

**Gogolook | 6902**

**Gogolook**

Mar 2024

# Disclaimer

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# Agenda

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- 1 **2023 Results & Outlook**
- 2 **Company Overview**
- 3 **Business Models**
- 4 **Growth Strategy**
- 5 **Financial Performance**

# 2023 Results & Outlook

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2023 Results & Outlook

# 2023 Highlights

## Revenue

NT\$ **771** mn

+ 83% YoY

## Gross Margin

**91** %

+ 6 pts YoY

## Taiwan Revenue

NT\$ **362** mn

+ 45% YoY

## Operating Profit

NT\$ **20** mn

+ NT\$ 96 mn YoY  
First-ever  
full-year profit

## Overseas Revenue

NT\$ **409** mn

+ 139% YoY

Whoscall revenue in  
Thailand has surpassed  
the revenue in Taiwan

## Cash & Equivalents

NT\$ **448** mn

+ 99% YoY





# 1<sup>st</sup> Anti-Scam Asia Summit hosted by GASA and Gogolook

Gogolook and GASA (Global Anti-Scam Alliance) jointly hosted the first Anti-Scam Asia Summit in Taipei in November 2023.



## Collaborate with National Security Council (NCSA) Thailand

Gogolook has signed a MoU with NCSA to enhance cyber security together

# Promote Enterprise Services to Overseas Markets through Multiple Strategies

Supporting StoreFront (ストアフロント Co., Ltd.), a digital marketing and mobile service company in Japan to develop its own caller ID service "Darekana Block (ダレカナブロック)" APP.



Jeff Kou, Gogolook CEO (Left)

Hideaki Okada, StoreFront CEO (Right)



# Dual Headquarters in Taipei and Bangkok



**Gogolook will operate with dual headquarters in Taipei and Bangkok for long term business development in SEA**

# Business Outlook

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- ✓ **Target for earning growth with multiple folds this year**
  - ✓ Originally expected to achieve long-term breakeven within 24 months but have reached our goals earlier
  - ✓ Continue to increase investments while maintaining a focus on investment efficiency and aim to achieve sustained revenue and profit growth.
- ✓ **Three product lines are all targeted for continued growth; growing diversified revenue streams**
  - ✓ Digital Ads and Trust Cloud Services (mainly subscription-based) primarily derive revenue from Whoscall. Aside from enhancing ARPU and profitability in Taiwan, we will continue to expand globally and foster collaborations with the government and large enterprises to grow Whoscall users and subscribers.
  - ✓ For Business Services (mainly Roo. Cash), we will continue to improve customer acquisition efficiency and increase user stickiness through diverse channels.
  - ✓ For Enterprise Trust Cloud Services, while the current revenue contribution may be modest and is grouped under the Trust Cloud Services, we will focus more on this business this year, providing enterprises with more comprehensive anti-fraud solutions for more application scenarios and aim to expand globally.
- ✓ **Whoscall's MAU in Thailand is expected to surpass Taiwan this year**
  - ✓ We will continue to invest in Southeast Asian markets, with Thailand being the leading market



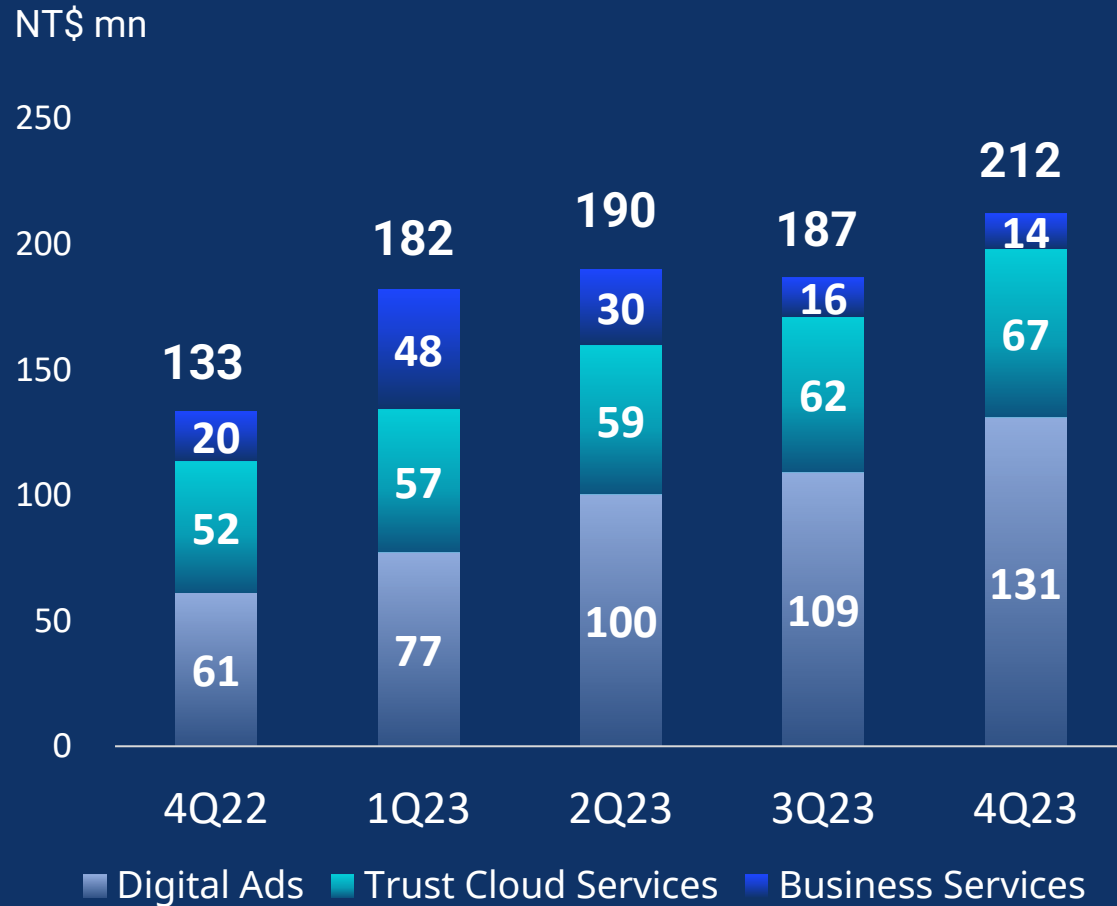
## Continually Benefit from Overseas Expansion and Growth from Diversified Sources

- ✓ For 2023, digital advertising showed the strongest growth due to improved advertising optimization, and similarly to Trust Cloud Services (SaaS-based), also benefited from overseas expansion.
- ✓ Business services (Roo.Cash) grew on increasing investments in digital finance by financial institutions, improving organic traffic driven by better brand awareness, and the expansion of the platform's product line.

