





Shaping the Future of Luxury Together

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Company Introduction

From Consulting to Operation, All About Luxury

"Shaping the Future of Luxury Together."

Luxury Business Group (LBG) is a global consulting firm dedicated to the growth of luxury and premium businesses evolved with the creation of the Luxury Business Institute in Seoul, Korea in 2009. Luxury Business Group supports the development of the most prestigious luxury and premium brands through a wide range of solutions, from business strategy development, quality of service assessment, and executive search, to training strategy and customization. In addition, Luxury Business Group continuously helps brands and companies reach the quality standards of the luxury industry. Today, Luxury Business Group is seeking practical and creative ways to capture various business opportunities and sustain the development of the luxury industry by serving as a bridge between Europe and Asia.



Daniel Mayran FOUNDER & CEO

I am often asked about the difference between luxury and premium. In one word, luxury is Exceptional (a brand exceptionally outstanding), and premium is Selective (a brand differentiated from the general brand classified as Mass market).

Real luxury must meet three primary conditions: exceptional product, exceptional service, and exceptional designer or artisan, and when it is finally exceptionally presented with savoir-faire in an exceptional environment, the "perfect luxury that customers dream of" has been completed.

As such, luxury is all about detail and quality of service, and understanding the true definition of luxury is essential. Therefore, Luxury Business Group was established to support a variety of luxury brands, experts, and potential projects in the Asian and European markets.

First of all, the Asian luxury market has grown rapidly in recent decades, has focused on quantitative growth, and lacks appropriate business strategies and resources due to a lack of understanding of "luxury."

In particular, it is necessary to develop areas that prioritize training in quality of service and foster customers' emotional experiences. Luxury Business Group leverages the practical experience and expertise of professionals in the European luxury industry to provide high-quality business consulting, operational solutions, and human resource solutions that uniquely serve the Asian luxury market.

Also, Luxury Business Group helps European brands that want to expand their business to the Asian market, which has unlimited potential, and successfully launch their business and settle into the local market.

Luxury Business Group consists of three business units: Luxury Business Partners (LBP) for business development, Luxury Business Talent (LBT) for recruitment, and Luxury Business Institute (LBI) for training and customer experience design. As we integrate these three business units to offer our clients total retail solutions from consulting to operations, we will become an indispensable reference to our clients in the luxury business world.

Luxury Business Group's Business Structure

We specialize in luxury sector and provide business solutions, recruitment services, and customized training programs to meet the diverse needs of our clients and market trends.



Our Service from A to Z

Your Success through LBG's Optimal Business Ecosystem

Our integrated services are organically connected to complete a complete ecosystem. Through the business ecosystem, We have been getting closer than ever to achieving our vision of a group supporting Luxury and Premium businesses at all phases of development. With this business ecosystem, we create synergies between our business units and deliver the most comprehensive services to our clients.



Six Core Industries of Expertise

Luxury Business Group has developed six specialized categories with missions of delivering consultation, recruitment and training that directly respond to the needs of the following detailed industries.





Luxury Business Partners

Business Consulting
Connecting Europe and Asia

Developing and accelerating business between Europe and Asia, LBP works with more than 150 experts with a global footprint and extensive expertise in the luxury business and other diverse sectors. LBP provides comprehensive services such as market analysis, developing market entry and business strategies, creating partnerships, and supporting operations for the success of our clients.

LBPartners Vision

Business Development Connecting Europe and Asia

LBPartners was created in response to the frequent demand for expertise expressed by many business managers, in the context of accelerating their development in Asia and Europe. Due to the ever-changing economic environment, management practices, customer expectations and technology, companies must rethink their respective corporate vision, strategies, and responsibility.

To support these companies, LBPartners surrounds itself with high-level experts belonging to a variety of industries globally. With its experts' extensive professional experience, LBPartners is able to comprehensively support leaders to co-construct, validate and implement their fundamental strategic directions.

