HLB Global

Investor Relations

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Overview and History

- Overview

Company name	**HLB GLOBAL Co., Ltd.**
Group Name	**HLB**
CEO	Kwang-Jae Kim
Establishment Date	1962.09.24 (March 23, 1990 Listing)
Largest shareholder	Yang-Gon Jin
Number of Employees	246 (As of March 2024, including subsidiaries)
Business Area	Resource (Aggregate collection) Media commerce (Automative fuel additives, Massager and others) Retail (Food-Kombucha, Jam, Syrup, Cosmetics) BIO drug development
Address	(Headquarter) 1F 101, 3583-1, Sogeumganro, Sabuk-eup, Jeongseon-gun, Gangwon-do, Republic of Korea
Webpage	www.hlbglobal.co.kr

- History

~ 2023

2023 Advanced to Media Commerce business
(Acquisition of TI corporation)
2022 Changed the company name into **"HLB Gloal Co., Ltd,"**
2019 Advanced to Kombucha business (Subsidized Freshico)
Equity investment to "Vietnam Nanogen"

~ 2018

2018 Changed the company name to "Next Science Co., Ltd.
Advanced to Cosmetic business (Subsidized HLB Life & Healthcare)
Advanced to Healthcare business (Subsidized HLB Science)

~2003

2003 Advanced to Marine collection field (Acquisition of Geum-dan)
2002 Advaned to Gold mining development business (Bolivia)
1992 Advanced to "Oil field development business(Argentina, Bolivia)
Changed the company name into "Dongwon"

~1990

1962

1990 Listed on the KOSPI
1963 Changed the company name into "Wondong Tanjwa Development Co., Ltd."
1962 Established "Wondong Tanjwa Development Co."

Status of Businesses

- **HLB Global & Business Areas**

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HLB Global	HLB Global	HLB Life & Healthcare	프레시코 FRESHICO	HLB Science
Resources and Environmental B/U	**Media commerce B/U**	**Cosmetic**	**Fermented food and beverage**	**BIO**
Aggregate collection	Carmim	Cosmetic sales and manufacturing	Kombucha	Sepsis
Green wall	Spa-r	Elishacoy	Jam, Syrup	Alzheimer
Forest carbon offset	SELFLISH			Drug development

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Resources and Environmental Business

[COASTAL, EEZ MARITIME EXTRACTION BUSINESS IN INCHEON]

Supplying remicon companies in metropolitan areas

Possesses the nation's highest level of washing facilities, a dedicated sand collecting ship, and the largest pier for sand loading and unloading

