

LOBIN CO.

Company Overview @ 20250523

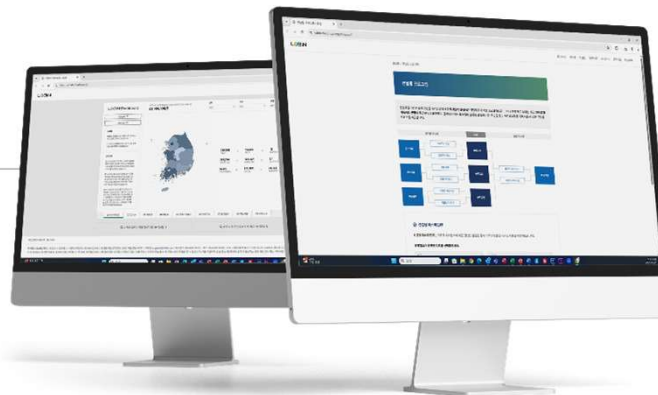
Lodging Business Intelligence

Lobin stabilizes **lodging business environment** in Korea,
through an **effective risk management solutions** with industry data and expertise.

Data Services

Lodging Data Dashboard

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



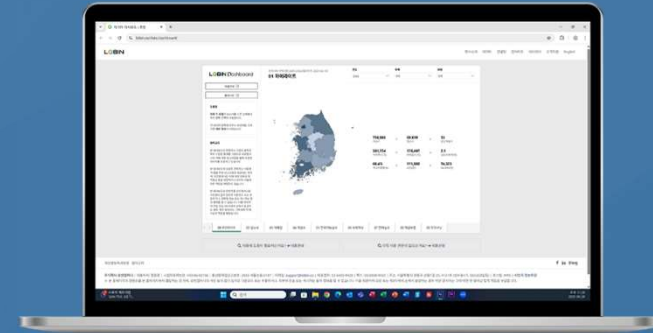
Consulting Services

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 the competitiveness against the competitive environment.



Demand Analysis

Analyze the productivity against the competitive environment.

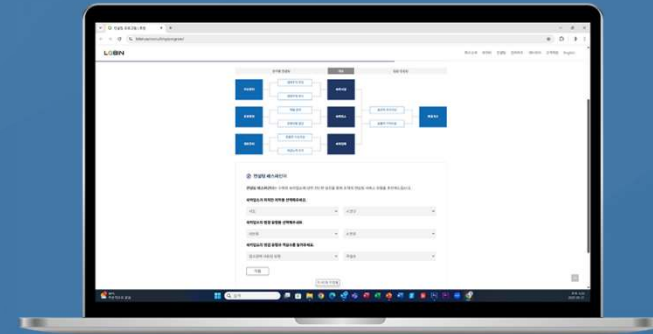


Financial Analysis

Analyze the 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.

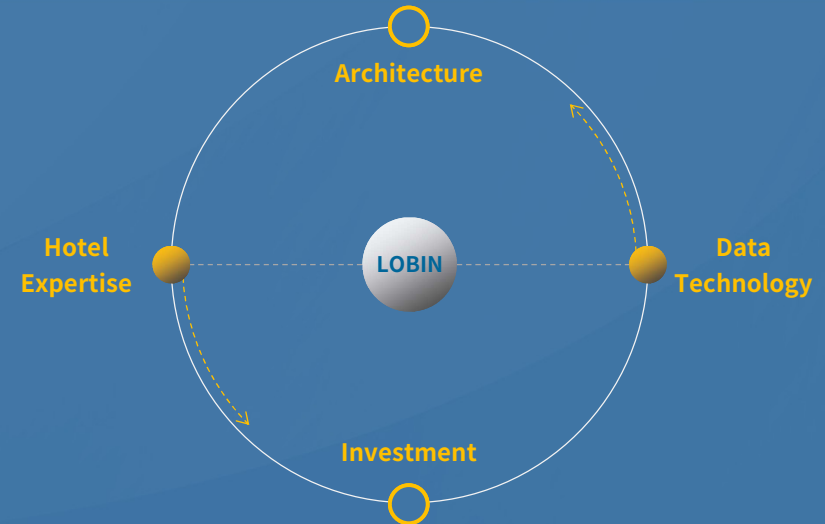


Asset Management

Improve functionality and distinctiveness for asset values.

