



ATOMY PROFILE 2023



**2023 ATOMY PROFILE**

Published by Atomy Co., Ltd.

Date January 2023

**Atomy Korea H.Q.**

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# WE ARE ATOMY

Going Beyond Customer Satisfaction and  
Bringing About Customer Success



## COMPANY MOTTOS

### Cherish the Spirit

Created in God's image, humans are the most precious beings and should never be treated as a means to an end. People are the ultimate objective and should be cherished as such.

### Create the Vision

The surest way to predict the future is to plan it yourself. Design your thoughts to bring the future you desire.

### Follow the Faith

Faith is believing in the things that we cannot see. This genuine faith in an unseen vision has the power to draw action toward a desirable future.

### Serve in Humility

Atomy regards humility as the most important virtue. Our thoughts should reach up to the sky, but our feet should remain on the ground. If we stay humble even after accomplishing everything, our honor will be achieved with respect.





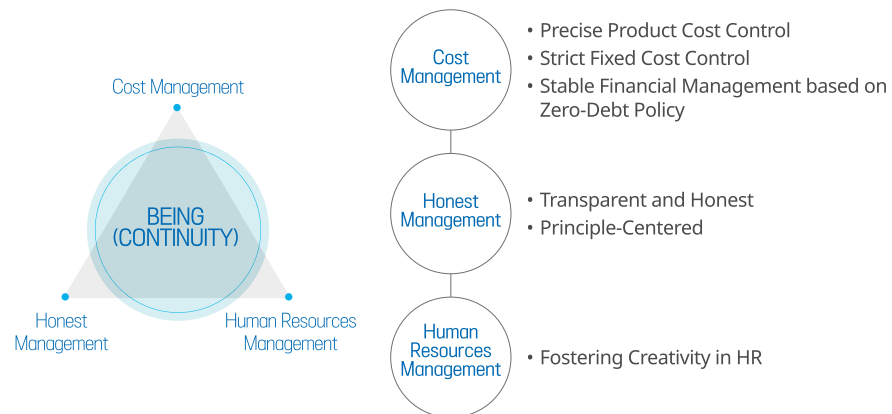
# CORPORATE PHILOSOPHY



## FOUNDING PRINCIPLES

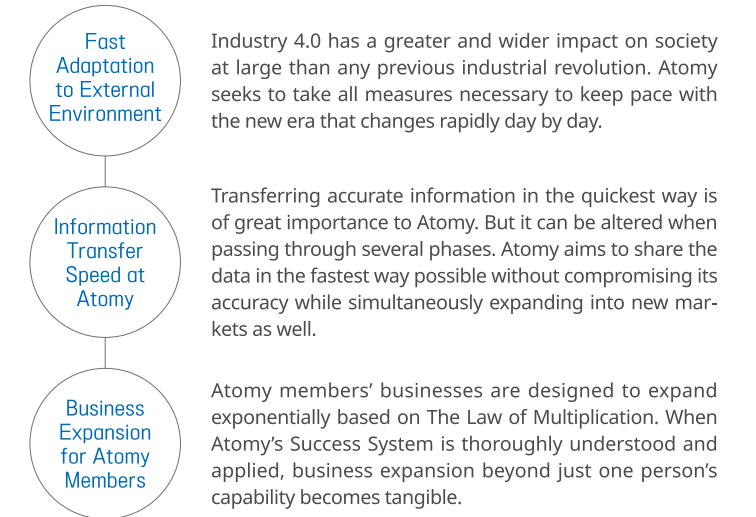
### BEING (CONTINUITY)

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



## SPEED

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



## BALANCE

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

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

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





## MANAGEMENT OBJECTIVES

### Customers' Success

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

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

### A Distribution HUB

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

### A Premier Company

Atomy wants to be a Premier Company, namely, the best of the best. Our management philosophy, "Honesty and Goodness is the Best Strategy," urges us to focus on the fundamentals of distribution, supplying quality products at low prices to the market. Accordingly, we foster creative individuals who can produce added value based on a solid moral foundation.

## MANAGEMENT PHILOSOPHY

### A Small but Big Company

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

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

### C.I. PHILOSOPHY CORPORATE IDENTITY



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

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

Atomy White  
WHITE C0 M0 Y0 K0 / R255 G255 B255

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



# FOUNDER & CHAIRMAN HAN-GILL PARK

## A Turning Point

Han-Gill Park chanced upon network marketing during a business trip to Australia, which became a turning point in his life. He learned that profits can be made in direct sales simply by trying a product and then recommending it to others. Soon after returning to South Korea, Park quit his job and became a distributor for a direct selling company. He eventually reached the highest rank, enjoyed the spotlight, and even served as the first president of the Korean Network Marketing Leaders Club.

## A New Dream

The rosy dream did not last long. Park's business collapsed as the company closed. Then he started an e-commerce business, predicting the rise of online shopping, but it failed due to poor infrastructure. Although he lost his health and money, his vision toward direct selling was still fierce. In this hopeless situation, Han-Gill Park founded a new hope – Atomy.



## PROFILE

### Chairman Han-Gill Park, 夢想

Doctor of Business Administration,  
Woosong University

Honorary Doctor of Ministry,  
Canada Christian College

### 2019~Present

- 
- Chairman, Atomy Co., Ltd.
- President, Korea Direct Selling Industry Association
- Member, WFDSA CEO Council
- Director, Dreamy High School

# 夢想

## Atomy, the Realization of the Dream

Atomy is the realization of Park's vivid dream for the direct selling business. Its famous slogan, Absolute Quality Absolute Price, shows his tenacity. Whether it is because of the quality or the price, anyone who uses Atomy products will love them, and that is what Absolute Quality Absolute Price is all about.

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

## The Dearest Dream Comes True

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.



# Atomy Singapore Success Academy

## GLOBAL ATOMY

Pioneering the World Market to  
Become a Global Distribution Hub





# HISTORY OF GLOBAL ATOMY

Atomy has seen remarkable growth since its foundation in 2009 and is leaping ahead as a global hub of distribution, connecting producers and consumers from all corners of the world.

