



Dable | Press Kit

Content Discovery Platform, Dable

Updated Nov. 2020

Connect Users, Media, and Contents

Dable is a leading content discovery platform which aims to connect Users, Media, and Contents.

Dable provides personalized content recommendation solutions to media, commerce, and content distributors (app, blog) based on its world-class big data processing and machine learning technologies. It is advancing as Asia's No. 1 content discovery platform servicing over 2,500 premium media worldwide including Korea, Japan, Taiwan, Indonesia, Vietnam, and Malaysia.



Founders **Chaehyun Lee, CEO**







Founded **May 6, 2015**

Employees **91**

Services

Dable News
Dable Native Ad
karamel.ai

Locations

 South Korea (headquarter)	 Indonesia
 Japan	 Vietnam
 Taiwan	 Malaysia

Funding Status

Series C USD 12 million

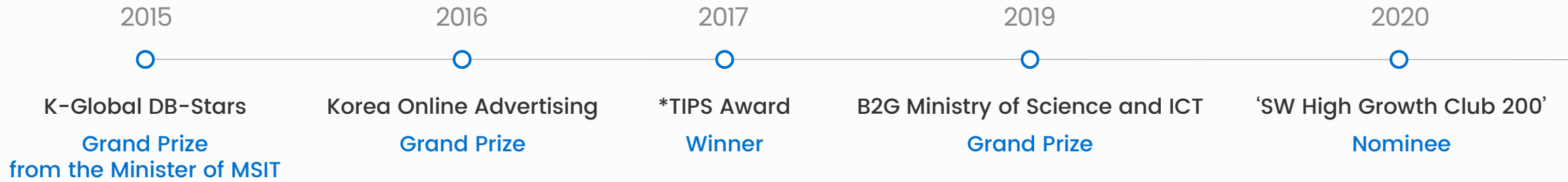
No. of Collective Unique Users per month ————— **540 million**

No. of Active Users in the last 4 weeks ————— **50 million**

Log Collection and Analysis of Users per month ————— **25 billion**

Recommends **5 billion** content per month, resulting in **over 100 million** clicks

- 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**
Launch of 'karamel.ai'
- 2020 **Launch of 'Dable DSP' and 'Dable Native Ad Exchange'**
Acquisition of digital media 'Pinch'
Series C Round
from SV Investment, Kakao Ventures, KB Investment, K2 Investment etc.



* TIPS: Tech Incubator Program for Startup





Chaehyun Lee

Co-founder & CEO

B.S. and M.S. in Computer Science and Engineering, POSTECH

2007 Research intern at NASA Ames Research Center Education

2008 Developed the next-generation browser at LG Uplus

2010 Developed search engine crawlers at NHN

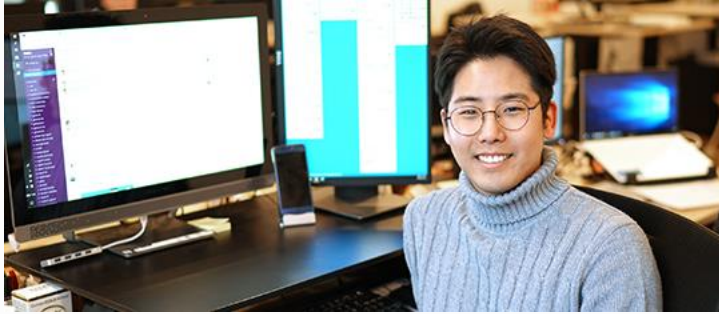
2011 Head of RecoPick team at SK Planet

2015 Established Dable Inc.

It was during his NASA internship that Chaehyun Lee became interested in starting his own venture. He realized that it would take at least 10 years for technology, which was his research subject at the time, to bring positive impacts on most lives although it could deliver meaningful value.

To develop technology that can immediately affect peoples' lives, he started his career as a developer at a prominent telecommunications company in South Korea. Later, Lee joined Naver and developed search engine crawlers. This naturally led him to explore the fields of big data platform and recommendation.

Search engines have advanced the world to another level, by enabling people to easily find information they are looking for. The advent of the era of content discovery through recommendations is completely changing the relationship among users, media, and content by providing not only content people seek, but also content that they do not realize they may find interesting. CEO Chaehyun Lee is deeply committed to making everyone access the content discovery service with Dable's world-class big data processing and machine learning technologies, regardless of the different levels in technology across people, companies, or countries.



