



Company details

2025.01.14

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

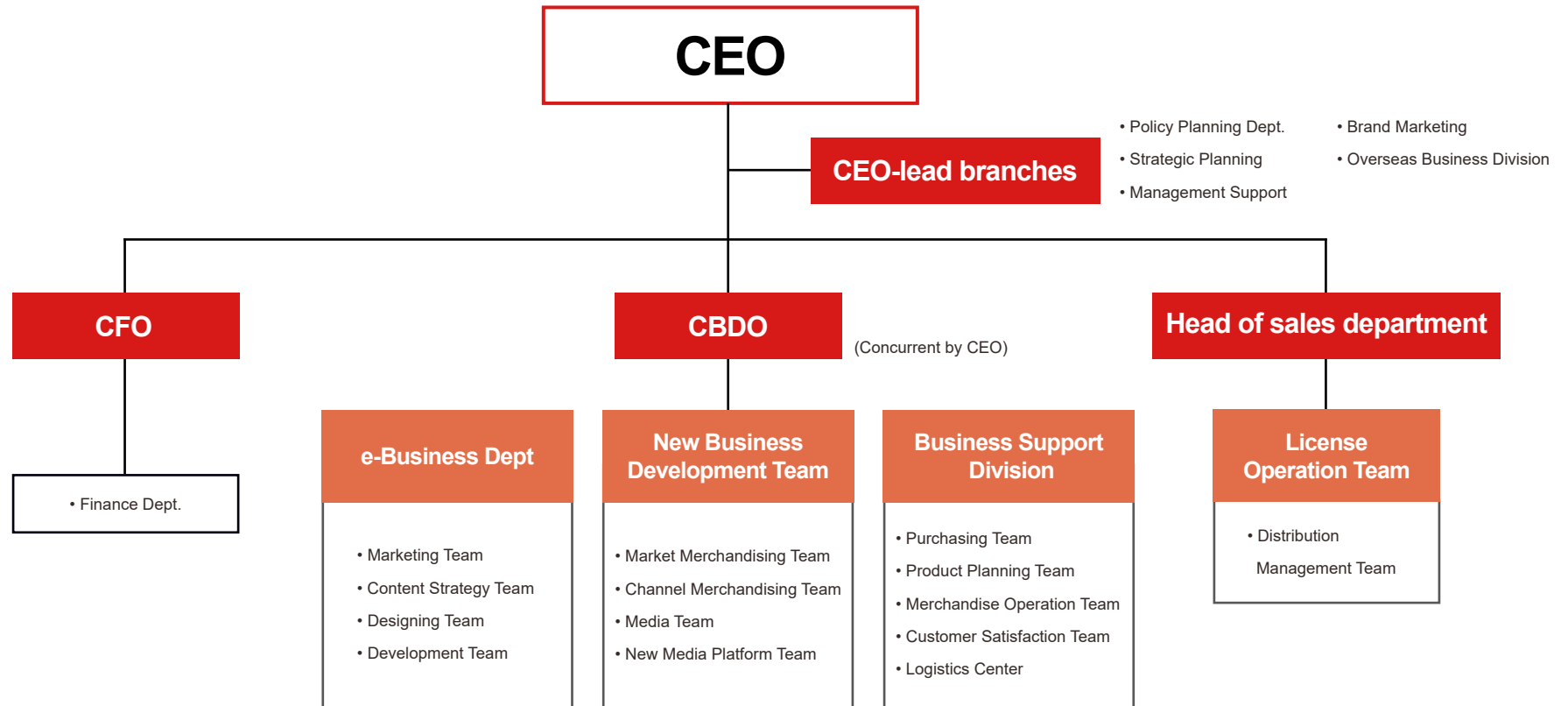
Offline retailing store

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

2023

- NC Nature (Havita, Carpetin, Seoul Season) as the sole operator of the brand
- Selection of leading companies in the sports industry organized by the Ministry of Culture, Sports and Tourism
- Selection of Small and Medium-sized Enterprises Organized by the Ministry of Employment and Labor
- Seoul Awards "Rikata" Brand Award for 3 consecutive years
- Acquisition of ISO9001 Quality Management System Certificate
- Entering the golf practice range in Anyang Country Club, Samsung C&T Co., Ltd
- The 18th 2023 Korea Social Contribution Awards received the Minister of Trade, Industry and Energy Award

