

We **think** of people & health.

|
A company that
considers people and health.



NAUMCARE

Best Partner of Your Well-being Life.

Founded in 1993, Nuam Care operates various businesses for public health through distribution of various channels such as companies in the healthcare field, government offices, sports, fitness, hospitals and medical care, pharmacies, and drug stores etc.

Who we are?



: Emphasizing comfort by symbolizing natural flow.
Soft incense symbolizes the image of body
circulation and rehabilitation.
Naum blue expresses trust and health.

Company Name	Naum Care Corp.
Name of Representative	ByeongYoung Kim
Field of Business	Sports & fitness products, medical devices, quasi-drug, import/export and distribution.
Head Office	313ho, 9-9, Wiryegwangjang-ro, Sujeong-gu, Seongnam-si, Gyeonggi-do, Republic of Korea (13646)
Curation Center	221ho, 9-9, Wiryegwangjang-ro, Sujeong-gu, Seongnam-si, Gyeonggi-do, Republic of Korea (13646)
Logistics Center	68, Ilsin-ro, Ganam-eup, Yeoju-si, Gyeonggi-do, Republic of Korea (12662)

Our Mission

01 **#One**

It pursues “value creation” through continuous business that faithfully supply goods and information for the purpose of contributing to the rehabilitation, treatment, and even prevention of necessary(sick) customers in the healthcare field.

02 **#Two**

Recognize the importance of people, goods, and money, which are the main elements of the business.

03 **#Three**

Realizing that honest thinking and behaviors are good for themselves, they act autonomously and seek trust.

04 **#Four**

It is recognized that respect for each other is the basis of communication and an autonomous atmosphere.

Management
Ideology



2024

NAUMCARE

History

Our History

1993

Korea Sigmax Co., Ltd. was established

1994-7

Exclusive distributor of Japanese orthopedic braces, surgical tapes, sports protectors and tapes in Korea.

1998-9

Exclusive distributor of Hartman hospital wound care products in Germany and Hygenic Sports products in USA.

2005-6

Changed the name to "Naum Care Co.,Ltd.", and opened seminar for physical therapist and sports curer.

2010

Established Danaum that is specialized for pharmacy distribution.

2011-14

Launched our own brand TRATAC, and established 'Naum Fit' for sports rehabilitation education and research.

2016-7

Introduced beauty care brand "Ela-Band" at Olive-Young, and started to export to China and Japan.

2018

Contracted as an exclusive distributor with IMPLUS (Trigger Point, Harbinger, and SKLZ etc.) which is a global sports company.

2019

Life health brand "Re&Well" launched

2020

RE&WELL mask USD 6.5million sold / Launched new Tratac Active Gun Pod / Wirye office opened.

2021-2

Work & Life balance Company / Excellent Sports Company / Certified as an excellent family-friendly Company

