

Atomy Marketing Plan

ATOMY MARKETING PLAN

Absolute
Quality

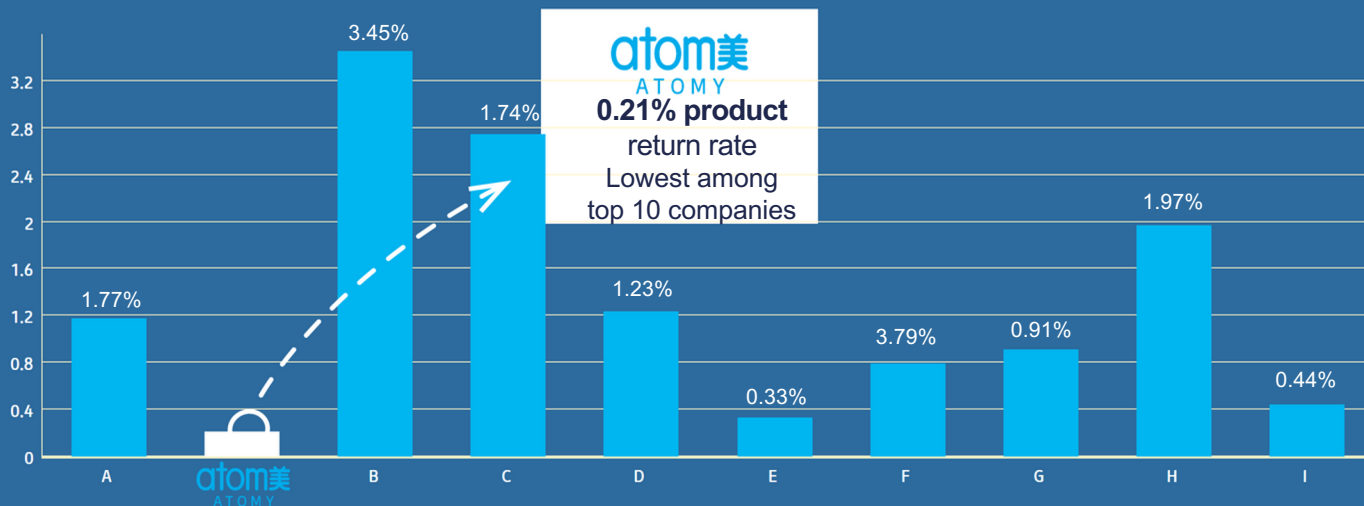
+

Absolute
Price

Masstige Product Strategy

Return and Refund Request Rate

Atomy Customer Satisfaction Guarantee System | Implementation of exchange and refund system in the event of dissatisfaction with quality of main products consisting of health functional food and cosmetics



* Based on 2021 Fair Trade Commission data

Atomy is making
network marketing history.

Atomy's dedicated shipping service

even protects the environment with safe delivery



In pursuit of 100% same-day shipping and 0% delivery issues,



The first-ever countrywide dedicated shipping service in the industry gets underway!