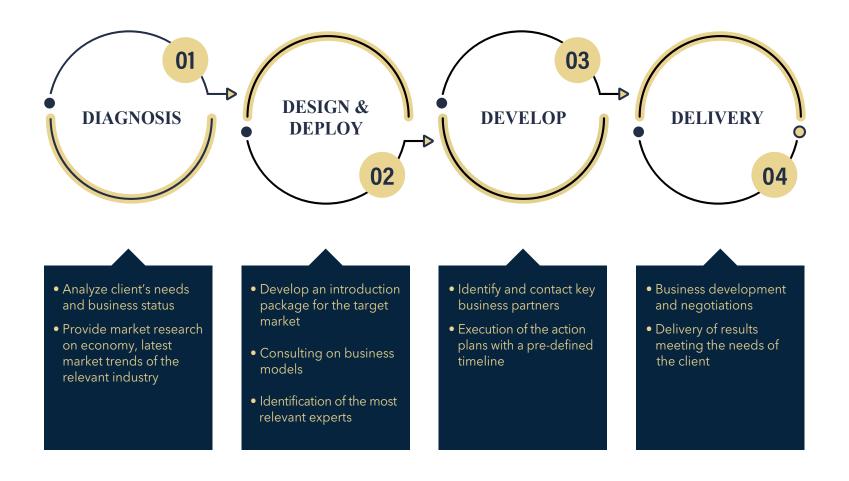
In this context, LBPartners offers companies services to:

- Facilitate their establishment in Asia and Europe, and accelerate their business development
- Renew their strategies and organizations
- Inform them of emerging market trends
- Facilitate the introduction and negotiation with foreign partners
- Stimulate creativity

Through the projects it worked on, LBPartners earned the trust of its partners and positioned itself as a reliable business unit.



LBPartners 4D Methodology



LBPartners Service



STRATEGY
Advise clients to renew their strategies adapting to new markets and current market trend



MARKET RESEARCH
Provide comprehensive research on
economy and latest market trends of
relevant industry



BRAND MANAGEMENT
Seductive brand package and consultations, providing 360 degrees solutions for brands needs to stay competitive in the market



PARTNERSHIPS / NEGOTIATIONProvide information on potential partners, and achieve successful negotiations



MARKET ENTRY
Facilitate actual market entry of the brand,
across Asia & Europe



SUSTAINABLE SOLUTIONS

Provide various follow-up measures
after market entry

Our Highly Recognized Expert Network

We have a pool of highly recognized experts operating in diverse industries and countries covering through their unique savoir-faire, all relevant fields of business expertise. Through its tailor-made approach, LBPartners identifies the needs of companies and connects them to the most relevant and high-quality experts. LBPartners experts are driven by a spirit of excellence, innovation and collaboration.

Area of Expertise:

- · Architecture
- · Art and Culture
- · Aviation
- · Business
- · Construction
- · Consumer Goods & Services
- · Education
- ·Energy
- · Finance
- · Health & Pharmaceuticals
- · Hospitality & Tourism
- · Digital & IT
- · Law

- · Luxury and Retail
- Fashion & Accessories
- Perfume & Cosmetics
- Watches & Jewelry
- Food & Beverage
- · Marketing & Communication
- · Media & Entertainment
- · Real Estate
- ·Sustainability
- $\cdot \, \mathsf{Transportation}$



LBPartners' Experts in a Wide Range of Fields



ALAIN BRIERE

Hospitality/Amenities LBG Vice President for Hospitality Vice President Communication, Sales & Marketing of Oetker Hotel Collection Vice President Marketing of Le Méridien Hotel



BERNARD LAMBERT

Hospitality/Strategy President and CEO of Le Meridien Hotels General Manager of Société des Bains de Mer



PIERRE BALSAN

Global Retail Strategy
CEO of Loro Piana APAC
President of Fendi APAC
Managing Director at Dior
Founder and CEO of Retail Missions
(Dev. strategy & retail management)



ALBERT BENSOUSSAN

Global Brand Management Vice-Chairman Bang & Olufsen CEO Kering Watches and Jewelry Director Louis Vuitton Watches and Jewelry President Givenchy Fashion Japan



