



LocknLock

'22. 2Q/1H Earnings Performance



Index

1. '22.2Q Earnings Highlights

Key Message

'22. 2Q company performance

2. Earnings by region

Korea

Vietnam

China

3. Growth Strategy

Pre-emptive digitalizing reaction

D2C business reinforcement

Differentiated product development and creation of representative product based on consumers

New growth driver, small appliances

ESG management

'22. 2H business outlook

4. Appendix

'22. 2Q/1H financial statements



1. '22. 2Q Earnings Highlights

KEY MESSAGE

- **‘22년 2Q sales at KRW119.9 bn (down 5.5% yoy), operating income KRW(2.2) bn (switching deficit)**

The impact of tightened COVID-19 lockdown in China and the continued Ukraine crisis / rising raw material price due to FX rate

- **Strong growth momentum in SE Asia market and the turnaround of Korea sales**

SE Asia market (e.g. Indonesia, Thailand, etc.), especially the Vietnam market, up 26% yoy

Amid the resurgence of COVID-19 in Korea, up 14.7% focusing on the online channel (excluding home shopping/stores with intended scale-down)

- **Beverageware leads growth in 2Q
(Strengthened alignment of local consumers' needs in product planning and branding)**

Korea up 43% yoy / Vietnam up 68% yoy / Indonesia 104% yoy

- **Scaled up sale of small appliances in the online market, the key channel in Korea**

Korea up 140% yoy (e.g. vacuum rice container, multi-cooker, etc.)

- **Expansion of online D2C business in Korea**

New members up 356% / D2C sales up 73%

'22. 2Q company performance (incl. China/excl. China)

Sales

KRW119.9 bn

Continued growth in SE Asia (Vietnam up 28%, Indonesia up 27%, Thailand up 12%)

China, down 28% due to tightened COVID-19 lockdown

Export, down 23% due to delayed recovery of demand sentiment due to inflation from endemic

Despite the lockdown of China, key products continue its growth momentum
(tumbler up 10%, cookware up 5%, container glass up 19%)

Operating profit

KRW(2.2) bn

China's lockdown policy continued until 2Q had a big impact on Chinese business

The Ukraine crisis and the hike in FX rate led to cost increase

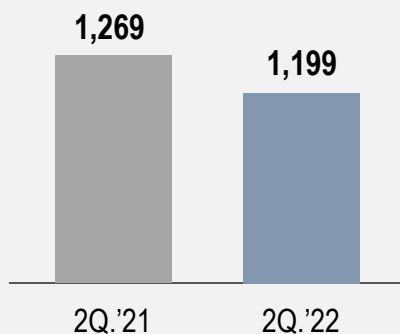
Decreased export volume leads to downsized production utilization, and thus,
drop in operating profit

Earnings overview

(Unit: KRWbn)

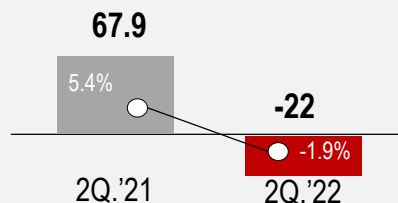
Sales

Down KRW7.0 bn (-5.5%) yoy



Operating profit

Down KRW9.0 bn yoy

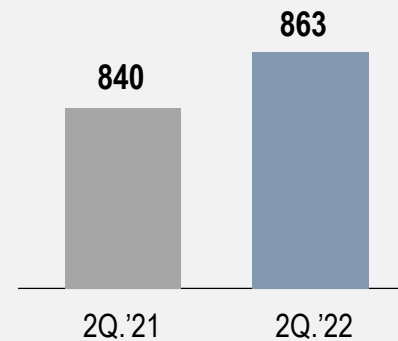


Earnings overview (excl. China)

(Unit: KRWbn)

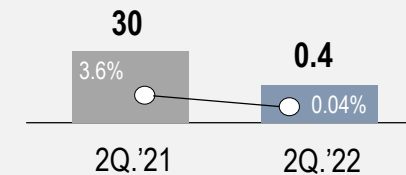
Sales

Up KRW2.3 bn (+2.7%) yoy



Operating profit

Down KRW3.0 bn yoy





2. Earnings by region

Korea

Strategic operation of channels and capabilities focus on growth areas in accordance with the changing market environment, increasing costs due to FX rate and the Ukraine crisis, continued efforts to improve profitability structures including increasing selling price

Sales

Down 3% yoy

Strategic operation of channels and reinforcement of competitiveness for flagship products in accordance with the changing market environment (downscaling home shopping and upscaling online channel)

- Realigned channel portfolio focusing on profitability (downscaling home shopping/stores)
 - Up **14.7%** yoy excluding home shipping/stores
- Focus on growth channels in response to change in market environment and consumption pattern
 - Online: Up **31%** yoy
- Increased online D2C business as a brand focused channel
 - New customer up **394%** yoy / D2C sales up **68%** yoy
- Enhanced product competitiveness to improve market positioning of key products and brand
 - Focusing in metro series, tumbler and beverage ware up **43%** yoy
 - Increased sales of new cookware products, up **6.4%** yoy (up 59% excluding home shopping)
- Established online/offline distribution channel for small appliances in addition to home shopping
 - Down **39%** due to decrease in home shopping, the former focus channel

Various collaborations to increase customer inflow and tumbler brand awareness

(Unit: KRWmn)

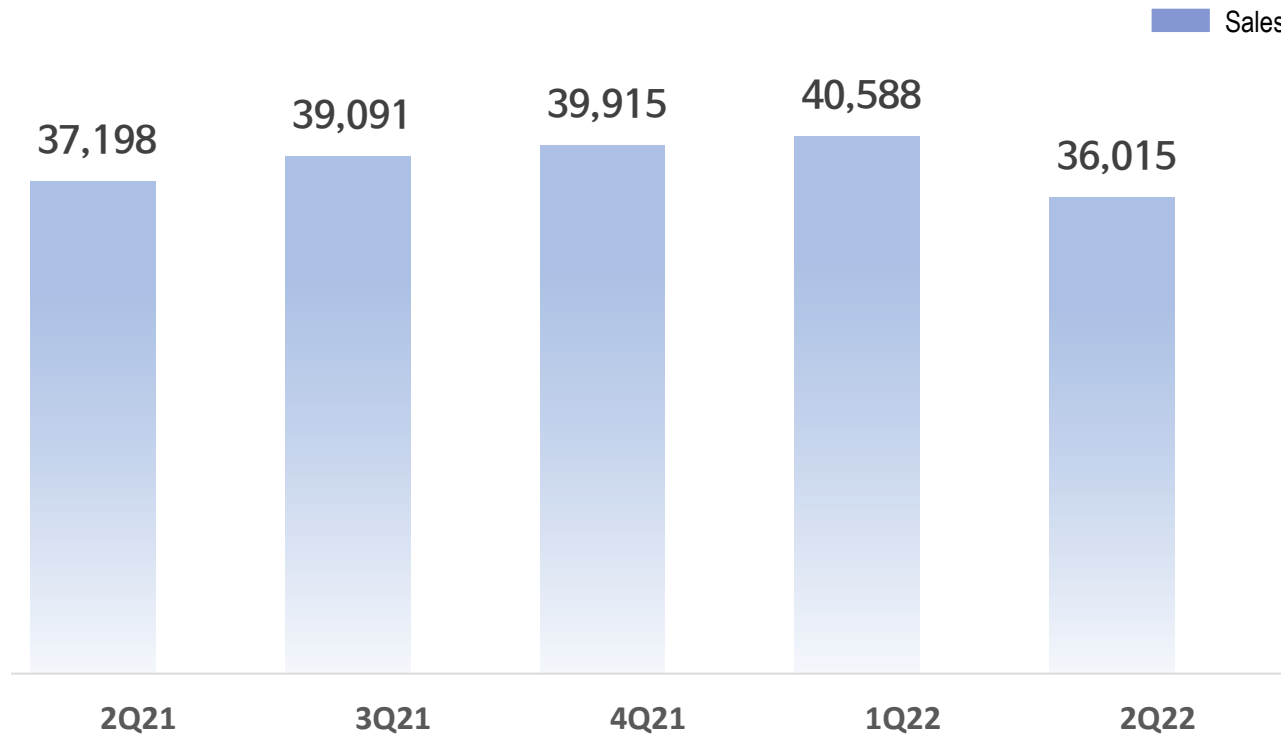
Korea ¹⁾ Sales	2Q21	2Q22	YoY
	37,200	36,017	-3.2%
Container	14,236	12,952	-9.0%
Beverageware	5,685	8,126	43.0%
Cookware	5,883	6,263	6.4%
Small appliances	7,974	4,901	-38.5%
Others	3,423	3,776	10.3%
Online	11,966	15,613	30.5%
Special offer	5,690	6,262	10.1%
Home shopping	6,970	2,502	-64.1%
Wholesale-retail	3,341	3,493	4.6%
Discount store, store, events	9,016	7,814	-13.3%
Others	217	333	53.2%

