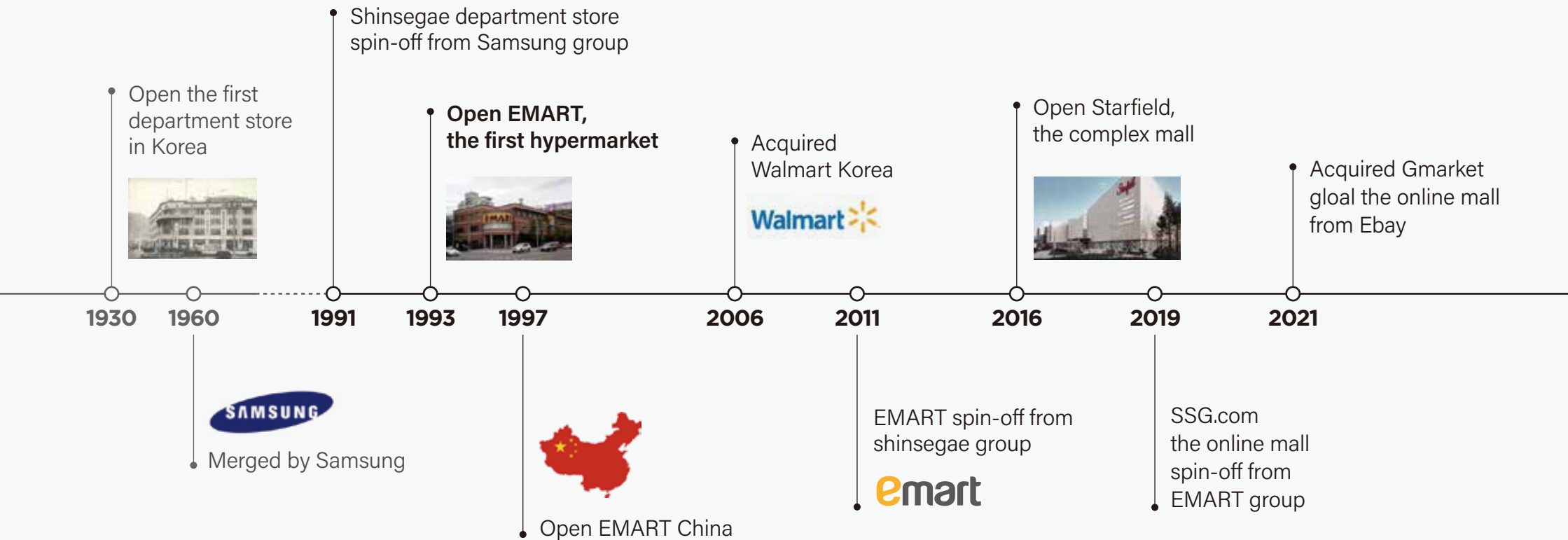


emart

EMART History

EMART is Korea's No. 1 retailer and was spun off by Shinsegae Department Store, which was established in Korea for the first time. In 2019, it established SSG.com, an exclusive online mall, and purchased G-market from eBay, which eventually ranked second in the online business by sales in 2020.

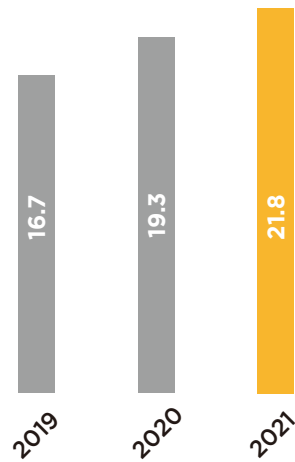


FINANCIAL OVERVIEW¹⁾

EMART

Consolidated Emart Inc. Net Sales²⁾

Unit: USD billion



#OF STORES

EMART: 138 | Traders: 20
 Emart Everyday: 272 | Emart 24: 5,857
 As of Dec 31, 2021

