

GLOBAL ECO THE SAEM

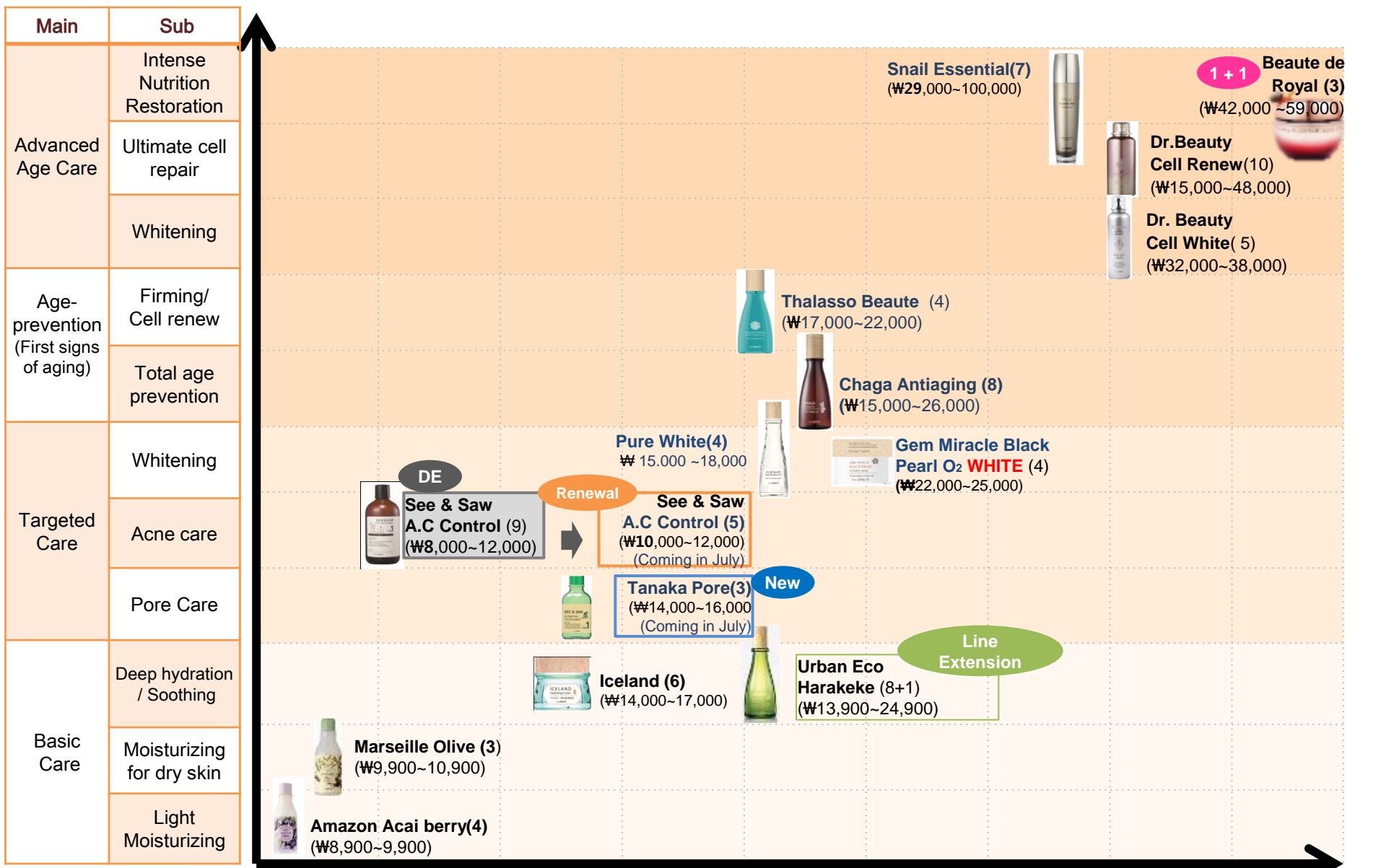


Product Positioning for Overseas Market

NOTE: Updated as of July 16, 2014. Price and Release date are subject to change.

Women's Skincare Positioning Map

Category Segmentation



















Low (₩ 8,900~)

Mid (₩ 15,000~)

Premium (₩ 30,000~)

