





## Enter-6 is

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# Prologue

## 1. What is ENTER-6?

ENTER-6 is "Fashion Shopping Mall full of enjoyable party 365 days".

## 2. What is Six of the company name, ENTER-6?

"Six (6)" of ENTER-6 has two meanings. First, this is the expression of will to use the sixth sense in addition to sight, hearing, smell, taste and touch in management and operation of shops. Secondly, it means to provide space service by making avenues of 6 different themes in composing shops.

## 3. How the differentiated competitiveness of ENTER-6 comes?

- 1) ENTER-6 becomes landmark in the regional commercial area by developing and targeting station district and pocket commercial supremacy, not for outdoor outlet.
- 2) ENTER-6 maximizes sales and profit efficiency by locating SA grade brands for the targeted customers different with department stores.
- 3) ENTER-6 realizes high value-added shop with differentiated visual strategy and interior concept expressing street shops which is firstly introduced in Korea.
- 4) ENTER-6 strengthens customer's impulse buying and customer loyalty through co-work with domestic leading companies based on differentiated strategy for event, promotion and marketing.
- 5) ENTER-6 realizes best service when receiving customers with CS program for Customer Relationship Management.

# Overview

Company Name	ENTER-6 [www.enter6.co.kr]			
Representative	Kim Sang-Dae			
Business Category	European Styled Theme Fashion Shopping Mall (Clothing, Sundries, F&B)			
Established	28 December 1994			
Location	Prime Center 37-39F, Kwangnaru-Ro Gil 56-85, Kwangjin-Gu, Seoul			
Branches	Name	Location	Size of Shop	Developer
	Wangsim-Ri Station Shop	Seoul	32,056m²	Korail
	Riverside Techno-mart Shop	Seoul	14,776.9m²	ENTER-6 Purchased
	Sangbong Shop	Seoul	45,079m²	Hyundai Construction
	Gangnam Shop	Seoul	7,219m²	Metro
	Cheonho Station Shop	Seoul	6,120m²	Transportation Corporation
	Anyang Station Shop	Gyeonggi-Do	62,701.50m²	ENTER-6 Purchased



# Our history

**2022.10** Customer Satisfaction Excellence Brand Award (Money Today)

**2022.03** Certification of Management Innovation Type Small and Medium Business  
(Minister of Small and Medium Venture Business)

**2021.03** "Awarded the Exemplary Taxpayer Award" National Tax Service Commissioner Award

**2020.12** "The Grand Prize for Innovation in Small and Medium-Sized Enterprises" Herald Economy and Korea Herald

**2019.08.** Opened a store of ENTER-6 at Anyang Station

**2019.08.** Awarded "2019 consumer satisfaction grand prize" for logistic / fashion shopping mall part

**2018.04.** "2018 Korea Hit Brand Award" in the category of distribution / fashion shopping mall.

**2017.12.** ENTER-6 Cheonho Station Shop Grand Open.

**2017. 03.** "2017 Money Today Customer Satisfaction Award"

**2017. 01.** ENTER-6 Gangnam Shop opened.

**2016. 06.** "2016 Korea Enterprise Management Award" in the category of customer satisfaction.

**2016. 04.** "2016 Outstanding Small-Medium Enterprise Award" in the category of fashion distribution.

**2016. 04.** "2016 Korea Future-Leading Power Brand Award" in the category of creative management  
fashion shopping mall.

**2015. 12.** "2015 Korea Web Award Best Prize" in the category of distribution.

**2015. 03.** "7th Korea Internet Communication Award" in the category of distribution.

# Our history

- 2014. 12.** Park Avenue ENTER-6 Hanyang University shop opened.
- 2014. 03.** “2014 Korea Blog Award Great Prize” in the category of distribution.
- 2014. 03.** “2014 Quality Management Excellent Enterprise” in the category of fashion distribution.
- 2013. 11.** ENTER-6 Sangbong shop opened.
- 2013. 08.** “2013 Korea SNS Award” in the category of fashion shopping mall.
- 2012. 12.** ENTER-6 Riverside Techno-mart shop opened.
- 2011. 12.** Acquired service quality certification from China National Tourism Administration (CNTA).
- 2011. 12.** Selected by Korea Tourism Corporation as state-certified excellent shopping mall.
- 2010. 12.** ENTER-6 Dongtan Center-point shop opened.
- 2010. 03.** Selected as Management Innovation Small-Medium Enterprise (Certified: by Small and Medium Business Administration)
- 2009. 07.** “2009 Korea Entertainment Award” in the category of cultural space.
- 2008. 09.** Company name changed from Didimin to ENTER-6.
- 2008. 09.** ENTER-6 Wangsim-Ri shop opened.
- 1997-2003** Operate Chang-Dong shop, Chungju shop, Karak shop, Euijungbu shop of the fashion outlet mall ‘DUMP’.
- 1995. 12** ‘DUMP’ Moonjung shop opened, which is the first fashion outlet mall in Korea.
- 1994. 12** Dump Co., Ltd established.

