



ATOMY PROFILE 2024



2024 ATOMY PROFILE

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www.atomy.com

ATOMY PROFILE 2024

Company name
Atomy Co.,Ltd.
Established
June 1, 2009
Founder
Han-Gill Park

Headquarters
2148-21, Baekjemunhwa-ro, Gongju-si, Chungcheongnam-do,
Republic of Korea

Products
Health foods, beauty, hair & body, living & home decor,
home appliances, fashion, food

Global branches
U.S., Japan, Canada, Australia, China, Europe, 26 global
branches in total



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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

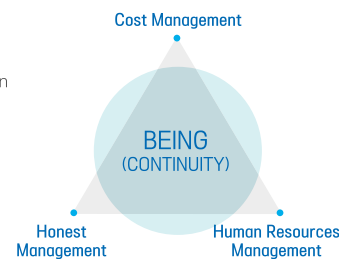
- Precise Product Cost Control
- Strict Fixed Cost Control
- Stable Financial Management based on Zero-Debt Policy

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 Speed 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.

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.



夢想

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



GLOBAL ATOMY

Pioneering the World Market to
Become a Global Distribution Hub

ACTS
Atomy Collaboration Total System

ACTS
Atomy Collaboration Total System

SUCCESS

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)

2011



Going Global

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

- 12 [Atomy Korea] Received \$5M Export Tower Award

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

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)

2014

Entering the Gate of World's Largest Market

Opened Atomy Taiwan (Kaohsiung)

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

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)

2009~2011

2012~2013

2014~2016

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

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

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 Korea] 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)

2017~2019

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

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 Korea] Received \$300M Export Tower Award
- 11 [Atomy Korea] Absolute CellActive received King Sejong Award from KIPO

