

KICK THE HURDLE

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A. K-FOOD

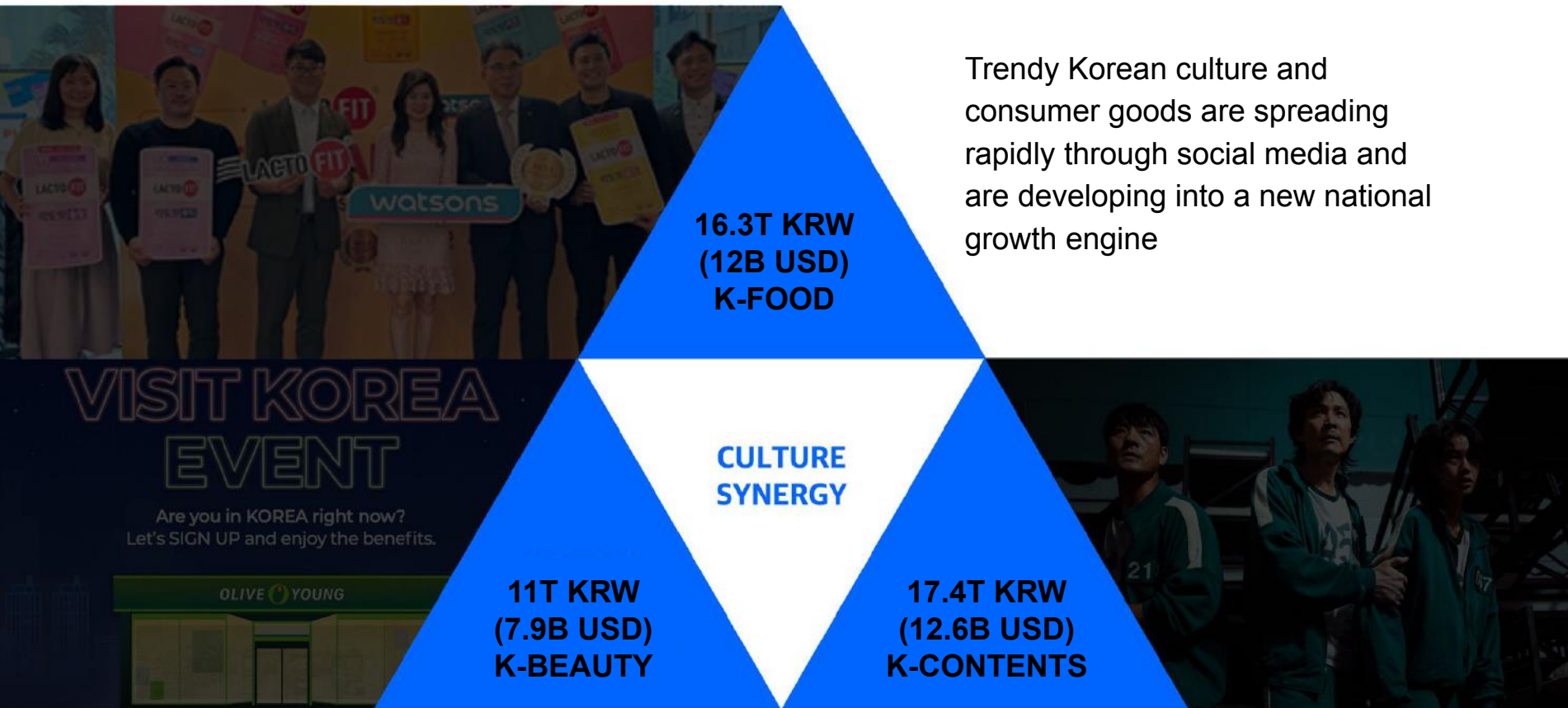
B. K-BEAUTY

C. K-CONTENTS

01 Business Overview

역대 최고 수출액을 경신하는 대한민국의 K-Food, K-Beauty, K-Contents

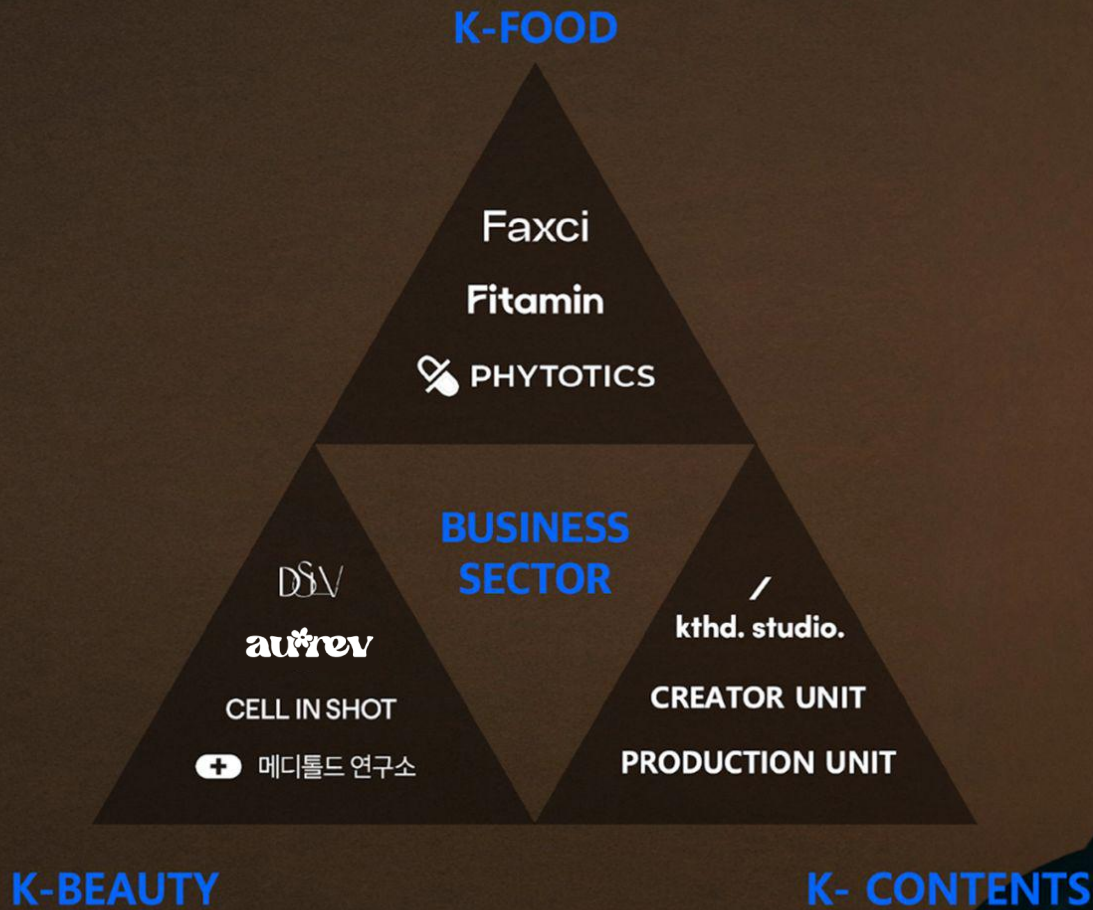
Korean K-Food, K-Beauty, and K-Contents hit a new export record



Based on exports in 2023, comparative industrial group secondary battery (\$9.83 billion), electric vehicle (\$9.8 billion), 23 years (\$16.47 billion), consumer electronics (\$7.95 billion) – December 2023 and annual import/export trends, Ministry of Trade, Industry and Energy

01 Business Overview - Business Area

■ **Launching and running 8 global brands in 3 business areas linked with the K-keywords**



