



Company details

2023.07.13



Company details

GENERAL / ORGANIZATION



Company name : MAJORWORLD CO.,Ltd.

Established date : June 2011

Employees : 110

Website : www.mwd.kr

Primary Industry : Golf equipment distribution/sales/manufacture

Online store management

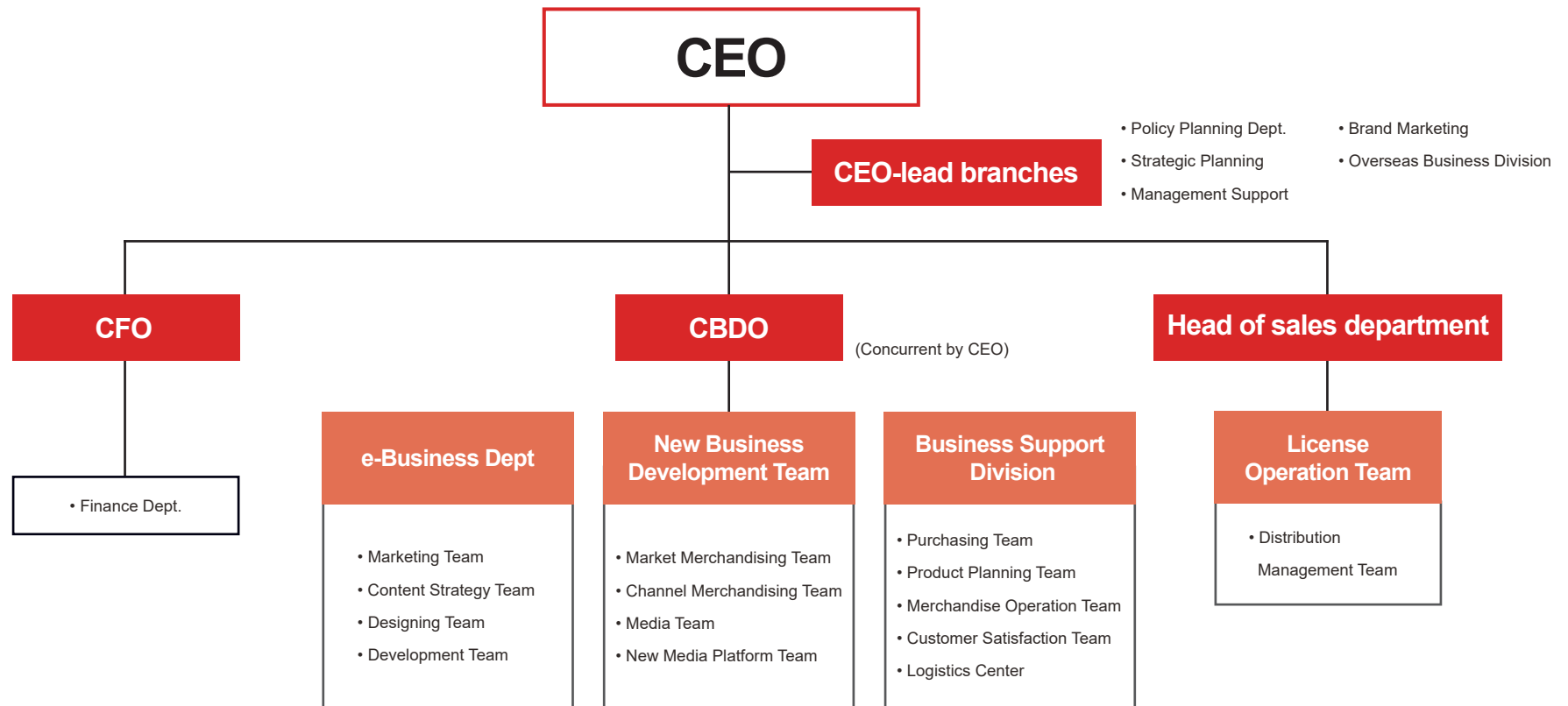
Offline retailing store

Location : #1407-1408, 14th floor, 557, Dongtangiheung-ro, Hwaseong-si, Gyeonggi-do, Republic of Korea

[Logistics] 5-24, Deokseongsandan 2-ro, Idong-eup, Cheoin-gu, Yongin-si, Gyeonggi-do.

(Estate of 14500ft in total, including 3 warehouses in account.)

[Media Center] 2nd floor, 2-11, Yangjae-daero 71-gil, Songpa-gu, Seoul, Republic of Korea



HISTORY, EXPANSION, AND GROWTH



2011

- MAJORWORLD is founded

2012 ~ 15

- MAJORWORLD Co., LTD. is effective.
- Launched online shopping mall website
- Acquired store entry into Shinsegae, E-mart
- Acquired Ecommerce store entry into Coupang, Wemakeprice, TMON
- Acquired online store entry into Hyundai Hmall, Halfclub, Hnsmall
- Signed B2B contract with LOTTEON

2016

- Mwdeal website is launched
- Clearance contract signed with Footjoy
- Products launched at Emart Traders
- Distributorship agreement on golfwear with Jooyonshop

2017

- Extended vendor categories, improved merchandising structure.
- Consignment operating agreement with Saygolf
- Consignment operating agreement with Xgolf
- Consignment operating agreement with SBSGolf
- TV advertising agreement with SBSGolf Trigger

2018

- HQ relocation to current site
- Contract signed with Adidas for off-season commodity
- Launched direct stores at 3 locations with Voicecaddie.
- Supply agreement to list of hundred golf courses
- Established Yong-in integrated logistics (710000ft)
- Established Web development department
- Killdeal platform developed, service launched.

