Kakao COVID-19 Report, 2nd Edition:

Our Efforts to Overcome COVID-19

May 2022

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Editor's Note

In September 2020, Kakao published its first Kakao COVID-19 Report.

It described our attempt to keep our lives intact in the face of the sudden COVID-19 pandemic using Kakao's user data. The purpose of publishing the first Kakao COVID-19 Report was to compare Kakao's service data before and after the spread of COVID-19, and share the aspects and types of the impact of the pandemic on our daily life. This is because we believed that presenting new social changes, or the "New Normal", in numbers could be a starting point for finding solutions in coping with crises and changes in our society.

In May 2022, we can finally go out again without wearing masks.

Although we have not fully returned to our life before the pandemic, we are taking small steps towards the life that we have missed. This process of regaining parts of normal daily life stolen by COVID-19 is the result of efforts made by all members of our society. The invisible wall blocking face to face contact during the pandemic has been overcome by digital solutions.

With the second edition of the Kakao COVID-19 Report, we tried to highlight various efforts made by our society to overcome the pandemic through Kakao services and activity. I hope that you enjoy making plans for the future while ruminating on how we survived the pandemic against impossible odds.

Eun-Taek Hong
Head of Kakao CAC Center (Vice-Chairman for ESG)

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Kakao COVID-19 Report, 2nd Edition:

Our Efforts to Overcome COVID-19

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Kakao COVID-19 Report, 2nd Edition:

Our Efforts to Overcome COVID-19

Before reading the 2021 Kakao COVID-19 Report...

- Data used in this report was generated between Feb. 2022, when the COVID-19 pandemic began, and Apr. 2022, when the editing of this report was completed. For each service, data was measured at different times.
- From the Kakao Community, Kakao, Kakao Pay, Kakao Mobility, Kakao Entertainment, Kakao Bank, Kakao Games and Ground X participated in the publication of this report.

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Part 1

Standing up to COVID-19

with accurate data

Number of web searches related to COVID-19

2,297,309,797

(Based on the number of PV search query setting between the service start data and present)

COVID-19 was more influential than we expected. However, the potential strength of our citizens could easily overcome the deadly virus. Amid the fear of the pandemic that has never been experienced before, our citizens tried to get accurate information. They actively searched quarantine and medical information while staying calm, and proved that the power of information could overcome any disaster. The 2,297,309,797 searches related to COVID-19 performed on the Kakao platform is also a record of our citizens exercising the so-called "information-based COVID-19 prevention."

#COVID-19 Status

Average Monthly Users

1,295,046

Total Page Views

2,101,911,086

KakaoTalk – COVID-19 status at a glance

As the number of users checking COVID-19 related information on mobile devices increased, providing easy and extensive information through mobile devices became essential in preventing the spread of COVID-19 and keeping users safe.

In March 2020 when COVID-19 began to spread rapidly, Kakao launched the COVID-19 Status page for the first time in Tab 3 in KakaoTalk. Since then, we have comprehensively provided not only information related to the spread of the pandemic such as the confirmed case status, cumulative vaccination rate, confirmed cases by city and vaccination status, and major COVID-19 related news, but also information concerning vaccines that users wanted to know, such as vaccine-specific information, quarterly vaccination plan, COVID-19 vaccine FAQ and so on.

Between the service start date (Mar. 6, 2020) and Mar. 31, 2022, an average of 13 million users visited the service monthly and the number of cumulative page views has reached around 2,101,911,086.
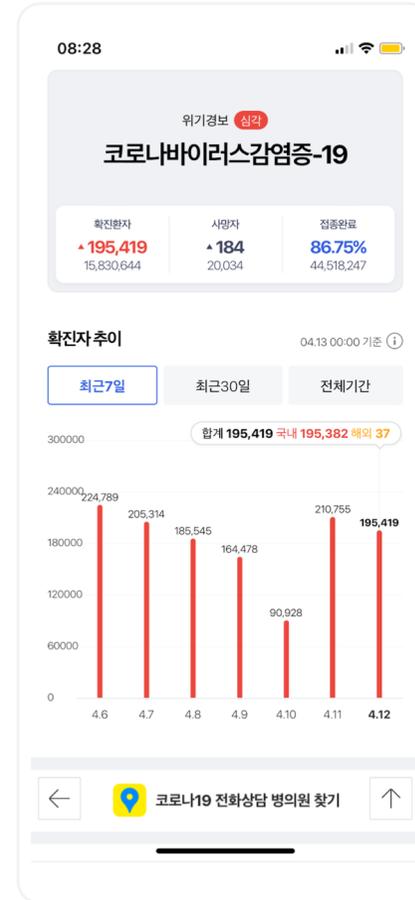
[Image] KakaoTalk #COVID-19 Status Page

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KakaoTalk – COVID-19 news delivered daily by News Bot

As the COVID-19 situation escalated, collecting information such as related news, the progress of confirmed cases, vaccination status, became essential daily tasks to protect ourselves.

Kakao began the News Bot service to deliver COVID-19 news and information in real time. Users could subscribe to this service easily by adding it on the KakaoTalk Channel. The service began in Feb. 2020 for the first time by providing an information card for COVID-19 for regions selected by users, and expanded the service scope to a COVID-19 status card in March and an Emergency Alert card in December, in an effort to provide extensive information for users.

The News Bot COVID-19 status card was used by 2,431,890 users between June 1, 2021 and Apr. 13, 2022, with the cumulative number of uses recording 8,437,487.

[Image] KakaoTalk news bot service screen

COVID-19 Status Card

Total users

2,431,890

Total number of uses

8,437,487

The COVID-19 news card was used by 802,752 users between Feb. 20, 2020 and Apr. 13, 2022, with the cumulative number of uses recording 1,594,952.

COVID-19 News Card

Total users

82,752

Total number of uses

1,594,952

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Keyword notification and daily notification

Users of Kakao News Bot received news in real time with a notification sent whenever new information is updated in the system. The keyword notification feature sent a notification to a user when any news containing keywords registered by the user was updated. The total number of keyword notification setting on COVID-19 was 8,397,996.

Also, a daily notification feature was available for a user to receive all news containing pre-set keywords once a day at a pre-set time. The total number of daily notification setting was 4,528,737.

Number of keyword notification setting

8,397,996

Number of daily notification setting

4,528,737

(Based on COVID-19 related keywords)

[Image] KakaoTalk news bot service screen

 # Chatbot: Easy access to information provided by KDCA

As a means to continuously provide COVID-19 related information, a chatbot was used along with KakaoTalk Channel. The Korea Disease Control and Prevention Agency (KDCA, then Korea Center for Disease Control), which was the source of fastest and most reliable COVID-19 information, was already providing information needed by users through KakaoTalk Channel. However, at the time, the KCDC Channel only offered one-on-one chat, and could not communicate effectively with the exploding number of users. To prevent the confusion of the citizens caused by the spread of COVID-19, and to provide fast and accurate information including confirmed cases status, prevention rules and countermeasures, Kakao launched the KDCA chatbot on Jan. 30, 2020. The number of chatbot users is currently about 6.6 million persons, meaning that one in every eight Korean citizens is using it. The number of messages sent and received on the chatbot is 102,145,680.

KDCA Chatbot

Number of Channel friends

1,231,677

Users

6,604,202

Number of messages sent and received

102,145,680

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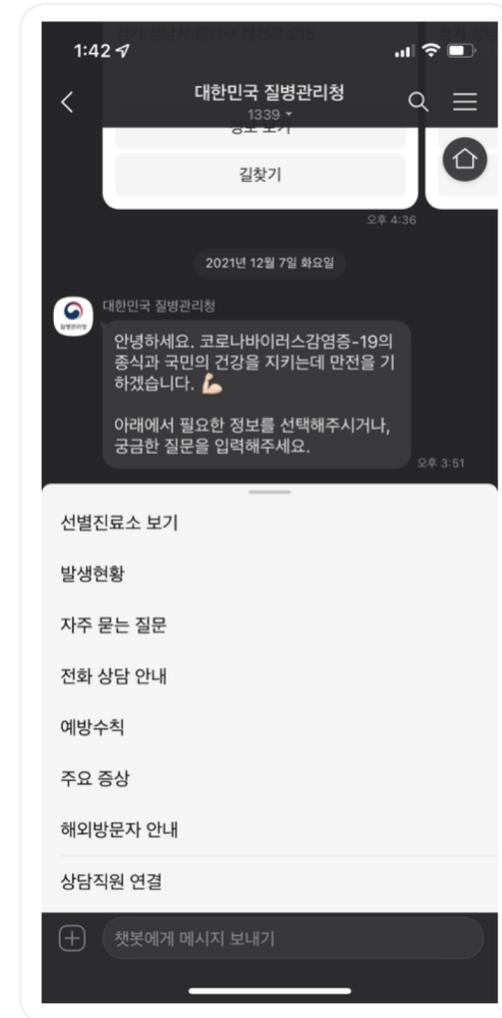
[Image] KakaoTalk KDCA Chatbot service screen

9

Chatbot: Virtual assistant "Goodpy" joins KakaoTalk

Virtual assistant chatbot, Goodpy, was created to make the virtual assistant service more accessible to users and provide personalized public service information through KakaoTalk. It was launched on Aug. 30, 2021.

Virtual assistant Goodpy provided various public service information as well as vaccine notifications so that citizens could easily reserve vaccination and increase vaccination rates. Also, it provided notifications for the Emergency Disaster Relief Fund to help users apply for the fund conveniently, be informed of its expiration date and so on. Over 6.7 million users have subscribed the Goodpy Channel to use the virtual assistant service.

Virtual Assistant Goodpy Chatbot

Number of Channel friends

6,706,502

Number of users

8,487,090

Number of messages sent and received

1,459,290

Subscription to Virtual Assistant and notification setting

3,473,892

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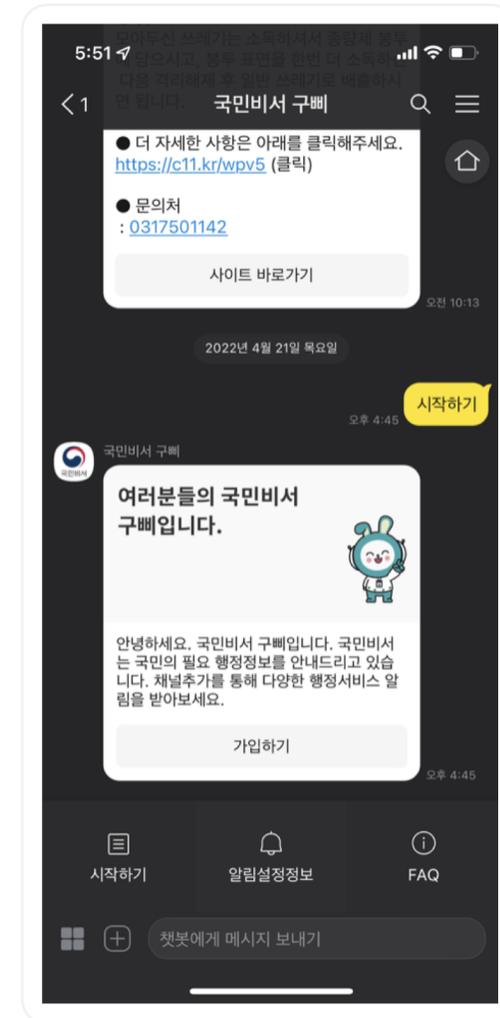
[Figure] KakaoTalk Virtual Assistant Goodpy service screen

Chatbot: COVID-19 self-assessment through smartphones

The number of confirmed cases surged due to the Omicron variant outbreak. To help citizens check COVID-19 related information promptly, Kakao began a new chatbot service on Feb. 21, 2022, enabling users to perform a COVID-19 self-assessment to find out whether they have been infected as well as a self-check during at-home treatment, based on the consultation and review of medical staff at Seoul National University.

