



**REALRISE  
COMPANY CO., LTD. (RRC)**

Company Introduction

*"Your Best Business Partner in Korea"*

# Who We Are ?

RRC is a company specialized in Introducing Assorted Lifestyle Brands & Products from Overseas to Korean consumers



Established in December 2016



Importing 250 SKUs (as of DEC 2020)



Launched with 300K\$ Seed Funding



AAGR(Average annual growth rate) 284%



Assign  $\geq 10$  Specialists per each Brand



91% Sales Forecasting Accuracy



Has Exclusive Distributorship Rights  
for 4 Overseas Brands (as of APR 2021)





# Who We Are ?

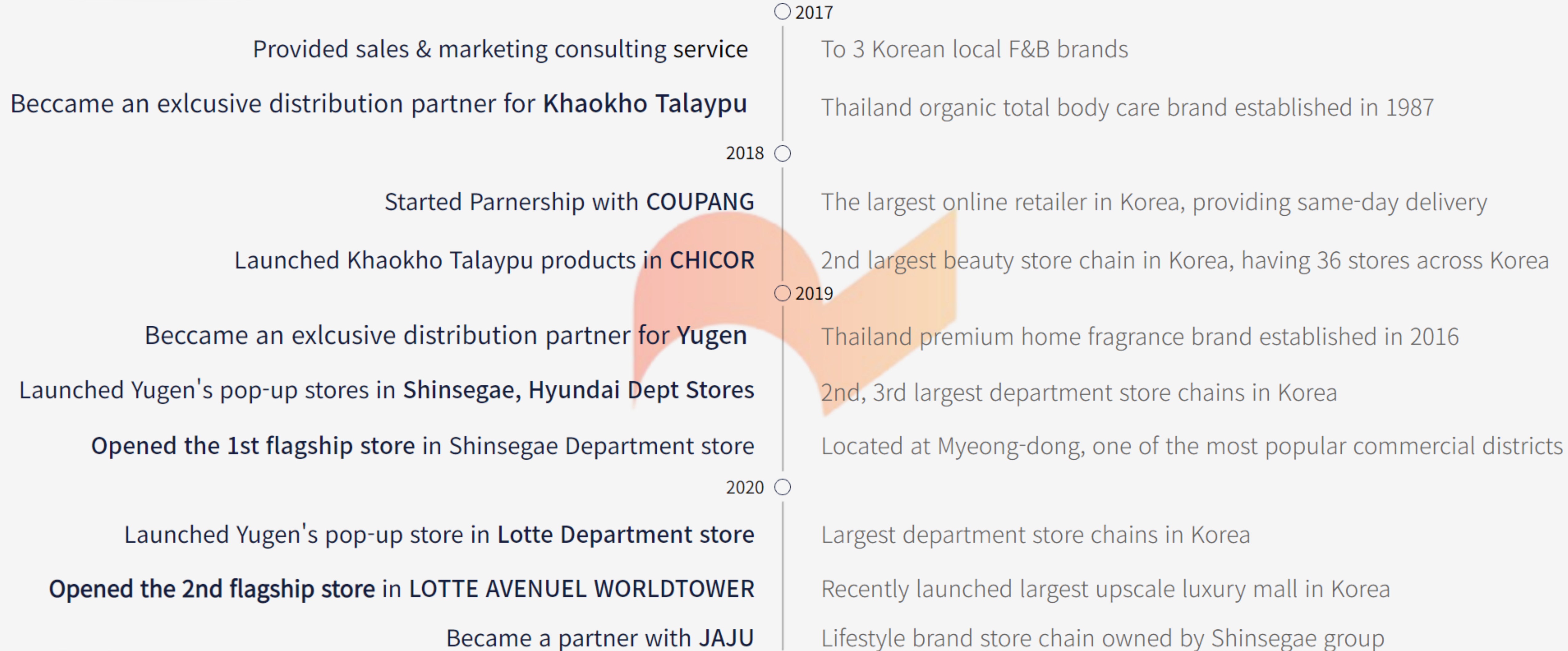
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RRC, a group of people with a Mission to Fulfill Sustainability Commitments & Effectively Realize a Sustainable Growth in the field of Import Business





# RRC History





# Our Vision

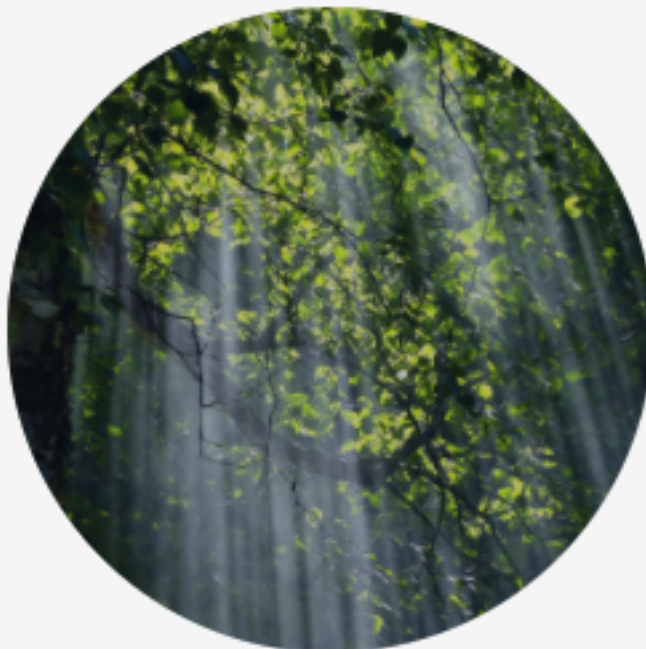
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*Introduce Global Sustainable Leader Brands to Korean Consumers*



*Keep having pioneering initiatives in Executing more Healthier Ways*



*Share Our Values with Partners & Customers through a Better Business*



# Brands

## KHAOKHO TALAYPU



- Established in 1987 (TH)
- Launched in Apr 2018 Korea
- Organic total body care brand



- Has 3 top selling items in each category including After-sun, Aromatherapy and Organic body oil.
- Well known for 100% organic products in Korea, & has been endorsed by celebrities and influencer many times.
- Mainly sold online(90%) and also in Brick-and-Mortar Beauty store chains(10%).

