11street co.,ltd

www.11stcorp.com

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Company Profile

Growing into a leading global commerce platform
Ushering in a new era of e-commerce in Korea

Since its opening back in 2008, 11Street has grown leaps and bounds to become Korea's leading online marketplace—serving 54 million active members around the world as well as in Korea. Today, 11Street is shaping the future of Korea's e-commerce industry under the goal of becoming the No.1 most trusted commerce platform.

Vision & Strategy

Let's take a closer look at the future vision and business strategy of 11Street Co., Ltd.,
a company undaunted by the challenges of the rapidly evolving e-commerce market.

Q1

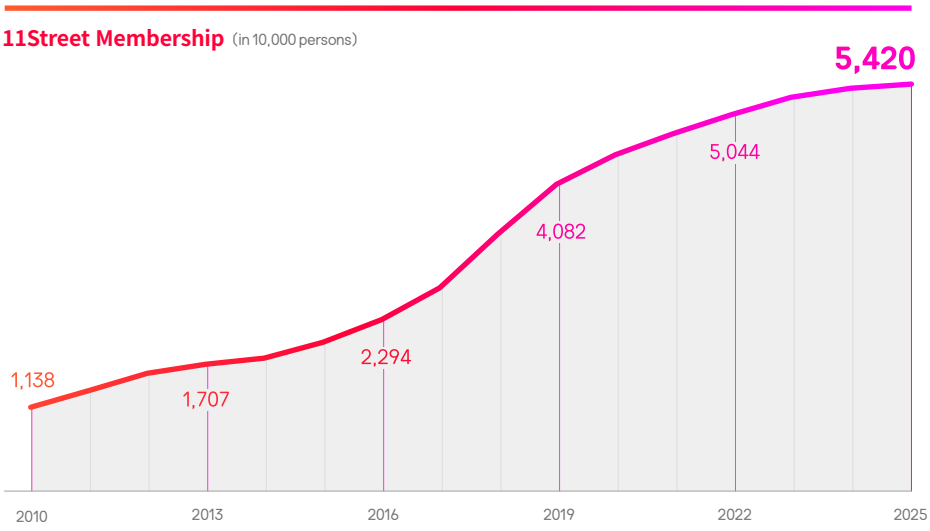
Please share with us the future vision that 11Street Co. Ltd. is pursuing.

As Korea's leading shopping platform business, 11Street Co., Ltd. provides innovative shopping platforms and differentiated commerce services that are well suited for the changing lifestyles of its customers. From a wide range of useful shopping tips and easy access when searching for goods to purchasing whatever you want, this comprehensive shopping experience through our flagship open-market service 11Street sets the bar high when it comes to the customer experience of smart shopping. As we move forward, 11Street will grow into the top commerce platform that connects each customer's lifestyle and shopping patterns through our continued enhancement of product competitiveness, technology innovation, and service improvements.

Q2

What have you accomplished, and where do you see your company going in the future?

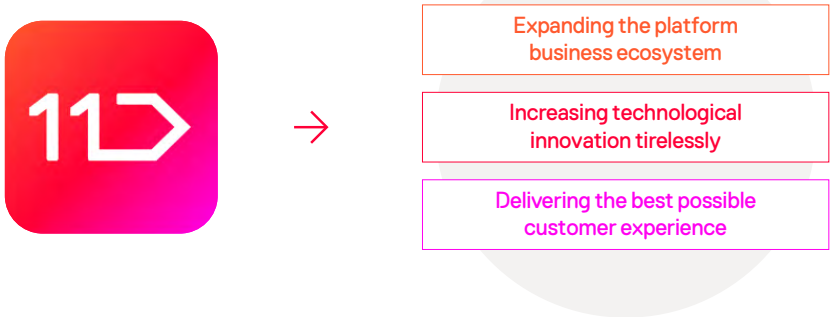
In 2008, Korea's top mobile operator SK Telecom launched the open market business 11Street amid mixed concerns and expectations over the disadvantages it may face as a late starter. It was a risky challenge with much at stake. Nevertheless, 11Street set itself apart from other e-commerce operators with its unique services, successful in its establishment of a new paradigm in the commerce industry. We were quick to move and respond to the rapidly changing market developments taking place, preparing in advance for the advent of the mobile commerce industry in the face of the then-evolving economic recession and cutthroat competition. Since then, 11Street has established itself in the market as a major commerce platform, with an annual sales of KRW 562 billion. Having started as a fast follower, 11Street has grown into an industry-leading first mover. We hope you will continue your support of 11Street throughout our journey of growth as we confidently tackle all the challenges that lie ahead.



Q3

Can you discuss your future business plans?

11Street Co., Ltd. aims to become a hub of online shopping commerce that revolutionizes the shopping experience through its one-of-a-kind premium services, growing its corporate value through innovation in the process. At the same time, we will take the lead in the domestic e-commerce market through a sustainable business portfolio and evolve into the commerce business model of the future. To this end, we have three strategies. First, we will continue to expand the ecosystem of 11Street's platform business by quickly delivering all domestic and foreign goods and services necessary for customers' lives at the best prices. Second, along with the continuous improvement of our UI/UX and search platforms, we will continue to drive technological innovation by incorporating commerce services with various technologies of SK affiliates, such as personalization recommendations and AI. Third, through synergies with SK affiliates and strategic cooperation initiatives with global partners, we will deliver the best customer experience by providing customized customer value across all shopping, finance/payment, and membership segments.



