ATOMY
ESG REPORT

Sustainability Report
2025

atom美
ATOMY

atom美
ATOMY

About This Report

Report Overview

The Atomy ESG Report 2025 is the company's third sustainability report. It outlines Atomy's ESG strategies, plans, and key activities, as well as achievements across the economic, environmental, and social domains. Material issues were identified through a structured materiality assessment process and by gathering input from various stakeholders. These findings inform the establishment and execution of Atomy's ESG strategies and management systems. This report provides a transparent account of Atomy's management approaches, objectives, major initiatives, and performance outcomes. It aligns with both domestic and international ESG-related standards and initiatives. Going forward, Atomy will publish its sustainability report annually to ensure transparent communication of its ESG progress and to foster a sustainable future through active engagement with stakeholders.

Reporting Scope and Boundary

The financial performance data presented in this report has been prepared on a consolidated basis. Non-financial performance data covers Atomy Headquarters as well as its domestic and overseas subsidiaries in which Atomy holds a 50% or greater ownership stake. Where the reporting boundary is limited, such as data pertaining only to domestic operations or select overseas locations, this has been clearly indicated in the main text or accompanying footnotes.

Reporting Period

This report covers Atomy's ESG-related activities and performance from January 1 to December 31, 2024. Where relevant, quantitative data from the past three years (2022–2024) is included to provide performance trends. Some data is presented based on the year it was first collected. Additionally, select performance indicators from early 2025 have been included to enhance the timeliness of the report, especially regarding significant sustainability initiatives.

Report Standards

This report has been prepared in accordance with the eight principles of the GRI Standards 2021: Accuracy, Balance, Clarity, Comparability, Completeness, Sustainability Context, Timeliness, and Verifiability. It also incorporates frameworks and guidelines from the United Nations Sustainable Development Goals (UN SDGs), SASB, the WEF IBC Stakeholder Capitalism Metrics, and K-ESG Disclosure Guidelines.

Assurance

To ensure the quality and reliability of the data disclosed, this report has undergone third-party assurance. The assurance statement is available in the Appendix.

Publication Date

December 2025

Further Information

Atomy Official Website: www.atomy.com

Inquiry About Report

Please refer to the contact information below for any inquiries and further information about the Report.
• Address: 2148-21 Baekjemunhwa-ro, Gongju-si, Chungcheongnam-do, 32543
• Department in Charge: Communication Team
• Email: atomykr_esg@atomypark.com
• Phone: 1544-8580

ATOMY ESG REPORT

Sustainability Report
2025

CONTENTS

ABOUT ATOMY

Chairman Message

Greetings, I am Han-gill Park, Chairman of Atomy.

Since its founding, Atomy has championed a distribution model that benefits all consumers worldwide. Guided by our unwavering belief that "distribution exists for consumers," we pioneered a consumer-oriented approach to network marketing, a global first. Every action we take is rooted in the consumer's perspective, and our operations continue to evolve through our commitment to consumer-centric management. A cornerstone of this philosophy is our principle of "Absolute Quality, Absolute Price," offering superior quality at the same price, or the same quality at a better price. Through this commitment, Atomy has grown into a global distribution company.

We promote the coexistence and mutual growth of all stakeholders involved in our business to the broader society, including the environment, human rights, and local communities. In alignment with this commitment, we are pleased to present our third ESG report. Although the direct sales industry faces growing challenges such as global inflation and waning consumer sentiment, Atomy's consumer-focused model has expanded across the world and become a benchmark in the industry.

As of 2025, Atomy operates in 27 global regions, including Korea. In our journey toward becoming a truly global company, we have come to recognize the critical importance of sustainable management. We believe the environment is not a resource to be consumed temporarily, but a legacy to be passed down to future generations. To this end, we have implemented an eco-friendly smart packaging solution that significantly reduces waste from delivery packaging. Over the past two years, this initiative has reduced more than 800 tons of plastic waste, and we are continuing our transition to sustainable packaging for cosmetics and other product lines.

Since 2021, Atomy has partnered with Compassion International, a global child sponsorship organization, to provide comprehensive support to children affected by poverty, disaster, and disease, empowering them to grow into self-reliant adults. In addition, Atomy remains committed to mutual growth with our society. We pursue various support initiatives designed to align our growth with that of our partnering companies. Key programs include our "1 Company, 1 Product" policy, cash payments within one week of delivery, and interest-free working capital loans. These policies form the foundation for building a stable and collaborative ecosystem that delivers better products to consumers.

As the first company certified for Consumer Centered Management (CCM), Atomy is committed to setting a new industry standard in consumer-centric network marketing. We will continue to engage with all stakeholders to share Atomy's vision and values, and to pursue growth together. Our goal is to become a future-oriented, sustainable company that realizes a distribution model benefiting both consumers and members.

In the midst of today's rapidly changing domestic and global economy, Atomy continues to pursue our management vision of success through customer satisfaction. While customers may refer narrowly to Atomy members, in a broader sense, we view all stakeholders within the economic ecosystem and society at large, as our customers. For a better, more sustainable future, we will never cease striving for improvement. We sincerely appreciate your continued interest and support in our journey.

December 2025
Chairman of Atomy Co., Ltd.
Han-gill Park

Atomy Co., Ltd.

Atomy is a global direct sales company currently operating in 27 regions worldwide, including Korea. Since its establishment in 2009, Atomy has pursued continuous growth by implementing a consumer-centered network marketing model and building a trustworthy distribution ecosystem. Atomy's operations are guided by three core values: principle-based management, mutual growth, and a culture of sharing. Atomy is committed to promoting sustainable management that delivers benefits not only to consumers and members, but also to partnering companies, advancing the management vision of "customer success through integrity and goodness." Looking beyond customer success alone, Atomy strives to become a leading global distribution company that shapes a better future in collaboration with all stakeholders, including employees, partnering companies, local communities, governments, and NGOs.

* Direct sales refer to a method in which suppliers and retailers of competitive goods and services sell directly to consumers, bypassing intermediate distribution channels (Source: Korea Direct Selling Industry Association, KDSA).

Atomy Overview

Company Name	Atomy Co., Ltd.
Founding Date	June 1, 2009
Founder	Han-gill Park
HQ Location	2148-21 Baekjemunhwa-ro, Gongju-si, Chungcheongnam-do, 32543
Primary Industry	Direct sales

Product Categories	Health Functional Foods, Cosmetics, Hair & Body, Living & Home Decor, Home Appliances, Food, etc.
Key Business Regions	27 regions, including the United States, Japan, Canada, Australia, and China (As of the end of December 2024)
Global Workforce	210 employees in Korea, 752 employees total (As of the end of December 2024)

Company Motto

Atomy practices righteous management under the company motto of "a company that cherishes every spirit."

We cherish every spirit.
People, created in the image of God, are ends in themselves and the most important beings—never means to an end.

We stand righteous in faith.
True faith is believing in what cannot be seen. Faith in an unseen vision is the strength that shapes a desirable future.

We manage thoughts.
The most accurate way to foresee the future is to plan it. To create a self-planned future, we must manage our thoughts.

We serve humbly.
We must be able to serve with humility. Our honor is complete with respect only when we remain humble after achieving everything.

Founding Philosophy

Atomy will pursue sustainable management based on its founding philosophy of survival, speed, and balance.

Survival — Survival is the primary goal of all organizations, including companies, and the most important social responsibility. In pursuit of this goal, Atomy focuses on three key areas: cost management, business management, and human resources management.

Speed — Growth enables companies to create added value, and Atomy aims to achieve mutual growth with all stakeholders by setting clear directions and responding swiftly to external changes.

Balance — The added value created through collaboration with stakeholders fosters co-evolution among Atomy, society, and consumers, which is achieved through a model of balanced distribution.

Management Policy

With the vision of becoming a world-class global distribution company, Atomy is guided by the management philosophy of customer success. To achieve this, Atomy is working to establish a foundation for sustainable management rooted in a corporate culture of principle-based management, mutual growth, and sharing.

Vision

A world-class distribution company pursuing customer success through integrity and goodness

Management Goals

Customer Success
Atomy deems customers not as the means but the purpose. Our ultimate goal is customer success beyond customer satisfaction.

Distribution Hub
Atomy seeks out products with Absolute Quality and Absolute Price from around the world and distributes a wide range of goods and services.

World-Class Company
Atomy strives to become a world-class company guided by the philosophy of "Integrity and Goodness as Best Strategy."

Three Key Cultures

Principle-based Culture
Atomy strives to benefit all members of society by upholding and realizing universal values.

Mutual Growth Culture
Atomy members, consumers and local communities grow together.

Sharing Culture
Atomy connects with the world through a culture of sharing.

CORPORATE IDENTIFY

atom美 ATOMY

ATOMY BLUE
PANTONE 2995C
C83 M1 Y0 K0 /
R0 G181 B239

The color blue represents the spirit of a people-first company that pursues customer success and hope for the future.

ATOMY WHITE
WHITE
C0 M0 Y0 K0 /
R255 G255 B255

The color white symbolizes the clean image of Atomy's products. It also signifies purity, reflecting Atomy's spirit of transparency and integrity.

Global Atomy

With the goal of achieving ten times more overseas sales than domestic sales, Atomy established its first overseas branch in Seattle, United States, in the following May after its founding. Since then, it has expanded its operations to 27 regions, including Japan, Canada, Mexico, and Germany. As of 2025, Atomy has become the only no-store direct sales distribution company in Korea to have entered every continent—North America, South America, Europe, Asia, and Oceania—excluding Africa.

Korea
Atomy Co., Ltd.
Atomy Orot Co., Ltd.
Siloh Art Co., Ltd.
Aza Co., Ltd.
Hongsamdan Co., Ltd.

China
Atomy China Co., Ltd.
Yantai Aeseosim Living Goods Co., Ltd.
Yuchorak Foods Yantai Co., Ltd.

Indonesia
PT. Atomy Indonesia Inc.
PT. Atomy Indonesia Group

Taiwan
Atomy Taiwan Co., Ltd.

Malaysia
Atomy Malaysia Sdn. Bhd.

Mongolia
GLOBAL ATOMY MONGOLIA LLC

Kyrgyzstan
LLC Atomy Kyrgyzstan

Singapore
Atomy Distribution Pte Ltd.

Uzbekistan
ATOMY SILK ROAD

India
ATOMY ENTERPRISE INDIA PR

Japan
Atomy Japan Associated Company

Kazakhstan
ATOMY KAZAKHSTAN LLP

Cambodia
Atomy Cambodia Co., Ltd.

Thailand
Atomy Co., Ltd.(Thailand)

Philippines
Atomy Philippine Distribution Trading Inc.

Hong Kong
Atomy ASIA PACIFIC LIMITED

04
EUROPE

16
ASIA

EU (Germany)
Atomy Europe GmbH

Russia
LLC Atomy Russia

UK
Atomy Distribution Limited

Türkiye
ATOMY TURKEY KOZMETIK VE

New Zealand
ATOMY NEW ZEALAND LIMITED

Australia
Atomy Oceania Pty Ltd.

02
OCEANIA

USA
Atomy America Inc.

Canada
Atomy Canada Inc.

02
NORTH AMERICA

03
CENTRAL& SOUTH AMERICA

Mexico
Atomy Global Mexico S de RL de CV

Brazil
ATOMY DO BRASIL COSMETICOS LTDA

Colombia
ATOMY COLOMBIA SAS

GLOBAL HISTORY

2009 06 Founding of Atomy Co., Ltd.

2010 First global entry, opened US branch (Seattle)

2011 Opened Canada branch (Vancouver) and Japan branch (Tokyo)
12 Korea branch, awarded the $5M Export Tower Award

2013 12 Korea branch, awarded the $10M Export Tower Award
12 Achieved 1.45M global consolidated members (No. 1 in the industry)

2014 Opened Taiwan branch (Kaohsiung)
12 Korea branch, achieved KRW 100 billion in sales of HemoHIM

2015 Opened Singapore branch (Singapore)
12 Korea branch, awarded the $20M Export Tower Award

2016 Opened Malaysia branch (Kuala Lumpur), Philippines branch (Manila), and Cambodia branch (Phnom Penh)
08 Launched the first GSGS product
12 Korea branch, awarded the $30M Export Tower Award

2017 Opened Thailand branch (Bangkok) and Mexico branch (Mexico City)
12 Awarded the $50M Export Tower Award

2018 Opened Russia branch (Moscow), Indonesia branch (Jakarta), and Australia branch (Melbourne)
02 Awarded Grand Prize of Distribution Innovation by Korea Distribution Law Association
12 Korea branch, awarded the $70M Export Tower Award

2019 04 Korea branch, achieved cumulative sales of KRW 1 trillion for HemoHIM
12 Korea branch, awarded the $100M Export Tower Award
12 Korea branch, recognized as the best CCM-certified company for the first time in the industry

2020 Opened India branch (Gurugram), Hong Kong branch (Kowloon), Colombia branch (Bogotá), and China branch (Yantai)
12 Korea branch, awarded the Top Brand Award by KITA

2021 Opened New Zealand branch (Auckland), Turkey branch (Istanbul), UK branch (Guildford), Kazakhstan branch (Almaty), and Kyrgyzstan branch (Bishkek)
11 Absolute CellActive Skincare awarded the King Sejong Award by Ministry of Intellectual Property
12 Korea branch, achieved CCM certification for two consecutive times
12 Korea branch, awarded the $300M Export Tower Award

2022 Opened Brazil branch (São Paulo), Mongolia branch (Ulaanbaatar), and Uzbekistan branch (Tashkent)
02 Japan branch, recognized for voluntary declaration of consumer-centered management
04 Ranked Top 10 Global Direct Sales Company
09 HemoHIM cumulative sales surpassed KRW 2 trillion and topped No. 1 in export sales among domestic health functional foods
12 Korea branch, awarded the CCM-certified Company Excellence Award

2023 04 Opened Europe branch (Eschborn)
05 China branch, groundbreaking for Atomy China Brand Center (R&D Center)
10 HemoHIM approved from MFDS for dual functional claims in fatigue improvement
12 ESG Report awarded the Minister of Trade, Industry and Energy Award CCM certification achieved for three consecutive times

2024 10 Absolute CellActive Skincare sales surpassed KRW 1 trillion
11 Atomy Noni selected as the next-generation world-class product
12 Selected as the "Great Workplace to Work" for three consecutive times in Greater China

2025 04 Korea branch, opened Songnisan Forest
06 HemoHIM cumulative sales surpassed KRW 3 trillion
09 Ranked 3rd in Great Workplace to Work in Asia
11 China branch, opened a global logistics center
11 Korea branch, recognized as a company contributing to local communities

Product Portfolio

Atomy offers 568 products across six categories, including health functional foods such as Atomy HemoHIM, which supports immune function and helps reduce fatigue; cosmetics products like Atomy Absolute CellActive Skincare; as well as personal care, household goods, home appliances, and food.

Health Functional Food HemoHIM, basic nutrients, ingredients (functional), weight management diet, kids, health-oriented
Cosmetics Absolute CellActive Skincare, makeup, beauty devices and accessories
Personal Care Oral care, hair products, body care, hand and foot care, essential oil, kids & mom care
Household Goods Detergents, kitchenware, sanitary products and toilet papers, bathroom supplies, household items, home decor and bedding, pet products
Home Appliances Home appliances, environmental appliances, beauty appliances, filters and consumables
Food Agriculture, beverage, convenience food, seasoning

*As of 2024

Atomy HemoHIM

Atomy HemoHIM, 1st Individually Recognized Health Functional Food Developed by KAERI

HemoHIM, developed in 1997 as a national project by the Korea Atomic Energy Research Institute (KAERI), is formulated with key ingredients such as Angelica Gigas, Paeonia Japonica, and Cnidium Officinale. After passing functionality and safety evaluations by the Ministry of Food and Drug Safety (MFDS) in 2006, it was registered as the first individually recognized health functional food in Korea, approved for enhancing immune function and reducing fatigue.

A Global Luxury Health Functional Food Leading the Globalization of K-Health

HemoHIM is loved in markets around the world, including the United States, Canada, Australia, Malaysia, and Indonesia, as well as in Korea. As of 2025, it has surpassed KRW 3 trillion in cumulative global sales. HemoHIM has also obtained 28 patents across 23 regions, including Korea and Russia, showcasing its proprietary technology.

First Health Functional Food with Green Technology Product Certification

HemoHIM became the first health functional food in the industry to receive the Green Technology Product Certification from the Ministry of Agriculture, Food and Rural Affairs (MAFRA), achieving this recognition twice consecutively. Its production process incorporates an alcohol recovery system to reduce carbon emissions and energy consumption.

녹색기술제품
GREEN TECHNOLOGY PRODUCT

1 Million Bottles Sold Within One Month of Launch

"HemoHIM Shot," launched in August 2025, is a functional beverage that combines 6,000 mg of HemoHIM's mixed extract including Angelica Gigas with taurine and guarana extracts. It achieved cumulative sales of 1 million bottles within just one month of its launch. With its refreshing xylitol and pineapple flavor and affordable price, the product has gained popularity among Millennials, Gen Z, and office workers. HemoHIM Shot is now expanding its presence in the global functional beverage market.

History of Atomy HemoHIM

30 packets	48 packets	54 packets	60 packets
Hemo Rich Gel 20 mL x 30 packets	HemoHIM's mixed extract including Angelica Gigas 22mL x 48 packets	HemoHIM's mixed extract including Angelica Gigas 20mL x 54 packets	Atomy HemoHIM 20mL x 60 packets

Atomy Absolute CellActive Skincare

Ultimate 21st Century Skin Science Made with 4 Advanced Technologies and 2 Patent Technologies

Atomy Absolute CellActive Skincare is a premium basic skincare line that incorporates four advanced technologies—high-purity purification, FreshBio, concentrated micro-complex capsules, and fermentation technology—along with two patented innovations: CellActive™ Code, an ingredient technology optimized for active skin components, and CellActive™ Technology, which precisely delivers those active substances to the skin.

First-Ever to Achieve Four Technology Certifications in the Cosmetics Industry

Atomy Absolute CellActive Skincare became the first product in the cosmetics industry to receive four major technology recognitions. It was awarded the IR52 Jang Young-shil Award, a prestigious patent technology award; NEP Certification, granted to innovative products; and the King Sejong Award from the Ministry of Intellectual Property, the highest-level award among patent technology recognitions in Korea. In addition, it received the Next-Generation World-Class Product Certification from the Ministry of Trade, Industry and Energy, awarded to products with high potential for global market leadership.

No. 4 in Atomy Cosmetics Production & KRW 1 Trillion in Cumulative Sales

In 2013, Absolute CellActive Skincare became the first product in the network marketing industry to enter the Top 10 of the [Responsible Distributor Production Rankings] by the MFDS. By 2023, it had reached a production value of KRW 176.6 billion, placing fourth overall. Launched in 2017, the Absolute CellActive Skincare Set surpassed global cumulative sales of KRW 1 trillion in 2024 and held its position as the best-selling cosmetics product in the industry for six consecutive years.

IR52 Jang Young-shil Award 2020
Korea Industrial Technology Association (KOITA)
All 6 product lines awarded

NEP Certification 2020
Korean Agency for Technology and Standards (KATS)
First in ODM

King Sejong Award 2021
Ministry of Intellectual Property
First in cosmetics

Next-Generation World-Class Product 2022
Ministry of Trade, Industry and Energy
All 6 product lines awarded

Atomy Toothpaste

No. 1 in Quasi-Drug Export Volume for 4 Consecutive Years

According to the MFDS, Atomy Toothpaste ranked No. 1 among all quasi-drug exports in 2024, recording $8.29 million (approx. KRW 11.3 billion) in export sales. Since first topping the list in 2021, it has held the No. 1 position for four consecutive years, outpacing exports of masks and other epidemic prevention products. Atomy Toothpaste is now exported to 26 regions, including the U.S., Japan, Germany, China, and Russia, with total overseas sales exceeding KRW 46.5 billion.

5 Key Points of Atomy Toothpaste

- Achieved #1 in quasi-drug exports for four consecutive years
- $8.29 million in 2024 exports, over KRW 46.5 billion in overseas sales
- Global sales network expanded to 26 regions
- Premium formula based on natural ingredients like green propolis, etc.
- Low fluoride (663ppm) for safe use by the entire family from children to adults

Atomy Toothbrush

Cumulative Sales of 300 Million Units

Since its launch, the Atomy Toothbrush has surpassed cumulative sales of 300 million units. With one sold every second, it's earned the nickname "1-Second Toothbrush"—leading the national oral care market with unbeatable value and outstanding quality.

5 Key Points of Atomy Toothbrush
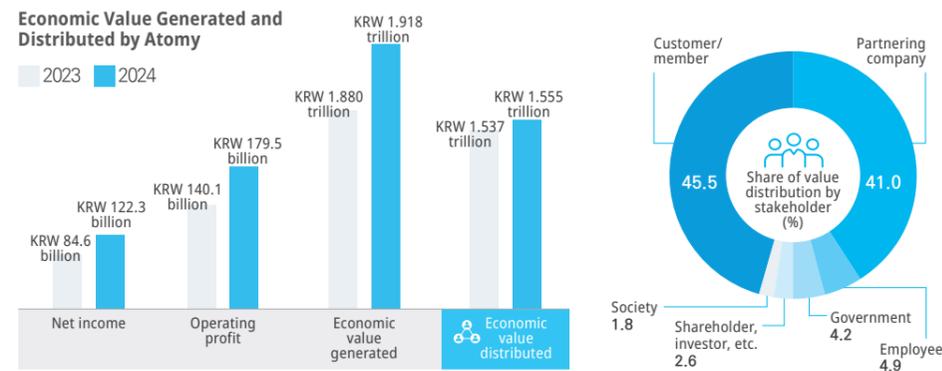
- Affordable toothbrush with KRW 1,200 per unit
- 99.9% pure antibacterial gold-infused bristles
- Eco-friendly toothbrush handle made with PCTG
- Ultra-fine 0.03mm bristles for thorough debris removal
- Paper packaging for a sustainable tomorrow

Financial Performance

Despite a global economic recession and weakened consumer spending, Atomy has sustained steady growth, setting a benchmark within the industry. Atomy maintained stable financial performance while simultaneously improving profitability and operational efficiency. With the successful global expansion of its core products, including HemoHIM, cosmetics, and toothpaste, Atomy became the first domestic distribution company to receive the $300 Million Export Tower Award, reinforcing its position as an export-driven enterprise. Atomy continues to strengthen the foundation for sustainable growth by contributing to local economies and job creation, spreading economic value throughout society.
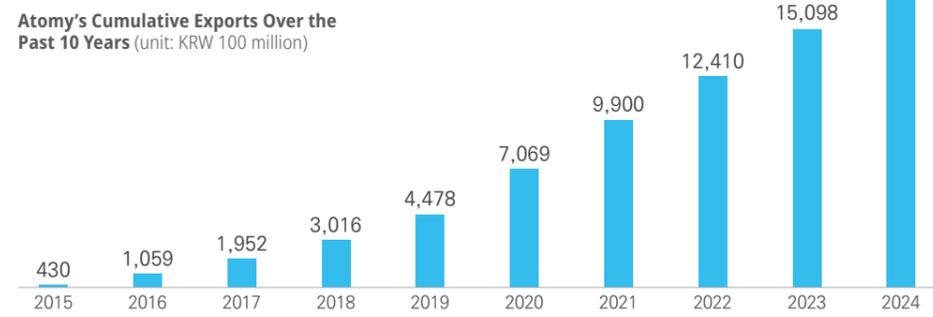
Creating a Virtuous Cycle of Growth and Distribution

On a consolidated basis in 2024, Atomy generated KRW 1.918 trillion in total economic value, representing a 2% increase from the previous year. Operating profit rose by 28% to KRW 179.5 billion, while net profit jumped 44.6% to KRW 122.3 billion. Atomy places strong emphasis on creating social value beyond profit. Of the total economic value generated, KRW 1.555 trillion was distributed to employees, partnering companies, the government, local communities, and other stakeholders, realizing a virtuous cycle of growth.

Economic Value Generated and Distributed by Atomy

2023 2024

- Net income: KRW 84.6 billion / KRW 122.3 billion
- Operating profit: KRW 140.1 billion / KRW 179.5 billion
- Economic value generated: KRW 1.880 trillion / KRW 1.918 trillion
- Economic value distributed: KRW 1.537 trillion / KRW 1.555 trillion

Share of value distribution by stakeholder (%)
- Customer/member: 45.5
- Partnering company: 41.0
- Society: 1.8
- Shareholder, investor, etc.: 2.6
- Government: 4.2
- Employee: 4.9

Atomy's Ascent as a Global Exporter

Atomy's growth has been propelled by the accelerated targeting of global markets with flagship Korean health products like HemoHIM and Korean Red Ginseng Spherical Granule. Notably, Atomy became the only distribution company in Korea to receive the $300 Million Export Tower Award, solidifying its position as a truly unmatched export-driven distributor. Over the past decade, cumulative exports have reached KRW 1.797 trillion, 2.8 times higher than major competitors[1]. Even amid a downturn in the distribution industry, Atomy's exceptional overseas performance has played a key role in reinforcing its competitive edge.
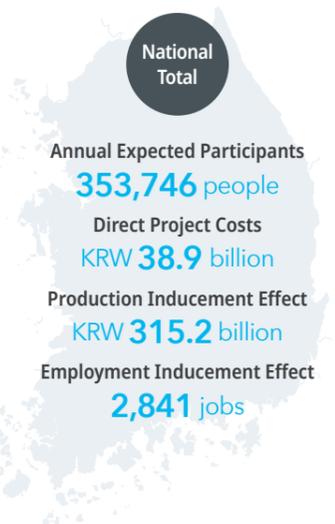
Atomy's Cumulative Exports Over the Past 10 Years (unit: KRW 100 million)

- 2015: 430
- 2016: 1,059
- 2017: 1,952
- 2018: 3,016
- 2019: 4,478
- 2020: 7,069
- 2021: 9,900
- 2022: 12,410
- 2023: 15,098
- 2024: 17,966

[1] This analysis is a simplified estimate based on the Korea Tourism Organization's MICE economic impact methodology. It differs from a formal economic inducement effect analysis conducted using an input-output model.

Driving Local Economy

Atomy has played a key role in revitalizing local economies, both in Gongju, home to its headquarters, and in cities hosting Success Academy events. Key developments like the new office building completed in 2019, the Atomy Orot food cluster, and the member training center Songnisan Forest have significantly contributed to revitalizing the local economy of Chungcheong Province. As of 2024, using the Korea Tourism Organization's MICE economic impact analysis, Atomy's activities generated an estimated KRW 315.2 billion in production inducement effects and 2,841 jobs in employment inducement effects, based on the participation of 353,746 people.

Atomy Seminar's Economic Ripple Effects by Region

Region	Participants	Direct Project Costs (KRW 100 million)	Production Inducement Effect (KRW 100 million)	Employment Inducement Effect (people)
Seoul Metropolitan Area	85,216	94	758	684
Chungcheong Area	207,356	228	1,847	1,664
Yeongnam Area	45,557	50	406	366
Honam Area	8,835	10	81	71
Gangwon and Jeju Area	6,782	7	57	54
Total	353,746	389	3,152	2,841

National Total

Annual Expected Participants
353,746 people

Direct Project Costs
KRW **38.9** billion

Production Inducement Effect
KRW **315.2** billion

Employment Inducement Effect
2,841 jobs

At the Forefront of Job Creation

Atomy's workforce has grown significantly alongside its global expansion. The number of headquarters employees increased tenfold—from 21 in 2009 to 210 by the end of 2024. Overseas branches employed 483 staff as of 2024, reflecting the continued growth of Atomy's international presence. Additionally, around 9,000 people were employed by Atomy's partnering companies[2] by the end of 2024, highlighting Atomy's role in both direct and indirect job creation across its business ecosystem.

2024 Domestic HQ Headcount

2009: **21** → 10 times → 2024: **210**

Overseas Branch Headcount in 2024
483 employees

Partnering Company Employment in 2024
9,267 individuals

[2] Aggregate data for partnering companies disclosing employment figures

APPROACH TO SUSTAINABILITY
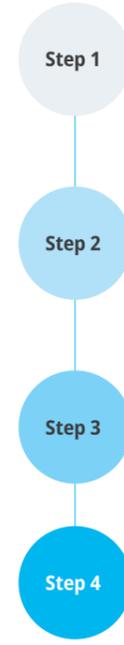
Stakeholder Communication

Atomy's stakeholders include both internal and external entities that have interdependent impacts on the company's business activities. Atomy engages in active communication with five core stakeholder groups: customers and members, partnering companies, local communities, and government and NGOs. Through these communication channels and materiality assessments, Atomy has identified key issues and established corresponding policy directions. Moving forward, Atomy will continue to listen closely to stakeholder voices and actively reflect them across all areas of sustainable management, further strengthening trust-based communication.

	Stakeholder Communication Process	External Stakeholder Grievance Handling and Resolution Process
Step 1	**Prior analysis and planning** • Prior analysis of stakeholders and identification of material issues • Establishment of communication plans • Selection of communication subjects	**Submission of grievances** • Collect grievances and opinions of stakeholders, such as customers and members, partnering companies, local communities, government and NGOs through Customer Happiness Center, official website, official communication channel, and regular meetings at all times
Step 2	**Opinion gathering and internal report** • Gathering of opinions from stakeholders from various channels • Report high business impact issues to the Sustainable Management Committee and executive management	**Review and internal sharing** • Confirm and review factual relationships of submitted grievances by responsible divisions • Report them to the Sustainable Management Committee and executive management depending on the level of materiality
Step 3	**Integration into work and improvement activities** • Incorporate collected input into business and management strategies • Identification of improvement tasks and review its application	**Action and improvement** • Execute correction or improvement measures depending on type of grievances • Incorporate repeated and structural issues into system improvements and policy decisions
Step 4	**Monitoring and performance management** • Monitoring of improvement measures • Performance management & ESG report publication	**Result announcement and monitoring** • Inform resolution results to relevant stakeholders • Review the implementation of actions and prevention of recurrence

Stakeholder Communication

	Customer & Member	Employee	Partnering Company	Local Community	NGO Government & NGO
Material Issues	• Reinforcing product safety and quality control • Responsible marketing initiatives • Enhanced customer satisfaction and brand management • Support for economic independence and capacity-building • Participation-based governance through the Subcommittees	• Holistic welfare and capacity-building support • Workplace with work-life balance • Sound safety and health system and no-disaster practice • Culture of respect for human rights and diversity	• Strengthened policy and activity for Cooperation for the Common Good • Enhanced transaction transparency through fair trade and cash payment • Sustainability management of partnering companies • Joint R&D and quality improvement collaboration	• Localized welfare and emergency support system • Private-public cooperation program • Job and social value creation	• Eco-friendly management including zero plastics and carbon emission reduction • Expanded social contribution, human rights management, and education • Ethical management system and data disclosure • Public policy and compliance
Communication Channels	• Company website and online shopping mall (as needed) • Channel Atomy, social media channels (as needed) • Atomy ticket (as needed) • Success Academy and other seminars (monthly, etc.) • Leaders and Global Leaders Conference (twice a month) • Customer Happiness Center (as needed) • Subcommittees (monthly) • Masstige Times (Webzine)	• Monthly Council (monthly) • Strategy Meeting (weekly) • Team Leader Meeting (weekly) • Global Business Division Weekly Meeting (weekly) • Integrated Division Meeting (weekly) • Global Product Committee (monthly) • Overseas Branch General Manager Workshop (annual) • Overseas Executive Management Meeting (annual)	• Partnering Company Marketing Forum (quarterly) • Partnering Company (HFF) Regular Meeting (weekly) • Partnering Company (cosmetics) Regular Meeting (twice a month)	• Regional Council Meeting (as needed) • Regional Media Meeting (annual)	• Stakeholder Dialogue (monthly) • Collaboration and Sponsorship (as needed)
Communication Content	• News about the company and product • Various content related to the company, product, and CSR activities • Seminar information sharing and service application • Company and business-related information • Information sharing for Leader members • Customer Q&A • Customer feedback channel	• Monthly meeting and internal information sharing • Key strategies sharing • Core tasks sharing among divisions • Internalization of company values • Sharing of key issues by overseas branches • Product development-related exchanges among executive management and employees	• Atomy's vision, policy, ethics, and culture • Trend presentations, Atomy-Partnering company executive management-level discussions • Product development-related opinion exchanges	• Collaboration and vulnerable group support within local regions • Regional media meeting	• Cooperation plans for overseas child relief activities • Collaboration on support for single mothers with children and complex community center building • Social welfare-related information sharing and cooperation plans • Nationwide disaster prevention and relief

Stakeholder Survey and In-depth Interview

It is Atomy's principle to incorporate input from various stakeholders on core ESG issues. Accordingly, in 2025, Atomy conducted surveys and in-depth interviews with stakeholders to identify key issues, taking into account social, environmental, and financial materiality. Based on the findings, Atomy is practicing participatory and open ESG management.

Survey Overview

Category	Details
Survey Period	July 14, 2025 – July 31, 2025
Respondents	Total 229 (customers, members, employees, partnering companies, local communities, government, and NGOs)
Survey Method	Combination of online surveys and selected in-depth interviews
Evaluation Criteria	Social and environmental impact and financial materiality by issue (5-point scale)

Key Issues Identified for ESG Management

The key issues identified through the surveys represent the ESG management priorities considered most important by stakeholders. Higher scores indicate greater materiality in terms of social, environmental, and financial impact. According to the results, mutual growth with partnering companies and contributions to local communities ranked highest in materiality, followed by customer health and safety, financial performance and product competitiveness, and consumer protection and ethical marketing. These findings indicate that Atomy should prioritize mutual growth with partnering companies and local communities, customer safety, and responsible product and marketing practices as core directions for its ESG strategy. In addition, the key issues identified by each stakeholder group reflect their unique interests and expectations, offering critical insights for shaping Atomy's future ESG direction.

Top 5 Key Issues

				No. 1 ESG support and mutual growth with partnering companies
			No. 2 Local community contribution and co-existence	
		No. 3 Customer health and safety		
	No. 4 Financial performance and product competitiveness			
No. 5 Consumer protection and marketing ethics				

Key Issues by Stakeholder Group

Customer and Member	Employee	Partnering Company	Local Community	Government and NGO
Consumer protection and marketing ethics	Global market entry and business growth	Ethical management and risk management	Customer health and safety	Sustainable management and business strategy

Stakeholder Interview

INTERVIEW 01

Atomy Member
Female
Ms. Yoo, Royal Master

"The very existence of Atomy is a plus—its upright image is our pride."

As a member and Chairman of the Product Subcommittee for the past 10 years, I take pride in every single product. Price, quality, and relationships with partnering companies are thoroughly managed, and the philosophy of "Consumer First" is evident throughout every process. Atomy's donation and mutual growth efforts are sincere and go beyond surface-level gestures, further strengthening trust in the brand. That is why I constantly reflect on my actions while wearing the Atomy badge because the company's image of uprightness and integrity has also become a source of personal pride.

INTERVIEW 02

Atomy Executive
Male
Mr. Kim, Director

"ESG is not someone else's job — it's ours."

At Atomy, ESG has become part of the corporate culture, not just the responsibility of a specific department. All employees participate together in ESG efforts. Initiatives such as the Blue Marine Campaign and other environmental activities have laid the foundation for active engagement from both members and employees. Eco-friendliness has also become a core principle in all new product development. Across the company, there is a shared understanding that ESG must be put into practice, and all members are contributing to a culture of sustainable management in their daily work and lives

INTERVIEW 03

Partnering Company
Male
Mr. Kim, Manager

"Practicing ESG can't be done alone — but it is possible with Atomy."