2020~2021

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

2023

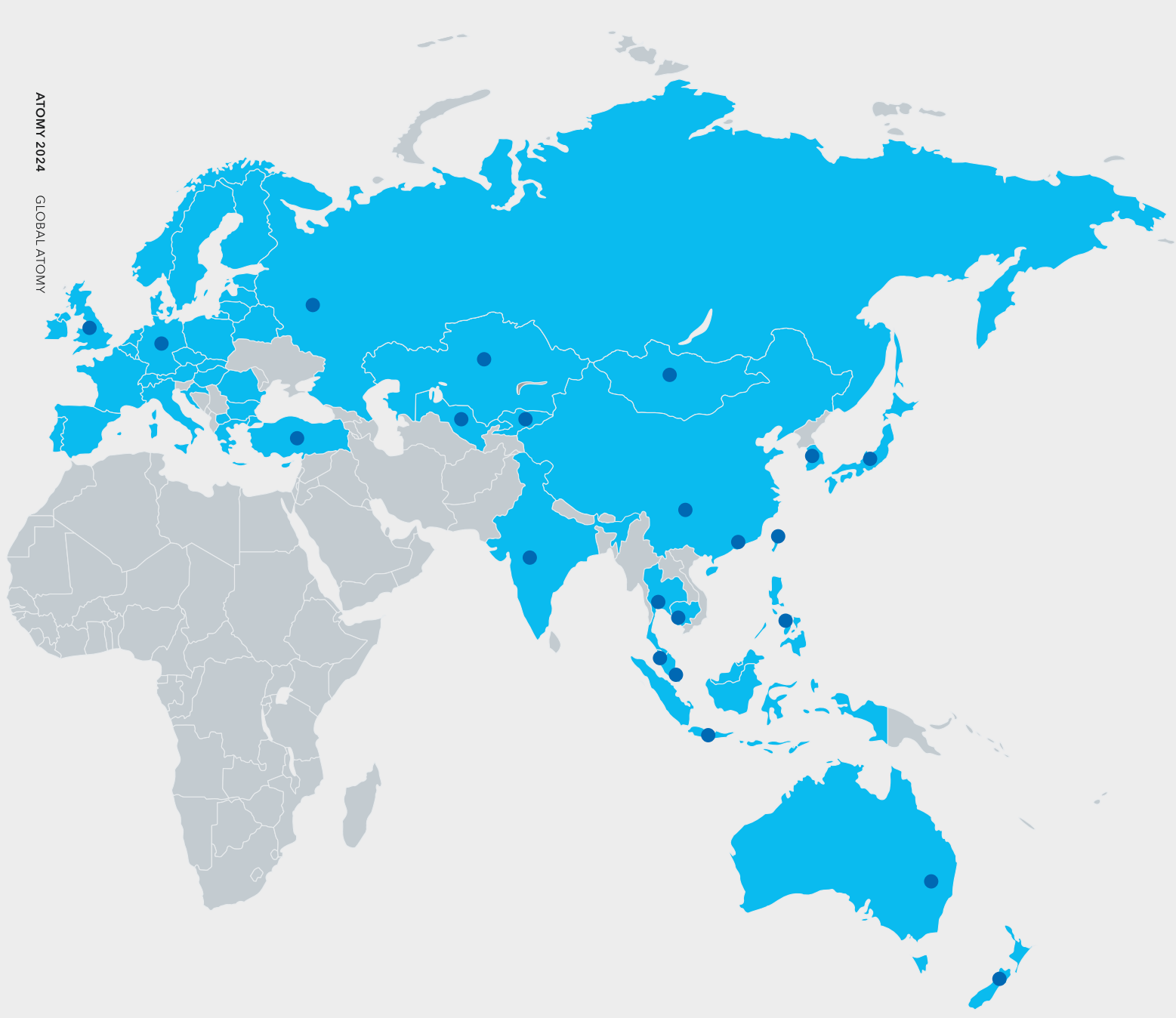


Strengthening Global Business by Covering European Market

Opened Atomy Europe (Germany)

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

2022~2023



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 2023. 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

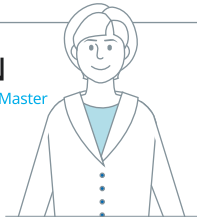
Atomy is a global distributor that attracts consumers from all over the world. Atomy keeps pushing forward to become a global hub of distribution.



ATOMIANS' STORIES

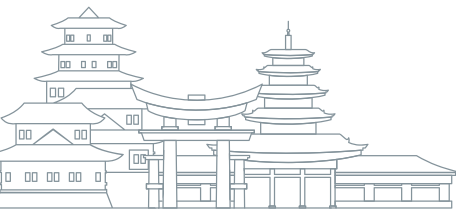
ATOMY JAPAN

Age 38 Female / Crown Master



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。

Realize your dreams through Atomy. I hope you live a fulfilling, loving, learning, and contributing life. It's never too late.



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

Age 59 Male / Diamond Master

ATOMY KOREA

Age 57 Male / Imperial Master



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

ATOMY PHILIPPINES

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.



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.



ATOMY THAILAND

Age 47 Male / Star Master

ทั้งด้านความมั่นคงและการเติบโตของบริษัท ที่มาของสินค้าที่มีคุณภาพ แผนการตลาดที่มีผู้ประสบความสำเร็จจริง และเริ่มศึกษาระบบของอะโทมีย่างจริงจัง ทำให้พบว่านี่คือโอกาสที่ดีที่สุดครั้งหนึ่งในชีวิต

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 necessities. Atomy is an opportunity. Your dreams will come true with Atomy's Success System.

