



SEOAH HOLDINGS

Company Profile

Global Distribution Partner for **K-Beauty & Hair Products**

SEOAH Holdings · www.seoah-inc.com

Company Overview

SEOAH Holdings is a **global distribution specialist** connecting verified K-Beauty & hair products to overseas markets. We take charge of a manufacturer's entire overseas-entry journey — from licensing to retail placement, marketing, and logistics.

Company	SEOAH Holdings	Chairman	Park Jae-sung
Entity Type	Holding Company	Target Markets	Philippines · Vietnam · Indonesia · Thailand (expanding across SE Asia & Europe)
Business	Overseas distribution of K-Beauty & hair products / Global brand market-entry agency / SNS & e-commerce platform development		
Headquarters	801, G-Park Plaza, 192 Jeongja-il-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Korea		
Tel	+82-31-712-6156		
Contact	+82-10-5524-8888 · miui0414@naver.com · www.seoah-inc.com		

◆ MISSION

Connecting verified Korean products to consumers worldwide, helping manufacturers and markets grow together.

◆ VISION

Leaping forward as a **K-Beauty global distribution leader**, bridging from Southeast Asia (Philippines, Vietnam) all the way to Europe.

CORE VALUES

Trust

A transparent partnership that owns licensing & customs risk

Localization

Market-tailored entry reflecting channel, payment & consumer trends

Infinite Growth

Growing the market together with our partners

GLOBAL NETWORK

Korea HQ

Bundang, Seongnam — licensing, sourcing & overall operations (HQ)

Milan, Italy Branch

RM Company — European market entry, business development, local marketing & events (Head: Giada Park)

SE Asia Hub

Philippines — local retail & distribution channels incl. Robinsons

* Through our Milan branch (RM Company), we directly operate European market entry, local marketing & events (2025 'K-VIBE FROM SEOAH' @10 Corso Venezia) and a local brand network including Intimissimi.

Business Scope

SEOAH Holdings' core business is the **overseas distribution of K-Beauty & hair products** and the **development of SNS & e-commerce platforms**. From product sourcing to local sales, we execute a brand's global entry step by step.

① Product Categories

We curate verified product lines from Korean manufacturers and supply them overseas.

Beauty Care Inner Beauty Skincare
Beauty Devices Contact Lenses Goods
Food IT-Electronics Bio-Healthcare

② Target Markets

Expanding across Southeast Asia and Europe, with Philippines · Vietnam · Indonesia · Thailand as hubs.

Philippines Vietnam Indonesia Thailand
SE Asia-Europe Expansion

③ Distribution Channels

We operate alongside major local department stores & retail, plus online-offline payment & commerce.

Robinsons Dept-Retail G-Cash Groove

④ Core Services (One-Stop)

- Local licensing agency (FDA · cosmetics registration, etc.)
- Retail / department-store placement & MD negotiation
- Local marketing & promotion
- Logistics · inventory · returns management

⑤ SNS & E-Commerce Platform Development

We directly **develop & operate SNS commerce and e-commerce platforms** linked to our distribution network. By integrating content, live commerce, payment & logistics, we build a brand's own online sales channel.

SNS Commerce E-Commerce Platform Live Commerce Content-Payment-Logistics

MARKET-ENTRY PROCESS · ONE-STOP SOLUTION

1

Sourcing & Contract

Brand discovery ·
LOI/distribution
contract

2

Local Licensing

Local FDA
registration ·
customs

3

Retail Placement

Robinsons-drugstore
MD negotiation

4

Marketing

Local ads · live
commerce ·
influencers

5

Sales & Logistics

Inventory · CS ·
revenue settlement

Manufacturers, focus only on **great products**. From **licensing → placement → marketing → sales-logistics**, SEOAH Holdings goes beyond simple supply to be a **Full-Funnel partner that directly executes local marketing & sales**.

References & Track Record

Built on hands-on experience across distribution, global joint ventures, and IP-beauty businesses, we have established a trust-based network.

Business & Distribution Track Record

Xiaomi Korea Distribution

Distribution

Korea distributorship & domestic distribution of Xiaomi's global electronics product line.

LeEco Korea JV

Joint Venture

Participated in establishing the Korea JV of LeEco ('China's Netflix').

RAVI Beauty

Mfg.Brand

Beauty-device manufacturing and brand LP (license partner) business.

'Neobear Dreamtown' Korea

IP Distribution

Domestic distribution & rollout of an animation IP.

Korea P&B Distribution

Distribution

Operating a domestic P&B product distribution network.

Re:Rise Investment Advisory

Advisory

Strengthening the business base through an investment-advisory partnership.

AFW Partners VC

Investment

Sourcing of premium products-brands and investment partnership.

Affiliated & Partner Companies



celloLAB

Functional skincare incl. biogenic essence — SEOAH affiliate.



Intimissimi

Italian brand — overseas distribution in progress.



Sehwa P&C (MOREMO)

Haircare & skincare — Philippines distribution LOI signed.



Ahngook Pharm

Health functional food & pharmaceuticals — distribution in progress.



Billboard KOREA

Media & content partner — K-Beauty global promotion collaboration.



Andy Point

Goods & merchandise manufacturing — fandom-beauty goods partner.



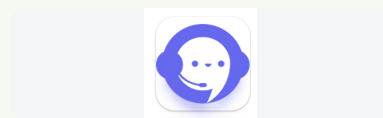
La'kira

Cosmeceutical skincare — hydrogel masks & functional care; derma-aesthetic channels.



BIOPOP

Diagnostics-wellness device — device sales + subscription health-data platform.



123Tok (123TALK)

Unified comms SaaS 'Visible ARS' — call-SMS-AI chatbot-BPO solution.

