

"Start your K-Business journey with KODY!"

Collaboration Project Proposal

00.

Contents



1) KODY Overview

- About HAINK Co., Ltd.
- KODY Overview

2) Core Values & Differentiation

- KODY Background & Services
- Core Values & Slogan

3) Key Business

- Official K-POP Product Distribution
- ONE-STOP Solution
- Global Marketing & Promotion Support

4) Successful Collaboration Cases & Partnership Proposal

- Case Studies
- Testimonials
- Partners & Team

01. Company Introduction

Name



HAINK Co., Ltd.

CEO

Jiyeon Kim (Hailey)

Address

(08362) Unit 809, Building A, Guro SKV1 Center,
88, Bugwang-ro, Hang-dong, Guro-gu, Seoul, South Korea

brand



K-B2B One-Stop Solution

Website

www.kodyglobal.com

Email

b2b@haink.co



2021

Establishment of
HAINK Co., Ltd.
& Launch of
WITHHANA B2C

2023

Launch of
WITHHANA B2B

2025

Launch of
KODY GLOBAL

01.

Kody. Status

We've helped our clients grow their average revenue by 3.2 times, **leading global K-Business expansion** through a trusted B2B network and collaboration with KOTRA.

Client Growth Potential



3.2x Growth in Partner's Average Revenue

After partnering with KODY, clients' average revenue increased by 3.2x.

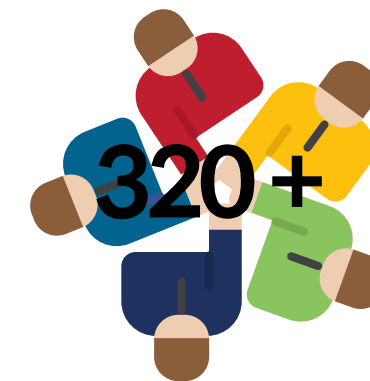
Target Countries



Partners Across 49 Countries

Core Network Region: Europe
Expanding into North America, South America, and Russia through our established European network

Business Partners



320+ partner companies registered on our platform

Building long-term collaboration and growth through trusted partnerships

KOTRA Collaboration Countries



Local Partner Connections & Collaboration in 10 Countries

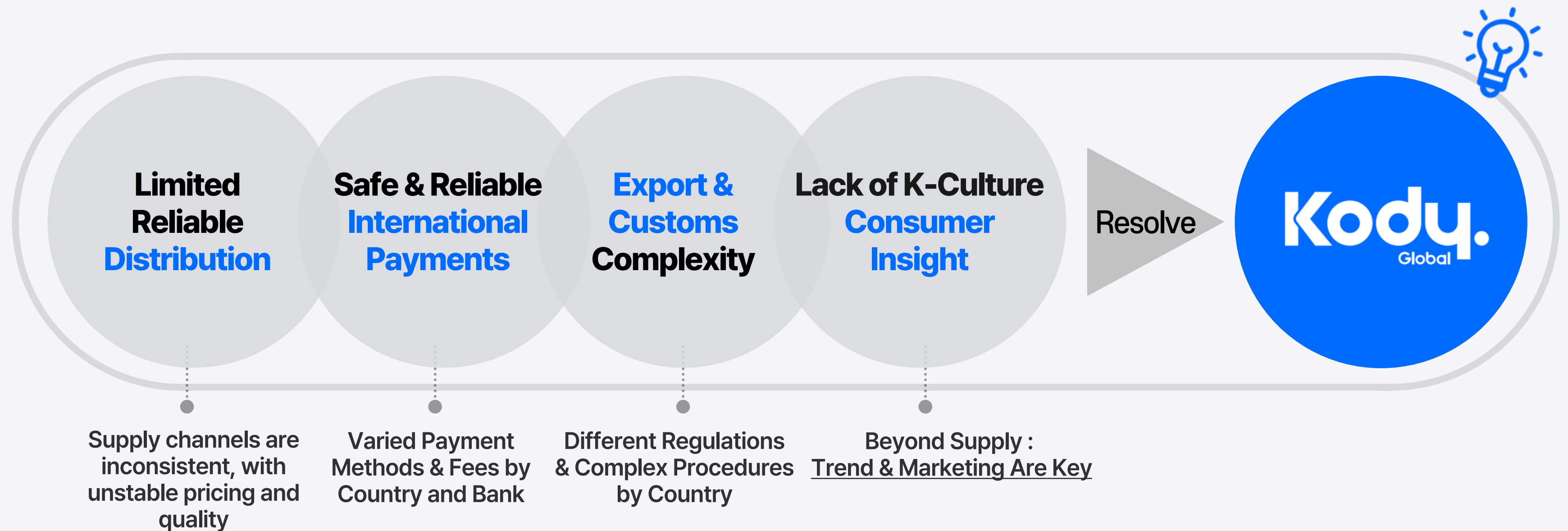
Buyer matching and branch operations supported by KOTRA in 10 countries

