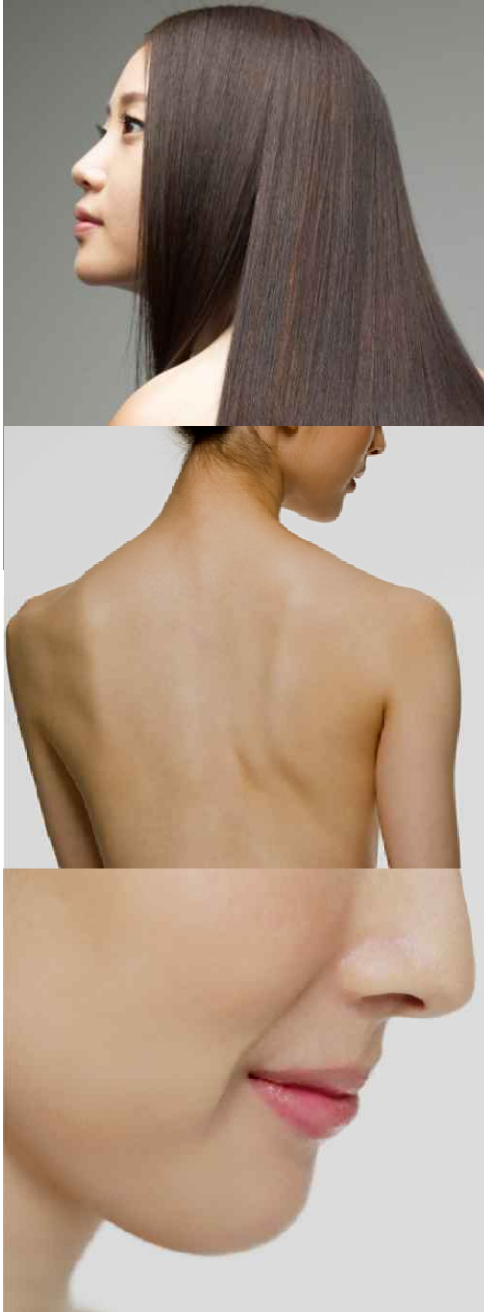


A misty forest of tall pine trees. The trees are dark green and stand against a light, hazy background. The overall atmosphere is serene and natural.

DOORI COSMETICS

The completion of Healthy beauty with medicinal herbs



Health & Beauty

“Beauty starting from health”

Quality · Nature · Oriental · Humanism · Original · Care

Based on the craftsmanship to offer excellent quality cosmetics after being founded in 1998, Doori Cosmetics has set human health as the standard for true beauty and continuously worked on protecting such beauty based on oriental medicine that integrates the health of nature with humans. We have ceaselessly conducted studied and worked on cosmetic product research while thinking about the health of customers and to provide reliable products, and based on this, we will develop into a global company that spreads eastern beauty to the world.



Together

**Better tomorrow for all of us.
Tomorrow will be happier with all together.**

We would like to thank everybody who gives DOORI affection, attention, and words of advice. We assume that DOORI has been able to achieve popularity thanks to the encouragement and interest of all customers and care of many partner firms as well despite the short brand history of DOORI COSMETICS' DAENG GI MEO RI. We hereby would like to promise you all to become a company in the future which meets the grand satisfaction through quality products and thorough A/S services based on 'win-win' philosophy for everybody's happiness and together with the motto of 'Customer First Business'.

Lee Boun Su

C.E.O. & President

DOORI COSMETICS CO., LTD.

