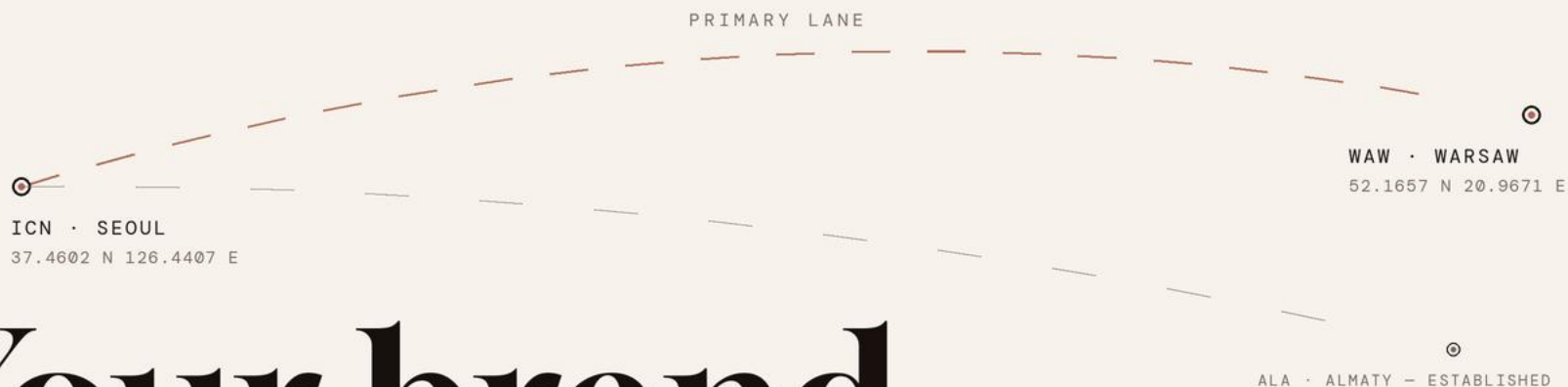


K-BEAUTY DISTRIBUTION & MARKETING



Your brand, *launched in Europe.*

EASTERN EUROPE · RUSSIA · CIS — DISTRIBUTION · COMPLIANCE · MARKETING

500+

SHIPMENTS

36+

BRANDS

30+

COUNTRIES

0

FAILURES



DOCUMENT
BRAND ENTRY MANIFEST

ISSUED BY
HANWAYTRADE LLC

ORIGIN
ANSAN · REPUBLIC OF KOREA

EST.
2024

SHIPMENTS
500+ COMPLETED

BRANDS
36+ IN PORTFOLIO

COUNTRIES
30+ SERVED

FAILURES
0 / COMPLIANCE

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Korea-based.*Rooted in the region.*

01

DIRECT MANUFACTURER RELATIONSHIPS

We buy directly from Korean manufacturers — zero intermediaries between factory price and the retail shelf.

02

INSIDER EXPERTISE

Our team comes from inside a Korean cosmetics brand (Medipil) — manufacturing, compliance and export from the inside out.

03

ON-GROUND NETWORK — WARSAW · KYIV · ALMATY

Permanent presence across our markets: partner offices in Warsaw and Kyiv, own entity and 3PL warehousing in Almaty.

04

FULL COMPLIANCE STACK

EAC certification coordination, MSDS, COA and complete customs documentation on every shipment.

REGISTERED PRESENCE

SOUTH KOREA — HQ
HANWAYTRADE LLC · ANSAN

EASTERN EUROPE
WARSAW · KYIV — ICOSMO GROUP

CENTRAL ASIA
IP ASIANA · ALMATY

Europe is buying K-beauty.

Few brands sell it right.

MARKETS

PRIMARY — EASTERN EUROPE · RUSSIA

ESTABLISHED — CIS

250M+

PRIMARY MARKETS

CONSUMERS — RUSSIA AND EASTERN
EUROPE COMBINED

EU-27

ENTRY VIA POLAND

ONE CPNP NOTIFICATION OPENS
THE ENTIRE EU SINGLE MARKET

500+

CIS · SINCE 2024

SHIPMENTS ALREADY COMPLETED —
THE EXPORT MACHINE IS PROVEN

The barriers are EU compliance, retail access, and local content.
We remove all three.