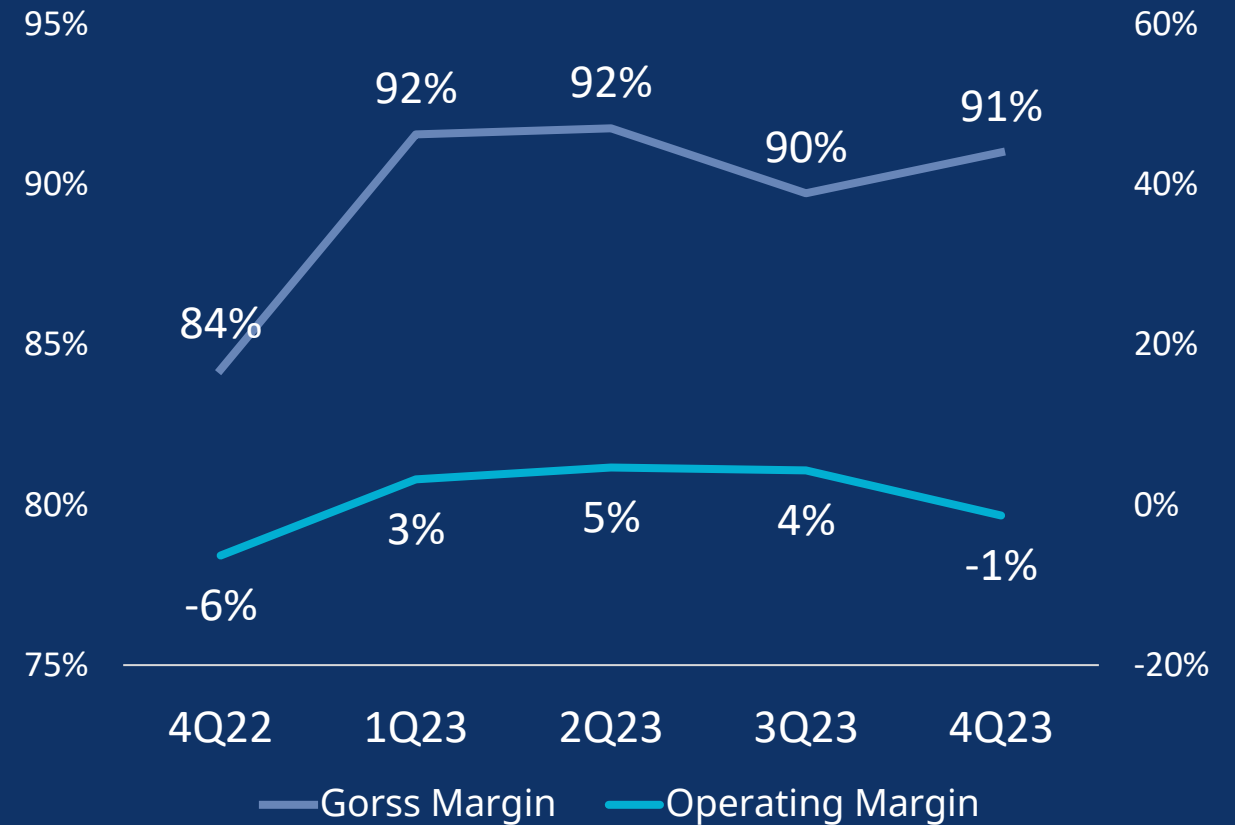


# Quarterly Revenue and Profit Trends

## Revenue



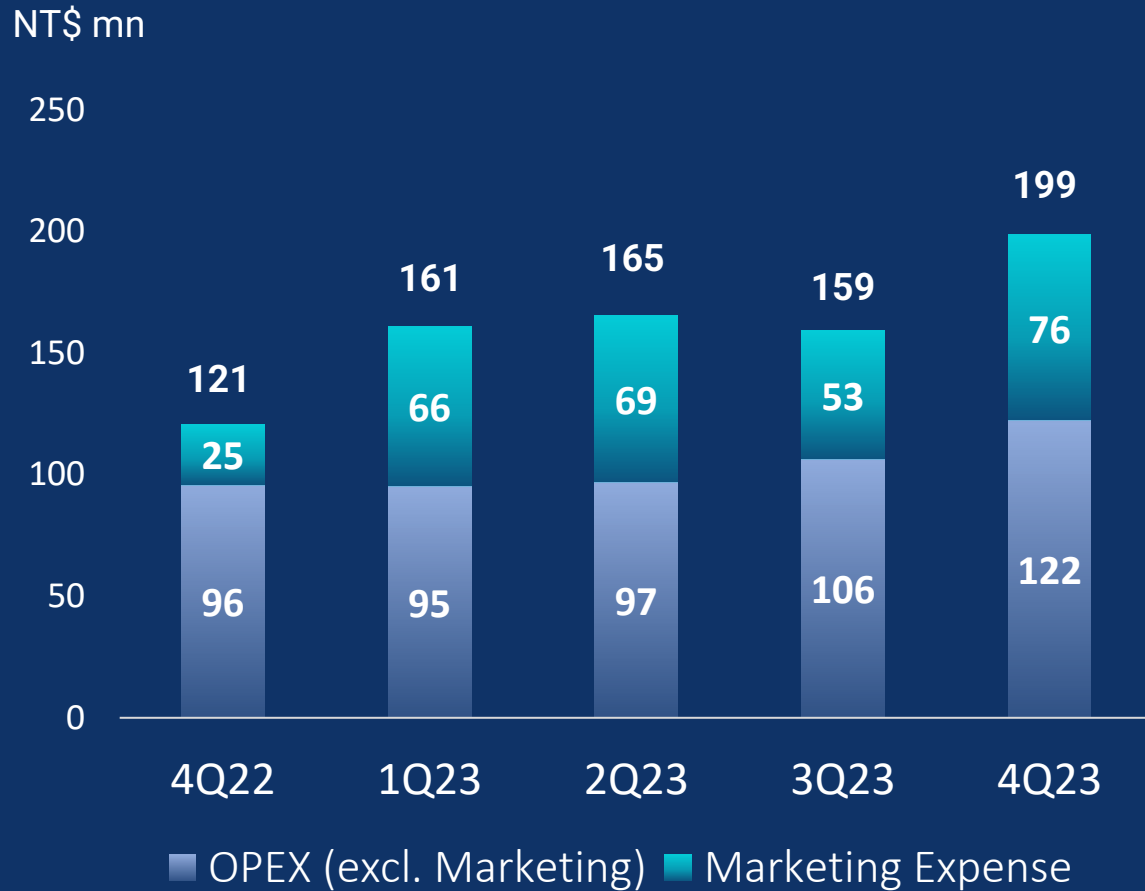
## Profit Margin



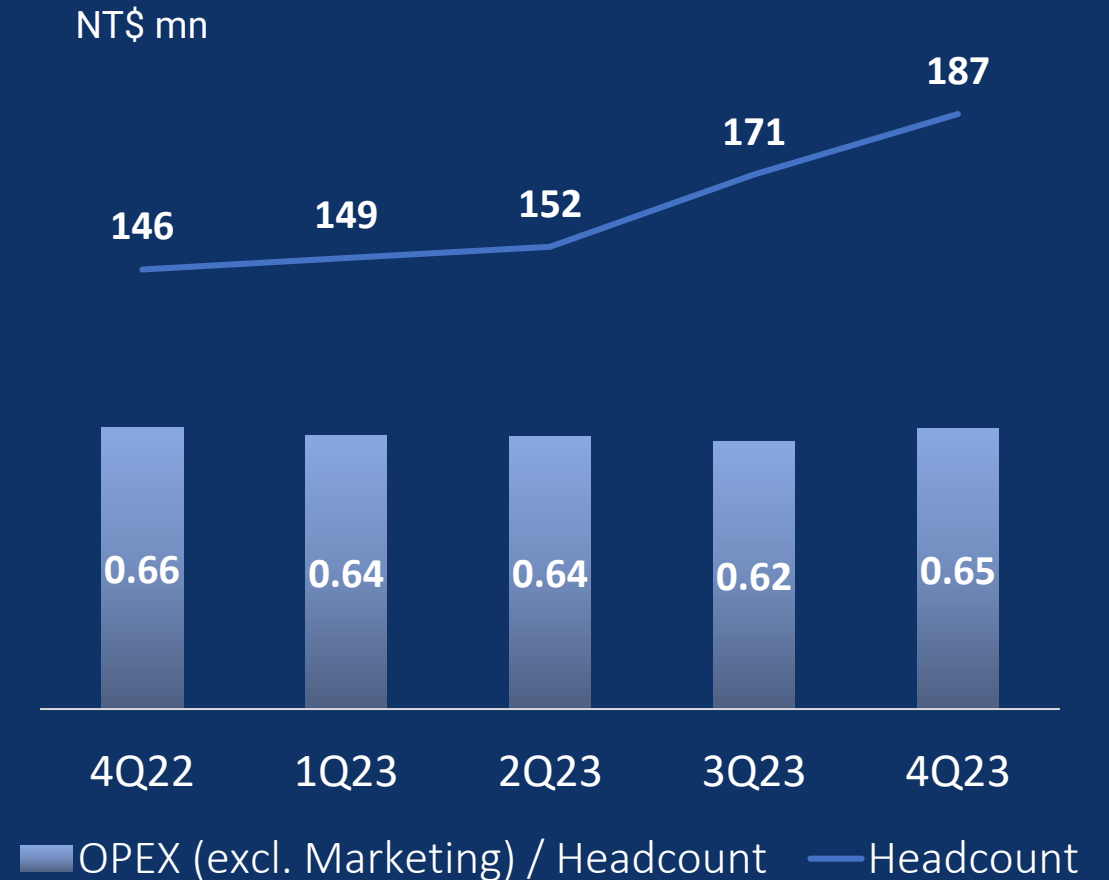


# Quarterly Expense Trends

## Operating Expense



## Headcount & Related Expense



# 2023 Income Statement

NT\$ Thousand	2023	2022	YoY
Revenue	770,611	420,085	83%
Gross Profit	704,070	359,073	96%
<b>Operating Profit</b>	<b>19,836</b>	<b>-75,724</b>	-
Non-Operating Income	-14,825	18,309	-
Profit Before Tax	5,011	-57,415	-
Net Income	5,104	-57,415	-
<b>Net Income to Parent</b>	<b>5,104</b>	<b>-57,415</b>	-
EPS (NT\$)	0.16	-1.90	-
Gross Margin (%)	91%	85%	
Operating Margin (%)	3%	-18%	
OPEX / Sales (%)	89%	104%	
Marketing / Sales (%)	34%	31%	
Net Margin(%)	1%	-14%	

2023 Results & Outlook

# 4Q23 Income Statement

NT\$ Thousand	4Q23	3Q23	4Q22	QoQ	YoY
Revenue	212,068	186,587	133,434	14%	59%
Gross Profit	195,740	167,402	112,384	17%	74%
<b>Operating Profit</b>	<b>-2,801</b>	<b>8,049</b>	<b>-8,447</b>	-	-
Non-Operating Income	-18,750	5,827	-6,504	-	-
Profit Before Tax	-21,551	13,876	-14,951	-	-
Net Income	-21,528	13,946	-14,951	-	-
<b>Net Income to Parent</b>	<b>-21,528</b>	<b>13,946</b>	<b>-14,951</b>	-	-
EPS (NT\$)	-0.67	0.44	-0.50	-	-
Gross Margin (%)	92%	90%	84%		
Operating Margin (%)	-1%	4%	-6%		
OPEX / Sales (%)	94%	85%	91%		
Marketing / Sales (%)	36%	28%	19%		
Net Margin(%)	-10%	7%	-11%		

