

LocknLock

INVESTOR RELATIONS

(21.4Q)

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I . Company Overview

II . Products

III . Growth Strategy

IV . ESG Management

V . '21.4Q Business Review & Financials

Strong Global Footprint LocknLock

LocknLock has 119 export destinations and operates more than 120 stores globally. LocknLock brand is well established especially in the emerging markets including Korea, China and Vietnam.

119

Export Destinations

123+

Total Stores

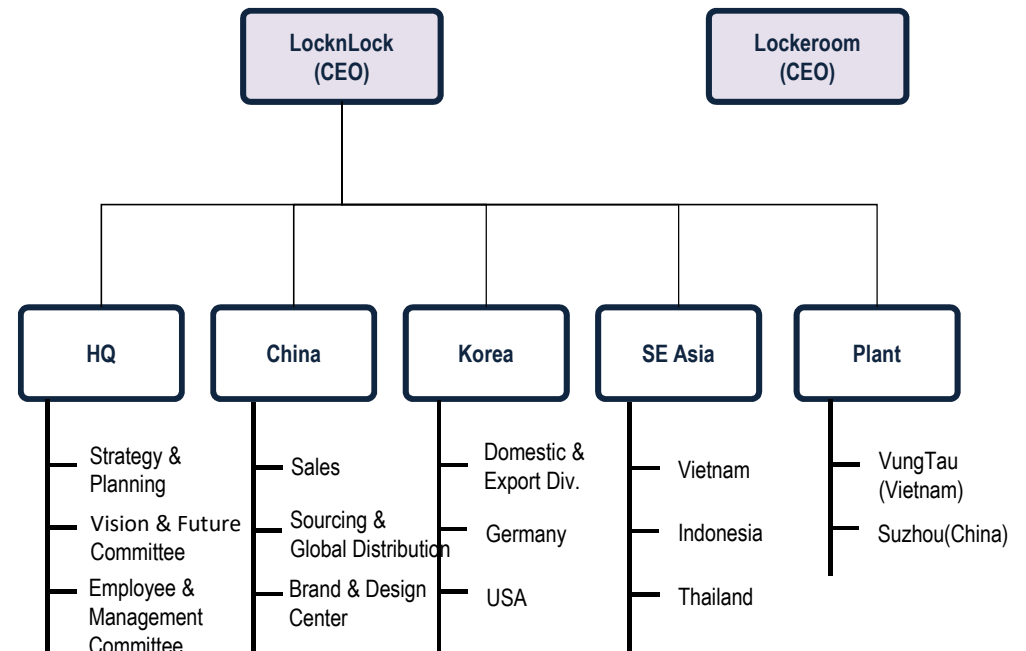


Company Overview

▶ Company Profile

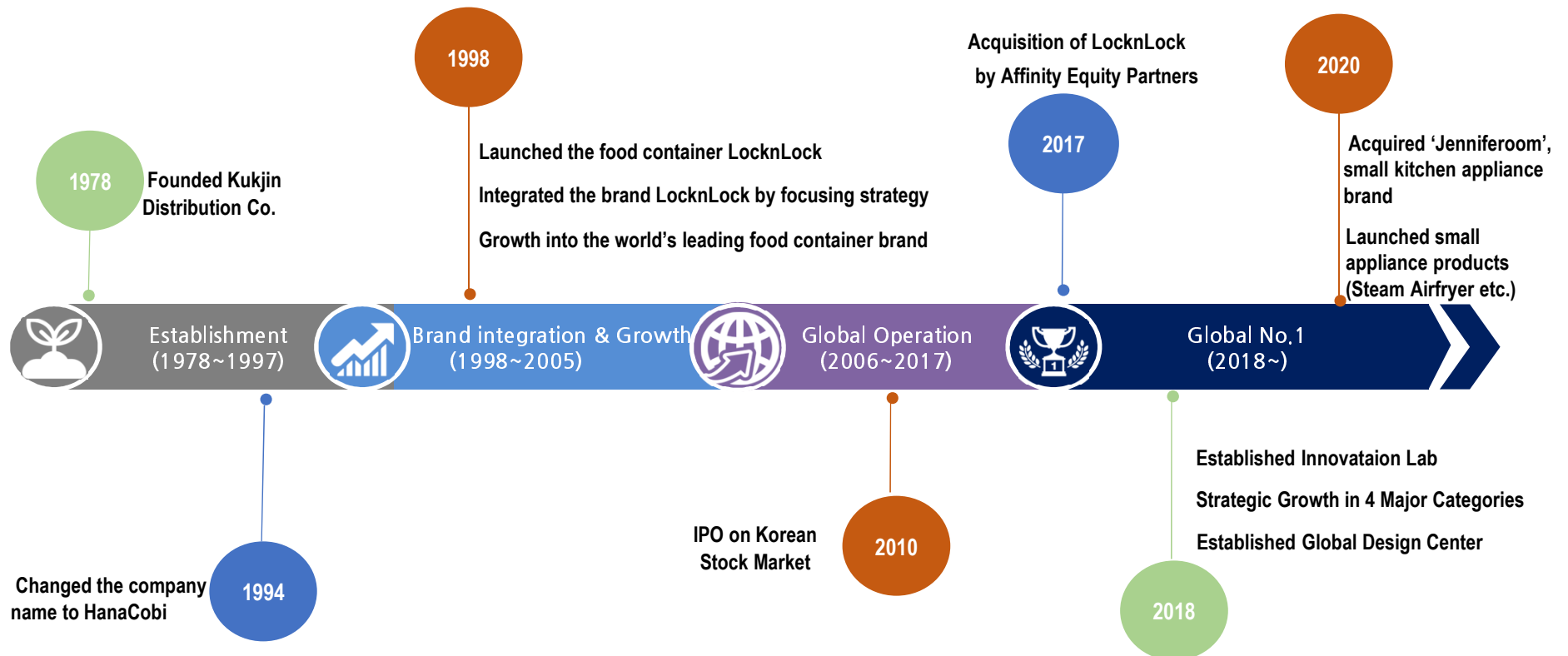
Company Name	Lock & Lock Co. Ltd.
CEO	(Co-CEO)SungHoon Ghim, (Co-CEO)SungTae Kim
Foundation Date	Nov. 11, 1978
Address	Seoul, Korea: 서울시 서초구 서초대로 38길 12 Asan, Korea: 충청남도 아산시 선장면 삽교천로 104 Ansung, Korea: 경기도 안성시 원곡면 만세로 1260
Homepage	www.locknlock.com
Market Capitalization	USD 457.4M (KRW 543.3B) (Date: Dec.2021)
Number of Employees	Total 3,620 (Date: Dec.2021)
Major Categories	Food Containers(Plastics/Glass etc.), Beverageware (Tumbler, Water Bottle etc.), Cookware(Pan, Pot, Wok etc.), Small Appliances(Steam Airfryer, Rice Vacuum Container etc.) Other categories(Livingware, Travelware etc.)
Intellectual Property Rights	Domestic [Filing application 60 cases, Registered 525 cases] Overseas [Filing application 193 cases, Registered 1,199 cases] (Date: Dec.2021)

▶ Organization



Company Overview

Company History



LocknLock



2004~2021

Awarded **1st Prize(17 consecutive years)** in Airtight container field & **1st Prize(5 consecutive years)** in Kitchenware(cookware) field at Korea Brand Power Index



2008~2021

Won several prizes at **World design awards** in 'Reddot', 'iF', 'IDEA' etc.



2009~2018, 2020

Korean Standard Well-being Consumer Index KS-WCI)
Awarded **1st Prize(10 consecutive years)**



2009~2018

LOHAS(Lifestyle of Health and Sustainability)
Received Certification(**10 consecutive years**)



2012~2019

Top 100 Brand Product of Trust & Use award, Vietnam
(**8 consecutive years**)



2014~2020

World-Class Product by the Ministry of Commerce, Industry and Energy(**5 consecutive years**)



2015

Heat resistant glassware received KS Mark Korean Industrial Standard Mark)



2011

ÖKO-TEST, the most representative consumer organization in Germany: **Received the highest rating**

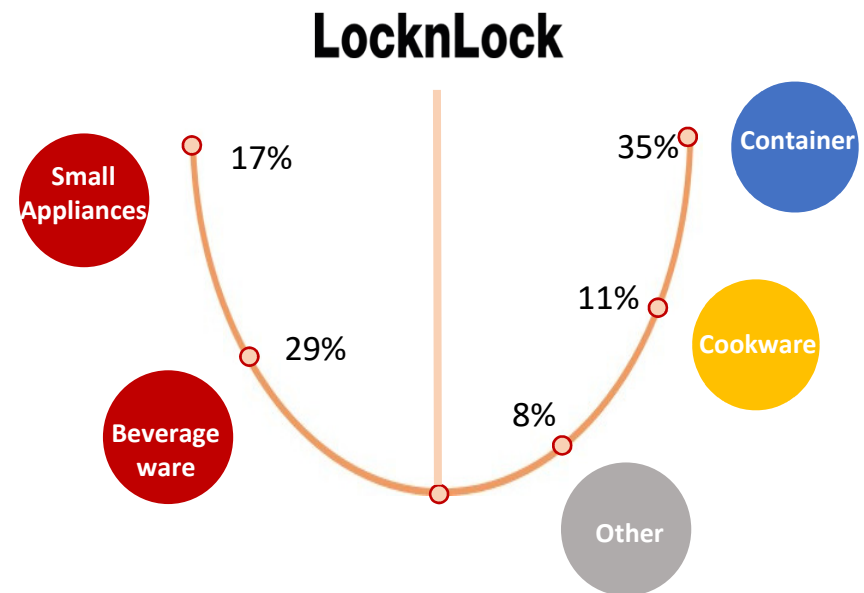
Company Overview

VISION

A lifestyle innovator company that connects people and lives based on “consumers”

