



araree

KDLAB Inc.

Introduction

KDLAB COMPANY PROFILE

Chapter 1

Our **Story**

CEO Message

Beyond the experience - “a rare experience”

KDLAB was founded in 2008 and has been manufacturing innovative high quality mobile accessories in Korea.

KDLAB launched the Korean representative mobile accessory brand ‘araree’ .

And araree is developing, producing, and selling the smart device accessories.

Now we are living in the era with so many unimaginable experience by smartphone. There are so many devices like tablet PC, smart watches to enrich our experience.

araree wants to expand the customer’ s experience via smart devices.

araree create totally transparent case with special hinge part to fix the case for Galaxy Buds perfectly without any adhesive sticker or glue.

In addition, araree's endless research and development efforts are being born into even better and more creative products. In addition, more and more people began to appreciate and appreciate araree's value.

KDLAB will do its best to provide consumers with a rare mobile experience that no one has shown through ‘araree’.

Summary

KDLAB is meaning for

K from 'Made in Korea'

D is meaning our Dream & Design in our product.

LAB is short for laboratory where is studying smartphone case constantly.

So we combined these words and create our company name as 'KDLAB' .

'araree' is

Under the slogan as 'A rare experience' ,

araree is KDLAB' s high quality mobile accessory brand with will as 'create something new' for customer' s smarter mobile life under the slogan – 'A rare experience' .

araree will keep doing best to provide a rare mobile experience to our customers with innovative design and lay out.



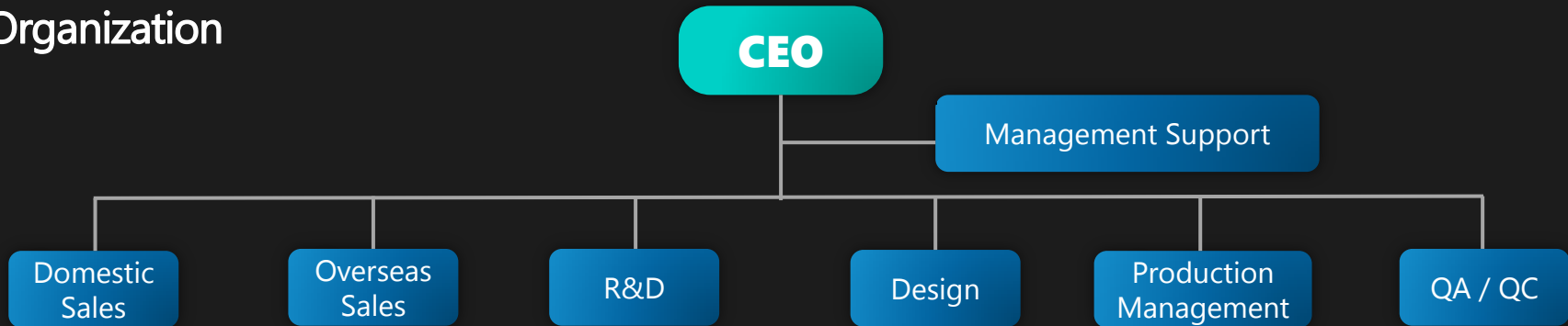
History

- 2008 **KDLAB was founded**
- 2011 **Representative brand 'araree' was launched
Certificated as venture enterprise**
- 2012 **KDLAB R&D laboratory was launched**
- 2014 **Prize for million dollars export**
- 2015 **Concluding the SMAPP(Samsung mobile accessory official partnership)
Prize for three million dollars export)**
- 2016 **Samsung Galaxy S7 / Galaxy S7 Edge promotion project**
- 2017 **Development the full cover protective film for curved display**
- 2019 **11 billion sales
Completion the full line up for Samsung galaxy M / A / S / NOTE and
Fold series of Samsung**
- 2020 **Releasing 60 new products**

Intellectual property

2 Patents, 4 Certificate of utility model registrations, 52
Certificate of design registrations, 8 Certificate of trademark
registrations

Organization



Domestic Sales	Domestic B2B & B2C Business Online openmarket, various membership market & offline market
Overseas Sales	Overseas B2B & B2C Business Overseas Samsung electronics corporation sales
R&D	Consideration of consumer-centric device usability Practical and ergonomic design
Design	Brand identity setting & Applying a trend-leading original design
Production Management	Managing the full process from the materials to production Overall management of delivery time for outsourced products
QA / QC	Thorough pre-shipment quality inspection for conformity Quality inspection for returns

Chapter 2

Our **Products**

Transparent Line

- 1) iPhone 11 series Mach
- 2) iPhone SE2 Duple
- 3) Galaxy S20 시리즈 Mach

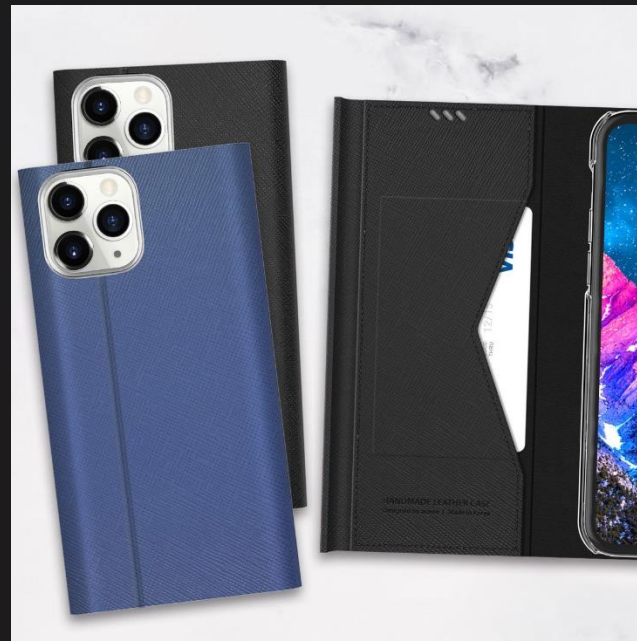
- 4) LG Tone plus free Nu:kin
- 5) AirPods Pro Nu:kin
- 6) Galaxy Buds / Galaxy Buds Plus Buddy



Handmade Leather Product Line

- 1) Galaxy S10 Series Mustang Diary
- 2) iPhone X / iPhone Xs Bonnet Stand
- 3) Galaxy S20 Series Mustang Diary

- 4) iPhone 11 Series Bonnet Stand
- 5) Galaxy NOTE 20 Series Bonnet Stand



K-Tech Line

- 1) Tagholder
- 2) Galaxy Z Flip Aero Flex
- 3) AirPods Pro Pops



Better & Smater Mobile Life

- 1) Wireless Charger A fold 3
- 2) Power Bank A10D
- 3) Tripod Selfie stick Zoomselfie
- 4) Car Charger Turbo



Chapter 3

Our **Numbers**

11 Billion KRW

araree sales – 11 billion in 2019

11

12

12 seconds

Sold product every 12 seconds
in 2019

13 years

Career from 13 years

13

30

30 Countries

Providing to more than 30
countries

New SKU more than 300

The number of new products per
year

300

3000

3,000 Buyers

The number of buyers who had a
meeting with KDLAB

Chapter 4

Our **Future**

Project Plan



New product, new design, new idea
Through endless trials, research, and development
High level of technology



Accurate schedule arrangement
for launching schedule by country / region



Stable and superior quality products
through intensive reliability tests and precise analysis



24/7 Communicating brand, Smooth communication
Immediate response



Limit the number of partners by country/region
Building bonds and aiming for long-term partnerships
To support business partner of araree

