

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

2016~2017

- 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

2018~2020

- 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
- 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 Beauoly
- 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

2023~2024

- Certified as an Innovation-driven SMEs (Main-Biz)
- Selected for the SW High Growth Club
- Completed export contract with L company in Hong Kong
- Conducted a pop-up store at The Hyundai Daegu
- Relocated and expanded Lillycover's Seoul branch office
- Selected as a Design Innovation Promising Company in 2023 by the Korea Institute of Design Promotion
- Awarded the Seoul Mayor's Prize at the Seoul Beauty Week Business Meetup Pitching Contest
- Conducted a pop-up store at The Hyundai Seoul
- Completed export contract with S company in the United States
- Won the Encouragement Award at the 2023 Creative Business Cup Korea Startup Competition
- Awarded the Chairman's Prize from the Daegu Gyeongbuk Small and Venture Business Grand Festival Credit Guarantee Foundation
- Received the Minister of Trade, Industry and Energy Commendation for Contribution to Trade Balance Improvement
- Selected as the Best Company in the SW High Growth Club
- Received the Minister of Science and ICT Award
- Conducted a pop-up store at The Hyundai Daegu
- Obtained FCC certification for Muli 2
- Obtained FCC certification for Animarite
- Sponsored customized cosmetics for the Hallym Burn Foundation's '2024 Seoul Safety Fair' event
- Sponsored customized cosmetics for the Bestian Foundation
- Received the Minister of Gender Equality and Family Award at the Women in IT Digital Innovation Awards