ESG management is now widespread across the industry, and partnering companies also recognize that "we must work together." Through close collaboration with Atomy, we are placing greater emphasis on ESG management and already experiencing positive changes on the ground. Valuing mutual growth, Atomy actively supports its partnering companies in building ESG capabilities, offering practical assistance in areas such as transitioning to eco-friendly materials and obtaining relevant certifications.

INTERVIEW 04

Community Chest of Korea
Female
Ms. Kim, Senior Manager

"Atomy is spreading positive influence through sustainable sharing."

Atomy is actively engaged in social contribution activities on a scale and with a level of sustainability comparable to that of large corporations. Through various sharing initiatives for vulnerable groups, carried out in collaboration with local communities, Atomy is creating real, positive change, a clear example of its constructive impact on society.

INTERVIEW 05

Gongju City Hall
Female
Ms. Lee, Team Manager

"Atomy's just and reliable philosophy is what rooted it in Gongju."

Atomy is regarded as a model example of a company that has successfully settled in Gongju, thanks to the trust it has built with the local community. Its principled and trustworthy philosophy, along with systematic management, has earned the respect and recognition of local residents. For example, the "Bread Sharing Project" has become a leading initiative that empowered local communities to operate more self-sufficiently. Atomy continues to pursue mutual growth with Gongju, contributing not only to local development but also to its broader global initiatives.
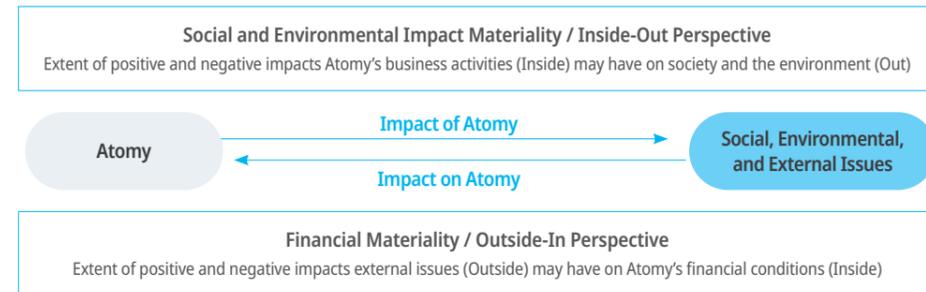
Materiality Assessment

Atomy conducted a materiality assessment based on the double materiality principle, taking into account both the positive and negative aspects of actual and potential impacts. Through this process, Atomy identified sustainable management issues that have a significant impact on both stakeholders and business operations, and prioritized them accordingly. The issue pool was developed using global standards such as GRI and SASB, along with industry trends and value chain analysis. Stakeholder input was incorporated through surveys and in-depth interviews. After analyzing impact levels and conducting internal reviews, 17 key issues were selected. These are now reflected in Atomy's ESG strategies and reporting framework, and are subject to ongoing monitoring.

Double Materiality and Assessment Process

Double materiality is a concept that assesses both a company's impact on society and the environment and the impact of those factors on the company's financial performance. Based on this principle, Atomy conducts both quantitative and qualitative analyses to identify key ESG issues for strategic planning.

Double Materiality

Social and Environmental Impact Materiality / Inside-Out Perspective
Extent of positive and negative impacts Atomy's business activities (Inside) may have on society and the environment (Out)

Atomy → Impact of Atomy → Social, Environmental, and External Issues
Atomy ← Impact on Atomy ← Social, Environmental, and External Issues

Financial Materiality / Outside-In Perspective
Extent of positive and negative impacts external issues (Outside) may have on Atomy's financial conditions (Inside)

Materiality Assessment Process

STEP 01 — Identification of ESG Issue Pool
• Review of global standards like GRI and SASB
• Media research and ESG issue benchmarking
• Research on key industry topics and relevant laws and policies
• Analysis of Atomy value chain and main activities

STEP 02 — Collection of Stakeholder Opinions
• Stakeholder surveys
• stakeholder in-depth interviews

STEP 03 — Double Materiality Assessment
• Social, environmental, and financial impact analysis by issue
• Identification of actual and potential impacts, and risks and opportunity factors
• Key issues confirmed through the Sustainable Management Committee and executive management reviews

STEP 04 — Integration with ESG Strategy and Report
• Link confirmed issues with ESG vision and strategic agenda
• Reflecting issues and assessment results on the ESG report

STEP 05 — Regular Review and Updates
• Annual regular update or reassessment for major strategy changes
• Updates in line with social issues and industry trends

Materiality Assessment Results

Through its double materiality assessment, Atomy identified 17 key issues. In 2023, core topics included traditional ESG areas such as product quality and safety, coexistence with partnering companies, and social contribution. These continued to be recognized as key issues in 2024, as they remained relevant and effective across the board. Accordingly, some issues were integrated or adjusted based on management outcomes and changes in the external environment. In addition, new issues directly tied to business sustainability were added, such as climate change response, resource circulation and the circular economy, privacy protection, and financial performance and product competitiveness. Among the 17 identified issues, topics such as product quality and customer satisfaction, ethical management and risk management, resource circulation, and mutual growth with local communities are already aligned with Atomy's Top 7 Sustainable Management Strategic Agenda. Atomy continues to strengthen its sustainable management system, ensuring that social and environmental responsibilities are integrated with financial performance, and that clear action plans are in place for each strategic agenda item.

Materiality Assessment Result Matrix

Financial materiality (vertical axis) / Social and environmental materiality (horizontal axis)

Key Issues and Impacted Stakeholders

● Directly impacted stakeholders ○ Indirectly impacted stakeholders

Ranking	Topic	Key Issue	Customer and Member	Employee	Partnering Company	Local Community	Government and NGO
1	Social	ESG Support and Mutual Growth with Partnering Companies	○	○	●	○	○
2	Social	Local Community Contribution and Co-existence	○	○	○	●	●
3	Social	Customer Health and Safety	●	●	●	○	●
4	Finance	Financial Performance and Product Competitiveness	●	●	●	○	○
5	Social	Consumer Protection and Marketing Ethics	●	○	○	○	●
6	Social	Responsible Pricing Policy	●	○	○	○	○
7	Governance	Fair Trade and Enhanced Transparent Distribution	○	●	●	○	●
8	Finance	Global Market Entry and Business Growth	●	●	●	○	○
9	Social	Product Quality and Customer Satisfaction	●	●	●	○	○
10	Governance	Sustainable Management and Business Strategy	○	●	○	○	●
11	Governance	Privacy Protection and Information Security	●	●	○	○	●
12	Governance	Ethical Management and Risk Management	○	●	●	○	●
13	Social	Expanded Stakeholder Communication and Engagement	●	○	○	●	●
14	Social	Employee Welfare and Capacity-Building	○	●	○	○	○
15	Social	Human Rights and Workplace Protection	○	●	○	○	●
16	Environmental	Resource Circulation and Circular Economy	○	○	○	●	●
17	Environmental	Climate Change Responses	○	○	○	●	●

Sustainable Management Framework

Atomy aims to build a sustainable future together by internalizing ESG management and striving to become a world-class global distribution hub. To identify key issues, Atomy conducts materiality assessments, internal reviews, and consultations with the Sustainable Management Committee. These identified issues form the foundation of Atomy's Top 7 Strategic Theme.

Environmental (E)   **Social (S)**   **Governance (G)**

Sustainable Management Promotion Strategy

Based on these key issues, Atomy will pursue sustainable management through seven strategic themes: Reliable Products, Plastic-Free Oceans, Cooperation for the Common Good, People-First Corporate Culture, Growth Community of Customers and Members, Sharing Culture, and Responsible Management through Integrity and Goodness as Best Strategy.

Sustainable Management Vision and Strategy Map

Vision

World-Class Global Distribution Hub

Strategy

Designing a Sustainable Future Together through the Internalization of ESG Management

Strategic Theme

Responsibility for reliable products	Promise for plastic-free oceans	Trust-based Cooperation for the Common Good	People-first corporate culture	Growth community sharing values with customers and members	Sharing culture for a better society	Responsible Management through Integrity and Goodness as Best Strategy

Strategic Agenda

Absolute Quality, Absolute Price	Innovation for zero-plastic and sustainable products	Cooperation for the Common Good policy and sustainability management	Creating happy and safe workplaces for employees	Enhancement of customer and member satisfaction and brand management	Building a localized support system	Ethical management and practice
Safe and healthy product development	Blue Marine Project	Support for Cooperation for the Common Good	Internalizing a culture of respecting human rights	Customer success vision and capacity-building	Spreading a participatory sharing culture	Risk management system

Sustainable Management Roadmap

	Internal Goals	Internal Stakeholder Goals	External Stakeholder Communication
PHASE 01 Introduction Phase	2021-2023 **Establishment of ESG management promotion body and strategies**	**Recognition of the need for sustainable management**	Publication of the ESG Report
PHASE 02 Expansion Phase	2024-2026 **Establishment and management of KPIs based on strategies**	**Spread of a sustainable management culture**	Publication of the ESG Report reflecting feedback from all stakeholders
PHASE 03 Stabilization Phase	2027-2030 **Achieving integration through business and ESG management internalization**	**Internalization of a sustainable management culture**	Becoming a leading sustainable management model

Sustainable Management Committee

Atomy established the Sustainable Management Committee under the leadership of the CEO and operates topic-specific dedicated teams to systematically advance sustainable management. The Committee works in close cooperation with the Board of Directors and executive management to oversee and manage key strategic agendas and respond promptly to sustainability-related issues. Atomy continues to build trust with stakeholders through transparent ESG data disclosure and active communication, while continuously enhancing the level of its sustainable management practices.

CEO

Sustainable Management Committee

Social Contribution Subcommittee	Future Strategy Subcommittee	Product Quality Subcommittee	Eco-Friendly Subcommittee

Main Roles of the Sustainable Management Committee

Deliberation and resolution of specific sustainable management strategic agenda	Key issue management by dedicated subcommittees	Compliance review of sustainable management laws and standards	Materiality assessment and stakeholder opinion reviews	ESG target progress and result monitoring

Sustainable Management Value Creation Process

Atomy manages the entire value chain—from planning to ethical management—through an ESG perspective. At each stage, financial, human, and environmental resources are strategically allocated to realize core sustainability values, including environmental protection, customer satisfaction, social contribution, and transparent management.

Value Chain Steps		Resource Allocation	Value Creation
STEP 01	Planning and Product Development	• Eco-friendly R&D personnel • Blue Marine Project • Smart packaging technology	• 31% reduction in plastic usage • 35% increase in high-quality recycled products • Expansion of eco-certified products
STEP 02	Raw Material Procurement and Production	• Joint R&D with SMEs • ESG management for partnering companies • 1 Company, 1 Product Principle	• Joint development of functional products • Providing a foundation for global expansion of partnering companies • Creating a mutually beneficial ecosystem in the supply chain
STEP 03	Distribution and Logistics	• Eco-friendly packaging materials • Smart logistics systems	• Annual average reduction of 590 tons of plastic • Reduction of logistics carbon emissions
STEP 04	Marketing and Sales	• Application of CCM certification standards • Ethical marketing guidelines • Pre-approval process for advertisements	• Zero violations of marketing/advertising regulations • Enhanced customer trust • Strengthened consumer rights protection
STEP 05	Consumer and Customer Management	• Customer Centered Management (CCM) • Digital communication innovation • Online Success System	• CCM certification achieved for 3 consecutive years • Ranked #1 in digital customer satisfaction for 2 consecutive years • Practicing customer economic independence and sharing activities
STEP 06	Personnel and Organizational Operations	• GPTW-based organizational culture • Zero-accident system • Atomy Monthly Council education platform	• Selected as GPTW for 5 consecutive years • Zero industrial accidents • 475 internal training sessions completed in 2024
STEP 07	Local Community Contribution	• Dedicated social contribution organization and annual donation budget • Support system linked with social welfare institutions and vulnerable groups • Operation of SOS Sharing Club and voluntary member donations	• Revitalization of local economy through training facilities visited by 100,000 people annually • Contribution to domestic and international social safety nets for disaster-affected children and families • KRW 2.3 billion and 1,358 cases of cumulative emergency support
STEP 08	Ethical Management and Risk Management	• 160 risk mappings • Code of Ethics and Grievance Consultation System • Information Security System	• Zero incidents of corruption or unfair trade violations • Blocking ethical risks within the organization • Zero privacy breaches (3 years)

Sustainability Management Performance at a Glance

Atomy integrates ESG factors throughout the entire value chain, enhancing its overall sustainable business performance. The infographic below provides a visual summary of Atomy's recent and major ESG achievements across key areas.

ENVIRONMENT

Plastic Usage Reduced by 31%
Reduction through smart packaging and enhancements in packaging materials
2022 3,798tons → 2024 2,611tons

"Excellent" Grade Recyclable Product Increased by 35%
Product improvements based on recyclability
2022 407 products → 2024 548 products

26.5 Tons of Electronic Goods Recycled and 25.6 Tons of Circular Resources Produced
Certified reduction of 73.6 tons of Scope 3 GHGs
73.6tons reduced

Sales of Eco-Certified Products: KRW 141.3 Billion (16.5%)
Expanded multiple certifications including USDA and ECOCERT, and HemoHIM green technology certification
141.3 billion

Seoul Forest Plogging & Flea Markets
Spreading environmental cleanup and resource recycling culture through citizen and member participation

Empty Bottle Collection Campaign with Over 800 Centers Nationwide
Collected empty bottles → Upcycled into benches installed at HQs
800 Centers

Shortened Heating and Cooling periods
Improved internal operations for energy savings and carbon emission reduction
Heating period 60 days → 42 days
Cooling period 90 days → 72 days

Electric Vehicle Infrastructure Development
Installed 10 EV charging stations; introduced electric company vehicles (2024)

SOCIAL

"Great Place to Work in Korea" Selected for 5 Consecutive Years
Healthy corporate culture and welfare system involving all employees
Great Place to Work in Korea

Zero Disaster for 3 Consecutive Years
Zero fatal accidents, continuously building safe workplaces
0 case

2024 Employee Training Participation: 475 Sessions
Operating practical, customized learning platform for AI, leadership, and rewards (including duplicates)
475 cases

1.99 Million (70%) Female Members of 2.83 Million Total
Expanding women's participation in economic activities and supporting foundations for self-reliance

KRW 20 Billion Donation to the Community Chest of Korea
Established Korea's first integrated community facility for single-parents (KRW 10 billion) Supported Gyeongsangbuk-do wildfire victims (KRW 10 billion)
KRW 10 billion

KRW 50 Billion Cumulative Donation to Korea Compassion
Regular sponsorship of 10,000 children across 25 regions worldwide
KRW 50 billion

Cumulative KRW 2.3 billion Donation to SOS Sharing Association and Emergency Support for 1,358 Cases
2025 wildfire damage support alone: KRW 220 million, benefiting 109 individuals
SOS 나눔 KRW 2.3 billion

Selected for Global ESG Human Rights Management Certification 2025
Recognized for sustainable human rights protection and responsible supply chain management

GOVERNANCE

160 Risk Factors Identified and Proactive Response System Built
Risk mapping and manual systemization based on full employee participation
160 cases

Zero Corruption/Unfair Trade Violations for 3 Consecutive Years
Implementation of Fair Trade Act and consumer protection and strengthening of internal accounting control
0 case

Zero Privacy Breaches for 3 Consecutive Years
Operating multi-layered information security system including encrypted communication and security monitoring
0 case

Zero Grievance reported for 3 Consecutive Years
Proactive prevention of ethical risks through online and offline grievance handling systems
0 case

Zero Marketing/Advertising Violations for 2 Consecutive Years
Ensured transparency through pre-advertising review and customer communication
0 case

3 Consecutive CCM Certifications & 3 ISO Certifications
Establishment of customer trust-based quality, ethics, and information management systems
ISO 3 Types
3 Times

Publication and Disclosure of Management Philosophy and ESG Values
Released "Atomy DNA" and "Laboratory of Sustainability in the Super VUCA Era"

Published HemoHIM Product Philosophy Book
Shared the journey of developing Korea's first immune function improvement product and its immune philosophy
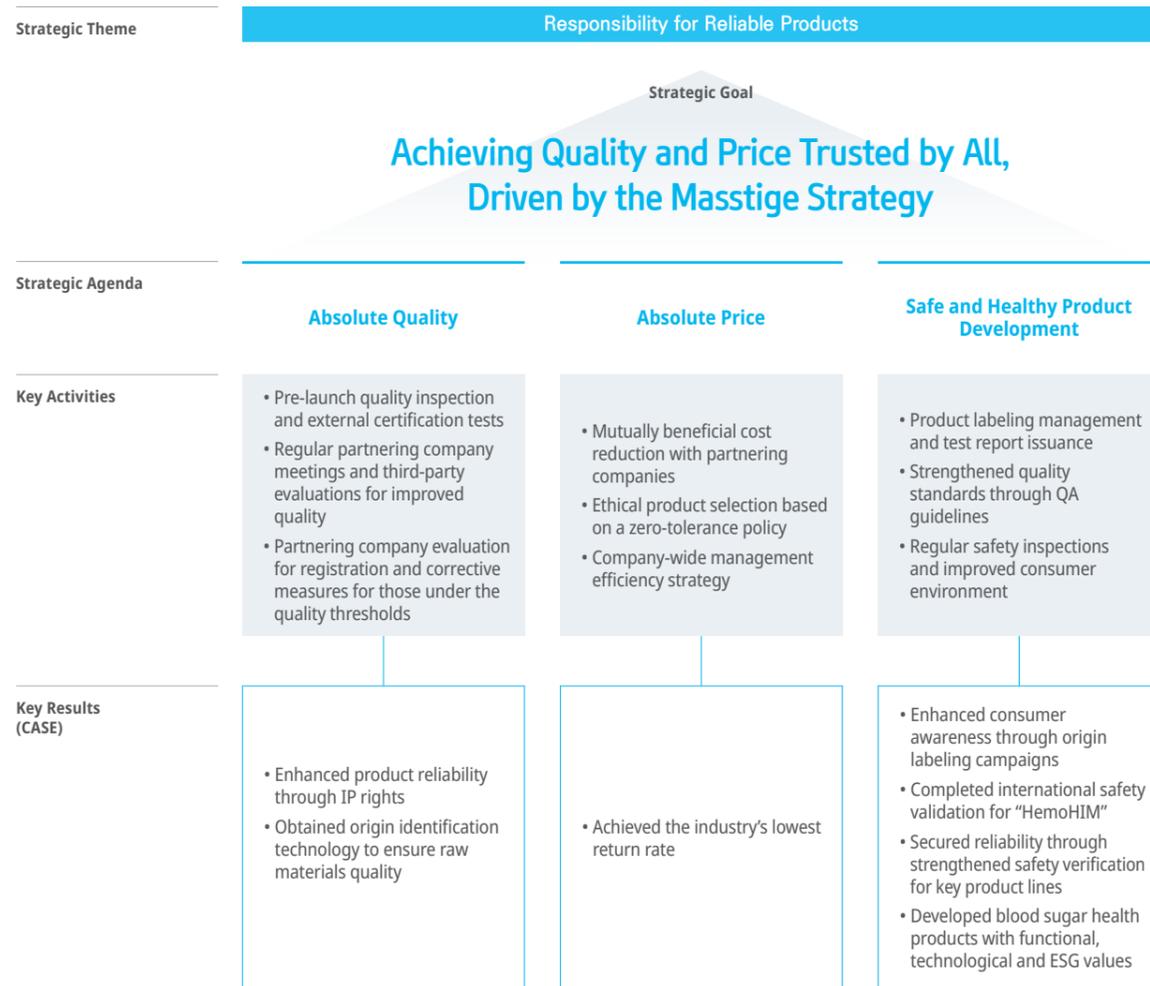
01. RESPONSIBILITY FOR RELIABLE PRODUCTS

Responsibility for Reliable Products

Based on its "Masstige" strategy, Atomy operates under the principle of Absolute Quality, Absolute Price to deliver reliable quality and fair pricing for all. From raw material sourcing to production and distribution, every stage is managed through strict quality control and ethical practices, reflecting Atomy's commitment to developing and supplying safe, healthy products.

Implementation System and Results by Strategic Theme

Atomy implements the Absolute Quality, Absolute Price principle alongside safe product development strategies to ensure the delivery of reliable products. To secure high quality, Atomy conducts partner assessments, pre-launch inspections, and external certification tests. Atomy also selects ethically sourced products and manages pricing efficiently to ensure fair pricing. Proactive quality control measures have been strengthened, including labeling policies and monitoring of harmful substances, to enhance product reliability and protect consumer rights. As a result of these efforts, Atomy has achieved international academic validation for its flagship product, HemoHIM, and has expanded safety testing for other major products.

Strategic Theme

Responsibility for Reliable Products

Strategic Goal

Achieving Quality and Price Trusted by All, Driven by the Masstige Strategy

Strategic Agenda

Absolute Quality	Absolute Price	Safe and Healthy Product Development

Key Activities

Absolute Quality	Absolute Price	Safe and Healthy Product Development
• Pre-launch quality inspection and external certification tests • Regular partnering company meetings and third-party evaluations for improved quality • Partnering company evaluation for registration and corrective measures for those under the quality thresholds	• Mutually beneficial cost reduction with partnering companies • Ethical product selection based on a zero-tolerance policy • Company-wide management efficiency strategy	• Product labeling management and test report issuance • Strengthened quality standards through QA guidelines • Regular safety inspections and improved consumer environment

Key Results (CASE)

• Enhanced product reliability through IP rights • Obtained origin identification technology to ensure raw materials quality	• Achieved the industry's lowest return rate	• Enhanced consumer awareness through origin labeling campaigns • Completed international safety validation for "HemoHIM" • Secured reliability through strengthened safety verification for key product lines • Developed blood sugar health products with functional, technological and ESG values

---

Absolute Quality

Atomy implements a structured quality control process covering raw material sourcing, production, packaging, and pre-launch inspection. Suppliers are assessed prior to product registration, and those that do not meet the required standards are either restricted or asked to make improvements. In addition, Atomy holds regular meetings with partnering companies, conducts quality inspections through external specialists, and carries out third-party assessments to continuously strengthen product reliability.

Quality Management Process

01 Registration Eligibility Assessment for Target Suppliers After Product Selection
Transfer of products and supplier information
(Product Team → QA Team)

02 Target Supplier Registration Assessment
Supplier registration checklist
• 59 points or below: No transaction allowed
• 60 – 69 points: Transaction allowed after checking improvement measures
• Over 70 points: Transaction allowed

03 Target Supplier Assessment Result Notification (QA Team → Product Team)
Register qualified suppliers in the system
(Product Team → Accounting Team)

04 Pre-Shipment Inspection, Raw Material/Safety Testing, Component/Damage Testing, Labeling Verification
Verify item manufacturing reports, etc. and review packaging material suitability

05 Establishment of Product Specification
QA Team Forms

06 Production Inspection Evaluation
Production Inspection Checklist
Inspection date confirmed prior to product launch date

07 Verification of Items Received at Logistics Center
Inspection of appearances, assembly, and damage status and comparison against product specification sheet

08 Post-Sales Customer VOC Status Check
Corrective actions taken

Quality Enhancement Meetings with Partnering Companies

Meeting Name	Details	Frequency
Meetings with Partnering Companies	Communication channel for mutual growth	Quarterly
Cosmetics Quality Enhancement Meeting	Cosmetics quality complaint analysis meeting	Monthly

Key Items in Product Review

Type	Details
Product Production Inspection and Regular Inspection	• Product manufacturing on the inspection date, with all processes completed from raw material weighing to finished product packaging on the same day • Verification of compliance with agreed-upon raw/auxiliary materials and process legitimacy with Atomy • Confirmation of product contents and packaging integrity until delivery to customers

Specialized Inspection by Third-Party Agency	• Expected product quality enhancements through evaluation and diagnosis by a third-party agency
	• Reduced potential risks such as product safety incidents and regulatory violations, enhancing credibility through the objectivity and expertise of the third-party agency
	• Nurturing of excellent suppliers through process management methods and improvement activities leveraging the third-party agency's expertise
	• Ensuring objectivity of evaluation
	  Domestic Third-Party Agencies: SGS Korea, Korean Standards Association (KSA), Bureau Veritas Korea
	  Product Categories for Evaluation: Food, Health Functional Foods, Cosmetics, Household Goods
	  Evaluation Frequency: Annually

Absolute Quality

CASE 1. Strengthened Product Reliability Through IP Rights

Atomy actively promotes Intellectual Property (IP) protection and technological innovation to enhance product competitiveness. In 2024 alone, Atomy invested KRW 54.54 million in R&D, and registered 28 patents and 40 research papers, including 23 SCI-level publications, related to HemoHIM. The Microcurrent LED Scalp Care Device, co-developed with a partnering company, received both the Bronze Award and the INNOPA Special Award at the International Exhibition of Inventions Geneva, highlighting its international technological excellence. In addition, the Atomy Organic Fermented Noni Concentrate was selected as a next-generation world-class product and recorded KRW 18 billion in sales in 2024, exemplifying Atomy's commitment to technology-driven trust management.

	Microcurrent LED Scalp Care Device	International Exhibition of Inventions Geneva Awarded the Bronze / INNOVA Special Award		Atomy Organic Fermented Noni Concentrate Selected as the Next-Generation World Clas Product

CASE 2. Origin Identification Technology for Raw Materials Quality

Atomy applies gene-based quality control technology to health functional food raw materials in collaboration with ODM suppliers. Atomy utilizes patented technology and PCR analysis to verify the origins of raw materials such as Angelica gigas and Paeonia, thereby strengthening the reliability and quality standards of locally sourced ingredients.

CASE 3. Advance Purchase for Fresh Ingredients – Atomy Salted Grilled Mackerel

Atomy places the highest priority on the freshness and quality grade of raw materials, the starting point of product manufacturing, as a key standard in realizing Absolute Quality. For example, in the case of Atomy Salted Grilled Mackerel, only the finest winter-caught mackerel from Norway, globally recognized for its superior texture and quality, is selected. To preserve peak freshness, the fish are flash-frozen immediately after harvest at temperatures below -40°C and then transported to Korea. To support this process, Atomy provides advance purchase funding of approximately KRW 10 to 15 billion annually. This approach ensures a stable supply of premium raw ingredients and maintains consistent product quality for consumers, reflecting Atomy's core commitment to quality.

Absolute Price

To realize Absolute Price, Atomy is systematically pursuing cost-reduction strategies, such as product line improvements, facility construction, and financial support for partnering companies' advance raw material purchases. At the same time, Atomy is enhancing management efficiency through the implementation of company-wide electronic systems and the reduction of internal fixed costs. In addition, Atomy enforces a Zero Tolerance Policy across all areas, including product selection and pricing decisions. All forms of corruption and improper requests are strictly excluded. Transparent and ethical distribution is ensured through multi-layered review processes led by the Product Committee.

CASE 1. Lowest Return Rate in the Industry

For 15 years since its founding, Atomy has maintained a return rate of just 0.2%, the lowest in the industry. This figure is a key indicator demonstrating the effectiveness of Atomy's strategy of offering high-quality products at affordable prices—a rate that is one-tenth of the industry average of 1.85% as of 2024.

Return Rate Comparison

■ Atomy
▨ Direct Selling Industry Average Return Rate

	2022	2023	2024
Atomy	0.22%	0.21%	0.20%
Direct Selling Industry Average Return Rate	1.59%	2.02%	1.85%

*Based on the Fair Trade Commission's list of the Top 30 Network Marketing Entities

CASE 2. Zero Tolerance Policy

All employees and partnering companies adhere to a Zero Tolerance Policy toward all forms of corruption. Atomy strictly prohibits any corrupt practices, including solicitation, during product selection and price determination processes. Product selection is made through multiple rounds of deliberation by the Product Committee, which are repeated as needed to ensure fully satisfactory outcomes.
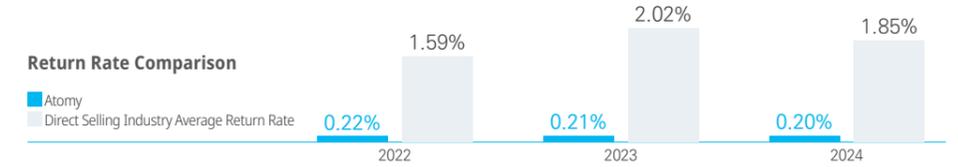
Safe and Healthy Product Development

To ensure customer satisfaction and reliable distribution, Atomy complies with legal specifications for both new and existing products, focusing on the development of safe and healthy products. In addition, Atomy applies its own stricter internal standards, going beyond legal requirements to strengthen product management.

Product Reliability Enhancement and Labeling Policy

All product details—especially certifications, claims (benefits), content, and weight, which influence consumer purchasing decisions—undergo objective assessments, including test results and manufacturer process management standards.

Atomy's Product Reliability Enhancement Policy

Food and Health Functional Food	• Preemptive exclusion of problematic ingredients through verification of third-tier raw materials. • Management of restricted ingredient lists and designation of alternative substitute ingredients.
Household Chemical Products	• Annual safety inspection with the statutory 3-year safety inspection as a key basis
Household Goods	• Hazard and performance testing (non-regulatory, mandatory) for each product through Korea Consumer Agency and Korea Agency for Technology and Standards, etc. • Validation of core materials like metals (tests by accredited institutions based on material quality certificates)
Kitchenware	• Food Code (including utensils and containers) hazard testing according to legal standards for each product
Hygiene Products	• Testing by designated accredited institutions based on legal standards for each product, systematically managing and maintaining related results
Quasi-Drugs	• Continuous monitoring of industry-level issues • Regular verification of VOCs in products like sanitary pads (annual)

Safety Assessment Guidelines

Atomy has established Quality Assurance Guidelines to define and apply consistent quality standards and targets across its subsidiaries and product suppliers. Through rigorous quality control, Atomy works to prevent non-conforming products from reaching the market and to proactively protect its brand image by actively incorporating customer feedback into the quality management process.

CASE 1. Consumer Rights Protection and Awareness-Raising Through a Public Country-of-Origin Labeling Campaign

Through an agreement with the National Agricultural Products Quality Management Service Chungcheongnam-do Branch, Atomy is strengthening the reliability of labeling management by including clear country-of-origin information on product packaging, such as for health functional foods (HFF). Atomy also receives guidance on relevant laws, regulations, and labeling standards, ensuring compliance and accuracy. This initiative not only helps protect consumers' right to information but also promotes a culture of transparent origin labeling.

CASE 2. International Validation of the Safety of HemoHIM, Atomy's Key Health Functional Food

HemoHIM's safety has been internationally validated through the publication of research findings in the SCIE-level journal Toxicological Research, reinforcing the product's global reliability. The study followed OECD Guidelines for toxicology testing and confirmed HemoHIM's safety across all test parameters. These achievements not only enhance the credibility of Atomy's health functional foods but also lay a strong foundation for expanding into global markets.

CASE 3. Safe Materials, such as Sugarcane, for 3 Eco Products

Atomy's 3 Eco Products have been enhanced in terms of safety by using materials that are free from detectable bisphenol A and plant-based raw materials derived from sugarcane byproducts. These products also contribute to reduced greenhouse gas emissions compared to conventional polyethylene (PE) throughout the entire production process. In recognition of their environmental benefits, they have received USDA Certified Biobased Product certification.

CASE 4. Blood Sugar Health Products with Functional, Technological and ESG Values

Atomy is committed to developing products that contribute to consumer health, grounded in scientific evidence and technological innovation. Atomy Blood Sugar Cut Bitter Melon is a health functional food that uses individually recognized functional ingredients approved by the Ministry of Food and Drug Safety (MFDS). For the first time in Korea, Atomy introduced a 3.0 mm mini-tablet formulation to enhance intake convenience. The product received the Encouragement Award at the 2025 Food Technology Awards, hosted by the Korea Food Research Institute (KFRI), in recognition of its technological, market, and commercial value. Additionally, it is made with 100% locally sourced ingredients through contract farming, further reinforcing both product quality and ESG value.

Based on its Absolute Quality, Absolute Price policy, Atomy practices ESG management that encompasses consumer health, environmental sustainability, and social responsibility.
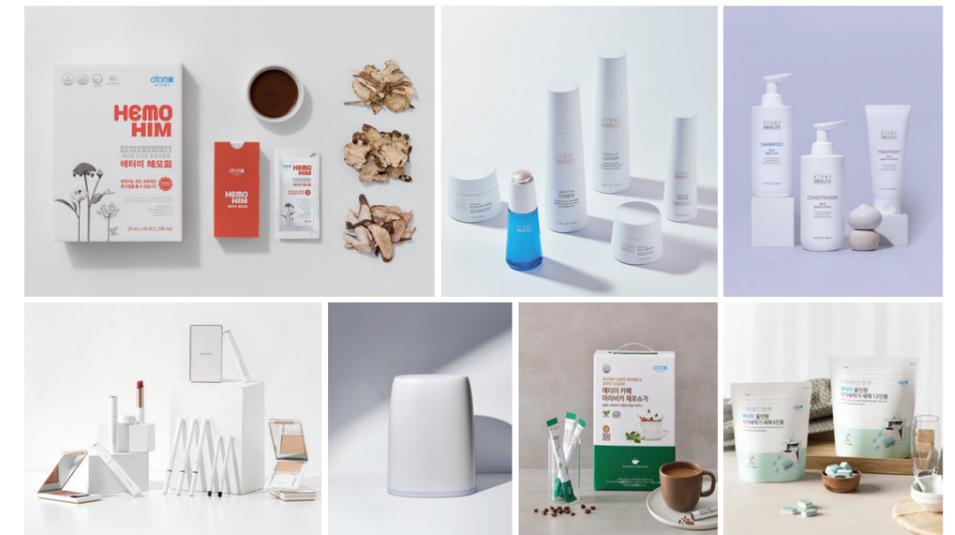
Products that Save the Earth
Contributing to resource conservation and environmental protection through the development and renewal of eco-friendly products

Safe Products that Enhance Trust
Enhancing customer satisfaction and brand trust by prioritizing health and safety

Product Values that Lead to Sharing
Expanding activities of sharing and realizing social values through products

Virtuous Cycle that Makes Everyone Grow
Creating a sustainable virtuous cycle through fair value distribution among partnering companies and members

02. PROMISE FOR PLASTIC-FREE OCEANS

Promise for Plastic-Free Oceans

Like El Niño, La Niña, and the melting of the North Pole, the climate crisis is an urgent, unfolding reality, no longer a distant warning about the future. In response, Atomy recognizes that environmental conservation is not a task for later, but a responsibility for now. To addr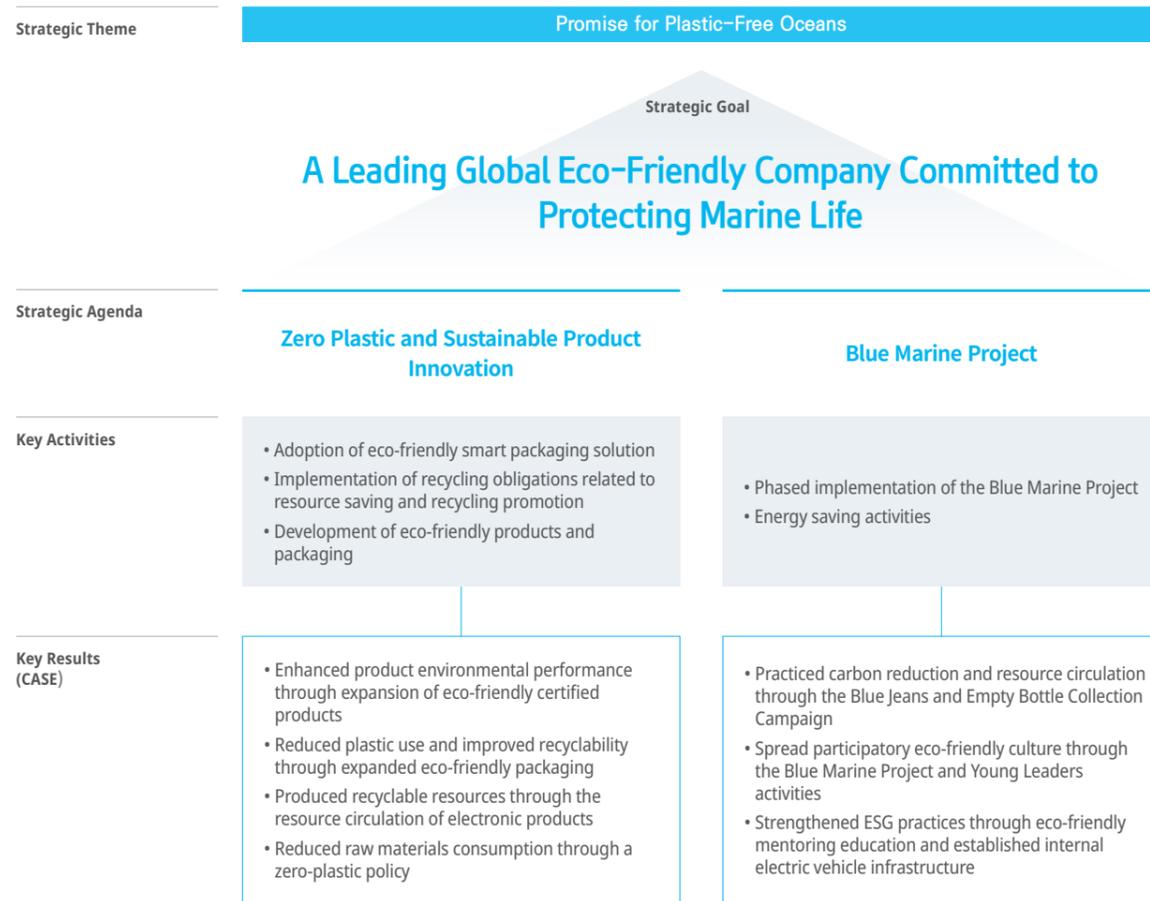ess this, Atomy has established and is actively imple-menting the Blue Marine Project as its long-term environmental strategy aimed at achieving plastic-free oceans.

