

# LeadingTrust

A company  
that leads the world  
based on trust.



# LeadingTrust

The company that considers  
“Customer Voice”  
as top priority!





## Company Overview

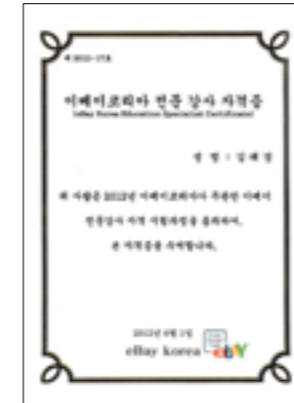
*A strong partner for the Overseas online market.*

Kim Tae-kyung, CEO of Reading Trust.

Let me introduce Kim Tae-kyung, the CEO of Reading Trust, who made the bestseller of Seok No-ki, who became famous in the media such as "Amazon Homie."

From 2008 to 2008 when I knew that I was a global seller, to making Amazon Homie known to the world.

Meet the Amazon Global Selling Marketing Strategy of Reading Trust.



eBay Korea Professional Instructor Certificate



Korea fourth star award, export eBay eBay.

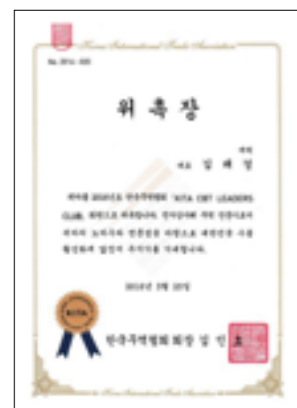


eBay Korea 5th eBay Export Star Group Award



eBay Korea 6th eBay Export Star Achievement Award

## Company Overview



「KITA CBT LEADERS CLUB」  
Letter of Appointment to the Korea International Trade Association



A Study on the Korea Industrial Technology Promotion Association Development department recognition letter



Alibaba.com Certificate of Completion



Prime Fitness Equipment



United States Patent and Trademark Office Trademark Registration

## History CEO.

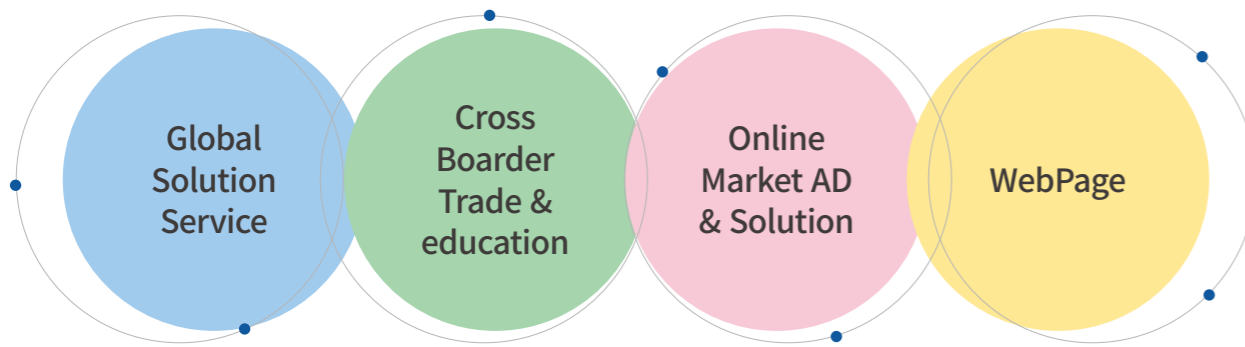
- 2008. eBay Top Rated Seller
  - 2010. Global Business Center eBay Professional Instructor  
Master's Lecture at Sungkyunkwan University Graduate School of Start-up Education
  - 2011. An global bestseller gyejwaje ebay an instructor.
  - 2012. Qualify as a professional instructor ebay Korea.  
eBay Korea Professional Instructor
  - 2013. Many basic, intermediate, teukkangoe ebay Korea.
  - 2014. Daegu University Global Market Startup and Management Special Lecture  
Representative of Nyfashioncity LLC.
  - 2015. Mentoring / business process consulting and business agent.  
Full-time instructor of training for developing power sellers at the Korea Small and Medium Business Promotion Foundation  
General manager of the Korea International Trade
  - 2016. Director of E-Sellers (Medium Vacuum B2C Amazon Sales Representative)  
Amazon, a full-time lecturer in fostering power sellers at Anyang University  
Commissioned an expert on e-commerce transactions kita.
  - 2017. Representative of Reading Trust Co., Ltd.  
Korea exports will mentor, the star. eBay  
Hansung University, and global mega start-up market use an instructor (Amazon) process.  
Young start-up firm with talk show, lectures and advice.  
Mentor. company organized by the International Trade Association, Ino madeu
  - 2018. Amazon host Amazon's clothing, education instructors.
- 
- 2014. Winning the Mentor Group Award at the 4th eBay Export Star Competition
  - 2015. Winning the Mentor Group Award at the 5th eBay Export Star Competition
  - 2016. Winning the 6th eBay Export Star Competition Achievement Award
- 
- I dug in for sale at eBay and Auction gmarket – in collaboration.  
Global online market start-up – the author.

