

www.wowtv.co.kr



Korea's No. 1 Securities & Economy Broadcasting



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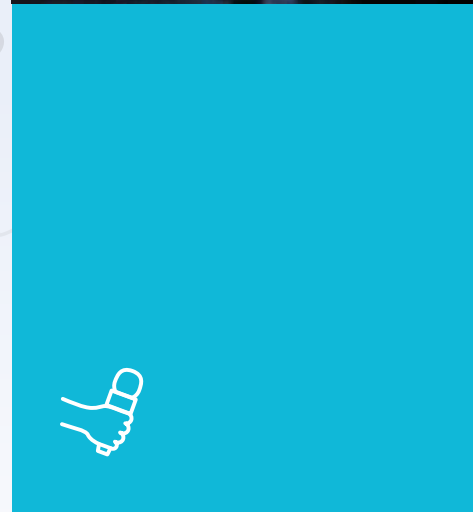
한국경제TV

The Korea Economic Broadcasting



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Introduction

The Korea Economic Broadcasting is a 24-hour securities and economic broadcast that provides real-time coverage of issues and stock market conditions in the domestic market as well as global markets such as Asia, Europe, and the United States.

We provide analysis of financial assets such as stocks, bonds, foreign exchange, commodities, and derivatives from the best analysts and the latest news and research information from reporters and overseas correspondents of Korea Economic Daily TV.

The Korea Economic Daily TV will continue to lead the new media era that transcends the boundaries between media through various platforms ranging from YouTube, Naver, Kakao, Wavve, and FAST TV.



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1st Keyword

First Keyword

8 THINGS ABOUT
KOREA'S ECONOMY TV
BEST KEYWORD

The Securities & Economy channel

No.1 In TV Ratings

December 2023 Nielsen Korea, Pay TV integration



The Securities & Economy channel

First KOSDAQ Listing

KOSDAQ

DATA broadcasting service

Korea's First Securities-Linked



WOWnet, Securities & Economics channel

Korea's No. 1 Site

2024, Rankey.com



Opened Sejong Media Center

First Korean Media Headquarters In New York City



The securities & Economics channel

No. 1 YouTube Subscriber

1.12 million, July 2024



Securities & Economic channels

First AI News 'Lionbot'

Artificial Intelligence (AI) real-time stock market news



In Broadcast content production capacity evaluation

Achieved 'Highest Grade'

January 2024, Korea Communications Commission



MAIN CONTENTS

CABLE TV
SATELILTE TV
IP TV

WOWNET
Investment Advisor

**WOW
Academy**
Financial Education

NEW MEDIA
Smart TV
OTT
Fast TV

The Korea Economic Broadcasting

BUSINESS AREAS



We aim to be the No. 1 securities and economic broadcast for investors with three values: **'democratization of information'**, **'popularization of investment'**, and **'internationalization of markets'**

BROADCAST SERVICES

Maintained dominance
in viewership share for
securities & economics

INVESTMENT INFORMATION SERVICES

Provides various
investment information
such as market information,
investment opinions,
and portfolio strategies
analyzed by stock experts
and AI, centered on
WOWnet, a securities
information portal, and
stock window.

COMPREHENSIVE FINANCIAL EDUCATION SERVICES

Financial Academy WOW
Academy **operates a
comprehensive financial
education system** that
reflects the latest trends,
from securities education
to real estate, TESAT, and
liberal arts courses.

NEW MEDIA PLATFORM SERVICES

It provides securities
and economic content
through various new
media platforms that
blur the boundaries
between broadcasting
and telecommunications,
including IPTV, YouTube,
Naver TV, Kakao TV, and
FAST TV.

Investment Information Services Business

Membership-based online stock information and education service provided by **the best stock experts on the Korea Economic Broadcasting**

01 WOWnet

Investment Consulting portal system



CUMULATIVE
MEMBERSHIP



NUMBER OF
USERS PER DAY



SECURITIES/INVESTMENT SITES
NO.1 in 10years

- A securities information portal site where over 50 stock experts in various fields, from overseas stocks to domestic stocks and futures options, provide investment consulting
- Operates an online broadcasting platform for paid members, provides stock-related education, and provides corporate research information.



