

K2 KOREA

COMPANY PROFILE

2023

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 새로운 영역을 개척할 것입니다.



COMPANY OVERVIEW

History
Organization Structure
Financial Status

OUR BRANDS

K2
EIDER
WIDE°ANGLE
DYNAFIT
PIRETTI
NORDISK
K2SAFETY
EIDER SAFETY

STRENGTHS

R&D Investment
Localization
Marketing
Distribution Channels
Warehouse

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

K2

1978

Brand "K2" is born.



1981

"K2 Corporation" is founded.

K2 Safety

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

WIDE°ANGLE

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

PIRETTI

2022

Launched premium Golf wear brand 'Piretti'



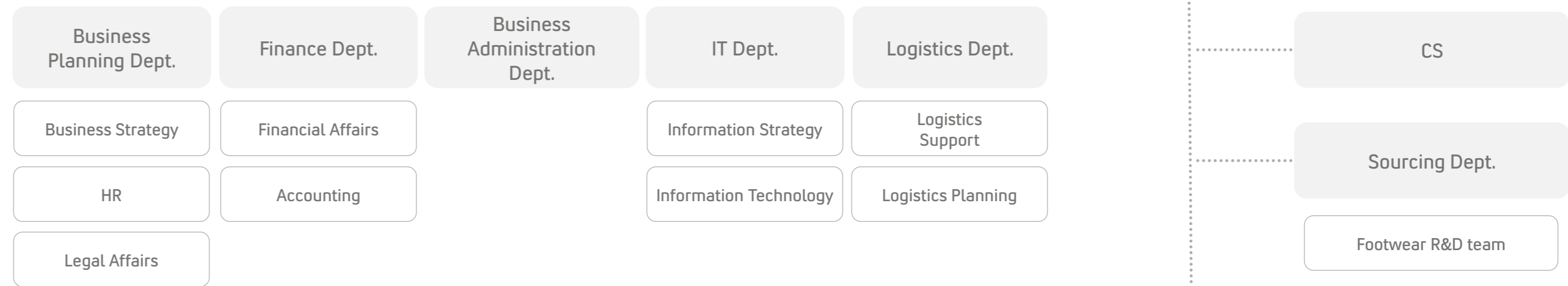
2023

Launched Camping-oriented Global outdoor brand 'Nordisk'

K2 KOREA Group

Chief Executive Officer
(CEO)

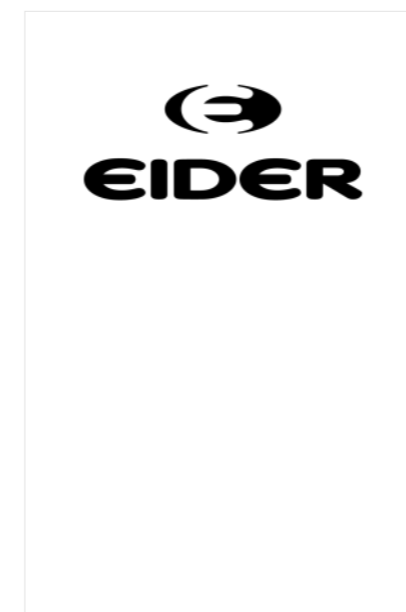
Corporate Support Division



K2 KOREA Co.,Ltd.



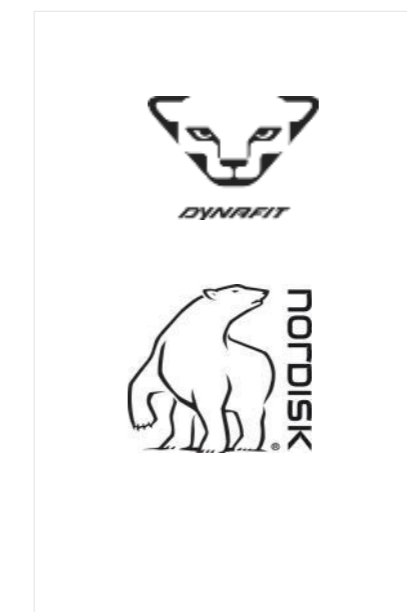
EIDER Co.,Ltd.



FCG KOREA Co.,Ltd.



DYNAFIT KOREA Co.,Ltd.



