

Building Trust,
Shaping Impact.

Gogolook

Anti-Scam Impact Report

TWSE: 6902

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Gogolook

Gogolook (TWSE: 6902) is a leading TrustTech company established in 2012. With “Build for Trust” as its core value, expanding its business from Asia to Europe and America. Gogolook’s AI technology is built on the world’s largest database of digital scam data, encompassing phone numbers, websites, virtual currency wallet addresses, and other factors. The company provides diverse anti-scam and fintech services for both consumers and businesses. Its offerings include the digital anti-scam app “Whoscall” and a range of enterprise scam prevention solutions in partnership with “ScamAdviser.”

A foundation member of the Global Anti-Scam Alliance (GASA), Gogolook has also teamed up with a number of institutes such as the Taiwan National Police Agency, Thai Royal Police, the Philippines Cybercrime Investigation and Coordinating Center, the Royal Malaysia Police, and the Fukuoka city and Shibuya city government to fight scams, dedicated to creating a “scam-free environment.”

whoscall |  SCAMADVISER | Roo.Cash | 美玉姨 |  JUJI



A Letter from Our Chairman

Delivering Anti-Scam Tools to the World in the Midst of an AI Era

As a TrustTech service provider, Gogolook focuses on the R&D of AI software services through the vision of “Building for Trust.” Having expanded our business landscape from Asia to Europe and the Americas, we also became listed on the Taiwan Stock Exchange this year, allowing us to leverage the power of the capital market to accelerate growth and expand our business and social influence.

Although technology itself is neither good nor evil, it can bring about social progress and change the life and civilization for the better. Alternatively, it can also be used for crime. Unfortunately, with the rise of generative AI and the professional division of labor from transnational organized crime rings, scam has become one of the greatest threats in the 21st century.

For more than 10 years, Gogolook has focused on technology scam prevention and has established strong technical capabilities and commercial security tools to meet the strong demand from consumers, enterprises, and the government for scam prevention.

In addition to investing heavily in the latest AI technology applications and developing scam prevention solutions, we have initiated partnerships and expanded our services throughout the world. By working with international

organizations and driving industry development, we have indirectly impacted the policies and legislation of various countries, and deployed scam prevention solutions in major markets to strengthen the scope of substantial security and protection.

Partners and investors that have long been committed to Gogolook, as well as users of our products, have all witnessed our steady growth over the years and how we have come to play a key role in the global market.

This Report reiterates the ideals and values that we at Gogolook pursue, and documents our growth and accolades in recent years. In addition, we will also review how Gogolook has collaborated with enterprises and governments, whether by creatively revolutionizing stereotypes of anti-scam education or by demonstrating the practical application of our solutions, in order to observe cross-national and cross-industry case studies and learn from each other.

Perhaps scam may never completely disappear due to human nature, but justice is also never absent. All Gogolookers will persevere in what we do until the dawn of justice has brought all dark, murky corners to light.



Co-Founder and Chairman
of Gogolook

Jackie Cheng 鄭勝年

World-Class Anti-Scam Achievements

At the Forefront of the War Against Fraud Rings



24M

Monthly Active Users



100+

Partners



15+

Main Markets

Since 2010,
we have successfully blocked

660_M

Scam calls

1.8_B

Scam SMS

30_M

Phishing URLs

Receiving Global Attention through AI Technology



Taiwan's front-line battle against mobile phone fraud

Taiwan's front-line battle against mobile phone fraud

5 December 2022

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Erin Hale
Business reporter, Taiwan



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NIKKEI Asia

As cyberscams surge, Taiwan's Gogolook eyes growth in Asia

As cyberscams surge, Taiwan's Gogolook eyes growth in Asia

Whoscall developer builds region's largest anti-fraud database with AI tech



Jeff Kuo, co-founder and CEO of Gogolook, said he sees massive opportunities for growth in Southeast Asia and Japan. (Photo courtesy of Gogolook)

CHENG TING-FANG, Nikkei Asia chief tech correspondent
December 26, 2023 11:00 JST

[Link →](#)

日経ビジネス

Overcoming the limits of the hardware industry, a Taiwanese startup takes on the global market from Japan

デジタル世界編 台湾に学ぶ

PART3

ハード一辺倒から転換へ 台湾スタートアップ、日本から目指す世界

By 栗 文江 Read time:8min
2025.3.21

読者ユーザー 印刷 表で読む



台湾積体回路製造（TSMC）をはじめ技術力で世界を席巻する台湾企業は多い。だがその多くはハードメーカー。今、台湾が急ぐのがソフトウェア産業の創出だ。日本を目指す台湾の新興企業も増えているが、その目線の先には世界がある。

[Link →](#)

A Globalized Social Issue

Financial Losses from Global Scam Reach 1 Trillion U.S. Dollars

When scam becomes a national security issue and affects the public's perception of governmental policies, scam is no longer a problem of the few but rather a global social concern involving financial stability, human trafficking, and information security. It is a threat that transcends all countries, languages, ethnicities, and age. This year, The Economist magazine has even used "Scam Inc." to describe the current scam industry chain and its professional, cross-border division of labor. The United Nations Development Programme (UNDP) and the United Nations Office on Drugs and Crime (UNODC) also published research reports on the current situation of scam, highlighting the importance and concern of international governmental organizations regarding scam.

According to research from the Global Anti-Scam Alliance (GASA), financial losses from global scam have exceeded US\$1 trillion, and on average, more than half of all consumers encounter scam at least once a week. SMS, telephone, and email are among the top three channels of scam, and the most severe incidents occur in shopping scam, investment scam, and identity theft. However, with the evolution of generative AI, social media platforms, and virtual currencies, scam will continue to bring even greater challenges to society and information security.

- In addition, the threat brought by scam is not limited to financial losses; it also leads to a tremendous emotional impact on the victims. According to a survey from the UK government, as many as 18% of scam victims suffer from severe depression, posing challenges to social progress.



1%

of global GDP is stolen by scam

Source: Global Scam Report 2024 (GASA)



50%

of the population encounters scam at least once a week

Source: Global Scam Report 2024 (GASA)

90%

of cyber security threats come from scam

Source: Gen Digital 2024

18%

of scam victims suffer from depression

Source: GOV.UK

Developed Countries Are Leading the Way in Adopting Relevant Legislation



UK

✓ Payment Systems Regulator (PSR)

Under the Faster Payments and Clearing House Automated Payment System (CHAPS), app scam victims can receive mandatory compensation of up to 85,000 pounds. The compensation liability is divided between the paying and receiving banks, and the compensation is to be completed within five working days. In addition, all payment institutions are required to submit monthly reports on scam incidents and customer lists.



EU

✓ European Commission

The European Commission promulgated the Third Payment Services Directive (PSD3) and Payment Services Regulation (PSR) to strengthen payment security, scam prevention, and consumer protection. Measures include greater compensation liabilities. Not only banks but also telecommunications, social media platforms, and e-commerce platforms are partially liable for compensation for scam losses (shared liability model).



USA

✓ U.S. House Committee on Financial Services

The Protecting Consumers from Payment Scams Act (draft) requires banks and payment platforms (such as Zelle and Venmo) to be jointly responsible for refunding scam losses, and strengthens consumer reporting and remedial mechanisms.



Thailand

✓ Ministry of Digital Economy and Society (DE)

The new Digital Fraud Prevention Act (draft) will expand the definition of "technical crime" and specify the obligation of financial, telecommunications, and social media platforms for suspending suspicious accounts/fraudulent information. A fine of up to 500,000 baht and a sentence of up to one year may be imposed on a person who fails to actively prevent the incident.



Taiwan

✓ Executive Yuan

The Executive Yuan launched four new anti-scam laws and strengthened the goal of combating scam. Going forward, financial institutions, digital platforms, and telecommunications providers will also be liable for scam prevention-related fines. The Financial Supervisory Commission (FSC) has incorporated scam prevention into the strategic goals of "financial examination" and "fair customer treatment."



Singapore

✓ Monetary Authority of Singapore (MAS) and Infocomm Media Development Authority (IMDA)

MAS and IMDA implemented the "Shared Responsibility Framework" for phishing scams and entrusted financial institutions and telecommunications providers with the responsibility for preventing scam and handling subsequent remedial measures. Failure to fulfill the aforementioned responsibilities will cause an accountable institution to share compensation liability for the victim.

Scam Prevention Becomes a Key Component of Corporate ESG

The spread of scam not only poses risks to specific individuals but also challenges overall confidence in society and corporate reputation. Moreover, it serves as a barrier to social progress. Gogolook believes that “scam prevention” has become an important action that impacts ESG. By exerting social influence among general consumers, enterprises, and the government, it demonstrates a company’s social care and governance capabilities. In today’s society, scam prevention is a key factor that must not be overlooked. Therefore, we will attempt to analyze it from three aspects.



Scam Prevention Becomes a Key Component of Corporate ESG

Environmental

① Preventing the Waste of Environmental Resources

The scam industry consumes a large amount of environmental resources and energy, including the construction of server rooms in their compounds, placing machine calls, sending out phishing messages, and laundering money through virtual currencies. The elimination of scam and related criminal behavior will allow resources to be used more appropriately and positively.

Social

① Creating Information Transparency and a Basis of Trust

With the constant emergence of scam incidents, a shadow of distrust looms over modern society. Furthermore, the advancement of AI has made it even more difficult to discern real information from fake news. Scam has not only obstructed the development of normal business activities but also slowed the pace of social progress.

② Improving the Popularization and Accessibility of Scam Prevention Tools

We provide free anti-scam technology services through different business and value exchange models, and design user experiences for different ages, languages, and behavioral conditions to ensure that everyone is equally protected against scam, thereby achieving the value of scam prevention and inclusion.

③ Strengthening Social and Digital Resilience and Information Literacy

In addition to applications, the combination of technology with “education” can effectively counter the ever-changing scam schemes and help the public to build the right mindset. Many governments, non-profit organizations, and enterprises have begun to invest in education to improve the public’s digital resilience and information literacy.

Governance

① Strengthening Information Security and Anti-Scam Mechanisms

Enterprises should establish a complete information security management system and anti-scam operating procedures, and enhance internal risk control capabilities either through R&D or external collaborations so as to reduce the risk of users being defrauded and the companies’ associated legal liabilities.

② Cross-departmental Coordination and Risk Disclosure

Enterprises should clearly stipulate scam response measures and designate responsible units to enable cross-departmental cooperation, allowing them to jointly promote scam prevention and risk management. They should also regularly disclose scam trends and countermeasures in sustainability reports to demonstrate transparent governance and corporate responsibility.

③ Compliance Management and Ethical Commitment

Enterprises should strictly comply with laws and regulations related to digital communications and personal data protection, ensuring that services comply with the latest regulations in various countries in order to practice ethical management and fair stakeholder treatment.

Fraud Prevention is Consistent with SDGs

As scam becomes more and more prevalent, not only do enterprises need to protect the safety of their platforms and users, but they also shoulder the social responsibility of educating the public and safeguarding digital trust. We are committed to promoting anti-scam services and have even assisted governments and enterprises across various countries in deploying anti-scam applications, which correspond to many critical goals in the United Nations Sustainable Development Goals (SDGs) and highlight our social impact.

