



COMPANY INTRODUCTION

---



# Notice

This material has been prepared by SU-Holdings Co., Ltd. to enhance the understanding of investors. It is prohibited to take out, copy, or redistribute this material to others.

the company does not guarantee the accuracy and completeness of the financial information and business performance described in this material and does not take responsibility for updating the contents described as of the date of preparation of this material.



에스유홀딩스|주|

---

# Our Company

---

## A Company That Benefits People with Cutting-Edge Technology

- Biomedical Business
- ICT Distribution Business
- New Business
- New Projects and Investments

## Mission & Vision

### Challenge

We are not afraid of failure and adventure,  
and we are committed to investment and  
development.

### Perseverance

Success does not happen overnight.  
We constantly strive.

### Core value

### Inner Strength

Rather than showy flamboyance,  
we build inner strength.

### Passion

Rather than showy flamboyance,  
we build inner strength.





## Business Goals and Areas

Established in 1979, SU Holdings Co Ltd has contributed to business development through investments in various affiliates.



### Healthy Happiness

We develop businesses that enable people to be healthy through advanced brain treatment devices, digital AI diagnostic devices, and more.



### Virtuous Cycle Management

We create synergy through collaboration and investment with various affiliates.



### Popularization of Cutting-Edge Technology

We aim for the universal use of advanced technology through the purchase and distribution of core IT components.

---

# Biomedical Business

---

## Microbiome

### Business Introduction

#### Next-generation Medical Technology Trend: Microbiome

- Microbiome is a compound word of microbe (Microbiota) + ecosystem (biome), meaning the entire genetic information.
- Microbiome transplantation is different from conventional probiotics transplantation in that it analyzes and diagnoses the microorganisms of the skin and treats intractable skin diseases and creates a healthy skin barrier through microbiome transplantation..
- Microbiome banking technology has the advantage of being able to store healthy skin and use it when needed.

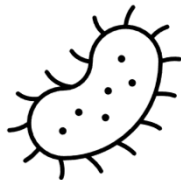
#### Changes in perception brought about by the microbiome

##### Background



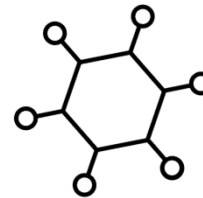
Modern people suffer from intractable skin diseases of unknown cause

##### Past Perspective



In the past, disinfection or sterilization was considered the treatment, leading to the prescription of medicines containing steroids.

##### Current Perspective



From the microbiome perspective, diseases occur due to the absence of microorganisms (beneficial bacteria) or an imbalance between beneficial and harmful bacteria.

#### Skin Microbiome

Approximately 10 billion microorganisms coexist on human skin, maintaining a proper balance of harmful bacteria, beneficial bacteria, and resident bacteria. If the microorganisms that should be present in this skin microbiome are absent or the balance is disrupted, skin diseases or illnesses occur. Therefore, a proper balance of beneficial and harmful bacteria is important for healthy skin.

REJURUB \_ REJURUB

Raw Material Introduction

• DNA is extracted and purified from salmon, which has about 97% similarity to the human DNA structure, and the purified raw material is used in medical devices or cosmetics..

PDRN  
(PolyDeoxyRiboNucleotide)



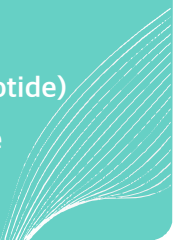
Technological Principle

A substance extracted from the sperm of salmon, the reproductive cells of salmon. It is used as a raw material for pharmaceuticals and cosmetics.

Efficacy and Effects

It has a long residual period in the skin and provides dual repair effects from the surface to the deep layers of the skin barrier, such as skin regeneration, elasticity improvement, whitening, and moisturizing.

PN (Polynucleotide)  
Polynucleotide




Technological Principle

DNA extracted from salmon milt, the reproductive cells of salmon.  
It promotes the metabolic activity of fibroblasts to help dermal regeneration and is used as a raw material for medical devices.

