

# Atomy HemoHIM

Boost Your Immunity and Increase Your Vitality



# Korea Forbes

AUGUST  
2019  
VOL. 198



Exclusive Interview with  
Chairman of Atomy, Han-Gill Park

The 10<sup>th</sup> Year  
Anniversary,  
Recording \$1B in Sales

2019 South Korea's  
50 Richest People

Forbes Korea  
Hubris Forum

America's Top 80  
Self-Made Women

Exclusive Interview with Chairman of Atomy, Han-Gill Park

## Stepping into the age of \$1B sales with the 10<sup>th</sup> year anniversary

Atomy is a global distributor with more than \$1 B sales in Korea alone. It has branched out to 13 overseas branches including the US, Japan, Taiwan, etc. and was the first distribution company to be given the \$70 M Export Tower award in 2018. Armed with a new headquarters this year, Chairman Park, Han-Gill insisted that they will show the world the true capabilities of an ideal 'Network Marketing.'

Gongju=reporter Lee, Hoon Beom lee.hoonbeom@joongang.co.kr \* Photo : Park, Jong Geun



The largest Korean-born network marketing company, Atomy. Its new home stood among the forest on a hill, west of the Gongju city, in the southern Chungcheong province. The new 5 story building, still with a whiff of paint, first presented its large auditorium past the doors. As a network marketing company, it is surely in need of a space to educate its members. Nothing was unusual up to that point.

When climbing the stairs to the right of the auditorium through the guidance of a PR team personnel, a group of people were stepping down from the upper level. An individual especially grabbed the attention. With a navy fedora and a navy striped suit on, added with a moustache, a mid-aged gentleman stood out among the others. It was the head of Atomy, Chairman Park, Han-Gill.

Awkwardly standing in the middle of the staircase, there was an exchange of business cards and handshakes. Although it wasn't as extreme as the old tale of 'To Po Ak Bal (吐哺握髮)' where the host would run out in the midst of a meal or a shower to greet his guests, everything about Chairman Park was hospitable and welcoming. His gestures may have been planned but compared to many other executives who generally lose their manners along with their belly, Mr. Park still hadn't changed. It was vaguely understandable that the revenue of \$1 B did not happen for no reason.

### Competing with the Mainstream Distribution Channels

Chairman Park led the party into the cafeteria. It was filled with the members due to the scheduled tour of the new headquarters and Mr. Park was greeted with many cheers and praises. As he collected the food on his tray, Mr. Park had to continuously nod his head to return the greetings. It was very much like a popular singer greeting the fans. After the simple yet neatly prepared meal, there was no need to ask for a tour as the Chairman himself offered to guide the premises. This also, was something unseen from any other executives.

It was soon obvious why the Chairman volunteered

to lead the tour. There were many things he wanted to boast. The auditorium that was visible at first was nothing of the ordinary. There were 5 booths for simultaneous interpretation much like an international conference hall and a spacious children's playroom. It was suitable for a company with 13 global corporate offices such as the US, Japan, Taiwan, Russia, and so on.

The really big surprise was in the workspace for the employees. It was a new concept open space easily comparable to the world's leading IT conglomerates such as Google or Facebook. Except for departments in need of a specialized space like the Finance or MIS, there were no designated seats but simply cabinets and carriers. There were only uniquely designed areas that did not seem like office spaces. The employees would unpack their belongings into the cabinet and simply carry their laptops or the heavy bags or documents on a carrier to work wherever they 'felt' like working. The numerous conference rooms positioned throughout the building also seemed like no other to an average eye.

The recreational facilities for the employees were also spectacular. The massage chairs in different areas were merely an appetizer. The building featured a state-of-the-art fitness center with the latest equipment, a hair salon to tidy up oneself, and even a 25m indoor pool with a view. It was explained that all these facilities were designed to be used during working hours.

"You wouldn't want to use it after work when you are busy enough spending time with family and friends. You can enjoy these facilities in between work. If you are healthier, your work performance will also improve."

Yes, it does sound ideal, but it was hard to imagine anyone changing into the swimsuit during work hours. It was then when someone sat up from the massage chair facing the windows. The employee who was on the phone, sat back down with a simple greeting. Chairman Park was not exaggerating. It was not hard to imagine that such a company that cherishes the people would be different from other 'network marketing' companies.

