

An aerial photograph of Seoul, South Korea, showing a dense urban landscape with numerous skyscrapers and residential buildings. In the background, the Namsan Tower (N Seoul Tower) is visible on a hill. The sky is blue with scattered white clouds. A white geometric shape is overlaid on the left side of the image.

ENTRY KOREA

ENTRY WILL HELP YOU TO BE THE FIRST ONE IN THE MARKET



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ABOUT ENTRY KOREA



ENTRY KOREA is a commercial real estate advisor who provides one-stop retail services. If you need Tenant Rep, Landlord Rep, Consulting, Fit-Out construction, and branding services with full knowledge, we are here to help you. Our professional team has various experience in Korea and bring this accumulated knowledge to our services.

Our goal is to help our clients to save their time and budget in a new market. Entering a new market is always risky, and hard to find suitable business strategies, but if you can be with the best business partner with full market knowledge, you can minimize the risk. ENTRY KOREA is here to help your new business in Korea.

Why ENTRY

- **Committed to The Best Outcome**
- **Aggressive and Performance Based**
- **Off-Market Intelligence**

ENTRY KOREA IS
HERE TO PROVIDE ALL
THE SERVICES YOU
NEED TO ACHIEVE
YOUR GOALS.

ENTRY KOREA **SERVICES PACKAGE**

Let's explore the Korean market for your business

An aerial photograph of a city, likely Seoul, South Korea, showing a dense urban area with many buildings and a prominent stone wall or fortification in the foreground. The city is set against a backdrop of mountains under a cloudy sky.