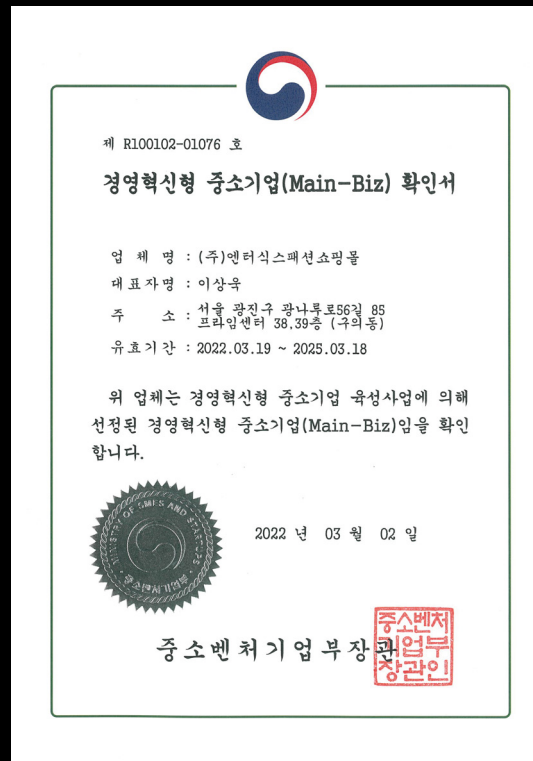


# Award

2022 Excellent Customer Satisfaction Brand Certificate



2022 Certificate of Management Innovation Small and Medium Business



2021 Technology Evaluation Excellence Certificate



# Award

## 2022 MONEY TODAY Customer Satisfaction Excellence Brand Award



Acquired in October 2022

Fashion Distribution



## 2020 HERALD ECONOMY Small and Medium Business Innovation Award



Acquired in JUNE 2020

Fashion Distribution





# Award

“2019 consumer satisfaction  
grand prize”

logistic/fashion shopping mall part



Acquired in June 2019

Customer Satisfaction Category



“2018 Korea Hit Brand Award”



Acquired in April 2018

category of distribution / fashion shopping mall.



“2017 Money Today Customer  
Satisfaction Award”



Acquired in April 2017



# Award

## “2016 Korea Enterprise Management Award”

Customer Satisfaction Category



Acquired in June 2016

Customer Satisfaction Category



## “2016 Outstanding Small-Medium Enterprise Award”

Fashion Distribution Category



Acquired in April 2016

Fashion Distribution Category



## “2016 Korea Future-Leading Power Brand Award”

Creative Management  
Fashion Shopping Mall Category



Acquired in April 2016

Creative Management/Fashion Shopping Mall Category





# Award

## “7th Korea Internet Communication Award”

Distribution & Shopping  
Category Best Prize



Acquired in March 2016

Distribution & Shopping	Electronics	Samsung Electronics
	Automobile	Hyundai Motors
	Industry	Cheil Industries
	Brand	GM Korea

## “2014 Korea Blog Award Great Prize”

Distribution Category



Acquired in March 2014

Distribution	Automobile	Korea GM
	Banking	Standard Chartered
	Holding Company	POSCO
	Communication	LG U Plus
	IT	Olympus
	Electronics	GS Caltex
	Petrochemical	

## “2014 Selection of Quality Management Excellent Enterprise”

Fashion Distribution Category



Acquired in March 2014

Fashion Distribution

# Award

## “2013 Korea SNS Award”

Fashion Shopping Mall Category



Acquired in August 2013

Fashion Shopping Mall	Petrochemical	GS Caltex
	IT Service	SK C&C
	IT Electronics	Hewlett-Packard Korea
	Distribution	DHL Korea
	Banking	Hana Bank
	Overall	POSCO

## Service Quality Certification from China National Tourism Administration (CNTA)




Acquired in December 2012


Lotte Department Stores
Lotte Mart
Galaria Luxury Hall
Louis Quatorze

## State-certified Excellent Shopping Mall by Korea Tourism Corporation



Acquired in December 2013

	Sinsegae Department Stores
	Sinsegae E-Mart
	Hyundai Department Stores
	Home Plus
	Lotte Shopping

# Store info

## The ENTER-6's Landmark Wangsim-Ri Station Shop in the Eastern Region of Seoul

ENTER-6 Wangsim-Ri Station shop is located in the private capital station, which is one of the best traffic hub of Seoul where the subway lines No. 2 and No. 5, central line and Bundang line are cross-connected. The station is composed of six avenues which introduces European style street as a motive for the first time in Korea and of space for about 130 domestic and overseas fashion brands like Uniqlo, Mixxo, Lacoste, North Face, etc. and F&B, and of cultural spaces like CGV and E-Mart, providing variety of fun.



