

WALKING MASTER



**KEEP
COMFORTABLE
IN EVERYWHERE.**

Keep comfortable walking in everywhere.

FOUNDING MOTIVATION

WALKING MASTER



Father - Adidas Korea developer of over 40years



Daughter - Walking Master's founder

**“ The pain I felt in my feet while crossing the desert led me to
decide to launch a footwear brand that is comfortable for my feet**

After receiving advice from my shoemaker father, I developed comfortable shoes using new technical materials.

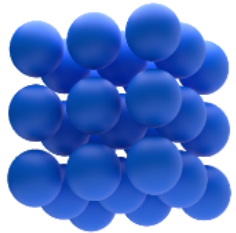
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COMPANY INTRODUCTION

WALKING MASTER

Performance Outcome
for Athlete

Standing Durability



Silicone

**“ Silicone shoe cushioning and comfort are ”
key technologies for consumers with sore feet.**

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SILICONE INSOLE

Walk in nature, get healthy

WALKING MASTER



Silicone starts from soil, the raw material.

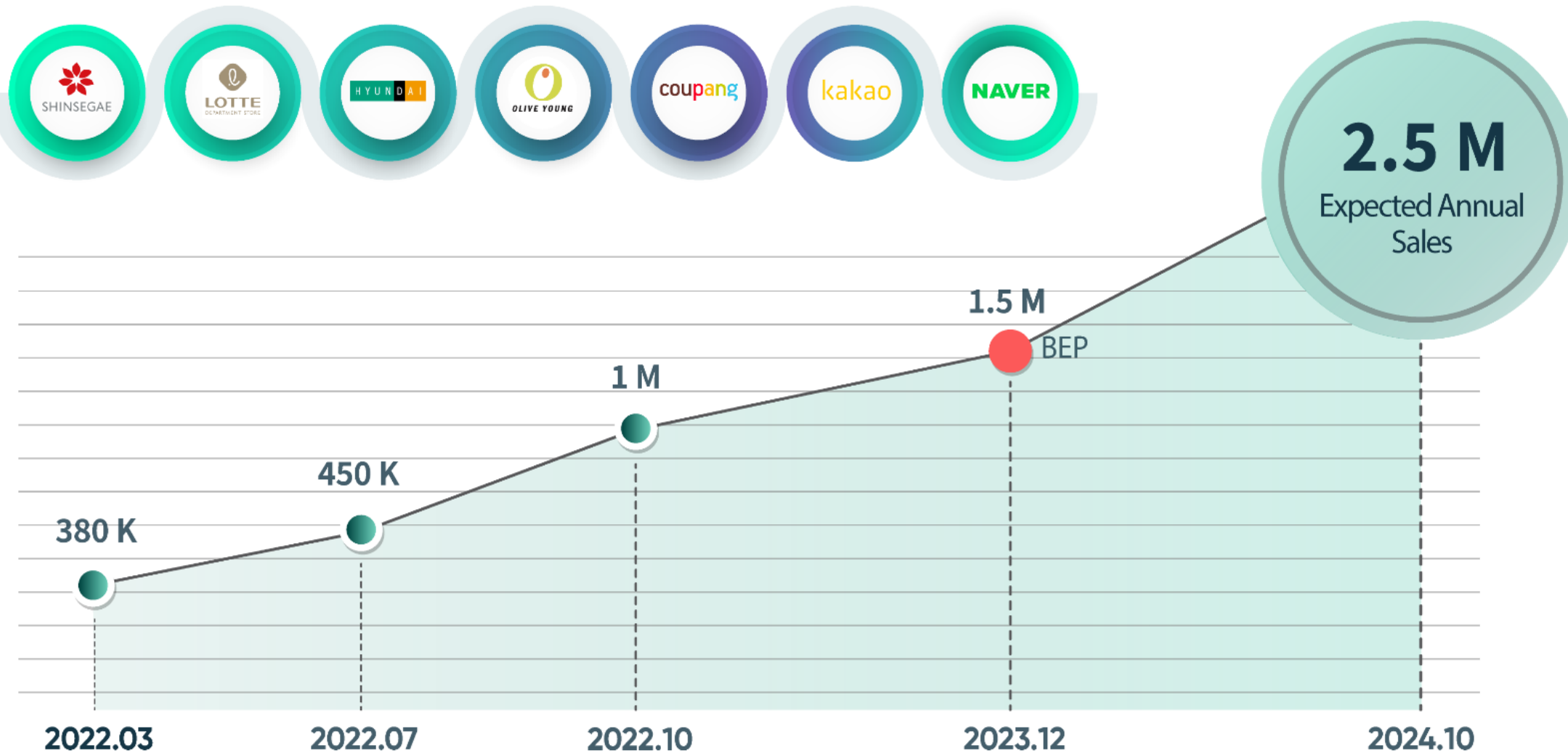
We focus on 'healthy walking' with the belief that "90% of all diseases can be prevented through walking." It captures the feeling of walking on soft grass and sand so that you can feel the texture of nature for healthy walking.

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Sales increase graph

Performance Indicator (Sales)

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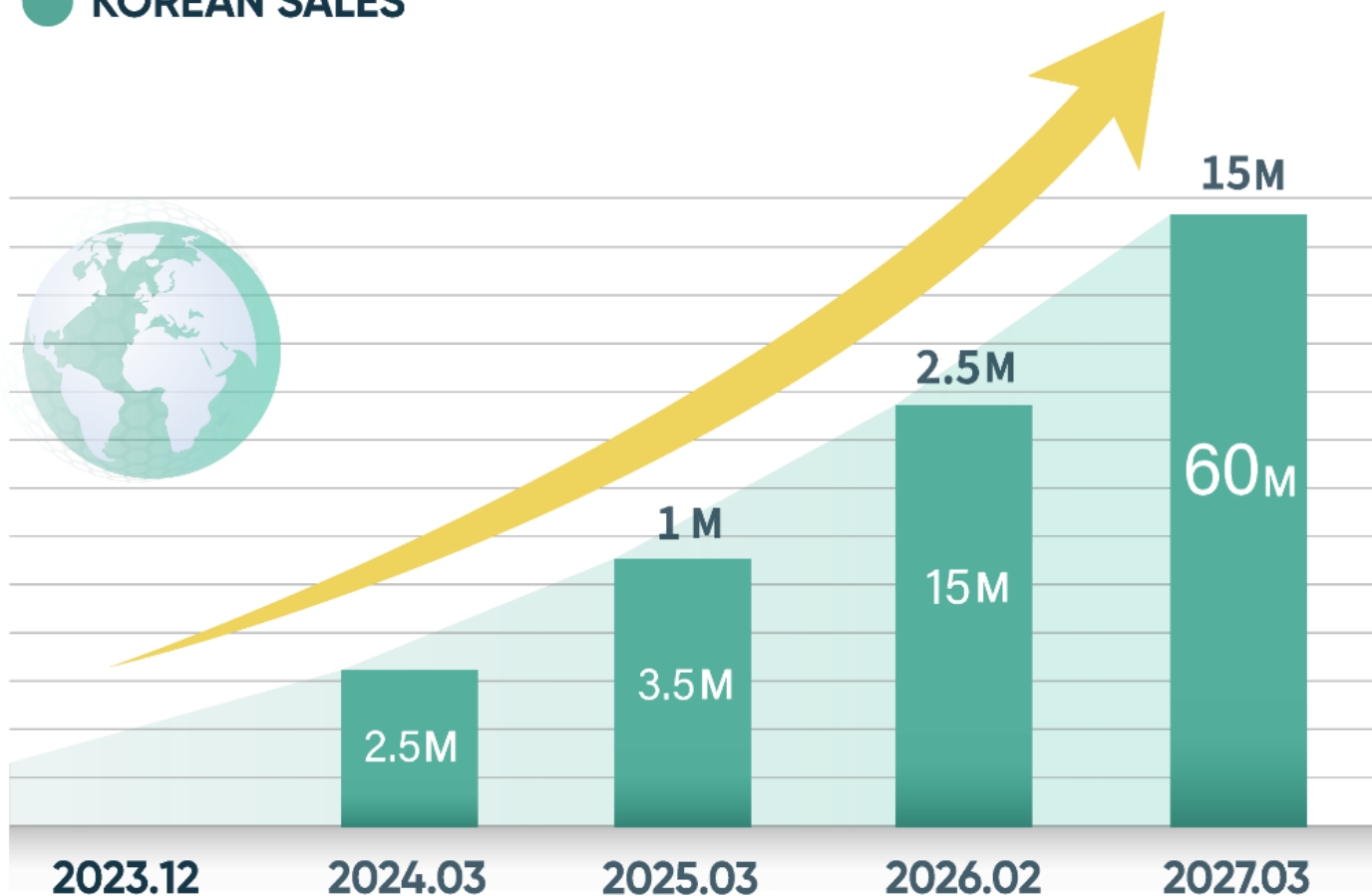


