Kakao Ad Overseas Advertiser Guideline for 'clix'

For Overseas Advertisers, Ver. 2.0.0 | 2016.12

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- Step 6. VAT Refund
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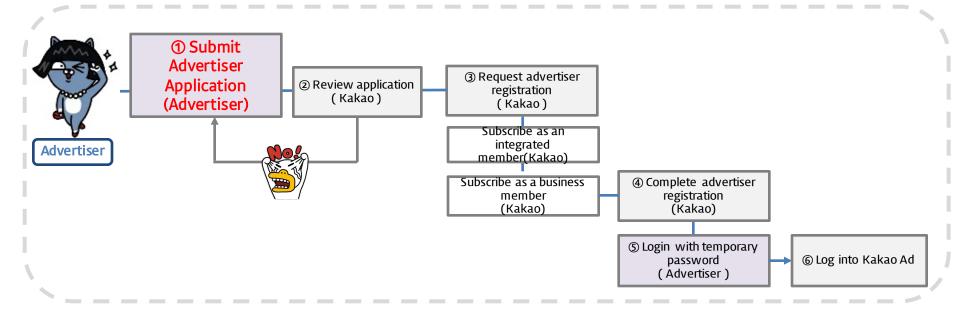
2. Clix platform Guide

- * Appendix
 - Overseas Advertiser Invoice
 - Overseas Advertiser Application Form

1. How to use Clix for Overseas Advertisers



- ① Submit application: Overseas advertisers have no way of verifying themselves in Korea. Therefore, overseas advertisers must submit advertiser registration forms for verification purposes.
 - * Applies to advertisers located overseas that do not have business entities in Korea.



* Purple boxes are activities that are to be carried out by advertisers. Grey boxes are activities that will be conducted by Kakao.



① Submit Advertiser Application:

- Required documents: Overseas advertiser application form, a copy of business registration certificate
- How to apply: Apply through a Kakao certified agency, direct with Kakao or through Kakao's Customer Care Center

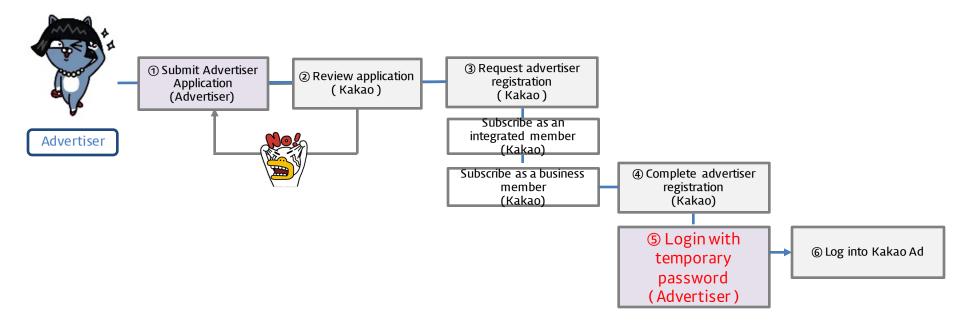
* Reference 1) Overseas advertiser application form





(5) Login with a temporary password: Kakao will upload the advertiser's data from the advertiser application form.

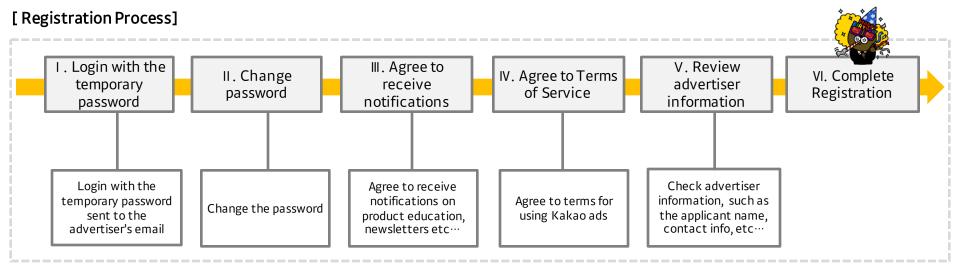
Once completed, Kakao will send a temporary password to the advertiser. The advertiser will use the temporary password to login, change the password and finalize the registration process



* Purple boxes are activities that are to be carried out by advertisers. Grey boxes are activities that will be conducted by Kakao.



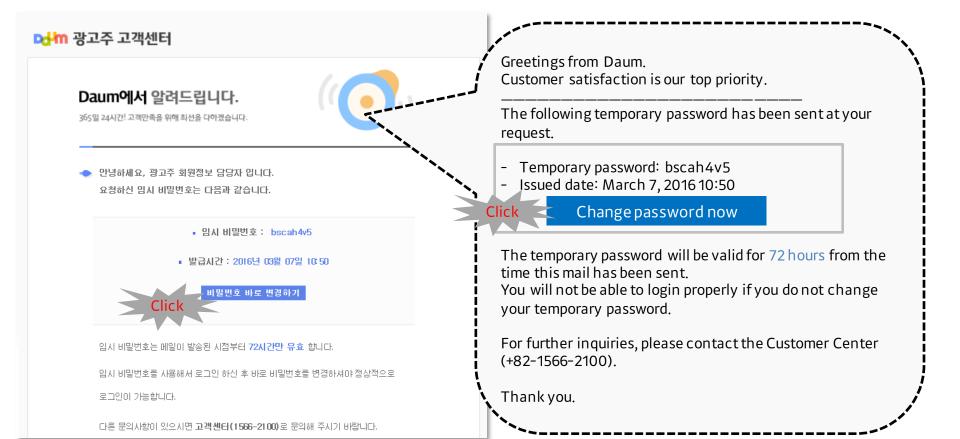
(5) Login with a temporary password: The advertiser must follow the process below after receiving the application confirmation email from the designated Kakao agent.



* Details on each process is provided in the following page.



- ⑤ Login with a temporary password: I. Logging in with a temporary password Details
 - Use the email sent by the Daum Customer Center (web-master@hanmail.net) and click 'Change password now'.