Efficacy and Effects

It has a long residual period in the skin and provides dual repair effects from the surface to the deep layers of the skin barrier, such as skin regeneration, elasticity improvement, whitening, and moisturizing.

HA (Hyaluronic acid)  
Hyaluronic acid



Technological Principle

A type of polysaccharide present in the body, it is abundantly distributed in the skin, joint fluid, cartilage, tears, etc., and contains 300 to 1,000 times its weight in water.

Efficacy and Effects

It prevents moisture evaporation and absorbs moisture. It has effects such as wrinkle prevention, oil-moisture balance control, and strengthening the moisture barrier.



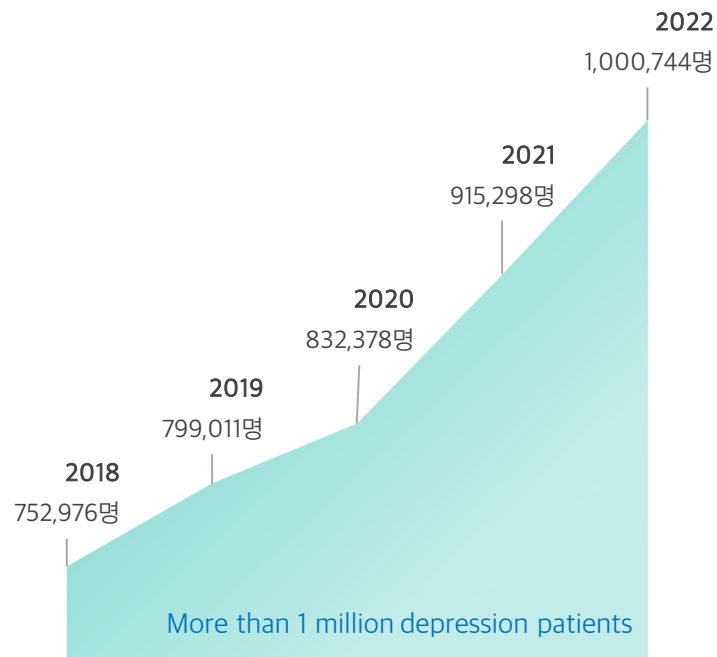
## AI Digital Brain Diagnostic Device

### The Importance of Brain Health Checkups

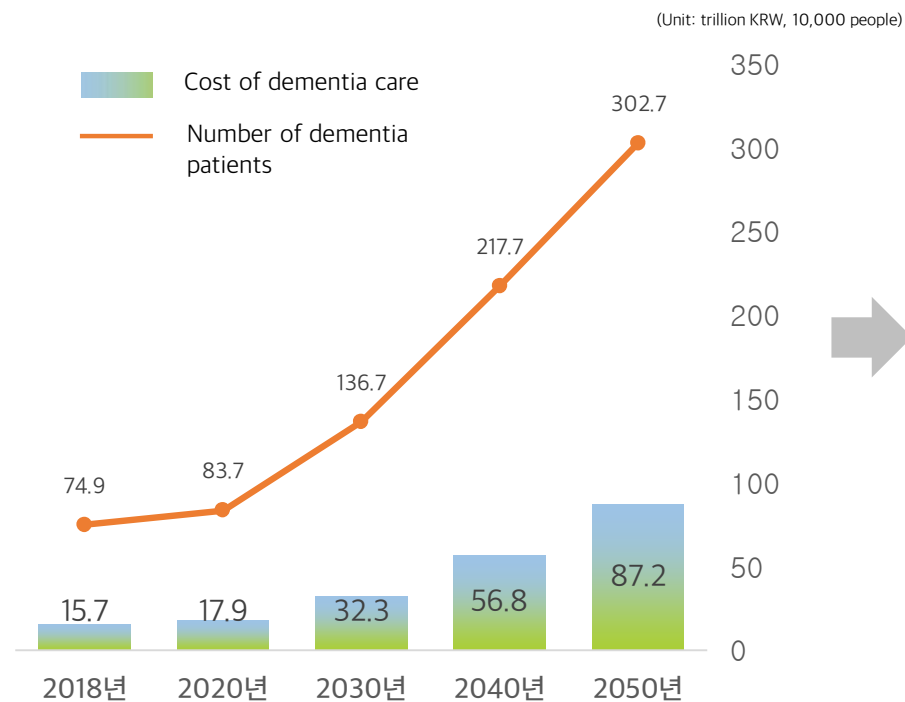
- As the symptoms of brain diseases among modern people increase every year, the importance of preventing brain diseases is increasing.
- We aim to distribute new medical devices targeting the brain health diagnosis market, which is in contrast to the demand for brain health checkups.

