

No.1 Creative Contents Platform

The Center Of Korean Stock Contents

**TongRo**images®

TongRo Images Profile



# Who We Are

Introduction



# We Create **K-stock Content** For Everyone

Since releasing Korea's first photo library CD-ROM, TongRo Images has been dedicated to creating user-centered content that is easy and accessible for everyone.

We pioneered the subscription model in the Korean market and currently operate ClipartKorea and ImageToday, the country's largest membership-based stock content platforms.

Our offerings include a wide range of premium content—photos, illustrations, videos, and music—designed to support diverse creative needs.

By combining advanced technologies such as image search algorithms, big data analytics, and machine learning, we continue to lead Korea's stock content industry and shape its future.

[Introduction](#)



# Building a Content Platform That's Essential and Accessible for All

## Leading

With unwavering passion and a spirit of creativity, we have been leading the direction of the K-content industry for over 30 years since our founding.

## Trendy

As Asia's largest content production, we create premium content that swiftly reflects social trends and evolving consumer needs.

## Innovating

Driven by a future-oriented mindset, we continuously innovate by integrating content creation with advanced platform technologies.

Core Values



# Moving Forward Bolder and Beyond

●

1995

Bolder and Beyond  
Released the first photo CDROM  
"Vol. 1 Photo Library 1000" in  
Korea

●

2000

Launched traditional image library  
website IMAGEKOREA

2002

Launched the first subscription image  
website ClipartKorea  
servicing certified contents

2005

Launched subscription website  
ImageToday

●

2012

Incorporation of going business and trademark change into "TongRo Images Inc."

2013

Established TongRo Digital Laboratory  
Certified Startup by Korea Technology Finance Corporation

2014

Established Creation lab

●

2018

"Hidden Champion corporate"  
certified by Ministry of  
Employment and Labor  
Launched Video Music service  
in ClipartKorea and  
ImageToday

2019

Exclusive contribution  
partnership for Mainland China  
with Tuchong of ByteDance  
Group

●

2020

Launched a self developed system CMS  
(Contributor Management system)  
Copyright registered by Korea Copyright  
Commission

2021

Established in-house video production team

2022

Launched motion graphics and GIF services  
Hosted the first TongRo Images Creative Awards

## 2023

- Renewed and relaunched ClipartKorea
- Introduced video template service
- Introduced a dedicated license for individual YouTube creators

## 2024

- Launched instant-use PNG image service
- Introduced AI-generated image service
- Began supplying 10 million content assets from Reuters

## 2025

- Launched ClipartKorea Editor service



# What We Do

Business Platform



A close-up, slightly blurred photograph of a person's hand holding a pen, poised to write on a tablet. The tablet is on a white desk. In the foreground, there is a white cup of coffee with a latte art design. The background shows a computer monitor and other desk items, all softly out of focus. The entire image has a warm, pinkish-red tint.

