

K2 KOREA

COMPANY PROFILE

2021

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.

글로벌 진출을 위한 끊임없는 도전과 탐험을 통해



COMPANY OVERVIEW

History
Organization Structure
Financial Status

OUR BRANDS

K2
EIDER
W.ANGLE
DYNAFIT
K2SAFETY

STRENGTHS

R&D Investment
Localization
Marketing
Distribution Channels

VISIONS

Goal Revenue
Global Expansion

CONTACT

COMPANY
OVERVIEW



HISTORY



1968

The late founder Mr. Dong-nam 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.



1981

"K2 Corporation" is founded.



1995

Think Safety K2 Launch



2002

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



2006

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



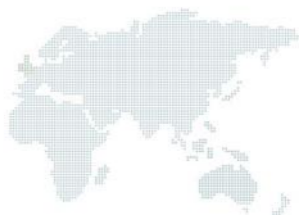
2014

Launched Stylish Golf Wear brand 'WIDE ANGLE'



2016

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

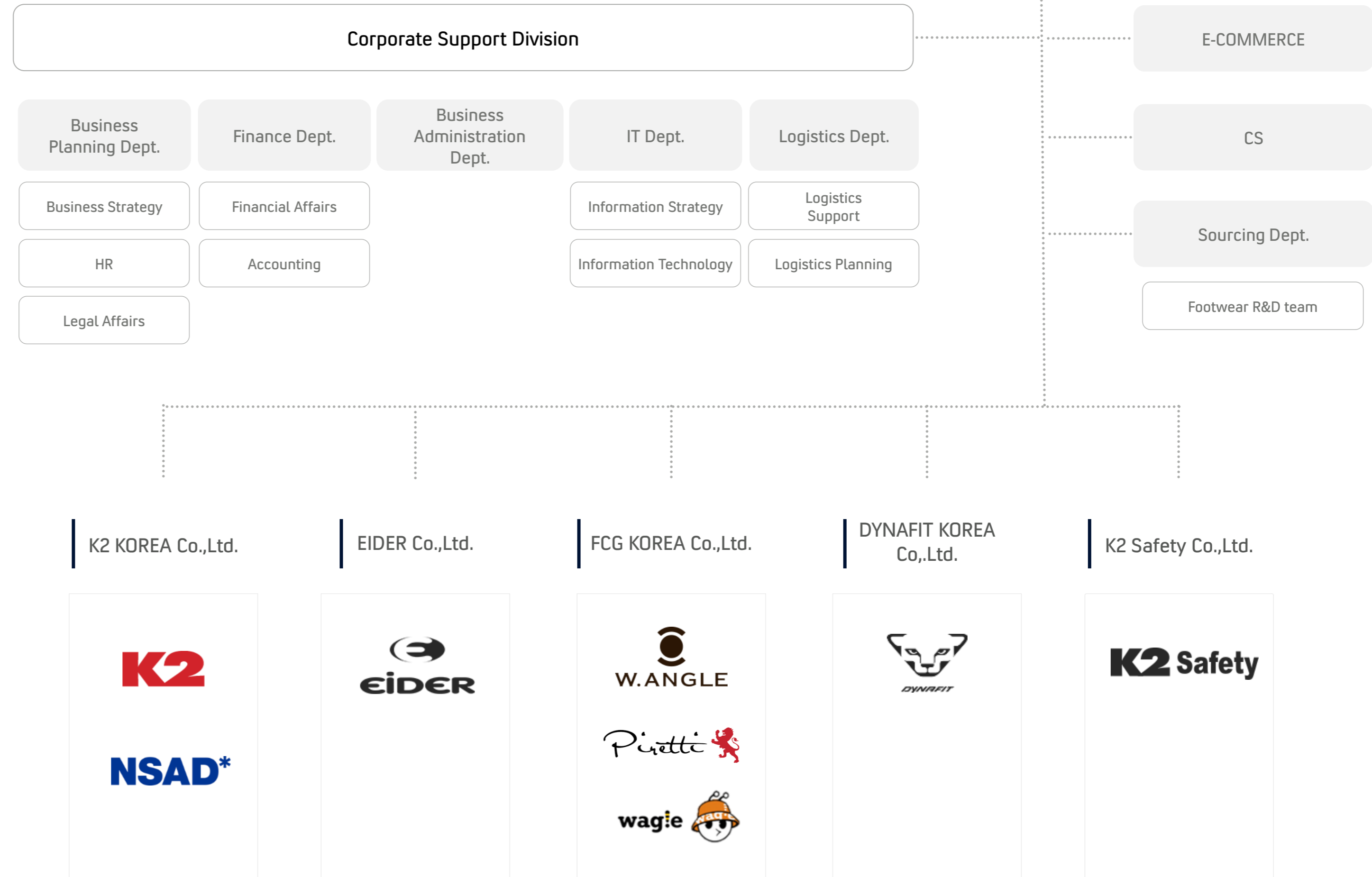


2020

Acquired Global Trademark Right of 'EIDER' from Calida

K2 KOREA Group

Chief Executive Officer
(CEO)