2019

- Exclusive sales of Honma Beres 3STAR
- Signed supply agreement and exclusive agency with Adidas Emart
- Sports-media marketing affiliation with Daum-Kakao
- Exclusive distribution for premium membership with SBSGolf Shop. Among target marketing agreement.
- Signed contract of 300 thousand monoball with Dunlop, Bridgestone, Honma
- Lunched proshops in Eastvalley Country Club and Lakewood Urbanrange.
- Established Media Contents Center in Seoul

2020

- Exclusive agency for offline country club signed with Descentegolf Korea
- Exclusive agency for offline country club signed with Bridgestone golf ball
- Approval obtained for Affiliated research institute at Seoul Media Center.
- Contract signed with Majesty Golf Korea
- Contract signed with Orient Golf
- Contract signed with Daiwa Korea

2021

- Honored as beneficially recruiting company by KODIT
- Promotion to Amazon USA(amazon.com)
- Seoul award granted for 3 classes of LICATA golf equipment
- Goods and clubs supplied to 160 stores through multi-store matching and sales.
- Golf equipments supplied to 15 stores on Shinsegae Factory and 20 stores nation-wide

2022

- Seoul Award granted
- Certified as prominent enterprise by Hi Seoul
- Lunched MWO service(exclusive platform for supplier)
- Launched LEUCA and ROUFIT, new brands for health-care products
- Established a new Logistics(quick commerce) of 5300ft at Hanam
- Established a Golf studio of 2350ft at Dongtan
- HQ office and studio space expanded by 10600ft

AWARDS AND CERTIFICATION



Certified as Management
Innovation Business



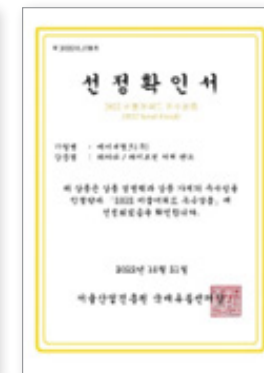
Awarded as beneficially
recruiting enterprise