01-1 WOWnet Partners

Membership Consulting service



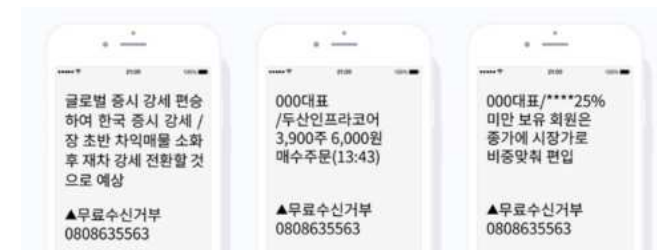
- 1 Partner's broadcast viewing screen
- 2 Chat window
- 3 Application for the event
- 4 Recorded broadcast

Online broadcast services

- A membership service where more than 50 Wownet experts deliver securities information such as market analysis, stock recommendations, trading strategies, and stock techniques through live online broadcasts

SMS services

- A service that allows you to receive real-time stock recommendations, market analysis, and other stock information via SMS (text) during the trading day

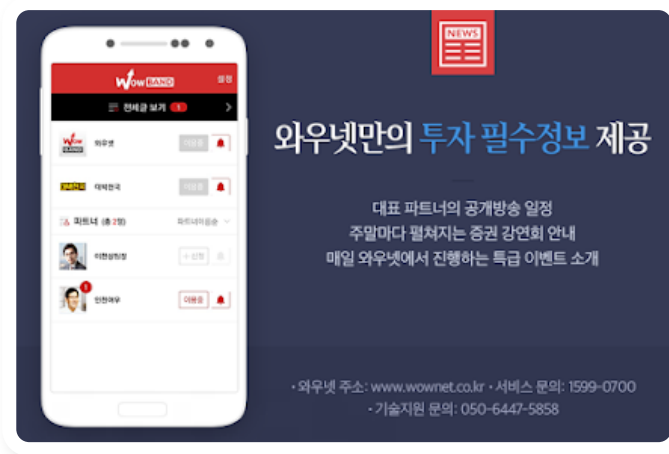


02 WOWband App

- View stocks and market reports from WOWnet partners at a glance via your smartphone anytime, anywhere!



- It provides real-time investment strategy reports from experts quickly through the push alarm function.



03 Stock Window App

- 2 million downloads, It provides big data-based artificial intelligence stock information service. Stock experts provide market information and investment strategies.
- It provides stock-related educational content.



- Latest news and video real-time service related to your interests
- Analysis of intraday foreign institutional purchase data
- AI stock analysis 'AI-Oneshot', AI issue analysis 'AI-Catch'
- Watch free broadcasts from our best partners 365 days a year



Supply-King

AI-One Shot

AI-Catch

04 WOW QUICK

- Subscription-based live broadcast text service



- It quickly provides subscribers news and investment information related to the their keywords and interests selected by converting all broadcast information into text and building big data using AI

