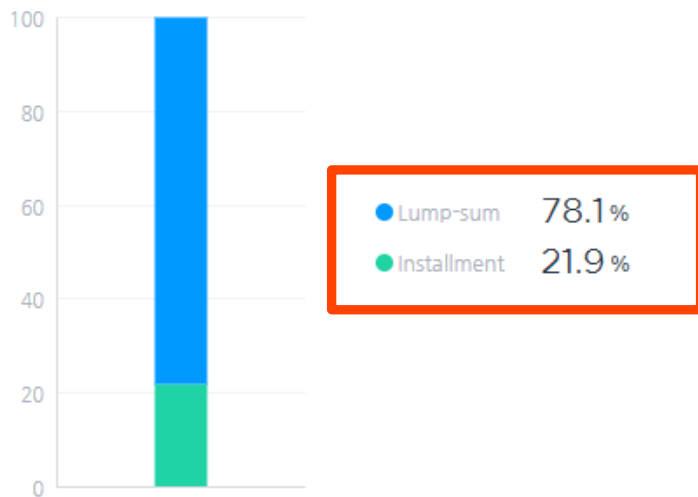
Credit & Debit Card Number of Payments By Lump-sum / Installment

- Lump-sum: **95.1**%
- Installment: **4.9**%

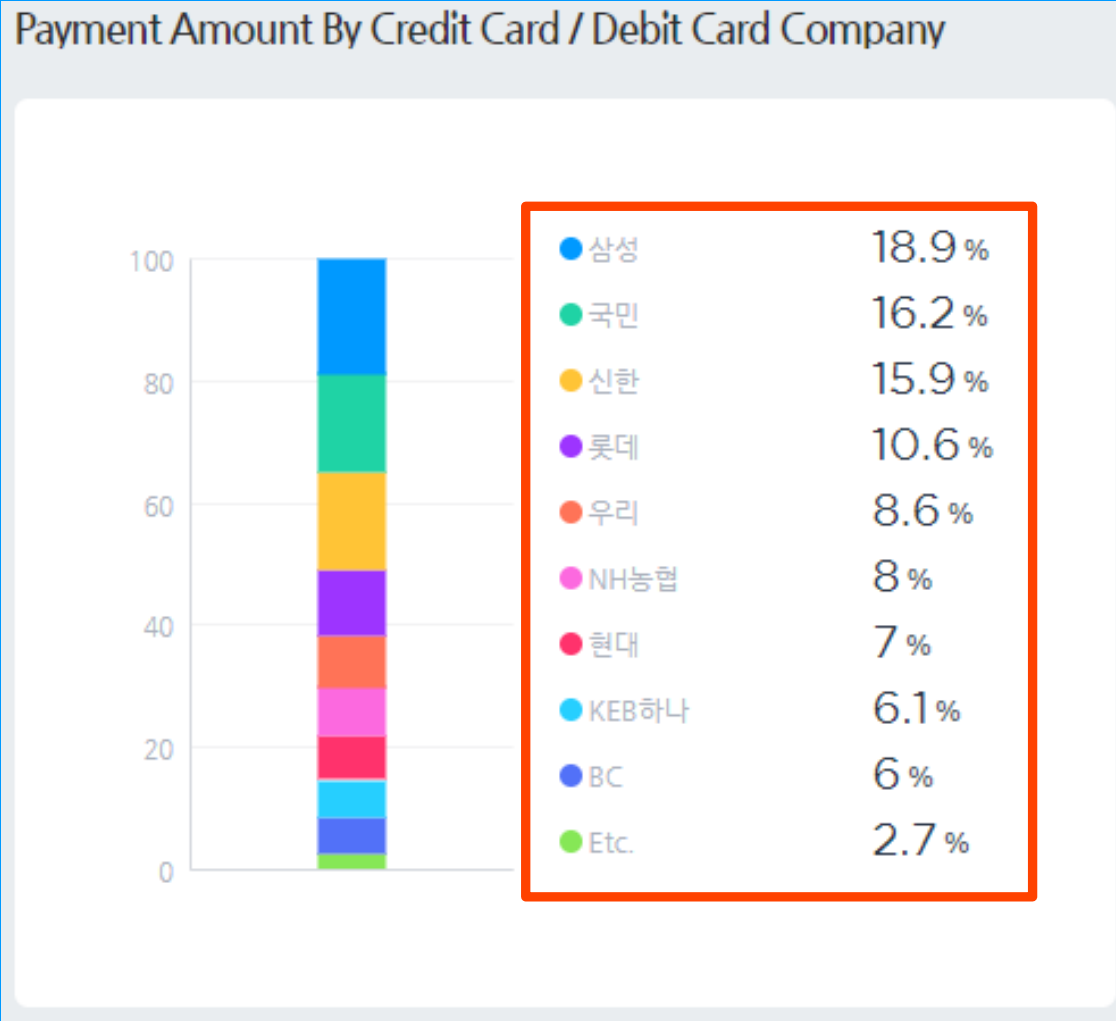# Domestic/Overseas Payment Analysis

Domestic/Overseas Payment Analysis

Credit & Debit Card Payment Amount By Domestic/Overseas
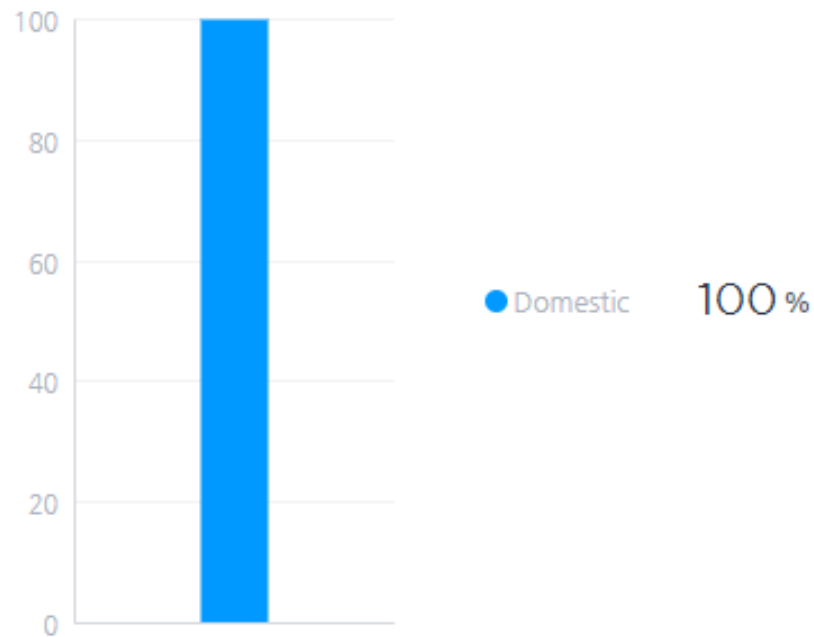
Payment Amount by Card Company

Payment Amount & Number of Payment distribution by Card Company

Payment Amount By Credit Card / Debit Card Company

Card Company	Percentage
삼성	18.9 %
국민	16.2 %
신한	15.9 %
롯데	10.6 %
우리	8.6 %
NH농협	8 %
현대	7 %
KEB하나	6.1 %
BC	6 %
Etc.	2.7 %

Payment Analysis Flows by Hour

Analysis of the change in the average amount and frequency of payment by hour/day