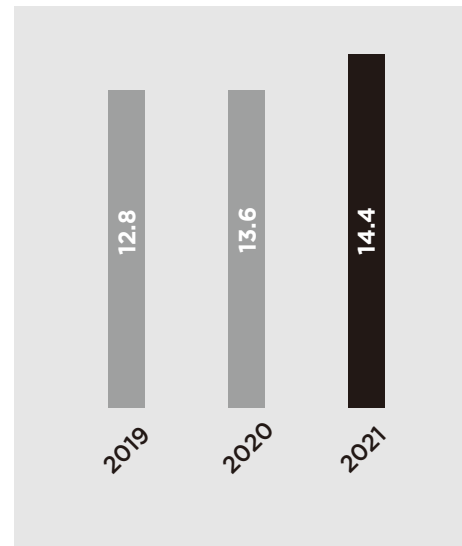
Note 1: KRW based financial information has been converted to USD at exchange rate of KRW 1,144 / USD

Note 2: All sales are net sales

Note 3: Standalone basis

Emart Inc. standalone³⁾

Unit: USD billion



Major Brands of Emart

Unit: USD billion



EMART

As the nation's first hypermarket in Korea, EMART has made it possible for customers to purchase fresh, best quality products at reasonable and more affordable prices and become one of the most recognized retail brand in the nation as EMART brand was ranked in the 2nd place in the Korean Brand Ranking survey in 2019.

Hypermarket

Founded : 1993

Sales : USD 10.4 billion

Number of Store : 138

Average size : 10,000m² (100,000 feet)

Main Private Label :

- Peacock (Grocery & HMR)
- No brand (All categories)
- Loving Home (Home)
- Electroman (Electronics)



PEACOCK



EMART TRADERS

EMART Traders is a warehouse-style discount chain store that features high-quality goods at relatively lower prices through bargaining power from bulk purchases and reduced operating costs. Since its first opening in 2010, EMART Traders now operates 18 stores in total (vs. Costco 16 stores) and is developing 9 more stores by 2025.

Warehouse Club

Founded : 2010

Sales : USD 2.9 billion

Number of Store : 20

Average size : 10,000m² (100,000 feet)

Main Private Label :

- T-standard (all categories)



No Brand

The best way to describe “No Brand” is to explain the meaning of its name which is “the real value is embedded in the quality of the product, not in the brand name itself.” Thus, No Brand was created to best serve customers looking for value products. Since its opening in 2016, No Brand now operates 297 stores in Korea and 12 stores in Philippines and exports its products to China, Vietnam and Mongolia.

Hard discount store

Founded : 2016

Sales : USD 0.7 billion

Number of Store : 297

Average size : 2,000m² (20,000 feet)

Main Private Label :

- No brand (All categories)



EMART Inc. Affiliates

Based on its strong brand, E-Mart spun off into various types of affiliates such as E-Mart Everyday and E-Mart 24, and operated Starbucks and Chosun Hotels through the establishment of global partnerships.