Seungkook Baek

Co-founder & CSO

Seungkook is the Co-founder and CSO at Dable. He is responsible for Dable's overall business operation.

He works to establish Dable's business model and roadmap and achieves this by attracting funds, recruiting, and organizational design. For the past 10 years, he has been in charge of business strategy and product planning in the IT/commerce industries such as Samsung SDS, Lotte Strategy & Insight Center, and SK Planet. As a researcher at the Lotte Strategy & Insight Center, he has worked on industrial strategy consulting, such as forecasting the market of the distribution industry and predicting sales by store. At SK Planet, he has worked as a business development manager. He graduated from Korea University and completed his master's degree in Future Strategy at KAIST.

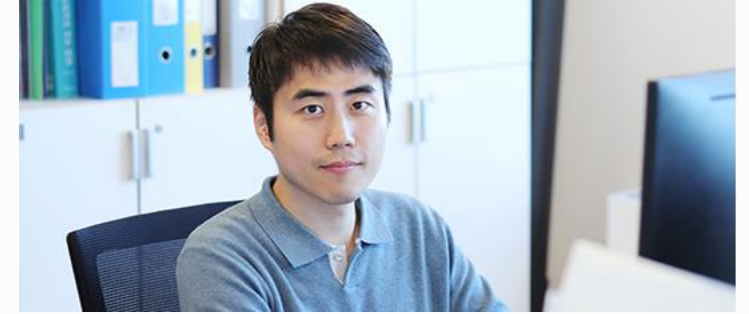


Goonoo Kim

Co-founder & CPO

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 15 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).

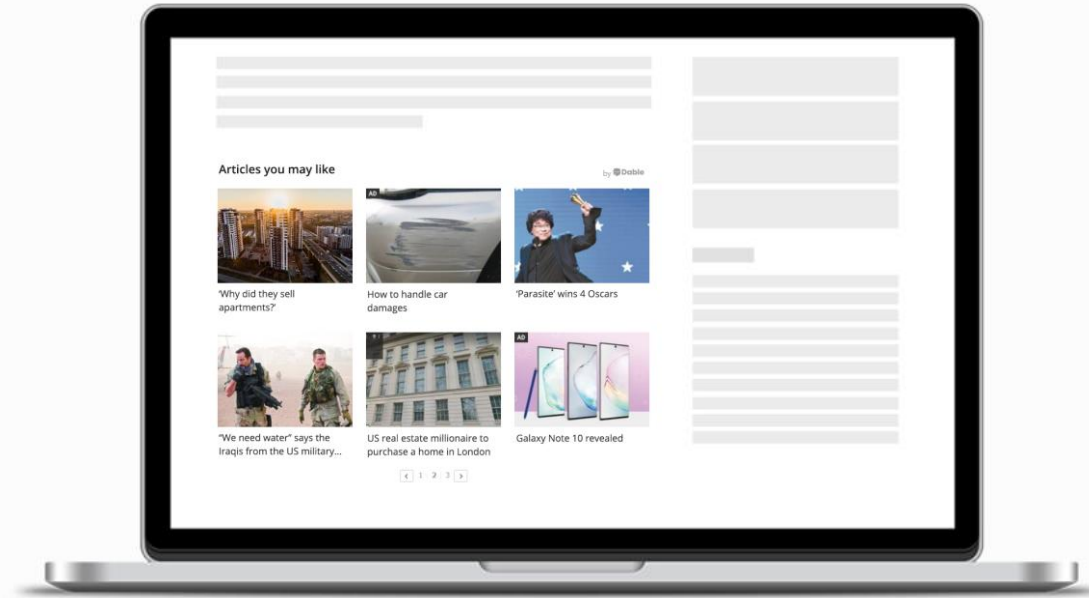


Hyoungkeun Park

CFO

Hyoungkeun is the CFO at Dable. He is responsible for Dable's finance and accounting-related affairs, as well as management planning such as HR, PR, marketing, and general affairs.

His career began as an accountant at Ernst & Young LLP in 2008, and experienced various financial-related tasks such as financial consulting and investment. He conducted consultations on the establishment of corporate credit rating systems for domestic financial institutions at NICE Credit Information Service. He was in charge of investment in domestic and foreign venture companies at Solborn Investment. He also conducted audits and consulting of various companies as a partner at HANA Accounting Corporation. He majored in Statistics at Seoul National University.



