

**NEXT MOVE FOR ALL**

**SOCAR**

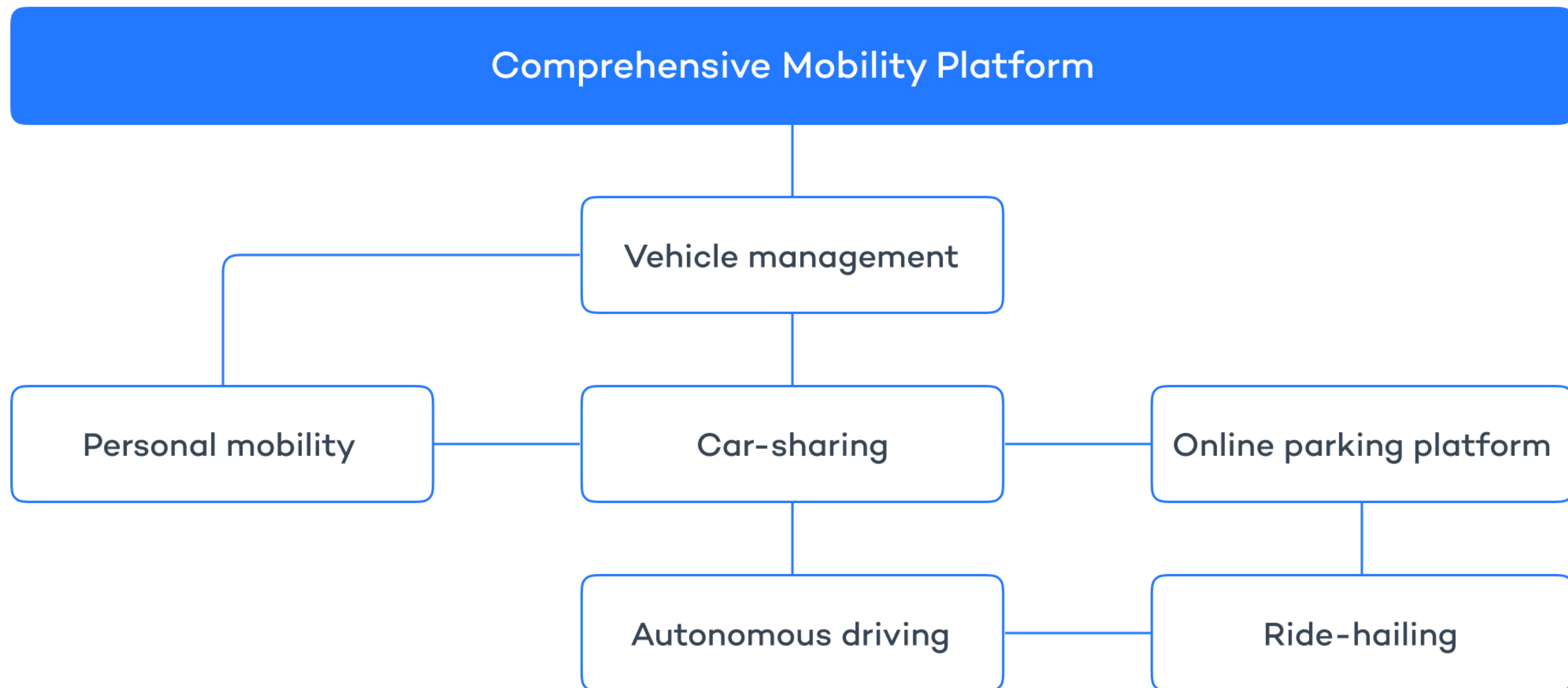




# We are making a world where everyone moves freely and happily

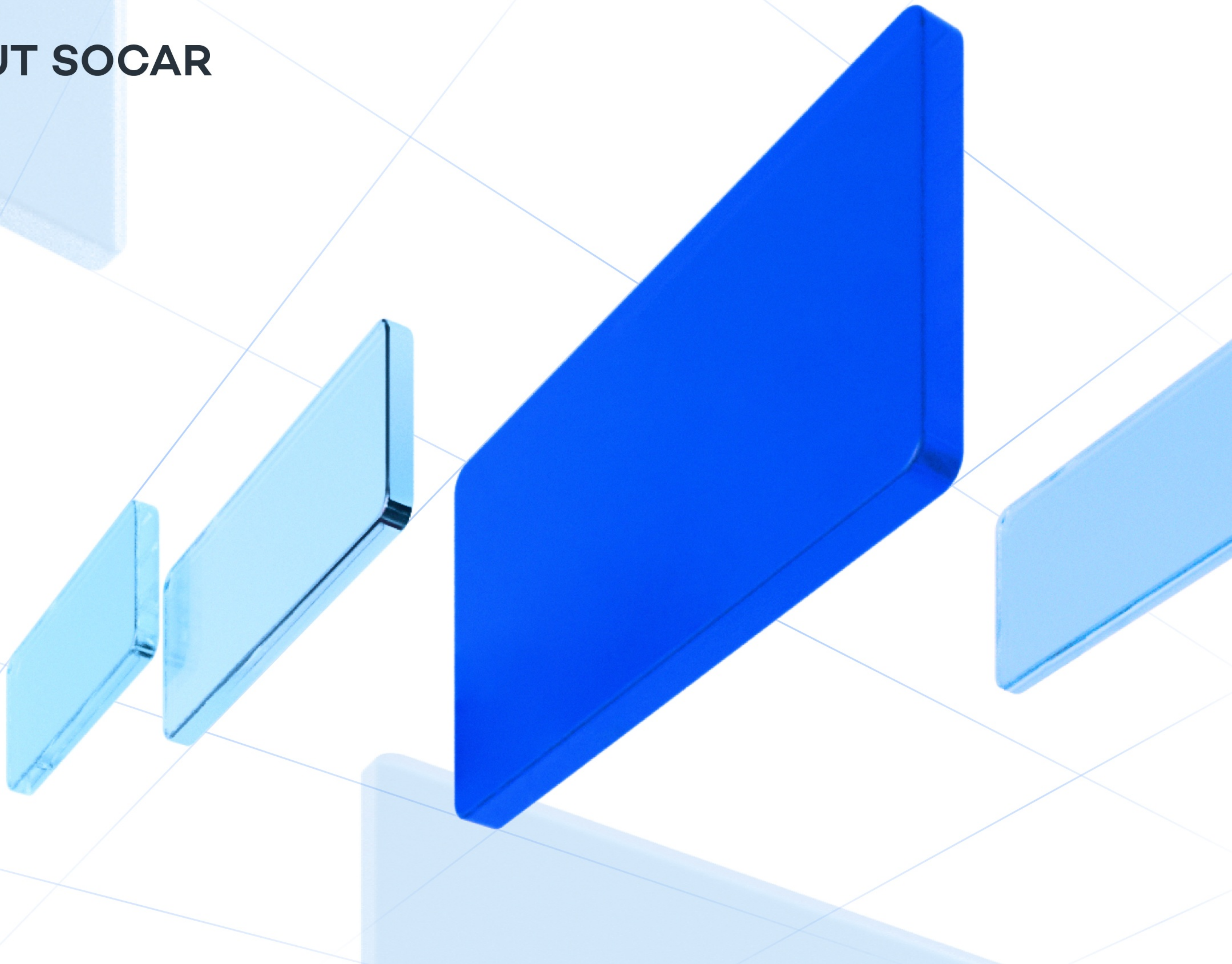
SOCAR is the Korean leading mobility company with strong competitiveness in car-sharing. SOCAR has become a comprehensive mobility platform, in collaboration with Nine2One, an e-bike sharing service, and Modu Company, an online parking platform.

Backed by advanced technology and data, SOCAR solves mobility-related social problems such as parking difficulties and traffic congestion. It changes the deep rooted car ownership-oriented mobility habits in Korea.





# ABOUT SOCAR





# Our Milestones in 2022

April

## Recording over 10 million cumulative app downloads

- In April 2022, SOCAR's app surpassed 10 million app downloads in nine months after recording 9 million downloads in July 2021.
- It is the first car-sharing service in Korea recording 10 million application downloads.

August

## Debut in the public market

- In August 2022, SOCAR became the first Korean unicorn company to be listed on the KOSPI market.

September

## Launching one-way car return service

- In September 2022, SOCAR released a one-way car return service, called "SOCAR Zone one-way". It allows users to return SOCAR vehicles to any parking lot within 50km of the departure zone.
- It is currently available in 10 cities across the country, including Seoul, Gyeonggi, Incheon, and Busan, and plans to expand the available areas.

December

## Rolling out KTX bundle reservation service

- In December 2022, SOCAR has launched a service that allows reservations for all KTX routes on the SOCAR app when booking car-sharing.
- By releasing the service, 67 KTX stations across the country and 200 SOCAR Zones nearby are connected to each other.