2023

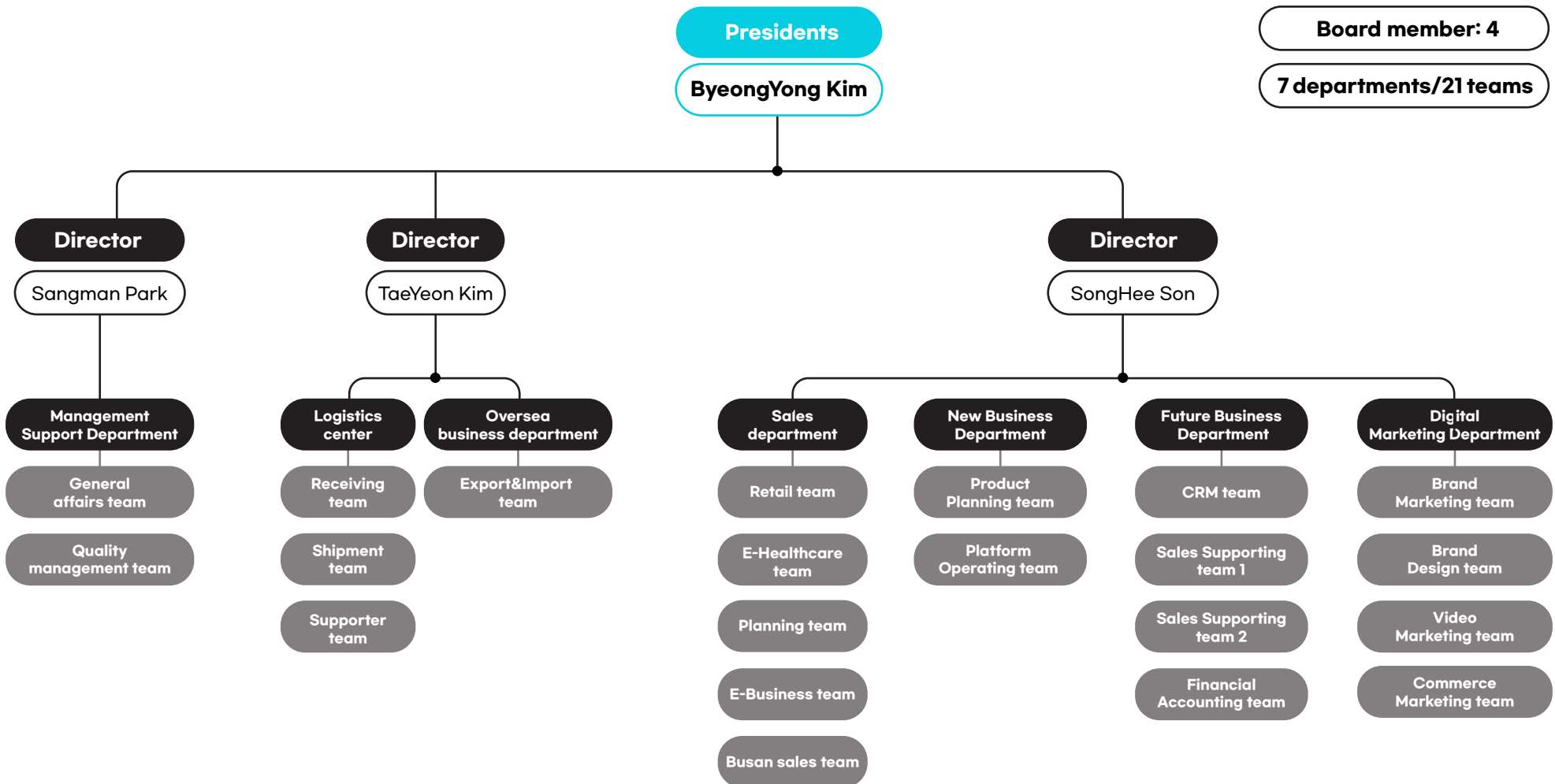
No.1 Healthcare Platform 'Tratac' has launched / Certified as a Sports-friendly Company

Organization

Total: 99

Board member: 4

7 departments/21 teams



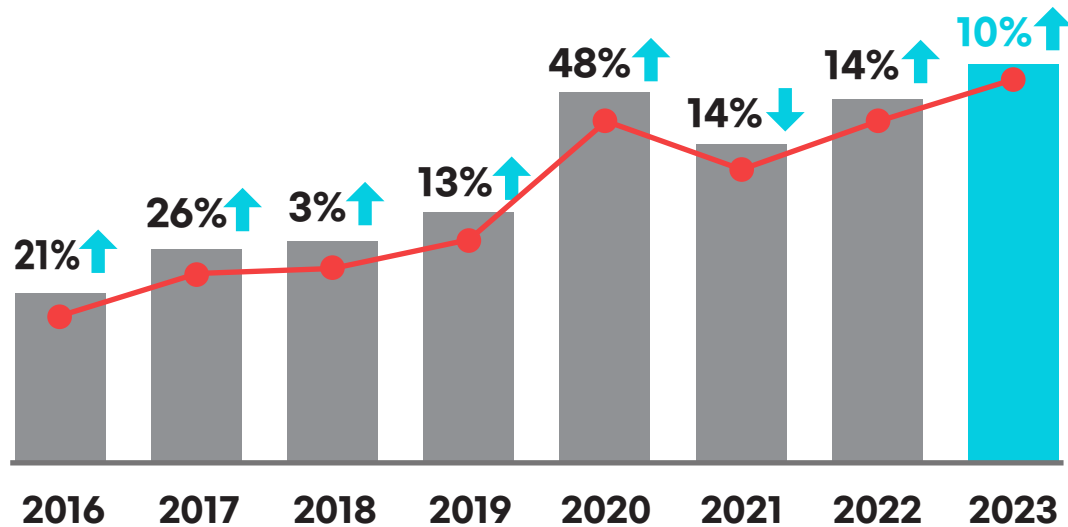


NAUM CARE,
a company that
considers people
and health.



Sales volume

Steady growth since its foundation in 1993.



2016 - 2023 sales

(based on USD/KRW1,400)

USD12.3 Million → USD15.5 Million → USD16.0 Million → USD19.2 Million → USD27.0 Million → USD23.2 Million → USD27.1 Million → USD30.5 Million



Business area Distribution

Founded in 1993, NaumCare operates various businesses for public health through various channels such as companies in the healthcare field, government offices, sports, fitness, hospitals and medical care, pharmacies and drug stores.