1) Korea includes Jennifer Room

Korea

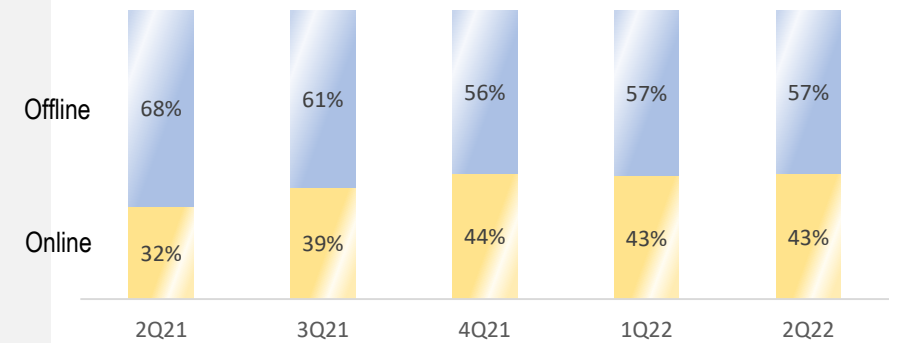
Quarterly sales trend

(Unit: KRWmn)

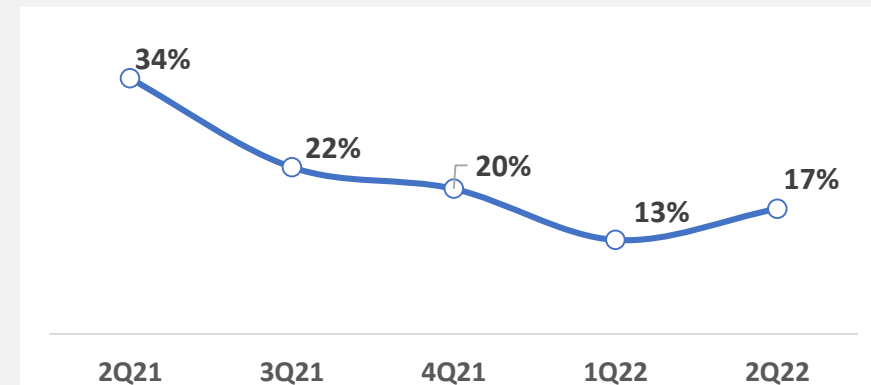


Strategic operation of
Home shopping channel

Quarterly online channel contribution trend



Online business growth rate trend (% yoy)



Vietnam

Leveraging its high brand power, LocknLock continues to roll off products (e.g. tumbler, cookware, etc.) in line with customer needs. Despite the increasing production cost, LocknLock records the highest operating profit since the last two quarters

Sales

Up 39% yoy (KRW15 bn → KRW20.9 bn)

Increased growth momentum of the three major platforms, stores, and discount stores with growth drivers of tumbler and cookware

- Stable growth throughout entire online/offline channels based on brand power and product competitiveness
 - Online up **21%**, offline up **43%**, special offer up **26%**
- Launch of flagship product based on consumer traits (tumbler for motorcycles)
 - Strengthened tumbler portfolio, enhanced market position with **68%** yoy growth
- **Online** : Sales KRW4.8 bn, up **21%** yoy
 - Proactive maneuver in response to changing consumption pattern, strengthened drive as a growing channel
 - Increased growth of the three major platforms (Sophee, Lazda, Tiki)
- **Offline** : KRW12.9 bn, up **43%** yoy
 - Enlarged customer coverage through various events including direct stores
 - Focus on customer values, new product launch, and product lineup diversification based on various TPOs

Operating profit

Up 189% yoy (KRW1.09 bn → KRW3.15 bn)

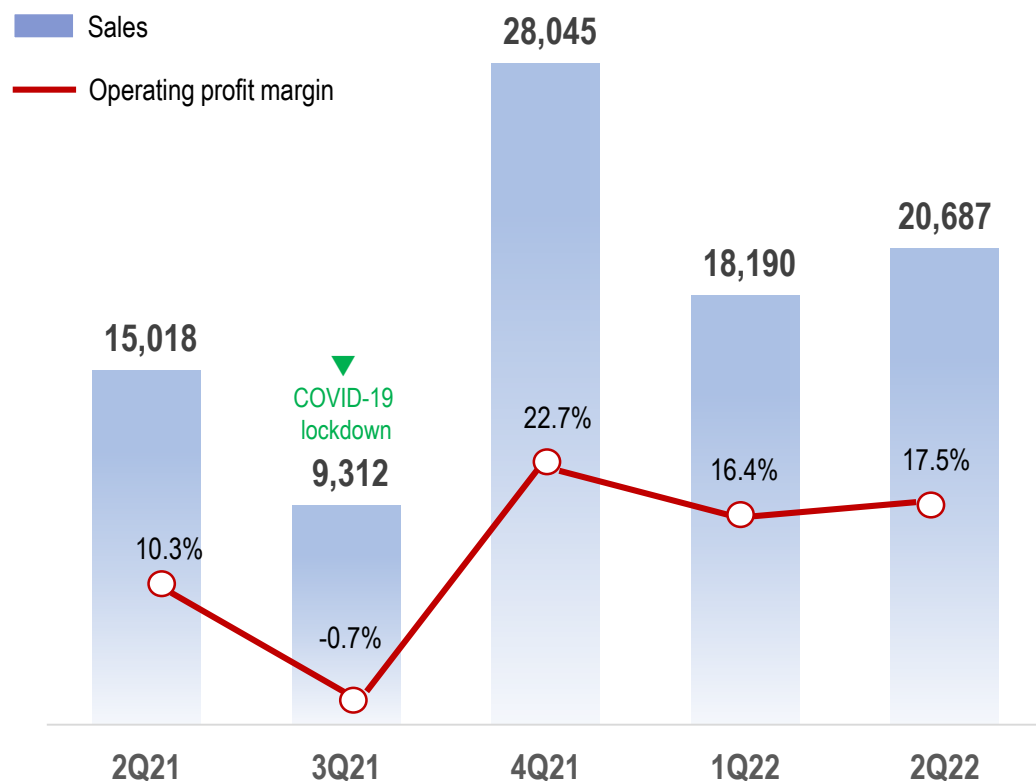
Increased operating profit despite the burden of increased production cost through product roll offs in line with customer needs and operation of high-margin products for each categories

- Despite the unfavorable business environment and increased cost burden, profit enlarged on the back up increased sales price and profitability enhancement throughout the value chain
 - All categories excluding small appliances showed improved GP margin vs. the previous year
- Increased profitability by cost structure optimization
- GP improvement through product mix optimization
 - Model/channel mix improvement for new products including tumbler, water bottles, etc.

Vietnam

Quarterly sales / operating profit margin

(Unit: KRWmn)



(단위 : 백만원)

Vietnam ¹⁾	2Q21	2Q22	YoY
Sales	15,343	20,687	34.8%
Container	1,751	2,143	22.4%
Beverageware	3,375	5,683	68.4%
Cookware	2,049	3,117	52.1%
Small appliances	5,669	6,565	15.8%
Others	2,499	3,179	27.2%
Online	3,942	4,761	20.8%
Special offer	2,367	2,992	26.4%
Home shopping	0	0	
Wholesale-retail	1,037	1,262	21.7%
Discount store, store, events	7,465	11,018	47.6%
Others	533	654	22.8%

China

Downturn in quarterly earnings due to direct impacts of major cities' (incl. Shanghai) lockdown as COVID-19 resurges (e.g. logistics lockdown, curfew, close of store operation, etc.)