## 2010

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

## 2009

**A Bold New Player in Direct Selling**

- 12 Joined Korea International Trade Association
- 08 Joined Korea Special Sales Financial Cooperative Association
- 06 [Atomy Korea] Contract for the supply of goods with Sun Biotech Co. (Kolmar BNH)
- 06 Founded Atomy Co., Ltd.



2009~2010

## 2012

**Taking Initiative in Establishing a Healthy Distribution Culture**

- 05 [Atomy Korea] Received IR52 Jang Young-shil Award for Atomy Essence
- 01 [Atomy Korea] Ethics Committee launched



## 2011

**Going Global**

Opened Atomy Canada (Vancouver), Atomy Japan (Tokyo)

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



2011~2012

## 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



## 2014

**Entering the Gate of World's Largest Market**

Opened Atomy Taiwan (Kaohsiung)

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



## 2013

**Linked-up Broadcasting System Opens a Consumer Distribution Era**

- 12 [Atomy Korea] Received \$10M Export Tower Award
- 12 Global Atomy members exceeded 1.4 million (Atomy Korea's membership size #1 in the industry)
- 07 [Atomy Korea] Started linked-up broadcasting (Songnisan and Gyeongju in Korea)



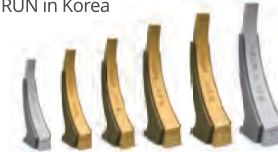
2013~2015

## 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



## 2017

**Maiden Voyage to Central America**

Opened Atomy Thailand (Bangkok), Atomy Mexico (Mexico City)

- 12 [Atomy Korea] Received \$50M Export Tower Award
- 01 [Atomy Taiwan] Held the 1st Atomy Taiwan charity marathon



## 2016

**Strengthening Markets in Southeast Asia**

Opened Atomy Malaysia (Kuala Lumpur), Atomy Philippines (Manila), Atomy Cambodia (Phnom Penh)

- 12 [Atomy Korea] Received \$30M Export Tower Award
- 08 Launch of the first GSGS products (Taiwan's Sandwich Laver and Aroma Patch released in Singapore)



2016~2018

## 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



## 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)



2019~2020

## 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 \$1.65 billion, No.1 in domestic health functional food exports
- 04 DSN Top 10 Global Direct Selling Companies

