



WELCOME  
TO  
THE CITY  
OF  
CHAMPIONS



**evezary**  
GOOD BEDDING

The leading manufacturer, distributor and retailer of bedding goods in Korea

*Think  
Simple*

**Not just bedding goods,  
 Evezary provide a comprehensive solution for  
 a lifestyle of customers' beauty and health.**




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**Evezary**, founded in 1976,  
 has provided bedding goods for 41 years  
 and is now the market leader of the industry

**With** its technically advanced and thoroughly supervised  
 manufacturing network as well as cooperation with world-class  
 designers, Evezary provides best quality bedding goods through  
 more than 500 retail stores.

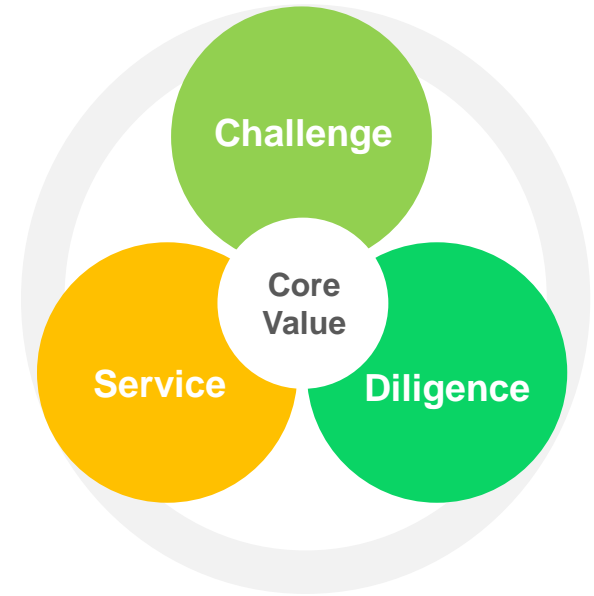




Through continuous innovations,  
We provide a comprehensive solution for  
a lifestyle of customers' beauty and health.



The Best Total Sleep-Care Company in the world in 2030



Merely being a provider of bedding goods is not enough,  
Evezary strives to promote a lifestyle of **beauty and health**

Through continuous innovations,  
Evezary endeavors to become one of the best total sleep-care company of bedding goods and bedroom supplies in the world in 2030.

## I Mile-stones

### Foundation (1976~)

- Oct.1976** Foundation
- Feb.1980** Foundation of Baekhab Corp.



### 2nd Foundation (1990~)

- Jan.1990** 500<sup>th</sup> retail store
- Oct.1994** Foundation of Baekhab Evezary Corp.
- Sep.1996** Eve Gallery Opened



- Aug.1997** Changed company name to Evezary
- Jun.2000** Foundation of Eveland
- Aug.2001** Atrian Established
- Dec.2002** '伊富家' Established in China



- May.2003** Launched Best Life System brand
- Jun.2003** Design Institute founded Sleep Environment
- Jul.2003** Research Institute founded



### 3rd Foundation (2006~)

- Jan. 2006** Codisen Yongsan Store Opened
- May.2008** Codisen Samsung Store Opened



- Jan. 2011** Home&eve Opened in Homeplus Haeundae
- Oct. 2011** Evezary Codisen in Cheongdam Opened
- Aug.2013** Participated in International Sleep Fair
- Aug.2013** Evezary Codisen in Ganseok Opened
- Oct. 2013** R&D Factory Opened
- Feb. 2014** Sleep & Sleep in Codisen Samsung Opened



- Mar. 2014** Changed brand name of Best Life System to Sleep & Sleep.,Ltd
- Apr. 2014** S&S in Lotte department store Opened
- Aug.2014** Atrian O'maison in Gu-ii Opened
- Jan. 2015** The 1<sup>st</sup> Sleep & Sleep Road shop Opened (in Pyeongtaek)
- Apr. 2015** Executed TVC (Model Cho In-Sung)
- Oct. 2015** Sleep & Sleep Opened in COEX(70<sup>th</sup> store)
- Nov. 2015** Establishment of new financial management system
- Aug.2016** Vision Tium founded
- Sep. 2016** 'World Korean Business Convention' participated
- Oct. 2016** TV Program 'Talk Show for Donation' participated
- Nov. 2016** Expansion of Independent Sales Corporate
- Nov. 2016** Codisen COEX 2<sup>nd</sup> Store Opened in COEX
- May. 2017** S&S Codisen Opened in Starfield Hanam
- Jun. 2017** LINE FRIENDS character Launched
- Aug. 2017** S&S Codisen Opened in Starfield in Goyang
- Oct. 2017** COEX 1<sup>ST</sup> and 2<sup>nd</sup> Store Renewal for Innovation