Price Range

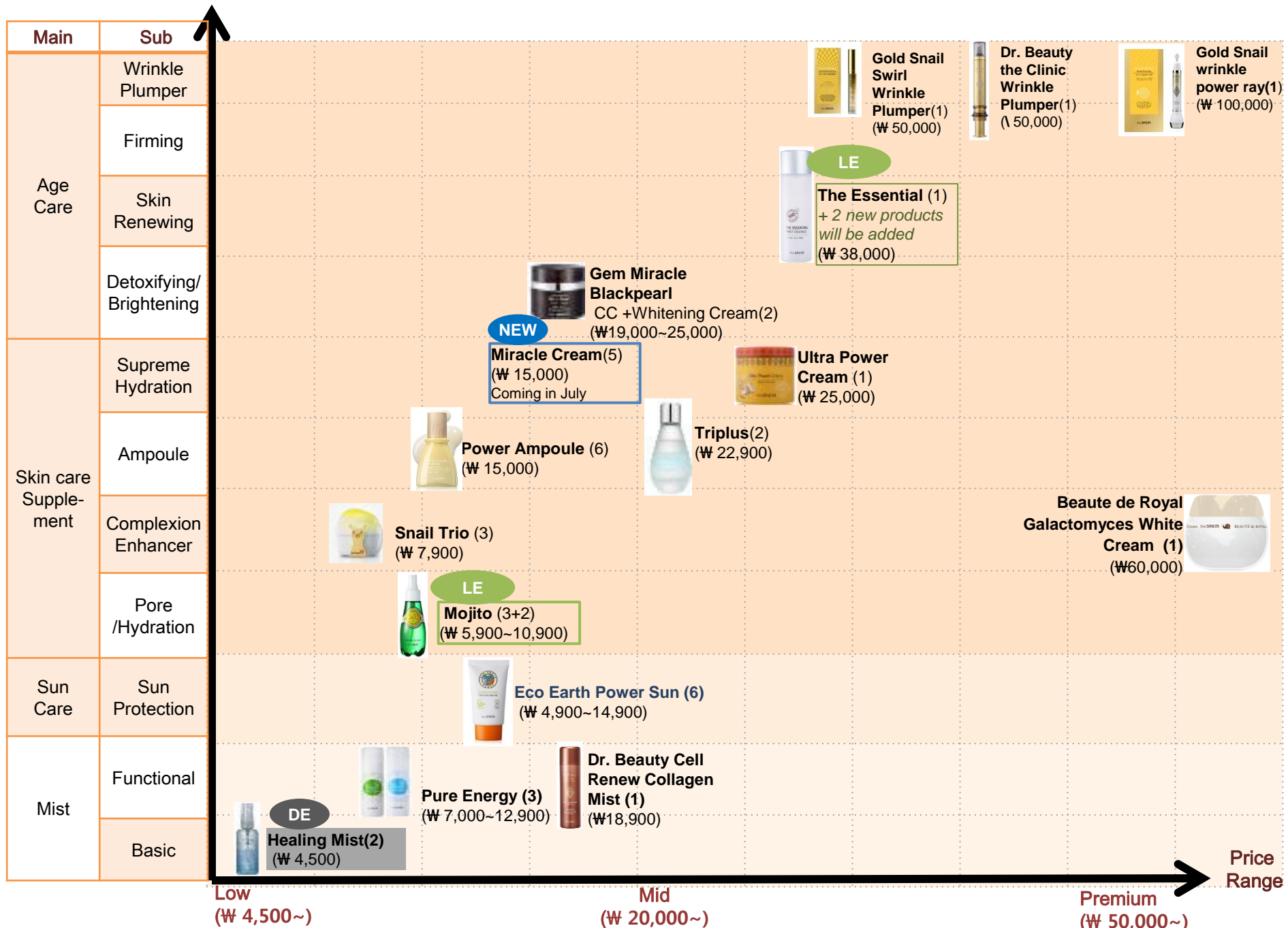
Women's Skincare Positioning Map **by Age Group**

| | Basic Moisture for Oily skin | Intense Hydro-Care | Soothing + Hydration | Pore Care | Acne | Whitening | Firming | First signs of Aging | Nutrients Restoration | Cell Repair |
|------------------------|--|--|--|---|---|--|---|---|--|---|
| Teens | Acai Berry (4)  | Marseille Olive (3)  | | New  | Renewal  | | | | | |
| 20~ Mid 20s | | Iceland Hydrating(6)  | Urban Eco Harakeke (9)  | Pore Clay (5)  | A.C. Control Ackenesia(6)  | Pure White  | | | | |
| 25 ~ early 30s | | | | | | Black Pearl O2 WHITE(4)  | Thalasso Beaute (4)  | Chaga Antiaging(8)  | | |
| Mid 30s ~ early 40s | | | | | | Dr. Beauty Cell White (5)  | | | Snail Essential(8)  | Dr. Beauty Cell Renew (10)  |
| Mid 40S and over | | | | | | | | Beaute de Royal (5)  | | |

Texture Indication

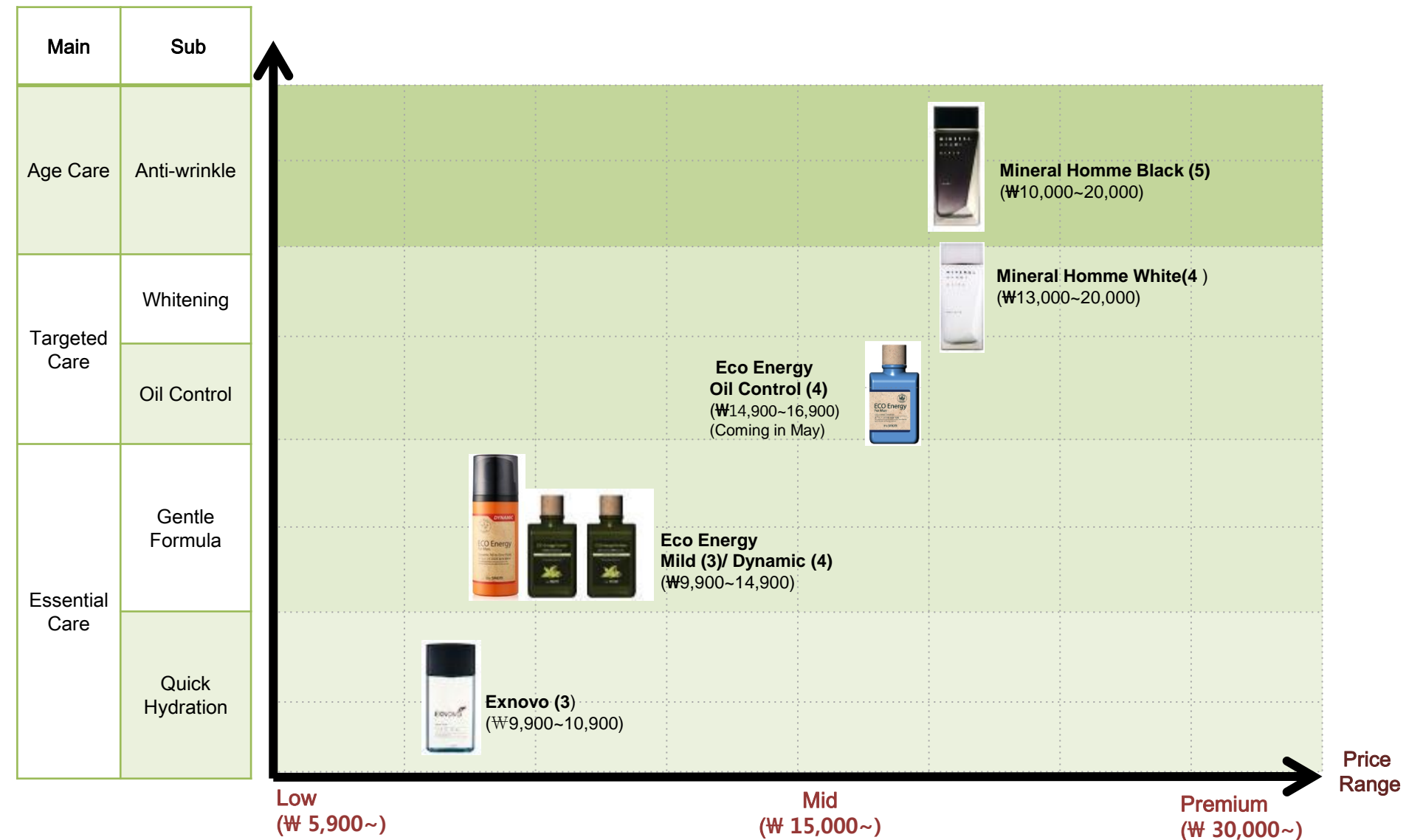
- Ultra Light, suitable for oily skin
- Light, suitable for combination and normal skin type
- Relatively fresh texture with deep hydration, suitable for all skin type
- Nourishing, suitable for normal to dry
- Emollient, suitable for dried, aging skin that needs extra nourishment.
- Still in development, Texture not known