KTHD. STUDIO
DEX

KICK THE HURDLE is the fastest-growing start-up firm with K-Food, K-Beauty, and K-Contents industries

설립 Established

2018

Employees

120 | people +

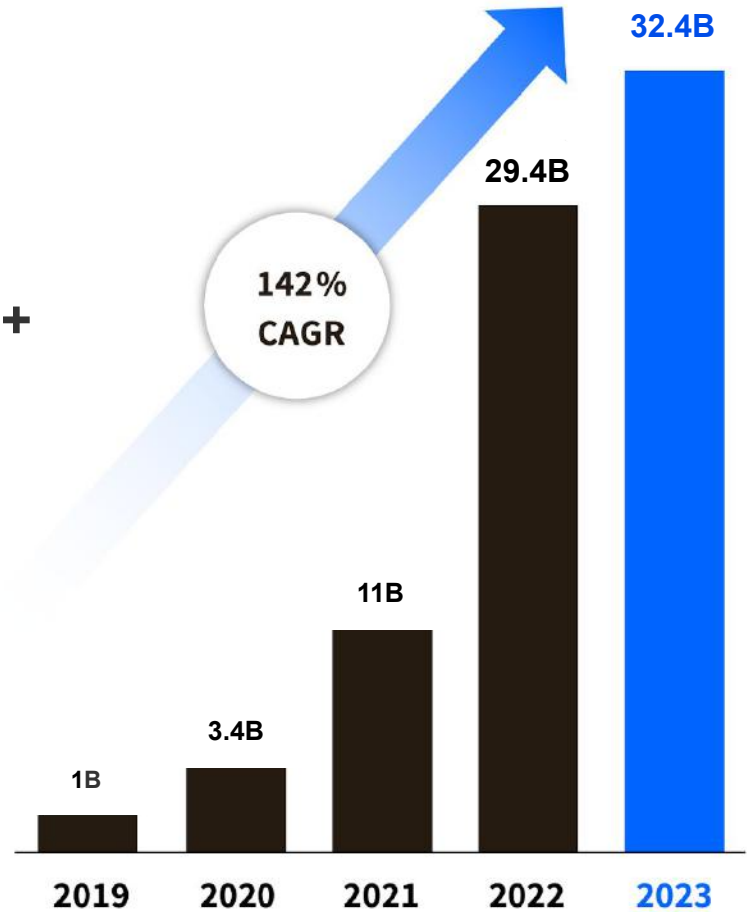
매출 성장 CAGR

142%

Compound Annual Growth Rate of Sales

Sales in 2024

32.4B KRW
(23M USD)



01 Business Overview - Export performance

In 3 years, we achieved 10 million USD (13.8 billion KRW) in total exports in 10 countries, including Japan, and in 3 months, we were the top dietary supplement at Q0010 Japan

Reached
10M USD
in Q1 2024

Compound Annual Growth Rate
of Exports

수출 성장 CAGR

145 %

Countries and distribution
channels

Exports as a percentage of total
sales

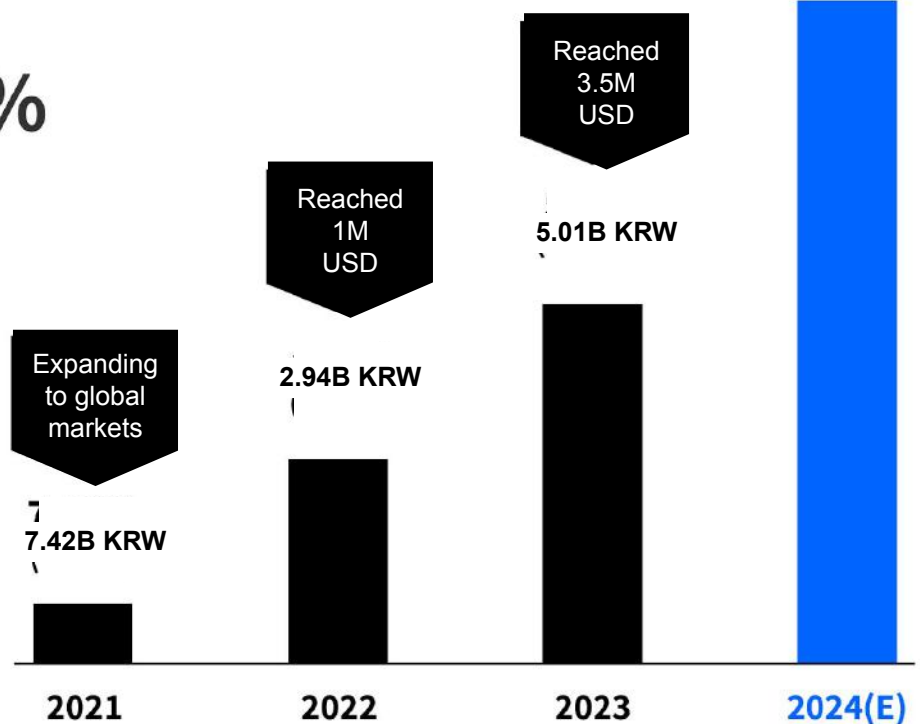
전체 매출대비 비중

21.3 %

10B KRW

진출 국가 및 유통 채널

Korea Online / OLIVE YOUNG / THE HYUNDAI SEOUL
Japan Qoo10 / RAKUTEN / AMAZON / Offline
China TMALL / Douyin
Taiwan Shopee / Offline
Thailand Online / Offline + Drugstore
Malaysia Shopee
Singapore Shopee
United States of America AMAZON Northern America Offline
(planned for 2024)
Mexico Liverpool department store / Mart
(planned for 2024)



Ranked 15th overall and second in Korea by the Financial Times' Asia Pacific Fastest Growing Companies 2023 list

디지털조선일보

킥더허들 등 국내 디지털 헬스케어 5개 업체, 英 FT '아시아 태평양 고성장 기업'에 선정

기사입력 2023.03.17 15:06

영국 파이낸셜타임즈(FT)가 선정한 '아시아 태평양 지역 고성장 기업(High-Growth Companies Asia-Pacific 2023)'에 국내 디지털 헬스케어 5개 업체가 이름을 올렸다.

High-Growth Companies Asia-Pacific 2023

Rank	Company	Name	Industry	Subgroup	Analysis year-end (USD)	Lowest revenue growth rate (2019-22)	Revenue 2022 (USD)	Revenue 2021 (USD)	Revenue 2020 (USD)	Number of employees 2022	Ranking Year
1	No.	Unacademy Education	Education	Online Education	2022	242	10.91	9.97	7.8	18.1	
2	No.	WU Insurance	Insurance	High Value	2022	112	10.91	9.97	7.8	18.1	
3	No.	Realme	Electronics	Mobile Phones	2022	104	10.91	9.97	7.8	18.1	
4	No.	Lotus Biscoff	Food & Beverage	Snack, Processed Food & Beverage	2022	99	10.91	9.97	7.8	18.1	
5	No.	Uthmaniyah	Healthcare	Pharmaceuticals, Biotechnology	2022	98	10.91	9.97	7.8	18.1	
6	No.	Boji	Food & Beverage	Soft Drinks, Beverages	2022	97	10.91	9.97	7.8	18.1	
7	No.	Wahid Group	Healthcare	Pharmaceuticals, Biotechnology	2022	96	10.91	9.97	7.8	18.1	
8	No.	Shutterstock	Technology	Software, IT Services	2022	95	10.91	9.97	7.8	18.1	
9	No.	Shutterstock	Technology	Software, IT Services	2022	94	10.91	9.97	7.8	18.1	
10	No.	Shutterstock	Technology	Software, IT Services	2022	93	10.91	9.97	7.8	18.1	
11	No.	Shutterstock	Technology	Software, IT Services	2022	92	10.91	9.97	7.8	18.1	
12	No.	Shutterstock	Technology	Software, IT Services	2022	91	10.91	9.97	7.8	18.1	
13	No.	Shutterstock	Technology	Software, IT Services	2022	90	10.91	9.97	7.8	18.1	
14	No.	Shutterstock	Technology	Software, IT Services	2022	89	10.91	9.97	7.8	18.1	
15	No.	Kick The Hurdle	Healthcare & Life Sciences	South Korea	2022	88	10.91	9.97	7.8	18.1	