Dedicated shipping to, for and by customers

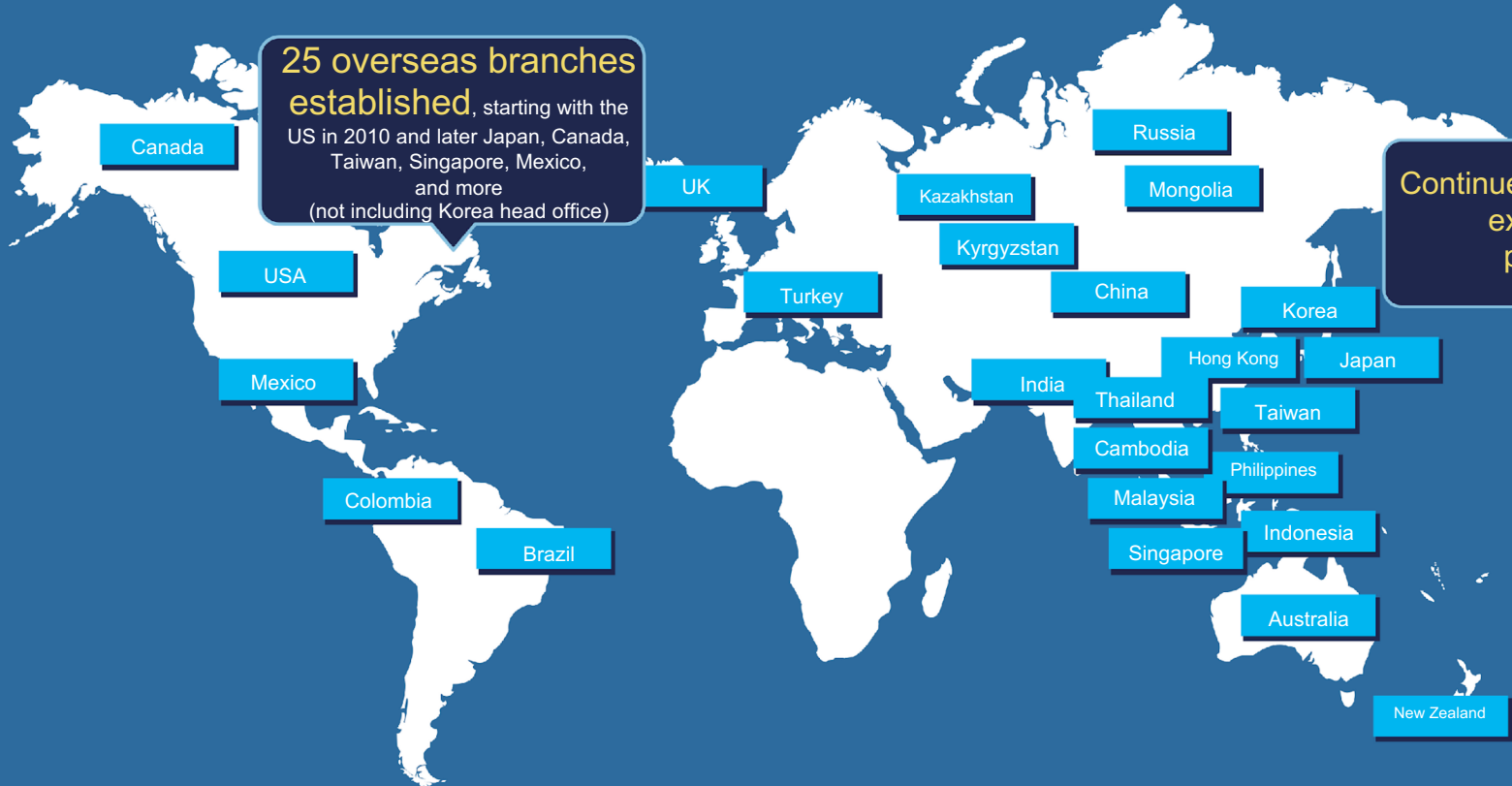
A person wearing a blue and white striped shirt and a black vest is holding a large cardboard box. The box features the Atomy logo, which consists of the word 'atomy' in a blue, lowercase, sans-serif font, followed by the Chinese character '美' (Mei) in a blue, stylized font. Below this, the word 'ATOMY' is written in a blue, uppercase, sans-serif font.

atomy美
ATOMY

25 overseas branches established

starting with the US in 2010 and later Japan, Canada, Taiwan, Singapore, Mexico, and more (not including Korea head office)

Continued international expansion planned



Consumption → Economic Gain + Income

Cashback

Mart



Commission

atom美
ATOMY



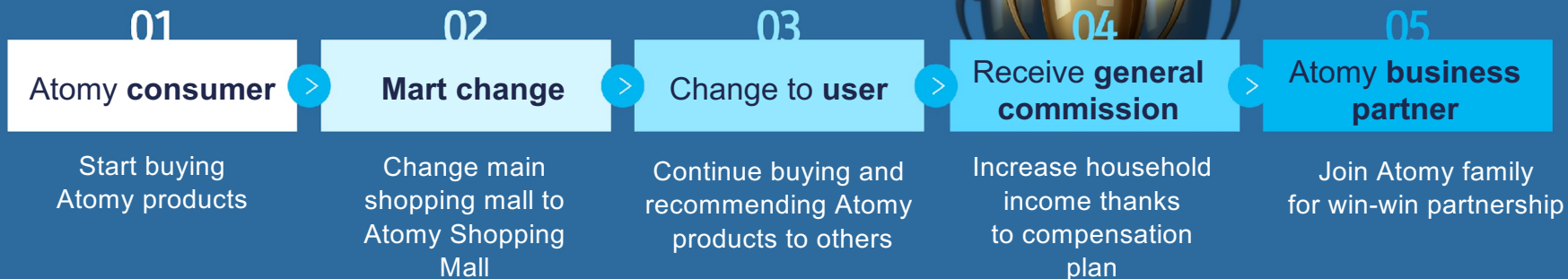
Consumer **VS** Business

Convert anytime from consumer to business member



From Atomy consumer
to business member!

Continuous repeat delivery



Consumer → Auto-consumer → Business member

Atomy Marketing Plan

A well-balanced and equitable compensation plan is the first step to fulfilling Atomy's management objective of ensuring everyone's success.



