

Customized cosmetics  
a drop of miracle.  
The boundless area  
Put an understanding of skin type  
Preferences more than all that in a drop



**LILLYCOVER**

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# Your skin condition is our 1st ingredient

Skin type is different for each individual. How well can mass produced cosmetics understand skin type?

The constant quest for the answer to that was the beginning of a journey that led to thinking, achieving and creating that which was not thought of.



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# Company History



The perfect guide to dazzling and flawless skin for you and only you

## 2017 2016

- Received the Grand Prize in the Women's Entrepreneurship Competition by the Ministry of SMEs and Startups
- Received the Grand Prize for Knowledge Service Promising Youth by the Ministry of Trade, Industry and Energy
- Received the Excellent Prize for International market entry by BI Technology Commercialization Association of Korea
- Selected as a promising export company in Daegu Techno Park
- Established corporate research institute
- Received the Global Sources The Best Technology Award
- Received the Global Innovator Festa Commercialization Award
- Established a corporation

## 2019 2018

- Selected as HongKong Global Sources Finalist Top 10
- Selected as K-Global 300 by the Ministry of Science and ICT
- Registered as responsible cosmetics sales business with the Daegu Ministry of Food and Drug Safety

## 2020

- Established LILLYCOVER factory in Seongseo, Daegu
- Received the G-Fair Best Product Award
- Acquired MAIN-Biz (Management Innovation Business) certification
- Selected as Skincare of the Future QFC by Johnson & Johnson
- Received commendation from Hana Bank

## 2021

- Received Daegu Technopark Excellent Company Award
- Awarded at Start-up league of Regulatory-Free Zone 2021
- Obtained ISO 9001 Certification
- BALANX selected as Best SME Product of the Month by the Ministry of SMEs and Startups
- Selected as Star company (Unicorn start-up on the track)
- Certified as Inno-Biz(Technology innovation business)
- Certified as venture company(The type of venture investment)
- Selected as the 3rd Nivea NX - Collaboration in the European market – Collaboration in China and North/South America
- Selected as 2021 GOOD Design, smart factory system ENIMA
- Expansion and relocation of LILLYCOVER headquarters
- Established LILLYCOVER Jeju Branch
- Awarded a silver prize from K-Camp

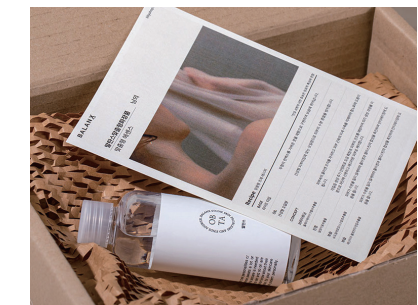
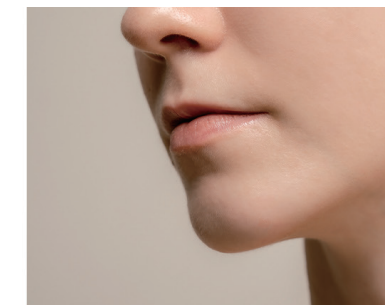
## 2022

- Muilli1 designated as innovative product by the Korea Institute for Advancement of Technology
- Received Excellence Award at the 6th Daegu Startup Awards
- Selected as a person of merit for the development of ICT related SMEs
- Acquired ISO 14001 certification
- Acquired ISO 22716 certification for guideline of superior cosmetic manufacturing and quality management standards
- Acquired KC certification for Muilli2
- Entered B Clean store at The Hyundai Mokdong department store
- Received special award at the Daegu Gyeongbuk High Tech Industrial Awards
- Received Daegu Technopark Excellent Company Award
- Received 2022 Pin Up BEST 100 Design Award for Beauuly
- Won a prize for new market opening at Seoul beauty week
- Selected for Johnson&Johnson Expand collaboration
- Established LILLYCOVER Seoul Branch
- Selected as Global IP star company
- Received approval from regulatory of demonstration special cases sandbox



LILLYCOVER CEO & Founder : **An Sunhee**

LILLYCOVER has been recognized by domestic and global companies for its excellence through unique products and services that manage skin for modern people with cosmetics most suitable for individual skin. It is a beauty tech (beauty + tech) company that continues diverse collaborations with domestic and foreign institutions and companies.





