



NEWS RELEASE

Coupang Named a Fast Company Most Innovative Company for 2025

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The company's innovations harness the power of artificial intelligence (AI), robotics and automation to create the future of global commerce

SEATTLE--(BUSINESS WIRE)-- Coupang, Inc., a U.S. technology and Fortune 200 company, has been named one of the World's Most Innovative Companies for 2025 by Fast Company .

Innovations from U.S. technology company Coupang, Inc. harness the power of artificial intelligence (AI), robotics and automation to create the future of global commerce.

Coupang has invested billions of dollars into building its end-to-end tech stack and operations

infrastructure, which integrates cutting-edge technology such as artificial intelligence and custom robotics. With technology underpinning every aspect of its global business, Coupang has scaled several innovative services over the past few years. Today, the company offers millions of items – including fresh groceries – that can be ordered by midnight and delivered by dawn the next morning. Coupang Eats provides free, unlimited deliveries of restaurant meals while Coupang Play offers free streaming media and exclusive opportunities to attend live entertainment events.

“Our machine learning and AI systems make trillions of predictions daily, powering our vast range of operations, from search and advertising to payments and fulfillment,” said Harshal Wanjari, Vice President of Engineering, Coupang. “By investing in technology, we’ve been able to create a unique model that drives success for hundreds of thousands of small business partners and tens of millions of customers globally. Our culture of relentless innovation fuels not only growth but also continuous improvements for our customers who are at the center of everything we do.”

Technology investments have enabled Coupang to create a unique model that drives success for both customers and partners, and its global patent registrations have tripled in the past four years to more than 2,100. Thousands of Coupang's world-class engineers in the U.S., Europe, and Asia optimize how businesses increase sales by reaching customers on the other side of the world. Coupang's proprietary systems and technologies help drive the sale of more than \$4 billion of American goods to consumers in more than 190 countries and territories around the world via its sophisticated cross-border trade operation.

Fast Company's Most Innovative Companies spotlights businesses that are shaping industry and culture through innovation, setting new standards and achieving milestones in all sectors of the economy. Coupang earned the No. 2 ranking within the Retail category. Coupang's Fast Company recognition comes just weeks after it was named a **Top 100 Global Innovator** for 2025 by LexisNexis.

"Our list of the Most Innovative Companies offers both a comprehensive look at innovation today and a playbook for the future," said Fast Company editor-in-chief Brendan Vaughan. "This year, we recognize companies that are harnessing AI in deep and meaningful ways, brands that are turning customers into superfans by overdelivering for them, and challengers that are introducing bold ideas and vital competition to their industries. At a time when the world is rapidly shifting, these companies are charting the way forward."

The full list of Fast Company's Most Innovative Companies honorees can now be found at **fastcompany.com**. It will also be available on newsstands beginning March 25.

About Coupang

Coupang is a technology and Fortune 200 company listed on the New York Stock Exchange (NYSE: CPNG) that provides retail, restaurant delivery, video streaming, and fintech services to customers around the world under brands that include Coupang, Coupang Eats, Coupang Play and Farfetch.

ABOUT FAST COMPANY

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