Sales

Down 24% yoy

Use of own logistics amid limited operating environment as limited access to Chinese wholesalers / minimizing negative impact of earnings through special offers for new markets for COVID-19

- Live commerce, a new growth platform, up **17%** yoy
- Despite the cutdown in profit due to external factors, market competitiveness remains stable
 - (618 event) T-mall flagship store sell-out up **12.8%** yoy
 - (618 event) T-mall airtight container #1 maintained / kitchen utensils #3
 - (618 event) JD airtight container and kitchen utensils #1 maintained
Tumbler, water bottle #3 (vs. '21 #4)
- Positive market reaction of air fryer, a strategic product (accumulated sales of 17,000 units)

Operating profit

2Q KRW(2.3)bn

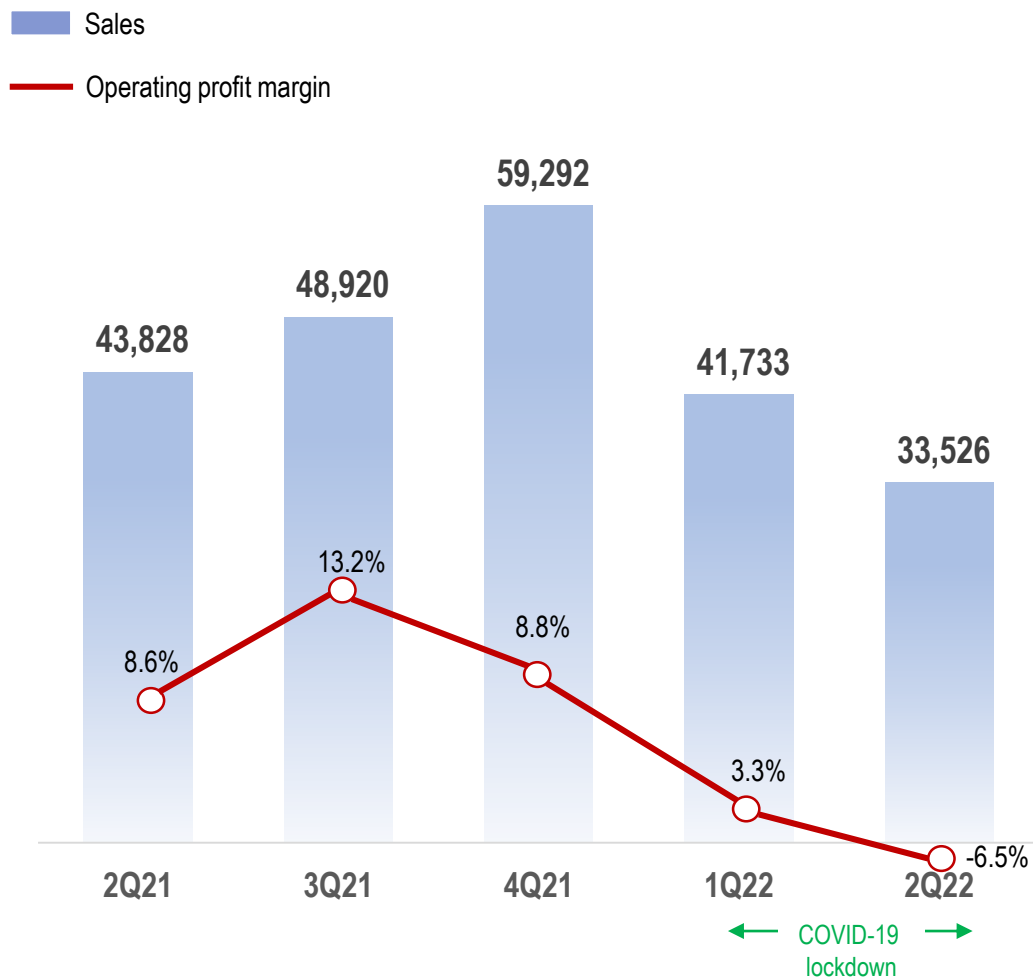
Decrease in gross profit as sales decreases and prepaid marketing expense increases

- Limited fixed cost effect as gross profit decreases as sales decreases
- Increased SG&A due to prepaid marketing expense
- ※ Cost optimization underway based on 2Q contingency plan

China

Quarterly sales / operating profit margin

(Unit: KRWmn)



(단위 : 백만원)

China ¹⁾ Sales	2Q21	2Q22	YoY
	43,828	33,526	-23.5%
Container	9,679	9,110	-5.9%
Beverageware	23,587	17,164	-27.2%
Cookware	3,210	2,287	-28.8%
Small appliances	3,727	3,068	-17.7%
Others	3,625	1,897	-47.7%
Online	22,794	19,286	-15.4%
Special offer	12,796	8,446	-34.0%
Home shopping	0	0	
Wholesale-retail	3,596	2,622	-27.1%
Discount store, store, events	4,610	3,123	-32.3%
Others	33	50	52.3%



Growth Strategy

Pre-emptive digitalizing reaction (1/3)

Proactively maneuvering in response to changing market environment and consumption pattern triggered by COVID-19 in major countries (Korea, China, Vietnam)

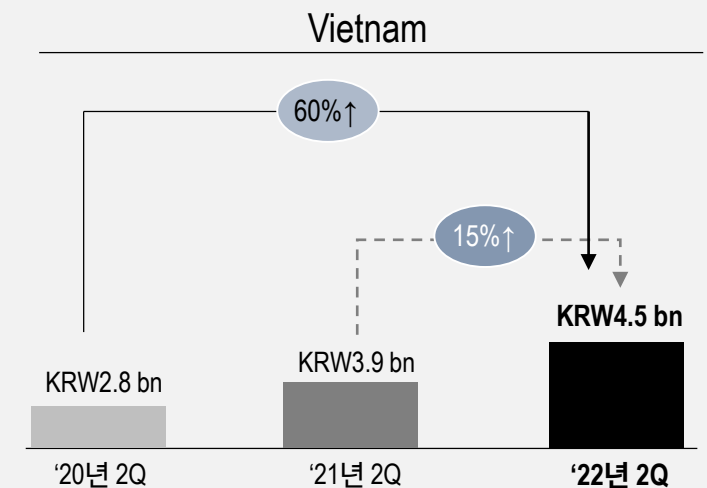
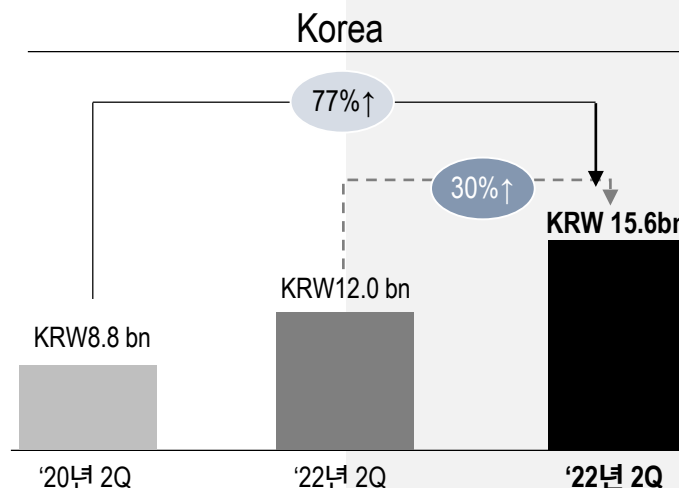
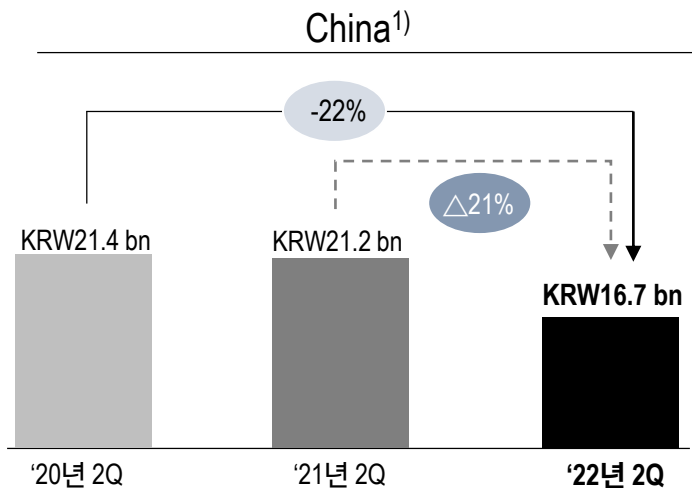
2Q online sales (excl. China) records KRW22.3 bn, up 28% yoy (Korea up 30% / SE Asia up 21% yoy)

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

- China**
 - Leading presence in the biggest online channel T-mall, JD
 - Online sales in '20: W96bn (56% of '20 FY sales in China)
- Korea**
 - Focused on indirect online sale (Online B2B in '18: 66%)
- Vietnam**
 - Offline/special offer focus

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

- China**
 - Leading presence in T-mall, JD
 - Preemptive response to emerging platform/live (PDD, TikTok)
- Korea**
 - Promoting D2C / B2C capabilities
 - Focus on live commerce (Naver, Grip)
- Vietnam**
 - Leading presence in major three platforms
 - Linking online/offline marketing based on brand power



