2026 ATOMY ESG REPORT

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Sustainability Report
2026

Atomy Sustainability Report 2026
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ATOMY
ESG REPORT

Sustainability Report
2026

About This Report

Report Overview

The Atomy ESG Report 2026 is the company's fourth 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, 2025. Where relevant, quantitative data from the past three years (2023–2025) is included to provide performance trends. Some data is presented based on the year it was first collected. Additionally, select performance indicators from early 2026 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.

Publication Date

September 2026

Further Information

Atomy Official Website: www.atomy.com

Inquiry About Report

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CONTENTS

06
ABOUT ATOMY

08 Chairman Message
10 Company Introduction
14 Product Portfolio
18 Financial Performance

20
APPROACH TO SUSTAINABILITY

22 Stakeholder Communication
26 Materiality Assessment
28 Sustainable Management Framework
30 Sustainable Management Value Creation Process

32
01. RESPONSIBILITY FOR RELIABLE PRODUCTS

35 Absolute Quality, Absolute Price
37 Development of Safe and Healthy Products

40
02. PROMISE FOR PLASTIC-FREE OCEANS

43 Zero Plastic and Sustainable Product Innovation
48 Blue Marine Project

52
03. TRUST-BASED COOPERATION FOR THE COMMON GOOD

55 Cooperation for the Common Good Policy and Sustainability Management
56 Support for Cooperation for the Common Good

58
04. PEOPLE-FIRST CORPORATE CULTURE

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

76
05. A VALUE-SHARING GROWTH COMMUNITY WITH CUSTOMERS AND MEMBERS

79 Enhanced Customer and Member Satisfaction and Brand Management
84 Customer Success Vision and Capacity-Building

88
06. SHARING CULTURE FOR A BETTER SOCIETY

92 Building a Localized Support System
102 Spreading a Participatory Sharing Culture

108
07. RESPONSIBLE MANAGEMENT THROUGH "INTEGRITY AND GOODNESS AS BEST STRATEGY"

114 Ethical Management and Practice
121 List Management System

124
APPENDIX

126 ESG DATA
138 GRI INDEX / UN SDGS / SASB / WEF IBC SCM / K-ESG
149 Affiliated Association and Key Certificates/Awards

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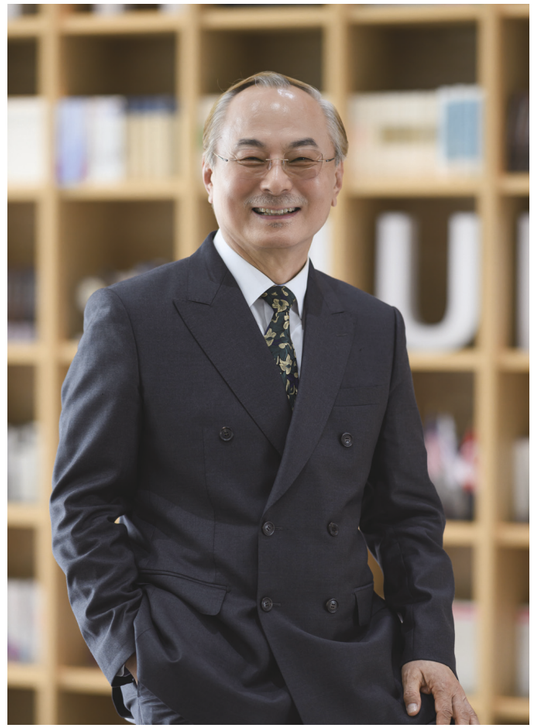
08 Chairman Message
10 Company Introduction
14 Product Portfolio
18 Financial Performance

Chairman Message



We are pleased to present Atomy's fourth ESG Report.

From our earliest days, Atomy has pursued distribution that benefits consumers around the world. Our principle of Absolute Quality, Absolute Price began here: a lower price for the same quality, or better quality for the same price.

That principle has produced real results. Atomy HemoHIM has reached cumulative sales of KRW 3 trillion. Atomy Absolute CellActive Skincare has passed KRW 1 trillion in cumulative sales and won four major awards, including the King Sejong Award from the Ministry of Intellectual Property and the IR52 Jang Young-shil Award. Atomy Organic Fermented Noni Concentrate also won the IR52 Jang Young-shil Award and was selected as a Next-Generation World-Class Product. In 2026, Atomy Toothpaste ranked first in quasi-drug exports for the fifth consecutive year. Atomy will continue to keep its promise of offering good products at reasonable prices. Making products that consumers can trust is a company's most basic responsibility, and only companies that fulfill it can achieve sustainable growth.

A company's growth cannot be measured by sales alone. To help our members create new opportunities in a fast-changing environment, we have reorganized around AI and are laying the foundation for the future with the Songnisan Forest, the Global Vision Center, the China International Logistics Center, and the Acare Center. Our "3A" strategy, which spans APP (Atomy Personal Platform), AZA, and Acare, is the key pillar of Atomy's next leap forward. APP is being strengthened as a personalized business platform where each member can introduce the business through their own content. AZA is expanding into home appliances, car rentals, fuel, and more, growing into an integrated shopping platform that covers everyday life. Acare uses health checkup data and AI to offer products and health management solutions tailored to each person's health status and lifestyle. Atomy will keep moving forward, step by step, toward becoming a comprehensive healthcare company that goes beyond supplying products to help people build healthier lives.

No company can make good products on its own. It takes trustworthy partnering companies, a production environment that gives consumers peace of mind, and the dedication of the members who introduce our products and the employees who support them. That is why Atomy continues to pursue mutual growth with its partnering companies and keeps expanding eco-friendly packaging and resource conservation. A company's success lasts longer when the people who work alongside it grow together.

A company also has a responsibility to give back what it has gained from society. Since 2019, when it began with a KRW 10 billion donation to the "MOM Who Cherishes Life" fund for single-parent families, Atomy has continued to give, from support for vulnerable groups to disaster relief. Our cumulative donations now exceed KRW 140 billion, and our donations as a share of sales have been among the highest of any of Korea's top 500 companies. Through Compassion Korea, an international child sponsorship organization, we sponsor about 11,000 children and provide more than KRW 6 billion in support each year. We have also looked after those whom society too often overlooks. This includes opening Korea's first integrated support center for single-parent families, running a long-term support program for the families of firefighters who died in the line of duty, and holding a campaign to donate sanitary pads to women in need.

Atomy is not yet subject to mandatory ESG disclosure. Even so, we publish an ESG report every year to share with all our stakeholders, including members, consumers, partnering companies, and employees, how we approach running our business and the responsibilities we put into practice. Preparing this report also gives us a chance to reflect on the past year and identify where we can do better.

Going forward, Atomy will remain committed to its principle of distribution that benefits consumers. Through better products, better service, and responsible action, we will strive to be a company that earns the lasting trust of our customers, members, partnering companies, employees, and local communities.

Thank you.

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 refers 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 Korea, the United States, Japan, Australia, and China (As of the end of December 2025)
Global Workforce	203 employees at Korea HQ, 763 employees across all entities (As of the end of December 2025)

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 regards customers not as a means but as an end. 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 IDENTITY

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 overseas sales ten times greater than domestic sales, Atomy established its first overseas branch in Seattle, United States, in May of the year after its founding. Since then, it has expanded into 26 regions, including Japan, Canada, Mexico, and Germany, and as of 2026 operates in 27 regions including Korea. Atomy has also grown into Korea's only storeless direct selling distribution company to have entered every continent except Africa: North America, South America, Europe, Asia, and Oceania.



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

China
Atomy China Co., Ltd.
Yantai Aeseosim Living Goods Co., Ltd.
Atomy Orot (Yantai) Food 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.
RUACH INVESTMENT PTE. LTD.

Uzbekistan
ATOMY SILK ROAD

India
ATOMY ENTERPRISE INDIA PRIVATE LIMITED

Japan
Atomy Japan Associated Company

Kazakhstan
ATOMY KAZAKHSTAN LLP

Cambodia
Atomy Cambodia Co., Ltd.

Kyrgyzstan
LLC Atomy Kyrgyzstan

Thailand
Atomy Co., Ltd.(Thailand)

Philippines
Atomy Philippine Distribution Trading Inc.

Hong Kong
Atomy ASIA PACIFIC LIMITED

Germany
Atomy Europe GmbH

Russia
LLC Atomy Russia

UK
Atomy Distribution Limited

Türkiye
ATOMY TURKEY KOZMETIK VE SAGLIKLI URUNLER LIMITED SIRKETI

New Zealand
ATOMY NEW ZEALAND LIMITED

Australia
Atomy Oceania Pty Ltd.



United States
Atomy America Inc.

Canada
Atomy Canada Inc.

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), Türkiye 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 the second consecutive time
  - 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 by MFDS for dual functional claims (immune function and fatigue recovery)
  - 12 ESG Report awarded the Minister of Trade, Industry and Energy Award CCM certification achieved for the third consecutive time
- **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 Place to Work" for the third consecutive time in Greater China
- **2025** 04 Korea branch, opened Songnisan Forest
  - 06 HemoHIM cumulative sales surpassed KRW 3 trillion
  - 09 Ranked 3rd in Great Place to Work in Asia
  - 11 China branch, opened a global logistics center
  - 11 Korea branch, recognized as a company contributing to local communities
  - 12 Korea branch, awarded the Consumer Grand Prize by Korean Society of Consumer Studies

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 2025

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.

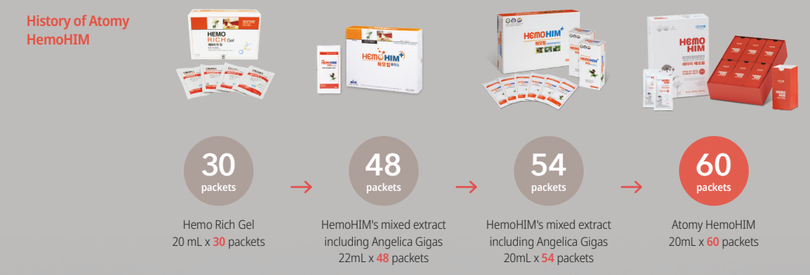
First Health Functional Food with Green Technology Product Certification

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), earning it for the third consecutive time. Its production process incorporates an alcohol recovery system to reduce carbon emissions and energy consumption.

녹색기술제품
GREEN TECHNOLOGY PRODUCT

Supporting Athletes through Immune and Fatigue Benefits

In February 2026, Atomy became an official sponsor of the Korean national badminton team, expanding real-world examples of how HemoHIM's functionality and safety are put to use in sports. HemoHIM has earned anti-doping certification, giving elite athletes a product they can take with confidence. Its immune and fatigue improvement functions support the team's systematic health management and help athletes maintain their performance. These real-world uses of a research-based functional ingredient also strengthen trust in the product and extend its reach beyond everyday consumers into professional sports.





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 Value & KRW 1 Trillion in Cumulative Sales for Absolute CellActive Skincare

In 2013, Atomy became the first company in the network marketing industry to enter the Top 10 of the [Responsible Distributor Production Rankings] by the MFDS. By 2023, its cosmetic production value reached 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. It has become a go-to K-beauty product around the world, thanks to its functional benefits and reasonable price.

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 5 Consecutive Years

According to the MFDS, Atomy Toothpaste ranked No. 1 among all quasi-drug exports in 2025, recording $5.143 million (approx. KRW 7.2 billion) in export sales. Since first topping the list in 2021, it has held the No. 1 position for five 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.

5 Key Points of Atomy Toothpaste

- Achieved #1 in quasi-drug exports for five consecutive years
- Achieved $5.143 million in 2025 exports
- 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 has 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 at KRW 1,200 per unit
- 99.9% pure gold powder with antibacterial properties
- Eco-friendly toothbrush handle made with PCTG
- Ultra-fine 0.03mm bristles for thorough debris removal
- Paper packaging for a sustainable tomorrow

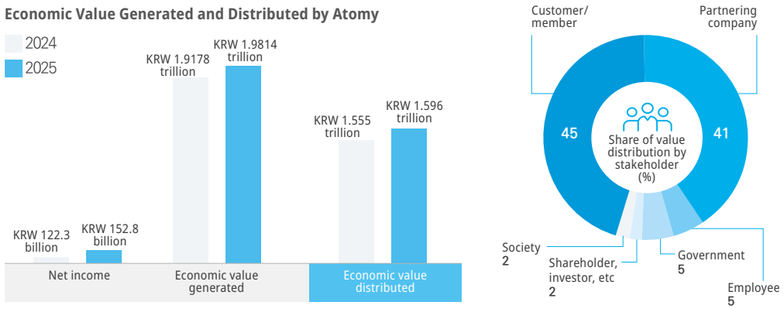
Financial Performance

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

In 2025, our economic value generated, which is the gross value added from business activities on a consolidated basis, reached KRW 1.9814 trillion, up 3.3% from the previous year. Building on this value creation and improved profitability, Atomy distributed KRW 1.596 trillion in economic value to stakeholders in 2025, including employees, partnering companies, the government, and local communities. That is an increase of about KRW 41 billion from the previous year, and Atomy continues to sustain a virtuous cycle of growth and distribution.