K2 Safety Co.,Ltd.



theKconnect



ORGANIZATION STRUCTURE

FINANCIAL
STATUS

K2 KOREA Group

Income Statement

Unit : mUSD (\$1 : ₩1,300)	2020	2021	2022	Grow %	K2 KOREA Co.,Ltd.				EIDER Co.,Ltd.				FCG KOREA Co.,Ltd.				DYNAFIT KOREA Co.,Ltd.				K2 Safety Co.,Ltd..			
					2020	2021	2022	Grow%	2020	2021	2022	Grow%	2020	2021	2022	Grow%	2020	2021	2022	Grow%	2020	2021	2022	Grow%
Revenue	693	759	800	5.5%	271	309	327	5.6%	189	194	193	-0.5%	68	71	70	-2.4%	100	114	117	3.3%	66	71	94	32.6%
COGS	(326)	(315)	(326)	3.3%	(126)	(121)	(119)	-1.7%	(96)	(85)	(80)	-6.0%	(30)	(27)	(24)	-9.2%	(35)	(40)	(44)	11.4%	(40)	(42)	(58)	36.6%
Gross Profit	366	444	475	7.0%	145	188	208	10.2%	93	108	112	3.8%	38	45	45	1.7%	65	74	73	-1.0%	26	28	36	26.7%
SG&A	(305)	(334)	(361)	7.9%	(122)	(138)	(151)	9.4%	(88)	(92)	(96)	3.9%	(35)	(38)	(42)	9.2%	(54)	(59)	(62)	5.5%	(6)	(7)	(10)	47.3%
EBIT	61	109	114	4.1%	22	50	57	12.4%	5	16	17	3.4%	3	6	3	-45.3%	11	15	11	-27.3%	19	22	26	20.4%
%	8.8%	14.4%	14.2%	-0.2%p	8.3%	16.3%	17.3%	1.1%p	2.5%	8.4%	8.7%	0.3%p	4.7%	8.5%	4.8%	-3.7%p	11.4%	13.0%	9.2%	-3.9%p	29.6%	30.8%	27.9%	-2.8%p
Net Income	64	93	105	13.0%	30	45	57	26.7%	5	14	15	9.3%	2	5	3	-38.8%	8	11	8	-24.3%	18	18	22	19.0%
%	9.2%	12.3%	13.1%	0.9%p	11.1%	14.5%	17.4%	2.9%p	2.7%	7.2%	7.9%	0.7%p	3.3%	6.9%	4.3%	-2.6%p	8.3%	9.8%	7.2%	-2.6%p	27.7%	25.8%	23.2%	-2.7%p

K2 KOREA Group

Balance Sheet

Unit : mUSD (\$1 : ₩1,300)	2020	2021	2022	Grow %	K2 KOREA Co.,Ltd.				EIDER Co.,Ltd.				FCG KOREA Co.,Ltd.				DYNAFIT KOREA Co.,Ltd.				K2 Safety Co.,Ltd..			
					2020	2021	2022	Grow%	2020	2021	2022	Grow%	2020	2021	2022	Grow%	2020	2021	2022	Grow%	2020	2021	2022	Grow%
Total Assets	968	1,065	1,170	9.8%	465	523	581	11.1%	270	293	304	3.9%	56	53	57	7.4%	64	62	73	17.6%	113	134	155	15.2%
Total Liabilities	139	143	151	5.5%	55	67	69	2.4%	17	26	26	0.3%	15	7	8	13.0%	44	31	34	8.3%	9	12	14	22.3%
Total Equity	829	922	1019	10.5%	410	455	512	12.4%	253	267	278	4.2%	41	46	49	6.6%	20	31	40	26.9%	104	123	140	14.5%



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

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WIDE°ANGLE



DYNAFIT

PIRETTI



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 LAB
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

M-Series
C-Series
KIDS

OUR BRANDS



OUR BRANDS

WIDE°ANGLE WIDE ANGLE IS A COMBINATION OF NORTHERN EUROPEAN NATURALISM AND GOLF

WIDE°ANGLE

✓ **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
 WAGLE





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

SPEED
TRAIN
24
WAVE
TRINITY



PIRETTI

FOCUSING ON SUPERIOR CRAFTSMANSHIP & FINEST MATERIALS,
PIRETTI PROVIDES CLASSICAL DESIGN WHILE MAINTAINING A MODERN EDGE

PIRETTI

OUR BRANDS



BRAND IDENTITY

High-end, Classy performance golf-wear brand with Piretti's own heritage and craftsmanship



