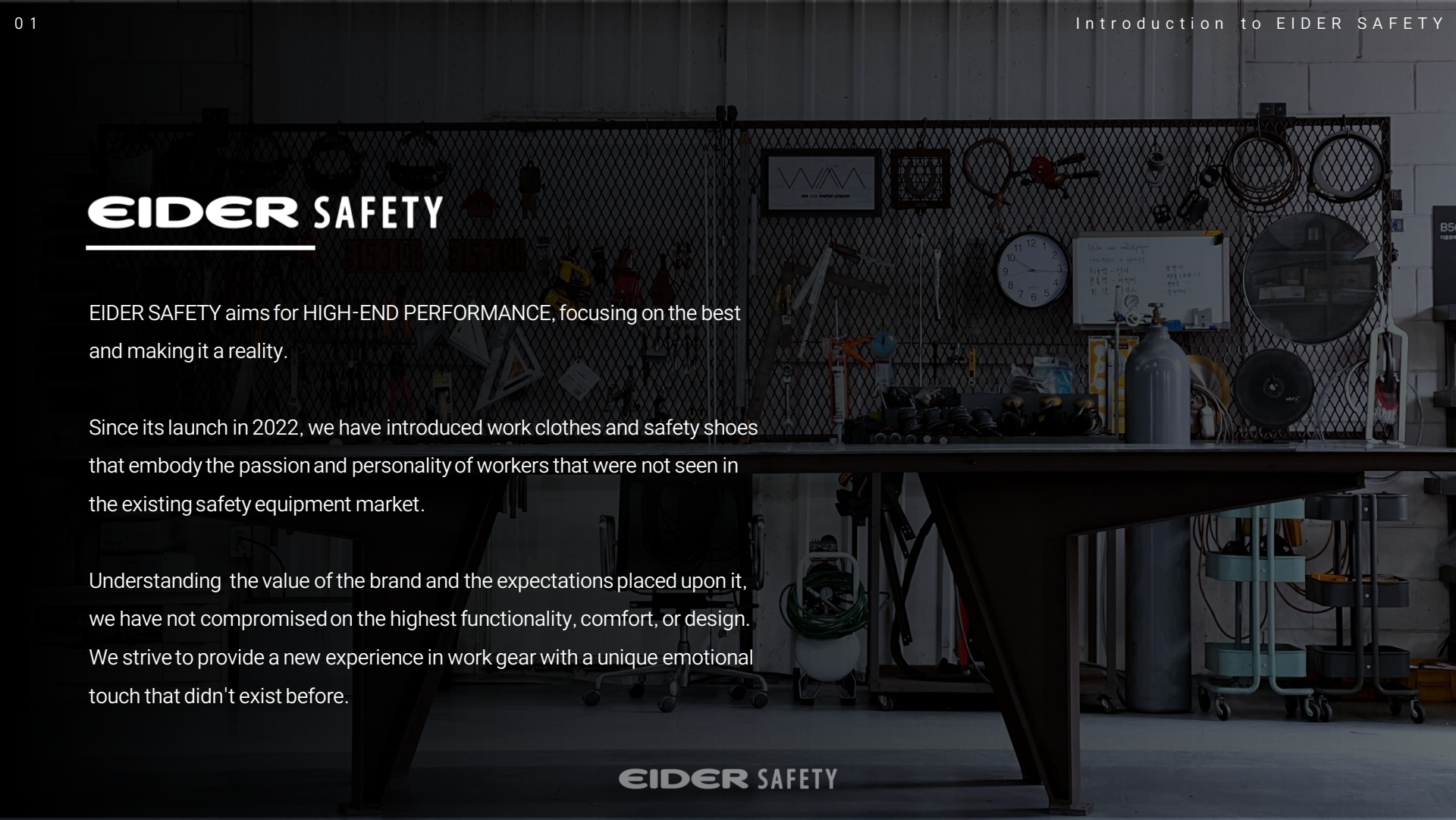
EIDER SAFETY

BRAND BOOK



EIDER SAFETY

EIDER SAFETY aims for HIGH-END PERFORMANCE, focusing on the best and making it a reality.

Since its launch in 2022, we have introduced work clothes and safety shoes that embody the passion and personality of workers that were not seen in the existing safety equipment market.

Understanding the value of the brand and the expectations placed upon it, we have not compromised on the highest functionality, comfort, or design. We strive to provide a new experience in work gear with a unique emotional touch that didn't exist before.