Features and Strengths of Atomy Business

1

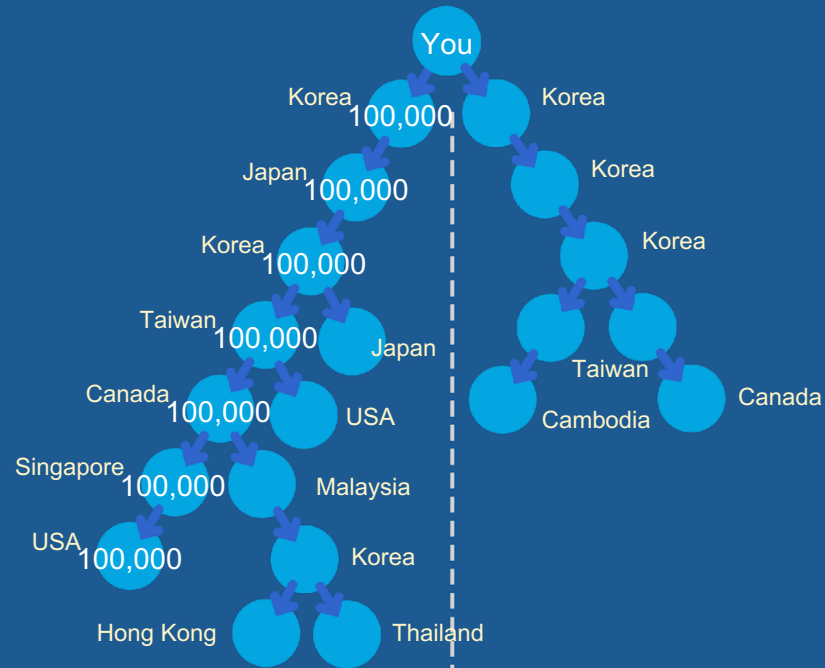
Binary two legs

2

**No subscription fee or entry
fee**
No monthly maintenance fee
No recommended commission

3

**Unlimited
accumulation**
(Does not expire until
small leg reaches 300,000)



Left: 50 million PV	Right: 50 million PV
Left: 500 million PV	Right: 500 million PV

Approximately 900 EUR
 Approximately 900 EUR

Features and Strengths of Atomy Business

3

Infinite levels, unlimited accumulation
 (acknowledged by all countries of expansion)

4

Global One Marketing

5

Compensation ceiling of commission

What is PV?

Criteria for determining “conditions of commission distribution” for members by assigning points to the products purchased



Absolute Skincare Set

195,00 EUR [100 ml / 42,86 EUR]

115,000 PV



Atomy Absolute BB

17,50 EUR [100 ml / 53.03 EUR]

8,000 PV



Absolute Nutrition Cream

37,00 EUR [100 ml / 92,50 EUR]

23,000 PV

4 types of commission

1

General commission

Sponsored allowance

2

Mastership
commission

Position allowance

3

Mastership
promotion

Promotional allowance

4

Center commission

Training allowance

Atomy's commission distribution structure

Commission paid within 35% of total company sales

Basis of payment for membership level, general commission, Mastership commission, and education commission

The total commission paid to members is calculated as 70% of the PV earned.

(If it exceeds 35% of total sales, it will be automatically deducted.)

General commission:

44% of total company sales PV distributed in general commission according to points by Mastership level

Grade	8	7	6	5	4	3	Grade 2	Grade 1
Dealership	Member	Agent	Special Agent	Dealer	Exclusive Distributor	Exclusive Distributor	Exclusive Distributor	Exclusive Distributor
Daily Performance (smaller group)	ACC \geq 300,000 PV	ACC \geq 300,000 PV	\geq 700,000 PV	\geq 1,500,000 PV	\geq 2,400,000 PV	\geq 6,000,000 PV	\geq 20,000,000 PV	\geq 50,000,000 PV
Score	5	15	30	60	90	150	250	300

Conditions for achieving membership level: Requirements for recognition of commission and Mastership



General Commission Payment

	SUN	MON	TUE	WED	THU	FRI	SAT
Week 1	1	2	3	4	5	6	7
Week 2	8	9	10	11	12	13	14
Week 3	15	16	17	18	19	20	21
Week 4	22	23	24	25	26	27	28
Week 5	29	30	31				

Payment

44% of the total sales PV is to be paid every Tuesday

upon the settlement of previous week's sales closing:

PVs and Scores earned upon total purchase volume

from Wednesday through Tuesday

in the previous week.