It may have been the Chairman's intention, but it was inevitable that the remarks of touring the company had to be covered first as soon as he sat down for the interview.

I think the working environment is 10 times better than our company. It even seems better than other IT corporations such as Google that are implementing open space offices because it reflects the needs of Koreans.

**Park, Han-Gill** There was a concept that I had when designing the new headquarters. First was communication and second was 'leports' which stands for leisure + sports. I really enjoyed working since I was young. The reason why you wouldn't like to work is because someone else tells you what to do. If you decide what and how to do something, work can't be anything but fun. So, when we have a new hire, I tell the employees to leave them alone until they see their own 'work.' As the new employees move in between the departments to learn the tasks, they soon see the works that need to be done or the additions that they can make to the company. Wouldn't that be the beginning of a proper communication?

There are many play spaces in the office.

What if the new employees only choose to play?

**Park, Han-Gill** We didn't create play spaces in an office but office spaces in a playground. I am more concerned that the employees will overwork themselves. How can

they stop when work is fun? It would naturally lead to overworking and that is what I used to do. If the employees are overworked, it eventually becomes a loss for the company. Creativity will be lost to fatigue and lost health means lost productivity. That is why I chose our direction as 'work when you are too tired to exercise.'

You haven't always been an entrepreneur, have you?

**Park, Han-Gill** I worked as an employee for 17 years in the sales department. I realized that they would never give me a chance to work as an executive looking at my talents or background. I thought it would be too late to start something if I became 50 and chose to resign. I had to bother them for a whole 6 months because they wouldn't accept my resignation.

Did you jump into network marketing right away?

**Park, Han-Gill** I first started with an ordinary online shopping mall. I launched the online mall called 'IMKOREA' in the year 2000 and IM stood for Internet Mart. Amazon and Alibaba had started around the same time and, in Korea, the only online malls that existed were 'LG eShop' or 'Hansol.' It was when housewives did not use PC's much and online shopping was only for

The organization of Atomy is young. They value communication and teamwork and have a unique work concept and culture.





some businesswomen. Some even asked what a 'shopping cart' looked like in online shopping. I held on for 3 years but eventually failed to pass the 'Death Valley.'

You were too ahead of your time.

**Park, Han-Gill** Not even by much. Just couple steps ahead but those two steps were too big. In business, you shouldn't be too ahead but just about half a step. If I had met a big investor like Masayoshi Son for Alibaba, it would've been a different story.

Did you go bankrupt?

**Park, Han-Gill** Completely. I became a credit-delinquent and had to move to a small rental. I also used some third-party loans to pay out employees' last bit of the salaries and suffered 2 years for doing so. I had nothing left but a refrigerator and an old TV. I also lost my health and lost 18 kg because of liver cirrhosis. I was able to start again 4 years after the failure. When things were on track, I called the lenders. The debt was \$80,000 and I told them that I would at least pay off the principal and they had almost given up by then. I paid off \$20,000 in cash and \$5,000 every month. I made a promise to the lenders that 'I would pay back your money first if my health improves and am able to work again,' and it was my philosophy that I have to keep my words even if there is a loss.

Was your new business network marketing?

**Park, Han-Gill** Yes, the so-called multi-level marketing. The social image of network marketing was very negative, but when I learned of it in the books, there were no problems to it as a concept. You would sell good products at an affordable price and, rather than paying for advertisements, you get paid for recommending it to others. There would be no problems as is. The distribution margin and advertisement could take up to 70% for some products, which means we can sell at a much better price even after 35% commissions. Wouldn't it be competitive?

Then why the negative reputation?

**Park, Han-Gill** Because the principle of 'good quality at good prices' was not kept. Network Marketing is not just about selling the products you mentioned (it was the Chairman's riposte for my comment, 'I thought this was a company that sells magnetic blankets or jade

The social image of network marketing was very negative but when I learned of it in the books, there were no problems as a concept. You would sell good products at an affordable price and, rather than paying for advertisements, you get paid for recommending it to others. There would be no problems as is.

mats, but I guess not'). Network marketing shouldn't just compete against each other within the industry. We are also a distribution channel, which means we need to compete with other distribution channels. There is no reason for a network marketing mall to not be able to sell better quality and better-priced goods than warehouse discount stores.

Atomy, as a network marketing company, compete with discount stores?

