



Company Introduction



Company Introduction

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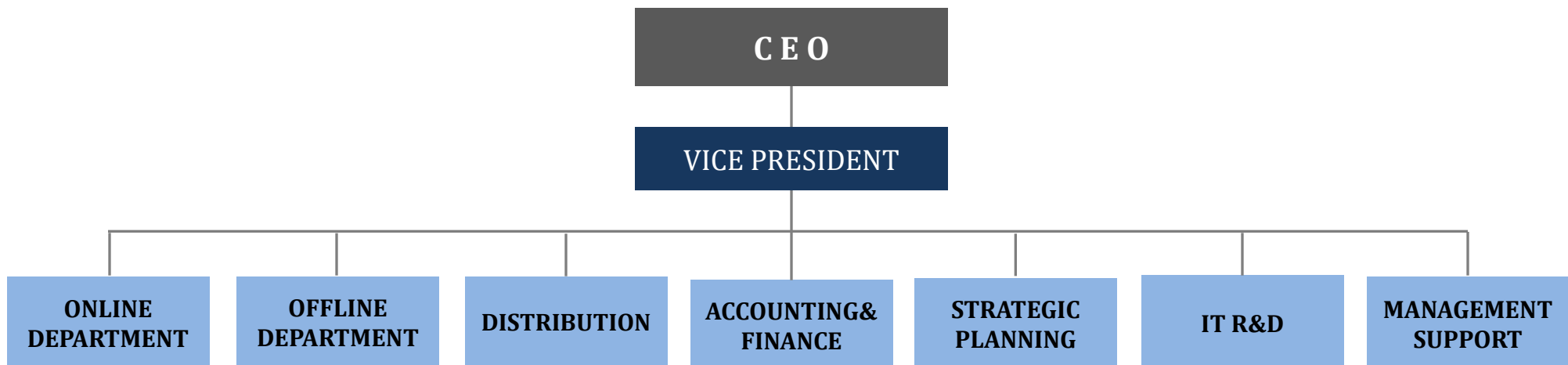
Business Division

- Headquarters and key departments
- Online business division
- Offline department
- Media department
- Web and IT development
- Warehouse
- Private brands
- Partnering brands
- Mono products

LOGO / CI



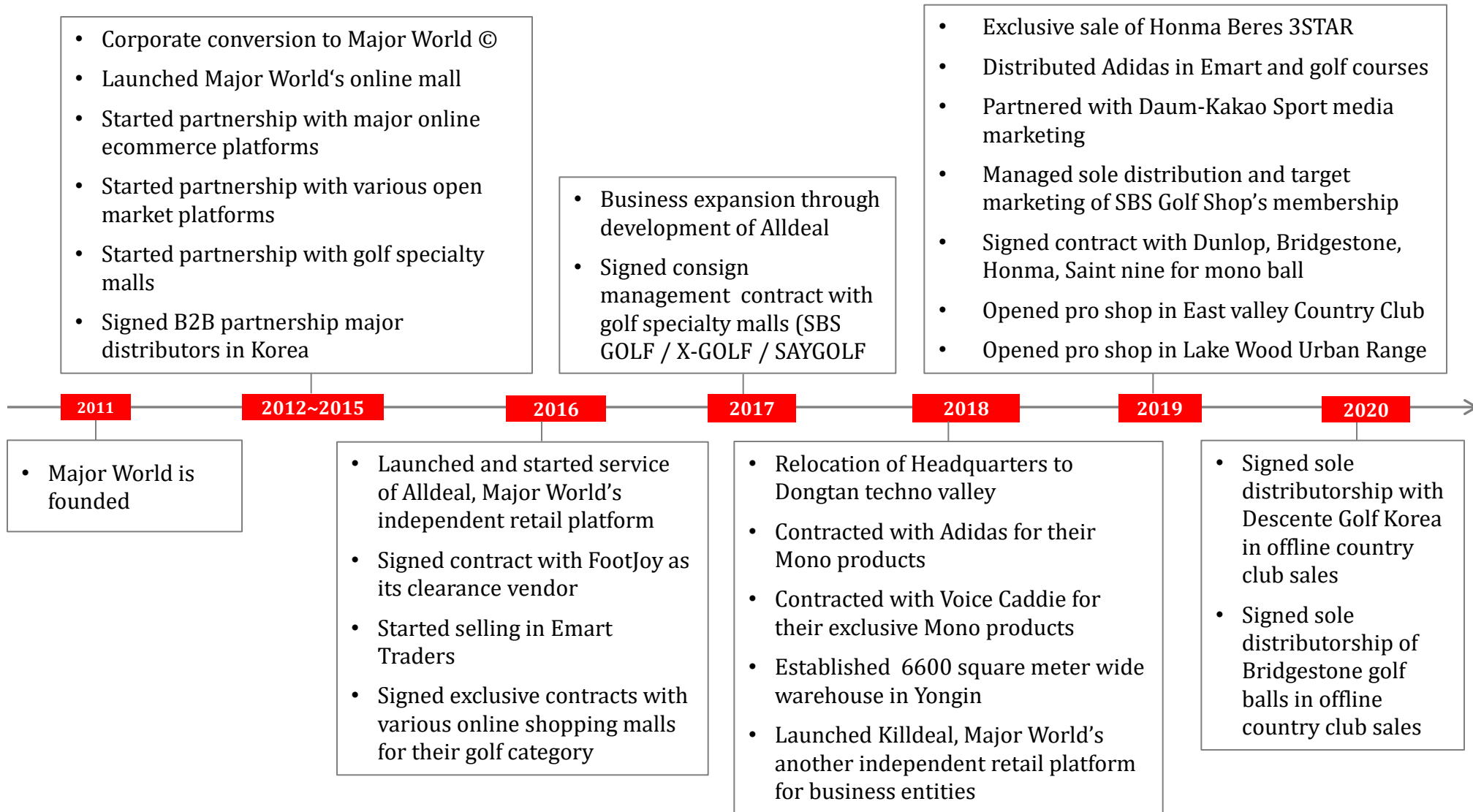
Company name	Major World ©	Number of employees	64
Founded in	June 2011	Website	www.mwd.kr
Founders	Hyun Han	Key areas of business	Distribution, Sales, Promotion, Marketing, Advertising of golf related products and more
Address	[Headquarters] 557, Dongtangiheung-ro, Hwaseong-si, Gyeonggi-do, Republic of Korea [Warehouse] 5-16, Deokseongsandan 2-ro, Idong-eup, Cheoin-gu, Yongin-si, Gyeonggi-do, Republic of Korea [Media center] 2-11, Yangjae-daero 71-gil, Songpa-gu, Seoul, Republic of Korea		



