

K-BEAUTY COMMERCE

CAST
EXPERIENCE
CONNECT
EXPAND

K-BEAUTY

*TheCast



WHO WE ARE

TheCast connects premium K-Beauty brands with customers through its own platform.

Live commerce, online shopping, content and subscriptions come together in one place, creating a new beauty experience from discovery to purchase.

With HUGSOSO, we extend the brand experience beyond online channels into an offline retail space in Wuhan, China.

TECH

- iOS, Android and web
- Our own platform
- Live, replay, feed and shorts
- Features built around customers

COMMERCE

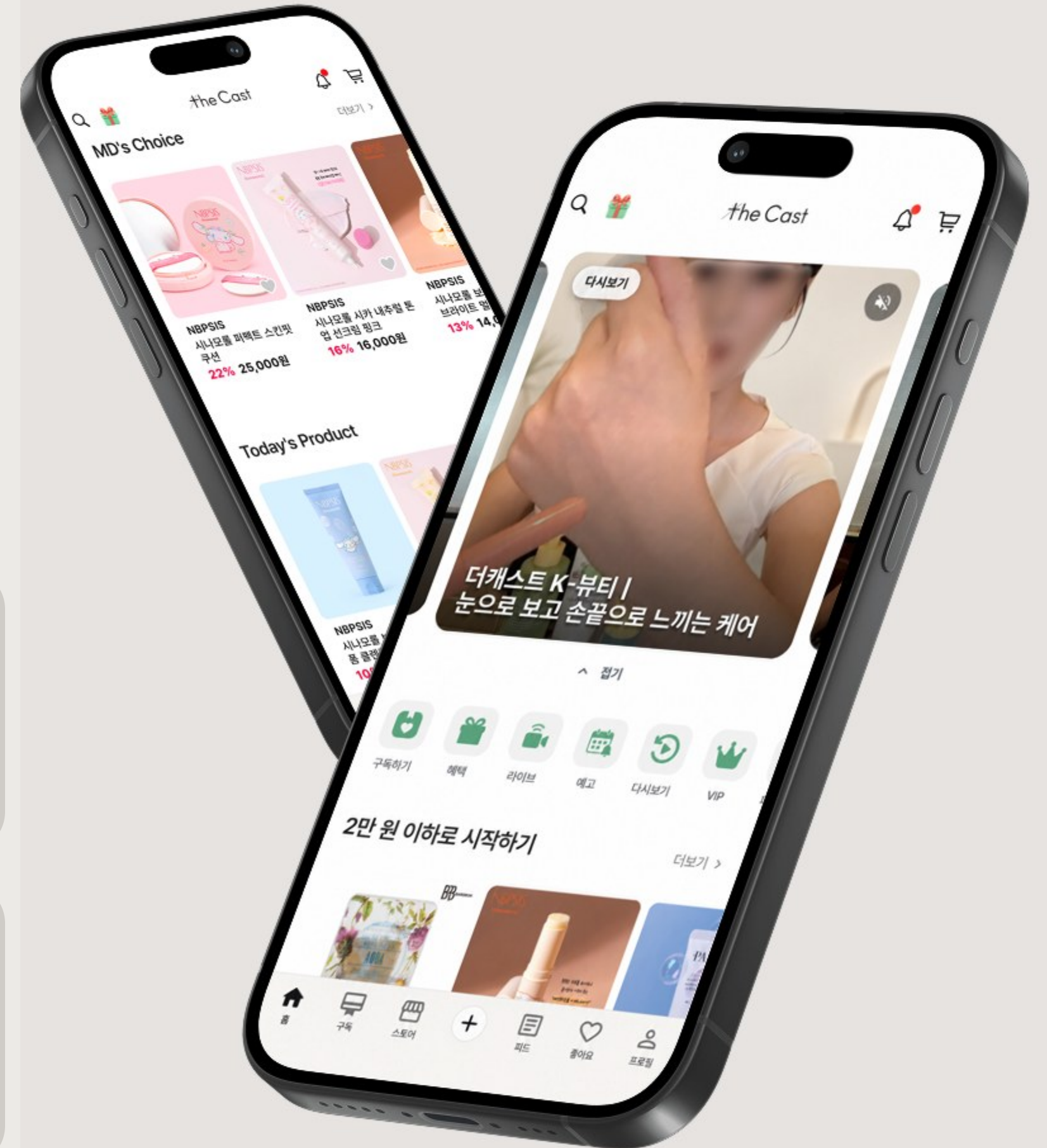
- Premium K-Beauty online sales
- High-engagement live commerce
- Public, Secret and VIP Live
- Subscriptions and tailored benefits