**Park, Han-Gill** Since the very beginning, Atomy declared that we would not compete with other network marketing or direct selling companies. We offer a quality and price very competitive to other distributors whether it be department stores or discount stores. Hence, our principle is 'Absolute Quality and Absolute Price.' If in the same price range, there should be no other products of a better quality. This is our 'masstige (mass + prestige)' strategy. The price is targeted for the mass, but the quality has to be prestigious.

It's easy to say, but isn't it difficult to achieve good quality and good price at the same time?

**Park, Han-Gill** It's possible only if you are honest. I often use the old saying honesty and goodness is the best strategy. Many people have the misconception that it's not profitable to be honest. But, have a look! People who think that way end up struggling even more to survive in this world. The honest have it better off.

Is that so?

**Park, Han-Gill** There was a time when many electric appliance companies compete against each other. Look what happened then. Companies that lacked quality and neglected after-service all shut down. Only those who took the responsibilities for what they had manufactured survived. It's not the major companies that survived, but those that survived became majors. All world class corporations made and sold their goods with integrity.

Is Atomy also that honest?

**Park, Han-Gill** We are beyond that. We put our lives on honesty and principles. 'One partner per product' is one of our principles, meaning we only work with one manufacturer for a specific line of products. This is to guarantee a maximized profit for our business partners, just as our principle of immediate payment upon warehousing of goods is also the same. In return, we ask our partners for an absolute quality control with the utmost reliability. We have a 'No Tolerance Policy' and do not look over manufacturers who act against their conscience.

Were there any cases?

**Park, Han-Gill** There was a company that supplied floss. The packaging read that it was 50m long, but when we confirmed it, it was 4~5m less. I called to ask 'why' and they couldn't answer. I decided to terminate our partnership at the very moment.

I admit that it is a good policy to partner with just one company for one line of products, but still, wouldn't it be hard to make your business profitable?

**Park, Han-Gill** I make my business profitable through economies of scale. The number one most sold single item in the Korean network marketing industry is Atomy's health supplement 'HemoHIM.' The food and life engineering team of Korea Atomic Energy Research Institute developed it in 2004 with government funding. When this item was first supplied through another company, it was \$770 for 60 packets. When we brought it in, we halved the price and continuously increased the quantity. Currently it is sold at \$84 for 60 packets, which is about 90% less than its initial market price.

## Network Marketing has a great potential to be a 'Big Business'

Did you change the ingredients or the amount?

How is it possible to lower the price so drastically otherwise?

**Park, Han-Gill** I told you it is the so-called 'economy of scale.' I didn't touch the ingredients or the amount at all. Number one sales would be unattainable through such methods. Only 500 boxes of HemoHIM were being sold a month at \$770. The factory must've been at a deficit. The minimum inventory to run the production line was 3000 boxes, meaning the factory would have been in operation only twice a year by selling 500 boxes a month. When we first signed our contract, I asked how much it would cost if we produced 100,000 boxes each month. The price was formed based on such conditions. The production quantity continued to increase, decreasing the manufacturing cost and ultimately leading to a better retail price. Now about 230,000 boxes of HemoHIM is sold every month.

How could you be so sure that it would be a hit?

**Park, Han-Gill** HemoHIM was a project that private companies could not pursue. KAERI was funded \$5 M from the government and finally developed the supplement after a long 8 years of research. I was certain it was trustworthy and even experienced the results myself.

It was keen instincts.

**Park, Han-Gill** It may have been because I was out in the field of sales for a long time, but my decision was strictly based on the research papers and quality testing data. Only if the quality was exceptional, the ideal price could be achieved through cost innovation, and I was then confident it would be a big hit. The toothbrush was also the same. You must use the micro-fine bristles and yet make sure the tips are not sharp but rounded. I tested numerous brands myself to pick out the best product, damaging my gums in the process, and I had to continue the test on the back of my hands. That's how we selected our current toothbrush and more than 30 million of them are sold yearly.

I heard the legendary '\$1 B' revenue began with a piece of paper.

**Park, Han-Gill** At first, I had a \$2,800 van to hold the products and sold them myself. As the inventory grew, I had to register as a business. I needed an office to get the license and raising \$20,000 to rent one was very challenging. I had no money left and just used the tables and chairs that were left behind in the office. I obviously couldn't afford to put up a sign, so I just put it up on a piece of paper. That was the beginning of 'Atomy.'

