

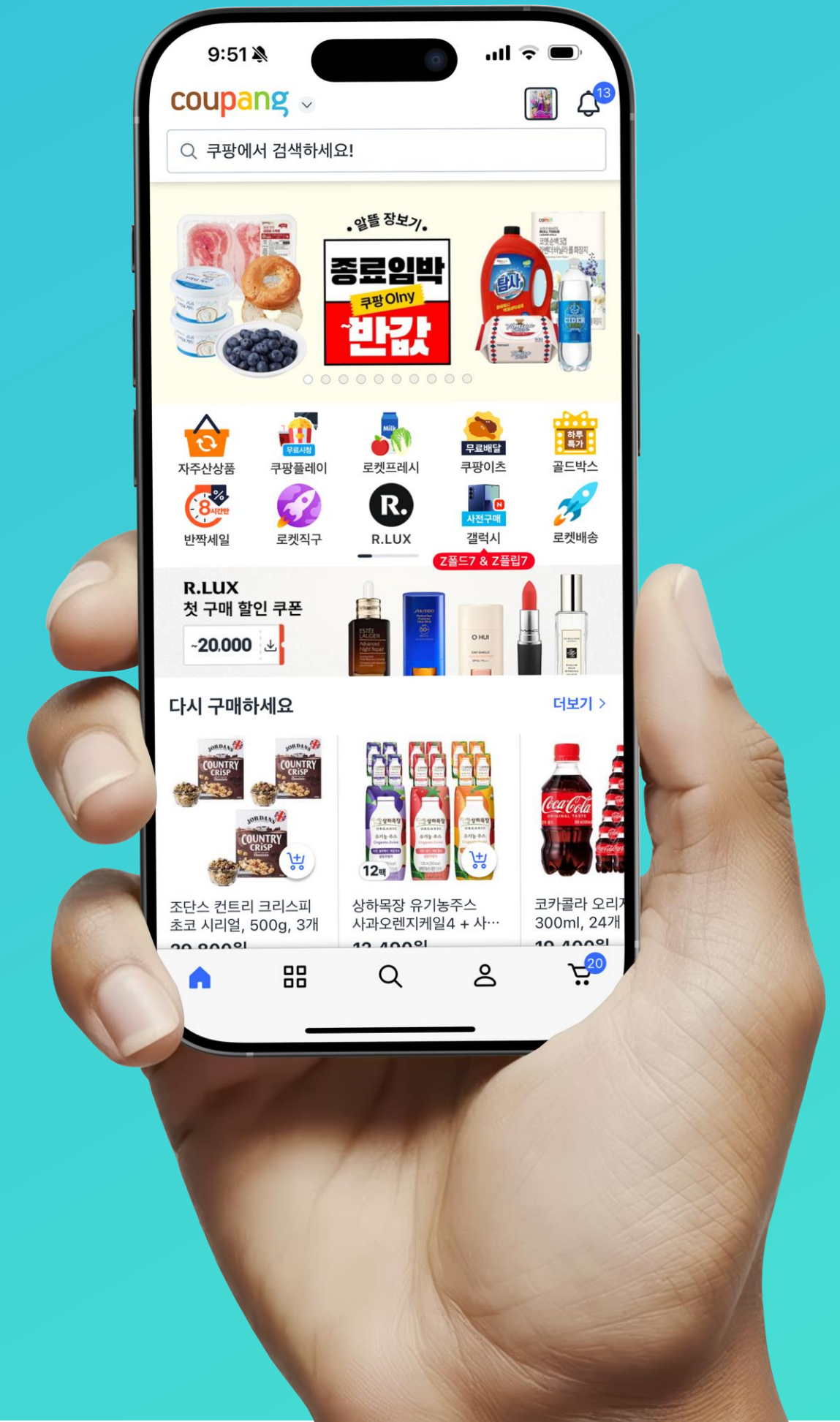
BRINGING THE WORLD TO SOUTH KOREA

coupang

