

2025  
ATOMY PROFILE



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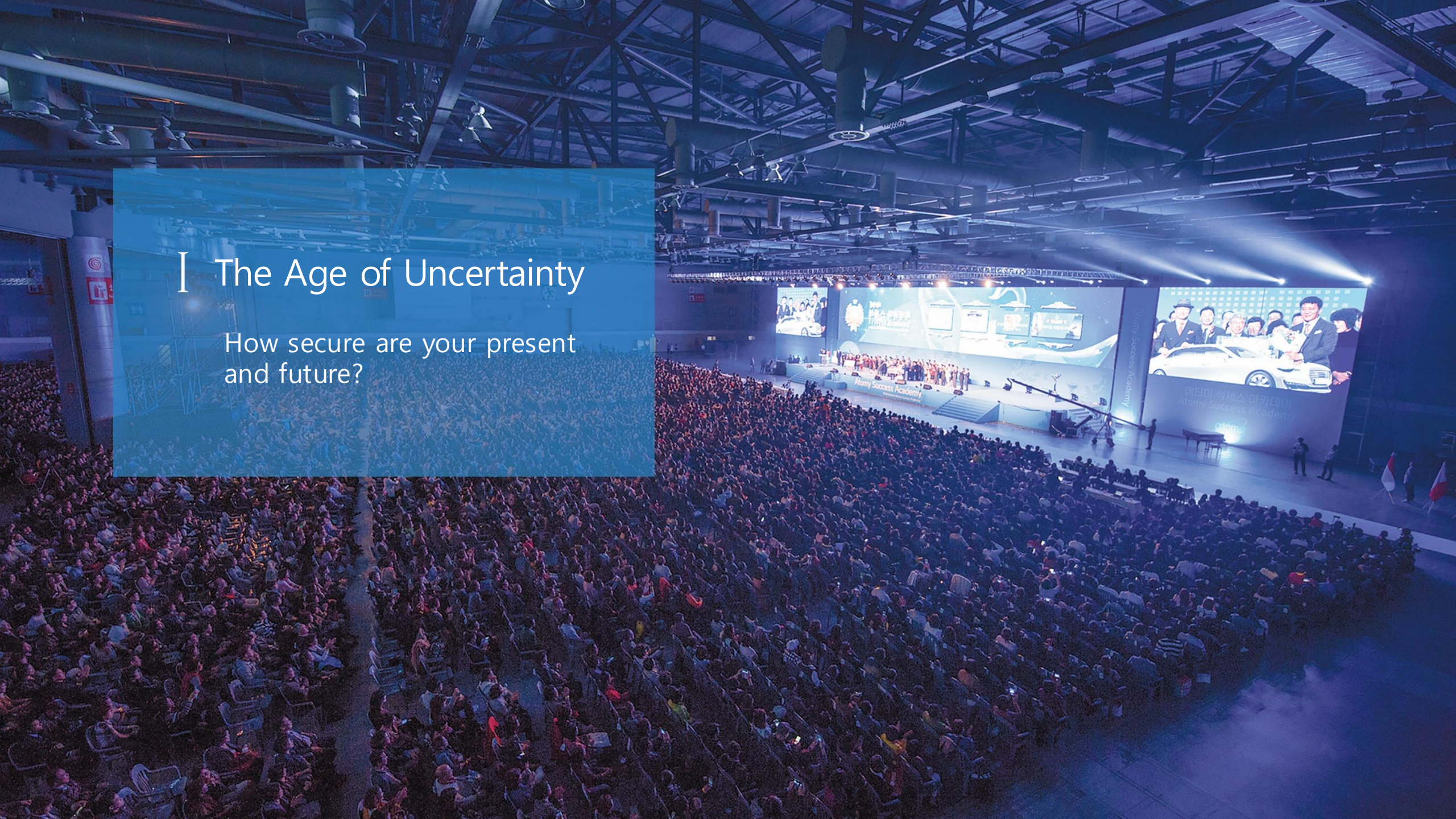
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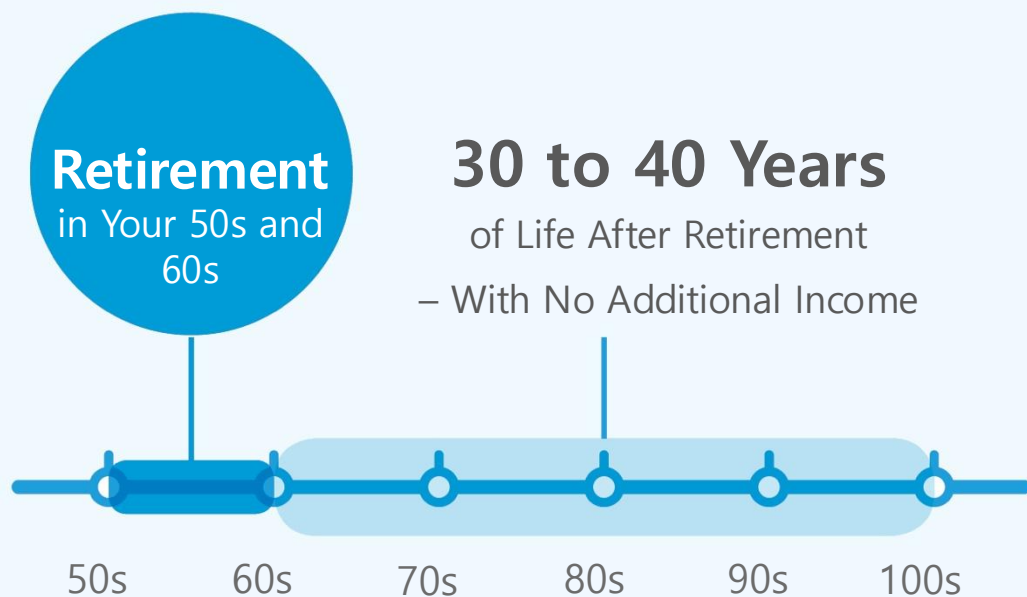


# I The Age of Uncertainty

How secure are your present  
and future?



