



"Start your K-Business journey with KODY!"

Collaboration Project Proposal

00.

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01. Company Introduction

Company Name  HAINK Co., Ltd.

CEO Jiyeon Kim (Hailey)

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

Brand  (K-B2B One-Stop Solution)

Website www.withhanab2b.com

Email b2b@haink.co



2021

(주)하인크 설립 및
WITHHANA B2C
런칭

2023

WITHHANA B2B
런칭

2025

KODY GLOBAL
런칭

01.

Kody. Partners
Global

We **partner with trusted industry leaders** in global distribution, logistics, trade, and chart certification to support your K-Business growth.



01.

Kody.
Global

Taskforce

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



Name

Position

Career

Jiyeon Kim (Hailey)

CEO

2021 Establishment of 'Hainc 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.

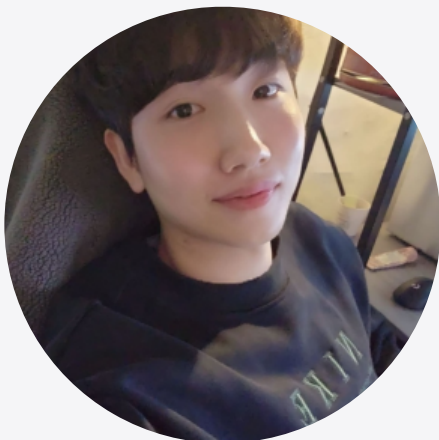


Name

Position

Yunyoung Choi (Amy)

Market Expansion
& International Trade



Name

Position

Yooncheol Shin (Stefan)

Business Strategy



Name

Position

Wonjeong Jeon (Emma)

Market Entry
& Client Relationship



Name

Position

Yejin Lee (Elly)

Business Growth Support



Name

Position

Taehyuk Lim (Hyuk)

Supply Chain & Logistics

01.

Kody. Status

We have driven a '**3.2x growth**' in our partners' average revenue, leading the global expansion of K-Business through a trust-based B2B network and collaboration with KOTRA.

Partner Growth



3.2x Growth in Partner's Average Revenue

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

Market Presence



Partners Across 49 Countries

Primary Network Concentration: Europe

Business Partners



Over 320 Partner Companies Based on Membership

Committed to ongoing collaboration and business expansion based on trust with partners.

KOTRA Partners



Local Partner Connections & Collaboration in 10 Countries

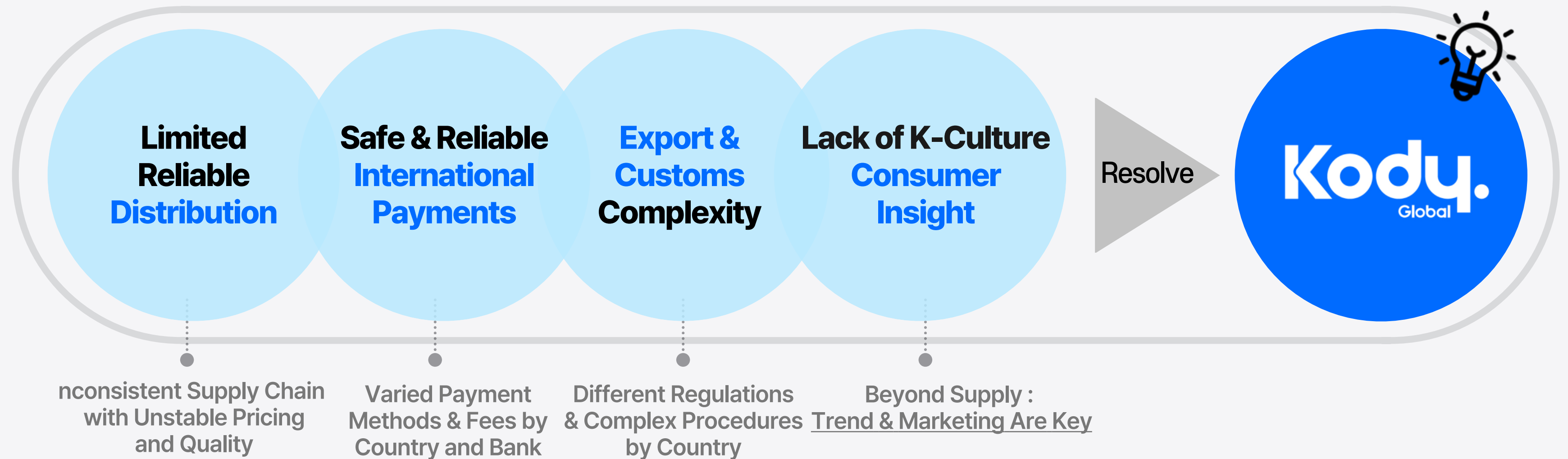
KOTRA Support for Buyer Connections & Branch Establishment in 10 Countries.

