



the SAEM

Company Introduction

Overseas Business Team
2013. 12

Contents

1. Company Overview

- About the Saem
- Organization
- Background
- Brand Slogan
- Brand's Core Value
- Brand Characteristics

2. Main Products

- Skincare / Makeup / Others

3. Stores

- Local & Overseas

4. Marketing Activities

- TVCM
- PR & Ads

5. Global Eco the SAEM

Company Overview_About the Saem

In Harmony with Nature

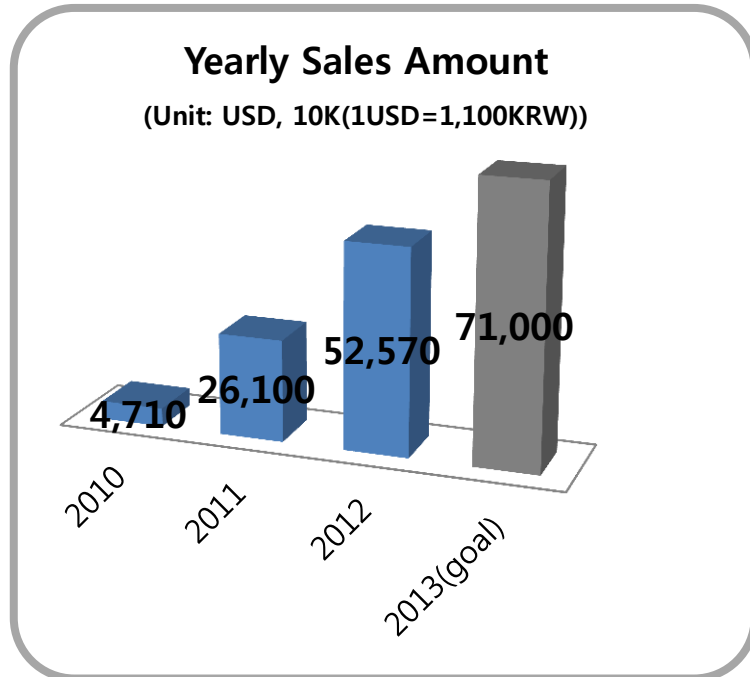
Global Eco, the Saem

The Saem launched its first brand shop in Myoung-Dong in Aug.2010. Now the brand has grown to see a total number of 150 shops in Korea domestic and overseas. Literary meaning of the Saem is <fountain> or <spring>(Korean), and it has a symbolic reference to source of ceaseless wisdom, idea, assets, inspiration. The name refers to our quest to discover and collect the hidden beauty asset that nature renders us as heritage.

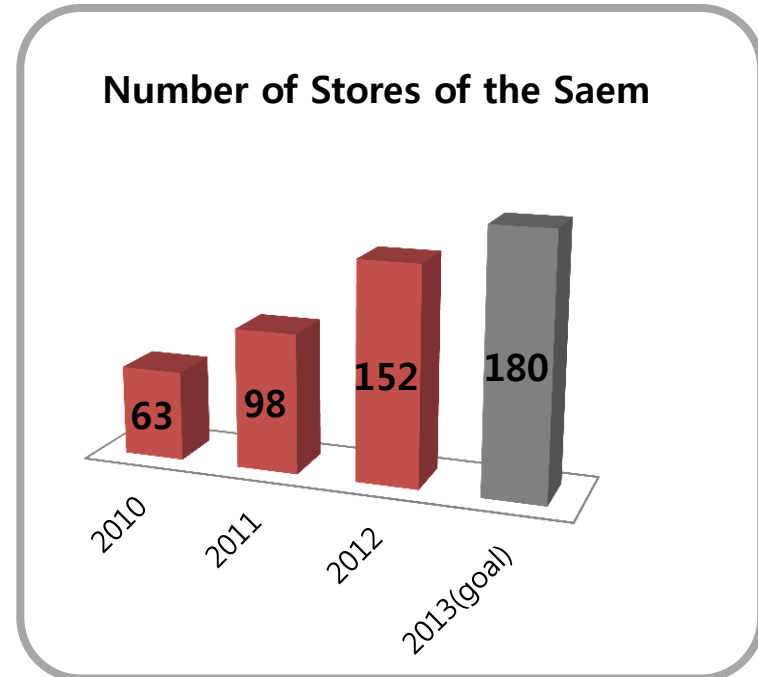
the **SAEM**
global eco

In 2013, the Saem is taking a renovative move, under the new slogan "Global Eco" to reborn as a new and fresh brand.