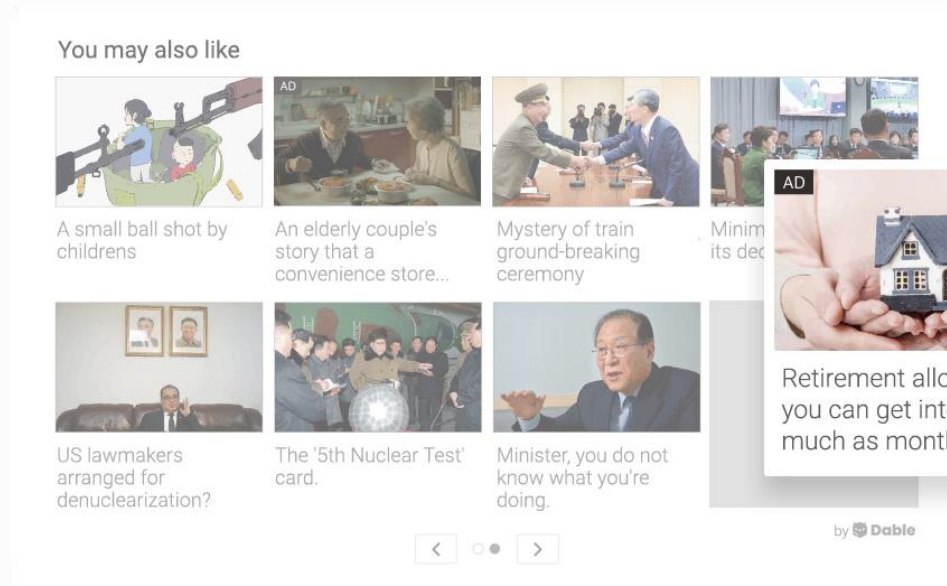
Dable News

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.



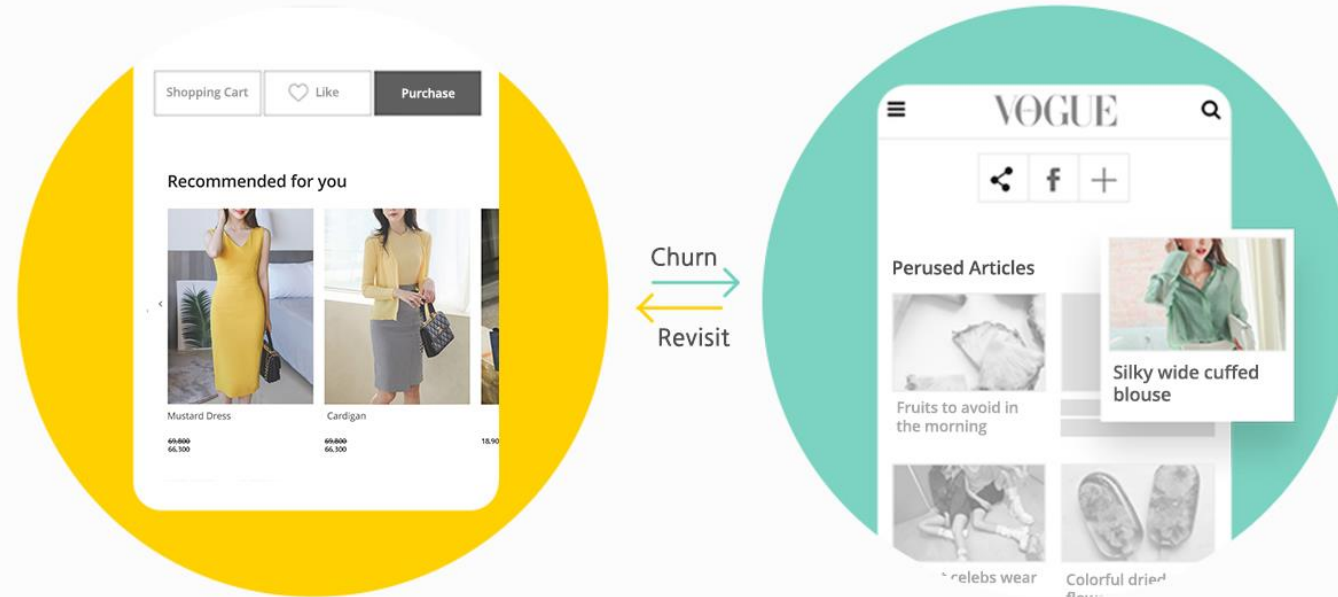
Dable Native Ad

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 2,500 premium media including on inventories of Google, MSN and Kakao through Dable Native Ad Exchange based on RTB.