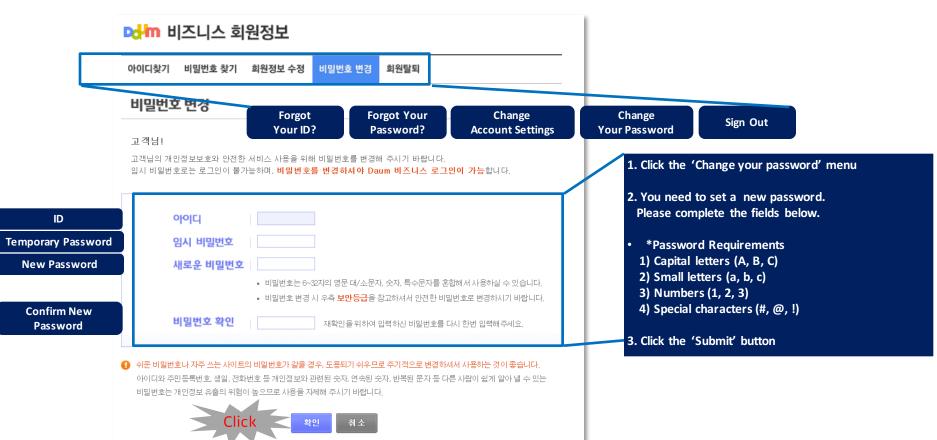
Submit

Cancel



Step.1 Registering as an Advertiser

⑤ Login with a temporary password: II. Change password



How to use Clix for Overseas Advertisers

Register
Advertiser

Select
Agency

Billing

Operate
Ads

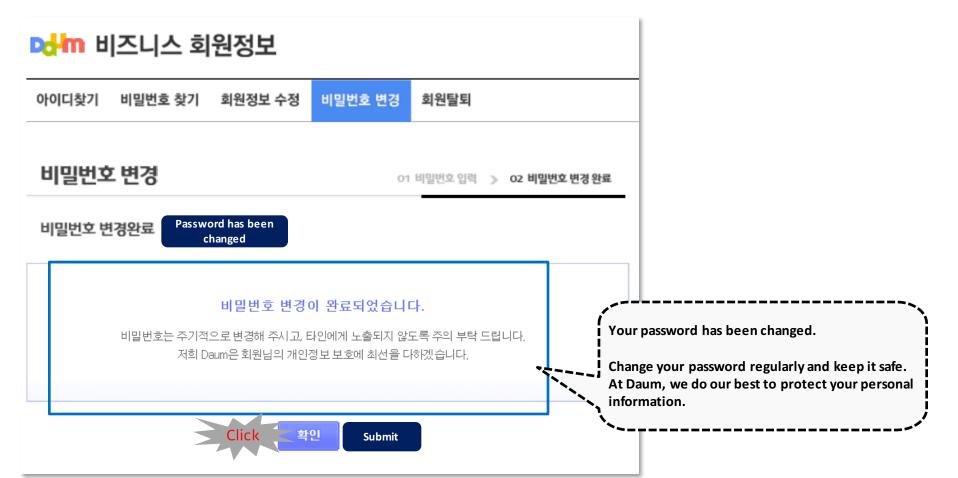
Settlement
and Voucher

VAT Refund

Refund

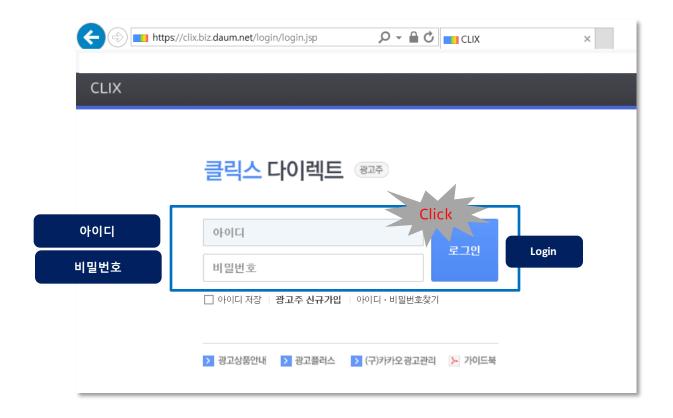
Step.1 Registering as an Advertiser

(5) Login with a temporary password: II. Change password





- ⑥ Log into Kakao Ad: Ⅲ. Agree to receive messages
 - Log into the Clix advertisers website > URL: https://clix.biz.daum.net



Register Advertiser Select Agency

Billing

Operate Ads Settlement and Voucher

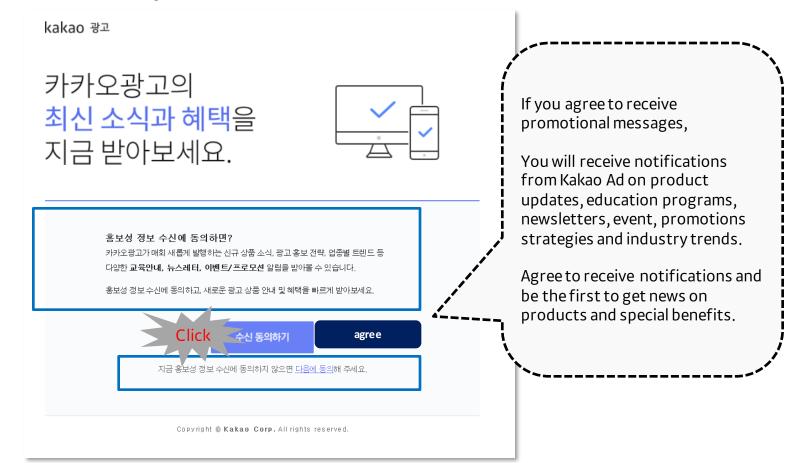
VAT Refund

Refund

Step.1 Registering as an Advertiser

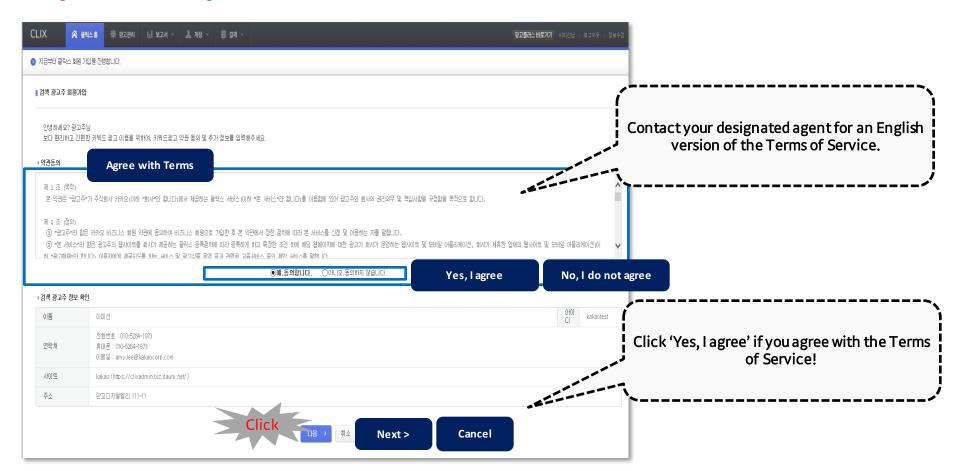
⑥ Log into Kakao Ad: Ⅲ. Agree to receive promotional messages