# The Uncertain Retirement in the Era of 100-Year Life



## Thorough Preparation is Essential

For a Long and Healthy Life





**The Era of Rapid  
Change**



**Economic  
Uncertainty**



**An Unstable  
Retirement  
Future**



**Establish a system that  
generates stable and  
sustainable income,**  
even amid sudden crises  
and rapid societal changes.





**20~30s**  
**Multi-  
Income  
Hustler**



**40~50s**  
**Multi-  
Income  
Hustler**



**60s and Over**  
**Multi-  
Income  
Hustler**

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ATOMY

## **A Reliable Business Partner**

for Anyone Ready to Build  
Sustainable and Stable  
Income!

# WHY ATOMY?

Why is Atomy Your Most Reliable Business Partner?

**Consistent and Stable  
Income Generation**

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**A System-Based  
Business Model**

Sustained Earnings Through  
a Well-Established Systems



**Atomy's  
Competitive Edge**

- A Trusted Company
- A Portfolio of Highly Competitive Products



## II WHAT'S ATOMY BUSINESS?

Prepare for a Secure Future with Atomy,  
the Global Leader in Network Marketing—  
Where Anyone with Determination Can  
Succeed.

# PLATFORM BUSINESS

Atomy is a Leading  
'Platform Business.'



## What is a Platform Business?

A business model where revenue is generated within an online or offline platform that connects and engages users.

# SYSTEM - Based BUSINESS

Atomy is a  
'System-Based Business.'

## What is System-Based Business?

A business model that generates continuous income through a well-established system—allowing earnings to flow even while you sleep.



## Examples of System-Based Businesses:



Rental  
Income



Copyright  
Royalties (Music,  
Book Royalties,  
etc.)



Bank  
Interest  
Income



Advertising  
Revenue from Blog  
& YouTube



Network Marketing  
(Multi-Level Marketing,  
MLM)



### III WHY ATOMY?

Pioneer Your Path to Remarkable Success with  
AtoMy—Where Transparent and Ethical  
Management Upholds the Principle of  
Absolute Quality and Absolute Price.

# A Premier Global Enterprise

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A Company Built on Trust,  
Integrity, and Principles—  
Unshakable in Its  
Commitment to Absolute  
Quality and Absolute Price.

#### 1. A Premier Global Enterprise

# A Company Dedicated to Customer Success

**Customer success is Atomy's ultimate goal and guiding principle.**

"When customers succeed, Atomy succeeds."

"Customer success is achieved through the best products."



**The Best  
Products**



**Customer  
Success**



**Atomy's  
Success**



### III WHY ATOMY?

#### 1. A Premier Global Enterprise

# Absolute Quality Absolute Price

The Absolute Values Atomy Strives For

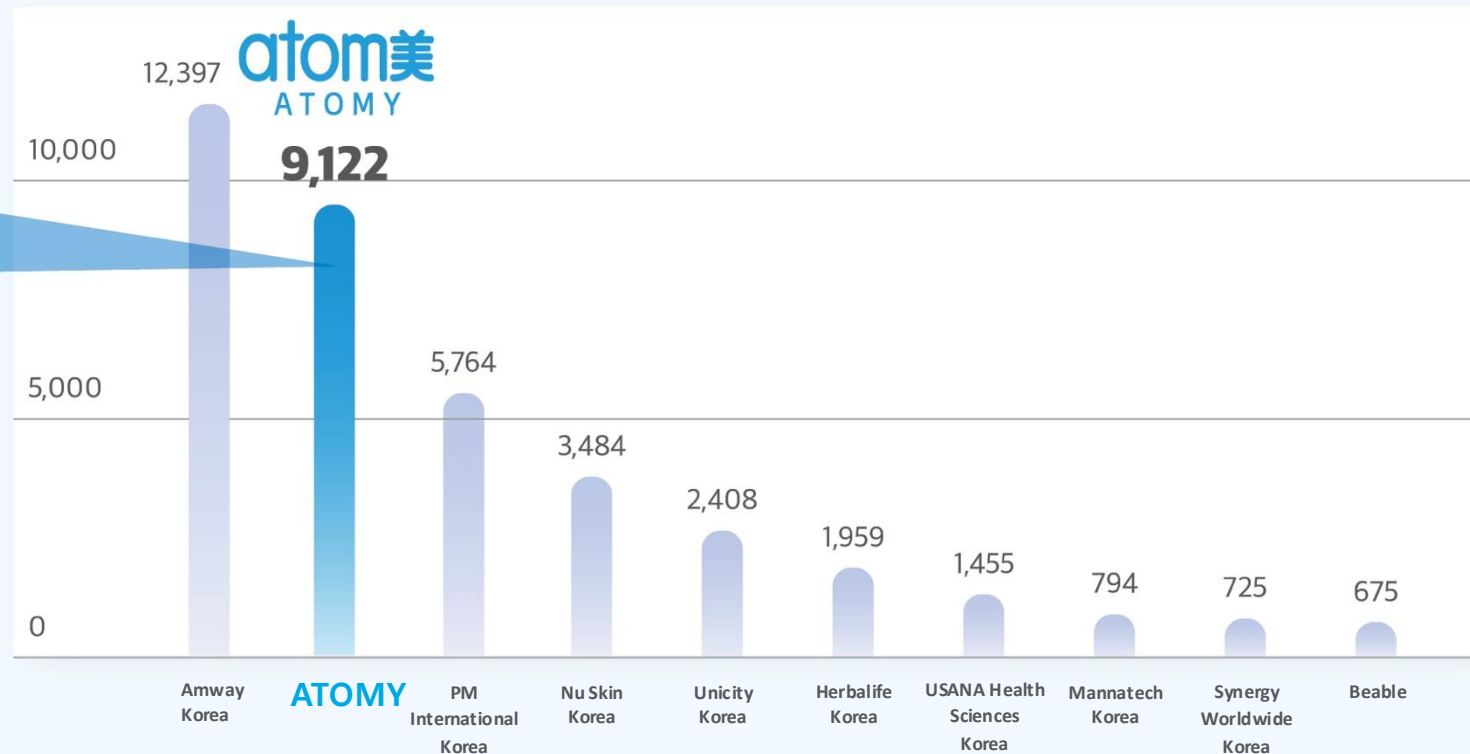
Atomy's unwavering philosophy and key to success lie in its commitment to delivering the highest quality at the same price and the lowest price at the same quality.