History

What 11Street has achieved represents the growth of Korean open marketplaces and how far e-commerce innovation has come throughout the country. Moving beyond being Korea's top open marketplace, our next step forward will be to become a commerce platform that serves people around the world.

2007 ~ 2014

Nov. 2007
Formation of a subsidiary by SK Telecom called Commerce Planet Co. to serve as the operator of the 11Street service

Feb. 2008
Launch of the 11Street open marketplace service

Apr. 2010
Opening of Mobile 11Street service

Dec. 2012
The first Korean open marketplace to top the country's four customer satisfaction surveys (NCSI, KS-SQI, KCSI, and KS-WCI)

Jan. 2014
Launch of Shocking Deal, a curated commerce promotion

Nov. 2014
11Street Festival Day, and established as an annual event

2015 ~ 2021

Apr. 2015
Launch of Syrup Pay Service (now 11 Pay)

Feb. 2016
Integration of SK Planet and Commerce Planet Co.

July 2016
Renewal of 11Street's brand identity

Sep. 2018
11Street Co., Ltd. established

Nov. 2019
Launch of the video clip review service Ggukgguk

Apr. 2021
Launch of Fast Delivery Service (now Shooting Delivery)

2022 ~ 2026

Feb. 2023
Launch of vertical services

Dec. 2023
Consumer-Centered Management (CCM) certification achieved for the third consecutive year

Mar. 2024
Launch of Shooting Seller, a fulfillment service

Nov. 2024
Launch of a free membership service Family Plus (now 11Street Plus)

May 2025
Launch of Mart Plus, an integrated grocery service

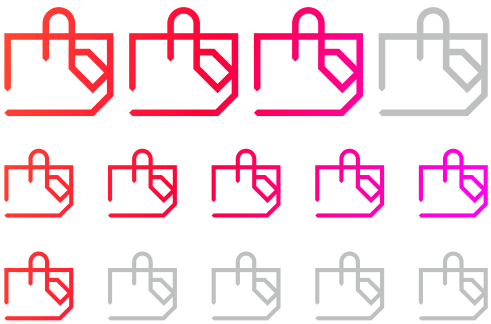
Nov. 2025
Incorporation of SK Planet subsidiary

Jun. 2026
Launch of Cross-border E-commerce Service on JD.com (China)

Numbers

11Street has transformed the intangible value of the 'Shopping Evolution' in Korea into a tangible value of innovative customer experience. Here are the numbers that tell how incredible shopping experience we have delivered to customers to date with all the products and services they want.

Number of Goods Sold (2025)



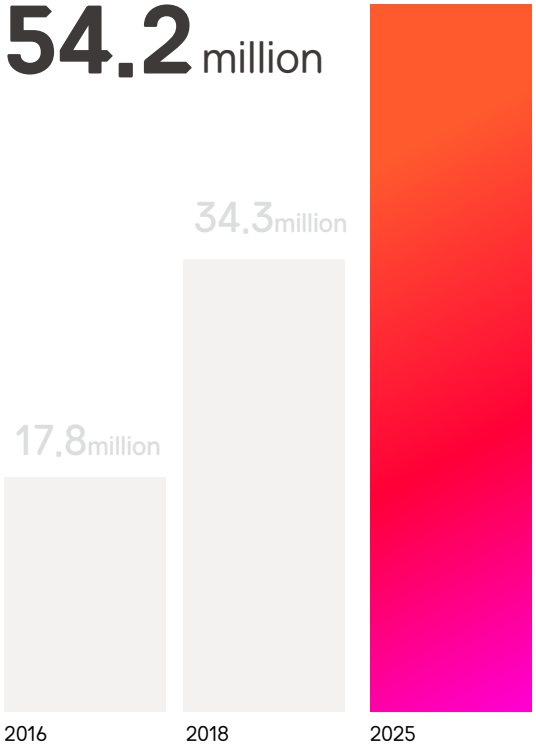
360 million items

Annual Sales (2024)

KRW 561.8 billion

Number of 11Street Subscribers (persons)

54.2 million



Number of Monthly Users of Mobile App (2025)

8.6 million users

Live Streaming Service 'LIVE11'

Number of Cumulative Views

958 million views

Cumulative number of broadcasts

5,681 times

Video Review Service 'Ggukgguk'

Cumulative Number of Review

20.7 million reviews

Daily average uploads of reviews

9,500 reviews

Quick Payment Service '11Pay'

Total users

19.7 million persons

Cumulative Settlement Amount

KRW **36** trillion

(2025)

Awards

11Street has made tireless efforts to enhance customer satisfaction and to further contribute to the open marketplace industry. Our hard work has earned us a number of awards and accolades both in Korea and overseas.

Endorsement of Consumer-centered Management

In 2023, 11Street's commitment to customer satisfaction in diverse areas was certified by the Korea Consumer Agency's Consumer-Centered Management (CCM) for a third straight year. Endorsed by the Fair Trade Commission, the certification is granted to companies whose management activities work through the perspective of and are centered on consumers, and continuously improve for the sake of consumers. 11Street was awarded the certification for interactive communication with customers and tireless technology innovation for them, while constantly upgrading its services at the same time. Going forward, we will continue to put customers at the center of our future plans in providing the best services to the satisfaction of both buyers and sellers.

