

"Start your K-Business journey with KODY!"

Collaboration Project Proposal

(08362) 1007-1008, A, GuroSKV1center,
88, Bugwang-ro, Guro-gu, Seoul, Republic of Korea



HAINK Co., Ltd.
b2b@haink.co

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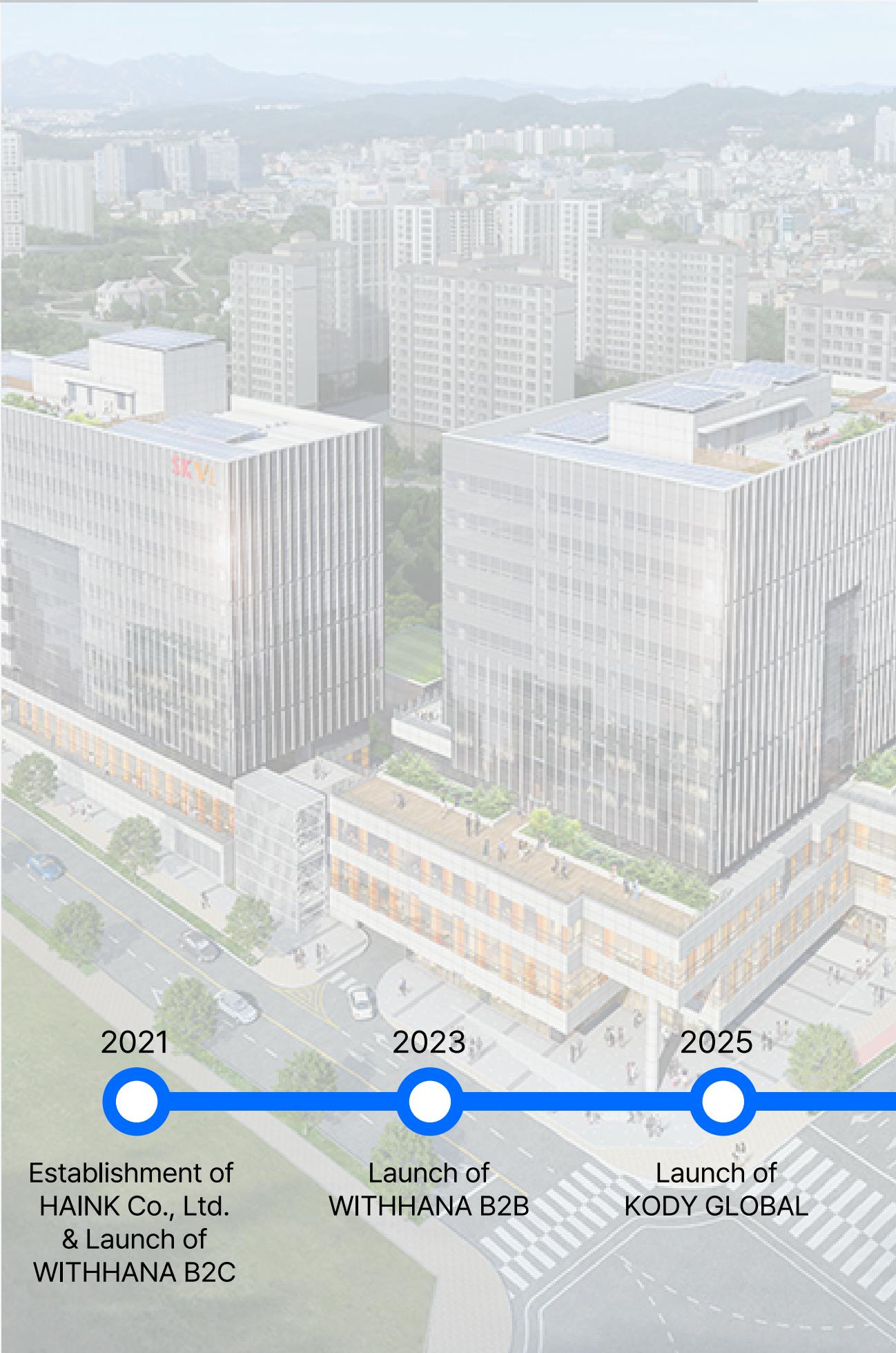
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01.

