

KODAM LICENSED SYSTEM

KODAM



Authentic K-Beauty Spa Operating System

www.kodam.com

Proven Business Systems for Sustainable Growth

Built from real operations, proven training, service protocols, and product and equipment standards, KODAM licenses an authentic K-Beauty business system designed to scale.

4

Operating
Locations

8,200+

Active
Clients

24X+

Revenue
Growth

12X+

Client
Growth



CEO Message

KODAM brings authentic K-Beauty Spa expertise to the global market.

We are more than a skincare brand.
We share Korea's evolved skin care techniques, aesthetic philosophy, and proven operating systems in the U.S.

We define a new K-Beauty Spa standard.
Beauty is more than appearance.
Healthy skin and scalp restore confidence.

With innovation and expertise, KODAM connects Korean beauty with the world.

MISSION

Bringing authentic Korean beauty worldwide through education, licensing, and business development.

VISION

Authentic K-Beauty Spa,
Skin Aesthetic, Head Spa
Establishing the global standard for spa, skin aesthetic, and head spa businesses.



- **Mindy Kim**
Founder & CEO, KODAM

About Us

KODAM is not a traditional consulting company. We operate K-Beauty Skin Aesthetic & Head Spa locations ourselves and turn proven field expertise into one premium licensed system, covering education, operations, client experience, and business growth.



- Licensed System
- Academy
- Business Development
- Skin Aesthetic
- Head Spa

Our Story

KODAM is not a traditional consulting company.

We operate K-Beauty Skin Aesthetic & Head Spa locations and build from expertise proven in the field from education and operations to client experience and business growth through one premium licensed system.

KODAM = Korea + DAM (潭)

A clear, deep pond where authentic Korean beauty gains lasting depth.

DAM (潭) means a clear, deep pond.

Just as clear water gathers over time to create depth, KODAM accumulates Korean beauty expertise, refined client experience, and proven operating systems to create a sustainable standard.

Inspired by Cheongdam, the symbol of refined premium beauty in Korea, we turn authentic K-Beauty into a business system that can be taught, operated, and scaled.

KODAM carries the clear depth of Korean beauty and builds sustainable K-Beauty business systems.

Our Philosophy

Built on Korean beauty expertise and proven operating systems, KODAM creates sustainable success through authentic Korean beauty business systems.

We turn the value of authentic Korean beauty and proven growth systems into sustainable success.

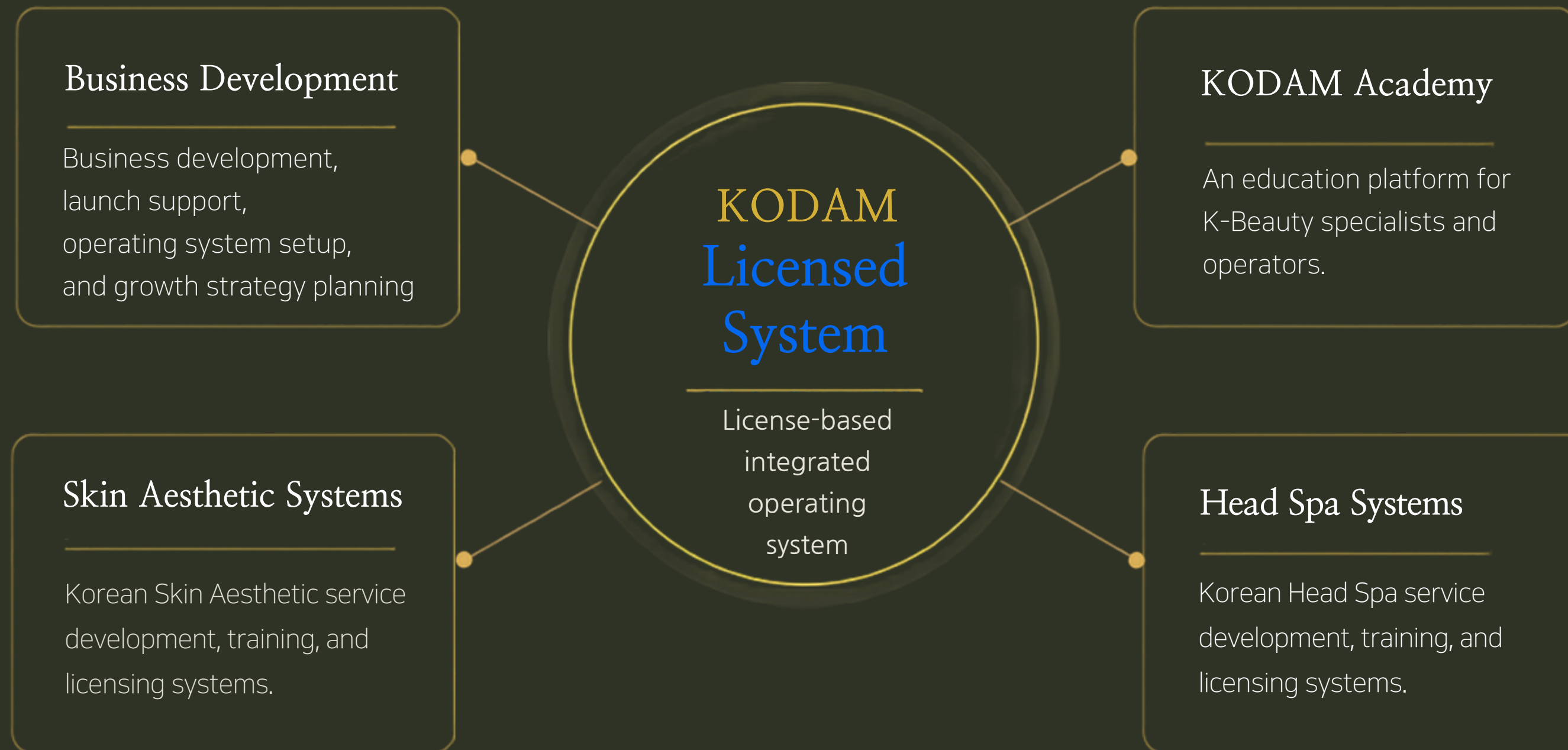
Beauty begins with technique,
success is completed by
system.