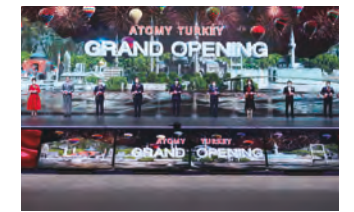


## 2021

**International Sales Surpass Domestic Sales**

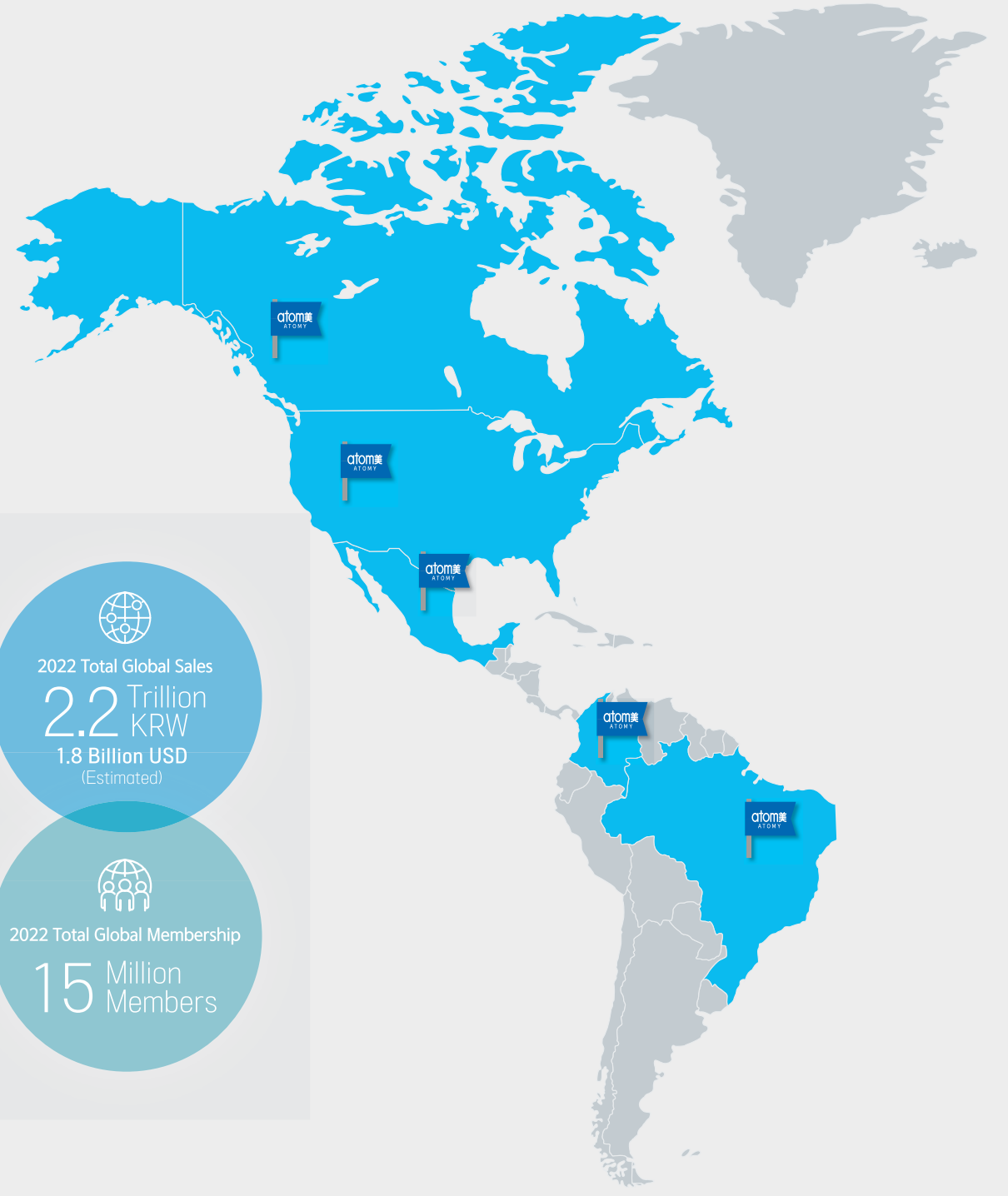
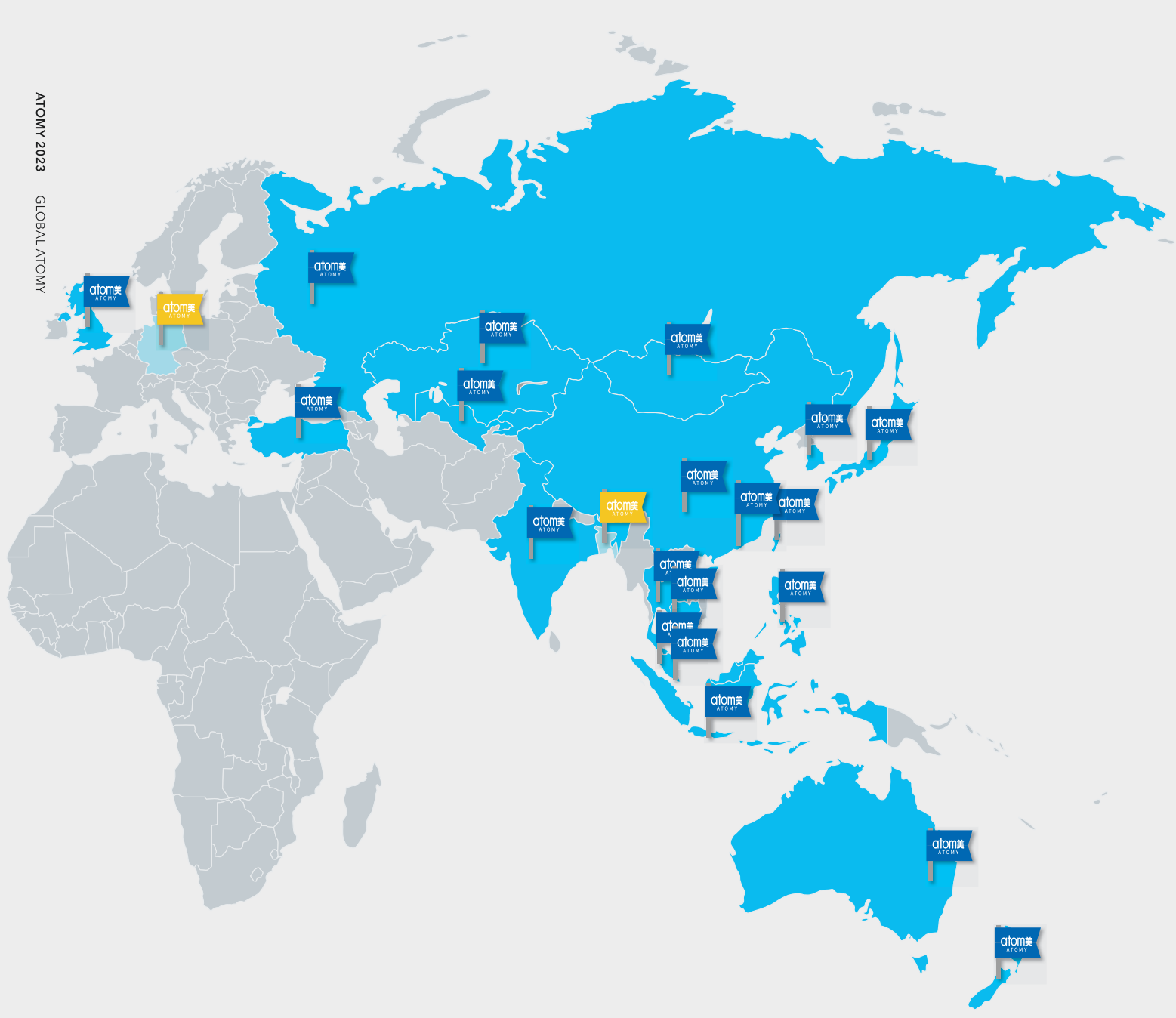
Opened Atomy New Zealand (Auckland), Atomy Turkey (Istanbul), Atomy UK (Guildford), Atomy Kazakhstan (Almaty), Atomy Kyrgyzstan (Bishkek)

- 12 Global sales exceeded \$1.8 billion
- 12 [Atomy Korea] Received \$300M Export Tower Award
- 11 [Atomy Korea] Absolute CellActive received King Sejong Award from KIPO
- 01 [Atomy Korea] Awarded Top 100 Great Places to Work in Korea by GPTW



2021~2022





2022 Total Global Sales  
2.2 Trillion KRW  
1.8 Billion USD  
(Estimated)

2022 Total Global Membership  
15 Million Members

# ATOMY ON THE GLOBAL STAGE

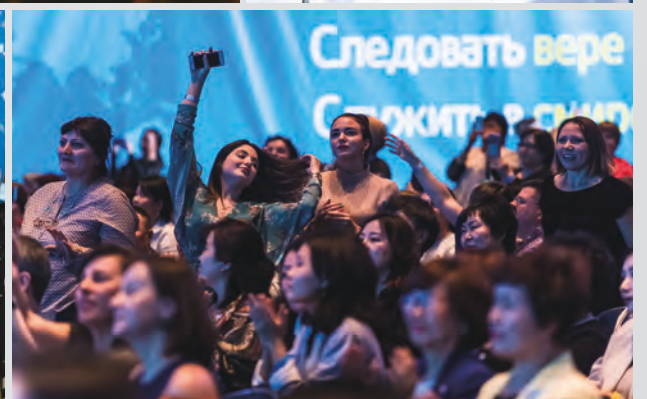
Atomy, the first Korean network marketing company to succeed in pioneering the global market, has opened a total of 25 global branches as of 2022. It is expanding further, focusing on Central and South America, Europe, Africa and emerging countries.

- Global Atomy**
  - Opened
  - Opening by 2023
- ASIA PACIFIC**
  - South Korea / Japan / Taiwan / Singapore / Cambodia
  - Philippines / Malaysia / Thailand / Australia
  - Indonesia / China / Hong Kong / India / New Zealand
  - Kazakhstan / Kyrgyzstan / Mongolia / Uzbekistan
  - Bangladesh
- NORTH AMERICA**
  - USA / Canada
- CENTRAL & SOUTH AMERICA**
  - Mexico / Colombia / Brazil
- EUROPE**
  - Russia / UK / Turkey
  - 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.

