

Lacon.

Focus on Nature

Lacon.

CONTENTS

History

Organization

Business

Marketing

BRAND

**K-BEAUTY
GLOBAL
HUB.**



Lacoon.

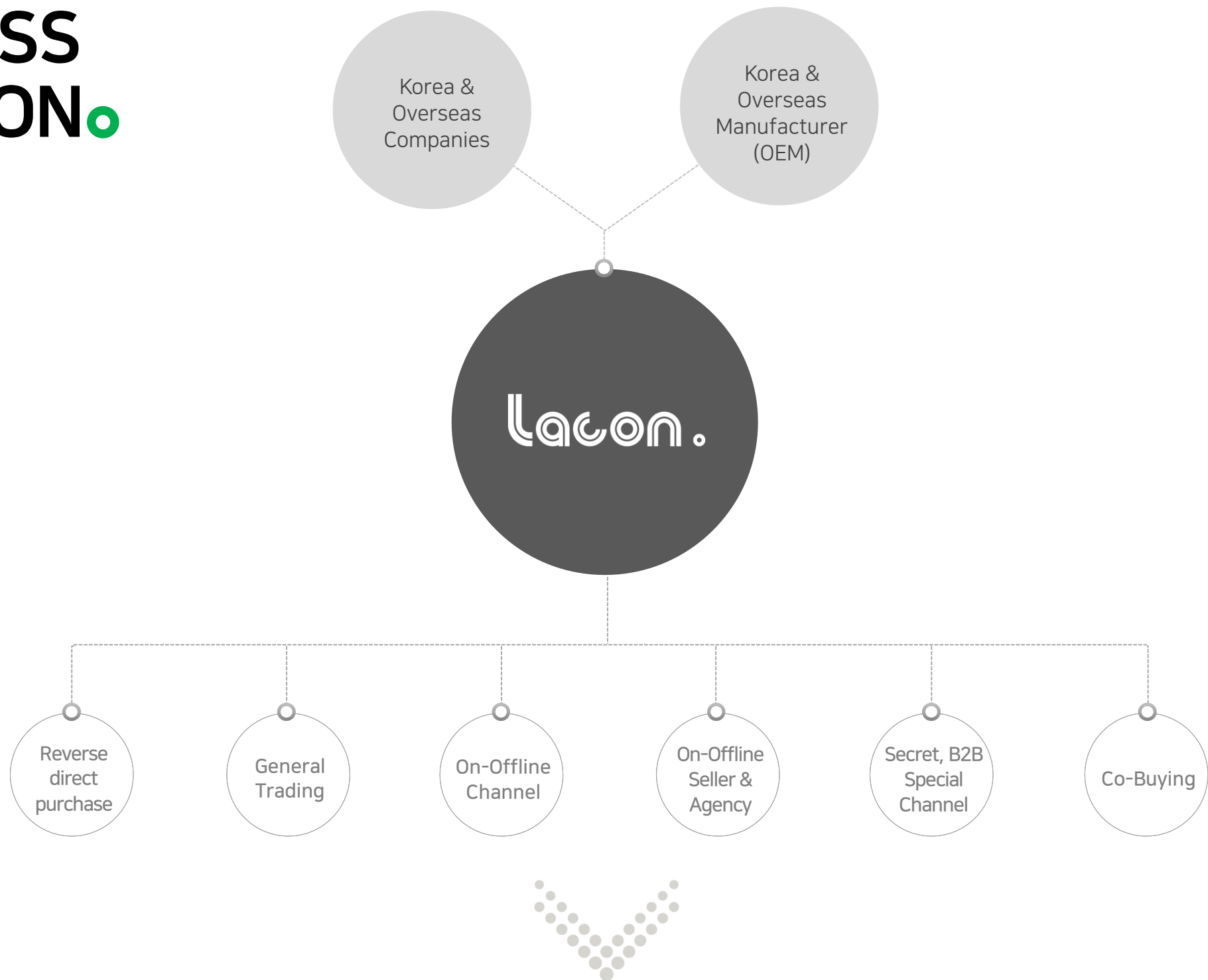
K-BEAUTY GLOBAL HUB

- 2007** Establish "HARANA" company
Began distribution of Amorepacific, LG H&H,
Etc in Guangzhou, Shanghai, Shandong in China
Started domestic online sales
- 2009** Establish Viet Nam Branch
Brand Innisfree duty-free exclusive contract
Brandespoir duty-free exclusive contract
Brand Kyungnam Pharm duty-free exclusive contract
Brand Dongkuk Pharm duty-free exclusive contract
- 2020** Establishment of distribution networks in major
Southeast Asian countries – Vietnam, Thailand, Laos,
Cambodia…
Establishment of distribution networks in major
Cities in China – Amorepacific, LG H&H, AHC, Kyungnam
Achievement of export of 1 million USD – KITA
Certificate of Excellent Technology Competence – KED
- 2021** Establish "LACON" company
Lulubeu brand launch
Start development of Lulubeu's NKCELL technology
- 2022** Building Lulubeu sales in China
Contracted with Hansolbio as a manufacturer
Signed MOU with Immunisbio
- 2023** Lulubeu brand website open
Lacon online shopping mall open
Start Lulubeu global sales
Signed MOU with Hansolbio
Signed MOU with Refilltalk Dermatology
Signed MOU with LV Plastic Surgery

GLOBAL MEMBER.



BUSINESS SOLUTION.



KOREA & OVERSEAS MARKET

CHINA BUSINESS SOLUTION.

CHINA

Overseas
Market
Consulting

Trademark
Registration

CFDA
(China food & Drug
Administration)

Marketing
Support

Logistics
Service

SOUTHEAST ASIA BUSINESS SOLUTION.

SOUTHEAST ASIA

Overseas
Market
Consulting

License
Administration of
Health functional &
general food

License
Administration
of Cosmetics

Support
Marketing

Logistics
Service

KNOW-HOW POWER



Data Acquisition

Through data analysis, we check the distribution status of our company and Competitors and reflect it in brand strategy establishment. Identify market needs and reflect them in product planning and marketing.