## History LeadingTrust.

	Content	Activity details
2015	Participated as a consortium company and sales agent for Jung-Jin-Gong Overseas Online Shopping Mall (B2C)	eBay Product Registration, Power Seller Training, Business Consulting
2016	Participated as a consortium company and sales agent for Jung-Jin-Gong Overseas Online Shopping Mall (B2C)	Amazon, eBay product registration, marketing, consulting, marketing, business and cs
2017	Participated as a consortium company and sales agent for Jung-Jin-Gong Overseas Online Shopping Mall (B2C)	Amazon, eBay product registration, marketing, consulting, marketing, business and cs
2017	Support project to promote the sale of small public products (Support online export of small public products) Participate as a consortium company	Amazon, eBay product registration, marketing, consulting, marketing, business and cs
2017 ~	How the eastern sky Corp., plantain (feminine cleanser) Amazon account management and sales agency.	Amazon, eBay account management, marketing agency, sns cs.
2018 ~	Participated as a consortium company and sales agent for Jung-Jin-Gong Overseas Online Shopping Mall (B2C)	Amazon, eBay product registration, marketing, consulting company, cs.
2018 ~	Rio Company, Corp., the special glove, the Amazon account management and sales agency.	Amazon Account Management Agency, SNS Marketing

## Business

Integrated solutions for online markets abroad.



## B2C Overseas Sales Agency & Comprehensive Consulting

Ebay, amazon qoo 10 (United States, Europe and Japan), and lazada for overseas markets of the local small and medium sized companies and operates an online market. Provide comprehensive consulting and agent services.

### Operate major overseas online markets

Amazon, lazada, 10, ebay, qoo alibaba as power seller in the open market abroad.

### General consulting

Leverage the latest tools for key overseas open-market analytics to provide accurate data-driven consulting.

### Agent B2C

Provide all the services you need to sell overseas online, including product registration, delivery, CS, and marketing.

## Overseas marketing and advertising agency.

It provides systematic and efficient overseas marketing and advertising agency services based on data such as overseas open market marketing and advertising, SNS & Fluencer marketing, and overseas media advertising.

### Overseas online marketing

Considering the characteristics of the overseas open market, we propose customized marketing and promotions suitable for companies and products.

### SNS & influencer Marketing

Provide efficient and practical marketing services through a local SNS marketer.

### Media advertising

Through leading local daily newspapers, interest groups, and bloggers in the U.S., Provide business and product-related article writing and distribution services

## WEB SITE Deployment Project

Web - based abroad, a suitable solution, magento wordpress, shopify, cs cart a deployment projects on the table, acting take advantage of.

### Independence mall operations

Based on years of experience in overseas sales, Reading Trust operates an independent mall called nyfashioncity and is actively using this know-how to build websites.

### Shopping mall construction and maintenance.

MAGENTO is an open source-based global shopping mall solution that enables the establishment of shopping malls that meet users' needs through various functions.

### Optimization services

We provide data related to the number of visitors, advertising inflow routes, and inflow search terms in the open market to help establish sales strategies and provide continuous services to optimize websites.

## Product photography & product page design & promotion video production

It provides platform-specific comprehensive image & design solutions for entry into overseas open markets, ranging from product photography to editing and product page design production.

### Take a picture of the product

Photography suitable for overseas marketing is provided at a reasonable service cost. Filmed images are provided and worked for overseas marketing.

### Product page design production

Based on the Web base, Html-type product pages are produced and provided in codes that can be used in Korea and abroad.

### Platform customized solutions.

With many years of experience, we will produce customized images and product pages considering the characteristics of various platforms and target consumers.

