

LEADING K-BEAUTY DISTRIBUTOR
HANSUNG USA

Company Introduction
January, 2018



TABLE OF CONTENTS



KOREAN BEAUTY NOW



COMPANY INTRODUCTION



BRAND INTRODUCTION

- APRIL SKIN
- 23 Years Old
- DR.FROG
- BORN TREE
- BELBORN

"Korean Beauty" now in US

BEAUTY / BEAUTY FEATURES

Korean Skincare to Hit Ulta Beauty

The retailer's new K-beauty section will be in 300 doors by March 6.

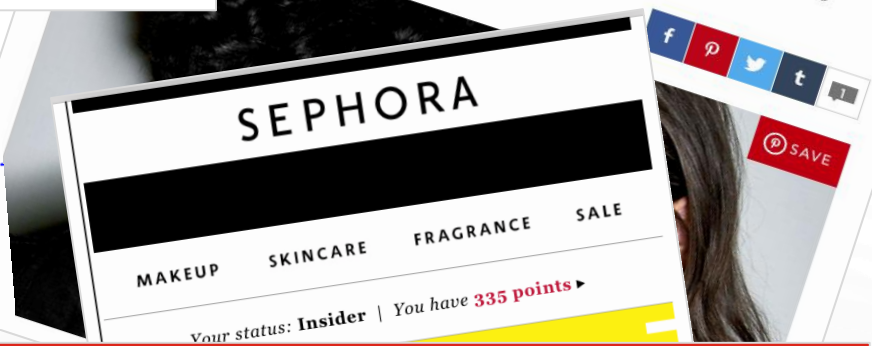


Target to roll out exclusive K-beauty brand, growing its makeup offerings

- Korean beauty products have rapidly grown in popularity across the U.S.
- Target says K-beauty is one of its fastest-growing categories in premium skin care.
- In launching Glow Studio, Target is working with e-commerce site Glow Recipe.

CVS Just Expanded Its Epic K-Beauty Skin Care Section

KI BROWN | 318 SHARES | 1 WEEK AGO



allure

K-Beauty Is Launching at CVS

'I'm Obsessed With This K-Beauty Product' Should Be Too'

Your skin will instantly feel the difference

BY ALEXANDRIA GOMEZ November 14, 2017

HOME > BEAUTY > SKIN CARE > BEAUTY CHATTER

Costco is selling *this* cult-fave Korean beauty product, and you can get two for less than the price of one



Skincare That's So You

IN K-BEAUTY WE TRUST

When it comes to skincare, Korea leads the way in creating glow-getting

ON AND OFF THE AVENUE

THE FOREVER 21 HEIRS ATTEMPT TO CASH IN ON THE KOREAN SKIN-CARE CRAZE

By Sheila Marikar October 24, 2017

“K-Beauty” now with US!!!

Even though Korean Beauty was introduced by Sepho, Ulta, Urban Outfitters and Amazon a couple of years ago, this year, 2017 was a remarkably notable year for nationwide expansion of K-Beauty.

In 2017, Target, CVS, and Costco have strategically selected K-Beauty as a lucrative category and successfully launched K-Beauty Section. Forever21 has also launched a Professional K-Beauty Store called “Riley Rose”.

Upward K-Beauty trend will continue in 2018 with multiple mega retailers and online beauty stores planning to be onboard to launch K-Beauty products.

Hansung e Business is one of the largest Global K-Beauty Distributor in Asia with a massive global sales revenue of \$200M. Hansung USA was established to expand its sales and marketing reach to N. American market this year.

Our brand portfolio is consisted of 20+ prosperous exclusive brands including 2 of our own brands and 3 of our exclusive lines are currently being sold at Riley Rose (Forever 21). Using highly selective curation process, we are able to offer brands targeting mass to high-end consumers. In addition, we can offer major featured brands at highly competitive pricing level.