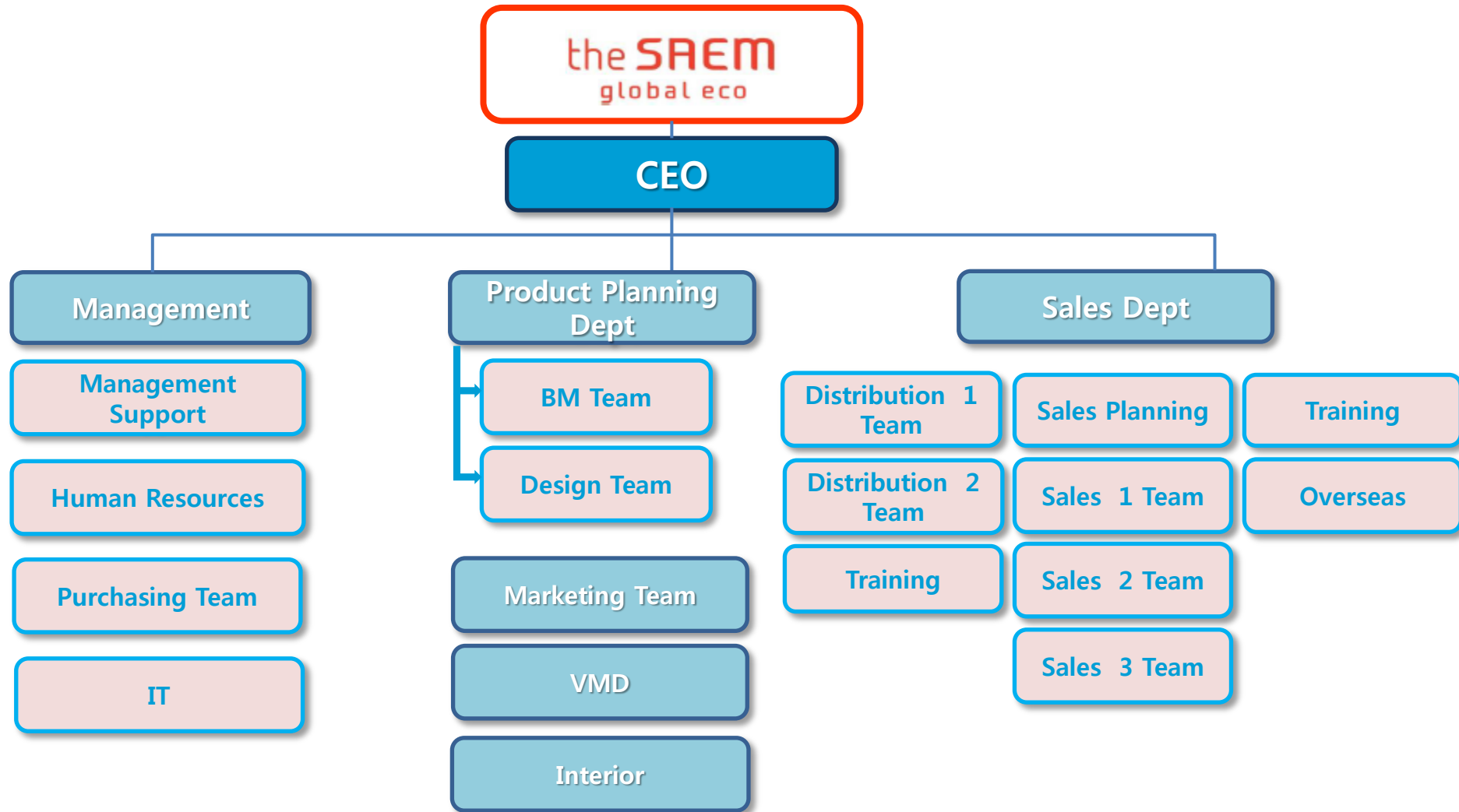
Market Sales



Store Expansion



Company Overview_Organization



Hankook Cosmetics_where the story begins

- Found in 1962
- Quality based products with 52 years of history
- Advanced R&D & high technology
- Profound know-how on manufacturing and sales
- Launched new brand company, 'The Saem Int'l Co., Ltd.' in 2010



Head Quarter Office Seoul

Organization



Hankook Cosmetics Manufacturing _foundation of technology

With renowned R&D center with advanced technology, Hankook cosmetics manufacturing covers production of all cosmetics from skin care to functional, makeup, men's, baby care, body products, perfumes and hair products, of approx. 600 functional cosmetics certified by KFDA.

- 1961 Establishment of Hankook Cosmetics Manufacturing Co., Ltd
- 1974 Developed Liquid Shampoo in Korea for the first time
