ATOMY PROFILE 2026

ENGLISH

ATOMY PROFILE 2026
Published by Atomy Co., Ltd.
Date February 2026

Atomy Korea H.Q.
2148-21, Baekjemunhwa-ro, Gongju-si,
Chungcheongnam-do, Republic of Korea
Customer Service 1544-8580 **Fax** 02-888-4802
www.atomy.com

ATOMY PROFILE 2026

ENGLISH

ATOMY PROFILE 2026

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 care, living & home decor, home appliances, and food

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



CONTENTS

05
WE ARE ATOMY
06 COMPANY MOTTOS
08 CORPORATE PHILOSOPHY
10 FOUNDER & CHAIRMAN

12
GLOBAL ATOMY
14 HISTORY OF GLOBAL ATOMY
16 ATOMY ON THE GLOBAL STAGE
20 ATOMIANS' STORIES
22 GLOBAL ATOMY'S TOP 5 BY REGION

24
ATOMY'S CORE ENGINES
26 ATOMY SUCCESS SYSTEM
28 ATOMY SEMINARS
30 ABSOLUTE QUALITY ABSOLUTE PRICE
32 LEADING PRODUCTS
34 GSGS STRATEGY
36 ATOMY HEALTHCARE

38
ATOMY'S SUSTAINABILITY
40 BLUE MARINE PROJECT
44 CONSUMER-CENTERED MANAGEMENT
46 GROWING TOGETHER
48 SHARING
52 ATOMY DNA
54 ATOMY PARK
56 SONGNISAN FOREST

56
OUTRO
56 ONLINE & OFFLINE TOOLS
57 GLOBAL CONTACTS

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

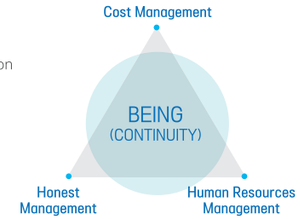
BEING (CONTINUITY)

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

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)

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)

2009~2012 2013~2016 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

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 the 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

2024



Absolute Quality, Raising the Bar to New Heights

12 No.1 Distribution Company in Korea for Overseas Exports in 2024
10 Revamp of overseas online shopping malls
10 Absolute CellActive Skincare surpasses 1 trillion KRW ($690 million) in cumulative sales
09 Atomy HemoHIM dual functionality recognition followed by anti-doping certification

2025



Songnisan Forest Reborn as a Cradle of Success

09 Atomy Korea, China, Philippines ranked No.3 in GPTW Best Workplaces in Asia
09 Opened Atomy China Yantai International Logistics Center
08 HemoHIM Sales Exceeded $2 Billion
04 Opened Songnisan Forest

2020~2021 2022~2023 2024~2025



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 2024. 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

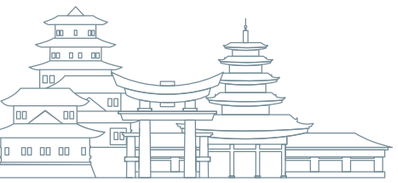
ATOMY JAPAN

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.



ATOMY INDONESIA

Age 59 Male / Diamond Master

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 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.



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

❶ SOUTH KOREA(HQ)
HemoHIM
Absolute CellActive Skincare
Probiotics 10+
Skincare System The Fame
Wet Wipes

❷ JAPAN
Absolute CellActive Skincare
Premium Lutein[GSGS]
Absolute CellActive Essence
Plasma Alpha[GSGS]
rTG Omega 3

❸ TAIWAN
Bitter Melon Capsules[GSGS]
Recycled Interfold Toilet Tissues[GSGS]
HemoHIMG
Ethereal Oil Patch(GSGS)
Absolute CellActive Skincare

❹ SINGAPORE
Probiotics 10+
HemoHIM
Ethereal Oil Patch(GSGS)
Organic Fermented Noni
Color Food Vitamin C