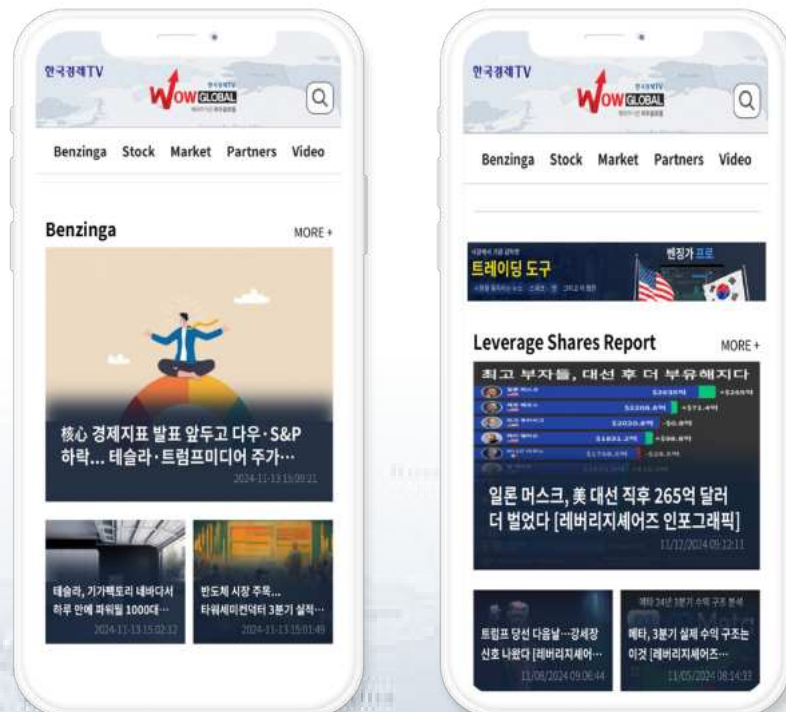
05 WOW GLOBAL

<https://www.wowglobal.co.kr/>



A membership based online securities information service platform for overseas investments Partnerships with overseas investment news media and asset management companies Operating a service that provides breaking news on securities, research information, and stock picks

- Breaking news and alert service for stocks, options, futures, and cryptocurrencies.
- Overseas stock analysis report in Korean
- Access to financial statements and analyst evaluations of overseas stocks
- It provides advanced charts for investment analysis.
- Stock analysis and recommendations for promising stocks by overseas stock experts



06 US Stock Pane App

• 200,000 downloads, the only one in Korea! AI trading signals for all stocks.



- AI algorithms find the best stocks to buy and sell at the best times
- 8 customized stock-picking recipes for beginner investors
- 3 times weekly stock picks and investment points for short-term investors
- Portfolio construction and buy and sell app pushes for mid-to-long-term investors
- Free VOD of basic education on US stocks
- Korea Economic Daily TV global issues videos and live top news

