



*DYNAFIT*

B R A N D B O O K

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## SNOW LEOPARD

Snow Leopards perfectly symbolize the values and characteristics DYNAFIT stands for. They move swiftly and elegantly in the world's highest mountains and embody the ideals of the mountaineer.

They don't make a sound. They jump 40 feet on the spur of the moment. They have among the best weight to performance ratios, incredible acceleration, high top speed, amazing endurance. Their paws don't slide or sink into snow. Whether it be in ten-foot deep powder, on steep slopes or on high mountain peaks, snow leopards go where others can't.

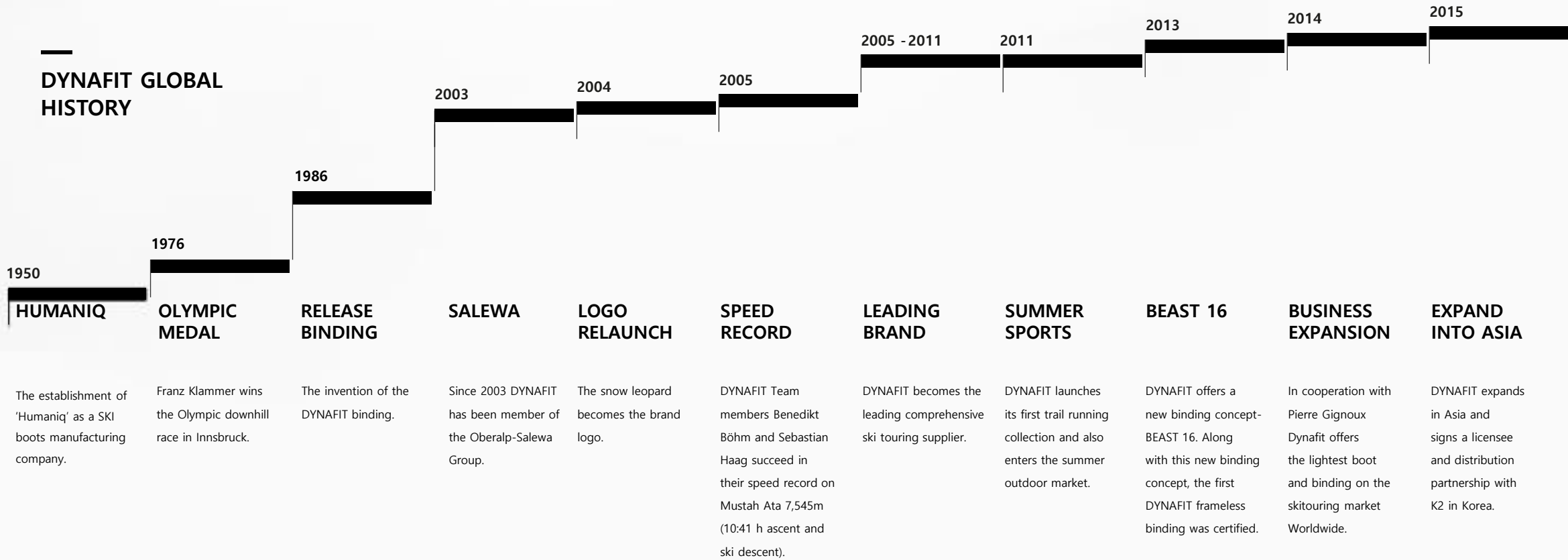
DYNAFIT has been supporting the protection of this endangered species since 2007.

DYNAFIT is the brand by athletes for athletes. We are 100% committed to mountain endurance sports.

Our goal is to support athletes, 365 days of the year, with high-performance products to get on step closer to their Mountopia.

