



X-ALLIANCE

Company & Business Introduction

January 2024

MISSION & VALUE

■ *Mission*

X-ALLIANCE is an 『investment holding company』 established by the core team members of the former TJ International Management Support Headquarters via spin-off in October 2021.

As industry trends continue to rapidly evolve, we focus on value-added activities with our mission “alliance” through synergistic collaboration in the fashion/retail/culture/investment fields as well as various partnerships/investments/advisory & support services with competent third-party partners.

■ *Core-Value*

The 4X =



EXCELLENCE

EXTENSION

EXPONENT

EXPECTATION

X-alliance and its affiliates and partners pursue excellence, cooperation and square-root growth based on mutually beneficial collaboration for outstanding value and greater common good.

LINE OF BUSINESS

■ *Business Area*

Management Support Services

- Provides management support services such as HR/IT/LEGAL/FIN to affiliates and investee companies
(+Logistics/QM/Sales Staff dispatch/management services provided by subsidiary X-LOGISTICS)

Property & Space cooperation

- Supports affiliates and investee companies through our office/retail/culture properties
(+property investment/development business by subsidiary X-PROPERTY PARTNERS)

PI / LP Investment

- Operates direct/indirect investment businesses respectively as PI & LP (Approx. 70M USD)
- Numerous early-stage/startup/growth/restructuring investment management with partner investors

ADD-VALUE activities

- Various add-value activities for affiliates and investee companies
(+networking support, FAS services , IT advisory services and etc.)

■ *Quick Facts*



Domestic/Foreign affiliates : 18
Core partner companies : 12+



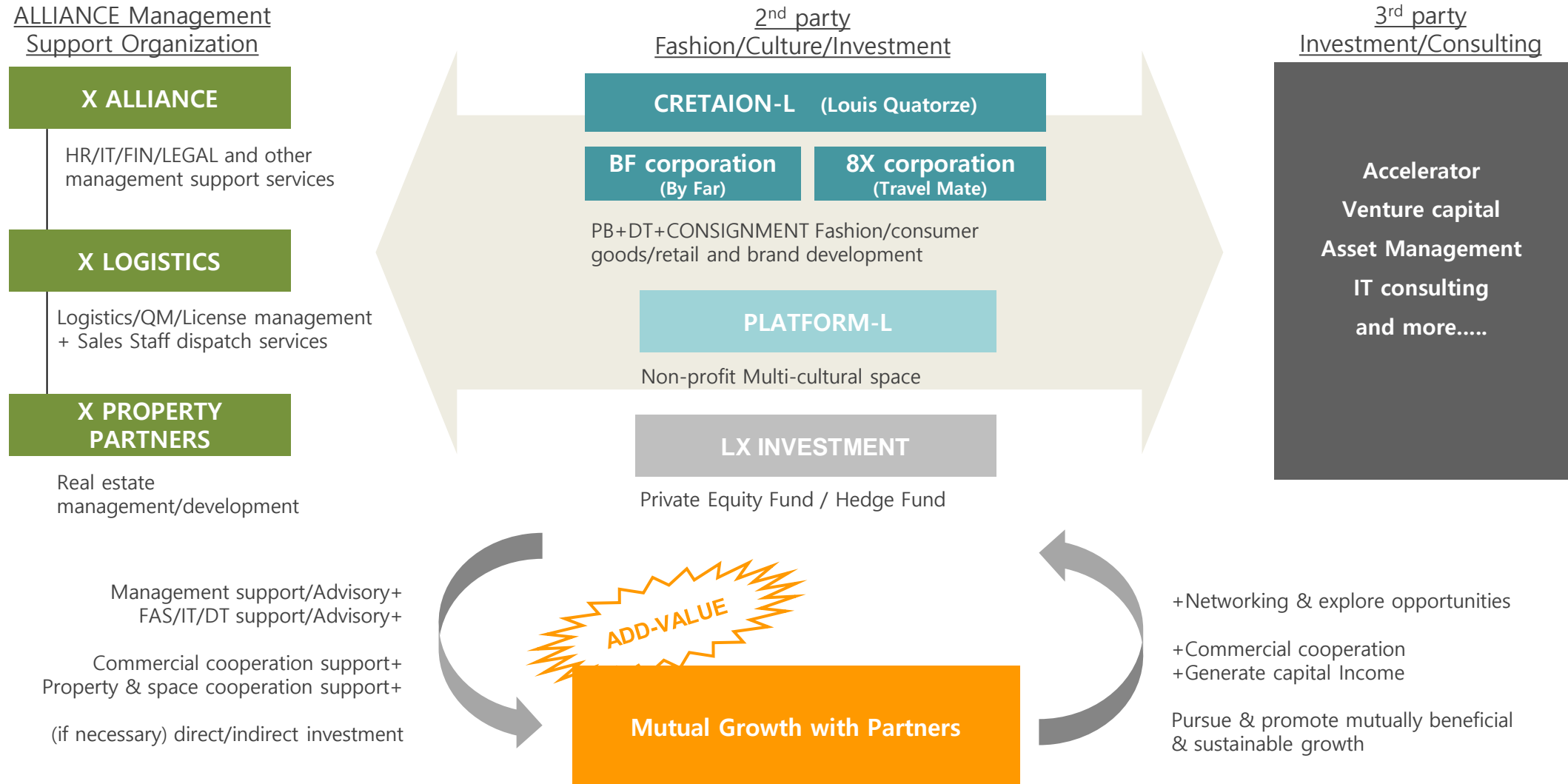
Asset volume : appx 130M USD
Funds participated as LP : 27+



