

대한민국 No.1 자동차 부품 유통 기업 '파트몰'

PARTS-MALL

AWARD-WINNING,
KOREA'S #1 AUTOMOTIVE PARTS SUPPLIER



대한민국 No.1 자동차 부품 솔루션 리더, 파츠몰

Korea's #1 supplier of all types of auto spare parts, a wide selection of brands including our own brand, PMC

PARTS-MALL has been Korea's representative leading provider of spare parts in the automotive aftermarket. Aimed towards the overseas after market since its inception in 1998, PARTS-MALL has positioned itself as a leading supplier within the global market providing complete automotive solutions for Korean vehicles.

Moving away from the confines of its initial business structure; supplying only genuine brands, PARTS-MALL offers customers complete freedom of choice between brands providing a range of different prices, quality and specifications.

We strive to lead, not follow – continuing to extend our position as a market leader. This principle was what resulted in the creation of the internationally renowned private brand PMC.

Covering all makers of Korean cars, we are also dramatically expanding our range of Japanese and European cars.

Our goal is simple; to be a one stop solution in the automotive aftermarket. We've diversified our business and grown into 3 new subsidiaries inside and outside the Korean market with our main office based in South Korea and 5 overseas corporations in UAE, South Africa, China, Malaysia and Russia, with further expansion plans underway.

파츠몰은 대한민국을 대표하는 애프터 마켓 자동차 부품 유통 기업입니다.

1998년을 시작으로, 파츠몰은 현재 세계 시장에서 한국차종의 부품 솔루션 리더로서 시장을 선도하고 있습니다.

순정품 브랜드만을 유통하는 초기 사업 모델을 거쳐, 파츠몰은 현재 고객들에게 다양한 품질과 가격, 스펙을 가진 완벽한 브랜드 레인지를 제공합니다.

파츠몰은 따르는 것(follow)이 아니라, 리드(lead) 합니다.

이러한 원칙은 글로벌 시장에서 인정받는 파츠몰 대표 PB 브랜드 PMC를 탄생 시켰으며, PMC는 이제 한국차종을 넘어 일본, 유럽 차종까지 광범위하게 부품 커버리지를 확대하고 있습니다. 현재까지 파츠몰은 5개의 해외 법인으로 확장되며, 글로벌 자동차 부품 시장에서 솔루션 리더라는 목표를 향해 나아가고 있습니다.

1998

Establishment (파츠몰 설립)

- 2002 : Korea's first B2B online spare parts business trader through its own ERP system (국내 첫 ERP 기반 B2B 자동차 부품 유통 시작)
- 2003 : Launched representative P/B Brand, PMC (PB 브랜드 PMC 출시)
- 2005 : Established the overseas corporation in South Africa and Malaysia (해외법인 설립: 남아프리카, 말레이시아)
- 2006 : Established the overseas corporation in Shanghai (해외법인 설립: 중국 상하이)
- 2009 : Won presidential Award US\$ 50M (한국무역협회 5천만불 수출탑 수상)
- 2010 : Acquired "Seal of excellence*" by KOTRA** (무역진흥공사 'Seal of excellence' 수상)
 - * Korea seal of excellence: A mark of Quality, High Technology and Trustworthiness
 - ** KOTRA: Korea Trade-investment Promotion agency

2011

Expanded Logistics center to 12,000 sqm. (물류창고 증축, 총 규모 약 12,000 sqm.)**Started to develop the product range for Japanese, European, American applications** (외산차용 부품 개발 시작)

2012

Won "Korea's Global Brand 2012" by KOTRA (무역진흥공사 'Korea Global Brand' 수상)

- 2013: The Certified Tecdoc data supplier (TecAlliance) (국내 최초 Tecdoc data supplier 가입)
- 2015: Established the overseas corporation in Dubai (해외법인 설립: 두바이)
 - 'Faithful model of Taxpayer' commendation, awarded by the taxation office (성실납세 유공 표창)
 - 'Contribution to Regional Economy', awarded by the Gyeonggi Province Governor (지역경제발전 유공 표창)

2016

Established the overseas corporation in Russia (해외법인 설립: 러시아)**Acquired EAC certification** (EAC 인증 취득)**Achieved sales figures of \$100M (As a group)** (그룹사 통합 1천억 원 매출 돌파)

2 0 0 9
PRESIDENTIAL
AWARD

2 0 1 1
**SEAL OF
EXCELLENCE:**

by KOTRA, A mark of Quality,
High Technology and Trustworthiness

2 0 1 2
**KOREA'S
GLOBAL
BRAND**

2 0 1 6
ACHIEVED SALES FIGURES OF

\$100M
(As a group)

파트몰의 품질 관리

PARTS-MALL quality management

is based on the following principles;



고객 만족 추구
Meet and exceed the demands
expected by its customers



공급사와의 장기 파트너십
Long term partnership
with its suppliers



최고 품질에 대한 열정
Passion about providing world-
class quality

Product quality is the core corporate value of PARTS-MALL Group's management principles. We work with our proven suppliers with whom we have a close relationship forged from years of working together. Our quality management system allows us to take the initiative and provide quality above our client's expectation and create trusting long-term partnerships. Complementing this value is confirmation of the high quality standards, internationally recognized independent certifications:

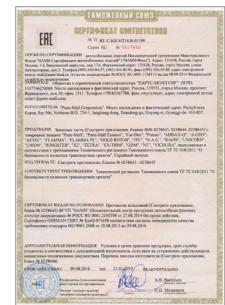
'품질'은 파트몰이 추구하는 가장 중요한 핵심 가치입니다. 이는 오랜 기간 함께 일해온 검증된 공급업체들과의 든든한 신뢰를 바탕으로 합니다. 파트몰만의 품질 관리 시스템은 글로벌 고객들의 기대를 항상 뛰어 넘으며, 그들과의 장기 파트너십을 만들어 냅니다.



ISO 9001:2008



ISO 14001:2004



EAC 2016

- + Deutsche Akkreditierungsstelle (German Cert)
- + ISO 9001:2008
- + ISO 14001:2004
- + EAC 2016

“ In the interests of the customers and the market, we assure to apply and share **our core values** as well as our mission to succeed on the international stage. ”

(Ryoo, Seung Dong / CEO of PARTS MALL GROUP)

“고객과 시장에 대한 관심을 바탕으로, 파츠몰은 국제시장에서의 일류 도약을 위해 다음과 같은 핵심 가치를 공유합니다.”

Trust, Integrity & Accountability

신뢰, 진실성, 책임

People & Teamwork

사람, 팀워크

Dedication to Excellence

최고에 대한 헌신

Innovation & Creativity

혁신, 창의성



Mission, Values

PARTS-MALL pursues a clearly defined mission; to fulfill our customer's needs on spare parts for all kinds of applications and to improve the business for mutual benefits

통합, 효율 그리고 신뢰의 파츠몰

Integrated, Efficient, and reliable, PARTS-MALL



Integrated

Integrated solution

통합솔루션: 브랜드 • 품목 커버리지, One-stop 오더 시스템

- **A variety of choices**
PARTS-MALL provides the widest range from genuine, OEM, aftermarket brand to our PB, PMC
- **One-stop order process**
From inquiry, purchasing, SCM to shipment are under one roof based on our optimized logistics, SCM and ERP system.



Efficient

The fastest delivery time and the highest fulfillment rate with

효율: 빠른 공급기일, 높은 공급율

- **The real-time online response system for customer's orders in close co-operation with suppliers**
: Just-in-time delivery of inventory through the fast response from suppliers
- **Optimal inventory management : Especially holding long lead times items in stock**
- **The largest operation in Korea among aftermarket suppliers**



Reliable

Reliability

신뢰: 고객우선, 공급사 장기 파트너쉽

- **Responsive to our customers**
PARTS-MALL designs and develops demanding parts upon the market and customer's needs
- **Maintaining long-term partnership with our suppliers**
PMC's world-class quality, and price advantage are possible in cooperation with our suppliers
- **The certified data supplier of TecAllinace since 2013**
PARTS-MALL won 'Rank A' class for 5 years in a row

파츠몰의 대표 PB 브랜드, PMC

PARTS-MALL's representative private brand

글로벌 파트너, 공급사로서 파츠몰은

PMC의 품질, 광범위한 부품 커버리지를 통해 국제무대에서 활약하고 있습니다.

PMC

All types of auto spare parts
with unlimited possibilities,
for a wide spectrum of applications

As a core business, PMC is what PARTS-MALL team takes great pride in. PMC's top-quality, competitive price, the widest product range have represented the basis of PARTS-MALL's lasting success.



Acquired
ISO 9001:2008

Acquired
ISO 14001:2004

'Global Brand 2012'
by KOTRA

'BreakThrough'
Won the Golden Key Award

Won 'Rank A' class for 5 years in a row
as a Tecdoc data supplier through PMC

한국차종 전용 PMC

PMC for KOREAN APPLICATIONS

- Made in Korea from proven suppliers
- HYUNDAI, KIA, GM DAEWOO, SSANGYOUNG, RENAULT SAMSUNG, etc.

PMC is PARTS-MALL's representative private brand, offering a wide range of spare parts which are all made in Korea.

The PMC philosophy is to provide a complete solution for all Korean Applications with the full coverage from fast-moving spare parts to uncommon spare parts.

As a global partner & supplier specialized in Korean Applications, PARTS-MALL is extending its position on the international stage through PMC's top-quality, and incomparably wide product range.

한국차종 전용 PMC는 파츠몰의 대표 PB 브랜드로서, 한국산 자동차 모델을 위한 광범위한 제품 레인지를 제공합니다.

PMC는 소모품부터 고도의 기술이 포함된 부품에 이르기까지 한국산 차종에 해당하는 모든 자동차 부품에 대해 토털 솔루션을 제공하는 것을 지향합니다.

