



WIDE°ANGLE

BRAND INTRODUCTION

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ABOUT WIDE°ANGLE



WIDE°ANGLE

WIDEN YOUR ANGLE

Our vision is to provide better value in golf play and lifestyle by looking further and broader with a new perspective on golf wear

WIDEN YOUR ANGLE
WIDE°ANGLE

Wordmark
Basic

WIDE°ANGLE

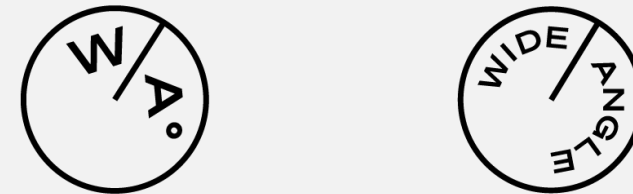
Wordmark
Variation

WIDE°ANGLE WIDE°
ANGLE

Emblem
Basic



Emblem
Variation



WIDE°ANGLE LOGO

The logo expresses the brand concept in a simple yet intuitive way.

It consists of a wide font that conveys a broad perspective, an arched watermark that symbolizes an expanded angle, and an emblem that represents a golf ball or the wide world, signifying a free and open-minded approach.

These basic elements of WIDE°ANGLE's visual identity creatively and interestingly express the values we want to convey to our customers.

BRAND VALUE

BRAND VALUE

01 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, WIDE°ANGLE provides the best performance through innovative ideas.

02 PRACTICAL PRODUCTS

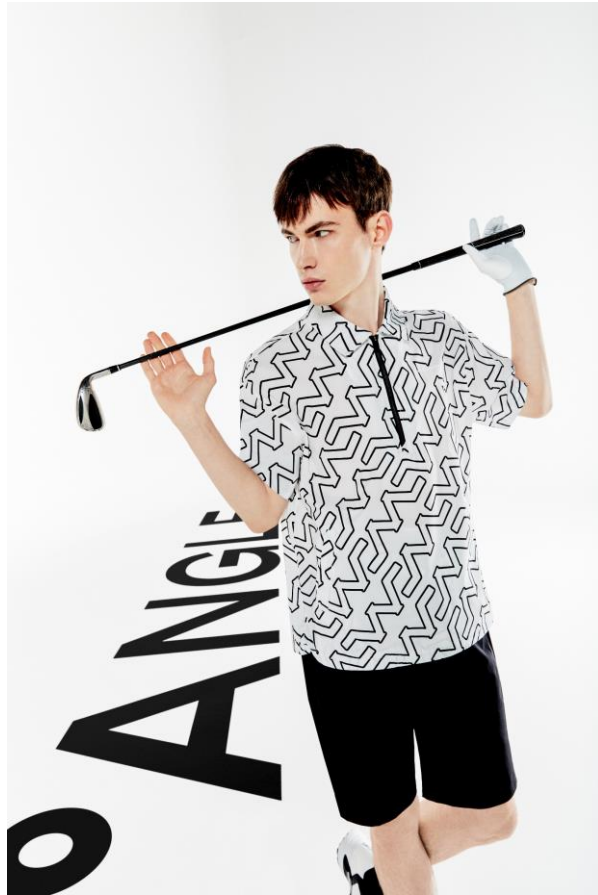
Provides products for the practical customers who enjoy the game with superior performance while seeking stylish designs.

03 DISTINCTIVE DESIGN

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



OUR PRODUCTS



CORE LINE

Performance Golf wear collection combines top-notch technology, perfect fit and luxurious design. We offer a Daily, Field multi-look specifically curated for WIDE°ANGLE core customers.



FEARLESS LINE

The FEARLESS LINE reflects the tastes and trends of young consumers, offering new course looks that combine field and daily wear with the motto of "PLAYING WITHOUT FEAR"



WAGLE LINE

With the slogan "CRAZY ABOUT GOLF," we offer young golfers who are starting their golf journey the Young & Unique look that allows them to immerse themselves in golf.

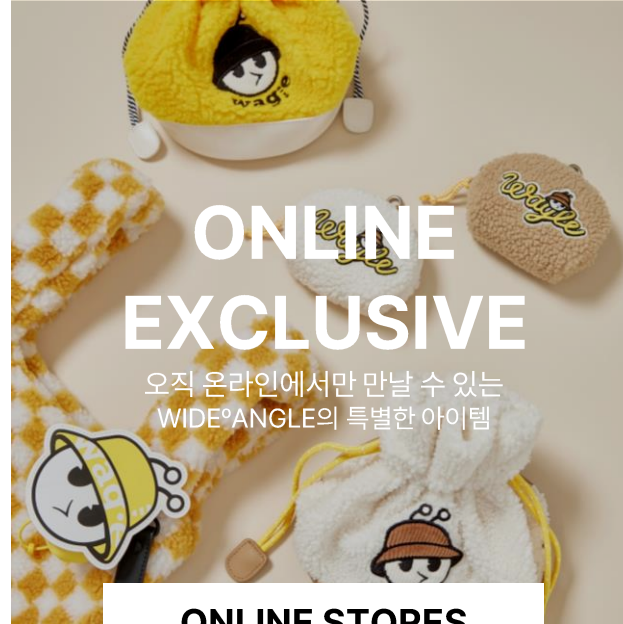
STORE & SALES

STORE & SALES



OFFLINE STORES

Operating 179 stores throughout Korea, WIDE°ANGLE has established a strong brand presence and developed its own distribution know-how for successful market entry