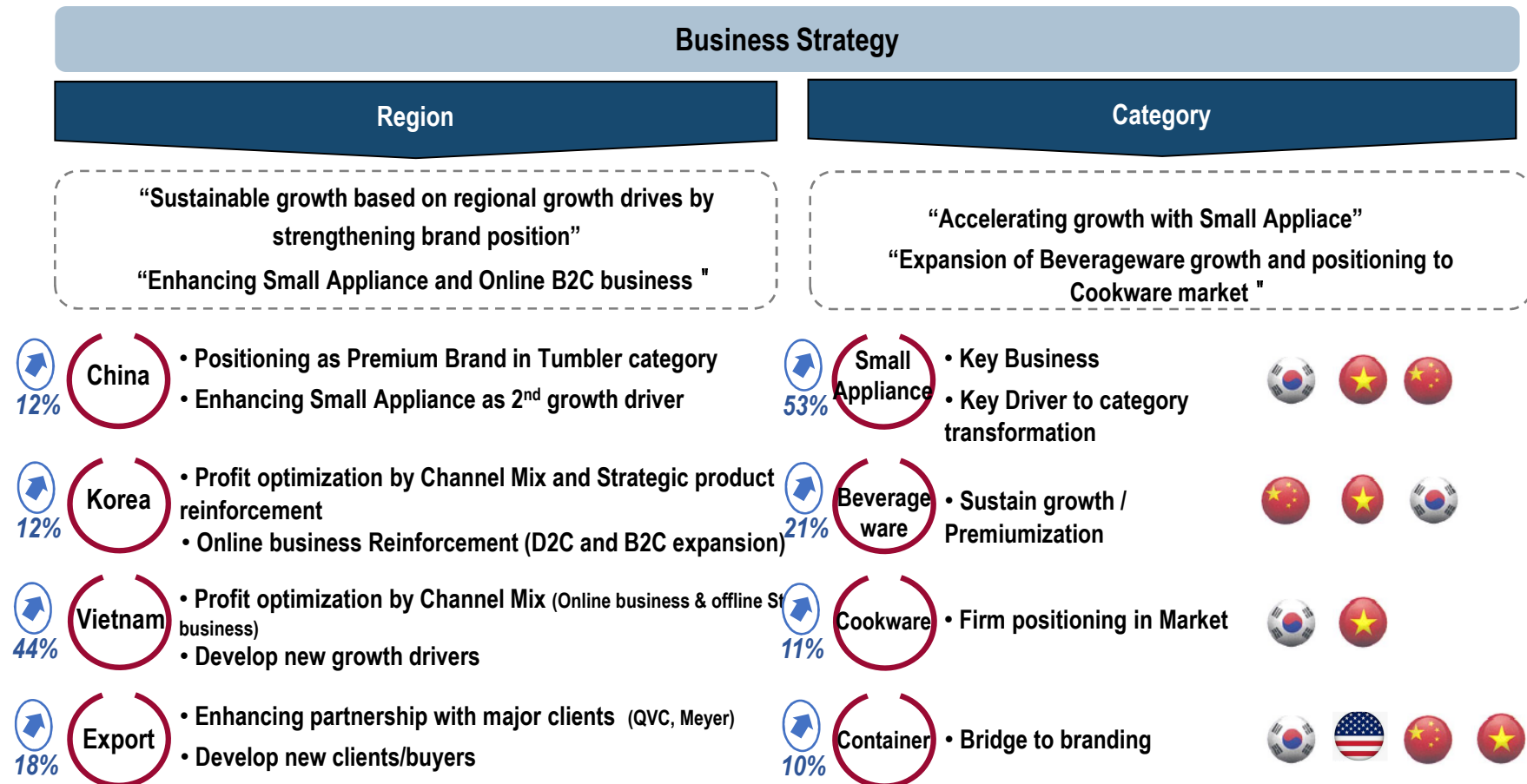
- **Trusting myself,**
→ Enhancing individual expertise and competency
- **Doing together,**
→ Based on the best teamwork
- **Benefiting whole world consumers**
→ Making the lives of global consumers to the fullness

Key Business



※ Based on Y21 'Consolidated Financial Data. Proportion by category business

Company Overview



▶ Small Appliance

“Leading the market through differentiated and innovative new products”

Super Steam Fryer

락앤락 스팀프라이어 S2

130℃ 슈퍼 스팀이 만드는 촉촉함과 바삭함
에어프라이어, 오븐, 그릴, 토스터, 찜기를 버린 하나로!

[더보기](#)



Knife&Chopper Sterilizer 2.0

락앤락 칼도마 살균기 2세대

UV-C LED로 살균, 열풍으로 건조까지 안심 게어
슬롯 분리 가능에 위생적인 장소까지!

[더보기](#)



Food Waste Cooler

음식물 쓰레기 냉장고 3L

냄새나고 부패할 수 있는 음식물을 깔끔하게 처리하는
헬티어 반도체소자를 적용한 음식물 쓰레기 냉장고

[더보기](#)



Vacuum Rice Bucket 25kg

올뉴 진공 쌀통 25kg

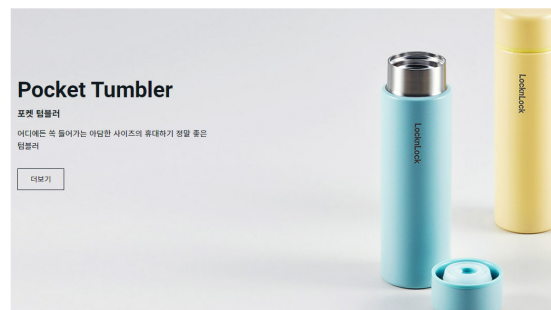
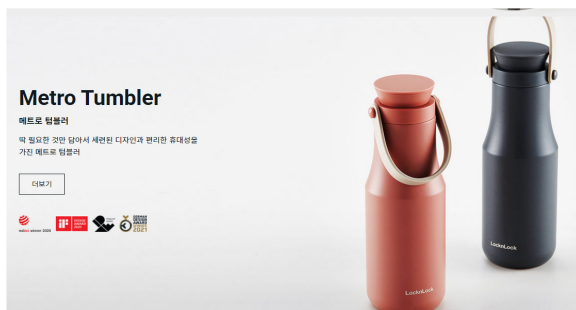
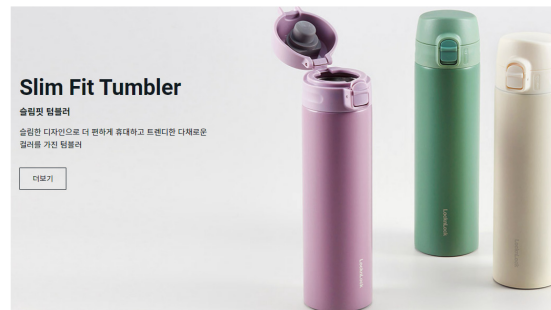
이중 실리콘으로 강화된 밀폐력과 탈부착되는 뚜껑 구조
자동 진공의 시작

[더보기](#)



▶ Beverageware

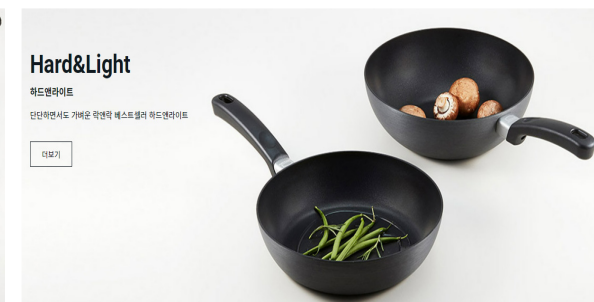
“Strengthening the area in line with market trends and strengthening brand identity” “Expanding new business areas”



Products

▶ Cookware

“Diversification of products for entry into new markets ”

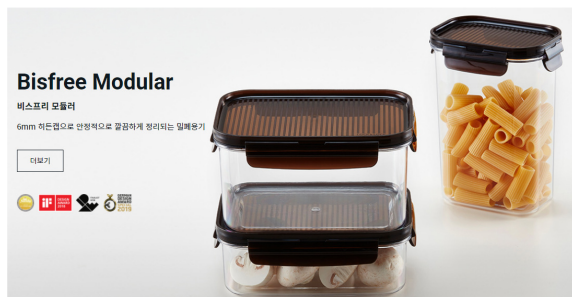
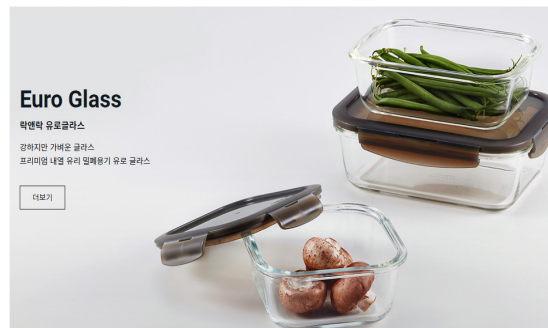


