

DATA & INSIGHT PARTNER

TrendResearch

Company Profile

“Based on trust, **Growing together.**”

Greetings. I am Yong-Su Kim, CEO of Trend Research.

Trend Research is a specialized research agency that provides accurate interpretation and balanced analysis amidst complex social and market environments. Experts from various fields directly participate in research to derive practical, data-driven insights.

Build an online panel based on offline research experience, and IT professionals conduct research alongside experts majoring in business and statistics. Professionals with over 20 years of experience in whole marketing research participate, responsibly managing everything from research design to analysis.

Based on our online research capabilities, we are equipped to conduct simultaneous surveys across 28 countries. Using scientific methodologies, we have systematically estimated the domestic fashion market size for the past 20 years and the domestic beauty market size for the recent 5 years.

Moving forward, driven by the philosophy that "customer satisfaction comes from employee satisfaction," we will continue to grow alongside our clients through principled research and responsible analysis.

Thank you.

Yong-Su Kim, CEO of TrendResearch



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— SECTION 01

Company Overview

The data accumulated since 2002 has shaped The TrendResearch's today.

Established in 2002, TrendResearch is a specialized firm that has been conducting online and mobile research for over 20 years. In a rapidly changing society and marketing environment, we have focused on moving beyond simple data collection to accurately interpreting its true meaning.

Experienced researchers directly participate in the entire process from research design to analysis, providing insights that offer practical help to our clients' businesses.



Collaboration between marketing and social sector experts

Based on market trend analysis and academic foundations, we propose practical solutions.



Extensive research capabilities based on 39.77 million panels

By utilizing our proprietary panels with partnered panels from three telecom companies and Kakao Bank, we survey diverse targets accurately and efficiently.



Expertise in Global & Qualitative Research

Experienced researchers provide in-depth insights through thorough analysis and conduct overseas market research.

TrendResearch delivers tangible benefits to clients' businesses through sophisticated data analysis.

Records accumulate, Analysis deepens.

Since its establishment in 2002, TrendResearch has been studying the market based on technology and data.



2002 - 2010

- 2002** Establishment of TrendResearch Co., Ltd. and initiation of regular corporate research
- 2006** Construction of online panels and T-Panel; development of sampling programs
- 2008** Industry-leading establishment of online qualitative research and electronic reporting systems
- 2010** Conducted global national brand research across 28 countries

2011 - 2020

- 2012** Developed a TV commercial evaluation content site and operated a testing system for new types of internet/mobile advertising
- 2016** Developed measurement models and led research for the K-Fashion & K-Beauty markets
- 2018** Expanded customer experience research for platform services and large mobility companies
- 2020** Signed MOU with Sungshin Women's University Industry-Academic Cooperation Foundation for Data Science and presented Korea Beauty Market Trends

2021 - NOW

- 2022** Established a corporate R&D center and acquired Main-Biz certification
- 2023** Presented Korea Fashion Market big data trends and global attribute indices
- 2024** Secured public data credibility through local government fact-finding surveys and policy evaluations
- 2025** Conducted social value-centric research, including immigrant status surveys and education policy performance analysis

01



NO. 10-2703488

An apparatus that builds the enterprise DB utilized for business surveys

02



NO. 10-2700057

A server that verifies telephone-based surveys

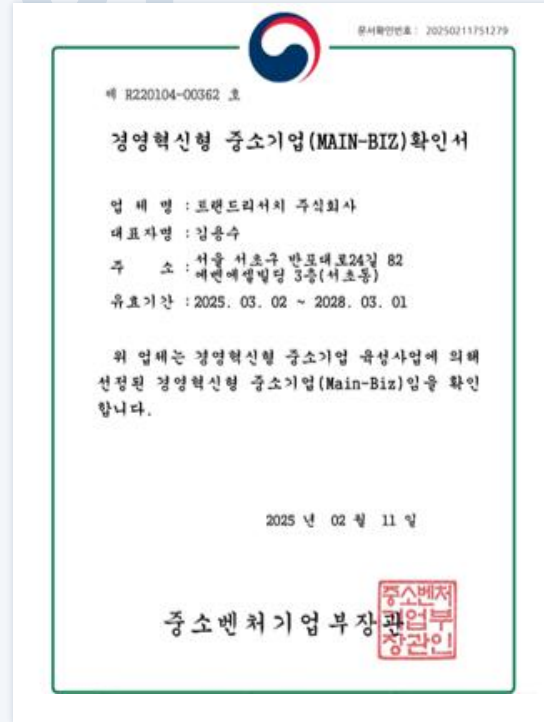
03



NO. 10-2700056

A server that conducts online surveys

01



MAIN-BIZ

02



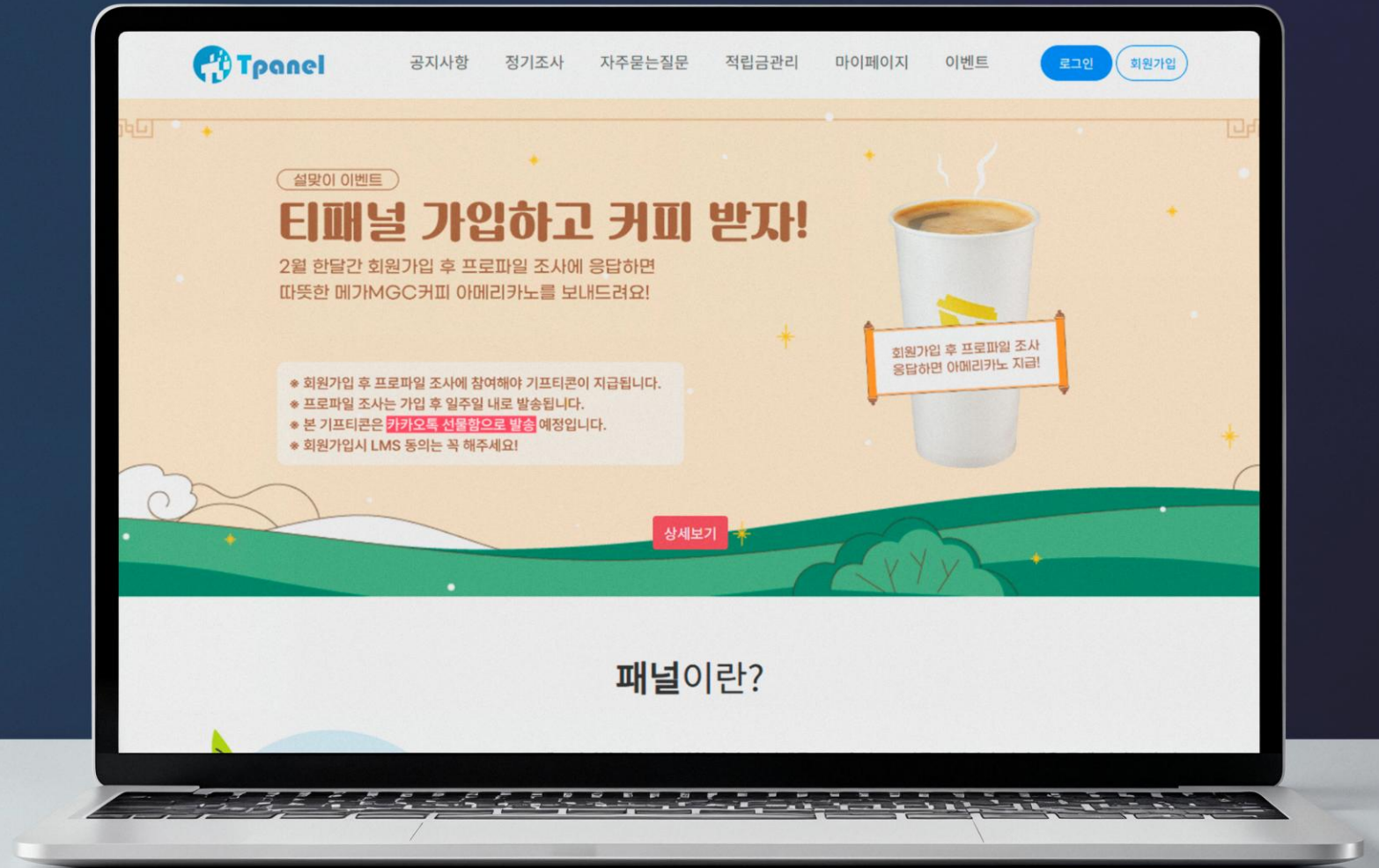
Corporate R&D Center
Certificate

— SECTION 02

Panel Infrastructure & Quality

Panel Site Operation

TrendResearch provides customized content that maximizes the value of panel activities through our independent panel site.