Graph of increase in brain disease patients by year

Graph of depression patients by year



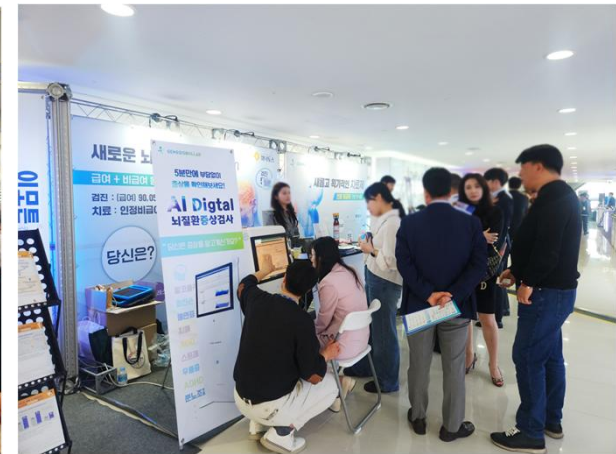
Graph of dementia patients



Brain-related diseases in modern people are on the rise every year.

## AI Digital Brain Diagnostic Tool

### ■ Korean Orthopedic Association Spring Academic Conference & Private Practice Doctors Association Conference



\* Photos from the exhibition participation at the 33rd Korean Private Practice Doctors Association Spring Academic Seminar held on Sunday, March 17, 2024

\* Photos from the exhibition participation at the 68th Korean Orthopedic Association Spring Academic Conference held from Thursday, April 18 to Saturday, April 20, 2024

---

# ICT Distribution Business

---

## Franchise Food Distribution

### Pho Hoa Franchise Distribution

- Pho Hoa is a global Vietnamese noodle soup brand created in 1983 in California, USA by Vietnamese war immigrants.
- We strive to make the best Vietnamese noodle soup for the local taste by adding fresh ingredients grown locally in each country.



### STORY

- Pho Hoa started in San Jose, California in 1983 and is now a global brand with chains in the United States, Canada, Indonesia, the Philippines, Malaysia, Singapore, and Taiwan.
- In Korea, Pho Hoa Korea Co., Ltd. was established in 1998 as a joint venture between the US Pho Hoa headquarters and a local partner and introduced the first Vietnamese noodle restaurant in Korea.
- Our company distributes food ingredients to Pho Hoa and other franchise brands.



## F&B Business - SWEET MONSTER

### Joint Business Agreement with SWEET MONSTER



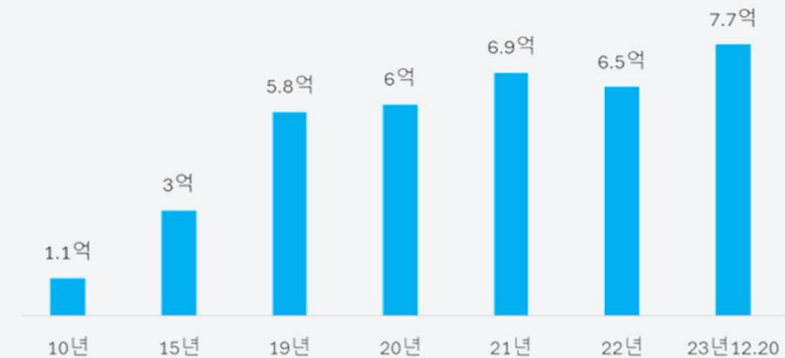
SWEET MONSTER, under the slogan "Life is bitter, Enjoy Sweet," is a brand that creates characters inspired by various desserts such as chocolate, lemon, popcorn, cookies, and cakes. They are developing a business model that combines characters with the dessert industry.