AWARDS AND CERTIFICATION



Certified as Management Innovation Business



Awarded as beneficially recruiting enterprise



Certified as Hi Seoul enterprise



ISO9001 Quality Management System



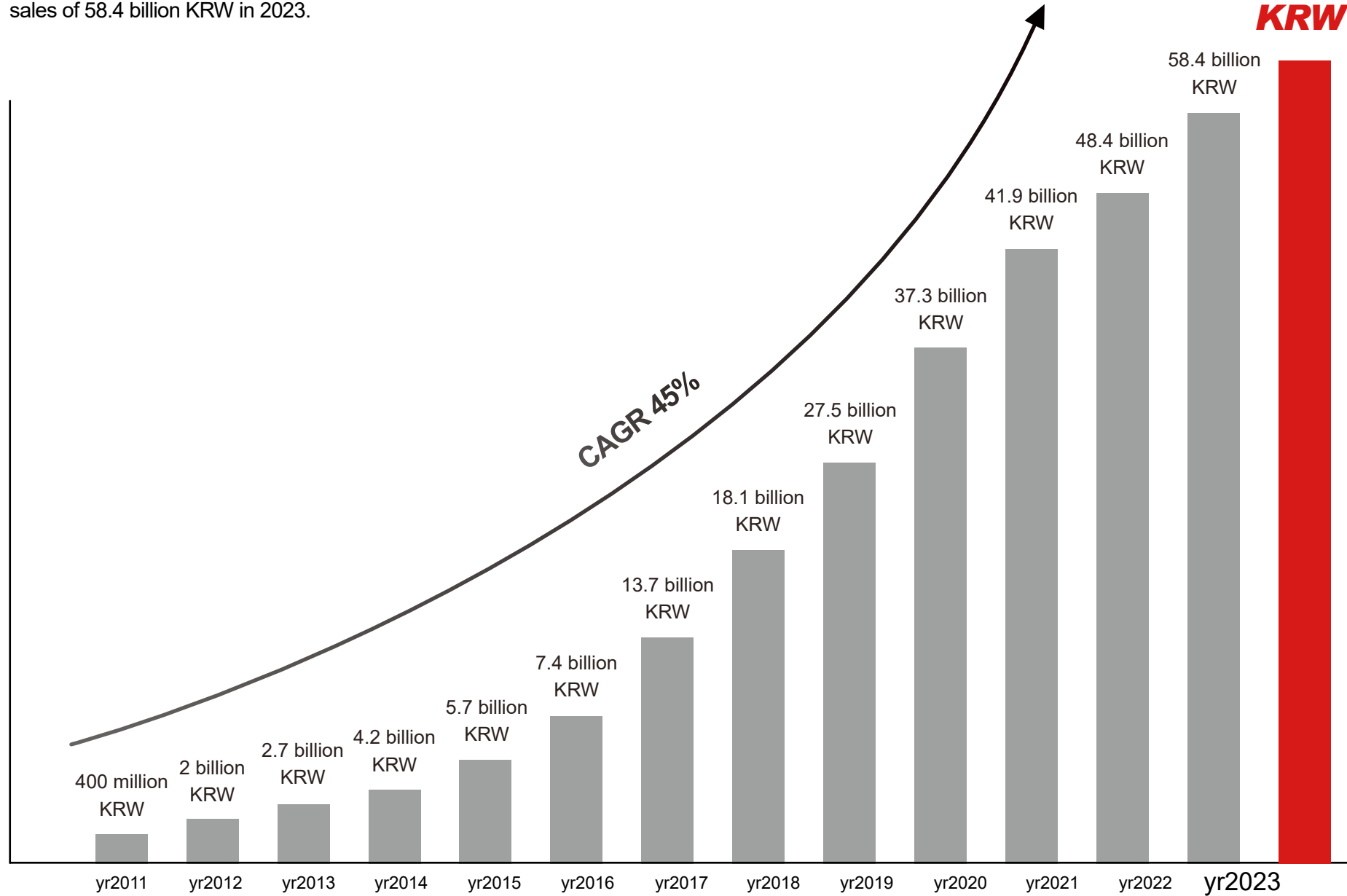
Seoul-award prominent company

PROSPECTS



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

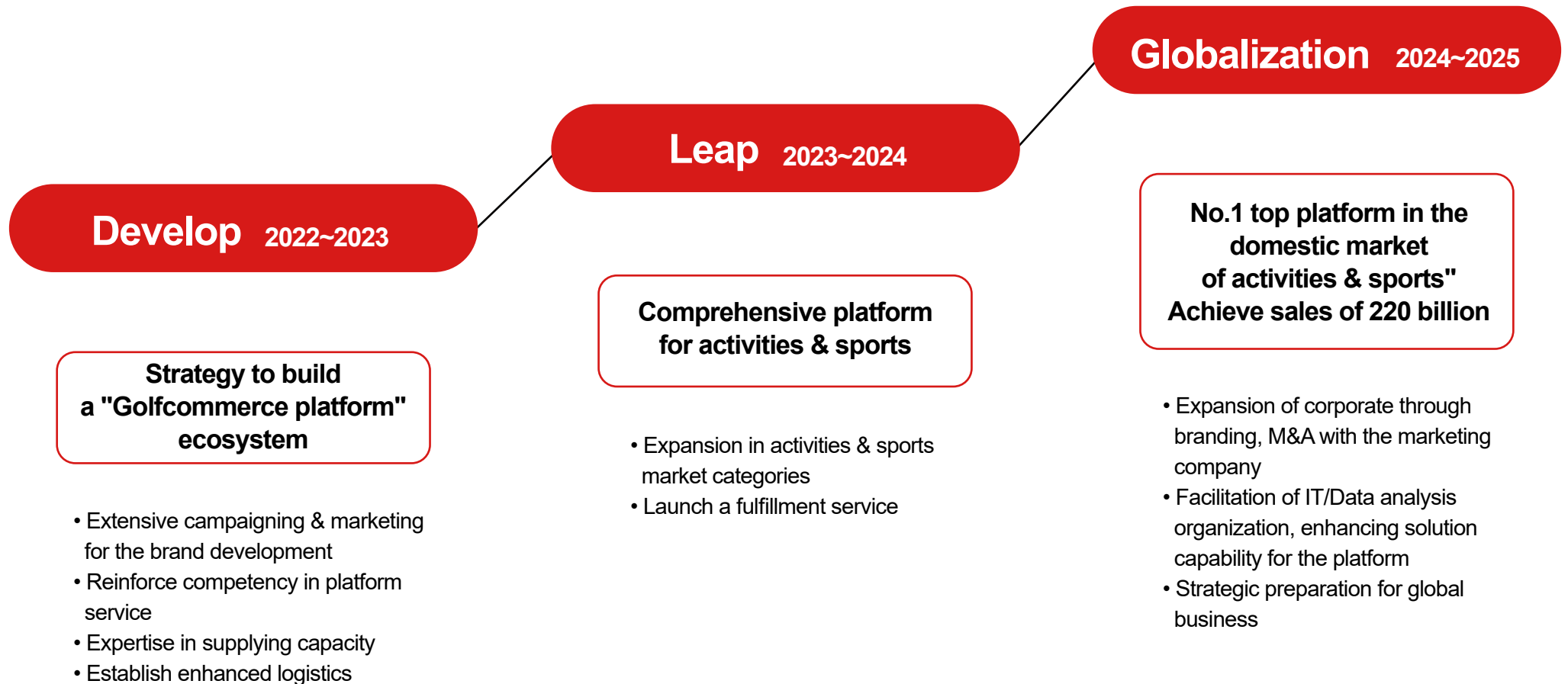
**74 BILLION
KRW**



SCHEME TO PROGRESS



MAJORWORD aims to prospect an ecosystem platform, a relishing domain of Golf-commerces for your de-served 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

Region	yr2017	yr2018	yr2019
Seoul	400,000KRW	480,000KRW	400,000KRW
Central	290,000KRW	330,000KRW	290,000KRW
Southeast	230,000KRW	270,000KRW	230,000KRW
Southern	190,000KRW	250,000KRW	190,000KRW
Western	320,000KRW	360,000KRW	320,000KRW

