



EIDER

BRAND INTRODUCTION

— BRAND INTRODUCTION OVERVIEW —

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ABOUT THE BRAND

EIDER Brand Story, since 1962



“No Demons, No Dragons Just Breathtakingly Beautiful”

By Jacques Balmat and Michelle Paccard
who stepped on the top of Chamonix in the Alps for the
first time in mankind after 3 years of challenging.

At that time, the mountain covered with snow and fog all
year round was feared by a lot of people and fallen into
disrepute as an accursed land.

Sublimate a distant, fear, and heavy mountain into an object of pleasure.

Jacques Balmat and Michelle Paccard
who overcame fear without a deep knowledge and
specialized gear but only relied on the mountaineering stick.

With Alpinism,
the spirit of the Alps to challenge without hesitation

Moved a distant, fear, and heavy
mountain to us.



1960 -



THE SKI FOR ALL

1970 -



THE TECH-STYLE DECADE

1980 -



THE YEARS OF
CHALLENGES AND
DARING



Eider's value, CHAMONIX ESPRIT

In the year of 1962,
Born in Chamonix, Eider defines the
CHAMONIX ESPRIT
as their challenge to overcome the fear of
the unknown.

And Eider says,

"Everyone has their own Mont Blanc to
overcome.

The challenge of confronting your fear is
the only way to overcome that fear."

Challenge your fear, Fear is nothing!

1990 -



eider

THE FUNCTION
THE TECHNOLOGY
FEELINGS AND EMOTIONS
: A PRIORITY

2006 -



PURE EQUIPMENT

2015 -



MOMENT OF PLEASURE

OUR PRODUCTS

XENIUM

Technical Outdoor collection, designed for various outdoor activities such as hiking or trekking.

Applied high-technology fabrics for the best performance and body protection.

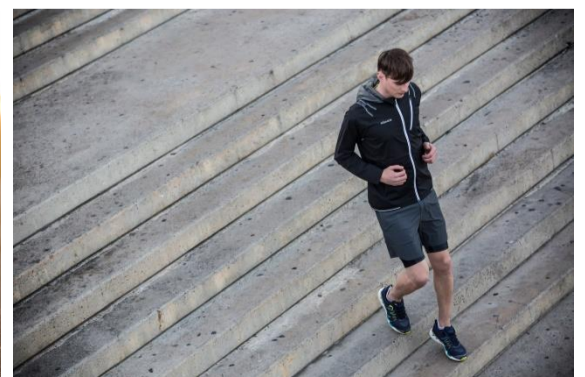
Provides comfortable, pleasant fit and luxurious mood through its simple design.



XENIUM ATHLETIC

Athleisure style Outdoor Sports collection for all leisure sports and daily activities.

With the combination of high function, sporty and fancy design, it provides the best condition in any activities, also easy to use as a fashion item.



CROSS OVER

Outdoor Casual collection for new exploration and adventure in daily life.

Its practical design, young and casual style, natural colorways are suitable for all daily outdoor activities and trip/leisure activities.



T-SERIES SHOES

Technical Shoes collection optimized for TOURING. Through the field test considering actual product usage environment and our own footwear R&D, this collection provides comfortable and light fit with high performance during mid to long distance hiking or walking



NEW LINE
LONG WAY T-1800

Mid-out touring shoes for middle to long distance walking trip of more than 20km/day and even hiking.



NEW LINE
STANDARD T-1500

Low-out touring shoes for middle distance walking trip of 10-20km/day.



NEW LINE
ACTIVE T-750

Light weight touring shoes suitable for daily activities and short distance walking trip under 10km.