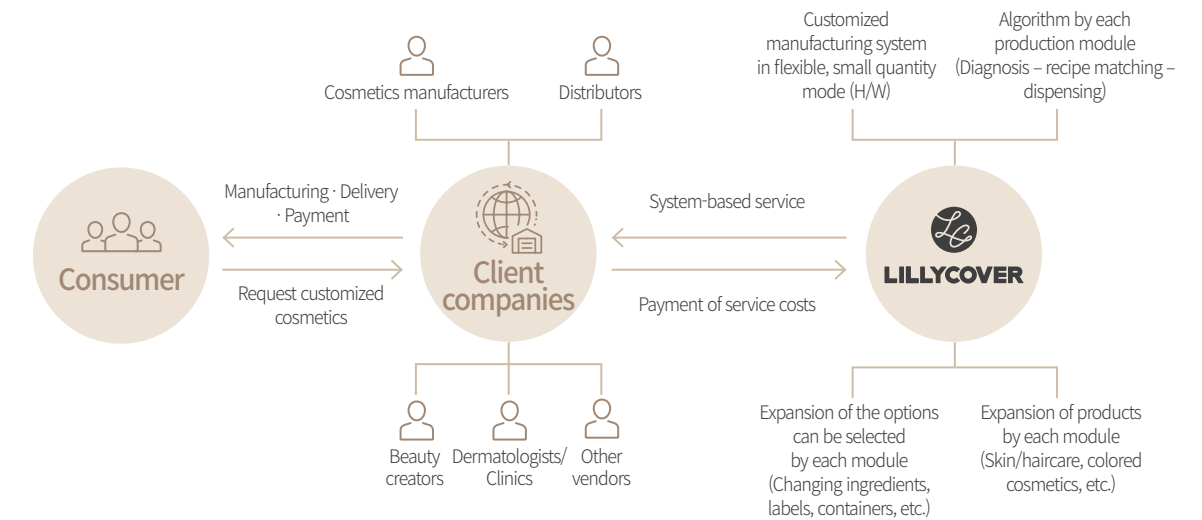
# One Customized Business

The most beautiful,  
the most like me.

With an endless effort to seek  
the essence of each  
individual's skin,  
We will provide a super  
personalized solution.



## Understanding the skin changes every day and the skin languages The beauty-tech starts from the technology of LILLYCOVER









LILLYCOVER embodies authentic customized cosmetics through optimized customizing to personal preferences and individuality by ICT(Internet Communication Technology) and BT(Bio Technology).

LILLYCOVER leads innovation of beauty industry through continuous development of technology and advancement of

data.

Besides, LILLYCOVER provides chance of perfect personalized skin care solution such as compact sized customized cosmetic manufacturing solution with right ingredients that are specialized in skin concerns, and O2O service (1:1 customized online care service.)

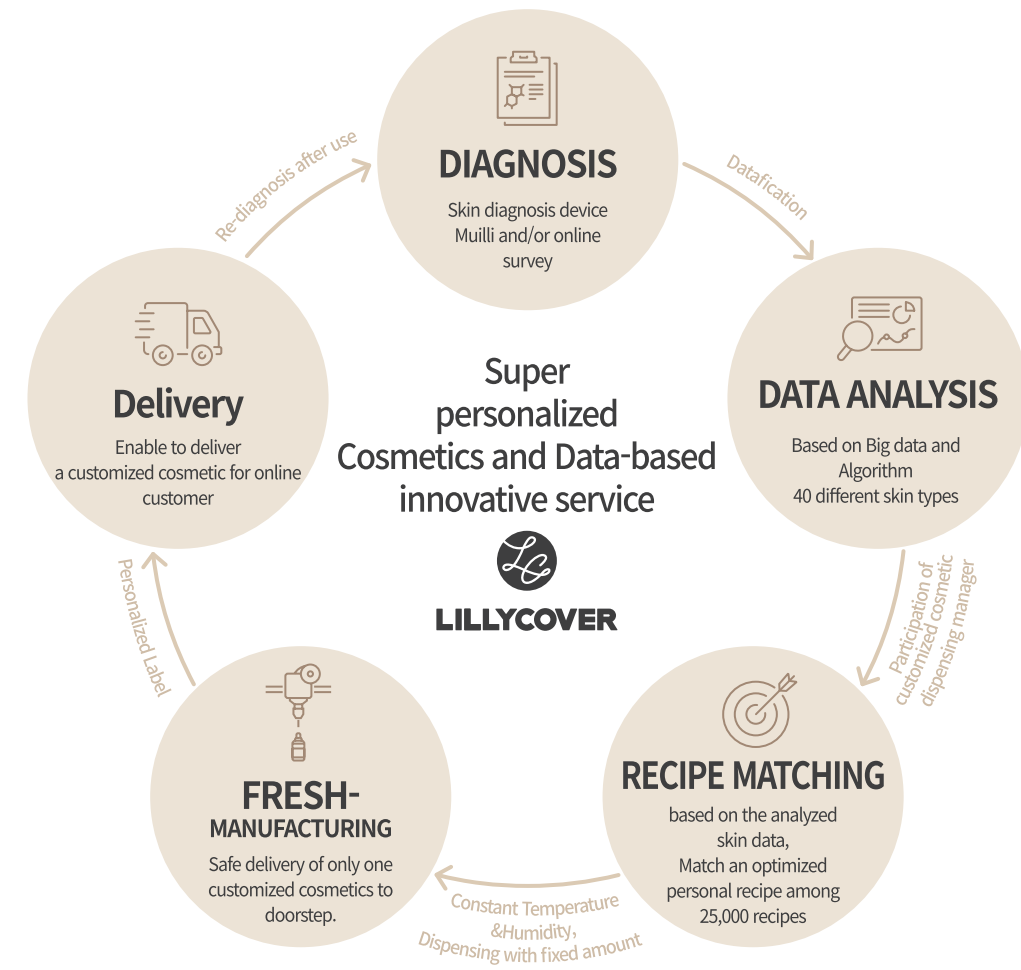
## Why should it be LILLYCOVER?

