ATOMY PROFILE 2022

ENGLISH

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ATOMY

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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)

Continuity is the primary goal and most important social responsibility of any organization. Atomy's employees, members, consumers, partnering companies, and the community interact as parts of one big organism. Hence, Atomy's survival depends on the continuity of all of its stakeholders, and Atomy must also survive and continue to create added value for the sake of all the other connected parties.

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

Continuity is indeed the first goal of a business, but growth generates added value. Speed is the most crucial factor of Atomy's growth. Atomy believes that advancement is achieved when moving forward on the right track.

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

Balance is the concept of how we distribute the value we create. Balanced distribution means fair distribution, which helps us expand and reproduce limited value more efficiently. In this way, Atomy seeks to maximize its social utility for all stakeholders and fulfill its social responsibility.

According to Liebig's Law of the Minimum, also called the Barrel Theory, the capacity of a barrel with staves of different lengths is determined by the shortest stave. Likewise, a business's sustainability is decided by how well it gives back the created value.

Atomy's continuity is not guaranteed without the very existence of our members and consumers, and greed for profit and arbitrary distribution of surplus can lead to customer exodus. Balance, therefore, is about necessary re-investment for continuity, the first of Atomy's founding principles.

MANAGEMENT OBJECTIVES

Customers' Success

Customers are not merely a means for Atomy, but rather an ultimate goal. The Philosophy of Cow Feeding vs. Baby Feeding best describes Atomy's mindset towards customers. Farmers feed cows, not for the cows' sake, but to gain milk. The reason we nurture our babies, however, is not that we expect anything in return. Their well-being is the final objective.

Atomy wants to go beyond satisfying customers with our products. We want to make them fall in love with the products and ultimately succeed with us. We help them become successful both as consumers and business owners of Atomy.

A Distribution HUB

Atomy aims to become a global distribution hub. To be the center of the distribution network, Atomy will establish absolute competitiveness to connect manufacturers and consumers worldwide. Through our Global Sourcing Global Sales (GSGS) strategy, Atomy will source high-quality products and services that meet the Absolute Quality Absolute Price standard and supply them all around the world.

A Premier Company

Atomy wants to be a Premier Company, namely, the best of the best. Our management philosophy, "Honesty and Goodness is the Best Strategy," urges us to focus on the fundamentals of distribution, supplying quality products at low prices to the market.

Accordingly, we foster creative individuals who can produce added value based on a solid moral foundation.

MANAGEMENT PHILOSOPHY

A Small but Big Company

Atomy aims to be a small but big company. Establishing a rock-solid and sturdy infrastructure comes before increasing the size of the company. Our management philosophy is aligned with one of our founding principles, Continuity. To achieve this, Atomy implements a delicate management strategy of eliminating unnecessary expenses.

Atomy pursues a big company that makes its members' success grand, employees' happiness unmatchable, and its contribution to society meaningful. And to be a small but big company, Atomy adheres to the Absolute Quality Absolute Price principle for the success of our members. We also invest in employee benefits for their well-being and establish the culture of growing together and sharing for the development of society.

C.I. PHILOSOPHY
CORPORATE IDENTITY

atom美 ATOMY

Atomy Blue
PANTONE 2995C C83 M1 Y0 K0 / R0 G181 B239

The blue represents hope for the future and our company spirit of cherishing people.

Atomy White
WHITE C0 M0 Y0 K0 / R255 G255 B255

The white represents the clean design of Atomy products and the company's pure, transparent, and honest spirit.

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.

PROFILE

Chairman Han-Gill Park

Doctor of Business Administration, Woosong University

Honorary Doctor of Ministry, Canada Christian College

2019~Present

Chairman, Atomy Co., Ltd.

President, Korea Direct Selling Industry Association

Member, WFDSA CEO Council

Director, Dreamy High School

夢想

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 phrase "the Law of Your Mind" is his conviction of this dream. "I tried this product and loved it. So why don't you just try it first, then decide if you'll use it or not?" This shows how confident he is in Atomy's products and direct sales.

The Dearest Dream Comes True

Park built Atomy from the ground up, and now the company has grown into a global distributor with sales amounting to $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. Han-Gill Park says that your dearest dream will come true, and Atomy is the evidence.

