

# Lobin Co.

**Company Overview @ 20240930**

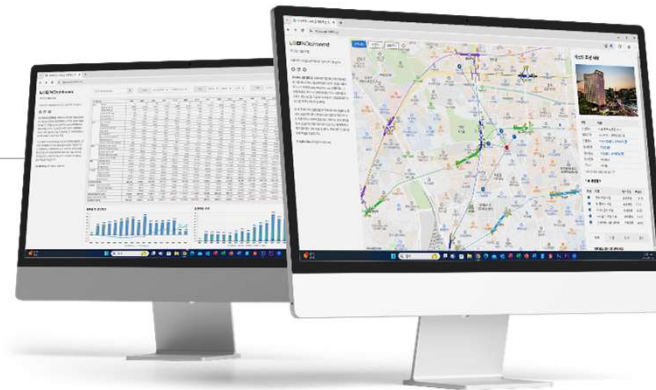
# Lodging Business Intelligence

Lobin provides a **comprehensive risk management solution** for a **stable business environment** in Korea, based on industry expertise and data technology.

## Data Services

### Lodging Data Dashboard

Helps to effectively handle market risks through analyses of supply and demand dynamics by region and type



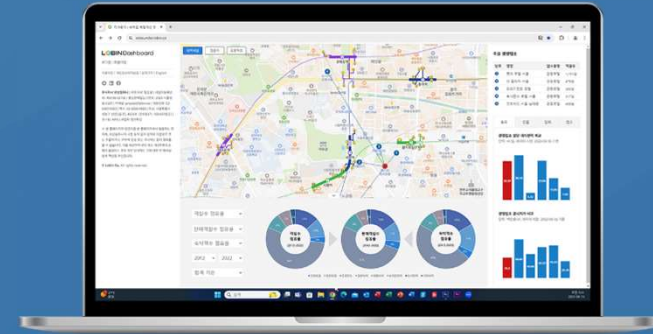
## Consulting Services

### Lodging Consulting Program

Brings a balance between stability and agility to establishments by optimizing positioning and value chain

# Data Services

**Lodging Data Dashboard** provides data services penetrating the lodging industry and markets of Korea.



## Supply Analysis

Analyze product competitiveness against the competitive environment.



## Demand Analysis

Analyze business productivity against the competitive environment.

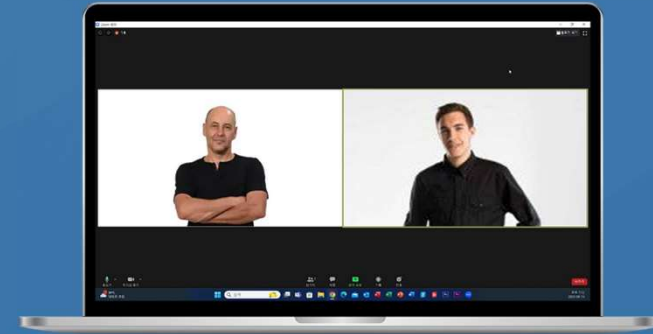


## Financial Analysis

Analyze business performance against the competitive environment.

# Consulting Services

**Lodging Consulting Program** helps lodging establishments struggling with ever-changing market environment.



## Operation Management

Optimize productivity and efficiency to enhance competitiveness.



## Financial Management

Expedite stabilization and growth to extend life cycle of establishment.

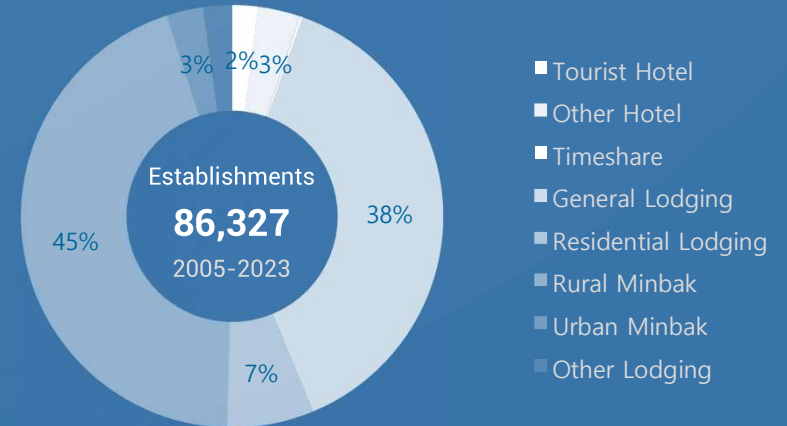


## Asset Management

Improve functionality and distinctiveness to bring up asset values.

# Core Competences

Lobin's core competences are **global hotel industry expertise** and **spatial data processing technology**.



## Global Hotel Industry Expertise

### CEO E.K. Ham

Seoul National University (BS, MS, Arch.)  
Cornell University (MMH, Hotel Admin.)  
IHG Americas HQ (Investment Analysis)  
Mirae Asset GI (Hotel Investments)  
Hotelysis Corporation (CEO)



## Spatial Data Processing Technology

### CPO Harim Lee

Seoul National University (BS, Arch.)  
Harvard University (March, GSD)  
Richard Meier & Partners (Designer)  
Samoo Architects & Engineers (Design)  
ArchiLaw Co., Ltd. (CEO)



# General Information

Lobin is developing a comprehensive visibility and an effective risk management system.

# LODGING BUSINESS INTELLIGENCE

<b>Company Name</b>	<b>Established</b>	<b>Business Category</b>
Lobin Co.	January 10, 2023	Database, Consulting
<b>Website</b>	<b>Business Reg. No.</b>	<b>MO Reporting No.</b>
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