



COMPANY PROFILE PRODUCT PROPOSAL

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01 Company Status

- General Status
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- Intellectual Property Rights



BE YOUR LIFE

We think ahead and innovate.

We move forward to embrace the bigger world.

We take on the challenge to create a better world.

Let us be part of your life.

General Status

Company Name	ABKO Co., Ltd.
Established Date	11 July, 2001
CEO	KWANG GUEN OH
Employees	250 (Jan, 2021)
Turnover	USD 160M(Year 2020 / K-IFRS)
Headquarters	7F, 20, Magokjungang 1-ro, Gangseo-gu, Seoul, Republic of Korea
Warehouse(Own)	94, Hwanggeum 4-ro, Yangchon-eup, Gimpo-si, Gyeonggi-do, Republic of Korea
Main Business	- Domestic Department - Gaming Gear / Peripherals / Home Appliances / Sound Devices - Overseas Department - Gaming Gear / Peripherals / Home Appliances / Sound Devices - ICT Department(G2B) - Digital Education Devices
Overseas Office	Guangzhou, China

Recent Milestones

- 2021

01

Participated in CES2021, United States.
- 2020

12

Debuted in Korean Stock Exchange (KOSDAQ)

05

Start of official distribution to Costco Wholesale.

03

Opening of new logistics centre in Gimpo.

01

Europe (EU) / Japan (JP) ABKONCORE international trademark application.
- 2019

11

Relocated headquarter (20th, 7th floor, Magokjungang 1-ro, Gangseo-gu, Seoul).

11

Participated in G-star, Busan, Republic of Korea.

10

Participated in Global Sourcing Fair (Fall), Hong Kong.

04

Participated in Global Sourcing Fair (Spring), Hong Kong.

06

Participated in ICT COMM, Ho Chih Mihn, Veitnam.

05

Participated in Computex, Taipei, Taiwan.
- 2018

10

Won Seoul Award for one of the best brands.

03

Received Minister of Trade & Industry and Energy Awards.

02

The establishing of branch in Guangzhou, China.
- 2017

09

Registration of design rights for pebble retro key cap completed.

09

Crystal Key Cap (Pentagraph type) Design rights registration completed.
- 2016

12

400 million capital increase (one billion won in paid-in capital).

12

Supply of 434 Padbanks in Schools in South Jeolla Province.
- 2015

06

Surpassing of 40% market share in Korea (Danawa Research).
- 2014

04

Copyright Registration for Tablet PC App Synchronization. / Charging Control Management Program (4 types).
- 2013

09

1st place in domestic PC case market share in second half of year. (22.2%, Danawa Research)
- 2012

Launching of Hacker, a professional gaming equipment brand.
- 2011

ABKO. 10th Anniversary.
- 2010

Joint participation and event with Endgame at G-star 2010.
- 2009

MOU agreement signed with Sudden Attack by GameHi.
- 2008

Joint participation and event with Endgame at G-star 2010.

