



VIAL LAB Co., Ltd.

Company Profile — An Integrated Beauty Company Combining Technology, Branding, and Global Distribution

ESTABLISHED APRIL 2026

CEO: MIINNAE JANG

Company Overview

Who We Are

VIAL LAB Co., Ltd. is a **brand-focused distribution company** established through strategic equity investment by YEONJE Co., Ltd., a specialized cosmetics manufacturer.

Based on high-performance cosmetic technologies, VIAL LAB operates an integrated business model encompassing brand development, OEM/ODM product supply, and global distribution.

**Cosmetics Brand
Distribution**

Marketing

OEM/ODM Business

Key Facts

Company: VIAL LAB Co., Ltd.

CEO: Miinnae Jang

Established: April 2026

Parent Investor: YEONJE Co., Ltd.



Market Environment

A Rapidly Shifting Industry

The global cosmetics industry is rapidly shifting from a **manufacturing-centered structure** to a **brand-driven market**. Fast product development and market responsiveness based on OEM/ODM capabilities have emerged as critical competitive factors.

The medical aesthetics and high-performance skincare markets are experiencing continuous growth. Companies that can secure both **technological capabilities and brand competitiveness** are leading the market. VIAL LAB was established to respond to these changes with an integrated business model.

Business Positioning

Three Core Pillars

VIAL LAB is not a simple distributor — it is an **integrated beauty company** with a fully integrated value chain covering product planning, production, branding, and distribution.



Brand Planning & Marketing

Market-driven brand positioning and global K-Beauty strategy execution.



OEM/ODM Product Development

Customized product development and supply backed by advanced manufacturing.



Global Distribution

Overseas B2B partnerships and country-specific exclusive distribution structures.

Core Competencies

What Sets VIAL LAB Apart

Manufacturing-Linked Competitiveness

Utilizes cGMP-based production infrastructure of YEONJE Co., Ltd., with approximately **7,000 formulation technologies** secured, enabling high-quality and mass production.

Product Development Capabilities

High-performance cosmetics based on **Exosome, PDRN, and peptides**; development of medical aesthetics-oriented products, skin boosters, and treatment-linked products.

Brand & Marketing Capabilities

Market-driven brand planning, global K-Beauty strategy execution, and integrated digital and offline marketing.

Commercialization & Supply Responsiveness

Rapid product development via OEM/ODM systems, flexible MOQ, customized production, and fast market entry structure.



Technology

Product & Technology Competitiveness

VIAL LAB has secured key technological strengths focused on **high-performance cosmetics**, building a product portfolio optimized for the medical aesthetics market.



Exosome Technology

Exosome-based skin regeneration technology for advanced repair and renewal.



PDRN Solutions

PDRN-based skin improvement solutions targeting deep skin restoration.



Peptide Complex

Anti-aging technology using peptide complexes for visible rejuvenation.



Lyophilization & Vial System

Freeze-dry and vial system technology for premium product stability and efficacy.

Business Areas

Five Business Verticals

1

Brand Development & Distribution

Brand concept, naming, product lineup, domestic & global channels.

2

OEM/ODM Business

Customized manufacturing, functional formulations, turn-key packaging solutions.

3

Global Distribution

Overseas B2B partners, exclusive country structures, export revenue model.

4

Marketing & Branding

SNS, digital marketing, influencer/KOL collaborations, exhibitions.

5

Medical & Aesthetic Channel

Clinic-exclusive products, treatment-linked programs, professional skincare.

Revenue Structure

Business Model

VIAL LAB's **diversified revenue model** ensures both stable income and growth potential across three streams:

1 Branded Product Sales

Revenue from proprietary brand lines distributed domestically and globally.

2 OEM/ODM Development & Supply

Revenue from customized product development and manufacturing for clients.

3 Global Distribution & Partnerships

Partnership-based revenue from international B2B distribution networks.