DAVID-PIERRE JALICON

Architecture & Interior Design
DPJ & Partners C.E.O.
Chairman of French Korean
Chamber of Commerce and Industry
Member of Seoul City Foreign
Investment Advisory Committee



RICHARD CYMBERG

Cosmetic Business/Retail LBG Vice President for Cosmetics & Fragrances L'Oréal Travel Retail's General Director of Global Client Management



ERIC DOUILHET

Luxury Brand Strategy and Execution GM Luxury Product Div. L'Oréal Korea President of Bluebell Group GM Estée Lauder Group in Japan/Canada Founder of Hi-Bridge (start-up investment and advisory)



ISABELLE PINET CASTE

Finance LBG Vice President Finance and Controlling Chief Financial Officer of Travel Retail Worldwide, and CTO, L'Oréal



ANNA ZAGRAJCZUK-RAY

Global Artificial Intelligence Strategy
Consulting Director Expert in AI at CGI France
AI Solutions - Design Thinking, Development
& Deployment
Creativity Adviser - Creativity boosting
workshops & ideation tools



JEAN-NOEL KAPFERER

Brand Management World reputed expert on brands (brand identity, strategic brand management) Professor of Luxury Management in Paris, Beijing, Seoul



MICHEL CHEVALIER

Luxury Brand and Retail Management Visiting Professor of Luxury Management HEC Paris, Universita Cattolica di Milano Former Executive VP of Bluebell Asia Ltd Co-author of Luxury Brand Management 4th Ed. Luxury China; and Luxury Retail and Digital Management 2nd Ed., all published by Wiley



SYLVIE FAUCHEUX

Sustainability/Lifelong Learning Strategy Director University Paris-Panthéon-Assas Professor of Sustainable Economics World reputed expert in CSR and innovation



Luxury Business Talent

-

Recruitment and Human Resources Development

LBT is specialized in assessing recruitment needs, identifying top talents, and creating tailor-made recruitment campaigns. Based on our extensive network and unique understanding of Luxury & Service, we provide efficient talent sourcing solutions from entry-level to executive positions.

LBTalent Vision

Building upon our more than 10-year experience in training and consulting in the Service & Luxury Industries. We have differentiated ourselves on the recruitment market by offering our unique expertise and understanding of the Human Capital.

At LBT, we believe that it is the personality of the Talent we source that makes them truly special and valuable to your organization. Sourcing the right Talent is the very first step to make a difference and ensure our clients' satisfaction.



Key Features of LBTalent



LBTalent 4D Methodology

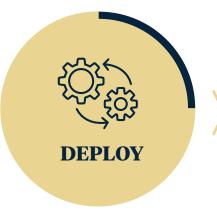
Our Talent Acquisition Process



Identification of your precise needs and requirements



Efficient and bespoke sourcing strategy to refine the search



Activation of processes and channels to source and convince Talents



LBT's unique follow-up and non-stop training service provide by LBI

Our Service Scope



BACK OFFICE

Cross-industry network among several job functions



EXECUTIVE LEVEL

Dedicated team of experienced executives



Flexible Recruitment Offers

O1
Contingency

Agile services to answer your recruitment needs by sourcing Talent on a project-by-project basis

Service

02

Retained

A collaborative method to ensure your vacancies are filled in a timely-manner Service

03

Key Account

Allocation of all necessary resources to source the Talents that you need on a regular basis

Service

04

Search & Train

LBT's unique and bespoke offer blending recruitment and training services to go the extra mile





Luxury Business Institute

Training & Customer Experience Design

LBI is a business unit of LBG in client experience consulting and training for brands and companies in the sectors of luxury retail, automobile, hospitality, beauty, and lifestyle. With over 15 years of experience and knowledge in Asian markets and luxury DNA, our highly qualified consultants provide tailor-made business solutions including training and consultingfully consistent with your core strategy.

LBInstitute Vision

LBInstitute believes that customer satisfaction and loyalty to the brand is maximized through the best service and emotional satisfaction. LBInstitute helps protect and develop the value of brands through differentiated training from its competitors.

