

INVESTOR RELATIONS 2024



JUST FOR SKIN

 Medi N Research

Investment Highlights

01. Global networking

1) Aesthetic medical devices

- Distributed in 164 spa and aesthetic markets in Vietnam
- Indonesia partnership (ST.SOMETECH) agreement and distribution contract concluded
- UK partnership (MAXSTHETICA INTERNATIONAL LIMITED) and distribution agreement completed

2) Cosmetic

- King Power Duty-Free Shop in Thailand signs a contract to enter Watsons
- Korea's Olive Young signed a contract to open a Shilla Duty Free store and is currently negotiating a contract to open a store at HDC Shilla Duty Free Store
- Negotiating with Costco in the US to open a store
- Negotiating with Guardian', 'Vinmart' and local select shop 'Beauty Box' to open a store

02. Online Marketing

1) Viral Marketing

- Blog, SNS (Instagram/Facebook/YouTube)
- Naver Keyword Analysis

2) SEO Marketing

- Top exposure within the search site

3) Content Development

- Product photography, preventability advertising, video production

03. Development of cosmetic raw materials through R&D ("Deinoxanthin-related") and expansion of product lines

- Currently, three types of raw materials have been listed on the U.S. ICID (International Cosmetic Materials Collection)
- Medical devices (skin boosters) and medications (patches)

Investment Highlights

We Invest For..

01. Preparing for the Offline Store

1) Store interior design (0.2 mil usd)

- Hyundai Duty store in Dongdaemoon (end of May) & Samsungdong (end of Sep.)

2) Furnishings stuff for the Oliveyoung (0.2 mil usd)

- We starts from the 50 store (Final 1370)

02. Secure the Stock

1) Duty free Store (0.4 mil usd)

- 50,000 pcs per each store (expect 100,000 per month)

2) Olive young (3 mil usd)

- 600 pcs per each store (expect 30,000 per month/0.1 mil usd)

▶ Final 600pcs * 1370 store = 822,000 pcs per month. (total 3 mil usd for the stock)

Investor status

■ Investment status(KRW)

- Common Stock 0.1mil usd (Value 7.5 mil usd)
- Payment date : 2023/12/27
- Investor status
 - ✓ Former Vice President of a Softbank Ventures in Korea, 25 years of experience in the VC industry, currently working on startup/venture business development
 - ✓ CEO of a top local accounting firm in Korea, accounting/tax/investment advisor to venture capitalists/mid-sized companies
 - ✓ Partner lawyer at Gwangjang law firm which is one of top law firm, former Supreme Court and High Court judge
 - ✓ Vice President of a top PE portfolio company in Korea, angel investor in various fields including food, beauty, and art

■ Planned investments (*within 2 quarters)

- CNT tech : 0.1 mil usd
- DS Investment&Securities 0.5 mil usd

We've got 1 mil usd

Company Overview

■ The company's major history

2019

- 1 January | Founded Medi N Research Co., Ltd
- May | Korea Atomic Energy Research Institute (KERI) Signed a technology transfer contract (2 cases)
- December | Export hits \$2 million

2021

- **Industry-academic cooperation base platform (R&D) project (total of 24 months)**
- **Development of High Functional Cosmetics Using Radiation-Resistant Deinococcus Microbial Materials'**

2023

- April | Designation of Global Strong Company 1,000+ Project
- **June | DeinoJUS Listed on the International Collection of Cosmetics (ICID)**

2020

- **April | Establishment of a department dedicated to technology research and development**
- July | Designation of promising small and medium-sized export companies
- August | Venture Company Selection Launches Basic Skincare Brand 'JUS'
- December | Patent Application (How to obtain purified water-soluble polymer from microorganisms)

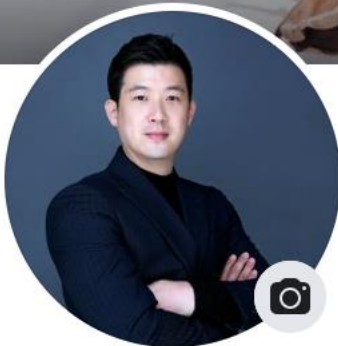
2022

- August | Venture Business Selection (Innovation Growth Type)
- September | Designated as a promising small and medium-sized export company

Medi N Research Founder

fluent in
foreign
languages

Global
Network



Seo Hyung Lee

팔로워 17만명 · 팔로잉 725명



CEO | Lee SeoHyung

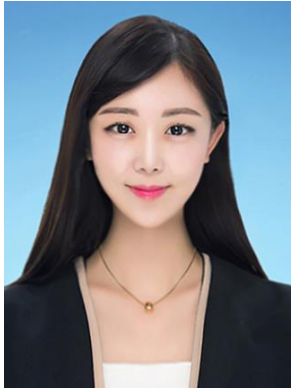
CEO of Medi N Research Co., Ltd. (from January 1, 2019 to present)

- Daebo Group Planning and Coordination Office (2016.01.01~2016.07.29)
- SK ENC Overseas Strategy and Purchase (2011.09.11~2015.12.31)
- LG Life Science Management/Management Strategy (2009.02. ~2011.08.31)
- LG CNS Management Innovation/Management Diagnosis (2005. 12. 01 ~ 2009. 10. 30)

Award details

- November 27, 2019 Entrepreneur of the Year Award citation
- December 17, 2020, Jeonju Mayor's Outstanding Entrepreneur Award Certificate
- December 29, 2020 Minister of SMEs and Startups' citation
- December 05, 2022, Top of Million Dollars Export
- December 22, 2022, Korea Industry Research Association Commendation Certificate
- On September 13, 2023, Jeonbuk Regional Small and Medium Venture Business Administration Commendation of Excellent Enterprise
- November 03, 2023 Minister of SMEs and Startups' citation

Medi N Research TEAM



CMO | HJ KIM

- Team Leader of Oracle Cosmetic
- LakeHills Resort Group
- Pyeongtaek city design team



JE KIM | Team Leader

Domestic/Oversea Market

- 10years On/Off line marketer
- MediNResearch initial-mem



HS BAEK | Manager

Business Support

- Supporting documents
- MediNResearch initial-mem



UJ HWANG | Manager

Domestic Marketing

- 3years On/Off line marketer



DG LEE | Manager

Oversea sales/Contract

- 5years On/Off line marketer
- Graduated college in the U.S.