Implementation System and Key Results by Strategic Theme

Atomy is continuously advancing the development of eco-friendly products and packaging while reducing plastic usage in pursuit of its goal of plastic-free oceans. Guided by its Zero Plastic Policy and 4R-based packaging innovation, Atomy has expanded the number of products with an "excellent" recycling grade and strengthened its resource circulation system. The Blue Marine Project has fostered a culture of eco-friendly practices through internal and external campaigns, ESG education, and environmental-themed content. These efforts are producing tangible outcomes, including reduced carbon emissions, lower plastic usage, and an increase in eco-friendly certified products.

Strategic Theme

> Promise for Plastic-Free Oceans

Strategic Goal

A Leading Global Eco-Friendly Company Committed to Protecting Marine Life

Strategic Agenda

Zero Plastic and Sustainable Product Innovation	Blue Marine Project

Key Activities

• Adoption of eco-friendly smart packaging solution • Implementation of recycling obligations related to resource saving and recycling promotion • Development of eco-friendly products and packaging	• Phased implementation of the Blue Marine Project • Energy saving activities

Key Results (CASE)

• Enhanced product environmental performance through expansion of eco-friendly certified products • Reduced plastic use and improved recyclability through expanded eco-friendly packaging • Produced recyclable resources through the resource circulation of electronic products • Reduced raw materials consumption through a zero-plastic policy	• Practiced carbon reduction and resource circulation through the Blue Jeans and Empty Bottle Collection Campaign • Spread participatory eco-friendly culture through the Blue Marine Project and Young Leaders activities • Strengthened ESG practices through eco-friendly mentoring education and established internal electric vehicle infrastructure

---

Zero-Plastic and Sustainable Product Innovation

Atomy has designated Zero Plastic and Sustainable Product Innovation as key items on its strategic agenda, promoting product and packaging improvements focused on resource circulation and minimizing environmental impact. To achieve this, Atomy is implementing various policies, including the adoption of an eco-friendly smart packaging solution, mandatory recycling, enhanced eco-friendly packaging based on the 4R strategy (Reduction, Recycling, Reuse, Reverse), and the development of eco-friendly products. These initiatives contribute to the reduction of plastic use, improved recyclability, expansion of certified eco-friendly products, and reduced use of raw materials, supporting the transition toward sustainable consumption and production.

Adoption of Eco-Friendly Smart Packaging Solution

In collaboration with CJ Logistics, Atomy has established the advanced eco-friendly smart packaging solution that replaces cushioning materials and box tape with recyclable paper materials, while modernizing the packaging process to reduce plastic use and prevent excessive packaging. As a result of this solution, Atomy is now reducing over 200 tons of plastic waste annually.

Compliance with Mandatory Recycling for Resource Conservation and Active Recycling

In accordance with the Act on the Promotion of Saving and Recycling of Resources, Atomy actively fulfills its obligations under the Extended Producer Responsibility (EPR) system and complies with recycling responsibilities by participating in the Korea Packaging Recycling Cooperative (KPRC). Atomy promotes environmental awareness by sharing this system with partner companies and contributes to reducing waste through efficient recovery and handling practices. The EPR contributions paid by Atomy are used to support recycling technology development and resource circulation projects.

※ Extended Producer Responsibility (EPR): A system that places a legal obligation on manufacturers and businesses using packaging materials to recycle a designated amount of waste generated from their products or packaging. If a company fails to meet the required recycling targets, it is subject to a recycling non-compliance levy to cover the costs incurred for recycling.
* Atomy's Compliance with Mandatory Promotion of Saving and Recycling of Resources: 4 Main packaging materials – paper cartons, metal cans, glass bottles, synthetic resin packaging materials – and batteries, etc.

Eco-Friendly Product Development and Packaging Improvement

Atomy incorporates carbon reduction and resource efficiency into every stage of product development and demonstrates product eco-friendliness through the acquisition of global environmental certifications, such as USDA and ECOCERT. Guided by the 4R Strategy—Reduce, Recycle, Reuse, and Reverse—Atomy promotes packaging improvements including plastic reduction, conversion to paper packaging, and enhanced recyclability, all aimed at achieving its "Zero Plastic" goal. As a result of these efforts, eco-friendly certified products now account for 16.5% of total sales, proving that strong environmental performance can drive real business performance.

Strategy for Achieving Zero Plastic Through the 4Rs in Plastic Packaging

4R Zero Plastic	**R**ECYCLE Expansion of recycling	**R**EDUCE 30% reduction in plastic use	**R**EUSE Promotion of reusable containers	**R**EVERSE Company-led take-back of used containers

CASE 1. Reduced Plastics and Enhanced Recyclability through Expansion of Eco-friendly Packaging

Atomy is actively implementing Zero Plastic initiatives by removing plastic trays, converting to paper packaging, and reducing packaging weight, while also replacing external materials, such as cushioning, with eco-friendly alternatives. As a result, the number of products rated as "excellent" for recyclability has increased by 37% compared to 2022, while products rated as "difficult" have decreased by 11%, reflecting significant improvements in recyclability. These outcomes are driven by design renewals and packaging structure enhancements across major product lines.

Plastic Zero Initiative

Atomy Toothbrush, Compact Toothbrush
Plastics reduced through the removal of plastic trays and application of paper packaging

Atomy Cafe Arabica, Arabica Zero-Sugar
Changed from plastics to paper handles

Atomy Slim Body Shake
Changed from PET containers to pouch types

Atomy Deep Sea Water
Removed labeling and reduced plastic weight

Atomy Oral Care Gift Set
Removed plastic trays and reduced external packaging size

Atomy Kelp Soy Sauce
Changed to transparent PET and removed handles

Replacement with Eco-friendly Paper Cushioning
Replaced PE air cap cushioning with eco-friendly paper cushioning

Reduced Packaging Weights

HemoHIM
Removed head pads and reduced set/single box weights

3 Derma Real Cica Cream and Hand Therapy Products
Removed matt coating from tube caps

Atomy Salted Grilled Mackerel
Reduced Styrofoam cooler size

Others

Atomy Ethiopia Single Origin Latte
Changed from aluminum can to Tetra Pak packaging

Ice Packs
Changed filling material to water-based (temporary for winter season)

Expanded Recyclability

Atomy Deep Sea Water
Received the highest grade in recycling

Excellent Grade Products
407 items in 2022 → 548 items in 2024 (35% increase)

Difficult Grade Products
208 items in 2022 → 185 items in 2024 (11% reduction)

Atomy Absolute Hydra / Reset Balm
Easy recycling with a single material of ALL PP

All Beauty Products Except Large-Capacity Items Over 200ml
Applied recyclable paper packaging (CCP R30)

Atomy 4th Generation The Fame Skincare
Higher recyclability grade application (ongoing)
Separate sales of The Fame Cream refill (ongoing)

Absolute Mask
Separate sales of refill products

CASE 2. Circular Resource Production through the Resource Circulation of Electronic Goods

In accordance with the Act on Resource Circulation of Electrical and Electronic Equipment and Vehicles, Atomy operates a recycling system for waste electronic products, promoting resource circulation and reducing environmental impact. In 2023 alone, Atomy recycled 26,554 kg of waste electronic goods and recovered 25,643 kg of recyclable resources, resulting in a greenhouse gas reduction effect of 73,561 $kgCO_2$-eq. These efforts support the extended lifecycle of electronic products and contribute to the realization of a circular economy.

CASE 3. Raw Materials Reduction through Zero Plastic Policy

Atomy's Zero Plastic Policy has led to the continuous reduction of raw material usage. In particular, plastic consumption decreased from 3,797.7 tons in 2022 to 2,611.2 tons in 2024, marking a 31% reduction. Overall, total raw material usage was reduced by more than 1,243 tons (30%) over the two-year period.

Atomy Raw Material Consumption (unit: ton)　　　　○ 2024 reduction rate compared to 2022
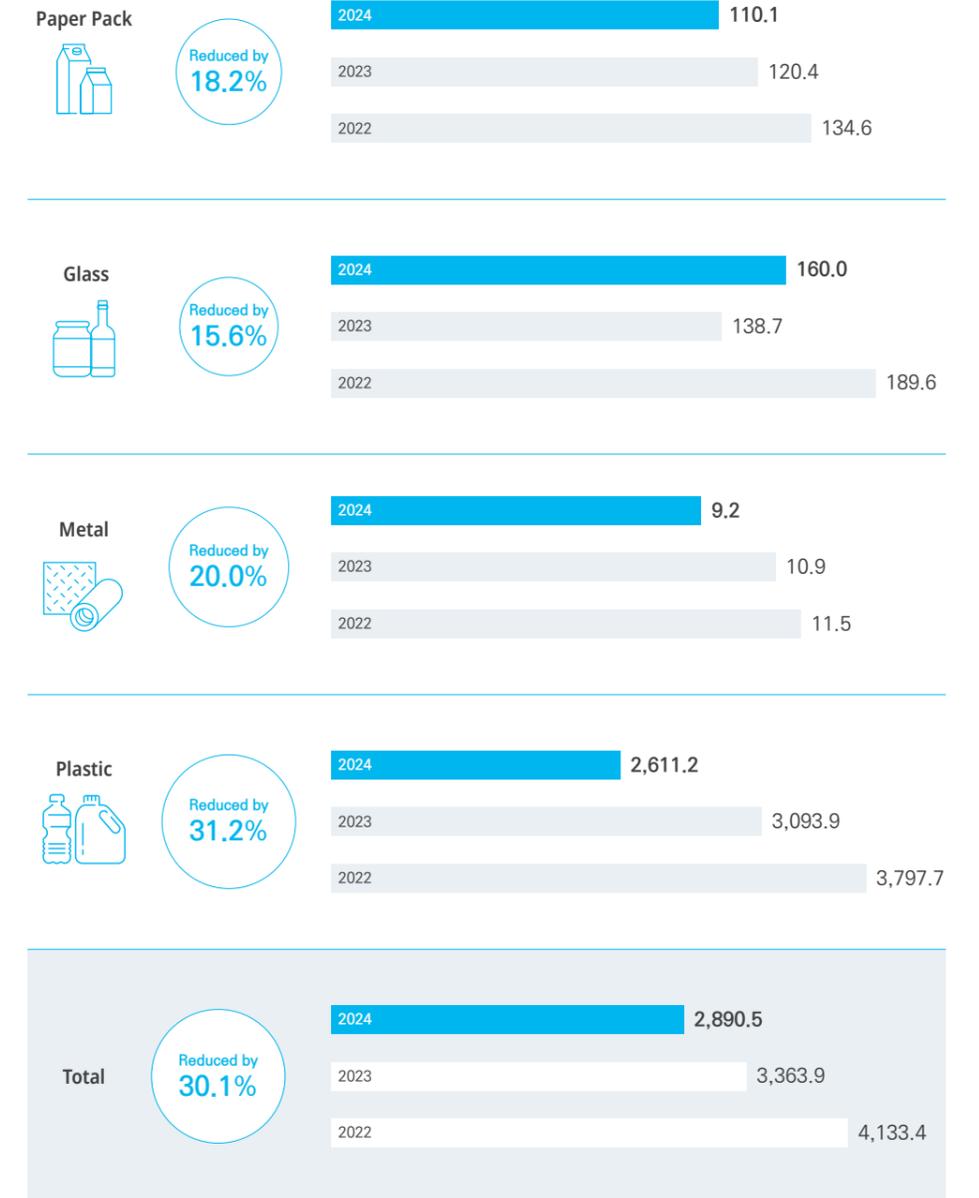
Paper Pack — Reduced by 18.2%
Year	Value
2024	110.1
2023	120.4
2022	134.6

Glass — Reduced by 15.6%
Year	Value
2024	160.0
2023	138.7
2022	189.6

Metal — Reduced by 20.0%
Year	Value
2024	9.2
2023	10.9
2022	11.5

Plastic — Reduced by 31.2%
Year	Value
2024	2,611.2
2023	3,093.9
2022	3,797.7

Total — Reduced by 30.1%
Year	Value
2024	2,890.5
2023	3,363.9
2022	4,133.4

* The calculation was based on the amount of contributions paid to the Recycling Cooperative under the Resource Recycling Act, calculated according to sales weight
* Figures include new products

Blue Marine Project

Under the Blue Marine Project, Atomy is pursuing zero plastic, expanding resource regeneration, and fostering a global eco-friendly culture. Eco-friendly materials are applied from the product development stage, and Atomy conducts bottle collection and upcycling campaigns to promote resource circulation. Additionally, Atomy is cultivating a sustainable corporate culture through participatory eco-friendly activities, such as waste separation and sorting, using scratch paper, carrying tumblers, and practicing energy conservation.

Atomy Blue Marine Project Master Plan

STEP	STEP 1.	STEP 2.	STEP 3.
	AWARENESS RAISING & ACCELERATION	**STABILIZATION**	**WIDESPREAD ADOPTION**
YEAR	2021 / 2022	2024	2027 / 2030
Zero Plastic Goal	Renewal of eco-friendly products / Development of eco-friendly products	Improved product development / Development of eco-friendly materials / Logistics development/restructuring	Recyclability evaluation / Recyclability improvement / Plastics monitoring / Logistics development/restructuring (2027) — Plastics reduced by 50% (2030)
Leading a global eco-friendly culture	Blue Marine Supporters / Blue Marine Savers / Character branding / Seminar PR	Character branding / External relations / Internal/external campaigns	Member education and culture projects / Local/global seminar PR / Discovery of eco-friendly talent (2027) — Improved awareness among global members (2030)
Resource regeneration and restoration	Bottle Collection Campaign	Bottle Collection Campaign / Upcycling / Recycling / Environment clean-up activities	Atomy Garden / RUN Make ESG Atomy RUN / Product development (2027) — Resource regeneration for all Atomy products / System building (2030)

CASE 1. 4.1 Tons of Carbon Emissions Reduced by Blue Jeans Campaign

In March 2022, Atomy employees and Young Leaders members participated in the Blue Jeans Campaign, collecting a total of 125 pairs of jeans and upcycling them into eco-friendly cup holders. Upcycling goes beyond traditional recycling by adding new value through creative redesign. This initiative reflects Atomy's eco-friendly product policy, turning used items into innovative new products. Through upcycling, 33 kg of carbon emissions were reduced per pair of jeans, resulting in a total reduction of 4,125 kg of carbon emissions from the 125 upcycled items.

CASE 2. Empty Bottle Collection Campaign for Resource Circulation

In 2021, Atomy launched the Empty Bottle Collection Campaign in partnership with TerraCycle, a global recycling company, to support its Zero Plastic goal and promote resource circulation. The campaign was joined by 800 education centers, where collection boxes were installed to gather used bottles. The collected bottles were upcycled into a bench, which is now installed at Atomy Park, the company's headquarters.

CASE 3. Spread of Participatory Eco-friendly Culture Through the Blue Marine Project

Through the Blue Marine Project, Atomy is promoting an eco-friendly culture involving both employees and consumers. The Blue Marine Savers character, inspired by marine life, is featured across various content to raise environmental awareness. Atomy also operates the Blue Marine Supporters, who participate in a range of volunteer activities and environmental campaigns. In addition, Atomy hosts the Blue Marine Idea Awards, centered on the project's three core visions, to encourage the development of innovative eco-friendly ideas and to foster a participatory ESG culture.

CASE 4. Enhanced Environmental Protection Practices by Ocean Cleaning Led by Young Leaders

In 2021, the Atomy Young Leaders Club and 50 employees carried out environmental clean-up activities, collecting waste along Ulsan Ilsan Beach and Daewangam Park. The Beach Clean Campaign, part of Atomy's eco-friendly initiative "Blue Marine," was launched based on a proposal from the Young Leaders Club, whose members are in their 20s and 30s. The campaign was initiated in response to reports that tourist-generated waste was damaging the marine ecosystem at Ilsan Beach in Ulsan. Through this campaign, participants declared their commitment to marine conservation and pledged to continue engaging in environmental protection activities.

CASE 5. Participatory ESG Culture Through Eco-friendly Mentoring

In October 2022, six Atomy education centers conducted eco-friendly mentoring sessions for 800 members interested in environmental protection. During the sessions, Atomy introduced its Blue Marine Project, the Empty Bottle Collection Campaign, and shared ideas for eco-friendly practices in daily life. Participants also engaged in hands-on activities, creating upcycled products using DIY kits, and took part in plogging around the education centers following the program.

CASE 6. Low Carbon Emission Transportation Through In-House EV Infrastructure

In 2024, Atomy installed 10 electric vehicle (EV) charging stations at its headquarters, Atomy Park, as part of its efforts to transition to eco-friendly transportation. That same year, Atomy also introduced its first electric vehicle as a company car. Through these initiatives, Atomy is promoting the reduction of GHG emissions in transportation and encouraging the adoption of a low-carbon transportation culture within Atomy. Moving forward, Atomy plans to expand EV charging infrastructure and replace company vehicles with EVs, further supporting the implementation of its carbon neutrality goals.

CASE 7. Seoul Forest Plogging & Flea Market with Citizens

As part of the Blue Marine Project, Atomy hosted a citizen-focused Plogging and Flea Market event at Seoul Forest. Members and local citizens participated in environmental clean-up activities, while promoting a culture of resource recycling by selling and exchanging upcycled and secondhand products. Notably, the event encouraged participation by offering product giveaways equal in value to donated items. This initiative laid the foundation for ongoing environmental protection efforts involving Atomy members, supporters, and citizens working together.

Energy Saving Activities

To promote the widespread adoption of energy-efficient and eco-friendly practices in the workplace, Atomy engages in various daily energy-saving activities, such as turning off lights and adjusting indoor temperatures. Employees participate by switching off lights during lunch hours, replacing bulbs with LED lighting, reducing plastic use, separating and sorting waste, and joining clean-up and upcycling campaigns, all contributing to the creation of a sustainable workplace culture.

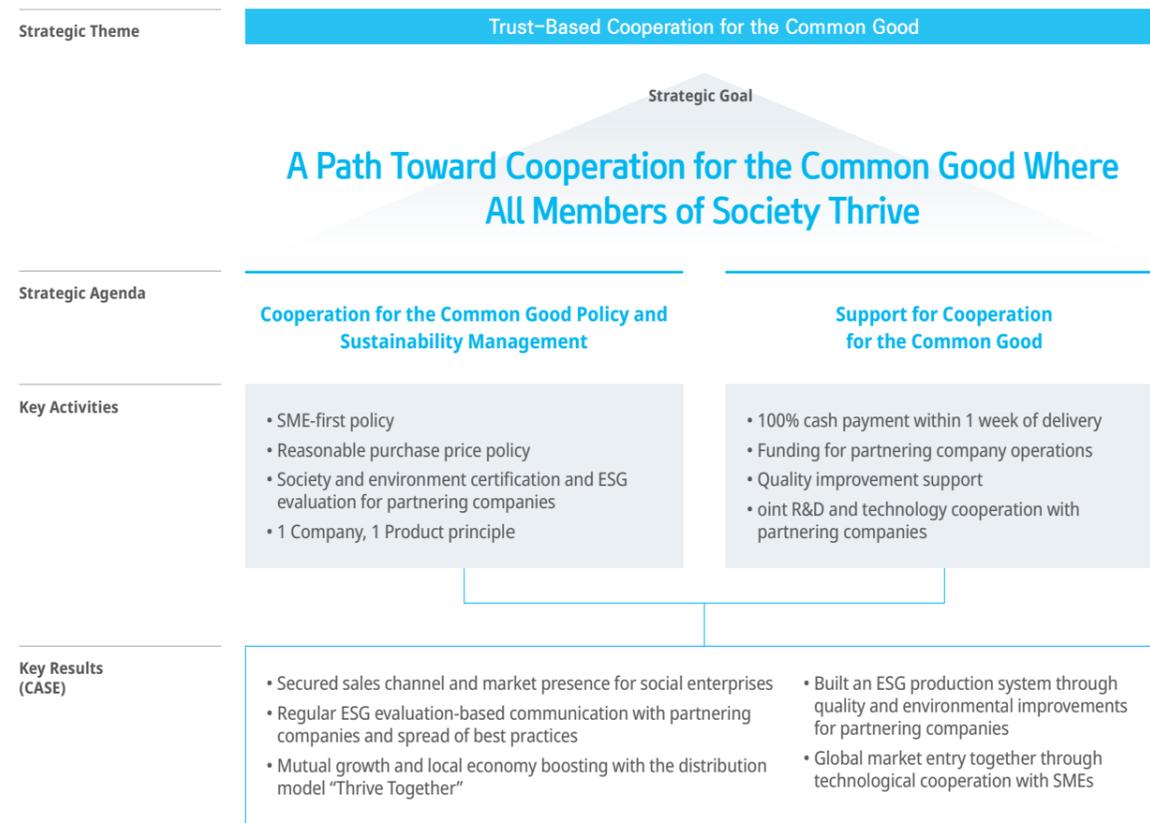|	
Office Lighting Shutdown and High-Efficiency LED Bulb Installation Shut down office lights during lunch hours (turning off at least 50% of lights excluding essential ones) and install high-efficiency LED bulbs throughout the company	**Heating/Cooling Period Adjustment and Using Off-Peak Electricity** Adjust heating (from 60 days to 42 days) and cooling (from 90 days to 72 days) schedules, and install of an in-house heat recovery system to utilize off-peak electricity
Low-Carbon Lunch Day Reduce food waste by 30% for carbon emissions reduction (twice a year)	**Disposable Cup-Free Workplace** Eliminate disposable cups in the company cafeteria by introducing eco-friendly cups made from CX material, a plastic alternative
Trash Cleanup Activity at Geumgang Shingwan Park in Gongju City Plogging activities with employees	**Upcycling Campaign** Collect and upcycle jeans into reusable cup holders

03. TRUST-BASED COOPERATION FOR THE COMMON GOOD

Trust–based Cooperation for the Common Good

Mutual growth with partnering companies is a core value that enables Atomy to deliver Absolute Quality, Absolute Price products. This is precisely why Atomy refers to its suppliers and collaborators as "Partnering Companies." While cooperation implies working together to complete a task, partnering emphasizes the importance of building relationships, more like family members than mere contractual parties.

Implementation System and Key Results by Strategic Theme

Guided by the belief that "the success of partnering companies is the success of Atomy," Atomy has consistently supported the enhancement of quality and competitiveness among its partnering companies. This is achieved through its SME-first policy, the 1 Company, 1 Product principle, and a reasonable purchase price policy. Atomy also provides practical business support, including cash payments within one week of delivery and interest-free funding to ensure stable operations for its partnering companies. In addition, initiatives such as joint R&D and the "Thrive Together" project have helped expand sales channels and market access for SMEs and small-scale farmers and fishers. Efforts such as ESG evaluations and certifications, along with the Excellent Partnering Companies Awards, further contribute to promoting sustainability and responsible management among partnering companies. These activities have fostered a virtuous cycle of cooperation for the common good, where supplier companies, consumers, and local communities grow and succeed together.

Strategic Theme

Trust–Based Cooperation for the Common Good

Strategic Goal

A Path Toward Cooperation for the Common Good Where All Members of Society Thrive

Strategic Agenda

Cooperation for the Common Good Policy and Sustainability Management

Support for Cooperation for the Common Good

Key Activities

- SME-first policy
- Reasonable purchase price policy
- Society and environment certification and ESG evaluation for partnering companies
- 1 Company, 1 Product principle

- 100% cash payment within 1 week of delivery
- Funding for partnering company operations
- Quality improvement support
- oint R&D and technology cooperation with partnering companies

Key Results (CASE)

- Secured sales channel and market presence for social enterprises
- Regular ESG evaluation-based communication with partnering companies and spread of best practices
- Mutual growth and local economy boosting with the distribution model "Thrive Together"

- Built an ESG production system through quality and environmental improvements for partnering companies
- Global market entry together through technological cooperation with SMEs

Status of Partnering Companies

As of 2024, Atomy worked with 88 partnering companies, all of which are manufacturing firms, with a total annual purchase volume of KRW 637.4 billion.

	2022	2023	2024
Number of Companies	78	76	88
Purchase Amount (KRW 100 million)	6,944	6,431	6,374

Cooperation for the Common Good Policy and Sustainability Management

SMEs First Policy

When selecting new products, Atomy prioritizes transactions with small and medium-sized enterprises (SMEs) that face greater challenges in entering the market compared to large corporations offering similar products. Atomy also actively seeks out SMEs with high-quality products that struggle due to limited capital or lack of sales channels.

Reasonable Purchase Price Policy

Atomy calculates reasonable purchase prices by comprehensively considering all factors that affect pricing—including quantity, quality, specifications, delivery schedule, material costs, labor costs, and raw material prices. To ensure a win-win outcome for both Atomy and its partnering companies, appropriate management expenses and a fair profit margin are also factored in for the supplier.

Social and Environmental Certification and ESG Evaluation for Partnering Companies

Atomy operates a comprehensive ESG checklist for its partnering companies, covering environmental and safety management, hazardous substance control, labor and human rights, corporate social responsibility, and information security. Through this process, the company encourages continuous improvement in partnering companies' ESG management practices. ESG assessments are conducted at differentiated frequencies based on company size and business characteristics, with regular evaluations carried out at least once a year. The same standards are applied consistently and fairly to both existing and new partnering companies. For new partners, social, environmental, and labor-related criteria are applied from the selection stage, and only companies that meet these requirements are approved as partnering companies. After selection, the same ESG standards continue to be applied to ensure ongoing management and continuous improvement. In addition, ESG evaluation results, based on the assessment framework of an external professional organization (DNV), cover key social and environmental issues such as human rights management, occupational health and safety, and hazardous substance management. These results are used to identify areas for improvement and to support systematic follow-up and oversight.

Atomy Partnering Companies' Social and Environmental Certification and Evaluation Ratio

Type	Social			Governance			Environmental		
	2022	2023	2024	2022	2023	2024	2022	2023	2024
Total Number of Partnering Companies	78	76	88	78	76	88	78	76	88
Number of Certified Partnering Companies	37	49	49	3	5	5	28	35	35
Ratio of Certified Partnering Companies (%)	47.4	64.5	55.7	3.8	6.6	5.7	35.9	46.1	39.8

*The number and percentage of certified partnering companies for 2022–2023 have been revised due to enhancements in data collection standards and calculation methodologies.

Cases of Improvements Based on ESG Evaluation of Partnering Companies

Improved Environmental Management System	The 2024 ESG evaluation of partnering companies identified a need for improvement in the documentation systems related to environmental impact assessments for some partners. In response, Atomy provided guidance on adopting a standardized environmental impact assessment format, which the partnering companies have since implemented.
Improved Safety Management and Emergency Response System	Some workplaces were found to have limited visibility of evacuation signs and subsequently improved their emergency response systems by installing additional evacuation maps and enhancing "You Are Here" indicators.
Strengthened Drinking Water Quality Management	For partnering companies with insufficient system of regular drinking water monitoring, Atomy requested them to conduct water quality inspections at least once a year through third-party or independently. Accordingly, these partnering companies are now undertaking regular inspections on major items including general bacteria, total coliforms, and turbidity.

1 Company, 1 Product Principle

The 1 Company, 1 Product principle is Atomy's core merchandising strategy, whereby a single product is sourced from a single partnering company. Once selected, the partner is not replaced or split, unless a moral or ethical issue arises. This principle fosters trust and long-term collaboration, enabling partnering companies to secure stable sales channels and confidently invest in long-term R&D and facility improvements, leading to enhanced product quality and cost efficiency.

Support for Cooperation for the Common Good

100% Cash Payment Within 1 Week of Delivery

To provide practical support for manufacturing suppliers that require upfront investment in R&D and facilities, Atomy makes cash payments within one week of delivery, and immediate payment for more urgent cases.

Partnering Company Funding Support

When partnering companies face funding challenges or difficulties in the smooth operation of their business, Atomy provides business operation funding support, helping them reduce unnecessary financial burdens.

Partnering Company Management Support Funds	2022	2023	2024
	KRW 3.344 billion	KRW 340.2 million	KRW 683.6 million

* The 2022–2023 management support fund data for partner companies has been revised to reflect improvements in data collection standards and calculation methods.

Quality Improvement Support

Atomy shares its experiences and expertise with partnering companies to support quality improvement efforts and conducts objective, joint quality control inspections in collaboration with third-party specialized agencies. All costs related to these quality improvement activities are fully covered by Atomy.

Quality Improvement Support Funds (inspection costs by third-party agencies)	2022	2023	2024
	KRW 141.7 million	KRW 192.9 million	KRW 54.34 million

CASE 1. Sales Expansion and Market Entry for Social Enterprises

To identify and support SMEs lacking capital and sales channels, Atomy has been operating the "Partnering Company Identification Project." Under this initiative, a total of 582 companies applied, and in 2017, one social enterprise was selected as the finalist. The selected enterprise, Jaeil's Nanumi Cup, is a paper cup manufacturer where over 90% of employees are individuals with severe disabilities. Atomy provided funding for facility and process improvements and supported the sale of their products through Atomy's distribution network. As a result, Jaeil's Nanumi Cup was able to secure stable sales channels and establish strong product competitiveness, leading to market growth.

CASE 2. Regular ESG Evaluation-based Communication and Spread of Best Practices Among Partnering Companies

Atomy integrates ESG factors—including environmental impact, safety, social responsibility, and privacy protection—into the selection and ongoing management of its partnering companies. Atomy also conducts social responsibility inspections specifically for its cosmetics partnering companies. The results of these inspections are used to guide annual meetings and the presentation of Excellent Partnering Company Awards, which help to spread best practices and raise awareness of sustainable management. These meetings serve as a platform for mutual communication, while the awards provide motivation for responsible management and continuous quality improvement. Through these efforts, Atomy is reinforcing a culture of ESG-based mutual growth with its partnering companies.

CASE 3. ESG Production System Through Quality and Environmental Improvements Among Partnering Companies

In partnership with Kangwon Deep Sea Water, one of its key partnering companies, Atomy is strengthening a stable quality and eco-friendly manufacturing system. Atomy has introduced automated inspection facilities, including vision systems and weighing devices, and has segmented CCP (Critical Control Point) items to enhance food safety. Together, the two companies co-developed a no-label version of Atomy Deep Sea Water to improve recyclability. Additionally, laser-engraved LOT markings and lightweight containers were introduced to reduce the use of printing ink and plastic. These efforts support an ESG-based manufacturing system that advances both quality improvement and environmental protection.

CASE 4. Co-Entering Global Markets Through Technological Cooperation with SMEs

Atomy Orot, a subsidiary of Atomy, has co-developed next-generation probiotics in collaboration with SMEs specializing in functional ingredients, targeting both domestic and global markets. The two parties have continued joint R&D efforts focused on gut microbiome balance, and the resulting products are now being exported to Singapore, Taiwan, and other international markets. This partnership exemplifies mutual growth, combining the technological expertise of SMEs with Atomy's global distribution network. Through this collaboration, Atomy is fostering a virtuous cycle of mutual growth by enhancing product competitiveness and supporting SMEs' stable entry into global markets.

04. PEOPLE-FIRST CORPORATE CULTURE

People–First Corporate Culture

Atomy operates under the philosophy that people are not a means to an end, but the ultimate purpose of the company. Because individuals themselves are the goal, prioritizing the happiness of employees and members is not optional—it is a fundamental principle of business operations. Aligned with its company motto, "cherishing every spirit," Atomy considers creating a happy workplace and internalizing a culture of respecting human rights to be essential responsibilities. Rather than relying solely on institutional mechanisms, Atomy focuses on naturally embedding these values into its corporate culture. To support this, Atomy operates a regular communication channel involving its headquarters and 26 global branches, enabling ongoing dialogue on its people-first philosophy, ethical standards, and human rights principles. This channel is also used to jointly review and respond to related risks across the organization. Through this global cooperation structure, Atomy is embedding human dignity and value at the core of its global operations.

Implementation System and Key Results by Strategic Theme

Under the strategic theme of "People-First Corporate Culture," Atomy strives people-first management that prioritizes dignity and value of all members of society and has set creating a happy and safe workplace for employees and internalizing a culture of respecting human rights as strategic agenda items. For this, Atomy has implemented various activities such as building the welfare and growth support system, fostering safe workplaces, implementing human rights education and policies, and protecting social vulnerable groups. As a result, Atomy was selected as Great Place to Work in Korea by GPTW for five consecutive years and acquired the ESG Human Rights Management Certification from external agencies, realizing an inclusive corporate culture where employees and local communities grow together.