ORGANIZATION STRUCTURE

FINANCIAL
STATUS

K2 KOREA Group

Income Statement

Unit : mUSD (\$1 : ₩1,130)	2018	2019	2020	Grow %	K2 KOREA Co.,Ltd.				EIDER Co.,Ltd.				FCG KOREA Co.,Ltd.				DYNAFIT KOREA Co.,Ltd.				K2 Safety Co.,Ltd..			
					2018	2019	2020	Grow%	2018	2019	2020	Grow%	2018	2019	2020	Grow%	2018	2019	2020	Grow%	2018	2019	2020	Grow%
Revenue	818	767	797	3.9%	349	306	312	1.9%	280	225	217	-3.5%	86	79	78	-1.2%	32	86	115	32.7%	70	71	76	6.6%
COGS	(379)	(354)	(376)	6.2%	(160)	(147)	(145)	-1.2%	(125)	(101)	(110)	9.6%	(41)	(31)	(34)	8.8%	(11)	(32)	(40)	26.7%	(43)	(43)	(46)	7.0%
Gross Profit	438	413	421	1.9%	190	159	166	4.8%	155	124	107	-14.1%	46	48	44	-7.8%	21	55	75	36.2%	27	28	30	6.0%
SG&A	(360)	(345)	(351)	1.8%	(160)	(141)	(140)	-0.2%	(124)	(103)	(101)	-2.1%	(48)	(43)	(40)	-6.1%	(22)	(51)	(62)	21.5%	(7)	(7)	(7)	4.3%
EBIT	78	69	71	2.5%	30	18	26	43.9%	31	21	6	-73.6%	(3)	5	4	-23.1%	(1)	4	13	214.4%	20	21	22	6.5%
%	9.6%	9.0%	8.8%	-0.1%p	8.5%	5.9%	8.3%	2.4%p	11.2%	9.3%	2.5%	-6.7%p	-3.1%	6.0%	4.7%	-1.3%p	-2.2%	4.8%	11.4%	6.6%p	28.9%	29.6%	29.6%	0.0%p
Net Income	77	67	74	9.9%	36	25	35	38.9%	25	18	6	-66.4%	(2)	3	3	-25.0%	(1)	3	10	257.7%	19	18	21	14.5%
%	9.4%	8.7%	9.2%	0.5%p	10.3%	8.1%	11.1%	3.0%p	8.9%	7.9%	2.7%	-5.1%p	-2.7%	4.4%	3.3%	-1.1%p	-2.1%	3.1%	8.3%	5.2%p	27.4%	25.8%	27.7%	1.9%p

K2 KOREA Group

Balance Sheet

Unit : mUSD (\$1 : ₩1,130)	2018	2019	2020	Grow %	K2 KOREA Co.,Ltd.				EIDER Co.,Ltd.				FCG KOREA Co.,Ltd.				DYNAFIT KOREA Co.,Ltd.				K2 Safety Co.,Ltd..			
					2018	2019	2020	Grow%	2018	2019	2020	Grow%	2018	2019	2020	Grow%	2018	2019	2020	Grow%	2018	2019	2020	Grow%
Total Assets	1,003	1,081	1,114	3.0%	486	511	535	4.9%	310	316	310	-1.9%	67	72	64	-10.7%	39	64	74	15.8%	101	119	130	9.4%
Total Liabilities	170	181	160	-11.4%	68	67	63	-6.1%	36	25	19	-24.7%	26	27	17	-37.7%	28	50	51	1.1%	11	10	10	-5.2%
Total Equity	833	900	953	5.9%	418	443	472	6.6%	273	291	291	0.1%	41	44	47	5.8%	11	14	23	70.4%	90	108	120	10.8%



K2 KOREA GROUP

K2 KOREA Group, Korea's leading fashion corporation, is steadily growing in different areas of Outdoor, Golf, Sports and Industrial Safety.

OUR BRANDS



OUR OUTDOOR BRAND "K2" WAS CREATED BASED ON THE SPIRIT OF CHALLENGE OF MT.K2.