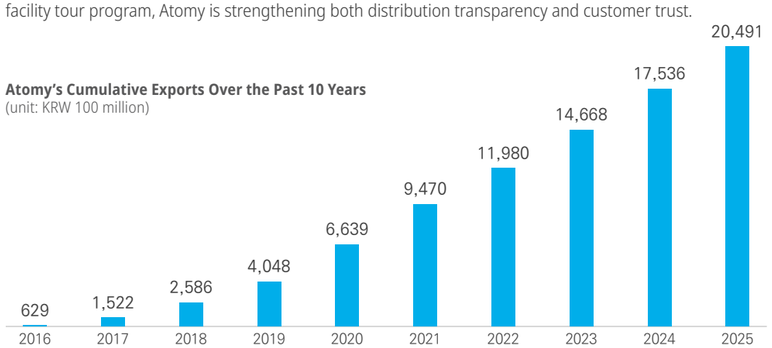
Economic Value Generated and Distributed by Atomy



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 ten years, Atomy's cumulative exports have totaled KRW 2.0491 trillion, and the company continues to strengthen its export competitiveness in global markets. In 2025, Atomy also opened the China International Logistics Center in Yantai, Shandong Province, securing a hub that handles both nationwide logistics in China and GSGS (Global Sourcing, Global Sales) export logistics. Built on a smart logistics platform, the center has digitized the entire process of storage, handling, shipping, and inspection. By opening up the logistics process to members through a facility tour program, Atomy is strengthening both distribution transparency and customer trust.

Atomy's Cumulative Exports Over the Past 10 Years
(unit: KRW 100 million)



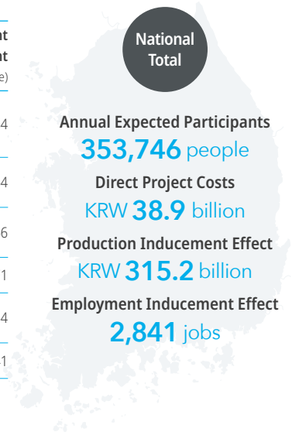
Driving Local Economy

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 region. In addition, Atomy is moving forward with plans to build the Atomy Research Center in Ungjin-dong, Gongju, on a site of 4,318.8 m^2 with a total floor area of 7,948.7 m^2. The center will be a combined education and research facility with three basement levels and four floors above ground. It is expected to strengthen Atomy's research and education capabilities while also drawing highly skilled talent to the region and expanding the local economic impact. As of 2025, 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

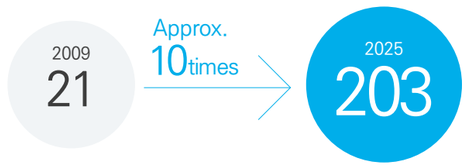
* Regional figures are rounded, so individual items may not add up to the total.



At the Forefront of Job Creation

The number of employees at Atomy's Korea headquarters has grown nearly tenfold, from 21 in 2009 to 203 at the end of 2025. Overseas branches employed 493 people at the end of 2025, and employment continues to grow steadily as Atomy expands globally. In addition, partnering companies employed nearly 7,000 people[1] as of the end of 2025, so Atomy contributes to indirect as well as direct job creation.

Korea HQ Headcount



Overseas Branch Headcount in 2025
493 employees

Partnering Company Employment in 2025
6,932 individuals

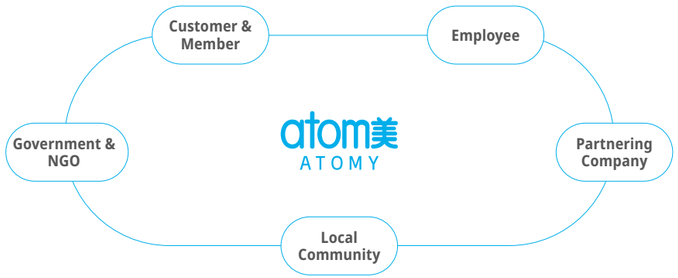
1 Aggregate data for partnering companies disclosing employment figures

APPROACH TO SUSTAINABILITY

22 Stakeholder Communication
26 Materiality Assessment
28 Sustainable Management Framework
30 Sustainable Management Value Creation Process

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, employees, 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 of 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 relevant stakeholders of the results • 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 zero-accident 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) • Atomy Voice Hotline (as needed)	• 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, discussions between Atomy and partnering company executives • 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, 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.

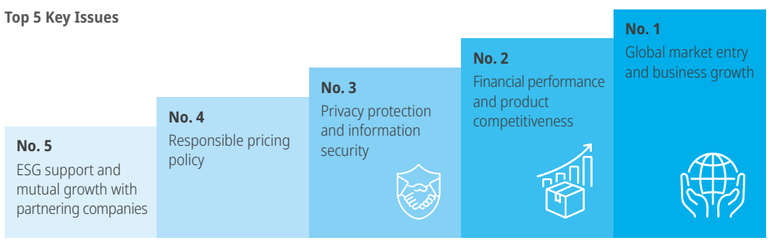
Survey Overview

Category	Details
Survey Period	July 1, 2026 – July 20, 2026
Respondents	Total 374 (customers, members, employees, partnering companies, local communities, government, and NGOs)
Survey Method	Online surveys
Evaluation Criteria	Social and environmental actual/ potential impact and financial materiality by issue (5-point scale)

Key Issues Identified for ESG Management

The key issues identified in this survey are the challenges that stakeholders consider most important in ESG management. A higher score means greater social and environmental impact and greater financial materiality. In the 2026 survey, global market entry and business growth, and financial performance and product competitiveness, were the top two issues. Notably, privacy protection and information security rose into the top tier at third place. This appears to reflect heightened stakeholder sensitivity to information security, as a recent string of personal data breaches in the retail and platform industries has become a social issue. Responsible pricing policy and ESG support and shared growth for partnering companies followed, rounding out the top five. This suggests that, alongside business growth, Atomy should treat strengthening its privacy protection system as a core risk management priority.

Top 5 Key Issues



Key Issues by Stakeholder Group

Customer and Member	Employee	Partnering Company	Local Community	Government and NGO
Global market entry and business growth	Financial performance and product competitiveness	Fair trade and enhanced distribution transparency	Ethical management and risk management	Customer health and safety

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. 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 / 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

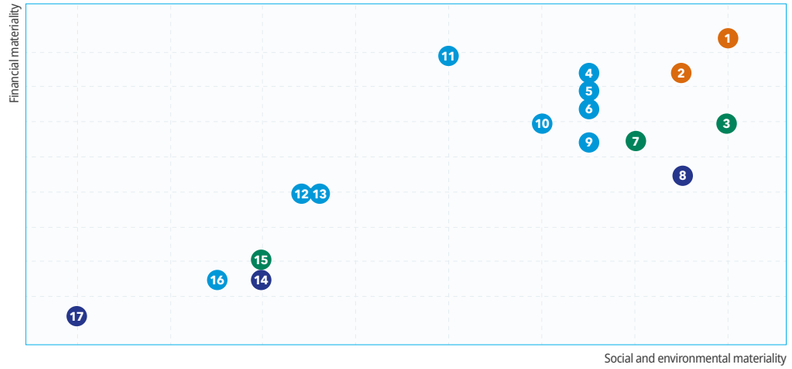
STEP 04 Integration with ESG Strategy and Report
- Link confirmed issues with ESG vision and strategic agenda
- Reflecting issues and assessment results on the ESG report

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

In the double materiality assessment, items related to business growth and competitiveness took first and second place among the 17 key issues. "Global Market Entry and Business Growth," which ranked eighth in 2024, rose to first place in 2025 (4.43 points), and "Financial Performance and Product Competitiveness," which ranked fourth in 2024, rose to second (4.42 points). This indicates that stakeholder interest in business growth and competitiveness has increased. By contrast, "ESG Support and Shared Growth for Partnering Companies," which ranked first in 2024, fell to fifth place in 2025 (4.40 points). It remains in the top five, however, and so retains its status as a key issue. Two new issues were added this year: "Technological Innovation and R&D Investment" (10th) and "Expansion of Sustainable Products and Services" (8th). These show that stakeholders are paying growing attention to Atomy's business sustainability and future competitiveness. Among the top issues, "Global Market Entry and Business Growth," "Financial Performance and Product Competitiveness," and "Privacy Protection and Information Security" are directly linked to Atomy's sustainability management priorities. Atomy is therefore realigning its action plans around these issues and working to balance social and environmental responsibility with financial performance.

Materiality Assessment Result Matrix



Key Issues and Impacted Stakeholders ● Directly impacted stakeholders ○ Indirectly impacted stakeholders

Ranking	Topic	Key Issue	Impacted Stakeholders: Customer and Member	Employee	Partnering Company	Local Community	Government and NGO
1	Finance	Global Market Entry and Business Growth	○	●	●	○	○
2	Finance	Financial Performance and Product Competitiveness	○	○	○	●	●
3	Governance	Privacy Protection and Information Security	●	●	●	○	●
4	Social	Responsible Pricing Policy	●	●	●	○	○
5	Social	ESG Support and Mutual Growth with Partnering Companies	●	○	○	○	●
6	Social	Local Community Contribution and Co-Existence	●	○	○	○	○
7	Governance	Trade and Enhanced Distribution Transparency	○	●	●	○	●
8	Environmental	Expansion of Sustainable Products and Services	●	●	●	○	○
9	Social	Customer Health and Safety	●	●	●	○	○
10	Social	Technological Innovation and R&D Investment	○	●	○	○	●
11	Social	Product Quality and Customer Satisfaction	●	●	○	○	●
12	Social	Human Rights and Workplace Protection	●	●	●	○	●
13	Social	Employee Welfare and Capacity-Building	●	○	○	●	●
14	Environmental	Resource Circulation and Circular Economy	○	●	○	○	○
15	Governance	Ethical Management and Risk Management	○	●	○	○	●
16	Social	Expanded Stakeholder Communication and Engagement	○	○	○	●	●
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 Seven Strategic Themes.



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	Strategic Agenda	
Responsibility for reliable products	Absolute Quality, Absolute Price	Safe and healthy product development
Promise for plastic-free oceans	Innovation for zero-plastic and sustainable products	Blue Marine Project
Trust-based Cooperation for the Common Good	Cooperation for the Common Good policy and sustainability management	Support for Cooperation for the Common Good
People-first corporate culture	Creating happy and safe workplaces for employees	Internalizing a culture of respecting human rights
A value-sharing growth community with customers and members	Enhancement of customer and member satisfaction and brand management	Customer success vision and capacity-building
Sharing culture for a better society	Building a localized support system	Spreading a participatory sharing culture
Responsible Management through Integrity and Goodness as Best Strategy	Ethical management and practice	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.



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**	• Improving packaging materials based on the 4R strategy • Developing eco-certified products	• Improved recyclability by reducing packaging in the "Difficult" recyclability grade by 18 items (9.7%) in 2025 compared with 2024 • Eco-certified products reached 25.8% of sales in 2025
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**	• Blue Marine Project • Smart logistics systems	• More than 200 tons of plastic reduced annually • 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**	• Consumer 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 Great Place to Work (GPTW) for six consecutive years • Zero industrial accidents • 537 internal training sessions completed in 2025
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 Association 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 2.6 billion and 1,473 cases of cumulative emergency support by SOS Sharing Association
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 major ESG achievements across key areas.

ENVIRONMENT

Plastic Usage Reduced by 200 Tons Annually
Reduction through smart packaging and enhancements in packaging materials
2024 2,620tons → 2025 2,417tons

"Difficult" Grade Recyclable Product Reduced by 9.7%
Product improvements based on recyclability
2024 185products → 2025 167products

23.6 Tons of Electronic Goods Recycled and 22.9 Tons of Circular Resources Produced
Certified reduction of 75.2 tons of Scope 3 GHGs
75.2tons reduced

KRW 326 Billion in Eco-Certified Products Sales in 2025 (25.8%)
Expanded multiple certifications including USDA and ECOCERT, and HemoHIM green technology certification
KRW 326 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 1 electric company vehicle

SOCIAL

"Great Place to Work in Korea" Selected for 6 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
0case

Annual Purchases of KRW 650.2 Billion from Partnering Companies
Practicing Cooperation for the Common Good through the "1 Company, 1 Product" principle and 100% cash payment within one week of delivery
KRW 650.2Billion

10 Million Global Members, Including 7.31 Million Women (77%)
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-parent families (KRW 10 billion)
Supported Gyeongsangbuk-do wildfire victims (KRW 10 billion)
사랑의열매 KRW 10 billion

KRW 47 Billion in Cumulative Donations to Compassion Korea (as of July 2026)
Sponsoring 11,000 children across 25 regions worldwide
Compassion KRW 50 billion

KRW 2.6 Billion in Cumulative Donations to SOS Sharing Association and Emergency Support for 1,473 Cases
KRW 220 million in support for 2025 wildfire victims alone, benefiting 109 people
SOS 나눔 KRW 2.6 billion

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

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
0case

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

Zero Grievance Reported
Proactive prevention of ethical risks through online and offline grievance handling systems
0case

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

CCM Certified Three Times in a Row, Three ISO Certifications Obtained
Establishment of customer trust-based quality, ethics, and information management systems
ISO 3Types
소비자중심 3Times

Publication and Disclosure of Management Philosophy and ESG Values
Publication of "Atomy DNA" and "A Global Merchant Held by God," and regular publication of a quarterly magazine featuring CEO messages

Published HemoHIM Product Philosophy Book
Shared the journey of developing Korea's first immune function improvement product and its immune philosophy
HEMO HIM

01. RESPONSIBILITY FOR RELIABLE PRODUCTS

35
Absolute Quality, Absolute Price

37
Safe and Healthy Product Development

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 Key Results by Strategic Theme

To deliver products consumers can trust, Atomy pursues the Absolute Quality, Absolute Price principle alongside a strategy of developing safe products. Atomy secures quality through partnering company assessments, pre-launch inspections, and testing by external accredited laboratories, and the company keeps prices reasonable through ethical product selection and efficient cost management. Atomy has also strengthened proactive quality control, including labeling policies and monitoring of harmful substances, to increase product reliability and better protect consumers' rights. These efforts have produced results: international academic validation of Atomy's flagship product HemoHIM, the industry's lowest return rate, and expanded safety testing across major product lines.

