ybk corp.

COMPANY BRIEF · 2026

We build brands.
We grow markets.
We go global.

YBK Corporation · Company Profile



10 M+ units
AKEI cumulative sales in Korea

₩26 B
AKEI annual revenue · 2024 & 2025

8 brands
Proprietary brands

6 countries
Overseas markets

www.ybkcorp.com

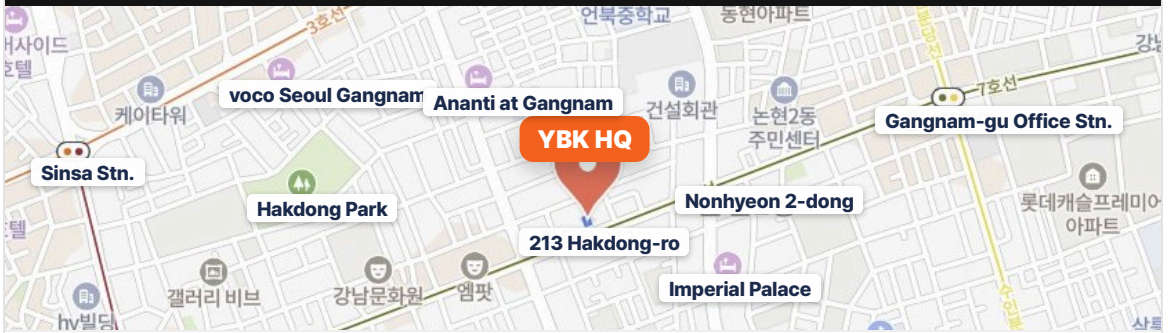


WHO WE ARE

We plan products from purchase data and sell them through content: an own-brand commerce company.

Company	YBK Corporation (YBK Corp.)
CEOs	Yang Hee-chan · Kook Hyun-jun
Founded	October 2021
Business	Marketing · Content · Product development · Design · Photo & video · SCM · Distribution · Game development & publishing
Address	2F, 213 Hakdong-ro, Gangnam-gu, Seoul, Korea
Website	www.ybkcorp.com · www.akei.shop

LOCATION **Office on Hakdong-ro, central Gangnam, Seoul**



Near Sinsa, Apgujeong, Nonhyeon & Gangnam-gu Office stations

Map © NAVER

HISTORY & NUMBERS

Commerce · New ventures

Since 2021, the milestones that built YBK

2021

FOUNDED

YBK Corporation founded (Oct)

Launched household brand AKEI; first-year revenue of KRW 330M

2022

₩10B

AKEI reached KRW 10B in annual revenue one year after launch

2023

₩15B

AKEI annual revenue of KRW 15B, up 50% YoY

2024

₩26B

AKEI annual revenue reached KRW 26B three years after launch, up 73% YoY

Kraken Games founded (Jan)

Began developing idle action game “Soul Eater Idle” (Apr)

2025

₩26B

AKEI held annual revenue at KRW 26B

Keepgoing · ArtheL joined (branding commerce)

“Soul Eater Idle” launched in Korea (Apr)

DVORA opened in Qingdao, China (May)

2026

10M+

AKEI passed 10M cumulative units sold in Korea (Jan count)

SAMURE entered Qingdao, China

Bunny Dash · SOB Corporation founded

YBK commerce in numbers

AKEI cumulative sales in Korea
10M+ units
As of Jan 2026, single-unit basis

AKEI annual revenue
₩26B
Both 2024 and 2025

Avg. daily sales on Coupang
5,000+
Avg. rating 4.5+

Proprietary brands
8 brands
Living · Laundry · Gifts · Travel · Car

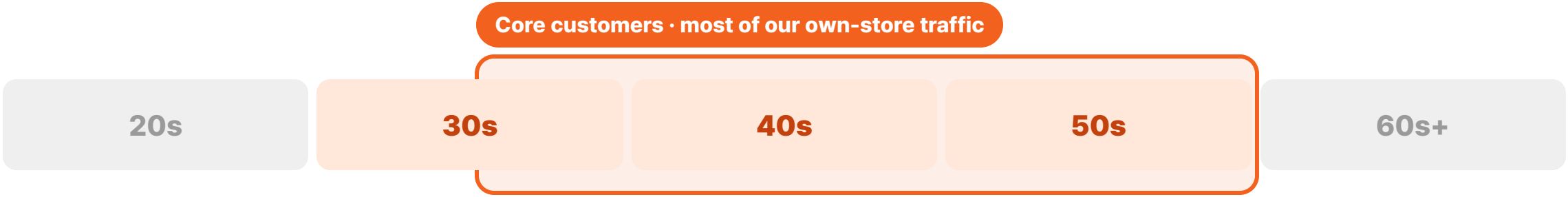
AKEI products
~510 items
9 lines (as of Jan 1, 2026)

Overseas markets
6 countries
120K+ units sold overseas

OUR CUSTOMERS · OWN ONLINE STORE

Core buyers: mid-30s to 50s, with real buying power

Most traffic to our own online store comes from shoppers in their mid-30s to 50s with established spending power.



01

Buyers with spending power

Core customers are at a stage of stable income and spending

02

They pick household goods and gifts themselves

They decide on the everyday items they use and rebuy

03

A natural fit for group buying

Matches channels with followers in the same age group



BUSINESS

ybk corp.

BRAND Proprietary brands

Main brands

01 AKEI
AKEI · AKEI BY

02 POOH LOVEL
Laundry · living

03 SAMURE
Red ginseng gifts

04 KARRI AIR
Travel

Sub-brands

SIMPLEEF Lifestyle

SALOOM Daily living

PORMANN Car care — NEW

AFFILIATES Group companies

Keepgoing · ArtheL	Branding commerce
DVORA Qingdao, China	Medical tech
Kraken Games	Games
Bunny Dash	Games · USA
SOB Corporation	Creator private brand

OUR BRANDS

4 main brands and 3 sub-brands

MAIN BRAND



Akei

AKEI · AKEI BY

LIVING · KITCHEN · STORAGE

10M units sold · KRW 26B annual revenue



Pooh Lovel

POOH LOVEL

LAUNDRY · LIVING

A laundry lineup where one capsule does the job



SAMURE

SAMURE

RED GINSENG · ART · GIFT

For pretty red ginseng gifts, SAMURE



karri air

KARRI AIR

TRAVEL

Travel gear designed in packing order

SUB BRAND



SIMPLEEF

LIFESTYLE

43 home & kitchen items · refined design



SALOOM

DAILY LIVING

62 clever everyday items



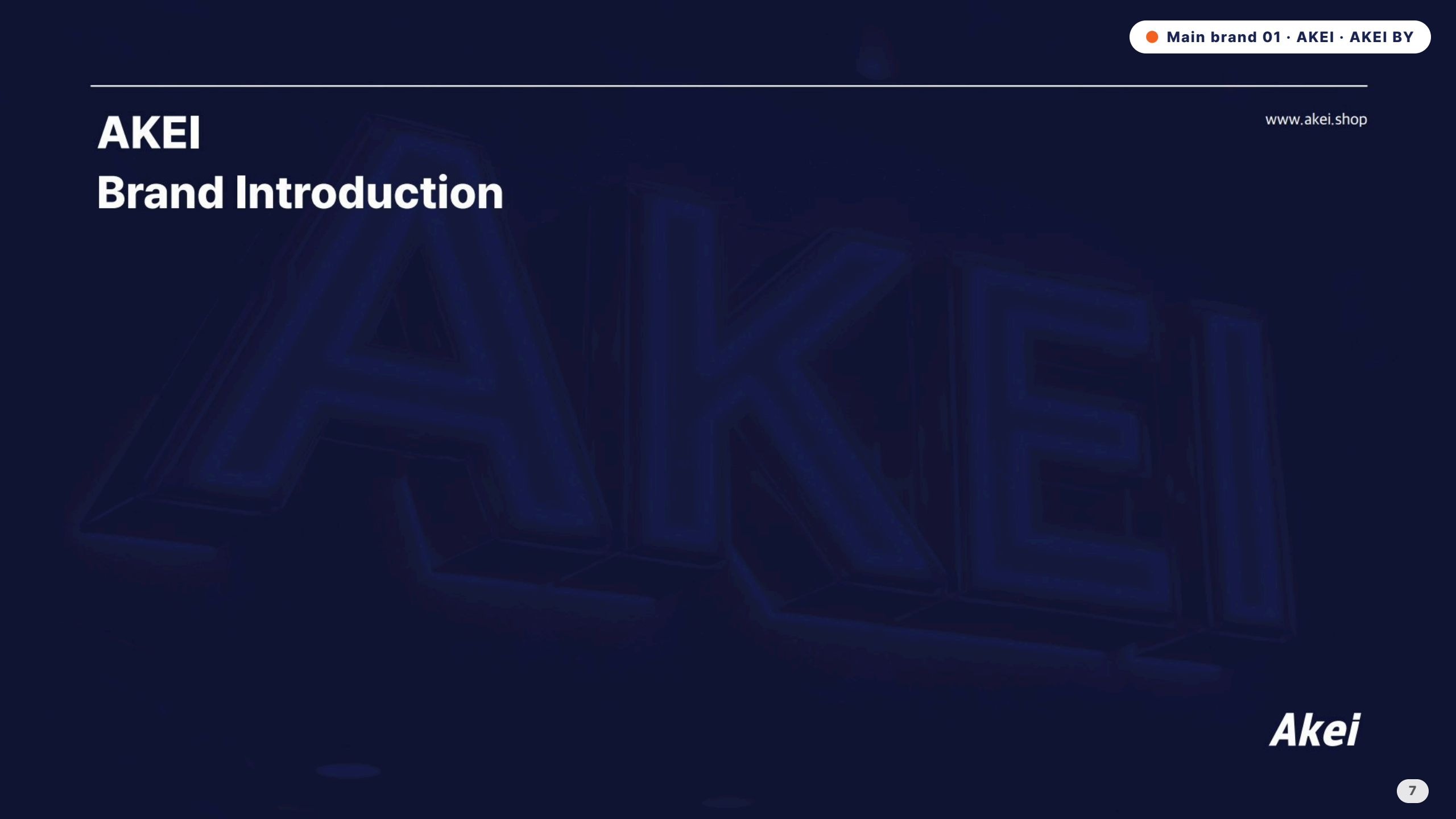
PORMANN NEW

CAR CARE

First product · Car wash pressure sprayer, 2L

AKEI
Brand Introduction

www.akei.shop



Akei

WHY AKEI

Akei

Proven on Coupang first

AKEI's strengths, backed by sales, reviews and awards



01 **Sales power on Coupang**
5,000+ units a day on average on Coupang, over KRW 1B in monthly sales
5,000+/day

02 **Satisfaction backed by reviews**
Average rating of 4.5+ per SKU, 170K+ Coupang reviews on our products
★ 4.5+

03 **Coupang award winner**
Selected for Coupang awards including 'Review Best', 'Bestseller' and 'Best New Product'
Bestseller

04 **9 lines across everyday life**
LIVING · DERMA · homme · MOVE · MOTOR · COTTON · Color · ATO · AKEI BY, about 510 products
9 lines

05 **A brand that sells through content**
1B+ cumulative impressions from social and ad content, estimated from 10M units sold
1B+

BRAND STORY

Akei

SMALL CONVENIENCE IN EVERYDAY LIFE

The more often you use it, the smarter it should be

Scrubbing, flossing, cleaning the washer drum: small hassles everyone meets every day.
AKEI turns those hassles into products.