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

Severe drop in offline market share

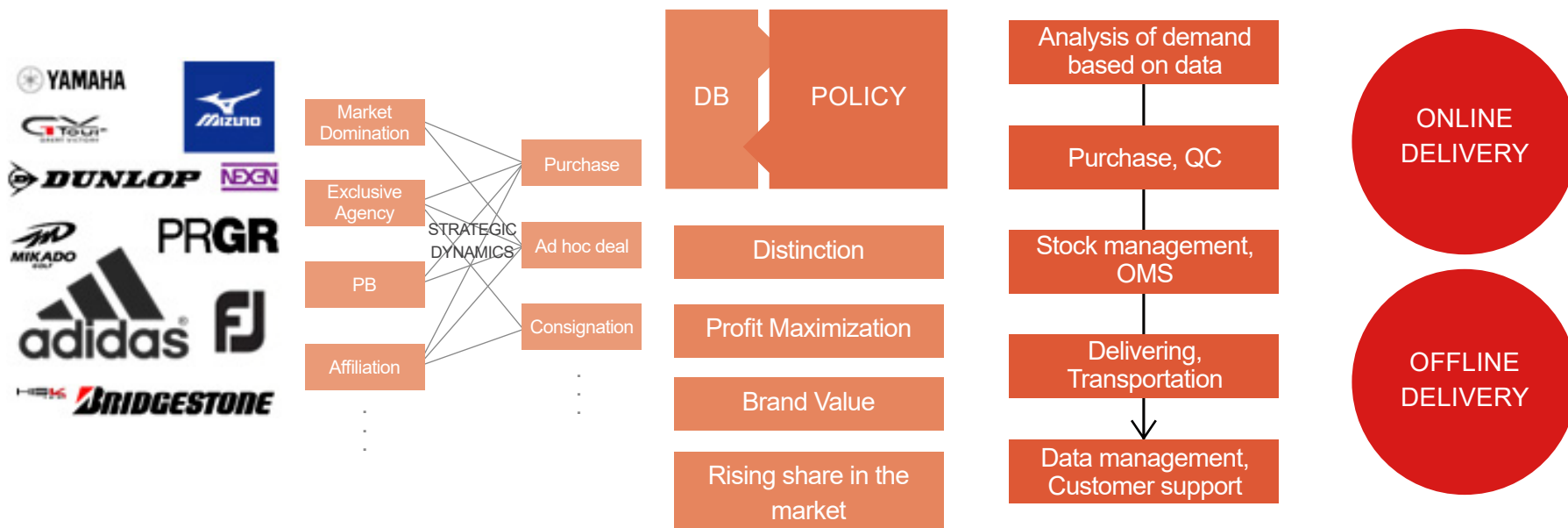
Year	Offline Market Share
yr2016	68%
yr2017	~65%
yr2018	~60%
yr2019	59%

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.



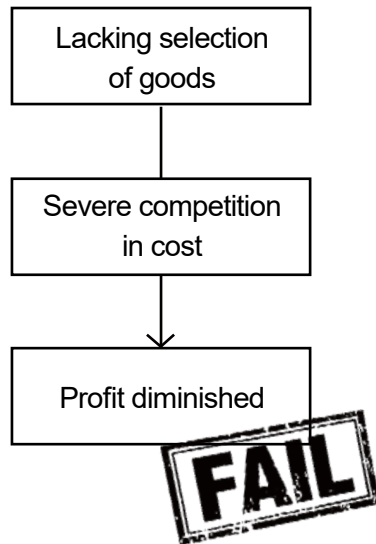
Core Competency¹ Market-leading portfolio of commodity



