



Organically Grown Cheonnyeoncho from Cheongok-san, Pyeongchang, Gangwon Province
Pyeongchang Cheongoksan Cheonyeoncho Agricultural Cooperative Corporation

Pyeongchang Cheongoksan Cheonyeoncho (Korean Cactus)

01 Company Overview

평창청옥산천년초
영농조합법인

| N A M E : Pyeongchang Cheongoksan Choenyeoncho Agricultural Cooperative

| Established : August 16, 2016

| C E O : Kyunghee Kim

| HeadOffice : 61-61 Surijae-gil, Mitan-myeon, Pyeongchang-gun,
: Gangwon-do, Korea

| SeoulOffice : 8, Songpa-daero 40-gil, Songpa-gu, Seoul, Korea

| S a l e s : KRW 1 billion (as of 2024)



02 Company Milestones

평창청옥산천년초
영농조합법인

• 2016

- Established Agricultural Cooperative Corporation
- Launch global online sales in the US and Japan
- Completed the Cheongoksan raw material farm in Mitanmyoen, Pyeongchang

• 2017

- Participated in the NY exhibition
- Began online mask pack sales in Japan and the US

• 2020

- Received the Minister of Agriculture, Food and Rural Affairs Award
- Introduced the Rapha Peri Serum

• 2022

- Achieved ISO 22716:2007 GMP certification
- Obtained Organic certification for the Cheongyeoncho farm
- Won the Minister of Trade, Industry and Energy Award

• 2023

- Selected as a Global Small Leader Enterprise 100+ (by the Ministry of SMEs and Startups)

• 2025

(Projection)
Export to 20 countries,
The US, Japan, Southeast Asia,
The Middle East, Europe,
And South America

03 Cultivation Environment & Key Strengths

Exceptional Climate

- Cold and Dry Climate
 - Naturally low pest pressure, enabling minimal pesticide use
- Genuine winter dormancy
 - Remarkable cold resistance and vigorous growth
- Eco-friendly, organic farming practice
 - The ideal conditions promote organic certification



Pristine Highland Advantage

- Significant day and night temperature shift
 - Amplify antioxidant compounds such as polyphenols and flavonoids in stress conditions
- Unique mountain air
 - Extremely pure air with low fine dust levels, guaranteeing clean raw ingredients



Superior Soil & Water Resources

- Granite based, well drained soil
 - Optimizes root development and nutrients absorption for the Korean cactus
- Spring water from Odaesan Valley
 - Abundant mineral rich water nurtures healthy growth



Main Benefits of Korean Cactus



Outstanding for Anti-aging

Antioxidant properties for Anti-aging and cellular protection



Blood sugar management

Excellent for diabetes care (superior to ginseng)



Promotes healthier Cholesterol levels

Improve overall lipid profiles



Delivers powerful anti inflammatory benefits

Anti inflammatory benefits from betain and beta-carotene compounds



Supports joint health

Abundant calcium and magnesium, aiding osteoporosis prevention



Enhance skin health

Generous vitamins and minerals, accelerating wound healing and vitality

4 Technological Edge of Cheongoksan Choenyeoncho

평창청옥산천년초
영농조합법인

Global Standards
safety and quality
management
system



FSSC22000

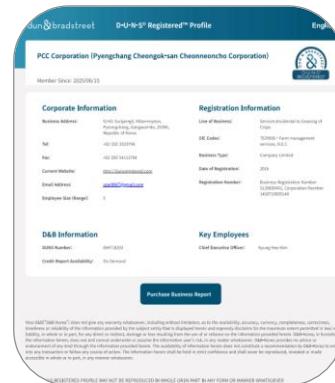


ISO22716:2007



ISO45001:2018

Recognized global
credibility as a
D-U-N-S registered
company



694718203

Eco-friendly and
ethical consumer
certification



NON GMO



Organic agricultural products



VEGAN

Certified global
entry into
cosmetics and
food market



EURO CPNP



EAC

Overseas market entry enabled by compliance
with global standards

Addresses the latest consumer trends : ESG, health
and ethical consumption values for global customers

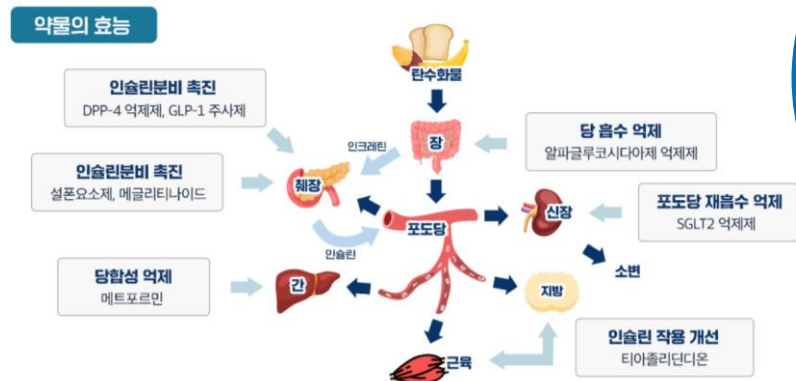
High market adaptability : flexible product portfolio
for both food and beauty segment