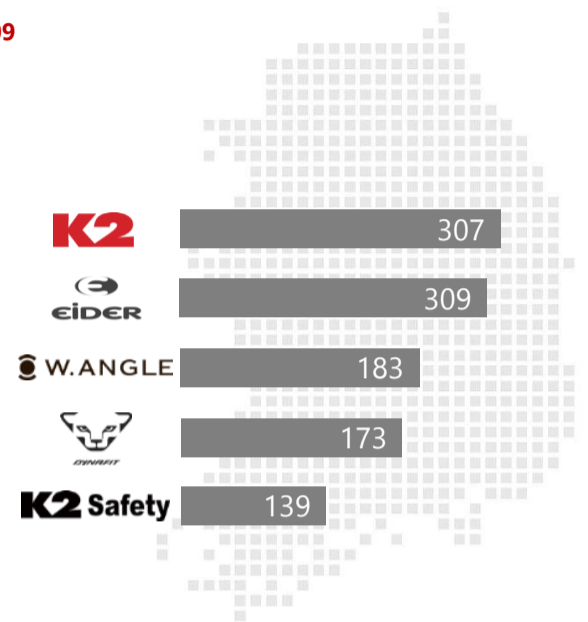
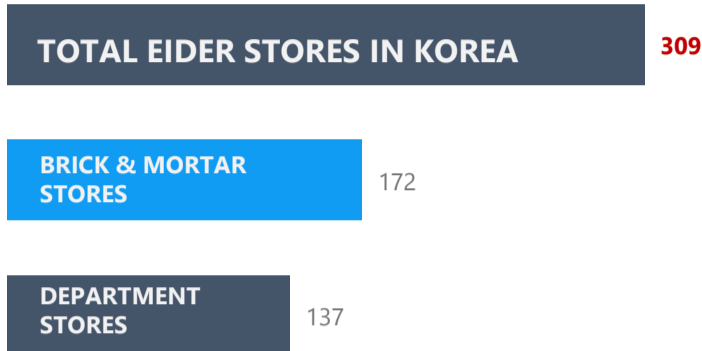


NEW LINE
STYLE T-450

Trendy touring shoes appropriate for short-distance walking trip under 10km and outdoor activities such as camping.



Offline DT Channels



Including 309 stores of Eider, K2KOREA group is now operating 1,111 stores in Korea.

Based on strong Brand power, we have our own distribution know-how of successful market entrance.

Current state of K2KOREA brands' offline stores (in Korea)

Online Distribution Channels

DEPARTMENT STORE ONLINE MALLS

Currently, this sector accounts for the biggest share of Eider's e-commerce sales

OPEN MARKETS

We sell off-season items through open markets such as G-market, interpark etc.

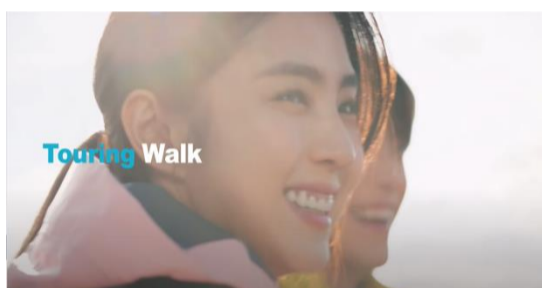
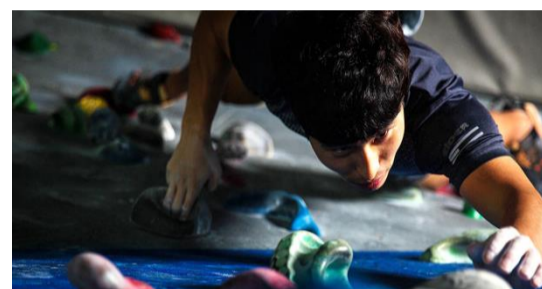
OFFICIAL ONLINE MALL

We offer many marketing contents and promotions on our official online mall to meet younger customers that prefer to shop on mobile and pc

STREET SELECT SHOP

To maintain Eider's brand image as young and casual outdoor brand, we started to distribute our products to street online select shops such as MUSINSA