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

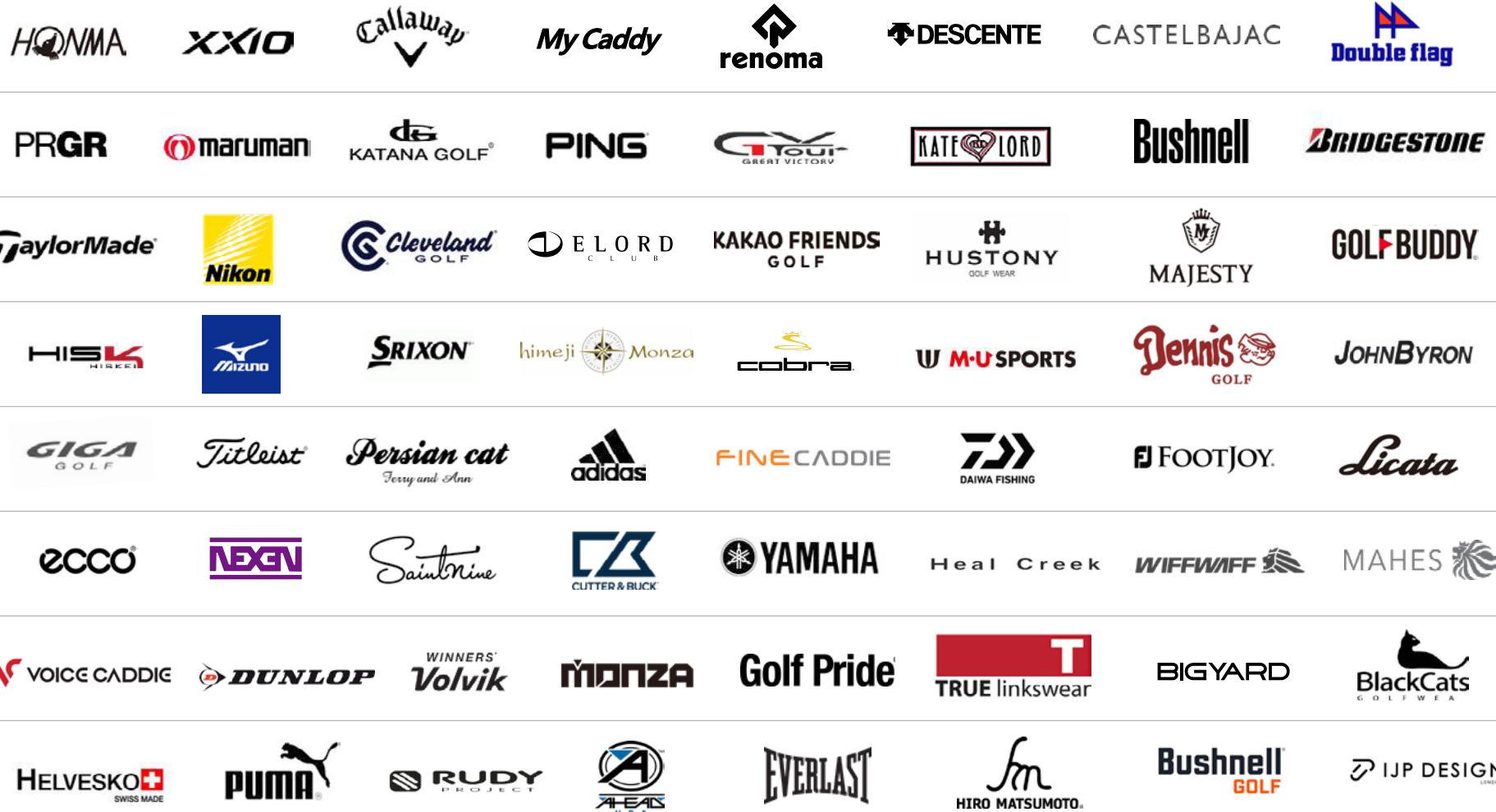
- Distributing flagship products of significant brands, domestic and abroad
- Supplying the products in the lineup from Adidas, Bridgestone, TaylorMade, Echo, and Mizuno for 190 stores.



Core Competency¹ Market-leading portfolio of commodity



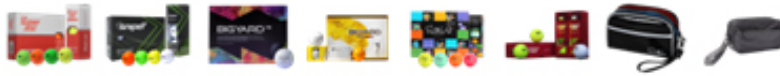
Fulfilling steady growth in a cost-sensitive market, our success in competency lies within proactive market strategies



Core Competency¹ Market-leading portfolio of commodity



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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