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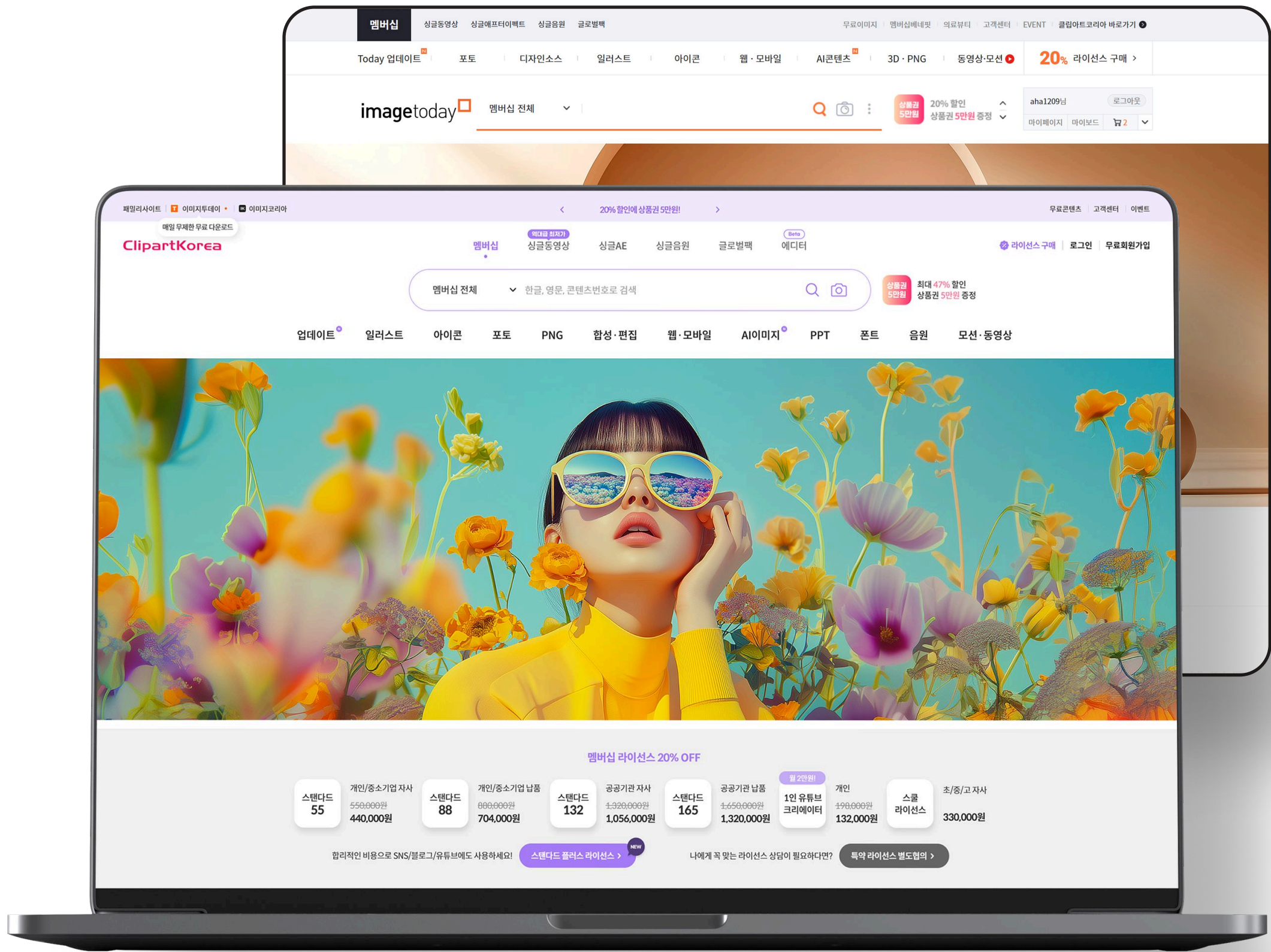
Wherever  
Perfect Design Is Needed  
We Offer  
**the Most Optimized  
Content Platform**

Business Platform



# MEMBERSHIP

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ClipartKorea ⇄ image today ⇄

As Korea's leading stock content platforms, ClipartKorea and ImageToday offer a wide range of distinctive K-content—spanning photography, illustration, composites, design templates, fonts, videos, and music.


Through collaborations with global creators and AI-powered content production, we are at the forefront of rapidly evolving content trends.