Case: Belarus (Strategic Goods Country)
Led the overall planning of a K-POP shop.

02.

Kody. Global Overview

KODY was created to solve K-business challenges and **support its seamless growth in the global market.**



02.

Kody. Overview

K-B2B One-Stop Solution for K-Product supply, business data, and new opportunities.

Customer Pain Points

01

Lack of Reliable Data
& Market Insights



02

Concerns Over Suitable
International Payments



03

Challenges in International
Shipping and Customs



04

Difficulties in Expanding
K-Business



KODY Service

Reliable Distribution &
Product Suggestions

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

Country-specific
Payment Support

- Payment Method Information by Country and Bank

Country-specific Export
& Customs Support

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

Trend-based Consulting
& Marketing Support

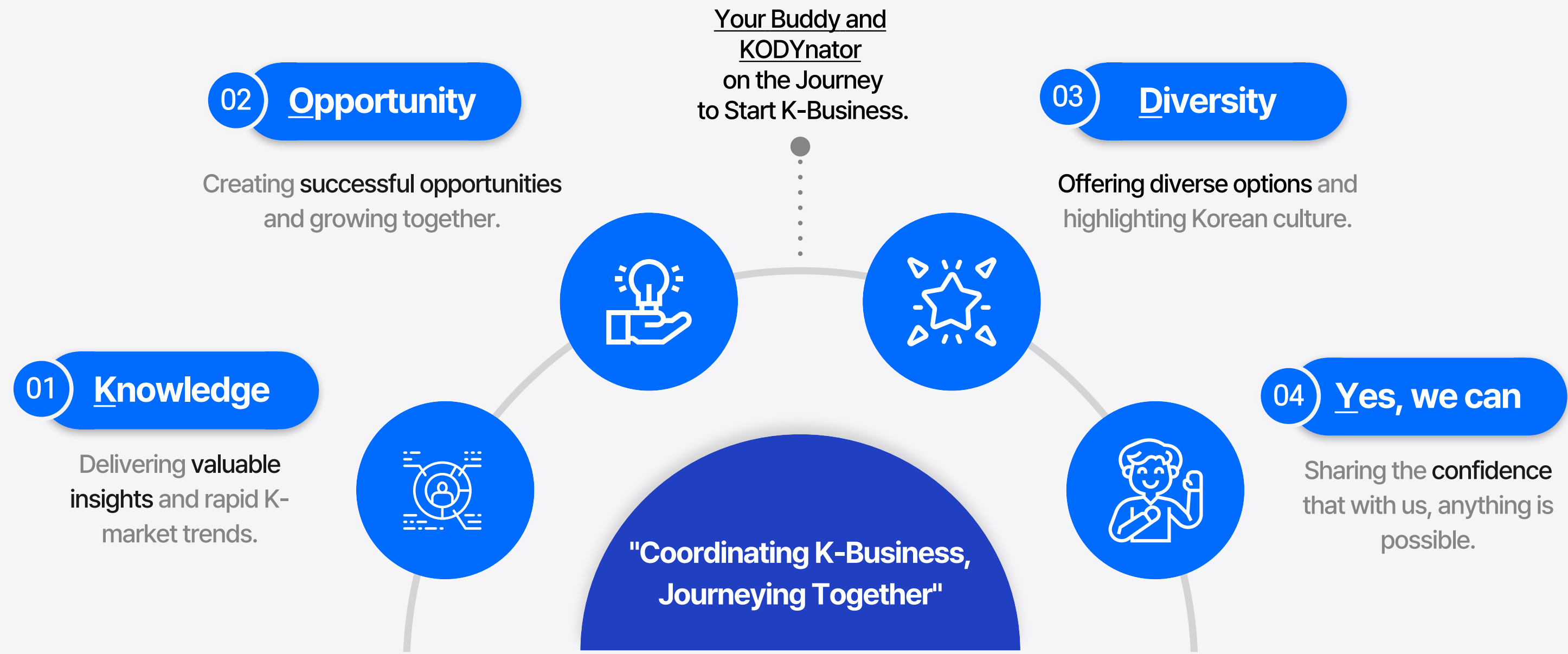
- Platform-based Demand Response
- Matching Demand & Hosting Events

02.

Kody. Slogan & Core Values

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

"KODY = KOREAN + BUDDY"



02. Kody. Core Business

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



K-POP Merchandise Distribution

Providing diverse products, competitive prices, and top quality. Optimizing logistics with data to minimize album damage.