Panel Composition & Research Infrastructure

TrendResearch systematically designs samples suitable for research objectives by linking the management capabilities of **our proprietary panel platform** with **telecom network partnerships**.

Total Reach
39.77 mil +

Powerful Hybrid Panel Network

Integrated Global Infrastructure

Wide targeting by linking proprietary T-PANEL (770k) with telecom and Kakao Bank networks.

Global Research Capabilities

Surveys in up to 28 countries via global networks; Korea's leading overseas research execution.

Panel Quality
High-End

Panel Neutrality & Lifecycle Quality Control

Preventing Bias

Ensuring objective representativeness with a neutral panel composition free from community bias.

Data Integrity Verification

Proactively blocking poor respondents and duplicates via DB-based tracking of history, speed, and sincerity.

Analysis
Scientific

Statistical Representativeness & Precision Analysis

Sophisticated Random Sampling

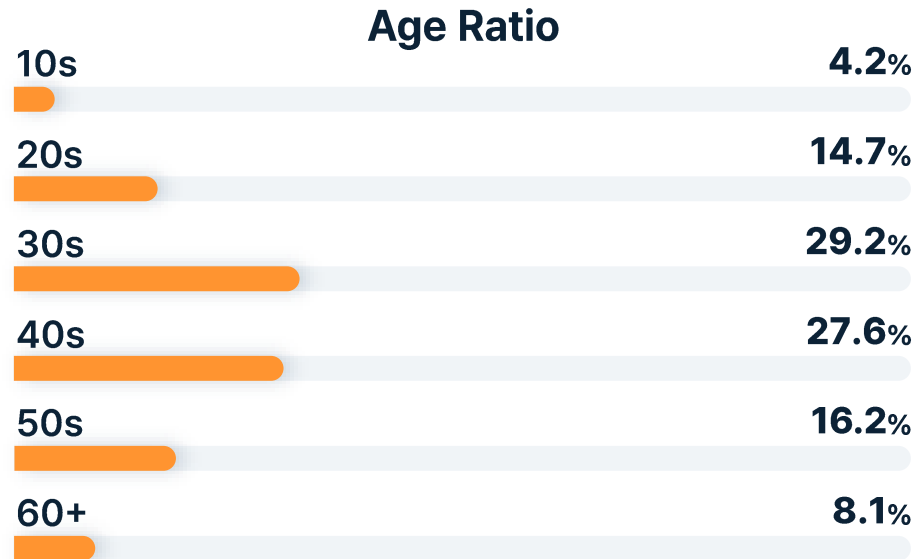
Securing representativeness via email/Notification Talk sampling and population estimation weighting.

Advanced Statistical Testing

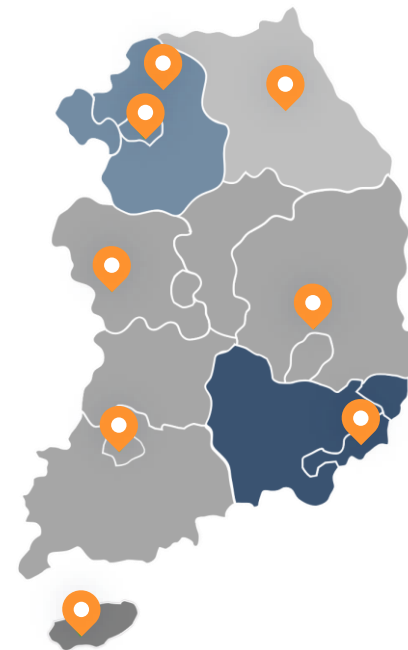
Enhancing credibility by providing statistical testing results beyond simple frequency counts.

Panel Distribution Status

Execute rapid and accurate research through strategically designable 770,000 panels and a verified system.



Regional Distribution

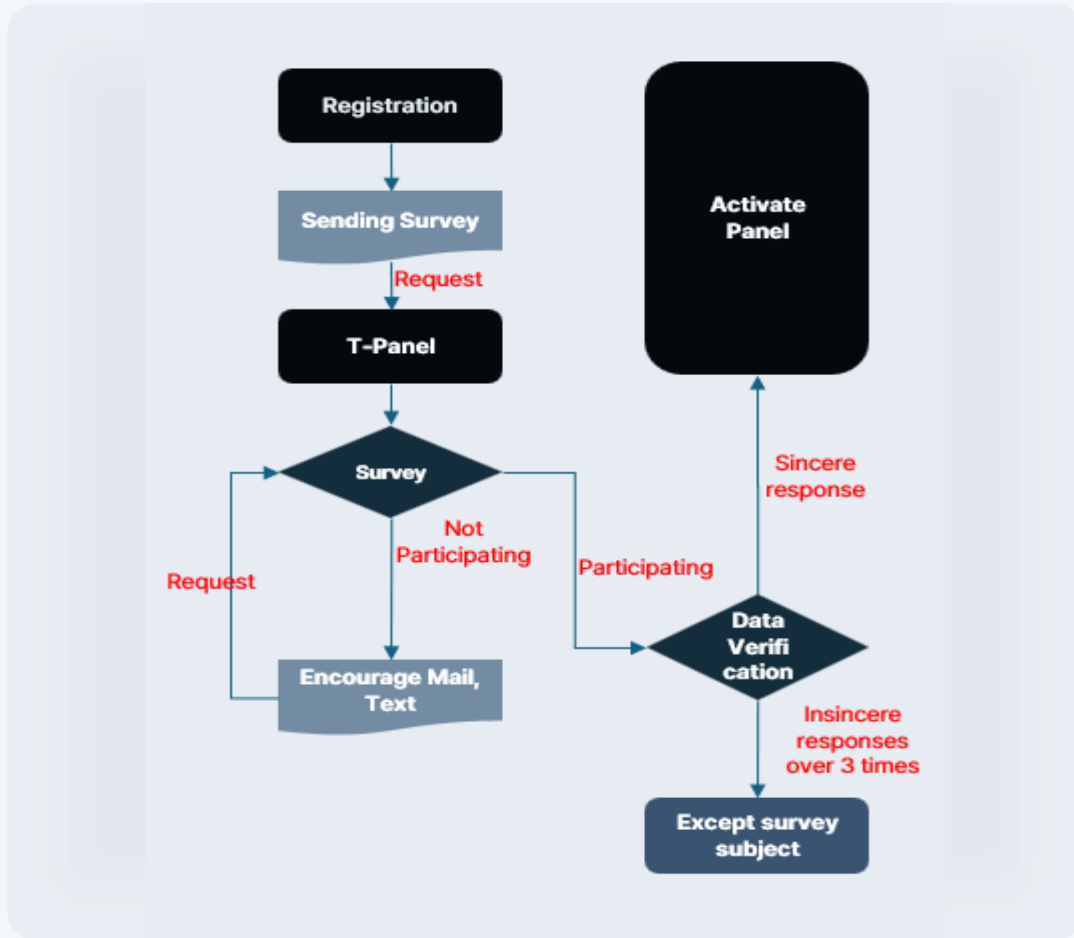


Seoul	25.8%	Incheon / Gyeonggi	34.9%
Busan / Ulsan / Gyeongnam	12.6%	Daejeon / Chungcheong	9.2%
Daegu / Gyeongbuk	7.6%	Gwangju / Jeolla	7%
Gangwon	2.1%	Jeju	0.8%

* Based on panel holdings as of February 2026

Panel Management Activities & Verification Policy

Execute rapid and accurate research through strategically designable 770,000 panels and a verified system.