BRAND IDENTITY

Partner for all kinds of
your outdoor life
Technical outdoor



TARGET CUSTOMERS

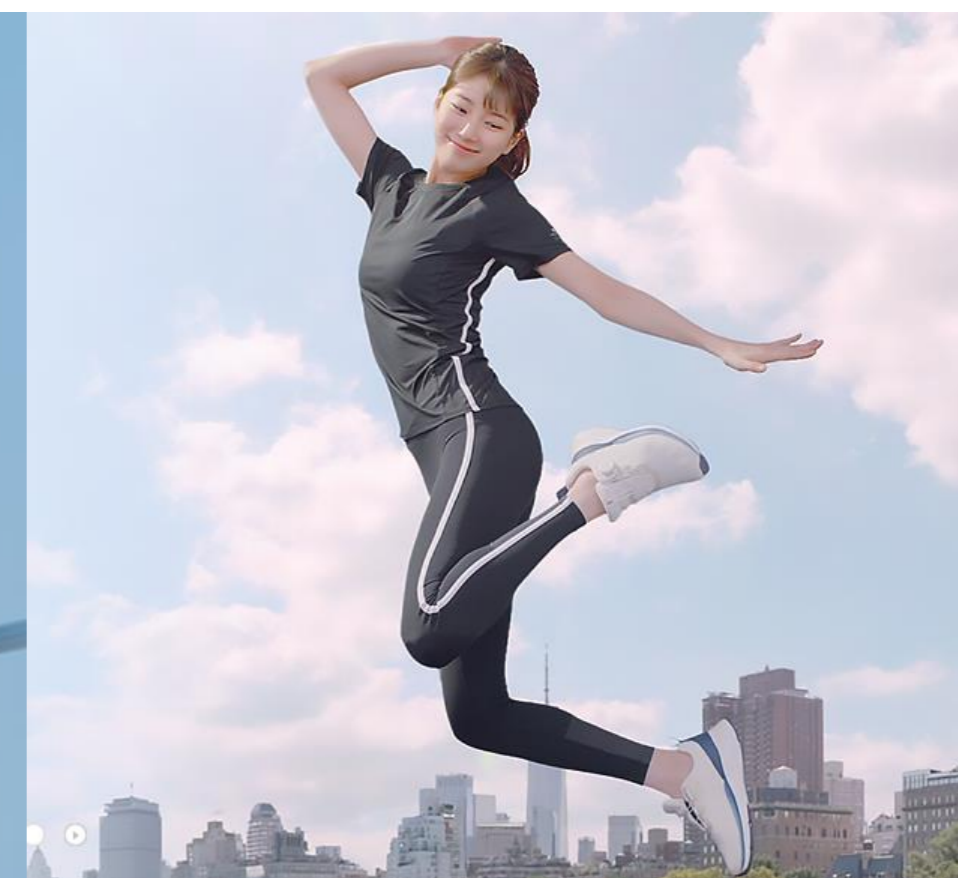
Late 30's to 50's



PRODUCT LINE-UPS

ALPINE
FLYHIKE
FLYWALK
SIGNATURE

OUR
BRANDS





EIDER WAS BORN IN MONT BLANC IN 1962. IT IS BASED ON THREE BASIC VISION- HUMILITY, CONFORMITY AND HARMONY TO MOTHER NATURE.



BRAND IDENTITY

Stylish & Fashionable outdoor products for young everyday users



TARGET CUSTOMERS

Late 20's to 40's



PRODUCT LINE-UPS

ALPINISM
CHAMONIX ESPIRIT

OUR BRANDS



OUR BRANDS



WIDE ANGLE IS A COMBINATION OF NORTHERN EUROPEAN NATURALISM AND GOLF



BRAND IDENTITY

A new perspective on golf-wear, with a more wide view of golf play, lifestyle, and your life



TARGET CUSTOMERS

Late 20's to 40's



PRODUCT LINE-UPS

ELITE
W.LIMITED
CONFIDENCE
VALUE





DYNAFIT IS MADE BY ATHLETES, FOR ATHLETES. THE CORE VALUES OF DYNAFIT LIE IN "SPEED" IN COMPANY WITH "TECHNOLOGY", "LIGHTNESS", AND "ENDURANCE".



OUR BRANDS



BRAND IDENTITY

European Sports brand
DynaFit focuses on SPEED,
LIGHTNESS, PERFORMANCE,
TECHNOLOGY



TARGET CUSTOMERS

Mid 20's to 30's



PRODUCT LINE-UPS

SIGNATURE
TRAINING
RUNNING
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K2 Safety

K2 SAFETY SHOES SEEK HEALTHY LIFE AND HAPPINESS OF THE CUSTOMERS.

K2 Safety

OUR BRANDS



BRAND IDENTITY

Technical, Safe, Practical & Professional Safe safety boots & industrial clothing for blue-collar workers



TARGET CUSTOMERS

Blue-Collar Workers



PRODUCT LINE-UPS

Safety Boots
Industrial Clothing
Industrial Safety Equipment
such as: ear cover, gloves, neck warmer and glasses



STRENGTHS



STRENGTH 1 / 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.



Self-developed functional fabrics

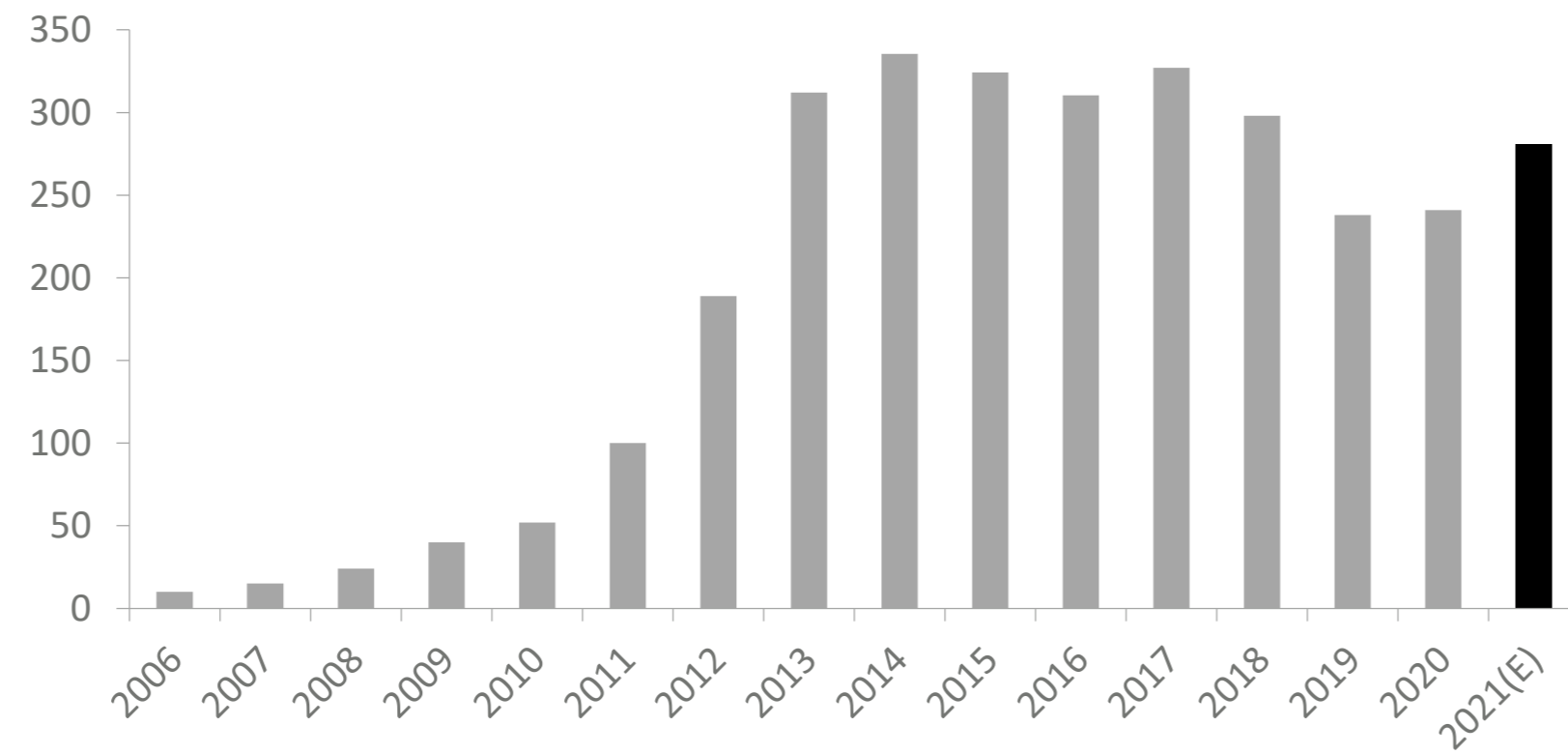
We have been developing functional fabrics which support a variety of sports, outdoor activities based on a research on Korean customers.

