



Current Retail business state of paperless trade in Korea

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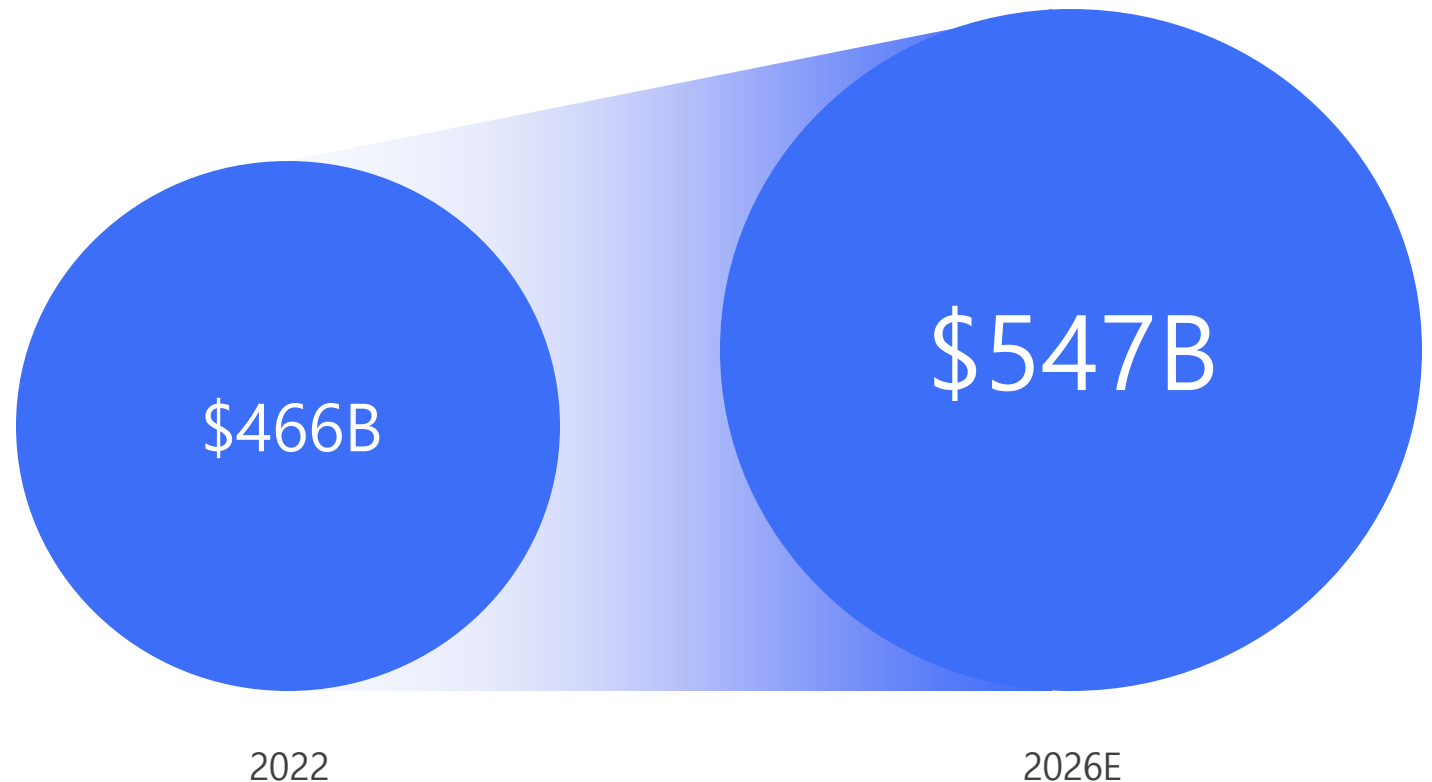
1. Introduction of Coupang

E-Commerce

The Korean e-commerce segment is projected to exceed \$547 billion in sales by 2026.

CAGR 2022 – 2026E

Total Commerce CAGR: 4%



1. Introduction of Coupang

Offices

11 cities

Global offices in 11 cities in Korea, Taiwan, the U.S., and beyond

18 million

active customers

18M active customers

Quarterly Report (Q4 2022)

\$1.2 billion

invested in SMEs

Continual investment to support SMEs

(2020-2022)

3rd largest

Employer in Korea

We are the third largest private workforce in Korea

NPS report (Dec, 2022)

1. Introduction of Coupang

100+

logistics centers

Over 100 fulfillment and logistics centers in over 30 cities, encompassing over 40 million square feet

70% of Korean population

Within 7 miles

70% of the Korean population lives within 7 miles (10 km) of a Coupang logistics center

85%

85% of Rocket Delivery orders delivered without additional cardboard box packaging, saving the equivalent of 9 million trees

(based on 2022)

1. Introduction of Coupang

Offerings

Coupang customers benefit from exponentially better experiences, 24 hours a day, 365 days a year. Everything we do is built around the lives of our customers, and we work hard to ensure speed, convenience, choice, and value — every day.