- Launched over 100 SKUs
- Expanded business from snacks to HMR (Home Meal Replacement)
- Exporting to 6 countries (Japan, China, Hong Kong etc.)
- Increased brand awareness through F&B and character identity



김 수출액 추이 (단위:달러)



- Through a joint venture with SU Holdings Co Ltd, SWEET MONSTER is expanding its exports of premium seaweed products such as seasoned seaweed and roasted seaweed snacks, while also leveraging its character identity to enhance its brand image.
- According to the Ministry of Oceans and Fisheries, as of December 20, 2023, the export value of seaweed reached 773 million dollars (1 trillion KRW).
- This was driven by the increasing popularity of K-Food overseas, leading to a rise in the number of consumers seeking Korean products.
- Through this joint venture, the companies will share capital, technology, and experience to enhance productivity, enter new markets, and strengthen competitiveness in existing markets, ultimately maximizing sales.

## Fine Dust Filter Business

### Business Introduction

• With the recent emphasis on reducing air pollutants such as fine dust and greenhouse gases, the importance of ESG (Environmental, Social and Governance) management activities in the private sector is increasing.

By introducing a 'Fine Dust Adsorption Reduction Program', we aim to protect the health of citizens and the natural environment from fine dust, pursuing sustainable development.

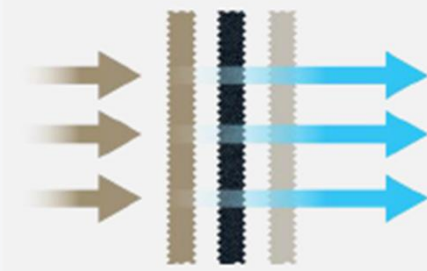


Necessity of Fine Dust Filters

- Fine dust has been classified as a Group 1 carcinogen by the International Agency for Research on Cancer (IARC) under the WHO and is a cause of premature death.
- Fundamental solutions to domestic fine dust sources such as heating, automobiles, and fugitive dust are insufficient.
- There is a lack of countermeasures against pollutants such as fine dust coming from abroad.

#### <Product Technology>

##### Carbon Fabric Mesh

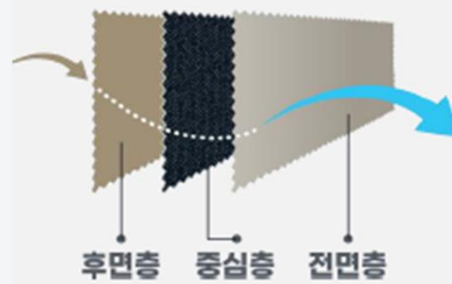


The core technology is a carbon fabric mesh (Carbon Fabric Mesh) activated by nanomolecules, which absorbs and decomposes air pollutants. It is made from natural crops, making it eco-friendly.

— Absorbs and decomposes harmful pollutants in the air through airflow.

#### <Product Function>

##### HOW IT WORKS ?



- Front Layer: Printable, antibacterial, and promotes air permeability.
- Center Layer: Contains a carbon filter that absorbs, stores, and decomposes odors and pollutants.
- Back Layer: Printable, antibacterial, and promotes air permeability.

#### <Delivery>

- The product is supplied to ESG-leading companies, port authorities, and local governments nationwide.