한국경제TV 미국주식 전용 앱 출시!
미국주식창



글로벌 이슈와 실시간 주요 뉴스
한국경제TV 뉴스



검증된 알고리즘으로 최고의 종목을!
종목추천 포트폴리오



투자매력과 적정주가를 한눈에
종목진단



초보 투자자를 위한 맞춤형 종목발굴
투자레시피



History

History of Korea's Economy TV

1999 August.
Establishment of WOW TV Corporation

2000 January.
Opening of Korea's first securities-specialized Internet broadcasting station

2000 May.
Run a cable TV original broadcast

2000 September.
Change to the largest shareholder, The Korea Economic Daily
Change channel name to Hankyung WOW TV

2005 June.
Data broadcasting DP registration
(Channel name: the Korea Economic Broadcasting)

2010 March.
Terrestrial DMB launch

2010 June.
Start high-definition (HD) broadcasting

2012 July.
Started broadcasting KT IPTV

2012 October.
Host a global industry forum

2012 November.
LGU+ IPTV starts broadcasting

2021 December.
Open, dispatch of correspondents

2022 March.
Moved to the Korea Economic Daily (Jung-gu, Seoul) office building

2022 March.
Build a state-of-the-art media studio



2001 June.
Selection of satellite broadcasting channel users

2002 March.
Digital satellite broadcasting (SKYLIFE) main broadcast

2003 January.
Change channel name to Korea Economic Daily TV

2003 December.
Launch Wownet, a securities portal site

2004 July.
KOSDAQ listing

2007 May.
Developed Korea's first securities-linked DATA broadcasting service

2008 August.
TU media satellite DMB transmission

2008 December.
Launch Wowfa, a financial academy

2009 May.
Host a World Economy - Host a finance conference

2013 February.
Stock information provision application 'Stock Window' opens

2013 July.
Started broadcasting SKB IPTV

2013 December.
Launch an Apple TV channel

2014 March.
Launch terrestrial DMB broadcast of professional baseball

2014 July.
Web drama Orange Light, broadcast on Naver TV

2015 July.
Host an entrepreneurship concert

2017 March.
Web drama 'Tomorrow Boy' exported to 13 countries including Taiwan and Japan

2018 January.
Launch AI robot news 'Lionbot' service

2019 December.
Received the highest rating for broadcast content production capability for 8 consecutive years

2023 October.
Hold the 'KLPGA Korea Economic Daily TV - Sangsangin Open'

2024 July.
<Sejong Hankyung Media Center> Open

Highlights

Information about the current episode

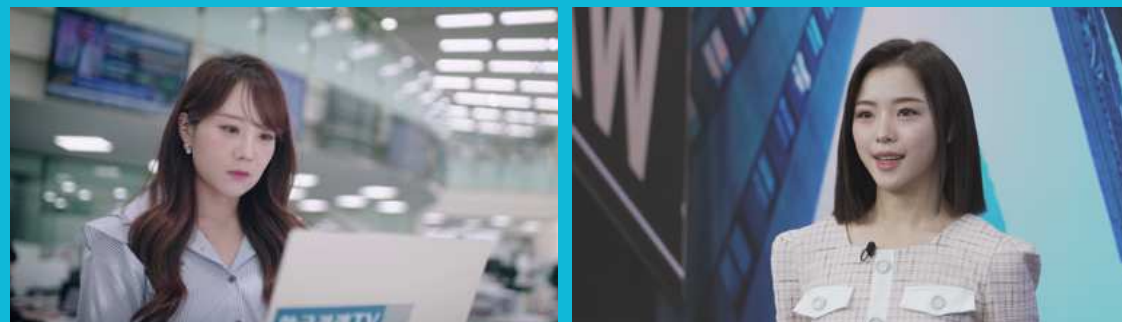


Good Morning Hankyung Global Markets

"While you were sleeping, global news that moved markets"

...

The show delivers all the economic news around the world, from corporate news to commodity market issue. It provides the fastest and most accurate analysis of all the news from the opening to the closing of the U.S. market.



Opening market

"Start Investing in Korean Stocks"

...

With the market opening at 9:00 a.m., we provide investment strategies based on a variety of market data and in-depth analysis of the changing market conditions



Noon Moneymoney

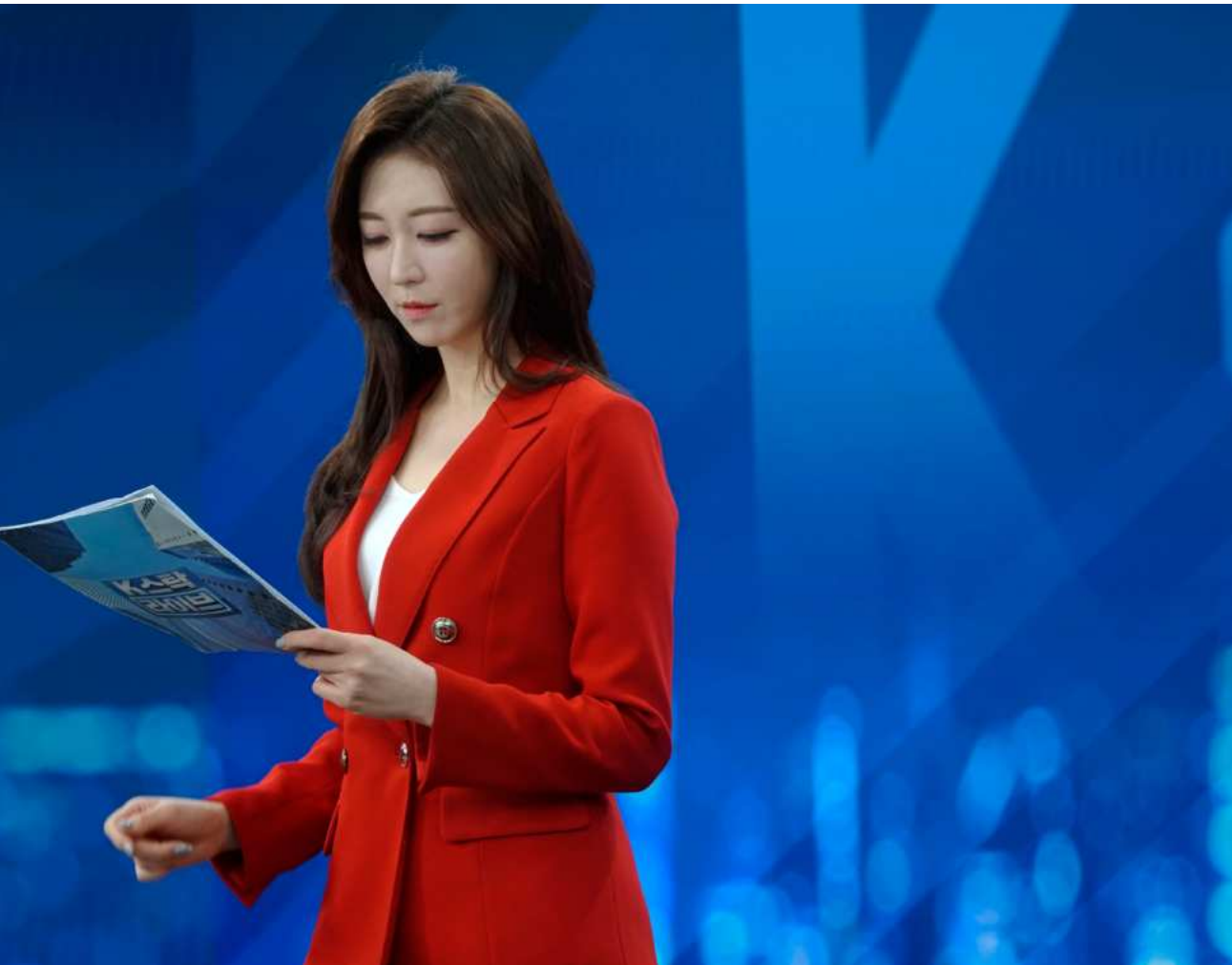
"How to have a fruitful lunch break"

