K2 KOREA

COMPANY PROFILE

2026

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With fearless challenges, we will keep doing our best to be Global No. 1 Fashion Company, beyond Korea, based on a constant exploration of new realms.



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COMPANY OVERVIEW



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HISTORY



1968

The late founder Mr. Dong-nam Jung. He opened shoe store in Jongno, Seoul



1972

“ROVA” the first hiking boots adequate to Koreans saw the light of day

1978

Brand “K2” is born.



1981

“K2 Corporation” is founded.

1995

Think Safety K2 Launch



2002

Opened the nation's first exclusive brand shop of outdoor wear & items.

2006

The launching of ‘EIDER’
Licensed ‘EIDER’ from Lafuma

2014

Launched Stylish Golf Wear brand ‘WIDE ANGLE’

2016

The launching of ‘DYNAFIT’
Licensed ‘DYNAFIT’ From Oberalp Group

2020

Acquired Global Trademark Right of 'EIDER‘ from Calida

2022

Launched premium Golf wear brand ‘Piretti’

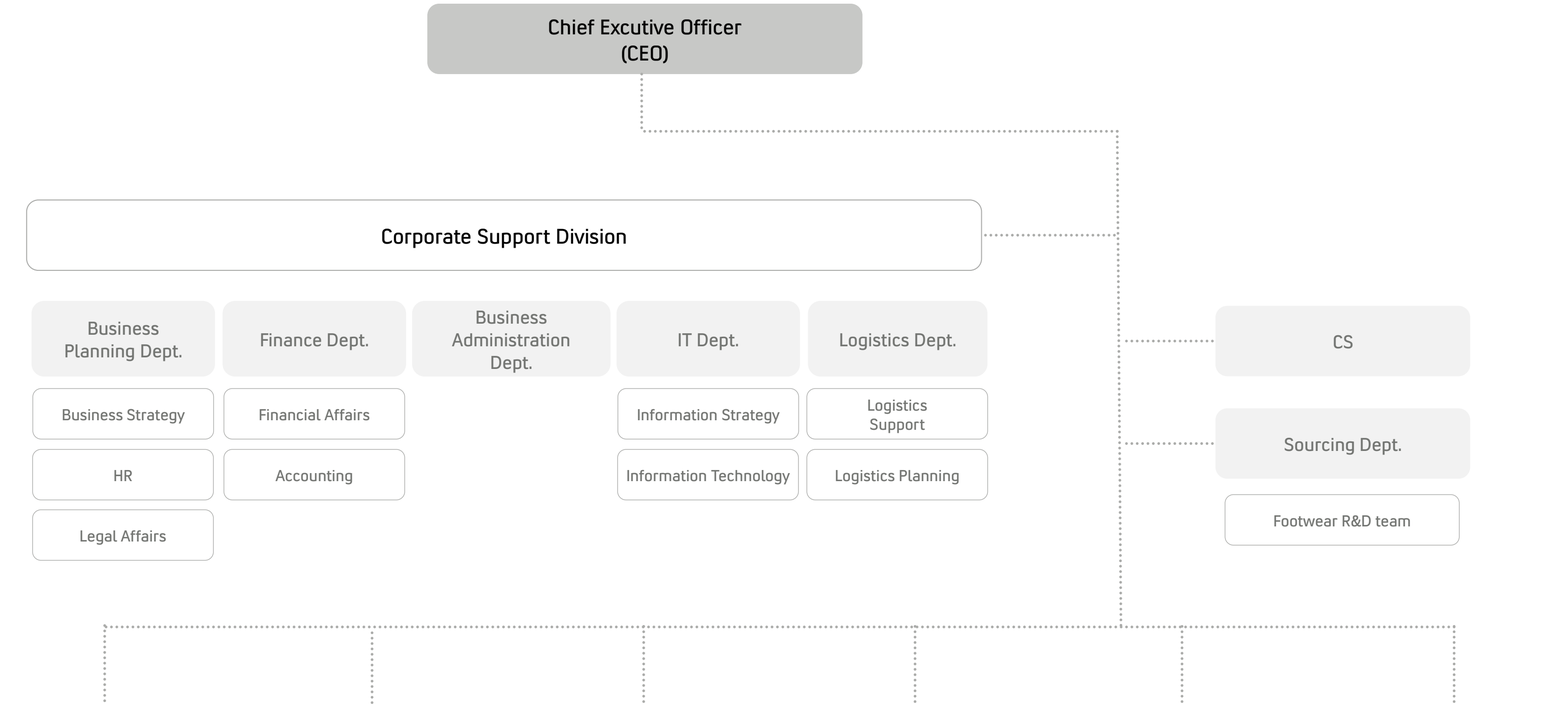
2023

Launched Camping-oriented Global outdoor brand ‘Nordisk’

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ORGANIZATION STRUCTURE

K2 KOREA Group



K2 KOREA Co.,Ltd.	EIDER Co.,Ltd.	FCG KOREA Co.,Ltd.	DNA WORKS Co,.Ltd.	K2 Safety Co.,Ltd.	theKconnect
