



NORDINARY COMPANY PROFILE

PHASE 1 | ENERGETIC ND

PHASE 2 | DYNAMIC ND





목차

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Company Name	Nordinary Inc.
Date of Establishment	March 25, 2020
CEO	Moonki Baek
Business Area	Cosmetics R&D and Manufacturing (ODM)
Headquarter	27, Dongtanchomdansaneop 1-ro, Hwaseong-si, Gyeonggi-do, Republic of Korea

About US

From Ordinary, To Nordinary!

Driven by CREATIVITY and the bold spirit of CHALLENGE,

We are a premier enterprise specializing in cosmetics R&D and manufacturing.

We adapt agilely to ever-changing customer demands, continuously growing through exceptional technology and quality.



Our Value



Mission

WE COLLABORATE WITH BEAUTIFUL THINGS.

We connect deeply with all forms of beauty in the world—skin, people, and nature—to create beauty of even greater value.

Vision

YOU & I TOGETHER, LEAD THE NEO BEAUTY.

Leveraging our proven expertise, superior execution, and exceptional market connection, we bring our clients' ideas to life and lead the way toward a new standard of beauty.

Core Value

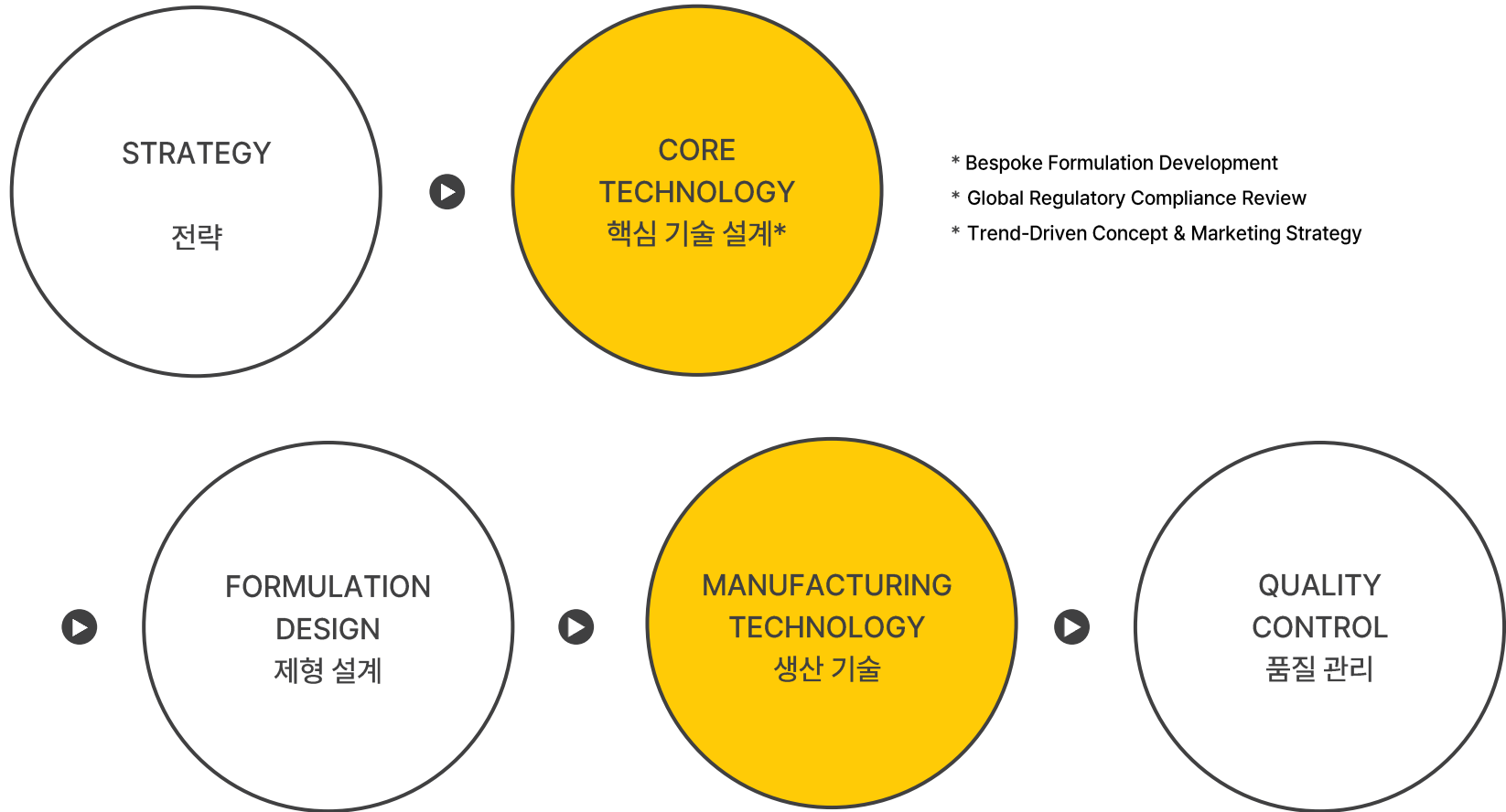
NORDINARY

We drive growth based on Nordinary's 7 Core Values:

Customer-Centric · Technical Expertise · Open Communication · Agility · Sustainability · Accountability · Shared Destiny

Our Services

▶ OTM | Original Tech-based Manufacturer



Milestones

1.0

Growth & Leap

Exceeded 50B KRW in Annual Revenue Within 5 Years

2020-21

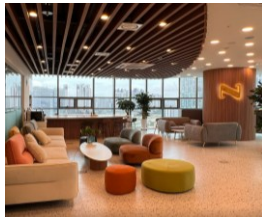
Nordinary Inc Established
Registered Cosmetics
Manufacturer
Certified ISO 9001-14001-22716
Certified Venture Enterprise

2022-23

Broke Ground on N-FAB
(Cheonan)
EVE VEGAN Certified
INNO BIZ Certification

2024-25

N-FAB (Cheonan) Completed
CGMP Certified
Selected Smart Factory Project
Certified Profit-Sharing Enterprise
Designated Talent Cultivating-SME
Excellent SME for Youth Employment



2.0

Change & Innovation

Entering TOP 5 in Domestic Revenue

2026~

Targeting 300B KRW in Revenue,
Expanding Global Business

N-FAB (Cheonan) Expansion Complete (26.05)



3.0

Expansion & Advancement

Towards Cosmetics ODM Unicorn

2028~

Achieve 1T KRW Market Capitalization,
Global Top-Tier ODM

Establish Global Smart Beauty Base (Cheonan Plant 2)



Key Achievements

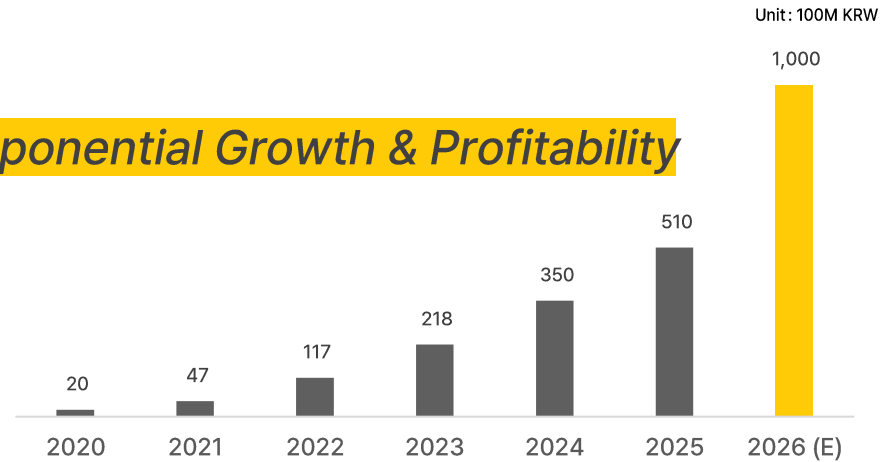
CAGR (5-year)