No. 1 in the Korea Standard Service Quality Index's (KS-SQI) e-commerce sector for the 18th consecutive year

2008~2025

No. 1 in the Korea Customer Satisfaction Index's (KCSI) open marketplace sector for the 17th straight year

2009~2025

Winner in the corporate identity category at the iF Communication Design Awards

2017

Winner in the Red Dot Design Award's brand identity category

2017

Winner in the geographic category (Korea), digital and social media category (marketing) at the Asia-Pacific SABRE Award

2021

Commendation from the Minister of Trade, Industry, and Energy for contribution to the promotion of mutual growth and collaboration within the distribution industry

2017

Presidential Prize Winner in the Service Innovation category at the Korea Retail Business Awards, hosted by the Korean Chamber of Commerce and Industry, Inc. (KCCI) and Maeil Business News Korea

2016

Brand Identity

With a simple geometric form featuring eye-catching colors, the 11Street logo symbolizes 11Street's commitment to delivering customers the pleasure of shopping and the most rewarding experience through the 11Street platform.

Shape

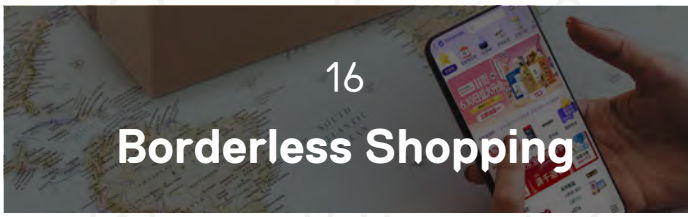
The shape symbolizes a signpost that is also reminiscent of a street in the real world, with the logo intuitively embodying the forward-looking orientation of the brand name and visualizing a virtual shopping space at the same time. It also minimally visualizes the brand's message of guiding customers to a brand-new lifestyle with its wide range of products and unique services. This simple shape of the 11Street logo effortlessly fits into even the smallest mobile screen without compromising its readability, leading customers to a feel-good brand experience.

Color

These three circles carry the three key elements of 11Street—customers, shopping, experience—in three layered colors: orange, red, pink. The combination of these three circles signifies that the shopping experience grows exponentially when customers make use of our unique shopping services. The color gradations represent the distinctive identity of 11Street, infusing vitality into every customer's shopping experience.

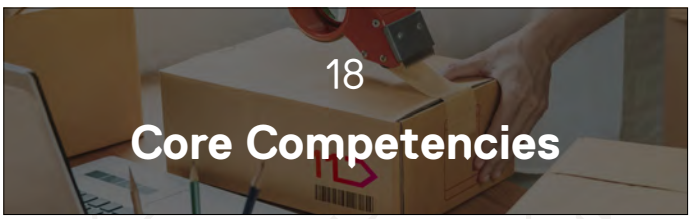
14 The Best Online Marketplace

15 Service Strategies

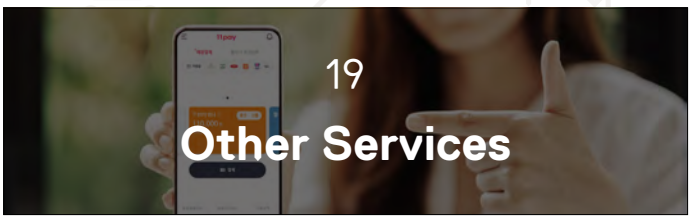


16 Borderless Shopping

17 Shopping Festival



18 Core Competencies



19 Other Services

Business Overview

Growing beyond the most advanced open marketplace,
we are taking bold, innovative steps to become a full-service commerce platform
that serves the world with everything, both tangible and intangible.

11Street has now grown into Korea's most advanced open marketplace, delivering top products to buyers and boundless opportunities to sellers. Today, our sights are set on expanding the open marketplace. The changes we have initiated and our innovation drives are aimed at becoming a full-service commerce platform that offers everything in the world, tangible and intangible, from products to services, information and content.

The Best Online Marketplace

Korea's Leading Open Marketplace

11Street entered the e-commerce business in February 2008 as a homegrown online marketplace. Since then, the company has achieved remarkable growth, taking the lead in the open marketplace industry. Customers can purchase quality products online and through their mobile devices with our established platform at competitive prices. Our consistent innovation in service and technology has successfully enabled us to provide our customers, both sellers and buyers, with industry-leading services. 11Street has always been at the forefront of various innovative marketing and promotion activities, including point mileage programs such as 11 Pay Point and OK Cashbag, which gave excellent bargains to consumers and led to the sale of more than 360 million products and services to sellers, from small venders and brand makers to department stores and wholesale markets.