EMART everyday
supermarket



EMART 24
Convenience store



Shinsegae property
Complex mall



SSG.com/Gmarket
Online mall



Starbucks
Coffee & food



Shinsegae Food
Food manufacturing & Catering



Chosun Hotel
Hotel & Resort



Global Business
Construction & IT

[Appendix]
Shinsegae Inc. Affiliates

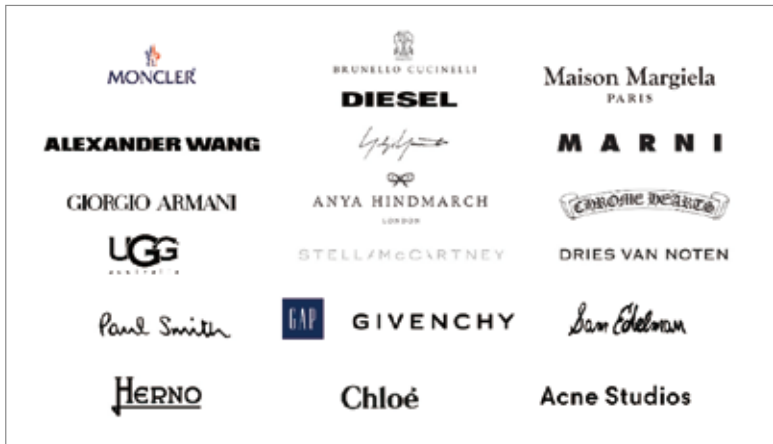
Shinsegae Group spun off into E-Mart and Shinsegae in 2011, operating independently but closely connected. Shinsegae Group carries out businesses such as outlets, brand businesses, and duty-free shops, mainly in department stores



Shinsegae Department Store
 Department store



Shinsegae Simon
 Premium outlet



Shinsegae International
 Fashion exclusive distribution



Shinsegae DFS
 Duty free shop

[Appendix]

EMART Inc. & Shinsegae Inc. Family

EMART Inc

Retail

EMART, Hypermarket
– EMART Traders, warehouse club
– No Brand, Hard discount store
EMART Everyday, supermarket
EMART24, Convenience store
Shinsegae property, complex mall

Food & Beverage

Shinsegae Food, Food manufacturing
Shinsegae L&B, wine & liquor
Starbucks (SCK company), coffee & food

Construction & others

Shinsegae Construction, construction
Shinsegae I&C, IT
SSG Landers, Baseball club

Online

SSG.com, online mall
Gmarket global, online mall (open market)
Shinsegae home shopping, live commerce

Hotel & Resort

Chosun hotel, hotel & resort
Shinsegae youngrangho resort, resort

Overseas Business

EMART China ltd
EMART America Inc
PK Retail Holdings
– Good Food Holdings
– New Seasons Market

Shinsegae Inc

Retail

Shinsegae department store, department store
Shinsegae Simon, premium outlet
Shinsegae Casa, home specialty store
Shinsegae DFS, duty free shop

Brand Business

Shinsegae International, fashion distribution
– Moncler, Givency, Diesel, Armany, Marni,
Chloe, Gap, Ugg, Masion Margiela etc.

Property

Central city, bus terminal

emart
Sourcing

EMART Global Sourcing department

provides our customers (group retail channels) the products they need and want, differentiation in brand, items and values, and providing suppliers opportunity for consistent growth built on sustainable relationship innovation, quality always, excellent service and ethical standard

