

Lobin Co.

Company Overview

August 1, 2026

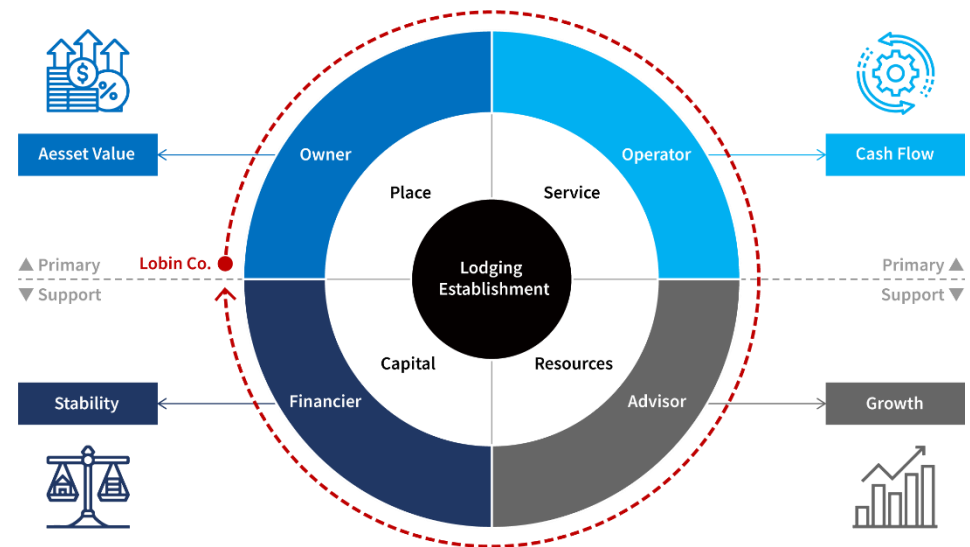
OVERVIEW

Lodging Business Intelligence

As a Lodging Business Intelligence, Lobin Co. provides lodging market data and risk management solutions in Korea, based on industry expertise and data technology.

Lobin Dashboard provides a complete visibility to the lodging market of Korea, enabling to balance growth with stability.

Lobin Rebounder provides high-quality investment opportunities, carefully selected to maximize returns and minimize risks.

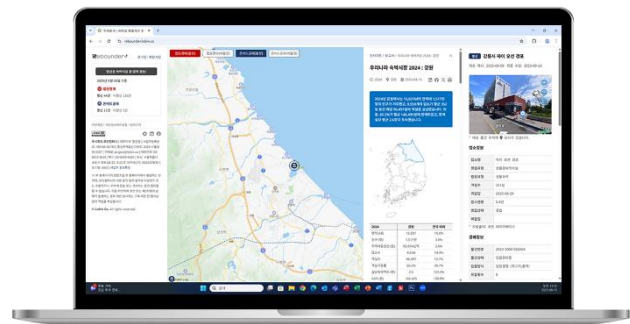


SERVICES



Data Service | Lobin Dashboard dashboard.lobin.co/en

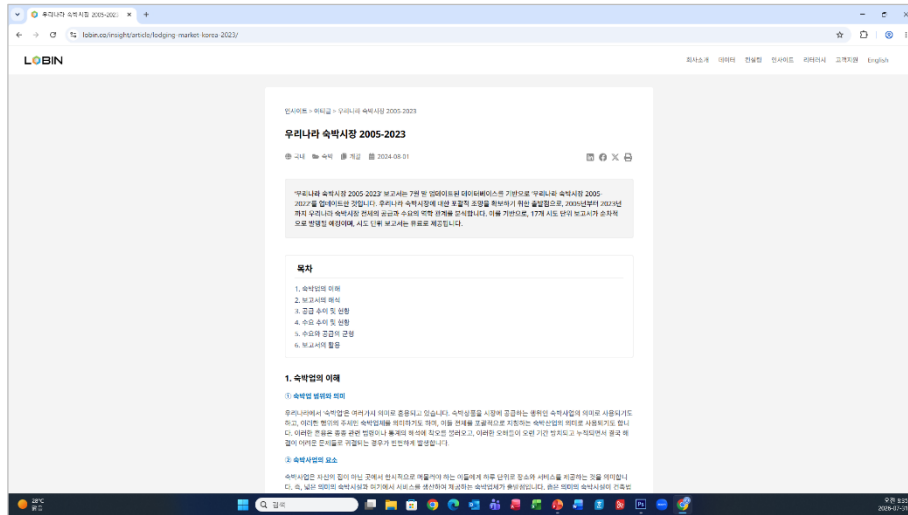
- Provides complete visibility over the competitive environment (Paid Service)
- 83,456 establishments across 11 types in 17 metropolitan markets for 21 years
- Establishments, Rooms, Rooms Available, Guests, Rooms Sold, Room Revenues
- Average Room Count, Average Age, Guests POR, Occupancy, ADR, RevPAR
- Filter by year, region and type, segmented by origin for demands and revenues