Company Introduction

Name	HAINK Co., Ltd.
CEO	Jiyeon Kim (Hailey)
Address	(08362) 1007-1008, A, GuroSKV1center, 88, Bugwang-ro, Guro-gu, Seoul, Republic of Korea
brand	Kody. K-B2B One-Stop Solution
Website	www.kodyglobal.com
Email	b2b@haink.co



01.

Kody. Status



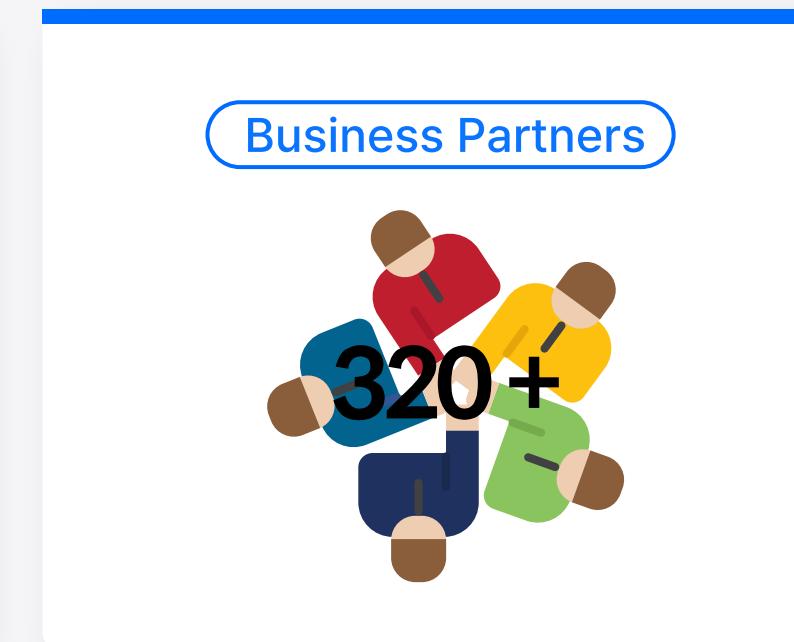
3.2x Growth in Partner's Average Revenue

After partnering with KODY, clients' average revenue increased by 3.2x.



Partners Across 49 Countries

Core Network Region: Europe
Expanding into North America, South America, and Russia through our established European network



320+ partner companies registered on our platform

Building long-term collaboration and growth through trusted partnerships



Local Partner Connections & Collaboration in 10 Countries

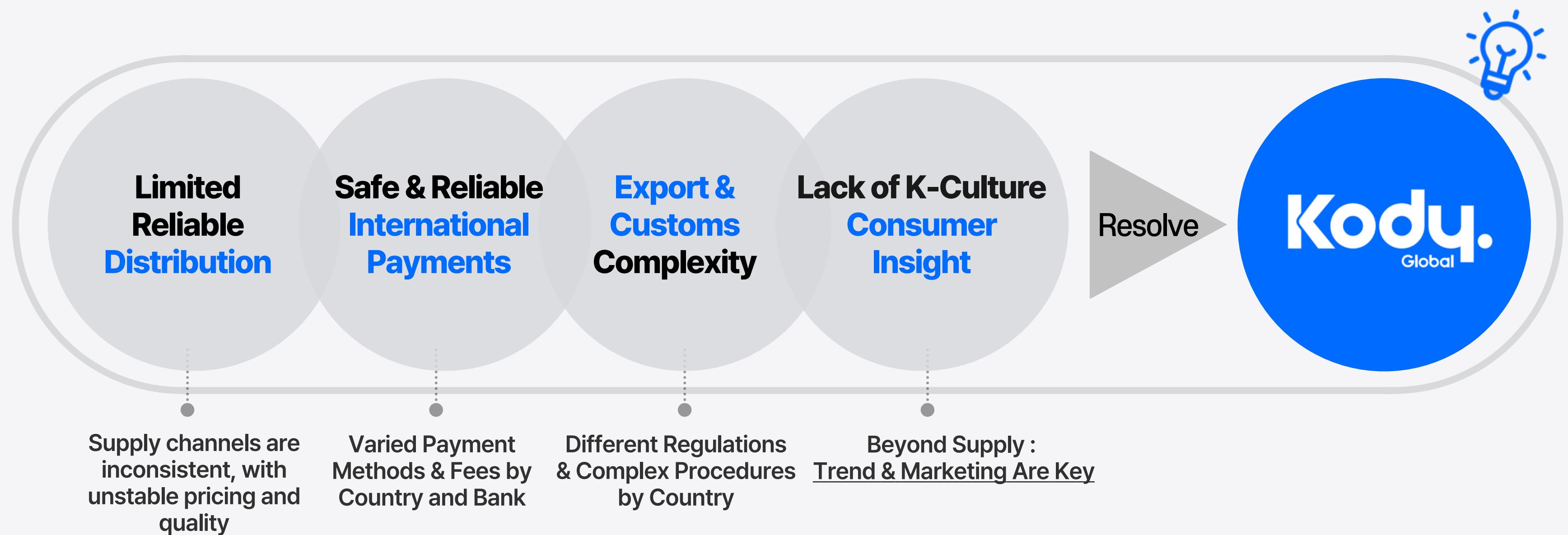
Buyer matching and branch operations supported by KOTRA in 10 countries