Our Values

SAVOIR-FAIRE

Not unlike the sophistication and elegance of an object created by an experienced craftsman, the accuracy and quality of our solutions have been forged through time and iteration.

EMOTIONAL ASSET

We consider the emotional connections as the critical elements of the clients experience and the main factor of creating collaborative and trusted culture.

INVEST IN TALENT

We strongly believe that people are pillars on which organizational success can be built. This encourages us to provide individuals with opportunities to perform at their full potential.

Our Training Solutions

To Corporates

To companies, LBInstitute is a strategic partner in consulting & training. We assist brands and corporates in overcoming new challenges in the luxury industries. For all industries, we support our clients looking for the highest standards of service excellence & performance.

We provide the "know-how" to key players to help them create a real service strategy with concrete operational training solutions while working on enhancing the human dimension of service.

We support companies to select, hire, develop, and integrate new talents in their luxury or non-luxury universe.

Individuals

To individuals, LBInstitute provides knowledge and training for talents who wish to build their professional careers in the luxury industry.

LBInstitute prepares and trains the young generation coming out of universities to board the luxury working sector.

15+

Years of Training & Innovation

Satisfied Corporates Clients

Training Modules

60+ 9800+

Trainings Delivered

Unparalleled Bespoke Training Luxury Business Institute 24

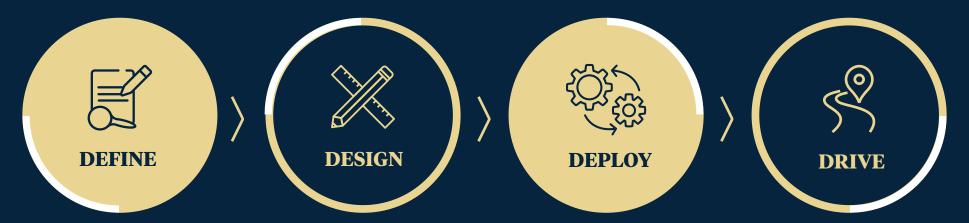
Customized Training Programs Reflecting the Onsite Reality

Employee competency development is the key to success in luxury retail. Based on an unparalleled luxury quality of service principle, we provide a wide range of customized trainings at all levels covering retail excellence, luxury humanities, leadership, marketing & communications, and others.

Our training programs are not only based on the theories but also reflect the onsite reality by combining in-class training and field coaching in a two track approach. In addition to the offline trainings, we have developed the e-learning platform. With all-day-long access to the interactive materials, your employees can learn and review the subject at their own pace.

LBInstitute 4D Methodology

LBInstitute maximizes the effectiveness and efficiency of education. LBInstitute also design programs and strategies in innovative ways to uccessfully implement improvement measures



Define Your Needs

Understanding and analyzing customer brands

As consultants, we analyze the specific case of each unique organization within different teams. We build for and with them, solutions to business issues, related to improving performance and quality of service.

Work with Experts

Developing brand-specific strategies and content

All collected data are used as a reference manual materials according to the brand's specific objectives and participants' profile.

Learn from Real Case Study

Deliver a practical and effective solution

We promote an innovative teaching approach enhancing interactivity between participants and the facilitator. Based on upstream work, we use real case studies and creative learning tools that make the training more practical with applicable solutions.

Observe the Implementation

Providing training to continuously strengthen and improve the competence of the trainees

As human capital is a long-term investment, it has a tremendous impact on the company's bottom line. Therefore, we develop unique follow-up services by implementing monitoring and improvement solutions.

Key Features of LBInstitute

01

Service Excellence

Service Excellence Programs are for brands looking to enhance the customer experience with tailormade training solutions to various diagnostics of their current service design.

We offer the most immediate and practical solutions to all clients - fashion, cosmetics, and hospitality - who want to create the ultimate customer experience.

02

Leadership and Management

Our content is not only for corporate companies. It can also be converted to practical managerial solutions to help talented individuals to realize their full potential and become a better version of themselves as a leader.

