



Always challenge to the innovation



HLB Pharma

HUB in HLB Group

Make your life healthier with advanced technology

Company Introduction

Company Overview

Company Name	HLB Phamra Co., Ltd.
Established	April 23, 1998
Date of Listing	December 21, 2015 (KOSDAQ)
CEO	Park, Jae-Hyeong
Business Location	▪ Head Office (Seoul) ▪ Manufacturing Plant (Namyangju, Gyeonggi) ▪ Manufacturing Plant (Hyangnam, Gyeonggi) ▪ R&D Center (Dongtan & Gunpo, Gyeonggi)
Business Domain	▪ Generic Medicine Production (CMO/CSO Biz.) ▪ Development of New Drug ▪ Development of Platform Technology (SMEB™ Technology) ▪ Health Functional Ingredients (Quanchell®)
Revenue (2023)	USD 97,109 Thousand (135,953백만원)
Capital (2023)	USD 10,825 Thousand
Number of Employees	220 (R&D 20), 2024. 3
Home-page	http://www.hlbpharms.co.kr/eng

History

2019 ~ 2024 New Challenge	2023.05 Established Korean Arthritis R&D Center 2023.04 Launched healthcare brand 'Quanchell' 2023.02 Relocated the R&D Center to Gunpo 2022.12 Achieved record sales 100 Billion Won 2021.04 Relocated the Laboratory to Dongtan 2021.02 Acquired the Hyangnam Plant 2020.10 Changed the company name to 'HLB Pharmaceutical Co., Ltd.' 2019.11 Acquired C-TRI
2004 ~ 2018 Launch	2015.12 Listed on KOSDAQ 2013.11 Obtained BGMP certification 2011.07 Completed the peptide synthesis plant in Namyangju
2000 ~ 2004 Growth	2004. 12 Awarded a prize from the Prime Minister at the Korea Tech Show 2002.09 Merged with Chirogene Co., Ltd. 2001.12 Awarded a commendation from the Governor of Gyeonggi-do 2001.11 Awarded a commendation from the Minister of Trade, Industry and Energy
1998~ 2000 Foundation	1999.11 Acquired the Namyangju factory of Bayer Korea 1998.08 Established the R&D Center 1998.04 Established C-TRI Co., Ltd.

Business Model

Growth as a Pharm and QoL specialized company based on Generic Medicine sales and new business (New Drug & Health Functional Ingredients)



* CMO: Contract Manufacturing Organization

* CSO: Contract Sales Organization

Consumer Healthcare Business - Quanchell®



Model: Ji Jinhee (Actor)

“Quanchell”

HLB Pharma's first project to improve quality of life

The highest level of difficulty,
Korean joint health

Quanchell in joint health

Product Lineup

- Ayuflex (Terminalia chebula ext.)
- Achyranthes ext. Complex
- Flexir (Boswellia ext. Complex)
- NAG
- MSM
- Mucopolysaccharide, Protein

Quanchell® only research and develop for Korean joint healthcare.
It was launched in April 17th, 2023.

1st Advertising (TV, Radio, Online, etc.)

① Launching story (15s)



<https://www.youtube.com/watch?v=YjereJpyZlQ>

② Main story (30s)



<https://www.youtube.com/watch?v=k9rLJ82mXoE>

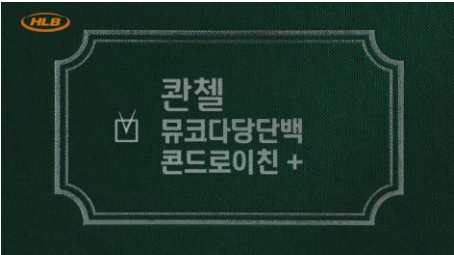
2nd Advertising



<https://www.youtube.com/watch?v=5RgAPHWULZ0>



<https://www.youtube.com/watch?v=7hpdehuf7oI>



<https://www.youtube.com/watch?v=-LZPbTzbjC>



<https://www.youtube.com/watch?v=khZCmVvis7g>

For the Top 1 brand in Korean Joint Health Market!!