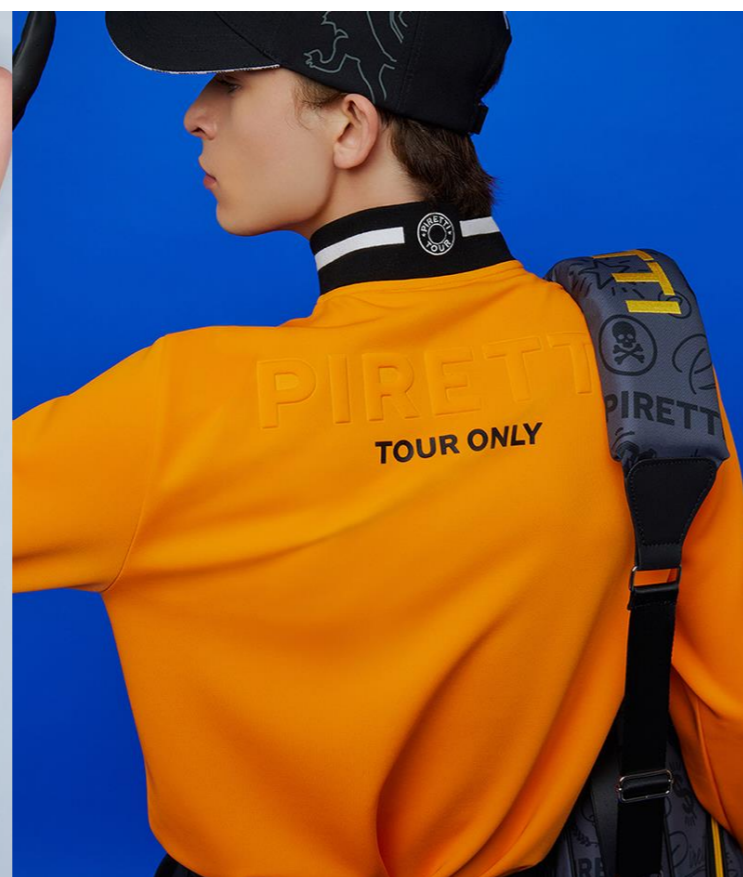
TARGET CUSTOMERS

Golfers pursuing Luxurious life



PRODUCT LINE-UPS

Premium golf apparel, accessories and shoes





ENJOY THE LUXURY OF NATURE
THE LUXURY TO PRESERVE



BRAND IDENTITY

Premium lifestyle outdoor brand with romantic and modern image, inspired by Scandinavian nature.



TARGET CUSTOMERS

20's to 40's



PRODUCT LINE-UPS

SPIRIT
AMBITION

OUR BRANDS



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



OUR BRANDS

EIDER SAFETY A WHOLE NEW KIND OF PERFORMANCE, EIDER SAFETY



✓ **BRAND IDENTITY**
Best function and design
living up to the brand
value and expectation

✓ **TARGET CUSTOMERS**
Blue-Collar Workers

✓ **PRODUCT LINE-UPS**
SUMMIT
SPECIAL
SMART LINE



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.

