



BRAND INTRODUCTION

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BRAND STORY



Widen your Angle!

W.ANGLE stands for WIDE ANGLE,
our vision to provide better value
in golf play and lifestyle
by looking further and broader
with a new perspective on golf wear



2014

- Official launch of "W.ANGLE"
- Open the 1st W.ANGLE store



2015

- Exceed 100 off-line stores



2016

- Release "GORE-TEX Golf Jacket" for the first time in Korean golf wear brands
- Hold "W.ANGLE Xtreme Golf Challenge" for the first time in Korea

BI & SYMBOL



Brand Symbol “Wideye”

“Wideye” is a symbol of W.ANGLE, a modern expression of the Northern European wide blue sky and earth, with dynamic golf ball in the center. It represents the value of W.ANGLE, to widen our perspective on golf, fashion, life and culture trend.



2017

- Achieve \$88.6 million sales in 2years after launching



2019

- Hold “W.ANGLE World Xtreme Golf Challenge(WWXG)”



2020

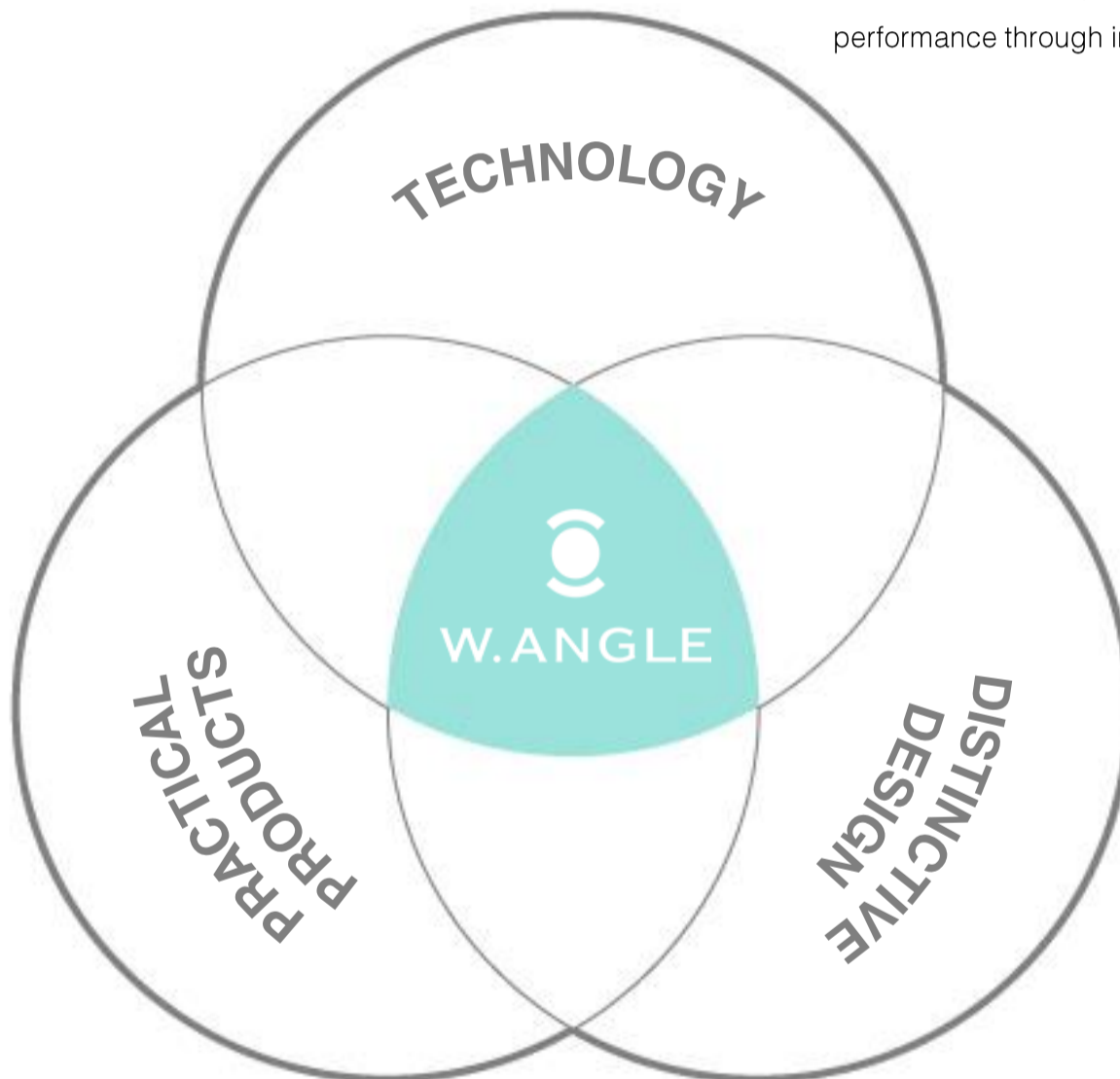
- Select golf pro “Hong Soon Sang” as a brand model, and sign a sponsorship deal

