

Gogolook | 6902



Gogolook

Aug 2024

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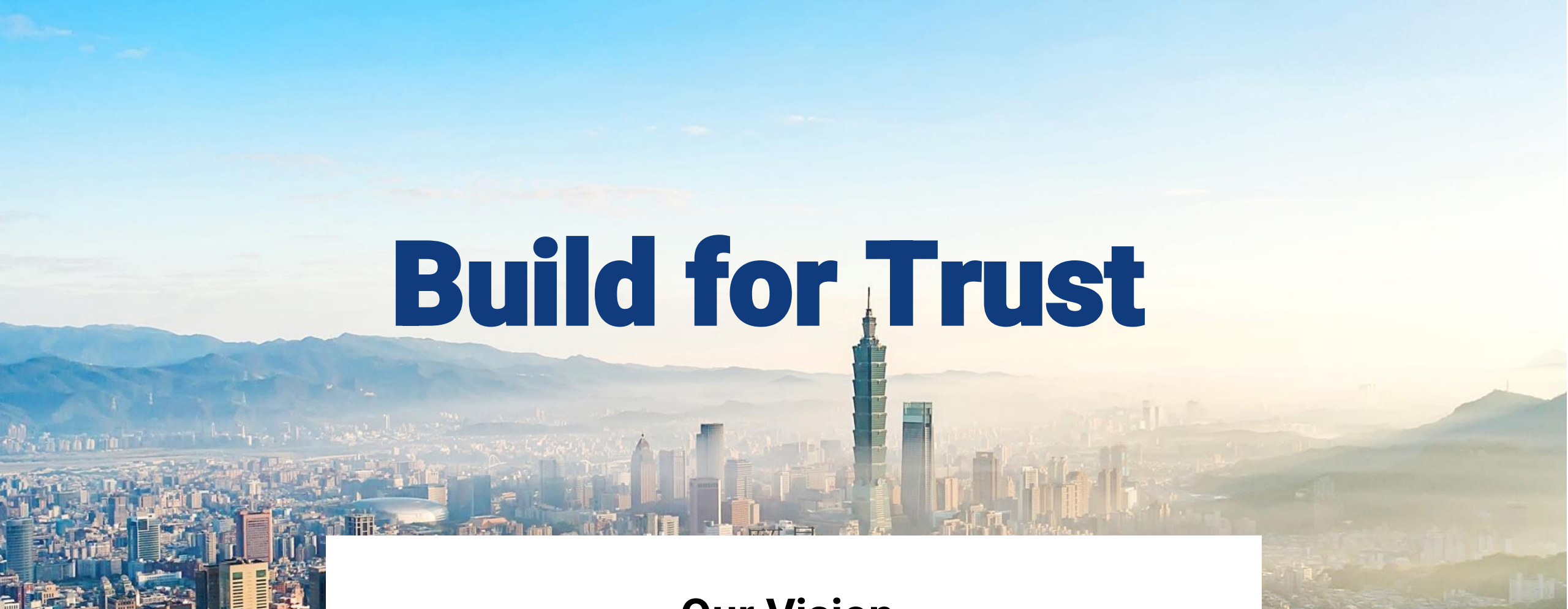
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Agenda

- 1 **Company Overview**
- 2 **Business Models**
- 3 **Growth Strategy**
- 4 **1H24 Results & Outlook**
- 5 **Financial Performance**

Company Overview



Build for Trust

Our Vision

Committed to building a global trust network, Gogolook empowers individuals with trust through technology

Gogolook

- ✓ **Gogolook** is the world's leading **TrustTech** company. Through our proprietary anti-scam database and AI technology, we provide digital anti-scam and risk management-as-a-service.
- ✓ **Whoscall**, the personal digital anti-scam app developed by Gogolook, has over 100 mn downloads worldwide. With over 17 mn monthly active users (MAU), our main markets include Taiwan, Thailand, Japan, Korea, Hong Kong, Brazil, and Malaysia, making it the largest phone number database in East Asia and Southeast Asia.
- ✓ We believe innovation with a focus on “trust”, company culture that is open, fostering innovation, and attractive to top-tier global talents, and services that offer exceptional user experiences are the foundations of our competitive advantage. Leveraging our anti-scam database and AI technology, **Roo.Cash**, our personal finance marketplace, has rapidly and continuously enhanced user stickiness and gained market share in Taiwan. Gogolook also provides AI-driven **enterprise anti-scam solutions**, exploring new services in personal cybersecurity and fintech while actively pursuing overseas opportunities.
- ✓ With the aim to become the world's leading TrustTech company, Gogolook is committed to creating resilient and diversified revenue streams to achieve a long-term growth above the industry average. We also aim to achieve sustained revenue and profit growth through maintaining outstanding investment efficiency.

Gogolook at a Glance

2012

Established

NT\$ **320** mn

Paid-in Capital

NT\$ **771** mn

2023 Revenue (+83% YoY)

276

Employees*

7

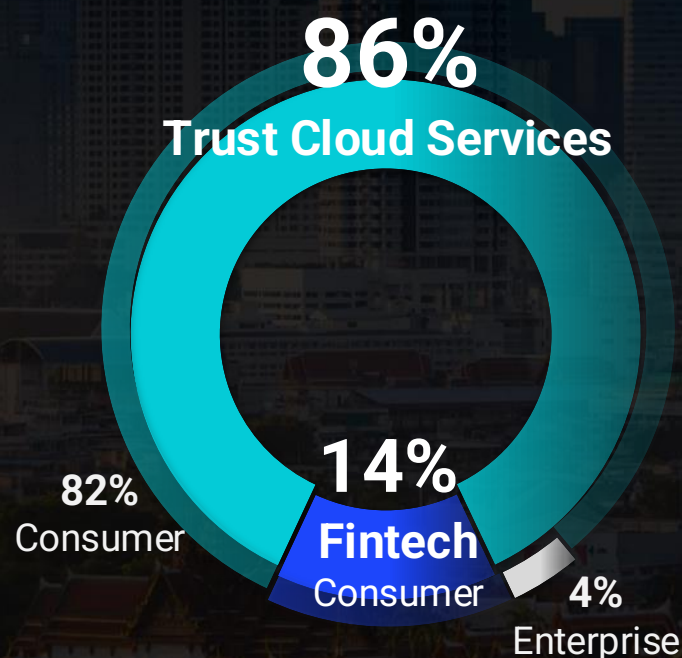
Major Markets

10 bn

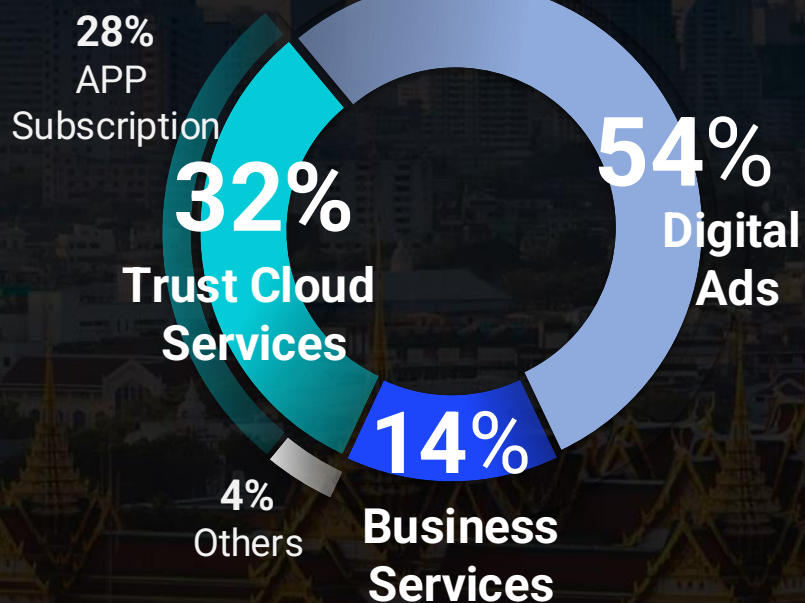
Malicious Calls &
Messages Blocked

* As of 2Q24. Starting from 2024, the calculation basis has been changed. Prior to 4Q23, only full-time employees were included in the calculation.