# A journey towards mobility solutions

## 2021

- Nine2One (personal mobility service company) is acquired
- Modu Company (online parking platform) is acquired
- Passport (unified subscription program for SOCAR and TADA) launches
- SOCAR Card (private labeled credit card) rolls out
- VCNC releases TADA Next, a van ride-hailing service
- First company in the car-sharing sector to surpass 7.5 million users
- TADA surpasses 2 million users (cumulative)
- Total subscriptions top 650,000 (cumulative)
- SOCAR launches driverless chauffeuring with the longest driving routes in Korea

## 2020

- SOCAR becomes the first Korean mobility business unicorn
- SOCAR surpasses 6 million users
- SOCAR Pass tops 300,000 subscriptions (cumulative)
- SOCAR launches self-driving shuttle service in Jeju
- Casting (used car transaction platform) rolls out
- VCNC releases TADA Lite, a franchise taxi service

## 2019

- CHACARE (vehicle management business) is acquired
- Polariant (precision indoor positioning startup for autonomous driving) is acquired
- SOCAR Business (car-sharing service for enterprise)
- SOCAR Plan (monthly car-sharing service) rolls out
- SOCAR Pass (Korea's first subscription-based mobility service) introduced

## 2018

- First business in the car-sharing sector to have a fleet exceeding 10,000 vehicles
- VCNC (platform business) is acquired
- SOCAR invests in RideFlux (autonomous driving technology startup)
- VCNC launches TADA (ride-hailing service)

## 2015

### ~ 2017

- Cumulative membership exceeds 3 million
- Number of vehicles in service fleet exceeds 5,000
- Car-sharing service expands to a total of 54 cities in Korea
- VROOM (vehicle delivery service) launches
- First company in Korea's car-sharing sector to receive Korea Eco-Label

## 2012

### ~ 2014

- Car-sharing service begins in Jeju
- Car-sharing mobile app launches
- Services expand to key locations around Korea, including the capital area and 6 metropolitan cities
- Designated by the Seoul Metropolitan Government to run Nanum Car, the city's official car-sharing service
- Cumulative membership exceeds 200,000

## 2011

- MOU signed with Hyundai Motor Company on collaboration in car-sharing



## SOCAR at a glance

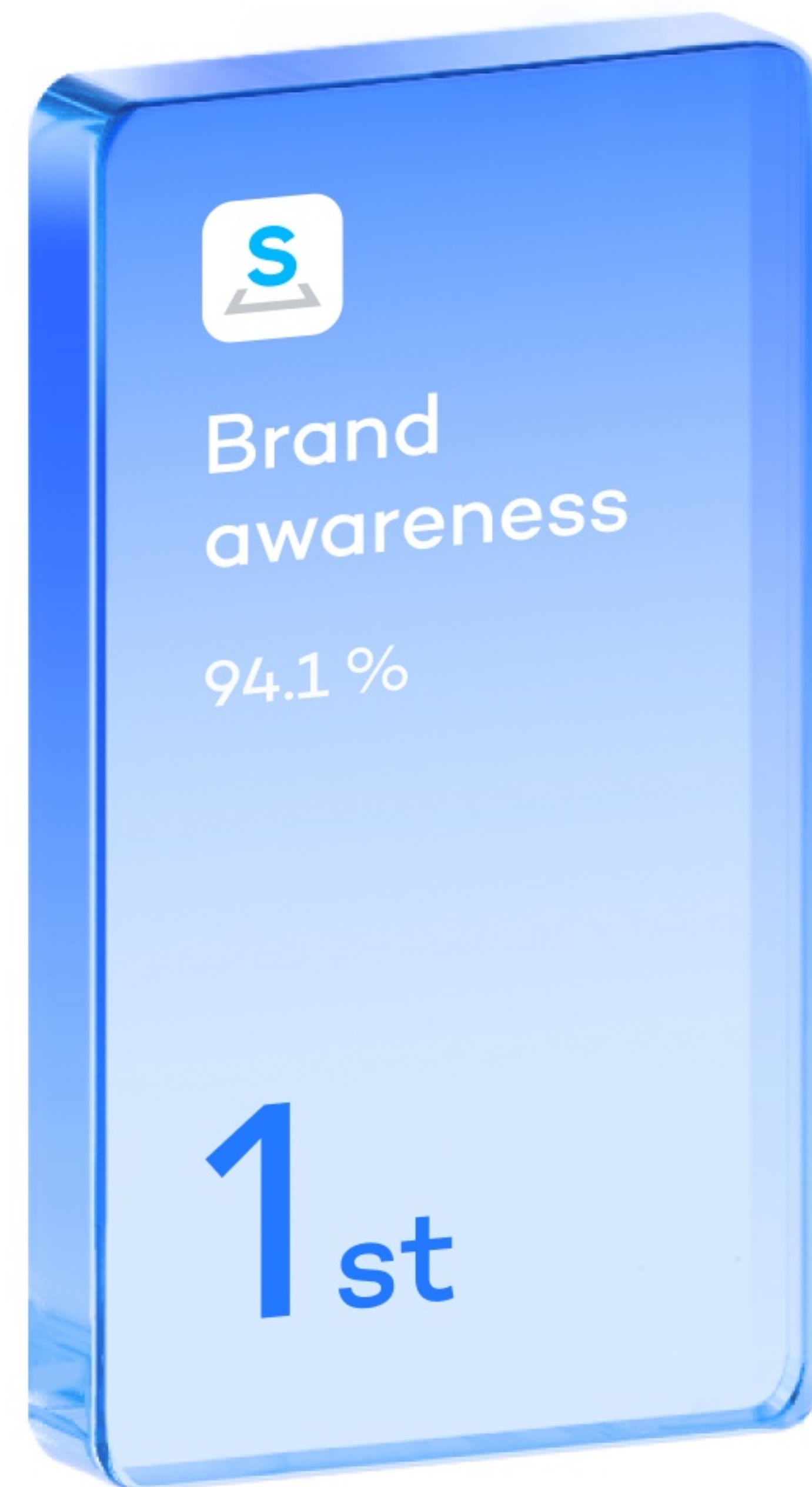
Established	Number of users	Number of vehicles	Number of SOCAR Zones
<b>2011</b>	<b>8.5</b> Mil.	<b>19</b> K	<b>4,700</b> +
Revenue (KRW)	CAGR (2012~2022)	Brand awareness	Accumulated membership subscription
<b>397.6</b> Bil.	<b>103</b> %	<b>94.1</b> %	<b>850</b> K



# SOCAR – Korea’s top mobility brand

## Most widely-recognized brand in mobility services

All demographics from Gen Z to baby boomers mentioned SOCAR when asked to name the company that first comes to mind when they hear “mobility service.” Nine out of ten respondents answered that they are aware of SOCAR.



Brand Index Survey(2022)

## The brand consumers most relate with car-sharing

Six out of ten Koreans are reminded of SOCAR when it comes to car-sharing. SOCAR is the industry leader not only in terms of size and revenue, but also brand recognition.



## One of four licensed drivers is a SOCAR member

### 8.5 million SOCAR members

With around 33 million licensed driver in Korea, 8.5 million SOCAR members means that one of four licensed drivers in the nation drives SOCAR.

### Share of user aged 30+ approaching 67%

SOCAR's user demographics have recently been widening further. The average user is in his or her 30s. Consistent use of the SOCAR service has increased as well, with around 40% driving a cumulative total of at least 1,000km with SOCAR.

Number of members

**8.5** million

Share of users aged 30+

**67** %

Members who have driven SOCAR at least 1,000km

**40** %



# Mobility membership reaching 850K subscriptions

## Passport - an Integrated mobility membership

In 2021, SOCAR Pass became an integrated mobility membership service known as "Passport." Moving beyond simple access to SOCAR's car-sharing service, Passport includes a variety of services within SOCAR's mobility ecosystem.

