

**ATOMY PROFILE 2025** 



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#### **CONTENTS**

### 

#### WE ARE ATOMY

COMPANY MOTTOS

CORPORATE PHILOSOPHY

10 FOUNDER & CHAIRMAN

### 

#### **GLOBAL ATOMY**

HISTORY OF GLOBAL ATOMY

ATOMY ON THE GLOBAL STAGE

ATOMIANS' STORIES

GLOBAL ATOMY'S TOP 5 BY REGION

### 

#### ATOMY'S CORE ENGINES

ATOMY SUCCESS SYSTEM

28 ATOMY SEMINARS

ABSOLUTE QUALITY ABSOLUTE PRICE

LEADING PRODUCTS

GSGS STRATEGY

### 

#### ATOMY'S SUSTAINABILITY

38 BLUE MARINE PROJECT

CONSUMER-CENTERED MANAGEMENT

GROWING TOGETHER

SHARING

ATOMY DNA

ATOMY PARK

### 

#### OUTRO

ONLINE & OFFLINE TOOLS

GLOBAL CONTACTS

# WE ARE ATOMY

Going Beyond Customer Satisfaction and Bringing About Customer Success

### COMPANY MOTTOS

#### **CHERISH THE SPIRIT**

Created in God's image, humans are the most precious beings and should never be treated as a means to an end. People are the ultimate objective and should be cherished as such.

#### **CREATE THE VISION**

The surest way to predict the future is to plan it yourself. Design your thoughts to bring the future you desire.

#### **FOLLOW THE FAITH**

Faith is believing in the things that we cannot see. This genuine faith in an unseen vision has the power to draw action toward a desirable future.

#### **SERVE IN HUMILITY**

Atomy regards humility as the most important virtue. Our thoughts should reach up to the sky, but our feet should remain on the ground. If we stay humble even after accomplishing everything, our honor will be achieved with respect.

### **CORPORATE PHILOSOPHY**

#### FOUNDING PRINCIPLES

#### BEING (CONTINUITY)

Being, or continuity, is the primary goal and most important social responsibility of all organizations, including companies. To this end, we focus on cost management, honest management, and human resource management.

#### Cost Management

- · Precise Product Cost Control
- · Strict Fixed Cost Control
- Stable Financial Management based on Zero-Debt Policy

#### Honest Management

- Transparent and Honest
- · Principle-Centered

#### Human Resources Management

· Fostering Creativity in HR



#### **SPEED**

Companies create value-added through growth. We aim to grow together with all stakeholders by moving accurately in the right direction and responding rapidly to external factors.

Fast Adaptation to External Environment "Industry 4.0 has a greater and wider impact on society at large than any previous industrial revolution. Atomy seeks to take all measures necessary to keep pace with the new era that changes rapidly day by day."

Information Transfer Spee at Atomy "Transferring accurate information in the quickest way is of great importance to Atomy. But it can be altered when passing through several phases. Atomy aims to share the data in the fastest way possible without compromising its accuracy while simultaneously expanding into new markets as well."

Business Expansion for Atomy Members

"Atomy members' businesses are designed to expand exponentially based on The Law of Multiplication. When Atomy's Success System is thoroughly understood and applied, business expansion beyond just one person's capability becomes tangible."

#### BALANCE

The value created by Atomy is not created only by Atomy members directly. It has been created through mutual interest not only with partners and consumers, but also with society as a whole. Therefore, Atomy returns much of the value it creates to consumers by aiming to help them buy better products at lower prices. At the same time, we are carrying out various sharing activities for the healthy development of society.



#### Customers' Success

**Customer Success** Atomy considers customers to be its end purpose, not a means. Beyond just customer satisfaction and inspiration, our ultimate goal is customer success.

**A Distribution HUB** A variety of products and services are being distributed through Atomy with the strategy of finding and supplying products with Absolute Quality Absolute Price all around the world.

**A Premier Company** Atomy's vision is to be a premier distribution company that pursues customer success based on honesty and goodness. To this end, we are staying true to the essence of distribution, which is to provide consumers with good quality products at low prices.

#### Management Philosophy

#### A Small but Big Company

Delicate management is needed to eliminate unnecessary expenses so that we can become a solid company rather than a fancy, large-scale company.

sharing activities for the healthy development of society.

### **FOUNDER & CHAIRMAN HAN-GILL PARK**

#### A Turning Point

Han-Gill Park chanced upon network marketing during a business trip to Australia, which became a turning point in his life. He learned that profits can be made in direct sales simply by trying a product and then recommending it to others. Soon after returning to South Korea, Park quit his job and became a distributor for a direct selling company. He eventually reached the highest rank, enjoyed the spotlight, and even served as the first president of the Korean Network Marketing Leaders Club.

#### A New Dream

The rosy dream did not last long. Park's business collapsed as the company closed. Then he started an e-commerce business, predicting the rise of online shopping, but it failed due to poor infrastructure. Although he lost his health and money, his vision toward direct selling was still fierce. In this hopeless situation, Han-Gill Park founded a new hope-Atomy.

#### Atomy, the Realization of the Dream

Atomy is the realization of Park's vivid dream for the direct selling business. Its famous slogan, Absolute Quality Absolute Price, shows his tenacity. Whether it is because of the quality or the price, anyone who uses Atomy products will love them, and that is what Absolute Quality Absolute Price is all about.

#### The Dearest Dream Comes True

Atomy was built from the ground up, and now the company has grown into a global distributor with sales surpassing \$2 billion. Atomy has established its presence across the globe, from its closest neighbors in Asia to the American continent across the Pacific, the vast land of Siberia, and even Australia across the equator. Chairman Han-Gill Park says that your dearest dream will come true, and Atomy is the evidence.



#### **PROFILE**

#### Chairman Han-Gill Park

Doctor of Business Administration, Woosong University Honorary Doctor of Ministry, Canada Christian College

Chairman, Atomy Co., Ltd. President, Korea Direct Selling Industry Association Member, WFDSA CEO Council

Director, Dreamy High School



### HISTORY OF GLOBAL ATOMY

Atomy has seen remarkable growth since its foundation in 2009 and is leaping ahead as a global hub of distribution, connecting producers and consumers from all corners of the world.

#### **2009**



#### A Bold New Player in Direct Selling

- 12 Joined Korea International Trade Association
- 08 Joined Korea Special Sales Financial Cooperative Association
- **06** [Atomy Korea] Contract for the supply of goods with Sun Biotech Co. (Kolmar BNH)
- 06 Founded Atomy Co., Ltd.

