Dable | Press Kit

Content Discovery Platform, Dable

Dable

Connect Users, Media, and Contents

Dable is the world's leading content discovery platform which aims to connect Users, Media, and Contents.

Dable provides personalized content recommendation solutions

to media, apps, blogs based on its world-class big data processing and machine learning technologies.

It is advancing as the world's leading content discovery and native advertising platform servicing

over 3,000 premium media worldwide

including Korea, Japan. Taiwan, Indonesia, Vietnam, Malaysia, Hong Kong, Thailand and China.

Dable

Founders Chaehyun Lee, Seungkook Baek

Founded May 6, 2015

Employees 156

Services

Dable News

Dable Native Ad

Locations

🇰🇷 South Korea (headquarter) 🇻🇳 Vietnam 🇭🇰 Hong Kong

🇯🇵 Japan 🇲🇾 Malaysia 🇦🇺 Australia

🇹🇼 Taiwan 🇹🇭 Thailand 🇳🇿 New Zealand

🇮🇩 Indonesia 🇨🇳 China

Funding Status

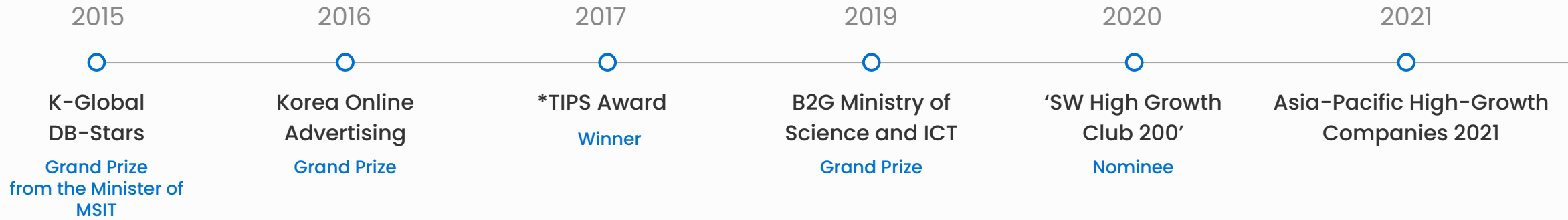**Series C USD 12 million**

Dable

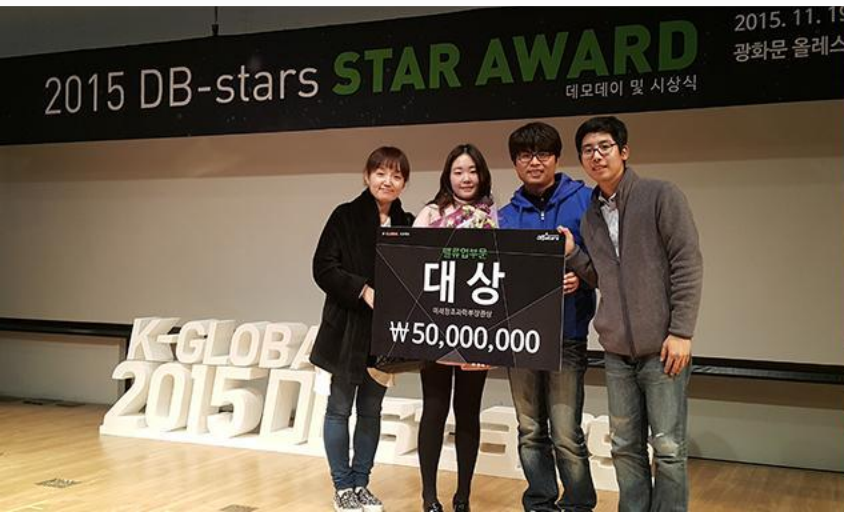|	
No. of Collective Unique Users per month	**540 million**
No. of Active Users in the last 4 weeks	**50 million**
Log Collection and Analysis of Users per month	**28 billion**

Recommends **12 billion** content per month, resulting in **over 100 million** clicks

Dable

2015 Establishment of Dable Inc.

Launch of 'Dable News'

Seed Round

from SK Planet, Kakao Ventures etc.