Certified as Hi Seoul
enterprise



ISO9001
Quality Management System

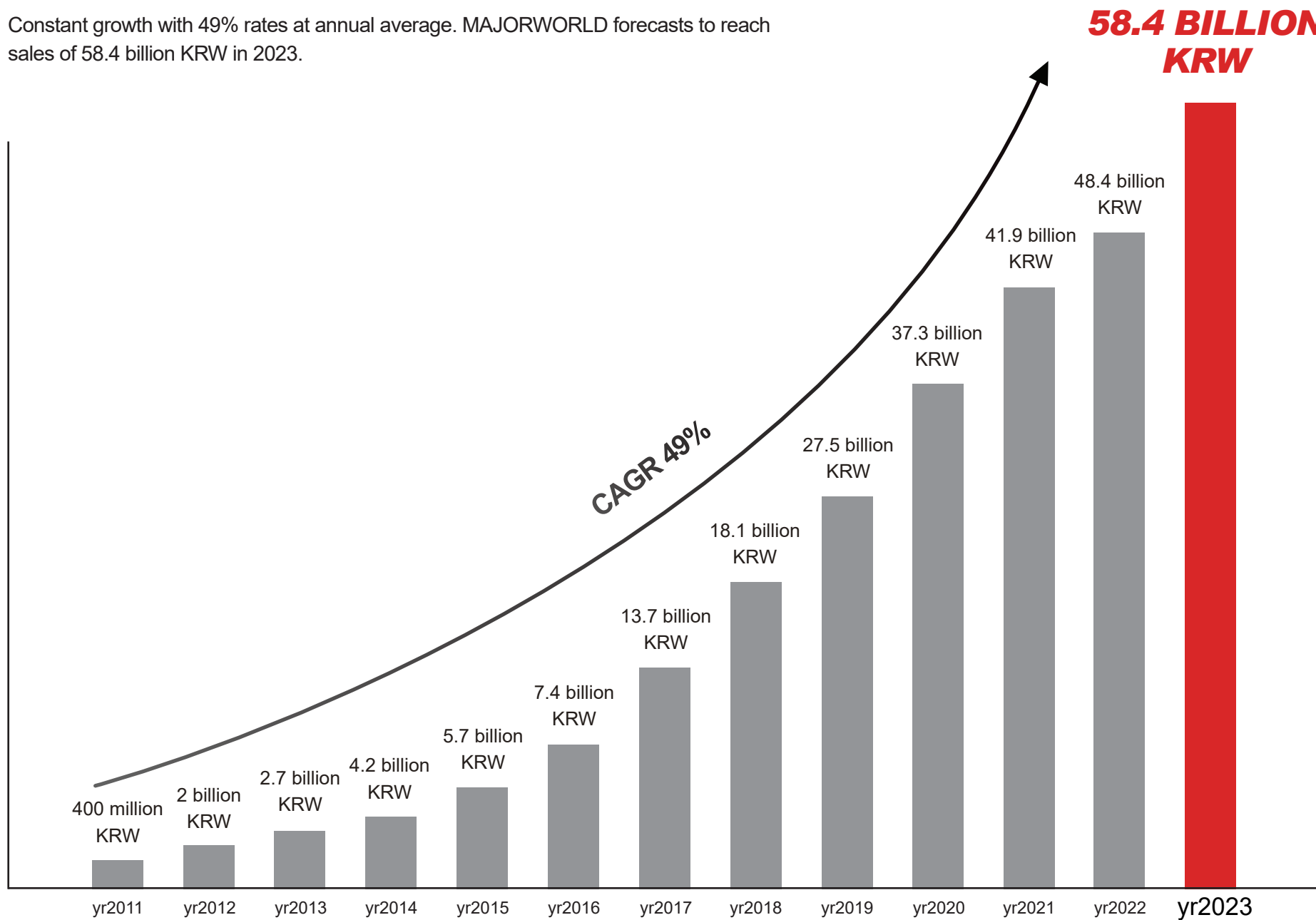


Seoul-award prominent company

PROSPECTS



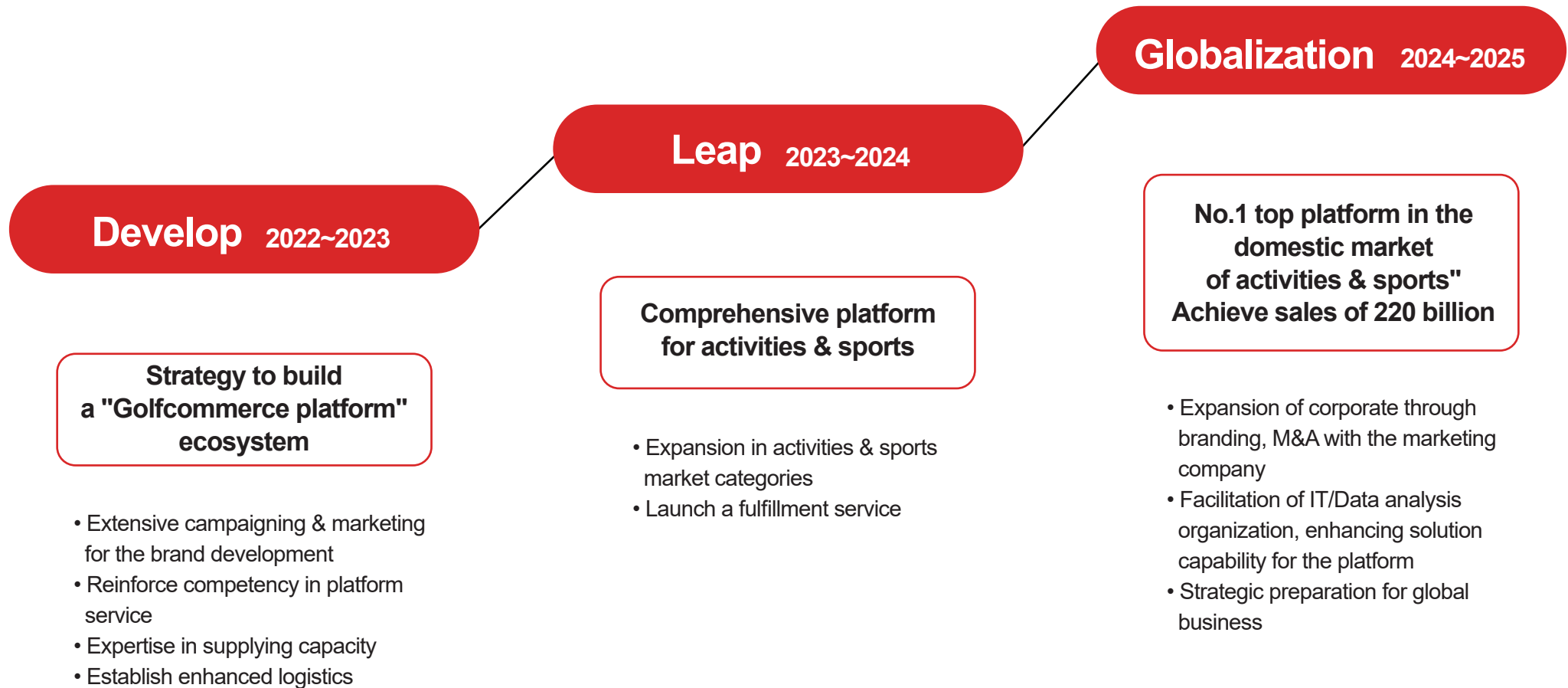
Constant growth with 49% rates at annual average. MAJORWORLD forecasts to reach sales of 58.4 billion KRW in 2023.



SCHEME TO PROGRESS



MAJORWORD aims to prospect an ecosystem platform, a relishing domain of Golf-commerces for your deserved entertainment. We seek to hurdle for the first-place sports platform in Korea.



COMPANY BACKGROUND



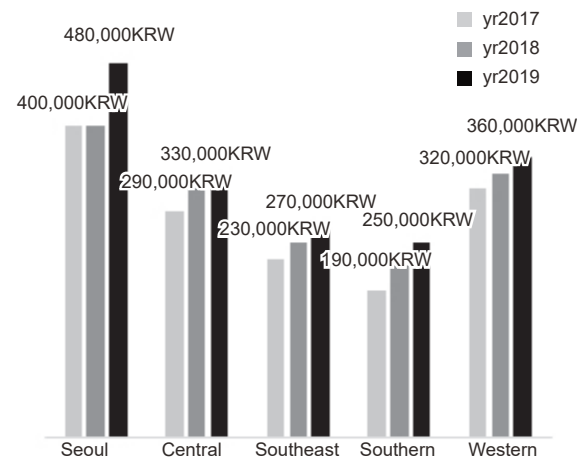
In order to break away from the existing order of offline distribution and keep pace with changes, the main distribution channel was set up online and logistics infrastructure was established in a leading way

Increasing price competition in online market



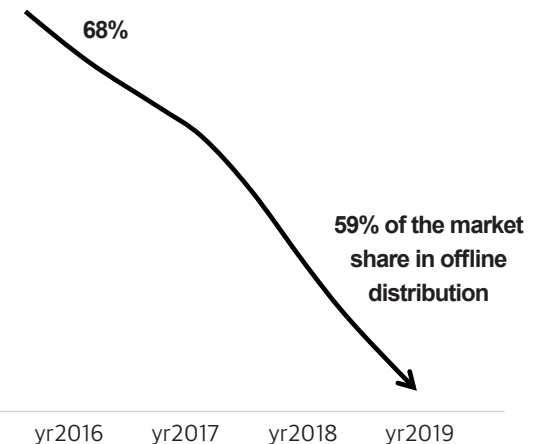
Countermeasures to the intensifying price competition are the strategy of cornering the market, such as exclusive goods and private-label products with cumulative brand values.

A rise in logistics cost



Building up the grounds for logistics infrastructure, for the reduction in cost and larger quantities in supply.