### **2010**

#### Laying the Cornerstone of a Global Atomy

Opened Atomy USA (Seattle)

### **o** 2011



#### Going Global

Opened Atomy Canada (Vancouver), Atomy Japan (Tokyo)

12 [Atomy Koreal Received \$5M Export Tower Award

### o 2012



#### Taking Initiative in Establishing a Healthy Distribution Culture

- **05** [Atomy Korea] Received IR52 Jang Young-shil Award for Atomy Essence
- 01 [Atomy Korea] Ethics Committee launched

### **6** 2013



#### Linked-up Broadcasting System Opens a Consumer Distribution Era

- 12 [Atomy Korea] Received \$10M Export Tower Award
- 12 Global Atomy members exceeded 1.4 million (Atomy Korea's membership size #1 in the industry)
- 07 [Atomy Korea] Started linked-up broadcasting (Songnisan and Gyeongju in Korea)

### **o** 2014

#### Entering the Gate of World's Largest Market

Opened Atomy Taiwan (Kaohsiung)

12 [Atomy Korea] Sales for Atomy HemoHIM exceeded \$100 million

### o 2015



#### A Movement for Establishing an Upright Culture

Opened Atomy Singapore (Singapore)

- 12 [Atomy Korea] Received \$20M Export Tower Award
- 02 UCC contest for eliminating negative culture in network marketing

### **2016**

#### Strengthening Markets in Southeast Asia

Opened Atomy Malaysia (Kuala Lumpur), Atomy Philippines (Manila), Atomy Cambodia (Phnom Penh)

- 12 [Atomy Korea] Received \$30M Export Tower Award
- **08** Launch of the first GSGS products (Taiwan's Sandwich Laver and Aroma Patch released in Singapore)

### 2017



#### Maiden Voyage to Central America

Opened Atomy Thailand (Bangkok), Atomy Mexico (Mexico City)

- 12 [Atomy Korea] Received \$50M Export Tower Award
- **01** [Atomy Taiwan] Held the 1st Atomy Taiwan charity marathon

### o 2018

#### Shaping Into a Global Company

Opened Atomy Russia (Moscow), Atomy Indonesia (Jakarta), Atomy Australia (Melbourne)

- 12 [Atomy Korea] Received \$70M Export Tower Award
- 05 [Atomy Korea] Held the 1st Atomy RUN in Korea

### **6** 2019

#### A Decade of Dreams Fulfilled, a Century to Dream Anew

- 12 [Atomy Korea] First in the industry to be granted Consumer Centered Management certification
- 12 [Atomy Koreal Received \$100M **Export Tower Award**
- 12 [Atomy Taiwan] Entered TOP 5 Direct Sales Company in Taiwan
- 06 Chairman Han-Gill Park joined CEO Council for the World Federation of Direct Selling Association
- 04 [Atomy Korea] Cumulative sales of Atomy HemoHIM in Korea exceeded #1 trillion (~\$870 million)
- 04 Chairman Han-Gill Park became 11th president of the Korea Direct Selling Industry Association (KDSA)

### **o** 2020



#### Entering the Biggest Direct Sales Market in the World

Opened Atomy India (Gurugram), Atomy Hong Kong (Kowloon), Atomy Colombia (Bogota), Atomy China (Yantai)

- 12 [Atomy Korea] Received Brand Tower Award
- 08 [Atomy Korea] Received IR52 Jang Young-shil Award for Absolute CellActive Skincare
- 08 [Atomy USA] 10th Anniversary

### o 2021



#### International Sales Surpass Domestic Sales

Opened Atomy New Zealand (Auckland), Atomy Turkiye (Istanbul), Atomy UK (Guildford), Atomy Kazakhstan (Almaty), Atomy Kyrgyzstan (Bishkek)

- 12 Global sales exceeded \$1.8 billion
- 12 [Atomy Koreal Received \$300M Export Tower Award
- 11 [Atomy Korea] Absolute CellActive received King Sejong Award from

### 2023



#### Strengthening Global Business by Covering European Market

Opened Atomy Europe (Germany)

- 12 [Atomy Korea] Received the Ministry of Trade, Industry, and Energy Award in ESG category
- 12 [Atomy Korea] Received Ministry of the Interior and Safety Good Donor
- **05** [Atomy China] Started construction of Atomy Brand Center in Yantai
- **01** Atomy Official Shopping Mall revamped

### **o** 2022



#### Reached the Top 10 Global Direct Selling Companies

Opened Atomy Brazil (São Paulo), Atomy Mongolia (Ulaanbaatar), Atomy Uzbekistan (Tashkent)

- 12 [Atomy Korea] Earned "Certificate of Excellent Consumer-Centered Management"
- 09 [Atomy Korea] Awarded 2nd in GPTW's Best Workplaces in Asia
- 09 Cumulative sales of HemoHIM reached \2 trillion (~\\$1.6 billion), No.1 in domestic health functional food exports
- **04** DSN Top 10 Global Direct Selling Companies

**o** 2024

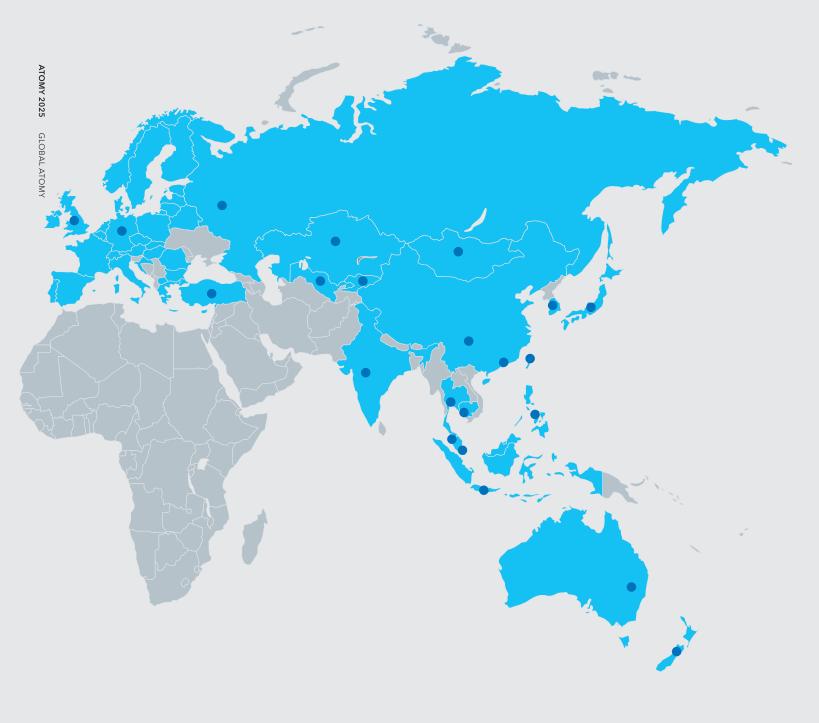


#### Absolute Quality, Raising the Bar to New Heights

- 10 Revamp of overseas online shopping
- 10 Absolute CellActive Skincare surpasses 1 trillion KRW (\$690 million) in cumulative sales
- 09 Atomy HemoHIM dual functionality recognition followed by anti-doping certification

2015~2017 2012~2014

14



# ATOMY ON THE GLOBAL STAGE

Atomy, the first Korean network marketing company to succeed in pioneering the global market, has opened a total of 27 global branches as of 2024. It is expanding further, focusing on Central and South America, Europe, Africa and emerging countries.