FT FINANCIAL TIMES | **HIGH-GROWTH COMPANIES ASIA-PACIFIC 2023**
statista

Certificate

The Financial Times and Statista
 Hereby recognise

Kick The Hurdle

as one of

FT High-Growth Companies Asia-Pacific 2023

Criteria for inclusion in the ranking:
 Revenue of at least 100,000 USD generated in 2018
 Revenue of at least 1 million USD generated in 2021
 The company is independent (the company is not a subsidiary or branch office of any other)
 The company is headquartered in one of 14 countries in the Asia-Pacific region
 The revenue growth between 2019 and 2021 was primarily organic (i.e. "internally" stimulated)
 If listed on a stock exchange, share price has not fallen by 50% or more since 2021

Matthew Vincent
 Editor FT | Project Publishing
 The Financial Times

Dr. Friedrich Schwandt
 CEO
 Statista

* Commissioned by Statista and FT
 ** Data: FT Global High-Growth Companies Asia-Pacific 2023

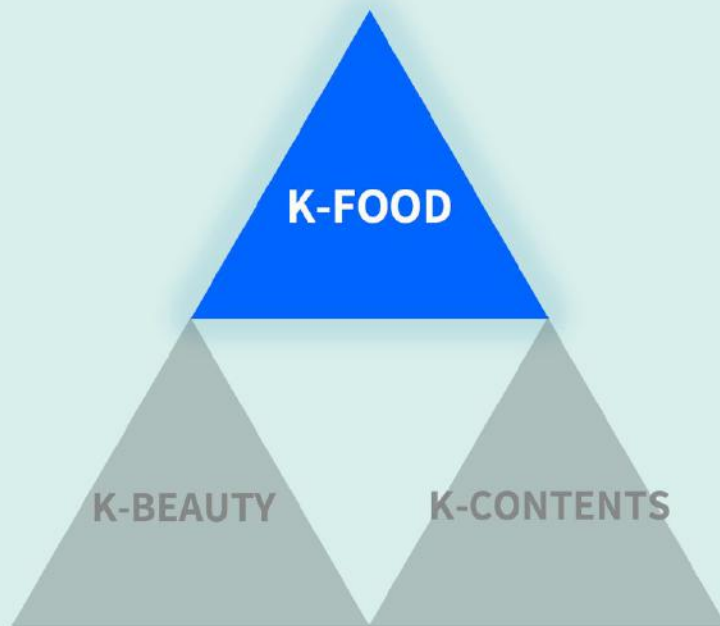
FT FINANCIAL TIMES | **statista**

02 Business Model

02 Business Model - A. K-FOOD


K-Food's New Frontier, dietary supplement exports hit 1 trillion KRW (724 million USD) K-food exports grow by 45.7% in 3 years

* Total K-FOOD export volume in 2023: 16.3 trillion KRW



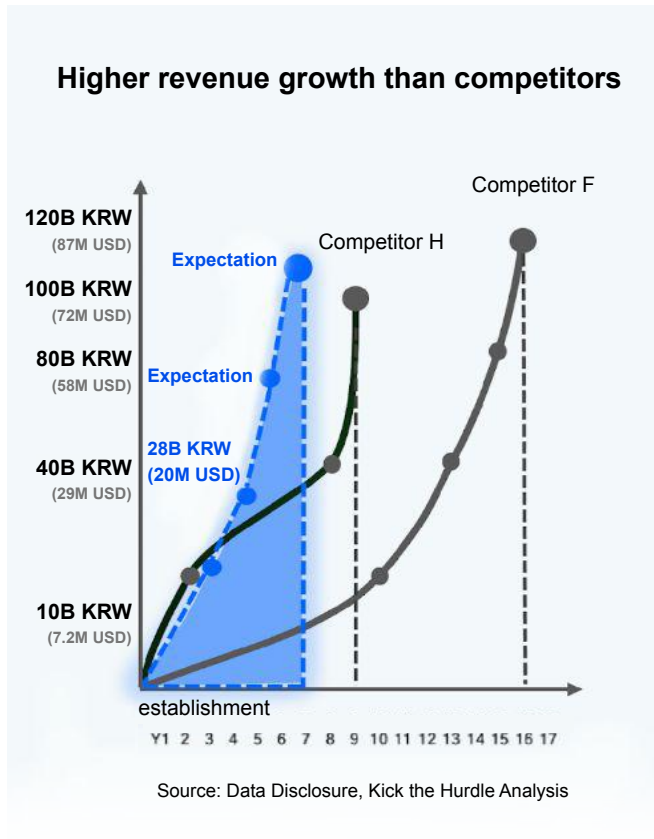
 **PHYTOTICS** **Faxci** **Fitamin**




PHYTOTICS'
model
Eunbi Kwon

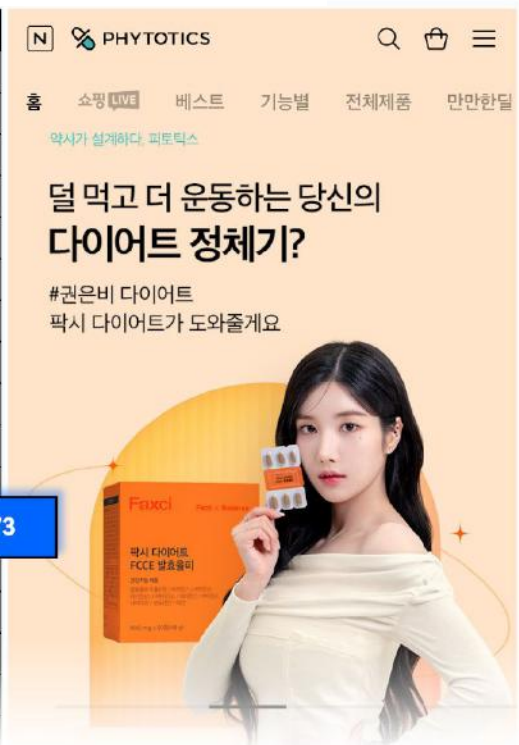
02 Business Model - A. K-FOOD

PHYTOTICS is the fastest growing dietary supplement brand in Korea



Rank alongside pharmaceuticals and major companies in brand store ranking

순위	브랜드명	관심고객 수
1	종근당건강	903,092
2	고려은단	879,913
3	뉴트리원	698,920
4	GNM 자연의풍경	653,498
5	뉴트리코어	574,410
6	일동후디스	420,148
7	텐프스	329,648
8	안국건강	302,393
9	유한양행	298,412
10	대상웰라이프	278,605
12	PHYTOTICS	216,973
13	내츄럴플러스	208,005
14	닥터린	206,978
15	힘소아	202,667
16	프롬바이오	184,489
17	비에날씬	181,436



2024.06.04 Based on each brand's NAVER Smart Store

02 Business Model - A. K-FOOD

Global presence in 10 countries in 3 years,
with cumulative exports of 10 million USD (13.8 billion KRW)