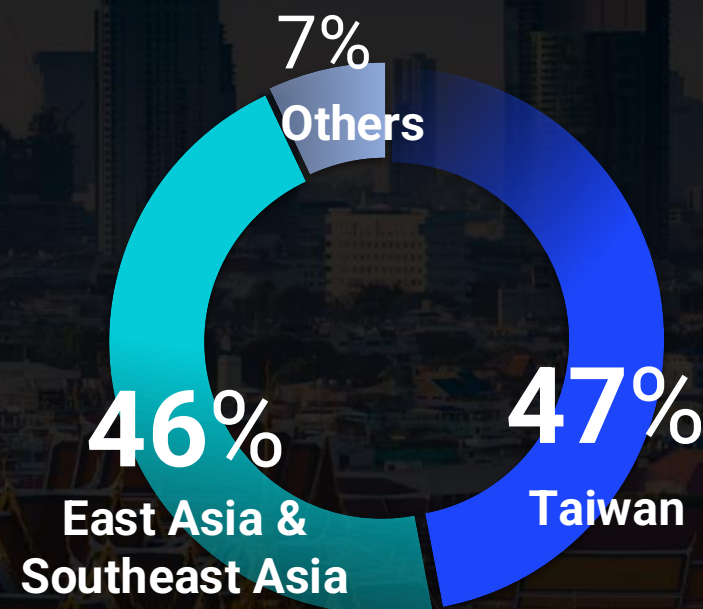
Diversifying Revenue Sources with Better Visibility



By Service



By Business Model



By Region

Company Overview

Management Team



Jackie Cheng

Chairman & Co-Founder

Master of Technology
Management, Tsing
Hua University



Jeff Kuo

CEO & Co-Founder

Ph.D of Industrial
Engineering, Tsing Hua
University



Reiny Song

CTO & Co-Founder

Master of Technology
Management, Tsing Hua
University



Manwoo Joo

COO

Master of Business
Administration, Helsinki
School of Economic

- Naver Business Platform, Head of MKT & Ops Div
- eBay Korea, General Manager.

Our team comprises specialists in AI, data, cybersecurity, Fintech... etc.

50 %

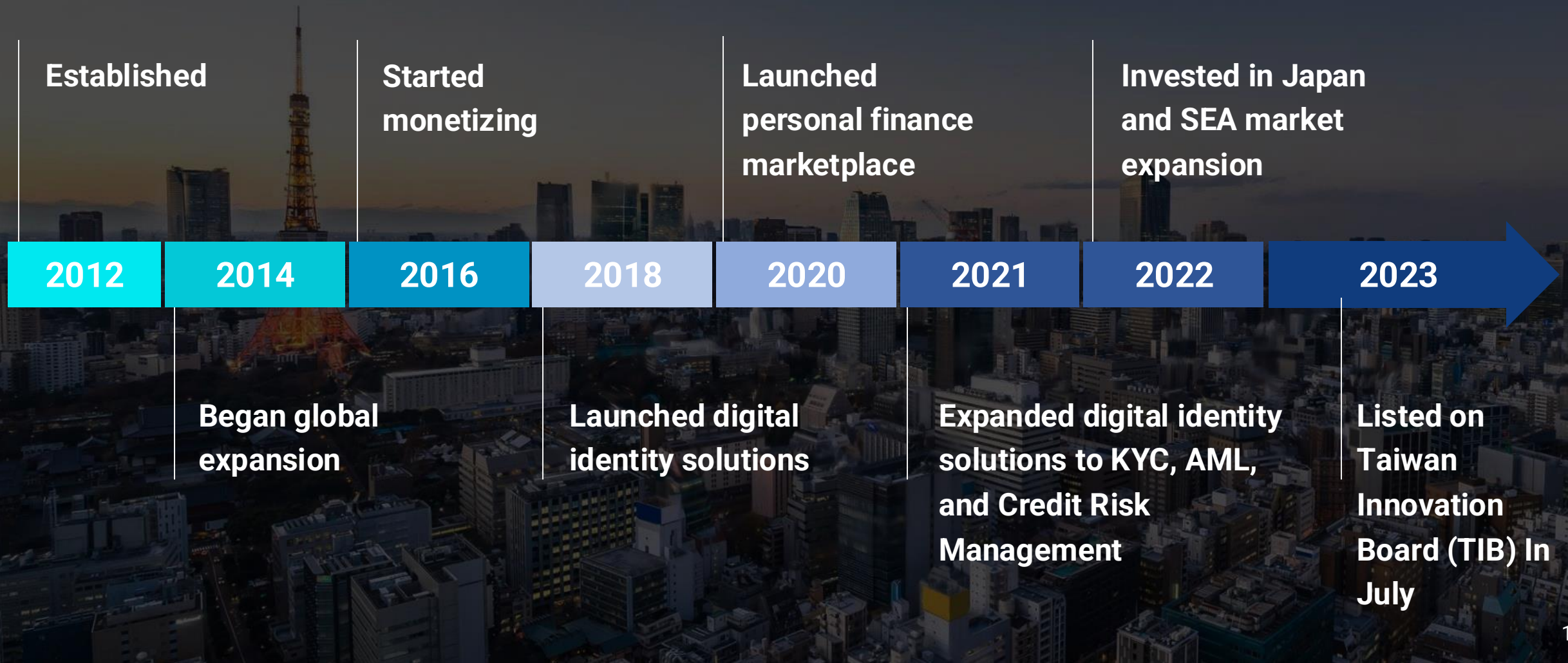
Engineers as % of
total employees

Multinational Team

9 Countries

Number of countries
employees come from

Milestone



Leading AI and Data Technology

#On-Device ML #Generative AI
#Predictive Modeling #NLP

High-Quality Database

#The Most Comprehensive Anti-Fraud Database in
East Asia and Southeast Asia #Phone Number #URL
#Reputation #Crypto Wallet Addresses

Gogolook

Innovative Anti-Fraud Solutions

#Whoscall #Auntie Meiyu #Roo.Cash #Message Checker
#JUJI #Moonkat #Identity Suite #Watchmen #AIDD

Exceptional User Experience

#App Store 4.8 stars #Google Play 4.5 stars
#High Penetration Rate
(Taiwan 50%, Bangkok 35%, Hong Kong 20%)

Government Partnerships

Joint Campaigns to Fight against Fraud
Exchanging the Latest Information and Database



Korea

Financial Service
Commission



Japan

The Fukuoka City
Government



Taiwan

National Police
Agency



Thailand

Royal Police



Malaysia

Royal Malaysia
Police



Hon Kong

Police Force

POLICE

Gogolook Becomes a Foundation Member of GASA

Facilitating the exchange of anti-scam information across regions

Gogolook

and for Trust



Sustainable Growth



Protecting Data Security and Privacy

- Obtained **ISO 27001** Information Security Management certification in 2020
- Obtained **ISO 27701** Privacy Information Management certification in 2021



Diversity and Inclusion

- **276** Employees from **9** different countries with an average age of **33** and **40%** female managers*



Employee Satisfaction

- Implementing a regular “**Remote-First**” policy not only provides better flexibility and efficiency, but also conserves energy and reduces carbon emissions
- Providing more flexible paid leave than required by law
- Employee Stock Ownership Plan



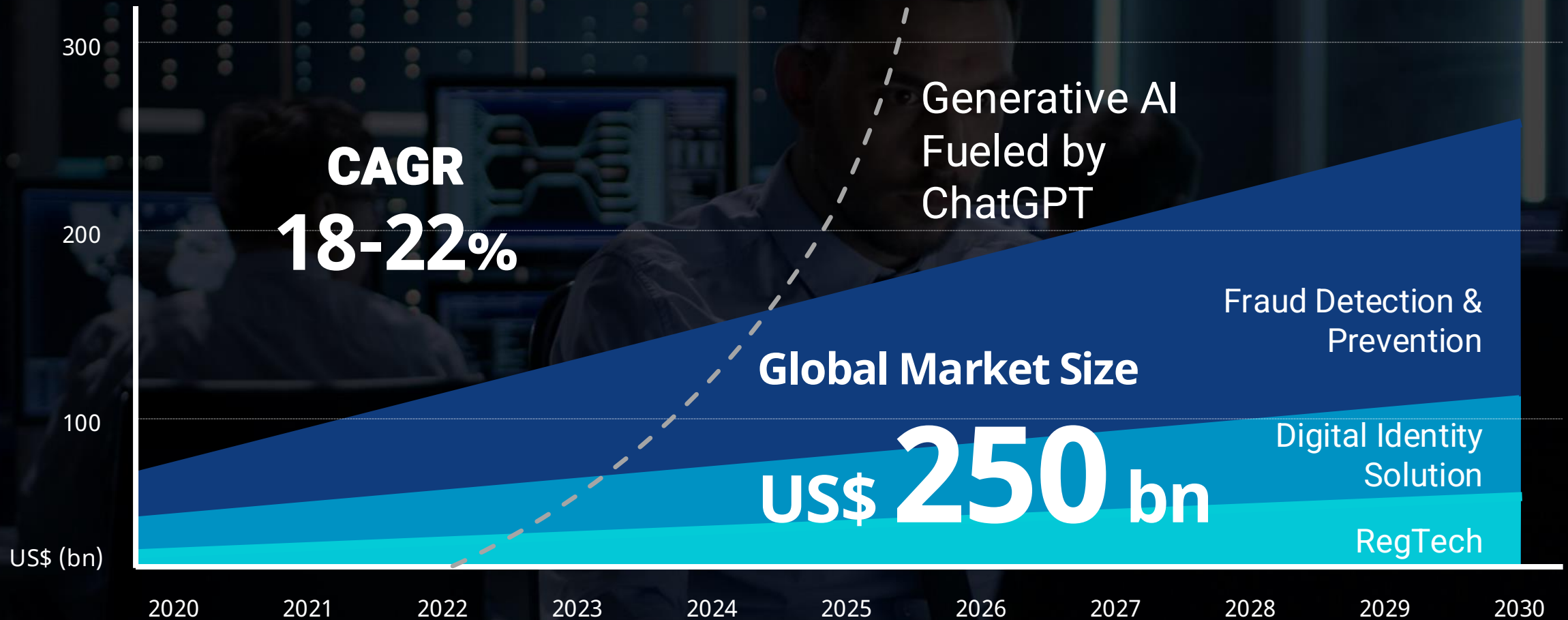
Building a Fraud-Free World

- Whoscall blocked over **10 bn** malicious calls and messages across the globe
- Detected over **5 mn** pieces of fake information on instant messengers
- Saved over **500** loan fraud victims

* As of 2Q24, the calculation basis has been changed. Starting from 2024, the calculation basis has been changed. Before 4Q23, only full-time employees were included in the calculation.

