

Global Leader
of K-Beauty

ALLTHERE KOREA





ALL About K-BEAUTY

ALL THERE
K O R E A

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1. CEO Introduction

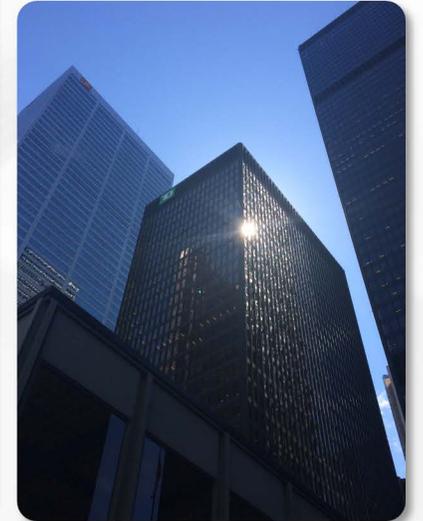
With a long-standing career in the mold manufacturing industry, I recognized the inevitable structural decline of traditional manufacturing and foresaw the immense potential of the global cosmetics sector. This led me to pivot decisively into the beauty industry. Today, as the CEO of Allthere Korea Co., Ltd., I am building a company that not only supports the overseas expansion of Korean cosmetics as a global distributor but also develops its own brands, evolving into a business that *integrates both distribution and branding*.

2. Founding Motivation

The strongest motivation behind founding Allthere Korea was the conviction to enter a *high-growth industry*. *Initially*, we began with B2C sales on global platforms such as Amazon. However, through customer engagement and building direct relationships with buyers, we identified greater opportunities and naturally expanded into B2B export distribution. The trust and networks we established in this process have since become the most valuable assets of our company.

3. Core Business Areas

Allthere Korea is a **specialized trading company exporting a wide portfolio of Korean cosmetic brands, as well as its own proprietary brands, to overseas markets**. Beyond mere sales, we position ourselves as a total K-beauty partner, providing global market analysis, local buyer needs assessments, and trend-driven product supply solutions. Leveraging our accumulated experience as a distributor, we are also actively developing in-house brands, thereby ensuring both distribution stability and brand competitiveness.



4. Competitive Advantages

Our core strengths include:

1. **Competitive pricing and agile feedback,**
2. **Reliable on-time delivery through strong logistics expertise,**
3. **Synergy between brand development and distribution,**
4. **Established global credibility, as proven by consecutive Export Awards.**

These differentiators enable us to go beyond short-term transactions and focus on building sustainable, long-term partnerships.

5. New Businesses & Upcoming Products

Allthere Korea has officially launched its in-house brand, **SOMP**, to strengthen its brand business. The first product, the **Home Aesthetic Care Massage Pack**, introduces professional spa care into home routines. In **September, a Foam Wash and Repair Cream** will be launched, followed by a **new exfoliating and sebum-control product in October.**

At the same time, we are expanding overseas distribution by preparing to supply **K-beauty products to KBOX inside Vincom Mega Mall Ocean City in Vietnam**, where multiple Korean brands will also be introduced to local consumers. Furthermore, in collaboration with partner companies, we are **establishing a local corporation in Vietnam** to secure a stable distribution network and accelerate localized strategies for sustainable growth in the global market.

6. Target Customers & Client Management

Our primary clients are **overseas buyers and local distributors handling large-scale purchases.** We offer:

- Tailored product recommendations,
- Portfolios designed around local market trends,
- Ongoing communication via SNS, exhibitions, and direct contact,
- Structured after-sales and feedback management.

This approach ensures a high re-purchase rate and long-term client relationships.



7. Access Channels

Global partners can reach Allthere Korea through:

- **Corporate website & social media channels** (Instagram, YouTube, etc.),
- **Participation in international exhibitions & trade fairs,**
- **Physical retail exposure**, such as KBOX in Vietnam.

8. Future Plans & Goals

- **Export Target** : Achieve **USD 5 million in exports by 2025**
- **Brand Development** : Expand SOMPRE's product portfolio (Foam Wash, Creams, Peeling Solutions, etc.)
- **Overseas Expansion** : Establish local subsidiaries in Vietnam and other Southeast Asian hubs
- **Partnerships** : Strengthen cooperative networks and pursue joint projects with global distributors

Our mid-to-long term vision is to evolve into a comprehensive K-beauty platform company that integrates distribution, branding, and market insights.