Women's Extra Care Positioning Map



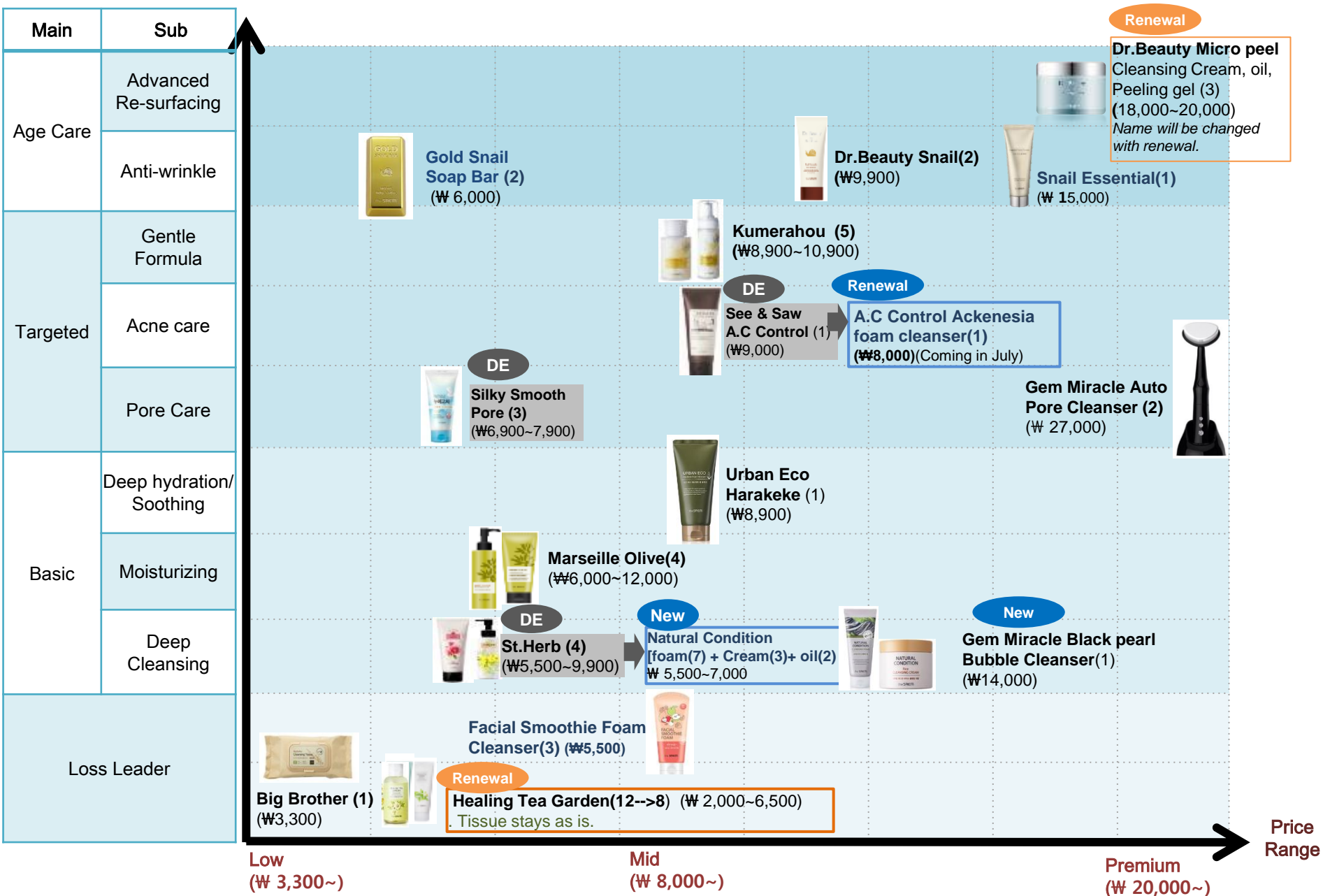
Men's skin care Positioning Map

Category Segmentation



Cleanser Positioning Map

Category Segmentation



Low (₩ 3,300~)

