

# TWO AND UP

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Global Beauty Brand  
Management Specialist Company

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COMPANY PROFILE

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# COMPANY OVERVIEW



TWO AND UP Inc. | Global Beauty Brand Management Specialist Company

## Name

TWO AND UP Inc.

## CEO

Ray UM

## Main Business

- Korea Exclusive Global beauty brand Management
- Private Brand and Licensed Brand Development and Operations
- Beauty Specialized Vendor for TV Home Shopping Channels
- Logistics Agency Operation (located in Pocheon, Gyeonggi-do, Korea)

## Founded

May 26th, 2014

## Address

4F, Su-rim Bldg., 17-1, Donggwang-ro, Seocho-gu, Seoul, Korea 06560



# VISION

## Creating Synergistic Growth through Partnership

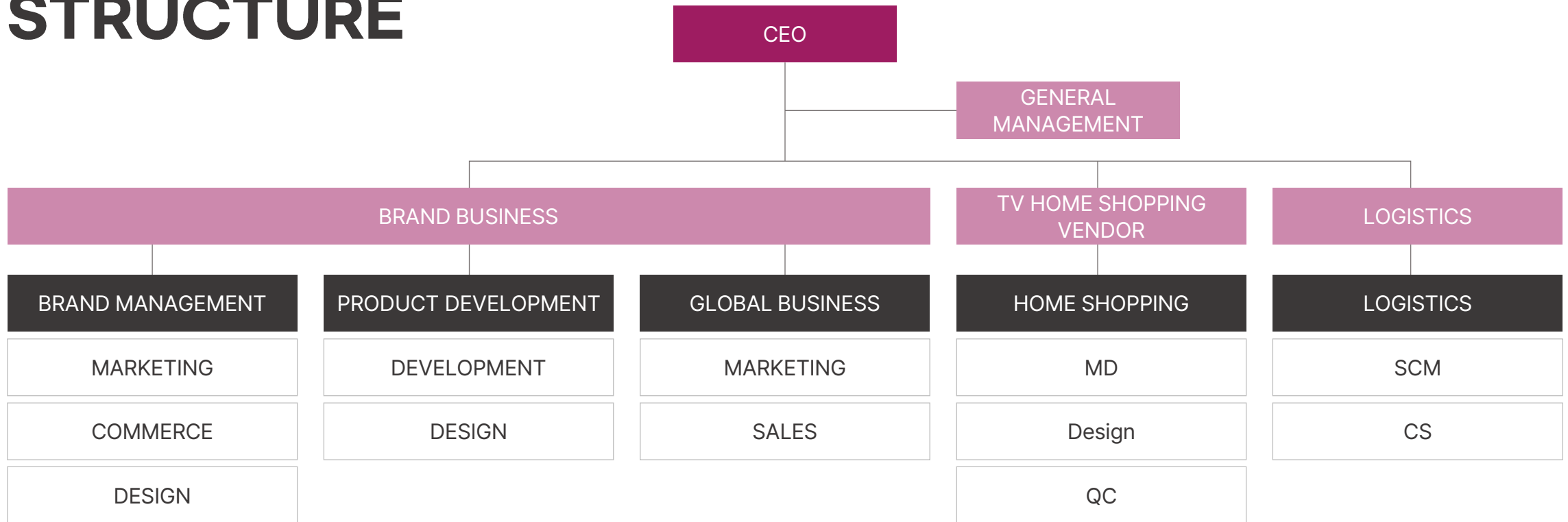
TWO AND UP

WE, TOGETHER, GROW

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We aim to pursue synergistic benefits and grow together in relationships with internal and external partners.  
We constantly innovate in line with the changes of times and achieve higher value to enrich our lives more.

# ORGANIZATIONAL STRUCTURE



# KEY PEOPLE



## Ray UM CEO & FOUNDER

We are sharpening our core competitive power based on the insight to discover 'brands with potential energies', experiences in manufacturing and production through various distribution channels, and engaging professional talents and partnership.

Before establishing TWO AND UP, Ray Um lectured and studied Eastern philosophy as a professor for years, and for about 10 years, he directed Caudalie distribution in Korea, a French global beauty brand.