 <p><b>60X Magnification Camera Diagnostics</b> enable more precise analysis</p>	 <p><b>Excellent diagnosis accuracy based on big data and algorithm</b></p>	 <p><b>Simplification of manufacturing by our manufacturing system and CX(Customer Experience) Enhancement</b></p>
 <p><b>Fresh Manufacturing upon order under hygienic /safe manufacturing system</b></p>	 <p><b>3-types of manufacturing system enables grafting of various business model</b></p>	 <p><b>One-stop customized total solution From diagnosis to subscription service of customized cosmetics</b></p>



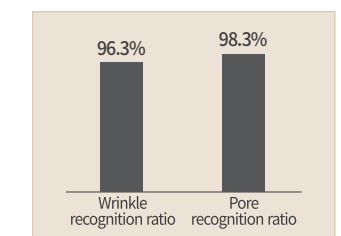
# One Customized Technology

Research on Individual tendencies and preferences through ICT  
 Realization of genuine customized cosmetics by optimized customizing



## The perfect combination of super personalized service and data based service

**Diagnostic accuracy 98.3%**  
 Accurate self-diagnosis with expert participation in patent technology verification  
 ※Patents for skin diagnostic methods, skin diagnostic devices, and recording device (No. 10-2139801)



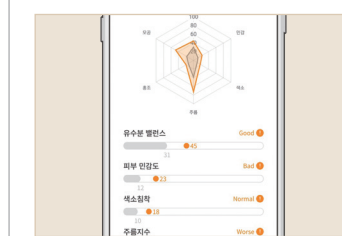
**40 different Skin Type Indicators through Scientific Analysis**  
 Defined 40 different skin type indicators through scientific analysis based on big data and algorithm.

Skin diagnosis result for 00000

### OBFA

- Oily: Moist oily skin
- Barrier: High resistance
- Fair: No pigmentation
- Aged: High wrinkle index

**AI Robot Cosmetics**  
 Special tool for customized cosmetics and fresh manufacturing rule  
 Customized Cosmetics Smart Factory passed the special demonstration regulatory sandbox



**Big Data-Based Skin History Management**  
 Diagnostic results and customized formula recipes at once. Daily tracking of daily changing skin condition.  
 ※ Patents for personalized cosmetics manufacturing, selling machines, and methods of manufacturing and selling cosmetics using them (No. 10 2351906)







# Customized Cosmetic Total solution

Accurate Analysis based on 136,000 skin data sets

The only one customized solution by the most appropriate ingredients among the 40 types of skin MBTI.