---

# New Business Division

---

## Medical Device - Hemapure Quantum Therapy Device

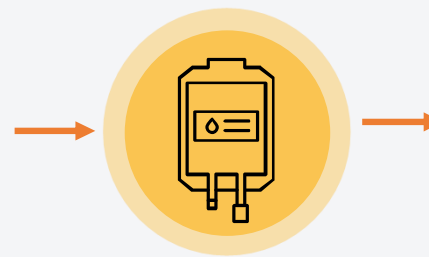
### Business Introduction

• What is Hemapure Quantum Therapy Device? As we age, cholesterol and fat accumulate on the inner walls of blood vessels, causing them to narrow and become cloudy, leading to blood flow disorders and various diseases. To improve this, the Hemapure device is used to purify cloudy blood and then re-inject it to improve blood circulation.

This is a medical device that directly irradiates the blood with optimal ultraviolet rays after drawing blood through an anti-aging treatment that has been prescribed by tens of thousands of doctors in Germany and Europe for over 100 years.



Continued growth through expansion of hospital and clinic marketing



Blood  
collection



### Efficacy and Effects

- Improvement of cerebrovascular disease
- Improvement of cardiovascular disease
- Improvement of hyperlipidemia
- Improvement of liver function
- Improvement of peripheral neuropathy
- Enhancement of immunity
- Improvement of chronic fatigue
- Maintenance of normal blood pressure

## KCBS Small Space Fire Extinguisher

### Business Introduction



## Small Space Fire Extinguisher

### *What is a small space fire extinguisher?*

It is a simple fire extinguisher that automatically detects and extinguishes fires in small spaces. It is an automatic fire extinguisher that operates by automatically detecting temperature changes through a heat-sensing tube on the outside of the product without the need for a separate power source.



In the event of a fire, the extinguishing agent is automatically discharged by temperature or flame, and the fire is quickly suppressed within 5 seconds.

## ASF Diagnostic Kit Business

### ■ Business Introduction

- Palm PCR™ Swine Fever (ASF) Diagnostic Kit Key Features (Ultra-fast COVID-19/ASFV Diagnostic Kit)

Development of a lyophilized premix type diagnostic kit

for ultra-fast diagnosis/high convenience

※Even when used with existing PCR devices (other companies' equipment), the test time is reduced by ½ due to the excellent reagent performance.

1



All components of the PCR diagnostic reagent are prepared as a single mixture for improved convenience.  
There is no need to mix multiple reagents during testing, which increases usability and reduces testing time at the testing site.

2



The reagent is prepared in a lyophilized state for easy storage and shipping.  
It is in a highly stable lyophilized state, so storage and shipping are not difficult.

3



Even when used with other companies' PCR devices, the test time is reduced by 1/2.  
Excellent reagent performance allows for quick diagnosis even when used with other diagnostic devices.



Palm PCR™ Fast COVID-19 Kit



Palm PCR™ Fast ASFV Kit




---

# New and Expanded Businesses

---

Acquisition of a food company

- Recently, with the increase in single-person households, double-income couples, and nuclear families, the consumption of convenience food has increased. SU Holdings Co Ltd is in the process of acquiring Food company and expects sales growth and business expansion accordingly.

Type	Description
	<ul style="list-style-type: none"><li>Specializes in fermented seafood and pickled side dishes</li></ul> <p>Side dish production operate 6 SKUs for Home plus direct purchase, 8 SKUs for E-MART direct purchase, 5 SKUs for Lotte Super direct purchase, 4 SKUs for Lotte Mart direct purchase, 14 SKUs for Homeplus Express direct purchase, and 7 SKUs for Market Kurlly and Coupang Fresh direct purchase.</p>
	<ul style="list-style-type: none"><li>Operates specialty side dish corners in distribution stores</li></ul> <p>Operates 60 stores out of all Home plus stores nationwide</p>
	<ul style="list-style-type: none"><li>Launching new meal kit products</li></ul> <p>Produces 2 types of Home plus meal kits and 8 types of Tasty Nine meal kits, and has the know-how to appeal to consumers' tastes and maximize product quality such as the taste and softness of raw materials.</p>