#### **Global Atomy**

#### ASIA PACIFIC

South Korea / Japan / Taiwan / Singapore / Cambodia Philippines / Malaysia / Thailand / Australia / Indonesia China / Hong Kong / India / New Zealand / Kazakhstan Kyrgyzstan / Mongolia / Uzbekistan

#### **NORTH AMERICA**

USA / Canada

### CENTRAL& SOUTH AMERICA

Mexico / Colombia / Brazil

#### **EUROPE**

Russia / UK / Turkiye Europe (Germany)







### GLOBAL HIGHLIGHTS

Atomy is a global distributor that attracts consumers from all over the world. Atomy keeps pushing forward to become a global hub of distribution.

















### **ATOMIANS' STORIES**

Jika kita tidak memiliki keyakinan, itu tidak hanya menghabiskan energi dari diri kita sendiri saja, melainkan juga bisa mengambil energi dari orang-orang di sekitar kita. Akan tetapi jika kita memahami dengan benar mengenai produk, rancangan pemasaran, serta visi perusahaan dari Atomy, maka kepercayaan itu pasti akan timbul dengan sendirinya.

If you don't have faith, it will eat away not only your own energy but also the energy around you. However, if you know Atomy's products, compensation plan, and the company's philosophy, you can't help but believe in it.



ATOMY **INDONESIA** 

アトミで夢を叶えてみてください。 そして、豊かに暮らし、愛し、学

ATOMY **JAPAN** 

Realize your dreams through Atomy. I hope you live a fulfilling, loving, learning, and contributing

び、貢献する、バランスの取れた人

生を送ってください。まだ遅くない



です。



애터미를 만나고 앞으로 어떻게 살아야 할지 방법론과 방향성을 알게 되었습니다. 그 전까지는 저는 아무 것도 할 수 없었고 할 수 있는 것도 없었습니다. 애터미를 만나고 삶의 방향을 정하고 묵묵히 걸어왔더니 성공자의 삶을 살게 되었습니다. 여러분도 그 길을 정확하고 올바르게 따라온다면 최고가 될 수 있을 거라고 믿습니다.

Before meeting Atomy, I could do nothing and had no skills. Atomy helped me discover the methodology and direction of how to lead my life. As I chose my life's path and walked quietly along while doing the Atomy business, I came to live a successful life. If you follow the path precisely and uprightly, I believe you can also be the best.



ATOMY **TAIWAN**Age 33 Male / Star Master

我們現在在做的事,就是和伙伴一起成長一起進步的共同 事業。和伙伴們溝通並成長的過程中,也實現了伙伴的 夢想,這對我們來說才是真正的成功。

What we are doing is running, growing, and developing a mutual business together with the partners. For me, true success is helping my partners succeed and achieve all of their dreams and goals while communicating and growing together with them.



Age 34 Female / Sharon Rose Master

I was not an incompetent person.

I just did not have proper tools.

Atomy is a business that gives everyone a fair chance.

I think the key is the strength to continue steadily.





ทั้งด้านความมั่นคงและการเติบโตของบริษัท ที่มาของสินค้าที่มีคุณภาพ แผนการตลาดที่มีผู้ประสบความสำเร็จจริง และเริ่มศึกษาระบบของอะโทมี่อย่างจริงจัง ทำให้พบว่านี่คือโอกาสที่ดีที่สดครั้งหนึ่งในชีวิต

I analyzed Atomy. Stability, growth potential, quality products, the marketing plan, the leadership, and countless people who had succeeded... My conclusion was that it was the best opportunity in my life.

Atomy memiliki visi yang sangat besar menerusi jualan produk keperluan harian kepada sesiapa pun yang boleh menjadi konsumer dan juga ahli yang berpotensi. Atomy adalah satu peluang buat anda semua. Anda pasti dapat mewujudkan impian yang anda idamkan melalui Success System yang disediakan oleh Atomy.

It was a great vision that everyone was a potential consumer and partner because Atomy sells daily neccessities. Atomy is an opportunity. Your dreams will come true with Atomy's Success System.

ATOMY **MALAYSIA** 

Age 45 Male / Sharon Rose Master



NS' STORY

21

### **GLOBAL ATOMY'S TOP 5 BY REGION**

Atomy is widening its territory with its Absolute Quality Absolute Price product strategy and Global Sourcing Global Sales force. Here are the TOP 5 bestsellers by regional office.



#### **ASIA PACIFIC**

#### **1** SOUTH KOREA(HQ) **2** JAPAN

HemoHIM Absolute CellActive Skin Care Fucoidan Extract(GSGS) Probiotics 10+ Skincare System The Fame Wet Wipes

#### **6** PHILIPPINES

HemoHIM Cafe Arabica 200T Cafe Arabica 50T Toothpaste Plus Alaska E-Omega 3

A-Solute Selective Premium Lutein 30(GSGS) A-Solute Selective Essence rTG Omega3

#### MALAYSIA

Hemohim Ethereal Oil Patch (GSGS) Probiotics 10+ Vitamin C 550mg Powder Alaska E-Omega 3

#### **3** TAIWAN

Bitter Melon Capsules(GSGS) Ethereal Oil Patch (GSGS) Probiotics 10+ Hemohim G **Toothpaste Plus** 

#### **3** THAILAND

Hemohim Hemohim Absolute CellActive Skincare Toothpaste Plus Absolute CellActive Skincare Evening Care Foam Cleanser

#### **4** SINGAPORE

Probiotics 10+ Ethereal Oil Patch (GSGS) Hemohim Organic Fermented Noni Concentrate Color Food Vitamin C

#### **9** INDONESIA

Organic Fermented Noni Color Food Vitamin C Absolute CellActive Skincare Ethereal Oil Patch (GSGS) Pomegranate Mixed Fruit Jelly Hemohim Absolute CellActive Ampoule Probiotics 10+ Rhodiola Milk Thistle

**6** CAMBODIA

Toothpaste Plus

Café Arabica

Probiotics 10+

**©** CHINA

Ethereal Oil Patch (GSGS)

Hemohim

#### **EUROPE**

HemoHIM Toothpaste Plus Vital Color Vitamin C Pure Spirulina 100% Alaska E-Omega 3

#### **9** UK

**NORTH AMERICA** 

Hemohim G Absolute CellActive Skincare **Evening Care** Absolute CellActive Ampoule Probiotics 10+

#### **1** RUSSIA

Absolute Essence Sunscreen Toothbrush Sunscreen(Beige) Oral Care System Sunscreen(White)