Sport performance

Sales of national athletic centers, sports stores, schools and professional teams

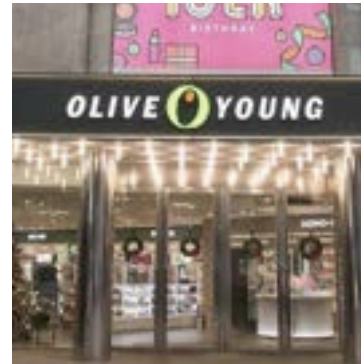
#supporter #taping
#training supplies
#sports injury prevention content



Occupational safety and health / Rehabilitation exercise & health promotion solution

Industrial accident prevention project for groups and companies / National health promotion project for public offices

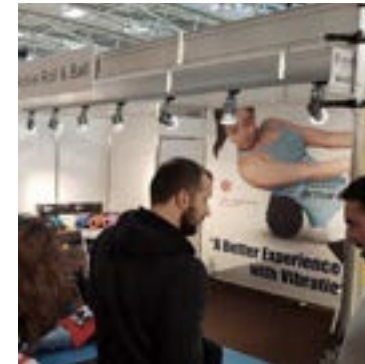
#Exercise products
#Customized exercise method
#Taping method #Supporter
#Musculoskeletal disease prevention



Consumer Business

Sales at pharmacies, drug stores, marts, and convenience stores nationwide

#Mask #Spot patch
#Convenience store
#Olive Young #E-Mart



Global Business

Exports of sports products, skin care, health functional foods. Sales in large shopping platforms such as Amazon and Q10



Medical Business

Sales of university hospitals and local hospitals, distribution of specialized stores for medical supplies

#Wound care #Dressing
#Self-adhesive bandages
#Non-payment code

Business area Platform

Based on the know-how that has led products and contents in the healthcare field for 30 years, we opened the healthcare No. 1 platform, customer-tailored information provision service through partnerships with professional operators and experts

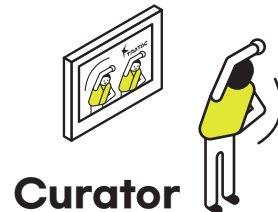


Start of personalized health curation
healthcare platform
TRATAC
www.tratac.co.kr



Athletic center, associations, hospital /clinic, school, academy

Tratac Partners that provide on-off services to customers and create new revenue models



Expert in healthcare

Experts who develop their core content into revenue through Tratac platform activities

Free or discount offline service

Providing solutions to customers health problems



Clients

Business area Class

- ✓ Online/offline classes dealing with life physical education and professional courses
- ✓ Conditioning class to improve athlete performance
- ✓ International certificate acquisition class led by master instructors



Musculoskeletal prevention exercise training



Occupational safety and health education for workers in the company



Chair massage for fatigue recovery



Posture correction exercises to relieve stress



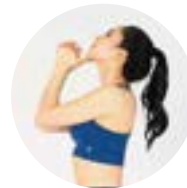
Taping training to prevent injuries



Partner Stretch for Organizational Unity



Office yoga that is highly useful at work



Bare body stretch for Lifestyle improvement



Small tools Pilates for refreshing body and mind

International Certificate

Acquisition Course

Health Enhancement Program

Work & Life Balance

People-centered management practice

- ✓ 2021 Work-Life Balance Implementation Company
- ✓ 2022 Excellent Family-Friendly Company
- ✓ 2023 Certified as a Sports-friendly Company

1 HQ office

2 Warehouse

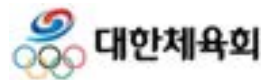


Business Partners

Partnership with clients through win-win business value



Sports



Medical



Consumer



Business Awards



- **2022** Certified as a Sports-friendly Company
- **2022** Selected as excellent sports company of the year, excellent family-friendly company
- **2021** Selected as a work-life balance practice company
- **2020** 1st place award for 5 consecutive years_DANAUM Vitamin D in the vitamin category
1st place award in the Korea Consumer Satisfaction Index for 3 consecutive years_Re&Well in the household and health division
1st place award in Korea Consumer Satisfaction Index for 2 consecutive years_Elaband Hydro Dot
- **2017** Red Dot Design Award for 2 consecutive years
_‘Winner’ Tratac Active Ball in Product Design Division
1st place in Korea Consumer Satisfaction Index_DANAUM Vitamin D in the vitamin category
- **2016** Red Dot Design Award, product design category ‘Winner’ Tratac Active Roll
National Consumer-Centered Brand Award, Thera-Band in Healthcare & Sports Goods The most trusted brand by consumers, DANAUM Vitamin D in the vitamin category Korea’s No.1 Consumer Satisfaction Cosmetics (Spot Patch category) Elaband Hydro Dot
- **2015** Seoul Physical Therapist Association Citation
Joined Sogang University’s industry-academic cooperation and family company
- **2011** 1st Grade Sports Leaders Association Appreciation Plaque
- **2007** Korea Golf and Fitness Association, Korean Society of Sports Physical Therapy Appreciation Plaque
- **2006** Korean Athletes Trainers Association Appreciation Plaque
- **2005** Korean Physical Therapist Association Appreciation Plaque
- **2002** Korean Sports Society Appreciation Plaque



