

# PRESSSHOT, One shot for all your health solution

Product introduction



PRESS by ONNS

PRESS

# 3 Things About Press-shot

01

**No. 1 Vitamin &  
Sales record**

In Oliveyoung  
right after launching

02

**5 Months**

Sold out the first batch

03

**670,000**

bottles sold  
in the first year



## Supplement Fact

Serving size : 1 bottle (15ml)

Amount per serving		% Daily Value
Calorie	10 kcal	
Carbohydrate	2 g	1.0%
Sugars	1 g	1.0%
Vitamin b12	400 mcg	16,667%
Folic acid	260 mcg	65%
Vitamin D	25 mcg (1,000 IU)	250%
Protein	1 g	2.0%
Fat	0 g	0.0%
Sodium	55 mg	3.0%
Vitamin E	4.55 mg	41%
Niacin	6.5 mg	43%
Zinc	2.87 mg	34%

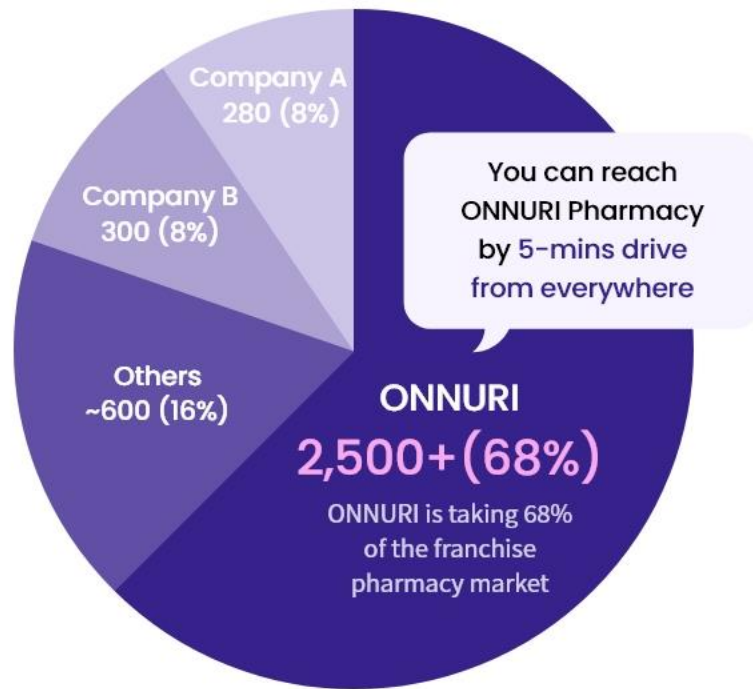
## All inclusive Dual formulation Ampoule

- 1 Developed by Number 1 pharmacy chain company in Korea
- 2 Manufactured by Pharmaceutical company (Korea Pharmaceutical), producing ETC and OTC
- 3 Optimized the formulation in dual types, minimizing degrades and maximizing absorption
- 4 Included all necessary ingredients for contemporary people with best qualities