Coupang Global Marketplace

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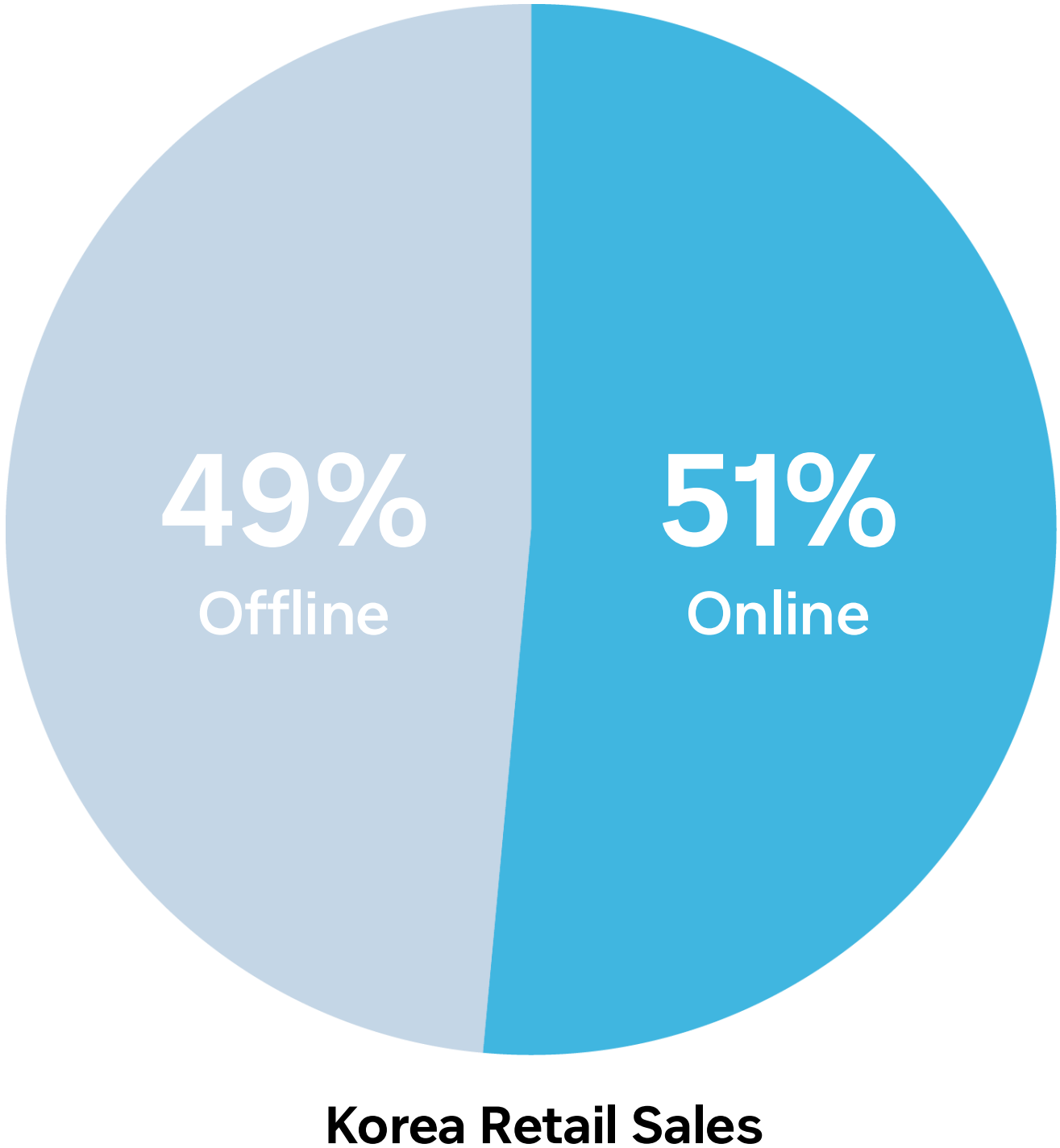