# Store info

## **ENTER-6 Riverside Techno-Mart Shop in the special shopping district of the northeastern Seoul, where digital and fashion meet**

ENTER-6 Riverside Techno-Mart shop is located in the 1st floor of the Riverside Techno-Mart, which is the Korea's first electronics complex shopping mall and the landmark of wide business district covering Kwangjin-Gu, Gangdong-Gu, Songpa-Gu of Seoul and Kuri City, Namyangju city, Hanam City of Gyeonggi and which is the fashion square composed of domestic/foreign SPA, men's character, women's casual, sports, fashion sundries, cosmetic shops. It is directly connected to the Riverside Station of the subway line No. 2 and East Seoul Terminal being used by average number of 250,000 persons per 1 day, and, under such best condition of traffic hub in the northeastern district of Seoul with outstanding views to see Han River, connecting to Gangbyun Buk-Ro, Olympic Dae-Ro up to the various main stations of Gyeonggi public traffic lines, provides the fun of special malling in the mixture of CGV, Lotte Mart, large F&B shops and digital department stores and fashion malls.





# Store info

## ENTER-6 Sangbong shop in the shopping hot place of northeastern district of Seoul

ENTER-6 Sangbong shop is located in the Innocity commercial complex of Hyundai AMCO which takes its position as the central place of northeastern region renaissance of Seoul and extends to Sangbong Terminal as the basis for traffic hub, covering the station influence area of Sangbong Station of the subway line No. 7 and Mangwoo Station of the central line and Kyungchun line.

Also as the center of wide-regional business district covering Jungrang-Gu, Nowon-Gu, Kuri City and Namyangju city, it is composed of various fashion, culture and F&B shops. It, together with various convenient facilities such as Home Plus and Kids Theme Park in the Innocity of Hyundai AMCO, offers pleasure of one stop shopping by performing differentiated space arrangement and dynamic events which are available from ENTER-6 only.



# Store info

## ENTER-6 Gangnam Shop, newly arising shopping & culture space in Gangnam area

ENTER-6 Gangnam shop is the latest shopping & culture space located in the underground shopping complex of Gangnam Express Terminal Station of the subway line No. 3. It is connected directly to Express Bus Terminal Central City, and is the transfer station where people can transfer with subway line No. 7 and No. 9 which is one of the crowded traffic places in Seoul. It is composed of fashion, ABC mart, cosmetics, F&B, sundries, the gross size of which amounts to 7,218.8m<sup>2</sup>, and applying latest interior design, the previous stuffy and low height of ceiling has now been improved a lot with openness. Also it is composed by themes and by making the traffic line of shoppers and subway passengers wider than the previous one, convenience is secured and concert hall and resting facilities are deployed so as for the people to enjoy shopping and culture simultaneously.





# Store info

## **Cheonho Station branch store at ENTER-6 fashion thoroughfare of shopping and culture space emerging newly in Cheonho Station**

It is a new shopping and culture space located at the basement shopping haven at Cheonho Subway Station in Seoul City. It is one of the busiest traffic hubs for transit between line #5 and #8. Fashion, cosmetics, F&B, miscellaneous goods are displayed, and the customer's convenience was secured by widening the previous traffic line in addition to the newest interior design.