Global Network · Milan, Italy Branch

SEOAH Holdings operates **RM Company**, a European business-development & marketing branch in Milan, directly running a local execution network connecting Korea and Europe.

◆ RM Company Milan, Italy

A Milan-based Korea–Europe business-development & marketing partner. We connect Korean and European brands through market entry, strategic partnerships, events, and local business support.

SERVICES

Business Development

Europe entry · buyer/distributor sourcing · brand localization

Marketing & PR

Influencers · media · promotion · product launch

Events & Exhibition

Pop-up stores · exhibitions · brand activation · VIP

Business Support

Interpretation · meeting support · local coordination · market research

Key Clients

Samsung Electronics · Diageo Korea · HiteJinro · Tupperware

Partner Network

Errani Studio (strategic PR-events) · Intimissimi (deal in discussion)

Flagship Event — K-VIBE FROM SEOUL (2025)

K-Beauty showcase @10 Corso Como Milano · Hosted by SBA · Billboard Korea · WWD Korea

140

Influencers

1.8M+

Impressions

1.14M+

Reach

~₩140M

Ad-Equiv. Value

Europe Market-Ready Brands (Sourcing · Distribution)

Christian Villa

Handbags

Milan-based contemporary luxury handbags — Made in Italy (since 2010). christianvilla.it

Goia Roberto

Cashmere

Premium cashmere apparel-accessories — Made in Italy · OEM-B2B wholesale. goiaroberto.it

Leadership

A management team with expertise in finance, distribution, and technology leads SEOAH Holdings' global business.



Park Jae-sung

Chairman

- Yonsei University, Korean Literature (Class of '98)
- 2010–2014 Dream Motors (Mercedes-BMW-Bentley-Lexus import) — CEO
- 2014–2019 Xiaomi Korea · LeEco Korea · RAVI Beauty — CEO
- 2022–Present Re:Rise (Investment Advisory) — Chairman



Park Jae-min

CFO

- Kyung Hee University, Physical Education (Class of '95)
- 2010–2015 Woongjin Capital — fund manager (Seoul Savings Bank acquisition fund)
- CEO, Seoul Savings Bank SB Apartment Loan (consignment entity) · managed KRW 1.8T loan portfolio
- 2017–2022 EBS Smart Coach development & launch — CEO
- 2022–Present Re:Rise (Investment Advisory) — President



Kang Sang-hyun

CTO

Doctor of Design

- Former Professor, Dongseo University · Seokyeong University
- Research — AI · Meta-Factory · Convergence Media · Digital Twin
- Key projects — Samsung Pyeongtaek fab VR safety training / SK hynix Meta-Factory platform / POSCO smart-factory VR simulator / LG OLED CES exhibition content / SK Telecom voice-recognition simulator / generative-AI dialogue system
- Digital Management Innovation Grand Prize (Minister of SMEs & Startups Award)



Jeon Young-deuk

GM

- Owner, Grand Vista (Boracay, Philippines)
- CEO, Pettarium Korea



Cho Hee-woon

Head of Investment Support

- Peking University, School of Law (China) — graduated
- KB Securities IB Division (Global ECM) · Dream AMC / MyAsset AMC PEF Division
- 2016–2022 Innometry Co., Ltd. (KOSDAQ-listed) — Vice President
- 2023–2024 Beam Investment Advisory — CEO · 2022–Present Re:Rise — Inside Director



Kim Geon-woo

Head of Intl. Tax & Accounting

- Ph.D. in Business Administration, University of Massachusetts, USA (1985)
- M.B.A., Seoul National University Graduate School · B.A., SNU College of Business
- Current CPA, Hanshin Accounting Corp.
- Audit engagements — PwC Samil · Kumho Group · Hanjin Group · Sony Electronics, etc.
- NPL advisory — KAMCO · Woori Bank · Shinhan Bank · M&A for unlisted firms / savings banks



Myung Hyun-ho

Head of Legal Support

Attorney at Law

- Current Attorney, Garim Law
- Member, Seoul Family Court Mediation Improvement Committee · Legal Advisor, Seoul Metropolitan Gov.
- Legal Advisor, Songpa Police Station · Village Lawyer, Myeongil 1-dong, Gangdong-gu, Seoul
- Advisory counsel — Seongeun School · Inside Job Co., Ltd. · SBS Drama Division

Partnership Model & Roadmap

A clear role-division structure where the manufacturer, SEOAH Holdings, and local channels each focus on their strengths.

Manufacturer

Product supply · certification docs (full-ingredient list-CFS) · marketing material support

SEOAH Holdings

Licensing · placement · overseas marketing · logistics · sales & settlement (local responsibility)

Local Channel

Provides sales touchpoints incl. Robinsons · G-Cash · Groove

◆ Revenue Model / Partner Value

Revenue: distribution-margin based. | **What the manufacturer gains:** a verified overseas sales channel + licensing-risk handling + local marketing execution.

Market-Entry Roadmap

- 1 **Product Sourcing & LOI**
Discovering domestic-overseas brands and signing distribution LOIs
- 2 **Main Contract**
Robinsons & retail placement negotiation and finalizing terms → signing the Philippines main contract
- 3 **Local Licensing**
Completing local FDA cosmetics registration & market-entry licensing (after the main contract)
- 4 **Placement & Expansion**
Official orders & channel placement, live commerce, and expansion to SE Asia (Indonesia-Thailand) & Europe



Let's Grow the **Global Market** Together

We welcome partnership & distribution inquiries.

Tel	+82-31-712-6156
Contact	Park Jae-min · CFO
Mobile	+82-10-8191-2212
E-mail	ppjh8115@naver.com
Web	www.seoah-inc.com
Address	801, G-Park Plaza, 192 Jeongja-il-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Korea

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