## YUGEN

Yugen

- Established in 2016 (TH)
- Launched in Aug 2019 Korea
- Organic fragrance brand



- 2 Offline flagship stores in Shinsegae, in Lotte
- 3 More offline stores in Hyundai, in Galleria(the 4st largest department store chains) and in Lotte Busan(the 2nd largest city in Korea)
- One of the fastest growing premium diffuser brands in Korea





# Business Structure

## Distribute Lifestyle Brands & Products

### Direct Sales - 70%

55%

45%

10%

Own PC&Mobile Web/App

Offline Channels

B2B

#### Owned Channel - PC&Mobile Web/App

- Runs owned platforms with USP Viral Marketing, Search AD & Branding activities to improve brand awareness

#### Major Offline Channel - Dept Stores/Shopping Malls

- Has strong business partnership with major Department store chains and shopping malls

#### B2B Sales - Hotel, SPA

- Supplying Yugen diffusers to Sheraton Palace Seoul(5-star hotel)
- Supplying Khaokho Talaypu body oil to SPAs & Esthetic salons

### In-Direct Sales - 30%

72%

20%

8%

Online Retail Channel

Health&Beauty  
offline channel

Multibrand  
store

#### Online Retail Channel - COUPANG

- COUPANG: 25% M/S (No.1) in South Korea online retail market
- Supplying every SKU to COUPANG's premium delivery service

#### Health&Beauty Offline Channel

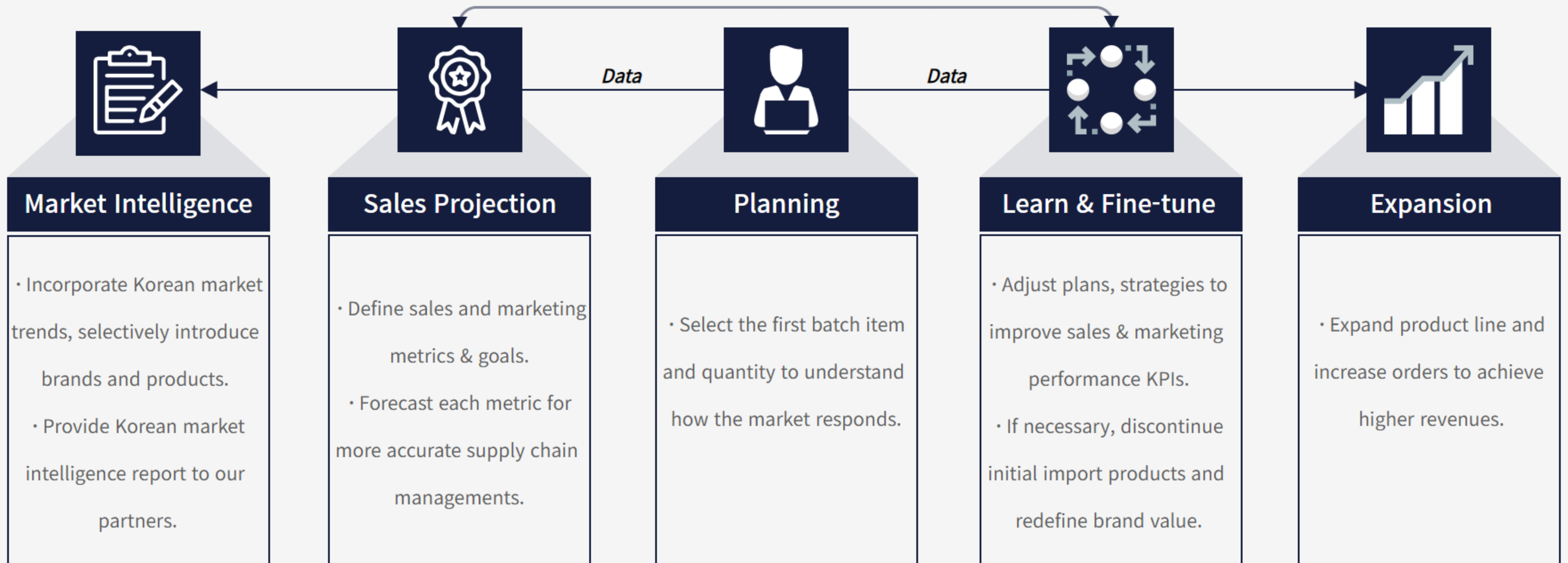
- JAJU & CHICOR: Korean version of Sephora
- ON&THE BEAUTY: H&B store by 'Lotte Shopping Group'

#### High-end Multi-brand Stores

- On/offline luxurious Multi-brand stores

# Why RRC ?

We Grow your Business in Korea with the Fastest & Most Efficient Methodologies





# Why RRC ?

While Pursuing Rapid & Efficient Growth, we Reduce our Environmental Footprints in every step from Manufacturers to Customers