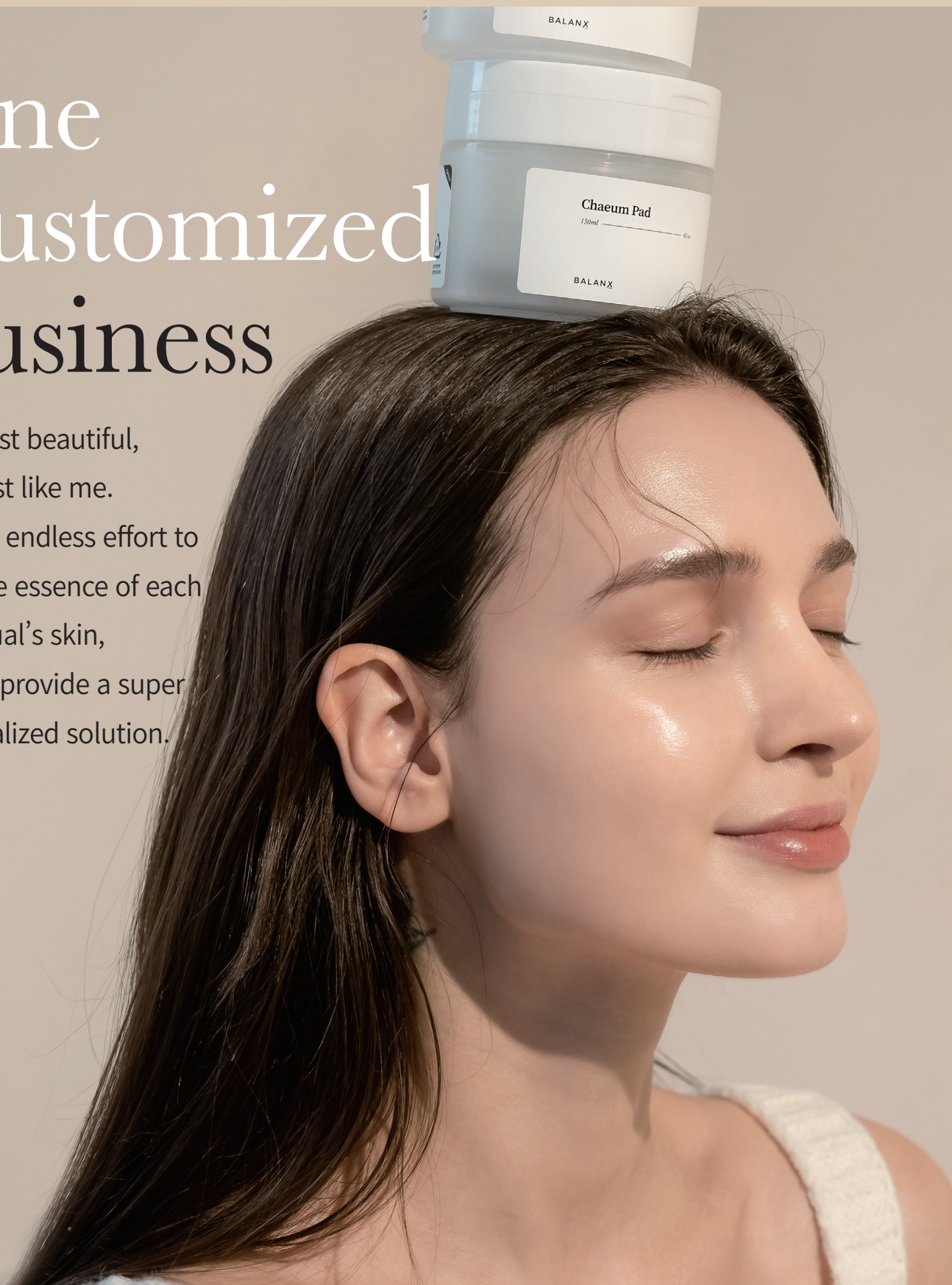
LILLYCOVER CEO & Founder **An Sunhee**

LILLYCOVER CO.,LTD. offers unique services for managing the skins of modern people and provides the most optimized cosmetics customized for individual skin. Recognized for its excellence by both domestic and global companies, Lillycover is a Beauty+Tech company that continues to collaborate with various institutions and companies worldwide.