1



No Poverty

Scam often targets economically disadvantaged groups, causing significant financial and livelihood impacts, and there are even “secondary scam” techniques that target existing scam victims. Therefore, by increasing their anti-scam capabilities, we can reduce the losses suffered by disadvantaged groups and improve their economic resilience.

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Peace, Justice and Strong Institutions

Fraud violates social justice and the rule of law. Enterprises that can actively prevent scam, cooperate with law enforcement, disclose risks, build a fair system, and maintain information transparency and social security will be able to create a positive image.



4



Quality Education

Scam prevention education improves information awareness and risk awareness among the public. Promotional activities designed for youths and high-risk groups, such as community-based scam prevention lectures for the elderly, inclusion of scam prevention information in campuses, and organizing scam prevention hackathons, are particularly important.

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Reduced Inequalities

Disadvantaged groups (such as the elderly and new immigrants) are often defrauded due to a lack of information or a digital gap. Enterprises can provide educational resources and optimize service mechanisms, such as offering multilingual operations and auxiliary mechanisms (such as voice assistance and audio alerts).

Three Major Businesses of Gogolook



Security

Information Security and Privacy Policy

Gogolook formulates information security and data privacy policies in accordance with the latest international trends and standards, and has passed the regulations and evaluations of governmental partners in various countries.

It is our important responsibility to protect customer data and maintain customer privacy. To this end, we use the most advanced information security services.

In order to improve service quality and to innovate services, we openly and transparently obtain user consent, collect data legally and reasonably, and adopt de-identification and encryption technologies throughout the process to ensure user data sovereignty.

To provide corresponding functions, we request minimum permissions from users and clearly explain the purpose. Users can also revoke their permissions at any time.

Obtaining International Information Security and Quality Control Certification

Gogolook continues to improve product information security and management mechanisms to protect user privacy and service quality, and has obtained the three certifications of ISO 27001, ISO 27701, and ISO 9001.



A Trusted Leader in Anti-scam Prevention

Firmly opposed to scam, we believe that we cannot win by standing alone in this fight. We can only exert greater synergies by coordinating the public and private sectors and working with other enterprises.

In addition, Gogolook also serves as an important leader in major international non-profit organizations, bridging international exchanges and forums, and promoting anti-scam legislation and initiatives.

Scam Reports

Indicative Scam Prevention Trend Reports

By utilizing our anti-scam services to collect firsthand information on scams, Gogolook uses data analysis and AI-driven forecasting to enhance the anti-scam capabilities in our products, thereby generating a positive cycle and enhancing our competitive advantage.

Since the outbreak of the COVID-19 pandemic in 2020, the global scam issue has become increasingly severe. Gogolook has established a scam research team, becoming the first company in the world to publish annual scam analysis reports. Not only have our reports been used as indicators of government policy and legislation, but they have also accelerated the evolution of industries and drawn resource investment.

Since 2023, Gogolook has been working with the Global Anti-Scam Alliance (GASA) on scam research, and has jointly published highly credible scam analysis reports around the world to expand the attention and impact of all sectors on scam prevention.



Awards

Innovation and Social Engagement Recognized by All Sectors



Techsauce Innovation Award

With the rapid increase in the popularization of Whoscall in Thailand, we have protected countless Thai people through technology, and have been designated to cooperate with the local government, banks, and telecommunications companies, thus becoming an icon of Taiwan's soft skills.



Presidential Innovation Award

With our strength in technology and innovation, Whoscall leverages anti-scam benefits and protects citizens across many nations from the threat of scam, becoming one of the most iconic software companies in Taiwan in the international market.



Wealth Financial Award (Digital Financial Services Award)

Roo.Cash has demonstrated the innovative power of AI technology application in the field of financial scam prevention, and realized the blueprint for financial inclusion. In the future, we will continue to innovate digital financial experiences that are driven by the fundamental concept of scam prevention.



Commercial Times Digital Financial Award (Innovative Finance Award)

Only four years since its launch in 2020, Roo.Cash has already become the financial matchmaking platform with the highest traffic in Taiwan. By deploying AI technology, expanding product lines, and offering financial scam prevention education, it creates a safe and convenient financial environment.



Taiwan Impact AI

Gogolook has greatly applied AI technology toward scam prevention, ranging from identifying fraudulent texts and predicting fraudulent phone calls to detecting social media ad scams. It has also become a model case study for the application of the Google Gemini module.



Best IT Employer Award from IT Matters Awards

Gogolook employees are located across 15 countries, with a gender ratio of nearly 1:1. We implement a flexible, remote work model to provide competitive salaries and benefits, leave, and career growth opportunities.



PRCA Asia Pacific (Strategic Communications Award)

As the scam prevention industry begins to flourish, Gogolook organized the 1st Anti-Scam Asia Summit and published the "Asia Scam Report" to create a space for dialogue and awareness. This event was covered by media such as CNN, Digitimes Asia, and Nikkei Asia, and was lauded with the Strategic Communications Award from PRCA Asia Pacific.



AI Taiwan Future Commerce Awards

In terms of innovation in traditional finance, JUJI has provided users with convenient, fast, and inclusive small loans through its app and was awarded the Bronze Medal for Best Product Innovation.

Products & Services

- Whoscall
- ScamAdviser
- Watchmen
- Roo.Cash
- JUJI
- Auntie Meiyu



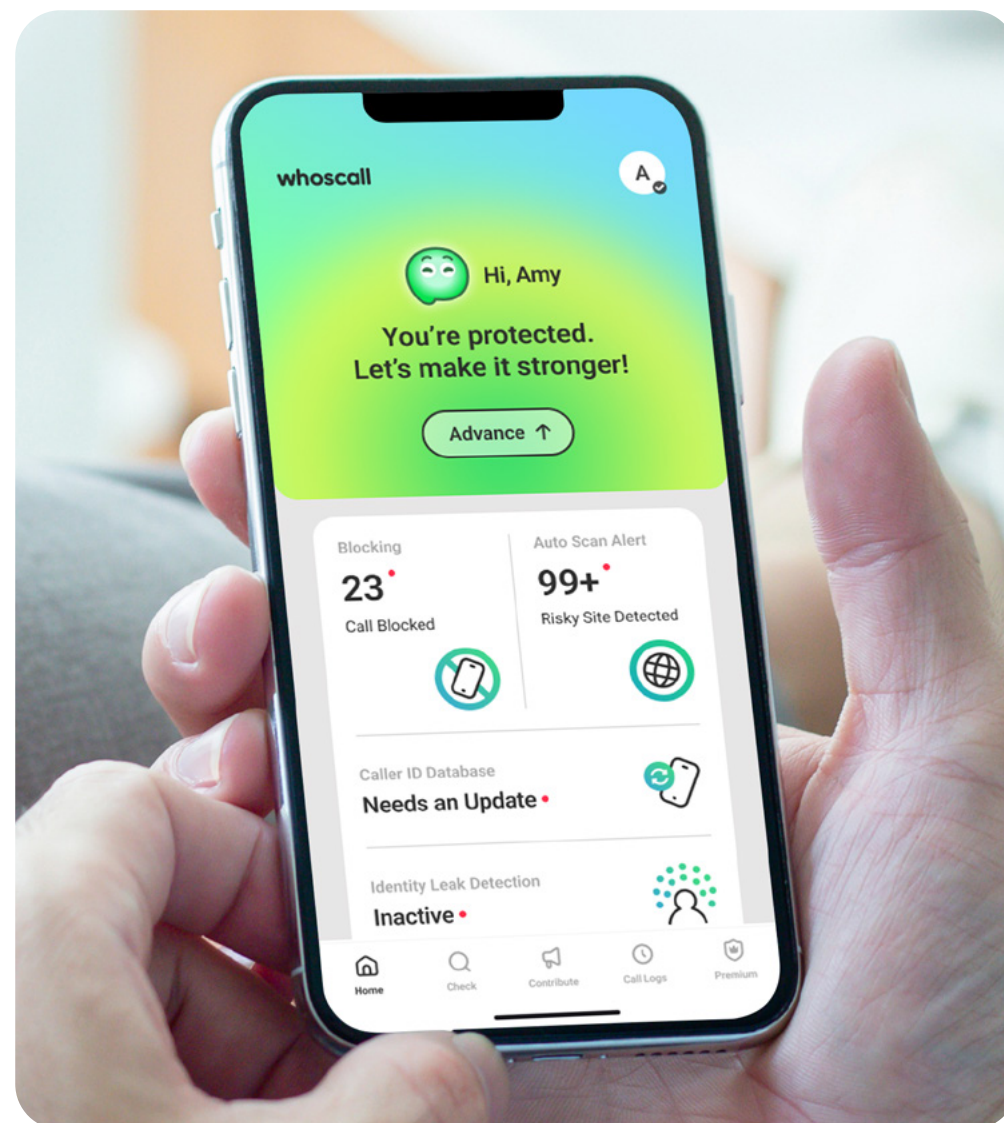
The Nation's Go-To Anti-Scam App — Officially Endorsed by Law Enforcement Across Countries

whoscall

The Whoscall app, a digital anti-scam tool, is designed to protect users across various scenarios from scams and spams, including phone calls, text messages, and links. With over 100 million downloads worldwide, it boasts the most comprehensive database in East and Southeast Asia, encompassing over 2.6 billion phone numbers, and collects data from partner ScamAdviser to form a leading digital anti-scam database. The Whoscall team has been dedicated to developing anti-scam technology for over a decade, employing AI to analyze and simulate the patterns of scam groups, proactively preventing the spread of scams. At the same time, Whoscall actively engages in building a community collaboration mechanism with its users, playing a role with societal impact in digital anti-scam services from educational initiatives, cross-sector collaboration to product innovation. Recognized and chosen for partnerships by the Taiwan National Police Agency, Thai Royal Police and NCSA, Royal Malaysia Police and CyberSecurity Malaysia, the Philippines Cybercrime Investigation and Coordinating Center, and local governments in Japan.