After successful experience of brand operation, he founded TWO AND UP in 2014 and has launched and grown global brands in Korea including SAMPAR, Le Comptoir du Bain, TALIKA, and Embryolisse. Also, he globalizes business with developing private labels and licensed brands to set up the stable company portfolio and operates beauty specialized vendor business for TV home shopping channels.

# COMPANY STRENGTH





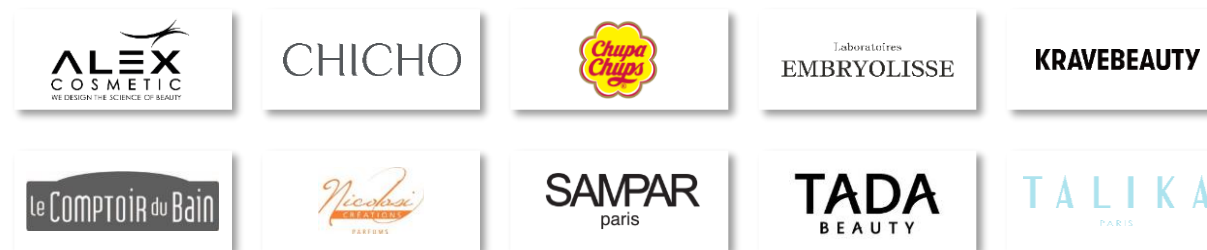
## BRAND BUSINESS Dept.

# BRAND GLOBAL COSMETIC

We exclusively partner with talented global beauty brands including skincare, makeup, hair, body, and lifestyle, and manage them. Also, enhance our global competitiveness by developing private labels and licensed brands.

2023

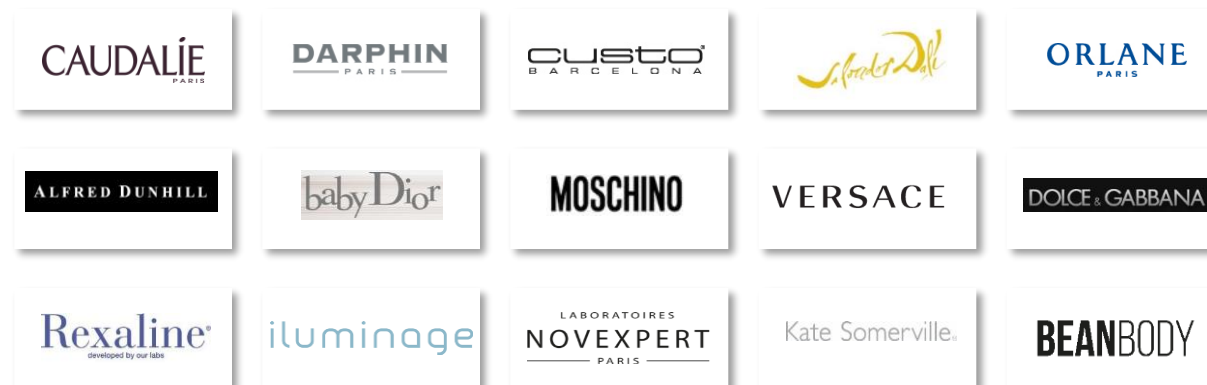
Current  
Partners



Based on Oct, 2023

2014 ~  
2022

Previous  
Partners





VENDOR Dept.

# BRAND TV HOME SHOPPING

We plan and operate a TV home shopping business for popular local/global beauty brands.