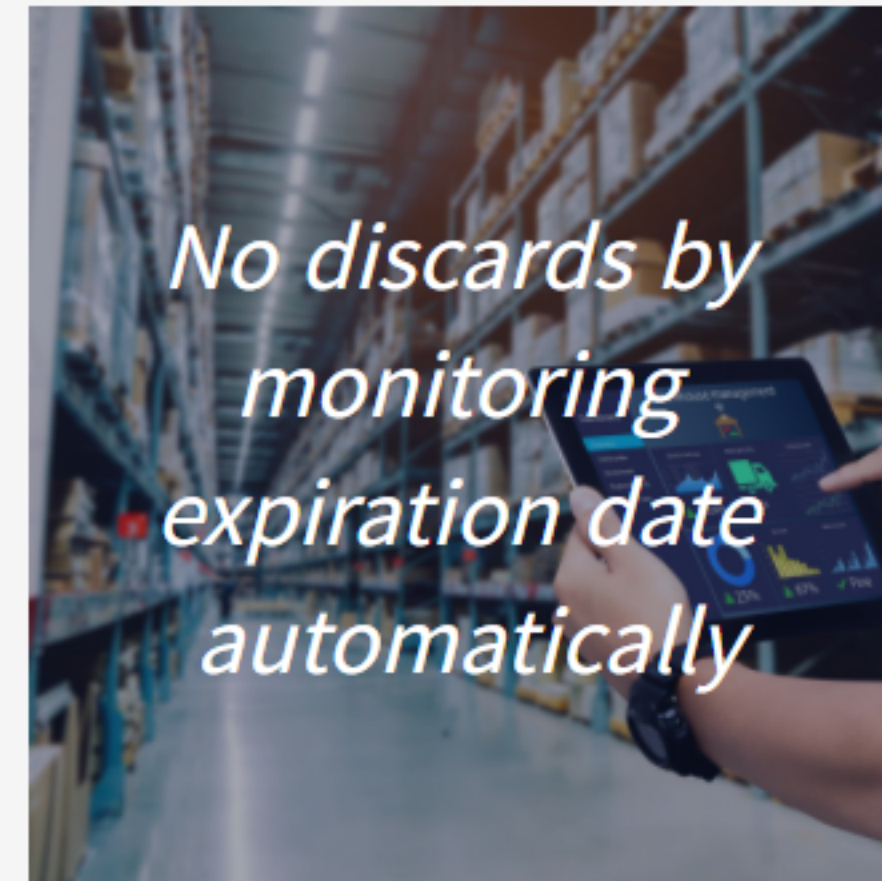
## 01. Manufacturing



## 02. Logistics



## 03. Warehousing



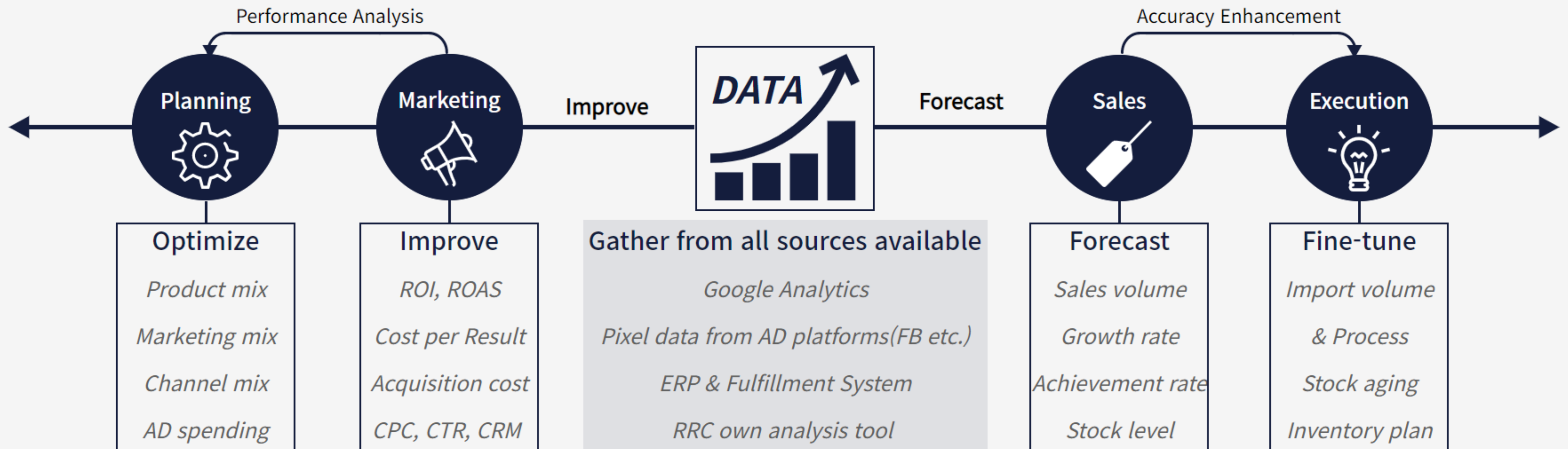
## 04. Last Mile Delivery





# Why RRC ?

We Innovate traditional Import business by Integrating Data-drive & Sustainable Approach



**"Implemented Lean Thinking & Workflow in the Overall Business Process"**



# How We Do

We have Strong Partners in each step in the business process to Enhance your Brand Value in Korea

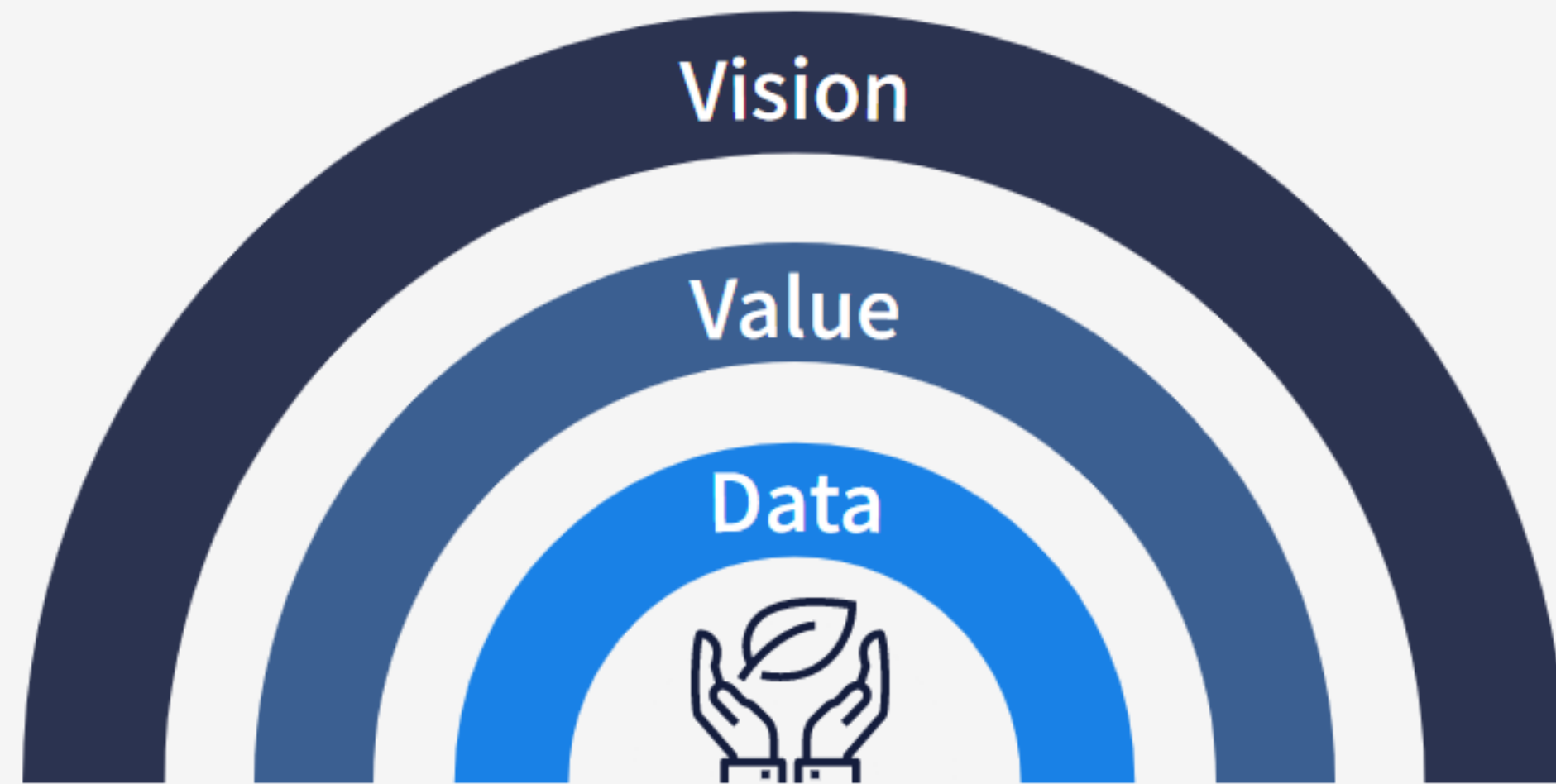
 Marketing/AD	 Creative & Branding	 Data Solution	 Logistics
<p>Official Ads partner of Google, Facebook &amp; Instagram</p> <p>7~10 live streaming AD Campaigns weekly</p> <p>Update weekly AD report to improve Ads results</p> <p>Own a variety of Mkt channels</p>	<p>Post 2~3 Contents on Facebook &amp; Instagram weekly</p> <p>Build an attractive Brand website(Mob/PC)</p> <p>Monitoring &amp; keeping up with the latest social Mkt trends, including video ads on Youtube, TikTok</p>	<p>Real-time customer segmentation &amp; analysis from the automated web/app management solution, providing customized shopping experiences for customers</p> <p>2~3% higher conversion rate on average than competitors'</p>	<p>Outbound - Cover every process required from Partner warehouse to RRC warehouse.</p> <p>Inbound - guarantee 1 day delivery with a fulfillment partner company</p>