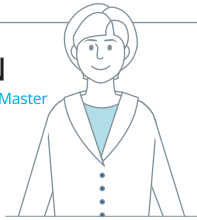




# ATOMIANS' STORIES

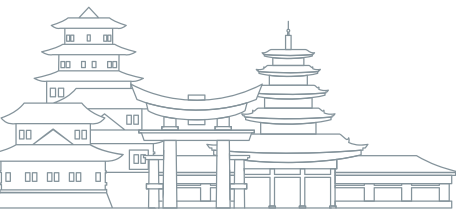
## ATOMY JAPAN

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.



Jika kita tidak memiliki keyakinan, itu tidak hanya menghabiskan energi dari diri kita sendiri saja, melainkan juga bisa mengambil energi dari orang-orang di sekitar kita. Akan tetapi jika kita memahami dengan benar mengenai produk, rancangan pemasaran, serta visi perusahaan dari Atomy, maka kepercayaan itu pasti akan timbul dengan sendirinya.

If you don't have faith, it will eat away at not only your own energy but also at the energy around you. However, if you know Atomy's products, compensation plans, and the company's philosophy, you can't help but believe in it.



## ATOMY INDONESIA

Age 59 Male / Diamond Master

## ATOMY KOREA

Age 57 Male / Imperial Master



애터미를 만나고 앞으로 어떻게 살아야 할지 방법론과 방향성을 알게 되었습니다. 그 전까지는 저는 아무 것도 할 수 없었고 할 수 있는 것도 없었습니다. 애터미를 만나고 삶의 방향을 정하고 묵묵히 걸어왔더니 성공자의 삶을 살게 되었습니다. 여러분도 그 길을 정확하고 올바르게 따라온다면 최고가 될 수 있을 거라고 믿습니다.

Before meeting Atomy, I could do nothing and had no skills. Atomy helped me discover the methodology and direction of how to lead my life. As I chose my life's path and walked quietly along while doing the Atomy business, I came to live a successful life. If you follow the path precisely and uprightly, I believe you can also be the best.



## ATOMY TAIWAN

Age 33 Male / Star Master

我們現在在做的事，就是和伙伴一起成長一起進步的共同事業。和伙伴們溝通並成長的過程中，也實現了伙伴的夢想，這對我們來說才是真正的成功。

We do a joint business, a business that grows and develops together with our partners. When all partners achieve their dreams and goals while communicating and make growth together, that is a true success.

## 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 และเริ่มศึกษาระบบของอะโทมีย่างจริงจัง 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 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 necessities. Atomy is an opportunity. Your dreams will come true with Atomy's Success System.

## ATOMY MALAYSIA

Age 45 Male / Sharon Rose Master





# ATOMY AT A GLANCE

## WE ARE GLOBAL ATOMY!

### GLOBAL DIRECT SELLING COMPANY

NO. 10

\* U.S. DIRECT SELLING NEWS, 2022

Atomy is the first Korean company to make it on DSN's Global 100 list of Top 10 Direct Selling Companies in the world published by Direct Selling News, America's trusted journal for network marketing.

### GLOBAL ATOMY

25 countries  
Atomy has opened a total of 25 global branches including Uzbekistan in December 2022.

1500 million members

Atomy's global membership has exceeded 15 million, showing steady growth every year.

### ATOMY SEMINARS

8,419 seminars

Since its inception, Atomy has hosted a total of 8,419 seminars globally. The number of seminars in 2022 alone was 2,024, which means an average of 5 seminars were held each day around the world.

### BEST WORKPLACE IN ASIA

NO. 2  
Great Place To Work Asia's Best Workplaces 2022

Atomy was ranked No. 2 in GPTW's "Best Workplaces in Asia." A company is deemed a "great place to work" when its members work with passion because they have great trust in the leadership and management, great pride in the work and organization, and great camaraderie.

## ABSOLUTE QUALITY ABSOLUTE PRICE

0% RETURN RATE

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

### ATOMY HEMOHIM



<h4>SALES RANK IN THE INDUSTRY</h4> <p>#1</p> <p>#1 Top-selling product in the industry for 8 consecutive years, Atomy Korea Korea Fair Trade Commission (2015-2022)</p>	<h4>IN HEALTH FUNCTIONAL FOOD EXPORTS</h4> <p>NO. 1</p> <p>No. 1 in domestic health functional food exports Ministry of Food and Drug Safety (2022)</p>
<h4>CUMULATIVE SALES</h4> <p>\$1.65 BILLION</p> <p>Cumulative sales of a single product over \$1.65 billion (2022)</p>	<h4>INTERNATIONAL PATENTS</h4> <p>21</p> <p>USA, Japan, Germany, UK, France, Italy</p>

### ABSOLUTE CELLACTIVE SKINCARE

First in cosmetics industry

KING SEJONG AWARD GRAND PRIZE



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

- 2022** • Selected as a next-generation "World-Class Product of Korea" by the Ministry of Trade, Industry and Energy
- 2021** • Won King Sejong Award from KIPO
- 2020** • Acquired NEP certification for innovative technology
  - Received 92nd IR52 Jang Young-shil Award for entire Absolute CellActive Skincare set of 6
- 2019** • Sold Over 1 Million Absolute CellActive Ampoules
- 2018** • Earned "Excellent" grade by Germany's Dermatest

### ATOMY TOOTHBRUSH


Atomy Toothbrush Sold Every Second

1 SEC.



The Atomy toothbrush is often called the "One Second Toothbrush." With 37 million Atomy toothbrushes sold annually, approximately one toothbrush is sold every second.



The image shows a large, modern exhibition space. The walls are covered in a grid of numerous small video call windows, each displaying a different person. A wide, blue carpeted aisle runs down the center of the room. In the background, there are several large digital displays showing various people and scenes. The overall atmosphere is one of global connectivity and digital communication.

# ATOMY'S CORE ENGINES

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



# ATOMY SUCCESS SYSTEM

## Atomy's Success System Support

Atomy supports business training programs and motivational events to bring about customers' success. Our offline and online seminars allow Atomy members around the globe to communicate and cooperate, unconstrained by time and space. Atomy has the industry's leading broadcasting system and established ENM (Entertainment & Media) department. We use Augmented Reality (AR) technology for virtual seminars and product experiences and eXtended Reality (XR) technology for virtual online tours.