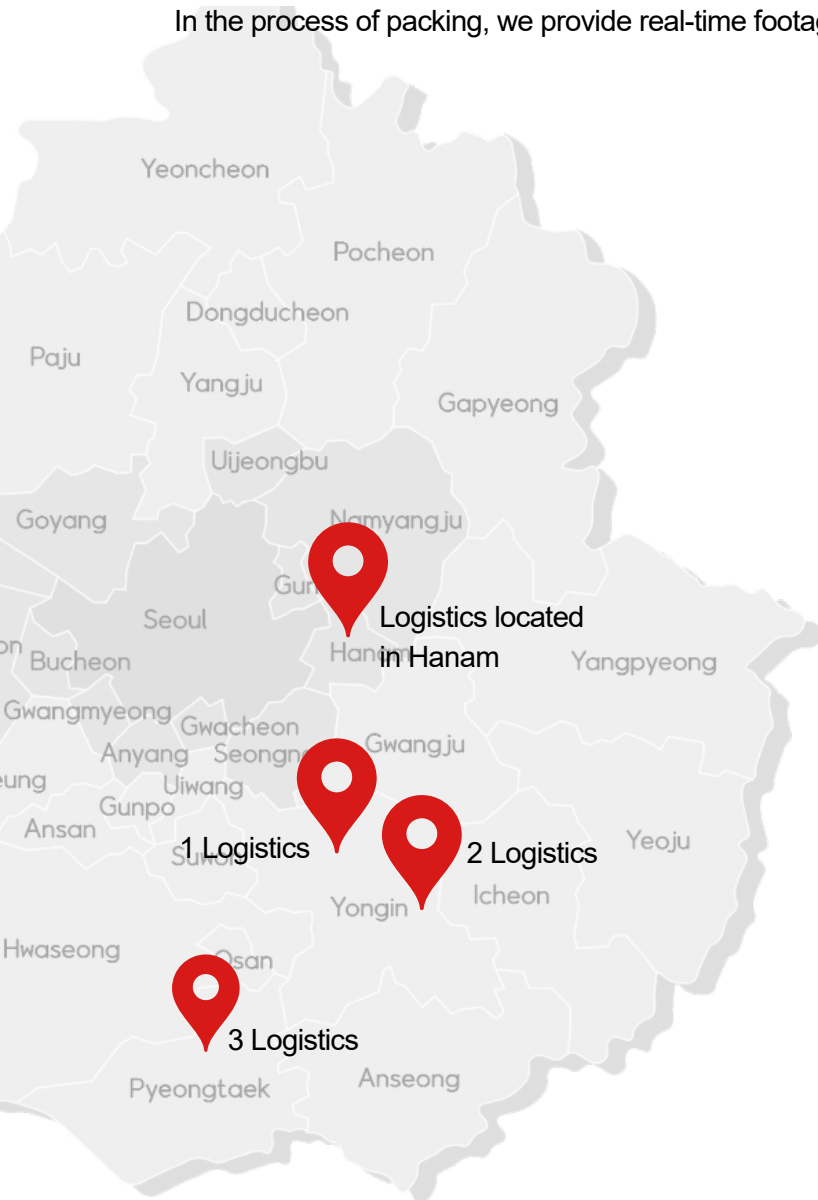
Easy-to-approach. Offers short videos for 15~60 seconds of time running.

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.



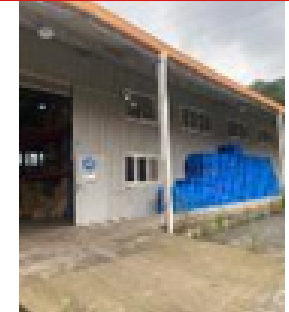
1 Logistics

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



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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.

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

Affiliated Mall

Most visited by general consumers. Open to price comparison.

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

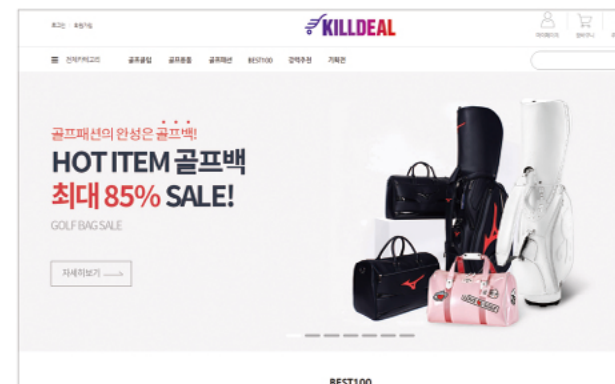
- User accounts management
- Web&FTP management
- Database management
- System structure (DBMS) management
- Server Security