2016 Launch of 'Dable Native Ad'

Series A Round

from Kakao Ventures, Stonebridge Capital etc.

2017 Solution Launch in Japan, Taiwan,

and Indonesia

2018 Series B Round

from NHNPAYCO, Samsung Ventures, DSC
investment etc.

2019 Solution Launch in Vietnam and Malaysia

2020 Launch of 'Dable DSP' and 'Dable Native Ad Exchange'

2021 Series C Round

from SV Investment, Kakao Ventures, KB Investment, K2 Investment etc.

Solution Launch in Hong Kong, Thailand, Singapore,

Australia and China

Yanolja acquires Dable

No.1 in market share in Korea, Taiwan, Vietnam and

Indonesia

Dable

2015
K-Global
DB-Stars
Grand Prize
from the Minister of
MSIT

2016
Korea Online
Advertising
Grand Prize

2017
*TIPS Award
Winner

2019
B2G Ministry of
Science and ICT
Grand Prize

2020
'SW High Growth
Club 200'
Nominee

2021
Asia-Pacific High-Growth
Companies 2021

* TIPS: Tech Incubator Program for Startup

Dable

Chaehyun Lee
Co-founder & CEO

Seungkook Baek
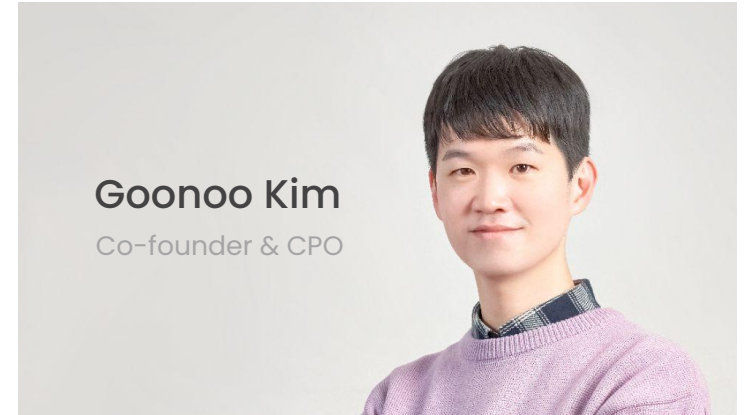Co-founder & CEO

Goonoo Kim
Co-founder & CPO

Chaehyun is the Co-founder and Co-CEO at Dable.

Chaehyun, with 13 years of expertise in the IT industry, has taken the lead in commercializing and globalizing software technology. He began his career in 2007 as a research intern at NASA Ames Research Center Education. He participated in developing the next-generation browser at LG Uplus in 2008, and search engine crawler robots at Naver Corp in 2010. He has developed South Korea's first ever personalized product recommendation platform while working as the head of the RecoPick team at SK Planet in 2011. He established the joint venture Dable in 2015. He completed his master's degree in computer science at Pohang University of Science and Technology.

Seungkook is the Co-founder and Co-CEO at Dable.

Over the past 11 years, Seungkook has been in charge of planning business strategies and products in IT/commerce industries such as Samsung SDS, Lotte institute of economy & business strategy, and SK Planet. At Lotte institute of economy & business strategy, as a researcher, he worked on industrial strategy consulting, such as forecasting market prospects for the distribution industry and predicting sales by store. At SK Planet, he participated as a business development manager. It co-founded Dable in 2015. After graduating from Korea University, he completed a master's degree in future strategy at KAIST.

Goonoo is the Co-founder and CPO at Dable.