K2	EIDER	W.ANGLE PIRETTI	DYNAFIT nordisk	K2 Safety EIDER SAFETY	K.VILLAGE

K2 KOREA Group — Income Statement

Unit : mUSD ($1 : ₩1,420)	2023	2024	2025	Grow%	K2 KOREA Co.,Ltd.				EIDER Co.,Ltd.				FCG KOREA Co.,Ltd.				DNA WORKS Co,.Ltd.				K2 Safety Co.,Ltd..			
					2023	2024	2025	Grow%	2023	2024	2025	Grow%	2023	2024	2025	Grow%	2023	2024	2025	Grow%	2023	2024	2025	Grow%
Revenue	710	682	677	-0.7%	288	264	259	-1.9%	171	165	157	-4.6%	52	46	43	-6.1%	107	105	116	10.8%	92	103	102	-0.8%
COGS	(289)	(300)	(299)	-0.2%	(104)	(105)	(103)	-1.8%	(69)	(70)	(66)	-6.3%	(21)	(22)	(20)	-6.0%	(39)	(40)	(46)	15.0%	(56)	(63)	(64)	1.9%
Gross Profit	421	382	378	-1.1%	183	158	155	-1.9%	103	94	91	-3.3%	31	24	23	-6.1%	68	65	71	8.2%	36	40	38	-4.9%
SG&A	(325)	(313)	(317)	1.0%	(131)	(120)	(121)	0.7%	(87)	(84)	(80)	-5.6%	(33)	(30)	(27)	-8.4%	(64)	(68)	(77)	13.6%	(9)	(12)	(12)	1.6%
EBIT	96	68	61	-10.4%	52	39	35	-9.9%	16	10	12	16.4%	(2)	(6)	(5)	-18.0%	3	(2)	(6)	157.2%	27	28	26	-7.7%
%	13.5%	10.0%	9.1%	-1.0%p	18.1%	14.6%	13.4%	-1.2%p	9.2%	6.0%	7.4%	1.3%p	-3.8%	-12.2%	-10.6%	1.6%p	3.0%	-2.3%	-5.4%	-3.1%p	29.1%	27.3%	25.4%	-1.9%p
Net Income	96	78	68	-12.8%	52	46	43	-6.3%	19	15	15	-2.8%	(2)	(6)	(5)	-14.0%	2	(3)	(9)	154.6%	24	26	24	-8.2%
%	13.5%	11.4%	10.0%	-1.4%p	18.1%	17.5%	16.7%	-0.8%p	10.9%	9.1%	9.3%	0.2%p	-3.0%	-13.6%	-12.4%	1.1%p	2.2%	-3.3%	-7.6%	-4.3%p	26.2%	25.7%	23.8%	-1.9%p