01. Strict Registration & Duplicate Prevention

Multiple Account Blocking: Mobile identity verification system

Sign-up Benefits: Attracting quality panels through events and point rewards

Re-registration Limit: 3-month restriction after withdrawal for quality control

02. Panel Activation & Loyalty Enhancement

Profile Updates: Annual basic surveys to maintain demographic accuracy

Diversified Rewards: Small points awarded even for screen-outs

User Convenience: Flexible platform supporting cash transfers and gifticons

03. Dormant Panel Management & Data Privacy

Activation Encouragement: Notices and recovery support emails every 3months.

Data Circulation: Point expiration for 3 years of inactivity

Member Cleanup: Permanent deletion of info after 5 years of inactivity

04. Exclusion of Unfaithful Respondents

Permanent Exclusion: Respondents judged as unfaithful 3 or more times are permanently removed from the list

Panel Recruitment & Registration Process



Sign Event

Gift New panel after Sign in 1 month later



Referral Event

Points awarded to the referrer upon a new member's



Offline Recruitment

Face-to-face Recruitment

1

Consent & Identity Verification

- ✓ Agreement to terms/privacy
- ✓ SMS/message authentication
- ✓ PASS app support

2

Information Entry

- ✓ Creating basic panel profiles
- ✓ Entering demographic attributes
- ✓ Selecting survey reception methods

3

Registration Completion

- ✓ Account activation
- ✓ Immediate welcome points
- ✓ commencement of customized survey matching



Panel Benefits & Management After Registration

Send optimal surveys based on the entered panel information.

A predetermined amount of sign-up points is awarded.

Panel Profile Management & Expected Effects

TrendResearch prioritizes the accuracy and reliability of data over simply expanding the number of panels.

#Up_To_Date_Panel_Information

#Data_Integrity

#Precise_Targeting

#Operation_Cost_Reduction

01

Ensuring Up-to-Date Panel Information

- ✓ **Annual comprehensive survey:** Securing up-to-date data through precision surveys targeting all panels.
- ✓ **Attribute tracking:** Regularly updating variable items over time, such as occupation, income, and residence.
- ✓ **Information integrity:** Blocking analysis errors caused by outdated data and grasping accurate panel attributes.

03

Optimizing Research Operation Costs

- ✓ **Efficient resource management:** Reducing costs by minimizing dispatches to non-targets.
- ✓ **Minimizing screen-outs:** Maximizing operational efficiency by reducing dropouts through precise matching.
- ✓ **Rational budgeting:** Operating budgets efficiently through unnecessary cost reduction.

02

Improving Data Reliability & Accuracy

- ✓ **Accurate sample design:** Securing the reliability of survey results.
- ✓ **Minimizing survey distortion:** Improving response accuracy through precise design based on the profiling.

04

Enhancing Fieldwork Efficiency through Precise Targeting

- ✓ **Elevating sampling capabilities:** Immediately extracting targets with complex conditions, such as new car buyers or single-person households.
- ✓ **Precise targeting dispatch:** Executing **accurate targeting** using pre-updated information.
- ✓ **Shortening fieldwork period:** Shortening the survey period by securing high return rates compared to random dispatches.

Phased Management System by Panel Activity Status

TrendResearch systematically manages available samples based on panel activity data.

ACTIVE

ACTIVE Panel

Activity within 3 months

Priority sample extraction and constant management for smooth surveys.

SEMI-ACTIVE

SEMI-ACTIVE Panel

Activity within 3 months ~ 1 year

Sending text messages to encourage survey participation and site visits.

INACTIVE

INACTIVE Panel

No activity for over 1 year

Sending notices encouraging site access.

DORMANT

DORMANT Panel

No activity for over 3 years

Member information deleted after 5 years.

01

Continuous Operation of Activation Surveys

Continuously operate Activation Projects to convert standby panels into a **"ready-to-respond"** state. Guarantee survey quality by verifying panel response intent in real-time and securing up-to-date profiles.

02

Guaranteeing Quality through Systematic Filtering

Apply a multi-step verification process to secure data quality and proactively identify and manage abnormal responses.

Insincere panels: Permanently excluded after 3 judgments.

Sample management: Priority extraction centered around Active Panels.

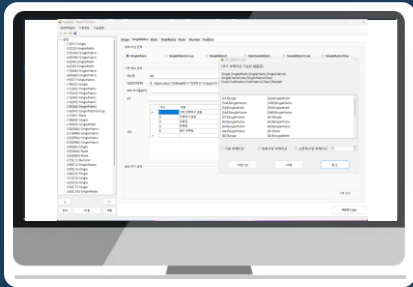
— SECTION 03

RESEARCH OPERATIONS & PROCESS

All-in-One Integrated Research Solution

Powerful & Easy to Use: A single platform from survey design to data analysis.

One-Stop Survey Process



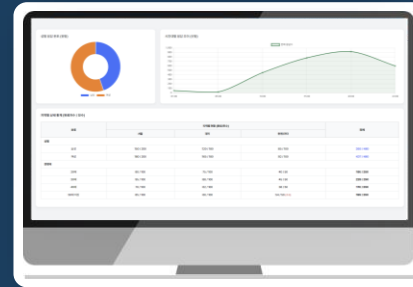
Smart Survey Creation

Enables complex quota settings and logic design with an intuitive UI.



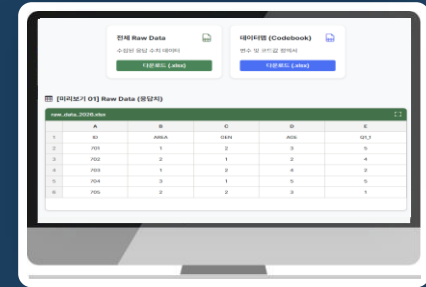
Multi-Channel Dispatch

Enhances response reach through mass email and Kakao Notification Talk integration.



Real-Time Monitoring

Optimizes the fieldwork process by checking response status and statistics.



Immediate Data Utilization

Provides constant downloads of Raw Data for analysis and basic analytical tools.

Real-time Analysis

Real-time dashboard updated simultaneously with data collection.