It now became the largest company in the city of Gongju.

**Park, Han-Gill** Sales-wise, yes, it is the largest enterprise. The local taxes may exceed \$5 M this year. Last year we paid about \$4.25 M, and Gongju's finances before Atomy came in recorded a deficit but turned to a profit (thanks to Atomy). The taxes Atomy paid in the first year made up about 20% of the city's annual budget, and now we are responsible for around 50%.

Did you achieve your goals?

**Park, Han-Gill** Not quite yet. My ultimate goal is number one in the world. Not only in sales, but I also hope to become a company that rewards its employees with the most salaries. We do not give high salaries because they do well, but giving them great salaries will eventually lead to their excellent performance. Unknown talents will be revealed and they will have more passion for work.

Chairman Park, Han-Gill donating \$10M to the Community Chest of Korea last 18th of June. Chairman Park's wife, CEO Do was also present.



I think you need a complementary strategy.

**Park, Han-Gill** I encourage all my employees to be extremely nosy. They should express their opinions without limiting themselves to their expertise. The main role of the IT department is not making the programs that they need. It is much more important for them to focus on groupware, accounting, and web programs for the entire company. To do so, they must understand the working process of other departments and cooperate closely. An ideal organization should not be stuck the status quo, but freely transform itself according to its needs. What I seek is an amoeba organization with the properties mentioned above.

That is also easier said than done.

**Park, Han-Gill** To build such a parallel amoeba organization, we have enforced a no-approval system. We do not have a disbursement voucher. All personnel can make their own decision to spend a budget without supervision. Once, the broadcasting team came to me to seek an approval from me on equipment purchase that cost over \$100,000 when our monthly revenue was a few million dollars. I told them right away that 'you know the media equipment better than I do so why should I decide on it. Do as you please.' In fact, part of the reason for seeking approval is to transfer the responsibility to the supervisor. If you are responsible for what you are doing, you will make a better and carefully thought-out decision.

I heard that you are also in the education business.

**Park, Han-Gill** I have a K-12 teaching certificate. I dreamt of teaching and running around with the students in a countryside, but now I am using that certificate as Chairman of an alternative school named 'Dreamy School.' The school opened in Byeongcheon of the southern Choongcheong province last March. One of the students had been accepted to a fine arts high school for viola and the teachers were concerned if they would be able to provide the adequate education. I insisted we should accept her. The students cannot live on with what they are taught in the schools alone and our goal is to give them the ability to learn by themselves. My vision is to raise about 100 schools.



Are there Atomy schools overseas also?

**Park, Han-Gill** The underdeveloped countries are in more desperate need of education. So we purchased a school in India that closed down because they couldn't pay the teachers. Recently we reopened its doors with 11 teachers and over 100 students. In Cambodia, we started to support a school for the underprivileged with breads and milk on top of other charity works.

You also had a big event recently.

**Park, Han-Gill** You mean the donation to 'Fruits of Love,' the Social Welfare Community Chest of Korea. Out of the \$10 M donation, 90% will be used for single parents and the remaining 10% for females exposed to harsh conditions. The single moms are being criticized for choosing life rather than to give it up. They are forced to sacrifice their youth, educational opportunities, and encounter financial hardships all while facing social disapproval. I wanted to ease their distress a bit and named the fund, 'Life Cherishing Mom.'

You were also appointed as President of Korea Direct Selling Industry Association which is something only large corporations were able to do.

**Park, Han-Gill** I feel burdened to be appointed as the KDSA president in this time and age where we face a new challenge called the 4th industrial revolution. I also believe, however, that hyper-connection and artificial intelligence of the new revolution are our opportunities.

The principles that Chairman Park has on network marketing is firm. He emphasized the values of 'equal opportunity' and 'love for mankind.'

Just imagine the direct sellers becoming the influencers of a hyper-connected society. The new society will provide a convenient platform for the sellers to meet their consumers with trust. The world market is no longer an aggregation of single markets but a united global channel of exchange. Amazon is not a US distributor just as Alibaba is not that of China, but they are both global distributors. We can be the same. I will aggressively support the overseas expansion of direct selling companies to approach the global one market easily.

Is the future of network marketing so bright?

