

# ΚΟΠΛΙ ΣΟΠΡΑΠΥ BRIEF

Benefit the World  
through Technology

ΚΟΠΛΙ

# Platform Enjoyed by All

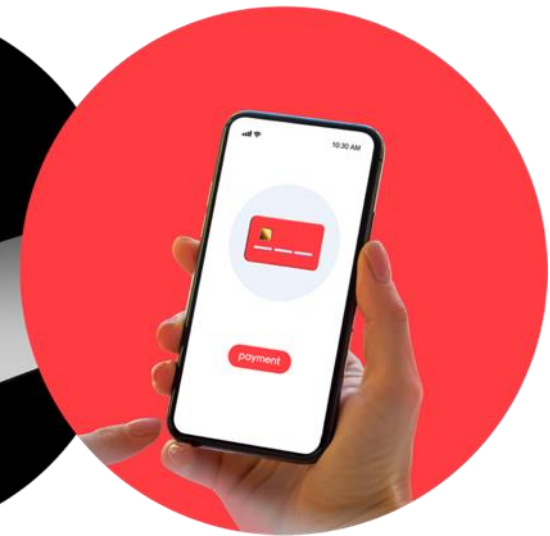
# KONAMI

Since its establishment in 1998, KONAMI has been dedicated to developing technology that benefits the world.

With the visionary insight of trailblazing entrepreneurs, we lead the paradigm shift by discerning the currents of the era and seizing opportunities. We began by pioneering Korea's first digital public transportation system and progressed to creating a payment platform serving 15 million citizens.

Building upon our own IC chip technology that has grown alongside the trends of the fintech industry, we are focusing on four major infrastructure platforms (Digital Identification, Payment, Mobility, Blockchain) businesses.

We are leading the transformation of the payment industry into the Techfin era beyond Fintech 3.0.



# Mission & Vision & Principles

## MISSION

# Enhance the World Through technology

Innovate Today for a Better Tomorrow

## VISION

# Platform Enjoyed by All

Build platform where all customer, partner and society can thrive.

## PRINCIPLES

# KONA way

Focus of four principles:

Challenge, Collaboration,  
Communication, and Growth



### CHALLENGE

Breakthrough.

We would rather fail then avoid problems.



### GROWTH

Better Today than Yesterday.



### COLLABORATION

We value 'together'-ness.



### COMMUNICATION

Honest yet respectful.

# OVERVIEW ΚΟΠΑ Ι

Through the technology, we solve life's problems,  
anticipate changes, and introduce advanced platforms to the market.

## 1998 — 2002 Transportation Infra Era

### 1998

- Found KEBT(Korea Electronic Banking Technology), the predecessor of KONA I.
- Developed Korea's first transportation card system.

### 2000

- Founded MYBI Card Corporation – the consortium of Busan e-money.

### 2001

- Listed on the KOSDAQ.

## 2003 — 2014 Product Era

### 2003

- Developed proprietary smart card COS platform, based on Global platform.

### 2004

- The first supply of JAVA Card(KONA) to Bank of Busan.

### 2005

- Acquired the EMV certification.
- Developed and distributed 3G/4G USIM cards.

### 2006

- Ranked No. 1 in the domestic smart card industry.

### 2007

- Developed and commercialized the world's first NFC USIM.

### 2009

- Supplied National electronic ID card of Thailand.

### 2012

- Changed the name of company to KONA I.

### 2014

- Awarded the '\$100 million Export Tower'.

## 2015 — present Platform Era

### 2017

- Launched EMV based KONA CARD platform in Korea.

### 2018

- Issued Korea's first IC card-type local currency card for Incheon.

### 2019

- Selected as an agency for operating the local currency of Gyeonggi-do, covering 28 local districts.

### 2020

- Launched a delivery app. of Incheon.

### 2021

- Operates 60 local government currency platforms.
- Launched a blockchain platform(Blockchain-as-a-service).
- Received approval for ICT regulatory sandbox (Mobility service).
- Launched a taxi calling service in Busan.

### 2022

- Launched an environmentally integrated app. in Cheongju.

### 2023

- Launched corporate welfare service 'KONA BIZ'
- Selected as a taxi meter operator in Busan.
- Launched payment infrastructure platform, KONA PLATE.
- Launched MONA, a Mobile Virtual Network Operator, MVNO.

### 2024

- Released alternative investment management solution KIWA.
- Acquired Korea's first INTERGRAF ISO 14298 certification.
- Obtained passenger vehicle platform transport business license.

## Sustainable growth through strengthening core business and nurturing new ventures.

KONA I secures stable revenue through global expansion of its IC chip-based digital authentication and payment platforms, while continuously fostering new growth engines such as blockchain. Overseas sales have grown nearly fourfold from KRW 30.1 billion in 2020 to KRW 111.9 billion in 2024, with the share of overseas sales in total revenue increasing from 22% to 50%..

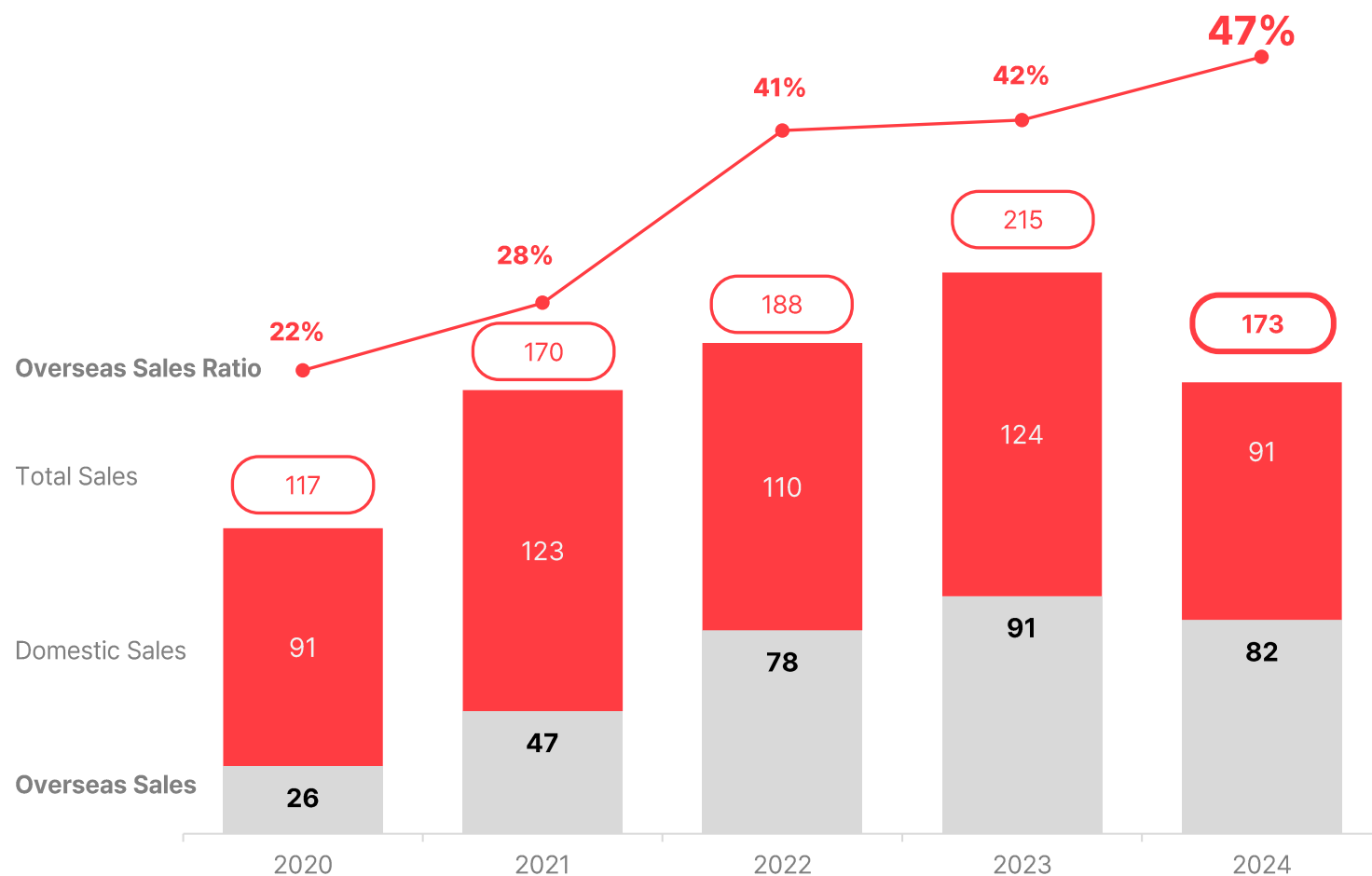
Sales

**USD 173M**

Operating Income

**USD 24M**

(2024)