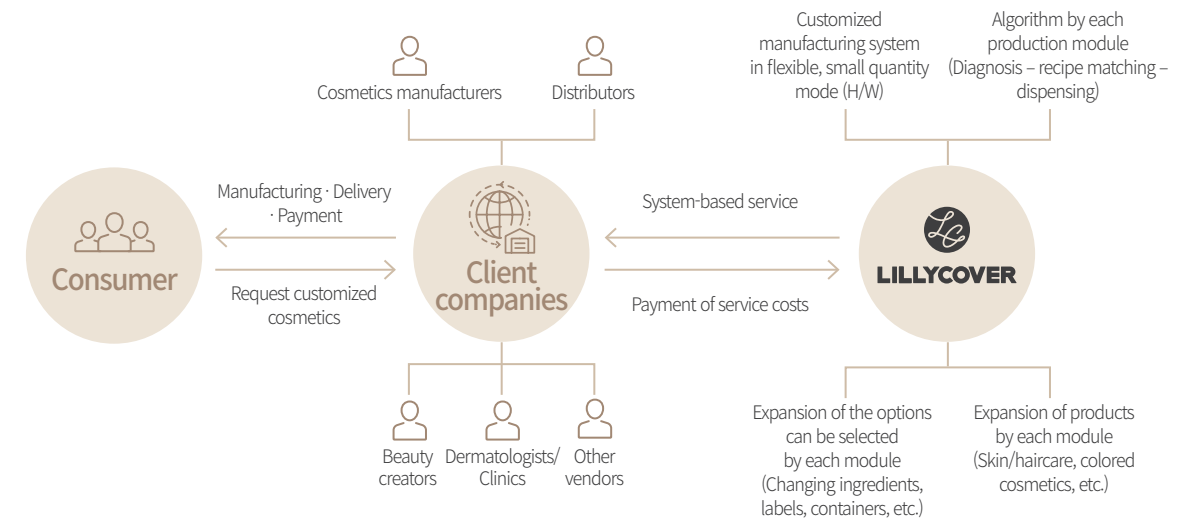


One Customized Business

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

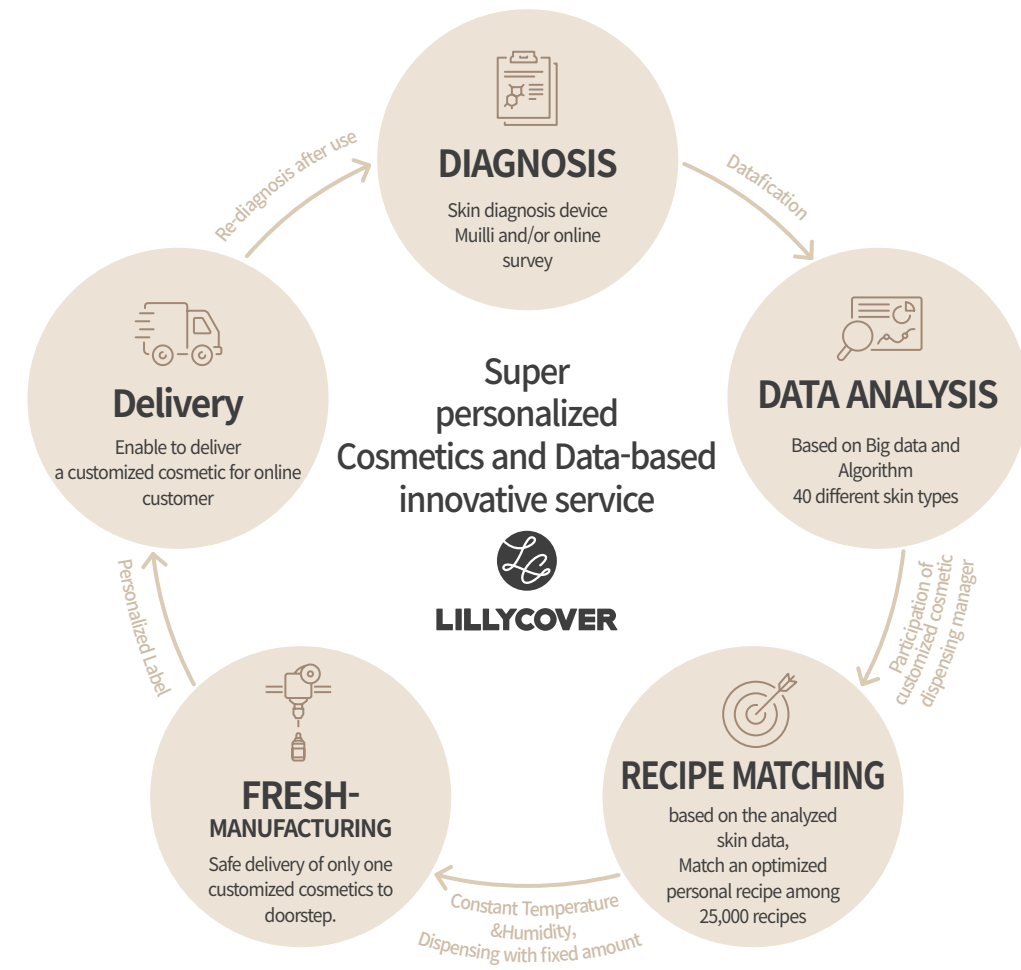
data. Besides, LILLYCOVER provides chance of perfect personalized skin care solution such as compact sized customized cosmetic manufacturing solution with right ingredients that are specialized in skin concerns, and O2O service (1:1 customized online care service.)

Why should it be LILLYCOVER?

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

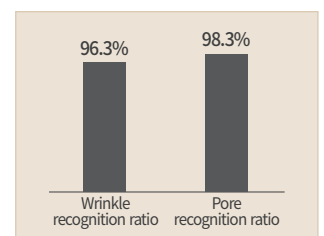
One Customized Technology

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)



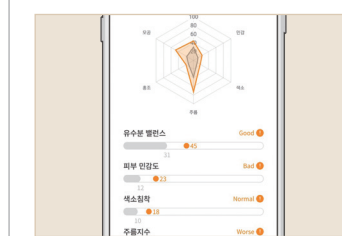
40 different Skin Type Indicators through Scientific Analysis
 Defined 40 different skin type indicators through scientific analysis based on big data and algorithm.