## I Brand History

### Foundation (1976~)

**Jun.1986** Evezary Launched



### 2nd Foundation (1990~)

**Aug.1995** Eve Need Launched

**Oct.1995** Technical tie-up with LoftY (Japan)

**Sep.1996** Partnership with Paradies (Germany)



**Dec.1998** Creeve Launched

**Jul.2002** Renewal CI / BI

**Mar.2004** MIDAN Launched



### 3rd Foundation (2006~)

**Sep.2007** Atrian for Home Shopping Launched

**Jan.2009** INNO/Young-Se Kim Launched



**Jul.2009** ESPRIT Home for E-mart

**Mar.2010** Poplin Launched

**Jul.2010** HEIMa Launched

**Aug.2010** KISS&HUG Launched

**Mar.2012** Herzen Launched

**Mar.2014** Sleep & Sleep.,Ltd Launched

## I Certification

**Jan.2003** Selected as Qualified Company by FITI

**Oct.2003** Certified as venture business

**May.2005** KIDP GD certified

**Jul.2005** KMA ISO 9001 certified



**Oct.2005** Certified as venture business

**2006 - 17** KSA Lohas certified

**2007 - 16** SMBA INNO-BIZ (Rate: AA)

**2007 - 17** KMR Green star certification

**2007 - 17** KIDP GD certified

**Mar.2008** Corporate Registration at SME Technical Innovation

**2010 - 17** KMR Wellbeing

**Dec.2010** Certificate of Family by IMS

**2013 - 16** Certificate of Family Intimacy Management

**Oct.2014** Certificate of British Allergy Foundation

**Jul. 2015** Certificate of The Woolmark Company

**Dep.2016** Certificate of Consumer Centered Management





## Awards

### Foundation (1976~)

**Nov.1989** Daeyang Bedding Million Dollars Export Award



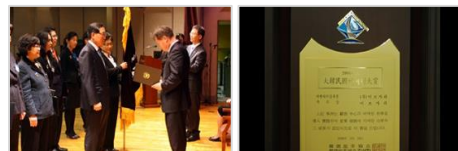
### 2<sup>nd</sup> Foundation (1990~)

**Jan.1998** Runner-up n Architecture Award for Samsung-dong office  
**Mar.2003** Grand Prize in Korea Fashion Brand Awards  
**Jun.2003** Goodday Newspaper Good Brand Award  
**Jan.2004** Received Outstanding Company Order  
**Dec.2004** MOSF Awards  
**May.2005** Top Enterprise Award  
**Oct.2005** Consumer Satisfaction Award  
**Oct.2005** Participation Award for Good Design Venture  
**Nov.2005** Grand Prize in Culture Commercial Grand Prix



### 3<sup>rd</sup> Foundation (2006~)

**2006 - 10** Korea Customer Service awards for 5 consecutive years (Hall of Fame)  
**2006 - 08** Korea Marketing Award  
**2007 - 11** Global Green Mgt. Awards  
**Sep.2008** Korea's strong SME (SERI)  
**Dec.2008** Enterprise of National Merit Award, awarded by Prime Minister  
**Jul.2009** Korea Top Brand Award by Seoul Economic Newspaper  
**May.2010** Seoul Economic Newspaper Best Product Award  
**Oct.2012** CCC Green leaders Award  
**Mar.2013** Excellent taxpayer Awards by National Tax Service  
**Jul.2013** Design management prime minister awards  
**Oct.2013** Advertising grand prize in parts of Radio  
**Dec.2014** Awarded 19<sup>th</sup> prime minister citation celebrating the day of consumer  
**2014 - 17** K-BPI top owner in parts of home fashion  
**2015 - 17** Awarded blooming citation of national merits  
**Sep.2016** Enterprise in Service Industry Awards by Ministry of Strategy and Finance  
**Sep.2016** Awarded Dongdaemun-gu Community  
**Oct.2017** Quality Mgt System Award(KMR)