▶ Container

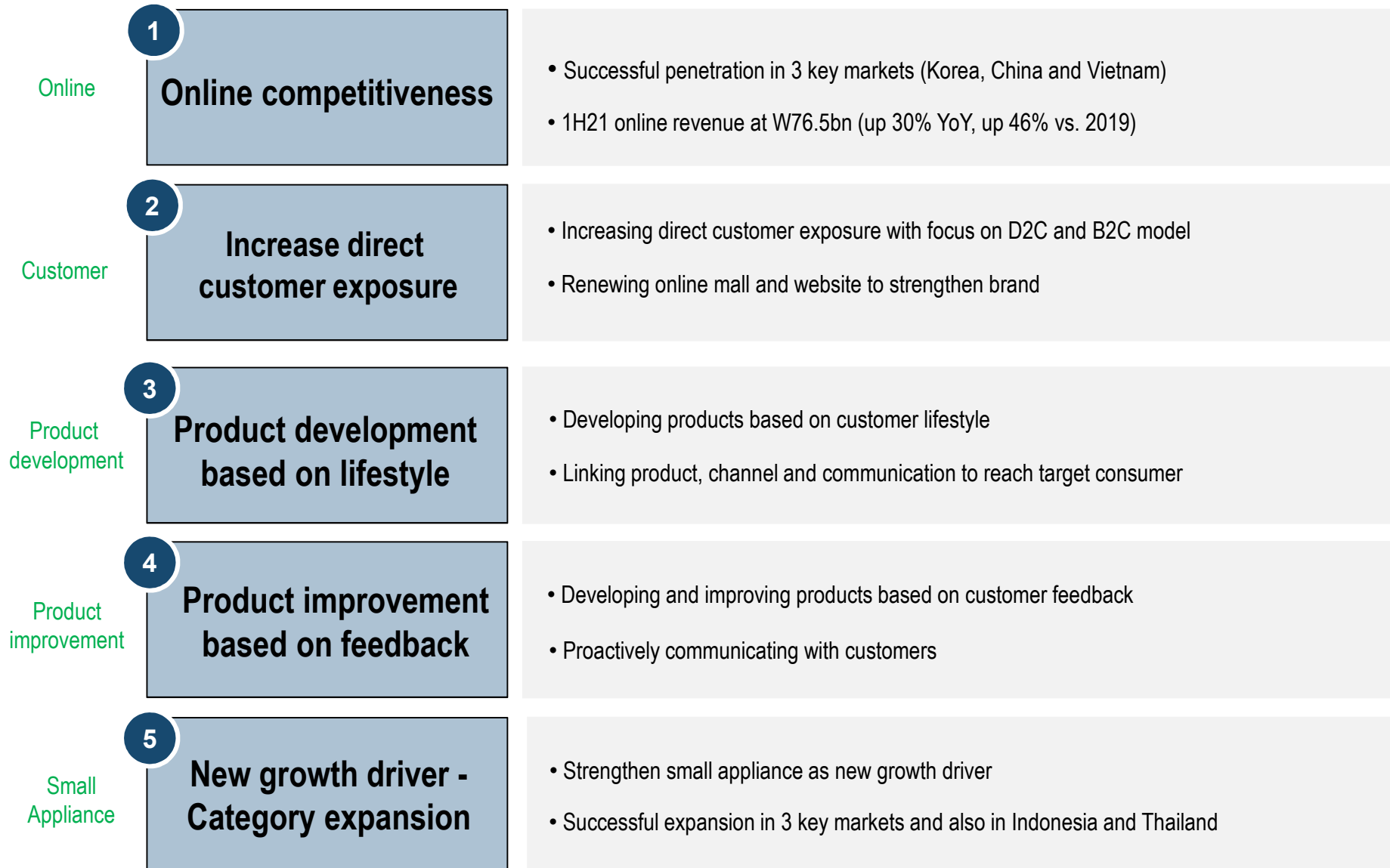
“Lineup expansion to strengthen brand awareness”

- Storage container line-up expansion
- Introducing proper products per life stage

- Launching Eco-friendly products
- Diversifying products with “Safe & Trusty” materials



Growth Strategy



Growth Strategy

1 Online Digital strategy

Past (~'19) : Focused on online wholesale & events/stores



- Leading presence in the biggest online channel T-mall, JD
- Online sales in '20 : W96bn (56% of '20 FY sales in China)



- Focused on indirect online sale
(Online B2B in '18: 66%)



- Weak presence in No.1 platform (Shopee)
- Offline/B2B focus

Present ('20~) : Preemptive response to platform evolution



- Leading presence in T-mall, JD
- Preemptive response to emerging platform/live (PDD, TikTok)

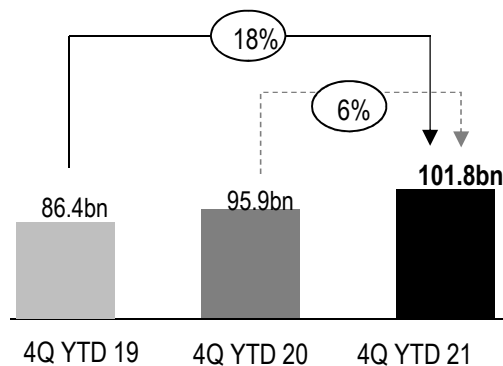


- Expanding B2C business model
- Preemptive response to new channels :
D2C + live commerce (Naver, Grip)
Naver Smart Store + Kakao Commerce
- Promoting consumer contact-based marketing

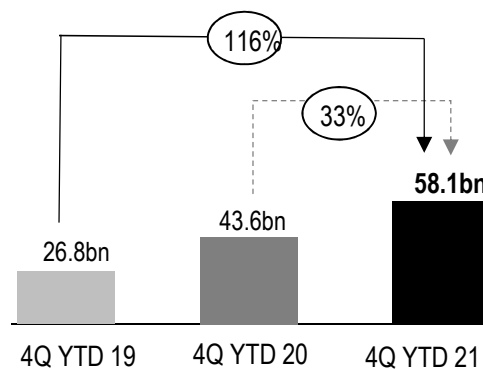


- Leading presence in major platforms
- Linking online/offline marketing based on brand power

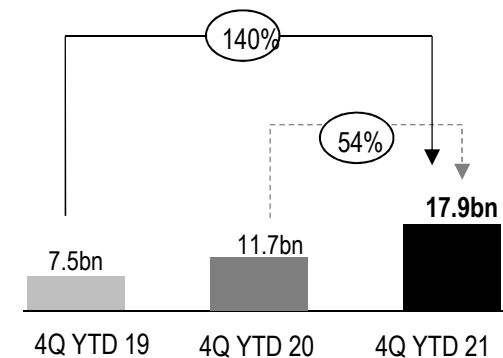
China



Korea



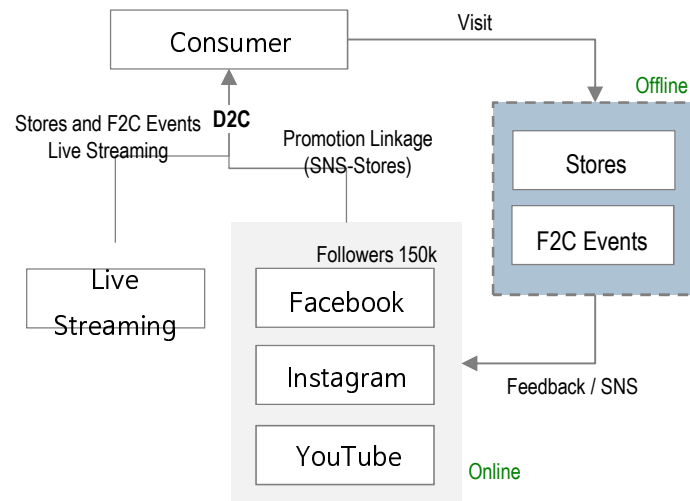
Vietnam



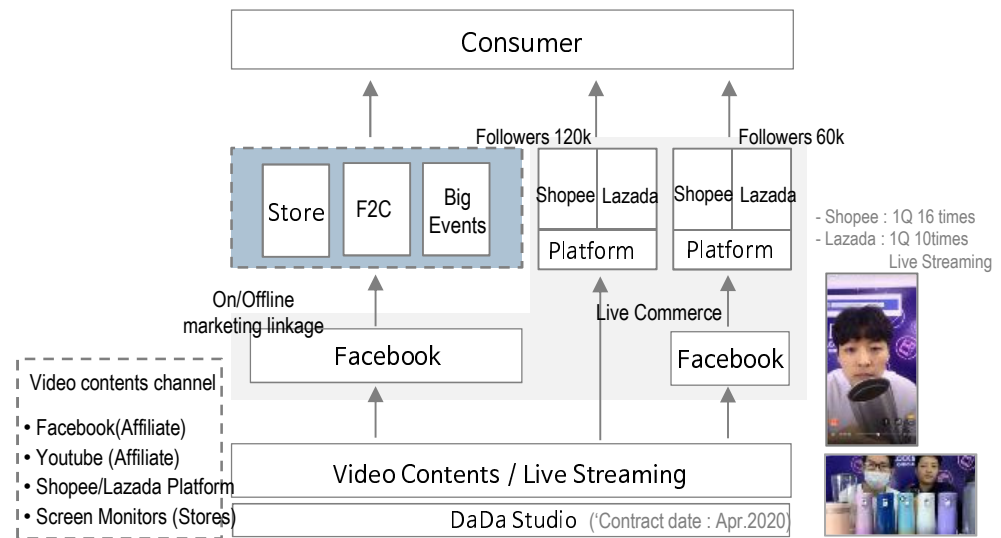
Optimizing Online to Offline(O2O) Marketing in Vietnam → Preemptive / Active Response to Online Potential Market