Optimized for All Devices

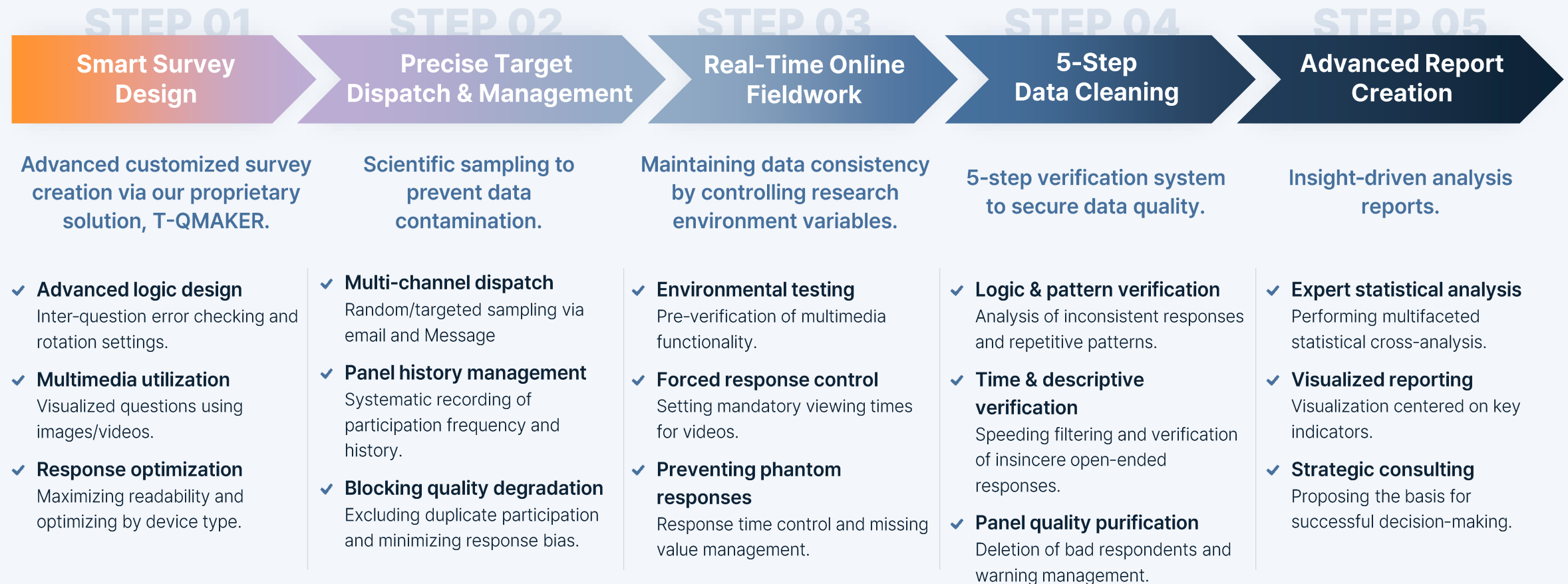
PC & mobile-optimized responsive interface.

Best-in-class Security

Survey data and personal information protection through robust security protocols.

Data Integrity Excellence

TrendResearch's Fieldwork Process to Enhance Data Reliability



Research Integrity & Quality Assurance

4 Key Execution Strategies to Secure Data Reliability

01

GUIDANCE

Providing clear guidelines.

Creating an environment where respondents can fully understand the survey context and participate sincerely.

- ✓ **Transparent information disclosure** : Building trust by stating the survey purpose and privacy policy in advance.
- ✓ **Response sincerity control**: Activating buttons after a set time to encourage understanding of important instructions.
- ✓ **Visual auxiliary indicators**: Providing example images and step-by-step guides to improve understanding.

02

UI/UX DESIGN

Intuitive user experience design.

Implementing an interface that lowers response fatigue and fundamentally blocks cognitive errors.

- ✓ **Layout optimization** : Preventing information overload and enhancing readability with proper question placement.
- ✓ **Response option visualization**: Applying components optimized for question characteristics, such as sliders and radio buttons.
- ✓ **Maintaining consistency** : Preventing response confusion by providing identical scales for similar types of questions.

03

REAL-TIME VALIDATION

Real-time response validity verification.

Preventing errors through real-time filtering during the data collection stage.

- ✓ **Preventing missing data** : Securing data completeness through real-time notifications for non-responses.
- ✓ **Input format verification** : Real-time validity checks for specific formats like emails and contact numbers.
- ✓ **Enhancing numerical readability** : Fundamentally blocking typos by exposing real-time Korean conversion when entering amounts/quantities.

04

ACCESSIBILITY

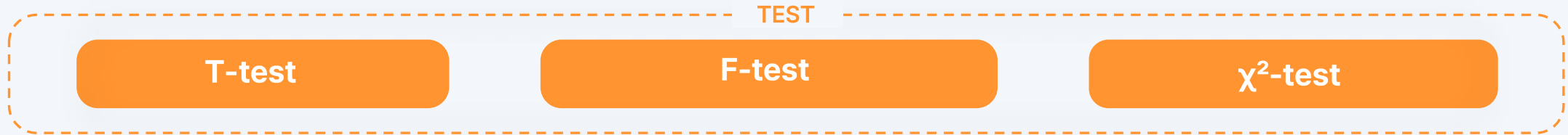
Accessibility without device constraints.

Providing equal survey experience across all devices to prevent environmental bias.

- ✓ **Perfect responsive interface** : Supporting optimal resolution across all environments, including mobile, tablet, and PC.
- ✓ **Touch-optimized design** : Implementing generous button areas and touch interfaces tailored for mobile respondents.

TrendResearch's Analysis Differentiation

Enhancing the reliability of analysis by providing statistical testing results of survey findings.



Statistical Testing Principles

- During statistical testing, if the significance probability is less than 0.001, "***" is marked after the test statistic; if less than 0.01, "**" is marked; and if less than 0.05, "*" is marked.
- The above information is written at the bottom of the table where statistical testing is conducted as "*p<0.05, **p<0.01, ***p<0.001".
- In the report, judgments are made under a 95% confidence level, and if the significance probability is less than 0.05, it is concluded that "the hypothesis is rejected (it is significant, there is a difference, it is related)."

T-test

T-test is conducted to compare whether there is an average difference between two groups under the premise that there is no difference in the average, and the result is recorded as t = test statistic, df = degrees of freedom.

F-test

When there are three or more groups, an ANOVA test is conducted to compare if there are average differences among the groups under the premise of no difference, with results recorded as F = test statistic, df = degrees of freedom.

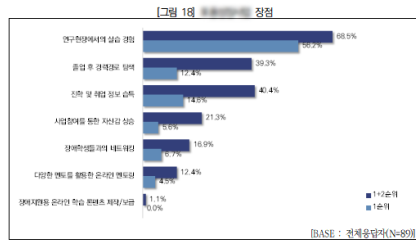
χ²-test

A statistical hypothesis test used to check the possibility of a relationship between two categorical or nominal variables; testing is done under the premise that the group and the question are unrelated, with results recorded as χ² = test statistic, df = degrees of freedom.

TrendResearch's Analysis Differentiation

Enhancing the reliability of analysis by providing statistical testing results for survey findings.

Statistical testing report T-test and F-test (ANOVA) analysis examples.



- 성별로 보았을 때, 1순위 기준 '남성', '여성' 각각 52.7%, 61.8%로 '연구현장에서의 실습 경험'이라고 응답하여 가장 높은 비중을 차지함.
- 연령별로 보았을 때, 1순위 기준 '20대 이하', '30대 이상'에서 각각 58.7%, 42.9%가 '연구현장에서의 실습 경험'이라고 응답하여 가장 높은 비중을 차지함.
- 사업 참여대상 학력별로 보았을 때, 1순위 기준 '학사', '석사' 각각 56.3%, 60.0%가 '연구현장에서의 실습 경험'이라고 응답하여 가장 높은 비중을 차지함.
- 거주지역별로 보았을 때, 1순위 기준 '수도권', '비수도권'에서 각각 57.8%, 54.5%가 '연구현장에서의 실습 경험'이라고 응답하여 가장 높은 비중을 차지함.
- 현장연구 참여여부별로 보았을 때, 1순위 기준 참여자 중 '연구현장에서의 실습 경험'이 68.2%로 응답 비중이 가장 높았음.
- 현장연구 지원 참여여부별로 보았을 때, 1순위 기준 참여자 중 '연구현장에서의 실습 경험'이 72.5%로 응답 비중이 높았음. χ^2 -test 결과 $p<0.05$ 로 95% 신뢰수준에서 유의하게 차이를 보임.
- 탐방캠프 참여여부별로 보았을 때, 1순위 기준 참여자 중 '연구현장에서의 실습 경험'이 59.0%로 응답 비중이 가장 높았음.
- 멘토링 참여여부별로 보았을 때, 1순위 기준 참여자 중 '연구현장에서의 실습 경험'이 47.2%로 응답 비중이 가장 높았음.