Ranked No. 1 on Naver Shopping

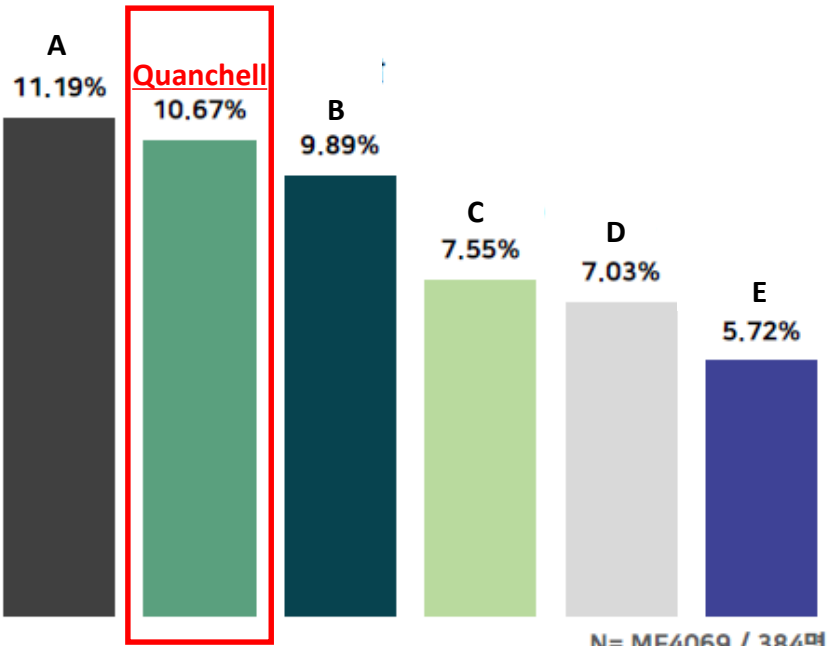


Three products* ranked 1st in Naver Shopping which is the largest online mall in Korea.
* NAG, Achyranthes extract and Mucopolysaccharide protein (Chondroitin), MSM, Telminalia, Vitamin B Complex, Vitamin K2+D3

Quanchell's position as a joint health brand is recognized

Survey

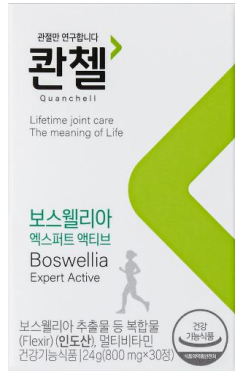
What is the 'Top of Mind' among the brand or company for your joint health?



Investigation agency: Tillion (23.07.20)

Quanchell® established as the Top 2 brand in 3 months

Product List (1)



Boswellia Expert Active
27g (800mg x 30Tab.) / 1mon.

1. Extract complex of Boswellia serrata, Curcuma longa, and Terminalia chebula (Flexir, 400mg)
2. Clinically proven with statistically significant improvements (LFI, VAS, WOMAC)
3. 7 multiple ingredient complex (Flexir, Biotin, Vitamin B1, B2, K, D, Pantothenic acid)
4. Easy intake with 1 tablet per day

Achyranthes Expert Active
24g (800mg x 30Tab.) / 15day

1. Extract complex of achyranthes, eucommiaceae and pomegranate (HL-Joint100, 1,000mg)
2. Clinically proven with statistically significant improvements (WOMAC)
4. 4 multiple ingredient complex (HL-Joint100, Vitamin D, K, Zinc)
5. Easy intake with 2 tablets per day

Terminalia Expert
24g (800mg x 30Tab.) / 1mon.

1. Terminalia chebula Retzins Extract (AyuFlex, 500mg)
2. Clinically proven with statistically significant improvements (Serum COMP, mKOOS, WOMAC, VAS)
3. 7 multiple ingredient complex (AyuFlex, Manganese, Zinc, Selenium, Vitamin C, K, D)
4. Easy intake with 1 tablet per day

Boswellia Serratin
24g (800mg x 30Tab.) / 1mon.