Number of subscriptions

over

**850,000**

Monthly average use of  
subscribers compared to  
non-subscribers

more  
than **170** %

Highest number of uses  
per person

**765** times

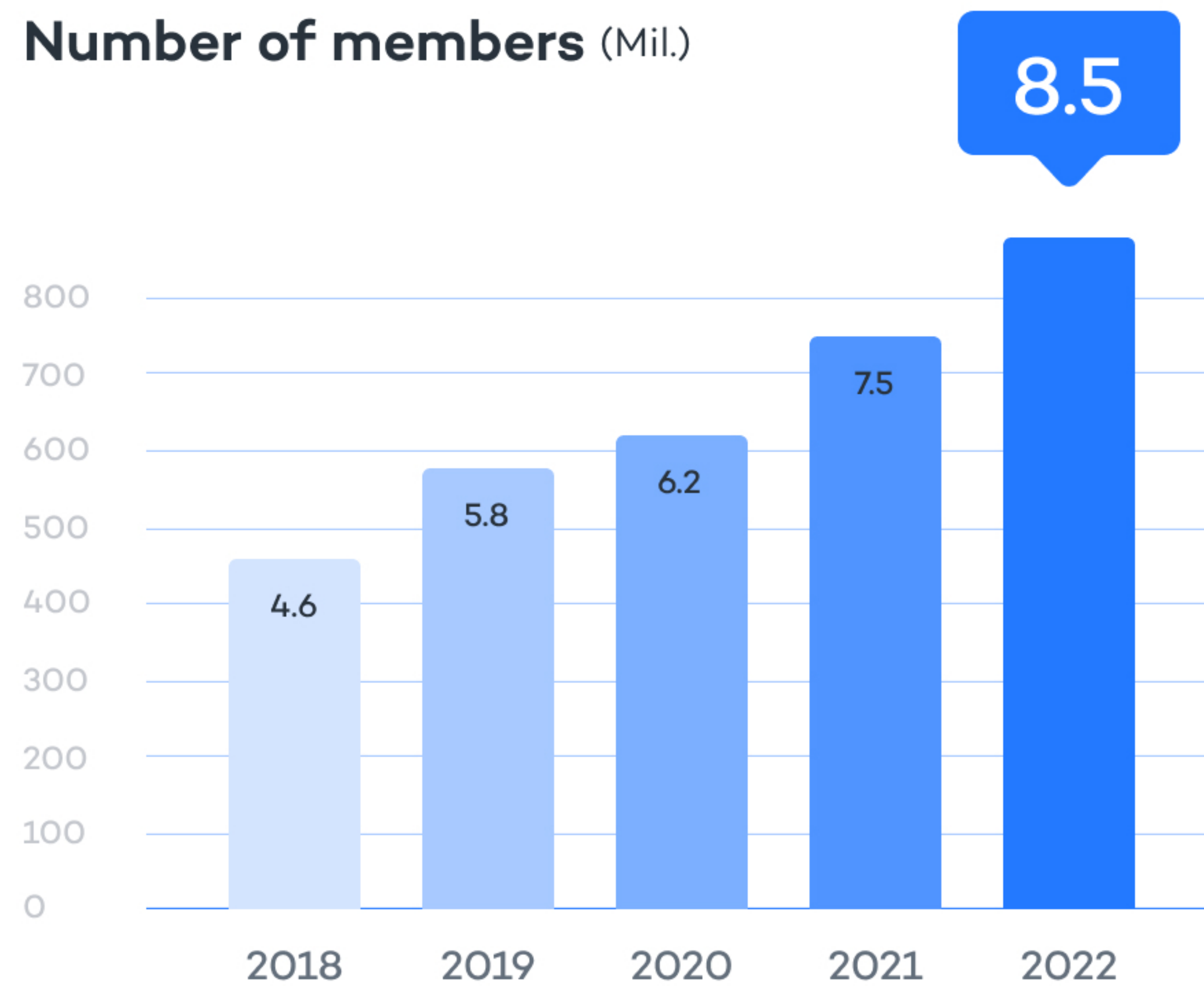


# The first unicorn listed on KOSPI

## Debut on the public market

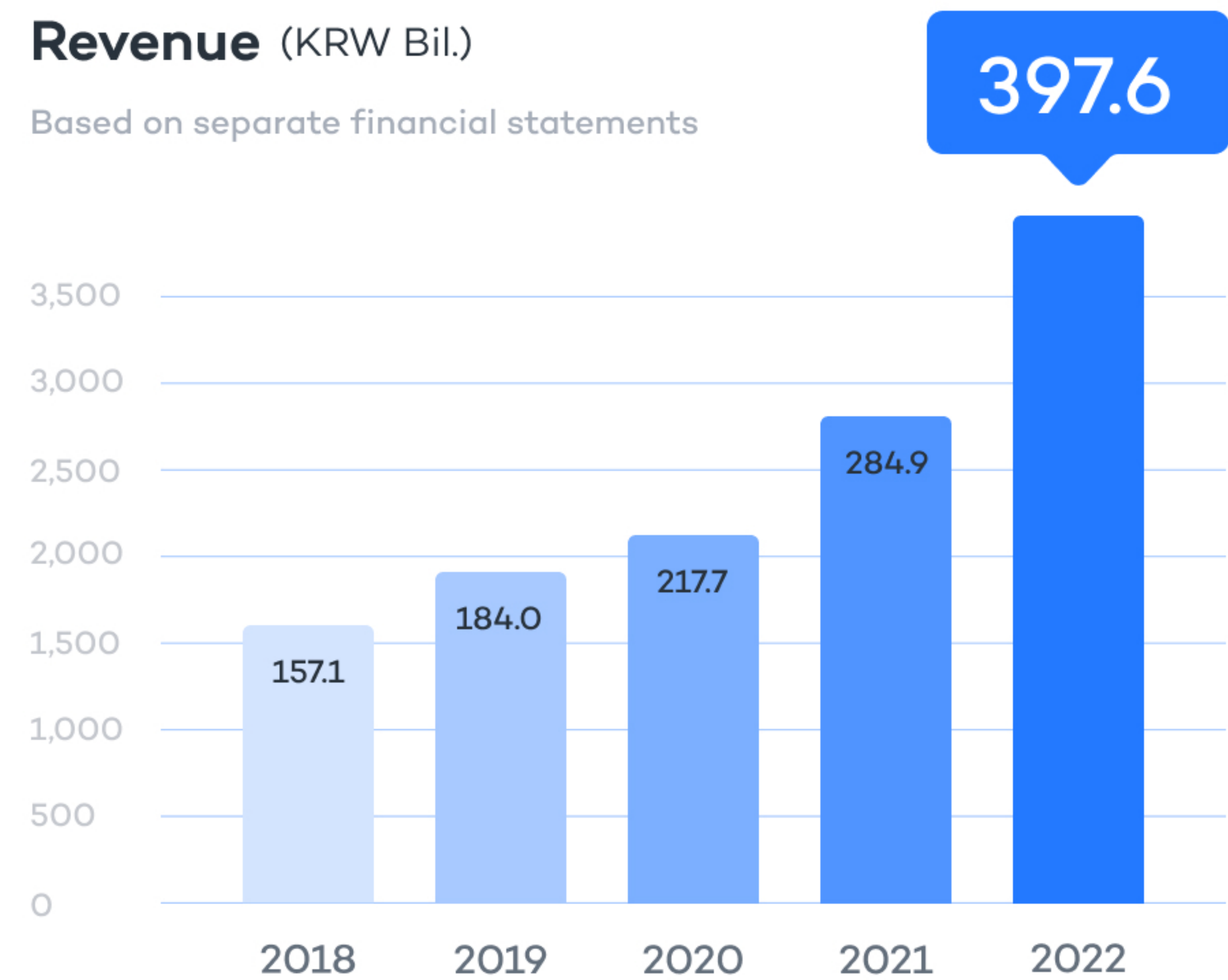
Based on positive feedback from users and financial markets about innovative services, SOCAR was successfully listed on the KOSPI in 2022. It is the first Korean unicorn company to be listed on the KOSPI market.

Number of members (Mil.)



Revenue (KRW Bil.)

Based on separate financial statements





# Mobility for a sustainable future

## Saving the planet through innovative mobility

SOCAR is leading the mobility sector into a sustainable future. SOCAR is committed to building a better society and a better environment. Total operation of its car-sharing services is equivalent to taking about 143,000 vehicles off the road every year. We address transportation-related issues, from the scarcity of parking space to ballooning CO2 emissions, by supporting consumer decisions not to purchase a vehicle.

Annual effect based on 19,000 vehicles

Vehicle reduction effect	Freed-up parking space	CO2 emissions reduced
<p><b>143,000</b> passenger vehicles</p>	<p><b>1,638,750</b> m<sup>2</sup></p>	<p><b>390,000</b> tons</p>



# OUR SERVICES





# Next Driving Style, SOCAR

SOCAR is a contactless car-sharing service that makes a car available to you at any time, for as long as you want, through your smartphone. Go camping with an SUV or commute in a compact car-whatever it is that you need, when you need it.

Minimum rental is one day

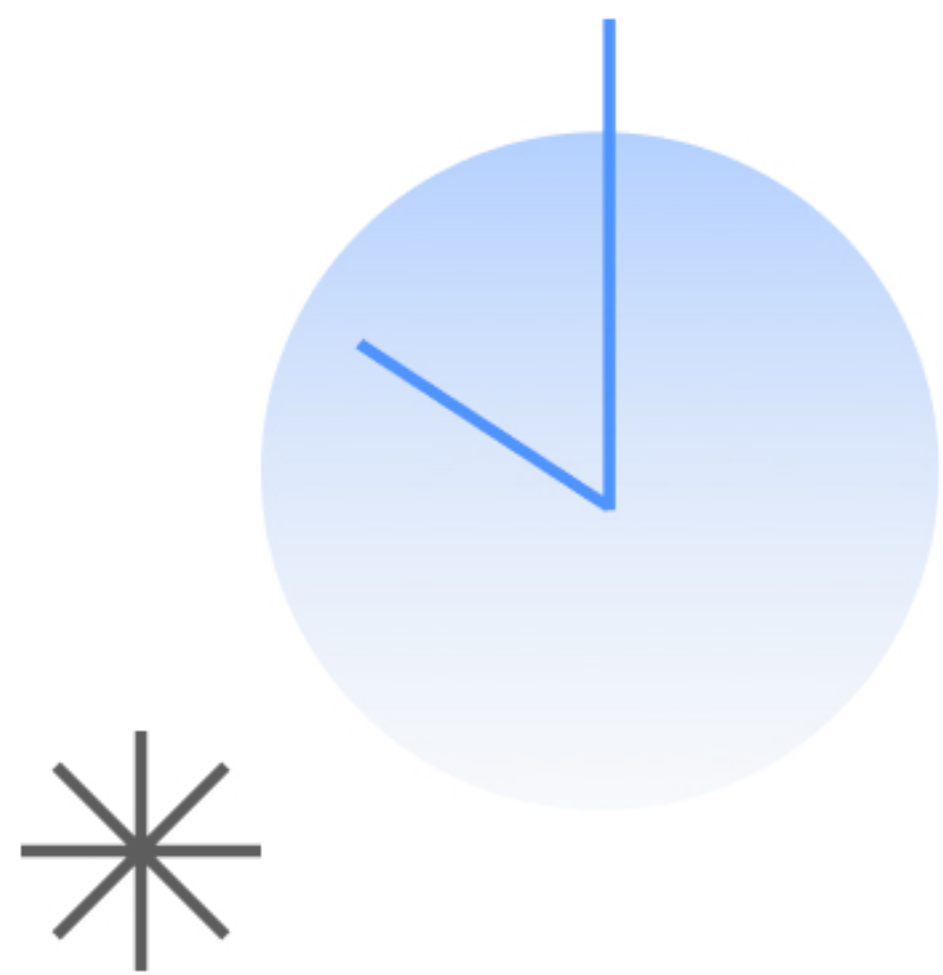
Need to visit rental office and sign a contract