#### 4 EUROPE(GERMANY)

TURKIYE

Hemohim G Toothpaste Plus Toothbrush Absolute CellActive Skincare Evening Care

CENTRAL& 6 SOUTH

**AMERICA** 

### **CENTRAL& SOUTH AMERICA**

Organic Fermented Noni Concentrate

**NORTH AMERICA** 

Absolute CellActive Skincare

Absolute CellActive Skincare Toothpaste Plus

CANADA

Probiotics 10+ Café Arabica

Toothpaste Plus

**2** USA

Hemohim

Café Arabica

Hemohim

#### • MEXICO

Hemohim Toothpaste Plus Alaska E-Omega 3 Color C Organic Noni Concentrate (Pouch)

#### **2** COLOMBIA

Hemohim Toothpaste Plus Alaska E-Omega 3 Café Arabica Sunscreen(Beige)

#### **3** BRAZIL

Absolute CellActive Skincare Evening Care Alaska E-Omega 3 Oral Care System Vitamin C

#### **OCEANIA**

#### **1** NEW ZEALAND

Green-lipped mussels oil HemoHIM Absolute CellActive Skin Care Probiotics 10+ Cafe Arabica

#### 2 AUSTRALIA

HemoHIM Absolute Absolute CellActive Ampoule Manuka Honey (GSGS) Probiotics 10+

#### **1** HONG KONG

Probiotics 10+ Organic Fermented Noni Concentrate Finezyme Applephenon Jelly Stick Dishwasher Tablets

#### KYRGYZSTAN

Toothpaste Plus HemoHIM HemoHIM Promotion set Toothpaste Plus 50g Toothbrush

#### **@** INDIA

Hemohim Alaska E-Omega 3 Toothpaste Plus 100% Pure Spirulina **Evening Care** 

#### **®** MONGOLIA

HemoHIM Skincare System THE FAME **Evening Care** Hydra Brightening Care

Hemohim Toothpaste Plus Color Food Vitamin C **Evening Care** Toothbrush

**®** KAZAKHSTAN

#### **6** UZBEKISTAN

Hemohim Absolute CellActive Skin Care Absolute CellActive Skincare Skincare System The Fame **Evening Care** Toothpaste Plus



### **ATOMY SUCCESS SYSTEM**

#### Success System With Support From HQ

Atomy headquarters organizes trainings and events for the success of its customers. The Atomy Success System offers in-person seminars in addition to a variety of online seminars to help Atomy members around the world communicate and work together unrestricted by time and space. Atomy utilizes the industry's top broadcasting system as well as AR (augmented reality) for virtual product and seminar experiences and XR (eXtended reality) technology for mobile tours.









#### A Next-Generation Broadcast Station That Merges Online and Offline

Extra-large screens and multiple ultra high definition cameras at Atomy Vision Hall vividly bring the seminars to life. Atomy's broadcasting system is all about delivering the liveliness of the events to our members participating online.

#### Simultaneous Broadcast, Simultaneous Interpretation

Equipped with the highest quality linked-up broadcasting system and live streaming service, the Atomy seminar has become a symbol of the new contactless era. Members from all over the world can participate in the seminars in real time, overcoming boundaries of time and space, while simultaneous interpretation is provided in different languages.

#### A Seminar and the Performing Arts Meet

Atomy's unique Success System combines business and culture as seminars are infused with diverse arts such as operatic pop, musicals, dance, and poetry readings as a way of encouraging our hard-working members and motivating them with an enjoyable business.

### **ATOMY SEMINARS**

#### Atomy Offers a New Vision in the New Normal Era

Atomy jumped on the contactless trend and embarked on providing various online and offline seminars starting with Success Academy. Atomy's Customer Success System will enable Atomy members worldwide to succeed by communicating and collaborating together without the constraints of time and space.

Atomy Seminars Held Worldwide











#### SUCCESS ACADEMY

This is Atomy's signature seminar held monthly. It provides know-how for success and direction for a balanced life, also known as Atomy Success Training Academy.

#### ONE-DAY SEMINAR

This seminar serves as a guide to success with information about the company, marketing plan, product descriptions, etc.

#### MONTHLY PRODUCT SEMINAR

This seminar offers a variety of sessions, including product training, creating personalized marketing materials, building contact lists, and managing sales—all within a program designed to turn spending into income.

#### **GOOD MORNING ATOMY**

This online seminar shares Atomy news and information from Korea and abroad every Monday as a way to provide support for morning meetings at centers across the country.

## ABSOLUTE QUALITY ABSOLUTE PRICE

The reason that consumers choose Atomy over other distribution channels, is the combination of good products at low prices. Our journey to earn top choice by the world's 8 billion people will forge ahead, driven by Atomy's Absolute Quality Absolute Price.

Atomy's return rate

Lowest among companies in same industry for 14 years

J. 2%

\* 2024 Fair Trade Commission data







#### Absolute Quality Absolute Price: Atomy's Absolute Value

The product philosophy behind Atomy is to provide Absolute Quality at an Absolute Price. Absolute Quality means the highest quality that no other company can match at the same price, and Absolute Price means the lowest price that no one can match at the same level of quality.

#### The Masstige Strategy

"Masstige" is a portmanteau of "mass" meaning general public, and "tige" from prestige products. Under the strategy of Masstige, Atomy offers products of Absolute Quality at Absolute Prices, which is credited as the secret behind the company's success.

#### Atomy, You Can Trust and Use

Rooted in Absolute Quality Absolute Price, Atomy takes a step beyond to become "Shopping Curator: Atomy, You Can Trust and Use" which requires absolute trust from its consumers. Atomy's curation service suggests and offers optimal "masstige" products to its consumers by analyzing their needs. "Atomy, You Can Trust and Use" is a promise to make our consumers' lives more comfortable and meaningful.

### **LEADING PRODUCTS**





#### **Exclusively for** immunity **Atomy** HemoHIM

Cumulative sales exceed \$1.65 billion (first half of 2022) Global exports to 23 regions

No.1 Bestseller in industry for 9 consecutive years

#### 1st Individually Recognized Health Functional Food

Atomy HemoHIM was developed as part of an eight-year national research study by the Korea Atomic Energy Research Institute and is the first individually recognized health functional food in Korea that has been recognized for its immune functionality by the Ministry of Food and Drug Safety. Kolmar BNH produces an herbal complex made from raw natural medicinal ingredients such as Angelica gigas, Cnidium officinale, and Paeonia japonica.

#### Highest Quality Ingredients Grown in Optimal Areas

Atomy HemoHIM is made with the finest ingredients grown in the best environments. Angelica gigas, Cnidium officinale, and Paeonia lactiflora are cultivated in the clean air, pure water, and abundant sunlight of Pyeongchang (Gangwon Province), Jecheon (Chungcheongbuk Province), and Hwasun (Jeollanam-do Province). To ensure the highest quality ingredients, Kolmar BNH, the manufacturer of Atomy HemoHIM, follows a strict contract cultivation system.

