

STRICTLY CONFIDENTIAL



**WELL-BEING
HEALTH PHARM**

From head to toe, Specialized Skincare Company



II CHAPTER **Well-being Health Pharm's Competitiveness**

- 1. Brand & Product Introduction**
- 2. Technology & Product Competitiveness**
- 3. One-Stop System Infrastructure**
- 4. Manpower & Company Overview**
- 5. State & Performance of Well-being Health Pharm**



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Skin health starts from the end of the body,
A brand specializing in foot and hand care

Gounbal Foot Cream, Shiny Foot, Foot Peeling,
3WB Hand Cream etc. Total 14 pcs of products

HEALTH · BEAUTY · HAPPINESS

From head to toe, Total Care Face & Body Moisturizing Brand

3WB Hydra Moisturizing Cream, 3WB Sports Massage Cream, 3WB Anti-Melanin Whitening Cream,
3WB Mild Foaming Cleanser etc. Total 35 pcs of products

- 01 Satisfying customer needs and diversifying inflow with specialized brands for each area
- 02 Stabilizing the brand business by being placed in stores in pharmacies and hospitals nationwide since 2007.
- 03 Sales of 1.5 million units per year, securing customer loyalty
- 04 Selecting Korean representative brands in the skincare category for 5 consecutive years



FDA



Excellent quality product
designation by Incheon



Russia EAC certified



Selected Korean
representative brand



CPNP



Japan / USA
Trademark registration certificate



NMPA of China

STEP 01 Empty **Softening**

☑ **Urea10%** *Softening Of Dead skin cells*

→ NO Physical exfoliation, Non-irritation softening!

STEP 02 Absorbing **Moisturizing**

☑ Naturally derived ingredients with the golden ratio
 → Maximize skin friendliness

☑ Resonant Wave Principle,
 High functional nano wave number (1200HZ)
 → Enhanced skin penetration & absorption

☑ Optimization of the Emulsification Process
 → Oil and water balance

STEP 03 Nourishing **Health**

☑ The active ingredient of the fermentation extraction
 → Proliferate beneficial bacteria, enhance efficacy
 → Skin regeneration effect, anti-inflammatory effect

☑ **Active ingredients**
 (Freckles, Wrinkle, Brightening etc.)

Royal Jelly (Anti-aging)
 Propolis(Soothing)
 Centella Asiatica extract(wound healing)

⋮



Certificate of Corporate
 Research Institute



ISO 22716



Extraction patent



Composition patent



Manufacturing patent



Manufacturing patent



Design patent



R&D

Research Institute



- Owns a company affiliated research institute
- Holds various patents related to cosmetics
- ODM production based on development competitiveness



17 years of customer data-based product research and development capabilities



Manufacturing production

Moisturizing factory



- Owns a production facility of 2,000 kg (KRW 24 billion per year)
- Energy wave generator for manufacturing Nanowave water
- Emulsification process high-speed/high-pressure processing machine

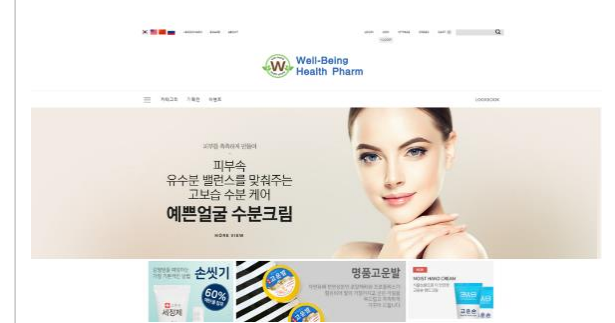


Maximize cost savings with mass production infrastructure. price competitiveness ↑



Distribution sales

Moisturizing mall



- Have stable sales outlets at home and abroad
- Aggressive marketing from 2020
- (228% increase in overseas online sales in 2021)

