Netmarble takeover of Coway ‘win-win game’

Netmarble’s ‘unexpected’ purchase of a major stake in water purifier rental firm Woongjin Coway will create win-win opportunities for both companies because the mobile game maker can diversify its portfolio by lessening its reliance on the increasingly competitive game industry, analysts said Monday.

Coway will be able to improve its financial soundness and secure much-needed investment to expand its presence at home and aboard, thanks to its new cash-rich majority stakeholder.