#### Sales in 23 Regions Worldwide

HemoHIM has reached consumers globally through Atomy's distribution highway from Europe and the Americas, Asia and Oceania, and even to China. Atomy has acquired 23 related patents internationally including in the U.S., Russia, and Europe and has also developed HemoHIM G which, through its globalization, has further opened up the path to overseas exports.

#### Stopping the hands of time **Atomy Absolute** CellActive Skin Care

King Sejong Award for Patent Technology IR52 Jang Young-shil Award NEP Certification for Innovative

Technology Selected As Next-Generation World-Class Product

Cumulative sales exceed 1 trillion KRW (\$690 million) (2nd half of 2024)

### Quadruple Crown-Winning Technology

The best raw materials combined with the best technology yields the best product. Absolute Skincare uses "CellActive Code" and "CellActive Technology" which are regarded as the best technologies in the cosmetics industry. It was the first cosmetics product to win the Korean Intellectual Property Office's top King Sejong Award for patent technology along with other awards to achieve a quadruple crown.

#### The Epitome of 21st Century Dermatology

CellActive™ Code is a complex that applies cutting-edge technology to skin-activating ingredients found in nature. CellActive™ Technology is a smart encapsulation delivery technology that quickly and accurately targets areas of need. It finds problem skin areas and upgrades the efficacy of CellActive™ Code for accurate penetration.

#### No.1 Bestselling Cosmetics in the Industry

Absolute CellActive Skincare is the product that represents Atomy's popular luxury brand with sales of 100 billion KRW (\$69 million) annually since its launch in 2017. It has now surpassed 1 trillion KRW (\$690 million) in cumulative sales as of October 2024.

### **GSGS STRATEGY**

The GSGS strategy, which is Atomy's global product strategy, involves procuring products that meet Absolute Quality Absolute Price standards and distributing them. Cambodia's top-quality pepper, Taiwan's luxury ethereal oil patches, Japan's pelvic support stockings, and Mexico's avocado oil are being connected to consumers around the world through Atomy.













#### GSGS PRODUCTS

USA	Vitamin B Complex, Probiotics, Organic Black Chia Seeds, Himalayan Pink Salt, Organic Oatmeal, Hand Sanitizer Gel, Plant Calcium, Women's Probiotics, Vitamin D3			
JAPAN	Premium Lutein 30, rTG Omega 3, Calcium, Supportive Stockings, Isoflavone, Plasma $lpha$ , Half Stockings, Fucoidan Hard Capsule, Fucoidan Extract, Foaming Net			
TAIWAN	Sandwich Laver, Ethereal Oil Patch, Dried Fruit, PTFE Membrane Mask, Wet Wipes, Artichoke Capsules, Bubble & Color, Sanitary Pads, Tissue, Grilled Laver, Antrodia Cinnamomea Drink, Soy Sauce (Black Bean), Fish Collagen Drink, Kitchen Towel, Bitter Melon Capsules, Mineral Water, Pet Ear Sanitizer, Hand Sanitizer, Dehumidifier, Dog shampoo, Cleansing Wipes, Organic Rice, Insect Away, Fiber Meat Floss			
CAMBODIA	Kampot Black Pepper			
MALAYSIA	Hand Sanitizer, Moon Cakes (seasonal), Cookies (seasonal), Chicken Curry Paste, Bird's Nest Drink, Wet Wipes, Premium Kurma Gift Set, Tom Yam Paste, Ramen Goreng, Tiger Milk Mushroom Powder			
MEXICO	Avocado Oil			
CHINA	Toothbrush, Sanitary Pads, Utensils for Babies, Sanitary Gloves, Sanitary Bags, Zipper Bags, Apple Chips, Moon Cakes (seasonal), Dish Detergent, Sea Buckthorn Seed Oil, Puer Tea, Meal Replacement Powder			
PHILIPPINES	Organic Coconut Sugar			
AUSTRALIA	Manuka Honey			
THAILAND	Coffee			
INDIA	Spirulina			
NEW ZEALAND	Green-lipped mussels oil			





### **BLUE MARINE PROJECT**

Climate change is a crisis that can no longer be ignored. Atomy is striving toward sustainable coexistence with the Earth and preservation of the marine environment through the Blue Marine Project.

Atomy 2030 Eco-Friendly Goals and Strategies



#### Zero Plastic

#### Product Redesign for Zero Plastic

With the full-fledged launch of the Blue Marine Project in 2021, Atomy has reduced plastic usage by approximately 363 tons (8%) compared to 2020. To achieve "Zero Plastic," we have expanded the use of biodegradable plastics and eco-friendly materials and set a goal of reducing plastics by 50% by 2030. To this end, we plan to monitor the improvement of materials and reduction rate, and develop eco-friendly products by reducing packaging volume and changing to eco-friendly materials.



#### **Introduction of Eco-friendly Smart Packaging Solutions**

Together with our logistics company, we have reduced the amount of plastic used in packaging. To prevent over-packaging, we have also replaced cushioning material and box tape with recyclable paper materials and established eco-friendly smart packaging solutions that modernize the packaging process, thereby reducing plastic consumption by more than 200 tons each year.



#### Commitment to Saving and Recycling of Resources

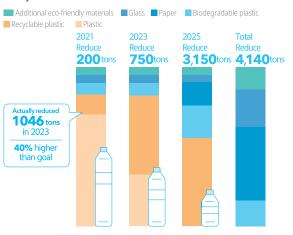
In accordance with Article 16 of the Act on the Promotion of Saving and Recycling of Resources and Article 18 of the Enforcement Decree, we joined the Korea Packaging Recycling Cooperative in 2013. Through this, we operate in compliance with the Extended Producer Responsibility (EPR). We also share operational details of the EPR system with our partnering companies to improve their environmental awareness. In addition, we pay contributions to the recycling cooperative to jointly fulfill our recycling obligations and submit data on the shipment and import of products and packaging materials to the Korea Environment Corporate in accordance with relevant laws.

- ※ Extended Producer Responsibility (EPR): A system where producers of products are obligated to recycle a certain amount of waste from the product or packaging materials, and if found noncompliant, the producer is imposed a fee higher than the cost of recycling.
- \* Atomy's commitment to saving and recycling of resources- Four major packaging materials Paper packs, metal cans, glass bottles, and synthetic resin packaging materials plus batteries, etc.

### Reduction of Environmental Costs Through Waste Management

In accordance with Article 10 of the Enforcement Decree of the Act on the Promotion of Saving and Recycling of Resources, Atomy participates in reducing environmental costs associated with waste management by reducing waste generation and efficiently recovering and treating waste at the manufacturing and distribution stages. Since 2013, Atomy has paid waste fees to the Korea Environment Agency which are used for purchasing and storing recyclable resources, projects to recycle waste, installation and management of waste treatment facilities, research and technology development for efficient recycling and reduction of waste, waste recovery and recycling costs for local governments, and other purposes.