#### 1. A Premier Global Enterprise

# A Market Leader with Overwhelming Competitive Edge

Ranked No. 2 in  
Korean Industry  
Sales



(Unit: 100 million KRW)  
Based on the 2024 Korea Fair Trade Commission Report /  
Domestic Sales Only

1. A Premier Global Enterprise

# A Global Enterprise Expanding Beyond Korea



Global  
Consolidated  
Revenue



Number of  
Global  
Branches  
Open



Regions  
Available for  
Global  
Membership  
Registration

As of 2024

### III WHY ATOMY?

#### 1. A Premier Global Enterprise

# Accumulated Sales: USD 1.76 Billion

(Based on the 2024 Korea International  
Trade Association Report)

2021

## Awarded the USD 300 Million Export Tower

\*1st in the Network  
Marketing Industry

2019

## Chairman Park Han-Gill Received the Presidential Award on Trade Day



#### 1. A Premier Global Enterprise

# Ranked Among the Top 10 Global Direct Selling Companies

\*According to the 2022 Direct Selling News Report

Amway

natura&co

HERBALIFE  
NUTRITION

VORWERK

exp  
REALTY

coway

PRIMERICA

NU SKIN.  
DISCOVER THE BEST YOU™

PM  
THE WELLNESS COMPANY

atom美  
ATOMY

1. A Premier Global Enterprise

# A Company Leading the Global Direct Selling Market

**Chairman Park Han-Gill**

First Korean Company to  
Join the WFDSA CEO  
Council

\*As of 2021



Hosting the 2026 WFDSA World Congress



### III WHY ATOMY?

#### 1. A Premier Global Enterprise

# A Global Distributor of 'Mass Prestige' Products

## GSGS Strategy

Global Sourcing Global Sales Strategy

Atomy's international branches go beyond simply selling Korean products. Through the **GSGS (Global Sourcing, Global Sales) strategy**, they source local products and distribute them worldwide via Atomy's global sales network.



Total GSGS Sales Accumulated  
by 2024

1. A Premier Global Enterprise

# A Company Committed to ESG Management

**First in the Industry to Publish an ESG Report (2023)**

Awarded the 2023 Minister of Trade, Industry, and Energy's Prize for Excellence in Sustainable Management *(In Its First Year of Publication)*

An objective and transparent report detailing a company's activities and achievements in Environment (E), Social (S), and Governance (G).



# A CEO Who Earned Respect Through Honest Management 夢想 Chairman Park Han-Gill

**Selected as One of Korea's Most  
Respected CEOs for Four Consecutive  
Years (2021–2024, GPTW Korea)**



### III WHY ATOMY?

#### 1. A Premier Global Enterprise

## A Workplace Built on Integrity—Recognized as the Best Company to Work For

Atomy: A Great Place to Work

Selected as Korea's Best Workplace for **Four** Consecutive Years

Ranked **No. 2** in the '2022 Best Workplaces in Asia' (Small & Medium Enterprises Category)



#### \*GPTW(Great Place To Work)

A truly great workplace fosters trust in leadership, instills strong pride in work, and creates an engaging and passionate work culture among colleagues.

## Enhancing Consumer Rights Through Honest Management

**First in the Industry to Receive  
Consumer-Centered Management (CCM)  
Certification and Achieve Three Consecutive  
Certifications (2019, 2021, 2023)**

**Recipient of the First Consumer  
Rights Award  
(2022)**

**Awarded the Fair Trade Commission  
Chairman's Commendation  
(*Excellence in Consumer-Centered Management*)  
(2022)**



#### 1. A Premier Global Enterprise

# Expanding a Stronger Customer-Centered Culture



## Consumer-Centered Management (CCM)

The CCM Certification System is a nationally accredited system in which the Korea Consumer Agency evaluates, and the Fair Trade Commission certifies, whether a company structures all its management activities around consumers and continuously improves them.