(USD million)



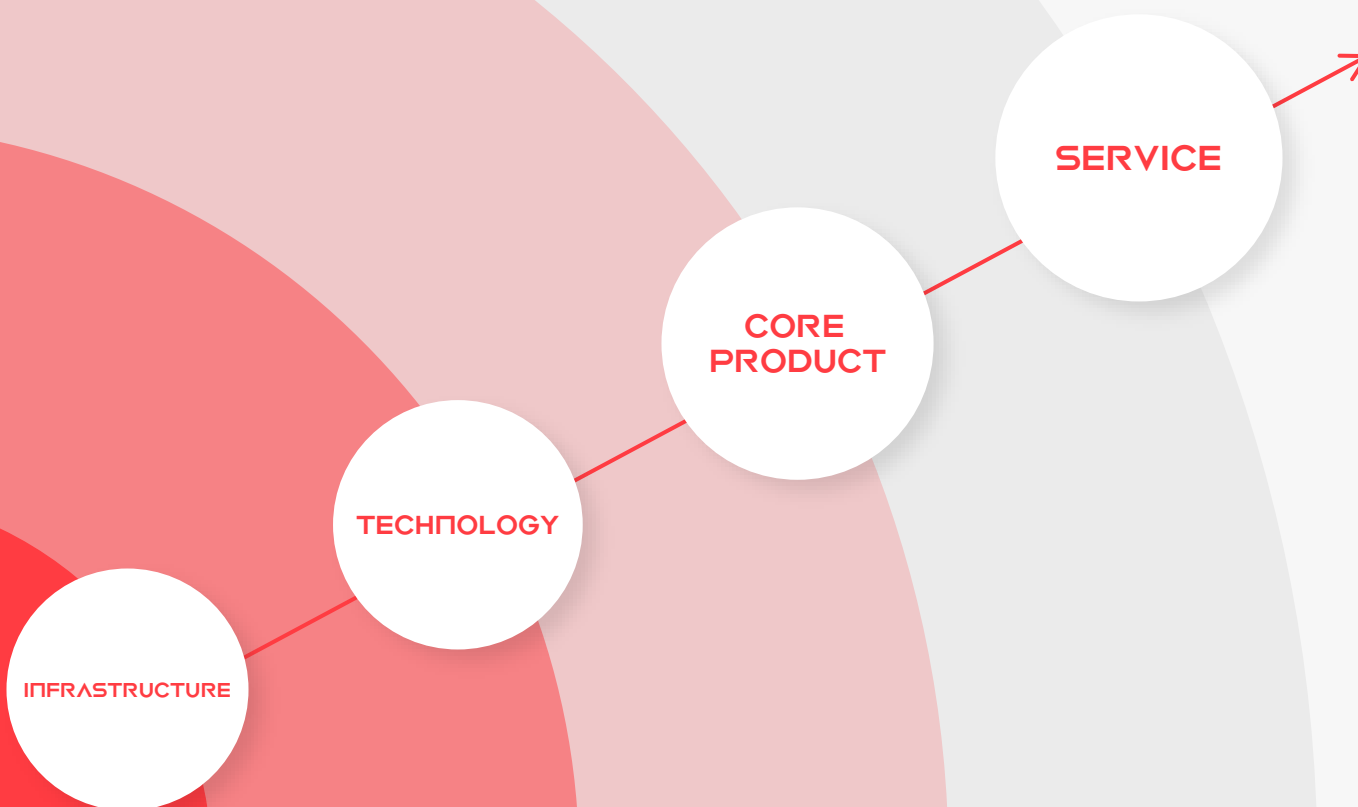
# BUSINESS ECOSYSTEM

Based on its core technology  
and internally built infrastructure platform,  
We construct our own business ecosystem.

# Expanding Business around Infrastructure Platforms

We implement a business model of 'One Engine, Multi Use' that allows to stack services for various customers, by building upon our own infrastructure platform developed through long-term research, development, and investment.

Without relying on third-party technology and capital, we internalize all processes necessary for the business, including hardware, software, and operating systems (OS), to provide end-to-end services. This enables us to quickly seize the market and secure leadership in the business



**ONE ENGINE,  
MULTI USE  
Business Model**



KONA UNIVERS



## Key business strategy

# Secure global market scalability by adhering to international standard

As over 40% of KONA I's total revenue come from overseas, we rigorously adhere to international standards to facilitate sustainable business expansion throughout the globe.

Centralizing our operations around standardized platforms, we cultivate businesses that seamlessly transcend borders.



# Elevating Sustainable Business Models through Proactive Development and Investment

Investing in leading business areas of the Techfin era based on innovative IT technology, we are expanding our sustainable business portfolio globally.

## DID Platform

### Globalize DID Platform

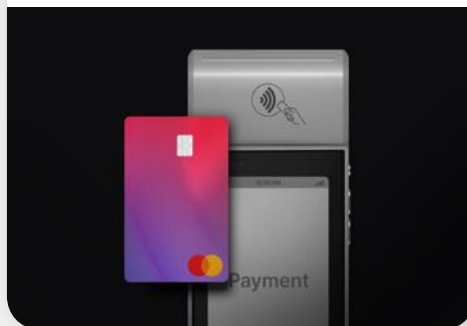
Enhancing productivity and quality in electronic and metal card production.  
Establishing a global supply chain for biometric and electronic card.  
Activating MONA services.



## Payment Platform

### Globalize Payment Platform

Onboarding global network companies.  
Integration of payment platforms with DFS\* at KSL branch in Bangladesh.  
Establishment of prepaid card issuance services for foreign tourists visiting Korea.  
\*DFS(Digital Finance Service)



## Mobility Platform

### Expansion of Mobility Business

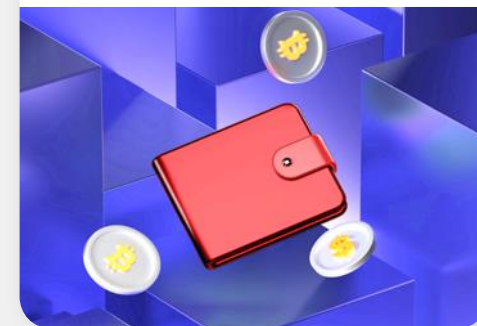
Strengthening competitiveness through advanced app-based taxi meters.  
Expanding app meter infrastructure.  
Enhancing big data-driven fleet management systems.  
New services promotion based on affiliated taxi networks.