...

After wrapping up the intense morning session and preparing for the afternoon session, a lunch program filled with issues and stocks that will dominate today's session, including sectors of interest to watch and top-selling stocks

Highlights

Information about the current episode



K-Stock Live

“Afternoon market, find the best time to buy and sell!”

- Investment mentors reveal real-time stock ‘reactions’
- In-depth analysis of hot and cold stocks
- Stock picks to lead the afternoon session and expert stock portfolio showdowns

Successful investing afternoon market



Part 1

“Know the company, see the investment”

- Delivering industry news straight from the field through the eyes of a reporter.
- High-quality investment information program created by reporters and experts from Korea Economic Daily TV

Part 2

“Choose and focus for maximum profit”

- Final call: Trading strategies for today’s hot stocks just before the market closes
- Closing market & tomorrow’s strategy: Domestic stock market closing market condition analysis and tomorrow’s stock market outlook



Highlights

Information about the current episode



Kyongjuma

Economic stocks finish 'racehorse'

...

Analyze the biggest issue shaping today's market and prepare for tomorrow's market! An economic talk show program with depth and perspective that will upgrade investors' perspective on the market.



WOWnet Specials

...

Investment mentoring from the best stock experts We share the best investment know-how through customized lectures on trend analysis, technical analysis, situational trading strategies, and even the most promising key stocks and strategies at the moment.



Jackpot heaven

...

- Part 1 : Today's stocks are tomorrow's profits
- Part 2 : Find tomorrow's plus stocks!
- Part 3 : Sleepless nights, pick your favorites!

Highlights

Information about the current episode



Listen to the global guru

...

A relay interview program with some of the world's leading economic figures. John Taylor, Alan Blinder, Nouriel Roubini, and Howard Max. Through interviews with Jim Rogers, Mark Mobius, and others, we hear about global economic trends and outlooks, as well as investment opinions on the Korean market. High-quality global economic documentaries and talk shows produced by leading overseas channels



Hankyung global markets

...

With a broad network of global correspondents in New York, Washington, Silicon Valley, Beijing, Tokyo, and elsewhere, we bring you the latest stock market and economic news from around the world



Highlights

Information about the current episode

World Economic and Financial Conference

...