STRENGTH 2 / LOCALIZATION

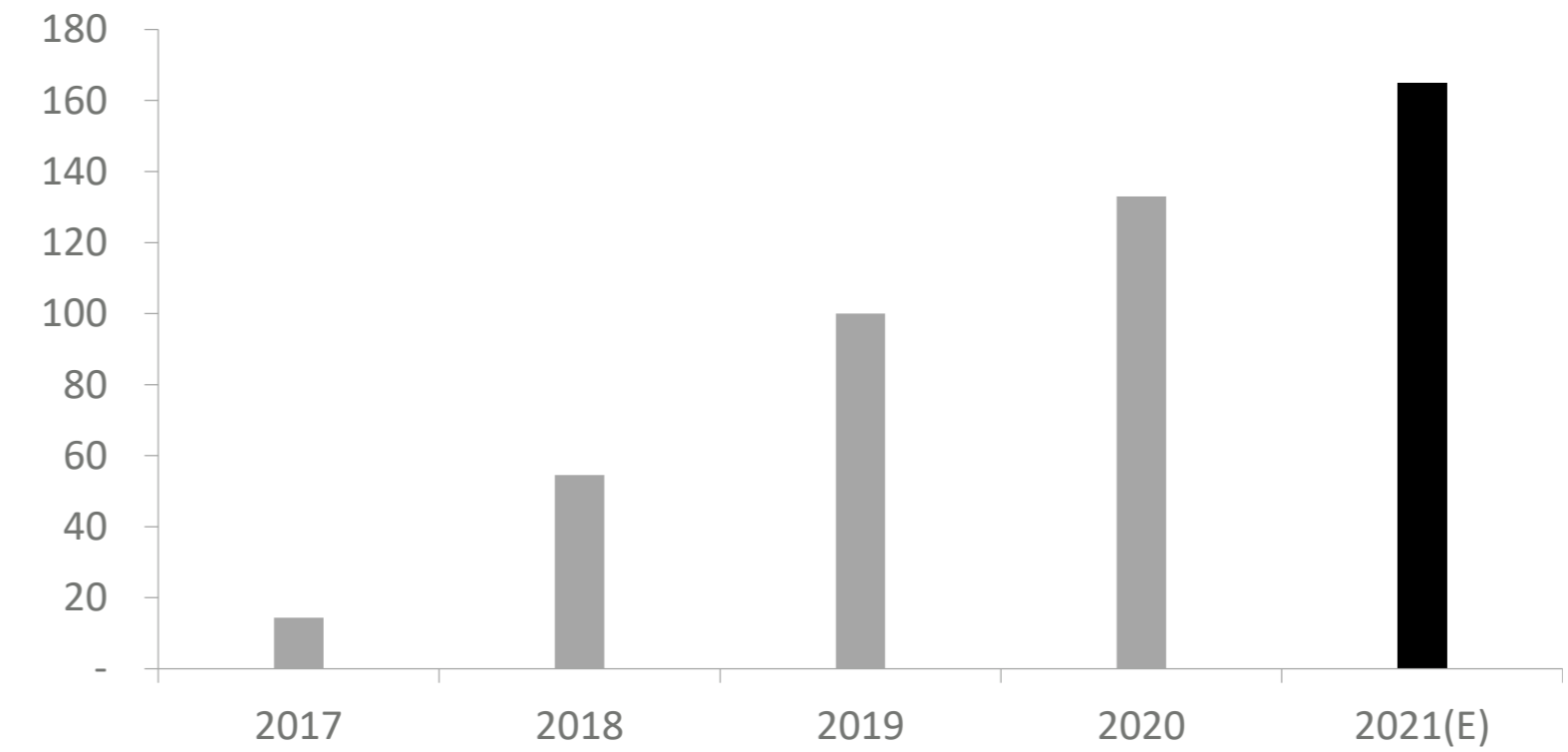
Accomplished rapid increase in sales by localizing each brand without losing their own identity.