Original 1998 ~ 2010

1998	<p>May. • Established DOORI COSMETICS INC.</p> <p>Nov. • Business permit for manufacture of cosmetics (Permit No.180)</p>			
1999	<p>Dec. • Launched DAENG GI MEO RI Hair Tonic</p>			
2001	<p>Apr. • Exported Ginseng Shampoo to Netherlands</p>			
2003	<p>June. • Selected as "Power Brand" by Daily Sports Newspaper</p> <p>July. • Certified ISO9001</p> <p>Nov. • Selected as "Hit Product"(DAENG GI MEO RI Hair Tonic) by Hankook Ilbo Newspaper</p>			
2004	<p>Jan. • Incorporated into DOORI COSMETICS CO., LTD.</p>			
2005	<p>Dec. • Patents application in Europe, U.S., Japan, and Korea</p> <p>Jan. • Invention patented (No.0469658)</p> <p>Feb. • Trademarks registration of DAENG GI MEO RI Shampoo, DAENG GI MEO RI Simbidium Essence, DAENG GI MEO RI Real Hair Clinic</p> <p>Nov. • Exported DAENG GI MEO RI New Gold to Japan</p>			
2006	<p>Oct. • Invention Patented (No.10-0638558)</p> <p>Nov. • Exported Daenggi Meori Energizing Shampoo Gold to U.S.</p> <p>• Certified Venture Business</p>			
2007	<p>May • Trademarks registration (Jinyoon, Aerin, Soyoonjin, Soyoon, Dajiun)</p> <p>Aug. • Launched Brand of Jasaengyeon of women's basic skin care</p> <p>Oct • Transferred to a newly constructed Building of Doori Cosmetics</p> <p>Dec • Patented Skin Cleansing Compound (No.10-07900808-00-00)</p>			
2008	<p>Jan. • Patented Herbal Hair Restorer Compound (No.10-0802192-00-00)</p> <p>Mar. • Awarded the 1st Place among Best Brands by Cosmetics Newspaper (March 19, 2008)</p> <p>• Placed in the 1st in the market of 2007</p> <p>• Launched Daenggi Meori New Gold Premium</p> <p>Apr. • Groundbreaking of Doori Cosmetics Logistics Center</p> <p>May • Business Permit for manufacture of Quasi-Drugs (No. 936)</p> <p>June. • Established Doori R&D Center</p> <p>• Certified INNO-BIZ Firm (Technology Innovator)</p>			
2009	<p>Feb. • Expansion and Reorganization of Doori Headquarters in Seoul</p> <p>Mar. • Launched "Hanolim" for Beauty Salons</p> <p>• Started Hyundai Home Shopping Sales</p> <p>• Designated Top 1 % Value Brand of Korea and Rising Star of 2009 by KMAC (Korea Management Association Consulting</p> <p>• Designated Consumer Rating No.1 Herbal Shampoo by Korea Consumer Agency</p> <p>May. Consumer Agency</p> <p>June. • Started Lotte Home Shopping Sales</p> <p>Oct. • Awarded "Grand Prize of Brand of the Year" by Consumer Forum of Hankook Economic Newspaper</p> <p>Nov. of Hankook Economic Newspaper</p> <p>Dec. • "Awarded Trademark "GH"</p> <p>• Awarded "Hit Product" by Maeil Economic Newspaper</p>			
2010	<p>Apr. • Participated in Cosmetics Exhibition, Cosmoprof Bologna, Italy</p> <p>• Awarded Grand Prize among Korea Representative Brands in Hair Loss Prevention Herbal Shampoo</p> <p>Sep. Hair Loss Prevention Herbal Shampoo</p> <p>Oct. Launched Daenggi Meori "Jingi" for Home Shopping Sales</p> <p>Nov. • Award Grand Prize of Korea Ethical Management</p> <p>• Won Grand Prize of Brand of the Year, in 2 consecutive years</p>			