Differentiate by analyzing major sales time by industry and competitor
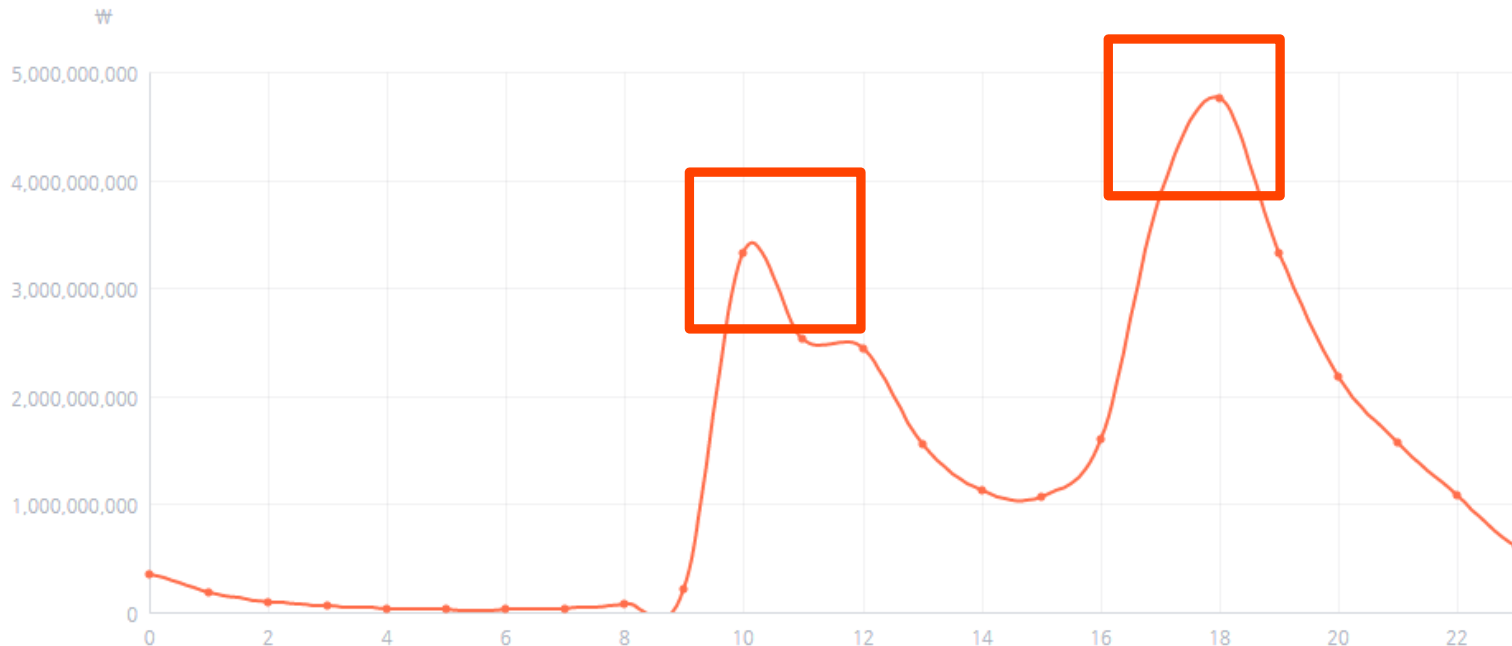
Compare re-purchase rate

Compare the ratio of payments made to the industry average and the industry's top 10 percent.

Retail VS. Category Repurchase Rate

☆ **72.7**%
배달... Repurchase rate ⓘ

☆ **36.5**%
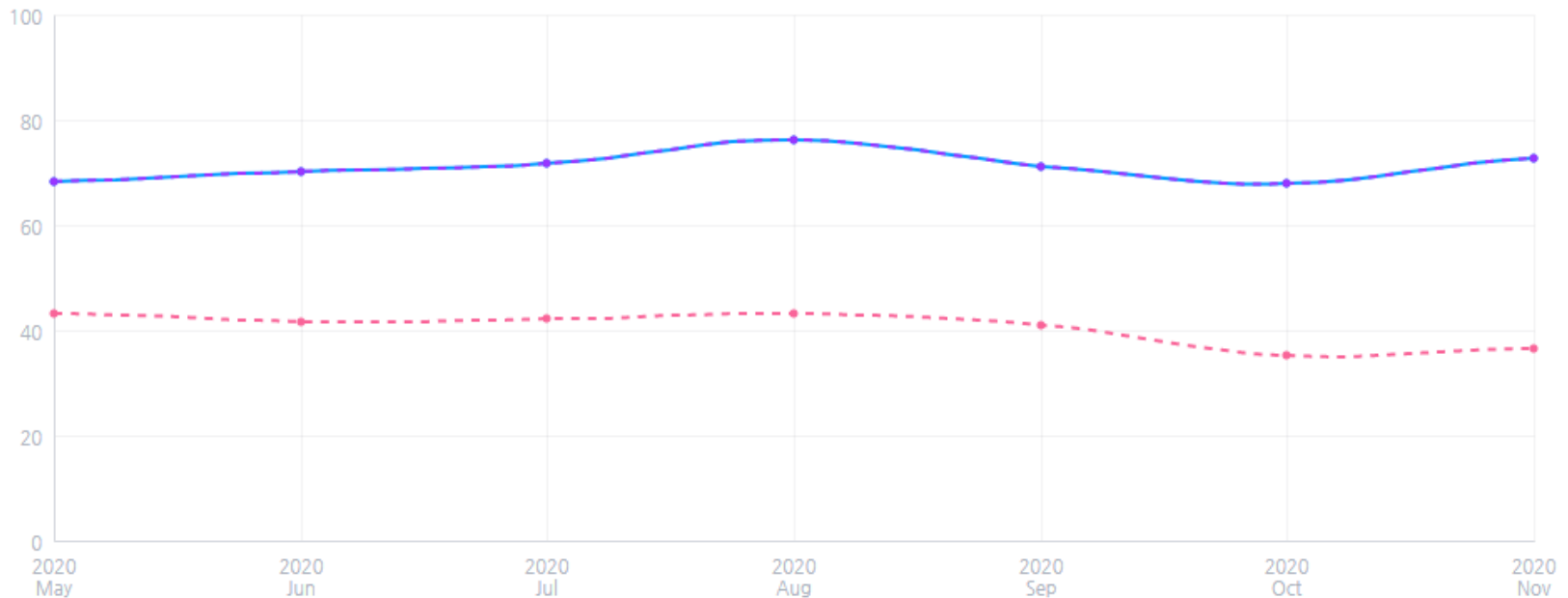AVG Deliv... Repurchase rate AVG.

