



BUYING SQUARE



www.buying-square.com



BUYING SQUARE

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CEO Message

BUYING SQUARE is a corporation specializing in IT services for B2B wholesale business. Using Big Data on products of luxury brands from around the world, it is currently establishing one of Asia's leading distribution platforms for luxury goods.

Despite the global recession, the market for luxury goods has been seeing explosive growth. But the IT applied to the industry is lagging behind such growth.

In a supplier-oriented market for luxury goods, **BUYING SQUARE** seeks to tune into the opinions of those who handle the entire process from the release of products from each brand's warehouse to orders by B2C companies, confirmation of orders, payments and delivery. In doing so, **BUYING SQUARE** seeks to offer an integrated solution that helps to resolve any issues in the process and optimize B2B transactions.

Through a partnership with leading wholesale(Boutique) distributors or brand HQ in each country with an average of over 30 years of experience in the industry, **BUYING SQUARE** leverages the brand accounts of local luxury brands in Europe including Italy, Switzerland, Poland, U.K., and France, as well as in the Americas including U.S.A. and Canada to deal with more than 450 both offline and online stores, involving 2,400 brands supplied to local department stores and large-scale offline shops. At present, the company offers differentiated distribution services and competitive products to a variety of corporate customers, ranging from top class major companies in Korea to e-commerce platforms and offline shopping malls.

Working together with some of the leaders in Korea's luxury goods market has allowed the company to achieve an annual growth of 1000% and monthly sales amount of 10 billion won. Moreover, based on over one million points of global luxury brand data, **BUYING SQUARE** has realized a system that can make customized offers and make the most of local sourcing capacity for more convenient location and purchasing of goods by corporate buyers of luxury brands.

BUYING SQUARE sees this as merely a start, as it continues its journey to offering an innovative global luxury goods distribution system. **BUYING SQUARE** represents a space where all business opportunities related to direct buying converge, and new value is discovered.

BUYING SQUARE CEO & FOUNDER,

EVAN CHOI



Company Mission

The goal is to systematize the B2B data worldwide to make it easier for everyone to use.

BUYING SQUARE works towards building a future where the business environment for luxury goods are made into its best possible version, with the help of data, technology and people.



- Buying Square's excellent technology
- Reliable information

- Global buyers and local suppliers
- A number of people involved in the process

Company Core Value

Buying Square creates a space that promotes value.



100% Authenticity

We work together with authentic partners and customers that we can rely on.



Commercial Value

We supply a wide range of competitive products.



User experience

We provide a convenient and easy-to-use B2B transaction environment.

Competitive



A powerful sourcing network

We are maintaining a continuous supply through our strategic partnerships with more than 80 corporate partners and 450 offline stores in Europe and the Americas with sales rights to global luxury brand items. We can supply a large quantity of contemporary, sports, golf, and beauty brand products through the operation of logistics warehouses owned by the local corporate partners.



Number of owned brand accounts

We secured over 2,400 accounts ranging from high-end fashion brands to sports, golf, and luxury watch brand and supplied more than 450,000 items in the past three years.



Explosive Growth Rate

* Secured about 80 domestic and overseas B2B transaction corporations and 230 buyers

* Estimated sales amount in 2022 : KRW 150 billion



※ Based on domestic market

Global Partnership

Based on wholesale accounts secured through global partnerships, it is possible to immediately procure items in stock and secure pre-orders for each season.

Global Partnership in Europe

Product supply partnerships with 450 stores and 80 distributing corporations in Europe; Wholesale accounts for brands secured.



Global Partnership in U.S

We operate eight logistics warehouses owned by wholesale partners in each location (including in L.A., New Jersey and Delaware), which allows us to immediately procure items if needed or secure sufficient pre-order quantity each season, thanks to the buying power that comes from economy of scale.



Distributor Structure

We source luxury brand items through direct transactions with major distributors around the world.