NAUMCARE

NAUMCARE Brand

Naumcare carries a brand that provides high- quality products at reasonable prices. and We do our best for customer satisfaction by operating various Healthcare brands and providing them to the customers.

Brand Awards

Sourcing and distributing products according to high quality and reasonable prices, operating various brands in the healthcare field and forming customer satisfaction



Korea satisfaction consumer index

Re&Well, ElaBand, Zamst, Danaum

National Consumer-Driven Brand Award

Theraband

Red Dot Design Award

TRATAC



Brand_TRATAC

A brand specializing in lifestyle sports and home training by providing high-quality products at a reasonable price. Tratac is a brand made by Naum Care and aims to be a brand specializing in home training and sports. The brand takes a leap by aiming to provide more varied and effective items at a reasonable price.

Main category



Vibration training

Vibratory Massage: Active gun, Active roll, Active ball

Foam Roller

EVA Foam Roller, EPP Foam Roller

Training goods

Fitness Mat, Pilates ring, Medicine ball, Release Ball, Stepper, etc.

Physical therapy supplies

Massage bed, Ice bag, Ice vinyl, Icing wrap, etc.



Brand_specialized
in sporting goods



Brand_Theraband, Triggerpoint, BOSU, Gymstick

Theraband



Theraband was developed by American experts in 1978, and over 45 years, hundreds of thousands of clinicians have been trained on the Theraband exercise band and products. As the original rubber band brand, academic research is being actively conducted around the world, and it is currently used as an essential item in hospitals, fitness and sports fields at domestic and abroad.

Triggerpoint



With a bump surface design that embodies fingertip, finger, and palm massage, Trigger point is a high-quality luxury brand in the field of exercise equipment where the differentiated surface of the product delicately stimulates the texture of the muscle tissue.

BOSU



The brand specializes in Training goods for Balance and Core exercise.

Gymstick



In the form of a stick attached to an elastic band, Gymstick enables various body types of exercises such as Squats, Dumbbells, and shoulder presses. Also, Gymstick spreads the exercise methods by operating the academy and workshops continuously with the master trainers.



Brand_specialized
in sporting goods



Brand_ZAMST, Mediaid, Bodymate

the brands
specialized in
protective guards

ZAMST

ZAMST

Developed by Sigmoid Japan in 1993, Zamst is a brand that carries professional sports guards and medical device-registered protective guards.

Zamst entered the markets of Japan, Korea, China, Europe, and the United States. It has become a global sports protector brand. Through continuous feedback from professional players and trainers, we have completed a design that reflects Zamst's patented technology and human body mechanism.

Mediaid

MEDIAID

Mediaid was developed to prevent injuries in everyday life with a body part protector registered as a medical device, and full-body power suit assist gear that helps high-intensity work in industrial fields.

Bodymate

ザムスト
Bodymate

Bodymate is a life-adhesive protector designed not only for sports and leisure activities but to prevent injuries in daily life. It is a brand characterized by a feeling of wearing that is thin, light, and comfortable.



Brand_specialized
in protective guards



Brand_Harbinger

Specialized brand in weight training and Fitness. Harbinger weight training products have excellent grip. Harbinger is a brand specializing in training products that consist of gloves to protect hands from injuries, belts for back protection, and various other accessories.

Main category



Fitness glove

The most basic glove type for weight training beginners

Lifting assist

The lifting products for moderate weight training with strong durability

wrist strap

A wrist strap that provides proper stability to the wrist while lifting

Heavy lifting

Heavy lifting item to cushion the impact while maximum level of weight training with the maximum filling.



Brand_specialized
in fitness guards



Brand_Benefact, Battlewin, Rocktape, Cramer

Benefact



Sigmax is a 40-year-old company with a motto of quality first, and continues to monitor and develop products through the Sigmax Technology Center(STC), a center specializing in Sigmax technology.

