

MIRA INFORM REPORT

Report No. :	539802
Report Date :	16.11.2018

IDENTIFICATION DETAILS

Name :	KIMS ENTERPRISE CO., LTD.
Registered Office :	42, Samhaksa-ro, Songpa-gu, Seoul, Korea 6FL., Seojin Bldg. 05679
Country :	South Korea
Date of Incorporation :	25.07.2000
Com. Reg. No.:	220-81-93534
Legal Form :	Co., Ltd by Shares
Line of Business :	Wholesale of Stationery (Pens, Database Development, Computers, Computer Peripheral Equipment, Toys, Accessories)
No. of Employees :	9

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :	B
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Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

Status :	Moderate
Payment Behaviour :	Unknown
Litigation :	Clear

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

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ECGC Country Risk Classification List

Country Name	Previous Rating (30.06.2018)	Current Rating (30.09.2018)
South Korea	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

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SOUTH KOREA - ECONOMIC OVERVIEW

After emerging from the 1950-53 war with North Korea, South Korea emerged as one of the 20th century's most remarkable economic success stories, becoming a developed, globally connected, high-technology society within decades. In the 1960s, GDP per capita was comparable with levels in the poorest countries in the world. In 2004, South Korea's GDP surpassed one trillion dollars.

Beginning in the 1960s under President PARK Chung-hee, the government promoted the import of raw materials and technology, encouraged saving and investment over consumption, kept wages low, and directed resources to export-oriented industries that remain important to the economy to this day. Growth surged under these policies, and frequently reached double-digits in the 1960s and 1970s. Growth gradually moderated in the 1990s as the economy matured, but remained strong enough to propel South Korea into the ranks of the advanced economies of the OECD by 1997. These policies also led to the emergence of family-owned chaebol conglomerates such as Daewoo, Hyundai, and Samsung, which retained their dominant positions even as the government loosened its grip on the economy amid the political changes of the 1980s and 1990s.

The Asian financial crisis of 1997-98 hit South Korea's companies hard because of their excessive reliance on short-term borrowing, and GDP ultimately plunged by 7% in 1998. South Korea tackled difficult economic reforms following the crisis, including restructuring some chaebols, increasing labor market flexibility, and opening up to more foreign investment and imports. These steps lead to a relatively rapid economic recovery. South Korea also began expanding its network of free trade agreements to help bolster exports, and has since implemented 16 free trade agreements covering 58 countries—including the United State and China—that collectively cover more than three-quarters of global GDP.

In 2017, the election of President MOON Jae-in brought a surge in consumer confidence, in part, because of his successful efforts to increase wages and government spending. These factors combined with an uptick in export growth to drive real GDP growth to more than 3%, despite disruptions in South Korea's trade with China over the deployment of a US missile defense system in South Korea.

In 2018 and beyond, South Korea will contend with gradually slowing economic growth - in the 2-3% range - not uncommon for advanced economies. This could be partially offset by efforts to address challenges arising from its rapidly aging population, inflexible labor market, continued dominance of the chaebols, and heavy reliance on exports rather than domestic consumption. Socioeconomic problems also persist, and include rising inequality, poverty among the elderly, high youth unemployment, long working hours, low worker productivity, and corruption.

Source : CIA

BASIC INFORMATION

Basic

Company Name	KIMS ENTERPRISE CO., LTD.
Registered Address	42, Samhaksa-ro, Songpa-gu, Seoul, Korea
Building	6FL., Seojin Bldg.
Zip Code	05679
Tel	+82-2-571-1691
Fax	+82-2-571-1695
E-mail	kimsinc@chol.com;kimsinc@chollian.net
Website	www.kimskorea.co.kr
Trading Address	6FL., Seojin Bldg., 213-4, 42, Samhaksa-ro, Songpa-gu, Seoul, Korea (Old Address System : 6FL., Seojin Bldg., 213-4, Seokchon-dong, Songpa-gu, Seoul, Korea)
Tel	+82-2-571-1691
Fax	+82-2-571-1695
Other Address	
Tel	
Fax	
Type	Export/Import
Industry	Wholesale of Stationery
Main Business	Pens, Database Development, Computers, Computer Peripheral Equipment, Toys, Accessories
Sub Business	
Established (mm/dd/yyyy)	07/25/2000

DETAILED PRODUCTS

Activity	Detailed Products (UNSPSC)
Sell	Ball point pens(44121704)
Sell	Mechanical pencils(44121705)

CEO'S

Name	Kim Won-Tae
Date of Birth	03/23/1957
Title	President & CEO
Nationality	Korean

PROFILES

Capital (KRW)	200,000,000
Employees	9
Formation	Co., Ltd by Shares
Bank Details	Woori Bank-Gaepo Dong Branch
Corporate Registered No.	110111-2034215
Business Registered No.	220-81-93534
Permit & Licenses	N/A
Shareholder Position	N/A
Company History	07/25/2000 Incorporated as KIMS ENTERPRISE CO., LTD., 07/27/2000 Changed Korean company name to the present name, KIMS ENTERPRISE CO., LTD., 07/13/2018 Moved to the present HQ address from Rm.2719, Daelim Acrotel, 13, Eonju-ro 30-gil, Gangnam-gu, Seoul, Korea(Old Address System : Rm.2719, Daelim Acrotel, 467-6, Dogok-dong, Gangnam-gu, Seoul, Korea)

DETAILED INFORMATION

Management

Job Description	Name	Nationality	Date of Birth	Inauguration Date
President & CEO	Kim Won-Tae	Korean	03/23/1957	03/31/2012
Director	Han Mi-Sook	Korean	07/16/1962	03/31/2012
Director	Lee Woo-Cheol	Korean	05/09/1967	03/31/2012
Auditor	Chang Yang-Hee	Korean	06/12/1942	03/12/2003

FINANCIALS

The financials are not available, and the Subject Company does not have any obligations to release its financials to the public.

Financial Description

Authorized Capital(KRW)	800,000,000
Paid-Up Capital(KRW)	200,000,000
Total Issued Shares	40,000

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PRODUCTS, TECHNOLOGIES, SERVICES DESCRIPTION

Main Products & Services Pens, Database Development, Computers, Computer Peripheral Equipment, Toys, Accessories

TRADE PARTNERS & COMPETITORS

Competitors

BELLO STATIONERY CO., LTD.
548-10, JANGHANG 1-DONG, ILSANDONG-GU, GOYANG-SI,
GYEONGGI-DO, KOREA
TEL:+82-31-908-6960 FAX:+82-31-907-6960

SUHAN CORPORATION
43-5, MUKGYE-RI, HOENGSEONG-EUP, HOENGSEONG-GUN,
GANGWON-DO, KOREA
TEL:+82-33-342-0601 FAX:+82-33-342-0020

LINEPLUS CORPORATION
JEOKSUNG AGRICULTURAL & INDUSTRIAL COMPLEX, 435-6,
PYEONGDONG 1-RI, MAEPO-EUP, DANYANG-GUN,
CHUNGCHEONGBUK-DO, KOREA
TEL:+82-43-421-5477 FAX:+82-43-421-6477

SALES BY REGION (ACTIVITY & MARKETS)

The Subject exports to China, Mexico, Malaysia, and U.S.A.

COURT ACTION

Not Available.

NEWS CLIPPING

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 72.16
UK Pound	1	INR 93.95
Euro	1	INR 81.83
KRW	1	INR 0.064

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	KRW
Report Prepared by :	TRU

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)