Transforming Korean cactus into premium global cosmetics and food brands

Evolving into a world-class leader of distinguished products

- Inhibiting sugar absorption and controlling blood sugar levels
- Suppressing glucose and fat synthesis
- Developing new anti-diabetic agents from cactus to improve insulin function

Anti-Diabetic Compound Deiscovery & New Drug Development

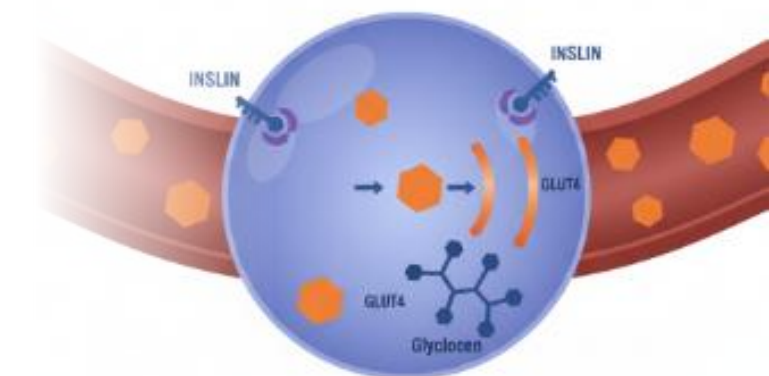
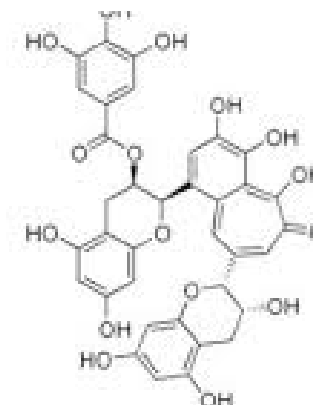
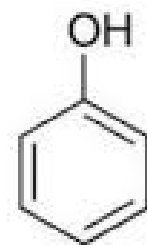


Anti-Diabetic Substance Development

- Certification of new cactus-derived anti-diabetic substances
- Securing safety licensing for food and pharmaceutical products
- Advancing to clinical trial stages

Plant-based Probiotics Strain Development

- Isolating plant based derived probiotics for cactus
- Harnessing probiotics for new product lines
- Expanding to global health food and pharmaceutical market with innovative ingredients



06 Products Categories of Cheongoksan Choenyeoncho

화장품 Cosmetics



Premium skincare line developed by Pyeongchang Cheongoksan
Korean Cactus Agricultural Cooperative

건강식품 Health functional foods



Health food range from Pyeongchang Cheongoksan
Korean Cactus Agricultural Cooperative



Rapha Peri Korean Mask Pack

A Clean mask pack formulated with 97% Korean cactus extract



Deep
Hydration



Calms skin
irritation



Soothes
sensitive skin



Focused care
for delicate skin

Ingredient Ratio

Mandarine &
Lavender
extract

3%



Korean
cactus extract
97%



Rapha Peri Korean Cactus Serum

Formulated with 85% cactus extract, this clean serum delivers calming, dehydration and balance for the skin all at once



Soothes
and calms



Deep
moisturizing



Intense
hydration



Maintain skin's
Oil-water balance

Ingredient Ratio

Lavender
Extract



Korean
cactus extract
85%





Rapha Peri Korean Cactus Sunscreen

All in one suncare combines UV protection and skin calming benefits with 85% Korean cactus



SPF 50+
PA +++



Deep
moisturizing



Prevents
white Cast
and eye irritation



Maintain skin's
Oil-water balance

Ingredient Ratio

Lavender
Extract



Korean
cactus extract
85%



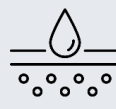
Korean Cactus Soap line



Ingredient Ratio

- Contains Korean Cactus extract
- Free from artificial colors and chemicals

Korean Cactus Soap

-  Moisturizes and hydrates
-  Soothes and calms the skin
-  Controls excess oil



Ingredient Ratio

- Contains natural pine needle extract
- Free from synthetic surfactants

Pine Needle Soap

-  Removes excess oil and impurities
-  Ideal for men and oily skin
-  Deep pore cleansing



Rapha Peri Alpha

A premium functional health food that harnesses pine needle extract and over 130 plant ingredients for powerful antioxidants and enhanced immunity



Removes free
radicals



Enhanced
antioxidant
action



Boosts
Immunity



Maintains
internal
balance

Ingredient Ratio

- Primarily composed of pine needle extract and over 130 plant based ingredients
- Enriched with vitamins and antioxidant compounds



Cheongoksan Cheonyeoncho

100% Cheongoksan Cheonyeoncho concentrate

A premium health drink for antioxidant support for fatigue recovery



Enhance recovery
From fatigue and
strengthens immunity



Boost antioxidant
activity



Supports healthy
blood circulation



Helps maintain
hormone balance

Ingredient Ratio

- No added sugar or additives
- Pure concentrate using only natural raw ingredients