Finding the answer for custom cosmetics with precise analysis using big data algorithm



## Specification

- Compact size for easy installation 1400 x 1400 x 1950 mm
- Enabling to manufacture 'Bespoke cosmetics' suitable for your skin within approx. 3 minutes.
- Selected as 2021 GOOD Design
- RCS system with remote control through UI and monitoring
- Reflect feedback of online users through RCS system
- 25,000 recipes for each cosmetics (Lotion, Essence, Skin Toner and etc.)
- Enable to Maximize customer experience

## Product composition

- Smart factory system, ENIMA
- Facial/scalp diagnosis device, Muilli2
- BALANX, customized cosmetics

## Types of Contract

### Lease

- Monthly payment during the contract period (ex. 24, 36 months)
- The program that ownership is subject to user after termination of the lease
- Separate purchase of ingredients and subsidiary materials

### Purchase

- Different final amounts depending on purchase options
- Separate purchase of ingredients and subsidiary materials



Skin expert in your hands, Muilli2

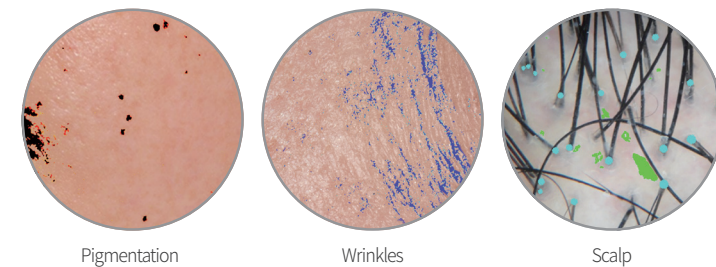
# Muilli 2



## Expertly diagnose skin conditions and choose the right skin care method

- ☑ Easy and convenient diagnosis at home by connecting your phone or table PC
- ☑ Smart diagnosis method through big data collected and algorithmized regardless of gender, age, race.
- ☑ 60x magnification system enables accurate analysis of the data.
- ☑ Measurement of skin moisture level through microcurrent of impedance sensor

- ☑ Facial Diagnosis items : Redness, sensitivity, moisture, wrinkles, pores, pigmentation
- ☑ Scalp diagnosis items : Redness, moisture, dead skin cells, forehead width, hair thickness, hair per pore, pore density



- Size • 52.8 x 34.7 x 174 (mm)
- Rated voltage • 3.6V
- KC certification • Certified for conformity / R-C-LCV-LC-200
- Weight • 140g
- Power consumption • 1080mW



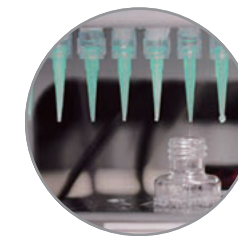
Customized cosmetics manufacturing system

# ENIMA™

- ☑ Manufacturing system customized cosmetics in flexible mode
- ☑ Define a skin type as one of 40 different types of skin MBTI based on approximately 136,000 skin data sets.
- ☑ Manufactured customized cosmetics with fixed amount by IoT system and robot in sterilized environment by plasma in within 3 minutes and 50 seconds
- ☑ 25,000 recipes per Items
- ☑ Freely changeable to bespoke recipes according to personal preferences.



Dispensing process utilizing a robot. Simplified process with minimized pollution  
※Cap separation, raw material supply, sub raw material connection, etc.



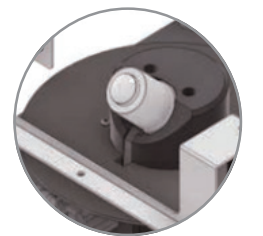
Quantitative dispensing and instant manufacturing using an IoT system



Hygienic environment maintained through regular plasma sterilization, disinfection, and constant temperature/humidity system



Air conditioner operates according to set temperature through automatic temperature control



