

VT
COS
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TICS

VT COSMETICS
COMPANY CREDENTIAL

2019.12

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VT COSMETICS

Company Philosophy

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K-BEAUTY — —LEADING BRAND VT COSMETICS

Offers trendy K-beauty with innovative skin science technology, attractive colors, and stylish designs.



Company Summary



Company name	VT Cosmetics
CEO	JEONG CHEOL, KIM YANG-PIOUNG
Date of Establishment	July 22, 2014
Sales	Approx. 69.1 billion won (as of 2018)
Products	Cosmetics, oral care products, perfumes, candles, hygiene products, and beauty products
Company Addresses	Gangnam office: VT Cosmetics, 23, Samseong-ro 76-gil, Gangnam-gu, Seoul Sinsa office: 561-13, Sinsa-dong, Gangnam-gu, Seoul Gwangju office: 20, Sangmunuri-ro, Seo-gu, Gwangju
Website	http://vt-cosmetics.com/



Brand History

2010

Established Gonsen

2011

Achieved
8 billion won sales

2012

Achieved
10,000 members
at the official online store

2013

- Achieved 30,000 members at the official online store
- Launched the 'for men' line

Achieved 2.4 billion won sales

2014

- Launched the VT THINK YOUR TEETH
- Incorporation
- Moneytoday's hot seller of the first half of the year,
- Grand prize of the Trust Brand Awards 2014
- Opened the SHOWROOM in Sinsa-dong

Achieved 4 billion won sales

2015

- Advertisement contract with model Cha Yeryeon and Song Gyeonga
- Opened the showrooms in Gangnam/Chengdam/Busan
- Launched in the Wholefoods in the U.S. for the first time as Korean cosmetics
- Received the best item award at the Beauty Station Awards 2015
- Official sponsor of the AfreecaTV Starleague

Achieved 19 billion won sales

2016

- Opened the showrooms in Hongdae/Gwangju Sangmu, opened the Jeju spa
- Certified as a company-affiliated design research center
- **Launched the VT brand**
- Official sponsor of Devil's RUNWAY
- Launched in Lotte Mall / CJ Mall / GS Shop
- Opened in Gwangju / Busan Gwangbok/Centum Lotte Department Stores
- Launched in Daegu Shinsegae CHICOR
- Hwahae Beauty Award of the first half of 2016
- 2nd rank for cream (Water Cream for Men)
- 1st rank for all-in-one cosmetics (All-in-one Skin for Men)
- 1st rank in the Korea Quality Satisfaction Index 2016, 1st rank in the skincare

Achieved 400,000 members at the official online store

Achieved 10 billion won exportation sales to China

Achieved 30 billion won sales

2017

- Participated in the K-Beauty Show in the Philippines
- **Launched the pop-up store in Nordstrom in the U.S**
- Selected actress Jeong Eunhae as the exclusive brand model
- Participated in the China International Beauty Expo
- **Concluded an MOU with Cosmecca Korea**
- Department stores : launched in Ulsan Lotte Department Store and Incheon Shinsegae Department Store
- Duty-free shop : launched in Lotte, Shinsegae, Doota
- CHICOR : launched in Gangnam, Busan Centum, Goyang, Gwangju branches
- Watsons : launched in the whole branches in Korea
- Boots : launched in the Express Bus Terminal, Centum, Hanam Starfield, Myeongdong, Goyang branches
- Showroom : opened Star Gangnam, Makpo Namak, Suncheon Jorye, Suncheon Jungang, Jeonju Hyoja, Gwangju Convention branches
- Jeju pension: opened Handong Escape, Haga Escape

- **Launched the Blue Collagen Pact in GS Home Shopping (sold out for four times a row/sold 140,000 products)**

- **Concluded a contract with BTS for advertisement model and collaboration products**

- Participated in Guangzhou Beauty Expo
- Launched the VT 101 makeup line
- Grand prize as the best brand in 2017

- Launched the Black Collagen Pact in the 2nd season GS Home Shopping

- **Launched the VT X BTS PACT**

- Established VT JAPAN branch
- VT Malaysia launched in the Play up advance
- Established VT THAILAND branch

- **Changed the company name as VT Cosmetics**

- **Launched the VT X BTS JUMBO KIT**

- VT Japan launched in Shin-Okubo branch
- Launched in Creemare Japan (Fukuoka / Nagoya / Shinjuku / Umeda branches)

2018

- Participated in the Japan's largest fashion festival Tokyo Girls Collection
- Participated in Shanghai Beauty Expo in China. Launched the CICA line
- Achieved 500,000 product sales of the CICA REDNESS CUSHION one month after the launching
- Participated in the Taobao global seller recruitment conference in Hong Kong
- Concluded a contract for making the largest weishang platform in China
- Launched in the first Pierrt Shopping branch in COEX (owned by Shinsegae group)
- Participated in the Cosmoprof Hong Kong 2018
- **Opened the VT Cosmetics branding video**
- **Launched the VT X BTS LINE UP 59 SKU**
- **Launched the BT21 line**
- **Concluded a contract for exclusive distribution of VTXBTS by LG Household & Health Care**
- **Launched the VT X BTS THE SWEET SPECIAL EDITION SET**