Utilization of media commerce, online/offline linked marketing, and online expansion of offline brand competitiveness

[1] Reinforcing On/Offline Marketing / Public Relations Activities

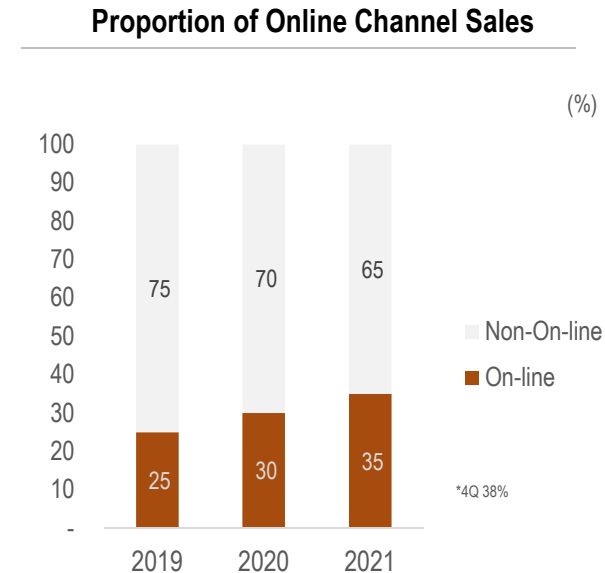
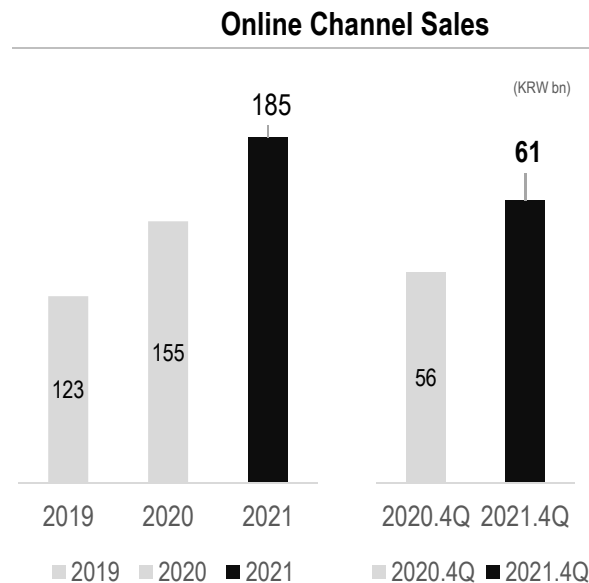


[2] Media Commerce and Live Streaming

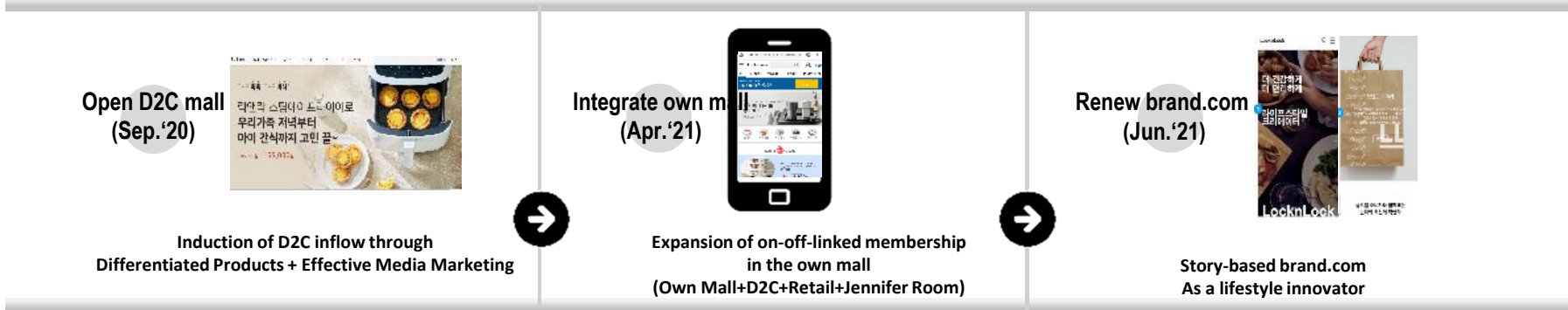


Continued expansion of global Online sales growth (Korea, Vietnam)

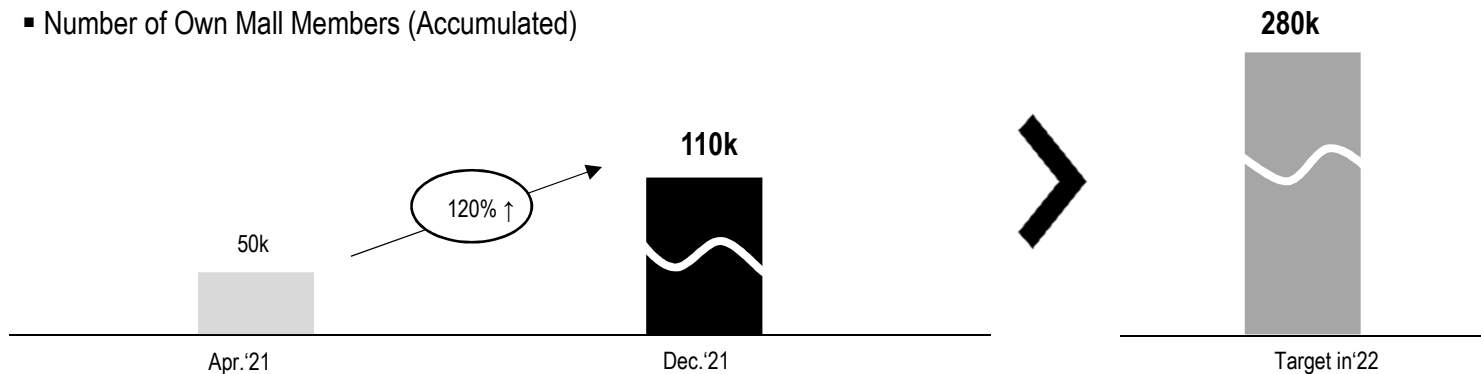
- Increased sales by KRW12bn in Q4 YoY, by strengthening major D2C business in Korea and expanding new customers in Vietnam
- Strengthening the lineup of online-only products in response to changes in online market
- The proportion of online channel continues to expand (37% in Q4 '20 → 40% in Q4 '21)



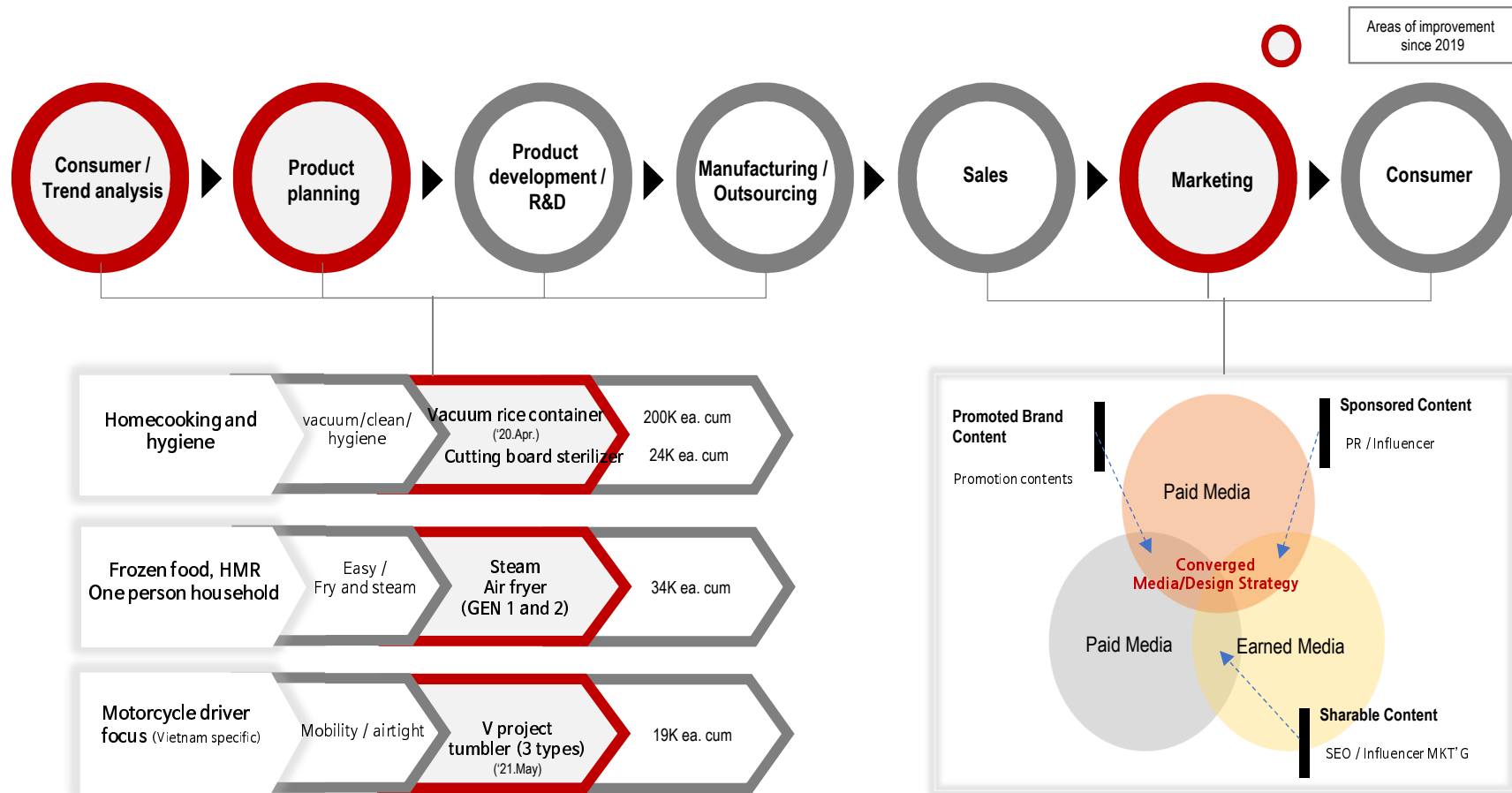
Integrate own internet mall to expand D2C business / Develop content to expand traffic



