K2 Safety

BRAND BOOK

K2 Safety

For the healthy and happiness life of our customers,
Safety in life, K2 Safety is here for you offering protection and comfort.

Since our inception in the safety shoe business in 1995,
we have consistently aimed for excellence.
In 2023, our annual sales of safety shoes reached approximately 1.4 million pairs,
we maintain our unrivaled position as the market leader,
continuously delivering top-quality products that prioritize trust and technological advancement.

Expanding beyond safety shoes to include safety supplies and workwear,
we embody the ethos encapsulated in our slogan 'ALL-DAY WITH K2 SAFETY.'
Our goal is to become a trusted brand, one that partners
with our customers throughout their workdays.



K2 Safety

1994 Commencement of safety shoe business

1995 Development of Think Safety'
K2 Safety Shoes line
Sale of safety shoes under the brand
(Think Safety K2)

1999 Acquisition of GORE-TEX apparel license

2001 Establishment of Tianjin LIKEBINS
Sports Equipment Co., Ltd. in China

2008 Construction and completion
of the Icheon Integrated Logistics Center

2009 Establishment of K2GSF
(Gaesong Industrial Complex)
Domestic First Bulletproof Fiber
PENETRATION-RESISTANT INSERT Installation

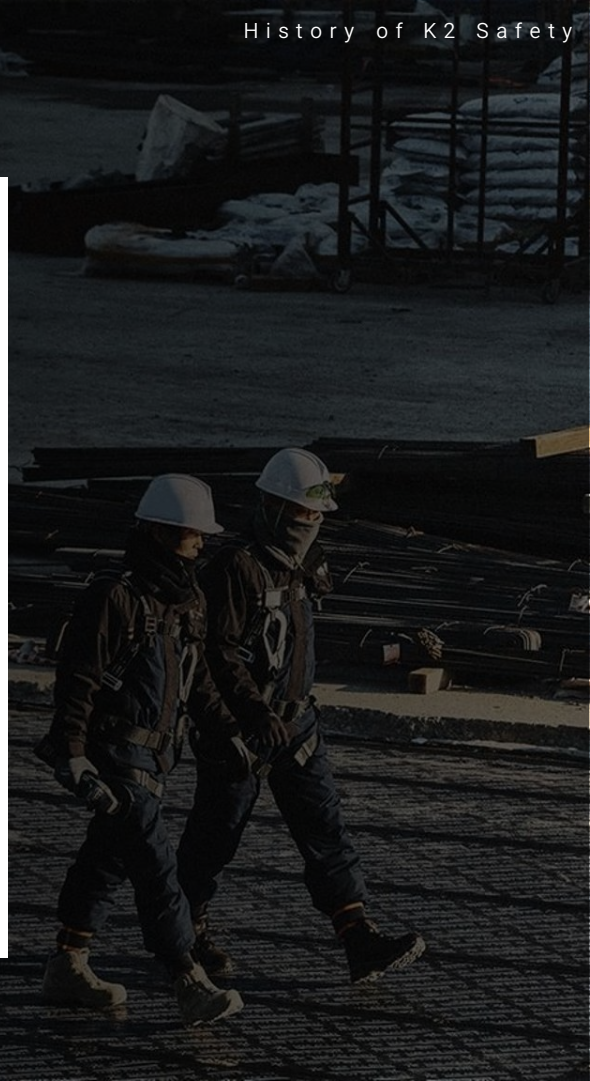
2010 Sales of safety shoes exceed 1 million pairs

2012 Establishment of the P.T OFN plant in Indonesia
Industrial Safety Independent Gonjiam
Logistics Center Establishment
Production of ARMORFLEX PRODUCTS

2014 Establishment of K2 Safety Co., Ltd.

2016 Initiation of overseas export of safety shoes
Opening of the Yeoju Integrated Logistics Center

2019 Relocation to K2 Korea Group new headquarters



K2 Safety

For K2 Safety, safety involves more than just safety ;
it encompasses the pursuit of your healthy life and happiness.
K2 Safety continuously develops
and strives for comfortable, safe, and sturdy products.



Pride

We pursue a commitment to delivering products
and services that are continuously reliable and consistent,
aiming to instill trust and pride in customers
who use K2 Safety products.
Our leadership and history embedded in
each product provide consumers
with a differentiated customer experience.

Technology

K2 Safety leads the market
with expertise and ultra-differential technology.
We are committed to developing products
that protect our customers' lives
and bodies by continuing our innovation through ultra-light
while staying true to the basics under Safety First principles.