Using the chatbot, people under at-home treatment can have access to quarantine related information such as the quarantine period and guidelines, along with suggested treatment for each symptom and available medical centers.

To those who are not infected, information including action guides and precautions are provided. In less then two months after service commencement, the number of channel friends and the number of chatbot users reached 77,345 and 142,398 respectively.

COVID-19 Self-Assessment Chatbot

Number of Channel friends

77,345

Users

142,398

Number of messages sent and received

89,410

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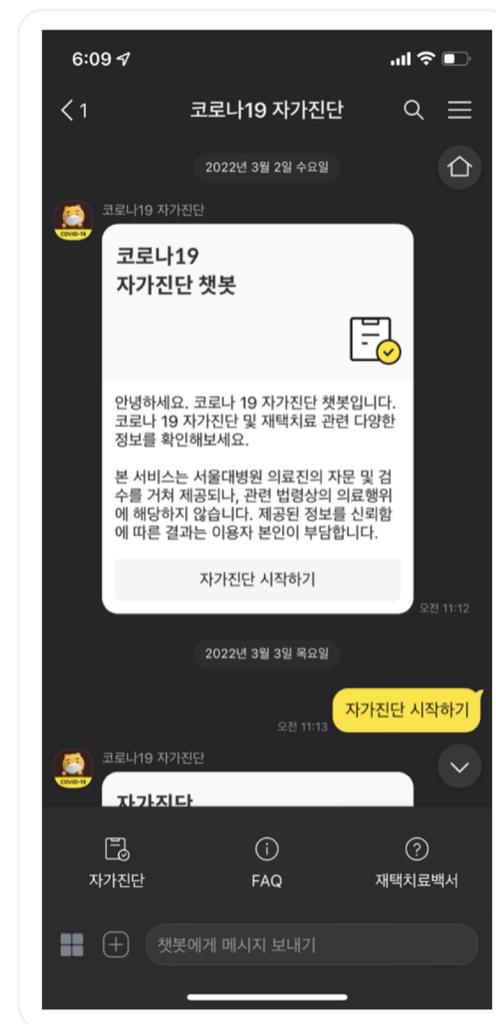
[Figure] KakaoTalk COVID-19 self-assessment chatbot screen

11

Search for Public Mask Retailers in KakaoMap

Total users

3,906,865

Total number of searches performed

48,130,494

KakaoMap – Finding the nearest public mask retailers

The pandemic was new to everyone. We could not help but running about in confusion amid unreliable information. In the early days of the COVID-19 outbreak, the surging demand for masks led to the distribution of public masks and then, mask shortage. The government launched a mask rationing system on Mar. 9 to help spare people fruitless visits to pharmacies to find masks. The five-day rotation system for masks ended on June 1, and people could buy masks freely starting from July 11.

On Mar. 10, when the public mask rationing system took effect, KakaoMap and Kakao Navi launched a service providing information on public mask retailers and mask inventory to help users find masks conveniently. A total of 3,906,865 users searched public masks through KakaoMap 48,130,494 times before the five-day rotation system for masks was implemented.

We hope that the Kakao platforms helped users save even a little time when they searched for public masks or had to wait in long queues to buy masks.
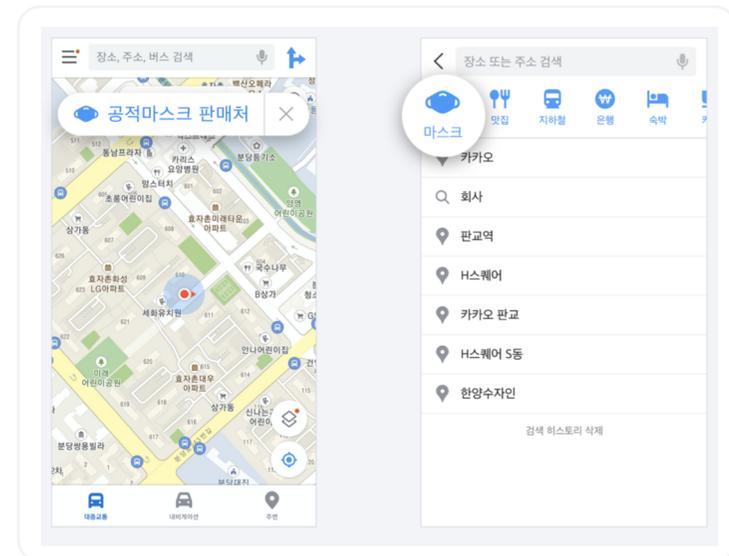
[Image] A public mask notification message on Kakao Navi (top) and the public mask search service screen on KakaoMap (bottom).

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12

 # KakaoMap – Finding the nearest COVID-19 screening clinics

The first COVID-19 screening clinic in Korea, which opened in late January 2020 when the first confirmed case was found, is still in operation to fight the disease at the front line.

KakaoMap began its service on Jan. 29, the same day the first COVID-19 screening clinic opened, to provide detailed information on screening clinics such as location, address, phone number and directions. The screening clinic search service on KakaoMap has been used by 2,933,261 users, with the total number of searches reaching 10,310,337 times. The COVID-19 screening clinic information provided on KakaoMap was also made available on Kakao Navi.

Everyone at Kakao sincerely thanks all health professionals working hard at screening clinics, the front line for COVID-19 prevention.

Screening Clinic Search on KakaoMap

Total users

2,933,261

Total number of searches performed

10,310,337
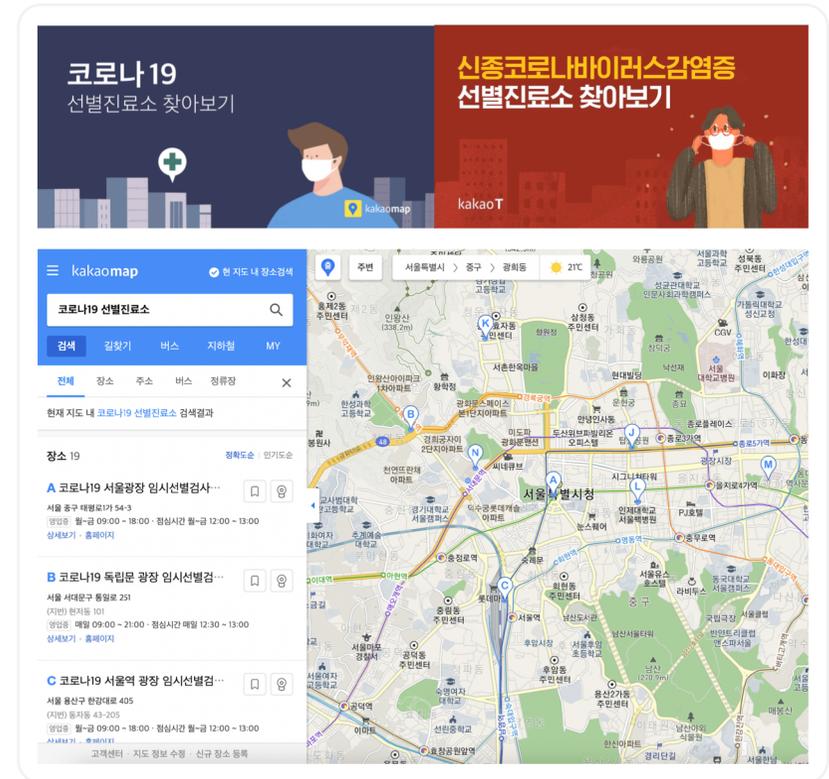
[Image] The screening clinic search banner (top) and service screen (bottom) on KakaoMap and Kakao Navi.

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KakaoMap – Finding the nearest rapid antigen test clinics

With the fast spread of omicron variant, PCR testings performed at screening clinics could not accommodate an exploding number of confirmed cases. To address the issue, the government changed the existing test method to recognized Rapid Antigen Tests (RAT) performed by health professionals as a legitimate method of confirmed case classification.

Starting from Feb. 9, 2022, KakaoMap began a search service for RAT testing clinics. Users could type "rapid antigen test" in the search window or click the button at the bottom of the search window to find nearest testing clinics. Since the introduction of the service, a total of 1,381,230 users have used this service 4,248,314 times. KakaoMap will continue to advance features that can improve users' convenience and quality of life.

[Image] A screen showing the result of RAT testing clinic search on KakaoMap

RAT Testing Clinic Searches

Total users

1,381,230

Total number of searches performed

4,248,314

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#KakaoMap – Finding the nearest COVID-19 telemedicine centers

The spread of COVID-19 has been prolonged while creating mutant viruses continuously. In 2022, new infections soared as the omicron variant began surging in Korea. The omicron variant spread faster while causing less severe illness than earlier variants. As such, the government decided to switch to at-home treatment of omicron, along with a telemedicine service to COVID-19 patients provided by local hospitals and clinics for consultation and prescription.

KakaoMap launched a search service for COVID-19 telemedicine centers as of Feb. 24, 2022, through which users could enter a related keyword in the search window and get a list of 7,000 countrywide telemedicine centers that provide phone consultation and prescription.

The COVID-19 telemedicine center search service has been used 683,432 times by 398,375 users to date. KakaoMap will continue to make efforts to help users overcome COVID-19 using our services.

COVID-19
Telemedicine Center Search Service

Total users

398,375

Total number of searches performed

683,432
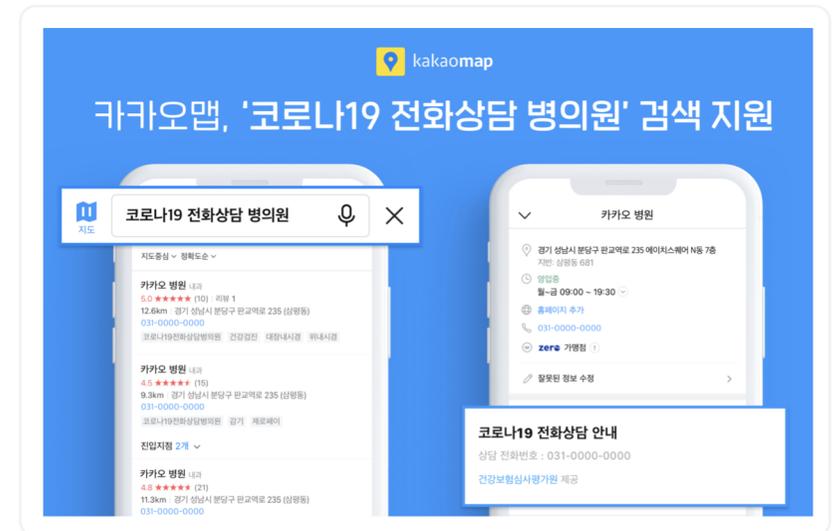
[Image] COVID-19 telemedicine center search screen on KakaoMap

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KakaoMap – Stores accepting the Emergency Relief Funds and the National Support Funds

The Ministry of the Interior and Safety provided various public services to help citizens financially hit by the prolonged COVID-19 pandemic.