Severe drop in offline market share

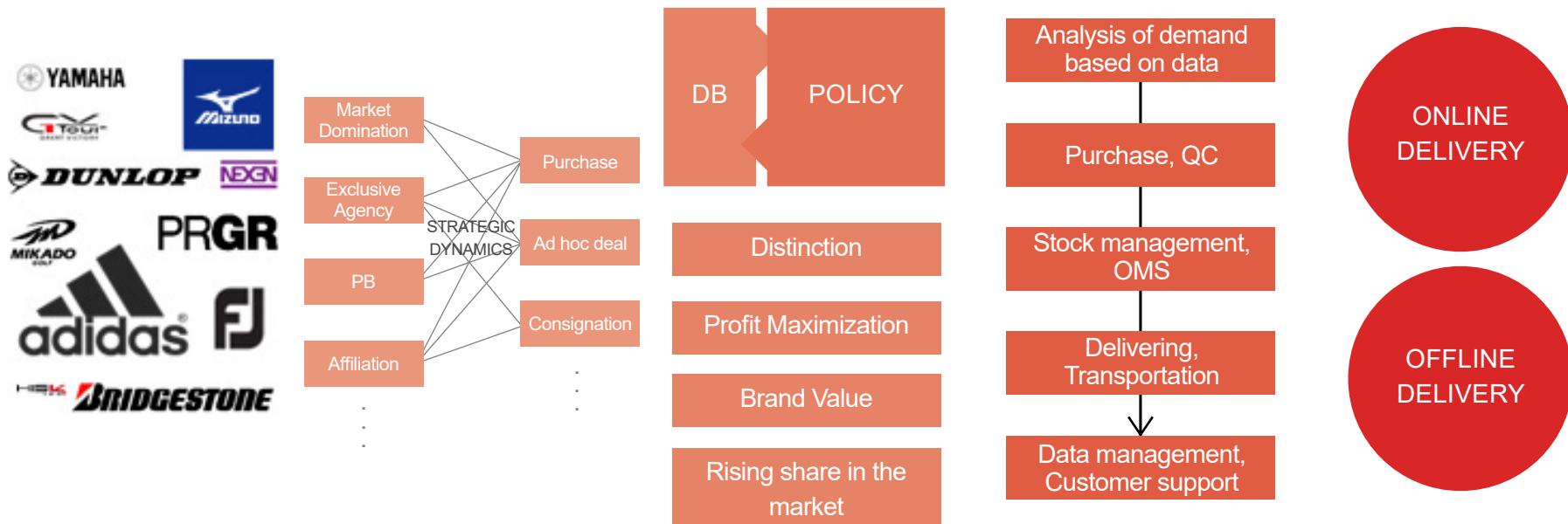


Strategy against the grim prospect of the offline market. Approaching the online market will be taken into action

BUSINESS MODEL



Based on expertise and understanding on the field of golf equipment, MAJORWORLD leads a major role in distribution channels of the market. Along with data-based policy and dynamics in the supply chain.



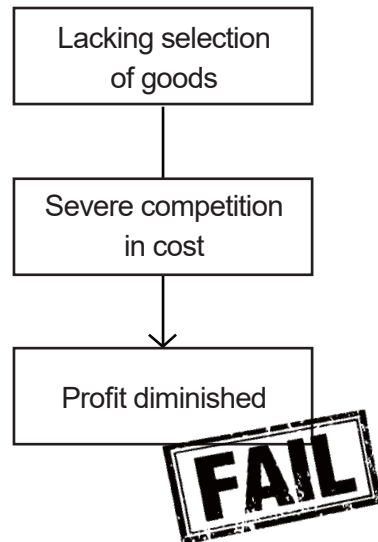
Core Competency¹ Market-leading portfolio of commodity



Fulfilling steady growth in a cost-sensitive market, our success in competency lies within proactive market strategies

Portfolio of Commodities

General Cases



Exclusive Merchandise

- Cooperating with 20 notable brands, MAJORWORLD provides an exclusive line of goods. Bounded for distribution.
- Private Labeling Products



Private Labeling Products

- 4 Private labels are in operation for targeting the varying segments of customers.



Exclusive agency

- Distributing flagship products of significant brands, domestic and abroad
- Supplying the products in the lineup from Adidas, Bridgestone, TaylorMade, Echo, and Mizuno for 190 stores.



Core Competency¹ Market-leading portfolio of commodity



Fulfilling steady growth in a cost-sensitive market, our success in competency lies within proactive market strategies