# How We Do

We Share our Values with Partners & Realize Sustainable Business in a Integrated Value Chain

## Step of Integration with Partners



- ✓ *Inspire Customers & Community with a Sustainable Development Vision*
- ✓ *Set a Priority to Reduce our Footprints in our every step of Business*
- ✓ *Share Operational Data Continuously for a better Cooperation*





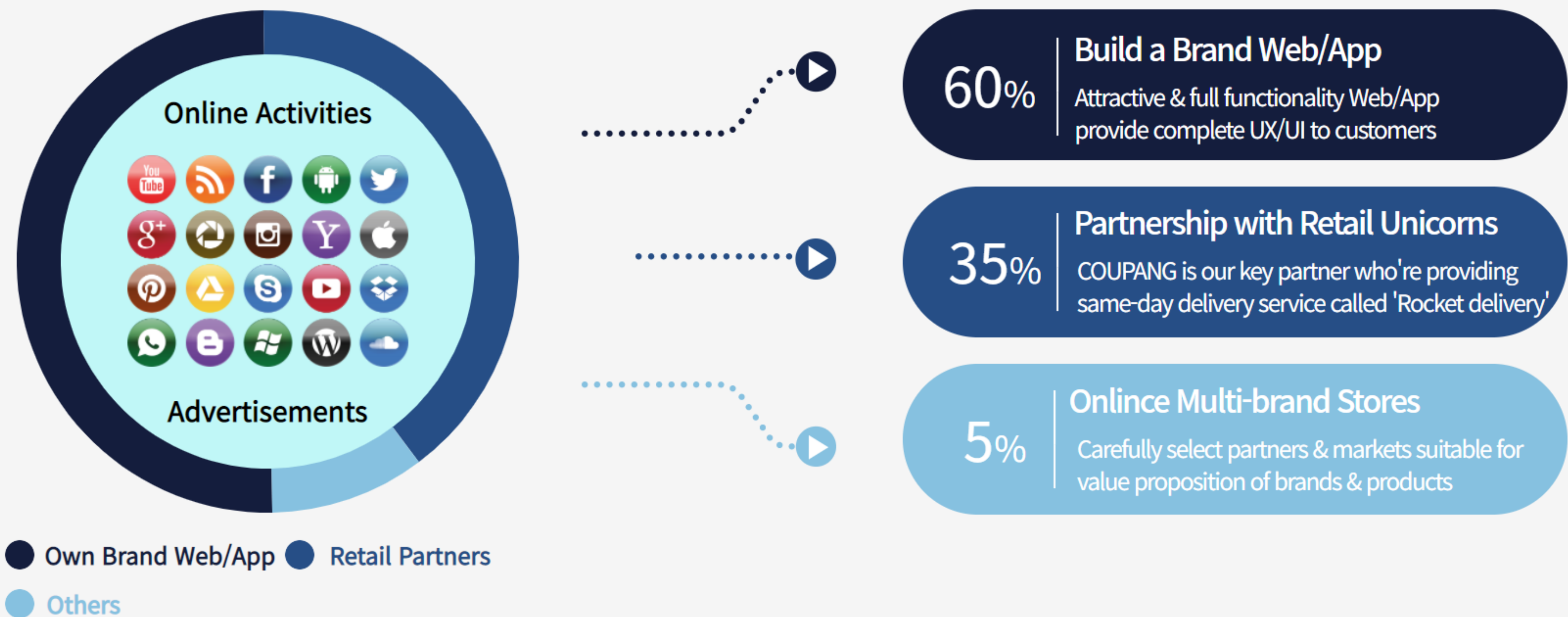
# How We Do

We focus on Improving Data Quality & Continuously Working Closes with Partners for Excellence



# How We Drive Online Sales

Boost customer Attention & Engagement through High Quality Contents on Multiple Marketing Channels





# Online Sales Case - KHAOKHO

Implement Different Marketing Strategies by Analyzing Marketing Efficiency for different product category