- Click "Agree" to receive messages



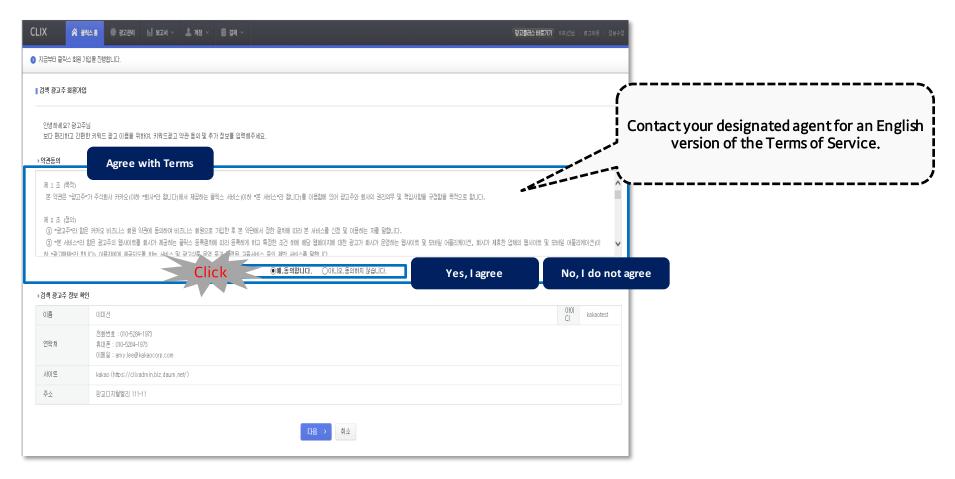


6 Log into Kakao Ad: IV. Agree with the Terms of Service



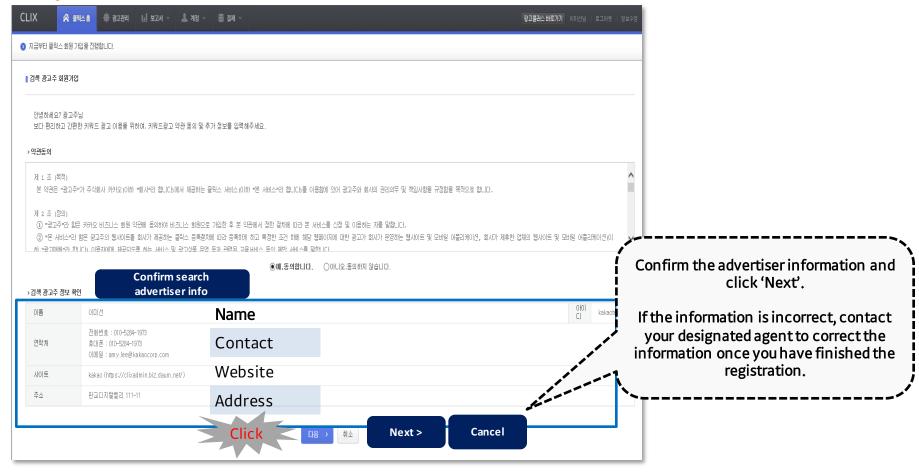


© Log into Kakao Ad: IV. Agree with the Terms of Service



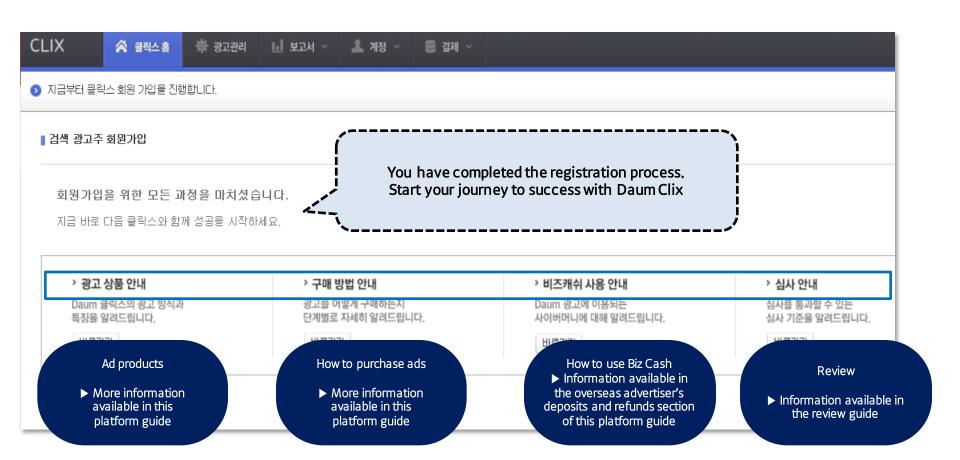


© Log into Kakao Ad: V. Confirm advertiser information





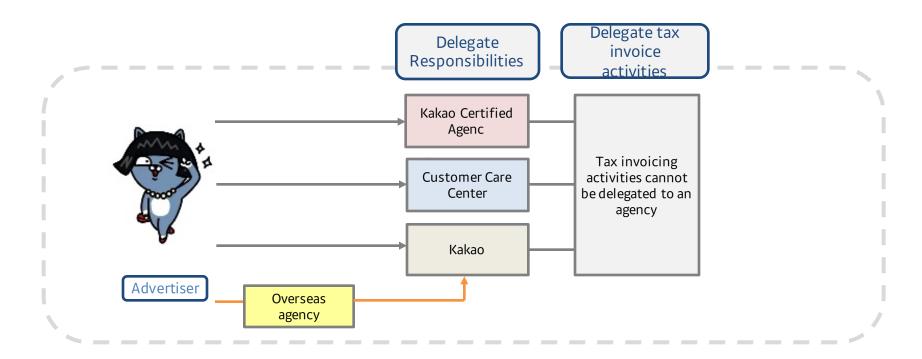
6 Log into Kakao Ad: VI. Complete registration





Step.2 Designating an Agency

- Delegate ad operations directly to Kakao, to Kakao's Customer Care Center or to one of Kakao's certified agencies.



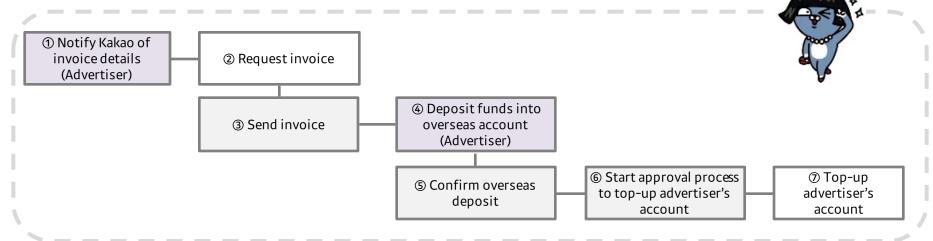
^{*} Overseas advertisers cannot delegate tax invoice-related activities to an agency.

(An agency can be assigned as the advertiser's designated agent if the agency makes the deposit on behalf of the advertiser. However, VAT is not refunded in such cases)



Step.3 Billing

- Overseas advertisers cannot deposit directly into the advertiser account from overseas. Therefore, deposits must be made to a designated overseas account.
- Deposits will be posted to the advertiser's account within five (5) business days after the advertiser wires foreign currency to Korea.
- Payments cannot be made with an international credit card.