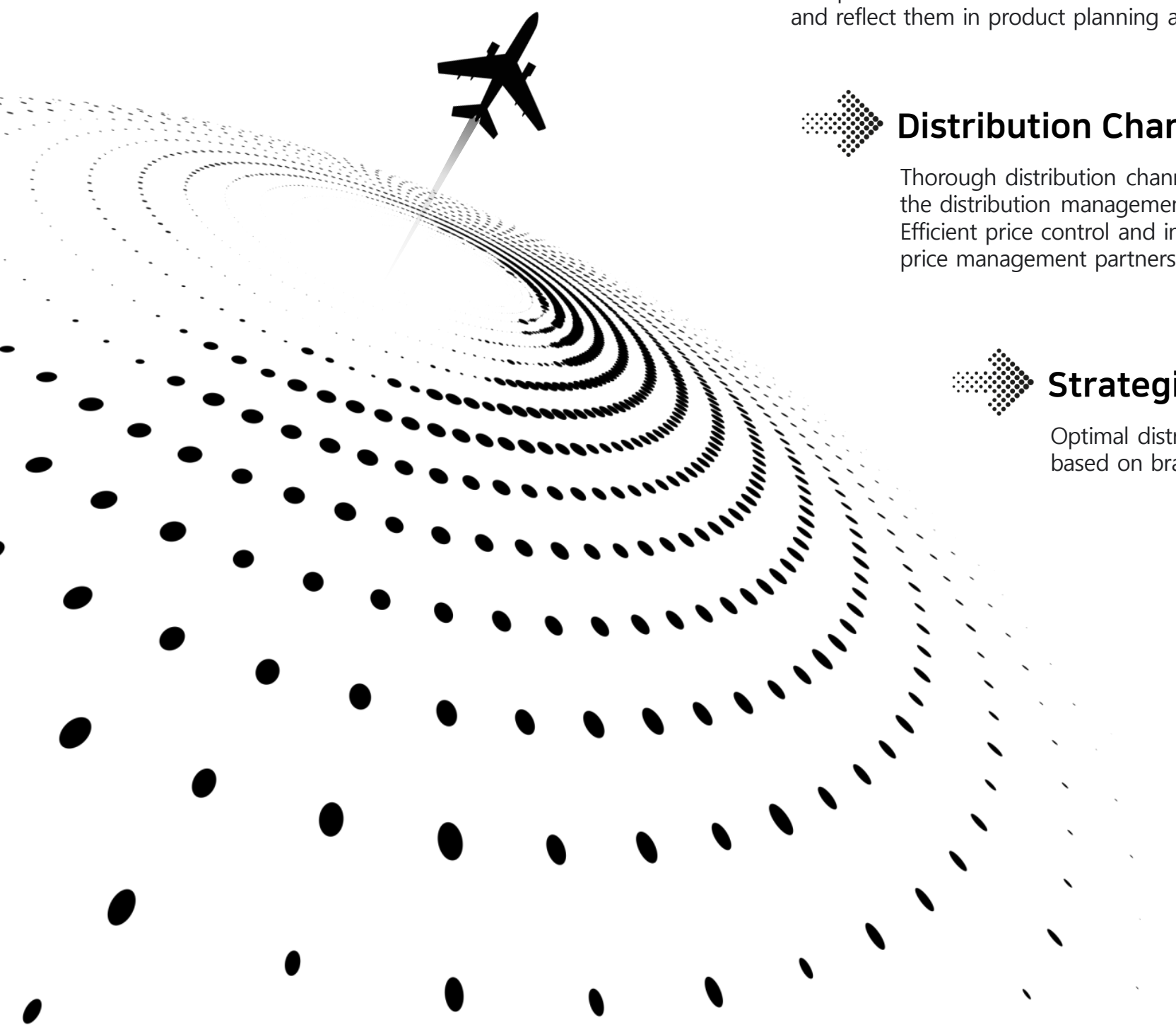
Distribution Channel and Price Management

Thorough distribution channel management is possible through the distribution management platform. Efficient price control and intellectual property protection through price management partners.



Strategic Distribution

Optimal distribution partner and channel selection based on brand status analysis



KNOW-HOW POWER

CHINA



China Distribution KNOW-HOW

- 01 Maintaining continuous cooperative relationships with large online channels in China and Southeast Asia
- 02 Formation of offline networks such as Chinese KA, CS, editorial shops, large shopping malls, etc.
- 03 Special Channel network



SPECIALTY

- 01 Possession of experts on distribution policies and laws in China and Southeast Asia
- 02 Understanding shopping trends through long-term distribution experience in China and Southeast Asia



PARTNERSHIP & NETWORK

- 01 Cooperation system with large distributors and operators in China and Southeast Asia
- 02 China distribution association
- 03 Securing public-private channels in relation to trademarks, sanitary permits, marketing, intellectual property rights, etc.



KNOW-HOW POWER ASEAN



Southeast Asia Distribution KNOW-HOW

- 01 Product promotion marketing through Facebook, YouTube, and Instagram
- 02 B2C sales through local E-commerce in Southeast Asia
- 03 Southeast Asian local B2B distribution according to consumer needs



Specialty

- 01 Video shooting and continuous upload of product images through influencers in each channel
- 02 Distribution network based on each large city in Southeast Asia



Partnership & Network

- 01 Cooperation system through Southeast Asian partners
- 02 Offline promotion & party planning and holding
- 03 Offline sales and entry network through sanitary permit and marketing