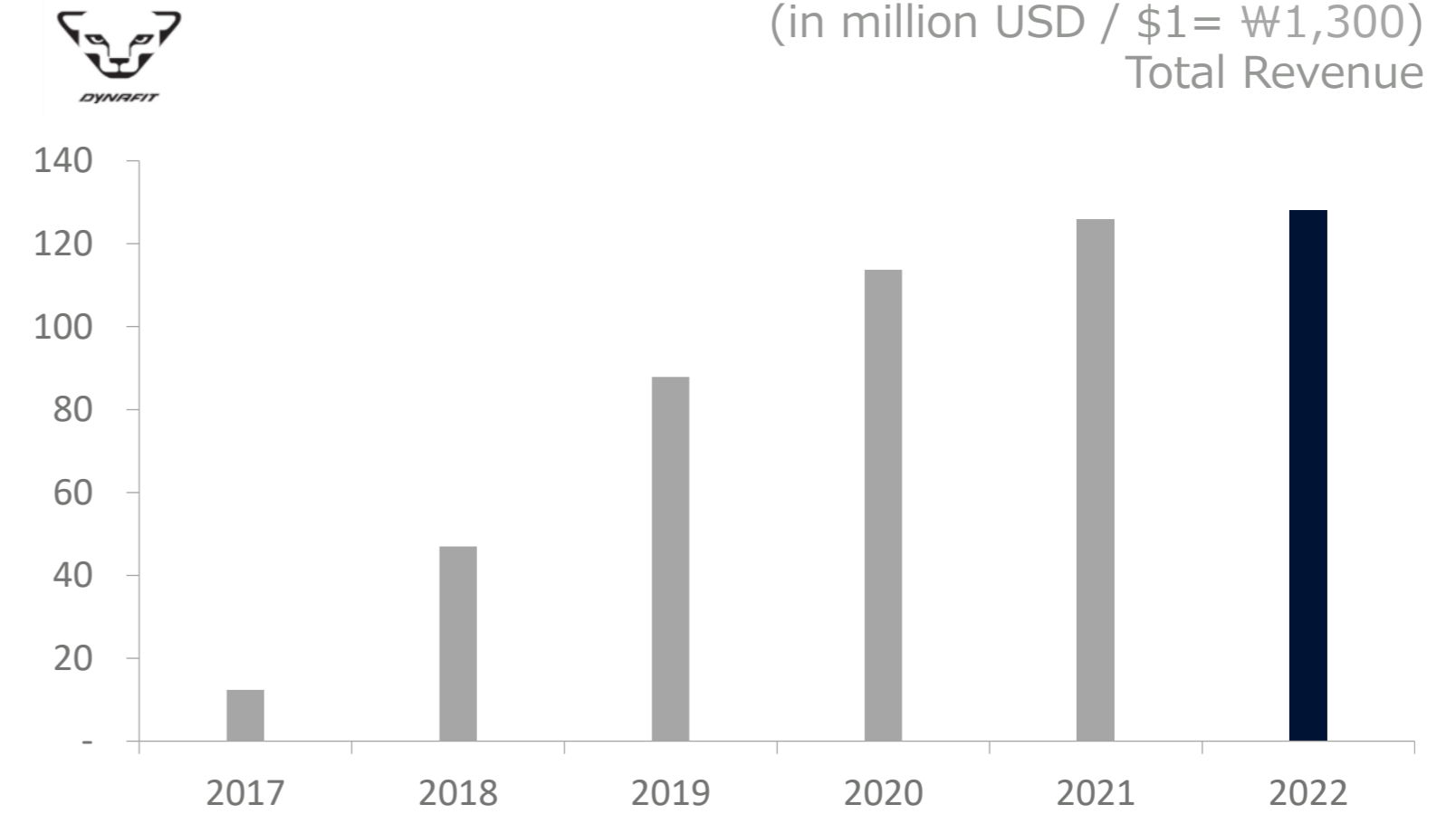
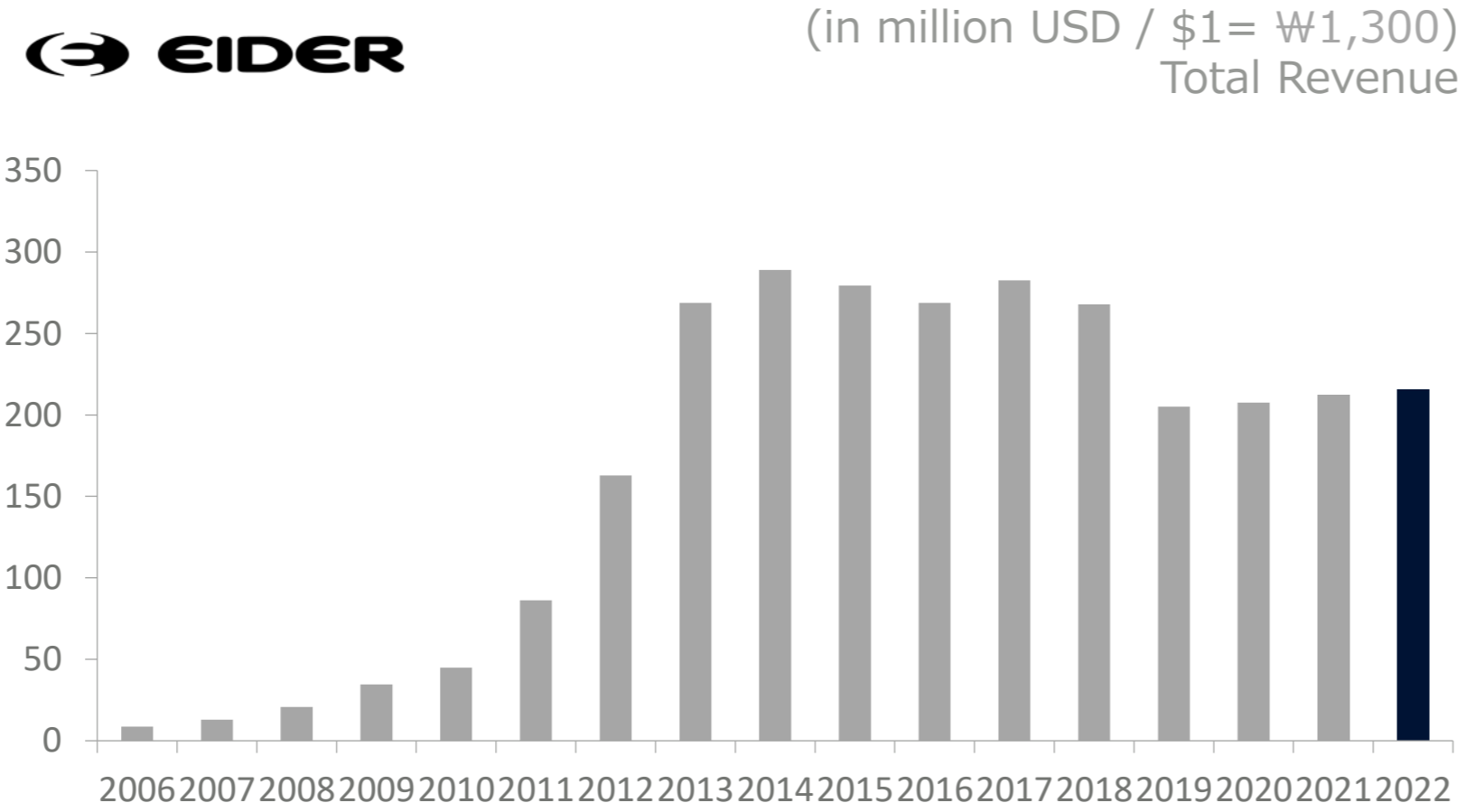