Cheonyeoncho Fruit Extract

A convenient antioxidant stick packed with the full nutrition of cheonyeoncho



Boost immune strength



Supports recovery from fatigue



Promotes healthy
Blood circulation
in the gut



Helps maintain
Internal balance

Ingredient Ratio

- No Sugar, no additives
- Pure concentrated natural ingredients



Cheonyeoncho Powder

Natural superfood you can easily enjoy 100% Cheonoksan Cheonyeoncho



Supports antioxidant
Protection

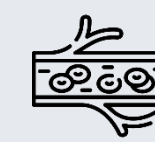
풍부한 폴리페놀 함유



Boost
immune health



Aids in eliminating
Bodily waste

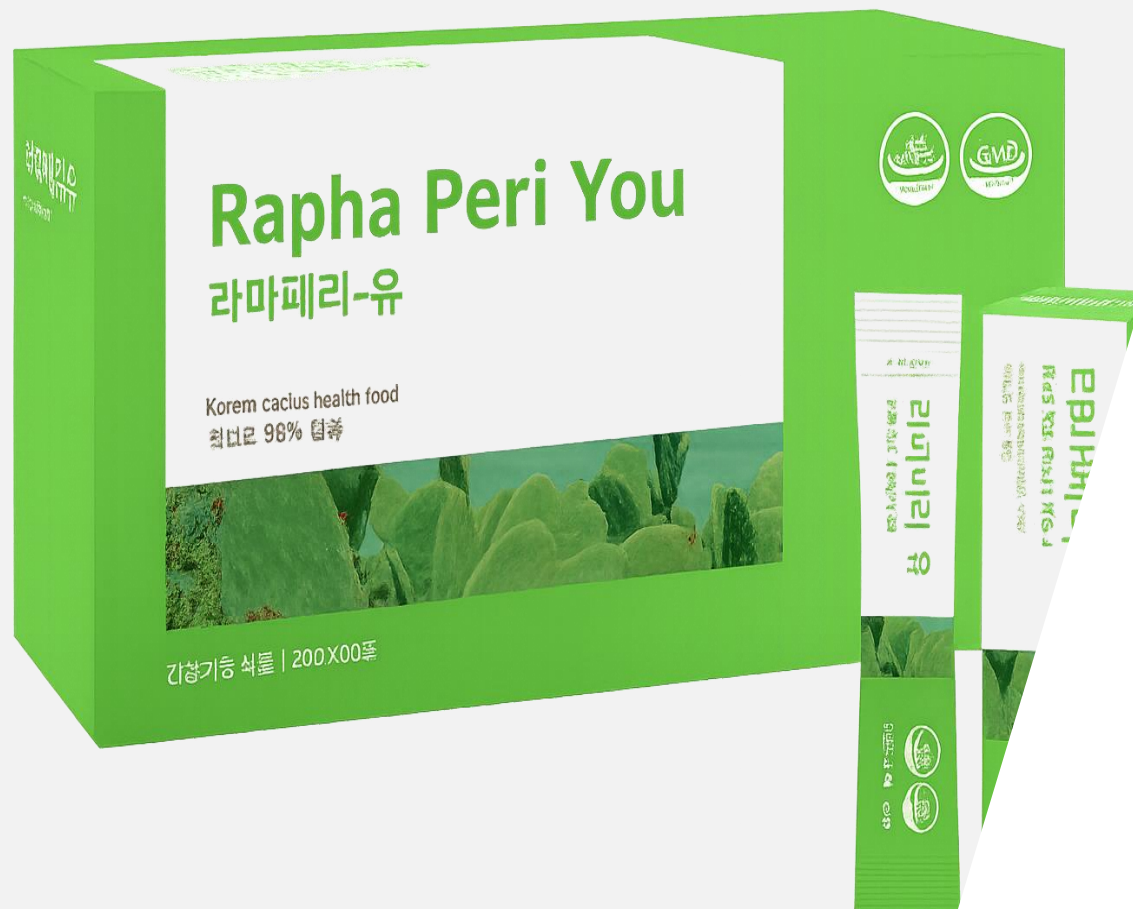


Promotes healthy
Blood circulation

Ingredient Ratio

- Made with 100% pure raw cheonyeoncho
- No additives, no artificial coloring
- Freeze-dried and power-form for maximum nutrition





Rapha Peri You

A convenient wellness drink with over 85% cheonyeoncho lactic acid bacteria to support digestive health and immune balance