(in million USD / \$1=¥1,120)
Total Revenue



(in million USD / \$1=¥1,120)
Total Revenue



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STRENGTHS



Origin
Outdoor & Ski, Climbing



Localize
Outdoor & Lifestyle



Origin
Ski & Mountaineering



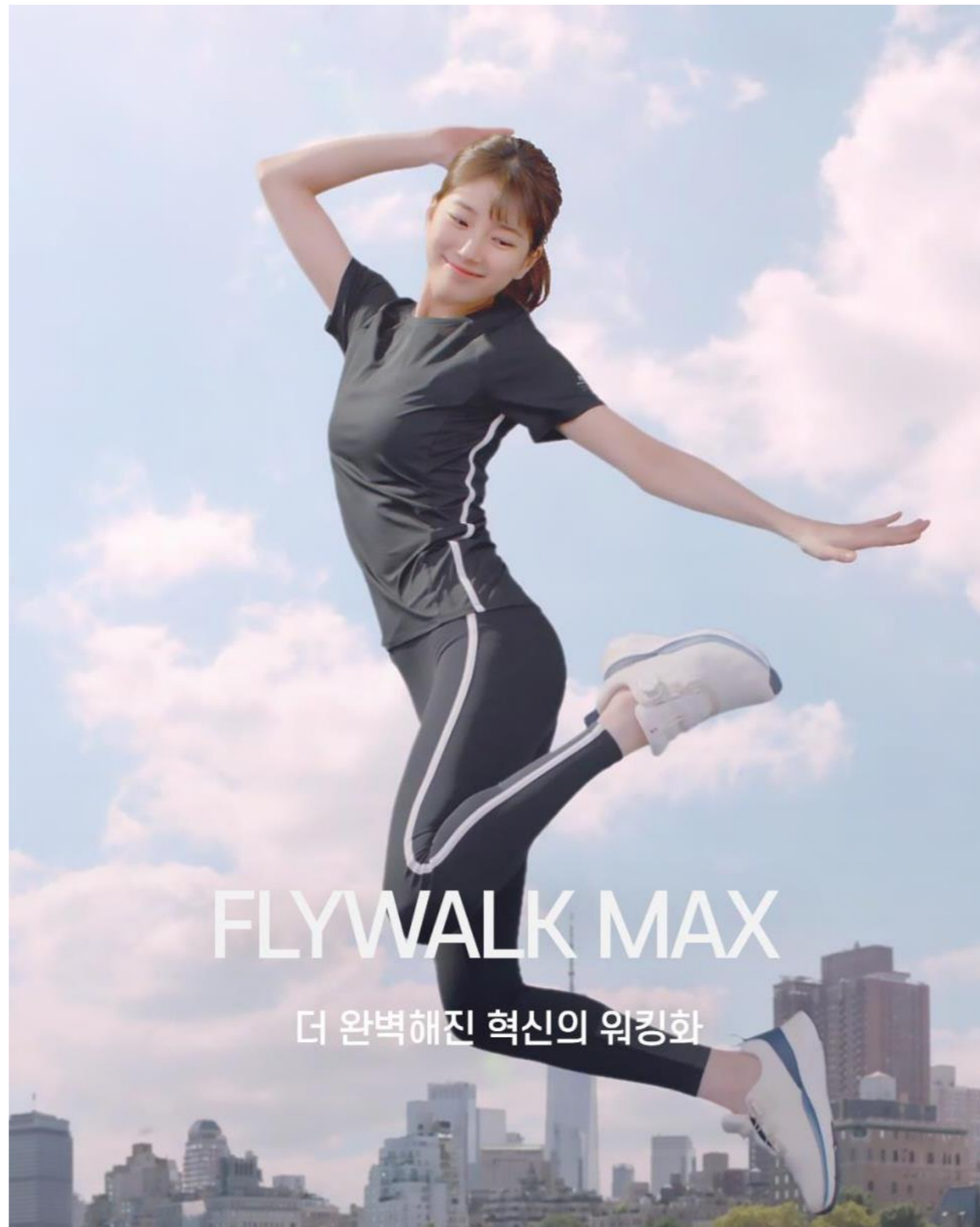
Localize
Running & Training

STRENGTH 3 / MARKETING

Effective marketing strategy with diverse contents such as TV CF, viral, event and sponsorship