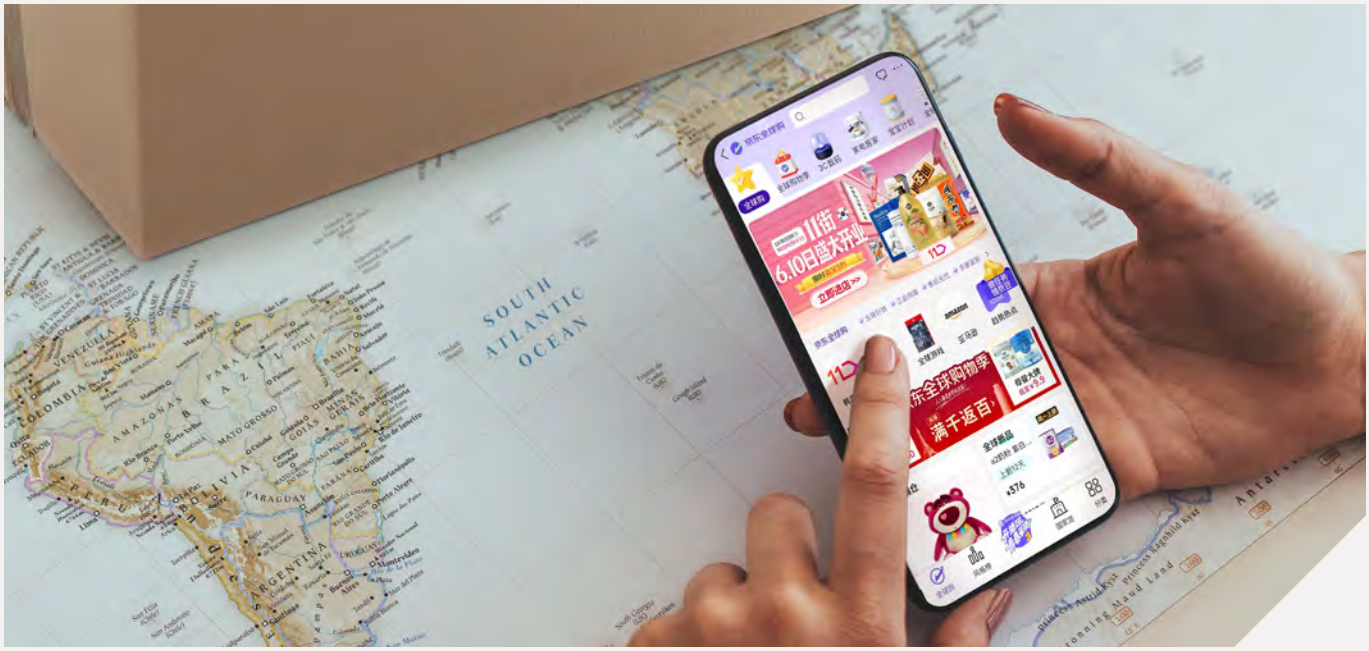
Service Strategies

Driven to Become a Full-Service Commerce Platform

11Street has realized a commerce platform beyond the open market through various services that embody our unique values. Ranging from the fresh food direct delivery service Sinseon Bapsang, the luxury brand products service OOAh Luxe, and the premium refurbished items service Refurbly, to the trendy fashion curation service #OOTD, the grocery service Mart Plus which integrates multiple 11Street's verticals, and the budget item service 9900 Won Shop, our exclusive vertical services are thoughtfully designed to meet customers' diverse and segmented needs, earning widespread acclaim from users. Our logistics competitiveness continues to evolve with 'Shooting Delivery,' which offers rapid delivery services on a daily basis including next-day delivery nation-wide for orders placed by midnight and same-day delivery within the Seoul metropolitan area for orders placed by 11 a.m., while our comprehensive fulfillment service, 'Shooting Seller,' optimizes logistics operations with seamless solutions for sellers. Additionally, the live commerce streaming platform LIVE11 engages in real-time communication with customers, providing clear, detailed information and delivering an enjoyable shopping experience. At the same time, customer-uploaded video reviews on Kkuk Kkuk offer trustworthy information. In addition, the membership service 11Street Plus provides customers with various monthly discounts and points benefits free of charge.

Borderless Shopping

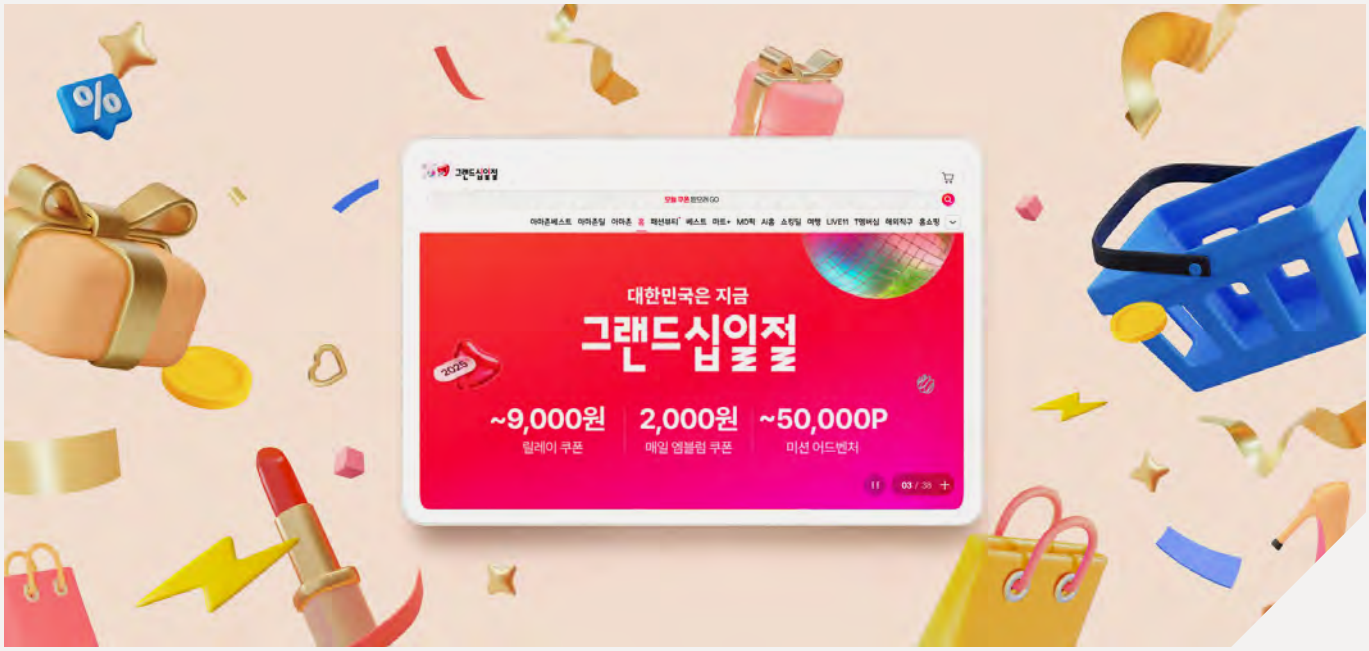
Shopping That Breaks Down National and Language Barriers



