

WIDE°ANGLE

BRAND INTRODUCTION

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

CONTENTS

1. **About WIDE°ANGLE**
   - Brand Story
   - Logo

2. **Brand Value**

3. **Our Products**
   - Core Line
   - Fearless Line
   - Wagle Line

4. **Store & Sales**

5. **Marketing / R&D Investment**

6. **Market Expansion**

7. **Appendix**
   - About K2KOREA GROUP
   - K2KOREA GROUP Brand History

ⓒK2 KOREA GROUP 2024 All rights reserved | K2 KOREA

ABOUT WIDE°ANGLE

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA



PLAY WITH NATURE

Our vision is to provide better value in golf play and lifestyle
by looking further and broader with a new perspective on golf wear

PLAY WITH NATURE
WIDE°ANGLE

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

Wordmark
Basic

WIDE°ANGLE

Wordmark
Variation



WIDE°
ANGLE

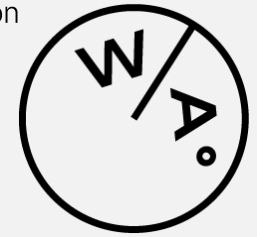
Symbol
Basic



Emblem
Basic



Emblem
Variation





WIDE°ANGLE LOGO

The logo expresses the brand concept in a simple yet intuitive way.

It consists of a wide font that conveys a broad perspective,
an arched watermark that symbolizes an expanded angle,
and an emblem that represents a golf ball or the wide world,
signifying a free and open-minded approach.

These basic elements of WIDE°ANGLE's visual identity creatively and
interestingly express the values we want to convey to our customers.

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

BRAND VALUE

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

BRAND VALUE

01 TECHNOLOGY

Releasing GORE-TEX golf jacket for the first time in Korean golf wear brands,
applying self-developed W.ICE fabric,
developing technical golf shoes with our own footwear R&D team,
WIDE°ANGLE provides the best performance through innovative ideas.

02 PRACTICAL PRODUCTS

Provides products for the practical customers
who enjoy the game with superior performance while seeking stylish designs.

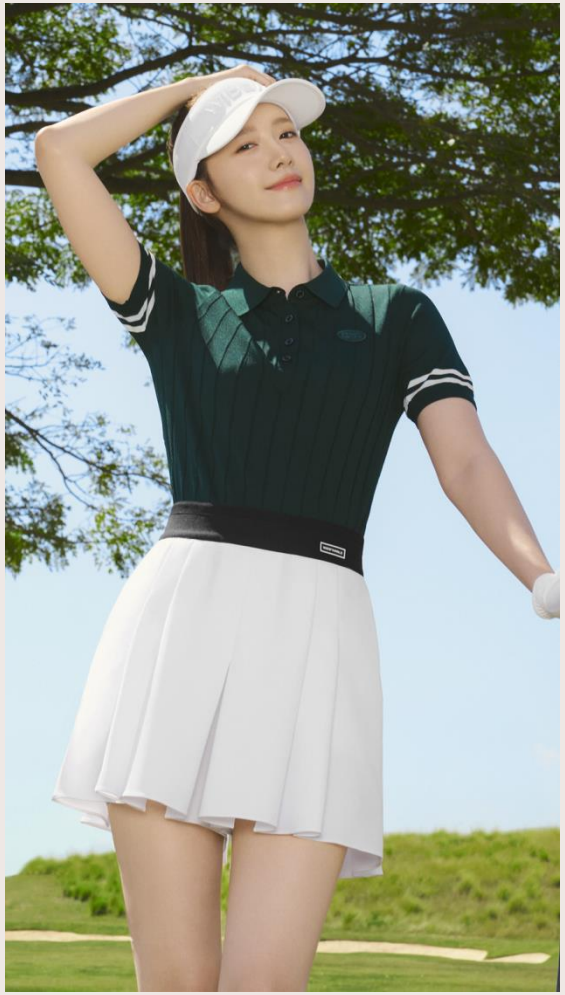
03 DISTINCTIVE DESIGN

Offering distinctive style with the combination of stylish Northern European vibe and functional design which completes the perfect swing.



©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

OUR PRODUCTS









©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA






TOUR LINE

With the slogan “PLAY WITH NATURE,"
We offer true golfers with a performance golf line that focuses on activity and swing.