- 1978 Enlisted in the Korea Stock Exchange
- 1980 Established Technical Cooperation with L'OREAL Group, France
- 1981 Established Technical Cooperation with LANCOME, France
- 1993 Established Partnerships with INTERCOS, Italy
- 1999 Certified as CGMP enterprise



The SAEM is inspired
By the sky, soil, winds, clouds, sunlight, water, trees and flowers
everywhere in the world.

We always appreciate the beauties of nature.

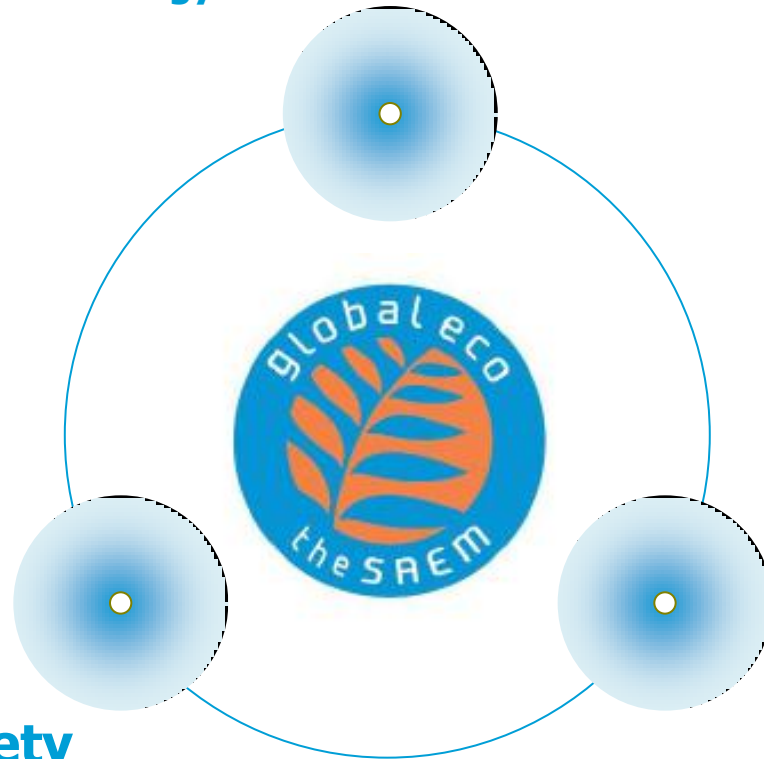
The natural ecology in the whole world inspires the SAEM

지구 곳곳의
하늘 땅 바람 구름 햇빛 물 나무 꽃들이
더샘과 통하고 있습니다.
저희는 늘 자연에게 고맙습니다.
“세상 모든 자연과 통하다”



Urban Ecology

The Saem stands for the essence & heritage of **urban global ecology** that lives and breathes with us today



Variety

The Saem covers wide variety of needs for beauty with **full ranges of product lines and function**