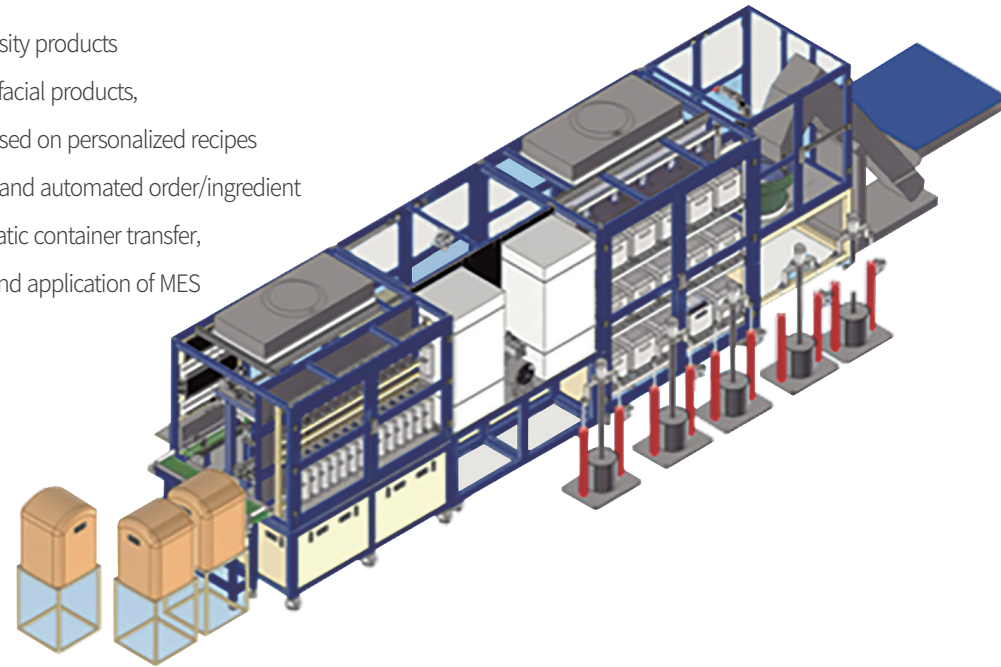
Planetary Mixer makes stirring of high-viscosity raw materials possible in a short time

Product name	Custom cosmetic manufacturing system, ENIMA	Cycle time	3 minutes 50 seconds
Size	1400 x 1400 x 1950 mm	Dispensed products	Lotion, essence, skin toner
Product weight	1,000kg	Ingredients loaded in the machine	8 types of base (3 types of essence, 2 types of lotion, 3 types of toner) / 1 type of oil / 8 types of high potency ingredients
Viscosity available for dispensing	6,000-10,000 cps		
MOQ	1 Unit	Daily production capacity (8 hrs per day)	120 bottles (15ml)

A factory system for manufacturing multiple items in a large scale and dispensing personally tailored cosmetics

# ENIMA Super™

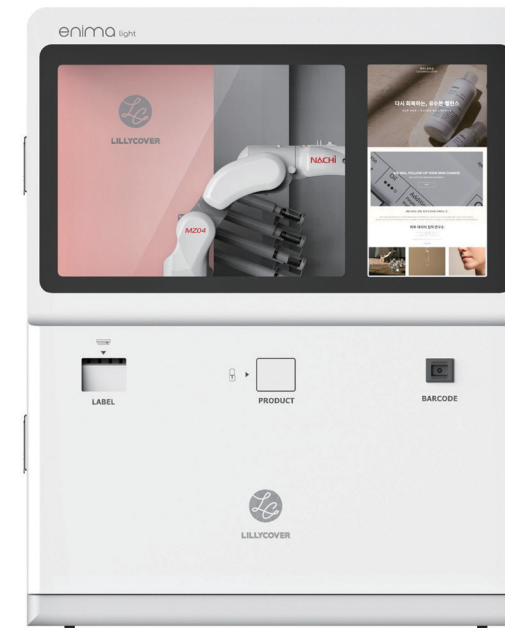
- ✓ Mass production of high-viscosity products
- ✓ Possible to combine not only facial products, but also hair care products based on personalized recipes
- ✓ Monitoring of production line and automated order/ingredient management through automatic container transfer, automatic label attachment and application of MES



<b>Product name</b>	Custom cosmetics manufacturing system, ENIMA Super	<b>Cycle time</b>	1-3 minutes
<b>Size</b>	1400 x 5000 x 1890 mm	<b>Dispensed products</b>	Facial / Hair care products
<b>Viscosity available for dispensing</b>	6,000-20,000cps	<b>Production capacity</b>	30ml, 100ml, 250ml

Compact customized cosmetics manufacturing system

# ENIMA Light™



- ✓ Compact customized cosmetics manufacturing system without space limit
- ✓ The compact size makes it easy to install in domestic and overseas hospitals and beauty shops
- ✓ Possible to provide professional premium service by combining high-performance products according to skin concerns
- ✓ Plans for operation of a comprehensive platform for skin health through connection with remote medical care

<b>Product name</b>	Custom cosmetics manufacturing system, ENIMA Light	<b>Cycle time</b>	3 minutes 50 seconds
<b>Size</b>	1400 x 900 x 1790 mm	<b>Dispensed products</b>	Lotion, essence, skin toner, booster ampoule
<b>Product weight</b>	Less than 800kg	<b>Ingredients loaded in machine</b>	5 types of base / 1 type of oil / 8 types of active ingredients
<b>Viscosity available for dispensing</b>	6,000-10,000cps	<b>Daily production capacity (8 hrs per day)</b>	150 bottles (15ml, 30ml)



# BALANX

The way to solve the skin concerns

In the name of the sole and sustainable skin care solution, we study essence of skin that only one person has.