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2024 Global Sales Change

● GLOBAL SALES

● KOREAN SALES



WALKING MASTER

1. Innovation in the foot pain market

Expansion of customer base for functional shoes and functional insoles.
Securing diverse age groups, a new paradigm in the footwear market

2. Strengths of securing customer data

Securing customer foot health data and based on this Develop products
that meet your needs and identify purchase trends based on foot health

3. Representative company with expertise

As a company with specialized technology,
we collaborate with various brands.
Customers experience the comfort of Walking Master,
directly leading to customer expansion

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BUSINESS MODEL

WALKING MASTER

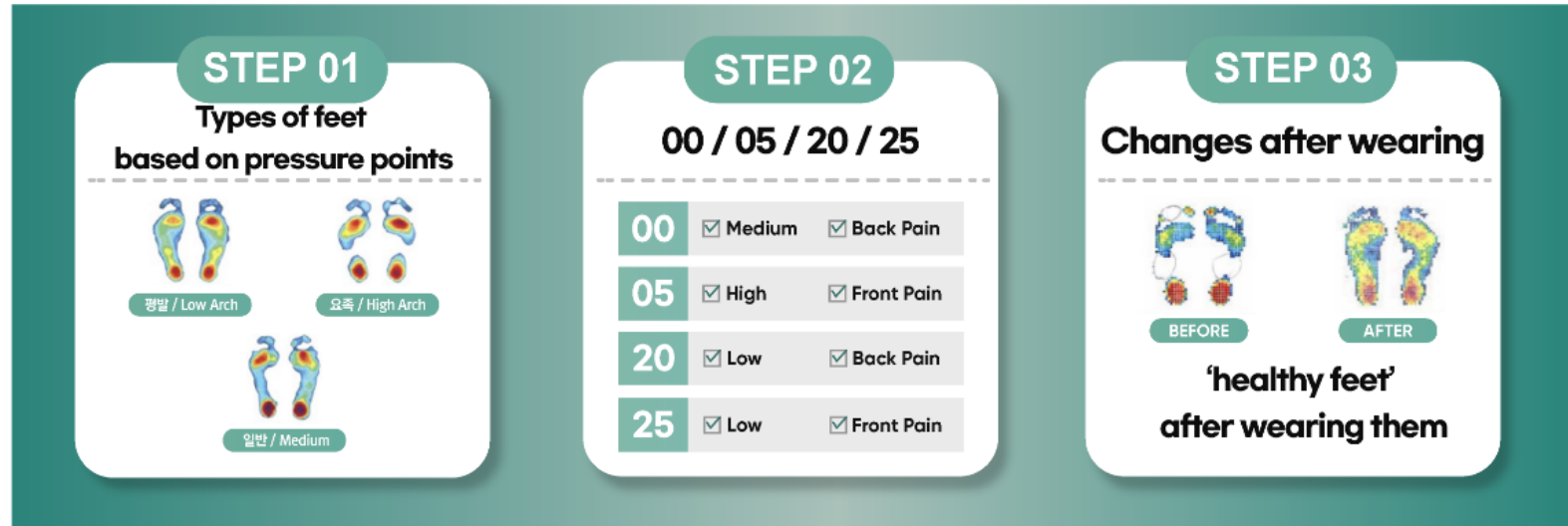
Foot comfort through instant customization according to the customer

Two contact points between Walking Master and customers (online/offline)

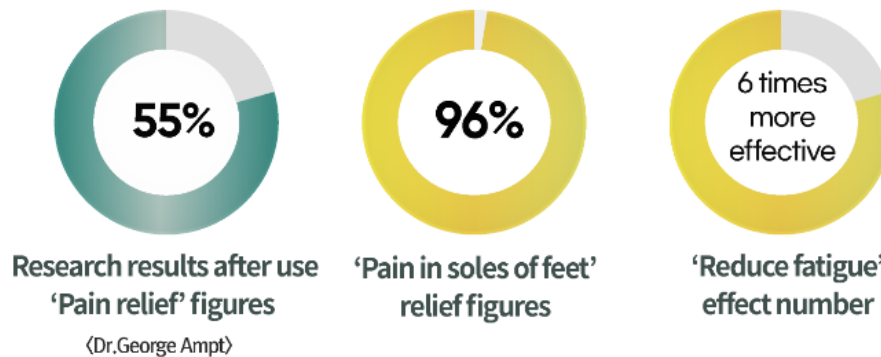


FOOT SCANNER

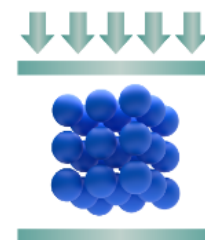
Foot diagnostic foot scanner
in collaboration with Aetrex
Customized service for offline customers



Effects after wearing functional products



KEY POINT



USE SPECIAL MATERIAL

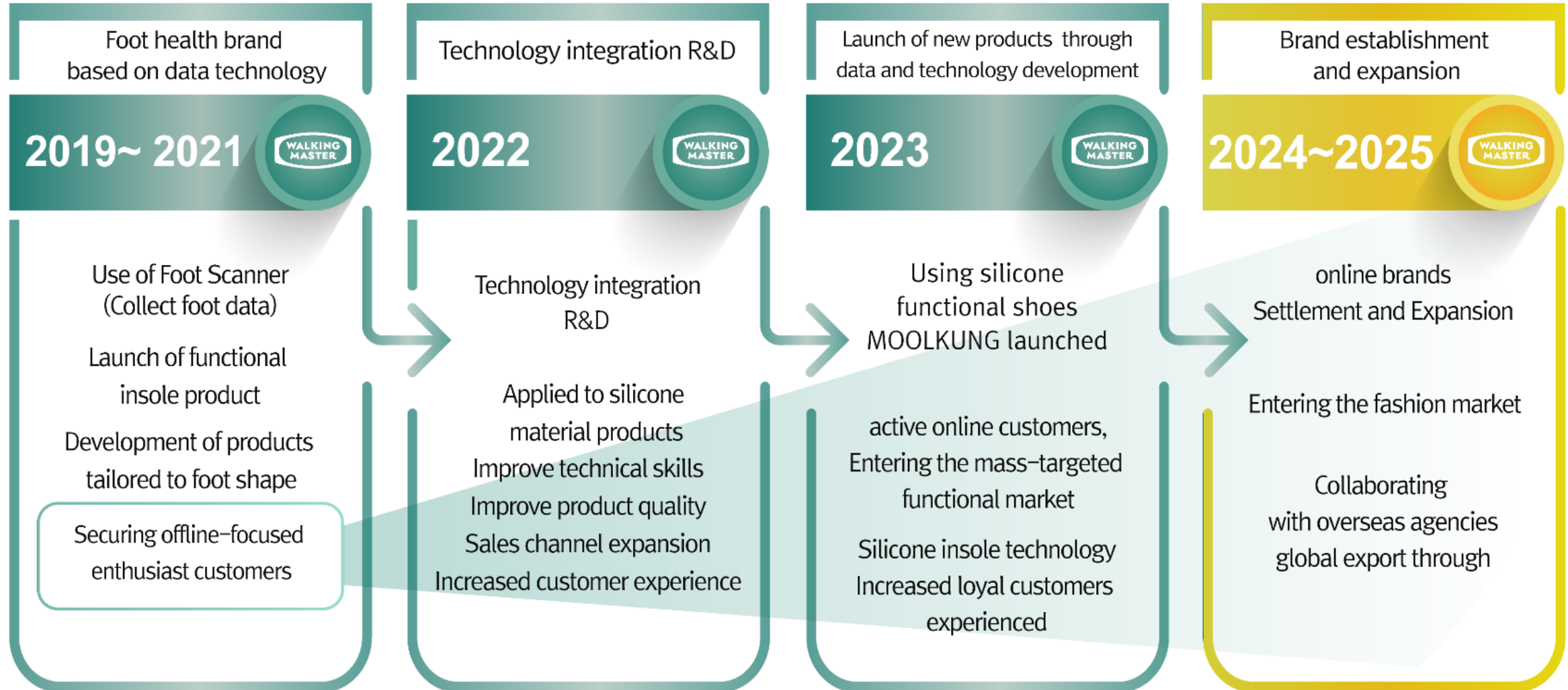
Platinum silicon,
harmless to the human body,
Polyurethane, foamed silicone.

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Business analytics

Brand expansion strategy

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Brand Target Identity and Strengths



=

**Silicone
and
Comfortable**

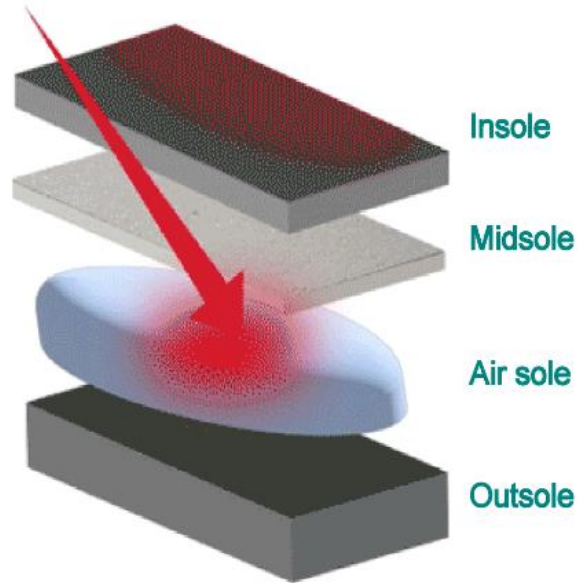
It has a clearly differentiated identity by using silicone, a new material not used in existing shoes, as the insole.