Strategic Theme	**People-First Corporate Culture**

Strategic Goal

People–First Company that Prioritizes Dignity and Value of All Members of Society

Strategic Agenda

Creating a Happy and Safe Workplace	Internalizing a Culture of Respecting Human Rights

Key Activities

• Holistic welfare and support for improved quality of life • Establishing the capacity-building and growth support system • Fostering safe workplaces	• Establishing 4 core principles for human rights respect and implementing them globally • Operating a HQ-overseas joint risk response system • Conducting human rights education and awareness-raising programs for employees • Activities that protect socially vulnerable groups and contribute to human rights

Key Results (CASE)

• Selected as Great Place to Work in Korea under the People-First Philosophy for 5 consecutive years • Sharing and learning of information related to functions and core value-based in-house learning platform "Atomy Monthly Council" • Strengthened customer-centered solution and corporate culture through Chutzpah Workshop • Achieved zero accidents for 3 consecutive years and fostered nature-friendly workplaces • Maximized synergistic effects and improving quality with AI solutions	• Selected for global ESG human rights management certification in 2025 • Established a corporate culture that achieved diversity and inclusivity • Protected labor rights of service workers with emotional labor and fostered family-friendly culture • Achieved an inclusive job model that supports the self-sufficiency of people with disabilities

Current Employee Status

As of 2024, Atomy had a total of 752 employees. Of these, 35.8% were based in Korea, while 64.2% were located in overseas branches. In terms of gender distribution, female employees accounted for 50.3%, slightly higher than male employees, who made up 49.7% of the workforce. The proportion of full-time employees in 2024 was 90.6%, showing a slight increase compared to the previous year. Regarding age distribution, the largest portion of employees, 48.0%, were in their 30s, followed by 26.2% in their 40s, 18.4% in their 20s, and 7.4% in their 50s.

Total Number of Employees (unit: people)

Type		2022	2023	2024
All		767	770	752
By region	Domestic	299	303	269
	Overseas	468	467	483
	Senior Overseas Executives	25	26	26
Gender	Female	373	359	378
	Male	394	411	374
By Employment Type	Full-Time Employees	674	685	681
	Temporary Employees	93	85	71
By Age	20s	166	151	138
	30s	381	382	361
	40s	170	184	197
	Over 50s	50	53	56

* Total Number of Employees: Number of full-time and temporary employees, excluding interns with less than one year of work, both in Korea and abroad
* Korea: Korea branches (HQ, Hongsamdan, Aza, Orot, Siloh Art)
* Overseas: Overseas branches
* Senior Overseas Executives: General Managers Above Branch Manager (BM)
* Responsibilities of Senior Overseas Executives: Corporate management and operational oversight including company establishment and launch, employee recruitment, overall management of the member seminar system for new member acquisition and market expansion in the target region, serving as the liaison for cooperation with government and relevant agencies to ensure smooth multi-level network marketing operations, strategic support for product sourcing, design, planning, export (in consultation with headquarters), and operational management

Diversity and Anti-Discrimination Policy

With its expansion into various global markets, Atomy is actively recruiting talent who understand the company's culture and people-first philosophy, regardless of nationality, race, or language. Guided by this inclusive hiring philosophy, Atomy is fostering a workplace where individuals from diverse backgrounds can grow together, while also placing a strong emphasis on recruiting capable female talent. As a result of these efforts, female employees accounted for 50.3% of the workforce in 2024. In addition, non-registered female executives made up 36.4%, a figure that aligns with the executive gender ratios seen in European regions (typically ranging from 30–40%).

Policy	Details
Securing Global Diversity	• 2024 Regional employee percentage (Asia 81.0%, Europe 8.8%, Central & South America 4.0%, North America 3.9%, Oceania 2.4%)
Hiring Female Talent	• Female employee percentage (2022 48.6%, 2023 46.6%, 2024 50.3%) • Female non-registered executive percentage (2022 33.3%, 2023 30.8%, 2024 36.4%) * Atomy executives are defined as those at the director level or above, with appointments officially announced upon personnel assignment. "Non-registered executives" refer to those who are not listed in the Certified Copy of the Corporate Register.
Female Wages Compared to Male Wages	• Percentage of average wages for a female employee to average wages for a male employee in 2024 (Base pay 85.8%, Base pay + year-end bonus 86.2%)
Employment of People with Disabilities	• Number of employees with disabilities (based on current employees) (5 in 2022, 5 in 2023, 5 in 2024)

Mid-Level Leadership Project (Atomy Value Driver)

In response to a rapidly changing business environment, Atomy has introduced the Atomy Value Driver program to support sustainable growth. This initiative focuses on developing mid-level leaders who serve as key connectors within the organization, enabling the implementation of corporate values and strategies at the operational level. Rather than being a conventional management training course, the program is designed to encourage leaders to engage in self-reflection and act as agents of organizational innovation. Through this approach, Atomy is fostering practice-based leadership and building a sustainable leadership framework that supports agile and adaptive responses to change.

Widespread Adoption of Leadership Culture	• Sharing experiences and concerns to establish psychological safety nets and spreading a culture of "Anyone can become a leader"
Role of Think Tank in the Organization	• Delivering on-site voices to the executive management for supporting strategy building
Substantial Capacity-Building	• Operating a learning cycle of discussion, application, and reflection with core topics like AI, corporate culture and OKRs every month

Internal Efficiency and Culture Committee (IECC)

Atomy continuously monitors overall work processes and addresses unnecessary or inefficient procedures to realize its core value: customer success. A key initiative reflecting Atomy's people-first management philosophy is the Internal Efficiency and Culture Committee (IECC), which promotes employee-led improvement activities. Through the IECC, employees are encouraged to identify challenges or inconveniences encountered in their daily work and propose practical solutions. These efforts have led to meaningful changes, including growth-oriented feedback, operational improvements, and the integration of welfare and culture-related resources. By addressing employee feedback in a structured and proactive manner, the IECC is enhancing both trust and focus in the workplace, reinforcing a culture of continuous improvement and internal efficiency.

Internal Efficiency and Culture Committee (IECC)

Selection Criteria	Meeting Frequency
Selection of IECC members by years of service (3-year increments) and by job category (product, service, company)	Hosted by the CEO every Friday morning

IECC Discussion Topics Based on Employee Survey

Discussion Topics		
• Establishment of efficient collaboration methods • Performance evaluation and compensation system • Leadership capacity-building and efficient decision-making • Establishment of product meeting culture		• Improvement of internal communication • Improvement of welfare benefits and system

Corporate Culture

Atomy aspires to be a company that serves as a means to enhance employee happiness, rather than one that extracts more output than it invests, solely for the sake of profit.

Absolute Goal	• Atomy continuously strengthens communication around the ultimate destination the organization aims to reach, while members shape and share a vision they created. • Atomy pursues unmatched, exclusive competitiveness by striving toward absolute goals, rather than settling for relative comparisons with others. Atomy must reject mediocrity and commit to strengthening the mindset alongside professional development in order to achieve true excellence.
Removing Work is Work	• Atomy focuses on what truly matters by identifying and eliminating inefficiencies to actively pursue improvements. Not constrained by current circumstances, Atomy must set new goals and strive to generate more creative and productive work. • Atomy must become a system builder that connects all functions, beyond task-specific expertise.
Autonomous Creation	• Atomy fosters an environment where people can make decisions grounded in deep trust and work creatively and autonomously. • Employees must work freely through a no-job title system, flexible work arrangements, and open seating, while adopting open discussions and transparent information sharing as part of culture.
Amoeba Organization	• Atomy defines work as purpose-driven and forms teams based on suitability and capability, not job titles. • Atomy operates like an amoeba, flexibly dividing and expanding
"Do It One-Self"	• While soldiers carry out orders, officers and generals must make their own decisions—this is why Atomy emphasizes the principle of "Do It Oneself." • Employees act as the final decision-makers for their responsibilities, empowered with the authority to complete their tasks. Accountability is not questioned when authority is granted—mutual trust is the foundation.
Work Starts When Play Leaves Off	• Atomy Park (Atomy HQ Office) is a playful workplace that blurs the line between a playground and an office and compensates employees for their ideas, not just their time. • Atomy Park is designed as a truly integrated space where both independent focus and collaborative interaction can coexist.
Unwarranted Meddling	• Employees at Atomy actively engage as multi-taskers, freely involving themselves in others' work rather than drawing strict lines between "mine" and "theirs." • Employees are encouraged to have the boldness to pursue even seemingly impossible ideas, not just those that appear reasonable.
Owner of the Work	• Employees become true owners of their work only when they take initiative voluntarily, not when tasks are assigned to them. • Atomy fosters a workplace where employees can focus deeply and take ownership of their responsibilities, rather than being managed through supervision or oversight.
Chutzpah Mindset	• Chutzpah, a Hebrew word meaning bold self-confidence and audacity unconstrained by convention or authority. Atomy must embody the mindset of Chutzpah to drive continuous progress and maintain this active and challenging spirit by constantly questioning, consulting, and seeking the right solutions. • Worse than failure is not trying at all out of fear of failing. Healthy failures should not be avoided.
Self-Development	• Employees continuously strive to develop themselves in order to define their own identity. • Consilience—the ability to integrate diverse expertise and knowledge to create new value—is also a critical skill.

Support for Holistic Welfare and Improved Quality of Life

Under its company motto, "Cherishing Every Spirit," Atomy actively supports employees' right to pursue happiness. To this end, the company operates a comprehensive, lifecycle-based welfare program that supports employees from entry to retirement, promoting a balanced life. This program covers all stages of life, focusing on work-life balance, self-development, health management, and retirement preparation. Its goal is to help employees live well, love one another, learn continuously, and contribute meaningfully to society.

Holistic Lifecycle Welfare Program

|	
Leisure and Culture	• Annual family overseas expense support based on years of service • Monthly welfare allowance of KRW 200,000 • 1 month of paid leave for 10-year employees
Health	• In-house gym, sports hall, and swimming pool • Monthly on-site health consultation
Education	• Support for degree programs (graduate school tuition) to cultivate internal expert groups • Support for job-related education expenses • Support for book purchase expenses • Company-wide access to paid AI tools (Google, ChatGPT, etc.)
Living	• Monthly provision of company products worth KRW 250,000 • Childbirth incentive: KRW 10 million for 1st or 2nd child, KRW 20 million for 3rd child • KRW 2 million living stability allowance paid in the month of hire • Monthly child allowance of KRW 200,000 per child (up to elementary school age, under 13 years old) per household
Retirement	• Accumulation of double the retirement allowance starting from the year of hire • Opportunity to participate in retirement planning sessions and retirement preparation education • Operation of a 100% defined contribution retirement pension system for all employees since 2010

Lifecycle Design Support Program Including Post-Retirement

Atomy operates a lifecycle design program that supports employees even after retirement. This program goes beyond simple retirement preparation—it is rooted in Atomy's "Baby Philosophy," which values each individual's life itself. Atomy places the highest importance on a person's existence, not just their performance or efficiency, helping employees design the second chapter of their lives in a way that aligns with their own values and aspirations.

Lifecycle Design Roadmap

Atomy offers continuous opportunities for self-discovery, career exploration, and education to allow employees to find their talent and interests, while enjoying work.
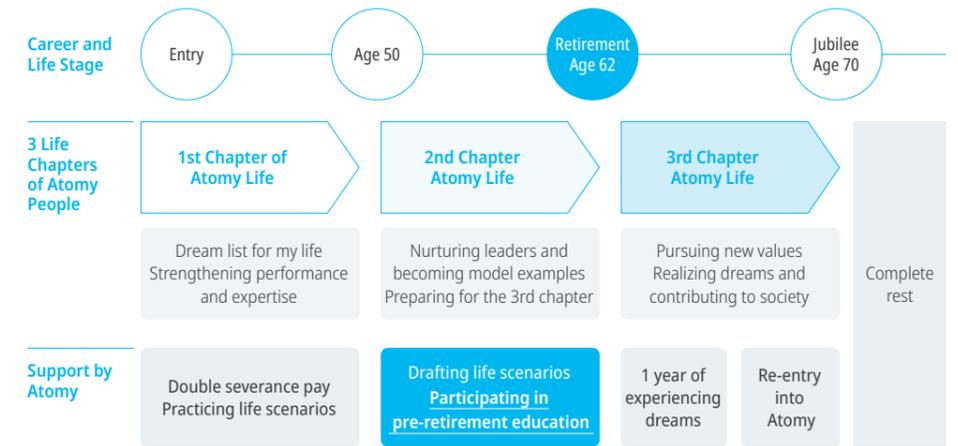
Lifecycle Design Support Process

Atomy supports returning employees by helping them reintegrate into the organization with psychological ease, while also assisting those preparing to leave in designing their post-retirement plans, ensuring they can continue to work stably until their departure.

Interview with lifecycle support recipients → **Setting lifecycle design directions through Life Coaching** → **Personalized program design and operation**

01 Employees returning after marriage or leave of absence

02 Employees who decided to move to another company

03 Employees within five years of retirement

Lifecycle Design Program

Lifecycle Desing Life Coaching (all)

Self-Understanding and Discovery (all)

Finance Diagnosis and Design (optional)

Career Design and Experience (optional)

ESG Consultant Education Program

Establishing Capacity-Building and Growth Support System

Atomy firmly believes that future-oriented talent are key to driving organizational growth. To support this, Atomy company operates a capacity-building system that enables employees to develop both professional expertise and broad-based knowledge. Atomy encourages continuous self-development and provides diverse training and experiential opportunities, helping employees grow in step with the company's progress.

Employee Capacity-Building Program   *Based on Atomy HQ employees including interns (with duplicate counts included)

Policy	Content
Learning and Self-Development Encouraging Support System	• Education and training programs without budget constraints • Support for degree programs to build internal expert groups • Support for overseas business trips and assignments to cultivate global talent • Support for securing personal growth time through unpaid leave systems • Encouraging job transitions via the job market, allowing employees to choose and apply for roles they wish to pursue, providing diverse opportunities and motivation
Learning System for Achieving Shared Goals	• Hutzpah Workshops for "Collective Learning" (twice a year, with participation from Atomy subsidiaries and overseas branches) • Atomy Cyber Training Institute (supporting over 3,600 online learning resources) • Atomy Monthly Council for core value assimilation and job competency enhancement (New Hire Onboarding Program, C-Level New Leader Education, C-Level Candidate Training) • In-house training for Customer-Centered Management
Pursuing Reflection and Growth Through Mutual Feedback	• 360-Degree feedback involving all global branches (semi-annual) • 1:1 Growth dialogue between leaders and members

Chutzpah Workshops for "Collective Learning"

The Chutzpah Workshop is a core learning model at Atomy that promotes collective learning by empowering members to define and solve real-world problems. Initially held company-wide twice a year, the workshop has since expanded to both domestic and global branches with the development of supporting online content. Solutions generated through the workshop are transitioned into Task Force Teams (TFTs) and applied directly to actual work, showcasing Atomy's commitment to practical learning and organizational growth. This model has also evolved into small-group learning initiatives within each department, fostering voluntary learning, collaborative problem-solving, and deeper professional expertise.

Atomy College

Atomy College began as an educational program personally led by the Founder to share Atomy's core values. Today, it offers step-by-step programs ranging from new hire onboarding to C-level candidate training, delivered both online and in person. Each program is continuously enhanced through ongoing reviews and participant feedback.

Creating Safe Workplaces

Atomy operates a systematic safety and health management system centered on the Occupational Safety and Health Committee, aimed at preventing workplace illnesses and accidents while promoting employees' physical and mental well-being. In addition, Atomy provides regular health consultations, daily physical and leisure activities, employee club programs, and group wellness initiatives, supporting a healthy and active work environment for all employees.

CASE 1. Earned Korea's Best Workplace Title As a Result of People-First Philosophy

Atomy has been recognized as a Best Workplace by Great Place to Work (GPTW) for five consecutive years, a testament to its commitment to improving employees' quality of life and fostering a horizontal corporate culture. Chairman Han-gill Park was also named Korea's Most Respected CEO for five consecutive years. In the 2025 GPTW Asia 200 rankings, Atomy's branches in Korea, China, and the Philippines jointly participated and achieved 3rd place in the Asia SME category, showcasing its people-first management philosophy on the regional stage. Looking ahead, Atomy will continue to build a workplace that employees are proud of through initiatives such as flexible work arrangements and a culture of autonomy.

CASE 2. Atomy Monthly Council, an Internal Platform Centered on Information Sharing and Core Value Learning

Atomy operates an integrated learning platform called the Atomy Monthly Council to strengthen employees' professional expertise and internalize the company's core values. In 2024, a total of 475 training sessions were conducted (including duplicate counts). Programs such as new hire onboarding, the Global Leader Program, AI capacity-building training, 1:1 executive-level coaching, and Atomy Business 101 (marketing plan) focus on developing practical skills, deepening business understanding, and enhancing leadership capabilities. These initiatives play a key role in embedding Atomy's core values into employees' daily work, laying a strong foundation for future talent development and a resilient corporate culture.

Year	Program	Number of Participants
2022	New Hire Onboarding Program (training and reviews for new full-time employees – 7-week program)	19 people
2022	Global Leader Program (leadership training)	29 people
2022	Atomy DNA Keepers Basic Knowledge Training (basic knowledge training for interviewers)	64 people
2023	Atomy College (Atomy philosophies and core values)	All employees
2023	Global Leader Program (leadership training)	44 people
2024	AI Capacity-Building Program (using AI solutions for daily work)	30 people
2024	Global Leader Program (leadership training)	32 people
2024	SMART Coaching Training (capacity-building for coaching communication skills)	29 people
2024	1:1 Executive-Level Coaching (coaching leadership)	26 people
2024	Strength Diagnosis Workshop for China Branch (finding personal strengths and professional competencies using Gallop Diagnosis Tool)	38 people
2024	CCM Training (training and education about CCM)	128 people
2024	Employee Compensation Plan Training (understanding about the Compensation Policy for commissions)	192 people

CASE 3. Enhancing Customer-Centered Problem Solving Skills and Corporate Culture Through Chutzpah Workshop

The Chutzpah Workshop is held regularly with global employees to reinforce customer-centered thinking and strengthen Atomy's corporate culture. In particular, the 2020 Digital One Heart Workshop featured Design Thinking-based training and hands-on problem-solving to address real customer issues, delivering tangible results. By tackling operational challenges such as damage and leakage claims and contactless center operations, Atomy improved execution capabilities through simultaneous online/offline projects and executive coaching. This initiative embedded the Chutzpah spirit (challenge, empathy, and convergence) into the organization, while enhancing employees' practical problem-solving skills.

CASE 4. Zero Accident for 3 Consecutive Years and Fostering a Nature-Friendly Workplace

Atomy maintains a stable and safe working environment through systematic health policies, including group insurance coverage for employees subject to occupational safety and health management, and an annual health consultation program. As a result, Atomy has recorded zero fatal accidents and a zero-accident rate for three consecutive years (2022–2024). Additionally, the creation of the "Mongsang Path" within the HQ building and the planting of over 200 cypress trees reflect Atomy's commitment to promoting emotional well-being and fostering a nature-friendly workplace.

Type	2022	2023	2024
Number of Fatal Accidents	0	0	0
Industrial Accident Rate	0	0	0
Occupational Disease Rate	0	0	0

CASE 5. Cost Reduction and Quality Enhancement with AI Solutions

Atomy achieved both cost savings and quality improvements by integrating AI solutions into video production and seminar operations. The video team leveraged generative AI to automate the creation of images and videos, along with features such as automatic camera tracking and timer functions, which enhanced seminar quality and accelerated content production. AI-based interpretation solutions were also introduced, strengthening communication with non-English-speaking countries while reducing annual interpretation costs by over 80%, resulting in cost savings of approximately KRW 1 billion. As a result, global member participation increased, and the standardization and efficiency of both online and offline event operations improved significantly.
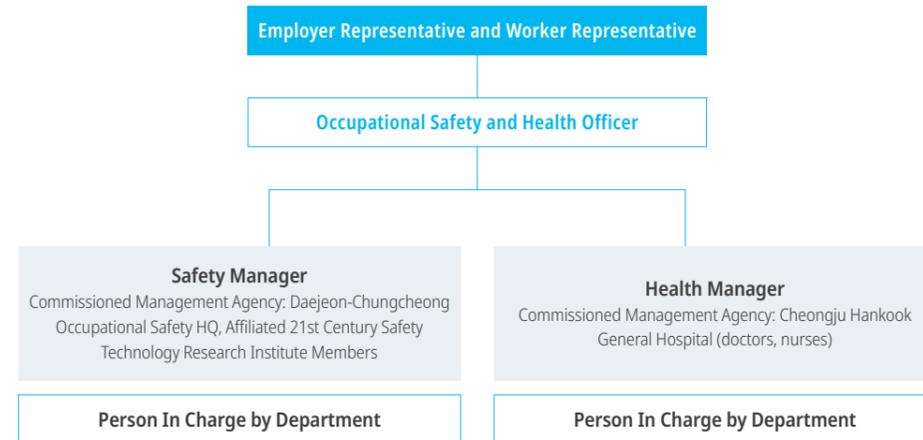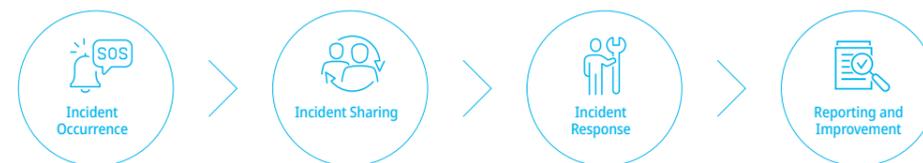
Occupational Safety and Health Committee

The Occupational Safety and Health Committee meets quarterly to ensure a structured and systematic approach to workplace safety and health. The Committee appoints an Occupational Safety and Health Officer under the joint supervision of the employer and worker representatives, and assigns safety and health managers through a contracted agency. The safety manager collaborates with the Korea Occupational Safety and Health Agency (KOSHA), the Ministry of Employment and Labor (MOEL), and the Gongju Fire Station to share safety-related information and establish response measures. Meanwhile, the health manager works closely with the Korea Disease Control and Prevention Agency (KCDA), Gongju Medical Center, and Gongju Public Health Centers to strengthen health management systems. In addition, Atomy has established and operates an Occupational Safety and Health Management System in accordance with the Occupational Safety and Health Act and MOEL guidelines, applying company-wide to all employees.

Occupational Safety and Health Committee Organizational Structure

```
            Employer Representative and Worker Representative
                              │
            Occupational Safety and Health Officer
                              │
          ┌───────────────────┴───────────────────┐
    Safety Manager                          Health Manager
Commissioned Management Agency:      Commissioned Management Agency:
Daejeon-Chungcheong                  Cheongju Hankook
Occupational Safety HQ, Affiliated   General Hospital (doctors, nurses)
21st Century Safety
Technology Research Institute Members

Person In Charge by Department       Person In Charge by Department
```

Accident Response Process

Incident Occurrence → Incident Sharing → Incident Response → Reporting and Improvement

Initial Incident Reporter (or Witness)	Occupational Safety and Health Committee (Secretary: Committee members from each department)
	Dissemination to Each Department (Confirmation by the Department Head)
Emergency Contact by Department	Occupational Safety and Health Officer
	Employer Representative and Worker Representative

Occupational Risk Identification and Assessment

Atomy implements advance risk identification and assessment procedures to prevent industrial accidents at the manufacturing facilities of its subsidiaries. Regular on-site inspections are conducted to detect potential hazards, with risk levels evaluated based on the likelihood and impact of each risk, tailored to the characteristics of each process. These assessments follow the Korea Risk Assessment System (KRAS). For high-risk factors, Atomy takes preventive measures such as process improvements, work method adjustments, and provision of protective equipment. The effectiveness of these measures is monitored and managed by the Occupational Safety and Health Committee. As a result, risk factors at Hongsamdan have been eliminated or minimized, leading to a safer working environment.

Workers Under the Occupational Safety and Health Management System

	2022	2023	2024
	226 people	227 people	210 people

* All full-time employees are enrolled in group insurance to ensure preparedness for industrial accidents and other unforeseen incidents.

Regular Health Consultation Program

Atomy operates a monthly health consultation program in partnership with Cheongju Hankook General Hospital, a Ministry of Health and Welfare-certified institution. Occupational medicine specialists and nurses provide on-site consultations to help employees identify and manage work-related stress and health concerns.

Health Consultation Participants

	2022	2023	2024
	30 people	25 people	40 people

Company Club Activities and Community Building Programs

Atomy promotes employees' physical and mental well-being through diverse club activities and wellness programs. Atomy supports sports clubs such as badminton, CrossFit, soccer, running, and basketball by providing equipment and funding. In addition, Atomy encourages hobby-based learning, such as playing musical instruments, programming, flower arranging, and culinary exploration, to foster an active and engaging work environment. Company-wide events like Cheerful Sports Day and Atomy RUN further enhance community spirit and strengthen organizational unity.

Physical Health Promotion	Mental Wellbeing	Community Building
Atlecoc (badminton), crossfit_ muscle Club, FC Valocha, ADP Running Club, ABC Basketball, etc.	Lunch Menu Recommendation_ Gongju_Sejong (culinary exploration), Music Lesson Club, Atomy Flowers, Programming Club, etc.	Cheerful Sports Day, Songnisan Forest Workshop, etc.

Safety and Health Training

Atomy conducts training sessions on CPR, AED usage, and fire safety by inviting external experts to ensure employees can respond promptly and effectively in emergency situations.

Safety and Health Training Participants and Hours (unit: hours, people)

Type	2022	2023	2024
Training Hours	2 hours	2 hours	2 hours
Cumulative Training Participants	232 people	234 people	210 people

4 Major Principles for Human Rights Respect and Global Implementation

In line with its belief that every person is an end in themselves and never a means, Atomy practices human rights respect policies under its founding principle of "Cherishing Every Spirit."

Principle 1.

The company shall not allow discrimination between men and women in recruitment, hiring, training, placement, promotion, retirement, resignation, and dismissal.

Principle 2.

The company shall not allow discrimination against persons with disabilities, upholds their human rights, and provides reasonable accommodations as needed.

Principle 3.

The company shall not allow discrimination in performance evaluations or peer assessments based on an employee's political beliefs, gender, race or ethnicity, age, religion, nationality or region of origin, physical condition, social status, appearance, or the presence of any physical or mental disability.

Principle 4.

The company shall actively implement flexible work arrangements and ensure that employees utilizing such arrangements are not discriminated in compensation, benefits, promotions, transfers, training, or performance evaluations.

Human Rights Violation Risk Response System

Atomy regularly shares global and major human rights-related issues with stakeholders through a global conference body attended by the CGO and CEO, aiming to prevent potential human rights violations. Additionally, Atomy operates a permanent collaborative channel that includes HQ HR, branch HR personnel, and branch managers to strengthen proactive risk management. This system enables early detection of human rights risks and reinforces a coordinated response framework between HQ and global branches.

Human Rights Policies	Violations and Relief Measures
Anti-Discrimination Against Employment and Working Conditions	• Zero violation • Operation of diversity and inclusivity policies • Operation of Ethics Counseling and Reporting Center
Providing Safe and Enjoyable Working Conditions	• Zero violation • Operation of Ethics Counseling and Reporting Center
Fair Selection and Support for Partnering Companies' Human Rights Respect Management	• Zero violation • Operation of partnering companies selection policy and purchase price policy
Protection of Human Rights and Privacy of Customers and Members	• Zero violation • Real-time management under a privacy protection organization • Maintenance of a separate account for deposits related to privacy protection compensation
Respect for Human Rights of Local Community Members	• Zero violation • Reflecting human rights respect policies through exchanges on corporate-related grievances and cooperation measures within the region
Prohibition of Child Labor and Compliance with International Labor Standards	• Zero violation • Sharing information and exploring cooperation plans with Korea Compassion regarding overseas child relief activities
Prevention of Environmental Pollution and Global Warming	• Zero violation • Compliance with environmental laws and regulations • Eco-friendly product renewals and the Blue Marine Project

Human Rights Education and Awareness-Raising Program for Employees

Atomy regularly provides disability awareness education and sexual harassment and bullying prevention education to employees. From 2022 to 2024, these programs have been conducted annually in both online and offline formats. In 2024, the sessions were subdivided for greater effectiveness, 1 hour dedicated to disability awareness and 2 hours to sexual harassment and bullying prevention. These efforts help enhance employees' sensitivity to human rights and foster a culture of respect and inclusion across the organization.

Year	Content
2022	• Disability awareness and bullying prevention, sexual harassment prevention education (2 hours) * Replaced with online education due to the COVID-19 pandemic
2023	• Disability awareness and bullying prevention, sexual harassment prevention education (2 hours)
2024	• Disability awareness education (1 hour) • Sexual harassment and bullying prevention education (2 hours)

Protecting Socially Vulnerable Groups and Contributing to Human Rights

Atomy conducts various donation campaigns and provides essential supplies to socially vulnerable groups, including women, youth, refugees, and multicultural families. Internally, Atomy fosters an inclusive and caring culture by implementing work-life balance systems, such as childbirth and childcare leave, and offering disability awareness training programs. Notably, the return and retention rates after childcare leave reached 100%, demonstrating Atomy's commitment to protecting employee rights.

Work-Life Balance System (unit: people, %)

	Type	Unit	2022	2023	2024
Childbirth Leave	Women	People	1	4	9
	Men	People	2	4	4
Childcare Leave	Women	People	4	4	9
	Men	People	2	–	2
Return Rate After Childcare Leave		%	100	100	100
Retention Rate (12 months)		%	100	100	100

* Childcare Leave Takers: Employees who applied for childcare leave
  Return Rate: Percentage of employees who resumed work after childcare leave ended
  Retention Rate: Percentage of employees who remained employed for 12 months or more after returning

CASE 1. Certified for Global ESG Human Rights Management in 2024

In 2025, Atomy received the ESG Human Rights Management™ Certification from GPTW Korea in recognition of its people-first philosophy and inclusive corporate culture. The certification is awarded based on in-depth evaluations of 15 human rights indicators across five key criteria: trust, respect, fairness, pride, and camaraderie. Atomy earned high marks for practices such as non-discriminatory hiring, fair evaluations, and embracing diversity, demonstrating that respect for human rights is deeply embedded in its organizational culture.

CASE 2. Corporate Culture That Realizes Diversity and Inclusivity

Atomy operates an inclusive hiring policy that guarantees equal opportunities regardless of language, race, nationality, or other external factors. Atomy promotes cultural diversity and regional inclusivity by actively hiring local employees, adopting English as an official language, and providing settlement support. Atomy also fosters a non-discriminatory environment where global talent can thrive by implementing a horizontal corporate culture, eliminating job titles and using English names. These efforts exemplify Atomy's commitment to human rights through anti-discrimination and respect for cultural diversity.

CASE 3. Protecting Labor Rights of Service Workers with Emotional Labor and Creating a Family-Friendly Culture

Atomy's Customer Happiness Center ensures the mental well-being and labor rights of service workers engaged in emotional labor by providing welfare benefits and flexible working arrangements. Female counselors are supported with family-friendly policies, including maternity leave, childcare leave, and reduced working hours—without facing any form of discrimination—allowing them to continue their careers without interruption. Additionally, counselors are granted a high level of autonomy, fostering a culture that values professional expertise and individual discretion. As a result, Atomy maintains a significantly lower turnover rate than the industry average, positioning itself as a model for emotional labor rights protection and work-life balance.

CASE 4. Inclusive Model that Supports Self-Sufficiency of Persons with Disabilities

Atomy partners with the social enterprise HISBEANS to promote self-reliance and expand job opportunities for people with disabilities, operating a HISBEANS café near its headquarters. The café employs baristas with disabilities, supporting their development of professional skills and fostering independence. As a community-based inclusive employment model, it exemplifies Atomy's commitment to guaranteeing the human rights of persons with disabilities and expanding opportunities for vulnerable groups. This initiative represents a model case of Atomy's human rights management philosophy in action, closely aligned with its local community engagement.

05. A VALUE-SHARING GROWTH COMMUNITY WITH CUSTOMERS AND MEMBERS

77

Enhanced Customer
and Member Satisfaction
and Brand Management

80

Customer Success Vision
and Capacity-Building

A Value-Sharing Growth Community with Customers and Members

At Atomy, customers are not viewed as a means to business operations, but as the ultimate purpose and goal. Accordingly, all principles and standards for decision-making are rooted in customer value. The relationship with customers goes beyond a one-dimensional focus on transactions. Atomy prioritizes delivering a complete and meaningful experience. Committed to growing together with its customers, Atomy strives to become a value-sharing growth community that shares its achievements with society.

Implementation System and Key Results by Strategic Theme

Under the strategic theme of "A Value-Sharing Growth Community with Customers and Members," Atomy regards customers not as a means of business, but as the ultimate goal and standard for all decision-making. In line with this philosophy, Atomy has established two core strategic agendas: "enhancing customer and member satisfaction and brand management" and "promoting a customer success vision and capacity-building." Based on these, Atomy carries out a wide range of activities focused on protecting customer rights and interests. These efforts have led to mutual growth through improved product and service quality, enhanced customer experience systems, and active incorporation of customer feedback. Additionally, Atomy supports customer success through initiatives such as its online success system, global training programs, and member participation-based governance. As a result, Atomy has earned the Consumer Centered Management (CCM) certification for three consecutive terms, built global customer trust, and contributed to customers' economic independence and social impact, realizing sustainable growth together with its customers and members.

Strategic Theme	A Value-Sharing Growth Community with Customers and Members

Strategic Goal

Realizing a Distribution Community Where the Success of Customers and Members Creates Social Value

Strategic Agenda	Enhanced Customer Satisfaction and Brand Management	Customer Success Vision and Capacity-Building
Key Activities	• Building Consumer Centered Management (CCM) • Strengthening customer-centered quality management through ISO certification • Autonomy-based customer response system • Regular monitoring customer feedback through Idea Square	• HQ-led on/offline seminars • Songnisan Forest-based complex training and education system • Operation of Subcommittees • Online Success System
Key Results (CASE)	• Secured global trust for customer-based direct selling strategies • Led customer experience through digital communication innovation • Expanded cases of innovating products and services based on customer proposals	• Realized participation-based governance with Subcommittees • Customers' economic independence through Atomy Success System • Practiced sharing and spread of social value based on economic independence

*In this Report, the term "customers" collectively refers to both consumers and operators(members). However, the term "members" is used when referring specifically to the operator(member) domain.

Enhanced Customer Satisfaction and Brand Management

Building CCM System

Convenience — **Fun** — **Sincerity**

ABSOLUTELY CONVENIENT SEAMLESS & EFFORTLESS	ABSOLUTELY FUN EXPERIENCE, UNFORGETTABLE EXPERIENCE	ABSOLUTELY SINCERE IN SAVING EARTH
No Search Required for Shopping (APPB) Building a next-gen platform converging technological data 24/7 Rapid Service (manned + unmanned) Proactive Service (data-based)	**Unforgettable Shopping Experience** Zero Defect with Proactive Risk Management Zero Complaints with VOC Management Shopping Experiences with New Technologies	**Consumption that saves the Earth** Saving the environment with eco-friendly consumption Kind donations/mutual growth with social purchase Ethical management and serving customers-based governance

VISION (Target) — Customer's Success

MISSION (Responsibility) — Not Success, But Service

CATCHPHRASE (Method) — Absolute Quality! Absolute Price! Absolute Service!