Battlewin

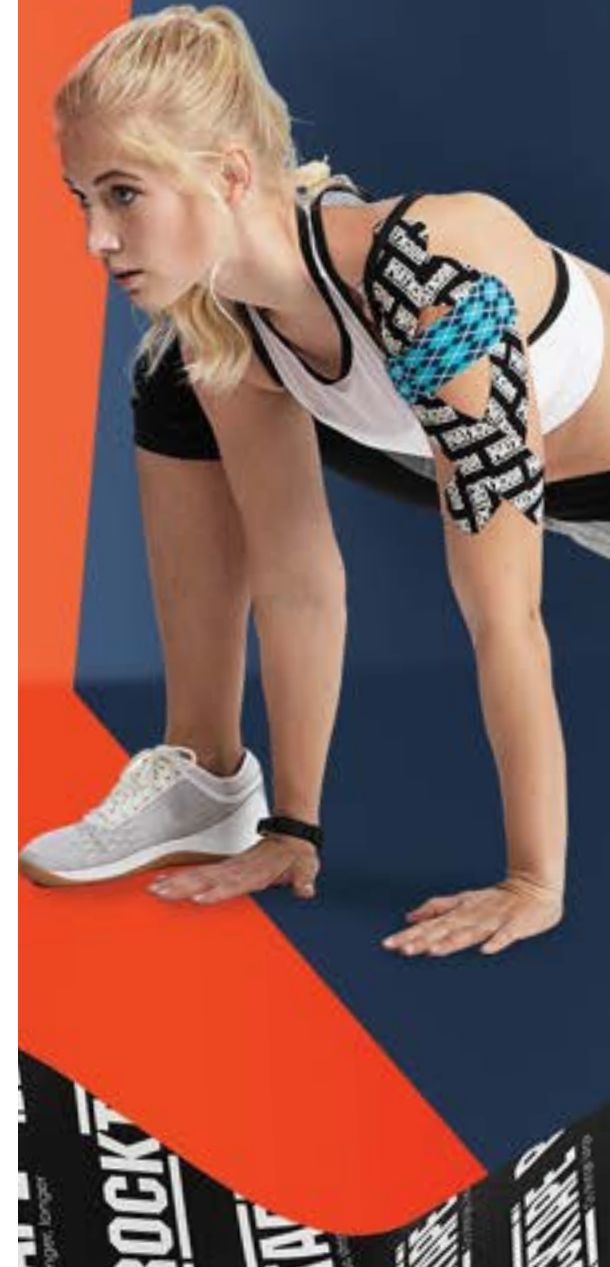


It is a taping tape brand with various specifications that fixes bandages, gauze, and body joints to prevent the occurrence and recurrence of injuries with high tensile strength and adhesion.

Rocktape



Rocktape is a brand specializing in taping and protective pads created with the goal of developing more stable and durable products in intense sports situations where actual injuries occur.



Brand_SKLZ

A brand specializing in training supplies for systematic and efficient sports training. SKLZ, a sports training brand that was born in the U.S. in 2002, researches and develops training-related items for various sports such as fitness, baseball, soccer, basketball, and golf.

Main category

SKLZ

Fitness

Roller, Massage Ball, Mini-band, etc

Soccer/Football

Soccer Net, Mini cone, Kick trainer, etc / Football Set, Training Net, etc

Basketball

Dribble Stick, D-Man, Strategy Board, etc

Baseball

Swing Trainer, Catch ball. Power Stick, etc

Golf

Smash Bag, Swing Trainer, Glove, etc.



Brand_Sports training



Brand_Elaband, Hartmann

Elaband



Elaband is a brand of Naum Care that encompasses the Band-Aid category, from the spot patch “Hydro dot” to the high-quality wound band lineups, and sports tapes.

Hartmann



Since 1998, Naum Care acquired domestic import right and imported and distributed medical consumables from Hartmann, Germany, is a global healthcare company with a 200-year tradition of establishing subsidiaries in 39 countries around the world.



Brand_Woud care



OLIVE YOUNG On sale at Olive Young

Brand_Re&Well

Naumcare's own brand in the living health sector based on reasonable prices and excellent quality. Selected as the No. 1 brand in Korea Consumer Satisfaction Index for 3 consecutive years (in the living health sector)

Main category

RE & WELL

Skincare

Beauty & Skincare products, Waterless cleansing, Washglove, etc

Sanitary supplies

KF94 mask, KF-AD mask, Sanitary towel, etc

Dental supplies

Gargle, Toothpaste, etc

Health check devices

Smart automatic blood pressure monitor, infrared ear thermometer, non-contact forehead thermometer



Brand_Life health



CU On sale at CU convenience stores

Brand_DANAUM

A brand specializing in health functional food that leads the market based on excellent quality. Danaum, a brand specializing in health functional food, develops and distributes high-quality products on its own. Through the 'Vitamin D Information Center' and the 'Liver Health Information Center', we deliver correct health information and conduct a nationwide health campaign.

