



Business Portfolio

|KTOWN4U
|HM INTERNATIONAL

Business Portfolio

ABOUT HM
INTERNATIONAL

1 Outline

2 Headquarters

3 Distribution center

A modern office interior with large glass windows and people working. The scene is overlaid with a blue tint. In the foreground, three women are sitting around a small table, looking at documents. In the background, a group of people is sitting at a long table in a glass-walled meeting room. Two people are walking in a hallway on the right. The overall atmosphere is professional and collaborative.

About HM INTERNATIONAL

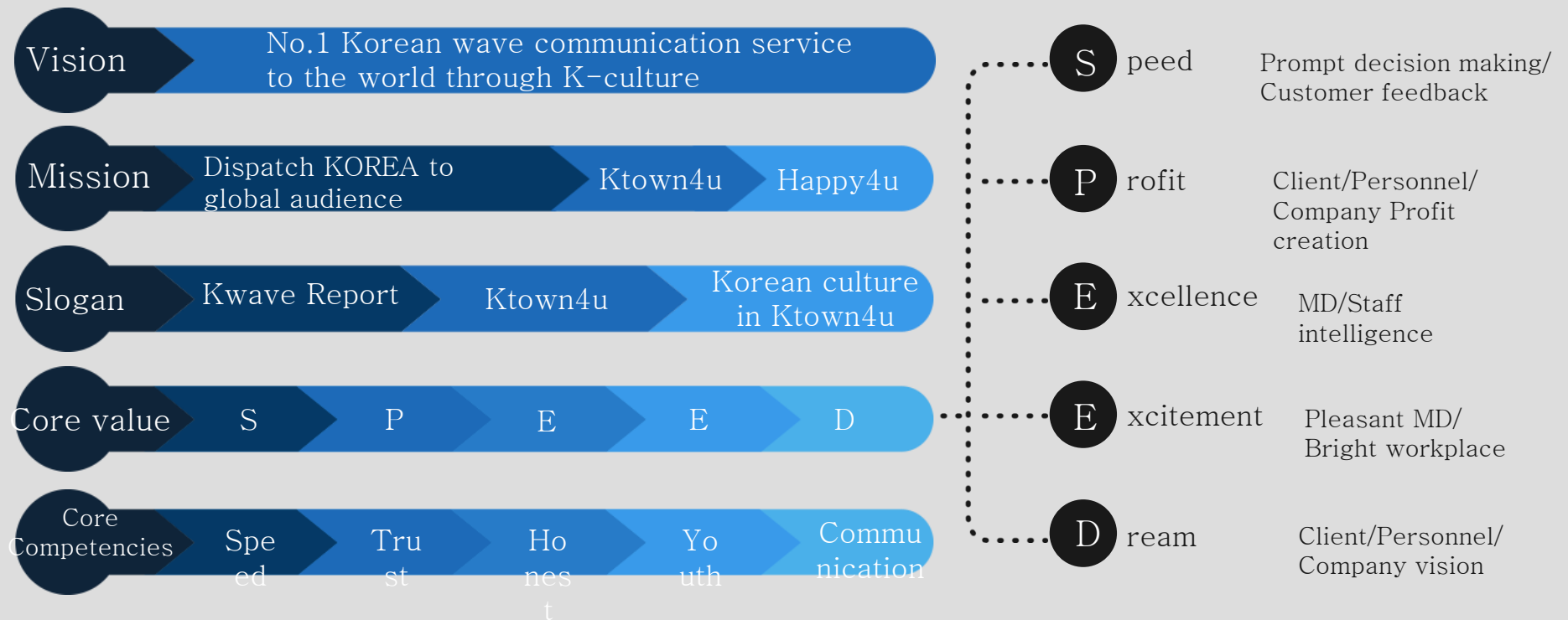
1 Outline

2 Headquarters

3 Distribution Center

Outline Vision

Kwave No.1 dispatch for Korean culture
based on Speed, Trust, Honest, Youth,
and Communication