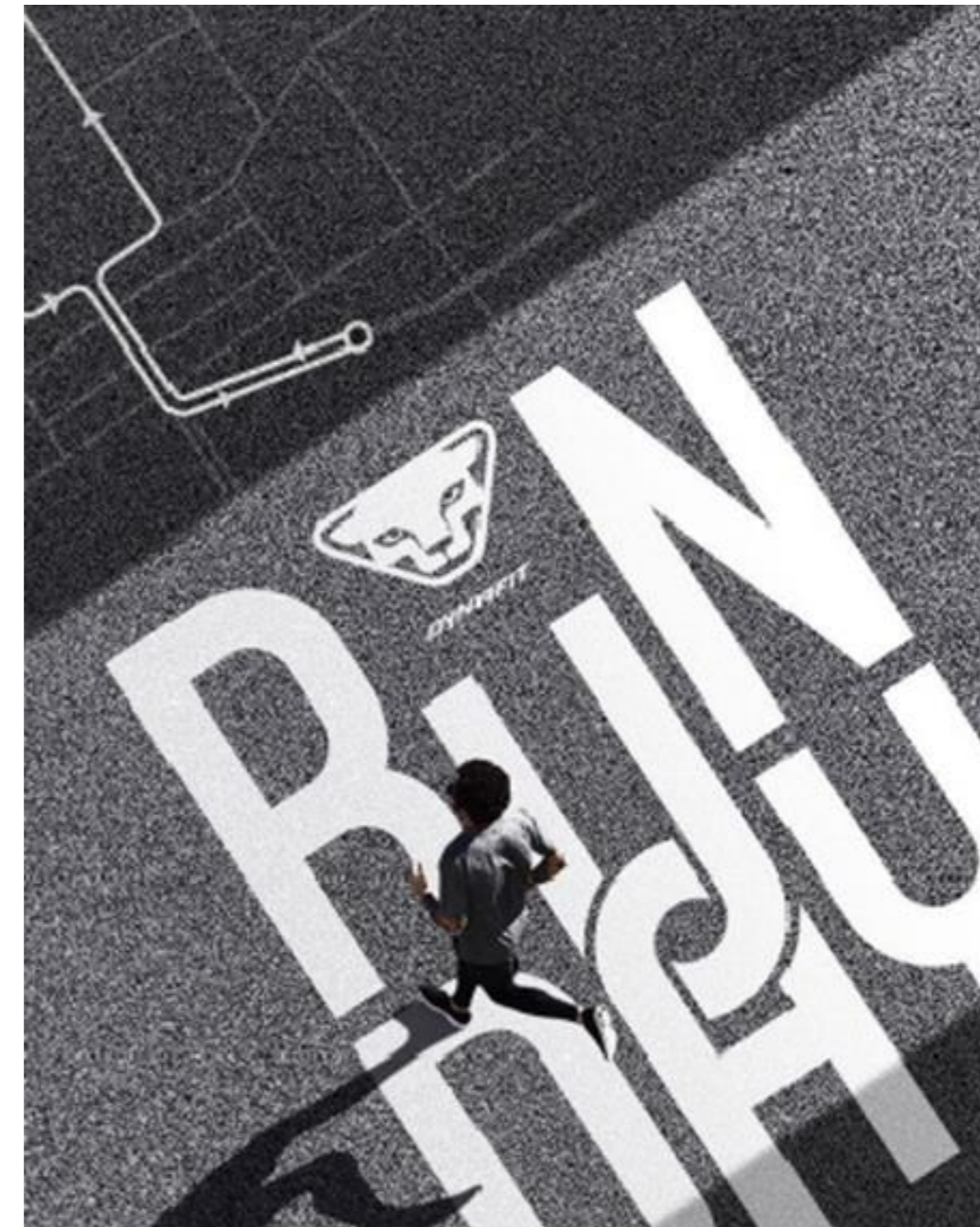
TV CF

TV CF marketing with famous Korean actors, Idols and etc



EVENT

Held [DYNAFIT RUNDAY] event to strengthen brand identity through running
Held [W.Angle Extreme Golf Challenge] to enhance young and active golf culture.



SPONSORSHIP

SK WYVERNS X DYNAFIT made sponsorship contract
Continuous support to golf pros



STRENGTH 3 / MARKETING

Advertising Brands with K-POP Idols and famous Korean actors, such as Suzy, Park Seo Jun, Kim Woo Bin, Han So Hee, and etc

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STRENGTHS








STRENGTH 4 / DISTRIBUTION CHANNELS

K2KOREA group is operating 1,089 off-line stores in Korea.
Based on strong Brand power, we have our own distribution know-how of successful market entrance.



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STRENGTHS

					
STORES	307	309	183	173	117
DTC	3	3	3	4	-
Brick&Mortar	183	169	109	78	88
Department Store	121	137	71	91	-
Wholesale	-	-	-	-	29