## Blockchain Platform

### Expanding Blockchain BM

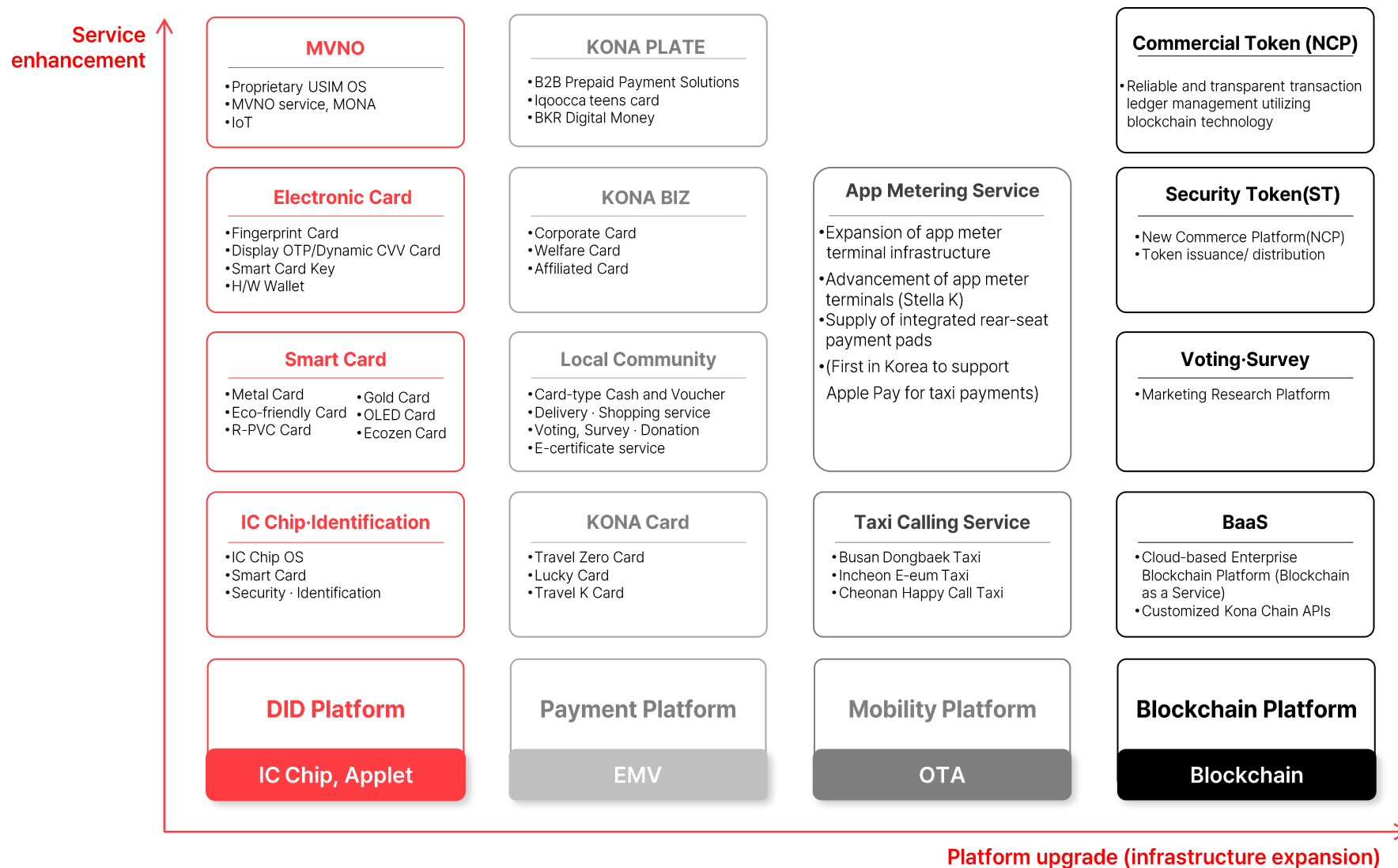
Expanding the client base of our research marketing platform.  
Developing a blockchain-based Security Token Offering (STO) platform.  
Building a blockchain-powered New Commerce Platform (NCP) for next-generation e-commerce.



# KONA I Business Ecosystem

which expands infinitely through synergy between Platforms

KONA I's business ecosystem continues to expand by interlinking and integrating our four core platforms and services: digital authentication, payment, mobility, and blockchain.



# KOPI PRODUCT

We always focus on the essence,  
providing services that bring greater value to life  
through technology.





## Digital Identification

# KONA I's IC chip technology for data protection Digital Identification Platform

We innovate data security through IC chip technology in finance, public, IoT, and other areas requiring personal authentication.

Our technology spans IoT, AMI(Advanced Metering Infrastructure), connected car payments, digital asset management, and more, evolving into a security solution for authenticating not just individuals, but objects.

#Proprietary Chip OS Tech

#Leading with Korea's Largest Facility

#Robust Security - Electronic Card Tech

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Our Position in Global Market

TOP 4

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Our Domestic Market Share

Rank 1

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Countries that we export

90+

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Product certifications we hold

200+

(As of March 2025)



KONA I ranks among the top four global IC chip providers.

We have independently developed the 'KONA' chip operating system to securely store data required for personal authentication on IC chips.

Currently, we supply these IC chips to over 500 partner companies across more than 90 countries worldwide.

## Achievements

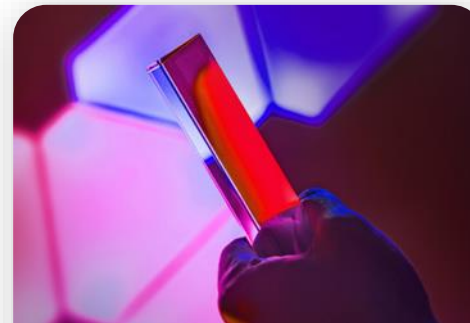
- The first global payment standard in Asia acquired.
- Commercialization of the first NFC USIM in South Korea.
- Hold over 200 certifications domestically and internationally.
- Supply built-in security chips exclusively for Hyundai Motor's "The All New Grandeur" e-Hi Pass in 2023.
- Diversify applications for utilization of AMI platform for city gas.
- Commercialized EMV card processing business



### Banking Product

EMV Compliance

Compliance with global brand standards.



### Telecom Product

5G/NFC USIM

Embedded SE

NFC Micro SD



### Public Product

E-Passport

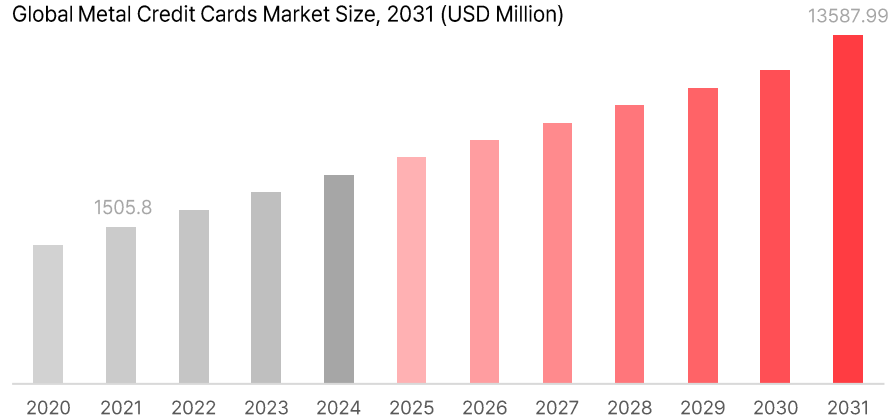
Identification Card

KONA I leads in card design and smart card manufacturing, utilizing versatile core technology to craft cards from metal, wood, eco-friendly materials (R-PVC), gold, OLED, and beyond.

Especially, metal cards are increasingly supplied to global financial institutions and major fintech VIP customers, paving the way for a new era of premium cards in the global credit card market.