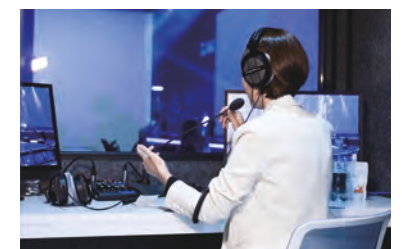
## A Next-Generation Broadcast Station That Merges Online and Offline

Extra-large screens and multiple ultra high definition cameras at Atomy's Vision Studio vividly bring the seminars to life. Atomy's broadcasting system is all about delivering the liveliness of the events to our members participating online.



## Simultaneous Broadcast, Simultaneous Interpretation

Equipped with the highest quality linked-up broadcasting system and live streaming service, the Atomy seminar has become a symbol of the new contactless era. Members from all over the world can participate in the seminars in real time, overcoming boundaries of time and space, while simultaneous interpretation is provided in different languages.



## A Seminar and the Performing Arts Meet

Atomy ENM is part of our unique Success System that combines business and culture. It blends Atomy seminars with diverse arts, such as operatic pop, musicals, dance, and poetry readings. Atomy's ENM content provides entertainment and relaxation to our hard-working members and motivates them with an enjoyable work environment.





# ATOMY SEMINARS

## Atomy Offers a New Vision in the New Normal Era

Atomy jumped on the contactless trend and embarked on providing various online and offline seminars starting with Success Academy. Atomy's Customer Success System will enable Atomy members worldwide to succeed by communicating and collaborating together without the constraints of time and space.



Atomy Seminars Held Worldwide

# 8,419

\* Cumulative total of seminars online and offline



## WORLD SUCCESS SHOW

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



## SUCCESS ACADEMY

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



## ONE-DAY SEMINAR

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



## AFTER-WORK ATOMY

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



# ABSOLUTE QUALITY ABSOLUTE PRICE

## The Reason that Consumers Choose Atomy Over Other Distributors:

Good products at low prices. Already chosen by more than 15 million members, our journey to earn top choice by the world's 8 billion people will forge ahead, driven by Atomy's Absolute Quality Absolute Price.

## Absolute Quality Absolute Price: Atomy's Absolute Value

The product philosophy behind Atomy is to provide Absolute Quality at an Absolute Price. Absolute Quality means the highest quality that no other company can match at the same price, and Absolute Price means the lowest price that no one can match at the same level of quality.

## The Masstige Strategy

"Masstige" is a portmanteau of "mass" meaning general public, and "tige" from prestige products. Under the strategy of Masstige, Atomy offers products of Absolute Quality at Absolute Prices, which is credited as the secret behind the company's success.



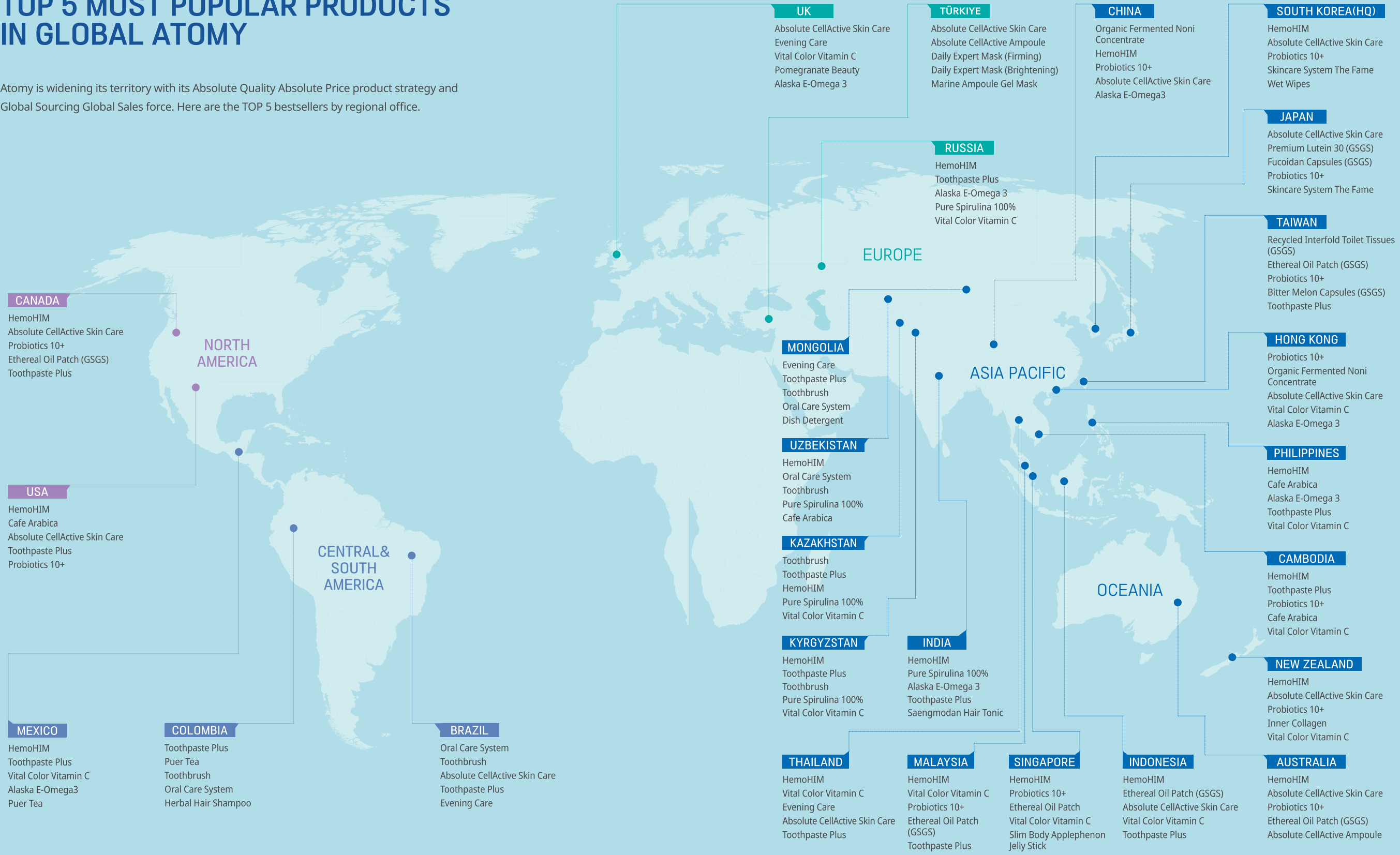
## Atomy You Can Trust and Use

Rooted in Absolute Quality Absolute Price, Atomy takes a step beyond to become "Shopping Curator: Atomy You Can Trust and Use" which requires absolute trust from its consumers. Atomy's curation service suggests and offers optimal "masstige" products to its consumers by analyzing their needs. "Atomy You Can Trust and Use" is a promise to make our consumers' lives more comfortable and meaningful.