He is responsible for the entire web platform development, including front-end performance optimization and API server development for advertising. As a web developer for the past 16 years, he has participated in developing various services at NCsoft, Naver, and SK Planet. He has developed web services such as Lemon Pen and social media for gamers at NCsoft (Open Maru Studio). He participated in software development for web developers such as N-WAX and N-MET at Naver (WebStandardsDevelopment). In addition, he developed the RecoPick web platform, a commerce recommendation solution at SK Planet (RecoPick).

Dable

Hyoungkeun Park

CFO

Hyoungkeun began his career as an accountant at Ernst & Young LLP in 2008, and experienced various financial-related tasks. He conducted consultations at NICE Credit Information Service, Solborn Investment and HANA Accounting Corporation.
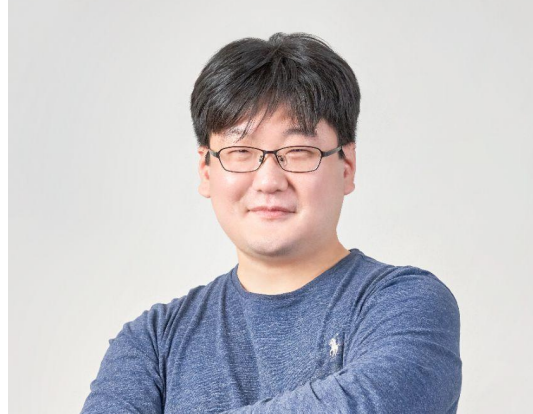
Jeongho Jang

CTO

Jeongho has more than two decades of experience in designing and developing mass user-based services in top technology companies such as Neowiz, 1noon(acquired by Naver), Naver, and LINE.
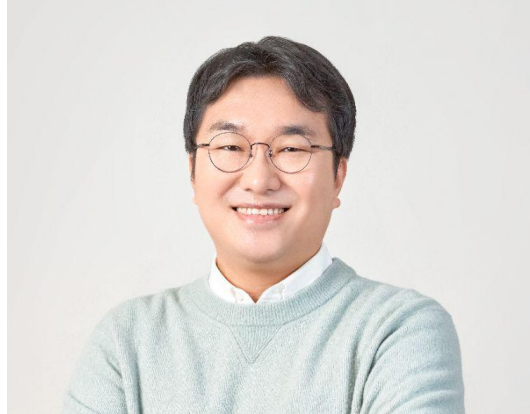
Yongho Ha

CDO

Yongho started his career as a software engineer at Tmax and KTH, and became a data scientist at SK Telecom in 2012. In 2015, he founded the startup Numberworks, and joined Kakao after selling it to them in 2016. In 2019, he established XYZ Venture Partners.