10-Year Streak as **No.1** on Rankey.com



Members  
▲ **492K**



Content Assets  
▲ **14.2M**



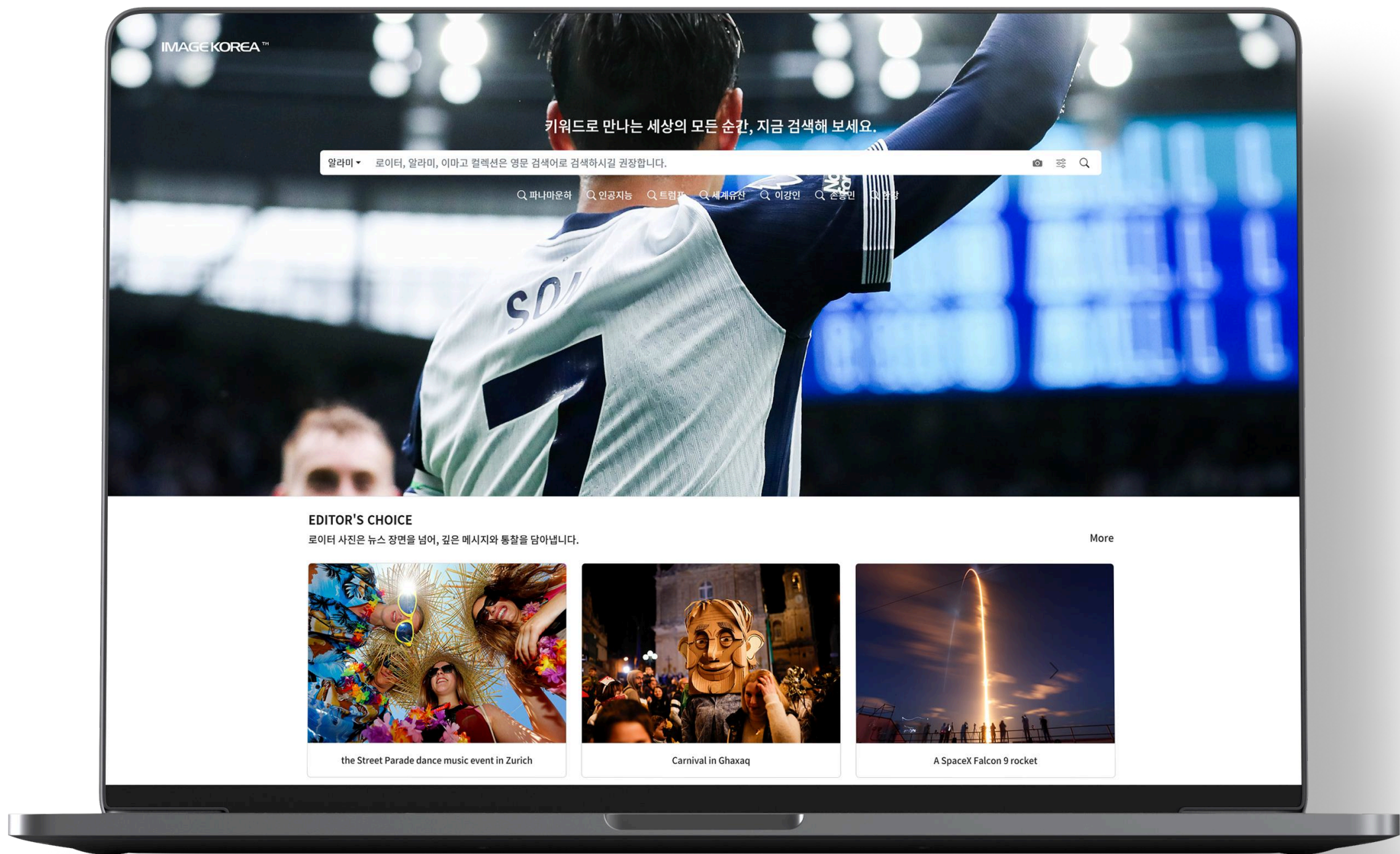
Weekly Downloads  
▲ **800K**

Business Platform



# EDITORIAL

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## IMAGE KOREA™

Since its launch in 2001, Image Korea has provided premium image collections to clients worldwide. Partnering with renowned global agencies such as Reuters, the UK's leading stock image provider Alamy, and Europe's largest sports content agency Imago, we deliver a vast range of editorial images spanning science, politics, economy, sports, medicine, history, and fine art.