❺ CAMBODIA
Toothpaste Plus
Café Arabica
HemoHIMG
Probiotics 10+
Ethereal Oil Patch(GSGS)

❻ PHILIPPINES
HemoHIM
Café Arabica(200T)
Café Arabica(50T)
Toothpaste Plus
Alaska E-Omega 3

❼ MALAYSIA
HemoHIM
Ethereal Oil Patch(GSGS)
Probiotics 10+
Organic Fermented Noni
Color Food Vitamin C

❽ THAILAND
HemoHIM
Absolute CellActive Skincare
Alaska E-Omega 3
Toothpaste Plus
Foam Cleanser

❾ INDONESIA
HemoHIM
Ethereal Oil Patch(GSGS)
Color Food Vitamin C
Absolute CellActive Ampoule
Pomegranate Beauty

❿ CHINA
Organic Fermented Noni
Water Purifier(GSGS)
Absolute CellActive Skincare
HemoHIM
Probiotics 10+

EUROPE

❶ RUSSIA
HemoHIM
Toothpaste Plus
Organic Fermented Noni
Pure Spirulina
Color Food Vitamin C

❷ TURKIYE
Absolute CellActive Skincare
Hongsamdan
Absolute CellActive Ampoule
Absolute Essence Sun
Skincare System The Fame

❸ UK
HemoHIMG
Absolute CellActive Skincare
Organic Fermented Noni
Evening Care
Absolute CellActive Ampoule

❹ EUROPE(GERMANY)
HemoHIMG
Absolute CellActive Skincare
Organic Fermented Noni
Probiotics 10+
Toothpaste Plus



NORTH AMERICA

❶ CANADA
HemoHIM
Absolute CellActive Skincare
Ethereal Oil Patch(GSGS)
Probiotics 10+
Organic Fermented Noni

❷ USA
HemoHIM
Café Arabica(50T)
Organic Fermented Noni
Absolute CellActive Skincare
Toothpaste Plus

CENTRAL& SOUTH AMERICA

❶ MEXICO
HemoHIM
Toothpaste Plus
Alaska E-Omega 3
HemoHIM*4set
Color Food Vitamin C

❷ COLOMBIA
HemoHIM
Alaska E-Omega 3
Toothpaste Plus
Toothbrush
Oralcare System

❸ BRAZIL
Absolute CellActive Skincare
Evening Care
Alaska E-Omega 3
Oralcare System
Color Food Vitamin C

⓫ HONG KONG
Organic Fermented Noni
Probiotics 10+
Finezyme
Bitter Melon Capsules[GSGS]
Color Food Vitamin C

⓬ INDIA
HemoHIM
Alaska E-Omega 3
Toothpaste Plus
Pure Spirulina
Evening Care

⓭ KAZAKHSTAN
HemoHIM
Toothpaste Plus
Color Food Vitamin C
Toothpaste Plus(50g)
Toothbrush

⓮ KYRGYZSTAN
Toothpaste Plus(50g)
Toothpaste Plus
HemoHIMG
Sunscreen Beige
Toothbrush

⓯ MONGOLIA
HemoHIM
Absolute CellActive Skincare
Hydra Brightening Care Set
Skincare System The Fame
Evening Care

⓰ UZBEKISTAN
HemoHIM
Sunscreen White
Absolute CellActive Skincare
Evening Care
Sunscreen Beige

OCEANIA

❶ NEW ZEALAND
Green-lipped mussels oil
HemoHIM
Absolute CellActive Skincare
Absolute CellActive Ampoule
Probiotics 10+

❷ AUSTRALIA
HemoHIM
Absolute CellActive Skincare
Alaska E-Omega 3
HemoHIM×4set
Color Food VitaminC