Competitive Advantage

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.



karamel.ai

An e-commerce exclusive advertising solution that combines personalized product recommendation and retargeting ads.

If e-commerce clients run retargeting ads through karamel.ai, they can use this solution free of charge.

Competitive Advantage

It increases the conversion rate by recommending products that complement the e-commerce visitor's interest. In addition, it induces revisit by exposing products that the customer initially showed interest in when they visit a different site.

Dable seeks partnerships to scale up content discovery business — CEO

Dable, a Seoul, South Korea-based contents discovery platform company, ...

Mergermarket | 14 Feb 2019

Dable: How a Korea-based Startup Helps Media Firms Increase Their Popularity

“Personal recommendations ” always matter, whether netizens are showing ...

Meet Startup | 11 Dec 2018

Born2Global Centre: Korean Innovative Startups Going After European Market

Korea's innovative companies will participate in Web Summit 2019,...

PR Newswire | 04 Nov 2019

Dable launches the largest RTB based Native Ad Exchange in Asia

Dable, the leading programmatic native ad platform, has launched...

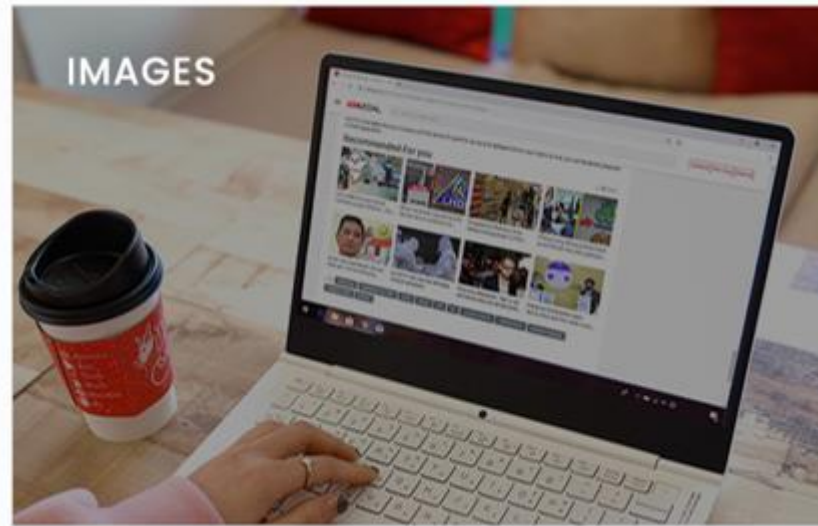
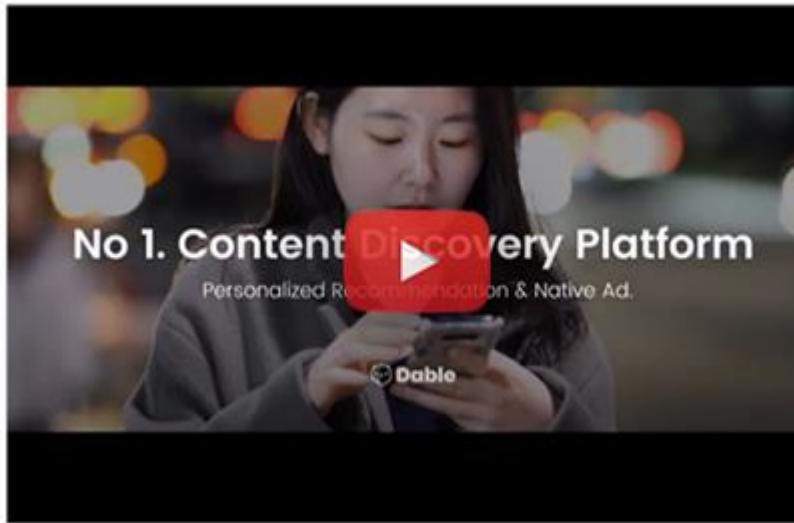
MIA | 14 Sep 2020

Dable Acquires media startup NVM to expand as a Media Publishing Platform

Dable, the leading personalized content recommendation platform, announced...

AsiaTechDaily | 24 Aug 2020

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Press Inquiries

press@dable.io 070-5178-8909

PR manager

| Eunjin Kang eunjin@dable.io +82-010-6568-2024

| Yeeun Song yeeun@dable.io +82-010-3415-7506