Having our headquarters at Dongtan Techno Valley, Major World is comprised of diversified departments with professional management. With strong passion to achieve greater success in the industry, Major World actively leads business performance.

Key Business Divisions

Offline Department	Online Department	Media Center	Warehouse
• Wholesale · On-course · Department store · Traders · Special sale (B2B) · Off-course (Direct shop) • B2B mall operation	• Online Mall · Direct mall · SBS Golf, Golf Land • B2B mall • Product Development • Marketing sales • Client support	• Media channel management • New business planning • Platform development business • Promotion material planning and production • Direct mall management	• Operations management • Delivery management • Inventory management • Customer Service • Visual material making



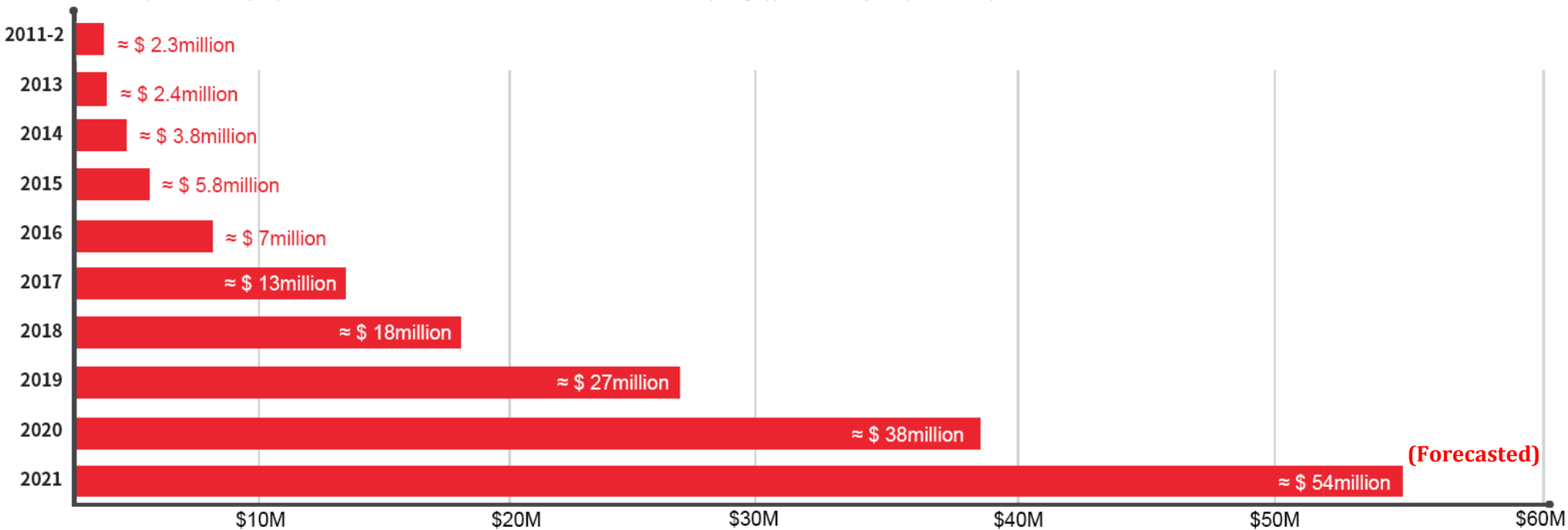
Major World has been experiencing sales increase every year since 2011 at a dramatic rate.