#### Atomy 2030 Zero-Pla Action Plan



#### Promote a Global Eco-Friendly Culture

#### Atomy Park In-House Campaign

Atomy executives and employees at Atomy Park also recognize the climate crisis as an environmental issue and are participating in an in-house campaign to create an eco-friendly company culture. Our employees are doing their part to protect the environment through actions that anyone can take such as using less toilet paper, properly sorting recyclables, making use of double-sided paper, and using tumblers and reusable cups.

Campaigns	Description		
Eco-friendly Informational Bulletin Boards	TF members create weekly posts for in-house bulletin boards		
Toilet Paper Saving Campaign	Reduce toilet paper usage for Arbor Day tree love campaign		
Proper Recycling Campaign	Guide to trash bin sorting and separate disposal of recyclables		
Double-sided and Eco-mode Printing	Encourage use of e-documents and utilizing both sides of paper		
Blue Marine Commitment Sharing Event	Share eco-friendly pledges and give away Blue Marine reusable tumblers		
ZERO Leftover Food Campaign	Reduce food waste in cafeteria, eco-friendly product event		
Atomy Park Bottle Collection Campaign	Build upcycled benches from empty Atomy bottles		
Hisbeans Coffee X Blue Marine Reusable Cup Campaign	Limit use of Hisbeans disposable cups in-house to achieve Zero Plastic		
Plastic Bottle Elimination Campaign	Limit in-house orders of Atomy deep sea water and raise awareness through installation created from plastic bottles collected for a week		
Blue Jean Campaign	Upcycle jeans into eco-cup holders		
"Plogging" Along the Geumgang	"Pick up litter while jogging" clean-up activities near Geum River in Gongju		





#### Actions to Reduce Energy Usage

#### Turn off lights and install LED bulbs

Turn off office lights during lunch break (turn off more than 50% of lights excluding essential lighting) and install high-efficiency LED bulbs throughout building



#### Adjust heating & cooling and utilize late-night electricity

Decrease days of heating (60→42 days) and cooling (90→72 days) and utilize latenight electricity by installing inhouse heat shrinkage system



a year)



#### Waste clean-up activities at **Geum River**

Plogging (pick up litter + jogging) at Shingwan Park in Gongju City for Atomy employees



#### No disposable cups

Zero disposable cups at cafes within building by replacing with eco-friendly cups made of plasticsubstitute CX material



#### **Upcycling Campaign**

Low carbon lunch day

Collect jeans to create upcycled reusable cup holders



#### **Environmental Cleanup Plogging Campaign**

Atomy has been involved in a campaign to clean up areas that need environmental protection at the suggestion of the Young Leaders Club, a group of Atomy members in their 20s and 30s. In 2021, this group along with about 50 employees participated in plogging, or picking up trash while jogging, near coastal areas including the beach and Daewangam Park. In 2022, they took part in environmental cleanup work at Seoul Forest, Sadang Station, and Musimcheon Stream together with Blue Marine supporters. In 2023, about 120 Atomy Cambodia members and employees carried out plogging activities in various provinces of Cambodia including Takéo, Preah Sihanouk, and Siem

#### Blue Marine Savers Character Development

As a way to make complex environmental issues more accessible, we launched the Blue Marine Savers, a group of characters representing the Blue Marine Project. These "guardians of the blue sea" were inspired by endangered sea animals such as the polar bear, seal, penguin, and arctic fox. Designed with the blue and while colors of Atomy, the Blue Marine Savers characters have been used to create Kakao emoticons, host Instagram events, participate in design festivals, and produce goods and animations.









#### Atomy Blue Marine Project Master Plan

STEP	STEP 1. AWARENI	. AWARENESS AND SPEED STEP 2. STABILIZATION STEP 3. EXPANSION		ISION	
YEAR	2021	2022	2024	2027	2030
Zero Plastic		oduct redesign / luct development	Product development / Product improvement / Eco-friendly material development / Logistics development / Reorganization	Ease of recyclability assessment/ Improvement of recycling methods / Monitoring of plastics / Logistics development / Reorganization	Reduce plastics by 50%
Promote global culture of eco- friendliness	Blue Marine Supporters / Blue Marine Savers character branding / Promote at Success Academy		Character branding / External collaboration / Internal/external campaigns	Member training / Cultural affairs / Promote at domestic/ global seminars / Seek eco-friendly talent	Raise Global Member Awareness
Resource regeneration and restoration	Empty bottle col	lection campaign	Empty bottle collection campaign / Upcycling / Recycling / Environmental cleanup activities	Atomy Garden / ESG / Atomy RUN / Product development	Establish resource regeneration system for all Atomy products



### **CONSUMER CENTERED MANAGEMENT**

For Atomy, customers are the ultimate goal, not a means of corporate activity. To increase consumer satisfaction, we have various systems in place such as satisfaction surveys, responding to VoCs within 24 hours, and an exclusive delivery system.

#### Atomy's CCM Vision House



#### **ABSOLUTELY CONVENIENT SEAMLESS & EFFORTLESS**

#### Search-free shopping (APPB)

- Building a next-generation platform fusing technology and data • 24/7 fast service (Combination of manned and unmanned services)
- Data-based proactive service



#### ABSOLUTELY FUN EXPERIENCE, UNFORGETTABLE EXPERIENCE

#### Unforgettable shopping experience

- · Zero defects through proactive risk management
- Zero complaints through VoC management practices
- · Shopping experience integrated with new technology



#### ABSOLUTELY SINCERE IN SAVING EARTH

- Consumption that saves the Earth
- Environment: Saving the environment through
- Social: A win-win by donating through purchases
- Governance: Ethical management, serving customers

VISION (Target)

**Customer Success** 

#### MISSION (Responsibility)

Not Success, But Service

#### CATCHPHRASE (Method)

Absolute Quality! Absolute Price! Absolute Service!

### Consumer-Centered Management (CCM) Recertification

In 2019, Atomy was the first company in the industry to achieve CCM (Consumer-Centered Management) certification. It was also selected as a CCM Excellent Company in 2022 and achieved its third consecutive certification in 2023. Evaluated by the Korea Consumer Agency and certified by the Korea Fair Trade Commission, CCM is a national accreditation system that determines whether a company organizes all of its management activities around consumers and improves upon them continuously.



\*Atomy Korea



#### Customers and Members

#### **Customer Happiness Center**

Customer Service (CS) goes beyond just handling customer complaints to looking into customers' minds and resolving issues proactively. Since 2016, Atomy has established a customer VOC management team to respond more quickly and accurately to customers' needs and address their concerns within a 24-hour time frame.