IF YOU ARE NEW IN KOREA MARKET, YOU MAY NEED



OUR SERVICES

01



MARKET REPORT

Analyze the Market and Provide the Latest Market Reports to Have Market Insight

02



OPTION SURVEY

Understand Clients' Requirements and Provide Suitable Options in the Market

03

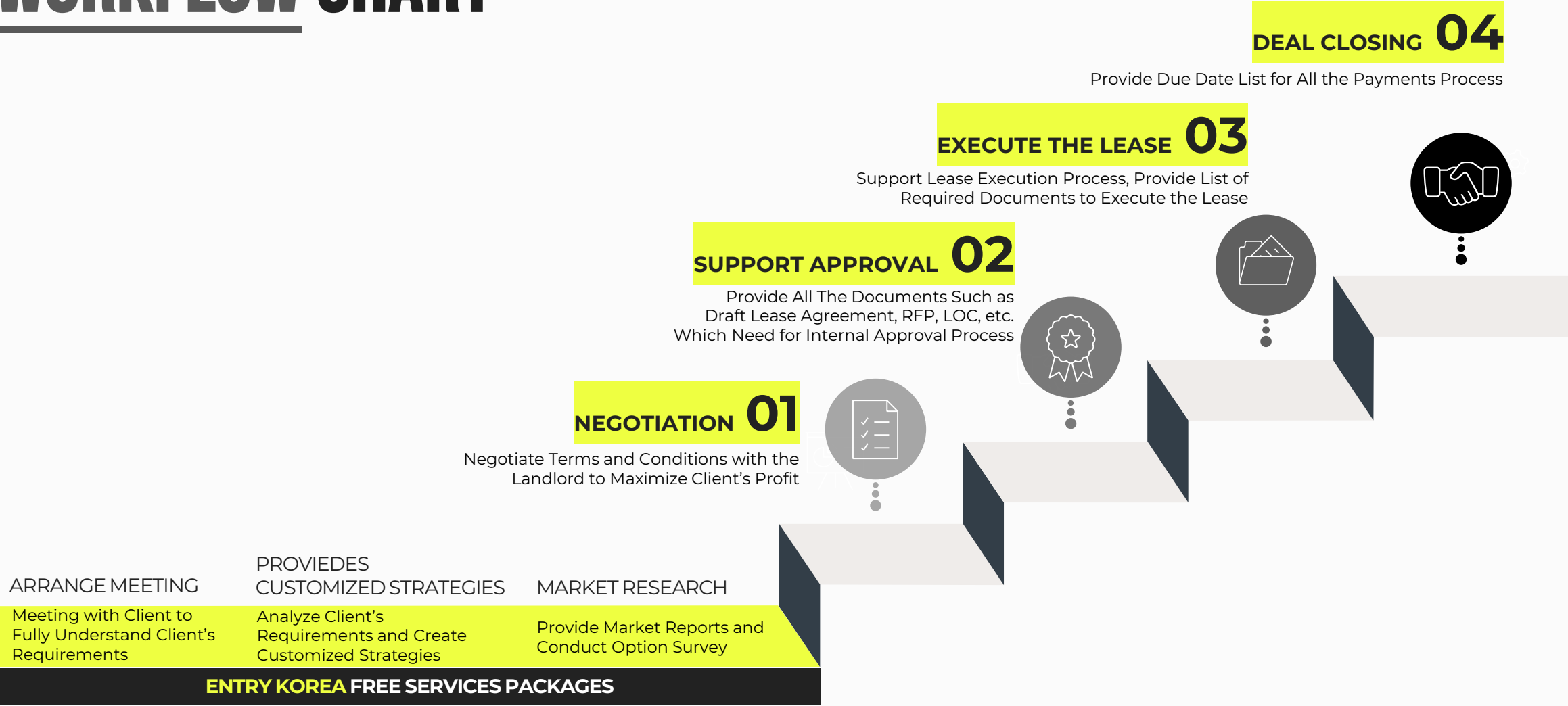


NEGOTIATION

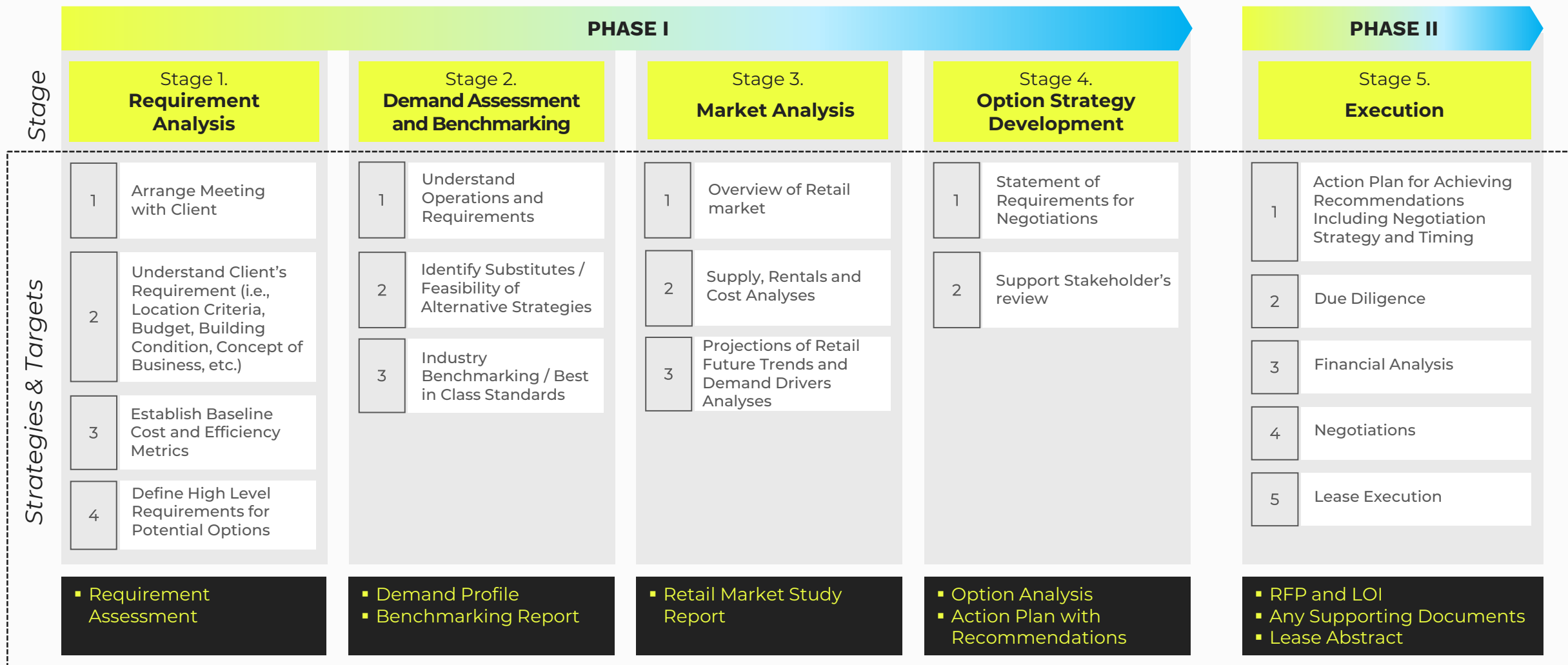
Negotiate Terms and Conditions and Bring the Best Outcomes to the Clients