Original 2011 ~ 2018

2011	Mar.	• Participated in 2011 COSMOPROF WORLDWIDE BOLOGNA	2014	Jun	• Held 1st Seocho-gu Employee Band Festival together with DAENG GI MEO RI
	Apr.	• Launched Women's Basic Cosmetics "Jasaengyeon"		Sep	• Doori Cosmetics industry-academic cooperation joint research MOU signed
		• Awarded Grand Prize among Korea Representative Brands 2 years in a row		Oct	• '2013 Bran of the Year_ awarded 5 years in a row
	Jul	• 13th anniversary of Doori's Foundation			• Cho Hea-Kyong appointed as CEO of Doori Cosmetics
	Aug	• 2011 Korea Ethical Management Award (2 straight years)		Apr	• 2014 Korea Brand Award_5 years in a row
2012	Sep	• Participated in domestic COEX International Oriental Medicine Expo	2015	Sep	• Brand of the Year Award (6 straight years)
	Oct	• 2011 Brand of the Year Award (3 straight years)		Nov	• 'DAENG GI MEO RI' Watsons Best Selling Item of the Year award
	Nov	• 2011 Korea Brand Award Minister of Knowledge Economy Award		Apr	• 2015 Korea Brand Award
	Apr	• 2012 Korean brand award for 3 straight years		July	• Alfredog product donation social contribution program with the Korean Animal Welfare Association
	May	• Homeplus 1+1 event _ achieved 1st in sales for shampoos			• Participated in the Manila Beauty Expo
2013	Jun	• DAENG GI MEO RI sponsored Children's Grand Park adult band festival held	2016	Oct	• Participated in the 2015 Geumsan Ginseng Festival
	Jul	• Established Doori Cosmetics branch in China			• Grand Prize at the 2015 Brand of the Year Awards
	Sep	• 2012 Brand of the Year Award (4 straight years)			• Participated in interCHARM 2015 at Moscow, Russia
	Nov	• Participated in Hong Kong Cosmetics Expo '2012 Cosmo Pro Asia'		Nov	• Awarded at the 2015 Shanghai Asia Brand Awards
	Dec.	• Seowoon Middle School plant field trip for students and CEO gave special lecture			• Participated in the Hong Kong Cosmoprof Expo
2014		• 'Natural On Essential Hair Color' dye product launched	2017		• Awarded Watsons HWB Awards (Look At Hair Loss)
	Feb	• Haeunmo oriental herbal color cream' dye product launched		Jan.	• Launched premium oriental herbal line Dlaesoo
	Mar	• Participated in 2013 Tokyo International Cosmetic Expo in Tokyo		Apr.	• Launched Vitalizing in Thai Home Shopping
	Apr	• 2013 Korea Brand Award (4 straight years)		May.	• Won Korea's top brand award for 7 straight years.
		• 15 year anniversary of Doori Cosmetics			• Launched damaged hair care line 'Yellow Blossom'
2015		• 'DAENG GI MEO RI Sunhanbang Color Cream' dye launched	2018		• Began OEM / ODM business
	May	• Participated in 2013 International Cosmetics Expo		July.	• Participated in Las Vegas Expo (consulting worth 3 million dollars)
		• 2013 Small & Medium Business Merit Award' Minister of Trade, Industry and Energy		Aug.	• Participated in Las Vegas Expo
		• Support to Seogyeong University Department of Beauty and Arts, and joint volunteer for welfare center		Sep.	• Won Brand of the Year Award for 9 consecutive years
					• Participated in Guangzhou Expo in China

