

BAGEL

C R O W N C O S



BAGEL COSMETICS BRAND MASTER



B A G E L I D E N T I T Y

BAGEL

=BABY FACE & GLAMORUS

Newly coined word in Korea, meaning a person with a young-looking face and **charm**.

A person **who best exhibits today's standard of beauty**. Bagel refers to beautiful outward appearance, including skin, eyes, and figure, **which demonstrate** the standard of beauty.

The launch of CROWNCOS exemplifies beauty, **garnering** overwhelming brand power in cosmetics products and **earning recognition as** a reliable brand.

BUSINESS PHILOSOPHY

01

Trust

We endeavor to become a reliable brand. No deceptive advertising, but product satisfaction, **resulting in customer loyalty.**

02

Quality

We do not accept **even** 1% of quality degradation, hence no cost reduction in R&D. To increase customer satisfaction by as small as 0.1%, our creed is always making full-fledged efforts in investment.

03

Partners

Profit from quality products will be fairly shared with the most credible partners, and appreciation will never be forgotten.



TRUST

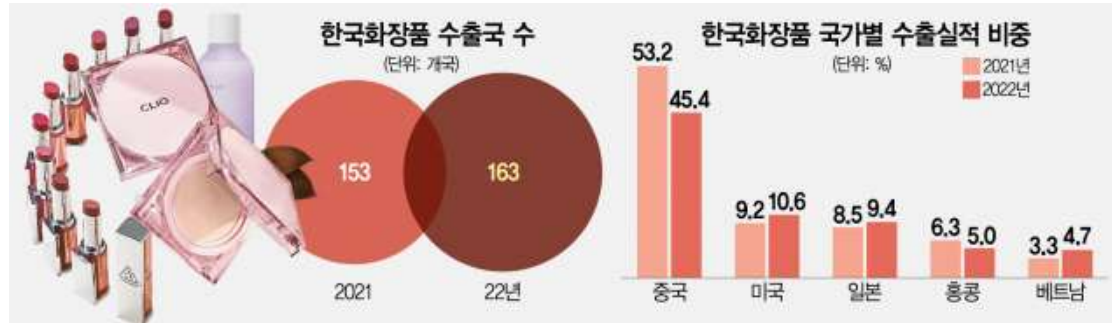


Quality



Partners

K-BEAUTY Trends



According to the Ministry of Food and Drug Safety on the 6th, domestic cosmetics companies exported 10.2751 trillion won last year, exceeding 10 trillion won for two years in a row from 2021. The industry's own evaluation is that it did well considering the aftermath of the blanket lockdown in China, the biggest importer of Korean cosmetics. **Currently**, Korea **ranks** 4th in the world and 1st in Asia in cosmetic **exports**, following France, the USA, and Germany.

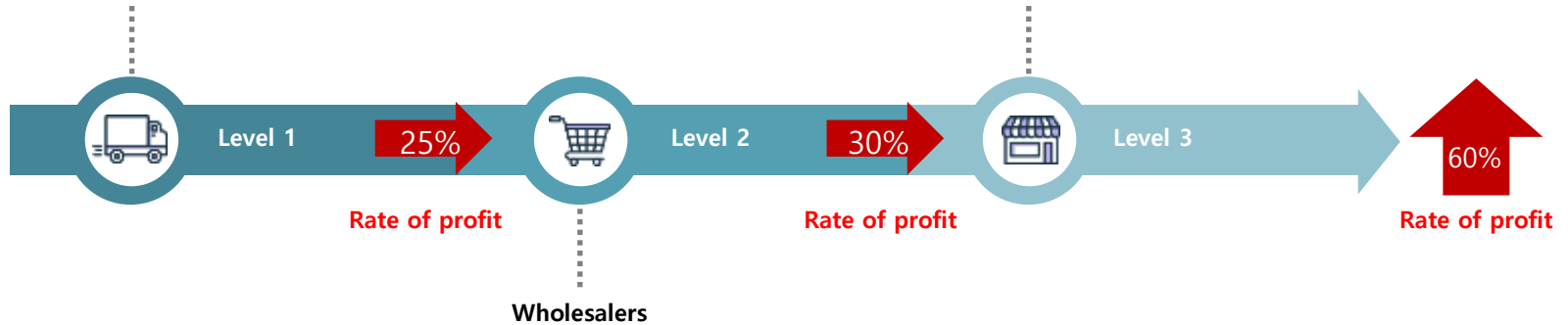
Source: <https://www.sedaily.com/NewsView/29S0ZIA7TS>