K-Business Solutions

Offering essential information on product selection, payment options, customs, and clearance challenges for K-business.



KOTRA Collaboration

Actively expanding overseas through partner introductions and meeting support.

Currently working on branch establishment after signing an MOU with KOTRA in Czech Republic.



Global Marketing & Promotion

Matching regional demand from global partners within the platform and hosting online events.

03.

Kody. Kpop Product

From albums to official MDs! We reliably supply the **most popular K-POP products to fans.**



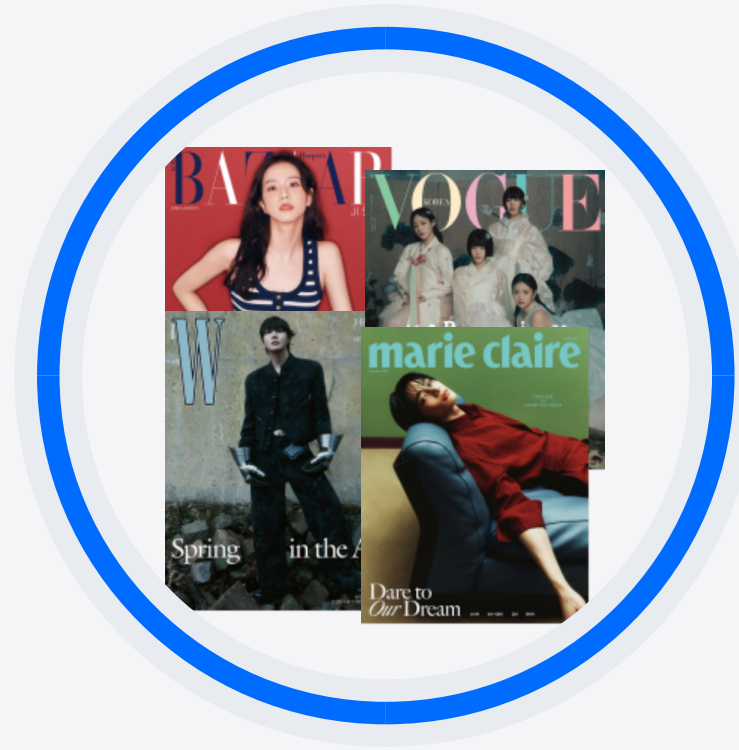
K-POP Albums, POB, and LD

Distributing K-POP albums, along with POB (Pre-Order Benefits) and Lucky Draw products from various companies.



Official Lightstick

Distributing official lightsticks for each artist.



Magazine

Distributing artist-related magazines, including cover models and interviews.