K-Beauty is gaining strong brand awareness and become popular in the USA as a brand category called “K-Beauty” not as a particular leading brand. Thus distributor’s capabilities of sourcing variety of emerging brands as well as distribution know-how play a key role to support the growing demands. We are ready to take on challenges to expand K-Beauty business in the USA furthermore and we are confident to become strong driving force for rapid growth of K-Beauty Trend.

HANSUNG USA LLC
President Jaden Choi



COMPANY INTRODUCTION

HANSUNG USA LLC

Who We Are

HS@BUSINESS Global K-Beauty Distributor

HEADQUARTERS



HS@BUSINESS

- Founded in 2014
- Annual Sales: USD \$150M
- Sales HQ, Global Sourcing & Distribution Center



GLOBAL NETWORK



HANSUNG CHINA

- China, Hongkong, Taiwan



HANSUNG VIETNAM

- Vietnam, Cambodia, Laos



HANSUNG USA

- North America, South America



HANSUNG PHILIPPINE

- Philippine, Indonesia, Malaysia



HANSUNG Thailand

- Thailand

COUNTRY FLAGSHIP STORE



KOCOMEI KOREA (HQ)

- Founded in 2015



KOCOMEI Thailand

- Grand Open in Dec 2017



KOCOMEI VIETNAM

- Grand Open in Dec 2017

What We Do

HS@BUSINESS

Leading K-Beauty Distributor



Exclusive Brand Curation & Incubation

Pick high quality Korean beauty brands and products through our picky curation and testing process

Fast-track brand incubation for our prosperous exclusive brands



Global Sales & Distribution

Distribute our brands directly or indirectly to national retailers, distributors and wholesalers in 20 countries through our global networks and business partners



Global Marketing & Localization

Based on global social media marketing efforts for brand awareness and education, localized a variety of marketing activities for local customers in their local language and trend

Distribution in 20 Countries



Our Exclusive/Official Brands

KOCOMEI
(Our own brand)

BELBORN
(Our own brand)

23years old
Premium homeware

DR.FROG

A P R I L S K I N

 **secret Key**

borntree

Dr.tree

Coréana

VANT36.5

KONAD

JEJU  *INDI*

LALA

Treecell
WITH MEDIHEAL

SEP
BEAUTY

Dr.Oracle
Your Dermocare Solution

Dr.Young

PRIVIA  **U**

ZHAHYO

THE HAN

Our Featured Brands

It'S SKIN

A.H.C
Aesthetic Hydration Cosmetics

사임당화장품

MEDI HEAL

이지함화장품
LEEJIHAM COSMETICS

LEADERS

Dr.Jart+
Doctor Makes The Difference

TONYMOLY

IOPE

THEFACESHOP
NATURAL STORY

NATURE REPUBLIC

innisfree

AMOREPACIFIC

LG 생활건강

GUERISSON®
9complex

MISSHA

SKINFOOD
since 1957

Dr.Jart+
Doctor Makes The Difference

Dr.Oracle
Your Dermocare Solution

banila co.

the SAEM

ARITAUM

ÀQUTOP
Water holding, Age holding

CLIO
PROFESSIONAL

Sulwhasoo

COSRX

CHARMZONE

MIZON
CREATIVE BEAUTY LAB

ETUDE
HOUSE

Coréana
코리애니 화장품



Vast Selection of K-Beauty Brands

We carry from major K-Beauty Brands to our exclusive brands upon our picky brand curation



Unbeatable Supply Price

We offer prosperous K-Beauty products for competitive prices from global sourcing volume



Domestic Shipping in US

We are proud to deliver our products directly from our US distribution center to your door in US



HS@BUSINESS

HANSUNG USA LLC

92 Argonaut Suite 205, Aliso Viejo, CA 92656
T +1 949 600 6899
F +1 949 421 1661
info@hansungusa.com

Jaden Choi
President
jadenchoi@hansungusa.com

Ryan Kim
B2B Manager
rkim@hansungusa.com