



HLB Life & Healthcare

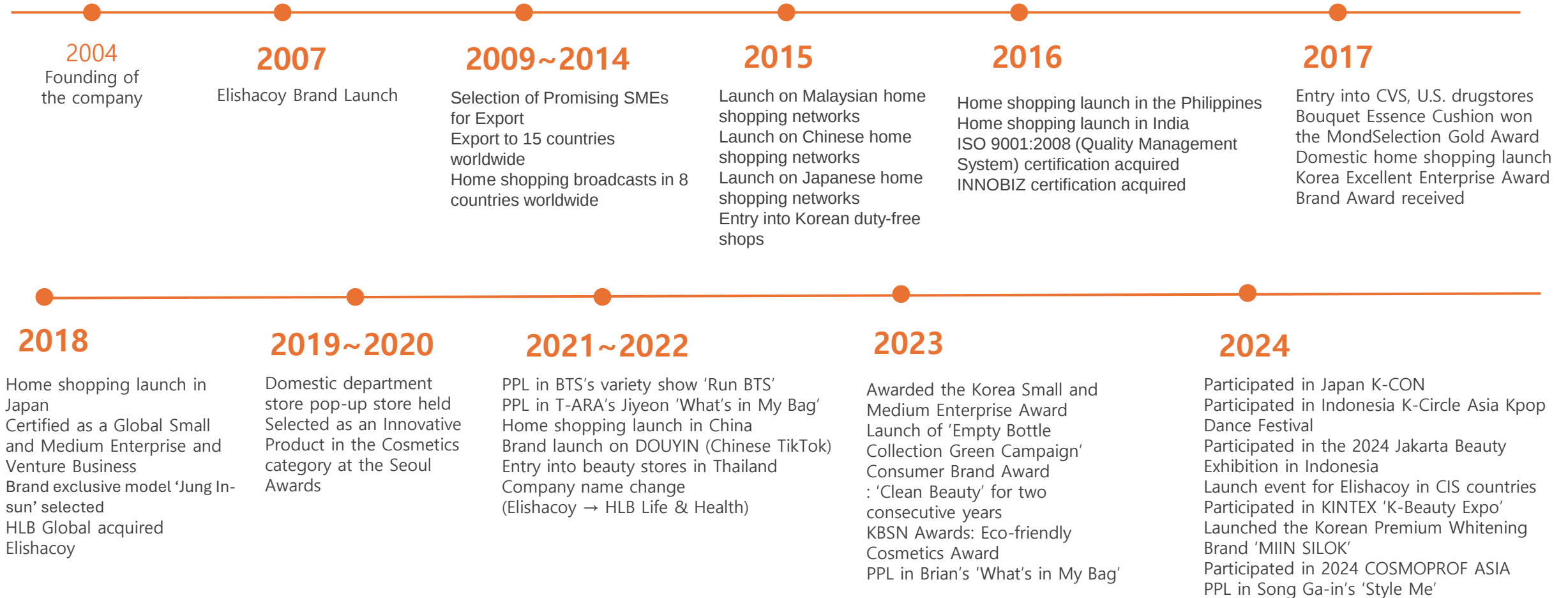
Company Profile

2025

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1. Company
2. Brand
3. Product

Company History



Company Introduction

Overseas Business

Establishing a global O2O platform!

Successfully launched in approximately 22 countries worldwide!

Global cosmetic brand Elishacoy

- **United States** – Online Malls (Amazon, Weee!, TikTok)
- **China** – T-mall, Douyin (Chinese TikTok), JD.com
- **Middle East** – Online platforms Boutiquaat, Herb&Oil
Offline Herb&Oil & FACES, Dawaa, ICM Mall
- **Romania** – Online & Offline
- **Kyrgyzstan** – Offline Dordoi Market, Olive green
- **Uzbekistan** Offline Dera Cos
- **Mongolia** - Offline Ajila Beauty
- **Taiwan** - SASA Store
- **Japan** – Online & Offline SKIN GARDEN
- **Indonesia** – Online Malls and Offline Mybestie Beauty
- **Myanmar** - Offline 1ST ANTENNA SHOP