Case: Belarus, Oct 2024 – Led overall planning for a K-POP store (Strategic goods control country)

We've helped our clients grow their average revenue by 3.2 times, **leading global K-Business expansion** through a trusted B2B network and collaboration with KOTRA.

02. **Kody.** Introduction

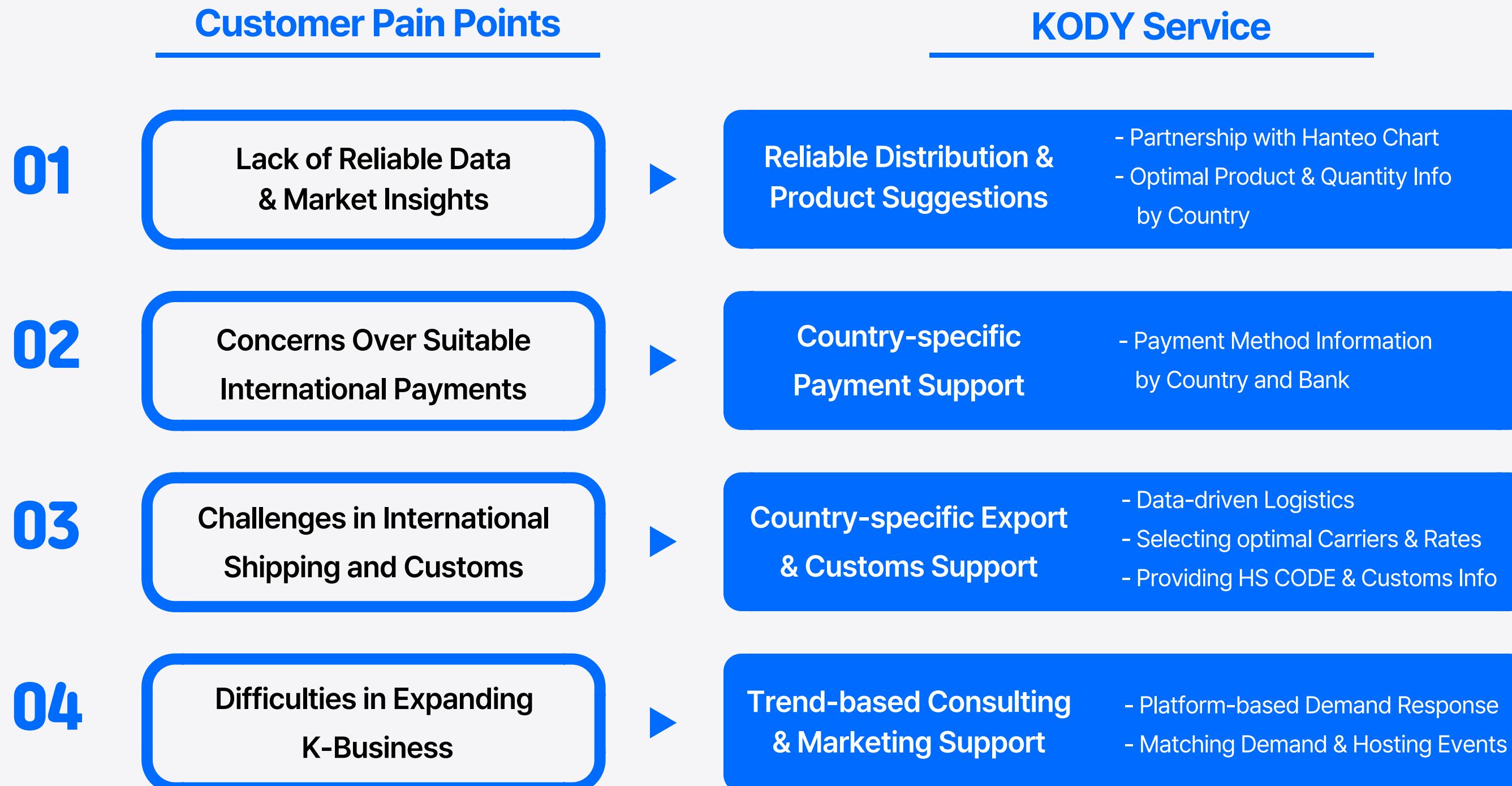
KODY was created to solve challenges in K-business and to **help it grow more easily in the global market.**