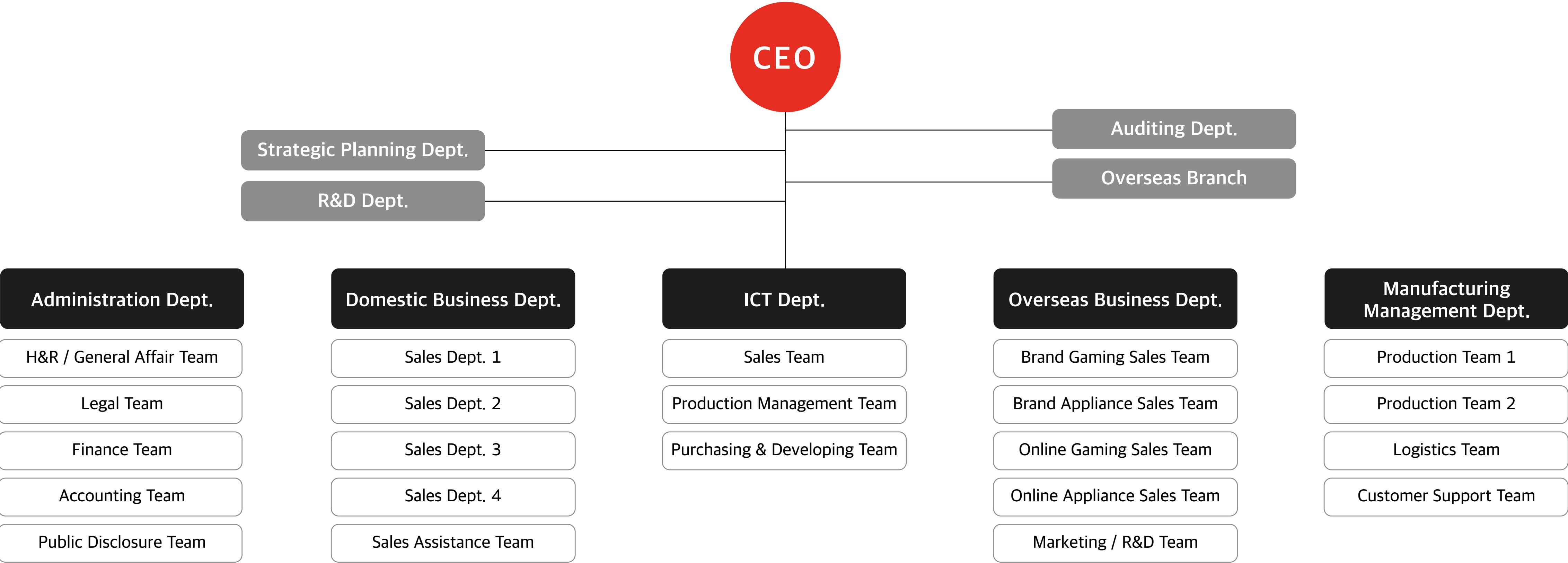
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- 2001

Establishment of ABSOLUTE KOREA LTD. (ABKO)

Organization



Production Factory
and Logistic Center

Factory in Korea (Production & Logistic Complex)



KIMPO, Gyeonggi-Do

1st Factory in China



China-Shenzhen

2nd Factory in China



China-Guangzhou

3rd Factory in China



China-Shenzhen

4th Facotry in China



China-Shenzhen

Road Map



Intellectual Property (IP) Certificates



IP Status

		Patent	Design	Trade Mark
Applied	Domestic	2	6	23
	Overseas	1	2	4
Registered	Domestic	6	20	19
	Overseas	0	11	4

Awards and other certificates

- Awarded by the Minister of Trade, Industry and Energy
 - Seoul Mayor Award
 - Awarded 100 CEOs
- Venture Corporation
 - ISO 9001 / 14001
 - Corporate Laboratory
- -
 -
- -
 -



Above The Line

Think one step ahead,
Looking one step ahead,
Going into a wider world.