EUROPE

ITALY, FRANCE, UK, POLAND, GERMANY, SWEDEN, SWISS, CZECH, BULGARIA, CYPRUS, SPAIN, IRELAND

AMERICA

US, CANADA, PANAMA

MIDDLE EAST

UNITED ARAB EMIRATES, ISRAEL

ASIA

KOREA, HK, JAPAN

Brand Account

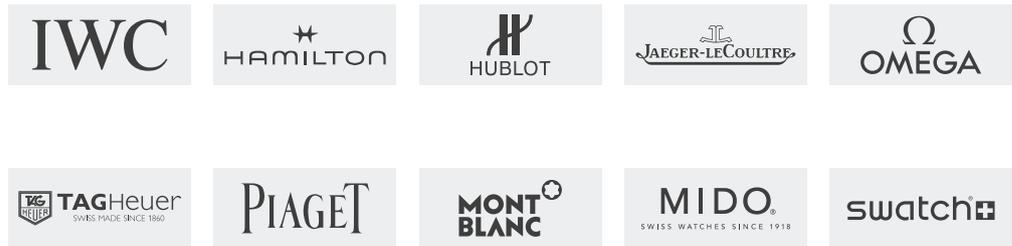
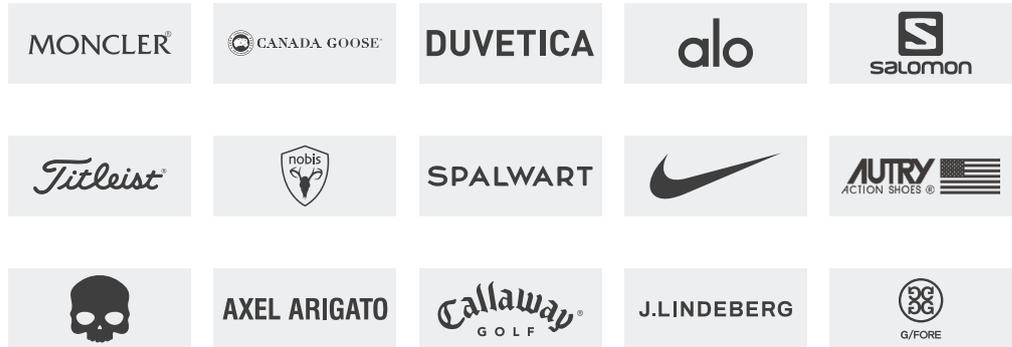
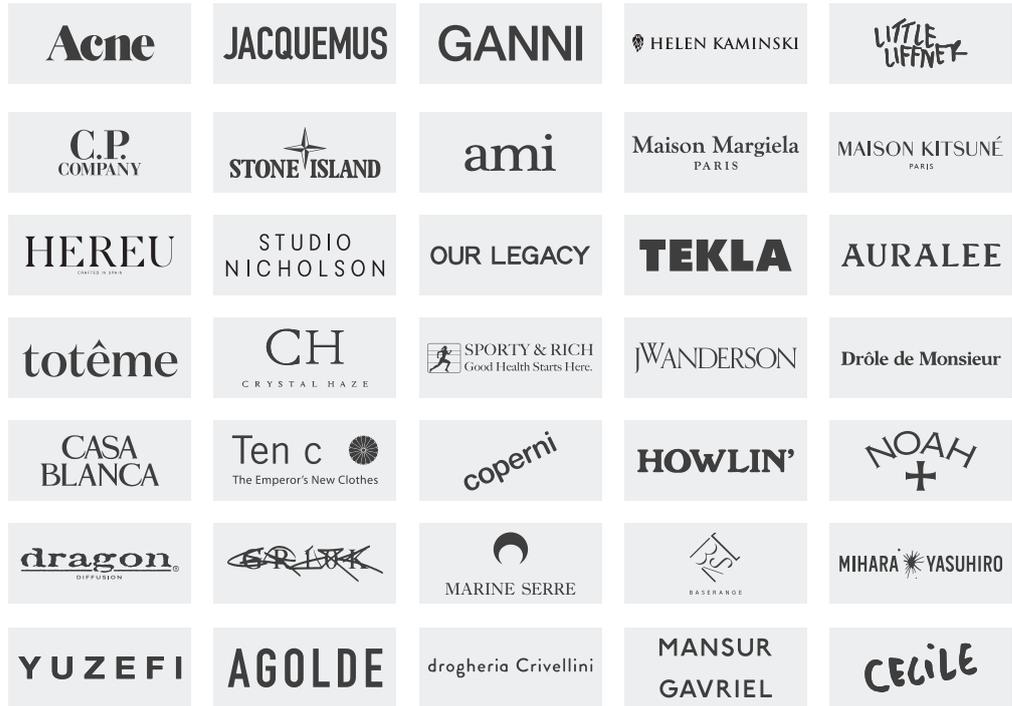
With over 2,400 brand accounts ranging from brands of high-end fashion, luxury goods, sports items, golf items and watches, Buying Square is able to promptly secure goods that stand out among the competition.