WORK PROCESS

WORKFLOW CHART



WORK PROCESS



SCOPE OF SERVICES

PHASE I. INITIATION

REQUIREMENTS ANALYSIS:

- 1 Requirement Definitions;
 - a. Quantity and Quality of Space Required
 - b. Location Requirement & Preferences
 - c. Financial & Accounting Operating Parameters
 - d. Determine Requirement Communication Flows
- 2 Develop Selection Criteria for Phase III (Alternative Evaluation)
- 3 Review Current Relevant Market Condition Supply / Demand / Rents & Concessions / Absorption / Lease Comparable

NEEDS ANALYSIS

Company: _____
 Business Unit: _____
 Prepared By: _____
 Title: _____
 Prepared Date: _____

Please provide the "Definition of Need" information requested below including the "Weighted Preference Level" associated with that issue according to the legend below. The Definitions of Need provided for each issue will be used in qualifying properties that meet the client's requirements. The Weighted Preference Level provided for each issue will be used to objectively score each property's ability to meet the client's qualitative and quantitative requirements.

WEIGHTED PREFERENCE LEVEL LEGEND		
Critical and necessary	=	4
Important but not necessary	=	3
Preferred but not necessary	=	2
Not important	=	1

Qualitative NEEDS ANALYSIS		
CRITERIA	DEFINITION OF NEED	Weighted Preference Level
Preferred Acquisition Type: (Choose appropriate options)	<input type="checkbox"/> Purchase <input type="checkbox"/> Build-to-suit <input type="checkbox"/> New Lease <input type="checkbox"/> Renewal <input type="checkbox"/> Extension <input type="checkbox"/> Expansion <input type="checkbox"/> Relocate <input type="checkbox"/> <input type="checkbox"/> Renegotiate <input type="checkbox"/> Other _____	
Property Type: (Choose appropriate options)	<input type="checkbox"/> Office <input type="checkbox"/> Industrial <input type="checkbox"/> Retail <input type="checkbox"/> Land <input type="checkbox"/> Other _____	
Usable Square Metres (Calculated below in Quantitative Needs Analysis section)	_____ sq m (_____ Pyung Net)	
Occupancy Date:	DD/MM/YY (can be varied according to the project processes)	
Lease Term (months):	_____ months	
Facility Type: (Choose appropriate options)	<input type="checkbox"/> Single Tenant <input type="checkbox"/> Multi-Tenant	
Class Type: (Choose appropriate options)	<input type="checkbox"/> Class A <input type="checkbox"/> Class B <input type="checkbox"/> Class C <input type="checkbox"/> Class D	
Anticipated Leasehold Improvement Cost \$/sqm: (if known)	Medium level fitout - \$ XX / sq m Net Low level fitout - \$ XX / sq m Net	
Parking Ratio:		
Intended Use:	<input type="checkbox"/> General Office <input type="checkbox"/> Retail Sales <input type="checkbox"/> Light Assembly <input type="checkbox"/> Laboratory <input type="checkbox"/> Other _____	
Geographic Search Area Boundaries: (submarket(s), major streets/highways, etc.)	Subway Stations (walking distance)	
Locational Adjacencies Importance: (Choose appropriate options. Provide addresses or postal codes for selected)	<input type="checkbox"/> Relative to employee residences <input type="checkbox"/> Relative to executive residences <input type="checkbox"/> Relative to customers	

SCOPE OF SERVICES

PHASE II. EVALUATION

MARKET ALTERNATIVES EVALUATION:

- 1 Prepare Comprehensive Alternative List:
 - a. Existing Buildings
 - b. Planned Buildings
- 2 Apply Criteria and Develop Qualified Shortlist
- 3 Select Alternatives for Site Tours
- 4 Shortlist Alternatives

EVALUATION OF SELECTED ALTERNATIVES:

- 1 Develop and Issue a Comprehensive Request for Proposal
 - a. The best commercial terms offered
 - b. Technical Specifications
 - c. Special Contractual Terms
 - d. Expected Term Clauses, Breaks, Expansion Right etc.
- 2 Evaluate Building Infrastructure and Design Issues

Layout Efficiencies / Floor Location & View / Zoning Compliances / Elevator Efficiencies / HVAC Capabilities / Management Company / Electrical Capacity & Distribution etc.
- 3 Analyze Request for Proposal
- 4 Select Alternative Finalist

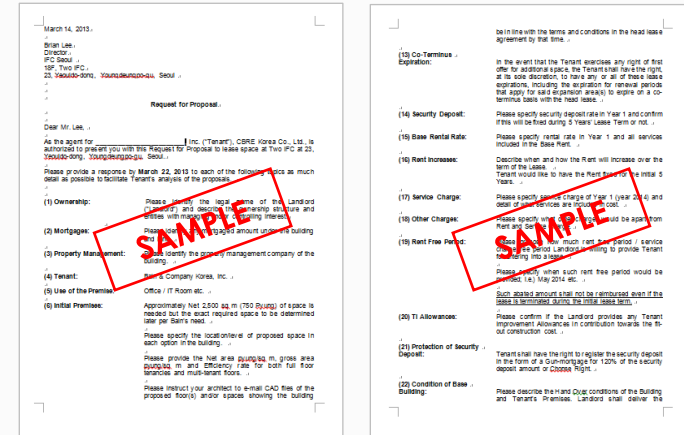
This is a large, multi-column spreadsheet used for market alternatives evaluation. It features columns for different building types and various criteria. A prominent red 'SAMPLE' watermark is overlaid on the table.

This is a smaller spreadsheet table, likely a summary or continuation of the data from the larger table above. It has columns for 'Request for Proposal' and 'Evaluation'. A red 'SAMPLE' watermark is also present.

SCOPE OF SERVICES

PHASE III. NEGOTIATION / RENEWAL

- 1 Set the Negotiation Variables to Meet the Client's Own Required Improvement
- 2 Conduct Negotiations with the Landlord
- 3 Issue the Counter-Offer to the Landlord
Receive Final Terms from Alternative Option and Take the Leverage of Best Final Terms
- 4 Issue a Report (if requested) for Final Decision Making
- 5 Submit Letter of Intent or Letter of Commitment



PHASE III. NEGOTIATION / RELOCATION

- 1 Confirm and revise original facility goals to reflect the final negotiation strategy
- 2 Submit counter-proposal to primary and secondary alternatives:
 - a. Conduct negotiations with primary and secondary candidates
 - b. Update financial analyses
 - c. Update selection criteria matrices
- 4 Issue a Report (if requested) for Final Decision Making
- 5 Submit Letter of Intent or Letter of Commitment