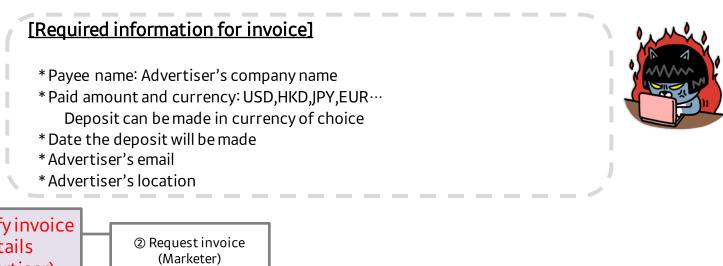


- The balance top-up process used in Korea will be applied if the advertiser has a Korean bank account.
- The process used in Korea will be applied if the overseas advertiser has a designated Korean agency which makes the deposit on behalf of the overseas advertiser.
 - > VAT is not refundable in such cases.

Register Select Billing Operate Settlement Advertiser Advertiser Advertiser Advertiser Advertiser Agency

Step.3 Billing

- In order to make a deposit, the overseas advertiser must request an invoice from the designated agent
- The following information must be provided to create an invoice.



① Notify invoice details (Advertiser) Deposit funds into ③ Send invoice overseas account (Kakao) (Advertiser) ⑥ Start approval process (5) Confirm overseas ⑦ top-up to top-up deposit advertiser's account advertiser's account (Bank) (Kakao) (Kakao)

How to use Clix for Overseas Advertisers

Register Select Billing Operate Settlement Advertiser Advertiser Advertiser Advertiser Settlement Advertiser A

Step.3 Billing

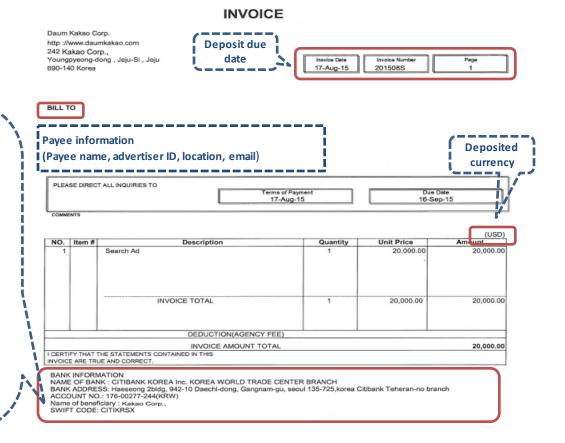
* Invoice details provided by Kakao

Kakao's overseas account info

- ACCOUNT NO.: 176-00277-244(KRW)
- BRANCH: CITIBANK KOREA Inc. KOREA
 WORLD TRADE CENTER BRANCH
- BANK ADDRESS: Haeseong 2bldg, 942-10

 Daechi-dong, Gangnam-gu, seoul

 135-725,korea Citibank Teheran-no
 branch
- SWIFT CODE: CITIKRSX

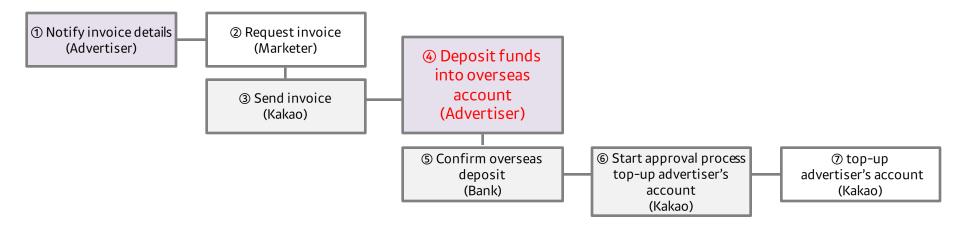






Step.3 Billing

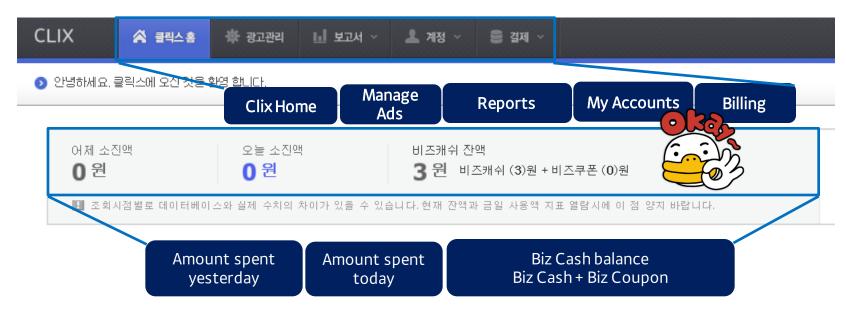
- The advertiser makes the deposit to Kakao's overseas account based on information in the invoice.
- Once the money is sent from an overseas bank, attach the deposit voucher and ask your designated agent to apply the deposit into the advertiser's account.
- Deposit will be added to the advertiser's account within five (5) business days after the money has been sent.
- The designated agent will notify the advertiser of the amount and date the deposit was added.





Step.3 Billing

- Once the deposit has been made and the account has been topped up, the advertiser can go to the Clix home screen to see if the deposited amount has been added to the balance.

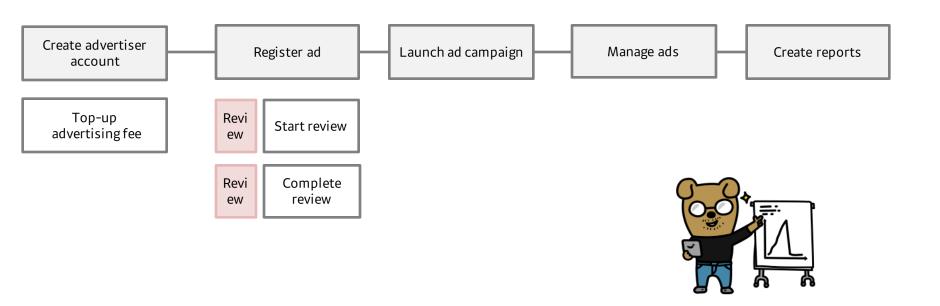


- *Reference
- 1. What is Biz Cash? Think of this as your cash for ad spend; topped up via wire transfer or credit card.
- 2. What are Biz Coupons? Equivalent to ad spend cash but earned during promotions or through certain refunds, etc....