11Street has entered into a strategic partnership with JD.com, China's leading e-commerce company by sales revenue, to operate a cross-border e-commerce business targeting Chinese consumers. By single-handedly managing the entire process, including ocean freight, customs clearance, last-mile delivery in China, as well as customer service, marketing, and tax administration, we have significantly lowered the barrier for Korean sellers entering the Chinese market. With this support, sellers can easily offer competitive Korean products to JD.com's more than 700 million annual active users, without the burden of heavy upfront investment. To further promote these products, we have launched an 11st Specialty Store within JD Worldwide, JD.com's cross-border e-commerce platform. It features a wide range of products popular with Chinese consumers, with a focus on K-beauty brands, along with processed foods, health functional foods, fashion, home and living products, and baby products. It is prominently featured on the JD Worldwide main page alongside leading global e-commerce companies such as Amazon, Walmart, and Rakuten. Through this platform, we are creating new growth opportunities for Korean sellers, delivering a trusted shopping experience for Chinese consumers, and contributing to the expansion of cross-border commerce between Korea and China.

Shopping Festival

Every Day Is a Festival Day @11Street!



Since its launch in 2008, every November is a festival @11Street. The 11Street Festival Day is celebrated on the 11th day of November, when the number 1 occurs four times in the date (11/11), and is thus designated as the festival day that comes with the most generous benefits for customers. Since 2017, the event has expanded in scale, with the Grand 11th Day shopping festival now being held annually for eleven days from November 1–11. In 2025, a Grand 11th Day also started being held in May, creating a large-scale shopping event in the first half of the year as well. Just like Alibaba's Singles' Day Global Shopping Festival and Amazon's Black Friday, 11Street Festival Day has become one of the biggest sales events in Korea. The 11Street Festival Day event has set 11Street apart from its competitors' November shopping events. Starting in February 2019, 11Street expanded the festival to a monthly event, offering a wide range of benefits. Today, 11Street's Festival Day is expanding its scope beyond special shopping offers to include the entire online shopping business ecosystem, offering special themes for customers to take advantage of online.