Happiness

K2 Safety aims to protect the lives and safety
of workers and to achieve a 'well -being' for customers,
characterized by passion, comfort, and joy.



K2 Safety Workwear

K2 Safety provides workwear for field workers.
We introduce products with all activities, comfort, and functionality,
and offer a variety of products from ordinary clothes to work clothes.
We are continually expanding our product line with a focus on safety.









K2 Safety Safety goods

K2 Safety offers a variety of products in the safety equipment field.
We provide not only specialized work gear such as tool belts, safety helmets, and goggles,
but also a range of safe and convenient items.
We listen to the diverse needs of industrial workers
and continuously develop safety equipment tailored to them.



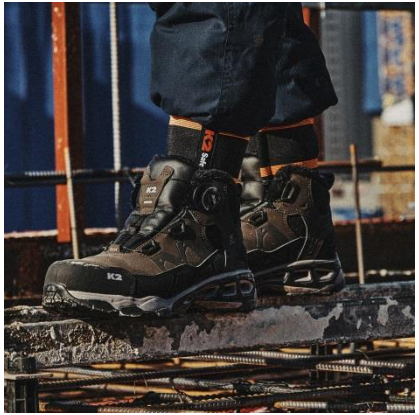


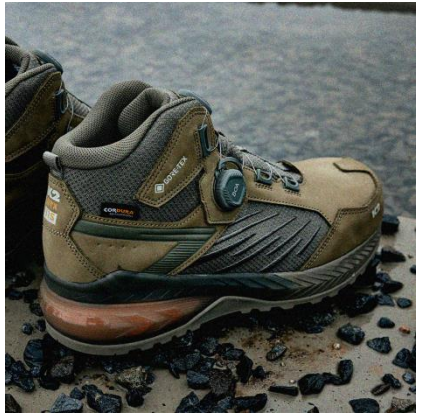


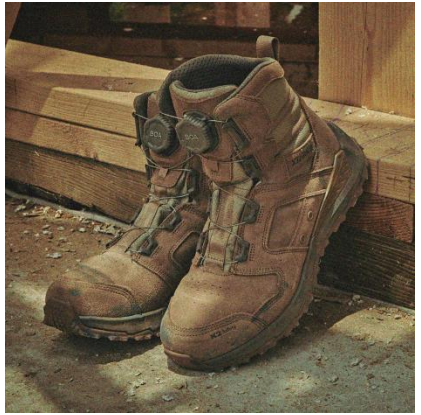


K2 Safety Safety shoes

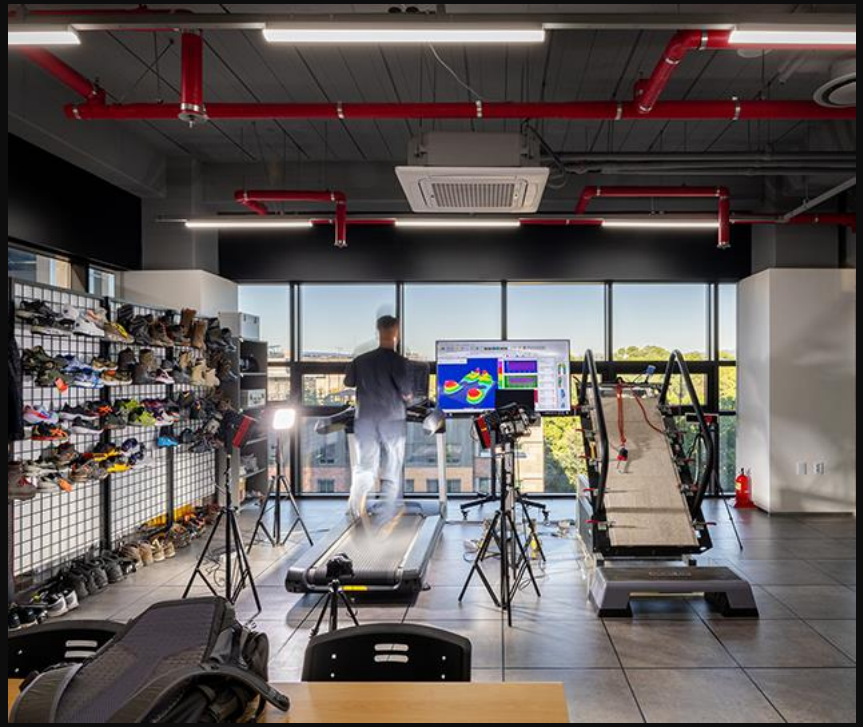
K2 Safety's safety shoes are designed to satisfy workers in various environments
by incorporating cutting-edge technologies such as GORE-TEX, Cordura, BOA dials,
SkyFoam balance insoles, Pyron/dual-density midsoles, and rubber non-slip outsoles.
We prioritize providing lightweight and comfortable wear even during extended periods,
while also focusing on maintaining safety during rugged activities in our product development.