HONMA

XXIO

Callaway

My Caddy

renoma

DESCENTE

CASTELBAJAC

Double flag

PRGR

maruman

KATANA GOLF

PING

G-TOUR
GREAT VICTORY

KATE LORD

Bushnell

BRIDGESTONE

TaylorMade

Nikon

Cleveland
GOLF

ELORD
CLUB

KAKAO FRIENDS
GOLF

HUSTONY
GOLF WEAR

MAJESTY

GOLF BUDDY

HISK
HISKEI

Mizuno

SRIXON

himeji
Monza

cobra

M-U SPORTS

Dennis
GOLF

JOHNBYRON

GIGA
GOLF

Titleist

Persian cat
Terry and Ann

adidas

FINECADDIE

DAIWA FISHING

FOOTJOY

Licata

ecco

NEXEN

Saintnine

CUTTER & BUCK

YAMAHA

Heal Creek

WIFFWIFF

MAHES

VOICE CADDIE

DUNLOP

WINNERS'
Volvik

MONZA

Golf Pride

TRUE linkswear

BIGYARD

BlackCats
GOLFWEAR

HELVESKO
SWISS MADE

PUMA

RUDY
PROJECT

AHEAD
USA

EVERLAST

HIRO MATSUMOTO

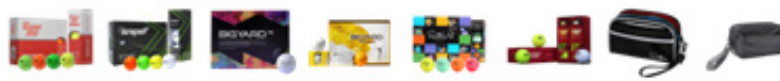
Bushnell
GOLF

IJP DESIGN
LONDON

Core Competency¹ Market-leading portfolio of commodity



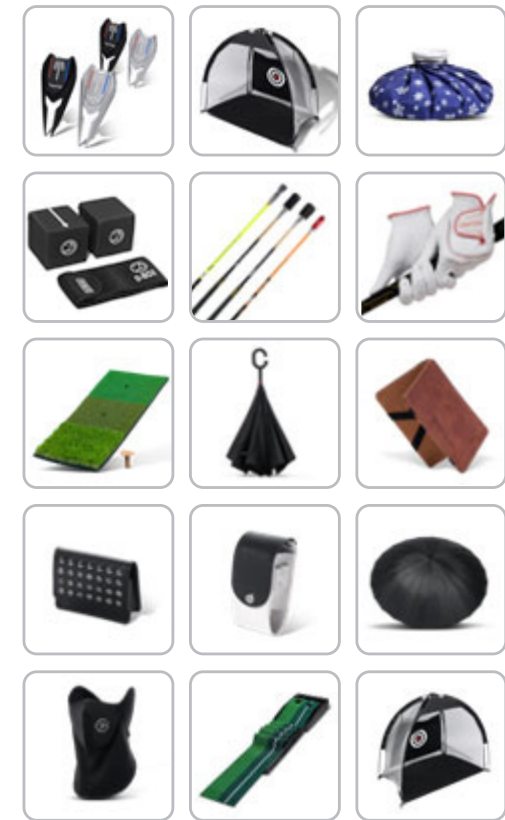
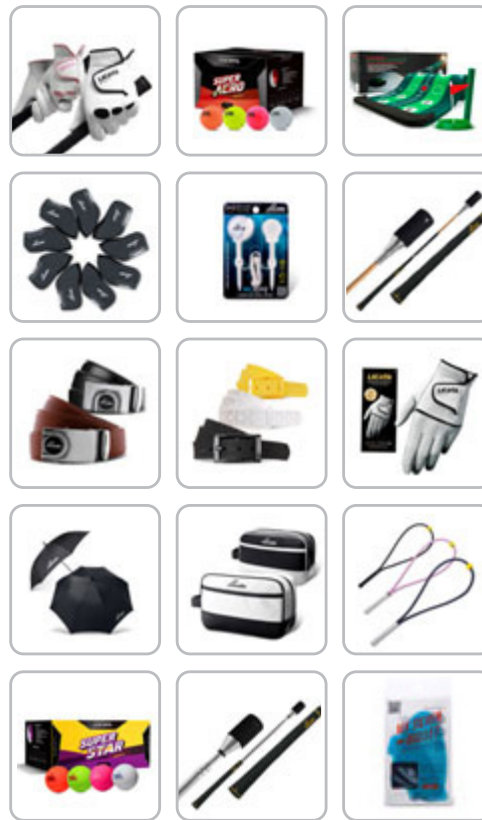
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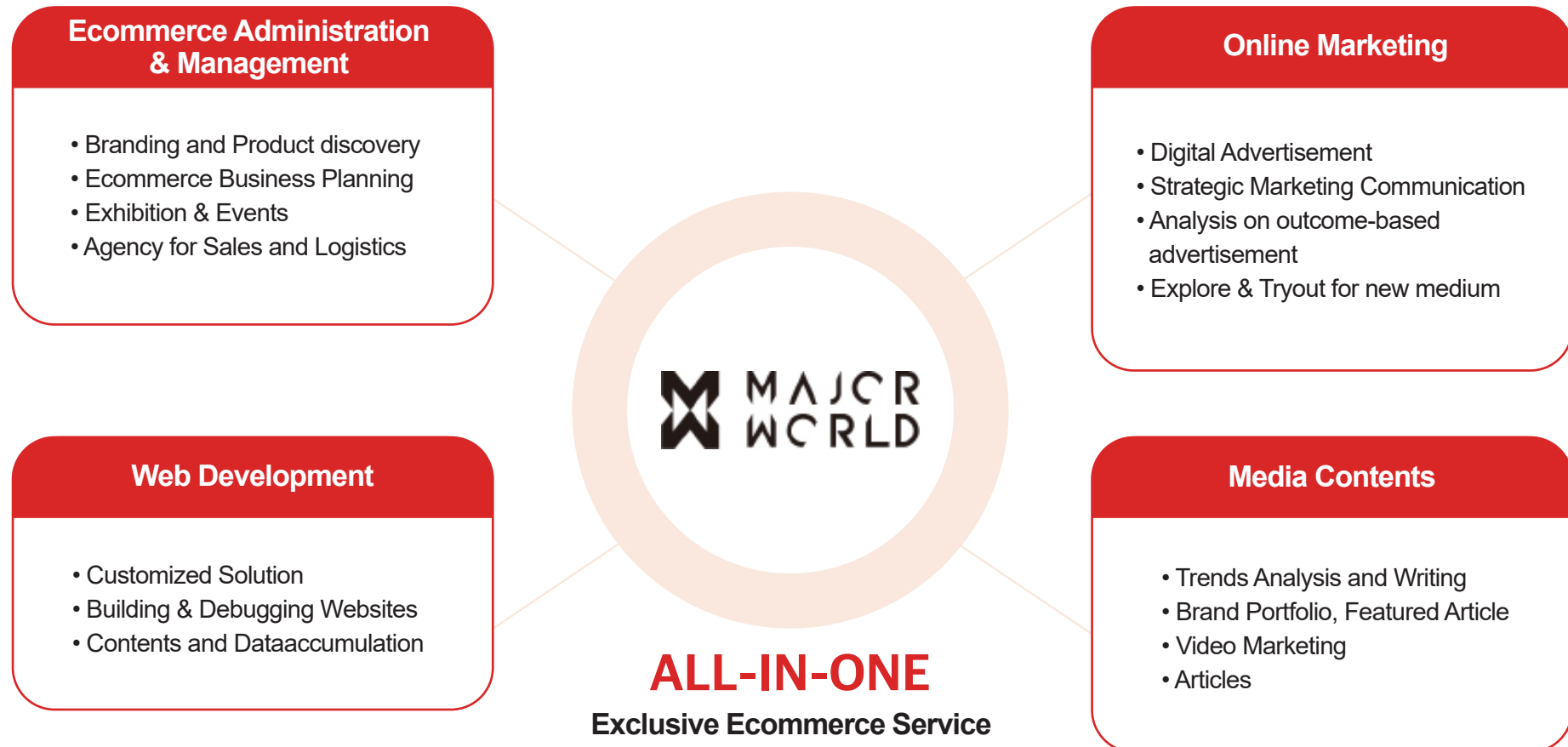
Fulfilling steady growth in a cost-sensitive market, our success in competency lies within proactive market strategies



Core Competency2 All-in-One Ecommerce for clients



Based on more than 10 years of expertise, MAJORWORLD provides All-in-One Ecommerce for various ranges of clients



Core Competency2 All-in-One Ecommerce for clients



In expedite, we correspond with commercing trends by Media Center and Studios in our own offices. Capabilities such as the production of media contents

Media Commerce



Seoul Media Center ▲

▲ Reviewing Goods in narrative

Offers contents curation for products, which guarantees satisfaction for consumers with attractive contents and reasonable prices.