Case: Belarus, Oct 2024 – Led overall planning for a K-POP store (Strategic goods control country)

02.

Kody. Global Introduction

KODY was created to solve challenges in K-business and to help it grow more easily in the global market.



02. Kody. Global Introduction

K-B2B one-stop solution providing everything from K-product sourcing to business data and new opportunities.

Customer Pain Points

KODY Service

01

Lack of Reliable Data
& Market Insights



Reliable Distribution &
Product Suggestions

- Partnership with Hanteo Chart
- Optimal Product & Quantity Info by Country

02

Concerns Over Suitable
International Payments



Country-specific
Payment Support

- Payment Method Information by Country and Bank

03

Challenges in International
Shipping and Customs



Country-specific Export
& Customs Support

- Data-driven Logistics
- Selecting optimal Carriers & Rates
- Providing HS CODE & Customs Info

04

Difficulties in Expanding
K-Business



Trend-based Consulting
& Marketing Support

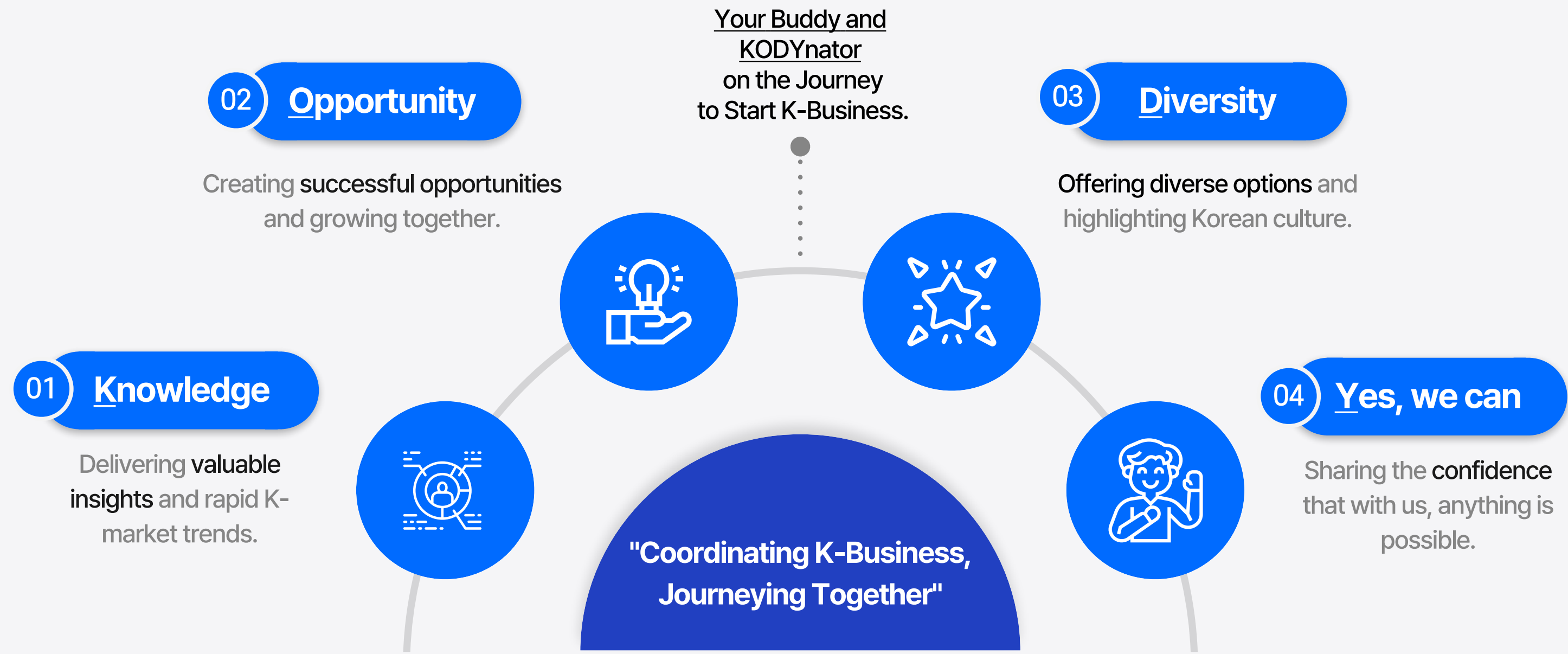
- Platform-based Demand Response
- Matching Demand & Hosting Events

