

CJ WELLCARE

Company Introduction



(WELLCARE)

Making a better, healthier you.

Wellness Healthcare

CJ creates culture across the globe with ONLYONE principles



CJ MANAGEMENT PHILOSOPHY

MISSION

**CONTRIBUTING
TO THE GLOBAL COMMUNITY
BY PROVIDING THE BEST VALUE
WITH OUR ONLYONE
PRODUCTS AND SERVICES**

VISION

**GLOBAL LIFESTYLE COMPANY
INSPIRING A NEW LIFE OF
HEALTH, HAPPINESS, AND
CONVENIENCE**

CORE VALUES





FOOD & FOOD SERVICE

As a leader in Korean food culture, CJ's food & food Services continue to cultivate global food cultures beyond Korea.

CJ CHEILJEDANG (CJ FOODS)

CJ WELLCARE (WELLNESS HEALTHCARE)

CJ FOODVILLE

CJ FRESHWAY

BIO

CJ's bio divisions contribute to healthier lifestyles by leading the future of biotechnology with cutting-edge technologies and competitiveness.

CJ CHEILJEDANG (CJ BIO)

CJ FEED&CARE

LOGISTICS & RETAIL

CJ's logistics & retail divisions innovate lifestyles worldwide and continue to make a mark in global logistics and retail.

CJ LOGISTICS

CJ OLIVENETWORKS

CJ OLIVEYOUNG

CJ ENM COMMERCE DIV.

ENTERTAINMENT & MEDIA

CJ's entertainment & media divisions set global pop culture standards by making K-Cultural contents take center stage.

CJ ENM ENTERTAINMENT DIV.

CJ CGV

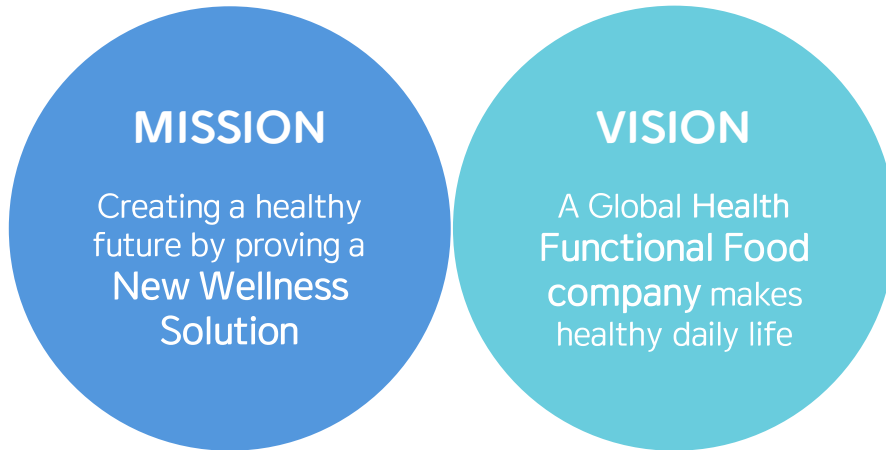


WELLCARE BUSINESS STATUS

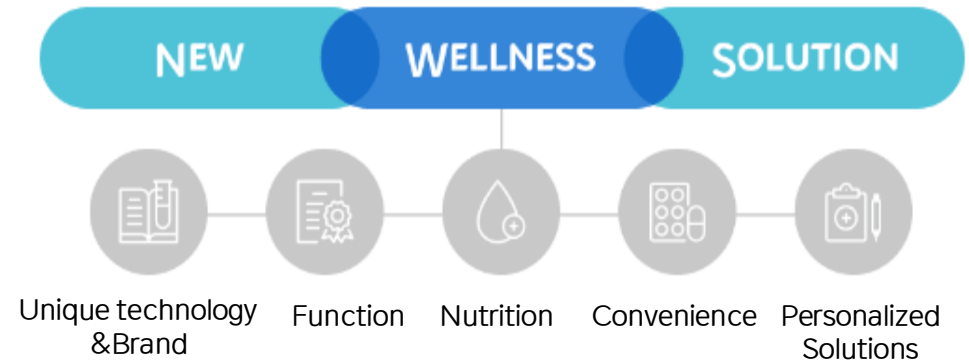
Company Name	CJ Wellcare (https://cjwellcare.com/)
Date of Establishment	January 1st, 2022 (*Spinned off from CJ Cheiljedang)
Employees	130 employees (2022)
Annual Sales	\$100 Million (2022)
Distribution channels	<ul style="list-style-type: none"> • Online channel(31%): NAVER coupang ebay amazon • Offline channel(35%): COSTCO WHOLESALE, TRADERS WHOLESALE CLUB, emart OLIVE YOUNG • TM, Home Shopping (24%) Others (10%)
Headquarter	Seoul Office, R&D Center : 5F,6F 14, Sejong-daero, Jung-gu Seoul
Factory	21-23, Hongsamhanbang-ro, Jinan-eup, Jinan-gun, Jeollabuk-do
Business Area	Dietary Supplement (Distribution, Manufacturing, R&D)
Company Organization	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>R&D</p> <p>Developing individualized raw materials and formulate them</p> </div> <div style="text-align: center;"> <p>Manufacturing</p> <p>Production of raw materials and products, as well as quality control.</p> </div> <div style="text-align: center;"> <p>Marketing</p> <p>Planning products and brands, and establish communication strategies.</p> </div> <div style="text-align: center;"> <p>Sales</p> <p>Developing sales strategies for both online and offline channels.</p> </div> </div>

