

WellnessMall Business Plan

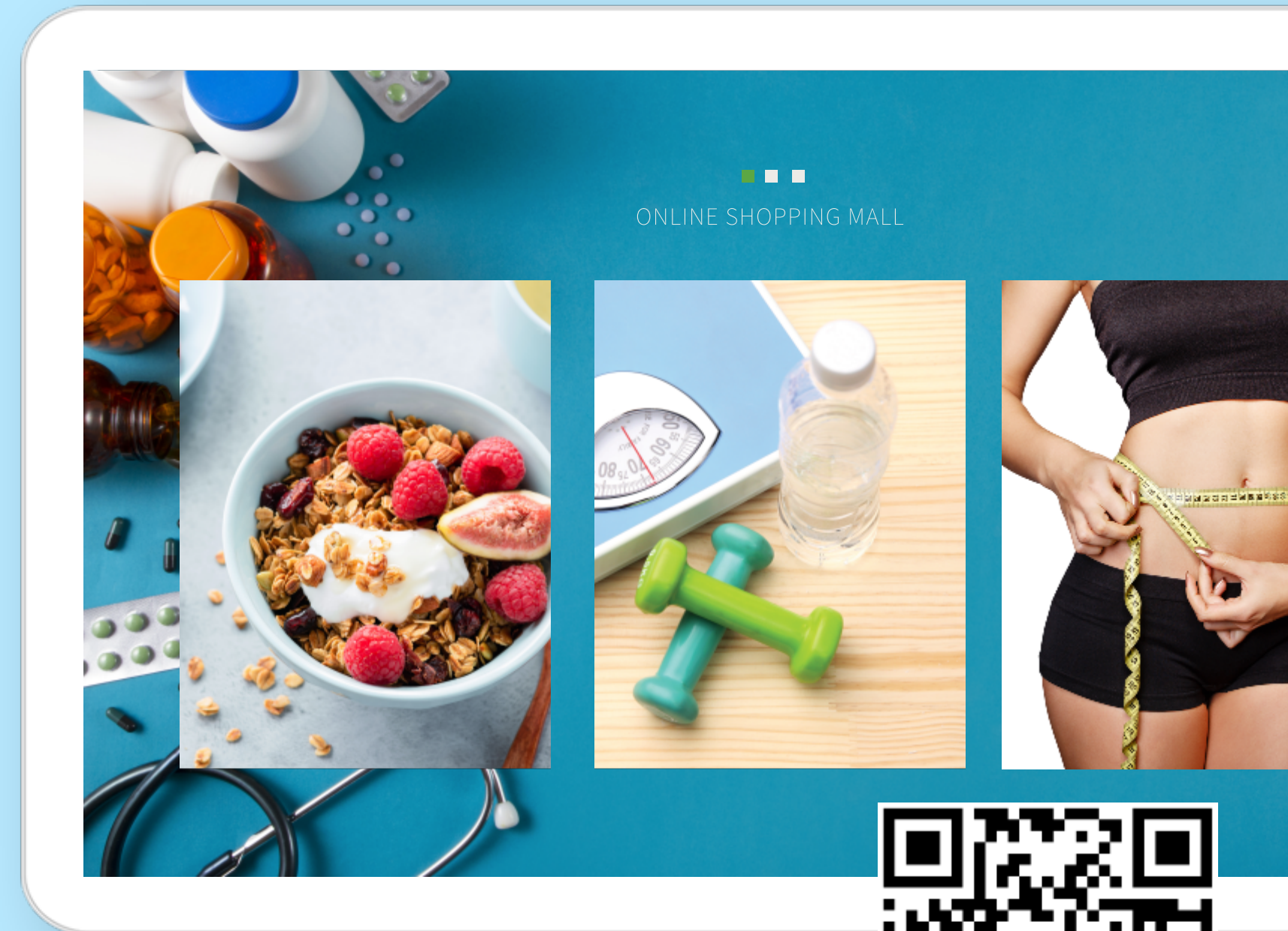
A Premium Online Shopping Mall
Specialising in Wellbeing and Health