⁰² Business Overview

- Domestic Business
- Overseas Business

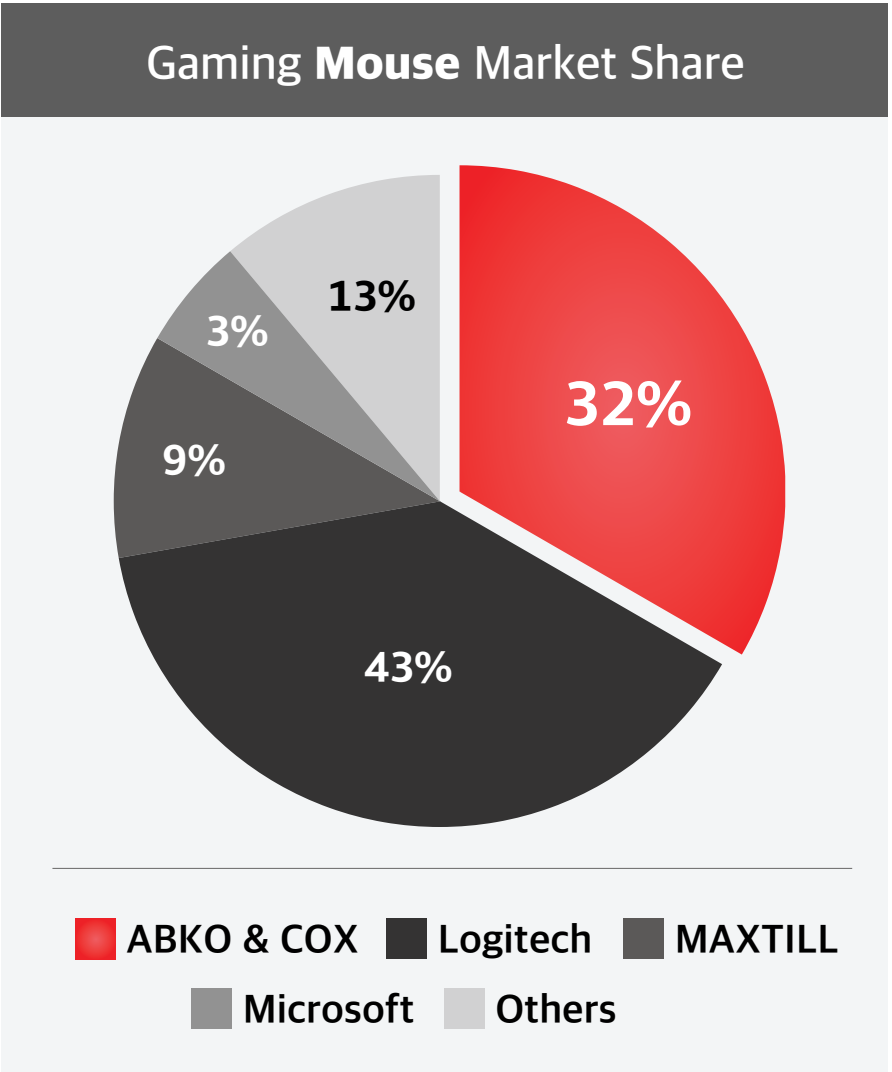
