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*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 1<sup>st</sup> 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, the sky and earth widely spread on the background of Northern Europe and the dynamic golf ball expressed with modern touches.

It represents the value of W.ANGLE, looking far ahead in all aspects of golf play, fashion, life and trend.



2017

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



2019

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



2020

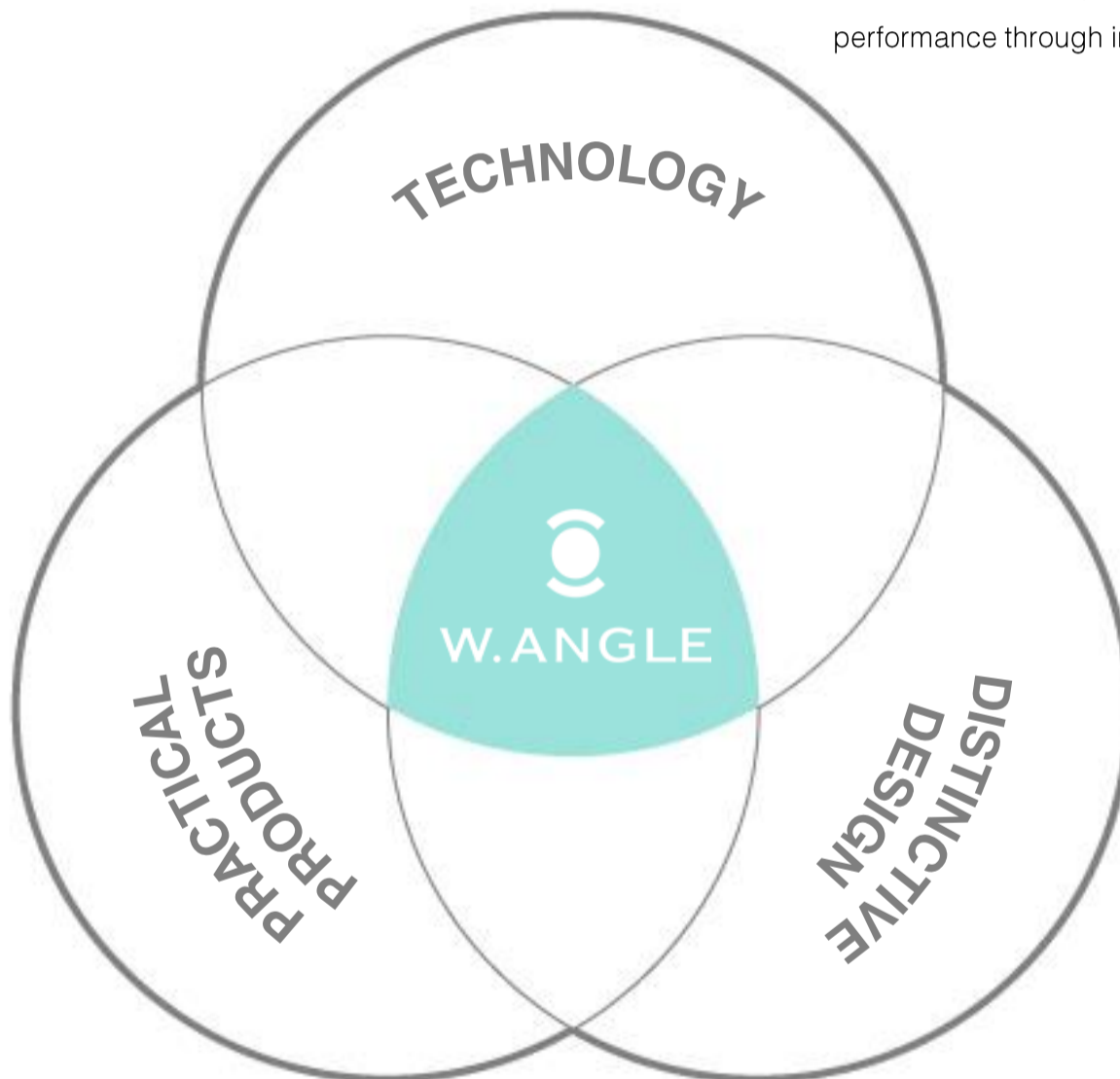
- Select golf pro "Hong Soon Sang" as a brand model, and sign a sponsorship deal