## Metal Card Market Size (CAGR: 24.4%)

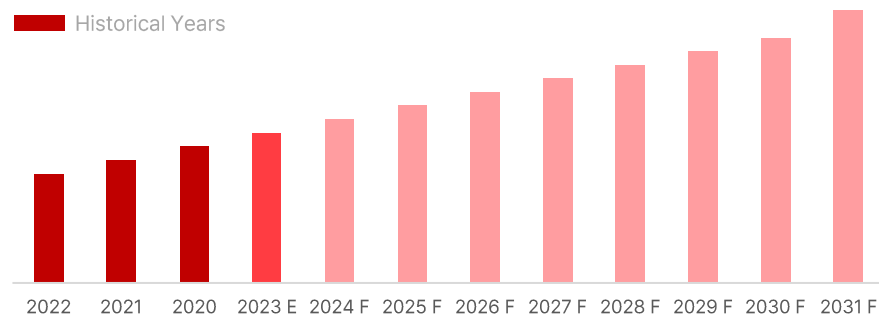
Global Metal Credit Cards Market Size, 2031 (USD Million)



source: businessresearchinsights.com

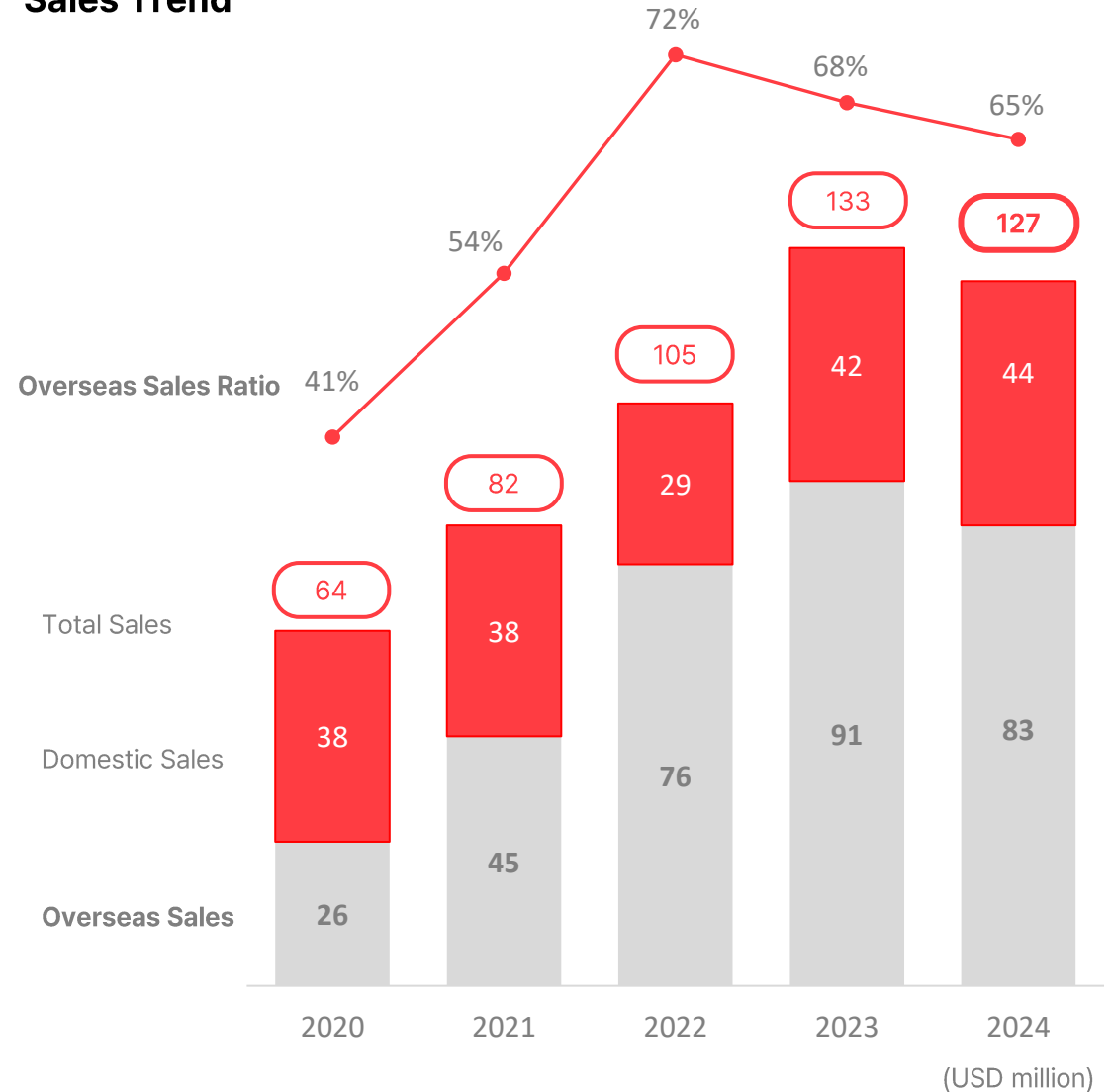
## Biometric Card Market Size (CAGR: 62.5%)

**CAGR 62.5%** Forecast Years  
 USD 196.7 Million  
 Historical Years



source: straitsresearch.com

## Sales Trend



# Electronic Card

KONA I broadens the role of cards by incorporating advanced technologies like fingerprint recognition and blockchain into hardware security measures, aimed at preventing hacking and tampering.