# TOP 5 MOST POPULAR PRODUCTS IN GLOBAL ATOMY

Atomy is widening its territory with its Absolute Quality Absolute Price product strategy and Global Sourcing Global Sales force. Here are the TOP 5 bestsellers by regional office.



**CANADA**

- HemoHIM
- Absolute CellActive Skin Care
- Probiotics 10+
- Ethereal Oil Patch (GSGS)
- Toothpaste Plus

**NORTH AMERICA**

**USA**

- HemoHIM
- Cafe Arabica
- Absolute CellActive Skin Care
- Toothpaste Plus
- Probiotics 10+

**MEXICO**

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

**COLOMBIA**

- Toothpaste Plus
- Puer Tea
- Toothbrush
- Oral Care System
- Herbal Hair Shampoo

**BRAZIL**

- Oral Care System
- Toothbrush
- Absolute CellActive Skin Care
- Toothpaste Plus
- Evening Care

**UK**

- Absolute CellActive Skin Care
- Evening Care
- Vital Color Vitamin C
- Pomegranate Beauty
- Alaska E-Omega 3

**TÜRKIYE**

- Absolute CellActive Skin Care
- Absolute CellActive Ampoule
- Daily Expert Mask (Firming)
- Daily Expert Mask (Brightening)
- Marine Ampoule Gel Mask

**CHINA**

- Organic Fermented Noni Concentrate
- HemoHIM
- Probiotics 10+
- Absolute CellActive Skin Care
- Alaska E-Omega3

**SOUTH KOREA(HQ)**

- HemoHIM
- Absolute CellActive Skin Care
- Probiotics 10+
- Skincare System The Fame
- Wet Wipes

**JAPAN**

- Absolute CellActive Skin Care
- Premium Lutein 30 (GSGS)
- Fucoidan Capsules (GSGS)
- Probiotics 10+
- Skincare System The Fame

**TAIWAN**

- Recycled Interfold Toilet Tissues (GSGS)
- Ethereal Oil Patch (GSGS)
- Probiotics 10+
- Bitter Melon Capsules (GSGS)
- Toothpaste Plus

**HONG KONG**

- Probiotics 10+
- Organic Fermented Noni Concentrate
- Absolute CellActive Skin Care
- Vital Color Vitamin C
- Alaska E-Omega 3

**PHILIPPINES**

- HemoHIM
- Cafe Arabica
- Alaska E-Omega 3
- Toothpaste Plus
- Vital Color Vitamin C

**CAMBODIA**

- HemoHIM
- Toothpaste Plus
- Probiotics 10+
- Cafe Arabica
- Vital Color Vitamin C

**NEW ZEALAND**

- HemoHIM
- Absolute CellActive Skin Care
- Probiotics 10+
- Inner Collagen
- Vital Color Vitamin C

**AUSTRALIA**

- HemoHIM
- Absolute CellActive Skin Care
- Probiotics 10+
- Ethereal Oil Patch (GSGS)
- Absolute CellActive Ampoule

**EUROPE**

**ASIA PACIFIC**

**OCEANIA**

**MONGOLIA**

- Evening Care
- Toothpaste Plus
- Toothbrush
- Oral Care System
- Dish Detergent

**UZBEKISTAN**

- HemoHIM
- Oral Care System
- Toothbrush
- Pure Spirulina 100%
- Cafe Arabica

**KAZAKHSTAN**

- Toothbrush
- Toothpaste Plus
- HemoHIM
- Pure Spirulina 100%
- Vital Color Vitamin C

**KYRGYZSTAN**

- HemoHIM
- Toothpaste Plus
- Toothbrush
- Pure Spirulina 100%
- Vital Color Vitamin C

**INDIA**

- HemoHIM
- Pure Spirulina 100%
- Alaska E-Omega 3
- Toothpaste Plus
- Saengmodan Hair Tonic

**THAILAND**

- HemoHIM
- Vital Color Vitamin C
- Evening Care
- Absolute CellActive Skin Care
- Toothpaste Plus

**MALAYSIA**

- HemoHIM
- Vital Color Vitamin C
- Probiotics 10+
- Ethereal Oil Patch (GSGS)
- Toothpaste Plus

**SINGAPORE**

- HemoHIM
- Probiotics 10+
- Ethereal Oil Patch
- Vital Color Vitamin C
- Slim Body Applephenon
- Jelly Stick

**INDONESIA**

- HemoHIM
- Ethereal Oil Patch (GSGS)
- Absolute CellActive Skin Care
- Vital Color Vitamin C
- Toothpaste Plus



# GLOBAL SOURCING GLOBAL SALES STRATEGY

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



Sales of products produced outside of Korea and sold through the Atomy network reached \$75 million last year, with expectations to reach over \$100 million in 2023.