BA YEO | Manager

Oversea Marketing

- 3years On/Off line marketer
- Chinese & English Fluent

1. Business details

Medi N Research is a Cosmetics/Aesthetic company that targets the rapidly growing Southeast Asian beauty market and is growing based on it.

MEDI N RESEARCH HISTORY



<Southeast Asia Seminar>



<Vietnam buyer invitation event>



<Korean Beauty Contest Hall>



<Thailand King Power Family Lunch>

1. Business details

- Over the past four years since establishment

1. Aesthetic medical devices brand

- 1) UK exclusive sales agreement completed
- 2) Sales of Products through 164 Aesthetics, Spas, and Hospitals in Southeast Asia
- 3) Trademark registration completed worldwide

Secret Rose™



<Filler>



<SKIN Booster>

1. Business details

■ Celebrity reviews

Cải thiện bề mặt da

- Lỗ chân lông to
- Da xỉn màu

Tái tạo hàng rào bảo vệ da

- Mô da tổn thương
- Viêm da gây mụn

Xử lý dấu hiệu lão hóa

- Nếp nhăn
- Da sần

EXOWONDER

EXOWONDER
Stem cell derived Exosomes

Căng bóng, tái tạo tế bào da. Định cao chống lão hóa. Phục hồi da tổn thương đặc biệt sau trị liệu

EXOWONDER
An toàn tuyệt đối với hoạt chất tinh khiết không độc hại

BEFORE **AFTER**

- Ít tổn thương, thời gian phục hồi ngắn
- Hiệu quả rõ rệt chỉ sau 1 liệu trình
- Tính tương thích cao, giảm nguy cơ đào thải

EXOWONDER

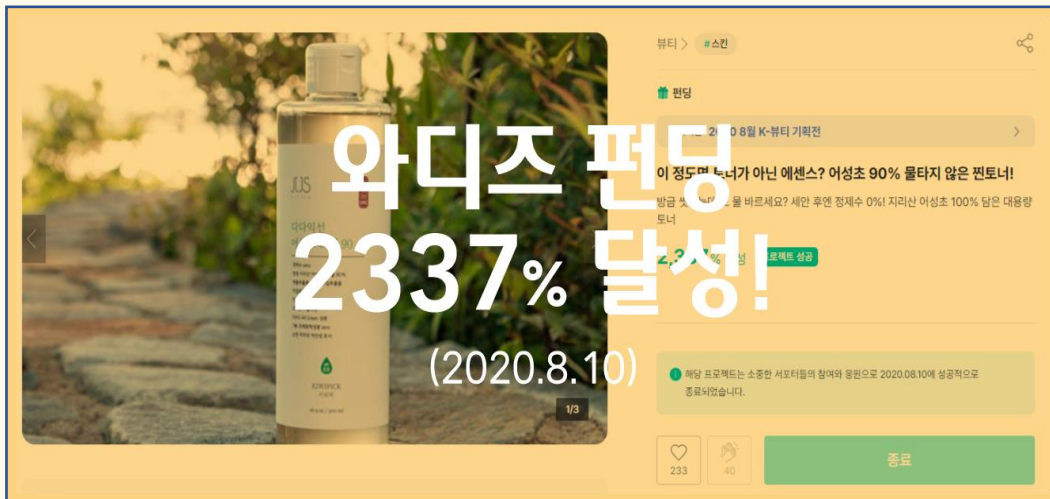
- Cải thiện độ đàn hồi, tăng cường hàng rào bảo vệ da chắc khỏe
- Tăng cường độ ẩm giúp sáng và căng bóng da, hiệu ứng làn da khỏe
- Kích thích tăng sinh Collagen, thu nhỏ lỗ chân lông

1. Business details

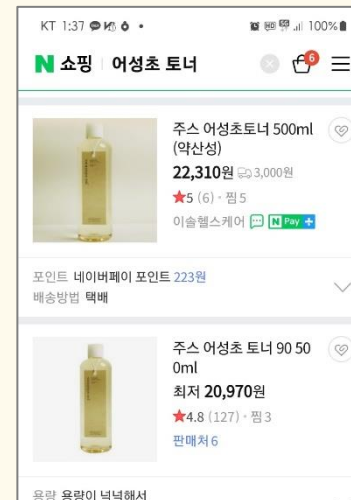
- Over the past four years since establishment

2. Cosmetic brand

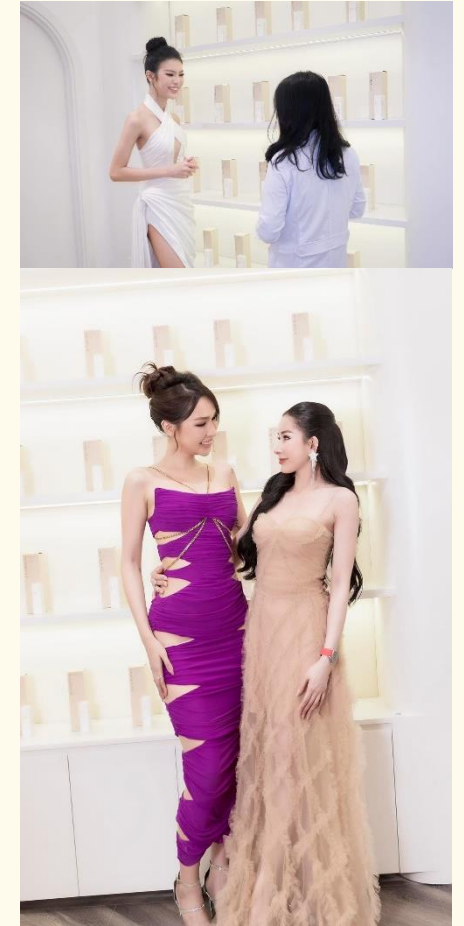
- 1) Medi N Research's first entry-level cosmetic brand
- 2) Through crowdfunding, the toner with the concept of "zero purified water" will be unveiled
- 3) Build brand awareness and gain loyal customers



