

EMART Overview

emart

What Is EMART? *"No 1 Hypermarket Company in the most prestigious Korean retail group"*

SHINSEGAE Group

Shinsegae Group, the most longstanding retailer in Korea, has upheld a reputation for the excellence in its retail business and service since its establishment in 1930.

Through its two holding companies of EMART Inc. and Shinsegae Inc., the group controls over 20 subsidiaries with an annual sales of around USD 28 billion (2023), making it one of the largest business groups in Korea.

Our success stories are built on developing retail brands that will be included in our customers' daily lives and establishing successful partnerships and deals with well-known global brands such as Starbucks, Simon Property, Marriott International, to gain strong competitiveness.

Milestones



Business Portfolio

Retail	EMART (Hypermarket)	Good Food Holdings (Premium Grocery)	SSG.com (E-commerce)	EMART Everyday (Supermarket)	EMART24 (CVS)
	Shinsegae Department Store	Shinsegae Property (Shopping mall)	Shinsegae Simon (Premium Outlet)	Shinsegae Duty Free	Shinsegae TV Shopping
Food and Beverage	Shinsegae Food	SCK (Starbucks Coffee Korea)	Shinsegae Liquor&Beverage	Hospitality & Leisure	Josun Hotels & Resorts
Fashion & Lifestyle	Shinsegae International	Casamia (Home Furnishing)	Infrastructure	Shinsegae Engineering & Construction	Shinsegae Information & Communication

EMART, Korean No.1 Hypermarket

As the nation's first hypermarket in Korea, EMART has made it possible for customers to purchase fresh, best quality products at reasonable and more affordable prices and become one of the most recognized retail brand in the nation as EMART brand was ranked in the 9th place in the Korean Brand Ranking survey in 2023.



2022 Korean Brand Ranking (Brandstock)		
	Brand	Category
1	Samsung Galaxy	Electronics
2	Kakao Talk	Mobile Messenger
3	KB Kookmin Bank	Bank
4	Naver	Internet Porter
5	Shin Ramyun	Food
6	Lotte World	Amusement Park
7	YouTube	Video Platform
8	Google	Internet Porter
9	EMART	Hypermarket
10	Coupang	E-commerce Platform

EMART hypermarket & it's Sub Business units

In addition to its typical hypermarket operations, **EMART** also successfully operates business units that operate independent businesses

EMART, Hyper Market

- Definition Hypermarket
 - Commodity one-stop shopping,
 - SKU(Number of Products) about 50K
 - * Daily average of top sales store
- History
 - 1993 Opend 1st Store
 - 2002 Opend 50th Store
 - 2006 Acquired Walmart KR (16 stores)
Opend 100th Store
 - 2015 Began Mall-type store (Town)
Opened Vietnam 1st Store
 - 2016 Opened Molgolia 1st Store
 - 2024 Began New type Store
(Glocery focused EMART + Big tenant)
- Status **130 Stores (KR), 3 (VN), 4 (MN)**
- Revenue **8.2 Billion USD (2023, Korea)**
* Vietnam, Mongolia : 290 Million USD



Traders, Wholesale Club

- Definition Warehouse type discount store
 - Small variety but large package product
 - Low price per unit
- History
 - 2010 Opend 1st Store
 - 2010 ~ 2012 Remodeling of Acquired
Walmart stores to Traders
 - 2015 Opend 10th Store
 - 2018 Opend 18th Store
(Became the biggest in Korean WC)
 - 2030 Open 30th store (plan)
- Status 22 Stores
*Still not launch in overseas
*Adopted membership service since 2021.
- Revenue 2.52 Billion USD (2023)



NO BRAND, K-Product Specialty Store

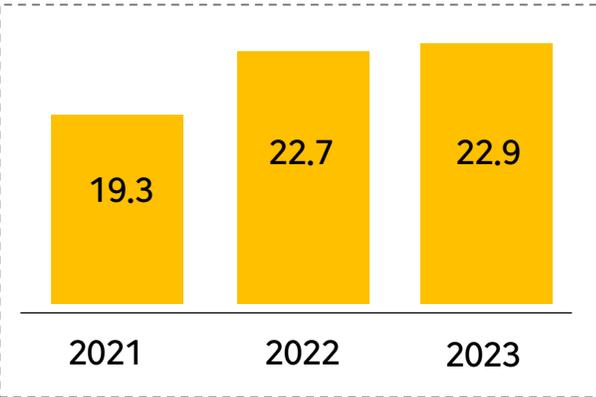
- Definition K-Product Specialty Store
with EMART Private Brand Products
- History
 - 2014 Launched a research TF
 - 2015 Launched test products
(12 SKUs)
 - 2016 Opend 1st stand alone Store
 - 2018 Opend 100th Store
 - 2019 Launched FC business
Opened Philippines' 1st store
 - 2024 Opening upcoming in Laos (November)
- Status 250 Stores in Korea
(Directly operated : 193/FC : 48)
16 Stores in Philippines
(Manila, FC with Robinsons retail)
- Revenue 660 Million USD (2023)



