

K2 KOREA

K2 KOREA Co.,Ltd.
174-14, Jagok-ro, Gangnam-gu, Seoul, Republic of Korea
Tel. +82-2-3408-9700
www.k2group.co.kr



BRAND INTRODUCTION



EIDER

Challenge your fear, Fear is nothing!



INDEX

1. ABOUT THE BRAND

2. OUR PRODUCTS

- 1) M-SERIES
- 2) C-SERIES
- 3) KIDS

3. STRENGTH

- 1) offline DT channels
- 2) online DT channels
- 3) marketing
- 4) R&D investment

4. POSITIONING MAP

5. APPENDIX

ABOUT THE BRAND

EIDER Brand Story, since 1962



“No Demons, No Dragons Just Breathtakingly Beautiful”

By Jacques Balmat and Michelle Paccard who stepped on the top of Chamonix in the Alps for the first time in mankind after 3 years of challenging.

At that time, the mountain covered with snow and fog all year round was feared by a lot of people and fallen into disrepute as an accursed land.

Sublimate a distant, fear, and heavy mountain into an object of pleasure.

Jacques Balmat and Michelle Paccard who overcame fear without a deep knowledge and specialized gear but only relied on the mountaineering stick.

With Alpinism, the spirit of the Alps to challenge without hesitation

Moved a distant, fear, and heavy mountain to us.



1960 -



THE SKI FOR ALL

1970 -



THE TECH-STYLE DECADE

1980 -



THE YEARS OF CHALLENGES AND DARING

Challenge your fear, Fear is nothing!

