

newstem  RX

YJ LAB Co., Ltd.

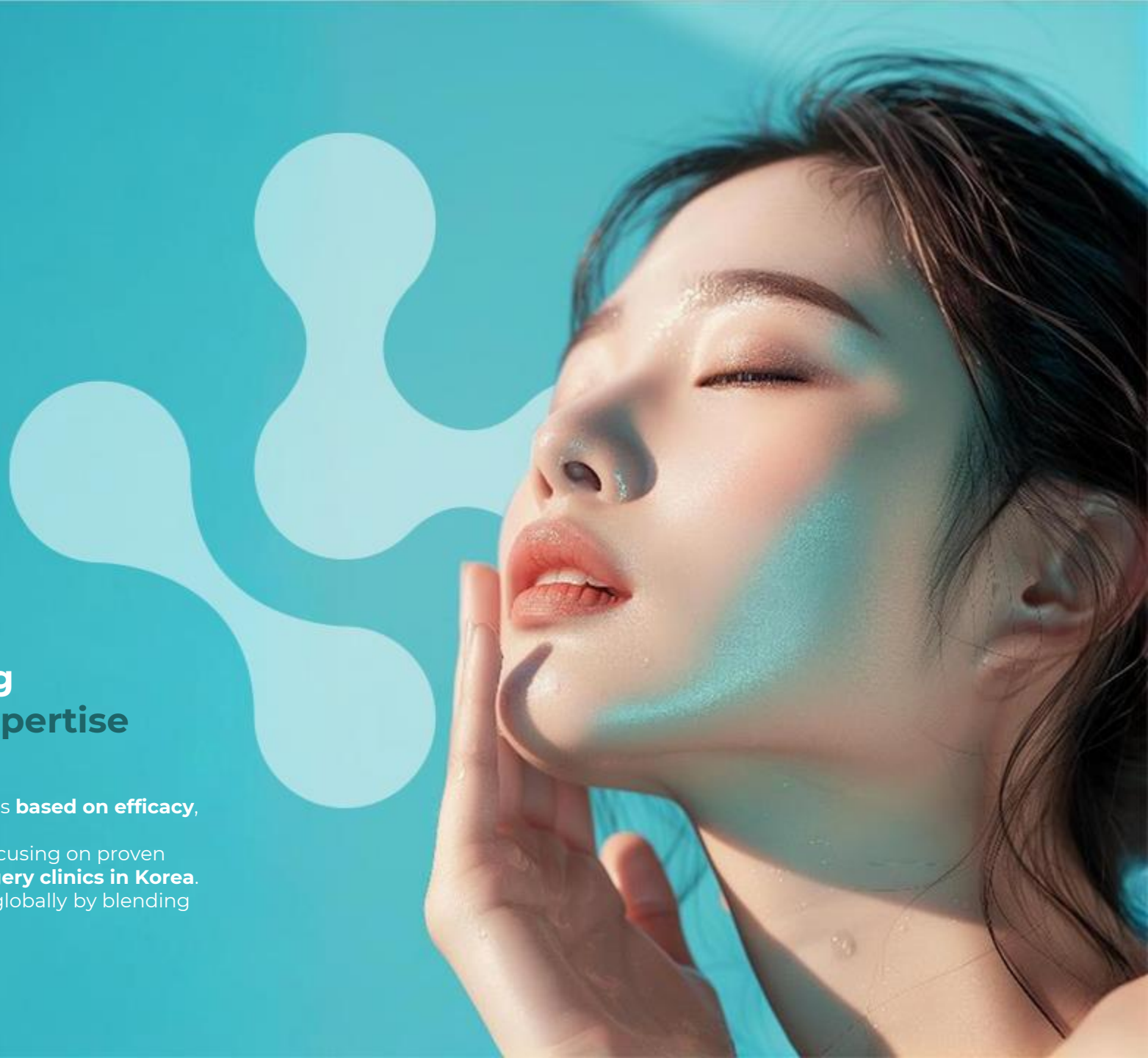
Company Overview

Company Name	YJ LAB Co., Ltd.
Representative Director & CEO	Young-Jo Park
Established	August 17, 2015
Location	Geumcheon-gu, Seoul, Korea
Core Value	Where Health Begins
Brands	newstem RX, CMT (Copper Medical Team)
Business Overview	R&D, Development-Driven OEM Manufacturing, Brand Marketing, Distribution
New Technology Development	Research and development of core cosmetic ingredients, raw material production, and ingredient technology innovation
Marketing Business	Domestic and global sales operations in dermatology and plastic surgery channels, including online and offline distribution
Distribution & Export	Supplying over 3,200 dermatology and plastic surgery clinics in Korea and overseas, including government and institutional closed-mall channels
Introduction Statement	YJ LAB pursues innovation based on advanced scientific technology, contributing to the health and well-being of people around the world. Healthy skin and hair begin with YJ LAB.