Weekly Payment

Process of initial general commission generation

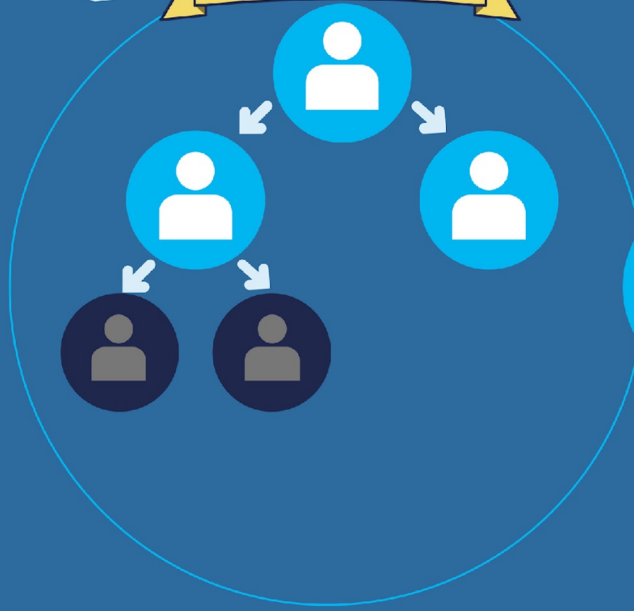
15 points * N value (if 4,000)
= 42,24 EUR in general
commission earned

300,000 PV
(Agent)

Left leg

Right leg

Cumulative
300,000 PV
or more



Cumulative
300,000 PV
or more

Infinite/Unlimited Accumulation

15 points * N value (if 4,000) =
42,24 EUR in general
commission earned

Self-PV 30 PV (Agent)	Cumulative PV of left leg	Cumulative PV of right leg	Score	Grade level
Cumulative total	330,000	310,000	15	7
	Cumulative 300,000 PV or more	Cumulative 300,000 PV or more		
5.11	100,000	110,000	15	7
5.10	100,000	100,000	0	Not yet
5.09	130,000	100,000	0	Not yet

“What if 42,24 Euro is deposited
into my account once a month?”

One year?

10 years?

30 years?

General Commission Payment System

- Daily general commission = **Score X N value**
- N value is the amount of commission per each point and always varies
- Basis: N = KRW 4,000

Membership level	Cumulative PV of left leg	Cumulative PV of right leg	Score	Daily general Commission (Approximately)	Monthly general commission (Based on 26 days) Approximately
Exclusive Distributor	50 million or more	50 million or more	300	1050 EUR	27300 EUR
	20 million or more	20 million or more	250	875 EUR	22750 EUR
	6 million or more	6 million or more	150	525 EUR	13650 EUR
	2.4. million or more	2.4. million or more	90	315 EUR	8190 EUR
Dealer	1.5 million or more	1.5 million or more	60	210 EUR	5460 EUR
Special Agent	700,000 or more	700,000 or more	30	105 EUR	2730 EUR
Agent	300,000 or more	300,000 or more	15	52 EUR	1352 EUR
Member	300,000 or more	300,000 or more	5	17 EUR	