Business Models

TrustTech Markets are Growing Rapidly



References: Fortune Business Insight; Straits Research ; KBV research

Our Services

Gogolook Empowers Customers to Build Trust

Consumer Trust Cloud Services

- Whoscall
- Call Defender
- Auntie Meiyu
- Message Checker

Enterprise Trust Cloud Services

- Identity Suite
- Brand Identity Protection
- Anti-Fraud API Services

Business Services

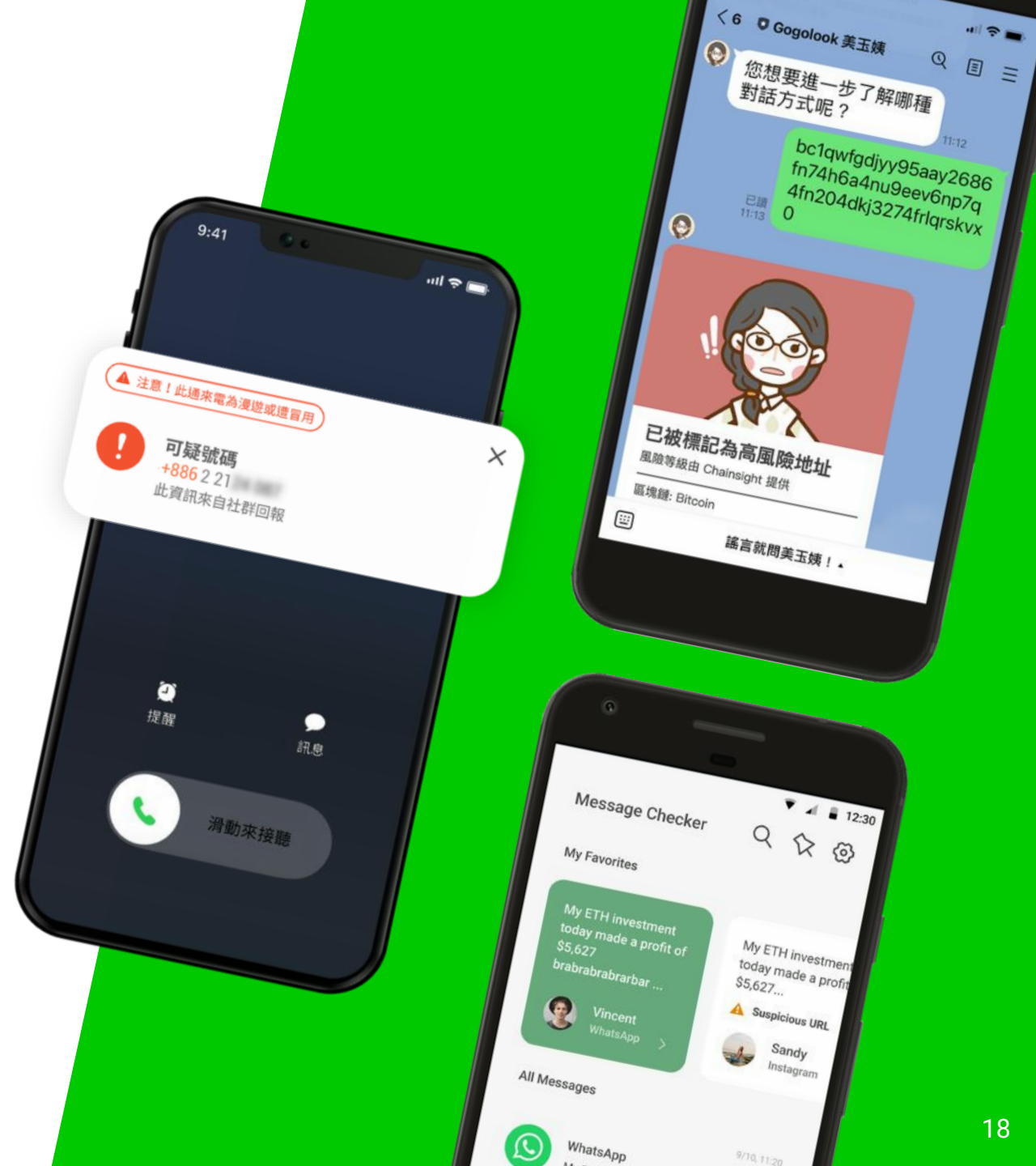
- Roo.Cash

Consumer Trust Cloud Services

whoscall



Message Checker



Whoscall: Caller ID & Block App

whoscall

Instant Identification of
Unknown Calls, Texts, and URLs



17 mn

Monthly Active Users



100 mn

Downloads



2.6 bn

Phone Number Database

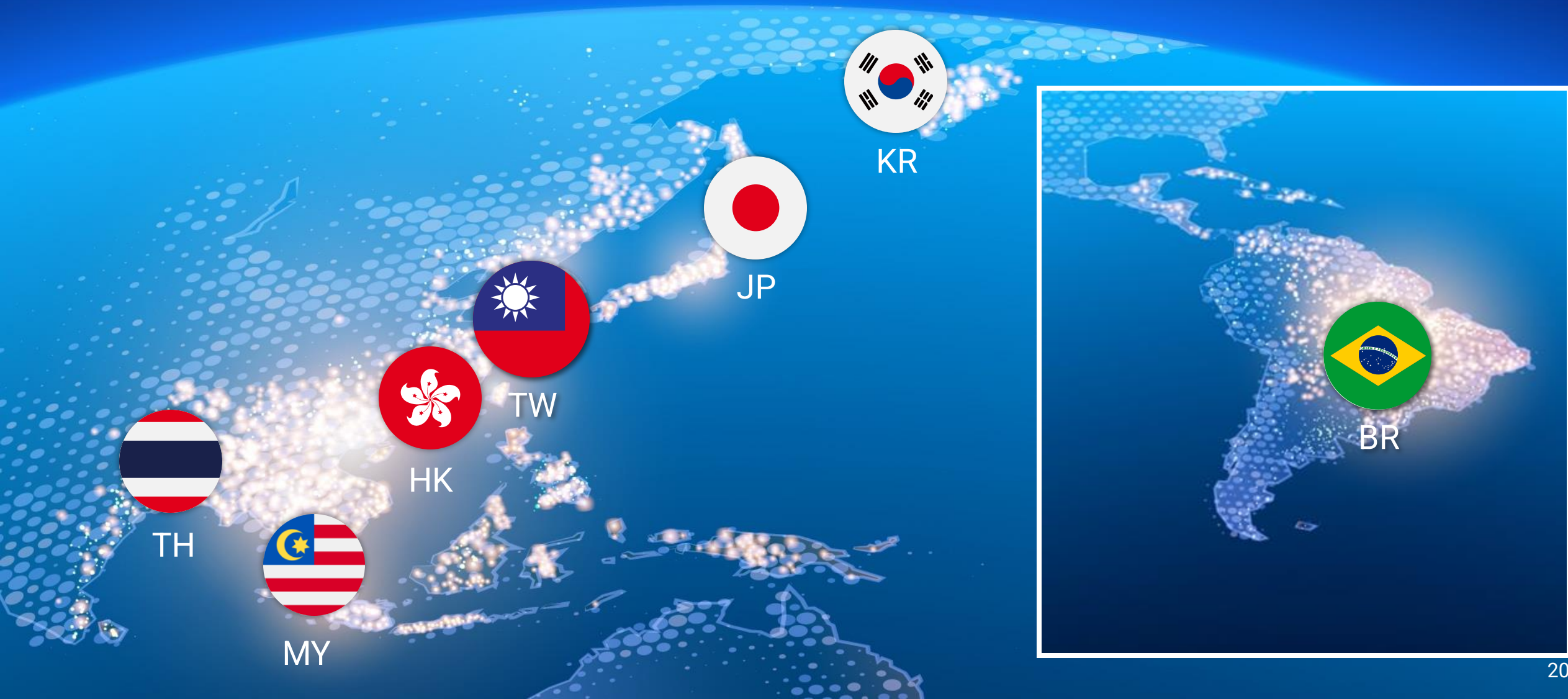


2 bn

Call Traffics per month

Business Models

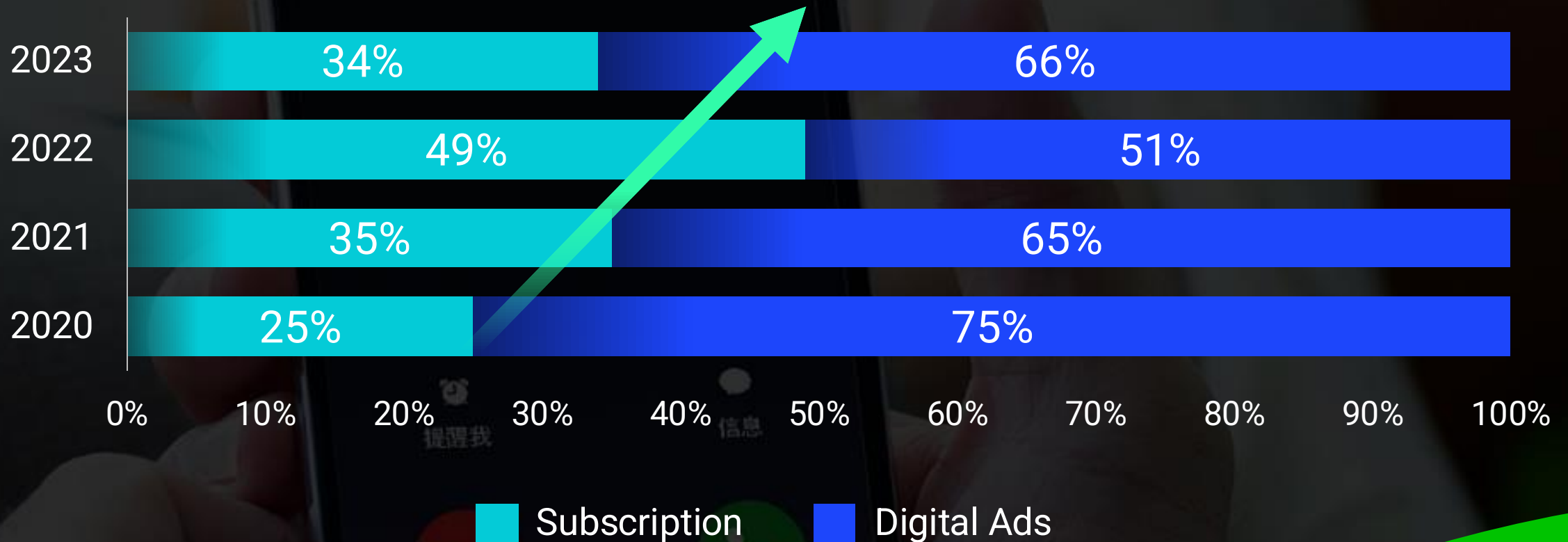
Global Presence



Subscription on a Par with Digital Ads