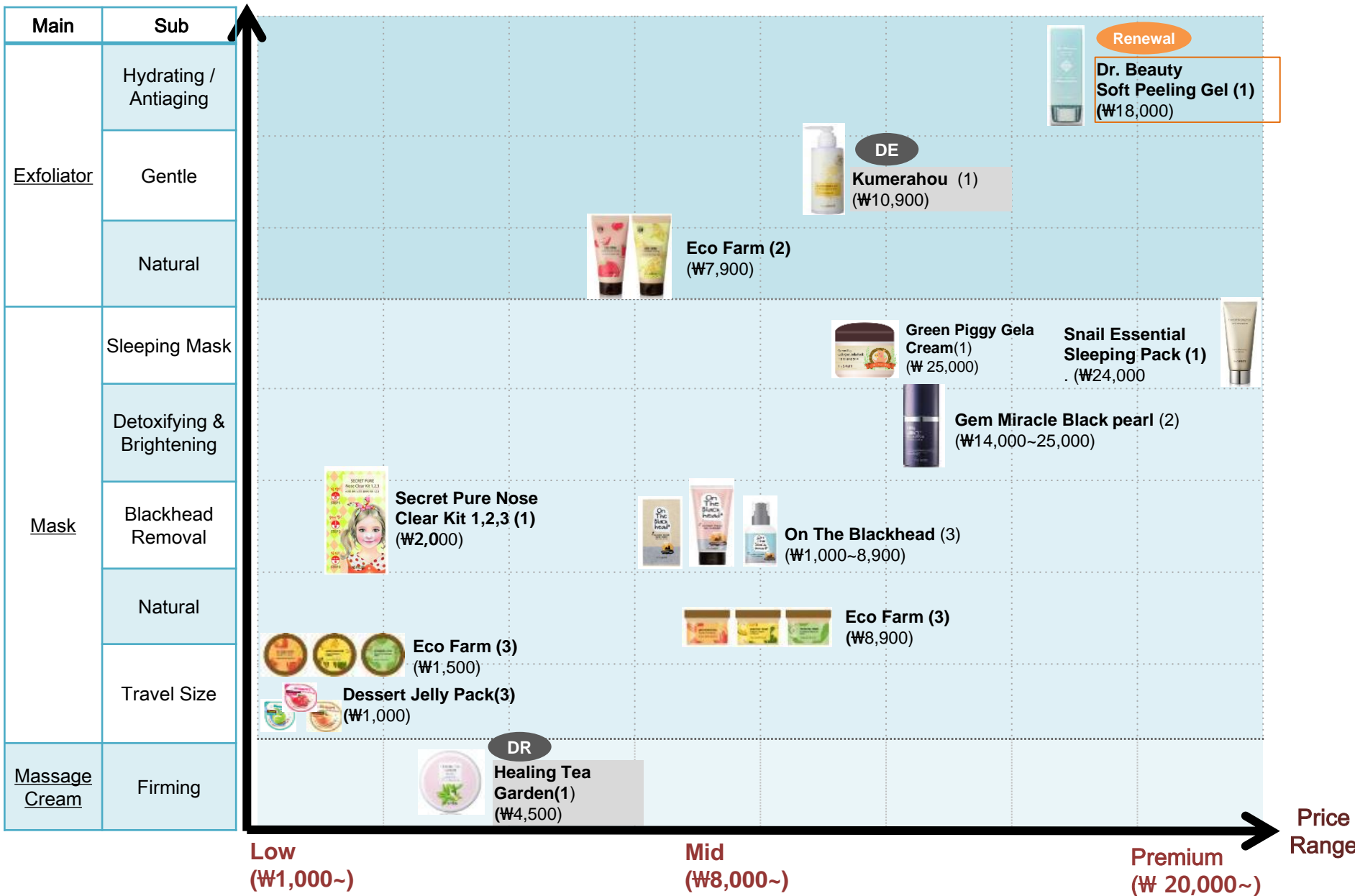
Mid (₩ 8,000~)

Premium (₩ 20,000~)