Consulting Service | Lobin Rebounder rebounder.lobin.co/en

- Provides workout solutions for distressed lodging establishments (Beta Test)
- Information on lodging properties on court auction or public sales cases
- Selection Criteria: Freehold, No Fractional Ownership, No Jointly Owned
- From DB: Establishment Name, Operating Status, Statutory and Marketing Types
- Workout solutions available upon payment for an interested case of choice

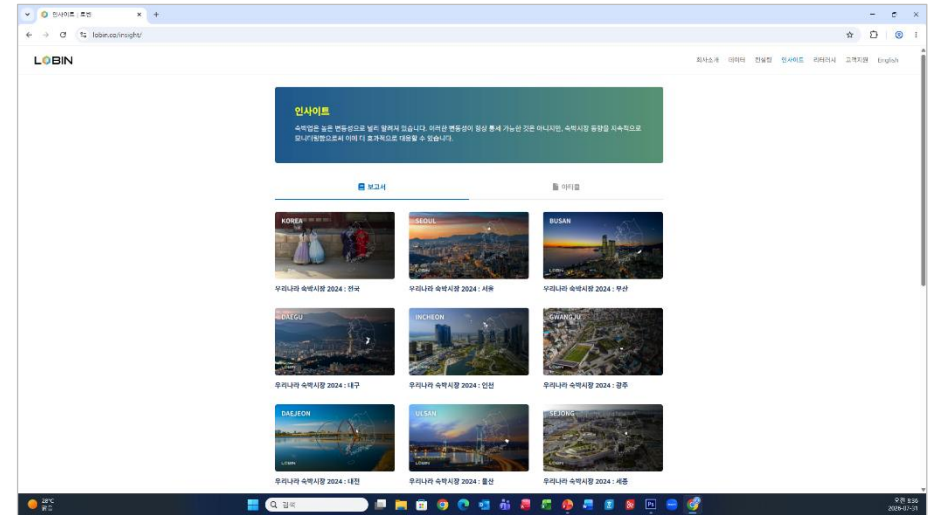
PUBLICATIONS



Lodging Market Korea 2005-2023

lobin.co/en/insight/article/lodging-market-korea-2023/

- **Published:** 2024-08-01 (upon setting up the DB)
- **Data Coverage:** 86,327 establishments across 8 types
- **Market Coverage:** Nation-wide Report
- **Analytics:** 8 indicators for supply and demand



Lodging Market Korea 2024

<https://lobin.co/insight/#report> (Korean Only)

- **Published:** 2025-04-15 (upon updating the 2024 data)
- **Data Coverage:** 83,456 establishments across 11 types
- **Market Coverage:** Nation-wide and 17 Metro-market Reports
- **Analytics:** 15 indicators for supply, demand and revenues

BUSINESS

Supply Data Source

- data.go.kr (Establishments)
- Architecture HUB (Properties)
- Naver, Kakao (Enterprises)

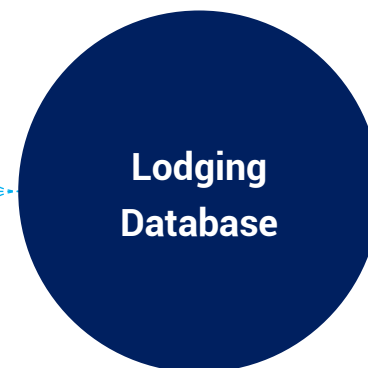
Demand Data Source

- Domestic Travelers Survey
- International Travelers Survey
- ECOS (Demand Variables)

Price Data Source

- Hotel Operating Performance
- Regional Price Index (Yeogwan)
- Economic Census (Positioning)

Industry Expertise



Data Technology

Data Dashboard

- Lodging Market Data Analytics
- Used by Lodging Enterprises
- <https://dashboard.lobin.co/en>

Health Check-up

- Diagnose Financial Healthiness
- Used by Advisors (Accounting)
- Currently under development

Workout Platform

- Workout Distressed Assets
- Used by Investors & Financiers
- <https://rebounder.lobin.co/en>