Improve gut
environment



Strengthen
immune
defense



Aids fatigue
recovery



Boosts vitality

Ingredient Ratio

- Contains more than 85% cheonyeoncho extract





Pyeongchang Cheongoksan Cheonyeoncho Noodles

An immune boosting functional food nurtured by natural antioxidants



Antioxidant
benefits

폴리페놀, 플라보노이드 풍부



Supports healthy
blood sugar levels



Supports healthy
Cholestrolol
management



Enhance skin
and immune
wellness

Ingredient Ratio

- Contains more than 85% cheonyeoncho extract



09 Cheongoksan Cheonyeoncho Product Line

평창청옥산천년초
영농조합법인

화장품 Cosmetics

Skin Care



Cleansing



Sun Care



건강식품 Health functional foods

Health Care



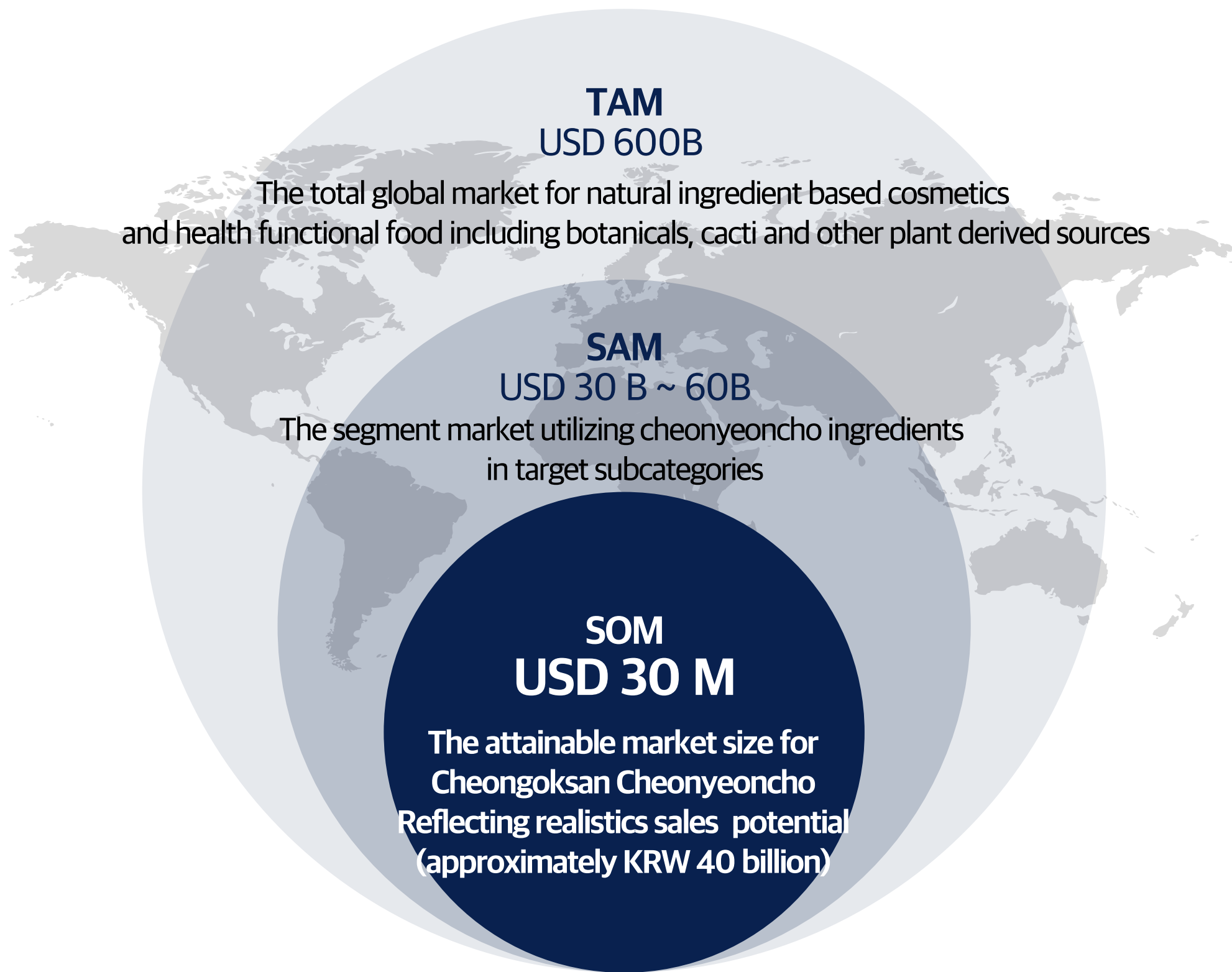
Granule/Powder



Daily Food

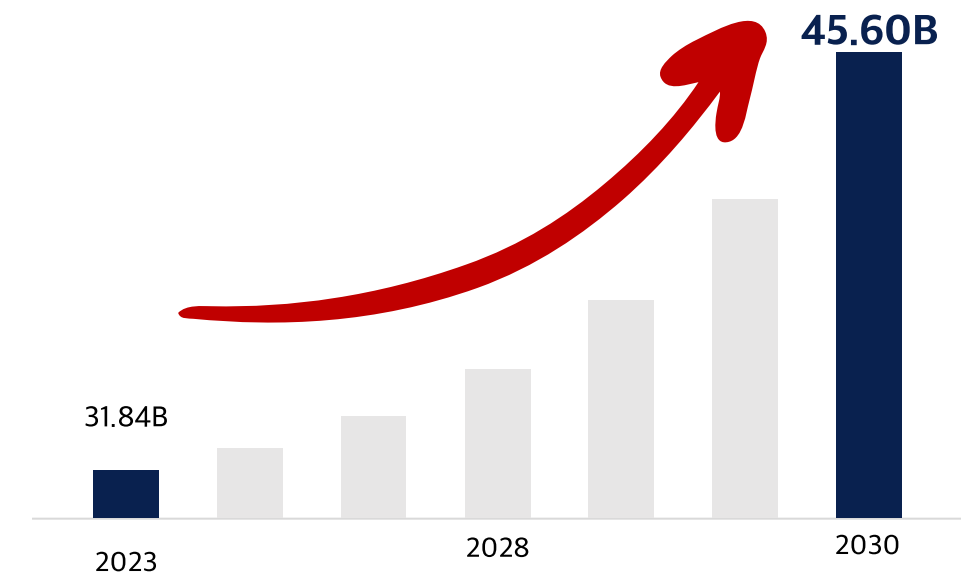


10 Industry Trends & Market Analysis



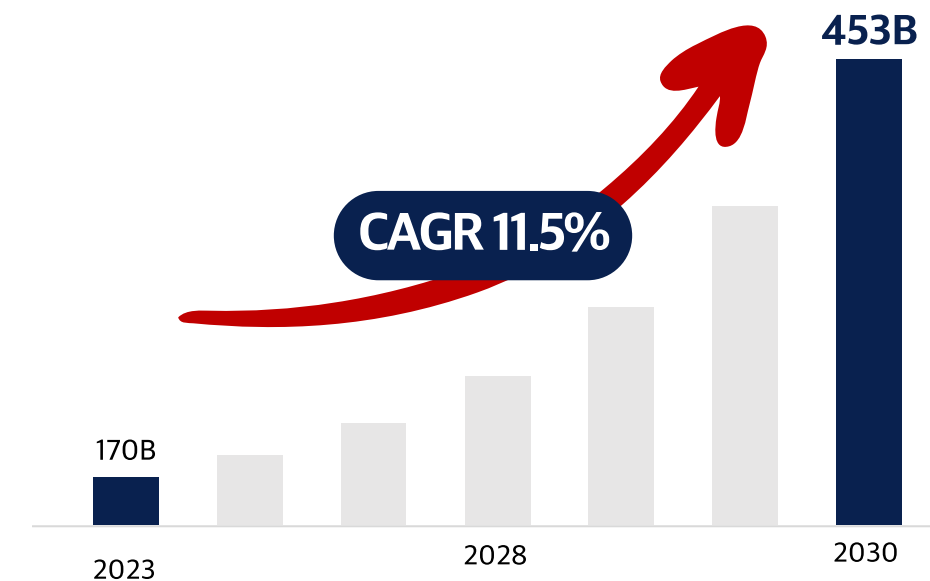
Global Natural Ingredient based Cosmetics Market