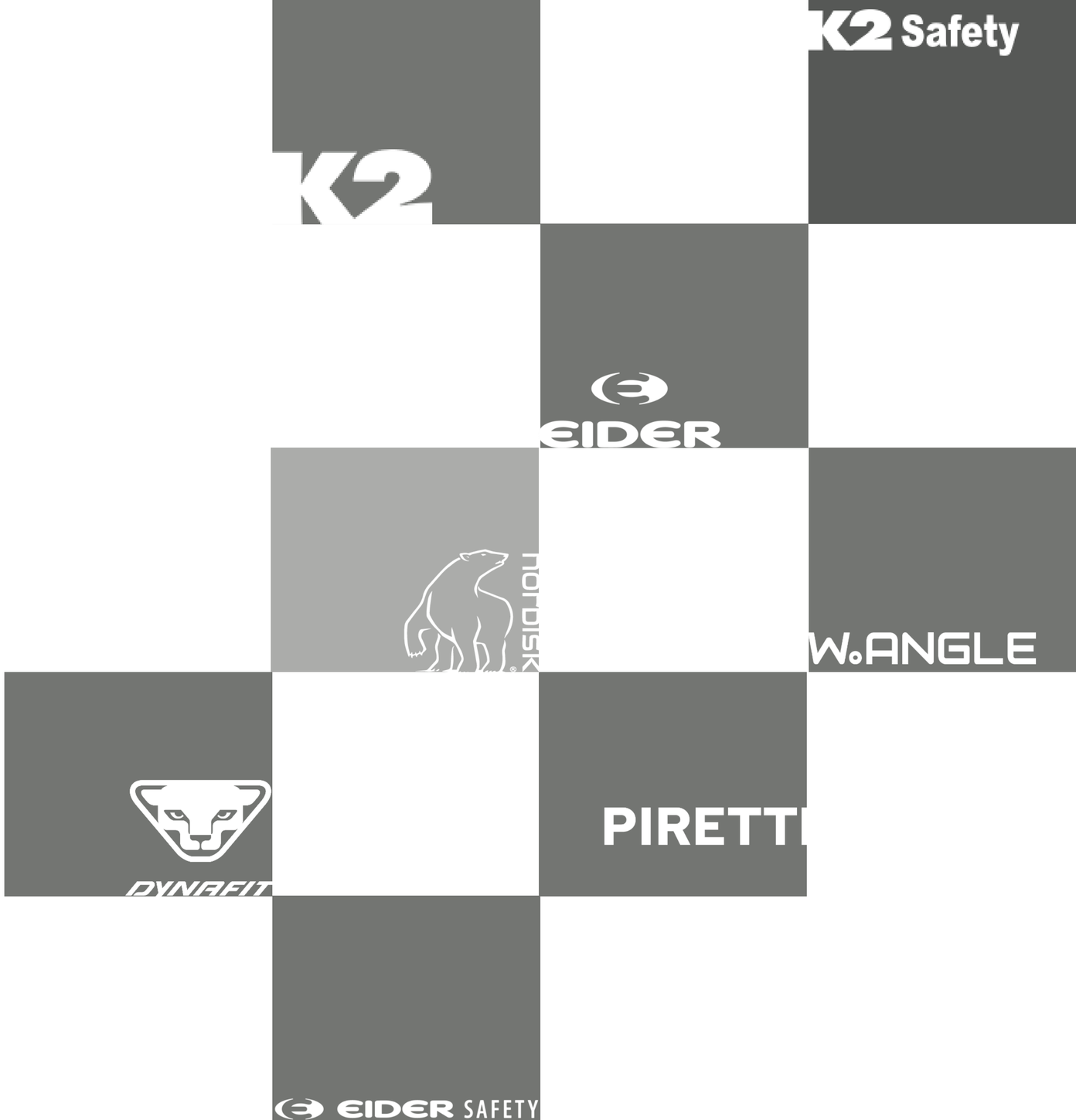
K2 KOREA Group — Balance Sheet

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					2023	2024	2025	Grow%	2023	2024	2025	Grow%	2023	2024	2025	Grow%	2023	2024	2025	Grow%	2023	2024	2025	Grow%
Total Assets	1,172	1,264	1,341	6.1%	581	624	664	6.4%	292	301	311	3.4%	58	55	56	1.4%	80	99	105	6.2%	161	185	205	10.6%
Total Liabilities	151	173	188	8.7%	61	58	54	-7.2%	22	19	18	-6.1%	14	18	24	34.0%	42	64	79	23.5%	12	14	14	-4.3%
Total Equity	1021	1091	1153	5.6%	520	566	610	7.8%	270	282	293	4.0%	43	37	32	-14.6%	39	35	26	-25.1%	149	171	191	11.8%

OUR
BRANDS

K2 KOREA GROUP

K2 KOREA Group, Korea’s leading fashion corporation,
is steadily growing in different areas of Outdoor, Golf, Sports
and Industrial Safety.