K-Beauty Wellness • Luxury Scalp & Skin Care • Korean Ritual
Healing & Technology • Beauty + Wellness + Hospitality



Core Business

KODAM's core businesses are connected through the Licensed System.



Why KODAM

Not a franchise. A proven Licensed System.

The market has many consulting companies.

KODAM is not another advice-only firm.

KODAM provides an authentic K-Beauty Licensed System built from real operating experience.

01

Experience

Proven operating experience

- Real operating experience
- Multi-location operations

02

Systems

A structured operating system

- Operating System
- Licensed System

03

Education

Professional training system

- Staff training
- Client experience system

04

Network

Scalable business model

- Business development
- Product & equipment network

Who We Serve

A system built for spa owners, founders, and business partners

I

Existing Spa & Wellness Operators

Day spas - aesthetic studios - salons - wellness centers - medical spas

Integrate a K-Beauty system into an existing business.

II

Future K-Beauty Founders

Skin Aesthetic - Head Spa - K-Beauty Spa - future K-Beauty founders

Launch a K-Beauty business with a proven system.

III

Med Spa Owners

Medical aesthetics - injectables - wellness clinics

Add Korean skin care and scalp care programs.

IV

Business Partners & Regional Partners

Multi-unit operators - beauty/wellness investors - regional partners

Partnerships for a scalable K-Beauty Licensed System.

KODAM License System

A proven system for stable, sustainable growth.

KODAM provides an authentic K-Beauty business system built on real operating experience and performance data. Through licensing, we build brand success together.

LICENSE FEE

\$25,000

Initial license fee

Initial cost for brand usage rights and system implementation.

ROYALTY FEE

5%

Monthly license fee
(based on gross revenue)

A fixed percentage of monthly gross revenue is paid as the license fee.

TERM

3 Years

License agreement period

License rights remain active for three years from the agreement date.

What's Included

Everything needed to operate a successful business is included.

01

Concept & Business Design

Shape the brand concept, business model, and operating strategy from market analysis.

02

Launch & Opening Setup

Support store setup, process design, staffing, and every pre-opening step.

03

Protocol Training & Certification

Standardize service quality through professional training, with official protocol certification.

04

Operating System & SOP Development

Transfer proven operating systems and standardized SOPs to support stable, efficient store operations.

05

Product & Equipment Guidance

Select proven products and optimal equipment, with practical usage and operating guidance.

06

Marketing Support & Brand Positioning

From brand identity development to online and offline strategy, tailored support drives continued growth.

From Concept to Scale

Start with stability and build sustainable growth with the KODAM system.