Within this worksheet we have summarized the responses to RFP Proposed

No.	Category	Alt. 1 Seoul Finance Center	Alt. 2 State Tower Samsung	Alt. 3 One One Seoul	Alt. 4 PFC Seoul
1	Ownership	Seoul Finance Center Co., Ltd.	New estate investment fund of YINVEST Private Equity Investment Trust No. 11	Jebon Group	Seoul Tower One Development Inc.
2	Mortgages	HORTI/ASB - New BPC PFC Seoul - 1000-431-000-000000 2. Bommor Bank - KR19 123,475,000	HORTI/ASB (please refer to the certified copy of the register documents attached) KDB 200,000,000,000 is incorporated in title by Korean Republic of Commercial Corporation, Company No. 10, Jamsil General Bldg, Jamsil Asset Life Ins. North-Nagdong District, Incheon-Si, South Korea	Under construction	Priority for the best funding for the project is held by completion of cost and insurance details including Kookmin Bank, Bommor Bank and BNBK.
3	Property Management Company	Seika Korea	The Yzeon Group Inc.	Under construction	ASB International Property Management Team, Inc. is the preferred Property Management to be subcontracted but if subcontract management will be subcontracted to ASB in-house team.
4	Tenant	Office / IT Room etc.	Office / IT Room etc.	Office / IT Room etc.	Office / IT Room etc.
5	Initial Premises	Approx. Net 2,200 sq m (750 Pung) of space	Part of 21F and Entire 24F Total Area - Gross Area 4,824.84 sq m / 1,463.49 Pung / 17,722 sq ft - Net Area 2,718.79 sq m / 821.91 Pung / 28,232 sq ft	Part of 21F and Entire 24F Total Area - Gross Area 4,338.22 sq m / 1,316.38 Pung / 15,511 sq ft - Net Area 2,432.05 sq m / 738.69 Pung / 28,287 sq ft	Part of 21F and Entire 24F Total Area - Gross Area 4,402.49 sq m / 1,334 Pung / 47,450 sq ft - Net Area 2,478.91 sq m / 750 Pung / 28,687 sq ft
		Part of 21F + Entire 24F Total Area - Gross Area 1,892.21 sq m / 574.01 Pung / 12,291 sq ft - Net Area 960.40 sq m / 286.82 Pung / 10,239 sq ft - Entire 24F - Gross Area 3,133.73 sq m / 939.47 Pung / 31,855 sq ft	Part of 21F + Entire 24F Total Area - Gross Area 1,437.85 sq m / 434.87 Pung / 14,414 sq ft - Net Area 734.07 sq m / 211.13 Pung / 2,234 sq ft - Entire 24F - Gross Area 2,902.83 sq m / 882.49 Pung / 31,472 sq ft	Part of 21F + Entire 24F Total Area - Gross Area 3,211.70 sq m / 984 Pung / 10,390 sq ft - Net Area 1,812.00 sq m / 548 Pung / 18,623 sq ft - Entire 24F - Gross Area 1,119.90 sq m / 327 Pung / 4,919 sq ft - Entire 24F - Gross Area 3,338.79 sq m / 1,028 Pung / 35,828 sq ft	

SCOPE OF SERVICES

PHASE IV. EXECUTION

- 1 Assist Client's In-House Legal Counsel or Outsourced Legal Representatives for the Final Contract Review
- 2 Confirm Any Outstanding Issues Related to the Financial Business Terms & Non-Financial Business Terms

	GFC (Base Cost)	Scenario 1 Renewed from July 1, 2014	FC
		RENEWAL ASSUMPTION	RELOCATION
Term in months:		47.54%	47.54%
Efficiency	47.54%	47.54%	51.00%
Net Area	778.32	778.32	778.32
Net Area	2,596.28	2,596.28	2,596.28
Gross Area	5,833.00	5,833.00	4,842.75
Gross Area	5,398.37	5,398.37	4,842.19
BASE RENT			
Monthly Base Rent	107,181	107,181	95,000
Monthly Base Rent	28.63	28.63	26.17
Maintenance Fee	43,845	43,845	41,900
Maintenance Fee	11.28	11.28	10.43
TOTAL COMMITMENT			
Base Rent	6,411,958	6,363,558	5,542,920,988
Base Rent	165,304	165,304	139,159
Maintenance Fee	2,080,335,489	2,080,335,489	4,276,362,123
Maintenance Fee	2,378,979	2,378,979	3,894,684
Waive of Monthly Rent	-	1,590,681,100	2,241,028,000
Waive of Monthly Rent	-	85,894	2,241,028
Waive of Maintenance Fee	-	-	182,381,862
Waive of Maintenance Fee	-	-	188,088
LL's Capital Contribution	-	87,812,287	1,020,000,000
LL's Capital Contribution	-	79,782	910,747
Restatement for Existing	-	-	500,000,000
Restatement for Existing	-	-	460,373
FF's Out Capital	-	-	2,790,000,000
FF's Out Capital	-	-	2,540,884
CBRE Agency Fee	-	-	-
CBRE Agency Fee	-	-	-
Effective Rent per sqm/ft	327,811	278,778	287,159
Effective Rent per sqm/ft	286	289	281
Comparison of Effective Rent	100%	85.6%	81.8%

