

Confidential

Introduction to Stylus



- **Company introduction**
- **Current Business**
 - **Lotto Sport Korea**
- **Why Stylus?**

Company Introduction

Stylus Company

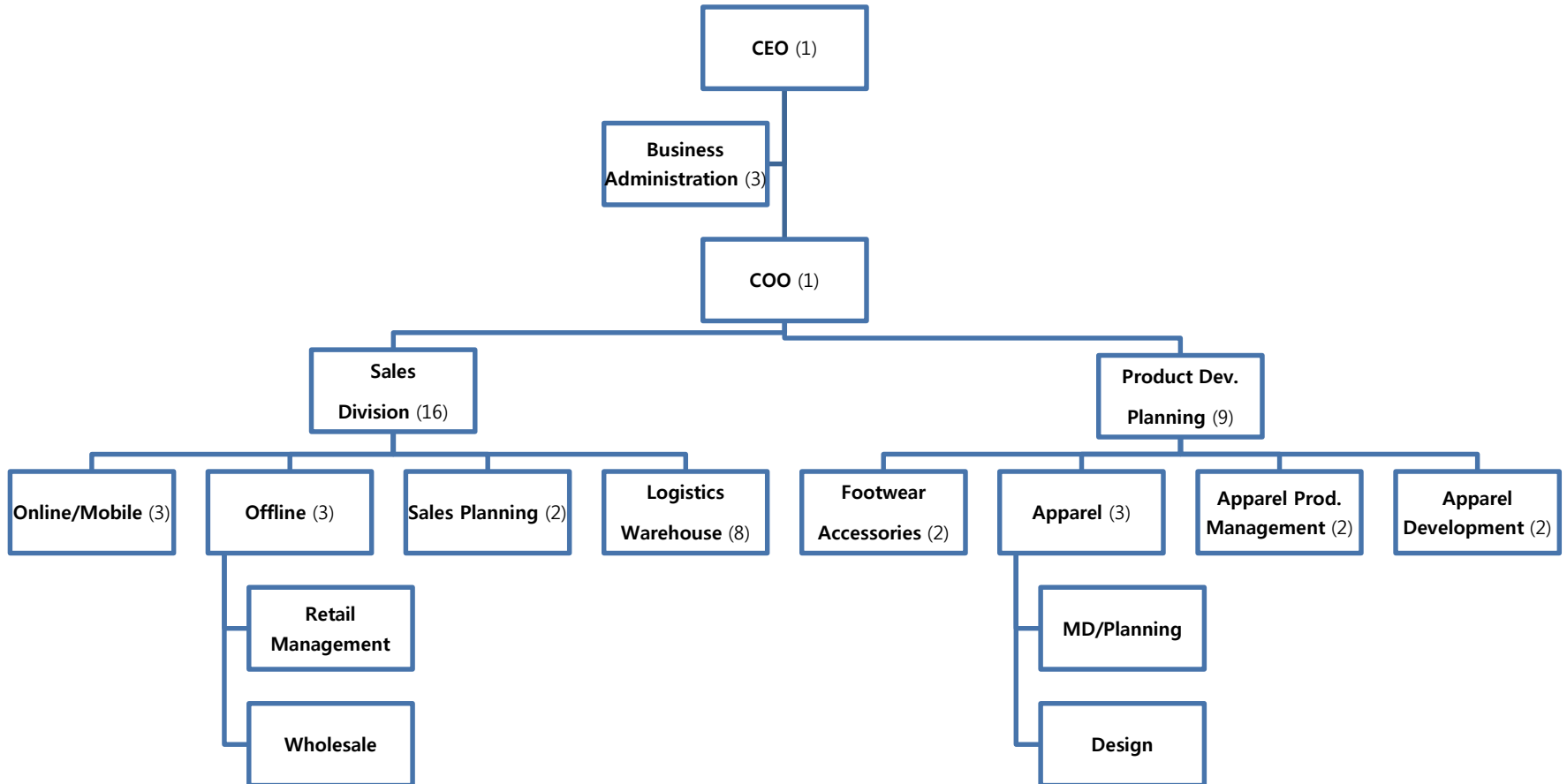
■ Company History

Stylus Company Overview

Founded on	December 10, 1985
Partners	11 (8 Apparel and 3 Footwear production partners)
Sales	USD 35 million (US\$ 1.0 = KRW 1.200)
Employees	30

Date	Milestone
Dec. 1985	Established Jewoo corporation, former Stylus
Jul. 1997	Established Jewoo Manufacturing Co.,Ltd. in Yangon Myanmar
Jul. 2002 ~ Present	Exclusivity Licensee agreement with Lotto Sport Italia S.p.A
Aug. 2002	Awarded customers most iconic item of season : high-end soccer cleat Vento (FIFA 2002 Worldcup winner Brazil captain Cafu's playing cleats)
Jul. 2004	Changed company name to Stylus company from Jewoo Corporation
2004~2007	Endorsement in Daejeon Citizen (K-League)
2007~2013	Endorsement in Daegu FC & KwangJu Sangmu (K-League)
2009~2011	Endorsement in Seongnam FC (K-League)
2011	Disposal of Jewoo Manufacturing to E-Land Group
2012~2013	Endorsement in Daejeon Citizen (K-League)
Mar. 2013	Launched first 100 th retail store
2018	Launched and main sponsored "Lotto Sports Battleground", Futsal event

■ Company Organization



Current Business

Lotto Sports Italia

Brand Introduction : Lotto

As a sole Licensee partner of Lotto Sport in Korea since 2002, Stylus operates around 100 stores in Korea selling two lines: Performance and Life's, for Male/Female sports apparel, Footwear and Accessories.