CCM Roadmap and Step-by-Step Plans

	Step1 │ Introduction	Step2 │ Widespread Adoption	Step3 │ Settlement
Roadmap **Goal**	• Promulgation of management goal of "Customer Success" • Building principle-based culture and customer-based management	• Launch of CCM Promotion Committee • External certification of CCM (CCM certification) • Establishing Customer Service Charter • CCM capacity-building for employees	• Promulgation of CCM Vision • Innovation for customer value enhancement (IT-based service, business and working methods) • Operation of the Customer Ombudsman System • Embodying and internalizing CCM capabilities

Strengthening Customer-Centered Quality Management with ISO Certification

To strengthen customer satisfaction and quality-focused management, Atomy obtained ISO 9001 (Quality Management) and ISO 10002 (Customer Satisfaction Management) certifications. These certifications ensure standardized operational systems across all product and service processes, institutionalizing quality control and customer response procedures. By aligning its management systems with international standards, Atomy continues to build trust through customer-centric operations.

Building an Autonomy-based Customer Response System

Atomy operates a proactive and autonomous customer response system through its Customer Happiness Center. Customer representatives are empowered with decision-making authority over refunds and returns to ensure swift, customer-centered responses. The VOC (Voice of Customer) process is designed to resolve issues within 24 hours. Additionally, Atomy provides tailored education and training on its management philosophy to customer representatives, continuously enhancing the quality of customer satisfaction.

VOC Response Process

Submission	Registration	Distribution
Customer Happiness Center	VOC Management Team	VOC Management Team

Processing		Completion
Processing (Department PIC) → Approval Request (Department PIC) → Approval (VOC Management Team)		Completed (Registrant)

Capacity-Building Program for Customer Happiness Center Representatives

Training for CS skills and management philosophy	Promotion and overseas training for representatives with excellent performance	Tailored education for representatives, managers, and experts	Representatives motivation program such as Healing Workshop, etc.

"Idea Square" for Regular Monitoring of Customer Feedback

Under the vision of becoming a company with a 100-year legacy shaped by customer and member feedback, Atomy operates Idea Square — a platform where members can propose improvements to products, services, and management. Relevant departments regularly review and reflect these suggestions, institutionalizing customer participation in business operations.

CASE 1. Global Trust for Customer Centered Direct Selling Strategy

Atomy became the first company in Korea to acquire the CCM (Consumer-Centered Management) certification for three consecutive terms, institutionalizing a management philosophy that prioritizes customer rights and interests. The Japanese branch was also recognized by Japan's Consumer Affairs Agency for being the first in the industry to voluntarily declare adherence to CCM. In 2024, Malaysia's KPDN and DSAM visited Atomy to benchmark its CCM model, further expanding global trust. In December 2025, Atomy was awarded the Consumer Grand Prize by the Korean Society of Consumer Studies (KSCS), officially recognizing its outstanding achievements in CCM. These accomplishments highlight that Atomy's customer success system, built on Absolute Quality, Absolute Price, and customer-centric operations, is receiving strong international validation.

CASE 2. Leading CX with Innovation in Digital Communication

In response to the rapidly evolving digital landscape, Atomy has transformed its communication strategies to strengthen engagement with customers. In both 2024 and 2025, Atomy ranked No. 1 in the network marketing industry in the Digital Customer Satisfaction (HTHI) survey, a key indicator assessing a company's digital communication capabilities and brand influence. The 2025 survey evaluated 296 companies, and Atomy stood out for its strong digital presence. Despite a significant decline in the industry average, Atomy maintained top-tier competitiveness by enhancing participation-driven content and fostering real-time communication through official channels such as YouTube, Instagram, blogs, and other social media platforms. These efforts have contributed to building deeper trust and long-term relationships with customers.

[3] The survey assessed competitiveness of social media accounts by collecting observable data from social media channels—such as the number of posts, followers, and comments—and converting it into a 1,000-point scale to rank companies by industry sector.

CASE 3. Product and Service Innovation Based on Customer Proposals

Among the 2,000 ideas submitted by customers through Idea Square, many have directly led to meaningful product and service improvements. Atomy actively incorporates customer feedback into business operations, resulting in innovations such as improved pump mechanisms for dish soap, the launch of refill packs for shampoo and conditioner, individual sales of rubber gloves, and the introduction of a regular maintenance system for bidets. For instance, in response to customer requests for improved intake convenience, Atomy Borage Oil was relaunched with reduced capsule water content. The Atomy Medi-Cook Ceramic Frying Pan also saw design updates, adjusting the oil load height from 0.15mm to 0.1mm to prevent food from getting stuck. Additionally, individual cushioning packaging was applied to detergent exchange items to enhance both convenience and safety. These continuous improvements reflect Atomy's commitment to a customer-centered culture of innovation and quality.

**Customer
Success Vision
and Capacity-
Building**

HQ-led On/Offline Seminars

Atomy hosts a wide range of online and offline seminars to systematically support customer success and growth. As of 2024, a cumulative total of 14,602 seminar sessions have been held, enabling members around the world to participate anytime, anywhere through online platforms.

Songnisan Forest-based Complex Education and Training System

Launched in 2025, the Songnisam Forest serves as a comprehensive training center for Atomy members and employees. It hosts various global seminars, overseas member training programs, and employee workshops, functioning as a hybrid learning infrastructure that connects online and offline experiences. The facility is expected to welcome over 100,000 members annually. In addition, Atomy signed an MOU with Boeun County to promote nature conservation and mutual growth with the local community, contributing to regional economic development.

Operation of Subcommittees

To foster a culture of communication and continuous improvement led by members, Atomy operates subcommittees across various fields, including products, ethics, global affairs, seminars, and centers.

Ethics Committee	Disciplinary action against members violating ethical guidelines and mediation of disputes among members
Product Subcommittee	Customer feedback on launched products and product proposals
Global Subcommittee	Discussion of global business procedures and ethical guidelines
Center Subcommittee	Proposals and opinion coordination regarding center establishment and activation
Culture of Service Promotion Subcommittee	Eradication of network marketing's peculiar culture and discussion on establishing internal ethical standards
Seminar Subcommittee	Proposals and opinion coordination regarding seminar operation, activation, and development
Online Resale Subcommittee	Establishing proper distribution order, member education to eliminate online resale, and system improvements to eradicate resale

Online Success System

Atomy offers a diverse Online Success System that allows members to introduce products to consumers anytime and anywhere, while also enhancing their capabilities.

Shopping Mall

Atomy Shop App
- Mobile shopping mall, notice, My Office, Customer Happiness Center, etc.

At.G Mall
- A global shopping mall where members can purchase new and best-selling products online and have them delivered directly

Company Highlights, Seminar and News

atomy.com
- A global corporate website that offers information on the company overview, product philosophy, social contribution activities, and member guides.

Channel Atomy
- A website that hosts all Atomy-created content, including lecture videos by the CEO and members, product information, and news

Masstige Times
- Information about various Atomy products and related knowledge

Atomy Ticket App
- Information about Atomy global seminars

Good Morning Atomy
- A weekly online inquiry program that delivers product updates, the latest Korean and international news, and strategic business insights essential for Atomy's operations

Business and Product Training

ABC
Atomy Business College
- A structured talent development program designed to cultivate Atomy experts by providing in-depth learning about Atomy's business

CASE 1. Customer's Economic Independence Via Atomy Success System

Atomy provides the Online Success System, enabling anyone to seize business opportunities anytime and anywhere. Through platforms such as Atomy Business College (ABC), Channel Atomy, and Atomy Daily, members can access structured support for product education, customer management, and capacity-building. These resources contribute to enhancing members' capabilities and promoting their economic independence.

Example 1) Mr. A began his Atomy business journey despite facing economic hardship. Driven by a strong sense of responsibility and consistent effort, he rose to the rank of Imperial Master, ultimately establishing a solid foundation for his economic independence.

Activity Period	Current Title	Average Monthly Income Before Atomy	Current Average Monthly Income
15 years (since 2009)	Imperial Master	Approx. KRW 200k – 300k	Approx. KRW 90 million

Example 2) Amid a financial crisis, Ms. B started her Atomy business to regain stability in her life. Through dedication and perseverance, she achieved the rank of Royal Master, paid off all her debts, and now earns KRW 20 million per month.

Activity Period	Current Title	Average Monthly Income Before Atomy	Current Average Monthly Income
1 Year and 3 Months (Since April 2023)	Royal Master	Loss (Failure in hair salon business)	Approx. KRW 20 million

CASE 2. Sharing and Spreading Social Value Based on Economic Independence

After achieving economic independence through Atomy, members are creating a virtuous cycle of giving by contributing their success back to society. In 2016, they voluntarily established the SOS Sharing Association, an emergency relief organization dedicated to supporting fellow members and vulnerable groups affected by sudden accidents, disasters, or social crises. As of 2024, the Association has contributed a cumulative total of KRW 2.3 billion and provided support in 1,358 cases. Notably, during the wildfire in the Yeongnam region, 783 members took part in the relief efforts, raising KRW 100 million in donations and delivering emergency aid worth KRW 225.5 million. This initiative reflects Atomy's deeply rooted corporate culture of sharing and growing together with local communities.

SOS Sharing Association Activities

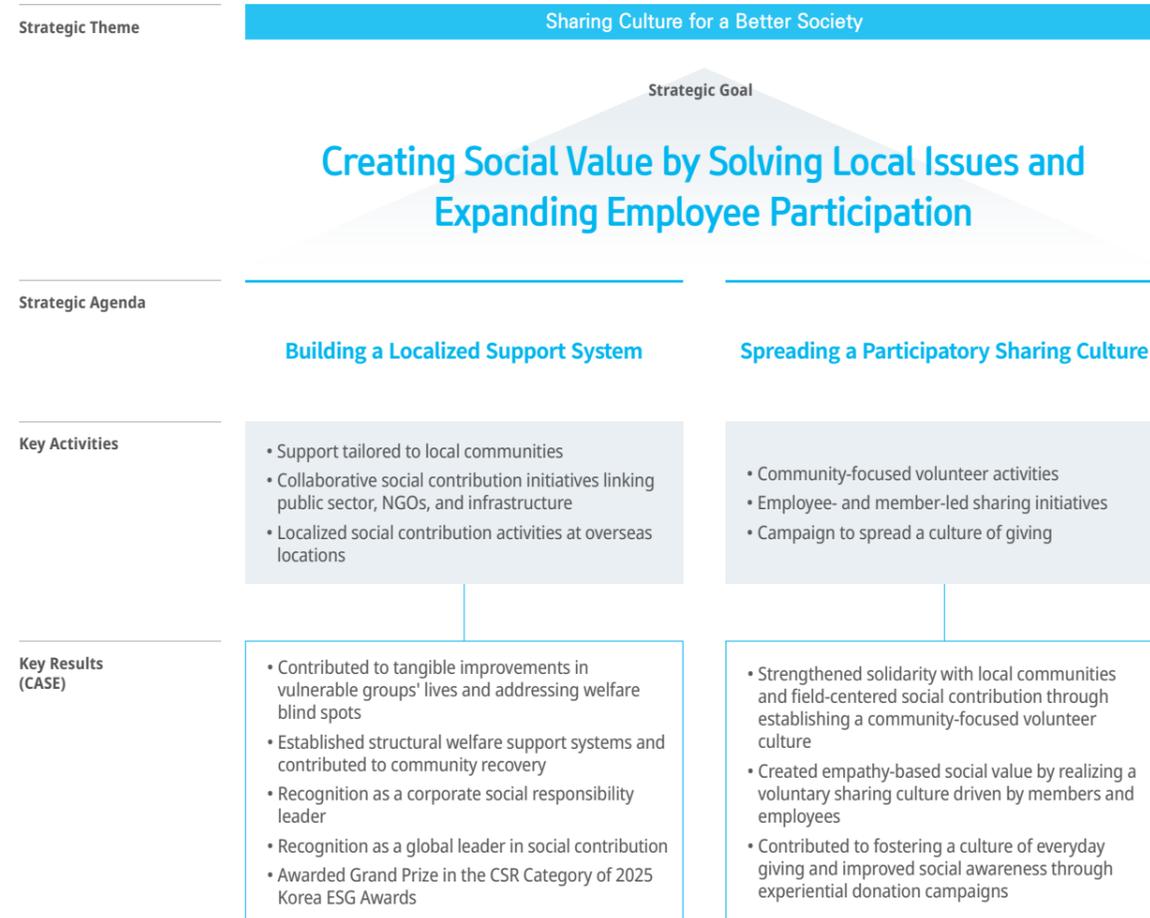|	
Domestic Projects	Supporting families facing crises (illness, unemployment, divorce, domestic violence, etc.) by providing living expenses, housing costs, medical bills, and relocation assistance to help them overcome their difficulties
Support for Treatment of Serious and Chronic Illnesses	1) Medical Expense Support: Providing medical cost assistance to families who have to discontinue or cannot properly receive treatment due to financial reasons 2) Livelihood Support: Providing living expenses to families facing hardship due to chronic illness, critical illness, or accidents
Support for Welfare Institutions and Organizations	Connecting and supporting welfare institutions and organizations serving marginalized groups
Overseas Projects	Providing relief supplies and loss compensation to overseas regions suffering from disasters, conflicts, diseases, etc., to aid survival and recovery
Recovery and Reconstruction	Supporting households affected by disasters to return to daily life through housing repairs and livelihood restoration Providing recovery costs and essential supplies to areas facing significant challenges in recovery
Healthcare Support	Providing livelihood and healthcare costs for children whose nutritional status has deteriorated due to infectious diseases, famine, or food shortages
Emergency Relief Project	Delivering urgent assistance to beneficiaries domestically and internationally facing critical emergencies such as natural disasters, war, or accidents
Scholarship Program	Supporting vulnerable children and youth by providing educational opportunities to enable continued schooling

06. SHARING CULTURE FOR A BETTER SOCIETY

Sharing Culture for a Better Society

Based on the philosophy that company is rooted in society and that the authentic way of communicating between company and society is sharing, Atomy has carried out social contribution activities since the founding every year. Going forward, Atomy will continue to contribute to social development by practicing a culture of sharing among the company, employees, and members.

Implementation System and Key Results by Strategic Theme

Atomy promotes a participatory culture of sharing through three strategic themes: local community-centered volunteering, member-led sharing, and experience-based donation campaigns. Operating in 10 regions nationwide, Atomy engages in everyday, life-centered volunteer activities, executes donation projects worth millions of won, and runs campaigns involving thousands of participants. These efforts have normalized the act of giving as part of daily life and ensured its sustainability. As a result, Atomy has established a community-based social contribution model that fosters mutual growth with local communities.

Strategic Theme

Sharing Culture for a Better Society

Strategic Goal

Creating Social Value by Solving Local Issues and Expanding Employee Participation

Strategic Agenda

| Building a Localized Support System | Spreading a Participatory Sharing Culture |

Key Activities

Building a Localized Support System	Spreading a Participatory Sharing Culture
• Support tailored to local communities • Collaborative social contribution initiatives linking public sector, NGOs, and infrastructure • Localized social contribution activities at overseas locations	• Community-focused volunteer activities • Employee- and member-led sharing initiatives • Campaign to spread a culture of giving

Key Results (CASE)

|	
• Contributed to tangible improvements in vulnerable groups' lives and addressing welfare blind spots • Established structural welfare support systems and contributed to community recovery • Recognition as a corporate social responsibility leader • Recognition as a global leader in social contribution • Awarded Grand Prize in the CSR Category of 2025 Korea ESG Awards	• Strengthened solidarity with local communities and field-centered social contribution through establishing a community-focused volunteer culture • Created empathy-based social value by realizing a voluntary sharing culture driven by members and employees • Contributed to fostering a culture of everyday giving and improved social awareness through experiential donation campaigns

Atomy Donations

Over the past three years, Atomy's average donation-to-sales ratio reached 1.9% — the highest among the top 38 domestic distribution companies by sales.

Details	2022		2023		2024	
	Atomy	38 Distribution Companies	Atomy	38 Distribution Companies	Atomy	38 Distribution Companies
Donations (KRW 100 million)	249	912	168	1,234	272	1,299
Sales (KRW 100 million)	12,388	1,652,490	11,834	1,645,174	12,096	1,702,147
Percentage (%)	2.01	0.06	1.42	0.07	2.25	0.08

* Distribution Industry: 38 distribution companies among the top 500 large companies by 2024 fiscal year sales (Source: CEO Score)
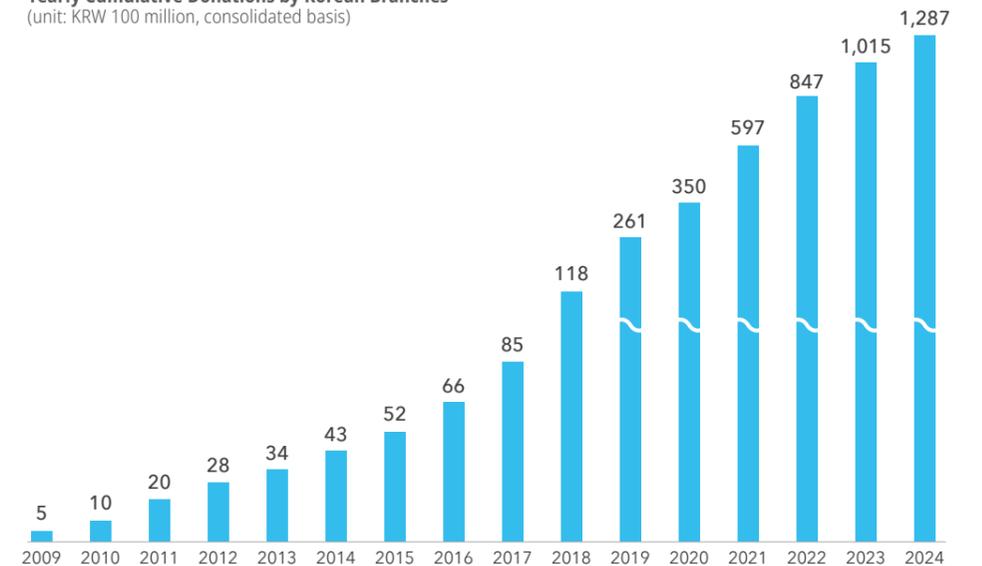
Ranking of Donation-to-Sales Ratios for 2024 Among Atomy and 38 Top Domestic Distributors by Sales Revenue

	Atomy	Distributor A	Distributor B	Distributor C	Distributor D
	2.25%	0.52%	0.26%	0.19%	0.15%
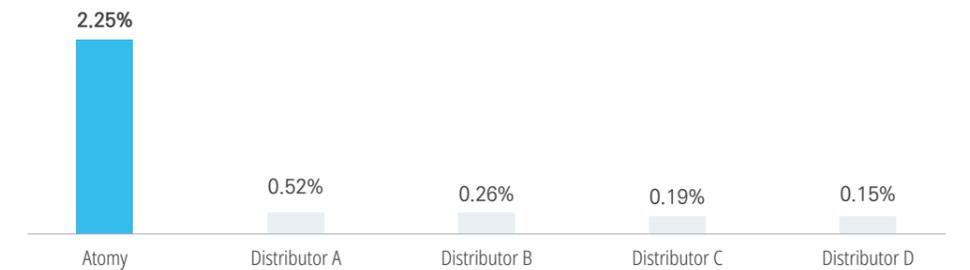
Starting with a donation of KRW 500 million in 2009, Atomy's continued contributions have totaled KRW 128.7 billion in cumulative donations by 2024.

Yearly Cumulative Donations by Korean Branches
(unit: KRW 100 million, consolidated basis)

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
5	10	20	28	34	43	52	66	85	118	261	350	597	847	1,015	1,287

Atomy is committed to localized social contribution activities that bring practical, meaningful changes to those in need. Focusing on community-based support, Atomy addresses gaps in the welfare system for vulnerable populations and enhances the impact of its contributions through strategic partnerships with governments and NGOs in specialized fields such as healthcare and education. Additionally, Atomy supports regional revitalization by operating mutual growth programs in collaboration with local infrastructure such as hospitals and welfare facilities. Similar initiatives are also being implemented across global branches, tailored to the unique needs of each region.

Key Activities	Details
Customized Support Based on Local Conditions	Addressing gaps in coverage and enhancing basic welfare by providing needs-based, community-oriented support tailored to vulnerable groups (low-income, multicultural, single-parent households, etc.)
Collaborative Social Contribution Initiatives Linking Public Sector, NGOs, and Infrastructure	By forming strategic partnerships with the government, the Community Chest of Korea, international NGOs, and others, and planning and operating integrated programs linked to local infrastructure such as hospitals and welfare facilities, Atomy contributes to structural welfare support and the recovery of local communities
Overseas Localized Social Contribution Activities	Carrying out customized contribution activities to address social issues in overseas markets, providing sector-specific support in areas such as education and healthcare based on corporate autonomy and global partnerships

Customized Support Based on Local Conditions

Since its founding, Atomy has made the protection of vulnerable groups a core value and has consistently provided localized support. Atomy supports low-income, multicultural, and single-parent families by donating daily necessities, funding, and educational materials, as well as offering scholarships. These efforts help stabilize livelihoods, expand access to education, and contribute to closing welfare gaps and improving quality of life in local communities.

Providing consistent, community-based support tailored to the daily needs of vulnerable groups nationwide centered around regional hubs for the past 15 years since its founding in 2009	Delivered donated goods to 1,900 low-income households and 35 social welfare facilities within its jurisdiction during the 2024 holiday season
Supplying educational equipment and scholarships to schools over the years to provide meaningful learning opportunities for local students	Contributing to improving the lives of marginalized groups and eliminating welfare blind spots across communities

CASE 1. Practicing Responsible Management Based on Mutually Beneficial Communication with Local Communities

Atomy actively listens to its stakeholders and practices mutually beneficial management that fosters shared growth with local communities. During the construction of its headquarters in Gongju, Atomy established a platform for open dialogue based on mutual trust with local residents. In collaboration, the Emergency Countermeasure Committee was formed, not to voice emotional objections, but to provide practical, solution-oriented input. The committee proposed nine specific measures, including the adoption of a vibration-free blasting method. Recognizing these as reasonable and community-centered requests, Atomy accepted them, even at an additional cost of KRW 300 million. This decision reflected Atomy's commitment to long-term trust over short-term economic efficiency. The collaborative approach between the company and local community was later recognized as a "Responsible and Responsive Cooperation Model" by stakeholders in Gongju and the Chungnam region.

CASE 2. Multi-Faceted Social Contribution Activities for Mutual Growth with Local Communities in Gongju

Since relocating its Korea headquarters to Gongju in 2013, Atomy has consistently carried out social contribution activities grounded in its core value of mutually beneficial growth with local communities. Between 2013 and 2024, Atomy provided KRW 6.04 billion in funding to the Chungnam, Gongju, Daejeon, and Sejong regions. During the COVID-19 pandemic, Atomy also donated emergency supplies—including masks, hygiene products, and daily necessities—to support local communities in overcoming the crisis. In 2022, Atomy Park in Gongju hosted a job fair tailored to local job seekers, further contributing to revitalizing the regional economy.

CASE 3. Donating Daily Necessities for Vulnerable Groups During Holiday Seasons

Atomy consistently supports vulnerable groups by donating daily necessities during major holidays such as Lunar New Year and Chuseok. For the 2023 Lunar New Year, Atomy donated approximately 3,900 items worth KRW 55 million including tofu snacks, vegetarian ramen, and beef soup to Gongju City, which were distributed to low-income households and social welfare facilities. During the 2024 Chuseok holiday, Atomy donated goods worth KRW 39 million, including ramen and toilet paper, to 1,900 households and 35 welfare facilities. In 2025, it continued this tradition by donating KRW 41.5 million worth of daily essentials, such as instant noodles, roasted seaweed, and toilet paper. Beyond the holidays, Atomy also provides monthly support to 100 low-income households in Gongju and carries out seasonal sharing programs, such as winter kimchi-making and the provision of other winter staples.

CASE 4. Education Sponsorship for Local Communities

Atomy continues to support education in local communities and among partnering companies by donating scholarships to the Gongju City Hanmaeum Scholarship Foundation. Its subsidiary, Atomy Orot, has also contributed to educational sharing by donating crunchy rice worth KRW 57 million to Kongju National University and providing scholarships to outstanding students and overseas trainees through the Yeorak Scholarship Foundation. These efforts reflect Atomy's commitment to nurturing future talent and strengthening the local educational ecosystem.

CASE 5. Heating Cost Support for Low Income Groups in Boeun County

In the winter of 2021, Atomy donated KRW 23.4 million to the Boeun County Community Welfare Council to support low-income households in Boeun County, Chungcheongbuk-do Province. The funds were used to purchase coal briquettes and heating oil, providing practical assistance to energy-vulnerable households during the cold season. This initiative exemplifies Atomy's commitment to tailored support that addresses specific living conditions, helping to eliminate welfare blind spots and stabilize basic livelihoods.

Collaborative Social Contribution Initiatives Linking Public Sector, NGOs, and Infrastructure

Atomy is promoting structured social contribution in partnership with the government, NGOs, and regional infrastructure to support marginalized groups. Through the partnerships with Compassion, Community Chest of Korea, and international NGOs, Atomy operates various partnership programs like regular donations, disaster relief, and medical support, contributing to addressing blind spots of welfare programs for vulnerable groups such as single parents with children, youth, and low-income households. Also, Atomy links complex welfare programs with hospitals and welfare institutions to establish a sustainable and specialized social contribution model going beyond mere donation.

Compassion	Cumulative donation of KRW 50 billion Regular sponsorship of 10,000 children across 25 regions worldwide Support for 33 social development projects including higher education, healthcare, and disaster relief
Social Crisis Response and Self-Reliance Restoration	Cumulative donation of KRW 20 billion KRW 10 billion support for Yeongnam Region wildfire victims Total KRW 10 billion support for local communities and vulnerable groups (Atomy RUN, briquette donations, COVID-19 emergency support, heavy rain damage relief, Breading Sharing Center, etc.)
Support for Single-Parent Families and Center Construction	Cumulative donation of KRW 10.7 billion Support for housing, medical treatment, living expenses, and self-reliance education for single parents with teenagers Awareness-raising activities
Support for Women and Vulnerable Groups	1+1 Sanitary pads campaign Buy one, donate one free for female teenagers and vulnerable groups
Public Children's Rehabilitation Hospital	Donation of KRW 2.7 billion for the construction of a public children's rehabilitation hospital Establishing an integrated system for treatment, education, and care
Medical Support	Donation of total KRW 3.16 billion between 2016 and 2027 Medical, research, and accommodation support for people with visual impairments
Cooperation with Local Governments and Public Institutions	Donation of KRW 200 million for purchasing 4 accessible taxis in Sejong City Operating Bread Sharing Center in Gongju with creation of amulti-purpose welfare space A public-private partnership lunchbox donation project (in cooperation with the Korean Red Cross) Signed an agreement with Gongju City to create the Rose Tourist Path along the Jemincheon Stream, planting 5,000 four-season roses

CASE 1. Donation of KRW 50 billion and Regular Sponsorship of 10,000 Children Worldwide with Compassion Korea

Atomy has donated a cumulative total of KRW 50 billion to Compassion to support children's education, health, and emotional development across 25 regions worldwide. This includes large-scale emergency aid of KRW 12 billion in 2021 and KRW 14 billion in 2022, as well as annual support of KRW 6 billion for children in disaster-affected areas. The donations have funded 33 social development projects,

including earthquake recovery efforts in Haiti, higher education programs, vocational training, and emergency relief initiatives across Asia, Latin America, and Africa. Notably, Atomy provides monthly support of KRW 500 million to 10,000 children without sponsors, in tandem with localized support in regions where its overseas branches operate. Reflecting Korea's transformation from an aid recipient to a global donor, Atomy's continued support is fostering sustainable self-reliance among children and spreading the value of sharing on a global scale.

CASE 2. Emergency Support for Wildfire Victims and Children's Facilities in Partnership with Community Chest of Korea

In response to the 2025 Yeongnam region wildfires, Atomy donated KRW 10 billion and emergency relief supplies worth KRW 350 million to the Community Chest of Korea, marking the largest single private-sector contribution for a single disaster. Of the total, approximately KRW 4.7 billion was allocated to support public officials, firefighters, helicopter pilots, and the bereaved families of those who lost their lives in the line of duty. Bereaved families received KRW 500 million each, while individuals with serious injuries were provided KRW 200 million for medical treatment, and those with minor injuries received KRW 20 million. In parallel, three child welfare facilities received emergency supplies and psychological recovery programs to help children regain emotional stability and return to their daily routines. This effort exemplified a model of swift private-sector action paired with systematic execution by public institutions, making a meaningful contribution to the region's recovery.

CASE 3. Sanitary Pad Donation Campaign "Cherish My Body, Cherish Your Body"

With the launch of Atomy Pureday Sanitary Pads in June 2025, Atomy initiated the Cherish My Body, Cherish Your Body campaign, a buy one, donate one initiative. For every pack of sanitary pads purchased, an identical pack was donated to young girls and women from vulnerable and marginalized groups. Conducted in partnership with an international development cooperation NGO, the 20-day campaign aimed to foster a culture of giving rooted in compassionate consumption. Through this initiative, Atomy went beyond simply selling products, taking a proactive role in connecting everyday consumer behavior with meaningful social impact.

CASE 4. Support for Self-Reliance of Teenage Single Parents

To support the self-reliance of teenage single parents and single-parent households, Atomy established the Moms Who Cherish Life fund in 2019 with KRW 10 billion and has donated an additional KRW 700 million through 2025. This fund provides comprehensive support across housing, medical care, living expenses, and education. It also funds counseling, postpartum care, and self-reliance programs specifically for teenage single parents, helping to bridge institutional welfare gaps and reduce social stigma associated with single parenthood.

Multi-Purpose Community Center for Single Parent Households Drawing

CASE 5. Donation for the Purchase of Accessible Taxis in Sejong

Atomy donated KRW 200 million to Sejong City to support the purchase of accessible taxis, aiming to expand public infrastructure and uphold the mobility rights of transportation-vulnerable groups. The donation will fund four wheelchair-accessible vehicles and help Sejong City reach the nation's highest statutory supply rate ahead of schedule. This initiative is a practical example of how corporate donations can lead to tangible improvements in public participation for individuals with disabilities and the elderly, while reinforcing Atomy's social responsibility through enhanced regional transportation welfare.

CASE 6. Participation in the Development of the Jemicheon Rose Tourism Trail in Gongju

Atomy partnered with Gongju City, where its headquarters is located, to create a 670-meter-long "Rose Tourism Trail" along the Jemincheon Stream. Around 120 employees and local residents took part in the project, planting 5,000 four-season rose bushes, including Novalis and Summer Memories varieties. This initiative has contributed to the creation of a new local attraction and supported urban regeneration in the community

CASE 7. Gomagongju Bread Sharing Center, Local Multi-Purpose Welfare Space in Partnership with Gongju City

The Gomagongju Bread Sharing Center, established in partnership with Gongju City, was created to support low-income families and the local community. In 2017, Atomy fully funded its launch by covering construction, rent, and material costs. Operated by the Bread Sharing Volunteer Group, the center regularly delivers bread to vulnerable residents in the city. Beyond its role in food support, it has grown into a multifunctional welfare hub, offering bakery experience programs for children, vocational bakery training for people with disabilities, and daytime care and study spaces for underprivileged youth, thereby strengthening community welfare and inclusion.

CASE 8. Golden Lunchbox Projects in Daejeon, Sejong, and Chungnam Region in Partnership with Korean Red Cross

In 2021, amid the prolonged COVID-19 pandemic that deepened hardships for vulnerable groups and small business owners, Atomy partnered with the Korean Red Cross to launch a win-win donation initiative. To support struggling vendors, Atomy purchased ingredients directly from small businesses at the Gongju Sanseong Market. These ingredients were then used to prepare and deliver boxed meals to vulnerable individuals, simultaneously aiding local merchants and addressing food insecurity.

CASE 9. Funding Construction and Patient Surgery and Treatment Expenses for Siloam Eye Hospital

Since 2016, Atomy has supported Siloam Eye Hospital by funding vision restoration surgeries and ophthalmic disease research, as well as providing the financial assistance for the construction of clinical facilities, research laboratories, and on-site accommodation for medical staff. Atomy plans to contribute a total of KRW 3.16 billion by 2027.

Type	Details	Donation
2016~2017	Vision restoration surgery and medical support	KRW 160 million
2018	Founding of Academic Research Institute	KRW 1 billion
2018~2027	Domestic and international vision restoration surgeries and medical support	KRW 100 million/year Total KRW 1 billion
2021	Construction of Light House – medical staff accommodation facilities	KRW 1 billion

CASE 10. Acknowledged as 2025 CSR in the Community Company

Atomy successfully passed the 2025 review for CSR in the Community, a program jointly operated by the Ministry of Health and Welfare and the Korea National Council on Social Welfare, and was officially recognized as a company with a comprehensive CSR system covering environmental, social, and governance areas. Atomy's long-term, structured, and community-based CSR efforts, such as its support for teenage single parents and single-parent households and the construction of a multi-purpose community center, were acknowledged as best practices. Atomy's ongoing efforts to regularly share its CSR outcomes with local governments, NGOs, and welfare institutions also received positive evaluations. Atomy plans to continue pursuing mutually beneficial CSR activities, while remaining attentive to welfare blind spots in local communities.

CASE 11. Awarded Grand Prize in the CSR Category of 2025 Korea ESG Awards

In December 2025, Atomy Korea received the Grand Prize in the CSR category at the 2025 Korea ESG Awards hosted by the Korean ESG Association. The Korea ESG Awards recognize corporations, public institutions, and organizations through a public nomination process and a two-stage evaluation by a review committee, based on their ESG management performance and practical initiatives. Atomy was selected for this prestigious award in recognition of its sustained achievements across the entire Social (S) domain—particularly in areas such as fostering mutual growth with partner companies, building an inclusive organizational culture, and expanding community-based sharing initiatives. This award affirms that Atomy's consumer-focused and sharing-driven management, rooted in its philosophy of Absolute Quality, Absolute Price, has been formally recognized from an ESG perspective.

Overseas Localized Social Contribution Activities

Atomy HQ and its overseas branches are working collaboratively to carry out diverse CSR initiatives tailored to the specific needs and conditions of each region. US, Japan, and Singapore provide essential supplies to homeless populations and low-income households. Meanwhile, Thailand, Indonesia, and Cambodia focus on enhancing local welfare systems through donations to descendants of veterans, hospital construction, and funding school lunch programs. Mongolia, India, the Philippines, and Tanzania, through the Dreamy Founda-tion, have been actively involved in building educational infrastructure. China has provided supply donations worth KRW 7.2 billion and conducted female health education programs for three consecutive years. Currently, Atomy is engaging in CSR efforts across more than 20 regions globally, addressing welfare blind spots and improving living conditions, efforts that have been recognized as best practices by international NGOs and local governments.

Key Global Sharing Activities

Russia
Providing Atomy products to orphans, people with disabilities, etc and support for treatment costs and living expenses for children with cancer

Kyrgyzstan
World Cleanup Day Project

China
Donating Atomy products to vulnerable groups and impoverished areas

Taiwan
Atomy RUN, Sports Development Fund, medical, education, financial support and supplies for low-income families, etc.

Japan
Donating rice to low-income families and funding earthquake recovery, etc.

The Philippines
Volcanic eruption disaster relief funds, medical and educational supplies, and financial support, etc.

Thailand
Scholarships for descendants of Korean War veterans, support for the national para Taekwondo team

Cambodia
Hospital construction, elementary school meal and supply support, medical-related financial support, etc.

Indonesia
Scholarship for vulnerable groups, etc.

Singapore
Support for low-income households, etc.