☆ **72.7**%
TOP Deliv... Top 10% Repurchase rate AVG.

| 6M | 1Y | 2Y |

Retail that is frequently consumed together

Provide retail information consumed on the same date or month

| 쿠팡/쿠팡이츠 2 | | | | 2020. 11. ⌄ | Daily | **Monthly** |

Retails Frequently Payed Together ⓘ

| Same Month ⌄ | ALL CATEGORIES ⌄ |

네이버 Internet Service	4%	GS25 Convenience store	3.8%	씨유(CU) Convenience store	3.7%	배달의민족 Delivery	2.9%
파리바게뜨/파리크... Bread/Cake	2.5%	세븐일레븐 Convenience store	2.4%	다이소 Department/Shop...	2.1%	이마트 Department/Shop...	1.8%
홈플러스 Department/Shop...	1.5%	스타벅스 Beverage	1.5%	11번가 TV/Internet shopp...	1.5%	옥션/G마켓/G9 TV/Internet shopp...	1.4%
emart24(위드미) Convenience store	1.4%	농협하나로마트 Department/Shop...	1%	맥도날드 Hamburger/Pizza	1%	위메프 TV/Internet shopp...	1%
DB손해보험 Insurance	1%	올리브영 Cosmetics	1%	GS홈쇼핑/GS Shop TV/Internet shopp...	0.9%	메리츠화재 Insurance	0.9%

Key Terms

- **App Market Intelligence**

Installer: Number of non-duplicated people installing the app in the selected period
User: Number of non-duplicated people using the app in the selected period
Usage Time: Number of hours that the app's users have stayed in the app for the selected period
Session: Number of times that app's users have run the app in the selected period

- **Retail Market Intelligence**

Retail: Individual retail brand or corporate name
Total Payment Amount: Payment amount includes VAT paid in retail by credit card, debit card, account transfer, and mobile phone small payment
Recognition of payment amount: The brand listed in the consumer's payment details/statements (Credit card payment statement, account transfer record)
Number of Payers: Number of non-duplicated people paid in the retail in the selected period
Allocation of amount: Payment amount is allocated to only one retail
Direct Management/Franchise: Franchise does not distinguish between direct management and franchise
Installment Payment: Recognized only in the first month of installment payment, and the full payment amount is included in the first month

Check <u>WISEAPP site FAQ</u> for additional terms

Historical statistics delivery period and update cycle

App Market Intelligence

- **Statistical period**

Actual Usage(Android App): Mar. 2016. ~

Actual Usage(Android Category/Developer): Apr. 2014~

Revenue/Value (Android App/Category/Developer): Jan. 2018 ~

Market Ranking(Android App): The last 2 months

Actual Usage(iOS App): Sep. 2020. ~

Actual Usage(iOS Category/Developer): Sep. 2020~

Revenue/Value (iOS App/Category/Developer): N/A

Market Ranking(iOS App): The last 2 months

- **Update Cycle**

Daily actual usage, Ranking, keyword, intrinsic value: D+1

Weekly actual usage : Second business day every week

Monthly actual usage: Forth business day every month

Daily Revenue : D+2

Retail Market Intelligence

- **Statistical period**

Monthly Payment Analysis: Jan. 2018~

Daily Payment Analysis: Jan. 2020 ~

- **Update Cycle**

Daily Data: D+1

Monthly Data: Forth business day every month

Service Price List

	App Market	Retail Market	App + Retail
Access License	5 Accounts	5 Accounts	5 + 5
Annual Cost	$ 20M	$ 40M	$ 50M

Price changes depending on the number of accounts   VAT excluded

	App Market	Retail Market	App + Retail
1 Year	$ 20M	$ 40M	$ 50M
2 Year	$ 36M	$ 72M	$ 90M
3 Year	$ 48M	$ 96M	$ 120M

Provide additional discount according to multi-year contracts   VAT excluded

The End

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