FENDI	BOTTEGA VENETA	CELINE	PRADA	GUCCI
SAINT LAURENT	BURBERRY	LOEWE	VALENTINO	TOM FORD
<i>Salvatore Ferragamo</i>	BALENCIAGA	Mulberry	MIU MIU	Chloé
THOM BROWNE. NEW YORK	HERNO	BIJOUX GIVENCHY	JIL SANDER	BRUNELLO CUCINELLI
JIMMY CHOO	<i>Roger Vivier</i> PARIS	Loro Piana	RIMOWA	MaxMara
MARNI	Vivienne Westwood	Proenza Schouler	KIENZO	Alexander McQUEEN

Brand Account

Due to over 2,400 brand accounts ranging from sports brands to high-end fashion brands, differentiated products can be secured in a more prompt manner.



Clients

Partner companies of Buying Square include Korean department stores, conglomerates both in Korea and abroad and leading e-commerce platforms.

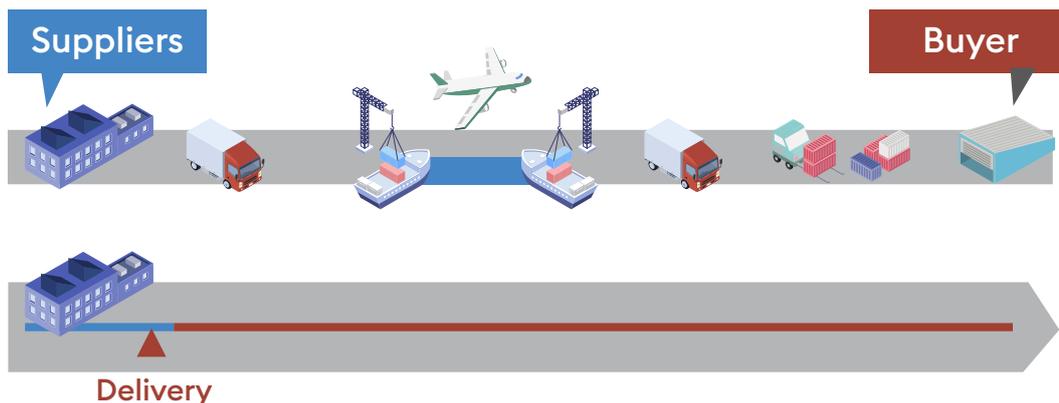


Shipping Terms

BUYING SQUARE offers two options for transactions - EXW or DDP.

However, for international transactions with countries other than Korea, only EXW terms are applied due to customs.

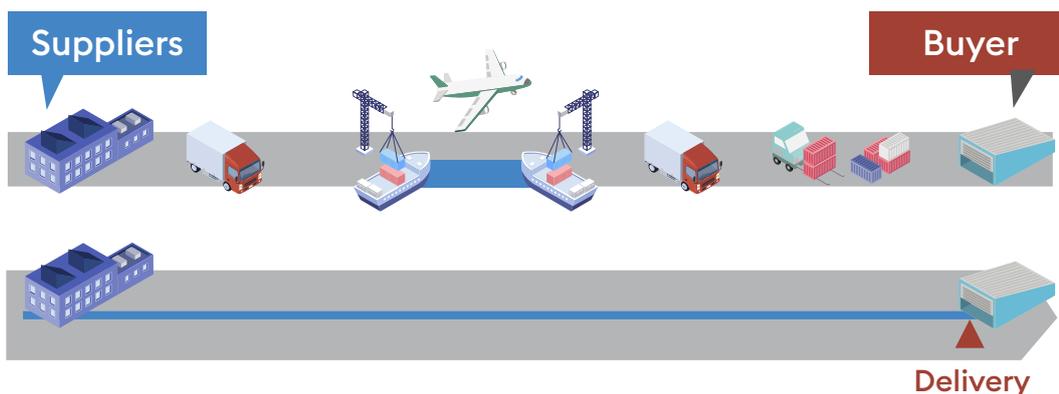
EXW



EXW(Ex-works)

The buyer only pays for the product. The product prepared at the warehouse of an overseas supplier of BUYING SQUARE is picked up by a transport company that has a contract with the buyer to proceed with import/export and loading of cargo.