EIDER SAFETY

1962
'EIDER'
Launched in
Chamonix, France









2006
'EIDER'
Launched in Korea



2009
'EIDER'
Acquisition of Korean
trademark rights

2014
'EIDER'
Corporate separation
in Korea



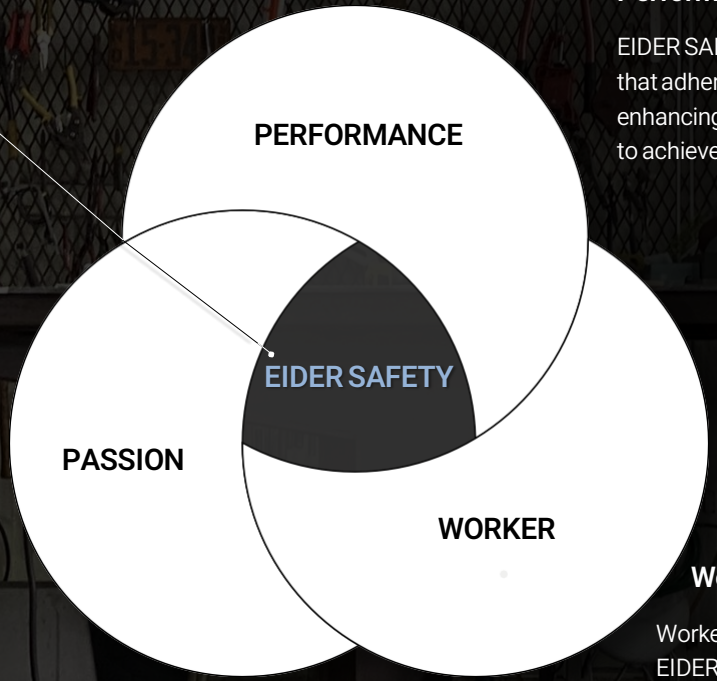
2020
'EIDER'
Acquisition of Global
trademark rights

2022
'EIDER SAFETY'
New brand launch

EIDER
SAFETY

EIDER SAFETY

EIDER SAFETY is a premium safety brand that provides products with differentiated functionality, sensibility, and design for workers' daily lives and job sites.
We are committed to developing the best products to enable workers to fully immerse themselves in their works.



Performance

EIDER SAFETY provides differentiated products that adhere to the fundamentals while enhancing work efficiency, enabling workers to achieve best performance on the job site.

Passion

EIDER SAFETY continuously conducts research to enhance workers' productivity and safety.
With meticulous attention to every small detail, we unveil top-notch products that embody EIDER SAFETY's deliberation and passion.

Worker

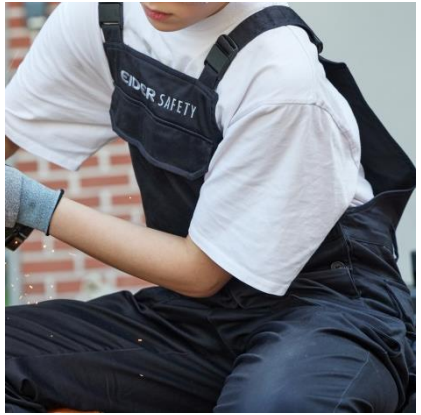
Workers are the driving force behind EIDER SAFETY.
Our goal is to 'Value-up work and life', ensuring that workers feel safe and comfortable in every moment of work and daily life.



EIDER SAFETY Workwear

EIDER SAFETY offers workwear that workers can use anywhere and for any work.
Our products combine ease of movement, comfort, and functionality, offering a diverse range of items including work setups, overalls, jumpsuits, and aprons.
We are dedicated to expanding our workwear line to provide versatile gear that meets the needs of workers on various job sites.



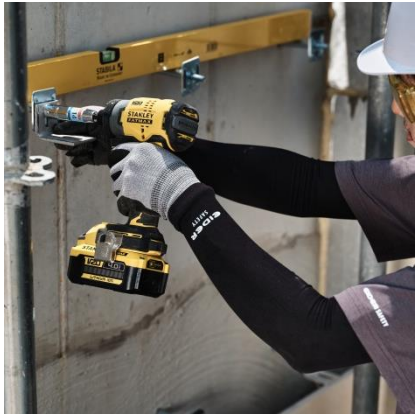






EIDER SAFETY Safety goods

EIDER SAFETY is committed to providing a diverse range of products in the safety equipment field.
In addition to the work supplies we have been providing, we are now introducing
a variety of safety gear, starting with NBR gloves.
We aim to develop safety products that cater to the needs of workers across various industries
by listening to their diverse requirements.