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA






CORE LINE

Performance Golf wear collection combines top-notch technology, perfect fit and luxurious design.
We offer a Daily, Field multi-look specifically curated for WIDE°ANGLE core customers.

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

STORE & SALES

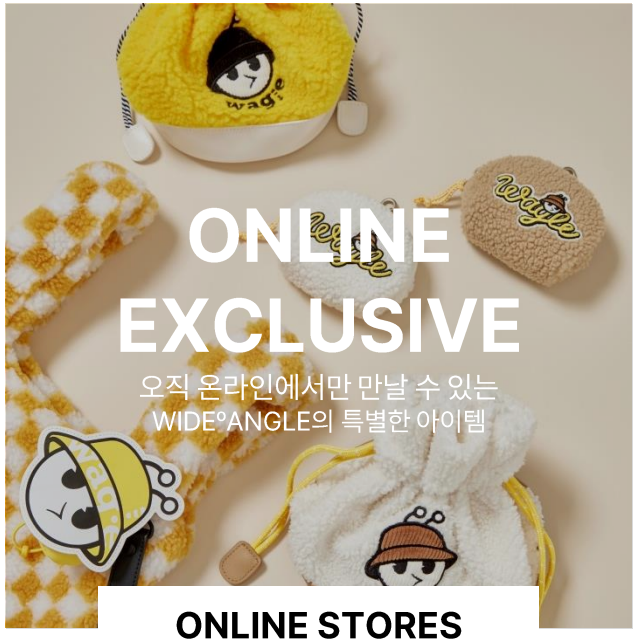
©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

STORE & SALES



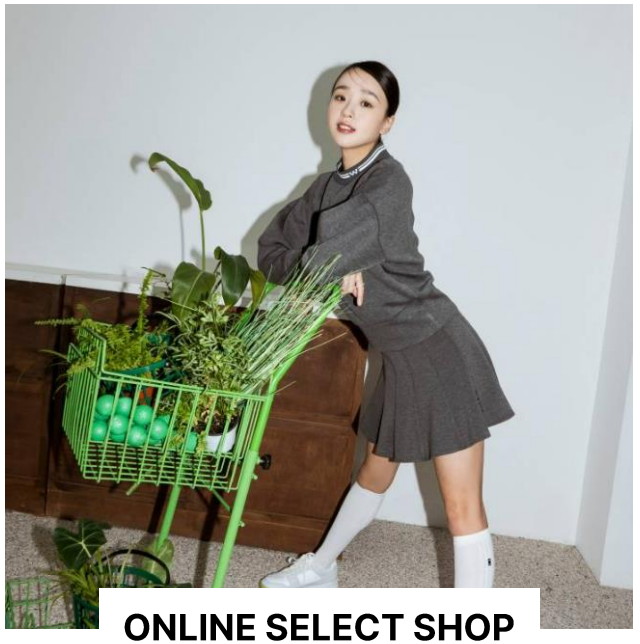
OFFLINE STORES

Operating 150 stores throughout Korea,
WIDE°ANGLE has established a strong brand
presence and developed its own distribution
know-how for successful market entry



ONLINE STORES

K2 Korea Group operates comprehensive outdoor,
sportswear shopping platform K.VILLAGE.
With a wide range of events and diverse products
from all K2 Korea brands, K.VILLAGE offers a
convenient shopping experience.