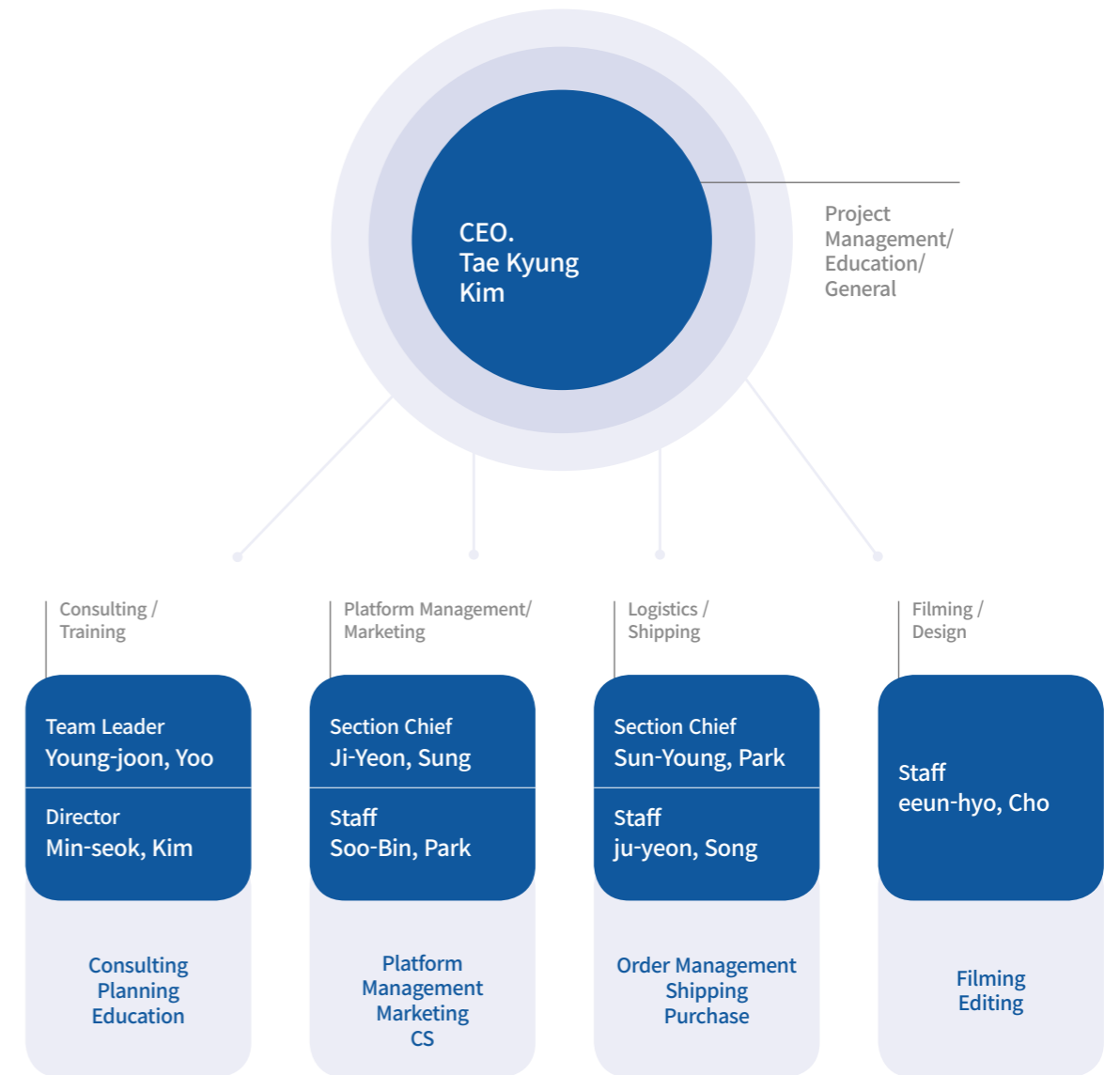
## Major business

- B2C Overseas Sales Agency
- Overseas Online Marketing
- WEB SITE Construction Project
- Product page design production
- Overseas market education and consulting
- Influencer Marketing
- Small Business Distribution Vendors



## Know-how professionals and efficient work

High-efficiency services are provided through professional personnel with experience in similar projects and optimized work area placement.





An example of success.

A strong partner for the Overseas online market.

LeadingTrust  
+  
Amazon Homie



'Amazon a hoe.' anger three famous in the blacksmith of a hoe, such as hidden trust leading public confidence created by the Amazon best-selling book of representing gimtaebyeong

From 2008 to 2008 when I knew that I was a global seller, to making Amazon Homie known to the world.  
Increase your potential through Amazon Global Selling Marketing Strategy by Reading Trust.



HOMI YOUNGJU Premium Quality Hand plow Hoe with Safety Cover for Easy Gardening, Weeding and Farming Made by Korean Master Blacksmith

LeadingTrust  
Our brand,

# SockstheWay

Colorful colors and  
basicity are with you every day.



## Product Item

### Knee High

Twist Knit	16
Triple Stripe	17
Heart	18
Argyle	19
Vintage	20
Multiline Stripe	21

### Semi Crew

Fruit	22
Animal Transparent	23

### No Show

Cat	24
Animal Dot	25
Seamless No show	26
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Knee High

## Twist Knit

I added basic comfort.



Knee High

## Triple Stripe

Your day more precious to be with your heart.



Knee High

# Heart

Entertainment is a small detail.



Knee High

# Argyle

Sensible check patterns.

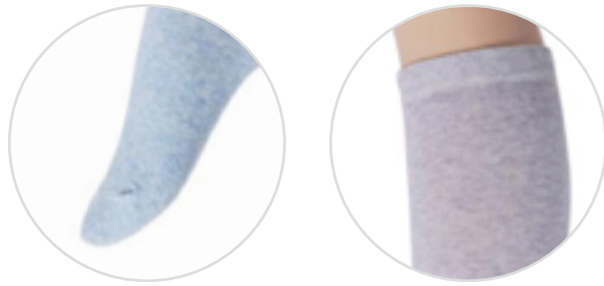




Knee High

## Vintage

Cylinder glitter socks.



Knee High

## Multiline Stripe

Stripe women's socks.



Semi Crew

## Fruit

More special with your heart making socks.



Semi Crew

## Animal Transparent

Like a transparent mind, with a cute character.





No Show

# Cat

Kids Fake Socks.



No Show

# Animal Dot

Kids Character Socks.



No Show

# Seamless No show

Women fake Sox.



01



02



03



04



05



Toe Topper

# Toe Topper

Women fake Sox.



01



02



03



04



05







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