## Biometric Card

Fingerprint recognition IC integration

Energy Harvest

FIDO2 Security



## Smart Card Key

Control of key vehicle option functions

Slim Design

Convenient Charging



## Display OTP / Dynamic CVV Card

Top-tier security medium

Financial Function

Self-authentication



## Cryptocurrency wallet

Hardware wallet

Virtual asset management

Fingerprint authentication



## Achievements

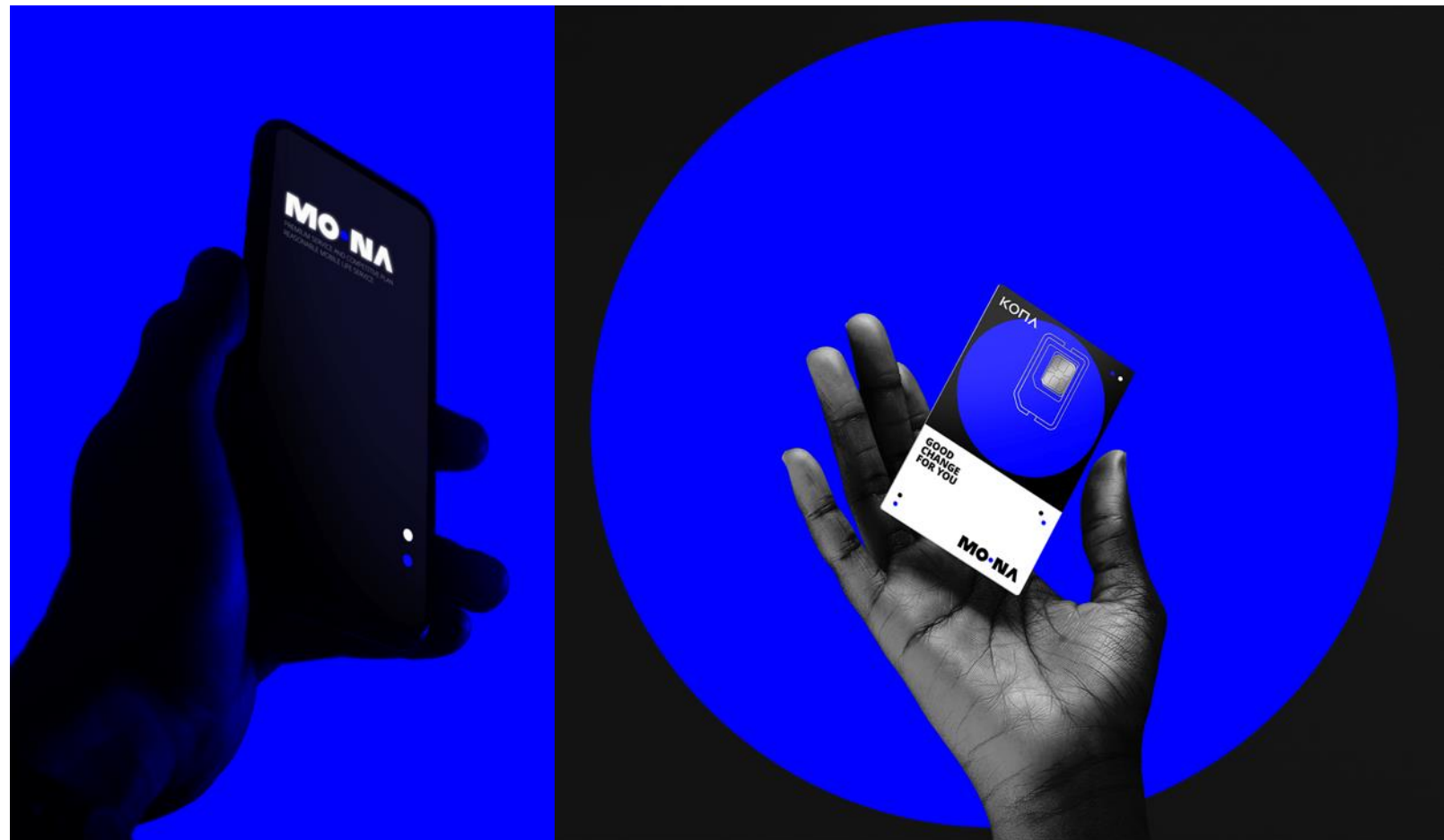
- Participated in VISA's pilot fingerprint card service in 2018.
- Supplied Genesis-exclusive smart card keys in 2020.
- Supplied smart card keys for the Vietnamese market Santa Fe in 2021.
- Supplied NFC card keys for Hyundai Motor Group in 2021.
- Obtained product certification for the first Mastercard fingerprint card in South Korea in 2021.
- Entered the fingerprint card market in Japan in 2021.
- Acquired membership in Microsoft's 'MISA' in 2021.
- Participated in the Bank of Korea's CBDC simulation experiment in 2021.
- Released the 2nd generation button-type smart card key in 2023.

The budget-friendly mobile brand MONA, based on its self-developed USIM OS, combines KONA I's services such as local community, payment, and mobility to offer differentiated value.

As a platform hub for delivering KONA I's technology and services, Mona contributes to the expansion of overall services and establishes the foundation for leading the contactless mobile payment market.

## Achievements

- Launched 'Incheon Budget Plan' linked with local community platform in May 2023.
- Opened customer service in July 2023.
- Released 'Iqooca Partnership Budget Plan 5 types' in December 2023.
- Provided membership services linked with KonaCard benefits.
- Launched the Lucky Card Plan based on Kona Card in July 2024
- Established a partnership with USIMSA, a global e-SIM provider, in September 2024





## Payment

# Payment platform

Payment with limitless scalability built on **global standards.**

KONA I's payment platform offers end-to-end functionality for card manufacturing, issuance, approval, settlement, and other payment services. This allows clients to build their own payment services with minimal time and cost.

Moreover, KONA I's payment platform complies with the international payment standard EMV, ensuring compatibility with payment infrastructures worldwide. Seamless integration is possible with various services, providing limitless business scalability.

#All-in-One Card Service

#Freedom to Configure Payment Options

#Proprietary Payment Processing Tech

# Business Introduction and Achievements

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Operating the largest local community payment platform in South Korea

**TOP 1**

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Platform Membership Count

**16+** Million users

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Number of local governments using local currency powered by KONA I

**60+**

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Accumulated Payment Amount

**49+** Billion USD

(As of December 2024)



# KONA CARD

Kona I's payment platform begins with the "Kona Card." Issued directly by Kona I, this rechargeable prepaid card allows users to conveniently load funds and make payments at both domestic and international merchants.

Since introducing Korea's first EMV-based prepaid card in 2017, Kona I has expanded its lineup with innovative products such as the Travel Zero Card for fee-free overseas use, the rewards-earning Lucky Card, TRAVEL K for visiting tourists, and the EXPAT-Essential Card for expatriates, continually redefining the prepaid card business and enhancing digital payment experiences.

[konacard.co.kr](http://konacard.co.kr)



## Travel Zero Card

Foreign transaction fee ZERO

0.3% domestic cashback



## Lucky Card

More usage, more luck

Lucky Roco

Lucky Draw



## TRAVEL K

Exclusive for International Tourists

Transportation Card

anonymous prepaid card

We provide employee benefit card and corporate card services through KONA CARD, enabling companies to effortlessly manage their welfare programs.

Flexibility in design, businesses can optimize the service offered to fit their needs.

[konabizcard.com](http://konabizcard.com)

## Service Detail

- Easily issued and usable regardless of corporate credit rating and scale  
→ Servicing over 600 companies, from startups to large enterprises and public institutions, as a leading employee benefits platform.
- Customizable options available for usage, including setting usage and restriction parameters.
- Customized Card Designs Reflecting Your Corporate Identity
- Intuitive and Convenient Management Portal for Operational Efficiency

## Recognized as a 2025 NAVER PARTNER\*



\* Officially recognized emblem certifying our ongoing partnership with NAVER Corp.

. Awarded to key partners who demonstrate commitment to fair trade and mutual growth.

Symbolizes NAVER's dedication to realizing the values of equitable cooperation and sustainable partnership.



KONA I has expanded its payment platform to target B2B, offering an End-to-End payment infrastructure platform.

With minimal initial investment, businesses can swiftly launch their own card and money services through rapid and stable API integration.

The platform is flexible and applicable to various industries, including fintech, platforms, e-commerce, and financial institutions.

[konaplate.com](https://konaplate.com)



## Financial Institutions

No Initial Investment

Flexible Benefits

Link to Financial Institution Accounts



## Fintech

No Licensing Required

Rapid Market Entry



## Digital Money

Existing Service Plus Fintech Features

Creating New Value-added Services

+ @

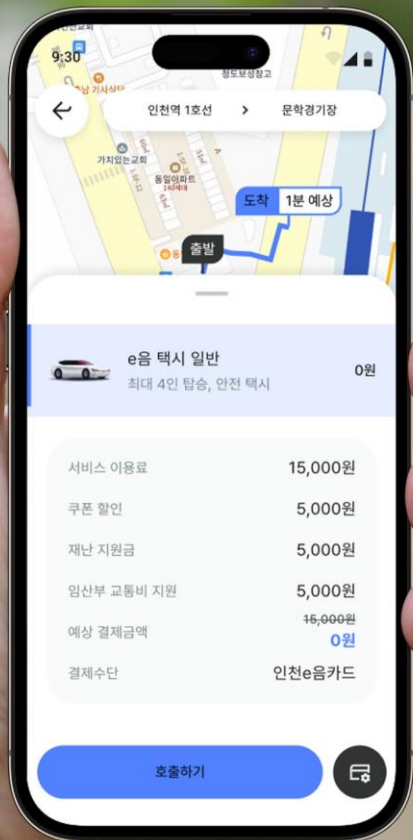
KONA I introduced the first IC card-style local cash and voucher in Korea, contributing to the local currencies nationwide.

By providing services needed in local communities based on local currencies, KONA I is creating an ecosystem where small businesses, consumers, and local governments coexist.