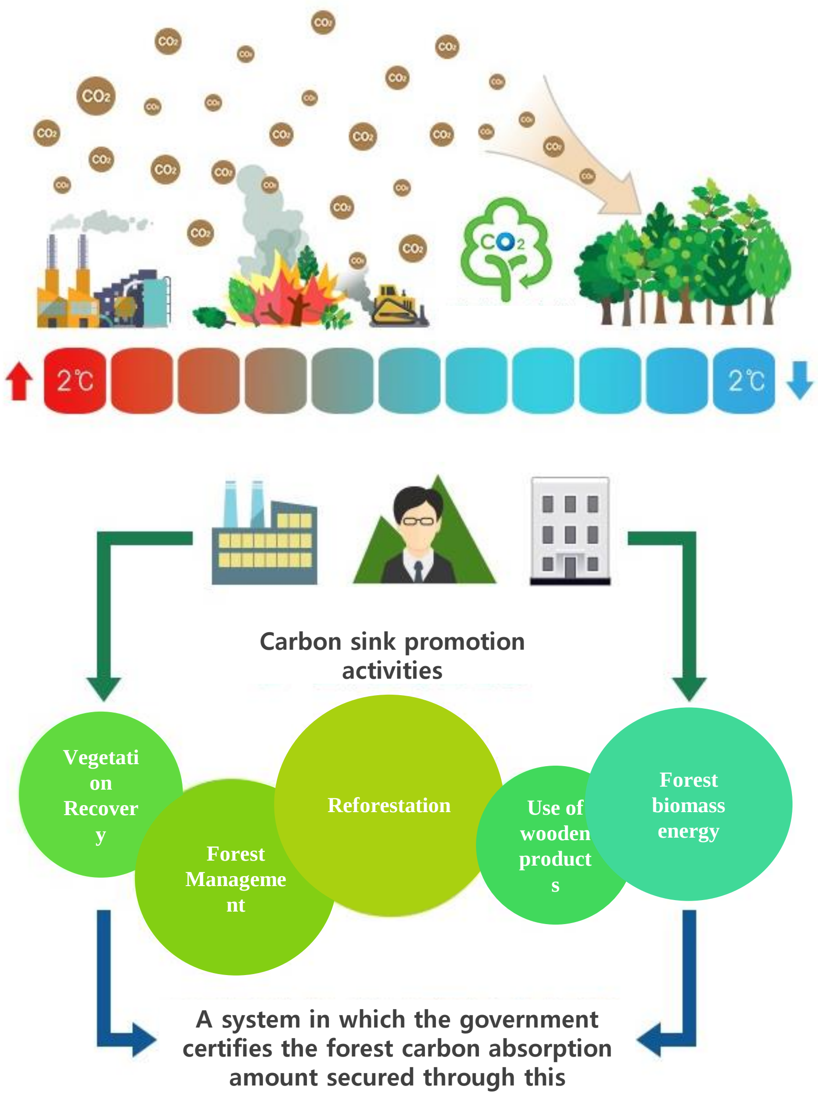
South-North joing venture

Preparation of dredging related projects such as North Korean sea sand and Han River estuary joint waters

Various aggregate distribution business

Forest, river, land (crushed sand, etc.) aggregation business

Growing demand in aggregate is expected as the construction of third new city project is in sight



[Forest carbon offset projects for reduction of greenhouse gases]

Companies, Forest owners, Independent local organizations and others unfold carbon offset projects aiming for decarbonization so the government admits the forest carbon absorption amount secured through them.

Business Summary

Business Destination | Forests in Jeongseon-gun, Hweongseong-gun and Hongchun-gun in Gangwon-do

Business Area | 847.26ha (About 256sq.)

Business Type | Extended earning age / transaction type

Expected Profits

Securing 8,500 tons of carbon reduction performance annually by utilizing the forest (2,590,000 pyeong) possessed

Create high profits according to the market price by holding or selling carbon reduction performance

Participation Procedure

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Media Commerce Business

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Advancement to Media Commerce Business

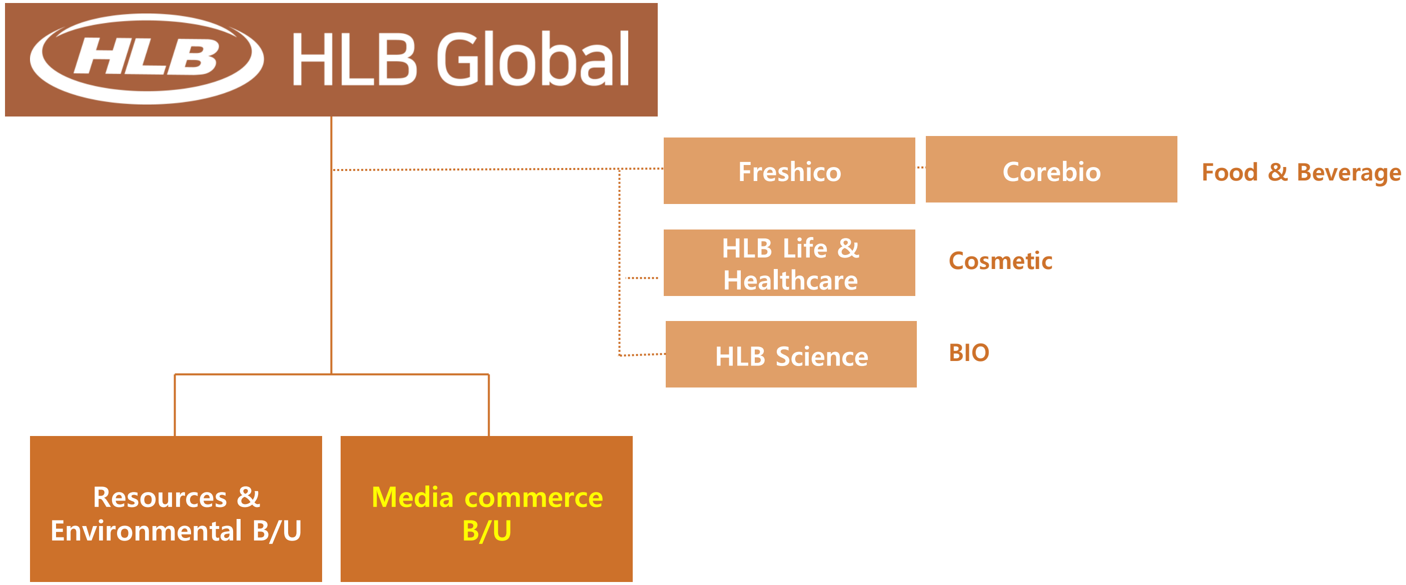
Resources and Environmental Business + Media commerce as a new growth engine