1. Boswellia Extract (Serratin, 400mg)
2. Clinically proven with statistically significant improvements (80m fast paced walk, 30 sec chair stand test, VAS, WOMAC)
4. 9 multiple ingredient complex (Serratin, Zinc, Manganese, Selenium, Vitamin D, B6, K, B2, Niacin)
5. Easy intake with 1 tablet per day

Mucopolysaccharide protein Chondroitin +
60g (1,000mg x 60Tab.) / 1mon.

1. Bovine cartilage power (1,200mg) from India
2. Clinically proven with statistically significant improvements (VAS, WOMAC)
3. 3 multiple ingredient complex (Mucopolysaccharide protein, Vitamin D, Manganese)
4. Easy intake with 2 tablet per day

Product List (2)



MSM
189.6g (1,580mg x 120Tab.) /
4mon.

1. 100% Canadian MSM (1,500mg) ingredient
2. Clinically proven with statistically significant improvements (WOMAC)
3. Convenient intake of MSM for joint and cartilage 1 tablet a day
4. 4-month bottle packaging (Competitively priced)

MSM
47.4g (1,580mg x 30Tab.) /
1mon.
94.8g (1,580mg x 60Tab.) /
2mon.

1. 100% Canadian MSM (1,500mg) ingredient
2. Clinically proven with statistically significant improvements (WOMAC)
3. Convenient intake of MSM for joint and cartilage 1 tablet a day
4. PTP packaging

MSM NAG
72g (1,200mg x 60Tab.) / 1mon.

1. Take MSM (1,500mg) and NAG (500mg) at once for joint care
2. Clinically proven with statistically significant improvements from human clinical studies
3. 5 multiple sub ingredient complex (MSM, NAG, Selenium, Vitamin K, D)
4. Easy intake with 2 tablets per day

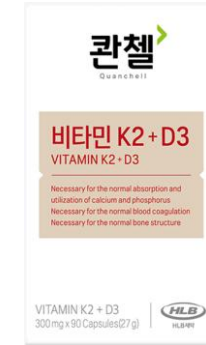
N-Acetyl Glucosamine
54 g (600mg x 90tab.) / 3mon.

1. N-acetyl glucosamine (500mg) for joint and cartilage health
2. Clinically proven with statistically significant improvements
3. 8 multiple sub ingredient complex (Shark cartilage, Boswellia, Safflower Seed Powder, MSM, Vitamin C, E, Fish Collagen, Seaweed calcium)
4. Easy intake with 1 tablets per day

Vitamin B Expert
15g (500mg x 30Tab.) / 1mon.

1. Only 1 tablet a day for daily vital energy with Vitamin B complex!
2. Contains 9 vitamins (Vitamin B1(1.2mg), B2(1.4mg), B6(1.5mg), B12(2.4mg), Pantothenic acid(5mg), Niacin(1.5mg), Vitamin D, Biotin(30mcg), Folic acid(40mcg)) in 1 tablet to easily recharge your daily vitality

Product List (3)



Cal-Ma-D Expert
33g (1,100mg x 30Tab.) / 1mon.

1. Calcium (210mg) + Manganese (105mg) + Vitamin D (10ug) for Bone Health
2. Ratio of Calcium and Manganese = 2 : 1
3. 6 sub ingredient complex (Green Lipped Mussel, Boswellia, Shark cartilage, Fish Collagen, Vitamin C, MSM)
4. Easy intake with 1 tablet a day

Cal-Ma-D Kids
90g (1,500mg x 60tab.) / 1mon.

1. Milk Calcium (210mg) + Manganese (105mg) + Vitamin D (5ug) + Zinc (4.25mg) for Bone Health
2. Ratio of Calcium and Manganese = 2 : 1
3. Chocolate chewable 2 tablet
4. 4 sub ingredient complex (Colostrum Powder, Organic 6 Vegetable mix powder, Grain Mixed Enzyme Powder, Vitamin C)

Calcium-Magnesium-Vitamin D Zinc
180g (1g x 180tab.) / 3mon.