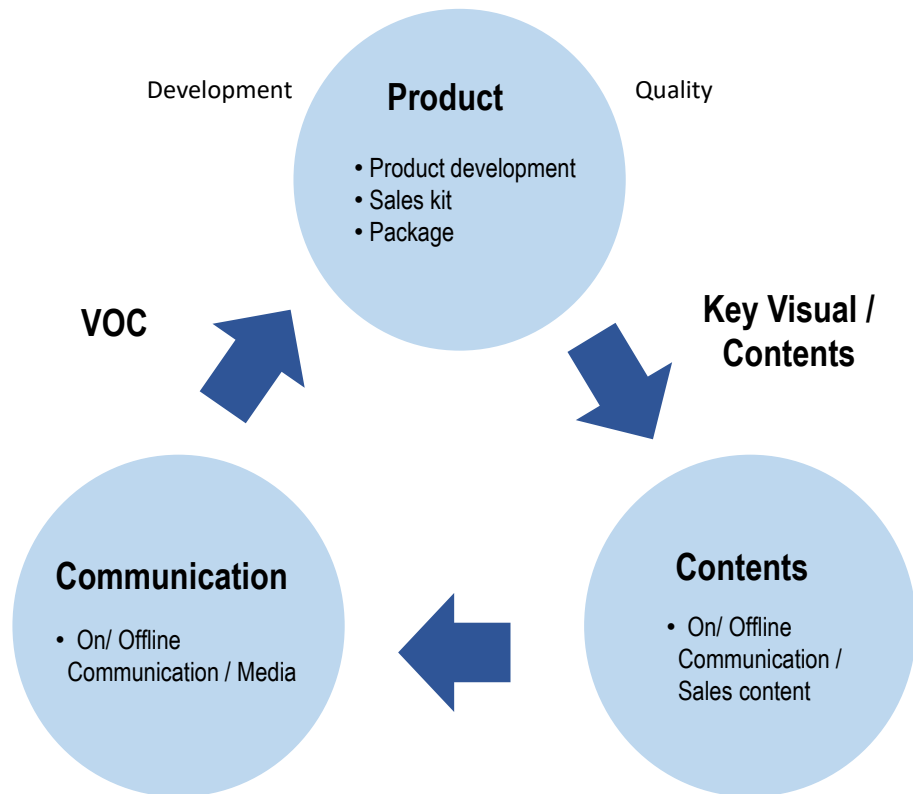
Number of Own Mall Members (Accumulated)



Improve product development and marketing by better understanding our customers



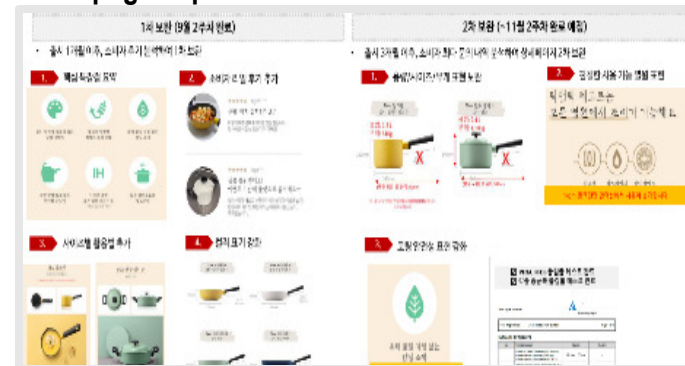
Reflect customer feedback to improve quality of product and communication



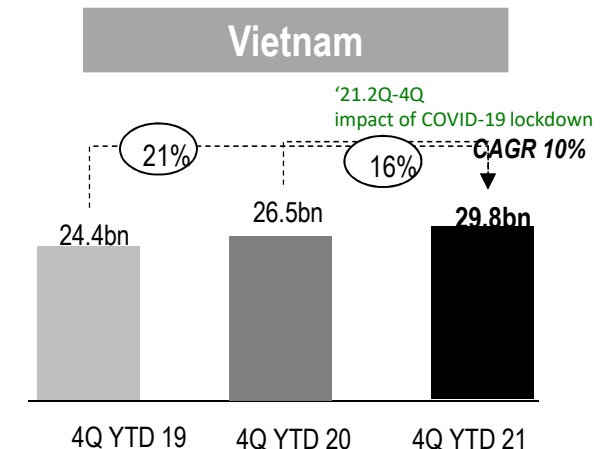
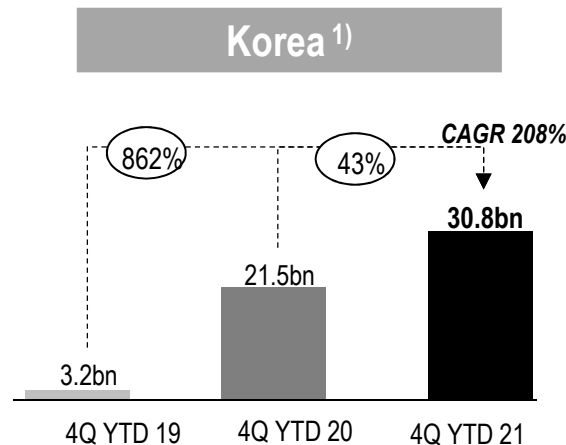
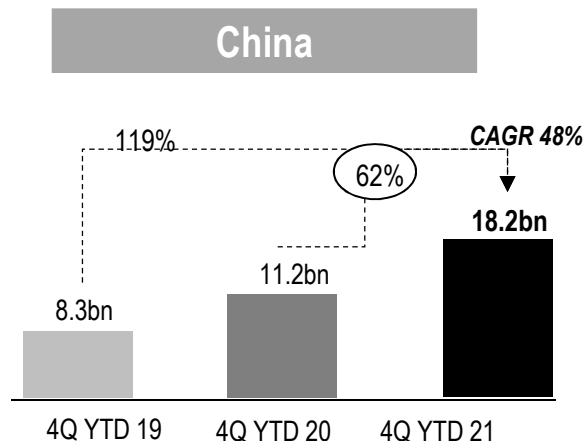
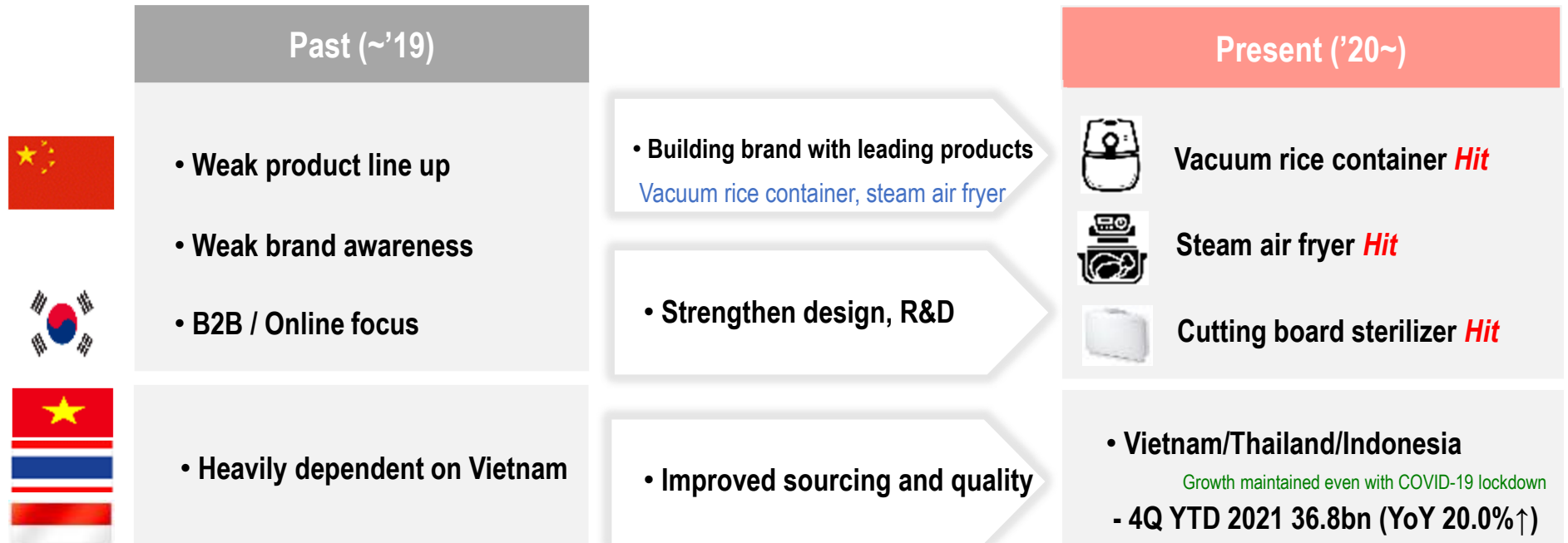
• Product quality improvement based on customer feedback