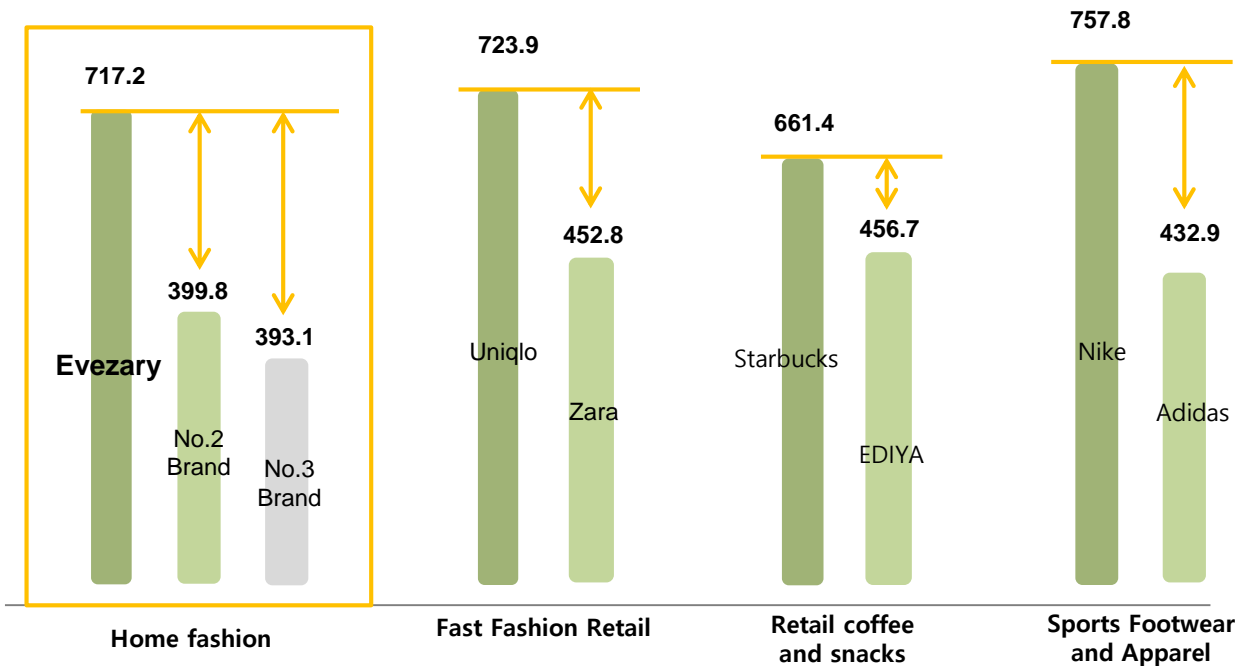


2010 대한민국  
고객만족 서비스대상

## Evezary ranked No.1 of Korea Brand Power Index (K-BPI) in Home Fashion industry
















In the survey of K-BPI, Evezary took the first place in home fashion industry for 4 consecutive years. The wide gap between brand power indexes of Evezary(717.2) and the No.2(399.8) brand, which is even wider than the gaps between No.1 and No.2 brands of most industries, shows that Evezary is the most competitive industry leader with dominant market position.

2017 Korea Top Brand of Each Industry



### Korea Brand Power Index (K-BPI) :

Based on Korea's first brand management model instituted by the KMAC, the K-BPI Survey represents Korea's leading brand evaluation system that marks the 19th anniversary this year since its inception in 1999. The index was calculated based on one-on-one interviews to assess the brand awareness and loyalty of sample consumers throughout the country.

Road-shop	Department Store	Discount store	Home shopping	Online	Overseas, etc
  	     	 	 	 	
396	67	24	-	-	8
Evezary (278) Codisen S&S(108) S&S Codisen(4) Sleep & Sleep(3) O'maison(1) Outlet (2)	Paradies(6) LOFTY(10) Sleep & Sleep(17) Midan(7) HEIMa(10) KLARHEIM(17)	Home&eve(24)	evehome HERZEN	evezary eve&	
Total : 495					



## Evezary offers the most comfortable sleep environment through R&D

Evezary established the first Sleep Environment Research Institute in Korea, and has obtained several patents in the field of high polymer, fiber engineering, general engineering and natural fiber processing and thus contributed to this goal.