DDP



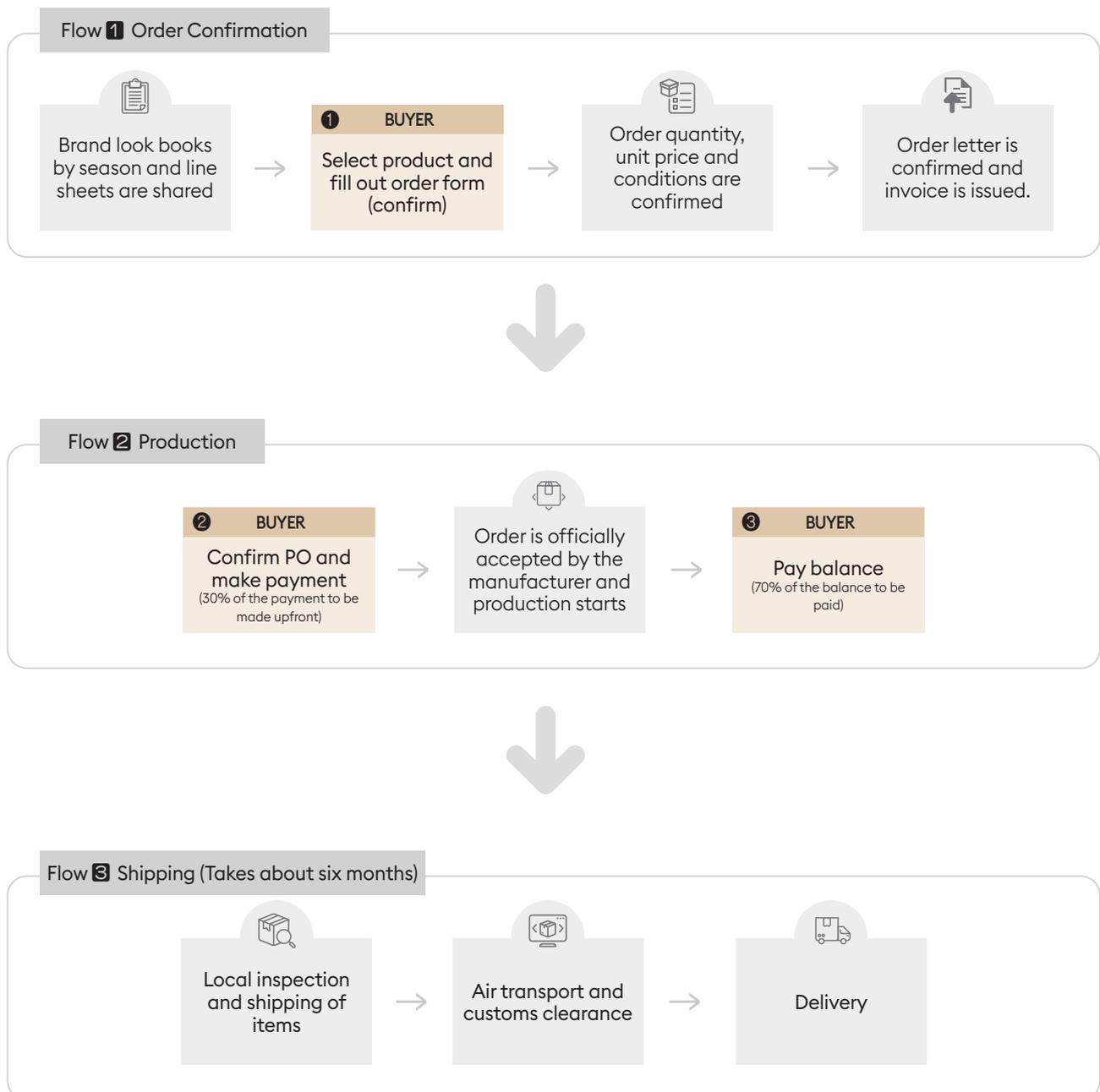
DDP(Delivery Duty Paid)

A conditions applied to domestic transactions where the price of the product, logistics costs, and all expenses incurred during product import including duties and taxes are compiled to be paid to Buying Square. A tax invoice that includes a 10% VAT is issued. All steps regarding the loading of cargo and delivery are handled by Buying Square.

Buying Process 1

Pre-Order

This is an order format adopted about 6 months to a year in advance of a given season. The order confirmation rate is high and it allows for the establishment of advance sales plans. It increases the chances to secure large quantity orders, items that are likely to sell out, rare items or classical items. As such, in the case of major brands, pre-orders are the default format.



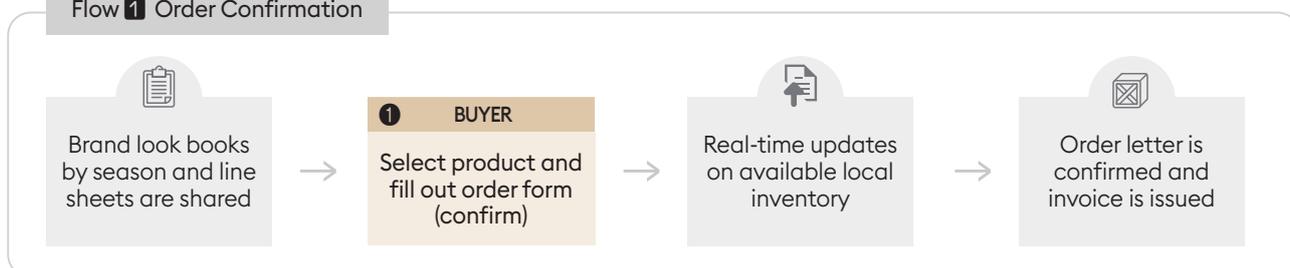
※ The average ratio of deposit to balance for pre-orders is 3:7. This ratio is subject to change according to the brands.