02.

Kody. Slogan & Core Values

KODY grows with partners, offering opportunity, knowledge, diversity, and confidence.

"KODY = KOREAN + BUDDY"



03.

Kody. Core Business

Distributing K-POP albums, providing K-business solutions, building B2B networks with KOTRA, and expanding global marketing.



K-POP Merchandise Distribution

Wide selection, fair pricing, top quality.
Optimized logistics using album damage data



K-Business Solutions

End-to-end support on products, payments, and customs for K-business.



KOTRA / KITA Collaboration

In partnership with KOTRA, we are expanding our global presence. As a member of KITA, we bring trusted trade expertise.

Following an MOU with KOTRA Czech Republic, we are establishing a local branch.



(New) Global Marketing & Promotion

Matching regional demand from global partners via online events on our platform.

03.



K-POP Distribution

From albums to official MDs!

We reliably supply the **most popular K-POP products to fans.**

K-POP Albums, POB & LD

K-POP albums, **POB & Lucky**
Draw distribution



Official Light Stick

Official light stick
distribution by artist



Magazine

Artist magazines with cover
features and interviews



Official Artist Merchandise

Official artist MD: dolls,
keyrings, apparel, etc.



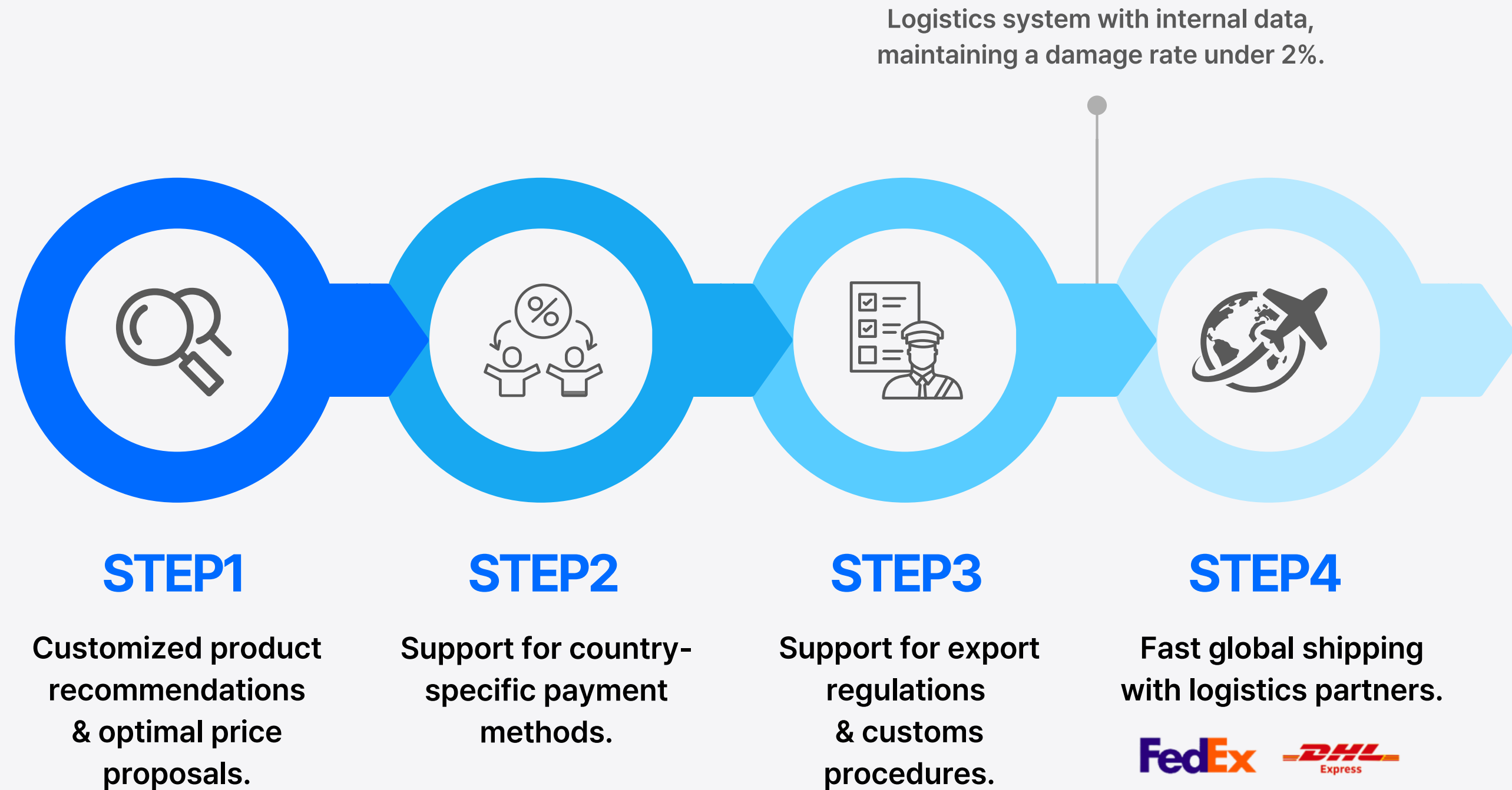
Kody. Kpop
Global

03.



K-Biz Solution Provider

We provide a **One-Stop global business solution** supporting the entire process of K-business distribution.



03.



KOTRA / KITA Collaboration

Proven **global expansion and trade** support through KOTRA & KITA collaboration

2024.1

10-Country
KOTRA Network

2025.2

Czech
Branch Project

2025.4

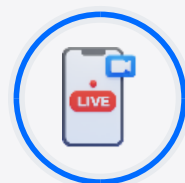
France & Spain: Upcoming
Branch Projects