Hong Kong
Donation of wet wipes to nursing homes and Atomy products to women's protection organizations

United States
Support for low-income families in the Korean community, supplies for the homeless, sponsorship of charity organizations, etc.

Brazil
Sponsoring children suffering from disasters via Compassion

Mexico
Providing earthquake relief supplies and daily necessities to vulnerable groups living in Chiapas State, and orphanage support

Colombia
Sponsoring children suffering from disasters via Compassion

India
Distribution of oral care kits and oral health education for vulnerable children

Malaysia
Blood donation campaigns, support supplies for low-income families and orphanages, etc.

Australia
Support for children's choirs and children's hospitals, etc.

CASE 1. Support for Children and Youth Education in Cambodia

Since 2015, Atomy has been supporting Patmerkot Elementary School in Cambodia by enhancing educational infrastructure and improving living conditions. This includes installing water supply and sanitation facilities, building playgrounds, donating school supplies and uniforms, and providing free meals, benefiting around 180 children and supporting their healthy development. In addition, Atomy covers treatment costs for children with disabilities and, since 2019, has operated a dormitory in Phnom Penh to help university students from rural areas pursue stable academic lives. By offering educational support from elementary through to university levels, Atomy is fostering long-term independence and growth of the local future generation, an initiative that has earned recognition as a leading global model for social contribution.

CASE 2. Support for Marginalized Groups in Tanzania (Partnership with PEFA)

In collaboration with the African international mission organization PEFA (Pentecostal Evangelistic Fellowship of Africa), Atomy continues its CSR efforts to enhance education and healthcare environments in Tanzania. In 2024, Atomy donated KRW 2.05 billion, used to modernize school facilities, provide meals and dormitories for students, and expand healthcare clinics. Since beginning support in 2021, Atomy has been making tangible improvements in local living conditions while also contributing to the spread of the Gospel in Africa.

CASE 3. Goods Donation for Vulnerable Groups and Women's Health Promotion Activities in China

Through its local branches in China, Atomy donated products worth a total of 40 million yuan (approximately KRW 7.2 billion) to over 180,000 residents in vulnerable groups and impoverished areas, contributing significantly to community welfare improvement. Additionally, since 2021, Atomy has operated a program that provides sanitary pads and hygiene education annually to approximately 4,000 women in rural areas for three consecutive years, aiming to raise awareness of women's health rights. Through these initiatives, Atomy continues to practice sustainable social contribution in partnership with local communities and actively fulfills its responsibilities as a global enterprise.

CASE 4. Localized Scholarship for Vulnerable Youth in Indonesia

Atomy promoted a localized scholarship program in Indonesia to support youth from education-vulnerable groups. In 2023, Atomy fully funded tuition, dormitory, meals, and activity expenses for 30 Compassion-sponsored students who entered Jakarta International University, totaling approximately $400,000 (around KRW 537 million). This CSR initiative addresses the financial barriers faced by overseas youth, enabling them to pursue higher education and build a foundation for self-reliance. Atomy's efforts are evolving into a global CSR model that connects educational infrastructure with NGO partnerships and fosters sustainable development alongside local communities.

CASE 5. Support for Mobile Support in Cambodia

Since 2020, Atomy has been delivering local medical support in Cambodia by donating mobile medical buses and conducting volunteer services for residents living in underserved medical areas. In 2023 alone, Atomy donated KRW 830 million, with total support expanding to a cumulative KRW 2.1 billion.

CASE 6, China Branch Awarded Special CSR Award

In recognition of its extensive community support, Atomy China received the "Special CSR Award for Multinational Corporation" at the 2023 China Food Industry CSR Forum for its charitable activities valued at 40 million yuan (approximately KRW 7.2 billion), benefiting vulnerable groups and impoverished regions. In the same month, its initiative to provide sanitary pads and menstrual education to rural female students was selected as an Innovative Case of Rural Revitalization at the Rural Revitalization Seminar hosted by the People's Daily. Additionally, Atomy was honored with an Excellence Award at the CSR Model Enterprise Commendation Ceremony for Korean Companies in China. These achievements reflect Atomy's commitment to social development and its philosophy that "Integrity and Goodness as Best Strategy" in building coexistence with local communities.

Atomy promotes mutual growth with local communities by organizing community-centered volunteer activities across 10 regions nationwide, engaging both employees and members in initiatives such as kimchi-making, coal briquette sharing, and farm labor assistance. These efforts, led by both youth and top-tier members, pro-vide support to vulnerable groups in Korea and abroad. Additionally, Atomy fosters a culture of everyday giv-ing through experience-based donation campaigns like charity bazaar events and the Atomy RUN, encourag-ing participatory acts of sharing.

Key Activities	Details
Community-Centered Volunteering	Key volunteering activities participated by employees and members
Employee and Member-Led Sharing	Volunteer and donation activities planned and executed directly by employees and members, practicing sustainable sharing through voluntary participation by youth and leader groups
Campaign to Spread a Culture of Giving	A campaign-style CSR activity that connects giving not as one-time support but as an everyday participatory and experience-centered activity, spreading a sustainable culture of giving where members, employees, and the local community participate together.

Local Community-Centered Volunteer Work

Atomy is contributing to local community's growth and recovery through community-centered volunteer work joined by members and employees. Atomy engages in regular volunteer activities across 10 regions nationwide, involving both employees and members in initiatives such as kimchi-making, coal briquette sharing, and farm labor assistance. With the voluntary participation of regional hubs like Naju Center, these efforts are increasing the continuity and regional closeness of activities. They are becoming tailored volunteer model that responses to practical needs of local communities going beyond mere support.

Annual delivery of 300,000 briquettes by 350 participants across 10 regions, supporting 1,000 households nationwide	Donations of daily necessities worth KRW 5 million to local welfare facilities and regular visits
Community-based volunteer services addressing local needs, such as labor shortages in farming households	Regular volunteer and donation activities through center-based volunteer groups

CASE 1. Sharing Love Through Kimchi Making and Briquette Distribution

Since 2013, around 200 Atomy employees, members, and local volunteers have participated annually in kimchi-making volunteer activities, delivering kimchi to vulnerable groups in local communities. Starting in 2015, approximately 150 volunteers have also joined yearly coal briquette delivery efforts. Initially launched in seven regions, including Gongju, Gwangju, Daegu, Daejeon, Busan, Wonju, and Incheon, the initiative has since expanded to ten regions, including Gyeongju, Boeun, and Buan, distributing about 300,000 briquettes to 1,000 households. In 2025, the "Sharing Love Through Kimchi Making" event was held at Songnisan Forest, where 150 volunteers prepared 3,300 kg of kimchi and donated it to 365 low-income households in Boeun County and 295 senior centers, continuing Atomy's commitment to mutual sharing with local communities.

CASE 2. Volunteering at Chestnut Farms in Gongju

To help address labor shortages in Jeongan-myeon chestnut farms in Gongju, 40 Atomy employees volunteered to assist with chestnut harvesting. This initiative was carried out in response to a request from the local community, which had been struggling with reduced availability of foreign workers, and contributed to maintaining farm productivity while promoting mutual growth with the region.

CASE 3. Voluntary Service and Donation with Local Communities

Atomy centers across the country have voluntarily come together to engage in sharing and volunteer activities for local social welfare facilities. These employee-led volunteer groups are donating essential goods and food, helping with cleaning, and contributing proceeds from Love Sharing Bazaars to support their communities. This initiative exemplifies a participatory culture of giving, where regional centers—not the corporation—take the lead in planning and participating in meaningful volunteer efforts, fostering mutual growth and demonstrating a deep commitment to local communities.

Employee and Member-Led Sharing Activities

Atomy is fostering a culture of participatory giving by encouraging voluntary donation activities directly initiated and carried out by its members and employees. The Young Leaders Volunteer Group, made up of young adult members, continues to engage in nationwide efforts such as the Blue Marine campaign, including ocean clean-ups and improving marine housing environments alongside Atomy employees. In 2022, the Young Leaders Club donated Atomy products valued at KRW 117.4 million to support vulnerable communities.

The Imperial Sharing Project, led by seven top-tier members, contributed a total of KRW 321.8 million for CSR initiatives, providing assistance for living, medical, and educational needs of marginalized groups. Through programs like the Young Leader Compassion Vision Trip, Atomy is also promoting global volunteerism and the spirit of sharing.

CASE 1. Atomy Young Leaders Club, Spreading Share Culture Led by Millennials and Gen Z

The Young Leaders Club, established in 2014 by leaders under the age of 40, has evolved into a youth-led CSR organization that promotes a healthy distribution culture while actively practicing sharing and volunteerism. The club donates tens of millions of won to support vulnerable populations across the country, improve orphanages, restore forested mountain areas, and conduct ocean clean-up activities. By leading these efforts, the Young Leaders Club is fostering a sustainable CSR culture driven by millennials and Gen Z, carrying forward Atomy's core spirit of sharing.

CASE 2. Sharing by Imperial, I'MPERIAL

"Sharing by Imperial, I'MPERIAL" is a philanthropic initiative led by seven of Atomy's top-tier members, the Imperial Masters. Together, they donated a total of KRW 321.8 million to support a wide range of meaningful causes. Their contributions have included support for living expenses of multicultural families, literacy education programs, and shelter construction for abused individuals with disabilities. Additionally, they have funded orphanage operating costs and child medical treatments, provided emergency relief to COVID-19 victims in India, supported free meal services for the homeless, and helped cover childcare and operational costs for baby box children.

CASE 3. Young Leaders Compassion Vision Trip

In March and October of 2023, Atomy Young Leaders and Compassion Philippines jointly organized two vision trips to observe the overall operations and processes of Compassion's sponsorship programs. During these trips, participants engaged in volunteer activities and had the opportunity to meet the children they were sponsoring. These experiences deepened their understanding of the value and impact of sponsorship, while also reinforcing the significance of sharing and giving through direct interaction and service.

Campaign to Spread a Culture of Giving

Atomy is actively leading the spread of a donation culture by integrating giving into everyday life through experiential campaigns. The Love Sharing Bazaar event, joined by 2,000 employees and members, raised KRW 340 million, which was donated to ophthalmology patients and vulnerable groups. The Atomy RUN, organized by the Atomy Taiwan branch, contributed a cumulative KRW 1 billion to local schools by donating all participation fees. Additionally, Atomy promotes a culture of life-sharing through regular blood donation campaigns in collaboration with the Korean Red Cross. These efforts go beyond one-time events, establishing a sustainable donation culture that aligns Atomy's corporate identity with long-term social value creation.

Total 2,000 people participated in Love Sharing Baazar in 4 years, raising a cumulative total of KRW 346.4 million	Cumulative donations of about KRW 1 billion (TWD 23 million) supporting 29 local schools in Taiwan
Expanding blood donation campaigns nationwide and establishing a culture of voluntary blood donation in partnership with the Korean Red Cross	Employees and members actively participating in CSR through participatory sharing campaigns
Establishing a model of sustainable sharing culture model integrating donation, experience, and brand engagement	

CASE 1. Atomy RUN – Flagship Campaign Spreading a Culture of Giving

Atomy RUN, first launched in Taiwan in 2017, is a participatory sharing event where 100% of participation fees are donated to local communities, blending health, giving, and corporate culture into a global model of impact. The initiative expanded to Korea in 2018 and Malaysia in 2019: In Korea, the inaugural Atomy RUN donated KRW 500 million to welfare foundations nationwide. In Malaysia, 3,500 participants helped raise KRW 35 million to support children with hearing impairments. In 2025, the 9th Atomy RUN in Taiwan gathered 8,000 participants and donated KRW 140 million to 29 local schools With a cumulative donation of KRW 1 billion, Atomy RUN has grown into a flagship global campaign that embodies Atomy's commitment to a culture of sharing and community engagement.

CASE 2. Life-Sharing Blood Donation Campaign With Korean Red Cross

Atomy signed a Memorandum of Understanding (MOU) with the Blood Management Department of the Korean Red Cross in January 2025 during the Success Academy, aiming to address the national imbalance in blood supply and promote a culture of life sharing. Since the signing, Atomy has been actively conducting blood donation campaigns with the voluntary participation of its employees and members. Blood donation buses are dispatched to educational sites where thousands gather, making it easier for more people to take part. Through this partnership, Atomy is not only expanding opportunities for participation but also contributing to the establishment of a national blood donation culture and the practice of life-saving efforts.

CASE 3. Love Sharing Bazaar

From 2016 to 2019, approximately 2,000 Atomy employees and members participated in Love Sharing Bazaar events, raising funds to support Siloam Eye Hospital and marginalized groups in local communities. The proceeds from these events amounted to KRW 130 million in 2017, KRW 163.6 million in 2018, and KRW 100 million in 2019, totaling KRW 346.7 million.

07. RESPONSIBLE MANAGEMENT THROUGH "INTEGRITY AND GOODNESS AS BEST STRATEGY"
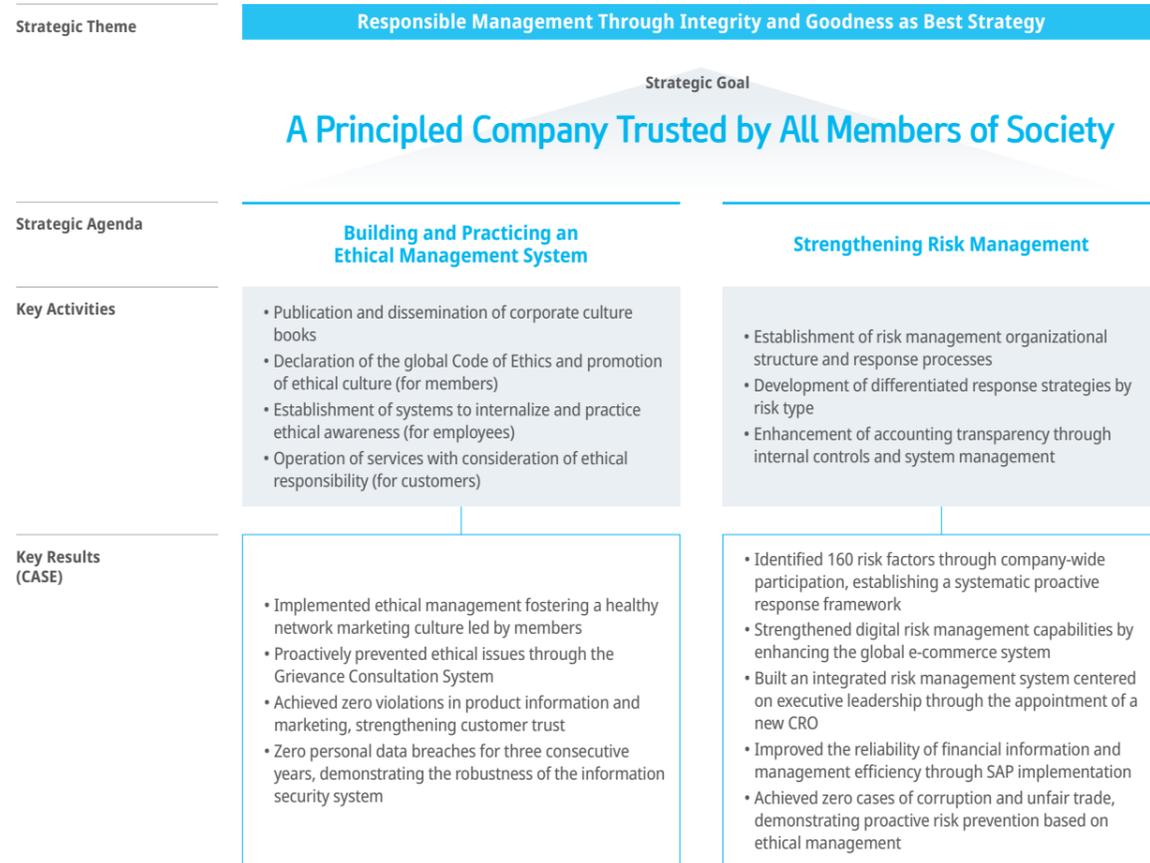
Responsible Management Through "Integrity and Goodness as Best Strategy"

Atomy's philosophy of Responsible Management Through Integrity and Goodness as Best Strategy reflects its belief that principled, integrity-driven management is ultimately the most effective strategy. To become a company trusted by all members of society, Atomy internalizes ethical management and establishes systems to proactively identify and manage risks across the organization, ensuring fair and transparent operations and laying the foundation for sustainable growth.

Execution System and Key Results by Strategic Theme

Under the strategic theme of Responsible Management Through Integrity and Goodness as Best Strategy, Atomy aims to be a principled company trusted by all members of society. To achieve this, the company advances strategic agendas focused on building and practicing an ethical management system and strengthening risk management. In terms of ethical management, Atomy cultivates a practice-oriented culture through initiatives such as the global Code of Ethics, enhancement of ethical internalization systems, and integration of customer ethics responsibilities. These efforts have resulted in tangible achievements, including zero violations in areas such as information security and product labeling. Regarding risk management, Atomy has reinforced proactive capabilities by reorganizing its CRO-centered structure, developing an enterprise-wide risk map, and advancing SAP-based risk systems. These measures have produced concrete outcomes, including zero incidents of corruption or unfair trade practices.

Strategic Theme

Responsible Management Through Integrity and Goodness as Best Strategy

Strategic Goal

A Principled Company Trusted by All Members of Society

Strategic Agenda

Building and Practicing an Ethical Management System	Strengthening Risk Management

Key Activities

• Publication and dissemination of corporate culture books • Declaration of the global Code of Ethics and promotion of ethical culture (for members) • Establishment of systems to internalize and practice ethical awareness (for employees) • Operation of services with consideration of ethical responsibility (for customers)	• Establishment of risk management organizational structure and response processes • Development of differentiated response strategies by risk type • Enhancement of accounting transparency through internal controls and system management

Key Results (CASE)

• Implemented ethical management fostering a healthy network marketing culture led by members • Proactively prevented ethical issues through the Grievance Consultation System • Achieved zero violations in product information and marketing, strengthening customer trust • Zero personal data breaches for three consecutive years, demonstrating the robustness of the information security system	• Identified 160 risk factors through company-wide participation, establishing a systematic proactive response framework • Strengthened digital risk management capabilities by enhancing the global e-commerce system • Built an integrated risk management system centered on executive leadership through the appointment of a new CRO • Improved the reliability of financial information and management efficiency through SAP implementation • Achieved zero cases of corruption and unfair trade, demonstrating proactive risk prevention based on ethical management

Governance and Board of Directors

Types of Shares and Voting Rights

As of the end of 2024, the company's capital stood at KRW 10 billion, with a total of 200,000 issued shares, consisting entirely of common shares with no preferred shares. The company follows the principle of one vote per share and does not have a dual-class or differential voting rights system. All 200,000 issued shares (100% of the total) carry voting rights.

Category	Number of Shares Issued	Percentage
Preferred Stock	0	0%
Common Stock – Shares with Voting Rights	200,000	100%
Common Stock – Treasury Shares	0	0%
Total	200,000	100%

Composition of the Board of Directors

The Board of Directors comprises three internal directors and one auditor, all appointed by the General Meeting of Shareholders. Chairman Han-Gill Park serves as the Chair of the Board, and the composition includes female directors to ensure diversity and balance. Given Atomy's business structure, which emphasizes swift decision-making and execution, and its global operations across multiple regions, the Board is mainly composed of senior internal executives with in-depth knowledge of the company's business model, compensation system, and member and distribution structures. This composition enables timely and accurate decision-making on business operations and risks, ensures a seamless link between strategy formulation and execution, supports on-the-ground decisions in global and member network operations, and facilitates rapid response in emergencies.

Board Member Appointment Process

The appointment of directors starts with identifying potential candidates through the CEOs, the existing Board of Directors, and the HR Committee. Each candidate is then carefully evaluated for experience, expertise, ethical standards, and potential conflicts of interest, as well as their understanding of the company's vision and strategy. Based on this review, the Board assesses the candidate's suitability and approves the nomination. The appointment is then finalized through shareholder approval in accordance with applicable laws and regulations.

Stage 1	Stage 2	Stage 3	Stage 4
• Candidate identified through CEOs, Board, and HR Committee	• Evaluation of experience, expertise, ethics, and conflicts of interest • Assessment of understanding of company's vision and strategy	• Board review and approval of nominations	• Shareholder approval per relevant legal requirements

Measures to Ensure Fair Board Decision-Making

To maintain consistency with its founding philosophy and long-term vision, and to provide integrated leadership for global operations, Atomy's CEO and Chairman concurrently serve as Chair of the Board. This structure strengthens alignment between the company's vision and strategy, minimizes decision-making gaps between the Board and management, and supports the timely and effective execution of mid- to long-term growth and ESG strategies. To address potential conflicts of interest

arising from a Board composed primarily of internal directors and the dual role of the Chair, Atomy has established several Board committees. Committees such as the Audit Committee and HR Committee review potential conflicts in advance, and key agenda items, including ESG, ethics, compensation, and internal controls, are first deliberated by the relevant committee before being approved by the full Board. The Atomy Stewardship Committee (ASC) further ensures that diverse perspectives from the organization, members, and society are considered in Board discussions. Directors with conflicts of interest on specific agenda items are excluded from both review and decision-making, safeguarding procedural fairness and transparency.

Board Competence

The Board is composed of directors with expertise and practical experience in key management areas, including business strategy, finance, accounting, and ESG. All directors possess management and strategic capabilities, while accounting and finance experts strengthen financial soundness and transparency. Additionally, directors actively involved in corporate social responsibility and ethical management play a key role in driving ESG initiatives, while their knowledge of leadership and organizational culture strengthens the foundation for sustainable management. This combination of expertise and responsible decision-making supports the company's long-term sustainability and corporate value. To continuously enhance these competencies, the Board runs ESG-focused training, regular reporting, and workshops, further improving directors' understanding and execution capabilities.

Board Composition and Skill Matrix

Name	Geder	Age	Title	Specialty
Internal Director				
Han-gill Park	Male	70	CEO, Chairman	General management
Yong-soon Yoon	Male	57	CEO	General management
Kyoung-hee Do	Female	69	Vice President	Organization culture and social contributions
Audit				
Seok-gyun Kwon	Male	61	Managing Director	Financial accounting and closing

Board Capacity-Building Activities

Category	Key Details
Regular Reporting	Regular reports on ESG, compliance, and internal controls to keep the Board well-informed
External Expert Training	CCM lectures conducted by external experts covering global regulations and market trends
Strategy-Linked Learning	Workshops for executives and General Managers on new business, digital/AI, and sustainable management

Board Performance Evaluation Process

To enhance accountability and the effectiveness of decision-making, performance evaluations are conducted for both the Board as a whole and individual directors. These evaluations combine qualitative and quantitative measures, considering achievements in the company's mid- to long-term strategy, financial results, organizational management, and sustainability initiatives. Evaluations are conducted regularly according to internal standards, with results reflected in director compensation and salary adjustments. The outcomes are also used to plan future Board activities and design training programs to further enhance director competencies, ensuring continuous improvement. This system is similarly applied to executives, linking performance with compensation and reinforcing responsible management.

Key Categories of Director Performance Evaluation

Category	Evaluation Details
Attendance and Participation	Attendance rate and active participation in Board meetings
Contribution to Safety	Understanding of agenda items and level of input/contribution
ESG·Ethics·Risk	Contribution to ESG, ethical management, and risk oversight
Committee Activities	Effectiveness of activities within Board committees
Operational Improvement	Incorporation of evaluation results into future Board operations and training plans

Board Committees

To strengthen expertise and execution in strategic decision-making, the Board operates several committees. Each committee focuses on key areas such as organizational culture, global growth strategy, member business improvement, product competitiveness, and human resources, providing support for Board policy decisions. These committees help reinforce corporate sustainability and transparency. The Board receives regular updates on committee activities and key discussion outcomes to ensure effective communication, oversight, and governance. Committees review major issues in their areas and submit findings and recommendations to the Board for decisions requiring significant attention. Based on these reports, the Board may request additional information or further review, and committee members may attend Board meetings to present updates and key points directly. This process ensures committee activities align with Board policies and strategic direction, while allowing for continuous oversight of their effectiveness.

Committee Name	Role
Internal Efficiency and Culture Committee (IECC)	Proposing and implementing initiatives to improve internal efficiency and innovate organizational culture Operating programs such as C-level coaching, workspace reorganization, the Go 100 campaign, and employee-leader forums
Investment Review Committee	Reviewing tangible assets, new business ventures, and investment proposals, providing a comprehensive assessment of asset acquisitions and investments
Business Innovation Committee	Generating member-focused business innovation ideas and driving related projects
Product Committee	Leading product development based on market trends and reviewing new product launches and improvements
Human Resources Committee	Reviewing workplace harassment issues and supporting HR-related decision-making
Audit Committee	An independent body overseeing the company's accounting and overall audit operations Composed of the auditor and two internal directors appointed by the shareholders' meeting with the authority to request business reports from management and examine company assets Including accounting and finance experts to strengthen audit effectiveness
Atomy Stewardship Committee (ASC)	A culture-driven committee that ensures Atomy's community purpose (customer success) and core values (Integrity and Goodness as Best Strategy) are embedded in daily operations Providing coaching and consulting to internalize ethics and promote organizational culture, led by C-level executives

Communication Process between Committees and the Board of Directors

Each committee under the Board of Directors reports matters discussed at its regular and frequent meetings to the Board. For significant matters, committees provide written reports and present them directly to the Board, while key agendas such as ESG, audit, and human resources are formally submitted as items for Board deliberation. If necessary, the chair of a committee attends the Board of Directors meeting to share the progress of deliberations and key viewpoints, facilitating clear information sharing and coordinated decision-making between committees and the Board.

Management of Conflict of Interest

Atomy operates a conflict of interest management system based on the Board operation principles and Code of Ethics in accordance with internal regulations to prevent and mitigate conflict of interest in the operation of the Board and among stakeholders. Potential conflicts are reviewed in advance through the independent deliberative functions of the Audit Committee and the HR Committee. Major agendas including compensation, internal controls, and ethical issues are first reviewed by the relevant committees before being submitted to the Board for final approval. If an individual director or a specific stakeholder has a direct interest in a matter, the relevant director is excluded from the agenda proposal, preliminary review, deliberation, and resolution. If necessary, Atomy seeks advice from external expert or utilize objective data to ensure independent and objective decision-making and to prevent conflict of interest in advance.

Status of Operation

The Board of Directors meeting is held quarterly and convenes as often as necessary to deliberate and decide on major issues. In 2024, 33 board meetings were held, deliberating and deciding on 41 agenda items, with an attendance rate of 100%. In addition, major matters related to management changes in the operation of the board of directors should be notified at least 30 days in advance.

Category	2022	2023	2024
Total Number of Board of Directors Meetings	24	33	33
Number of Agendas	45	36	41
Attendance Rate of Internal Directors	100%	100%	100%
Attendance Rate of Auditor	100%	100%	100%

Ethical Management and Practice

Atomy pursues ethical management centered on integrity and principle and has established an ethical culture and practice system across the members, employees, and customers. The company declares a Global Code of Ethics and carries out ethical culture practice for members. The company also operates education programs and the Grievance Consultation System for employees, while operating stakeholder-specific system including information security and transparent marketing management for customers. Through these efforts, Atomy proactively prevents ethical risks and ensures trust-based sustainable management

Publication and Disclosure of Management Philosophy and ESG Values

Atomy publicly communicates its sustainable management philosophy—including ethical management and risk management—through the publication of books. The company also publishes a quarterly magazine featuring messages from the CEO. In 2021, Atomy released

Atomy DNA, a compilation of Chairman Han-gill Park's management philosophy that reflects the company's organizational culture. In 2022, Atomy collaborated with Professor Jeong-koo Yoon to publish Laboratory of Sustainability in the Super VUCA Era, which presents a sustainable growth strategy based on the "Righteous Company" philosophy. In 2024, Atomy further demonstrated its commitment to ESG value creation by publishing a book on the development of HemoHIM, an individually recognized health functional food for immune function improvement, highlighting its R&D philosophy and flagship product values.

Members **Declaration of the Global Code of Ethics and Practice of an Ethical Culture**

Atomy establishes a Code of Ethics to enable members to conduct business centered on integrity and principle, and sets the direction for the ethical culture through the Global Code of Ethics eclaration ceremony. Centered on a member-led Ethics Committee, the company promotes a culture of ethical practice through initiatives such as Anti-Excessive Purchasing Pledge Campaign, performances, and UCC contest. In addition, Atomy operates an "Online Culture Development Program" and continues to expand the exchange of educational content with its overseas branches.

Ethics Committee

In January 2012, Atomy members established the "Ethics Committee" to promote a principle-centered business culture. The committee supports the sound growth of members and contributes to the healthy development of network marketing culture.

Activities to Promote an Ethical Management Culture

Activity Name	Details
Anti-Excessive Purchasing Pledge Campaign	A campaign led by key leader members to avoid excessive purchasing behavior. The initiative supports the establishment of an ethical business culture and contributes to improving industry perceptions.
Principle-Centered Performance	A performance that express the willingness of ethical practices in various forms such as mime, oratory, and play. Creativity and teamwork are evaluated and recognized through awards.
UCC Contest to Promote a Healthy Business Culture	A contest that involves approximately 500 centers nationwide and focuses on themes such as brand management, business etiquette, and the promotion of a sound seminar environment. It aims to improve awareness and promote the practice of ethical culture.
Global Code of Conduct Declaration Ceremony	A ceremony that involves global leader members pledging their commitment to ethical culture practices. It has expanded to the Taiwan and Malaysia branches, contributing to the establishment of a global ethical culture.

Strengthening Principle-Centered Education and Global Content Communication

Atomy operates a range of educational programs to foster a business culture grounded in integrity and principle among its members. The Online Culture Development Program focuses on principle-based values, consumer-oriented network marketing, and the promotion of a culture of service, thereby strengthening members' ethical business capabilities. In addition, through the "Mongsang & Overseas General Manager Online Communication" workshop—attended by Chairman Han-gill Park and General Managers from major overseas branches—the company shared best practices in content development and strategies for member engagement across different markets. The workshop also explored the direction for expanding region-specific content and global seminars, while highlighting the importance of developing educational content suited to the digital era.

Employees **Internalization of Ethical Awareness and Establishment of Practice System**

Atomy operates various systems and training programs to ensure that Atomy's core values of integrity and principle-centered conduct rooted in the organization. Through semi-annual 360-degree feedback, Atomy continuously reviews behavioral standards and ethical awareness. New employees internalize ethical management philosophy through the New Hire Onboarding Program. In addition, the company holds regular Monthly Council meetings and Authenticity Management with direct participation of management while operating grievance counseling channels to prevent and address ethical issues in the workplace.

Direction of Employee Feedback

Evaluation systems that rank people against one another and create a sense of discomfort are not aligned with Atomy's values. Atomy believes that outstanding performance and capabilities are built when employees uphold the qualities it cherishes: a spirit of service, integrity and principle-centered behavior, a commitment to mutual growth through positive influence, a pursuit of excellence, and a chutzpah mindset focused on improvement rather than criticism.

Feedback Items Related to "Integrity" and "Principle" in the 360-Degree Feedback

Realizing values through the internalization of integrity and principle-centered conduct			
Principle 1	**Principle 2**	**Principle 3**	**Principle 4**
I do not hide my mistakes.	I do not exaggerate my achievements.	I willingly take responsibility.	I review potential sources of waste and carry out my work with care and attention.

Ethical Management Training for Employees

Global Atomy Monthly Strategy Council (formerly Atomy College)
•Atomy College was held more than five times in 2022 and three times in 2023, serving as a communication venue where top management directly delivered lectures on integrity and principle, the company's core values, and answered employees' questions.
•Starting from 2024, Atomy College has been transformed into the Global Atomy Monthly Strategy Council (Monthly Council), with participation from overseas branches and affiliated companies, and is held a total of 12 times.
•At the Monthly Council, employees and top management freely engage in Q&A sessions on growth strategies, Atomy's philosophy, and ethical management to align on the company's strategic direction.

Mandatory courses for new hires (New Hire Onboarding Program)
•Training for new employees
•Internalization of core values, work methods, ethics, and talent over one-month process

Core values and ethical management emphasized at the Monthly Council and Strategy Meeting

Authenticity Management

The training was conducted for all employees and focused on the core values (integrity, principles, trust, etc.), followed by group discussion sessions for Q&A and role scenario presentations in which participants pledged their commitment to their respective roles.

Authenticity Management	2022	2023	2024
	5 times	3 times	3 times

Operation of Grievance Consultation System

Atomy operates the Grievance Consultation System to ensure a prompt and reliable system for ethical issues in the workplace. Employees may report various issues such as workplace bullying, sexual harassment, stress, and violations of Code of Conduct through both online and offline channels. The content of reports is kept strictly confidential. Reports are addressed promptly through a systematic process that includes review and investigation of report, internal measures, and notice of results.

Grievance Consultation Process

Receipt of Report 〉 Review and Investigation of Report 〉 Internal Measures 〉 Notice of Results

Customer **Service System Operation Based on Ethical Responsibility**

Atomy places the protection of customer rights and the building of trust at the core of our ethical management. Atomy realizes customer-centered ethical services by ensuring transparent product information, enhancing ethical standards in customer communication, and advancing the privacy protection systems. To this end, the company operates product labeling and advertising guidelines and continue to strengthen organizational response system to prevent privacy leakage and enhance information security.

Product Information Disclosure and Advertising Ethics

Atomy provides refined information through a pre-review process for all product labeling and advertising, and operates internal guidelines to prevent customer misunderstanding. Through these efforts, Atomy builds customer trust and practice ethical marketing.

Privacy Protection System

Atomy has strengthened its monitoring of personal data breaches by upgrading its email monitoring system and establishing an encrypted communications monitoring system. Atomy also conducts annual security consulting and maintains a dedicated reserve account to ensure compensation in the event of a personal data breach.

Privacy Protection Officer and Roles by Organization

Atomy has established a privacy governance structure by designating a privacy protection officer and personal data handlers, clearly defining their roles and responsibilities. The privacy protection officer is an employee responsible for overseeing the protection of users' personal information and for making final decisions regarding its handling. Atomy holds an annual meeting to review company-wide, social, and legal issues related to personal data, and the outcomes of these meetings are incorporated into the subsequent internal management plan to ensure proper implementation.

Privacy Protection Training

To raise employees' awareness of personal data protection, Atomy provides tailored training for the privacy protection officer, personal data handlers, and third-party contractors based on their roles and responsibilities. The training covers key aspects of personal protection laws, recent social issues related to personal information, and the company's privacy protection policies.

Security Enhancement Activities

To address security risks arising from the increase in new threats, assets, and vulnerabilities, Atomy has been progressively strengthening its security measures since 2018. This includes enhancing the personal data protection management system, establishing a monitoring framework, implementing an information security management system, and developing a comprehensive information security master plan.