Buying Process ②

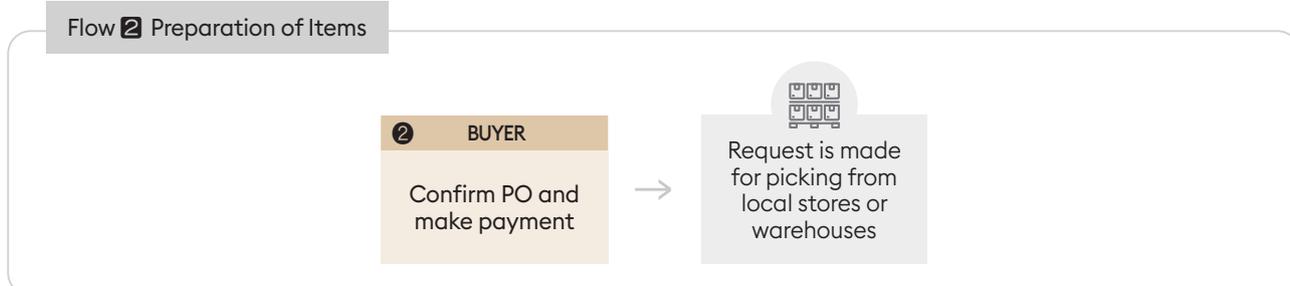
ATS/In-stock Order

- **ATS** This option allows for the order of stock items that can be ordered within one to three months from brands, and includes basic styles and classical items that can be ordered regardless of the season. The advantage is that the desired products can be ordered immediately depending on the brand's inventory, but quick order processing is needed to increase the rate of confirmation as inventory is sold out quickly.
- **IN STOCK** This is a type of offer that comes with unique brand discounts, store inventory or agent offers only available through BUYING SQUARE.