<Cloud Funding 2337%>



<Toner 1st Page>



<164 store in Vietnam>

1. Business details

- Over the past four years since establishment

3. Expand the Categories 2 type → 6 type

- High Functional Basic Skincare 'Houttuynia Lineup' Launched
- Gel-to-foam, toner, serum, cream, tone-up cream and 6 types of sunscreen
- 24' April Starting from Hyundai duty free store



1. Business details

- Branding Image



1. Business details

■ Review - Domestic

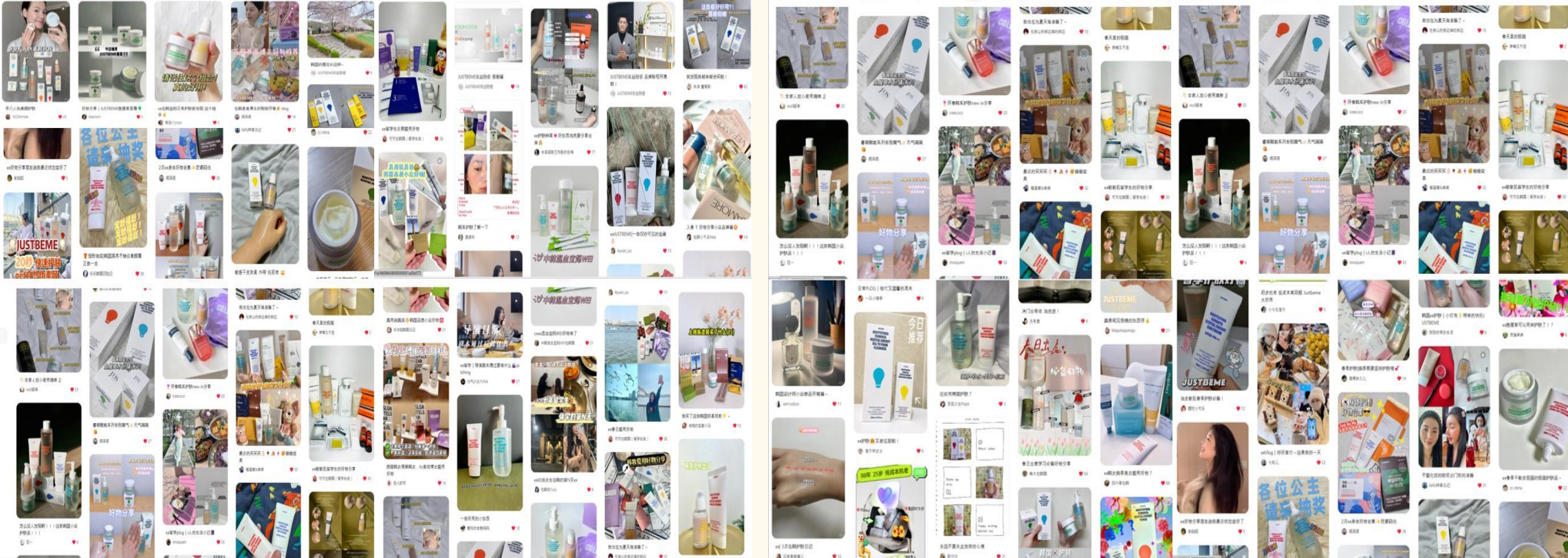
The collage displays numerous user reviews for MediNResearch products. Each review typically includes a small image of the product, a star rating (mostly 5 stars), and a short text comment. The products mentioned include 'Aesop's Skin Care' (Aesop's Skin Care, Aesop's Skin Care, Aesop's Skin Care), 'Aesop's Hair Care' (Aesop's Hair Care, Aesop's Hair Care, Aesop's Hair Care), and 'Aesop's Body Care' (Aesop's Body Care, Aesop's Body Care, Aesop's Body Care). The reviews are in Korean and express positive feedback on the products' effectiveness and quality.

<Blog>

<Review from user>

1. Business details

Review- TikTok & SNS etc..



1. Business details

- Over the past four years since establishment

4. Licensed Brand 'Lemona Sunstick'

- 1) Kyungnam Pharm has obtained an IP license for 'Lemona' and launched 'Lemona Multivita Sunstick' the vitamin C concept
- 2) UV protection/whitening/wrinkle improvement' Triple Functional Certification
- 3) Contains 7 Soothing Moisture Key Ingredients '7 Soothing Complex'
- 4) Contains 10 Vitamin Ingredients to Help Improve Clear and Bright Skin (Vita-10 Complex)



<Image of Lemona Sunstick>



< 1st page on Naver platform >

1. Business details

- Over the past four years since establishment

5. Cosmetic distribution channel entry status and planned

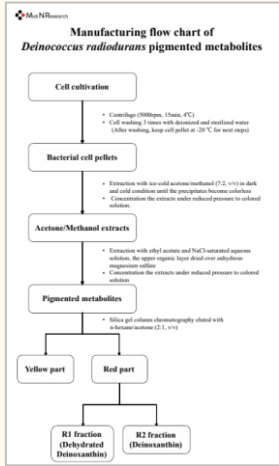


1. Business details

- Over the past four years since establishment

6-1. Raw materials for cosmetics

- Deinococcus Radiodurance Acquired patent for mass culture and separation purification method
- KTR IN-VITRO Test complete