Rocket Delivery



Rocket Fresh



Coupang Eats



Coupang Play



Coupang Pay



Rocket Jikgu



WHY DO CUSTOMERS CHOOSE COUPANG?

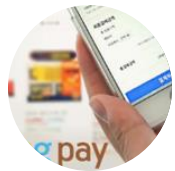


Convenient Rocket Delivery

Next day delivery, dawn delivery, same day delivery, weekend and holiday delivery.

WOW Membership

Benefits for Rocket WOW club.



Coupang Pay

Simple & easy one-touch payment solution, pay later.

Customer-centric Service

Open 365 days, customer call center, Packaging innovation (Eco bag, Rocket Fresh bag etc)



Wide selection

Because when it comes to product selection, more is more.

Fresh Food Galore

Groceries, baked goods & more.



Global Jikgu Shopping

Offering a unique selection from across the world.

Rocket Ecosystem

Food delivery, content streaming & live commerce



2. Cooperation through MOU with KCS

- **Expedited customs clearance and effective channel of communication**
 - Transmit order/transaction info to KCS in advance when shipping items from an exporting country.
 - Prevent dangerous goods in advance which can harm citizen's safety or public health
 - Fast customs clearance of Jikgu items after the arrival in Korea
 - Promote institutional reform and provide higher quality services to consumers through close collaboration with KCS

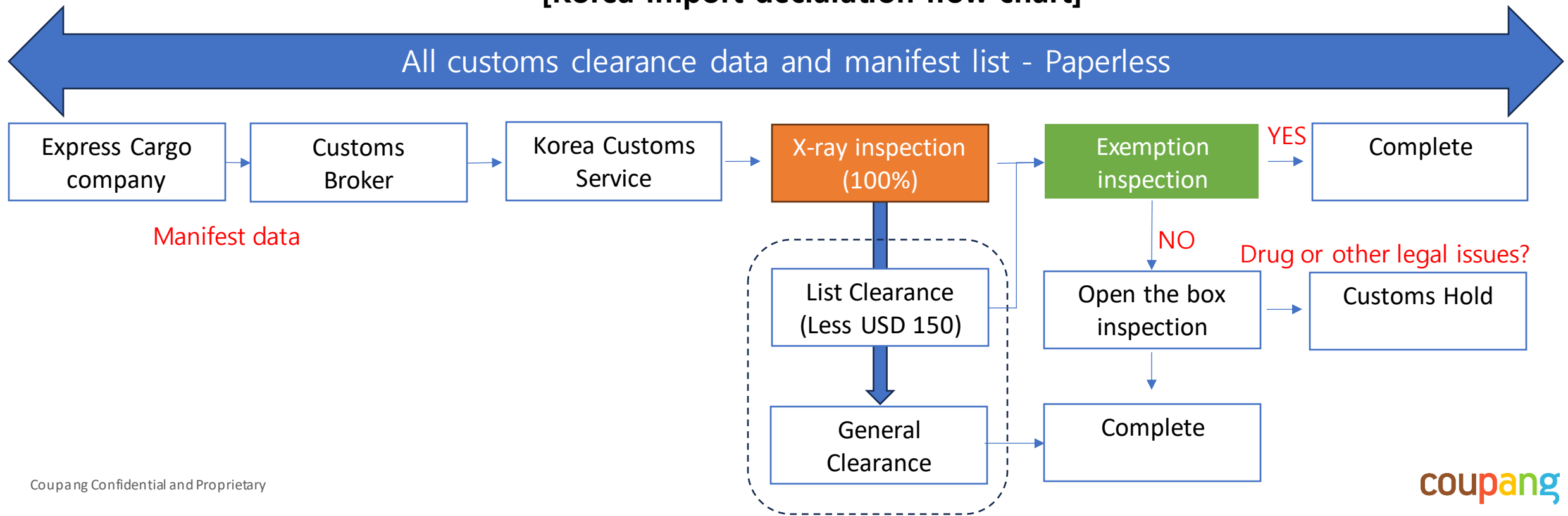
- **Similar collaborative arrangements by overseas customs authorities**
 - US (CBP) : Amazon, eBay, UPS, Fedex
 - China(Chinese Customs Service) : Alibaba group, Jingdong



3. Current retail business state of paperless trade in Korea

- All Import/Export declaration data transferred to KCS' system (Unipass) paperless
- According to the Korean Customs Act, data related to import/export declaration must be kept 5 years for import and 3 years for export and can be optionally managed in paper or soft copy format.

[Korea Import declaration flow chart]



coupang