K2

OUR OUTDOOR BRAND “K2” WAS CREATED BASED ON THE SPIRIT OF CHALLENGE OF MT.K2.

BRAND IDENTITY

Partner for all kinds of outdoor life
Technical outdoor

TARGET CUSTOMERS

Late 30’s to 50’s

PRODUCT LINE-UPS

ALPINE LAB
FLYHIKE
FLYWALK
SIGNATURE







EIDER

EIDER WAS BORN IN MONT BLANC IN 1962. IT IS BASED ON THREE BASIC VISION- HUMILITY, CONFORMITY AND HARMONY TO MOTHER NATURE.

BRAND IDENTITY

Stylish & Fashionable
outdoor products designed
for young, active lifestyles

TARGET CUSTOMERS

Late 20’s to 40’s

PRODUCT LINE-UPS

M-Series
C-Series
KIDS







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W.ANGLE

WIDE ANGLE IS A COMBINATION OF NORTHERN EUROPEAN NATURALISM AND GOLF

BRAND IDENTITY

A new perspective on golf-wear, with a wider view of golf play, lifestyle, and your life

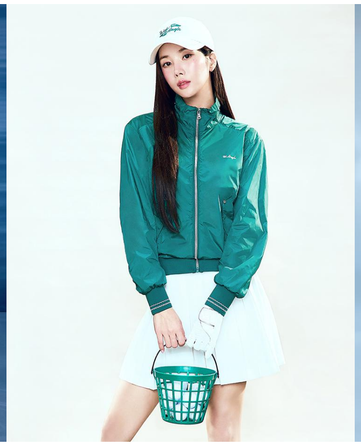
TARGET CUSTOMERS

Late 20’s to 40’s

PRODUCT LINE-UPS

ELITE
W.LIMITED
CONFIDENCE
VALUE
WAGLE









DYNAFIT

DYNAFIT IS MADE BY ATHLETES, FOR ATHLETES. THE CORE VALUES OF DYNAFIT LIE IN “SPEED” IN COMPANY WITH “TECHNOLOGY”, “LIGHTNESS”, AND “ENDURANCE”.

BRAND IDENTITY

European Sports brand Dynafit focuses on SPEED, LIGHTNESS, PERFORMANCE, TECHNOLOGY

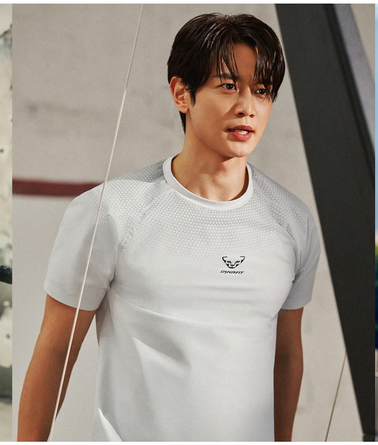
TARGET CUSTOMERS

Mid 20’s to 30’s

PRODUCT LINE-UPS

SPEED
TRAIN
24
WAVE
TRINITY




PIRETTI

FOCUSING ON SUPERIOR CRAFTSMANSHIP AND THE FINEST MATERIALS,
PIRETTI OFFERS CLASSIC DESIGN WITH A CONTEMPORARY EDGE.

PIRETTI

BRAND IDENTITY

High-end, Classy performance golf-wear brand with Piretti's own heritage and craftsmanship

TARGET CUSTOMERS

Golfers pursuing
Luxurious life

PRODUCT LINE-UPS

Premium golf apparel, accessories and shoes











ENJOY THE LUXURY OF NATURE
THE LUXURY TO PRESERVE

BRAND IDENTITY

A premium lifestyle outdoor brand with a romantic, modern aesthetic inspired by Scandinavian nature.