ATOMY MALAYSIA

Age 45 Male / Sharon Rose Master



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)**
HemoHIM
Absolute CellActive Skin Care
Probiotics 10+
Skincare System The Fame
Wet Wipes
- 2 JAPAN**
A-Solute Selective
Premium Lutein 30 (GSGS)
Absolute CellActive Ampoule
Alaska E-Omega 3
Probiotics 10+
- 3 TAIWAN**
Bitter Melon Capsules (GSGS)
Ethereal Oil Patch (GSGS)
Recycled Interfold
Toilet Tissues (GSGS)
Probiotics 10+
Toothpaste Plus
- 4 SINGAPORE**
Probiotics 10+
Ethereal Oil Patch (GSGS)
HemoHIM
Vital Color Vitamin C
Bitter Melon Capsules (GSGS)
- 5 CAMBODIA**
Toothpaste Plus
HemoHIM
Cafe Arabica
Probiotics 10+
Ethereal Oil Patch (GSGS)
- 6 PHILIPPINES**
HemoHIM
Cafe Arabica 200T
Cafe Arabica 50T
Toothpaste Plus
Alaska E-Omega 3
- 7 MALAYSIA**
Probiotics 10+
Ethereal Oil Patch (GSGS)
HemoHIM
Vital Color Vitamin C
Vital Mega Vitamin C 2000
- 8 THAILAND**
HemoHIM
Vital Color Vitamin C
Evening Care
Absolute CellActive Skin Care
Toothpaste Plus
- 9 INDONESIA**
HemoHIM
Ethereal Oil Patch (GSGS)
Absolute CellActive Ampoule
Vital Color Vitamin C
Pomegranate Beauty
- 10 CHINA**
Organic Fermented Noni
Concentrate
HemoHIM
Probiotics 10+
Absolute CellActive Skin Care
Alaska E-Omega 3

EUROPE

- 1 RUSSIA**
HemoHIM
Toothpaste Plus
Vital Color Vitamin C
Pure Spirulina 100%
Alaska E-Omega 3
- 2 TURKIYE**
Absolute CellActive Skin Care
Absolute CellActive Ampoule
Daily Expert Mask (Firming)
Daily Expert Mask (Brightening)
Marine Ampoule Gel Mask
- 3 UK**
Toothpaste Plus
Absolute Essence Sun
Probiotics 10+
Evening Care
Vital Color Vitamin C
- 4 EUROPE(GERMANY)**
Toothpaste Plus
Toothbrush
Evening Care
Toothpaste Plus 50g
Vital Color Vitamin C

NORTH AMERICA

- 1 CANADA**
HemoHIM
Absolute
Probiotics 10+
Ethereal Oil Patch (GSGS)
Toothpaste Plus
- 2 USA**
HemoHIM
Cafe Arabica
Absolute CellActive Skin Care
Toothpaste Plus
Probiotics 10+