ATOMY'S CORE ENGINES

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

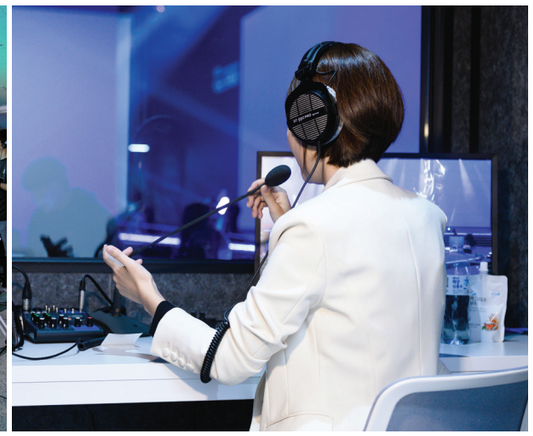
ATOMY SUCCESS SYSTEM

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 Vision Hall 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

To fulfill its management goal of Customer Success, Atomy offers a wide range of online and offline seminars starting with Success Academy.
The Atomy Customer Success System is Atomy's unique system of success where members worldwide can communicate and share success without limitations of time and space.

Atomy Seminars Held Worldwide

17,758

* Cumulative total of seminars online and offline











SUCCESS ACADEMY

Success Academy is Atomy's official signature seminar that provides success know-how and guidance for a balanced life. The Success Academy, held monthly nationwide, and the 1-night, 2-day Songnisan Success Academy draw participation not only from members in Korea but also from global members from around the world.

ONE-DAY SEMINAR

This seminar serves as a guide to success with information about the company, marketing plan, product descriptions, etc. In 2026, a total of 108 seminars will be held in 10 regions across Korea.

MONTHLY PRODUCT SEMINAR

This seminar offers a variety of sessions, including product training, creating personalized marketing materials, building contact lists, and managing sales—all within a program designed to turn spending into income.

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 level among companies in same industry for 16 years 0.19%

* 2025 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 $2.04 billion

Global exports to 23 regions

Over $70 million in sales annually (2014-2025)

The first individually approved dual-functional health food for immune function + fatigue recovery

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.

Having received additional recognition for its function of helping improve fatigue, it has emerged as a flagship dual-functional health food of South Korea.

Highest Quality Ingredients Grown in Optimal Areas

Atomy HemoHIM is made with the finest ingredients grown in the best environments. Angelica gigas, Cnidium officinale, and Paeonia lactiflora are cultivated in the clean air, pure water, and abundant sunlight of Pyeongchang (Gangwon Province), Jecheon (Chungcheongbuk Province), and Hwasun (Jeollanam-do Province). To ensure the highest quality ingredients, Kolmar BNH, the manufacturer of Atomy HemoHIM, follows a strict contract cultivation system.

Sales in 23 Regions Worldwide

HemoHIM has reached consumers globally through Atomy's distribution highway from Europe and the Americas, Asia and Oceania, and even to China. Atomy has acquired 23 related patents internationally including in the U.S., Russia, and Europe and has also developed HemoHIM G which, through its globalization, has further opened up the path to overseas exports.

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

Cumulative sales exceed 1 trillion KRW ($690 million) (2024)

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 is the product that represents Atomy's popular luxury brand with sales of 100 billion KRW ($69 million) annually since its launch in 2017. It has now surpassed 1 trillion KRW ($690 million) in cumulative sales as of October 2024.

GSGS STRATEGY

Kampot Pepper from Cambodia, Green-Lipped Mussel Oil from New Zealand, Manuka Honey from Australia, Avocado Oil from Mexico, and Sea Buckthorn Seed Oil from China are all connected to consumers worldwide through Atomy. In 2025, the total value of products produced outside of Korea and sold through Atomy's distribution network reached 100 million USD.