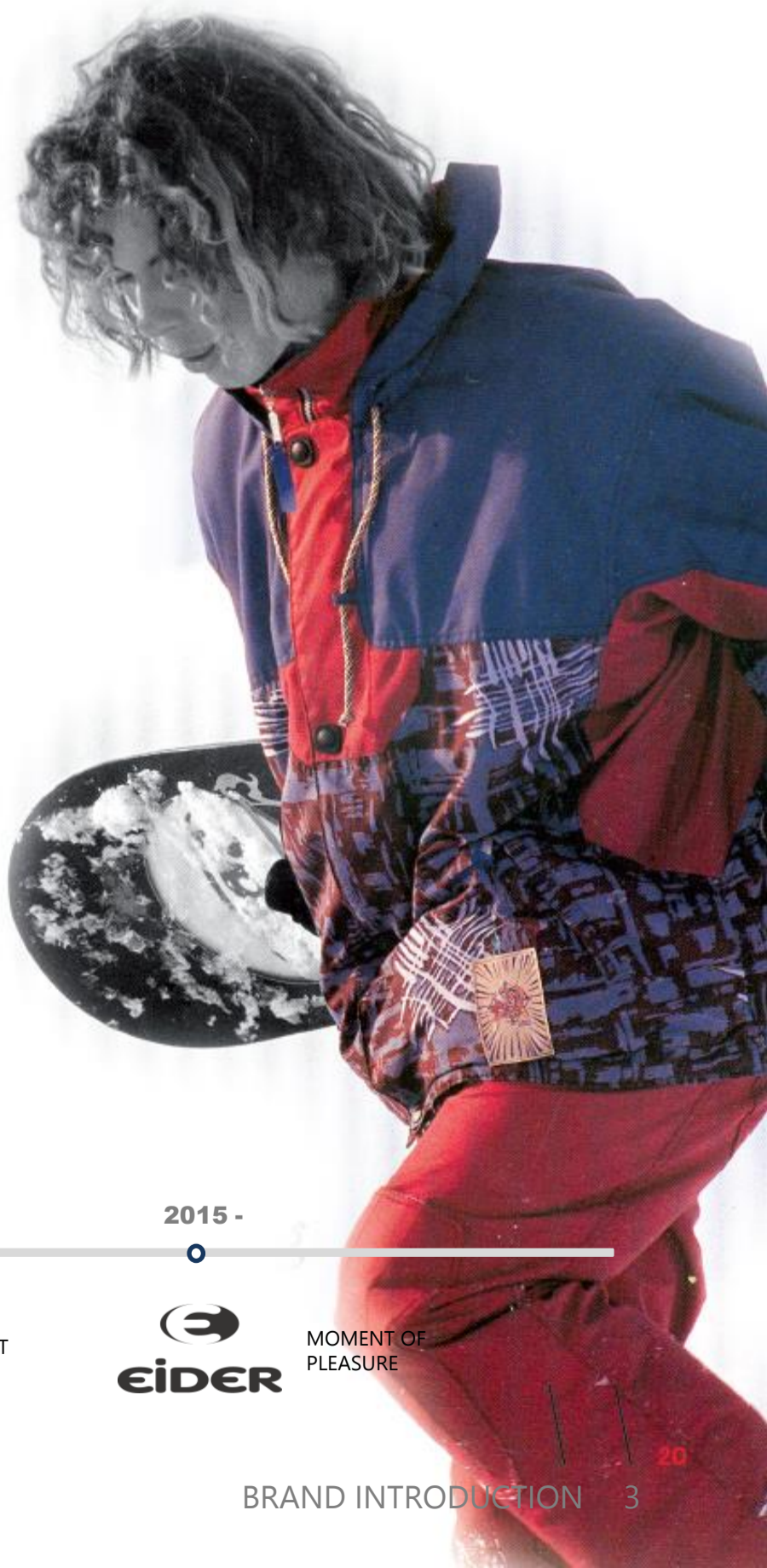
Eider's value, CHAMONIX ESPRIT

In the year of 1962,
Born in Chamonix, Eider defines the
CHAMONIX ESPRIT
as their challenge to overcome the fear of the unknown.



And Eider says,

"Everyone has their own Mont Blanc to overcome.
The challenge of confronting your fear is the only
way to overcome that fear."



1990 -



THE FUNCTION
THE TECHNOLOGY
FEELINGS AND EMOTIONS
: A PRIORITY

2006 -



PURE EQUIPMENT

2015 -



MOMENT OF
PLEASURE

OUR PRODUCTS

M-SERIES



M-SERIES

Technical Outdoor collection, designed for various outdoor activities in extreme environment.
Applied high-technology fabrics for the best performance and body protection.
Provides comfortable fit with luxurious and simple design.

OUR PRODUCTS

C-SERIES & KIDS

C-SERIES

Outdoor Casual collection for new exploration and adventure in daily life. Its practical design, young and casual style, natural colorways are suitable for all daily outdoor activities and trip/leisure activities.



KIDS

Functional and stylish items for active Kids. Eider kids collection provides efficient and functional items for all types of outdoor activities with family. We design products for kids to offer pleasant, enjoyable outdoor experiences.

STRENGTH

Offline DT Channels



Eider flagship store in Myeong-dong

	K2	EIDER	W.ANGLE	DYNAFIT	K2 Safety
STORES	314	284	184	188	117
DTC	3	5	3	4	-
Brick&Mortar	189	156	102	84	79
Department Store	122	123	79	100	-
Wholesale	-	-	-	-	38

Current state of K2KOREA brands' offline stores (in Korea)

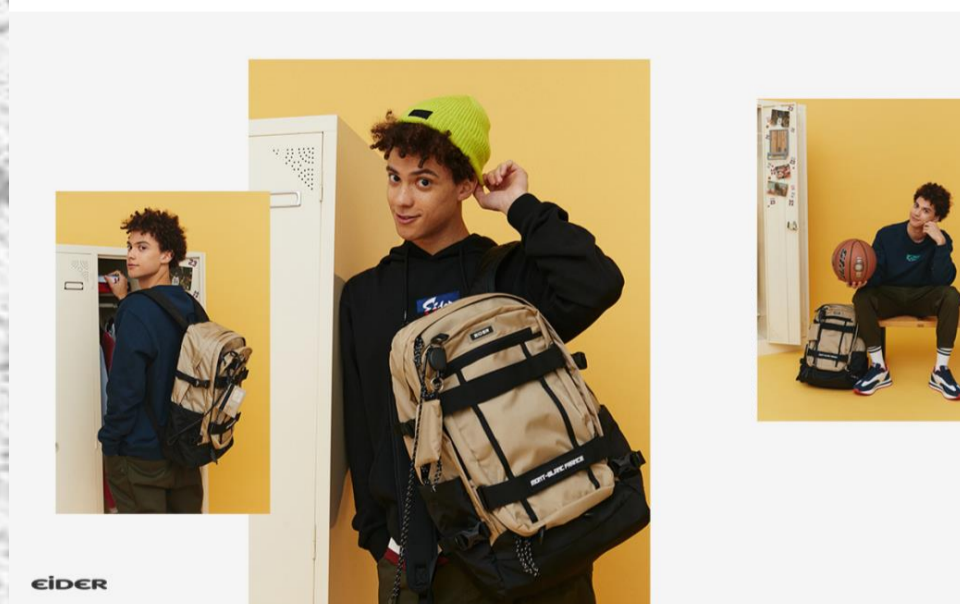
Including 284 stores of Eider, K2KOREA group is operating 1,087 stores in Korea.