TARGET CUSTOMERS

20’s to 40’s

PRODUCT LINE-UPS

SPIRIT
AMBITION






K2 Safety

HEALTHY LIFE AND HAPPINESS OF THE CUSTOMERS.

BRAND IDENTITY

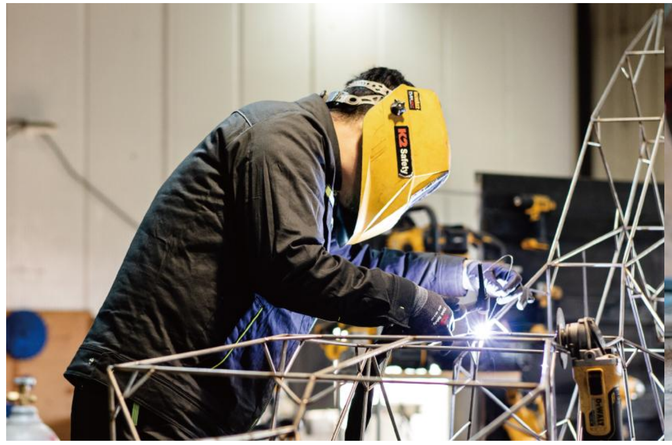
Delivering protection and comfort for a healthier, happier life.

TARGET CUSTOMERS

Blue-Collar Workers

PRODUCT LINE-UPS

Workwear
Safety Goods
Safety Shoes









EIDER SAFETY

A WHOLE NEW KIND OF PERFORMANCE, EIDER SAFETY

BRAND IDENTITY

High-performance functionality and design aligned with brand identity and customer trust.

TARGET CUSTOMERS

Blue-Collar Workers

PRODUCT LINE-UPS

Workwear
Safety Goods
Safety Shoes
SUMMIT/SPECIAL/SMART LINE







STRENGTHS



STRENGTH 1 / R&D INVESTMENT





Footwear R&D [Shoes Research Lab]

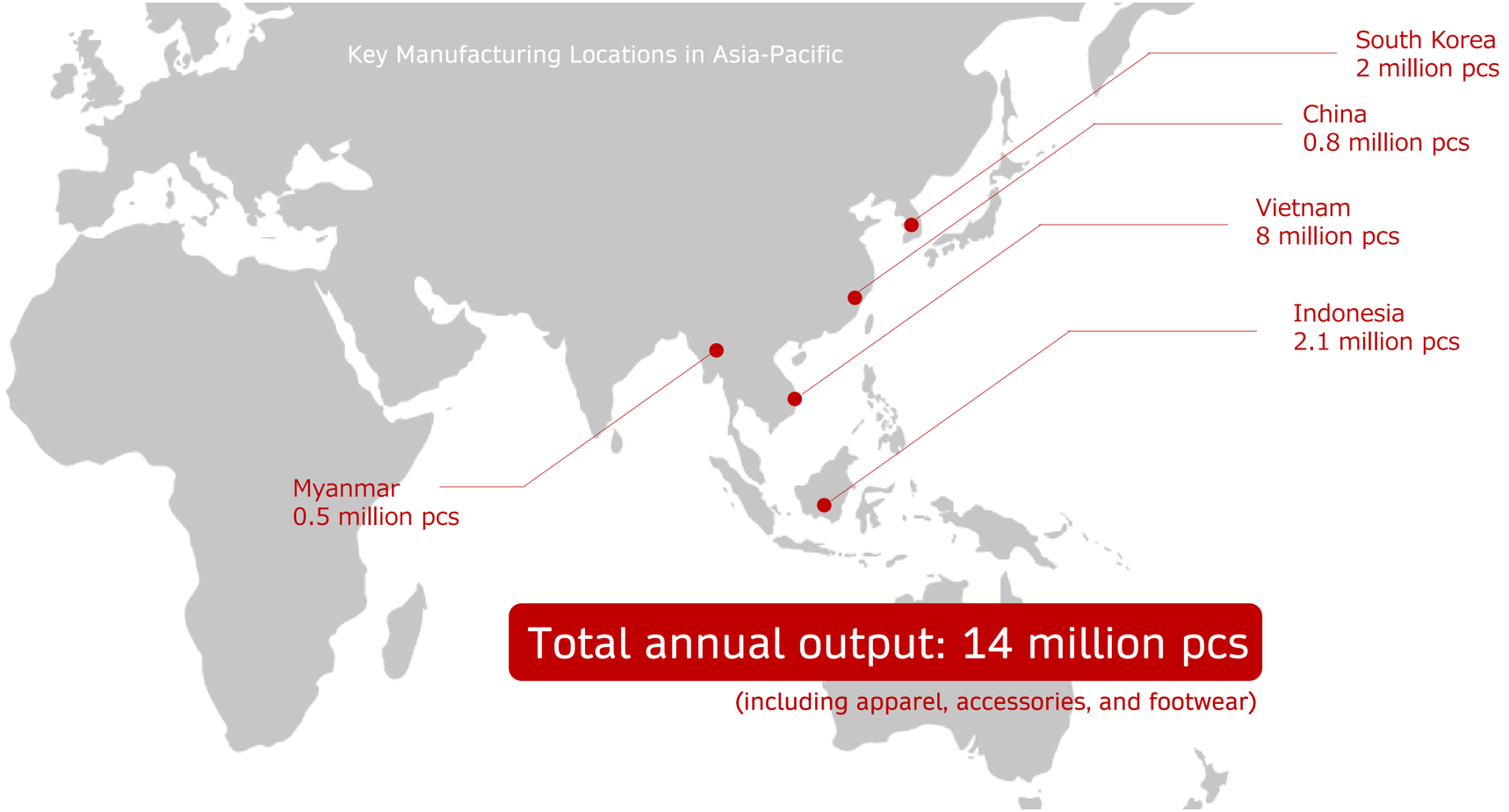
Our dedicated footwear R&D team supports product development and participates in government-funded projects to advance footwear technology.

