2022
Macromill Embrain

Innovative Insights Provider

01

EMBRAIN

Introduction

1,000+

10%

1,500,000+

No.1 Nationwide
Working for more than
1,000+ Clients

No.1 in Annual Revenue Growth
over the last 4 years
10%

No.1 in Panel Size
No. of Research Panel
150+ million

Introduction

EMBRAIN

Our Numbers

Number of Clients

1,000 Companies & Organizations

Conduct the projects for more than 900 companies and organizations over a year

Number of Projects

4,800 Projects

Conduct the largest number of projects annually in market research industry

Industry Coverage

B2C All-Industry Sector

Cover the widest range of industries in Korea

Introduction

EMBRAIN

Clients

We cover the variety of studies for all industries

Number of Projects by Business Sector in FY21

Electronics	Automobile	IT/Mobile/Game	Telecomm	Finance	Retail	Foods	Health & Beauty
100	88	170	91	124	45	324	117

onstruction	Government	Healthcare	Fashion	Tourism	Education	University/Lab	Service
74	765	89	27	94	33	1,550	1,114

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We are No.1 Online Research Company in Korea, leading the Marketing Research Industry

Highest growth in the industry

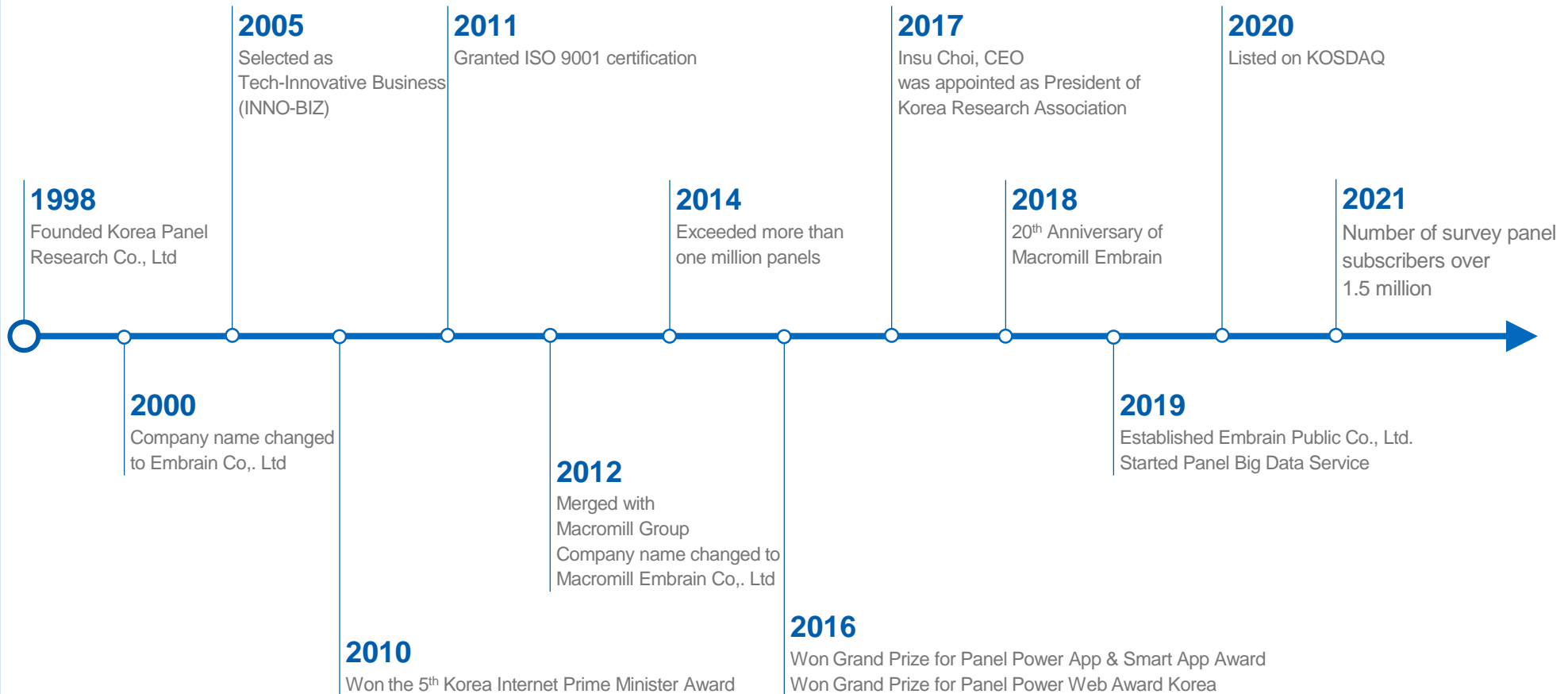### Compound Annual Growth Rate (CAGR) compared to competitors

CAGR
(the last 4 years)
10%

- Macromill Embrain
- H — 3%
- K — 3%
- I — 1%
- G — -3%
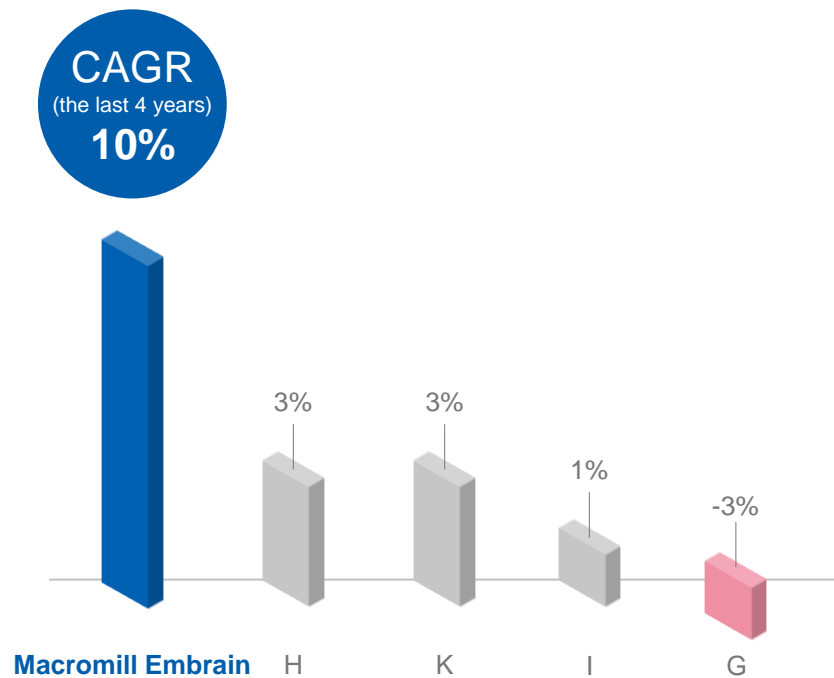
Stable Sales Growth