2023 Results & Outlook

# 4Q23 Balance Sheet

NT\$ Thousand	4Q23	3Q23	4Q22	QoQ	YoY
Cash and Cash Equivalents	448,253	466,723	224,738	-4%	99%
<b>Current Assets</b>	<b>639,939</b>	<b>645,885</b>	<b>358,413</b>	<b>-1%</b>	<b>79%</b>
Financial Assets - Non-Current	2,769	7,500	7,500	-63%	-63%
Property, Plant, and Equipment	7,189	6,977	6,585	3%	9%
Intangible Assets	22,301	22,702	20,032	-2%	11%
<b>Total Assets</b>	<b>680,014</b>	<b>690,145</b>	<b>404,230</b>	<b>-1%</b>	<b>68%</b>
Short-term Debt	12,725	12,725	13,275	0%	-4%
<b>Current Liabilities</b>	<b>222,603</b>	<b>196,596</b>	<b>160,311</b>	<b>13%</b>	<b>39%</b>
<b>Total Liabilities</b>	<b>227,519</b>	<b>202,216</b>	<b>168,703</b>	<b>13%</b>	<b>35%</b>
Common Stock	319,683	319,648	308,988	0%	3%
Capital Surplus	227,538	236,909	21,397	-4%	963%
Retained Earnings	-89,895	-68,367	-94,999	-	-
Other Equity	-4,831	-261	141	-	-
<b>Total Equity</b>	<b>452,495</b>	<b>487,929</b>	<b>235,527</b>	<b>-7%</b>	<b>92%</b>



# Company Overview

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# Build for Trust

## Our Vision

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

## Company Overview

# Gogolook

- ✓ **Gogolook** is the world's leading **TrustTech** company. Through our proprietary anti-fraud database and AI technology, we provide digital anti-fraud and risk management-as-a-service.
- ✓ **Whoscall**, the personal digital anti-fraud 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-fraud 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-fraud 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)

**187**

Employees\*

**7**

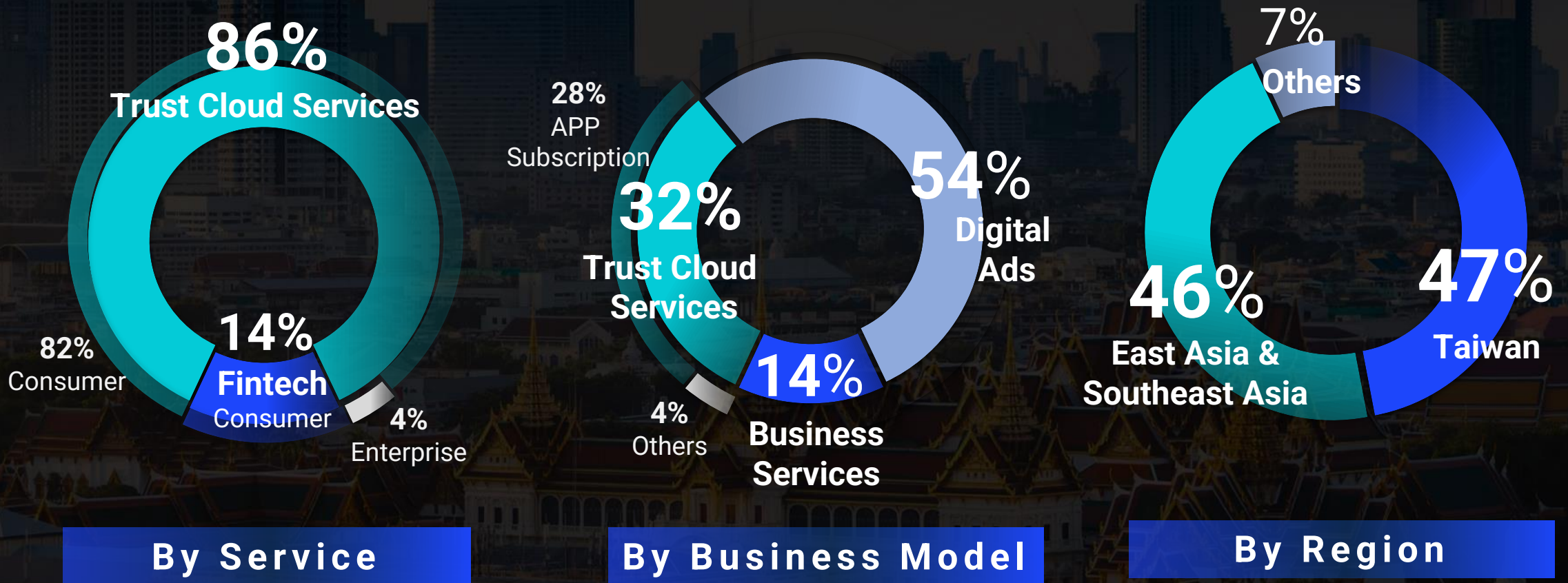
Major Markets

**10** bn

Malicious Calls &  
Messages Blocked



# Diversifying Revenue Sources with Better Visibility



Note: Revenue mix is based on the figures for the year 2023.