### VOC (Voice of Customer)

Atomy has established a VoC management process to analyze and provide feedback based on the expressed interests of our customers. We are operating it organically along with headquarters and partnering companies for guick, effective processing and also monitoring measurable indicators to improve the quality of VoC processing, thereby striving to improve customer satisfaction.



#### **Idea Square**

Atomy believes that the views of its members will make it a 100-year-old company and therefore runs Idea Square, a space where members leave ideas for products and services. Over 2,000 ideas have been collected and reviewed by the department in charge thus far.





### **GROWING TOGETHER**

Mutual growth with our partnering companies is one of our core values to achieve Absolute Quality Absolute Price for our products. When partnering companies prosper, consumers can enjoy quality products at low prices, and if we earn the trust of consumers, Atomy and our partners will both grow. This win-win culture of growing together helps "make a good life for everyone."



#### Selecting Partners

Atomy prioritizes doing business with small to mid-size companies over large corporations, given that the products are of the same quality. We seek out smaller businesses that produce competitive products but may struggle due to lack of capital and a stable sales route. This policy helps us prosper together with SME companies, create jobs, and establish the foundation for a fairer society.

#### \* Partnering Company

Atomy uses the word "Partnering" to emphasize a joint effort and sense of unity. It has a slightly different nuance than mere cooperation where there's a sense of individuals just working together. This win-win partnership that puts the value of community at the forefront is Atomy's message.

#### Partnering Companies



Support for Management Costs (2019-2023)



billion KRW

#### Policy on Purchase Price

A purchase price is determined through mutual consultation with consideration to an order's volume, quality of the product, specifications, payment period, price of materials, labor costs, and price of raw materials while also taking into account management costs and profits of the partnering company. The purchase price may be renegotiated as Atomy does not hesitate to provide support for the acquisition of raw materials or invest in facilities so our partnering companies are able to supply their products.

#### **Support for Upgrading Quality**

Atomy seeks to improve the quality of products offered by our partnering companies by bringing in the expertise of third-party organizations to inspect and enhance the manufacturing process, the expenses of which are covered by Atomy.

#### **Meeting With Partnering Companies**

Atomy holds meetings with our partnering companies once a year. These meetings serve as a platform where we respect each other's roles on equal footing and share ideas on how to build a stronger corporate network in order to enhance the culture of "growing together." Atomy's top management and employees as well as the CEOs of our partnering companies participate in an active forum to discuss Atomy's mid- to long-term vision, policies on purchase and quality, company ethics, and culture. Atomy also honors one company every year with an Excellent Partner Award as a token of appreciation.

#### **Incentive Travel for Partnering Companies**

Incentive travel is also offered to Atomy's partnering companies as an extension of gratitude for their efforts in working together to provide products of Absolute Quality Absolute Price. The CEO of the partnering company and Atomy employees participate in the trip together.

#### Support for Inclusive Growth

01

Clear payments within one week of delivery

Financial support for facility improvements



O3

Cash advance for raw material procurement



04

One Partner Per Product Policy



05

Providing a stable sales channel through alobal membership network



06

Reasonable supplier prices through cost price monitoring





### **SHARING**

Atomy cherishes the spirit. Sharing is the actualization of Atomy's vision to cherish the spirit. Our employees, members, and the company itself take initiatives in spreading the culture of sharing with a loving heart and by taking social responsibility. Wherever Atomy has launched, engaging CSR (Corporate Social Responsibility) campaigns and donations follow.

### Top CSR Activities in Korea

### To Compassion Korea, 44 billion KRW in donations and regular sponsorships

Compassion is an organization that sponsors children in poverty in 25 countries around the world, supporting them holistically until they become self-sufficient adults. Atomy has an ongoing partnership with Compassion Korea with a commitment to donate \$10 million (-12 billion KRW) and sponsor 10,000 children with 500 million KRW per month.

Moreover, we donated an additional 12 billion KRW (\$8.27 million) for emergency relief for children, including reconstruction of conflict zones in Ethiopia and COVID -19 support, making our cumulative donations 44 billion KRW (\$30.31 million) in 2024.



#### Support for single moms, "Moms who cherish life"

To support single mothers across the country who are struggling, Atomy donated 6 billion KRW for the construction of the nation's first community center complex for single mothers, 3 billion KRW to 32 single-parent family welfare organizations nationwide, and 1 billion KRW to the Community Chest of Korea for public projects.



Ranked No.1 among Korea's top 500 distribution companies Atomy's level of donations are the highest not only in the network marketing industry but also in the distribution industry including Korea's top 500 companies.

Atomy's ratio of charitable donations to average sales for the past three years is 1.8%, which is 30 times higher than the industry average of 0.06%. In 2023, the donation ratio was 1.4%, the highest in the distribution industry as well as among the top 500 companies by revenue.

### Support for construction of public children's rehabilitation center in North Jeolla Province

Atomy donated 2.7 billion KRW to build a public children's rehabilitation center, a national project promoted by Jeonju Jesus Hospital. While typical rehabilitation hospitals mainly provide treatment after an accident, children need specialized hospitals and medical staff to receive counseling on psychological and emotional issues in addition to treatment. However, there are no public children's rehabilitation centers in Korea due to the deficit caused by low costs, so we hope that Atomy's small contribution will trigger the revitalization of children's rehabilitation hospitals.



#### Young Leaders volunteer group

The Young Leaders group consists of about 100 young Atomy members in their 20s and 30s. They take part in volunteer work along with Atomy headquarters in 8 regions across Korea and the Philippines and have participated in beach cleanups and activities such as replacing fluorescent lights and installing insect screens to improve the living conditions of vulnerable populations. They also lend a helping hand by donating products to underprivileged groups in Korea and abroad every year.



#### Support for the underprivileged

We are committed to helping vulnerable groups in Gongju, Sejong, and Daejeon in both physical and spiritual ways to overcome the difficulties they are experiencing. Atomy donates products to 100 low-income families in Gongju every month, and we also provide products for 600 households during the Chuseok and Lunar New Year holidays. We also support welfare organizations in each region to aid various groups in need.



### Support for construction of Siloam Eye Hospital as well as patient surgery and treatment

Having started with support for patient eye surgery and eye disease research at Siloam Eye Hospital in 2016, a total of 3.16 billion KRW will be pledged through 2027, including support for treatment rooms, laboratories, and medical staff housing.

Outline	Description	Donation
2016~2017	Support for eye surgeries and medical treatment	160 million KRW
2018	Establishment of Academic Research Center	1 billion KRW
2018~2027	Support for eye surgeries and medical treatment in Korea and abroad	Total 1 billion KRW
2021	Construction of "light house" for medical staff housing	1 billion KRW



SHARIN

47





#### Top CSR Activities Abroad

#### Atomy RUN

Atomy RUN is Atomy's strategic social contribution activity that practices valuable sharing through running. It first started in Taiwan and was also carried out at Atomy Malaysia and headquarters in Korea. All proceeds from the event were donated to support the welfare of the underprivileged and youth education.