91%

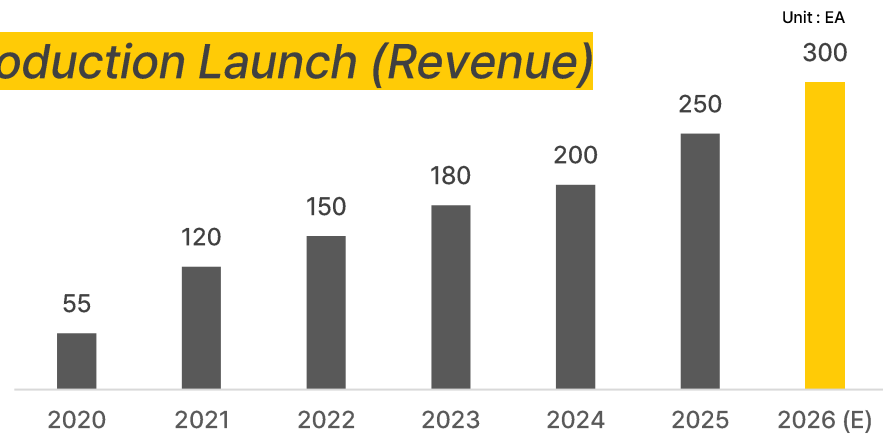
Annual Product Launches

250+

Exponential Growth & Profitability



Production Launch (Revenue)



Our Team

Total Employees

130+



Moonki Baek | CEO
| Founder

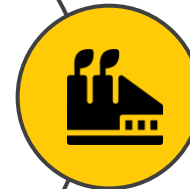
- Ph.D. in Applied Life Sciences, Ajou University
- Cosmetics ODM Expert (25 Years R&D Experience)
- Formerly with Global Leaders (Kolmar Korea, Intercos etc)

*Leading Global K-Beauty
via Corporate Sales Power & Innovative Tech*

- Maximizing lead-time responsiveness for top accounts (e.g., APR)
- Driving mutual growth via strategic acquisition of global new accounts



Sales
Division



Production &
Quality Division



R&D Division

- Core pillar comprising **over 30%** of total workforce
- State-of-the-art Smart Factory Infrastructure

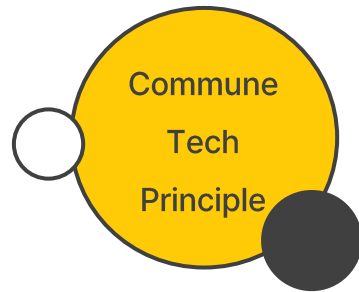
- Secured **High-volume CAPA**
- Ultra-modern, state-of-the-art Smart Factory Infrastructure
- Rigorous, global-standard quality control execution