02.

Kody. Introduction

K-B2B one-stop solution providing everything from K-product sourcing to business data and new opportunities.



02.

Kody. Slogan & Core Values

KODY grows with partners, offering opportunity, knowledge, diversity, and confidence.

"KODY = KOREAN + BUDDY"



03.

Kody. Core Business

Distributing K-POP albums, providing K-business solutions, building B2B networks with KOTRA, and expanding global marketing.



K-POP Merchandise Distribution

Wide selection, fair pricing, top quality.
Optimized logistics using album damage data



K-Business Solutions

End-to-end support on products, payments, and customs for K-business.



KOTRA / KITA Collaboration

In partnership with KOTRA, we are expanding our global presence. As a member of KITA, we bring trusted trade expertise.

Following an MOU with KOTRA Czech Republic, we are establishing a local branch.



(New) Global Marketing & Promotion

Matching regional demand from global partners via online events on our platform.

03.



K-POP Distribution

From albums to official MDs!
We reliably supply the **most popular K-POP products to fans.**

K-POP Album, JP CD, POB & LD

K-POP album, [JP CD](#),
POB & Lucky Draw distribution



Kody. Kpop
Global

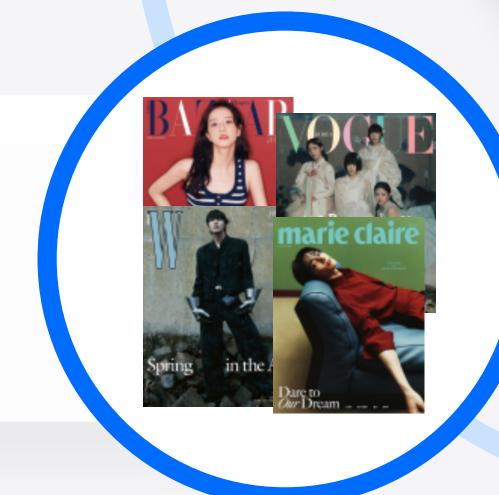
Official Light Stick

[Official light stick](#)
distribution by artist



Magazine

[Artist magazines](#) with cover
features and interviews



Official Artist Merchandise

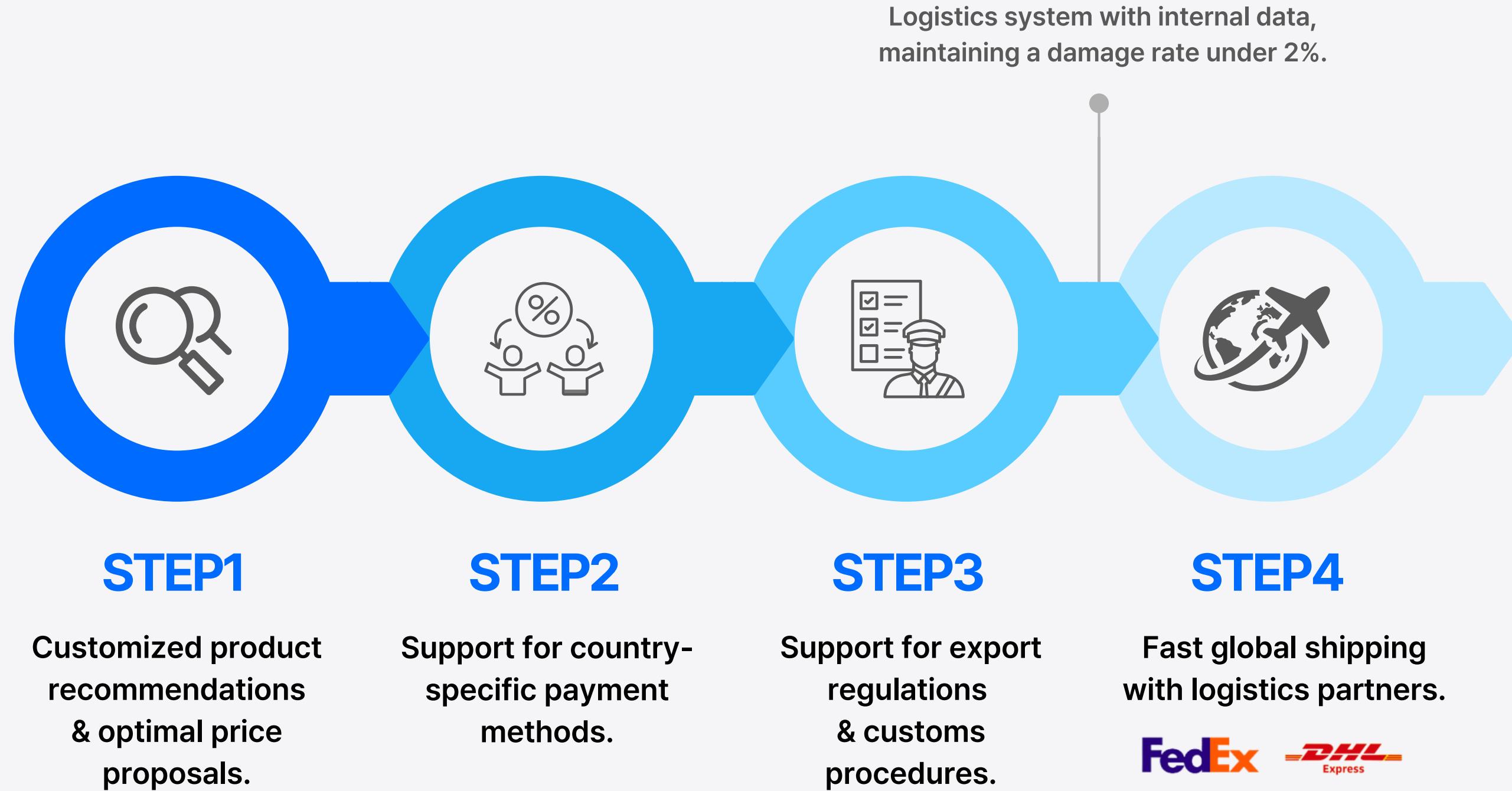
[Official artist MD](#): doll, keyring,
apparel, photocard etc.

03.



K-Biz Solution Provider

We provide a **One-Stop global business solution** supporting the entire process of K-business distribution.



03.



KOTRA / KITA Collaboration

Proven **global expansion and trade** support through KOTRA & KITA collaboration

2024.1

10-Country
KOTRA Network

2025.2

Czech
Branch Project

2025.7

Spain
Branch Project

<KITA Official Member - Feb. 11, 2025>



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Korea International Trade Association
Trade Tower, 511, Yeongdongdae-ro, Gangnam-gu, Seoul, Korea
TEL:1566-5114, http://www.kita.net
한국무역협회

K I T A
Certificate of Membership

TRADE BUSINESS CODE
10641837

BUSINESS REGISTRY NUMBER
455-81-02944

COMPANY NAME
HAINK INC.