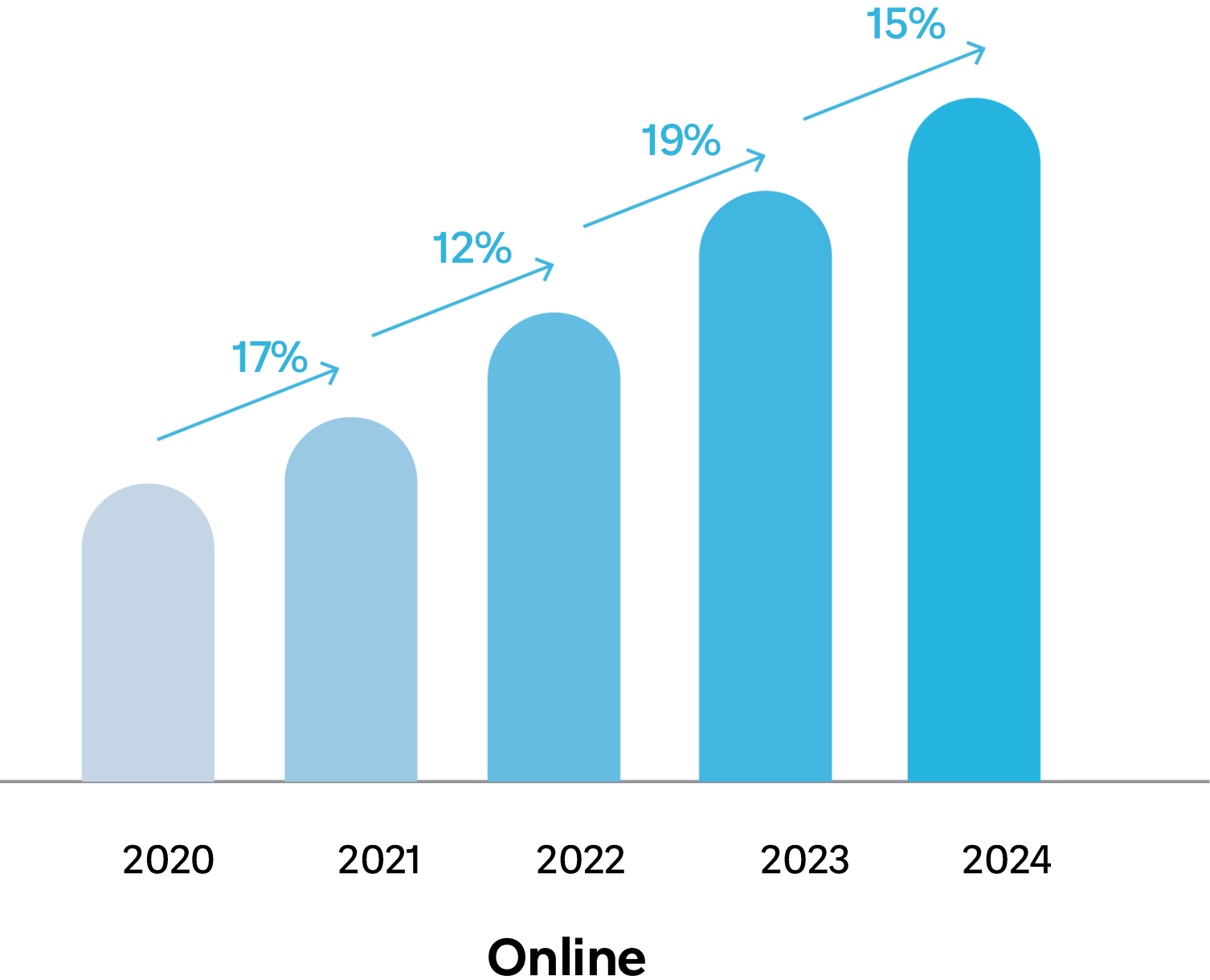
4th Largest E-commerce Opportunity