Expected sales of 70 billion won

2019

- Launched BT21 Season 2
- Opened BT21 VT 2ND Garosugil POP-AZIT pop-up store
- **Launched VTXBTS L'ATELIER des SUBTILS**
- **Opened Lotte department store pop-up store (Jamsil Avenuel, Centum city, Myeongdong head department store)**
- Launched in Olive Young H&B
- Started Global L'ATELIER Road
- Opened Osaka, Tokyo pop-up store
- **Launched in Sephora Paris Champs Elysees flagship store**
- **VTXBTS 2ND EDITION was awarded as '2019 Red Dot Design Award'**
- **Got 100M followers on official Instagram**
- **Launched ROY6 line and got a sold out record**
- **Launched VTXBTS L'ATELIER des SUBTILS HAND COLLECTION**
- **Made MOU contract with CLOUD LAPENTTI to extend to Greater China**
- **Reached 10 billion won of sales on Single's Day**
- Participated in 2019 HONGKONG COSMOPROF

Brand Model History



**COLLABORATION
PROJECT**

—
Collaboration Project ⁰¹
 —

VΓ × BTS

1st collaboration in 2017

VTXBTS COLLAGEN PACT

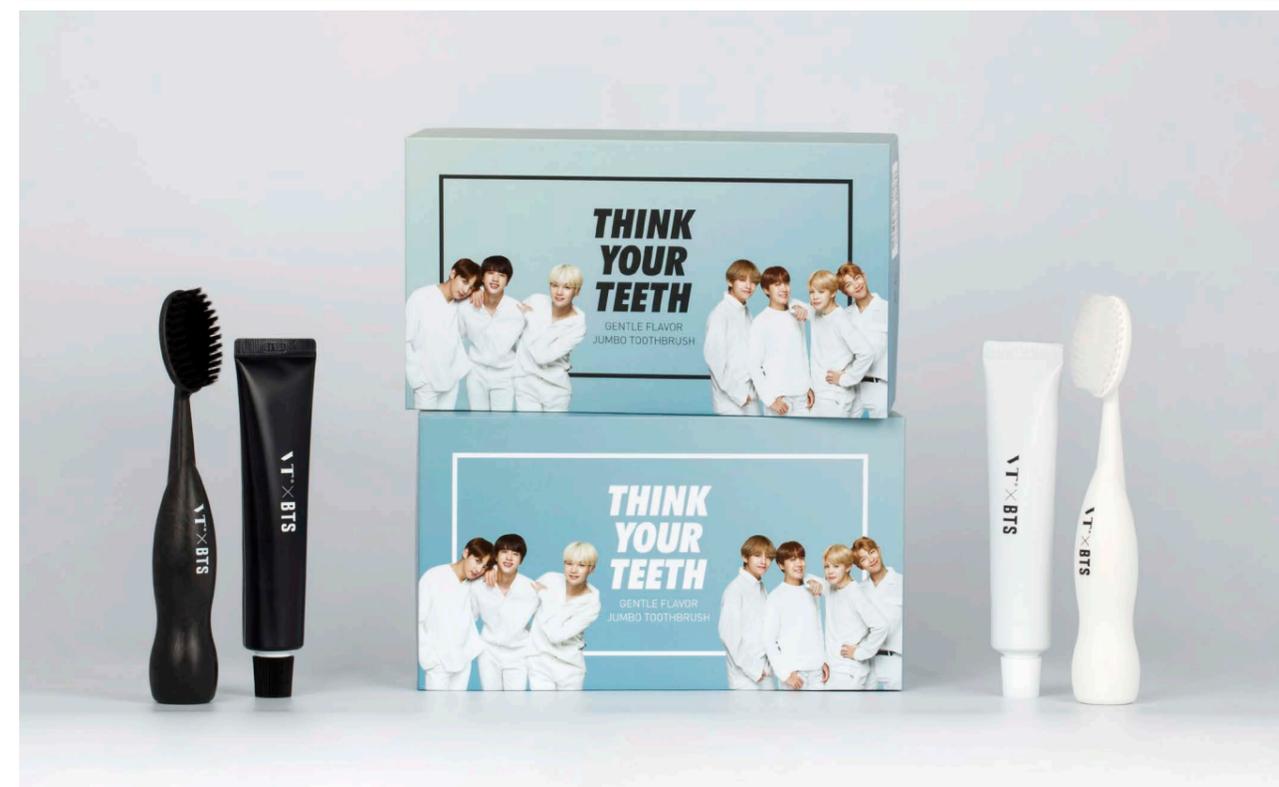
The perfect ratio of collagen foundation and essence that fills your skin as soon as applying the product.
 A special collaboration product featuring the BTS autographs on the BTS bromide photograph and puff.