COE team members : 20
Direct/indirect investee : 600+

ALLIANCE STRUCTURE

■ ALLIANCE MODEL



Main BM : Leather goods Manufacture & Distribution



- LQ was founded by a French craftsman, Paul Barrate in 1980 and was acquired by Creation-L (former TJ International) in 2005.
- LQ creates its own unique style mixed with French heritage and contemporary Korean culture.
- Numerous Korea-France cooperation projects + Cultural sponsorship/cooperation programs with Platform-L

- x-alliance management support services : HR/FIN/IT/LEGAL/LOGISTICS/SALES STAFF
- x-alliance Financial advisory services : Business transfer and M&A/spin-off transactions
- x-alliance IT/DT projects : MES (Manufacturing Execution system), RPA, BI and etc
- x-alliance S/W development support/advisory services : website renewals and etc

Partner brands & services



- LQ exclusive DT partner in Japan
- subsidiary of Mitsui Group
- operating +20 more fashion brands

R S V P

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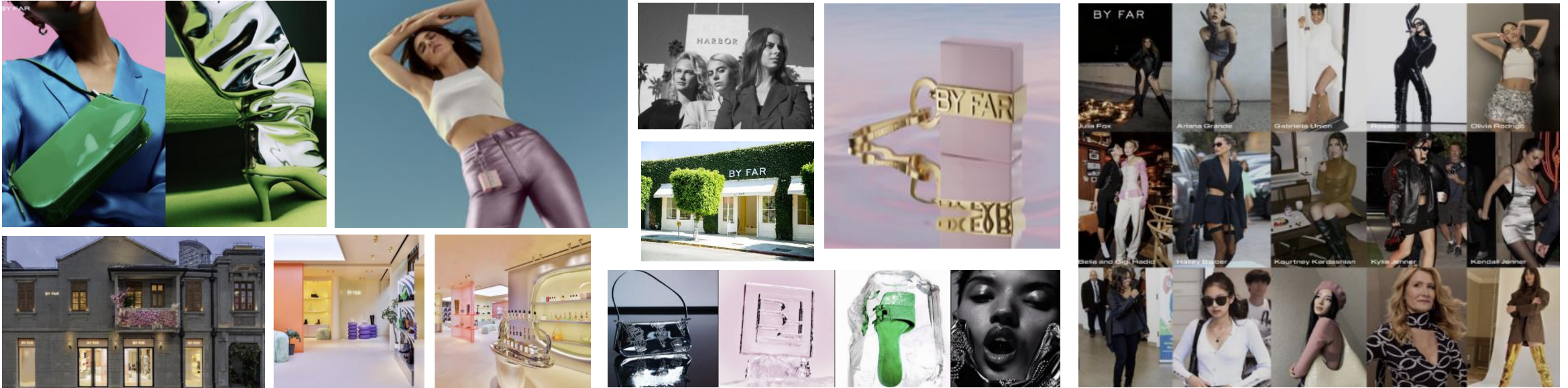
STUART LAU BLUNT

- partnership brands from France, US, Australia and more
- manufacturing & distribution partnership in Korea

STripes

- MTO (made-to-order) service men's shirts fashion start-up
- Acquisition made in 2018