To encourage the efficient use of the Emergency Relief funds, which was distributed starting from May 2020, Kakao opened a search service through KakaoMap for stores where users could spend the funds. This service has been searched 830,403 times by 358,677 users to date.

The COVID-19 National Support Fund was provided to the members of households below a certain income level, and this service began in Sept. 2021. Using KakaoMap, Kakao offered information on stores where the funds could be used using the payment means of the National Support Fund (credit and debit cards, local Love Gift Vouchers).

This service has been searched 3,741,179 times by a total of 1,581,510 users to date. Kakao sincerely hope that the search service for stores accepting the relief funds can help users having trouble finding one as well as small business owners going through difficult times.

Search for Emergency Relief Fund Outlets

358,677 users, **830,403** searches

Search for National Support Fund Outlets

1,581,510 users, **3,741,179** searches
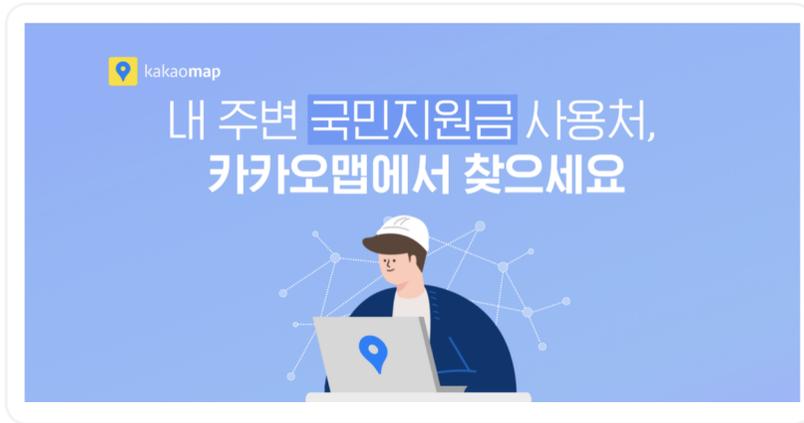
[Image] A banner for stores accepting the National Support Fund (top) and
the Emergency Relief Fund service screen (bottom)
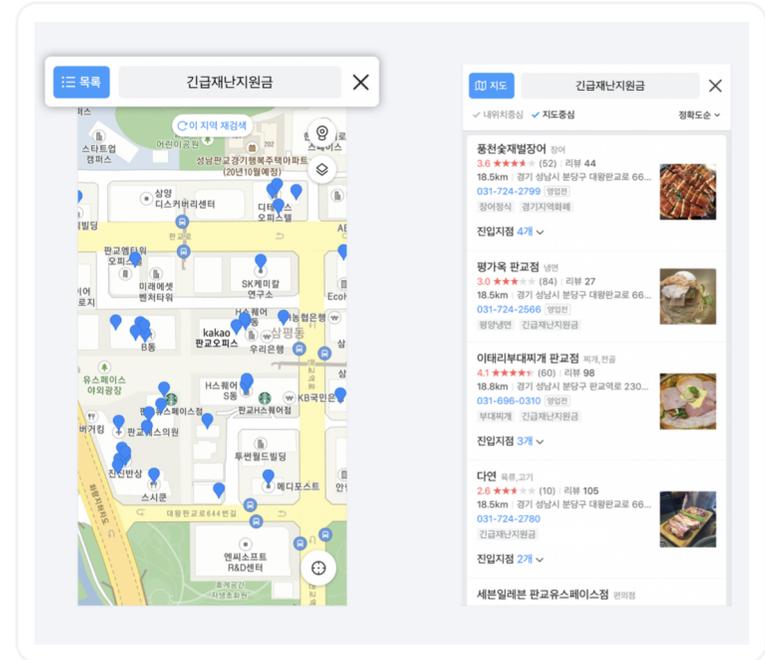
[Image] A banner for stores accepting the National Support Fund (top) and
the Emergency Relief Fund service screen (bottom)

KakaoMap: Sharing COVID-19 information with more services

With the spread of COVID-19, various location-based information related to prevention and quarantine has been provided through maps, such as the activity routes of confirmed patients and information on screening clinics. Starting from Feb. 2020, KakaoMap has also supported individuals, external organizations and the government with the map API quota of KakaoMap so that users could have access to various COVID-19 related various information shared by other online services. The raised quota has been applied to 13 COVID-19 related apps including COVID-19 Alimi and COVID-19 Map. As the standard of disclosing the activity routes of confirmed patients changed and face masks became widely available in 2020, the quota for some related supports has been adjusted based on the actual usage. In the mean time, and government-related services will be maintained until the COVID-19 situation becomes stable.

[Kakao TV] What we can do in a world halted by COVID-19

Kakao's commitment and responsibility to make the world a better place. At the forefront to unprecedented changes brought about by the pandemic, Kakao posed a question "What should we do?" and then tried its best to make meaningful changes in its own ways. This is a story of people at Kakao who have worked round the clock doing their jobs to help other people have a safe tomorrow.

[Scan QR to play video.]

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Part 2
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Digital COVID-19 Prevention,

Connecting Users and the Government

Connection to COVID-19 related public services

4,318,376,636 cases

(Number of messages sent between the service opening date and present)

The government has operated many public services to keep the daily life of citizens safe amid the spreading pandemic. Schools had to switch to online classes, and vaccination was conducted for all citizens. Along with quarantine and prevention efforts, the QR check-in service was implemented to revitalize the economy. To ensure that citizens benefit from the efforts of numerous public servants and relevant people developing public services, **4,318,376,636** cases of public services were connected through Kakao platforms. For successful digital COVID-19 prevention, Kakao provided **services worth 9,343 million Korean won for free**.
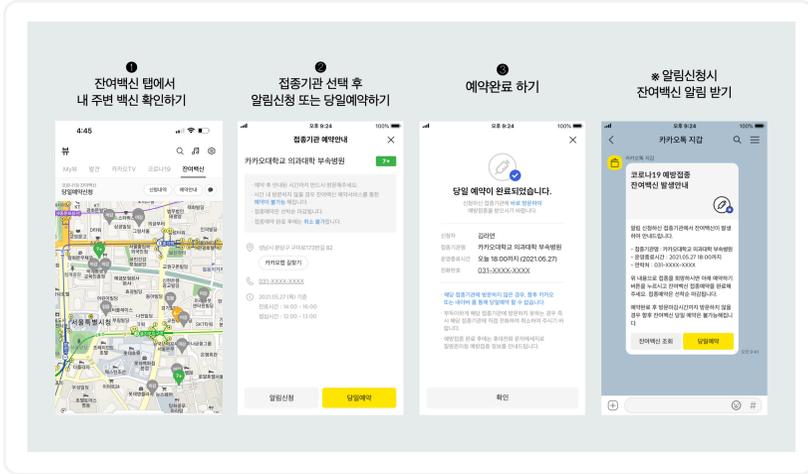
[Image] Leftover vaccine booking screen on KakaoTalk

Talk Channel message – Leftover vaccine booking via ad search

To distribute leftover COVID-19 vaccines smoothly, Kakao began the leftover vaccine booking service on KakaoTalk from May 2021.

From the "Leftover Vaccine" tab to the View tab on KakaoTalk, users could check the information of nearby clinics and hospitals which had leftover vaccines, and reserve vaccination slots in real time. The information of clinics and hospitals with leftover vaccines were exposed in a map format through links to KakaoMap. Kakao also provided a KakaoTalk alert service which provided a notification when leftover vaccines became available at a medical facility selected by a user.

The leftover vaccine booking service has been exposed through KakaoTalk Bizboard ads (650,380,914 times), the More tab on KakaoTalk (149,299,461 times), Talk Channel messages (72,890,420 times), search banner ads (3,532,978 times), and so on, and a total of 4,313,000,000 Korean won in advertising costs was provided for free.

KakaoTalk more tab
17%

Talk channel message
8%

Search banner ads
0%

KakaoTalk Bizboard ads
74%

Kakao COVID-19 Report
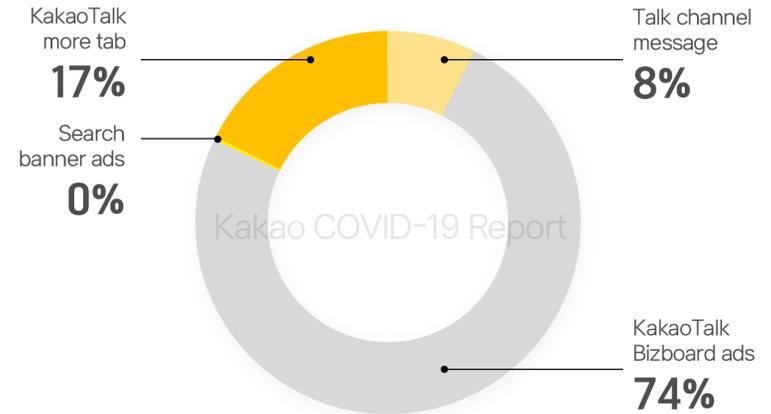
[Image] Ratio of leftover vaccine related messages and ads on Kakao platforms

Talk Channel messages, ads and so on

Sent **876,103,773** times,
Worth **4.313B** Korean won

(Message ratios and advertising costs are estimated)

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Kakao TV – Supporting the start of a contactless school year

In March 2020, the government postponed the start of a new school year for elementary, middle and high schools due to the spread of COVID-19. The "EBS 2-Week Live Special School Courses" was broadcasted to address the learning gap made by a sudden delay in the start of the school year, and KakaoTV also helped students have access to the online lectures without any issue.