Live Commerce



Offers contents to maximize your conversion rate. Real-time communication with consumers that creates interactions with customers



Short-form Contents



Easy-to-approach. Offers short videos for 15~60 seconds of time running.

Targeting youth generation.

Core Competency3 LOGISTICS ASSETS



The logistics of MAJORWORLD's asset includes a total of 150000ft warehouses located in Yong-In, Pyeong-Taek, and Ha-Nam.
In the process of packing, we provide real-time footage for customers. Which distinguishes the customer-friendly quality of our logistics.



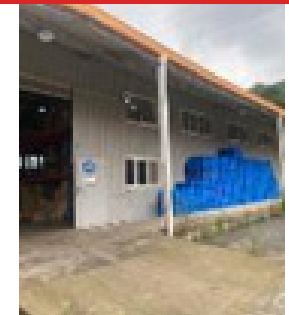
1 Logistics

Yongin City, Gyeonggi
Province 75000ft



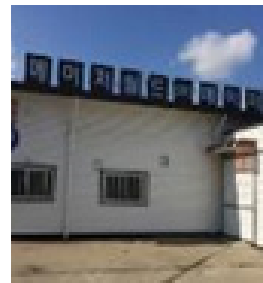
2 Logistics

Yongin City, Gyeonggi
Province 50000ft



3 Logistics

Pyeongtaek City, Gyeonggi
Province 17800ft



Logistics located in Hanam (Quick commerce)

Yongin City, Gyeonggi
Province 7100ft



Core Competency3 LOGISTICS ASSETS



The logistics of MAJORWORLD's asset includes a total of 150000ft warehouses located in Yong-In, Pyeong-Taek, and Ha-Nam. In the process of packing, we provide real-time footage for customers. Which distinguishes the customer-friendly quality of our logistics.

Availability

1.1million

SKU

11,500categories

Rate of delayed or canceled delivery

0.004%

Personnel

26

Maximum stock per month

280thousand

Company-asset Logistics

Free from lease needs, MAJORWORLD has its properties in possession. With the inflation in real estate, the company is secured from related threats.

Reduction in transportation costs by direct management.

Compared to third-party logistics, direct management offers the benefit of cost reduction, which provides outright competitiveness to our supply chain.

Personnel specialized in Golf equipment logistics

Provided company-conducted curriculums, our management in general is well-organized by our qualified employees.

Quick delivery of released products

90% of stocks are mobile, which provides swift delivery. Customer satisfaction is guaranteed by performances including the exchange or return of products.

Primary Industry1 ONLINE BUSINESS



Based on years of expertise, our service capabilities provide you with management for websites, B2B / B2C offers. Our performance and skills are also available at store management and agencies.

STATUS

Company Mall

Under the direct control of MAJORWORLD, online websites are under efficient operation. Websites such as mwdeal, and kildeal are developed with the mutual consent of other companies in the industry.

·Major golf

Direct store website (www.majorgolf.co.kr)

·mwdeal (Company Platform)

The platform provides online orders for SNS administrator

·Killdeal (Company Platform)

Interlocked with clients in need, provides products channel

Agency

Authorized for total management of websites, operates as an agency for managing goods, marketing, store entry, etc.

·SBS Golf

Top platform for domestic golfing articles & shopping with 1.3 million accounts

· Dealpang

Renowned shopping mall for golf equipment

· Golf for Beginners

The shopping mall engaged with the golf association, with 150,000 joined accounts.

Welfare for staffs

Staffs only. A shopping mall for corporation welfare. Dedicated method for purchase.

- | | |
|----------------------------|---------------|
| • Hyundai mpoint | • Bizmarket |
| • Samsung welstorymall | • Shinhancard |
| • Samsung bluevery | • Lottecorp |
| • Samsung paymall / FCmall | • Wooribank |
| • e-Xanadu | • IBK |
| • Hanmiprocalm | • KBstar |
| • Ckdcare | • shinhan |
| • Shinwoori | • KFCC |
| (Shinhan Bank Mall) | • KBcard |
| • Public Officials Pension | • BCCard |
| Service Welfare Mall | • benepia |
| • Welfare mall in the | • GSretail |
| financially(ibk) | • BNC |
| • Kbc card Point Mall | • AJnet |
| • Ezwel | |

Affiliated Mall

Most visited by general consumers. Open to price comparison.

- | | |
|-----------------------|--------------------|
| • 11st | • NS Home Shopping |
| • Auction | • Store Farm |
| • Gmarket | • Play Window |
| • Interpark | • Fashion Plus |
| • Lotte.com | • Galleria |
| • Lotte Home Shopping | • WeMakePrice |
| • Hyundai H Mall | • Coupang |
| • Shinsegae Mall | • Timon |
| • E-Mart Mall | • Golfing |
| • GSSHOP | • Dyso Mall |
| • Half Club | • Brandy Hiver |
| • Home&Shopping | • Electronic Land |
| • AK Mall | • Balan |

Primary Industry1 DEVELOPING PLATFORM



Web development dept plays a crucial role in online business. With our skilled employees with expertise, the dept is in charge of several branches of work, such as security, development, and interlocking tasks.