Marketing

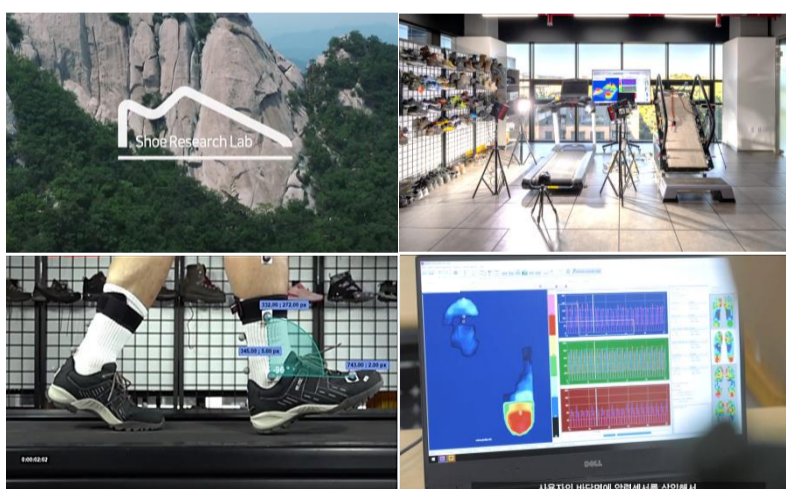


TV Commercial for EIDER's Touring Walk Shoes 21 S/S

Marketing with variety and k-pop idols

Runs the Eider Climbing Team and supports their domestic and international competition participation and training activities.

R&D Investment



Footwear R&D
[Shoes Research Lab]

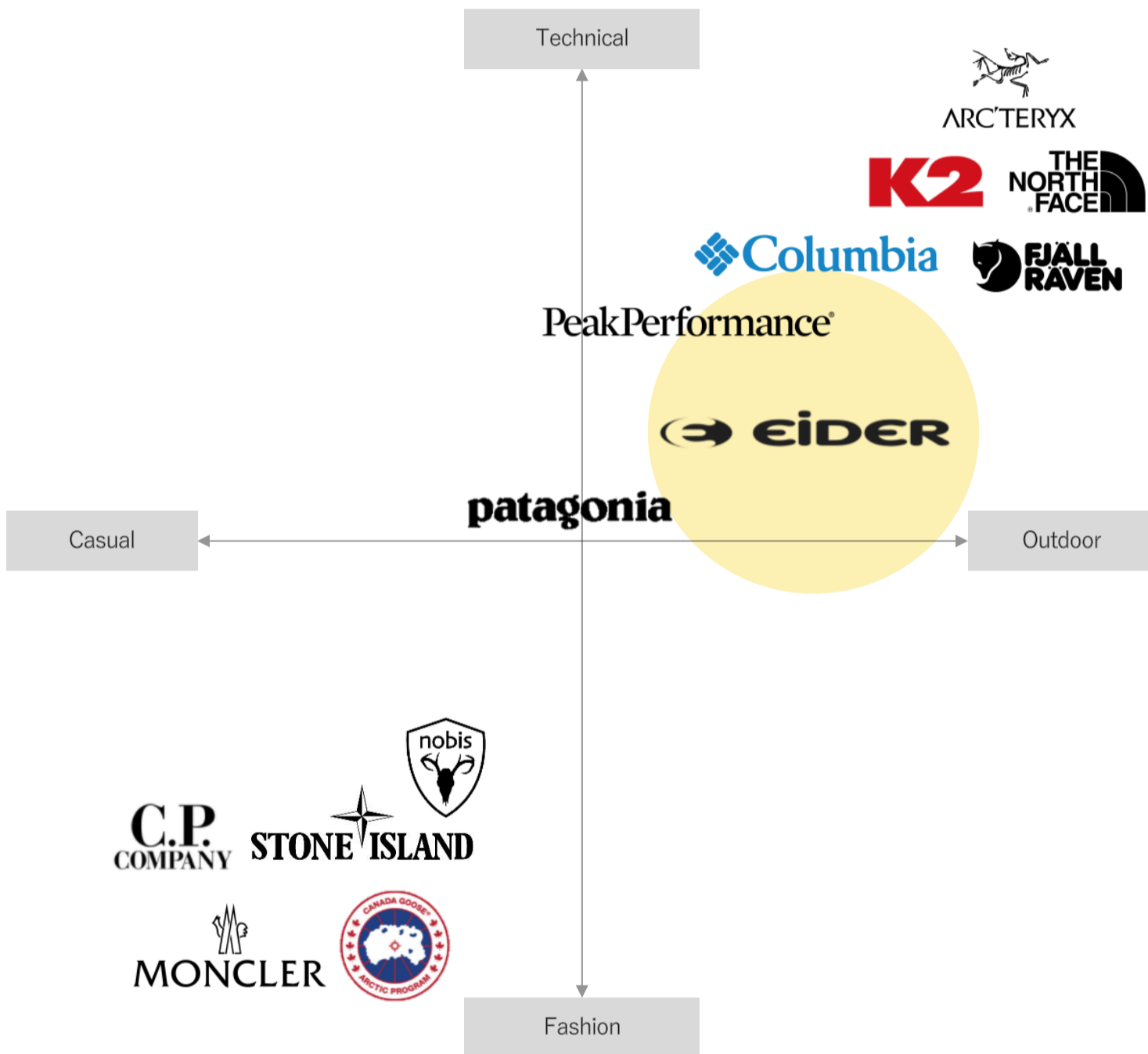
Our own footwear R&D team supports developing the products and is conducting government projects to develop shoe technologies as well.