Goal of Merger

- Creating operating income through integration of businesses
- Improving Financial structure
- Developing competitiveness through improved management efficiency
- Developing the value of company and stakeholders

Merger Method

- Surviving company: HLB Global (Small merger by absorption)
- Absorbed company : TI corporation (Simple Merger)
- Merger Ratio : HLB Global : TI corporation = 1 : 0
- Merger date : July 1, 2023



[Business Units and Subsidiaries after M&A]

Advanced to Media Commerce Business

Securing New Source of Revenue, Fostering On-line based brand, Developing the brand competitiveness of existing businesses

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Manufacturing

Distribution

New Growth Engine - Media Commerce

Media Commerce

HLB Global	Media Commerce
B2B / B2C	D2C / B2C
Off-line / On	On-line
Manufacturing capabilities	Creating media-content
Limited range of businesses	Expanding range of businesses
Customer information	Customer information
Traditional Marketing	Need-Based Marketing
Communicaton	Communication

Integration with Media Commerce Business

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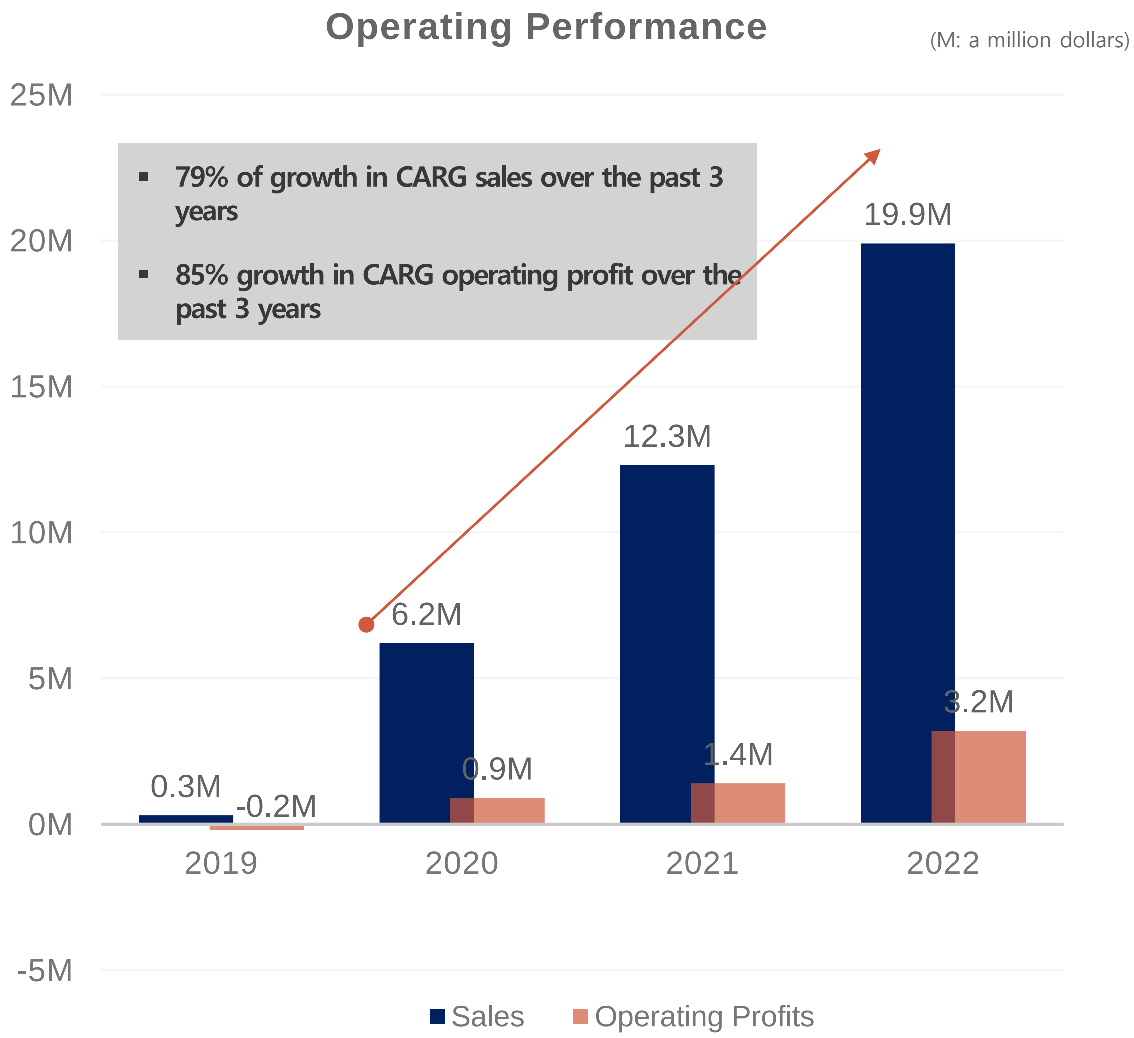
Creating New Synergy Effect