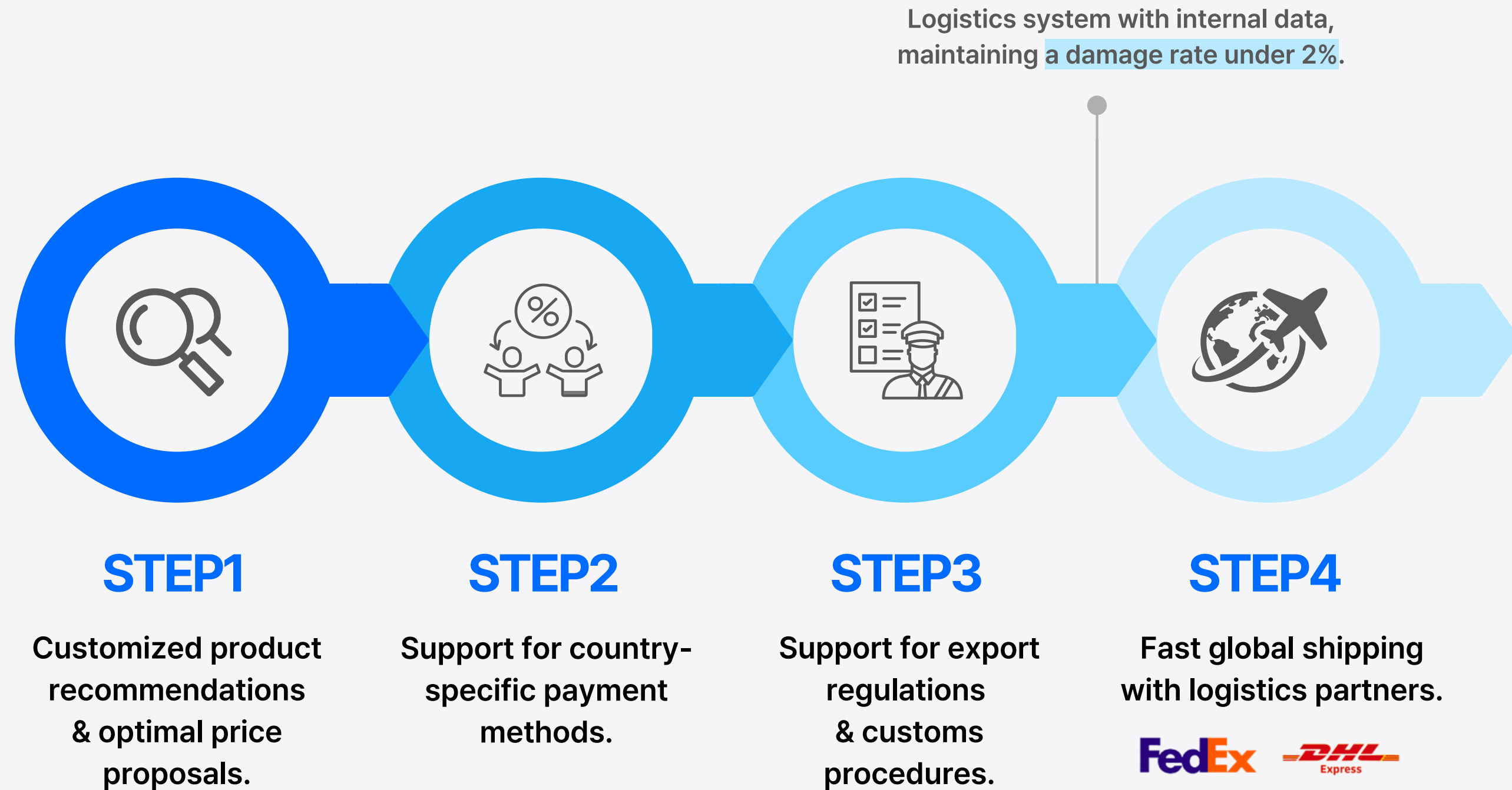
Artist Official MD

Distributing official MDs such as dolls, keychains, and apparel for each artist.

03.

Kody. Differentiator 1

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



03.

Kody. Business Solution Example

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

✓ Building strong brand presence in the Polish market.

03.

Kody. Differentiator 2

We partner with various entertainment companies and offer region-specific marketing promotions.



04.

Kody. Client Reviews

MEXICO - C Corp.

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.



Belarus - Z Corp.

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

USA - M Corp.

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



Italy - G Corp.

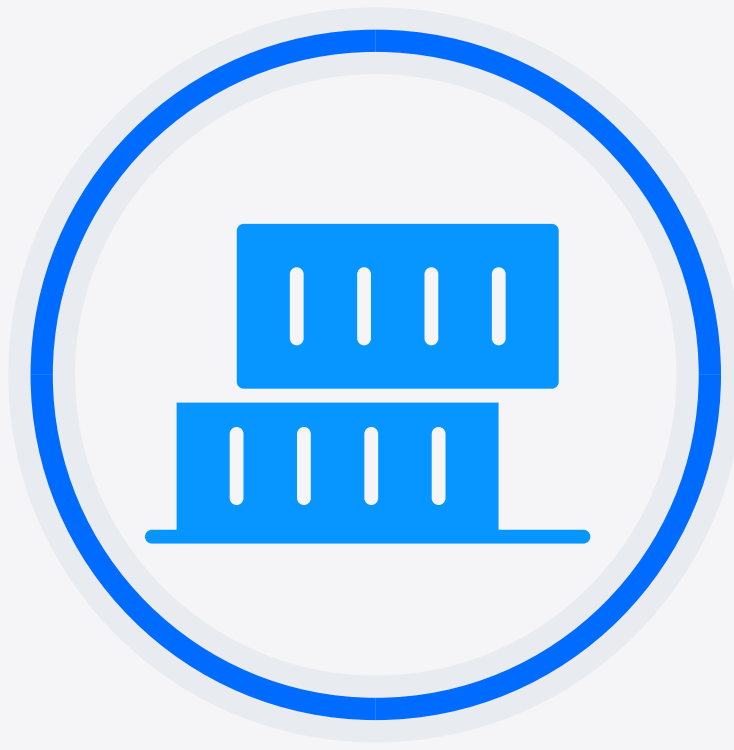
Working with KODY for over a year has been seamless. It's convenient to source various K-POP products in one place, and their organized system makes them a trusted partner.

Smooth Communication
 Kindness
 Video calls
 Growth
 Diverse Products
 Expertise
 Confidence
 USA
 K-POP
 Europe

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**

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