Leading GSGS Products

USA	Vitamin B Complex, Vitamin D3, Probiotics, Plant Calcium, and more
JAPAN	Premium Lutein 30, rTG Omega 3, Calcium, Isoflavone, Plasma α, Fucoidan, and more
TAIWAN	Bitter Melon Capsules, Sandwich Laver, Ethereal Oil Patch, Dried Fruit, Wet Wipes, Artichoke Capsules, Bubble & Color, Sanitary Pads, Tissue, Grilled Laver, Antrodia Cinnamomea, Fish Collagen Drink, Mineral Water, Dehumidifier, Cleansing Wipes, Insect Away, and more
CAMBODIA	Kampot Black Pepper
MALAYSIA	Bird's Nest Drink, Tiger Milk Mushroom Powder, Moon Cakes(seasonal), Chicken Curry Paste, Wet Wipes, Tom Yam Paste, Ramen Goreng, and more
MEXICO	Avocado Oil
CHINA	Water Purifier, Body Fat Scale, Sanitary Pads, Utensils for Babies, Apple Chips, Sea Buckthorn Seed Oil, Meal Replacement Powder, and more
PHILIPPINES	Organic Coconut Sugar
AUSTRALIA	Manuka Honey
THAILAND	Coconut cofffee
INDIA	Moringa, Shilajit
NEW ZEALAND	Green-lipped mussels oil

ATOMY HEALTHCARE | Acare

In today's rapidly changing wellness environment, consumers want more than just health supplements. They are seeking services that take a comprehensive look at their lives and help them design sustainable healthy habits. In response to these changes, Atomy has launched Acare, a holistic health solution platform that helps customers find true well-being in every aspect of their daily lives.

Acare App Download

Android

IOS



A Life Curation Company That Covers Every Aspect of a Customer's Life

Acare is a comprehensive health management platform that connects app-based diagnoses, evaluations, habit recommendations, challenges, and expert coaching. It combines Atomy's core strengths: the power of Absolute Quality, Absolute Price products, a vast global network, and partnerships with hospitals and medical professionals. Acare expands beyond product-focused relationships to become a lifelong partner that continuously supports customers' health and daily lives, clearly differentiating it from existing wellness platforms.

Connecting Four Pillars into One Experience

Existing Core Competencies

DATA, AI	+ EXPERT GROUP	+ PRODUCTS	+ NETWORK
Prediction/Analysis/ Recommendation based on health information	Expansion based on marketing plan	Absolute Quality & Absolute Price	Hospitals, Medical Professionals, Expert Coaching

Change Driven by Acare

The change Acare pursues is not simply a healthcare service. It is ongoing innovation based on authenticity that transforms customers' lives beyond Atomy's philosophy of Absolute Quality, Absolute Price.

Acare is Atomy's new growth engine, enhancing customers' health and the next level of brand competitiveness that Atomy will build in the global market.

Acare Key Points

- A platform that "designs" rather than "manages" customer health
- Life curation that goes beyond focusing on products to transforming habits, behaviors, and lifestyle
- Building a global wellness ecosystem connected to the global Atomy network



Aerial CG view of Acare Health Examination Center (right)

ACARE SERVICE TIMELINE

2025 — AI Analysis and Reports; Community challenge, Product comparison — **APP LAUNCH**

EARLY 2026 — **GLOBAL SERVICE LAUNCH**: Global app launch; Conumer health reports; Educational Content

LATE 2026 — Health examination services; Expert coaching + content subscriptions — **OPENING OF HOSPITAL**

2027 — **PREMIUM SERVICES**: Global expansion of partner hospitals; Expansion of examination services; Activation of premium subscriptions