The World Economic and Financial Conference (GFC) is the world's premier knowledge-sharing event for leading scholars, power elites, and business leaders to analyze global issues and trends and explore the way forward for the Korean economy.

Starting with former President Bill Clinton in 2009, we've had five head of state-level leaders take the keynote podium: former British Prime Minister John Major, former German Chancellor Gerhard Schröder, former Japanese Prime Minister Naoto Kan, and former Swedish Prime Minister Göran Persson.

There are seven Nobel Prize winners in economics who were present during the GFC, including Paul Krugman of the City University of New York, Alvin Ross of Harvard, Williamson of UC Berkeley, and Robert Shiller of Yale.

The speakers' lectures are spread through the Korea Economic Daily TV smart media such as the Internet, mobile phones, and social media, helping to provide economic guidance to the public.



[Weekend Special] Global Economy

...

High-quality global economic documentaries and talk shows produced by leading overseas channels



Highlights

Information about the current episode

Global Industry Showference

...

Since its inception in 2013, the showference has been attracting attention as a place to introduce the year's hottest industry trends and discuss ways to respond to them.

World-class speakers share their experiences from the industry and provide a variety of opportunities for attendees to get hands-on experience.

Entrepreneurship Concert

...

Launched in May 2015, the program has hosted more than 150 CEO speakers and tens of thousands of executives and audience members over the past nine years.

Entrepreneurship is the power to inherit the management know-how and philosophy of the founder and maintain the DNA and core values of the company as it moves toward 100 years of business.

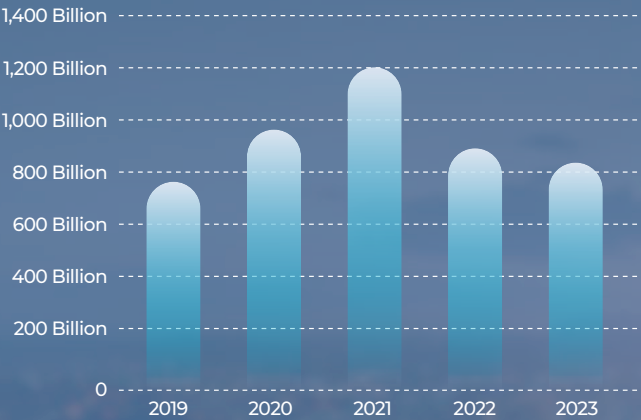


Financial Statements

Sales and Net income

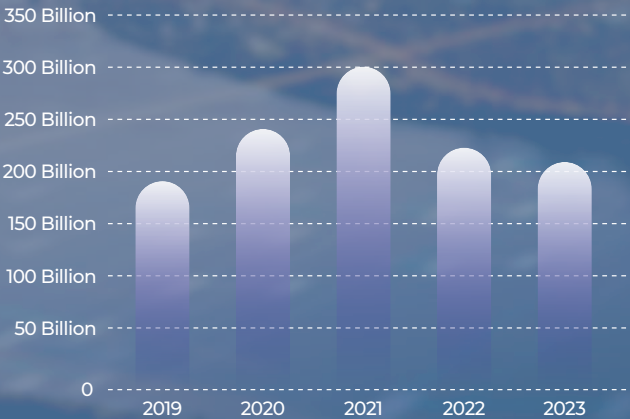
Sales

2019 to 2023 years



Net Income

2019 to 2023 years



Affiliated Company

Hankyung Media Group



THE KOREA ECONOMIC DAILY	THE KOREA ECONOMIC BROADCASTING	HANKYUNG.COM
HANKYUNG MAGAZINE	HANKYUNG BP	KED GLOBAL NEWS NETWORK <small>THE KOREA ECONOMIC DAILY GLOBAL EDITION</small>
HANKYUNG arte TV	HANKYUNG arte PHILHARMONIC	HANKYUNG L&D <small>FORTUNE HILLS COUNTRY CLUB</small>
HANKYUNG DIGITAL LAB <small>29 SECOND FILM FESTIVAL</small>	THE KOREA ENTERTAINMENT MEDIA	NF CONSORTIUM <small>SANGAM DMC DIGITAL CUBE BUILDING</small>