During this period, students could watch live lectures without login on the Daum portal, KakaoTalk, Pot Player, Kakao TV Live app and so on. EBS broadcast the EBS Online Special School Courses for 10 school year levels in elementary, middle and high schools between Mar. 25 and Apr. 17, and the "Online School Classes" for 12 school year levels in secondary education between Apr. 20 and June 5.
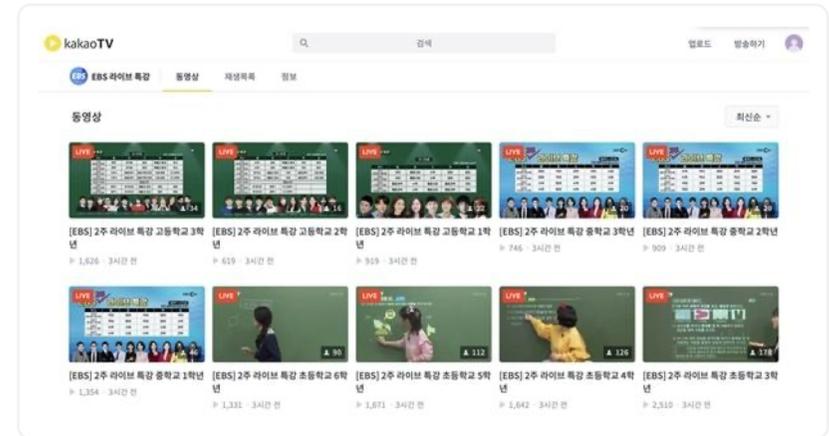
[Image] Service screens for EBS Live Special School Courses

Kakao TV Live

Mar. 25 ~ June 5
Broadcasting of EBS online school courses

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Vaccination Booking

42,412,863 cases,
worth 1.270 billion won

(Estimation on the cost of message transmission)

Kakao Certificate – Establishment of a vaccination booking system

With the development of COVID-19 vaccines, the Korea Disease Control and Prevention Agency (KDCA) began vaccination against COVID-19 in March 2021. Kakao also implemented a system delivering vaccination booking notifications on KakaoTalk as part of its efforts to support public services. KakaoTalk users could perform self-verification in the KDCA vaccination booking system using Kakao Certificate, and received booking details such as vaccination date and location via KakaoTalk messages. Through this system, a total of 42,412,863 vaccination bookings have been made. Kakao provided 1,270,000,000 won worth of message transmission costs free of charge.
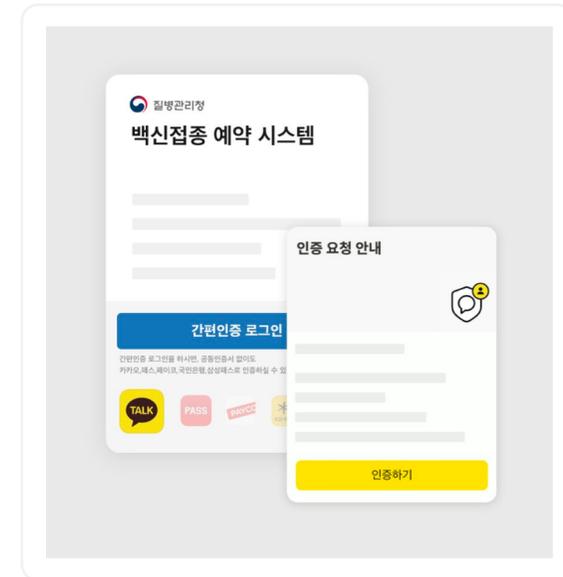
[Image] A service image of Kakao Certificate

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KakaoTalk – Shake for QR check-in

As COVID-19 infection risk increased, the Central Disaster Management Headquarters required all COVID-19 high risk facilities such as clubs, karaokes and bars to adopt the electronic entry log system (KI-Pass: Korea Internet Pass) in early June 2020. The purpose of this measure was to secure data for the activity routes of confirmed patients. As such, Kakao tried to find a way to support disease control infrastructure while putting privacy protection as a priority, and came up with a solution: a service helping users present their vaccination status conveniently using the QR check-in system without having to open another app or carrying a paper certificate.

The QR check-in service separates user information from entry records, and the issued QR codes are stored after encryption. To date, 3,329,000,000 QR check-ins have been performed on KakaoTalk, which is worth approximately 1,487,000,000 won.

[Image] Kakao QR check-in service screen

Cumulative QR Check-in Issuance

3.329 billion cases,

worth 1.487 billion won

(Estimated advertisement costs)

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Virtual assistant: Information on the National Support Fund

The outbreak of COVID-19 resulted in the demand for various public services. Not only notifications for matters required for health care such as vaccination booking and QR check-in, but also communications for households, companies, small business owners damaged by the pandemic, were needed.

Kakao provided various notifications to users by applying Virtual Assistant 'Goodpy' developed by the Ministry of the Interior and Safety. Also, notifications regarding the application for and use of the National Support Fund were delivered to users through KakaoTalk.

Messages related to Virtual Assistant 'Goodpy'

33.44 million messages

Messages related to the National Support Fund

37.42 million messages

(Estimation of information messages sent out for service)

Total Cost

2.273 billion won

(Estimation of message transmission costs)

Other public services

Other than the National Support Fund, notifications in the following categories are available on Virtual Assistant 'Goodpy': ▲Traffic violation fines ▲driver's license renewal ▲school bus driver education ▲senior driver education ▲application for national scholarship (college students) ▲the date of the national health checkup and so on. With these services, Kakao plans to assist users to have access to public services more conveniently through the KakaoTalk platform.
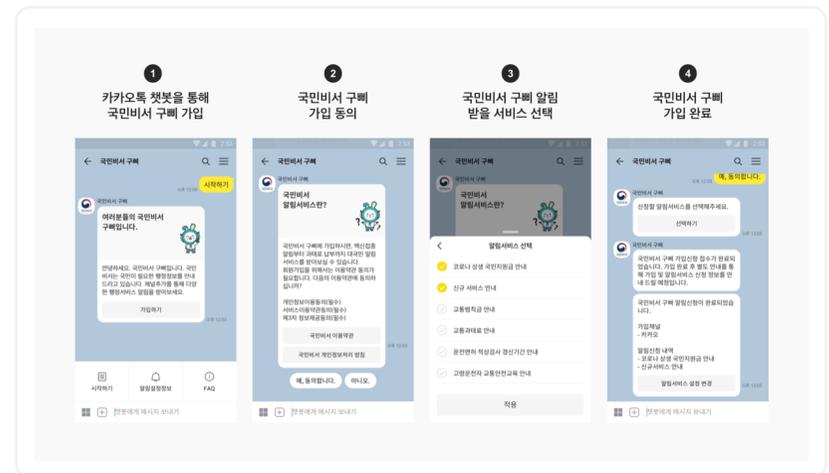
[Image] Sign-up process for Virtual Assistant 'Goodpy'

Kakao X MOIS: Better services through collaboration with the government

On June 17, 2020, when COVID-19 was sweeping through the country, Kakao and the Ministry of the Interior and Safety (MOIS) signed a business agreement. The agreement was especially meaningful because it allowed public services to be opened to private companies, enabling citizens to carry out certificate issuance, tax payment and public service booking and so on. through apps as part of the Digital Government Innovation initiative.

The business agreement between Kakao and the MOIS included the following:
1. Cooperation between two parties to help citizens have access to public services more easily
2. Application of AI and certification technologies to public domains, and
3. Trial applications in plausibly cooperative areas of the tasks of the Digital Government Innovation

In addition, on Dec. 21, 2020, Kakao was chosen as a contractor for a pilot project planned by the MOIS, the expanded implementation of electronic signatures in public areas. The project enabled users who have signed up for a Kakao Wallet and completed authentication, to use public services such as Government 24 and Home Tax more easily through KakaoTalk, starting from 2021.
With regard to this project, Kakao won a commendation from the Minister of the Interior and Safety in the 2021 Digital Government Information Protection Commendation ceremony in recognition of its active support to public services during the COVID-19 pandemic.

[Image] During the "Business Agreement Signing Ceremony between Kakao and the MOIS for Digital Government Innovation" held on June 17, 2020 in the Kakao Pangyo Office, Kakao CEO Min-Soo Yeo (third from the right in the front row) and Minister of the Interior and Safety Young Chin (fifth from the left in the front row) are taking a commemorative photograph.

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Part 3

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Small businesses overcome COVID-19 with platforms

Emergency financing for small business owners

22.34 billion won

(Including sales support and interest funding.)

The domestic economy suffered due to the endless social distancing regulations enforced during the pandemic. While our daily life stopped, small business owners on the streets and farmers producing agricultural products faced big challenges. For these small businesses going through financial difficulties, the Kakao community has tried to develop various support measures to help them overcome them. To this end, Kakao has provided support for small businesses for market development, service fee refund, financing for loan interest and so on, which worth **22.34 billion won.**

Kakao Games – Cheer up, internet cafe owners!

As social distancing to prevent COVID-19 has continued, preventive measures for risk-prone facilities such as internet cafes and karaokes have been reinforced. On top of these regulations, citizens avoided most indoor facilities in fear of COVID-19 infection. Thus, these facilities were put under economic pressures. According to media reports, the number of karaokes, internet cafes and bars which have closed up for the past 2 years is 13,000, among which 7,000 facilities have closed business only in the second half of 2020.

To console and help internet cafe owners facing difficulties, Kakao refunded the business owner fee (D-Coin) in full for one month between Sept. 22, 2020 and Oct. 21, 2020 by converting them into free D-Coins. About 8,000 internet cafes were subjected to the refund, with the total refund amount reaching 700,000,000 won.

[Image] Homepage of the internet cafe support service in Kakao Games

Internet cafes subject to refund

8000 businesses

Kakao Games D-Coin refund amount

700 million won

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Kakao Makers – Until all produce prices are stabilized

The Kakao Makers platform operates based on the slogan, "Production without stocks." It took an interest in the reduction of food consumption caused by extended social distancing measures imposed due to the prolonged COVID-19 pandemic. This is because farmers and fishermen lost markets and were faced with increasing stocks. Since agricultural and fishery products have a shorter shelf life than industrial products, farmers and fishermen were also saddled with disposal costs.

Thus, Kakao Makers attempted to find markets for stocks piled up in farming and fishing villages. It planned to contribute to lessening the burden of overproduction for farmers and fishermen in the short term, and to recovering market prices by stabilizing supply and demand in the long term.

Agricultural and fishery products which could be shipped in good shape, were sold directly on the Kakao Maker platform, while soft and fragile products like eggs and tangerines, which could not be shipped directly from farms in large quantities, were processed as food products containing original ingredients as much as possible.

Between Aug. 2021 and Apr. 2022, 12 items among overproduced agricultural and fishery products (tomato, zucchini, radish, red pepper powder, ginseng, Odae white rice, red ginseng, carrot, mountain trout, Jeju radish, onion, sweet potato) were sold. The sales volume was 1,017 tons in total. 148,052 users participated in these projects to help farmers.

Volume of overproduced agricultural and fishery products sold

1,017 tons

(12 items: Tomato, zucchini, radish, red pepper powder, ginseng, Odae white rice, red ginseng, carrot, mountain trout, Jeju radish, onion, sweet potato)

Number of customers participating in the projects

148,052
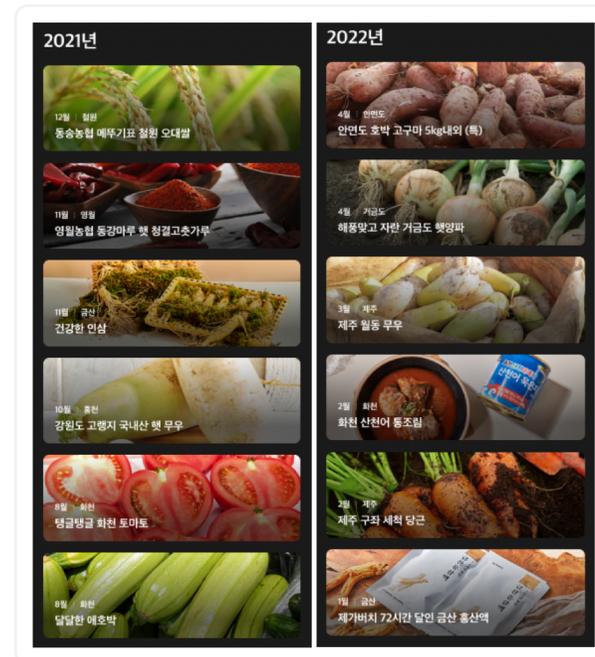
[Image] Overproduced agricultural products sold on Kakao Makers

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 # Kakao Commerce – Developing new online sales channels

Due to stronger social distancing policies and the economic contraction caused by COVID-19, people began to avoid going outside for grocery shopping, and many small business owners suffered due to the loss of existing sales channels.