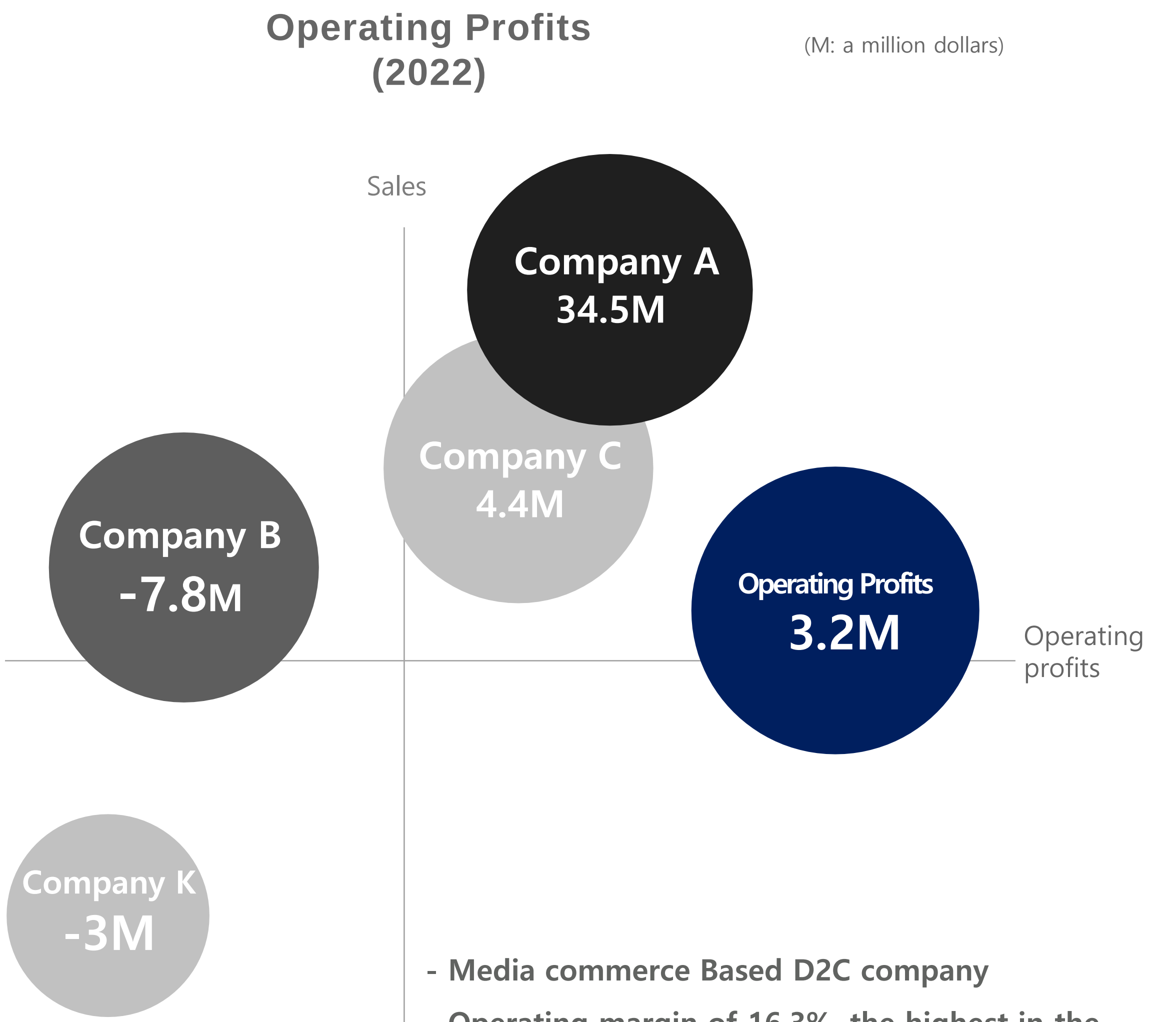
Development in B2C and D2C transactions
Fulfilling Rapidly-Changing Customer Needs
Developing a wide range of need based consumer goods