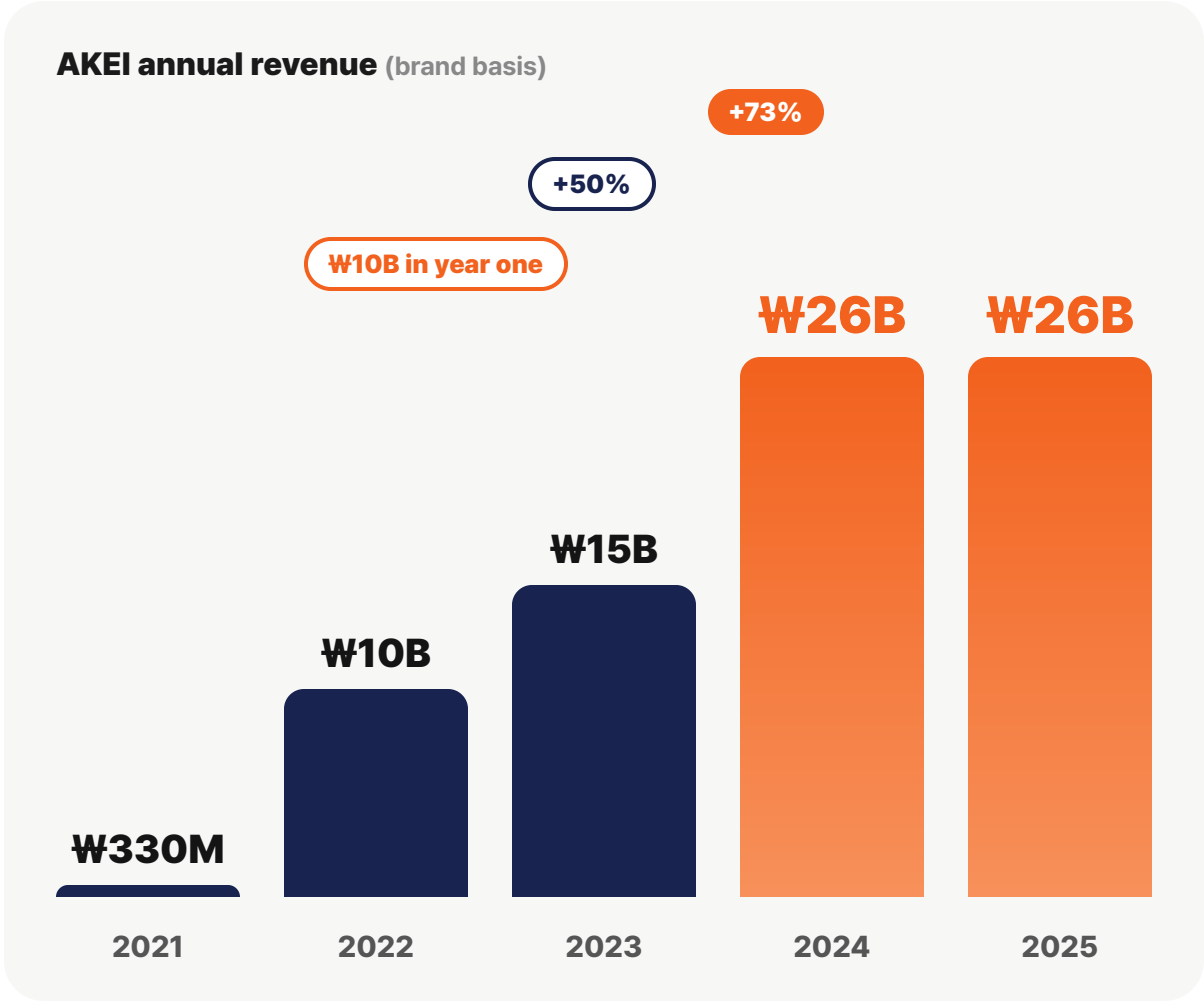
We drop the frills and keep only reliable function and fair prices.

LIFE PLUS, AKEI



AKEI · GROWTH & LINEUP

KRW 10B one year after launch, KRW 26B after three



Everyday needs across generations: 9 lines, about 510 products

Akei

Akei LIVING · Akei MOVE · Akei MOTOR · Akei COTTON · DERMA BY. Akei · homme BY. Akei · Color BY. Akei · ATO BY. Akei · AKEIBY

About **510** products in diverse categories

We pick products that solve everyday hassles that never go away. New launches and signature products grow together, so the brand has grown every year.

Cumulative sales in Korea

10.000.000+

AKEI brand basis
(sales from launch to Jan 9, 2026)



AKEI · BEST 8

AKEI Best 8, proven by cumulative sales

Our 8 best-selling products since launch. Cumulative figures are estimates based on company data and Coupang sales.

No.1



Body Scrub Sponge

Total **789K+**

Sponge-type Korean body scrubber

No.2



Black Chark Toothpaste

Total **748K+**

Toothpaste, pack of 4

No.3



Cleaning Shot Cleaner

Total **583K+**

All-purpose cleaner, 777ml

No.4



Dust Shot Washer Cleaner

Total **353K+**

For top- & front-loaders, 210g × 5

No.5



White Shot Bleach

Total **310K+**

Laundry bleach, 1.2kg

No.6



White Shot Stain Remover

Total **276K+**

Concentrated stain remover, 520ml

No.7



486 Floss (Women)

Total **275K+**

Women’s floss picks, 486 pcs

No.8



Dr.Guard Color Catcher

Total **260K+**

Stops color bleeding, 110 sheets

AKEI · 2026 HIT

This year's best sellers

2026 total for these 8 (est.)

271K+

Each of these 8 products sold 20,000+ units in January–October this year alone (estimated from Coupang sales).

HIT  LIVING

Travel Compression Bags

47K+

Compression bags for luggage, 10 pcs

HIT  HOMME

Cooling Men's Wash

43K+

All-in-one cooling wash for men, 550ml

HIT  MOTOR

Water-Bead Glass Coat

39K+

Glass coating for cars, 530ml

HIT  DERMA

No Sebum Dry Shampoo

39K+

Dry shampoo powder for hair, 4g

HIT  LIVING

Black King Chark Toothbrush

33K+

Flexible toothbrush, pack of 5

HIT  HOMME

All-in-One Body Wash

23K+

Body wash with shower puff, 550ml

HIT  DERMA

Rich Rich Foot Cream

22K+

Moisturizing foot cream, 550ml

HIT  HOMME

PHA Body Lotion

21K+

Perfumed body lotion, 550ml

PRODUCT LIST

AKEI full lineup 1/2

83 items · 8 lines

LIVING LIVING · 49



Body Scrub Sponge
789K sold Sponge body scrubber



Dr.Guard Color Sheets
260K sold Stops dye transfer, 110 sheets



486 Floss (Women)
275K sold Value pack of 486 disposable floss picks



Cleaning Shot Cleaner
583K sold All-purpose cleaner, 777ml



Compression Bags
47K in 2026 For travel luggage, 10 pcs



King Chark Toothbrush
33K in 2026 Flexible toothbrush, pack of 5



Dust Shot Tub Cleaner
353K sold For top- & front-loaders, 210g × 5



Black Chark Toothpaste
748K sold Toothpaste, pack of 4



Tube Squeezer
Squeezes to the end Dispenser, pack of 2



Waist Adjuster Buttons
Pant waist fit Detachable buttons, 10 pcs



Spray Flat Mop
Spray mop With microfiber pad & scraper



Body Tape Measure
One-touch Tape measure for body sizes



Bathhouse Scrub Soap
Soap + scrub towels Scrub soap 110g + 2 scrub towels



Chark Toothbrush
Pack of 5 Chark toothbrush



486 Floss (Men)
486-pc value pack Men's floss picks



Earwax Removal Kit
6 pcs Earwax removal tool set



Silicone Tape
Clear, double-sided All-in-one multi-use tape



Multi Knife Sharpener
Non-slip Multi knife sharpener



Mint Chark Toothbrush
Dual fine bristles Pack of 5



Squeegee Brush
Squeegee built in Cleaning brush



Sealing Wrap
60 sheets Compression sealing wrap



Folding Storage Box
Foldable Collapsible storage box



Contact Lens Cleaner
Semi-automatic Lens washer



Fishing Bite Alarm
Bite detection Float bite indicator



Stainless Double Turner
All stainless Double turner for cooking



Egg Storage Box
3 tiers, 30 eggs Egg storage tray



Soft Earwax Tools
Soft silicone Earwax removal tools, 7 pcs



Galaxy Chark Brush Set
13 pcs Toothbrush set with case



Silicone Broom
Adjustable length Silicone broom



Hybrid Toothbrush
Dual bristles Mint-black toothbrush, pack of 3



Food Waste Sink Tray
Corner type Food waste drain tray



Highball Ice Maker
6 cavities Ice tray with funnel



Foot Brush
For feet Foot brush



Cable Clips
Easy adhesive Cable organizer clips, pack of 4



Tiffany Glass Foot File
Callus care Glass foot file



All-in-One Tweezers
Set of 4 All-in-one tweezers



No-Drill Rotating Hook
No drilling Rotating hook



Mattress Sheet Clips
Anti-slip Sheet holder clips, 6 pcs



Flexible Crevice Brush
Bendable Crevice cleaning brush



Side Mirror Squeegee
Adjustable length Side mirror cleaner

Last-Drop Spatula
Scrapes every bit Spatula

Underwear Organizer
Space-saving Underwear storage box

Silicone Handle Covers
Silicone Frying pan handle covers, pack of 2

Zipper Pulls
6 pcs Zipper pulls

PRODUCT LIST

AKEI full lineup 2/2

83 items · 8 lines

LIVING LIVING (cont.)