● ● ————— R&D Capabilities

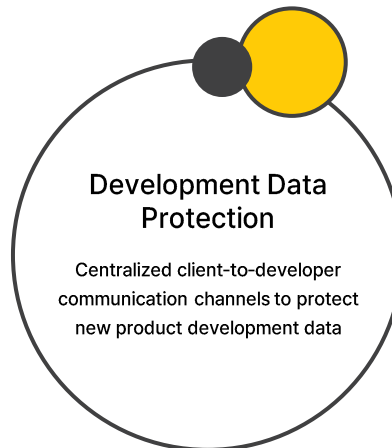
R&D
INNOVATION



R&D Philosophy

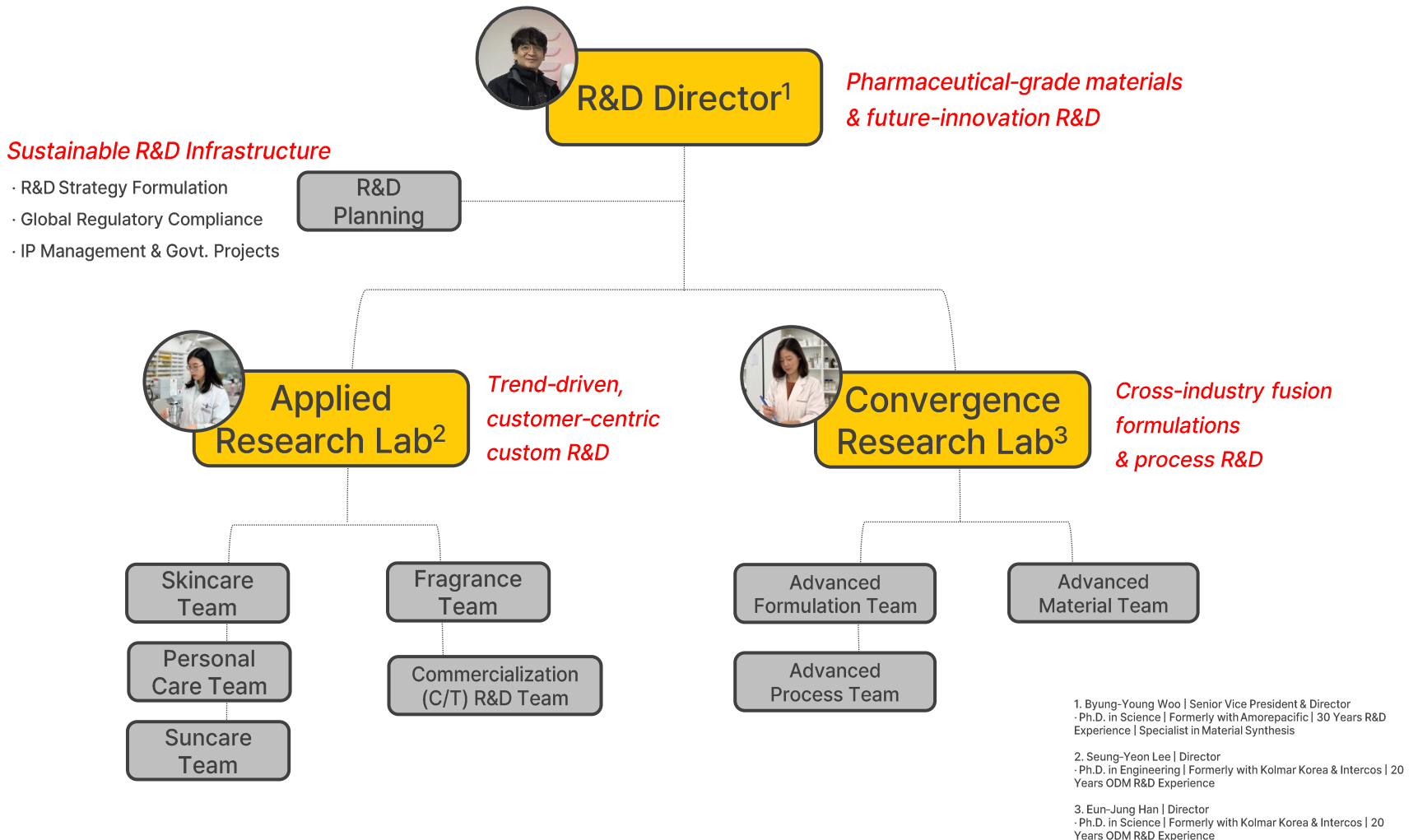


- Never say "it can't be done."
We innovate and explore every way to make it possible.
- We place no limits on development, turning your ideas into reality.
- We don't settle for "good enough" – we double-check to ensure perfection.



R&D Organization

- Unparalleled Manpower R&D structure built on elite talents (Director: 30 years experience; Lab Leaders: 20+ years experience)
- Two-track Portfolio: Strategic approach designed for immediate revenue generation and long-term corporate value growth



R&D Metrics

Proprietary Formulations

1000+

R&D Workforce

30%

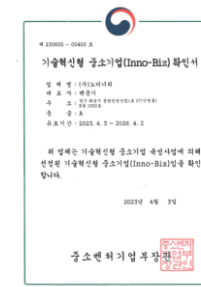
Annual R&D Investment

7%

CERTIFICATION



• Domestic patents for Core Technologies



• Corporate R&D Center, Venture Enterprise, and Inno-BIZ Certifications

Core Technology

Active Max™

Proprietary Technology that
Maximizes Active Concentration For
Visually Proven Skin Efficacy



Key Products |
Medicube Zero Pore One Day Serum & Cream
Medicube PDRN Bubble Cream Serum
Medicube Deep Vita C Ampoule (Patented
Technology Applied)

Sensorique™

Innovative Technology Fusing Raw
Visual Vitality with Premium Sensory
Textures



Key Products |
Torhop Saunan-jälkeinen Salt Mask
BANILA CO Clean It Zero Pig Berry Moisture &
Kiwi Kale Pore Pack Cleanser
Dr. Melaxin Cemenrete Cleansing Clay Balm