**Park, Han-Gill** The dull progress of the network marketing industry is because the companies separated themselves from the regular market and neglected to compete with other distribution channels. Most of them simply remained on the concept of purchasing products for the commissions. The goods need to be competitive in quality even if there were no commissions involved. A purchase is made for its quality and price with a payout as a plus. Network marketing has the potential for an infinite growth if it complements the weak points of other platform businesses such as Amazon or Alibaba.

You have a firm principle on network marketing.

**Park, Han-Gill** I believe the network marketing industry has a value like no other. It may seem a little grand but let's recall the French Revolution. The values of the Revolution were liberty, equality and fraternity or love. The modern world is captured on whether they value liberty or equality more over the other and has been divided since the Cold War. The liberty chasers have seemed to have won but it was not a perfect victory as severe side effects such as the wealth gap and polarization are yet to be resolved. Both liberty and equality could not triumph due to the lack of love. The system of network marketing can best act out this love. The starting point is the same whether you are wealth or poor and whether you are more educated or not. It gives equal opportunities. Your success depends on your efforts, but you cannot succeed alone. You should help your partners to succeed in order to achieve yours. This is the love that we all need.



# ATOMY ABSOLUTE CellActive™ Skincare

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Atomy opened its doors in May of 2009 at a small office in Seoul. After working 17 years as a salaryman, Han-Gill Park, Chairman of Atomy, first opened an online shopping mall in year 2000 but failed only a few years after. The housewives, who were the main targets, were not accustomed to using the computers and so the growth of the industry was too slow. After persevering through credit delinquency and living in small rentals, Chairman Park entered the network marketing industry. It was a humble start in a small office and with the company name written on a piece of paper on the door. Today, after 10 years, Atomy has grown rapidly, exceeding \$1.25 Billion in global sales and with global corporate offices in 13 countries. In the domestic market, Atomy came in as a close second with \$992.9 Million sales last year to the all-time champion Amway.

The secret to its accomplishment lies in its 'masstige (mass + prestige) strategy with absolute quality and absolute price.' Another standout point is the industry-lowest operating cost of around 10% through its cost management. Immediate payment to manufacturers, one partner per product, 100% refund guarantee, and so on are revolutionary concepts that Atomy brought into the industry. Atomy applied the same principles overseas and had a successful global expansion. Young Hong Choi, President of the Korea Distribution Law Association, analyzed that "maintenance of good products with reasonable prices and a business policy focused on the consumers was effective" and that "Atomy formed a strong trusting relationship in the network marketing industry which resulted in a rapid growth beyond comparison."

#### Success Strategy 1

##### Absolute Quality, Absolute Price

The 2018 revenues of networking marketing companies in Korea puts Amway at 1st place with \$1.1661 Billion and Atomy in pursuit with \$992.9 Million. The sales of the two companies stand out and almost the same with the total sales of the companies that rank from 3rd to 10th place combined. Amway had a 0.05% growth compared to the prior year, whereas Atomy had an 8.83% growth. The market values highly of the

## The 'Big Business' Potential in Atomy

The 'success of Atomy' means a lot. As the first Korean network marketing company to break \$1 Billion in sales, Atomy expanded to 13 countries including the US, Japan, Australia, Russia and so on, proving its potential to become a 'big business.' Its competition with the mainstream distributors and easing away the negative perspective of 'network marketing' is a big step forward for the industry. There is a revolutionary DNA in Atomy.

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competitive pricing of Atomy.

Chairman Park emphasizes that "Atomy does not compete with network marketing or direct selling companies, but with various distribution sectors such as departments and discount stores with quality and price." The strategy is 'absolute quality and absolute price'; supplying best quality products at the best price possible, or the so-called 'masstige strategy.'

This is possible through economies of scale. HemoHIM, the best-selling health supplement in the network marketing industry, sold as a single item, is a good example. It was developed in 2004 by the Food and Life Engineering team of Korea Atomic Energy Research Institute with government funding. Upon its launch, one set of 60 packets was sold at \$770. The price fell to almost one-ninth as Atomy became its distributor and now it is sold priced at \$84 for 60 packets without any changes to the ingredients or the amount. Expansion of the production capacity to 200,000 boxes a month to cut the manufacturing cost enabled such a retail price to be set. Last year, 1.8 million sets of HemoHIM were sold with \$180 Million sales, recording number one sold product in the industry for 5 years in a row. The same

strategy has placed the 'Atomy SkinCare 6 System' on 7th place with \$100 Million sales, coming in after Amore Pacific, LG Life & Health, Aekyung, Innisfree, Coreana, and CarverKorea (Ministry of Food and Drug Safety, '2017 Cosmetic Production and Import Status').