Foam Roller Soap Case
Foam roller Soap case



Hair Dryer Holder
For hair dryers Holder



Cable Organizer Clips
20 medium/large Cable organizer clips



Nose Hair Grooming Set
Set Nose hair grooming tools



Face Brush
Facial care Face brush

DERMA DERMA · 4



No Sebum Powder
39K in 2026 Powder dry shampoo, 4g



Rich Rich Foot Cream
22K in 2026 Moisturizing foot cream, 550ml



No Sebum Dry Shamp...
222ml Woody musk dry shampoo



Back Peeling Brush
Back care Peeling body brush

HOMME homme · 4



Cooling Men's Wash
43K in 2026 Cooling all-in-one wash, 550ml



All-in-One Body Wash
23K in 2026 Body wash with shower puff, 550ml



PHA Body Lotion
21K in 2026 Perfumed body lotion, 550ml



All-in-One Body Brush
All-in-one Body brush

MOVE MOVE · 10



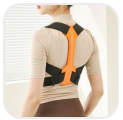
Massage Roller Master
Self-massage Massage roller



Core Skating
Cardio workout Sliding shoe set



Wrist Support Pro
Specially made Wrist supports, pack of 2



Plank Shoulder Band
Better posture Shoulder band



Aurora Neon Jump Ro...
Glow-in-the-dark Neon jump rope



Knee Support Pro
Specially made Knee supports, pack of 2



Ankle Support Pro
Specially made Ankle supports, pack of 2



Core Sling
Glute workout Core sling, pack of 2



Booster Suit
Sauna-suit style Unisex suit



Badminton Trainer
Solo practice Elastic rope & shuttlecock set

MOTOR MOTOR · 7



Water-Bead Glass Coat
39K in 2026 Car glass coating, 530ml



Quick Coat Wet Coating
530ml Wet coating for cars



Speed Compound
Scratch removal Compound, 350g



Microfiber Dusters
Set of 3 Large, small & crevice dusters



Pull-Out Towels
22 sheets Pull-out microfiber towels



Quick Gloss Coating
With sponge Gloss coating, 130ml

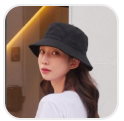


Door Ding Guard
Silicone & sponge Door ding protector

COTTON COTTON · 4



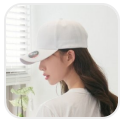
Slim-Look Cap XL
Big size Plain ball cap, white



Slim-Look Bucket Hat
Big size Bucket hat, beige



Slim-Look Hat XL
Big size Bucket hat, beige



Slim-Look Ball Cap
Big size Plain ball cap, beige

COLOR Color · 2



Touch Blusher
Apricot coral Blush puff, 4g



Tattoo-Proof Liner
Tattoo-proof Pen eyeliner, 0.5g

ATO ATO · 3



Stain Remover
276K sold White Shot concentrate, 520ml



White Shot Bleach
310K sold Laundry bleach, 1.2kg



Bath & Shampoo
Allergy-free Bath & shampoo, 1100ml

AKEI BY

Small ideas for everyday life

Practical ideas built into kitchen, storage and travel tools.

A handier kitchen
Kitchen tools you reach for every day

Everything in one place
Sort and store scattered items

Lighter travel prep
Home comforts on the go

97 products · Top 8 by sales



No-Scratch Sponge
307K sold Gentle on surfaces, 10 pcs



Washer Lint Filter
Catches lint in the wash Filter, pack of 2



Ultra-Slim Brush
407K sold Ultra-slim cleaning brush, 2 pcs



Oil Spray Bottle
Spray or pour Glass bottle, 470ml



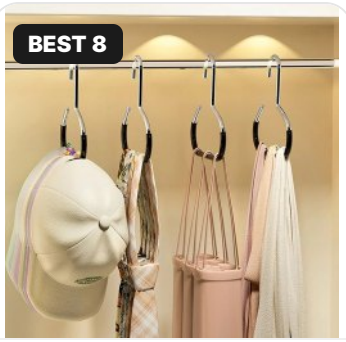
Fine Oil Strainer
Ultra-fine mesh Strains oil while cooking



Remote Holder
Magnetic Remote control holder, 3 pcs



Window Track Tools
For window tracks Cleaning tools, 4 pcs



Ring Hangers
Non-slip Ring hangers, 5 pcs

PRODUCT LIST

AKEI BY full lineup 1/2

97 items



No-Scratch Sponges
Scratch-safe Scrub sponges, 10 pcs



Washer Lint Filter
Pack of 2 Washing machine lint filter



Ultra-Slim Multi Brush
Ultra-slim Multi-purpose brush, 2 pcs



Oil Spray Bottle
Spray or pour Glass bottle, 470ml



Ultra-Fine Oil Strainer
Ultra-fine mesh Oil strainer



Magnetic Remote Holder
Magnetic Remote holder, 3 pcs



Window Track Cleaner
For window tracks Cleaning tools, pack of 4



Non-Slip Ring Hangers
Non-slip Ring hangers, 5 pcs



Drain Trap
Blocks odors Drain trap



Butter Portion Keeper
Spatula included Butter portion keeper



Silicone Foot Covers
Silicone Foot covers, pack of 2



Chestnut Scissors
Stainless steel Chestnut scoring scissors



Bathroom Corner Shelf
No drilling Bathroom corner shelf



No-Drill Soap Holder
No drilling Soap holder



Adjustable Shelf Hanger
Adjustable length Shelf hanger



Shower Head Holder
Suction mount Adjustable-angle holder



Silicone Stir-Fry Spatula
Boil-sterilizable Silicone spatula



Car Wash Towels
Large Microfiber car wash towels, 4 pcs



Pot Scrub Brush
Stainless steel Pot scrub brush



Multi Scallion Shredder
Stainless steel Multi-purpose scallion shredder



Side Window Rain Wiper
For cars Side window rain remover



Mini Flat Mop
Mini size Flat mop with handle & pad



Bag Sealing Straps
6 pcs Sealing straps



Floating Sponge Holder
Quick-drain Floating sponge holder



Sink Door Organizer
Door-mounted Under-sink organizer



Magnetic Chain Buttons
Magnetic Chain buttons, pack of 2



Squeegee Mop
Adjustable length Squeegee mop



Steering Wheel Cover
Non-slip Steering wheel cover, 32.5cm



Fruit Corer
Easy Fruit corer



Hat Rack
Hats & accessories Organizer rack



Hotel-Style Hangers
Space-saving Hotel-style hangers



Adhesive Bath Shelf
No drilling Adhesive bathroom shelf



3-Piece Brow Care Set
Set of 3 Brow grooming tools



Hair Drying Cap
Dries your hair Hair drying cap



Tennis Return Ball
Solo practice Tennis return ball



Standing Rice Paddle
Stands upright Rice paddle



Slim Highball Glasses
Pack of 2 Slim highball glasses, 500ml



Kitchen Utensil Rail
No drilling Adhesive kitchen hook rail



Window Track Brush
3-in-1 Window track brush



Magnetic Door Stopper
No-drill, one-touch Door stopper

Folding Bag Organizer
Foldable Plastic bag organizer, pack of 2

Wooden Multi Hanger
8 hooks Multi-purpose wooden hanger

Master Scissors
Set of 2 Multi-purpose scissors

Draining Soap Holder
Self-draining Soap holder

Multi Lid Opener
Multi-purpose Lid opener

Pot Gripper
Detachable Pot gripper

Splatter Guard
33cm Oil splatter screen

Stainless Wall Hooks
No-drill, 304 stainless Wall hooks, pack of 4

Wall Mop Holder
Wall-mounted Mop holder

Sticker Remover
Scraper type Sticker remover

PRODUCT LIST

AKEI BY full lineup 2/2

97 items



Eyebrow Trimmer
Brow grooming Eyebrow trimmer



Portable Mini Lint Roller
Portable Mini lint roller



Fine Mist Spray Bottle
Ultra-fine mist Glass spray bottle, 300ml



Wiper Hole Cover Pads
For cars Wiper hole protectors, pack of 2



Microfiber Hair Towel
Microfiber Hair drying towel



Plunger
67cm long type Toilet plunger



Dual Scrub Brush
Dual, long-handled Floor scrub brush



Tumbler Blender
Doubles as a tumbler Blender, 2-piece set



Magic Mop
Multi-purpose Magic mop



Shower Head Shelf
No drilling, quick-drain Shower shelf



Hanging Kitchen Towels
Pack of 5 Kitchen towels with loop



Elastic Threader
Pack of 4 Waistband elastic threader



Silicone Utensil Rest
Set of 2 Silicone utensil rests



Waterproof Bag
35cm Multi-purpose waterproof bag



Egg Piercer
Easy Egg piercer



Auto Dispenser Floss
88 pcs Floss in a dispenser



Non-Stick Knife Pad
Magnetic Knife pad



Storage Baskets
5 pcs Multi-purpose storage baskets



Royal Rice Paddle
Pack of 2 Royal standing rice paddle



2-in-1 Multi Knife
2-in-1 Multi knife



Over-Door Hanger
Hooks over doors Door hanger



All-in-One Duster
20 refills All-in-one dust brush



Masher
Stainless steel Masher



Hand Squeegee
3D design Hand squeegees, 4 pcs



Quick-Dry Hair Towel
Hands-free Quick-dry hair towel



Running Belt
Ultralight, waterproof Running belt



Table Tennis Set
Paddles, net & balls Portable set



USB Mini Lights
USB rechargeable Mini lights, pack of 4



Sink Drain Strainer Bags
500 pcs Drain strainer bags



Travel Pouch
3-level Expandable pouch



Mini Fruit Peelers
2 pcs Mini fruit peelers



Handle Cleaning Cloth
With handle Multi-purpose cleaning cloth



Folding Frying Rack
Stainless steel Folding frying rack, 23×11cm



Sports Running Bag
Waterproof Sports running bag



Premium Rice Paddle
Pack of 2 Premium standing rice paddle



Adjustable Towel Bar
Adhesive Adjustable towel bar



Magic Lint Brush
Lifts hair off fabric Magic brush



Buckle-Free Elastic Belt
No pressure Elastic belt without buckle



Dish Towel Hanger
No drilling Dish towel hanger



Inflatable Neck Pillow
Inflatable Portable neck pillow

Clothes Rack
Freestanding Clothes rack

Desk Mat
For desks Large desk pad

Hair Scissors Set
Set Hairdressing scissors

Bangs Hairpiece
Natural look Clip-in bangs

Ampoule Suction Cup
Suction Ampoule cup

Tummy Control Briefs
Tummy shaping Comfort underwear

Comfort Seamless Bra
Seamless Comfort bra


Pooh
Lovel

WHY POOH LOVEL

Cute is a given. Safe is the standard.