Even if you stand for a long time, your feet will not feel tired, so they are suitable for jobs where you have to stand for a long time, and the simple design makes them suitable as fashion shoes.

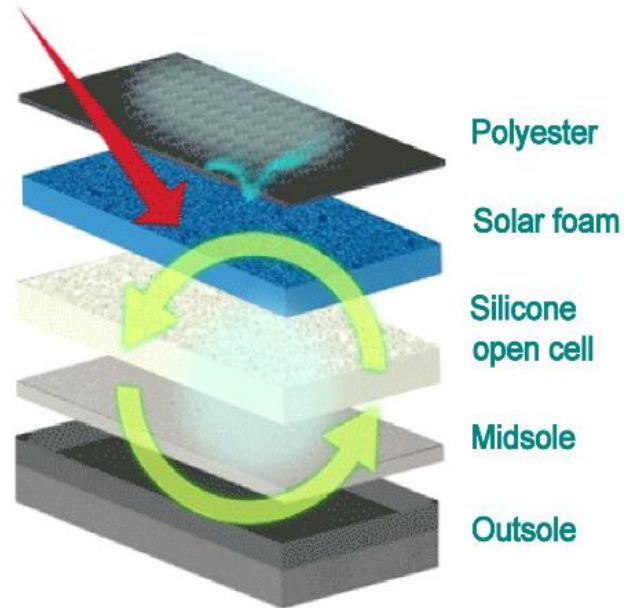
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INSOLE TECHNOLOGY

STANDING DURABILITY
for relieving for pain



Other brands of air shoes



Walking Master Soft Shoes

WALKING MASTER

Honey Comb

Silicone honeycomb insole

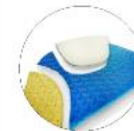
Best-selling insole with over 200,000 units sold



Platinum silicone 55%

Special EVA 43%

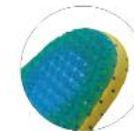
Fabric 2%



Soft top layer

High-density sponge material

High-density sponge for maximum cushioning. Relieves the impact of the thumb with the highest pressure resistance through use.



Honeycomb structure

Hexagonal honeycomb structure

The hexagonal honeycomb structure releases energy instantaneously. Distributes and absorbs the shock received by the feet instead.

Honey Comb Plus+

Silicone honeycomb insole plus

Honeycomb Plus was created by listening to the voices of our customers.



High elasticity silicone gel 30%

Platinum silicone 25%

Special EVA 23%

High elasticity polyurethane 20%

Fabric 2%



Antifungal

Anti-fungal, eco-friendly material

Mold growth due to natural air circulation and suppresses the occurrence of tea sugar and odor in shoes.



Non - Slip

Non-slip spider patch

Advanced coating treatment with spider web pattern Non-slip, anti-blisters function

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MOOLKUNG TECHNOLOGY

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SHOES STRUCTURE



○ Upper

○ Insole

○ Midsole
- Silicone

○ Outsole

EVA

Restoration rate 52%

Latex

Restoration rate 64%

Memory Foam

Restoration rate 78%

Silicon Open Cell

Restoration rate **98.4%**

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MOOLKUNG TECHNOLOGY

WALKING MASTER



Walking Master MOOLKUNG



Other brand shoes

People who have wide feet or whose feet swell after standing for long periods of time. To achieve this, we made the front part wider than existing shoes. This round toe design is the identity of Walking Master.

MOOLKUNG SHOES INSOLE



Upper Insole
Solar Form

Bottom Insole
Silicone
Open cell

Restoration rate 98.4%

Silicone open cell insole
High shock absorption, recovery rate

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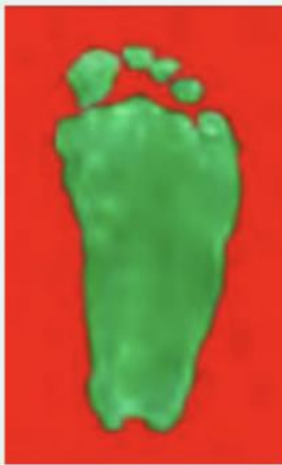
EFFECT OF FUNCTIONAL INSOLE

The inevitability of comfortable shoes

$$\text{Pressure} = \frac{\text{Forece}}{\text{Area}}$$



BEFORE



AFTER

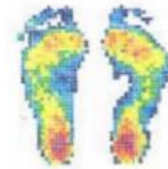
Actual research results show that more than 25% of
Area increases = pressure (impact) decreases

Changes after wearing functional insoles



BEFORE

Clumped pressure points can check



AFTER

Spread throughout the foot Even distribution of pressure points

Change to 'Healthy feet'

Improvement effect of more than 86%

after wearing functional insoles

(Source : Br J Sports Med, 2017 Jan;51(2):86-96.)

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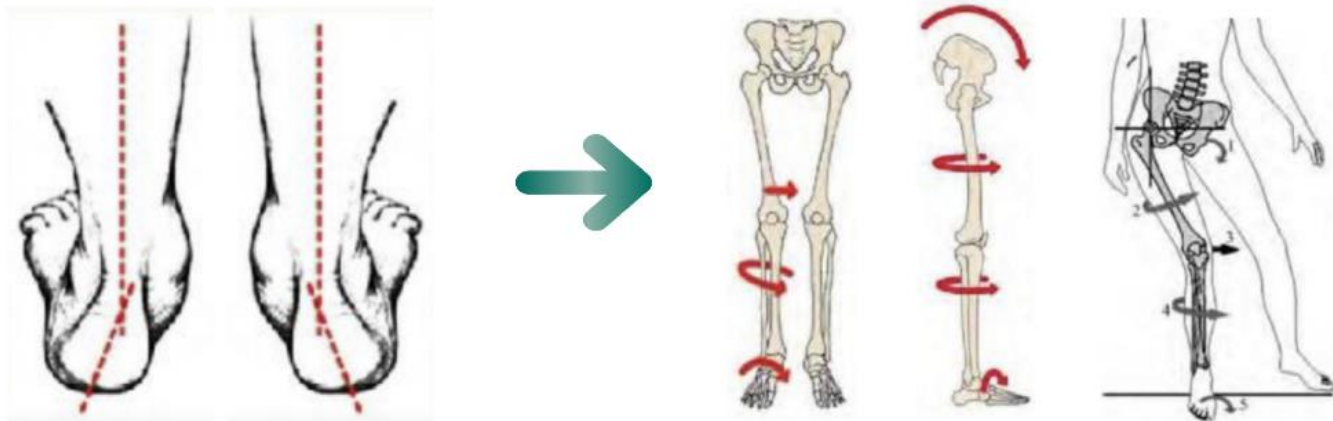
4 Circles of the Earth

Even after treatment after experiencing foot pain,
the use of functional insoles is inevitable.
Additionally, the average distance a person
walks in a lifetime is '4 laps of the Earth'.
As aging progresses, functional insoles are used.

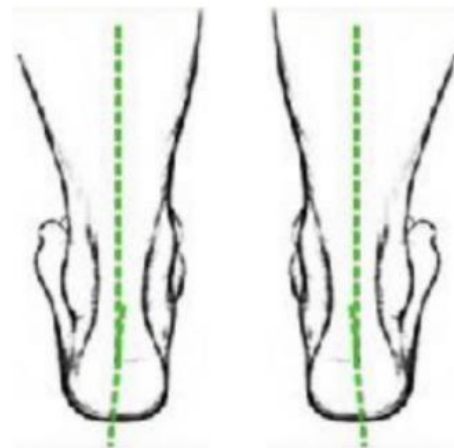
EFFECT OF FUNCTIONAL INSOLE

The inevitability of comfortable shoes

Disease caused by foot pain



After using functional insole



“Fatigue and shock accumulation in the feet lead to diseases elsewhere”

Impact on the foot causes ankle pronation, causing the body to lose balance. This leads to knee, spine, and back pain. You will face results. Functional insoles play an important role in maintaining the body's balance and preventing these outcomes.

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Add technology to branding

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The flow of a functional brand is structured so that a well-made 'main product line' creates the identity of the entire brand. Walking Master develops branding with a 'round toe' shape and 'silicone technology' that takes into account the various foot shapes.