Content Assets  
▲ 300M



Global Partners  
34

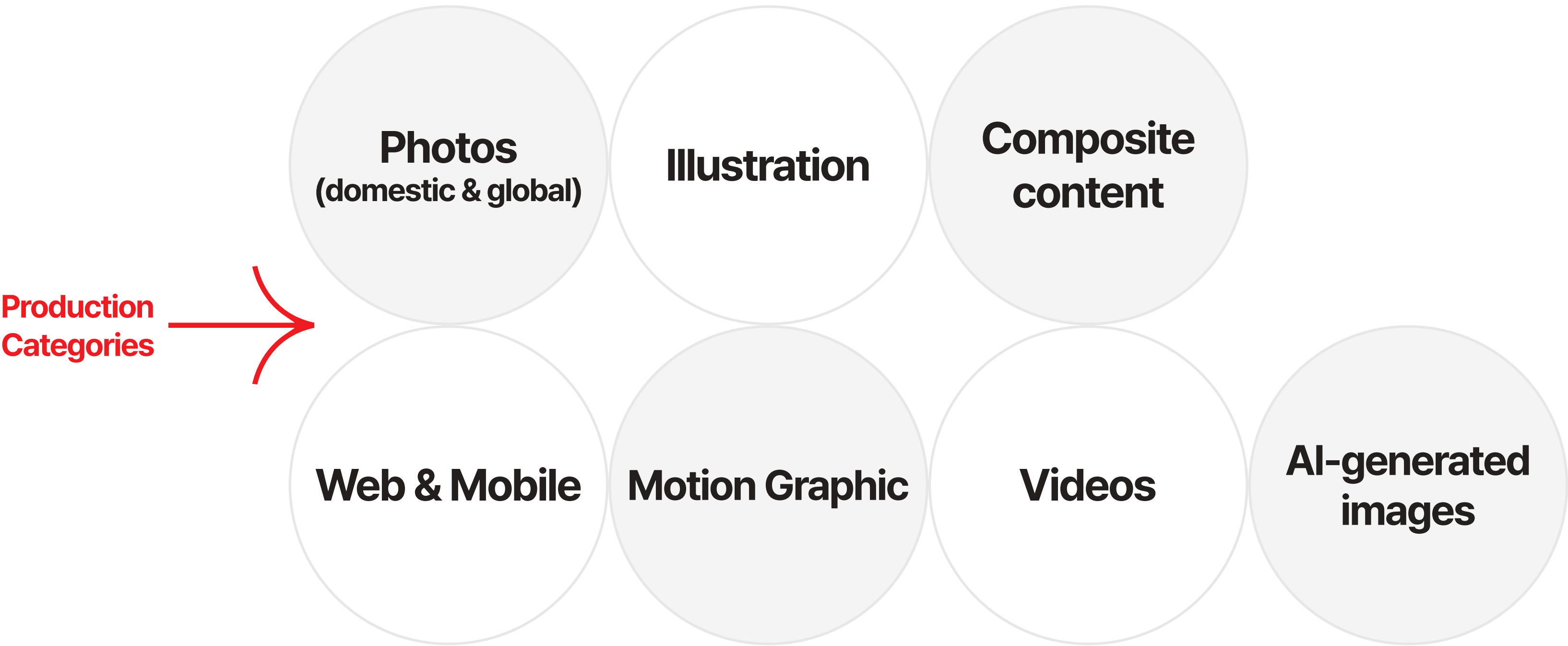


Years of Operation  
25

Business Platform



# Asia's Leading Content Producer of Specialized Visuals



## Content Stats

Accumulated Productions