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

Based on 147,000 global skin data sets, we provide a unique personalized solution through precise analysis, matching individuals with the optimal recipe by analyzing 40 types of skin MBTI and 48 types of scalp 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.
- Ingredients can be chosen from the Essential - Premium - Luxury (Signature) tiered lineup.
- Containers (bottles) can be chosen to align with the brand's appeal direction.
- 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 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

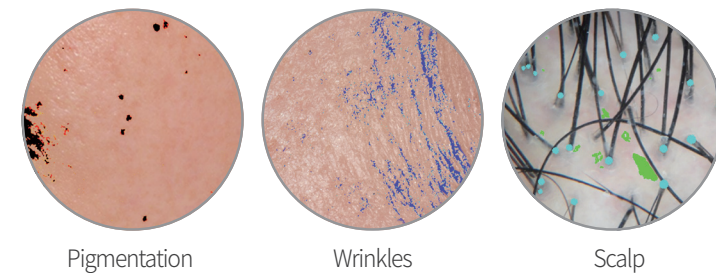
Muilli 2



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 • 300mA



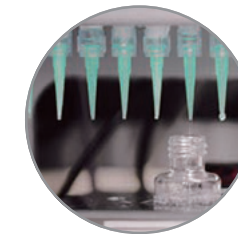
Customized cosmetics manufacturing system

ENIMA™

- ✓ Manufacturing system customized cosmetics in flexible mode
- ✓ Define a skin type as one of 40 different types of skin MBTI based on approximately 147,000 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



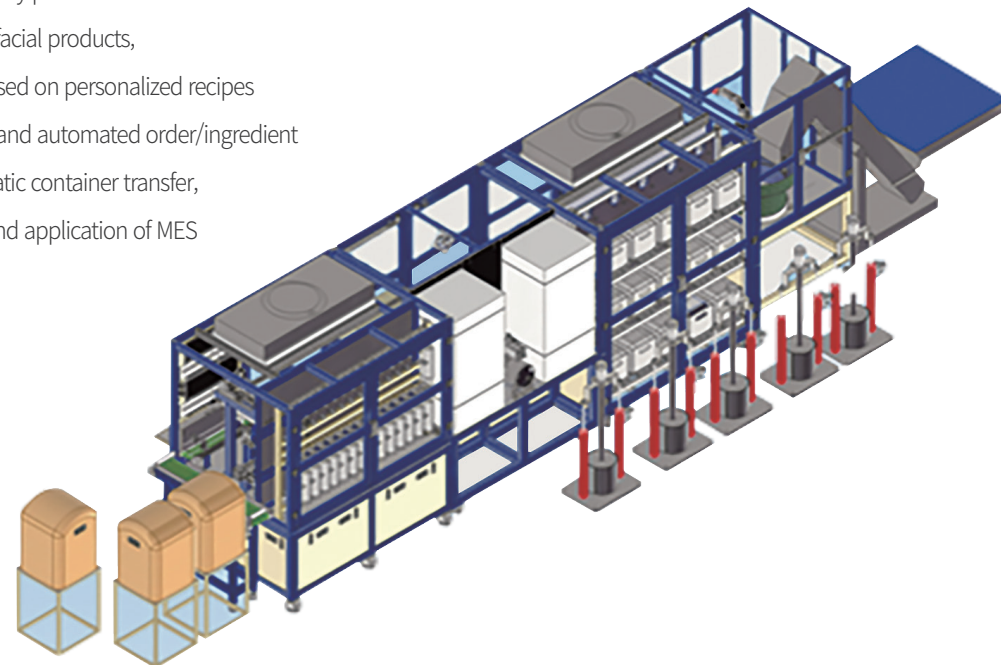
Planetary Mixer makes stirring of high-viscosity raw materials possible in a short time