1. A Premier Global Enterprise

# The World's Recognition of Atomy's Honest Management

Major Media Coverage Featuring Atomy



Forbes Korea



Fortune Korea



The Dong-A Ilbo



The Chosun Ilbo



SBS CNBC  
Lim Yoon-Sun's  
Blueberry – The Growth  
Engine of a KRW 1  
Trillion Company (2017. 4.  
13)



The Economist  
(Issue No. 1607, October  
2021) – Atomy's DNA of  
Sharing

02

## A Brand You Can Trust

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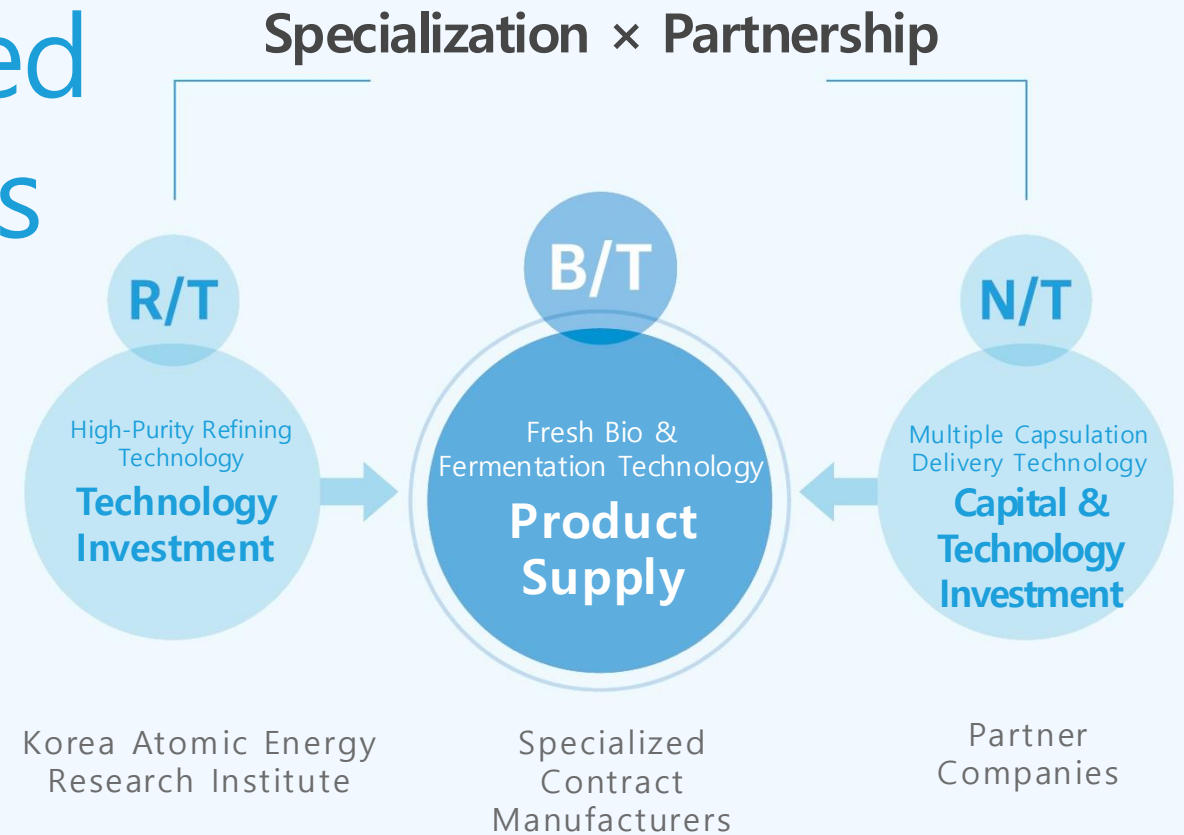
Atomy's Masstige (Mass Prestige) products, created under the Absolute Quality, Absolute Price principle, are trusted by consumers—leading to voluntary purchases without the need for recommendations.



#### 2. A Brand You Can Trust

# Absolute Quality & Absolute Price Powered by Strong Partnerships

Atomy's strength lies in strict specialization and powerful partnerships, allowing each partner to focus on what they do best.



# Unmatched Consumer Satisfaction Achieved Through Absolute Quality & Absolute Price

15 Years of **0% Return Rate**

Lowest Return Rate in the Industry

Atomy Customer Satisfaction Guarantee Center

Atomy offers an exchange and refund policy for its core product categories—health supplements and cosmetics—if customers are dissatisfied with the quality. (Valid within three months of purchase.)

Lowest among Top 10 Companies



based on the 2024 Fair Trade Commission report



### III WHY ATOMY?

#### 2. A Brand You Can Trust

## Achievements Driven by Absolute Quality & Absolute Price Atomy HemoHIM



The Only Individually Approved  
Functional Ingredient  
Immune Function Enhancement +  
Fatigue Improvement  
Recognized for Dual Functions

No.1

Best-Selling Product in the  
Industry for 10 Consecutive  
Years

(2015–2024, Atomy data)

No.1

No.1 in Domestic  
Health Supplement  
Exports  
(2022 MFDS report)

2 Trillion (KRW)

Global Cumulative Sales  
for a Single Product  
(As of H1 2022)

22

International Patents  
US, Germany, UK, France, Italy,  
Japan, etc.

