

**KOSDAQ**  
LISTED COMPANY

 **DESIGN**  
The Business Designer

**KOKIRI<sup>®</sup>**



We, Design, Trustful Partner

To develop, deliver products with high intrinsic value for every mobile users in the world.

[www.kokiripower.com](http://www.kokiripower.com)



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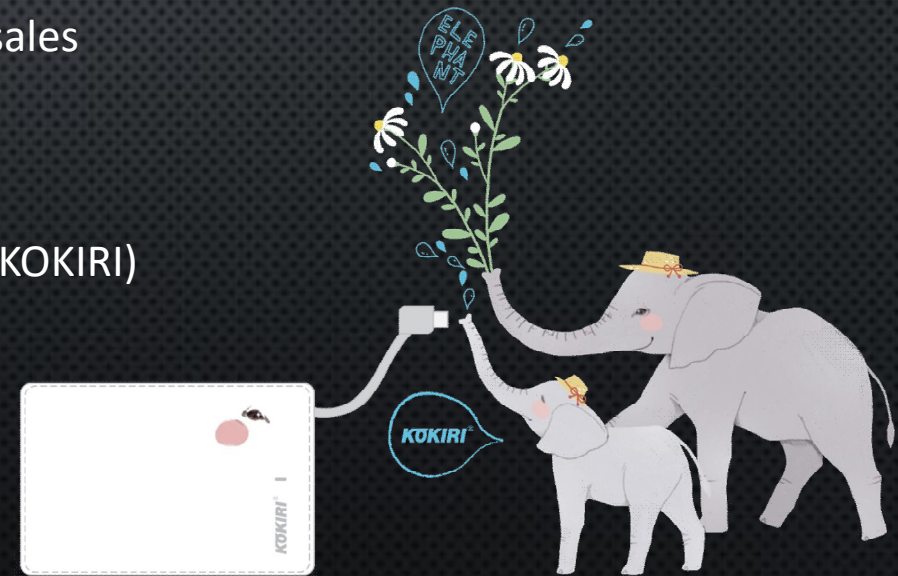
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## ■ Overview

**“We always equip you with quality products at competitive prices to provide the best insurance value for your consumers.”**



**We see the Market &  
Deliver the best available ones!**

CEO	Jaewon (Jay) Sung
Foundation	May, 2012
Paid-in-Capital	\$1,300,000.00
Location	<b>[Korea]</b> 162, Gukhoe-daero, Yangcheon-gu, Seoul, Korea <b>[China]</b> B310 , Mingyuehuadu Group,Gonghe Industrial Road, Xixiang street,Baoan District, Shenzhen City , Guangdong Prov , China
Web-site	<a href="http://www.kokiripower.com">www.kokiripower.com</a> <a href="http://www.designholdings.com">www.designholdings.com</a>
Employees	70
Main Business	Power Bank, IT Appliances, Mobile Accessory, etc.



## ■ Who we are?



Design Co., Ltd., since its establishment in 2012, has now evolved as the leading company in Korea by selling more than 600,000 Batteries & other items per month. We, Design, have been introducing our products to overseas while securing all the related certificates & registering design patent internationally. Main products are portable battery packs (Power Bank), travel & automotive chargers, and Bluetooth speakers. Design Co. Ltd. has set up its own research laboratory (R&D Center) from 2014 (certified in 2015) and have devoted ourselves to quality management and the development of advanced technologies. This will help us to grow up as a company oriented to the highest quality while maintaining price competitiveness.

**We provide high quality products at competitive price!**



## ■ What we have ?

### ▪ R&D Center



- Certified by KOITA and MSIT : registration no. 2015110253

With the Technology Development Promotion Law enacted in 1991, KOITA(Korea Industrial Technology Association) was assigned to certify the establishment of the industrial R&D centers in Korea.

This has been the major contribution for the industry in putting a heavy emphasis on the R&D activities, leading a huge increment in the number of industrial R&D centers. Benefited from several incentives such as the likes of taxation exemption, tariff reduction and the military service exemption for registered R&D personnel through this special law, together with an increased awareness on the R&D, growth in industrial R&D institutes has become the driving force to put Korea as R&D powerhouse globally.



KOITA(Korea Industrial Technology Association)



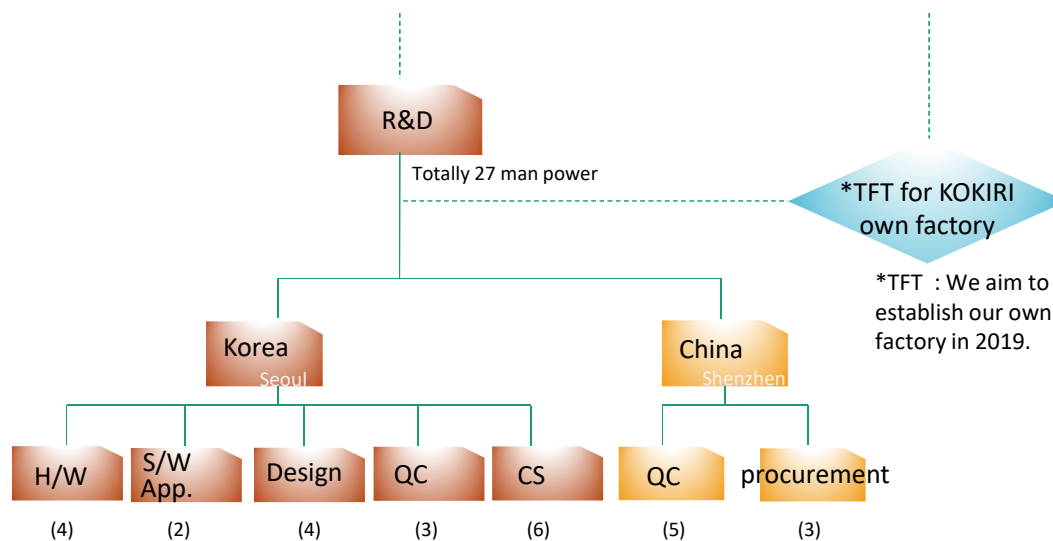
Ministry of Science, ICT and Future Planning

In the center stands KOITA which has become the umbrella organization intermediating the government and the industry. As such, KOITA's role to support industrial technology in collaboration with the **Ministry of Science, ICT and Future Planning**, has borne the remarkable results.