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	• 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 • Expanded R&D infrastructure through the establishment of a global research and education center
Key Results (CASE)	• Enhanced product competitiveness through IP rights and technological innovation • 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
- 70 points or above: 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 **Monitoring Post-Sales Voice of the Customer (VOC) trends**
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 Competitiveness through IP and Technological Innovation

Atomy is actively pursuing intellectual property (IP) protection and technological innovation to strengthen its product competitiveness. In 2025 alone, the company invested KRW 112.81 million in R&D and has strengthened its technological foundation, with 28 patents and 40 papers (23 of them SCI-indexed) centered on its flagship product HemoHIM. Atomy Organic Fermented Noni Concentrate has also registered 26 patents and 12 papers (10 of them SCI-indexed), and its competitiveness has been recognized through its selection as a Next-Generation World-Class Product in 2024 and as a recipient of the IR52 Jang Young-shil Award in 2026. In addition, the Microcurrent LED Scalp Care Device and the EPRI Skin Cleansing Device, both co-developed with partnering companies, won awards including a Bronze Award and a Special Award at the International Exhibition of Inventions Geneva, demonstrating Atomy's global technological capabilities.

Atomy HemoHIM
- Registered 28 patents and 40 papers (23 of them SCI-indexed)

Atomy Organic Fermented Noni Concentrate
- Registered 26 patents and 12 papers (10 of them SCI-indexed)
- Selected as the Next-Generation World-Class Product in 2024
- Selected a recipient of the IR52 Jang Young-shil Award in 2026

Microcurrent LED Scalp Care Device
- Won the Bronze and the INNOVA Special Award at the International Exhibition of Inventions Geneva

EPRI Skin Cleansing Device
- Won the Special Award, the Bronze Award, and the Saudi Arabia Special Award at the International Exhibition of Inventions Geneva

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

To realize Absolute Quality, Atomy makes the freshness and grade of raw materials, the starting point of production, its top priority. A representative example is Atomy Salted Grilled Mackerel, which uses only mackerel caught in winter, when the flesh is at its best, selected from Norwegian mackerel that is recognized worldwide for its quality. Immediately after being caught, the fish are flash-frozen at below -40°C to preserve their freshness and then shipped to Korea. To support this, Atomy provides about KRW 1 billion to 1.5 billion a year in advance purchase funding. This advance purchasing helps partnering companies secure a stable supply of top-grade raw materials, and it reflects Atomy's core quality principle of providing consumers with consistently high-quality products.

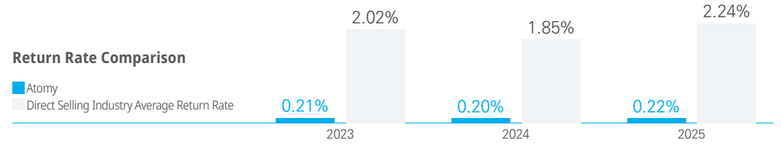


Absolute Price

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.



*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 volatile organic compounds (VOCs) in products like sanitary pads (annual)

Safe and Healthy Product Development

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.

Expanding R&D Infrastructure through the Establishment of a Global Research and Education Center

In February 2026, Atomy announced plans to build a global research and education center to strengthen its research and education capabilities, and it is now moving forward with the project. The center will be an integrated facility combining research and development with education, and Atomy plans to systematically expand its R&D infrastructure to strengthen product competitiveness.



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-indexed 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.



Achieving ESG Value through Atomy Products

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

43
Zero Plastic and Sustainable Product Innovation

46
Blue Marine Project

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 address 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-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 • Fulfillment of recycling obligations under the Act on the Promotion of Saving and Recycling of Resources • Development of eco-friendly products and packaging • Response to global environmental regulations and establishment of a data management system	• Phased implementation of the Blue Marine Project • Energy saving activities
Key Results (CASE)	• Reduced plastic use and improved recyclability through better 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 (Reduce, Reuse, Recycle, 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 an 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



Fulfillment of Recycling Obligations under the Act on the Promotion of Saving and Recycling of Resources

Under the Act on the Promotion of Saving and Recycling of Resources, Atomy fulfills its Extended Producer Responsibility (EPR) obligations and carries out its recycling duties jointly as a member of the Korea Packaging Recycling Cooperative (KPRC). By sharing how the system operates with partnering companies, Atomy spreads eco-friendly awareness, and by reducing waste generation and making recovery and treatment more efficient, the company helps lower environmental costs. The contributions paid are used for recycling technology development and resource circulation projects. In addition, based on related systems such as Recycling Contributions, Waste Charges, and the Eco-Assurance System, Atomy manages in an integrated way the resource circulation obligations that arise throughout the production and distribution of its products.

※ 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 Fulfillment of Recycling Obligations under the Act on the Promotion of Saving and Recycling of Resources: 4 Main packaging materials – paper cartons, metal cans, glass bottles, synthetic resin packaging materials – and batteries, etc.

Applicable Items and Management System by Each Environmental Regulation

Recycling Contributions	Payment and management of recycling obligation costs for packaging and products All packaging and products (batteries, tires, lubricants, water purifier filters, etc.)



Waste Charges

Payment and management of charges on waste-generating products such as plastic products

Plastic products, single-use products, pesticides, ice packs, etc.



Eco-Assurance System

Fulfillment of collection and recycling obligations for electrical and electronic products, and payment of contributions

Air purifiers, hair dryers, humidifiers, bidets, 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-certified products accounted for 25.8% of total sales in 2025, showing that environmental performance is translating into tangible business results.

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



Responding to Global Environmental Regulations and Building a Data Management System

To respond to global environmental regulations and strengthen data-driven resource circulation management, Atomy is establishing packaging design guidelines, introducing digital marking technology, and expanding its reuse systems. The company is also building a data framework based on the international GS1 standard, along with a supply chain platform, to improve how it manages products across their entire life cycle. In addition, Atomy runs a system for monitoring environmental regulations in each country, which lays the groundwork for responding proactively.

Objective	Key Results
Innovating Packaging Ecodesign to Comply with the PPWR	• Ensured recyclability and increased the use of recycled content • Managed substances of concern and improved transparency of product environmental information • Expanded reuse and refill systems
Standardizing Data and Building a Traceability System	• Built a GS1-based data framework to prepare for the Digital Product Passport (DPP) • Ensured product traceability across the entire life cycle • Improved data visibility across the supply chain
Strengthening Global Regulatory Response and Cooperation	• Monitored regulations such as the PPWR (Packaging and Packaging Waste Regulation) and the ESPR (Ecodesign for Sustainable Products Regulation) • Established a response framework for each country's environmental regulations

CASE 1. Reduced Plastic Use and Improved Recyclability through Better Eco-Friendly Packaging

Atomy continues to reduce plastic use by removing plastic trays from individual products, shifting to paper packaging, and making packaging lighter. Atomy is also strengthening its resource circulation foundation by replacing external materials, such as cushioning, with eco-friendly alternatives. The company evaluates the recyclability of packaging across all of its products and keeps redesigning packaging that is hard to recycle, which has improved recyclability in some product lines. However, changes in the product portfolio have caused the number of products rated "Excellent" for recyclability to fluctuate, pointing to areas that still need attention. Going forward, Atomy plans to keep improving its packaging design based on the results of these assessments.

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



Expanded Recyclability

Atomy Deep Sea Water
Received the highest grade in recycling

Difficult Grade Products
185 items in 2024 → 167 items in 2025 (9.7% 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 The Fame Skincare
Redesigned to improve recyclability grade from "Difficult" to "Average"

Noni Products
Upgrading recyclability grades (ongoing)

Selling The Fame Cream refills separately (ongoing)

Absolute Mask
Separate sales of refill products



Others

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

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 2024 alone, Atomy recycled 23,563 kg of waste electronics and recovered 22,857 kg of recyclable resources, resulting in a greenhouse gas reduction effect of 75,180 kgCO_2-eq. These efforts support the extended lifecycle of electronic products and contribute to the realization of a circular economy.

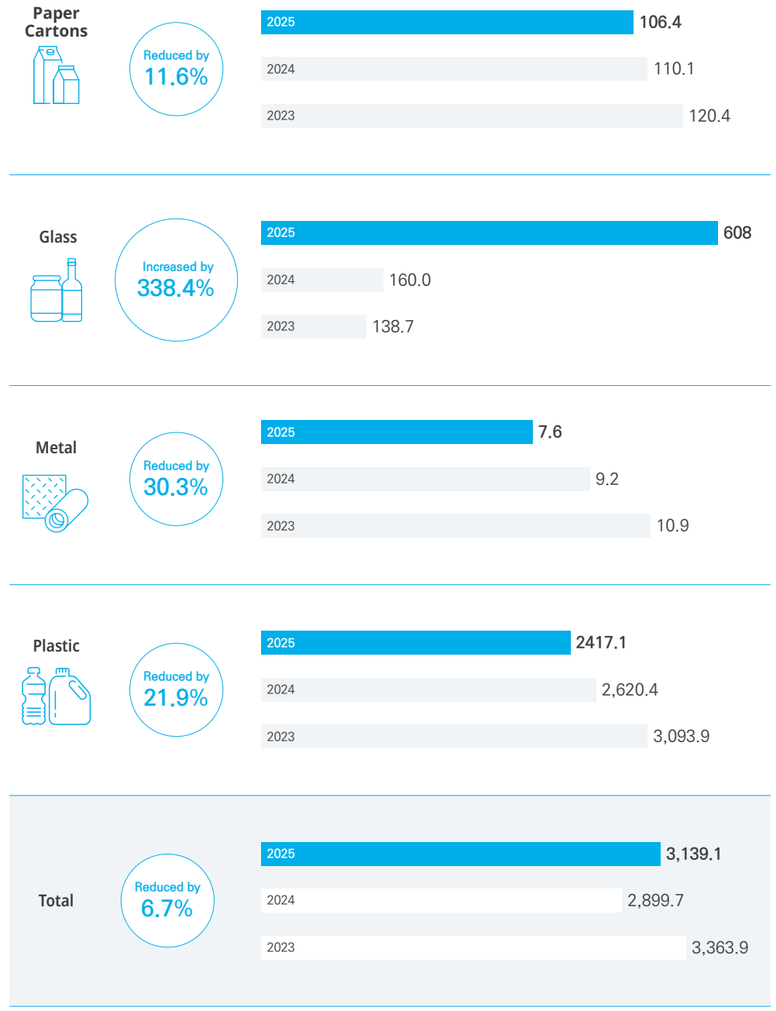
* The 2024 recycling performance for waste electronics, released in December 2025, is the latest available.

CASE 3. Raw Materials Reduction through Zero Plastic Policy

Guided by its Zero Plastic policy, Atomy continues to improve its packaging structures and use raw materials more efficiently. In particular, plastic use fell by about 21.9%, from 3,093.9 tons in 2023 to 2,417.1 tons in 2025. The use of paper cartons and metal also declined, bringing broad savings in resource use. Glass use did increase, driven by the launch of a product in glass bottles (HemoHIM Shot) and higher sales of Noni products. Even so, total raw material use dropped by about 6.7% from 2023, keeping resource efficiency on an improving trend. Going forward, Atomy plans to keep improving its resource use by making packaging lighter and designing it for easier recycling.

Atomy Raw Material Consumption (unit: ton)

○ 2025 reduction rates compared to 2023



* The amounts paid as contributions to the Korea Packaging Recycling Cooperative under the Act on the Promotion of Saving and Recycling of Resources, based on sales weight, were applied as the basis for calculation.
* Figures include new products (the increase in glass use in 2025 is attributable to higher sales of products in glass bottles, such as HemoHIM and Noni).
* The 2024 raw material use data has been corrected due to improvements in data collection criteria and calculation methods.

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	Improved product development Development of eco-friendly materials Logistics development/ restructuring	Recyclability evaluation Recyclability improvement Plastics monitoring Logistics development/ restructuring	**Plastics reduced by 50%**
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	**Improved awareness among global members**
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	Resource regeneration for all Atomy products System building

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 around 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.