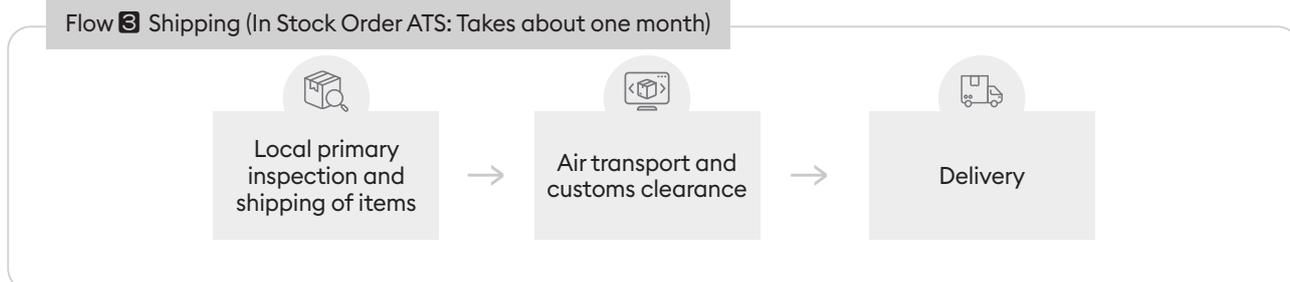
Flow ① Order Confirmation



Flow ② Preparation of Items



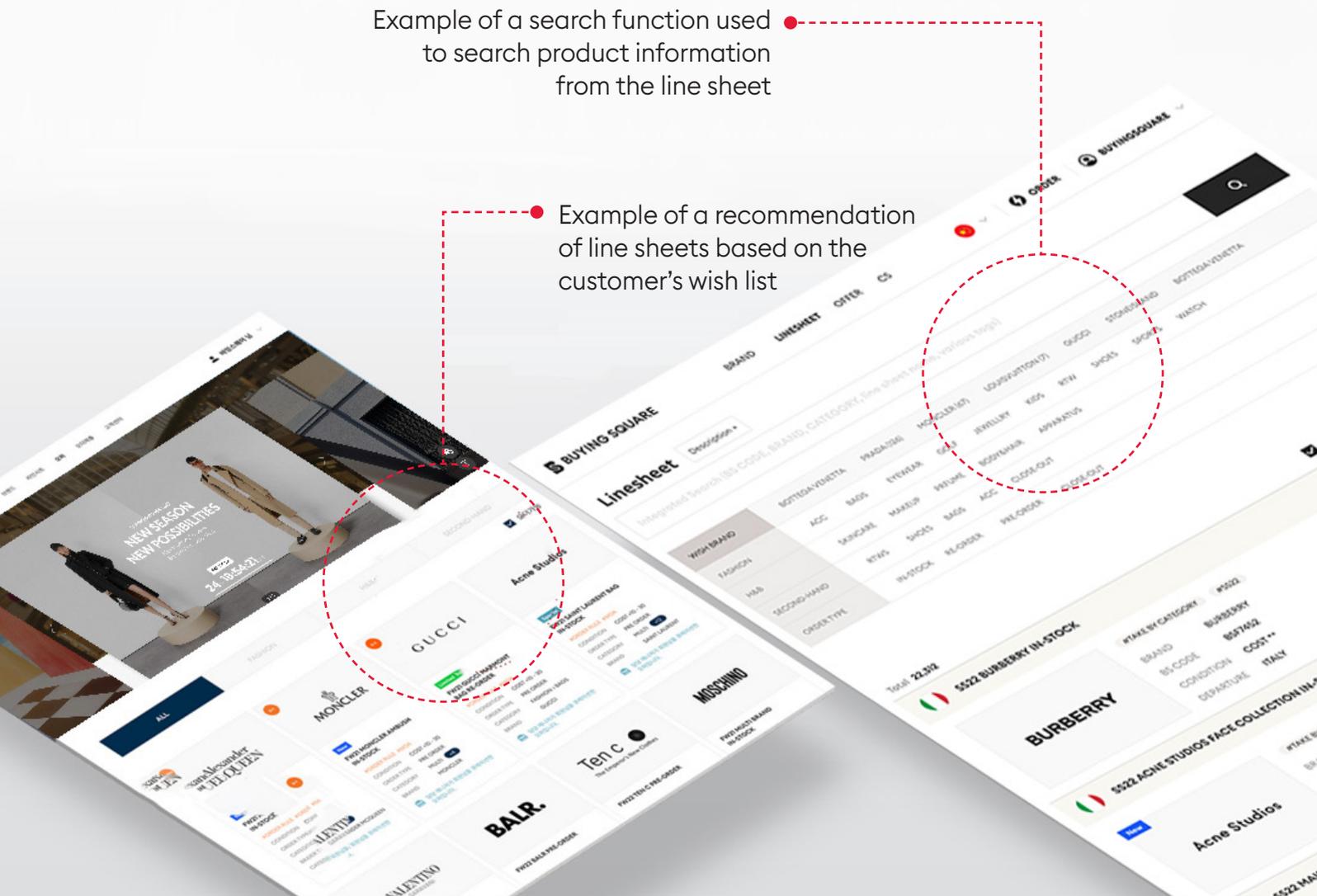
Flow ③ Shipping (In Stock Order ATS: Takes about one month)



Platform

One of Asia's first leading luxury brand platform

- We aim to innovate the ecosystem for the outdated and complex B2B environment for luxury goods



Example of a search function used to search product information from the line sheet

Example of a recommendation of line sheets based on the customer's wish list

1. Easy-to-use search function for the product line sheet

By filtering based on brands, conditions or order rules, you can easily search for and download the product line sheets you want.

2. Systematic order information management

The products, payment amount, real-time shipping status and CS information can be viewed for the accepted orders for more systematic management.

3. Customized Offer

We provide the brand line sheet and product information which is customized to the customer's wish brand list, budget and business.

Membership Registration Form

BUYING SQUARE creates a valuable space.

BUYING SQUARE

Sign up

Enter account information Select Wish Brand

✓ e-mail * [Email Authentication](#)

* You may only use a corporate email.
* An authentication mail will be sent to the email you entered. Please enter a correct email address.

✓ password *

* Your password must be between 8 to 16 characters long and must contain at least two character categories among the uppercase characters, lowercase characters, digits, and special characters.

✓ Confirm Password *

✓ Name *

✓ Mobile phone number *

* Please do not include hyphens (-).

✓ Nationality *

✓ Business type * Personal Corporate

✓ Corporate (Business name) *

✓ Business registration number *

* Please do not include hyphens (-).