Main category



Vitamin D

Delicious high content vitamin D for the whole family
5000IU / 2000IU / 1000IU / 500IU

Milk Thistle Gold

Liver health functional food containing milk thistle and Vitamin D

Active folic acid

Liver health functional food containing 4th generation active folic acid and vitamin D

Immune Jelly

Delicious and healthy zinc immune jelly that can enjoy instead of snacks



Brand_Health functional foods



2024

NAUMCARE

Brand_SOFSOLE

A brand of insoles and shoe care products.
It is a functional insole and shoe care brand that provides comfortable cushioning for all sports activities as well as healthy daily life.

Main category

 SOFSOLE.

Insole line

An insole line that provides comfortable cushioning with various products such as a lightweight sports insole, a comfortable basic comfort insole made of memory foam, and a comfort insole made of lightweight memory foam.



Brand_Shoecare



Channel

Website

Official Website

<http://www.naumcare.co.kr>

TRATAC, Healthcare Platform

<http://www.tratac.co.kr>

ZAMST's Website

<http://www.zamst.co.kr>

Blog/Youtube

TRATAC's Youtube

http://www.youtube.com/channel/UCnjjwg19xwSK_Nffx6PwNXw

SKLZ's Youtube

<http://www.youtube.com/channel/UCoii8ik2OagmxCIKPZ8MZGg>

TRATAC's Blog

<http://https://blog.naver.com/naum7575>

Official Youtube Channel

<http://www.youtube.com/naumcare>

SNS

Tratac's Official Instagram

http://www.instagram.com/tratac_official

Zamst's Instagram

http://www.instagram.com/zamst_korea

Harbinger's Instagram

<http://www.instagram.com/harbinger.korea>

SKLZ's Instagram

<http://www.instagram.com/sklz.kr/>

Triggerpoint's Instagram

http://www.instagram.com/triggerpoint_kr

Elaband Hydro Dot's Instagram

http://www.instagram.com/elaband_official

DaNaum's Instagram

http://www.instagram.com/danaum_official

Renwell's Instagram

http://www.instagram.com/re_n_well

Nichiban's Instagram

<http://www.instagram.com/nichiban.kr>

GLOBAL NAUMCARE

Naumcare creates exercise contents of various field in the country and supports academy, workshops, events and competitions as well as performing energetic activities like sponsoring sports players and PR.

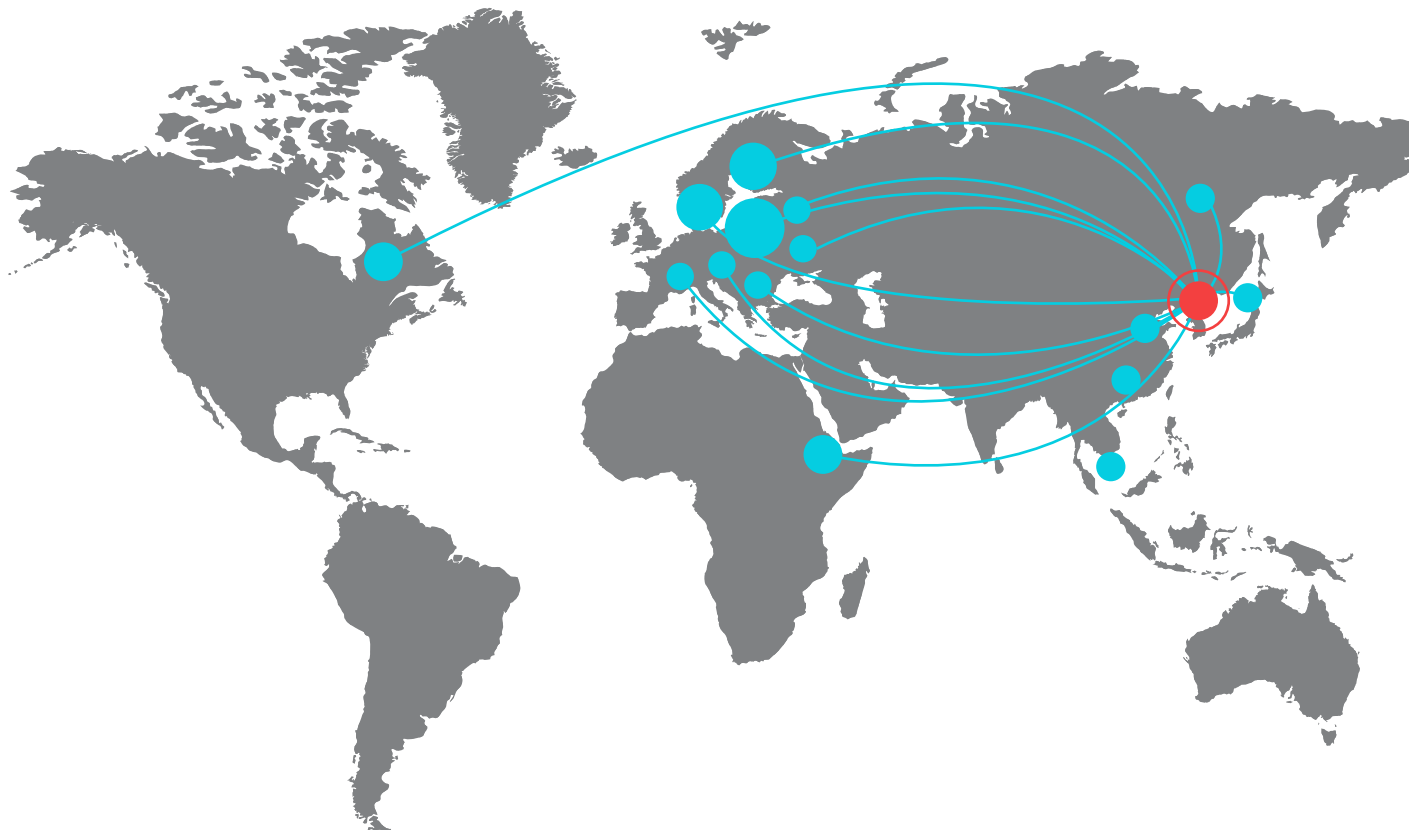
Not only in the county, but also Naumcare strives for activities and promotions abroad by participating exhibition's booth and winning overseas awards.