Outline Status

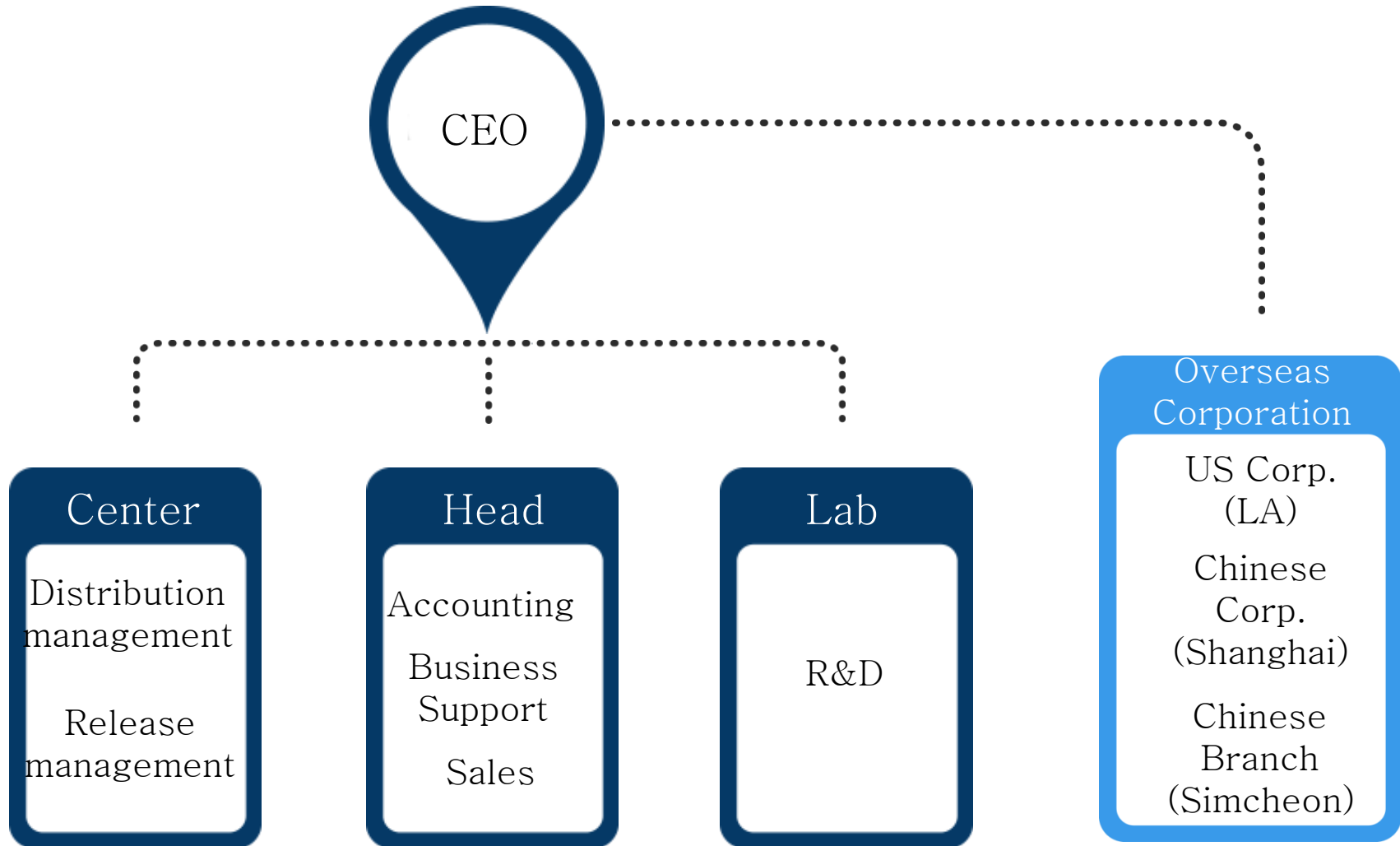
Status

Name	HM International.co.,ltd
CEO	Song, Hyomin
Establishment date	Jan 2002 (Aug 2011 Corporation conversion)
Gross capital	200 million (won)
Sales in 2015	14.7 billion (won)
Personnel	32pax (Jan 2015)
Headquarters	#3607, Trade tower, 511 Yeongdong-Daero, Gangnam-gu, Seoul 06164 South Korea
Distribution center	368-15, Gambuk-dong, Hanam-si, Gyeonggi-do, 12990 South Korea
Homepage	http://www.ktown4u.com http://www.ktown4u.cn http://www.ktown4u.jp