1. Calcium (300mg) + Manganese (150mg) + Vitamin D (10ug) + Zinc (8.5mg) for Bone Health
2. Ratio of Calcium and Manganese = 2 : 1
3. 6 sub ingredient complex (Shark cartilage powder, Dried yeast, fish collagen, MBP, Manganese, Vitamin B1, B6)
4. 3-month bottle packaging (Competitively priced)

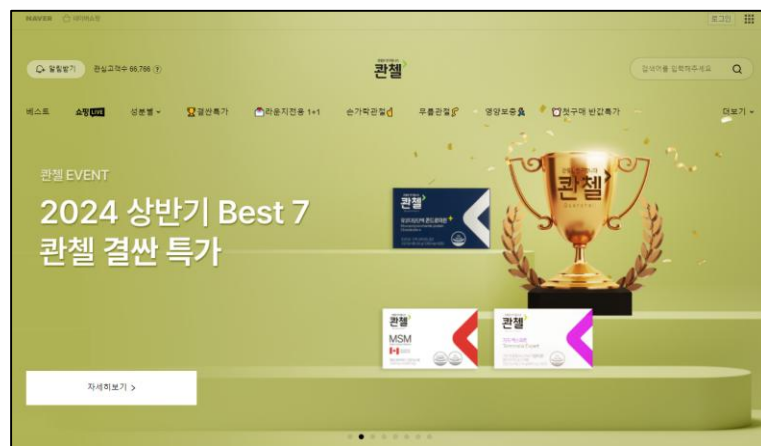
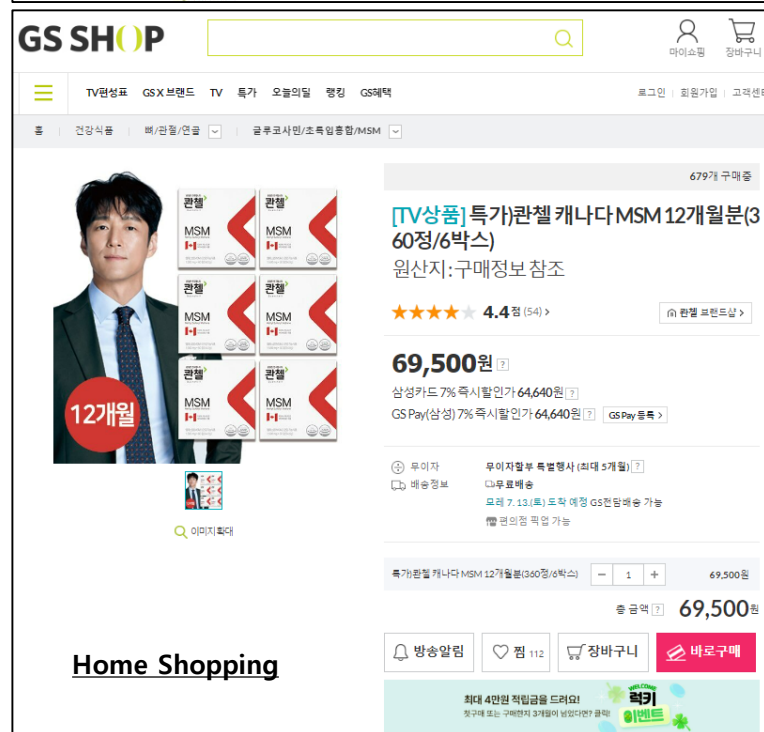
Vitamin D 5000IU
48g (300mg x 180tab.) / 3mon.