Craft Fill™

Visual-maximizing Filling Technology
Adapting Cross-industry Methods
from Food, Pharma, And Biotech



Key Products |
Aprilskin Pink Aloe Pack Cleanser
Medicube PDRN Pink One Day Serum
Dr. Melaxin Cactox Pore Dual Capsule Cream

Core Technology

- ▶ Sales Growth through high-performance, innovative formulations powered by our exclusive R&D (ONLY & NO.1)

High-efficiency peeling
technology that minimizes
skin irritation even with a
high acid content
(ACIDTIGHT™)

#2M+ Units Sold



[Medicube] Zero Pore One Day Serum

High-stabilization
technology using a 3-layer
shield to protect pure
Vitamin C
(VITA C LAYERED GUARD™)

**#Nordinary Proprietary
Patented Tech**



[Medicube] Deep Vita C Ampoule (7days Spot Ampoule)

Real-ingredient technology
that perfectly preserves the
natural texture and fresh feel
of real petals and fruits
(REALNIQUE™)

**#Optimized Multi-
Functional Cleansing**



[Banila Co] Clean it Zero Kiwi Kale Pore Pack Cleanser

● ● Production • Quality System

SMART PRODUCTION



Overview

1) FAB : Blends **F**abulous and **F**abrication facilities. It stands for "Find Advanced Beauty," representing the heart of Nordinary's advanced technical know-how.

▶ NEO FAB¹⁾ | CGMP Certified Manufacturing Facility



Site 81, Seonggeosandan 2-ro, Seonggeo-eup,
Seobuk-gu, Cheonan-si, Chungcheongnam-do

Building Site Area 5,330.7m²
Total floor area 11,807.06m² (B1 – 4F)

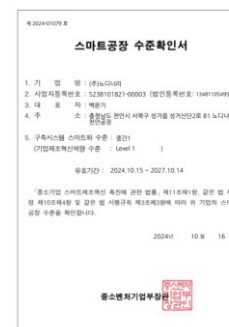
Total 170
Employees Office Staff : 70 (Quality & Production Divisions)
Production Staff : 100 (On-site)



· MFDS CGMP Certified



· ISO 9001, 14001, 22716 Certified



· Smart Factory
Certified



· Certified EVE VEGAN®
Manufacturer

Capacity

Monthly Production Capacity (ton, EA)

500+

5,000,000+

► Bulk Capacity

Weight (kg)	No. of Tanks	Daily Batch	Daily CAPA (kg)	Monthly CAPA (kg)
200	1	2	400	8,800
500	1	2	1,000	22,000
1,000	1	2	2,000	44,000
1,500	2	2	6,000	132,000
3,000	2	2	12,000	264,000
Tot	7	-	21,400	470,800

► Filling Capacity

Equipment	Quantity	Daily CAPA (EA)	Monthly CAPA (EA)	Yearly CAPA (EA)
High-Temp. Filler	Large	1	10,000	220,000
	Small	1	15,000	330,000
Pouch	1	25,000	550,000	6,600,000
Pad	4 Nozzle	1	11,000	242,000
	2 Nozzle	1	8,000	176,000
Mini cell	1	10,000	220,000	2,640,000
Tube	1	20,000	440,000	5,280,000
5 Line Tube	2	25,000	550,000	6,600,000
Dropping Cream	1	8,000	176,000	2,112,000
Standard	8	80,000	1,760,000	21,120,000
Tot	18	212,000	4,664,000	55,968,000

Facilities



· Manufacturing Room



· Bottle & Jar Filling Machine



· Tube Filling Machine



· Pads Filling Machine



· Hot Pouring Filling Machine



· Packaging Lines

Core Competency

- PHASE 1 |
Mass-produced cross-industry tech → Launched global mega-hits, drove massive revenue

Hot Filling
Process
(High-Temp. Filling)

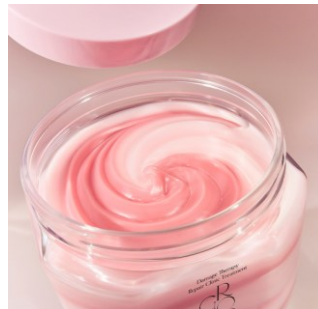
#1M+ Units Sold
Domestically



[APRILSKIN] Carrotene Hydromelt
Cleansing Balm

Multi Injection
Process
(Multi Filling – Food Tech
Adapted)