Price Range

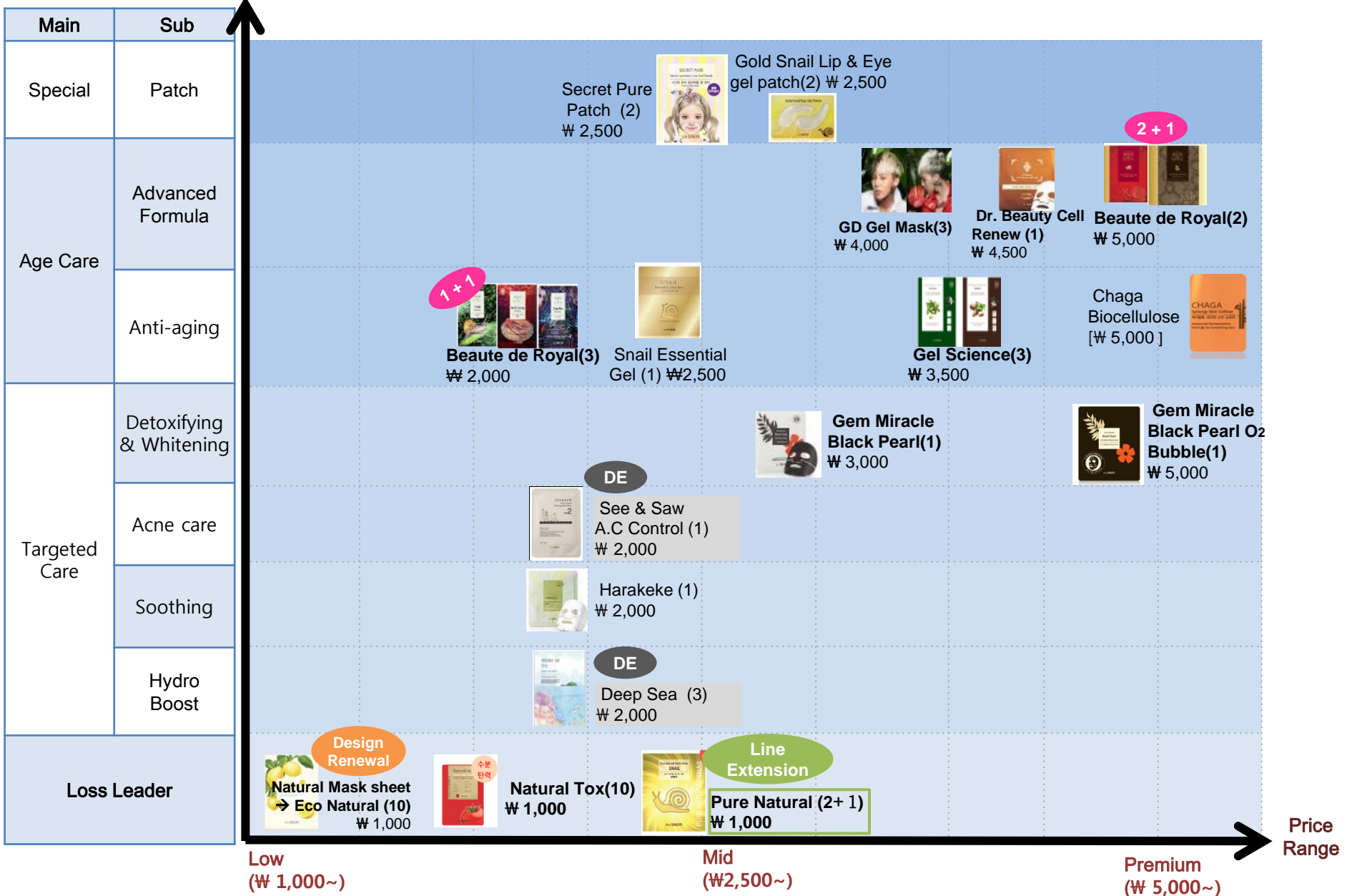
Mask, Exfoliator Positioning Map

Category Segmentation



Mask Sheet Positioning Map

Category Segmentation



Body Care Positioning Map

Category Segmentation

| Main | Sub |
|------|----------------------------------|
| Body | Functional Or Intense Nourishmen |
| | Scent-focused |
| | Loss Leader |



Price Range

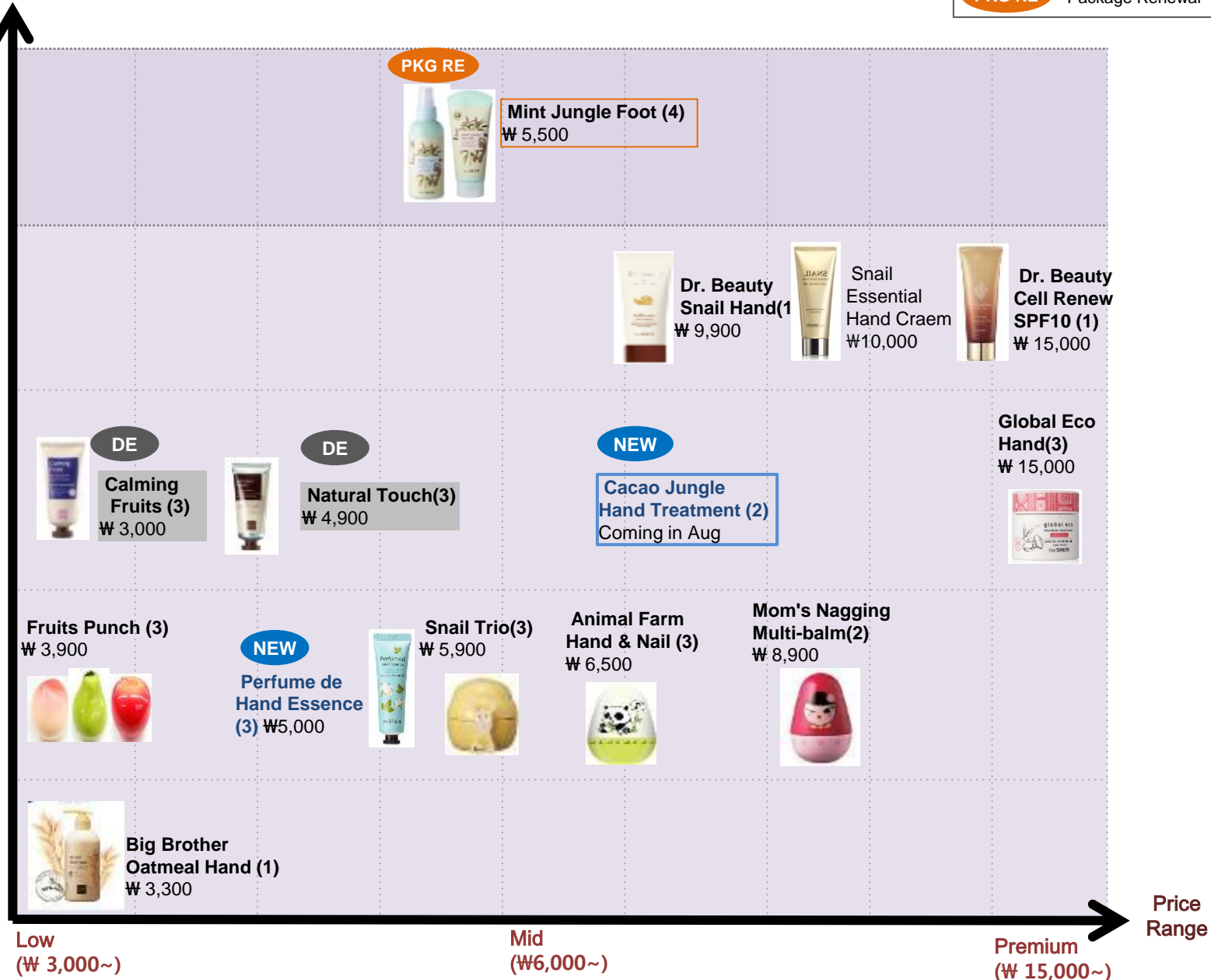
Low (₩ 3,000~) Mid (₩6,000~) Premium (₩ 15,000~)

Hand & Foot Care Positioning Map

Category Segmentation

NOTE:
 Package Renewal

| Main | Sub |
|------|----------------------------|
| Foot | Foot |
| Hand | Age Care |
| | Natural (Practical Pkg) |
| | Scent-focused / Fun PKG |
| | Loss Leader |



Fragrance & Hair Care Positioning Map

Hair Care



| Main Category | Sub Category | Product Line |
|---------------|--------------|--|
| Hair Styling | Wax |   <p>DE Style Specialist (3) ₩ 5,900</p> |
| | Gel |  <p>DE Style Specialist (3) ₩3,000~5,000</p> |
| | Color | <p>NEW</p> <p>Silk Hair Glam Color Cream (5)</p> |
| Hair Care | Basic |   <p>DE Style Specialist (5) ₩6,000~7,500</p> |
| | Intense | <p>LE</p> <p>Silk Hair Argan (5) ₩ 7,000 ~9,000</p>   |