Accelerate subscription revenue growth by continuously introducing new features and enhancing user experience.

Whoscall Revenue Breakdown



Continuous Innovation of Consumer Trust Cloud Services

whoscall

Fact-checking
Chatbot

Auntie Meiyu

Data Access for
Enterprises

API / SDK

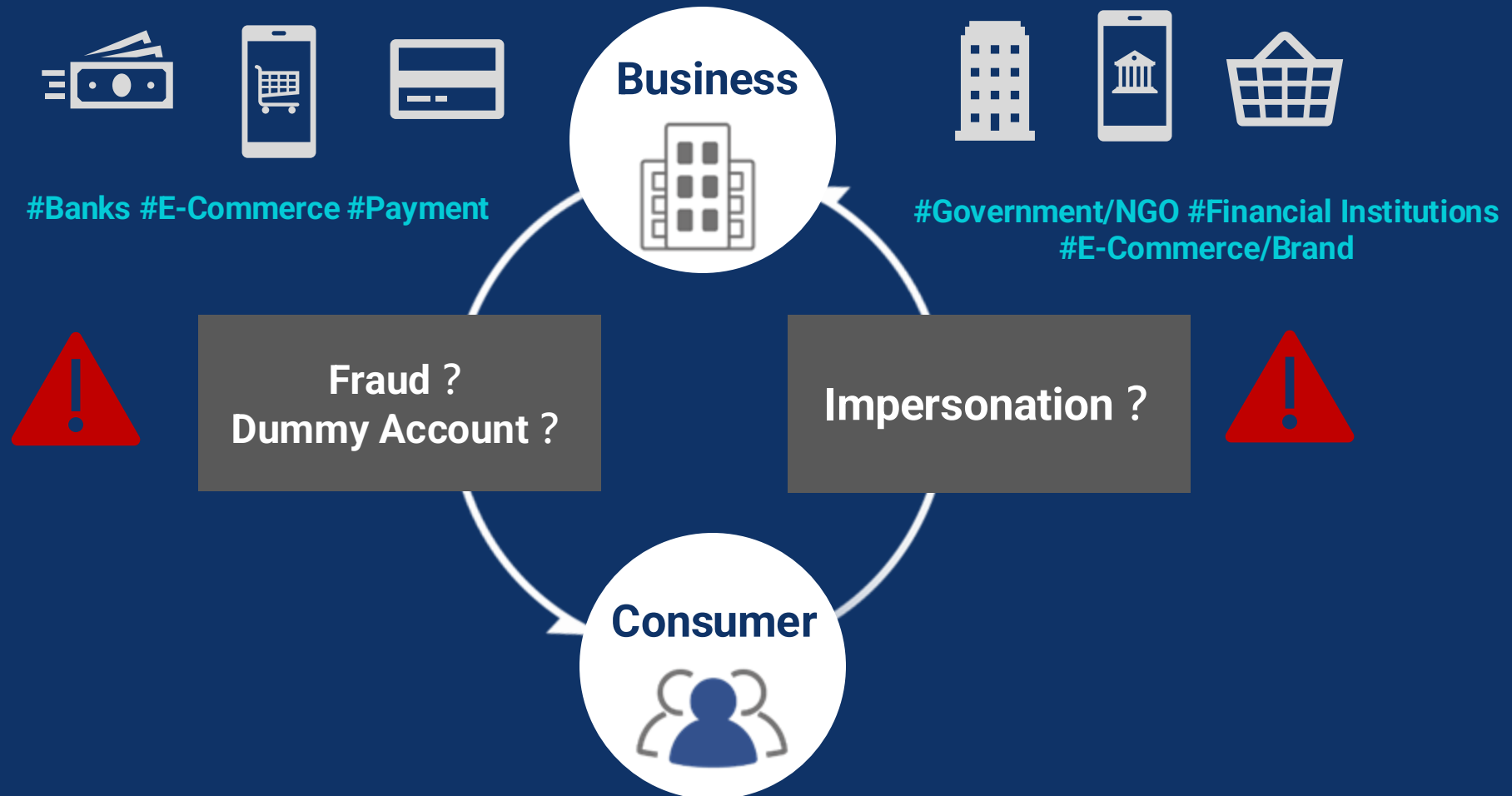
Text-Based Fraud
Protection APP

Message Checker

Blockchain
Fraud
Protection

Enterprise Trust Cloud Services

Trust Issues Arise Between Businesses and Consumers in the Digital Age



Enable Business and Consumer to Trust Each Other through Technology

Identity Suite

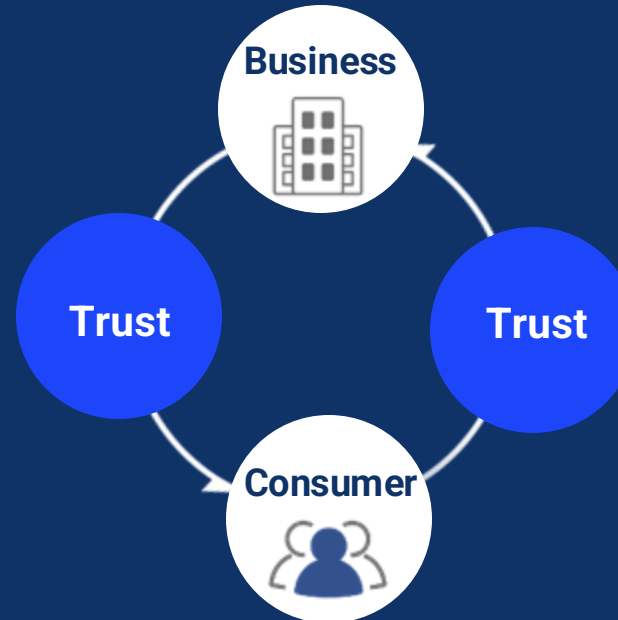
Digital Identity Verification

#Banks #E-Commerce #Payment

- ✓ Risk models with diverse data
- ✓ Comply with privacy regulations
- ✓ Reports with Risk Scores

Account Opening / Loan Origination
e-KYC / Fintech Innovations

A stable model that is able to accurately reflect risk, particularly for thin-file clients