How, then, is Atomy able to maintain its cost competitiveness? First it starts with how you purchase the material. Chairman Park stressed that, "to source a product with both satisfactory quality and price, we apply the 'one partner per product' policy. If you promote competition between numerous manufacturers to cut the price, it ultimately results in a quality loss." Immediate payment within a week of warehousing goods is also a strategy to enforce our partners to prioritize the quality of the products that we buy.

The cost reduction within Atomy itself also played a role. Atomy promotes an 'horizontal' amoeba organization in which every employee chooses their own titles and form a project-based task force. Even a newly

joined employee is given the authority to make a project proposal and lead it as a manager. As a result, the 2018 operating cost for Atomy was only 10.29% of its revenue, which is about half of the industry average.

Jae Woon Yoo, Chairman of the Korea Special Sales Financial Cooperative Association, stated that, "Atomy has made a remarkable growth through successfully promoting repeated-purchases among its customers, through traditional network marketing methods and also through the virtuous cycle of 'consumers becoming the sellers themselves,'" and that, "the '100% refund guarantee' has greatly contributed to the turnover of the image of direct sales from negative to positive."

#### Success Strategy 2

##### Expansion of the Market through Globalization

The global expansion is another success factor of Atomy. Atomy has settled itself in Asia (Japan, Taiwan, Singapore, Cambodia, Philippines, Thailand, Malaysia,

Chairman of Atomy, Han-Gill Park was invited to speak on the stage of the Direct Selling Australia conference. The 'global sourcing' strategy received much applause. Picture Atomy



PHOTO: ATOMY



and Indonesia), America (USA, Canada, and Mexico), Oceania (Australia), and Europe (Russia), completing 13 overseas corporate offices to take off as a global distribution company. Further expansion into China, Vietnam, Hong Kong, India, Turkey, and so forth is scheduled to happen in 2020 and beyond.

The overseas sales of \$4.4 Million in 2010 has leaped to a \$270 Million in 2018. The percentage of overseas sales to the total also increased from 5.4% to 21.7% during the same period. Number of foreign members exceeded 2 million and especially Taiwan demonstrated a notable success, reaching annual sales of \$120 Million which marked the 7th place of the local network marketing industry.

The Atomy's successful global expansion can be found in its strategy, GSGS (Global Sourcing, Global Sales). Chairman Park pointed out that, "the strategy is to find the absolute quality and absolute price products wherever in the world, distributing it through Atomy's global network," and noted, "the overseas branches of Atomy have overcome the limitations of simply selling Korean products, growing into a complete distributors sourcing local goods for exports." This promotes a win-win growth with the local economy, applying the same success strategy from Korea.

The GSGS strategy has also grabbed the attention of

Atomy has secured over 5 million members around the world. Atomy Park, the new headquarters in Gongju since last April. Picture Atomy

the network marketing industries abroad. On the stage of the Direct Selling Australia conference this year, Chairman Park spoke in front of over 200 direct selling company CEO's and showed them a new vision. Gillian Stapleton, the executive director of DSA Australia, stated, "Chairman Park's speech left quite an impression, full of insights for the industry and pioneering leadership," and that, "especially his global sourcing strategy was inspiring. It was a new concept for many."

The active global advancement is also elevating the status of the Korean network marketing industry. Chairman Park was the first Korean businessman to be a member of the WFDSA CEO Council, placing himself side by side among the world's leading CEO's of the direct selling companies such as Amway, Nu Skin, Herbalife, and so on. Chairman Jae Woon Yoo mentioned that, "the progress of Atomy into the global market when network marketing has been stagnant will be the foundation of its global expansion, and its success is becoming a milestone for other 80 members of the association."

Chairman Park disclosed that, "by introducing the excellent products of Korea to the global market, Atomy is promoting the success of the manufacturers. Especially, for those who cannot afford to invest heavily on marketing, Atomy can provide a promising and stable sales route." Also, he added, "we will provide global expansion

PHOTO: ATOMY

guidelines to other network marketing companies and we will do our best to connect all direct selling industries of the world to better research the corresponding databases."

