**NAVER’s Full Support System for SMEs**

NAVER’s unique capability to help SMEs every step of the way, from taking the very first step of their journey to building a successful business.

### Fountain Fund

Provides a breeding ground for digital transformation and business growth for SMEs and creators with one of the largest funding rounds in Korea.

- **370 billion KRW** Supported 370 billion KRW for the past 5 years
- **99 billion KRW** The total size of NAVER’s Fountain Fund in 2021

Invested a total of 378.2 billion KRW over the past 5 years

### Online stores

Helping SMEs to navigate their way towards creating online sales funnels and generating more profit through NAVER’s platforms such as Smart Store and Shopping LIVE.

- **510,000 sellers** Number of Smart Store sellers
  - *As of June 2022*
- **78.8%** The percentage of SMEs among Smart Store sellers
  - *As of 2021*
- **43.8%** The percentage of sellers in their 20s to 30s among Smart Store sellers
  - *As of 2021*
- **38,192 sellers** Number of sellers with annual sales of over 100 million KRW
  - *As of 2021*
- **160** Transaction growth rate of Smart Stores owned by sellers who have hosted Shopping LIVE
  - *As of July 2022*
- **13 billion views** Cumulative views for Shopping LIVE
  - *As of July 2022*
- **148 sellers** who host Shopping LIVE events more than once a week
  - *As of July 2022*

### Offline stores

Helping SMEs with digital transformation and offline business growth by shifting offline stores to online and by acquiring new users during the pandemic.

- **2.17 million** Number of Smart Place sellers
  - *As of June 2022*
- **1.11 million** Stores located outside of the Seoul Metropolitan area that uses the Smart Place service
  - *As of June 2022*

**Fountain Fund**

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**Shopping LIVE**

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**Smart Place**

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  - *As of June 2022*
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**Local business**

- **170 markets**
- **2,600 stores**

**D-commerce program**

Program to support the growth of startups based on data

- **720,000** Number of cumulative businesses supported by the D-commerce program with services including free training courses, consulting, and funding
  - *As of the end of 2021*
- **56.2 billion KRW** Start3ns Fee supported to online sellers who have just started their business
  - *As of May 2022*

**NAVER Business School**

A step-by-step training program that helps beginner entrepreneurs and entrepreneurs aiming for bigger growth

- **2.17 million** The number of times NAVER Business School online sessions were played training courses
  - *As of July 2022*
- **550,000** The total number of visitors who have visited NAVER Square offline sites for training/spaces for rent
  - *As of June 2022*

**Quick settlement**

A service that allows businesses to get their payment settled in full on the day after the package has been collected for shipping

- **12 trillion** The total amount paid through quick settlement
  - *As of August 2022*
- **623.1 billion KRW** The percentage of SMEs among all businesses using quick settlement
  - *As of June 2022*

**Business loan**

Financial support for Smart Store/Place owners to grow

- **170 billion KRW** The total amount of loan taken out by Smart Store business owners
  - *As of June 2022*
- **60%** The percentage of business owners in their 20s to 30s among SMEs that have taken out business loans
  - *As of June 2022*

**Return relief care**

A service that reimburses Smart Store business owners on their shipping expenses for returns and exchanges

- **5.85 million** The total number of orders placed under return relief care
  - *As of August 2022*
- **11,133** The number of sellers that have signed up for return relief care
  - *As of August 2022*
**Project Flower**

Project Flower is a key campaign of NAVER, established in 2016 to discover the different values of SMEs and creators and to help them flourish in a sustainable manner.

NAVER will continue to support SMEs and creators on various fronts with our cutting-edge technologies, platforms, and a full support system so that these SMEs and creators can transform Korea’s traditions into new content and make their way towards a successful business.