GLOBAL ATOMY

Pioneering the World Market to
Become a Global Distribution Hub

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.

2010
Laying the Cornerstone of a Global Atomy
Opened Atomy USA (Seattle)

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.

2009~2010

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

2011
Going Global
Opened Atomy Canada (Vancouver), Atomy Japan (Tokyo)

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

2011~2012

2014
Entering the Gate of World's Largest Market
Opened Atomy Taiwan (Kaohsiung)

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

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)

2013~2014

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

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)

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

2015~2017

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)

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

2018~2019

2021
International Sales Surpass Domestic Sales
Opened Atomy New Zealand (Auckland), Atomy Turkey (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
- 01 [Atomy Korea] Awarded Top 100 Great Places to Work in Korea by GPTW

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

2020~2021

ATOMY ON THE GLOBAL STAGE

Global Atomy

- Opened
- Opening by 2022

ASIA PACIFIC

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

NORTH AMERICA

- USA / Canada

CENTRAL & SOUTH AMERICA

- Mexico / Colombia
- Brazil

EUROPE

- Russia / UK / Turkey

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 at not only your own energy but also at the energy around you. However, if you know Atomy's products, compensation plans, 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

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 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.

ATOMY THAILAND
Age 47 Male / Star Master

ทั้งด้านความมั่นคงและการเติบโตของบริษัท
ที่มาของสินค้าที่มีคุณภาพ
แผนการตลาดที่มีผู้ประสบความสำเร็จจริง
และเริ่มศึกษาระบบของอะโทมี่อย่างจริงจัง
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 MALAYSIA
Age 45 Male / Sharon Rose Master

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 AT A GLANCE

WE ARE GLOBAL ATOMY!

GLOBAL DIRECT SELLING COMPANY **11th**

* U.S. Direct Selling News, 2020

GLOBAL MEMBERSHIP SIZE

16.0 million

ATOMY'S GLOBAL MEMBERSHIP TREND
(UNIT: 10,000)

ATOMY SEMINARS

6,395 seminars

Since its inception, Atomy has hosted a total of 6,395 seminars around the world. The number of seminars in 2021 alone was 1,425, which means globally, there were at least 3 seminars held each day.

NUMBER OF MEMBERS OVER AGE 65

1 Million

The Era of Life Expectancy 100. Start Act III of your life with Atomy.

There is no age limit for starting a business with Atomy. More than one million of our members are over the age of 65.

ABSOLUTE QUALITY ABSOLUTE PRICE

RETURN RATE FOR 11 YEARS **<1%**

One-tenth the return rate of top 30 companies in same industry
*Atomy Korea, Based on Korea Fair Trade Commission data, 2021

ATOMY HEMOHIM

More Product for Lower Price 30 PACKETS > 60 PACKETS

SALES RANK IN THE INDUSTRY **#1**

#1 Top selling product in the industry for 7 consecutive years, Atomy Korea
Korea Fair Trade Commission (2015-2021)

CUMULATIVE SALES
$1.65 BILLION
Cumulative sales of a single product over $1.65 billion (first half of 2022)

INTERNATIONAL PATENTS
21
USA, Japan, Germany, UK, France, Italy

ABSOLUTE CELLACTIVE SKINCARE

First in cosmetics industry
KING SEJONG AWARD GRAND PRIZE

Absolute CellActive Skincare was the first in the cosmetics industry to win the King Sejong Award by the Korean Intellectual Property Office after receiving the IR52 Award and NEP (New Product Certification) Certification for patent technology. Moreover, with an "Excellent" seal of approval by Germany's leading skincare research institute, Dermatest, Atomy's skincare technology is highly acclaimed.

- **2021** • Won King Sejong Award from KIPO
- **2020** • Acquired NEP certification for innovative technology
  • Received 92nd IR52 Jang Young-shil Award for entire Absolute CellActive Skincare set of 6
- **2019** • Sold Over 1 Million Absolute CellActive Ampoules
- **2018** • Earned "Excellent" grade by Germany's Dermatest

ATOMY TOOTHBRUSH

1 SEC.

Atomy Toothbrush Sold Every Second

The Atomy Toothbrush is often called the "One Second Toothbrush" because one toothbrush is sold every second. In 2021, over 37 million units were sold.