Global Export Countries

10 countries

Compound Annual Growth
Rate of Global Sales

145%

Global cumulative exports

10M USD
(13.8B KRW)

Sales Percentage of Global
(Q1 2024)

21.3%



**Selected as the Shop of the Year in Q0010 Japan in 2023,
with an average growth rate of 265% throughout worldwide expanding countries**



Average growth rate in total sales

265%

JAPAN – 3-year average sales growth rate from 2021 to 2023

 **256%**

Taiwan – 3-year average sales growth rate from 2021 to 2023

 **270%**

Southeast Asia - 3-year average sales growth rate 2021-2023

 **308%**

태국 - 22-23년 2개년 평균 성장률

 **226%**

Thailand growth

Using BIG DATA

Understanding customer needs by country

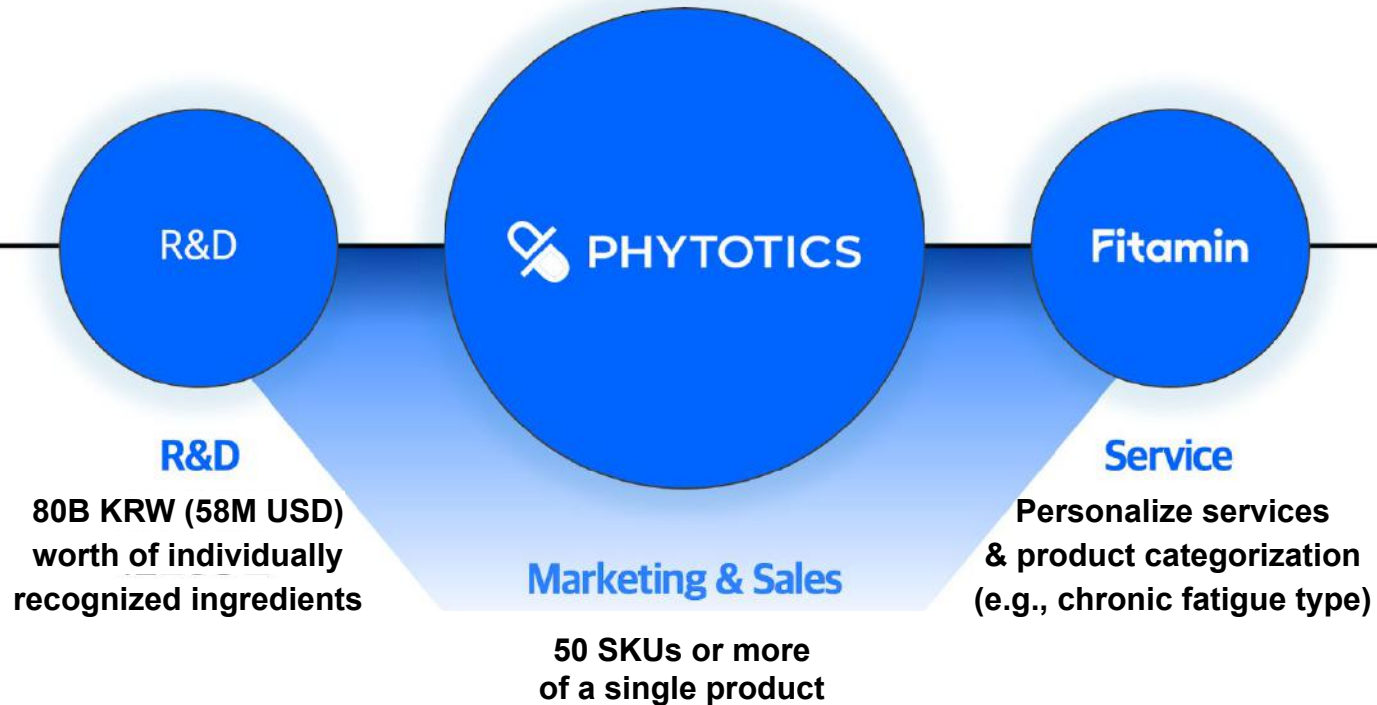
Model, design, character, etc.

Localized content by region

Utilize in-house marketing

High advertisement efficiency

■ Established a full-stack dietary supplement model, from R&D for product development to personalized nutrition service



Single Product + Personalize + Categorization

**Completed verticalization of
dietary supplements**

R&D of individually recognized ingredients, approved by KFD, worth of 80 billion KRW (58 million USD) Innovation-bridge projects valued up to 11.6 billion KRW while developing individually approved bone health ingredients

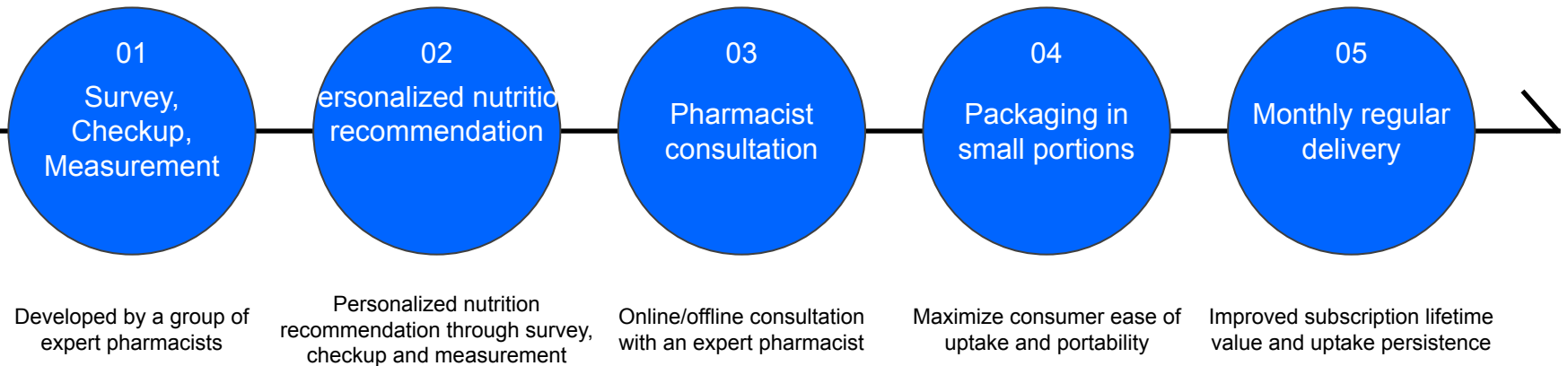
What is an individually recognized ingredient?

A superior functional ingredient recognized individually by the KFDA, Developer has manufacturing and sales rights for six years (market valuation, approximately 80 billion KRW (58 million USD)).