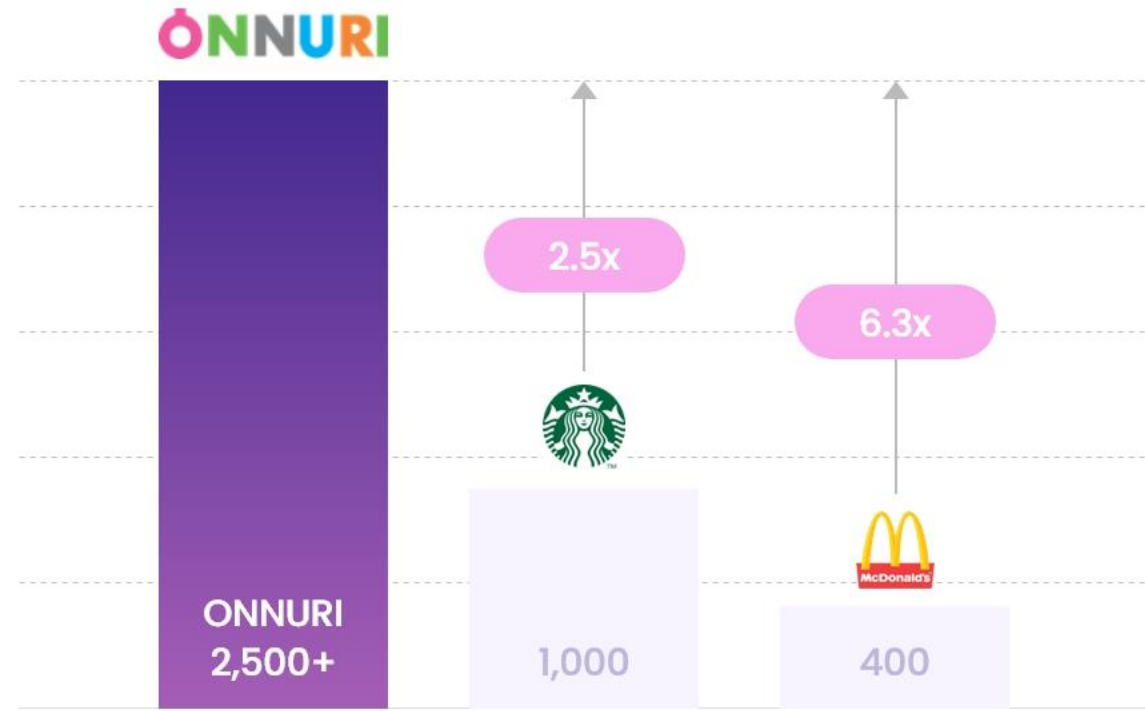


# No.1 Pharmacy franchise in Korea

ONNURI has 2,500+ stores which is more than global franchises such as Starbucks and McDonald's in Korea



Pharmacy franchise market



Number of stores

1 Benchmarked original OTC products developed by Onnuri Pharmacy group, which runs +400 private label product and sold +60 million bottles for the original products

### Glucom (Original, OTC)

- Active Vitamin B12 (Adenosyl-cobalamin, OTC ingredient) 2,500 $\mu$ g
- Sold +60 million bottles (Accumulated)
- Best seller in Onnuri pharmacies for +25 years
- Can be sold only in pharmacies



### Press-shot (Knock-off, Food Supplement)

- Vitamin B12 (Cyanocobalamin, Food Supplement ingredient) 400 $\mu$ g
- Sold +670,000 bottles in a year
- Became Number 1 Vitamin in Oliveyoung right after launching event
- Can be sold in retail and online channels



## ② Manufactured by Pharmaceutical company (Korea Pharmaceutical), producing ETC and OTC



- Founded in 1980
- Revenue KRW 80 billion (~ USD 62 million)
- Market Capitalization KRW 75.9 billion (~ USD 58 million)
- **Pharmaceutical product (OTC/ETC) and supplement manufacturer (Mostly pharma grade)**
  - Cold medicine
  - Hematopoietic nutrients
  - Central nervous system drugs
  - Digestive system medicines
  - Dermatological agents
  - Antibiotic antimicrobial
  - Vitamins/Nutritional supplements, etc
- **Invested KRW 9 billion (~ USD 6.9 million) only for Drink supplement, expanding its capacity twice by October 2023**
- GMP and HACCP certified



### 3 Optimized the formulation in dual types, minimizing degrades and maximizing absorption



#### Powder

(% Daily Standard Amount for Nutrients)

- Vitamin B12 (16,667%)
- Vitamin E (41%)
- Vitamin D (250%)
- Zinc (34%)
- Folic Acid (65%)
- Niacin (43%)



#### Liquid – 11 Amino Acids

- L-valine
- L-leucine
- L-isoleucine
- L-threonine
- L-Methionine
- L-phenylalanine
- L-lysine hydrochloride
- L-Arginine
- Glycine
- Glutamine
- theanine

#### Why Powder?

- Separation of Vitamin to protect from degradation
- Powder form for better dissolution to the Liquid than tablets
- Easier to swallow than tablets

#### Why Liquid?

- Amino Acid in liquid form (same as IV), to maximize absorption again
- No need of water for an intake

### 3 Bioavailability:

liquid > suspension > hard capsule > compressed tablet > coated tablet

#### Tablet

Disintegration



Dissolution with digestive fluid  
(became liquid)