Ability to develop functional fabrics

We have been developing functional fabrics which support a variety of sports, outdoor activities based on a research on Korean customers.

EIDER Positioning Map



APPENDIX

K2 KOREA

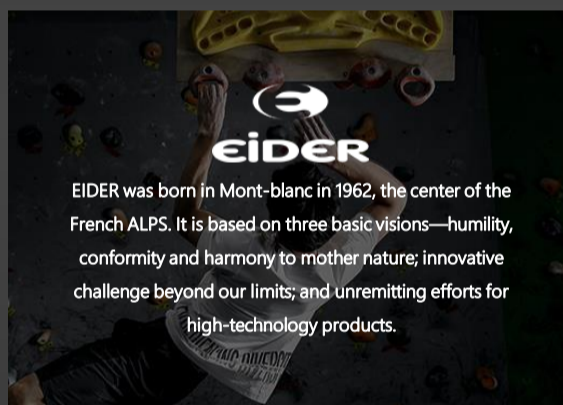
K2 KOREA Group, Korea's leading fashion corporation, is steadily growing in different areas of Outdoor, Golf, Sports and Industrial Safety. With fearless challenges, we will keep doing our best to be Global No. 1 Fashion Company, beyond Korea, based on a constant exploration of new realms.



K2

"Mt. K2, the steepest yet not the highest one, which is limited to only a few people!"

Our outdoor brand "K2" was created based on the spirit of challenge of Mt. K2.



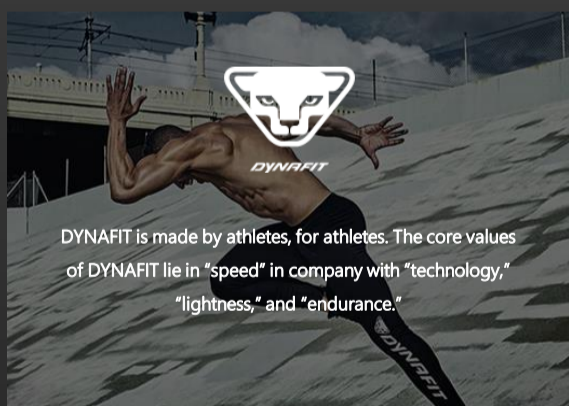
EIDER

EIDER was born in Mont-blanc in 1962, the center of the French ALPS. It is based on three basic visions—humility, conformity and harmony to mother nature; innovative challenge beyond our limits; and unremitting efforts for high-technology products.



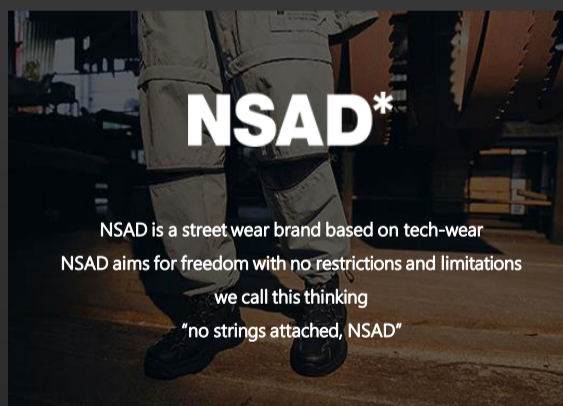
W.ANGLE

WIDE ANGLE is a combination of northern european naturalism and golf performance.