CHINA BUSINESS CHANNEL ONLINE

ALIBABA



Ali Group

TOTAL MALL



Other Main Platform

VERTICAL MALL



Vertical EC

SOCIAL NETWORK



Social Network

RETAIL
STORE



Distribution Platform

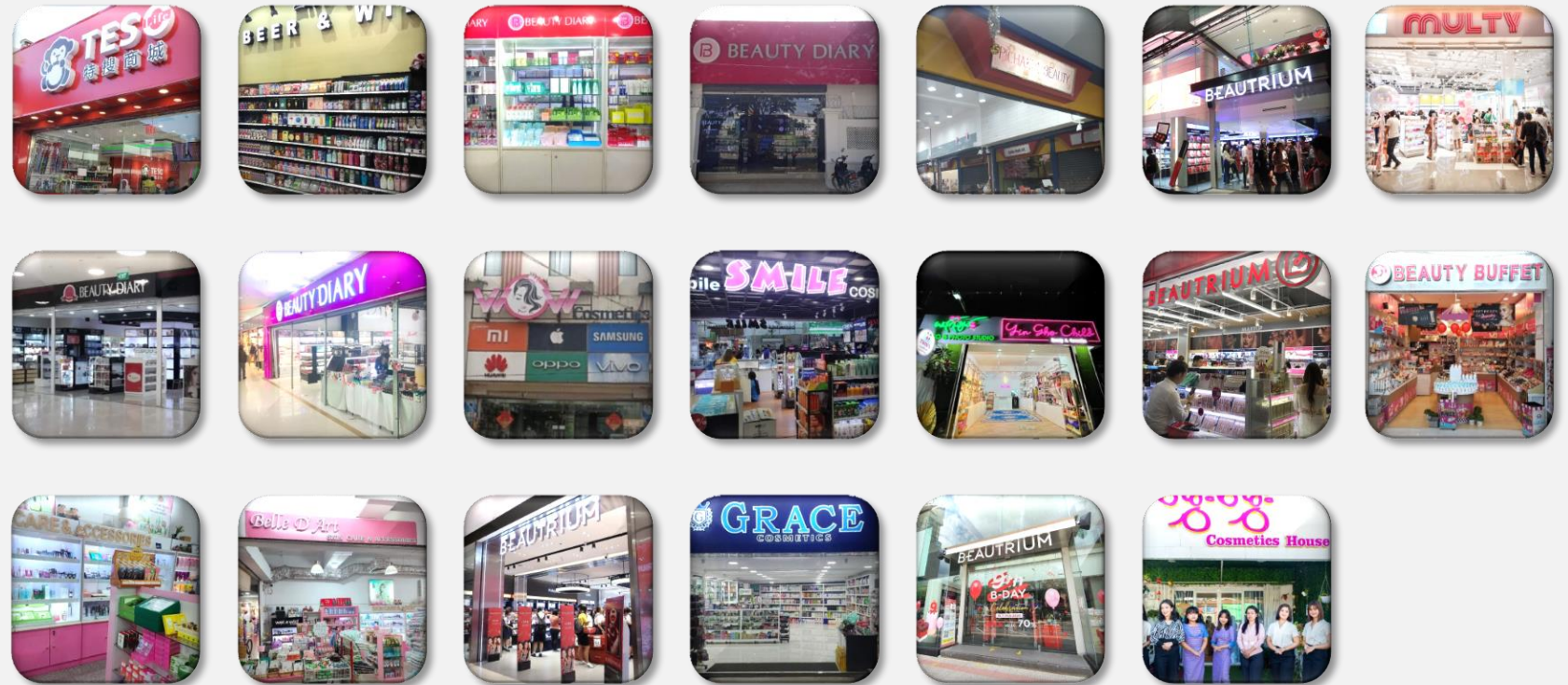
Business

CHINA BUSINESS CHANNEL

SOCIAL



SOUTHEAST ASIA BUSINESS CHANNEL OFFLINE



CHINA MARKETING^o ONLINE



Partner's own mall website

Building a comprehensive shopping product channel through product promotion



Wanghong Live Commerce

Promote real-time product promotion and sales to numerous customers at once with famous Wanghong broadcasting