### Success Strategy 3

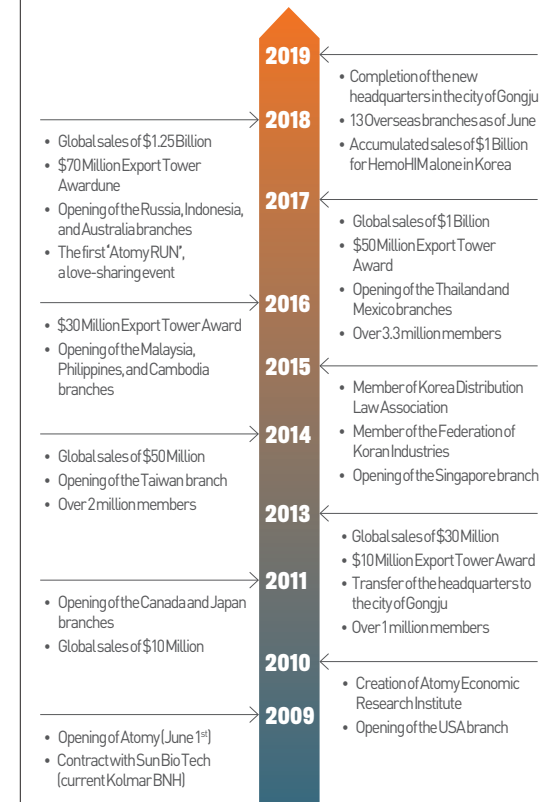
#### 'Atomy Culture' that Promotes Growing Together

The sustainability of Atomy's success can be projected through the so-called 'Atomy Culture.' Above all else, Atomy stresses a principle-centered culture. The idea of 'absolute quality and absolute price,' that good quality products with affordable prices is profitable for both suppliers and consumers alike, and the principle of 'honesty and goodness is the best strategy' nicely sum up such a culture of Atomy.


The culture of growing together best describes how Atomy desires for 'all to live well together.' Chairman Park explained that, "Atomy guarantees all partner manufacturers reasonable profits and, not only gives out cash payments within a week of delivery, but also supports funds for purchasing materials." Also, he added that, "if a manufacturer needs extra investments for cost reduction or quality improvement, we provide the needed support without any interest." As of 2018, Atomy is cooperating with 65 companies. Over \$453.7 Million worth of purchases has been made from these partners and they also exported over \$100 Million through Atomy. A representative of Kolmar BNH, a partner company, said that, "after analyzing the market for health supplements in China, we concluded that we need a production base in the local boundaries and chose to create Yantai Kolmar as a joint venture with Atomy. Atomy will secure the sales route within China and Kolmar BNH will provide marketable, high quality products at reasonable prices."

Atomy has also continued to build its culture of sharing through continuous social welfare activities. Its contributions to the local communities of Gongju is especially notable. With the largest revenue in the city of Gongju, Atomy paid about \$2.2 Million in corporate taxes last year, totaling over \$4.2 Million in local taxes paid, which was a turnover for the finances of the city. Atomy's food

## History of Atomy's Growth



cluster 'Atomy Orot' will be completed by the end of this year at the Bomul industrial complex of Gongju. The frequent visits of Atomy members to the site and new hires by the occupying companies are projected to be a great support to the local economy. Jeongseob Kim, Mayor of Gongju, acknowledged that, "the city has lost some population among other things due to the establishment of Sejong city, but thanks to Atomy, there has been some addition to the population through new recruits. The 5 million members visiting the city is also a great help in vitalizing the local economy."

Chairman Park, Han-Gill commented that, "if network marketing does not forget its role as a distributor, then it will be the next generation of distribution over any other channels. This is so because it is a system that goes beyond the quality and price competitiveness by sharing the values with the consumers and the manufacturers altogether." 