✓ Sales channel * Online Offline

✓ Website address *

Agree to all Terms and Conditions

Consent to Terms and Conditions [Required] [View Terms and Conditions](#)

Consent to the collection and use of personal information [Required] [View Terms and Conditions](#)

Consent to receive marketing SMS or emails [Optional]

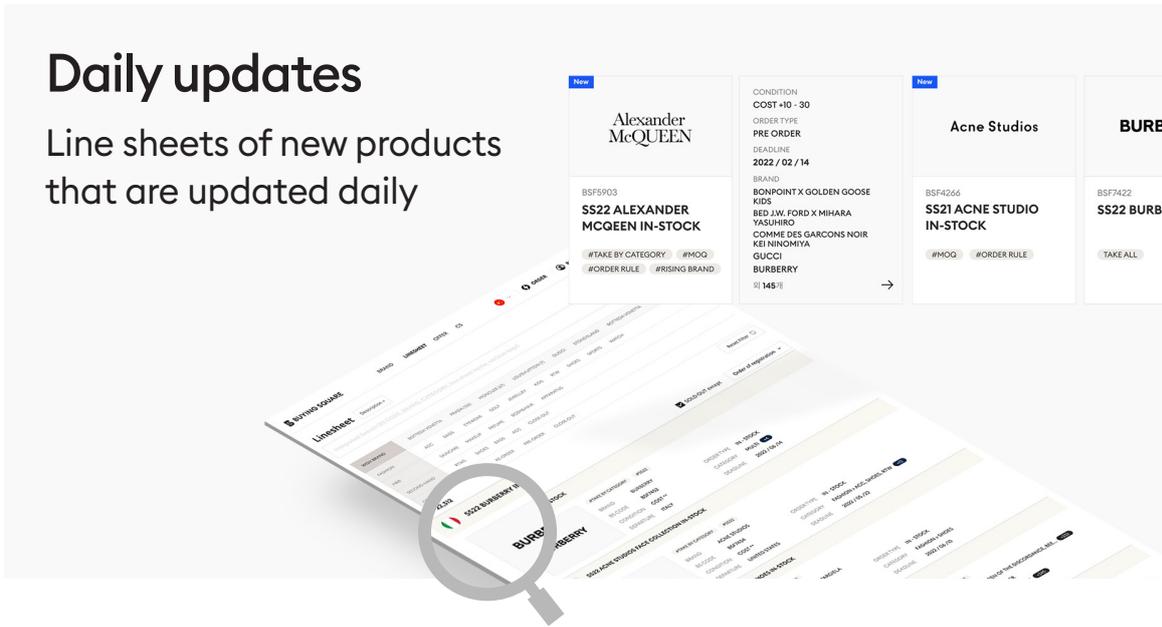
Next

Join Membership

1. Click 'Register' on Buying Square's official website.
2. After entering your account information, giving your consent to the overall terms and conditions for use, and selecting the brands you would like to add to your wish list, proceed with the process of becoming a member with pending approval.
* If you do not grant your consent to the reception of email, you may not be able to receive all notifications on special offers.
3. After the information you entered is checked by a manager, you will be contacted to submit the documents necessary to become a full member. Alternatively, an email link may be sent to you.
* We will get back to you within 3 business days.
4. If using the email link, upload a copy of bank account and certificate of business registration and request approval to become a full member.
* If available, please upload your company profile.
5. After review of the submitted documents is complete, an approval email is sent. Receiving this email indicates that you have become a full member.

Linesheet

Become a member of Buying Square to see the line sheets of the latest trends that are updated daily.



D-Day

BURBERRY

 **SS22 BURBERRY IN-STOCK**

#CARRY-OVER #MOA #ORDER RULE

BS CODE	BSF7400
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BRAND	BURBERRY
CATEGORY	FASHION > ACC, BAGS, SHOES
SEASON	SS22
DEPARTURE	ITALY

CONDITION	ATTACHED		
DEADLINE	2022-05-11	ORDER TYPE	IN-STOCK
MOA	-	EUR 10,000	MOQ
ORDER RULE	1. Categories must be well mixed. 2. Not only best sellers.		
INCOTERMS	EXW, DOMESTIC	DEPOSIT	-
DELIVERY	4 - 8 Weeks afgter payment		

Download Line Sheet  Create Order 

1. By clicking on the line sheet, you can see the detailed information including order rules, payment and trade terms.
2. Click 'Download line sheet' on the screen for 'View details of the line sheet' to download the file.

How to create an order

Take care of the entire process from downloading the line sheet to submitting the order form with just one click!
With Buying Square, orders for luxury goods are simple than ever.

Create Order

Please check the **ORDER RULE** before submitting the order.