[Website →](#)

[Download →](#)



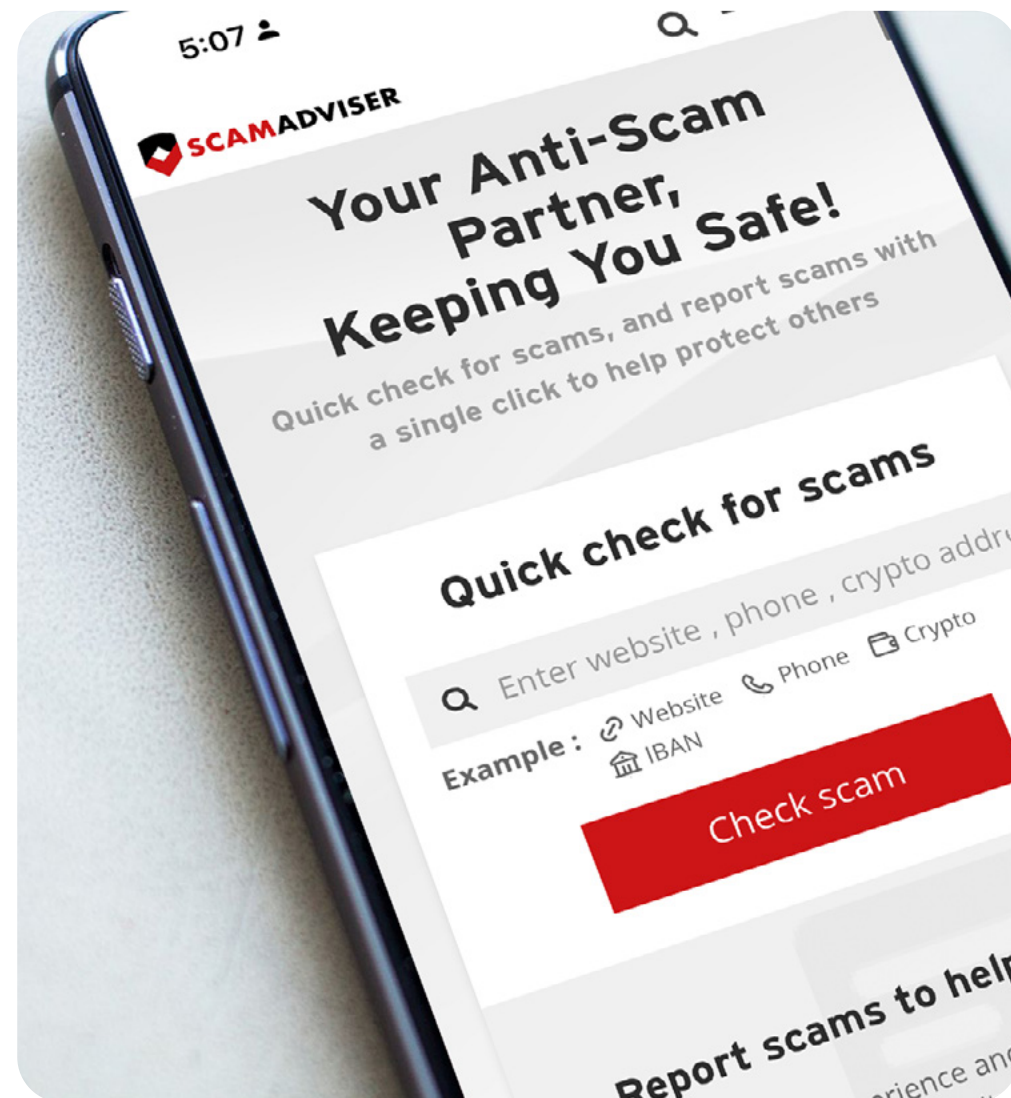
Pioneering Scam Prevention in Europe and the U.S.!

Leader in Domain Trust Rating



Founded in Amsterdam, the Netherlands, ScamAdviser is a member of the Global Anti-Scam Alliance (GASA) and provides global corporate customers with anti-scam technologies and consulting services, including Anti-Scam Intelligence and Watchmen.

By utilizing AI algorithms and database networks, ScamAdviser has developed its own website risk rating technology and integrated it with Gogolook's enterprise scam prevention solutions and telephone number database, becoming the world's most comprehensive communication and digital scam prevention database, and works with over 400 partners to protect more than 1 billion consumers worldwide. With Anti-Scam Intelligence as its core technology, ScamAdviser excels in deploying customized anti-scam technologies into enterprises' operating procedures, working with corporate customers to protect consumers, and advancing international compliance trends. Currently, ScamAdviser has partners and customers across Europe, the United States, and Asia-Pacific. These organizations include financial institutions, telecommunications operators, information security service providers, brand consultants, law enforcement agencies, and consumer protection agencies. In addition, ScamAdviser is committed to protecting consumers from the threat of scam. It has created free websites and app services for consumers to inquire about the risks of unfamiliar websites, and is used by more than 7 million users each month.



[Website \(B2C\) →](#)

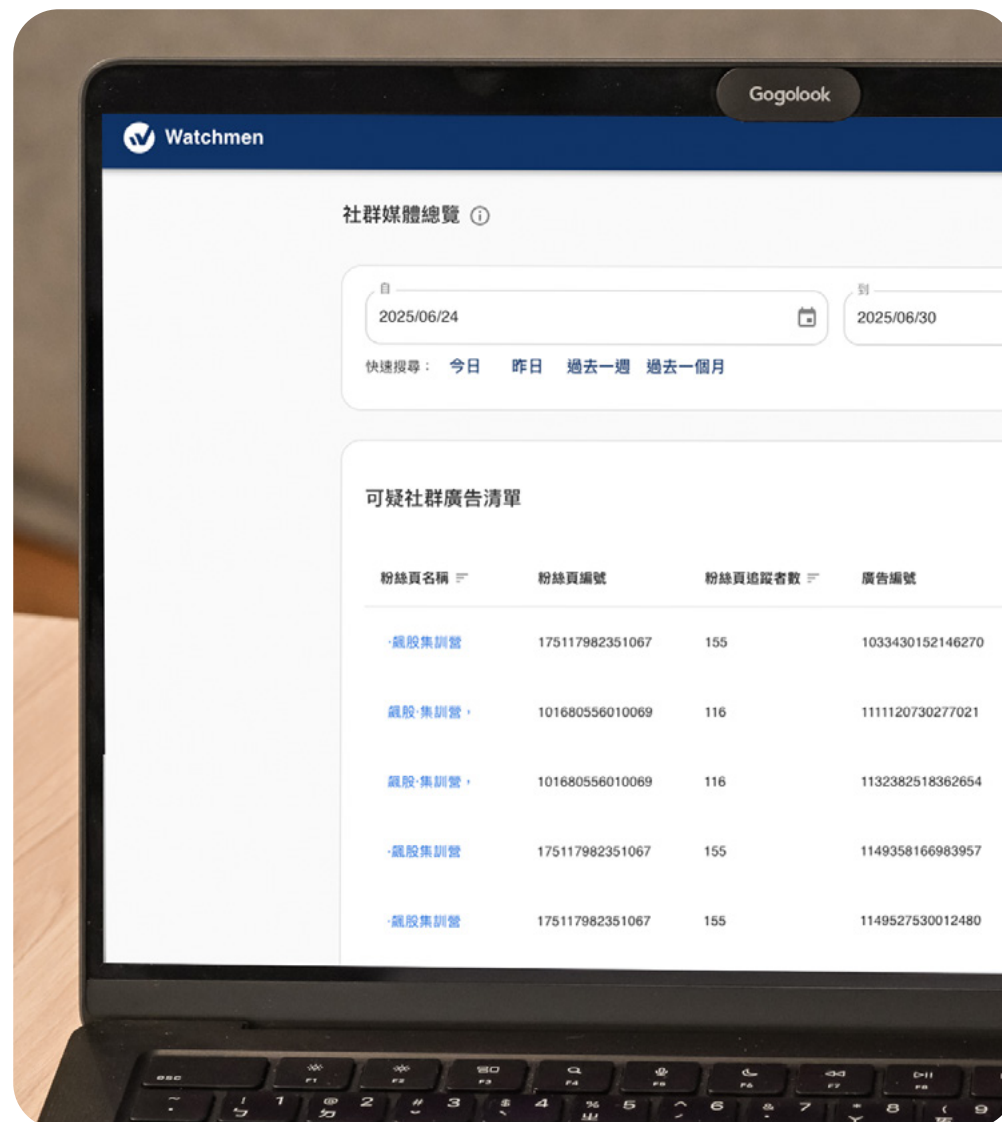
[Website \(B2B\) →](#)

Anti-Scam Operation Center (ASOC) – Corporate AI-powered War Room



Founded on the concept of an “anti-scam operation center,” Watchmen, a reputation protection service, serves as a scam prevention war room for enterprises. Through the Whoscall Verified Number and cross-domain Fraud Early Warning System, we monitor and analyze communication channels (e.g., telephone, text messages, websites, and social media) between companies and customers. We have a real-time understanding of any situation where an enterprise has been impersonated and immediately activate anti-scam mechanisms to strengthen digital risk protection and safeguard consumer rights using a one-stop service. Our current customers include the Taiwan Stock Exchange and Vieshow Cinemas.

[Website →](#)



Products & Services

Most Traffic in Taiwan! Guide to Financial Products and Consumer Goods



Founded in 2020, Roo.Cash works with more than 30 domestic financial institutions to provide smart comparison and matchmaking of over 200 financial product solutions. The platform uses generative AI technology to create a smart Q&A service called “Roo AI” to help users quickly find the most suitable options for themselves in terms of credit cards, loans, insurance, investment and wealth management, and daily promotions, thereby satisfying the two major demands of sound financial management and smart consumption. Roo.Cash uses digital technology to achieve the value of financial inclusion and has been lauded by two coveted awards: the Commercial Times and Wealth Financial Awards. It will continue to accompany every user in calmly dealing with day-to-day financing and consumption choices.

[Website →](#)



An Innovative App for Small Loans! Realizing Financial Inclusion



JUJI is an innovative small loan service that provides users with convenient, fast, and inclusive small loan solutions through its app. Unlike the cumbersome processes of traditional financial services, JUJI uses mobile phones or scooters as collateral to greatly lower the loan threshold, making it much easier for users to obtain much-needed support when they need it.

The intuitive application interface of JUJI allows users to complete the application in as little as three short minutes. It also provides highly flexible repayment periods and diverse repayment methods to meet the financial conditions of each user and reduce the burden of repayment.

The core value of JUJI is transparency and user trust. All loan processes and fees are open and transparent, with no hidden costs. To further enhance user experience, we have launched the unique JUJI Points feedback mechanism, allowing users to receive tangible feedback while enjoying convenient services.

JUJI is more than just a loan service; it also hopes to become the number one secure and reliable choice for users to address their short-term funding needs, thereby realizing our vision of digital financial inclusion.

[Website →](#)

[Download →](#)



Dispelling Suspicious Information! LINE Fact Checker



美玉姨

“Auntie Meiyu,” the automated fact-checking robot, uses AI technology and has more than 600,000 users in Taiwan. It is synonymous with cracking rumors. Auntie Meiyu automatically compares suspicious information in chat software with multiple fact-checking platforms, police agencies, and information security platform databases, including text messages, image-based rumors, suspicious phone numbers, phishing links, virtual asset wallet addresses, and LINE IDs, helping users obtain multiple verification results in real time and thus avoid the risk of being scammed due to suspicious information.

Add →



International Scam Prevention Cases

- Government Collaboration
- Scam Prevention Partners
- Scam Prevention Education



Government Collaboration

**Public and Private Sectors Work Together to
Create a New Scam Prevention Model**

Working with the government is more than just resource integration; it is also an important driver of the dissemination of scam prevention knowledge. From data sharing to technology alignment, Gogolook continues to strengthen the digital resilience of all people by collaborating with various government agencies.

Whoscall x Criminal Investigation Bureau: Launching the National Anti-scam Patrol

Working with the Criminal Investigation Bureau to build a dual line of defense to protect the daily lives of the elderly and vulnerable groups

In 2023, Whoscall and the Criminal Investigation Bureau (CIB) jointly launched the Anti-Scam Patrol project, which uses Whoscall, the digital scam prevention tool, to enhance scam prevention awareness for the elderly and high-risk groups.

Expanding upon the concept of the Anti-Scam Patrol, Whoscall has promoted a new function, Web Checker, which helps people identify fraudulent links and avoid clicking on risky websites. In addition, 100,000 six-month subscription sets for Whoscall Premium were distributed for free so that people can activate anti-scam protection in real time.

The event also invited local Chief of Village Tzu-Yu Chen to serve as an ambassador for scam prevention and to assist in disseminating scam prevention information to every household. This symbolizes Whoscall's effort in working with the police and government to create a stronger line of defense against scam at the community level.