1. Vitamin D3 5000iu
2. 6-month bottle packaging (Competitively priced)
3. Using Global No1. Vitamin D3 produced by DSM

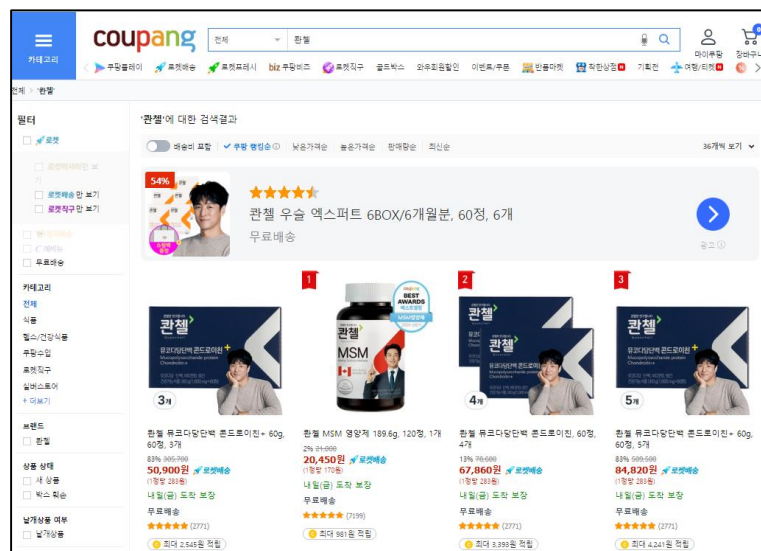
Vitamin K2+D3
27g (300mg x 90tab.) / 3mon.

1. Vitamin K2 (100mcg) + D3 (10mcg) for Bone Health
2. Clinically proven with statistically significant improvements (BMD, BMC, CSI, ISI, Osteocalcin level in serum)
3. Using Global No1. Vitamin K2 produced by Gnosis
4. Using Global No1. Vitamin D3 produced by DSM

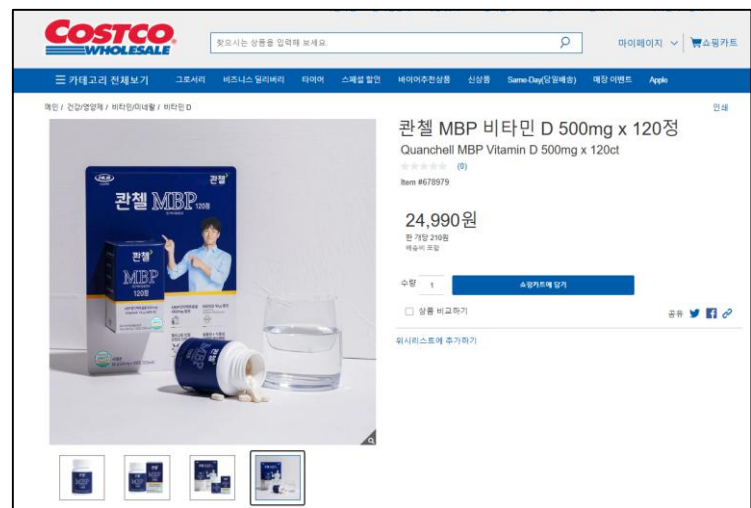
Sales Chanel



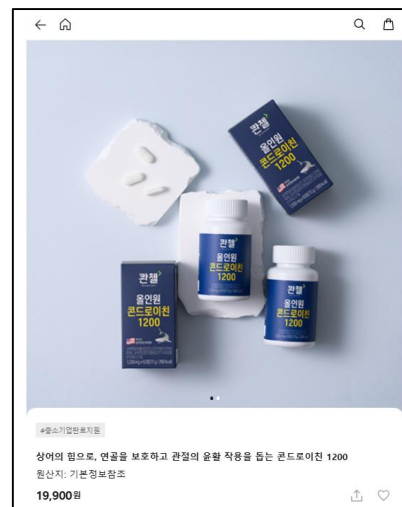
Naver Shopping



Coupang



Costco



Kakao Makers

Care your disease, Care you & your family

HLB PHARMA





고시형



일반식품