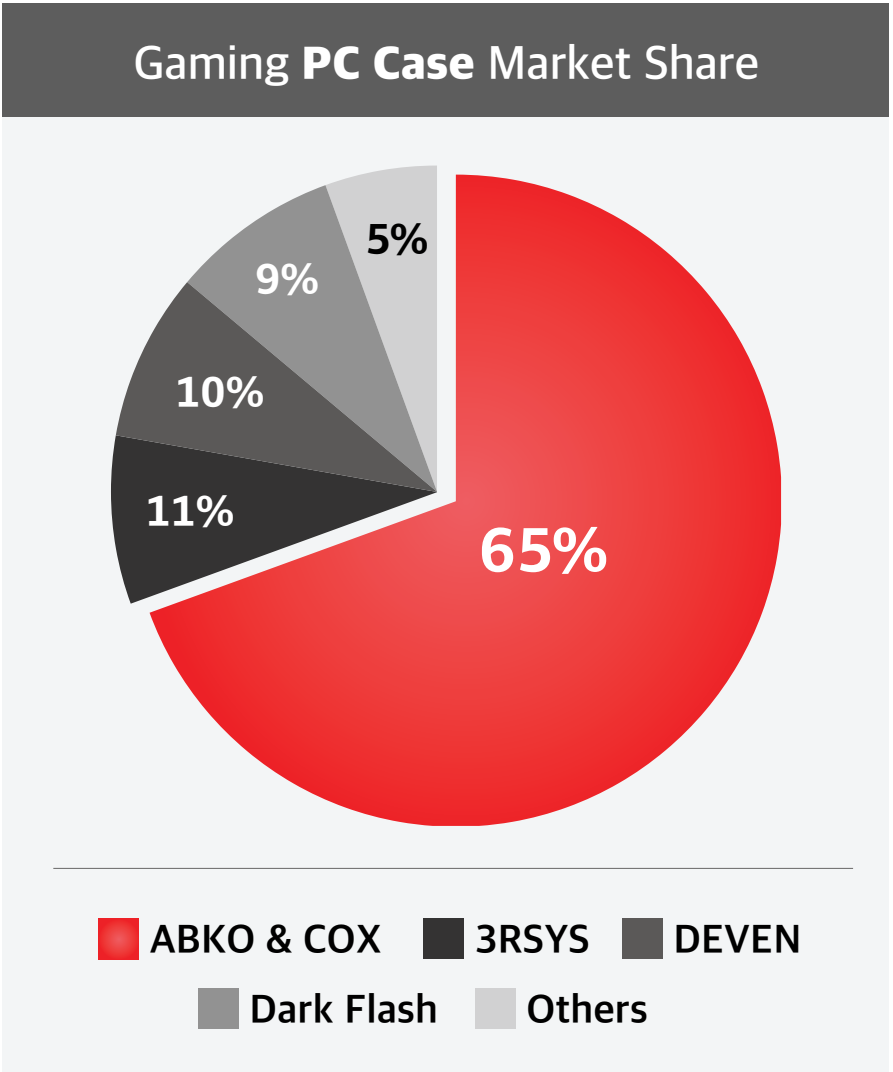
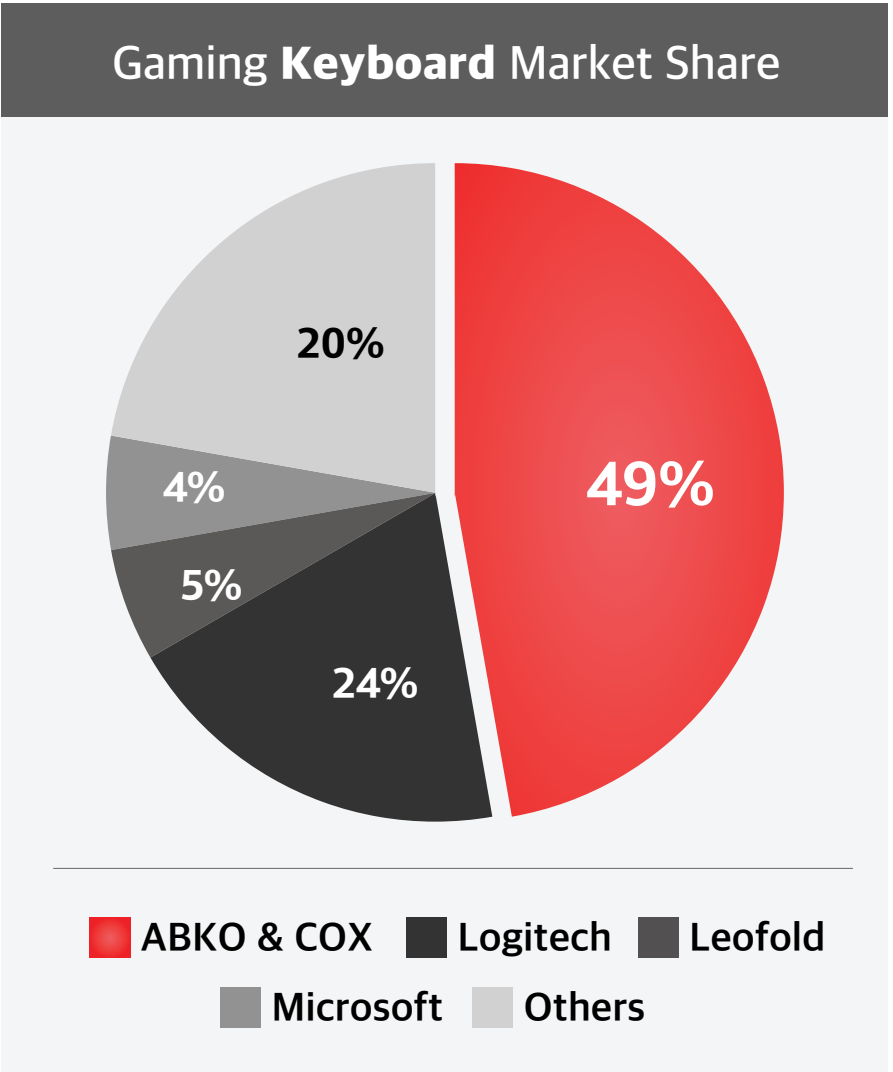