TikTok and Live Broadcasts

Ads that continuously expose products through our influencers and famous TikTok influencers



WeChat

Promote and sell products one-to-one, one-to-many and directly through chat messengers

SOUTHEAST ASIA MARKETING

ONLINE



Partner's own mall website

Building a comprehensive shopping product channel through product promotion



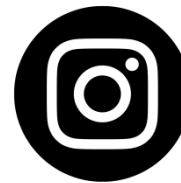
Partner Official Facebook

Realization of steady promotion and sales policy through Facebook Page Shop



Partner Official Youtube

Human marketing through local influencers and famous celebrities in Southeast Asia



Live broadcast and Instagram influencer

Product promotion and live sales through popular influencers with ripple effect



SOUTHEAST ASIA MARKETING

OFFLINE

watsons

TIKI.VN

Representative Offline shop WATSONS, Tiki

Securing diversified distribution channels in Southeast Asia by supplementing the shortcomings of online sales through offline entry



Offline event promotion & party planning

Party promotion planning with specialized artists. Launching party and event planning tailored to global trends



Partner Magazine

It is possible to promote brands and products through an intuitive medium for customers, and maximize advertising effects with clear target classification.



Establishment of local distribution network

Building a direct sales network through large and small wholesalers in each city

BRANDo

MEDI-PEEL

LEADERS

SNP
Science Nature Power

AHC

NATURE REPUBLIC

innisfree

Sulwhasoo

LANEIGE

Huxley

JMsolution

Foellie

XA Korea
PURE NATURALISM COSMETICS

CLIO
PROFESSIONAL

mise
scène
미장센

Dr.Jart+

ETUDE
HOUSE

DIPIC

HOLIKA HOLIKA

Mamonde

innerb
For Base, Balance & Beauty

amos
PROFESSIONAL

su:m₃₇

HERA

The history of *fo*

AGE 20's

loveydovey

DSS
PULSES & Your Life

경남제약|주|
Kyung Nam Pharm.Co.,Ltd.

HOW to EAT.

LACTO-FIT

Lulubēu

BRAND STORY

Meaning : Combination of lulu (Joy) + beu (Beauty), meaning fun makeup

→ Brand naming that pursues pleasant beauty

→ Planned so that it can be easily called and easily imprinted in the memory of customers

※ For women, putting on makeup can be a pleasure or a pain.

However, Lacon's thoughts and will that the time to become beautiful should always be fun and exciting are included in "Lulubeu."

We will lead the identity with a light and friendly brand that encompasses the MZ generation to the elderly.

Lulubēu

“Completion of Glowing Skin”



Develops and manufactures cosmetics that take care of skin cell texture through the **Liposome Method** using **NK cell culture medium** as the main raw material.



19 patents and various skin clinical trials
[External elasticity, inner elasticity, skin brightness (tone), skin radiance (glow) improvement, hypoallergenicity] Test proved the excellence of quality



Through numerous user reviews, excellent effects such as **whitening, wrinkle improvement, and moisture retention** have been confirmed.



LACON
LULUBEU

ACTIVE
NK CELL
KIT



LACON LULUBEU

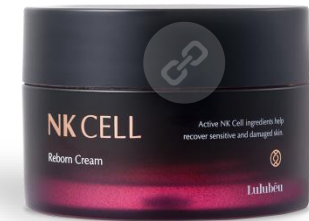
NK CELL PRODUCTS



**ACTIVE
BOOSTER**



**SKIN
TRANSFORMING
SERUM**



**REBORN
CREAM**



Peelin
g Gel



Triple Mist



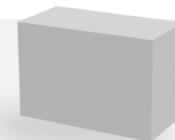
Cleansin
g Form



Sun
Cream



Acne Cream



Swap



Freckle
Cream



Freckle
Ampoule

THANK YOU 