

medience

MEDIENCE 2020
TOTAL LIFE CARE COMPANY
FOR **BABY AND MOM**



“Medience continues to provide,
everything for baby and mom.”



Medience is a “Lifetime care” company
that embraces every aspect from pregnant women to newborn baby.

We are industry leader of child care products in Korea
with clinically proven quality and safety for more than three decades.

We have run the “Upright” campaign with the aim of
providing the safest products for baby.

“Aiege” logo stands for guarantee of free from 30 potentially harmful ingredients.



History

1979. 4. 28	Established Boryung Jangup
1980	Launched 'NUK' German licensed products
1982	Established regional offices
1986	Established own factory, Ansan, Korea
1992	Launched a 'B&B' brand
1995	Listed in KOSDAQ
1998	changed company name to Boryung Medience
2003	Expanded business to fashion category
2013	Expanded Sales and marketing company Tianjrn, china
2015	Launched a fashion brand 'MUA'
2018	Concluded JBP MOU with Alibaba Group
2020	Medience 41 th Anniversary



Medience Mission and Vision

Vision

Medience is a 'Lifetime Care' company for mother and baby

Goal

Global Living - Cultural Company

Mission

Company that fulfills all the needs of mothers and babies

Business Category

Manufacturing

Manufacturing of children's products based on scientific and medical technology



Dr.ato

UPIS

THE PURE

Fashion
/Clothing

Development of business in children's fashion through famous global brands and license partnerships

Lartine et Chocolat
PARIS

MÜAA



Corporate Brand



B&B is a Global NO.1 total infant care brand



Dr.ato

Our family Physician for sensitive skin



UPIS

Global standards of nursing science brand



THE PURE

Natural fermented moisturizing skin care brand



Business Status

Premium children Channels

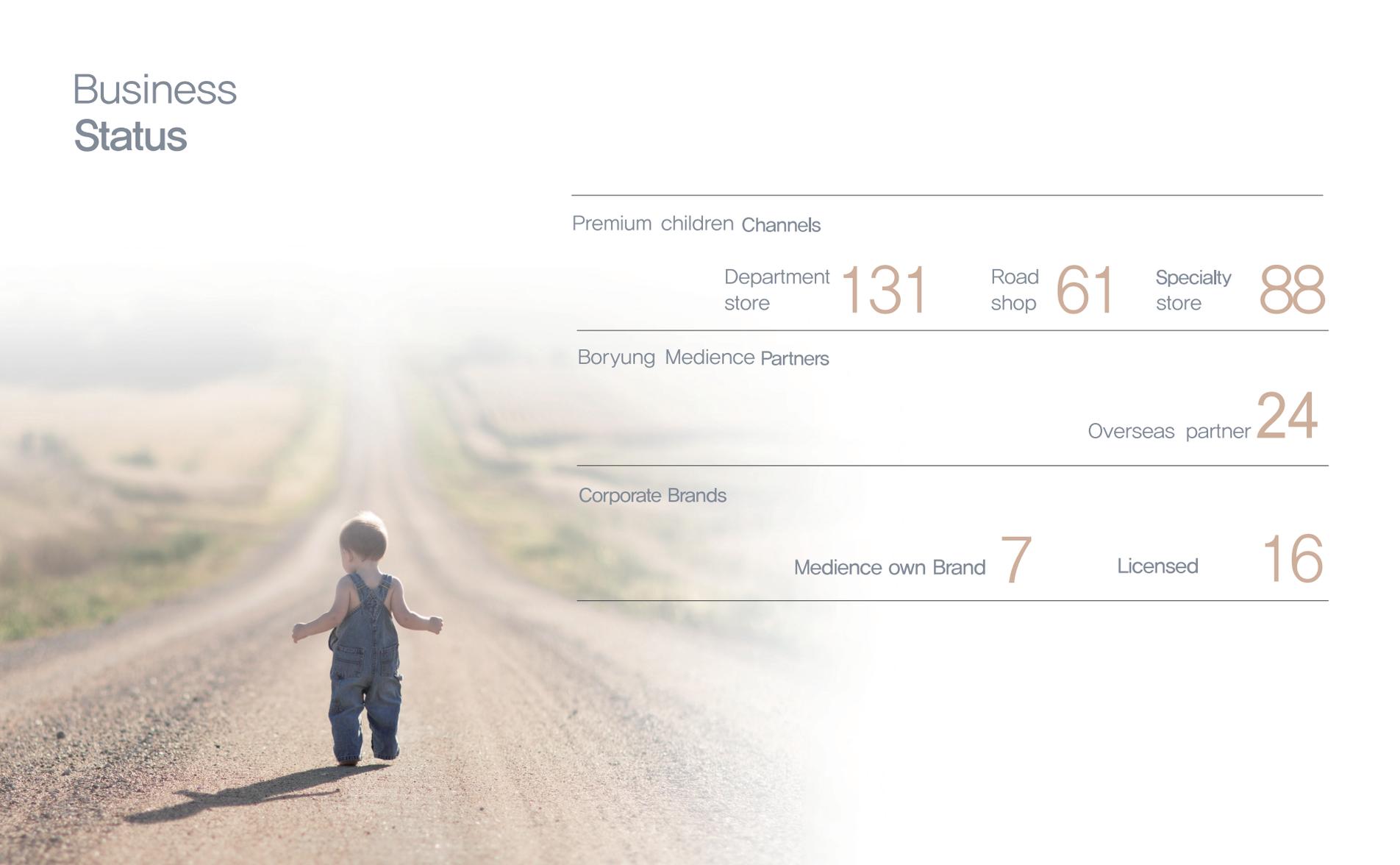
Department store	131	Road shop	61	Specialty store	88
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Boryung Medience Partners

Overseas partner	24
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Corporate Brands

Medience own Brand	7	Licensed	16
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Global Partners



Research and Development

Operated by Baby & Mother Life Science Research Institute

- Objective

To contribute to improvement of baby care/consumption culture and environment

To share baby care and consumption experience with I,MOM members and raise its value

To provide consumers with useful information

- Research area

Analyze time and space of everyday life

Digitize and visualize how a child uses time and space

Analyze child care behaviors

Find active and positive child care behaviors through analysis of changing environments

Predict child care/consumption culture and trend

Analyze general sentiment

Find mothers general sentiments in child care and consumption experience

Analyze consumption patterns

Find consumer wants for child care products and predict demands



Upright Baby care campaign



'Aiege' is a logo that presents Boryung's upright campaign for babies in the world

The product with 'Aiege' Logo present **free** from 30 protentire harmful ingredients.

Medience, understand all mom's minds,
presents pure and safe products for all babies with its through system than US Food and Drug Adminstration and Europen Food Safety Authority



Why Medience?

- Full product line
- **41** years of Experience in baby care products
- Proven quality from all mothers
- #1 choice of pediatricians
- Compliance with global standards (FDA, SGS, NSE, **EN, CE**)
- Strong marketing support
- In-house R&D center
- 100 % Made in Korea



Thank you

medience