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MOOLKUNG PRODUCT POSITION

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MOOLKUNG 1.0



MOOLKUNG 2.0



MOOLKUNG 3.0

1.0 Long standing, working, stability, adhesive

2.0 Casual, soft, flexible, adhesive, sneakers

3.0 Natural leather, trekking, mountain climbing, increased activity

Foot care market status target share

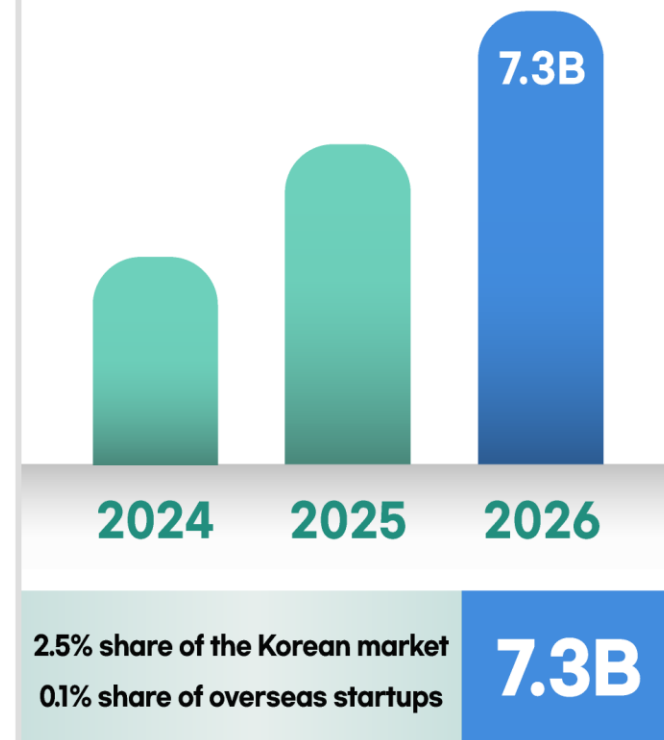
Size of service/production occupations

Occupations	2023.08
Total	27,005
Manager	393
Experts and related workers	5,401
Office worker	4,662
Service workers	3,044
Sales worker	2,878
Skilled workers	1,474
Technical workers	2,340
Machine operators	2,937
Simple laborer	3,876

• Global market size: 85 trillion market
(Based on service/production workers worldwide)

Source: Employment by occupation, Statistics Korea

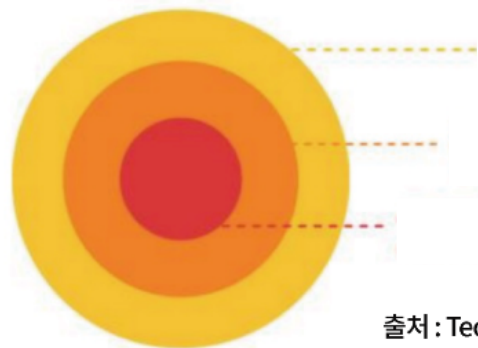
Target share



WORKING SHOES

GLOBAL FOOTWEAR

Target market size



200T: Global foot care market

85T: Foot care market
(OECD Countries)

2T: Domestic foot care market

출처 : Technavio (Global Foot Market)

Domestic foot care market growth rate



*CAGR : Compounded Annual Growth Rate

The domestic foot care market has grown
at a CAGR* of 7% since 2018.

Walking Master develops foot health care services that combine differentiated digital healthcare technologies,
We target service and production industries that directly experience foot fatigue, and ultimately aim to expand into the global foot care market.

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BRAND POSITIONING

WALKING MASTER

HIGH PRICE

HOKA

NIKE

grds

allbirds

SALOMON

WALKING MASTER

NORMAL

UNIQUE

asics

IYSO

CONVERSE

LOW PRICE

POSITIONING

Incorporating a new material, silicone

We offer shoes at reasonable prices.

With a unique identity design

Establishing Walking Master's unique positioning

Investment value, investment assets, The shoe market requires accumulated know-how

	WALKING MASTER	SALOMON	HOKA	asics
Brand identity	The essence of shoes: 'Comfort' even when standing for long periods of time	French outdoor brand (trail running) Started as a minor community -> changed to fashion shoes		Japanese running shoe brand, Toyota of running shoes
Differentiation	Work-wear concept	Increased popularity of functional shoes that pursue comfort		Specializing in running shoes
Representative product				
Features	Insole, midsole 98% shock absorption and dispersion Work efficiency, and differentiate as a lifestyle brand	outdoor sports adventure	outdoor sports adventure	Active collaboration with trendy brands
etc.	Repurchase due to quality (word of mouth marketing, low CAC cost)		3 million dollars in 2012 Acquired Deckers in 2013 Sales \$1.4 billion	The proportion of fashion shoes increased by more than 50% in 2020 Highest sales ever in the first quarter of 2023
	Wide feet, emphasis on standing durability	Narrow, with a Western foot structure		This is a Japanese product and has wide feet compared to Western brands.

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PRODUCT MARKETING STRATEGY

WALKING MASTER



Technical footwear based on silicone insole
Emphasizing 'comfortable shoes' as the top priority

With a bulky shape Positioned as a shoe
that appeals and is comfortable for everyone

Producing various colors Expanding the range of
choices to reflect customer needs based on color

Manufactured with different hardnesses of
silicone to suit the purpose of the shoe

Supplying less quantity compared to demand. Appeal
that this product is available only to those who need it

Increase the proportion of online mall sales compared
to large stores Go viral by accumulating reviews

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TARGETING STRATEGY FOR 3040

64,800

Average of 60 people per day
3 years cumulative offline
Department store customer analysis

31,000

Online cumulative purchases
review

\$89

Average per customer
Purchase unit price

33%

Repurchase rate within 6 months

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Walking Master is a powerful and relatively picky consumer.
Our main target is young mothers in their 30s to early 40s.

**Increased brand awareness
and rapid growth, lower CAC costs**

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BRAND MARKETING STRATEGY

WALKING MASTER

Expansion position



Target group



Target age group: The initial age group is the target group with high purchasing power over 3040, and the target group is expanded according to the MZ generation's interest in functional products.

Advantages: Business that increases per-guest price, creates its own fandom due to high customer loyalty, strong need for 'comfortable shoes' and low churn rate

Marketing position: Started with customers with clear needs for comfort, such as those in the early service industry, has now expanded to include daily shoes and is distributed to various positions.

Inventory asset management: D2C brand, small quantity production possible with small variety of signature products (directly connected to marketing), factory establishment plan (Q/C possible)

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Brand expansion strategy

Functional market influx in 2030

“ You can't go back to a time when you didn't have them. ”



Vegan food



Health functional food



Home training



Functional shoes

“ Targeting the rapidly growing interest in health among the young generation ”

Health trends such as veganism, health functional foods, and home training are moving mainly among the younger generation. They could not consume the shoe market because there was no brand they wanted, but the market potential and needs were sufficient.

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Target base expansion strategy

2030 male target



We provide the right products according to the younger generation's interest in functional fashion (functional shoes, outdoor products, sportswear). Expand the target to male customers in their 20s and 30s who have a high repurchase rate if they like it and expand their loyal customers and brand fandom.

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OUR BUSINESS STEP

WALKING MASTER

1 STEP

Functional insole
Collection
of customer data

2 STEP

Sales expansion
through Shoes

3 STEP

Solid with a focus
on walking
Building a Lifestyle

We create branding that integrates walking naturally into your lifestyle.
Completing an attractive form of life realized with Walking Master products

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FUNCTIONAL INSOLE / SHOES

WALKING MASTER

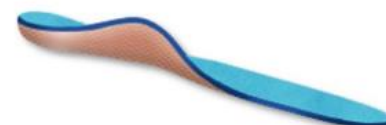
Lv.1
입문



Lv.2
일반



Lv.3
프리미엄



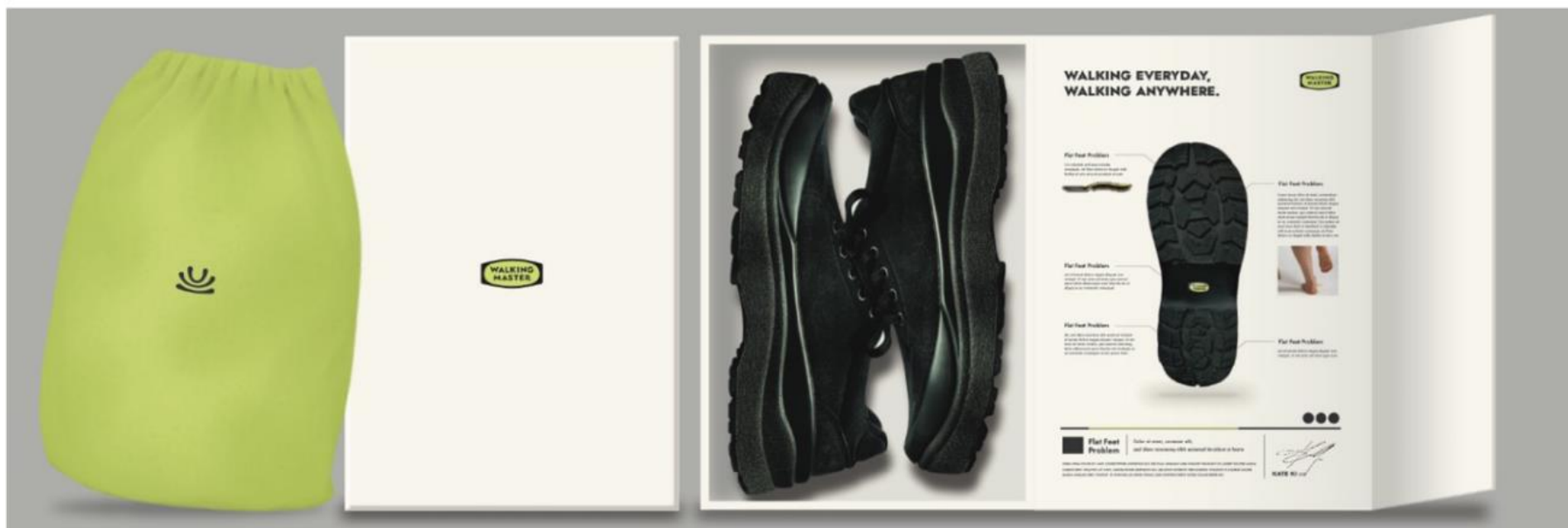
PRODUCT LINE UP

01

Launched the first functional insole
Securing a clear customer base
and technological capabilities