# 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.



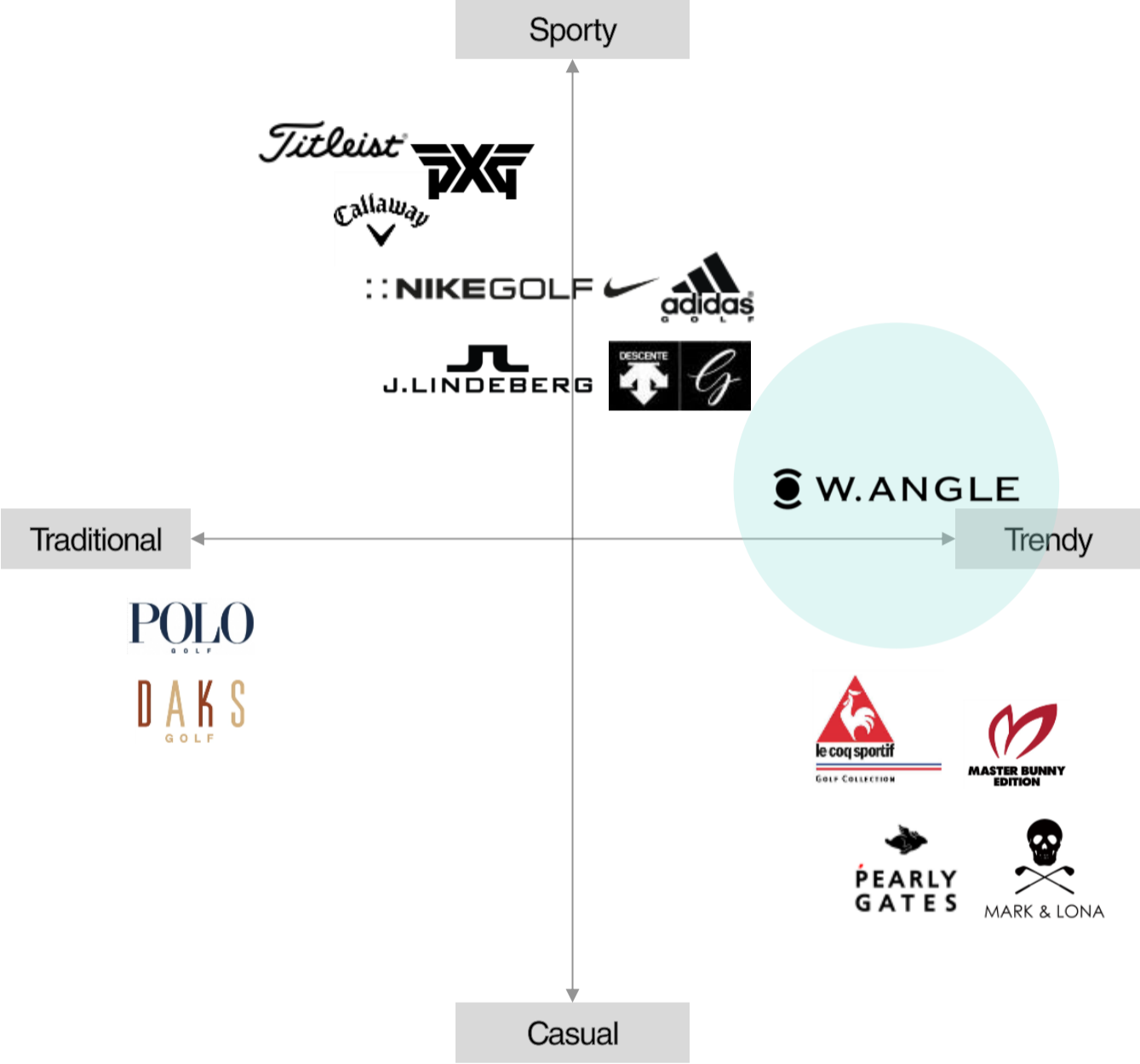
## PRACTICAL PRODUCTS

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  
W.ANGLE's own technology and fit supports the best play.



### THE CONFIDENCE LINE

Lifestyle collection with unique colorway and graphic pattern,  
easy to wear in both golf field and daily life in stylish way.

### THE VALUE LINE

Special products with reasonable price.  
Provides basic items can be coordinated in every outfit.