PHASE V. FINALIZATION

Finalize and Collect Project Documentation & Evaluation:

- 1 Lease Abstract
- 2 On going Service

LEASEHOLD ABSTRACT FORM

Client Name: [Redacted]

Property Name: [Redacted]

Address: [Redacted]

Leasehold Interest: [Redacted]

RENEWAL ASSUMPTION

RELOCATION

BASE RENT

Maintenance Fee

Waive of Monthly Rent

Waive of Maintenance Fee

LL's Capital Contribution

Restatement for Existing

FF's Out Capital

CBRE Agency Fee

Effective Rent per sqm/ft

Comparison of Effective Rent

RELEVANT SERVICES

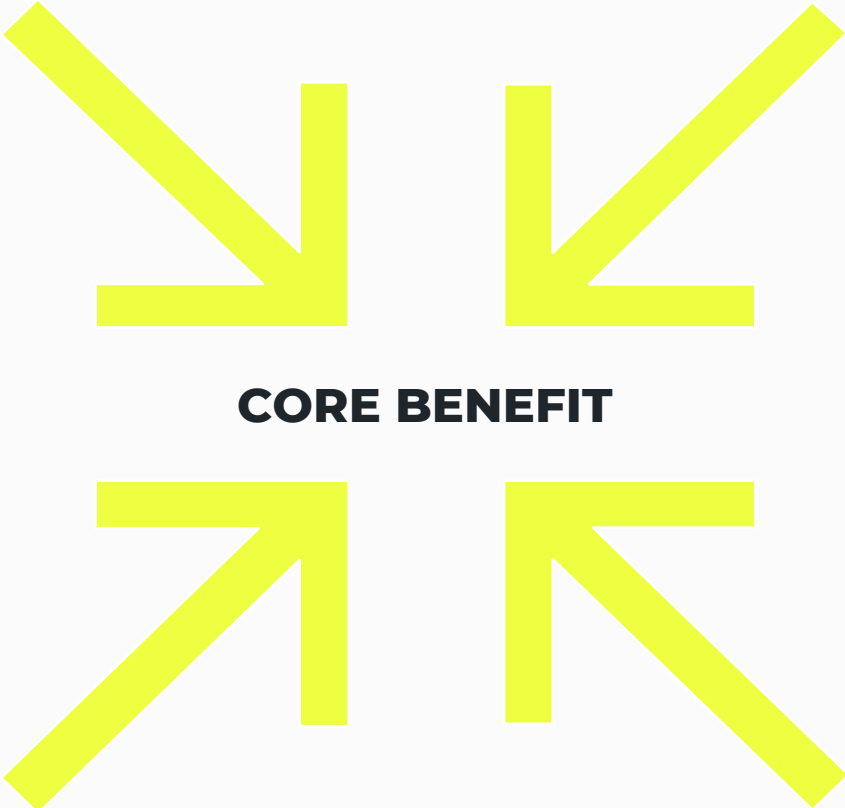
FIT-OUT CONSTRUCTION

ENTRY is in a Partnership With Dongbu Planiture

Dongbu Planiture is
A Professional Architectural Firm in Korea

They Provides Comprehensive Service Including
Interior Design, Interior Finish Work, Total
Construction Service, and Space Consultation

Through ENTRY and Dongbu Planiture's Business
Partnership, ENTRY Provides High Quality of Fit-Out
Construction Services with Reasonable Price



PARTNERSHIP COMPANY OVERVIEW



- Dongbu Planiture was Founded in 1998, AA Credit Rating Firm
- Provides Comprehensive Service Includes Development, Planning, Construction, Design Consultation, and Quality Management Service
- They Provides Comprehensive Service Including Interior Design, Interior Finish Work, Total Construction Service, and Space Consultation
- They've Been Working in a Various Sectors Such as Office Buildings, Retail Shops, Medical Institutions, Residential Buildings, Restaurants, Hotels, etc.