VTXBTS JUMBO KIT

The soft texture of the jumbo toothbrush made with eco-friendly material and freshness of the mint fragrance toothpaste.
 A special collaboration product having individual photo cards of BTS.

VTXBTS COLLAGEN PACT LINE SKU | 4 Types

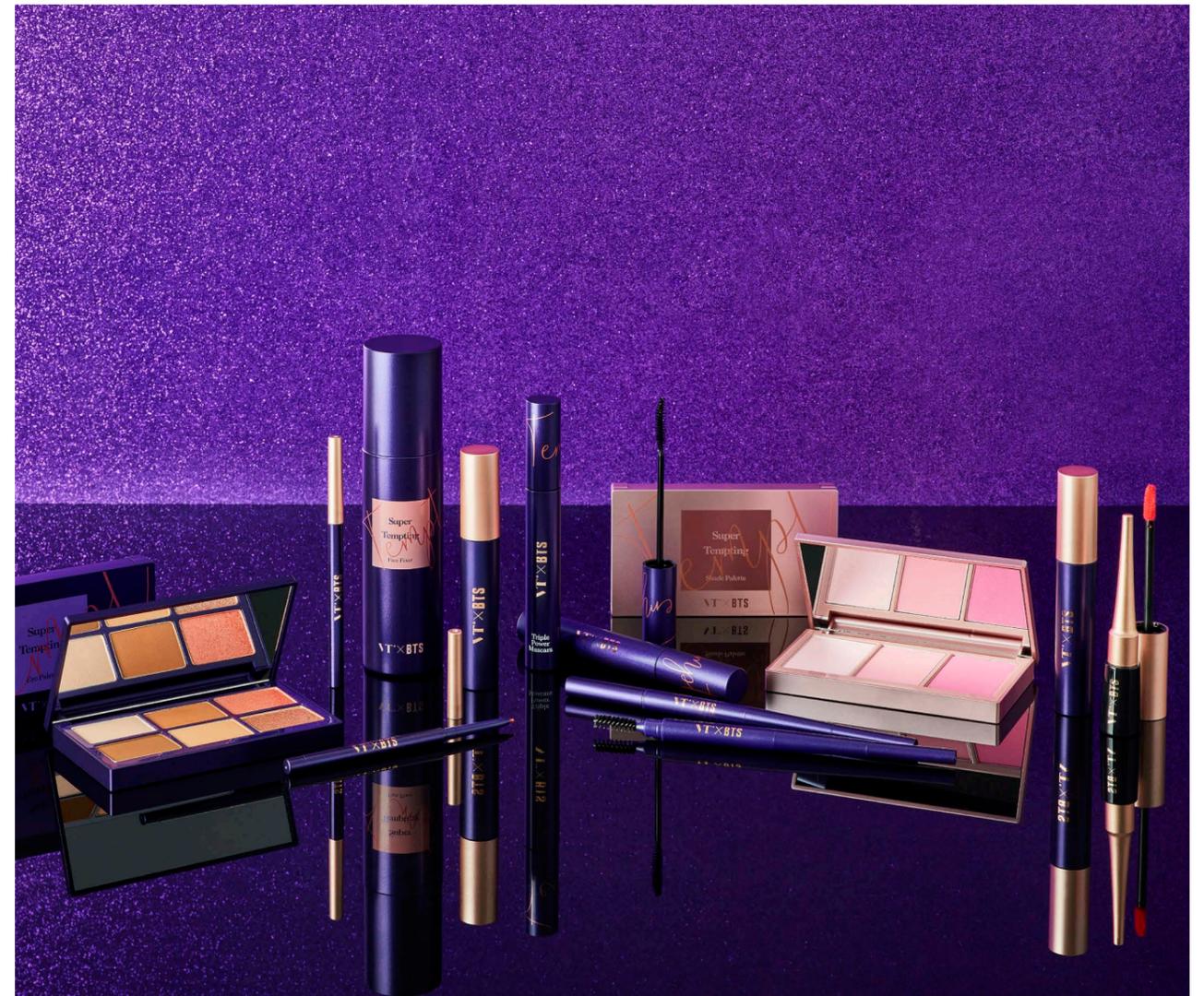
VTXBTS JUMBO KIT LINE SKU | 2 Types



—
Collaboration Project⁰²
 —

VT × BTS

2018 EDITION ‘The best shining moment of yours’



BORN NATURAL

The moisture aging care from the skincare line that offers revitalized skin with the enriched moisture and antioxidant ingredients containing anthocyanin.

GLORIOUS GLORIA

The basic makeup line that reduces the makeup steps with its comfortable adhesion and excellent texture when applied on the skin.

SUPER TEMPTING

The big scale color makeup line completed with VT’s knowhow that provides the power long lasting point makeup without smudging.