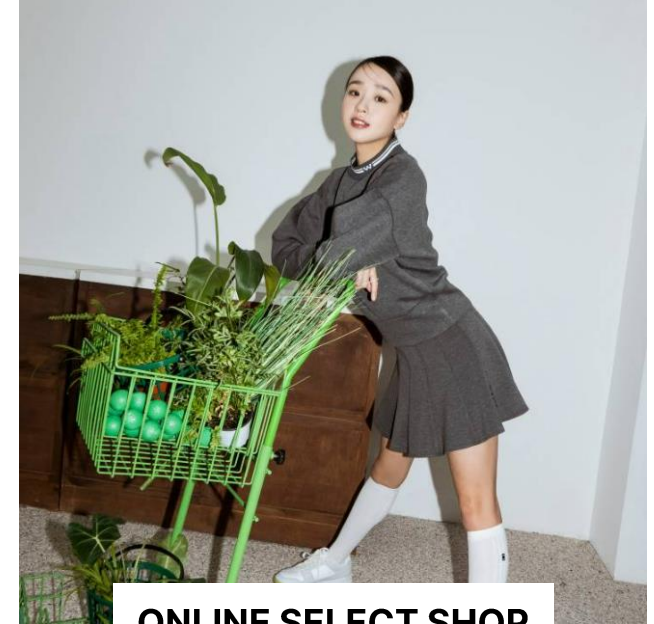


ONLINE EXCLUSIVE

오직 온라인에서만 만날 수 있는
WIDE°ANGLE의 특별한 아이템

ONLINE STORES

K2 Korea Group operates comprehensive outdoor, sportswear shopping platform K.VILLAGE. With a wide range of events and diverse products from all K2 Korea brands, K.VILLAGE offers a convenient shopping experience.

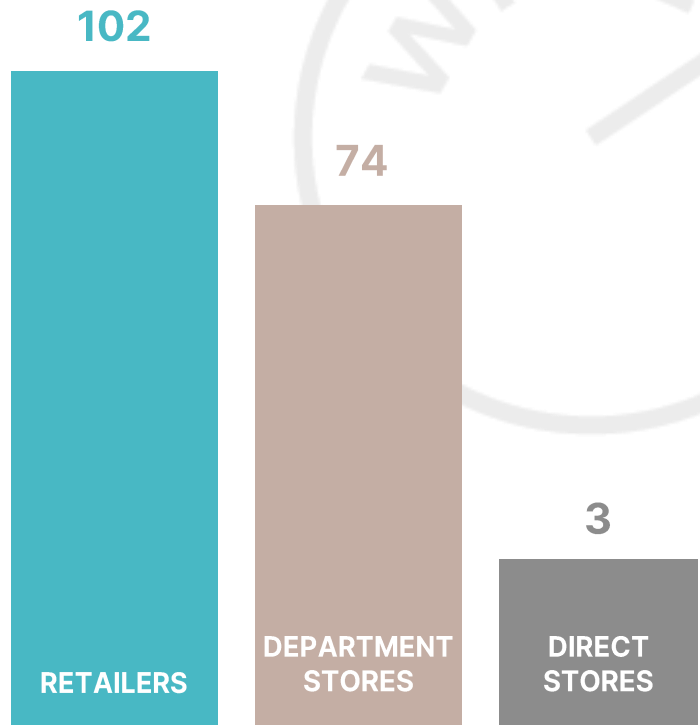


ONLINE SELECT SHOP

To maintain WIDE°ANGLE's trendiness, we distribute our products to popular online select shops like MUSINSA

STORE & SALES

WIDE°ANGLE currently operates 179 stores in the domestic market, including direct stores, retailers, and department stores



MARKETING / R&D INVESTMENT

MARKETING – TV COMMERCIAL

Since it was founded in 2014,
WIDE°ANGLE has been building its brand identity through celebrity marketing and TV commercials.