구분	사제수	연구현장에서의 실습 경험	전직 및 휴직 정보 습득	출입 후 경력개발 기회	생애직업설계 관련 제도지원	사업계획을 통한 지원금 지급	다양한 멘토를 통한 멘토링 제도지원	통계분석
[전체]								
	89	56.2	14.6	12.4	6.7	5.6	4.5	-
성별	남성	55	52.7	14.5	14.5	7.3	5.5	$\chi^2=1.225$ df=5 $p=0.942$
	여성	34	61.8	14.7	8.8	5.9	2.9	
연령	20대 이하	75	58.7	12.0	12.0	6.7	6.7	$\chi^2=3.989$ df=5 $p=0.551$
	30대 이상	14	42.9	28.6	14.3	7.1	0.0	7.1
사업 참여대상 학력	학사	71	56.3	15.5	14.1	5.6	5.6	$\chi^2=15.822$ df=5 $p=0.105$
	석사	10	60.0	0.0	10.0	20.0	10.0	0.0
거주지역	수도권	45	57.8	13.3	13.3	4.4	8.9	$\chi^2=3.704$ df=5 $p=0.593$
	비수도권	44	54.5	15.9	11.4	9.1	2.3	6.8
현장연구 참여여부	참여	22	68.2	4.5	9.1	9.1	4.5	$\chi^2=3.327$ df=5 $p=0.650$
	미참여	67	52.2	17.9	13.4	6.0	6.0	4.5
현장연구 지원 참여여부	참여	51	72.5	5.9	9.8	3.9	3.9	$\chi^2=14.661$ df=5 $p=0.012^*$
	미참여	38	34.2	26.5	15.8	10.5	7.9	5.3
탐방캠프 참여여부	참여	39	59.0	15.4	10.3	10.3	2.6	$\chi^2=3.374$ df=5 $p=0.643$
	미참여	50	54.0	14.0	14.0	4.0	8.0	6.0
멘토링 참여여부	참여	36	47.2	22.2	13.9	5.6	2.8	$\chi^2=6.355$ df=5 $p=0.273$
	미참여	53	62.3	9.4	11.3	7.5	7.5	1.9
멘토링 참여여부	참여	4	50.0	25.0	25.0	0.0	0.0	$\chi^2=1.586$ df=5 $p=0.903$
	미참여	85	56.5	14.1	11.8	7.1	5.9	4.7

BASE: 전체응답자, 통계 방법 * $p<0.05$, ** $p<0.001$, *** $p<0.0001$, 단위: %

Statistical testing report χ^2 -test (Chi-square test) analysis examples.

2) 글자 크기 색상 대비의 보기 편함

- 전체응답자 1,000명은 '글자 크기와 색상 대비의 보기 편함'에 대해, 77.7%가 만족하며, 5점 만점에 평균 4.00점으로 나타남.



- 응답자별로 보았을 때, 어린이 응답자가 평균 4.18점으로 가장 높았고, 전문가 응답자는 3.76점으로 가장 낮았음. F-test 결과 $p<0.001$ 로 95% 신뢰수준에서 유의하게 차이를 보임.
- 청소년 응답자 성별로 보았을 때, 여성 응답자가 평균 4.12점으로, 남성 응답자 3.94점보다 높았음.
- 일반국민 응답자를 거주지역별로 보았을 때, 전라도 응답자가 평균 4.33점으로 가장 높았고, 경기인천 응답자는 3.77점으로 가장 낮았음. F-test 결과 $p<0.01$ 로 95% 신뢰수준에서 유의하게 차이를 보임.
- 전문가 응답자 성별로 보았을 때, 여성 응답자가 평균 3.76점으로, 남성 응답자 3.75점보다 높았음.
- 전문가 응답자를 전공계열별로 보았을 때, 사회계열 응답자가 평균 3.82점으로 가장 높았고, 인문계열 응답자는 3.68점으로 가장 낮았음.

구분	사제수	1순위	2순위	3순위	4순위	5순위	6순위	통계분석	
[전체]									
	1,000	06	42	175	502	275	400	-	
응답자 성별	어린이	200	10	25	80	550	335	418	$F=11.699$ df=5 $p<0.000^*$
	청소년	200	05	35	200	445	315	403	
	일반국민	300	07	40	163	607	293	403	
	전문가	300	03	67	257	517	157	376	
[청소년]	남성	100	10	40	250	400	300	394	$t=1.705$ df=248 $p=0.089$
	여성	100	00	30	150	490	350	412	
[일반국민]	남성	152	07	39	158	553	263	403	$t=4.072$ df=248 $p=0.043$
	여성	148	07	41	189	439	324	403	
[전문가]	사회계열	57	00	53	140	439	368	412	$F=3.178$ df=5 $p=0.008^*$
	경기인천	102	20	69	196	549	467	377	
	충청도	31	00	00	67	581	523	423	
	전라도	27	00	00	111	444	444	433	
[전문가]	강원제주	71	00	14	155	493	338	415	$t=4.005$ df=248 $p=0.048$
	경기	150	00	47	287	533	333	375	
[전문가]	인문계열	99	10	81	293	655	462	368	$F=11.701$ df=5 $p=0.007^*$
	사회계열	112	00	54	223	571	152	382	
[전문가]	공과계열	88	00	67	258	517	157	376	

BASE: 전체응답자, 통계 방법 * $p<0.05$, ** $p<0.001$, *** $p<0.0001$, 단위: %

Server Management & Data Security System

Systematically operate a server security system to safely protect member personal information and research data.

“TrendResearch thoroughly protects customer data based on the **KT IDC infrastructure** and **Multi-security architecture**.”

Infrastructure Operation

Professional IDC Center Operation

To ensure stable system operation, we operate Web and DB servers within the KT IDC center to secure physical and environmental stability.

24/7 Dedicated Monitoring

Designated professional engineers provide 24/7 support and management to guarantee integrity operations without service interruption.

Multiple Firewalls

Hierarchical Firewall Operation

Hierarchical firewall operation:
Applying a multi-security system combining Windows (Software) and Hardware firewalls.

Strict Access Control

Protecting the system from external threats by fundamentally blocking connections from unauthorized IPs.

Information Protection Compliance

Personal Information & Research Ethics

Strictly complying with the Personal Information Protection Act and research ethics guidelines throughout the entire process.

DB Security Management

Maintaining the highest level of security through sensitive data encryption and physically separated operations.

Personal Information Protection & Management System

TrendResearch puts members' personal information as the top priority.

PIPA Compliance

Data Encryption Storage

Application of SSL Secure Communication

Compliance with Research Ethics Guidelines

Access Control and Security

IP-Based Access Control

Strict firewall policy allowing only authorized internal IPs and blocking all external access.

SSL Establishment

Thoroughly defending against intrusions and leaks by encrypting all data transmission sections using SSL certificates.

Apply of Data Encryption Tec

Multi-Encryption Architecture

Secure DB storage using symmetric and one-way (Hash) encryption based on data type.

Password Integrity Guarantee

Through one-way encryption processing, no one, including administrators, can decrypt or check passwords.

Security and Expert Ethics

Completion Regular Security Training

All data personnel complete annual mandatory privacy training reflecting latest laws.

Research Ethics Guide Compliance

Preserving the ethical value and integrity of data by complying with laws throughout the entire process from information collection to disposal.

Security & Trust

Data Security & Incident Response System

TrendResearch places top priority on personal information protection and operates a response system to prepare for security incidents.

We are preparing to respond responsibly even in the event of unexpected accidents by subscribing to Personal Information Protection Liability Insurance.

Insurance

- Guaranteed legal compensation for damages due to accidents like personal information leaks.
- Guaranteed legal defense costs including litigation, arbitration, reconciliation, and mediation.

OS

- PIP-related laws Compliance
- Operation of internal access authority control and data management procedures.
- Establishment of pre-inspection and monitoring systems to prevent accidents.