Shoe Research Lab



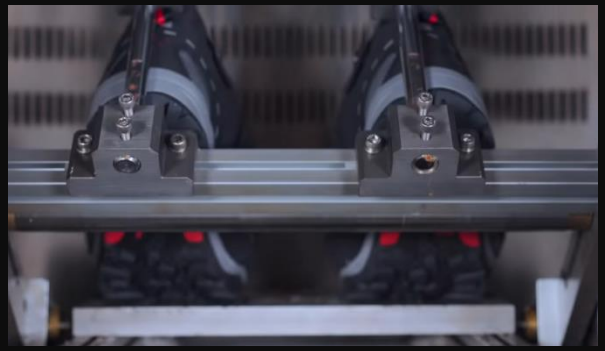
We operate a shoe research lab that conducts
specialized analyses on durability, stability, traction, and other performance
aspects to develop functional footwear suitable for various outdoor and sports activities.
Each shoe undergoes multiple mechanical tests and performance evaluations
in the laboratory before its official release to ensure
that only the highest quality products are delivered to consumers.







K2 Safety Shoe Research Lab Test



Shoe Flexing test

Repeatedly bend and stretch
approximately 250,000 times



Slip resistance test

Evaluate the degree to which the product
can withstand the slope by creating a slope
similar to the actual environment



Pressure dispersion test

A pressure sensor is inserted
into the user's footwear
to analyze pressure distribution when worn

K2 Safety Internal Test



Puncture resistance test

Load 120kgf, check for insole penetration



Compression resistance test

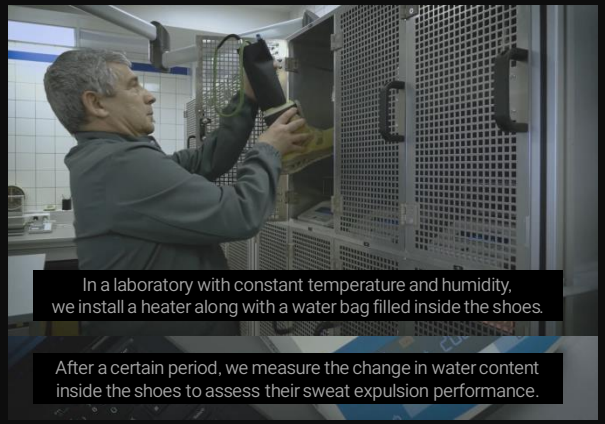
Load 1,020kgf, compression of toe cap



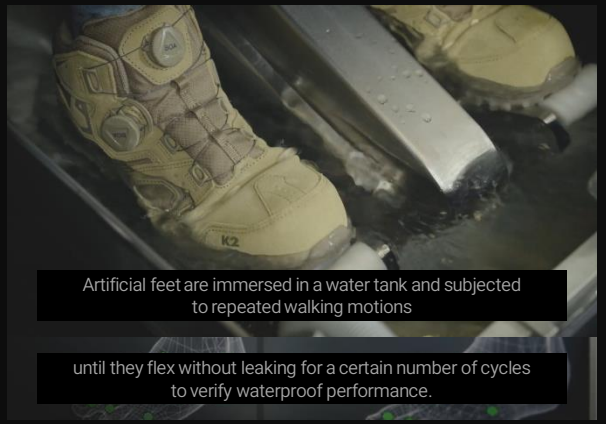
Impact resistance test

20kg impact weight 50cm high drop

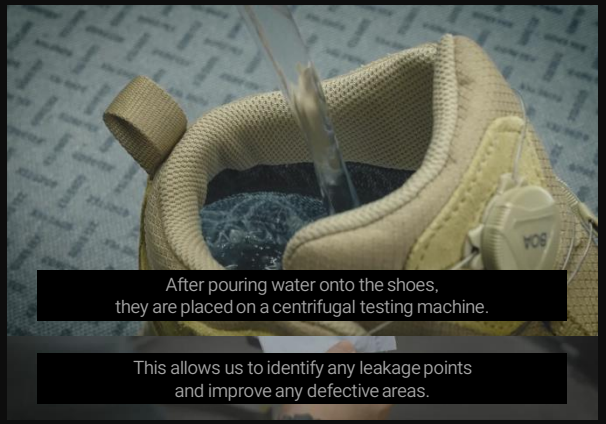
K2 Safety Functional Test



Breathability test
(moisture permeability test)