Inconvenient rental locations

Limited hours for pick-up and return

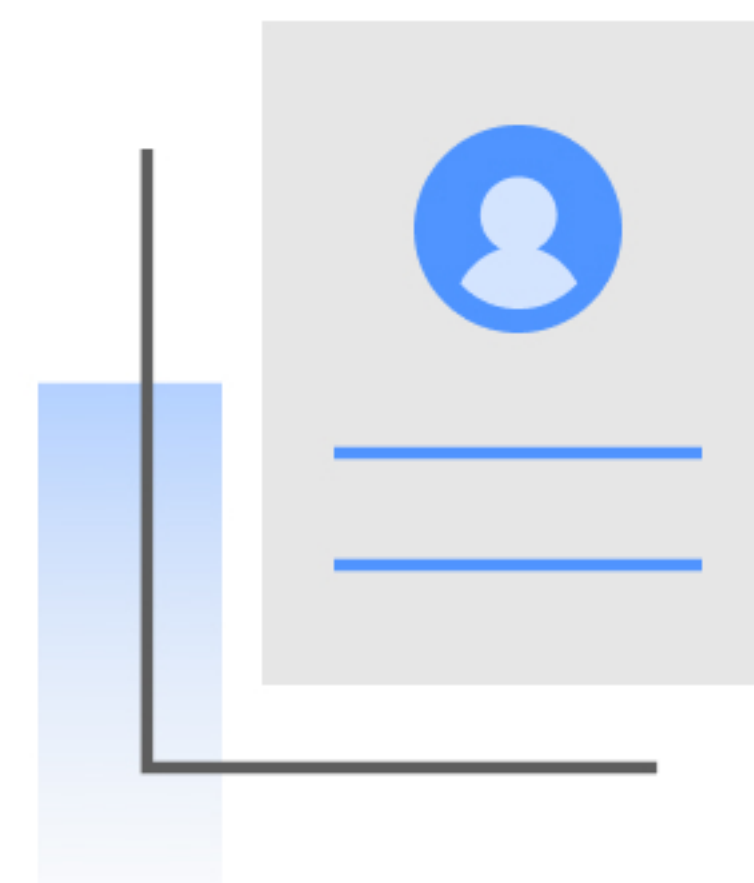
## SOCAR

Rental minimum starts at 30 minutes and time can be added in 10-minute increments