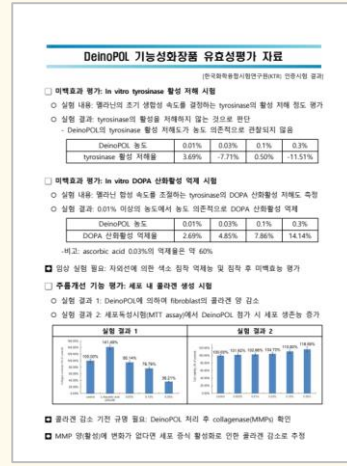
<Production Process>

Product Name	Deinococcus (Deinoxanthin)	MFR (Manufacturer Date)	2022.11.01
Analytical Tests	Specifications	Units	Results
Appearance	Dark solid	-	Pass
Color	Characteristic	-	Pass
pH	5.0-6.0	-	5.6
Total bacterial count	<1000	CFU/g(m)	<10
Starch	Negative	CFU/g(m)	Negative
Sucrose	Negative	CFU/g(m)	Negative
Fermentation	Negative	CFU/g(m)	Negative
Lead(Pb)	<2	ppm	0.02
Arsenic(As)	<10	ppm	Pass
Antimony(Sb)	<10	ppm	Pass
Cadmium(Cd)	<5	ppm	Pass
Nickel(Ni)	<10	ppm	Pass
Mercury(Hg)	<1	ppm	Pass
Solubility in water	Non-soluble	-	Pass
Solubility in organic solvent	Soluble	-	Pass

<COA>

시험항목	시험기준	단위	결과	비고
수분 함량	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-100°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-105°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-110°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-115°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-120°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-125°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-130°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-135°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-140°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-145°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-150°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-155°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-160°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-165°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-170°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-175°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-180°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-185°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-190°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-195°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내
수분 함량-200°C	STP(KAS)	%	10.0	제품 규격에 따른 범위 내

<Test Report>



<Effectiveness evaluation>

<KTR IN-VITRO>

<Securing a patent>

1. Business details

- Over the past four years since establishment

6-2. Raw materials for cosmetics

- Deinococcus Radiodurans EPS cosmetics raw materials/materials
- International Cosmetic Ingredient Registry (ICID) registration

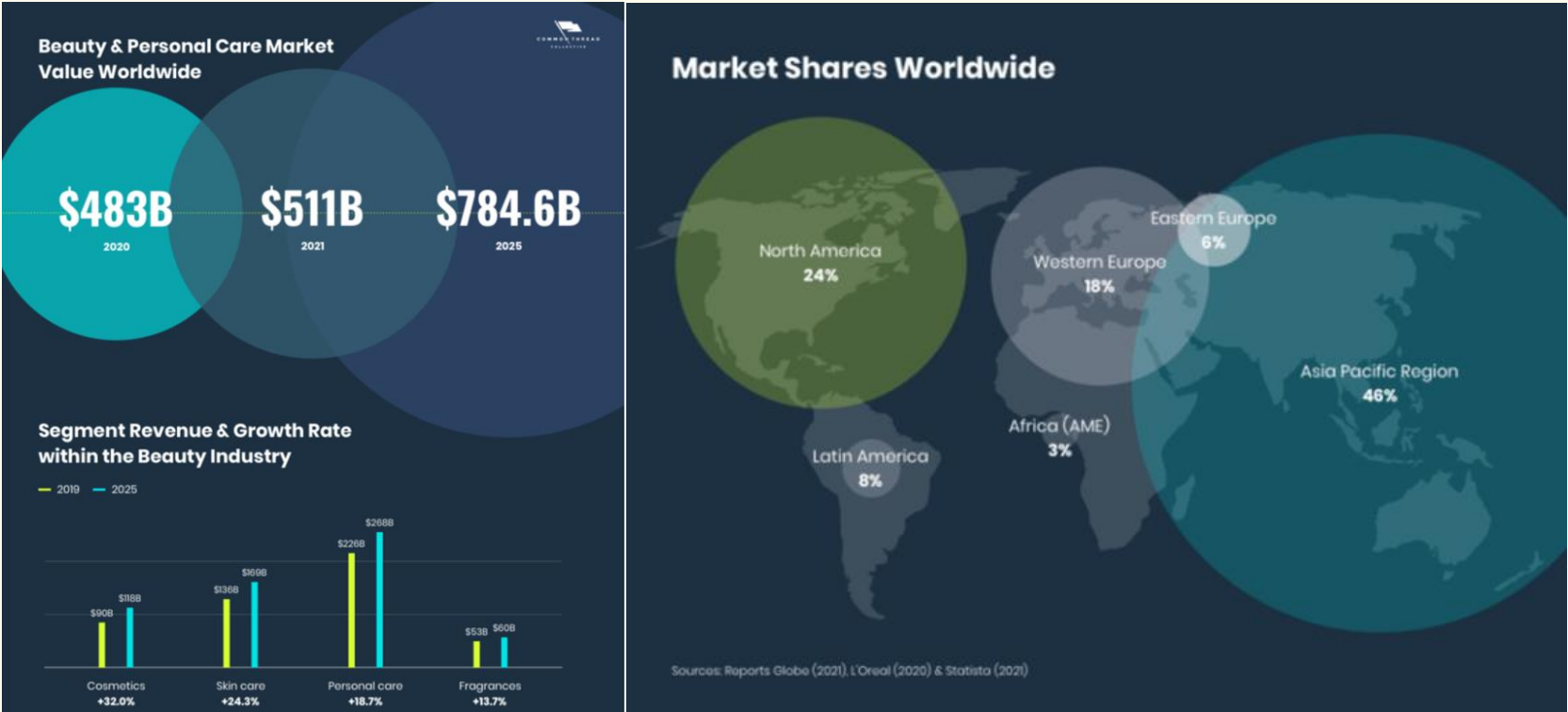
The collage consists of six email screenshots from the Personal Care Products Council (PCPC). The first three emails (left side) show the submission of applications for 'DeinoPol', 'DeinoWal', and 'DeinoJUS'. The last two emails (right side) show the final assignment of 'Deinoxanthin' to the application number 2022-12436.