Category	Project	Function	Development timeline											Development stage	
			2023		2024		2025		2026		2027		2028		
			1H	2H	1H	2H	1H	2H	1H	2H	1H	2H	1H		
Individually recognized ingredient	KTHD-Bodyfat	Antiobesity	Promotion of technology transfer				Clinical Trial		Approval						Technology transfer in progress (preclinical study completed)
	KTHD-Bone remodeling	Bone Health	Finding new ingredients		Ingredient standardization / preclinical study			Clinical Trial		Approval				Preclinical study in progress	
	KTHD-Alopecia	Hair loss relief			Ingredient standardization / preclinical study		Safety assessment		Clinical Trial		Approval		Preclinical study completed		
	KTHD-Breath	Respiratory Health			Promotion of technology transfer		Safety assessment			Clinical Trial		Approval	Technology transfer in progress (preclinical study completed)		
	KTHD-Growth	child height growth				Finding new ingredients		Ingredient standardization / preclinical study			Clinical Trial		Finding new ingredients		

02 Business Model - A. K-FOOD

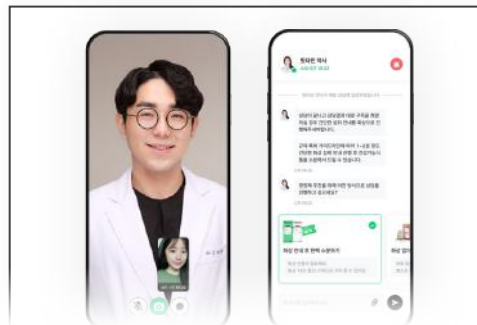
Fitamin is a service that uses surveys, checkup data, and measurements to identify specific health concerns and then consults with a group of expert pharmacists to supply ultra-personalized dietary supplements



► Personalized surveys to understand each person's health

개인정보	나이	성별	키/몸무게	건강목표
생활습관	식습관	흡연/음주	운동	휴식
위험체크	서약약물	질병	거가위험사건	기타서취

► Expert pharmacist consultation through the app

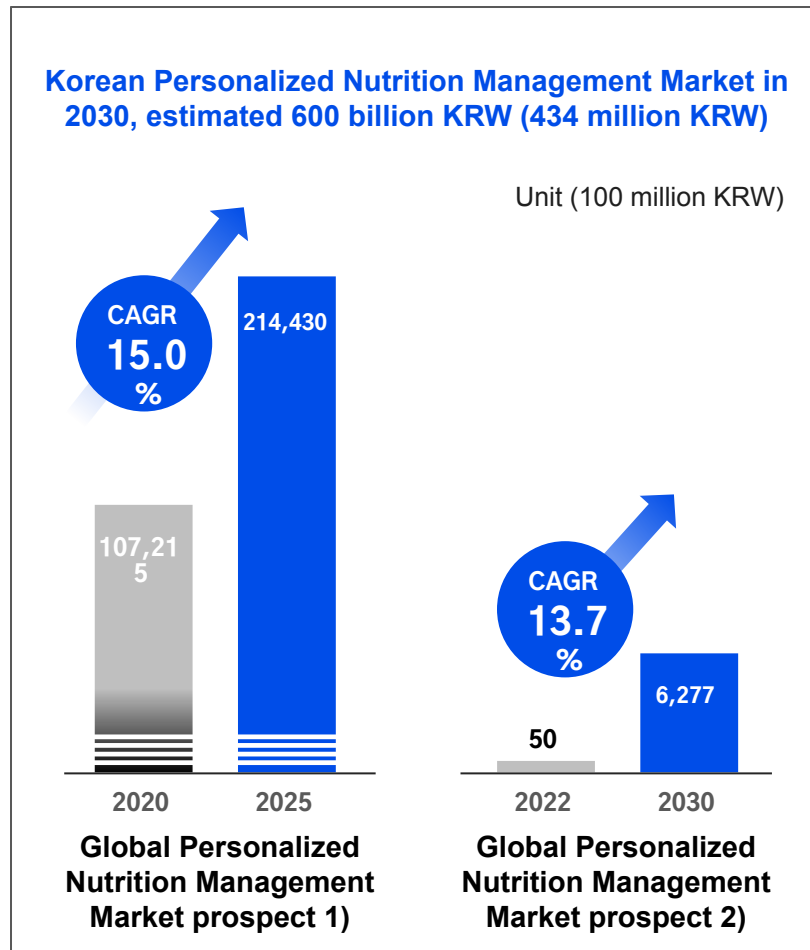


► Personalized dietary supplements in 1-pack-a-day portions



02 Business Model - A. K-FOOD

- The global personalized nutrition market is growing rapidly at a rate of 15% per year
Scheduled to be enacted in Korea in 2025, now minor but estimated to reach 600 billion KRW by 2030



Compared to Q1 2023 by Amazon Pharmacy growth



PillPack

Delivers customized medications and supplements in pre-sorted packages. \$100 million in revenue in 2017. Acquired by Amazon for 1 billion USD (13.8 billion KRW) in 2018.

Personalized nutrition > Personalized dietary supplement Global personalized dietary supplement market is estimated at 150 trillion KRW (109 billion USD) in 2023



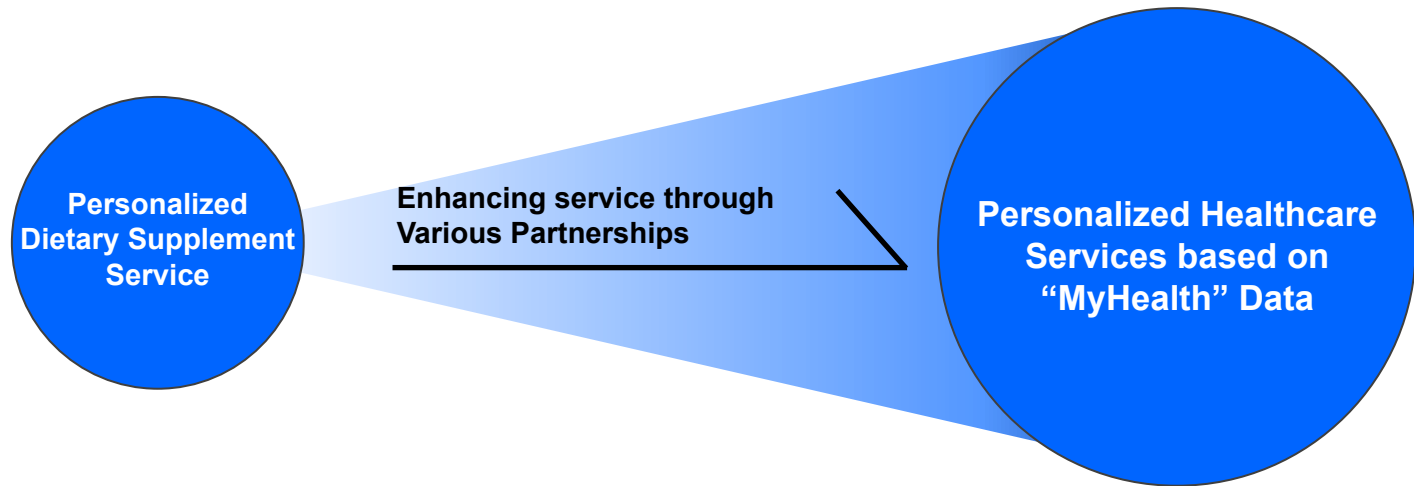
Persona

Recommending and delivering personalized supplements based on an online survey, with expert consultation available. 11.73 million USD (14 billion KRW) in revenue. Acquired by Nestlé in 2019.

Source 1) Personalized Nutrition Market, MarketsandMarkets(2021)

Source 2) Self-selected (5% of dietary supplement market share for personalized nutrition with a CAGR of 13.71%)

Partnering with major Korean firms such as InBody, Macrogen, Hyundai Green Food, and OURHOME to expand its services, and is presently improving its personalized health care services focused on tackling mild or borderline disease.



► Comprehensive Biometric Data Collection

Over 200 million body composition data points -InBody



Asia's Top 5 genomics company -Macrogen



► Advanced Diet/Supplement Integration

660 domestic and international B2B clients providing 700,000 meals daily -Hyundai Green Food



1 million customers, Korea's No.1 meal care company -Ourhome



► Enhanced Corporate Welfare/Partnership Model

Korean Top 3 insurance company with a healthcare platform-KB Healthcare



Korean Top 3 Subscription lifestyle services - LG U+



► Real-Time Biometric Data Matching

World-leading sleep analysis platform - Asleep




Doctor-made continuous blood glucose measurement management service -GlucoFit



■ The Hyundai Department Store Group made a major investment in the Fitamin service in May 2023

☰ 매일경제 Hyundai Department Store targets MZ generation with healthcare startup



Digital healthcare start-up Kick the Hurdle has induced 2 billion KRW strategic investment from Hyundai Department Store. A total investment of 16.2 billion KRW

Hyundai Department Store recently announced its 2 billion KRW investment in "Kick the Hurdle". With this partnership, they plan to launch a personalized healthcare store called "Fitamin Lab" at The Hyundai Seoul in the second half of this year, offering personalized dietary supplements tailored to individual needs, specifically aimed at the MZ generation.