Key Index of EMART performance (Korea)

Consolidated Emart Inc. Net Sales²⁾

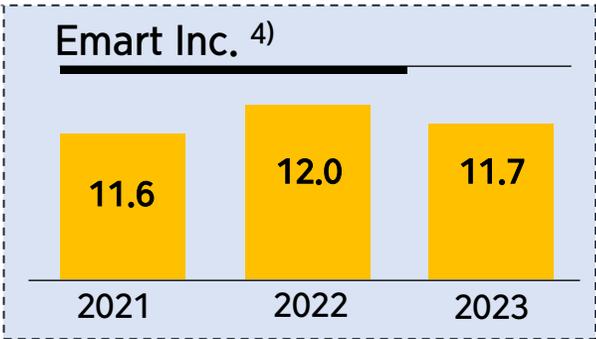
Unit: USD billion



Number of stores
EMART : 130
Traders : 22
Emart Everyday : 260
Emart24 : 6,600
 as of October.2024

“Major” Entities ³⁾

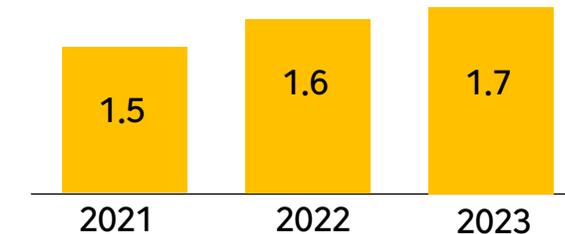
Unit: USD billion



Emart Everyday (EMART’s Subsidiary)

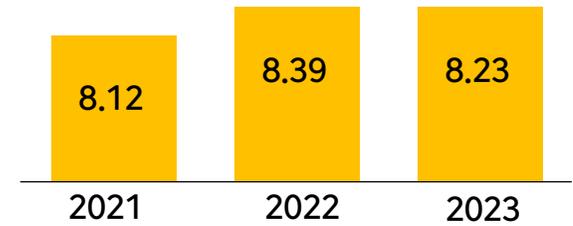


Emart 24 (EMART’s Subsidiary)

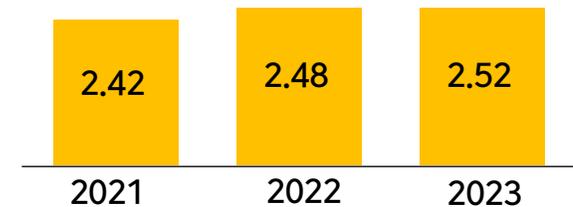


“Major” Brands of EMART

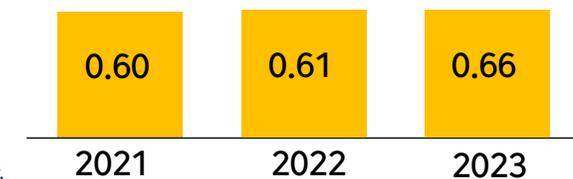
Emart Hypermarket



Traders



No Brand



Note 1: KRW based financial information has been converted to USD
 *the exchange rate : KRW 1,289.4 / USD (the end of 2023)

Note 2: All sales are net sales

Note 3: Separate financial statement basis

Note 4: Domestic sales decreased in 2023 by strategic decisions including stores’ temporary closings for remodeling. Now, EMART is focusing more on its overseas business due to changes in the demographic in Korea such as such as an aging population and an increase in single-person households

Global Business

Worldwide Operation



136



Store Operation

- Emart (Vietnam, Mongolia)
- Premium Grocery (US)
- No Brand (The Philippines)
- Emart24 (Malaysia, Cambodia)