## Achievements

- Operates and manages the local currency and voucher platforms for over 60 local governments nationwide, including Gyeonggi Province and Incheon Metropolitan City.
- Holds a 60% market share in the local currency and voucher market.
- Provides services through more than 11 local community platforms, including public delivery, taxi services, and voting/surveys.





## Mobility

# Mobility Platform

## Community-Focused Mobility Solutions

Kona I is Korea's first provider of taxi-hailing services using local gift certificates, with operations in Busan, Incheon, Cheonan, and Paju.

Utilizing our app meter infrastructure and big data, we deliver optimized dispatch and diverse payment options.

By partnering with local governments and transport operators, we offer a unique, sustainable mobility solution for communities.

#Korea's First Taxi Service Linked to Local Vouchers

#Flexible App Meter Payment Infrastructure

#OTA Technology Controls All Mobility Data

#Setting a New Technological Standard for App Meters

# Business Introduction and Achievements

Registered taxis in KONA Mobility

34,500 +

The installation count of app meters

83,000 +

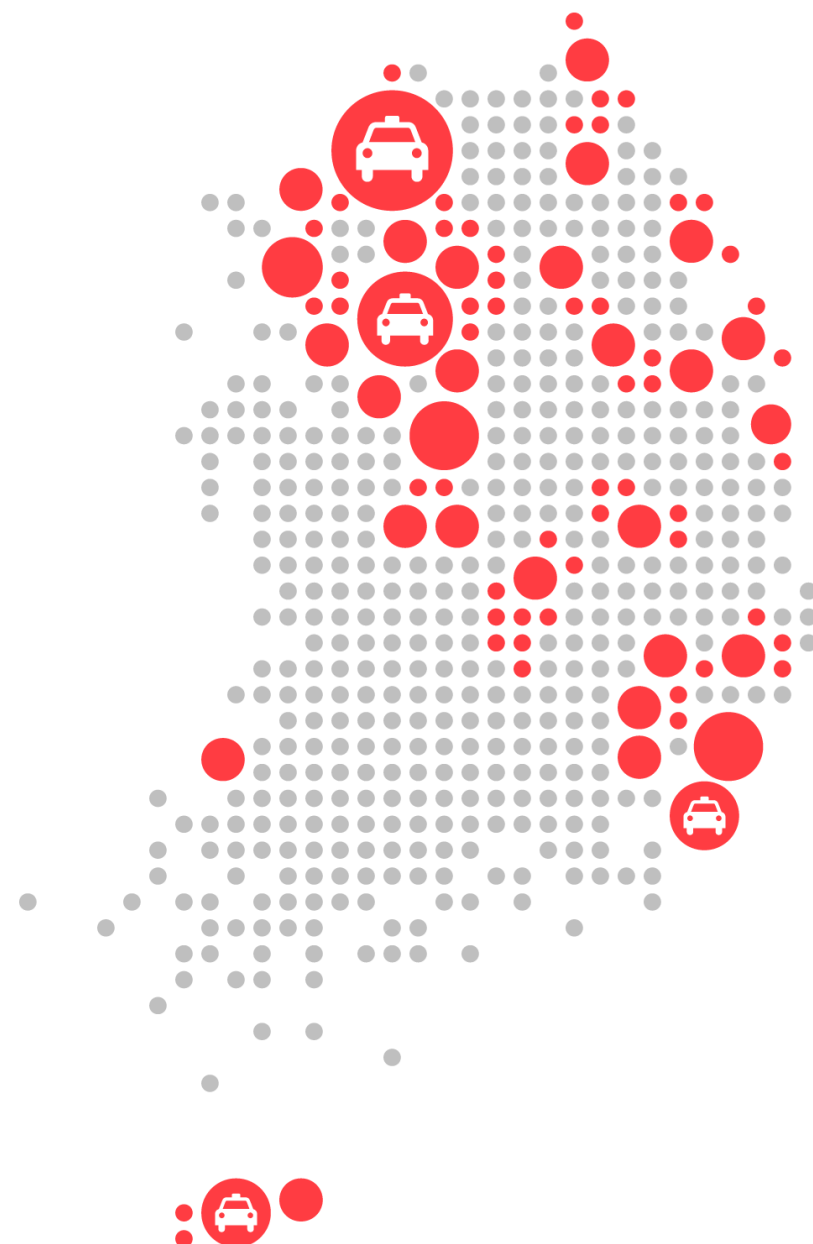
Taxi Calling Service coverage areas

4+

Installed locations for app meters

90+

(As of December 2023)





# KONA Mobility Taxi Calling

KONA Mobility Taxi Calling is the first service in Korea to integrate taxi calls with local currency and voucher programs.

We break the monopoly structure of the mobility market by collaborating with local governments, transportation operators, and related organizations. Our services promote regional cooperation and deliver sustainable, community-based mobility solutions.

## Service Areas

- Dongbaek Taxi in Busan Metropolitan City
- e-eum Taxi in Incheon Metropolitan City
- Cheonan Happy Call Taxi in Cheonan City
- Paju Call Taxi in Paju City

	Dongbaek Taxi	e-eum Taxi	Cheonan Happy Call Taxi	Paju Call Taxi
<b>Number of Members</b>	550K	350K	43K	New Service Launch
<b>Cumulative Call Requests</b>	7M	2.4M	3.2M	New Service Launch

(As of April 2025)



# KONA App Meter

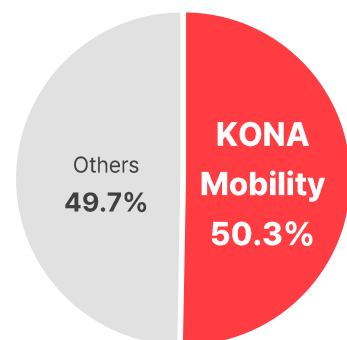
## Product Lineup

- Integrated Vacant Sign Terminal KM100
- Card-type integrated terminal KM200
- Card-type integrated terminal STELLAR K  
(The First in Korea to Support Apple Pay)

## Achievements

- Operating 83,000 units across 90+ regions, including all five major metropolitan cities (Busan, Incheon, Daegu, Gwangju, and Daejeon)
- **Over 50% market share outside Seoul**