## One Cosmetic Infinite Value

'BALANX' is a customized cosmetic brand of 'LILLYCOVER' that gave birth to cosmetics suitable for individual skin type using diagnostic technology based on big data and algorithms.



Like grain of wood, like fingerprints unique to each person, in the end, we find the essence.

Just as different people have different personalities, skin is also different. Our first ingredient is your 'skin data' and we use that to diagnose and analyze your skin based on big data and algorithms to provide the optimum custom cosmetics for you.



Capacity : 30ml, 100ml



Capacity : 30ml, 100ml



Capacity : 100ml, 250ml

Recommended ingredients or selection of customized essence according to skin diagnosis results

## Customized Essence

- The options can be selected by user (Options: the base type, oil amount, and concepts ingredients)
- Manufactured with selected amount depending on the skin change cycle
- Re-diagnosis skin changes upon re-purchase
- Labeling with individual skin analysis data

Recommended ingredients or selection of customized lotion according to skin diagnosis results

## Customized Lotion

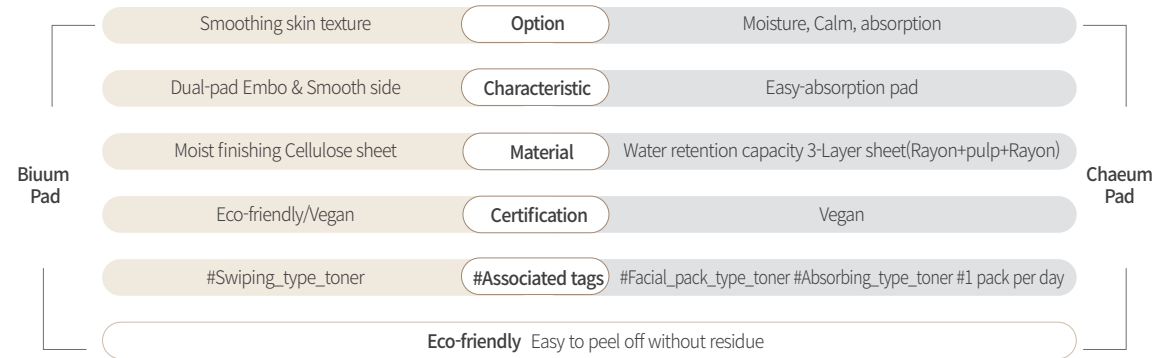
- The options can be selected by user (Options: the base type, oil amount, and concepts ingredients)
- Manufactured with selected amount depending on the skin change cycle
- Re-diagnosis skin changes upon re-purchase
- Labeling with individual skin analysis data

Toner with upcycled raw materials to preserve nature combined with custom recipes