Kakao Commerce joined the efforts to help small business owners, traditional business owners and SMEs find new sales channels through online platforms and overcome financial difficulties.

First, Kakao Commerce sold online agricultural and fishery products whose sales volume had decreased due to COVID-19, and also supported marketing events through KakaoTalk Shopping and Kakao Farmer Talk Channel in 2021.

In 2021 alone, 16 local government bodies participated in this campaign and total sales recorded approximately 13,000,000,0000 won. Kakao won a commendation from the Governor of Gangwon Province in late 2021 in recognition of its support for sales channel development. In Nov. 2021, Kakao Commerce signed business agreements with South Jeolla Province and South Chungcheong Province to strengthen sales support for local specialties and win-win relationships in 2022.

Kakao Commerce provides online and offline consulting for small businesses selling products in the KakaoTalk Store. In 2021, there were 12 online live training events, with seven new courses launched, and 1,719 trainees participated in the program. For business owners who are unable to attend the live training courses, lecture videos and basic manual videos are available for viewing in the Talk Store Community Service (YouTube, Kakao TV). There is also a open chatroom for Talk Store sellers to facilitate information exchange among themselves. Currently, the number of friends in the Talk Store Community Talk Channel stands at 19,000.

Support for market development for local specialties and marketing events

Participation by 16 local government bodies

Annual sales recording **13B** won

Support for SME entrepreneur consulting

12 online live training courses

Participated by **1,719** sellers

Number of friends in Talk Store Community Talk Channel

19,000

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Kakao Commerce – Finding 'untact' sales channels for SMEs

Kakao Commerce also provided support for the sustainable growth of SMEs. In Nov. 1, 2021, it signed a business agreement with the Seoul Business Agency to support the development of online sales channels for locally based small business owners in collaboration with six Creative Economy Innovation Centers around the country. To this end, the 2021 Kakao Class courses were created, and trainings and consulting for online business were provided.

In Dec. 2021, it organized a special Talk Deal event selling products made by Korean food grand masters in collaboration with the Korean Food Grand Master Association, aiming at promoting traditional Korean food and creating online sales channels. 16 food products made with the know-how of Korean food grand masters were carefully selected and introduced. Marketing events were also held to attract interested customer and generate sales.

In addition, Kakao Commerce also worked with the Cobe Baby Fair, a baby product exhibition, in Oct. 2021 and held the Talk Deal Baby Fair using the Talk Deal in Kakao Shopping. To date, 9 'untact' fairs have been organized by converting offline shopping events facing the threat of reduction or cancellation into online events in order to help Kakao's partners facing difficulties due to COVID-19 as well as consumers who wanted shopping information and purchase opportunities. Over 100 sellers became partners in Talk Store through the untact fairs in KakaoTalk Shopping even though they had no experience in online business in the past. As such, Kakao Commerce is substantially contributing to finding new sales channels for offline business owners.

Kakao Bank – Cheering for mid-to-low credit holders

Due to the spread of COVID-19, a number of people experienced financial instability. In early 2021 Kakao Bank announced that it would expand loan services for mid-to-low credit holders, and increased loans for them based on its own credit rating. Loan products were restructured so that even customers with mid-to-low credit ratings in the bottom 50% could get a loan up to 100 million won with the minimum interest rate of 3%. New loan products for low credit holders with a 500 credit score were also introduced. As a result, the total amount of loans for mid-to-low credit holders rose over 3.7 times to 1,716,600,000,000 won (2021) from 467,900,000,000 won (2020). The proportion of customers with low and medium credit ratings among all loan customers jumped from 4.1% in 2020 to 30% in 2021, and starting from Nov. 2021, new credit loans were allowed only for customers with mid-to-low credit ratings.

Analysis was conducted on the loan repayment status of customers with low and medium credit ratings who obtained loans from Kakao Bank between Aug. 2021 and Jan. 2022. The result showed that six out of ten customers borrowed money from Kakao Bank to repay loans from non-bank lenders.

1.7166T won

Ratio of loans to mid-credit holders among all credit loans without a guarantee)

29.8%

Up 3.7 times

467.9B won

Ratio of loans to mid-credit holders among all credit loans without a guarantee)

4.1%

2020

2021
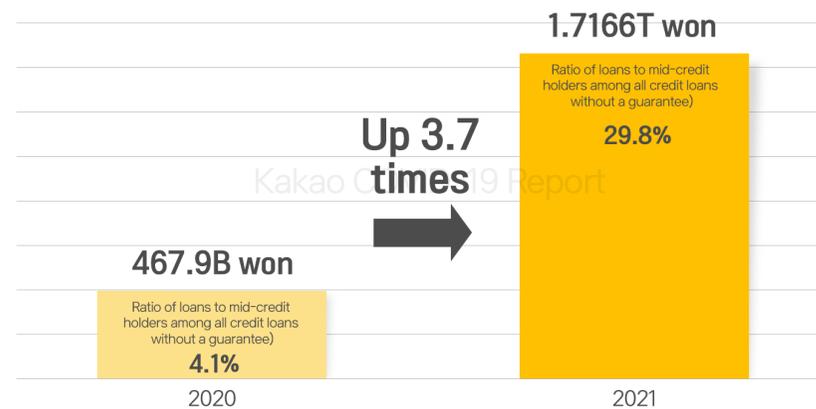
[Image] Status of loans for mid to low credit holders

The average amount of redemption was 3.5 million won. Some customers saw a big increase in credit scores due to the repayment of loans to non-bank lenders and the use of loans provided by the 1st financial sector. Others exercised a right to request interest rate reduction based in improved credit scores, and lowered interest rates on their Kakao Bank loans significantly.

Kakao Bank exempted early repayment fees on loans granted to customers with mid-to-low credit ratings, as well as the first month interest for 210,000 customers, which amounts to 8 billion won, taking out new loans designed for low-and-mid credit holders, helping them save financial costs. Customers with mid-to-low credit ratings were also offered a special promotion for 26-week installment savings accounts that paid twice as much interest as those with high credit scores. The financial support for these programs were worth approximately 640 million won. In addition, Kakao Bank provided a service through its mobile application enabling users to check if they were eligible for the National Support Fund and to apply for it conveniently. A total of 1.5 million users used this service.

Support for 1st month interest for loans for mid-to-low credit holders

210,000 customers (8 billion won)

Support for the 26-week installment savings account

640 million won

(Paid twice as much interest as those with high credit scores)

Application service for the National Support Fund

Used by **1.5** million users

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32

Kakao Pay: Offloading the burden of small businesses

To help small businesses facing difficulties caused by the Covid-19 pandemic, Kakao Pay exempted all service fees regardless of sales volume for offline Kakao Pay affiliate members between March and late June in 2020. In addition, efforts for mutually beneficial cooperation were delivered including providing a SOHO kit containing a QR code sticker along with a notice and service fee exemption for small businesses.

At the same time, a loan program in partnership with SC Bank Korea, Welcome Savings Bank, SBI Savings Bank and People Fund was made available to business owners facing difficulties due to COVID-19. For two months from Mar. 2020, business owners applying for loans through the Loan Comparison service in Kakao Pay received preferential interest rates and a financial support for interest payment.

Meanwhile, Kakao Pay's payment service offered an environment where users could conduct financial transactions safely amid concerns of the COVID-19 spread. With the payment system of Kakao Pay, customers could just present a QR code on their mobile screen, or scan a QR code on the SOHO kit in a store. It helped both customers and business owners conduct transactions safely and conveniently without risking a direct contact, unlike cash or credit card payment methods.

[Image] Kakao Pay's SOHO Payment sign (left) and a banner on service fee exemption (right)

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33

Kakao – Overcoming COVID-19 with the OECD

In Apr. 2020, Kakao participated in OECD's Digital for SMEs Initiative (D4SME) as a member of the operational committee and discussed measures to help SMEs recover from the impact of COVID-19. The D4SME is a global dialogue promoted by the Center for Entrepreneurship, SMEs, Regions and Cities of the OECD based on the judgment that digitalization for SMEs is urgent across the globe. The operational committee consists of three companies: Kakao, Amazon and Facebook.

Kakao's efforts to overcome the impact of the pandemic was also introduced in the report of the International Transportation Forum under the OECD (OECD-ITF) published on Sept. 3, 2020.

In Feb. 2021, Kakao participated in the Roundtable of the OECD D4SME and showcased 'Kakao Work' and the 'Kakao Wallet and ID' service as the "effective digital tools to improve remote work and quality of life." The OECD D2SME is a global dialogue discussing "Digital for SMEs," led by the Center for Entrepreneurship, SMEs, Regions and Cities of the OECD.

In June 2021, Kakao introduced its efforts to overcome the threat of COVID-19 with digital technologies at the global conference RightsCon, the world's leading summit on human rights in the digital age. In 2011, it began as the Silicon Valley Human Rights Conference and marked its 10th anniversary this year. In the event, Kakao showcased digital technologies to overcome COVID-19, such as QR check-in, public mask sale information, leftover vaccine notification and so on.

[Image] The program of the RightsCon 2021 event that Kakao participated in

Part 4

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<mark>Hand in hand in the fight</mark>

<mark>against COVID-19</mark>

Fundraiser to fight COVID-19

5,881,054,062 won

(Total amount of donations from Kakao community users)

Disasters like COVID-19 bring greater difficulties to the underprivileged. This is because the underprivileged, who generally face health, economic and psychological challenges, are even more marginalized due to social distancing. The Kakao Community raised various fundraising events on the digital platform to help ease the pain of the marginalized by even a little. Thanks to the active participation of our users, 5,881,054,062 won was raised in total to support vulnerable groups.

Kakao Together – COVID-19 fundraising projects all in one platform

Kakao Together is Kakao's social contribution platform that allows everyone to participate. Anyone can make fundraising proposals for people in need, and donations can be made whenever a user shares an already started donation box or posts a comment on a cause he or she is interested in. It is a social contribution platform that runs on user participation.

Many hands have been extended to all parts of society to those in need of help through donations and fundraising projects on Kakao Together, and COVID-19 was no exception. To date, 126 donation projects linked with the

"#COVID-19" hashtag have been entered on Kakao Together. 1,469,746 users have participated in 126 COVID-19-themed fundraising projects, with the total amount reaching 5,392,836,262 won. Out of the total amount, donations made by users and donations made by Kakao whenever someone shares or post comments made up approximately 2,893,000,000 won. A special donation of 2.5 billion won was also made by Kakao.