Watchmen

Brand Protection

#Government/NGO #Financial Institutions
#E-Commerce/Brand

- ✓ Automatically detect business identity theft
- ✓ Activate the block mechanism immediately

Calls / SMS
URLs / Social Media

Able to activate the block mechanism immediately

Anti-Fraud Database Solutions : Direct Integration with Database for Enterprises

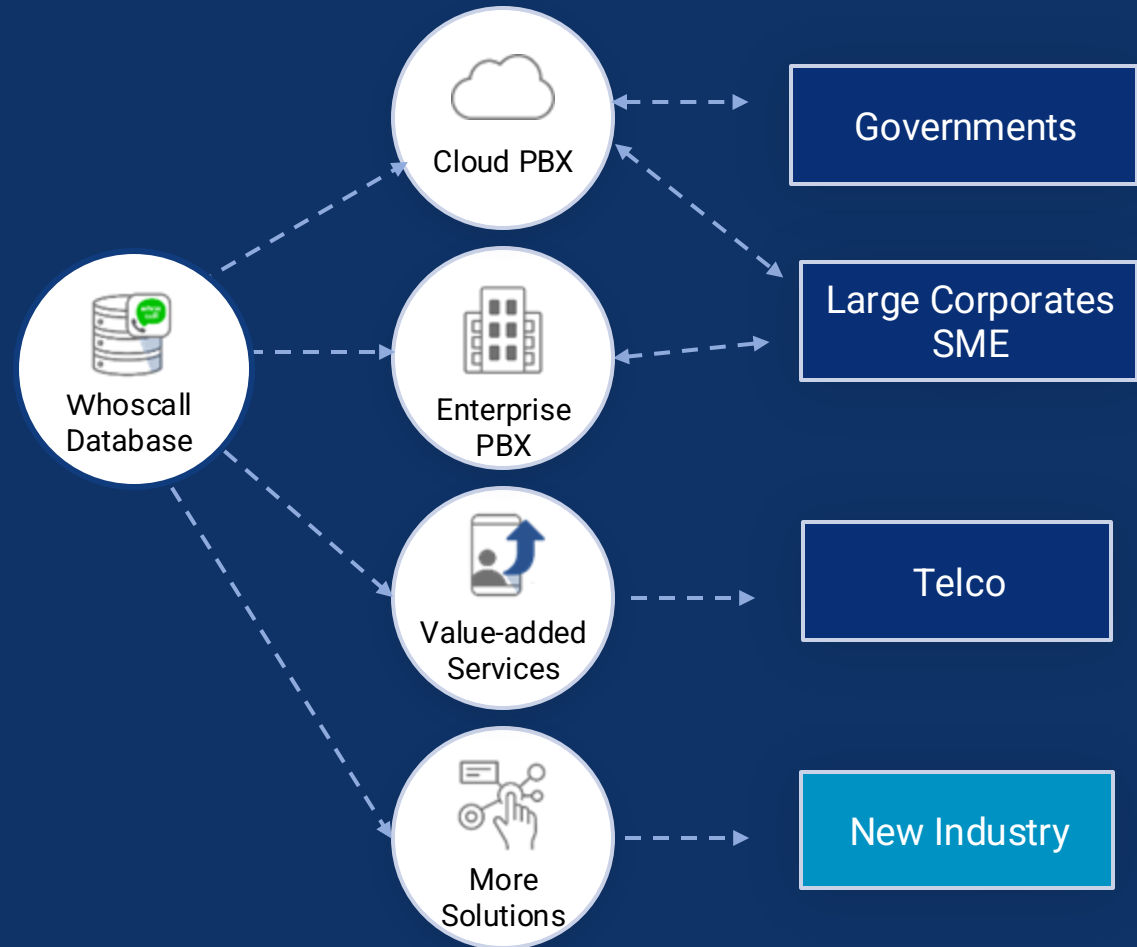
Anti-Fraud Database Solutions

API / SDK / PBX / Value-added Services

Caller ID and customer protection can be achieved without Whoscall installation

#Telco #Government #Large Corporate #SME

- ✓ Integrate database via API/SDK through data authorization



Business Services



Most Convenient and Secure Personal Finance Marketplace

Data security standards on a par with banks



Roo.Cash
袋鼠金融

- 💰 Comprehensive Personal Finance Platform
- 💰 Up-to-date Financial Product Comparison Tool
- 💰 Personalized Financial Product Recommendations



Business Models



**Number of Financial
Institution Partnerships**

20 +

MAU

2.3 M

**Number of
Registered Member**

80 K+

**Anti-scam
Database**

+

**Generative AI
Financial Chatbot**

+

**Social
Network**

Build up a Consumer Finance Ecosystem

Continue to enhance user stickiness and market share



Increase Customer Acquisition Efficiency through Multiple Channels

- ✓ **Whoscall** Brand Trust
- ✓ **AI Tech.** : Provide “Roo AI Intelligent Q&A Service” through Generative AI
- ✓ **Content + Social Network** : Articles, LINE official account, Roomy Financial Knowledge Chat Room, Financial Knowledge Podcast...etc



Recommend More Customized and Personalized Financial Services

- ✓ Based on **AI technology** & **membership analysis capabilities**
- ✓ **Enlarge the categories and the number of financial products**, including property insurance, wealth management...etc



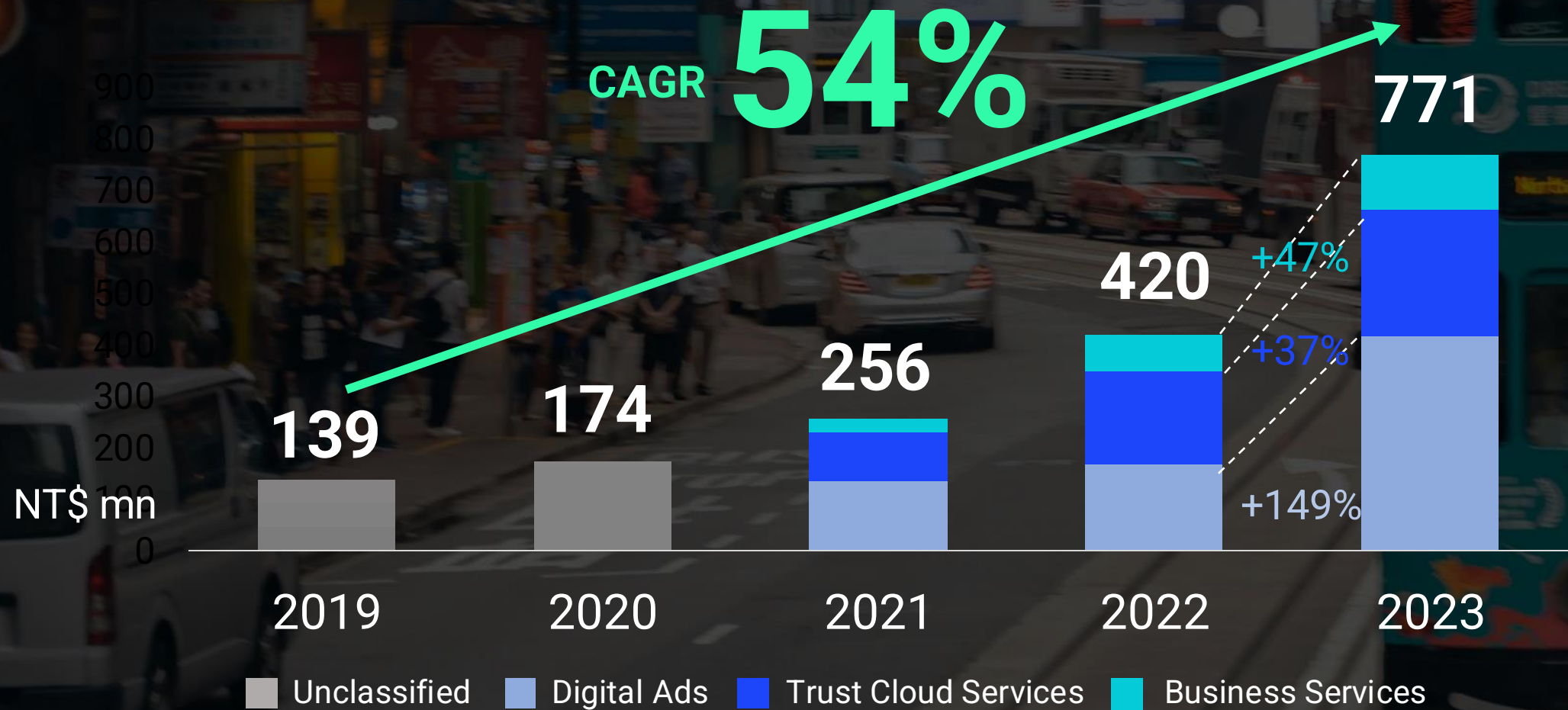
Explore Overseas Opportunities

- ✓ Explore Fintech opportunities in **Southeast Asia**.
- ✓ Seek for **collaboration opportunities with local enterprises**