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%**

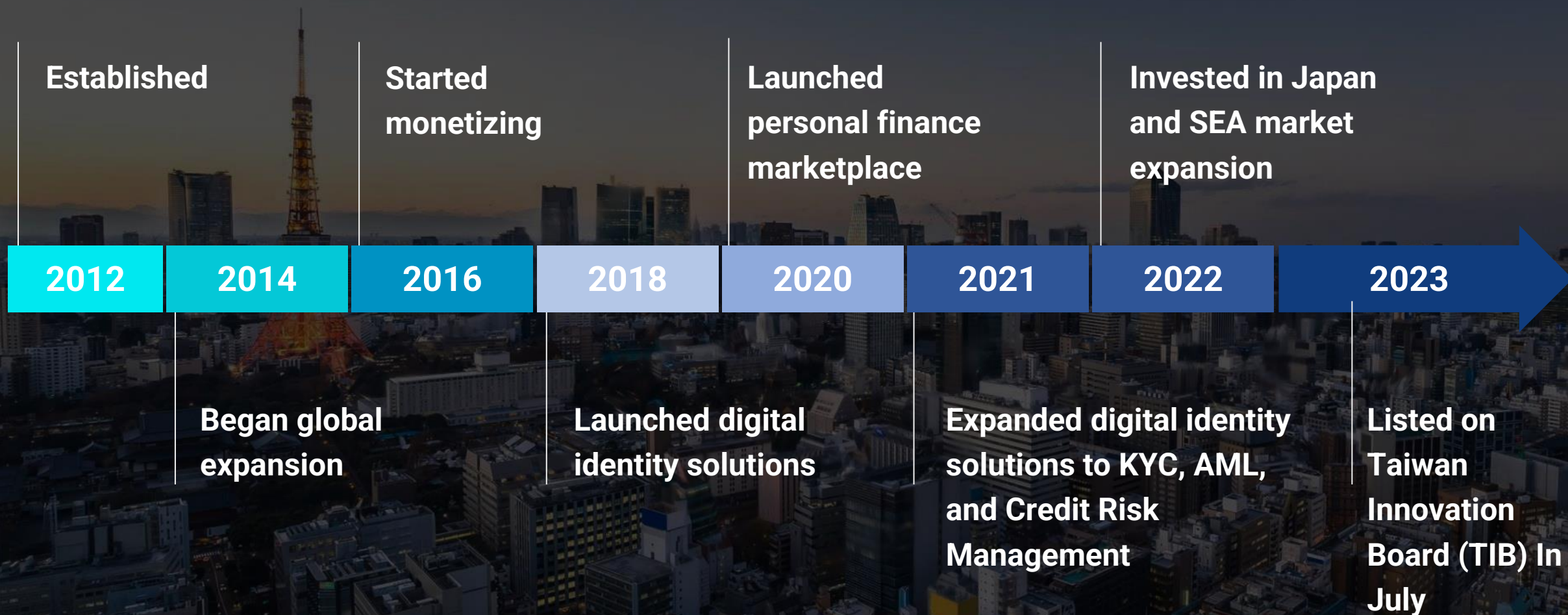
Engineers as % of total employees

**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



# 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-fraud 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

- **187** 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



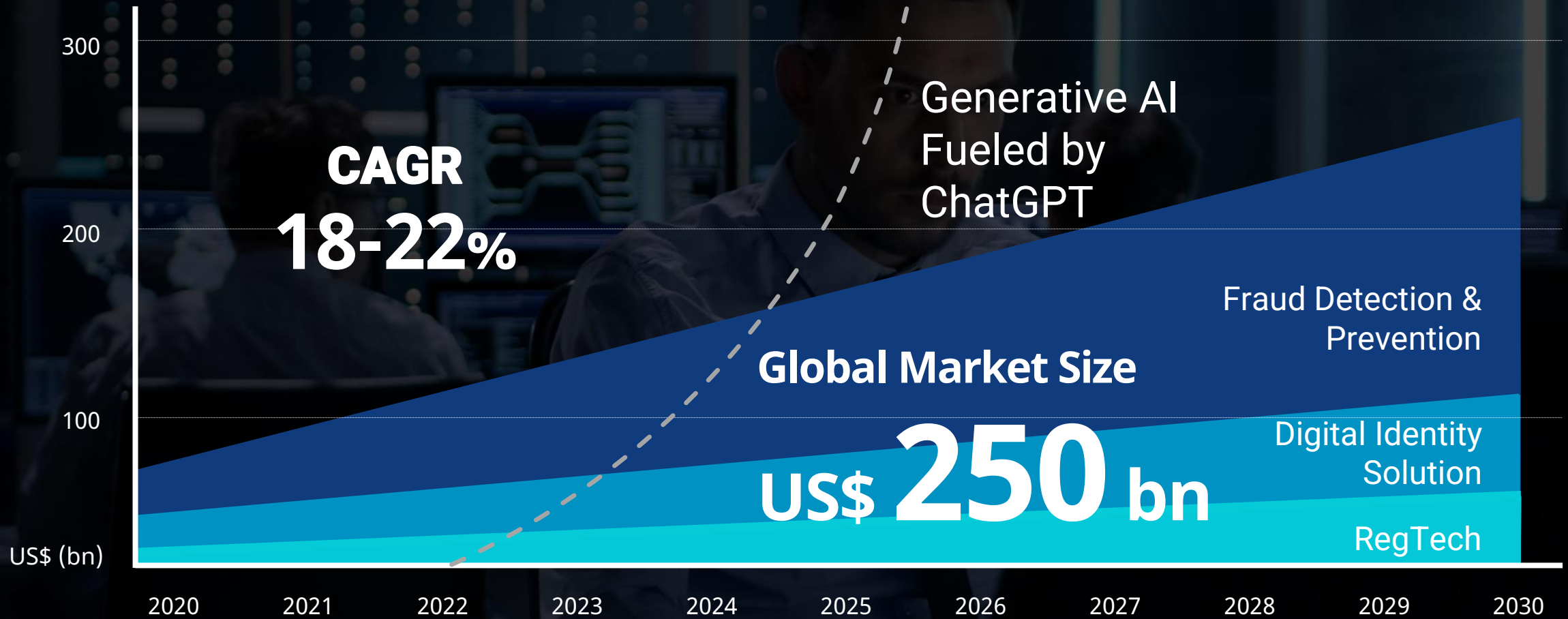
## Building a Fraud-Free World

- 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

# Business Models

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# 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

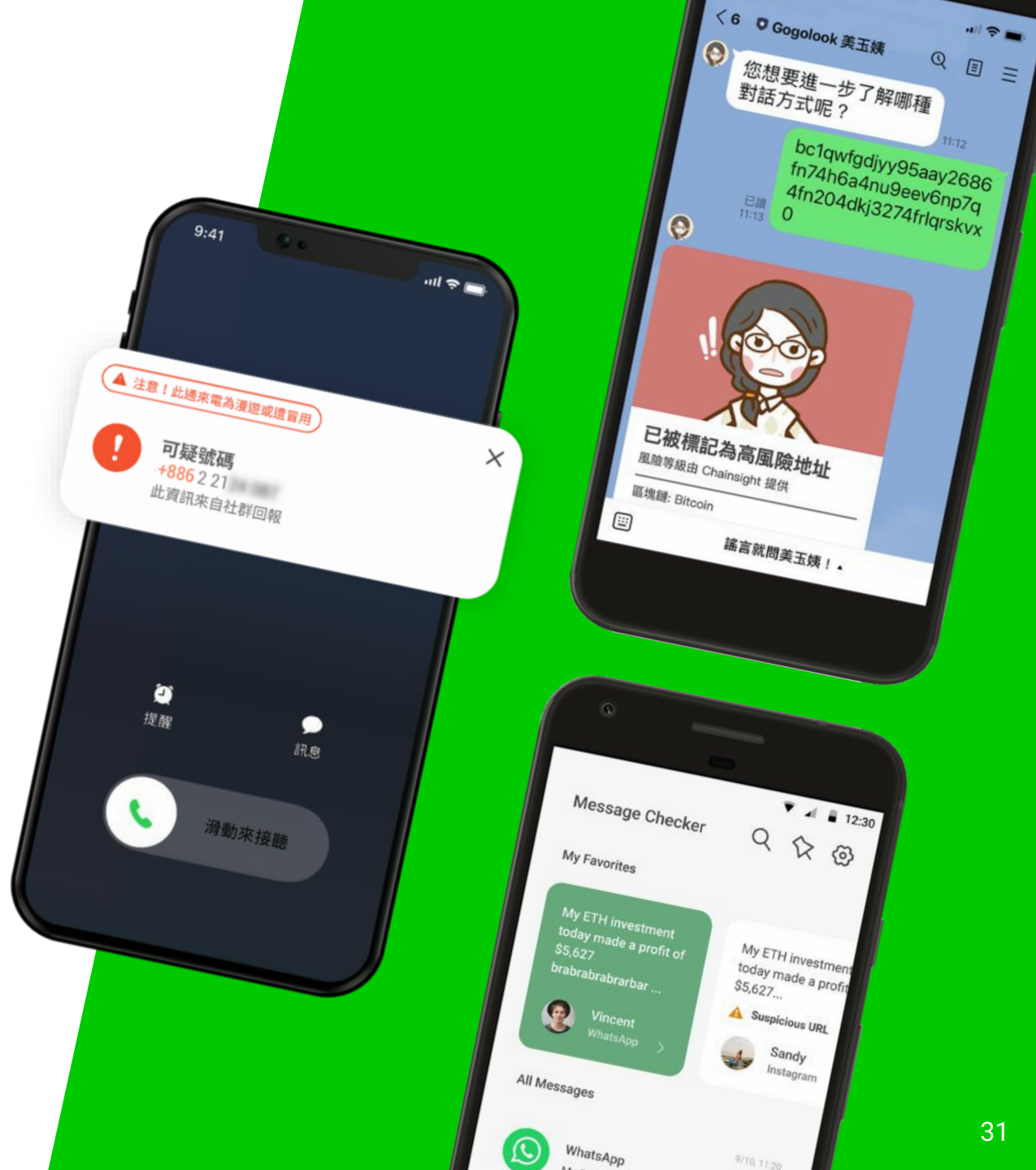
- Identity Suite
- Brand Identity Protection
- Anti-Fraud API Services