7



Sourcing Office

2



Food Factory

Total Revenue 2023
\$ 2.5 Billion

Retail \$ 1.9 Billion
Sourcing, export \$ 0.6 Billion

Asia

Emart, No Brand, Emart 24 store presence in Vietnam, Mongolia, The Philippines, Malaysia and Singapore
Food manufacturing (Malaysia)
Global Sourcing office (CN Shanghai, Shenzhen / VN HCMC JP Tokyo)

US

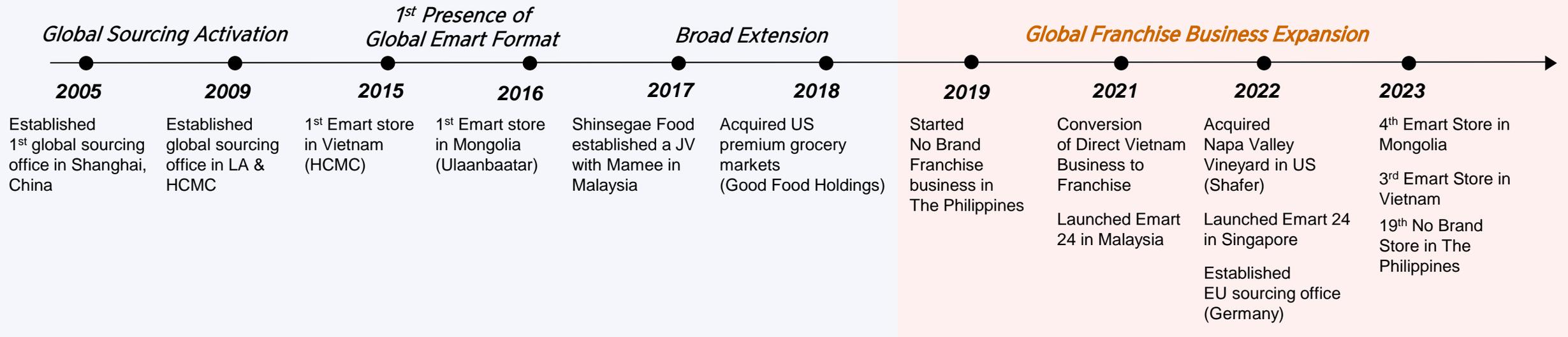
Premium Grocery Market in CA & Oregon
Global Sourcing office (LA)
Food Factory (Oregon)

Europe

Global Sourcing office(Frankfurt, Germany)

Global History

EMART aims to provide superb Korean value to the consumers around the world



Franchise Partners

Leading conglomerates have gained a privilege of sustainable growth through solid partnership with Emart

Vietnam



- No.1 Giant car maker & distributor of Vietnam
: KIA, Benz, BMW, Peugeot, Mazda
- 4th place in VN corporate ranking, 60,000 employees (2022)
- Built an Ecosystem with Real Estate, Agriculture, and Retail

Mongolia



- Mongolia's Trading, Hospitality Media, construction group
- Aggressively driving retail expansion under the dominant strategy
- Currently No.1 retail market
- The Corporate ranking has risen from 90-100th(2014) to 23rd(2022)

The Philippines



- One of the Largest Multi-format retailers in the Philippines
: Supermarket, Department stores, DIY, Drugstores, CVS & etc.
- 21,500 employees
- Partnership needs for the mall contents extension & differentiation

Laos



- No.1 Giant car maker & distributor of Laos
: Hyundai, KIA, BMW, Mitsubishi
- Franchise agreement for Emart & No Brand is signed in February 22, 2024
- 20 Emart stores & 80 No Brand stores will be open by 2033



A wide variety of K-products brought by Emart have become a key to success for hypermarket business

Full application of EMART's strategy of Merchandising, Marketing, Design, Contents, Operation, Service and etc

*CAGR 20.2% (2016 ~2023, Net Sales)

1st Store (HCMC, 2015)



2nd Store (HCMC, 2022)



3rd Store (HCMC, 2023)



4th Store (HN, 2025)



Vietnam



3rd Store (HCMC, 2023)

Mongolia



Created new lifestyle and shopping culture by offering fresh concept of K-hypermarket

Quality PL & NB products from careful selection, high-standard customer service, fun of eating, shopping & entertaining at one place