NOTE:

LE

Line Extension

Fragrance




| Main Category | Sub Category | Product Line |
|---------------|----------------|--|
| Perfume | Eau De Perfume |  <p>City Ardor (2) Paris, Sydney ₩ 12,000</p> |
| | Perfume Stick | |
| | Perfume Spray |  <p>Any Perfume Spray (2) ₩ 8,000</p> |

* Style Specialist products will be renewed under Silk Hair line. (July)




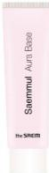

Makeup Line Development Direction

Overall Make up Line Direction

















- Makeup line will be divided into 3 primary lines, targeting the different age groups.
- Each line will include base, eye, cheek, lip makeups and the nail colors.
- **Seasonal Items will come in & out** NOT in accordance with the main lines, but to meet the fast-changing trends and needs.

| Target Age Group | Previous Line | NEW lines | Key representative words | Detailed Line Description | Sample Image |
|------------------|---------------|----------------------------------|---|--|--|
| Teens – 20s | Allys Ajell | Saemmul | Low price, fun, girly, light and approachable | Regular Shadow, Nail, Eye Items |  |
| | | | | Trendy & Spot Items |  |
| Mid 20s & Up | Ardent Lady | Eco Soul | Function-focused, Chic, Urban, Sophisticated, | A new container design renewal with emphasis on functionality and urbanity |  |
| 35s and over | N/A | New Line expected to be launched | Anti-aging, High quality | N/A | N/A |






Base Makeup Positioning – Base, Primer

| Base | Low Price [₩ 6,000~] | | Mid Price [₩ 10,000~] | |
|-------------|---|--|--|--|
| | Present | Renewal / New | Present | Renewal / New |
| Primer | <p>DE</p> <p>Ally's Ajell Pastel Jell Base (1) [₩ 7,000] Ally's Ajell Pore Cover Primer(1) [₩ 9,000] Ally's Ajell Makeup Base(2) [₩ 6,000]</p>  | <p>NEW</p> <p>Saemmul Pore Cover Primer (1) [₩ 8,000]</p>  | <p>DE</p> <p>Face Light Primer (3) [₩ 14,900]</p>  | <p>NEW</p> <p>Eco Soul Magic Primer (2) [₩ 14,000]</p>  |
| Makeup Base | | <p>NEW</p> <p>Saemmul Aura Base (3) [₩ 7,000]</p>  | <p>Eco Soul Real Fit Makeup base(2) [₩ 13,900]</p>  | <p>NEW</p> <p>Eco Earth Super DD Moisture Base(1) [₩ 17,000]</p>  |










Base Makeup Positioning – CC, BB

| CC / BB | | Low Price [₩ 4,500~] | | Mid Price [₩ 14,000~] | |
|------------------------------|----------------------------|--|--|--|--|
| | | Present | Renewal / New | Present | Renewal / New |
| CC [Base +Light Coverage] | | | NEW Saemmul Pure CC Cream (1)  | DE Eco Soul CC Cream (2) [₩ 14,900]  DE Eco Soul CC Cushion (2) [₩ 18,900]  | Renewal Eco Soul CC Cream (2) [₩ 14,000]  NEW Eco Earth Super CC Cream(1) [₩ 17,000]  |
| | CC & BB [More coverage] | | | DE Eco Soul CC & BB Cream (2) [₩ 18,900]  | |
| BB | General | DE Ally' Ajell Moisture BB (1) [₩ 6,000]  | NEW Saemmul [₩ 8,000] • Pore Cover BB (2) • Aura BB (2)   | DE Skin Fit BB (3) [₩ 16,000]  NEW Eco Earth Super BB Cream(1) [₩ 17,000]  | NEW Eco Soul BB cream (Longwear 2 +Skinfit 2 + Powder BB (2) [₩18,000]  |
| | Special | Ardent Lady Moisture Cover BB Whitening Anti-wrinkle(1) [₩ 10,000]  See & Saw A.C Control BB (1) [₩ 12,000]  DE | | Beaute de Royal BB (1) [₩ 38,000]  Dr. Beauty Cell Renew BB (1) [₩ 48,000] | Snail Essential BB (1) [₩ 23,000]  |







Base Makeup Positioning – Foundation, Cushion, Concealer

| Foundation /Concealer | Low Price [₩ 5,000~] | | Mid Price [₩ 13,000~] | |
|-----------------------|---|---------------|---|--|
| | Present | Renewal / New | Present | Renewal / New |
| Liquid-type | | | Eco Soul Real Fit Foundation (2) [₩ 13,900]  | |
| Cream/ Cushion Type | | | Gem Miracle Motion BB Foundation (2) [₩ 39,900]  | NEW Eco Soul Moist Aura Cushion (2) [₩19,000]  |
| Concealer | LE Cover Perfection Tip Concealer(2) [₩ 5,000] [+ Pencil type(2) + Jar type(2)+ Tube type(2)]  | | Ardent Lady New york Cover Stick Concealer (2) [₩ 6,000]  | |

Base Makeup Positioning – Powder, Pact






| Powder/ Pact | Low Price [₩ 6,000~] | | Mid Price [₩ 10,000~] | |
|----------------------------|---|--|--|---------------|
| | Present | Renewal / New | Present | Renewal / New |
| Loose-powder | | <p>NEW</p> <p>Saemmul [₩7,000]</p> <ul style="list-style-type: none"> • Pore Cover Powder (1) • Aura Powder (1)  | <p>DE</p> <p>Ardent Lady Tokyo Blooming Powder (1) [₩ 12,000]</p>  <p>Eco Soul Real Fit Powder (1) [₩ 12,900]</p>  | |
| Powder-pact | <p>DE</p> <p>Allyl' Ajell Girls Clear Pact(4) [₩ 6,000]</p>  <p>DE</p> <p>Allyl' Ajell Perfume BB Pact (2) [₩ 9,000]</p>  | <p>NEW</p> <p>Saemmul [₩8,000]</p> <ul style="list-style-type: none"> • Pore Cover Pact(1) • pure pact(2)  | <p>Eco Soul Real Fit Powder Pact (2) [₩ 15,900]</p>  | |
| Pact With Skincare benefit | | | <p>Gem Miracle Diamond Whitening Pact(2) [₩ 18,000]</p>  <p>DE</p> <p>Gem Miracle Gold Twin Pact(2) [₩ 18,000]</p>  | |