Company Introduction

Overseas Business

Offline Event



Indonesia K-Cirde Dance Event Pop-up



Elishacoy Launch Event in Kyrgyzstan



2024 INDO BEAUTY EXPO 2024



2024 K-CON in Japan



2024 InterCHARM Russia



2024 COSMOPROF ASIA



Company Introduction

Overseas Business

Key Export Status



CIS (Kyrgyzstan)

Asia mall

Elishacoy, a representative K-beauty brand, has entered the main first floor of a large shopping mall in Bishkek. The brand offers a variety of products and services to customers from CIS countries, including Kyrgyzstan and Kazakhstan.

In particular, the MIIN SILOK and TETRAFORCE lineups are the most popular.



KUWAIT Boutiqat

\$1 Million in Exports in 2023

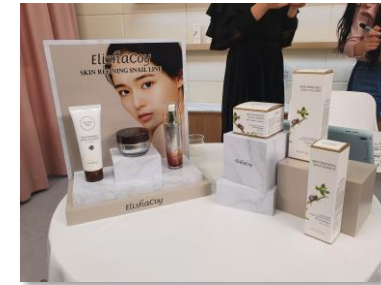


500,000 units of Moist Up Sleeping Mask exported
Promoted by Instagram celebrities, the product became a hot item on Kuwait's largest beauty online platform

SAUDI ARABIA

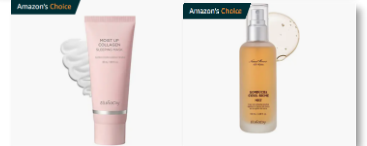
MOU Agreement Signed for \$2 Million in June 2024

600,000 units of Moist Up Sleeping Mask exported
Secured 3,000,000 VIEWS through TikTok promotion in Saudi Arabia
Completed entry into FACES, HERB & OIL, with both offline and online sales



USA

Amazon Live broadcast is sold out



Indonesia

Kombucha
& MIIN SILOK
Exclusive Distributor
Agreement Signed

Company Introduction

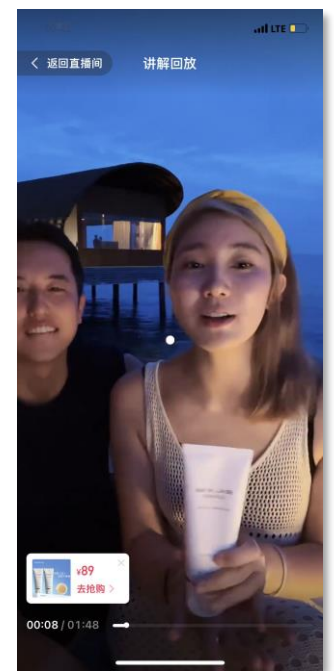
Overseas Business

Key Export Status



Indonesia
my bestie

Entry into Beauty
Stores in Indonesia



China TikTok brand stores / Wanghong live sales

C Lijachi: Sold out 10,800 units of 'Bvio All-in-One Cleanser'

C Ji Yeohyeong: Sold out 10,000 units of Mineral BB Cream

Dong Saengsaeng: Sold out 16,000 units of 'Bvio All-in-One Cleanser'

Company Introduction

Domestic Business

Offline stores with international buyers' touchpoints

Over 40 major domestic online stores

Global cosmetic company

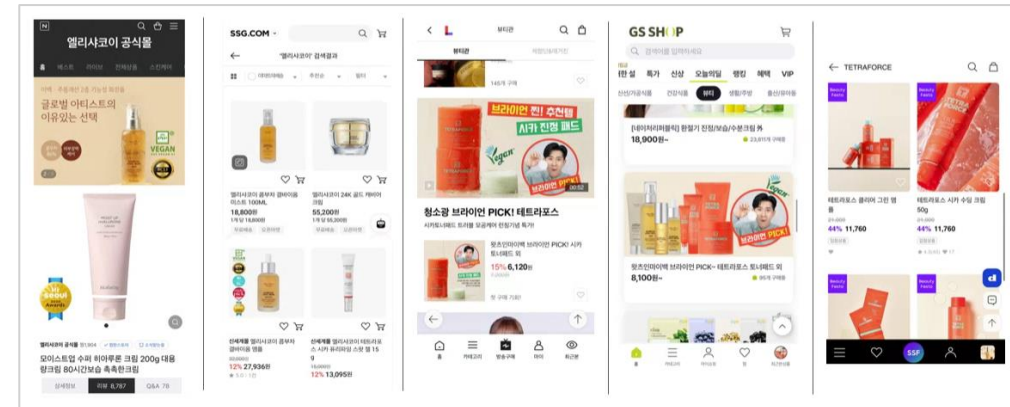
Hyundai Department Store (Samsung World Trade Center)