NORTH AMERICA

- 1**
- 2**
- 1**

CENTRAL & SOUTH AMERICA

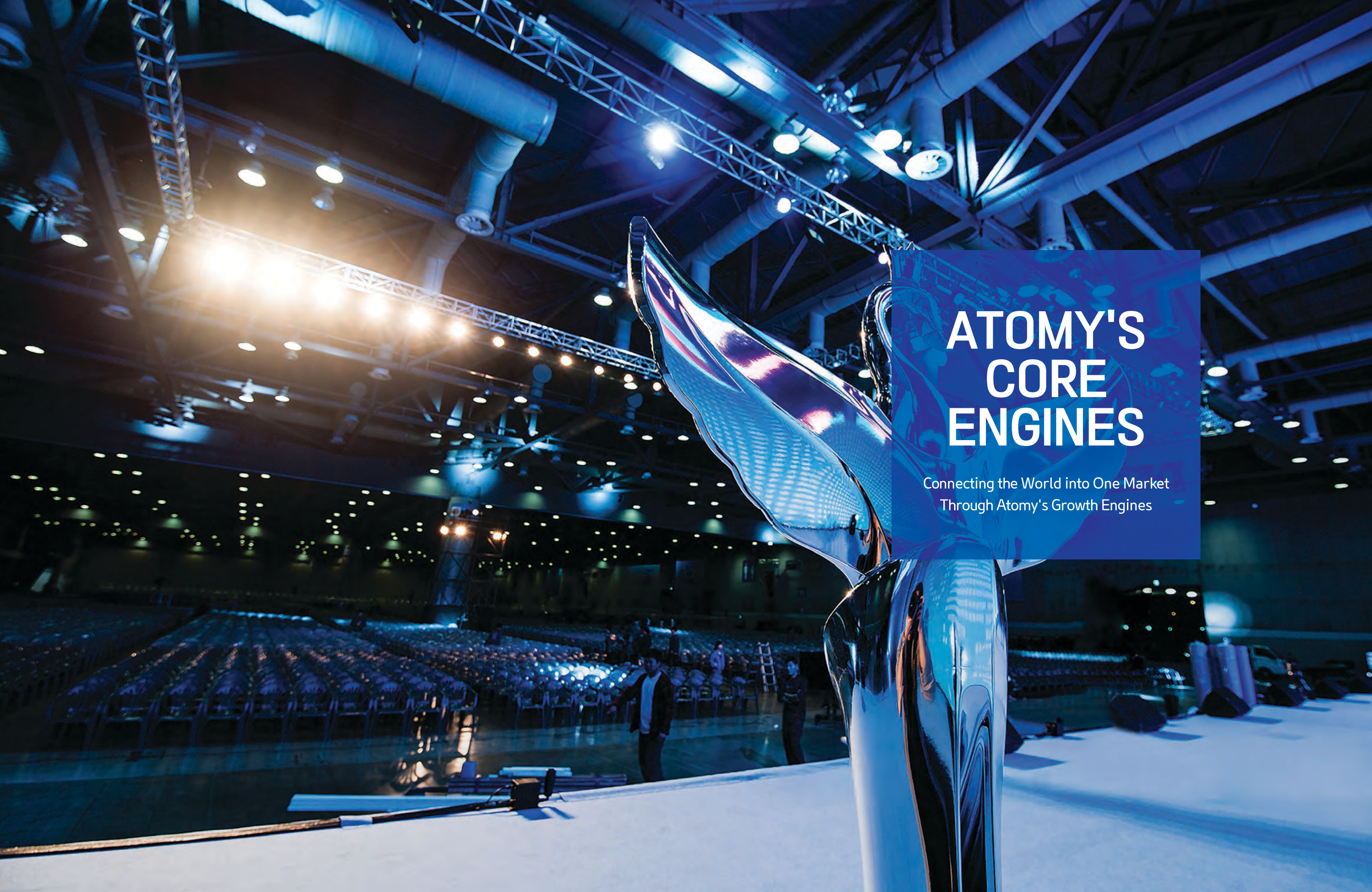
- 2**
- 3**

CENTRAL & SOUTH AMERICA

- 1 MEXICO**
HemoHIM
Toothpaste Plus
Alaska E-Omega 3
Vital Color Vitamin C
Puer Tea
- 2 COLOMBIA**
Toothpaste Plus
Cafe Arabica
Alaska E-Omega 3
Oral Care System
Toothbrush
- 3 BRAZIL**
Oral Care System
Toothbrush
Absolute CellActive Skin Care
Toothpaste Plus
Evening Care

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+



ATOMY'S CORE ENGINES

Connecting the World into One Market
Through Atomy's Growth Engines

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's Vision Studio 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

6,395

* Cumulative total of seminars online and offline



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.

SEMINAR FOR PART-TIMERS

Designed for those who do Atomy as a side job, this seminar offers concise information about the business for busy working people.

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 of all companies
in the same industry
for 13 years in a row

0.21%

* 2023 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 19 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 Raw Ingredients Grown in Optimal Areas

Angelica gigas, Cnidium officinale, and Paeonia japonica are the raw ingredients of Atomy HemoHIM which are grown in areas with fresh air, clean water, and abundant sunlight such as Pyeongchang in Gangwon Province, Jecheon in North Chungcheong Province, and Hwasun in South Jeolla Province. Kolmar BNH, which manufactures Atomy HemoHIM, uses contract farming as a principle to secure the highest level of raw materials.

Sales in 19 Regions Worldwide

HemoHIM has reached consumers globally through Atomy's distribution highway from Europe and the Americas, Asia and Oceania, and even to China. It holds 16 patents outside of Korea, including in the U.S., Russia, and Europe, and has firmly established itself as a "popular luxury product" that symbolizes Atomy, generating sales of over 300 billion KRW worldwide each year.



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

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, Atomy's flagship luxury product, has recorded sales of \$77 million annually since its launch in 2017.