01 No.1 Retail knowledge in **On & Off-line channels**

Handling all kinds of retail formats and introducing many brands to customers

02 **The Only & Biggest** Global Sourcing organization in Korea

Having many experienced and talented employees and cases in this area

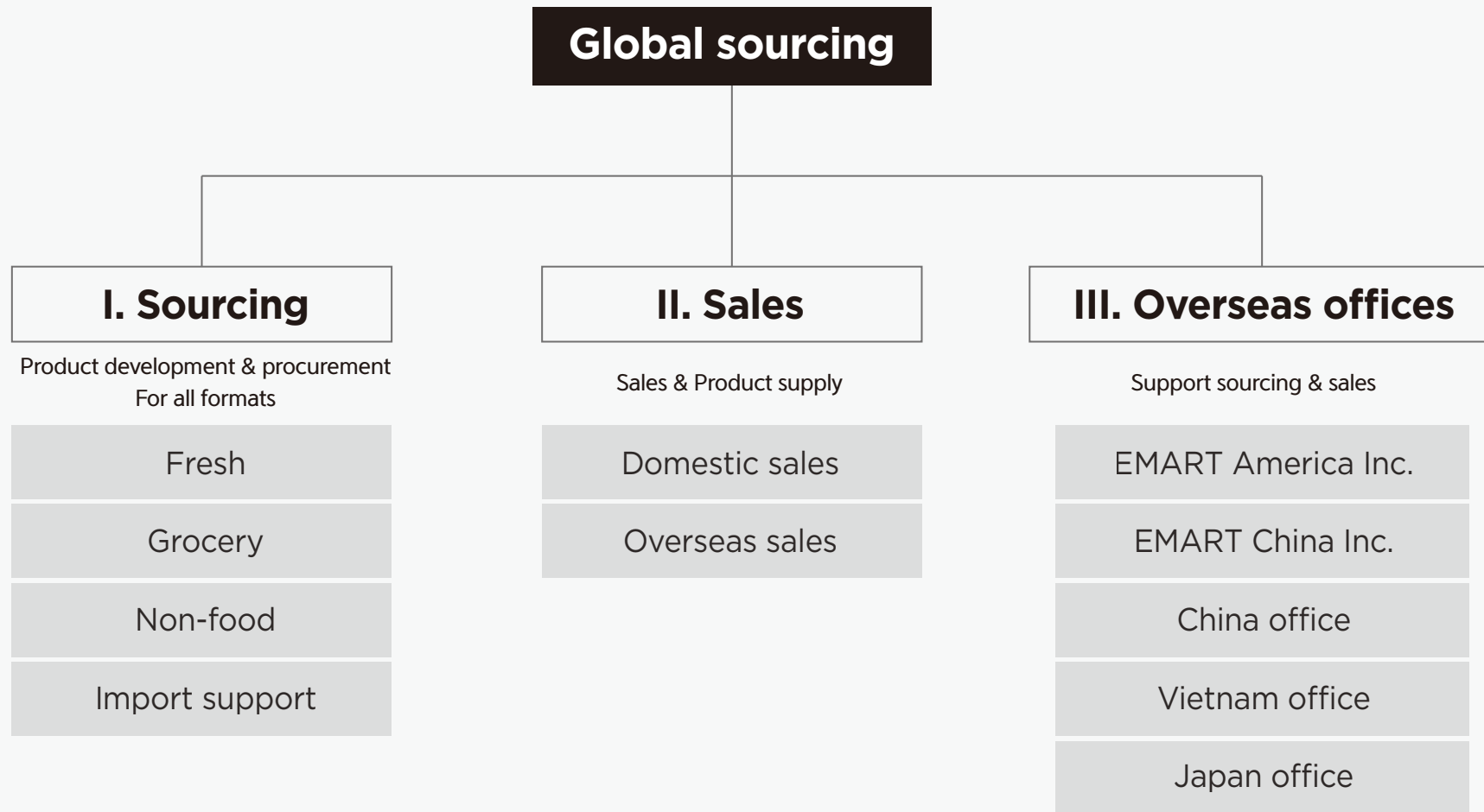
03 **Many Successful Experiences** working with global brands