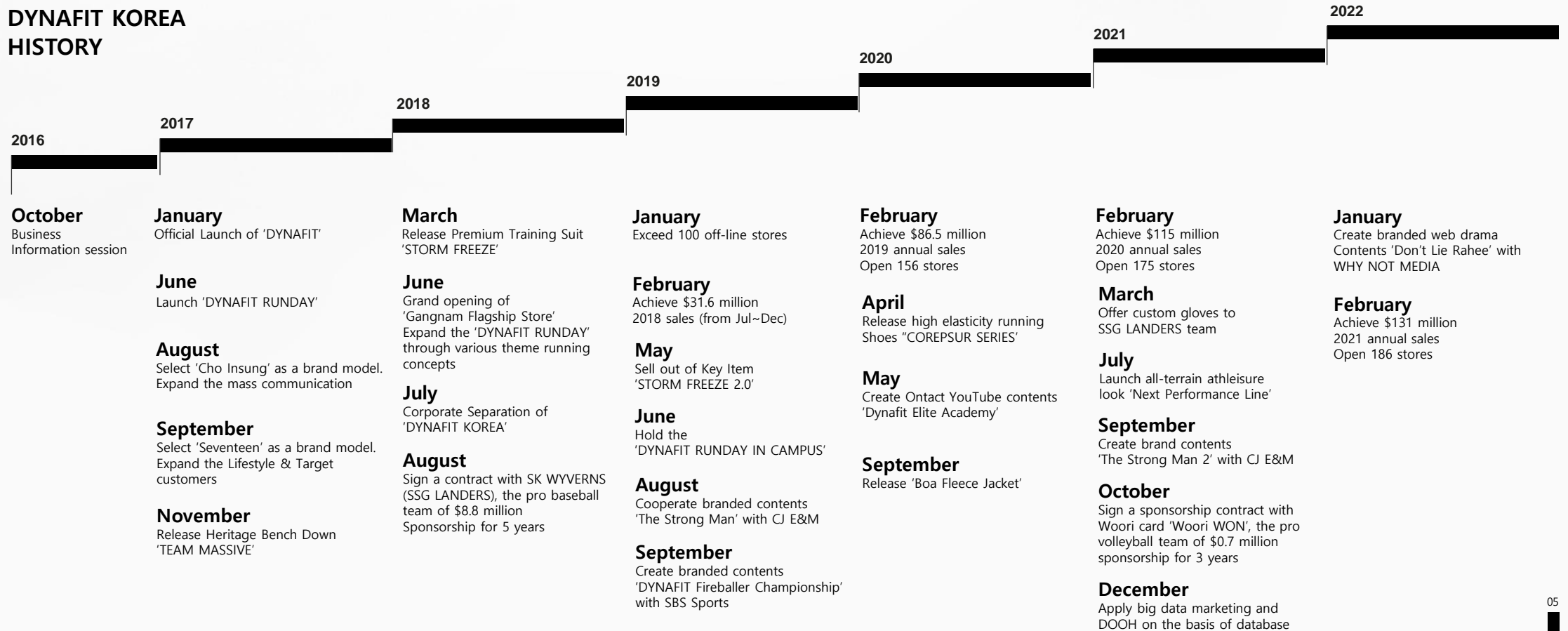


## DYNAFIT GLOBAL HISTORY





## DYNAFIT KOREA HISTORY



—  
BRAND ESSENCE



THE BRAND  
IS MADE BY  
ATHLETES FOR  
ATHLETES.