### <After-Sun>



**SNS/VIRAL**

 **6,500 pcs**  
(Avg. Monthly Sales Volume)

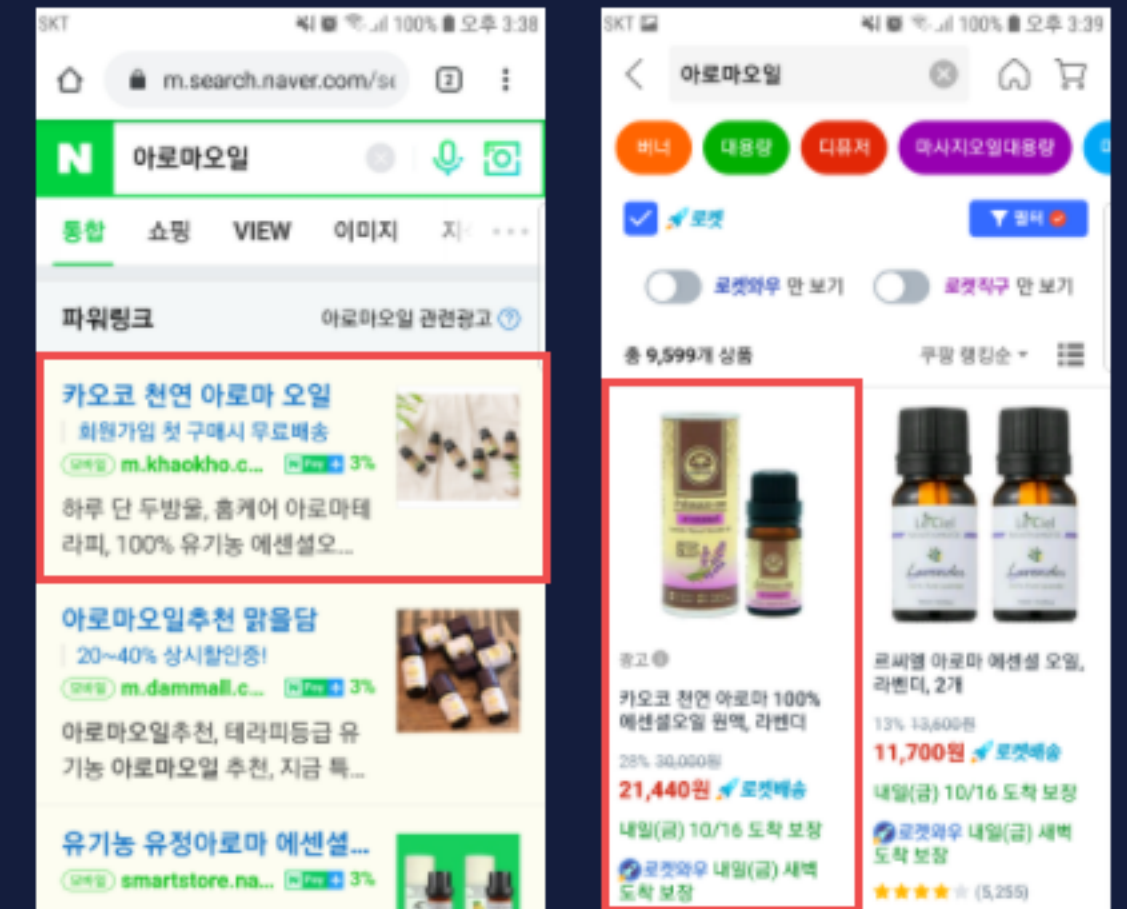
### <Organic Body Oil>



**SNS/VIRAL & Search AD**

 **2,500 pcs**  
(Avg. Monthly Sales Volume)

### <Aromatherapy Oil>



**Search AD on Multiple channels**

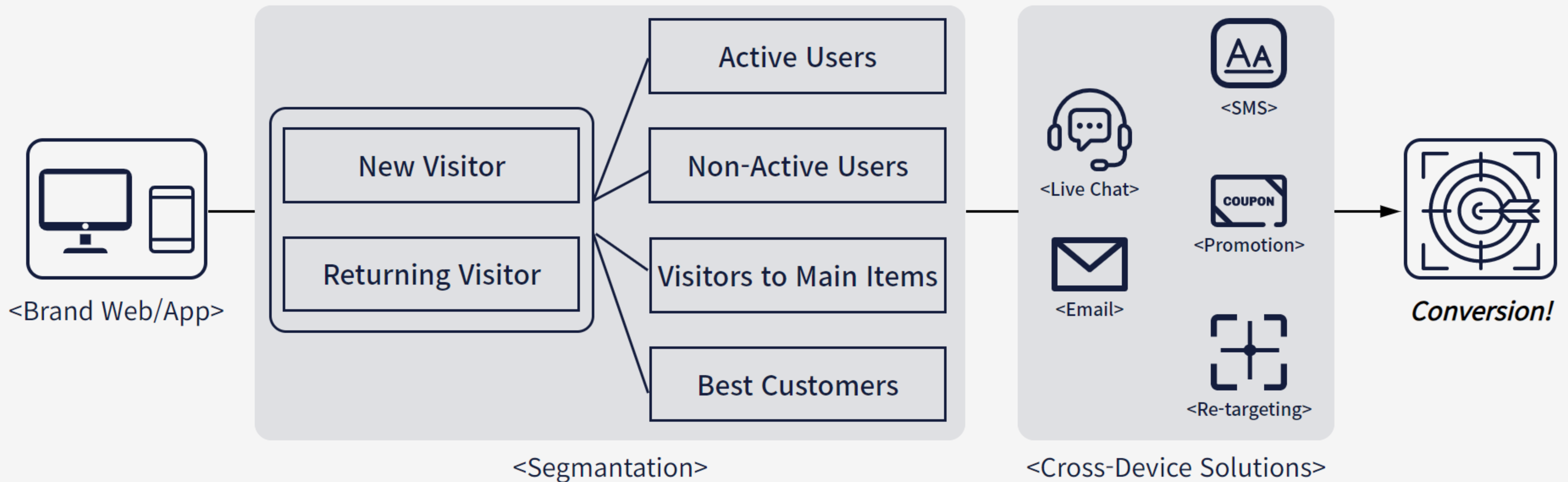
 **3,000 pcs**  
(Avg. Monthly Sales Volume)