02

Secondly, in the existing insole
function, Release of developed
shoes to meet needs Natural
influx of clear existing customers



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FUNCTIONAL MARKETING

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“ 깔창 낀 것과 안 낀 것은
아예 느낌이 달라요 발 아파서
신지 못했던 신발을 덕분에
다시 신고있어요
카카오메이커스 김OO님



“ 평소에 발바닥 통증으로
엄청 고생하는데, 깔창
착용하고 많이 좋아졌어요
카카오메이커스 박OO님



“ 신발 디자인도 기능성
신발 같지 않아서 좋고,
발바닥 쿠션도 너무 편하네요
카카오메이커스 김OO님



STRATEGY

For customers with foot pain needs, A brand recognized for its functionality Once a customer is introduced, he chum rate is low. Growing into a sustainable brand

DISTRIBUTION PROCESS



WALKING MASTER

Technology
+ Product quality
+ Sales channel

+

Customer experience + A/S

=

Innovation in the foot health market

Providing excellent quality products
quickly and competitively
Development, production and distribution
possible with quality

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BUSINESS MODEL

WALKING MASTER

B2B contract



Market entry / MAU 300,000
Foot pain market

LOTTE
DEPARTMENT STORE

OLIVE YOUNG

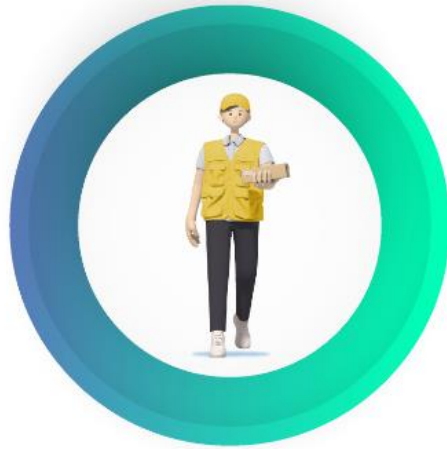
HYUNDAI

SHINSEGAE

Homeplus

emart

B2B contract



Transition period / MAU 1,000,000
Service industry target market

CJ LOGISTICS

HANJIN

LOGEN
로젠택배

KOREA POST



GOPIZZA

Cooperation Agreement



With expertise
Have a network



세브란스병원
SEVERANCE HOSPITAL

ChosunMedia
조선일보

kakao

NAVER

Cooperation Plan



Expansion / MAU 2,000,000
Sports and Tourism Market



adidas

DESCENTE

FILA

new balance

lecoqsportif

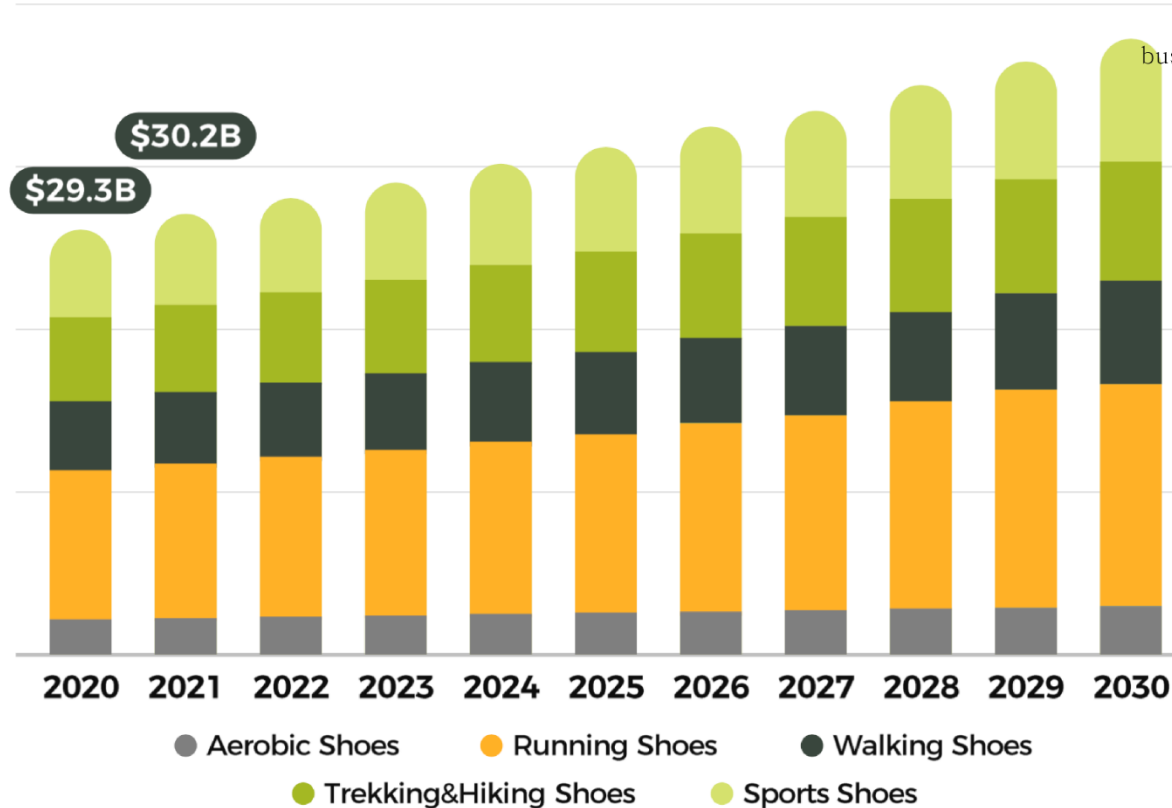
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Global expansion strategy

● INTRODUCTION TO THE FOOTWEAR MARKET

U.S. Athletic Footwear Market

Size, by type, 2020-2030 (USD Billion)



GRAND VIEW RESEARCH

3.7%
U.S. Market CAGR.
2022-2030

Source
www.grandviewresearch.com

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Global expansion strategy



10%
decline



10%
decline



10%
decline



10%
decline



10%
decline



10%
decline



10%
decline



25%
decline



50%
decline

Ultimately, what is more important than price and product competitiveness is functionality.



Increased prevalence of sports-related injuries, including muscle tears



Shoe insole sales continue to surge

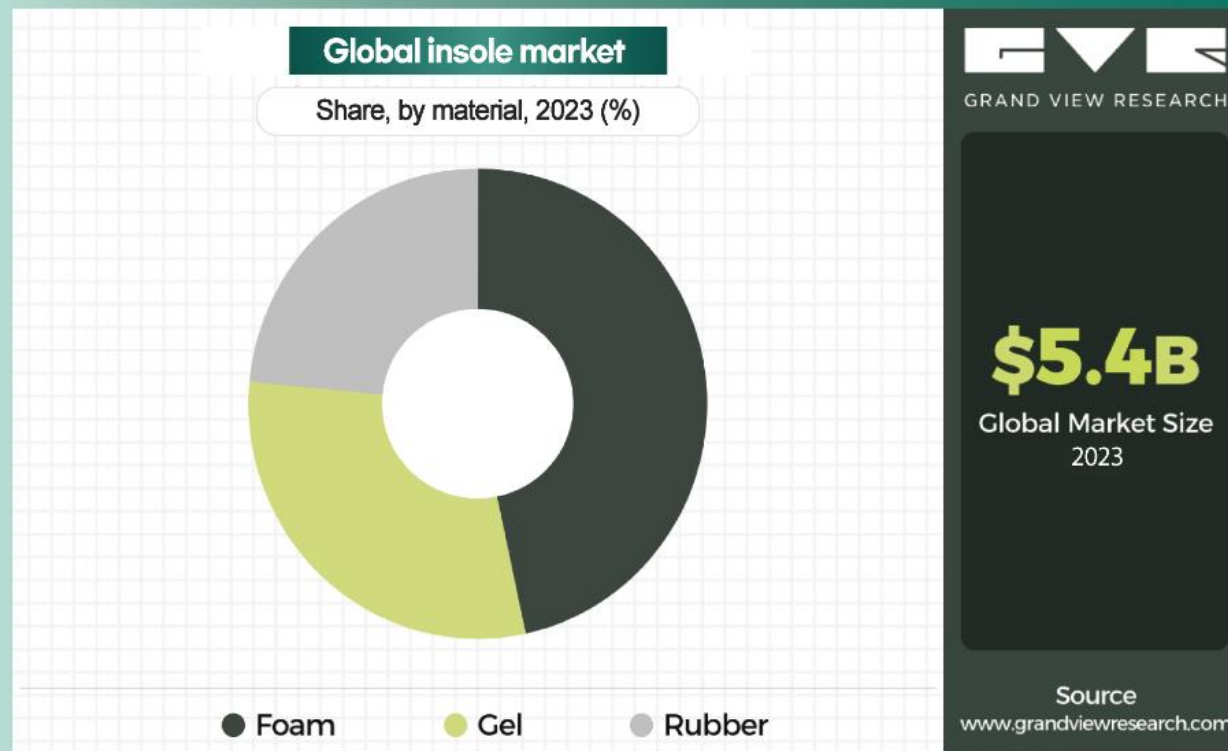
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Global expansion strategy

