



Dable | Press Kit

Content Discovery Platform, Dable

Updated Jan. 2022

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.



Founders **Chaehyun Lee, CEO**







Founded **May 6, 2015**

Employees **123**

Services

Dable News
Dable Native Ad

Locations

 South Korea (headquarter)	 Indonesia
 Japan	 Vietnam
 Taiwan	 Malaysia

Funding Status

Series C USD 12 million

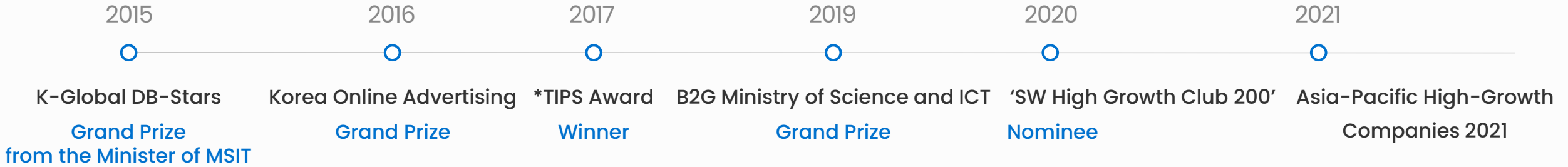
No. of Collective Unique Users per month ————— **540 million**

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

Log Collection and Analysis of Users per month ————— **28 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'
- 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



* TIPS: Tech Incubator Program for Startup





Chaehyun Lee

Co-founder & CEO

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 Baek

Co-founder & CEO

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 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 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).



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, Innoon(acquired by Naver), Naver, and LINE.



Yongho Ha

CDO

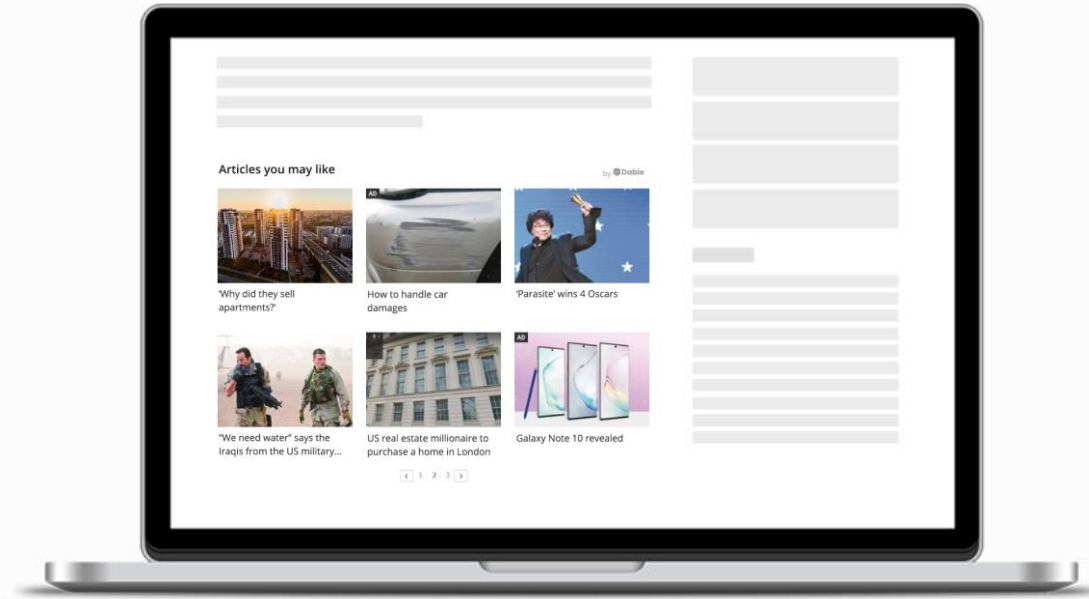
Yongho started his career as a software engineer at Tmax and KTH, and became a data scientist at SK Telecom in 2012. In 2015, he founded the startup Numberworks, and joined Kakao after selling it to them in 2016. In 2019, he established XYZ Venture Partners.



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.