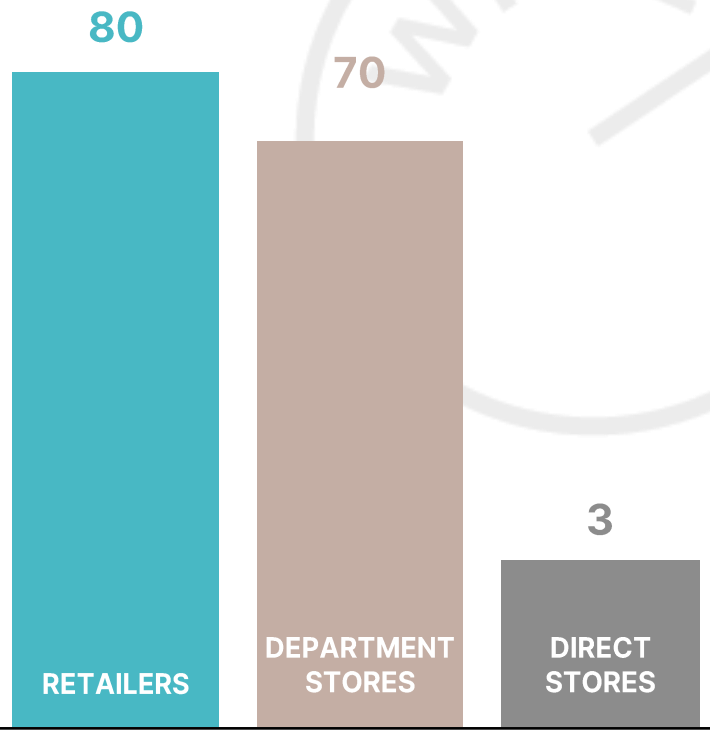
ONLINE SELECT SHOP

To maintain WIDE°ANGLE's trendiness,
we distribute our products to popular online
select shops like MUSINSA

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

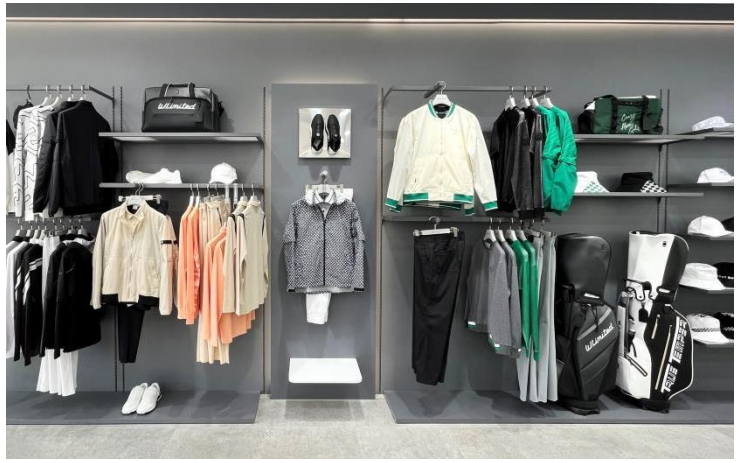
STORE & SALES

WIDE°ANGLE currently operates 153 stores in the domestic market, including direct stores, retailers, and department stores











©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

MARKETING / R&D INVESTMENT

ⓒK2 KOREA GROUP 2024 All rights reserved | K2 KOREA

MARKETING – TV COMMERCIAL

Since it was founded in 2014,
WIDE°ANGLE has been building its brand identity through celebrity marketing and TV commercials.



Daniel Henney

Actor, Model
2014FW ~ 2019SS



Kim Sa Rang

Actor, Miss Korea
2015FW ~ 2021SS



Kim Seon Ho

Actor
2021SS ~ 2021FW



Choi Soo Young

K-Pop Idol, Actor
2022SS ~ 2022FW



Lim Yoona

K-Pop Idol, Actor
2023SS ~ 2024SS

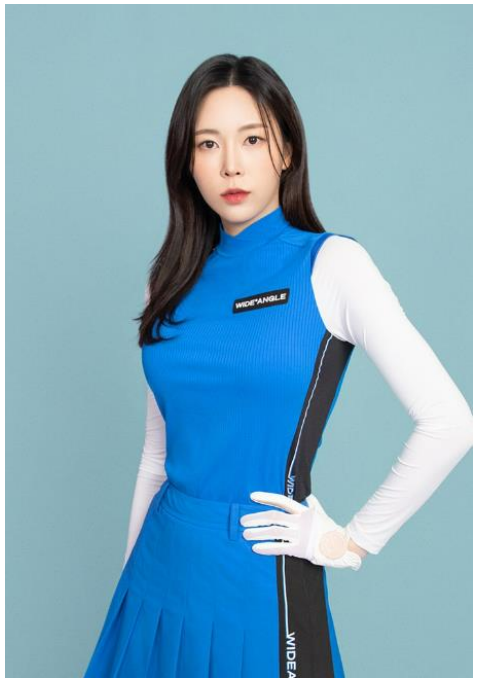
©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

MARKETING – SPONSORSHIP

WIDE°ANGLE has been sponsoring famous pro golfers
to enhance its professional image and promote its identity as performance golf wear.