Dermacosmetic Brand Combining Premium Quality with Medical Expertise

- **Over 90% of today's informed consumers** choose cosmetics **based on efficacy**, not brand recognition.
- In the competitive medical market, Newstem RX leads by focusing on proven results, verified by **over 3,200 dermatology and plastic surgery clinics in Korea**.
- As a true dermacosmetic brand, Newstem RX is expanding globally by blending medical expertise with premium branding.



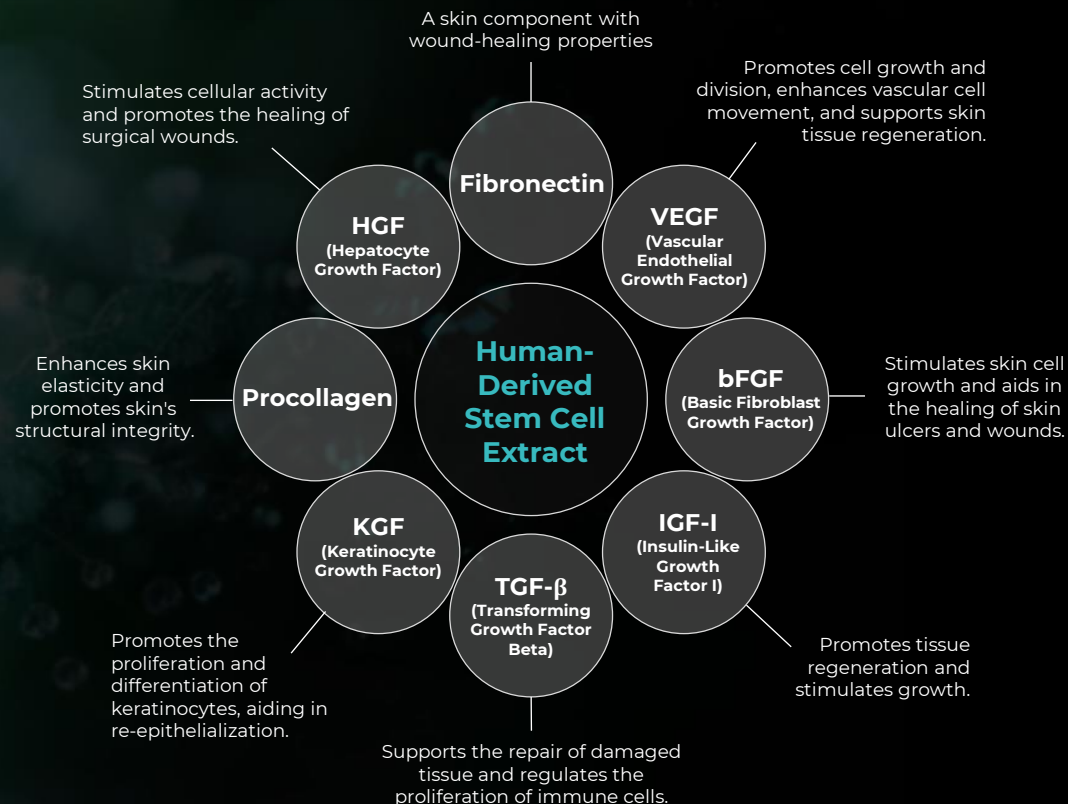
Core Ingredient Technology

- **YJ-Complex™** was developed through **6,000 experiments over the past 5 years** by the researchers at YJ LAB's corporate research center and skin experts.
- It combines various **growth factors** and **callus culture extract** (plant-derived stem cell culture extract) in an optimal ratio to create an **effective core ingredient**.