<DeinoPol>

<DeinoWal>

<DeinoJUS>
Deinoxanthin

Market Size

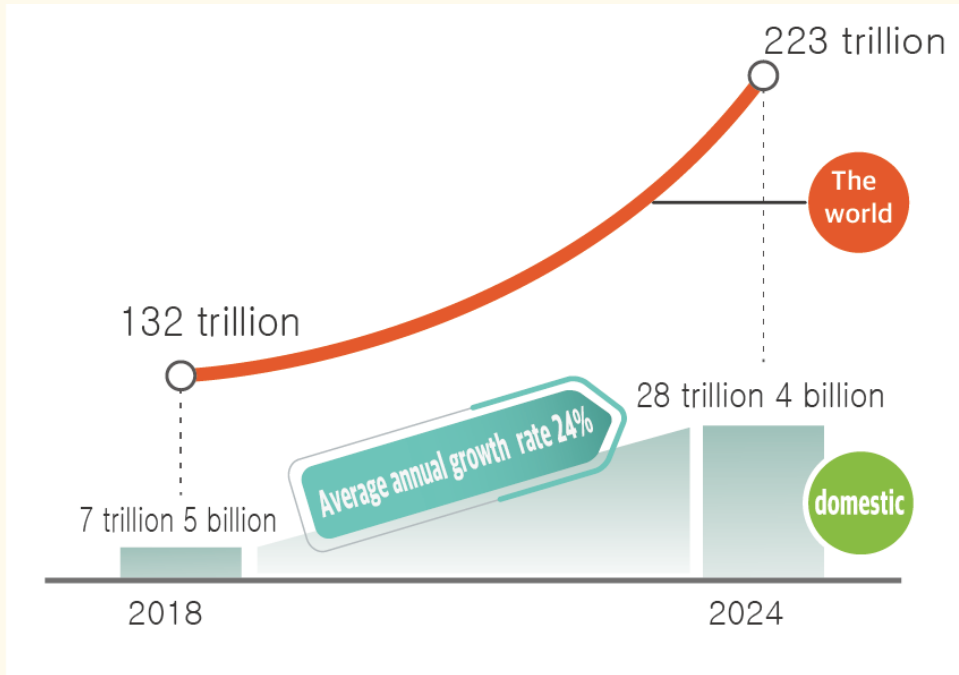


<출처: Reports Globe (2021), L'Oreal (2020) & Statista (2021) >

- The beauty industry continues to grow globally, growing from \$483 billion in 2020 to \$511 billion in 2021
- The size of the global beauty industry is expected to exceed \$716 billion by 2025 and \$784.6 billion by 2027, growing at a CAGR of 4.75%

Market Size

■ Functional cosmetics market size



Unit: won

<Source: Euromonitor, Kiwoom Securities Research>

■ <Microbiome-based skin, hair, and scalp care global market size forecast>



<Source: Frost & Sullivan>

- Major cosmetics companies at home and abroad use natural plant-based raw materials, resulting in the problem of supply and demand instability due to environmental factors such as weather, pests, seasons, etc
- 'Deinoxanthin' developed by the company is a microbial culture bio-raw material that can be mass-produced, and it is possible to solve supply and demand instability and establish a mass production system

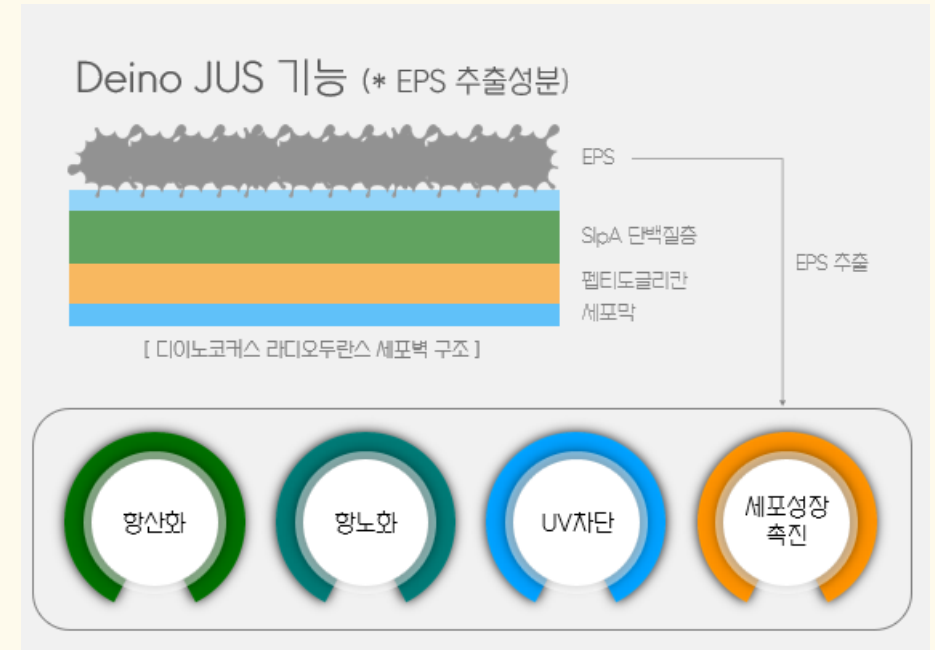
Market opportunity-1

- Through a joint study with Chonbuk National University's Industry-Academic Cooperation Group Medi N Research has secured Deinoxanthin, a beta-carotene red pigment produced only in Saemangeum-derived Deinococcus radiodurans that withstand extreme conditions such as desert as well as radiation

'Deinococcus' radiodurans:

World's Most Powerful Microbiology Listed in Guinness Book of World Records, Unique Microbiology Survives Extreme Environments such as Strong Ultraviolet and Radiation