Main BM : Fashion goods Purchase (Import) & Distribution



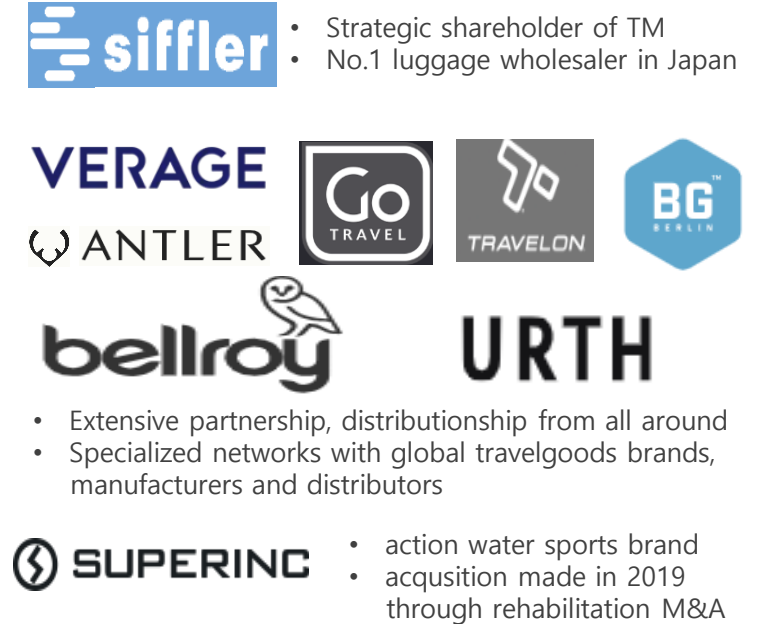
- By Far was launched by three young Bulgarian sisters in 1996 and BF corporation (related company of creation-L) plan to introduce in Korea early 2024.
- By Far's shoes and handbags achieved instant success from the beginning by gaining popularity & advocates among Hollywood celebrities. The brand has also earned global recognition among prestigious retailers, leading to expansion of their direct operations in China in 2022.
- The Fragrance line was launched in 2023 with tremendous success and the Ready-to-Wear (RTW) line is scheduled for launch in 2024.
- x-alliance management support services : HR/FIN/IT/LEGAL/LOGISTICS/SALES STAFF

Main BM : Travel goods Multi-curation & Distribution



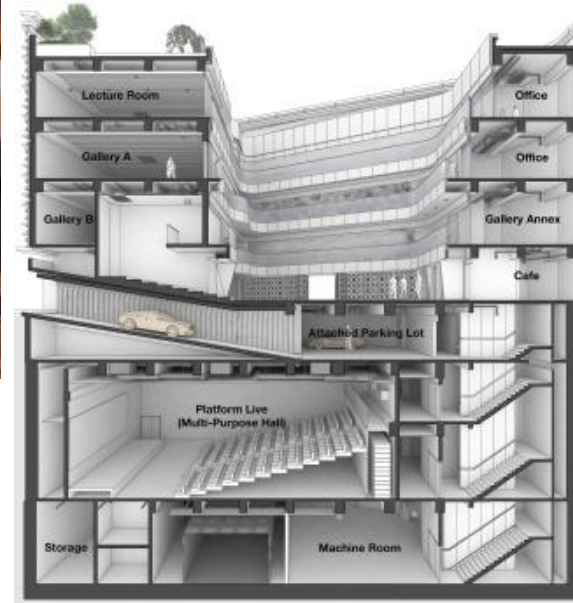
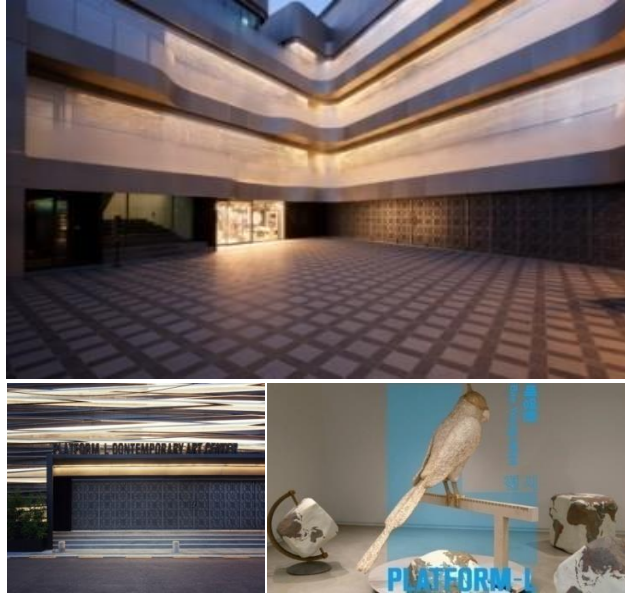
- Travel Mate was established back in 2007 and has evolved as Korea's No.1 online/offline travel goods retailer.
- X-alliance and PE fund jointly acquired Travel Mate in 2017 and currently stands as one of core affiliates.
- TM collaborates with various travel-related service providers such as airlines, airport, travel agencies and etc.
- x-alliance management support services : HR/FIN/IT/LEGAL/LOGISTICS/SALES STAFF
- x-alliance IT/DT projects : ERP / RPA / BI and etc.
- x-alliance Financial advisory services : business division spin-off, acquisition and merger
- x-alliance financial advisory services : rehabilitation(corporate/individual) process and M&A before approval (sub brand SUPERINC)