BRAND VALUE

Providing new perspective on Golf wear

TECHNOLOGY

Releasing “GORE-TEX golf jacket” for the first time in Korean golf wear brands, applying self-developed W.ICE fabric, developing technical golf shoes with our own footwear R&D team, W.ANGLE provides the best performance through innovative ideas.



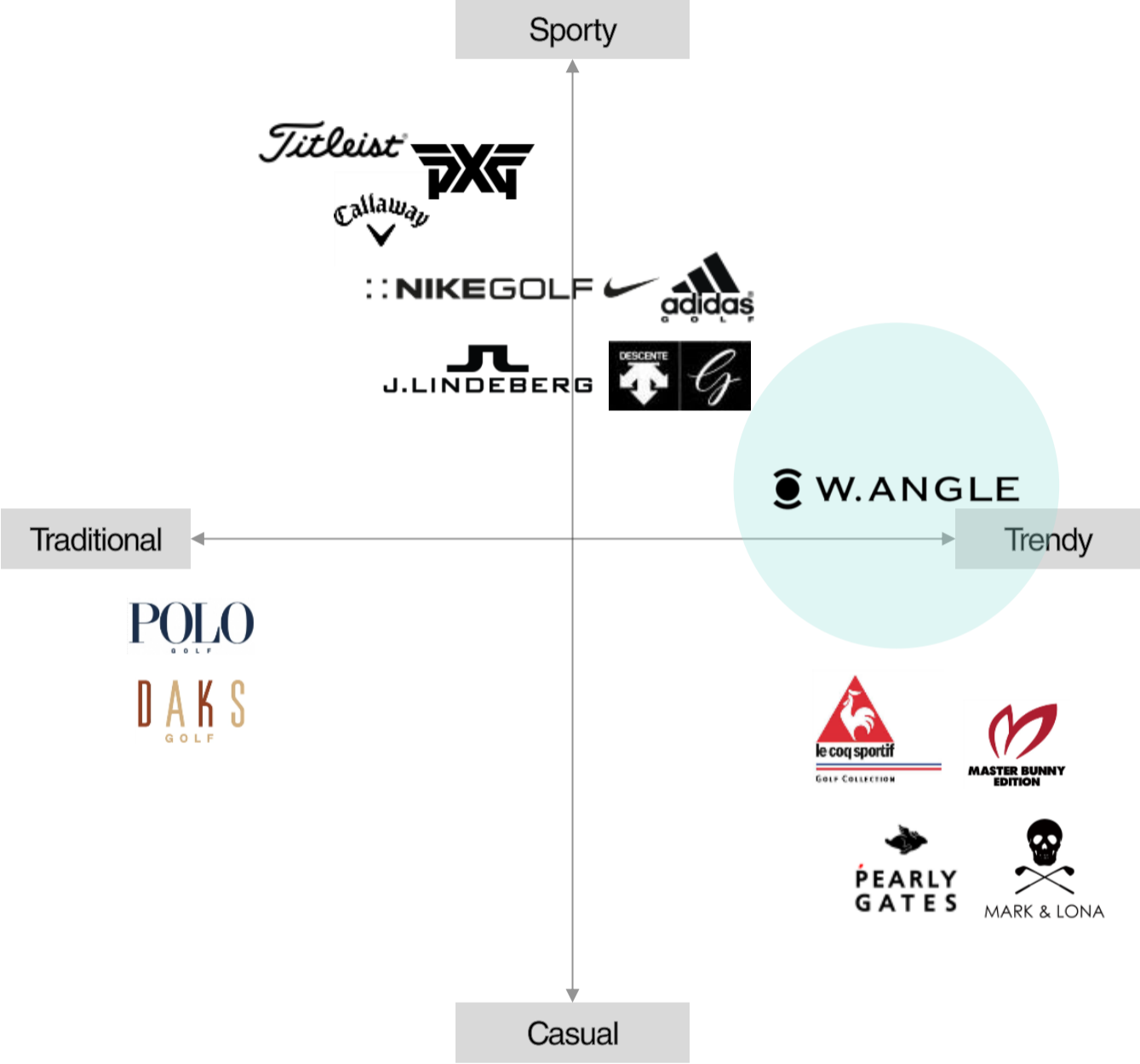
PRACTICAL PRODUCTS

Provides products for the practical customers who enjoy the game with superior performance while seek fancy styles.

DISTINCTIVE DESIGN

Offering distinctive style with the combination of stylish Northern European vibe and functional design which completes the perfect swing.

POSITIONING MAP & PRICE RANGE



| (Unit : \$) | JACKET | TOP | PANTS | SKIRT | SPIKED GOLF SHOES |