▶ <The Hyundai Seoul's "Fitamin" flagship and pop-up stores>

Aims to create a comprehensive healthcare service, developed in collaboration with "Hyundai Department Store group" and "Kick the Hurdle" transforming into a Korean-style drugstore

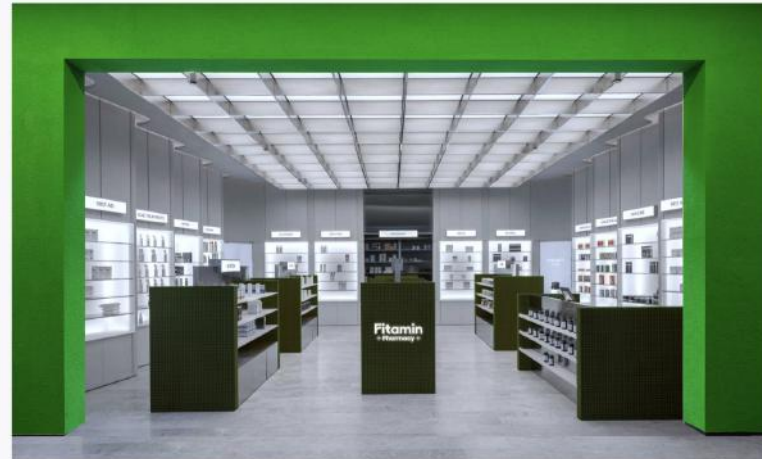


KICK THE HURDLE and Hyundai Department Store Group will collaborate to establish a Korean pharmacy project when the law is enacted - Fitamin Pharmacy

**Hyundai Department Store Group outlines a 10-year growth strategy.
Hyundai group has set a vision to achieve 40 trillion KRW in sales by 2030**



▶ <The Hyundai Seoul's "Fitamin" flagship and pop-up stores>
Aims to create a comprehensive healthcare service, developed in collaboration with "Hyundai Department Store group" and "Kick the Hurdle" transforming into a Korean-style drugstore.



**◆ Entering new businesses such as beauty, healthcare, bio, eco-friendly, and senior-friendly...
Continued innovation in organizational culture**

In the beauty business, in addition to its current business, the company plans to acquire medical information and biotechnology to further expand its business in areas such as cosmetics and beauty products that are specific to each affiliate. In the healthcare business, the company plans to introduce products and services related to 'self-medication', such as health supplements and home medical devices. In particular, it is considering entering the business of 'online and offline healthcare specialized platforms' such as healthcare stores.

02 Business Model - B. K-BEAUTY

■ Moving into the K-beauty industry, which is currently booming in worldwide demand



CELL IN SHOT

au*rev

⊕ 메디톨드 연구소

DSV



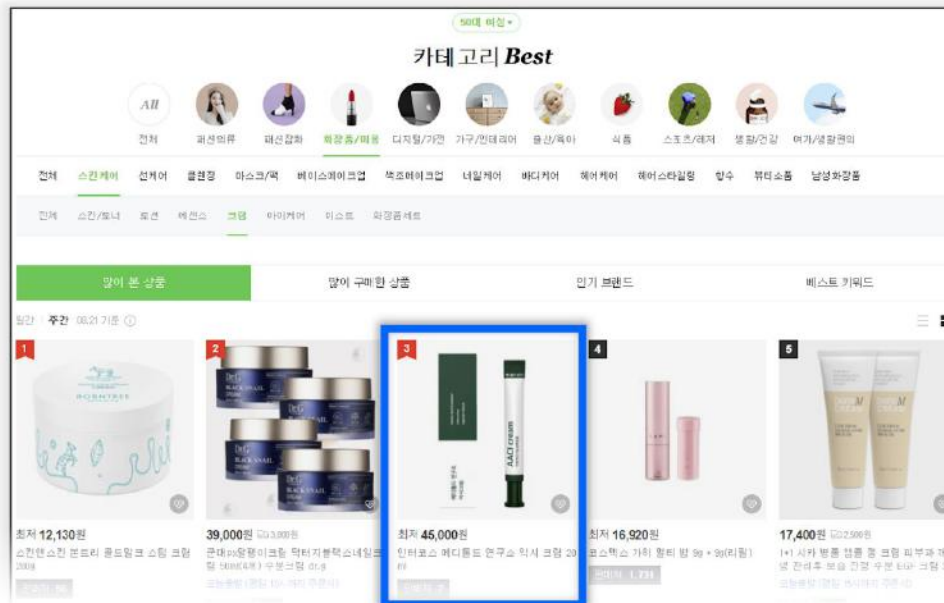
02 Business Model - B. K-BEAUTY

Launched pilot beauty brand Meditold in July 2023, ranked No.3 among products in N firm shortly after a single month, and earned 3 billion KRW (2 million USD) in sales within 10 months

Successful pilot test in the Korean beauty market

※ Achieved in 10 months the sales that existing dietary supplements reach in 36 months

▶ Ranked TOP3 in skincare area of N firm after a single month



▶ Shortened period for earning 3B KRW (2M USD) in sales

PHYTOTICS		MEDITOLD
36 months	VS	10 months

▶ Cost rate less than half cost of dietary supplement

PHYTOTICS		MEDITOLD
28%	VS	12%

(출처: 2023년 8월 21일 기준 스킨케어-크림 카테고리 주간 많이 본 상품 3위 랭크)

Following the success of the pilot beauty brand Meditold, the worldwide cosmetics brand CELL IN SHOT was launched in June 2024

CELL IN SHOT

CELL IN SHOT is a brand that effectively delivers skincare active ingredients to the skin's core layer by impregnating microneedles with active ingredients, resulting in fundamental skin improvement.

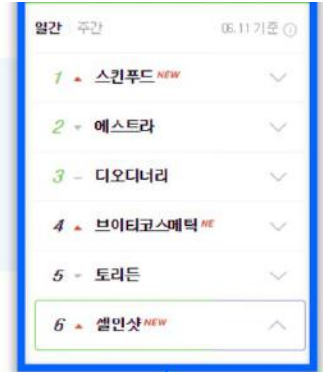


02 Business Model - B. K-BEAUTY

**<CELL IN SHOT> officially launched on June 4th.
Within a week of opening, it became the top shopping brand for N firm**

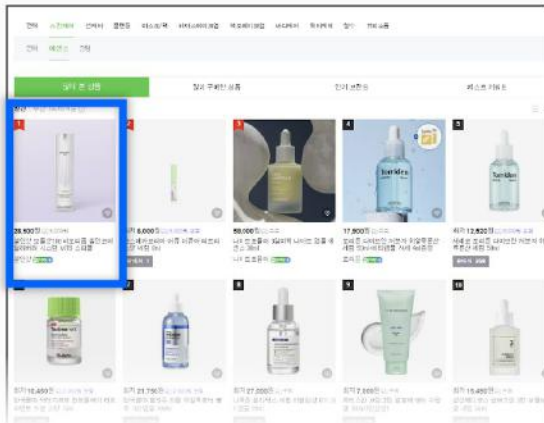
Quickly ranked among the top in age group categories upon its launch