## ■ What we have ?

### ▪ R&D Man Power



### ▪ R&D Technology

- Cut Off Control Skill and Device for the Electric Discharge
- Wireless charging Power Bank
- Device for displaying of the status on Charge and Discharge
- Firmware Frame Work OS Skills
- IoT Platform Service Skills
- Adaptive Pattern Generation Engineering fit for each secondary cell
- Sound QR technology utilizing FFT (Fast Fourier Transform )
- Secure high-density Li-Polymer battery retains up to 85% of its full capacity even after 500 charge-discharge cycles



## ■ What we have ?

### ▪ Patent

Status	Country	Technology Patent	Design Patent	Brand Patent
Registration	Korea	16	62	11
	Overseas		7	2
Application	Korea	1	15	3
	Overseas		3	3



The patents which we have are exclusive right granted for the invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.



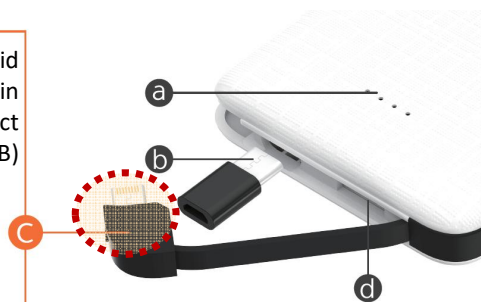
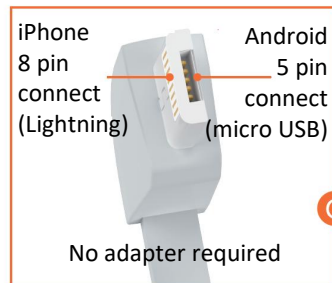
## ■ What we have ?

### ▪ Competitiveness – Products solution

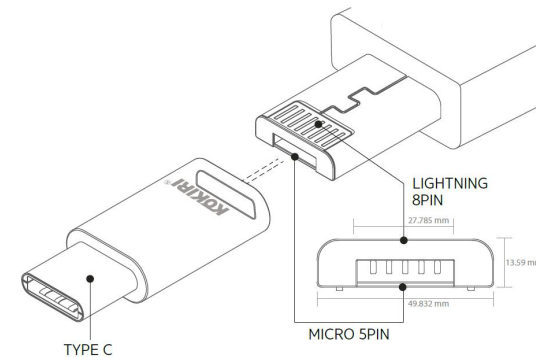
UNIQUE – OMNI connector technology

Our power bank connector, OMNI allows two different connectors' compatibility, Android's 5 pin and iPhone's 8 pin ports without additional adapter.

Also, through included Type-C adapter, it can make our power bank versatile and suitable for existing smart devices in the world.



3 in 1 solution



- Ⓐ LED Indicator
- Ⓑ Type C adapter

Ⓒ **OMNI connector** – OMNI connector which is compatible with 5 pin and 8 pin without any adapter

- Ⓓ USB A port



## ■ What we have ?



### ▪ Competitiveness – Company Solution

- 1) **Fast Response to the Market Requirement:** Continuous market monitoring is enable us to make an immediate response to the market with the improved products in a month through the immediate analysis and prompt decision with exploring plausible options.
- 2) **Attractive Price:** We provide high quality products at competitive price that can compete with the Chinese Products as Xiaomi.
- 3) **Merit of OMNI (Power Bank) :** It is unique and remarkable sales point , OMNI series of Power Bank has the unique integrated cable empowering users to enjoy charging both Android 5 Pin and Apple for 8 Pin compatibly without any additional adapter.
- 4) **Superior Design and Technique:** It is also one of our source of pride for excellent product design followed by the superior Product Designers and Technicians. All 60 employees are very active in R&D and QC that leads the 0.2% fraction defective in 2017Y.

### ▪ Brand Credibility

The brand name KOKIRI has already established it's rigid brand power in Korea by the 20% of the market share within 5 years after its inception. "Quality Stability" with the "Excellent After Service" has been key success factor building KOKIRI, , accomplishing USD 42million sales in year 2018 which puts KOKIRI as the best selling brand in the market.