2023

현재 운영 브랜드



2023년 10월 기준

2014 ~  
2022

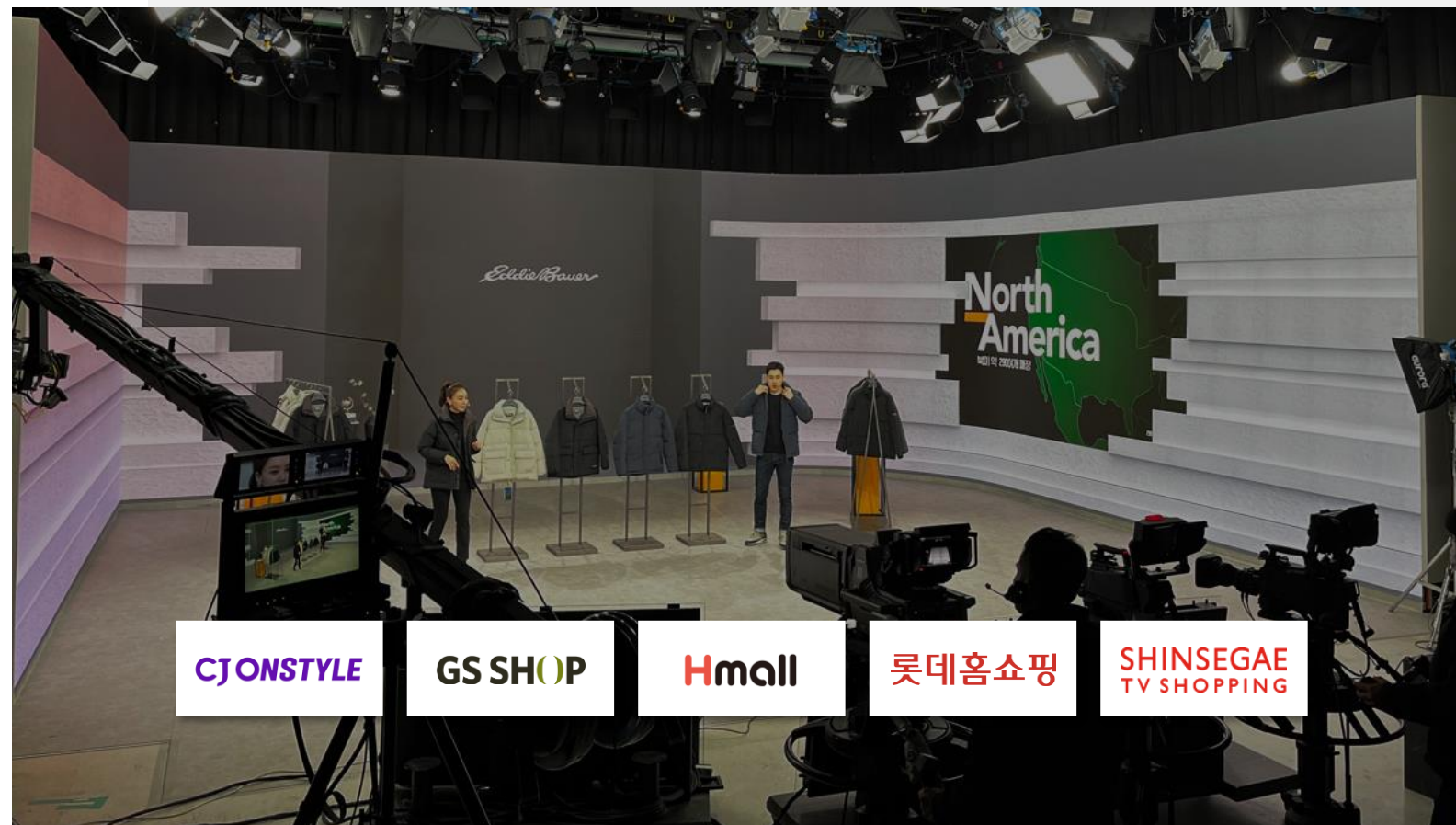
과거 운영 브랜드



## DISTRIBUTION

# CHANNEL TV HOME SHOPPING

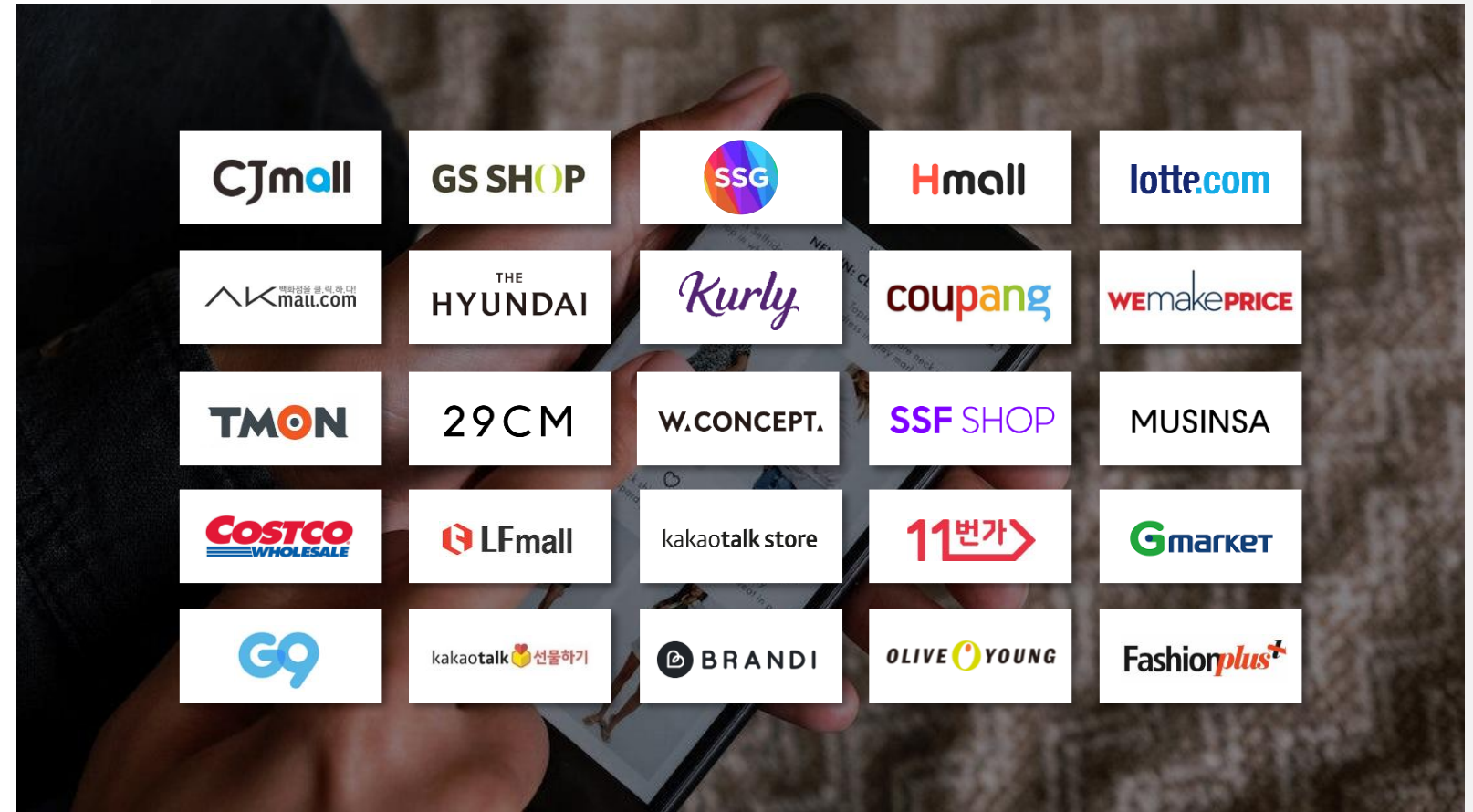
We partner with major TV home shopping companies.



## DISTRIBUTION

# CHANNEL ONLINE STORE

We partner with major online marketplaces including home shopping malls, general shopping malls, open malls, vertical malls, and apps.



## DISTRIBUTION

# CHANNEL ONLINE STORE

(MEMBERSHIP-ONLY)

We partner with private membership-online malls.