NAUMCARE



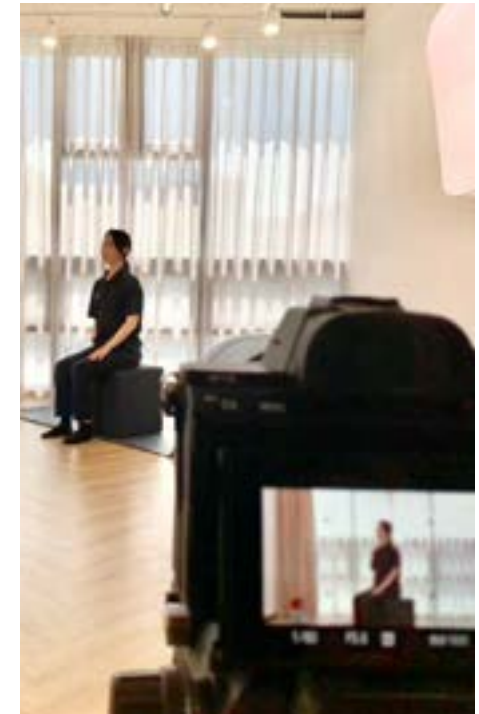
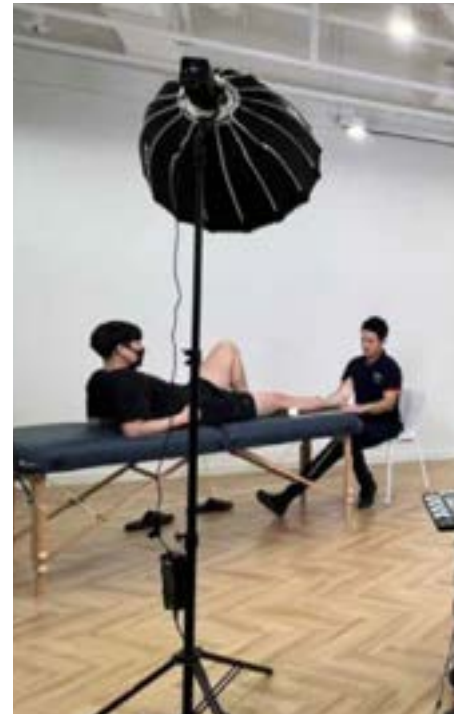
Export Business

Countries to export



- USA
- UK
- China
- Iceland
- Germany
- Taiwan
- Singapore
- Spain
- Finland
- Japan
- Latvia
- Switzerland
- HongKong
- Norway
- Belgium
- Austria
- UAE
- Italy
- Malaysia
- Vietnam
- Israel

Activity



**Curation center
as a health platform** _____

The curation center creates digital contents through curators from various fields and has many kinds of exercise and filming equipment in the open space for (non) face to face training.