ATOMY'S CORE ENGINES

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

ATOMY SUCCESS SYSTEM

Atomy's Success System Support

Atomy supports business training programs and motivational events to bring about customers' success. Our offline and online seminars allow Atomy members around the globe to communicate and cooperate, unconstrained by time and space. Atomy has the industry's leading broadcasting system and established ENM (Entertainment & Media) department. We use Augmented Reality (AR) technology for virtual seminars and product experiences and eXtended Reality (XR) technology for virtual online 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 ENM is part of our unique Success System that combines business and culture. It blends Atomy seminars with diverse arts, such as operatic pop, musicals, dance, and poetry readings. Atomy's ENM content provides entertainment and relaxation to our hard-working members and motivates them with an enjoyable work environment.

ATOMY SEMINARS

Atomy Offers a New Vision in the New Normal Era

Atomy jumped on the contactless trend and embarked on providing various web seminars, including Online Success Academy. The Success System allows Global Atomy members to succeed together by communicating and collaborating without limitations of time and space.

Atomy Seminars Held Worldwide in 2021

Around 6,395

* Online and offline seminars combined

WORLD SUCCESS SHOW

The World Success Show, held every 2 months, vividly features information about new products from around the world, global success stories, and the Atomy vision in various languages.

SUCCESS ACADEMY

Success Academy, held once a month, is Atomy's signature seminar that provides know-how for success and direction for a balanced life. It is also referred to as Atomy Success Training Academy.

ONE-DAY SEMINAR

The One-Day Seminar serves as a guiding light on the path to success. It consists of the company introduction, marketing plan, and product descriptions.

AFTER-WORK ATOMY

This seminar is designed for those who do Atomy business on the side to earn extra income. It provides compact information on the Atomy business for part-timers.

ATOMY PERSONAL PLATFORM BUSINESS

Connecting Countless Consumers

The Atomy Personal Platform Business (APPB) allows members to become a platform that connects countless consumers. As the hub of an extensive distribution system established by Atomy, the platform serves to introduce products to consumers as well as guide new members, creating and distributing new value. As more and more people participate in the platform, new value is created exponentially, which fuels the growth of the Atomy Personal Platform Business.

No Fees for Registration, Maintenance, Upgrades

Atomy members can customize their personal platforms by adding their business know-how and content to the basic template provided by Atomy with no required capital or skills. Members can use the platform at no cost without any registration, maintenance, or upgrade fees. Through the personal platform, members can expand their business activities, which were previously in-person, to an online format to meet consumers, introduce products, and invite others to participate in the platform business without being limited by time or space. The APPB also enables automatic and ongoing sales promotions such as new product marketing, repurchase notifications, and product recommendations.

A Novel Paradigm of Distribution

Personal platform owners benefit as consumers who purchase quality products at low prices. They also benefit economically through the distribution of value created by the platform. This is the differentiating factor that gives the APPB a competitive edge over traditional distributors. Atomy provides full support for global expansion of the personal platform business through Absolute Quality Absolute Price products, Member Success System, and Global Sourcing & Global Sales Strategy. We provide a platform for our members, who in turn utilize the platform to provide services for consumers. The new value that is constantly generated in this way is distributed back to the members according to our transparent compensation plan.

ABSOLUTE QUALITY ABSOLUTE PRICE

The Reason that Consumers Choose Atomy Over Other Distributors:
Good products at low prices. Already chosen by more than 16 million members, our journey to earn top choice by the world's 8 billion people will forge ahead, driven by Atomy's Absolute Quality Absolute Price and Personal Platforms.

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.

TOP 5 MOST POPULAR PRODUCTS IN GLOBAL ATOMY

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.

NORTH AMERICA

CANADA
HemoHIM
Absolute
Probiotics 10+
Skin Care System The Fame
Evening Care 4 Set

USA
HemoHIM
Absolute
Vital Color Vitamin C
Toothpaste Plus
Skin Care System The Fame

CENTRAL & SOUTH AMERICA

MEXICO
HemoHIM
Vital Color Vitamin C
Toothpaste Plus
Alaska E-Omega3
Slim Body Puer Tea

COLOMBIA
Fabric Detergent
Herbal Hair Shampoo
Dish Detergent
Toothpaste Plus
Absolute

