HBG HARRINGTON BRANDS GROUP

A Global Consumer Brand, Technology & Commercialization Portfolio

Building the next generation of consumer companies.

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Global finance executive Charles Kim leads Harrington Brands Group's new Asia Pacific Group

Former senior executive at Mirae Asset Securities, Lehman Brothers, Deutsche Bank and J.P. Morgan to advance HBG's expansion across China and Asia-Pacific

DALLAS, November 2, 2026. Harrington Brands Group, the global consumer brand, technology and commercialization portfolio founded and chaired by Kevin Harrington, today introduced Charles Kim, Chief Executive Officer of Harrington Brands Asia Pacific Group, HBG's majority-owned operating company for the region, which HBG launched on October 26. Kim and his firm, Crave Marketing Group, have joined HBG to lead the commercialization of its consumer products and consumer technologies across China and the Asia-Pacific region.

Kim served as Managing Director of Mirae Asset Securities, a global investment bank within Korea's Mirae Asset Financial Group. Previously, he was Director and Head of Equities at Lehman Brothers Korea. His New York career included serving as a Director at Deutsche Bank and as a Director of Asian Equities at J.P. Morgan and Jardine Fleming. His experience spans institutional capital markets, private equity, mergers and acquisitions, and international joint ventures.

Over a finance career spanning more than 20 years, Kim has syndicated more than 100 transactions across Korea, Japan and China. His work has included financing transactions involving ByteDance, Alibaba and Uber China. He brings long-standing relationships across the region's financial institutions, business community and public sector.

The appointment, on the heels of Tom Dickason, former Managing Director and CFO of JPMorgan Chase's Commercial Bank Credit Markets, who joined HBG earlier in October, brings senior institutional finance experience to HBG's strategy of building long-term equity value through brand ownership and commercialization. Kim will lead expansion through licensing, distribution and joint-venture partnerships, connecting HBG's portfolio with established relationships in Asian markets. His work with music executive L.A. Reid and leading artists, athletes and entertainment figures adds another avenue for brand partnerships and consumer engagement.

"Charles has worked at the highest levels of global finance, and he understands what it takes to build a business across borders," said Kevin Harrington, Founder and Chairman of HBG and one of the original Sharks on ABC's Shark Tank. "We are building long-term ownership in companies, and we want leaders who understand both how businesses grow and how value is created. Charles brings that perspective, along with the relationships to help our brands establish themselves in Asia."

“Coming out of the financial industry, I look at Kevin’s record the way I would look at any investor’s,” said Charles Kim, Chief Executive Officer of Harrington Brands Asia Pacific Group. “More than 500 products commercialized and dozens of breakout successes. In venture terms, I believe that record would place him among the most successful investors in the world. I’m putting my full weight behind Harrington Brands Group, and I look forward to bringing its brands to Asia.”

Kim joins ahead of China’s November 11 Singles’ Day shopping event, as livestreaming and creator commerce reshape how brands reach consumers. HBG’s Asia Pacific platform is designed to help its companies enter these channels through local distribution and commercial partnerships.

About Harrington Brands Asia Pacific Group

Harrington Brands Asia Pacific Group is HBG’s majority-owned operating company for the Asia-Pacific region. It takes U.S. and European consumer products and technologies into China and the Far East through licensing, distribution and joint ventures.

About Harrington Brands Group

Harrington Brands Group is a global consumer brand, technology and commercialization portfolio built around more than 50 consumer product and consumer technology companies and economic interests. HBG earns equity through execution. We open retail, distribution, marketplace and creator access, we build attention, and we move companies from instinct to launch in weeks. Beneath the portfolio sits one shared institutional platform for finance, legal, insurance, marketing, technology, purchasing, logistics, commercialization and capital. Harrington Brands Group was founded and is chaired by Kevin Harrington, a four decade consumer products operator and an original investor on Shark Tank. Offices in Dallas, New York, Midland, Tampa and Nashville.

We build brands people buy every day. Everywhere.

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