## ■ What we have ?

### ▪ Manufacturing (sub-contract)

- 2 major manufacturing site

Company	Location	Production Capacity	Employee	Int'l Certificate
Shenzhen GPC Co., Ltd.	Shenzhen, Guangdong, China	250K pcs / month	1,100	ISO9001:2000, ISO14001:2000

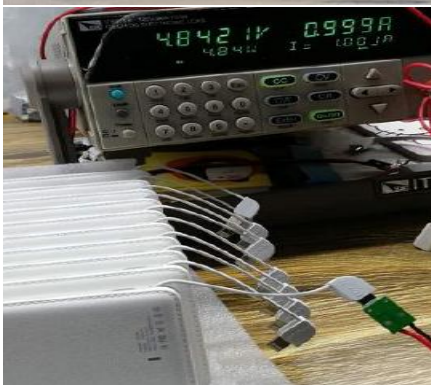




## ■ What we have ?

### ■ Manufacturing (sub-contract)

Company	Location	Production Capacity	Employee	Int'l Certificate
Dongguan YDT Co., Ltd.	Shenzhen, Dongguan, China	200K pcs / month	300	ISO9001:2015

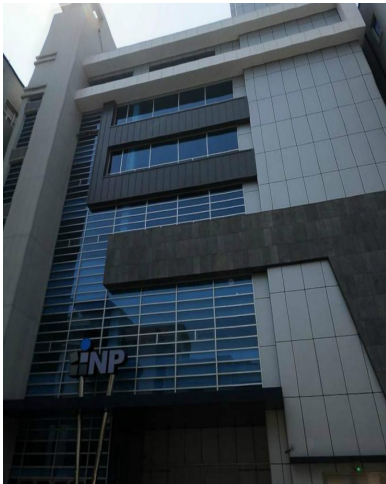




## ■ Sales Activity

### ▪ Warehouse (Korea)

#### - Korea Warehouse 1



**Space**  
- Power Bank 2M pcs  
- Power Bank carton 20K pcs



Location : (9.4km, 15 min. from HQ office)

Industrial road8, 42-8, Buchun city, Kyunggki province, Korea

#### - Korea Warehouse 2



**Space**  
- Power Bank 1.5M pcs  
- Power Bank carton 15K pcs



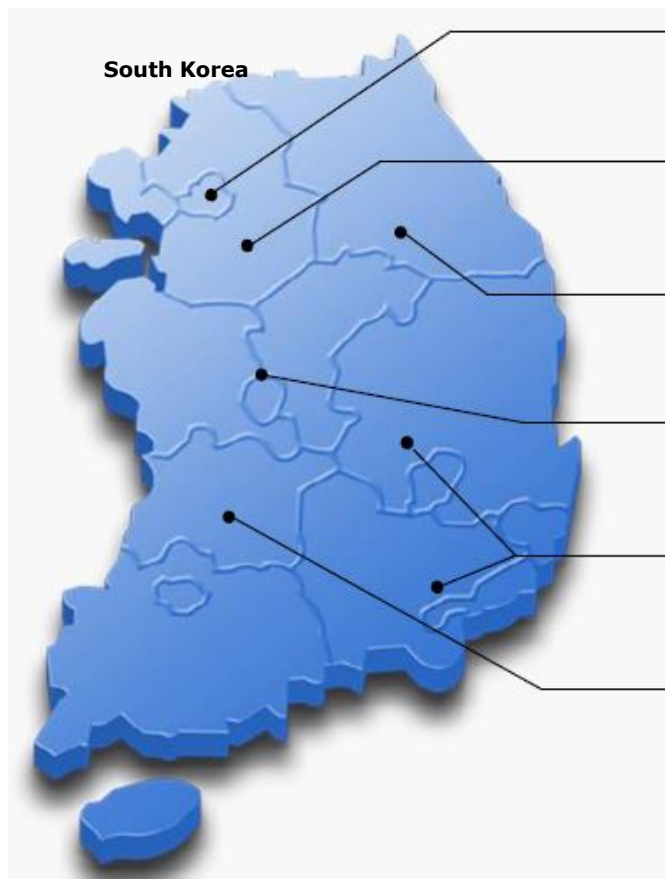
Location : (9.2km, 15 min from HQ office)  
Industrial road8, 4, Buchun city, Kyunggki province, Korea

**2 Printing machine for power bank case**



## ■ Sales Activity

### ▪ Korea online sales



Seoul  
20 1<sup>st</sup> tier / 60 2<sup>nd</sup> tier

Kyunggi Province  
15 1<sup>st</sup> tier / 50 2<sup>nd</sup> tier

Kangwon Province  
2 1<sup>st</sup> tier / 5 2<sup>nd</sup> tier

Chuncheong Province  
6 1<sup>st</sup> tier / 20 2<sup>nd</sup> tier

Busan/Kyonsang Province  
10 1<sup>st</sup> tier / 35 2<sup>nd</sup> tier

Jeonla Province  
5 1<sup>st</sup> tier / 20 2<sup>nd</sup> tier

We can enjoy synergy for sharing major powerful existing buyers' network when we launch new products.

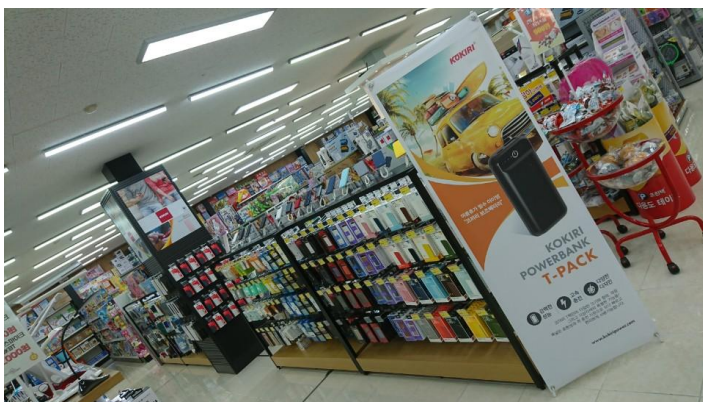
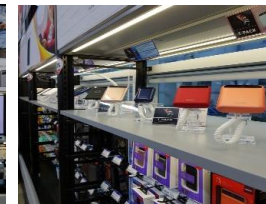
Across the country, 1<sup>st</sup> tier partners distribute KOKIRI brand to their partners mainly mobile shops, convenient stores, super markets, TV home shopping for freebees and IT stores. Some of 1<sup>st</sup> tier partners are running their on/offline shops by themselves.