\*Khaokho Aroma oil is 5~6 times more expensive than average market price



# Online Sales Case - KHAOKHO

We provide Personalized Shopping Environments with our Real-time Marketing Automation Solution

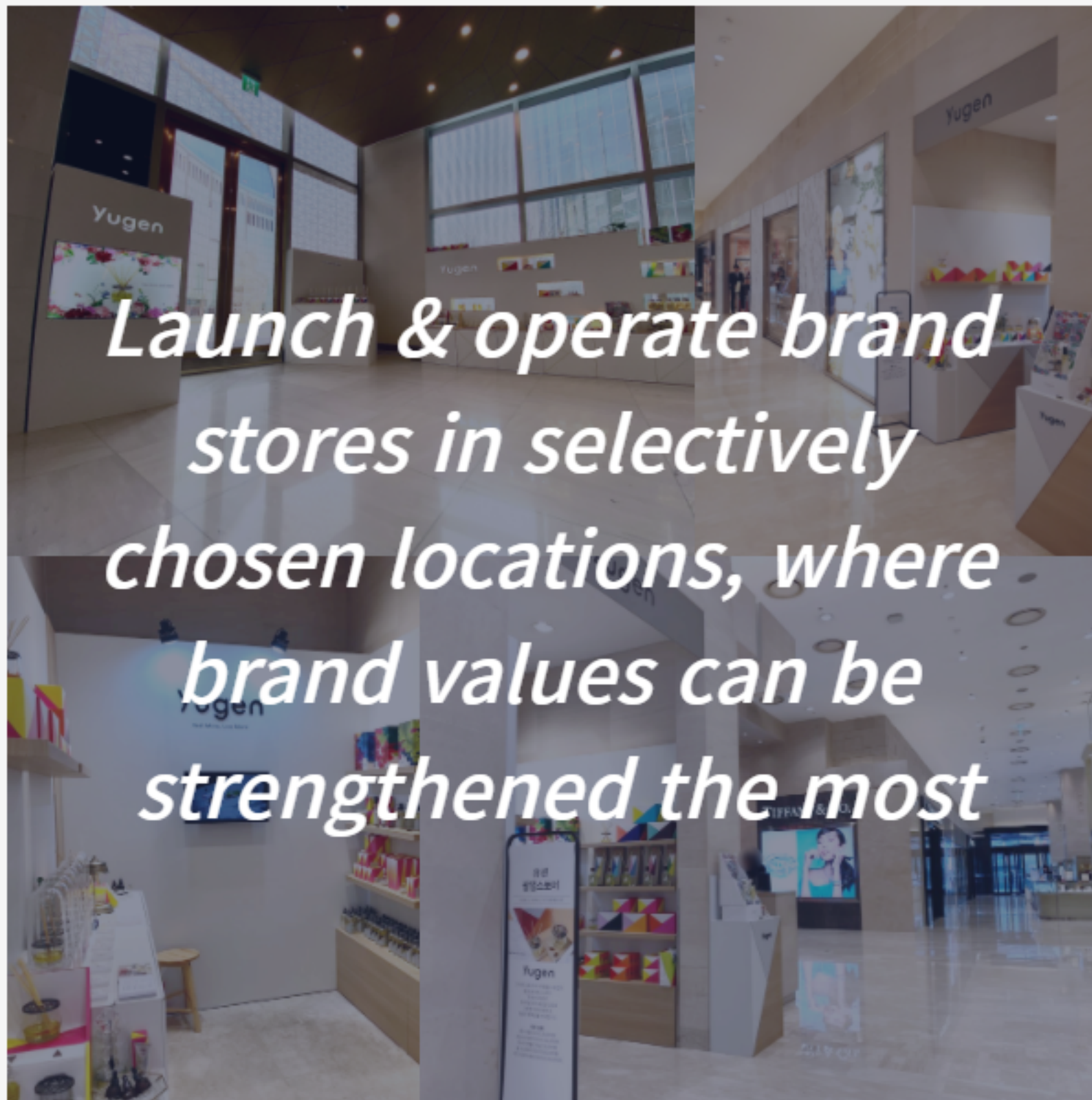


**"Avg. 2~3% Higher Conversion Rate than Market Competitors"**



# How We Drive Offline Sales

Promote Offline Presence through a variety of approach, including Flagship Stores



*Constantly create business opportunities from everywhere*





# How We Drive Offline Sales

## Top Magazine AD, develop Own Marketing Tools & Co-marketing with Strategic Partners



### <AD on Top Magazine>

- A full-page advertisement on Avenuel magazine 2020 August.
- QR code in the advertisement had promotion information for Yugen offline stores.



### <5-Star Hotel Co-marketing>

w/ Sheraton Palace Seoul Gangnam

*"Urban Escape package with Yugen 2020 Spring"*



### <Own Marketing Tools>

- Offered a Perfume Sachet for SNS followers & customers.
- Made lots of Video clips for multiple marketing channels.