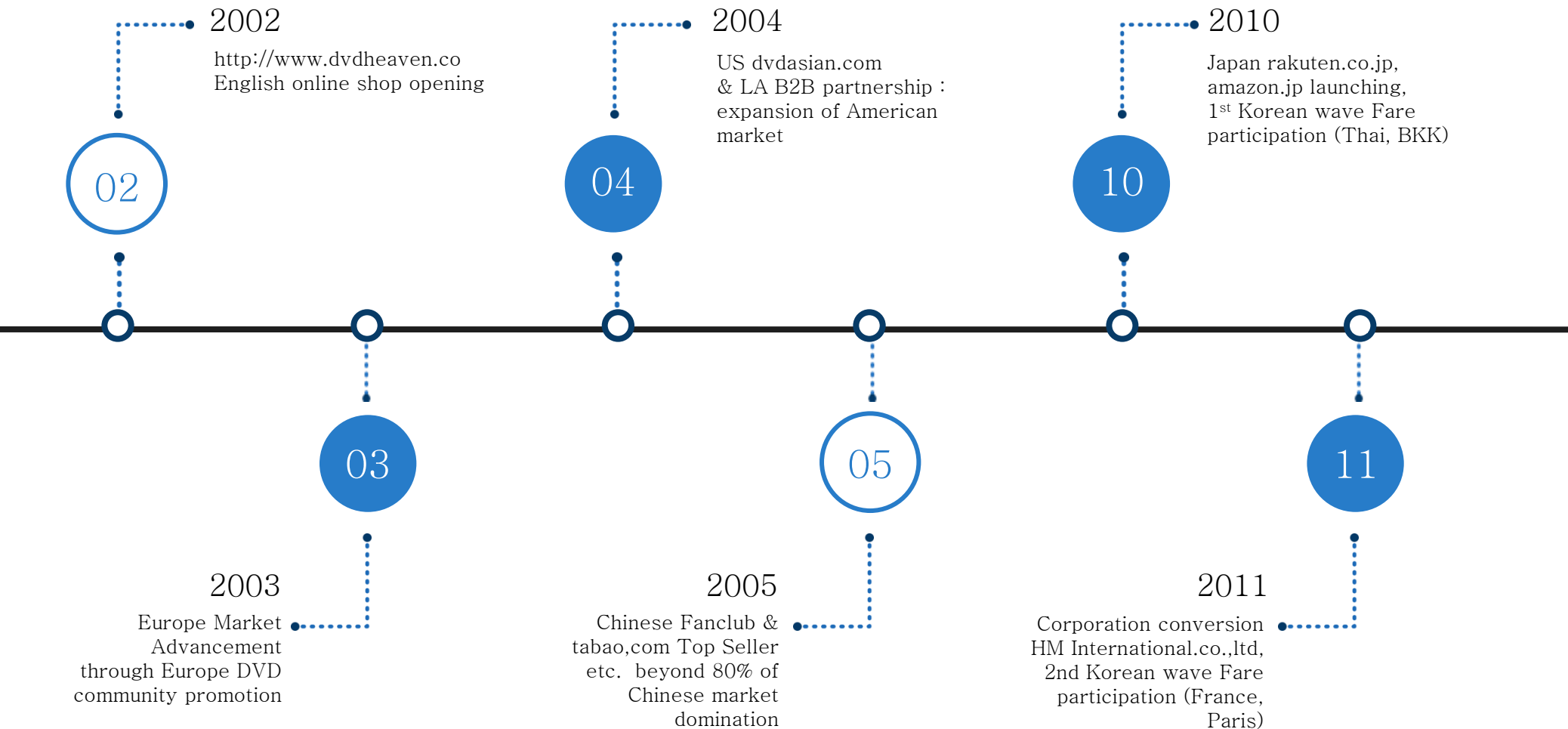
CEO Song, Hyomin

Period	Affiliation	Duty & position
93	HanYeong High school Graduation	Chinese language dep.
97	Korean Univ, Graduation	Chinese Language and literature Majority
98 ~ 01	Air-force 37 tactical intelligence squadron	first lieutenant
01 ~ 01	Appeal Tel.	International marketing
02 ~ 11	Wire Tech.	CEO/overseas shopping mall
11 ~ Current	HM international.co.,ltd	CEO
Current	Industry Ministry e-commerce Export Association	commissioner