Whoscall x Criminal Investigation Bureau: Three Pointers of Scam Prevention to Create New Mobile Security

Integrating three major anti-scam functions to comprehensively upgrade social anti-scam impact

In 2024, Whoscall and the Criminal Investigation Bureau of the National Police Agency jointly launched the annual anti-scam campaign, titled “Three Pointers of Scam Prevention.” Videos showed personified versions of the three core functions of Whoscall: “Caller ID,” “SMS Filter,” and “Web Checker.” These functions were personified as members of an anti-scam taskforce, with the interesting content transforming complex information security tools into everyday knowledge that can be understood and shared by all people.

This event spanned digital and physical channels, including social media videos, YouTube ads, podcasts, outdoor media throughout Taiwan, and was also shared in police and government communities across Taiwan. It was proactively shared by various police agencies and government bodies in Taitung, Chiayi, Tainan, Yilan, and Kaohsiung. This symbolizes Whoscall’s continuous effort in cultivating its role as a national anti-scam benchmark tool through public and private collaboration. In addition, the “Three Pointers of Scam Prevention” also successfully established social consensus and trust in relevant technology.



[Link →](#)

Whoscall × Criminal Investigation Bureau “ATM Anti-scam Stickers”

Thoughtful reminders on ATM machines throughout Taiwan to prompt users to think before making payments!

In order to prevent the public from being defrauded when making wire transfers via ATM, Whoscall collaborated with the Criminal Investigation Bureau of the National Police Agency to jointly launch ATM anti-scam stickers, which are placed on the ATM machines of major banks and convenience stores. This design includes an image of well-known anti-scam ambassador Ai-Chen Tan, and her familiar and friendly image is used to remind the public to “check before making a wire transfer,” effectively conveying the concept of staying protected by being vigilant.

The stickers also highlight common speech techniques used by scam rings, and remind the public to remain alert. The reason ATMs are chosen to communicate the message is that currently, many scams involve victims being led to make wire transfers via ATM. Hence, they are strategic reminders placed in high-risk areas.

This plan symbolizes an important milestone in Whoscall's partnership with the public sector in jointly strengthening offline scam prevention warnings, and extends scam prevention awareness to everyone's lives, further implementing the social goal of daily scam prevention.



Shaping a Blueprint for International Anti-Scam Collaboration



Amplifying Asia's Voice on Scam Prevention: from Taiwan to Japan and Singapore

Since co-hosting the first Global Anti-Scam Summit (GASS) in 2023 with the Global Anti-Scam Alliance (GASA), Gogolook has continued to take a leading role each year as both co-organizer and speaker. The company has been actively involved in promoting and implementing cross-border collaboration in the fight against scams.

In addition to its summit involvement, Gogolook also co-published the first-ever Asia Scam Report with GASA. This comprehensive study surveyed over 20,000 people across 11 countries and highlighted the growing threat posed by technologies such as AI and deepfakes. The report also called on governments to collaborate on building regional defense mechanisms, such as information-sharing systems and digital identity verification frameworks.

Since 2024, Gogolook has been continuously invited to speak at GASS events held in Singapore and Japan, where it has shared insights on how AI-driven solutions and cross-sector collaboration can target scam hotspots across Asia. It also showcased real-world applications of trust tech products like Whoscall and ScamAdviser, and exchanged best practices on public-private partnerships in scam prevention, sparking strong interest from local governments and industries.

Over the years, Gogolook has remained committed not only to developing anti-scam technology but also to actively participating in international dialogue and cooperation across Asia. Through ongoing engagement with the Global Anti-Scam Summit, Gogolook continues to share Taiwan's successful anti-scam experiences with neighboring countries, while serving as a vital bridge between tech innovation and public policy. Gogolook is dedicated to building a scalable and sustainable digital trust infrastructure throughout the region.



Whoscall × Royal Thai Police: Scam Prevention Education Tour

Traveling to rural Thailand to expand scam prevention education beyond cities and truly reach every generation and corner of society

In 2023, Whoscall and the Royal Thai Police jointly launched a scam prevention education tour project called “Cyber Vaccinated,” with the goal of expanding scam prevention awareness across Thailand, including rural areas and cities, and covering young students and high-risk elders. The event was organized as a tour in all regions of Thailand, combining in-person lectures and an analysis of real-life scam cases to help the public understand how scam occurs in daily life and how it should be addressed.

After the on-site participants completed the Cyber Vaccinated online scam detection test, they could redeem a one-year Whoscall Premium anti-scam service, as we hoped to encourage more people to build awareness of digital risk prevention through practical actions. The event attracted participants across different age groups, including high school and university students and the elderly. The event attracted an average of 100–150 participants per session. Finally, a total of nearly 40,000 individuals completed the test and acquired the free Whoscall scam prevention serial number, effectively increasing the reach and social participation of the Whoscall brand, making it a model of cross-sector cooperation that truly reached out to the lives of local residents and realized the “popularization of scam prevention capabilities.”



Whoscall x Cyber Crime Investigation Bureau (CCIB): Mother's Day Scam Prevention Initiative

Promoting social awareness of digital scam risks and protecting the elderly through family care

As scam methods are becoming increasingly advanced and tend to target middle-aged and elderly groups, Whoscall and the Cyber Crime Investigation Bureau (CCIB) of Thailand jointly launched a national anti-scam education campaign during Mother's Day in 2024. Through creative videos and large-scale giveaways of Whoscall Premium anti-scam services, we hoped to boost the awareness of the Thai people regarding their families' digital security and encourage relevant actions.

This event was based on the theme of “#NoOneHangupFasterThanYourMoms.” By sharing moving, real-life scam incidents in which many mothers were deceived through receiving calls from strangers without using anti-scam tools, it reminded the public: “Even if you could identify a fraudulent phone call, your mother may not.”

To encourage the public to actively install Whoscall for their families, the event gave away 500,000 sets of free two-month Premium subscriptions. After its press release on August 8, the event quickly drew much public attention, and several government and business entities jointly shared promotional videos. Nearly 15,000 users redeemed the subscription within one month, thereby upgrading digital anti-scam capabilities for their mothers.

This Mother's Day anti-scam campaign not only successfully strengthened the public-private collaboration model between Whoscall and the CCIB in Thailand but also created a powerful anti-scam impact through emotional engagement, making scam prevention much more than simple cold and rigid information transmission.

รักแม่ ไลน์ whoscall ฟรี!
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กรอกโค้ด ได้ที่เว็บไซต์ redeem.whoscall.com
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#ไม่มีใครดัดสายเท่าแม่คุณ

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Whoscall × Royal Malaysia Police: Scam Prevention Carnival

By collaborating with the police and government agencies, a scam prevention carnival that welcomed all members of the public was held to instill daily scam prevention knowledge and strengthen public scam identification actions

At the end of 2023, Whoscall and the Bukit Aman Commercial Criminal Investigation Department (CCID) of the Royal Malaysia Police jointly organized the “Scam Free Malaysia Carnival,” officially launching a free one-year giveaway event for the Premium anti-scam services of Whoscall and marking a milestone in the joint effort between private technology and law enforcement agencies in promoting public anti-scam awareness.

The event was held in a popular shopping district and attracted large groups of participants. In addition to giving away free subscriptions of Whoscall Premium, the event also included a scam prevention seminar. Using a clear and understandable manner, police officers and representatives of Whoscall shared actual scam incidents and prevention techniques to help the public identify online scam, counterfeit calls, and text scams.

The event also drew much attention from the media and was broadcast by Malaysian TV networks, RTM and Amanz Network, which further enhanced the event’s impact and brand awareness. This event not only effectively increased the usage rate and trust of Whoscall in Malaysia, but also demonstrated its value as a digital public safety tool.





Whoscall × Japan City Governments: Promoting Scam Prevention Governance Through Technology

Collaborating with city governments from Fukuoka, Shibuya, and Yokohama to implement local innovation governance and digital security education for the public in order to build a scam prevention network across cities

With the surge of scam, SMS phishing, and counterfeit identity scams in Japan, Whoscall actively cooperated with local governments to deploy scam prevention technology tools and to popularize digital scam prevention awareness among the public, becoming a new model for promoting digital governance and public safety. From 2020 to 2023, Whoscall collaborated with Fukuoka City, Shibuya District, and Yokohama City to organize three iconic government collaboration projects, covering policy proofing and public education.

In 2020, Whoscall participated in the city government's "Beyond Coronavirus" epidemic prevention innovation program at Fukuoka City, and provided citizens with free three-month Premium anti-scam subscriptions. The project was jointly implemented by Fukuoka City and the Fukuoka Directive Council (FDC) to conduct data fact-checking and user interviews on the issue of the increased number of telephone scam cases during the pandemic. This was the first time Whoscall used digital scam prevention tools toward Japan's public policy, laying the foundation for future inter-city collaborations.

In 2023, Whoscall and Shibuya City Office jointly launched the "Building a Scam-free Future" project, selecting 300 residents and start-up employees to provide a 12-month subscription to the Whoscall Premium and to conduct a one-year effectiveness tracking. We focused on combating scam attacks such as counterfeit government SMS and phishing websites, and deployed AI dialogue to generate scam risk assessment. It was a city-wide scam prevention trial that was both practical and linked with public policy.



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Whoscall and the Royal Malaysia Police Jointly Combat the Threat of Phone Scams

The only anti-scam app authorized to share scam database from the Royal Malaysia Police to enhance people's scam awareness

With the growing severity of scam incidents in Malaysia, Whoscall officially began working with the Bukit Aman Commercial Criminal Investigation Department (CCID) of the Royal Malaysia Police (PDRM) in 2023. Both parties work together to combat evolving scam methods, providing the public with more immediate and credible scam prevention information, thereby protecting the public from the risk of being defrauded.

Through this collaboration, PDRM encourages people to actively download Whoscall as an important tool to prevent phone scams. The PDRM CCID also proactively provides data on fraudulent phone numbers from the official scam reporting platform, and integrates and analyzes data with Whoscall to help the system accurately detect phone scams and update scam trends, making it a model for cooperation between scam prevention technology and law enforcement agencies.



Whoscall Launched the Scam SOS Feature and Worked with Thai Police to Create a Victim Assistance Platform

Integrating scam prevention technology with government systems to create a fast and effective rescue mechanism

According to statistics from the Cyber Crime Investigation Bureau (CCIB) of Thailand, there are currently more than 150,000 online scam incidents in Thailand, with total financial losses exceeding 13 billion baht, and this number continues to rise. In 2025, Whoscall announced the launch of a new function, “Scam SOS,” in Thailand, providing immediate assistance to victims of increasingly severe scam, especially those who encounter wire transfer scam.

Scam SOS allows users to complete the following steps within the Whoscall app: Contact the bank to suspend suspicious accounts, report online, or dial the anti-scam hotline 1441, and prepare the required information for reporting according to guidelines.

The function integrates the contact information of major banks and e-wallets in Thailand and provides online reporting and 1441 hotline instructions and assistance processes to help users prevent monetary losses as soon as possible while also assisting police investigations.



Scam Prevention Partners

Interdisciplinary Collaboration to Build a Trust Network for All

Working together with partners across different industries is an important force in promoting scam prevention. From telecommunications and finance to technology, Gogolook continues to connect daily scenarios with scam prevention technology to enable and integrate scam protection into everyone's daily life.