Based on strong Brand power, we have our own distribution know-how of successful market entrance.

In 2022 Eider opened three-story flagship store in Myeong-dong to show its brand identity "Chamonix Esprit".

theKconnect

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



Online select shop

To maintain Eider's image as trendy outdoor brand, we distribute our products to popular online select shops such as MUSINSA, and launch limited sales items for each channel.

STRENGTH

Marketing / R&D Investment

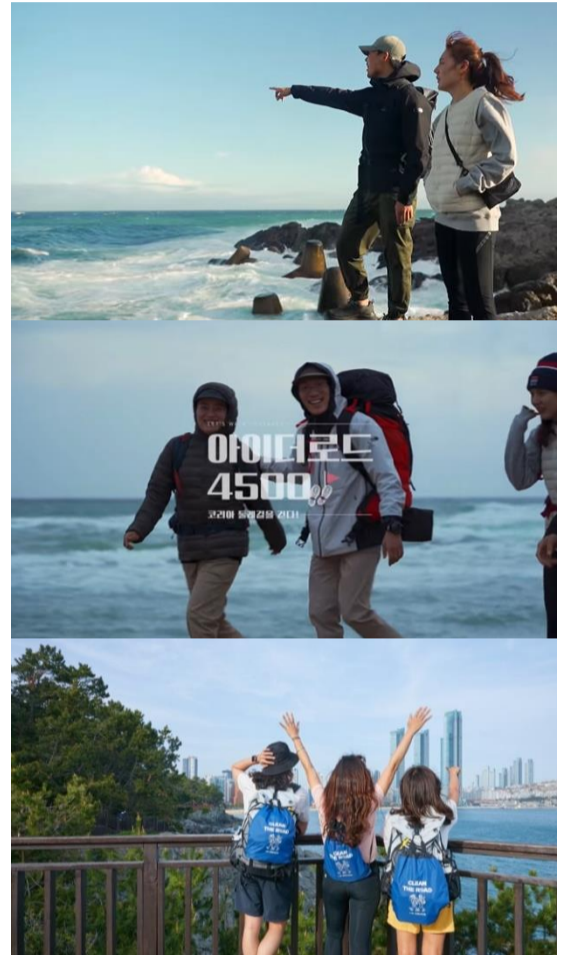
Marketing



TV Commercial for EIDER's representative goods

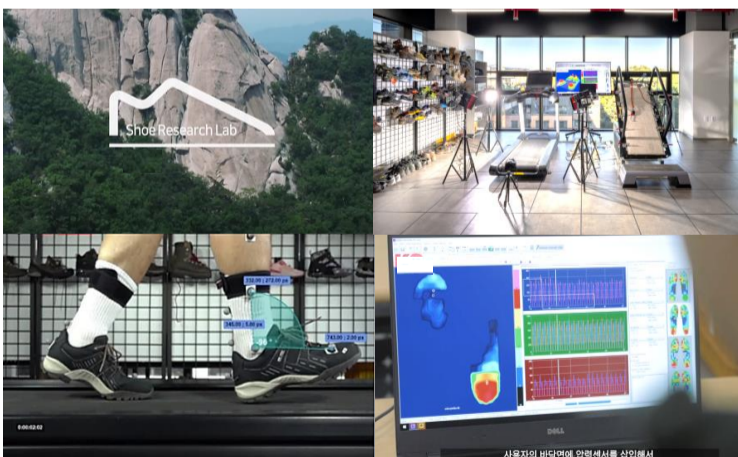


Marketing with celebrities and k-pop idols



Operating a trekking campaign "Eider Road 4500", and proceed Plogging challenge together to deliver sustainable message.

R&D Investment



Footwear R&D [Shoes Research Lab]