We strive to create new wellness solutions for a healthy life for everyone

PHILOSOPHY



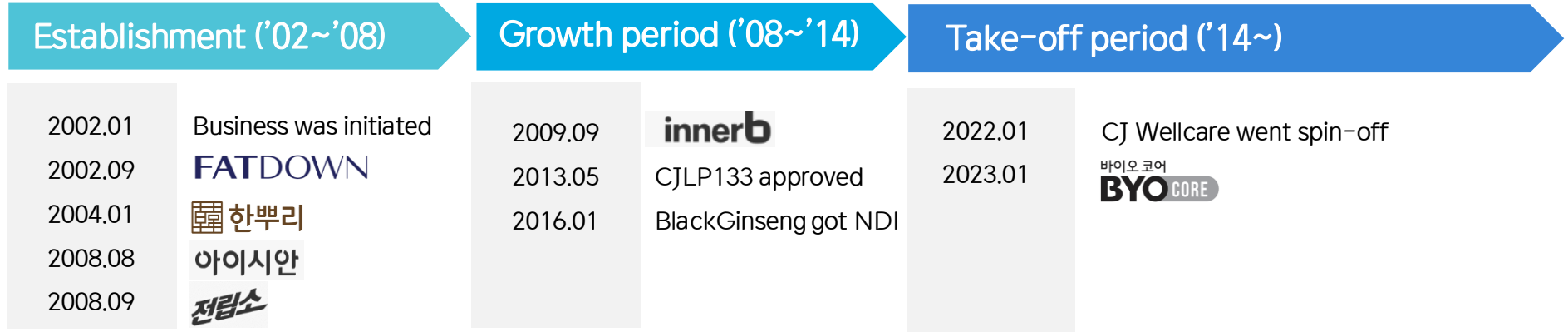
CORE VALUES



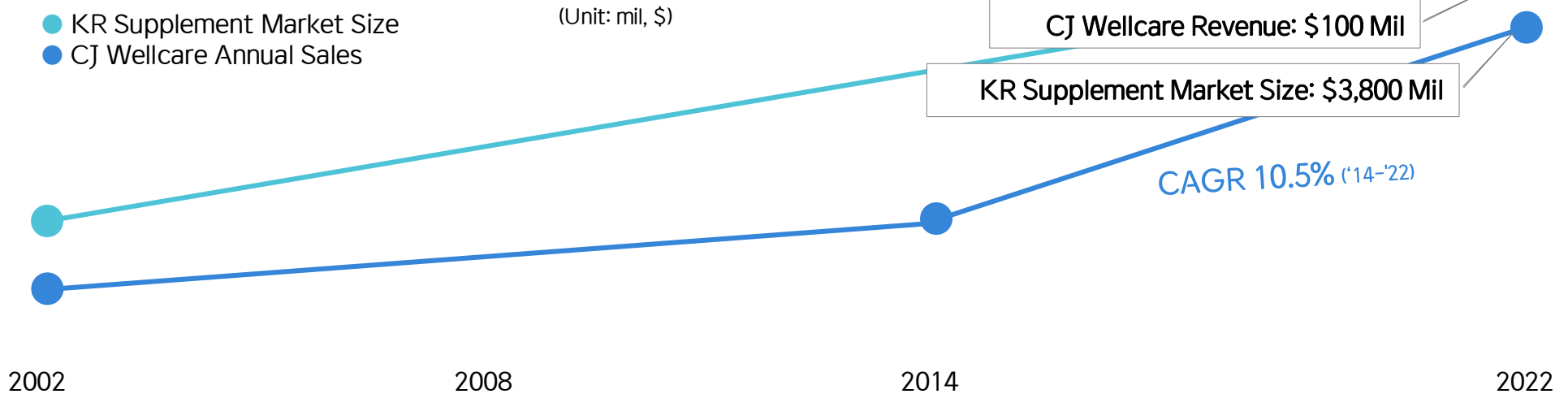
CJ Wellcare is a leading health functional food company that offers innovative wellness solutions. With over 20 years of experience in health functional food research and development under CJ Group, we are committed to delivering exceptional customer value through our **OnlyOne** products and services.