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

55
Cooperation for the Common Good Policy and Sustainability Management

56
Support for 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

Cooperation for the Common Good Policy and Sustainability Management	Support for Cooperation for the Common Good
• 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 2025, Atomy worked with 82 partnering companies, all of which are manufacturing firms, with a total annual purchase volume of KRW 650.2 billion.

	2023	2024	2025
Number of Companies	76	88	82
Purchase Amount (KRW 100 million)	6,431	6,374	6,502

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 partnering companies, 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		
	2023	2024	2025	2023	2024	2025	2023	2024	2025
Total Number of Partnering Companies	76	88	82	76	88	82	76	88	82
Number of Certified Partnering Companies	42	42	41	8	8	8	32	31	29
Ratio of Certified Partnering Companies (%)	55.3	47.7	50.0	10.5	9.1	9.8	42.1	35.2	35.4

*The number and percentage of certified partnering companies for 2023 and 2024 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 an insufficient system of regular drinking water monitoring, Atomy requested them to conduct water quality inspections at least once a year through a 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.

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	2023	2024	2025
	KRW 340.24 million	KRW 683.63 million	KRW 1.3 billion

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	2023	2024	2025
(inspection costs by third-party agencies)	KRW 109.29 million	KRW 54.34 million	KRW 146.31 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. Entering Global Markets Together 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

64
Creating a Happy and Safe Workplace

73
Internalizing a Culture of Respecting Human Rights

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 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 for 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 socially vulnerable groups. As a result, Atomy was selected as Great Place to Work in Korea by GPTW for six 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	• Operating participatory communication and grievance-handling channels for employees • 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 six 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 improved quality with AI solutions • Introduced "Virtue Points," a peer-to-peer recognition and reward program	• 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 persons with disabilities

Current Employee Status

As of 2025, Atomy has a total of 763 employees. By region, 35.4% are in Korea and 64.6% are overseas, so overseas employees make up the larger share. By gender, the workforce is relatively balanced, with 50.9% men and 49.1% women. Full-time employees account for 83.2%. By age, employees in their 30s are the largest group at 45.7%, followed by those in their 40s (27.3%), 20s (19.0%), and 50s and older (8.0%)





Total Number of Employees (unit: people)

Type		2023	2024	2025
Total		770	752	763
By region	Domestic	303	269	270
	Overseas	467	483	493
	Senior Overseas Executives	26	26	26
Gender	Female	359	378	375
	Male	411	374	388
By Employment Type	Full-Time Employees	685	681	635
	Temporary Employees	85	71	128
By Age	20s	151	138	145
	30s	382	361	349
	40s	184	197	208
	Over 50s	53	56	61

* 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)
* 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 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, female employees accounted for 49.1% of the workforce in 2025, and non-registered female executives made up 30.8%, in line with European ratios (30% to 40%).

Policy	Details
Securing Global Diversity	• 2025 regional employee percentage (Asia 80.5%, Europe 9.8%, Central & South America 3.8%, North America 3.5%, Oceania 2.4%)
Hiring Female Talent	• Female employee percentage (46.6% in 2023, 50.3% in 2024, 49.1% in 2025) • Female non-registered executive percentage (30.8% in 2023, 36.4% in 2024, 30.8% in 2025) * 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 2025 (Base pay 88.7%, Base pay + year-end bonus 87.2%)
Employment of People with Disabilities	• Number of employees with disabilities (based on current employees) (5 in 2023, 5 in 2024, 5 in 2025)

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
Selection of IECC members by years of service (3-year increments) and by job category (product, service, company)

Meeting Frequency
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 One-Self." • 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.

Operating Participatory Communication and Grievance-Handling Channels for Employees

Atomy runs the "Atomy Voice Hotline," an integrated channel where every employee can speak up and recognize one another. It combines improvement suggestions, peer praise, and anonymous reporting in one place. Each submission is reviewed by the responsible department and followed up with improvement measures. The anonymous reporting feature lets anyone raise a concern regardless of rank or affiliation. The channel also puts two principles of Atomy's organizational culture into practice. One is the "Chutzpah Mindset," which means asking questions and discussing issues persistently, without being bound by formality or authority. The other is "Unwarranted Meddling," which means not drawing a strict line between your work and mine. In addition, the channel works as an internal control that detects risks within the organization at an early stage.

Improvement Suggestions	Peer Praise	Anonymous Reporting
• Employee suggestions on the work environment and company facilities are accepted at all times • Cafeteria menu suggestions are collected and reflected in actual meals	• Employees can record their appreciation for colleagues' contributions and collaboration • Serves as a foundation for spreading a culture of recognition among employees	• Employees can anonymously report concerns about the work environment and issues within the organization • Reporters' identities are kept confidential by design, ensuring psychological safety

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. In particular, Atomy sees giving employees opportunities to grow as part of its responsibility as a company to society, and since 2010 it has covered tuition for graduate degree programs related to their work. This support strengthens employees' job expertise and confidence and deepens their engagement at work, while also helping to develop talent over the long term and fostering harmony and cooperation among employees.

Holistic Lifecycle Welfare Program

Leisure and Culture	• Overseas travel expense support for families, 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 job-related tuition and education expenses (38 employees in graduate programs to date, approximately KRW 559.5 million) • Support for book purchase expenses • Company-wide access to paid AI tools (Gemini, 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 severance pay 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

To extend its welfare benefits into new areas that employees increasingly need in their lives, Atomy established an employee welfare committee in 2026. The committee is now discussing new programs, such as an on-site care facility and housing purchase loan support. Atomy plans to keep gathering employee input and refining its welfare programs.

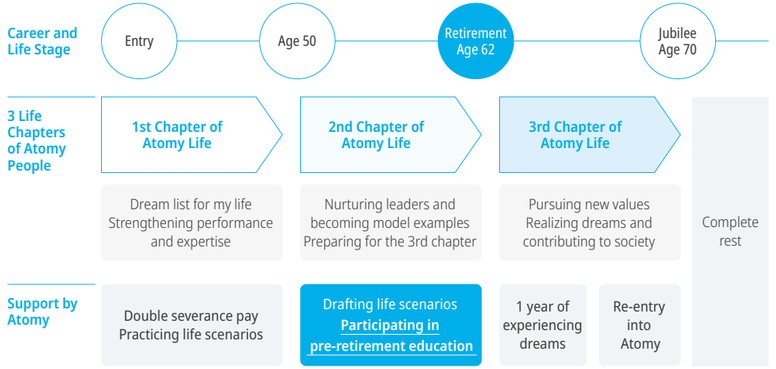


Lifecycle Design Support Program Including Post-Retirement

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



Establishing Capacity-Building and Growth Support System

Atomy firmly believes that future-oriented talent is key to driving organizational growth. To support this, Atomy 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 Center (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 Consumer 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 six 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 six 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

To strengthen employees' job expertise and embed the company's core values, Atomy runs an integrated learning platform, the "Atomy Monthly Council." In 2025, a total of 537 participants (counting repeat participation) took part in programs including the New Hire College, the Global Talent Development Program, AI Capacity-Building Program, Executive Coaching, and CCM training. These programs improve employees' understanding of their jobs and their leadership skills, and they reinforce the foundation for establishing the organizational culture and developing future talent.



Year	Program	Number of Participants
2023	Atomy College (Atomy philosophies and core values)	All employees
	Global Leader Program (leadership training)	44 people
2024	AI Capacity-Building Program (using AI solutions for daily work)	30 people
	Global Leader Program (leadership training)	32 people
	SMART Coaching Training (capacity-building for coaching communication skills)	29 people
	1:1 Executive-Level Coaching (coaching leadership)	26 people
	Strength Diagnosis Workshop for China Branch (finding personal strengths and professional competencies using Gallup Diagnosis Tool)	38 people
	CCM Training (training about Consumer Centered Management)	128 people
	Employee Compensation Plan Training (understanding about the Compensation Policy for commissions)	192 people
	Global Talent Development Program, Korean Course (leadership training)	12 people
2025	Global Talent Development Program, Chinese Course (leadership training)	16 people
	Data Literacy Training (data analysis)	15 people
	Atomy Korea and Taiwan Young Leader Leadership Training (Atomy's "Atomy DNA" and "Super VUCA" Philosophy)	20 people
	CCM Training (Professor Kim Kyung-il, "The Psychology of Challenge: Who Takes Action")	203 people
	CCM Training (Dr. Choi Ji-hye, "Proposed Lifestyle Trends of the People in their 50s and 60s for Atomy")	203 people
	Mid-Level Leader (Atomy Value Driver) Training (leadership training: book discussions and meetings with the CEO)	34 people
	OKR Training (training by an external expert on OKR strategy setting and execution)	34 people

CASE 3. 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 0% accident rate for three consecutive years, maintaining a stable work environment. 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	2023	2024	2025
Number of Fatal Accidents	0	0	0
Industrial Accident Rate	0	0	0
Occupational Disease Rate	0	0	0



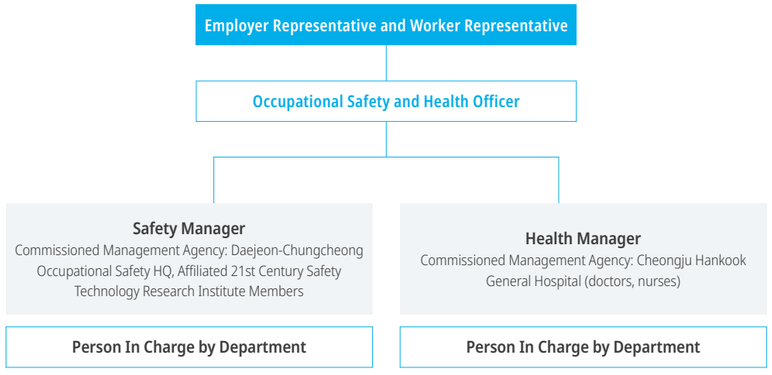

CASE4. Introduction of "Virtue Points," a Peer-to-Peer Recognition and Reward Program

Atomy awards "Virtue Points" worth KRW 600,000 to employees at its Korea headquarters every six months. Employees do not keep these points for themselves. Instead, they give them to colleagues they are grateful to have worked with, and the points received are added to the recipient's salary as an actual reward. By placing the power to distribute rewards in the hands of peers rather than evaluators, the program ensures that collaboration and thoughtfulness, which rarely show up in performance metrics, receive fair recognition within the organization. The program also puts two principles of Atomy's organizational culture into practice in a reward system: the "Amoeba Organization," which forms teams around contribution rather than rank, and "Do It One-Self," which delegates authority based on mutual trust. Going forward, Atomy plans to accumulate operating results and keep reviewing how effectively the program spreads a culture of recognition among employees.

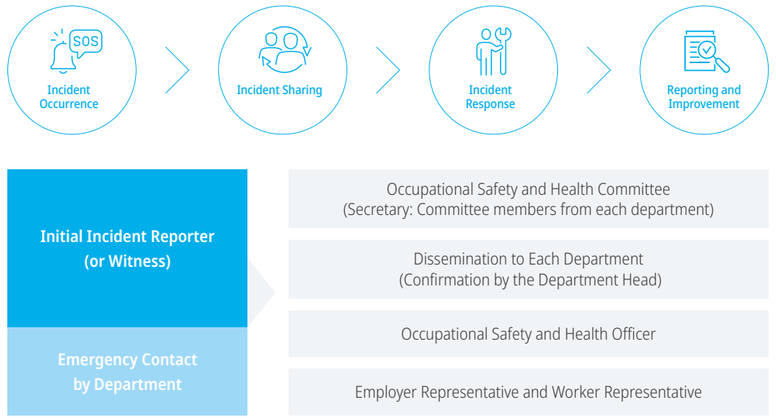
Occupational Safety and Health Committee

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



Accident Response Process



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

2023	2024	2025
227people	210people	206people

* 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

2023	2024	2025
25people	40people	21people

Creating a Happy and Safe Workplace for Employees

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

Atlecoc (badminton), crossfit_ muscle Club, FC Valocha, ADP Running Club, ABC Basketball, etc.



Mental Wellbeing

Lunch Menu Recommendation_ Gongju_Sejong (culinary exploration), Music Lesson Club, Atomy Flowers, Programming Club, etc.



Community Building

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	2023	2024	2025
Training Hours	2 hours	2 hours	2 hours
Cumulative Training Participants	234 people	210 people	203 people

Internalizing a Culture of Respecting Human Rights

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 discriminate between men and women in the recruitment, hiring, training, assignment, promotion, retirement age, resignation, or dismissal of employees.

Principle 2.

The company shall respect the human rights of persons with disabilities, prohibit discrimination against them, and provide reasonable accommodation.

Principle 3.

The company shall not discriminate in performance evaluations or peer evaluations based on an employee's political views, gender, race or ethnicity, age, religion, national or regional origin, physical characteristics, social status, physical condition, or mental or physical disability.

Principle 4.

The company shall make active efforts to implement flexible work arrangements, and shall not discriminate against employees who apply for them in compensation, benefits, promotion, transfer, training, or performance evaluation because of their use of such arrangements.