Unit : Billion USD



Global Natural Ingredient based Food Market

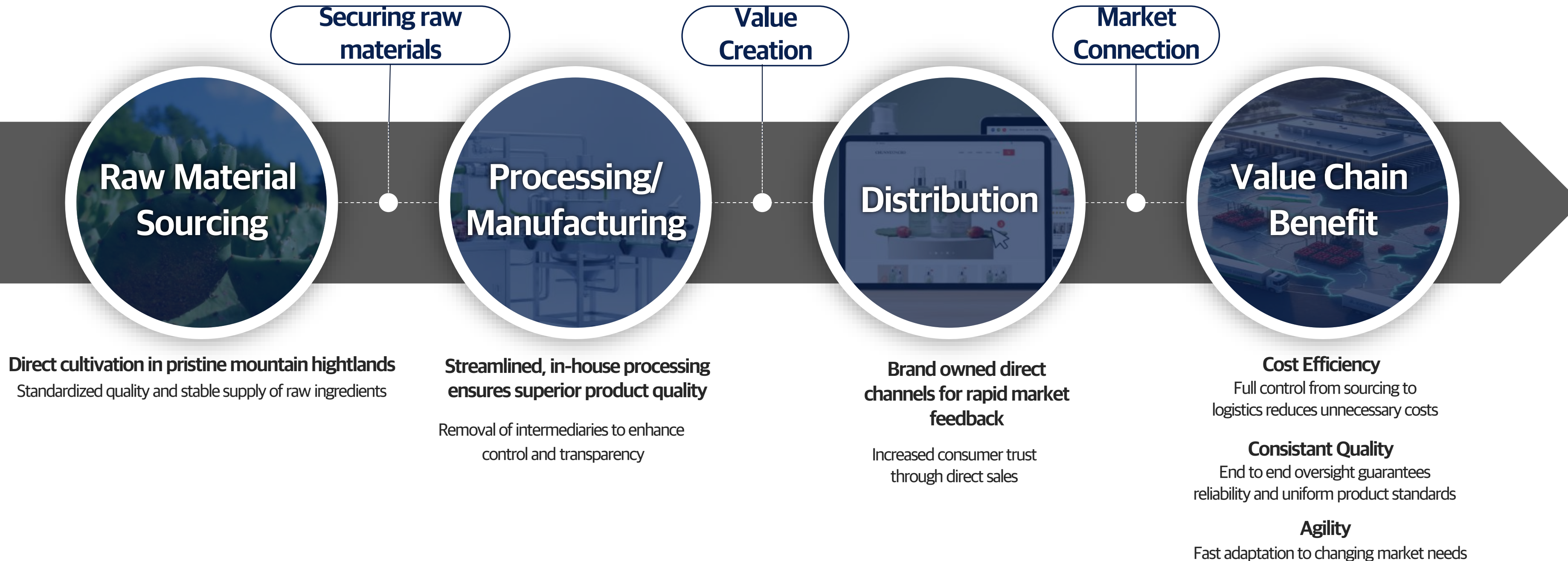
Unit : Billion USD



Distinct Competitives Edge of Cheongoksan Cheonyeoncho

From raw ingredient cultivation to processing and distribution,
a fully integrated value chain to ensure quality, trust, and speed at every step

Seed-to-Consumer Vertical Integraion



12 Cheongoksan Cheonyeoncho Growth Strategy



- Develop and expand the derma- cosmetics division to meet rapid growth
- Strengthen products lines and introduce new brand offerings

Refine and Establish
RaphaPeri
Brand Identity

Early Stage

Launch a variety of
new products
aligned with
evolving consumer
needs and
market trends

Middle Stage

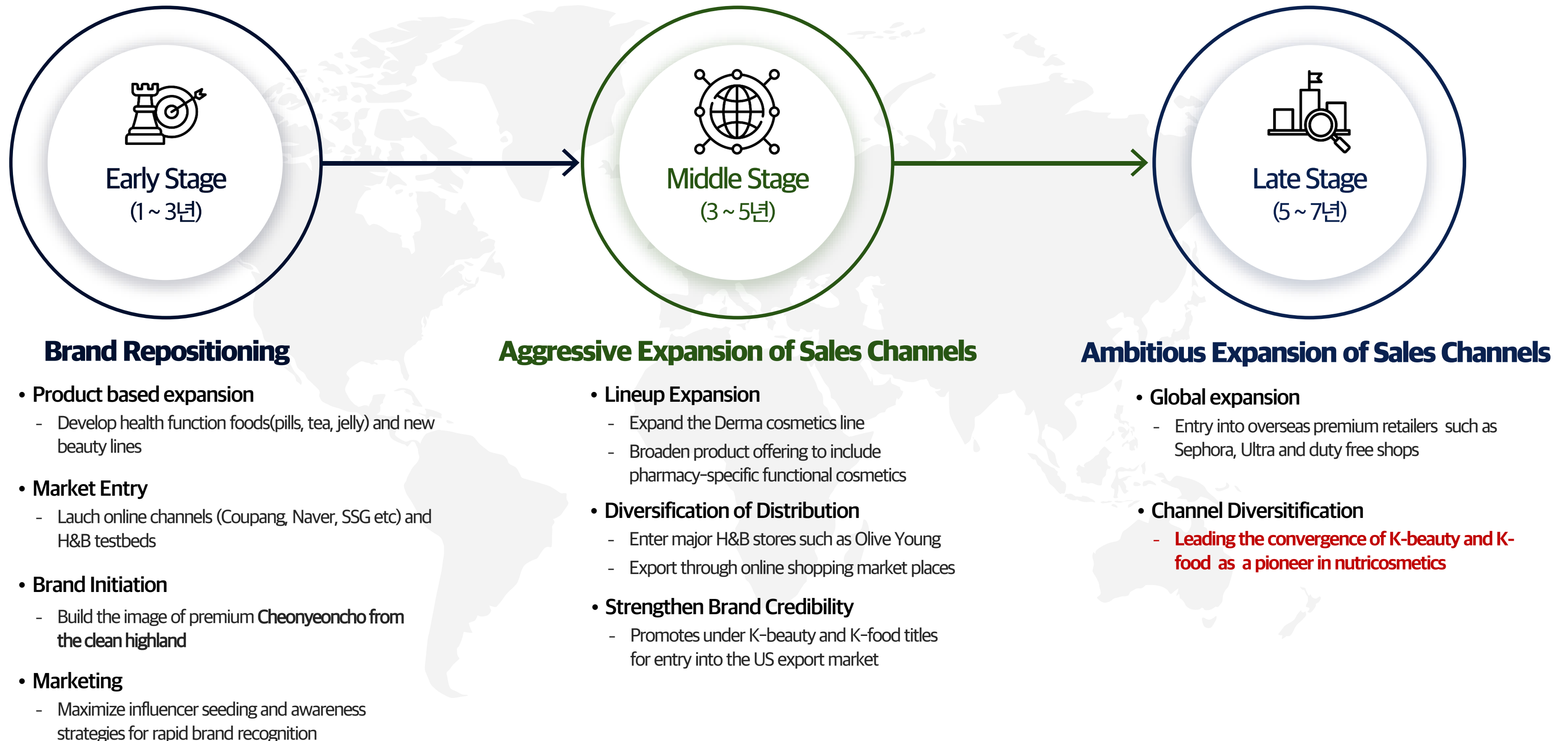
Evolving into a
global brand by
reinforcing existing
markets and
expanding exports