Step.4 Registering and Operating Ads

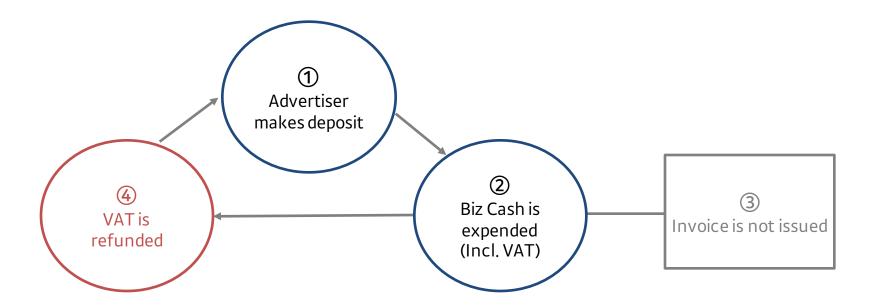
-The same standards for domestic advertisers will be applied during the adaccount creation and placement process.





Step.5 Settling Accounts and Invoices

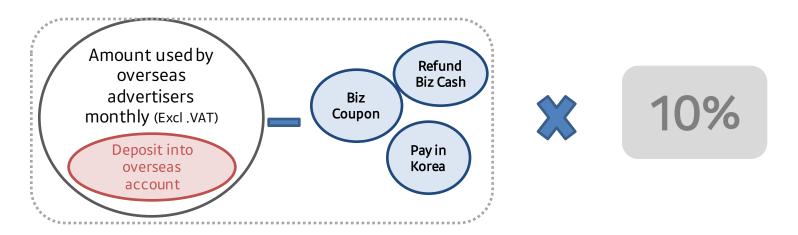
- VAT is included on all ad spend, even for Overseas Advertisers (see next point for refund process)
- For Overseas Advertisers, the VAT amount will be refunded in the form of Biz Coupons on the 15th of each month. (More information on VAT refunds is provided on the following page)





Step.6 VAT Refund

- If the following conditions are satisfied, VAT from the previous month will be refunded to Overseas Advertisers in the form of Biz Coupons on the 15th of each month.

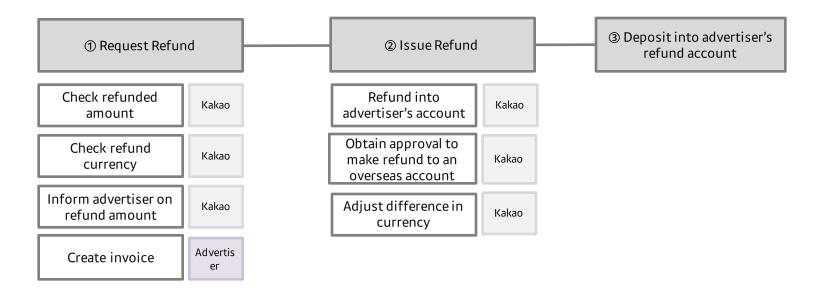


- VAT Refund Policy: Biz Coupons are provided only for the VAT amount that was imposed on the amount spent by the Overseas advertiser.
- Restrictions:
- > Biz Coupons are not provided for the amount that was paid by an agency for the advertiser. (Considered as payments made in Korea)
- > Biz Coupons are not provided for the amount that was paid with a Korean credit card or wire transfer (Considered as payments made in Korea)
- > Biz Coupons are not provided for the amount that was paid with Biz Coupons (Considered as free cash)



Step.7 Refund

- The advertiser must draft and send an invoice if they wish to receive a refund in an overseas bank account.
- Overseas refunds are carried out through Kakao's internal refund process and refunds will be provided within three (3) weeks.



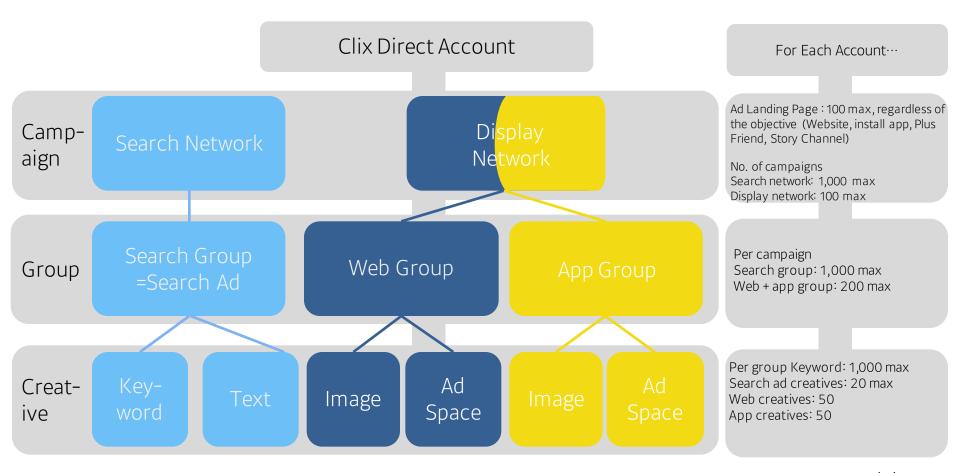
- The invoice must include information about the overseas account that will receive the refund. The invoice should be issued on the advertiser's invoice template.
 - > When the refund request is made, Kakao will send required invoice information to the advertiser. Advertiser will then send completed invoice to Kakao.
- For currencies other than Korean Won (KRW), the exchange rate will be based on the date the refund was requested.

2.Integrated Platform 'Clix'

Kakao Ad Platform_Ad Registration Structure

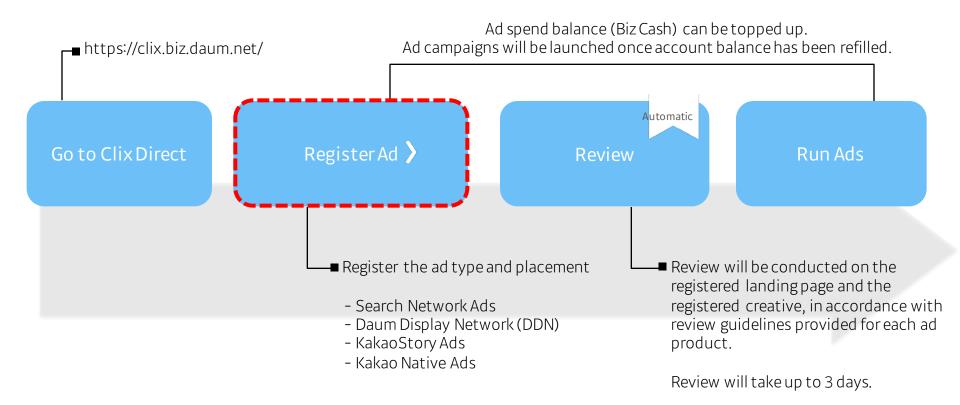


Single ad account to operate Search Ads, Daum Display Network, KakaoStory and Native Ads. Select the desired ad type to register and operate ad campaigns.