Unit: 100 million won

- FY18 — 351
- FY19 — 391
- FY20 — 411
- FY21 — **438**
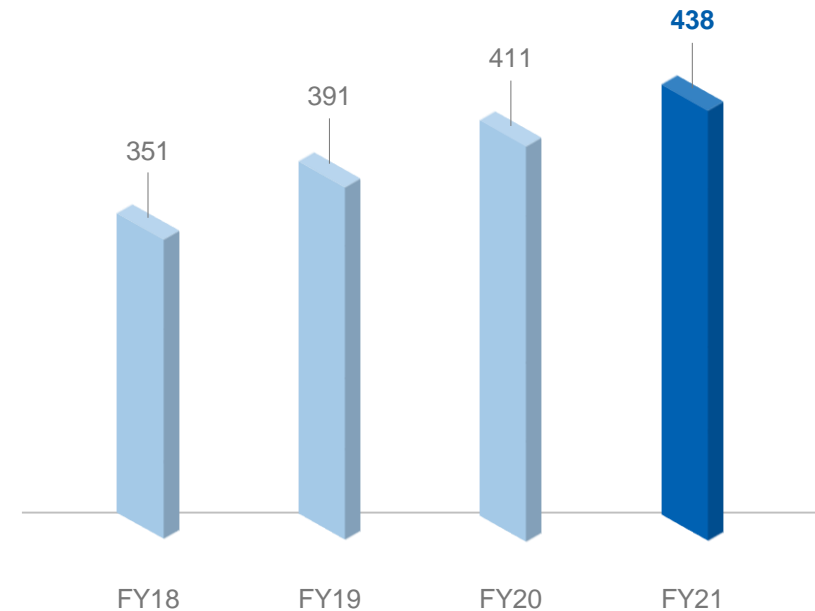
* Macromill Embrain: June Settlement, Company H: March Settlement, Company K , I and G : December Settlement

EMBRAIN

History

We grow steadily since establishment in '98, becoming the only KOSDAQ-listed company in 2020

1998
Founded Korea Panel Research Co., Ltd

2000
Company name changed to Embrain Co,. Ltd

2005
Selected as Tech-Innovative Business (INNO-BIZ)

2010
Won the 5th Korea Internet Prime Minister Award

2011
Granted ISO 9001 certification

2012
Merged with Macromill Group
Company name changed to Macromill Embrain Co,. Ltd

2014
Exceeded more than one million panels

2016
Won Grand Prize for Panel Power App & Smart App Award
Won Grand Prize for Panel Power Web Award Korea

2017
Insu Choi, CEO was appointed as President of Korea Research Association

2018
20th Anniversary of Macromill Embrain

2019
Established Embrain Public Co., Ltd.
Started Panel Big Data Service

2020
Listed on KOSDAQ

2021
Number of survey panel subscribers over 1.5 million

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Business Area

We provide research services for marketing and public opinions, as well as expanding to Panel Big Data

Marketing Research

Public Opinion & Academic Research

Panel Big Data
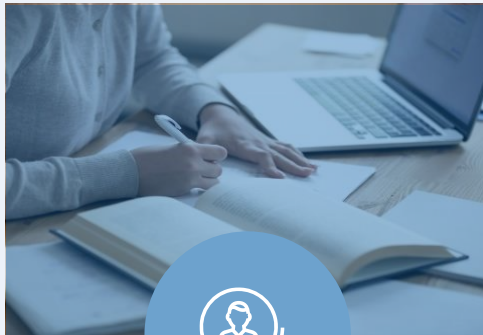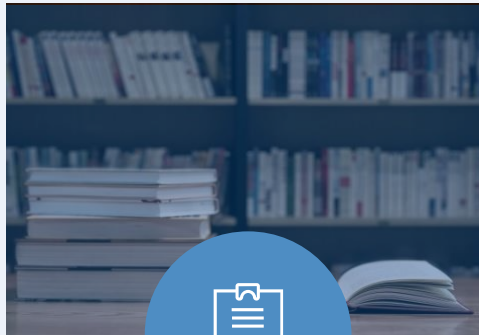
Consumer Research

We are capable of
quantitative and qualitative studies
in various solutions
to provide the insightful outcome