(Including expired  
protection patents)

1st

Korea's First  
Individually Approved  
Health Supplement for  
Immune Function  
Enhancement

### III WHY ATOMY?

#### 2. A Brand You Can Trust

Achievements Driven by  
Absolute Quality & Absolute Price

# Absolute CellActive Skincare



No.1

Ranked No.1 in the  
Beauty Sector for Five  
Consecutive Years

Based on the 2020–2024 Fair Trade  
Commission Report)

1 Trillion  
(KRW)

Global Cumulative  
Sales

(As of July 2024)

### III WHY ATOMY?

#### 2. A Brand You Can Trust

Achievements Driven by  
Absolute Quality & Absolute Price **2**

## Absolute CellActive Skincare

Recognized for Unmatched Technological Excellence

The First in the Cosmetics Industry to Achieve a  
**Quadruple Crown**



2021 | First in the Cosmetics Industry to Receive the King Sejong Award (Patent Technology Award, Korean Intellectual Property Office)



2020 | IR52 Jang Young-Sil Award for All Six Products in the Lineup (Ministry of Science and ICT)



2020 | NEP Certification for Innovative Technology (Ministry of Trade, Industry and Energy)



Recognized as a Next-Generation World-Class Product (Ministry of Trade, Industry and Energy)

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First in the Cosmetics Industry  
to Receive the King  
Sejong Award



Achievements Driven by  
Absolute Quality & Absolute Price **3**

# Atomy Skincare System The Fame

Skincare 6 Systems  
Four  
Technologies



**New  
Materials**

- Panthenol
- 5 Types of Hyaluronic Acid
- Ceramide

**New  
Technol  
ogies**

- Triple Oil
- Microcapsule
- Argan Kernel Oil
- Shea Butter
- Squalene

**Low  
Irritation**

- Received the "Excellence" Rating from Germany's Dermatest



### III WHY ATOMY?

#### 2. A Brand You Can Trust

Achievements Driven by  
Absolute Quality & Absolute Price

4

## Atomy Toothbrush

Annually

37  
Million

Nicknamed the 'One-Second  
Toothbrush'

In 2021 Alone, Approximately  
37 Million Units Were Sold.  
Equivalent to One Toothbrush  
Sold Every Second.



atomy  
ATOMY

### III WHY ATOMY?

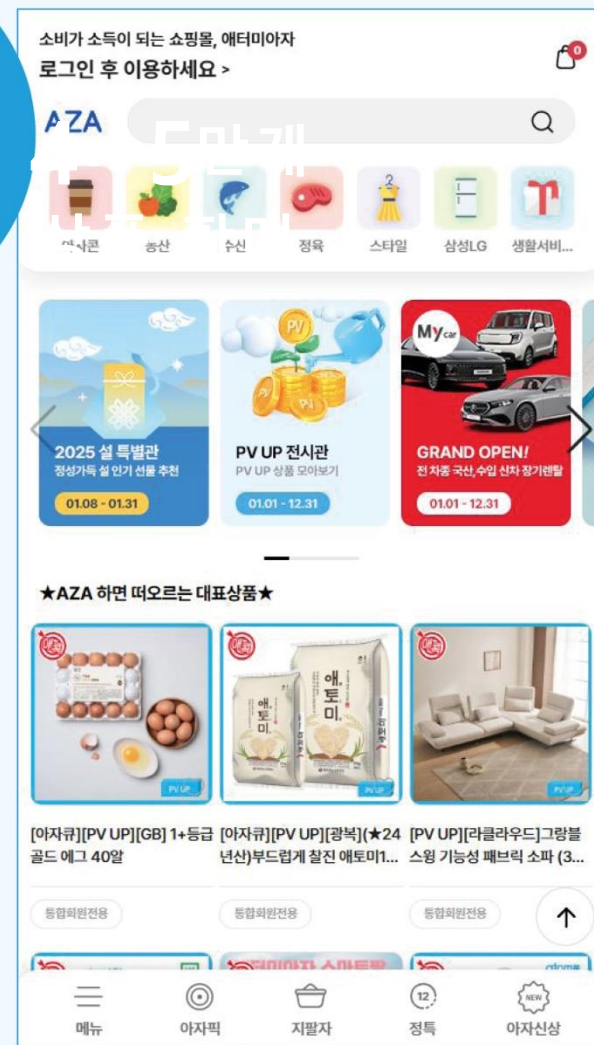
#### 2. A Brand You Can Trust

# ATOMY AZA

AZA is a comprehensive online shopping platform that offers reliable, high-quality products, ensuring that customers can shop with confidence and never regret their purchases.



100,000  
Products  
Available



03

## Atomy's Three Cultures

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We are sure that our three cultures  
will be a fertile foundation for us to  
last over the next 100 years.





Atomy leads the direct selling industry with integrity, fostering a healthy and ethical business culture based on principles.

3. Atomy's Three Cultures

# Culture of Mutual Growth

Atomy defines its relationship with partner companies as one of mutual growth, implementing various support policies to ensure their success.