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 General 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 Atomy Voice Hotline
Providing Safe and Enjoyable Working Conditions	• Zero violation • Operation of Atomy Voice Hotline
Fair Selection and Support for Partnering Companies' Human Rights Respect Management	• Zero violation • Operation of partnering company 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 Compassion Korea 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 2023 to 2025, these programs were conducted annually in both online and offline formats. Particularly, since 2024, the sessions have been 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
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)
2025	• 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	2023	2024	2025
Childbirth Leave	Women	People	4	9	7
	Men	People	4	4	11
Childcare Leave	Women	People	4	9	9
	Men	People	–	2	4
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 2025

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.

Internalizing a Culture of Respecting Human Rights





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 persons 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

79
Enhanced Customer and Member Satisfaction and Brand Management

84
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 the third consecutive time, 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 • Building an integrated response system based on Voice of the Customer (VOC) • Regular monitoring of customer feedback through Idea Square	• HQ-led on/offline seminars • Songnisan Forest-based complex training and education system • Operation of Subcommittees • Online Success System • Operation of the personalized wellness platform "Acare"
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 • Demonstrated digital competitiveness by winning the grand prize for web and app services	• Realized participation-based governance with Subcommittees • Customers' economic independence through Atomy Success System • Practiced sharing and spread of social value based on economic independence • Built a virtuous cycle of customer engagement and growth based on data and AI

*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 protects the Earth's environment** Environment: Protecting the environment through purchases Social: Kind giving and shared growth through purchases Governance: Embedding ethical management and customer service

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

Roadmap	Step1 | Introduction	Step2 | Widespread Adoption	Step3 | Settlement
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

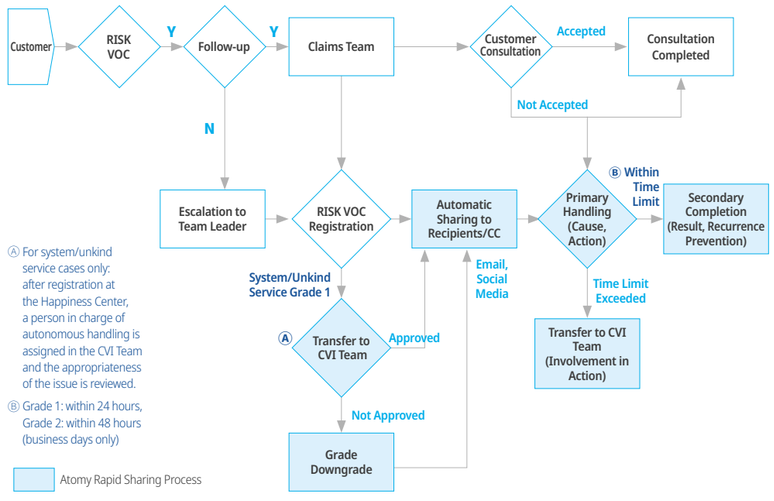
Strengthening Customer-Centered Quality Management with ISO Certification

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 Integrated Response System Based on Voice of the Customer (VOC)

Led by the Customer Happiness Center, Atomy runs a standardized customer response process that moves from screening risk VOCs through approval and handling to follow-up management. Incoming VOCs are classified by importance as risk VOCs, then managed through approval and grading procedures, and the claims team and related departments respond quickly. Handling is divided into two stages: primary handling, which addresses the cause, and secondary handling, which covers the outcome and prevents recurrence. If handling is delayed, an alert and time-based management system helps keep response times under continuous control. Alongside running the VOC handling process, Atomy also provides customized training and management philosophy training for customer service staff, continuously improving the quality of customer satisfaction.

VOC Response Process



Capacity-Building Program for Customer Happiness Center Representatives

Training for CS skills and management philosophy	Promotion and overseas training for high-performing representatives	Tailored training for representatives, managers, and experts	Motivation programs for representatives, such as the Healing Workshop





"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 Consumer Centered Direct Selling Strategy

Atomy became the first company in Korea to acquire the CCM (Consumer Centered Management) certification for the third consecutive time, 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)[3] 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.

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.







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 4. Demonstrating Digital Competitiveness by Winning Grand Prizes for Web and App



Atomy's global online shopping mall won grand prizes in both the web and app categories at the 2025 i-AWARDS Korea, earning official recognition for the competitiveness of its digital platform. Judged by about 4,000 web and app experts, this evaluation is one of Korea's leading internet service awards, and Atomy received high marks in the marketing innovation and specialty shopping fields. Atomy has made shopping more convenient through user-centered UX design, an intuitive interface, content optimized for global users, and stronger personalized features, and the company continues to refine the customer experience on that foundation.

HQ-led On/Offline Seminars

Atomy hosts a wide range of online and offline seminars to systematically support customer success and growth. As of 2025, a cumulative total of 17,758 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 Songnisan 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 unhealthy practices unique to network marketing and discussion on establishing an internal Code of Ethics
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 briefing that delivers product updates and the latest news from Korea and abroad, and helps members set the direction of their Atomy business

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

Operating "Acare," a Personalized Wellness Platform

With "Acare," its data- and AI-based platform, Atomy supports personalized health management and lifestyle improvement, helping members follow through and build lasting habits.

Data and AI	A core digital platform that analyzes personal health data and lifelogs, and supports personalized action and habit building
Expert Group	A professional support system in which doctors and healthcare experts, working through hospitals and the digital platform, understand each member's health and turn that understanding into care members can act on
Products	Curated health and beauty, shopping, and wellness picks that recommend the most effective Absolute Quality, Absolute Price solutions based on personal data
Network	Reinforcing lasting healthy habits and business growth through the Atomy network, where members' experiences and practices spread



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
2 Years and 9 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 sharing 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 2025, the Association has contributed a cumulative KRW 2.6 billion and provided support in 1,473 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

CASE 3. Building a Virtuous Cycle of Customer Engagement and Growth Based on Data and AI

Atomy has built an engagement-based structure that encourages customers to improve their lifestyle habits and change their behavior. It does so through "Acare," its data- and AI-based personalized wellness platform, which combines analysis of personal health data with personalized services. AI coaches, community features, and challenges keep customers engaged, and by linking each person's health management experience to product use and activity, Atomy is strengthening a cycle in which consumption and engagement reinforce each other. The result is a data-based, personalized service framework that connects customers' health management, product use, and community activity, and it is moving Atomy's business from product-centered to service-based.



CASE 4. Strengthening Business Capabilities through Leader Training

Atomy runs a range of offline training programs for members and leaders in Korea and abroad, systematically strengthening their business capabilities and leadership. Atomy's flagship seminars are the Success Academy and the One-Day Seminar, and the company also offers training tailored to each audience: business seminars for members, the "Small Class" focused on product education, and a leader growth seminar that builds the leadership skills of key leaders. The Global Songnisan Success Academy, held for global members, drew 8,200 participants in the first half of 2026, raising business motivation through on-site product education and shared vision. Atomy also continues hands-on capability building, such as the "Decisive Speed Challenge," in which employees and leader members visit centers across the country in person to hear concerns on the ground and energize the organization.



06. SHARING CULTURE FOR A BETTER SOCIETY

92
Building a Localized Support System

102
Spreading a Participatory Sharing Culture

Sharing Culture for a Better Society

Based on the philosophy that a company is rooted in society and that the true path to communication between the two lies in sharing, Atomy has carried out social contribution activities every year since its founding. 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 is developing a culture of participatory sharing built around three strategic themes: community-based volunteering, member-led sharing, and experience-based donation campaigns. Centered on 10 regions nationwide, everyday volunteer activities, donation projects worth hundreds of millions of won, and donation campaigns with thousands of participants are making sharing a part of daily life while keeping it sustainable. This framework is establishing itself as a community-based social contribution model that grows together 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	
• 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

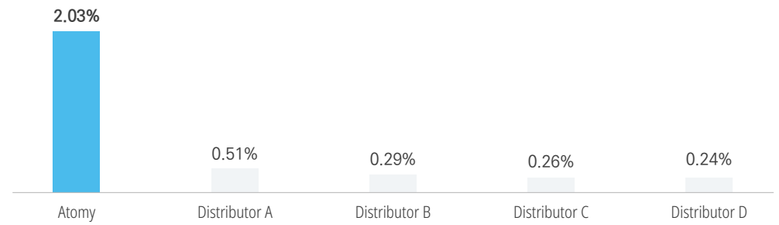
Atomy Donations

Over the past three years, Atomy's donations averaged 1.90% of sales, about 30 times higher than the 0.06% average of major Korean distribution companies.

Details	2023		2024		2025	
	Atomy	Major Distribution Companies	Atomy	Major Distribution Companies	Atomy	Major Distribution Companies
Donations (KRW 100 million)	168	1,230	272	1,420	256	1,506
Sales (KRW 100 million)	11,834	2,059,483	12,096	2,194,842	12,641	2,307,296
Percentage (%)	1.42	0.06	2.25	0.06	2.03	0.07

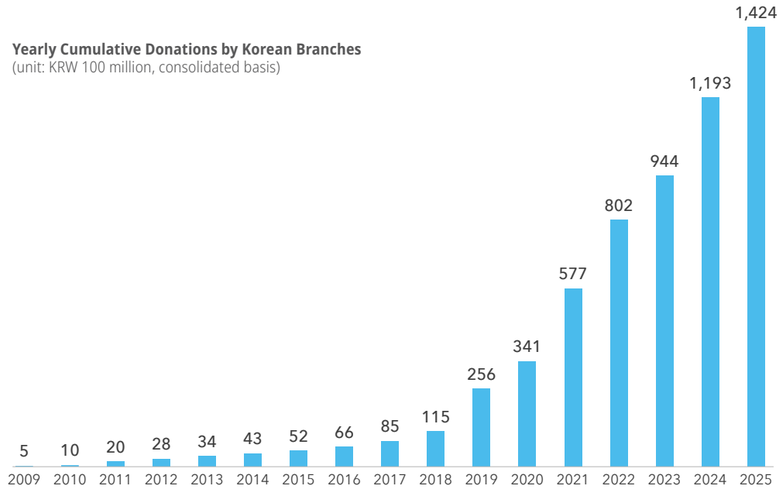
* Major distribution companies: 39 distribution companies among Korea's top 500 companies by 2025 year-end sales, on a consolidated basis for comparison (Source: CEO Score)

Ranking of Atomy and Major Korean Distribution Companies by Donations as a Percentage of 2025 Sales



Beginning with a KRW 500 million donation in 2009, Atomy has steadily expanded the scale of its social contributions, and its cumulative donations on a standalone basis reached KRW 142.4 billion in 2025.

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



Building a Localized Support System

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 on regional hubs since its founding in 2009

Delivered donated goods worth KRW 41.5 million to 600 vulnerable households as holiday support in 2025

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 2025, Atomy provided KRW 7.9 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. Expanding Tailored Daily Living Support for Vulnerable Groups

Atomy has consistently donated daily necessities for vulnerable groups on major holidays such as Lunar New Year and Chuseok. For Lunar New Year 2023, Atomy donated about 3,900 items worth KRW 55 million, covering nine flagship products including Atomy Tofu Snack, Potato Ramen, and Good Gomtang (beef bone soup), to Gongju City, which delivered them to low-income households and social welfare facilities in the city. For Chuseok 2024, Atomy donated goods worth KRW 39 million, including ramen and toilet paper, bringing a warm holiday to 1,900 households and 35 social welfare facilities. In 2025, Atomy donated daily necessities worth KRW 41.5 million, including ramen, roasted seaweed, and toilet paper, to Gongju City to help 600 vulnerable households in the community prepare for the holidays. The giving continued at Lunar New Year 2026 with donations of toilet paper, ramen, soy milk, and scorched rice (nurungji). Beyond the holidays, Atomy provides regular monthly support to 100 low-income households in Gongju and continues seasonal giving, including kimjang kimchi and flagship winter products. Atomy has also expanded situation-specific support for vulnerable groups in the region, such as donating 17,160 packs of instant rice (worth about KRW 20 million) and providing 200 sets of samgyetang for seniors during heat waves.





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 scorched rice (nurungji) 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. 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, low-income households and the bereaved families of firefighters who died in the line of duty. 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 47 billion (as of July 2026) Sponsoring 11,000 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, Bread 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	Donation of about 1.2 million sanitary pads through a "1+1" model Support for female youth and vulnerable groups
Support for the Bereaved Families of Firefighters Who Died in the Line of Duty	Signed an MOU with Fallen Fighters Survivor Hope Sharing and donated KRW 2 billion Building a stable livelihood and sustainable support system for the bereaved families of firefighters who died in the line of duty
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	A total of KRW 3.2 billion donated from 2016 to 2027 (planned) 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 a multi-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 Jemin Stream, planting 5,000 four-season roses

CASE 1. Donation of KRW 47 billion and Regular Sponsorship of 11,000 Children Worldwide with Compassion Korea

Atomy has donated a cumulative total of KRW 47 billion (as of July 2026) 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 11,000 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. Responding to Wildfire Damage and Building Community Recovery Infrastructure with the Community Chest of Korea

In response to the 2025 wildfires that struck the Yeongnam region, centered on North Gyeongsang Province, Atomy donated KRW 10 billion in cash and relief supplies worth KRW 350 million to the Community Chest of Korea, the largest private donation ever made for a single disaster. About KRW 4.7 billion of this went to support victims and bereaved families, and children's care facilities received daily necessities and psychological recovery programs. Part of the donation, about KRW 3.26 billion, was used to build a multi-purpose community center that helps residents return to daily life and revitalizes the community. Another KRW 1.9 billion supported the "Visiting Happiness Hospital" program, helping the region recover and close gaps in medical care. This case combines the agility of private-sector response with the systematic execution of a public institution, and it made a real contribution to community recovery during the disaster.