LINE SKU | 59 Types

MAIN PRODUCT LINE | VTxBTS Gloria Powerdation / Gloria Lip Color Balm



—
Collaboration Project ⁰³
 —

VT X BTS

2018 VT X BTS The Sweet Special Edition Set

4th Collaboraion of VT X BTS

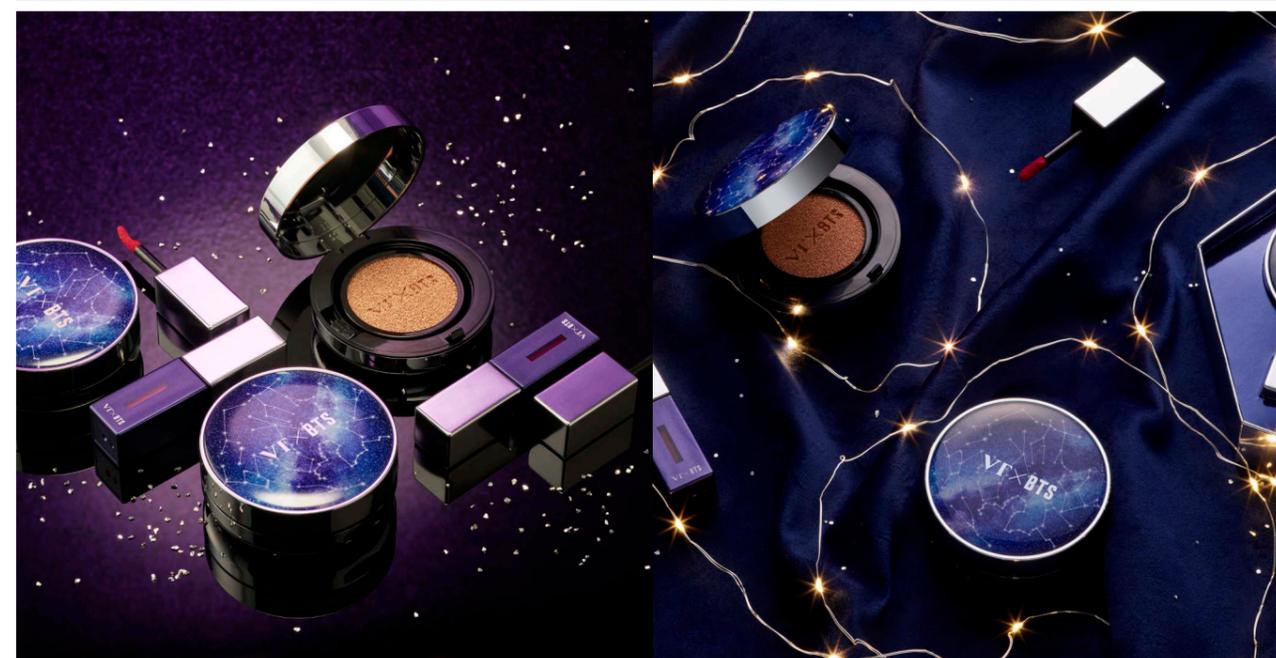
VT's special edition featuring the beautifully designed product package with zodiac signs on the night sky.

A special gift that will make you shine more on a special day.

Product package designed with zodiac signs other than those of the 7 members of BTS.
 The VT X BTS on the product center means the star (zodiac sign).

A quick makeup set comprised of the enriched moisture cushion foundation with outstanding coverage and the two-color tints with intense color expression and tinting power.

LINE SKU | 2 Types



—
Collaboration Project⁰⁴
—

VT × BTS

2019 2nd EDITION

Add colors to the most shining moment of yours

BORN NATURAL

Moisture anti-aging skin care line,
contains anti-oxidant, 'Anthocyanin' which revitalizes your skin

STAY IT

Long-lasting makeup line with luxury pink gold design and vivid coloration as if it is coated

LINE SKU | 22 Types

MAIN PRODUCT LINE | VTXBTS STAY IT HALF N HALF TINT



Collaboration Project ⁰⁵

VΓ × BTS

2019 L'ATELIER PERFUME

SPOTLIGHT YOURSELF L'ATELIER

Collaborated with experienced perfumer F. BURTIN who worked with Dior, fresh and Diptyque to select scents, design, package and marketing plans.

Selected the most popular 7 notes based on SCENT MAP
Soft Floral / Fruity / Green / Water / Citrus / Woods / Oriental

Launched 7 perfumes that express the sensuous image of BTS

LINE SKU | 7 Types



Collaboration Project ⁰⁶

VΓ × BTS

2019 L'ATELIER Signature Hand Collection

SPOTLIGHT YOURSELF L'ATELIER

Collaborated with experienced perfumer F. BURTIN who worked with Dior, fresh and Diptyque to select scents, design, package and marketing plans.

Selected the most popular 7 notes based on SCENT MAP
Soft Floral / Fruity / Green / Water / Citrus / Woods / Oriental

Launched 7 Hand Collection that express the sensuous image of BTS

LINE SKU | 7 Types



POP-UP STORE PROPOSAL

Korea LOTTE Dep. Jamsil Branch
2019.05.30-2019.06.09



Japan Osaka
2019.05.30-2019.06.09



Korea LOTTE Dep. Centum City Branch
2019.06.13-2019.06.20



Collaboration Project ⁰⁷

BT21

UNIVERSTAR BT21 and VT meet



WHO IS BT21?