Public & Academic Research

We conduct different researches
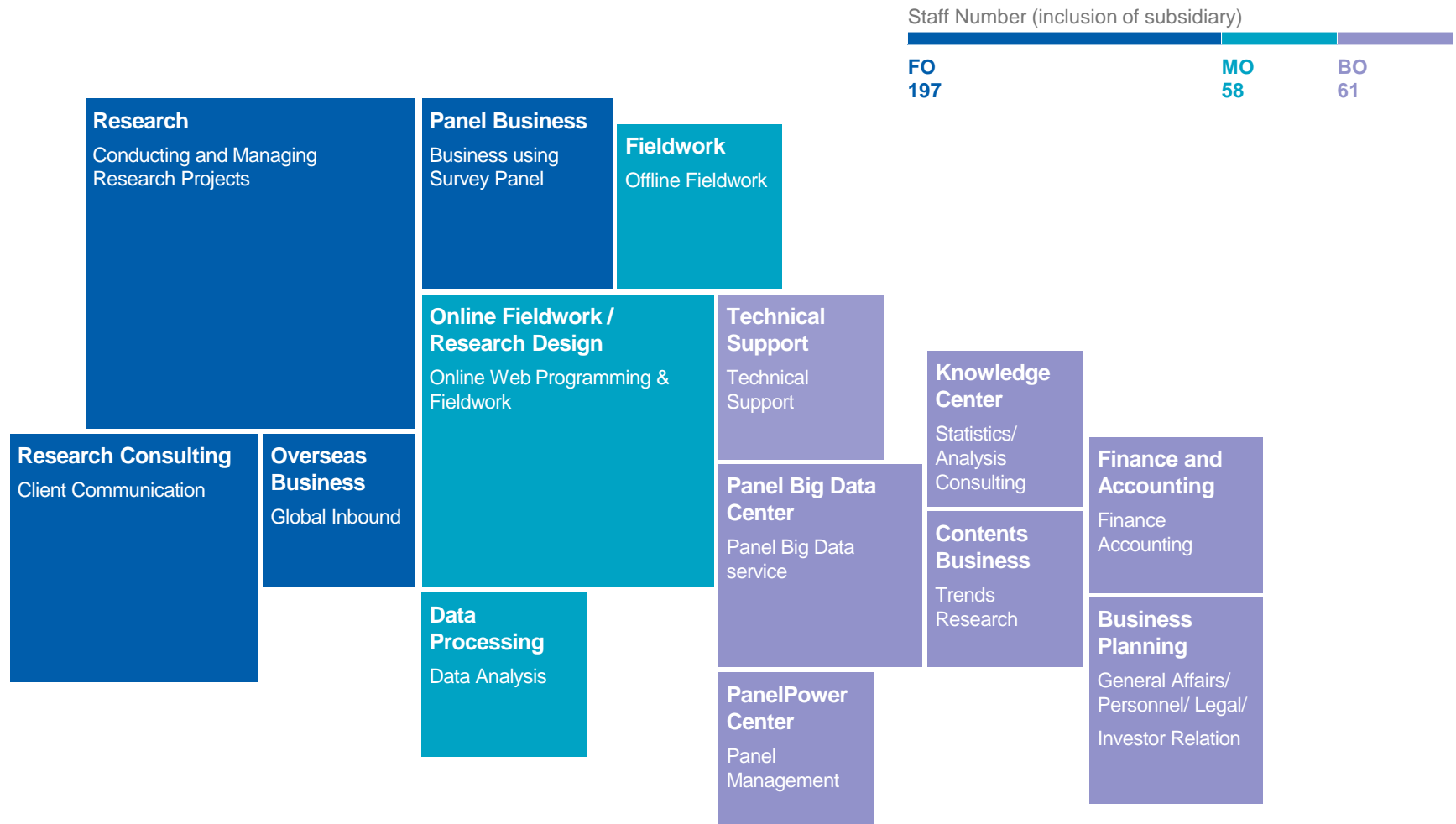for public opinions,
omnibus surveys and academic thesis

Data Syndication

We process and provide behavior data
like smartphone app usage,
location information,
credit card payment and shopping item data
as per clients' need

EMBRAIN

We offer the best optimized results with systematic cooperation between Research, Fieldwork and R&D divisions

Staff Number (inclusion of subsidiary)

FO 197   **MO** 58   **BO** 61

Research
Conducting and Managing Research Projects

Panel Business
Business using Survey Panel

Fieldwork
Offline Fieldwork

Online Fieldwork / Research Design
Online Web Programming & Fieldwork

Technical Support
Technical Support

Knowledge Center
Statistics/ Analysis Consulting

Finance and Accounting
Finance Accounting

Research Consulting
Client Communication

Overseas Business
Global Inbound

Panel Big Data Center
Panel Big Data service

Contents Business
Trends Research

Business Planning
General Affairs/ Personnel/ Legal/

Investor Relation

Data Processing
Data Analysis

PanelPower Center
Panel Management

EMBRAIN

Global Network

Macromill Embrain is a subsidiary company of Macromill Group with 50 regional offices in 21 countries worldwide

Office
50 offices in 21 countries worldwide
More than 2,600 employees
More than 1,000 researchers

Panel
Total 110 millions global panels, covering more than 90 countries

Client
Over 4,000 clients including Top 100 global brands

Project
More than 30,000 projects annually

Asia
Tokyo
Osaka
Aichi
Miyagi
Seoul
Shanghai
Singapore
Hyderabad
Mumbai

America
Cincinnati
Denver
Florham Park
Minneapolis
Norwalk
Farmington
Chicago
Scottsdale
Mexico City
Sao Paulo
Buenos Aires