Growth of E-Business

Developing existing content marketing part
New type of brand-effective marketing
Establishing the trust as brand identity

Business Performance of Media Commerce B/U

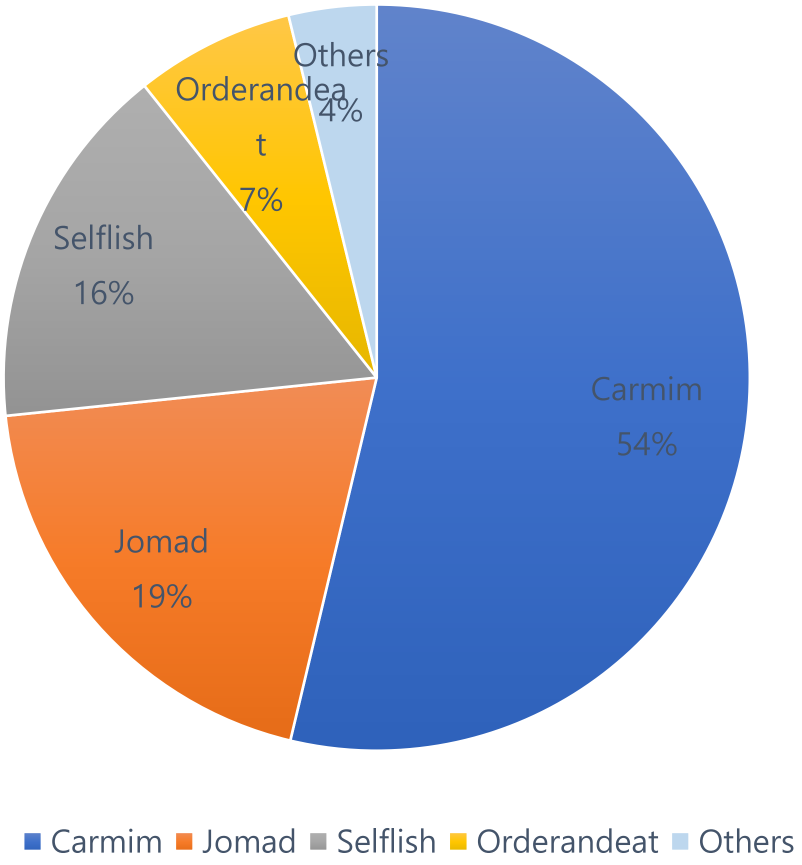




- Media commerce Based D2C company
- Operating margin of 16.3%, the highest in the industry