2028 — Medical fitness; Silver care services — **ECOSYSTEM EXPANSION**

ATOMY'S SUSTAINABILITY

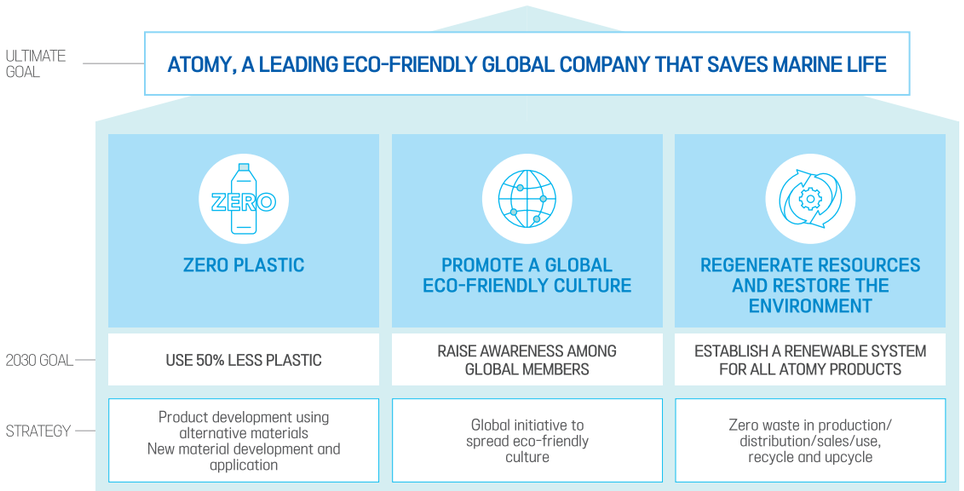
Sustainable management to create a brighter future for society and consumers



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

Atomy launched the Blue Marine Project in 2021 as part of its sustainability efforts. By 2024, plastic usage was reduced by 31.2% compared to 2022. 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.

Eco-friendly Product Redesign



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.



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.

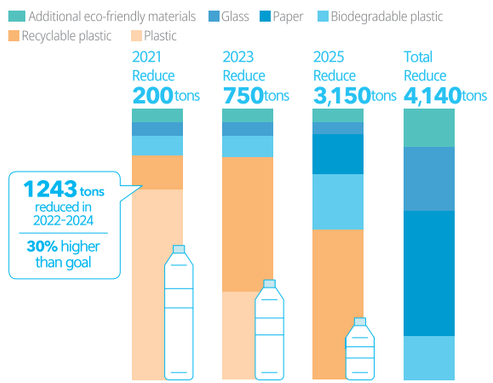
※ Extended Producer Responsibility (EPR): A system where producers of products are obligated to recycle a certain amount of waste from the product or packaging materials, and if found non-compliant, the producer is imposed a fee higher than the cost of recycling.

* 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.

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.

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

Turn off lights and install LED bulbs

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

Adjust heating & cooling and utilize late-night electricity

Decrease days of heating (60→42 days) and cooling (90→72 days) and utilize late-night electricity by installing in-house heat shrinkage system

Low carbon lunch day

Lower carbon footprint by reducing leftover food by 30% (twice a year)

Waste clean-up activities at Geum River

Plogging (pick up litter + jogging) at Shingwan Park in Gongju City for Atomy employees

No disposable cups

Zero disposable cups at cafes within building by replacing with eco-friendly cups made of plastic-substitute CX material

Upcycling Campaign

Collect jeans to create upcycled reusable cup holders

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 while 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

CONVENIENCE

ABSOLUTELY CONVENIENT SEAMLESS & EFFORTLESS

Search-free shopping (APPB)

- Building a next-generation platform fusing technology and data
- 24/7 fast service (Combination of manned and unmanned services)
- Data-based proactive service

JOY

ABSOLUTELY FUN EXPERIENCE, UNFORGETTABLE EXPERIENCE

Unforgettable shopping experience

- Zero defects through proactive risk management
- Zero complaints through VoC management practices
- Shopping experience integrated with new technology

SINCERITY

ABSOLUTELY SINCERE IN SAVING EARTH

Consumption that saves the Earth

- Environment: Saving the environment through purchases
- Social: A win-win by donating through purchases
- Governance: Ethical management, serving customers

VISION
(Target)
Customer Success

MISSION
(Responsibility)
Not Success, But Service

CATCHPHRASE
(Method)
Absolute Quality! Absolute Price! Absolute Service!