Starting from \$2.3million in 2011, our sales have peaked in 2020 to \$38million. Despite the overall economic downfall caused by the pandemic in 2020, Korea's golf industry undergone rapid growth, having its market size increase more than 10% to \$5billion from \$4.1billion in 2019.

Moreover, with the new inflow of young golfers in their 20s and 30s, the overall market size is forecasted to peak to \$5.7billion by 2022. On this note, Major world's sales figure is also seen to positively escalate to \$54million by 2021.

1

Kim, B. (2021, February 21). 해외 못나간 2030, 골프시장 큰손 됐다. Seoul Economic Daily. <https://www.sedaily.com/NewsView/22IMAWMDN2>



*Above figures were converted to US dollar from Korean won based on the currency exchange rate of February 24th 2021.
Above figures approximate values which have been rounded down to its nearest million in process of currency conversion

Key Business Divisions

Off-Line Department

Our offline business sector performs four main functions: store management, data processing & management, event planning, business support.

Major World distributes golf products to many of Korea's major offline retailers including on-course pro shops.

By securing wide range of offline channels, we are able to make bulk purchases of partnering brands' products.

Key performances:

- Exclusive distributorship of Adidas Golf, Descente Golf, Bridgestone, Ecco in golf course sales
- Supply of golf shoes, golf bags, golf caps and rangefinders worth 1.7million USD to E-mart Traders
- Supply of Adidas, Honma, Voice Caddie, TaylorMade products worth 2.2million USD to E-mart and E-mart 24
- Supply of Voice Caddie and Licata products worth 442 thousand USD to Shinsegae department store
- Distributes to 140 golf courses nationwide generating 4.2million USD worth annual sales
- Operates pro shops in Urban Range and East Valley Country Club generating 2.6million USD worth annual sales

Our business partners:



No. of branches: 20
Annual sales
USD 2 billion



No. of branches: 150
Annual sales
USD 17.4 billion



No. of branches: 4000
Annual sales
USD 1.4 billion



SHINSEGAE

No. of branches: 8
Annual sales
USD 17.4 billion



No. of
branches: 8



Korea's No.1 golf
course with most
members



Driving range with
multi facilities

On-Line Department

Through our multi years of know-hows in e-commerce operation, Major World's online department has made many noteworthy achievement in wide areas of business from website management to B2B/B2C product selection while generating high satisfaction from our business partners.

We partner with many companies ranging from famous search portals to various online retailers where we offer stable e-commerce management and guidelines for promotional contents production. Our online department can be the key to you business's future endeavors as we endlessly strive to challenge and develop high quality process of operations.

Key Functions

Online Operations Management

- Website management
- Product management
- Partner mall management
- Product supplier management

Marketing/PR

- Promotion planning
- Product development and Marketing
- SNS operation management

Contents Production

- Online posting
- Promotional video making
- Concept and photo shoot planning

Design

- Product detail page production
- Event page and banner
- Promotional material
- Photo shoot

Our partners



On-Line Business Structure

Major World’s online distribution of products take place in following four main ways as described below:

1. Direct mall

Online platforms that has been developed and managed by Major World. ‘Alldeal’ and ‘Killdeal’ has been co-developed with other golf related websites for its high effectiveness

2. E-commerce management

Awarded with the access to authority of partnering websites, Major World takes care of product management, marketing, selection of products and etc.