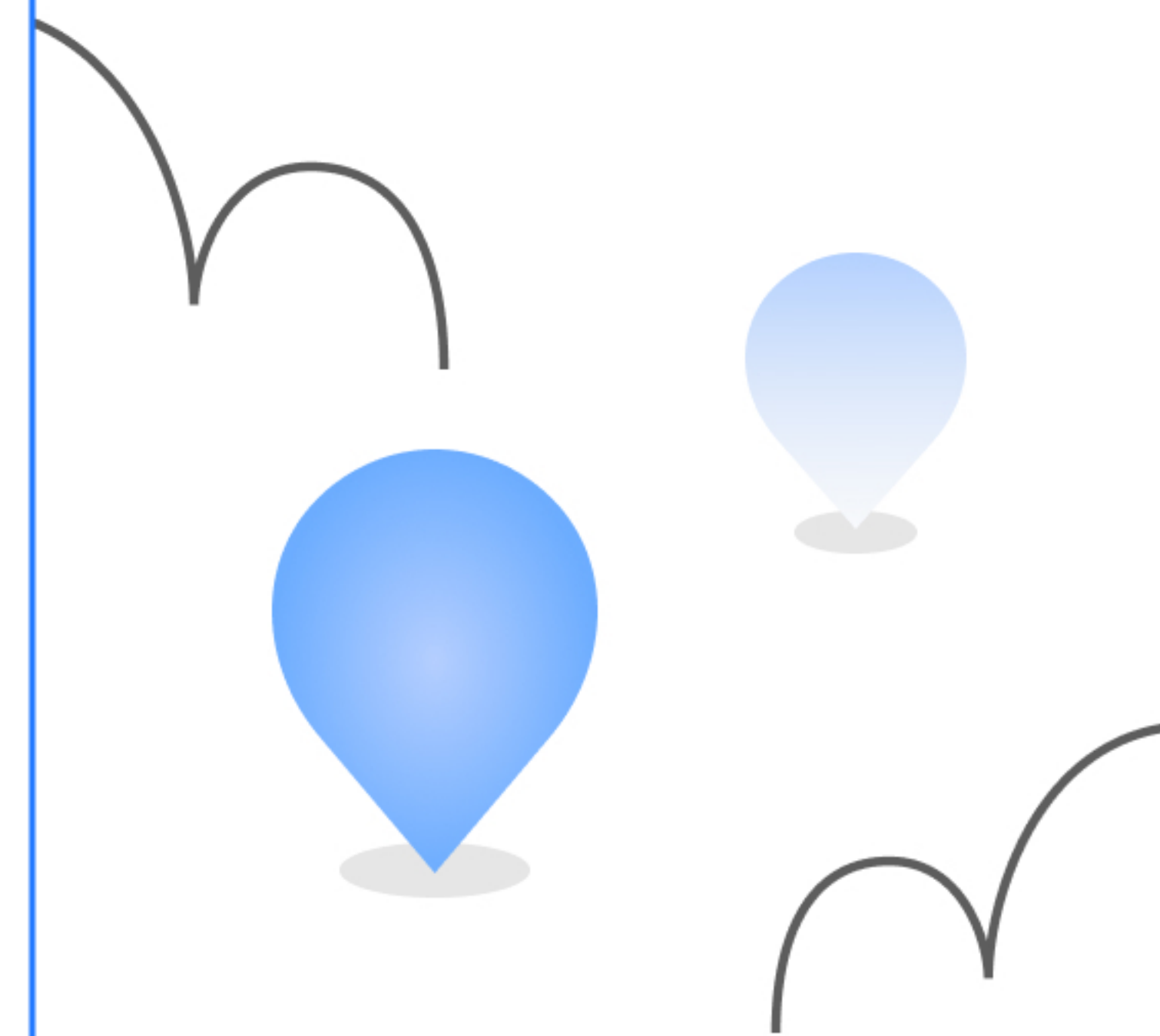
## SOCAR

Effortless mobile booking without face-to-face contact



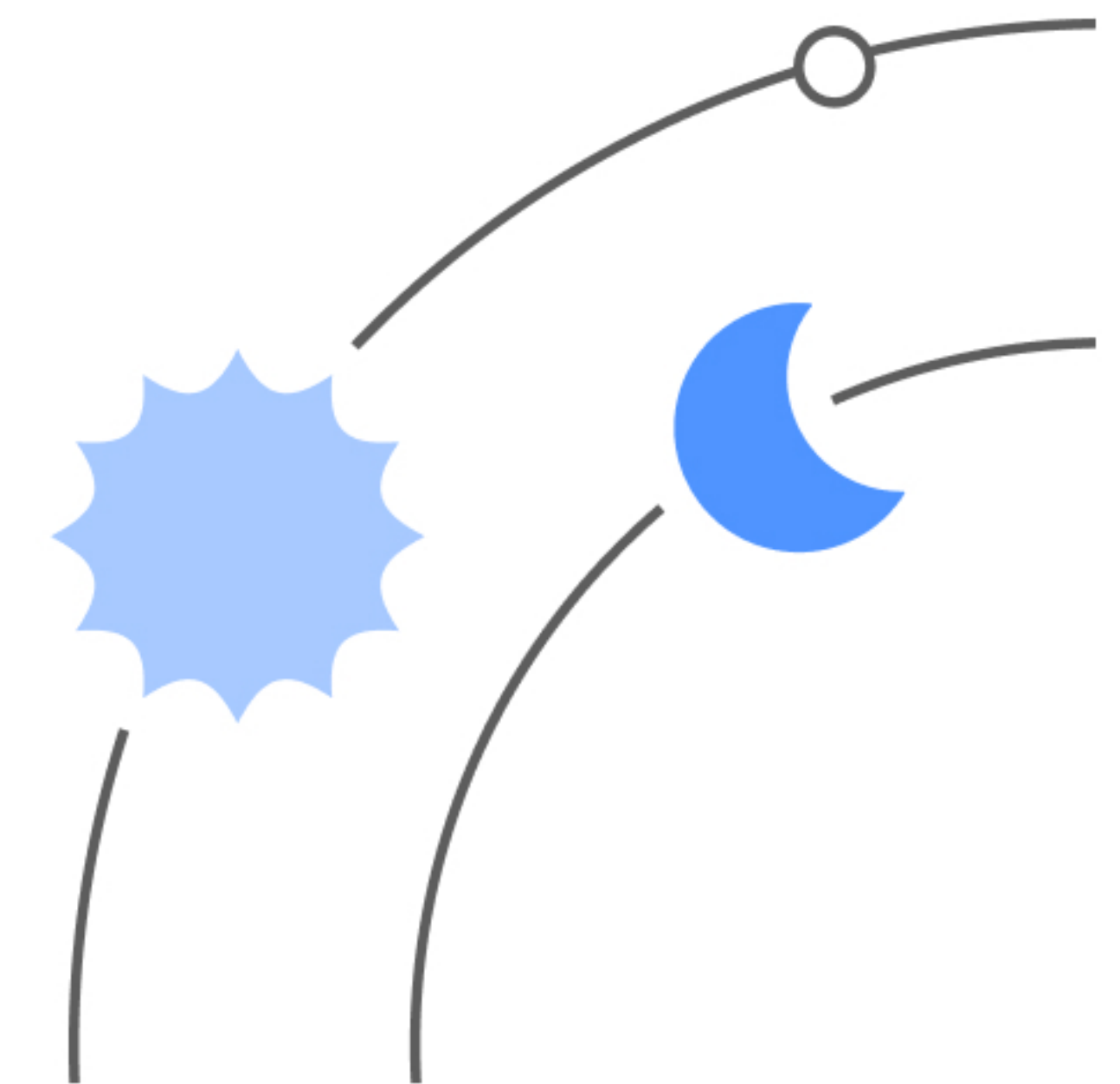
## SOCAR

4,000+ SOCAR Zones nationwide



## SOCAR

24/7 pick-up and return





# Use like you own it, SOCAR Plan

SOCAR Plan is a monthly car-sharing service that permits longer rental periods—from one month to 36 months. It offers flexibility in vehicle rental to better suit your needs without the need to endure a long fixed-term contract or go through the hassle of getting a quotation. You can easily enjoy the comfort of driving as if you owned the car.

Minimum lease period  
up to 36 months

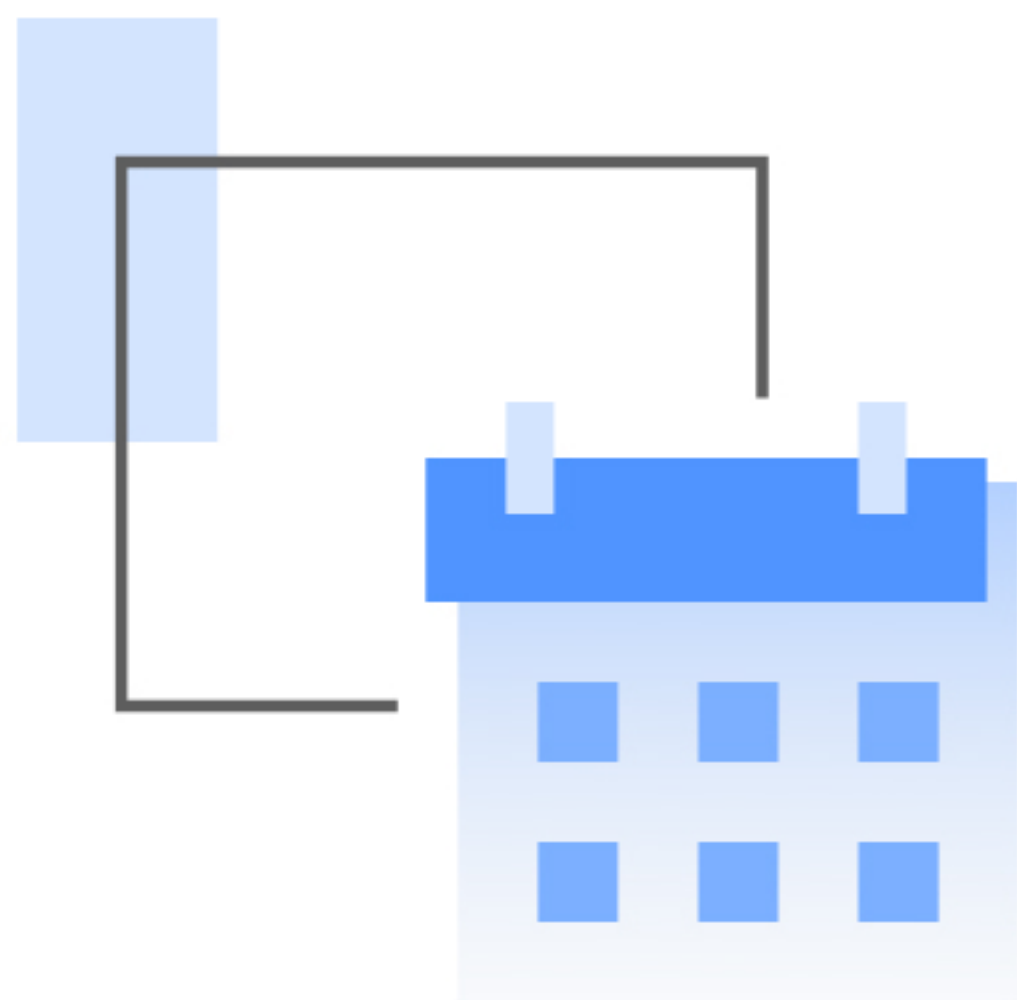
Extra cost of deposits  
and pre-payment