A daily brand that brings peace of mind to you and your family, every day



01 **One capsule, no measuring**
Concentrated laundry, bleach and washer-cleaning capsules: just drop one in
3 capsules

02 **Built to safety standards**
4 products registered under Korea's household-chemical safety system
Child-resistant packs on all 3 capsules · microplastics not detected
Safety-confirmed

03 **Generous pack sizes**
Laundry capsules ×110 · color catcher sheets ×110 · ATO washer cleaner 210g × 5
110 pcs

04 **8 items, from laundry to daily life**
Detergent · bleach · 2 washer cleaners · color catchers · scent booster
+ Scrub Bear · travel compression bags
8 items

05 **Packaging that stands out**
Designed around 'Pooh' the bear, on store shelves and in online thumbnails
Character



Everyday with a Moment of Smile

Everyday things can be a little cute, right?

01 **Catches the eye on the shelf**

02 **Brings a smile every time you use it**

03 **Full function, strict standards**

POOH LOVEL · LINEUP

Each product removes one everyday hassle

All 8 POOH LOVEL products, each removing a step that slows down housework.

01



Laundry Capsules, Floral

Concentrated, no measuring. Child-resistant packaging, 110 pcs

02



Concentrated Bleach Capsules

Oxygen bleach capsules with no powder dust, 13g × 42

03



Washer Cleaning Capsules

Concentrated. Front- & top-loaders, no microplastics detected, 11g × 18

04



ATO Washer Cleaner

Individually packed for any washer, 210g × 5

05



Color Catcher Sheets

Pull-out sheets that stop color bleeding and catch lint, 110 sheets

06



Scrub Bear

Hard/soft dual-sided multi-purpose sponge with air holes, 6 pcs

07



Travel Compression Bags (M/L)

Press by hand, no tools, to cut volume by at least ⅓, 10 pcs

08



Scent Booster, Pink Flower

Adds fragrance to your laundry, 500g

POOH LOVEL · PRODUCT 1/3



Concentrated Laundry Capsules, Floral 110 pcs

No more guessing how much to pour or trying not to spill. With a pre-measured capsule, laundry starts with a single drop-in.

- **Concentrated** No measuring · 110 pcs
- **Scent** A floral scent that suits everyone
- **Safety** Safety-registered · child-resistant



Concentrated Bleach Capsules 13g × 42 · oxygen-based

Bleaching used to mean guessing the dose. Instead of a heavy bottle, one capsule does it, so bleaching becomes part of the routine.

- **Oxygen-based** Lifts stains deep in the fibers
- **Capsule** One capsule, no powder dust
- **Safety** Safety-registered · child-resistant



Concentrated Washer Cleaning Capsules 11g × 18

Cleaning the washer drum is easy to put off. As a capsule you just drop in, with no measuring or prep, caring for the part you can't see becomes easy.

- **Microplastics** Not detected
- **Front & top** Works in any type of washer
- **Safety** Safety-registered · child-resistant

POOH LOVEL · PRODUCT 2/3



ATO Washer Cleaner 210g × 5

A large set of individual packs for any washer. Use one pack at a time to care for the drum.

- **Oxygen-based** Chlorine-free, washer-safe
- **Microplastic-free** Dissolves in cold water
- **1,050g** Front, top & baby washers



All-in-One Color Catcher Sheets 110 sheets · tissue type

Clothes tinted by another garment in the same wash. So you don't have to sort colors, we made a sheet you simply toss in with the laundry.

- **Honeycomb fabric** Viscose traps loose dye
- **Lint, too** Also catches lint & brighteners
- **110 sheets** Less sorting · front-loader OK



Scrub Bear 6 pcs · hard + soft sides

Scrubbing power where you need it, softness in your hand. A two-sided sponge: one side for cleaning, the other for comfort.

- **Temperature-responsive** Firm cold, soft warm
- **Air holes** Rich lather with less detergent
- **Multi-purpose** Kitchen, bath, laundry · 6 pcs

POOH LOVEL · PRODUCT 3/3



Travel Compression Bags (M/L) 10 pcs

No tools needed: press by hand to cut volume by ⅓ or more, then seal.

No tools	Compress by hand, no vacuum
⅓ or more	Shrinks luggage volume
Double seal	Double zipper + clip · 50×35cm



Scent Booster, Pink Flower 500g

A day remembered by its scent. Add it to the wash for fragrance that lasts.

3-layer scent	Floral top, middle & base notes
Long-lasting	Scent lingers after washing
Cold water OK	Dissolves fast, front-load OK
Static	Reduces fabric friction
Safety	Safety-confirmed product

POOH LOVEL · CHARACTER

8 laundry & home items, unified by ‘Pooh’ the bear

Packaging that stands out on shelves and in online thumbnails. One shared character makes bundles easy.



♥ Heart ears · ♥ Heart blush · Pink overalls



MAIN BRAND 03

SAMURE

For pretty red ginseng gifts,

SAMURE♥



Art packaging with illustrator WEJI

Korean red ginseng

Made in Geumsan, Korea's ginseng hometown

Low-sugar recipe · 1g sugar per stick

Tasting score 4.95/5

FSSC 22000 · HACCP facility

55 sticks, 10% more

WEJI art packaging

Objet bag included

Inner-beauty red ginseng sticks · objet bag gift set

WHY RED GINSENG

6 functions of red ginseng

Recognized by Korea's MFDS. Red ginseng is the No.2 ingredient in Korean health functional food sales.



6

Functions recognized by Korea's MFDS

2nd

2025 health functional food sales ranking

01 **Immunity**

May help support immune function

02 **Fatigue**

May help relieve fatigue

03 **Blood flow**

May help blood flow by inhibiting platelet aggregation

04 **Memory**

May help improve memory

05 **Antioxidant**

May help with antioxidant activity

06 **Menopause**

May help the health of menopausal women



How ginseng becomes red ginseng

Fresh ginseng — As harvested → **White ginseng** — Dried ginseng → **Red ginseng** — Steamed, then dried

Once steamed

New compound Rg3
A compound unique to red ginseng, formed by steaming

Keeps far longer
Fresh ginseng is 70–80% water; steaming and drying let it keep

6 functions
Red ginseng functions recognized by MFDS (the 6 above)

WHY SAMURE

SAMURE

For pretty red ginseng gifts, SAMURE



So tasty it breaks the red ginseng stereotype!

Tasting score **4.95** / 5 · tasted by 20 adults

01

Korean

Made in Geumsan

Red ginseng extract certified Korean origin, test report overall result: 'Pass'
Geumsan: 1,500 years of ginseng growing

Top 5 in Korea by sales

20+

20+ years of red ginseng

Top 5 ginseng food maker in Korea by sales
FSSC 22000 · HACCP · US FDA-registered facility

03 Low-sugar recipe

1g sugar per stick · no synthetic excipients, preservatives, artificial colors, saturated or trans fat

04 SAMURE's own formula

6 inner-beauty + 5 plant ingredients · made by a maker with its own lab & red ginseng patents

05 Designed as a gift

Packaging illustrated by WEJI · reusable objet bag included

06 Retail & corporate gifts

MUSINSA BEAUTY · Onnuri Pharmacy
DVORA Qingdao · holiday & B2B gifts

07

+10%

As a thank-you, 50 sticks became 55

SAMURE OBJECT BAG

It’s not just red ginseng.
The objet bag comes with it.

Handed over in a designed objet bag,
the gift feels different.

01 **Artist collaboration packaging**
Case illustrated by WEJI, an artist on CookieRun: Braverse TCG whose crowdfunding peaked at 1,280%

02 **SAMURE objet bag included**
Hand over the sticks right in the bag; it stays useful long after the gift

03 **55 sticks: 10% more**
Planned as 50 sticks, but we added 10% more as a thank-you

Set  **Inner-beauty red ginseng sticks 10g × 55 (550g)** +  **SAMURE objet bag**



karri air

Travel lighter, wherever you go

Organizers · mesh bag · waterproof bag · shopper bag · silicone cup



WHY KARRI AIR

karri air

Travel gear designed in packing order

Sort, pack, keep wet things apart, and make room for extras.



01 **5 items, in packing order**
Organize → wash → waterproof → extra bags → your own cup, one item for each step
5 items

02 **One extra function**
Mesh bag that doubles as a laundry net · water-resistant shopper · silicone cup with built-in loop
2-in-1

03 **Light and compact**
Lightweight design; the shopper and cup fold flat (the cup folds to palm size)
Light

04 **All in sky blue**
One color across the lineup, so together they look like a set
Sky blue

KARRI AIR · PRODUCT 1/2



All-in-One Suitcase Organizer

Clothes, underwear and toiletries in one go

All-in-one storage | Hanging design | Space compression | Built for travel | Smart storage

1. One organizer for everything
2. Hang it up instead of unpacking
3. Compression design reduces bulk
4. Stays as neat as day one, all trip long
5. Light, easy travel storage

74 × 45 cm



Lightweight Mesh Bag & Laundry Net

Neat to the very end of the trip

Mesh bag | Ultralight design | Doubles as laundry net | Roomy storage | Travel essential

1. Pack it, then wash it as is
2. Doesn’t look like a laundry net
3. Generous capacity
4. So light you’ll always bring it
5. A travel habit that makes sorting easy

Sky blue



Lightweight Waterproof Bag (Roll-Top)

Keeps wet things light and tidy, from the pool to the road

Water-resistant | Lightweight | Built for travel | Easy to carry | Large capacity

1. Water-resistant, made for water play
2. Roll down to close
3. Generous size
4. Light and easy to carry
5. Sturdy material that lasts

38.5 × 32.5 × 15.5 cm · Sky blue

KARRI AIR · PRODUCT 2/2



Foldable Lightweight Shopper Bag

Folds small, opens up roomy when you need it

Foldable · Ultralight · Water-resistant · Versatile · Roomy

1. Folds to fit in one hand
2. Light enough to carry anywhere
3. Large capacity for extra items
4. No worries about everyday splashes
5. From trips to daily errands

40 × 50 cm · Sky blue



Collapsible Silicone Travel Cup

Light when folded, sturdy when open

Collapsible · Ultralight · Your own cup · Flexible material · Built-in loop

1. Folds to palm size
2. Your own cup, wherever you travel
3. Built-in loop for easy hanging
4. Soft, flexible silicone
5. Comes as a pair

