

PINKY COSMETIC STORY

WITH A MOM'S HEART

PINKY COSMETIC STORY | CONTENTS

01

FOUNDER'S STORY

- PRECIOUS EXPERIENCE
- DOUBT ARISES
- IMITATION
- NECESSITY
- CORE VALUES

02

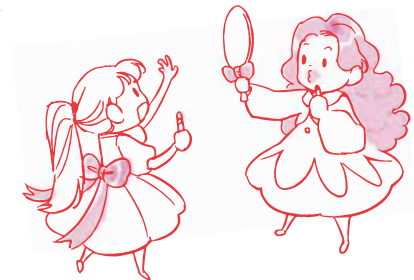
PINKY COSMETICS

- OVERVIEW
- HISTORY
- CORE MEMBER
- BRAND, CHARACTER
- MAIN PRODUCTS
- SALES CHANNEL

03

TODAY AND TOMORROW

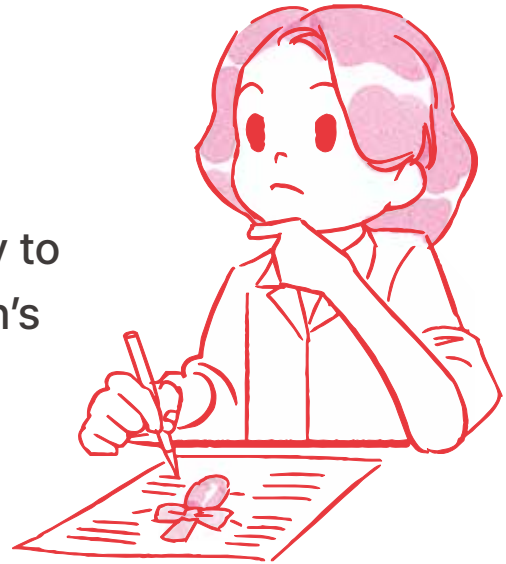
- MARKET TRENDS
- CORPORATE SOCIAL RESPONSIBILITY
- LEAP FORWARD



FOUNDER'S STORY | **PRECIOUS EXPERIENCE**

As a former kindergarten teacher,
I accumulated valuable experiences
teaching children.

During that time, I observed attentively to
understand what captured the children's
interest and brought them joy.

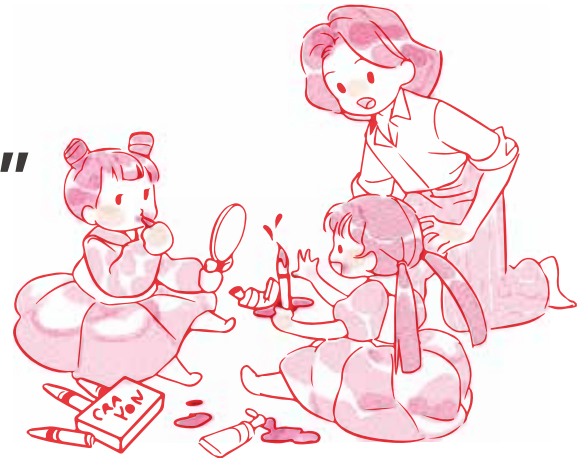


FOUNDER'S STORY | **DOUBT ARISES**

Saying “NO!” everytime children draw
lips and paint their nails with crayon,

**“Why do children
want to put on makeup?”**

a strong doubt arises.

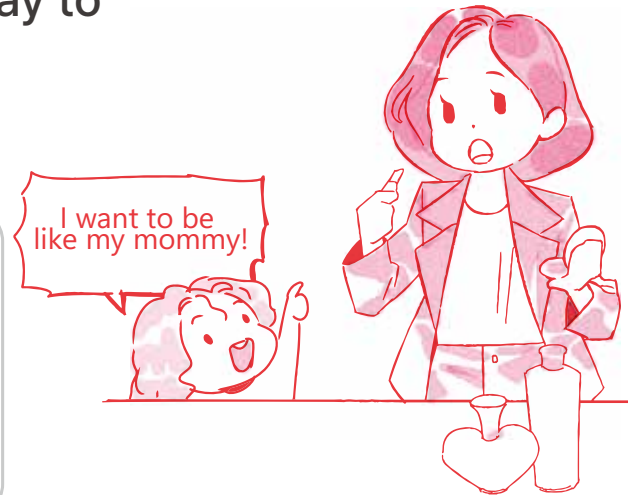


FOUNDER'S STORY | IMITATION

For children, “**makeup**” is simply a natural **act of imitation** - a way to lovingly follow their mother - and above all, it's **play**