EUROPE

RUSSIA
HemoHIM
Toothpaste Plus
Vital Color Vitamin C
Alaska E-Omega3
Evening Care 4 Set

AFRICA

ASIA PACIFIC

CHINA
HemoHIM
Absolute CellActive
Skin Care 6 System
Probiotics 10+
Alaska E-Omega3

SOUTH KOREA(HQ)
HemoHIM
Probiotics 10+
Absolute CellActive
Vital Color Vitamin C
Pomegranate Beauty

JAPAN
A-Solute Selective
Skin Care System The Fame
Premium Lutein 30 (GSGS)
Atomy 100% Korean Red Ginseng Spherical Granule
Omega 3 (GSGS)

TAIWAN
HemoHIM
Probiotics 10+
Recycled Interfold Toilet Tissues
Toothpaste Plus
A-Solute Selective

HONG KONG
HemoHIM
Absolute CellActive
Probiotics 10+
Pomegranate Beauty
Turmacin MSM

PHILIPPINES
HemoHIM
Alaska E-Omega3
Café Arabica
Toothpaste Plus
Probiotics 10+

CAMBODIA
HemoHIM
Toothpaste Plus
Vital Color Vitamin C
Probiotics 10+
Café Arabica

INDIA
Skin Care System The Fame
Toothbrush
Toothpaste Plus
Hydra Brightening Care set
Evening Care 4 Set

THAILAND
HemoHIM
Absolute CellActive Ampoule
Toothpaste Plus
Acne Clear Foam Cleanser
Evening Care 4 Set

MALAYSIA
HemoHIM
Vital Color Vitamin C
Probiotics 10+
Pomegranate Beauty
Absolute CellActive Ampoule

SINGAPORE
HemoHIM
Vital Color Vitamin C
Ethereal Oil Patch
Probiotics 10+
Pomegranate Beauty

OCEANIA

INDONESIA
HemoHIM
Absolute CellActive Ampoule
Pomegranate Beauty
Toothpaste Plus
Absolute CellActive Skincare

AUSTRALIA
HemoHIM
Absolute
Pomegranate Beauty
Probiotics 10+
Absolute CellActive Ampoule

GLOBAL SOURCING GLOBAL SALES STRATEGY

The Global Sourcing Global Sales (GSGS) Strategy is about procuring products that uphold our Absolute Quality Absolute Price standard and distributing them worldwide. The GSGS strategy will raise the influence of Atomy's Personal Platform Business to a global level.

Sales of products produced outside of Korea and sold through the Atomy network reached $100 million last year, with expectations to grow to over $180 million in 2022.

Global Sales from the GSGS System
(Unit: USD in millions)
※ Based on Internal Data

GSGS PRODUCTS

USA	Vitamin B Complex, Probiotics, Organic Black Chia Seeds, Himalayan Pink Salt, Organic Oatmeal, Fruit Bites, Plant Calcium, Women's Probiotics
JAPAN	Premium Lutein 30, Omega 3, Calcium, Supportive Stockings, Isoflavone, Plasma α, Half Stockings, Fucoidan Capsule
TAIWAN	Sandwich Laver, Ethereal Oil Patch, Dried Fruit, PTFE Membrane Mask, Wet Wipe, Artichoke Capsule, Bubble & Color, Sanitary Pads, Tissue, Sesame Oil Grilled Laver, Antrodia Cinnamomea Drink, Soy Sauce (Black Bean), Fish Collagen Drink, Kitchen Towel, Bitter Melon Capsule, Mineral Water, Pet Ear Sanitizer, Hand Sanitizer, Dehumidifier, Dog shampoo
CAMBODIA	Kampot Black Pepper
MALAYSIA	Instant Hand Sanitizer, Moon Cakes (seasonal), Cookies (seasonal), Chicken Curry Paste, Bird's Nest Drink
MEXICO	Avocado Oil
CHINA	Toothbrush, Sanitary Pads, Utensils for Babies, Sanitary Gloves, Sanitary Bags, Zipper Bags, Apple Chips
PHILIPPINES	Organic Coconut Sugar
AUSTRALIA	Manuka Honey
THAILAND	Dish Detergent

ATOMY BLUE MARINE PROJECT

Eco-friendly design is a crucial element in Atomy's sustainable growth and an obligation that we must fulfill through mutual effort with the rest of the world. We continue to retain sustainable coexistence with nature and society through environmentally friendly design and beyond to become a green marketing company.