Self-developed functional fabrics

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.



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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

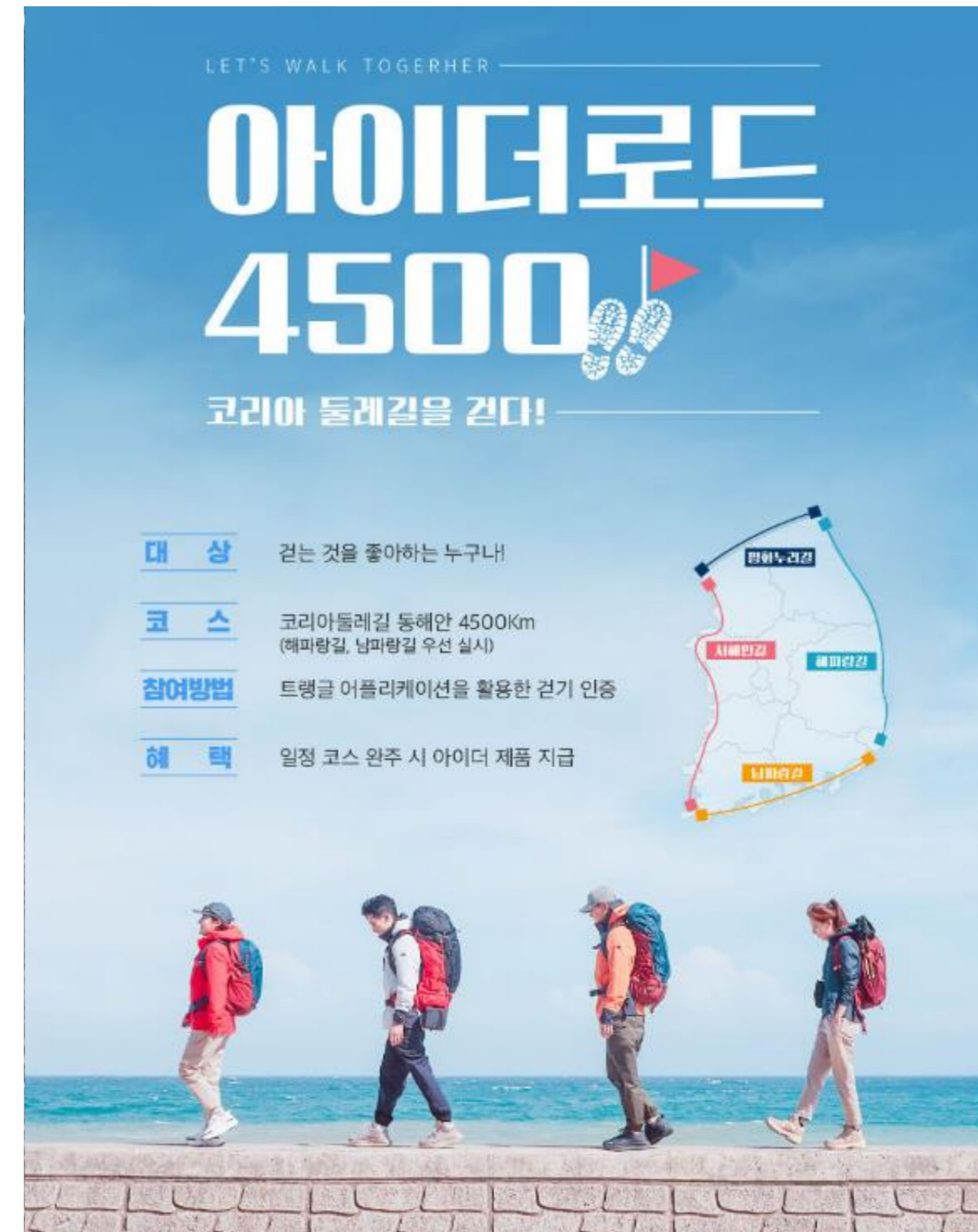
TV CF

TV CF marketing with famous Korean actors, Idols and etc



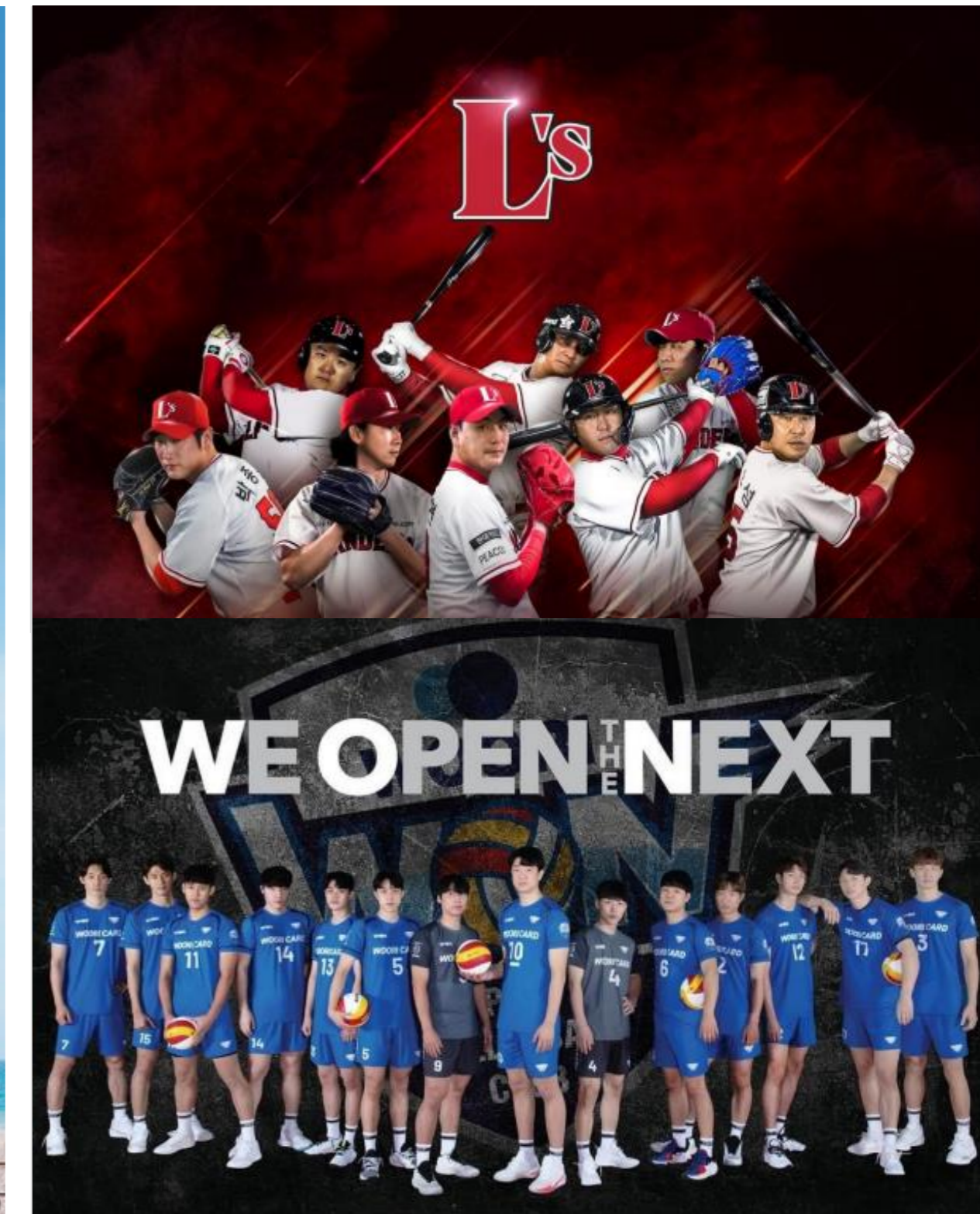
EVENT

Holding [EIDER ROAD], [AWESOME HIKING] event every year to strengthen the brands' identity and enhance active outdoor culture



SPONSORSHIP

DYNAFIT made a sponsorship with Pro Baseball team SSG LANDERS & Pro Volleyball team WOORI WON WIDE°ANGLE provides continuous support to golf pros



STRENGTH 3 / MARKETING

Advertising Brands with K-POP Idols and famous Korean actors, such as Suzy, Park Seo Jun, Park Bo Gum, Jang Won Young and etc



STRENGTH 4 / DISTRIBUTION CHANNELS

K2 KOREA group is operating 1,142 off-line stores in Korea.
Based on strong Brand power, we have our own distribution know-how of successful market entrance.