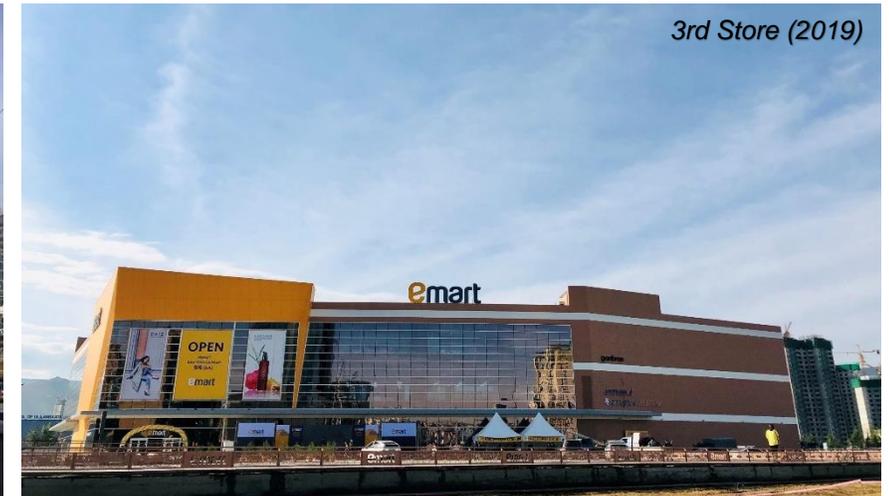
*CAGR 37.7% (2016 ~2023, Net Sales)



1st Store (2015)



2nd Store (2017)



3rd Store (2019)



4th Store (2023. 9)

Mongolia



Opening day of 5th E-Mart store in Ulaanbaatar (December 20, 2024)



The Philippines



No Brand, the one & only Korean hard discounter, presenting a wide selection of trendy K-products with its own label, is attracting the rising generation of Manila and Cebu

16 No Brand stores are currently under operation and signature products of No Brand are also presented at over 60 stores of Robinson's supermarket plus 200 branches of Uncle John's CVS

*CAGR 57.7% (2020 ~2022, Net Sales)



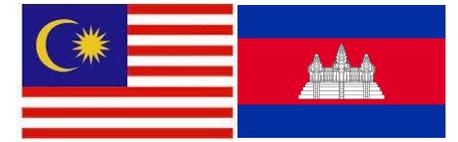


Signed February 2024, and plans to expand its business by continuing to open 20 E-Mart stores and 70 No-Brand stores in Laos within 10 years

The first No Brand store was opened on December 6, 2024



Malaysia & Cambodia



Emart 24 and Shinsegae foods have become key players of CVS operation and food manufacturing respectively in SEA region

Emart 24's global expansion is actively on the go
: 72 stores in **Malaysia** (as of May 16, 2024)

*More than 300 stores are expected to open in each countries within next 5 years

Malaysia 1st Store (2021)

Malaysia 57th Store (Open Date: April 24, 2024)



Onset in Cambodia (2024)



JV between **Shinsegae Foods and Mamee** from Malaysia was established in 2018.

Shinsegae Mamee has created a new market of Halal K-foods across the globe.

Shinsegae Foods & Mamee into JV for Halal manufacturing



Daebak ramen items produced by Shinsegae Mamee have hit the world



Our Portfolio for
International Franchise

Franchise Portfolio



[Hypermarket]



[CVS]



[SSM]



[Lifestyle Shopping Mall]



[Hard Discount Store]



[Warehouse Club]

Franchise Portfolio (Shinsegae Group Cooperation)

EMART can develop the partnership extended to the area of whole shinsegae affiliates' businesses and capabilities.



K- Brand Portfolio (Our Partners)

EMART can help attract excellent tenants those Shinsegae & EMART collaborates with in Korea



About Franchise Agreement

Our Supports



Key Terms

Store Expansion Plan	<ul style="list-style-type: none"> • 10-year projection including 5-year mandatory expansion plan • Country exclusiveness
Royalty	<ul style="list-style-type: none"> • Fixed rate applies to the quarter revenue • Varies depending on the scale of expansion plan
Expat & Consulting	<ul style="list-style-type: none"> • Certain number of expats need to be dispatched by Emart • Overall cost of expat operation is solely on franchisee • Consulting fee varies across individual job levels
Non-Compete	<ul style="list-style-type: none"> • Franchisee should avoid doing similar business during agreement period • For certain period of post-agreement as well

Our Partners



Exclusive
Distribution



CÉLINE

DIESEL

Maison Margiela
PARIS

Acne Studios

ALEXANDER WANG

GIORGIO ARMANI



ANYA HINDMARCH
LONDON

STELLA MCCARTNEY

MARNI



DRIES VAN NOTEN

HERNO

Chloé

Paul Smith



Sam Edelman