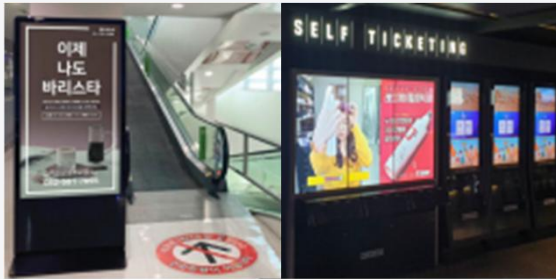


## Investment in advertising and marketing company - LD Media Plus Co., Ltd.

### Investment in LD Media Plus Co., Ltd., an advertising and marketing company.

#### Type

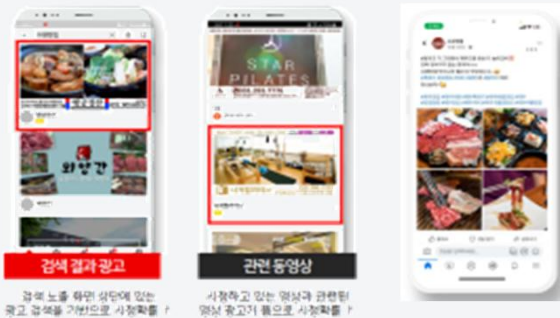
#### Description



#### Outdoor advertising in marts, resorts, etc.

"E-MART LIVE TV, Lotte Mart LIVE TV, Home plus DIDTV, Daemyung Resort DIDTV

Exclusive operation of 1,000 TVs in 300 stores nationwide, telecommunication company media board TV (LGU+), town board TV (KT) nationwide apartment advertising operation, new distribution media such as Home plus checkout UK/FE POS and supermarket in-store supervision kiosk, entrance automatic door and safety pillar wrapping exclusive operation, etc. A main contractor that manages and operates various advertising media in hypermarkets and resorts."



#### Online media advertising

Production of advertising content and expansion of business in online advertising areas such as SNS advertising, portal advertising (Naver, Kakao), YouTube, and Facebook to increase influence as a comprehensive advertising agency.



#### Production of realistic 360-degree VR content

Expansion of new advertising areas through attempts to develop technologies for various VR-based platforms (education, culture, advertising history, preservation, recording tourism, etc.).

## Expansion Business - Social Online Casino Game (Metaverse)

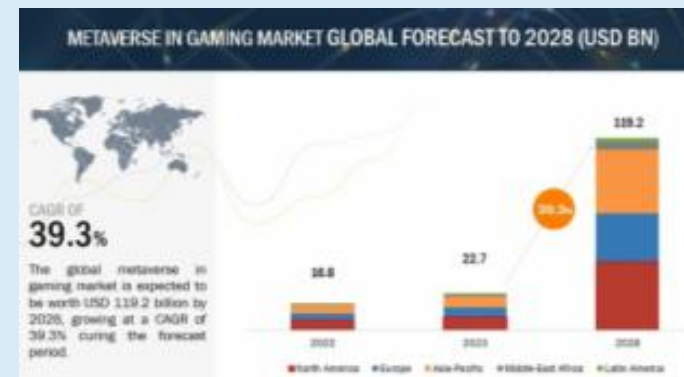
- **Vegastopia**
- Blockchain technology-based metaverse online social casino platform "Vegastopia"

Open service posted from January 3, 2024 (launched in 7 Southeast Asian countries)



### Story

Our company invested 12 billion KRW in Utopia Games, a metaverse game company established in 2021, to secure a 20% stake for business diversification. The invested company is a company established in 2021, and it is a metaverse-based online social casino game created with ultra-high-speed blockchain-based platform technology. It is a game with reliability and transparency that cannot be manipulated by blockchain technology to prevent data forgery and alteration, information leakage through hacking, and internal collusion of companies that can occur in online casinos.



According to the Social Casino Global Market Report 2023, the global social casino market is expected to grow at an average annual rate of 8.2% from "\$6.84 billion in 2022 to \$7.44 billion in 2023 and \$10.1 billion by 2027."



**THANK YOU**  
**COMPANY INTRODUCTION**