|-------------|---------|---------|---------|---------|-------------------|
| S/S | 170~350 | 85~175 | 120~190 | 120~150 | 175~215 |
| F/W | 260~490 | 140~225 | 140~225 | 140~175 | |

OUR PRODUCTS

THE ELITE LINE

Premium Golf wear collection with the best technology and luxurious design. Its perfect function and fit provides the highest performance.



THE W.LIMITED LINE

Performance Golf wear collection created from W.ANGLE's own technology and design. This collection and its special product line HSS line (Hong Soon Sang line), are especially suitable for real field.



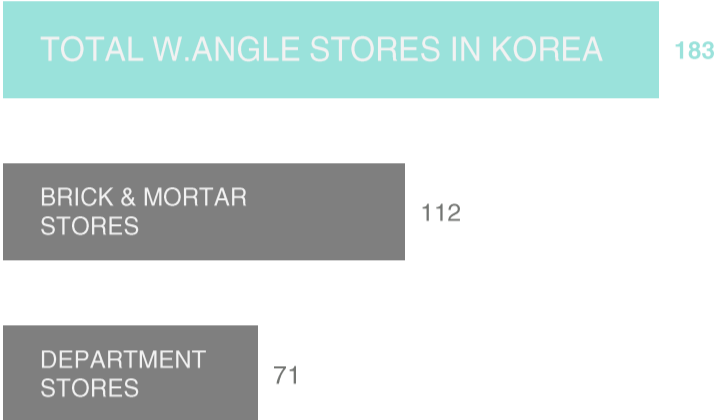
THE CONFIDENCE LINE

Practical, casual mood Lifestyle collection. It's easy to wear in both golf field and daily life in stylish way, with a distinctive colorway and graphic pattern.