EMEA
Rotterdam
London
Paris
Hamburg
Barcelona
Madrid
Dubai

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Global Panel

We conduct
various global projects
with the global panel network

Worldwide Panel Numbers
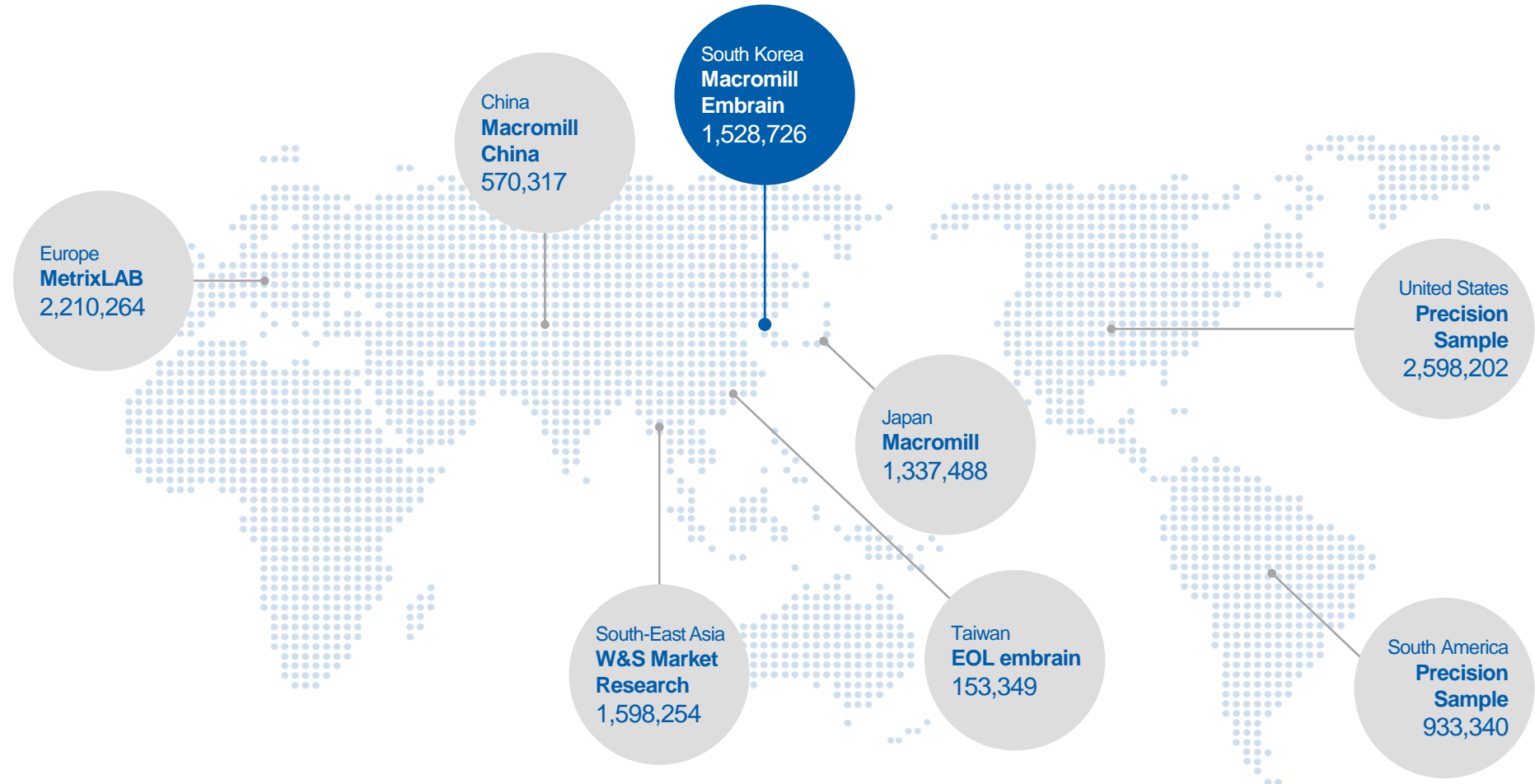
South Korea
**Macromill
Embrain**
1,528,726

China
**Macromill
China**
570,317

Europe
MetrixLAB
2,210,264

United States
**Precision
Sample**
2,598,202

Japan
Macromill
1,337,488

South-East Asia
**W&S Market
Research**
1,598,254

Taiwan
EOL embrain
153,349

South America
**Precision
Sample**
933,340

Introduction

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02

Our Competence

EMBRAIN

Our core competences are Panels, Professional Organization and Automated System

Largest Panels in Korea & Management System

Capable of conducting
large-scaled research with
representativeness
and credibility

Differentiated Organization Structure

Research Consulting Division
Research Advisory Division
Panel Big Data Center
Trend-monitor

Automated System enhancing Efficiency

ISAS/FMS
Q-Bank
RPA Reporting
Smart Coding/Gang/Report

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Demographically Representative 1.5M Survey Panels

	Macromill Embrain Panel	National Census
Male	44%	51%
Female	56%	49%
14~19y.o	16%	9%
20~29y.o	32%	20%
30~39y.o	27%	20%
40~49y.o	16%	25%
50~59y.o	9%	26%

As of Jan, 2022

What is the Survey Panel?
Survey panels are different from general online members as they agreed to
participate in the survey and provide the personal information
via the contract with Macromill Embrain
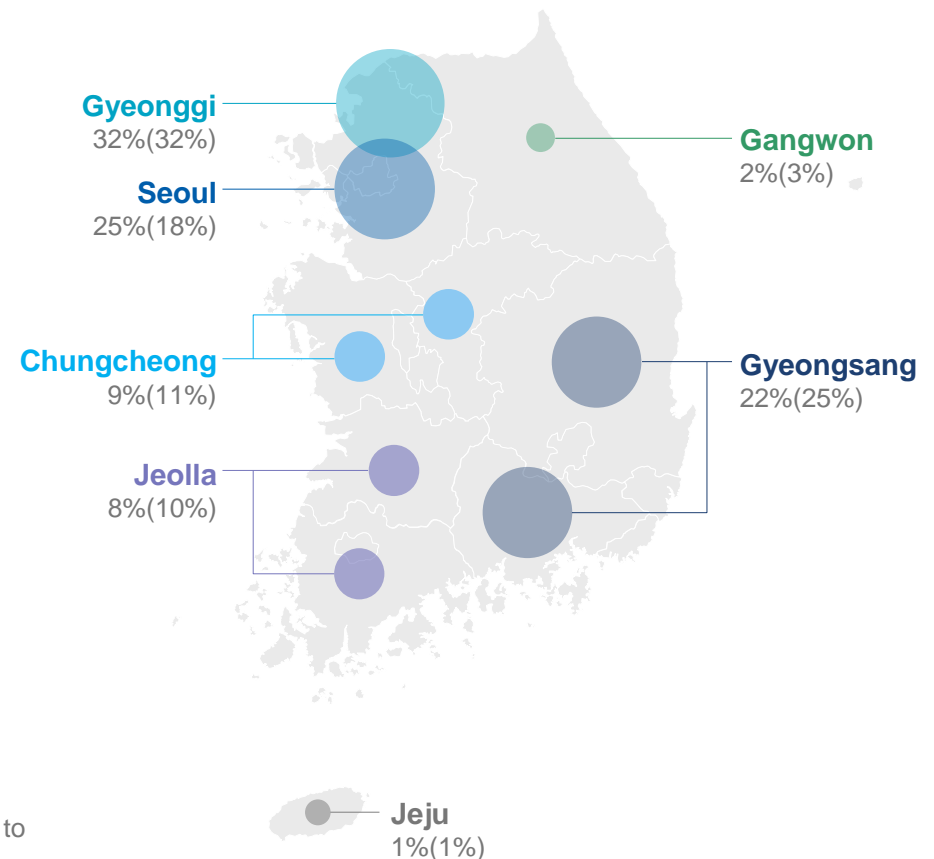
Gyeonggi
32%(32%)

Gangwon
2%(3%)

Seoul
25%(18%)

Chungcheong
9%(11%)

Gyeongsang
22%(25%)

Jeolla
8%(10%)

Jeju
1%(1%)