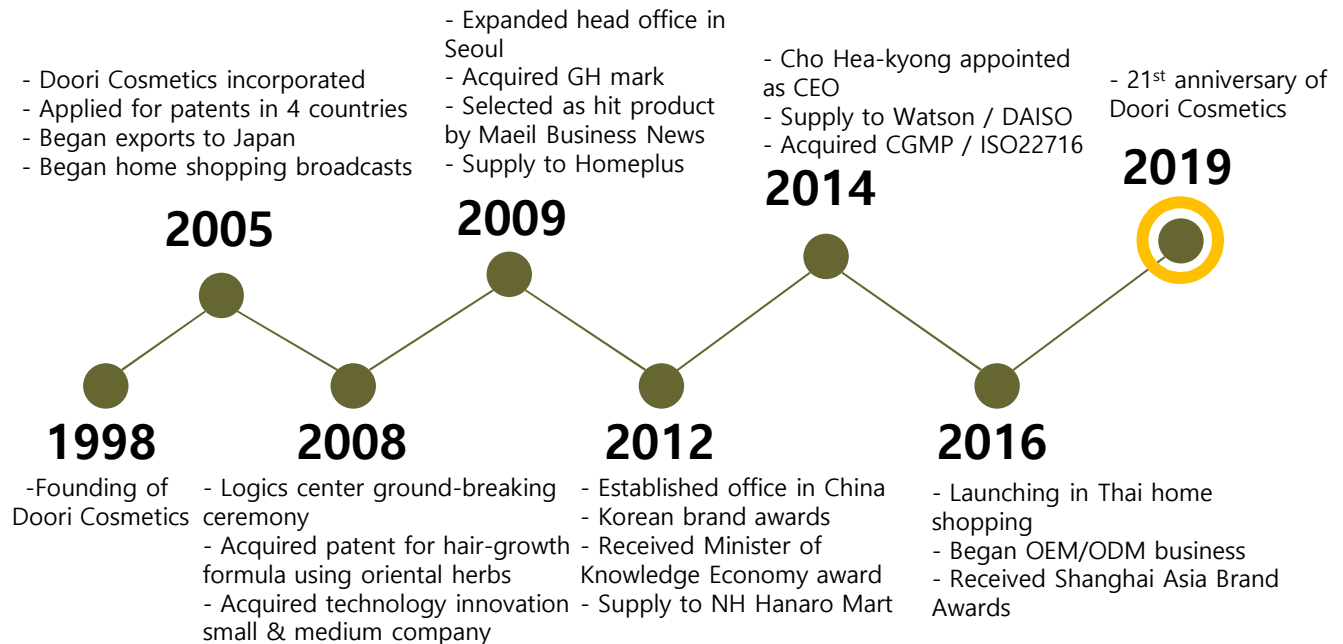


20th Anniversary

“Like the Heart-filling Feeling of 20 Years Ago”

We have not rested for 20 years to share the excellence of oriental sciences and eastern beauty with the rest of the world!

In light of its 20th anniversary in 2018, Doori Cosmetics is dreaming of a new jump in 2017. In order to become a total beauty company that provides healthy beauty to more customers, we will expand the business field to skin care and body care products, and expand OEM/ODM businesses using new technology and large factory facilities. We promise that we will work hard again today in order to become Korea's top cosmetic company that shares eastern beauty with the world.





Creative Science

World-class R&D facilities and possesses creative research human resources

- * Cell research and effective analysis possible" such as DNA analysis using PCR / Protein analysis using antigen-antibody reactions / effect and safety analysis using cells / safety analysis using microorganisms (substance extractor, rotary evaporator, centrifugal separator, incubator-shaker, autoclave, ultra-low temperature freezer, fume hood, clean bench)
- * Possess 8 hair loss care-related patents / Possess 12 patents using domestic and foreign oriental herbs
- * Possess over 80 directly concocted oriental herbal ingredients / Possess quasi-pharmaceutical enclosure specifications for 20 oriental herbal ingredients

Develop new type
Hair, Body, Skin

Quasi-pharmaceutical
product development
Hair loss care, Dyes,
For pets

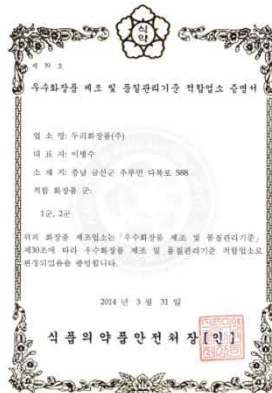
Develop new
materials
Effect evaluation,
Substance development,
National projects



Global Factory

Production facility/quality management system fitting global standards

- * 2014 Excellent cosmetic product manufacturing and quality management standard CGMP certification
- * 2014 Outstanding international cosmetic product manufacturing and quality control standards ISO22716:2007 certification
- * Possess 15 ton manufacturing mixer / possess 6 ton herbal extractor / possess 5 ton herbal extractor storage tank



* Acquired KFDA approved CGMP

* ISO certification



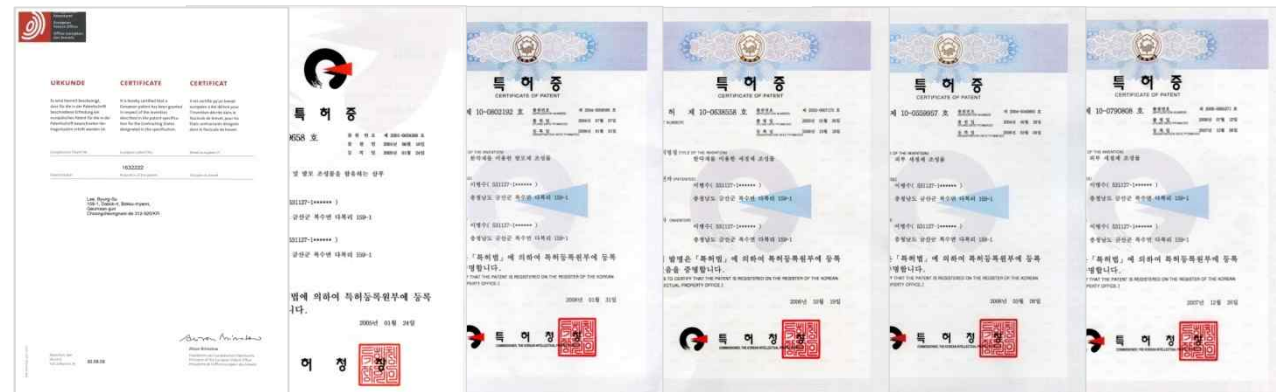
Oriental Medicine

Possess various herbal extract patents and possesses Korea's first heat extraction production facility

Doori Cosmetics possesses various patents acquired using oriental herbal extracts, and also obtained shampoo patents containing hair loss prevention and hair-growth substances using oriental herbal extracts for the first time in Korea.