※ Forming a competitive landscape with well-known brands by identifying key marketing strategies



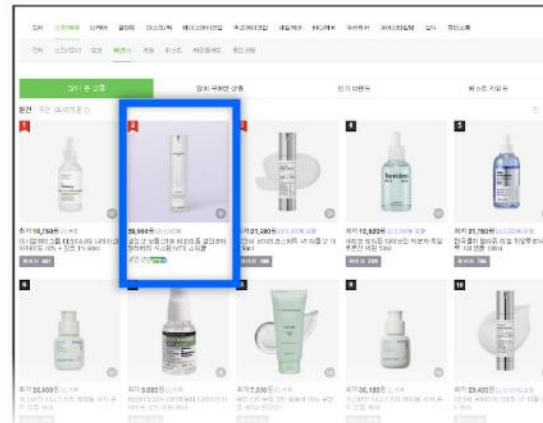
One week after release

▶ Ranked No. 2 in skincare essence of Naver for teenagers



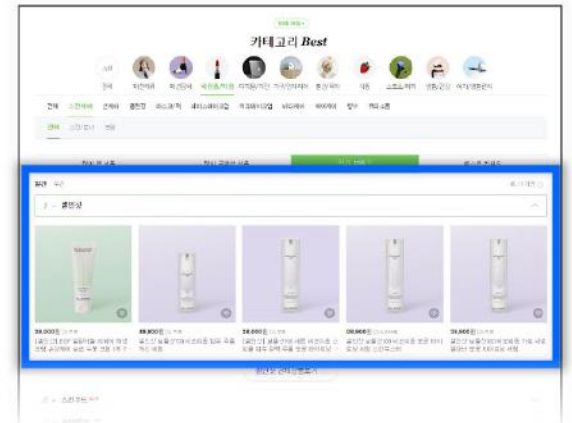
(출처: 2024년 6월 10일 기준 N사 스킨케어 에센스 10대 1위 랭크)

▶ Ranked No. 2 in skincare essence of Naver for 20s.



(출처: 2024년 6월 10일 기준 N사 스킨케어 에센스 20대 2위 랭크)

▶ Ranked No.1 in popular brands of Naver for teenagers.
▶ Ranked No.6 in popular brands of Naver for 20s.



(출처: 2024년 6월 11일 기준 N사 스킨케어 전체 인기 브랜드 10대 1위 20대 6위)

<CELL IN SHOT> is a notion of overwhelming skin improvement impact seen in Korean dermatological clinics and is expanding its line-up to be selected according to the goal of improvement

[CELL IN SHOT - BRAND CONCEPT]

Korean dermatologists' impressive results
can now be experienced at home through daily cosmetics

Round1

Round2

Round3

Round4

**Botul
Shot**

**Tx Gluta
Shot**

**Pha Aqua
Shot**

**Microbiome
Shot**

Skin Botox Concept

Everyday skin botox.

Contains BCP-BIO-SOME ingredients.

Based on Cell-In-Core Delivery System, specialized in improving skin turnover, lifting, and wrinkle reduction.

Topical White Jade Injection Concept

Everyday white jade injection.

Contains a blend of Tranexamic Acid and Glutathione, specialized in whitening.

Improves skin turnover and pigmentation.

Focused on whitening, with a topical white jade injection concept.

Water Glow Injection Concept

Everyday water glow injection.

Contains ingredients identical to hyaluronic acid filler mixed with pure oil particles.

Specializes in delivering optimal smoothness and subtle glow to the skin.

Vitality Injection Concept

Everyday skin vitality injection.

Contains skin microbiome ingredients and PDM mix.

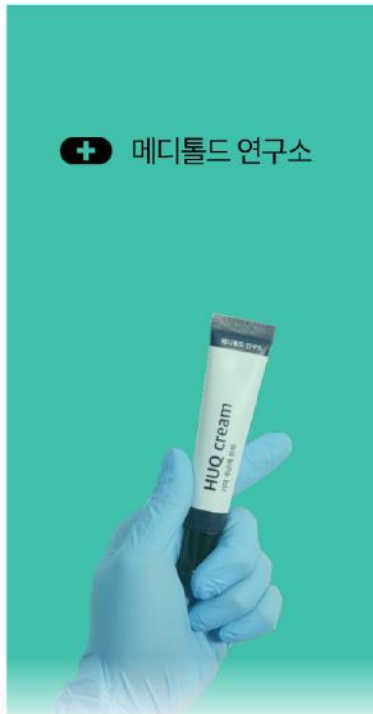
Specialized in activating beneficial skin bacteria, protecting the skin barrier and condition, and enhancing the skin's natural strength.

02 Business Model - B. K-BEAUTY

- Two new worldwide beauty brands will launch within Q1 2025
- <au'rev> - Q4 2024, Plan to launch in Southeastern Asia
- <DSLVLV> - Q1 2025, Plan to launch in North and Central America

BRAND1

meditold
Cosmeceutical cosmetics line



amazon

BRAND2

CELL IN SHOT
Skincare specialty line



amazon

Qoo10

BRAND3

aurev
Teenage makeup line



Qoo10



BRAND4

DSLVLV
Men's grooming lines



amazon

■ Strong cultural strength and influential individuals that can drive the K-Trend



/
kthd. studio.

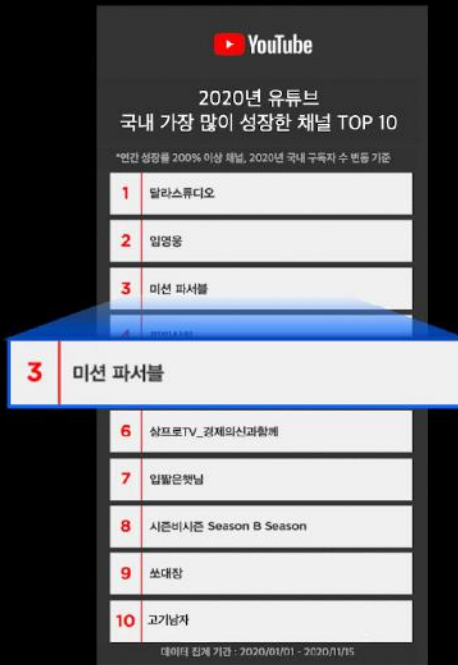
CREATOR UNIT

PRODUCTION UNIT



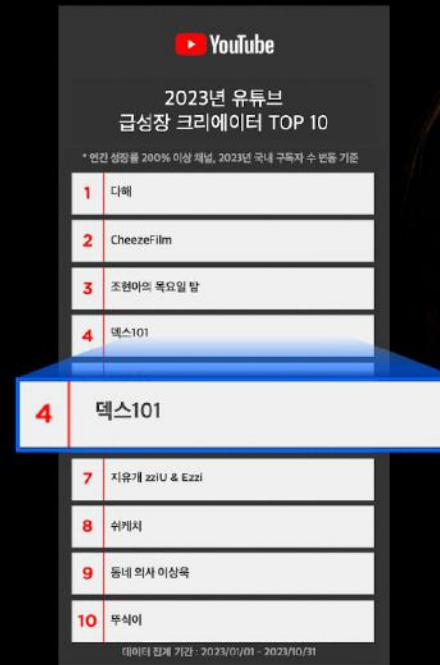
02 Business Model - C. K-CONTENTS

Fostering own creator and production capabilities were proven consecutively in 2020 and 2023 based on the success of own YouTube channels



AGENT H Hwang Ji Hoon

- YouTube: 800,000 subscribers
- Ranked No.3 in fastest-growing YouTube channels in 2020
- Appeared on Fake Men Season 1 & 2
- Appeared on Netflix Physical 100



DEX Kim Jin Young

- YouTube: 850,000 subscribers
- Won Rookie of the Year at the MBC Entertainment Awards
- Won Best Newcomer at the Blue Dragon Awards for Variety Shows
- Appeared on numerous shows, including Around the World in a Day, Single's Inferno 2, The Manager, Radio Star, Running Man, King of Mask Singer, and Yoo Quiz, etc

The success of creators, directly discovered and developed by the company, generates synergy between the company's content and brand

The success of content featuring own creators



A significant increase in brand interest is achieved through own brand model

PHYTOTICS Synergy

Achieving Top Rank in Global Markets Using Own brand model's recognition

Qoo10, Rakuten, Shopee



Global Promotional Impact

Fitamin Synergy

Ranked No.1 at The Hyundai Seoul's Healthcare pop-up store, driven by visits from creators.