CASE 3. Donation Campaign for About 1.2 Million Sanitary Pads: "Cherish My Body, Cherish Your Body"

In 2025, alongside the launch of its "Pureday" sanitary pads, Atomy ran a 1+1 donation campaign called "Cherish My Body, Cherish Your Body." For every pack of sanitary pads a consumer bought, Atomy delivered one pack of the same product to adolescent girls and women in vulnerable circumstances who fall through the gaps in social protection. Working with an international development NGO, the campaign supplied about 1.2 million pads in total over its first and second rounds (worth about KRW 330 million) to women in need in Korea and abroad, including Cambodia and Rwanda. Through this campaign, Atomy put participatory social contribution into practice by linking consumption with giving, and helped protect women's hygiene and health rights.



CASE4. Opening Korea's First Integrated Support Center for Single-Parent Families

In 2019, Atomy established the KRW 10 billion "MOM Who Cherishes Life" fund to help unmarried teen mothers and single-parent families become self-reliant. Atomy then donated an additional KRW 700 million through 2025, continuing integrated support that covers housing, treatment, living expenses, and education. In 2026, Atomy opened the "Integrated Support Center for Single-Parent Families" on the foundation of this fund. The center is a one-stop support facility offering welfare, education, and care services, helping beneficiaries build a stable foundation for daily life and strengthen their ability to live independently.



Multi-Purpose Community Center for Single Parent Households Drawing

CASE5. Building a Support System for the Bereaved Families of Firefighters Who Died in the Line of Duty

To support the bereaved families of firefighters who died in the line of duty, Atomy signed a memorandum of understanding (MOU) with Fallen Fighters Survivor Hope Sharing and launched a support program totaling KRW 2 billion. The program was created to build a more stable and lasting support system for these families, including the families of firefighters who died in the April 2026 cold storage warehouse fire in Wando County, South Jeolla Province. The support includes tailored assistance such as condolence payments, tuition for children, and living and medical expenses. Rather than one-time aid, the program is planned to operate as a long-term, systematic welfare model built on a fund structure. Through this effort, Atomy honors the sacrifice of firefighters who devoted themselves to public safety and is building a sustainable social contribution framework that supports their families' stable livelihoods and independence.



CASE 6. 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 7. Participation in the Development of the Jemin Stream Rose Tourist Path in Gongju

Atomy partnered with Gongju City, where its headquarters is located, to create a 670-meter-long "Rose Tourist Path" along the Jemin 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. Employees of Atomy's subsidiary, Hongsamdan, have also joined volunteer activities to water the roses and tidy the surrounding environment along this stretch, continuing to look after the site after its creation. This is a case that goes beyond a one-time donation and extends into the ongoing management of local public space.



CASE 8. 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 persons with disabilities, and daytime care and study spaces for underprivileged youth, thereby strengthening community welfare and inclusion.



CASE 9. Local Mutual Growth Donation Programs with the Korean Red Cross

To support both vulnerable groups who had fallen through the cracks during the prolonged COVID-19 pandemic and small business owners struggling with lost sales, Atomy partnered with the Korean Red Cross in 2021 to launch the Golden Lunchbox Project. The project bought ingredients from Gongju Sanseong Market, turned them into lunchboxes, and delivered them. In 2026, Atomy worked with Gongju City and the Korean Red Cross to donate 576 boxes of Atomy Potato Ramen Instant Noodle and other goods, continuing its support for local vulnerable groups and welfare organizations. Through this work, Atomy is building a collaborative social contribution model that strengthens the community safety net while supporting small business owners.

CASE 10. 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.

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

CASE 11. 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 12. 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

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

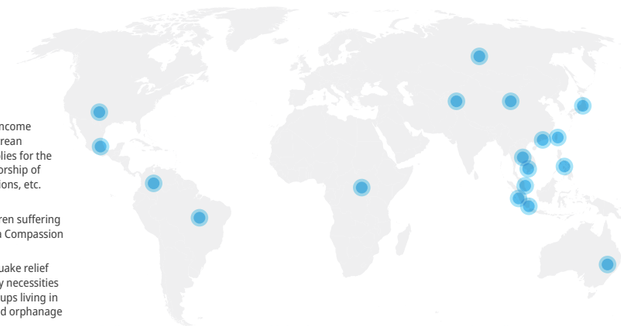
Russia
Providing Atomy products to orphans, persons with disabilities, etc. and support for treatment costs and living expenses for children with cancer

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

Kyrgyzstan
World Cleanup Day Project

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

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



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











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. Expanding Locally Tailored Scholarships and Education Infrastructure Support for Vulnerable Youth in Indonesia



Atomy is running locally tailored scholarship programs for educationally disadvantaged students in Indonesia. In 2023, Atomy provided a total of USD 400,000 (about KRW 537 million) over four years to 30 incoming students from Compassion programs who entered Jakarta International University (JIU), covering enrollment fees, tuition, dormitory costs, meals, and activity expenses. In 2026, Atomy donated KRW 1 billion toward building a student dormitory at JIU, expanding educational infrastructure to house about 300 students. This support goes beyond easing the problem of students dropping out due to financial hardship and extends to creating a stable learning environment. The program is developing into an integrated social contribution model that combines scholarships with education infrastructure. Through this, Atomy is strengthening the foundation for young people overseas to become self-reliant and, in cooperation with local communities and educational institutions, laying the groundwork for sustainable global growth.

CASE 5. Support for Mobile Medical Services 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

Building a Localized Support System

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.

Spreading a Participatory Sharing Culture

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.

- A cumulative total of 300,000 coal briquettes delivered by about 350 participants a year across 10 regions, supporting 1,000 households
- Community-based volunteer services addressing local needs, such as labor shortages in farming households
- Donations of daily necessities to local welfare facilities and regular visits
- Regular volunteer and donation activities through center-based volunteer groups

Spreading a Participatory Sharing Culture



CASE 1. Sharing Love through Kimchi Making and Briquette Delivery

Since 2013, Atomy has held kimjang (kimchi-making) volunteer events with about 200 employees, members, and local volunteers, delivering the kimchi to vulnerable groups in the community. Since 2015, Atomy has recruited about 150 member volunteers each year to deliver coal briquettes, expanding from the original 7 regions to 10 with the addition of 3 more. In each region, 100 households receive support, so about 300,000 coal briquettes reach 1,000 households in total. As part of these activities, about 150 volunteers made 3,300 kg of kimjang kimchi in 2025 and delivered it to low-income households and senior centers.



CASE 2. Volunteering at Chestnut Farms in Gongju



To help ease the labor shortage on chestnut farms in Jeongan-myeon, Gongju, about 40 Atomy employees volunteered to harvest chestnuts. The effort responded to a request from the local community to fill the gap in farm labor caused by a decline in foreign workers, and it helped sustain

local agricultural productivity. Hongsamdan, an Atomy subsidiary, also volunteered to help harvest garlic scapes at farms in Jeongan-myeon, Gongju, that were short of workers during the busy farming season. About 40 people took part, including Hongsamdan employees and officials from Gongju City and related organizations, easing the farms' workload. Through these efforts, Atomy supported local farms and continued to grow together with the community.

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 321.9 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 a Sharing 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 321.9 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 giving 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 Bazaar in 4 years, raising a cumulative total of KRW 346.4 million	Developing talent through a cumulative donation of about KRW 1.05 billion through "Atomy RUN" and support for schools in Korea and abroad
Spreading a culture of blood donation through the participation of 322 people in 2025 under an agreement with the Korean Red Cross	Employees and members actively participating in CSR through participatory sharing campaigns
Supporting healthy growth through youth sports sponsorship and helping spread a culture of giving among members	

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. In addition, in 2026, Atomy donated KRW 50 million in scholarships to nurture local talent, using funds raised through Atomy RUN, as support expands to communities across Korea. 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



To address the imbalance in the blood supply and spread a culture of sharing life, Atomy signed a memorandum of understanding (MOU) with the Blood Services Headquarters of the Korean Red Cross and is running regular blood donation campaigns. Since signing the agreement at the Success Academy in January 2025, Atomy has continued a voluntary blood donation drive involving employees and members, and a total of 322 people took part in 2025. Through this partnership, Atomy practices life-sharing in a tangible way and contributes to establishing a nationwide culture of blood donation.

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 116.4 million in 2018, and KRW 100 million in 2019, totaling KRW 346.4 million.





07. RESPONSIBLE MANAGEMENT THROUGH “INTEGRITY AND GOODNESS AS BEST STRATEGY”

114
Ethical Management and Practice

121
Risk Management System

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.

Implementation 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

	Building and Practicing an Ethical Management System	Strengthening Risk Management
Strategic Agenda		
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, demonstrating the robustness of the information security system • Disclosed management information and improved transparency through meetings with local journalists	• 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 2025, the company’s capital stood at KRW 1 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	68	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
HR Committee	Reviewing workplace grievances 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 2025, 14 board meetings were held, deliberating and deciding on 22 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	2023	2024	2025
Total Number of Board of Directors Meetings	33	33	14
Number of Agendas	36	41	22
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

of HemoHIM, an individually recognized health functional food for improving immune function, conveyed Atomy's R&D spirit and the philosophy behind its flagship product. In 2026, Atomy published "A Global Merchant Held by God," which records Chairman Park's faith and management

experience and shares his values on management principles such as Absolute Quality, Absolute Price, shared growth with partnering companies, customer-centered management, and social contribution. Atomy also holds meetings with local journalists in Gongju, where its headquarters is located, to explain its business plans and contributions to the community in person. Through these and other channels, Atomy continues to share its management philosophy, ESG values, and key management information with the public.



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 expresses 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 Ethics 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 are 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)

- Emphasizing core values and the Integrity and Goodness as Best Strategy through messages to all global employees, messages to key leaders of global branches, and workshops for branch heads
- 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 and core values.

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
- Providing education on core values and "Integrity and Goodness as Best Strategy" to experienced hires who join throughout the year, based on Atomy's required reading and onboarding materials

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.

Number of Authenticity Management	2023	2024	2025
	3 times	3 times	3 times

Operation of Grievance Consultation System

Atomy operates the Grievance Consultation System, both online and offline, so that it can respond quickly to a wide range of ethical issues, including sexual harassment, stress-related harm, and violations of the Code of Ethics. The system is built on a step-by-step handling process for each case, which includes review and investigation of the report, internal measures, and notice of results, as well as strict confidentiality.

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 its 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 continues 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 practices 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 data 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 data, 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 Security	• 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 managing 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 • Automating 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 linking 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 Leading to a Healthy Network Culture

To encourage members to conduct business based on integrity and principle, Atomy established a Code of Ethics and implemented various initiatives to promote an ethical culture. Through the Global Code of Ethics 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, both online and offline, so that it can respond quickly to a wide range of ethical issues, including sexual harassment, stress-related harm, and violations of the Code of Ethics. Built on a step-by-step handling process for each case and strict confidentiality, the system goes beyond simply handling issues after the fact and serves as a safeguard that prevents ethical problems in advance and provides psychological security. From 2023 to 2025, reports related to sexual harassment, stress-related harm, and violations of the Code of Ethics remained at zero for three consecutive years, showing that ethical risk within the organization is being managed stably.

Number of Reports to Grievance Consultation Center

Grievance Type	2023	2024	2025
Workplace Bullying	0 case	0 case	0 case
Sexual Harassment	0 case	0 case	0 case
Stress-related Harm	0 case	0 case	0 case
Violations of Code of Ethics	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 three years from 2023 to 2025 in the areas of "product labeling," "product safety," and "marketing communications," contributing to the protection of customer rights and the strengthening of trust.

Category	2023	2024	2025
Product and Service Information and Labeling	0	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 2023 to 2025, demonstrating the robustness and effectiveness of its information security system and reinforcing customer trust.

Category	2023	2024	2025
Number of Privacy Breaches	0 case	0 case	0 case

CASE5. Disclosing Management Information and Improving Transparency through Meetings with Local Journalists

Atomy holds meetings with journalists in Gongju, where its headquarters is located, to share the company's key plans and results with them directly. At the meeting held in February 2026, Atomy shared the progress of its plan to build the Atomy Research Center, the ripple effects of its seminars on the local economy, its social contribution activities, and the state of its business in Korea and abroad. These meetings apply two principles to external communication: the employee code of conduct "I do not exaggerate my achievements," and the philosophy of "Integrity and Goodness as Best Strategy." In doing so, the meetings make information about the company easier to access and help build a communication structure that can be verified.