CROWNCOS
Partners



A country exclusive distributor

Retail store



Level 2

Wholesalers

Wholesalers dealing in materials to beauty retail stores (approx. 100 wholesalers)

(Customers are nail salons, eyelash extensions, skin care places, waxing salons, and spas)

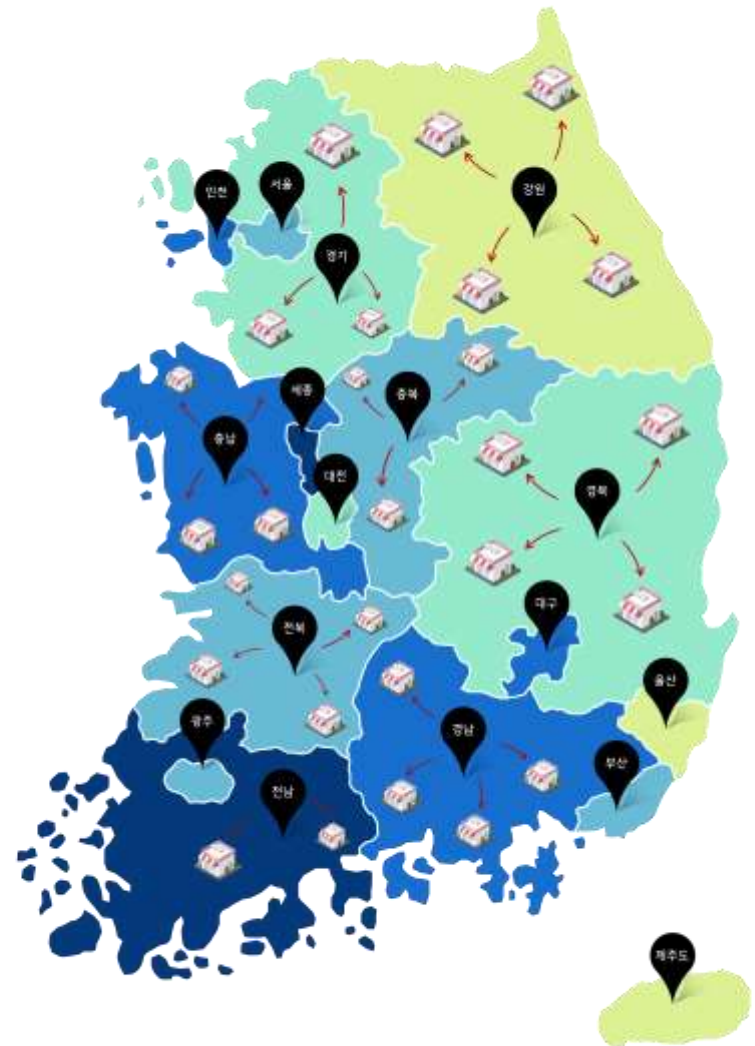
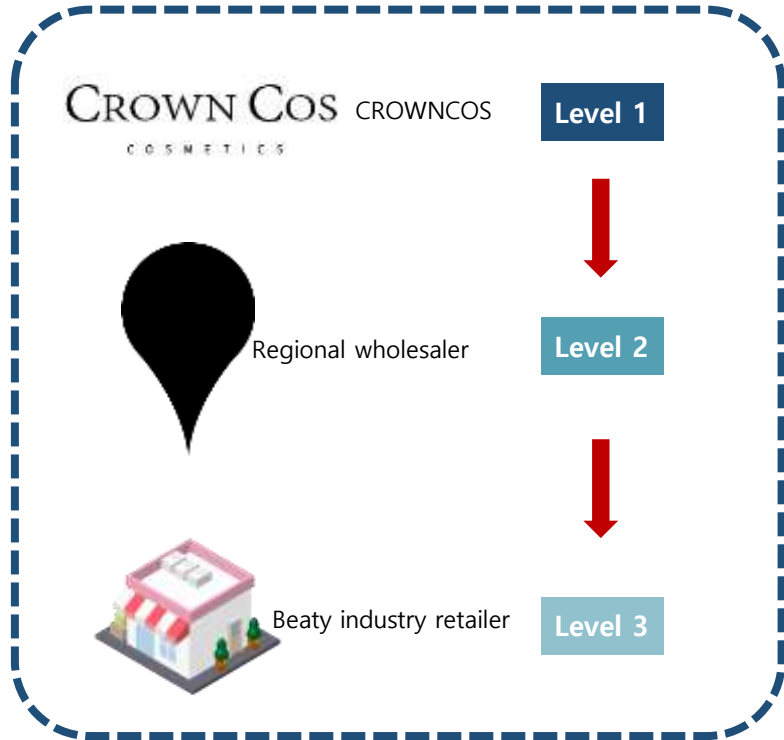
Level 3