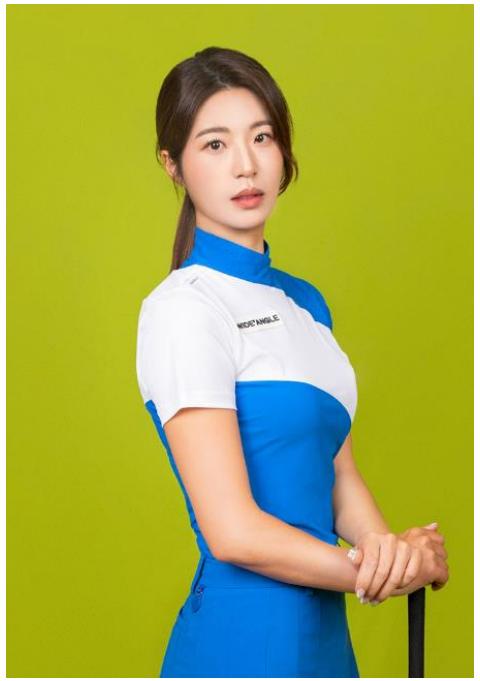
Hong Soon Sang
Pro Golfer



Kang Dana
Pro Golfer



Kim Hyung Gu
Pro Golfer



Suk Ji Woo
Pro Golfer



Moon Tae Hwan
Pro Golfer

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

MARKETING – SPONSORSHIP

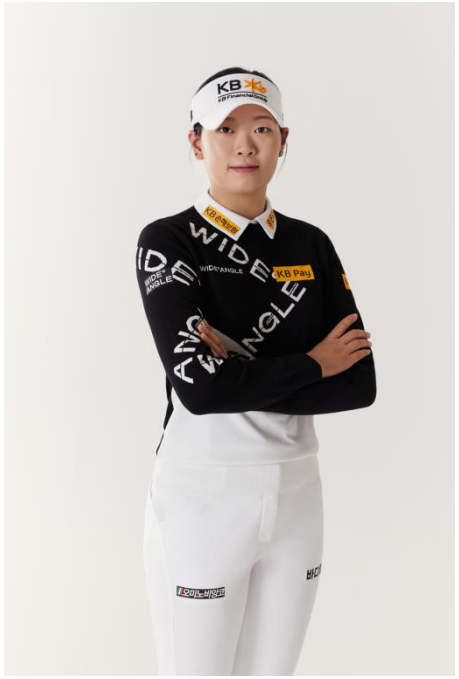
WIDE°ANGLE has been sponsoring famous pro golfers
to enhance its professional image and promote its identity as performance golf wear.