The millennial character made from the collaboration between the global character brand LINE Friends and BTS.

BT21 MAKEUP COLOR LINE

The package designed with the universe star BT21 characters offer high value of possession, and this big scale makeup line presents diverse colors for daily use from the base to lip & eye makeup.

LINE SKU | 47 Types

MAIN PRODUCT LINE | BT21 REAL WEAR SATIN CUSHION / LIP LACQUER



Collaboration Project ⁰⁸

BT21

UNIVERSTAR BT21 and VT meet

WHO IS BT21?

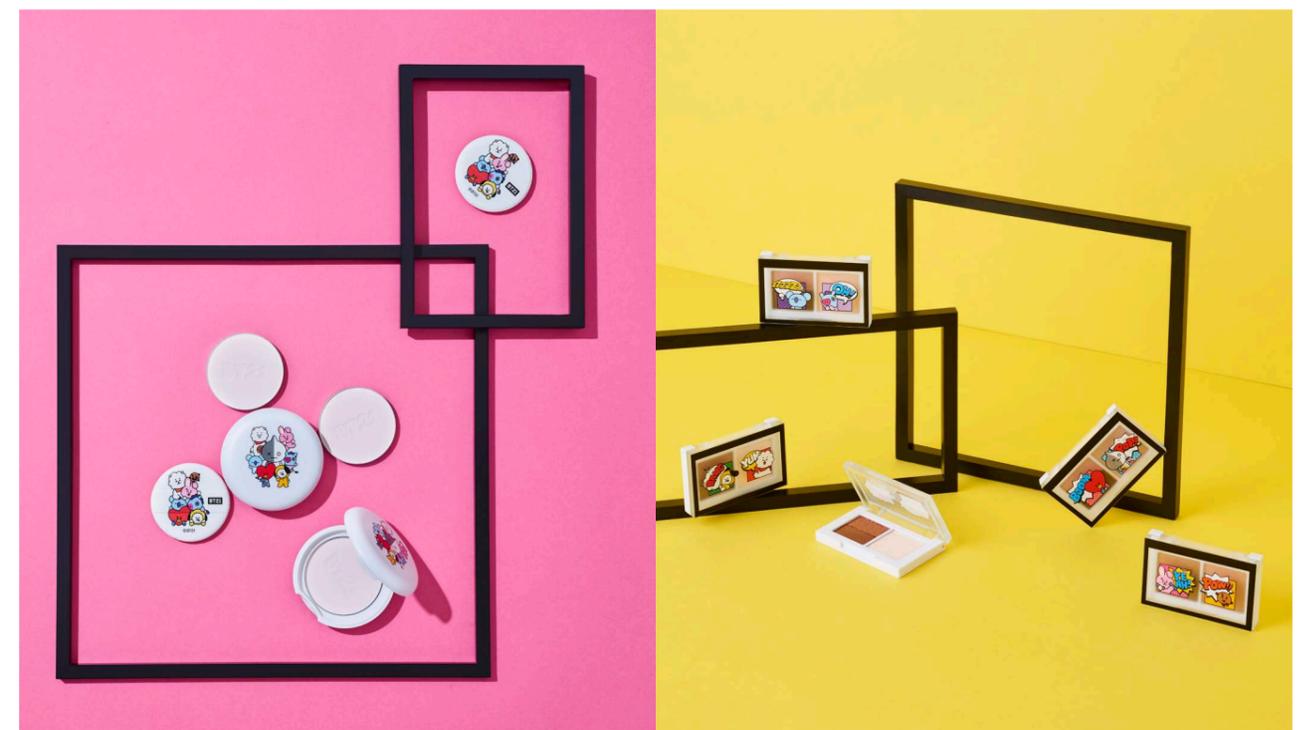
The millennial character made from the collaboration between the global character brand LINE Friends and BTS.

BT21 MAKEUP COLOR LINE

Valuable makeup line comprised of big lineup made up with various and daily useful colors for base and point make up with package designed with universal star BT21

LINE SKU | 36 Types

MAIN PRODUCT LINE | BT21 REAL WEAR SATIN CUSHION / LIP LACQUER



Collaboration Project ⁰⁹



Soothing care with Roy6 and VT

WHO IS ROY6?

Characters created by the collaboration with global character LINE FRIENDS and ROY WANG who is the member of China FTBOYS as the 2nd collaboration project after BT21

ROY6 SKIN CARE LINE

Highly individual packages reflect the feeling of ROY6 character's warmth, and VT CICA SPECIAL CARE lineup that is great for soothing.

LINE SKU | 6 Types

MAIN PRODUCT LINE | ROY6 PRO-CICA MASK / CICA SLEEPING MASK



MAIN PRODUCT

Main Product ⁰¹



CICA x HYALON

VT CICA LINE

Centella, the so-called tiger herb only growing in clean areas is an ingredient of the ointment for healing wounds.