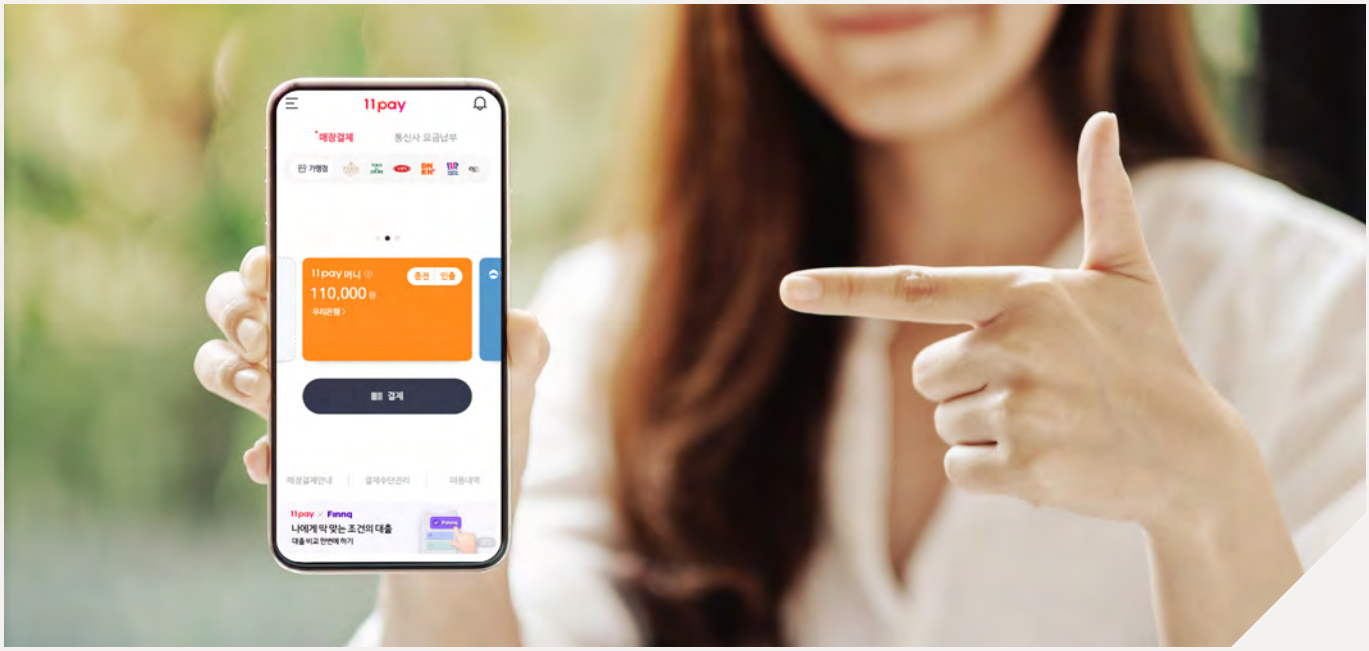
Core Competencies

Systems and Technologies that Boost Trust and Benefits

11Street has adopted several systems that ensure safe and secure transactions. We operate an Intellectual Property Protection Center to allow for reporting of suspected trademark or copyright violations, and a Safe Transaction Center to allow for reporting of harmful products or improper transactions, including dangerous or counterfeit goods. These activities play a key role in enhancing customer trust. Our 110% refund policy for counterfeit goods minimizes inconvenience and harm to customers, and we are also making efforts to prevent improper transactions including through intensive monitoring of brands for which forgeries are frequently reported and operation of a fraud detection system (FDS). Our AI-based commerce search technology was developed in-house, allowing big data-based individualized recommendation technology throughout our platform. As such, we are preemptively adapting to the rapidly changing commerce market environment so that we can offer customers the most enjoyable and convenient shopping experience.

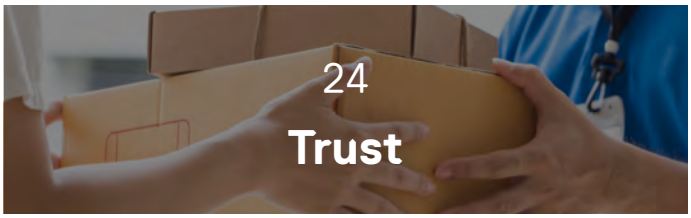
Other Services

Unique Services with Special Offers

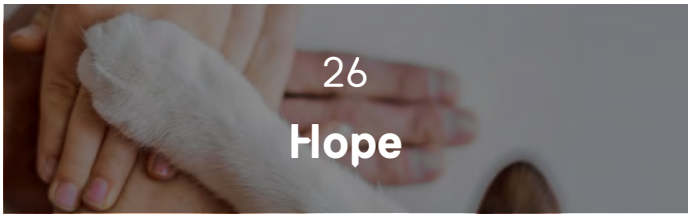


11Street Co., Ltd. offers a quick payment service through 11Pay, which is available a all merchant stores after signing up through a quick and easy process. 11Pay is a digital payment service with 19.7 million users and a cumulative settlement amount exceeding KRW 36 trillion. The service is available on all SK Group affiliates' services, including T World Online/Direct, SK Telecom distributors, TMAP, Btv, as well as 11Street. It is also compatible with a number of T Membership Offline Merchants, such as major CVS franchises—CU and Seven Eleven—and a bakery franchise, Paris Baguette. In addition, 11Pay service is compatible with diverse secured settlement services that include the prepay service 11Pay Money, money transfers, credit/debit cards, and mobile phone payment services. Moreover, we are making efforts to provide customers with even more differentiated products and services, including the high-end economical skincare brand Scinic, as well as our budget-friendly private brand All Standard.

22
Technology



24
Trust



26
Hope

Core Values

Our innovative technologies and highly trusted programs
make shopping a pleasant and convenient experience,
while our initiatives to bring about a better society make the world a better place.

Ensuring that shopping is a more pleasant and convenient experience, and making the world a better place that is healthier for all. These two commitments are the overarching values that 11Street Co., Ltd. pursues on a daily basis. That is why we continue with innovative technology R&D efforts and pursue increased trust among customers. While delivering hope to every part of society, 11Street works hard to grow alongside customers and society as a whole.

Technology that is changing today's shopping paradigm

Convenience that leads to satisfaction

Technology

11Street Co., Ltd. channels its technology R&D resources into developing search algorithms and recommendation techniques that better understand customer preferences and innovate online shopping tools. By making use of AI and big data analysis technologies, we will bring about a "zero effort commerce" initiative that minimizes any potential hassle at every stage of the shopping process.

Search Algorithms that Better Understand Customer Preferences

11Street uses advanced search engine technology to provide services that enable users to conveniently search for and purchase products. Since more information is better when it comes to making purchasing decisions about electrical appliances such as laptops and smartphones, the search results from these categories include product specifications, while beauty products display customer reviews so that shoppers can easily find out anything they need to know about a product.

Through its User's Search Flow feature, 11Street provides differentiated search results based on customer behavior patterns, such as recommendations on products of interest, suggestions for products which are popular or have good reviews, and purchasing guides, allowing customers to easily find the product they want.

The 11Street app also reveals popular shopping keyword rankings on a real-time basis. At 11st.co.kr, our user interface is constantly evolving to make your shopping experience easier than ever when trying to find what you want.