## 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

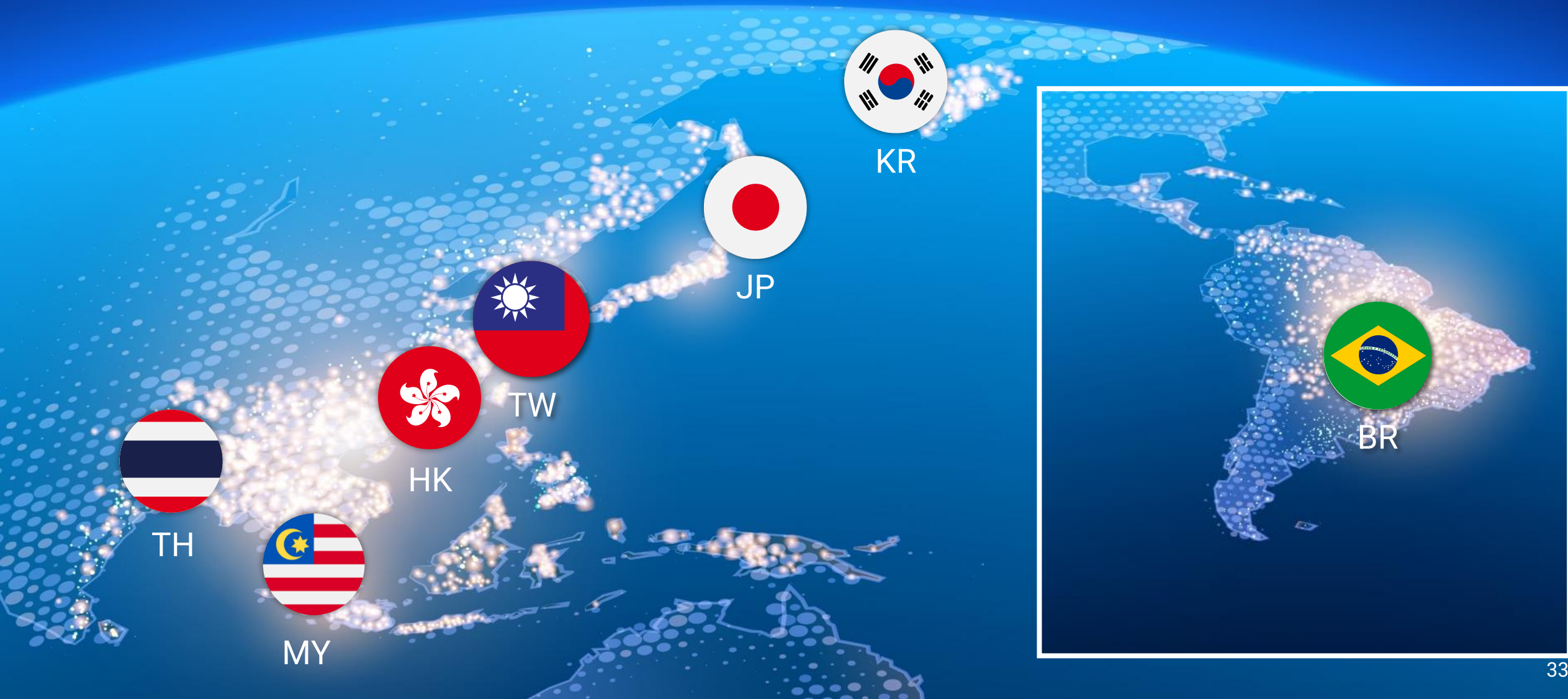


2 bn

Call Traffics per month

Business Models

# Global Presence

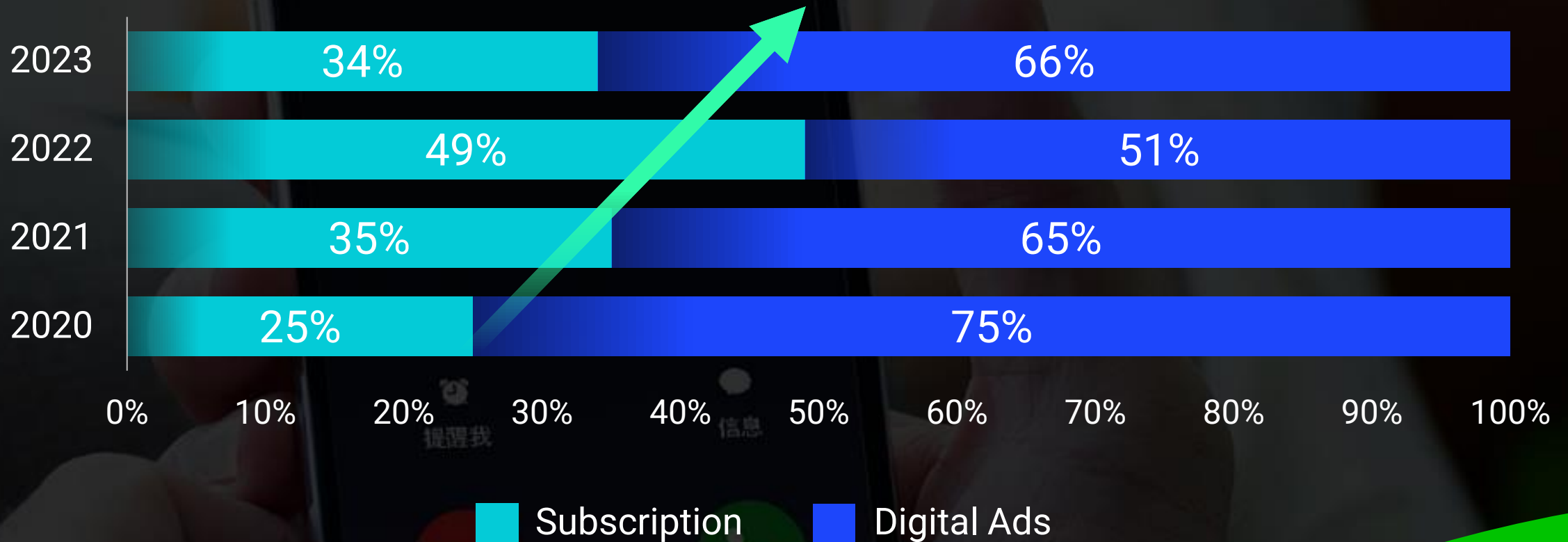




# Subscription on a Par with Digital Ads

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

Whoscall Revenue Breakdown





# Continuous Innovation of Consumer Trust Cloud Services

Fact-checking  
Chatbot

Auntie Meiyu

Data Access for  
Enterprises

API / SDK

**whoscall**

Text-Based Fraud  
Protection APP

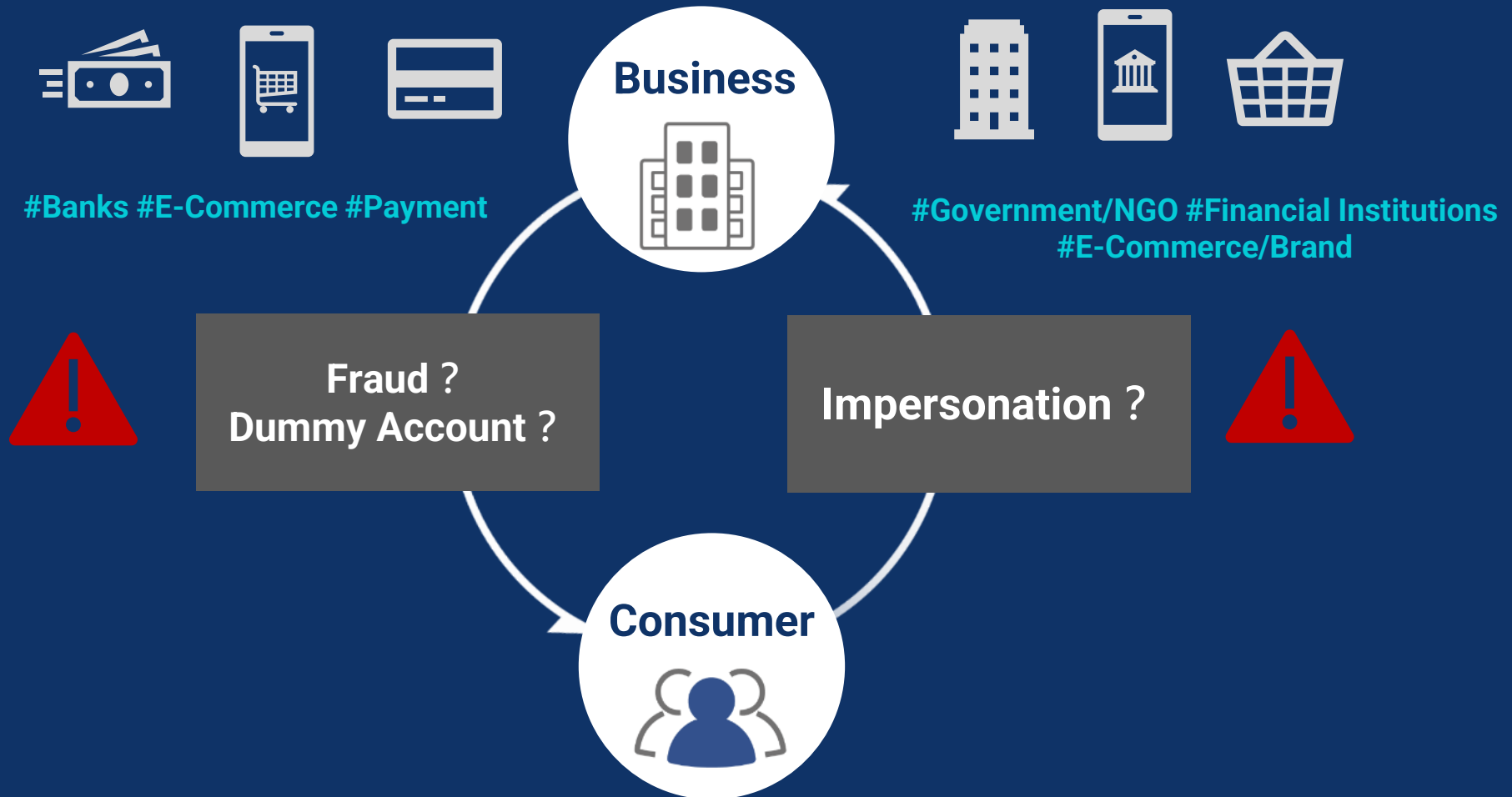
Message Checker

Blockchain  
Fraud  
Protection

# Enterprise Trust Cloud Services

Identity Suite  watchmen Crowd*insight*

# Trust Issues Arise Between Businesses and Consumers in the Digital Age



# Enable Business and Consumer to Trust Each Other through Technology

## Identity Suite

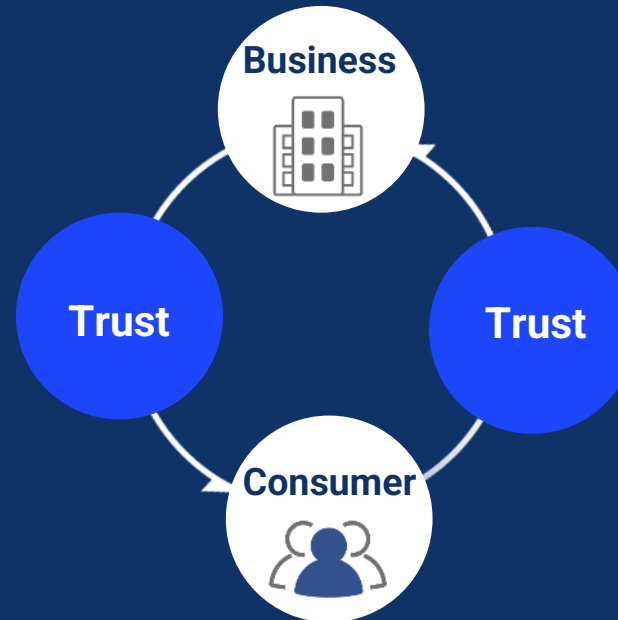
Digital Identity Verification

#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

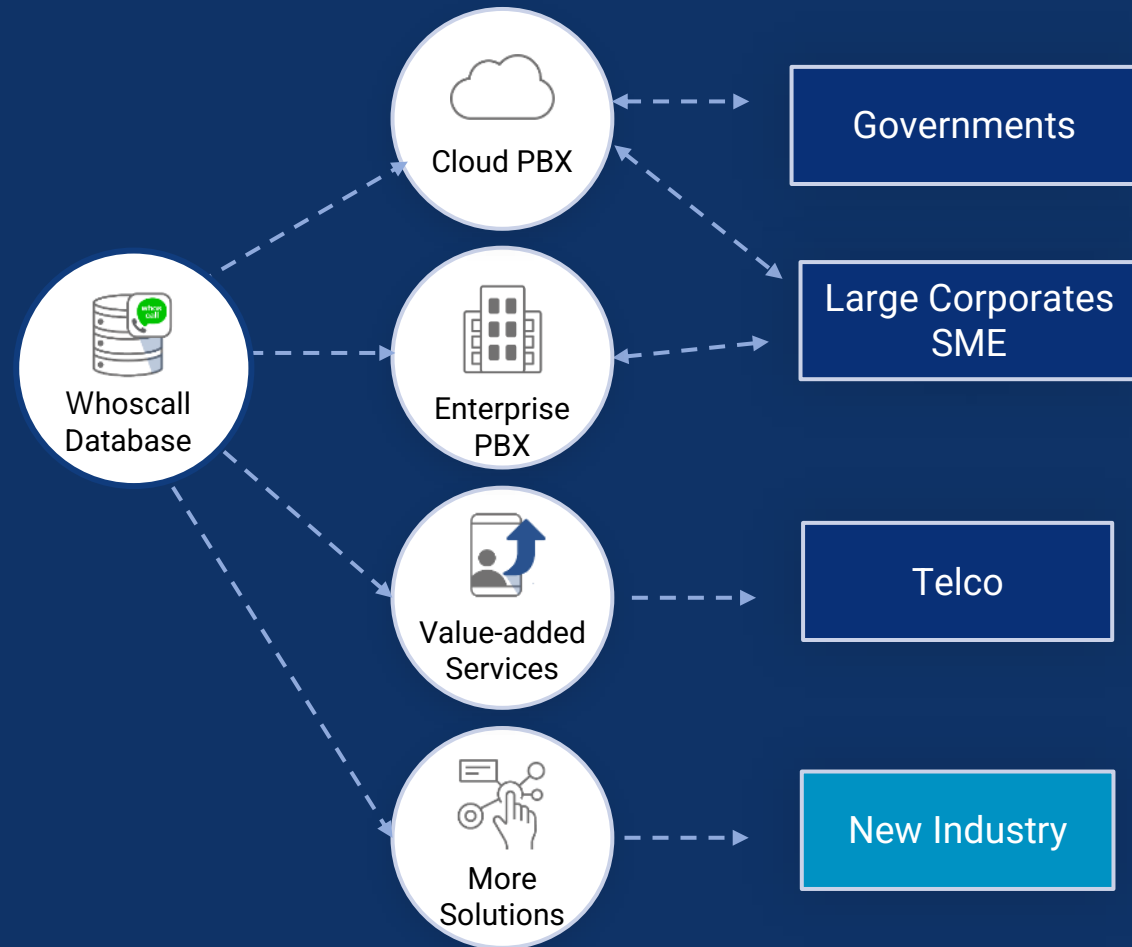