Sales composition and introduction of major brands of Media Commerce B/U

Share of Sales in 2022



Major Brands

Carmim Automotive fuel additives

1st ranked

Naver Shopping Fuel Additives Division

The largest number of reviews in domestic fuel additive online mall

Jomad Men's perfume brand

Achieved 10 million online video views

More than 25% of loyal repeat customers

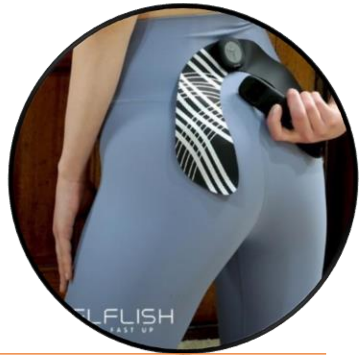
Exceeded 1 million units in total sales

Selflish EMS massager

2nd ranked

2nd in domestic online market share

Exceeded 300,000 sales in the shortest period

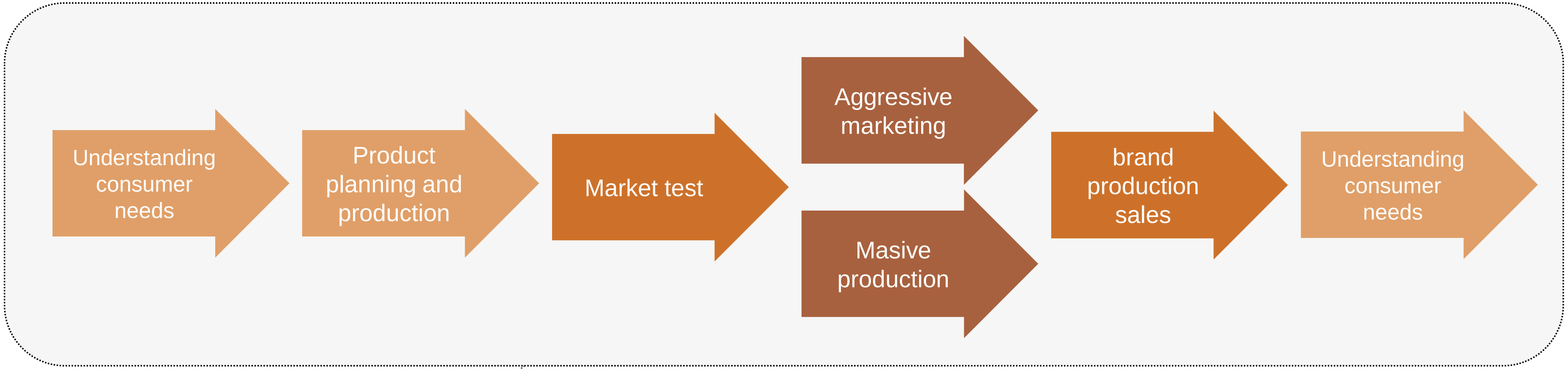


Operating Structure - Media Commerce Business

Differentiated operating structure 1.

- Securing a stable profit structure from the planning stage of products with high sales potential
- Building a total system from identifying consumer needs to product planning, design, production, marketing, and sales

BUILDING A TOTAL SYSTEM(PRODUCT PLANNING, DESIGN, PRODUCTION, MARKETING)



Creating more added value through the networking of more than 250 manufacturers (Know-how on cost savings)

Operating Structure - Media Commerce Business

Differentiated operating structure 2.

- Content production, large-scale ATL, internal operation of various SNS marketings
- Aggressive marketing that leads the trend through social media platforms, YouTube, and joint purchase affiliate channels

Various content formats × **Various digital channels** → **Create maximum traffic within a short period of time to lead trends for products and brands**