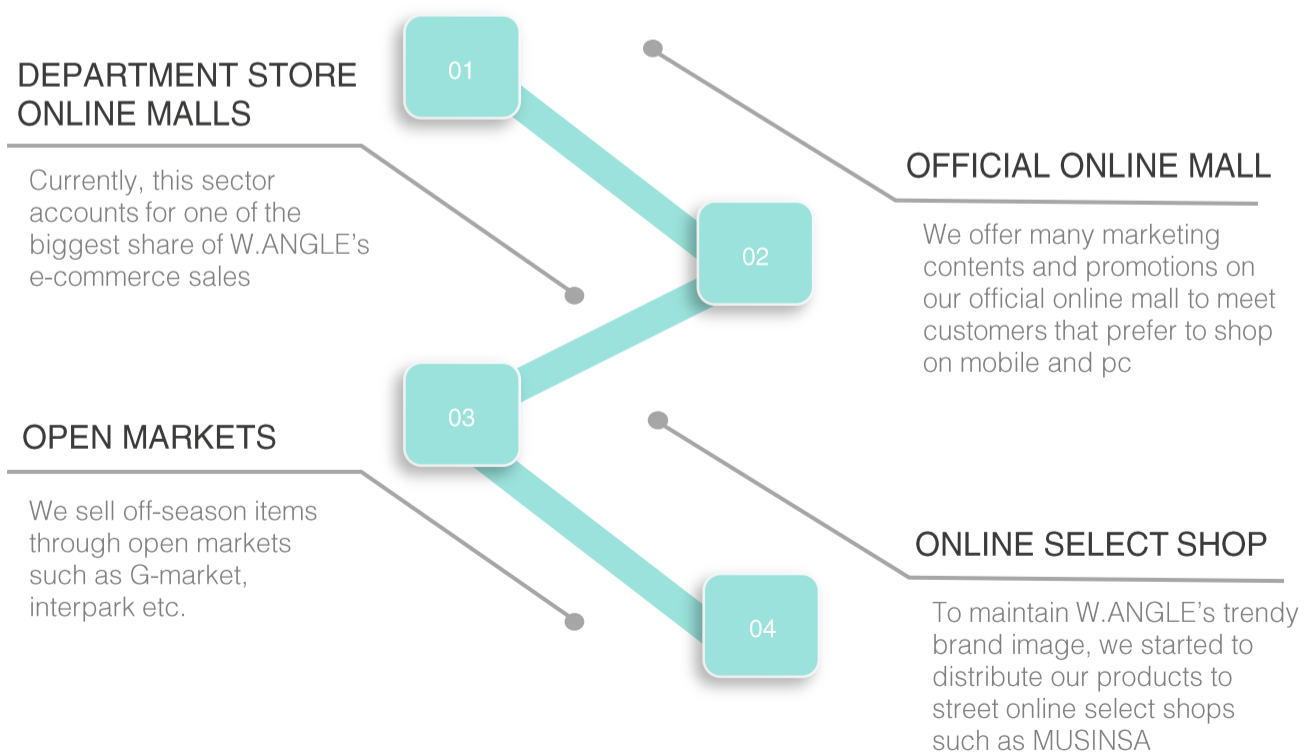
STORE & SALES

Offline Distribution Channels

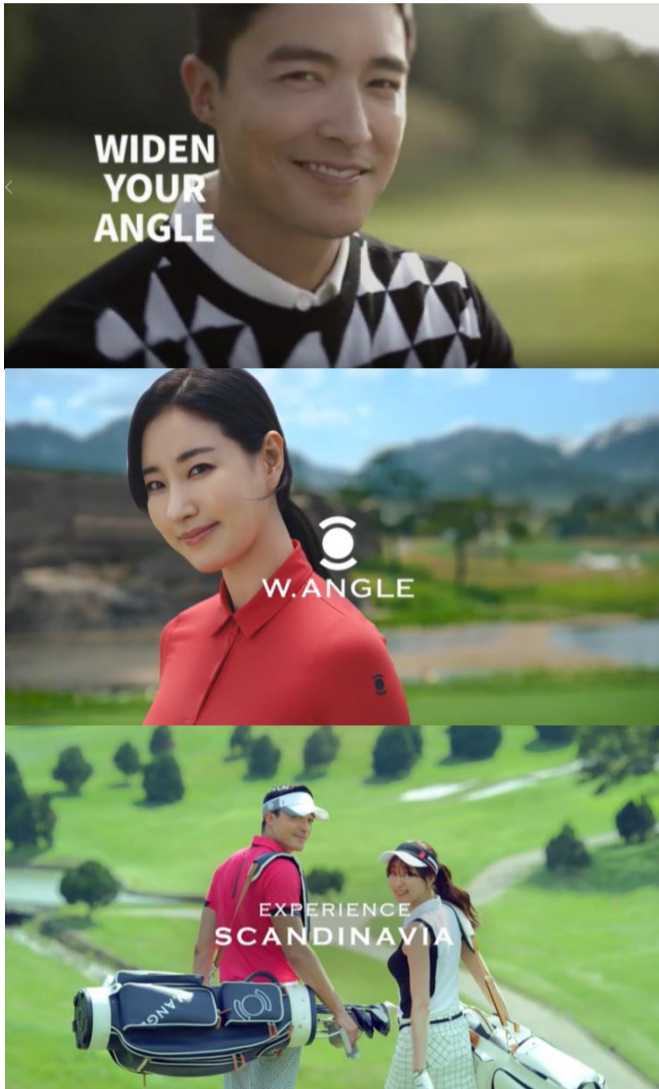


W.ANGLE is now operating 183 stores in Korea. Based on strong Brand power, we have our own distribution know-how of successful market entrance.