보험가입증명서
meritz 메리츠화재

아래와 같은 보험계약사항이 있음을 증명합니다.
이 증명서는 보험가입사실을 확인하는 용도로만 사용 가능하며, 보험계약과 관련된 모든 사항은 해당 보험증권 및 약관을 따릅니다.

보험종목	개인정보보호배상책임보험(II)(의무보험)	증권번호	14610-6022
계약자명	트렌드리서치(주)	계약자코드	214-87-14685
보험기간	2026년 02월 21일 00:00 부터 2027년 02월 21일 00:00 까지	납입주기	일시납

개인정보보호배상책임보험(II)(의무보험)

기본사항(실명확인필)

증권번호 14610-6022

이 금융상품은 예금자보호법에 따라 보호되지 않습니다.

피보험자 사항

피보험자	트렌드리서치(주) (214-87-14685)	관계	본인
------	----------------------------	----	----

보장사항

소재지사항	111-111 전국일원 전국일원		
목적물	개인정보	연간매출액	이용자수
	업종구분	1,700,000,000원	800,000명
		4. 금융 및 보험업, 전문·과학 및 기술 서비스업 등	

담보사항	유형	원종	보장금액	원종	보험료
기본 개인정보보호배상책임(II)	1년구입	사망	1,700,000,000원	사망	120,000원
	홍보상당액	사망	1,700,000,000원	사망	120,000원
	홍보상당액	사망	1,700,000,000원	사망	120,000원
기본 소급보상일자					

담보조건

소급보상일자 소급보상일자 : 2020년 02월 12일

보험조건

적용약관 개인정보보호배상책임보험(II) 보통약관

담보지역 : 대한민국

재판관할권 : 대한민국

정보기술 특별약관(사이버위험 보상제외 특별약관)

경제재제 조치 부분장 특별약관

납자인식요류 부분장 추가약관

고객지원센터 1566-7711 발행일시 2026-02-13

www.meritzfire.com 발행자 김명빈

Advanced Technology Portfolio

Technological Prowess of TrendResearch

TrendResearch has built an integrated research technology system centered on data reliability, encompassing survey design, response quality control, participation control, reward operations, and AI interviews.

01 Survey Design & Response Quality Control

- Sequential Response Structure
- Automatic Conversion Notation for Amount Inputs
- Setting Minimum Stay Time per Page
- Real-Time Omission & Validity Verification

 Improving Response Concentration & Enhancing Data Accuracy

02 Accessibility Support & Participation Reliability Enhancement

- TTS
- WebM Voice Recording
- Participation Control based OTP
- Limiting Participation to Once per Person & Preventing Duplicate Participation

 Expanding Accessibility and Securing Real-User-Based Responses

03 Reward Operation System

- Real-Time KakaoTalk Dispatch
- Bulk Dispatch Management
- Dispatch Control Based on Unique Identification Values

 Securing Operational Efficiency & Participation Satisfaction

04 AI In-Depth Interview System

- 1:1 Interview Based on AI Moderator
- Interview Scenario Design & Participation Code Management
- AI Summary Reports & Dialogue Log Analysis
- Automatic Expansion of Customized

 Structuring Qualitative Data & Improving Analysis Efficiency

Survey Design & Response Quality Control System (I)

01 Step by Step Response Method

Q1 다음 문항들은 귀하가 최근 1개월 이내에 이용한 모바일 애플리케이션 서비스에 대한 전반적인 경험과 인식을 평가하기 위한 것입니다. 각 문항을 주의 깊게 읽고, 귀하의 실제 경험에 가장 부합하는 정도를 선택해 주십시오.

해당 모바일 애플리케이션의 화면 구성과 시각적 디자인은 정보를 효과적으로 전달할 수 있도록 체계적으로 배치되어 있으며, 전반적으로 전문적이고 신뢰할 만한 인상을 제공한다고 느꼈다.

매우 불만족	불만족	보통	만족	매우 만족
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

다음 문항들은 귀하가 최근 1개월 이내에 이용한 모바일 애플리케이션 서비스에 대한 전반적인 경험과 인식을 평가하기 위한 것입니다. 각 문항을 주의 깊게 읽고, 귀하의 실제 경험에 가장 부합하는 정도를 선택해 주십시오.

해당 모바일 애플리케이션의 화면 구성과 시각적 디자인은 정보를 효과적으로 전달할 수 있도록 체계적으로 배치되어 있으며, 전반적으로 전문적이고 신뢰할 만한 인상을 제공한다고 느꼈다.

애플리케이션 내 메뉴 구조와 기능 배치는 사용자가 별도의 학습이나 설명 없이도 원하는 기능을 비교적 수월하게 찾을 수 있을 만큼 직관적으로 설계되어 있다고 판단된다.

매우 불만족	불만족	보통	만족	매우 만족
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Step by Step Response Method

- Sequential question display to improve response focus.
- Automatic progression to the next question to reduce fatigue.
- Minimizing perfunctory responses to enhance data consistency.

02 Auto Conversion

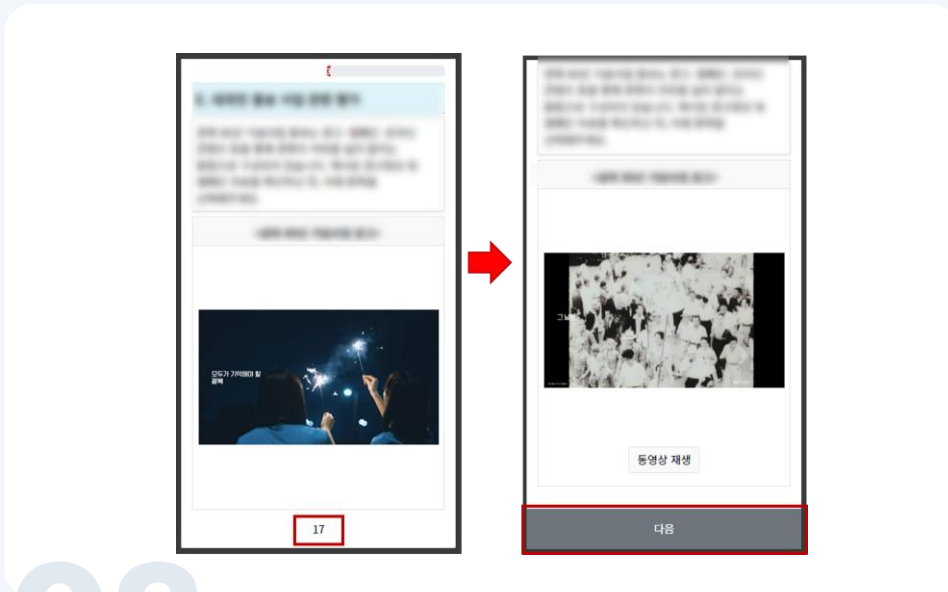
A6a 귀댁의 가구 월 소득은 얼마입니까?
연금/보너스/이자소득/임대소득 등 모든 소득을 포함한, 세전 소득으로 말씀해 주시면 됩니다.