Human-Derived Stem Cell Extract Nano-Liposome Technology



*Newstem RX meets all **11 stringent safety standards** set by the MFDS and exclusively uses **human-derived stem cell extracts** that have been proven for their excellence.*

10 Proprietary YJ-Complex™ (Multi Growth Factors)

Fractional Complex™	Moist Complex™	Calmfla Complex™	Melanin Complex™	Antical Complex™
Fractional Cell Complex™	Moist Cell Complex™	Calmfla Cell Complex™	Seborrhea Complex™	Calmfla II Complex™

PENELLAGEN[®]

THE ONLY COLLAGEN THAT PENETRATES YOUR SKIN



5.8x *higher skin delivery efficiency*
vs. conventional collagen ingredients using
liposome and ethosome technologies

- ▶ **New elastic ethosome TDS** combining special components with a phospholipid bilayer
- ▶ **Starfish collagen peptides**

→ **Application of TDS elastic ethosome dermal absorption technology**



PENELLAGEN®

THE ONLY COLLAGEN THAT PENETRATES YOUR SKIN

Cadaver Experiment

Test Conditions:

1. Human skin
2. Fluorescent imaging conducted by targeting only FITC-conjugated collagen.

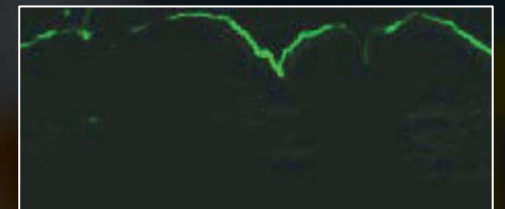
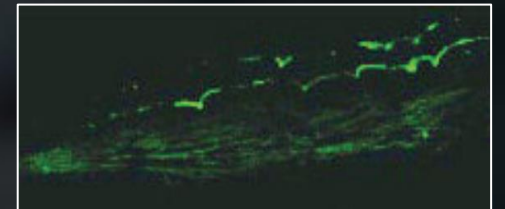
A. Test group, human skin (cadaver skin): Fluorescent imaging

Only the fluorescent substance (FITC) conjugated with collagen peptides was captured

A. Control group, human skin (cadaver skin): Fluorescent imaging

Collagen peptides were applied without the elastic ethosome carrier

Green: Starfish
Collagen Peptides
Blue: Skin



► The eco-friendly collagen peptides extracted from starfish successfully penetrated and were absorbed into the dermis layer of the skin.



Product Introduction

Newstem RX Skincare Designed for Consumers



Repair Line

- Contains up to **13.5% human adipose-derived stem cell extract**.
- Quickly soothes the skin after dermatological procedures and strengthens sensitive and delicate skin, promoting a healthy complexion.



Moisturizing Line

- Contains up to **3% human adipose-derived stem cell extract**.
- Offers a light and smooth application, providing a pleasant moisturizing effect for dry skin, despite the rich texture typical of creams.



Functional Line

- Features **Penellagen™** and the world's first **water-stabilized pure vitamin C**.
- Effectively and rapidly treats skin in need of brightening, blemish reduction, wrinkle care, and elasticity improvement.

Product Introduction

Newstem RX Skincare Designed for Professionals



Mesotherapy Solutions Tailored to Unique Needs

- **The professional mesotherapy line**, exclusively for dermatology experts, utilizes YJ LAB's proprietary technology to address fundamental skin concerns.
- The solutions are **tailored to specific needs**, offering skin regeneration, brightening, improved elasticity, wrinkle reduction, and even scalp and hair solutions, such as alleviating hair loss symptoms.



Newstem RX Penetration Rate ¹

60.3%

Currently supplied to
3,200 clinics
out of ~5,300 dermatology and
aesthetic clinics in South Korea.



¹. Based on the cumulative supply rate as of 2024. Data from the Korean Dermatological Association and the Korean Society for Laser Medicine and Surgery members.