OFFLINE

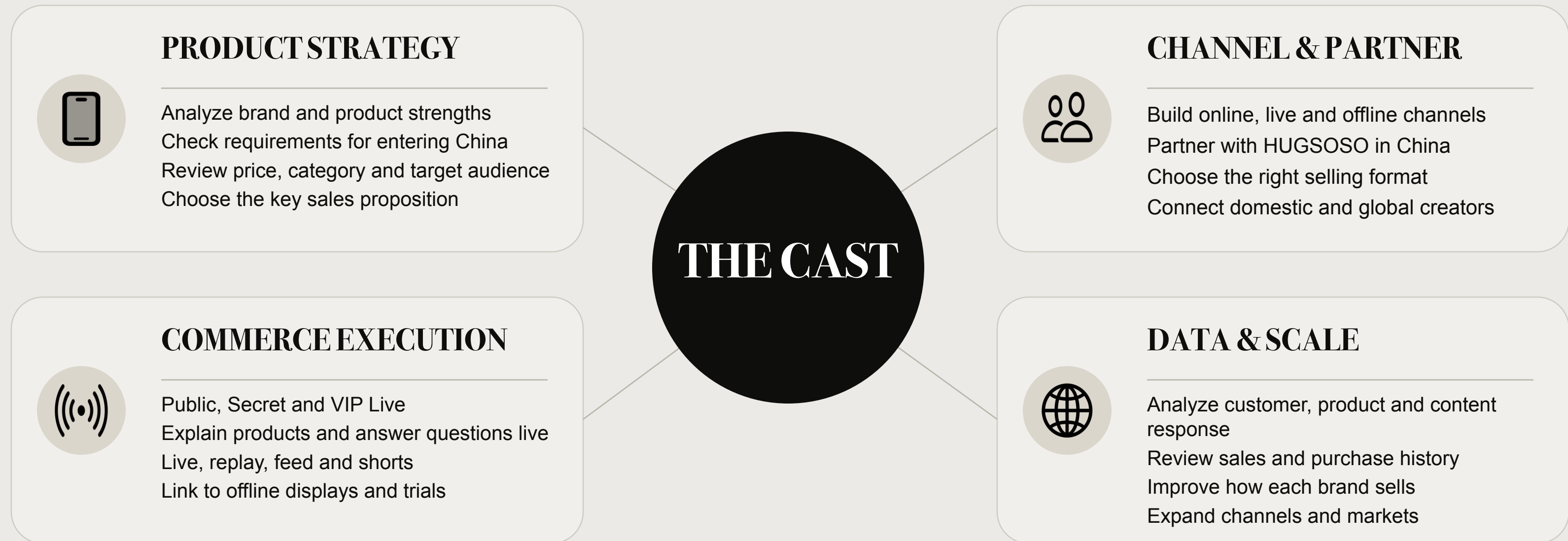
- HUGSOSO partnership in Wuhan
- A local K-Beauty retail space
- Product displays and brand experiences
- More contact with local customers

GLOBAL

- Expansion into global K-Beauty markets
- International creators and wanghong
- Convenient global payments



HOW THECAST WORKS



Discover brands, share them through content, and bring them to life in China.

OFFLINE × CONTENT

A new space where K-Beauty meets local customers in Wuhan, China.

TheCast and HUGSOSO are expanding local offline touchpoints for K-Beauty brands in China.

HUGSOSO supports Korean brands entering China through brand management and hands-on offline retail operations.

By combining TheCast's platform and content capabilities with HUGSOSO's local network, we open new paths into the market.



HUGSOSO

Local partnership in China
Brand operations and distribution network



WUHAN

Offline touchpoint in Wuhan
Local customers and product trials



CONTENT

Live, photos and video
Connect online and offline experiences



EXPERIENCE

Product displays and trials
Bring each brand's story to life



LIVE COMMERCE

What matters more than follower counts is a fan base that buys.

KRW 12,000,000

Domestic Secret Live

Sales example from about one hour

KRW 80,000,000

International wanghong live stream

Sales example for a high-value device

Results vary by product, price, seller, customer mix and broadcast conditions. These examples do not guarantee sales.



QUALITY LIVE



CREATOR NETWORK



DIVERSE CONTENT



THECAST DIFFERENCE

THE VISIBLE PRICE IS ONLY THE BEGINNING.

Protect brand pricing. Add more value for customers.