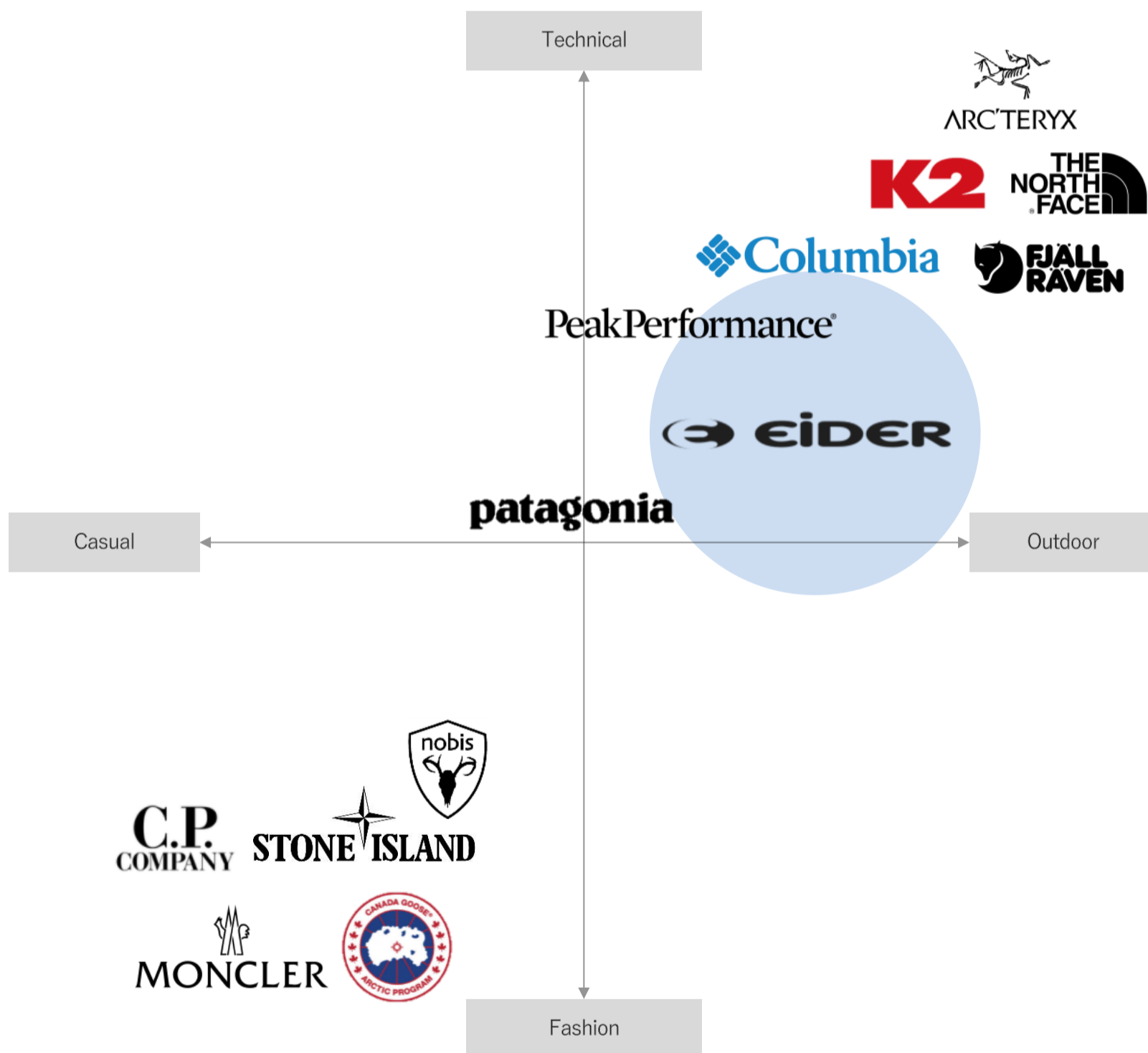
Our own footwear R&D team supports developing the products and is conducting government projects to develop shoe technologies as well.



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.

Eider Positioning Map



APPENDIX

About K2 Korea Group

K2 KOREA

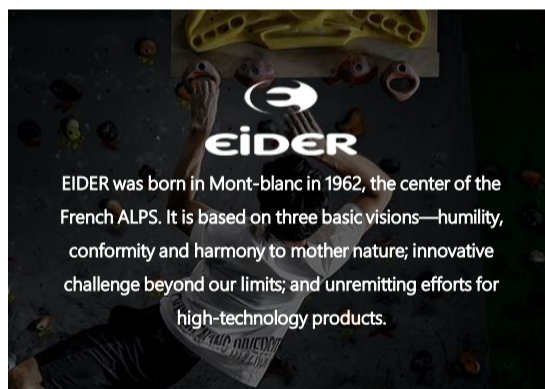
K2 KOREA Group, Korea's leading fashion corporation, is steadily growing in different areas of Outdoor, Golf, Sports and Industrial Safety. With fearless challenges, we will keep doing our best to be Global No. 1 Fashion Company, beyond Korea, based on a constant exploration of new realms.



K2

"Mt. K2, the steepest yet not the highest one, which is limited to only a few people!"