Making your brands more valuable and delivering your products perfectly



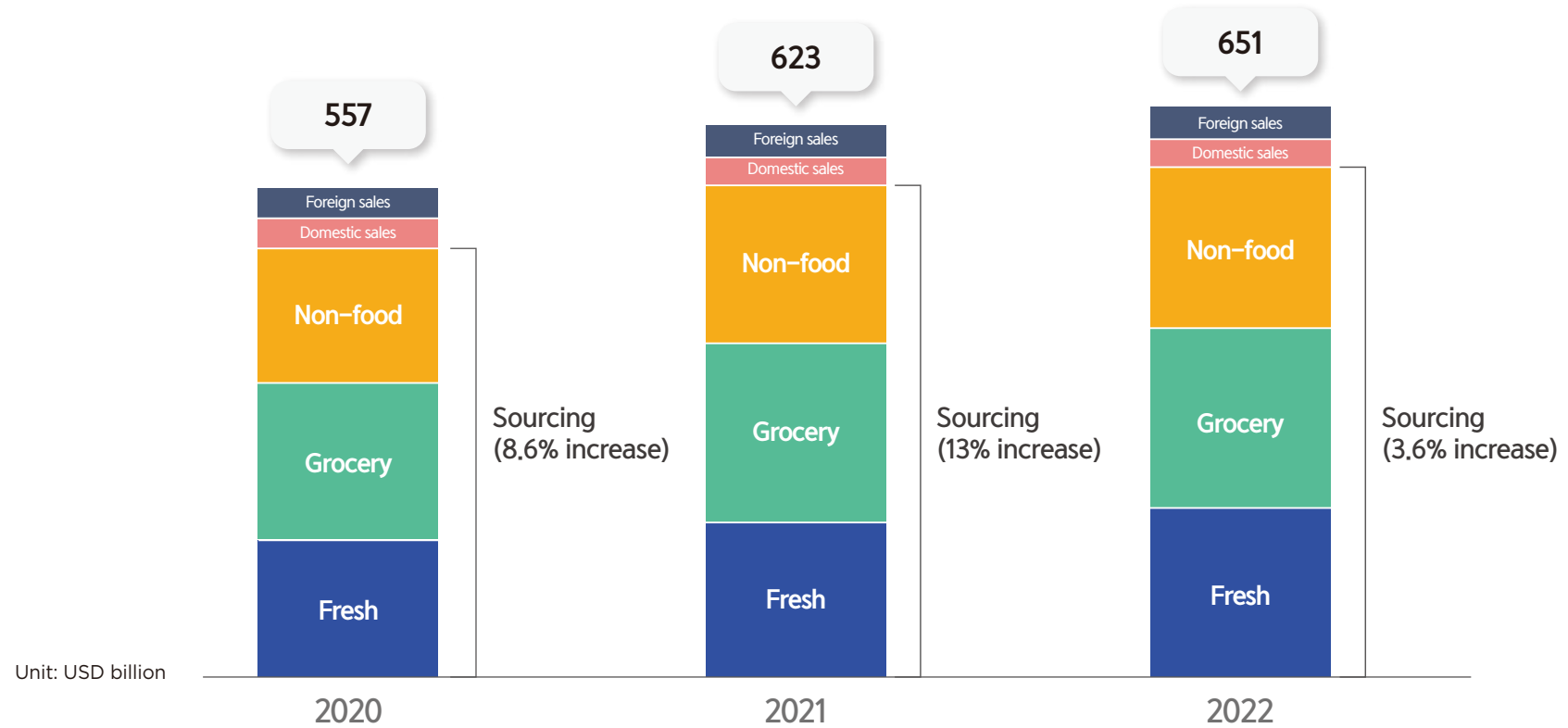
EMART Sourcing History

The Global Sourcing Department was established in 2007. Now, we are conducting three tasks: a sourcing team that develops and procures products, a sales team that is in charge of domestic and foreign sales, and an overseas office that conducts sourcing, cross-border business, and local sales.



EMART Global Sourcing Sales

The Global Sourcing performance is continuously increasing, and most of the sales are generated by sourcing teams.



