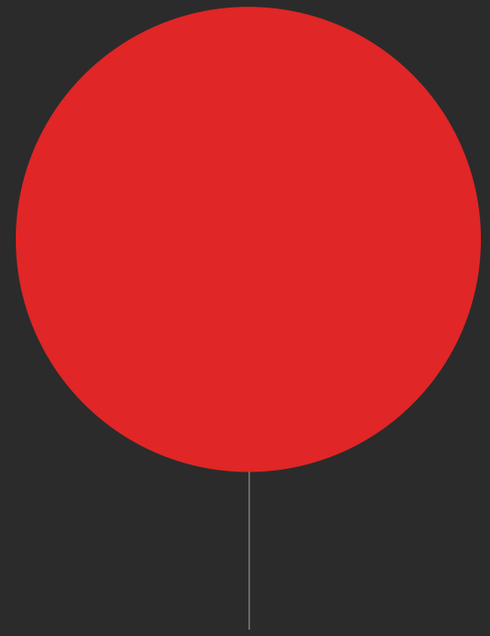


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OUR RED DOT

Every market waits for its red dot.
We bring the brand that moves it.

A single brand can change how a market moves. FAMILINK brings that brand into Korea and Asia as the market’s red dot, and builds the sales and distribution structure around it.



** The red dot in the FAMILINK logo is inspired by Newton’s apple: one small thing that changed the laws of the world.*

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ASIA.

Not every brand belongs in Asia. And not every distributor is built to take it there.

Entering Asia takes more than a listing.

A major retailer can open a door. It cannot, by itself, build an entire market. Sustainable scale needs the right partner, the right channels and one coherent commercial strategy.

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THE BIG NAME TRAP.

Company size is not brand-level commitment.

THE USUAL QUESTION

“How big is the distributor?”

THE RIGHT QUESTION

“How big can our brand become with them?”

Brands often choose a partner because the company is large. But company size is not the same as brand-level commitment, category focus or access to multiple routes to market.

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WE ARE.

An Asia-focused brand expansion team. We plan and execute sales & distribution built for Asia.

One team owns the plan and the execution.

FAMILINK secures exclusive Asian licenses for internationally validated brands. We launch and prove each brand in Korea first, then expand across Asia with the same playbook. Marketing supports distribution. It is not the business model.

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FROM CORE TO MORE.

Three principles behind every brand we bring to Korea and Asia.

1

Core

We partner only with brands that have the vision and potential to win in Korea and beyond.

2

Feel

We localize every touchpoint so the brand becomes part of Korean consumer culture.

3

Share

We build channel structures where brands, partners and consumers grow together.

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CORE.

Not every brand is ready for Asia. We partner with brands that have the vision to make a real impact.

Brands that don’t just enter the market, but thrive in it.

We assess Korea fit before we commit: category demand, price positioning and the channels where the brand can win.

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FEEL.

A great brand doesn’t just get noticed. It becomes part of the culture.

Deep connections with Korean consumers.

We localize every touchpoint for Korea: detail pages, packaging, reviews and creator content.

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SHARE.

Success in Asia comes from building an ecosystem, not just a brand.

Brands, partners and consumers thriving together.

We connect brand HQs, channel partners and Korean consumers in one structure, so every launch builds lasting value for all three.

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OUR STANDARDS.

We are selective by design.
We review fit before we commit.

01

Product edge

Clear differentiation and a compelling consumer reason to buy.

02

Market fit

Real category demand and appropriate local positioning.

03

Economics

Pricing, margins and channel viability.

04

Supply

Quality, capacity and operational consistency.

05

Partnership

Long-term alignment and willingness to invest in the market.

We would rather build a few meaningful market positions than collect a long list of logos.

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SALES & DISTRIBUTION PLAYBOOK.

From plan to sell-out, one team, one structure.

1

Fit

Market and channel fit, pricing and margin structure

2

Localize

Detail pages, packaging, certification and import readiness

3

Design & Launch

Partners for each channel; creator, live commerce, crowdfunding and home shopping

4

Prove

Sell-through, reorder signals and brand health, measured

5

Scale

Supply planning, reorders, channel expansion and Asia rollout

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CHANNEL ORCHESTRATION.

One channel is not a market.
Each channel has a job to do.

Discovery

Creators, PR and social commerce

Conversion

D2C, marketplaces and curated platforms

Credibility

Selective retail and department stores

Volume

Live commerce and scalable commercial partners

Retention

Reorders, reviews and owned customer experience

One brand. Multiple channels. One market strategy.

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PARTNER LANDSCAPE.

Connected to
the channels that matter.

BEAUTY / LIFESTYLE

Olive Young

Ably

Queenit

COMMERCE

Coupang

Wadiz

CJ ONSTYLE

RETAIL

Hyundai Department Store

Shinsegae

GREATER ASIA

Regional partners

Regional distribution and market-entry partners across selected Asian markets.

** Examples of the Korean and regional channel landscape relevant to our distribution strategy. Named companies are channel examples; individual relationship status requires approval.*

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WHAT WE EXECUTE.

Everything a brand needs to win Korea first.

Channel strategy & pricing

Channel mix, price architecture and promotion rules that protect brand value.

Localization

Korean detail pages, package redesign and positioning around a clear USP.

Creator & live commerce

Influencer and celebrity commerce, live commerce and crowdfunding launches such as Wadiz.

Retail & open markets

Open-market, own-mall and home-shopping operations with partners for each channel.

Import & compliance

Import, customs, certification and labeling, coordinated with brand HQ.

Supply & partners

Forecasting, reorders and partner support so supply never breaks.

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WHAT PARTNERSHIP MEANS.

Shared ambition.
Clear accountability.

A serious market-entry partnership is not a one-off marketing brief. It is a commercial commitment to building brand equity and distribution economics together.

01

Rights

Territory, distribution model and commercial alignment.

02

Market plan

Positioning, pricing and channel priorities agreed upfront.

03

Execution

Launch operations and partner activation, owned by one team.

04

Reporting

Sell-through, reorder and brand-health updates to brand HQ.

05

Scale

Disciplined expansion across selected Asian markets.

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PROOF.

We prefer evidence over superlatives.

Case studies and partner references, upon approval.

We do not present unverified revenue figures or imply endorsements. Approved partner relationships, verified case studies and measurable channel outcomes are shared directly during partnership review.

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Great brands deserve more than a listing.

If you are building for Asia, we would like to understand why.

SUBMIT YOUR BRAND FOR PARTNERSHIP REVIEW

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