## Anti-Fraud Database Solutions

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



The screenshot displays the Roo.Cash website with the following elements:

- Header:** Roo.Cash 袋鼠金融 logo, navigation links for 2023 信用卡推薦, Roo 金融產品比較, Roo 金融工具, Roo 專欄文章, and 登入/註冊.
- 最新消息 (Latest News):**
  - 線上投保 還是找業務好? 線上投保優點一次看 (Roo.Cash)
  - 標準扣除額 扣除額必知 3 大重點你不可不知 (2022/03/02 | By Mr.Roo)
  - 2022 麥當勞行動支付優惠 | 街口支付、LINE Pay、台灣 Pay 最高 13% (2022/03/02 | By Mr.Roo)
  - 買車換現金真的那麼好康嗎? 買車換現金必知 3 大風險 (2022/03/02 | By Mr.Roo)
- 熱門排行榜 (Popular Rankings):** 永豐 JCB 現金回饋卡 (現金回饋)
- 服務項目 (Service Items):** 您全方位的個人專屬金融好夥伴
  - 信用貸款: 輸入您的信貸條件, ROO.CASH 一次整理 10+ 銀行利率、額度、申辦條件, 讓你輕鬆找到專屬方案, 還能享有有 ROO.CASH 專屬加碼好禮! (立即比較, 快速試算)
  - 小額借款
  - 房屋貸款
  - 信用卡推薦 (免費諮詢)
  - 數位帳戶推薦
- Footer:** 請輸入您的搜尋名稱, 搜尋條件, 圖譜方式, 4/30 前申貸成功送禮

# 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-fraud  
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

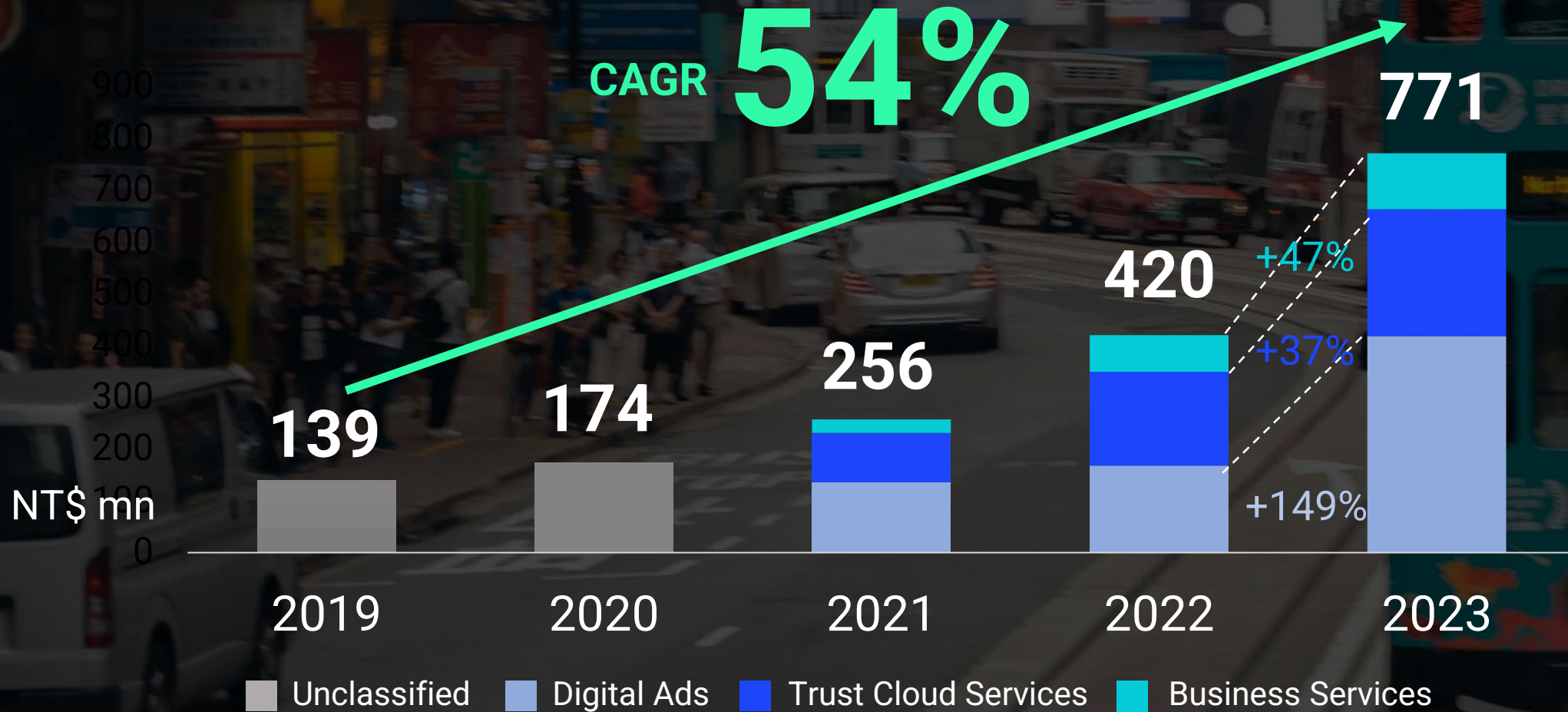
- ✓ Explore Fintech opportunities in **Southeast Asia**.
- ✓ Seek for **collaboration opportunities with local enterprises**