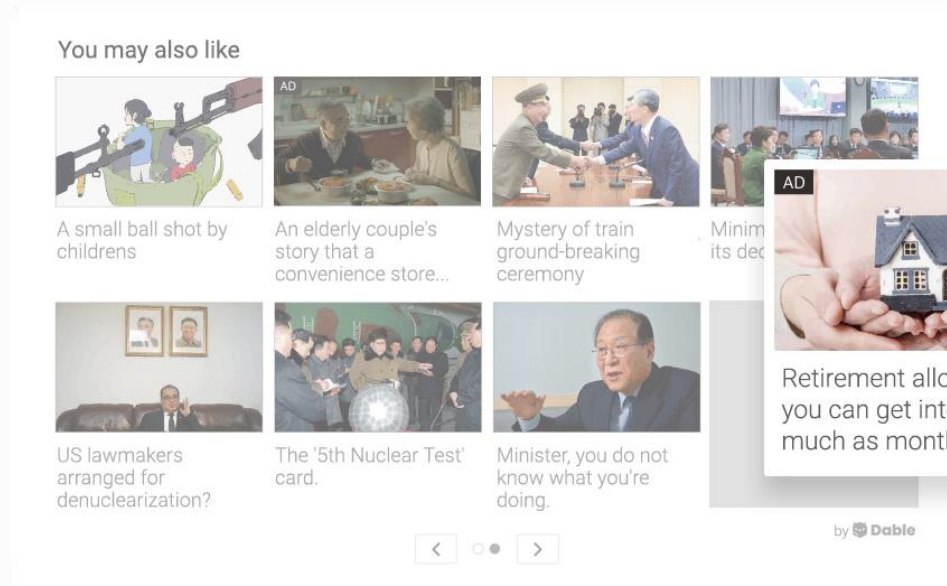
Dable News

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.

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.

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

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

Korean app-based startups score big in their expedition to Asian markets

South Korean app-based innovation startups are making fast strides in overse...

Pulse | 03 Nov 2021

Dable launches the largest RTB based Native Ad Exchange in Asia

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

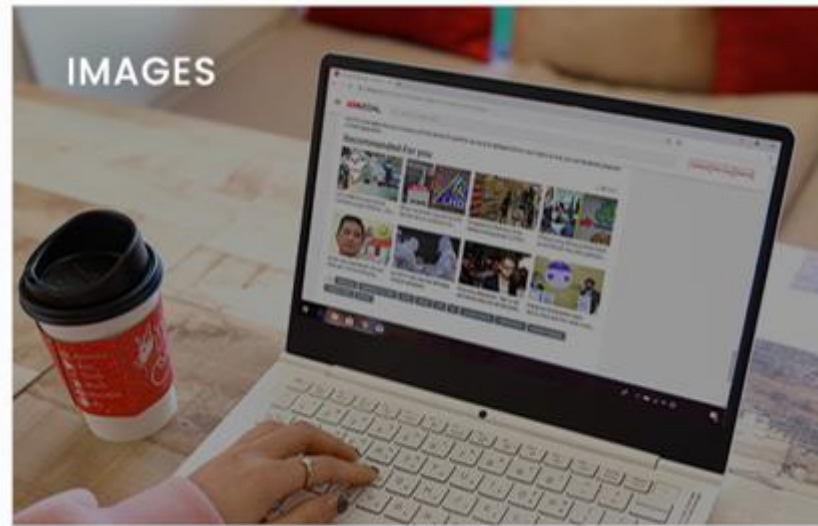
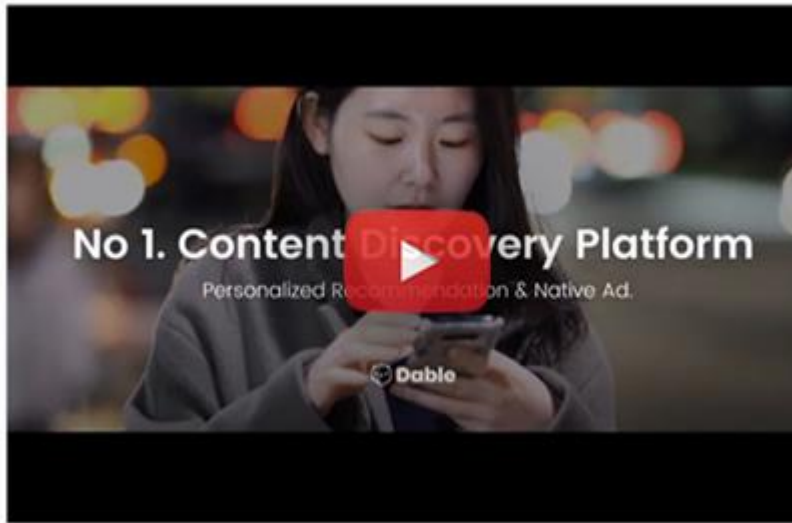
AsiaTechDaily | 14 Sep 2020

Dable closes \$12 million Series C at \$90 million valuation to accelerate its global expansion

Launched in South Korea five years ago, content discovery platform Dable now...

TechCrunch | 12 Jan 2021

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