Beauty retail store

Beauty industry, such as eyelash extension, eyebrow tattooing, nail salon, skincare, and waxing

(Sold at approx. 1,000 beauty retailers)

CROWNCOS Partners



Competitiveness of Products – Marketing Factors



Reliability

Korean beauty gurus merchandized products which led to the recognition and reliability of the products.



High return

A premium level of high-margin strategy generates high returns.



Brand

Brand power No. 1 among Korean cosmetics, market share No. 1, social media post No. 1, offline stores No. 1



Market share

The **largest** market share and is recognized for premium-quality products.



Capacity

Overseas exports
(USA, China, Russia, Mexico, Taiwan, Hong Kong, Spain, Australia, Canada, Japan, Vietnam, and Indonesia) **Despite** small volume, competitiveness in the global market **has been** proven with exports to many regions.

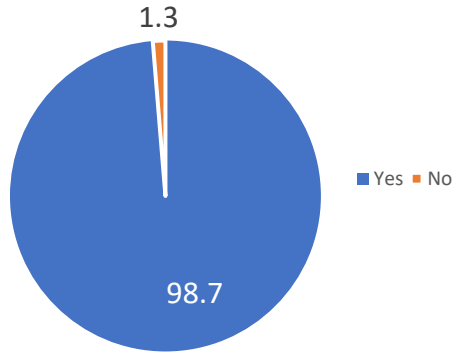


Continuity

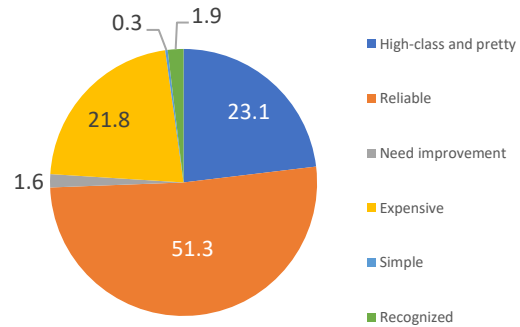
Monthly, around ten pieces sold per one Korean retail shop (Beauty retailer – nail, eyelash extensions, eyebrow tattooing, makeup shop, spa)

Competitiveness of Products – Marketing Factors

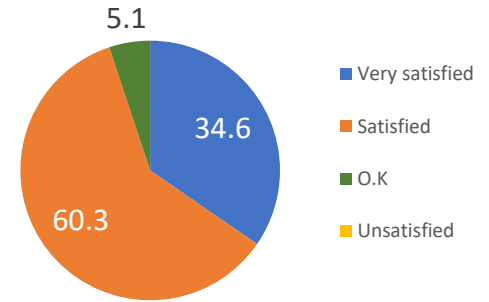
Will you purchase the product again?



How do you rate BAGEL?



Your satisfaction of BAGEL?



CROWNCOS

Level 2 Partners (Wholesaler)