www.wellnessmall.com.au



or

Wellnessmall Australia





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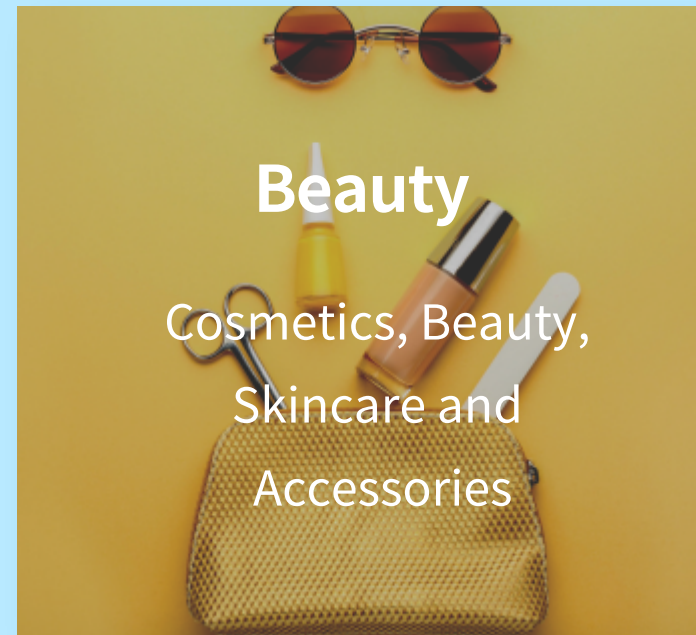
Company Overview

A shopping mall that supports society in achieving Health and Wellness

Company Goal

The aim of WellnessMall is to achieve wellness goals through providing products in the following categories:

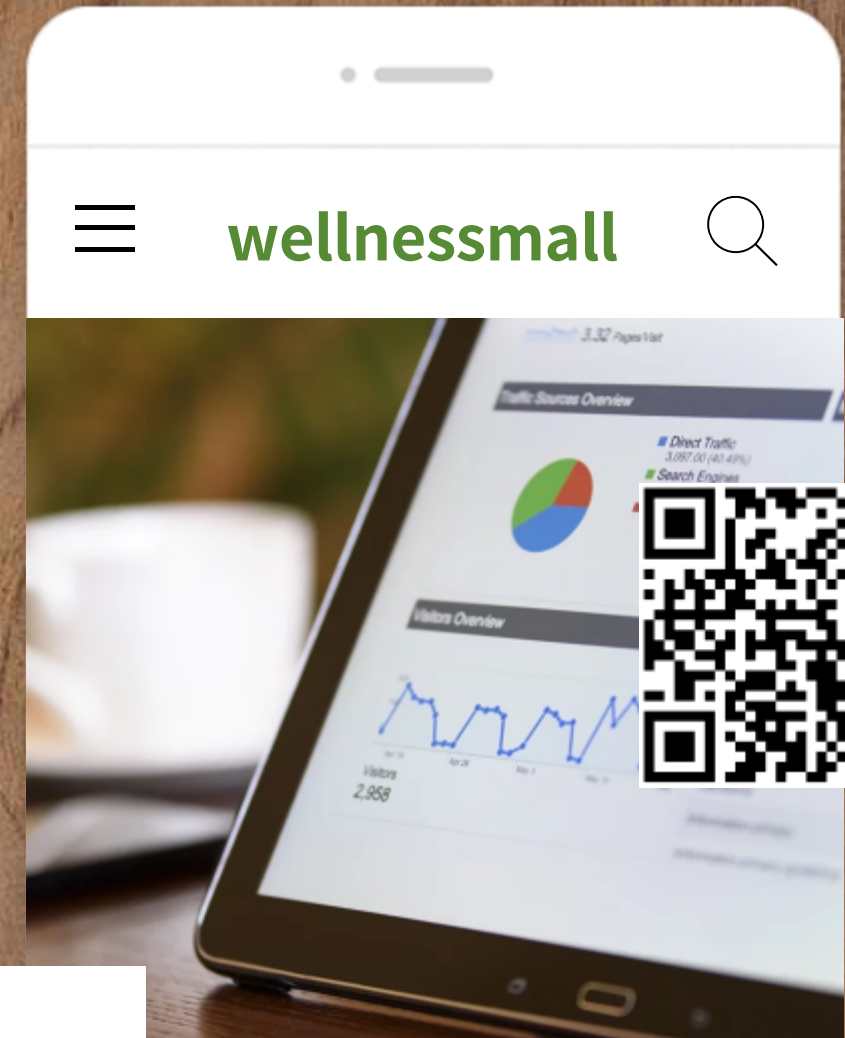
Wellness is defined as the state of being in good health, especially as an actively pursued goal.