# Growth Strategy

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Growth Strategy

# Outgrowing The Industry Over The Long-Term



# Continued to Grow Users and ARPU

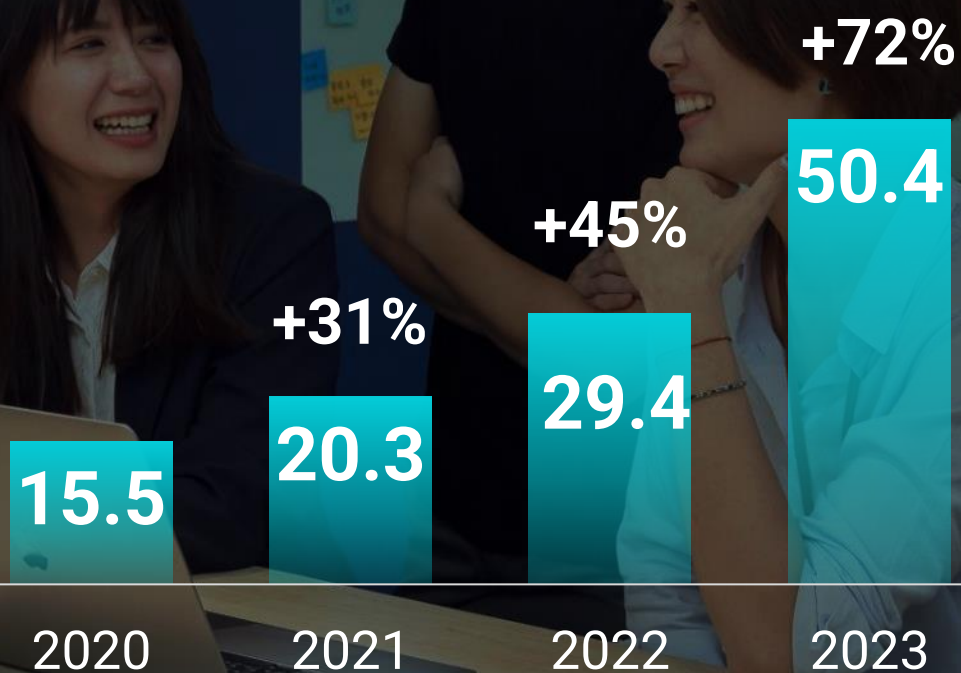
## Whoscall Average MAU

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**

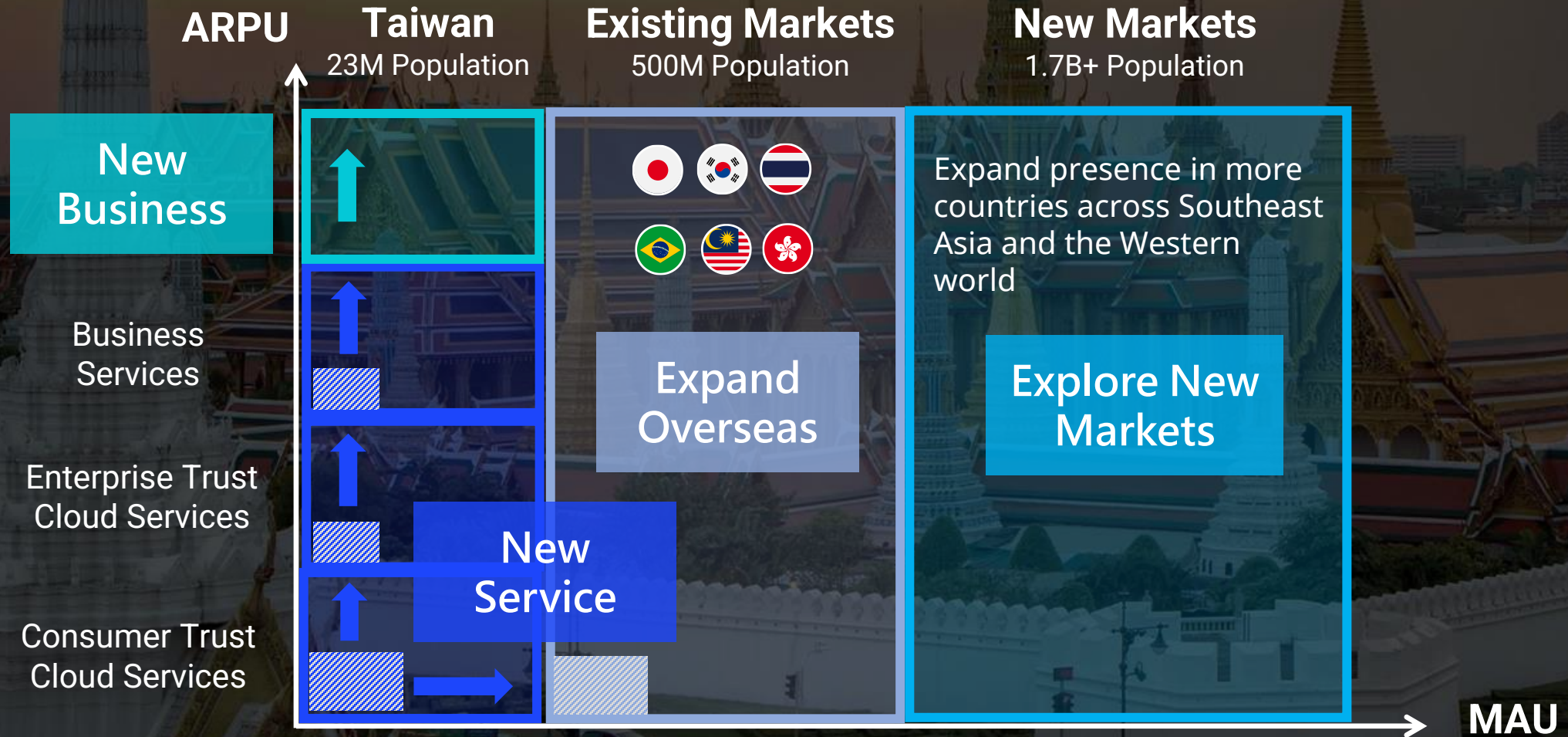
- Increase the penetration rate of our existing services
- Test and promote new services