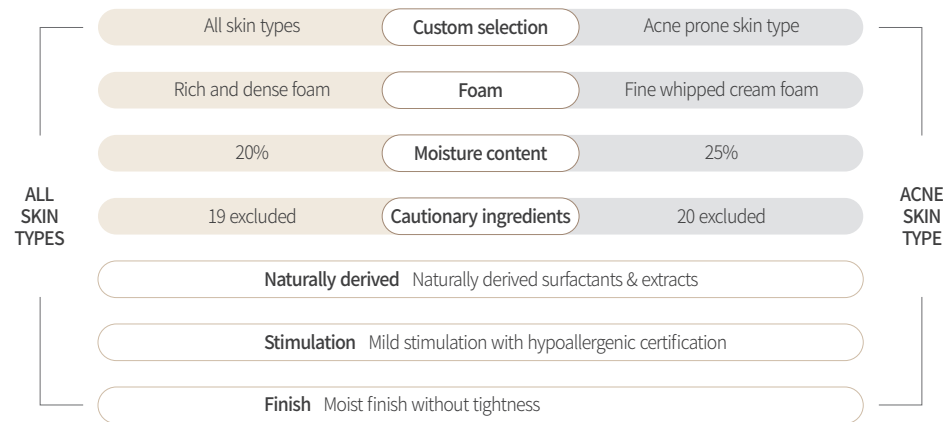
## Customized Skin Toner

- Upcycling base made of Jeju phytoncide water
- Customized cosmetics that can choose options of ingredients according to the skin diagnosis result
- The options can be selected by user (Options: The base type, oil amount, and concept ingredients)
- Re-diagnosis skin changes upon re-purchase
- Labeling with individual skin analysis data
- 20 excluded attentional ingredients
- Eco-friendly materials for packages

## Customize according to your needs Customized Toner Pad



## Customize according to your needs Foam Cleanser



Choose the ingredients and shampoo just for you according to the scalp diagnosis results

## Customized Shampoo



Capacity : 250ml

- Manufactured upon order for fresh delivery
- Safe shampoo without cautionary ingredients (EWG rating)
- Customized recipe matching based on diagnosis and prescription to manufacture customized shampoo with independent technology
- Labeling of personal diagnosis
- Exclusion of 19 cautionary ingredients
- Water separation label and eco-friendly packaging

Hair treatment just for you that suits your hair concerns

## Customized Treatment



Capacity : 250ml

- Customized recipe based on analysis of 120,000 recipes
- Scalp/hair care with customized products
- Enhance your hair to moist hair with ingredients that suit your hair concerns
- Labeling of personal diagnosis
- Exclusion of 19 cautionary ingredients
- Water separation label and eco-friendly packaging

Customized hair essence for your scalp and smooth hair

## Customized Hair Essence



Capacity : 250ml

- Recommended ingredients or selection of customized hair essence according to scalp diagnosis results
- Option to choose base type and concept ingredients
- New diagnosis after use for scalp/hair changing cycle
- Labeling of personal diagnosis
- Exclusion of 19 cautionary ingredients
- Water separation label and eco-friendly packaging



# Our partners



## A new way to treat cosmetics Experience custom cosmetics, BALANX

The condition of skin changes every day, but the way it is expressed to us is limited.  
So we research ways for you to understand your skin.  
As your partner, LILLYCOVER will do more to help you manage your skin.  
Experience more positive skin changes with LILLYCOVER.



<p><b>Global Networks</b></p> <p>Johnson&amp;Johnson, NIVEA, Hankook Kolmar, etc. Providing data-based innovative services through global collaboration</p>	<p><b>15,000 sets</b></p> <p>Manufactured and sold 15,000 bottles of customized lotion/essence with an average repurchase rate of 48%</p>
<p><b>Satisfaction level over 97%</b></p> <p>Positive feedback and average satisfaction rate of 97% with personalized recipe matching and daily skin tracking</p>	<p><b>Domestic and overseas expansion plans</b></p> <p>5 stores overseas in Hong Kong, Japan, Dubai, etc., 3 domestic department stores, 10 hospitals and clinics by the second half of 2023</p>

# BALANX Stores



**THE HYUNDAI (Mokdong store)  
B2F B Clean store**  
Store type : General standard  
Area : 33~50m<sup>2</sup>  
MD : Custom cosmetics,  
Other skin care included  
About 10 items (including sets)

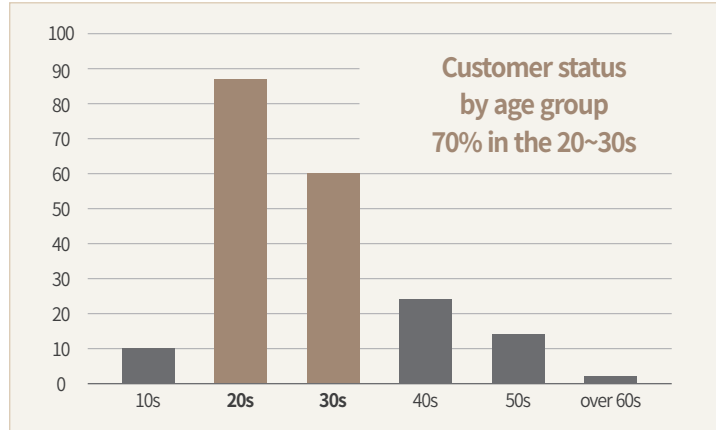


**SHINSEGAE Daegu, AK Plaza,  
Omotesando, Tokyo, Japan, etc.**  
Store type : POP-UP  
Area : 33m<sup>2</sup>  
MD : Custom cosmetics,  
Other skin care included  
About 10 items (including sets)