200ml · Sky blue · pack of 2

KARRI AIR · PACKING ORDER

In packing order, five items, one per step

1. 
Sort
All-in-one organizer

2. 
Pack
Mesh bag / laundry net

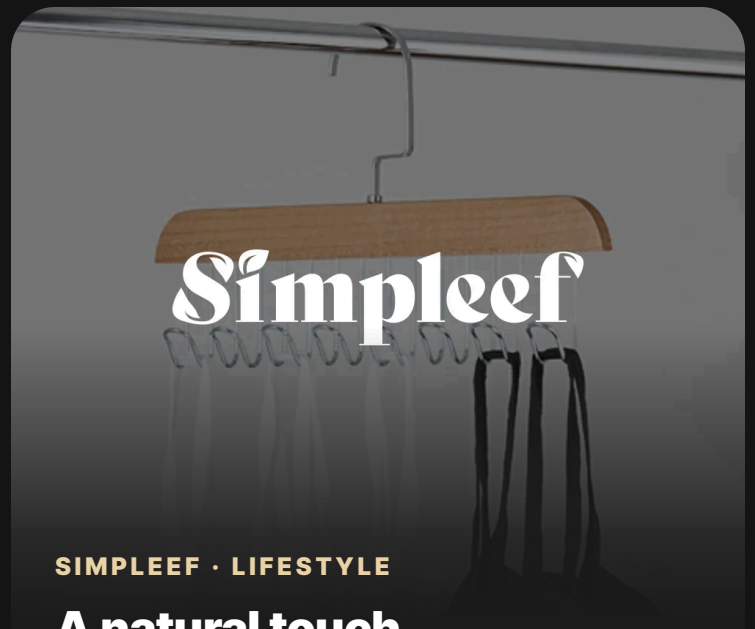
3. 
Wet things apart
Lightweight waterproof bag

4. 
Room for extras
Foldable shopper

5. 
Anywhere
Collapsible silicone cup

SUB BRANDS

Sub-brands growing alongside our main brands



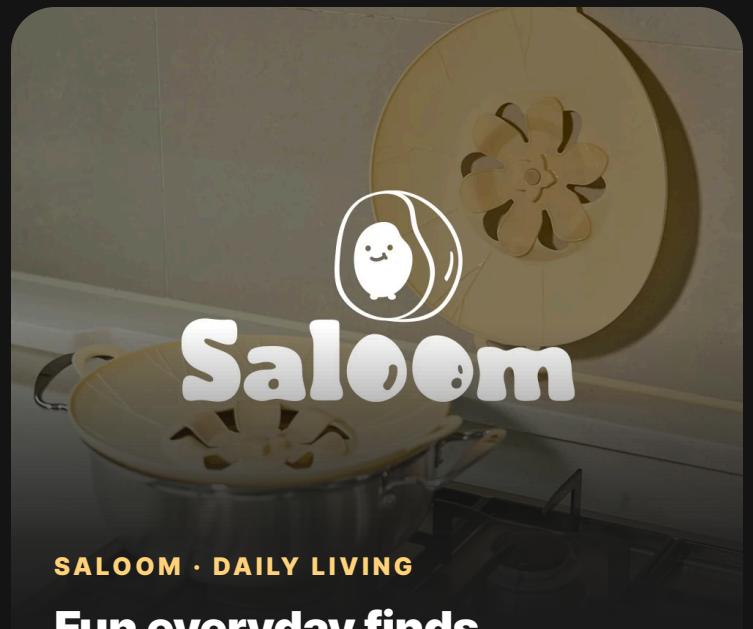
SIMPLEEF · LIFESTYLE

A natural touch that blends into daily life

Neck & shoulders | Bathroom | Kitchen & storage

43 Products

No.1 seller Under-sink storage box



SALOOM · DAILY LIVING

Fun everyday finds that fill your space

Time spent sitting | Within reach | Out together

62 Products

Kitchen to pets Ideas for every corner



PORMANN · CAR CARE

The choice for a better drive

No power or hose | Large 2L

1 First product

2L Car wash pressure sprayer



SIMPLEEF

A natural touch that blends into daily life

A lifestyle brand that adds a natural, refined feel to home and kitchen goods.

43 products

No.1 seller: under-sink storage box

Across home, kitchen & storage

Top 6 by sales

BEST 1



Under-Sink Storage Box

No.1 seller Organizes the space under the sink

BEST 2



Stain-Guard Pillowcases

Stain-resistant Pillowcases that keep stains off, pack of 2

BEST 3



Non-Slip Clip Hangers

Non-slip Clip hangers that hold clothes in place, pack of 6

BEST 4



Mosquito Coil Holder

Easy to use A stand for mosquito coils

BEST 5



No-Drill Adhesive Hooks

No drilling Multi-purpose hooks that stick on, pack of 4

BEST 6



2-in-1 Shower Puff

2-in-1 A shower puff with two uses

PRODUCT LIST

SIMPLEEF full lineup 1/1

43 items



Under-Sink Storage Box
No.1 seller Under-sink storage



Travel Storage Bags
Set of 2 Travel storage bags



Sticker Scraper
2 blades Sticker scraper



Neck Hot Water Bag
Neck & shoulders Warm compress water bag



Bathroom Shelf
No drilling Bathroom shelf



Pillow Covers
Stain-resistant Pack of 2, 47×72cm



Clear Book Vase
Book-shaped Clear vase



Shoe Laundry Bag
For shoes Laundry bag



Silicone Kneading Bag
Silicone Dough kneading bag, 36×26cm



Pitcher Blender
Pitcher type Blender



Non-Slip Clip Hangers
Non-slip Single-tier clip hangers, pack of 6



Spring Clip Key Rings
2 types Spring clip key rings



Bathroom Slipper Rack
For bathrooms Slipper rack



Foldable Basket
Foldable Basket



Silicone Drain Pad
Silicone Drain pad



Mosquito Coil Holder
Easy to use Mosquito coil holder



Cutting Board Sheets
Disposable Easy cutting boards



Keyboard Brush
Gets into gaps Keyboard brush



Velcro Cable Ties
Pack of 50 Velcro cable ties



Veggie Wash Bowl
Drains water Vegetable washing bowl



No-Drill Hooks
No drilling Adhesive hooks, pack of 4



Swipe Dust Pads
Just swipe Dust removal pads



Foldable Duster
Foldable Duster



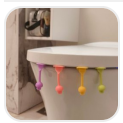
Folding Silicone Cups
2 pcs Collapsible silicone cups, 200ml



Pocket Apron
Pockets Multi-purpose apron



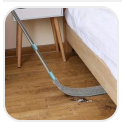
2-in-1 Shower Puff
2-in-1 Shower puff



Toilet Seat Lifters
Pack of 4 Hygienic toilet seat handles



Under-Bed Storage Bag
Space-saving Under-bed storage bag



Crevice Dust Remover
Refills included Crevice dust remover



Compression Pouch
58×130cm Clothes compression pouch



Sink Strainer
One-touch Sink strainer



Magnetic Cable Holde...
Magnetic Cable holders, pack of 4



Ladle Rest
Stainless steel Ladle rest



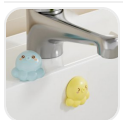
Mini Grater Plate
Mini Grater plate



Shoelace Buckles
One-touch Shoelace buckle set



Ointment Organizer
Multi-purpose Ointment storage rack



Octopus Overflow Caps
2 pcs Sink overflow caps



Dish Drying Mat
Drains water Dish drying mat



Egg Opener
Easy Egg opener



Collar Stay Pads
30 pcs Collar holding pads

Sliding Egg Holder
Sliding Egg storage box

Rubber Glove Holder
Kitchen Rubber glove holder

Silicone Can Straw Lid
Silicone Can lid with straw



SALOOM

Fun everyday finds that fill your space

Household goods that add a playful touch to practical ideas, from the kitchen to every corner of home.

62 products

Kitchen, bathroom, pets & car

Clever everyday goods

Signature



Breathable Gel Seat Cushion

Breathable gel Spreads pressure where you sit for hours

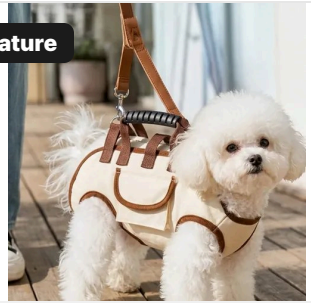
Signature



Ultralight Sleep Mask Set

Ultralight Blocks light and packs easily

Signature



Dog-Walking Crossbody Bag

For walks Carries treats and poop bags on your walk

LINEUP · selection



Adjustable Magnetic Organizer



Auto Cable Winder



Clip-On Toothbrush Case



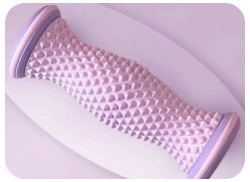
Smart Sauce Lid



Duck Mood Light



Magnifier Nail Clipper



Foot Acupressure Massager



Auto-Folding Hanger



Suction Tissue Case



Power Strip Cable Holder



Disposable Makeup Palette



Lifting Tissue Case

PRODUCT LIST

SALOOM full lineup 1/2

62 items



Magnetic Organizer
Adjustable Magnetic storage organizer



Auto Cable Winder
Auto Cable organizer



Clip-On Toothbrush Case
Portable Clip-style toothbrush case



Smart Sauce Lid
Smart Sauce storage lid



Duck Mood Light
Cozy Duck mood light



Magnifier Nail Clipper
Built-in magnifier Nail clipper



Foot Acupressure Massager
Acupressure Sole massager



Auto-Folding Hanger
Folds automatically Hanger



Suction Tissue Case
Suction mount Tissue case



Power Strip Cable Holder
Power strip Cable holder



Disposable Makeup Palette
Portable Disposable makeup palette



Lifting Tissue Case
Decor Tissue case



Paper Towel Holder
One-hand tear Paper towel holder



Toilet Seat Covers
Disposable Toilet seat covers



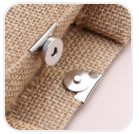
All-in-One Cat Litter Scoop
All-in-one Cat litter scoop