Online Distribution Channels



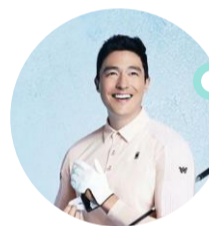
MARKETING – TV COMMERCIAL



2014~2019

Since it was found in 2014, W.Angle has been promoting its brand identity through celebrity marketing and TV Commercials.

From 2014~2019, with our first brand ambassadors Daniel Henney and Kim Sa Rang, W.Angle was able to build up trendy and unique brand image successfully.



Daniel Henney

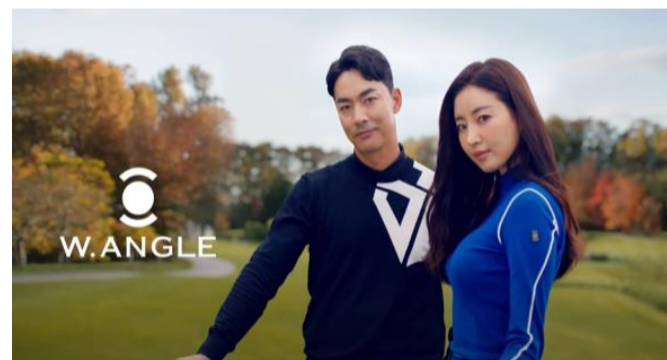
Actor, Model
14FW~19SS



Kim Sa Rang

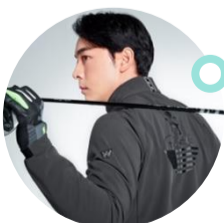
Actress, Miss Korea
15FW~

📷 405k Followers



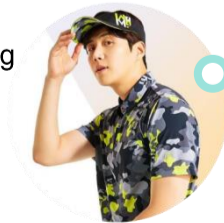
2020~2021

From 2020~2021, W.Angle announced new ambassadors such as Hong Soon Sang, a famous pro golfer and popular actor Kim Seon Ho, to keep continuing active TV Commercial marketing in Korea.



Hong Soon Sang

Pro Golfer
20SS~20FW



Kim Seon Ho

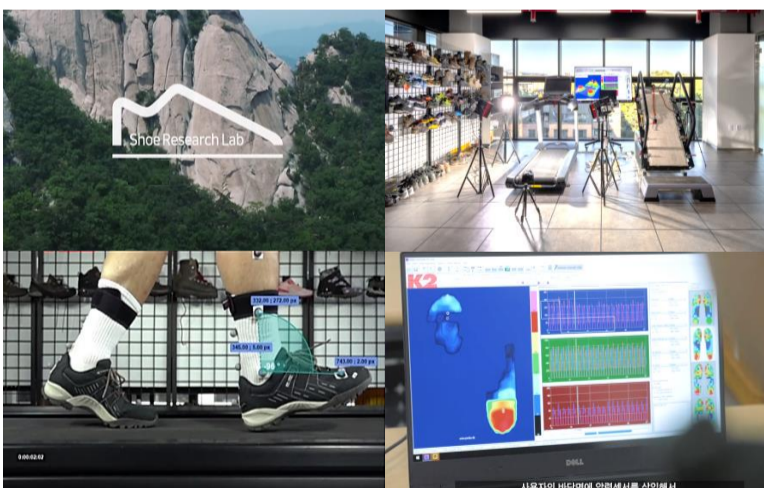
Actor
21SS~
📷 5,330k Followers

MARKETING - SPONSORSHIP



Since 2014, W.Angle has been sponsoring famous pro golfers to enhance professional image and promote its identity as performance golf wear. Most recently, in 2021, W.Angle made an official sponsorship agreement with 5 popular pro golfers including Hong Soon Sang.

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.

MARKET EXPANSION

Differentiated brand strategy to attract new customers

Launching new product line “WAGLE”

Due to the increase of Millennial golfers, W.Angle has launched new product line called “WAGLE” in 21SS. With the character and symbol motivated by Bee & Honeycomb, W.Angle will provide young and trendy products different from original line.



Piretti x W.Angle Collaboration

From 20FW, through the partnership with premium putter brand “Piretti”, W.Angle has been releasing various types of collaboration products such as putter, apparel, golf shoes, and accessories to enhance the brand value.