We offer hands-on learning and expert coaching for lasting results to all clients on the customer experience spectrum. Moreover, it can also be customized to tailor to clients' expertise and strength in retail and luxury industries.

03

Marketing and Communication

Our contents apply not only to corporate companies but also to individuals as a solution to fortify their marketing and communication abilities.

Our Marketing & Communication programs offer comprehensive insights into consumer trends and business strategies within the luxury market.

04

Luxury Humanities

We offer special lectures corresponding to clients' specific and unique needs. The lectures provide a new perspective of luxury brands' successes through humanities aspects.

Through our humanities lectures, corporate clients will be able to gain insight and experience the various aspects of aesthetic, the artistic value, and the value of craftsmanship to strengthen brand uniqueness value.

International Pedagogy Committee

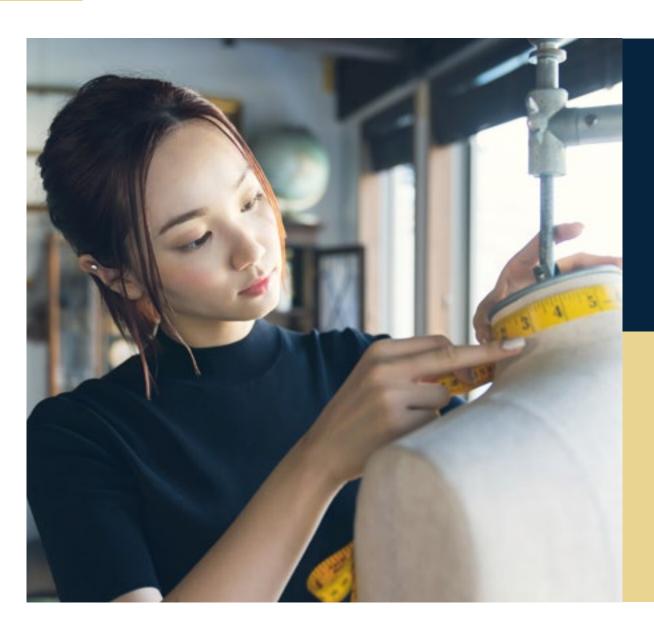


We regularly hold International Pedagogy Committee to organize and develop training programs in cooperation with internal pedagogical teams and external experts based in Asia and Europe.

The main purpose of the pedagogy committee is to improve the training content based on previous learning of trainees and to cultivate learners' skills and attitudes according to the latest pedagogical trends.

Our International Pedagogy Committee consists of eminent professionals with longstanding and robust expertise in the luxury and retail industries, which include fashion, perfume & cosmetics, watches & jewelry, hospitality & lifestyle.

Quality of Service (QoS)



Quality of Service Is Our Core Value and Philosophy

We put the Quality of Service (QoS) at the center of LBInstitute's core value and philosophy to develop training programs, providing an outstanding luxury experience and building meaningful relationships with our customers. QoS qualifies the brands that are looking to make the emotional connection as the core element of client experience through our exceptional customer experience consultation and programs.

Our Dedicated QoS Specialists

Our top-notch trainers and pedagogic experts understand that the QoS is all about creativity and attention to detail so that eventually luxury leads non-luxury. The training programs offered by LBInstitute offer solutions to all clients in the luxury retail industry, including those in the fashion and cosmetics, and they also extend the boundaries to non-luxury retail categories such as hospitality, automobiles, F&B, lifestyle, etc.