Main Item Groups

- FILTER (AIR, OIL, FUEL, CABIN)
- WATER PUMP
- SHOCK ABSORBER
- BRAKE PAD, SHOE
- BRAKE DISC
- SUSPENTION PARTS
- COOLING PARTS
- SPARK PLUG CABLE
- FUNCTION CABLES
- BELT KIT
- SEAL KIT
- CLUTCH KIT
- BEARING (TENSION, IDLER, HUB etc)
- COOLING PARTS (RADIATOR, CONDENSER, COMPRESSOR, FAN/MOTOR)
- FUEL SYSTEM (ADAPTOR/GAUGE/PUMP)
- GASKET KIT-ENGINE
- PISTON & LINNER
- POWER STEERING PUMP
- ALTERNATOR / STARTER
- EXHAUST PIPE (MUFFLER)
- OIL PUMP
- AND OTHERS



외국차종 전용 PMC

PMC for JAPANESE, EUROPEAN, AMERICAN APPLICATIONS(NON-KOREAN)

- Made in Korea from proven suppliers
- TOYOTA, NISSAN, MITSUBISHI, HONDA, etc.
- VOLKSWAGEN, PEUGEOT, RENAULT, FORD, etc.

PARTS-MALL has dramatically started expanding the range to Non-Korean applications with distinguished performance and experience in the automotive aftermarket. The strategy by the coverage of extension sets PARTS-MALL apart from most other players in this field.

PMC portfolio for Non-Korean Applications primarily extends to solutions for the suspension, brake, filter parts.

We continuously develop and introduce new products such as shock absorber, spark plug cable and so on to meet specialized demands for Japanese, and European Applications in the global market.

세계 자동차 부품 시장에서 한국차종 전용 PMC의 성공에 힘입어, 파츠몰은 외산차 전용 PMC의 제품 레인지를 빠르고, 광범위하게 확장하고 있습니다.

파츠몰만의 경험과 노하우를 바탕으로, 외산차종 전용 PMC는 글로벌 고객들에게 일산차종, 유럽차종에 대한 특화된 부품 솔루션 제공으로 인정받고 있습니다.

Main Item Groups

- FILTER (AIR, CABIN, FUEL, OIL)
- BRAKE PAD, SHOE
- BRAKE DISC
- SUSPENSION PARTS
 - BALL JOINT / LINK / TIE ROD / STABILIZER
- SHOCK ABSORBER
- SPARK PLUG CABLE
- COOLING PARTS (CONDENSER, COMPRESSOR)
- ENGINE ELECTRICAL (ALTERNATOR, REGULATOR, STARTER)
- WATER PUMP
- AND OTHERS



기타 PB 브랜드

SPECIALIZED, PRIVATE BRANDS

- Made in Korea from proven suppliers
- HYUNDAI, KIA, GM DAEWOO, SSANGYOUNG, RENAULT SAMSUNG, etc.

PARTS-MALL is always all ears to customer's needs. Our specialized private brands, DASHI, CAR-DEX, EX-TRIM and VICHURA were born through our interest and effort to meet customer's specific needs for spare parts.

These brands provide in-dept range of solutions for suspension, rebuilt products, lamp and body parts. This brand group is going beyond the scope of PMC in automotive aftermarket where its quality and price is well being recognized by international cutomers of PARTS-MALL.

PMC 이외에도, 파츠몰은 DASHI, CAR-DEX, EX-TRIM, VICHURA 등 특정 품목군에 전문화된 PB 브랜드를 보유하고 있습니다.

하체, 램프, 바디 부품 및 재생품에 특화되어 있으며, 파츠몰의 글로벌 고객들에게 경쟁력 있는 가격과 품질로 널리 인식되어 있습니다.



CAR-DEX

Specialized Brand
In Suspension parts



DASHI

Specialized Brand
In Rebuilt parts



EX-TRIM

Specialized Brand
In Body parts



VICHURA

Specialized Brand
In Lamp and Mirror

PMC 에센스

PMC - ESSENCE

PMC-ESSENCE is designed to withstand your most rigorous demands. It provides the broad product range that is not easily sourced in Korea any more to support our customer's needs.

PMC-ESSENCE represents **'affordable cost yet high quality'**, sourcing unavailable parts categories which are globally sourced from proven manufacturers around the world.

With strict quality control, PMC-ESSENCE is under direct management of PARTS-MALL's overseas corporation to maintain its quality exceeded customer's requirements.

PMC 에센스는 한국에서는 소싱되기 어려운 품목군(브레이크 디스크, 캘리퍼 등)에 특화된 브랜드로 **'affordable cost yet high quality'**를 지향합니다.

검증된 글로벌 공급사를 통해 제품을 소싱하고 있으며, 파츠몰의 해외 법인을 통한 지속적 품질 관리로, 국제 고객의 품질 기대를 뛰어 넘고 있습니다.

Main Item Groups

- BRAKE DISC/DRUM
- BRAKE CALIPER
- ENGINE BEARING
- ENGINE VALVE
- PISTON RING
- WHEEL HUB
- KNUCKLE
- DAMPER PULLEY
- ADJUSTER
- FUEL INJECTOR
- AND OTHERS



Global Network

● PARTS-MALL Headquarter

● 5 Overseas Corporations

● Sales Network

76 Countries in total, as of March, 2017