REPRESENTATIVE
Kim Ji Yeon

ADDRESS
88 Bugwang-ro, Guro-gu, Seoul, 08362, Republic of Korea
SK V1 CENTER Adong 809ho

It is hereby certified that the abovementioned company is a member of the Korea International Trade Association in accordance with Section 6 of the KITA Articles of Incorporation.

Feb. 11, 2025

J. S. Yoon *J.S.Yoon*
CHAIRMAN & CEO
KOREA INTERNATIONAL TRADE ASSOCIATION



Schedule	Details
Jan 2024 –	Working with KOTRA in 10 countries incl. Czech, Portugal, Brazil, etc.
Feb 2025 –	Czech Branch Setup (Ongoing)
Jul 2025 –	Spain Branch Setup (Ongoing)

03.



Global Marketing & Promotion

Collaborating with entertainment agencies to offer **localized marketing promotions**.

VIDEO CALL EVENT

Analyzing regional demand on the platform to plan and execute optimal fan sign video events.

POP-UP STORE

POP-UP STORE

Planning customized pop-up stores tailored to specific countries and regions.

VIDEO CALL EVENT

MARKETING PROMOTIONS

FAN SIGN TOUR

POB / LUCKY DRAW

Planning and operating POB or Lucky Draw events under partner brand names.

LUCKY DRAW

FAN SIGN TOUR

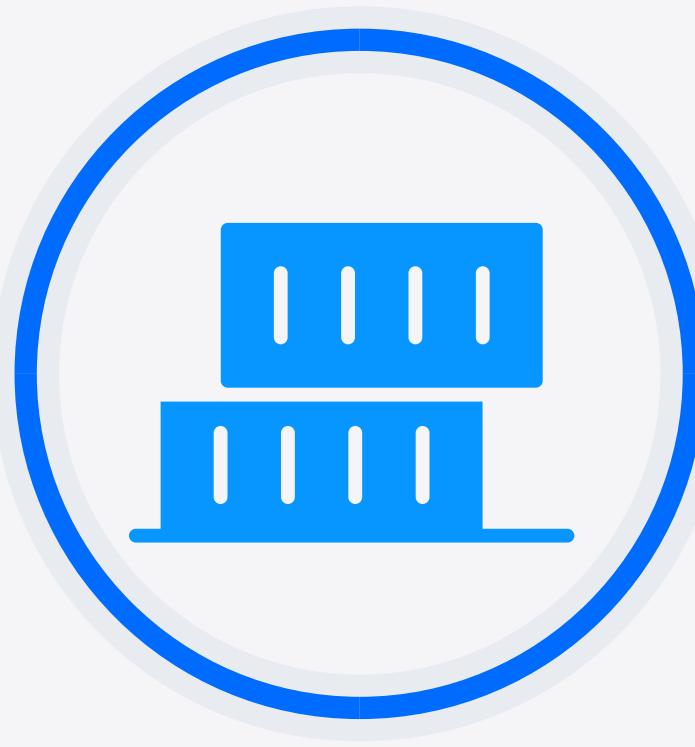
Partnering with entertainment companies to plan and support smooth fan sign tours tailored to country-specific fan needs

04.

Kody. Expected Benefits

Global

With KODY, achieve K-business growth through stable supply, cost savings, and boosted brand awareness!