Non-Slip Bath Mat
Non-slip Interlocking bath mat



One-Touch Door Latch
One-touch Door latch



Magnetic Snap Buttons
Magnetic Snap buttons



One-Touch 3-Fold Umbrella
One-touch 3-fold umbrella with loop



Rotating Corner Hook
Rotating Corner hook



Silicone Food Bag
Silicone Food storage pouch



Wardrobe Safety Stickers
Prevents exposure Clothing stickers



Tear-Off Thick Dishcloths
Thick Tear-off dishcloths



Tumbler Organizer
Stores upright Tumbler rack



Dental Appliance Case
All-in-one Dental care case



MagSafe Phone Holder
MagSafe Suction phone holder



Mini Ironing Board
Compact Mini ironing board



Bear Hanger Holder
Teddy bear Hanger holder



Shoe Protection Stickers
Anti-stain Shoe guard stickers



Hinge Repair Pads
Hinge reinforcement Pads



Foil Food Covers
Pack of 30 Foil food covers



Mist Hair Brush
Mist spray Hair brush, 55ml mist

PRODUCT LIST

SALOOM full lineup 2/2

62 items



Dog-Walking Crossbody Bag
For walks Dog-walking crossbody bag



Breathable Gel Seat Cushion
Breathable gel Seat cushion



Ultralight Sleep Mask Set
Ultralight Sleep mask set



Door Draft Stopper
Blocks drafts Door gap seal



Corn-Shaped Storage Case
Pack of 2 Corn-shaped trinket case



Toe Protector Caps
Toe protection Thimble-style caps



Boil-Over Guard Lid
Prevents boil-over Pot lid



Spoon Tea Infuser
Spoon type Tea infuser



No-Drill Wet Wipe Holder
No drilling Wall-mounted wet wipe holder



Foldable Pot Trivet
Foldable Pot trivet



Phone Strap Connector
Strap Connector ring



Car Fragrance Refill Bottles
For cars Empty bottles for fragrance refills



Neck Moisturizing Band
Neck moisture Care band



Expiry Date Clips
Pack of 2 Expiry date marker clips



Glass Steamer
Microwave & oven Glass steamer



Anti-Blister Foot Pads
Pack of 20 Anti-blister pads



Leather Storage Stool
Doubles as storage Leather stool



Toothbrush Holder & Cup Set
Set Toothbrush holder & rinse cup



Car Glovebox Hooks
Pack of 4 Glovebox hooks



Tilting Rice Bin
Tilt to pour Rice bin



Multi-Purpose Bag Clips
Multi-purpose Bag clips



Side Mirror Rain Visors
Pack of 2 Side mirror rain guards



3-in-1 Garlic Slicer
3-in-1 Garlic slicer



Clothes Folding Board
Easy Laundry folding board



Floating Pet Water Bowl
Floating Pet water bowl



Underwear Pouch
Underwear storage Pouch



Foldable Laptop Stand
Foldable Laptop stand



Sliding Dish Rack
Sliding Dish drying rack



Vegetable Peeler
Multi-purpose Vegetable peeler



Phone Speaker Dust Stickers
20 pcs Speaker dust guard stickers



NEW BRAND

● Sub-brand · PORMANN

PORMANN · CAR CARE

PORMANN

The choice for a better drive

PORMANN is a specialist car accessories brand. It starts with a first product that takes one step out of washing your car.



FIRST ITEM

Car Wash Pressure Sprayer 2L

01 Fill
Water and detergent in the tank

02 Pump
6–7 strokes of the handle

03 Spray
Jet or mist

- No power or hose needed
- Large 2L tank
- Level window
- Pressure release button

1 ITEM · CAR CARE

From car care to the drive itself, PORMANN's lineup is just getting started.

MEDIA REACH

As 10M units sold, 1B+ cumulative impressions

ESTIMATED REACH

Estimated cumulative impressions of AKEI content & ads

1B+

200M

Measured impressions of 10 key ads

36K

Purchase conversions from 5 YouTube/Google ads

5 YouTube · Google ads

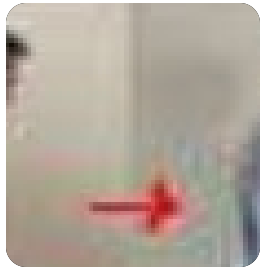
190M impressions



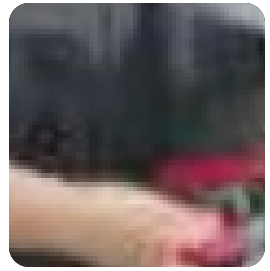
Earwax Removal Kit
64.3M



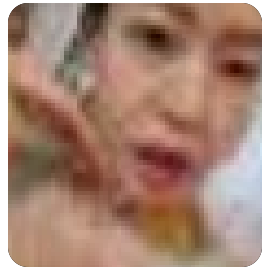
Black Chark Toothpaste
52.1M



Shoulder Band
34.3M



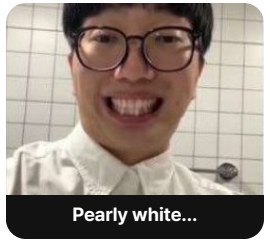
Speed Compound
33.8M



Core Skating
6.4M

5 Facebook · Instagram posts

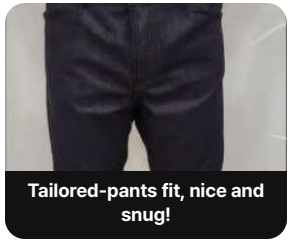
9.86M impressions



Impressions **3.6M**



Impressions **3.4M**



Impressions **1.34M**



Impressions **1.11M**



Impressions **380K**

SALES CHANNELS

Coupang first, plus Korea's major online & offline channels

01 Coupang · main channel

coupang | Rocket

Our main channel, where we run product development, ads and reviews in-house

Avg. daily sales	Monthly sales
5,000+	₩1B+
Avg. rating per SKU	**Coupang reviews**
4.5+	170K+

Coupang awards

- Review Best
- Bestseller
- Best New Product

02 Sales channels 19 online & offline

Online malls 9

- Naver Smart Store
- 11st
- Gmarket
- Auction
- SSG.COM
- LOTTE ON
- KakaoTalk
- Ohouse
- Own store akei.shop

Home shopping & specialty 8

- GS SHOP
- CJ OnStyle
- NS Mall
- Home&Shopping
- W Shopping
- 10x10
- YES24
- Goodwill Store via donation

Offline SAMURE retail

- MUSINSA BEAUTY
- Onnuri Pharmacy

03 CEO's Coupang track record



Kook Hyun-jun, CEO YBK Corporation

VIP — 2024 Coupang VIP speaker
Talk on PB-based media commerce

CMG — Coupang CMG advisor
CMG: Coupang Media Group (now Coupang Ads)

3× — Coupang Ads case study
Sales up 3× YoY after Upfront · Apr 2024

COUPANG BRAND SHOP

Products rated ★4.5+ on Coupang, with reviews piling up

Actual Coupang brand shop screen, Oct 28, 2026

Akei

주식회사 와이비케이코퍼레이션

주식회사 와이비케이코퍼레이션의 브랜드샵입니다.

YBK Corporation Co., Ltd. · our official brand shop on Coupang



Black Chark Toothpaste, 400g

54% ~~19,900원~~
8,980원 (10g당 250원)
로켓 내일
내일(금) 도착 보장
★★★★½ (12,152)
최대 449원 적립

★4.5 12,152



Dust Shot Washer Cleaner, 1.05kg

7,980원 (100g당 760원)
로켓 내일
★★★★½ (10,128)

★4.5 10,128



White Shot ATO Bleach, 1.2kg

47% ~~18,900원~~
9,890원 (100g당 824원)
로켓 내일
내일(금) 도착 보장
★★★★½ (9,509)
최대 495원 적립

★4.5 9,509



Water-Bead Glass Coat, 530ml

74% ~~42,000원~~
10,690원 (100ml당 2,206원)
로켓 내일
내일(금) 도착 보장
★★★★½ (8,002)
최대 535원 적립

★4.5 8,002



486 Floss for Women, 486 pcs

69% ~~24,000원~~
7,490원 (1개입당 15원)
로켓 내일
내일(금) 도착 보장
★★★★★ (5,223)
최대 375원 적립

★5.0 5,223



No Sebum Dry Shampoo, 222ml

54% ~~16,900원~~
7,690원 (100ml당 3,914원)
로켓 내일
내일(금) 도착 보장
★★★★½ (4,632)
최대 385원 적립

★4.5 4,632



Black King Chark Toothbrush, 5 pcs

63% ~~12,500원~~
4,690원 (1개당 938원)
로켓 내일
내일(금) 도착 보장
★★★★½ (3,939)
최대 235원 적립

★4.5 3,939



Dr.Guard Color Catcher Sheets, 2 packs

49% ~~25,800원~~
12,980원 (1개당 7,490원)
로켓 내일
내일(금) 도착 보장
★★★★★ (3,832)
최대 649원 적립

★5.0 3,832

170K+
All Coupang reviews of our products

57K+
Reviews of the 8 products above

★4.5~5.0
All 8 rated ★4.5 or higher

COUPANG REVIEWS

★5 Coupang reviews from real buyers

Seller: Coupang Corp. Rocket Product reviews · excludes sponsored & trial reviews

Body Scrub Sponge 14,803 reviews

성*주
★★★★★ 2023.03.29
판매자: 쿠팡(주)

아케이 리빙 후드득 때지우개, 1개입, 2개



Oh, what a clever find!! haha

KEY POINT
"Showers alone never fully cleared dead skin. With this sponge, I can scrub at home often, easily and painlessly. Very satisfied."

그런데 매일 샤워만 하면 각질이 깨끗히 제거 되지 않아 평소에 찝찝함을 느끼곤 했었는데 아케이 리빙 후드득 때지우개를 쓰고 습관이 달라졌어요~ ㅎㅎ 때를 미는 주기는 평소 작정하고 목욕탕을 찾아갈 때나 했었는데 ㅎㅎ 이제는 자주 집에서 간편하고 쉽게 그리고 아프지 않게 때를 밀 수 있게 되어서 굉장히 만족합니다.

Cleaning Shot 10,649 reviews

뚠뚜니마미
★★★★★ 2025.11.10
판매자: 쿠팡(주)

아케이 리빙 클리닝 샷 다목적세정제, 777ml, 1개



A friend's pick, and she was right! Now I recommend it too

KEY POINT
"I wanted one cleaner for the whole kitchen. A friend swore by this one, and now I'm recommending it too."

그러던 중 청소 잘하는 지인이 강력 추천해준 게 바로 아케이 리빙 클리닝 샷 다목적세정제였어요!
진짜 이거 하나면 다 된다! 는 말에 반신반의하며 샀는데요
지금은 저도 완전 추천 요정 됐어요ㅋㅋ

486 Floss (Women) 5,223 reviews

바나나차차
★★★★★ 2026.08.30
판매자: 쿠팡(주)

아케이 여성용 리빙 486 치실, 486개입, 1개



Great for women, and even for kids and grown men

KEY POINT
"Soft 300-denier floss that's gentle between teeth. I liked it so much I ordered a second time."