WALKING MASTER



“Foot pain when walking or standing for long periods of time (Plantar fasciitis, hallux valgus, etc.) Global issues”



45%

Globally, consumption of foam-type functional insoles is 45%, a market with high customer needs.

CAGR 4%

The insole market is growing by 4% every year, and the functional shoe market is at the center of that growth.

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Global expansion strategy

Germany

B2B

Hospital ex. Orthopedics

Global Shoes Brand

Nike, Adidas, Hoka, Salmon



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Singapore

B2C

E-commerce

Amazon, Lazada, Shopify

Service industry and long
standing occupations

Delivery, Restaurant, Nurse,
Factory producer, Soldier, Teacher

B2B

Global Shoes Brand

Franchise Restaurant

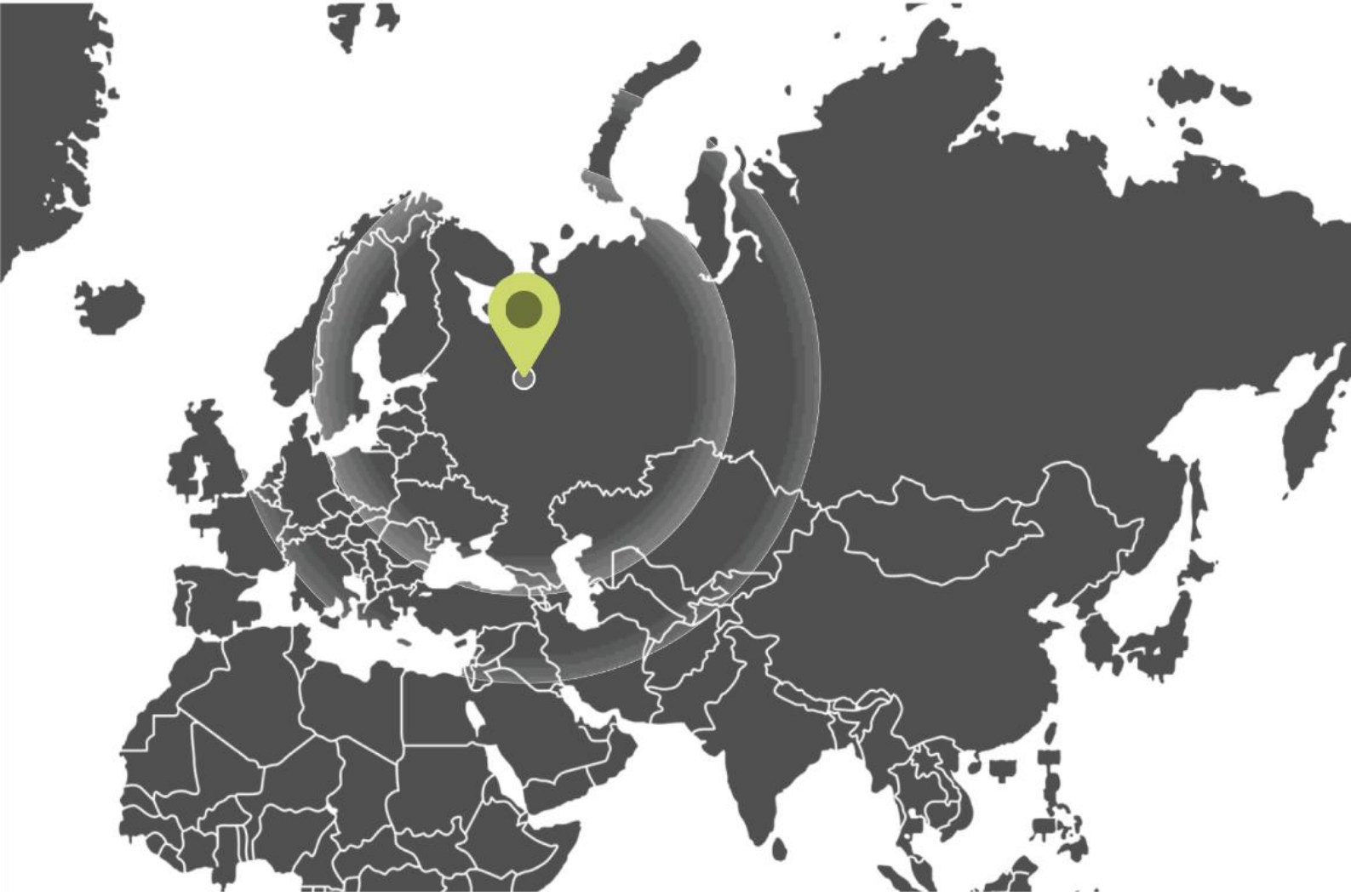
Hospital-related Institutions

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Global expansion strategy

- Increased investment by companies in the R&D field to incorporate cutting-edge materials into shoe insoles

WALKING MASTER



 **BAUERFEIND®**



PEACOCKS
MEDICAL GROUP

SOLO
LABORATORIES, INC.

 **SPENCO®**

SUPERfeet®

Texon 

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Global expansion strategy

asics

aetrex

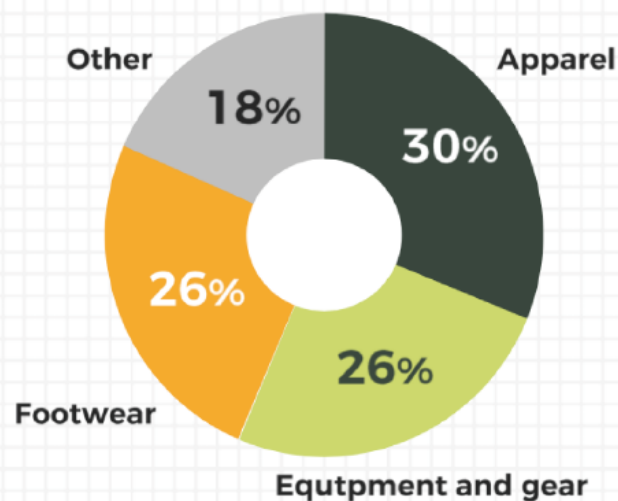
ROCKY
BRANDS

MERRELL M

RED WING
SHOES®

아웃도어 제품 시장 품목별 점유율

IBIS World (2022.4)



Top5



US\$ 36.256m



US\$ 20.545m



US\$ 3.310m



US\$ 2.956m



US\$ 2.093m

Close cooperation with global company Aetrex

We plan to promote functional insole collaboration by actively utilizing the network of our US partner, Aetrex.