Activity



Theraband CLX Academy

- 'The first Theraband Academy' was held in 2004
- 4 times of the regular course of seminar every year and hold a Theraband program by region and target.
- 'Thera band & CLX Academy' was reorganized with CLX launching in 2016

Activity



Gymstick Workshop

- 'The first Gymstick Workshop' was held in 2010
- Officially selected Gymstick masters train professional trainers in the country through GX and PT programs from Gymstick headquarters(Finland)

Activity



Big events for government offices and organizations

- Government offices events like Healthy Weight 3,3,3 with Seoul city and YaYa Exercise Class with Ahnyang city were held by us in 2013
- Supporting events and running programs like Pregnant Women's Day and KEPCO Fan's Day.
- Hosting events like triathlon, trail running, badminton for local sports clubs

Activity



Zamst Badminton Super Tournament

- In 2013, the first Zamst Badminton Super Competition was held.
- Held at SK Handball Stadium in Olympic Park in the first half of every year (7 times so far)
- About 800 teams, 1,600 people will participate.

Activity



Korea Open Tennis Tournament and support for various competitions

- Sponsored brands for 10 consecutive years since the '5th Hansol Korea Open Tennis Tournament' in 2008
- Sponsoring major competitions such as the Chosun Ilbo Chuncheon Marathon and Danyang 3on3 Street Basketball Tournament
- Support free taping mandatory booths for regional badminton, marathons, and triathlon competitions about 20 times a year

Activity



**KIMES, SPOEX, etc
participation
in a major fair**

- Participated in KIMES (International Medical Device & Hospital Equipment Exhibition) 15 times since 2004
- SPOEX (Sports & Fitness, Leisure & Outdoor Exhibition) participated every year since 2013
- Participation in various fairs, including beauty expos, golf expos, and world diet expos

Activity



**Red Dot Award Winner/
Participation in booths
for overseas exhibitions**

- Tratac Active Roll 2016 Reddot Design Award Winner in Product Design category
- Participate in promotional booths such as FIBO in Germany, IDEA in the U.S., G-fair in China, and Fitness Expo in Dubai

Activity



Official sponsorship of professional players and clubs

- Official sponsorship of associations and clubs, including the Korea Badminton Association and Hana Exchange Bank Women's Basketball Team.
- Official sponsorship of cycling teams and Rudy Project inline teams such as KORAIL and Samyangsa.
- Support for individual professional athletes in each sports event.

Activity

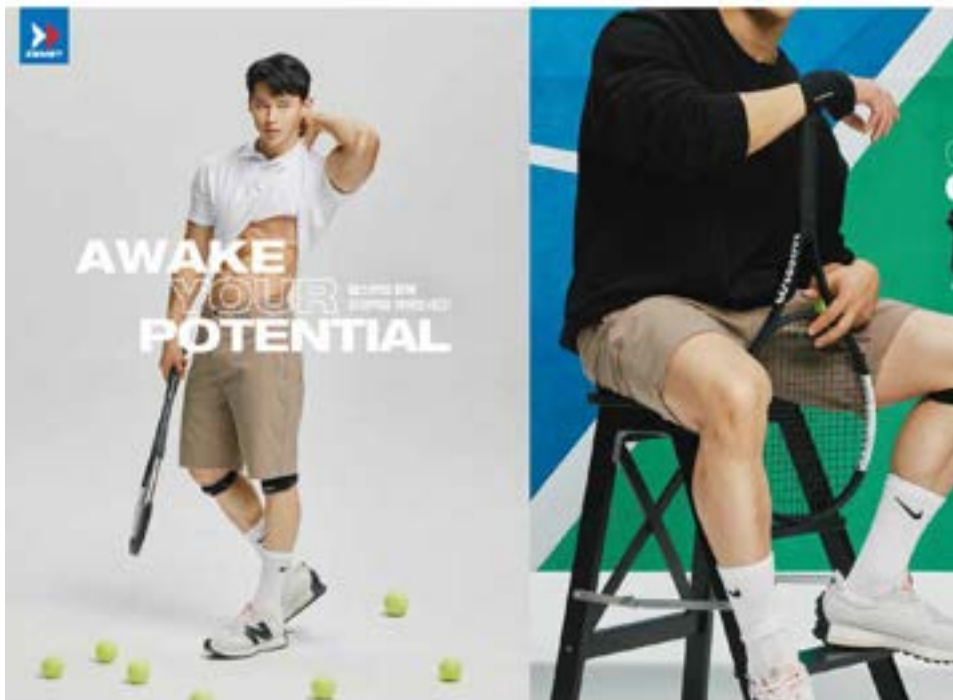


Broadcasting company sponsorship and PPL



· Channel sponsorship and PPL related to dramas and fitness

Activity



Promotion of various media such as magazines and online

- Advertising major sports magazines and publication the planning articles
- Producing viral videos using SNS stars
- Conducting outdoor advertisements such as radio, subway, and bus

**THANK
YOU!**