STRENGTH 4 / DISTRIBUTION CHANNELS

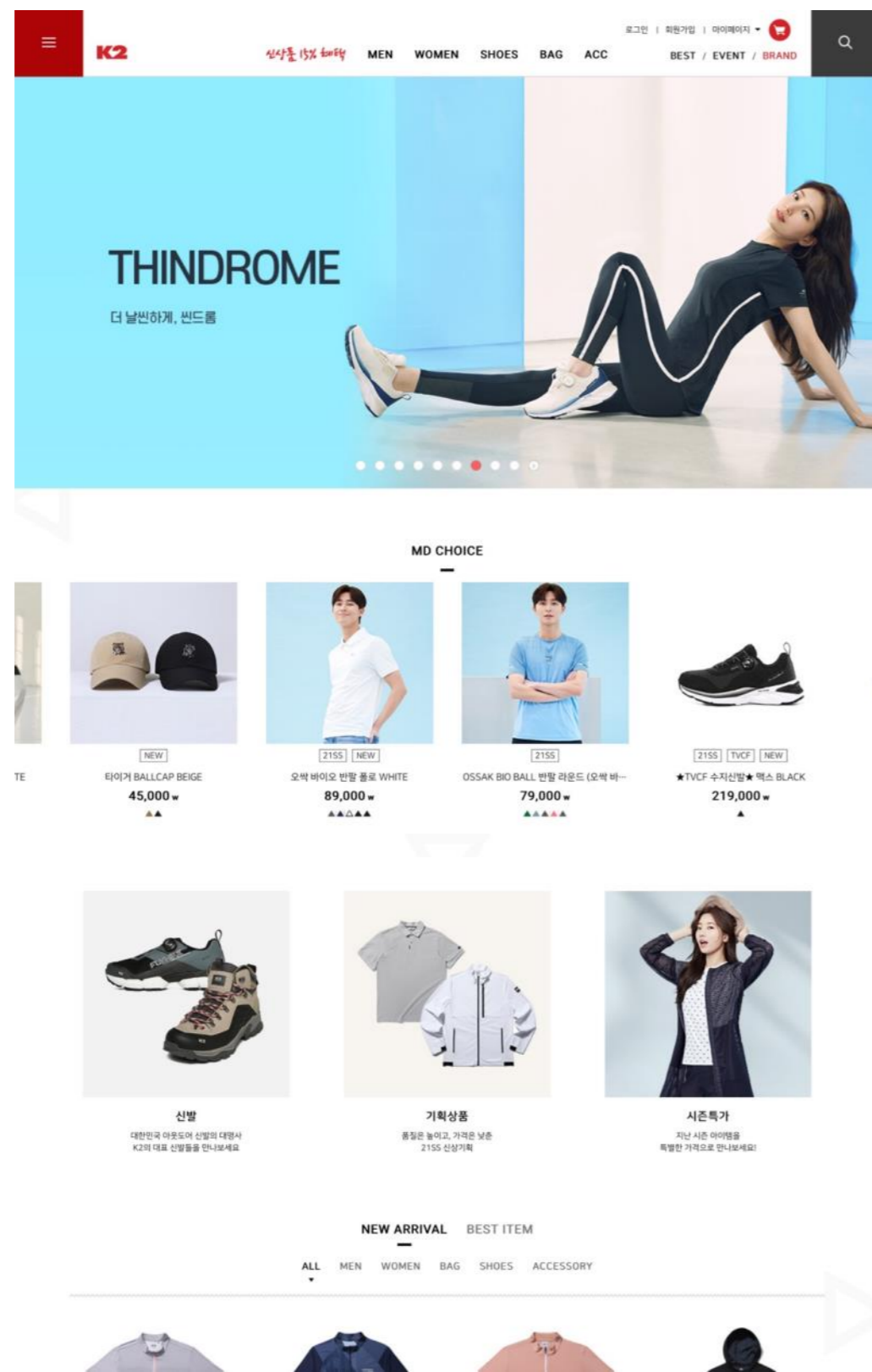
K2KOREA is strengthening its Online competitiveness through various channels and strategies. We are planning to introduce new online channel "K2KOREA MALL(tentative name)" until early 2022, a total outdoor, sportswear shopping platform with all K2KOREA brands and other brands.

4 Planning to establish new platform, "K2KOREA MALL" until early 2022.

STRENGTHS

1

Operating Official website for each brand.