More than 150 promotion companies has become our sales partner, recognizing our excellent product qualities.



## ■ Sales Activity – Power Bank

### ▪ Korea partners' off line sales

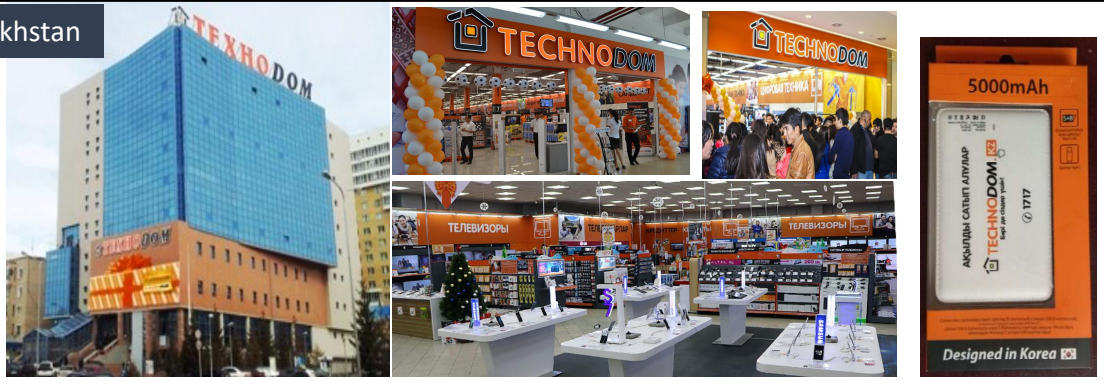




## ■ Sales Activity – Power Bank

### ■ Overseas partners' off line sales

#### Kazakhstan



#### Indonesia



#### Australia



#### USA





## ■ Sales Activity – Power Bank

### ■ Overseas partners' off line sales

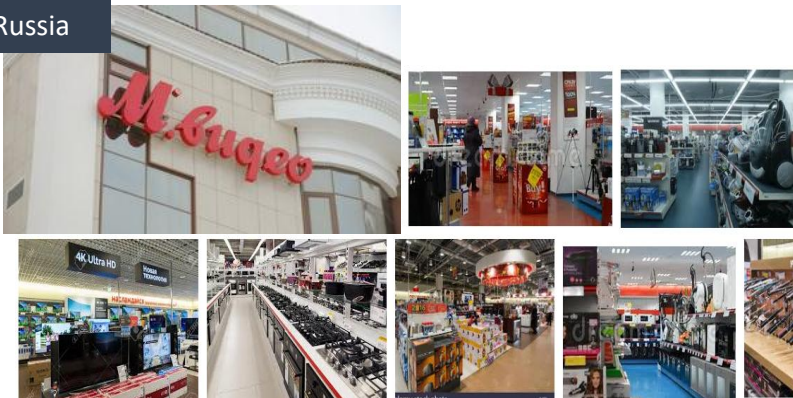
#### Japan



#### Peru



#### Russia



#### Mexico

In process



## ■ Sales Activity – Power Bank

### ▪ Overseas partners' off line sales

#### Italy



#### Brazil



- Other countries
  - Thailand
  - Philippines
  - Paraguay
  - Chile
  - China
  - Israel
  - Sweden