Schedule	Details
Jan 2024 –	Working with KOTRA in 10 countries incl. Czech, Portugal, Brazil, etc.
Feb 2025 –	Czech Branch Setup (Ongoing)
Apr 2025 –	France & Spain Branch Setup (Planned)

<KITA Official Member - Feb. 11, 2025>



03.



Global Marketing & Promotion

Collaborating with entertainment agencies to offer **localized marketing promotions**.

VIDEO CALL EVENT

Analyzing regional demand on the platform to plan and execute optimal fan sign video events.

POB / LUCKY DRAW

Planning and operating POB or Lucky Draw events under partner brand names.



POP-UP STORE

Planning customized pop-up stores tailored to specific countries and regions.

FAN SIGN TOUR

Partnering with entertainment companies to plan and support smooth fan sign tours tailored to country-specific fan needs



04.

Kody Global Business Solution Case Studies

Belarus K-POP Shop 'K'



Step 1 | Startup consulting & strategy development.

- Defining direction and developing strategies through meetings.

Step 2 | Legal procedures and logistics support.

- Guidance on strategic goods declaration
- Supporting forwarding company selection for conflict zones.

Step 3 | Stable supply chain & continuous collaboration.

- Stable K-POP supply chain in Belarus.
- Ongoing support for market establishment

✓ Establishing Belarus' first K-POP shop

Poland K-POP Shop 'N'



Step 1 | Product Curation & Purchasing Support

- Custom curation based on K-POP trends
- Initial product purchasing support

Step 2 | Opening Promotion & Marketing Strategy

- Event item purchasing and promotion planning
- Tailored marketing strategy for local consumers

Step 3 | Brand Establishment & Growth Support

- Optimizing marketing for brand recognition
- Ongoing monitoring and growth strategy consulting