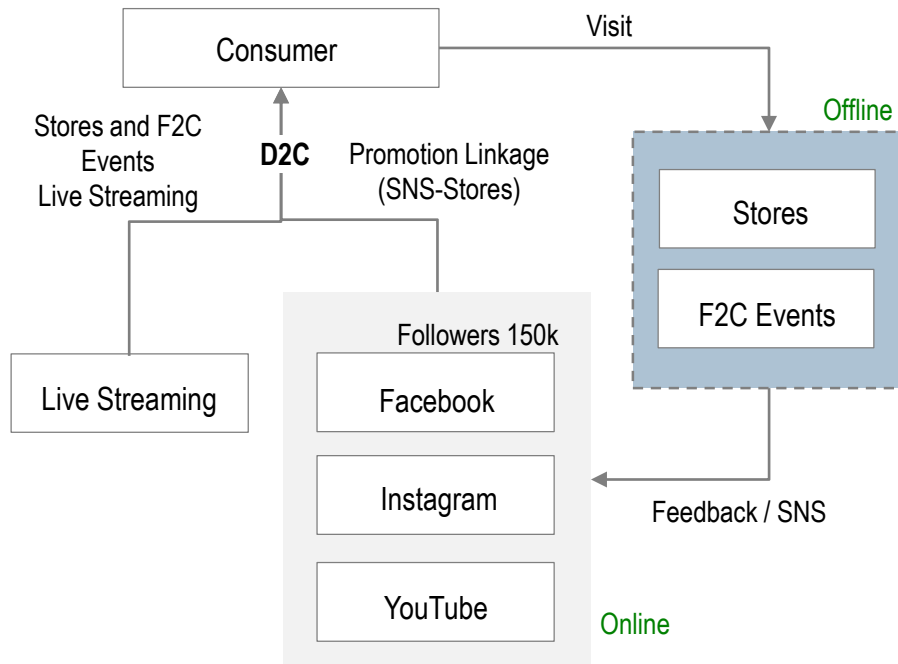
1) Market lockdown in 2Q due to COVID-19

Pre-emptive digitalizing reaction (2/3)

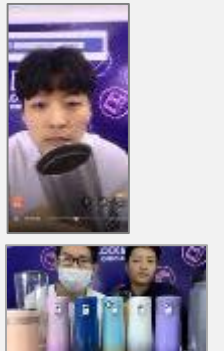
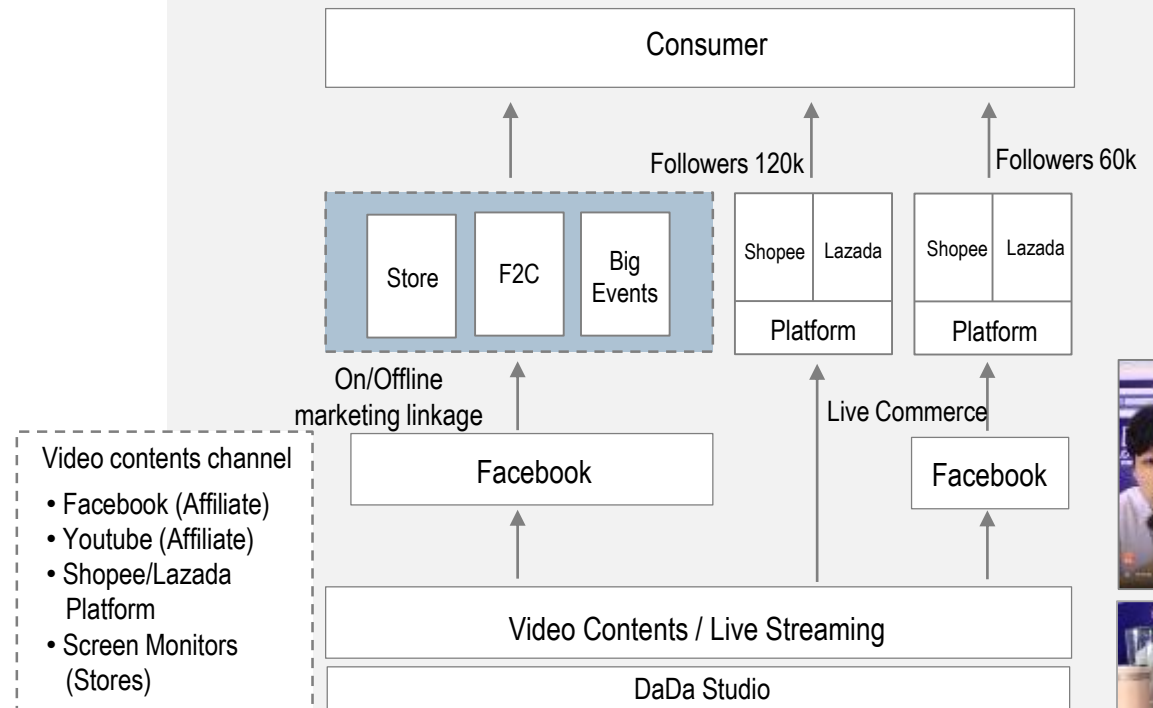
Optimizing Online to Offline (O2O) Marketing in Vietnam → Preemptive / Active Response to Online Potential Market

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



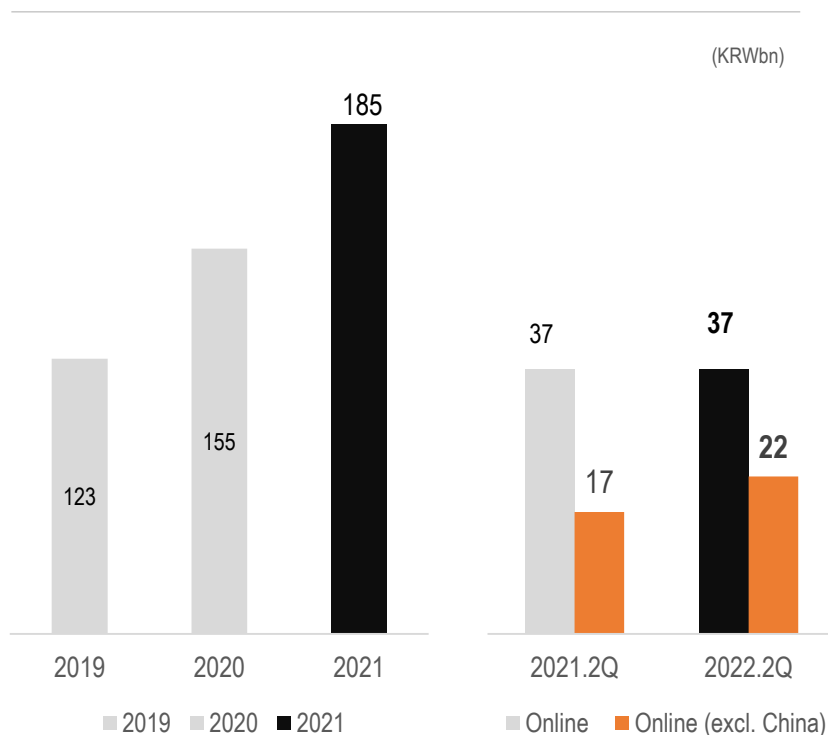
Pre-emptive digitalizing reaction (3/3)

Continued expansion of online sales growth by region

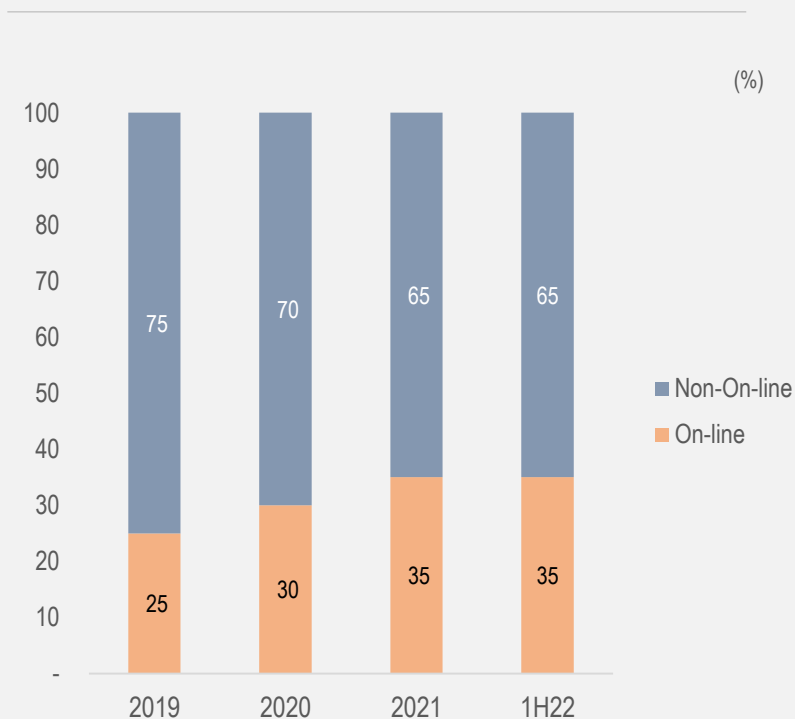
Continued quarterly growth on the back of expansion of Korea D2C business and SE Asia online platform market in 2Q

Degrowth in online channel (vs. previous year) due to unfavorable 2Q market environment from COVID-19 lockdown in China