In 2024, a total of 7,612 people participated in Atomy RUN in Taiwan, raising approximately 130 million KRW (\$90,000) in educational support funds for 29 elementary schools.



#### PMCI medical aid in Cambodia

PMCI is an NGO that provides medical care in underserved areas of Cambodia and Myanmar.

In 2022, Atomy donated 2.1 billion KRW (\$1.45 million) for PMCI's mobile healthcare service, 3.3 billion KRW (\$2.28 million) in 2023 for the establishment of a hospital in Cambodia, and 740 million KRW (\$510,000) for operating expenses in 2024, contributing a total of approximately 6.14 billion KRW (\$4.23 million).



#### Feminine products for low-income students in China

Atomy China partners with a rural welfare organization in China to donate sanitary napkins for low-income female students every year. In 2023, 1.14 billion yuan worth of pads were donated to 4,000 girls.



#### **Emergency Relief for Victims of Natural Disasters**

Atomy's global branches have offered immediate relief to victims of natural disasters. Atomy Brazil donated tooth-brushes, toothpaste, and toiletries to victims of the April floods, and Atomy USA provided daily necessities and cash to hurricane-stricken areas. In addition, support has also been provided to Cambodia, the Philippines, and Thailand in 2024.



#### Donation to descendants of Korean War veterans

To honor the sacrifices and dedication of Korean War veterans, Atomy's global branches in New Zealand, Thailand, and other countries regularly provide financial aid, scholarships, and donations of products to the descendants of Korean War veterans.



#### Support for children with cerebral palsy and underprivileged children in Singapore

Atomy Singapore is providing goods regularly to various welfare facilities who support underprivileged children and children with cerebral palsy. Items totaling 35 million KRW were donated for hygiene and healthcare, including masks, wipes, mosquito repellent, and vitamin C.



#### GLOBAL ATOMY'S HISTORY OF SHARING

- 2024 306 donations for emergency relief from hurricanes, typhoons, and floods
- 2023 Donation to build a Korean Cambodian hospital and 301 other contributions
- 2022 Donation of 140 billion KRW (~\$11 million) to Compassion Korea and 213 other contributions
- 2021 Donation of \$10 Million to Compassion Korea and 310 other contributions
- 2020 Support for victims of flood and landslide in Banten, Indonesia and 281 other contributions
- 2019 Donation to Russian Foundation for the Treatment of Children's Incurable Diseases and 205 other contributions
- 2018 Relief funds for earthquake in Hualien, Taiwan and 183 other contributions

- 2017 Donation for damages from fires in Pasay, Philippines and 98 other contributions
- 2016 Relief funds for earthquake in Ecuador and 41 other contributions
- 2015 Donation of lunches for Penh Mokot Elementary School, Cambodia and 34 other contributions
- 2014 Support for meal delivery service by Christian Hospital for seniors in Ping Dong Province, Taiwan and 37 other contributions
- **2013** Support for Boston Choir in the U.S. and 16 other contributions
- 2012 Donation to Cancer Treatment Project by Korea Atomic Agency and 14 other contributions
- 2011 Relief funds for earthquake in East Japan and 9 other contributions
- **2010** Donation to World Vision Korea and 4 other contributions
- **2009** Donation to World Disaster Relief and 3 other contributions





### **ATOMY DNA**

For Atomy to become a premier company, our employees must also become among the best in the world. Our organizational culture serves to cultivate such talents.





#### Eliminate, Not Complete

At Atomy, we work to get rid of work. We try to eliminate pointless tasks and become immersed in more creative work.

#### Work Through Influence, Not Rank

We need to reflect on our influence while working at Atomy. This influence is not about rank or title, but about the scope and breadth of our work. The wider the range, the greater the impact. The work we do is not just within our department, but for all departments in the company. At Atomy, we work horizontally, not vertically, and for breadth, not depth.

#### Be Your Own Leader

Being your own leader means taking the lead and doing things on your own initiative. At Atomy, real work is finding work to do on your own. If someone forces you to do something, the job turns out to be difficult and boring. You should work with decision-making authority over what you do.





#### Be a Superactive Helper

Atomy promotes project-based work. Projects are like ever-changing amoebas. When a team is formed, the person best fit for that project takes the lead, irrespective of experience or rank. This person can then work hard, have fun, and be a "superactive helper." In this system, anyone at Atomy can work as a team member or even project manager.

#### Given Powers Without a Yoke of Burden

Atomy's organizational culture of authority and responsibility is innovative. We give our employees authority without holding them responsible. This prevents fear of consequences. Atomy gives feedback as a way to encourage growth, not to assess accountability. Our employees develop through this feedback and are treated accordingly.

#### Be Daring, Tenacious, Audacious

Worse than failing itself is never trying anything for fear of failure. In Israeli culture, rabbis teach their disciples to persistently ask deeper and deeper questions until they fully comprehend. This is part of the "Chutzpah mindset." At Atomy, we encourage employees to constantly inquire about things they do not understand until they find the answer.

#### Practice Honesty and Goodness

Honesty and goodness is the best strategies. We aim to be a completely transparent company that holds our employees to a high moral standard with a zero-tolerance policy for any misconduct. Goodness is about pursuing community value to share the company's created value with society.



#### 2020-2021 GPTW Korea

No. 1 "Great Place To Work" in Korea out of 100

#### 2020-2024 GPTW KOREA

Selected as one of the top 100 companies to work for in Korea and awarded the grand prize in 2020 and 2021



2021 Named Korean Exemplary Business for Work-Life Balance by Ministry of Employment and Labor





### **ATOMY PARK**

Decked with architectural awards, Atomy Park is a place designed for both members and employees to achieve the management goal of customer success. Based on the foundation of a global distribution company that has been built up over the past 10 years, Atomy Park serves as a new base camp for the next 100 years.

ME



Atomy Park

Area Lot area 26,430m' Building area 5200.39m' Gross area 9722.16m' Lobby, Levels 1st-4th floors Structure Reinforced Concrete Exterior finish Slab tile, exposed concrete, white brick **Design period**August 2016 - June 2017 **Construction period**February 2017 - April 2019









#### **INTERIOR**



### PEOPLE



ATOMY PAR

### **ONLINE & OFFLINE TOOLS**

global.atomy.com

Atomy's Official website





#### ch.atomy.com

Channel Atomy with content including videos, product information, and news reports





Atomy Korea's Shopping Mall website

shop.atomy.com





#### mt.atomy.com Product-specialized Webzine

Contains general information, trends, and news related to Atomy products





#### global,atomy,kr

Atomy Global Mall(At.G Mall) website Meet Absolute Atomy products from all over the world.





Atomy Ticket Global seminar schedules and













Publications Company profile, magazines, catalogs





#### Social Media

Atomy Korea channels. Find links to regional offices' social media pages at atomy. com under Atomy HUB.











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