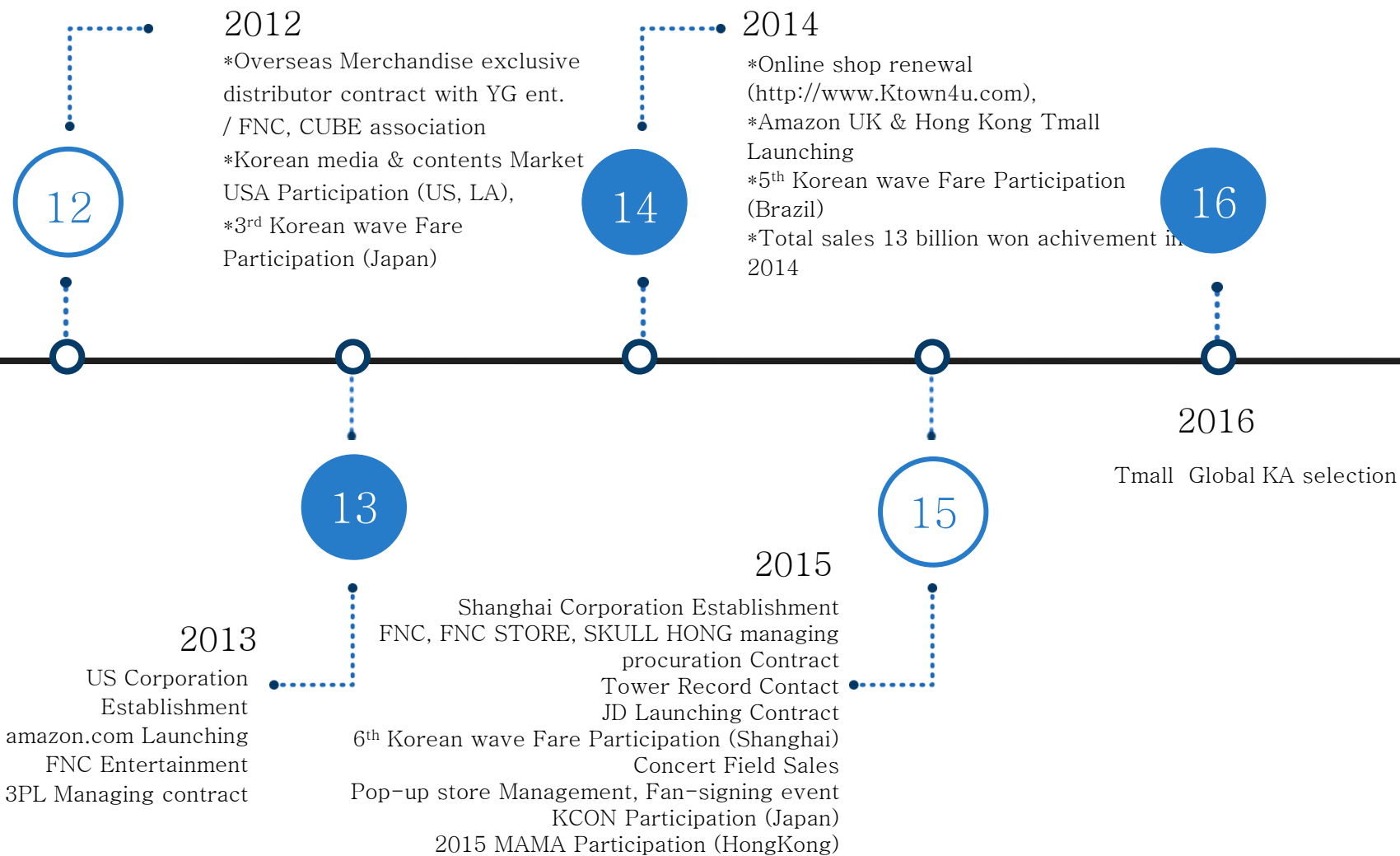
Outline Organization



Outline history



Outline history



Outline Headquarters & Distribution center



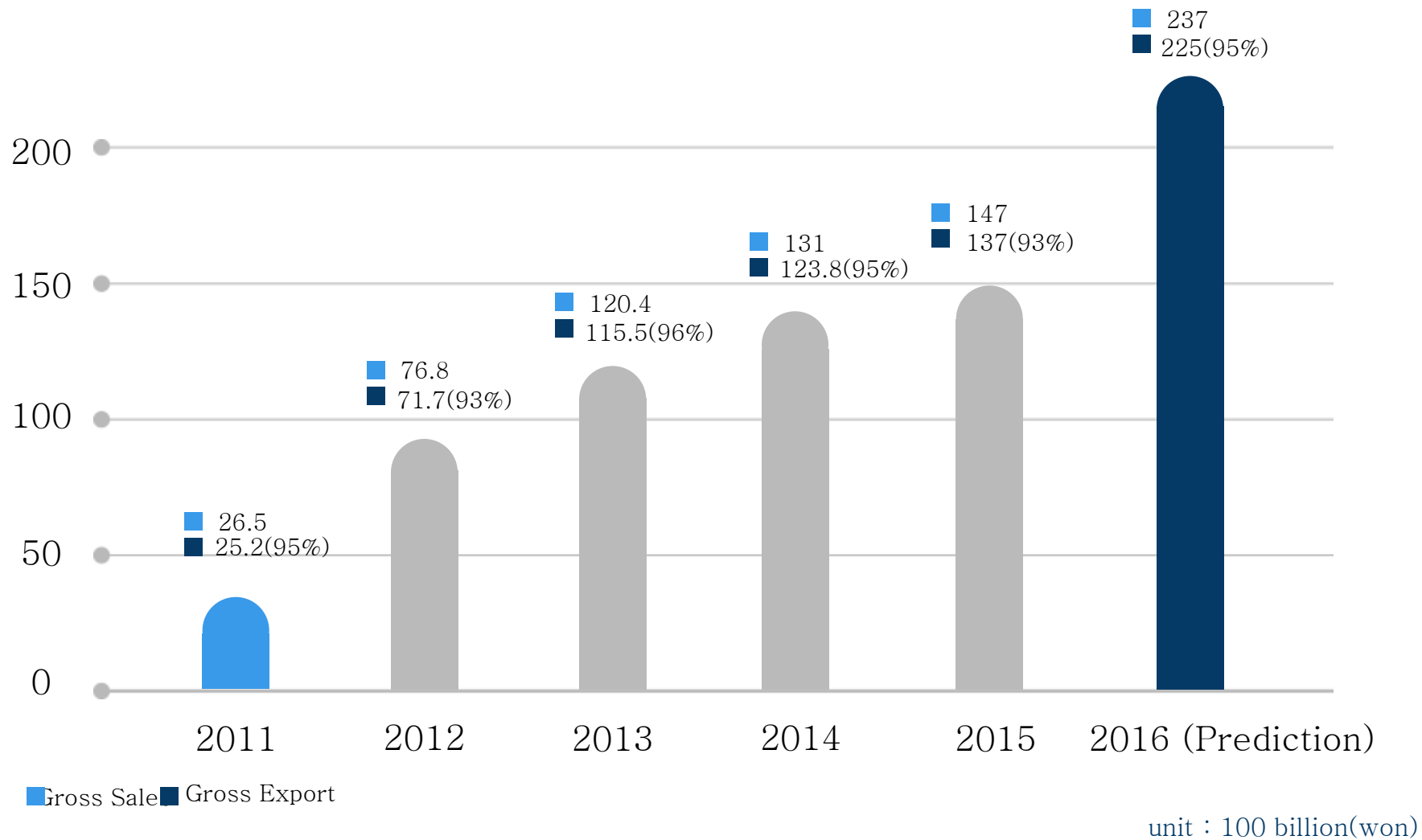
▲
Distribution
center

368-15, Gambuk-dong, Hanam-si,
Gyeonggi-do, South Korea
1,000m²(약 300평)