## Key Initiatives for Mutual Growth

01



Cash payment within one week of delivery

02



Financial support for facility investments

03



Prepayment for raw material procurement

04



One-company-per-product policy

05



Stable distribution channels through Atomy's 15 million-member network

06



Fair supply price adjustments through cost monitoring

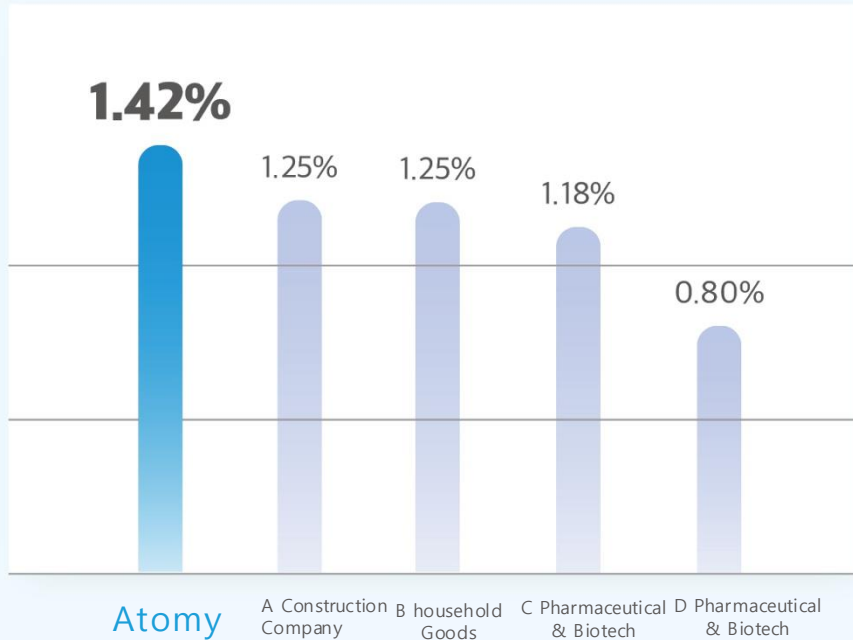
## Partner Companies(合力社)

Atomy's unique term "합력 (合力)" signifies a deep sense of unity and collaboration, distinct from "협력 (協力)" (cooperation), which emphasizes individual independence. This reflects Atomy's commitment to a shared community and co-prosperity.

3. Atomy's Three Cultures

# Culture of Sharing

Atomy ranks among the top 500 corporations in charitable donations relative to revenue.



Source : CEO Score(2024)

## Ranked No.1 in Donation-to-Revenue Ratio (1.42% in 2023)

- Total Cumulative Donations: KRW 101.5 Billion (Global Consolidated)
- 2023 Donations: KRW 16.8 Billion
- Among Korea's Top 500 Companies, Atomy Ranks No.1 in Donation-to-Revenue Ratio



04

# Atomy Success System

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Atomy's headquarters-led success system is designed to empower members worldwide, helping them achieve success in their businesses.



4. Atomy Success System

# Atomy Success System

Through a variety of headquarters-organized seminars tailored to different environments, Atomy guides members on their path to

Atomy provides comprehensive business education and motivational programs to help members achieve success.

We empower Atomy members worldwide to connect, communicate, and succeed together—anytime, anywhere—without limitations of time and space.

## ATOMY SUCCESS SYSTEM



### Success Academy

Success & Vision



### One Day Seminar

Fundamentals of Business



### Good Morning Atomy

Latest Updates & Center Lookup



### Atomy Business College

Online Education System

# Business Capability Enhancement System



ATOMY Marketing Plan

바이너리  
구조

Binary structure

무한단계  
무한누적

Infinite phase  
Infinite accumulation

글로벌  
원마케팅

Global One Marketing

수당  
상한선

Upper limit



05

# MARKETING PLAN

Atomy provides a clear and inclusive compensation system that ensures all members have equal opportunities for success, with no one left behind.

# A Balanced & Just Compensation Plan



## ① Ease of Business

- ① No Membership Fees, No Maintenance Fees
- ② Binary System
- ③ Unlimited Levels & Accumulation
  - Recognized Across All Opened Regions
- ④ Global One-Marketing System