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



<p>2thousand</p>	<p>2,000 putters sold out Successfully highlighted the charming aspect of the product. Stocks regarded as poor inventory are sold.</p>	<p>10thousand</p>	<p>10,000 unbranded golfing gloves sold out Golfing gloves in stock were sold, despite they were considered invalid due to the canceled order.</p>
<p>3thousand</p>	<p>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</p>	<p>300million</p>	<p>300 million stocks of golf equipment sold out. Stocks were considered invalid goods. MWDEAL signed a commission to sold them all out.</p>
<p>7thousand</p>	<p>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.</p>	<p>600thousand</p>	<p>600,000 shipments per annual through MWDEAL 600,000 shipments per annual through MWDEAL</p>

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

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

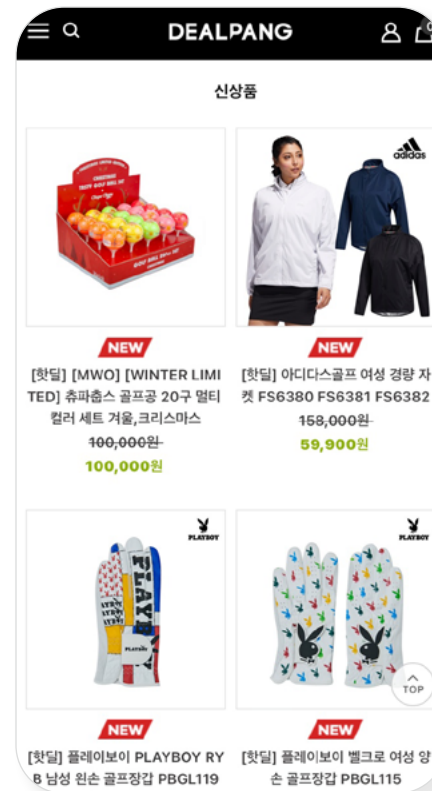
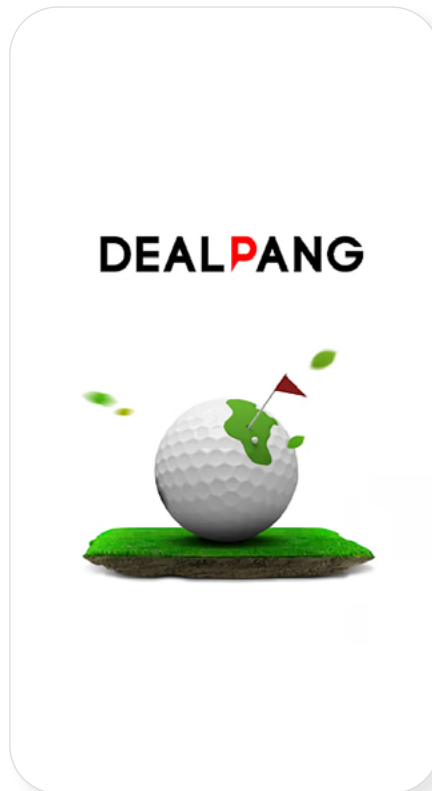
DEALPANG Golf equipment eCommerce platform

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**



Dealpang has transformed golf commerce and grown into the country's largest e-commerce platform specializing in golf. Dealpang has achieved accumulated sales of KRW 120 billion over the past three years, rising by an average of 56.5% (CMGR) per year. It aims to generate 170 billion won in cumulative sales in 2025.