고객의 소리 (Claim 분석)			개선/보완 개선사항			
구분	주요	비율	No	구분	비율	
제품 품질	105	51%	1	제품 품질	105	51%
스프링, 노즐, 노즐 교체	102	20%	2	제품 품질	105	51%
노즐	1	1%	3	제품 품질	105	51%
노즐 교체	1	1%	4	제품 품질	105	51%
노즐 교체	1	1%	5	제품 품질	105	51%
노즐 교체	1	1%	6	제품 품질	105	51%
노즐 교체	1	1%	7	제품 품질	105	51%
노즐 교체	1	1%	8	제품 품질	105	51%
노즐 교체	1	1%	9	제품 품질	105	51%
노즐 교체	1	1%	10	제품 품질	105	51%
노즐 교체	1	1%	11	제품 품질	105	51%
노즐 교체	1	1%	12	제품 품질	105	51%
노즐 교체	1	1%	13	제품 품질	105	51%
노즐 교체	1	1%	14	제품 품질	105	51%
노즐 교체	1	1%	15	제품 품질	105	51%
노즐 교체	1	1%	16	제품 품질	105	51%
노즐 교체	1	1%	17	제품 품질	105	51%
노즐 교체	1	1%	18	제품 품질	105	51%
노즐 교체	1	1%	19	제품 품질	105	51%
노즐 교체	1	1%	20	제품 품질	105	51%

• Homepage improvement based on customer feedback



Building brand and expanding revenue with strategic products

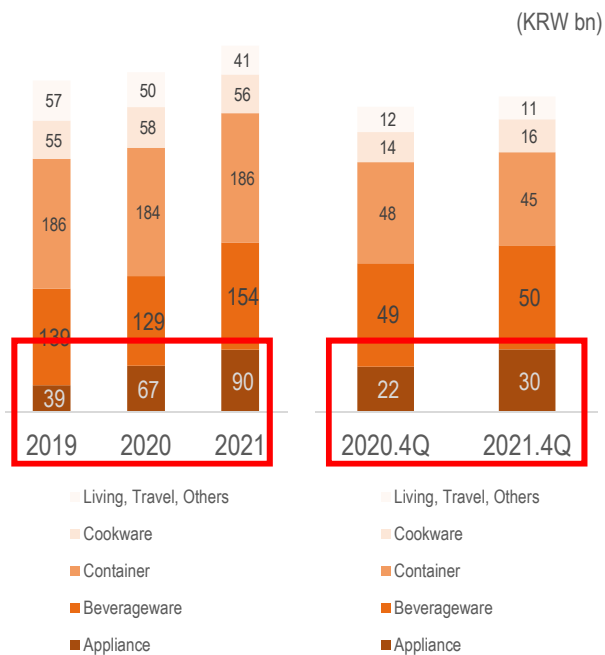


1) Including Lockeroom

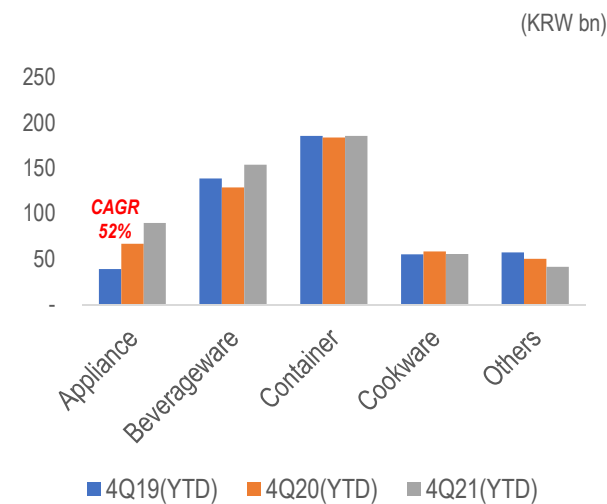
Maintaining a growth trend based on SA(Small Appliance) as a new growth engine

- Establishing Small Appliances as a major category in major markets such as China and Korea
- Maintained sales of beverageware (water bottles and tumblers) and doubled sales of SA in China
(China SA Sales 99.8% ↑, KRW34bn → KRW6.8bn Q4, YoY)
- Sustained solid growth through SA product diversification

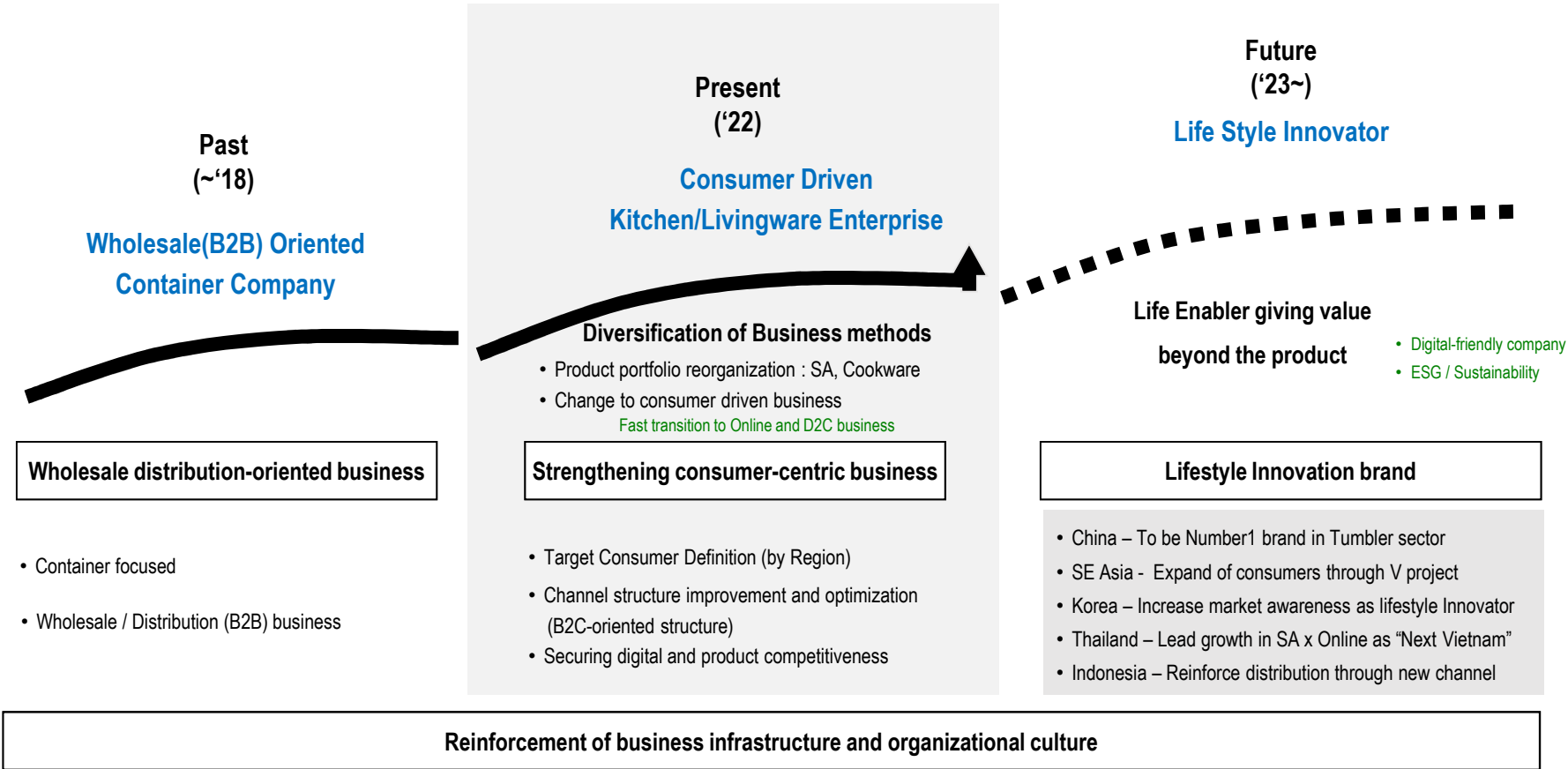
Sales Composition by Product



Annual Growth Rate by Product



Strategic Landscape



“LocknLock creates sustainable value and customer trust through ESG management”

LocknLock

**We create sustainable values and customer trust through
fulfilling our responsibilities to the environment and society, and
sound corporate governance.**

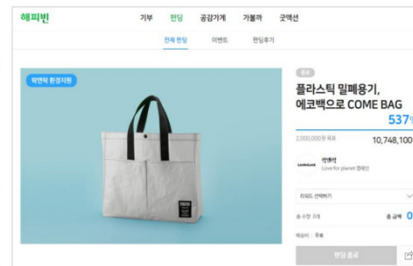


■ Practiced the eco-friendly movement through continuous campaigns.