All Mask Story (Myeongdong Stores 1-4)



Online Entry Status



Company Introduction

Domestic Business

Brand Award Selected by Consumers



Awarded at a Highly Fair Beauty Award

Major Product Award Achievements

- Selected as an Innovative Product and Idea Product at the Seoul Awards for 4 consecutive years
- 2021 Glowpick Award: 'Gyeol-Biome Mist'
- 2021 Glowpick Clean Award: 'Gyeol-Biome Line'
- 2021 Allure Beauty Award: 'Youth Water Eye Cream'
- 2022 Glowpick Award: 'OR.DAY Mild Sunscreen'



Seoul Awards Innovative Product Emblem / Certificate



HLB Life & Healthcare

HLB Life & Healthcare Co., Ltd

ElishaCoy

Vegan-Clean Beauty Brand
www.elishacoy.com

TETRAFORCE

Trouble Skin Soothing Brand
www.tetra-cica.com

미인실록

A Brand Fusing Tradition and
Technology
www.miinsilok.com

Brand Introduction

ElishaCoy

Vegan-Clean Beauty Brand

www.elishacoy.com



Kombucha
Antioxidant Care



Skin Refining Snail
Regeneration /
Moisturizing



Moist Up
Hydration & Vitality

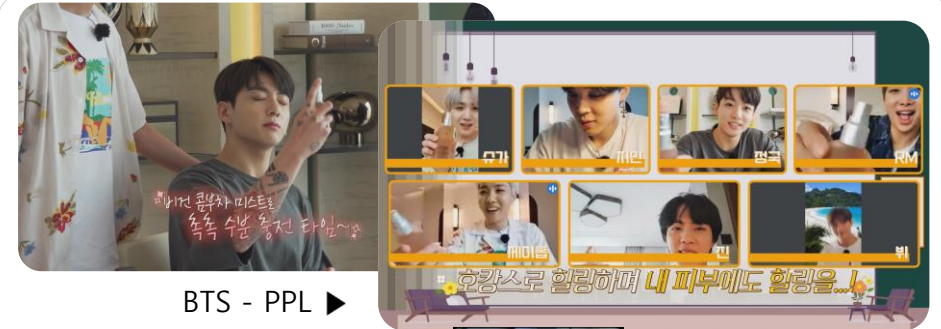


OR.DAY
Sun Care



Premium Gold Collagen
Anti-Aging Premium

Marketing



BTS - PPL ▶



▲ Domestic
Celebrities
PPL

Overseas Celebrity PPL ▲

Brand Introduction

TETRAFORCE

Trouble Skin Soothing Brand

www.tetra-cica.com



Cica
Trouble / Soothing Care

미인실록

A Brand Fusing Tradition and Technology

www.miinsilok.com



Radiance
Whitening Care



Marketing



▲ Domestic
Celebrities PPL



▲ Idol Model



▲ Overseas Celebrity



▲ Dermatologist

Marketing



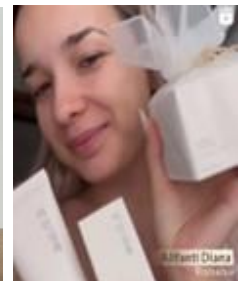
▲ 100-Year-Old Traditional
Brewery's Unique
Ingredients



▲ Win-Win Project
(Preserving Traditional Culture
& Senior Employment)



▲ Domestic
Celebrities PPL



▲ Overseas
Celebrity

THANK YOU