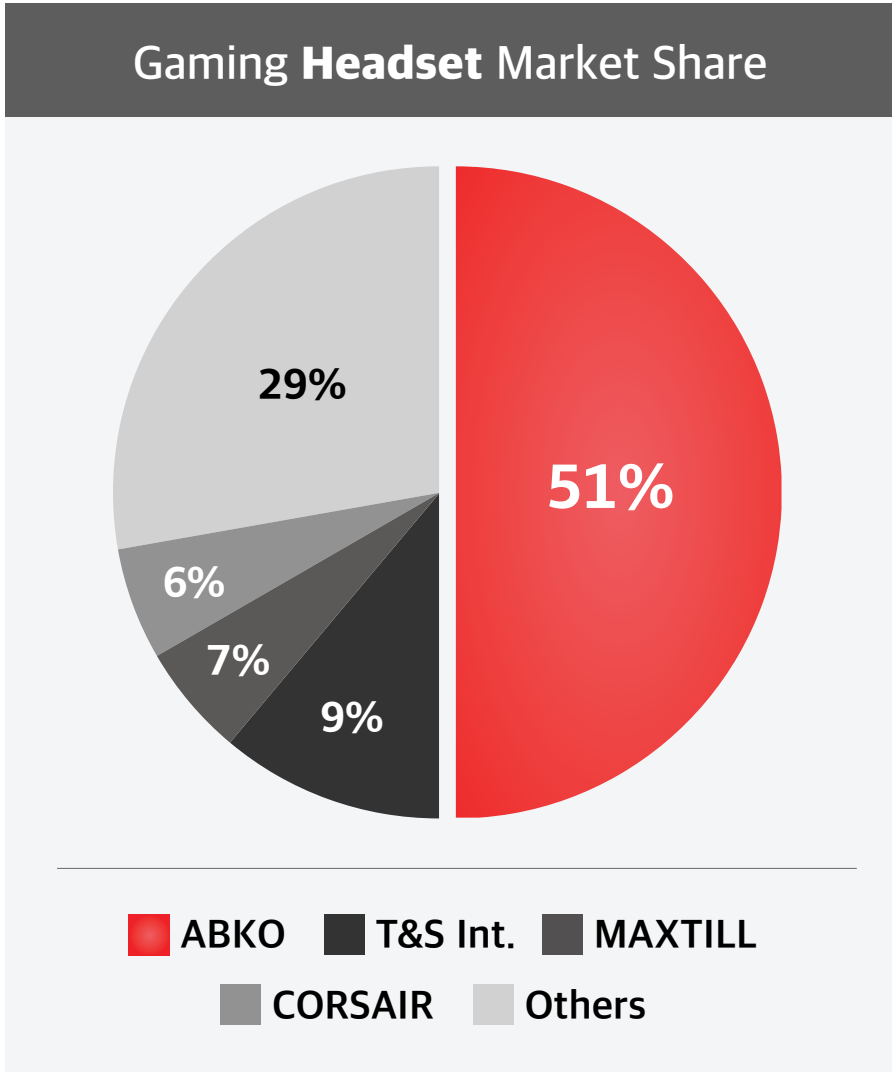
Gaming Gear & Peripherals