Sewon Yoon

CGO

Sewon has worked in the media partnership team at Google Korea and Google Japan and has participated in various global projects to improve the usability of Google's advertising products. He has also managed business operations at a startup as a founding member.
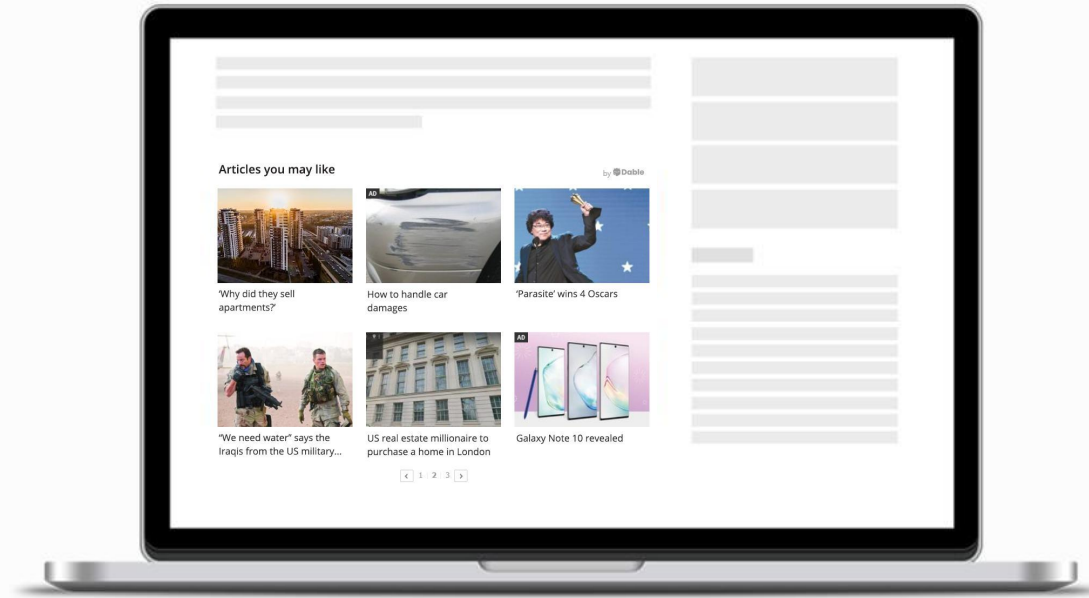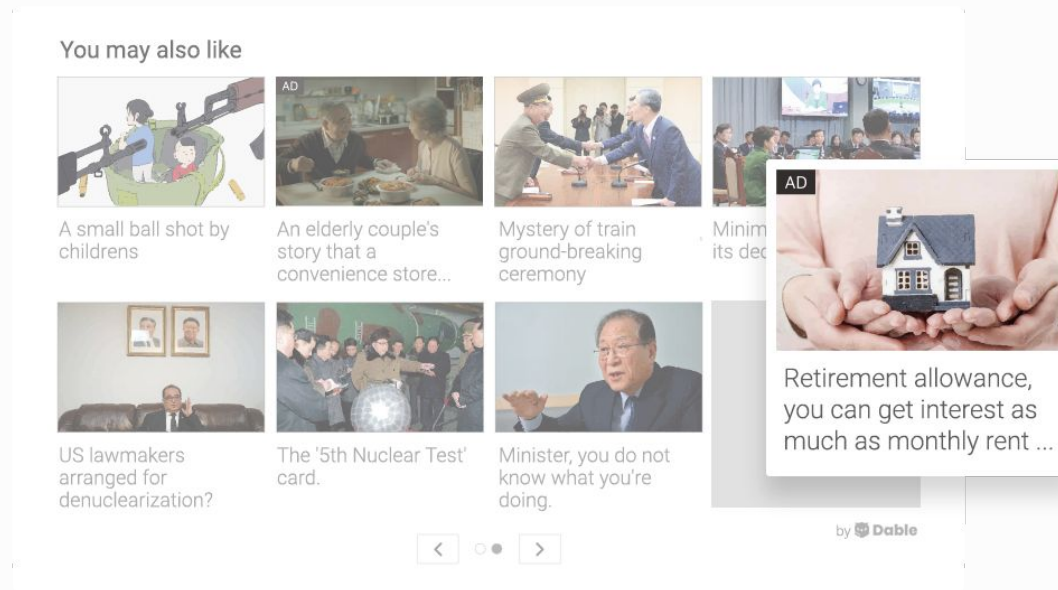
Dable

Dable News

A solution that recommends high-quality personalized content to users based on their interests.

It provides contents that users may be interested in through widgets

such as 'Content you may like' embedded on the right/bottom of the website.

Competitive
Advantage

It improves user satisfaction of the website by allowing users to discover content that they would like more easily.

It also contributes to the publisher's revenue by making users consume more content and

increase page views and dwell time.

Dable Native Ad

A content marketing platform that displays ads in a similar design as of the website's UI and surrounding contents.

It can expose ads on 3,000 premium media including on inventories of Google, MSN and Kakao

through Dable Native Ad Exchange based on RTB.

<u>Competitive Advantage</u>	It shows high CTR by exposing ads on the recommendation widgets which capture the user's attention. It obtains outstanding performance by displaying ads based on the user's interest, such as showing airline ticket ads to those who are reading travel articles.