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

ccm 소비자중심 공정거래위원회



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)

Atomy has established a VoC management process to analyze and provide feedback based on the expressed interests of our customers. We are operating it organically along with headquarters and partnering companies for quick, effective processing and also monitoring measurable indicators to improve the quality of VoC processing, thereby striving to improve customer satisfaction.



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.

IDEASQUARE



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
(2021-2025)

9.2
billion KRW

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

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 Providing a stable sales channel through global membership network	06 Reasonable supplier prices through cost price monitoring



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, 50 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. Moreover, we donated an additional 12 billion KRW ($8.27 million) for emergency relief for children, including reconstruction of conflict zones in Ethiopia and COVID-19 support, making our cumulative donations 50 billion KRW ($34.04 million) in 2025.



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. In January 2026, Korea's first "Single-Parent Family Integration Support Center" opened in Ansan, Gyeonggi Province.



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. Over the past three years, Atomy's average donation-to-revenue ratio stands at 1.9%, rising to 2.25% in 2024. This figure is 27 times higher than the distribution industry average of 0.08%, and Atomy's donation ratio ranked the highest at No.1 among Korea's top 500 companies in 2024.

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 Boeun 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.



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.



Donation of 10 Billion KRW for Yeongdong Wildfire Relief

In March 2025, Atomy donated 10 billion KRW (~7 million USD) to support recovery efforts from large-scale wildfires in the Yeongnam region—the largest single disaster relief donation in the history of the Community Chest of Korea. Additionally, 350 million KRW (~ 245,000 USD) worth of relief supplies were provided for victims and firefighters. Funds were used for condolence payments for families of victims, regional recovery efforts, and mobile medical services.





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 2025, a total of 8,015 people participated in Atomy RUN in Taiwan, raising approximately 150 million KRW ($102,000) in educational support funds for 29 elementary schools.



PMCI medical aid in Cambodia

PMCI is an NGO that provides medical care in underserved areas of Cambodia and Myanmar.

In 2022, Atomy donated 2.1 billion KRW ($1.45 million) for PMCI's mobile healthcare service, 3.3 billion KRW ($2.28 million) in 2023 for the establishment of a hospital in Cambodia, and 740 million KRW ($510,000) for operating expenses in 2024, contributing a total of approximately 6.14 billion KRW ($4.23 million).



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.



Emergency Relief for Victims of Natural Disasters

Atomy's global branches have offered immediate relief to victims of natural disasters. Atomy Brazil donated toothbrushes, toothpaste, and toiletries to victims of the April floods, and Atomy USA provided daily necessities and cash to hurricane-stricken areas. In addition, support has also been provided to Cambodia, the Philippines, and Thailand in 2024.



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 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

- 2025 Donation of supplies for earthquake victims in the Tibet region and 329 other contributions
- 2024 306 donations for emergency relief from hurricanes, typhoons, and floods
- 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.





Eliminate, 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.

2025 GPTW Asia
Ranked No. 3 Best Workplace in Asia

2020 GPTW Korea
Selected as one of the top 100 companies to work for in Korea and awarded the grand Prize in 2020, Trust Award in 2021-2022

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











SONGNISAN FOREST

Songnisan Forest is a holistic healing and wellness complex that embodies Atomy's corporate philosophy of "Cherish the Spirit" within nature. This space, which embraces the pristine nature of Songnisan Mountain, is designed to allow Atomy members from around the world to escape their daily lives and experience physical and emotional restoration. Atomy's core Success System also operates here, supporting members in building a foundation for growth and advancement through trainings, seminars, and leadership programs.

Songnisan
QR Code







WELLNESS Integrated Space

An integrated wellness space for seminars, experiences, and Success System

At Songnisan Forest, various seminars, workshops, and educational programs are held regularly, enabling members to strengthen their business capabilities, expand their partnerships, and systematically experience Atomy's Success System.