Online sales



Online sales contribution



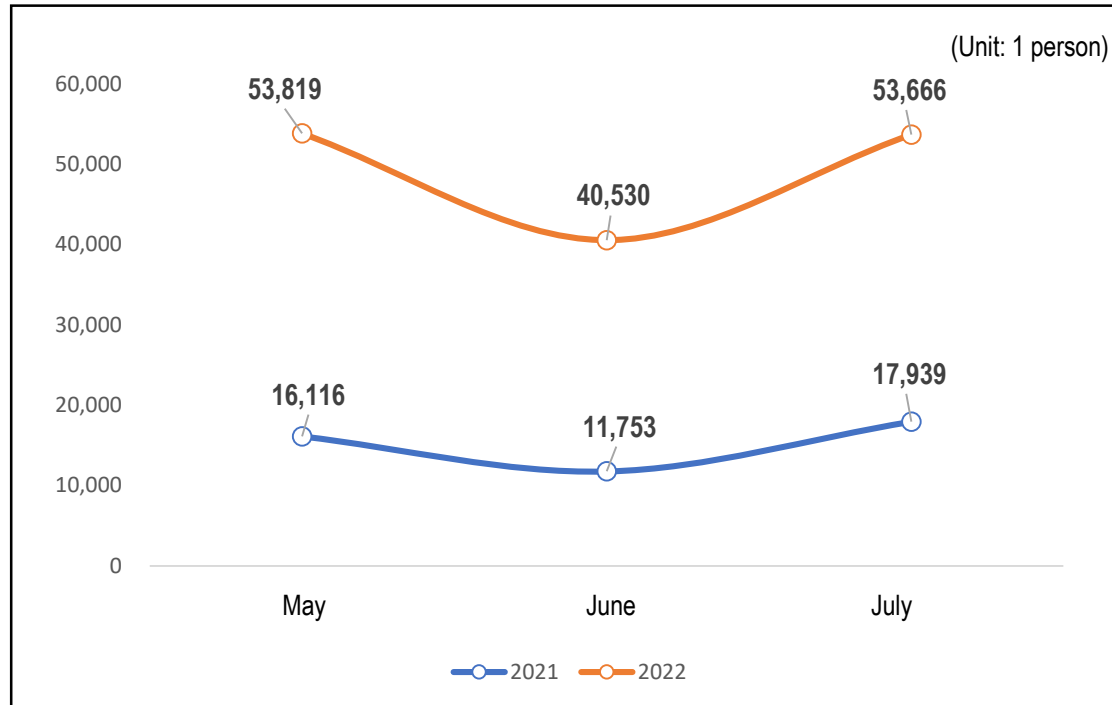
D2C business reinforcement

D2C business expansion in order to transit towards brand platform and customer-friendly business

Strengthening of customer-friendly marketing through enhancement of owned mall, securement of members, enlarged customer inflow

Q2 D2C in Korea up **73%** yoy / number of new members up **346%**

New member inflow trend (Korea)



Major online consumer metrics

<div>AMOUNT/ORDER</div> <div>29,268</div> <div>+77% VS LY</div>	<div>UNIT/ORDER</div> <div>3.3</div> <div>+6.5% VS LY</div>	<div>MOBILE</div> <div>Traffic: 80%</div> <div>Demand: 84%</div>
<div>CVR</div> <div>2.4%</div> <div>+20% VS LY</div>	<div># OF MEMBERS</div> <div>35.8만</div> <div>wmn: 66% men: 34%</div>	<div># OF NEW</div> <div>14.8만</div> <div>+223% VS LY</div>

Designing customer-focused differentiated products and securing flagship products

Designing products and enhancing product competitiveness through consideration of customer lifestyle by regions / TPO

Launched hit products, such as beverage ware (tumbler) and cookware (Vietnam V tumbler for autocycles, Korea Suit IH series, etc.) in Q2

Region

Customer lifestyle

Vietnam

- Consumers drinking water frequently in hot and humid weather

Double cap filter to prevent ice from spilling out

Straw caps / flip caps offered

- Customized for motorcycles, a common transportation

Ring-shaped design that can be hung in a handle

Easy to move with an integrated handle

Korea

- Targeting 30s and 40s interested in kitchen interior

Sensible interior items

Safe even when cooking on a table

- Rapid growth of the induction market

Wide full induction which increases thermal conductivity

Optimized level of thickness despite the heat of induction (3T)

Key differentiated product

'22.1H performance



Bucket tumbler



Belt bottle tumbler

- Bucket tumbler 129,000 units sold
- Belt bottle 185,000 units sold



Suit IH

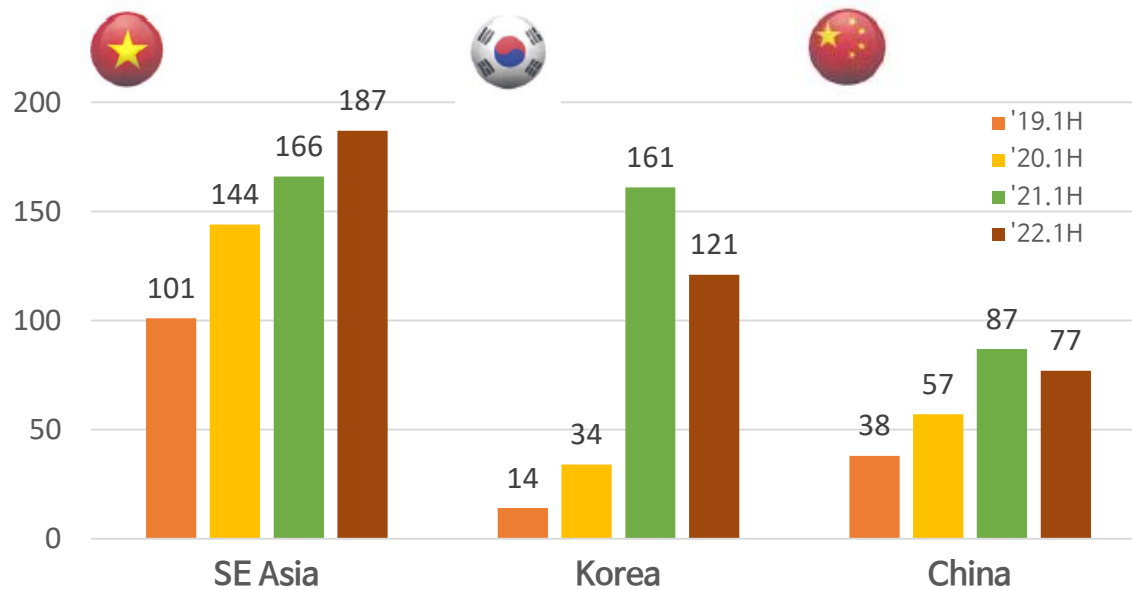
- Accumulative 86,200 sets / KRW1.73 bn sold since its launch in August '21
- Accumulative 63,800 sets / KRW1.23bn sold during 21.1H

New growth driver; small appliances business

Strengthened growth trend through small appliances business as a new growth driver

Proactive scale-up of SE Asia market (e.g. Thailand, Indonesia, Taiwan, etc.) led by Vietnam & Maintaining growth momentum of Korea, China market

1H small appliances sales overview (Unit: KRWbn)








※ SE Asia: Vietnam, Indonesia, Thailand

※ Korea: Impact of downsizing home shopping channel mix in '22.1H

※ China: Impact of COVID-19 lockdown in '22.1H

2H major launched products

	Launched product	Launch date	Major channel
Vietnam	 Improved steam oven	Launched	Entire channel
	 Low-end / premium electric rice cooker	Low-end: August Premium: end of the year	Direct shop / online
Korea	 Large-size / dial food waste refrigerator (5L)	August	Online / owned shop
	 automatic espresso machine	October	Offline
China	 Heat tumbler	September	Online

ESG Management

'22 is the first year to lay the foundation for LocknLock's ESG management. LocknLock published an ESG report equipped with ESG strategies and future directions ('22 Aug)

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

Start practical activities for carbon neutrality

- **Monitoring of greenhouse gas emissions by business site**
(Carbon neutrality by 2050)
- **Use of green energy**
(Rate of green energy usage 30% by 2031)
- **Highlighting energy efficiency**
(Introduction of energy efficiency system by 2022)
- **Eco-friendly packaging**

Production of safety products for Earth and people

- **Tightened management of hazardous chemicals**
(Usage of EU REACH restricted chemicals 0%)
- **Guarantee product safety and quality**
(Disclosure of key ingredients in website)
- **ESG management for supply chain**