Growth Strategy

Growth Strategy

Outgrowing The Industry Over The Long-Term



Continued to Grow Users and ARPU

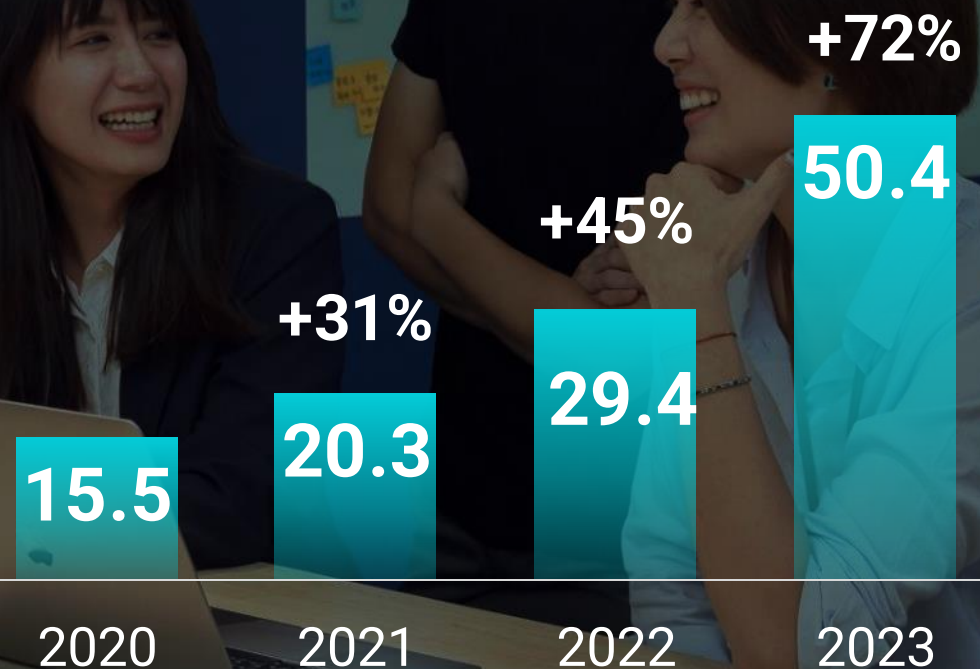
Whoscall Average MAU

mn / YoY%



Whoscall ARPU

NT\$ / YoY%



Multiple Long-Term Growth Drivers

**Develop New
Services &
Business Models**

Continuous innovation

- Developing a broader range of services that revolve around the core value of "Trust"
- Internal innovation and startup programs

**Expand
Overseas**

Promote Our Services to Overseas Markets

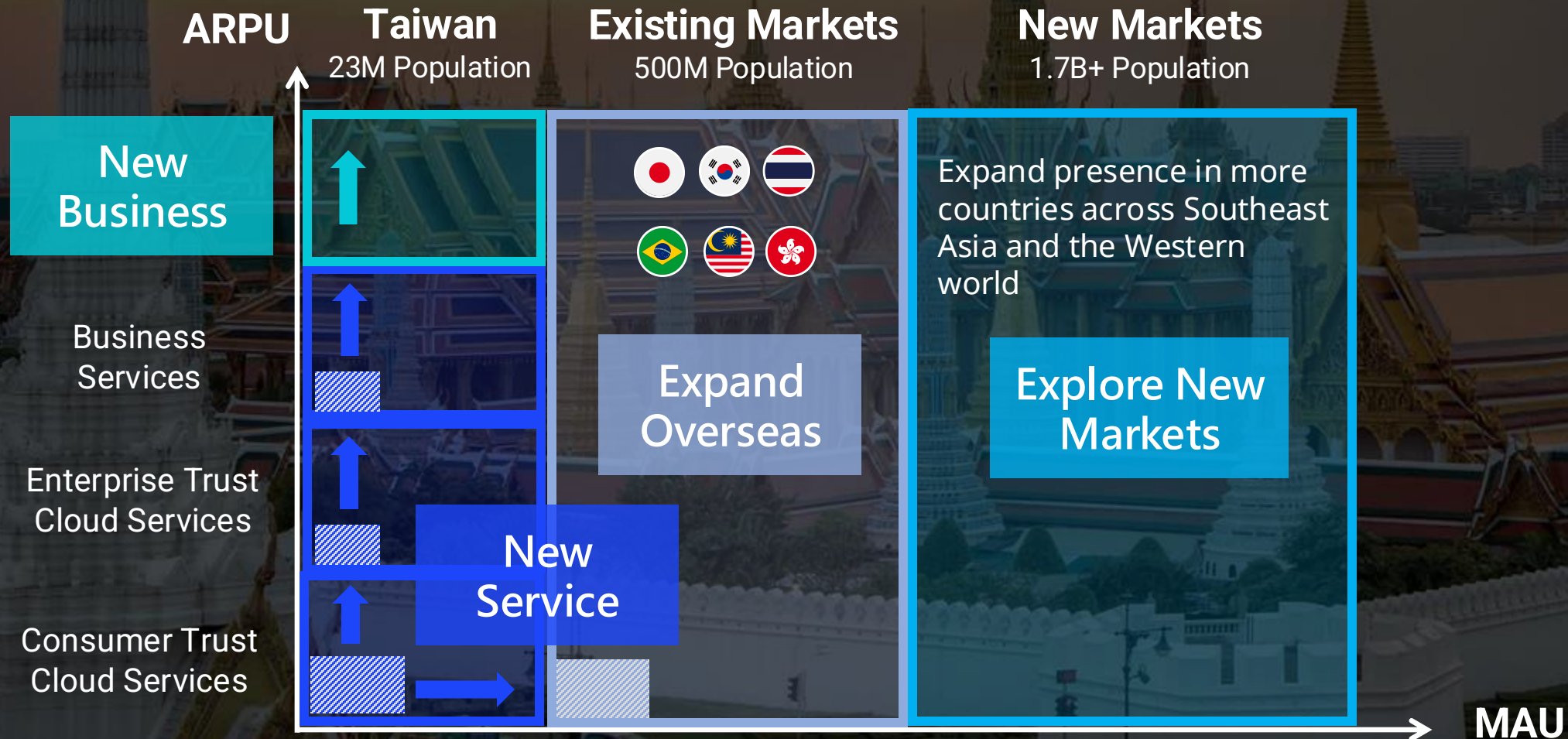
- Increase the penetration rate of our existing services
- Test and promote new services