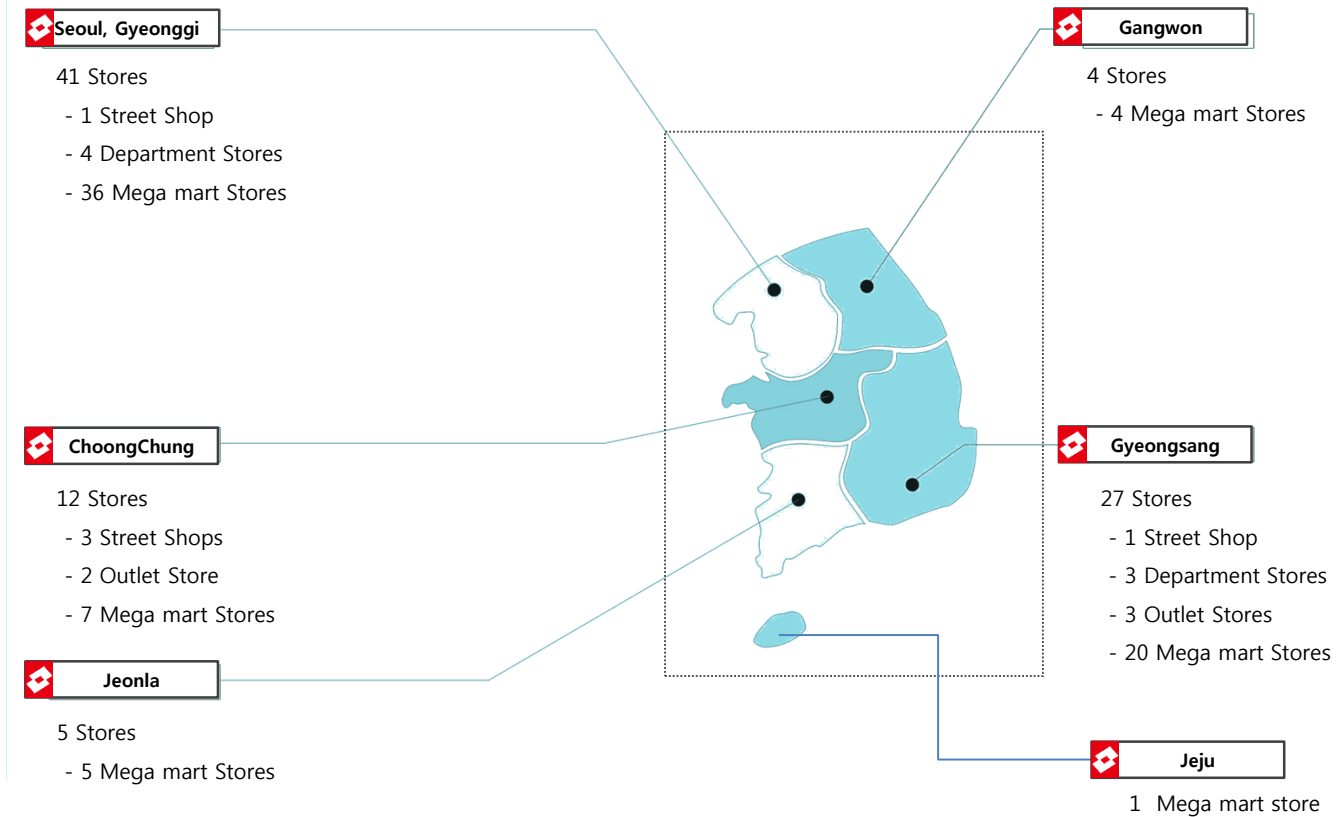


CATEGORY	PRICE RANGE	ITEMS
SHOES	\$25~\$269	Soccer Cleats, Tennis shoes, Running/Walking shoes, Outdoor Trails, Trail running, Sabots, Casual shoes, Kids, Slippers
JACKET	\$65~\$149	Windbreaker, Cycling, Outdoor, Running
T-SHIRTS	\$15~\$65	Basic, Performance, Outdoor
PANTS	\$25~\$79	Basic, Performance, Outdoor
TRAINING SUIT	\$75~\$139	Woven, Knit, Performance Apparel
PADDING & DOWN	\$75~\$250	Vest, Jacket, Down
SKI & BOARD	\$150~\$250	Ski/Snowboard apparel
ACC	\$3.3~\$50	Socks, Innerwear, Cap/Hat, Gloves, Shin Guard, Goggles