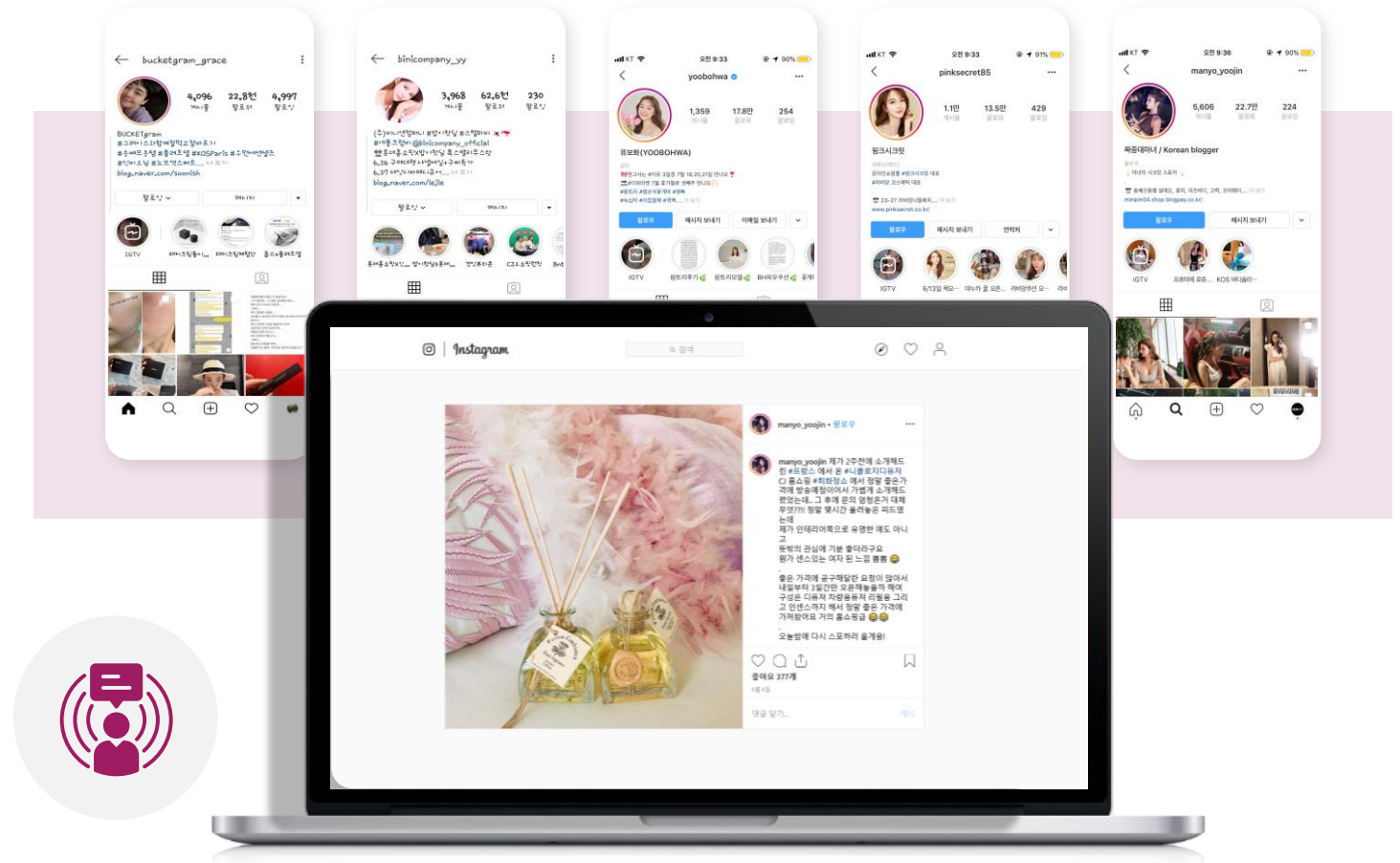


## DISTRIBUTION

# CHANNEL ONLINE STORE

## (SOCIAL SELLER MARKET)

We partner with influencers and operate influencers sales. After detailed analysis of consumer target for products, we match suitable influencers and conduct group purchases with them to improve brand awareness and generate sales.



DISTRIBUTION

# CHANNEL OFFLINE STORE

## Department Store



## Health & Beauty Store



## Beauty store



## DISTRIBUTION

# CHANNEL DUTY FREE STORE

### Offline Store



### Online Store







Global Beauty Brand Management  
Specialist Company

# THANK YOU!

## CONTACT US

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