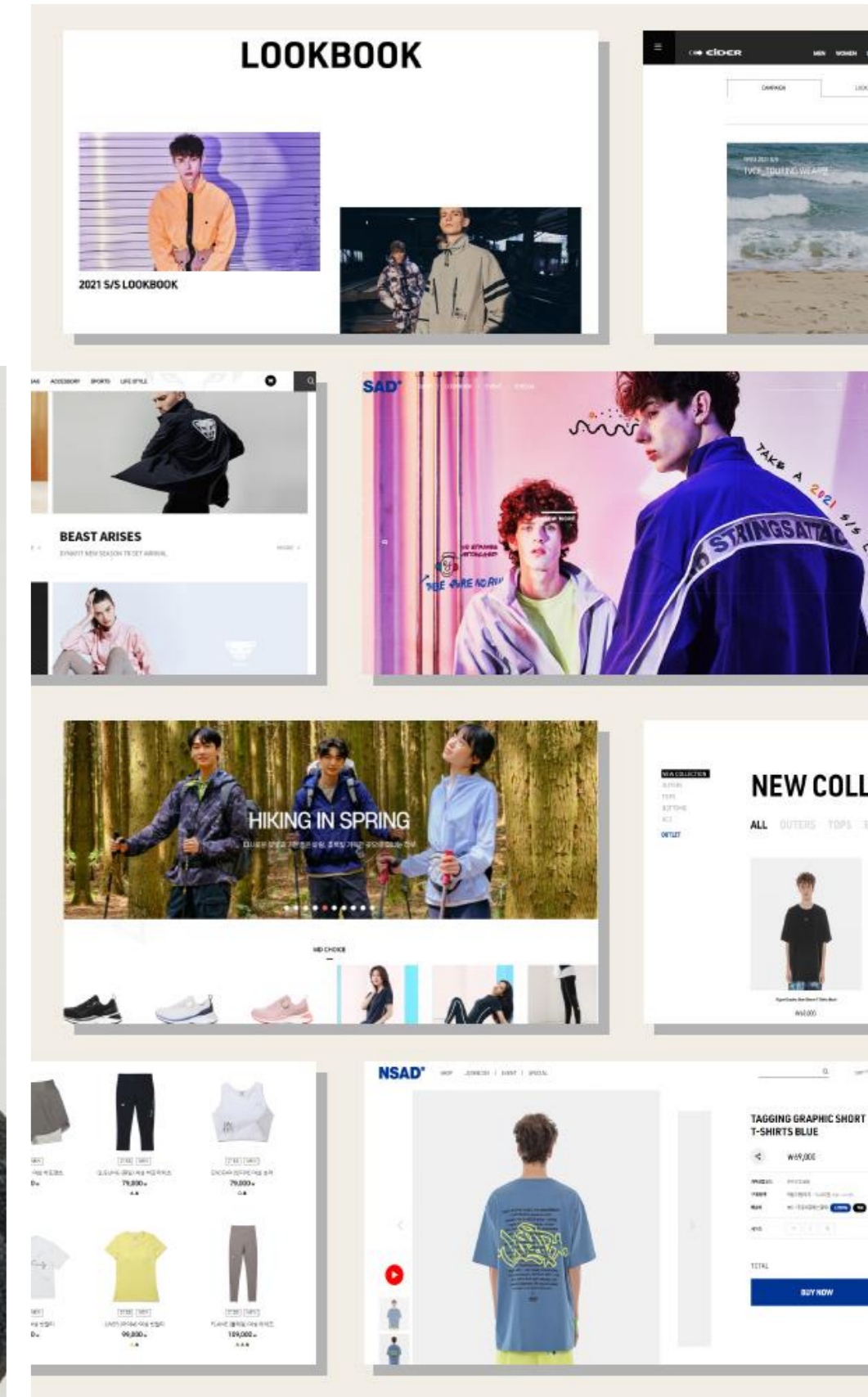
2

Showing Online exclusive products



3

Distribute products to online select shops, such as MUSINSA, and launch Limited sales items for each channel



VISIONS



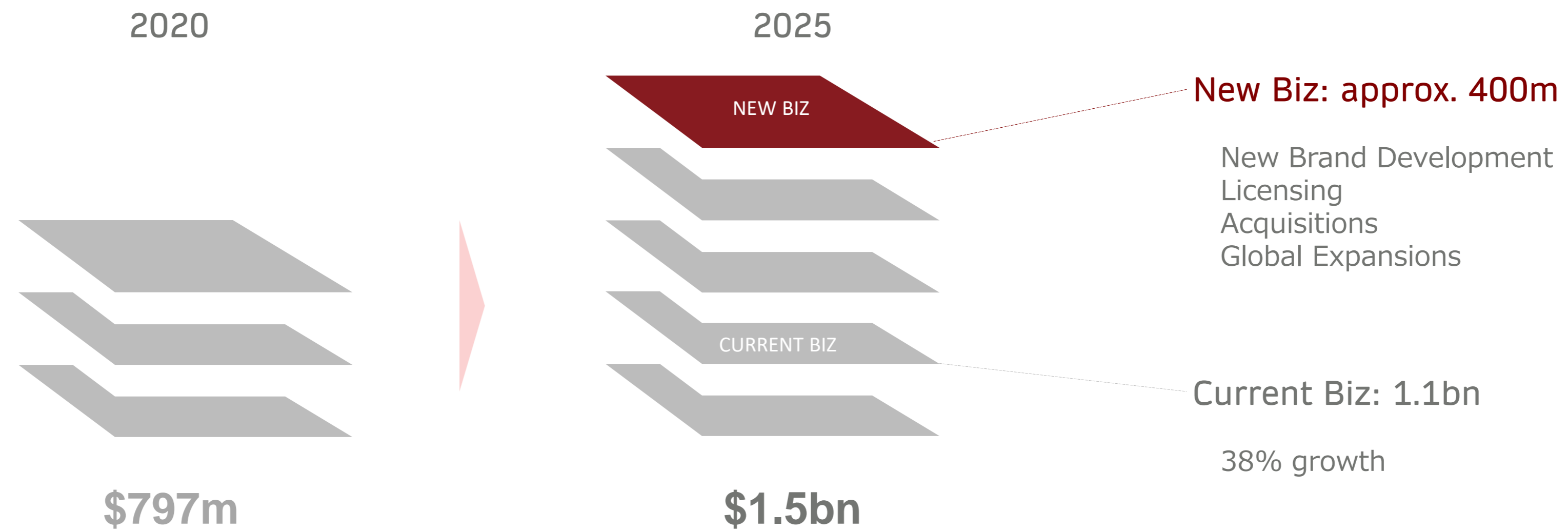
Goal Revenue

\$1.5bn
by 2025

Based on current outdoor industry penetration & profitable cash generated by current biz model, K2 Korea Group will aggressively look for New Brand Development, Brand Licensing, Acquisitions & other Global Expansion opportunities.

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VISIONS



Global Expansion



Rapid penetration into overseas markets through fearless investments of trademark acquisitions and license agreements.

VISIONS

- ✔ K2 KOREA Group is expanding its business through continuous global licensing and trademark acquisitions. Through the recent acquisition of Eider's global trademark, the group now holds limitless potential to enter the global market.
- ✔ As of Feb of 2020, K2 KOREA Group is now the holder of the intellectual property and global trademark of Eider
- ✔ As K2 KOREA has been growing rapidly in the Korean market, it will actively penetrate the global market through bold investments and partnership strategies to enter the overseas markets



K2 KOREA Co.,Ltd.

K2 KOREA

CONTACT

174-14, Jagok-ro, Gangnam-gu,
Seoul,
Republic of Korea

Tel. +82-2-3408-9700

www.k2group.co.kr