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 α, 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
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
PHILIPPINES	Organic Coconut Sugar
AUSTRALIA	Manuka Honey
THAILAND	Coffee
INDIA	Spirulina
NEW ZEALAND	Green-lipped mussels oil



ATOMY'S SUSTAINABILITY

Sustainable management to create a brighter
future for society and consumers

BLUE MARINE



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

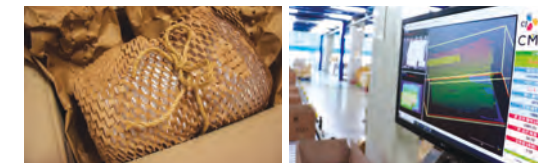
Product Redesign for Zero Plastic

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.



Reduction of Environmental Costs Through Waste Management

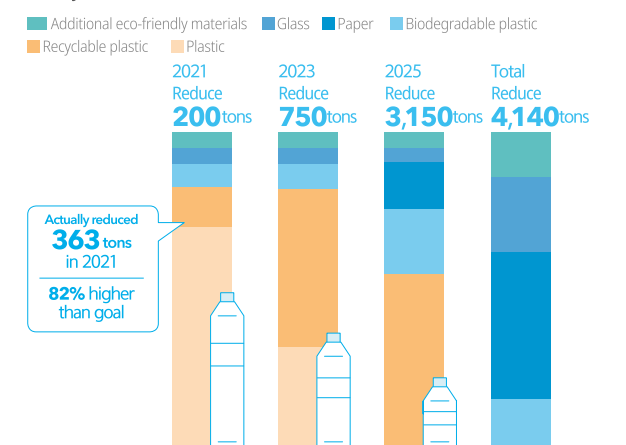
In accordance with Article 10 of the Enforcement Decree of the Act on the Promotion of Saving and Recycling of Resources, Atomy participates in reducing environmental costs associated with waste management by reducing waste generation and efficiently recovering and treating waste at the manufacturing 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.

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 non-compliant, 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.

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

<p>Turn off lights and install LED bulbs</p> <p>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</p> 	<p>Adjust heating & cooling and utilize late-night electricity</p> <p>Decrease days of heating (60→42 days) and cooling (90→72 days) and utilize late-night electricity by installing in-house heat shrinkage system</p> 	<p>Low carbon lunch day</p> <p>Lower carbon footprint by reducing leftover food by 30% (twice a year)</p> 
<p>Waste clean-up activities at Geum River</p> <p>Plogging (pick up litter + jogging) at Shingwan Park in Gongju City for Atomy employees</p> 	<p>No disposable cups</p> <p>Zero disposable cups at cafes within building by replacing with eco-friendly cups made of plastic-substitute CX material</p> 	<p>Upcycling Campaign</p> <p>Collect jeans to create upcycled reusable cup holders</p> 

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 Reap.



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 white 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