Ceiling

Balanced distribution

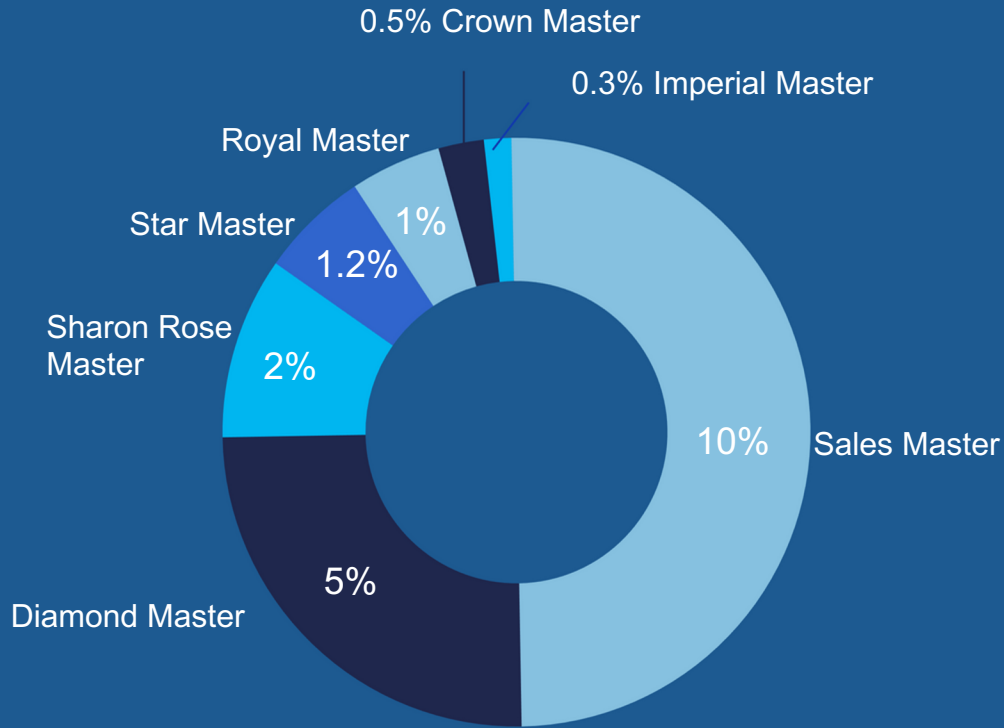
Sales times 167

Score times 20

Mastership commission: 20% of entire sales PV will be distributed according to mastership.

Mastership	Requirements to maintain level	Mastership commission
Sales Master	Special Agent with minimum 2.5 million PV in sales under each leg between 1st and 15th / 16th and last day of the month (if small leg sales amount to at least 300,000 PV, personal PV can be pooled with the small leg)	10% of total company sales PV distributed equally to Sales Masters only
Diamond Master	Dealer with minimum 2 Sales Masters under each leg	5% of total company sales PV distributed equally to Diamond Masters or above
Sharon Rose Master	Exclusive Distributor with minimum 2 Diamond Masters under each leg	2% of total company sales PV distributed equally to Sharon Rose Masters and above
Star Master	Exclusive Distributor with minimum 2 Sharon Rose Masters under each leg	1.2% of total company sales PV distributed equally to Star Masters and above
Royal Master	Exclusive Distributor with minimum 2 Star Masters under each leg	1% of total company sales PV distributed equally to Royal Masters and above
Crown Master	Exclusive Distributor with minimum 2 Royal Masters under each leg	0.5% of total company sales PV distributed equally to Crown Masters and above
Imperial Master	Exclusive Distributor with minimum 2 Crown Masters under each leg	0.3% of total company sales PV distributed equally to Imperial Masters

Masters' Bonus will be paid every 15th, and on the 7th day after the monthly closure.[1] Point accumulation period: 1st - 15th, 16th - end of month.




- ✓ Paid **7 days after closing** on the **15th** and last day of every month
 (Estimated payment on the 7th and 22nd day of every month)

- ✓ Equal distribution among number of Masters and above $\frac{1}{N}$

- ✓ Sole allocation and equal distribution of 50% of Mastership commission to first Mastership level of Sales Master
>> Advantageous to starting Masters

Auto Sales Master Structure

Classification	Left	Right	Commission
1st – 15th	 <p>2.5 million PV</p>	 <p>2.5 million PV</p>	<p>± 350 EUR General Commission ± 350 EUR Mastership commission</p> <p>± 700 EUR</p>
16th to last day of month	 <p>2.5 million PV</p>	 <p>2.5 million PV</p>	<p>± 350 EUR General Commission ± 350 EUR Mastership commission</p> <p>± 700 EUR</p>