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Panel Management

Recruit

- Voluntarily subscribe via online
- Join by recommendation of existing panel

Join

- User authentication
- Thank-you Survey

Activation

- Target sampling based on panel information and big data
- Participation frequency management
- Drop-out management
- Insincere respondent management

Dormancy

- Survey leading to activation

Withdrawal

- Management by classifying withdrawal types

Our Competence

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Panel Usefulness

We increase the accuracy of sampling by updating the basic information of all panels annually

Collect Latest Panel Information

Conduct annual regular panel profile surveys
Collect purchase & usage data of approx. 800 categories

Basic Panel Information

Household	Occupation	Durables
Customer Goods	Beauty	Fashion
F&B	Health	Education
Transportation	Shopping	Digital
Hobby	Media	Finance

Improve Sampling Efficiency

Reduce fieldwork duration and research cost
by targeting survey respondents with specific criteria

Example of Robot Vacuum Cleaner

No basic information Random Mailing

Full panel

↓

Vacuum cleaner holder

↓

Robot vacuum cleaner holder

No basic information Random Mailing

Drop-out rate ⬆	Drop-out rate ⬇
Fieldwork duration ⬆	Fieldwork duration ⬇
Cost ⬆	Cost ⬇

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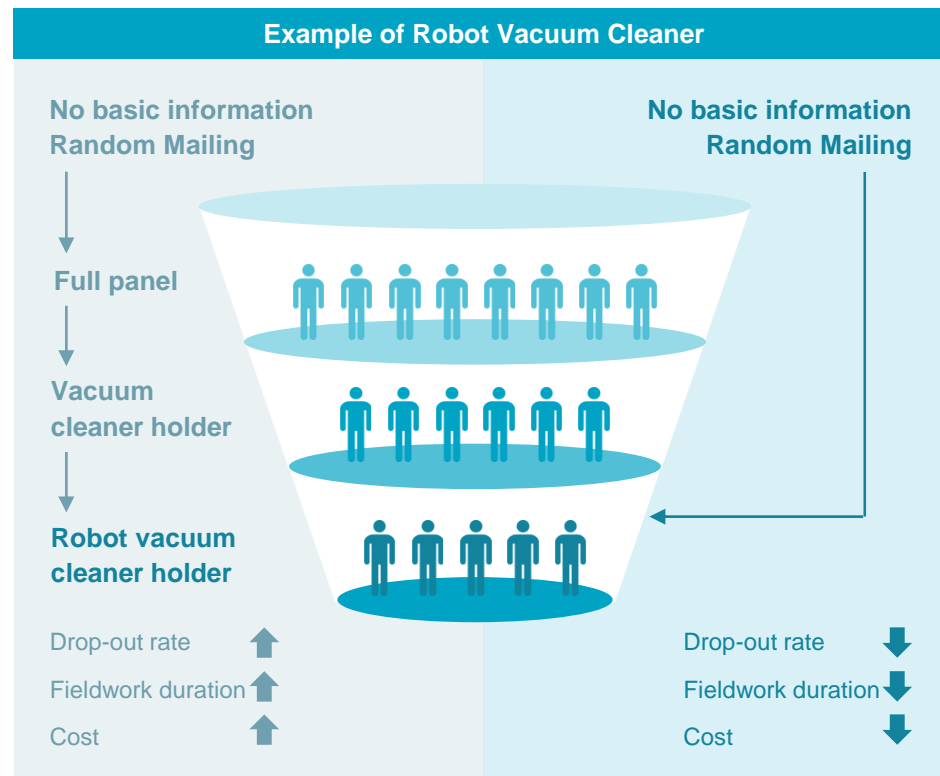
Panel Big Data

We provide integrated insights by combining survey result and big data analysis

Survey Result

Panel

Profile Information (800)

Offline Visit Information

Card Payment Information

App Usage Information

Website visit information

Social Big Data

Product Purchase Information

Media Usage Information
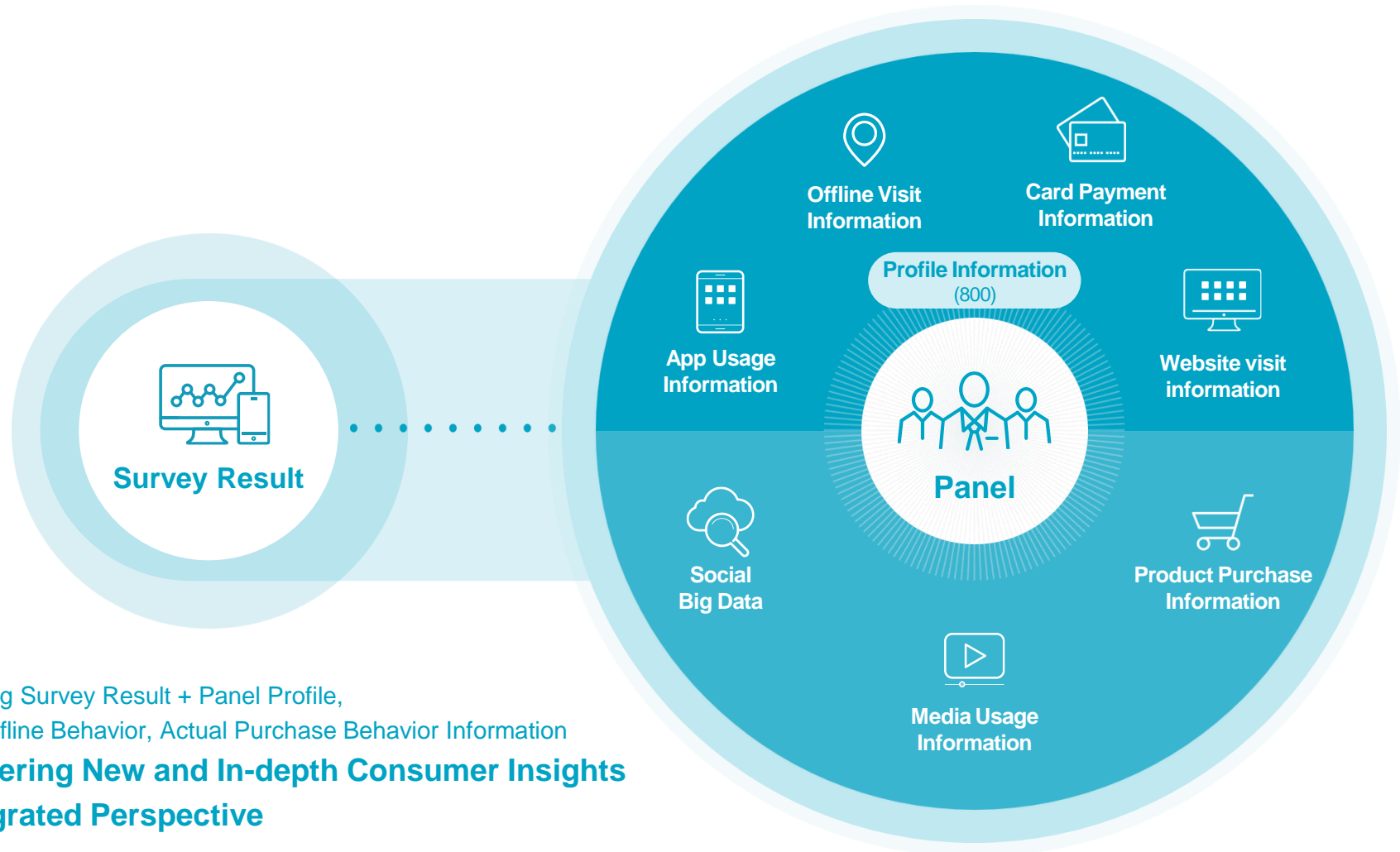
Combining Survey Result + Panel Profile,
Online/Offline Behavior, Actual Purchase Behavior Information
**Discovering New and In-depth Consumer Insights
in Integrated Perspective**