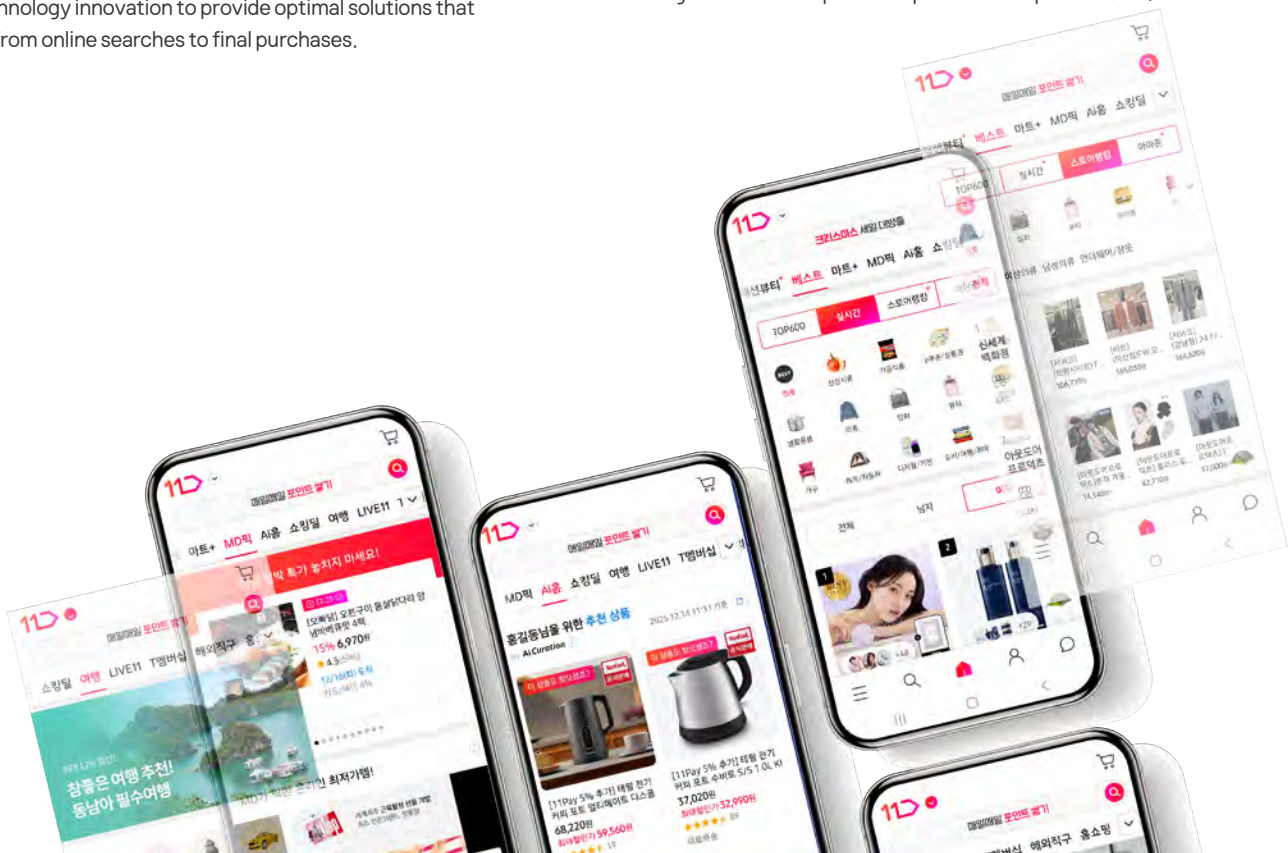
We also have in place an established system that monitors search queries on a real-time-basis. Any search fail will initiate a process in a very fast manner to coordinate with merchandisers and secure the product for our stock. As we move forward, 11Street will continue our search engine technology innovation to provide optimal solutions that cover everything from online searches to final purchases.

AI-Powered Solutions for Smarter Shopping and Selling

At 11Street, we are redefining online shopping with cutting-edge AI technology to create a commerce platform that knows what you want before you do. 11Street's ultra-personalized recommendation service AI Home analyzes your search and purchase history to understand your shopping patterns and interests, in order to offer suggestions of items you may be interested in. It takes account of factors including reviews, delivery benefits, real-time sales figures, and cost competitiveness to offer the most appealing products first, increasing customer satisfaction with the shopping experience. This allows it to effectively mitigate the difficulty of finding quality products and comparing/selecting from among alternatives.

For our sellers, 11Street provides powerful AI tools that drive success. The AI Selling Coach program leverages big data to deliver actionable insights into search trends, sales patterns, and detailed analyses of market trends and competitive landscapes. By helping sellers identify market opportunities and optimize keyword strategies, AI Selling Coach equips them with the resources they need to thrive in today's competitive e-commerce environment.

11Street will continue to develop its ultra-personalization capabilities through AI, evolving through contextual commerce that provides customized product recommendations through multi-faceted understanding of customers' purchase patterns and preferences.



Becoming Even More Trustworthy
Growing a Sound Business Environment

Trust

Mutual trust-based credibility between buyers and sellers
is essential to transactions on open marketplaces.
11Street has carried out diversified and practical marketing campaigns
built firmly on trust since its inception,
thereby contributing to a sound and spirited commerce ecosystem.

A Dual Platform Promoting the Best Shopping Practices

Committed to eradicating illicit sale practices, 11Street protects legitimate sellers and secures customer purchases through its Dual Platform. This consists of our Intellectual Property Protection Center and Safe Transaction Center.