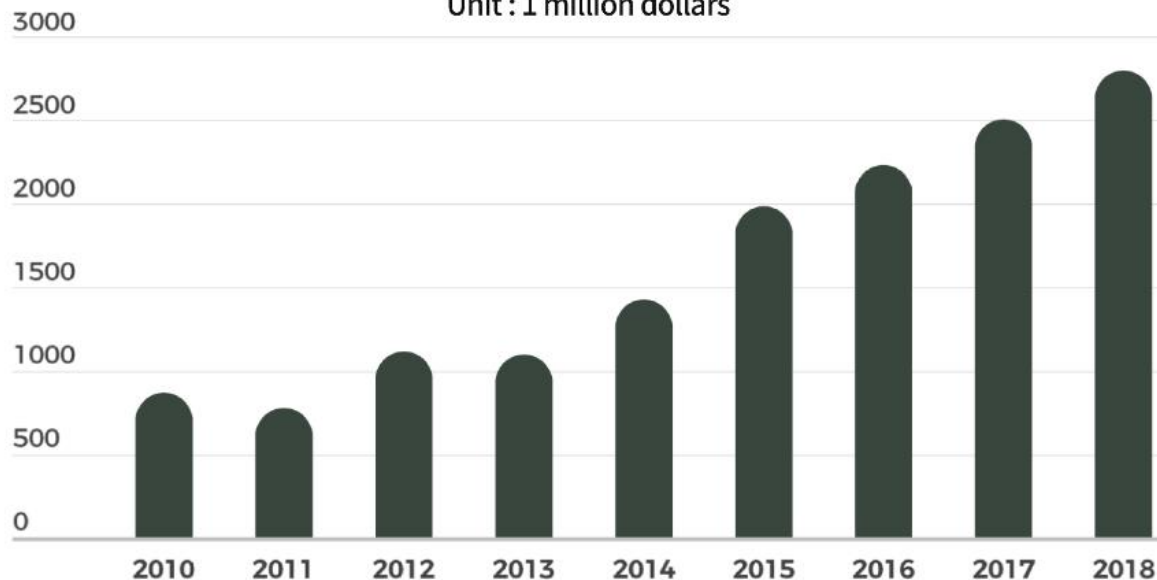
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Global expansion strategy

WALKING MASTER

2019~2024 Sports shoe market retail store sales forecast

Unit : 1 million dollars



독일 과학기술에 정형기술이 접목된 슈마이스터 양성 프로그램 보유
(최소 9년 이상 현장 경험과 인솔/신발 제작 수련 과정)

유럽인의 체형에 맞춰 사이즈 변경화

현지화에 맞는 새로운 맞춤 상품 출시

Germany's sneaker market is increasing every year, and Korea's exports are also steadily increasing

Expected to grow steadily in line with the desired standards of German consumers.

Promote MOU signing for successful localization strategy.

Participation in practical international sporting goods and sports clothing exhibitions.

Expected effect

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Corporate M&A

M&A opportunities for cosmetics companies

Even in the cosmetics field, which is sensitive to trends, we provide a service that recommends cosmetics that suit individual skin types. We have recently expanded our business into the healthcare field, including developing customized cosmetics manufacturing technology.

M&A opportunities for healthcare companies and sports brands

Nike, Adidas, Descente, etc. are continuously making attempts to strengthen the custom insole and functional shoe categories.

IPO

We expect to provide personalized services for the first time in the foot health field and pattern foot data to solidify our position as the first mover of digital health care and to be recognized for our brand value.

Potential M&A industries

Beauty & Cosmetics



Digital Healthcare / ICT



Customizing Shoes & Insole



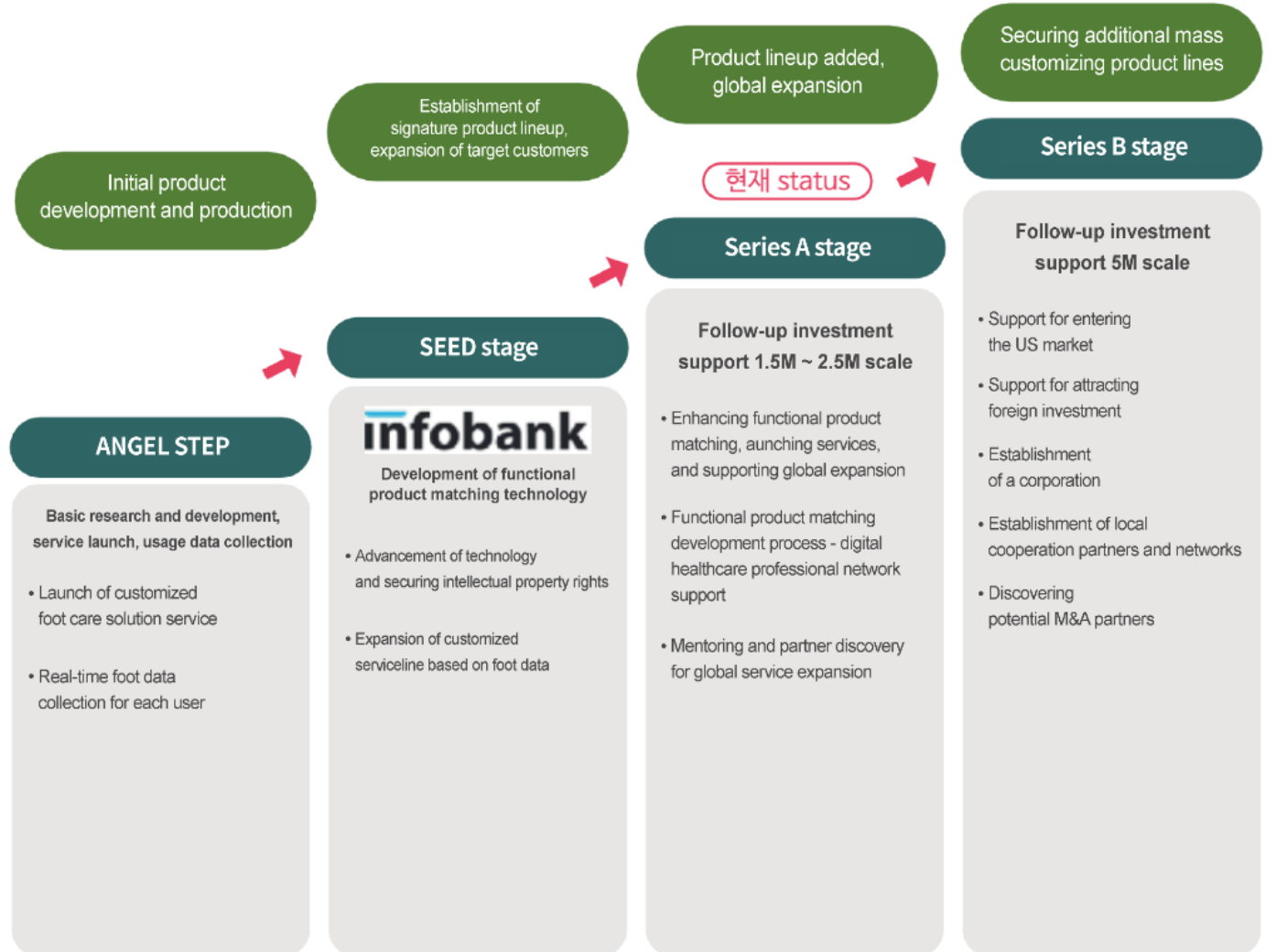
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Five-year pro forma financial statements

Clear ROI, rapid scale-up possible when investing domestic and overseas marketing costs based on investment attraction

WALKING MASTER

소요항목	소요내역	총 합계	소요계획
에드온(CRM) 프로그램 개발비	외주 데이터 가공비 월 400만원 *전달 인력 2명 배정 금액	연 4천 8백	2020년 5월~2021년 4월 까지 *후후 자체 마케팅 기법으로 활용
(마케팅) ①고객 리타겟팅 메시지 발송 비용	월 600만원×24개월 = 1억 4천 4백 *간담 10원, 60만명 기준	2억 8천 8백	2020년 8월~
②홍보영상 제작비용	월 600만원×24개월 = 1억 4천 4백 *최소 2백만원의 3가지 시리즈들로 제작 후 퍼스트 커머스 시장 공략		
지역 거점 안테나 매장 오픈	서울 및 수도권 주요지역 + 지역 거점 = 분기별 3점포 오픈 계획×4점포 = 연 12점포 오픈 4천 5백×12=1매장 당 인테리어 시공비+디자인 = 4천 5백만원	5억 4천	2020년 5월 시작~
데이터 분석에 기반한 신제품 개발비	제품 라인업 추가/분기별 5제품 급형제작비 (사이즈별 제작) - 4천 2백만원 옵션 당 최소 3백만원 ①발급사이즈 225~255mm제작(7 사이즈) ②발발 넓이에 따른 E, 2E제작(두개 옵션) ③이치 및 통종 부위에 따라 제작 방식 변경 예정 Ex: 평발/일반/요목-4,6,8mm로 자체 PB상품군 개발 *제품 연구개발비 - 인력 총원비용으로 대체	8억 4천	2020년 8월~
인력총원비	그로스 마케팅 2 고용 계획 카피라이터 2 고용 계획 *개발 및 마케팅경력직 인력 비용 약 3백만원 예산(12개월/3천6백)	1억 4천	
총합계비용			18억 5천 6백 예산 투자소요금액 15억 3억 5천 6백(매출 대비 수익 재투자)



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OUR TEAM

WALKING MASTER

”

We analyze and study numerous customer foot data.
And find best way to relieve your foot pain.

”

CEO
KATE KI

The second-generation daughter who inherited the family business from her father who had been in the shoe business for 40 years.



CTO
DONG WOO SHIM

A current doctor who graduated from a prestigious medical university in Korea and works hard for patients' sore feet.