특히 치아 사이가 촘촘한 부분도 천천히 넣어주면 비교적 부드럽게 들어가서 사용하기 편했습니다.
남편이 최근에 임플란트를 해서 치실을 자주 사용하고 있는데 이 제품을 다 써서 어린이 치실이라고 나온 제품을 집에 있어서 사용했더니 너무 뻣뻣하고 잘 안빠진다고 해서 다시 이 치실을 구매했네요.

Dr.Guard Sheets 3,832 reviews

김*수
★★★★★ 2026.10.01
판매자: 쿠팡(주)

아케이 리빙 닥터가드 대용량 이염방지 시트, 혼...



No more worrying about color bleeding

KEY POINT
"Color bleeding was my biggest laundry worry. Now a sheet goes into almost every load. Why didn't I use this sooner!!"

게돼서 한번 써봤는데 이제는 세탁할 때 거의 필수로 넣고 있습니다ㅋㅋ

결론부터 말하면 진짜 왜 이제야 썼나 싶어요!!

HOW WE WORK

From planning to shipping, one team does it all

01
Data-driven planning
We choose what to make from purchase data and customer response.

02
Manufacturing
Connected with 200 or more factory partners worldwide.

03
Design & shoots
We create branding, packaging, product photos and detail videos in-house.

04
Content & marketing
We run content and ads for each channel and analyze the results.

05
Channel operations
We handle sales and listings on major commerce channels ourselves.

06
SCM·CS
Our own ERP manages orders, inventory, sales and customer service.

BRAND
Branding · Product planning · Product development · Packaging design

CONTENTS
Social content · Detail-page videos · Product photos

COMMERCE
Sales · Marketing · Channel operations · Strategy

LOGISTICS · SYSTEM
ERP · SCM · Inventory · Customer service

~20 people

A lean HQ team runs 8 brands at once
Products, shoots, inventory and shipping are all in-house, so group-buy bundles and schedules can be agreed right away.

GLOBAL EXPANSION · SHARE FIRST

Less margin. More reach.

In exports, market share comes before margin.

In new markets, we put growth ahead of profit. Aggressive supply terms help local partners settle in fast, and we grow share together.

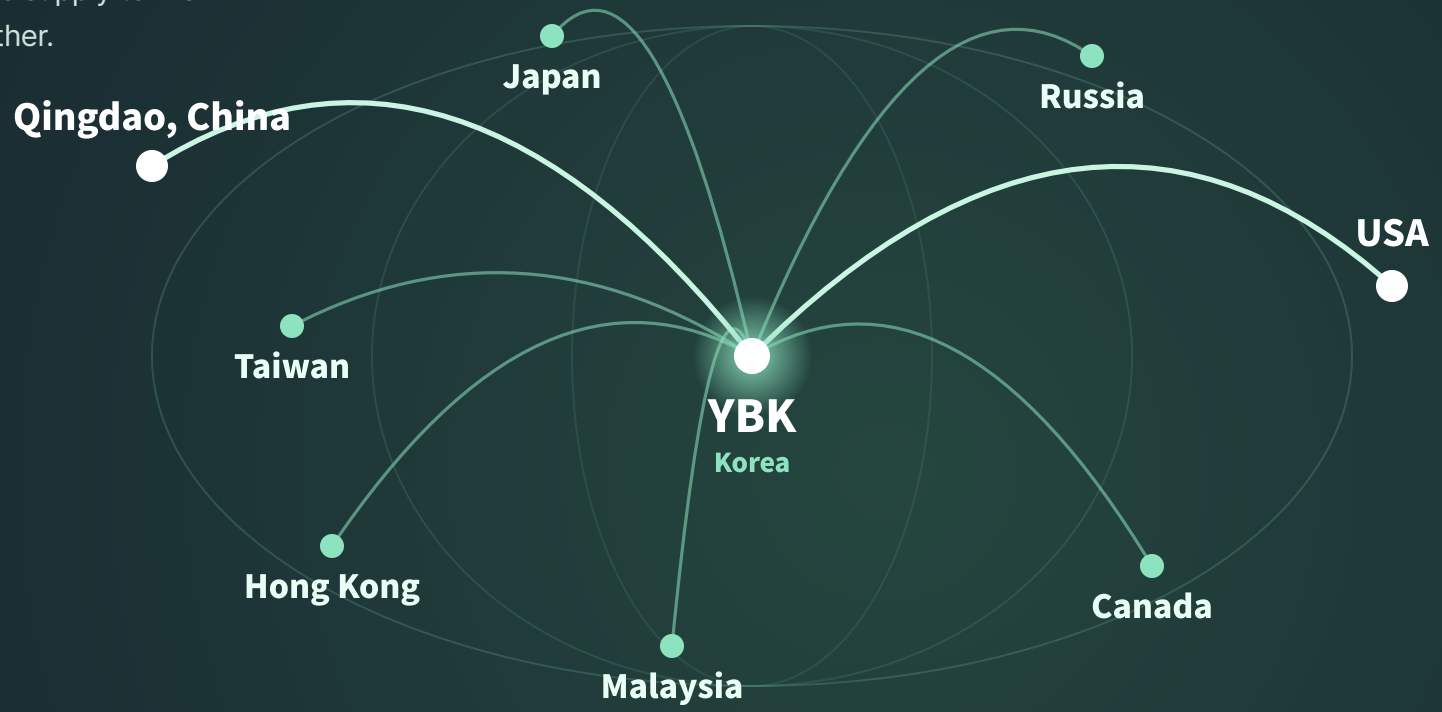
AKEI overseas

6 countries

- Taiwan
- Hong Kong
- Malaysia
- Canada
- Russia
- Japan

120K+
Cumulative overseas sales (units)

TOP 3
Body scrub sponge · compression bags · silicone tape



Adapt the product
Ingredients & formula · certification review · launch prep

Adapt operations
Local customers & channels · local platforms · workflow integration

Expanding to China & the US
SAMURE in Qingdao, China (official DVORA partner) · Bunny Dash game launched in the US

AFFILIATES

Affiliates in which YBK holds equity directly

We invest the capital, people and systems built in commerce to grow them. **YBK holds a high equity share in most of them.**



Commerce · YBK stake

Keepgoing · ArtheL

Runs FLOCALM, MONFRI & ZIGBEE

Key people
Ex-Coupang ads & retail

Joined 2025



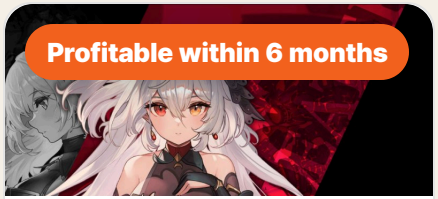
Medical tech · YBK stake

DVORA Qingdao

Qingdao clinic linked to DVORA Pascal

Key people
Gangnam clinic, 25+ yrs

Opened May 2025



Games · YBK stake

Kraken Games

Develops & publishes games

Key people
Ex-DragonFlight devs

Founded 2024



Games · USA · YBK stake

Bunny Dash

US game company; launched “Lucky District”

Key people
KAIST-trained devs

Founded 2026



Creator brand · YBK stake

SOB Corporation

Private brand with ‘Ssotteok Bubu’

Key people
312K subscribers

Founded 2026

TURNAROUND

Affiliates reaching monthly profit

1 year Keepgoing · ArtheL

6 months Kraken Games

~20 people Lean HQ team

100+ people Incl. affiliate field staff







AFFILIATE · BRANDING COMMERCE

Keepgoing · ArtheL

We pair the brand strategy of a team from Coupang’s ad and retail groups with YBK’s manufacturing, marketing and operations support.

Joined	2025
Brands	FLOCALM (solid deodorizer) · MONFRI (body wash) · ZIGBEE (toothpaste)
Key people	**Specialists from Coupang ads & retail**

Team’s role

Product & brand strategy

YBK’s support

Product planning, manufacturing, launch & operations

Profitability **In 1 year** **monthly profit**





SAMURE display at DVORA Qingdao

AFFILIATE · MEDICAL TECH

DVORA Qingdao, China

A beauty clinic linking Korean HQ **DVORA Pascal**'s medical expertise with local operations and IT in Qingdao.

KOREA HQ **DVORA Pascal** DVORA Korea + Pascal Plastic Surgery, merged

6–8 F	4	25 + countries	25 + yrs
Dosan-daero, Gangnam DVORA on 8F	Patient rooms 7F surgery & recovery	International network 649 people	DVORA in Gangnam

Doctors Dr. Kang, medical director · Dr. Bae · oral & maxillofacial team

Services 6F skin & anti-aging center · 7F plastic surgery & recovery center

Opened	May 2025 · Qingdao, China
SAMURE	SAMURE's official partner clinic in China · sells SAMURE sticks
YBK support	Links local tools with booking, customer & sales management
Referrals	Refers Qingdao beauty clients to Korean HQ specialist care
Key people	25+ yrs at the Gangnam clinic · Qingdao operations, IT & beauty team



Soul Eater Idle

AFFILIATE · GAMES

Kraken Games

Our game development & publishing affiliate. We pair a specialist dev team's games with YBK's data marketing and operations support.