Daniel Henney

Actor, Model
2014FW ~ 2019SS



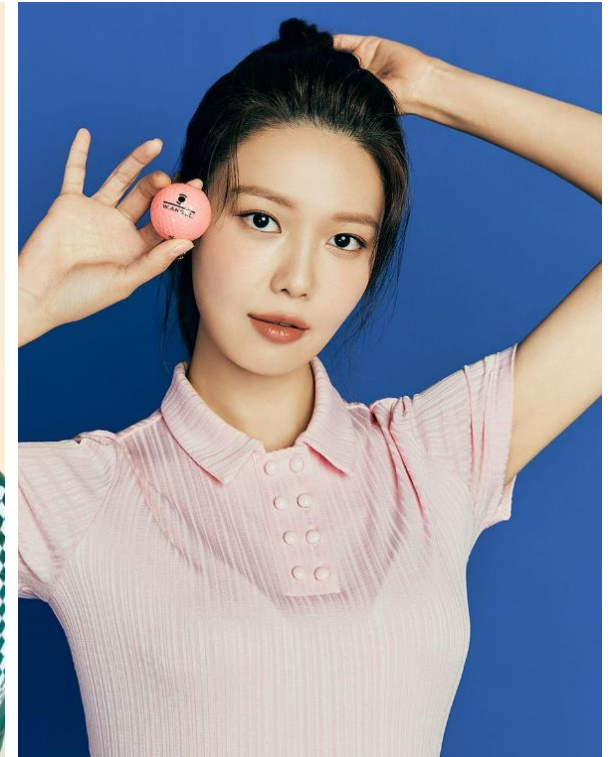
Kim Sa Rang

Actor, Miss Korea
2015FW ~ 2021SS



Kim Seon Ho

Actor
2021SS ~ 2021FW



Choi Soo Young

K-Pop Idol, Actor
2022SS ~ 2022FW

MARKETING – SPONSORSHIP

WIDE°ANGLE has been sponsoring famous pro golfers to enhance its professional image and promote its identity as performance golf wear.



Hong Soon Sang
Pro Golfer



Kang Dana
Pro Golfer



Kim Hyung Gu
Pro Golfer

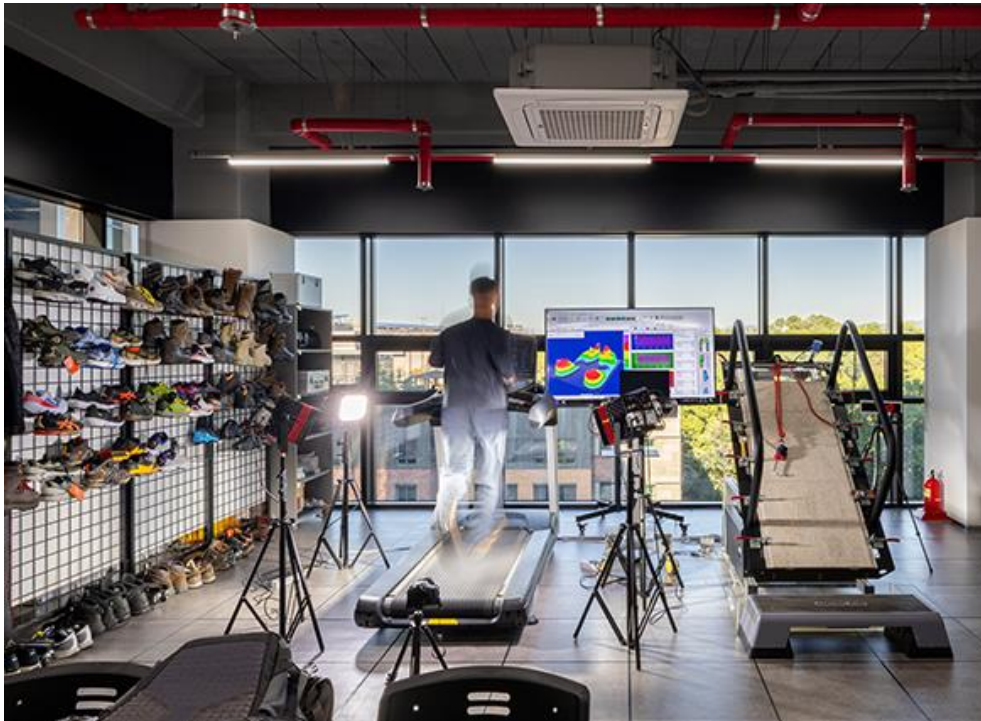


Suk Ji Woo
Pro Golfer



Moon Tae Hwan
Pro Golfer

R&D INVESTMENT



FOOTWEAR R&D

K2 KOREA's own footwear R&D team [Shoes Research Lab] supports the development of the products and conducts government projects to develop shoe technologies as well.



SELF-DEVELOPED MATERIALS

K2 KOREA insists on independent research and development of functional fabrics and accessories, continuously striving to provide consumers with high-quality products.