## ■ Sales Activity



### ■ International Exhibition



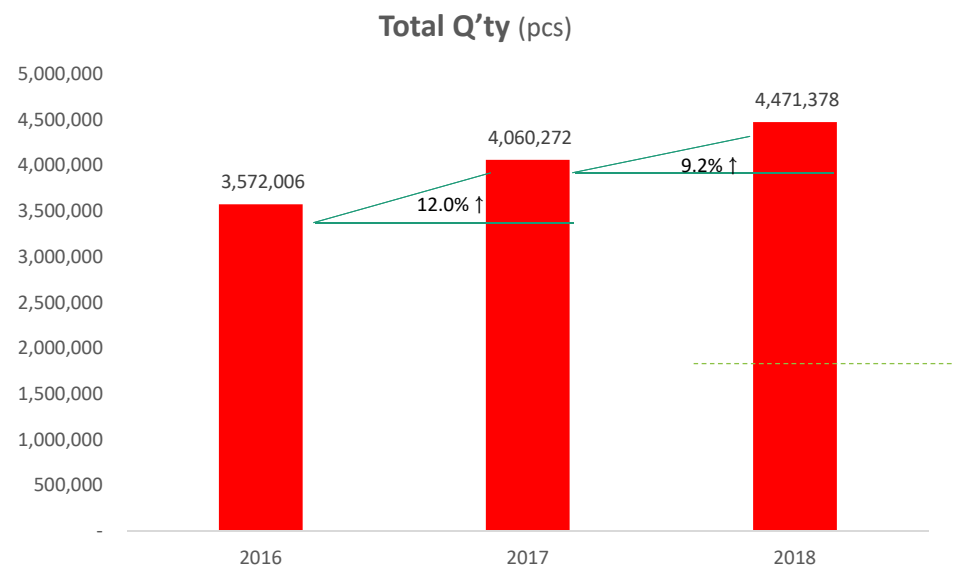


## Power Bank Sales Analysis

KOKIRI



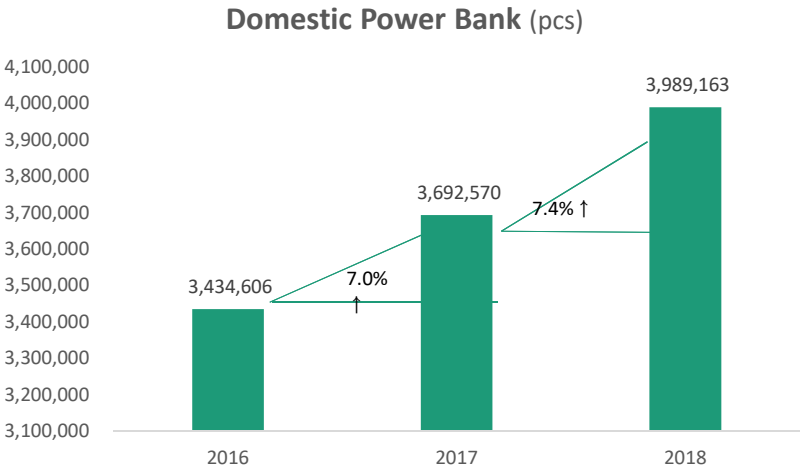
Power Bank Sales (pcs)  
- Domestic + Overseas