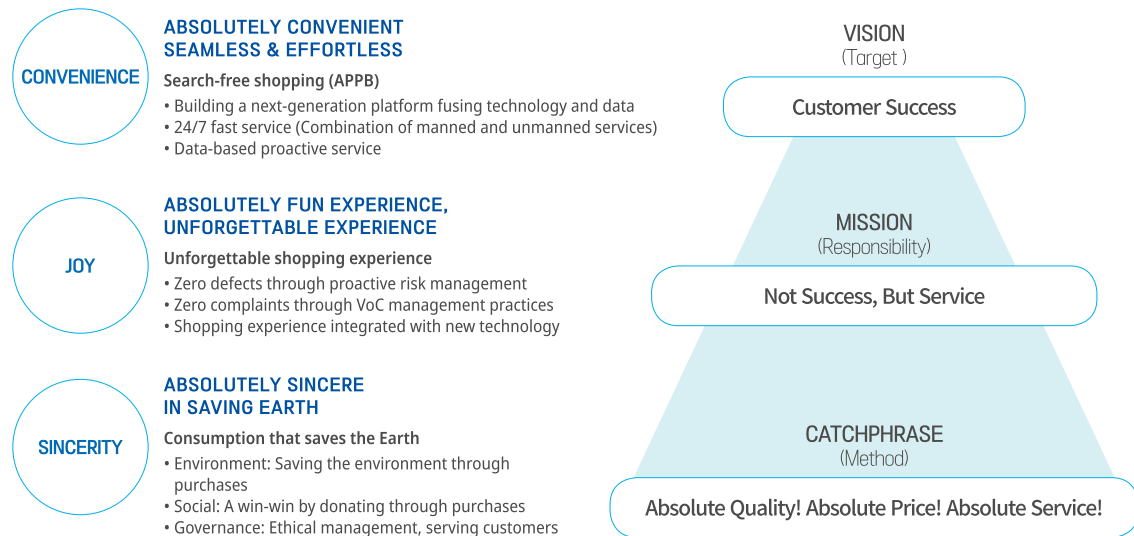
STEP	STEP 1. AWARENESS AND SPEED		STEP 2. STABILIZATION	STEP 3. EXPANSION	
YEAR	2021	2022	2024	2027	2030
Zero Plastic	Eco-friendly product redesign / Eco-friendly product development		Product development / Product improvement / Eco-friendly material development / Logistics development / Reorganization	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 collection 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



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)

In order to recognize customers' needs more clearly and respond quickly and accurately, we have established a VOC management team since 2016 and are coordinating with our partnering companies through a 24-hour turnaround process.



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)



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

<p>01 Clear payments within one week of delivery</p>	<p>02 Financial support for facility improvements</p>	<p>03 Cash advance for raw material procurement</p>
<p>04 One Partner Per Product Policy</p>	<p>05 Secure distribution network of Atomy business members</p>	<p>06 Reasonable supplier prices through cost price monitoring</p>



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, 26 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. In 2022, Atomy donated an additional 12 billion KRW for emergency relief for children including rebuilding of conflict areas in Ethiopia and Covid-19 support.



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 is the only company in the household goods and retail sector as well as among the top 500 companies in 2022 to have a donation-to-revenue ratio of higher than 2%.

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.



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

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.





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 2023, through Atomy RUN in Taiwan, 1200 PTFE masks were provided to 28 elementary schools across the country and approximately 490 million KRW was donated to 8704 underprivileged students for tuition fees.



PMCI medical aid in Cambodia

PMCI is an NGO that provides medical care in underserved areas of Cambodia and Myanmar. Atomy donated 2.1 billion KRW in 2022 for PMCI's mobile medical services and 3.3 billion KRW in 2023 to fund the construction of a hospital in Cambodia.



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.



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 elementary school in Cambodia

Starting with a project to offer free school meals at Penh Mokot Elementary School in June 2015, Atomy Cambodia has carried out facility renovations including electrical work, floor tiling, and painting to help students study in classrooms that are clean and bright. Since then, we have continued to deliver supplies and donations every year and provide high-quality meals daily to help students maintain a good nutrition.



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

- 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.



Delete, 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.

Best Workplaces
2020-2021 GPTW Korea
No. 1 "Great Place To Work" in Korea out of 100 companies

Great Place To Work
2022 GPTW Korea
Selected No.2 Best Workplace in Asia and Grand Prize winner

WLB
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.



Atomy Park Virtual Tour

Area Lot area 26,430㎡
 Building area 5200.39㎡
 Gross area 9722.16㎡

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

Awards

Architecture Masterprize
 Received the 2019 Architecture Master prize (mixed-use architecture) - USA


Received the Korean Institute of Architect 2019 Award



INTERIOR



PEOPLE



ONLINE & OFFLINE TOOLS

global.atomy.com

Atomy's Official website



ch.atomy.com

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



shop.atomy.com

Atomy Korea's Shopping Mall website



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 notification services



for iOS



for Android

Publications

Company profile, magazines, catalogs



Social Media

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



YouTube



Facebook



Instagram



THE ATOMY DNA

This book contains Atomy's management philosophy, vision, and over a decade of footsteps and achievements.



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