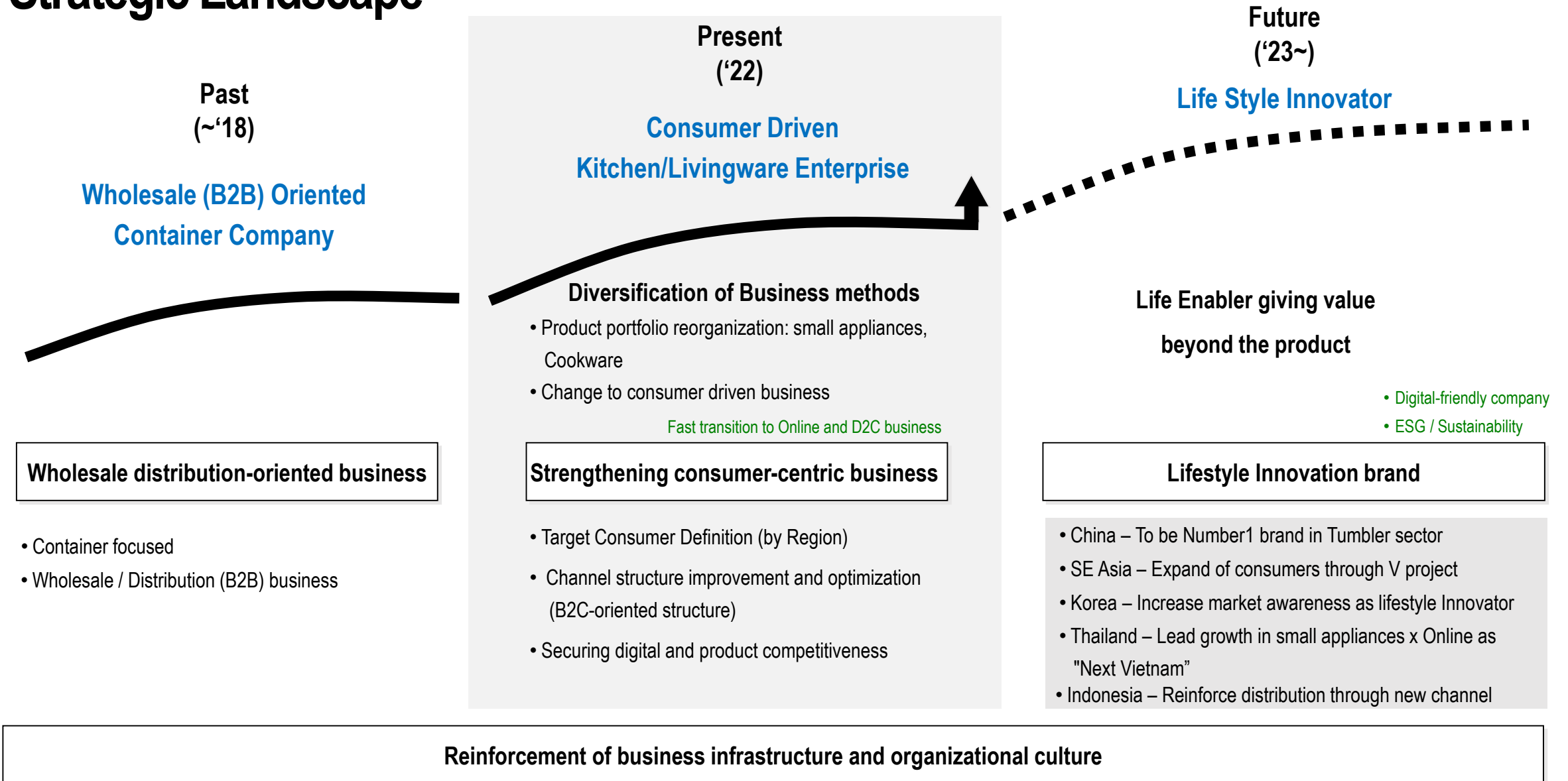
Spreading sound corporate governance

- **Securing effective decision-making process**
- **Building diverse and professional board of directors**

| '22.2H outlook

- Cost and margin are expected to be an ongoing burden in the second half of the year; however, **Korea** is expected to increase in sales due to (i) increased sales price of major categories, (ii) focus on strategic channels, (iii) strategic operation of channels by category, and (iv) ramp-up of small appliances launched in 2Q
- **China** is expected to recover its sales as (i) economic activities resume after eased quarantine policies, (ii) new products are designed to expand the customer segment base preparing for Double Ninth Festival and Singles' Day, (iii) regional coverage is expanded. Channel / cost optimization continued after 2Q will enhance the current margin
- **SE Asia market** including Vietnam is expected to continue its growth in the second half of the year on the back of the launch of new products of tumblers and small appliances
- **Export** in the major developed markets (e.g. US market) are expecting a delay in recovery of the demand due to inflation after the endemic

Strategic Landscape



Appendix

'22. 2Q / 1H Financial statements

(Unit: KRWmn)

Consolidated P&L		2022		2021		2020		YoY			
		'22 2Q	'22 1H	'21 2Q	'21 1H	'20 2Q	'20 1H	'2Q		1H	
Sales		119,867	250,931	126,878	251,478	118,058	218,164	-7,011	-5.5%	-546	-0.2%
	China	33,660	75,194	42,897	84,814	41,976	74,708	-9,237	-21.5%	-9,620	-11.3%
	Korea	34,225	72,471	34,928	73,198	34,604	65,850	-703	-2.0%	-727	-1.0%
	Vietnam	21,593	40,373	15,253	30,257	17,309	30,697	6,340	41.6%	10,115	33.4%
	Export	18,389	38,570	23,776	41,371	17,040	32,377	-5,387	-22.7%	-2,801	-6.8%
	Other	12,000	24,324	10,023	21,837	7,127	14,532	1,977	19.7%	2,486	11.4%
GP		48,908	103,437	55,102	110,147	51,391	98,097	-6,194	-11.2%	-6,711	-6.1%
	China	12,697	28,646	17,337	34,820	17,751	32,342	-4,640	-26.8%	-6,174	-17.7%
	Korea	15,098	33,237	18,752	38,396	17,948	35,351	-3,654	-19.5%	-5,159	-13.4%
	Vietnam	10,549	19,788	7,475	15,025	8,058	14,389	3,074	41.1%	4,763	31.7%
	Export	5,527	11,224	6,418	11,441	4,064	8,405	-891	-13.9%	-217	-1.9%
	Other	5,037	10,541	5,120	10,465	3,571	7,610	-84	-1.6%	76	0.7%
GP%		40.8%	41.2%	43.4%	43.8%	43.5%	45.0%		-2.6%		-2.6%
	China	37.7%	38.1%	40.4%	41.1%	42.3%	43.3%		-2.7%		-3.0%
	Korea	44.1%	45.9%	53.7%	52.5%	51.9%	53.7%		-9.6%		-6.6%
	Vietnam	48.9%	49.0%	49.0%	49.7%	46.6%	46.9%		-0.2%		-0.6%
	Export	30.1%	29.1%	27.0%	27.7%	23.9%	26.0%		3.1%		1.4%
EBIT		-2,231	3,834	6,789	13,449	4,577	5,370	-9,020	-132.9%	-9,615	-71.5%
EBITDA		6,267	20,334	14,935	30,026	13,692	23,710	-8,668	-58.0%	-9,691	-32.3%
Net Profit		-576	4,925	3,249	6,797	2,399	2,889	-3,825	-117.7%	-1,872	-27.5%

Appendix. 3year Business Summary (based on three major countries)

Category by Region

Sales (KRWmn)	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	2Q22	2019	2020	2021
한국(Korea)	31,282	34,665	44,209	39,043	40,989	37,198	39,091	39,915	36,015	119,036	149,198	157,194
Container	11,713	14,207	14,532	15,010	14,386	14,236	15,381	14,335	12,952	48,447	55,462	58,338
Beverageware	3,440	5,530	4,223	7,491	5,396	5,685	4,986	8,701	8,126	19,286	20,684	24,769
Cookware	8,533	7,697	9,626	6,277	9,500	5,883	7,161	7,605	6,263	31,327	32,132	30,150
Appliance	909	2,357	11,374	6,868	7,936	7,974	8,493	6,439	4,901	3,235	21,509	30,842
Others	6,687	4,874	4,453	3,397	3,770	3,421	3,070	2,835	3,774	16,741	19,411	13,096
중국(China)	32,595	41,675	44,692	58,679	43,100	43,828	48,920	59,292	33,526	178,924	177,640	195,140
Container	12,801	13,650	12,250	12,530	10,428	9,679	9,263	10,708	9,110	44,790	51,230	40,078
Beverageware	13,406	15,955	22,920	35,610	21,751	23,587	29,131	34,658	17,164	92,730	87,892	109,127
Cookware	2,194	5,517	3,121	3,711	3,322	3,210	2,953	3,226	2,287	13,182	14,544	12,711
Appliance	2,215	3,517	2,347	3,536	4,982	3,727	3,513	7,335	3,068	8,469	11,615	19,558
Others	1,979	3,036	4,053	3,291	2,617	3,625	4,059	3,365	1,897	19,753	12,358	13,666
베트남(Vietnam)	13,285	16,747	17,827	27,148	15,265	15,343	9,592	28,696	20,687	78,940	75,008	68,896
Container	2,203	1,931	2,109	3,674	2,061	1,751	720	2,180	2,143	14,910	9,917	6,713
Beverageware	2,432	3,091	3,161	5,077	2,992	3,375	1,643	5,140	5,683	13,417	13,761	13,150
Cookware	1,144	1,641	2,005	3,524	2,385	2,049	1,143	3,758	3,117	8,569	8,314	9,335
Appliance	4,873	6,770	6,173	10,277	5,413	5,669	4,923	14,080	6,565	25,984	28,093	30,086
Others	2,633	3,315	4,378	4,597	2,414	2,499	1,162	3,538	3,179	16,061	14,924	9,613