Value

The Saem provides high quality products at **practical & affordable price**

Contents

1. Company Overview

- About the Saem
- Organization
- Background
- Brand Slogan
- Brand's Core Value
- Brand Characteristics

2. Main Products

- Product Characteristics
- Skincare / Makeup / Others

3. Stores

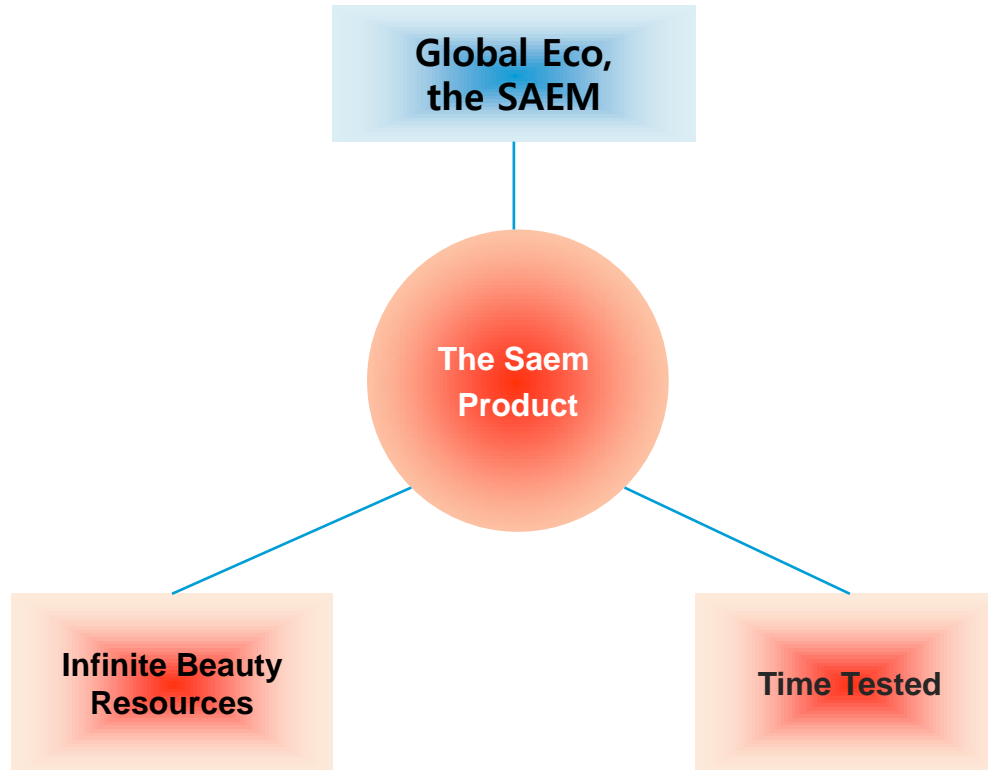
- Local & Overseas

4. Marketing Activities

- TVCM
- PR & Ads

5. Global Eco the SAEM

Eco Friendly Products



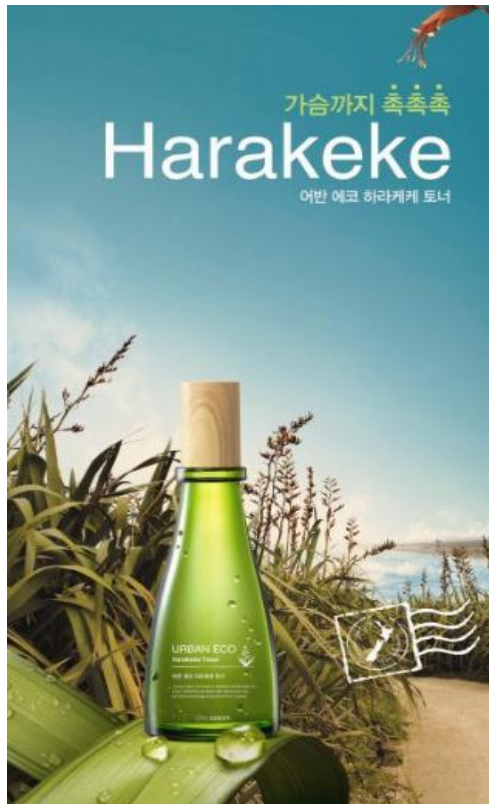
The **SAEM** pursues **limitless beauty wisdom** around the world, **inherited by nature**