### Sleep Environment Research Institute

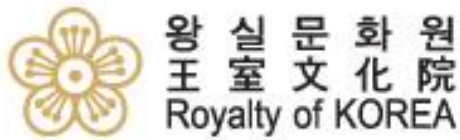


- Founded in 2003
- Technical tie-up with N-bio Technology Institute – Applied N-bio to all products
- Research on natural dyeing with SKKU and industry-university consortium, product development
- Use of environment-friendly material (corn plastic)
- Product development of natural material (hardwood charcoal, nano-silver, bamboo, bean fiber, etc.)
- Development of functional products & acquisition of relevant patents
- Providing information on good sleep through sound sleep therapy
- Joint R&D and partnership with Lofty Company, Sleep Cultural Institute, Japan
- Development of various sound sleep pillows (Dr. Pillow, Sleep-thera, etc.)

## Evezary Design institute functions as a hub of the designers' network of the company

Evezary is carrying out a number of industry-university co-op projects every year to find and educate talented people as well as to develop exceptional design. The institute also coordinate the collaboration projects with renowned domestic and foreign designers.

### Design Institute



- Founded in 2003
- Cooperation with world-class designers (Hong-Geun Park, Young-Hee Lee, Young-Se Kim, etc.)
- Leading domestic bedding market by launching products of various concepts
- Annual TREND PREVIEW session for bedding industry
- Organization of S/S, F/W & H/S product show
- Promoting talented workmanship in home fashion through design contests
- Discovery of new talent by cooperating with top domestic universities
- Professional designer coordinator workforce training
- Participating in overseas exhibition

## Evezary always cares for its customers and practices voluntary work.

Eve Land was founded in Yangpyeong, Gyeonggi-do in October 1987 to provide a healthy resting site by making a woodland.

Every year all employees are participating in the tree-planting campaign.

Until now, Eve Land has donated approx. 10,000 trees to schools, military camps and local governments.

Eve Land offers opportunities to experience nature through forest bath and forest experience.

### Eve Land

Year	04	05	06	07	08	09	10	11	12	13	14	15	16	17	Total	Average
Number of Planted trees	1,500	1,500	1,300	1,000	600	400	100	130	300	144	4,900	1,440	6,000	1,600	20,914	1,494
Number of Participants	63	92	84	150	90	103	110	120	140	95	120	300	1,000	800	3,267	233



**Evezary focuses on the following mottoes of Three Giving Spirit – ‘Samsu Spirit’: give first, give sufficiently, give at all times.**

Since 2008 Evezary collaborates with Korea Food for the Hungry International (KFHI).

Evezary and its customers, retail store staff, management at headquarters, and subcontractors have donated more than 10 thousand duvets to multi-cultural families, residents in Yeonpyung island.

## Eve Angel

Year	08	09	10	11	12	13	14	15	16	17	Total	Average
Number of Donated Goods (Set)	1,500	1,600	2,250	2,250	2,250	2,000	2,014	1,500	700	1,000	17,064	1,706





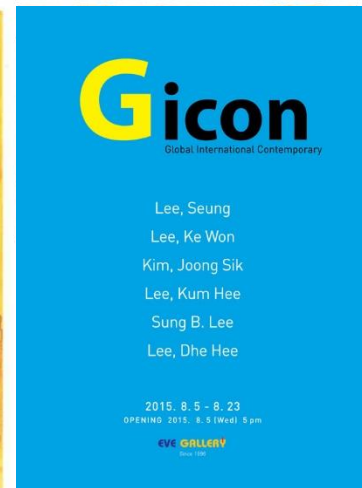
**Eve Gallery was established in October 1996**

**in order to contribute to the growth of Korean art by closing ties between artists and the public.**

By displaying paintings, sculptures, handicraft and photography,

Eve Gallery has been promoting art and beauty to employees, customers and residents in the neighborhood.