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.



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 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 the 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 suppliers' 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 the 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 proactivity, 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 the 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 supplier 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 2023 to 2025.

Type	2023	2024	2025
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

APPENDIX

126
ESG DATA

138
GRI INDEX / UN SDGS / SASB / WEF IBC SCM / K-ESG

149
AFFILIATED ASSOCIATION AND KEY CERTIFICATES/AWARDS

ESG Data

Economic Performance

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

Category	2023	2024	2025
Current assets	606,002	622,390	681,772
Non-current assets	348,602	428,971	491,865
Total assets	**954,605**	**1,051,362**	**1,173,637**
Current liabilities	190,566	194,958	190,716
Non-current liabilities	13,876	9,650	12,699
Total liabilities	**204,443**	**204,609**	**203,416**
Capital	1,000	1,000	1,000
Capital surplus	−111	−107	−104
Capital adjustment	−	−0.023	−0.023
Accumulated other comprehensive income	3,986	17,778	26,612
Retained earnings	739,243	821,361	933,739
Total capital	**750,161**	**846,753**	**970,221**
Non-controlling interests	6,043	6,721	8,973

Income Statement Summary (unit: KRW 1 million)

Category	2023	2024	2025
Sales	**1,183,447**	**1,209,640**	**1,264,086**
Cost of goods sold	646,671	641,574	654,189
Gross profit	536,776	568,065	609,896
Selling and administrative expenses	396,689	388,581	408,390
Operating profit	**140,086**	**179,484**	**201,506**
Non-operating profit	45,753	61,023	69,954
Non-operating expenses	50,858	65,281	57,050
Income Before Income Tax	134,981	175,227	214,410
Income Tax Expense	50,424	52,936	61,564
Net Income	**84,556**	**122,290**	**152,846**

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

2023	2024	2025
1,880,412	1,917,823	1,981,429

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

Stakeholders	2023	2024	2025
Partnering companies	643,111	637,412	650,192
Customers and members	696,965	708,183	717,343
Government	62,586	65,388	74,957
Employees	77,437	76,825	87,826
Society	16,782	27,239	25,631
Shareholders and creditors	40,000	40,000	40,052
Total	**1,536,880**	**1,555,047**	**1,596,002**

Environmental Performance

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

Atomy	Classification	2023	2024	2025
Scope1	City gas (LNG)	0.466	0.475	118
Scope2	Power	622	621	549
Total (tCO_2eq)		622	621	669
GHG emissions intensity (KRW unit based on sales) (tCO_2eq /KRW 100 million)		0.05	0.05	0.05

Hongsamdan	Classification	2023	2024	2025
Scope1	City gas (LNG)	76	57	51
Scope2	Power	688	737	746
Total (tCO2eq)		764	794	797
GHG emissions intensity (KRW unit based on sales) (tCO_2eq/KRW 100 million)		8.85	8.97	12.7

* Because of the nature of its manufacturing process, the Hongsamdan site operates around the clock, which keeps its electricity and city gas use relatively stable.

Raw Material Usage (unit: ton)

Item	2023	2024	2025
Paper carton	120.4	110.1	106.4
Glass	138.7	160.0	608
Metal	10.9	9.2	7.6
Plastic	3,093.9	2,620.4	2,417.1
Total	**3,363.9**	**2,899.7**	**3,139.1**

* The amounts paid as contributions to the Korea Packaging Recycling Cooperative under the Act on the Promotion of Saving and Recycling of Resources, based on sales weight, were applied as the basis for calculation.
* Figures include new products (the increase in glass use in 2025 is attributable to higher sales of products in glass bottles, such as HemoHIM and Noni).
* The 2024 raw material use data has been corrected due to improvements in data collection criteria and calculation methods.

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

Atomy		Unit	2023	2024	2025
Electricity	Usage	kWh	1,353,014	1,299,791	1,315,061
	Energy intensity (KRW unit based on sales)	kWh/KRW 100 million	114.3	107.5	104.0
Gas		m³	9,182	8,596	55,002
Water usage		m³	26,905	7,316	7,388

Hongsamdan		Unit	2023	2024	2025
Electricity	Usage (kWh)	kWh	1,496,891	1,603,816	1,624,551
	Energy intensity (KRW unit based on sales)	kWh/KRW 100 million	17,339	18,130	25,869
Gas		m³	20,719	15,414	13,799
Underground water usage		Ton	2,122	1,967	2,459
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 increase in gas use in 2025 reflects higher heating and cooling demand due to expanded Park events and headquarters tours for overseas members.
* Following improvements to data collection criteria and calculation methods, the 2023 and 2024 electricity and energy intensity data for Hongsamdan have been corrected.

Hongsamdan	Unit	2023	2024	2025
Wastewater discharge	Ton	306.6	331.4	548.5
BOD	mg/L		84	208.1
COD	mg/L	N/A	37.4	128.9
SS	mg/L		9	26

* Hongsamdan operates as an individual discharge site within the Gongju Bomul Agricultural Industrial Complex 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 discharge limits and has established internal management standards that exceed regulatory requirements to ensure stricter operational control. To support the stable operation of the industrial complex's wastewater treatment 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 compliance 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 resources and expand shared resource utilization. In 2025, to raise food safety and hygiene standards, the Hongsamdan site tightened its washing procedures and increased the frequency of cleaning for equipment and work areas. The additional wash water this required led to higher wastewater discharge than in the previous year. Even so, the site continues to manage the quality of its discharge water to meet both legal discharge limits and internal management standards.

Waste Generation (unit: bags, ton)

Type	Unit	2023	2024	2025
Household waste	75L plastic bag	408	400	600
	100L plastic bag	–	–	–
Food waste	1000L	35	20	30
Recycled waste	Ton	15.2	7	8

Hongsamdan		Unit	2023	2024	2025
Waste	Recycling of waste synthetic resins (Manufacturing of intermediate processing waste)	Kg	6,960	10,610	8,410
	Intermediate disposal of other waste (General incineration)	Kg	-	–	–
	Waste organic solvent	Kg	-	-	–
	Total	kg	6,960	10,610	8,410

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

Violation of Environmental Laws and Regulations (unit: cases)

Category	2023	2024	2025
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
HemoHIM	• Removed head pads and reduced the weight of both set and individual boxes

Environmental Performance

Product name	Improvement details
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	• Redesign completed: recyclability improved from "Difficult" to "Average"
Hydra Balm / Reset Balm	• Easy to recycle with a single material, ALL PP (olefin-based)
All products except large-capacity items of 200 ml or more	• Recycled paper (CCP R30) applied
Absolute Mask	• Refills sold separately
Noni Products	• Upgrading recyclability grades (ongoing)
The Fame Cream	• Refills sold separately (ongoing)

Employees (unit: people)

Category		2023	2024	2025
All		770	752	763
By region	Domestic	303	269	270
	Overseas	467	483	493
	Global senior manager	26	26	26
By gender	Female	359	378	375
	Male	411	374	388
By employment type	Full-time	685	681	635
	Temporary	85	71	128
By age	20s	151	138	145
	30s	382	361	349
	40s	184	197	208
	50s and above	53	56	61

* 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)
* 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 network marketing operations, strategic support for product sourcing, design, planning, export (in consultation with headquarters), and operational management
* The 24 on-site personnel who are not Atomy employees but belong to outsourced or partnering companies perform headquarters operations support work, including the in-house cafe (1), cafeteria operations (9), cleaning (8), facilities and electrical work (3), security (2), and the information desk (1).

Social Performance

New Employees (unit: people)

Category		2023	2024	2025
All		76	50	70
By region	Domestic	15	2	18
	Overseas	61	48	52
Gender	Female	43	29	38
	Male	33	21	32
By age	20s	41	26	36
	30s	21	17	22
	40s	11	5	10
	50s and above	3	2	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)
* Overseas: Based on Atomy overseas branches

Turnover (unit: people)

Category		2023	2024	2025
All		76	96	71
By region	Domestic	15	32	20
	Overseas	61	64	51
By Gender	Female	41	45	43
	Male	35	51	28
By age	20s	21	30	19
	30s	33	37	36
	40s	18	26	10
	50s and above	4	3	6

* 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)
* Overseas: Based on Atomy overseas branches

Diversity and Equality (unit: %, people)

Category	Unit	2023	2024	2025
Percentage of female employees	%	46.6	50.3	49.1
Percentage of female non-registered executives	%	30.8	36.4	30.8
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	2023	2024	2025
Percentage	4.4%	5.05%	8.12%

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

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

Type		Unit	2023	2024	2025
Maternity leave	Female	people	4	9	7
	Male	people	4	4	11
Parental leave	Female	people	4	9	9
	Male	people	–	2	4
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	2023	2024	2025
Total employee benefits	KRW	6,351,210,000	6,080,152,000	6,571,381,000
Total training and education expenditure	KRW	1,347,198,759	806,292,927	1,862,689,395
Number of employees educated and trained	people	232	210	203
Education and training expenditure per employee	KRW	5,806,891	3,839,490	9,175,810
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

2023	2024	2025
3	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	2023	2024	2025
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 258% of the monthly wage, calculated based on the 2025 minimum wage (KRW 10,030) 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	2023	2024	2025
Training hours	2	2	2
Accumulated number of trainees	234	210	203

* Training was conducted for full-time employees at Atomy headquarters. (Yearly variations exist, as the accumulated number of trainees includes overlapping employees.)

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

2023	2024	2025
227	210	203

* 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	2023	2024	2025
Information and labeling of products and services	0	0	0
Violation of safety and health regulations for products and services	0	0	0
Marketing communication	0	0	0

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

Category	Unit	2023	2024	2025
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	2023	2024	2025
Employees	25	40	21

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

Category	Unit	2023	2024	2025
Partnering companies	Number	76	88	82
Purchased amount	KRW 100 million	6,431	6,374	6,502

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

Category	2023	2024	2025
Management support funds	340	684	1,300
Support for quality improvement initiatives	109	54	146

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

ESG Dimension	Details	2023	2024	2025
Society	Total number of partnering companies	76	88	82
	Number of certified partnering companies	42	42	41
	Percentage of certified partnering companies	55.3%	47.7%	50.0%
Governance	Total number of partnering companies	76	88	82
	Number of certified partnering companies	8	8	8
	Percentage of certified partnering companies	10.5%	9.1%	9.8%
Environment	Total number of partnering companies	76	88	82
	Number of certified partnering companies	32	31	29
	Percentage of certified partnering companies	42.1%	35.2%	35.4%

* Following improvements to data collection criteria and calculation methods, the number and percentage of certified partnering companies for 2023 and 2024 have been corrected.

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	2023	2024	2025
Donation expenditure	KRW 1 million	16,781	27,239	25,631
Sales	KRW 1 million	1,183,447	1,209,640	1,264,086
Percentage of sales	%	1.42%	2.25%	2.03%

ESG Key Issue Management

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 advance global logistics based on the China International Logistics Center To strengthen certification, customs clearance, and localization for each country	202, 203	8 DECENT WORK AND ECONOMIC GROWTH

Key issue	Impact analysis of risks and opportunities	Risk management	Business strategy	Future actions	GRI	UN SDGs
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 competitiveness centered on "Absolute Quality, Absolute Price" Expanding growth drivers for new businesses and services based on 3A	To increase strategic investment to respond to global markets To strengthen profitability and cost management and the product portfolio	201, 416, 417	8, 9
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
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
ESG support and shared growth for partnering companies	Social 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
Fair trade and enhanced distribution transparency	Social criticism if unfair contracts or opaque distribution practices occur Strengthening brand reputation through enhanced transparency in distribution	Operating 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, 16
Expansion of sustainable products and services	Weakening product competitiveness if eco-friendly demand and regulations are not addressed Market differentiation through expansion of sustainable products	Monitoring of environmental regulations and certification standards Environmental assessment of products and packaging	Expansion of eco-certified products Product and packaging innovation based on 4R	To expand refill and reusable product lines To build a product life cycle management system	301, 306, 417	12

Key issue	Impact analysis of risks and opportunities	Risk management	Business strategy	Future actions	GRI	UN SDGs
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
Technological innovation and R&D investment	Weakening product competitiveness if technology development is delayed or investment is insufficient Product differentiation through securing R&D and intellectual property	Management of R&D results and intellectual property rights Joint development with partnering companies and technology verification	Expansion of technology-based functional products Product advancement through joint R&D	To establish a global research and education center To expand R&D infrastructure and technology development	416	9
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	Strengthening Acare services 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
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, 406	5, 10
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 growth support, including graduate school tuition, job training, and AI capability development	To enhance family-friendly and work–life balance policies To regularly improve welfare programs based on satisfaction surveys To advance and institutionalize AI training and contests	401 404	4, 8
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	Managing packaging recyclability and waste and recycling performance Fulfilling EPR obligations and operating electronic product resource circulation	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	9, 12

Key issue	Impact analysis of risks and opportunities	Risk management	Business strategy	Future actions	GRI	UN SDGs
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	
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	2–29, 3–1	
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, 2025 to December 31, 2025 based on the revised GRI Standards 2021.
	GRI 1 in use	GRI 1: Foundation 2021
	Industry	Currently unavailable: as of the reporting date in August 2026, the sector-specific standard for the retail industry applicable to Atomy has not yet been issued.