Absorbed through  
intestinal mucosa

#### Liquid



No need for  
mediate process

Absorbed through  
intestinal mucosa

#### Example of theobromine

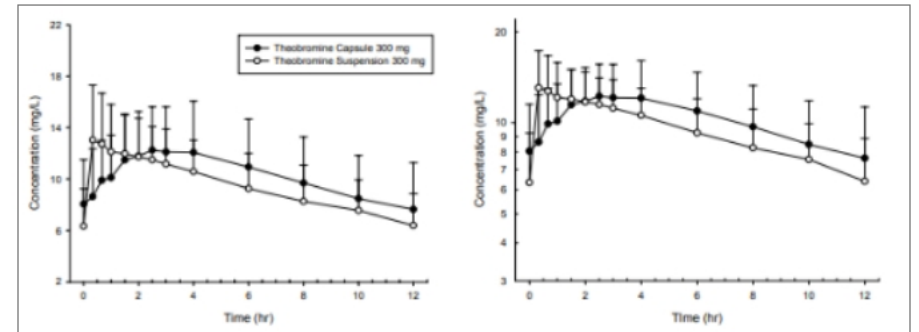







Figure 2. Mean plasma theobromine concentrations at steady state after multiple oral administrations of capsule 300 mg or suspension 300 mg to 12 volunteers. (left : linear scale, right : log-linear scale)

Suspension type of theobromine reaches the maximum density in shorter time than capsule






## 4 Included all necessary ingredients for contemporary people with best qualities

Functional category	Contents	Vitamin / Minerals	Amino Acid	Others
Brain	<ul style="list-style-type: none"> <li>Brain protein</li> <li>Homocysteine Metabolism</li> </ul>	<ul style="list-style-type: none"> <li>Vitamin B12</li> <li>Folic Acid</li> </ul>	<ul style="list-style-type: none"> <li>L-threonine</li> <li>L-phenylalanine</li> <li>L-Methionine</li> </ul>	<ul style="list-style-type: none"> <li>High content of vitamin B12, 16,667% of the nutritional standard</li> <li>Folic acid: DNA synthesis after 5-MTHF conversion, using vitamin B12 as coenzyme to converse homocysteine to methionine &gt;&gt;&gt; Reduction of cardiovascular and cerebrovascular diseases</li> <li>Necessary amino acids for neurotransmitter components</li> </ul>
Circulation	<ul style="list-style-type: none"> <li>Antioxidant</li> <li>Fatigue recovery</li> <li>Energy generation</li> </ul>	<ul style="list-style-type: none"> <li>Vitamin E</li> <li>Niacin</li> </ul>	<ul style="list-style-type: none"> <li>L-Arginine</li> <li>Glycine</li> <li>Glutamine</li> </ul>	<ul style="list-style-type: none"> <li>Vitamin E: Alpha tocopherol reacts with lipid radicals to prevent cell membrane oxidation and has antioxidant action</li> <li>Arginine: NO (Nitric oxide) management, blood circulation, fatigue recovery, anti-arteriosclerosis</li> <li>Niacin, Glycine: Acts on energy metabolism in the body</li> <li>Glutamine: Anti-inflammatory, converted to GABA, relieves depression, recovers muscles</li> </ul>
Bone and muscle	<ul style="list-style-type: none"> <li>Muscle strengthening</li> <li>Osteogenesis</li> </ul>	<ul style="list-style-type: none"> <li>Vitamin D</li> <li>Magnesium</li> <li>Manganese</li> </ul>	<ul style="list-style-type: none"> <li>L-valine</li> <li>L-leucine</li> <li>L-isoleucine</li> <li>L-lysine hydrochloride</li> </ul>	<ul style="list-style-type: none"> <li>Vitamin D 250%: Calcium, phosphorus absorption, bone formation, help reduce the risk of osteoporosis</li> <li>BCAA: energy metabolism in muscle, muscle strengthening (leucine, valine, isoleucine ratio 3:1:1)</li> <li>Mg: Necessary for maintaining nerve and muscle function</li> <li>Mn: Necessary for bone formation</li> </ul>
Others	<ul style="list-style-type: none"> <li>Immunity</li> </ul>	<ul style="list-style-type: none"> <li>Zinc</li> </ul>		<ul style="list-style-type: none"> <li>Zn: Necessary for normal immune function</li> </ul>
	<ul style="list-style-type: none"> <li>Stress release</li> </ul>		<ul style="list-style-type: none"> <li>Theanine</li> </ul>	