In the past, the native people of Madagascar island could maintain soft skin without any skin troubles by using this herb.

Experience the CICA LINE containing CICALIAO™, the unique recipe of VT that was developed after conducting consistent research on its core ingredient 'Centella' growing in the clean area of Madagascar that also has outstanding effects.

CICA 料 [liào] CICALIAO™

VT's unique CICA recipe having the most reliable EWG Green grade contains four core ingredients such as Centella 4X complex and green propolis along with Centella Asiatica extract for soothing care for sensitive skin and strengthening the moisture barrier.

LINE SKU | 35 Types

MAIN PRODUCT | VT CICA REDNESS MOISTURE COVER CUSHION



Main Product ⁰¹

VT's representative skincare line containing the unique ingredient CICALIAO™ for skin soothing care where the products offer healthy skin by helping soothe exhausted and delicate skin and strengthening of the skin barrier.



VT CICA MILD FOAM CLEANSER

Big size cleanser gets rid of waste in pore (300ml)



VT CICA SKIN

Wonderful skin hydrates your skin deeply (200ml)



VT CICA EMULSION

Soothing emulsion completes skin moisturizing (200ml)



VT CICA CREAM

Soothing cream soothes and hydrates skin (50ml)



VT PRO CICA MASK PACK

Centella asiatica extract soothes skin (28g*6ea)



VT CICA TONE-UP MASK

Revitalization recipe for dull skin (28g*6ea)



VT CICA MOISTURE MASK

Moisture recipe for dry and sensitive skin (28g*6ea)



VT CICA NUTRITION MASK

Nutrition recipe for puffiness skin (28g*6ea)



VT CICA DOUBLE MIST

Double layering of the moisturizing layer and the green essential layer (120ml)



VT CICA HYDRATION ESSENCE

Give moist energy to skin (50ml)



VT SPOT PATCH

Care the skin trouble and protect skin from contaminants (12ea, 48ea)



VT CICA MICRO PATCH KIT

Sooth skin trouble (0.7g*6ea, 7mg*6patches)



VT CICA MASK PACK

CICA Centella ingredient in one sheet mask (25g*10ea)



VT CICA SLEEPING MASK

Recharge your skin vitality while you sleep (4ml*30ea)



VT CICA 3STEP MASK

3-step special care (STEP1 1.5g + STEP2 25g + STEP3 1.5g)



VT CICA CAPSULE MASK

Wash-off cream mask revitalizes your worn out skin (7.5g*10ea)

Main Product ⁰¹

VT's representative skincare line containing the unique ingredient CICALIAO™ for skin soothing care where the products offer healthy skin by helping soothe exhausted and delicate skin and strengthening of the skin barrier.



**VT CICA
DAILY SOOTHING MASK**

One day, one sheet.
Easy soothing mask
(30ea)



**VT CICA
SUN SPRAY**

UV block and
sooth sensitive skin
(90ml, 150ml)



**VT CICA
ESSENCE SUN**

Moist and fresh essence type
sun block
(60ml)



**VT CICA
NATURAL EYE GEL PATCH**

Vitalize and
firm eye zone skin
(87g*60ea)



**VT PRO CICA
LIQUID FOUNDATION GLOW**

Smooth and glow base makeup
with glow texture foundation
(30ml)



**VT PRO CICA
LIQUID FOUNDATION SLIM FIT**

Long-lasting smooth makeup
with slim fit texture foundation
(30ml)



**VT CICA
REDNESS SPOT CONCEALER**

Cover and soothing,
dual care concealer
(5.5g)



**VT CICA MILD
CLEANSING WATER**

Cleanse dirt and
makeup thoroughly
(500ml)



**VT CICA MILD
CLEANSING TISSUE**

Cleanse heavy makeup and
dirt easily and quickly
(50ea)



**VT CICA
SMOOTHER**

Vitalize and moisturize skin
(300ml)



**VT CICA
MOISTURE MIST**

Moisturize and
hydrate deeply into skin
(60ml, 250ml)



**VT CICA
REDNESS COVER
CUSHION**

Soothing+Cover+Protection
3 Step Cushion
(14g+14g)



**VT CICA
REDNESS MOISTURE
COVER CUSHION**

+ Care cushion for dry and
sensitive skin
(14g+14g)



**VT CICA
REDNESS COVER
CUSHION SPECIAL
CRYSTAL EDITION**

Soothing+Cover+Protection
3 Step Cushion
(14g+14g)



**VT CICA
REDNESS MOISTURE
COVER CUSHION
SPECIAL CRYSTAL
EDITION**

+ Care cushion for dry and
sensitive skin
(14g+14g)

Main Product ⁰¹

Increasing the awareness and sales of the VT Cosmetics CICA line through PPL by the power sellers of the Little Red Book in China having more than 3 million followers and celebrities.