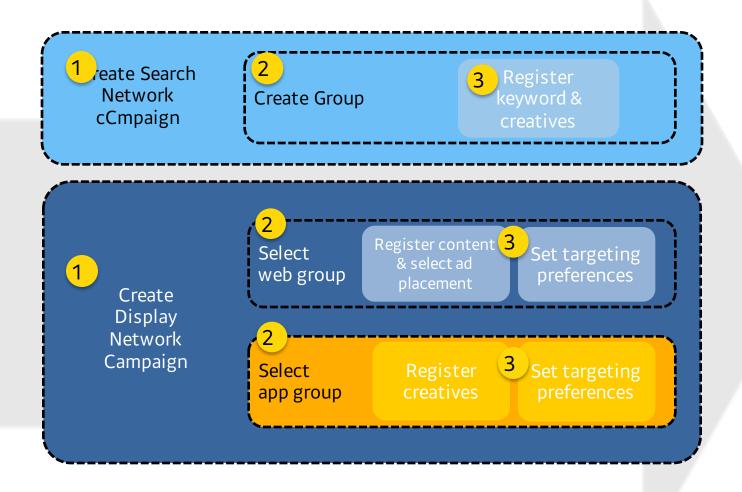


Kakao Ad Platform_ Ad Registration Process

Register ad campaigns on Clix Direct. Each campaign will be reviewed in accordance with the respective ad placement guidelines. The ad campaign will be launched once the campaign clears review and there is sufficient ad spend balance in the account.



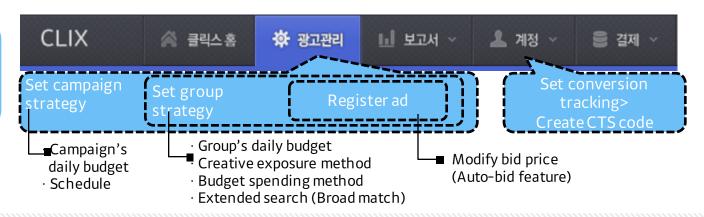
Kakao Ad Platform_ Ad Registration Process (Details)



Kakao Ad Platform_Ad Support Features

Full-suite of features to manage all accounts, campaigns, groups and ads





Daily budget / Schedule

-Daily budgets can be applied to all ad Campaigns and Groups. Day and time schedules can be set for each campaign.

creative Delivery Method -If multiple creatives are registered for Search Ads and Daum Display Network (DDN), select a Creative Delivery Method to 1) show creatives in random sequence or 2) show in order of the Group's the best performing creatives.

Auto-Bid

- If multiple keywords are registered for a Search Ad, set the desired rank and max auto-bid price for each keyword. This allows advertisers to show ads closest to the desired rank within the desired budget.

Spending Preference

-Spending Preference determines how the Daum Display Network (DDN) ad spend will be distributed. If a Group's Spending Preference is set to "Accelerated", ads will be shown as quickly as possible. If the Spending Preference is set to "All-day", ads will be shown evenly throughout the day.

Extended Search (Broad match)

- If Extended Search is selected for a Search Ad, unregistered keywords are automatically linked to search results for keywords that are registered by advertisers, thus attracting more customers.

Conversion Tracking System (CTS)

- CTS checks for conversions such as sign-ups and purchases that have occurred through users who have entered the website through Kakao ads. CTS can be utilized by embedding the CTS code within the landing page. The CTS code is issued in the Clix account.

Kakao Ad Integrated Platform_Clix Direct

Clix Direct: https://clix.biz.daum.net

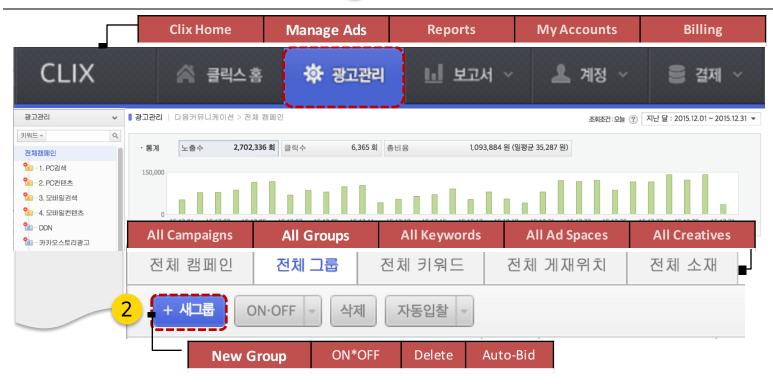
CLIX



Clix Direct_Register Ads_ 1earch Network - Creating a Campaign



Clix Direct _Register Ads_ 2 oup (Search Ad)