The **SAEM** respects **effective & safe beauty recipe**, proven through generations

Main Products _Skincare

The complete & Perfect combination of Hankook's 52 years knowledge and essence of wise beauty heritage from all over the world

Urban Eco Harakeke



- Harakeke from New Zealand
- Living Nature Collaboration
- 20s-30s

Dr Beauty Cell Renew



- EGF, Synake, Snail extract
- General Hospital Dermatologist collaboration
- 30s-50s

Gem Miracle Black Pearl



- Black Pearl from Tahiti & Oxygen
- Gem beauty therapy
- 1 Million seller(O2 Bubble Mask)

Main Products_Makeup

Trendy K-Beauty makeup realizing immaculate skin expression and colors of cutting edge technology

Eco Soul



- All-in-one, multi functional, smart
- 20-30s

Ally's Ajell



- Cute, lovely girlish makeup for youngsters(20s)
- Full line(nail, lip, cheeks, eye, base)

Saemmul/ Ardent Lady



- Trendy, chic city color makeup collection of the world
- Full line(nail, lip, cheeks, eye, base)
- late 20s-30s

Main Products_Cleansing, Mask Sheet

Cleansing and Mask Sheets for healthy and natural daily care

Mask sheet

Natural Mask Sheet



- Mask sheet of organic natural ingredients
- For all age and skin types
- Very affordable line

cleansing

Kumerahou



- Kumerahou from Pure New Zealand
- Natural soap of indigenous Maori
- 20-late 30s

cleansing

Healing Tea Garden



- Mild organic tea ingredients relieves stress
- Tailored to different skin condition
- Very affordable line

cleansing

Marseille Olive



- Organic olives from Marseille, France
- High moisturizing, premium line
- late 20s- 40s

Main Products_Others(Body, Men, Hair)

Extensive total coverage of body, men and hair line, with natural and organic based ingredients found worldwide

Body

Fruits Punch

후르츠 펀치 구아바 & 피치 바다로션

보들 아기 속살, 피부를 부드럽게 채워주는
모·아·스·처 바디로션



Guava & peach
Body Wash

- ✓ 원형 자외선의 따스한 햇살을 간직한 사탕수수와 부드러운 구아바 & 피치 향이 전신을 편안하게 감싸주는 크림 타입의 모·아·스·처 바디로션입니다.
- ✓ 깊고 농축된 수분만으로 피부에 충분히 스며드는 시골성 보습 성분이 부드럽고 촉촉한 보습 트리트먼트 효과를 선사합니다.
- ✓ 벤조핀 - 마누에올 - 트리메탄올아민 및도 알레르기 유발 표물질로 윤가독이 부담없이 편안하게 사용할 수 있습니다.

Exotic Energetic Experience !
청청 과일들의 오감만족 에너지 펀치 < 후르츠 펀치 >

오감을 자극하는 풍성한 과일 향과 역동적인 에너지로 가득 찬 청청 과일들의 열정을 그대로 담아 자친 바다에 활력과 생기를 선사하는 활력적 가격의 바디 케어 라인입니다.

- Rich nutrition of natural fruits extract
- Affordable price daily body care
- For all age

Men

Mineral Homme



- Energy and power of Mineral
- Mid-premium men's basic care & whitening line
- 20s-late 30s

Hair

Herb Actually



- Healing herb for hair remedy
- For all age

Contents

1. Company Overview

- About the Saem
- Organization
- Background
- Brand Slogan
- Brand's Core Value
- Brand Characteristics

2. Main Products

- Product Characteristics
- Skincare / Makeup / Others

3. Stores

- Local & Overseas

4. Marketing Activities

- TVCM
- PR & Ads

5. Global Eco the SAEM

Store Presence_Summary

1. Local:

- Locally launched 130 shops locally in 2 years
: Remarkably rapid growth nationwide as a unified one-brand shop

2. Overseas:

- Total 14 overseas stores (2013.7)-TH, HK, Vietnam, Kazakhstan
- Coming Soon(2014) - Taiwan, Indonesia, Hawaii
- More to come(2014~2015) – Japan, Singapore, Malaysia, Philippines etc.