## 4 Comparing with Amazon US Top Vitamin B12

Supplement fact		<p>#1</p>  <p>Nature Made Vitamin B12 1000 mcg, Dietary Supplement for Energy Metabolism Support, 150 Softgels, 150 Day Supply        ★★★★★ 23,435        12 offers from \$12.25</p>	<p>#9</p>  <p>Nature's Bounty Vitamin B12, Supports Energy Metabolism, Tablets, 1000mcg, 200 Ct        ★★★★★ 55,366        8 offers from \$20.86</p>	<p>#2</p>  <p>vitafusion Extra Strength Vitamin B12 Gummy Vitamins, Cherry Flavored B12 Vitamins, 90 Count        ★★★★★ 37,152        11 offers from \$11.24</p>	<p>#33</p>  <p>Vitamin B12 Spray   USDA Organic Vitamin B12 Liquid Spray   B12 Vitamin Supplement Liquid for Nerve Function   Liquid Vitamin B12 for...        ★★★★★ 7,480        2 offers from \$23.95</p>
Formulation	Powder (Liquid)	Softgel	Tablet	Gummy	Liquid
Vitamin B12	400 mcg (16,667%)	1000 mcg (41,667%)	1000 mcg (41,667%)	1000 mcg (41,667%)	1500 mcg (62,500%)
Others	Vitamin D 25 mcg (1,000IU) Folic Acid 260 mcg Vitamin E 4.55 mg Niacin 6.5 mg Zinc 2.87 mg	N/A	N/A	Added sugar 3g	N/A

## 4 Comparing with Amazon US Top Amino Acid

<p>Supplement fact</p>		<p>#1</p>  <p>Nutricost L-Glutamine Powder (500 Grams) Unflavored - Gluten Free &amp; Non-GMO, 100 Servings  <span>★★★★★</span> 9,705          \$24.95</p>	<p>#2</p>  <p>Nutricost Creatine Monohydrate Micronized Powder 500G, 5000mg Per Serv (5g) - Micronized Creatine Monohydrate, 100...  <span>★★★★★</span> 17,196          \$24.50</p>	<p>#3</p>  <p>Optimum Nutrition Micronized Creatine Monohydrate Powder, Unflavored, Keto Friendly, 120 Servings (Packaging May Vary)  <span>★★★★★</span> 73,694          \$54.38</p>	<p>#4</p>  <p>BULKSUPPLEMENTS.COM Creatine Monohydrate Powder - 5g of Micronized Creatine Powder per Serving, Creatine Pre...  <span>★★★★★</span> 40,863          \$23.96</p>
<p>Formulation</p>	<p>Liquid</p>	<p>Powder</p>	<p>Powder</p>	<p>Powder</p>	<p>Powder</p>
<p>Amino Acid</p>	<p>Essential Amino acid</p> <p>L-valine, L-leucine, L-isoleucine, L-threonine, L-Methionine, L-phenylalanine, L-lysine hydrochloride, L-Arginine</p> <p>+</p> <p>Glycine, Glutamine, theanine</p>	<p>L-glutamin</p> <p>Conditional essential Amino Acid          (Can be synthesized through metabolism)</p>	<p>Creatine</p> <p>Non-essential Amino acid          (Can be synthesized with Glycine and Arginine through metabolism)</p>	<p>Creatine</p> <p>Non-essential Amino acid          (Can be synthesized with Glycine and Arginine through metabolism)</p>	<p>Creatine</p> <p>Non-essential Amino acid          (Can be synthesized with Glycine and Arginine through metabolism)</p>

# Revenue Trend



## 1st Batch Sold out

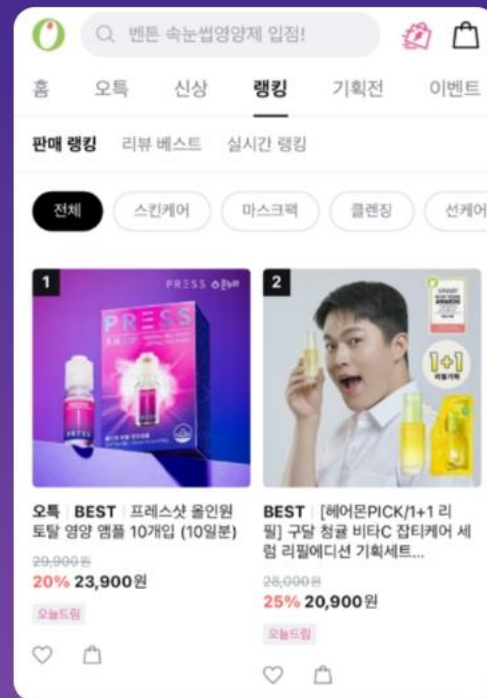
- Sold only through official website

## 2nd Batch Sold out

- Tested on Live commerce platform and co-buying (closed-market)

## 3rd Batch Sold out

- Expanded to TV commerce platform and Health & Beauty Store, etc
- Achieved USD 600,000 in half an hour via TV commerce show



Oliveyoung number 1 vitamin right after launching



TV commercial show 'SOLD OUT'

PRESS by ONNS

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