3. Corporate welfare mall

Supplies and sells to online shopping mall for employee’s welfare, and welfare/closed mall that allow one to buy the products with card points on a direct contract basis without a vendor

4. Partner mall (Open markets)

Entered in many well known online open markets in Korea from Auction, G market, Interpark and many more

Online sales breakup

Direct mall

E-commerce management

Corporate welfare mall

Partner malls

13% (≈ \$ 3 million)

55% (≈ \$ 128 million)

20% (≈ \$ 4.7 million)

12% (≈ \$ 2.8 million)

**Above figures were converted to US dollar from Korean won based on the currency exchange rate of February 24th 2021*

Media Center

Located in Songpa district Seoul, Major World's Media Center produces various original contents that incorporates the trends of latest media environment.

Our original contents aim to provide entertainment and information to customers and they are available through various media channels like Youtube and Kakao TV.

Having our own studio in the center, Major World also operates social commerce business via Korean live shopping giants like Naver Shopping Live and Kakao Commerce.

Our original contents

To check out our contents, click on each picture for hyperlink



Golf Lessons

Online golf lesson featuring KPGA pro golfers



Product Review

Detail product review under the format of infomercial



Live Shopping

Live shopping of golf products streamed via Naver Shopping Live



Web Development

Major World also have web development team consisted of professionals who are capable of writing various programming languages.

To facilitate rapid feedback and revision we have web development team at both Dongtan headquarters and Seoul Media Center. we operate our own in-house programming team, employee performance is enhanced and developing finer system is made possible.

Key Functions

Planning

- Project planning
- UI/UX planning
- Database planning

Web Development

- Front-end and back-end web development
- Platform sync development
- System development

Maintenance and Repair

- Platform error revision and system improvement
- Upgrade / Advancement

Server Management

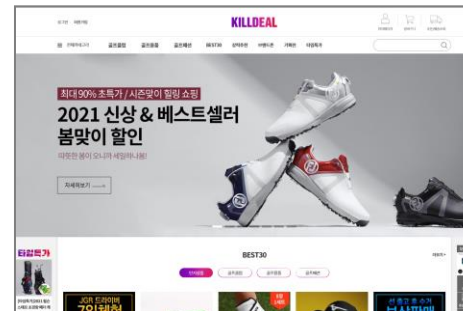
- Web and FTP service management
- DBMS management
- Server security

Platforms



'Alldeal'

Platform developed by Major World that invites SNS users who are willing to sell golf products at zero setup cost



'KillDeal'

Platform developed by Major World that provides All-in-One service to business partners who are willing to sell golf products. From platform provision to products supply, logistics and promotions, KillDeal takes care of all levels of business for our partners.

Warehouse

Major World's warehouse located in Yongin Techno Valley is a large-scale logistics center with 6600 square meter that is run by our own manpower and system operation.

Having all the stocks readily stocked in our warehouse, we are able to yield greater customer satisfaction through rapid warehousing, shipment and product management.

Company-owned property

By owning the warehouse under company's property, we are able to save fixed costs.

Reduction of distribution cost via direct operations management

By saving costs, we are able to offer our customers more competitive pricing

Golf-specific talents

We provide education to our employees on regular basis to enhance their understanding on golf products and to operate our warehouse more systematically

Speedy delivery

By having more than 90% of products sold pre-stocked in our warehouse, we are able to make speedy delivery and exchange/return which as a result generates higher customer satisfaction

Always in stock

In our warehouse more than 5000 SKUs are stored and stably managed



Major World also produces private brand lines that offer high-quality products at competitive pricing.



Premium golf club brand that showcases collaboration of Japanese craftsmanship and Italian Design targeted at seniors



Brand that develops practical and high quality products under the slogan of ‘Golf Technical’



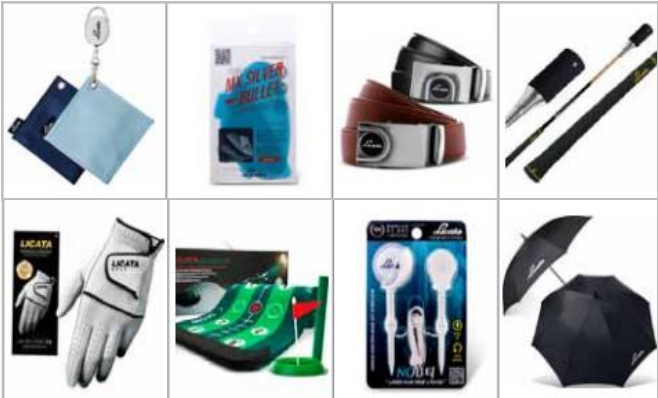
Brand that offers more accessible and affordable products and pricing for customers to enjoy golf with less of a burden



Himeji Monza



Monza



Licata

Major World works with some of the leading brands in the industry. Under an official contract, we sell our partner brands' products via online and offline.