*"Summer Delight package with Yugen 2020 Summer"*



# Offline Sales Case - YUGEN

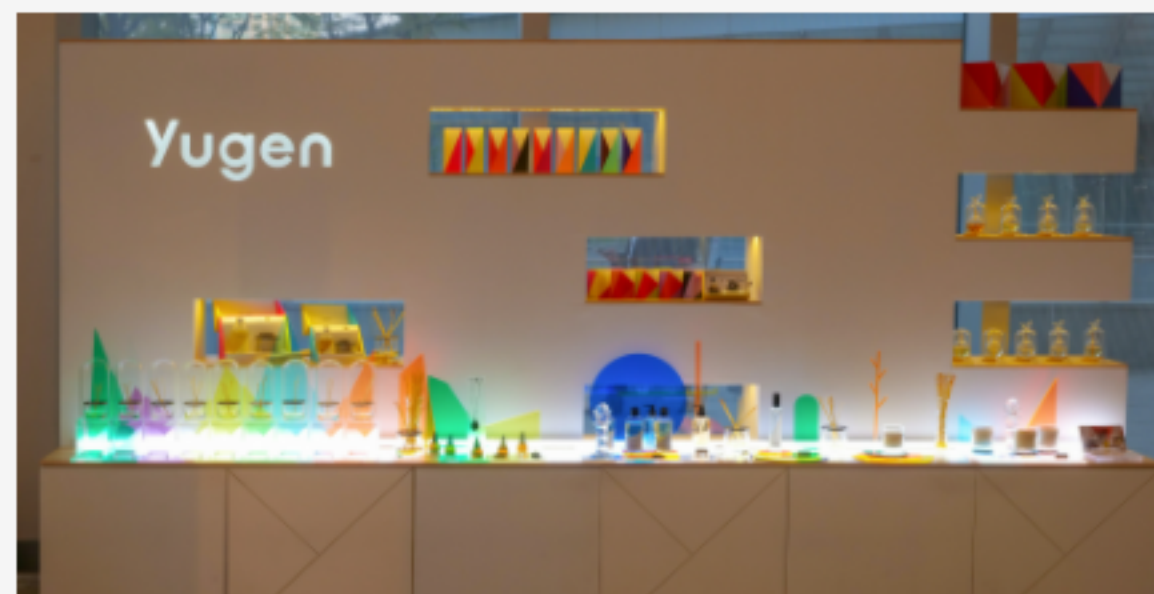
## Department Stores

Shinsegae HQ

Lotte Avenuel WorldTower

Lotte Busan HQ B1

Galleria Gwanggyo 1F





# Offline Sales Case - YUGEN

## *Road shows & Pop-ups*

Shinsegae Gangnam B1



Shinsegae Busan Centum City 1F



Lotte HQ B1



Lotte Busan HQ B1



Shinsegae HQ 1F Main Hall



Lotte Avenuel WorldTower B1



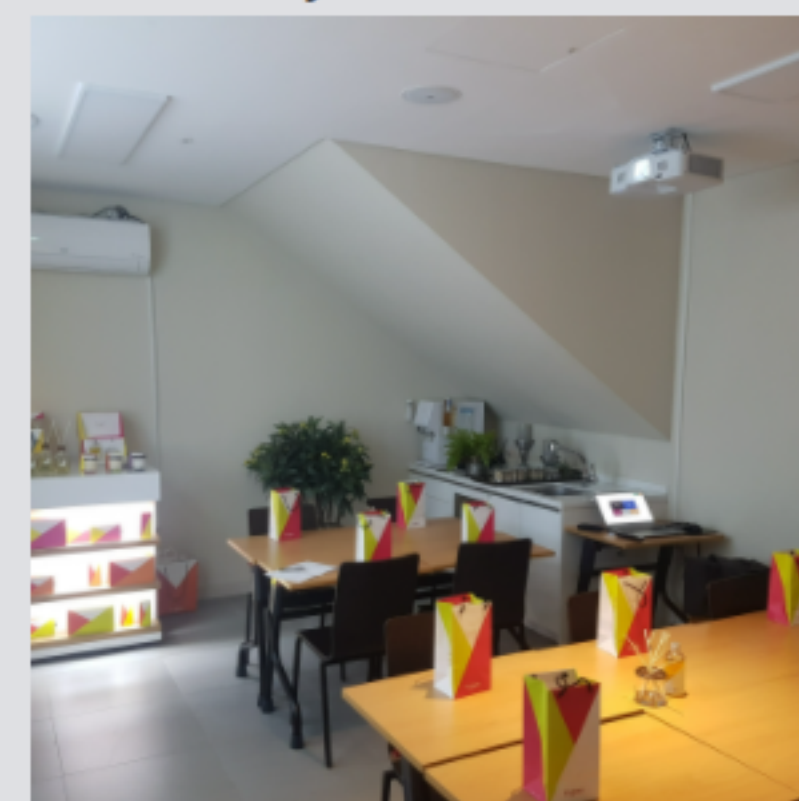
Lotte Avenuel WorldTower 1F Main Hall



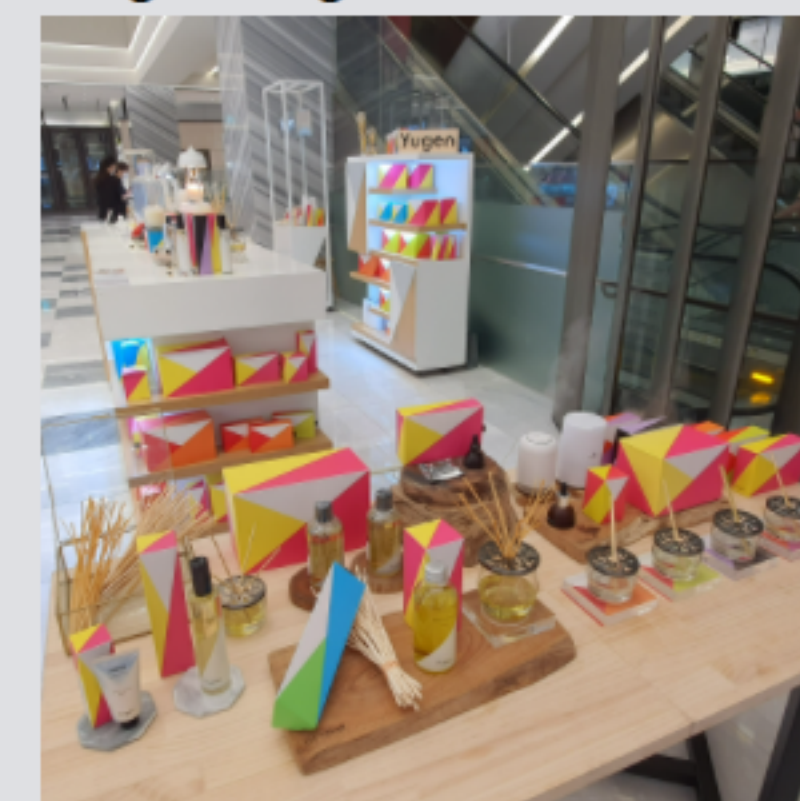
Hyundai Pangyo



VIP Class for Hyundai VIP Customers



Shinsegae Daegu 1F Main Hall



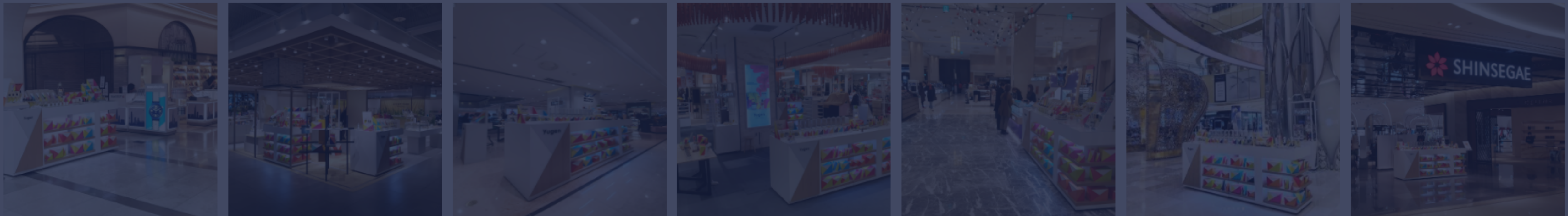


# OFFLINE Sales Case - YUGEN

*Department Stores*

*RRC has a **Special Formula for Success** in Import Business,  
and We're ready to grow **YOUR BRAND** in Korea*