- ✓ Continued to practice environmental campaigns in which consumers and employees participate.
 - Through the 'Love for Planet' campaign, customers' old airtight containers and tumblers are collected and benefits are provided at Place LL stores.
- ✓ Developed eco-friendly products using recycled materials.
 - Developed upcycled products using scrap plastic left in the factory ('18 Eco Lock, '19 Eco Easy Clip storage box, etc.)
 - Developed eco-bags by recycling waste plastics collected through the 'Love for Planet' campaign and made benches on Jeju Olle Road



2021 아름다운가게 매장, 제주올레길에
밀폐용기 수거 거점 확대 운영



소비자와 함께 오래된 플라스틱 밀폐용기를 수거해
친환경 생활을 실천할 수 있는 에코백 제작(2021. 4)



2018년 6월에 출시한
식품보관용기 에코락(Eco-Lock)
영국 TESCO 매장 등에서 판매



2019년 9월에 출시한
에코이지클립수납함, 국내에서 판매



2021년 5월 CJ대한통운과 협력해
물류 현장에 도입한 '탄소ZERO 파レット'

■ Doing our best for the safety of consumers and employees

- ✓ Have taken the lead in removing harmful substances for the safety of consumers.
 - PFOA (2010) / PFOS (2015)-free coating applied to all Teflon coated cookware products (Regulation '2020)
 - Created the term 'bis-free' and developed and sold bisphenol-free airtight containers (2009)
- ✓ The safety of our employees is the first step to all safety, and we are managing workplace safety.
 - Established a company-wide environmental safety control tower in '19 and established a master plan
 - Assess the risks of production, logistics, and stores in Korea and China, and identify and improve the handling status of hazardous substances used by each business site (Improve over 97% of high-risk unacceptable factors)



■ Embrace diversity and give equal opportunity.

- ✓ For gender equality, we do not discriminate in job roles, recruitment, and positions, and operate according to performance.
 - Domestic employees (including expatriates) Female ratio (46.2%)

Employee	Total	Male	Female	Female Ratio
Sub Total	597	321	276	46.2%

As Year22 is the first year to lay the foundation for LocknLock's ESG management, we start taking practical actions for things more necessary for the sake of the environment, people, and a healthy management culture.

Start practical activities for carbon neutrality.

- ✓ Monitoring of greenhouse gas emissions by business site
- ✓ Establishing Greenhouse Gas Reduction Strategy
 - 30% reduction by 2030 → 60% reduction by 2040 → carbon neutrality by 2050

Actively practice developing eco-friendly products and packaging materials

- ✓ Proceeding bioplastic research
- ✓ Discovery and expansion of use of eco-friendly packaging materials
- ✓ R&D Eco-friendly Small Appliances

Further expand safety management for the safety of consumers.

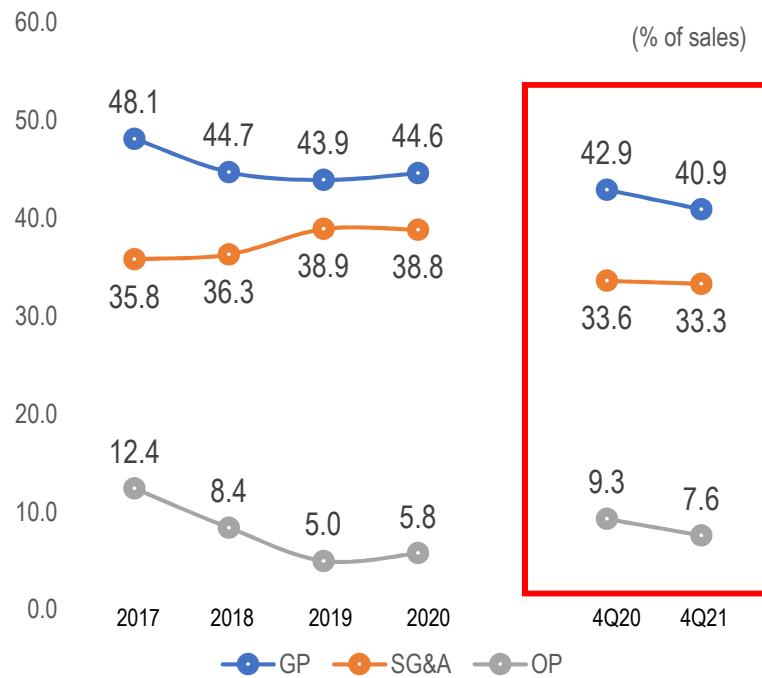
- ✓ Establishing hazardous substance management system for each product
- ✓ Managing chemical substances contained in raw materials or parts
 - Establishing management standards based on lists of chemical substances announced by regulatory agencies

'21. 4Q Business Review & Financials

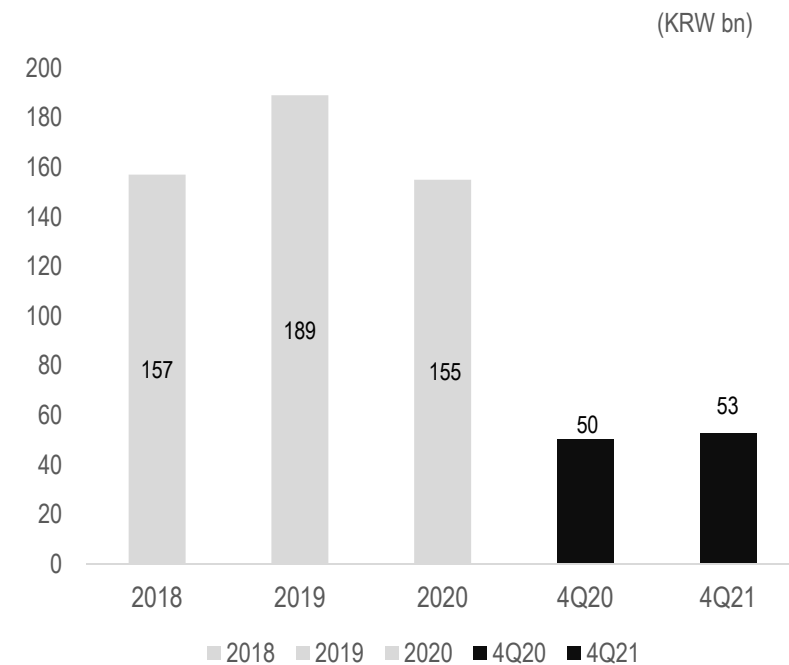
Focused on cost control and profitability

- Initial investment in ERP, brand and design is approaching an end with stable SG&A expenditure
- Maintaining control over fixed SG&A expenses
- Focusing on improving the efficiency of variable SG&A expenses (direct sales expenses) by optimizing channel mix

Profitability & Cost, %



SG&A Trend



'21.4Q Business Review & Financials

Regional Details

(KRW mil.)

China – Annual sales increased 5.8%

- Successful market expansion with newly planned glass water bottles. Beverageware's growth momentum maintained by hit products (Tumbler)
- Continued sales growth through channel efficiency centered on Online. Channel efficiency through the reorganization of Hypermarket, Home shopping and Wholesale.
- Online sales continue to expand (T-mall, JD)
Some decrease in sales due to strategic efficiency of offline business.

China	4Q20	4Q21	YoY	4Q20 YTD	4Q21 YTD	YoY
	56,660	55,138	-2.7%	171,528	181,470	5.8%
Container	12,099	9,958	-17.7%	49,468	37,271	-24.7%
Beverage	34,385	32,230	-6.3%	84,868	101,482	19.6%
Cookware	3,584	3,000	-16.3%	14,044	11,820	-15.8%
Appliance	3,415	6,821	99.8%	11,215	18,188	62.2%
Others	3,177	3,129	-1.5%	11,933	12,709	6.5%
Online	35,232	33,015	-6.3%	95,867	101,816	6.2%
B2B	12,030	13,151	9.3%	40,575	47,320	16.6%
Home Shopping	332			2,248		
Wholesale	4,223	3,763	-10.9%	13,988	14,039	0.4%
Hyper,Store,Event	4,774	5,137	7.6%	18,451	18,026	-2.3%
Others	68	72	5.7%	398	269	-32.3%

한국 – 4Q Sales YoY 2.2% increase (Annual increase of 5.4%)

- As part of the channel portfolio, sales of Cookware and Small Appliances were temporarily sluggish in the process of strategically reducing Home Shopping sales.
- Channel diversification and Online business expansion through Online channel concentration :
Increase in Online B2C composition as well as Online B2B.
- Small Appliance and Cookware channel portfolio reorganization in 4Q
Sales expected to increase in '22 by diversifying Online channels and launching new products.