Self-developed functional fabrics

We have developed our own functional fabrics that support a wide range of sports and outdoor activities, based on in-depth research on Korean consumers’ needs.

STRENGTH 2 / SOURCING AND PRODUCTION

Manufacturing across 129 factories in Vietnam, Indonesia, Myanmar, China, and South Korea.
The map below highlights our **annual production volumes by country** across key manufacturing bases in Asia.



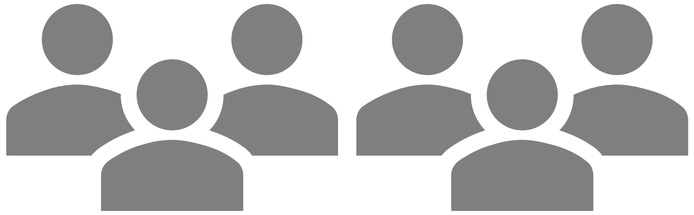
Total annual output: 14 million pcs

(including apparel, accessories, and footwear)

STRENGTH 2 / SOURCING AND PRODUCTION

A dedicated team of sourcing and quality experts supports every stage of production.

- Vendor sourcing and selection (factories, materials)
- Raw material planning and cost negotiation
- Production scheduling and delivery management
- Quality control and continuous improvement



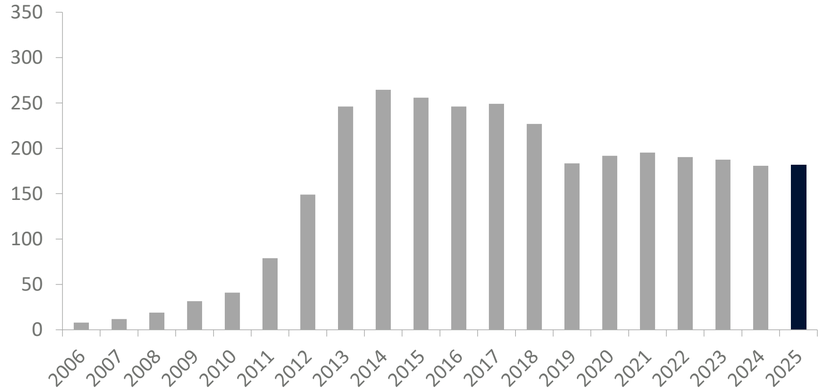
- Apparel/Accessories/Footwear Sourcing Team
- Raw Material Sourcing Team
- QA Team