Company History

WellnessMall is the trading name of Lovett Cosmetics Pty Ltd

- 2004** Lovett Cosmetics Pty Ltd founded, Specialising in Skincare products
- Technology Alliance with Korean Pharma Company Exporting products to South Korea
- Manufacturing Japanese Hair products, MUCOTA
- Technology Alliance with Madame Korner Developing Kids & Babies products
- Development and Manufacturing 16 products for Australian Skincare company BONDI CHIC
- 2018** Founded Hygienecare, a company specialising in Disinfectants and Machines
- 2019** Launched WellnessMall, a Wellbeing Online Shopping Mall Registered as Overseas Seller in Korea's major platforms As well as Australia's eBay and Catch



**Welcome to
WellnessMall
Online Shopping Mall**

fast, easy and convenient

Business Summary & Model

WellnessMall's strategy to export Australian products to South Korean market



- **WellnessMall**

Operates own online shopping mall
wellnessmall.com.au

- **Australian Products**

Carefully selected quality Australian products are sold on South Korea's major online shopping malls

- **Direct Shipping**

All purchases made by customers are shipped directly from Australia to South Korea

- **Major Online Shopping Malls**

Currently selling products on Naver SmartStore, Coupang, 11Street and Gmarket as Overseas Seller



WellnessMall aims to connect Australian companies to South Korean market

Business Summary & Model

WellnessMall's strategy to export Australian products to South Korean market

Australian Companies

Australian companys producing high quality Australian products

South Korean Market

A large customer base connected with South Korea's major online shopping malls

→
Connection

WellnessMall aims to connect Australian Companies to South Korean market

Partners & Business Connections

Major online shopping malls serving the South Korean market



SmartStore

Naver SmartStore

coupang
Color Your Days

Coupang

Wellnessmall
Premium Australian Wellbeing eStore

WellnessMall



11Street

Gmarket

Gmarket

WellnessMall has partnered with South Korea's major online shopping mall companies, as well as operating its own online shopping mall, to connect to a variety of customers of the South Korean market