AMENITIES Atomy Product Experience




Accommodations at Songnisan Forest are stocked with a wide range of Atomy products, allowing guests to use them as they normally would during their stay. From skincare and personal care to household goods and health functional foods, visitors can experience Atomy's philosophy of Absolute Quality, Absolute Price naturally, in a real-life setting.

ONLINE & OFFLINE TOOLS

global.atomy.com

Atomy's Official website



ch.atomy.com

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



mt.atomy.com Product-specialized Webzine

Contains general information, trends, and news related to Atomy products



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

GLOBAL CONTACTS

KOREA
kr.atomy.com
TEL 1544-8580
E-MAIL atomy_kr@atomypark.com

USA
us.atomy.com
TEL +1 253-946-2344
E-MAIL atomy_usa@atomypark.com

JAPAN
jp.atomy.com
TEL +81 03-6705-8640
E-MAIL atomy_jp@atomypark.com

CANADA
ca.atomy.com
E-MAIL atomy_ca@atomypark.com

TAIWAN
tw.atomy.com
TEL +886 0800-586-685
E-MAIL atomy_tw@atomypark.com

SINGAPORE
sg.atomy.com
TEL +65 6797 9570
E-MAIL atomy_sg@atomypark.com

CAMBODIA
kh.atomy.com
TEL +855 -(0)23-922-111
E-MAIL atomy_kh@atomypark.com

PHILIPPINES
ph.atomy.com
TEL +63 -2-8776-8177
E-MAIL atomy_ph@atomypark.com

MALAYSIA
my.atomy.com
TEL +603 2718 7000
E-MAIL atomy_my@atomypark.com

MEXICO
mx.atomy.com
TEL +52 55 5086 2855
E-MAIL atomy_mx@atomypark.com

THAILAND
th.atomy.com
TEL +66 -2-024-8926 to 28
E-MAIL atomy_th@atomypark.com

AUSTRALIA
au.atomy.com
Tel +61 -3-9133-5100
E-MAIL atomyau_cs@atomypark.com

INDONESIA
id.atomy.com
TEL +62 08001503098
E-MAIL atomy_id@atomypark.com

RUSSIA
www.atomy.ru
E-MAIL atomy_ru@atomypark.com

CHINA
www.atomychina.com.cn
TEL +86 400-107-1999
E-MAIL atomycallcenter@vip.163.com

COLOMBIA
co.atomy.com
TEL +57 601 4897928
E-MAIL atomy_co@atomypark.com

HONG KONG
hk.atomy.com
TEL +852 3611-7706
E-MAIL atomy_hk@atomypark.com

INDIA
in.atomy.com
TEL +91 -124-695-9000
E-MAIL atomy_in@atomypark.com

NEW ZEALAND
nz.atomy.com
TEL +64 -9-86-999-88
E-MAIL atomy_nz@atomypark.com

TURKIYE
tr.atomy.com
TEL +90 -850-290-8060
E-MAIL atomy_tk@atomypark.com

UNITED KINGDOM
uk.atomy.com
TEL +44 (0)20 3878 4522
E-MAIL atomy_uk@atomypark.com

KAZAKHSTAN
www.atomy.kz
TEL +7 (727) 347 01 64
E-MAIL atomy_kz@atomypark.com

KYRGYZSTAN
www.atomy.kg
TEL +996 0(312) 97-57-22
E-MAIL atomy_kg@atomypark.com

BRAZIL
br.atomy.com
TEL +55 0800-878-2266
E-MAIL atomyamavc@atomypark.com

MONGOLIA
mn.atomy.com
TEL +976-7744-8580
E-MAIL atomy_mn@atomypark.com

UZBEKISTAN
www.atomy.uz
TEL +988 78 150 2020
E-MAIL atomy_uz@atomypark.com

EU
eu.atomy.com
TEL +49 6196 9233 046
E-MAIL atomy_eu@atomypark.com