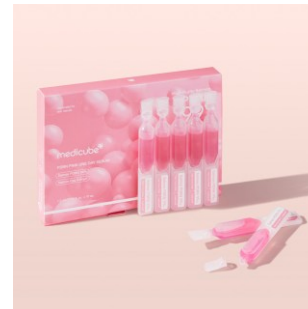
#No.1 Olive Young
Haircare Treatment



[GROWUS] Damage Therapy Repair
Clinic Treatment

Precise Filling
Process
(Precision Filling – Pharma Tech
Adapted)

#50M+ Units Sold
Globally



[MEDICUBE] PDRN Pink One Day Serum

Capsule Drop
Process
(3D Macro-Capsule Filling)

#Hero Product of
US Tiktok's No.1
Brand



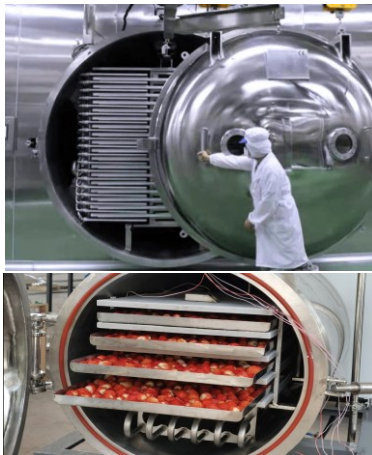
[DR. MELAXIN] Cactox Pore Dual Capsule Cream

Core Competency

- ▶ **PHASE 2 |**
Expanding cross-industry tech & in-house machinery → Leading the next-gen formulation market

Freeze-Drying

(Lyophilization Process – Food & Biotech
Adapted)



**0% Active Ingredient
Degradation**

Precision Tablet Pressing

(Tablet Compression Process – Pharma &
Health Supplement Adapted)



**Innovative Waterless
Formulation**

Hot-Fill Molding

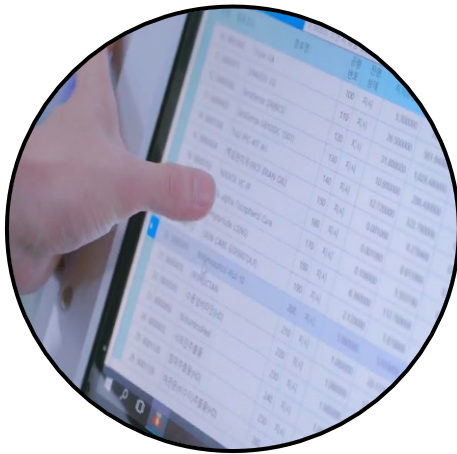
(High-Temp Mold Filling –
Food Tech Adapted)



**Maximizing Visual & Tactile
(Sensory) Impact**

Core Competency

▶ SMART & ECO BEAUTY PLANT



SMARTory
(Smart Factory)

Implementing Smart
Automation Systems



GREENary
(Autocontrol Plant Farm)

Implementing a One-Step
Farm-to-Skin System



ZEROnary
(Net-zero)

Implementing an Eco-
Friendly Ecosystem

Portfolio

Annual Project Volume

300+



SKIN CARE



SUN CARE



PAD &
SHEET MASK



CLEANSING &
PACK



BODY CARE



HAIR CARE

Clients

Total Clients

200+

Long-term partners

50%

medicube⁺ beplain Dr.Melaxin
BEAUTY OF JOSEON rom&nd **Torriden**
Cell Fusion C **KISS**[®] GLOW RECIPE
NEW YORK
Purito NewSelect DEAR DAHLIA
SEOUL
SOMEBYMI Anua **Torhop**[™]
OLIVE  **YOUNG** **BANILA CO** **JUMISO**
SAM'U **Abib** easydew GROWUS