## For customers in the 20~40s

High interest in the new concept of beauty tech and robot performing customized cosmetics

Strong sales of skin care products manufactured on the spot with personalized custom recipes after skin diagnosis





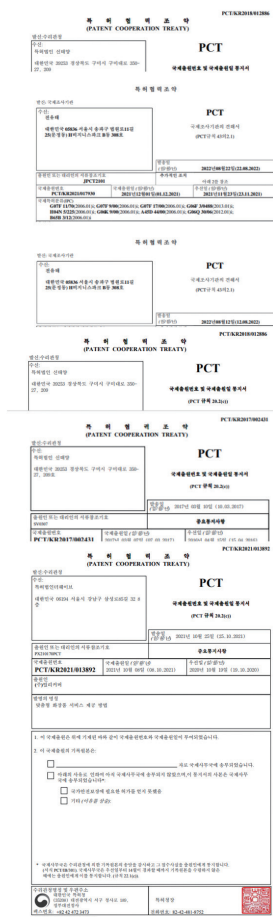
# IP registration status

10 patents  
in Korea



Certificate of Patent

6 PCT  
applications



Certificate of Patent

6 service marks  
in Korea



Certificate of Service Mark Registration

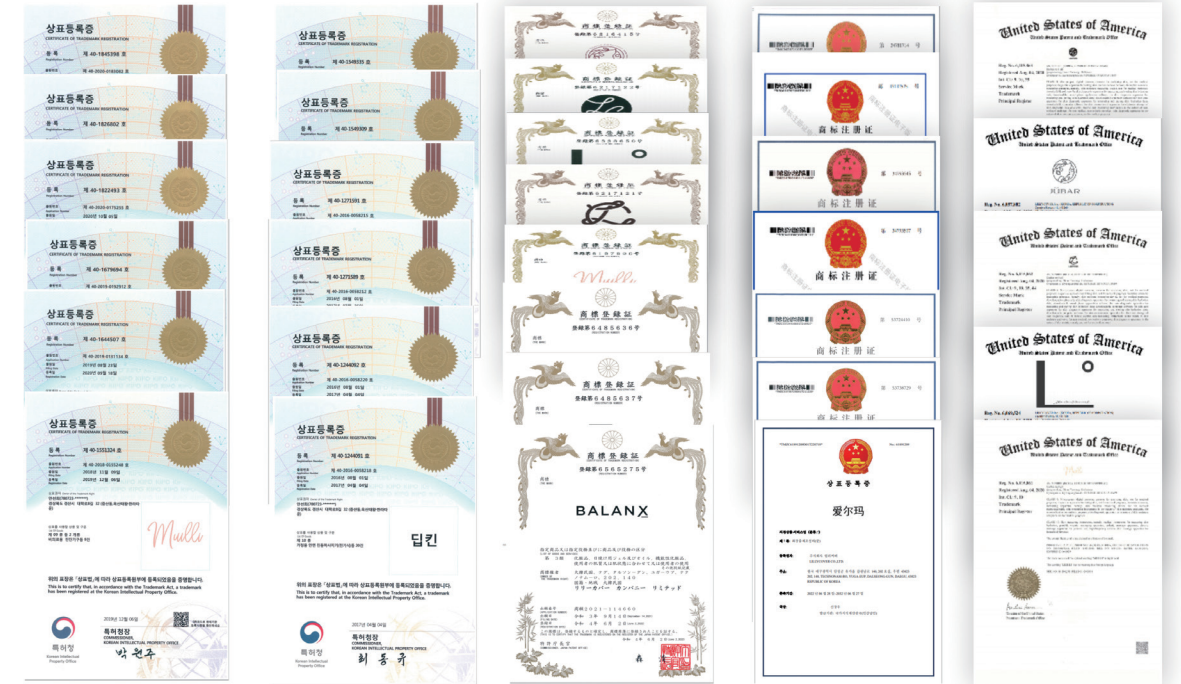
3 domestic designs  
4 overseas designs



Certificate of Design Registration

12 domestic  
trademarks

25 overseas  
trademarks



Certificate of Trademark Registration

68 applications  
for domestic and  
overseas patents,  
trademarks and  
designs