Where your brand *will stand.*

EUROPE — B2B & RETAIL

ICOSMO B2B NETWORK

400+ WHOLESALE CLIENTS · PL & EU

CPNP · RESPONSIBLE PERSON

EU-WIDE COMPLIANCE READY

UAE-COSMETICS

UKRAINE NOTIFICATION READY

RUSSIA — RETAIL & E-COM



RETAIL · No.1



RETAIL

WILDBERRIES

MARKETPLACE

OZON

MARKETPLACE

CIS — ESTABLISHED



KAZAKHSTAN · No.1



UZBEKISTAN



UZBEKISTAN

ANNEX · DIRECT B2B

From 1 carton / SKU

WHOLESALE BUYERS & IMPORTERS — EU · UA · RU · KZ · UZ · KG

PRE-ORDER MODEL · NO INVENTORY RISK · KRW PAYMENT AVAILABLE

CHANNEL SET-UP RUN TURN-KEY BY HANWAYTRADE

Three depths *of partnership.*

TIER I
EXCLUSIVE DISTRIBUTION

HYGEE

EXCLUSIVE DISTRIBUTOR — KAZAKHSTAN · UZBEKISTAN · KYRGYZSTAN
PROTECTED TERRITORY · SUB-DISTRIBUTOR NETWORK

TIER II
OFFICIAL PARTNERS

BB LAB · Dr. Baggio · Medi-Peel · Healthy Place

OFFICIAL & DIRECT FACTORY PARTNERSHIPS · WHOLESALE + MARKET DEVELOPMENT

PORTFOLIO 36+
ACTIVE TRADE
ACROSS ALL MARKETS

BEAUTY OF JOSEON

ROUND LAB

klair's

JUMISO

NEOPHARM

COSRX

medicube

Purito

I'm From

SUNGBOON EDITOR

Biodance

Isntree

AXIS-Y

LAGOM

rom&nd

MISSHA

papa recipe

milktouch

Anua

ETUDE

MEDIHEAL

Arencia

SKIN1004

innisfree

Ariul

Dr. Althea

SOMEBYMI

LANEIGE

celimax



One brand, *built properly.*

STEP 01

FIRST PURCHASE ORDER

Direct contract with HYGGE LIFE Co., Ltd. — no trading houses in between.

STEP 02

EXCLUSIVE RIGHTS SECURED

Exclusive distribution for Kazakhstan, Uzbekistan and Kyrgyzstan. Territory protected.

STEP 03

SUB-DISTRIBUTOR NETWORK

Signed sub-distribution agreements with protected territories and enforced pricing.

STEP 04

FULL-STACK OPERATION

Compliance, logistics, wholesale management and marketing support — one contract.

HYGGE

EXCLUSIVE DISTRIBUTOR — KZ · UZ · KG



The same playbook is now open for Europe & Russia.

— EXHIBIT 07 · TRACK RECORD — PROVEN IN CIS

500



SHIPMENTS COMPLETED SINCE 2024

FIRST EXPORT WITHIN 30 DAYS OF LAUNCH

AVG DELIVERY 7-14 DAYS · SEOUL ⇄ CIS

Evidence attached.

From your warehouse *to their shelf.*

D-01

MARKET ENTRY

EAC + EU compliance coordination, labeling adaptation, CPNP and UA notification support.

D-02

LOGISTICS & 3PL

Air and sea freight, end-to-end customs clearance, fulfilment. Stock orders ship in 3–5 days.

D-03

WHOLESALE NETWORK

Direct B2B buyers, retail chains and marketplace sellers across four primary markets.

D-04

MARKETPLACES

Kaspi.kz, Wildberries and OZON channel set-up and management for your SKUs.

PRE-ORDER MODEL — MOQ FROM 1 CARTON PER SKU · ZERO INVENTORY RISK FOR BUYERS

From signature *to shelf in 90 days.*

D+0



AGREEMENT SIGNED

Terms, pricing, territories
and compliance scope fixed
in one document.

D+30



FIRST EXPORT CLEARED

Documentation prepared,
customs cleared, first
purchase order delivered.

D+60



CHANNELS LIVE

Marketplace listings online;
retail and wholesale
introductions in motion.

D+90



MARKETING ON

First UGC campaign live;
reviews and local content
engine running.



We don't just ship it — *we sell it.*

The in-house marketing arm of HanwayTrade — built for Korean brands entering Europe, Russia and CIS. Content, creators and performance, run by the same team that moves your cartons and clears customs.

ONE PARTNER IN KOREA — DISTRIBUTION + LOGISTICS + MARKETING
RUSSIA · EASTERN EUROPE · CIS — EARLY BRAND PARTNERS ONBOARDING NOW

M-01

UGC PRODUCTION

Native short-form video with local creators — TikTok, Reels, Telegram. Scripted, shot and edited in-house.

M-02

INFLUENCER CAMPAIGNS

Micro-to-macro KOL launches across RU · KZ · UZ with tracked links and performance reporting.

M-03

MARKETPLACE LAUNCH

Wildberries, OZON, Kaspi.kz — listings, rich content, reviews and ad campaigns run turn-key.

M-04

MARKET-ENTRY STRATEGY

Pricing, positioning, launch calendar — a complete go-to-market plan before the first carton ships.

Why not *the others.*

	GLOBAL CATALOGS	LOCAL RESELLERS	HANWAYTRADE
EU + EAC COMPLIANCE	—	□	●
MARKETPLACES TURN-KEY	—	—	●
UGC & CONTENT	—	—	●
BRAND-BUILDING	—	—	●
ON-GROUND — EUROPE & CIS	—	□	●

GLOBAL CATALOGS SELL PRODUCTS. LOCAL RESELLERS MOVE BOXES. WE LAUNCH BRANDS.

Why now: AUG 03 2026

NEW UKRAINIAN TECHNICAL REGULATION ON
COSMETICS TAKES FULL EFFECT

BEFORE THE DEADLINE

- Simplified market notification
- EU dossiers largely reusable
- Entry measured in weeks
- Lower cost of compliance

AFTER THE DEADLINE

- Full PIF + CPSR safety dossier required
- Months of preparation per brand
- Significantly higher entry cost

Brands that enter before the deadline save 6+ months.

WE HANDLE THE NOTIFICATION

Ready to enter *new markets?*

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TELEGRAM

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hanwaytrade.com