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Panel Big Data Difference

Panel Big Data enables to analyze by segments including attitudinal data

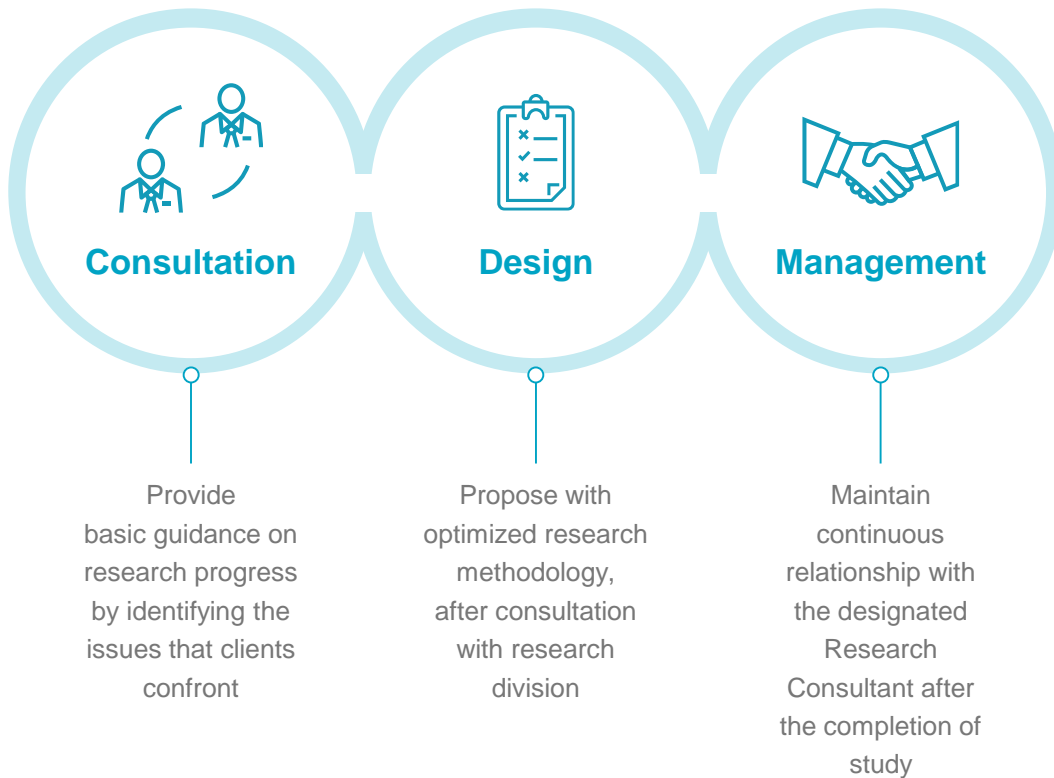| General Big Data ▼		Panel Big Data ▼
Available for only own customer's information on own service (e.g.) big data sold by companies like Shinhan Card, SK Telecom is limited to own transaction data	**CRM Data** (e.g.) Credit card, Telecom	Contains service data provided by all parties (e.g.) usage from all credit card holders for payment information
Information provider unknown Possibility of distorted analysis focusing on heavy user (e.g.) 'Online comment-rigging scandal', 'Druking'	**Public/ Social Data**	Information provider known Possibility of analysis by segments as well as by total
Behavioral(consumption) data	**Data Type**	Behavioral(consumption) data + Attitudinal data
Only available for big data analysis at individual level	**Data Integration**	Possible to analyze by integrating a variety of big data using 'panel ID' as key value

EMBRAIN

Expert Group
Research Consulting Division

We provide a centralized customer support service from research consultation to post management by Research Consultants

Research Consultant

Consultation

Design

Management

Provide basic guidance on research progress by identifying the issues that clients confront

Propose with optimized research methodology, after consultation with research division