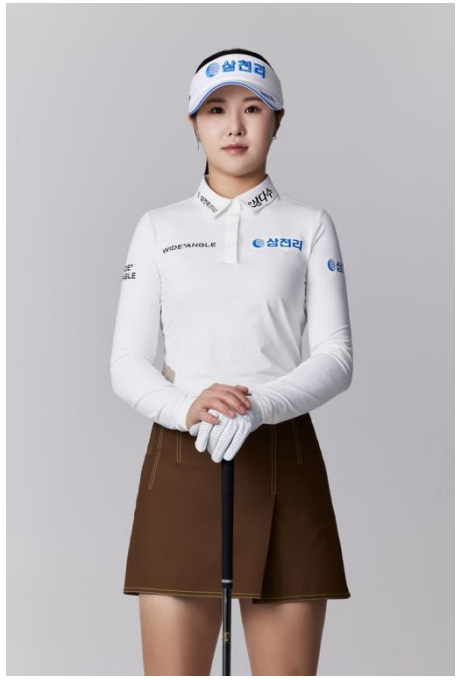
IM SUNG JAE
Pro Golfer



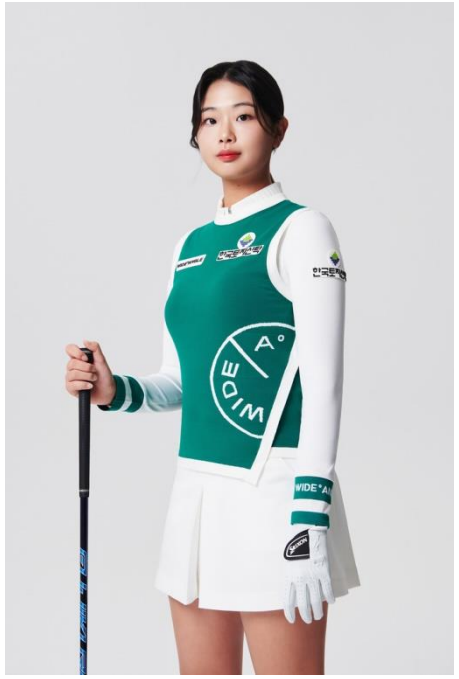
LEE TAE HOON
Pro Golfer



BANG SIN SIL
Pro Golfer



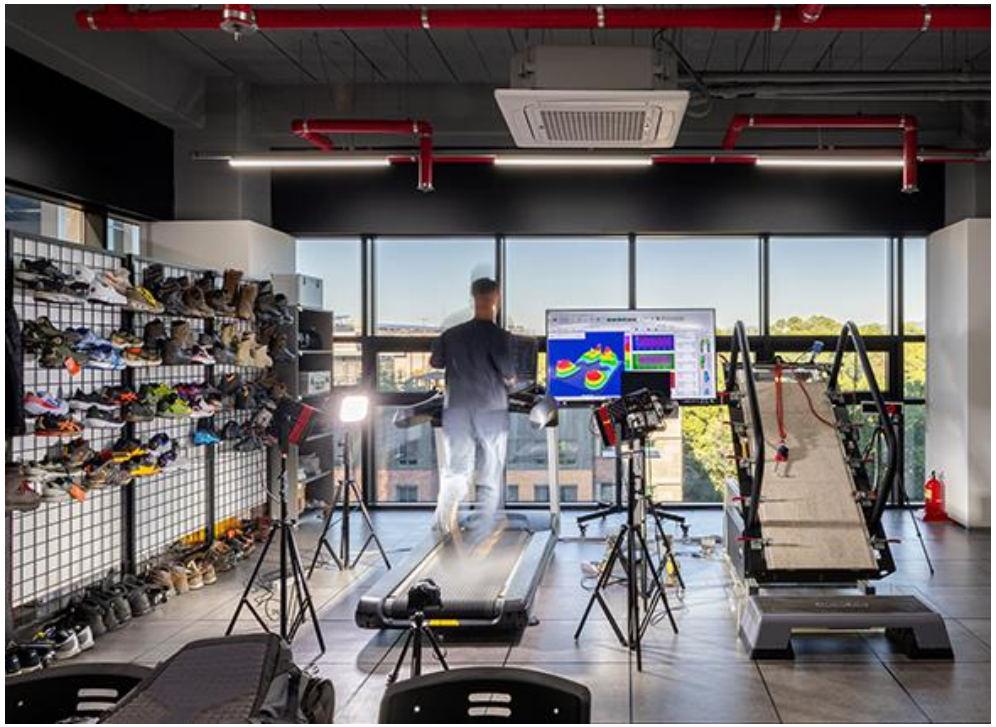
GO Ji Woo
Pro Golfer



Lim Chea Ree
Pro Golfer

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

R&D INVESTMENT



FOOTWEAR R&D

K2 KOREA's own footwear R&D team [Shoes Research Lab] supports the development of the products and conducts government projects to develop shoe technologies as well.



SELF-DEVELOPED MATERIALS

K2 KOREA insists on independent research and development of functional fabrics and accessories, continuously striving to provide consumers with high-quality products.