Over one million people across regions, gender and age showed their love to help their fellow members of society. Once again, Kakao expresses its gratitude to everyone who participated in these fundraising events, and roots for Korea to regain normality soon.

Fundraising status on Kakao Together

No. of registered donation boxes

126

Total amount of fundraising

5,392,836,262 won

(Including the special Kakao donation of 2.5 billion won)

No. of participants

1,469,746

#코로나19
5,392,836,262원

같이가치 모금 : 2,892,836,262원
카카오 성금 : 2,500,000,000원
1,469,746명 참여

[Image] The fundraising page on Kakao Together

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 # Kakao Together – Show that you care with "giveticons"

"You can do it." "Stay healthy." "Don't forget your mask."

An emoticon is a means to express feelings and emotions that are rather hard to articulate in words using images. In KakaoTalk, they are used as frequently as texts. Now, emoticons have become a new tool for expressing meanings that are way bigger than what that image stands for.

Kakao Together provides "giveticons," which are specific emoticons that contribute to a donation that is made equivalent to the total earnings of the "giveticon" sales. To help people hit hard by COVID-19, 16 emoticon designers sold giveticons on the Kakao Together platform. Approximately 260,000 giveticons were sold between Mar. 2 and Mar. 15, and the final donation reached 260,000,000 won.

Giveticons to overcome COVID-19

Sale Period

Mar. 2 ~ Mar. 15

No. of giveticons sold

260,000

Donation Amount

260 million won

The giveticons were well received by users from its release date ranking top at the Emoticon Shop Popularity Chart. The number of giveticons sold surpassed the sales volume of over 1,000 regular selling emoticons. Also, they were recorded as the most sold giveticons since their first launch in 2016. This record shows just how much everyone wants to see the end of COVID-19. COVID-19, we can beat it if we stick together!

[Image] Kakao "giveticons"

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Kakao Bank X Kakao Together – Food delivery to people in need

The COVID-19 pandemic has put a lot of undue economic and social pressures on the underprivileged. In particular, it has made the lives of the poor even more difficult because day labor jobs have decreased and meal centers have closed.

Kakao Bank donated 130,000,000,000 won to the Gyeonggi branch of the Community Chest of Korea in 2020 to provide food to senior citizens living alone and the disabled and prevent the spread of COVID-19.

The donation was sent to the Gyeonggi Province Social Welfare Association and Gyeonggido Rehabilitation Center Association, and these centers provided over 20,000 box lunches and home meal replacements to senior citizens living alone and the disabled residing in their districts.

Although it is a small contribution, we hope that the short conversations we shared with the elderly and the disabled while delivering the lunch boxes were able to brighten up their hours even by a little bit.

Donation made to
Community Chest of Korea

Donation amount
130 million won

No. of box lunches delivered
Over 20,000

[Image] A lunch box delivered by a social welfare center in Gyeonggi Province through Kakao Bank X Kakao Together

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Kakao Bank X Kakao Together – Food and masks for senior citizens living alone

In Dec. 2020, Kakao Bank organized an online fundraising event through Kakao Together, which was titled "Help Put a Bright Smile on Senior Citizens Living Alone."

As part of the event, Kakao Bank donated a total of 17,317,800 won on behalf of 16,558 people (1,000 won per person) who left supportive messages through "Kakao Bank mini," a financial service for the youth, and 3,818 users who supported, shared the event, and left comments on the Kakao Together platform. With the donation, we posted to recruit 11 social welfare centers to help us send gifts to senior citizens living in solitude. To our surprise, 209 out of 447 social welfare centers applied from around the country. Kakao Bank worked with working level staff and outside experts to select 11 social welfare centers. Each center selected 30 senior citizens and provided them with food and winter goods.

[Image] Online banner of the Kakao Bank donation event (top) and thank-you memos handwritten by the elderly (bottom).

Donation amount

17,317,800 won

Participating social welfare centers

11 centers

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Kakao Bank – Continued assistance to the underprivileged

Kakao Bank has continue to try to get closer to the poor and vulnerable in 2021. As coal briquette donation has decreased drastically due to the prolonged COVID-19 pandemic, low-income households faced a cold and uneasy winter. Kakao Bank donated 20 million won to the Babsang Community Welfare Foundation in Nov. 2021 and also participated in coal briquette donation and volunteer activities in partnership with financial institutions such as the Financial Supervisory Service and the Korea Inclusive Finance Agency.

As the need for remote education increased in Dec. 2021, Kakao Bank provided laptop computers, tablet PCs, smartphones, and more to the digitally disadvantaged (low-income groups, the disabled and so on), mainly those that face difficulty purchasing electronic devices. For this cause,

Kakao Bank donated a total of of 100,000,000 won to Save the Children Korea.

Furthermore, as public child care facilities shut down and transitioned to online education, children of low-income families, who used to receive free lunch at schools or at child care, had to find ways to eat at home. To help them, Kakao Bank donated 18,000,000 won to ChildFund Korea to provide meal boxes to children of low-income families as recommended by social welfare centers in Sungnam and Gyeonggi-do.

Coal briquette donation to those in need

20 million won

IT device support for low-income households

100,000,000 won

Meal box support for low-income households

18,000,000 won

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Kakao Commerce – Inviting users to join a good cause

As the COVID-19 pandemic quickly spread and disrupted our lives, there was a fear that we could be exposed to the virus at any time. People started panic buying masks and hand sanitizers as preventive measures, and before long, finding antibacterial supplies became very difficult.

Kakao Commerce donated hand sanitizers worth 500,000,000 won to those going through a difficult time due to COVID-19, and organized an online event inviting customers of KakaoTalk Gift to join the donation drive.

The sellers on KakaoTalk Gift lowered the price of seven hygiene products and daily necessities to join the good cause, and an event page was designed so that customers of KakaoTalk Gift could be encouraged to buy these products to donate to the Korea Disaster Relief Association. Though the collaboration of users and Kakao Commerce, 120,000 hand sanitizers worth 500 million won were donated by Kakao Commerce and 59,595 donation goods from 19,221 users were provided to those in need through the Korea Disaster Relief Association. We sincerely thank all users who participated in this event.

Direct donation by Kakao Commerce

120,000 hand sanitizers worth
500 million won

No. of participants in the donation event

19,221

No. of donated goods

590,595

[Image] Emergency relief goods donated through the event

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41

Ground X – Sending love beyond borders through blockchain

The whole world is suffering from COVID-19. While it has hit developing countries with inadequate economic resources the hardest, it is difficult to even estimate the extent of the damage.

The Social support to overcome the damage of the pandemic has moved beyond borders. Ground X, Kakao's blockchain subsidiary, organized the Good Water Project to prevent COVID-19 in partnership with Good Neighbors International, an international humanitarian development NGO.

Ground X organized a donation event for 'KLAY,' the main digital asset wallet service 'Klip.' For about 50 days, 1,879 participants participated in the event, with the youngest donor being 19 years old and the oldest being 89 years old, and approximately 83,000 KLAY (worth 62,000,000 won), with KLAY price at 747 won, was raised.

KLAY donation
83,000 KLAY

Donation amount converted to won
62 million won

No. of Zambian children helped
12,000

Through this event, clean water and face masks were provided to 12,000 Zambian children.

[Image] The image of the Good Water Project hosted by Ground X and Good Neighbors International

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Part5

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Life goes on

in the midst of the pandemic

Quarantine support for partners of Kakao Mobility

100,800 people

(Kakao Taxi (1 person per taxi), Kakao Driver (drivers subject to quarantine support), and
Kakao Quick (1 self-test kit per person))

Life goes on in the midst of the COVID-19 pandemic. Many people working in the mobility industry continued to provide their services despite the threat of COVID-19, to help citizens get to work, school and home safely. To ensure a safe working environment, Kakao Mobility has continued to provide various services and supplies required for COVID-19 prevention to 100,800 partners working for Kakao Taxi, Kakao Driver and Kakao Quick.

Anti-COVID-19 measures for taxis worth 868 million won

No. of masks
255,000

No. of hand sanitizers
65,000

Sterilization by CESCO
33,430 taxis

For drivers who pushed through Covid-19

When the pandemic hit the country, taxis did not stop. No, they could not stop because people still had to move on with their daily lives such as going to work and school.

To help operate taxis in a safe environment, Kakao Mobility not only distributed anti-COVID-19 supplies such as masks and hand sanitizers to taxi drivers, but also provided regular disinfection services for brand taxis, such as Kakao T Blue, Black and Venti.

[Image] Virus Care (sterilization) on Kakao Taxi Blue

Guarantee clean and safe taxi rides

As COVID-19 intensified nationwide, the concerns grew on secondary contact between taxi drivers and passengers. During times of mask scarcity, Kakao Mobility distributed masks that could be used for 15 days to about 17,000 model drivers of Kakao T Blue, Black and Venti. Additionally, starting with Daegu (1,500 hand sanitizers), one of the worst-hit cities, Kakao Mobility distributed hand sanitizers to its taxi partners around the country (4,000 to taxis in Seoul, Seongnam, Daegu, Daejeon and so on).

As various passengers used taxis at different times, taxis were disinfected by CESCO (Kakao T Blue Virus Care) before the start of service to ensure a safe environment. The Virus Care service was provided to 33,430 taxis including Kakao T Blue, Black and Venti, and anti-COVID-19 notices and guidelines were also distributed to help them maintain a tight COVID-19 prevention system.

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Financial support for mask purchase

325 million won

Emergency funding and preventive supplies

173 million won

A blind spot in anti-COVID-19 measures – drivers for hire

Drivers for hire drive the cars of passengers. The partners of Kakao Drivers can set their own working hours, but it is difficult for them to proactively prevent the spread of COVID-19 other than by following precautions. In the pandemic era, transport workers including taxi and bus drivers were required to wear masks, but drivers for hire were not included in the scope of transport workers.

To fill this gap in anti-COVID-19 measures, Kakao Mobility organized a program to lead the Mask Up campaign, provide preventive supplies and offer emergency financial support for the partners of Kakao Driver.

Masks, preventive supplies and emergency funding

As the COVID-19 outbreak spread quickly, Kakao Mobility provided emergency financial support for mask purchase twice in the form of mileage to 65,000 partners of Kakao Driver, who were unable to work as drivers for hire due to mask shortage, and offered a pop-up service for passengers to check safety precautions including mask

[Image] A campaign banner encouraging drivers of Kakao Driver to wear masks during working hours

wearing and car ventilation. In addition, welcome packages containing masks, hand sanitizers and other preventive supplies were distributed to 2,000 new partner drivers joining Kakao Premium Drivers.

Furthermore, financial support was provided to partner drivers who had a hard time making a living due to the reinforced social distancing rules following the re-spread of COVID-19. In time for the launching of Kakao T Call, a total of 89,500,000 won was provided to the partner drivers of Kakao Driver as part of the emergency COVID-19 funding.