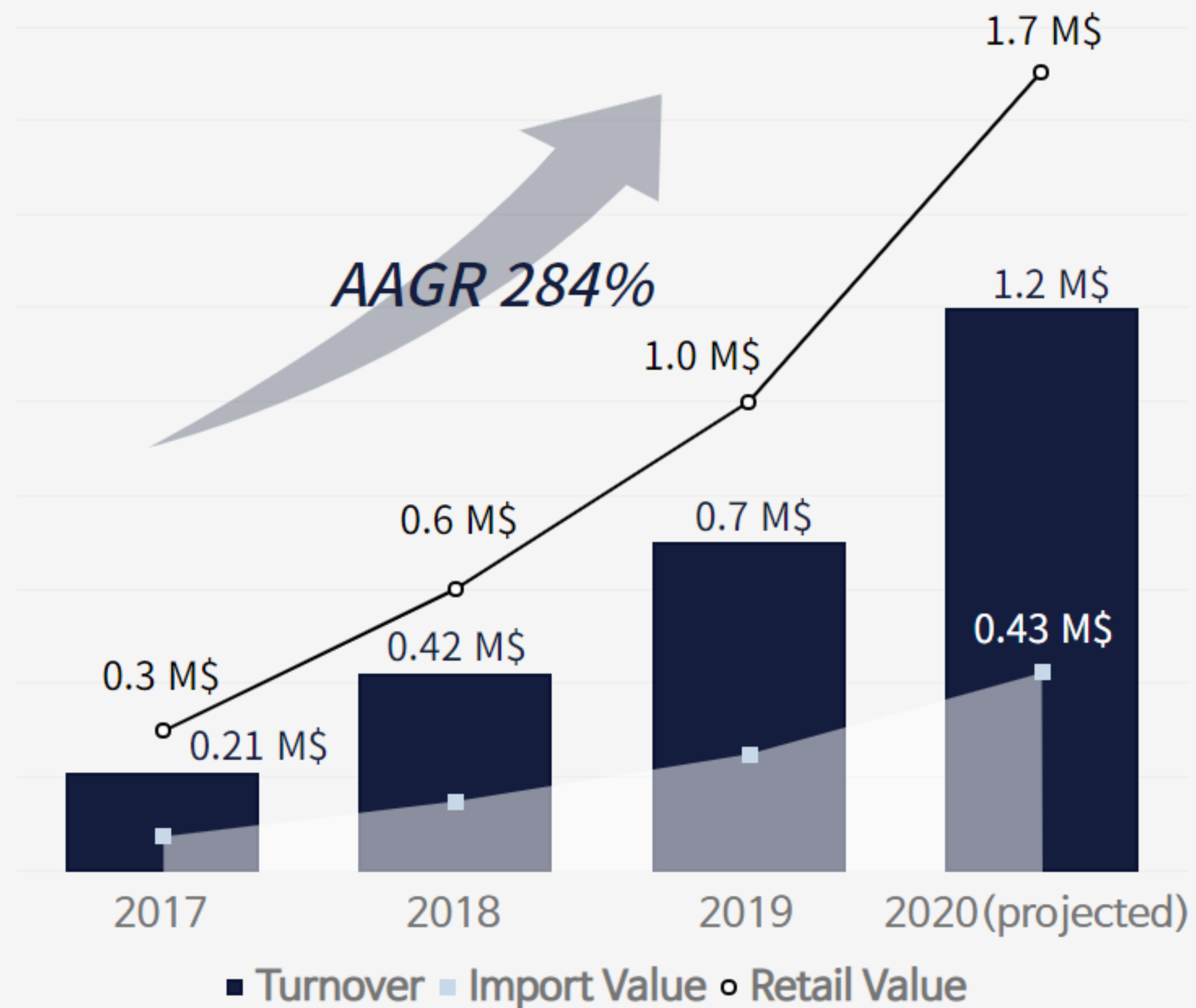
*Road Shows & Pop-ups*





# Our Achievement

By Integrating Online & Offline market, RRC has Grown continuously since its establishment



## RRC

*as a start-up company, has started import business with brands that relatively were not well-recognized in Korea, but by optimizing each brand's growth strategy with strong partners, we made significant success in a short time.*

## From its Establishment

*RRC has grown stably even during difficult times.*

## 2020

*in particular, our agile business capacity allowed us to grow continuously, even amid Covid-19.*





## What We Plan in 2021

Keep Generating Decent Results with current brands & Planning to Further Expand with New Partners

↑ 160%

*Growth Rate  
(projected for 2021)*

+ 3

*Brands in 2021*

x 2

*2021 RRC  
Organization scale*

2.7M\$

+ 4 Partnerships

*COSTCO, Oliveyoung(Largest health&beauty  
store chain), Lotte Outlet, JW Marriott Seoul*

↑ 5%

*Operational  
Accuracy*

*Business Plan  
for 2021*

*Annual Turnover*



# What We Provide

We deliver Business Insight that will Enhance Your Business

## Monthly Business Report



- Sales result per SKU & channel
- Growth rate, achievement rate
  - Sales, marketing news
  - Issue report & requests



*"Management Information"*

## Forecast



- Update order forecasting according to import cycle
- Korean market data with our own intelligence



*"Operational Insight"*

## Creatives with Ad Report



- Branding images & videos that we made will be shared with an Ad result report per each creative



*"Creative Insight"*







**Thank you**

*"Your Best Business Partner in Korea"*