## App Meter Market Share

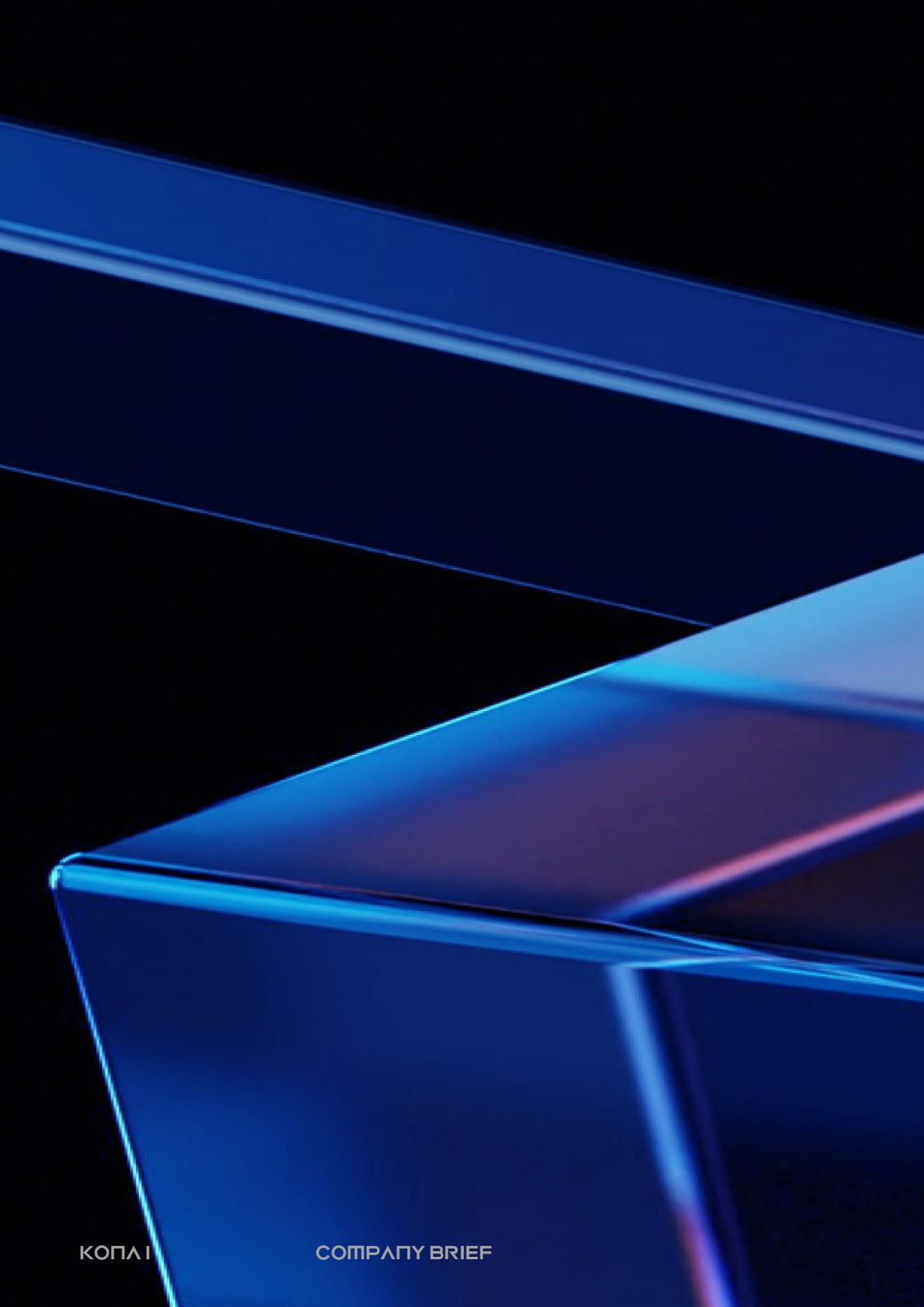


(in Regions Outside Seoul)

The KONA App Meter combines GPS-based fare calculation with wheel rotation-based OBD (On-Board Diagnostics) technology, ensuring accurate fare calculations even in GPS-shadowed locations, providing convenience and reliability.

Moreover, implemented with OTA (Over-the-Air) technology, our meters automatically incorporate various fare policies, saving costs and time associated with fare changes





## Blockchain

# Opening the era of Web 3.0, Blockchain platform

KONA I eliminates technological barriers between businesses, enabling the realization of innovative business models that can cater to both B2B and B2C markets.

Moreover, KONA I is pioneering a cutting-edge blockchain service grounded in trust, ensuring the sovereignty of user data and propelling us into a new frontier of the internet.

#ALL-in-One BaaS platform

#New Commerce Platform Based on RWA Tokens

#Expanded distributed application service

#Core technology of hardware wallet

# Introduction and Achievements of the Business

Plugin installations within the Local Currency & Voucher app.

33 +

Number of participants in the survey panel

1,600,000 +

Cumulative number of projects

120 + cases



Survey participant case fees in local currency

125+ K USD

(As of March 2025)

# KONA Blockchain(BaaS)

KONA Blockchain is a service-oriented Blockchain as a Service (BaaS) based on Hyperledger Fabric. It supports the construction and operation of private Blockchain networks tailored for businesses, institutions, and services. Providing technological capabilities to flexibly meet the requirements of businesses, KONA Blockchain also offers service providers a convenient management page.

service	Electronic Contract Service	Evaluation	Voting Service	Our in-house developed service allows client to utilize the service through the KONA CHAIN API.
Middleware	Interface ... API/SDK Development Framework File Storage Gateway	Management ... Platform System Mgmt Network Mgmt Consortium Mgmt Organization Mgmt	Monitoring ... Blockchain Service Monitoring Blockchain Network Status Monitoring	This area offers convenience features for utilizing blockchain core, providing service management, operation, and maintenance.
Common Core	Security ... Key Management Security Management	Data Management ... Block Ledger Backup Extra File Storage Block Data Analysis		This is an area that complements the blockchain core and manages the security and key management required for the service and data generated from the service.
Blockchain Core	 <b>HYPERLEDGER</b>			The KONA CHAIN platform is a permissioned platform that provides optimized support for businesses by adopting The Linux Foundation's Hyperledger Fabric as a blockchain engine.
Infra			On-Premise	We support easy infrastructure setup based on AWS cloud. In environments where cloud usage is challenging, we provide services in an On-Premise (in-house deployment) format.

## Service Features



Convenient  
Setup



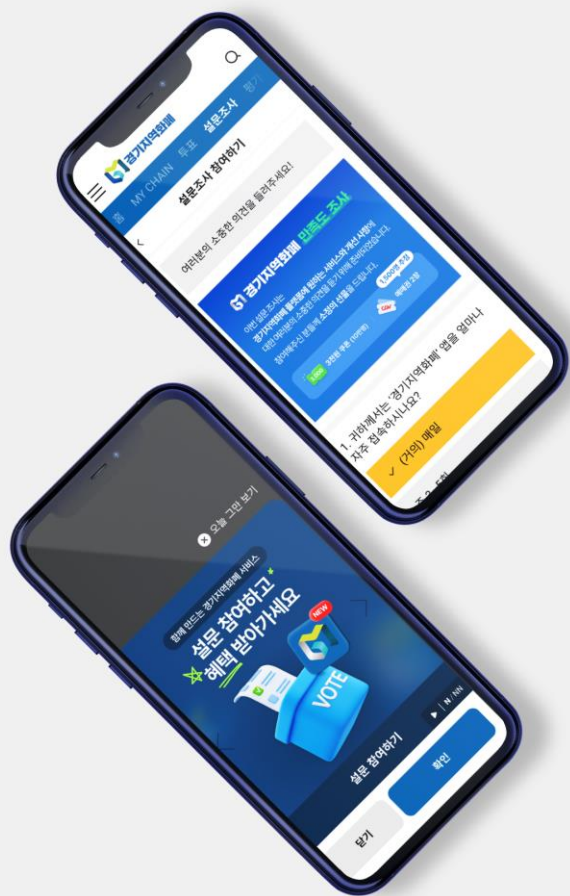
Rapid  
Development



Convenient  
Reward  
Utilization

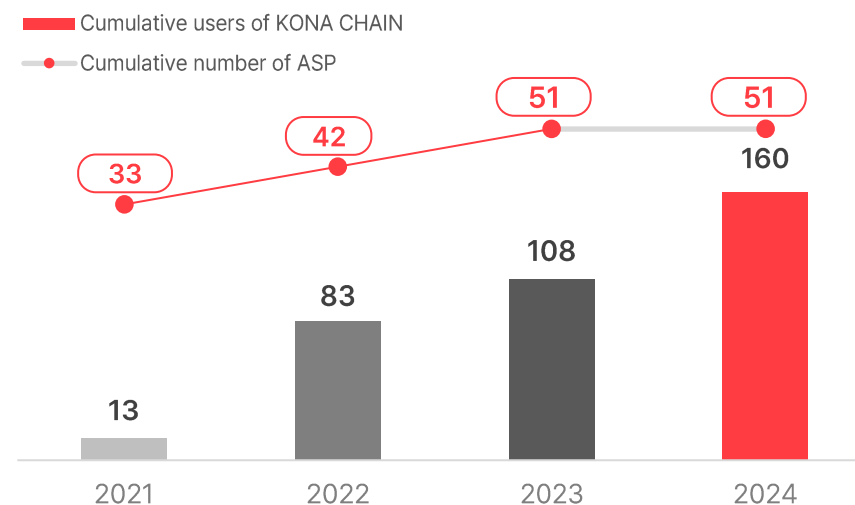


# KONA Research Marketing Platform



Providing transparent and secure voting, assessment, survey, and opinion poll services based on Blockchain to fundamentally prevent result manipulation. We offer an optimal voting/survey platform and panel.