CTO
JIN WOO SUL

Adidas Korea's 1st branch manager
And shoe material
And development expert for 40 years



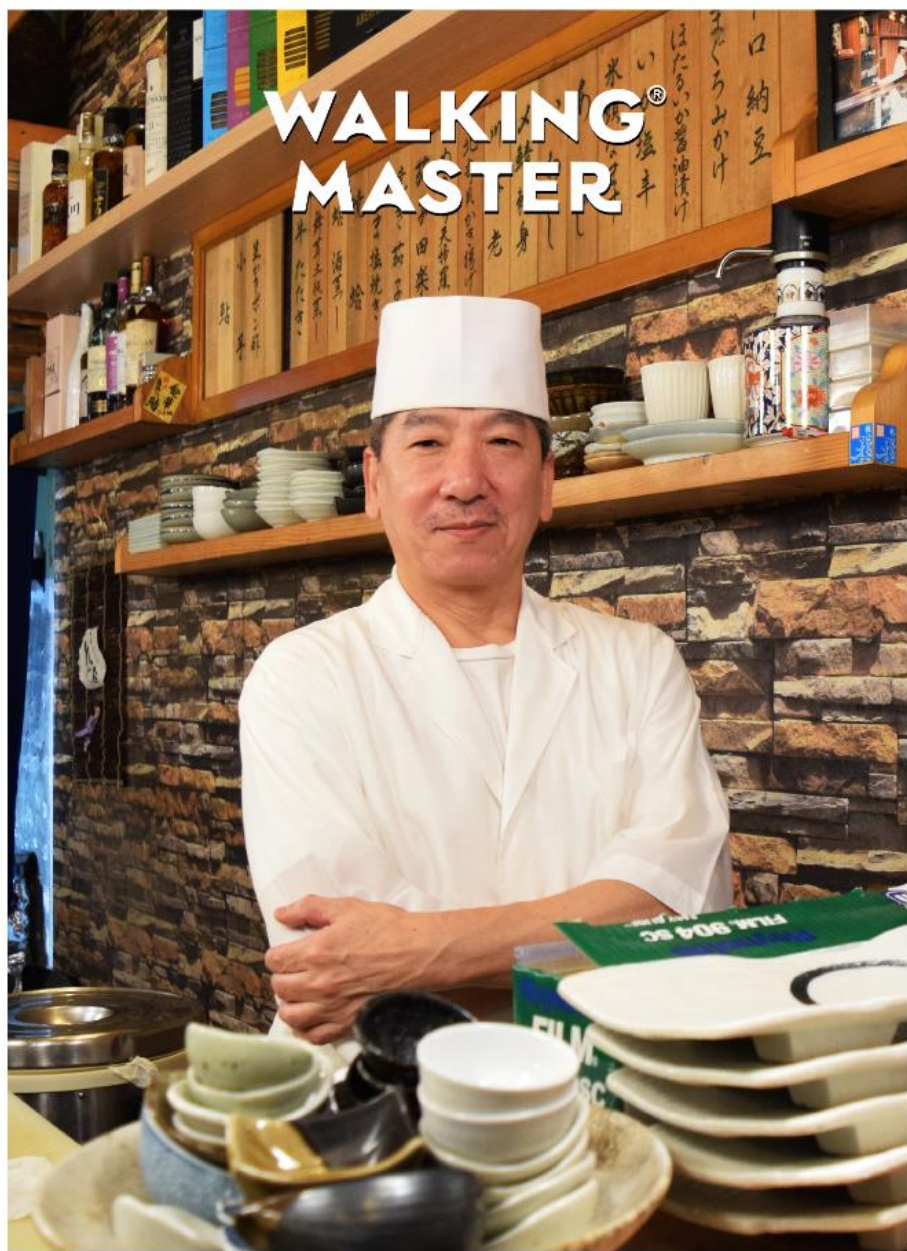
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all day long, anytime, anywhere.



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all day long, anytime, anywhere.



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COMFORTABLE

01

Cooking for a long time and
Japanese chef serving customers



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03

Roasting for a long time
Barista serving customers



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02

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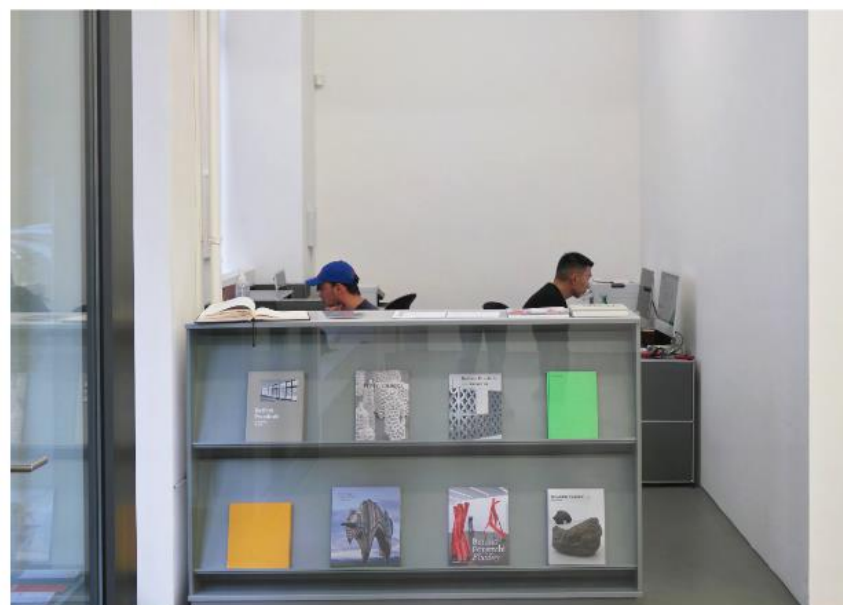
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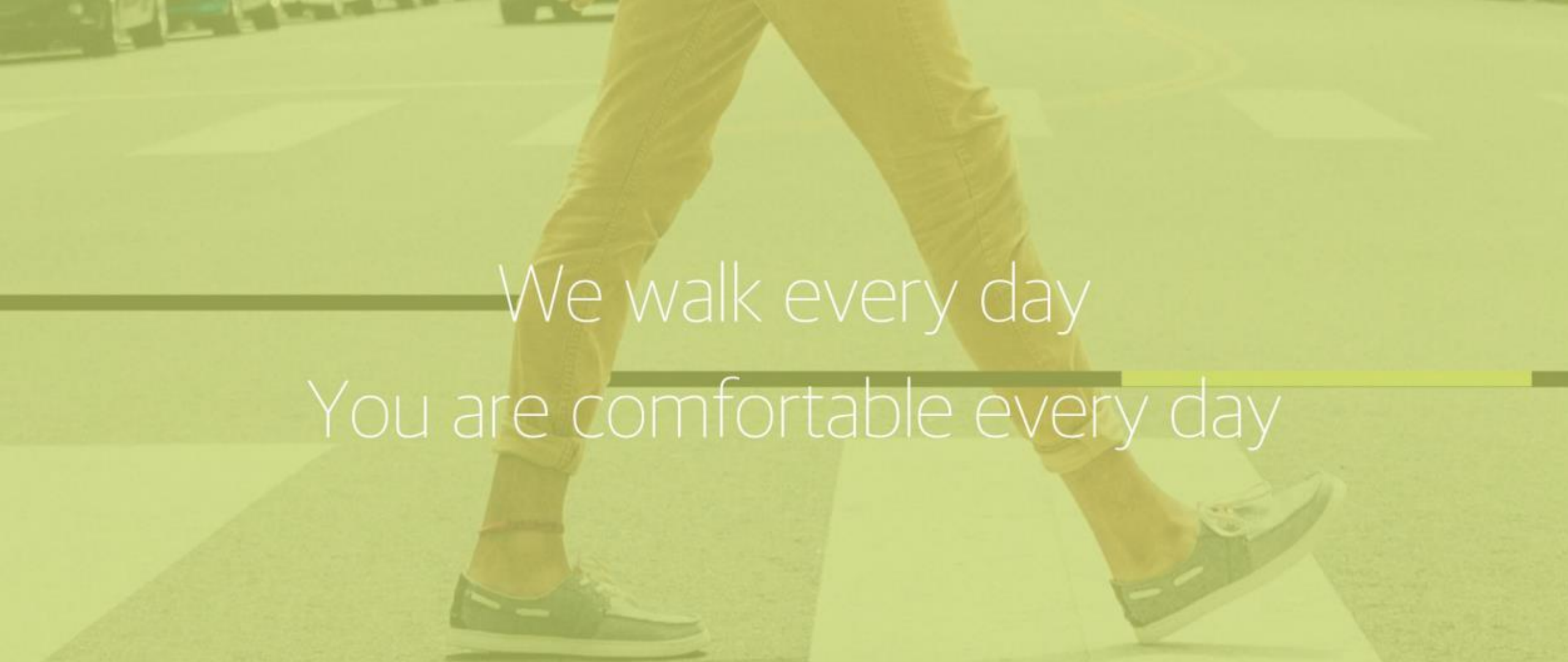


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IN EVERYWHERE**

10

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You are comfortable every day

우리는 매일 걸으니까, 당신의 매일이 편안하도록

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