± 1400 EUR per month

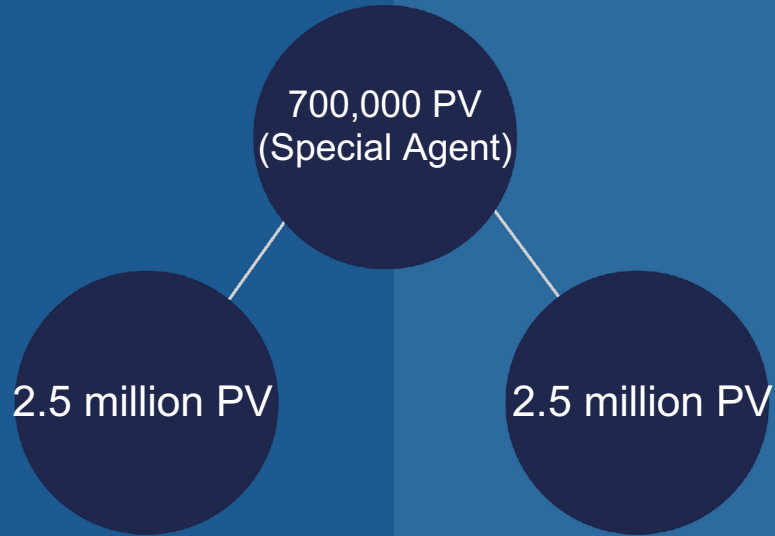
Semi-Sales Promotion

Semi-Sales recognized upon achieving 1.5 million PV
under each leg in 6 months

Approximately **1400 EUR** upon achieving twice per month

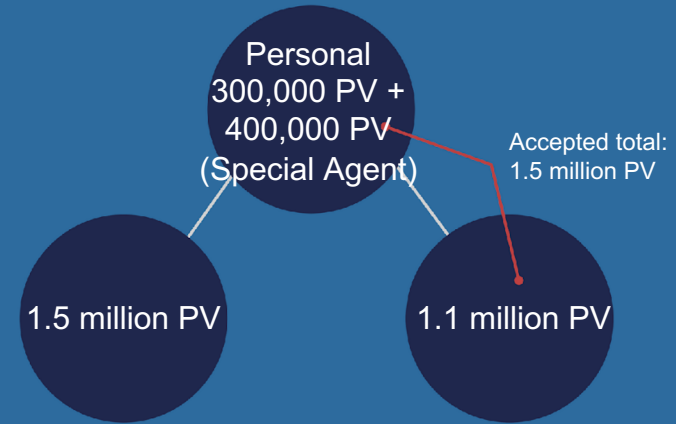
Commission payment amounts are subject to change every month.

What is a Semi-Sales Promotion?



What is a Semi-Sales Promotion?

- ✓ 2 opportunities per month
- ✓ Special Agent with minimum 1.5 million PV in sales under each leg between 1st and 15th / 16th and last day of the month
 - * If small leg sales amount to at least 300,000 PV, personal PV can be pooled with the small leg
 - * Even while maintaining Semi-Sales afterwards, personal PV accumulated during the period can be pooled with small leg



Approximately 700 EUR
upon achieving once every 6 months

General commission: Approximately 210 EUR
/ Mastership commission: ± 140 EUR

Potential commission
of approximately 1400 EUR per month



Help partners reach 300,000 PV in self-sales to become Agents eligible for basic commission!

Go from Agent to Semi-Sales with 1.5 million PV!!

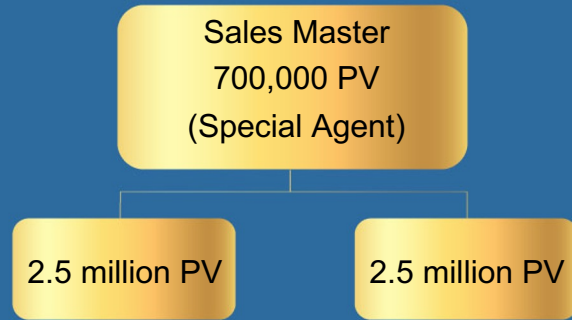
Go Semi-Sales to Sales Master with 2.5 million PV!

Mastership promotion

Sales Master	-	Atomy Absolute Skincare 1set, Atomy Evening Care 1set
Diamond Master	750 EUR in cash	750 EUR in cash, Atomy Absolute Skincare 1set, Atomy Evening Care 1set
Sharon Rose Ma	1650 EUR in cash	1.650 EUR in cash, 2 vouchers for overseas travel with immediate family for 3 nights and 4 days
Star Master	7500 EUR in cash	7500 EUR in cash, 4 vouchers for overseas travel with immediate family for 3 nights and 4 days
Royal Master	37000 EUR in cash	37000 EUR in cash, authorization to use 1,500 euros per month for sponsorship activities, rental car, 4 overseas travel tickets for the immediate family (10 nights and 11 days)
Crown Master	225000 EUR in cash	225000 EUR in cash, entitlement to use 3,700EUR per month for sponsorship activities, a luxury car, 4 overseas travel tickets for the immediate family (10 nights and 11 days)
Imperial Master	740000 EUR in cash	740,000 EUR in cash, authorization to use 7,000 EUR per month for sponsorship activities, a luxury car, assistance with office rental costs, personal assistance, driver 4 overseas travel tickets for immediate family (10 nights & 11 days).

Sales Master

Mastership promotion



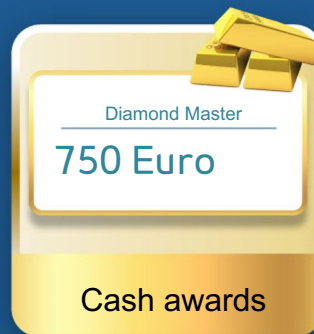
Atomy Absolute Skincare 1set, Atomy Evening Care 1set