Partner brands & services



PLATFORM-L

CONTEMPORARY ART CENTER



전시
아간이주 The Night Migrations



퍼포먼스
PLAP 2023 | 디스토피아3



전시, 퍼포먼스
PLAP 2023 | 디지털 혼: 우주를 잇다



전시, 퍼포먼스
PLAP 2023 | 감각의 요소 ver.9



퍼포먼스
PLAP 2023 | 투명인간이 되든, 춤을 추든



전시, 퍼포먼스
PLAP 2023 | 감정의 유기성

- Platform-L was constructed in 2016 with the establishment of Taejin Culture Foundation and it has functioned as a networking hub and cultural exchange platform for all alliance parties across diverse industries such as fashion/investment/mobility/architecture/publishing/design/IT and many more not confining just as an art/culture space.
- Platform-L has showcased various exhibitions, performances ranging from Global artists (Yang Pudong, Bae Young-hwan, Karl Martens and many others) to local emerging artists and many other fascinating events.
- x-alliance property co-op : co-works with Taejin Culture Foundation as master-lease and provide facility management
- x-alliance brand & art collaboration : supports collaboration between brands and artists

Investment Portfolios



LPs and Partner Institutions



- LX INVESTMENT : private equity house (founded in 2015 / AUM appx 600M UDS)
- LX ASSET MANAGEMENT : hedge fund subsidiary of LXIV (founded in 2020 / AUM appx 200M USD)
- LX ASIA (Hanoi, Vietnam based) : overseas investment (Southeast Asia) & M&A advisory subsidiary of LXIV
- x-alliance investment cooperation : deal sourcing, networking, LP participation and commercial Add-Value activities
- Vanguard Expert Partners : real estate / property investment house (founded in 2023.12 ; as a related entity)

CORE PARTNERS

■ *Investment Partners*



■ *DT/IT Partners*



- 3RD Party Investment Partners : collaborate with specialized investment groups in various fields such as Accelerator / VC / PE / Asset Management (Hedge Fund/Real Estate/Bio) and co-develop/create value-added activities for investee companies and new investment opportunities.
- 3RD Party IT/DT Partners : provide networks & professional advices from core IT/DT partners (consulting firm / company builder / media & forum / platform service providers) for affiliates and investee companies.
- x-alliance Add-Value references : M&A advisory (company L : online multi-brand sell side_), Deal Sourcing (company F : new business expansion), Strategic Partnership (company C), Merger deal (company B), Retail channel networking & B2B sales (company D) + ERP implementation (company N : network partner), BI/RPA/ Digital Forwarding implementation (company J : network & advice) and more

CENTER OF EXCELLENCE

■ Key Members



Sangwoo Jeon
CEO

Expertise : capital markets
(M&A/Investment/NPL)
Role : alliance Chief Officer
+ alliance CSO + alliance CIO



Sangjun Lee
IT/HR Director

Expertise : IT Infrastructure
design and development
Role : HRM Chief Officer +
alliance CTO (IT infra + web service)



Junhee Han
Legal Director

Expertise : corporate law &
Intellectual property
Role : alliance internal lawyer
+ Real Estate subsidiary CEO



Eunkyu Khan
Finance Director

Expertise : corporate accounting
/funds/internal controls/Tax/audit
Role : alliance internal control
alliance CFO + subsidiary CEO

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DW Consulting (M&A/NPL)
AJU IB Investment (VC/PE)
LX Investment (Co-founder)
X-alliance (CEO)
Creation L (Co-CEO)

M&M IT (IT development)
X-alliance (ERP,GW,MES etc)
Creation L (IT/HR Director)

Inzi controls (Legal dept)
Etude House (Legal dept)
X-alliance (Legal Director)
X Property Partners (CEO)

Hanhwa Securities (Finance dept)
KBS Media (Finance dept)
KG Inicis (Finance dept)
X-alliance (CFO & alliance audit)

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