- - Deinoxanthin is a fat-soluble pigment that has excellent effects on antioxidants, anti-inflammatory, and anti-wrinkle and has structural similarity to astaxanthin (65 times more effective than vitamin C), which is receiving a lot of attention for its antioxidant effect but has about 50 times more antioxidant effect than astaxanthin .
 - It has a smaller molecular structure, so you can expect high skin absorption and skin improvement
- It is believed that the use of self-developed raw materials will enable it to gain competitiveness in prices and other trading conditions, which may stimulate market demand
- The company intends to utilize this to launch high-functional biomaterials, six basic skincare products, and carry out the cosmetic raw material business



Market opportunity-1

Natural products derived from radiation-resistant microorganisms Sun care and cosmetics

■ Technological superiority

● Comparison to existing technologies

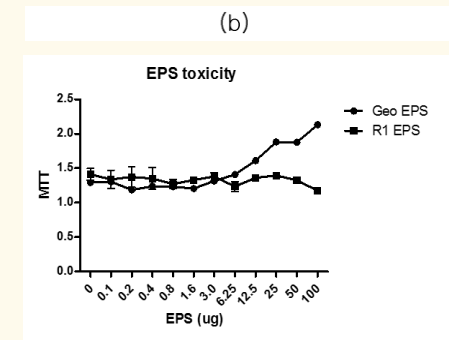
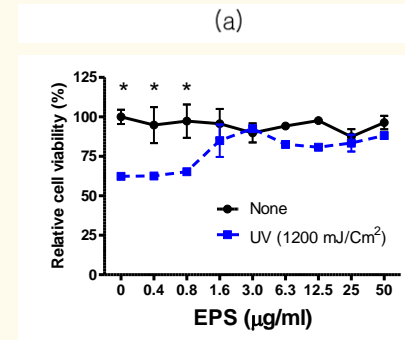
Limitations of existing technology	Dominance of the technology
<ul style="list-style-type: none"> ☑ Conventional microbial-derived water-soluble polymers are destroyed when exposed to conditions of UV and ionizing light ☑ Radiation-resistant microbes are a promising technology for extreme environments, but there is currently little research on their use. 	<ul style="list-style-type: none"> ☑ Antioxidant Function and Effectiveness in Treating Radiation Dermatitis for radiation dermatitis ☑ Speeds up cell growth to help UV repair skin cells damaged by UV ☑ Identify specific EPS with improved structure over traditional water-soluble polymers <p>* EPS: Exopolysaccharides * <i>Deinococcus radiodurans</i> : Radiation-resistant microorganisms</p>

● Technology Development Expectations

- ✓ Utilizing radiation-resistant microbes to create highly efficient anti-aging, anti-allergy products
- ✓ Enables the production of a variety of novel anti-aging, anti-allergy and other natural substances
- ✓ Scale up production through EPS high-production strain improvement research

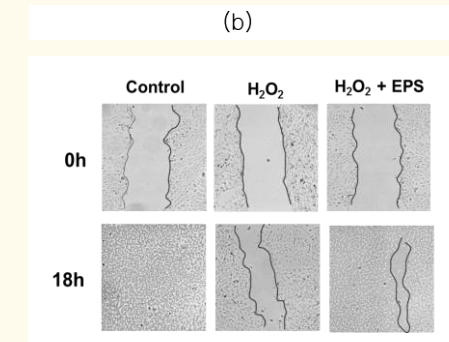
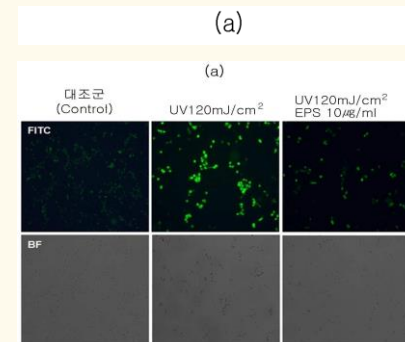
● Protect UV induced cell death & Cytotoxicity and Cell proliferation

- (a) Protect UV induced HaCaT death
- (b) Cytotoxicity and Cell proliferation



● Reduction of UV induced ROS(a) & Wound healing effect(b)

- (a) Reduction of UV induced ROS
- (b) Wound healing effect



Market opportunity-1

Natural products derived from radiation-resistant microorganisms Sun care and cosmetics

■ Post-development product lineup

(Functional natural cosmetics)

- Functional whitening cosmetics
 - DeinoPol-based whitening cosmetic formulations (essences, creams, etc.)
- Functional anti-aging cosmetics
 - Deinoxanthin-based antioxidant/anti-aging/anti-wrinkle cosmetic products
- Antioxidant and anti-aging masks
 - Natural hydrogel mask packs based on cross-linking technology of DeionoPol and Cellulose

(Functional medical device)

- Cosmetics for Atopy
 - DeinoWall-based atopic inflammation products
- Cuts and abrasions healing medicine
 - Topical cream based on Deinowall-derived technology to promote cell regeneration

(Beauty medical device)

- Skin Booster
 - DeinoJUS-based skin booster products

● Company IP Status

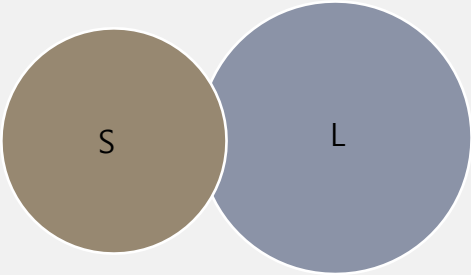
Registered/application(8)		Registered/Pending(1)
Separation	Registration (application) name	Registration (application) number
Patents	How to obtain purified water-soluble polymers from microorganisms	2020-018905
Technology Transfer	Deinococcus radiodurans-derived exopolysaccharide and compositions comprising	10-1776586
Technology Transfer	Deinococcus radiodurans with recombinant vectors containing the DR0055 gene and increased production of exopolysaccharide by increasing DR0055 gene expression	10-2019-0108806
Brand Patents	Secret Rose(Europe)	1-612-873
Brand Patents	Secret Rose (US)	HOT210017US
Patents	DeinoPol (*ICID registraion)	1-12-2019-10271
Patents	DeinoWal (*ICID registraion)	1-12-2019-10272
Patents	DeinoJUS (*ICID registraion)	2022-12436 MonoID: 38169