# Store info

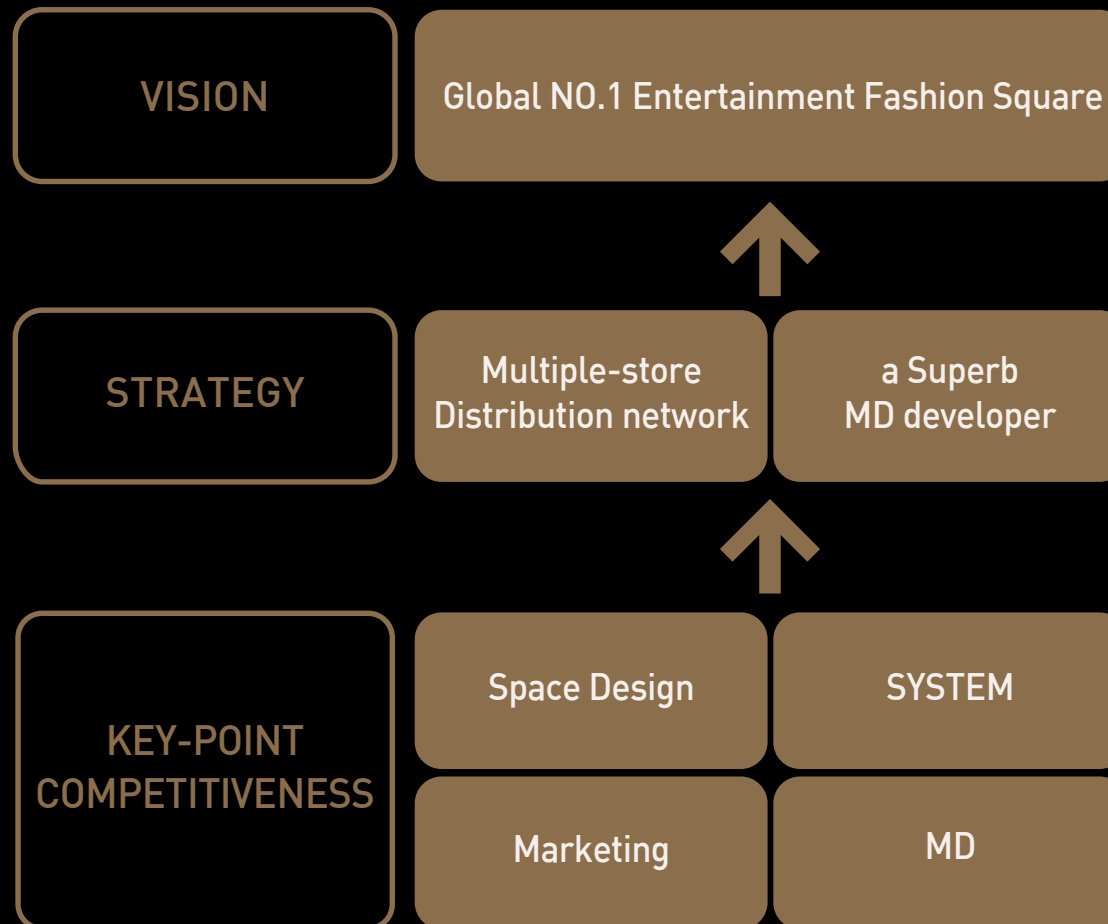
## A shoppertainment space in Anyang City, ENTER-6 Anyang Station Store

ENTER-6 Anyang store is a space for shoppertainment(A coined word with shopping and entertainment) where the customers to enjoy shopping, culture, healing and gourmet's house at one go. It is made of spa, famous global sports brands, beauty editing shop, dance academy studio, popular street food and famous F&B. The mood for the customers to relax inside the nature in application of environment friendly interior design.

Characterized with maximized experiencing style entertainment factors by extending the enjoyable contents up to 30% of entire space. Book library and photo zones of differentiated concepts were built to enjoy the shopping and culture at once.



# Value & Challenge





# Sapce design





# Sapce design





# System





# Marketing



# Marketing





# Marketing





# Marketing



Kim Jong-kook



Sunmi



LABOUM Sol-bin



Kian84



Lee Minho



Kim Min-kyung



# Marketing





# Marketing





# Marketing





# Marketing





# Marketing







AOA Sul Hyun

(2015-2016)

## Official Model



Yoon Kyun-Sang

(2017)



LABOUM Sol-bin

(2018)





**Sunmi**

(2019)

## Official Model



**Jang Do-yeon**

(2020-2021)

VIRTUAL ACTOR

**Min Zio**

(2022-2023)





MD

## FASHION



**FASHION  
ACC**



## F&amp;B





# Enter-6

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CEO Message



# CEO Message



**The power of imagination that changes paradigm of shopping!  
That's just ENTER-6.**

As the consuming trends in Korea rapidly change, malling is no longer a transitory trend but is settling its way as a life style. ENTER-6's slogan "style museum where travel begins" breathes into simple space of consuming, thus providing various experience and fluttering, and that is a will of ENTER-6 to continually communicate in the heart of customers.

ENTER-6, reflecting such needs and wants of customers, takes streets of Europe as motive and designs interior of shops on such motive for the first time in Korea, and provides to the customers differentiated entertainment factors to satisfy their needs for both of shopping and fun simultaneously. Also as meant by our company name, through harmonious coalescence into software and hardware of six senses of sight, touch, smell, taste, hearing and the 6th intuitive perception, we are creating new fashion distribution culture.

ENTER-6 has numerous experiences of success and abundant know-hows of operation. Just getting out of the single-dimensional viewpoint that fashion distribution is simply introduction of brands and selling of goods, we will fulfill our social responsibility to invigorate the buildings and expand our role to contribute to the business district as the landmark of the region.

Now ENTER-6 will advance into the global market, beyond Korea. Having the vision, responsibility and pride as the new leader of shopping Hallyu(Korean wave), ENTER-6 will not stop exerting our innovative passion to realize value and grow together with our partners.

**Unlimited imagination and potentials of ENTER-6! You may rest expected of it.**

Chairman of ENTER-6, **Kim Sang-Dae**



Thank you