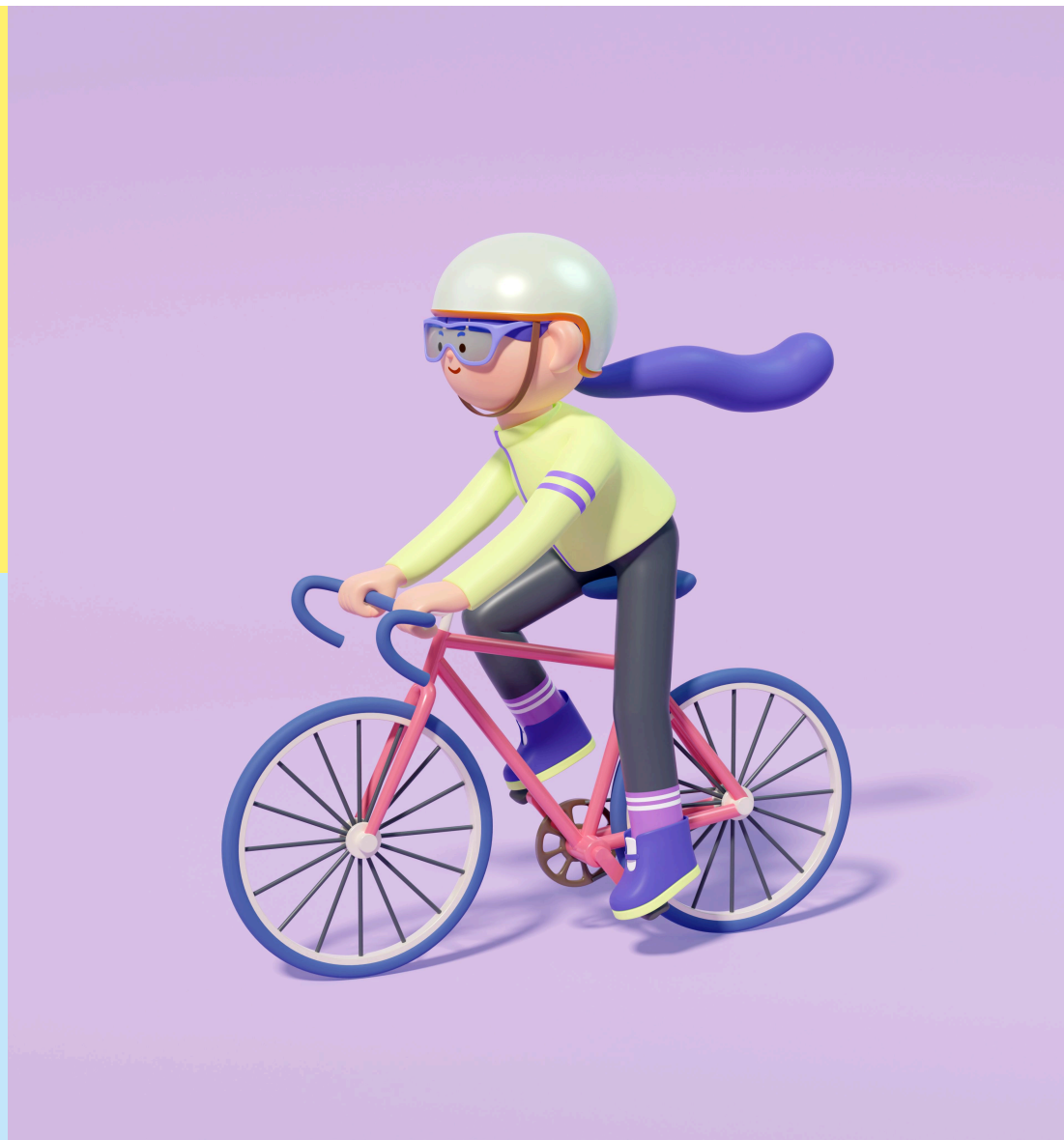
▲1.31M

Annual Output

▲163K

Contents



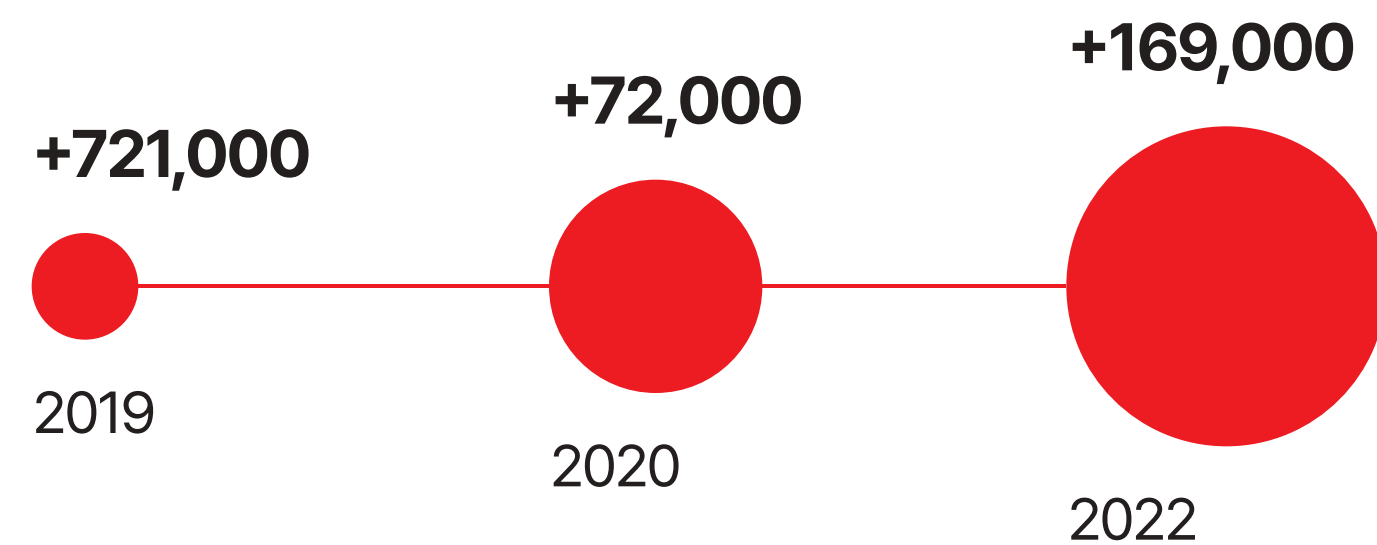




# Trusted, Copyright-Certified Content

## — Exclusively From TongRo Images

works registered with the Korea Copyright Commission (by year)