A health functional food company with 20 years of professional experience



Market Size and Our Sales Growth Trend



Creating a brand that offers wellness solutions with differentiated ingredients and technologies



High potency & Multi-functional probiotics, BYO CORE



Skin, starts with innerb



Every moment of you sweating, FatDown



Formulated by nutrition experts, Dr.Nutri

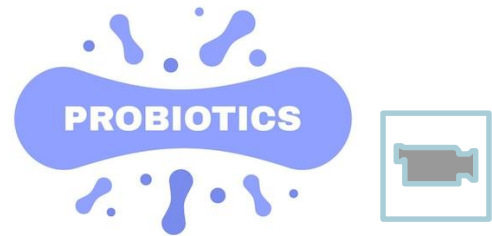
High potency,
multi-functional probiotics



- Different** Probiotics research incorporating the fermentation technology of CJ Group with a 60-year history
- Best** Achieving the 1st prize for 3 consecutive years at the Consumer's Choice awards for (2020~2022)
- Tech** Product lineup with high-potency probiotics and various functional strains



Brand Portfolio



Gut Health



High-potency probiotics
(50bil CFU)



Daily probiotics




Alive probiotics
(10bil CFU)



Kids probiotics

Skin-Immune System



Skin-Immune Probiotic
(CJLP133)

Weight Management



Diet Probiotic
(HY7601+KY1032)



High Protein Probiotic

Special Care



Vaginal Health Probiotic
(Respecta)



Oral Probiotic
(Ora CMU)

Skin, starts with

innerb



First

The first edible beauty supplement brand in South Korea since 2009

Best

No.1 in purchasing experience from consumers in Korea

Tech

A specialized inner beauty brand with 13 years of research and development, featuring ingredients recognized by KFDA

Brand Portfolio



Skin Elasticity



Collective
Collagen



Glow Shot
Collagen

Skin Moisturizing



Aqua
Bank



AquaRich
Double-up

Skin Whitening



Snow White



Glutathione
Film

Every moment of you
sweating

FATDOWN



- First** The first weight loss supplement brand in South Korea Since 2002
- Steady** Cumulative sales of 5 billion bottles
- Best** The "Consumer's Choice" brand ranked first in brand awareness, trust, preference, and product recommendation

Brand Portfolio

Fat Burning

Fatdown Powerburn
Master Garcinia



Fatdown Tok
Garcinia



Weight Loss

Fatdown
Booster L-Carnitine



Metabolism Booster

Fatdown Cut Xanthigen



Formulated by
Nutrition experts

Dr.Nutri



- Personal** Consume the perfect amount of nutrients tailored to your needs, without deficiency or excess
- Expert** Formula designed by nutrition experts, from ingredients and dosage to absorption rate in the body
- Tech** Omega-3 with AquaCell technology, multi-vitamin mineral in a multi-pack format, high-potency vitamins

Brand Portfolio

Personalised Packaging



Multi Basic



Muti with Energy



Muti with Innerbeauty

Cardiovascular health



AquaCell Omega-3



rTG Omega-3 Triple



Plant-based rTG Omega-3

High Potency Vitamins



Focus Multivitamin



Focus Vitamin D

Mental Health



Sleepmate Lactium®

Cooperate with leading global companies to supply the best products to countries around the world

I Global network





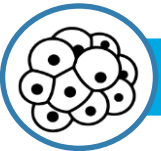
MICROBIOME CENTER

- Research on **plant origin probiotics** by CJ's fermentation technology
- Extracting and culturing **superior functional strains**
- Reinforcing the vitality of Probiotics by developing **coating technology**