## GSGS PRODUCTS

USA	Vitamin B Complex, Probiotics, Organic Black Chia Seeds, Himalayan Pink Salt, Organic Oatmeal, Hand Sanitizer Gel, Plant Calcium, Women's Probiotics, Vitamin D3
JAPAN	Premium Lutein 30, rTG Omega 3, Calcium, Supportive Stockings, Isoflavone, Plasma α, Half Stockings, Fucoidan Hard Capsule, Fucoidan Extract, Foaming Net
TAIWAN	Sandwich Laver, Ethereal Oil Patch, Dried Fruit, PTFE Membrane Mask, Wet Wipes, Artichoke Capsules, Bubble & Color, Sanitary Pads, Tissue, Grilled Laver, Antrodia Cinnamomea Drink, Soy Sauce (Black Bean), Fish Collagen Drink, Kitchen Towel, Bitter Melon Capsules, Mineral Water, Pet Ear Sanitizer, Hand Sanitizer, Dehumidifier, Dog shampoo, Cleansing Wipes, Organic Rice, Insect Away, Fiber Meat Floss
CAMBODIA	Kampot Black Pepper
MALAYSIA	Hand Sanitizer, Moon Cakes (seasonal), Cookies (seasonal), Chicken Curry Paste, Bird's Nest Drink, Wet Wipes, Premium Kurma Gift Set
MEXICO	Avocado Oil
CHINA	Toothbrush, Sanitary Pads, Utensils for Babies, Sanitary Gloves, Sanitary Bags, Zipper Bags, Apple Chips, Moon Cakes (seasonal), Dish Detergent, Sea Buckthorn Seed Oil
PHILIPPINES	Organic Coconut Sugar
AUSTRALIA	Manuka Honey
THAILAND	Coffee
INDIA	Spirulina





# ATOMY'S CULTURE

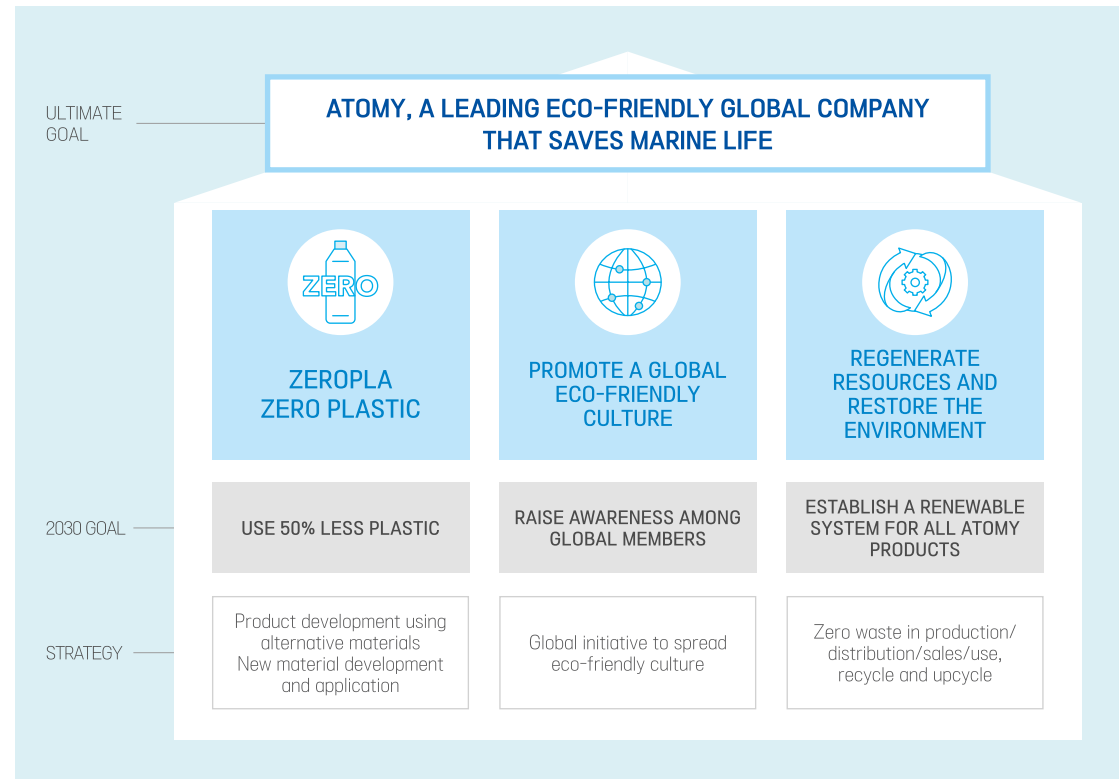
Becoming a First-Class Company Based  
on Sustainable Management Through  
Atomy's Cultures



# 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



## Regenerate Resources and Restore the Environment

### Bottle Collection Campaign

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



### Beach Clean Campaign with local communities

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

## Zero Plastic

### Eco-Friendly Product Redesign

Atomy is reducing plastic waste by redesigning its products to achieve zero plastic, recycle resources, and restore the environment. In 2021, about 363 tons of plastic were reduced through product coating and volume reduction. Furthermore, Atomy has set a goal of reducing its plastic usage by 50% by the year 2030 with the expansion of eco-friendly materials.

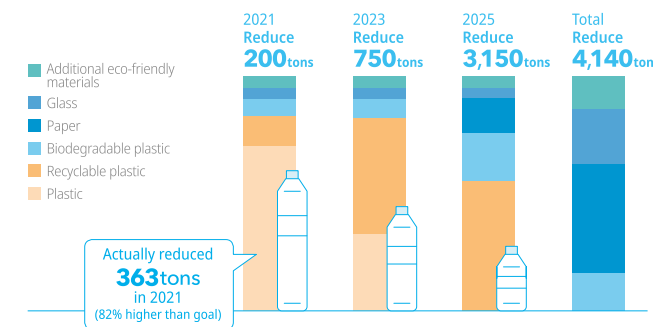


### Eco-Friendly Smart Packaging Logistics System

Atomy and its logistics company have introduced "Eco-Friendly Smart Packaging." All plastic packing materials and tape have been replaced with paper products, and a state-of-the-art system has been implemented to scan items in advance to optimize box size, packing material, and tape usage in order to prevent over-packaging.



## ATOMY 2030 ZERO-PLA ACTION PLAN



## Promote a Global Eco-Friendly Culture

### Eco-friendly Culture Campaign

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



### Global Blue Marine Idea Award

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





# CONSUMER CENTERED MANAGEMENT



## Consumer-Centered Management (CCM) Recertification

In 2019, Atomy was the first in the industry to achieve CCM (Consumer-Centered Management) certification. After obtaining recertification in December 2021, Atomy was further selected as an excellent CCM company in 2022. CCM is a national accreditation system that determines whether a company's management activities are organized and improved upon continuously with consumers' best interest in mind. Companies are evaluated by the Korea Consumer Agency and accredited by the Korea Fair Trade Commission.