Beauty change



참뷰티



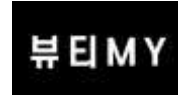
SUNSHINE

크리스찬미피카



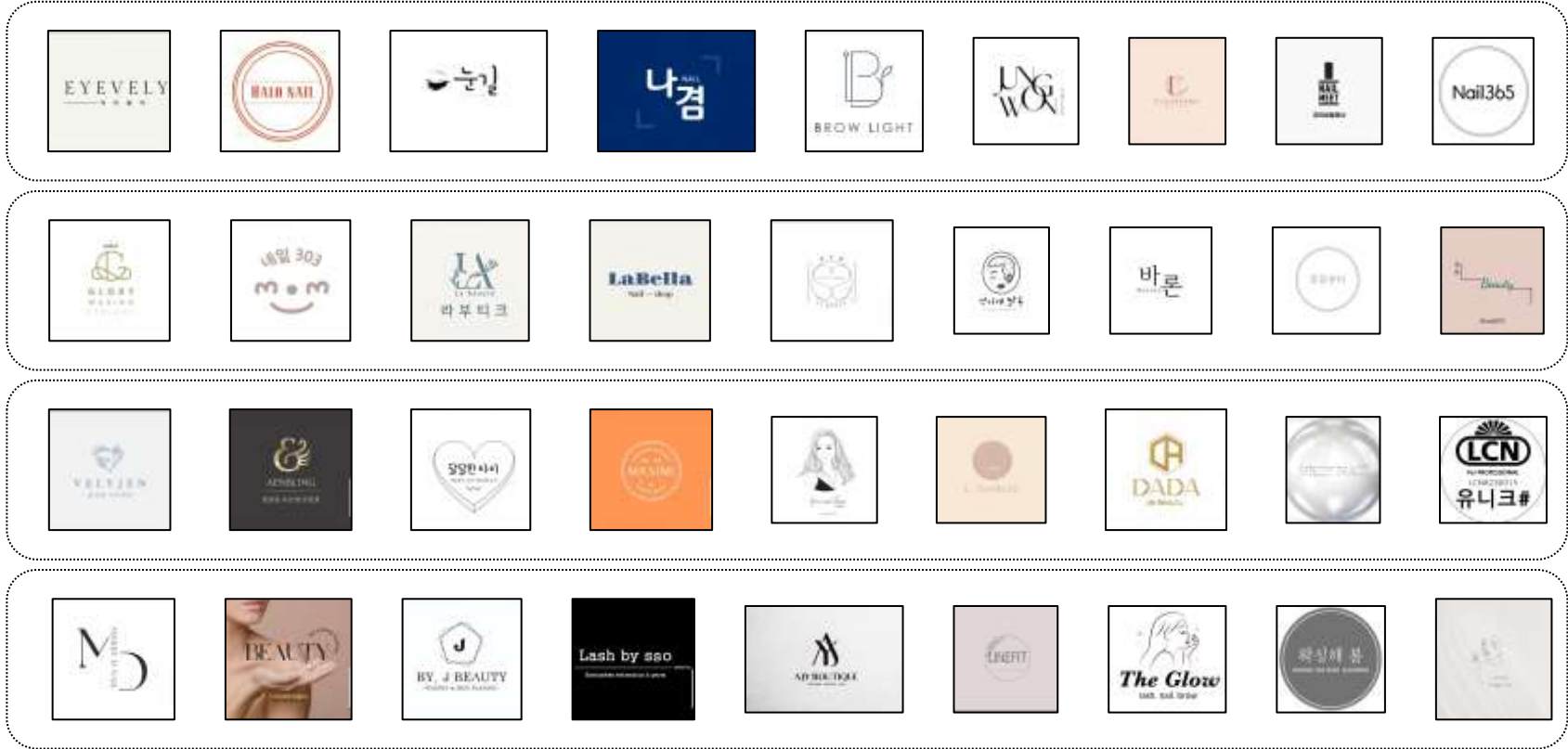
세일사랑

NAILZONE



CROWNCOS

Level 3 Partners (Beauty Retailer)



CROWNCOS

Products on display at stores



CROWNCOS

Photo and video reviews



Bagel mascara ▲



◀ Bagel set of two



CROWNCOS

Competitiveness of the Products – Revenue Forecast (EXCLUSIVE DISTRIBUTOR)

Year 1 – Sold 3,000 pieces **for** each of 3 items
Year 1 – 3 items (Eyelash Serum, Set, mascara)
3,000 pieces sold per item
Sales: **\$70,000**

Net gain: 25~30% > B2B sales

Year 2 - Sold 5,000 pieces **for** each of 3 items
Year 2 – 3 items (Eyelash Serum, Set, mascara)
5,000 pieces sold per item

Sales: \$150,000

Year 3 - Sold 10,000 pieces **for** each of 3 items

Sales: 300,000

Our effective market strategies to eventually increase net gain are branding by B2B viral marketing and **continually** developing new products to maximize a B2C return on sales.