✓ Order Information

✓ Line Sheet File Attachment *	<input type="button" value="Select File"/>
	Please drag and drop multiple files to here.
✓ Order Quantity *	<input type="text" value="Please enter the total product quantity."/>
✓ Order Amount *	<input type="text" value="EUR"/> <input type="text" value="Please enter the total product amount."/>
✓ Submission Message *	<input type="text" value="Please write a message that you would like to deliver to the manager upon the submission of the order."/>
✓ Order Terms and Conditions *	<input type="checkbox"/> Consent to Order Terms and Conditions (Required) View Terms and Conditions

0/400 characters

Detailed description

1. Fill out the order form in accordance with the order rules and conditions presented in the line sheet. Then click 'Create order'.
2. Click 'Select File' to attach the file of the line sheet for which you created an order.
3. Select the currency in which you are placing the order and enter the total amount.
(If you cannot verify this amount due to the conditions not having been confirmed, enter an approximate amount and make a request for the exact amount in the message.)
4. Enter order quantity
5. (Optional) Write a message to the sales manager in charge.
6. Check the terms and conditions for the order and check the box for consent.
7. Click 'Submit order'

Contract

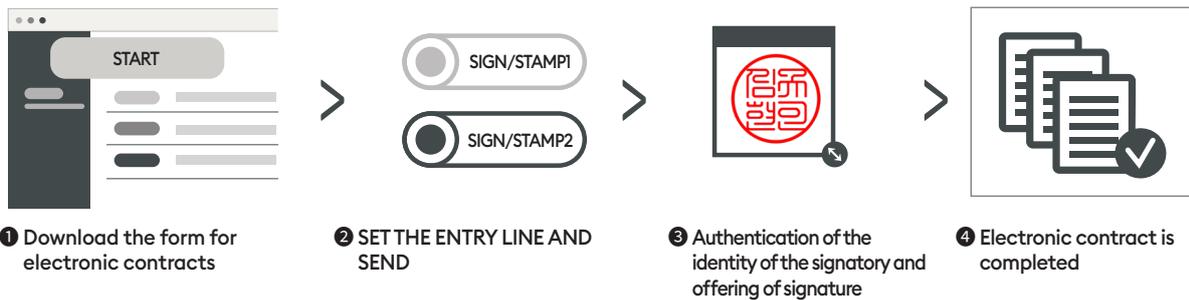
Contracts are concluded as a contract of direct purchasing by Buying Square.
The contract can be implemented in any of the following two ways.

1 Registered Post

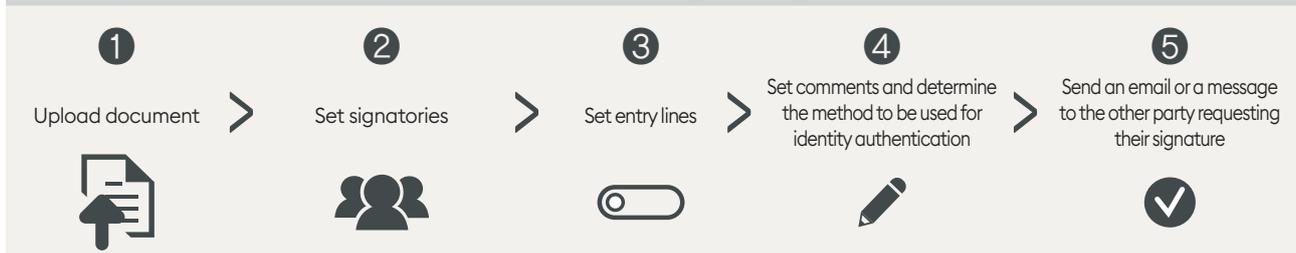
Sign two copies of the contract for direct purchasing by BUYING SQUARE and send them to the buyer → The buyer signs the received contract and sends one copy back to the other party.

2 Electronic Contracts (via the website 'Modu Sign')

If a request for signature on an e-contract is sent to the email or mobile phone number of the other party, the other party receiving the request can sign off on the contract through the email link provided, without having to join the membership of Modu Sign.



How to use Modu Sign (Requester)



How to use Modu Sign (Signatory)



※ Precaution required when signing a contract

1. All contracts must be signed before submitting the first order.
2. In principle, the contract must be a contract for direct purchasing by Buying Square. However, if amendments or additions are needed, they may be made in consultation between the two parties.
3. Due to the variation in laws concerning electronic documents by region, by country or by technology involved, it is recommended that each contract party review relevant laws and sign the contract through 'Modu Sign'.
4. The Audit Trail Certificate which contains electronic data on the process of granting signatures is available only in Korean. If signatories of electronic contracts have signed the contract in a language other than Korean will be sent a sample of the Audit Trail Certificate translated into English for their reference.

KOREA

Sparkplus 10th, 22, Teheran-ro 7-gil,
Gangnam-gu, Seoul, Republic
of Korea (06130)

USA

460 Bergen Blvd. Suite 203, Palisades
Park, NJ, USA (07650)

PLATFORM

<https://www.buying-square.com>

CONTACT

info@buying-square.com

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