Face Color Makeup Positioning – Cheek , Highlighter, Makeup Fixer




| Cheek / Highlighter | Low Price [₩ 6,000~] | | Mid Price [₩ 8,900~] | |
|----------------------|--|---|--|--|
| | Present | Renewal / New | Present | Renewal / New |
| Blush [Single color] | Ally's Ajell Smile Bebe Blusher (5) [₩ 5,000]  | NEW Saemmul Blush (6) (Coming in Aug) | | |
| Blush [Multi color] | Alilly' Ajell Luminous Multi blusher (1) [₩ 9,500]  | | DE Ardent Lady Blossom Blusher (4) [₩ 22,900]  | |
| Highlighter | Alilly' Ajell Luminous Multi Highlighter (1) [₩ 9,500]  | NEW Saemmul Liquid Highlighter(2) [₩ 8,000] (Coming in Aug) | DE Ardent Lady Tokyo Flashbeam Highlighter(1) [₩ 12,000]  Eco Soul Gradation Multi Pact(2) [₩15,000]  | NEW Eco Soul Brush Volume beam Highlighter(1) [₩ 12,000] |




| Makeup Fixer | Low Price [₩ 6,000~] | | Mid Price [₩ 8,900~] | |
|--------------|--|--|-----------------------|---------------|
| | Present | Renewal / New | Present | Renewal / New |
| Makeup Fixer | DR Moisture Perfection Makeup Fixer Mist (1) [₩ 7,900] | NEW Saemmul Makeup Fixer Mist (1) [₩ 8,000]  | | |

Lip Makeup Positioning – Lip Gloss









| Lip Gloss | Low Price [₩ 3,500~] | | Mid Price [₩ 8,900~] | |
|------------------------|--|--|--|--|
| | Present | Renewal / New | Present | Renewal / New |
| Sheer | <p>Renewal</p> <p>Saemmul Flower Gloss(6→8) [₩ 3,500]</p>  | <p>NEW</p> <p>Saemmul Jelly Gloss (8) [₩3,500]</p>  | | |
| Medium Color Intensity | | <p>NEW</p> <p>Miss Chu Stick (8) [₩4,500]</p>  | <p>DE</p> <p>Eco Soul Color It Volume Gloss (8) [₩ 8,900]</p>  | <p>NEW</p> <p>Eco Soul Gloss (5) <i>(Coming in Aug)</i></p> |
| High Color Intensity | | | <p>Eco Soul Color Lip Rouge (5) [₩ 10,900]</p>  | |

Lip Makeup Positioning – Tint / Care



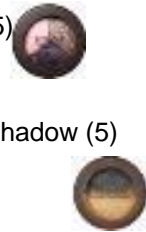



| Lip Tint | Low Price [₩ 4,500~] | | Mid Price [₩ 8,000~] | |
|----------|---|---|---|--|
| | Present | Renewal / New | Present | Renewal / New |
| Tint | <p>Saemmu Real Tint(3) [₩3,500]</p>  | <p>NEW</p> <p>Saemmul Jelly Pop tint stick(5) Saemmul Jelly Tint Juice(5) [₩5,000-7,000] (Coming in Aug)</p> | <p>Eco Soul Tint Lip Rouge(5) [₩ 8,900]</p>  | <p>NEW</p> <p>Eco Soul Moisture Tint Gloss (Coming in July)</p> |
| | <p>Saemmul Tint (7) • Aqua (3) • Milk(2) • Jelly Pearl (2) DE [₩ 4,000~ 5,500]</p> <p>Saemmul Kock Kock Cushion Tint (10) [₩7,000]</p>  | | | |

| Lip Care | Low Price [₩ 4,500~] | | Mid Price [₩ 6,000~] | |
|----------|---|---|--|--|
| | Present | Renewal / New | Present | Renewal / New |
| Lip Care | <p>Saemmul Chok Chok Lipcare Stick (3) [₩4,900]</p>  | <p>Saemmul Chok Chok Cake Balm(4) [₩ 4,900]</p>  | <p>DE</p> <p>Ally's Ajell Honey Aloe Essence(2) [₩ 6,000~7,000]</p>  | <p>NEW</p> <p>Saemmul Honey sugar Essence & scrub (2) [₩ 6,000~7,000]</p> |
| | | | | |















Lip Makeup Positioning – Lip Stick/ Lip liner

| Lipstick/ Lip liner | Low Price [₩ 6,000~] | | Mid Price [₩ 8,900~] | |
|---------------------------|---|--|--|---|
| | Present | Renewal / New | Present | Renewal / New |
| Lip Liner | | <p>NEW</p> <p>Saemmul liner (4) (Coming in Aug)</p> | <p>Ardent Lady Tokyo Creamfix Lipliner (3) [₩ 8,900]</p>  | |
| General | <p>Ally' Ajell Milky Color Lipstick (3) [₩ 6,000]</p> <p>DR</p>  | | <p>Rouge Essential Moisture Lipstick (10) [₩ 8,900]</p>  | <p>NEW</p> <p>Eco Soul Kiss Button Lipstick (10) [₩12,000]</p> |
| Unique | <p>DR</p> <p>Ally' Ajell Magic Lipstick (3) [₩ 6,500]</p>  <p>DR</p> <p>Saemmul Lip Crayon (3) [₩ 7,000]</p>  | | | |
| Intense Color & Hydration | | | <p>Eco Soul Color It Serum Lipstick (8) [₩10,900]</p>  <p>Global Eco Lipstick (2) [₩ 11,900]</p>  <p>Eco Soul Creamy Touch Lipstick (8) [₩10,900]</p>  | |











