

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.

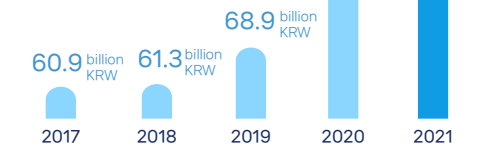
370 billion KRW

Supported 370 billion KRW for the past 5 years

99 billion KRW

The total size of NAVER's Fountain Fund in 2021

*As of June 2022



Invested a total of 376.2 billion KRW over the past 5 years

Naver Project Flower
NAVER will be with every step of the way for various SMEs and creators to flourish and bloom, and for their values to be rediscovered.

NAVER

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

Shopping LIVE

13 billion views

Cumulative views

*As of July 2022

160%

Transaction growth rate of Smart Stores owned by sellers who have hosted 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

Full Support System for both Online and Offline SMEs

A roadmap for a full support system enabled by NAVER's technology and infrastructure to assist SMEs from starting their own online and offline stores to growing their business and going global.

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

More than **56.2** billion KRW

Start Zero 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 + live training)

*As of July 2022

550,000

The total number of visitors who have visited NAVER Square offline sites (for training/studio/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 623.1 billion KRW

The total amount paid through quick settlement

*As of June 2022

75%

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

Local business

170 markets **2,600** stores

Number of markets and stores on NAVER Market Shopping

*As of August 2022

5,683

Number of food producers who have a direct sales relationship

*As of May 2022

230%

The growth rate of the number of orders compared to the previous year for grocery shopping in the local market

*As of 2021

AiRSPACE Location-based recommendation system enabled by AI

500,000

Average number of AI recommendations per day among 1.1 million Place owners eligible for the recommendation system

*As of May 2022

600,000

Average number of businesses that receive clicks from AiRSPACE recommendation per day

*As of May 2022

AiTEMS Personalized recommendation system powered by AI

52.2%

AI recommendation used among stores registered to NAVER Smart Store within 3 months

*As of April 2022

84.2%

The percentage of AiTEMS users among logged in Naver Shopping users over the last 6 months

*As of May 2022

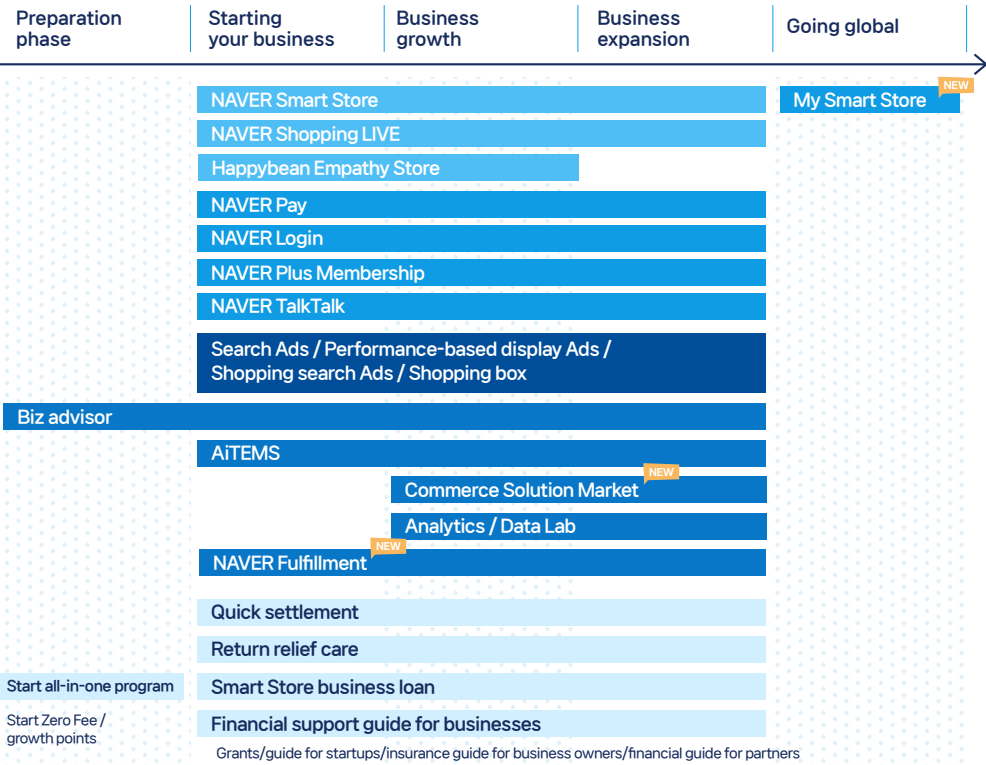
68.5%

Sales proportion of SMEs from the number of transactions generated through AiTEMS

*As of May 2022



System for
online sellers



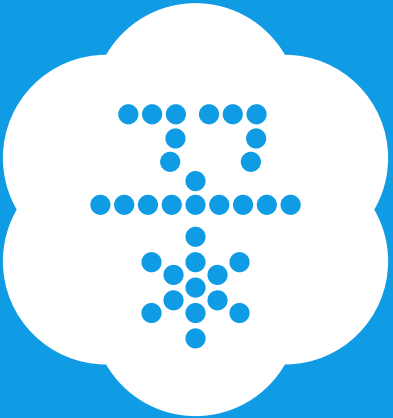
System for
offline stores



System for SMEs



Training, Workspace,
Program



Naver 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.