Naver SmartStore

Individual online store supported by Korea's largest online platform



Naver SmartStore allows sellers to create their own Store

- **Biggest online platform**

Over 30 million users in South Korea uses Naver and its services

- **KRW 17 trillion sales**

Approximately AUD 20 billion sales in the last year

- **Most popular search engine**

Products on Naver SmartStore can be searched using Naver SE

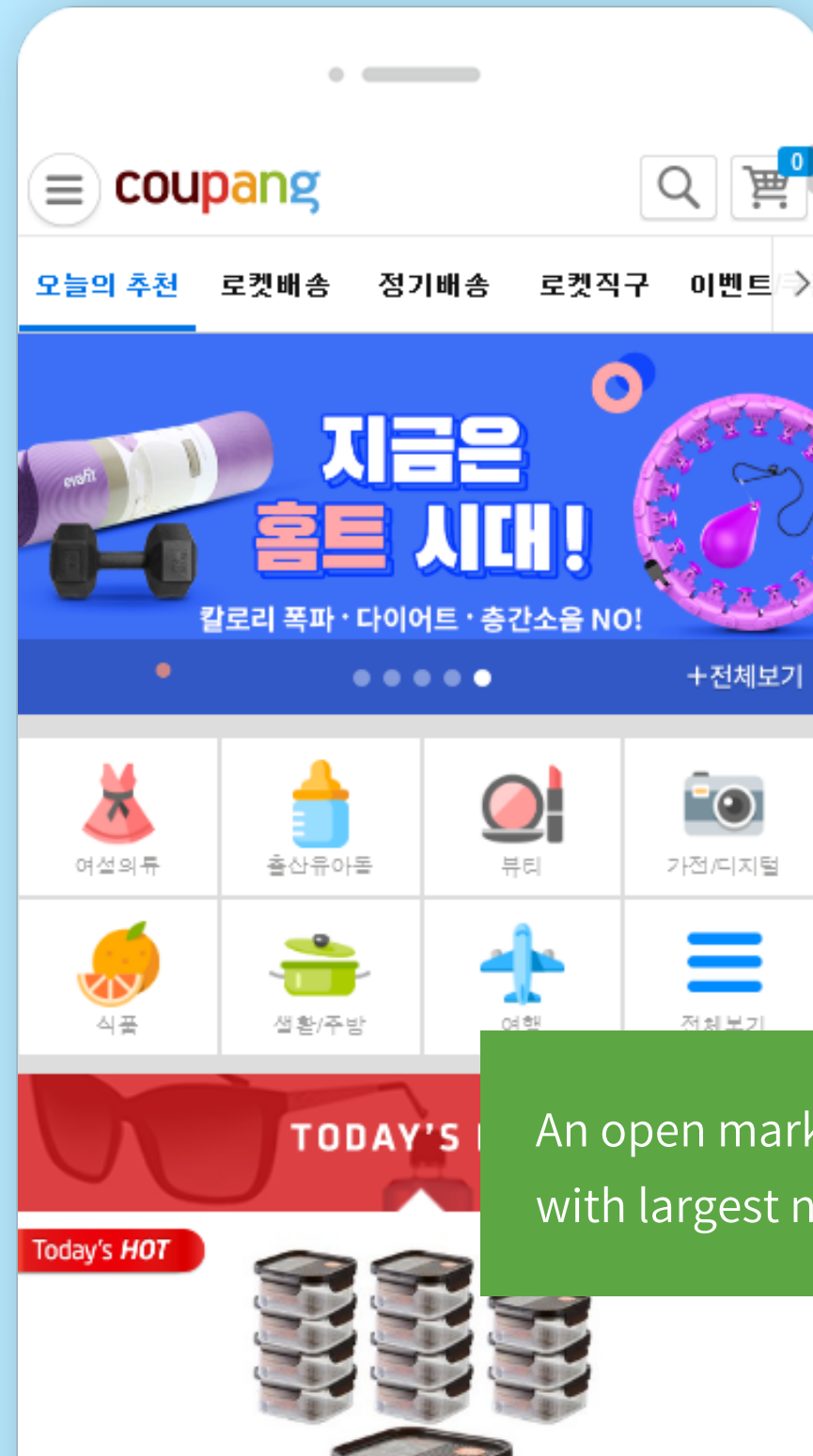
- **Fast growing**

Naver SmartStore has grown rapidly in the past year



Coupang

Largest open market shopping mall with focus on mobile



An open market online shopping mall with largest number of customers

- **Largest Open Market E-commerce**

Over 25 million users are using Coupang for shopping

- **KRW 12 trillion Sales**

Approximately AUD 13.6 billion sales in the last year

- **Most used Shopping App**

Trusted market place with large user base and loyal customers

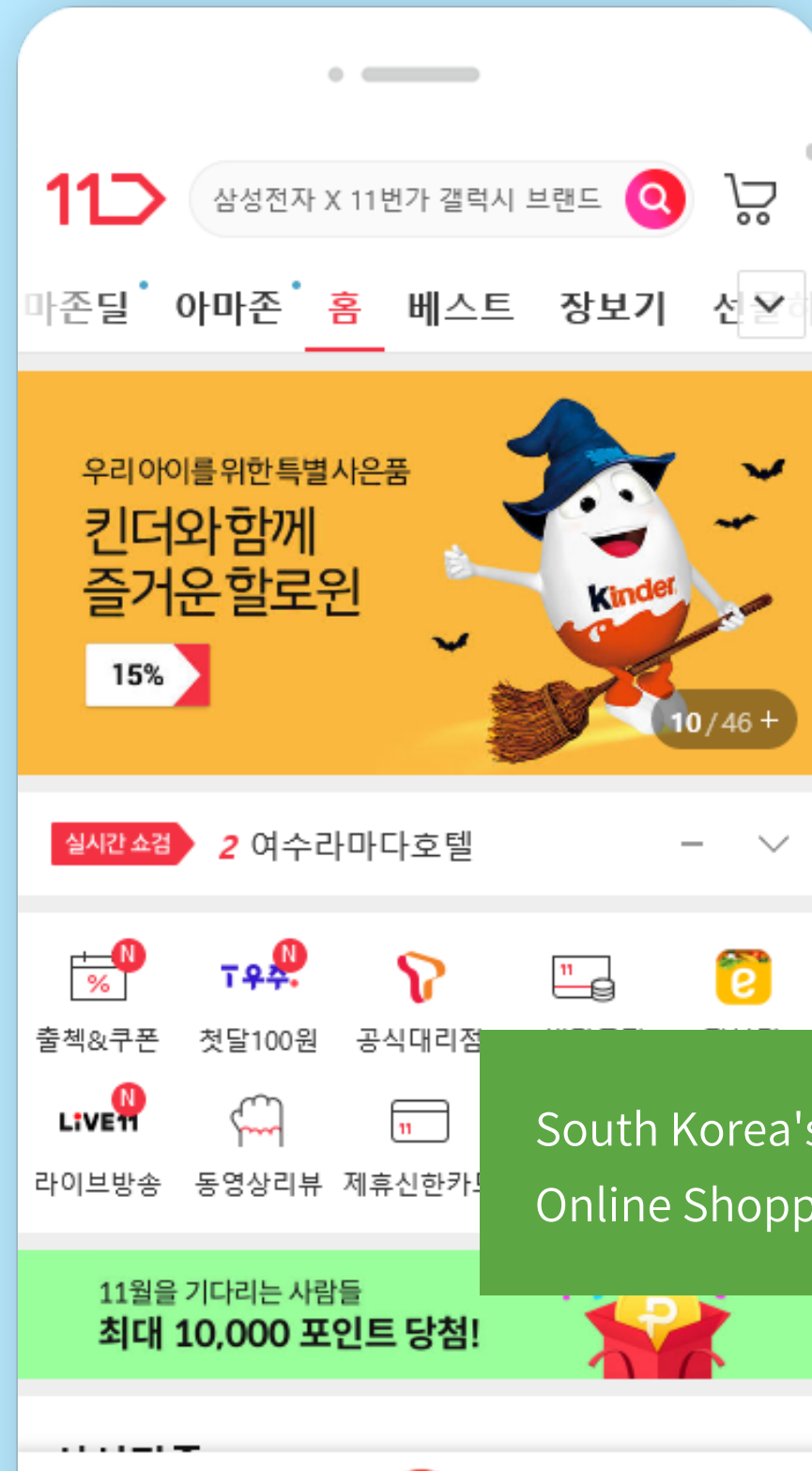
- **Focus on Mobile Experience**

Coupang's mobile sales occupies approximately 60% of online sales



11Street

Korea's most satisfying open market online shopping mall