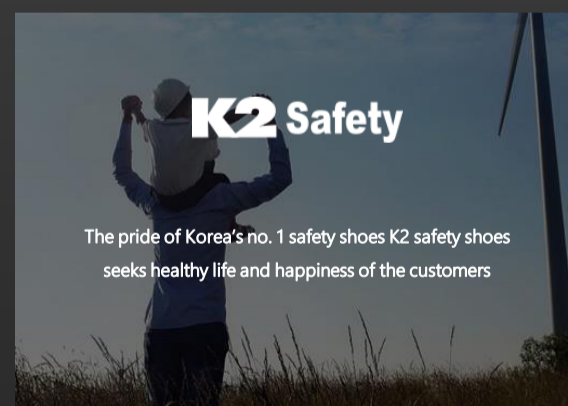
DYNAFIT

DYNAFIT is made by athletes, for athletes. The core values of DYNAFIT lie in "speed" in company with "technology," "lightness," and "endurance."



NSAD*

NSAD is a street wear brand based on tech-wear
NSAD aims for freedom with no restrictions and limitations
we call this thinking
"no strings attached, NSAD"

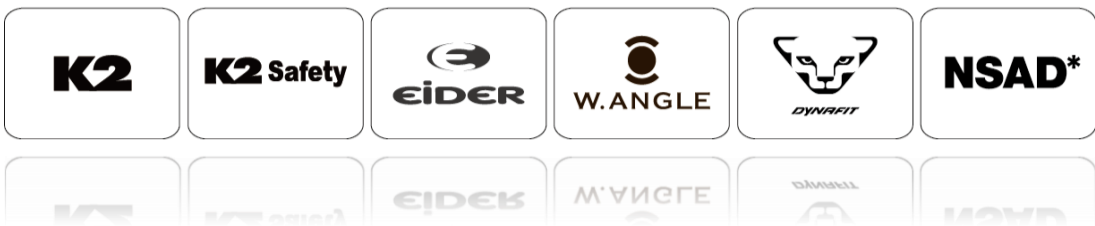


K2 Safety

The pride of Korea's no. 1 safety shoes K2 safety shoes seeks healthy life and happiness of the customers

K2 KOREA

HISTORY



● **1968**

The late founder Mr. Dongnam Jung. He opened shoe store in Jongno, Seoul

● **1972**

"ROVA" the first hiking boots adequate to Koreans saw the light of day

● **1978**

Brand "K2" is born. **K2**

● **1981**

"K2 Corporation" is founded.

● **1995**

Think Safety K2 Launch

K2 Safety

● **2002**

Construction of Headquarter Building of K2 KOREA in Seongsu-dong, Seoul

Opened the nation's first exclusive brand shop of outdoor wear & items.

● **2006**

The launching of 'EIDER' Licensed 'EIDER' from Lafuma

EIDER

● **2012**

Awarded No.1 Outdoor Brand (5 consecutive years)

● **2014**

Launched Stylish Golf Wear brand 'WIDE ANGLE'

W.ANGLE

● **2016**

The launching of 'DYNAFIT' Licensed 'DYNAFIT' From Oberalp Group

DYNAFIT

● **2019**

K2 KOREA moves into a new company building of Jagok-dong, Seoul

● **2020**

Acquired Global Trademark Right of 'EIDER' from Calida

FINANCIAL STATEMENT

① Income Statement

Eider

mUSD	2018	2019	Grow %
Revenue	280	225	-19.8%
COGS	125	103	-17.4%
Gross Profit	155	122	-21.7%
SG&A	124	101	-18.7%
EBIT	31	21	-33.6%
%	11.2%	9.3%	-1.9%p
Net Income	25	18	-29.1%
%	8.9%	7.9%	-1.0%p

K2 Group

mUSD	2018	2019	Grow %
Revenue	818	767	-6.2%
COGS	379	357	-5.9%
Gross Profit	438	410	-6.4%
SG&A	360	341	-5.2%
EBIT	78	69	-12.0%
%	9.6%	9.0%	-0.6%p
Net Income	77	67	-13.2%
%	9.4%	8.7%	-0.7%p

② Balance Sheet

Eider

mUSD	2018	2019	Grow %
Total Assets	310	316	2.1%
Total Liabilities	36	25	-30.4%
Total Equity	273	291	6.5%

K2 Group

mUSD	2018	2019	Grow %
Total Assets	1,003	1,081	7.8%
Total Liabilities	170	181	6.6%
Total Equity	833	900	8.0%