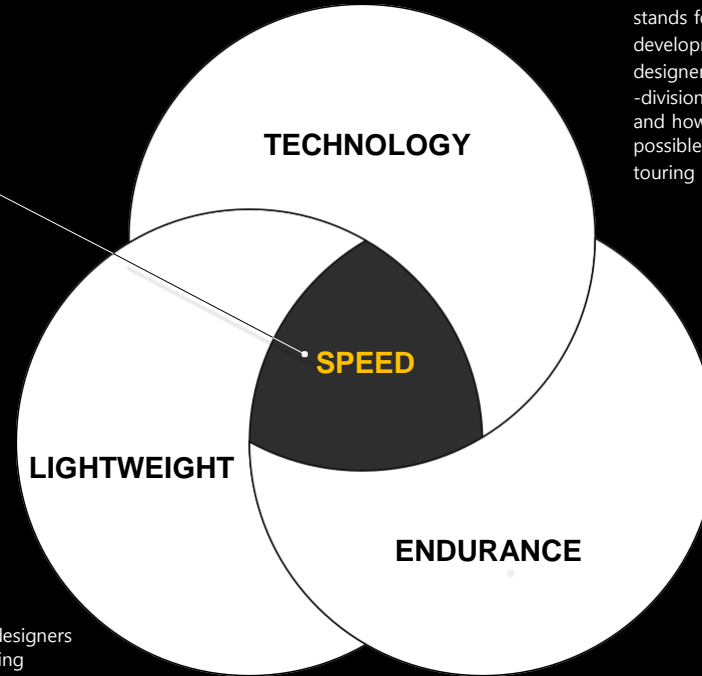


# SPEED

DYNAFIT athletes and consumers continually test our equipment and materials in expeditions, speed ascents and other various projects under the toughest of conditions. Our main objective is to maintain a continuous flow of communication with our athletes in order to improve upon our products. We deliver on the need to speed up-uphill or downhill.

## Lightweight

Athletic and lasting. DYNAFIT's hardware, textile engineers and designers have developed the collection to meet the highest demands. Using pared-down alpine designs and ultralight high-tech materials, they focus on trimming back the essential material to the bare minimum; Making a product out of "a little bit more than nothing", so to speak.



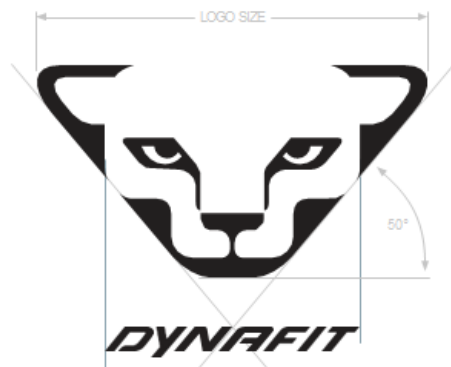
## Technology

stands for our knowledge of techniques, processes and skills used in the development and production of DYNAFIT gear. Product managers and designers working in our apparel, footwear, bindings, ski and equipment -divisions have detailed knowledge about the most cutting-edge materials and how to utilize them in the manufacturing process to ensure the best possible outcome. We constantly challenge other players in the ski touring and mountain sports market with our technical innovations.

## Endurance

is the ability or strength to continue, despite fatigue, stress or other adverse conditions. Efficient, lightweight and reliable gear boosts our athletes in their push to continue. Having the best product for competitive and endurance mountain activities increases your capacity to bear the pain, in both summer and winter.