South Korea's most satisfying
Online Shopping Mall

- **Most Satisfied Customers**

First place in Korean Customer Satisfaction Index for 13 consecutive years

- **KRW 550 Billion Sales**

Approximately AUD 62 million sales in the last year

- **Numerous Affiliates**

Customers can use OK Cashback, T-membership and points and mileages

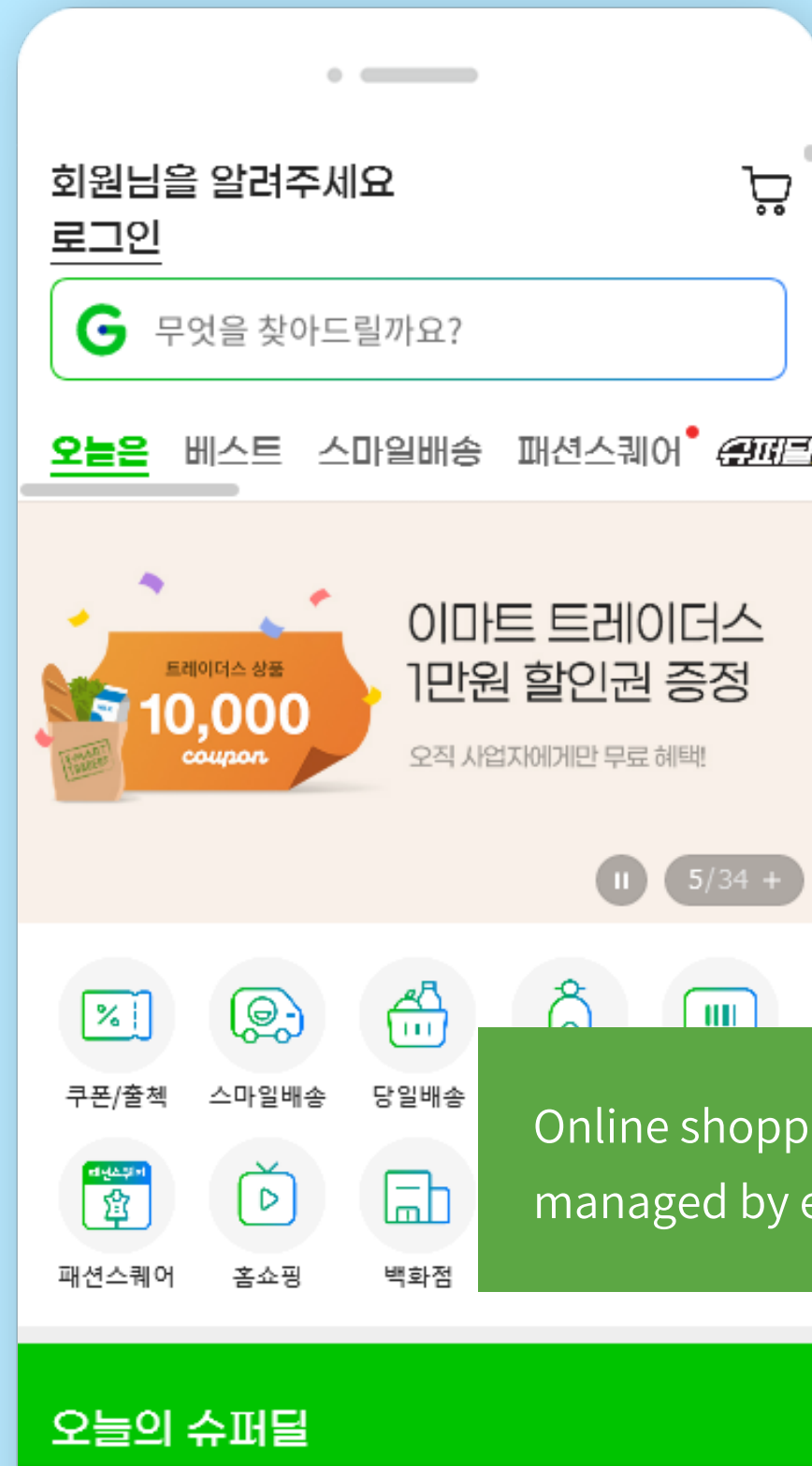
- **Social Integration**

Products can be referred to other customers through social network



Gmarket

Open market online shopping mall by eBay Korea



Online shopping mall operated and managed by eBay Korea

- **Run by eBay**

Owned and operated by eBay Korea, one of the major e-commerce platform

- **USD 1.4 billion sales**

Approximately AUD 1.8 billion sales in the last year

- **Auction Sister Site**

eBay Korea also operates Auction managed with same seller centre

- **Easy to process payment**

Purchase products without Accredited Certificate or External Programs



Current Business

WellnessMall's strategy to export Australian products to South Korean market



Current Business Expansion

WellnessMall's strategy to export Australian products to South Korean market

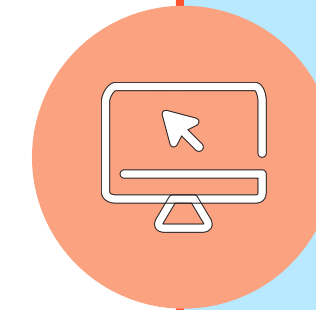
1. Source, List and Market

We introduce your products to Korea through the online platforms
Marketing your product to create and develop a strong brand value



2. Sell with other Online Distributors

Exposure to the South Korean market strengthens the brand value
Attracting a numerous online distributors that helps sell your products



3. Connection with Korea's Wholesalers

With a strong brand value, get connected with Korea's wholesalers
Increasing online sales as well as potential for an offline market



Future Business Plan

WellnessMall's future direction to expand business

Create a Central Wholesaler Hub for Wellness and Health products

A market place where customers could browse through numerous wellness and fitness products

Introduce Unique products from South Korea to Australian Market

Serving Australian customers through

- Established pathway, including eBay, Amazon, Catch, CostCo, TVSN and Pure Living
- As well as WellnessMall Online Shop



Thank you

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