◀
Headquarter
s

TRADE TOWER in Samseong-dong

Outline Sales Status



Outline General Status

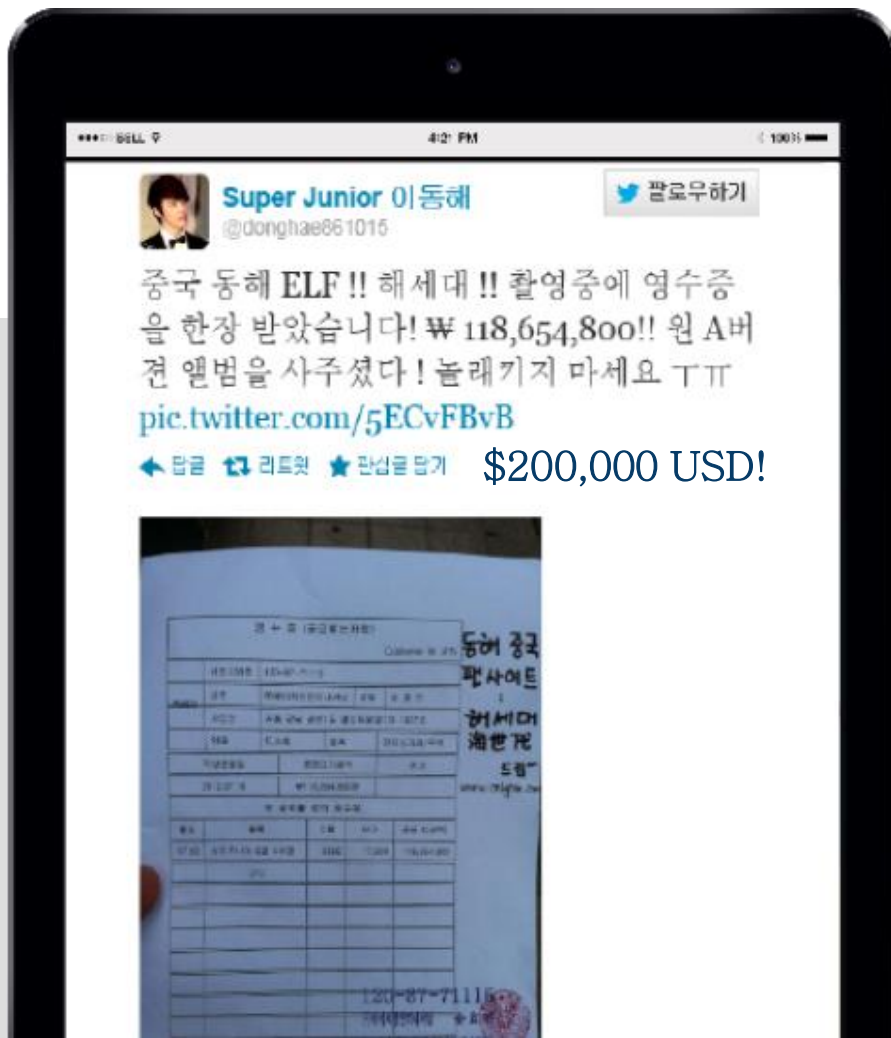
K-POP K-WAVE NO,1 Ktown4u



TYPE	Super Junior Vol.7	EXO Vol.2
Release date	September 2014	March 2015
Hanteo Chart Subtotal Sales	202,400	820,000
Ktown4u Subtotal Sales	125,000	270,000
Market share	61.8%	32.9%

Outline General Status

“The most influential fans are in China Continent”



영수증 (영수증은 필수)

Customer No. 00000000000000000000

120-87-71116

영수증 번호: 120-87-71116

영수증 일자: 2014.11.01

영수증 금액: ₩118,654,800

영수증 내역:

구분	품명	수량	단가	총액
1	Super Junior ELF	12,000	9,880	118,560,000
2	Super Junior A	100	648,000	64,800,000
합계				₩118,654,800

영수증 발급처: Super Junior

영수증 발급인: 이동해

영수증 발급일: 2014.11.01

영수증 발급지: 서울특별시 강남구

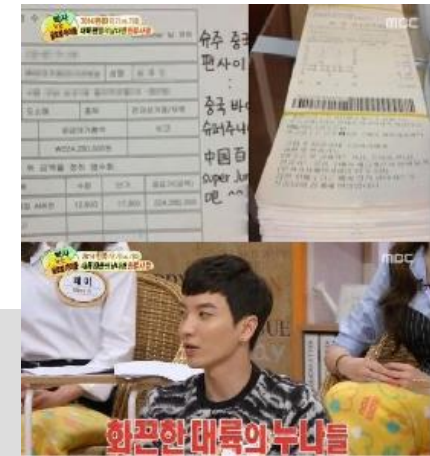
영수증 발급처: Super Junior

영수증 발급인: 이동해

영수증 발급일: 2014.11.01

영수증 발급지: 서울특별시 강남구

총 118,645,800원



[TV report – reporter Kim Moon Jeong]

Leeteuk – one of Super junior member mentioned about the affection of Chinese fans in ‘Sebaki’, a TV program.

Leeteuk had been surprised that one of their Chinese fans had

purchased an incredible amount of Super junior albums totalling to about 200 billion won. Then he posted the receipt of the transaction on his SNS.

The program MC agreed that Chinese fans’ love toward Kwave is so remarkable.

Photo = MBC '세바퀴' Captured screen (2014.11.01)

Outline WHY HM 1.

‘Beyond 400M including potential customers’



Twitter



Instagram



Facebook



Weibo



WeChat



Fan Cafe



T-eba

- Ktown4U
- K-wave fans
(potential
customers)

467,529

427,297,836

Standard
14 March 2016



Outline WHY HM 2

‘2016 Tmall Global KA Selection’

What is Tmall Global KA?

The biggest online shopping mall, Tmall Global



Alibaba group supports 20 Korean enterprises selected with group Promotion program

Outline WHY HM 3.

'Reputable Export Corporation'

Chairmanship of President,
Blue house Trade investment
improvement conference

Prime Minister invitation,
China export enterprise
conference

Industry Ministry e-commerce
Export Association
commissioner

2015 Distribution Forum

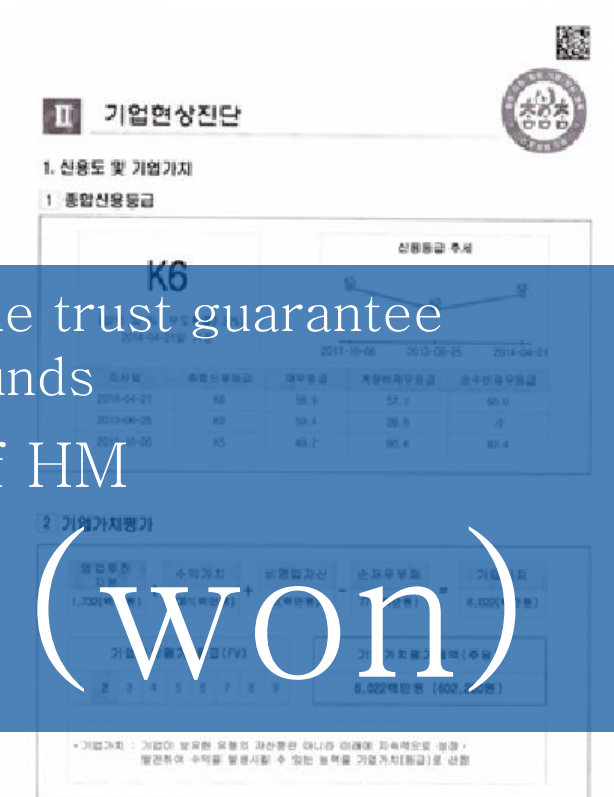


Outline WHY HM 4.