Dable

Dable becomes the largest provider of Chinese native ad inventory in Malaysia

Global content discovery and native advertising platform Dable announced...

The Star | 21 Jun 2022

Dable expands into Australia by appointing Country Manager Jaedo Ryu for ANZ

Dable , the global content discovery and native advertising platform has announced...

The Korea Herald | 19 May 2022

YANOLJA CLOUD ACQUIRES DABLE TO BEEF UP AI AND BIG DATA IN HOTEL SOLUTIONS

CONTINUING with its ambition to be "number one travel company in the world" and...

WIT | 16 Dec 2021

Dable Partners with 3,000 Premium Media in Asia, Exceeding 5 Billion Monthly Pageviews

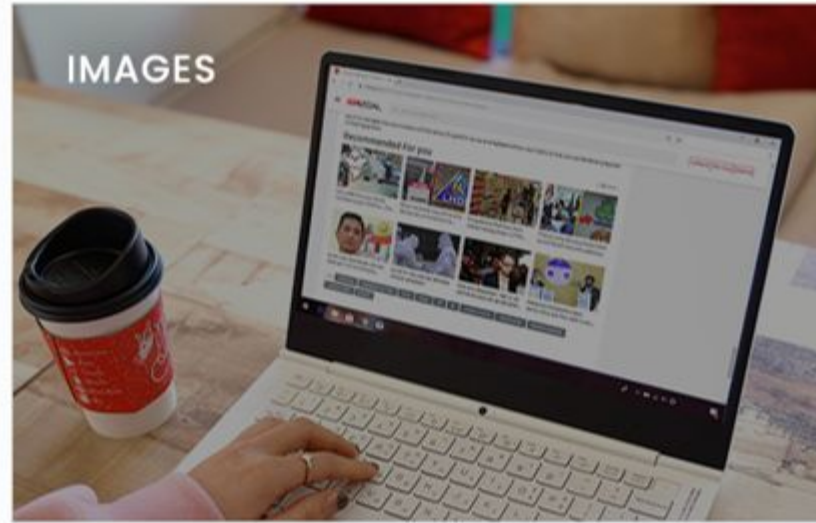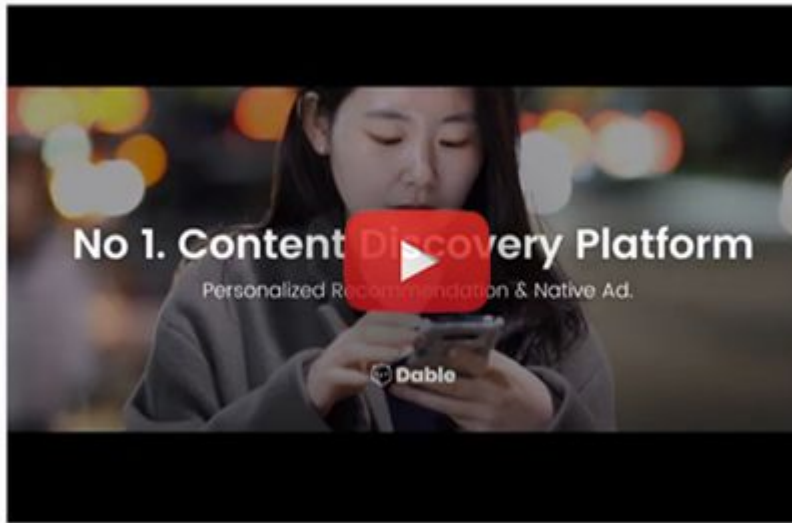Dable, a leading global content discovery platform , announced that the number of...

Markets Insider | 2 Jun 2021

Dable gets top ranking in media category in 'FT Asia-Pacific High-Growth Companies 2021' list

Korean content startup Dable becomes a top-ranking company in the media ...

KoreaTechDesk | 8 Apr 2021

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Personalized Recommendation & Native Ad.

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