South Korea is ranked 4th in the world for e-commerce values.

		Retail e-commerce value (USD)	
		2025E	2027E
1	 China	1,588B	1,846B
2	 United States	1,210B	1,381B
3	 United Kingdom	182B	194B
4	 South Korea	159B	163B
5	 Japan	143B	149B

*Data source: Euromonitor International

Korea Ecommerce Grew 15% In 2024 Exceeding Offline Retail Sales



Food, Travel, E-Coupon Services were excluded | Source: KOSTAT

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6th
LARGEST COMMERCE
COMPANY IN THE WORLD

\$7.9B

NET REVENUE (Q1 2025)



Why Sell with Coupang

① CUSTOMERS!

Connect with over 23.4 million Product Commerce active customers across Korea

② MOST POPULAR SHOPPING APP

Consistently the most popular retail app across all age groups.

③ NO KOREAN REQUIRED. GLOBAL SUPPORT

Multi-lingual support staff as well as 1-to-1 assistance for select sellers.

④ MULTIPLE SALES MODELS

Sell to Coupang or sell directly to Coupang customers

⑤ PARTNER NETWORK

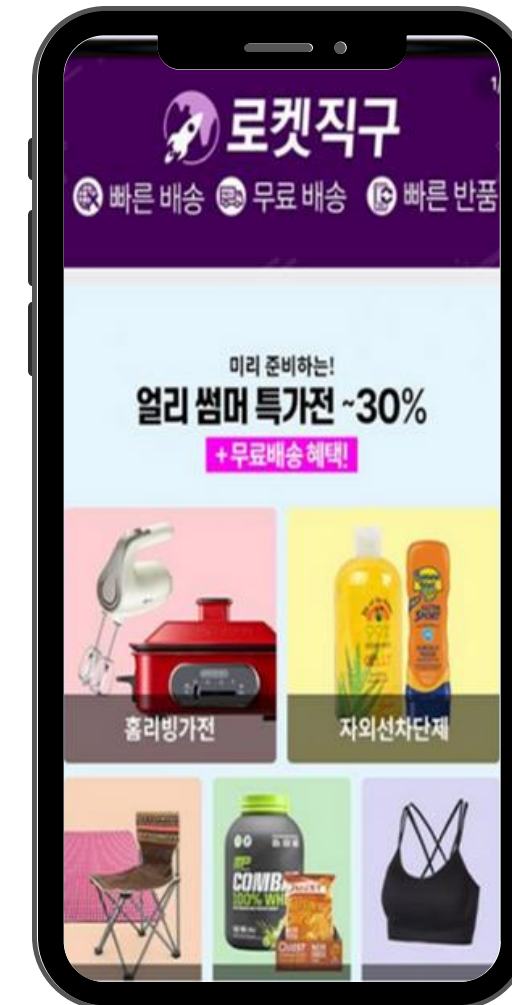
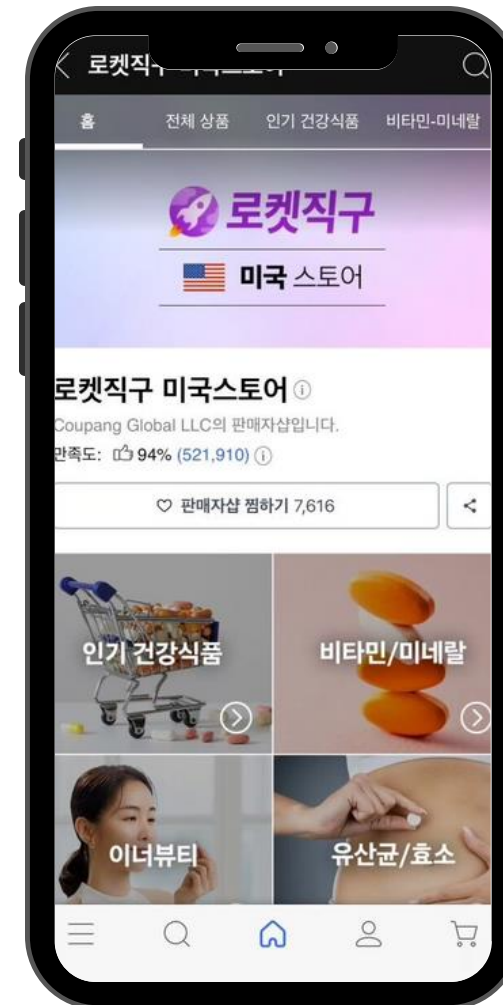
Extensive network of partners to help you sell, deliver and market your products in Korea

Selling Online: 3 Sales Models

	Open to All	Available upon Coupang Review	Available upon Coupang Review
	MARKETPLACE (3P Global)	Rocket Growth (2P) <i>"You sell; we fulfill"</i>	Coupang Wholesale (1P) <i>"We buy from you"</i>
Seller of Record	YOU	YOU	COUPANG
Delivery to Customer	CROSS-BORDER	CROSS-BORDER or LOCAL	CROSS-BORDER or LOCAL
Fulfillment Models	Seller ACI Fulfillment for Coupang(ACS)_Locaiong: Frankfurt	COUPANG Coupang Global Fulfillment (CGF)	COUPANG
Delivery Speed	5 -10 days (Carrier dependent) ACS: 3-5 days	Same Day/ Next Day (KR) 3-5 days(EU)	Same Day/ Next Day (KR) 3-5 days(EU)
Price Control	SELLER	SELLER	COUPANG
Advantages	<ul style="list-style-type: none">• Fastest way to start selling• Flexible import requirements - No Korean food labelling needed etc.	<ul style="list-style-type: none">• Fastest way to deliver products• Local Returns supported• Purple Rocket Badge	<ul style="list-style-type: none">• Payment upfront.• Hands-off: Coupang owns end-to-end customer experience.• Blue Rocket Badge

Building Blocks for Success

- Competitive Pricing
- Brand Store & My Shop
- Onboarding Program
- Instant and Coupon Discounting
- Live Commerce
- A+ Product Pages
- Social Media/Influencer Marketing
- Consistently In Stock
- Voice of Customer Management
- Focused Product and Brand Offerings
- Coupang Media Group



THANK YOU



Contact us

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