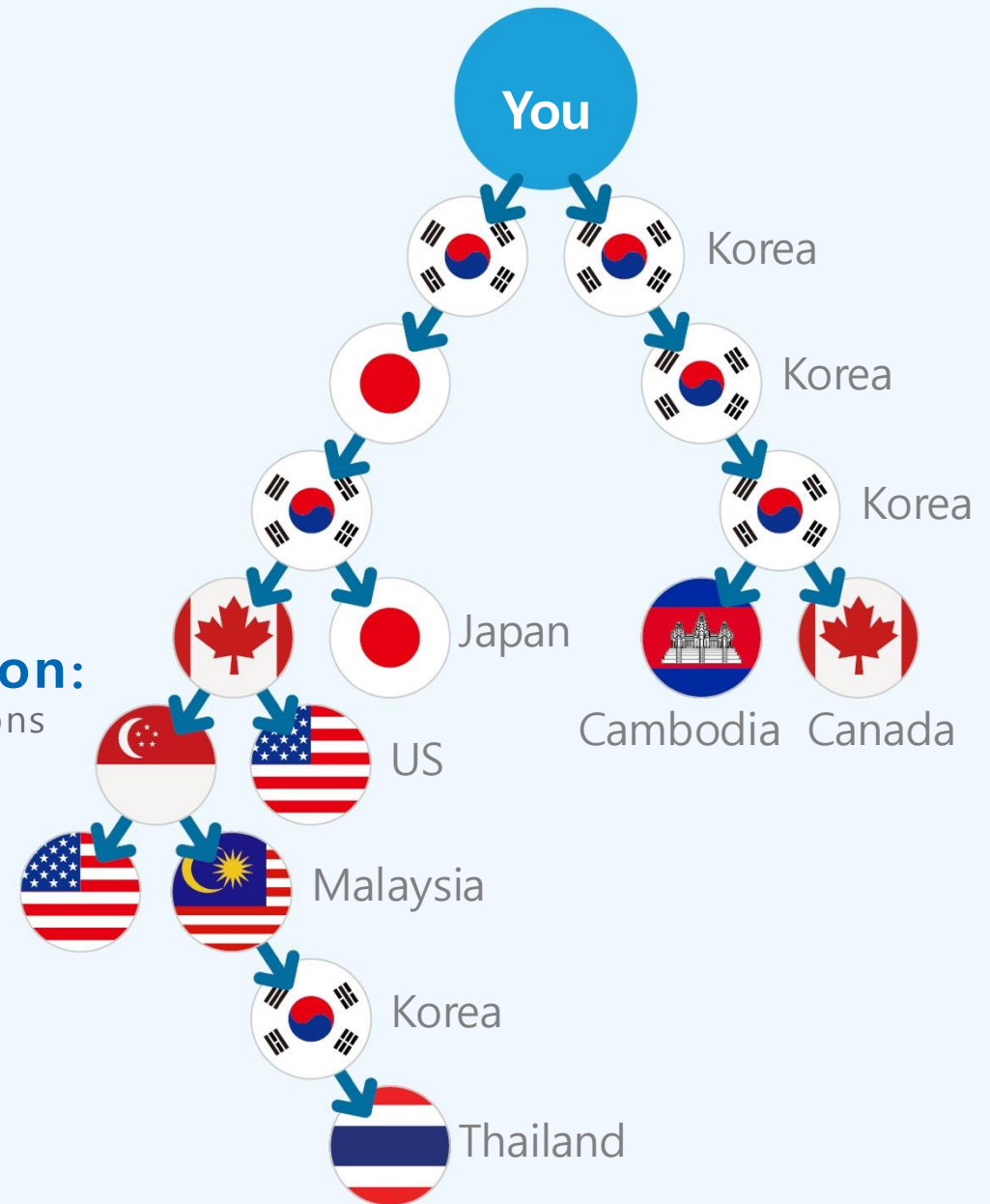


## ② Balanced Distribution

- ① Compensation Cap to Ensure Fair Earnings
- ② 50% of the First Rank Bonus Exclusively Allocated to New Mastership Achievers

# A Balanced & Just Compensation Plan

- ✔ Binary System
- ✔ Unlimited Levels & Accumulation:  
Recognized Across All Opened Regions
- ✔ Global One-
- ✔ Marketing Compensation Cap to Ensure Fair Earnings



# Mastership promotion

|                           |                                |                                                                                                                                                                                                |
|---------------------------|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sales Master</b>       | <b>-</b>                       | The Fame (1 Set), HemoHIM (1 Set), Evening Care 4-Step Set (1 Set)                                                                                                                             |
| <b>Diamond Master</b>     | <b>KRW 1 Million in Cash</b>   | The Fame (1 Set), HemoHIM (1 Set), Evening Care 4-Step Set (1 Set)                                                                                                                             |
| <b>Sharon Rose Master</b> | <b>KRW 2 Million in Cash</b>   | 2 Direct Family Travel Vouchers for 3 Nights & 4 Days Overseas Trip                                                                                                                            |
| <b>Star Master</b>        | <b>KRW 10 Million in Cash</b>  | 4 Direct Family Travel Vouchers for 3 Nights & 4 Days Overseas Trip                                                                                                                            |
| <b>Royal Master</b>       | <b>KRW 50 Million in Cash</b>  | KRW 2 Million Monthly Sponsorship Allowance, Mid-Size Vehicle, 10 Nights & 11 Days Overseas Trip (4 Direct Family Travel Vouchers)                                                             |
| <b>Crown Master</b>       | <b>KRW 300 Million in Cash</b> | KRW 5 Million Monthly Sponsorship Allowance, Full-Size Vehicle, 10 Nights & 11 Days Overseas Trip (4 Direct Family Travel Vouchers)                                                            |
| <b>Imperial Master</b>    | <b>KRW 1 Billion in Cash</b>   | KRW 10 Million Monthly Sponsorship Allowance, Full-Size Vehicle, 165 m <sup>2</sup> Office, Personal Assistant, Chauffeur, 10 Nights & 11 Days Overseas Trip (4 Direct Family Travel Vouchers) |

# Atomy Success Club



## Auto Sales Master Club

Maintain Sales Master 12 Times a Year



## Leaders Club

Annual Income of KRW 100 Million or More



## Royal Leaders Club

Annual Income of KRW 200 Million or More



## Crown Leaders Club

Annual Income of KRW 400 Million or More

06

## CORPORATE PHILOSOPHY

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Atomy aims to become a world-class premier company by striving for customer success based on the management philosophy of "Honesty and Goodness is the Best Strategy".