500 만원
(오백 만 원)

Auto Conversion

- Automatic concurrent notation of Korean currency units
- Example: 5,000,000 → Displayed as '오백 만 원'
- Preventing typos and improving the accuracy

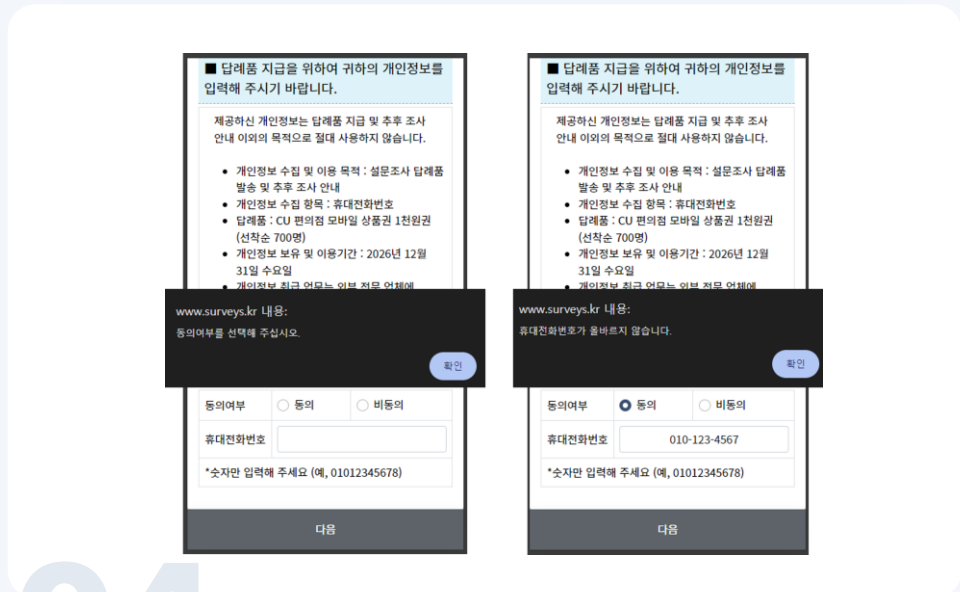
Survey Design & Response Quality Control System (II)



03

Setting Minimum Stay Time per Page

- Setting minimum stay times for each explanation/video page.
- Activating the 'Next' button after the set time elapses.
- Securing information understanding and strengthening survey reliability.



04

Real-Time Omission & Validity Verification Feature

- Guidance for unanswered mandatory questions.
- verification for mobile phone numbers, business registration numbers
- Pre-blocking data errors by displaying an immediate warning window upon incorrect input.

TTS Feature

음성듣기

SQ14 소속된 팀에 대해서 다음 내용에 대해 귀하의 생각을 응답해주세요.

	전혀 그렇지 않다	그렇지 않다	보통이다	그렇다	매우 그렇다
 선수들과 지도자는 신뢰하고 있다	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
에 허물없이 대화한다	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

다음

Listen to All Q & O

By guiding questions and options sequentially through the 'Listen' function, survey participation of the elderly and visually impaired.

Listen Individual Item

Click the **speaker icon** to hear individual questions. **Repeated listening** for complex questions ensures accurate responses.

WebM-Based Voice Recording & Open-Ended Response Support

Q11-1 현재 어떤 사업체(직장)에서 일하고 계십니까? 사업체가 주로 하는 일에 대해 구체적으로 응답해주시요.

● 음성형 주관식 (2분 이내 녹음)

녹음 시작

녹음 중지

녹음 시간: 00:00 / 02:00

Data Management System

- Applying recording constraints for stable server operation.
- 2-minute recording time limit.
- Design to minimize server load.
- Mobile environment optimization.

Voice Recording Feature

- WebM standard format.
- Directly collecting response contents.
- Feature on-site fieldwork.
- Supplementing the reliability of open-ended responses.

OTP-Based Participation Control

OTP-Based Participation Control System

🚫 Prevent Fraudulent Response

- Blocking duplicate and abnormal participation.
- Securing real-user responses by limiting participation to once per person.
- Reducing risks of false numbers and automated responses.

개인정보 수집 및 이용 목적: 조사 진행, 답례품 제공
 개인정보 수집 항목: 성명, 연락처
 제공 답례품: 모바일 상품권 5천 원
 개인정보 보유 및 이용기간: 카카오톡 선물하기, 입력
 후 1년

*본 발송 시 잘못된 번호 기재로 인하여 오발송된 기프티콘은
 이 발송 시 잘못된 번호 기재로 인하여 오발송된 기프티콘은
 이 발송 시 잘못된 번호 기재로 인하여 오발송된 기프티콘은
 이 발송 시 잘못된 번호 기재로 인하여 오발송된 기프티콘은

여부 동의 비동의

성명

연락처

인증번호 발송

남은 시간: 4분 37초

*숫자만 입력해 주세요 (예, 01012345678)

트렌드리서치

[Web발신]
안녕하세요. [2025년 서비스 실태조사]
인증 번호입니다.
인증번호 : 123456
■ 수행사 : 트렌드리서치(주)
■ 문의처 : 02-3442-0604
(운영시간 오전10시~오후 6시)
감사합니다.

🔒 Authentication Method

- Sending SMS OPT Based
- Verify identity upon entering authentication number.
- Resend and retry options provided upon authentication failure.

TrendResearch Reward Dispatch System

Kakao Biz-Message Interface

※ 모바일 기프트콘은 카카오톡이 응답자의 휴대폰에 설치되어있지 않더라도 카카오톡에 가입하신 이력이 있으신 경우 카카오톡 선물함으로 발송됩니다.

※ 모바일 기프트콘을 발송하기 전 응답자의 휴대폰에 카카오톡이 설치되어있는지 확인해 주십시오.

※ 개인정보 보유 및 이용기간의 목적이 달성된 경우 [개인정보 보호법] 제21조에 따라 폐기 및 처리합니다.

※ 기프트콘 발송시 잘못된 번호 기재로 인하여 오발송된 기프트콘은 재발송되지 않사오니, 정확하게 기재 부탁드립니다.

※ 모바일 발송은 응답자 본인 휴대폰으로만 발송해 주세요.

답례품 종류	<input type="radio"/> 지류 <input checked="" type="radio"/> 모바일기프트콘	
이름	홍길동	기프트콘 발송
연락처	01012345678	

다음

고객만족도조사 수행기관의 선물

메시지카드

정말 고마워요!

고객만족도 조사에 참여해주셔서 대단히 감사합니다. 기간만료로 인한 재발송은 불가한 점 미리 안내드립니다.

스타벅스
커피 아메리카노 T

🎁 Reward Operation System

Real-time automated dispatch.

- Automated mobile rewards via KakaoTalk upon survey completion.
- Ideal for field research and unique ID-based surveys.

Bulk dispatch method.

- Bulk dispatch after verifying eligible respondents post-survey.
- Ideal for large-scale online research.

📱 Real-time dispatch system.

- Operation: Automatic dispatch triggered upon survey completion.
- Real-time management: Immediate delivery status check.
- Participation satisfaction: Immediate rewards to enhancement.