The maximum monthly sales

KRW **5 billion**

Sales growth rate in the last three years

269%

members

2.8 million

MAU

1.62 million

Retention rate

76%

Total sales amount of **120 billion** KRW

12.8 million views per month for PV

400 brand stores in entry

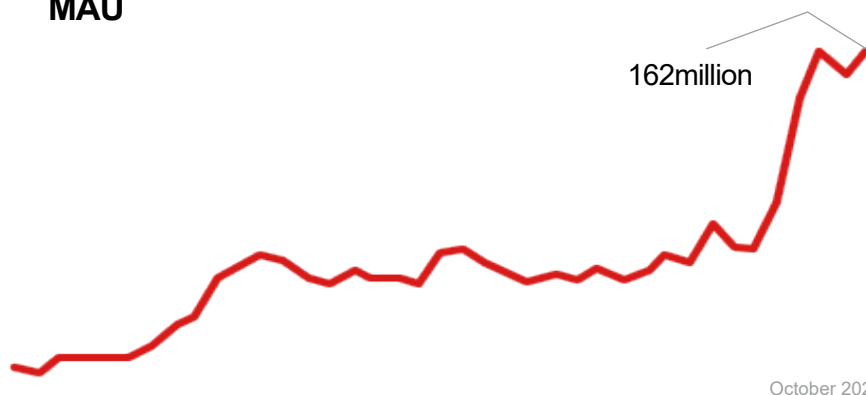
items of **7000**

Average satisfaction survey **4.7/5.0**

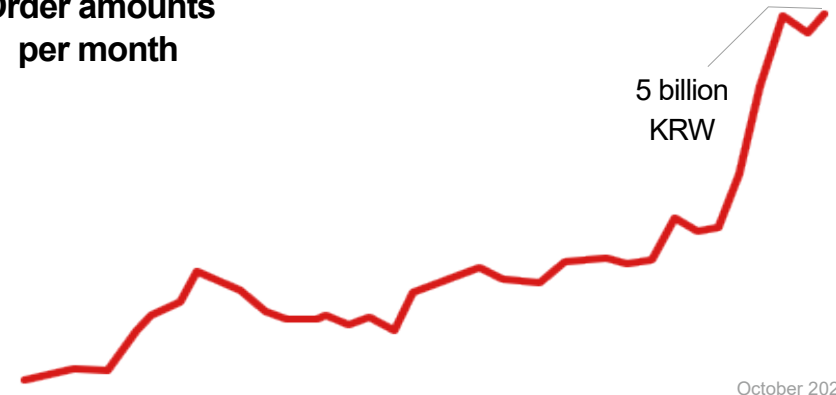
repurchase rate **49%**

total app installation **1 million**

MAU



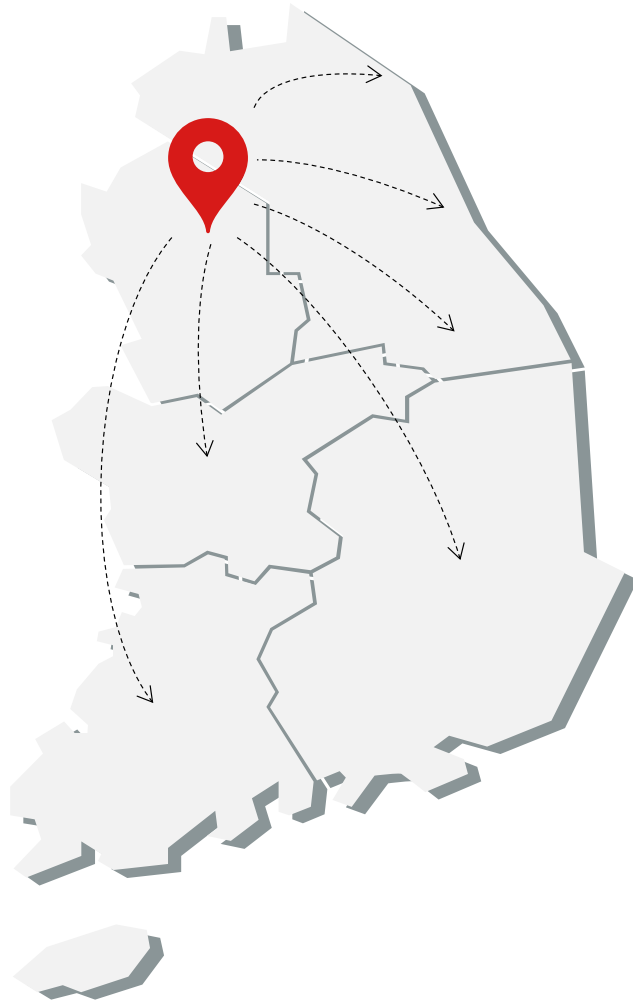
Order amounts per month



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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