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Ratio of Auto Pay users on Kakao Taxi

23% in 2019
⬇
69% in 2022

Users of the Auto Pay system
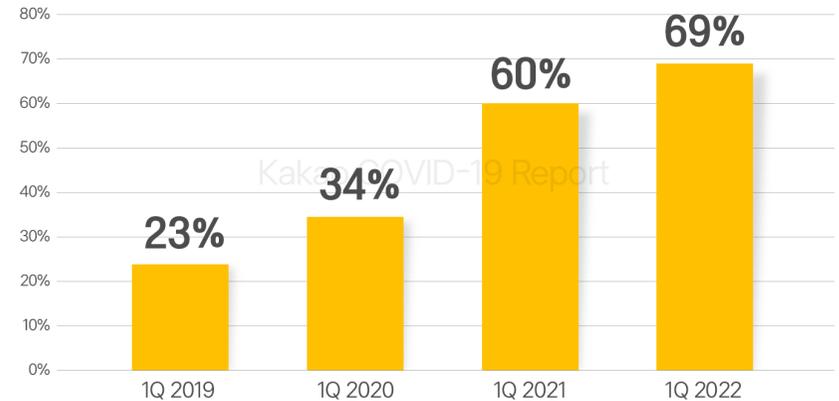

Minimized contact via the Auto Pay system

People faced difficulties moving around during the COVID-19 outbreak. Even with the masks on, they felt intimidated when using crowded public transportation, and had to go home early due to the social distancing policies. Even when they used taxis late at night, it was easy to feel anxious about getting COVID-19.

The taxi call service of Kakao Mobility can minimize contacts between a drivers and passengers, as the passenger can set the point of departure and destination via the app, and pay the fare through the Auto Pay system. Adopted in 2018, Kakao Taxi's Auto Pay system allows passengers to pay fares with a credit card pre-registered in the app when using Kakao Taxi.

Moving around using the contactless payment system

In fact, Kakao Taxi's Auto Pay system attracted interest from users because it helped minimize unnecessary conversations and contact between drivers and passengers amid the spreading pandemic.

The proportion of passengers using the Auto Pay system in 1Q 2019, when the COVID-19 outbreak was not yet in full swing, was 23%, but jumped to 60% in 1Q 2021 and to 69% in 1Q 2022. In particular, the ratio of auto-pay passengers in Seoul, Daegu, Daejeon, cities that experienced large outbreaks, increased rapidly during the same period.

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Part 6

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Kakao is here for you
even during the pandemic

No. of views on COVID-19 related content

10,149,098

(Aggregation of COVID-19 related event messages and content views)

With the "New Normal" lifestyle, we simply cannot go anywhere and meet anyone. The so-called "Corona Blue" phenomenon emerged as another big social issue. To overcome this challenge, the Kakao community became a platform for contactless communication. It provided a channel for users to interact with their favorite celebrities online, and held a campaign to support the overcoming of COVID-19. During this period, users viewed COVID-19 related content **10,149,098 times** across Kakao platforms.

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Kakao Commerce – Supportive messages sent by users

Kakao Commerce organized an event to provide anti-COVID-19 supplies and daily necessities to prevent the spread of COVID-19 and help the vulnerable stay safe. (See Page 39 - Inviting users to join a good cause) Through this event, hand sanitizers, prepared by Kakao Commerce, worth 500,000,000 won as well as about 60,000 relief goods donated by users were sent to those in need.

In addition, Kakao Commerce led a campaign for Kakao users to send supportive messages to frontline workers such as health professionals and public servants across the country, and people facing challenges due to COVID-19. These messages written by users were displayed on the event page signboard.

갓카카오 멋있습니다 다들 힘내서 코로나를 이겨내고 따뜻한 봄날 보냅시다🌸

카카오덕에기부동참할수있게되어감사합니다정말필요한사람에게전달되기를^^

어려울수록 이런 기부문화가 많아졌으면 좋겠습니다. 감사합니다. 모두힘내세요

작지만 도움이 되었으면 좋겠어요! 부디 좋은 곳에 쓰여지길 바랍니다💚🍀

함께 극복해서 아이들이 마음껏 뛰어 놀 수 있는 세상을 만들어봐요~^^

어려울 때 더 강해지는 대한민국이 아름답습니다. 모두 건강 조심하세요❤️

허튼곳에 쓰면 머리 둥강 된데이 정말 필요하신분들에게 잘 전달해주이소^-^♡

[Image] Supportive messages left in the event page

Kakao Commerce supportive messages

No. of users who have written supporting messages

65,167

No. of total messages

74,150

Brunch – An online gallery exhibition

Although COVID-19 has reshaped our physical space, we online, exchanged information and found fun things to do. During the pandemic, many online posts helped and won sympathy from users. One of the best-received posts was a post titled "I have caught COVID-19" published in Brunch.

It was written by an author named Sinabro, who revealed that she suddenly tested positive for COVID-19 and was quarantining in a negative-pressure room. The post reached over 600,000 views, with nearly 800 comments. Many users wished her well and congratulated her after her test results came back negative.

With Brunch, we discovered warmth and passion in the heart of those who have felt helpless and confused in the face of COVID-19. To spread the warmth, we asked authors using the Brunch platform to submit paintings, photos, illustrations calligraphies and so on, which are related to the theme of "social distancing." In the end, 20 authors were selected for the Daum Gallery Online Exhibition.

The artworks selected from over 700 submissions were exhibited at the Daum Gallery. The event received 137,118 visitors and recorded 442,948 views.
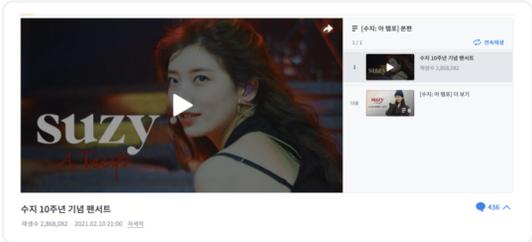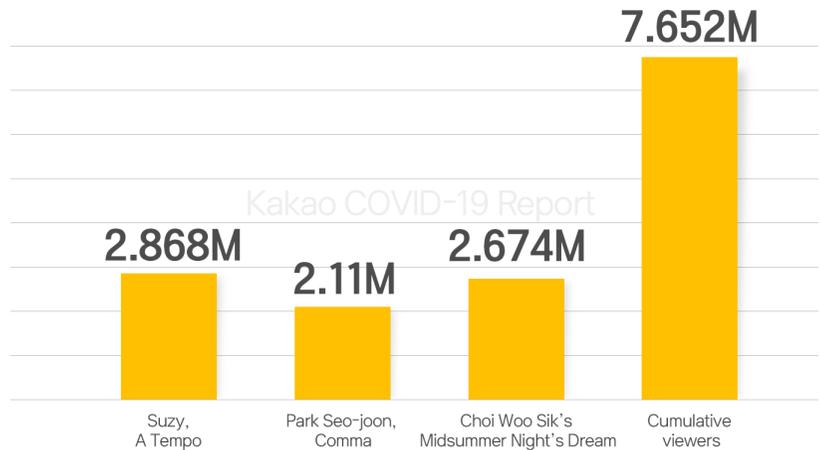
Social distancing online exhibition

No. of visitors
137,118

No. of views
442,948

[Image] An image introducing the Social Distancing Exhibition

Kakao Entertainment – Remote fan meetings created by Kakao

One of the industries hit worst by COVID-19 is the performing arts. As people could not gather in large groups, pop culture like concerts and performances experienced a major downfall. Not only that, fans lost the opportunity to communicate with celebrities and meet them up close.

To overcome this challenge, Kakao Entertainment organized online fan meetings where stars and fans could interact in a contactless fashion through channels like Kakao TV. While previous offline fan meetings were paid events, these untact fan meetings were offered for free.

2.868M	2.11M	2.674M	7.652M
Suzy, A Tempo	Park Seo-joon, Comma	Choi Woo Sik's Midsummer Night's Dream	Cumulative viewers

#1: Suzy, A Tempo – A 'fancert' (fan meeting + concert) released on Jan. 23, 2021 in celebration of the 10-year anniversary of Suzy's debut. It was broadcast live in Korea as well as North America, Japan and more via Kakao TV, recording over 2.86M cumulative views.

#2: Park Seo-joon, Comma – A fan meeting released on May 15, 2021 in celebration of the 10-year anniversary of Park Seo-joon's debut. It was broadcast live in Korea as well as Japan, the Philippines and more via Kakao TV, recording over 2.1M cumulative views.

#3: Choi Woo Sik's Midsummer Night's Dream – This fan meeting was released on July 5, 2021 and broadcast live to domestic and overseas fans via Kakao TV, recording 2.6M cumulative views.

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Kakao Entertainment – Experiencing Korea's cultural heritage online

The number of foreign tourists in Korea dropped sharply due to the pandemic. According to the Korea Tourism Organization, the number of foreigners entering Korea for tourism in 2021 was 212,000, approximately 1.5% of that of 2019, the pre-pandemic period.

Kakao Entertainment produced a special concert titled "Korea on Stage" to promote Korea's traditional architecture and broadcast live performance of K-pop stars for foreign viewers who cannot experience Korea's cultural heritage in person.

Korea on Stage

Participating organizations

**Cultural Heritage Administration,
Korea Cultural Heritage Foundation,
Kakao Entertainment, 1theK**

Cultural heritage visited

Yangdong Folk Village in Gyeongju,

Seonamsa Temple in Suncheon,

Byeongsan Confucian Academy in Andong,

Seongyojang House in Gangneung

Cumulative views

About 1.8 million views

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The event was jointly planned by the Cultural Heritage Administration, the Korea Cultural Heritage Foundation, and 1theK, a subsidiary of Kakao Entertainment. The concert series was released to global viewers on Kakao TV and the official YouTube channel of 1theK between Aug. 18 and Aug. 30, 2021.

Singers like Onew of SHINee, 10CM, Zion. T, and Sunwoo Jung-A participated in the concert, which was filmed against the background of Korea's cultural heritage and beautiful scenery such as Yangdong Folk Village in Gyeongju, the Seonamsa Temple in Suncheon, the Byeongsan Confucian Academy in Andong, and the Seongyojang House in Gangneung. Cumulative views stand at 1.8 million.
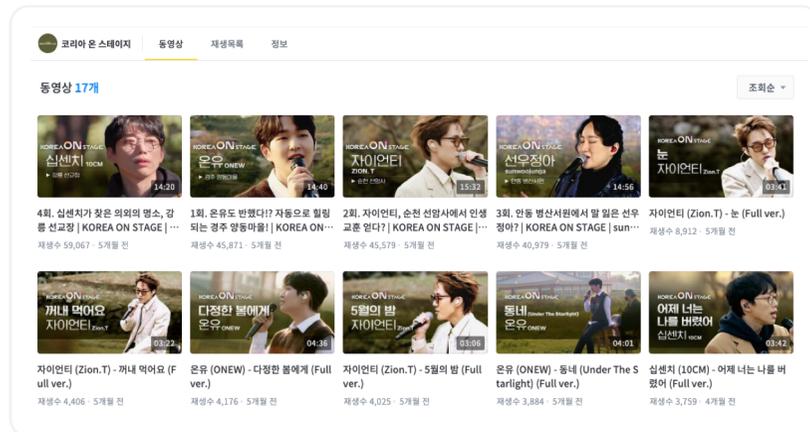
[Image] The "Korea on Stage" content released on Kakao TV

Kakao Webtoon (formerly Daum Webtoon) – Online campaigns to overcome COVID-19

As social distancing rules were strengthened due to the pandemic, people got used to staying at home. Since the opportunities to attend cultural events such as movies, concerts, and the arts diminished, performing artists and organizations held various virtual events to reach out to audiences to comfort their weary states.