BOTANIC CENTER

- Analytical Method Development and Validation for **Ingredients standardization**
- **Functionality and safety evaluation** via scientific verification (*in vitro*, *in vivo*, clinical)
- Optimized formulation development and stability evaluation for **product Development**



CELL CULTURE LABORATORY

- Discovering **ovel bioactive ingredients** for functional foods
- **Efficacy validation in cell models**
: gastrointestinal / obesity / skin
- Research on molecular mechanisms of functional ingredients



R&D NETWORK

- **Global Network**
- **Government&Research Organization**
 - KFDA/MFDS(Ministry of Food and Drug Safety)
 - KHFF(Korea Health Functional food Association)
 - National institute of Biological Resources
- **Academia&Society**
 - Excellent Functional food research Univ.
 - Korean Society For Lactic Acid Bacteria and Probiotics

I R&D network

CJ R&D Center collaborates with domestic and foreign research institutes and universities to conduct technology research



I Research Results

Patent registrations: 13 cases

Research papers: 9 cases

Ingredient name	Patent No.
Piper retrofractum vahl. fruits	P2011-0041KR
Piper retrofractum vahl. fruits	P2011-0040KR
Black ginseng extract	P2019-0039KR-P2
Black ginseng extract	P2019-0039KR-P1
Rice paste	P2017-0225KR
Persimmon leaf extract	P2014-0134KR-D1
Extract of grape and schisandra chinensis	P2013-0274KR-P1
Ginseng Radix	P2008-0076KR
CJLP133	P2009-0026KR-D1
CJLP133	P2009-0026KR
CJLP243	P2009-0060KR
CJLP55	P2009-0021KR
CJLP475 & CJLP243	P2018-0076KR-P1 US20210361724A1

We develop proprietary ingredients through our in-house research laboratory and offer differentiated products

“Received approval from  *for 9 proprietary ingredients*

*KFDA



Year of Registration	Ingredient name	Function
2004	Hibiscus	May help reduce body fat
2009	Rice Bran Extract	May help moisturize the skin (Functional efficacy grade 2)
2013	Fruit and Vegetable-Derived Lactic Acid Bacteria (CJLP133)	May help improve skin condition due to immune hypersensitivity reactions
2009	Hops Extract	Hops extract may help support joint health (Functional efficacy grade 2)
2010	Fermented Branched-Chain Amino Acid Complex (BCAA)	May help alleviate fatigue during intense exercise (Functional efficacy grade 2)
2011	Pumpkin Seed Extract	May help improve bladder voiding function (Functional efficacy grade 2)
2011	Tagatose	May help regulate postprandial blood glucose levels (Functional efficacy grade 2)
2011	Cranberry Extract	May help promote urinary tract health by inhibiting harmful bacteria adhesion (Functional efficacy grade 2)
2012	Collagen Peptide	May help improve skin moisturizing (Functional efficacy grade 2)

L.plantarum CJLP 133

- ✓ Helps to recover Immune balance by controlling intestinal immunity.
- ✓ Maintains regular Skin conditions preventing itchiness(Atopy) with proven Clinical trial
- ✓ Approved the 1st KFDA probiotics in 2013
- ✓ US FDA NDI (New Dietary Ingredient) registration in 2016



Strong adhesion & Survivability

L.plantarum CJLP 243

- ✓ Confirmed strong viability and intestinal adhesion compared to LGG(299v: published in the SCI-journal)
- ✓ Can survive through the digestive system and perform its excellent function in the intestines alive.
- ✓ Builds and maintains a balanced bacterial flora : competes with pathogen and restores intestinal microbiota

CJLP 133 applied products



High dosage



For skin health

CJLP 243 applied products



Standard line



For daily consumption



Protein mix Probiotics



For Kids

We have received multiple awards,
recognizing our excellence and innovation in the industry



Presidential Science and
Technology Award (2015)
(CJLP133Probiotics)



Jang Young Shil Award (2015)
Ministry of Science, ICT and Future
Planning (CJLP133Probiotics)



Consumer's Choice (2021, 2022)
Probiotics Brand Award
(BYO, Jeonripsyo)



Korea Food and Foodtech (2022)
Diet Category
(Jeonripsyo, Fatdown, innerb)



Korea Consumer Awards (2022)
Diet Health Functional Food
(Fatdown)



Consumer's Choice (2022)
Best Brand Award in the
Inner Beauty Category



iF Design Awards (2023)
Communication Branding
(Black 99)

THANK YOU