Scam Prevention Partners

Joining the Global Signal Exchange (GSE) to Expand the Global Impact of Scam Prevention

Working with international partners including Google and GASA to create cross-border scam prevention data sharing and risk management

In 2025, Gogolook was invited to join the Global Signal Exchange (GSE), a platform jointly promoted by the Global Anti-Scam Alliance (GASA), Google, and others. The goal is to build a multinational and cross-platform real-time intelligence sharing and response mechanism through integrating trusted global scam data and AI technical resources in order to respond to the increasingly severe threat of scam.

Through sharing our own scam database and AI model training experience, Gogolook helps the GSE platform strengthen its global scam risk monitoring capabilities, and further opens up opportunities for business cooperation in scam prevention with international platforms and companies. We also assist governments and enterprises in building cross-border scam defense lines and strengthening their global digital resilience.



Watchmen Prevents Social Media Scams and Assists Securities Firms in Providing a Secure Investment Environment

Using AI scam prevention technology to assist TWSE, TCX, and TIP in comprehensively monitoring and blocking investment scams and enhancing market confidence

According to statistics from the National Police Agency, Ministry of the Interior, “investment scam” has topped the chart for financial losses for three consecutive years since 2021. This type of scam has caused severe losses to investors and led to a crisis of market confidence. As scam methods of investment scams become increasingly severe, TWSE, Taiwan Carbon Solution Exchange (TCX), and Taiwan Index Plus Corporation (TIP) have deployed the AI scam prevention solution “Watchmen” from Gogolook to jointly strengthen the digital risk protection of the securities industry.

Gogolook assisted the three aforementioned major trading institutions in activating real-time detection and reporting mechanisms through the “Whoscall Verified Business Number” and “Early Fraud Warning System,” actively scanning and intercepting fraudulent phone calls, text messages, social media accounts, and fake websites related to these brands, thus achieving online and offline multi-channel risk blocking. With the increased risk of senior executives being impersonated, we also provide customized social media monitoring to ensure the authenticity and security of the information that the public comes into contact with.

This cooperation not only responds to the government’s scam prevention policy, but also sets a precedent for the financial industry in deploying AI scam prevention technology. This effective practice from institutions such as the TWSE has also led securities firms and financial institutions to understand the importance of digital trust and reputation protection.



Whoscall x Post Offices Join Forces to Take Action: Combating Package Scam and Allowing the Public to Receive Mail with Peace of Mind

Collaborating with Thailand Post and Pos Malaysia to cultivate anti-scam education

Package scam is one of the most prevalent scam methods throughout Asia. Scam rings often impersonate the post office to send fraudulent package notifications or unpaid collection messages, and lure people to click on malicious links or remit payment. In order to protect the safety of the public during holiday seasons and daily mail logistics, Whoscall cooperated with Thailand Post and Pos Malaysia to enhance people's identification skills and alertness from the source.

In Thailand, Whoscall launched a joint scam prevention campaign during the peak period for mail delivery at the end of the year, printing anti-scam slogans on package sealing tapes used by the post office and placing these tapes across 247 post offices nationwide. At the same time, Whoscall reminded the people to remain alert when opening packages and answering calls from strangers through social media and promotional videos from KOLs. This innovative approach successfully integrated scam prevention awareness into people's daily life scenarios, so that "beware of scams" is no longer just a phrase, but rather the first line of defense when receiving packages.

In Malaysia, Whoscall collaborated with the state-owned postal service to officially register the national postal service and official operational telephone number as Whoscall Verified Number. When users receive relevant calls and text messages, it will be clearly displayed as an official call, significantly reducing the risk of being defrauded. In response to the joint appeal from the Royal Malaysia Police (PDRM), the event quickly generated much local attention, becoming a model case study of a partnership between the government and technology scam prevention.



Whoscall Launched “Scam Alert” Scam Prevention Knowledge Platform in Thailand

Joint effort from government, telecom, and the public to create a national anti-scam center

In order to effectively combat the widespread scam in Thailand, in 2024, Whoscall worked with the National Broadcasting and Telecommunications Commission (NBTC) to formally launch a new feature, “Scam Alert,” creating the first integrated scam prevention knowledge platform throughout Thailand. The function integrates scam prevention data from government agencies, telecommunications companies, private enterprises, and non-profit organizations, and sends real-time scam alerts to the public through the Whoscall app to help users identify scam risks in a timely manner.

The event was co-organized by the NBTC and cumulatively drew more than 80 representatives from the government, private sector, and civil society to attend its launch. It was also attended by 11 units from local telecommunications, police, finance, and government regulatory agencies, including the Royal Thai Police, the Criminal Investigation Bureau (CIB), National Cyber Security Agency (NCSA), and the Thai Consumer Council. It also marked the first instance in which all four major telecommunications operators in Thailand, namely AIS, TrueMove H, DTAC, and NT, participated in scam prevention activities led by private enterprises. This event was not only an important milestone in gathering departments to jointly protect digital security but also paved the foundation for building a national scam prevention platform.



Whoscall Partners with Telecom Operators to Launch Anti-scam Promotion, Making Fraud Prevention More Accessible by Linking Payment to Telecom Bills

Expanding the reach of anti-scam protection by bundling with telecom bill payment

To provide more people with scam protection, Whoscall has launched strategic cooperation with multiple telecommunications companies both in Taiwan and overseas. Telecom users can subscribe to the Whoscall ad-free version or Premium version through their telecom bills.

Partners include Far EasTone in Taiwan, China Mobile Hong Kong, TrueMove H and AIS in Thailand, and Rakuten Mobile.

Compared with the general subscription service that requires credit card payment, by collaborating with telecom service providers, not only can we make it easier for users to pay, but the payment is also integrated into the telecom bill payment process that users are already familiar with, thus further bringing the scam prevention function of Whoscall closer to the lives of the public and into day-to-day communications.

These measures help users prevent fraudulent phone calls and text messages, and enable scam prevention technology to truly enter people's daily life.



Partnered with Century-old Thai Bank to Create a New Norm of Fraud Detection for All

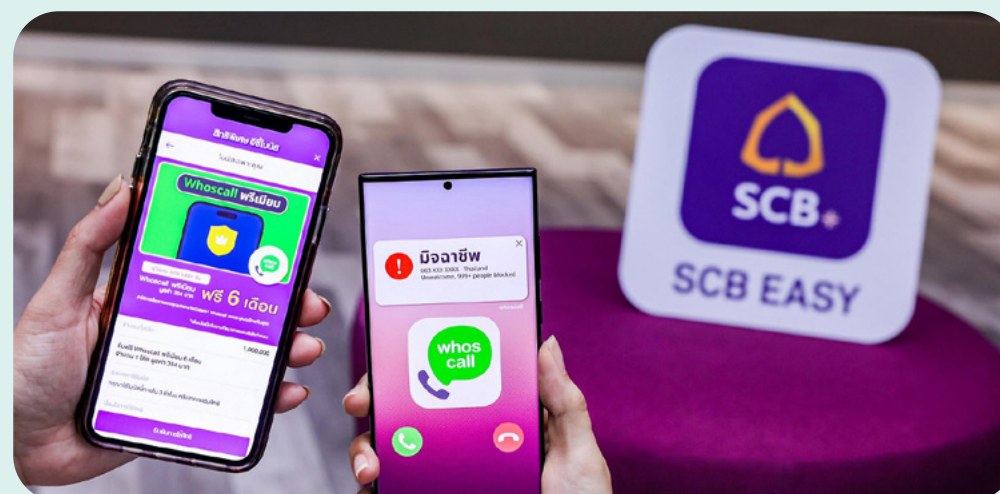
Whoscall Premium is integrated with digital finance platform resources to better combat scam

With the surge in financial scam incidents, Whoscall and Siam Commercial Bank (SCB), one of the oldest banks in Thailand, jointly promoted large-scale scam prevention education activities in 2023, combining scam prevention technology with digital banking experience and assisting SCB users in raising their awareness and strengthening their risk identification of incoming calls.

In 2023, SCB provided users with a six-month free subscription to the Whoscall Premium via SCB's official app. Users could receive the serial number in the Benefits section of the SCB app, then redeem it in Whoscall to activate scam prevention. The process was simple and intuitive, reduced the usage threshold, and encouraged users to actively prevent scam. During the four months of the event, the number of redemptions exceeded 122,578 sets.

This collaboration not only strengthened the brand penetration rate of Whoscall in Thailand but also successfully embedded anti-scam services into the digital financial scenario and became a part of users' daily interactions.

The collaboration with SCB is a new model for scam prevention technology in Thailand. We expanded the use of scam prevention tools from communications to include digital finance, and set a model for future collaboration with other banks and payment platforms.



Whoscall Takes Over BTS Stations in Thailand, Creating a New Daily Anti-Scam Habit

Integrating Online Financial Platforms with Offline Commuting Scenes to Expand Anti-Scam Education

To strengthen public awareness of financial scams in Thailand, Whoscall launched a nationwide anti-scam education campaign in late 2023 in collaboration with VGI, Thailand's largest transit media network, and Siam Commercial Bank (SCB).

The initiative combined prominent anti-scam signage at BTS Skytrain stations with interactive online redemption activities, successfully connecting daily commuting routines with mobile usage scenarios. This approach brought Whoscall's advanced scam prevention features directly into the public eye.

By partnering with a major advertising platform, Whoscall's brand visibility was significantly enhanced at key BTS stations across Bangkok. Meanwhile, the joint promotion with SCB's digital channels helped extend Whoscall's reach among both financial service users and the broader public. The campaign laid a solid foundation for Whoscall's long-term expansion and engagement in the Thai market.





Whoscall Launches Voice Alert Feature and Partners with Grab to Enhance Scam Prevention for Thai Users

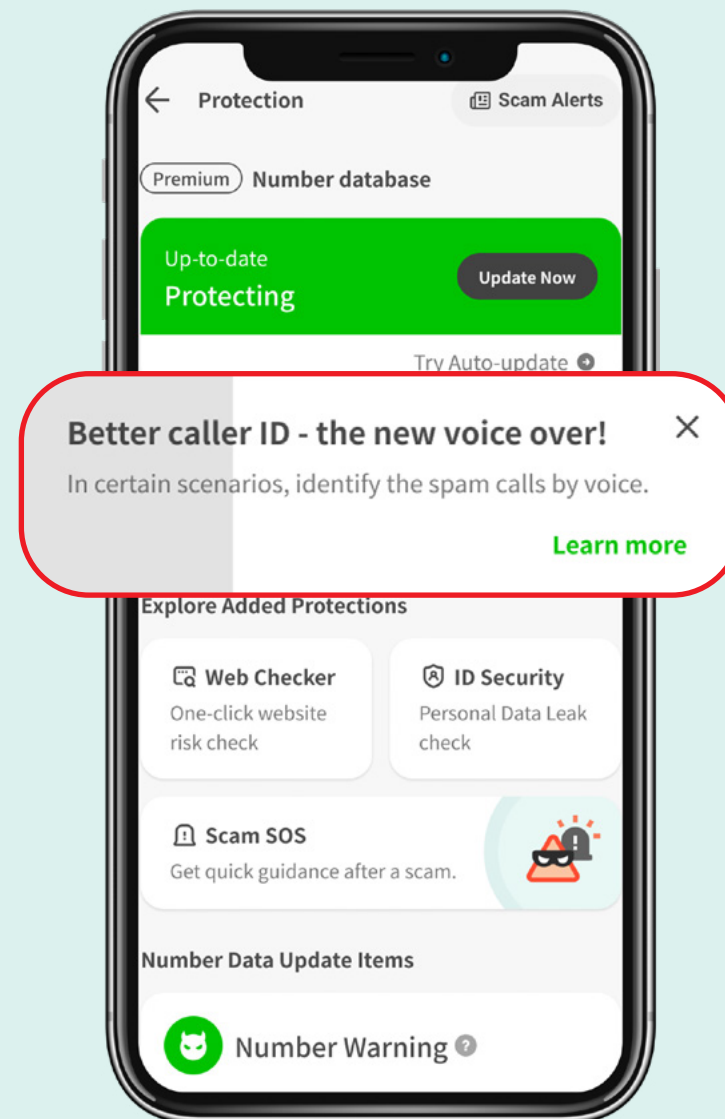
Building a “Driver-Friendly” Digital Shield: Stay Scam-Aware Even While on the Road

Whoscall has launched its new Voice Alert feature, a voice-based warning system for suspicious calls, and partnered with Grab, Thailand to bring scam awareness into real-life, everyday scenarios.