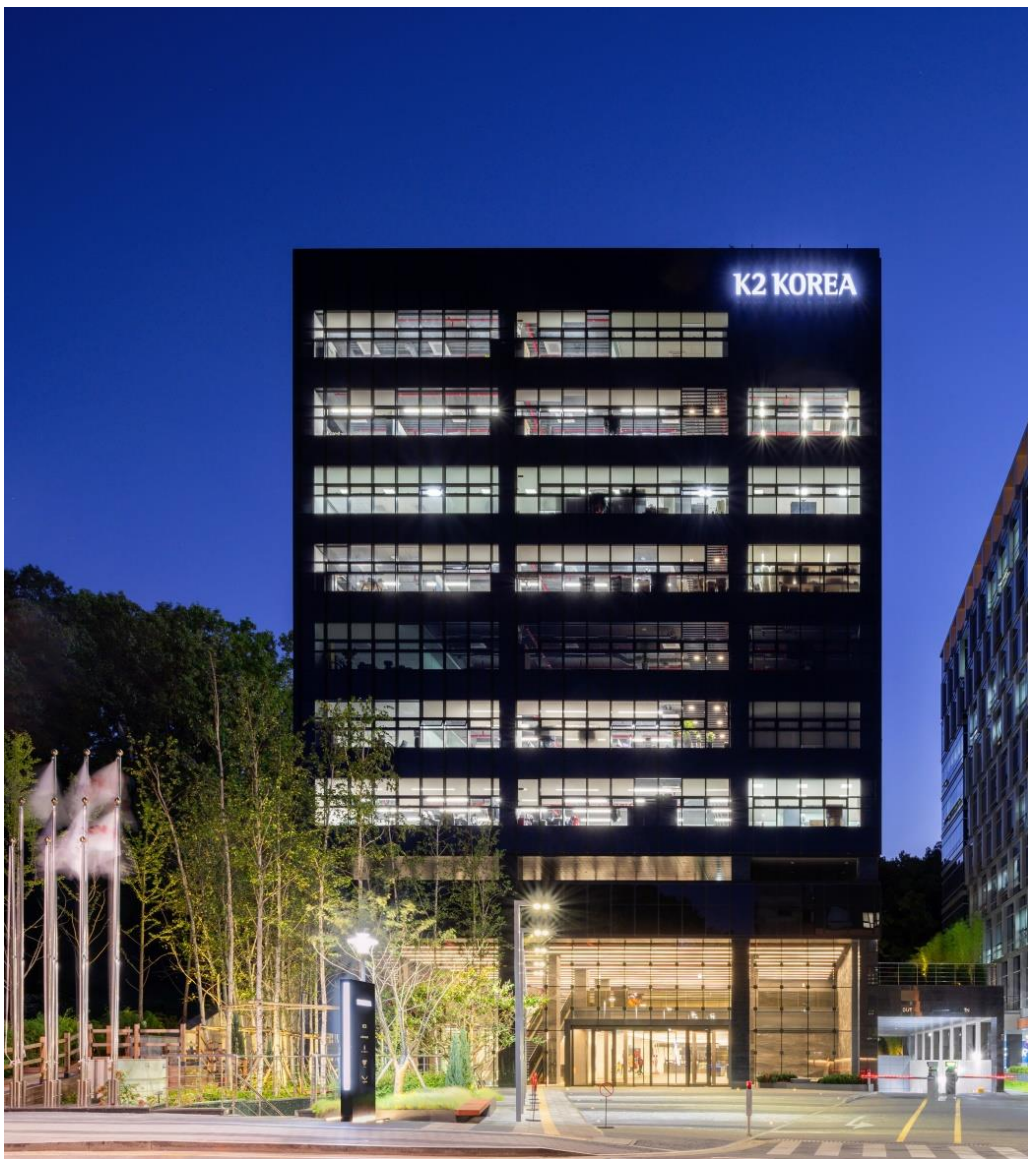
MARKET EXPANSION

MARKET EXPANSION

From 2020, WIDE°ANGLE has started its overseas business and currently exporting domestic products to Canada, USA and Taiwan.



APPENDIX



K2 KOREA

K2 Korea Group is at the forefront of the fashion industry in South Korea, experiencing constant growth in outdoor, golf, sports, and industrial safety sectors.

With a fearless spirit, we are exploring new horizons and aiming to become the top global fashion company, not only in South Korea but across the world.



WIDE°ANGLE



PIRETTI



K2 Safety

K2 KOREA GROUP BRAND HISTORY

- **1978** 'K2' Launched
- **2006** 'EIDER' Launched in Korea
- **2014** 'W.ANGLE' Launched
- **2016** 'DYNAFIT' Launched in Korea
- **2020** 'EIDER' Acquisition of Global Trademark
- **2021** 'PIRETTI' Launched in Korea
- **2022** 'EIDER' Europe License Agreement
- **2023** 'NORDISK' Launched in Korea



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