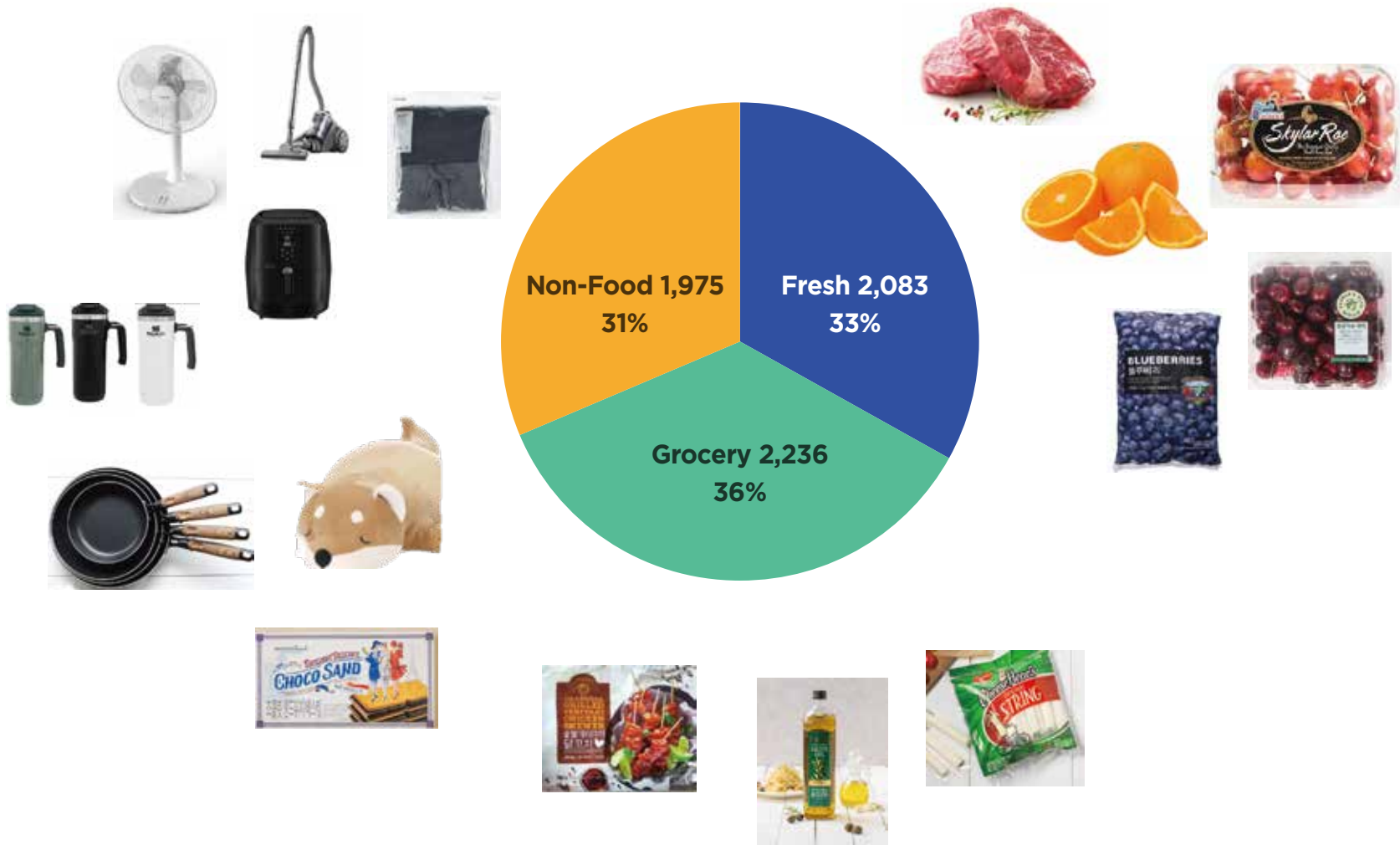
I. Sourcing

The sourcing team sources products according to the needs of each channel customer (buyer), and currently sourcing various products from 1,000 partner companies in 50 countries.



I. Sourcing

The sourcing team sources all categories of products from around the world, including fresh, grocery, and non-food products.