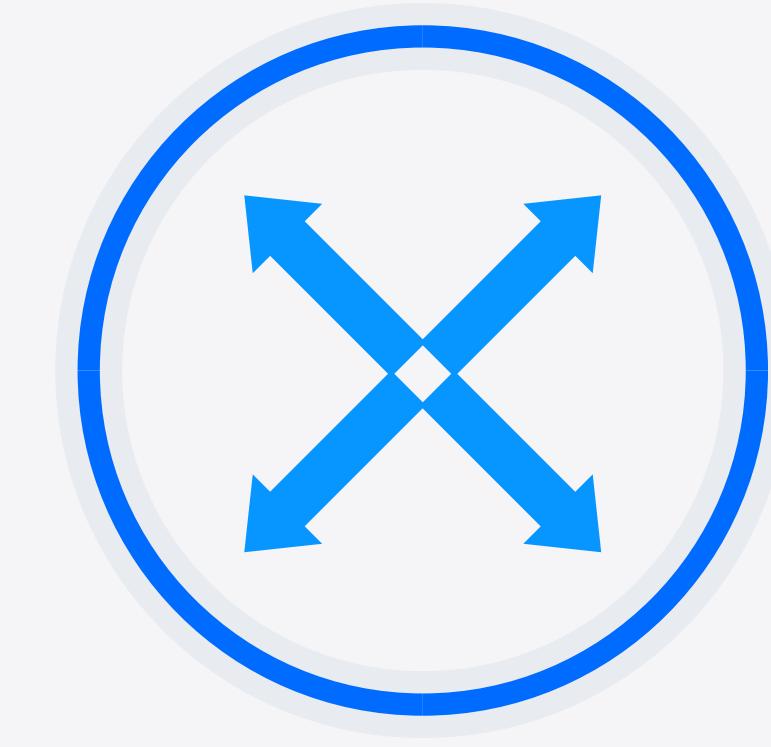
**Stable supply
& competitive pricing**



**Optimized logistics
& cost reduction**



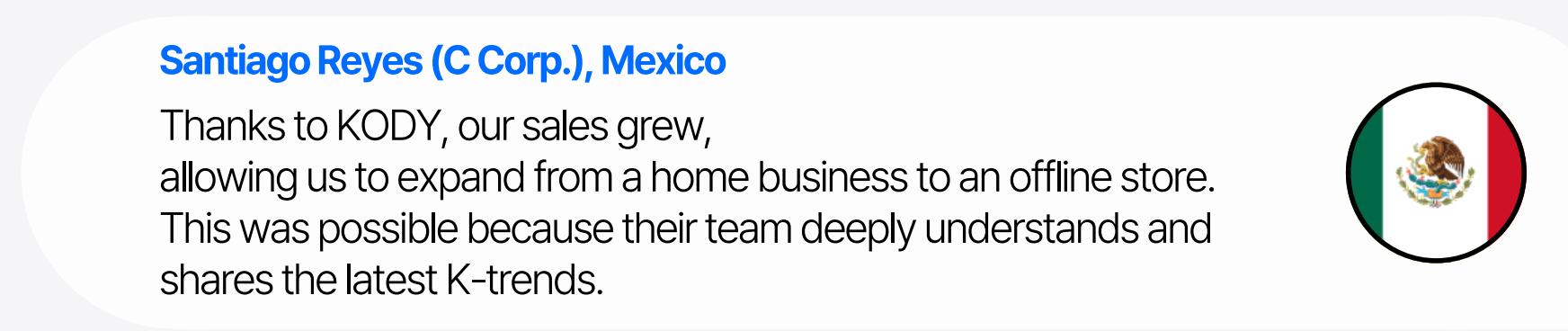
**Brand awareness
through promotions**



**K-business expansion
opportunities**

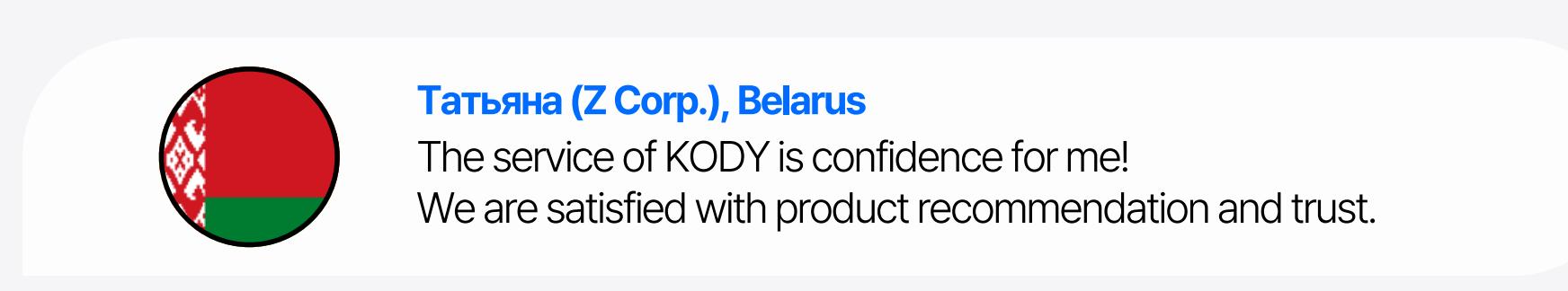
04.