EIDER SAFETY Safety shoes

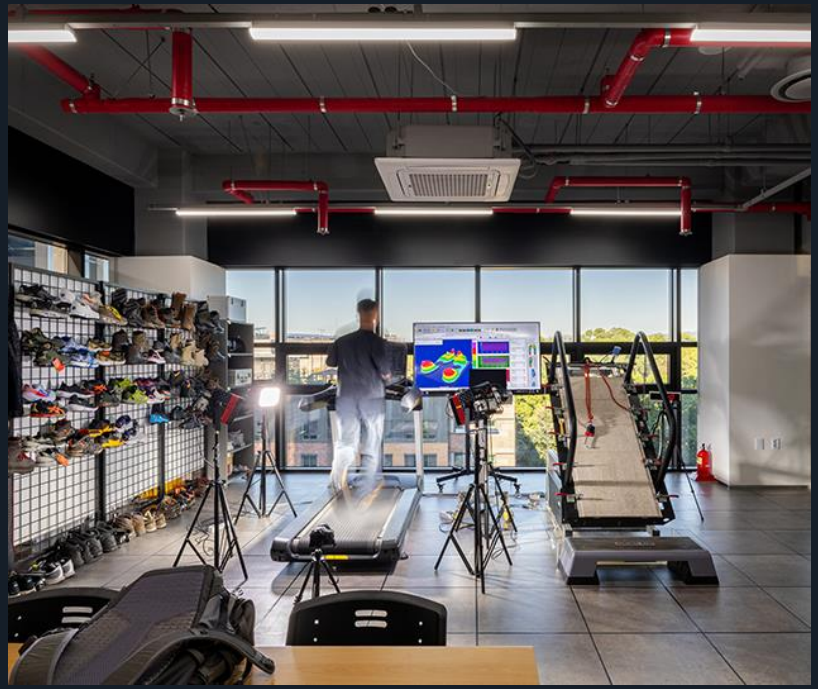
EIDER SAFETY is introducing innovative safety shoes that were previously unavailable in the market. We focus on meeting the diverse needs of workers by developing products such as the country's first high-end waterproof safety shoes with the Gore-Tex Surround System, customizable safety shoes that fit the width of the user's foot, and safety shoes in trendy sneaker and skateboard styles.







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.