Eye Makeup Positioning – Shadow

| Eye Shadow | Low Price [₩ 4,500~] | | Mid Price [₩ 10,000~] |
|-----------------------------|---|---|---|
| | Present | New/ Renewal | Present |
| Powder-type (Single) | <p>DR</p> <p>Aaj Lovely Eye shadow (25) [₩ 4,500]</p> <p>Aaj Lovely Twinkle Eye shadow (5)</p>  | <p>NEW</p> <p>Saemmul Glitter shadow (10) [₩ 4,500]</p> <p>Saemmul Single shadow (25+ 5) [₩ 3,500]</p>  | <p>Eco Soul Dome Shadow (5) [₩10,000]</p> <p>Eco Soul Gradation multi Shadow (5) [₩ 10,000]</p>  |
| | <p>DR</p> <p>Aaj Jelly Cushion shadow (5) [₩ 6,500]</p>  | | |
| Other types (stick / jelly) | <p>DE</p> <p>Saemmul Eye Crayon (5) [₩ 7,000]</p>  | <p>NEW</p> <p>Saemmul Kok Kok Cushion Eyeshadow (8) [₩ 7,000]</p>  | |
| | | <p>NEW</p> <p>Aqua Fix Waterproof Shine Jelly Shadow (6) [₩ 6,500]</p> | |





Eye Makeup Positioning – Mascara

| Mascara | Low Price [₩ 4,000~] | | Mid Price [₩ 8,900~] | |
|-------------|--|--|--|--|
| | Present | Renewal / New | Present | Renewal / New |
| General | <p>DE</p> <p>Saemmul Easy Mascara (2) [₩ 4,000]</p>  | <p>NEW</p> <p>Saemmul</p> <ul style="list-style-type: none"> Perfect Mascara (2) [₩ 3,500] Power Mascara(3) [₩ 6,000]  | <p>Eco Soul 3motion Mascara (1) [₩ 9,900]</p>   | |
| | <p>DE</p> <p>Aaj Big Mascara (3) [₩ 7,700]</p>  | | <p>Eco Soul 90 Mascara (1+1) [₩ 16,900]</p>   | |
| Water-proof | | | <p>Eco Soul Waterproof Gel Mascara (2) [₩ 8,900]</p>   | <p>NEW</p> <p>Aqua Fix Waterproof 2X Mascara (2) [₩ 12,000]</p> |
| Special | <p>DE</p> <p>Aaj Big Base & Fixer Mascara (2) [₩ 7,700]</p>  | <p>NEW</p> <p>Saemmul Boosting Mascara (3)</p> <ul style="list-style-type: none"> Base , Ampoule, Fixer [₩ 6,000]   | <p>DE</p> <p>Freely Soul 25 Slim Mascara (1) [₩ 8,900]</p>   | |











Eye Makeup Positioning – Liner

| Eye Liner | Low Price [₩3,500~] | | Mid Price [₩ 7,000~] | |
|--------------------------|---|--|--|--|
| | Present | Renewal / New | Present | Renewal / New |
| Pencil-type | <p>DE</p> <p>Aaj Easy Eyeliner (2) [₩ 3,500]</p>  | | <p>DE</p> <p>AL Waterproof Gel Liner Auto (6) [₩ 7,000]</p>  | <p>NEW</p> <p>Eco Soul Gel Liner (10) [₩ 7,000]</p>  |
| | <p>Aaj Waterproof Pencil eyeliner (4) [₩ 5,500]</p>  | <p>Saemmul Under Eye Maker (3) [₩ 4,500]</p>  | | |
| Gel / Liquid/ Brush type | <p>Eco Soul Gel eyeliner (2) [₩ 7,000]</p>  | <p>NEW</p> <p>Saemmul Soft Marker Liner (1) [₩ 7,000] <i>Coming in July</i></p> | <p>Eco Soul Advanced Waterproof Eyeliner (2) [₩ 8,000]</p>  | |
| | | | <p>Eco Soul Brush Liner (2) [₩ 10,000]</p>  | <p>Eco Soul Shocking Slim Liner (3) [₩ 11,900]</p>  |
| | | | <p>ES Waterproof Push Liner (2) [₩ 11,900]</p>  | |

Eye Makeup Positioning – Brow

| Eye Brow | Low Price [₩ 2,500~] | | Mid Price [₩ 6,900~] | |
|----------|--|---------------|---|---------------|
| | Present | Renewal / New | Present | Renewal / New |
| Pencil | <p>Saemmul Artlook Eyebrow (4) [₩ 2,500]</p>  <p>Ardent Lady Easy Eyebrow Wood Pencil (4) [₩ 2,500]</p>  | | | |
| Others | <p>Saemmul Browcara (3) [₩ 5,500]</p>  | | <p>Ardent Lady New York Eyebrow Kit (2) [₩ 6,900]</p>  | |

Nail Product Positioning

| Nail Polish | Low Price [₩ 1,000~] | Mid Price [₩ 3,000~] |
|-------------------|---|--|
| Color | <p>Saemmul Nails</p> <ul style="list-style-type: none"> Hot Summer (5) [₩1,500] Nude (5) [₩1,500] Pastel (10) [₩1,500] Vivid (12) [₩1,500] Candy (15) [₩1,500] <p><u>Total SKU 47</u></p>  | <p>Eco Soul Nail Collection</p> <ul style="list-style-type: none"> Jelly, Twinkle (33) [₩3,000~3,500] Coating (10) [₩3,500] LED (7) [₩3,000] <p><u>Total SKU 50</u></p> <p>Global Eco Nail Color(1) [₩ 3,000]</p>   <p>Aqua Fix Nail Metallic Summer (7) [₩ 3,000]</p>  |
| Special | | <p>Nail Healthy Care Dry Mist(1) [₩ 8,000]</p>  |
| Care | <p>Saemmul Nail Care (3) [₩1,500]</p>  | <p>Eco Soul Nail Collection Care (7) [₩3,500]</p>  |
| Sticker / Glitter | <p>Aqua Fix Twinkle Fish(7) [₩ 1,800]</p>  <p>Aqua Fix Water-free Nail Sticker (2) [₩ 2,000]</p>  | |
| Remover | <p>Saemmul Nail Remover (1) [₩1,000]</p> | <p>Eco Soul Nail Mild Remover (1) [₩5,000]</p>  |