Walking simulator test
(durable waterproofness test)



Centrifuge test
(waterproof test)

K2 Safety Comfort of Wearing Test



Performance Fit Lab test

Performing over 2,000
scientific tests and trail running



PerformFit™ Wrap test

Measuring joint range of motion, movement,
and force at 100 times per second



Field test

Evaluating pre-production shoes
through product assessment by the field test team

Directly managed stores and dealerships

Operate more than 80 direct stores and dealerships nationwide

Businesses and government offices

Deliver to KT, National Police Agency, and other companies or government offices

Online

K2 Korea Group's Integrated Mall and Open Market platform

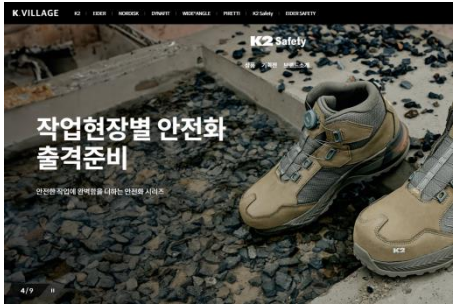
Overseas export

Maintaining buyers in Vietnam and Indonesia

K2 Safety Pyeongtaek Direct Management Branch



K2 Korea Group's Integrated Mall K.VILLAGE



ALL ABOUT K2 Seongsu Complex Mall



K2 Yeoju Factory Outlet



Dealerships

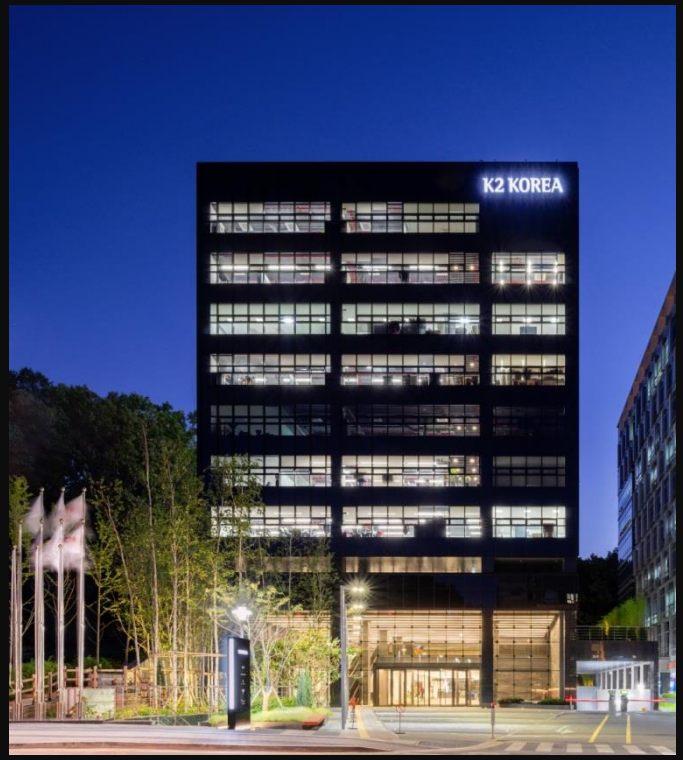


K2 KOREA

K2 Korea Group is involved
in the outdoor, golf, sports, and industrial safety sectors.
We lead the way in the Korean fashion industry
and continue to experience steady growth.
With a fearless spirit, we constantly seek new opportunities.
Our objective is to become not only the top fashion company in Korea
but also a global leader in the industry.

K2 EIDER WIDE°ANGLE DYNAFIT

PIRETTI nordisk K2 Safety EIDER SAFETY



K2 KOREA

- **1978** ‘K2’ brand was born
- **1995** ‘Think Safety K2’ launching
- **2006** ‘EIDER’ launch in Korea
- **2014** ‘W.ANGLE’ launching
- **2016** ‘DYNAFIT’ launching
- **2020** Acquisition of ‘EIDER’ Global Trademark Rights
- **2021** ‘PIRETTI’ launch in Korea
- **2022** Conclusion of ‘EIDER’ European License Agreement
  ‘EIDER SAFETY’ launching
- **2023** ‘NORDISK’ launching