STRENGTHS

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	K2	EIDER	WIDE°ANGLE	DYNAFIT	PIRETTI	NORDISK	K2 Safety	EIDER SAFETY
STORES	314	278	179	187	12	25	123	24
DTC	3	4	3	3	1	2	-	-
Brick&Mortar	189	151	102	81	4	10	75	24
Department Store	122	123	74	103	7	13	-	-
Wholesale	-	-	-	-	-	-	48	-

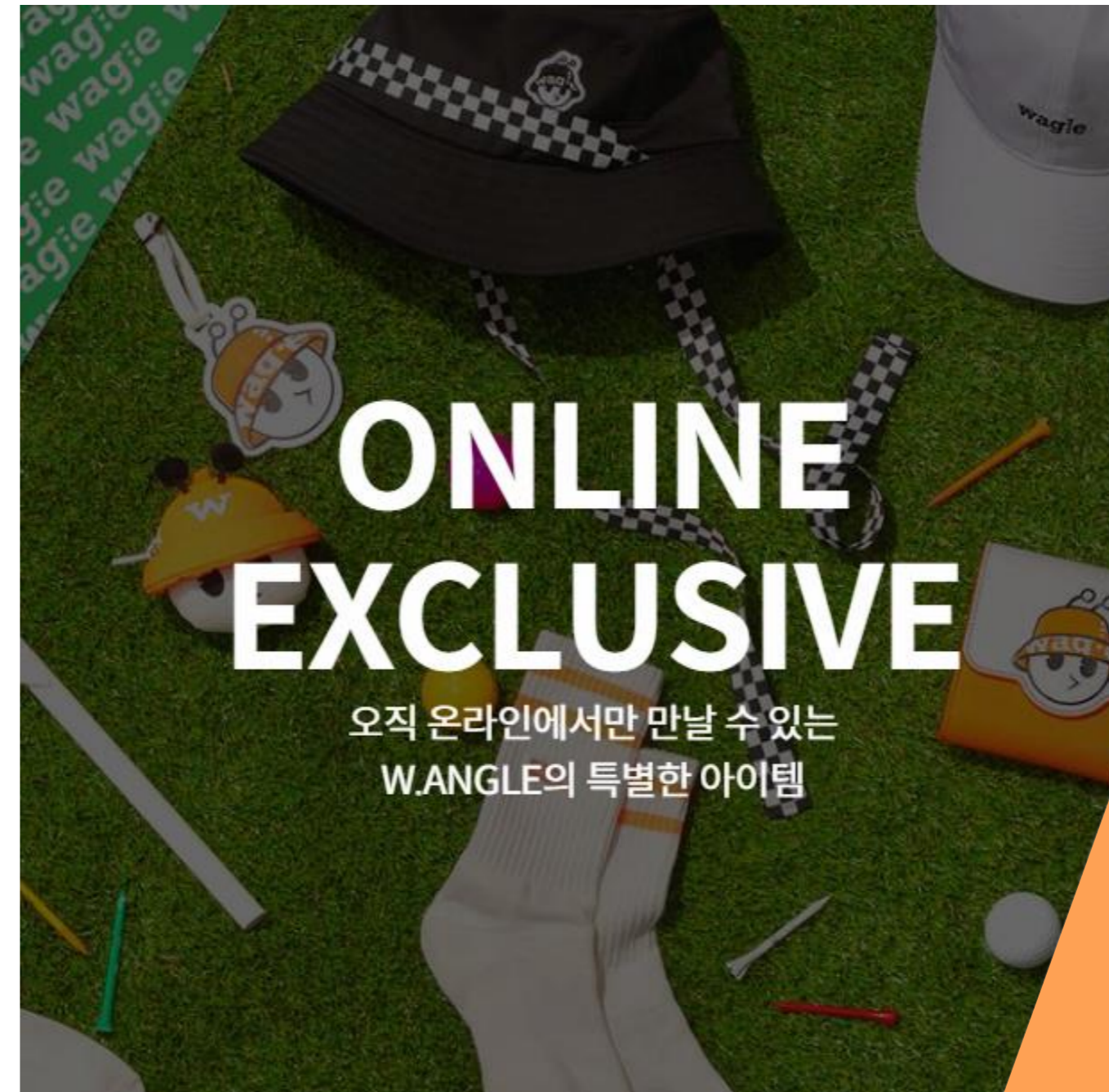
STRENGTH 4 / DISTRIBUTION CHANNELS

K2 KOREA is strengthening its Online competitiveness through various channels and strategies.