Furthermore, it is aiming at applying for and acquiring patents on hair growth substances using oriental herbs, skin cleansing substances, and cleansing substances using oriental herbs.

Upon receiving patents in Europe (EP), it is carrying out patent registrations in countries around the world and is thus working hard to be recognized for its outstanding technological prowess.



* Possess 13 patents in Korea and abroad, 65 domestic trademarks, 32 design rights / possesses over 90 trademarks in 27 countries



Distribution

Succeeded in domestic distribution diversification through aggressive sales marketing

In order to help customers easily find our products anywhere and anytime, Doorri Cosmetics engaged in aggressive sales activities focusing on diversification of domestic distribution over the past several years.

It was aired as the best item in the cosmetic sector in all of the Korean home shopping companies, and it also began distribution in most of Korea's retail distribution companies and famous drug stores of Korea, as it solidifies its position as Korea's top cosmetic company.

- * Home & Shopping, CJ Home Shopping, Hyundai Home Shopping, Lotte Home Shopping, NS Home Shopping, etc.
- * E Mart, Homeplus, Mega Mart, Hanaro Mart Lotte Mart, and other large and medium supermarket chains
- * Duty free shops such as Walker Hill, Lotte Sogong, Jamship, Shilla Hotel
- * Beauty shop, lodging and sauna facilities / Watsons drug store
- * Online shopping mall Doorri Mall (www.doorimall.net)
- * Large online malls such as GS Shop, CJ Mall, Hmall, AK Mall, Lotte Dot Com, Lotte I Mal, NS Mall, SSG Online

댕기머리

“DAENG GI MEO RI”, authentic herbal brand which completes the healthy beauty with the nutrition of herbal extracts obtained after decocting herbs for a long time in traditional way

The Confucian belief in Korea says that it is a sin against your parents to damage the body given to you by your parents, so the scalp and hair were carefully cared for using oriental herbs traditionally. The hairstyle of carefully braiding the cared-for hair was called 'DAENGGIMEORI'.

Doori Cosmetics' 'DAENGGIMEORI' is Korea's first traditional oriental herbal hair care brand that continues the wisdom of our ancestors. Oriental herbal extracts concocted for concentration and fermentation over long periods of time using such traditional methods were applied in hair care products in this brand that was born together with the idea of realizing "healthy beauty" with rich nutrition obtained from the nature.

Blending Medicinal Herbs



DAENG GI MEO RI's unique 'oriental herbal blending' technology !

Point 1

Use about 1/3 oriental herbal extracts compared to the total volume

Point 2

No artificial colors were used to make it appear like oriental herbal solutions.

Point 3

Carefully selected oriental herbal ingredients are concocted and extracted using traditional methods

DAENGGIMEORI carefully selects oriental herbal plants that are effective for the scalp and hair, and only uses oriental herbal extracts that undergo a long heat extraction process and maturation process. We found the optimal mixing ratio of the herbs through years of knowhow, and the **oriental herbal blending technologies** are the strength of DAENGGIMEORI that cannot be mimicked by anyone in the world.

Korea's No.1

Nothing is more accurate than
Consumers' criteria of evaluation
and selection.

Ever since it was established in 1998, "DAENG GI
MEO RI" has been evaluated as Korea's No.1 herbal
Product from several customers.



2016, 2015, 2014, 2013, 2012, 2011, 2010 Received Korea's Best Brand Award for 7 consecutive years

(iMBC / Donga Dot Com / Hankyung Dot Com)

2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009 Received Brand of the Year Award for 8 consecutive years

(Korea Consumers Forum)

2011 Awarded Korean Brand Grand Prize from the Minister of Knowledge Economy (Ministry of Knowledge Economy)

2009 Awarded "Hit Product" by Maeil Economic Newspaper

2009 Designated Top 1 % Value Brand of Korea

2009 Awarded Trademark "GH (Goods of Health)"

2009 Placed No.1 Herbal Shampoo in consumer rating

2008 Placed No.1 Best Brand by Korean consumers

2006,2007,2008 Placed No.1 of market share of Shampoo & Rinse

2006,2008 Won the Best Brand Award in Word of Mouth Award



Global place

Creating new value in the global distribution market

It is being exported to a total of 23 countries in the Americas, Europe and Asia and is loved by people around the world. As Doori Cosmetics represent Korean K-beauty, it is being supplied to not only China, which is the world's largest market thanks to the Korean pop culture wave, but also in department stores, supermarkets, and home shopping networks in the US and Japan, as well as emerging markets such as Russia, Iran and India.