Atomy Blue Marine Campaign

Badamulsal Campaign: Blue Marine Life Saver (BMS)

Atomy Blue Marine Campaign is an eco-friendly initiative aimed at saving the ocean environment by reducing plastic usage. To date, we have replaced plastic cushioning wrap with paper and redesigned double containers as single containers with future plans to include more Atomy products to minimize unnecessary packaging from manufacturing to distribution. The Blue Marine Campaign helps save costs in environmental improvement charges which Atomy plans to donate to various environmental causes.

▲Plastic lamination film replaced with water-based coating on single product boxes

▲Labels removed from Atomy Deep Sea Mineral Water bottles
▶Food storage Bags made with Bio-PE, vegetable material.

Atomy 2030 Eco-Friendly Goals and Strategies

ULTIMATE GOAL
ATOMY, A LEADING ECO-FRIENDLY GLOBAL COMPANY THAT SAVES MARINE LIFE

	01 ZEROPLA ZERO PLASTIC	02 PROMOTE A GLOBAL ECO-FRIENDLY CULTURE	03 REGENERATE RESOURCES AND RESTORE THE ENVIRONMENT
2030 GOAL	USE 50% LESS PLASTIC	RAISE AWARENESS AMONG GLOBAL MEMBERS	ESTABLISH A RENEWABLE SYSTEM FOR ALL ATOMY PRODUCTS
STRATEGY	Product development using alternative materials New material development and application	Global initiative to spread eco-friendly culture	Zero waste in production/distribution/sales/use, recycle and upcycle

With the goal of reducing the use of plastics by 50% in all products by 2030, Atomy aims to forge ahead as a leading eco-friendly company that proposes solutions for a more circular economy by developing a plastic level monitoring system, researching materials, and establishing a product recycling system to reduce threats to the marine ecosystem.

Promote a Global Eco-Friendly Culture

Global Blue Marine Idea Award

The Global Blue Marine Idea Award (biennial) is a contest for eco-friendly ideas hosted by Atomy that is open to anyone around the world. We aim to discover global talent with innovative ideas to address environmental issues as well as sponsor award-winning practices and research.

Eco-friendly Culture Campaign

We are carrying out an eco-friendly cultural campaign to approach serious environmental problems with compassion. Our Blue Marine Savers mascot will show up at Atomy seminars to introduce the Blue Marine initiative and appear in cartoons about the environment to draw in empathy across generations.

Zero Plastic

Reducing 145 Tons of Plastic Per Year Through Product Redesign

We are focusing on the redesign of existing products and development of new products to protect the environment. Some efforts include the removal of plastic trays from our Atomy toothbrush packaging and the labels from our Deep Sea water bottles. We will make every effort to achieve our 2030 Blue Marine goal of a 50% reduction in plastic while keeping true to our role in the distribution of Absolute Quality Absolute Price.

Saving 230 Tons of Plastic Per Year Through Logistics Revamp

Atomy and its partnering logistics companies have adopted "Eco-Friendly Smart Packaging." We have replaced all plastic cushioning materials and tapes with paper products and have implemented a state-of-the-art system that scans box size, cushioning material, tape usage, etc., in order to optimize resources and avoid overpackaging.

Regenerate Resources and Restore the Environment

Bottle Collection Campaign

We have started a Bottle Collection Campaign and partnered with a recycling company to establish a resource circulation system for Atomy. Utilizing Atomy centers nationwide, this initiative aims to collect plastic and glass bottles for recycling.

Beach Clean Campaign with local communities

With our Beach Clean Campaign, we connect with local communities in need and send Atomy members to take part in environmental cleanup activities. In the future, we plan to expand our participatory campaigns with ideas such as plogging (picking up trash while jogging) in conjunction with Atomy RUN.

ATOMY'S CULTURE

Becoming a Premier Company With Upright Management Through Atomy's Culture

THE CULTURE OF OBSERVING PRINCIPLES

Atomy's Principles

The first principle is the principle of distribution embodied by "Absolute Quality Absolute Price." The second is the principle of business exemplified by "Honesty and Goodness is the Best Strategy." Although it may not be easy to maintain and the process is seemingly slow at times, observing principles is a value that must not be neglected. The commitment to adhere to the principles will lead Atomy to become a sustainable company for 100 years and beyond. Atomy's principle-centered culture urges all Atomians to regard the principles as an irreplaceable value.