Maintain continuous relationship with the designated Research Consultant after the completion of study
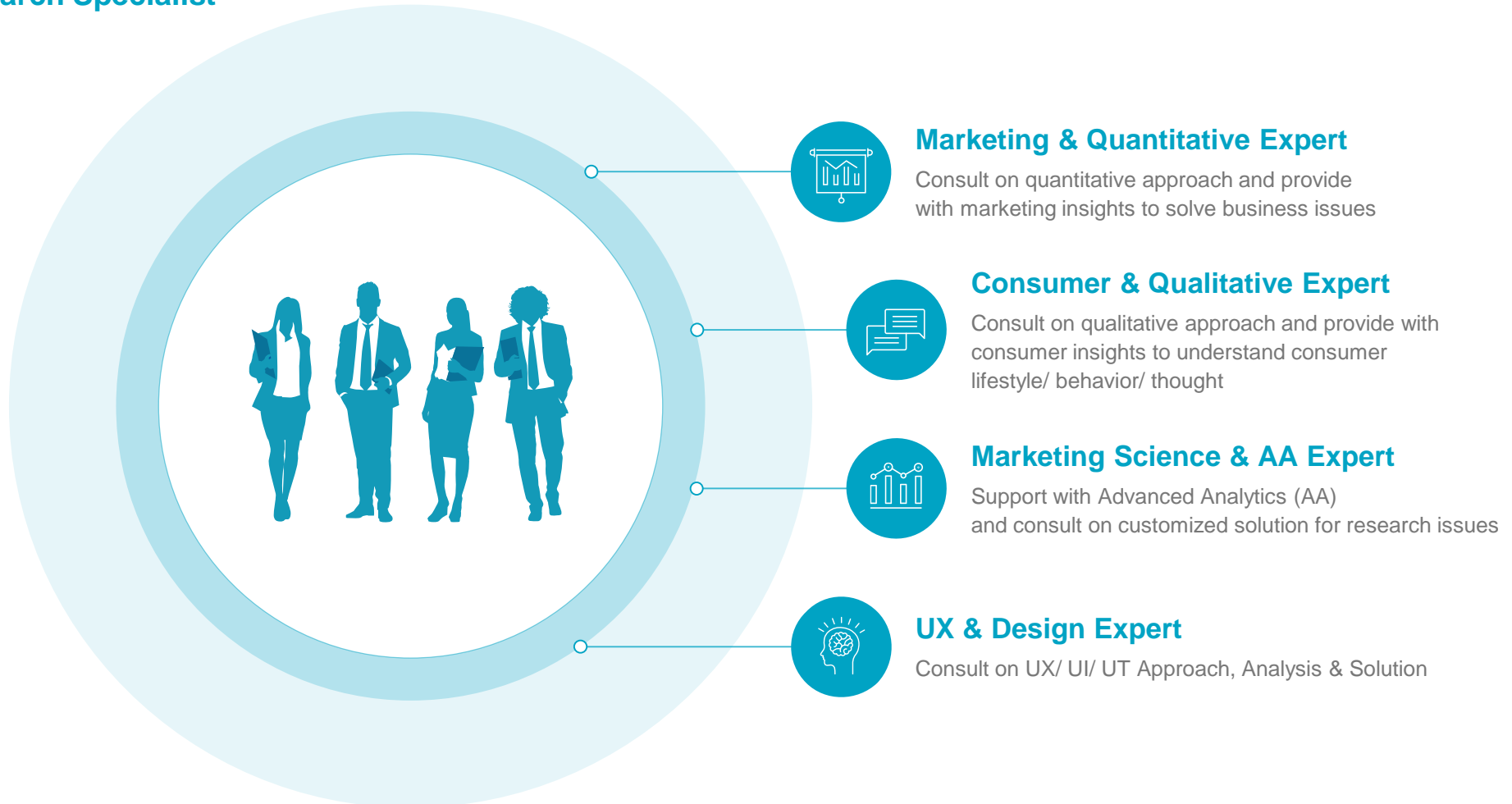
Expert Group
Research Advisory Division

Experts with technical know-how and experiences support advice across all stages of study from proposal to analysis
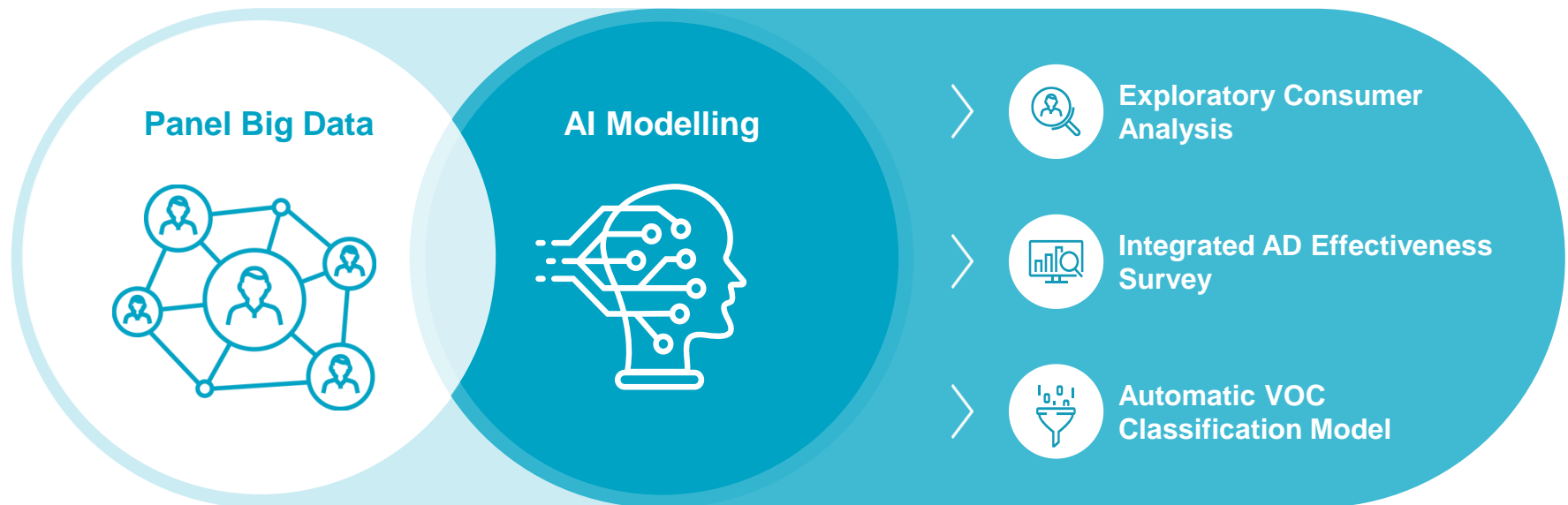
Research Specialist

Marketing & Quantitative Expert

Consult on quantitative approach and provide with marketing insights to solve business issues