Voice Alert is specifically designed for driving and riding scenarios. Even when users are unable to operate their phones manually, they can receive real-time voice warnings about suspicious numbers, enhancing both scam protection and driving safety without the need to check incoming calls on screen.

Additionally, when Grab drivers call passengers, users with Whoscall installed will see an official Grab Caller ID, helping verify the legitimacy of the number and reducing the risk of missing important calls.

To strengthen digital scam defenses across the country, Whoscall is offering 10,000 free redemption codes for a 90-day Premium plan. Grab users and drivers can redeem the codes via GrabRewards points. Whoscall users can also enjoy exclusive Grab deals through the app, expanding engagement and interaction between the two platforms.



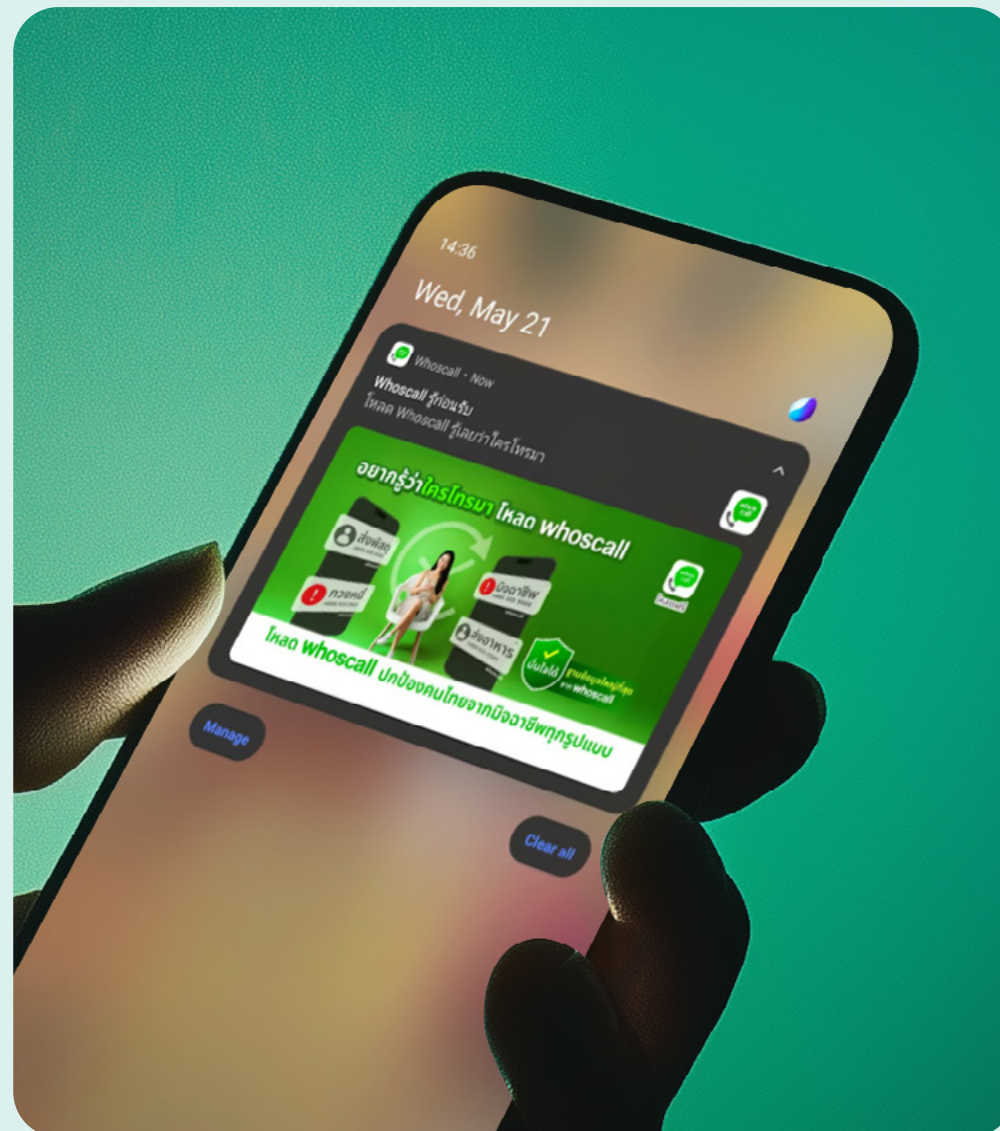
Whoscall Partners with VIVO Thailand for Preloaded App Service, Expanding Scam Prevention Reach

Preloaded Whoscall Helps Users Build Scam Awareness from the Day One

Starting in 2025, Whoscall has officially partnered with smartphone brand VIVO to launch a preloaded app initiative. When consumers purchase a new VIVO device, the Whoscall app icon will be displayed on the home screen. By tapping the icon, users will be guided directly to the latest version of the app on the Google Play Store, ensuring they access the most up-to-date anti-scam protection right away.

The partnership covers VIVO's X, V, and iQOO series, with the first batch of devices available in the Thai market from January 2025. VIVO's official channels will also deliver four anti-scam reminders and app activation notifications per month, encouraging users to regularly update the app's database and strengthen their ability to detect scams, integrating scam prevention into their daily digital routines.

This in-depth collaboration between Whoscall and VIVO especially aims to support users who may be less familiar with technology. By reducing the barriers to use and increasing accessibility, scam protection is activated as soon as the device is purchased, significantly boosting public awareness and preparedness against scams.





Gogolook Collaborated with World Thailand to Create a Trust Mechanism of “Identity Verification + AI Scam Prevention”

Enhanced community reliability with de-identification technology to inject new opportunities into global scam prevention

To strengthen users' trust in the digital world, Gogolook and World Thailand, a digital identity authentication company co-founded by Sam Altman, CEO of OpenAI, have reached a strategic partnership and integrated “World ID” into the scam prevention app, Whoscall. This marked the world's first innovative application that combined AI scam prevention technology and digital identity authentication.

Thailand was chosen as the first market of this collaboration. Through the zero-knowledge proof technology of World ID, users can log in to Whoscall anonymously and enjoy greater community participation and authorization without the need to disclose their personal data. Accessible features include reliability reporting, telephone number review, and scam detection, thus strengthening trust within the community ecosystem.



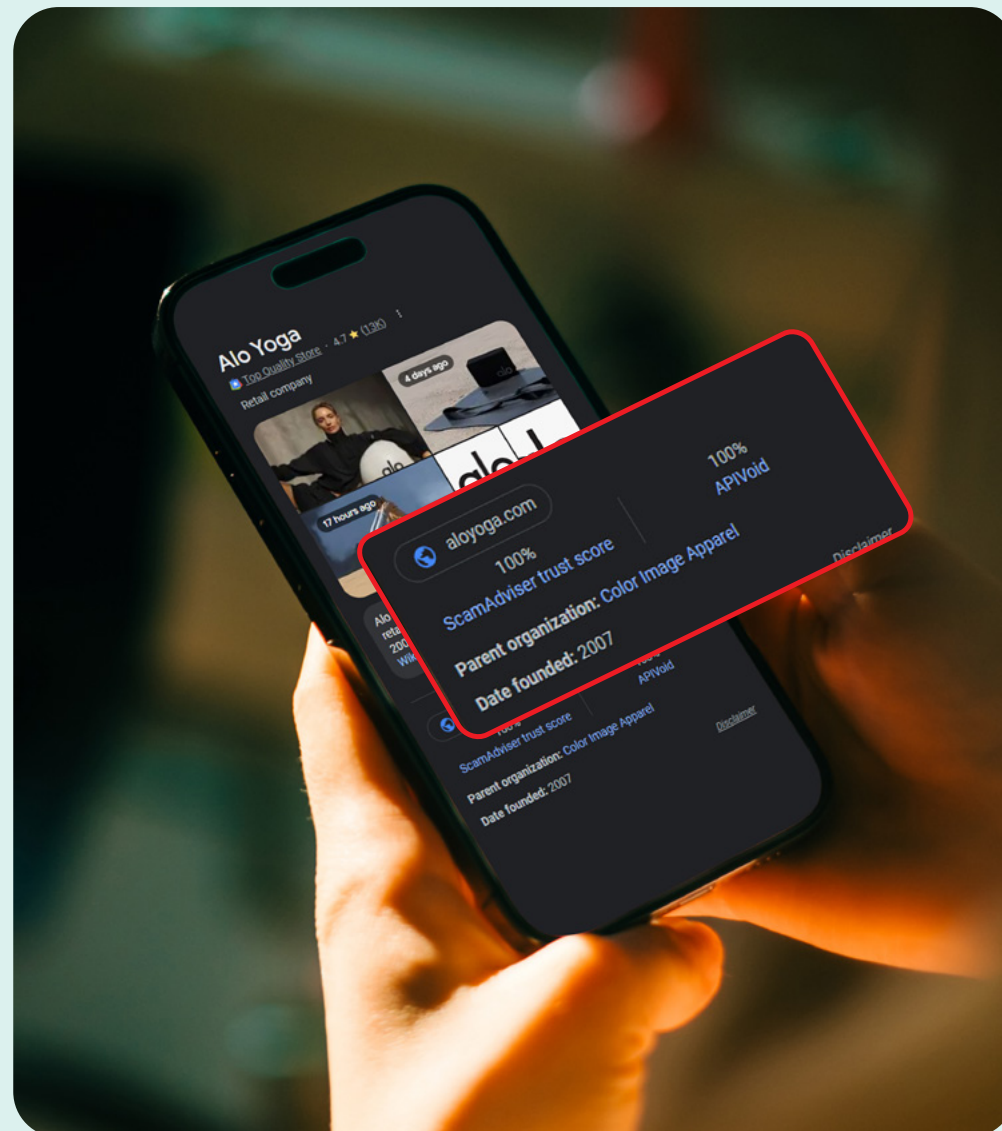
Google x ScamAdviser: Building a Safer Shopping Environment for Global Users

Utilizing ScamAdviser's credit rating technology to assist Google Shopping in providing practical scam prevention references for global consumers and enhancing cross-border shopping security

Gogolook's ScamAdviser has long been committed to using AI and risk indicators to build a website credibility database. Faced with the prevalence of cross-border e-commerce and the spread of fraudulent websites, Google worked with ScamAdviser to introduce ScamAdviser's "trust score" into the brand information pages of the Google Shopping platform, helping users to quickly identify the credibility of sellers and reduce the risk of being defrauded.