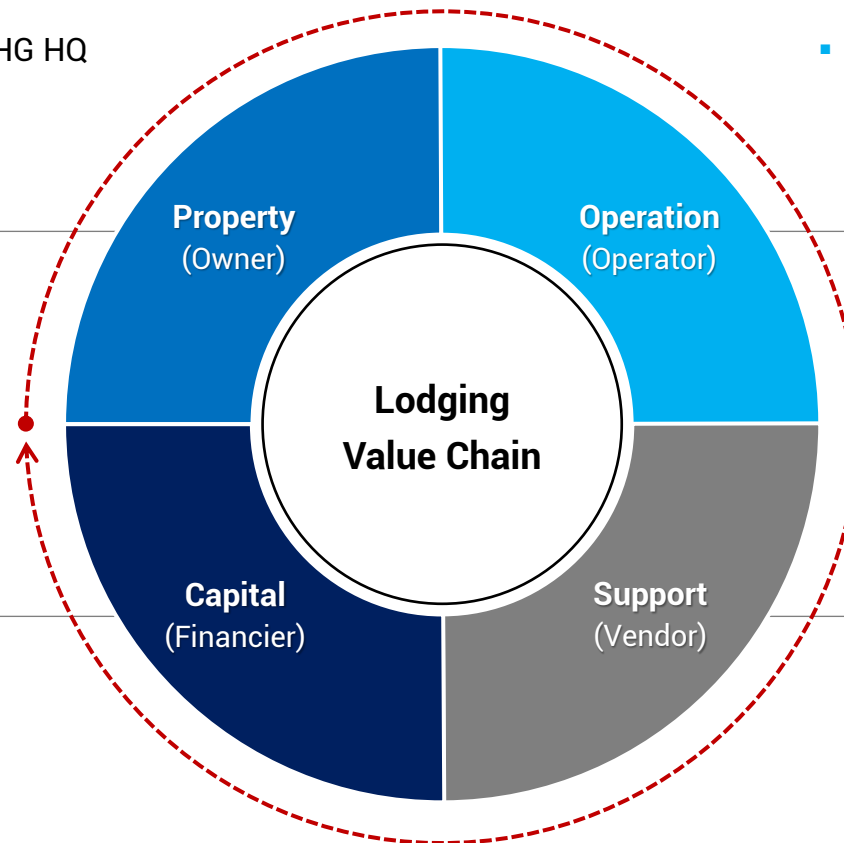
COMPETENCE

Investment & Asset Management

- 2 Korean & 4 Overseas Hotel Investments
- Disposition of a Hotel Owned by IHG HQ

Brand Business Development

- Business Development for IHG Americas
- Ownership Structuring for PEs & REITs



Capital Sourcing & Structuring

- Capital Structure for Hotel Investments
- Capital Structure & Derivatives (CMBS)

Hotel Investment Advisory

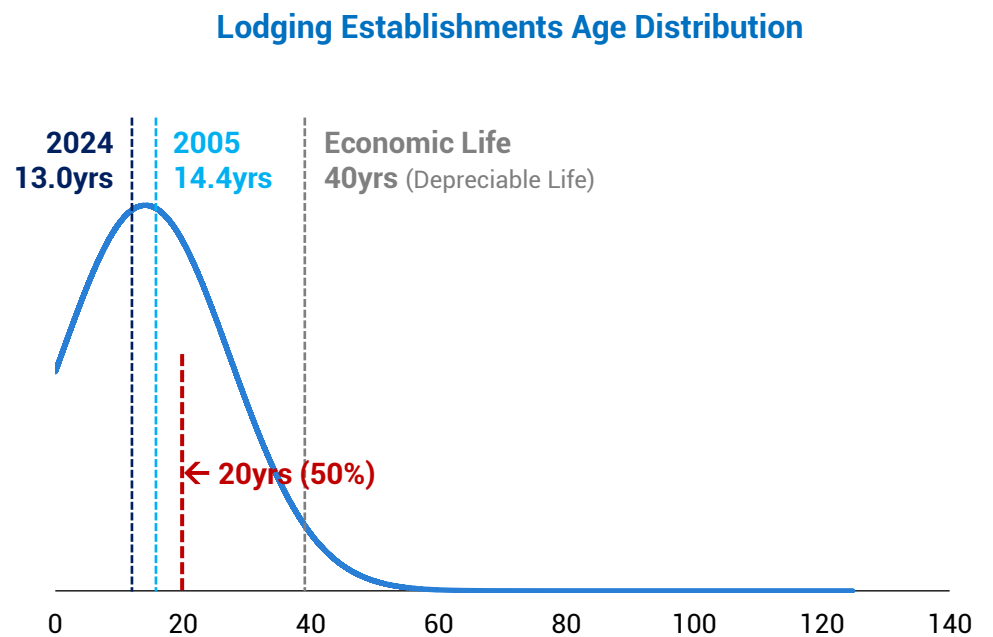
- Advisory for a Condo Hotel Investment in Hawaii
- Advisory for Operator Selection and Negotiation

OBJECTIVE

The risk of the lodging business in Korea can be described from its short lifespan. The lodging business is based on assets with an economic life of up to 40 years, and a short lifespan indicates that the asset has not been utilized effectively.

During 2005–2024, the average lifespan of the lodging business in Korea was 14 years, which is only 35% of its economic life. In other words, any investment or lending to the lodging business must be redeemable in 14 years, and the asset must be capable of alternative use thereafter.

* Data Source: Lobin Database



COMPANY

Lobin is building up a risk management system
for lodging industry, through a complete visibility.

LODGING BUSINESS INTELLIGENCE

Company Name

Lobin Co.

Established

January 10, 2023

Business Category

Database, Consulting

Website

<https://lobin.co/en/>

Registration No.

493-86-02766

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