Founded	January 2024
Key title	"Soul Eater Idle" · idle 2D action game for core players
Launch	Closed beta Mar 2025; launched in Korea Apr 9, 2025
Ratings	5.0 on Korea's App Store (checked Oct 5, 2026) · top & trending charts
Key people	**Specialists from the DragonFlight dev team**

Team's role

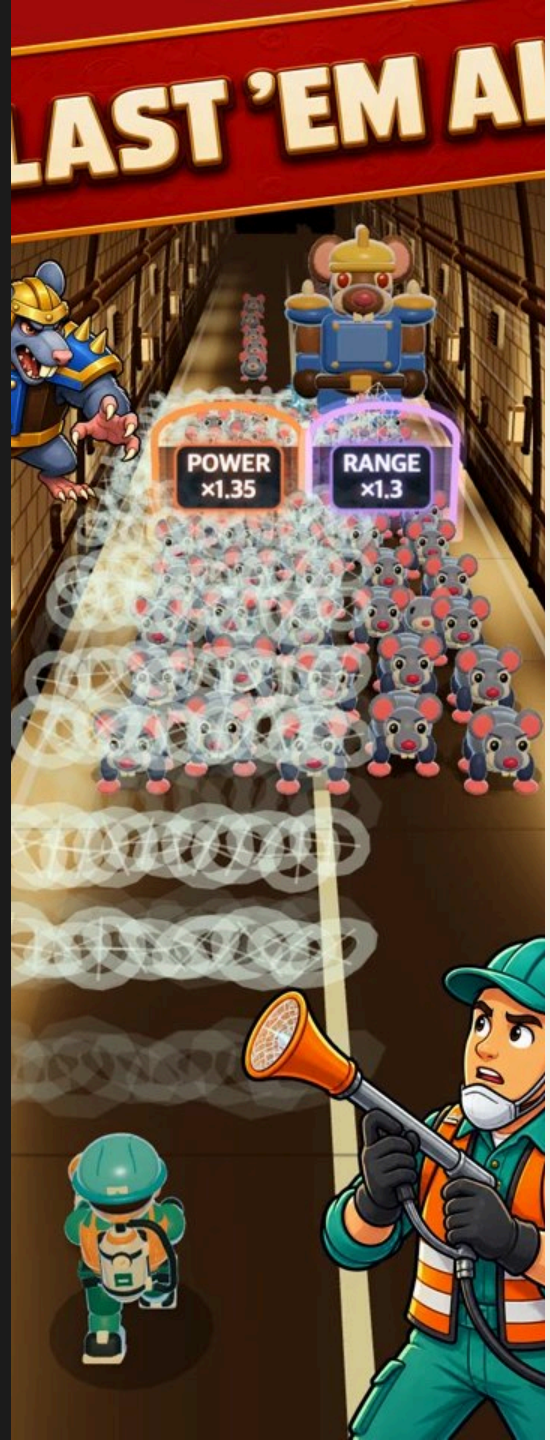
Game development & live operations

YBK's support

User acquisition, payment analytics & data marketing

Profitability **In 6 months** **monthly profit**





AFFILIATE · GAMES · USA

Bunny Dash

A game company for the US market. It launched “Lucky District”, which combines mini-games with social casino, in the US.

Founded	2026
Key title	“Lucky District” · mini-games + social casino
Market	Launched in the US
Key people	**Developers from KAIST**

Team’s role

Game development & service for the US

YBK’s support

Global marketing, payment analytics & operations

Taking game operations experience from Korea to the US market



Ssotteok Bubu, full of love — with their little one

AFFILIATE · CREATOR PRIVATE BRAND

SOB Corporation

A creator private-brand company with creator couple **‘Ssotteok Bubu’**: their audience insight and content, plus YBK’s product planning and sales operations.

Ssotteok Bubu

YouTube @ssotteokbubu · Instagram @_so_hyuny

A couple who married after four years of dating, and their two kids. Their short-form videos share the funny side of marriage and parenting.

YouTube subscribers	Instagram followers	Top short-form views
312K	250K+	1.22M

Founded	2026
Status	Preparing private-brand products with Ssotteok Bubu

The creators’ role

Audience insight, product standards & content

YBK’s support

Product planning, manufacturing, launch & sales operations

We also co-design private brands with influencers and creators.

SOCIAL CONTRIBUTION · 01

Social impact

YBK × THE BIG ISSUE KOREA

01 Ongoing support

With AKEI, we steadily support The Big Issue Korea, which helps people experiencing homelessness become self-reliant.

02 Executives on the board

YBK executives serve as outside directors of The Big Issue Korea.

Making daily life easier, with social responsibility built in.



SOCIAL CONTRIBUTION · 02

Social impact

YBK × Goodwill Store

We donated AKEI health & beauty products to Goodwill Store, a disability employment workplace run by the Miral Welfare Foundation.


Daily Economy kdpress.co.kr

Reported Apr 14, 2026

CSR 사회공헌

와이비케이코퍼레이션, 굿윌스토어에 5천만 원 상

"YBK Corporation practices ESG management by donating KRW 50 million worth of goods to Goodwill Store"

Making daily life easier, with social responsibility built in.

12,000 items
Health & beauty items donated

approx. **₩50.4M**
Value of donated goods

What the donation made possible

approx. **30.5 people**
One month's wages for employees with disabilities

4,026 hrs
Hours of work

1,982 hrs
Hours of job training

approx. **36,000 kg**
Greenhouse gases reduced

5,455 trees
Same as planting 30-year-old pines

approx. **144,000 L**
Water saved

STEP 1
AKEI donates goods

→

STEP 2
Sold at Goodwill Stores

→

STEP 3
All proceeds fund jobs & wages for people with disabilities

OUR STORY · 01

In college, we dreamed of building a startup.

We gave it our whole twenties. We ran as hard as we could.

Starting from a small company in Busan in 2015, our team built two companies.

2015 POTENSHOP

About 30M Facebook followers in total · **Official Facebook partner agency, 2017**

Founded by Yang Hee-chan and Kook Hyun-jun in Jeonpo-dong, Busan. Grew hit Facebook pages such as ‘My Own Rankings’ and the ‘All About ○○’ series, then planned its own products, starting with oversized ball caps.

2017 WBSKIN

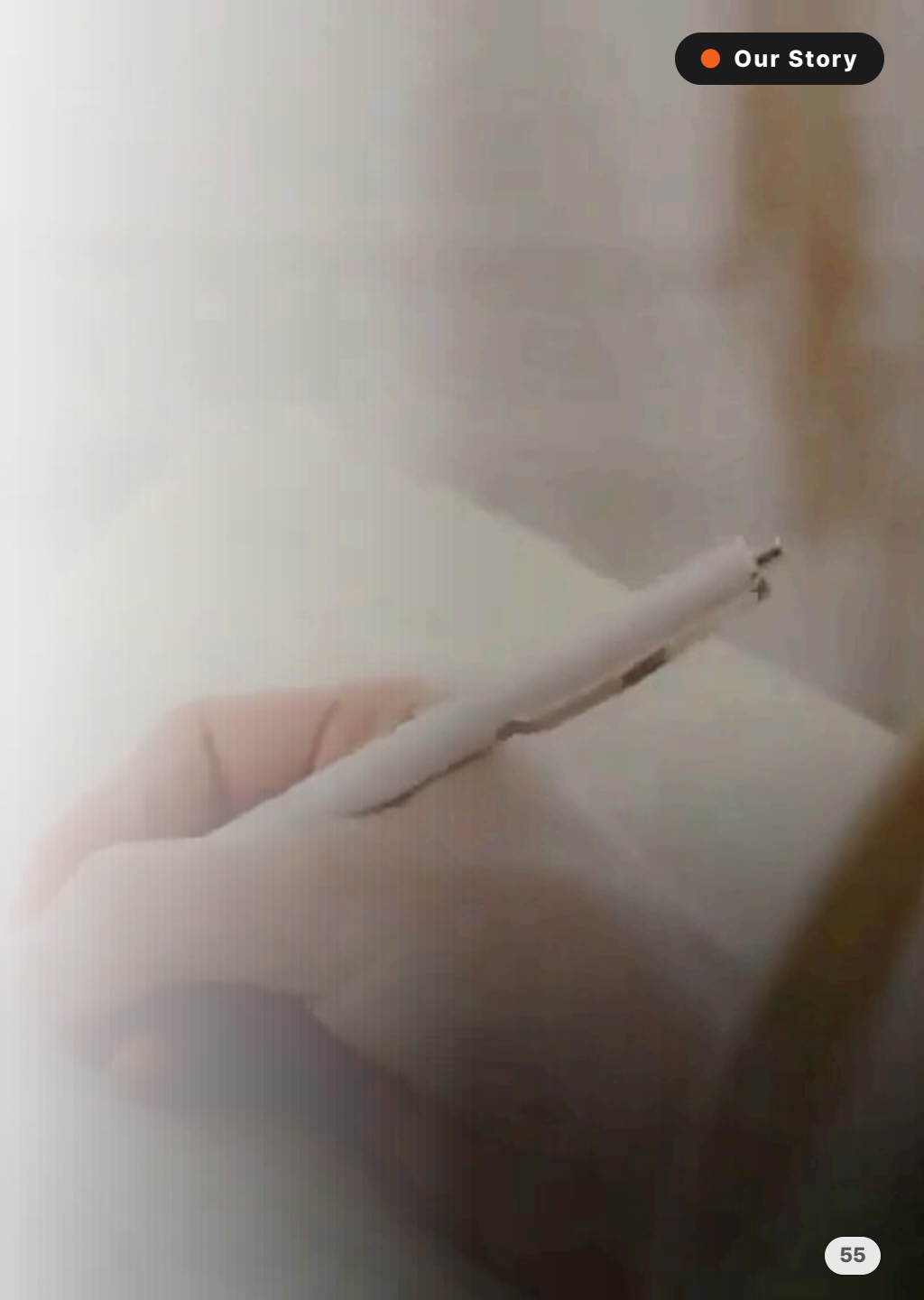
A joint business built on POTENSHOP's people, suppliers and channels. We helped create and grow MURO, Paul Medison, TREATROOM, LamuDali and more, as revenue reached the tens of billions of won.

nearly ₩100 B

Combined annual revenue of the two companies at the time

1,000 products

Around 1,000 made together before YBK



OUR STORY · 02

But then,

Our trust was exploited, and our rights were denied.

In 2021, betrayed by someone we trusted,
we had no choice but to leave the company we had built together.
Promises we had once taken for granted became rights we needed a court to recognize.

5 years

Five long years in court to reclaim our rights and youth
2021–2026

That person, on the record

2023 National Assembly audit
Called as a witness over workplace harassment, but absent both times

Dec 2024 · Criminal ruling final
Found guilty in a bodily injury case in which our two co-founders were among the victims

OUR STORY · 03

Still,

Through years in court, we built our company again.

In October 2021, with the people who stayed beside us, we founded our third company: YBK.

In court, we explained our past.
At work, we made the next product.

about ₩80B
AKEI cumulative revenue
Sum of 2021–2025 revenue

10M+ units
AKEI units sold in Korea
As of January 2026



The people who stayed beside us helped us rise again.

OUR STORY · 04

And at last,

The courts ruled in our favor.

For the work we shared and the promises made at the beginning,
recognition took a long time.

2024.10 First instance: recognized › 2026.08 Appeal: upheld

Forward, again.

The years we endured together, and the strength that allowed us to begin again, will be part of what we make next.

Thank you.

Brands, products, and the story of our team.

For the full story, visit

ybkcorp.com

Read our team's story ›

YBK Corporation (YBK Corp.)

2F, 213 Hakdong-ro, Gangnam-gu, Seoul, Korea · AKEI official store www.akei.shop

ybk corp.