**Explore New
Markets**

Resolving Trust Issues in More Countries

- Expand in more countries through multiple strategies

Diversified Growth in Multiple Countries and Sectors

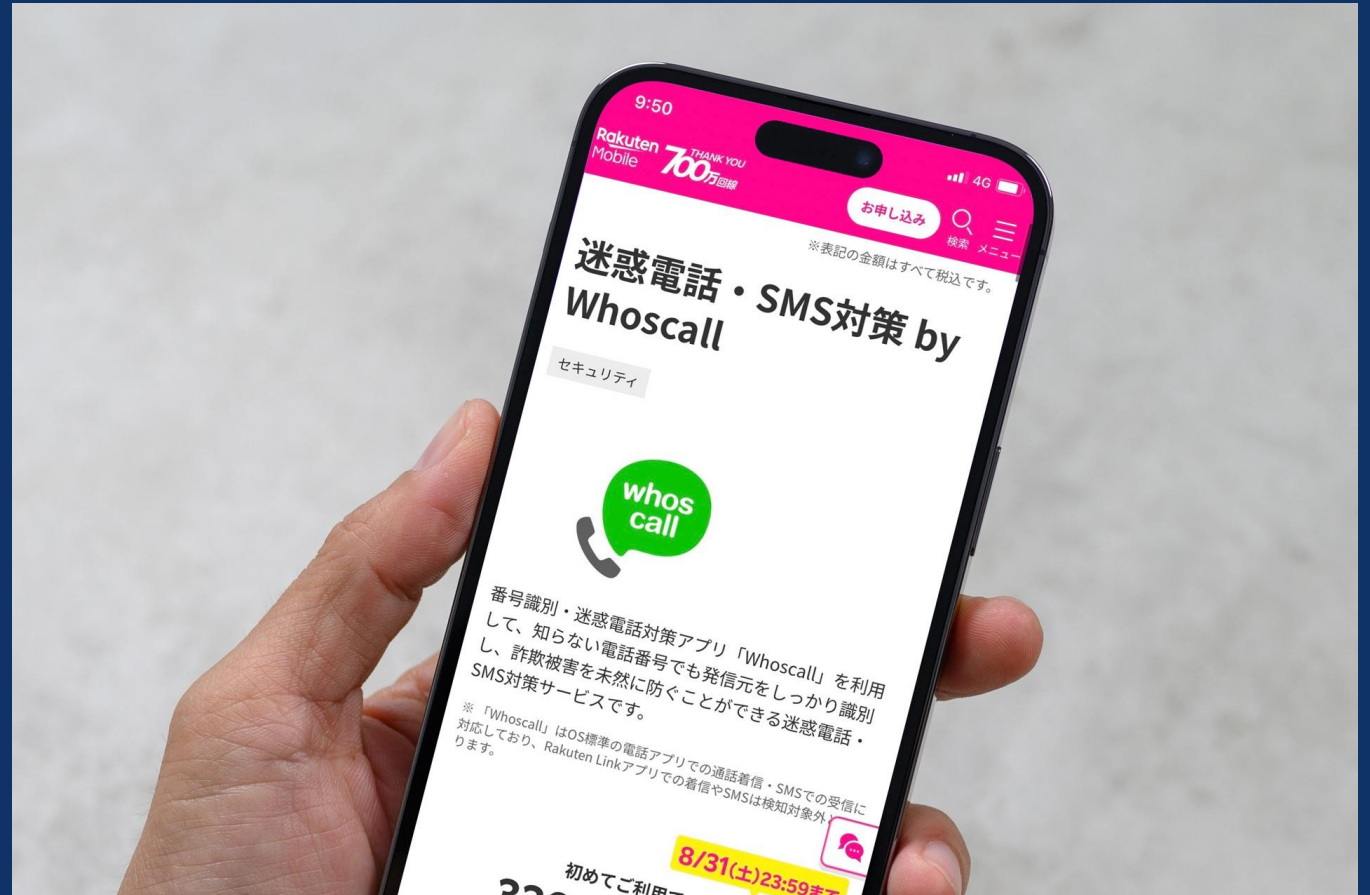


Whoscall Joins Rakuten Mobile Ecosystem in Japan

In July, Whoscall entered into a partnership with Rakuten Mobile, one of Japan's four major telecom operators.

This collaboration offers Rakuten Mobile users the exclusive caller identification and anti-fraud solutions (迷惑電話・SMS対策 by Whoscall).

This strategic collaboration highlights the growing trust in Whoscall's brand and the increasing demand for its services in the Japanese market.



Gogolook to Acquire ScamAdviser, an Anti-Scam Service Provider

Acquire a 100% stake in ScamAdviser for EUR 4.5 million in cash. The transaction completed in July 2024.

Synergies we aim to achieve: 1. Enhance our anti-scam capabilities and competitive advantage, 2. Accelerate growth in Enterprise Services, 3. Expand into new markets in Europe and North America.

Founded in 2012 and headquartered in the Netherlands, ScamAdviser offers risk rating and anti-scam services to corporate clients, accumulating a database with over 55 million web domains. Additionally, more than 6.5 million consumers utilize the ScamAdviser website every month to proactively assess the risks of unfamiliar URLs.



Growth Strategy

Expecting Higher Growth from Overseas Markets

NT\$ mn

Revenue

800

600

400

200

0

2020

2021

2022

2023

Taiwan

Overseas

63
111

+52%
+44%

96
160

+79%
+56%

171
249

+139%
+45%

409

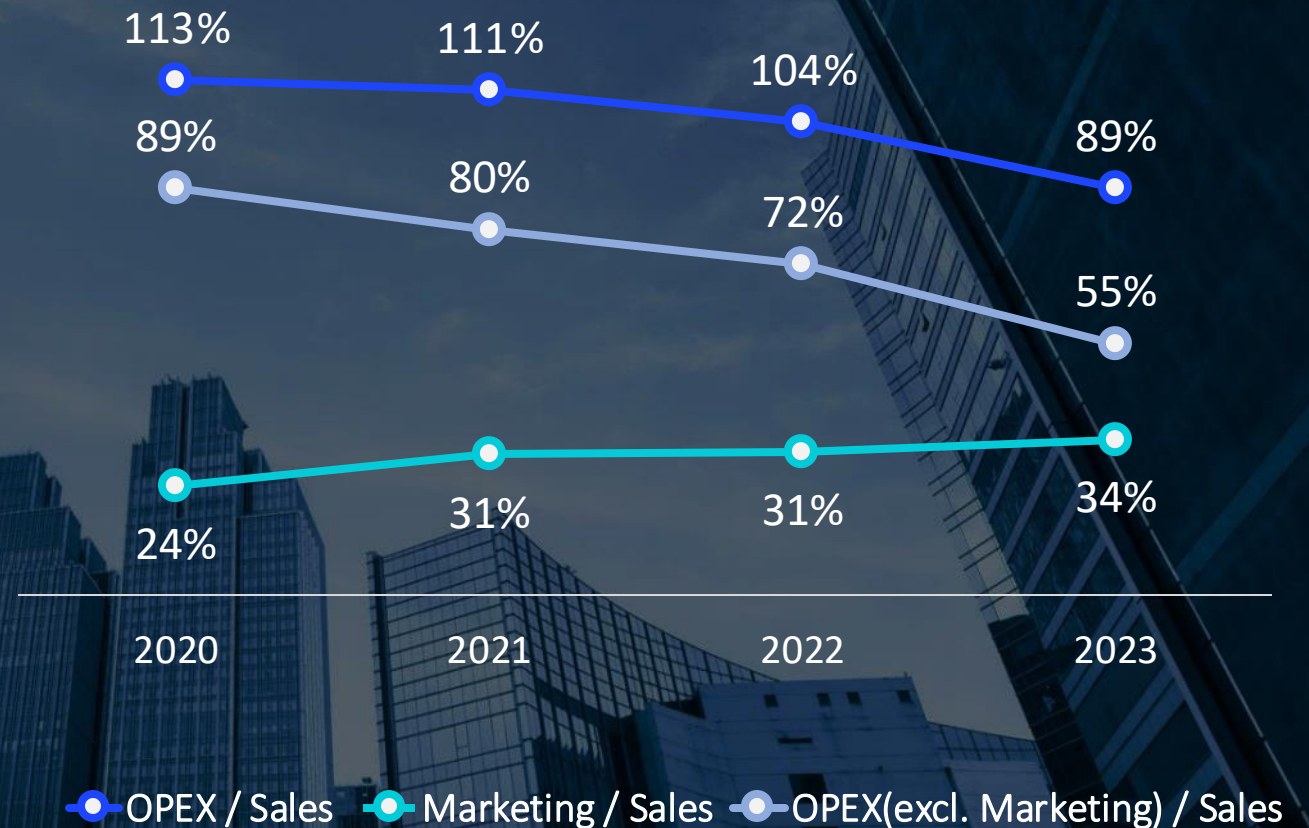
362

Improving Operating Efficiency

Lowering OPEX over the long-term

- ✓ Expand the economies of scale by continuous growth
- ✓ Replicate successful experiences to accelerate product innovation
- ✓ Diversified strategies for global expansion
- ✓ Gradually replace marketing expenditures with product-focused innovation

OPEX to Sales Ratio



Our Targets



Pursue Sustainable Revenue Growth

- ✓ Outgrow the Industry over the Long-Term
- ✓ Grow diversified revenue streams

Focus on Investment Returns and Long-Term Value Creation

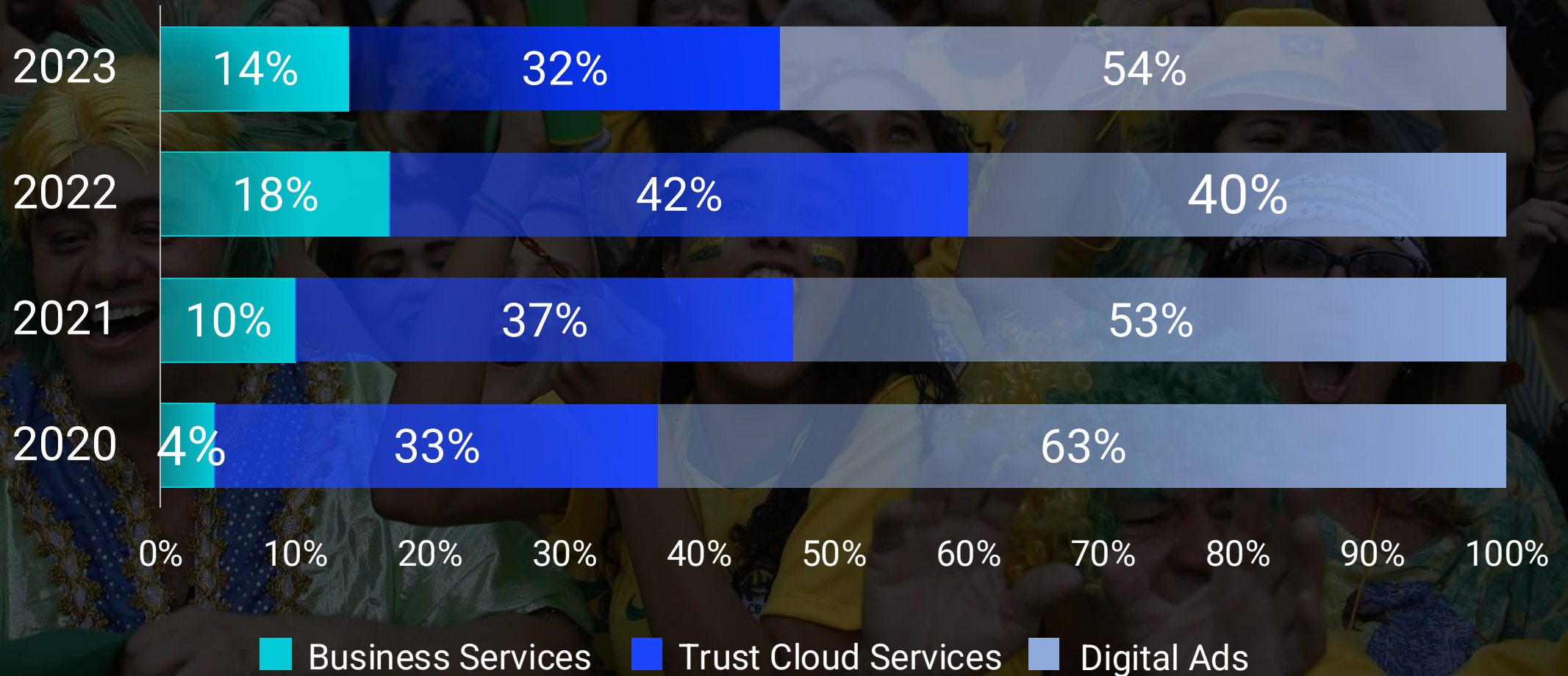
- ✓ Aim to reduce the opex ratio, achieving a mid-term target of below 65% and a long-term target of below 50%
- ✓ Strive to achieve substantial profit growth through outstanding Investment efficiency