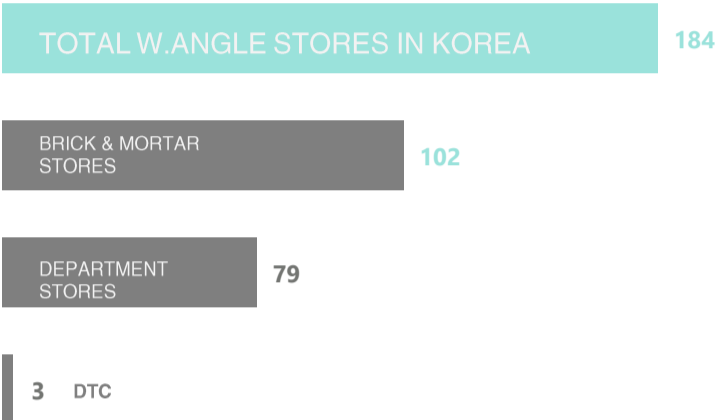


### THE WAGLE LINE

More stylish, trendy and casual collection  
for young golfers.

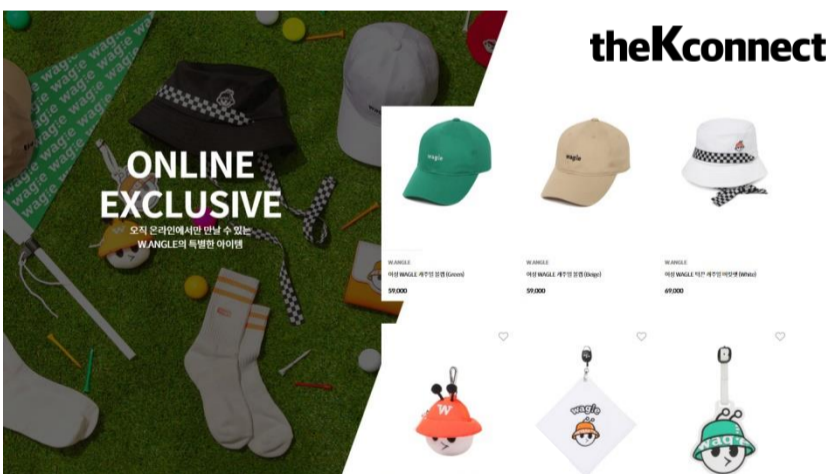
# STORE & SALES

## Offline Distribution Channels



W.ANGLE is operating 184 stores in Korea. Based on strong Brand power, we have our own distribution know-how of successful market entrance.