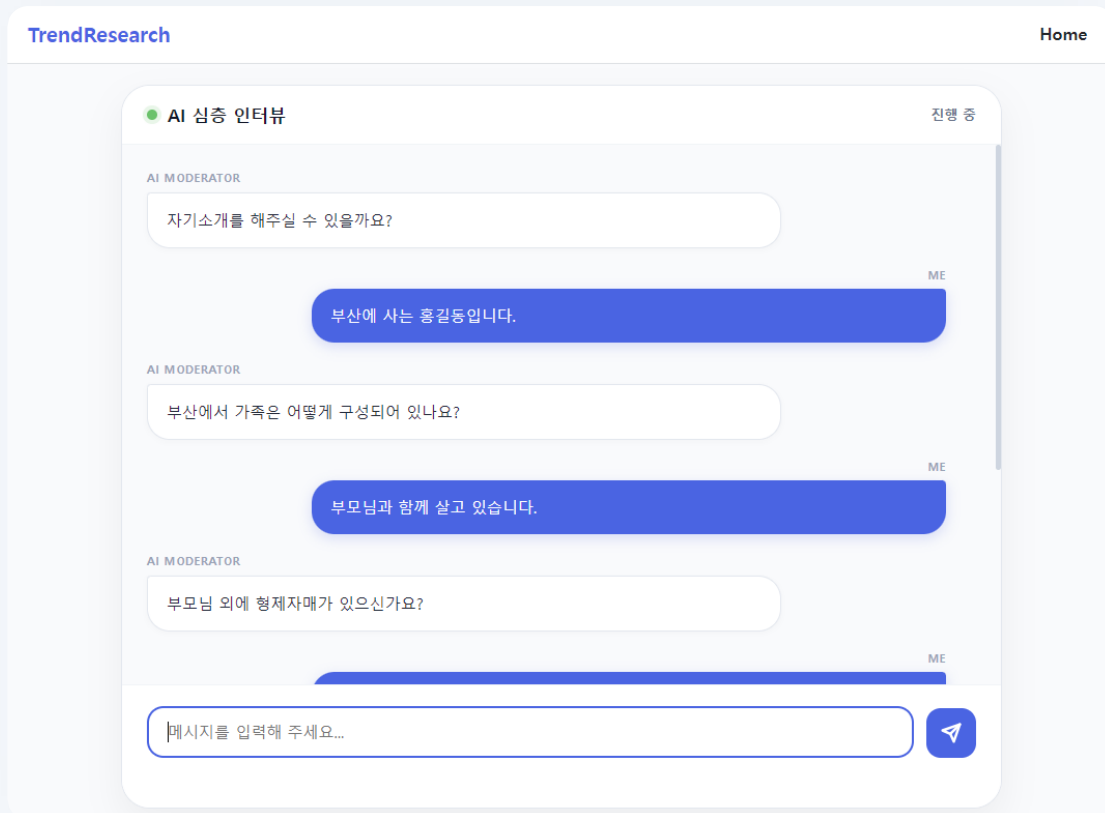
🔑 Unique key-based operation.

Operated based on unique identifiers (Panel ID, List ID, etc.) to prevent duplicates and misuse.

- Ensuring one-time dispatch control and precise target matching.
- Used for panel surveys, pre-listed surveys, internal customer surveys, and field research.
- Limited application for random open-link surveys.

A new way to structure qualitative data

AI In-Depth Interview System



TrendResearch collects qualitative data more elaborately and consistently through a **Profound interview system based on an AI Moderator**. Questions are standardized, and conversations are flexibly expanded. The AI continues the interview by understanding the respondent's context, and the results are **structured into analyzable data**.

Core Values

- ✓ 1:1 In-Depth Interview
- ✓ Context-Based Conversation
- ✓ Multilingual Interview & Summary Support
- ✓ Maintaining Standardized Interview Quality
- ✓ Providing Structured Reports that Improve Analysis Efficiency

Expected Effects

- ✓ Improving the operational efficiency of qualitative research.
- ✓ Capable of conducting large-scale interviews simultaneously.
- ✓ Minimizing interview deviations
- ✓ Deriving fast and consistent insights.

— SECTION 04

Core Services & Solutions

SECTION 1

Public & Social Issue Diagnosis

- **Public Opinion & Media Diagnosis**
Surveys on media usage behavior and public opinion on social issues.
- **Policy Formulation Support**
Customized public opinion surveys for policy formulation by local and central governments.
- **Administrative Service Evaluation**
Public institution business awareness surveys and national satisfaction evaluations of administrative services.
- **Elections & Governance**
Election-related public opinion surveys and public decision-making support.

SECTION 2

Marketing Decision Support

- **Market Entry Strategy**
Business feasibility review, initial market entry, and positioning (STP) establishment.
- **Product Life Cycle Management**
Optimization research spanning the entire life cycle from the new product development stage.
- **Performance & Profit Management**
Profitability enhancement solutions through Customer Satisfaction Index (CSI) surveys.

SECTION 3

Brand & Communication

- **Brand Equity Management**
Brand image diagnosis, favorability measurement, and portfolio strategy establishment.
- **Maximizing Advertising Efficiency**
Communication optimization through pre- and post-advertising effect measurement.
- **Corporate Reputation Diagnosis**
Precise measurement of corporate image and social trust (favorability index).

“Technology elevates data quality, Data shapes the direction of business.”

TrendResearch provides integrated data services from design to analysis based on IT solutions and panel infrastructure.

01

Online/Mobile Research

Capturing real-time market reactions beyond spatial and temporal constraints.

Strengths

Possesses a survey architecture optimized for domestic and international online and mobile environments.

Specialized Services

Conducts Quick Surveys for urgent decision-making and Mobile Diaries tracking real-time lifestyles.

02

Marketing & Consumer Insights

Proposing the basis for successful decisions beyond simple information.

Information Provision

Multifaceted data on the Consumer Journey and market changes.

Strategic Support

Strategic reporting to enhance brand value and new product success.

03

Specialized Academic, Research & Statistical Surveys

Securing data credibility via rigorous sample design and statistical principles.

Sample Representativeness

Sophisticated probability sampling and quota optimization for statistical significance.

Analytical Expertise

Advanced analysis and multifaceted data verification based on statistical theory.



GLOBAL PROJECT

Simultaneous Survey
across **28 countries**.

PERFORMANCE

Leading overseas research
Execution in Korea

INFRASTRUCTURE

Global partnership network

GLOBAL COVERAGE

Capable of conducting research
In over 100 countries

※ Rapid and accurate local research is possible by utilizing verified panel networks across global regions.

TrendResearch's Differentiated Core Competencies

T-Panel Service Infrastructure

01

Social value and research support.

Optimized support for academic research.

Reasonable pricing policy for graduate theses and academic research.

Compliance with research ethics and security.

Ensuring data reliability through strict privacy and ethics guidelines.

02

Global research and customized infrastructure.

Global research network.

Capabilities for extensive overseas surveys in major countries worldwide.

Flexible customization.

Customized research design and services optimized for client needs.

03

Analysis tools verified for statistical significance.

Advanced sample design.

Accurately describing population characteristics via probability sampling and weighting.

Professional statistical solutions.

Supporting professional analysis systems to ensure statistical significance beyond data collection.

Professional Statistical Analysis & Customized Consulting Capabilities

Advanced Analysis Consulting Solutions

01

Advanced analysis based on academic cooperation.

Collaboration with university statistics research institutes.

Supporting in-depth statistical analysis and complex research design via academic expertise.

Optimal project design.

Proposing sophisticated analysis models that align with research goals beyond data collection.

02

Deriving reliable results through multifaceted analysis.

Dedicated experts by field.

Enhancing data effectiveness with experts from research, PR, and policy sectors.

Insight-driven reporting.

Providing reliable results based on statistical significance and practical strategic consulting.

03

Broad research spectrum across all industries.

Full-range domain coverage.

Research capabilities across all sectors including public, business, medical, and media.

Industry-tailored processes.

Applying customized research guidelines optimized for specific industries (e.g., agriculture, law).

Location



By Bus

Seocho 21, 03
350, 742, 144
3012



Hours

Mon – Thu 09:30 ~ 18:30

Fri 09:30 ~ 13:30

* Excluding weekends
and public holidays.



By Metro

Nat'l Univ. of Education Station Exit 14
Nambu Bus Terminal Station Exit 6
Seocho Station Exit 2



Address

TrendResearch (3F)

Ebenezer Building, 82 Banpo-daero 24-gil,
Seocho-gu, Seoul

Tel 02-3442-0604

Fax 070-4275-5529

Email cu@trendmr.com

Web www.trendmr.com

감사합니다

THANK YOU FOR YOUR COOPERATION

As a regular member of the Korea Research Association (KORA), we comply with the research ethics guidelines based on the European Society for Opinion and Marketing Research (ESOMAR) and the International Chamber of Commerce (ICC) codes.

Project Director

Yong-Su Kim

Mobile 010-9114-7591

Tel 02-3442-0617

E-mail yskim@trendmr.com

Address (06650) 3F 82 Banpo-daero 24-gil, Seocho-gu, Seoul



Korea
Research
Association
한국조사협회



TrendResearch co.
www.trendmr.com