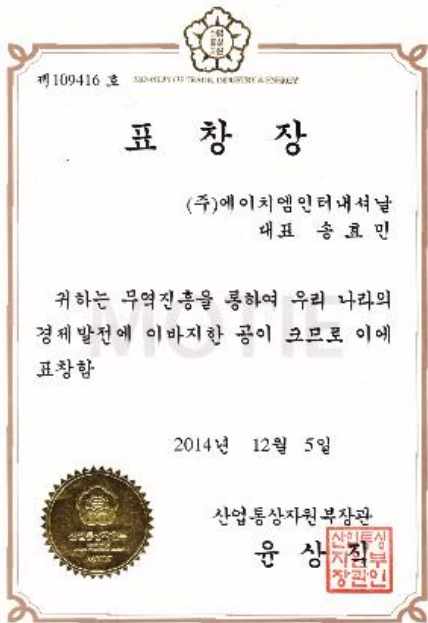


Biz Insight Report
Credit up! Value up!

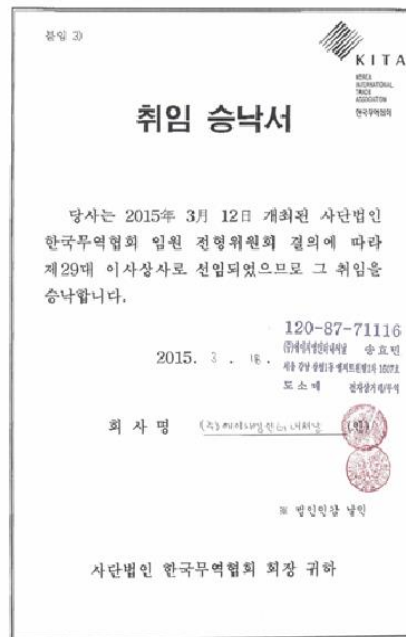
(주)에이치엠인더내셔널
2014-04-21
6 billion



Outline WHY HM 5. Awards



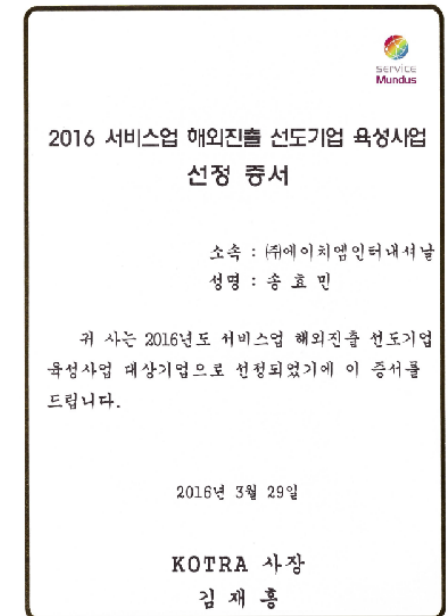
Industry minister



KITA Inauguration



1M dollar Export tower



Selection certificate

에이치엠인터내셔널

ABOUT HM INTERNATIONAL

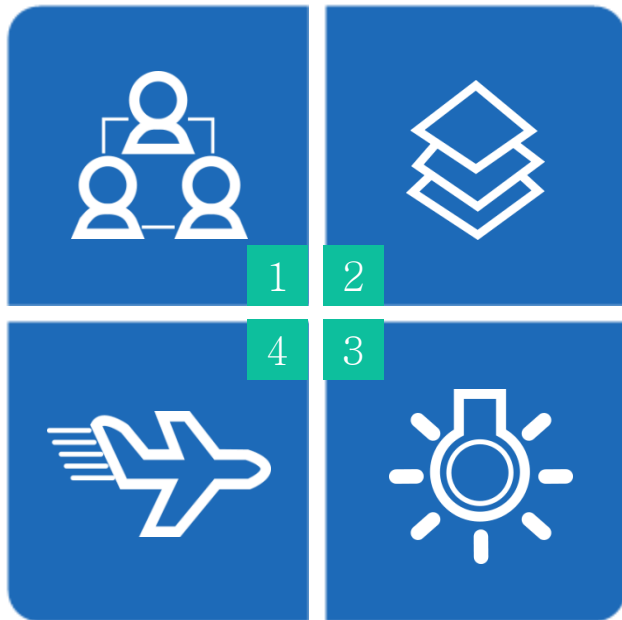
1 Outline

2 Headquarters

3 Distribution center

Headquarter Core Competitively

S



1. Korean wave customers securement

K-pop artists fanclubs all over the world, retailer(B2B), individual Customers' in ktown4u.com

2. Various sales routes

Own shops (com,cn,jp), Open markets (eBay, Rakuten, Amazon, etc.),

International retailers, etc.