#### 6. Corporate Philosophy

# Management Objectives



## Customers' Success

Atomy views its customers not as a means to an end but as the purpose itself. This philosophy is embodied in its **Cow Philosophy and Baby Philosophy**: Caring for a cow is not for the cow itself but to extract as much milk as possible—a means to an end. Caring for a baby, however, is not for what the baby can provide but because the baby is the end goal itself. To truly ensure customer success, mere satisfaction is not enough. Atomy aims to go beyond **customer satisfaction** to achieve **customer delight** and ultimately, **customer success**. Through Atomy, consumers succeed as consumers, and business members succeed as business members.



## Distribution Hub

Atomy aims to become the **global hub of distribution**, connecting producers and consumers worldwide. The term "hub" represents the central point that links all. To achieve this, Atomy is securing **absolute competitiveness** and adopting its **GSGS (Global Sourcing, Global Sales)** strategy, which sources products of absolute quality and absolute price from around the world and distributes them through its global network.



## Premier Company

Atomy is committed to becoming a **world-class enterprise**. To achieve this, it upholds Jeongseonsangryak (正善上略) as its core management philosophy, emphasizing honesty and goodness as the ultimate strategy. Atomy adheres to the essence of distribution by supplying **high-quality products at affordable prices**. Furthermore, it prioritizes nurturing creative talent who can create value with **integrity and morality**, ensuring that every member of Atomy can grow into a world-class individual.

# Management Philosophy

## A Small but Big Company with Precise Management

Atomy strives to be a [small yet great company](#), focusing on substance rather than scale. Instead of pursuing superficial grandeur and size, Atomy emphasizes being a company of true depth and strength.

This aligns with Atomy's founding philosophy of "[survival](#)," which drives its management principles. Achieving this vision requires the elimination of waste and the implementation of precise and detailed management practices.

A great company is one that ensures the [happiness of its employees](#), contributes significantly to the [success of its customers](#), and plays a [major role in advancing society](#).



# Founding Principles

## Being

Survival is the primary goal of all organizations, including businesses, and represents their most essential social responsibility. Atomy is interconnected with its employees, members, consumers, partner companies, and local communities, carrying the responsibility of building a better society. The survival of Atomy is an indispensable choice to fulfill these responsibilities. To ensure survival, Atomy actively reduces costs and adapts flexibly to changes in the business environment.



### Cost Management

- Razor-Sharp Cost Control
- Solid and Stable Financial Management with Zero Debt
- Absolute Fixed Cost Control Based on Pipe Theory

### Business Management

- Transparent Management that reflects a company with nothing to hide
- Principle-Centered and Ethical Management where principles guide all decisions and problem-solving

### Human Resource Management

- Fostering Creative Talent

#### 6. Corporate Philosophy

# Founding Principles

## Velocity (Speed)



While survival is the primary goal of any business, greater value is created through growth. In Atomy's approach to growth, the most critical factor is speed. However, speed at Atomy doesn't merely mean moving fast. True speed, as Atomy defines it, is the combination of velocity and direction.

Atomy believes that true speed is achieved when velocity is aligned with precise direction.

### Response Speed to External Changes

The Fourth Industrial Revolution is impacting society at a broader scale and faster pace than any previous industrial revolution. As such, Atomy strives to proactively adapt to the rapidly changing trends of this era.

### Speed of Information

The ability to disseminate accurate information quickly is crucial. Information tends to lose both accuracy and speed as it passes through multiple stages. To counter this, Atomy emphasizes simultaneous and accurate dissemination of information. Similarly, Atomy's global market expansion is conducted through a simultaneous multi-regional approach.

### Business Expansion Speed

The businesses of Atomy's entrepreneurs expand exponentially based on the Law of Multiplication. With a proper understanding and application of Atomy's system, entrepreneurs can achieve levels of business growth that would otherwise be impossible to accomplish alone.

# Founding Principles

## Balance



Atomy Pursues Public Value at the Level of a Social Enterprise Through Balanced Distribution!

Atomy strives for fair and balanced distribution, aiming to expand and reproduce limited value more efficiently.

The value created by Atomy is the result of collaboration not only among its members but also with society as a whole!

Therefore, Atomy dedicates itself to ensuring that consumers can purchase better products at more affordable prices, returning most of the value it creates to its consumers.

Atomy actively engages in various sharing initiatives to contribute to the healthy development of society!

Atomy's fair and balanced distribution model promotes repeat purchases by consumers and strengthens member loyalty, ensuring the sustainable growth of Atomy.

#### 6. Corporate Philosophy

# Company Mottos



## **Cherish the Spirit**

Created in God's image, humans are the most precious beings and should never be treated as a means to an end. People are the ultimate objective and should be cherished as such.



## **Follow the Faith**

Faith is believing in the things that we cannot see. This genuine faith in an unseen vision has the power to draw action toward a desirable future.



## **Create the Vision**

The best way to predict the future is to plan for it. Atomy believes in managing thoughts to bring a self-planned future closer to reality.



## **Serve in Humility**

Atomy considers humility to be its most important guiding principle. While our thoughts should soar as high as the sky, we must also serve with humility. True honor is only completed with respect when we remain humble, even after achieving everything.



Atomy will continue to uphold its unwavering commitment to honest management, guided by the principle of Absolute Quality and Absolute Price.

In this age of uncertainty, secure your success with the Atomy platform.

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