Year	2016	2017	2018
Q'ty	3,572,006	4,060,272	4,471,378
CAGR		12.0%	9.2%



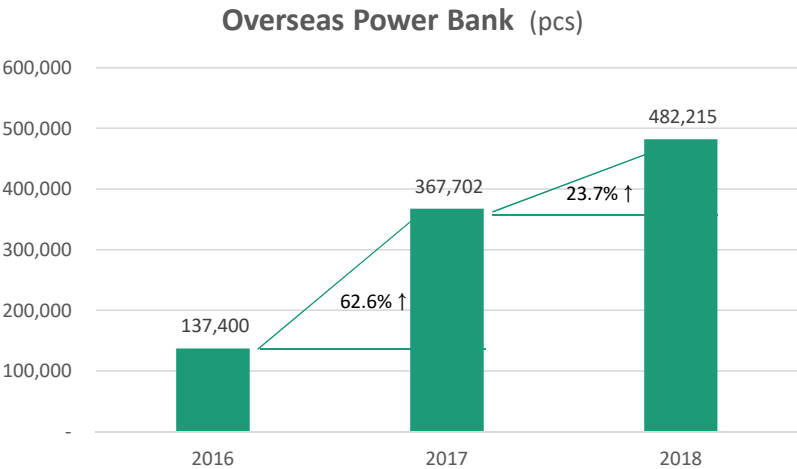
Power Bank Sales (pcs)  
- Domestic



Year	2016	2017	2018
Q'ty	3,434,606	3,692,570	3,989,163
CAGR		7.0%	7.4%

Power Bank Sales (pcs)  
- Overseas

Year	2016	2017	2018
Q'ty	137,400	367,702	482,215
CAGR		62.6%	23.7%





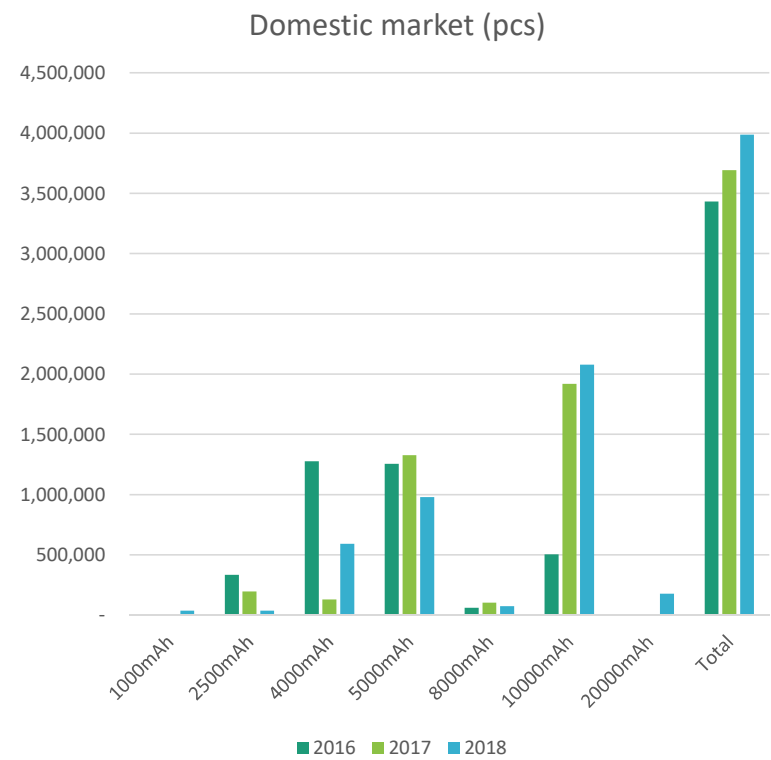
Power Bank mAh



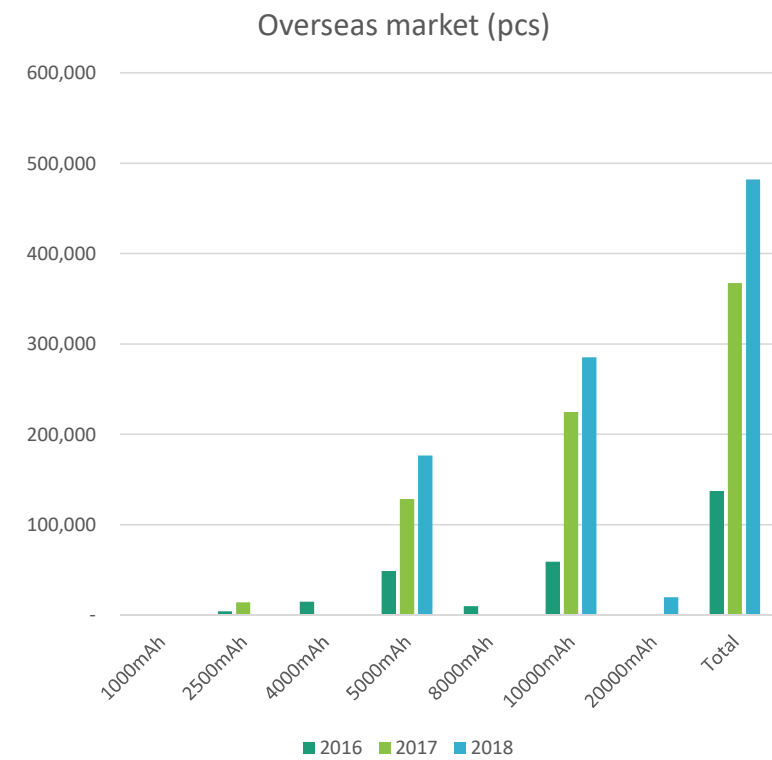
Year	1000mAh	2500mAh	4000mAh	5000mAh	8000mAh	10000mAh	20000mAh	Total
2016	-	338,639	1,292,540	1,305,573	70,937	564,317	-	3,572,006
2017	10,159	212,885	131,674	1,457,326	103,789	2,144,440	-	4,060,272
2018	39,572	39,572	593,575	1,157,416	75,143	2,366,101	200,000	4,471,378



Power Bank Capacity



	1000mAh	2500mAh	4000mAh	5000mAh	8000mAh	10000mAh	20000mAh	Total
2016		334,369	1,277,580	1,256,723	60,887	505,047		3,434,606
2017	10,159	198,594	131,674	1,328,871	103,789	1,919,483		3,692,570
2018	39,572	39,572	593,575	980,577	75,143	2,080,725	180,000	3,989,163

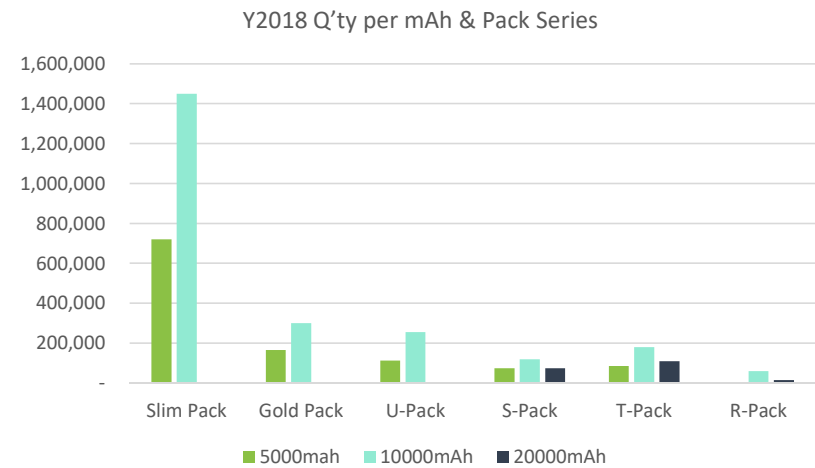
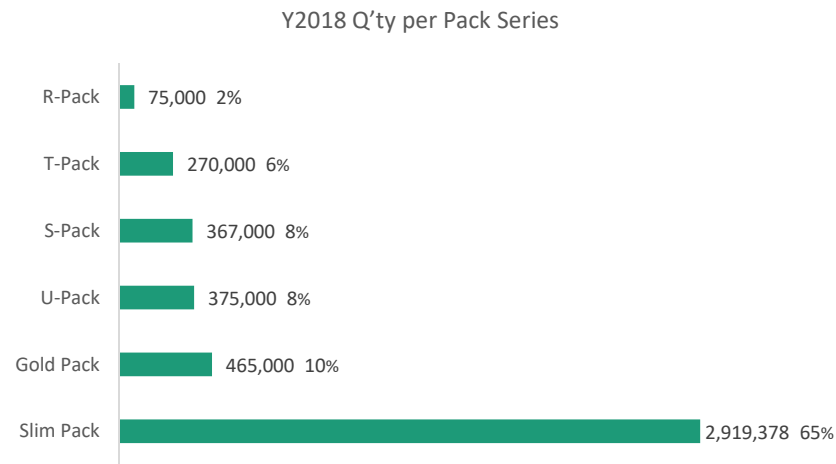


	1000mAh	2500mAh	4000mAh	5000mAh	8000mAh	10000mAh	20000mAh	Total
2016		4,270	14,960	48,850	10,050	59,270		137,400
2017		14,291		128,455		224,957		367,702
2018				176,839		285,376	20,000	482,215