Korea	4Q20	4Q21	YoY	4Q20 YTD	4Q21 YTD	YoY
	39,043	39,918	2.2%	149,198	157,199	5.4%
Container	15,010	14,335	-4.5%	55,462	58,338	5.2%
Beverage	7,491	8,701	16.2%	20,684	24,769	19.7%
Cookware	6,277	7,605	21.2%	32,132	30,150	-6.2%
Appliance	6,868	6,439	-6.3%	21,509	30,842	43.4%
Others	3,397	2,838	-16.4%	19,411	13,102	-32.5%
Online	15,109	17,407	15.2%	43,611	58,082	33.2%
B2B	4,924	5,251	6.6%	18,037	19,858	10.1%
Home Shopping	4,909	5,401	10.0%	35,869	30,815	-14.1%
Wholesale	3,543	3,241	-8.5%	12,935	13,198	2.0%
Hyper,Store,Event	10,558	8,500	-19.5%	38,746	34,768	-10.3%
Others		118			478	

* In Korea, including Jennifer Room. Figures organized at a fixed exchange rate to exclude exchange rate effects

'21.4Q Business Review & Financials

Regional Details

(KRW mil.)

Vietnam – 4Q Sales YoY 10.7% increase (Annual decrease of 3.8%)

- Despite the continued impact of the re-spreading of the corona virus, shifted to growth in Q4, and minimized the annual negative growth.
- Small Appliances surged sharply in Q4 to drive overall growth
- Despite the impact of the corona virus, Online sales continue to grow following the third quarter

Vietnam	4Q20	4Q21	YoY	4Q20 YTD	4Q21 YTD	YoY
	25,652	28,408	10.7%	70,873	68,206	-3.8%
Container	3,471	2,158	-37.8%	9,370	6,645	-29.1%
Beverage	4,797	5,088	6.1%	13,003	13,018	0.1%
Cookware	3,330	3,721	11.7%	7,855	9,242	17.6%
Appliance	9,710	13,939	43.5%	26,544	29,784	12.2%
Others	4,344	3,502	-19.4%	14,101	9,516	-32.5%
Online	4,161	7,887	89.5%	11,668	17,938	53.7%

Export – 4Q Sales YoY 9.2% increase (Annual increase of 25.9%)

- Thanks to demand recovery in advanced countries and business expansion, solid growth in Container, Beverageware categories
- Growth trend is expected to continue for the time being, considering the annual order backlog.

Export	4Q20	4Q21	YoY	4Q20 YTD	4Q21 YTD	YoY
	15,859	17,323	9.2%	66,169	83,338	25.9%
Container	13,904	15,403	10.8%	57,826	72,763	25.8%
Beverage	627	920	46.8%	3,293	6,624	101.2%
Cookware	606	637	5.2%	2,073	1,839	-11.3%
Appliance	4			237	227	-4.4%
Others	719	363	-49.4%	2,740	1,885	-31.2%
B2B	6,775	5,396	-20.4%	18,076	12,875	-28.8%

'21.4Q Business Review & Financials

Regional Details

Other Rest of Market – 4Q Sales YoY 14.8% increase (Annual increase of 18.6%)

- Sales in SE Asia were affected by the re-spread of Corona, but sales growth is continuing compared to the previous year and QoQ.

	(KRW mil.)					
	4Q20	4Q21	YoY	4Q20 YTD	4Q21 YTD	YoY
Other Markets	9,009	10,340	14.8%	30,729	36,445	18.6%
Container	3,987	2,808	-29.6%	12,080	10,767	-10.9%
Beverage	2,071	2,879	39.0%	7,019	8,010	14.1%
Cookware	528	744	40.9%	2,382	2,586	8.6%
Appliance	1,898	2,837	49.4%	7,166	10,809	50.8%
Others	524	1,073	104.9%	2,082	4,273	105.2%
Online	1,337	2,183	63.3%	4,345	7,355	69.3%
B2B	2,525	2,963	17.3%	8,731	11,124	27.4%
Home Shopping	989	1,135	14.8%	4,690	3,753	-20.0%
Wholesale	2,491	2,483	-0.3%	8,304	8,540	2.8%
Hyper,Store,Event	1,348	1,340	-0.6%	3,910	4,721	20.7%
Others	319	235	-26.3%	748	953	27.4%

* Other Markets :Indonesia, Thailand, USA, Germany

Appendix. 3year Business Summary

Category by Region

Sales (KRW mil.)	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	2019	2020	2021
한국(Korea)	31,282	34,665	44,209	39,043	40,989	37,198	39,091	39,915	119,036	149,198	157,194
Container	11,713	14,207	14,532	15,010	14,386	14,236	15,381	14,335	48,447	55,462	58,338
Beverageware	3,440	5,530	4,223	7,491	5,396	5,685	4,986	8,701	19,286	20,684	24,769
Cookware	8,533	7,697	9,626	6,277	9,500	5,883	7,161	7,605	31,327	32,132	30,150
Appliance	909	2,357	11,374	6,868	7,936	7,974	8,493	6,439	3,235	21,509	30,842
Others	6,687	4,874	4,453	3,397	3,770	3,421	3,070	2,835	16,741	19,411	13,096
중국(China)	31,473	40,241	43,154	56,660	40,081	40,758	45,493	55,138	175,125	171,528	181,470
Container	12,360	13,180	11,828	12,099	9,698	9,001	8,614	9,958	43,839	49,468	37,271
Beverageware	12,945	15,406	22,131	34,385	20,227	21,935	27,090	32,230	90,761	84,868	101,482
Cookware	2,119	5,327	3,014	3,584	3,089	2,985	2,747	3,000	12,902	14,044	11,820
Appliance	2,139	3,396	2,267	3,415	4,633	3,466	3,267	6,821	8,289	11,215	18,188
Others	1,911	2,932	3,914	3,177	2,433	3,371	3,775	3,129	19,333	11,933	12,709
베트남(Vietnam)	11,627	15,177	16,256	24,596	14,793	14,868	9,219	27,764	67,427	67,657	66,645
Container	1,569	1,579	1,778	3,438	1,960	1,602	682	2,091	8,382	8,365	6,335
Beverageware	2,144	2,817	2,922	4,726	2,787	3,275	1,586	4,960	12,188	12,610	12,610
Cookware	994	1,432	1,811	3,095	2,269	2,000	1,062	3,491	7,609	7,332	8,822
Appliance	4,569	6,272	5,636	9,047	5,422	5,522	4,763	13,751	24,420	25,524	29,460
Others	2,351	3,075	4,109	4,291	2,355	2,468	1,126	3,470	14,828	13,826	9,418

* Korea includes Jennifer Room, excludes export channel / Vietnam excludes export channel

* Figures organized at a fixed exchange rate to exclude exchange rate effects

Appendix. 3year Business Summary

Channel by Region

Sales (KRW mil.)	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	2019	2020	2021
한국(Korea)	31,282	34,665	44,209	39,043	40,989	37,198	39,091	39,915	119,036	149,198	157,194
Online	7,401	8,804	12,297	15,109	13,539	11,966	15,169	17,407	26,844	43,611	58,082
B2B	5,195	4,268	3,650	4,924	4,862	5,690	4,054	5,251	14,323	18,037	19,858
Hypermarket	4,807	5,726	5,335	5,734	4,868	5,440	4,953	5,785	20,174	21,601	21,046
Wholesale	2,245	3,581	3,566	3,543	3,342	3,341	3,275	3,241	13,472	12,935	13,198
Homeshopping	8,458	7,447	15,054	4,909	9,561	6,970	8,883	5,401	29,124	35,869	30,815
Event	1,555	2,237	2,190	1,825	2,064	2,073	1,830	1,839	7,973	7,807	7,806
Store	1,620	2,603	2,116	2,999	2,702	1,502	836	876	7,125	9,338	5,916
Others	448	428	74	68	50	28	116	70	1,053	308	260
중국(China)	31,473	40,241	43,154	56,660	40,081	40,758	45,493	55,138	175,125	171,528	181,470
Online	14,922	21,361	24,351	35,232	20,169	21,197	27,434	33,015	86,435	95,867	101,816
B2B	8,374	10,466	9,705	12,030	12,137	11,899	10,132	13,151	41,146	40,575	47,320
Hypermarket	3,045	2,727	3,200	2,769	2,878	2,438	2,491	2,416	14,774	11,741	10,223
Wholesale	2,834	3,251	3,680	4,223	3,252	3,344	3,679	3,763	15,441	13,988	14,039
Homeshopping	799	709	408	332					3,449	2,248	0
Event	825	982	1,236	1,647	1,283	1,564	1,293	2,200	5,499	4,690	6,341
Store	557	606	499	358	310	284	346	521	7,129	2,021	1,462
Others	118	128	74	68	50	28	116	70	1,053	308	260
베트남(Vietnam)	11,627	15,177	16,256	24,596	14,793	14,868	9,219	27,764	67,427	67,657	66,645
Online	1,703	2,848	2,956	4,161	2,929	3,903	3,219	7,887	7,469	11,668	17,938
B2B	3,371	3,548	4,382	6,775	3,196	2,343	1,939	5,396	25,735	18,076	12,875
Hypermarket	1,547	1,311	1,863	2,955	2,326	2,195	1,373	3,104	8,800	7,675	8,999
Wholesale	1,034	1,973	1,026	1,105	1,044	1,027	783	1,406	2,043	5,138	4,260
Homeshopping											
Event	501								2,748	501	
Store	3,472	5,498	5,440	9,280	5,056	5,195	1,716	9,544	20,582	23,689	21,511
Others			590	321	242	206	188	427	49	910	1,062

* Korea includes Jennifer Room, excludes export channel / Vietnam excludes export channel

* Figures organized at a fixed exchange rate to exclude exchange rate effects

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