I — LAUNCH

- 01 Concept design
- 02 Market study
- 03 Entity setup
- 04 Plan
- 05 Brand position

II — BUILD

- 01 Facility buildout
- 02 Product & gear
- 03 Menu design
- 04 Hiring & training
- 05 Ops setup

III — GROW

- 01 Client CX
- 02 Marketing
- 03 Revenue growth
- 04 Ops tune-up
- 05 Team system

IV — SCALE

- 01 Multi-site ops
- 02 Std. SOPs
- 03 KODAM System
- 04 SOP use
- 05 Growth help

Success Story

KODAM's strongest advantage is real operating experience across 4 Chicago locations.

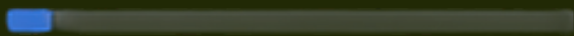
01 Park Ridge 2019 Skin-Aesthetic



PROFIT GROWTH



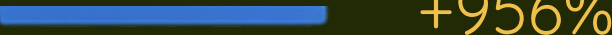
CLIENTS(650)



02 NorthBrook 2022 Skin-Aesthetic



PROFIT GROWTH



CLIENTS(2,800)



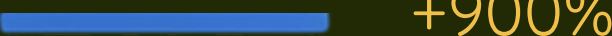
03 Lincoln Park 2024 Skin-Aesthetic



PROFIT GROWTH



CLIENTS(6,500)



04 NorthBrook 2025 Head Spa



PROFIT GROWTH



CLIENTS(8,200)



* Growth rate indexed to 2019 as the baseline (100%).

Proven Success

Every insight solved through real operations lives inside the KODAM system.