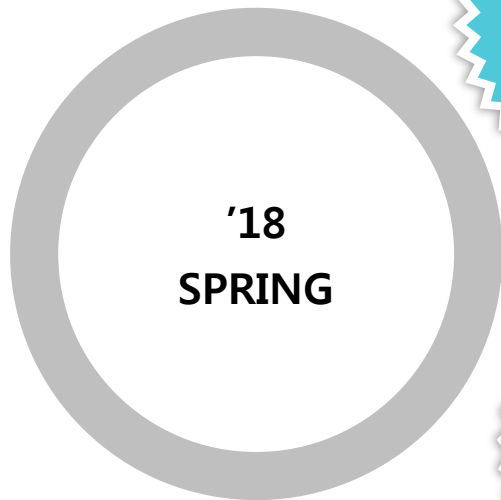
▲ PRICE RANGE

■ Market Operation

Including 12 online stores(w/ one ownership site) and 3 whole sales distributors, Stylus operates Lotto and maintaining market growth throughout strong footprints in two districts in South Korea



■ 2018 Spring Order



Production Partner	Styles	SKU	Order
(주)백***어	10	20	20,050
J**산	19	30	13,630
LHK중국	2	2	300
P****EX GLOB	6	11	4,850
유***타일	4	8	2,600
	41	71	41,430

Production Partner	Styles	SKU	Order
B****G W****G	12	29	39,000
J****N	20	36	48,000
LHK중국	13	22	4,553
LHK캄보	7	12	2,250
태**역	3	7	15,600
	55	106	109,403

Production Partner	Styles	SKU	Order
(주)다****그룹	4	7	1,800
(주)마**	2	3	900
국**사	6	14	3,450
영**방	2	2	1,000
	14	26	7,150

■ 2018 Summer Order



Production Partner	Styles	SKU	Order
(주)백***어	14	27	25,250
(주)*연	3	6	1,900
(주)와***사	15	39	19,900
J**산	2	4	850
LHK방글라데시	9	14	3,650
LHK인도네시아	6	7	1,050
LHK중국	13	21	6,100
P****EX GLOB	12	22	14,100
유***타일	1	3	1,000
현**산	3	6	2,500
	78	149	76,300

Production Partner	Styles	SKU	Order
J*****N	3	6	13,200
건*	1	3	30,000
소*	2	3	30,000
태**역	13	31	31,100
	19	43	104,300

Production Partner	Styles	SKU	Order
(주)다****그룹	4	4	850
(주)마**	1	2	400
	5	6	1,250

■ 2018 Fall Order



Production Partner	Styles	SKU	Order
(주)백***어	4	8	5,800
(주)보****지	4	4	1,950
(주)와***사	2	4	4,000
K**1	5	9	3,900
P****EX GLOB	7	10	8,170
현**산	2	3	1,050
	24	38	24,870

Production Partner	Styles	SKU	Order
BO***NG A***N	5	14	15,800
B****G W****G	2	5	4,800
J*****N	17	34	47,800
LHK중국	13	16	5,050
LHK캄보디아	3	6	1,740
	40	75	75,190

Production Partner	Styles	SKU	Order
(주)다****그룹	3	3	550
	3	3	550

■ 2018 Winter Order



Production Partner	Styles	SKU	Order
(주)백***어	14	27	17,000
(주)외***사	5	10	9,140
K**1	1	3	1,000
P*****EX GLOB	3	6	5,100
현**산	5	6	3,750
	28	52	35,990

Production Partner	Styles	SKU	Order
J*****N	6	14	31,450
	6	14	31,450

Production Partner	Styles	SKU	Order
(주)마**	1	2	450
	1	2	450

■ 2018 Non-Seasonal Order



Production Partner	Styles	SKU	Order
J**산	8	19	5,550
LHK중국	1	1	250
유****닝	2	2	10
한**아	10	12	440
	21	34	6,250

Production Partner	Styles	SKU	Order
LHK중국	2	3	1,504
LHK파키스탄	1	3	1,512
명****딩	1	4	320
성**산(주)	7	16	6,150
우**사	2	4	1,600
	13	30	11,086

Why Stylus?

➤ Why Stylus?

- **Competitiveness**

- Cost benefit

- : Strong presence and experience in China/Vietnam of production partners

- Stable Logistics and Warehousing

- : Qualified logistics and warehouse management throughout 16 years of experience

- Strong market footprints in Korea

- : Variety of market distribution -> Retail, Wholesale, Online, etc.

- **Customer Satisfaction**

- Exceptional localization

- : With 16 years experience of handling single brand, Stylus is capable of adding re-designed, yet maintaining original theme, localized products which in high demands in local area in add to original import goods.

- **Seamless Support**

- Commitment from top management

- : Localizing for market demands, but maintaining original theme with continuous communication with Licensor as experienced with Lotto Sport Italia

The End