张韶涵

台湾歌手

© 地球的某一片红薯地

关注

粉丝

获赞与收藏

14

459.9万

263.2万



吴昕

就简单快乐的生活吧

© 中国

关注

粉丝

获赞与收藏

18

350.8万

140.7万



Main Product ⁰²

VT Real Collagen Pact

The newly launched pact having the unique texture of VT featured with the world's first marble balm shape contains high enriched collagen, the ingredient which has been unfamiliar with makeup products.

The dense collagen ampoule creates healthy and supple skin.

The Real · Berry · Black · Blue lines are featured with different complexes, allowing customers to choose the appropriate Collagen Pact for their skin types and concerns.

This signature product of VT Cosmetics achieved more than 1,100,000 accumulated product sales.

LINE SKU | 5 Types

MAIN PRODUCT | VT REAL COLLAGEN PACT



Main Product ⁰³

VT Gentle Flavor Classic

Made with the concept of “the subtle differences of the scent affect the mood of the day,” this toothpaste free from seven chemical ingredients and paraben can make variations of the scents depending on one’s dental condition of the day.

The VT Dental Care line contains natural ingredients having organic certification and keeps your mouth refreshing and healthy for a long time.

Instead of using artificial synthetic sweetening agents, this reliable VT Dental Care line contains the EWG grade 1 enzymatically modified stevia.

LINE SKU | 34 Types

MAIN PRODUCT LINE | VT Gentle Flavor Classic - Jasmine Mint



**MARKETING
STRATEGY**

Marketing Strategy ⁰¹

Organic internal system optimized for the SNS marketing



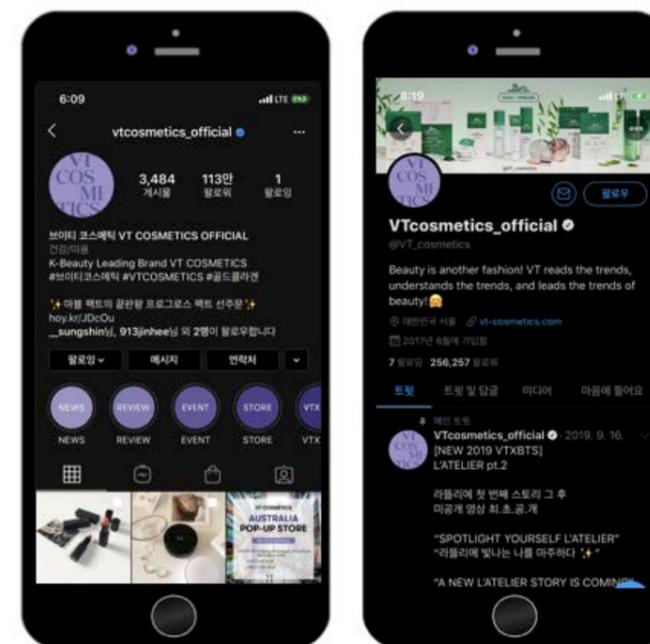
Objective Applying the organic ONE STEP system among the divisions in accordance with the SNS channel-focused environment where the contents' power and influencers have become important.

Composition Induce voluntary viral marketing from the customers by proceeding contents designing and production that are appropriate for continuous monitoring and signal issues.

Result Expansion of the brand awareness through the contents accumulation and the voluntary viral marketing from the customers.

Marketing Strategy ⁰²

CASE 01
Over 1.1M followers

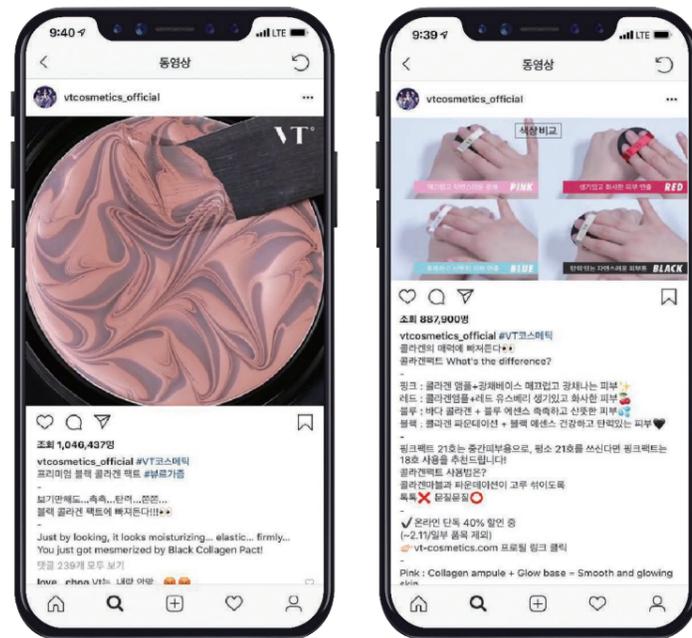


VT Official Instagram | 1.1M Followers
 VT Official Twitter | 0.25M Followers
 VT Official Facebook | 0.1M Followers
 VT Official YouTube | 0.09M Followers

Operate official VT COSMETICS SNS accounts by ourselves to get viral marketing effect