# TongRo's Unique System for Better Content Creation

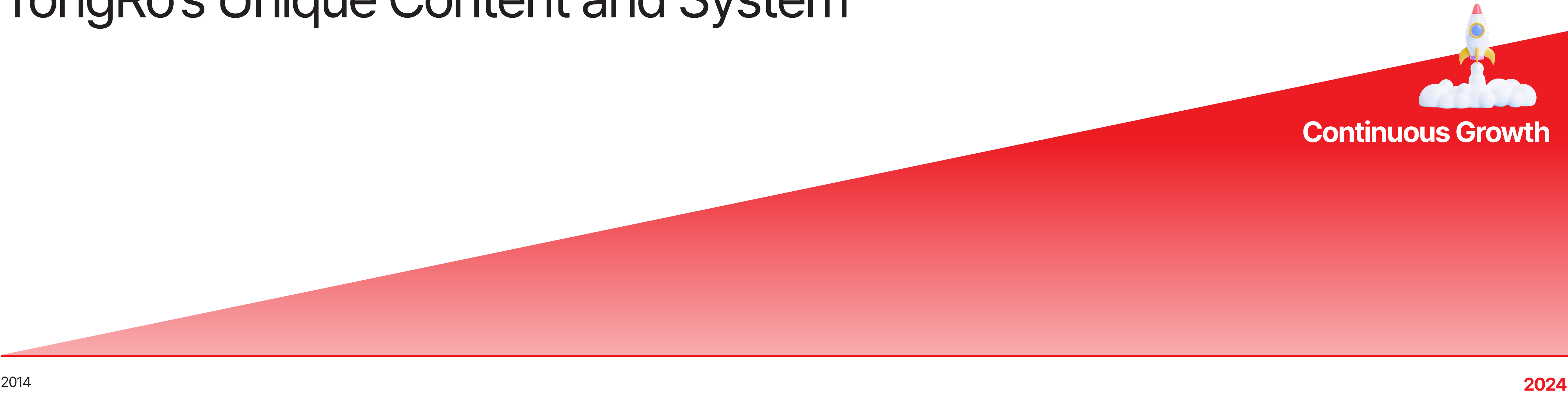
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Contents



# Sustained Growth Powered by TongRo's Unique Content and System



Industry Sales Rank **No.1 in Korea**

Annual Avg.Revenue Growth (2014-2024) **12%**

Content Production Growth (YoY) **14%**

Continuous Growth **30 Years**

Revenue Growth



# TongRo Collaborates With Leading Companies Across Diverse Industries























































Partners



# Inhancing User-Centric Content Through AI Innovation

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Collaborating with AI Image Providers for Faster Trends and Richer Themes