## Cumulative members and adopting companies



## Achievements

- Conducted over 120 voting and survey projects
- Completed voting and survey service plugins within the apps for Domestic Local Cash and Vouchers in 50 regions, including Incheon and Gyeonggi Province
- Presidential award for the incentive-based cleaning app 'BEORILSIGAN' developed by KONA System Dynamics
- Development of KONA System Dynamics prediction system



Blockchain

# New Commerce Platform (NCP)

Token Linked to Real-World Value

**NCP**  
Key Service Features

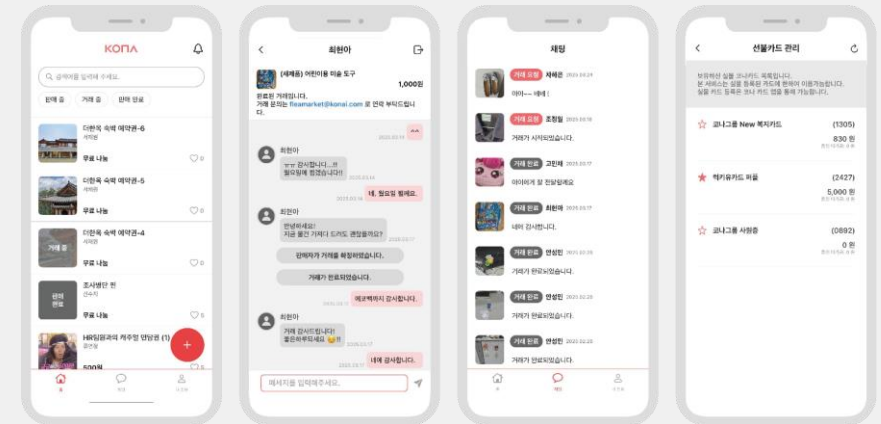
Token Purchase = Consumption + Increased Investment Satisfaction

Transparent Transaction System

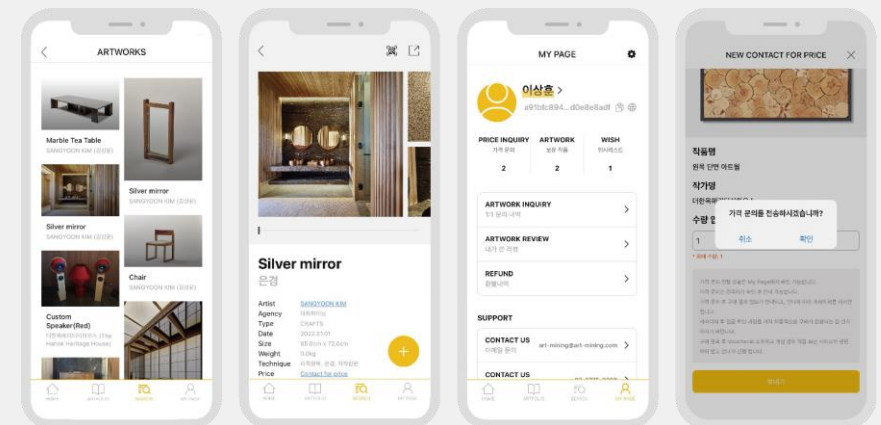
Our New Commerce Platform seamlessly integrates blockchain technology into both online and offline transactions, supporting the entire process from real-world asset tokenization to sales and distribution.

This platform enables businesses to easily issue tokens and establish sales channels, while providing customers with convenient product exchanges and valuable investment opportunities.

Currently, we operate Kona Market, which facilitates peer-to-peer secondhand trading, and NCP-Art Mining, an online commerce platform tailored for businesses.



NCP-KONA Market



NCP-artmining

# SCALE GLOBALLY

Built on the KONA I infrastructure, we enthusiastically welcome collaboration with third-party partners, both locally and globally, fostering innovation and co-creating ventures. We aim to build a globally competitive brand, transcending borders, and scaling new heights through collective endeavors.



## Partnership

# Growing into the future with numerous partners.

Creating success stories through partnerships with global leading companies in various industries such as finance, telecommunications, public, retail, manufacturing, IT, and startups.

VISA

LG Electronics

LG U+

CU

4th CREATIVE PARTY

AMERICAN  
EXPRESS

WOORI CARD

모두의 비상금

아이쿠카



LOTTE CARD

웰컴디지털뱅크  
웰컴저축은행

SK biotek



KB Kookmin Card

kakaobank

travel Wallet

The Coffee Bean

TV CHOSUN

Samsung Card

toss

JEJUair

롯데상사

BOOR

KEB Hana Card

Shinhan Card

eZL

SAMSUNG

NAVER

bithumb

충남사회서비스원

인천광역시

CJ푸드빌

경기도

# GLOBAL NETWORK

KONA I has established production, sales, marketing, and R&D networks in Japan and Bangladesh, actively expanding diverse businesses for global market entry.

## KOREA

### KONA I HQ

8th Floor, Excon Venture Tower, 3  
Eunhaeng-ro, Yeongdeungpo-gu, Seoul  
TEL +82 2 2168 7500 FAX +82 2 769 1670  
helpdesk@konai.com

### KONA I R&D Center

4th Floor, Excon Venture Tower, 3  
Eunhaeng-ro, Yeongdeungpo-gu, Seoul

### KONA I Factory

4-78 Daegot-ro, Daegot-myeon, Gimpo-si,  
Gyeonggi-do  
TEL +82 31 999 5500  
FAX +82 31 996 5322

### KONA M(Factory)

341 Jangsu-ro, Iwon-myeon, Jincheon-gun,  
Chungcheongbuk-do  
TEL +82 43 530 9000  
FAX +82 43 536 0612

## JAPAN

### KONA JAPAN, . LLC.

Nakagawa chuo 1-30-1. Premier  
Yokohama 3F. #18. Tsuzuki-ku,  
Yokohama, Kanagawa Japan

## BAᅀGLADESH

### Kona Software Lab Ltd.

Police Plaza Concord, Tower-A, 8th Floor,  
Plot 2, Road 144, Gulshan-1, Dhaka 1212,  
Bangladesh





## Leap into a Global Techfin Company Enriching the World

# KONA I

KONA I's technology is born with a mission to create positive impact in the world. With a focus on enhancing the well-being of humanity, our technology is designed to be a shared resource, spreading happiness equitably.

To ensure the broad applicability of KONA I's technology, we integrate IT expertise into various industries, elevating the value of our payment services. Much like our success in pioneering 90 countries with chip OS, we aspire to expand our technology and infrastructure platform globally.

As a "Global Techfin Company," we are dedicated to creating markets and advancing steadily towards our vision. Our commitment lies in utilizing technology to make a meaningful difference on a global scale.

함께 나누는 플랫폼

# KONAI

## KONAI

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Establishment Date	March 11, 1998
CEO	Chung-il, Cho
Number of Employees	395
Address	8th Floor, Excon Venture Tower, 3 Eunhaeng-ro, Yeongdeungpo-gu, Seoul
Website	<a href="http://www.konai.com">www.konai.com</a>
Contact	+82-2-2168-7500