HONMA

XXIO

Callaway

W M·U SPORTS

BIGYARD

DESCENTE

PRGR

maruman

KATANA GOLF

CASTELBAJAC

renoma

T

TaylorMade

BRIDGESTONE

Cleveland GOLF

PING

TOUR GREAT VICTORY

KAKAO FRIENDS GOLF

HISK HISKEL

MIZUNO

SRIXON

Titleist

adidas

ECCO

GIGA GOLF

VOICE CADDIE

HELVESKO SWISS MADE

Bushnell GOLF

NEXEN NEXEN CORP.

GOLF BUDDY

SUNDERLAND OF SCOTLAND

DUNLOP

FJ

Saintnine

YAMAHA

FINECADDIE

Nikon

ab arnaldo bassini

Heal Creek

CUTTER & BUCK

EVERLAST

MAJESTY

Nike

PUMA

WINNERS' Volvik

RUDY PROJECT

LAMBDA

Wilson

Golf Clubs



Honma BERES A SPEC 3 STAR
High Resistance Driver
(Quantity produced: 770)



Honma Beres A SPEC 3 STAR
Iron Set
(Quantity produced: 680)



PRGR NEW EGG 5500 Impact
Men's Driver
(Quantity produced: 85)



PRGR NEW 6I Steel
Men's Iron set
(Quantity produced: 100)



XXIO Cross Carbon Iron set
(Quantity produced: 700)

Golf Balls



Bridgestone Super Straight Balls
(Quantity produced: 25,000)



Bridgestone NEW Treo Soft
(Quantity produced: 63,000)



Srixon New Marathon
(Quantity produced: 87,500)



TaylorMade Tour Response
(Quantity produced: 11,500)



Saintnine Q Plus High Repulsion
Quantity produced: 34,000)

Golf Club Bags



Adidas Tour Basic Premium
Caddie Bag
(Quantity produced: 800)



Mizuno RB AD Light Caddie Bag
(Quantity produced: 300)



Bridgestone Lightweight
Stand Bag
(Quantity produced: 430)



Mizuno Eagle Lightweight
Stand Bag
(Quantity produced: 430)



Mizuno RB Club Case Half Bag
(Quantity produced: 1,000)

Gloves



FootJoy WeatherSof
Ballmarker Golf Gloves
(Quantity produced: 30,000)



Srixon Ballmarker
All Weather Golf Gloves
(Quantity produced: 15,000)



Srixon All Weather Magnetic
Ballmarker Golf Gloves
(Quantity produced: 8,400)



Srixon Hybrid Golf Gloves
(Quantity produced: 5,500)



Adidas SMU Warm
Touch Screen Gloves
(Quantity produced: 3,000)

Footwear



Adidas CP Traction BOA
Men's Golf Shoes
(Quantity produced: 16,000)



Adidas Adistar Lite BOA
Women's Golf Shoes
(Quantity produced: 9,600)



Descente Energite Spikeless BOA
Women's Golf Shoes
(Quantity produced: 670)



Descente Energite G Tour
BOA Golf Shoes
(Quantity produced: 620)



FootJoy Ultra fit 2.0 BOA
Men's Golf Shoes
(Quantity produced: 890)

Clothing



Adidas SS Polo Men's
Short Sleeve T-shirt
(Quantity produced: 1,620)



Adidas SS H RDY
Men's Short Sleeve T-Shirt
(Quantity produced: 1,600)



Adidas FW FZ Hybrid
Men's Vest
(Quantity produced: 3,100)



Adidas FW ULT365 Stretch
5 Pocket Golf Pants
(Quantity produced: 3,200)



Adidas FW COS Brushed
Men's Golf Pants
(Quantity produced: 4,500)

Accessories



Adidas Tour Style Cap
(Quantity produced: 53,000)



Adidas Seamless 2 Golf Cap
(Quantity produced: 11,000)



Mizuno RB Tour Basic Cap
(Quantity produced: 10,000)



Mizuno MP Iron Style Belt
(Quantity produced: 2,000)



Mizuno RB Style Golf Belt
(Quantity produced: 2,000)



Thank you

For any inquiries, please contact **M.** +82 10 8287 5426 **E.** dkim@mwd.kr