Market opportunity-2

- Ease of entry for new brands


Cosmetic Market before Covid19

Market dominated by large capital providers



Markets where capital and distribution are important

Markets where capital and distribution are important

Rather than a product quality  Focus on the Marketing

Present Cosmetic Market

Consumer-driven markets with product power



Produce products with technology

Experiential and personalized consumption
Repurchases are driven by product history

New distribution platforms emerge

Market opportunity-2

- Diversification of distribution channels



Execution Strategies-1

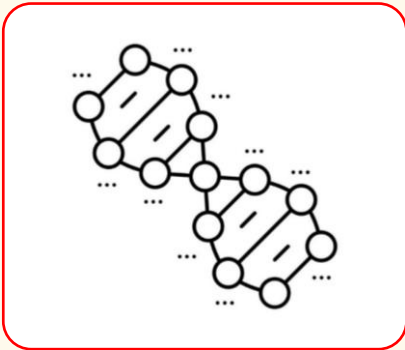
- Expanding domestic and international sales channels

Strengthen brand recognition through
CJ Olive Young and Hyundai & Shilla
Duty Free



Expanding Overseas Sales Channel
and local partner expansion

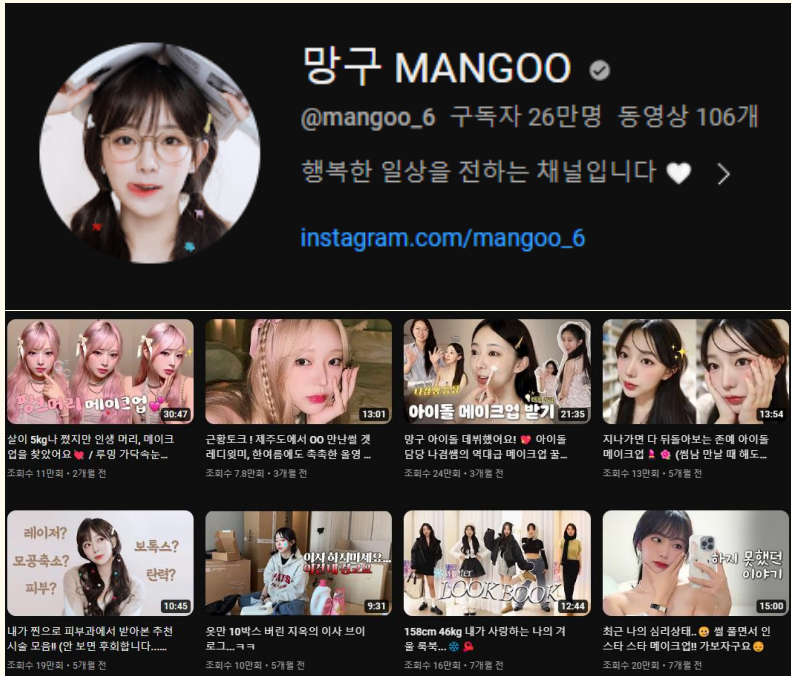
Expand products lineup and
approval process



After achieving 10 billion won in sales
(approximately 10% operating profit),
additional investment proceeds with
10 billion won