3. Online Export career of K-wave goods

13 years of export career through owning online shops & global marketplaces

4. Exclusive Distribution system

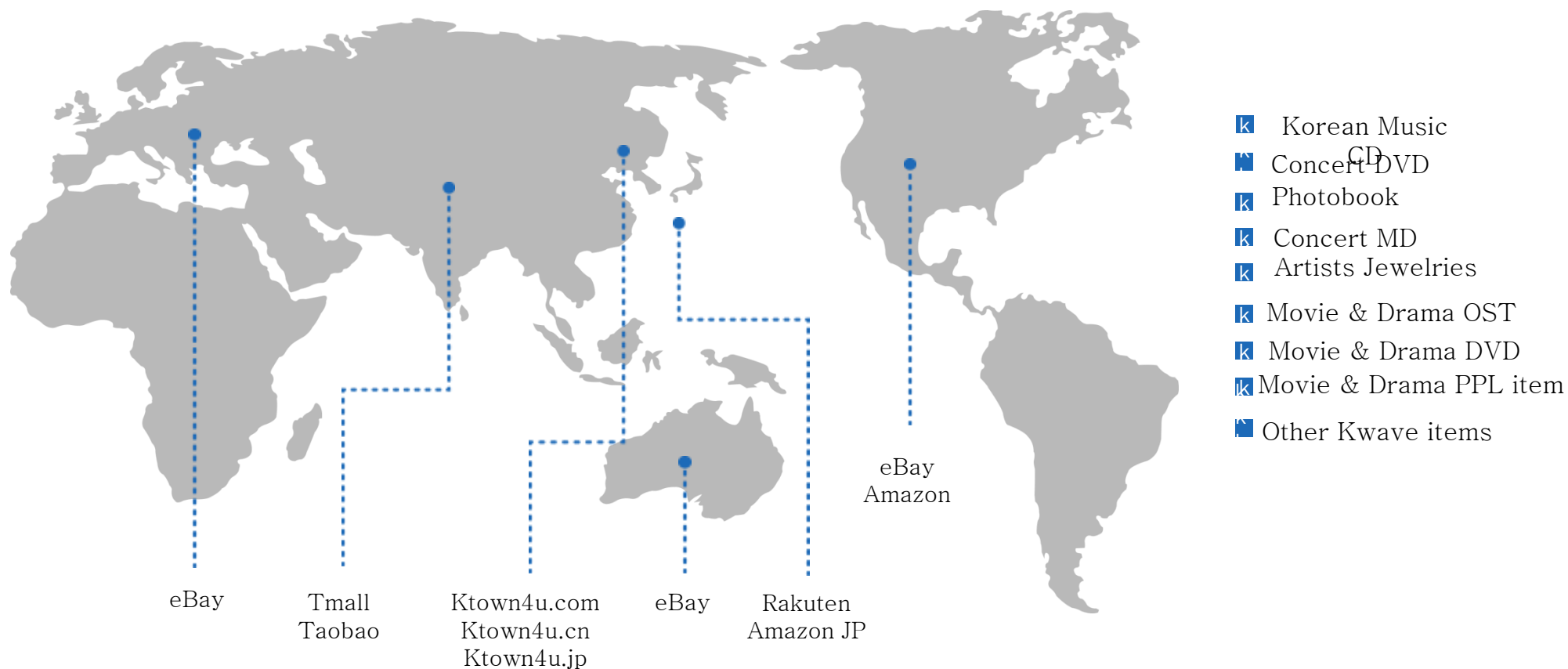
Optimized overseas export distribution system for K-pop items
featured small
quantity batch production

Outline General status

" Interactive business synergy maximization based on K-POP MD distribution, MD production, sales agency, management agency "