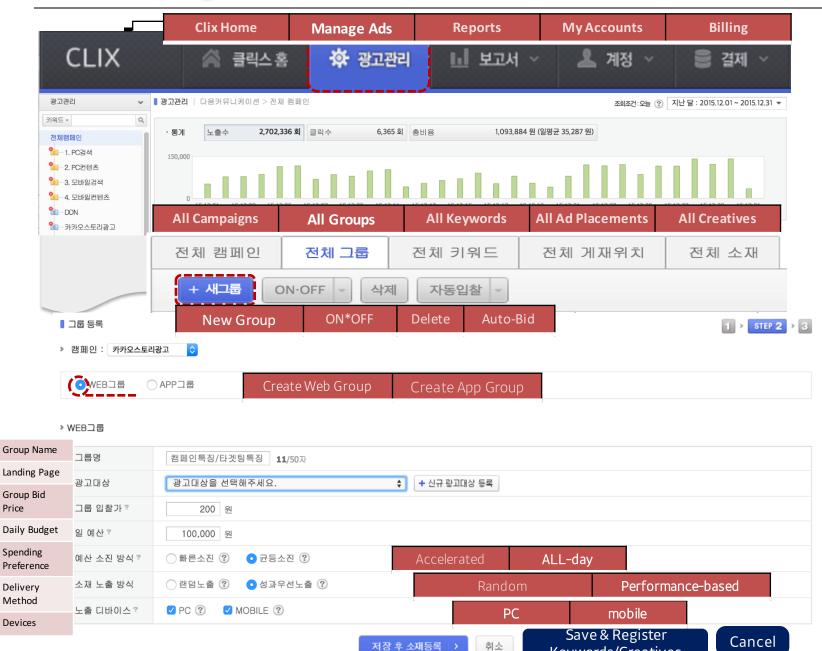


Clix Direct _ 1 isplay Network - Creating a Campaign

> Daum Display Network (DDN), Kakao Story Ads, Kakao Native Ads

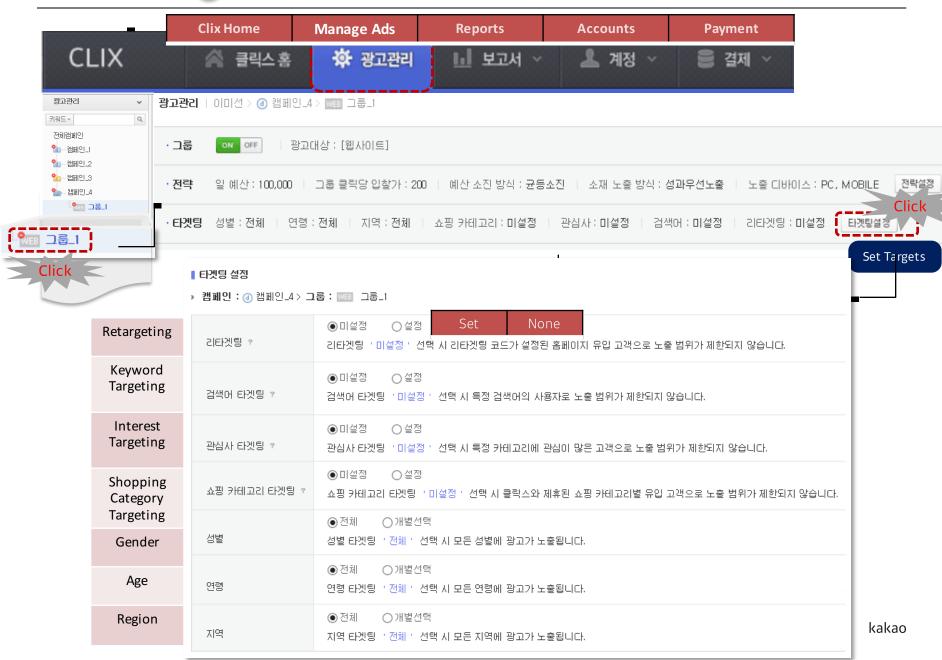


Clix Direct _ 2)isplay Network - Creating a Web Group



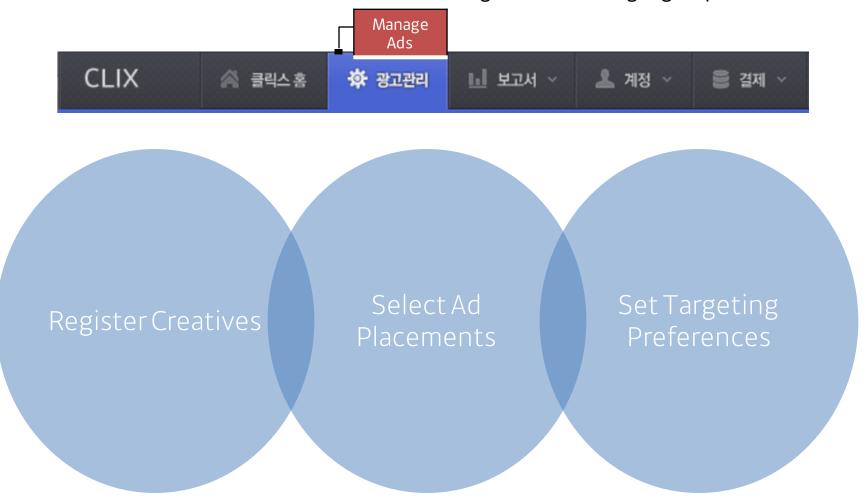
Keywords/Creatives

Clix Direct_ 2 Veb Group Targets Setup (DDN)



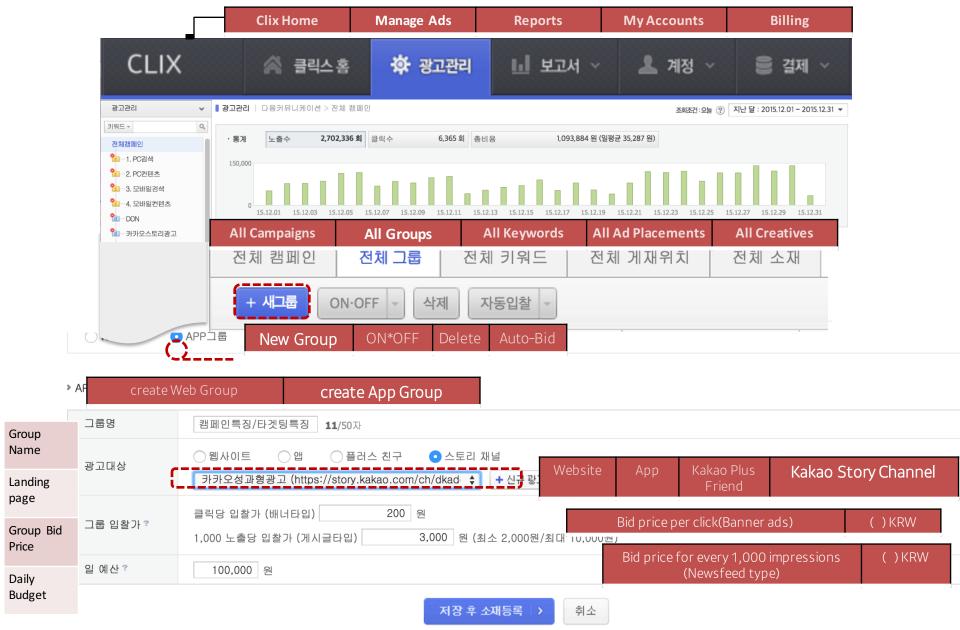
Clix Direct_ 2)isplay Network - Web Group Overview

Up to 100 web groups can be created in a display network campaign. A maximum of 50 creatives can be registered in a single group.

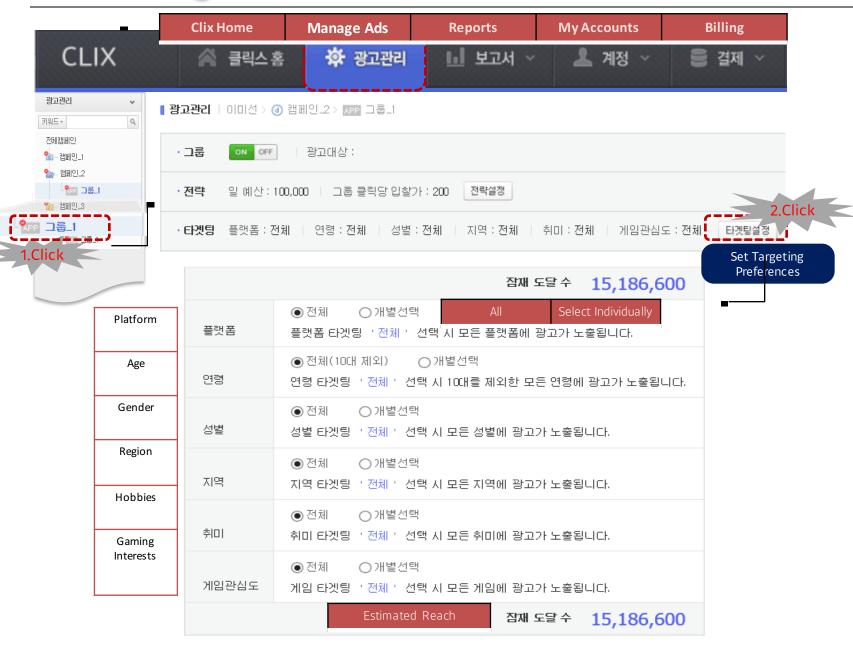


Details on creatives are provided in the Creatives Guide (English version is available)