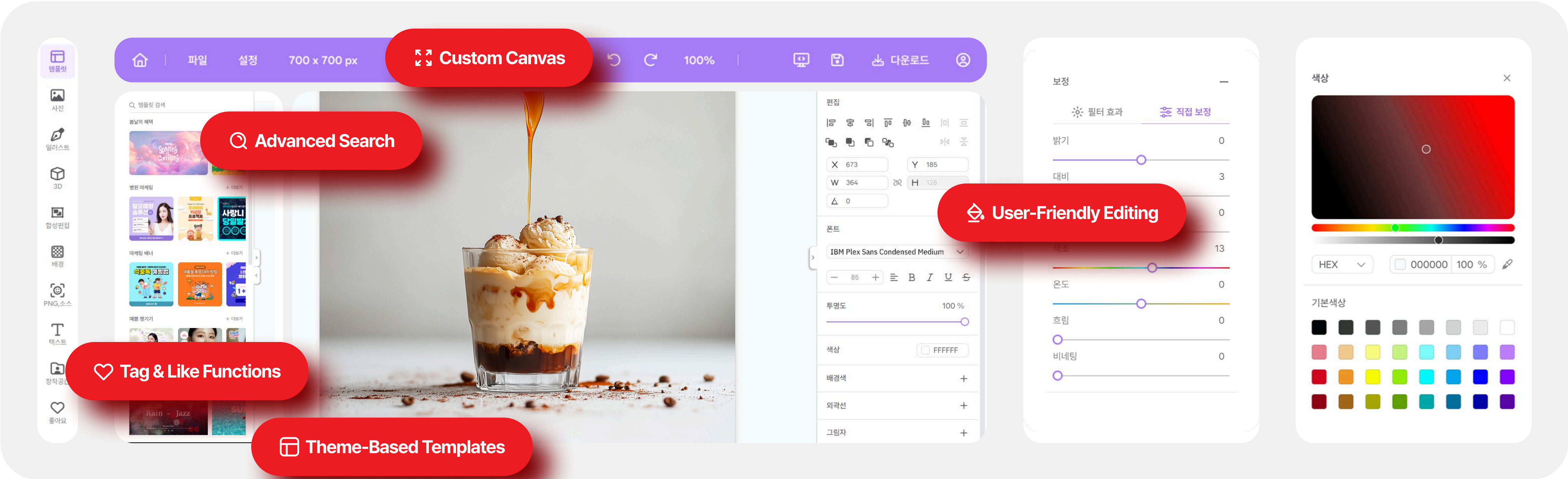


User Experience



# Delivering **New Design Solutions** with Original Content

From planning to editing—easy and intuitive for everyone



• ClipartKorea Editor UI

User Experience



# Continuously Enhancing Platform Usability **to Maximize Customer Satisfaction**



## Search Engine Optimization

We've implemented advanced filtering options and streamlined data structures to ensure users can quickly and easily locate the content they need—even within a vast library.



## Curated Content Recommendations

We deliver curated collections—ranging from trend-driven assets to top-performing content—organized by theme to enhance content accessibility and usability.



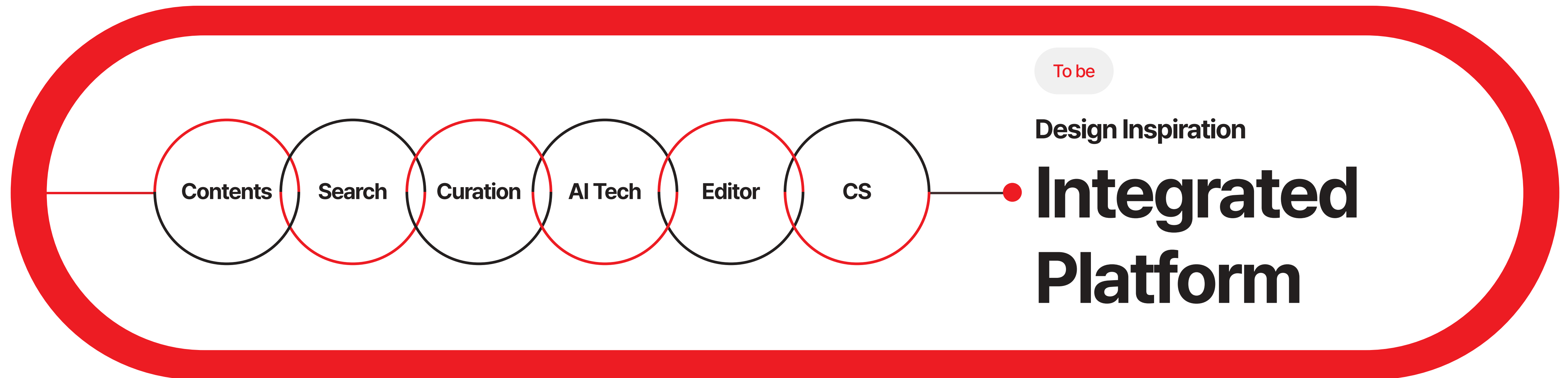
## Customer-Centric CX

We improve customer satisfaction by operating a dedicated support team and integrating real-time chat into our platform, ensuring faster response and smoother communication.

User Experience

# TongRo Images **Makes It Happen** Bringing Everyone's **Imagination To Life**

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Vision



# Contact Us

## **TongRo Images Inc.**

CEO: Chuljib Lee

Founded: October 1995

Employees: 86

Business Areas: Digital Image Content Development & Subscription Platform Services

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End