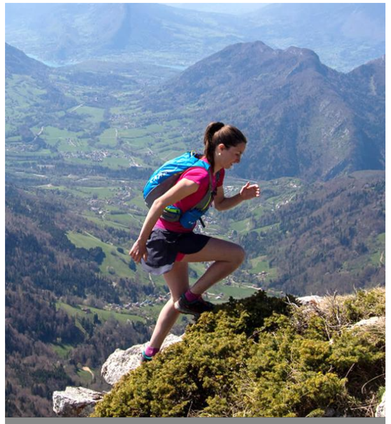
STRENGTH 3 / LOCALIZATION

Achieved significant sales growth through strategic localization of each brand, while maintaining their distinct identities.

EIDER

(in million USD / $1= ₩1,420)
Total Revenue





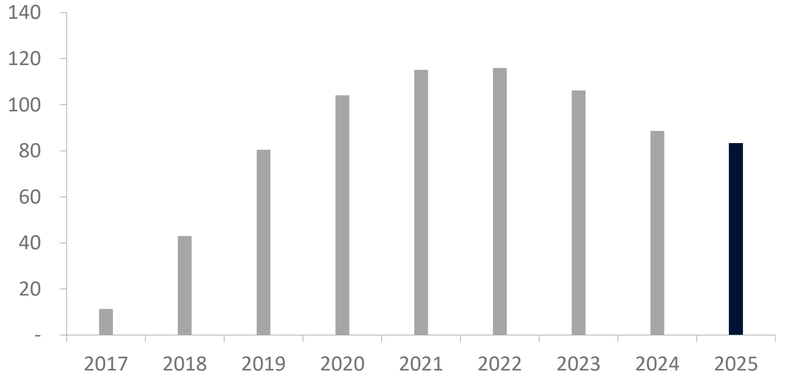
Origin
Outdoor & Ski, Climbing



Localize
Outdoor & Lifestyle

DYNAFIT

(in million USD / $1= ₩1,420)
Total Revenue





Origin
Ski & Mountaineering



Localize
Running & Training

STRENGTH 4 / MARKETING

An effective marketing strategy through diverse content including TV commercials, viral campaigns, events, and sponsorships.

TV Commercials

Featuring top Korean actors, idols, and celebrities to maximize brand impact and recognition.





EVENT

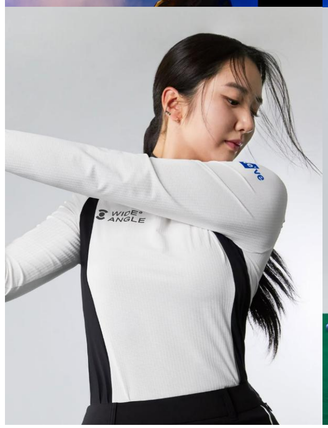
Hosting annual events such as [DYNAFIT TAEBAEK TRAIL], [EIDER ROAD], and [AWESOME HIKING] to strengthen brand identity and promote an active outdoor culture.



SPONSORSHIP

DYNAFIT supports the Korea Skating Union, pro baseball team SSG Landers, and pro volleyball team Woori WON. WIDEⁿANGLE provides continuous sponsorship and support for professional golfers.







STRENGTH 4 / MARKETING

Advertising the brand with K-POP idols and renowned Korean actors as models,
such as Suzy, Lee Chaemin, Jang Wonyoung, Nam Joohyuk, Kwon Eunbi, Yuna, Minho, and Karina.