\*Atomy Korea



Certificate of Excellent Consumer-Centered Management

## Customers and Members

For Atomy, customers are the ultimate goal and not a means of corporate activities. Atomy has various systems in place to improve satisfaction such as conducting customer satisfaction surveys, responding to VOC's within 24 hours, and operating an exclusive delivery system.

### Atomy Consumer Satisfaction in 21 Countries

Compared to industry average

**121%** higher **Average 87 points**

\*Korea Management Association (KMAC) survey results 2021

### 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.



### Atomy Delivery Service

Atomy introduced its own delivery service in 2021 to minimize delivery errors. It is a system to exclusively deliver Atomy products to members in a designated delivery vehicle. As a result, the probability of errors resulting from damage, loss, or delay has been significantly reduced. Atomy has been able to provide this service so that consumers can procure products with confidence.



### 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.





# GROWING TOGETHER

## Making a Good Life for Everyone

Mutual growth with our partnering companies is one of our core values to achieve Absolute Quality Absolute Price for our products. When partnering companies prosper, consumers can enjoy 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."



## Partnering Companies



### 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 Companies

Atomy uses the word "partnership" 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.

### Quality Management Enhancement

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

### Regular Meetings

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

### Quality Enhancement Support

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

### Travel Incentive Program

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

### Support for Inclusive Growth

01



Clear payments within one week of delivery

02



Financial support for facility improvements

03



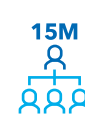
Cash advance for raw material procurement

04



One Partner Per Product Policy

05



Secure distribution network of 15 million members

06



Reasonable supplier prices through cost price monitoring





## THE ATOMY DNA

For Atomy to become a premier company, our employees must also become among the best in the world. Our organizational culture serves to cultivate such talents.



### Work Through Influence, Not Rank

We need to reflect on our influence while working at Atomy. This influence is not about rank or title, but about the scope and breadth of our work. The wider the range, the greater the impact. The work we do is not just within our department, but for all departments in the company. At Atomy, we work horizontally, not vertically, and for breadth, not depth.

### 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.

### Delete, Not Complete

At Atomy, we work to get rid of work. We try to eliminate pointless tasks and become immersed in more creative work.

### Given Powers Without a Yoke of Burden

Atomy's organizational culture of authority and responsibility is innovative. We give our employees authority without holding them responsible. This prevents fear of consequences. Atomy gives feedback as a way to encourage growth, not to assess accountability. Our employees develop through this feedback and are treated accordingly.

### Be Daring, Tenacious, Audacious

Worse than failing itself is never trying anything for fear of failure. In Israeli culture, rabbis teach their disciples to persistently ask deeper and deeper questions until they fully comprehend. This is part of the "chutzpah mindset." At Atomy, we encourage employees to constantly inquire about things they do not understand until they find the answer.

### Practice Honesty and Goodness

Honesty and goodness is the best strategies. We aim to be a completely transparent company that holds our employees to a high moral standard with a zero-tolerance policy for any misconduct. Goodness is about pursuing community value to share the company's created value with society.

	<b>2022 GPTW Korea</b> Selected No.2 Best Workplace in Asia and Grand Prize winner	<b>2020 GPTW Korea</b> Won the Grand Prize of the 19th Great Place To Work Korea
	<b>2021 Named Korean Exemplary Business for Work-Life Balance by Ministry of Employment and Labor</b>	





# ATOMY PARK

Decked with architectural awards, Atomy Park is a place designed for both members and employees to achieve the management goal of customer's success. Based on the foundation of a global distribution company that has been built up over the past 10 years, Atomy Park serves as a new base camp for the next 100 years.



Atomy Park Virtual Tour

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

**Area** Lot area 26,430㎡  
Building area 5200.39㎡  
Gross area 9722.16㎡

**Lobby, Levels** 1st-4th floors  
**Structure** Reinforced Concrete  
**Exterior finish** Slab tile, exposed concrete, white brick

**Design period** August 2016 - June 2017  
**Construction period** February 2017 - April 2019

**Awards**  
**ARCHITECTURE MASTERPRIZE**  
Received the 2019 Architecture Master prize (mixed-use architecture) - USA



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

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

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



# SHARING ACTIVITIES

## Atomy's Philosophy of Sharing

Atomy cherishes the spirit. Sharing is the actualization of Atomy's vision to cherish the spirit. Our employees, members, and the company itself take initiatives in spreading the culture of sharing with a loving heart and by taking social responsibility. Wherever Atomy has launched, engaging CSR campaigns and donations follow.



“ I encourage all Atomy offices to give back more generously to their local communities. Identify the blind spots of society where the government cannot help and provide support in these areas. I hope that Atomy's values of humanity are universally represented and carried out in your policies. ”

Excerpt from Branch Directors' Workshop (July 2019)



## GLOBAL ATOMY'S SHARING ACTIVITIES

- 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 Ppet Meo Kot Elementary School, Cambodia and 34 other contributions
- 2014** Support for meal delivery service by Christian Hospital for seniors in Ping Dong Province, Taiwan and 37 other contributions
- 2013** Support for Boston Choir in the U.S. and 16 other contributions
- 2012** Donation to Cancer Treatment Project by Korea Atomic Agency and 14 other contributions
- 2011** Relief funds for earthquake in East Japan and 9 other contributions
- 2010** Donation to World Vision Korea and 4 other contributions
- 2009** Donation to World Disaster Relief and 3 other contributions







# SHARE THE LOVE

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





# ONLINE & OFFLINE TOOL

## atomy.com

Atomy's Official website



## shop.atomy.com

Atomy Korea's Shopping Mall website



## ch.atomy.com

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



## global.atomy.kr

Atomy Global Mall(At.G Mall) website  
Meet Absolute Atomy products from all over the world.



## Atomy Ticket

Global seminar schedules and notification services



for iOS



for Android

## Publications

Company profile, magazines, catalogs



## Social Media

Atomy Korea channels.  
Find links to regional office's social media pages at atomy.com under Atomy HUB.



YouTube



Facebook



Instagram



## THE ATOMY DNA

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



# GLOBAL CONTACTS

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