Clix Direct_ 2)isplay Network - Creating an App Group



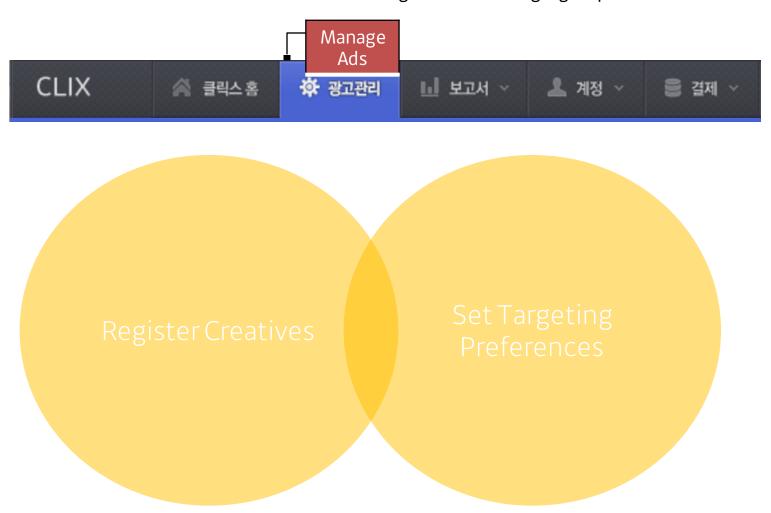
Clix Direct_ 2 pp Group Targets Setup



kakao

Clix Direct_ 2)isplay Network - App Group Overview

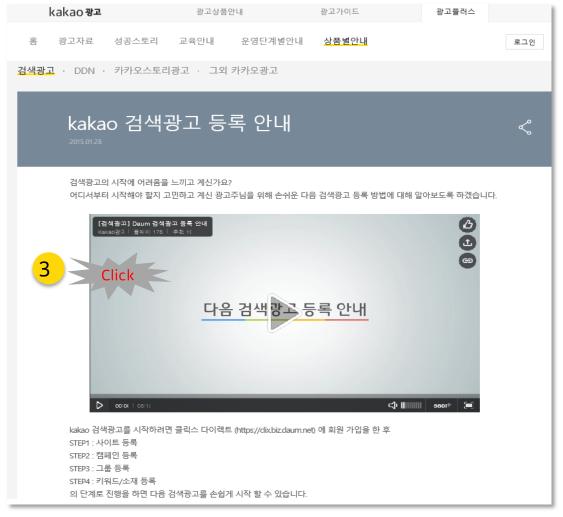
Up to 100 web groups can be created in a Display Network campaign. A maximum of 50 creatives can be registered in a single group



Details on creatives are provided in the Creatives Guide (English version is available)

Clix Direct_Register Ads_ 3 gistering Keywords & Creatives

Information for registering keywords and creatives is provided on the Ad Plus website. View the tutorial video!>>



^{*} Details on creatives are provided in the Creatives Guide (English version is available)

Clix Direct_ 4 eports

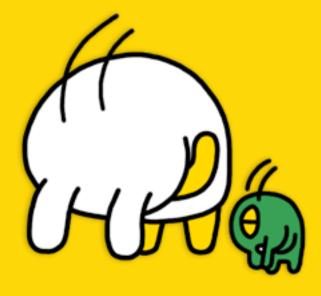


- The Status Report provides data for campaigns that have been carried out during the selected timeframe..

Clix Direct_ 4 eports



- The Overview Report provides macro-level insights for the selected time frame..



Thank you.

* Appendix

- Overseas Advertiser Invoice
- Overseas Advertiser Application Form

INVOICE Daum Kakao Corp. http://www.daumkakao.com 242 Kakao Corp., Youngpyeong-dong , Jeju-Si , Jeju 17-Aug-15 201508S 690-140 Korea BILL TO **Payee Information** (Payee name, advertiser ID, location, email) Deposit due PLEASE DIRECT ALL INQUIRIES TO date 17-Aug-15 16-Sep-15 COMMENTS Deposited (USD) currency NO. Item # Description Quantity Unit Price Amount Search Ad INVOICE TOTAL 20,000.00 20,000.00 DEDUCTION(AGENCY FEE) INVOICE AMOUNT TOTAL 20,000.00 I CERTIFY THAT THE STATEMENTS CONTAINED IN THIS INVOICE ARE TRUE AND CORRECT. DaumKakao's overseas account information - ACCOUNT NO.: 176-00277-244(KRW) NAME OF BANK: CITIBANK KOREA Inc. KOREA WORLD TRADE CENTER BRANCH - BRANCH: CITIBANK KOREA Inc. KOREA WORLD TRADE CENTER BRANCH BANK ADDRESS: Haeseong 2bldg, 942-10 Daechi-dong, Gangnam-gu, seoul 135-725,korea Citibank Teheran-no branch ACCOUNT NO.: 176-00277-244(KRW) - BANK ADDRESS: Haeseong 2bldg, 942-10 Daechi-dong, Gangnam-gu, seoul 135-Name of beneficiary: Kakao Corp., 725,korea Citibank Teheran-no branch SWIFT CODE: CITIKRSX - SWIFT CODE: CITIKRSX



* Name	7.11 110100	marked with * are mandator
* Name		
Company Name		
* Advertiser ID * Date of birth (YYYY/MM/DD) * or Business Registration Number		
* Telephone / Mobile		
* E-mail Address		
* Homepage URL		
* Business Address		
* Required Documents	Individual: Copy of Passport or Identification Card Business: Copy of Business Registration Certificate	
Agreement for Using	and Collecting Personal Informatio	on (Mandatory)
What Information We Collect	How We Use the Information	Retention Period
- Name - Advertiser ID - Contact Info (Tel. / Mobile) - E-mail Address - Date of Birth / Business Registration Number - Homepage URL - Business Address * any and all information written on the attached document	- To identify users for member registration and login - To respond to inquiries and provide customer service - To provide news and information about events, activities, special offers, promotions, and services that we think would be of interest to you - To provide customized services and develop new services through analysis of usage patterns and frequency of log-ins	Until user withdraws from Clix Advertiser platform
u have the right to refuse consent to this case, membership may be limite	the use and collection of the personal in d.	
Receive	Promotional Information (Optiona	il)
am interested in receiving notification	s on new product updates, advertising s	trategies, industry trends, etc
f you do not wish to subscribe, you will not	receive updates on news, information and ot	her special benefits.
		□I Agree □ I Disagree
	ad and filled in this application correctly, o the damages that may arise from prov	
	Applicant By: Name:	
	a temporary password will be sent to th login and change your account passwor	

 Contact Kakao, the designated agency, or Kakao's Customer Care Center for a copy of the application form