II. Sales

We offer items for all channels across the worlds

Domestic sales



Brand Distribution



Private Label



Sourcing

Overseas sales



Private Label



National brand

Captive channel



emart

Affiliates



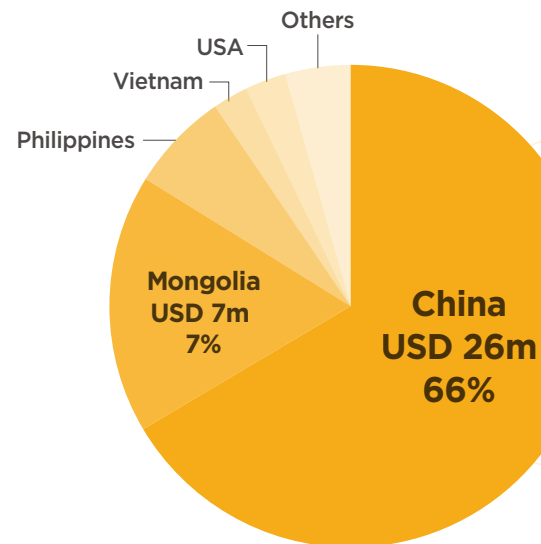
emart24 Gmarket

The 3rd party

NAVER

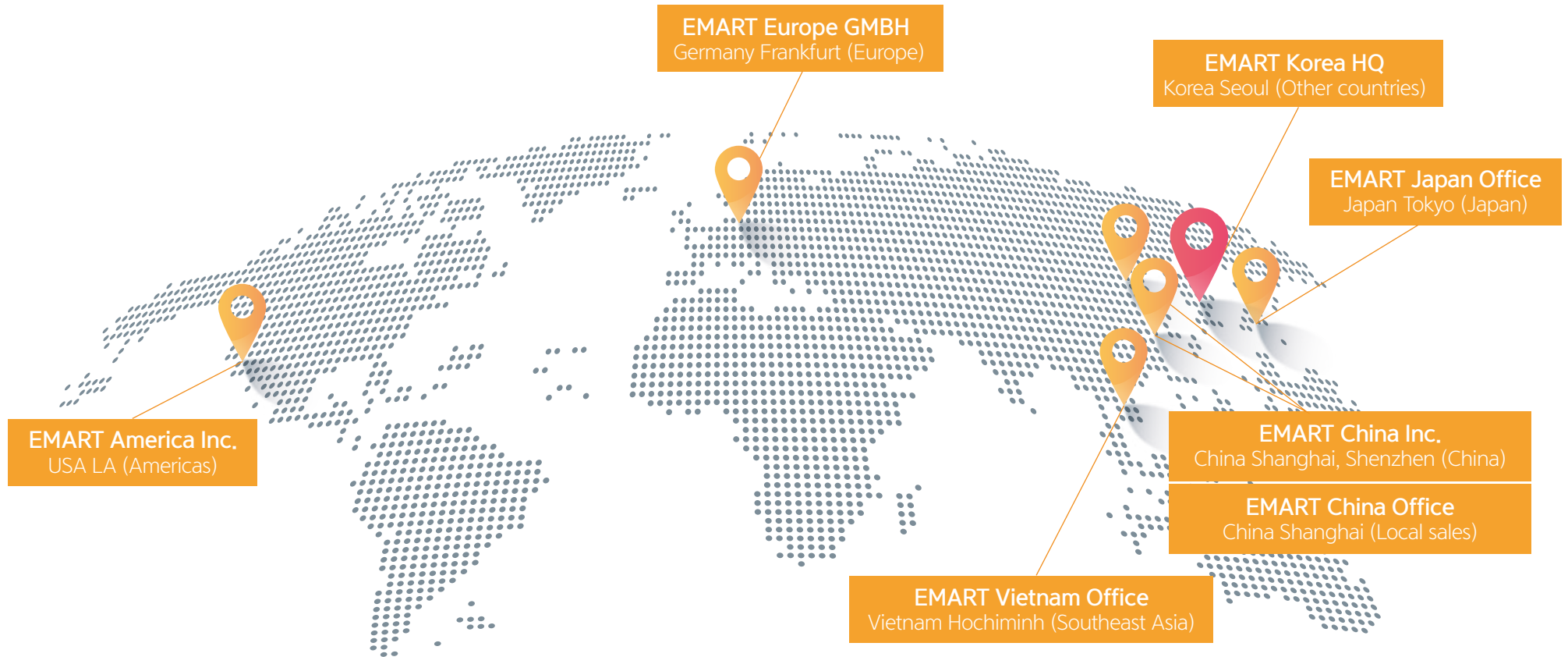


coupang