Execution Strategies-2

Marketing strategy using celebrities



홀쩍 떠나고 싶을 땐 영상보며 `랜선여행`... 채널 1 위는 `코이티비`

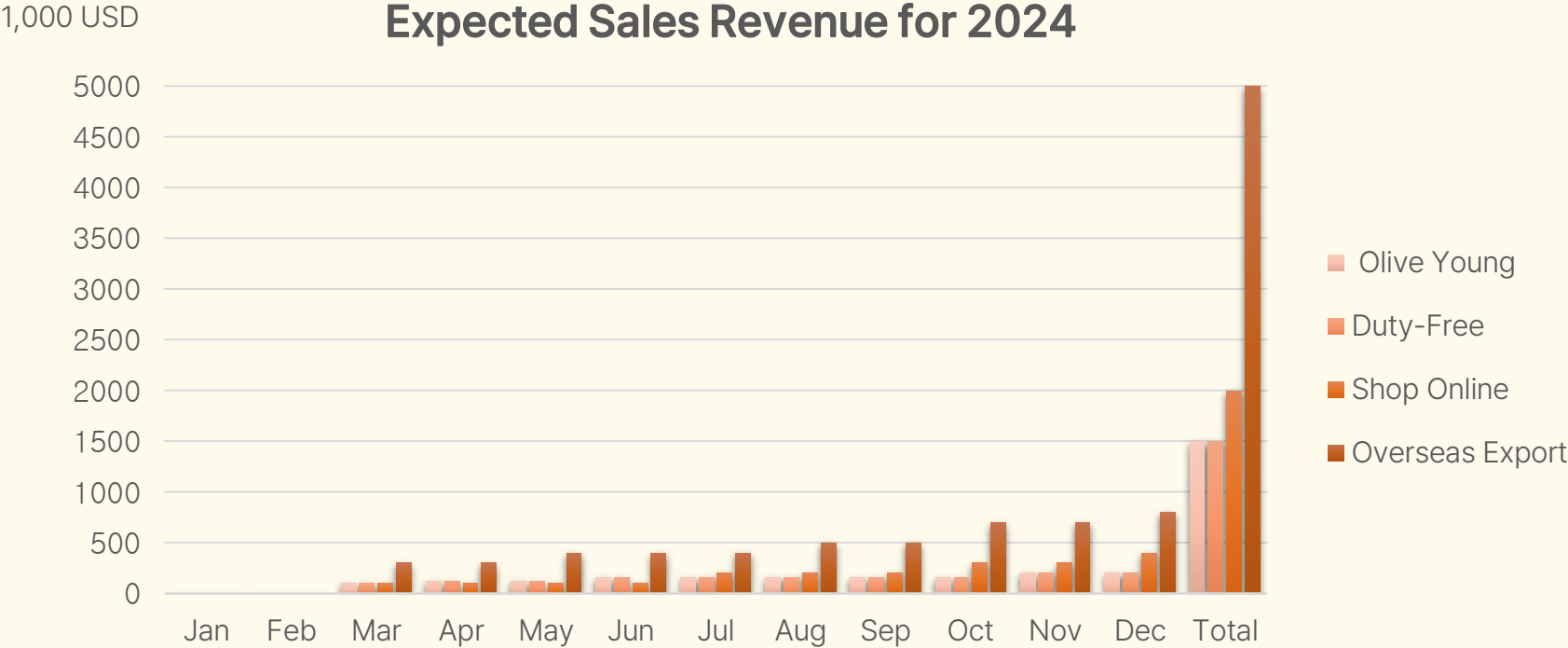


- Beauty YouTube "Mangoo"
- YouTube: 260,000 subscribers, Instagram : 21.5 million followers
- Lemona Sunstick advertising progresses since September 25
- Additional 30 celebs, including influencers

- 1st place in popularity of travel YouTube channel '코이티비'
- YouTube: 1.15 million subscribers
- Lemona Sunstick, product promotion in progress

Investment Strategies

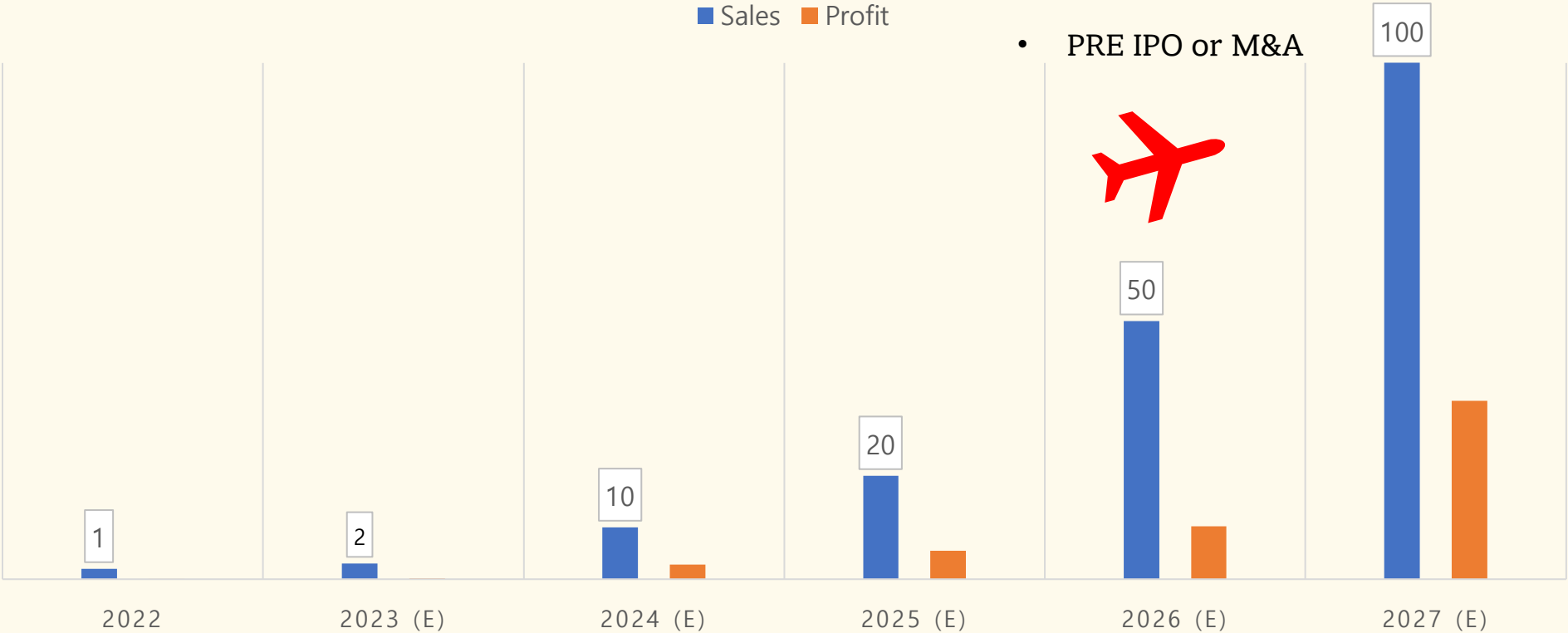
- Expected sales trend 2024 after investment



- Expected sales revenue in 2024 after new product launch
 - 1) Offline 30 million won 2) Online 20 million won 3) Exports 50 million won. Total goal of 100 million won
- After attracting additional investment, marketing activities and a colour cosmetics lineup will be established to build brand image.

Investment Strategies

■ Sales trend, forecast (unit: Mil USD)



Our Goal

1. Medi N Research aims to become Asia's largest global distribution powerhouse through cosmetics manufacturing / development / sales as well as domestic and overseas product sourcing and supply
2. Within the next four years, we aim to achieve 50 billion won in sales through 6 new products and then achieve 100 billion won in sales by entering the colour cosmetics market
3. Since we know the fast-growing Southeast Asian beauty market best, we will further establish ourselves as a leading brand in the global beauty market
4. After we achieve KRW 50 billion in sales, we will pursue IPO and M&A in earnest.



Innovating the global beauty brand market
Cosmetics/Aesthetic Brands Based on Natural Cosmetics Materials

Thank you for thinking about us !