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

MARKET EXPANSION

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

MARKET EXPANSION

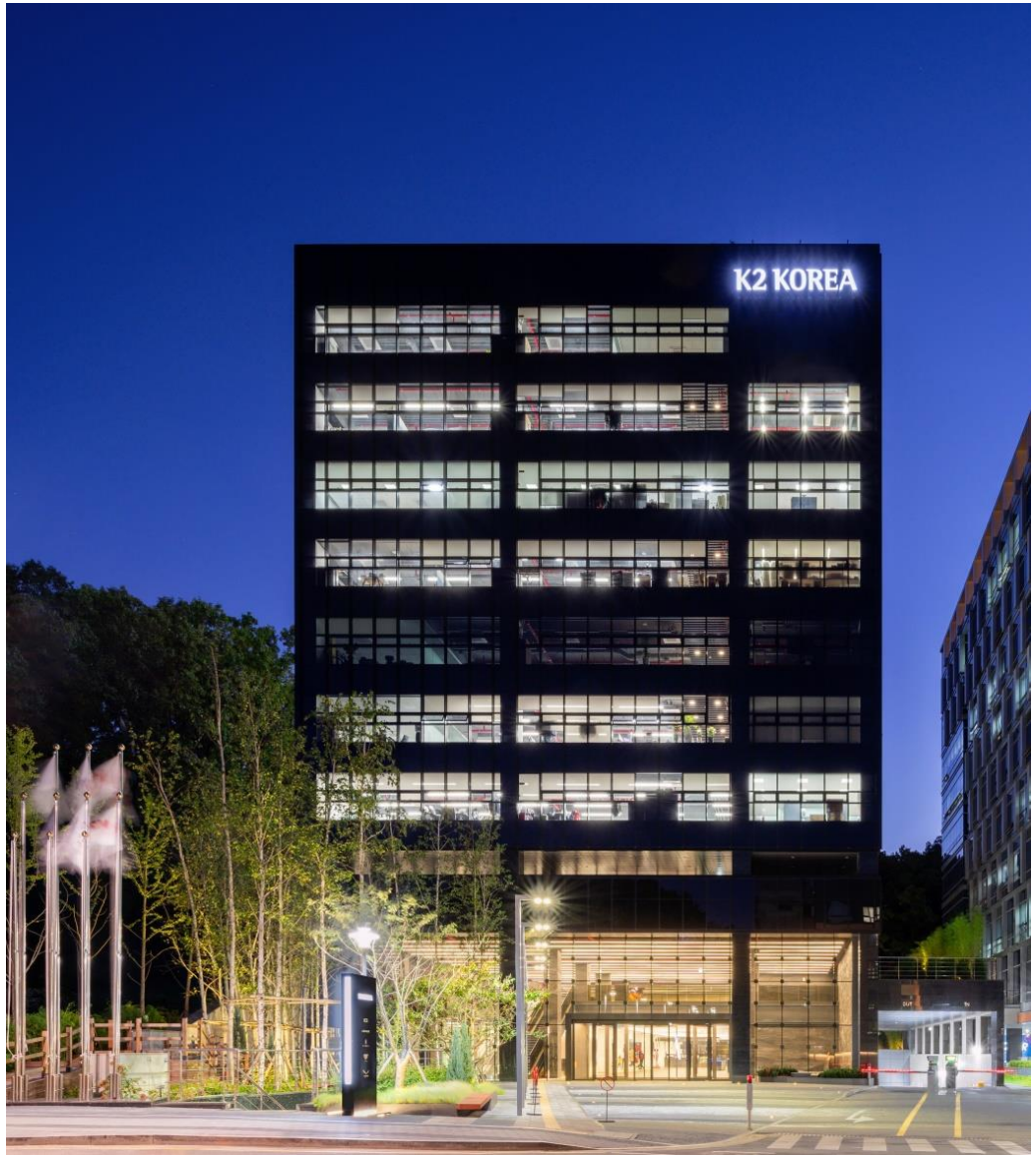
From 2020, WIDE°ANGLE has started its overseas business
and currently exporting domestic products to Canada, USA and Taiwan.



©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

APPENDIX

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA



K2 KOREA

K2 Korea Group is at the forefront of the fashion industry in South Korea,
experiencing constant growth in outdoor, golf, sports, and industrial safety sectors.

With a fearless spirit, we are exploring new horizons
and aiming to become the top global fashion company,
not only in South Korea but across the world.

K2 EIDER WIDE°ANGLE DYNAFIT

PIRETTI NORDISK EIDER SAFETY K2 Safety

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

K2 KOREA GROUP BRAND HISTORY

- **1978** ‘K2’ Launched
- **2006** ‘EIDER’ Launched in Korea
- **2014** ‘W.ANGLE’ Launched
- **2016** ‘DYNAFIT’ Launched in Korea
- **2020** ‘EIDER’ Acquisition of Global Trademark
- **2021** ‘PIRETTI’ Launched in Korea
- **2022** ‘EIDER’ Europe License Agreement
- **2023** ‘NORDISK’ Launched in Korea



©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA

WIDE°ANGLE

BRAND INTRODUCTION

©K2 KOREA GROUP 2024 All rights reserved | K2 KOREA