In Apr 2022, K2 KOREA launched total outdoor, sportswear shopping platform 'K.VILLAGE'. With many marketing contents, promotions and various products from all K2 KOREA brands, 'K.VILLAGE' offers the most convenient shopping experience for the customers who are interested in all types of outdoor sports activities.

2

Showing Online exclusive products



3

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



1

Total outdoor, sportswear shopping Platform 'K.VILLAGE'



STRENGTHS

STRENGTH 5 / WAREHOUSE

K2 KOREA has its own warehouses with full RFID facilities (1st, 2nd Warehouse in Yeosu).
With large scale and efficient RFID system, we have a big strength in inventory management,
also can make a quick response to stores & brands' requirements.

K2 KOREA YEOJU 1ST WAREHOUSE



SITE AREA	26,117m ²
GROSS AREA	39,779m ²
CONSTRUCTION COSTS	\$ 45.5million
FACILITIES COSTS	\$ 8.8million
OPERATION DATE	November 2016 ~

K2 KOREA YEOJU 2ND WAREHOUSE



SITE AREA	29,900m ²
GROSS AREA	30,733m ²
CONSTRUCTION COSTS	\$ 40.2million
FACILITIES COSTS	\$ 11.2million
OPERATION DATE	November 2021 ~

STRENGTHS

VISIONS



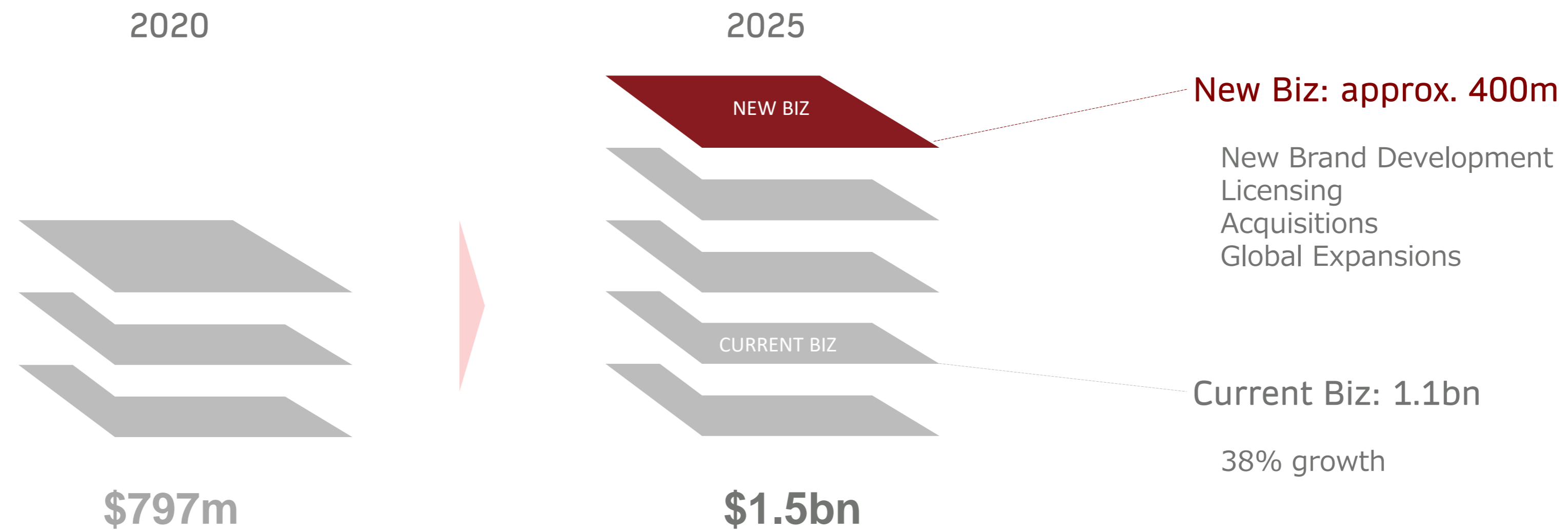
Goal Revenue

\$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

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