Ethical Management and Practice

2023~ 2025		Enhancing Data-Centered Information Secutiry	• Strengthening data access controls • Conducting annual cybersecurity penetration testing • Revising policies on personal data protection, encryption, and cloud security • Operating an Information Security Committee and manage personal data risks
2027		Information Security Threat Detection and Response AI and Automation	• Applying security threat modeling to key assets • Implementing an integrated authentication framework and enforcing the principle of least privilege • Deploying Retro Hunting to contain potential breaches • Automate security threat prediction and response using Agentic AI
2030		Advancement of the GRC (Governance, Risk, and Compliance) System	• Managing risks based on asset value, vulnerabilities, and control effectiveness • Quantifying cyber risks and link them to management KPIs • Integrating domestic and global security threat intelligence feeds • Improving security architecture and data quality in response to changes in the threat landscape Obtaining international certifications (ISO 27001/27701, NIST CSF)

CASE 1. Ethical Management Among Members That Led a Healthy Network Culture

To encourage members to conduct business based on integrity and principle, Atomy established a Code of Conduct and implemented various initiatives to promote an ethical culture. Through the Global Code of Conduct Declaration Ceremony, attended by approximately 2,700 participants, as well as ethics campaigns conducted at centers nationwide, the company has fostered a healthy network culture. In addition, ethical awareness is reinforced through the "Online Culture Development Program" and workshops involving overseas General Managers. These initiatives have strengthened ethical practices among members and laid the foundation for reinforcing the company's ethical management framework.

CASE 2. Prevention of Workplace Ethical Issues through the Grievance Consultation System

Atomy operates the Grievance Consultation System to ensure a prompt system for ethical issues in the workplace, such as workplace bullying, sexual harassment, stress, and violations of Code of Conduct through both online and offline channels. Supported by a step-by-step case handling process and strict confidentiality, the system goes beyond a post-processing to serve as a preventive measure and psychological support for employees. As a result, the company recorded zero reports submitted through the Grievance Consultation System for three consecutive years from 2022 to 2024, demonstrating the effective management of ethical risks.

Number of Reports to Grievance Consultation Center

Grievance Type	2022	2023	2024
Workplace Bullying	0 case	0 case	0 case
Sexual Harassment	0 case	0 case	0 case
Stress	0 case	0 case	0 case
Violations of Code of Conduct	0 case	0 case	0 case

CASE 3. Zero Violations in Product Information and Marketing and Strengthening Customer Trust

Atomy operates a pre-review process for all product labeling and advertising and has established marketing ethics guidelines to enhance transparency and accountability in customer communications. As a result, Atomy achieved zero violations over two years from 2023 to 2024 in the areas of "product labeling", "product safety", and "marketing communications", contributing to the protection of customer rights and the strengthening of trust.

Category	2022	2023	2024
Product and Service Information and Labeling	1	0	0
Product and Service Health and Safety Regulations	0	0	0
Marketing Communication	0	0	0

CASE 4. Three Consecutive Years of Zero Personal Data Breaches, Demonstrating a Robust Information Security Framework

Recognizing the protection of customer privacy as a core element of ethical management, Atomy has established systematic security systems and an organized response system to proactively prevent data leakage. Atomy has strengthened its practical data protection capabilities through multi-layered protective measures including email and encrypted communication monitoring systems, annual security consulting, and the maintenance of deposits in a separate account for potential data leakage. As a result, Atomy recorded zero personal data breaches for three consecutive years from 2022 to 2024, demonstrating the robustness and effectiveness of its information security system and reinforcing customer trust.

Category	2022	2023	2024
Number of Privacy Breaches	0 case	0 case	0 case

Establishment of Risk Management System

Atomy pursues stable global operations and sustainable growth by adopting a proactive approach to foreseeable risks and a rapid response principle for unavoidable risks. Atomy has established an enterprise-wide risk monitoring framework and implements differentiated response strategies based on the level of controllability and potential impact of each risk. In addition, to enhance accounting transparency and the reliability of financial information, Atomy operates robust internal controls over financial reporting and a rigorous external audit system. The company also strengthens its enterprise-wide financial and management information capabilities through the advancement of its SAP-based systems.

Step 1	Step 2	Step 3	Step 4
Internal Efficiency and Culture Committee(IECC) and Ethics Committee	**Risk Manager**	**Chief Risk Officer (CRO)**	**Chief Executive Officer (CEO)**
Daily risk monitoring and early risk detection	Issue identification and preparation of risk assessment reports	Risk evaluation and establishment of response strategies	Final decision-making and direction of organizational responses

Risk Response Process

Step	Details
1. Monitoring and Reporting	Activation of internal reporting mechanisms upon detection of a risk event
2. Risk Analysis	Evaluation of the severity and potential impact of the risk
3. Mobilization of Response Capabilities	Deployment of relevant departments and personnel and implementation of corrective actions
4. Establishment of Recurrence Prevention Measures	Root cause analysis and implementation of improvements to systems and policies

Risk Management Strategies by Risk Type

Uncontrollable	
Politics, Government Policy and Regulation Continuous monitoring of policy developments and formulation of response strategies	**Natural disasters** Establishment of disaster recovery budgets and contingency plans

Controllable	
Finance **Exchange Rate** Continuously monitoring exchange rates and managing risks through the financial instruments if necessary, to mitigate losses arising from exchange rate fluctuations **Interest Rate** Maintaining financial soundness to minimize the incidence and impact of financial risk due to interest rate fluctuations **Raw Material Prices** Limited financial impact from raw material price fluctuations due to the nature of the distribution business, with ongoing monitoring of partnering companies' business conditions and collaborative support as needed	**Non-finance** **Legal** Advance legal risk review and response by a dedicated expert team prior to market entry, taking into account differences in network marketing regulations by country **Management** Strategic analysis and management of business environment differences, including local industry development levels, logistics, and cultural factors **Strategy** Establishment of an efficient decision-making system through weekly strategy meetings and standing interdepartmental councils **Operation** Elimination of information asymmetry and provision of systematic support through real-time IT infrastructure **IT Security** Operation of an information security master plan and continuous improvement of security frameworks through annual security consulting **Reputation** Promotion of ethical marketing, strengthened customer communication, and expansion of ESG-based activities **Ethics** Expansion of an ethical management culture, enhanced ethics training for employees and members, and operation of a grievance consultation system

Financial Transparency Management and Introduction of SAP

To ensure transparency in corporate operations and the reliability of financial information, Atomy operates a robust internal control over financial reporting system and has established a proactive monitoring framework for potential financial irregularities through external audits and regular consulting. As part of its efforts to strengthen accounting transparency, the company has implemented SAP S/4HANA, the latest version of SAP, to advance its enterprise resource planning capabilities across financial accounting, management accounting, procurement, production, and inventory management. In addition, Atomy has built an SCM system integrated with partner systems, enhancing transparency and efficiency across the entire supply chain. These efforts have delivered tangible results, including faster and more accurate cost calculations, a shortened global closing schedule, and improved speed and accuracy in management reporting.

CASE 1. Company-Wide Identification of 160 Risk Factors and Establishment of a Systematic Preventive Response Framework

Atomy conducts integrated and strategic analyses of potential risks at company level to achieve its management objective of customer success. Through risk mapping involving all employees, the company identified approximately 160 key risk factors and designated accountable owners for each risk, clearly defining responsibilities for prevention and response. Moreover, operations were divided into process, sub-process, and task owner levels, and response manuals based on risk process maps

were developed, establishing a systematic response system capable of handling a wide range of newly emerging risks.

CASE 2. Strengthening Digital Risk Response Capabilities through the Advancement of Global Shopping Mall System

Atomy proactively addresses digital risks by updating the shopping mall systems of its headquarters and overseas branches to the latest versions. Through the introduction of new functionalities and enhanced security features, Atomy has strengthened resilience against online risks such as hacking and data leakage, while improving customer/user experience and establishing a stable global sales environment.

CASE 3. Establishment of an Executive-Led Integrated Risk Management System via CRO Appointment

Atomy appointed a Chief Risk Officer (CRO) and established a management-level risk management system to enhance the proactiveness, systematic approach, and cost efficiency of risk management. This has increased the speed and effectiveness of decision-making on strategic risk issues and laid the foundation for an integrated risk response system at company level.

CASE4. Enhancing the Reliability and Management Efficiency of Financial Information through SAP Introduction

- Enhancement and advancement of financial accounting functions through Simple Finance
- Advancement of managerial accounting and sales management systems
- Establishment of a purchased material management system linked to the vendor system
- Establishment of an Executive Information System (EIS) via FIORI to improve work efficiency and support faster decision-making
- Shortening of global closing schedule
- Reduction in accounting voucher processing time and acceleration of data processing for management information reporting
- Fast and accurate cost calculation and product-level profitability analysis excluding intercompany transactions

CASE5. Zero Cases of Corruption and Fair Trade Violations and Risk Prevention through Ethical Management

Atomy applies its ethical management system across all employees and ensures 100% compliance with laws and regulations related to fair trade and consumer protection across all business areas. In particular, the company operates a preventive and risk-focused management system rather than relying on post-reviews following cases of corruption or regulatory violations. To this end, Atomy continuously conducts control activities over key business processes and accounting transactions through its internal control over financial reporting system. Potential risks are proactively identified and managed through regular internal reviews and external audits. In addition, ongoing monitoring based on the Code of Ethics and internal control standards is implemented to prevent risks related to corruption, fair trade, and consumer protection. As a result of these preventive ethical and risk management efforts, Atomy recorded zero cases of legal violations in the areas of corruption, fair trade, and consumer protection over the past three years, from 2022 to 2024.

Type	2022	2023	2024
Corruption within Ethical Management	0 case	0 case	0 case
Korea Fair Trade Commission	0 case	0 case	0 case
Korea Consumer Agency	0 case	0 case	0 case

2025 ATOMY ESG REPORT

APPENDIX

ESG Data

Economic Performance

Consolidated Financial Statement Summary (as of the end of the business year, unit: KRW 1 million)

Category	2022	2023	2024
Current assets	605,386	606,002	622,390
Non-current assets	292,560	348,602	428,971
Total assets	**897,946**	**954,605**	**1,051,362**
Current liabilities	182,000	190,566	194,958
Non-current liabilities	8,473	13,876	9,650
Total liabilities	**190,473**	**204,443**	**204,609**
Capital	1,000	1,000	1,000
Capital surplus	−111	−111	−107
Capital adjustment	–	–	−0.023
Accumulated other comprehensive income	6,339	3,986	17,778
Retained earnings	695,025	739,243	821,361
Total capital	**707,472**	**750,161**	**846,753**

Income Statement Summary (unit: KRW 1 million)

Category	2022	2023	2024
Sales	1,238,819	1,183,447	1,209,640
Cost of goods sold	698,316	646,671	641,574
Gross profit	540,504	536,776	568,065
Sales and management expenses	398,387	396,689	388,581
Operating profit	**142,117**	**140,086**	**179,484**
Non-operating profit	47,874	45,753	61,023
Non-operating expenses	67,221	50,858	65,281
Net income before corporate tax deduction	122,771	134,981	175,227
Corporate tax expenses	30,078	50,424	52,936
Net Income	**92,692**	**84,556**	**122,290**

Economic Value Generated (consolidated basis, unit: KRW 1 million)

2022	2023	2024
1,991,422	1,880,412	1,917,823

Economic Value Distributed (consolidated basis, unit: KRW 1 million)

Stakeholders	2022	2023	2024
Partnering companies	694,420	643,111	637,412
Customers and members	752,603	696,965	708,183
Government	42,654	62,586	65,388
Employees	78,153	77,437	76,825
Society	24,924	16,782	27,239
Shareholders and creditors	60,059	40,000	40,000
Total	**1,652,812**	**1,536,880**	**1,555,047**

Environmental Performance

Greenhouse Gas Emissions (unit: tCO2eq, KRW 100 million)

Atomy	Classification	2022	2023	2024
Scope1	City gas (LNG)	0.411	0.466	0.475
Scope2	Power	649	622	621
Total (tCO$_2$eq)		650	622	621
GHG emissions intensity (KRW unit based on sales) (tCO$_2$eq /KRW 100 million)		0.05	0.05	0.05

Hongsamdan	Classification	2022	2023	2024
Scope1	City gas (LNG)	76	76	57
Scope2	Power	735	688	737
Total (tCO2eq)		810	764	794
GHG emissions intensity (KRW unit based on sales) (tCO$_2$eq/KRW 100 million)		6.96	8.85	8.97

* The GHG emissions data for Hongsamdan from 2022 to 2023 were revised due to changes in the data col-lection criteria and calculation methodology.

Raw Material Usage (unit: ton)

Item	2022	2023	2024
Paper	134.6	120.4	110.1
Glass	189.6	138.7	160.0
Metal	11.5	10.9	9.2
Plastic	3,797.7	3,093.9	2,611.2
Total	**4,133.4**	**3,363.9**	**2,890.5**

* The calculation was based on the amount of contributions paid to the Recycling Cooperative under the Re-source Recycling Act, calculated according to sales weight
* Figures include new products

Energy and Water Usage (unit: kWh, m³, Ton, %)

Atomy		Unit	2022	2023	2024
	Usage	kWh	1,413,225	1,353,014	1,299,791
Electricity	Energy intensity (KRW unit based on sales)	kWh/KRW 100 million	114.1	114.3	107.5
Gas		m³	8,096	9,182	8,596
Water usage		m³	13,863	26,905	7,316

Hongsamdan		Unit	2022	2023	2024
	kWh Usage(kWh)	kWh	1,599,382	1,496,891	1,603,816
Electricity	Energy intensity (KRW unit based on sales)	kWh/KRW 100 million	116.5	86.3	88.5
Gas		m³	20,501	20,719	15,414
Underground water usage		Ton	3,015	2,122	1,967
Recycled water		Ton	–	–	–
Percentage of recycled water		%	–	–	–

* Based on Atomy headquarters and manufacturing subsidiaries (Hongsamdan)
* Atomy headquarters exclusively uses tap water, and all domestic wastewater is treated at a final treatment facility.
* The electricity and gas usage data for Hongsamdan from 2022 to 2023 were revised due to changes in the data collection criteria and calculation methodology.

Hongsamdan	Unit	2021	2022	2024
Wastewater discharge	Ton	128	306.6	331.4
BOD	mg/L			84
COD	mg/L	N/A	N/A	37.4
SS	mg/L			9

* Hongsamdan operates as an individual discharge site within the Gongju Bomul Agricultural Industrial Com-plex and manages wastewater and effluent in compliance with the Water Environment Conservation Act and the separate discharge standards established by the Complex. Hongsamdan meets all legally mandated dis-charge limits and has established internal management standards that exceed regulatory requirements to en-sure stricter operational control. To support the stable operation of the industrial complex's wastewater treat-ment facility and prevent further environmental pollution, Hongsamdan applies enhanced internal standards that are more stringent than the legal discharge limits, maintaining effluent pH at 8.6 or below and discharge water temperature at 40°C or below. Continuous monitoring and inspections are conducted to ensure compli-ance with these standards. Furthermore, Atomy is reviewing options to reuse condensate from steam boiler operations to improve water-use efficiency and is progressively implementing initiatives to conserve water re-sources and expand shared resource utilization.

Waste Generation (unit: bags, ton)

Type	Unit	2022	2023	2024
Household waste	75L plastic bag	211	408	400
	100L plastic bag	105	–	–
Food waste	1000L	34	35	20
Recycled waste	Ton	14.3	15.2	7

Hongsamdan		Unit	2022	2023	2024
Waste	Recycling of waste synthetic resins (Manufacturing of intermediate processing waste)	Kg	2,270	6,960	10,610
	Intermediate disposal of other waste(General incineration)	Kg	-	–	–
	Waste organic solvent	Kg	-	-	–
	Total	kg	2,270	6,960	10,610

* Hongsamdan's waste data are based on reported waste generation and treatment performance.

Violation of Environmental Laws and Regulations (unit: cases)

Category	2022	2023	2024
Number of violations	0	0	0

Eco-friendly Improvements to Atomy's Key Products

Product name	Improvement details
Refill Products	Atomy Liquid Laundry Detergent, Fabric Rinse, Stain Remover, Floor Cleaner, Tape Cleaner, Peeling Pad, Hair Roll, Absolute 24K Gold Night Mask, Absolute Urban Shield Sun Cushion, Absolute Honey Ginseng/French Rose/Hinoki Clay Mask
Cushioning materials	• Replaced PE material air cap cushioning material with ecofriendly paper cushioning material
Atomy Skincare 6 System (currently Atomy Skincare System The Fame)	• Reduced packaging volume by switching from double containers to a single container (15.7%) • Reduction in plastic weight
Atomy Calming Skin	• Reduced packaging volume by switching from double containers to a single container (44%) • Reduction in plastic weight
Atomy Again Serum	• Reduced packaging volume by switching from double containers to a single container (35%) • Reduction in plastic weight
Atomy Slim Body Shake (4 types)	• Switched from PET containers to pouch-type packaging
Atomy Salted Grilled Mackerel	• Reduced styrofoam packaging size for salted grilled mackerel
Atomy Oral Care Gift Set	• Reduced plastic use by removing plastic trays and downsizing outer packaging
Atomy Anti-Pollution Mask KF 94/80	• Switched from individual pouches to 5-mask pouches (KF94/ KF80)
Atomy Toothbrush/Compact Toothbrush	• Removed plastic trays and applied paper packaging
Atomy Toothpaste	• Used Neo CCP R30 paper with 30% recycled content
Atomy Ethiopia Single Origin Latte	• Switched aluminum cans to Tetra Pak paper
Atomy Deep Ocean Water	• Removed labels, reduced plastic use, and received an excellent recyclability rating
Atomy Adelica Holiday/ Blooming Edition	• Used paper palettes
Absolute Wash Off Mask (3 types)	• Used refill containers
Atomy Liquid Laundry Detergent/Fabric Softener	• Used refill pouches

Product name	Improvement details
HemoHIM	• Removed head pads and reduced the weight of both set and individual boxes
Atomy Salted Grilled Mackerel	Replaced superabsorbent polymer with water-based cushioning in ice packs for seasonal winter use
Atomy Kelp Soy Sauce	Switched to transparent PET and removed handles
Atomy Derma Real Cica Cream	Tube caps: Eliminated matte coating by using matte additives and direct injection molding
Atomy Hand Therapy (4 types)	Tube caps: Eliminated matte coating by using matte additives and direct injection molding
Atomy Cafe Arabica, Arabica Zero Sugar	Switched from plastic handles to paper handles
Packaging boxes (Including Kelp Soy Sauce, Blueberry Juice, Organic Mineral Raw Sugar Syrup, Nut Mix, Squeezed Orange Juice and Grapefruit Juice)	• Removed strings and plastic handles or replaced them with paper handles • Replaced laminated (plastic-coated) paper with 100% recyclable paper • Replaced environmentally and human-harmful inks with 100% biodegradable ink • Used adhesives with inks that are harmless to humans
Promotional print materials	• Eliminated post-printing matte lamination • Applied eco-certified paper and soy-based ink printing
The Fame Skincare	Planned to improve recyclability classification from "difficult to recycle" to "moderate or higher"

Employees (unit: people)

Category		2022년	2023년	2024년
All		767	770	752
By region	Domestic	299	303	269
	Overseas	468	467	483
	Global senior manager	25	26	26
By gender	Female	373	359	378
	Male	394	411	374
By employment type	Full-time	674	685	681
	Temporary	93	85	71
By age	20s	166	151	138
	30s	381	382	361
	40s	170	184	197
	50s and above	50	53	56

* Total number of employees: Number of full-time and temporary employees, excluding interns with less than one year of work, both in Korea and abroad
* Korea: Based on Atomy Korea branches (Headquarters, Hongsamdan, Aza, Orot, Siloh Art)
* Overseas: Based on Atomy overseas branches
* Senior Overseas Executives: General Managers Above Branch Manager (BM)
* Responsibilities of Senior Overseas Executives: Corporate management and operational oversight including company establishment and launch, employee recruitment, overall management of the member seminar system for new member acquisition and market expansion in the target region, serving as the liaison for cooperation with government and relevant agencies to ensure smooth multi-level network marketing operations, strategic support for product sourcing, design, planning, export (in consultation with headquarters), and operational management

New Employees (unit: people)

Category		2022	2023	2024
All		106	76	50
By region	Domestic	23	15	2
	Overseas	83	61	48
Gender	Female	68	43	29
	Male	38	33	21
By age	20s	42	41	26
	30s	46	21	17
	40s	15	11	5
	50s and above	3	3	2

* Total number of employees: Number of full-time and temporary employees, excluding interns with less than one year of work, both in Korea and abroad
* Korea: Based on Atomy Korea branches (Headquarters, Hongsamdan, Aza, Orot, Siloh Art)
* Overseas: Based on Atomy overseas branches

Turnover (unit: people)

Category		2022	2023	2024
All		86	76	96
By region	Domestic	25	15	32
	Overseas	61	61	64
By Gender	Female	50	41	45
	Male	36	35	51
By age	20s	35	21	30
	30s	29	33	37
	40s	13	18	26
	50s and above	9	4	3

* Total number of employees: Number of full-time and temporary employees, excluding interns with less than one year of work, both in Korea and abroad
* Korea: Based on Atomy Korea branches (Headquarters, Hongsamdan, Aza, Orot, Siloh Art)
* Overseas: Based on Atomy overseas branches

Diversity and Equality (unit: %, people)

Category	Unit	2022	2023	2024
Percentage of female employees	%	48.6	46.6	50.3
Percentage of female non-registered executives	%	33.3	30.8	36.4
Employees with disabilities	people	5	5	5

* Atomy executives are defined as those at the director level or above, with appointments officially announced upon personnel assignment. "Non-registered executives" refer to those who are not listed in the Certified Copy of the Corporate Register.

Employee-to-Highest Salary Ratio

Category	2022	2023	2024
Percentage	4.1%	4.4%	5.05%

* Wages: Based on average salary and bonuses
* Employee wages exclude the Chairman and HISBEANS coffee baristas

Work-Family Support Policies (unit: %, people)

Type		Unit	2022	2023	2024
Maternity leave	Female	people	1	4	9
	Male	people	2	4	4
Parental leave	Female	people	4	4	9
	Male	people	2	–	2
Return rate after childcare leave		%	100	100	100
Retention rate (12 months)		%	100	100	100

* Childcare Leave Takers: Employees who applied for childcare leave
  Return Rate: Percentage of employees who resumed work after childcare leave ended
  Retention Rate: Percentage of employees who remained employed for 12 months or more after returning

Education and Training (unit: people, KRW)

Category	Unit	2022	2023	2024
Total employee benefits	KRW	7,002,013,000	6,351,210,000	6,080,152,000
Total training and education expenditure	KRW	1,213,496,626	1,347,198,759	806,292,927
Number of employees educated and trained	people	234	232	210
Education and training expenditure per employee	KRW	5,185,883	5,806,891	3,839,490
Education and training hours per employee	hours	2	2	2

*Based on all full-time employees at Atomy headquarters, including interns (overlaps counted)

Courses at Atomy Cyber Training Center

IT/OA	Management	Leadership	Business	Trade/Logistics	Language
185	509	317	563	79	1,965

Number of Authenticity Management Trainings Conducted

2022	2023	2024
5	3	3

Percentage of Employees Receiving Regular Performance Evaluations and Career Development Reviews (unit: %)

Atomy regularly conducts multi-rater evaluations (360-degree feedback) to support employee performance and career development. Evaluation items include integrity, principle-centered attitude, and top-oriented qualities.

Category	2022	2023	2024
Male	100	100	100
Female	100	100	100

Employee Evaluation and Compensation

Using HR-related management indicators such as HCROI, sales per employee, and sales per labor cost, along with the Mercer's Global Pay Summary report, Atomy establishes wage adjustment

budgets by considering both internal and external factors. Then, Atomy calculates a base adjustment rate by taking into account the number and distribution of employees across job levels and salary bands, and applies additional individualized adjustments through a 360-degree merit system, which reflects the weighting of peers, leaders, and top executives. The compensation policy and adjustment direction for the year are communicated to all employees, including executives, via the annual CEO Letter, ensuring transparency in the pay structure.

* Atomy's entry-level wage for college graduates is 263% of the monthly wage, calculated based on the 2024 minimum wage (KRW 9,860) and 209 working hours per month, including legally mandated paid holidays.

Safety and Health Training: Number of Trainees and Training Hours (unit: hours, people)

Category	2022	2023	2024
Training hours	2	2	2
Accumulated number of trainees	232	234	210

* Training was conducted for full-time employees at Atomy headquarters. (Yearly variations exist, as the accumulated number of trainees includes overlapping employees.)
* The accumulated number of trainees from 2022 to 2023 were revised due to changes in the data collection criteria and calculation methodology.

Employees Covered by the Occupational Safety and Health Management System (unit: people)

2022	2023	2024
226	227	210

* All full-time employees are enrolled in group insurance to ensure preparedness for industrial accidents and other unforeseen incidents.

Violations of Laws and Regulations (unit: cases)

Category	2022	2023	2024
Information and labeling of products and services	1	0	0
Violation of safety and health regulations for products and services	0	0	0
Marketing communication	0	0	0

* 1 case in 2022: A summary order was issued by the Daejeon District Court at Gongju due to errors on the company website. Corrective actions were taken immediately.

Number of Fatal Accidents, Accident Rate, and Occupational Disease Incidence (unit: cases, %)

Category	Unit	2022	2023	2024
Number of fatal accidents	case	0	0	0
Accident rate	%	0	0	0
Occupational disease incidence	%	0	0	0

Number of Employees Using the In-house Counseling Program (unit: people)

Year	2022	2023	2024
Employees	30	25	40

Purchase Amount from Partnering Companies (unit: number, KRW 100 million)

Category	Unit	2022	2023	2024
Partnering companies	Number	78	76	88
Purchased amount	KRW 100 million	6,944	6,431	6,374

Management Support and Quality Improvement Support for Partnering Companies (unit: KRW 1 million)

Category	2022	2023	2024
Management support funds	3,225	113	684
Support for quality improvement initiatives	142	109	54

* Financial support data for partnering companies from 2022 to 2023 were revised due to changes in the data collection criteria and calculation methodology.

Suppliers Subject to Environmental and Social Due Diligence (unit: number, %)

ESG Dimension	Details	2022	2023	2024년
Society	Total number of partnering companies	78	76	88
	Number of certified partnering companies	37	49	49
	Percentage of certified partnering companies	47.4%	64.5%	55.7%
Governance	Total number of partnering companies	78	76	88
	Number of certified partnering companies	3	5	5
	Percentage of certified partnering companies	3.8%	6.6%	5.7%
Environment	Total number of partnering companies	78	76	88
	Number of certified partnering companies	28	35	35
	Percentage of certified partnering companies	35.9%	46.1%	39.8%

* Data (number and percentage) of certified partnering companies for 2022–2023 were revised due to changes in the data collection criteria and calculation methodology.

Key Certifications of Partnering Companies

Category	Certification	Details
Certification for consumers and ethics	CCM	Certification awarded to companies whose overall management activities are evaluated as being operated from a consumer-centered perspective
	ISO 37001	An international certification that assesses whether a company has established management systems to prevent and respond to corruption risks, including bribery
	ISO 37301	An international standard that evaluates and certifies an organization's compliance management system, with a focus on preventing legal violations and promoting ethical management
	SMETA	A global audit standard for supply chains based on labor, health and safety, environmental, and ethical criteria, using a multi-standard audit approach for SEDEX member companies
	Ecovadis	A global ESG assessment platform that provides comprehensive evaluations of companies across environment, labor, ethics and sustainable procurement

Category	Certification	Details
Certification for safety and environment	ISO 45001	An international standard for preventing occupational accidents and managing occupational health and safety risks in the workplace
	ISO 14001	An international standard that evaluates and certifies an organization's environmental management system, covering the establishment, implementation, and monitoring of environmental policies
	CDP	A global disclosure initiative that requests companies to report on their climate change strategies and GHG emissions on behalf of institutional investors
	Carbon Neutrality Certification	A certification that officially recognizes a company's achievement of carbon neutrality through the reduction or offsetting of GHG emissions
	Environmental Product Declaration (EPD)	A program that quantitatively analyzes and discloses the environmental impacts of products
Certification for green technology and products	Green technology certification	A certification awarded to eco-friendly technologies that demonstrate measurable performance in areas such as greenhouse gas reduction, energy efficiency improvement, and resource circulation
	Green technology product certification	A certification awarded to products that apply green technologies and are evaluated for both environmental performance and commercial viability
	Green business certification	A certification granted to companies specializing in green technology–related products or services, with preferential eligibility for participation in government-supported programs
	LOHAS	A certification awarded to products or services that consider health, environmental protection, and sustainability, serving as an indicator that promotes ethical consumption

Donation Expenditure (unit: consolidated basis, KRW 1 million)

Category	Unit	2022	2023	2024
Donation expenditure	KRW 1 million	24,924	16,781	27,239
Sales	KRW 1 million	1,238,819	1,183,447	1,209,640
Percentage of sales	%	2.01%	1.42%	2.25%

ESG Key Issue Management

Key issue	Impact analysis of risks and opportunities	Risk management	Business strategy	Future actions	GRI	UN SDGs
ESG support and shared growth for partnering companies	criticism and reputational risks if unfair trade practices occur; Building trust-based management through ESG evaluation-based transaction	Operation of ESG evaluation and certification systems for partnering companies; Joint R&D and quality/technology consulting	Promotion of reasonable and sustainable purchasing policies; Operation of programs to support the stable management of partnering companies	To enhance ESG assessment systems for partnering companies; To advance products through joint technology development	308 414	8, 9
Contribution to local communities and shared value	Reputational risk if engagement with local communities is limited; Building social trust through locally focused activities	Tailored support for vulnerable groups and identification of welfare blind spots; Implementation of social contribution initiatives in collaboration with public institutions and NGOs	Operation of needs-based support programs tailored to local conditions; Operation of public–private–corporate partnership models for social contribution	To institutionalize locally specialized social contribution programs; To enhance quantitative and qualitative analysis of social contribution performance	201, 203, 413	1, 11
Customer health and safety	Consumer health and legal risks if product quality is inadequate; Strengthening customer trust through quality certifications	Operation of a Consumer Centered Management (CCM) system; Establishment of rapid response processes for product issues	Expansion of quality management systems; Enhancement of processes for preventing and resolving customer complaints	To lead CCM recertification and expansion of ISO certifications related to customer safety; To improve operational processes to better reflect customer feedback	416	3, 12
Financial performance and product competitiveness	Declines in sales and market share if product competitiveness weakens; Global growth driven by strong quality and price competitiveness	Enhanced profitability monitoring and cost management; Strengthening competitiveness based on product quality and technological capabilities	Reinforcement of product strategies centered on "Absolute Quality, Absolute Price"; Pursuit of global certifications and localization to expand exports	To make strategic investments based on analysis of revenue and cost structures; To expand eco-friendly and functional product development	201, 416, 417	8, 9
Consumer protection and marketing ethics	Legal sanctions and loss of trust if misleading or unfair marketing practices occur; Building customer trust through ethical marketing practices	Operation of internal review systems to prevent false or exaggerated advertising; Enhanced protection and transparent use of customer information	Implementation of advertising and communications based on ethical management; Enhancement of customer protection policies and after-sales service satisfaction	To conduct regular monitoring of product advertising; To expand consumer-related certifications, including CCM	417	12, 16
Responsible pricing policy	Erosion of brand trust if prices rise excessively above the market; Driving distribution innovation through fair pricing and transparent, cost-based structures	Application of transparent pricing standards for partnering companies; Operation of pricing ethics education for customers and members	Establishment of a cost-based, transparent pricing system; Disclosure of pricing information to support consumer rights	To continuously expand product lines aligned with the "Absolute Price" standard; To regularly improve the pricing policy based on customer feedback	416, 417	10, 12
Enhanced fair trade and distribution transparency	Social criticism if unfair contracts or opaque distribution practices occur; Strengthening brand reputation through enhanced transparency in distribution	Implementation of a Fair Trade Compliance Program (CP); Standardization of contracting and distribution processes	Embedding fair trade principles into corporate management practices; Fostering mutually beneficial partnership with partnering companies	To strengthen CP operations and pursue external certification; To expand fair trade education programs	205, 206	8

Key issue	Impact analysis of risks and opportunities	Risk management	Business strategy	Future actions	GRI	UN SDGs
Global market entry and business growth	Entry barriers if local regulations and cultural differences exist; Lowered market entry barriers through a direct-selling model without physical stores	Market entry strategies established based on country-specific regulatory and customs analysis; Strengthening stability of local operations and cross-cultural training	Systematic product development reflecting local certification and labeling requirements; Enhancing global brand image and expanding international certifications	To establish new global R&D and logistics centers; To enhance export competitiveness through sustainable packaging and eco-friendly certifications	202, 203	8
Product quality and customer satisfaction	Decline in customer trust if quality issues occur; Brand differentiation through "Absolute Quality, Absolute Price"	Pre-launch inspections and expert quality assessments; Safety testing and acquisition of test reports	Product supply based on "Absolute Quality & Absolute Price" philosophy; Strengthened pre-quality verification system through regular testing	To enhance hazardous substance management and expand eco-friendly packaging; To improve products based on customer satisfaction survey results	416 417	3, 12
Sustainable management and business strategy	Loss of market trust and restricted global expansion if ESG standards are not met; Long-term growth through ESG-driven sustainable management systems	Identifying ESG priority issues based on materiality assessments; Operating dedicated teams and internal implementation systems	Integrating ESG elements into company-wide strategies; Management aligned with global standards (GRI, SASB, etc.)	To institutionalize and enhance ESG action plans; To expand sustainable innovation in products, distribution, and organizational practices	2-22, 2-23, 2-25, 201	12, 17
Privacy protection and information security	Legal sanctions and loss of customer trust if data breaches occur; Enhancing brand trust through robust security systems	Compliance with privacy protection laws and regulations; Establishment and regular update of internal information security policies	Operation of customer-consent-based data collection systems; Company-wide security training and reinforcement of cyber ethics	To assess and implement internationally recognized information security certifications; To expand ESG performance disclosures related to privacy protection	418	16
Ethics and risk management	Reputational and legal risks if ethical issues occur; Improved crisis response through structured risk management	Implementing the Code of Ethics and Code of Conduct; Appointing a Chief Risk Officer (CRO) and establishing company-wide risk oversight	Conducting regular ethics training and fostering an ethical culture; Strengthening systems for financial risk management	To enhance internal controls and monitoring frameworks; To update and refine ESG-based risk response manuals	2-23, 2-26, 205, 206	16
Enhanced stakeholder engagement and participation	Policies may lose effectiveness if stakeholder feedback is not reflected; Strengthening sustainable management strategies through diverse stakeholder input	Establishing dedicated communication channels and response teams for each stakeholder group; Implementing materiality assessment frameworks and procedures to incorporate feedback	Conducting stakeholder engagement activities in line with GRI standards; Expanding participatory communication channels such as regular meetings, forums, and campaigns	To regularize materiality assessments and increase stakeholder involvement; To establish ESG issue-specific stakeholder engagement metrics and monitoring systems	102, 413	16, 17
Enhanced employee welfare and capabilities	Increased employee turnover and lower organizational engagement if welfare and career development are insufficient; Weakened competitiveness in the digital transformation era if AI capabilities are limited; Improvement of retention and employee satisfaction through comprehensive welfare programs	Monitoring employee satisfaction with welfare programs and policies; Managing security and skills-gap risks in AI use; Improving the working environment by reflecting employee feedback	Support for holistic well-being and improved quality of life; Strengthening personal support systems, including education and career development; Enhancing digital capabilities through AI contests and mentoring programs; Boosting competitiveness through external certifications	To enhance family-friendly and work–life balance policies; To regularly improve welfare programs based on satisfaction surveys; To advancing and institutionalize AI training and contests	401 404	4, 8

Key issue	Impact analysis of risks and opportunities	Risk management	Business strategy	Future actions	GRI	UN SDGs
Protection of human rights and labor environment	Reputational and regulatory risks if human rights violations occur Improved employee engagement through a safe and healthy workplace	Establishment of four core human rights principles and internal awareness-raising Operation of human rights grievance and monitoring systems	Building systems for capability-building and career growth Strengthening diversity- and inclusion-based HR policies	To establish and monitor systems to assess job stress and workplace harassment To integrate human rights due diligence and evaluation systems	401 402 403, 405	
Building resource circulation and circular economy	Increased environmental regulatory risks if packaging is excessive and recycling is insufficient Enhanced ESG reputation through the transition to eco-friendly packaging	Reducing material usage through the adoption of smart packaging solution Expanding eco-friendly certifications to strengthen product safety	Establishing and implementing a zero-plastic policy Launching campaigns in collaboration with the Blue Marine Project	To strengthen packaging policies based on the 4R principles To incorporate recyclability into product design and development	301, 306	
Climate change response	Growing domestic and global regulations on carbon emissions Enhancing sustainability and reducing costs through a transition to a low-carbon distribution system	Establishing a framework to measure and manage greenhouse gas emissions Setting company-wide energy reduction targets	Promoting carbon reduction initiatives through the Blue Marine Project Expanding support for low-carbon transportation and related infrastructure	To accelerate the transition to eco-friendly logistics and optimize packaging materials To update internal energy-saving guidelines	302, 305	

GRI INDEX

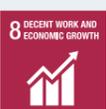| GRI Standard		
GRI 1 : Foundation 2021	Description	Atomy reports data covering the period from January 1, 2024 to December 31, 2024 based on the revised GRI Standards 2021.
	GRI 1 in use	GRI 1: Foundation 2021
	Industry	Not applicable as of the reporting date in December 2025, as the sector-specific standard for the Retail industry relevant to Atomy has not yet been issued.