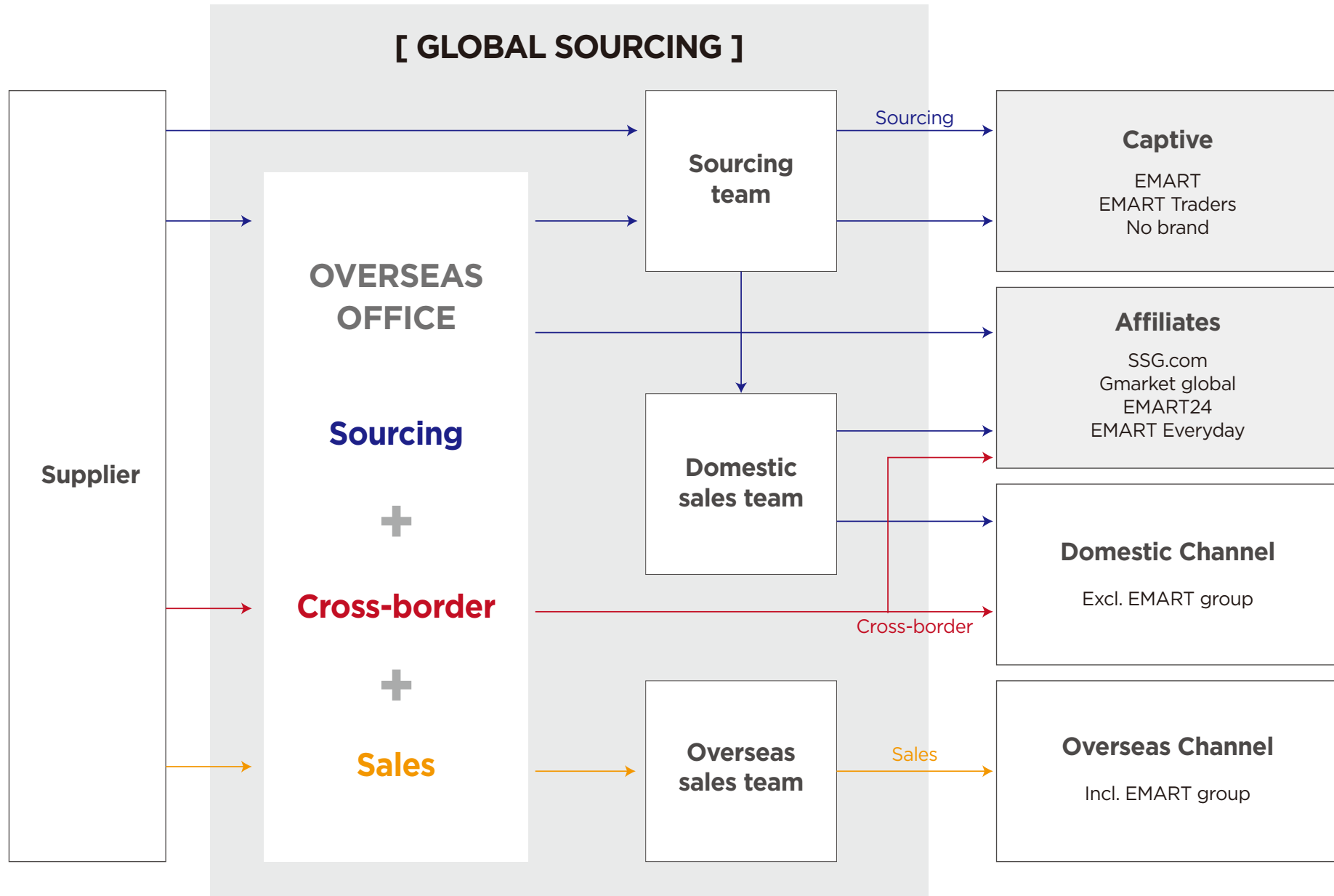


III. Overseas offices

The overseas sourcing office was originally established for the purpose of sourcing support, but it was transformed into an outpost for expansion of new businesses such as cross-border business and local sales.



Global sourcing workflow



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