Diamond Master

Mastership promotion

Dealer with minimum 2 Sales Masters under each leg



The Absolute Skincare 1set, Evening Care 1set,
750 Euro in cash

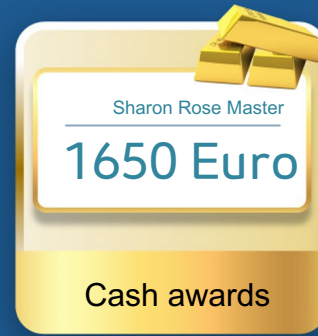




Sharon Rose Master

Mastership promotion

Exclusive Distributor with minimum 2 Diamond Masters under each leg



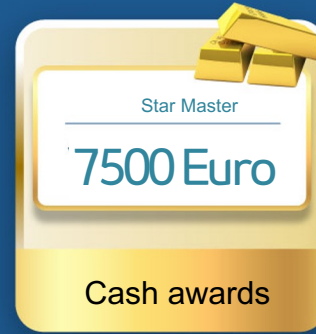
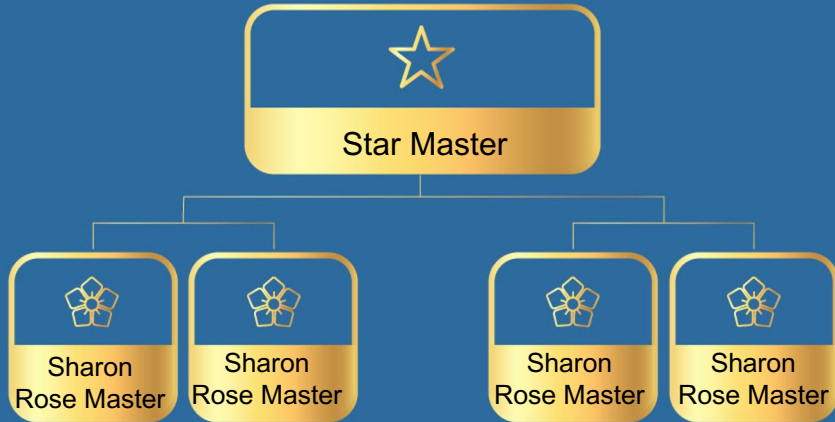
2 vouchers for trips abroad with the close family for 3 nights and 4 days, 1650 euros in cash



Star Master

Mastership promotion

Exclusive Distributor with
minimum 2 Sharon Rose Masters under each leg



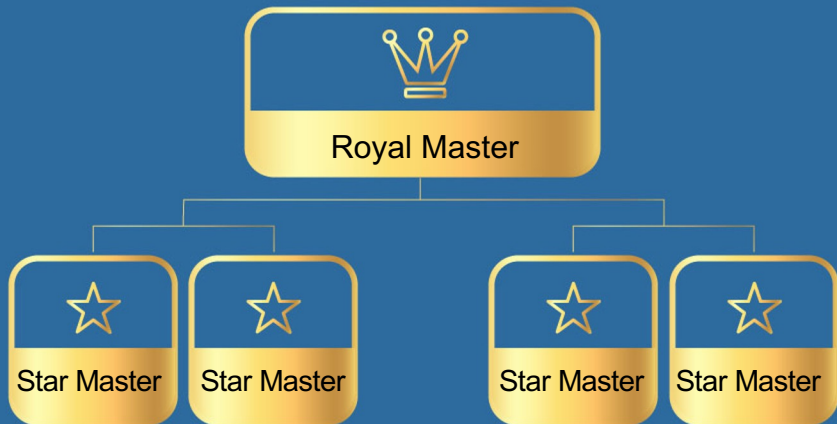
4 vouchers for trips abroad with the immediate family for
3 nights and 4 days, 7500 euros in cash



Royal Master

Mastership promotion

Exclusive Distributor with minimum 2 Star Masters under each leg



Royal Master

37000 Euro

Cash awards



TRAVEL

Overseas

travel voucher

4 vouchers for 10 nights and 11 days

Overseas travel



Royal Master activity fee

1500 Euro

per month

Cash awards



Mid-size

Vehicle rental fee

Overseas travel

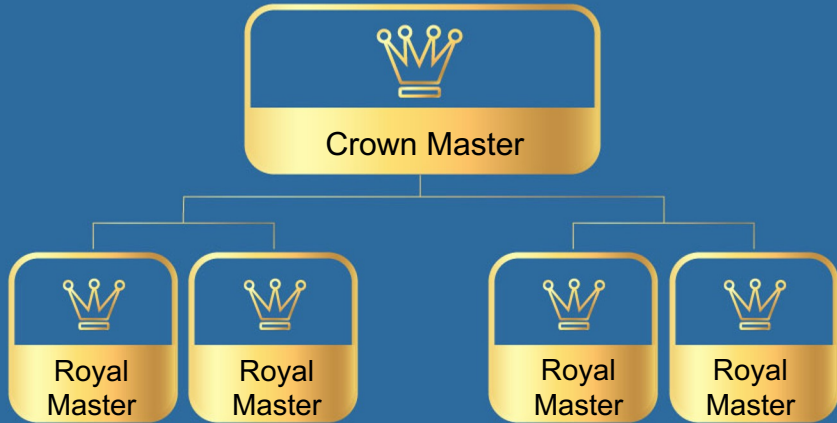
4 vouchers for trips abroad with close family for 10 nights and 11 days, 37000 euros in cash, 1500 euros monthly allowance for sponsoring activities, rental assumption for a middle class vehicle