The world-famous band Coldplay held a virtual concert for Korean fans, and the Berlin Philharmonic Orchestra opened up its Digital Concert Hall for free for a month. These free online culture campaigns helped keep spirits high. Kakao Entertainment also organized free online concerts. In Mar. 2020, 54 authors of Daum Webtoon (currently Kakao Webtoon) drew comic strips of their own webtoon characters with a message longing for the end of the pandemic.

※ Kakao Webtoon Studio offers a maximum of two-week sick leave for webtoon authors that have caught COVID-19 so that they can rest and focus on getting better.

Authors like Nieun (Bunny and the Guys), Cho Gyeonggyu (Omurice Jam Jam), Chu Hyeyeon (Pale Horse), Meen & Han Keunbit (Colosseum), Bori (Night's Fragrance), Yong Yong (Charlotte Has Five Disciples), Kim Jonghoon (Heaven to Hell) participated in this event and presented informational webtoons on hand-washing steps and social distancing, as well as messages of support. In particular, as many people are familiar with the format of webtoons, the authors did their best to convey helpful information and messages of support as effectively as possible.

[Image] Scenes from a webtoon as part of Kakao Webtoon's campaign to overcome COVID-19

Kakao Together – Healing sound recorded by celebrities

Due to prolonged social distancing, people became tired of staying only at home. They were depressed because they could not spend as much time with families and friends, could not enjoy hobbies outdoors and was stuck with a boring routine at home. It was reported that the number of people prescribed with anti-anxiety drugs rose by 25% in 2020 compared to that in the pre-pandemic period.

Kakao Together teamed up with BH Entertainment, a subsidiary of Kakao Entertainment, to produce the Healing Sound. Korean actors and actresses participated in reading poems and essays, and their voices were made available through Kakao Together, Kakao Mini and the Hey Kakao app. The purpose of this project was to help people cope with boredom and beat "Corona Blue" (a coined term between "coronavirus" and "blue," indicating depression) by listening to the voices of their favorite actors and actresses.

The Healing Sound Project

1st phase
Donated 1,000 Kakao Mini

2nd phase
Donation coupon 1,000 won

Total amount of fund raised
52.64 million won

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In the 1st phase, five actors and actresses (Han Hyo-joo, Park Bo-young, Han Ji-min, Park Sung-hoon, Jin Goo) read poems out loud. Funds were raised in proportion to the number of downloads, and Kakao donated 1,000 units of Kakao Minis to the Corona Blue Support project. In addition, a donation campaign was held simultaneously to provide emotional support to those suffering from COVID-19.

In the 2nd phase, essays read by six actors and actresses (Lee Byung-hun, Kim Go-eun, Go Soo, Jung Woo, Ahn So-hee, Lee Jin-wook) were provided as healing sounds. Kakao donated coupons worth 1,000 won whenever a user played the healing sound. Raised funds were donated to Kakao Together.

[Image] Celebrities participating in the Healing Sound project - Lee Byung-hun, Han Ji-min, Go Soo, Han Hyo-joo (clockwise from top-left).

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Kakao Together – Meditation for peace of mind

Along with 'Healing Sound,' Kakao provided the Mindfulness service, which provides free meditation content to help people feeling frustrated. Customized content was produced for several possible situations caused by COVID-19, such as "Meditation during quarantine," "Meditation for tired mom," and "Meditation for mental muscle building," so that they could be used by anyone. The Mindfulness content is comprised of eight episodes and has recorded 180,000 views by our users.

No. of views of the COVID-19 special meditation content

180,000 views

#코로나19_명상

코로나19 때문에 불안한 우리의 마음

마음날씨 8

마음챙김
[코로나] 마음의 면역력을 높이는 명상
명상가 유정은 / 9분

마음챙김
[코로나] 집에서 근무나 공부를 해야 할 때
명상가 유정은 / 7분

마음챙김
[코로나] 코로나19를 이기는 시
명상가 유정은 / 2분

마음챙김
[코로나] 아이를 돌보느라 지쳐있을 때
명상가 유정은 / 7분

마음챙김
[코로나] 아이들과 함께하는 마음챙김 대화
명상가 유정은 / 7분

마음챙김
[코로나] 치료를 받으며 마음을 다스릴 때
명상가 유정은 / 10분

마음챙김
[코로나] 의료진과 봉사자를 위한 기도
명상가 유정은 / 9분

마음챙김
[코로나] 자가격리 중에 하는 명상
명상가 유정은 / 8분

[Image] The Mindfulness service content

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Kakao Together – Volunteering from home, "Untact Good Picnic Campaign"

People spent more time at home due to COVID-19 shutdowns. One of the changes brought about by the pandemic is the increase in "untact volunteer activities" which can be performed in the household.

Kakao Together led the "Good Picnic Campaign" to provide users with the opportunity to volunteer from home and help the underprivileged hit hard during the pandemic.

This campaign had four themes in which participants order a kit introduced in the Donation Project webpage of Kakao Together and have it delivered to their home. Completed goods are then distributed to people in need through relevant social welfare organizations.

Through the Heart-to-Heart Foundation, volunteers created special three-dimensional Braille, audio and tactile books for visually-impaired children. Through the World Vision, cotton sanitary pads were made for African children (top photo).

Through Food for the Hungry, gummy bear shaped soaps were made. Also, through the Eastern Social Welfare Society, volunteers made masks for babies who are waiting for adoption (bottom photo).

Part7

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Efforts to keep our Krew

safe and healthy

In response to the COVID-19 pandemic which changed our lives overnight,
Kakao has made various efforts to make its technologies and services
available for our citizens' health and safety. To support these efforts, Kakao
did its best to create a safe working environment for its Krew and implement
a support policy for those who caught COVID-19.

Kakao – Creating a safe working environment for Kakao Krew

Over the past 2 years of the pandemic, Kakao alternated between remote rotational and on-site work depending on the status of confirmed cases and the level of crisis. Kakao is making various efforts to keep its Krew safe in line with the changing working environment.

Our efforts to keep our Krew safe include lunch and taxi allowances to those who have to come into office even during remote work. The in-company confirmed cases and COVID-19 related information are shared through our Intranet Agit and chatbots.

During the pandemic, the following is checked for our shuttle bus operations to ensure a safe commuting of our Krew.

〈Shuttle Bus Safety Checklist〉

• Daily disinfection
• Hand sanitizers
• Emergency masks
• Temperature check of drivers
• Announcement for mask wearing

Kakao is committed to preventing COVID-19 and creating a safe and sanitary working environment while our Krew is in office. First, we disinfect our offices regularly, and place masks and sanitizers at all times to ensure our Krew's safety.

〈Safety measures for in-house cafe〉

• Contactless order (kiosk and chatbot)
• Install protective barriers in order and pickup zones – Place sanitizers
• Close the lids on iced beverages before giving them to customers
  (In the past, iced beverages had no lids.)
• Stop using coffee mugs
• Removal of seats for social seating

〈Safety measures for cafeteria〉

• Sterilization of kitchen utensils
• Kitchen staff temperature check
• Place hand sanitizers
• Announcement for mask wearing and social seating
• Removal of seats for social seating

〈Safety measures for office〉

• Keep individually packed supplies
• Equip extra masks at all times
• Place hand sanitizers
• Regular disinfection of entire office

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Kakao - Creating a safe working environment for Kakao Krew

As remote work prolonged, our Krew spent more time at home. To protect our Krew from COVID-19, Kakao sent masks to each of their homes.

Also, following the government's announcement that it would stop providing emergency relief and medicine kits to confirmed COVID-19 patients, Kakao is sending home quarantine kits to COVID-19 confirmed Krew members.
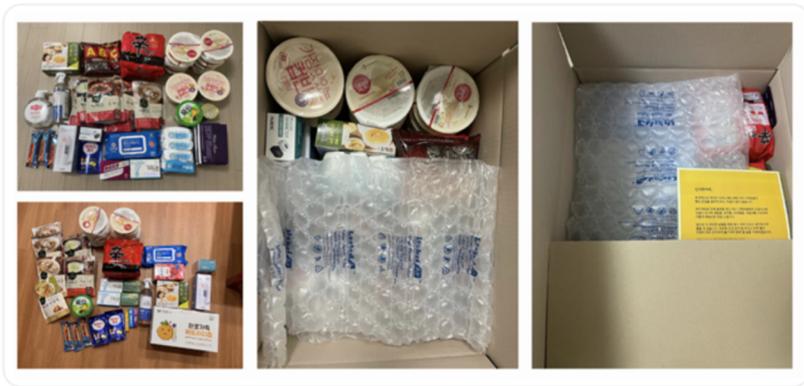
[Kakao TV] Monthly Kakao Interview: COVID-19 Response Comittee

Kakao has the COVID-19 Response Committee to help the Krew safely overcome COVID-19 situations. Let us take a look at what the Committee does in response to the pandemic, a bizarre situation experienced for the first time by everyone.

[Click the QR to play.]

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Kakao COVID-19 Report, 2nd Edition: Our effect to overcome COVID-19

Kakao COVID-19 Report – Social changes as seen through Kakao's data

In 2020, the outbreak of COVID-19 disrupted many parts of our lives. In the face of crisis, we adopted digital technologies to stop the breakdown of our daily life and adapt to new changes. Kakao published the *Kakao COVID-19 Report* to understand the facets and pattern of the "New Normal" in our society through the data of Kakao services help find solutions to deal with future crisis or change.

The report includes data analysis results of services and products provided by the entire Kakao community, including KakaoTalk, news, search, media content, Mobility, Commerce, fintech, AI and social impact. With Episode 1 of the report released on Sept. 18, 2020, 9 more were published on the Kakao Research and Industry Policy section of our Brunch platform by Nov. 27.

2020 Kakao COVID-19 Report

[Content shortcut QR]

#1 Life after COVID-19 as seen through Kakao's data
#2 Finding solace in digital tools
#3 How life changed by staying at home
#4 Why so many cars were out on the road during COVID-19
#5 Looking for toy stores instead of theme parks
#6 Increased search results for pharmacy and games, less for weight loss
#7 How interested were people in COVID-19?
#8 Using AI in a contactless society
#9 Digital traces of a contactless life
#10 Chasing the "Corona Blues" away with AI

Kakao COVID-19 Report

Release period

Sep 18 ~ Nov 27, 2020

No. of content views

24,972 views

카카오
코로나 백서

November 2020

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[Image] The cover image of the 2020 Kakao COVID-19 Report

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Our Efforts to Overcome COVID-19

kakao