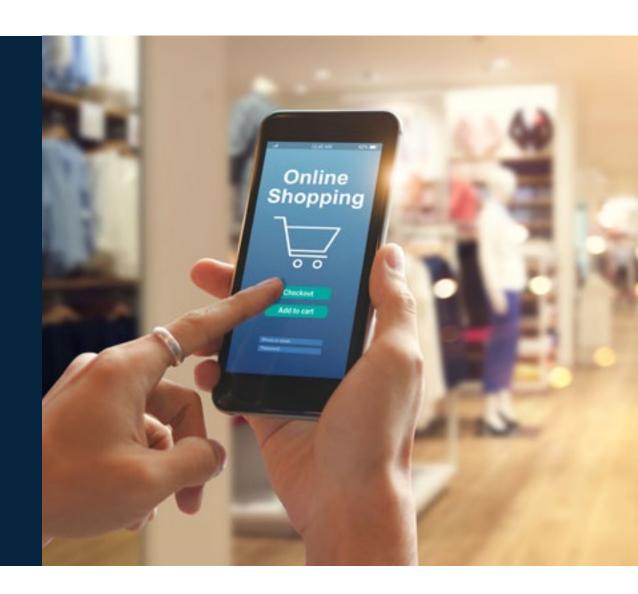
e-Commerce & Digital Marketing

The Most Suitable Business Plan

We can offer an optimized business plan for each brand thanks to our expertise and in-depth knowledge of the retail industry, extensive market research, customer segmentation, competitor analysis, pricing and marketplace assessment.

Elaborating an Effective Digital Marketing Plan

Our dedicated team identifies and activates the key factors of growth in order to accelerate our brand partners' digital expansion. We build brand awareness and maximize brand exposure through effective marketing plans to boost sales. Using a variety of tools such as search engines, social media platforms, influencer collaborations, online communities, performance marketing and media buying, we help capture new sales opportunities and increase customer engagement.



Creative Studio



Creative Studio of LBG supports an in-depth understanding of brand identity through visual merchandising, design, and branding and execute unique and exclusive content pursued by luxury brands by planning luxury online/offline events according to customer needs. LBG has a dedicated team that respects the brand image and understands that visuals and their implementations are significant assets to the success of the client's business.

Bluebell Group - Our Strategic Partner

Bluebell Group, our strategic business partner company, closely and exclusively exchanges key intelligence information and resource with Luxury Business Group and becomes a strategic partner of us for brand management and store operation. Bluebell operates through retail, wholesale, e-commerce, travel retail, and its own omniconcepts and tailor the business model in a flexible way to suit different business cases.

68+

YEARS OF EXPERIENCE

1000+

OMNI POINTS OF SALE 10+

MARKETS IN ASIA

160+

BRAND PARTNERS



Our Clients

Since 2009, Our Clients Define Us. We are the partner of choice in the luxury market.

KERING	RICHEMONT	DIOR	TIFFANY & CO.	HERMES	Van Cleef & Arpels
LVMH	BOUCHERON	Cartier	<u>W</u>	0	VALENTINO
MONCLER*	BURBERRY	CELINE	Sabatore Ferragamo	BVLGARI	MICHAEL KORS
RIMOWA	OMEGA	GIVENCHY	GUCCI	COACH	SWATCH GROUP
MaxMara	JIMMY CHOO	PRADA	CHAUMET	GUERLAIN	AMOREPACIFIC
Christian Dior	Chê de pigu	CLARINS	SAINT LAURENT	KÉRASTASE	L'OCCITANE
LANCÔME	NESPRESSO.	bluebell	& SHINSEGAE INTERNATIONAL	BALENCIAGA	Roger Vivier
STUART WEITZMAN	COLDEN GOOR DELINE BRAND	TODS I	Brioni	LOEWE	\Psi
Marcades Dens	JAGUAR	LAND- ROVER	GENESIS	SAMSUNG	HYUNDAI
© LG	Fairmont		SHILLA SEAMA	RO T	FOUR SEASONS
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GRAFF	DE BEERS	LIEBESKIND	BOURJOIS	HOĞAN	■◆ KOSÉ
중대 롯데면세점	THE SHILLA duty free	SONO	Haevichi	DI_E&C	حر

Luxury Business Group History









Luxury Business Institute Korea opens in Seoul

- Acquisition of Luxury Attitude Training contents
- Training To Trainers (TTT) by Luxury Attitude to LBI
- Retail specialization

Opening LBI Shanghai office (2014) Opening LBI Jeju office (2015)

- The establishment and growth of brands from long-lasting partners (LVMH, Kering, Richemont etc.)
- Hospitality specialization
- Partnership with INSEEC Group
- Creation of a Luxury Committee composed of eminent luxury professionals in Paris
- Mystery shopping services