01

PRINCIPLE OF DISTRIBUTION

Absolute Quality Absolute Price

"Absolute Quality Absolute Price" is Atomy's resolution to abide by the principle of distribution - supplying quality products at reasonable prices. We try our best to offer the lowest prices for the same quality and the highest quality products for the same price through our direct selling system that connects producers and consumers through the shortest possible route.

02

PRINCIPLE OF BUSINESS

Honesty and Goodness is the Best Strategy

At Atomy, we believe that being honest and good is the best business strategy. In 2012, Atomy members established the Ethics Committee among themselves. The committee's efforts include a "No-Betting Rally," "Movement to Eliminate Negative Culture," and "Declaration of a Global Code of Ethics."

Consumer Centered Management (CCM) Recertification

ccm
소비자중심경영
공정거래위원회 | 한국소비자원

Following certification in 2019, Atomy was the first in the network marketing industry to obtain CCM recertification in December 2021. CCM is a government-issued certificate which recognizes that a company's management activities are continuously planned, conducted, and improved from the perspective of consumers. Companies are evaluated by the Korea Consumer Agency and accredited by the Korea Fair Trade Commission. *Atomy Korea

THE CULTURE OF GROWING TOGETHER

Making a Good Life for Everyone

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 qualilty 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.

Quality Management Enhancement

- Support product quality enhancement through a consulting agency
- Establish a communication channel using a collaboration system
- Ensure thorough shipping management with the SCM system and joint efforts

Regular Meetings

- Hold annual meetings with partnering companies
- Share Atomy's mid-to-long-term vision, quality & purchase policies, code of ethics, and corporate culture and actively communicate to foster mutual growth
- Award excellent partners

Quality Enhancement Support

- Foster credible suppliers by improving Process Management through third-party institutes
- Cover full expenses for inspections

Travel Incentive Program

- Provide travel incentives for our partnering companies to show appreciation for efforts to supply Absolute Quality Absolute Price products
- Participate in travel together with representatives of partnering companies

Support for Inclusive Growth

01 — Clear payments within one week of delivery

02 — Financial support for facility improvements

03 — Cash advance for raw material procurement

04 — One Partner Per Product Policy

05 — Secure distribution network of 16M members

06 — Reasonable supplier prices through cost price monitoring

THE CULTURE OF SHARING

Atomy's Philosophy of 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 campaigns and donations follow.

> I encourage all Atomy offices to give back more generously to their local communities. Identify the blind spots of society where the government cannot help and provide support in these areas. I hope that Atomy's values of humanity are universally represented and carried out in your policies.
>
> Excerpt from Branch Directors' Workshop (July 2019)

GLOBAL ATOMY'S SHARING ACTIVITIES

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 Ppet Meo Kot 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

SHARE THE LOVE

Atomy returns faith and love to society by participating in sharing activities around the world. We will continue to be a company that genuinely cherishes the spirit through ongoing social contribution activities.

ATOMY PARK

Decked with architectural awards, Atomy Park is a place designed for both members and employees to achieve the management goal of customer's 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

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

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

Atomy Park manifests our corporate culture of passionately pursuing our customers' success. It features spaces with unique names that reflect our management philosophy such as Be Your Own Leader conference room, Chutzpah Zone, and Superactive Helper Zone.

The park resembles a theme park. Atomy's founder Han-Gill Park believes that a playful and free atmosphere fosters creative thinking.

At Atomy Park, there are places for our members and visitors. It is designed for the success of all entities of Atomy.

THE 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.

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.

Work With Influence, Not Rank

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.

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.

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.

ONLINE & OFFLINE TOOL

atomy.com
Atomy's Official website

atomy.kr
Atomy Korea's Shopping Mall website

ch.atomy.com
Channel Atomy with content including videos, product information, and news reports

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 office's social media pages at atomy.com under Atomy HUB.

YouTube

Facebook

Instagram

THE ATOMY DNA
This book contains Atomy's management philosophy, vision, and a decade of footsteps and achievements. It is available for purchase through Atomy's official online shopping mall.

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