Gaming Gear & Peripherals

Domestic Market

- R&D Development & manufacturing of products.
(PC case, Non-contact keyboard, Wireless mouse, Headset, Gaming chair, etc.)
- No.1 Gaming gear brand in Korea. (ABKO, COX, HACKER, NCORE, Suitemaster)
- 80% of the nationwide Internet cafe(PC bang) share.



Gaming Gear & Peripherals

Sponsorship Media & Event

- K-Drama ‘Money-Game’
- K-Drama ‘Touch Your Heart’
- Influencer & Creator



K-Drama ‘Money-Game’



K-Drama ‘Touch Your Heart’



Influencer & Creator

Gaming Gear & Peripherals

Sponsorship Media & Event

- Danawa Academy
- Gag-Concert ‘Comedian e-Sports Competition’
- KyungHee University Festival



Danawa Academy



Gag-Concert ‘Comedian e-Sports Competition’



KyungHee University Festival

Home Appliances



- Launched in 2018 / Online Sales.
- Launched a hypermarket and home shopping in 2019.
- Expanded into online markets such as 2020 KAKAO MAKERS, WADIZ.
- 40 new lineups to be launched in 2020 (Securing intellectual property rights).



Home Appliances

TV Home Shopping

- CJ Home Shopping
- GS Home Shopping
- SK Store



Sound Devices



- Launched in 2018 / Online Sales.
- Launched a hypermarket and home shopping in 2019.
- 30 new lineups to be launched in 2020 (Securing intellectual property rights).
- Various lineup | High-end and entry-level, cost-effective.



Digital Education



Smart City with Padbank

- Possible to smart manage for tablet PC with integrated management system.
- Easy to manage inventory at office and school.
- Not only analyzing statistic report also treating virus.
- The Intelligent rechargeable storage for digital textbook.



Offline Stores

- **Launched in all branches**
Hi-Mart, E-Mart, E-Mart Traders, Electro Mart
- **Partially launched**
Pierrot Shopping, Art Box, Seven Eleven, Hot Tracks
- **Pending**
Costco, Daiso



Large Screen Ads in Shopping Complex



Collaboration

K660 Keyboard

StarCraft Remastered
(with Blizzard)

A yellow and black mechanical keyboard with a StarCraft Remastered theme. The keyboard features a yellow frame and black keycaps with green and yellow accents. The StarCraft logo and "REMASTERED" text are visible on the keyboard's surface.