Core Competences

Lobin is built upon **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

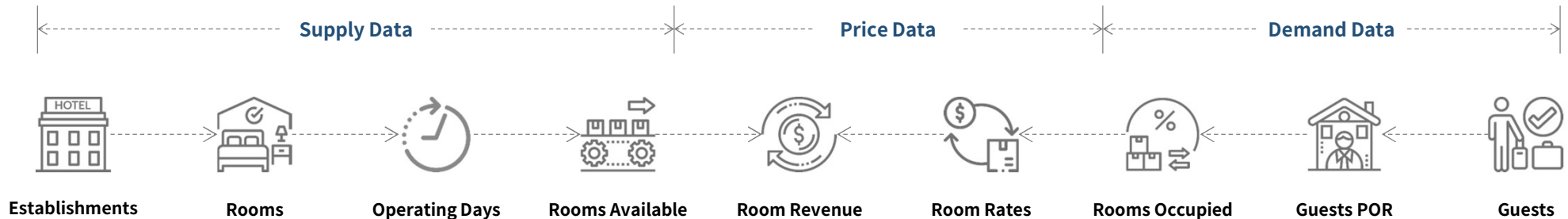
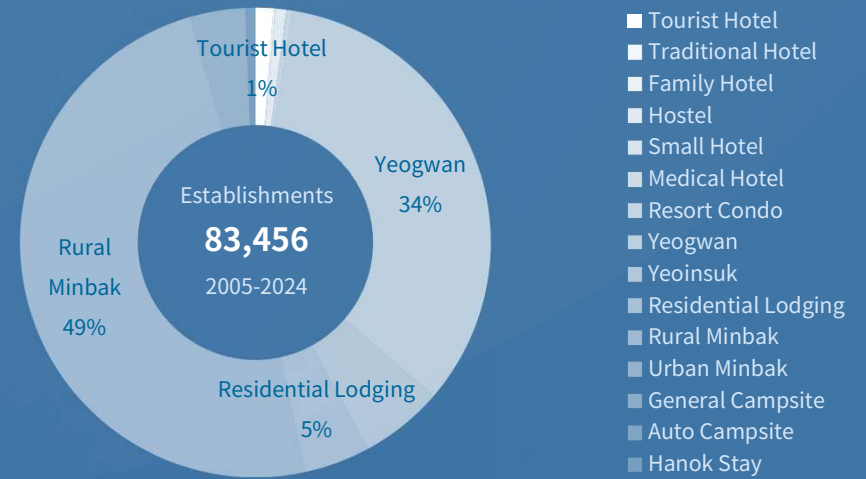
CPO Harim Lee

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



Lobin's Database

Lobin's database provides a **seamless visibility** into the lodging market of Korea.

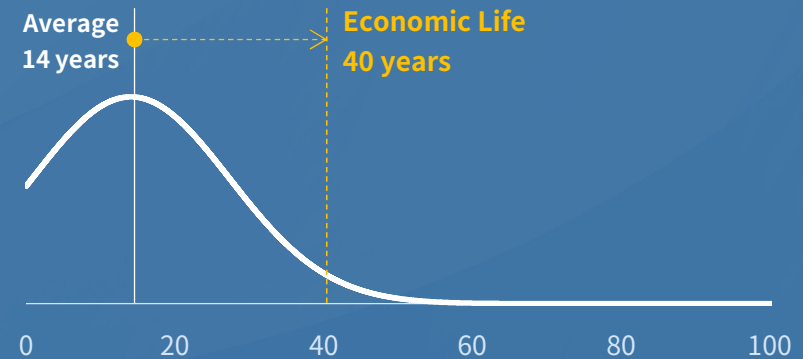


- **Coverage:** Time – annual data from 2005 to 2024 (20 yrsrs), Region – nationwide and 17 metro markets (Base – individual establishment level data)
- **Breakdown:** Supply data broken down by region and type, price and demand data broken down by region, type, origin and purpose (Base – by nationality and age)
- **Establishment Types:** Tourist Hotel, Traditional Hotel, Family Hotel, Hostel, Small Hotel, Resort Condo, Yeogwan, Yeoinsuk, Residential Lodging, Rural Minbak, Urban Minbak, General Campsite, Auto Campsite, Hanok Stay

Utilization of Data

As borders in the competitive environment blur, a **comprehensive visibility** became crucial.

Lifecycle of Lodging Establishments in Korea



Advisors

Brokers, appraisers and accountants can:

Timely catch and realize opportunities, based on the recent trend data.

Financiers

Lenders, investors and insurers can:

Improve accuracy of risk premiums, based on the 20-year volatility data.

Operators

Enhance productivity and efficiency by:

Realizing opportunities, through a comprehensive analysis of competitions.

Owners

Develop, transact or finance properties by:

Optimizing the timeline, based on the cyclicity and seasonality data.

* **Data Dashboard** provides annual data from 2005 to 2024, and historical seasonality and recent trends data will be provided through consulting services.

General Information

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

LODGING BUSINESS INTELLIGENCE

Company Name	Established	Business Category
Lobin Co.	January 10, 2023	Database, Consulting
Website	Business Reg. No.	MO Reporting No.
https://lobin.co	493-86-02766	2023-Seongdong-0187
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