* Major export countries
USA, China, Japan, Canada, Hong Kong, Singapore, Russia, Australia, New Zealand, Turkey, Vietnam, Myanmar, Mongolia, Latvia, Ukraine, Poland, Thailand, Bulgaria, Kazakhstan, Philippines, Cambodia, Kyrgyzstan, Indonesia

* 2015: Launched business in Beijing Department Store, China

* 2015: Increased export to Japan, Canada, Thailand, and Russia to two times compared with 2014

* 2015: Increased export to Myanmar to more than ten times compared with 2014

* 2015: Launched business to Japan and India

* Launched Taber Trade LL in the largest three drugstores in Russia



Convention

Participated in cosmetic expos around the world including Dubai, Hong Kong and Italy

Doori Cosmetics is continuously participating in cosmetic expos around the world to demonstrate the superiority of its products and to gain global competitiveness. It also participated as part of the 'Iran Economic Delegation to Iran in 2016'.

It has continuously received interest from buyers around the world through participation in overseas exhibits, and it is being contacted by a number of global companies. We are planning to further develop it into Korea's top cosmetic company through more activities



- * 2016 Participated in Iran's Beauty & Clean Expo
- * 2015, 2014, 2013 Participated in Dubai Beauty World Cosmetics Expo
- * 2015 Participated in Intercharm Expo in Moscow, Russia
- * 2015, 2013, 2012, 2011, 2009 Participated in Hong Kong Cosmoprof Expo
- * 2013, 2007 Participated in Tokyo International Cosmetic Expo in Japan
- * 2011, 2010 Participated in Bologna Cosmoprof Expo in Italy
- * 2009 Participated in Las Vegas Cosmoprof Expo in USA
- * 2009 Participated in China International Cosmetic Expo

Product (Haircare)



<Market launching>



New Gold / Premium Special

'Doori Cosmetic Best Seller' Products for consumers who want to prevent hair loss in advance

<Home Shopping>



Dlaesoo

Premium oriental herbs with Jeju camellia oil for scalp and health care

<Online>



Yellow Blossom

Hair care product that improves scalp and hair health with nutrition from Jeju rapeseed oil

자생연 한마

자연에서 얻은 자연의 것을 이용한 천연 성분들의 오래된 지혜를 바탕으로
피부의 힘을 길러주는 방법을 연구하여
가장 자연스러운 피부본질의 아름다움을 되찾아줍니다.



<Skin Care>



Jasaengyeon Skin Care

Skin care product that contains Jeju snake gourd sap and songi mushroom extracts to keep skin moist

<Body Care>



Goatmill Body Care

Product that contains clean goat milk from New Zealand to make dry and rough skin smooth

<Pet Care>



Alfredog Pet Care

Quasi-pharmaceutical product for pets with oriental herbal moisturizing ingredients to improve skin elasticity of pets and supply shine and nutrition

Nature Research Customer

DOORI COSMETICS is rooted in our Mother Nature.

Doori Cosmetics finds all the ingredients in the nature to make the best products using the herbal materials that transmit the mystery of the nature and the energy of the Orient and are the most suitable to Oriental races.

DOORI COSMETICS is constantly working and working...

Doori Cosmetics has been accumulated expertise based on numerous researches to produce evolved health beauty products to meet the health of hairs, scalps, and skin in addition to washing function which may be used by the whole family.

DOORI COSMETICS exert itself to the utmost with DOORI'S products.

Doori Cosmetics put the health of the nature in its products with further strengthened herbal effects and minimum chemical additives by the method to develop a nutrition-strengthening system in traditional extraction ways and to concentrate original perfumes and colors.

* Nutrition-strengthening system: Natural herbal materials are carefully boiled for a long time to get concentrated liquid.



Thank you

The completion of Healthy beauty with medicinal herbs **DOORI** COSMETICS