## Online Distribution Channels



### 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, golf activities.

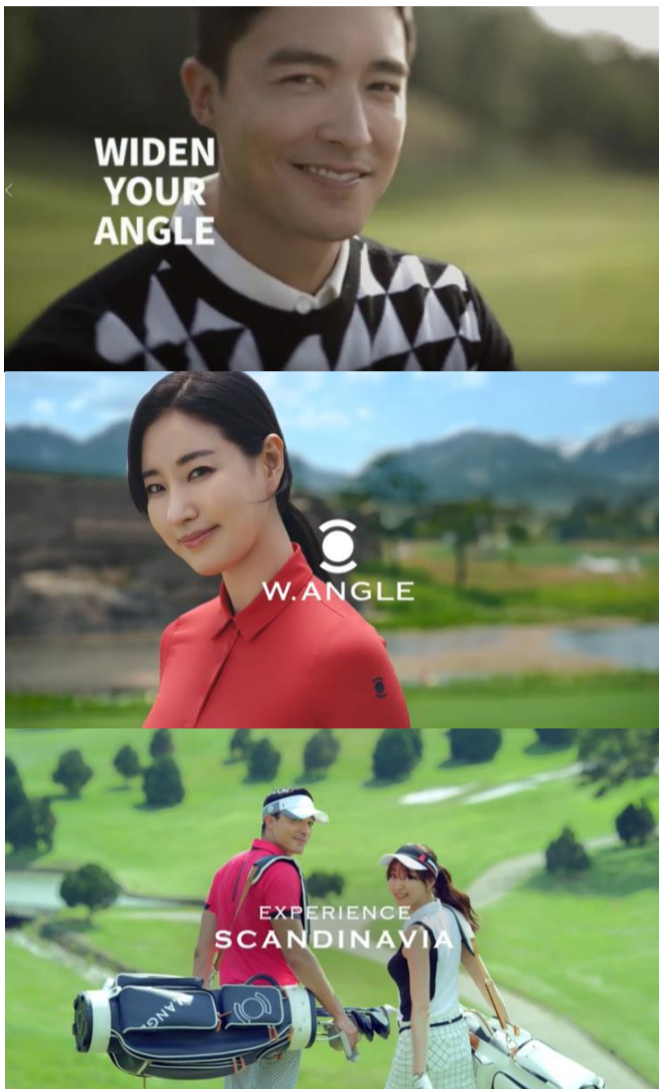
### Online Select Shop

To maintain W.Angle's trendy image, we distribute our products to popular online select shops such as MUSINSA





## 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 Henny and Kim Sa Rang, W.Angle was able to build up trendy and unique brand image successfully.



**Daniel Henny**

Actor, Model  
14FW~19SS



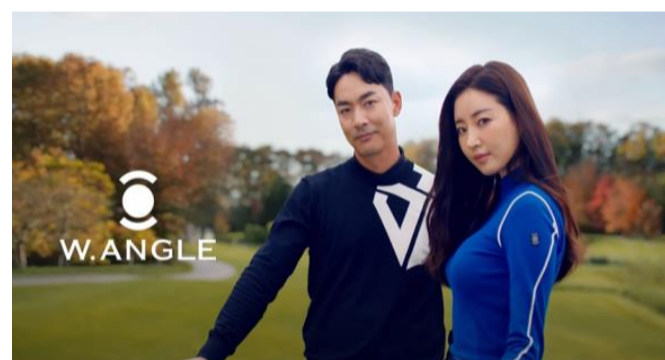
**Kim Sa Rang**

Actress, Miss Korea  
15FW~

📷 405k Followers

### 2020~2022

From 2020~2022, W.Angle announced new ambassadors such as Hong Soon Sang, a famous pro golfer, popular actor Kim Seon Ho, And K-pop idol Soo Young to keep continuing active TV Commercial marketing in Korea.