Appendix. 3year Business Summary (based on three major countries)

Channel by Region

Sales (KRWmn)	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	2Q22	2019	2020	2021
한국(Korea)	31,282	34,665	44,209	39,043	40,989	37,198	39,091	39,915	36,015	119,036	149,198	157,194
Online	7,401	8,804	12,297	15,109	13,539	11,966	15,169	17,407	15,613	26,844	43,611	58,082
B2B	5,195	4,268	3,650	4,924	4,862	5,690	4,054	5,251	6,262	14,323	18,037	19,858
Hypermarket	4,807	5,726	5,335	5,734	4,868	5,440	4,953	5,785	5,265	20,174	21,601	21,046
Wholesale	2,245	3,581	3,566	3,543	3,342	3,341	3,275	3,241	3,493	13,472	12,935	13,198
Homeshopping	8,458	7,447	15,054	4,909	9,561	6,970	8,883	5,401	2,502	29,124	35,869	30,815
Event	1,555	2,237	2,190	1,825	2,064	2,073	1,830	1,839	1,978	7,973	7,807	7,806
Store	1,620	2,603	2,116	2,999	2,702	1,502	836	876	571	7,125	9,338	5,916
Others	0	0	0	0	52	215	92	114	331	0	0	473
중국(China)	32,595	41,675	44,692	58,679	43,100	43,828	48,920	59,292	33,526	178,924	177,640	195,140
Online	15,454	22,122	25,219	36,488	21,689	22,794	29,501	35,502	19,286	88,310	99,283	109,486
B2B	8,673	10,839	10,051	12,459	13,051	12,796	10,895	14,142	8,446	42,039	42,021	50,884
Hypermarket	3,154	2,824	3,314	2,867	3,095	2,622	2,679	2,598	2,105	15,094	12,159	10,994
Wholesale	2,935	3,367	3,811	4,374	3,497	3,596	3,957	4,046	2,622	15,776	14,487	15,096
Homeshopping	827	735	422	344	0	0	0	0	0	3,524	2,328	0
Event	854	1,017	1,280	1,705	1,380	1,682	1,391	2,366	761	5,618	4,857	6,819
Store	577	628	517	371	333	306	372	560	256	7,284	2,093	1,572
Others	122	143	77	71	54	33	125	78	50	1,280	412	290
베트남(Vietnam)	13,285	16,747	17,827	27,148	15,265	15,343	9,592	28,696	20,687	78,940	75,008	68,896
Online	1,802	3,014	3,129	4,404	2,959	3,942	3,252	7,966	4,761	7,811	12,348	18,119
B2B	3,567	3,755	4,638	7,170	3,228	2,367	1,959	5,451	2,992	26,915	19,130	13,005
Hypermarket	1,637	1,388	1,971	3,127	2,350	2,217	1,387	3,136	3,421	9,203	8,123	9,090
Wholesale	1,094	2,088	1,086	1,170	1,055	1,037	791	1,420	1,262	2,136	5,437	4,303
Homeshopping	0	0	0	0	0	0	0	0	0	2	0	0
Event	530	0	0	0	0	0	0	0	0	2,874	530	0
Store	0	0	592	334	190	190	190	190	0	0	926	758
Others	4,654	6,503	6,411	10,943	5,484	5,591	2,013	10,534	8,252	30,000	28,512	23,621

Strong Global Footprint LocknLock

LocknLock has 119 export destinations and operates more than 100 stores globally. LocknLock brand is well established especially in the emerging markets including Korea, China and Vietnam.