Consumer & Qualitative Expert

Consult on qualitative approach and provide with consumer insights to understand consumer lifestyle/ behavior/ thought

Marketing Science & AA Expert

Support with Advanced Analytics (AA) and consult on customized solution for research issues

UX & Design Expert

Consult on UX/ UI/ UT Approach, Analysis & Solution

EMBRAIN

We discover
the new business with high value
by applying AI to Panel Big Data

Panel Big Data Scientist

Panel Big Data + AI Modeling = New Business Model

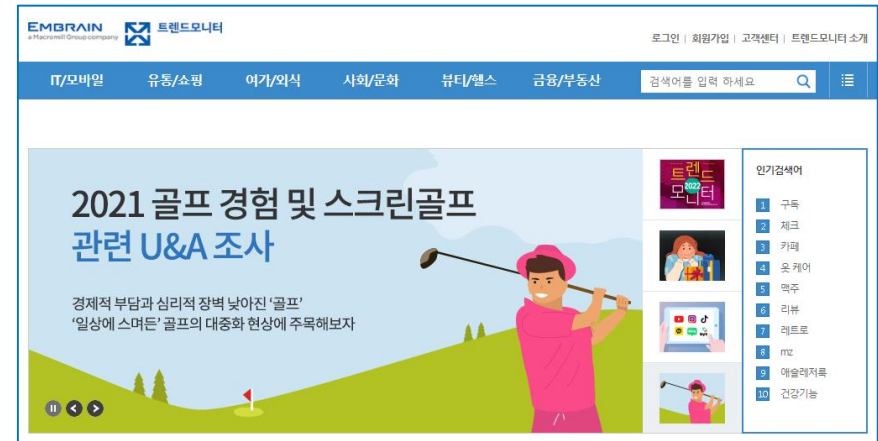**Panel Big Data**

AI Modelling

Exploratory Consumer Analysis

Integrated AD Effectiveness Survey

Automatic VOC Classification Model

EMBRAIN

Expert Group
Trendmonitor

We publish books
and deliver lectors with in-depth analysis
on the trends across the society

Click it! https://www.trendmonitor.co.kr

Post the latest trends analysis on website

Average of more than 10 media quote to report every week

Trendmonitor Publications ('10~'21)

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
What Consumers Want	Catch Up series - Reading Consumer Thoughts	Long Depression, 98 Codes to Read Consumers	Korea Suggesting Anxiety, Reading Consumer Minds	2015 Trend Monitor - asked 1M consumers	2016 Korea Trends	2017 Korea Trends	2018 Korea Trends	2019 Korea Trends	2020 Trend Monitor	2021 Trend Monitor	2022 Trend Monitor

EMBRAIN

We execute
projects fast and accurately
by introducing automated survey system

FMS
Online Fieldwork Management Solution

Q-Bank
Questionnaire Development Automated System (in Word format)

ISAS
Web Survey Programming Solution

Automated System

Smart Gang
Gang Survey Fieldwork Management Solution

Smart Coding
Open-ends Coding Automated System

Smart Report
Online Analysis Platform

RPA Reporting
Report Design Automated System

Our Competence

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03 **Facility & Donation**

We have specialized research facilities, allowing you to conduct for various purposes

Quantitative Research

Gang Survey Room

CATI Room

Kitchen

Qualitative Research

FGD Room

FGD Room

Usability Test Room

Other Facilities

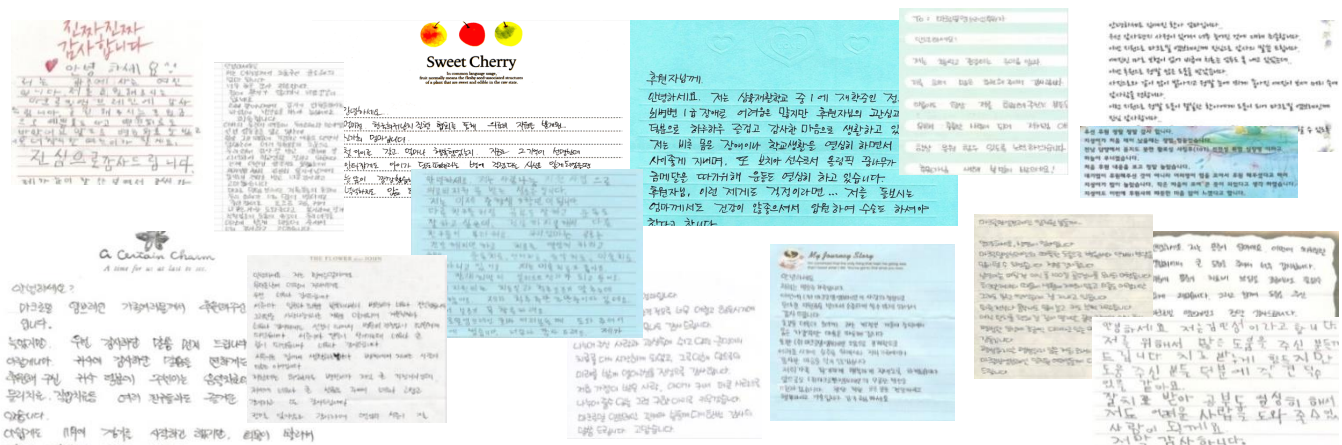Observation Room

Meeting room

Taste Test Preparation Room

EMBRAIN

We have been sharing for 16 years, starting with small love

1%+D♥NATION

With 1% of total reward points accumulated every month and donations from the panels, we practice love sharing to 'Korean Organization for Rare Diseases' and 'Down Center' to convey the hope to them

Total number of participants 1,127,039

Donations up to date 597,860,220

2022	December 2021		November 2021		October 2021	
	Number of participants	Donations	Number of participants	Donations	Number of participants	Donations
Still in progress	8,253	6,845,300	10,438	7,570,650	9,440	5,708,090

100% Sharing Happiness Story

EMBRAIN

Contact us

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EMBRAIN

Sinnonhyeon Station

Gangnam Station

Seoul Nat'l Univ. of
Education Station

Samsung
Electronics

Seolleung Station

Woosung Apt. Four-way intersection

The Coffee Bean

EMBRAIN

Bang Bang Four-way intersection

Yangjae Station