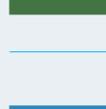| GRI Standard	Content		Page
GRI 2 : General Disclosures 2021	2-1	Organization details	10-13, 105
	2-2	Entities included in the sustainability reporting	About this Report, 12~13
	2-3	Reporting period, frequency and contact point	About this Report
	2-4	Restatements of information	130
	2-5	External assurance	143
	2-6	Activities, value chain and other business relationships	12-17, 52-55
	2-7	Employees	59-60, 122-123
	2-8	Workers who are not employees	122-123
	2-9	Governance structure and composition	28-29, 105-107
	2-10	Nomination and selection of the highest governance body	105
	2-11	Chair of the highest governance body	105-106

GRI Standard	Content		Page
GRI 2 : General Disclosures 2021	2-12	Role of the highest governance body in overseeing impact management	26, 107-108
	2-13	Delegation of responsibility for managing impacts	29, 107-108
	2-14	Role of the highest governance body in sustainability reporting	29, 107-108
	2-15	Conflicts of interest	108
	2-16	Communication of critical concerns	108
	2-17	Collective knowledge of the highest governance body	106
	2-18	Evaluation of the performance of the highest governance body	106-107
	2-19	Remuneration policies	106-107, 124
	2-20	Process to determine remuneration	106-107, 124
	2-21	Annual total compensation ratio	123
	2-22	Statement on sustainable growth strategy	Chairman Message
	2-23	Policy commitments	Chairman Message, 28-29, 34, 42, 52, 58, 76, 86, 104
	2-24	Embedding policy commitments	Chairman Message, 28-29, 34, 42, 52, 58, 76, 86, 104
	2-25	Processes to remediate negative impacts	23, 111
	2-26	Mechanisms for seeking advice and raising concerns	23, 111
	2-27	Compliance	125
	2-28	Membership associations	141
	2-29	Stakeholder engagement	22-25
	2-30	Collective bargaining agreements	Not applicable
GRI 3 : Material Topics 2021	3-1	Process to determine material topics	26-27
	3-2	List of material topics	27
	3-3	Management of material topics	127-129
GRI 201 : Economic Performance 2016	201-1	Direct economic value generated and distributed (EVG&D)	18-19, 118-119
	201-4	Financial assistance received from government	131
GRI 202 : Market Presence 2016	202-1	Ratios of standard entry-level wage by gender compared to local minimum wage	124
	202-2	Proportion of senior management hired from the local community	122
GRI 203 : Indirect Economic Impacts 2016	203-1	Infrastructure investments and services supported	86-101
	203-2	Significant indirect economic impacts	18-19
GRI 205 : Anti-corruption 2016	205-1	Operations assessed for risks related to corruption	104, 116
	205-2	Communication and training on anti-corruption policies and procedures	110-111
	205-3	Confirmed incidents of corruption and actions taken	116
GRI 206 : Anti-competitive Behavior 2016	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	116

GRI Standard	Content		Page
GRI 301 : Materials 2016	301–1	Materials used by weight or volume	45, 119–120
	301–2	Recycled input materials used	45, 119–120
	301–3	Reclaimed products and their packaging materials	45, 119–120
GRI 302 : Energy 2016	302–1	Energy consumption within the organization	120
	302–2	Energy consumption outside of the organization	120
	302–3	Energy intensity	120
GRI 303 : Water and Effluents 2018	303–2	Management of water discharge-related impacts	120
	303–4	Water discharge	120
	303–5	Water consumption	120
GRI 305 : Emissions 2016	305–1	Direct greenhouse gas (GHG) emissions (Scope 1)	119
	305–2	Energy indirect greenhouse gas (GHG) emissions (Scope 2)	119
	305–4	Greenhouse gas (GHG) emissions intensity	119
GRI 306 : Waste 2020	306–1	Waste generation and significant waste-related impacts	43–49, 120–121
GRI 308 : Supplier Environmental Assessment 2016	308–1	New suppliers that were screened using environmental criteria	53, 126
	308–2	Negative environmental impacts in the supply chain and actions taken	54
GRI 401 : Employment 201	401–1	New employee hires and employee turnover	122–123
	401–2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	62–67
	401–3	Parental leave	71, 124
GRI 402 : Labor/Management Relations 2016	402–1	Minimum notice periods regarding operational changes	108
GRI 403 : Occupational Health and Safety 2018	403–1	Occupational health and safety management system	67–69
	403–2	Hazard identification, risk assessment, and incident investigation	68
	403–3	Occupational health services	67–69
	403–4	Worker participation, consultation, and communication on occupational health and safety	67–69
	403–5	Worker training on occupational health and safety	70, 125
	403–6	Promotion of worker health	62–69
	403–8	Workers covered by an occupational health and safety management system	69, 125
	403–9	Work-related injuries	66, 125
	403–10	Work-related ill health	66, 125
GRI 404 : Training and Education 2016	401–1	Average hours of training per employee	124
	404–2	Programs for upgrading employee skills and transition assistance programs	62–67, 124
	404–3	Percentage of employees receiving regular performance and career development reviews	64, 124

GRI Standard	Content		Page
GRI 405 : Diversity and Equal Opportunity 2016	405–1	Diversity of governance bodies and employees	60, 122–123
	405–2	Ratio of basic salary and remuneration of women to men	60
GRI 406 : Non-discrimination 2016	406–1	Incidents of discrimination and corrective actions taken	70–71
GRI 408 : Child Labor 2016	408–1	Operations and suppliers at significant risk for incidents of child labor	(70–71) Atomy strictly complies with international standards and domestic laws regarding child labor, and no incidents of child labor have been reported at its operations or those of its suppliers.
GRI 409: Forced or Compulsory Labor 2016	409–1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	(70–71) Atomy adheres to the principle of voluntary employment for all workers, and no incidents of forced or compulsory labor have occurred at its operations or those of its suppliers.
GRI 411 : Rights of Indigenous Peoples 2016	411–1	Incidents of violations involving rights of Indigenous Peoples	(70–71) No incidents have been reported in relation to the rights of Indigenous Peoples.
GRI 413 : Local Communities 2016	413–1	Operations with local community engagement, impact assessments, and development programs	88
GRI 414 : Supplier Social Assessment 2016	414–1	New suppliers that were screened using social criteria	53, 126
GRI 416 : Customer Health and Safety 2016	416–2	Incidents of non-compliance concerning the health and safety impacts of products and services	125
GRI 417 : Marketing and Labeling 2016	417–1	Requirements for product and service information and labeling	37
	417–2	Incidents of non-compliance concerning product and service information and labeling	125
	417–3	Incidents of non-compliance concerning marketing communications	125
GRI 418 : Customer Privacy 2016	418–1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	114

UN SDGs

UN SDGs	Atomy Promises
1 NO POVERTY	**Goal 1. Enhance access to economic and social resources for vulnerable groups** Atomy provides tailored, needs-based support to vulnerable groups, including low-income households and multicultural and single-parent families, helping to close gaps in social welfare. In partnership with public institutions and NGOs, the company has built a structured social support system. As of 2024, cumulative donations have reached KRW 128.7 billion, contributing to community recovery and the strengthening of the social safety net.
2 ZERO HUNGER	**Goal 2. End hunger, achieve food security and improved nutrition** Atomy provides ongoing support to food-insecure communities through initiatives such as holiday essential goods assistance, kimchi-sharing programs, briquette donations, and the Golden Lunchbox Project, ensuring stable access to food for low-income households both domestically and internationally. In partnership with the Korean Red Cross and social welfare organizations, the company works to enhance local food accessibility and deliver seasonal food assistance.
3 GOOD HEALTH AND WELL-BEING	**Goal 3. Ensure healthy lives and promote well-being for all at all ages** Atomy places the highest priority on employee welfare and health, enhancing overall quality of life through life-cycle career planning, capability-building, and a robust industrial safety management system, while fostering an organizational culture rooted in inclusion and respect. These efforts are demonstrated by tangible achievements, including being named one of the Best Workplaces in Korea by GPTW for five consecutive years, achieving three consecutive years without industrial accidents, and cultivating highly skilled, practice-oriented talent—collectively reflecting a healthy and sustainable working environment.
4 QUALITY EDUCATION	**Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all** Atomy provides structured learning opportunities across both job functions and career life cycles, ranging from onboarding programs to leadership and AI capability-building, as well as life-cycle career planning education. Through unlimited training budget support and a variety of internal platforms—including Atomy Monthly Council and Chutzpah Workshops—Atomy fosters continuous growth and lifelong learning for all employees.
5 GENDER EQUALITY	**Goal 5. Achieve gender equality and empower all women and girls** Atomy ensures equal opportunities and rights for all employees, regardless of gender, through maternity and parental leave programs, protections for emotional labor, the development of women leaders, and initiatives to promote workforce diversity. The company achieves substantive gender equality by fostering a family-friendly corporate culture, increasing the employment of women, and obtaining global human rights management certifications.
6 CLEAN WATER AND SANITATION	**Goal 6. Ensure availability and sustainable management of water and sanitation for all** Atomy rigorously manages water consumption and wastewater discharge across all business sites, including its subsidiary Hongsamdan, and applies internal standards that are more stringent than regulatory discharge limits. The company also promotes water conservation initiatives, such as condensate reuse, thereby contributing to the sustainable use of water resources and the minimization of water pollution.
7 AFFORDABLE AND CLEAN ENERGY	**Goal 7. Ensure access to affordable, reliable and sustainable energy for all** Atomy systematically implements energy-saving initiatives, including the installation of LED lighting, optimized heating and cooling schedules, and the use of off-peak electricity. In addition, the company has introduced low-carbon manufacturing processes for key products such as water purifiers and cosmetics to improve life-cycle energy efficiency. Atomy also supports the transition to low-carbon mobility by installing EV charging stations and converting its vehicle fleet to EVs.
8 DECENT WORK AND ECONOMIC GROWTH	**Goal 8. Promote full and productive employment and decent work for all** Atomy employs more than 700 people in Korea and abroad and fosters a diverse workforce, including women, youth, and international senior managers. Through fair recruitment based on a rigorous four-stage screening process, the expansion of women's leadership, and the hiring of foreign residents in Korea and persons with disabilities, the company promotes inclusive employment and workforce diversity.
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	**Goal 9. Promote sustainable industrialization and foster innovation** Based on the 4R strategy (Reduce, Reuse, Recycle, Reverse), Atomy has established a sustainable production system through packaging light-weighting, reusable containers, and collection programs. The company also advances the circular economy and environmentally innovative infrastructure by expanding eco-certified products, recycling electronic waste, and using renewable raw materials.

UN SDGs	Atomy Promises
10 REDUCED INEQUALITIES	**Goal 10. Reduce inequality within and among countries** Atomy contributes to reducing inequality between countries by increasing the proportion of international senior managers, hiring local talent in different regions, and providing settlement support programs. At the same time, the company fosters equity and diversity in domestic employment by expanding women's recruitment, maintaining employment for persons with disabilities, and working to close gender pay gaps.
11 SUSTAINABLE CITIES AND COMMUNITIES	**Goal 11. Make cities inclusive, safe and resilient** Atomy supports vulnerable communities in the Chungcheong region, including Gongju, where its headquarters is located. The company carries out initiatives such as essential goods donations, the Golden Lunchbox Project, and the Gomagongju Bread Center, while building multi-purpose welfare spaces to strengthen community resilience. In addition, by collaborating with local small businesses through public-private partnerships, the company plays a key role in the sustainable revitalization of the local economy.
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	**Goal 12. Ensure sustainable consumption and production patterns** Atomy is improving its eco-friendly packaging through its "Zero Plastic" policy and 4R strategy (Reduce, Reuse, Recycle, Reverse), including the removal of plastic trays and the transition to paper-based packaging. The company is also expanding its range of certified products, such as those approved by USDA and ECOCERT, while establishing a resource-circulation-based production system. In doing so, Atomy promotes sustainable consumption and production practices that minimize environmental impact.
13 CLIMATE ACTION	**Goal 13. Take urgent action to combat climate change and its impacts** Atomy operates an electronic waste collection and recycling system, recycling over 26 tons of e-waste in 2023 and achieving a verified reduction of 73.6 tons of greenhouse gas emissions under Scope 3. The company also reduces GHG emissions across its operations through energy-efficient heating and cooling systems, low-carbon manufacturing processes, and the use of renewable raw materials, while proactively pursuing environmentally responsible management to combat the climate crisis.
14 LIFE BELOW WATER	**Goal 14. Conserve and sustainably use the oceans, seas and marine resources** Atomy's Blue Marine Project implements various initiatives to protect marine ecosystems, including reducing plastic use, expanding eco-friendly packaging, and safeguarding the ocean environment. Actions such as removing plastic trays, switching to paper packaging, and eliminating labels have enhanced packaging recyclability and resource circulation. By developing low-carbon, low-plastic products, the company helps prevent marine waste inflow. In addition, through the 4R strategy (Reduce, Reuse, Recycle, Reverse), Atomy promotes a circular economy and supports the sustainable use of marine resources.
15 LIFE ON LAND	**Goal 15. Protect terrestrial ecosystems and halt biodiversity loss** Atomy implements initiatives to protect terrestrial ecosystems, including the use of eco-friendly raw materials, obtaining organic certifications, and reducing forest resource consumption through packaging light-weighting. In particular, the company expands the use of natural ingredients verified by external certifications such as USDA Bio and ECOCERT, while conserving forest resources and reducing soil pollution through recyclable paper packaging and the elimination of plastic trays. In addition, Atomy enhances the sustainability of terrestrial ecosystems by developing products with biodegradable materials and low-carbon manufacturing processes.
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	**Goal 16. Promote peaceful and inclusive societies and build inclusive institutions** Atomy cultivates a healthy organizational culture through ethical management and transparent institutional practices, guided by its core value of "Integrity and Goodness as Best Strategy." The company reinforces the institutional foundations for inclusiveness and fairness by operating an HR Committee dedicated to workplace grievance handling, expanding female executive representation, and maintaining employment for persons with disabilities. At the same time, Atomy practices responsible management through internal controls and anti-corruption systems. These efforts contribute not only to a trusted corporate culture but also to the development of a sustainable society.
17 PARTNERSHIPS FOR THE GOALS	**Goal 17. Enhance global partnership for sustainable development** To build global partnerships for sustainable development, Atomy participates in various domestic and international associations and initiatives. Through collaboration with international organizations in distribution and consumer affairs, such as the Korea International Trade Association (KITA) and the WFDSA, Atomy fosters a responsible distribution ecosystem. Domestically, the company has secured consumer trust by achieving the Consumer Centered Management (CCM) certification from the Korea Fair Trade Commission three consecutive times. Internationally, by obtaining Singapore's CASE Trust certification and China's organic product certification, Atomy continuously strengthens its compliance with global standards and implementation capabilities.

SASB

Topic	Code	Accounting Metrix	Notes
Water management	CG-HP-140a.1 2	(1) Total water withdrawn, (2) Total water consumed, (3) Percentage of (1) and (2) in areas with high or extremely high water stress	Atomy and its subsidiary Hongsamdan do not use recycled water, and water use at major business sites is limited to domestic-level consumption. As production is carried out through OEM and ODM partners rather than in-house facilities, direct measurement of total water withdrawal and consumption is not feasible. Gongju, the location of the main business site, is classified as a "Low-Medium" water stress area according to the WRI Aqueduct Water Risk Atlas, and water use in high-risk areas is effectively negligible. Going forward, the Atomy plans to implement an environmental data monitoring system to gradually collect quantitative data on water use.
	CG-HP-140a.2	Description of water management risks and the strategies and initiatives to mitigate those risks	
Product EHS performance	CG-HP-250a.1	Sales of products containing SVHC (Substances of Very High Concern) under REACH (EU Chemical Management Regulation)	Atomy verifies all raw materials used in its products according to internal standards that comply with the Chemical Substances Control Act and the Act on Registration and Evaluation of Chemicals. This process also covers substances of very high concern (SVHC) listed under the REACH regulation.
	CG-HP-250a.2	Sales of products containing substances listed on the Californica Department of Toxic Substances Control (DTSC) Candidate Chemical List	Atomy only sells products made from raw materials that meet composition and quality standards in accordance with domestic regulations, including the Act on Registration and Evaluation of Chemicals and the Chemical Substances Control Act, which align with the Candidate Chemicals List maintained by the DTSC.
	CG-HP-250a.3	Discussion on the identification and management of new substances of concern	When a new chemical is introduced during product development, the MSDS is promptly updated, and relevant departments assess its risks and regulatory compliance to determine whether it can be used. If necessary, development is halted or alternative substances are considered. Approved substances are then safely managed through MSDS training and the provision of reference materials upon product receipt.
	CG-HP-250a.4	Sales of products designed according to the Principles of Green Chemistry	3 Eco Products (KRW 1.33 billion) HemoHIM (KRW 140.52 billion)
Packaging life cycle management	CG-HP-410a.1	(1) Total packaging material weight 1,345ton	1,345ton
		(2) Share of recycled or renewable materials, (3) Share of materials that are recyclable, reusable, or compostable	Atomy currently does not calculate the proportion of recycled or renewable materials in its packaging. Moreover, the packaging in use is not designed to be reusable or compostable.

Topic	Code	Accounting Metrix	Notes
Packaging life cycle management	CG-HP-410a.2	Discussion on strategies to reduce environmental impacts across the packaging life cycle	Atomy is reducing the environmental impact of its packaging by gradually using less plastic. Through collaboration with CJ Logistics, all cushioning materials used to fill empty spaces in delivery boxes, as well as individual packaging for single items, have been replaced with 100% recyclable paper. The company also evaluates product variables—such as size, weight, packaging unit, container material, and durability—and logistics variables, including storage height, packaging strength, and transportation distance, to identify and implement optimal solutions. In addition, product packaging is being redesigned to reduce weight and replace materials that are difficult to recycle with more recyclable alternatives.
Environmental and social impacts of palm oil supply chain	CG-HP-430a.1	Palm oil procurement and share by RSPO certification type (IP, SG, MB, B&C)	Atomy, a distribution-focused company, does not use palm oil directly, and none of its products contain palm oil as an ingredient.
Business activity indicators	CG-HP-000.A	Units and total weight of products sold	Atomy sells products across various categories, so units differ by product, and the total sales weight is not separately calculated or disclosed
	CG-HP-000.B	Total number of production sites	Atomy, a distribution-focused company, does not own any production facilities.

WEF IBC Stakeholder Capitalism Metrics

Theme	Metrics	Page
Governing purpose	Setting purpose	10–13, 105
Quality of governing body	Governance body composition	28–29, 105–107
Stakeholder engagement	Material issues	22–27
Ethical behavior	Anti-corruption	104, 110–111, 116
	Reporting mechanisms	104, 110–111, 116
Risk and opportunity oversight	Integrating risk and opportunity into business process	23, 111
Climate change	Greenhouse gas (GHG) emissions	119
Freshwater availability	Water consumption in water-stressed areas	120
Dignity and equality	Diversity and inclusion	60, 122–123
	Pay equality	123
	Wage level	124
	Risk for incidents of child, forced or compulsory labor	70–71
Health and well-being	Health and safety	62–69, 125
Skill for the future	Training provided	124
Employment and wealth generation	Absolute number and rate of employment	122–123
	Economic contribution	18–19, 118–119
	Financial investment contribution	18–19, 118–119
Innovation of better products and services	R&D expenses	36
Community and social vitality	Total tax paid	18–19, 118–119

K-ESG

Area	Category	Indicator Code	Assessment Item	Page
Public Disclosure (P)	ESG disclosure format	P–1–1	ESG disclosure format	About this Report
		P–1–2	ESG disclosure cycle	About this Report
		P–1–3	Scope of ESG disclosure	About this Report
	ESG disclosure content	P–2–1	Key ESG issues and KPIs	22–25
	ESG disclosure assurance	P–3–1	ESG disclosure assurance	About this Report
Environment (E)	Environmental management goals	E–1–1	Establishment of environmental management goals	26, 107–108
		E–1–2	Environmental management implementation system	26, 107–108
	Raw and subsidiary materials	E–2–1	Raw and subsidiary material usage	45, 119–120
		E–2–2	Ratio of recycled raw and subsidiary materials	45, 119–120
	Greenhouse gas	E–3–1	Greenhouse gas emissions (Scope 1 & Scope 2)	119
		E–3–3	Verification of greenhouse gas emissions	119
	Energy	E–4–1	Energy consumption	120
		E–4–2	Ratio of renewable energy use	120
	Water	E–5–1	Water consumption	120
		E–5–2	Ratio of reused water	120
	Waste	E–6–1	Waste generation	43–49, 120–121
		E–6–2	Waste recycling rate	43–49, 120–121
		E–7–2	Water pollutant emissions	120
	Environmental law and regulatory compliance	E–8–1	Violations of environmental laws and regulations	125
	Environmental labeling	E–9–1	Ratio of environmentally certified products and services	45, 119–120
Social (S)	Goals	S–1–1	Establishment and disclosure of social goals	26–27
	Labor	S–2–1	New hires and employment retention	124
		S–2–2	Ratio of full-time employees	124
		S–2–3	Voluntary turnover rate	124
		S–2–4	Training and development expenditure	124
		S–2–5	Employee welfare expenditure	62–67, 124
	Diversity and gender equality	S–3–1	Ratio of female employees	60, 122–123
		S–3–2	Ratio of female compensation	60, 122–123
		S–3–3	Employment rate of persons with disabilities	60, 122–123
	Occupational health and safety	S–4–1	Occupational health and safety management system	67–69
		S–4–2	Occupational accident rate	66, 125
	Human rights	S–5–1	Establishment of human rights policy	70
		S–5–2	Human rights risk assessment	70

Area	Category	Indicator Code	Assessment Item	Page
Social (S)	Shared growth with partners	S-6-1	ESG management by partners	53, 126
		S-6-2	Support for partners' ESG initiatives	53, 126
		S-6-3	ESG agreements with partners	53, 126
	Community	S-7-1	Strategic social contribution	86-101
		S-7-2	Employee volunteer participation	88
	Information security	S-8-1	Implementation of information security system	114
		S-8-2	Privacy breaches and remedies	114
	Social law and regulatory compliance	S-9-1	Violations of social laws and regulations	125
Governance (G)	Board composition	G-1-1	ESG items proposed in the board	26-27
		G-1-2	Ratio of outside directors	28-29, 105-107
		G-1-3	Separation of CEO and board chair	28-29, 105-107
		G-1-4	Gender diversity of the board	28-29, 105-107
		G-1-5	Expertise of outside directors	28-29, 105-107
	Board activities	G-2-1	Attendance rate of all directors	28-29, 105-107
		G-2-2	Attendance rate of inside directors	28-29, 105-107
		G-2-3	Board subcommittees	28-29, 105-107
		G-2-4	Board resolution of agenda items	28-29, 105-107
	Ethical management	G-4-1	Disclosure of ethics code violations	125
	Audit function	G-5-1	Establishment of internal audit department	29, 107-108
		G-5-2	Expertise of audit function (accounting/finance)	29, 107-108
	Governance law and regulatory compliance	G-6-1	Violations of governance laws and regulations	125

Affiliated Association and Key Certificates/Awards

Affiliate Association

Year of Participation	Association Name
Since 2009	Korea International Trade Association (KITA)
Since 2013	Korea Direct Selling Industry Association (KDSA)
Since 2015	Federation of Korean Industries (FKI)
Since 2015	Korea Health Functional Food Association (KHFF)
Since 2015	Korea Distribution Law Association (KDLA)
Since 2019	Korea Consumer Law Society
Since 2019	Korea Consumer Law Society
Since 2019	World Federation of Direct Selling Associations (WFDSA)

Key Certifications

Year	Branch	Certification Body	Certification Details	Notes
2019	HQ	Ministry of Gender Equality and Family	Family-friendly company	
2019	HQ	Korea Fair Trade Commission	Consumer Centered Management (CCM)	
2020	HQ	International Organization for Standardization (ISO)	ISO9001 (Quality management system)	
2020	HQ	International Organization for Standardization (ISO)	ISO10002 (Customer satisfaction management system)	
2020	HQ	Korea Agency for Technology and Standards	NEP(New Excellent Product)	Atomy Absolute CellActive Skincare
2020	HQ	Ministry of Agriculture, Food and Rural Affairs	Green Technology Product	Atomy HemoHIM
2021	HQ	Fair Trade Commission	Customer Centered Management (CCM)	
2021	HQ	Ministry of Employment and Labor	Work-life balance company in 2021	
2022	HQ	Ministry of Trade, Industry and Energy	Next-generation world-class product	Atomy Absolute CellActive Skincare
2023	China	China Food Newspaper, China Food Distribution Association, China Foundation of Consumer Protection	Special CSR Award for Multinational Corporation	
2023	HQ	Korea Fair Trade Commission	Consumer Centered Management for 3 consecutive years	
2024	HQ	Ministry of Trade, Industry and Energy	Next-generation world-class product	Atomy Organic Fermented Noni Concentrate
2024	HQ	Ministry of Food and Drug Safety	Fatigue recovery function	Atomy HemoHIM
2024	Hongsamdan	Ministry of Gender Equality and Family	Family-friendly company	for 2 consecutive years
2024	HQ	Informed Choice	Anti-doping certification	Atomy HemoHIM
2025	China	辽宁方园有机食品认证 (www.fofcc.org.cn)	Certification for organic food	中国国家有机产品认证

Year	Branch	Certification Body	Certification Details	Notes
2025	Singapore	CASE Trust (Consumers Association of Singapore)	Consumer trust certification	Officially recognizing companies for maintaining honest and transparent business practices, excellent customer service, and clear refund and contract policies that protect consumers
2025	HQ	Ministry of Health and Welfare	Company contributing to local communities	

Key Awards

Year	Branch	Award Body	Award Details	Notes
2011	HQ	Ministry of Trade, Industry and Energy	$5M Export Tower Award	
2012	HQ	Ministry of Science and ICT	IR52 Jang Young-shil Award	Atomy Essence
2013	HQ	Ministry of Trade, Industry and Energy	$10M Export Tower Award	
2015	HQ	Ministry of Trade, Industry and Energy	$20M Export Tower Award	
2016	HQ	Ministry of Trade, Industry and Energy	$30M Export Tower Award	
2017	HQ	Ministry of Trade, Industry and Energy	$50M Export Tower Award	
2018	HQ	Gongju-si	Excellent Taxpayer	
2018	HQ	Korea Distribution Law Association	Grand Prize of Distribution Innovation	
2018	HQ	Ministry of Trade, Industry and Energy	$70M Export Tower Award	
2019	HQ	Ministry of Trade, Industry and Energy	$100M Export Tower Award	
2019	HQ	Ministry of Trade, Industry and Energy	Presidential Citation Award on Trade Day	
2020	HQ	Ministry of Science and ICT	IR52 Jang Young-shil Award	Absolute CellActive Skincare
2020	HQ	Ministry of Trade, Industry and Energy	Top Brand Award	
2021	HQ	Ministry of Trade, Industry and Energy	Award for Contribution to Regional Industry Development	
2021	HQ	Ministry of Intellectual Property	King Sejong Award	Absolute CellActive Skincare
2022	HQ	Great Place To Work	Ranked 2nd in Great Workplace to Work in Asia	
2022	HQ	Fair Trade Commission	CCM-certified Company Excellence Award	
2023	HQ	Ministry of Trade, Industry and Energy	Minister of Trade, Industry and Energy Award for ESG Reporting	
2024	HQ	International Exhibition of Inventions Geneva	Bronze Prize	Patent Technology for Scalp Care Device
2024	China	Great Place To Work	Great Workplace to Work in Greater China	Three consecutive periods
2025	Philippines	Great Place To Work	Ranked 5th in Great Workplace to Work – Small Business Category	
2025	UK	Best Strengthening treatment	Best Strengthening treatment	UK Hair Awards 2025
2025	HQ	Korea Food Research Institute	Encouragement Award Atomy Blood Sugar Cut Bitter Melon	
2025	HQ	Korea Consumer Law Society	Consumer Grand Prize	
2025	HQ	Korean ESG Association	2025 Korea ESG Awards – Grand Prize, S Category	

Assurance

Assurance of the Sustainability Report

Atomy Co., Ltd.

To Valued Stakeholders

The Korean Foundation for Quality (hereinafter "KFQ") has independently conducted an assurance of Sustainability Report 2025[2] (hereinafter the "Report") of Atomy Co., Ltd.[1] (hereinafter referred to as the "Company"). KFQ is responsible for providing an independent third-party assurance opinion on the Report in accordance with the assurance criteria and scope outlined below. The Company's management is fully responsible for the preparation and content of the Report.

[1] Company location (HQ): 2148-21, Baekjemunhwa-ro, Gongju-si, Chungcheongnam-do
[2] Data collection period: January 1, 2024 – December 31, 2024

Assurance Purpose

The purpose of this assurance is to enhance the reliability of data and information presented in the Report.

Assurance Scope

1. Assurance boundaries: Financial performance is reported on consolidated basis, while non-financial performance covers Atomy headquarters and all domestic and overseas subsidiaries in which Atomy holds a 50% or greater stake.

2. Assurance criteria (based on GRI Standards 2021)

Category	GRI Standards	
Universal Standards	• 2–1 to 2–5 (The organization and its reporting practices) • 2–6 to 2–8 (Activities and workers) • 2–9 to 2–21 (Governance)	• 2–22 to 2–28 (Strategy, policies, and practices) • 2–29 to 2–30 (Stakeholder engagement) • 3–1 to 3–3 (Material Topics Disclosures)
Topic Standards*	• GRI 201 (Economic Performance) • GRI 202 (Market Presence) • GRI 203 (Indirect Economic Impacts) • GRI 205 (Anti–corruption) • GRI 206 (Anti–competitive Behavior) • GRI 301 (Materials) • GRI 302 (Energy) • GRI 303 (Water and Effluents) • GRI 305 (Emissions) • GRI 306 (Waste) • GRI 308 (Supplier Environmental Assessment) • GRI 401 (Employment)	• 2–22 to 2–28 (Strategy, policies, and practices) • 2–29 to 2–30 (Stakeholder engagement) • 3–1 to 3–3 (Material Topics Disclosures) • GRI 402 (Labor/Management Relations) • GRI 403 (Occupational Health and Safety) • GRI 404 (Training and Education) • GRI 405 (Diversity and Equal Opportunity) • GRI 406 (Non–discrimination) • GRI 408 (Child Labor) • GRI 409 (Forced or Compulsory Labor) • GRI 411 (Rights of Indigenous Peoples) • GRI 413 (Local Communities) • GRI 414 (Supplier Social Assessment) • GRI 416 (Customer Health and Safety) • GRI 417 (Marketing and Labeling) • GRI 418 (Customer Privacy)

* Topic standards refer to clauses related to specific material topics

3. Exclusions: The following items are not included within the scope of this assurance:

1) Performance and reporting practices of subsidiaries, affiliates, partnering companies, and third parties
2) Items related to sustainability initiatives other than those disclosed in accordance with GRI Standards 2021
3) Other related information, including statutory reports and financial statements

Assurance Criteria

This assurance engagement was conducted in accordance with AA1000AS (v3), AA1000AP (2018), and Type 1 – Moderate.

Assurance Methodology

The assurance team applied the above criteria to assess the reliability of the Report by reviewing relevant procedures, systems, controls, and available performance data. The documents examined included:

- **Non-financial information:** Data provided by the Company, consolidated regular disclosures, and publicly available sources such as media and online materials
- **Financial information:** The Company's financial statements and information disclosed through the Financial Supervisory Service's electronic disclosure system (dart.fss.or.kr) and the Company's website

Note: The materials listed above, both non-financial and financial, were reviewed during the assurance process, but their accuracy and content are outside the scope of this assurance.

The assurance was conducted through document review, on-site visits, and interviews with responsible personnel. The team assessed the adequacy of the materiality assessment, stakeholder-informed issue selection, data collection and management, and report preparation, as well as the validity of the content. No interviews with external stakeholders were conducted. Any errors, inappropriate information, or unclear expressions identified during the assurance process were confirmed to have been corrected prior to publication.

Assurance Limitations

This assurance inherently contains limitations that may arise from the application of the criteria and methodology.

Competence and Independence

The assurance team was appropriately qualified in accordance with KFQ's internal regulations. KFQ has no interests or relationships that could compromise the independence or impartiality of the assurance services provided to the Company.

Assurance Opinion

KFQ provides the following assurance opinion on the Company's Report:

1) The Report has been prepared in accordance with the four principles of AA1000AP (2018):
   - **Inclusivity:** The Company has appropriately defined stakeholder groups and communicated with them through channels tailored to each group. The assurance team identified no key stakeholders as excluded and confirmed that stakeholder feedback has been integrated into the management strategy.
   - **Materiality:** The Company has selected material issues through a robust process, considering their impacts, thereby justifying their inclusion. The assurance team confirmed that all material issues were appropriately emphasized in the Report and that none were omitted.
   - **Responsiveness:** The Company strives to respond promptly to stakeholder requirements and key concerns. The assurance team found no evidence of inappropriate reporting regarding the organization's responses or performance on material issues.
   - **Impact:** The Company identifies and monitors the impacts of stakeholder-related material issues across its operations and reports them to the extent possible. The assurance team found no evidence that these impacts were improperly measured or reported.

2) The Report has been prepared appropriately in accordance with GRI Standards (2021) – Accordance.
3) The data and information reviewed during the assurance were appropriate based solely on the materials provided, and no material errors or omissions that could affect the assurance opinion were identified.
4) Accordingly, KFQ issues a satisfactory assurance opinion on the Company's Sustainability Report 2025.

kfq Korean Foundation for Quality

AA1000
Licensed Report
000-80/V3-Q4NRU

December 30, 2025
Song Ji-young, CEO
Korean Foundation for Quality (KFQ)

Ji Young Song