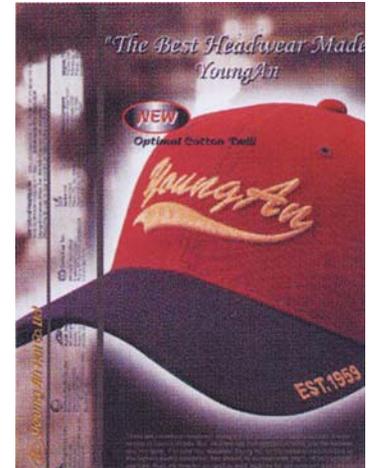


Big 3 Firms Hold 40% of Global Share

Korean's Caps, Hats Hits

For a long time, the big 3 Korean firms have been champions among about 10,000 hat firms all over the world. Young An, Dada Corporation and Yupoong, Inc. are leading the hat trend, with about 40% of global market share.

Four out of 10 persons in the world are wearing Korean-made hats. But is not a recent phenomenon that Korean hats are prominent in the global market. For a long time, the big 3 Korean firms have been champions among about 10,000 hat firms all over the world. Young An, Dada Corporation and Yupoong, Inc. are leading the hat trend, with about 40% of global market share.



Young An Designers Accompany Marketing Execs When Meeting Customers

The success factors of Young An Hat can be found in the company's production and sales strategies, which oriented it toward earlier direct overseas investments together with superiority of quality and designs.

Established in 1959, Young An, composed of three firms, Young An Hat Co., Young An Hat Co., Ltd. and Young An International, are presently operating 14 production and marketing corporations around the world, including Costa Rica, China, Sri Lanka, Bangladesh, etc.

Young An also has been in the spotlight from the media recently for its acquisition of Daewoo Bus Corp., an independent spin-off bus firm of the former Daewoo Motors, in addition to Clark Material Handling Co., Ltd. of the United States, the world's fifth largest forklift maker.

Dada Corp. Moves Toward Super-First Class Textile Firm

Among all kinds of hats, Dada Corp. is the strongest in sports caps, in particular, with about 45% of the global market share in the field. In this field, Dada enjoys a strong reputation abroad.

It is noteworthy that Dada's production system is an all-out investment in design. Design development personnel alone account for 25% of all personnel at its head office. Dada is second to none in the hat design field; it has acquired 25 patents in the United States and 220 applications are currently in the patent examination process.

Dada became a hot topic last year as the company earned over US\$500,000 in royalties from U.S. cap manufacturer Paramount for utilization of its patent.

Yupoong Succeeds with Own Brand 'FLEXFIT'

Making Yupoong, Inc. famous is that it has never taken its eyes off the hat industry. Yupoong succeeds with its marketing focused on high-priced products under its own brand 'FLEXFIT.'

FLEXFIT is solidifying its position as the most popular cap brand among the middle class and students in the United States. Yupoong is supplying caps with U.S. NBA and NFL logos through Reebok.

The patent infringement suit that Yupoong filed last year against KC Caps of the U.S. drew keen interest from related business communities and the press, showing that the position of Korean products and brands including caps has been elevated.