**Kim Seon Ho**

Actor  
21SS~

📷 5,330k Followers



**Choi Soo Young**

K-pop idol, Actor  
22SS~

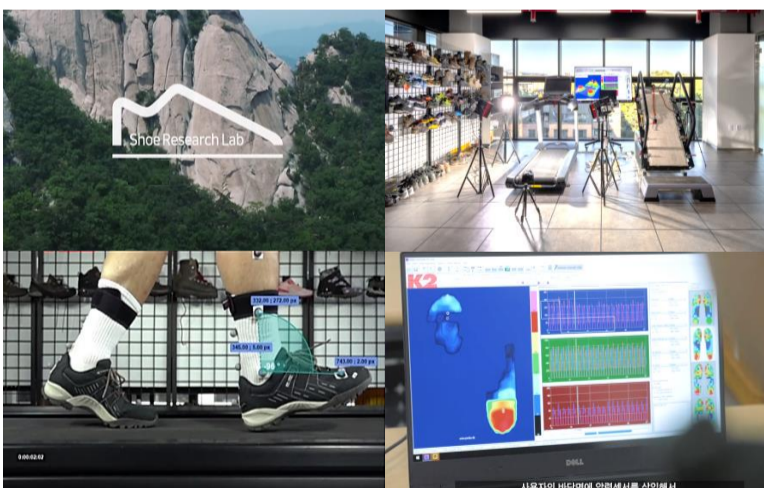
📷 6,900k Followers

# 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.

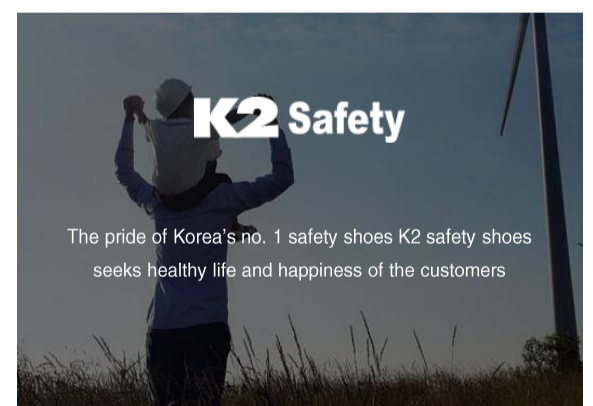
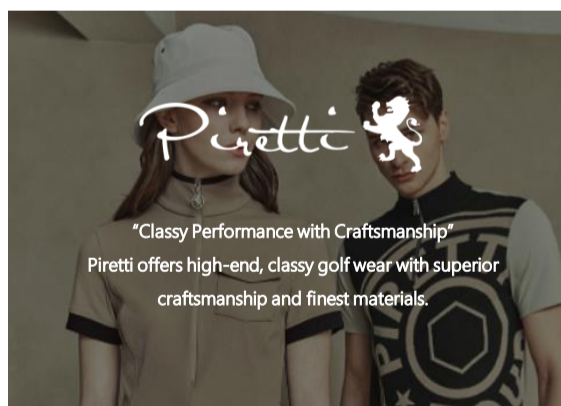
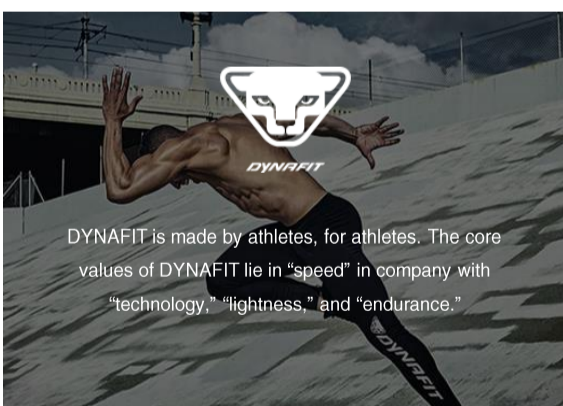
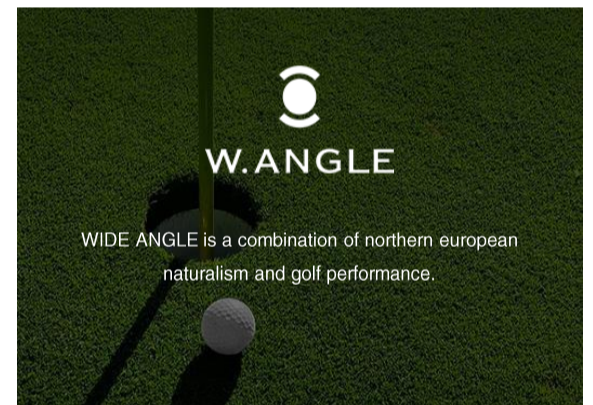
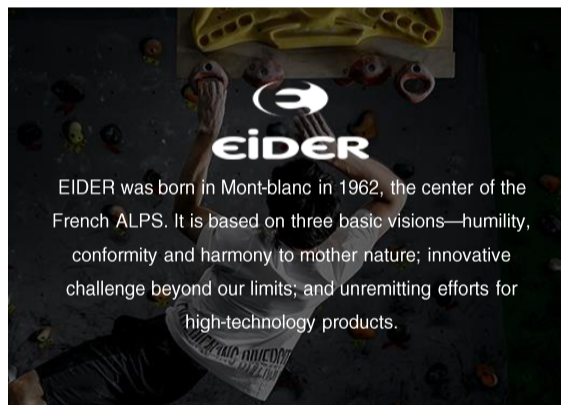


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*APPENDIX*

# 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 Safety**



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



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

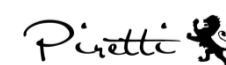
K2 KOREA moves into a new company building of Jagok-dong, Seoul

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

# FINANCIAL STATEMENT

## 1. Income Statement

### W.ANGLE

mUSD	2020	2021	Grow %
Revenue	78	82	5.6%
COGS	34	31	-9.1%
Gross Profit	44	51	17.0%
SG&A	40	44	10.2%
EBIT	3.6	7.0	91.8%
%	4.7%	8.5%	3.8%p
Net Income	2.6	5.7	120.4%
%	3.3%	6.9%	3.6%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

## 2. Balance Sheet

### W.ANGLE

mUSD	2020	2021	Grow %
Total Assets	64	61	-5.1%
Total Liabilities	17	8	-52.9%
Total Equity	47	53	12.1%

### 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%

 **W. ANGLE**

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