Marketing Strategy ⁰³

CASE 02 Snackable contents



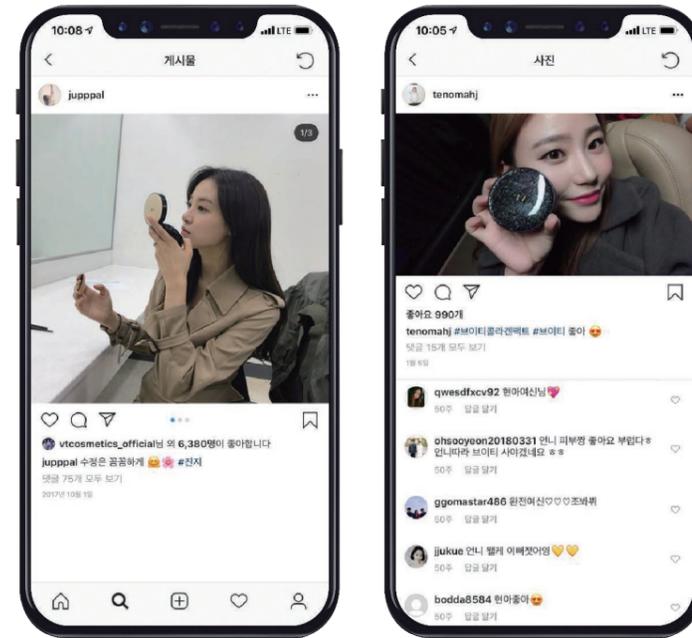
Planning and producing the contents that are the core of the social marketing trend through specialized research and data center.

In the case of VT Black Collagen Pact video,
the planning and production of the “satisfying makeup video” that went viral online recorded 1,046,437 views without conducting any extra advertisements.

In the case of the video comparing the 4 different VT collagen pacts,
it showed color/coverage/waterproof tests to provide a purchasing guide for customers and recorded 887,900 views without conducting any additional advertisements.

Marketing Strategy ⁰⁴

CASE 03 Holds 10,000 influencers



Direct management of the powerful influencers from Instagram/YouTube/Power Blogs allows quick product viral compared to other brands.

YouTube, Instagram | 5,000 influencers
Power Blo | 5~6,000 influencers

**DISTRIBUTION
STRATEGY**

Distribution Strategy ⁰¹

Sales boom effect through launching in regions that have interests and influences for K-Beauty · K-Pop.
 Enhancing the interactions with overseas customers by opening the official and pop-up stores from the collaboration between the distribution companies, thus promoting global sales as a result.



Distribution Strategy ⁰²

The effect of the sales boom through the target location in the nation with attention and
 Influential to the K-Beauty · K-Pop Official flagship stores and pop-up shops provide international consumers with a high-touch experience.



Korea VT Cosmetics Head Office

- VT ONLINE**
- Official online shopping mall
 - Naver smart store
 - Lotte/Shinsegae
 - CJ / GS

VT SHOWROOM

- Haengbok Department store (Seoul)
- Namak (Mokpo)
- Gwangju Sangmujigu (Gwangju)

DRUG STORE

- Olive Young / Lalavla
- LOHB's / Chicor
- Boots / Nunc / On and the Beauty

VT IN JEJU

- Toscana SPA (Jeju)
- Hado Escape (Jeju)
- Handong Escape (Jeju)
- Haga Escape (Jeju)

DUTY FREE

- Shinsegae Duty Free Shop Myeongdong (Seoul)
- Shinsegae Duty Free Shop Gangnam (Seoul)
- Shinsegae Duty Free Shop Incheon Airport (Incheon)
- Lotte Duty Free Shop Coex (Seoul)
- Lotte Duty Free Shop Jeju (Jeju)
- Lotte Duty Free Shop Sogong (Seoul)
- Shilla Duty Free Shop Seoul (Seoul)
- Online Duty Free Shop HDC (Seoul)
- Doosan Tower Duty Free Shop (Seoul)
- Busan Duty Free Shop Yongdusan (Busan)

DEPARTMENT STORE

- Shinsegae Gyeonggi (Gyeonggi)
- Shinsegae Chungcheong (Chungcheong)



Malaysia

- Isetan Department Store
- Garden Mall



Singapore

- Plaza



Vietnam

- Ho Chi Minh 1st Store
- Ho Chi Minh 2nd Store



China

- SMDCK



Hong Kong

- Sasa



Myanmar

- Yangon



United States

- Dallas, TX
- Houston, TX
- Del Amo Fashion Center, CA
- Santa Anita Westfield Mall, CA
- Westfield Palm Desert Mall, CA
- Hoboken, NJ
- Atlanta, GA



Japan

- Don Quijote Shinjuku
- Cree Mare Shinjuku
- Cree Mare Nagoya
- Cree Mare Osaka
- Cree Mare Lucua Mall
- Cree Mare Fukuoka
- Fukuoka
- Shinjuku
- Shibuya



Philippines

- Robinsons Place
- Glorietta

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