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

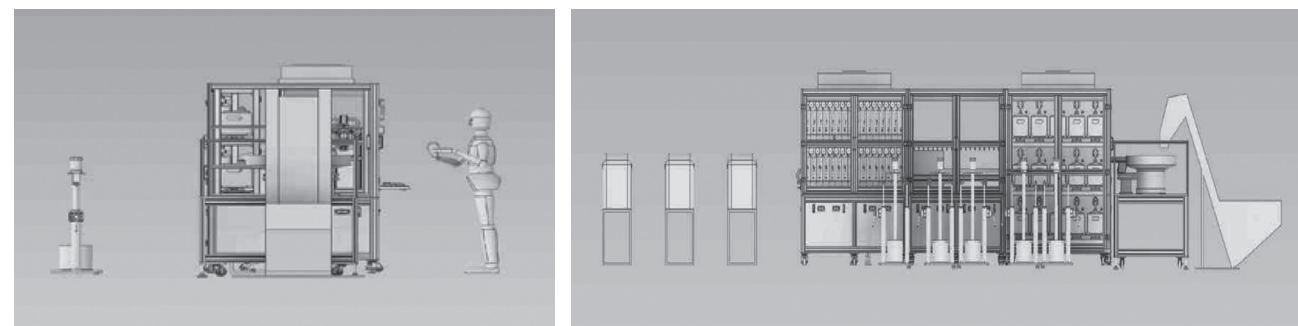
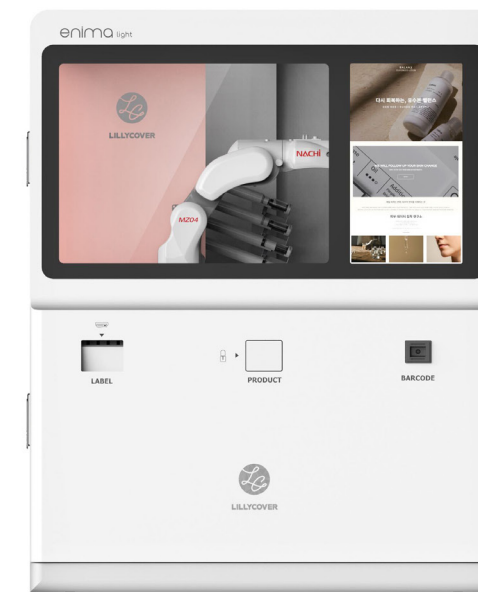
ENIMA Super™

- ☑ 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



Compact customized cosmetics manufacturing system

ENIMA Light™



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

- ☑ 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

Product name	Custom cosmetics manufacturing system ENIMA Light	Cycle time	3 minutes 30 seconds
Size	1400 x 930 x 1775 mm	Dispensed products	Lotion, essence, skin toner, booster ampoule
Product weight	500kg	Ingredients loaded in the machine	9 types of base (3 types of essence, 2 types of lotion, 3 types of toner, ampoule) / 1 type of oil / 8 types of high potency ingredients
Viscosity available for dispensing	6,000-10,000 cps	Daily production capacity(8 hrs per day)	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.

Customized skin toner with upcycled ingredients mindful of nature and EWG Green Grade certified, meticulously selected for a personalized recipe combination.

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



Capacity : 100ml, 250ml

Moisture-rich customized essence that can be formulated according to the optimal recipe recommended based on skin diagnosis results or tailored to personal preference.

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



Capacity : 30ml, 100ml

Customized lotion, formulated through analysis after diagnosis, is excellent for balancing oil and moisture levels with a personalized recipe.


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




Capacity : 30ml, 100ml

Customize according to your needs Customized Toner Pad



Smoothing skin texture	Option	Moisture, Calm, absorption
Dual-pad Embo & Smooth side	Characteristic	Easy-absorption pad
Moist finishing Cellulose sheet	Material	Water retention capacity 3-Layer sheet(Rayon+pulp+Rayon)
Eco-friendly/Vegan	Certification	Vegan
#Swiping_type_toner	#Associated tags	#Facial_pack_type_toner #Absorbing_type_toner #1 pack per day
Eco-friendly Easy to peel off without residue		

Customize according to your needs Foam Cleanser



*Functional cosmetics that help alleviate acne-prone skin

All skin types	Custom selection	Acne prone skin type
Rich and dense foam	Foam	Fine whipped cream foam
20%	Moisture content	25%
19 excluded	Cautionary ingredients	20 excluded
Naturally derived Naturally derived surfactants & extracts		
Stimulation Mild stimulation with hypoallergenic certification		
Finish Moist finish without tightness		

The shampoo that can be made for me only, and can be recommended with optimized recipe according to the skin diagnostic results or can be formulated according to personal preference.