PRESENT
COMING SOON
MORE TO COME



Store Presence_ Overseas

Overseas Stores Chronicle

- 2011. 12 1st Hong Kong store, i-Square mall/Kowloon
- 2012. 01 1st Vietnam store, Hanoi
- 2012. 06 2nd Hong Kong store, Citistore/Tsuen Wan
- 2012. 08 3rd Hong Kong store, Hysan Place/Causeway Bay
- 2012. 05 1st Thailand store, Mega Bagna
- 2012. 08 2nd Thailand store, The Mall Bangkok
- 2012. 11 3rd Thailand store, Silom Complex
- 2012. 12 4th Thailand store, Ngam Wong Wan
- 2013. 08 4th Hong Kong store, Sunshine City Plaza
- 2013. 09 1st Kazakhstan Store, Almaty City
- 2013. 10 5th Thailand Store, the Mall Bankae
- 2013. 11 6th Thailand Store, the Mall Tha Pha
- 2013. 11 5th Hong Kong Store, Taipo Mega Mall
- 2013. 12 6th Hong Kong Store, Mongkok (to come)



4th Thailand Store_ Ngam Wong Wan



2nd HK Store_ Citistore



4th HK Store_ SCP



3rd Thailand Store_ Silom



3rd HK Store_ Hysan Place



1st KZ Store_ Almaty City

Contents

1. Company Overview

- About the Saem
- Organization
- Background
- Brand Slogan
- Brand's Core Value
- Brand Characteristics

2. Main Products

- Product Characteristics
- Skincare / Makeup / Others

3. Stores

- Local & Overseas

4. Marketing Activities

- TVCM
- PR & Ads

5. Global Eco the SAEM

Marketing Activities_ TVCM Main

The Saem coworks with Super stars strategically, to effectively escalate and broaden brand recognition. IYOU & GD expands the Saem's value over main Asian countries and further beyond.

2010 – 2011 Lee Seung Gi

2010.08 "Launching"



2010.09

"Gem Miracle Diamond V Lifting Serum"



2011.03

"Gem Miracle Black Pearl O2 Bubble Mask"



2012I-YOU

2012.08 "Urban Eco Harakeke Toner"

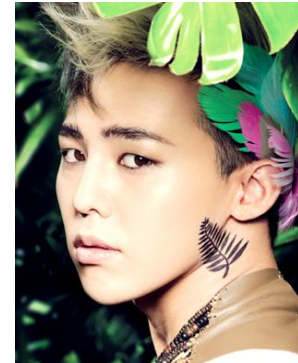


2012.11 "Triplus Ampoule"



2013 G-Dragon & I-YOU

2013.02 Global Eco with G Dragon



2013.05 Global Eco with I U



2013.10 "Harakeke Cream EX"





2010.09 Cosmopolitan



2012.10 NYLON



2013.11 MARIE CLAIRE



Contents

1. Company Overview

- About the Saem
- Organization
- Background
- Brand Slogan
- Brand's Core Value
- Brand Characteristics

