

Investment Highlights

- **Differentiation from existing nail art:** Our products allow you to enjoy nail art by yourself without having to go to a nail salon. The benefit given by the nail salon is the duration of nail care, but it lasts a month at most. Hence, the cost can be burdensome. However, our nail stickers allow you to embellish your nails by yourself anywhere and enjoy more cost-effective nail art. Our acetone-free products are harmless to the human body. Moreover, the use of an eco-friendly UV adhesive does not cause nail damage either.
- **Marketability of global nail art:** The costs of nail art and pedicure at a salon range from KRW 30,000 to KRW 150,000 depending on the number of colors, patterns, and ornaments. The nail art and pedicure industry has grown at an average annual rate of 20% for the past five years. According to the beauty industry, the value of the Korean nail art and pedicure market is estimated at KRW 700 billion, while the total cosmetics market is worth KRW 14 trillion.

Products and Services

Product and Technology



Yellow collection – Lolly pop



Yellow collection – April story



Pink collection – In the mood for love

- **Major features of key technology:** Our nail sticker can apply in five seconds to form a gel nail, and it can be easily removed in one second. It perfectly fits into the shape of nails, thus, firmly sticking to them. Moreover, it neither catches hair nor causes a feeling of heaviness. It lasts more than a week without cracks or damage. The nail sticker can also be used for a long time because it is not hardened even after opening. In particular, the use of a harmless adhesive minimizes irritation unlike nail art, which can cause nail damage and inflammation in the skin around the nail.
- **Competitiveness of key technology:** Our unique gel-coating technique ensures a glossier look than any real gel, and the use of special fabrics maintains the polish without scratches and smudges for a long time. Just as nail art is like fashion design, you can create perfect gel nails for each concept. Our products come in 26 different sizes, so they can be neatly attached depending on hand shapes. Moreover, a specialized ink is used to express delicate designs. Based on these techniques, our products are supplied to SM Entertainment and Netflix. At present, they are exported to North America, Southeast Asia, China, and other countries.

Major History

- 2016: Founded
- 2017: Launched the brand HERNINE
- 2018: Acquired KC certification
- 2019: Exported to the United States; acquired the Certificate of Company-Specific Approved Exporter

Company Profile

Date of foundation	• October 2016
Investment performance	• 2019: KRW 100 million from angel investors
Listed or unlisted	• Unlisted
Patents and certificates	• Registration of a trademark right to HERNINE

Financial Figures

(Unit: USD million)

Division	2016 (Unaudited)	2017 (Unaudited)	2018 (Unaudited)
Sales	-	0.05	0.18
Operating Income	-	(0.07)	(0.05)
EBITDA	-	(0.07)	(0.05)

Business Plans

(Unit: USD million)

Division	2019 (Forecast)	2020 (Forecast)	2021 (Forecast)
Sales	0.31	1.25	3.96
Capex	0.06	0.13	0.48
R&D	0.02	0.09	0.44
Working Capital	0.04	0.17	0.35
Others	0.01	0.04	0.04

- **Sales plan:** Our company aims to achieve domestic sales of USD 1.07 million in 2021 by selling gel nail stickers. In 2019, it will focus on export, thus achieving a sales of approximately USD 3.96 million in 2021.
- **Investments required:** To achieve the target sales, our company is planning to invest a total of USD 1.88 million in capital expenditures, R&D, working capital, and more for three years between 2019 and 2021.

Investment Requirements

Investment Structure	• Minority (Financial Investment)
Amount	• USD 0.5 million
Region	• All available