Off-line store Boosting

A new entry into the global content IP market by establishing global content creation capabilities

Success Potential

- Utilizing an in-house creator pool to boost success
- Ongoing fostering mega creators
- Strengthening the profitability of in-house creator channels

Planning Ability

- Optimal matching of creator pools by genre
- Market needs and target audience analysis
- Enhancing in-house planning and development capabilities
- Operating a stable content portfolio

Scalability

- Ownership and diversification of in-house IP
- Diversifying sales strategies by region and platform
- Accelerating global expansion

**Proven ability to cultivate successful own creators
+ Collaboration with major external production teams
= Entry into the content IP market.**

2022



▶ Active in various fields, including TV entertainment, OTT platforms, films, dramas, and YouTube.

- 2022년 - 솔로지옥 시즌2 등
- 2023년 - 좀비버스 / 태계일주 시즌2,3 / 형통시리즈어워즈 신인예능상 / MBC 방송연예대상 신인상 / 솔로지옥 시즌3 등
- 2024년 - 더존 / 좀비버스 시즌2 / 솔로지옥시즌4 / 영화 타로 / 드라마 아이쇼핑 / 내이름은 가브리엘 / 언니네산지직송 등

2023

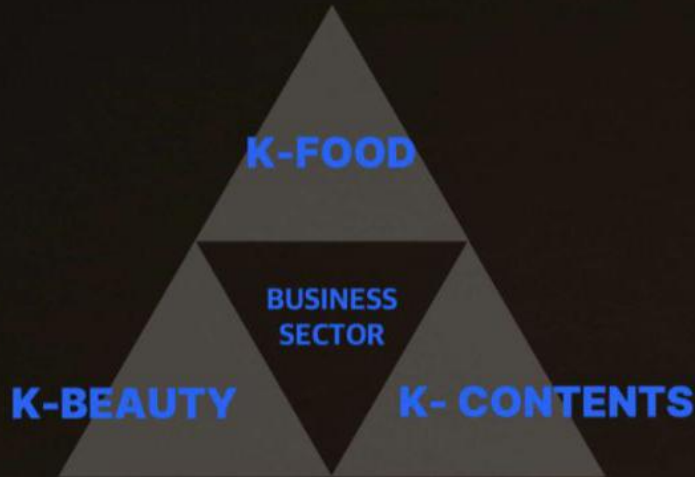


2024



Summary

KICK THE HURDLE aims for sustainable growth by maximizing synergies through its unique business strategy



Number of current
running brands

8 Brands

Expand
brands

Current export
countries

10 Countries

Expand
market reach

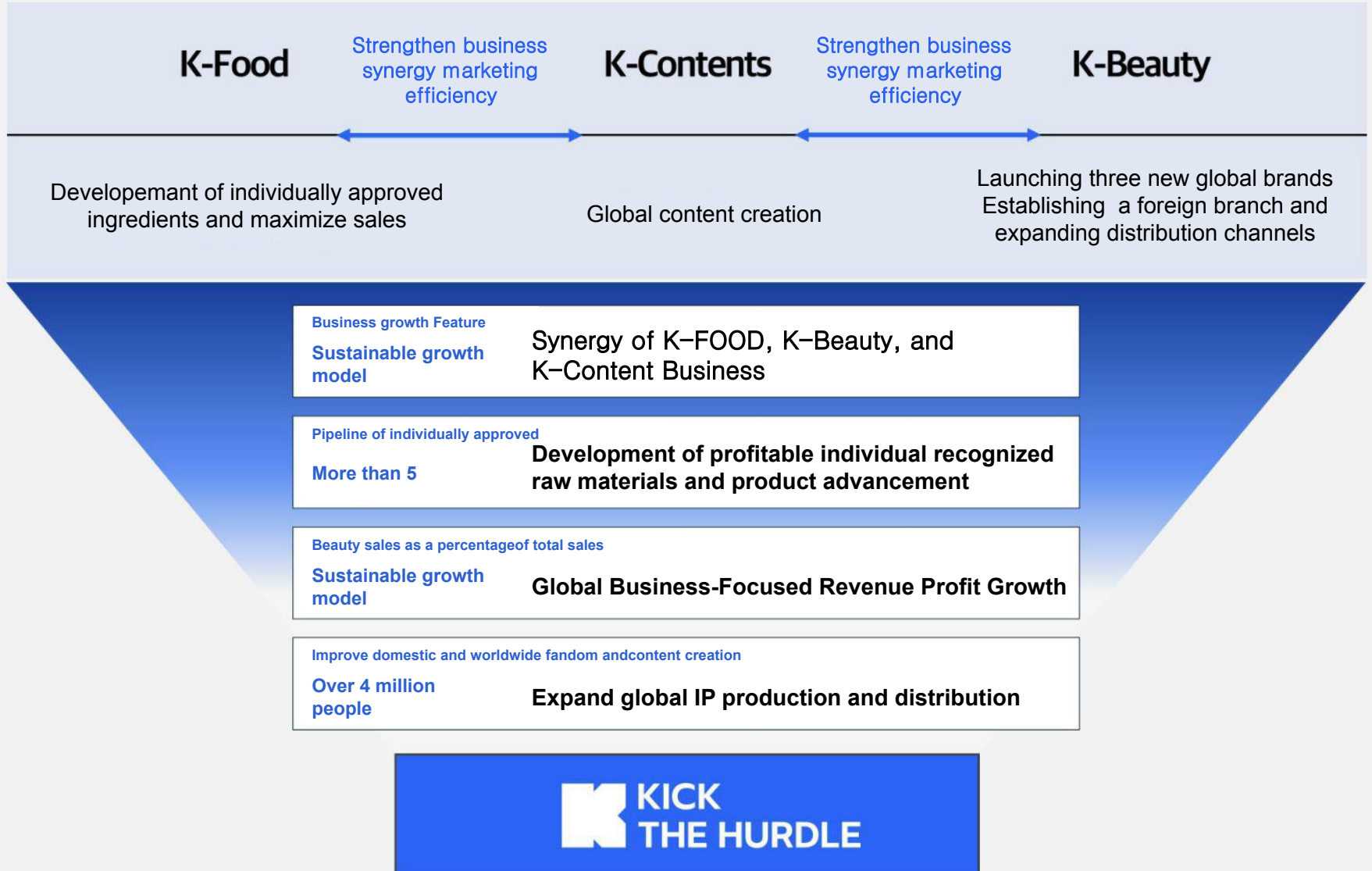
Global sales as a
percentage of total sales

21.3 %

Increase
sales
volume

Summary

KICK THE HURDLE aims for sustainable growth by maximizing synergies through its unique business strategy



THANK YOU.