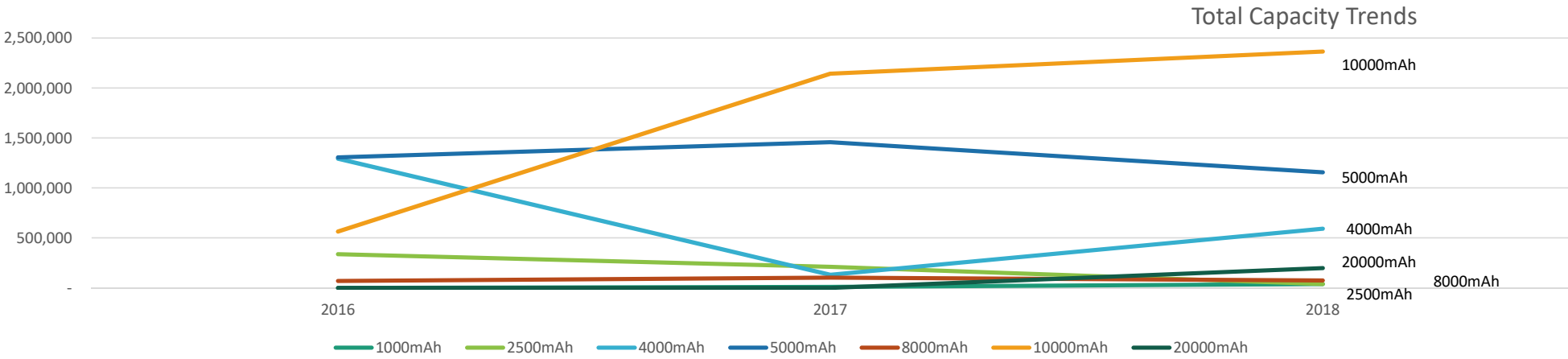
Power Bank Q'ty per mAh and Pack Series

Year	Pack	1000mAh	(%)	2500mAh		4000mAh		5000mAh		8000mAh		10000mAh		20000mAh		Total
2016	Slim Pack			338,639	100%	1,292,540	100%	1,305,573	100%	70,937	100%	564,317	100%			3,572,006
	Total			338,639	100%	1,292,540	100%	1,305,573	100%	70,937	100%	564,317	100%			3,572,006
2017	Slim Pack	10,159	100%	212,885	100%	131,674	100%	1,237,569	85%	103,789	100%	1,756,891	82%			3,452,966
	Gold Pack	-	0%	-	0%	-	0%	219,757	15%	-	0%	387,549	18%			607,306
	Total	10,159	0%	212,885	0%	131,674	0%	1,457,326	100%	103,789	100%	2,144,440	100%			4,060,272
2018	Slim Pack	39,572	100%	39,572	100%	593,575	100%	720,416	62%	75,143	100%	1,451,101	61%	-	0%	2,919,378
	Gold Pack	-	0%	-	0%	-	0%	165,000	14%	-	0%	300,000	13%	-	0%	465,000
	S-Pack	-	0%	-	0%	-	0%	112,000	10%	-	0%	255,000	11%	-	0%	367,000
	T-Pack	-	0%	-	0%	-	0%	75,000	6%	-	0%	120,000	5%	75,000	38%	270,000
	U-Pack	-	0%	-	0%	-	0%	85,000	7%	-	0%	180,000	8%	110,000	55%	375,000
	R-Pack	-	0%	-	0%	-	0%	-	0%	-	0%	60,000	3%	15,000	8%	75,000
	Total	39,572	100%	39,572	100%	593,575	100%	1,157,416	100%	75,143	100%	2,366,101	100%	200,000	100%	4,471,378



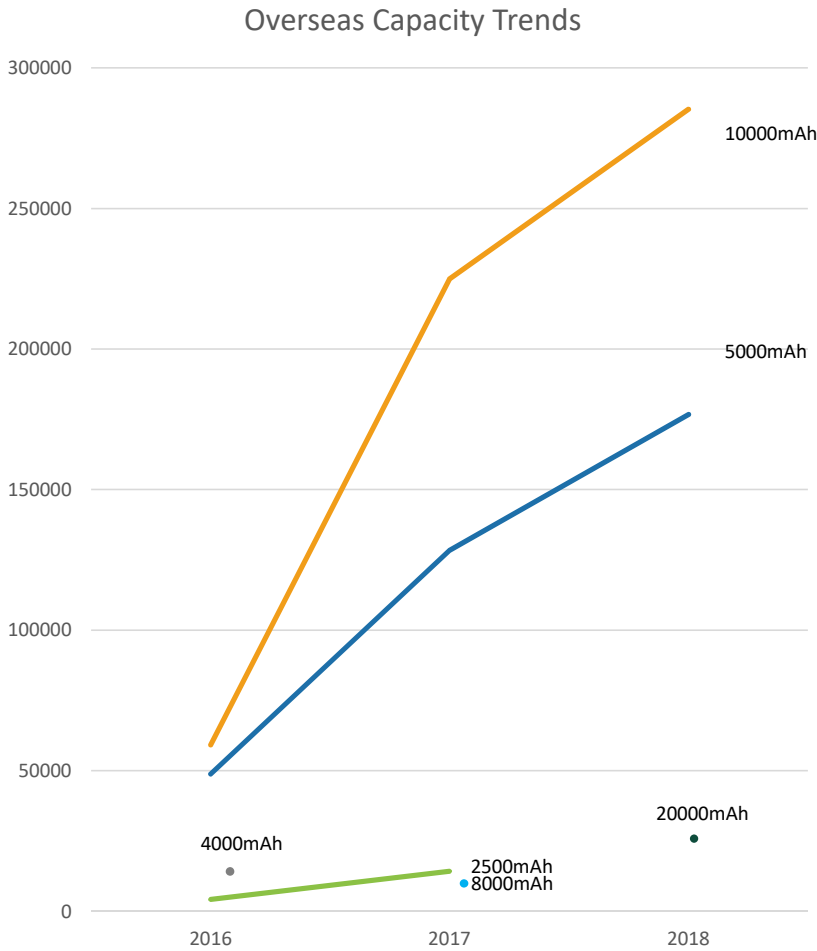
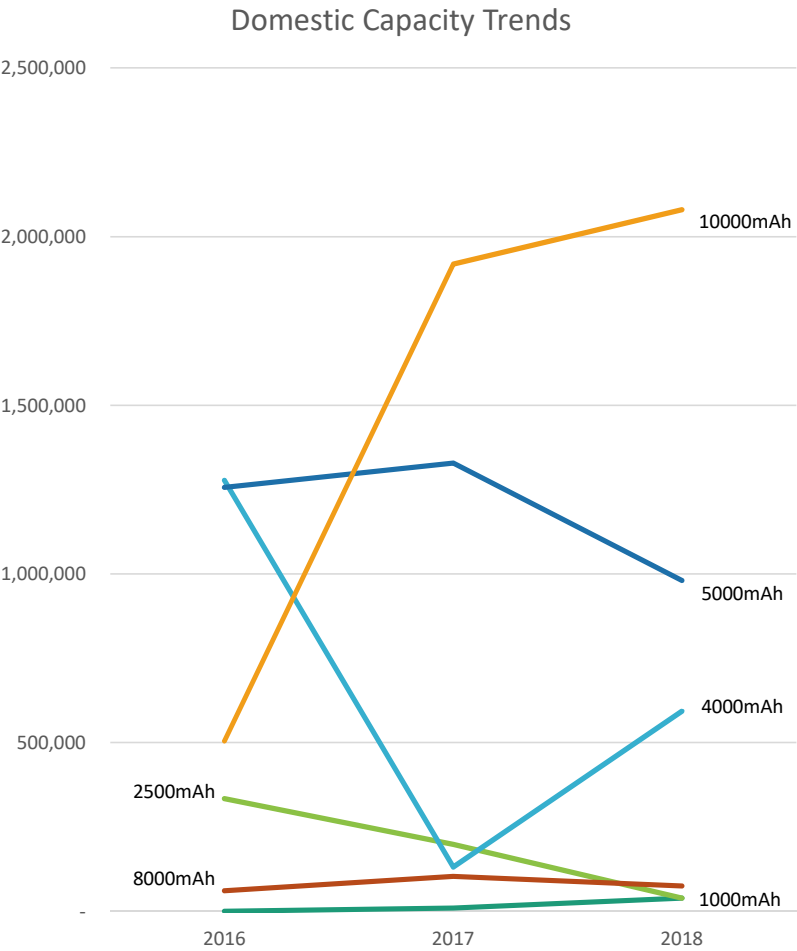