Planning

- Project Planning
- UI/UX structure design
- Database structure

Web development

- Front-end & Back-end
- Interlocking platforms and accounts
- Applicable Functions for client's policy

Maintenance

- Debugging & Enhancing platform functions
- Amplifying platform functions
- Advancement for administrative tools

Server Management

- User accounts management
- Web&FTP management
- Database management
- System structure (DBMS) management
- Server Security

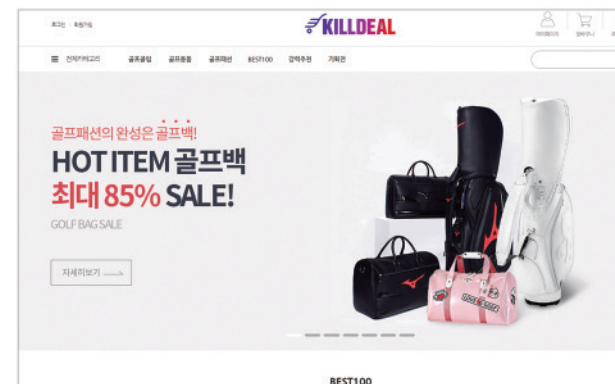
COMPANY PLATFORM



MWDEAL

[Company-oriented development]

The platform for SNS vendors, supporting the distribution of golf equipment



Killdeal

[Company-oriented development]

All-in-One service platform designed by us. Killdeal provides integrated support in general such as distribution, payment process, and shipment of golf equipment.

Primary Industry1 PLATFORM DEVELOPMENT



Web development dept plays a crucial role in online business. With our skilled employees with expertise, the dept is in charge of several branches of work, such as security, development, and interlocking tasks.

MWDEAL SYSTEM The platform for SNS vendors, supporting the distribution of golf equipment



2thousand

2,000 putters sold out

Successfully highlighted the charming aspect of the product. Stocks regarded as poor inventory are sold.

10thousand

10,000 unbranded golfing gloves sold out

Golfing gloves in stock were sold, despite they were considered invalid due to the canceled order.

3thousand

3,000 half-sized bags sold out in a week

Branded half-sized bags of 3000 stocks were sold, considered invalid due to the printing issue

300million

300 million stocks of golf equipment sold out.

Stocks were considered invalid goods. MWDEAL signed a commission to sold them all out.

7thousand

7,000 pairs of branded golfing shoes sold out

Imported goods, sales performance considered poor, were sold out under MWDEAL's commission. Sold out in advance of MWDEAL commission.

600thousand

600,000 shipments per annual through MWDEAL

600,000 shipments per annual through MWDEAL

Primary Industry¹ PLATFORM DEVELOPMENT



Interlocked with Affiliated companies, provides All-in-One service including distribution, payments, shipments, and golf equipment

KILLDEAL SYSTEM Interlocked with Affiliated companies, provides All-in-One service including distribution, payments, shipments, and golf equipment

Agency for store operation



Agency for golfing store operation

- **All About Golf SBS Golf SBS Golf Shop**
Entitled as a pioneer for online golfing service.
The top platform of the domestic golfing industry.
- **1.3 million members, 1 million app downloads**
Interlocked with 130,000 accounts of SBS Golf and stores.
Among the first generation of online shopping in the industry.
- **Exclusively distributes SBS premium membership. Exclusive marketing that is not open to the public.**
Only for premium VIP members! Exclusive prices with events to invite customers! Stores of limited entry are available only to premium members. Marketing & Events in private.
- **Marketing & Events in private.**
Regular change with products lineup, management of goods, and suppliers operational. Contacts customers by various approaches such as mailing / LMS / APP PUSH

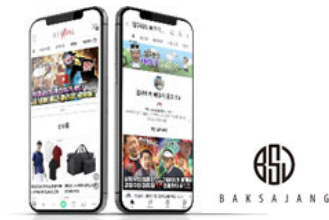
Interlocked development for welfare store



Interlocked development for classified welfare

- **Customization in favor of clients' demands. Offers solution for Commerce**
Consider SSL security, SSO member linkage, web standardization, UX/UI, encryption payment methods, points, internal policies, etc
- **swift delivery compared to other corps, emphasizes consumer needs**
Swift delivery compared to other corps, emphasizes consumer needs.
Logistics assets of 178000ft (Warehouses in property, direct distributor)
Vending for renowned brands. Management agency included.
- **Proposal to purchase trendy goods with opinion from golfing MD**
Sales for goods with competitive prices, through an exhibition, brand-new products launch, discount promotion events, and exclusive commodities
- **Sales for goods with competitive prices, through an exhibition**
Seeking to satisfy the needs of employees and members of the client.
- **Enables real-time operations management through admin**
Check CS response and sales statistics specializing in possible golf

Development of celebrity mall



Development of company-owned celebrity mall

- **All-in-One Service for golfing industry. Including the reduction in cost, efficiency in tasks, building company database, and sales increase.**
#BSJ #박사장물 #초롱좌 #빠꾸기골프 #아재골프
- **Optimized development in favor of clients' needs**
Expertise in many years of experience on golf shop management
Proposal for products on client's demands
- **Reduced expenses in handling the general management**
Provide services with appropriate consultation with clients
- **Even more competitive than the bottom price from the internet.**
Employees with exclusive charges will be placed upon clients' needs.
- **Guaranteed satisfaction by running events, promotions, and distinguished marketing to increase sales.**
Exclusive call service operation, real-time management system.

Primary Business ONLINE BUSINESS



The largest golfing e-commerce platform, Dealpang provides reasonable prices through attractive details with contents