—  
BRAND LOGO







2017



2018



2019



2020

MARKETING ACTIVITIES / 2021~2022 Advertising campaign



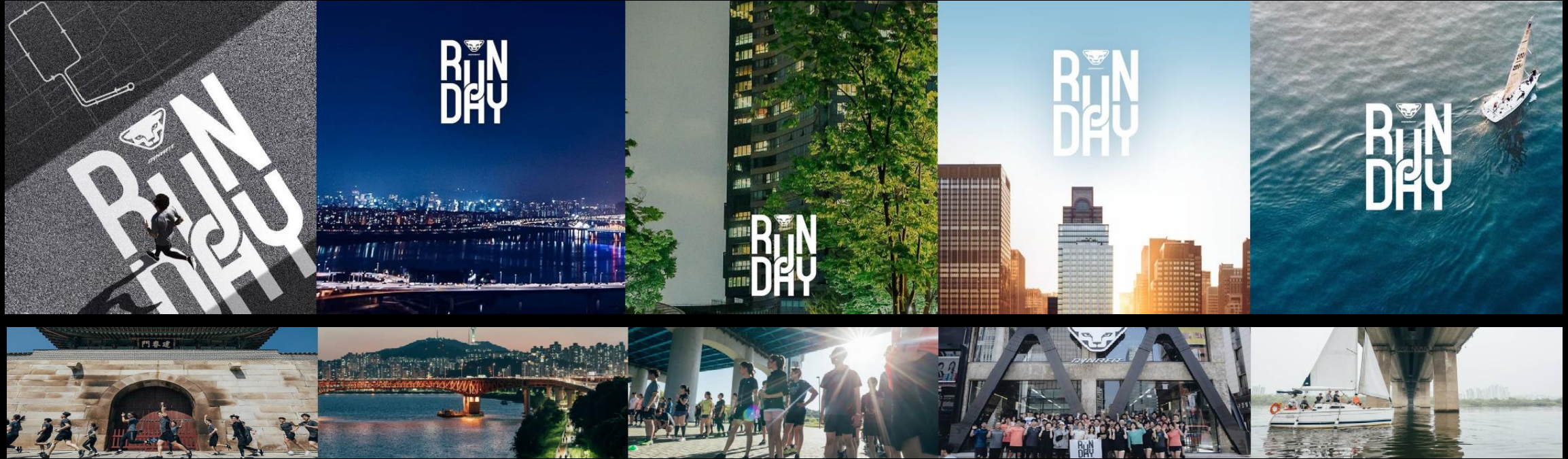
2021



2022



—  
DYNAFIT RUNDAY / Enhance the brand identity through running



RUNDAY IN CAMPUS / Expand the customer target to twenties through running events in universities



# RUNDAY



KOOKMIN UNIVERSITY



HANKUK UNIVERSITY OF FOREIGN STUDIES



SOGANG UNIVERSITY



DONGGUK UNIVERSITY



KYUNGHEE UNIVERSITY



**FITNESS PARTNERSHIP /** Increase the customer touch point through sponsoring fitness center



SSG LANDERS SPONSORSHIP / Strengthen the Sports Brand identity by sponsoring Pro Baseball Team





WOORI CARD 'WOORI WON' SPONSORSHIP / Strengthen the Sports Brand identity and diversify sports events by sponsoring Pro Volleyball Team





THE STRONGMAN / A TV program to find the most strongest man.  
To emphasize the 'Strong' brand identity



<SEASON 1>



<SEASON 2>

**DYNAFIT FIREBALLER CHAMPIONSHIP** / A Sports competition to find the fastest fireballer from amateur.  
To emphasize the 'Speed' brand identity



### WEB DRAMA

### YOUTUBE

### INFLUENCER



Create branded web drama contents  
'Don't Lie Rahee' (WHY NOT MEDIA)



Create own YouTube contents  
'DYNAFIT Elite Academy',  
'Sports Influencer VLOG'