## Eve Gallery







**evezary**  
GOOD BEDDING

## Evezary Stores

General bedding goods Total 278 stores

(277 authorized retail stores , 1 company-operated stores, )





## Evezary Codisen Sleep&Seelp Stores

Multi-brand / Total bedding goods Total 108 stores

(97 authorized retail stores , 11 company-operated stores)





## SLEEP & SLEEP

Sleep specialized brand, consult and propose individually optimized bedding goods

Total 132 stores (4 authorized retail stores, 3 company-operated stores, 17 shops in dept. and mall. stores, 108 shops in Evezary Codisen road shop)





## Midan (in Dept. Store)

Traditional wedding bedding

Total 7 stores(7 shops in dept. stores)



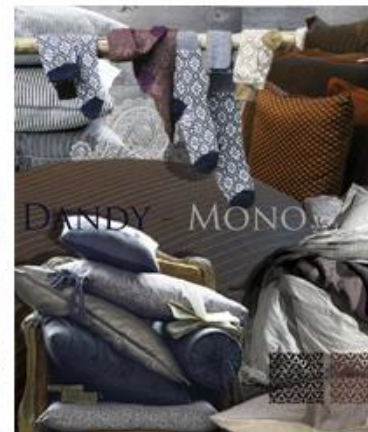




## HEIMa (in Dept. Store)

Well-being style luxury bedding

10 shops in dept. stores







**KLARHEIM**  
PREMIUM LIVING

## KLARHEIM (in Dept. Store)

Elegant style luxury bedding

17 shops in dept. stores

 **SHINSEGAE**





## Paradies (in Dept. Store)

Premium-quality German comforters since 1854

6 shops in dept. stores





## Lofty (in Dept. Store)

Quality functional pillows & mattresses of ergonomic design

10 shops in dept. stores





## Home&eve

24 shops in 'Home plus' shopping mall

(15 authorized retail stores , 9 company-operated stores)





### Eve& (Online-specialized brand)

Online specialized Brand of Evezary

Target is office worker in 20~30 who has stabilized occupation and purchasing power

CJmall, GSmall, Lotte i-mall, Lotte.com, Gmarket, Shinsegae-mall, H-mall





## I 2015년

**SLEEP & SLEEP** 이브자리

만약  
사정이란 감정이  
말제하는 거라면  
아름게 부드러운 느낌 아닐까요?

**평생을 함께 할 사람이나**  
부드러운 느낌이나 사정이란 감정은 행복한 평생을  
함께하는 거라면 아름다운 느낌 아닐까요?

**SLEEP PROTECT SYSTEM**

당신이 잠든 사이,  
**이브자리가 지켜줄게요**

1. 자연산 면 사용  
2. 방수 처리  
3. 방충 처리  
4. 방취 처리  
5. 방곰 처리  
6. 방벌레 처리

www.evezary.co.kr

## I 2016년

**SLEEP & SLEEP** 이브자리

당신이 잠든 사이,  
**이브자리가 스스로 숨쉬는 이불**

1. 자연산 면 사용  
2. 방수 처리  
3. 방충 처리  
4. 방취 처리  
5. 방곰 처리  
6. 방벌레 처리

**SLEEP PROTECT SYSTEM**

당신이 잠든 사이,  
**이브자리가 지켜줄게요**

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## I 2017년

**41st ANNIVERSARY** 바닥에서도 침대에서도  
**숙면 타퍼가 정답입니다**

① 체압분산, 지지력  
② 탄력한 내구성, 맞춤형 매트리스  
③ 사각 누빔처리

플리폼을 원료로 하여 미국 NASA에 의해  
우주인들의 승려에 대한 충격 흡수를 해주기 위해  
개발된 **메모리폼**

④ 고밀도 메모리폼,  
5T : 고탄성 폼(2층 구조)  
3T : 메모리폼(1층 구조)

**Memory Foam**

**시그니처 타퍼** (단조 후 40일 이상)

소 재 함량: 레이온(46%), 폴리메스터(50%), 스티렌(4%)  
크기: 폴리에스터(94%), 스티렌(6%)  
인 함: 뉴론 타이백(폴리에스터 100%)

충전율: 폴리우레탄 100%

(S/3T) 380,000 150x200x3cm	300,000	(S/5T) 500,000 150x200x5cm	400,000
(Q/3T) 480,000 150x200x3cm	380,000	(Q/5T) 520,000 150x200x5cm	495,000

www.evezary.co.kr





## People with wonderful smile

Running 42.195km, climbing a rough mountain road or even doing a triathlon... whatever the challenge at present is,

Evezary people are ready to take it with smile.