01

PROVEN



K-Beauty
Skin Aesthetic

Proven client experience

Operating system

02

PROVEN



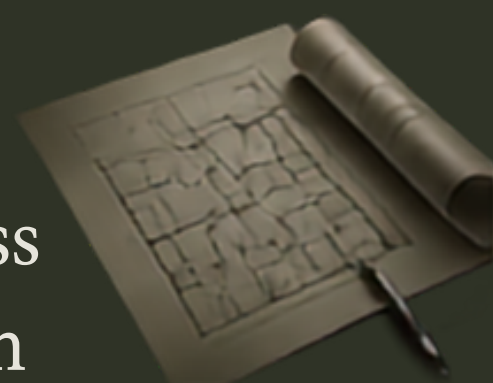
K-Beauty
Head Spa

Proven client experience

Operating system

03

PROVEN



Business
Growth

Business development
experience

Operational stabilization
system

04

PROVEN



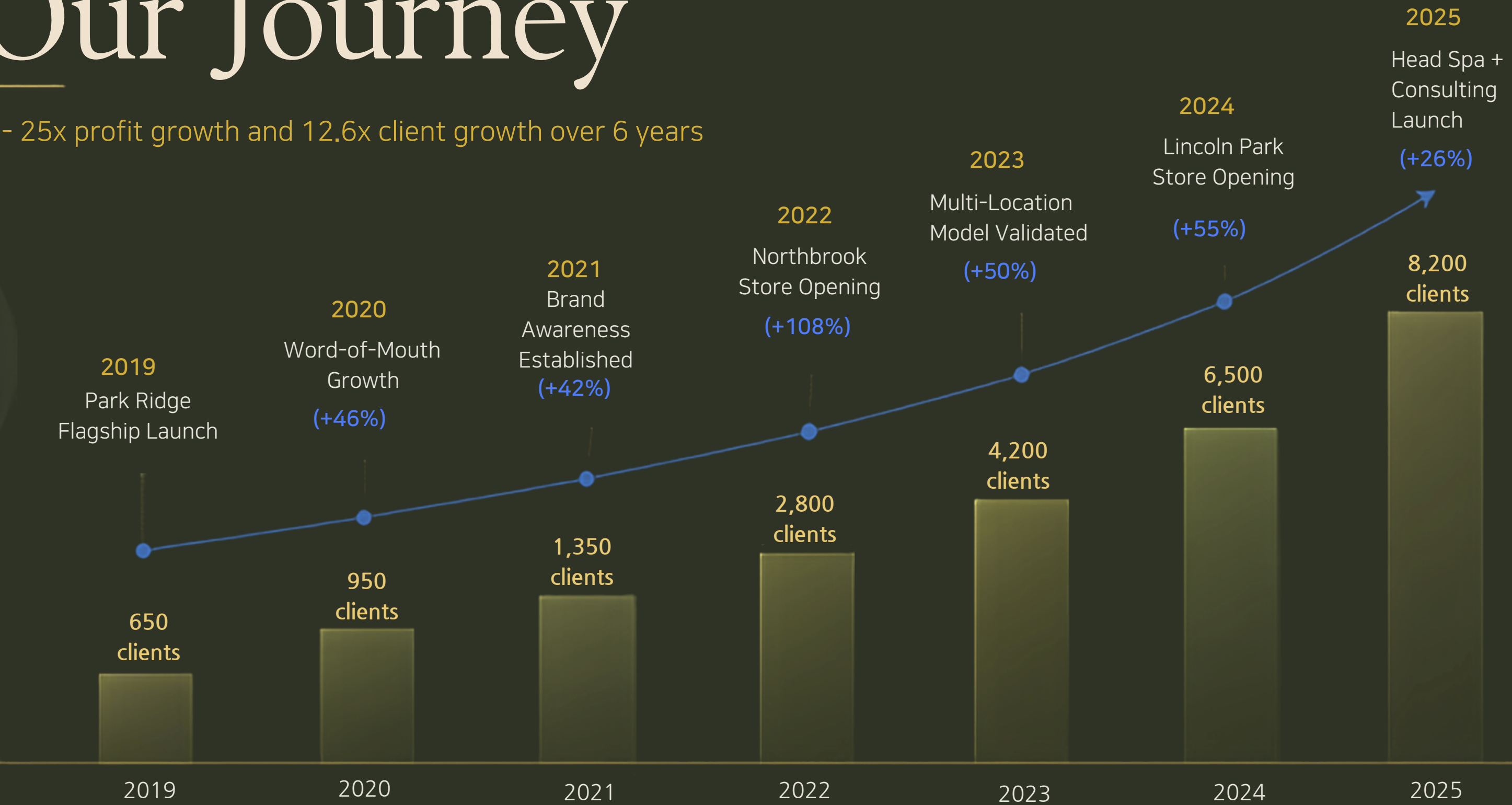
Multi-
location
Operations

4 stores in active operation

Standardized management
structure

Our Journey

- 25x profit growth and 12.6x client growth over 6 years



Profit Growth
+2,483%
(2019~2025)

Client Growth
+1,162%
(2019~2025)

Skin Aesthetic Systems



Results-driven Skincare

KODAM Skin Aesthetic Systems combine advanced Korean skincare technology with a professional skin-health philosophy.

Core Specialties

- Customized Facial Treatments
- Anti-Aging & Rejuvenation
- Advanced Beauty Technology
- Skin Health & Acne Care
- Korean Glass Glow Program
- Precision Skin Analysis

Service Categories

- Precision skin analysis
- K-Beauty Glass Glow Facial
- Custom & Acne Facial
- Aqua peeling / oxygen / vitamin C facial
- Cryo / HIFU / RF lifting
- Skin booster therapy
- Microneedling & acne scars
- Bridal skin program

Head Spa Systems

Healthy Hair Starts with a Healthy Scalp

KODAM Head Spa Systems are more than relaxation head spa services. They are professional scalp and hair-loss care systems built on Korean scalp care technology.

Core Specialties

- Advanced scalp analysis
- Hair-Loss Care Program
- Wellness Head Spa
- Scalp Detox Therapy
- Sensitive Scalp Recovery
- Premium K-Head & Facial Spa

Service Categories

- AI scalp analysis & consultation
- Deep-cleansing scalp treatment
- Hair-loss prevention care
- Sensitive scalp recovery
- Aromatherapy head spa
- Scalp massage therapy
- Signature KOREAN HEAD SPA



KODAM Academy

Training the next standard in K-Beauty

KODAM Academy goes beyond technical training.
We teach field-tested service protocols, consultation methods,
client experience, operating standards, and revenue growth structures.

01

TECHNICAL EDUCATION

- Skin Aesthetic Protocols
- Head Spa Specialist Training
- Advanced Treatment Techniques

TECHNICAL



02

OPERATIONS EDUCATION

- Service Protocol Standards
- Client Experience Management
- Retail Sales System

OPERATIONS



03

BUSINESS EDUCATION

- Client Consultation Skills
- Client Retention Strategy
- Business Growth Training

BUSINESS



LICENSED SYSTEMS

K-Beauty Spa Building the future of the business

KODAM brings authentic K-Beauty to the U.S. market and, through proven Licensed Systems, serves as a global partner for building and growing successful K-Beauty businesses.

KODAM is an Authentic K-Beauty Licensed Systems Company.

Connecting Korea's authentic beauty heritage to global business success.

K O D A M

Authentic K-Beauty Licensed Systems Company



THANK YOU

KODAM partners in the future of K-Beauty, growing together.

AUTHENTIC K-BEAUTY LICENSED SYSTEMS COMPANY