PBT 108 key
Keycap Set

Battlegrounds
Edition

CK700
Keyboard

OVERWATCH

ELECTRO MAN Edition

ELECTRO MART

ELECTRO
MAN

KM350
KEYBOARD & MOUSE
GAMING COMBO

MOOMIN Goods Mouse & Cooler

MOOMIN

ICARUS
PC Case

ICARUS Edition

Sponsorship e-Sports team: Afreeca Freecs

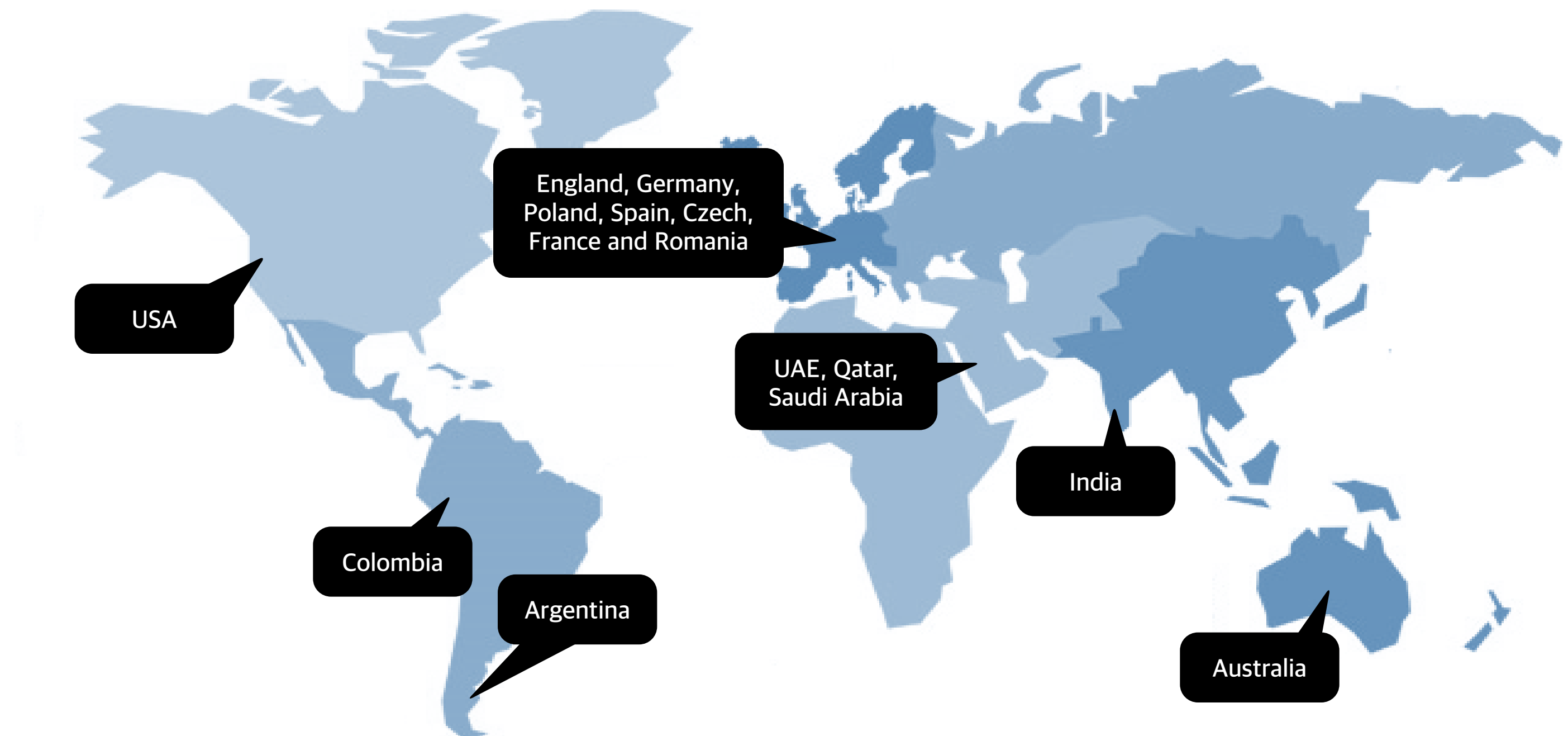
Since 2018



Since 2020



Overseas Business



- Opened the official account on Amazon.com / TRADE MARK REGISTERED
- Expanded market to Europe, North and South America, Southeast Asia, Middle East, and Africa (US\$ 10 Million in 2020)
- Mechanical keyboard, Retro circle keycap mechanical keyboard, Mouse, Gaming case, Power supply, Cooler etc.
- Small household appliances, Sound device, Gaming chair

Overseas Business Gaming Gear & Peripherals

ABKOCORE



Home Appliances



Exhibition

- CES2021 ALL-DIGITAL Exhibition(January 2021)
- Europe / USA Global exhibitions(2021 ~)
- Hong Kong Electronics Trade Show(April 2019)
- ICT COMM - Ho Chi Minh City, Vietnam(June 2019)
- COMPUTEX Taipei(May 2019)





KEEP ON GOING

For a more valuable future,
Constantly challenging and changing,
A company that makes your daily life fun and convenient.



Thank You

ABKO CO., LTD.

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abkoglobal.com