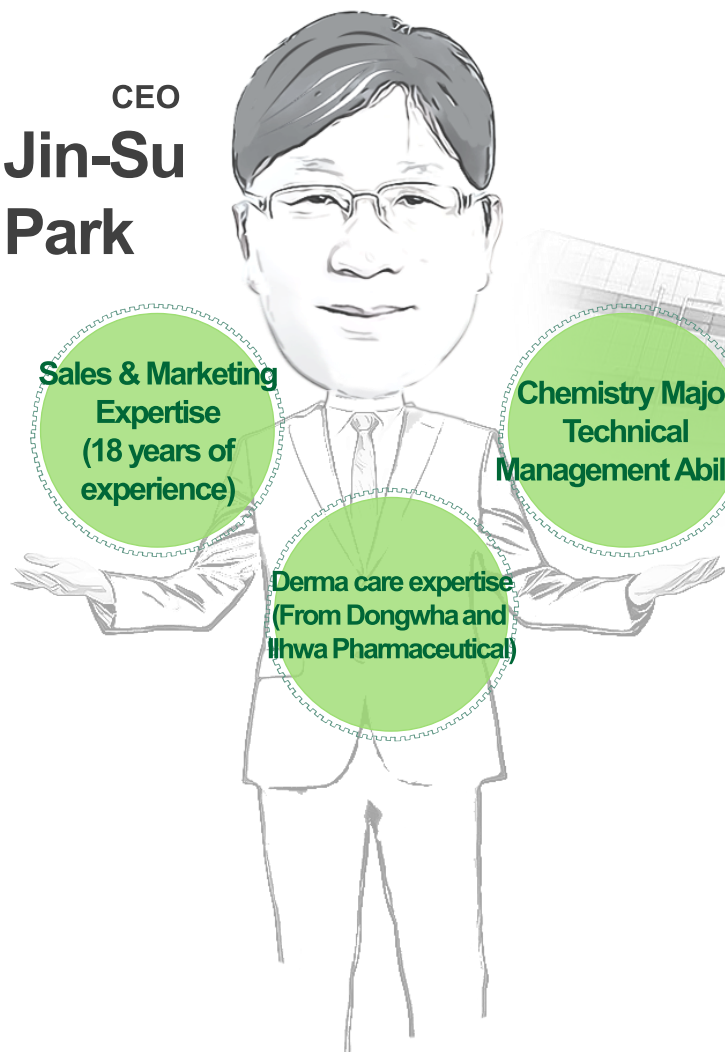


Minimizing distribution margin based on internal system, sales channel network



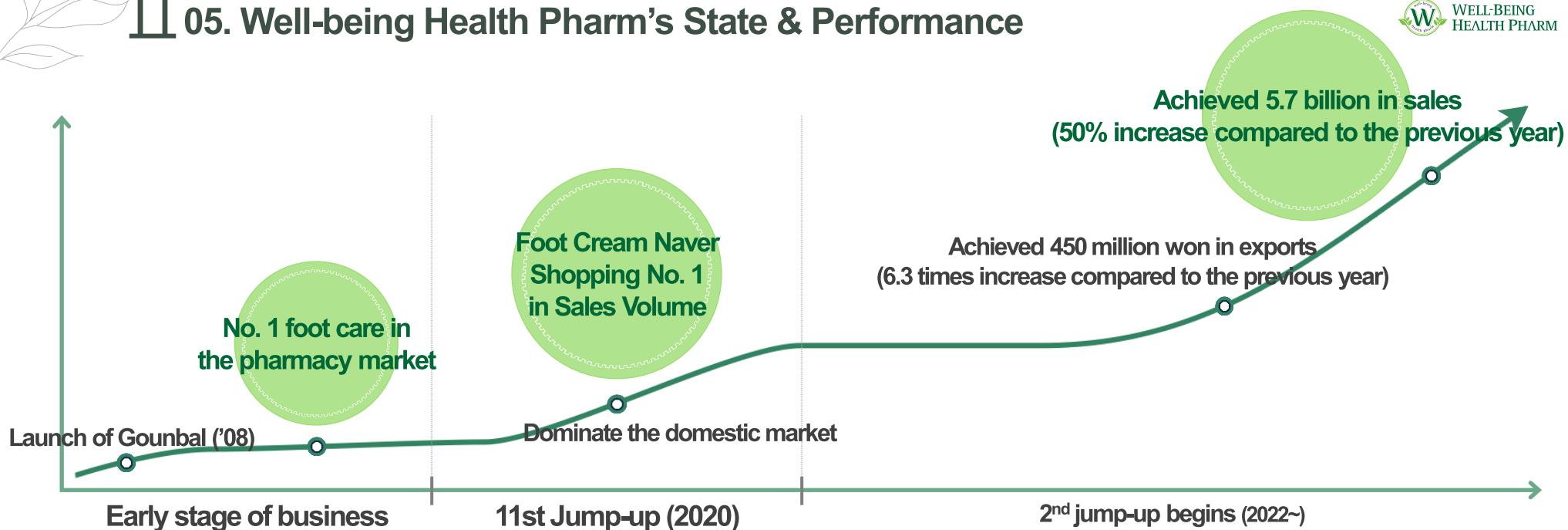
CHAPTER 04. Manpower and Company Overview

CEO
Jin-Su Park



| | | | |
|---------------------|--------------------------------------|----------------------|---|
| Establishment date | 2017. 8. 14 | Capital | 300 million Won |
| Number of employees | 23 | Business area | Research, development, manufacturing and sales of cosmetics and skin care products |
| Head office | 106, Eunbong-ro, Namdong-gu, Incheon | Home page (Own mall) | www.wh-pharm.com www. 3wbmall.com |

CHAPTER 05. Well-being Health Pharm's State & Performance



| sales channel | |
|---|---|
| Off-line | On-line |
| 파마리서치 lalavla modern HOUSE | Qoo10 Shopee amazon Rakuten coupang 11번가 |
| Pharmacies and hospitals nationwide, etc. | Branch mall, open market |



Became No. 1 in foot care through Niche market blue ocean strategy with a killer product (brand)!

Completion of foundation for online & global expansion