The partnership has been launched in eight major markets, including the United States, the United Kingdom, Germany, France, Italy, Spain, India, and Brazil. When users search for brands on Google Shopping, they can see and use the trust score provided by ScamAdviser directly on the brand information page as a reference for whether to make a purchase.

This allows consumers to have access to third-party risk assessment information right when they begin to shop, actively preventing scam and counterfeit brands and merchants, and realizing the vision of scam deterrence.



Scam Prevention Partners

Website Risk Rating Service on ScamAdviser Helps Nearly 20 International Organizations to Build a Digital Fraud Prevention Network

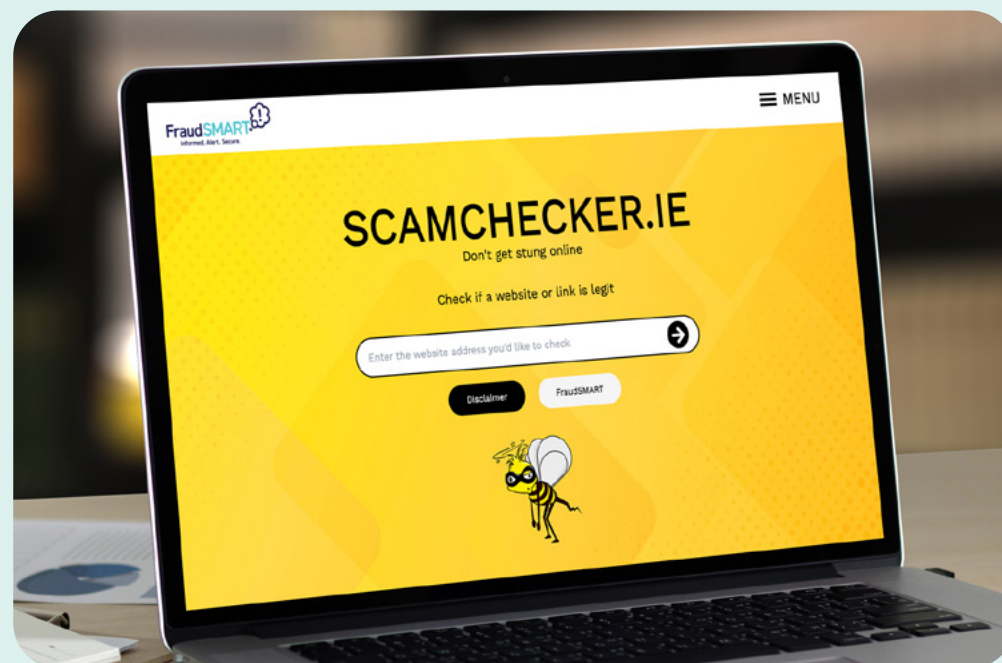
In-depth cooperation with governments, enterprises, and NGOs enabled ScamAdviser to provide website risk rating, helping global users identify malicious links and calls, building a scam-free trust environment

Scam attacks are becoming increasingly multinational. As scam methods become even more diversified and localized across different countries, ScamAdviser, a subsidiary of Gogolook, works with government agencies, enterprises, and NGOs in various countries to jointly establish a regional scam prevention information portal and verification platform, providing users with real-time scam verification, reporting, and warning mechanisms.

This cooperation has been launched in more than 17 countries and regions across five continents, including the CIFAS scam prevention agency in the United Kingdom, NetSafe in New Zealand, JC3 Japan Cybercrime Control Center, and African Center for Fraud Prevention, making it an important hub for global scam prevention data sharing.

The customized risk rating website integrates ScamAdviser with the world's largest scam database and risk algorithm to help users verify suspicious information such as website URLs, phone numbers, and virtual currency wallets. It also allows organizations to establish their own branded scam

prevention portal to provide the public with a familiar language and content interface, thereby enhancing trust and usage rates, and popularizing URL risk rating to all corners of the world.





Protecting Digital Trust in Southeast Asia: Partnering with Telecom Operator StarHub to Build a Scam Prevention Front in Singapore

Assisting StarHub in developing the ScamSafe app to build an accessible scam prevention mechanism and a digital security fortress for Singaporean society

As scam attack methods evolve, Singaporean society is also faced with an unprecedented digital scam crisis.

Gogolook collaborated with Singapore's large telecommunications operator StarHub to launch the jointly developed scam prevention app, ScamSafe, which provides stranger call identification, text message filtering, URL inspection, and scam reporting mechanisms to help users identify and block the risk of scam in their everyday lives. This is not only an application of technology, but also a public initiative aimed at raising the risk awareness and digital literacy of the public, so that every Singaporean can enjoy equal scam protection.



Gogolook Partners with Japanese Telecom Operator StoreFront to Develop an Anti-scam App

Building localized scam prevention solutions for enterprises through database licensing and DevOps collaboration

Gogolook formed a strategic partnership with StoreFront, a Japanese digital mobile service distributor. Through the caller database solution and product O&M support, we assisted StoreFront in developing its own branded anti-scam application, “Darekana Block,” which has been launched in Japan.

Darekana Block is built with Gogolook’s world-leading database of stranger calls and scam number recognition capabilities, and can help Japanese users identify suspicious calls, increase their alertness, and effectively reduce the risk of telephone scam. This successful execution of the Gogolook technology licensing model also highlights the rapid expansion of the demand for scam prevention technology in the global market.



Whoscall Partners with Thai Government to Promote National Anti-scam Campaign, “Save Friends From Fraud”

Giveaway of 3 million sets of Whoscall Premium to help the public combat scam

In response to the rapid development of scam methods in the digital era, Whoscall jointly launched the “Save Friends From Fraud” (SFFF) scam prevention initiative with the Thai government and private enterprises in 2024. This event integrated online and offline channels, and three million sets of Whoscall Premium were given away for free through partner channels, with a total value exceeding 1 billion baht (approximately 900 million New Taiwan dollars), demonstrating the government’s determination to fight scam by partnering with enterprises.

The event focused on the participation and benefit of the general public, and participating enterprises ranged from telecommunications and music platforms to retail and the financial sector. In-person and online activities were both organized in the hope of enabling every citizen to have basic anti-scam capabilities through digital tools. The event attracted more than 15,000 users who successfully redeemed the free subscription of Whoscall Premium, gradually raising public awareness of scam prevention.



Verified Business Number Becomes a New Standard in Scam Prevention: Whoscall Works with Mega Bank to Jointly Create a National Financial Security Network

From brand trust to social protection, Gogolook assists companies in implementing AI scam prevention solutions, strengthening the public's incoming call identification, and creating a safer digital consumption environment

Fraud attacks are on the rise. Not only are enterprises victims of scam attacks, but they are also often impersonated and exploited in scam schemes. Financial institutions have had the most impact. According to government reports, “investment scam” and “bank impersonation” continue to rank high among the categories of scam. To create a more credible environment for financial communications, Mega Bank deployed the “Whoscall Verified Business Number” to clearly indicate the bank’s identity through official telephone calls and text messages, reducing consumers’ risk of being defrauded.

Through the Whoscall verification mechanism, members of the public can identify Mega Bank’s exclusive “verified mark” in incoming calls and text messages without having to download an additional app. By clearly identifying its authenticity, scam can be prevented from the front line of business communication.

Data from Whoscall shows that the average answering rate of calls from enterprises that have obtained verified business numbers has nearly doubled, indicating that these enterprises are not only communicating with customers more efficiently, but that the sense of communication security is also enhanced, offering consumers more confidence in answering incoming calls and messages.



Partnered with Cathay United Bank to Offer Tree Points Incentive, Allowing Users to Upgrade and Experience Whoscall Premium with 1 Point

Reduced usage threshold through point redemption to strengthen public awareness of scam prevention and build inclusive TrustTech

To raise public awareness of scam prevention and lower the utilization threshold, Gogolook and Cathay United Bank jointly launched a limited-time event titled “Making You Safer with Tree Point (Credit Card).” Cathay United Bank credit card users can use the CUBE Rewards app to redeem a 1-month Whoscall Premium with an ultra-low redemption threshold of just 1 Tree Point (credit card), thereby upgrading their scam protection against incoming calls from strangers.

This collaboration not only provided a limited-time discount, but also strengthened the promotion of anti-scam awareness and expanded the reach of Whoscall services, particularly for first-time users of Whoscall Premium, helping to establish more comprehensive call risk protection. This event demonstrates Gogolook’s continuous cooperation with financial institutions to promote the corporate mission of “popularizing TrustTech,” making it easier for every user to have tools to strengthen information security and protect the financial safety of themselves and their families.



Promoting Scam Prevention in Financial Scenarios: Whoscall Collaborates with CTBC Bank to Create a National Scam Prevention Network

From financial services to daily point of contact, Whoscall works with the financial sector to promote scam prevention awareness

Gogolook collaborated with CTBC Bank to incorporate Whoscall Premium into financial service scenarios, providing CTBC Bank's Wealth Management customers aged 65 and above with free redemption for Whoscall Premium to assist them in identifying stranger calls and suspicious SMS sources, and strengthening the digital protection of front-end transactions.

In order to reach more high-risk scam exposure scenarios, Whoscall distributed promotional serial numbers for redeeming Whoscall services during the ATM cash withdrawal process at CTBC Bank. Once users complete a cash withdrawal, they will have the opportunity to obtain a limited-number discount voucher for Whoscall Premium. This encourages more members of the public to actively upgrade scam prevention functions, and directly reaches groups with high usage rates and high scam risk, improving the accessibility and application of real-time scam prevention tools.

In addition, we are actively promoting anti-scam awareness and provided 10,000 sets of free Whoscall Premium subscriptions at the 2024 Highly Ageing Tech Show to help elderly people familiarize themselves with incoming call

recognition and fraudulent text filtering functions, reducing the risk of being defrauded. Through elderly-friendly design and onsite interactions, scam prevention tools can truly enter the lives of the public and bridge the digital gap.



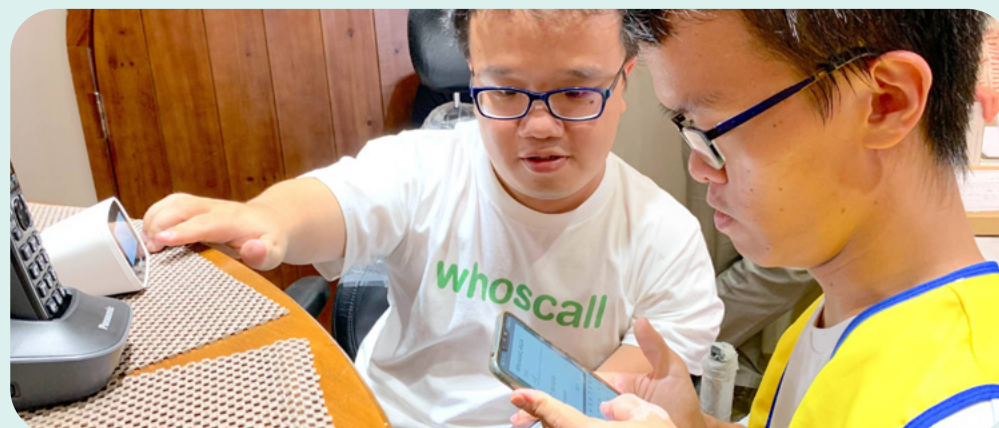
Gogolook Donated 100 Anti-scam Tools to Protect Patients and Caregivers from Threats of Scam

Combating landline scam with Whoscall for Landline

In order to realize the social value of TrustTech and allow technology to truly enter the lives of those in need, Gogolook donated 100 Whoscall for Landline devices to the Taiwan Little People Association and the Taipei Family Caregiver Association, in hopes of helping more high-risk groups set up lines of defense against scam and stay away from the threats of harassment and scam.