PUBLIC PRICE

Publicly visible and searchable
Similar discounted prices
to major online shopping platforms



CAST BENEFIT

Use TheCast's margin
Reduce part of the margin
to fund additional benefits



MY PRICE

On the product detail page
Coupons reveal a personal benefit price
A lower effective purchase price

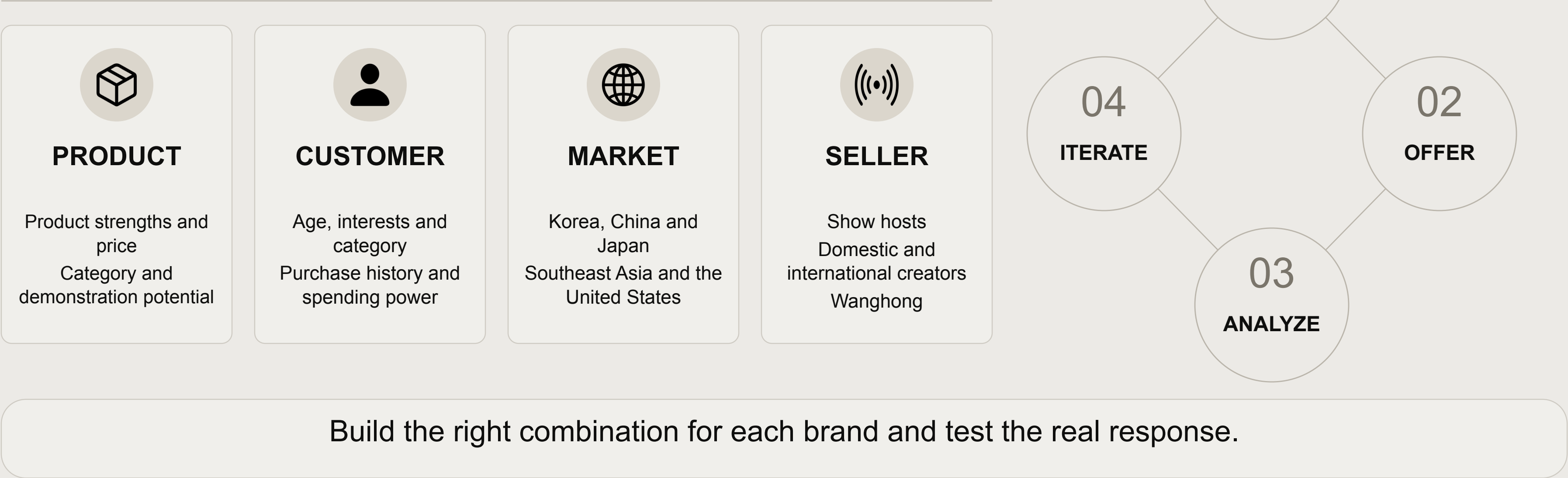
Product pages show a personal benefit price that includes additional discounts, helping customers buy more affordably while respecting each brand's pricing policy.

Protect Brand Value. Reward Customers.

DATA × MATCHING

We do not match every brand with the same influencer.

PRODUCT × CUSTOMER × MARKET × SELLER



GLOBAL

FROM KOREA TO THE WORLD.



GLOBAL CREATORS

International influencers and wanghong



GLOBAL PAYMENTS

Toss Payments · PayPal · Alipay · WeChat Pay



GLOBAL COMMERCE

A global K-Beauty marketplace



K-Beauty



Live & content



Global payments



Global customers

SUBSCRIPTION

FROM ONE-TIME PURCHASE TO SUBSCRIPTION

Turn a single purchase into a lasting customer relationship.



DISCOVERY



PURCHASE



RE-PURCHASE



SUBSCRIPTION



LOYAL
CUSTOMER

Regular beauty
deliveries

Try new products

Encourage repeat
purchases

Build customer
loyalty

**A sale should be the beginning of a
relationship.**

WHY THECAST?

01

HUGSOSO



Local partnership in
China
Offline touchpoint in
Wuhan

02

TECH



Our own technology
Faster execution

03

PRICE



Protect each brand's
pricing policy

04

LIVE



Public, Secret
and VIP Live

05

DATA



Turn sales results
into the next strategy

06

GLOBAL



International
payments
and overseas sales

VISION

Bringing K-Beauty to the World

Which product, customer, seller, price and market create the best results? TheCast works with brands to find the right combination, then expands into larger markets when results are proven.

Discover K-Beauty. Connect Customers. Create Commerce. Go Global.