GRI Standard	Content		Page
GRI 2 : General Disclosures 2021	2–1	Organization details	10–13, 111
	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	138
	2–6	Activities, value chain and other business relationships	12–17, 54–57
	2–7	Employees	61–62, 130–131
	2–8	Workers who are not employees	130–131
	2–9	Governance structure and composition	28–29, 111–113
	2–10	Nomination and selection of the highest governance body	111
	2–11	Chair of the highest governance body	111–112
	2–12	Role of the highest governance body in overseeing impact management	26, 113–114
	2–13	Delegation of responsibility for managing impacts	29, 113–114
	2–14	Role of the highest governance body in sustainability reporting	29, 113–114
	2–15	Conflicts of interest	114
	2–16	Communication of critical concerns	114
	2–17	Collective knowledge of the highest governance body	112
	2–18	Evaluation of the performance of the highest governance body	112–113
	2–19	Remuneration policies	112–113, 132–133
	2–20	Process to determine remuneration	112–113, 132–133
	2–21	Annual total compensation ratio	131
	2–22	Statement on sustainable growth strategy	Chairman message
	2–23	Policy commitments	Chairman message, 28–29, 34, 42, 54, 60, 78, 90, 110
	2–24	Embedding policy commitments	Chairman message, 28–29, 34, 42, 54, 60, 78, 90, 110
	2–25	Processes to remediate negative impacts	23, 117
	2–26	Mechanisms for seeking advice and raising concerns	23, 117
	2–27	Compliance	133
	2–28	Membership associations	149
	2–29	Stakeholder engagement	22–25
	2–30	Collective bargaining agreements	Not applicable
GRI 3 : Material Topics 2021	3–1	Process to determine material issues	26–27
	3–2	List of material issues	27
	3–3	Management of material issues	135–137
GRI 201 : Economic Performance 2016	201–1	Direct economic value generated and distributed (EVG&D)	18–19, 126–127
GRI 202 : Market Presence 2016	202–1	Ratios of standard entry-level wage by gender compared to local minimum wage	132–133
	202–2	Proportion of senior management hired from the local community	130
GRI 203 : Indirect Economic Impacts 2016	203–1	Infrastructure investments and services supported	90–107
	203–2	Significant indirect economic impacts	18–19
GRI 205 : Anti-corruption 2016	205–1	Operations assessed for risks related to corruption	110, 123
	205–2	Communication and training on anti-corruption policies and procedures	116–117
	205–3	Confirmed incidents of corruption and actions taken	123

GRI Standard	Content		Page
GRI 206 : Anti-competitive Behavior 2016	206−1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	123
GRI 301 : Materials 2016	301−1	Materials used by weight or volume	47, 127−128
	301−2	Recycled input materials used	47, 127−128
	301−3	Reclaimed products and their packaging materials	47, 127−128
GRI 302 : Energy 2016	302−1	Energy consumption within the organization	128
	302−2	Energy consumption outside of the organization	128
	302−3	Energy intensity	128
GRI 303 : Water and Effluents 2018	303−2	Management of water discharge-related impacts	128
	303−4	Water discharge	128
	303−5	Water consumption	128
GRI 305 : Emissions 2016	305−1	Direct greenhouse gas (GHG) emissions (Scope 1)	127
	305−2	Energy indirect greenhouse gas (GHG) emissions (Scope 2)	127
	305−4	Greenhouse gas (GHG) emissions intensity	127
GRI 306 : Waste 2020	306−1	Waste generation and significant waste-related impacts	43−51, 128−129
GRI 308 : Supplier Environmental Assessment 2016	308−1	New suppliers that were screened using environmental criteria	55, 134−135
	308−2	Negative environmental impacts in the supply chain and actions taken	56
GRI 401 : Employment 201	401−1	New employee hires and employee turnover	131
	401−2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	64−70
	401−3	Parental leave	74, 132
GRI 402 : Labor/Management Relations 2016	402−1	Minimum notice periods regarding operational changes	114
GRI 403 : Occupational Health and Safety 2018	403−1	Occupational health and safety management system	69−71
	403−2	Hazard identification, risk assessment, and incident investigation	71
	403−3	Occupational health services	69−71
	403−4	Worker participation, consultation, and communication on occupational health and safety	69−71
	403−5	Worker training on occupational health and safety	72, 133
	403−6	Promotion of worker health	64−71
	403−8	Workers covered by an occupational health and safety management system	71, 133
	403−9	Work-related injuries	69, 133
	403−10	Work-related ill health	69, 133

GRI Standard	Content		Page
GRI 404 : Training and Education 2016	401−1	Average hours of training per employee	132
	404−2	Programs for upgrading employee skills and transition assistance programs	66−69, 132
	404−3	Percentage of employees receiving regular performance and career development reviews	66−67, 132
GRI 405 : Diversity and Equal Opportunity 2016	405−1	Diversity of governance bodies and employees	61−62, 131−132
	405−2	Ratio of basic salary and remuneration of women to men	62
GRI 406 : Non-discrimination 2016	406−1	Incidents of discrimination and corrective actions taken	73−74
GRI 408 : Child Labor 2016	408−1	Operations and suppliers at significant risk for incidents of child labor	(73-74) 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	(73-74) 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	(73-74) 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	92
GRI 414 : Supplier Social Assessment 2016	414−1	New suppliers that were screened using social criteria	55, 134
GRI 416 : Customer Health and Safety 2016	416−2	Incidents of non-compliance concerning the health and safety impacts of products and services	133
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	133
	417−3	Incidents of non-compliance concerning marketing communications	133
GRI 418 : Customer Privacy 2016	418−1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	120

UN SDGs

UN SDGs	Atomy Promises
	**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 2025, cumulative donations on a standalone basis have reached KRW 142.4 billion, contributing to community recovery and the strengthening of the social safety net.
	**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.
	**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 six consecutive years, achieving three consecutive years without industrial accidents, and cultivating highly skilled, practice-oriented talent—collectively reflecting a healthy and sustainable working environment.
	**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.
	**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.
	**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.
	**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.
	**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.
	**Goal 9. Promote sustainable industrialization and foster innovation** Atomy is expanding its R&D infrastructure to strengthen product competitiveness by building a global research and education center. The opening of the China International Logistics Center in Yantai is also improving the efficiency and resilience of its global distribution network. In addition, through the operation of "Acare," a personalized wellness platform based on data and AI, and joint R&D with SMEs, Atomy is helping build a sustainable industrial ecosystem grounded in technological innovation.

UN SDGs	Atomy Promises
	**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.
	**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 Sharing 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.
	**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.
	**Goal 13. Take urgent action to combat climate change and its impacts** Atomy operates an electronic waste collection and recycling system, recycling over 23 tons of e-waste in 2024 and achieving a verified reduction of 75.2 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.
	**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.
	**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.
	**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.
	**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 for the third consecutive time. 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 Metrics	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, 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 California 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 1.50553 billion) HemoHIM (KRW 324.522 billion)
Packaging life cycle management	CG-HP-410a.1	(1) Total packaging material weight 3,139 ton	3,139ton
		(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.
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, 111
Quality of governing body	Governance body composition	28–29, 111–113
Stakeholder engagement	Material issues	22–27
Ethical behavior	Anti-corruption	110, 116–117, 123
	Reporting mechanisms	110, 116–117, 123
Risk and opportunity oversight	Integrating risk and opportunity into business process	23, 117
Climate change	Greenhouse gas (GHG) emissions	127
Freshwater availability	Water consumption in water-stressed areas	128
Dignity and equality	Diversity and inclusion	61–62, 130–131
	Pay equality	131
	Wage level	132–133
	Risk for incidents of child, forced or compulsory labor	73
Health and well-being	Health and safety	64–71, 133
Skill for the future	Training provided	132
Employment and wealth generation	Absolute number and rate of employment	130–131
	Economic contribution	18–19, 126–127
	Financial investment contribution	18–19, 126–127
Innovation of better products and services	R&D expenses	36
Community and social vitality	Total tax paid	18–19, 126–127

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, 113–114
		E–1–2	Environmental management implementation system	26, 113–114
	Raw and subsidiary materials	E–2–1	Raw and subsidiary material usage	47, 127–128
		E–2–2	Ratio of recycled raw and subsidiary materials	47, 127–128
	Greenhouse gas	E–3–1	Greenhouse gas emissions (Scope 1 & Scope 2)	128
		E–3–3	Verification of greenhouse gas emissions	128
	Energy	E–4–1	Energy consumption	128
		E–4–2	Ratio of renewable energy use	128
	Water	E–5–1	Water consumption	128
		E–5–2	Ratio of reused water	128
	Waste	E–6–1	Waste generation	43–51, 128–129
		E–6–2	Waste recycling rate	43–51, 128–129
		E–7–2	Water pollutant emissions	128
	Environmental law and regulatory compliance	E–8–1	Violations of environmental laws and regulations	133
	Environmental labeling	E–9–1	Ratio of eco-certified products and services	47, 127–128
Social (S)	Goals	S–1–1	Establishment and disclosure of social goals	26–27
	Labor	S–2–1	New hires and employment retention	61–62, 130–131
		S–2–2	Ratio of full-time employees	61–62, 130–131
		S–2–3	Voluntary turnover rate	61–62, 130–131
		S–2–4	Training and development expenditure	132
		S–2–5	Employee welfare expenditure	66–69, 132
	Diversity and gender equality	S–3–1	Ratio of female employees	61–62, 131–132
		S–3–2	Ratio of female compensation	61–62, 131–132
		S–3–3	Employment rate of persons with disabilities	61–62, 131–132
	Occupational health and safety	S–4–1	Occupational health and safety management system	69–71
		S–4–2	Occupational accident rate	69, 133
	Human rights	S–5–1	Establishment of human rights policy	73
		S–5–2	Human rights risk assessment	73

Area	Category	Indicator Code	Assessment Item	Page
Social (S)	Shared growth with partners	S-6-1	ESG management by partners	55, 134-135
		S-6-2	Support for partners' ESG initiatives	55, 134-135
		S-6-3	ESG agreements with partners	55, 134-135
	Community	S-7-1	Strategic social contribution	90-107
		S-7-2	Employee volunteer participation	92
	Information security	S-8-1	Implementation of information security system	120
		S-8-2	Privacy breaches and remedies	120
	Social law and regulatory compliance	S-9-1	Violations of social laws and regulations	133
Governance (G)	Board composition	G-1-1	ESG items proposed in the board	26-27
		G-1-2	Ratio of outside directors	28-29, 111-113
		G-1-3	Separation of CEO and board chair	28-29, 111-113
		G-1-4	Gender diversity of the board	28-29, 111-113
		G-1-5	Expertise of outside directors	28-29, 111-113
	Board activities	G-2-1	Attendance rate of all directors	28-29, 111-113
		G-2-2	Attendance rate of inside directors	28-29, 111-113
		G-2-3	Board subcommittees	28-29, 111-113
		G-2-4	Board resolution of agenda items	28-29, 111-113
	Ethical management	G-4-1	Disclosure of ethics code violations	133
	Audit function	G-5-1	Establishment of internal audit department	29, 113-114
		G-5-2	Expertise of audit function (accounting/finance)	29, 113-114
	Governance law and regulatory compliance	G-6-1	Violations of governance laws and regulations	133

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	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	Korean 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	Consumer 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
2023	HQ	Ministry of Food and Drug Safety	Fatigue recovery function	Atomy HemoHIM
2024	HQ	Ministry of Trade, Industry and Energy	Next-generation world-class product	Atomy Organic Fermented Noni Concentrate
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	Fangyuan Organic Food Certification Center (www.fofcc.org.cn)	Certification for organic food	中国国家有机产品认证
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	Korea International Trade Association	Top Brand Award	
2021	HQ	Ministry of Trade, Industry and Energy	Award for Contribution to Regional Industry Development	
2021	HQ	Ministry of Trade, Industry and Energy	$300M Export Tower Award	
2021	HQ	Ministry of Intellectual Property	King Sejong Award	Absolute CellActive Skincare
2022	HQ	Great Place To Work	Ranked 2nd in Great Place 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 Award	Patent Technology for Scalp Care Device
2024	China	Great Place To Work	Great Place to Work in Greater China	Three consecutive years
2025	Philippines	Great Place To Work	Ranked 5th in Great Place to Work – Small Business Category	
2025	UK	Marie Claire	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	
2025	HQ	Korea Internet Professionals Association (KIPFA)	Grand Prize, Web and App Category, 2025 i-AWARDS Korea	
2026	HQ	Ministry of Science and ICT	IR52 Jang Young-shil Award	Atomy Organic Fermented Noni Concentrate
2026	HQ	International Exhibition of Inventions Geneva	Special Award, Bronze Award, Saudi Arabia Special Award	EPRI Skin Cleansing Device
2026	HQ	Great Place To Work	Ranked 2th in Great Place to Work – Overall	

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