Hassle of phone  
consultation and paperwork

Difficulty of adding extra driver

## SOCAR Plan

Flexibility of rental  
period, from one month  
to 36 months



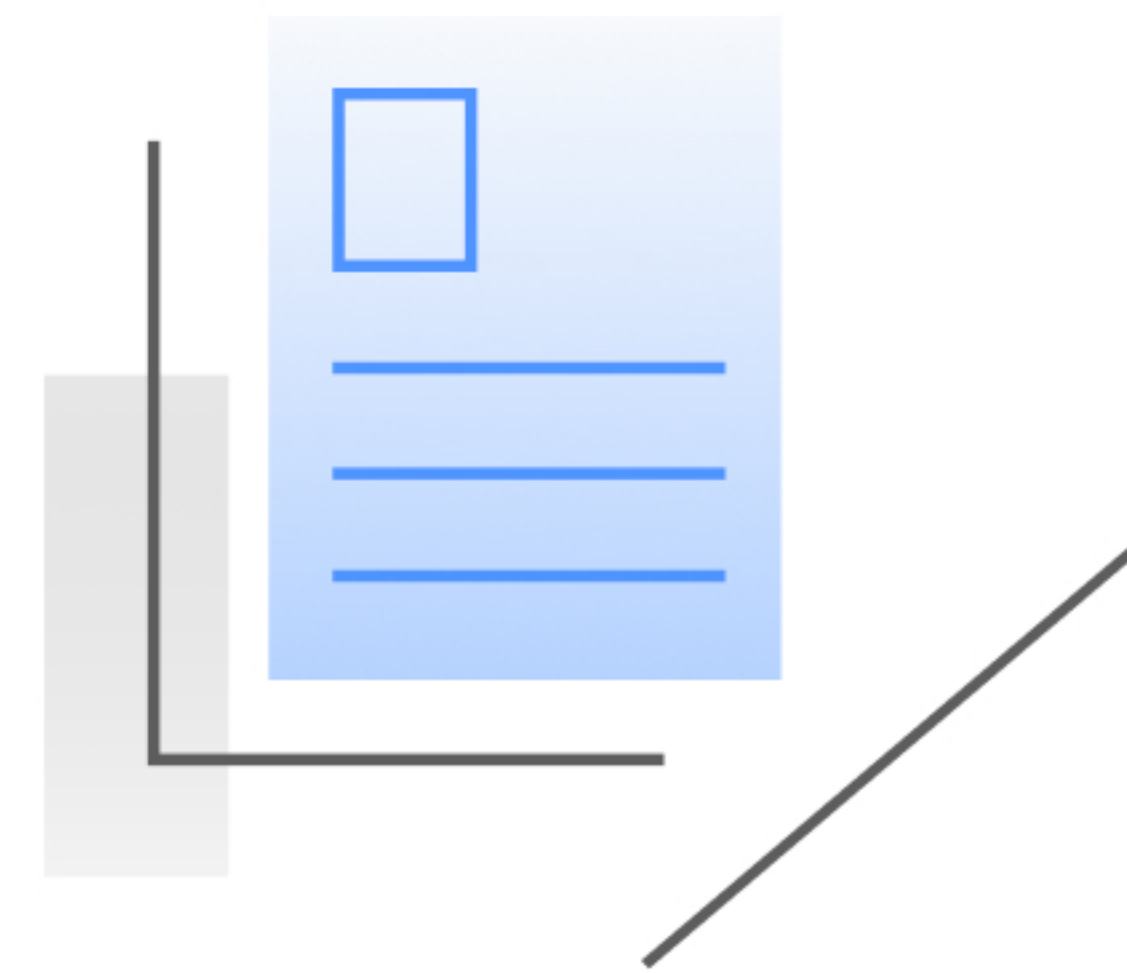
## SOCAR Plan

Pay only rental cost and  
insurance fee for contracts



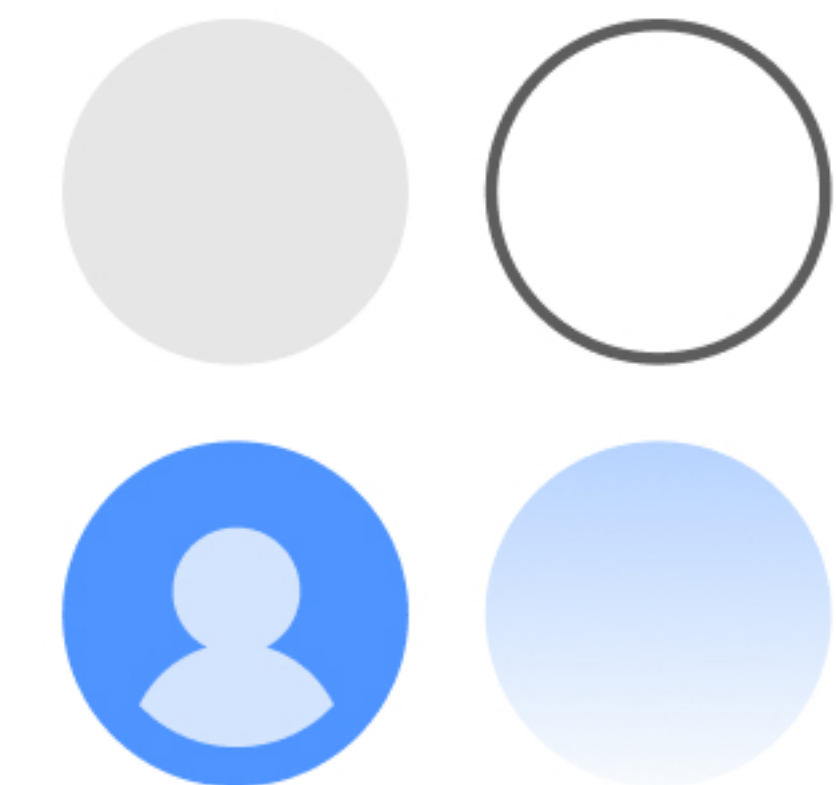
## SOCAR Plan

Easy online processing,  
from application to  
contract



## SOCAR Plan

Easily add extra drivers  
up to 4 people  
on the SOCAR app





# Smarter working with SOCAR Business

SOCAR Business is a car-sharing service for enterprises. It serves to reduce the financial burden of having own business vehicles, while enhancing the convenience of transportation and payment efficiency. Now, businesses can have the same freedom as individual users, and can tap into 4,000+ SOCAR Zones and 19,000+ SOCAR vehicles nationwide. More than 30,000 partners have chosen SOCAR for smarter business mobility.