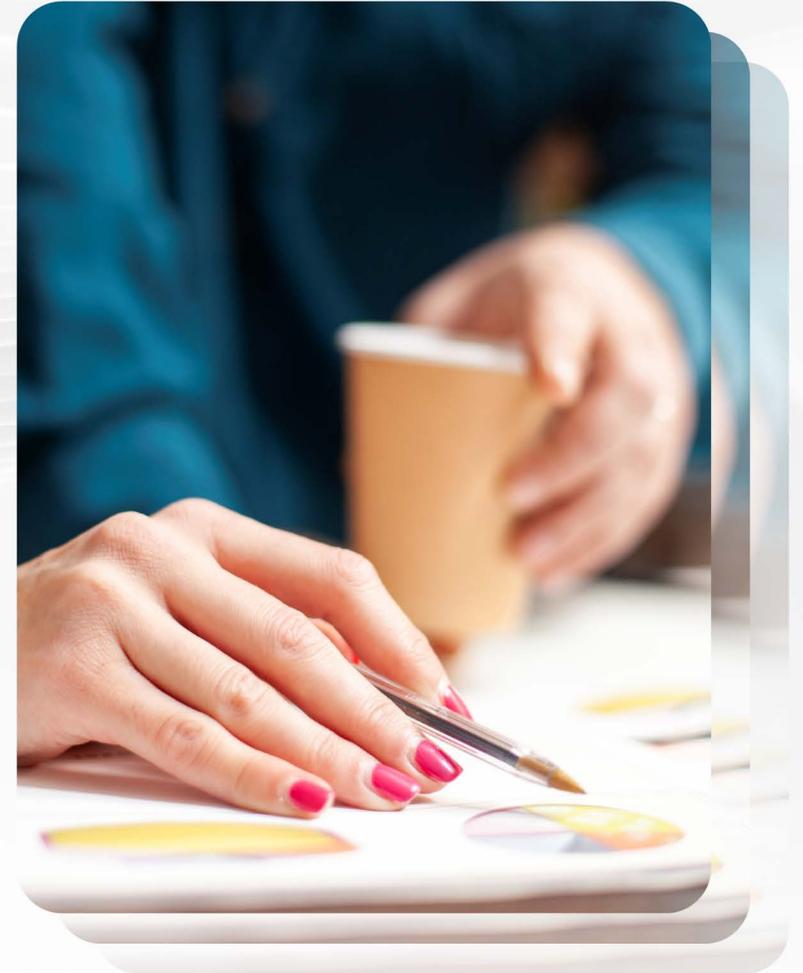
9. Management Philosophy

My management philosophy is rooted in **"trust and transparency."**

In the K-beauty distribution industry, where market entry barriers are low, unreliable operators often exist. At Allthere Korea, we prioritize **honest transactions, transparent settlements, and clear communication**. This philosophy guides both our external partnerships and our internal operations.

10. Key Message

Allthere Korea is building its growth upon three strategic pillars: **distribution capability based on trust, proprietary brand development, and overseas market presence**. Moving forward, we will continue to enhance the global value of K-beauty by collaborating with investors and partners worldwide, positioning ourselves not only as a distributor but also as a **global beauty platform company** that integrates both brand and trade.



- 2017-11-11**
Establishment
of Sole Proprietorship
 - Founded as a sole proprietorship under the name Allthere, marking the company's entry into the global K-beauty export business.
- 2021-10-14**
Incorporation
 - Transitioned into a corporate entity to increase revenue and build a stronger, more sustainable business environment.
- 2022-02-28**
Membership with KITA
 - Officially became a member of the Korea International Trade Association (KITA).
- 2022-12-05**
Export Tower Award
(USD 1 Million)
 - Received the USD 1 Million Export Tower Award from the Korea International Trade Association, recognizing rapid export growth.
- 2023-12-05**
Export Tower Award
(USD 2 Million)
 - Awarded the USD 2 Million Export Tower Award by KITA, reinforcing the company's strong performance in overseas markets.
- 2024-12-05**
Export Tower Award
(USD 3 Million)
 - Achieved the USD 3 Million Export Tower Award, a milestone that reflects continuous expansion and credibility in the global marketplace.



01 About ALL THERE Company History

2025-06-20
Official Launch of
Proprietary Brand
'SOMPRE'

- Leveraging years of global export experience and a deep understanding of international buyer needs and market trends, Allthere Korea launched its proprietary brand SOMPRE.
In collaboration with professional skincare developers with extensive experience in aesthetic clinics, SOMPRE was designed to deliver *home aesthetic care solutions* beyond conventional cosmetics.
The first product, the Home Aesthetic Care Massage Pack, marked the beginning of the brand. In September 2025, a Foam Wash and Repair Cream will be introduced, followed by continuous expansion into a comprehensive line of products that provide professional-grade total beauty solutions for global consumers.



2025-07-01
Designated as a
Specialized Trading Company

- In recognition of its contribution to export growth and global market development, Allthere Korea was officially designated as a Specialized Trading Company by the Minister of Trade, Industry and Energy of Korea.



100% authentic, authentic products at the most reasonable prices – even with global reach!

Genuine Products Only

We guarantee 100% certified genuine products. Products nearing expiration dates are never supplied.



Competitive Pricing

By sourcing directly from manufacturers or primary vendors, we provide our partners with highly competitive pricing.



Global Coverage

Through reliable logistics and professional forwarding networks, we ensure fast and accurate delivery to clients anywhere in the world.



Convenient Communication

We maintain seamless communication via multiple channels - Email, KakaoTalk, WeChat, WhatsApp, Zalo, Instagram, and Facebook - to support our partners anytime, anywhere.



For the best brands and the best uninterrupted delivery
– **Global Services!**

Export Container



Logistics Center

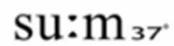


Sample Room



Top of Export





TONYMOLY

NEOGEN
DERMALOGY

THEFACESHOP
NATURAL STORY

too cool for school
LONDON NEW YORK

ETUDE
HOUSE

The history of
f

BLACK
ROUGE

heimish

Mamonde

the SAEM

CLIO
PROFESSIONAL

Coréana

SKINFOOD
since 1957

It'S SKIN

HERA

IOPE

Dr.G

BEAUTY
OF
JOSEON

MISSHA

BLITHE

JMsolution

ma:nyo

HOLIKA
HOLIKA

Derma:B

MEDI-PEEL

헤이진
HAYEJIN

iUNIK

JejuON
ONLY NATURE

KUNDAL®

Pyunkang Yul

eflow

Bt
BENTON

VT°
COSMETICS

Ciracle

laundryü

N
AMPLE:N

ElishaCoy

DEEPROVE

mixsoon

im meme

NARD

One-day's you

excuse my
frank

innisfree

MAXCLINIC

PATCH
HOLIC

PURITO

Torriden

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