EIDER 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

EIDER SAFETY Internal Test



Puncture resistance test

Load 120kgf, check for insole penetration



Compression resistance test

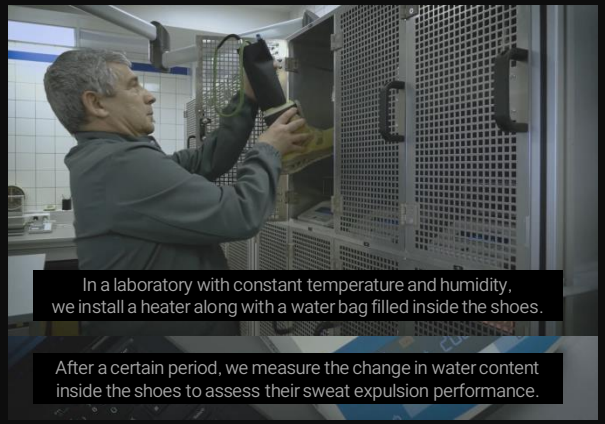
Load 1,020kgf, compression of toe cap



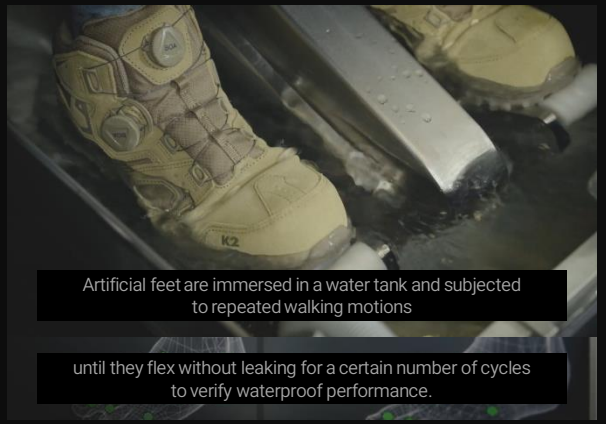
Impact resistance test

20kg impact weight 50cm high drop

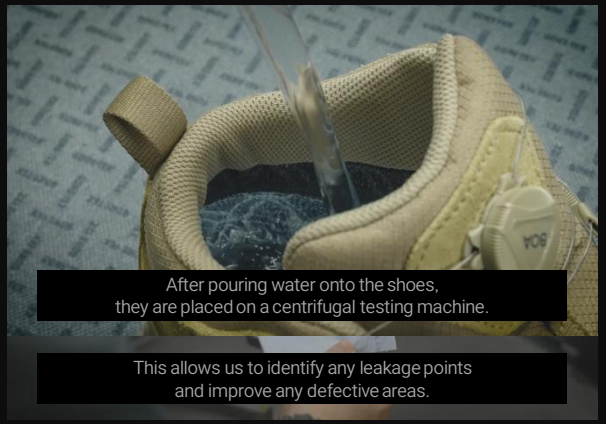
EIDER SAFETY Functional Test



Breathability test
(moisture permeability test)



Walking simulator test
(durable waterproofness test)



Centrifuge test
(waterproof test)

EIDER 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 38 direct stores and dealerships nationwide

Businesses and government offices

Deliver to SK, Gangbuk-gu office, and other companies or government offices

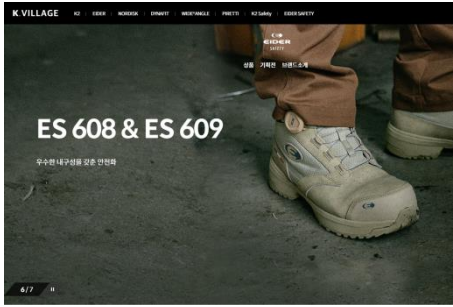
Online

K2 Korea Group's Integrated Mall and Open Market platform

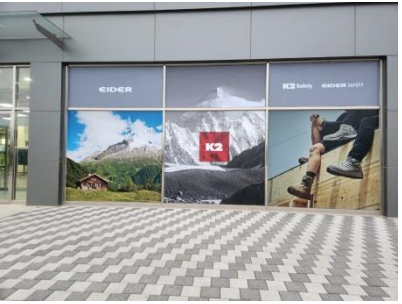
EIDER SAFETY Pyeongtaek Direct Management Branch



K2 Korea Group's Integrated Mall, K.VILLAGE



K2 KOREA Yeoju Factory Outlet



Dealerships

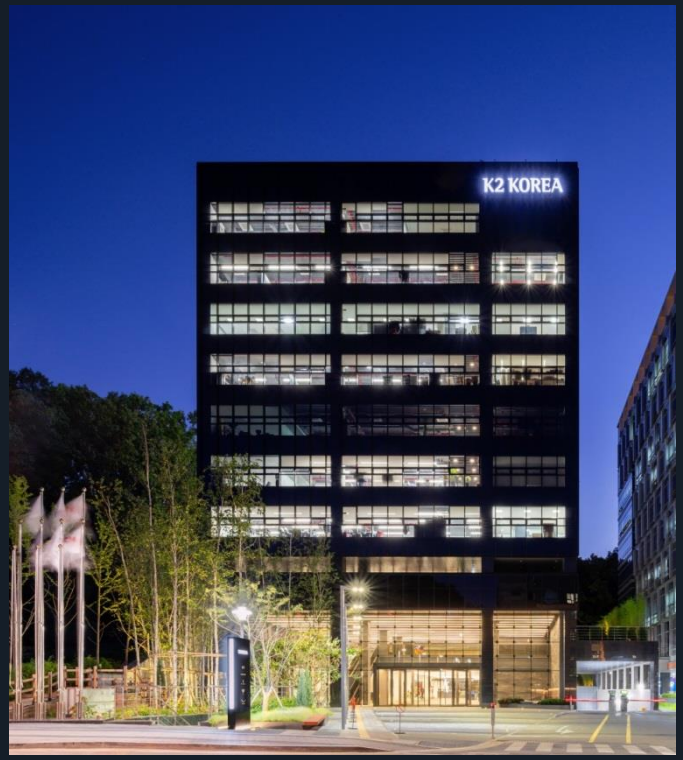


K2 KOREA

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