This project was planned by Gogolook's data processing specialist Chin-Wei Lee, who suffers from achondroplasia. By transforming the products he is responsible for into social impact, he gave back to society the assistance he had received from patients' associations, schools, and social welfare units in the past. This donation was personally proposed, implemented, taught, and closed by Chin-Wei, fully demonstrating the combination of personal impact and corporate charity.

Though there is a surge of mobile phone scams, many elderly people still rely on landline communication and have become the main targets of scam rings. In response to this pain point, Whoscall launched a dedicated device for landlines. It can display real-time identification information for incoming calls, and by connecting to our cloud database via Wi-Fi, it can identify the risks of unknown callers within 2 to 3 seconds. We also collaborated with Chunghwa Telecom to promote this device throughout Taiwan, enabling elderly people to easily answer every call at home with peace of mind.



Protecting Elderly People's Digital Security: Whoscall × iPASS Scam Prevention Collaboration

Working with iPASS to gain insights into the Taiwanese elderly group and promote elderly-friendly scam prevention knowledge

As scam methods become increasingly digitized, the elderly are also becoming high-risk targets of scam rings. To enhance elderly users' awareness of digital scam and their ability to prevent it, Whoscall and iPASS launched a joint scam prevention campaign in 2025. This partnership targeted the large group of elderly users in Taiwan. For iPASS MONEY app users aged 50 and above, we provided a free 6-month Whoscall Premium subscription to help them identify the risks of calls and text messages, and easily upgrade their scam prevention capabilities.

This exclusive scam prevention benefit for the elderly combined digital tools with public welfare concepts. In addition to enhancing information security awareness, it is also a joint effort between enterprises to build an elderly-friendly society.



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Scam Prevention Education

Making Scam Prevention a Part of Daily Life

Gogolook uses easy-to-understand language and innovative methods to transform the seemingly difficult scam prevention knowledge into information that all people can understand and act upon. Fraud prevention is transformed from a serious issue to something that everyone can interact with, share, and resonate with in their daily lives.

“Scam Yellow Pages”: Using a Book to Raise Awareness of Scam in Thailand

Combining creativity and data, we collaborated with local partners to promote the “Scam Yellow Pages” at the Thailand Book Exhibition and campus tours. By revamping society’s ignorance of scam, we began by educating students on scam prevention education, and further expanded to the entire country to jointly build people’s awareness of scam prevention

As Thailand faces a surge in scam incidents each year and the public grows numb and even begins to ignore fraudulent phone numbers, Gogolook has decided to use innovative methods to raise public awareness of scam prevention. For this reason, Whoscall launched the country’s first “Scam Yellow Pages” in Thailand. Complete with visualized data, the concept is inspired by the Yellow Pages phone book that once symbolized reliable contact information sources, and it has been transformed into a modern line of defense for the public to identify scam.

Among them, more than 1.5 million high-risk numbers were collected from the Whoscall scam database. Not only did the physical copy of these numbers draw the public’s interest, but it also became a topic of concern across the country through media coverage and community dissemination, successfully making the previously complex scam risks more concrete and easier to understand. This marks our effort to use creativity to drive public education.

- By using a physically printed book containing fraudulent phone numbers, we reminded the public: There may be risks involved in every call from a stranger.



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Scam Prevention through Music: Whoscall Music Promotion Project



Breaking down distance and language barriers and connecting younger generations through emotions to make scam prevention education a rhythm in everyday life

In Thailand, scam incidents are on the rise, and young people often become high-risk victims due to their lack of relevant awareness. To bring scam prevention knowledge into the lives of the younger generations, Whoscall partnered with the top music company in Thailand, GMM Grammy, and popular singer Joey Phuwasit to launch an online music promotion event. The hit single combined scam scenarios and real emotions, and the familiar tune conveyed the core message of hanging up on suspicious calls.

The video was watched more than 5 million times on YouTube and quickly became a national sensation due to wide coverage by mainstream media such as CH3, Thairath, and MGROnline. A large number of users also actively shared lyrics and content on social media. Joey's Fanpage also launched a scam prevention challenge through TikTok and Instagram, driving another wave of popularity. In the end, the event won eight music and marketing awards.

Through music, Whoscall successfully transformed scam prevention from a serious issue into information that the public can readily absorb and further expanded its reach so that young people heard more than just the melodies, but also the warnings.



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Whoscall x Viu “The Mask” Documentary on Scam

Collaboration with streaming platform Viu to uncover scam in a real documentary, helping the younger generation learn to protect themselves

At the end of 2024, Whoscall collaborated with video streaming platform Viu and the Royal Malaysia Police (PDRM) to jointly launch the three-episode documentary “The Mask.” The documentary filmed real-life incidents, in which the victims personally described their experiences. It also contained analysis from professional police officers, who disclosed how the scam rings set targets, set traps, and took steps to draw victims in, allowing the audience to understand the psychological and technical operations behind the scam.

The documentary premiered exclusively on the Viu online platform, targeting young audiences who love video content and entertainment. In order to expand the effectiveness of publicity, Whoscall and Viu drew traffic to each other’s sites by giving away Viu Premium and Whoscall Premium subscriptions, thereby encouraging users to download these apps and strengthen their personal scam prevention capabilities.

This project combined video media and social education to successfully bring scam prevention issues into the pop culture scene, making scam prevention education not only the responsibility of government agencies but also a cause that requires the participation of the general public. By injecting innovative energy into Malaysian scam prevention, this event also proved that when the content is authentic and engaging enough, scam prevention information can naturally be integrated into the daily lives of every audience member.

[Link - Episodes 1 →](#)[Link - Episodes 2 →](#)[Link - Episodes 3 →](#)

Whoscall x Hsinchu Toplus Lionees: A Slam Dunk on Scam Begins at the Basketball Court

Raising people's awareness of scam prevention with their passion for basketball

As a hub for semiconductor manufacturing and a high-income city in Taiwan, Hsinchu has always been the target of scam rings. In order to promote scam prevention awareness to the communities committed to technology and sports, Whoscall partnered with the Hsinchu Toplus Lionees to launch a scam prevention campaign during the opening game of the 2024 basketball season.

On the day of the game, Whoscall gave away a limited version of the Whoscall Premium scam prevention subscription to the audience and played an entertaining scam prevention promotion video, allowing fans to gain practical anti-scam knowledge while enjoying the game.

With basketball as the medium, Whoscall brought scam prevention education into every moment of people's leisure life, realizing the vision of scam prevention for all.



Whoscall x iPASS: Rock on Without Scam!

Collaborating with the largest music festival in Taiwan to help the younger generation gain scam prevention awareness

Whoscall and iPASS jointly participated in the largest music festival in Taiwan, the Megaport Festival, which is a fiesta of music and young people. Through creative interactions, we promoted scam prevention awareness and successfully attracted the attention of Gen Z and millennials.

During the event, the public received a Whoscall scam prevention scratcher, which could be redeemed for a one-year subscription to Whoscall Premium. All 2,000 scratchers were redeemed within two days, and the onsite response was very enthusiastic.

Through scam prevention education that combined music, community, and interaction, we successfully internalized the concept of scam prevention as a lifestyle attitude into user behavior. The event was also conducted simultaneously through visual displays and LINE chatbot messages to further convey the latest scam techniques, LINE scam message prevention techniques, and AI scam identification.

In this cross-sector collaboration between scam prevention and the music festival, we used innovative communication scenarios to embed anti-scam technology into the lives and mindsets of everyone.



Cultivating Scam Immunity of the Future Generation: Whoscall x iWin Campus Tour Project

Reaching more than 15,000 teachers, students, and parents on-campus in 2024 to raise awareness of digital security at the source through education

Gogolook collaborated with iWin to launch a one-year offline promotion in 2024, focusing on students aged 10 to 15, as well as elementary and high school teachers and parents. This collaboration aimed to raise awareness of digital security and prevent online scams. Through interactive workshops, campus tours, and the promotion of educational resources, we fully equipped the next generation with the ability to identify and avoid online threats.

A total of 50 seminars were held throughout the year, cumulatively reaching more than 15,000 students, parents, and teachers. We successfully introduced scam prevention education to campuses, strengthening teachers', students', and their families' awareness of digital security protection and paving the foundation for future digital resilience.



Elderly-friendly Scam Prevention Actions: Whoscall Shares New Anti-scam Knowledge

Building awareness of digital security among the elderly through educational actions

Gogolook actively participates in the “Digital Service Hub” project promoted by the Ministry of Digital Affairs and works with the Taipei Computer Association to promote local education and outreach by integrating scam prevention technology with digital literacy. At the same time, we also collaborated with private partners such as the Beunen Foundation, Goldfish Space, Jin-Shan Tzu-Hu Temple, and Fun Aging to access both urban and rural communities in northern, central, southern, and eastern Taiwan. We designed easy-to-understand scam prevention education activities for the elderly and improved their ability to identify scam, thereby making technology a strength that protects their lives.

In addition, Gogolook was invited to participate in the digital learning courses for the elderly organized by the Department of Information Technology, Taipei City Government, and delivered a practical lesson on scam prevention integrated with life scenarios and tools for elderly teachers. Through applications and case studies, we helped the elderly teachers convert anti-scam knowledge into thoughtful and educational life skills, cultivating scam prevention awareness among the elderly.



Whoscall Campus Actions: Incubating Next-Gen Digital Anti-scam Gatekeepers

Training and empowering youth on campus to build the front line of scam prevention

Scam attacks affect victims of all ages and backgrounds. Though young people and students are trained in digital skills, they are still often victims of scam and information security threats. In order to fundamentally improve the next generation's information security literacy and scam recognition capabilities, Whoscall launched two major on-campus scam prevention initiatives in the Philippines in 2024. By physically entering educational fields, we strengthened students' digital immunity.

In collaboration with Women in Security Alliance Philippines (WiSAP), Whoscall entered the 400-year-old University of Santo Tomas (UST) to organize in-person lectures. The event attracted over 500 university students and shared basic information security concepts, scam trends, and incidents, helping the students establish digital scam prevention concepts.

In addition, Whoscall launched the Student Fraud Prevention Ambassador Program with Asia Pacific College to recruit students who are enthusiastic about information security and public welfare as seed lecturers for on-campus scam prevention. A total of 30 scam prevention ambassadors participated in the training and disseminated correct anti-scam knowledge both on and off campus to help families and friends enhance digital protection.

Through the dual-track strategy of lectures and student ambassadors, Whoscall has embedded scam prevention concepts into the education system. In addition to communicating real-time scam prevention information, we also gradually expanded this knowledge to families and communities through the impact of students, creating a joint scam prevention network for all.



Building Trust, Shaping Impact.

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