Outline Vision



Direct sales through marketplace

Worldwide sales through Ktown4u.com, Ktown4u.cn, Ktown4u.jp

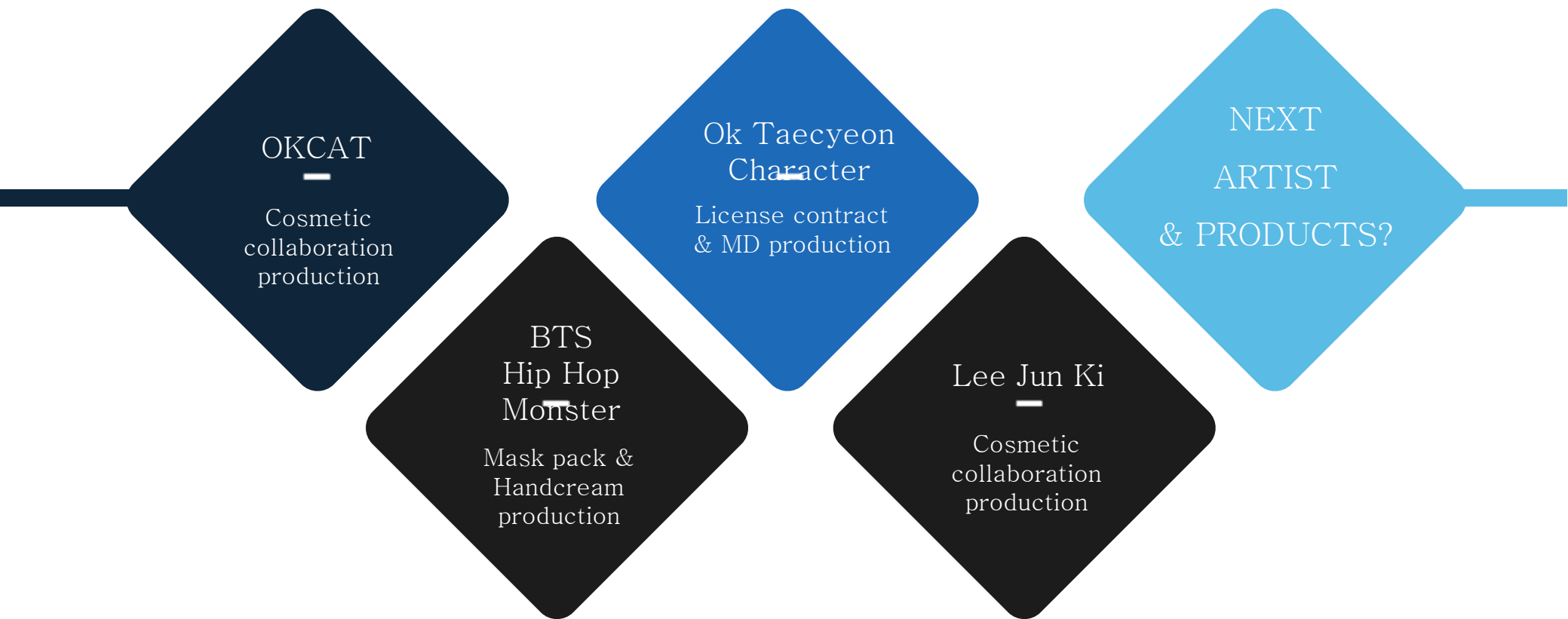
Outline General status

SM, YG, FNC one-on-one
contract & official sales

Various entertainments' items sales.



Outline General status



Outline General status



Teen Top Niel's Fan
signing event & Pop-up
store
Shanghai, March 2015



OKCAT Fan signing event
& Pop-up store
Hongkong(WTCmall) July 2015



Top artist event on
planning process

에이치엠인터내셔널

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center

Distribution center

1

Location

368-15 Gambuk-Dong Hanam-Si
Gyeonggi-Do 465-818 South Korea

2

Scale

300m²

3

Carpark

Over 20 cars
available at same
parking

4

Pallet

Over 50 pallets
Available bulk
shipment

1

Display case

Available over
7,000 type

2

Forklift

Possess auto and
hand-stick

3

Security

Secom system

4

CCTV

8 CCTVs are
running

Business summary

1

Accessibility



Hanam IC 0.8km, nearby
Olympic park concert
hall. 2.6km

2

Professional
staffs



Experts who have been
working for over 12
years
in K-pop goods
distribution field

3

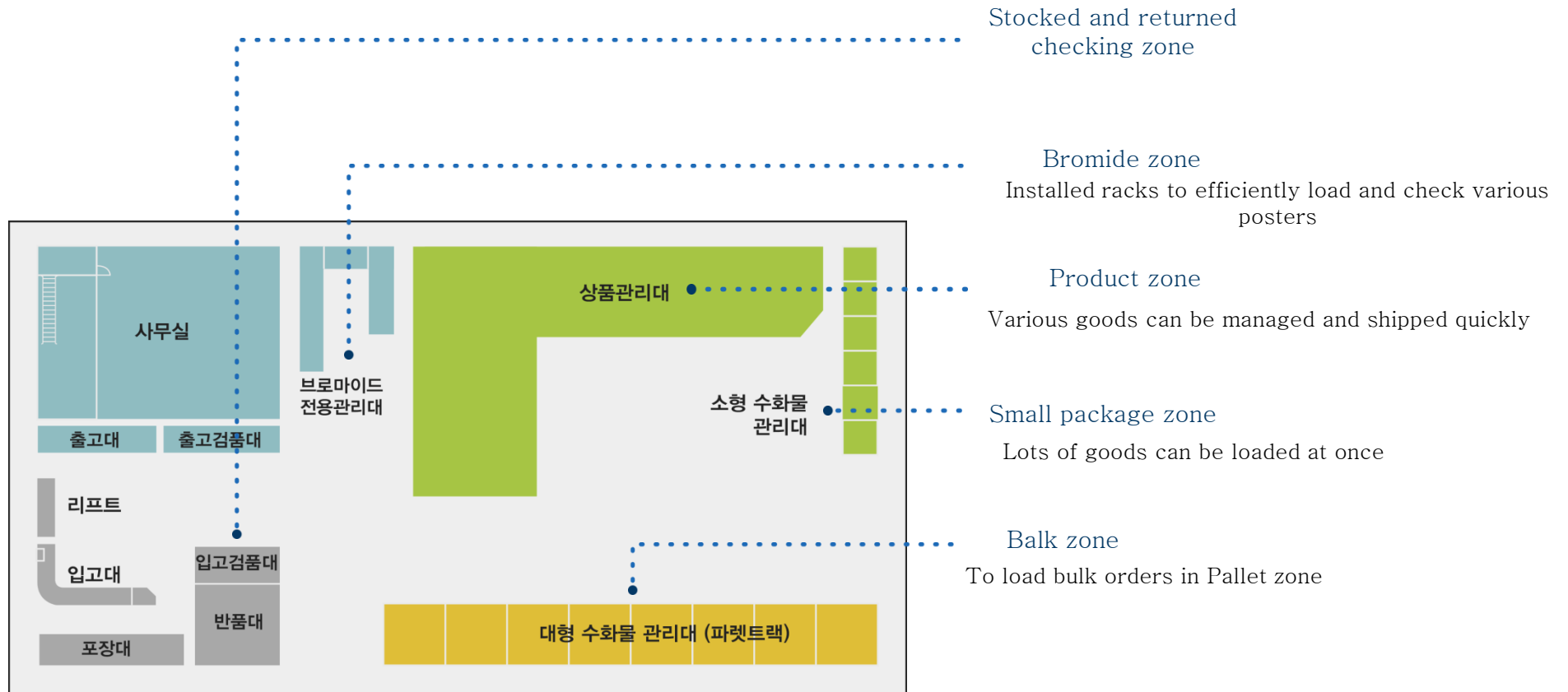
Optimized
layout



Systematized operation
with small/various k-
pop
goods

We have been managing k-pop goods at our
distribution Center for a professional outlook.

Business summary



■ 2floor : Small packet zone