119

Export Destinations

109+

Total Stores

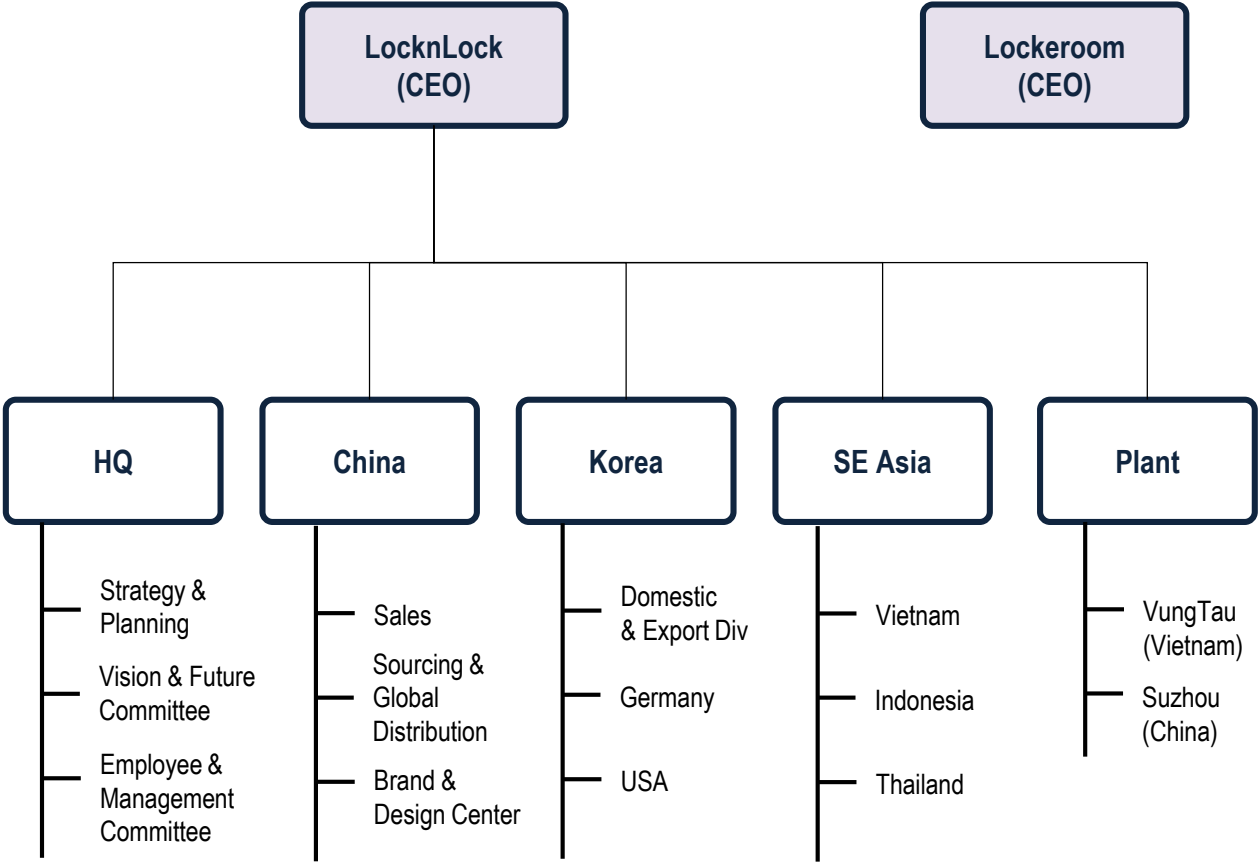


Company Overview

▶ Company Profile

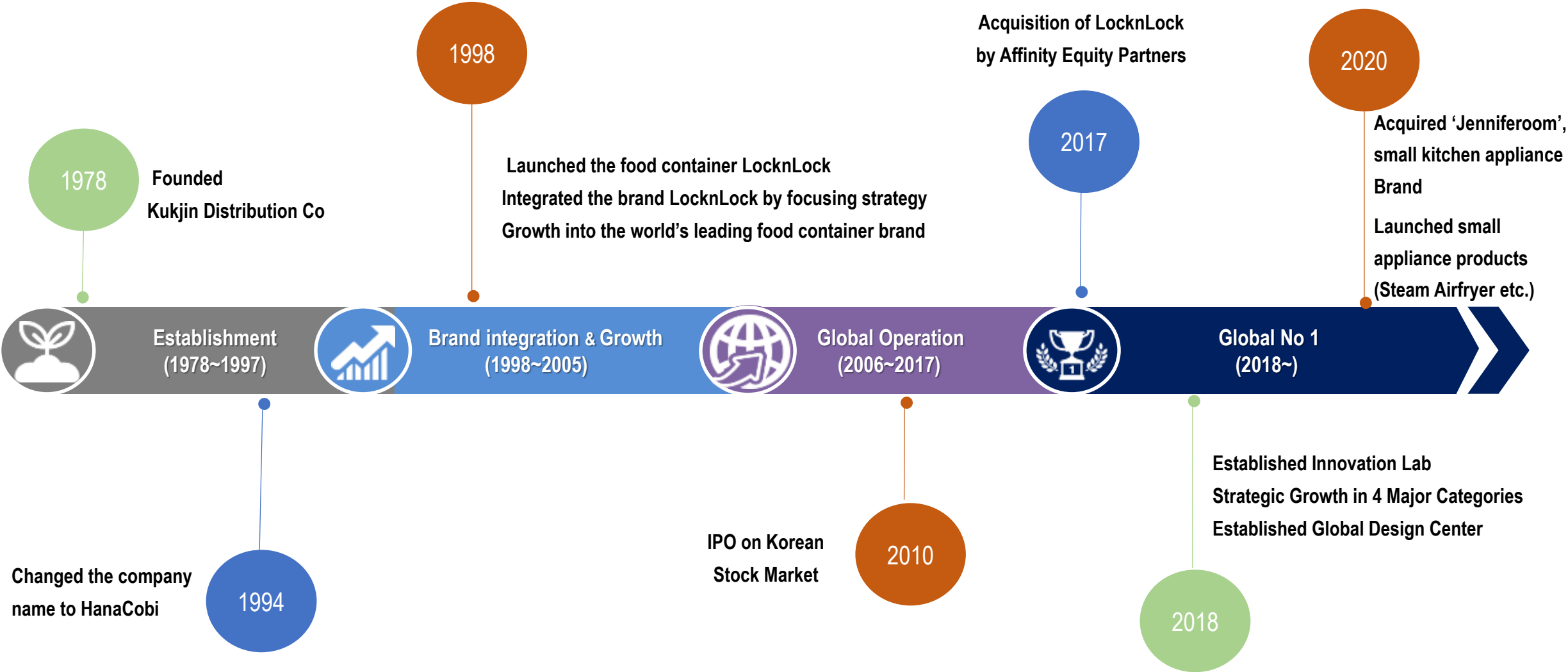
Company Name	Lock & Lock Co Ltd
CEO	(Co-CEO) SungHoon Ghim, (Co-CEO) SungTae Kim
Foundation Date	11 November 1978
Address	Seoul, Korea: 14, Sejong-daero, Jung-gu, Seoul, Republic of Korea Ansung, Korea: 1260, Manse-ro, Wongok-myeon, Anseong-si, Gyeonggi-do, Republic of Korea
Homepage	www.locknlock.com
Market Capitalization	USD457.4 mn (KRW543.3 bn) (Date: Dec-21)
Number of Employees	Total 3,620 (Date: Dec-21, including domestic/global)
Major Categories	Food Containers (Plastics/Glass, kimchi container, 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, Registered1,199 cases] (Date: Dec-21)

▶ Organization



Company Overview

Company History



Company Overview

Globally renowned
“Power brand
LocknLock”



2004년~2022

Awarded **1st Prize (19 consecutive years)** in Airtight container field & **1st Prize (6 consecutive years)** in Kitchenware (cookware) field at Korea Brand Power Index



2008~2022



Won several prizes at **World design awards** in ‘Reddot’, ‘iF’, ‘IDEA’, etc

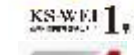


reddot award 2014
winner



2009~2018, 2020~2022

Korean Standard Well-being Consumer Index KS-WCI) Awarded **1st Prize (10 consecutive years), 1st Prize ('20-'22)**



2014~2021

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



2012~2021

Top 100 Brand Product of Trust & Use award, Vietnam (10 consecutive years)



2009~2018

LOHAS (Lifestyle of Health and Sustainability) Received Certification
(10 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

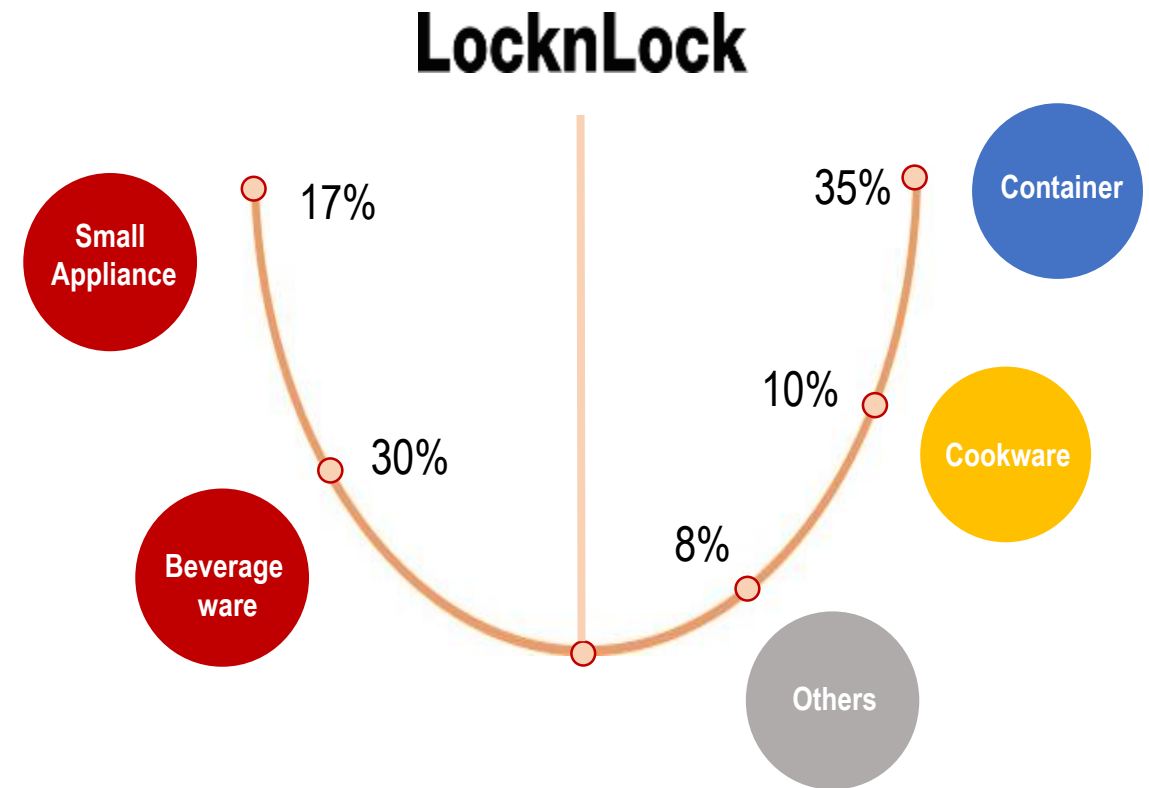
Company Overview

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

Major Business



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

Company Overview

'22 Growth strategy

Location

“sustainable growth and brand based on regional growth engine and strengthening brand positioning”
“Growth of small appliances and accelerated online B2B business”



China

- Focus on premiumization of the tumbler brand
- Small appliances to be the 2nd growth driver



Korea

- Profit enhancement of channel mix and strengthened strategic products (small appliances and cook ware)
- Focus on online business (Expansion of D2C and B2C)



Vietnam

- Profit maximization through channel mix (strengthened online channel and store optimization)
- Development of new growth engines



Export

- Business enhancement through focus on sizable sellers (QVC, Meyer)
- Finding of new overseas sellers

Product

“Accelerated growth driver with small home appliances as a key driver”
“Increased growth of beverage ware and solid market entry of cook ware”



small appliances

- Key driver of business transformation



Beverage ware

- Maintained growth trend / premiumization



Cook ware

- Solid market entry



Container

- Bridge of brand image



Products

▶ Small Appliance

“Leading the market with differentiated and innovative new products in line with customer needs”

Super Steam Fryer

과학적 스팀프라이어 S2

110℃ 스팀 조림이 만드는 속육살과 배지살
에어프라이어, 오븐, 구운, 튀김, 찜, 찜기를 버는 히트템!

디모기



Knife&Chopper Sterilizer 2.0

학원학 칼도마 살균기 2세대

100℃ 15분 살균, 냉온보온 건조까지 갖춘 커터
고온 분리가 가능해 위생적인 건조장치

디모기



Food Waste Cooler

음식물 쓰레기 냉장고 3L

냉새나고 부패할 수 있는 음식물을 깔끔하게 처리하는
냉다이 냉동냉조제를 이용한 음식물 쓰레기 냉장고

디모기



Vacuum Rice Bucket 25kg

물냉 장동 냉동 25kg

이온 실리온으로 강화된 일체형과 압수축기는 완전 구조
자율 관공화 시작

디모기



Products

▶ Beverageware

“Strengthened On the Table area in line with market trends and enhancing brand identity through fashionable design”
“Expanding new business areas”



Products

▶ Cookware

“Differentiated attractive design and diversified colors / product diversification to enter new market such as camping”



Products

▶ Container

“Expanding the lineup to strengthen brand awareness across all age groups”

- Enlarged storage containers in line with changing home cooked meals
- Targeting parents of elementary / pre-school children
- Introduction of ECO materials as ecofriendly consumption increases
- Diversified materials and strengthened expertise based on “Belief, trust”



E.O.D

LocknLock