LBI Beijing office opens (2017) LBI Busan office opens (2017) LBI Paris office opens (2017) LBI Incheon office opens (2018) Launching LBU business (2018)

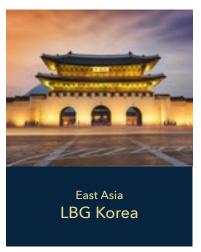
- Development of digital offers
- Perfumes, cosmetics and lifestyle specializations
- Talent acquisition service
- Consulting/expertise service
- New international development in Asia

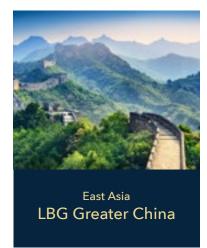
Establishment of Luxury Business Group

- Organizational development and company name change to Luxury Business Group (LBG)
- Three departments LBP(Partners),
 LBT(Talent), and LBI(Institute) are under
 the umbrella of LBG and have started
 providing integrated services.

Luxury Business Group Location





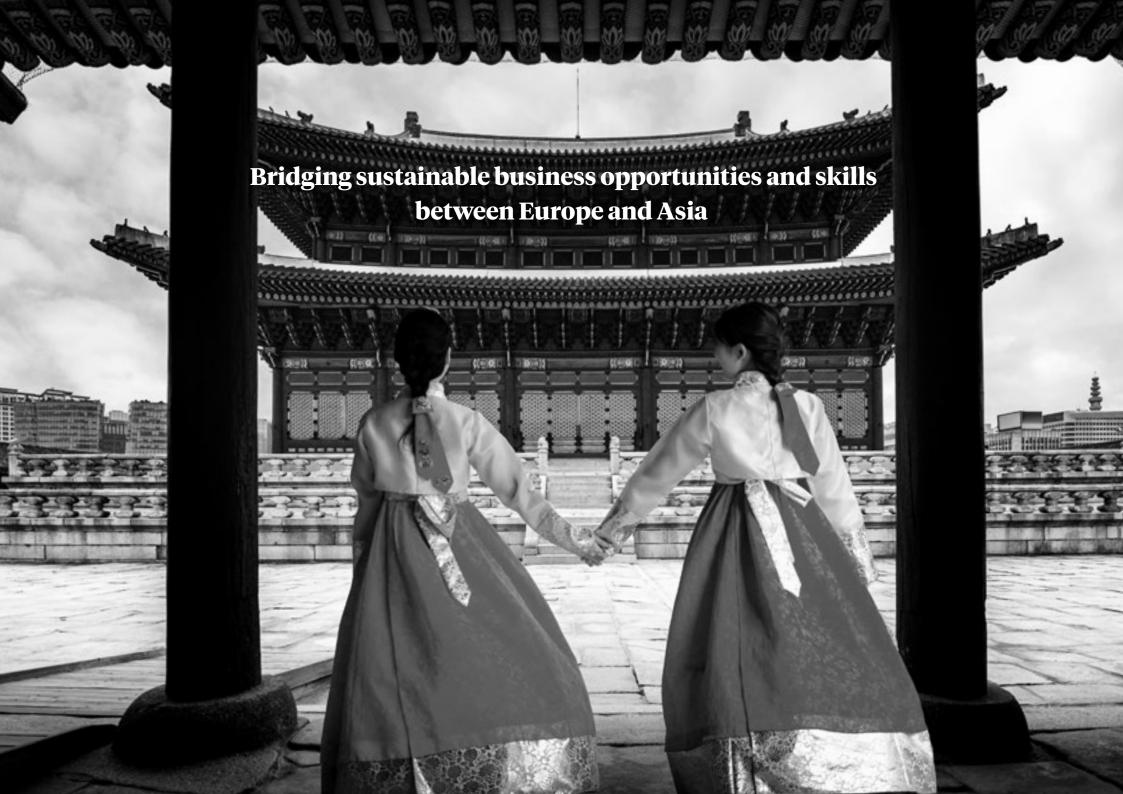












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