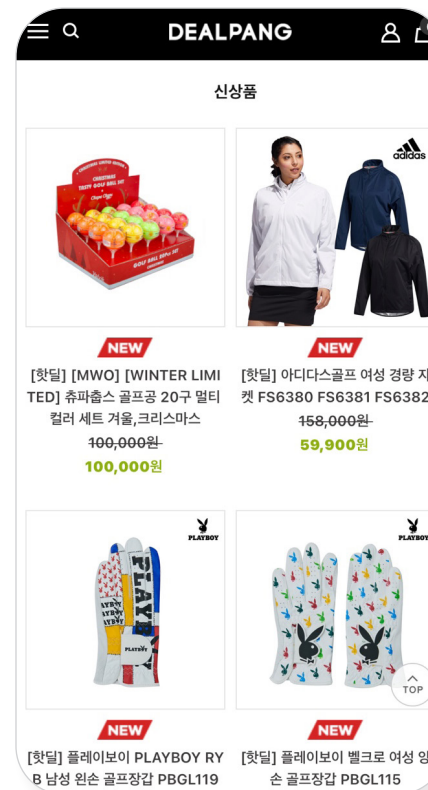
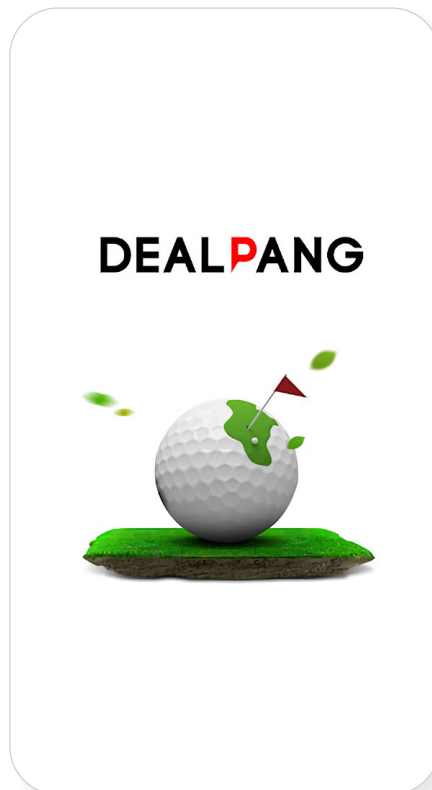
DEALPANG Golf equipment eCommerce platform

The largest store in Korea,
favored by 1,700,000

100% genuine, enjoy your shopping
at home with free delivery

Only in Dealpang
An exclusive lineup of products

Golfing suggestions from
the expertise



Primary Business **ONLINE BUSINESS**



Dilfang exceeded 1.34 million MAU and 1.7 million members in 4 years, and cumulative downloads of the mobile app launched at the end of 2020 exceeded about 470,000.

Maximum transaction
per monthaction per month

KRW35.6billion

The growth rate
in transactions

2,400%

members

1.7million

MAU

1.34million

Retention rate

76%

Total sales
amount of

55.5billion
KRW

11.4million
views per month
for PV

400brand
stores in
entry

items of
7000

Average
satisfaction
survey
4.7/5.0

repurchase rate
64%

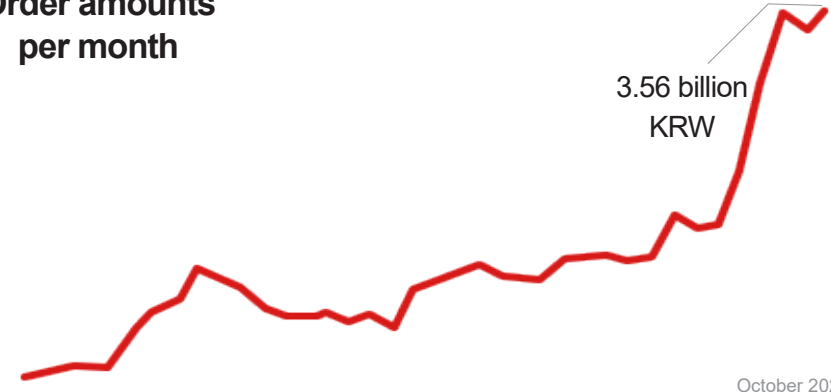
total app
installation
470thousand

MAU



October 2022

**Order amounts
per month**

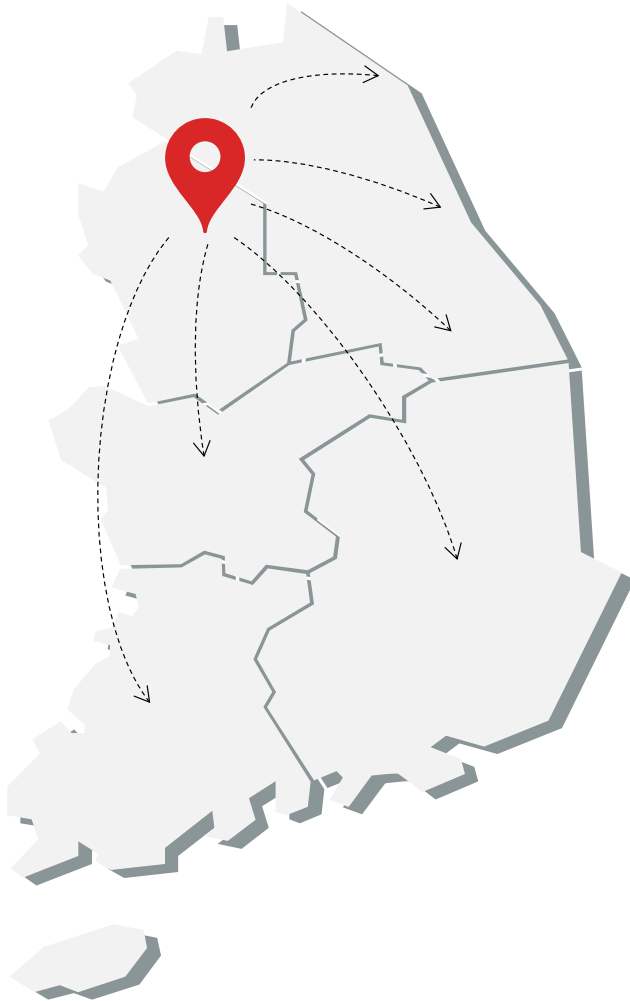


October 2022

Primary Business **WHOLESALE BUSINESS**



We are supplying products to our partners, such as large domestic distributors, and are creating grounds for purchasing products of various brands in quantities, launching new products, and clearances.



400 stores nationwide, in golf courses and department stores.

- 190 golf courses
- 8 Shinsegae Department Stores
- 18 Shinsegae Factory Stores
- 21 Emart Traders stores
- 48 Emart stores (manned)
- 82 Emart stores (untact)
- 29 Emart24 stores
- 14 stores etc

Brand new exclusive products and clearance bulk purchase

Adidas, Honma, Voicecaddy, etc.

Direct CC pro store

2 stores for each East Valley Country Club, Lakewood Urban Range



THANK YOU

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Homepage. <https://mwd.kr>

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THANK YOU

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