The first step to Overseas Markets



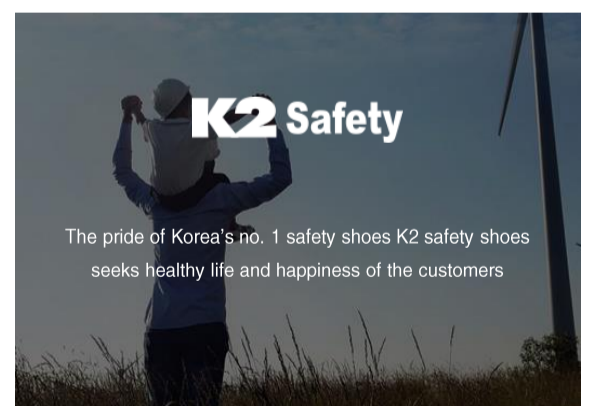
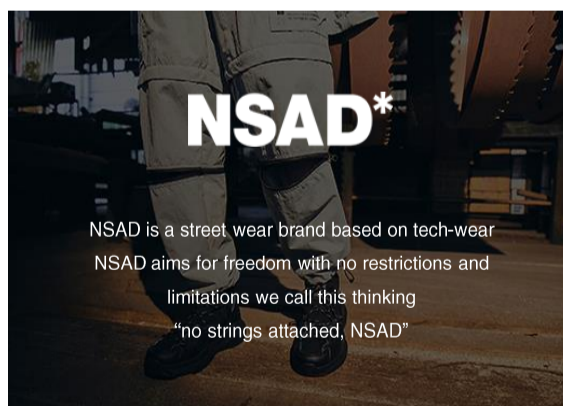
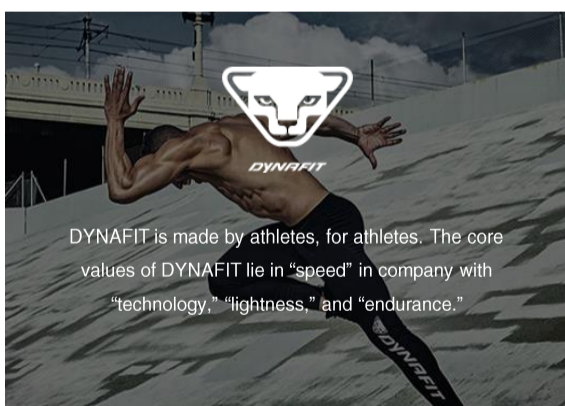
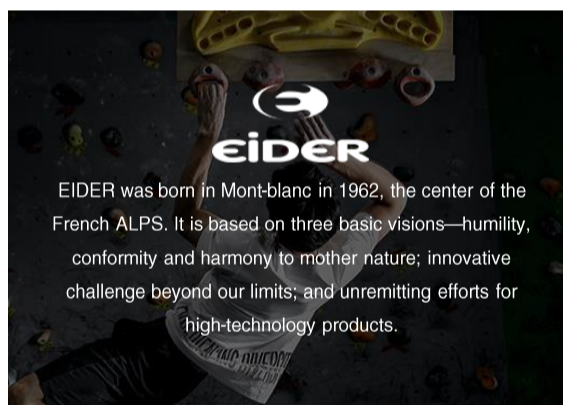
From 21SS, W.Angle has started its overseas business and exported goods to USA and Canada.



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.



HISTORY of K2 KOREA

K2

K2 Safety

EIDER

W.ANGLE

DYNAFIT

NSAD*



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

W.ANGLE

| mUSD | 2018 | 2019 | Grow % |
|--------------|-------|------|------------|
| Revenue | 86 | 79 | -8.9% |
| COGS | 41 | 31 | -24.3% |
| Gross Profit | 46 | 48 | 4.9% |
| SG&A | 48 | 43 | -10.7% |
| EBIT | -2.6 | 4.7 | Turn black |
| % | -3.1% | 6.0% | 9.1%p |
| Net Income | -2.3 | 3.4 | Turn black |
| % | -2.7% | 4.4% | 7.1%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

W.ANGLE

| mUSD | 2018 | 2019 | Grow % |
|-------------------|------|------|--------|
| Total Assets | 67 | 72 | 6.5% |
| Total Liabilities | 26 | 27 | 3.6% |
| Total Equity | 41 | 44 | 8.4% |

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% |

 **W. ANGLE**