PARTNERSHIP COMPANY - CLIENT LIST

kt kt cs kt linkus kt estate kt commerce kt is

SK C&C

MIRAE ASSET

SAMSUNG

LG U+

KIA

KEB Hana Bank
Corporate Identity Guidelines

wooribank

DB

KEPCO KPS

특허청
Korean Intellectual Property Office

Korea Communications
Commission

I·SEOUL·U

KOGAS
KOREA GAS CORPORATION

NPS 국민연금공단
National Pension Service

KAC KOREA AIRPORTS
CORPORATION

KITA

YONSEI
UNIVERSITY

서울대학교
SEOUL NATIONAL UNIVERSITY

이화여자대학교
EWHA WOMANS UNIVERSITY

서울시립대학교
UNIVERSITY OF SEOUL

세브란스병원
SEVERANCE HOSPITAL

SNUH
SEOUL NATIONAL UNIVERSITY
HOSPITAL

이화여자대학교의료원
EWHA WOMANS UNIVERSITY MEDICAL CENTER

감리교신학대학교
METHODIST THEOLOGICAL UNIVERSITY

국립암센터
NATIONAL CANCER CENTER

국민건강보험
일산병원
NHIS Ilsan Hospital

경희대학교
KYUNG HEE UNIVERSITY

IBM

LAFARGE

Heinz

citibank

Standard
Chartered

FULL-SERVICE PACKAGE



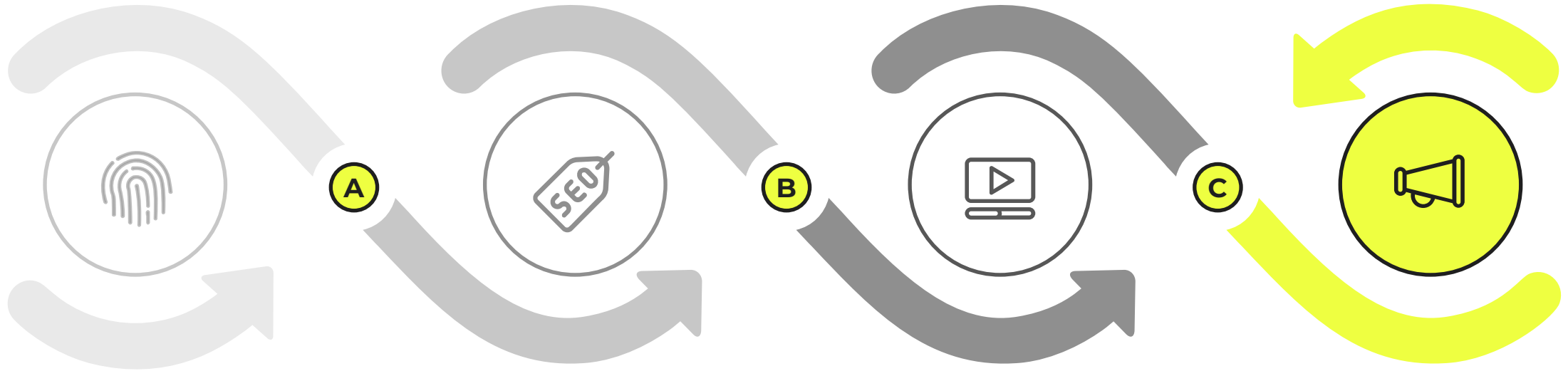
Entry



LOCALIZED- MARKETING SOLUTION

Accelerator for your Business In Korea Marketplaces

- A** Basic
- B** Standard
- C** Advanced



Brand Identity

- Brand Marketing Strategy
- Brand Guideline Optimize
- Positioning
- Marketing Channels

SEO Setup

- Search Engine Marketing
- Google (International)
- Naver & Daum (Local)

Content Marketing

- Social Media Channel
- Google My Business
- Linked-in, Instagram
- Naver Blog & Post (Local)
- E-mail Marketing

Campaign

- On/Offline Ads
- Offline Event
- Local Press Release

WHY KOREA

source,



KOTRA

Korea Trade-Investment Promotion Agency

BUSINESS IN KOREA

- [Solid Economic Fundamentals](#)
- [Innovation & Highly Skilled Workforce](#)
- [World's Best Digital Infrastructure](#)
- [Ideal Global Test Bed](#)
- [Business Hub of Northeast Asia](#)
- [Rising E-Commerce Market](#)
- [Biz-friendly Environment](#)
- [Success Stories](#)

[**Learn More**](#)

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