Large fixed or maintenance costs to rent/lease cars

Extra effort involved in scheduling vehicles

Limited number and types of vehicles

Hassle of calculating payment per journey

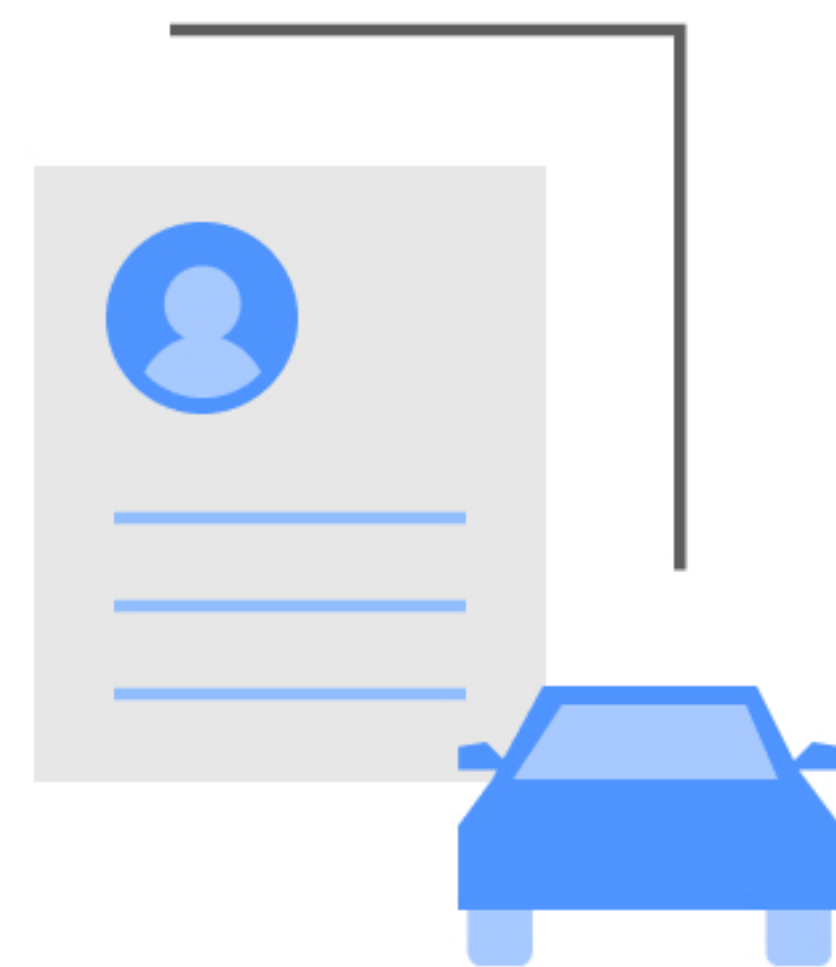
## SOCAR Business

No fixed or maintenance costs



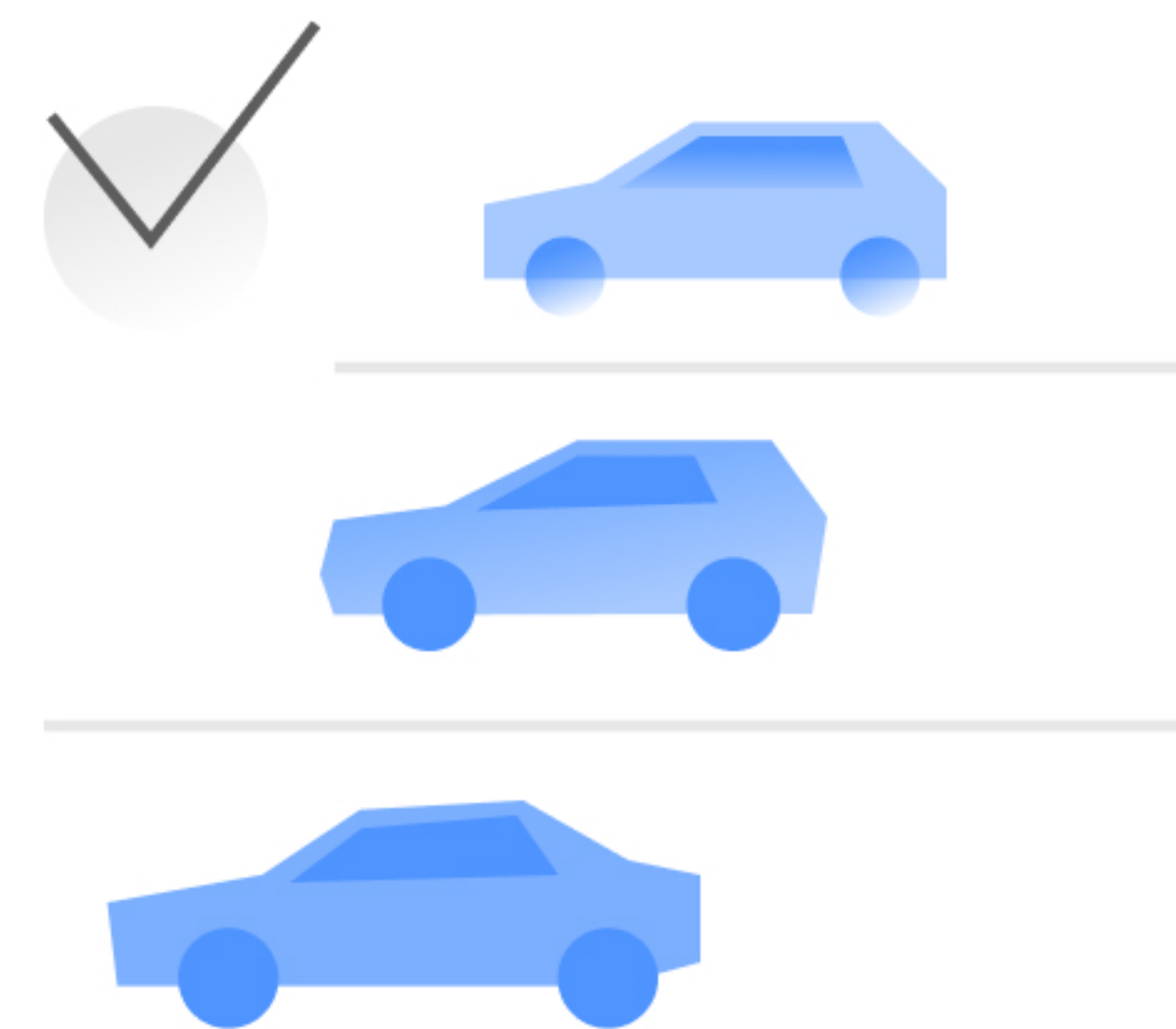
## SOCAR Business

No need to scheduling



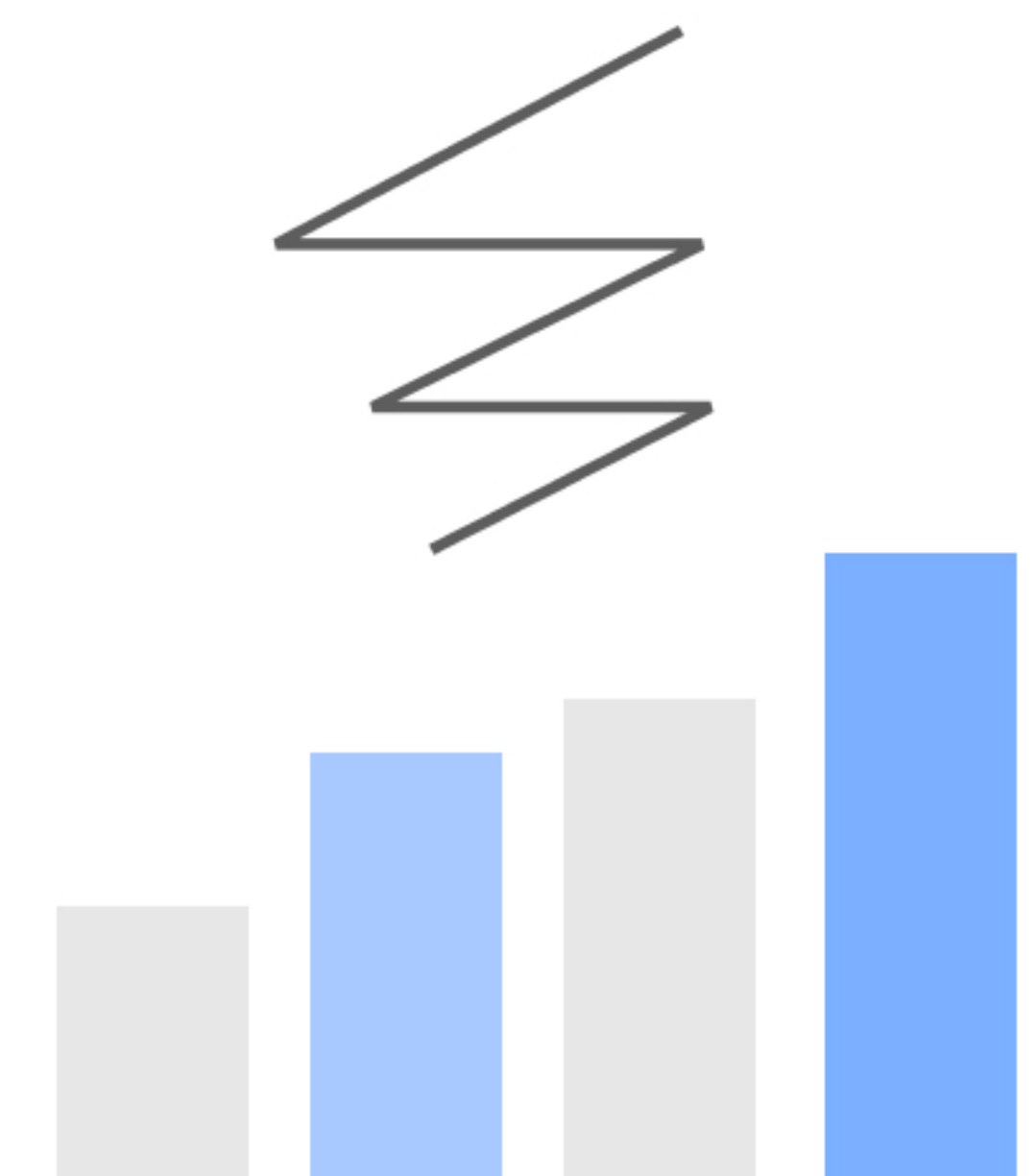
## SOCAR Business

A choice of 50 different vehicle types including sedans, SUVs, and compact cars to meet your needs



## SOCAR Business

Simple payment process using the SOCAR dashboard and integrated payment system



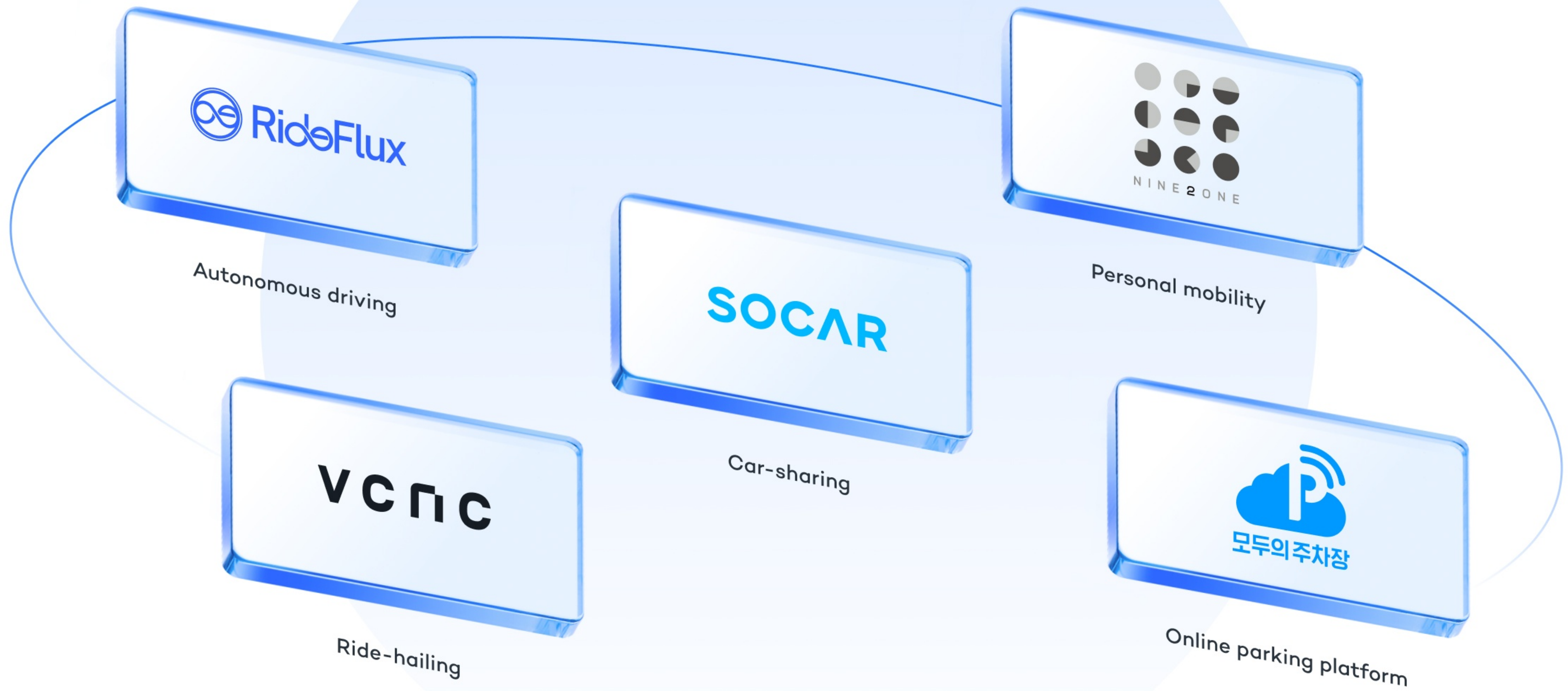


# OUR PARTNERS





# SOCAR is changing the world through innovation in mobility with innovative partners





# Ride-hailing partner, VCNC

Value Creators & Company(VCNC) is a platform service company, established in 2011. VCNC launched TADA, the ride-hailing service, in 2018 with SOCAR. TADA membership exceeded 2 million, making the company a mobility sector disruptor.

Real-time ride-hailing	Vehicle reservation	Ride-hailing for enterprises
TADA Next TADA Plus TADA Lite	TADA Trip	TADA Business





# Personal mobility partner, Nine2One

Nine2One is a personal mobility platform that has run Elecle, an electric bike-sharing service, since 2018. It currently has more than 900,000 members in major cities around Korea. It became a subsidiary of SOCAR in 2021.