Our outdoor brand "K2" was created based on the spirit of challenge of Mt. K2.



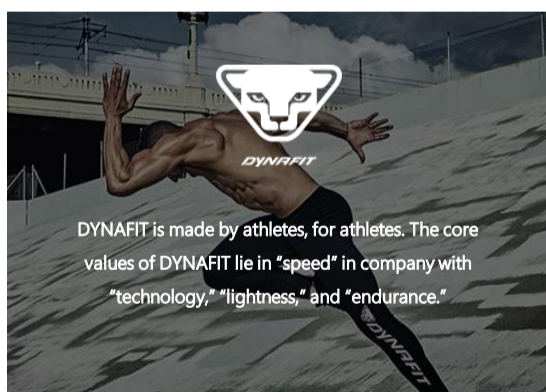
EIDER

EIDER was born in Mont-blanc in 1962, the center of the French ALPS. It is based on three basic visions—humility, conformity and harmony to mother nature; innovative challenge beyond our limits; and unremitting efforts for high-technology products.



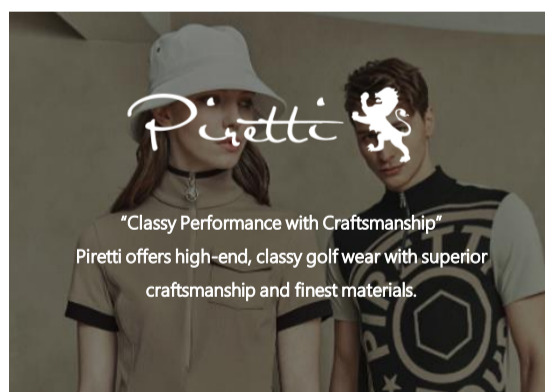
W. ANGLE

WIDE ANGLE is a combination of northern european naturalism and golf performance.



DYNAFIT

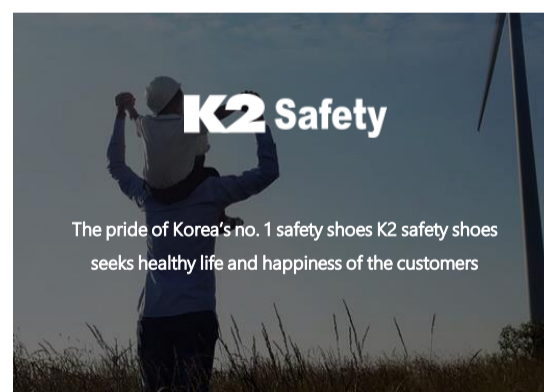
DYNAFIT is made by athletes, for athletes. The core values of DYNAFIT lie in "speed" in company with "technology," "lightness," and "endurance."



Piretti

"Classy Performance with Craftsmanship"

Piretti offers high-end, classy golf wear with superior craftsmanship and finest materials.



K2 Safety

The pride of Korea's no. 1 safety shoes K2 safety shoes seeks healthy life and happiness of the customers

K2 Korea Group History



2006

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



2012

Awarded No.1 Outdoor Brand
(5 consecutive years)

2014

Launched Stylish Golf Wear brand 'WIDE 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

1981

"K2 Corporation" is founded.

1995

Think Safety K2 Launch



2002

Construction of Headquarter Building of K2 KOREA in Seongsu-dong, Seoul

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

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**

APPENDIX

Financial statement

Income Statement

Eider

mUSD	2020	2021	Grow %
Revenue	217	223	2.7%
COGS	110	98	-10.8%
Gross Profit	107	124	16.6%
SG&A	101	106	4.5%
EBIT	6	19	237.7%
%	2.5%	8.4%	5.8%p
Net Income	6	16	169.2%
%	2.7%	7.2%	4.4%p

K2 Group

mUSD	2020	2021	Grow %
Revenue	797	893	9.6%
COGS	376	363	-3.4%
Gross Profit	421	510	21.1%
SG&A	351	385	9.7%
EBIT	71	126	78.2%
%	8.8%	14.4%	5.5%p
Net Income	74	107	45.3%
%	9.2%	12.3%	3.0%p

Balance Sheet

Eider

mUSD	2020	2021	Grow %
Total Assets	310	337	8.5%
Total Liabilities	19	30	55.3%
Total Equity	291	307	5.5%

K2 Group

mUSD	2020	2021	Grow %
Total Assets	1,114	1,225	10.0%
Total Liabilities	160	165	2.9%
Total Equity	953	1,060	11.2%



EIDER

Challenge your fear, Fear is nothing!