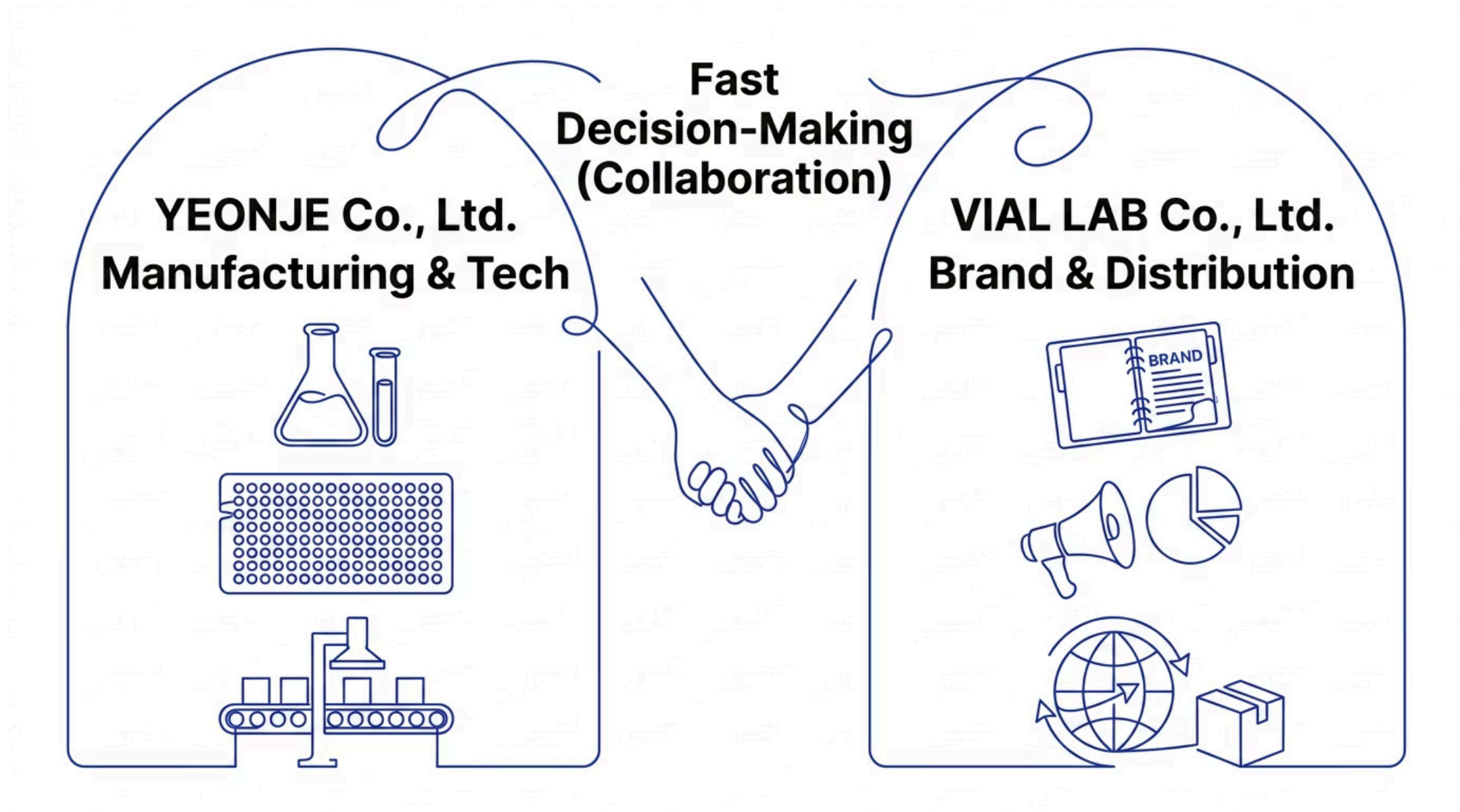
Why This Model Works

By combining brand sales, OEM/ODM supply, and global distribution, VIAL LAB avoids over-reliance on any single revenue stream — creating resilience and scalability in a competitive market.

Organizational Structure

Manufacturing Meets Brand Power

VIAL LAB operates through a **clear separation of roles** between manufacturing and brand/distribution, enabling specialization, operational efficiency, and fast market responsiveness.



This collaborative structure ensures that both entities focus on their core strengths while enabling seamless end-to-end execution from formulation to market.

Global Strategy

Building a Worldwide Footprint

VIAL LAB's global expansion is focused on **Southeast Asia, Russia, and Europe**, with market-specific products, brand strategies, and local partnership-based distribution networks.

Southeast Asia

Primary growth market with high demand for K-Beauty and medical aesthetics products.

Russia

Targeted expansion with market-adapted formulations and exclusive distribution structures.

Europe

Premium positioning leveraging high-performance technology and K-Beauty credibility.



Brand-Driven Market Competitiveness

Our Approach

A brand-driven strategy is implemented to strengthen market competitiveness through differentiated positioning and multi-channel execution.

→ **Brand Positioning**

Differentiation through high-performance technology and premium aesthetics.

→ **Digital & SNS Marketing**

Digital-first strategies targeting key consumer segments globally.

→ **Influencer & KOL Collaboration**

Partnerships with key opinion leaders to amplify brand reach and credibility.

→ **Global Exhibitions & Offline**

Presence at international beauty exhibitions and offline marketing activations.

Growth Roadmap

Short-Term to Long-Term Strategy

1 — Year 1–2: Foundation

Expansion of OEM/ODM business, securing global distribution channels, and establishment of brand lineup.

2 — Year 3–5: Scale

Expansion of global brand portfolio, focus on medical aesthetics market, and growth through strategic partnerships.



Medical Aesthetics

A High-Growth Channel

The **medical aesthetics and professional skincare markets** represent one of VIAL LAB's most strategic growth opportunities. The company is actively building a dedicated channel with:

- Clinic-exclusive product lines developed for professional use
- Treatment-linked programs designed in collaboration with aesthetic clinics
- Entry into professional skincare markets via specialized distribution

Products based on Exosome, PDRN, and peptide technologies are particularly well-suited to this high-performance, results-driven channel.



Competitive Advantages

Expected Outcomes

VIAL LAB aims to achieve **sustainable growth in the global beauty market** through an integrated structure combining technology, branding, and distribution.

1

Manufacturing-Based Brand Structure

Securing a vertically integrated model from production to brand distribution.

2

Differentiated High-Performance Cosmetics

Proprietary technologies in Exosome, PDRN, and peptides set VIAL LAB apart.

3

Global Distribution & Marketing Execution

Strong capabilities to enter and scale across international markets rapidly.

4

OEM/ODM & Brand Synergy

Dual revenue streams reinforce each other, driving both stability and growth.



VIAL LAB Co., Ltd.

An integrated beauty company combining manufacturing-based technology, brand power, and global distribution — built for sustainable growth in the evolving global beauty market.

Technology

7,000+ formulations, Exosome, PDRN, Peptides

Brand

K-Beauty strategy, global positioning

Distribution

Southeast Asia, Russia, Europe