Late Stage

- Scale up via local entities, strategic partnership with major offline companies, and aggressive market entry
- Secure market share through tailored strategies for each region and country, leveraging major online and offline sales channels

- Embrace the latest trends in clean beauty (cosmetic + food integration)
- Move toward a sustainable beauty company through ongoing rebranding
- Build a brand that resonates with transparency, ESG values and limitless community engagement

12 Cheonoksan Cheonyeoncho Growth Strategy



Under the latest trend driven rebranding, we are repositioning as a

Sustainable Beauty Company

TO BE

AS IS

Functional products centered on “good ingredients”

Focused on 100% vegan recipe and plant based ingredients

Mainly online and domestic distribution

Limited brand awareness and channel reach

Product portfolio expansion

+

Channel diversitification

+

Strengthen Brand Credibility

+

Building a foundation for sustainable growth

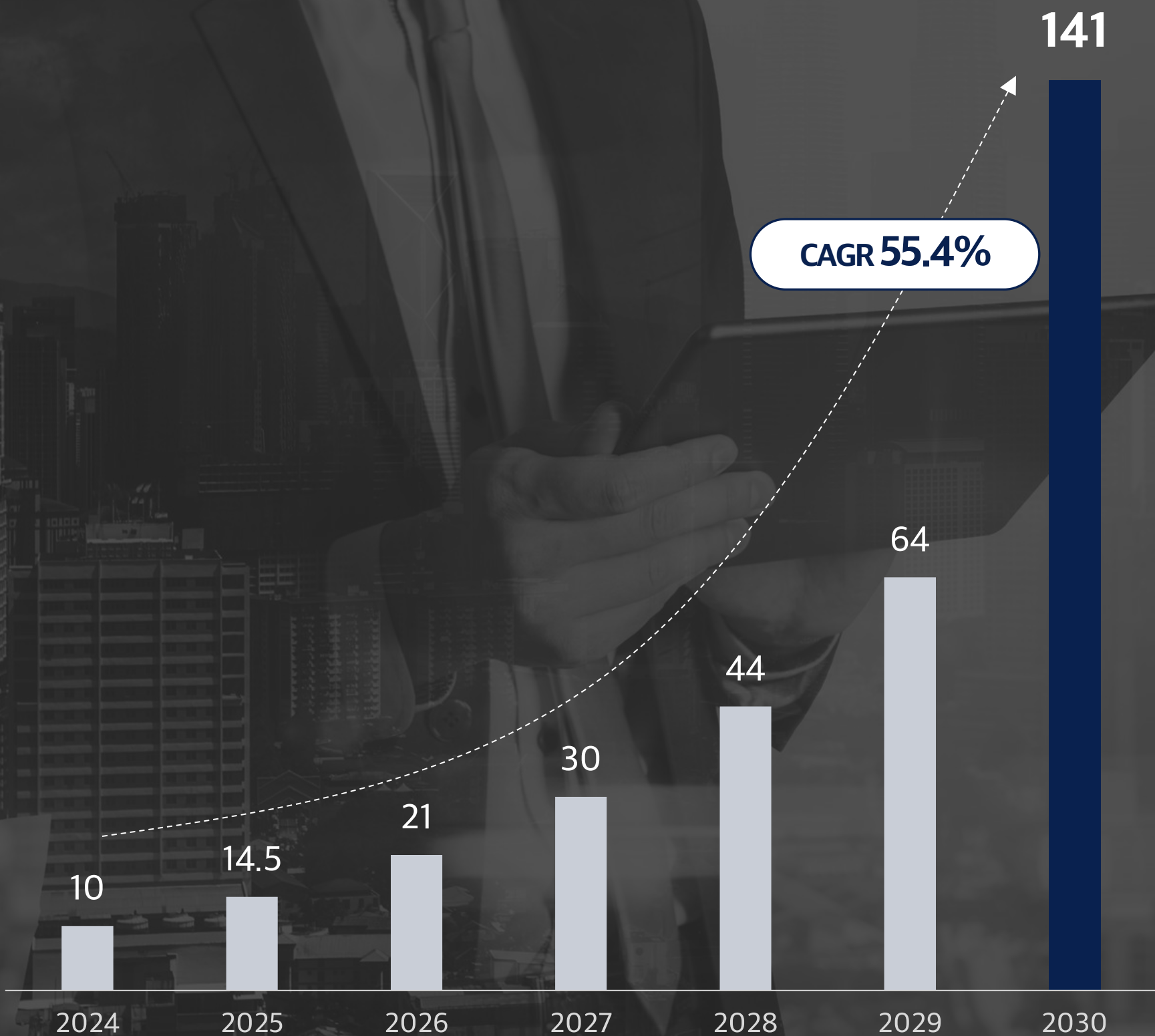
Functional derma-cosmetics based on naturally derived high quality ingredients