# Online parking platform partner, Modu Company

Modu Company is the no.1 online parking platform in Korea. It has launched an online parking brokerage platform, known as Modu Parking. Modu Parking provides information and services on parking spaces, partnerships, and smart parking tips. It became a SOCAR subsidiary in 2021.



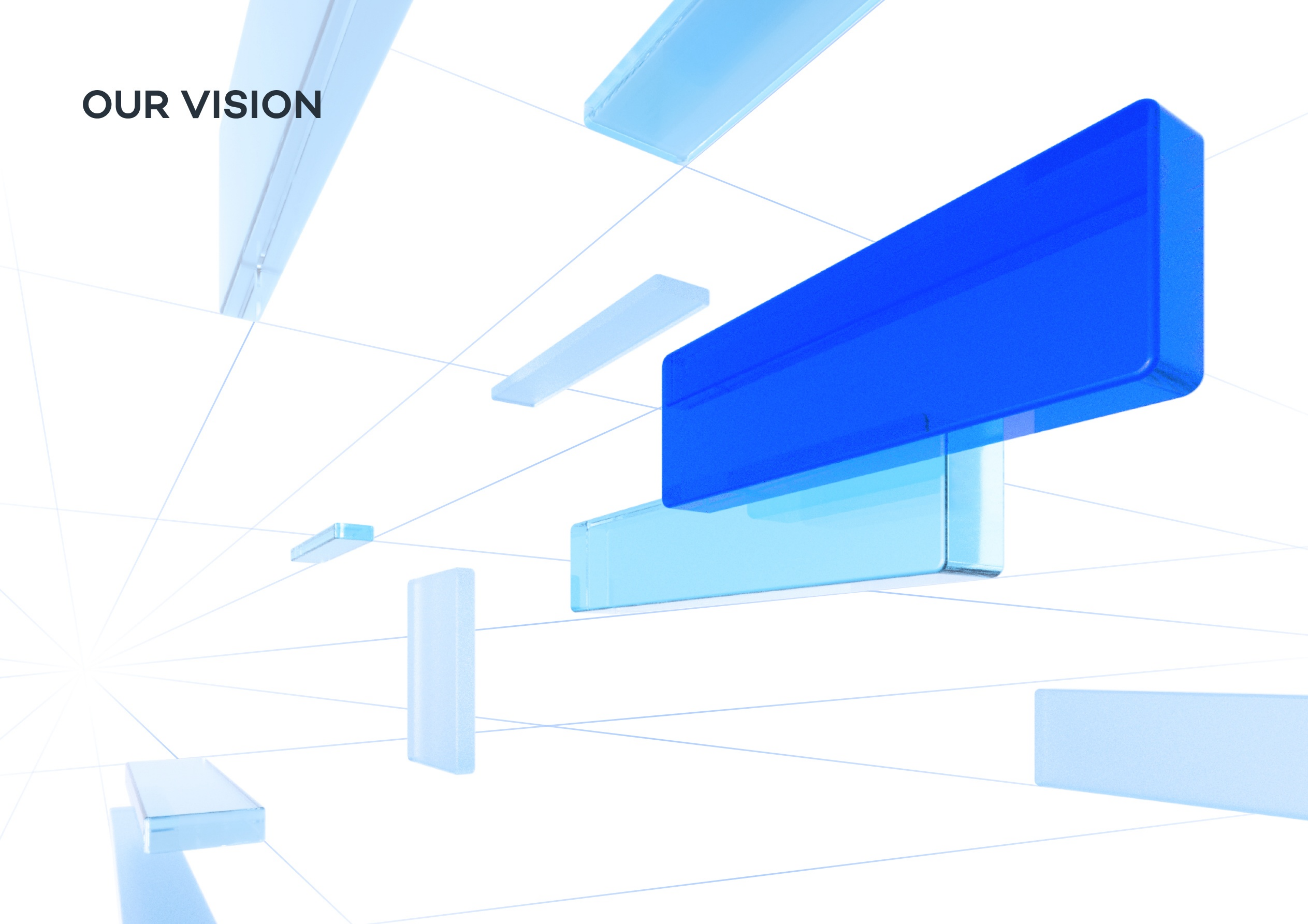
# Autonomous driving partner, RideFlux

RideFlux is a startup specializing in the development of autonomous driving technology. The company is focused on developing full-stack software needed for fully-autonomous driving. It has been operating a paid self-driving transportation service between Jeju Airport and Jungmun Tourist Complex with SOCAR since December 2021.





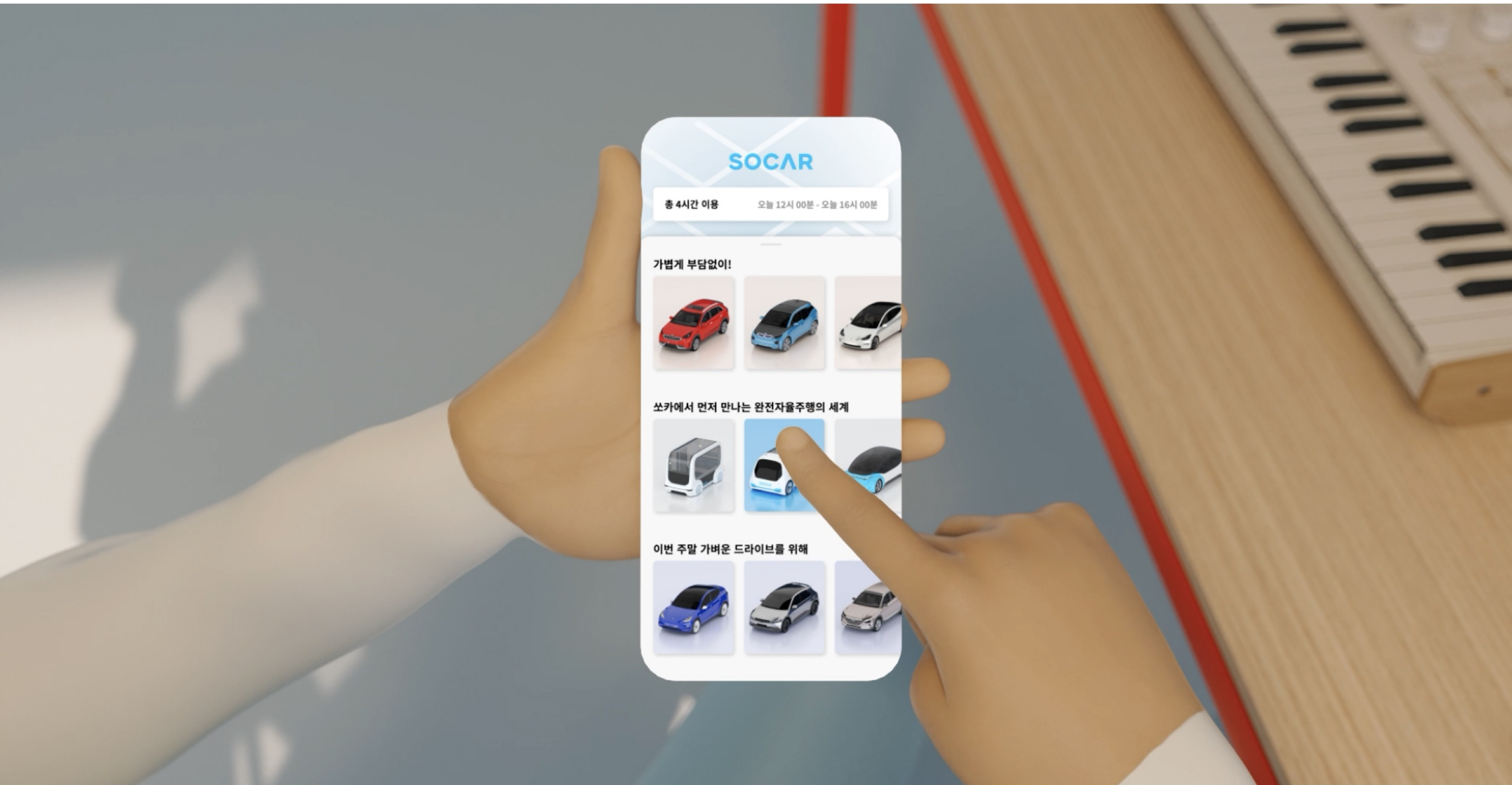
# OUR VISION





# Streaming Mobility

SOCAR will maximize accessibility through platforms and technologies, providing mobility services that make for convenient movement at anytime to anywhere. SOCAR refers to this as streaming mobility. Just as you can enjoy music without downloading music files, you can go wherever you want without owning a car.





# Experience Platform

SOCAR is evolving into a mobility experience platform, pursuing ultimate seamless customer experience from pre-departure to after arrival. SOCAR's vehicle will become "my own" space, providing a more personalized travel experience than when possessing your own vehicle.





# Tech Platform

SOCAR will be the first mover in the mobility sector to servitize cutting-edge technologies. It will be committed to realize much safer mobility services with advanced technologies and data such as autonomous driving and AI.





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