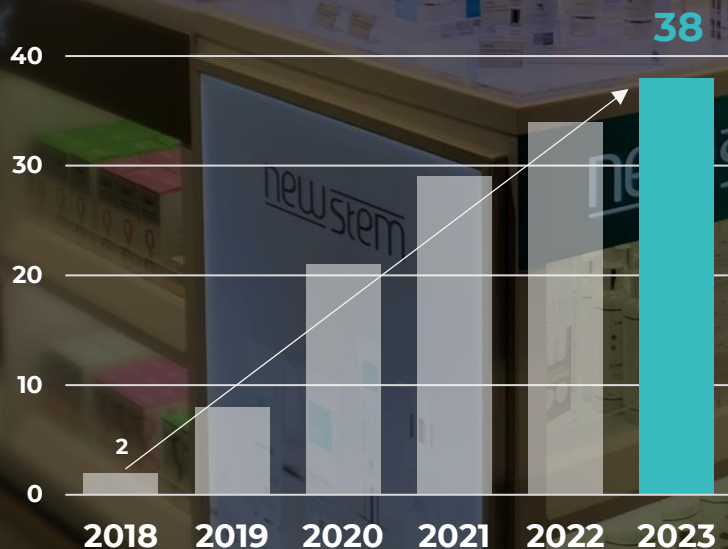




Number of Distribution Channels of Newstem RX

(Incl. Domestic &
International Markets,
Online / Offline)

With proven product efficacy, safety, and strong consumer trust, Newstem RX is steadily expanding its market reach, including domestic online platforms, department stores, duty-free shops, and exports.



- ✓ Sales growing at an average of 70% annually
- ✓ Mass market channels expanding by 206% annually

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LOTTE
DUTY FREE

SHINSEGAE
DUTY FREE

DUTY FREE
HYUNDAI
DEPARTMENT STORE

경복궁
KYUNG BOK KUNG
DUTY FREE

THE
HYUNDAI

LOTTE
DEPARTMENT STORE

Qlōn

MARKET
Kurly

IPARK
MALL

wadiz

⋮

그랜드백화점

행복한백화점

im type
SEOUL

Global Marketing (China – Wanghong Influencers)

- Real-time monitoring is used to analyze target preferences and trends across **various cities in China's 1.4 billion market.**
- Influencers that align with Chinese consumer needs and the Newstem brand are **selected to maximize marketing and sales effectiveness.**

Wanghong **NiMi (妮米)**

Douyin Influencer /
120K Followers



2 live broadcasts (~2 hrs)

Generated sales of
2 million yuan
(~300K USD)



Wanghong NiMi (妮米)
Live Broadcast on Sep 20, 2024

Wanghong **Lu (鹿)**

Kuaishou Influencer /
19 million Followers



1 live broadcast (~60 mins)

Generated sales of
2.7 million yuan
(~410K USD)



Wanghong Lu (鹿)
Live Broadcast on Apr 16, 2024



Product Rating
Across Major Markets

4.86
/ 5.00

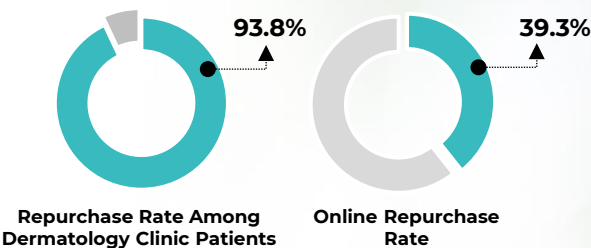
As of 2024

#1 portal site in Korea | NAVER
★ 4.9 / 5.0

#1 crowdfunding platform in Korea | wadiz
★ 4.9 / 5.0

#1 cosmetics platform in Korea | QLOn
★ 4.8 / 5.0

Repurchase Rate
93.8%



Source:
• Online Data: Newstem RX official website statistics (February 2022 – July 2022)
• Clinic Data: Survey from 30 sampled clinics stocking Newstem RX products (Response Rate: 100%, Margin of Error: ±10%, Confidence Level: 90%)

Repurchase Rate: Average repurchase rate for basic cosmetics on domestic online sites is 8-17%

Customer Review
9,999+

Based on
online platforms

“I've bought this countless times and am still using it. I honestly feel anxious without it now.”
– nhpa****

“My dermatologist recommended this after a laser treatment when my skin barrier was compromised, and it worked wonders. My skin is super sensitive, and this is the third bottle I've used.”
– skyd*****

“I've been using it for years, and without it, my face would be in serious trouble. I truly love it.”
– ch****

“I bought this through a dermatology clinic... This cream is honestly life-changing. After using it overnight, my skin feels calm, super soft, and hydrated. Even washing my face feels different.”
– tv****



Newstem has been recognized for its effectiveness and safety not only in the **medical market** but also in the **mass market**. Its number of **repeat customers has been increasing annually**, and it has a very **solid base of loyal customers** compared to other brands.

- **Repeat Customers:** Customers who make multiple purchases during a specific situation or period.
- **Loyal Customers:** Those with strong attachment and trust in the brand, often recommending it to others.

Cumulative Sales
\$7.5M



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