## “Work only when you are tired of playing”

### The Revolutionary DNA of Atomy's New Headquarters

Met with its 10th year anniversary, Atomy found itself a new home in the city of Gongju. The so-called 'Atomy Park.' The reason behind its title is expressed throughout many locations of the office building. The concept is to 'work when tired of playing.' It is the end result of Chairman Park, Han-Gill's management philosophy and is also a new experiment. Gongju=reporter Cho, Deuk Jin chodj21@joongang.co.kr

Not only for the global IT corporations but also in Korea is the fever for a revolutionized office. To encourage teamwork, walls are taken down and many locations that resemble a library or a café are made. This is to increase creative spaces and instill a unique company culture. 'Atomy Park,' which opened its doors in last April, stands tall on a hill within a 26,430 m<sup>2</sup> land and has a floor area of 1,4413 m<sup>2</sup>. The five-story building boasts a modernized design with white exteriors and refreshing glass walls and windows.

Chairman Han-Gill Park says that he wanted to make the new office into a 'place where you can play well.' He believes that creative ideas come from such free spaces and if you just let the employees have fun, they will be able to see more easily the work they need to do. Whether they carry on to complete such tasks is also entirely up to the employees as well.

The fact that Atomy Park pursues to be a 'playground,' reminds of the headquarters of a global IT corporation, Google. The revolutionary working environment of the 'Googlers' removed the boundaries between a workplace and a playground. The unordinary space that resembles a theme park is a daily life for these people.

Atomy Park has a hollow space in the middle with glass walls, maximizing the natural sunlight shone into the building. The slide that runs from the 3rd to 2nd floor is unique. Various resting areas of Atomy Park. Office fixtures on the wall for anyone to freely work and rest, employees enjoying a game of air hockey and the swimming pool on the lobby level of the building. Pictures Atomy

Photo: ATOMY



Atomy Park also takes on the form in between a workplace and a playground.

Those stepping into Atomy Park is first met with the natural light that fills up the building. The mid-section from the first floor to the third was built in an atrium structure with glass walls to bring in much natural light to each floor. One Atomy representative explained that, "the thickness of the glass and insulation have been designed so that natural lighting is maximized with a pleasant environment." As a headquarters of Atomy, it has been designed to show off its magnificence for the pride of its members.

The lobby was created as a place of communication between the local community, corporations and

The conference rooms in Atomy Park come in a variety of forms. Meetings also seek excitement. The boxed in meeting rooms, a camping space, the thinking room with toilets as its chairs. Pictures Atomy

employees. In the lobby is a 'HISBEANS café,' where a disabled barista makes the perfect coffee and at a corner is a swimming pool. Chairman Park had wished to make a larger pool but backed down due to the opposition of the employees. The slide that connects the 2nd floor from the 3rd is also Chairman Park's idea. He also wanted to connect the entire building with slides but failed to do so from the persuasion of others.

Apart from such features, Atomy Park also presents a fully equipped fitness center and a yoga room with great views. A small space for a hair salon was also planted to allow the employees to receive hair care and makeup. A ball pool full of rubber balls and the Slam Dunk room with short basketball posts also grabs the

attention. All these spaces were installed to give inspiration to the employees.

From third to fifth floor is comprised of resting and working areas but also differs itself from ordinary office spaces. There are more conference rooms and open public spaces in Atomy Park than the regular workspaces with individual desks. There are no fixed seat assignments to promote communication within the company. One representative mentioned that, "many have argued the pros and cons of a free-seating policy, but its effects are now starting to show as different departments are working together and sharing information."

There are also partitioned spaces where an employee can focus on the tasks with some privacy.



Photo: ATOMY

### Hope to be the Landmark for the city of Gongju

The most unusual characteristics of Atomy Park are its meeting areas. Spaces such as the 'Elim' zone decorated with swings hanging from the ceiling, a camping space to bring in a little scent of outdoors, the 'Thinking room' with toilet chairs, among various other environments allow the employees to better connect.

The new headquarters of Atomy is the basecamp for its global expansion and will be a home to 5 million members around the world. There is a high hope that it will become the landmark of the Gongju city. A representative of the city said that, "there will be many events for its members at the new office and if 100,000 people visit a year to spend about \$100 per person in the region, it will be the same as investing \$10 M to vitalize the city's economy."

Throughout the tour of the company, there were no employees swimming in the pool or sweating at the basketball court. There may be many reasons why not, such as working hours or the atmosphere, but when Chairman Park strongly pressed on the concept of a 'playground-like office space,' he must have been also implying not to 'mind others' so much. As more people tread the waters of Atomy Park and dunk in the Slam Dunk room, Chairman Park's experiment will near its success. **12**



Modernized phone booths, a meeting area in a forest-like environment with swings, hair salon for the female employees

