

aT Online K-Food Official Store Entry-Support Project

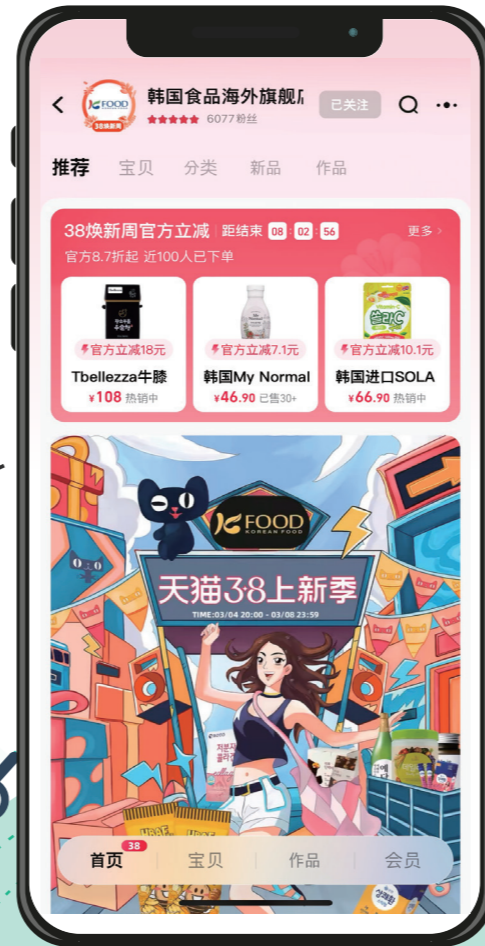


aT

Online K-Food Official Store in Global E-Commerce Platforms



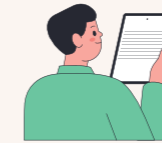
We provide support from entry to logistics, sales, delivery, marketing and customer service.



K-food Official Store Project Outline



- **Support target**
- **Entry** K-food manufacturers & distributors (Excluding conglomerate)
- **Co-marketing** K-food manufacturers & distributors (Including conglomerate)



- **Support Items**
- **Processed food that can be stored at room temperature**
- * Based on final product regardless of raw material or origin (Except meat)
- * Including HMR, Healthy Functional Food, Infant Food and Organic Food



- **Support details**
- **Companies only need to deliver products to specific locations**
- aT provide support from entry to logistics, sales, delivery, marketing and customer service

	Support details
Entry (No burden on participating companies)	Online K-food official store Free entry - Product analysis, entry evaluation, product details page production, logistics, sales, delivery etc.
Co-Marketing (No burden on participating companies)	Online Promotions for selling products - Promote Online Promotion during major consumption season ex. (US) Black Friday, (China) 11.11, (Japan) Mega-Promotion, (ASEAN) Double day, etc.

K-food official Store entry guide

Entry Process

• Apply on aT Website (global.at.or.kr)

* Required to apply each country(USA, China, Japan, ASEAN), but multiple applications for the same product are possible.

* Global buyers may apply for entry through aT overseas branches in the relevant area.

• Application Period : February to April

* Additional recruitment is possible if budget is available.

Sales Process



Sales Methods

• Private Sale

: The agency first purchases the product from the company and sells them.

• Consignment Sale

: The agency does not purchase the product first, when the product is sold at the store, the payment will be settled to the company later.

China(Tmall Global) K-Food Official Store

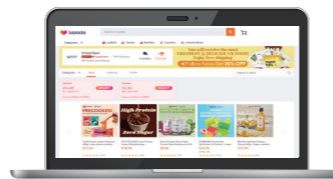
TMALL GLOBAL
天猫国际



- Officially launched in Oct. 2022
- Korea's first national & official store in Tmall Global (Country Specialty Store)

ASEAN(Lazada) K-Food Official Store

Lazada



- Officially launched in Nov/Dec. 2022
- Korea's first K-food official store in Laz-mall*
* Official online-mall run by Lazada

Japan(Qoo10) K-Food Official Store

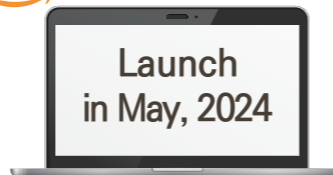
Qoo10



- Officially launched in Aug. 2023
- Korea's first K-Food official store in Qoo10

USA(Amazon) K-Food official Store

amazon



- Official launch in May. 2024
- Korea's first official K-Food store in Amazon

Online K-food Official Store Access QR-code

China [Tmall Global]



(PC) <http://hanguosp.tmall.hk>
(모바일) <http://hangousp.m.tmall.com>

Singapore [Lazada]



<http://www.lazada.sg/shop/k-food-store>

Malaysia [Lazada]



<http://www.lazada.com.my/shop/k-food-store1661932975>

Philippines [Lazada]



<http://www.lazada.com.ph/shop/k-food-store>

Japan [Qoo 10]



<http://www.qoo10.jp/shop/K-FOODOfficialStore>

USA [Amazon]

Launch in May, 2024