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

Customized hair treatment, made through analysis after diagnosis with a personalized recipe.

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, enhancing the softness of scalp and hair with a personalized recipe.

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.

<h3>Global Networks</h3> <p>Johnson&Johnson, NIVEA, Hankook Kolmar, etc. Providing data-based innovative services through global collaboration</p>	<h3>15,000 sets</h3> <p>Manufactured and sold 15,000 bottles of customized lotion/essence with an average repurchase rate of 48%</p>
<h3>Satisfaction level over 97%</h3> <p>Positive feedback and average satisfaction rate of 97% with personalized recipe matching and daily skin tracking</p>	<h3>Domestic and overseas expansion plans</h3> <p>Plan for expanding offline stores domestically and globally: By the second half of 2025, five overseas stores will be established in Hong Kong, Japan, Dubai, etc. while three stores at department stores and ten stores at hospitals and clinics will be established domestically.</p>

BALANX Stores



SHINSEGAE Daegu, AK Plaza, Omotesando, Tokyo, Japan, etc.

Store type : POP-UP
Area : 33m²
MD : Custom cosmetics,
Other skin care included
About 10 items (including sets)

THE HYUNDAI (Mokdong store) B2F B Clean store

Store type : General standard
Area : 33~50m²
MD : Custom cosmetics,
Other skin care included
About 10 items (including sets)

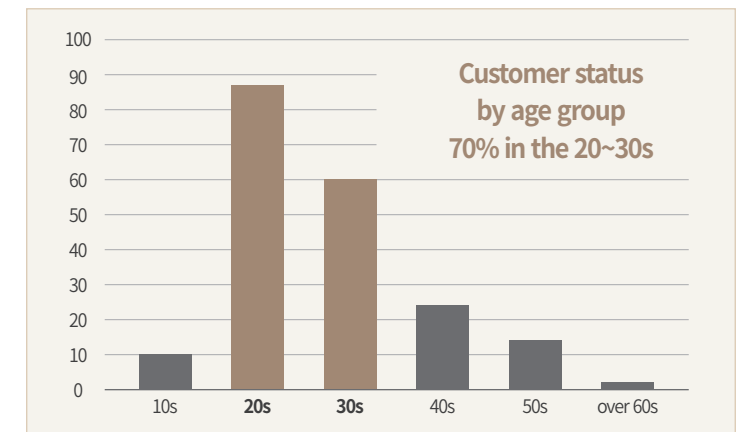
THE HYUNDAI SEOUL / DAEGU

Store type : POP-UP
Area : 66m²
MD : Custom cosmetics,
Other hair 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



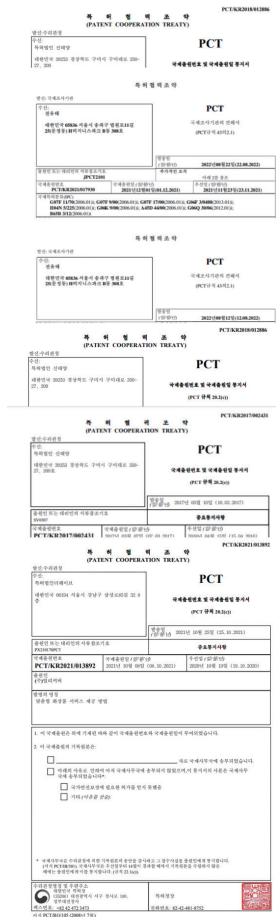
IP registration status

7 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

24 overseas
trademarks



Certificate of Trademark Registration

68 applications
for domestic and
overseas patents,
trademarks and
designs