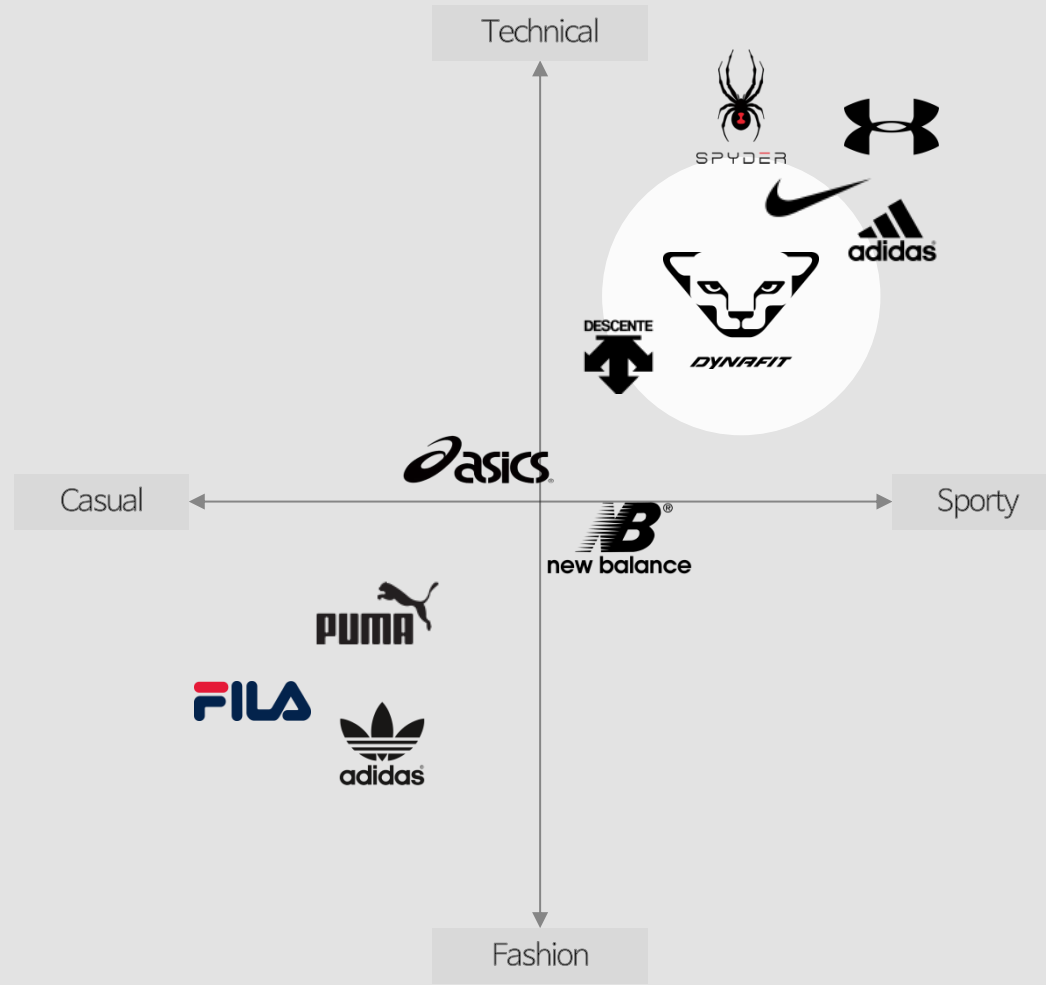
Sponsoring SNS influencer  
in sports, fashion category

## SALES & STORES



	2018 (sales from Jul~Dec)	2019	2020	2021
<b>SALES</b> (Unit: USD, 1 USD = 1,130 KRW)	<b>31.6</b> million	<b>86.5</b> million	<b>115</b> million	<b>131</b> million
<b>STORES</b>	<b>106</b>	<b>156</b>	<b>175</b>	<b>186</b>
DTC	2	3	3	3
Franchise	52	64	78	80
Shop in Shop	42	71	72	78
Outlet Store	9	16	20	23
E-Commerce	1	2	2	2

# BRAND POSITIONING MAP





SNOW LEOPARD TRUST

To DYNAFIT, the snow leopard is not only a brand symbol. Its characteristics and faculties are consistent with the values and characteristics of the company. Snow leopards possess an outstanding performance-to-weight relationship, are extraordinarily fast, and have phenomenal endurance. Its paws do not sink in or slip, be it on snow meters deep, steep flanks, or high mountain peaks. To Dynafit, the snow leopard is the role model and symbol for all characteristics and faculties that ensure living and surviving on the mountain. All that makes it into a true exemplary standard for every mountain endurance athlete. Unfortunately, the snow leopard is now in danger of extinction. Thus, DYNAFIT has set the goal of helping the snow leopard.





# 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**

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

**K2 Safety**

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

 **EIDER**

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

 **W. ANGLE**

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

*Piretti* 

PIRETTI OFFERS HIGH-END, CLASSY  
GOLF WEAR WITH SUPERIOR  
CRAFTSMANSHIP AND FINEST  
MATERIALS.

 **DYNAFIT**

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



# K2 KOREA

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. **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



2019

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

2020

Acquired Global Trademark Right of 'EIDER' from  
Calida

2022

Launched premium Golf wear brand  
"Piretti"



Made license contract with French retailer  
"Snowleader", and preparing a relaunching of Eider  
brand in European countries