2. Main Products

- Product Characteristics
- Skincare / Makeup / Others

3. Stores

- Local & Overseas

4. Marketing Activities

- TVCM
- PR & Ads

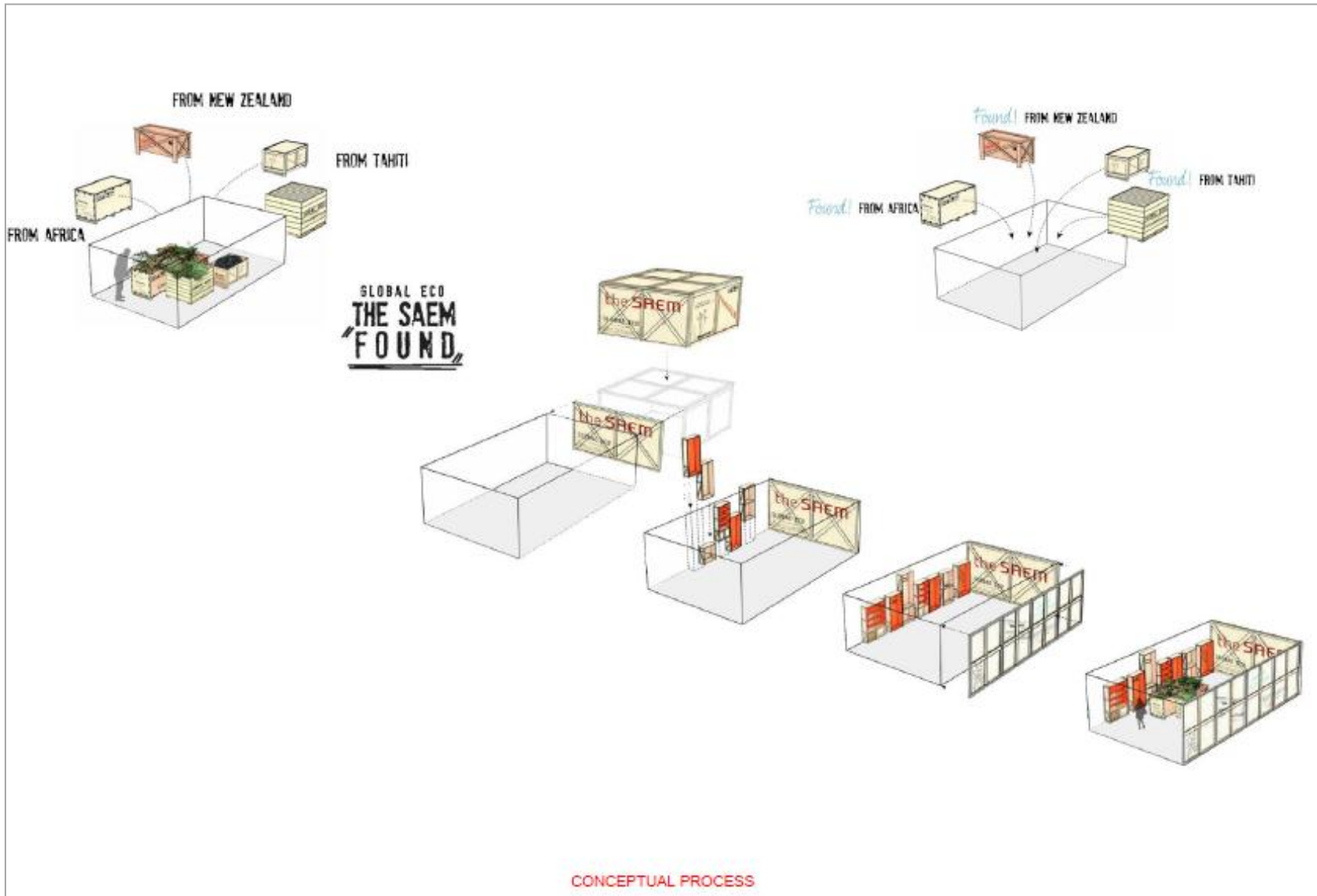
5. Global Eco the SAEM

New Interior Concept



CONCEPTUAL IMAGE

New Interior Concept Sketch



New Interior_Rough 2D Drawings



New Global Eco the Saem

Savoy Flagship Store



New Global Eco the Saem_Savoy Flagship Store



New Global Eco the Saem _HK SCP Plaza(4th Shop)



New Global Eco the Saem _HK SCP Plaza(4th Shop)



New Global Eco the Saem _HK Taipo Mega Mall(5th shop)



New Global Eco the Saem _TH The Mall Bankae(5th shop)



New Global Eco the Saem

Various Types Store Interior