Crown Master

Mastership promotion

Exclusive Distributor with minimum 2 Royal Masters under each leg



Crown Master
225000 Euro

Cash awards

TRAVEL
Overseas travel voucher
4 vouchers for 10 nights and 11 days

Overseas travel

Full-size Vehicle payment

Vehicle payment

✧ Initial one-time payment

Crown Master activity fee
3700 Euro per month

Sponsorship activity fee

✧ Initially & upon maintaining

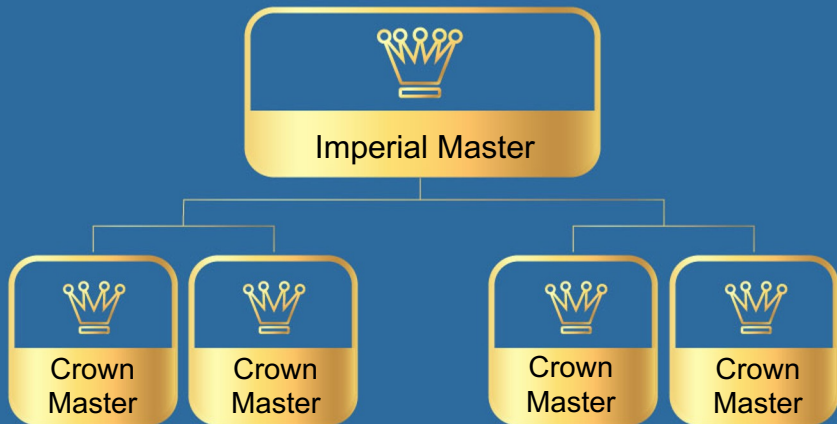
4 vouchers for overseas trips with close family for 10 nights and 11 days, 225000 euros in cash, luxury car, 3700 Euro monthly remuneration for sponsorship activities



Imperial Master

Mastership promotion

Exclusive Distributor with minimum 2 Crown Masters under each leg



Imperial Master
740000 Euro
KRW 1 billion cash award

TRAVEL
Overseas travel voucher
4 vouchers for 10 nights and 11 days
Overseas travel

Full-size Vehicle payment
Vehicle payment

✖ Initial one-time payment

Imperial Master activity fee
7000 Euro per month
Sponsorship activity fee

Support with the office rents

Driver
Driver

✖ Initially & upon maintaining

740000 euros in cash, 4 vouchers for overseas trips with the close family for 10 nights and 11 days, luxury car, 7000 euro monthly allowance for sponsorship activities, support for office rent, personal assistance, driver

Imperial Master Promotion Ceremony



Membership Promotion [1] Incentives

- ✓ Products are based on purchase price
- ✓ Sharon-Rose/Star Master Travel Tickets: 750 EUR/person
Royal/Crown/Imperial Master Travel Tickets: 3,000 EUR/person
- ✓ Car rental : 800 EUR per month
- ✓ Crown Master Luxury Car: 47,000 EUR, Imperial Master Luxury Car: 57,000 EUR
- ✓ Subsidiary for Office rental fee : 2,000 EUR/month
- ✓ Subsidiary for salary of assistant : 1,500 EUR/month, Subsidiary for salary of driver : 1,500 EUR/month

Cash promotion total

1.011.900 EUR

Diamond Master
750 EUR

Sharon Rose Master
1650 EUR

Star Master
7500 EUR

Royal Master
37000 EUR

Crown Master
225000 EUR

Imperial Master
740000 EUR

Atomy Success Club

Auto Sales Master Club

Sales Mastership maintained
12 times per year



Leaders Club

Annual salary of
70000 EUR or more



Royal Leaders Club

Annual salary of
140000 EUR or more



Crown Leaders Club

Annual salary of
280000 EUR or more



Center commission

Commission paid to center managers
who run Education Centers for member training
purposes

Education system that leads to success

- | | | |
|---|-------------------------------|--|
| 1 | Regional & part-time seminars | Domestic/overseas participation, simultaneous broadcast/simultaneous interpreting, livestreaming service |
| 2 | Webinar | Online One-Day Seminar, online Success Academy, etc. |
| 3 | Success Academy | Atomy Success Academy, once a month, 1 night and 2 days, 17,000 people per month on average |
| 4 | One-Day Seminar | Company introduction, product introduction, marketing plan, Atomy: The Road to Success |