

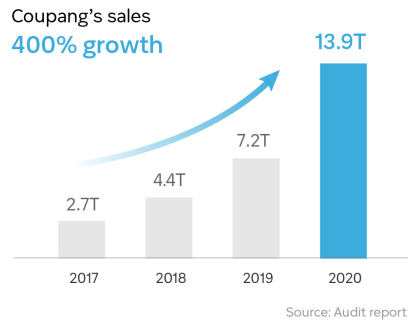
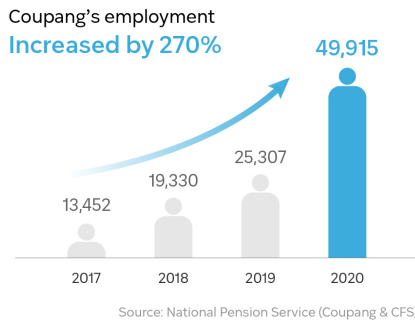
# Coupang at a glance

2021. 11. 5.

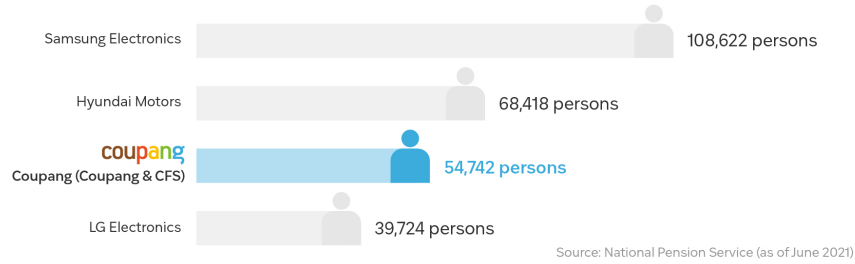
Coupang pursues to make a change in the Customers' daily lives and create a world where people would think, "How did we ever live without Coupang?" With an end-to-end logistics network encompassing the whole process from purchasing to delivery and a culture centered on Customers, Coupang did not give up on anything among "speed," "selection," and "price." Coupang delivers millions of products, including fresh products, on the same day or early in the morning the next day, and provides various services including Coupang Eats, a food delivery service, Coupang Play, a video streaming service, etc.




## Coupang's growth



**Coupage vs "Big 3 employers in Korea"**



## Services

 **Rocket Delivery**

- Next-day Delivery, Dawn Delivery, Same-day Delivery (direct delivery)
- Free delivery on orders of 19,800 won and above
- Free delivery for Rocket WOW members

 **Rocket Wow Membership**

- Premium Membership Service
- Unconditional free delivery, free-returns within 30 days
- Rocket Fresh, Coupage Play services provided
- Monthly membership fees of 2,900 won

 **Rocket Fresh**

- Korea's largest fresh products delivery service
- Dawn Delivery and Same-day Delivery
- Eco-friendly Fresh Bags used for delivery

 **Coupage Eats**

- Food delivery service
- "One house, one order"
- Warm-quality food for the Customers, sales increase for store owners
- Google Play "2020 App of the Year"

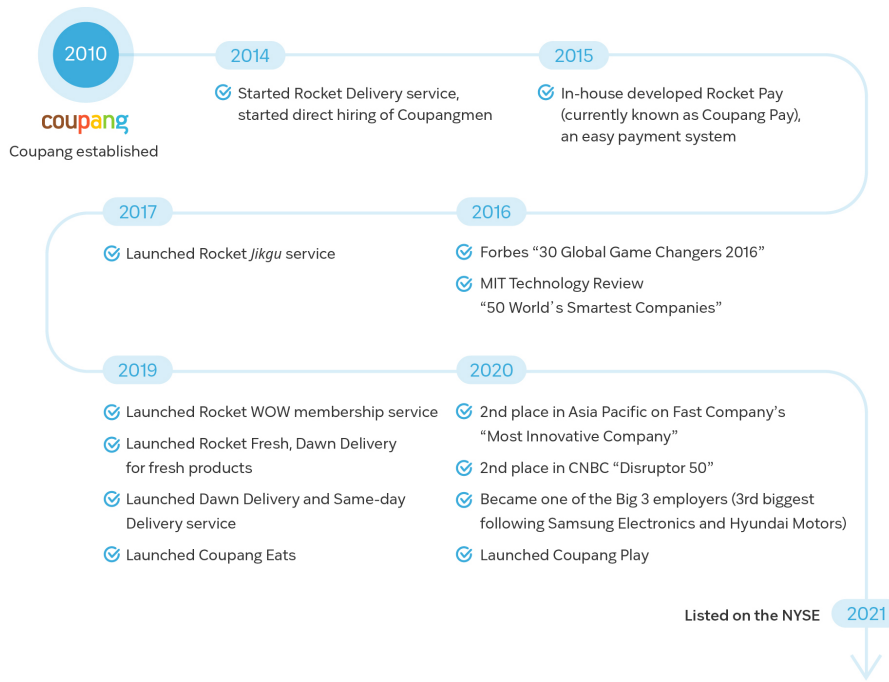
 **Coupage Play**

- Video streaming service
- Popular moves, domestic and overseas TV series, exclusive broadcasting of sports games, various educational content, etc.
- Coupage Play original content

**For more information**

- [Secret of the birth to Rocket Delivery](#)
- [Quality of Rocket Fresh products](#)
- [Google Play "2020' App of the Year" press release](#)

## Coupage's history



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