# Power Bank Capacity Trends





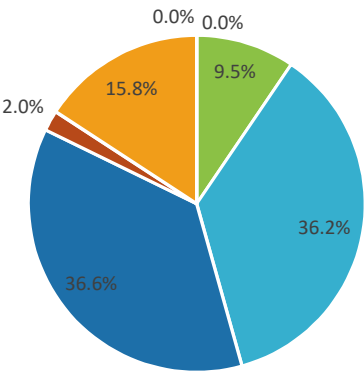
# Power Bank Capacity Trends



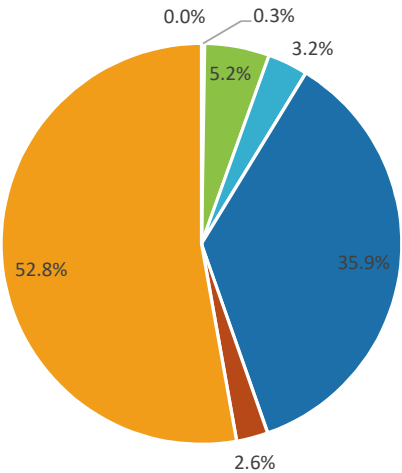


Power Bank Capacity (Domestic + Overseas)

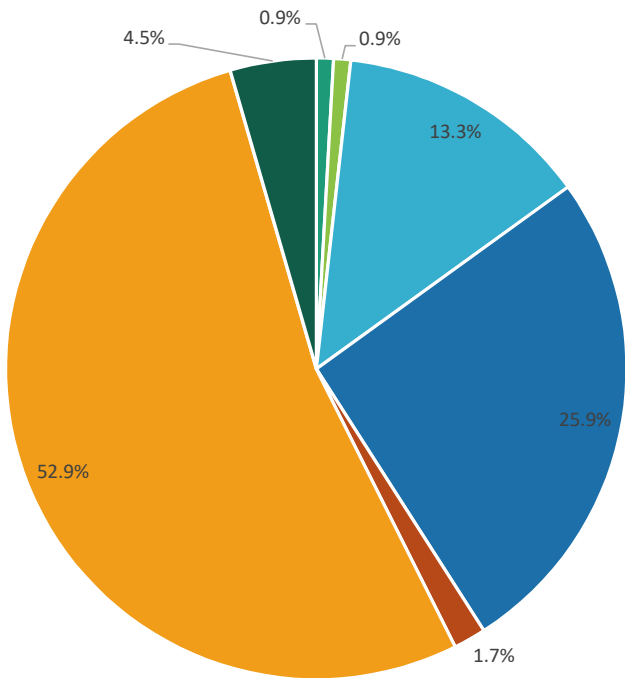
Y 2016 Capacity Trends



Y 2017 Capacity Trends



Y 2018 Capacity Trends



- 1000mAh
- 2500mAh
- 4000mAh
- 5000mAh
- 8000mAh
- 10000mAh
- 20000mAh

Year	1000mAh	2500mAh	4000mAh	5000mAh	8000mAh	10000mAh	20000mAh	Total
2,016	0.0%	9.5%	36.2%	36.6%	2.0%	15.8%	0.0%	100%
2,017	0.3%	5.2%	3.2%	35.9%	2.6%	52.8%	0.0%	100%
2,018	0.9%	0.9%	13.3%	25.9%	1.7%	52.9%	4.5%	100%



**Thank You !**

**KOKIRI<sup>®</sup>**

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