Aim to Be One of the Best TrustTech Companies in the World

- ✓ Continuous innovation in personal cybersecurity, enterprise scam protection, and inclusive fintech
- ✓ Foster an innovative corporate culture, attract top-tier talents to offer services with exceptional user experiences

Financial Performance

Diversifying Revenue Sources with Better Visibility

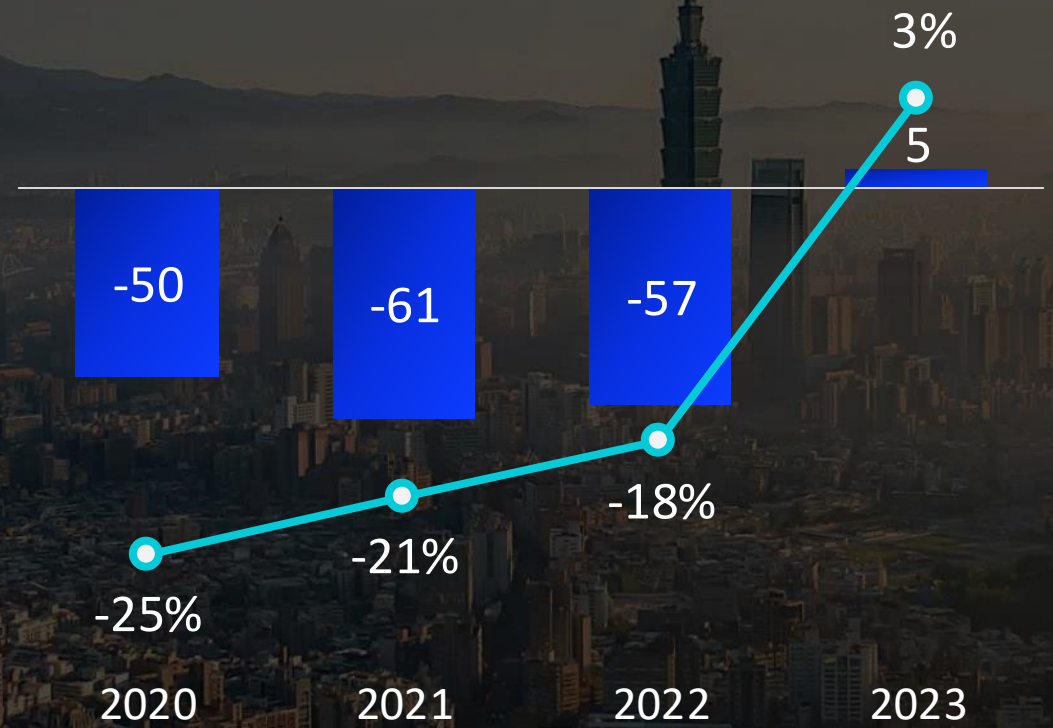
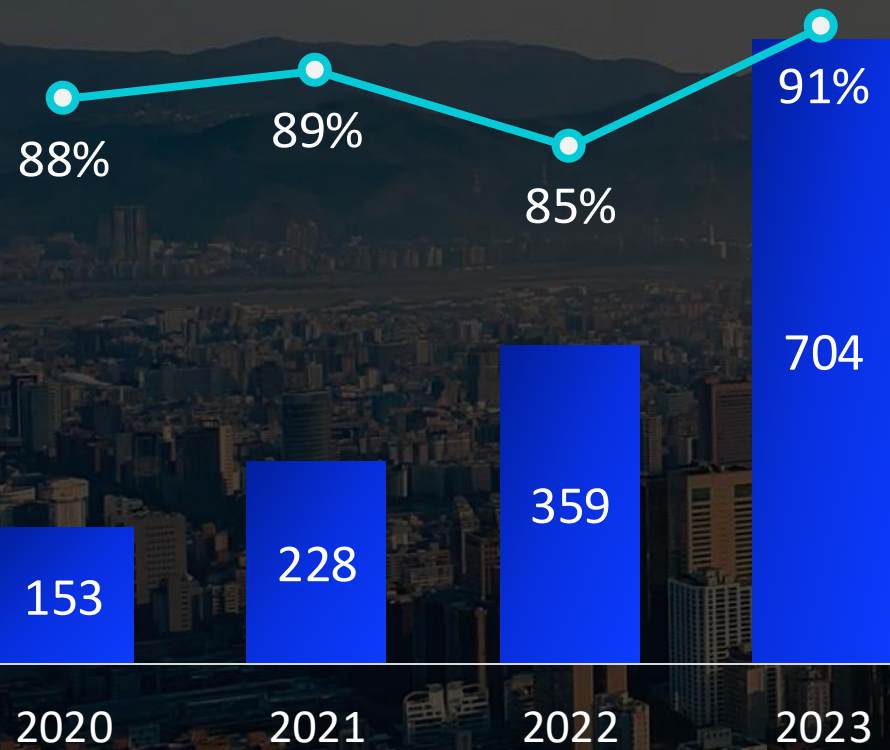


Financial Performance

First-ever full-year profit in 2023

Gross Profit Gross Margin Net Income (Loss) Operating Margin

NT\$ mn



Financial Performance

Income Statement Highlights

NT\$ Thousand	2019	2020	2021	2022	2023
Revenue	138,781	173,927	255,637	420,085	770,611
Gross Profit	131,716	152,669	228,031	359,073	704,070
Operating Profit	-39,635	-43,104	-54,477	-75,724	19,836
Non-Operating Income	-4,723	-7,190	-6,674	18,309	-14,825
Profit Before Tax	-44,358	-50,294	-61,151	-57,415	5,011
Net Income	-44,358	-50,294	-61,151	-57,415	5,104
Net Income to Parent	-44,358	-50,294	-61,151	-57,415	5,104
EPS (NT\$)	-2.96	-1.68	-2.04	-1.90	0.16
Revenue Growth (%)	14%	25%	47%	64%	83%
Gross Margin (%)	95%	88%	89%	85%	91%
Operating Margin (%)	-29%	-25%	-21%	-18%	3%
OPEX / Sales (%)	123%	113%	111%	104%	89%
Marketing / Sales (%)		24%	31%	31%	34%
Net Margin(%)	-32%	-29%	-24%	-14%	1%

Financial Performance

Balance Sheet Highlights

NT\$ Thousand	2019	2020	2021	2022	2023
Cash and Cash Equivalents	63,623	340,978	264,193	224,738	448,253
Current Assets	128,298	395,152	357,021	358,413	639,939
Financial Assets - Non-Current	0	0	0	7,500	2,769
Property, Plant, and Equipment	1,619	1,460	4,485	6,585	7,189
Intangible Assets	0	1,767	1,367	20,032	22,301
Total Assets	138,470	405,647	376,851	404,230	680,014
Short-term Debt	10,000	10,000	10,000	13,275	12,725
Current Liabilities	47,806	80,787	105,560	160,311	222,603
Total Liabilities	49,304	81,013	111,771	168,703	227,519
Common Stock	150,000	170,130	170,130	308,988	319,683
Capital Surplus	115,598	381,230	382,827	21,397	227,538
Retained Earnings	(176,432)	(226,726)	(287,877)	(94,999)	(89,895)
Other Equity	0	0	0	141	(4,831)
Total Equity	89,166	324,634	265,080	235,527	452,495

Gogolook

Build for Trust



Thank you