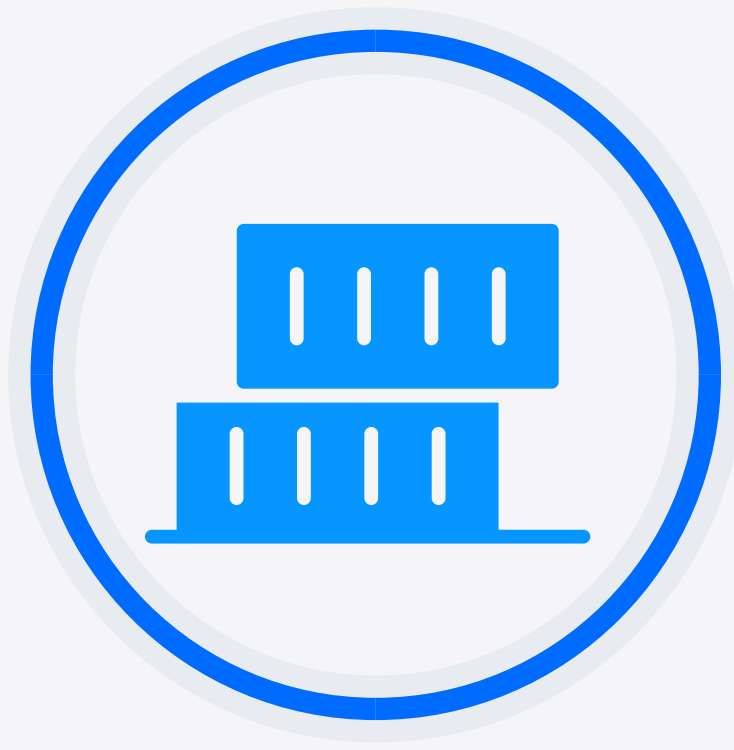


✓ Strong brand presence in Poland

04.

Kody. Expected Benefits

With KODY, achieve K-business growth through stable supply, cost savings, and boosted brand awareness!



**Stable supply
& competitive pricing**



**Optimized logistics
& cost reduction**



**Brand awareness
through promotions**



**K-business expansion
opportunities**

04.

Kody. Client Testimonials

Santiago Reyes (C Corp.), Mexico

Thanks to KODY, our sales grew, allowing us to expand from a home business to an offline store. This was possible because their team deeply understands and shares the latest K-trends.



Татьяна (Z Corp.), Belarus

The service of KODY is confidence for me! We are satisfied with product recommendation and trust.

James (M Corp.), USA

KODY's service is amazing! I'm satisfied with all of KODY's service, especially their support team!



Chiara Moretti (G Corp.), Italy

Working with KODY for over a year has been seamless. It's convenient to source various K-POP products in one place, and their organized system makes them a trusted partner.

Safe shipping
Diverse Products
Smooth Communication
Kindness
Confidence
Expertise
Video calls
Growth
Global

04.

Kody. Patners

We **collaborate with top-tier partners** in global distribution, logistics, trade, and chart certification to support the success of your K-business.



04.

Kody Taskforce

KODY 'GENUINELY' understands K-business, leading the market and its trends.

**Name**

Jiyeon Kim (Hailey)

Position

CEO

Career

2021 Establishment of 'Haink Co., Ltd.' and Launch of 'WITHHANA B2C'

2023 Launch of 'WITHHANA B2B' (Transition from B2C to B2B)

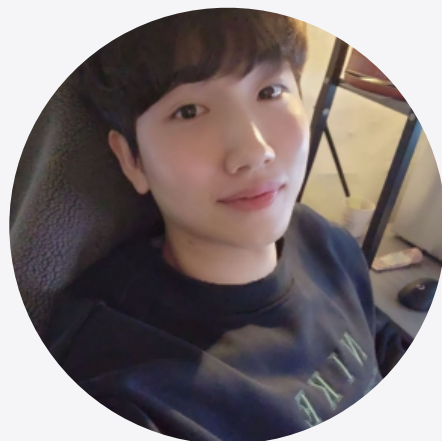
2025 Launch of 'KODY GLOBAL', a One-Stop K-B2B Solution

**CEO's
Message**

With 25 years in K-POP, we deliver optimal solutions by understanding market trends and industry dynamics.



Name Yunyoung Choi (Amy)
Position Market Expansion & International Trade



Name Yooncheol Shin (Stefan)
Position Business Strategy



Name Wonjeong Jeon (Emma)
Position Market Entry & Client Relationship



Name Yejin Lee (Elly)
Position Business Growth Support



Name Taehyuk Lim (Hyuk)
Position Supply Chain & Logistics

**Now,
shall we become KODY's BUDDY
and grow together?**

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88, Bugwang-ro, Hang-dong, Guro-gu, Seoul, South Korea

Kody.
Global

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