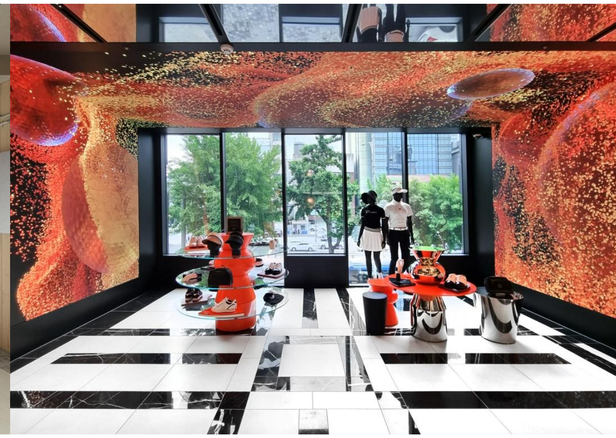




STRENGTH 5 / DISTRIBUTION CHANNELS

K2 KOREA Group operates 1,128 offline stores across Korea.
Backed by strong brand power, we have developed unique distribution know-how that ensures successful market entry.



	K2	EIDER	WANGLE	DYNAFIT	PIRETTI	nordisk	K2 Safety	EIDER SAFETY
STORES	297	259	152	163	16	98	100	43
DTC	3	4	4	4	3	2	-	-
Brick&Mortar	177	129	77	68	6	27	74	43
Department Store	117	126	71	91	7	69	-	-
Wholesale	-	-	-	-	-	-	26	-

STRENGTH 5 / DISTRIBUTION CHANNELS

K2 KOREA is enhancing its online competitiveness through diverse channels and strategies.

In April 2022, the company launched ‘K.VILLAGE,’ a multi-brand online platform for outdoor and sportswear. Featuring a wide range of products, marketing content, and promotions from all K2 KOREA brands, K.VILLAGE offers convenient shopping experience for customers interested in outdoor and sports activities.

1

Multi-brand outdoor, sportswear shopping Platform ‘K.VILLAGE’



2

Offers online-exclusive products



3

We distribute products to leading online select shops such as MUSINSA and release limited-edition items through each channel.



STRENGTH 6 / WAREHOUSE

K2 KOREA operates its own warehouses equipped with full-scale RFID systems (1st and 2nd warehouses in Yeoju). With large capacity and efficient RFID-based operations, we have a strong advantage in inventory management and can respond quickly to the needs of stores and brands.

K2 KOREA YEOJU 1ST WAREHOUSE



SITE AREA	26,117㎡
GROSS AREA	39,779㎡
CONSTRUCTION COSTS	$ 45.5million
FACILITIES COSTS	$ 8.8million
OPERATION DATE	November 2016 ~

K2 KOREA YEOJU 2ND WAREHOUSE



SITE AREA	29,900㎡
GROSS AREA	30,733㎡
CONSTRUCTION COSTS	$ 40.2million
FACILITIES COSTS	$ 11.2million
OPERATION DATE	November 2021 ~



Global Expansion



Rapid penetration into overseas markets through fearless investments of trademark acquisitions and license agreements.

- K2 KOREA Group is expanding its business through continuous global licensing and trademark acquisitions. Through the recent acquisition of Eider's global trademark, the group now holds limitless potential to enter the global market.
- As of Feb of 2020, K2 KOREA Group is now the holder of the intellectual property and global trademark of Eider
- As K2 KOREA has been growing rapidly in the Korean market, it will actively penetrate the global market through bold investments and partnership strategies to enter the overseas markets



Global Expansion

EIDER
×
snowleader.com

After acquiring the global trademark rights of Eider,
The K2 Korea Group achieved an expansion into its home market of Europe by signing a licensing agreement with the French outdoor retailer Snowleader.



- In June 2022, K2 Korea Group held a ceremony with the French outdoor retailer Snowleader to mark their reentry into the European market. This event represented the first step in introducing Eider's brand identity worldwide.
- Partnering with Snowleader, a company with a deep understanding of outdoor and winter sports brands, K2 Korea Group plans to launch its business in the European market in earnest, starting with the 2023 Fall/Winter season.

Global Expansion

K2 KOREA × NORDISK®

- K2 Korea and Nordisk HQ signed a joint venture agreement in Seoul, marking the official start of Nordisk’s China market entry through licensing and strategic partnership.
- K2 provides brand operation expertise, and Nordisk HQ contributes its authentic brand identity, creating strong potential for success in China.



CONTACT

174-14, Jagok-ro, Gangnam-gu,
Seoul,
Republic of Korea

Tel. +82-2-3408-9700

www.k2group.co.kr