Korea's largest 15 million power traffic channel partnership

Infrastructure of Media Commerce B/U

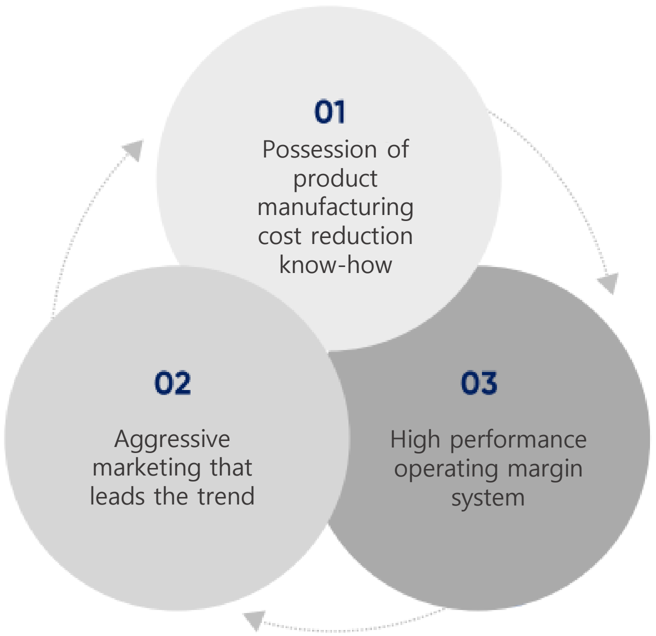
- Partnership with Korea's largest channel with 15M followers
- Possess 5,000 Power Influencer DBs
- Possess 300 mega-class YouTuber DBs
- Possess 12 media DBs
- Possess 20 on/offline distributor DBs

Operating Structure - Media Commerce Business

Differentiated operating structure 3.

- Real-time product sales monitoring, consumer behavior tracking, data collection and analysis system
- Efficient performance marketing response such as targeting advertisement based on analyzed data

[Establishment of continuous sales system with differentiated operating structure]



A solid strategy with record breaking growth tendency

1) Securing competitiveness by building a manufacturer network
2) Product planning and contents production, operation of various marketing
3) Efficient response via real-time data collection and analysis
4) Preoccupying the competitive edge, achieving the highest sales performance ever

Growth Goal - Media Commerce Business

Meeting consumer needs

Expand to brand

2024 growth target

50 branded products
Achieved over 200% sales growth
Achieved an average operating margin of 15% or more

Traffic Channel + Influencer + Partnership with Youtubers with a hundred millions of subscribers

Manufacturer NetworkingDB 250pcs

The largest in Korea Power Traction channel 15 million

Influencers Mega Youtuber 5300 people

4 branded products
7.9 billion in sales
Operating profit 1.2 billion

10 branded products
15.5 billion in sales
operating profit 1.8 billion

20 branded products
Sales KRW 25.2 billion
Operating profit 4.1 billion

2019

- TI Corporation Established

2020

- Jomad Launch
- Selfish Launch


2021

- Orderandeat Launch
- Carmim Launch
- Heybrand Launch (Living)

2022

- Gel nail brand launch (woowow)
- Launch of a women's clothing brand (LolyLoveLoly)
- Launching Visiting Art Education for Infants and Toddlers (Papaduk)

2023

- Spa-r(Calf massager)
- Purplish (color cosmetics)
- Diet management shop and others
- Advancement to Abroad and Export (Japan, Hong Kong, Singapore, etc.)

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Direction for Vision & Strategy

Growth strategy 2024

Turnaround by securing future growth engines and strengthening marketing to maximize sales growth & profit generation

Needs based new growth business development and establishment of sustainable profit structure

	01	02	03	04
PLAN	Advanced to Media Commerce	Reinforcement of advertising marketing	Expansion of existing business	Strengthening the product line–up
HOW TO	Establish asolid revenue base	Active exposure for I'm Alive Kombucha	Advanced to the small packaging business, so–called 'Ripple Jam'	Cosmetics Elishacoy's flagship product line–up
GOAL	Annual growth of more than 200%	Market Representative Brands Establish a presence	B2B to B2C Market Expansion	Strengthen brand awareness

HLB Global's Direction for Further Development

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Growing as a brand aggregator company

Brand Image	Product Competitiveness
Efficient Marketing	Trust

Establishment of business foundation	Securing future growth engines	Global Brand Aggregator
• Pursuing ESG management such as forest carbon offsetting, green wall and creating sustainable growth • Advancement to retail and bio business • I'm Alive Kombucha, 'Ripple Jam', 'Elishacoy'	• Advancement to the media commerce business • New brand launches and category expansions. (Carmim, Spa-r and others.) • Create concrete brand identity • Discover small and medium-sized brands with strong potential	• **Leap forward as a world-class brand** • **Expanding future growth engines through M&As** • Advancement to global market, strengthening market dominance • Establishment of a mid- to long-term growth foundation

Thank you

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