Vegan and conscious beauty practices that emphasize ethical and sustainable production

Diversified global retail through online, H&B, and duty free channel

Expansion of global K-beauty and K-food convergence brands(Nutri Cosmetics)

14 Revenue Projection



단위: 억 원



Market Demand Validation

- Fast feedback for both food and cosmetic product categories
- Growing demand for health functional foods and natural ingredients



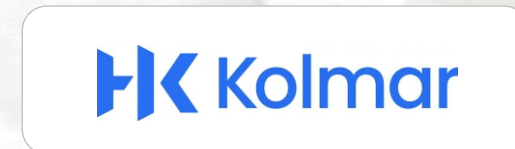
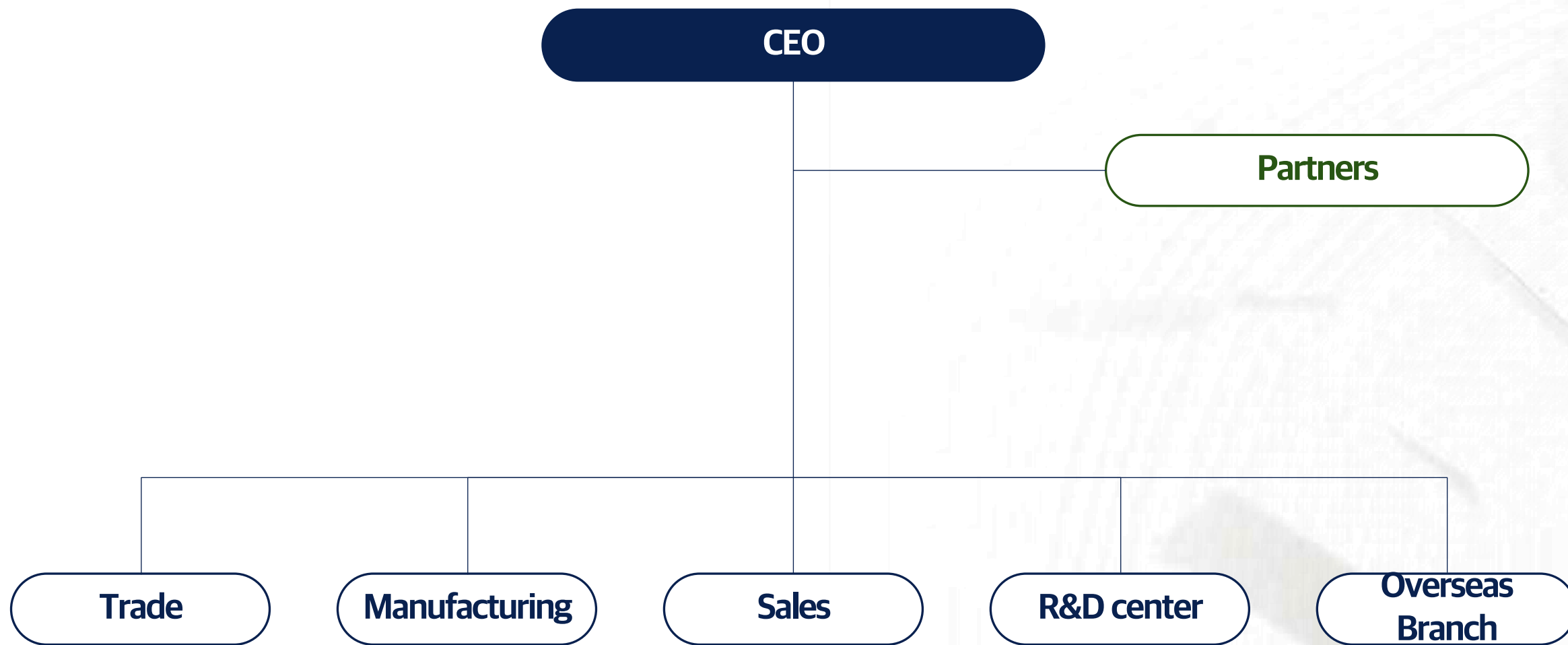
Scale-up Strategy

- KRW 3 billion in 2027, surpassing KRW 6.4 billion by 2029
- Reflecting global and multi-category expansion effects by 2030



Investment Appeal

- High value potential, differentiated raw materials, and an integrated value chain
- Potential for explosive revenue growth through product diversification





Pyeongchang Cheongoksan Cheonyeoncho

Thank you

평창청옥산천년초
영농조합법인