*Imitation Behavior

Imitation plays a crucial role in a child's social learning and development. Especially during the process of forming and evolving their self-identity, children tend to imitate a specific person who is positively perceived, often mother, serving as a positive role model.

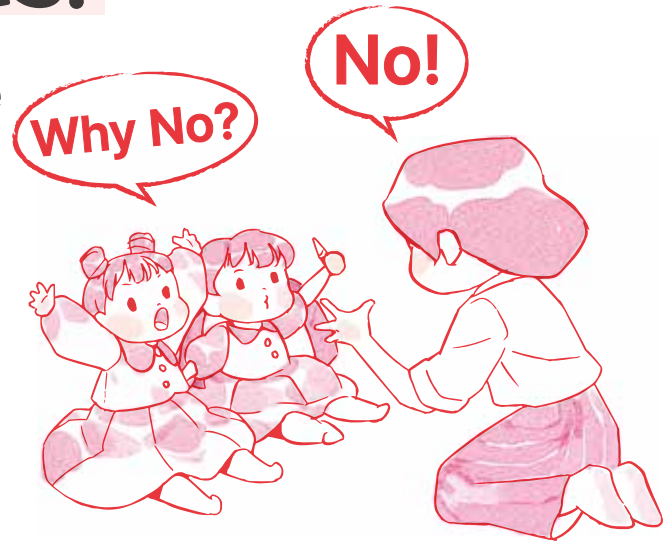


FOUNDER'S STORY | **NECESSITY**

WHY NO? SAY YES!

To allow children to freely imitate their moms applying makeup,

**"WE NEED
SAFE COSMETICS
FOR CHILDREN!"**



FOUNDER'S STORY | **CORE VALUE**

- ✓ We design products for children
- ✓ with safe ingredients
- ✓ to craft enjoyable cosmetics
- ✓ that delights all senses
- ✓ from a mother's heart



PINKY COSMETIC | OVERVIEW

Company

Pinky Cosmetic Co., Ltd.