Alleged infringement of intellectual property rights, such as trademarks or copyrights, are reported to the Intellectual Property Protection Center, which is affiliated with more than 3,700 domestic and international rights holders. If the suspected seller fails to prove the claim false within three days of such a report, they are immediately banned from selling the product at issue.

In addition, the Safe Transactions Center is a platform for reporting any illegal products or transactions, including dangerous products or fakes. 11Street has a zero-tolerance policy on forgeries. When the report turns out to be well-grounded, the reported seller is banned from our website and can be subject to police investigation.

Dual Platform

Intellectual Property Protection Center

Protecting intellectual property rights

Safe Transaction Center

Ban on forgery sales or illicit transactions

Generous Compensation Policies

11Street was the first Korean online marketplace to adopt the "110% Compensation for Counterfeit Products" policy. It was out of our commitment to effectively address the shortcomings of other online marketplaces: low credibility arising from inconveniences and losses incurred during the purchasing process, as well as illicit practices that have jeopardized e-commerce transactions.

We addressed this right away with the "110% Compensation for Counterfeit Products" policy—10% in 11Pay Points plus a full refund of the purchase amount—when any product purchased from our partner sellers' brands is confirmed to be a forgery.

Fraud Detection System for Preventing Illicit Sales

To proactively prevent illicit sales, 11Street conducts intensive monitoring of brands that are frequently associated with counterfeit listings and operates an FDS (Fraud Detection System) to detect and block suspicious or abnormal transactions in advance. In addition, 11Street also has a Mystery Shopping program in which it purchases suspicious products for validation at its own expense. These measures have proven highly effective, as forgery sales have plummeted since its adoption.

Compensation Policies

Forgery 110% Refund

110% compensation for forgery items

Fraud Detection System

FDS (Fraud Detection System)

Preemptive prevention of illicit sales

Delivering Hope
Contributing to a Better Society

Hope

11Street Co., Ltd. practices several social value creation activities to deliver hope to people and to invigorate society as a whole.
Today, we continue to grow alongside society
by caring for those in need and providing hope to them.

11Street Shopping for Hope

'11Street Shopping for Hope' is a social contribution program launched in 2013, in which 11Street works together with sellers and shoppers to help make a difference. The 11Street Shopping for Hope campaign has established a virtuous cycle to spread hope to sellers, shoppers, and the local community through its Hope Sponsorship funds, where customers can automatically make donations by purchasing products marked 'Hope' by sellers. These meaningful donations have supported job-seeking students, children from low-income families, single mothers, and children with hearing disabilities. Starting in 2024, we have expanded our efforts to include support for small business owners while maintaining our commitment to pet welfare.

Building on this initiative, 11Street has partnered with Social Solidarity Bank, a leading social finance institution, to launch the 11Street Shopping for Hope Small Business Loan Support Program. Designed to support small business sellers on our platform, this initiative offers interest-free loans to help them navigate challenges like rising costs and economic uncertainty. Over the next five years, starting in 2024, we will provide KRW 2 billion in funding to 500 sellers, helping them reduce some of their financial burden and achieve business stability.

Since 2021, 11Street has partnered with the Korean Animal Welfare Association to promote adopting abandoned pets and improve care for pets around the country. In 2024, we helped rebuild NoGyeonJeong, a shelter for older dogs that cannot find adoptive families. We transformed the existing facility, which had been vulnerable to fire and drainage issues, into a safe and comfortable refuge, reopening it in 2025.

On top of existing activities, 11Street will continue to expand 11Street Shopping for Hope in myriad ways to consistently create social value and contribute to the overall development of society.

Total Number of 11Street Shopping for Hope

KRW **170** million
Hope Sponsorship funds (2024~2025)

KRW **8.08** billion
Cumulative Hope Sponsorship funds (2013~2025)

420,000
Number of participating customers (2024~2025)

28 million
Number of Shopping for Hope items (2024~2025)

Supporting Sales Channels for Mutual Growth

11Street supports local producers and social enterprises, many of whom often find it hard to gain access to online distribution channels.

In collaboration with local governments and cooperatives, we support local producers with distribution channels for their seasonal agricultural produce. This approach helps regional producers become accustomed to business opportunities through online markets, while providing 11Street customers with direct access to fresh local produce.

Moreover, 11Street is actively seeking opportunities for mutual growth with those social enterprises which strive to resolve key social issues across various fields. In collaboration with SK Group's 'Happynarae', we aim to create sustainable social value through the socially responsible 'SOVAC Market' online mall to help customers easily find products being offered by social enterprises.

Committed to a Mutually Beneficial Ecosystem through the 11Street Seller Zone

Since its inception in February 2008, 11Street Seller Zone, 11Steet's seller education center, has supported aspiring open-market entrepreneurs in bringing their dreams to life.

Today, 11Street Seller Zone provides a comprehensive education curriculum led by expert instructors, covering the entire selling process from product procurement and the creation of detailed product pages, ordering and settlement management, to advertising execution and marketing for sales growth. Our online education programs, focusing on solid understanding of fundamental concepts, enhance sellers' capabilities to help them establish themselves quickly and support their growth.

11Street's Seller Zone will continue to develop trend-leading quality programs to foster competitive sellers. In support of seller partners' vision and hope, we will grow along with them, side by side, to complete a sound e-commerce ecosystem.

Total Number of Seller Zone Trainees (2025)

Number of online page views

940,000

Go to 11Street Seller Zone

11street co.,ltd

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