**Explore New  
Markets**

## **Resolving Trust Issues in More Countries**

- Expand in more countries through multiple strategies

# Diversified Growth in Multiple Countries and Sectors





Growth Strategy

# Expecting Higher Growth from Overseas Markets

NT\$ mn

Revenue

800

600

400

200

0

2020

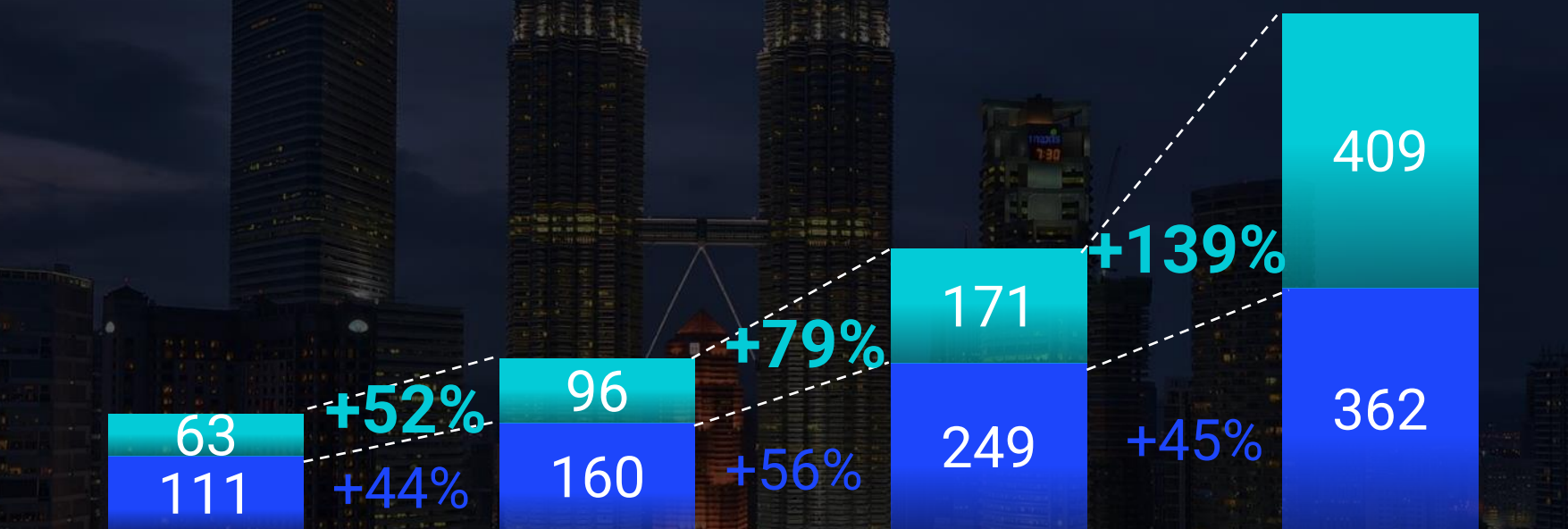
2021

2022

2023

Taiwan

Overseas

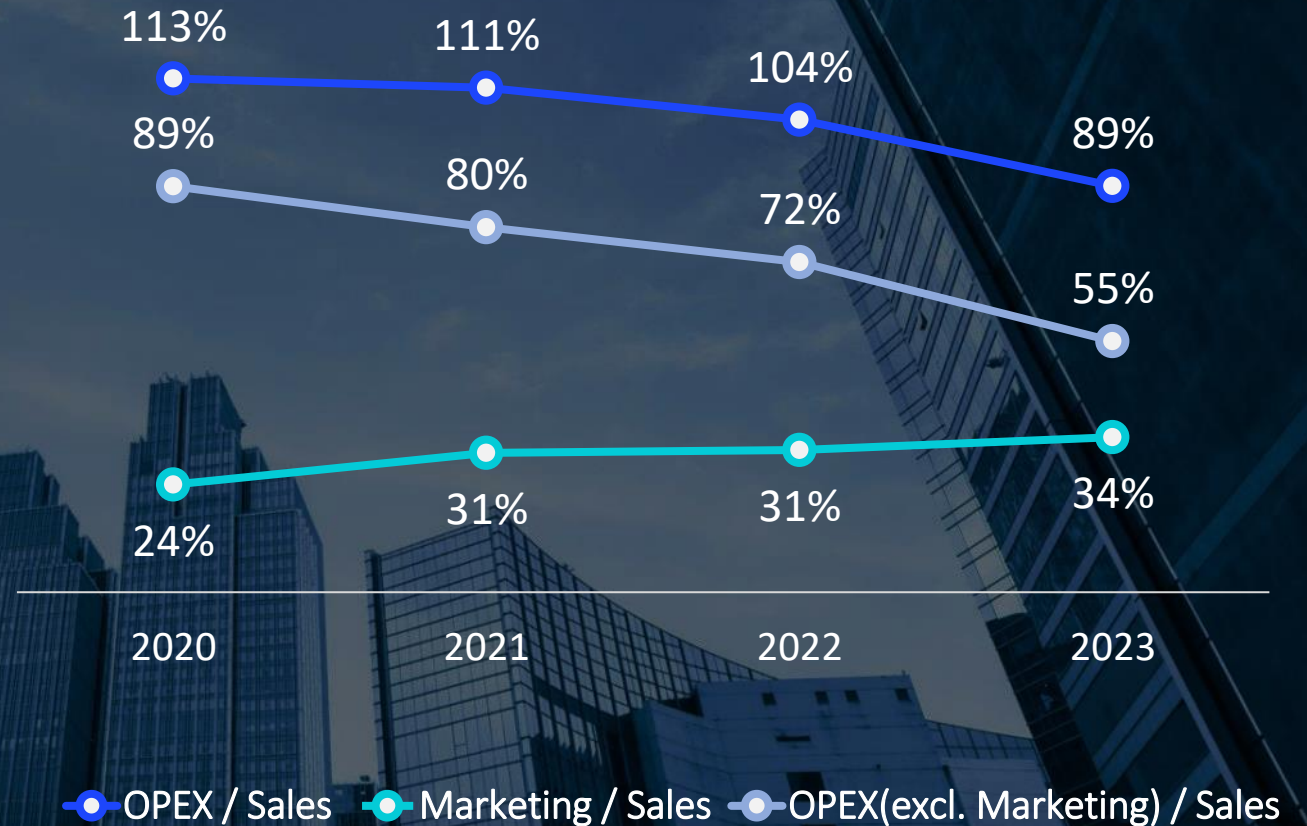


# Improving Operating Efficiency

## 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 fraud protection, and inclusive fintech
- ✓ Foster an innovative corporate culture, attract top-tier talents to offer services with exceptional user experiences

# Thank you

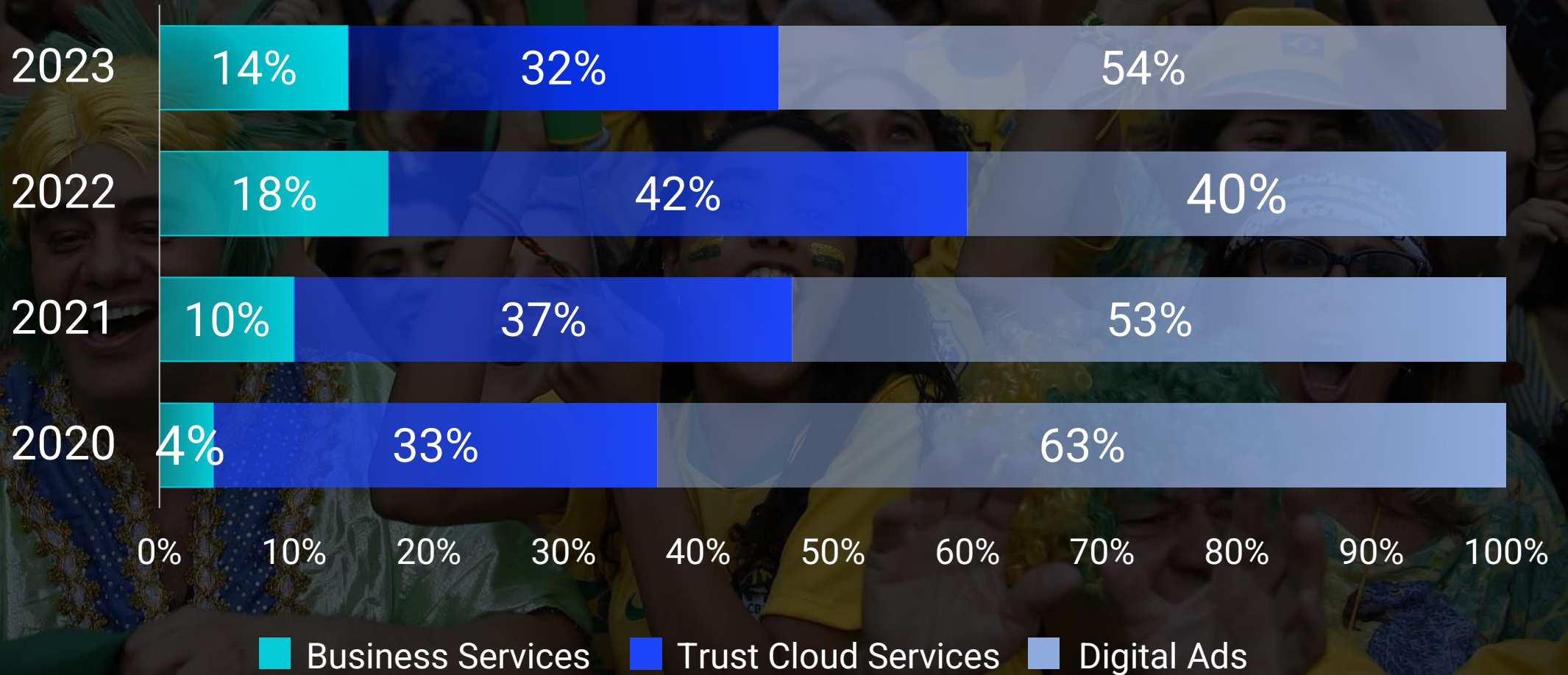
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# Financial Performance

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# Diversifying Revenue Sources with Better Visibility



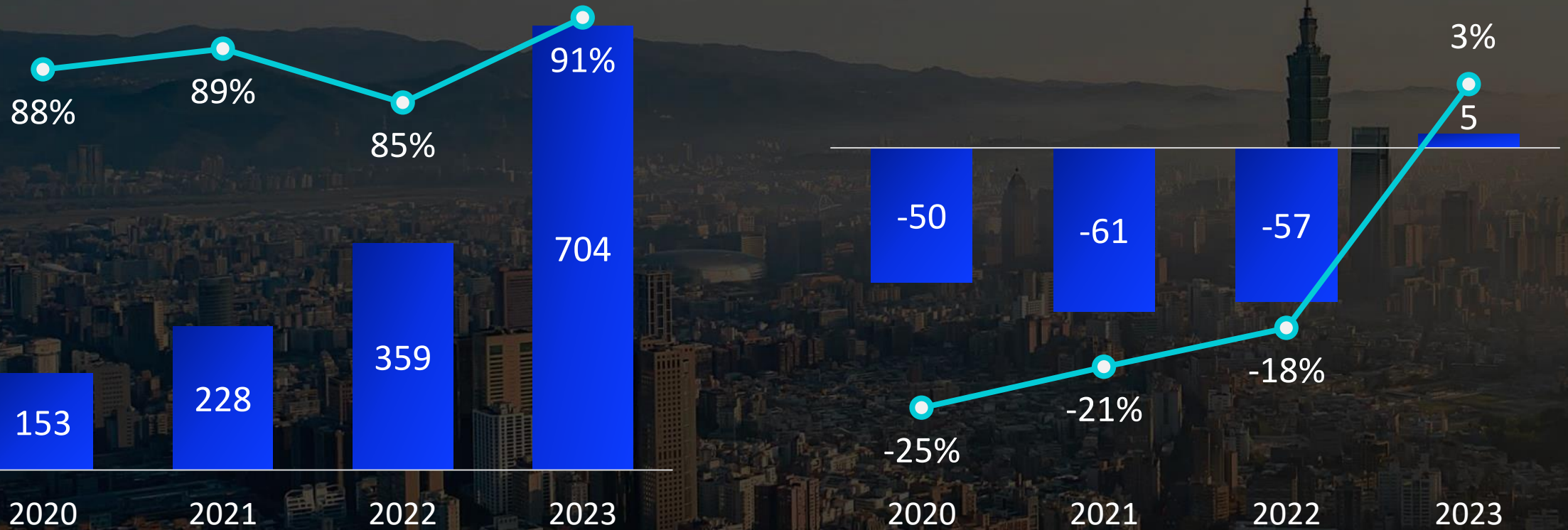


## Financial Performance

# 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
<b>Operating Profit</b>	<b>-39,635</b>	<b>-43,104</b>	<b>-54,477</b>	<b>-75,724</b>	<b>19,836</b>
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
<b>Net Income to Parent</b>	<b>-44,358</b>	<b>-50,294</b>	<b>-61,151</b>	<b>-57,415</b>	<b>5,104</b>
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
<b>Current Assets</b>	<b>128,298</b>	<b>395,152</b>	<b>357,021</b>	<b>358,413</b>	<b>639,939</b>
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
<b>Total Assets</b>	<b>138,470</b>	<b>405,647</b>	<b>376,851</b>	<b>404,230</b>	<b>680,014</b>
Short-term Debt	10,000	10,000	10,000	13,275	12,725
<b>Current Liabilities</b>	<b>47,806</b>	<b>80,787</b>	<b>105,560</b>	<b>160,311</b>	<b>222,603</b>
<b>Total Liabilities</b>	<b>49,304</b>	<b>81,013</b>	<b>111,771</b>	<b>168,703</b>	<b>227,519</b>
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)
<b>Total Equity</b>	<b>89,166</b>	<b>324,634</b>	<b>265,080</b>	<b>235,527</b>	<b>452,495</b>

# Gogolook

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