Kody. Client Testimonials



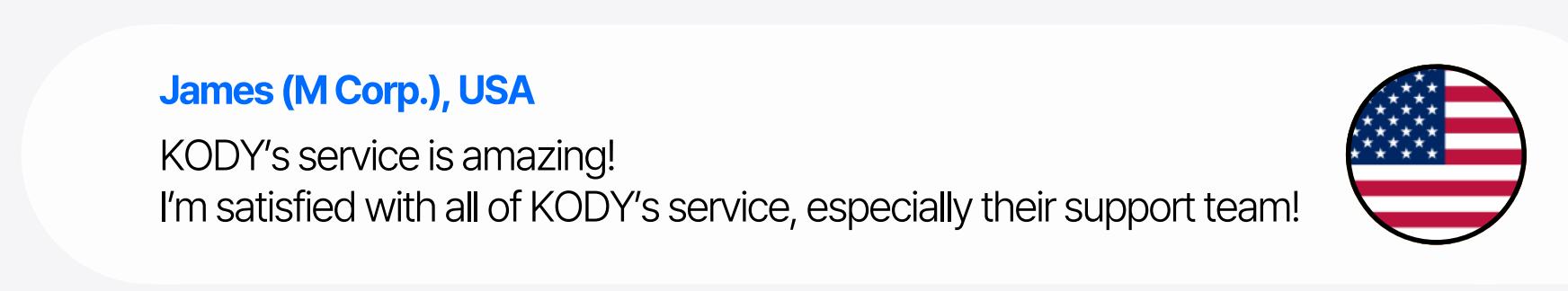
Santiago Reyes (C Corp.), Mexico

Thanks to KODY, our sales grew, allowing us to expand from a home business to an offline store. This was possible because their team deeply understands and shares the latest K-trends.



Татьяна (Z Corp.), Belarus

The service of KODY is confidence for me! We are satisfied with product recommendation and trust.



James (M Corp.), USA

KODY's service is amazing! I'm satisfied with all of KODY's service, especially their support team!



Chiara Moretti (G Corp.), Italy

Working with KODY for over a year has been seamless. It's convenient to source various K-POP products in one place, and their organized system makes them a trusted partner.



Safe shipping

Smooth Communication

Diverse Products
Kindness
Expertise
Growth

Video calls

Confidence

Global

04. **Kody. Partners**

We **collaborate with top-tier partners** in global distribution, logistics, trade, and chart certification to support the success of your K-business.



04.

Kody. Taskforce

KODY 'GENUINELY' understands K-business, leading the market and its trends.

**Name****Position****Career**

Jiyeon Kim (Hailey)

CEO

2021 Establishment of 'Haink Co., Ltd.' and Launch of 'WITHHANA B2C'

2023 Launch of 'WITHHANA B2B' (Transition from B2C to B2B)

2025 Launch of 'KODY GLOBAL', a One-Stop K-B2B Solution

CEO's Message

With 25 years in K-POP, we deliver optimal solutions by understanding market trends and industry dynamics.

**Name** Yunyoung Choi (Amy)**Position** Market Expansion & International Trade**Name** Yooncheol Shin (Stefan)**Position** Business Strategy**Name** Wonjeong Jeon (Emma)**Position** Market Entry & Client Relationship**Name** Yejin Lee (Elly)**Position** Business Growth Support**Name** Taehyuk Lim (Hyuk)**Position** Supply Chain & Logistics

**Now,
shall we become KODY's BUDDY
and grow together?**

1007-1008, A, GuroSKV1center,
88, Bugwang-ro, Guro-gu, Seoul, Republic of Korea

Kody.
Global

HAINK Co., Ltd.
b2b@haink.co