Sales

PHASE 1 | ENERGETIC ND

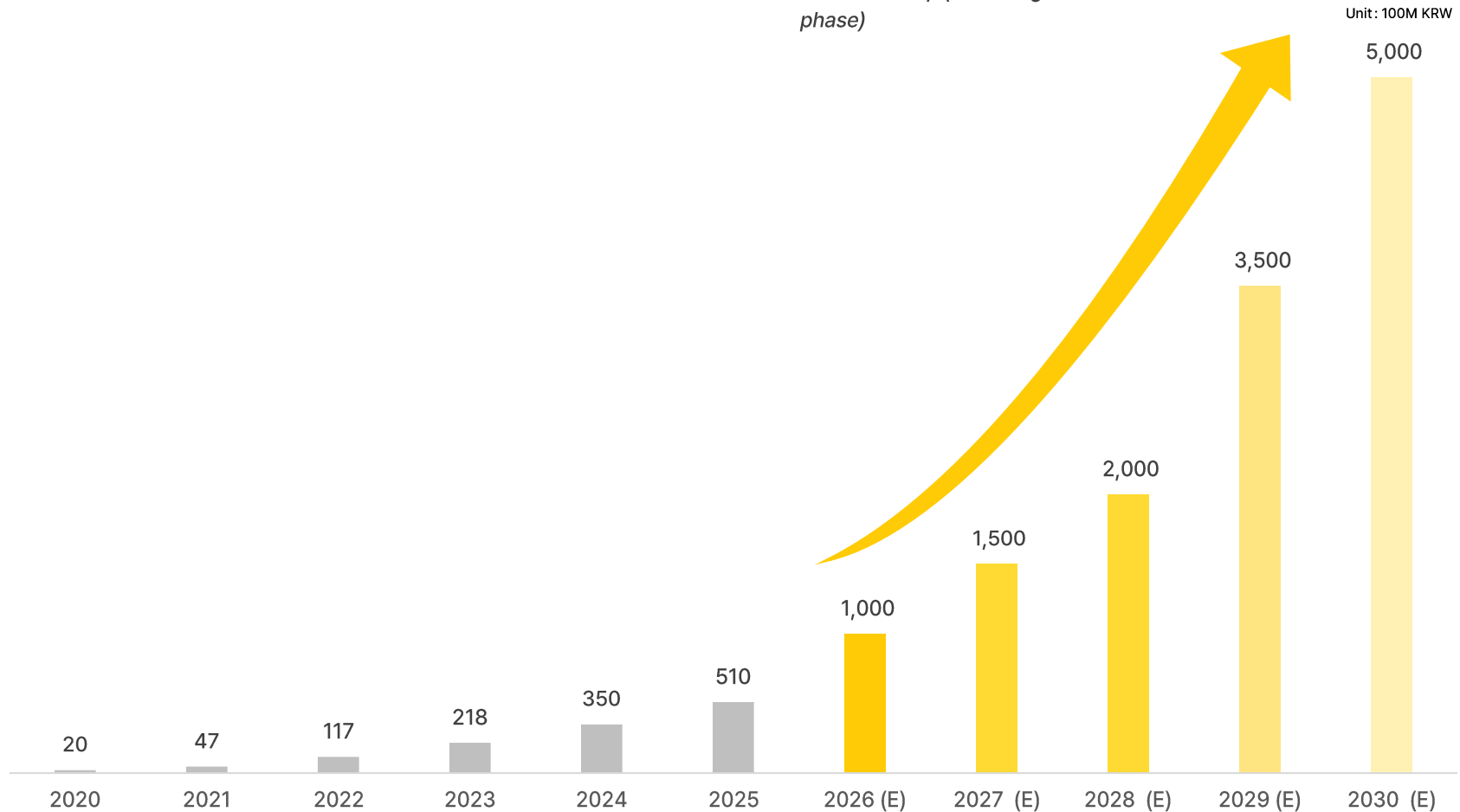
Initial Setup Completed
Reached 50B KRW (~\$35M) in record time

PHASE 2 | DYNAMIC ND

Market Expansion & Diversification
Cheonan Factory 2 Completed
Quantum Leap (J-curve growth phase)

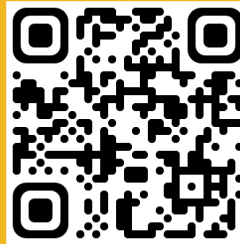
PHASE 3 | INFINITE ND

Reach 500B KRW (~\$350M)
Global Beauty ODM Unicorn



WE COLLABORATE WITH BEAUTIFUL THINGS

contact@nordinary.co.kr



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