Established Date

January 01, 2015

CEO

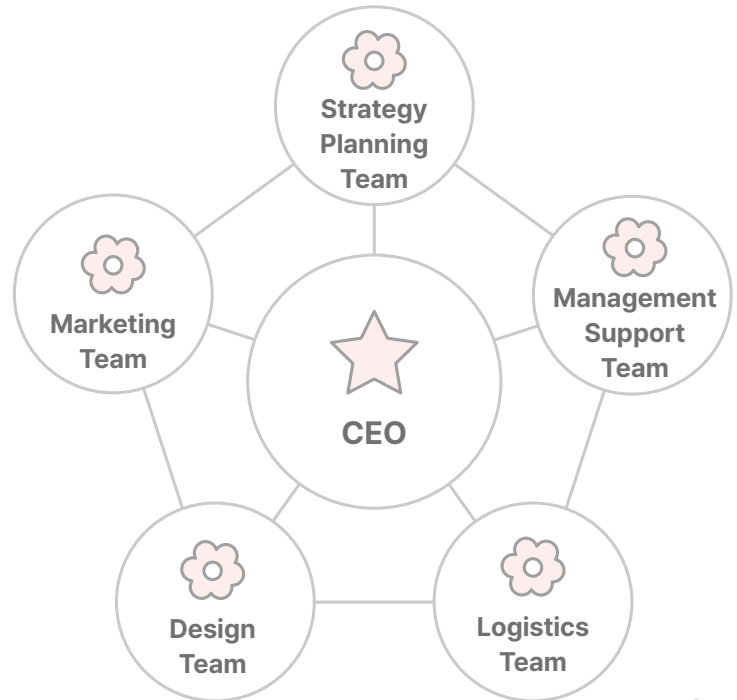
최시원 | Choi Siwon

Address

39, Banwol-ro 81beon-gil,
Seo-gu, Incheon, Republic of Korea

Main Product

Children's Color Cosmetics
Skin Care
Bubble & Bath
Hair Care



PINKY COSMETIC | HISTORY

- Participated in 10+ global B2B exhibitions
- Joined Boom-Up Korea export consultation program
- Joined overseas market development teams in 8 countries
- Exclusive agreement with "A" in Mongolia
- Entered H-MART Canada
- Entered ARTBOX Korea
- Selected as a Global IP Star Company
- Expanded exports to 18 countries



2024~2023

- Established brance office in Vladivostok
- Exclusive agreement with "M" in Indonesia
- Exclusive agreement with "H" in Taiwan
- Incorporated in 2021
- Relocate to exclusive company building
- Trademark registered in 15 countries (I'M PINKY / PINKY TONKY)



2022~2021

- Established China branch office
- Launched global B2B trade
- Entered all LOTTE MART and TOYSRUS Korea stores
- Launched online sales on domestic and global platforms
- Launched kids cosmetic brand [Pink Princess]
- Founded Pinky Cosmetic
- Registered as a responsible cosmetics seller



2020~2015

PINKY COSMETIC | CORE MEMBER



SUNNY

Title CEO

Contact ceo@pinkycosmetic.kr

Main Duty

- Founder & Brand Director of Pinky Cosmetic
- Oversees domestic & global sales and exports
- Leads new product development & global partnership
- Participate in exhibition, build distribution partnership

#PinkyTonkyMom #Gentle #Leadership #OpenMinded #EarlyAdopter



SUSAN

Title Overseas Sales Manager

Contact susan@pinkycosmetic.kr / +82 10.6702.2769

Main Duty

- Leads global exhibition operations
- Communicates with international buyers
- Feasibility reviews, certification, customs clearance
- Languages : English, Chinese

#CommunicationPro #GlobalSense #Unicorn #INFJ #HappyVirus



SAMMY

Title General Affairs & Accounting

Contact sammy@pinkycosmetic.kr

Main Duty

- Manages ex/import contracts and invoice issuance
- Handles international payments and fund tracking
- Overseas finance management & performance review
- Ensures smooth internal support operations

#DetailOriented #Systematic #Analyst #Backbone #HandsOnExpert



MARK

Title Logistics Manager

Contact mark@pinkycosmetic.kr

Main Duty

- Demand forecast, manage ex/import logistics
- Coordinate with forwarders, shipping schedule
- Optimize packing and pallet planning
- Ensures compliance with country-specific regulations

#LawMajor #Brainy #CoolHeaded #Rational #DataDriven

PINKY COSMETIC | BRAND

I'M PINKY

Kid's cosmetic brand for girls aged 3 to 10

I'm Pinky is not about "makeup to look pretty".
It begins with play, inspired by children imitating moms.
With safe ingredients and child-friendly designs,
we offer a fun and safe beauty play experience
that helps children develop self-identity and social skills.



PINKY TONKY

Skin care brand for kids aged 3 to 10

Pinky Tonky provides skincare solution tailored
to the unique needs of growing children
- not babies, not teens.
With gentle, age-appropriate formulas,
we offer a better alternative to baby products
still used by many children in this age group.



PINKY COSMETIC | CHARACTER

PINKY, who loves the color pink, is a 6-year-old girl who dreams of becoming a cool grown-up just like her mom.

She often bickers with her twin brother, **TONKY**, but they are truly the best friends in the whole world.

Today, **PINKY** and **TONKY** are wondering..
What fun things should they play with their friends?



PINKY COSMETIC | MAIN PRODUCTS

imPinky



Pinky Tonky



FASHION ACC.



PINKY COSMETIC | SALES CHANNEL

NAVER

AliExpress

coupan
Color Your Days

11번가

SSG.COM

LOTTE ON

Gmarket

AUCTION.

**ART
BOX**

H MARTH

Shopee

淘宝网
Taobao.com

LOTTE MART

ToysRUs

emart
Culture Club

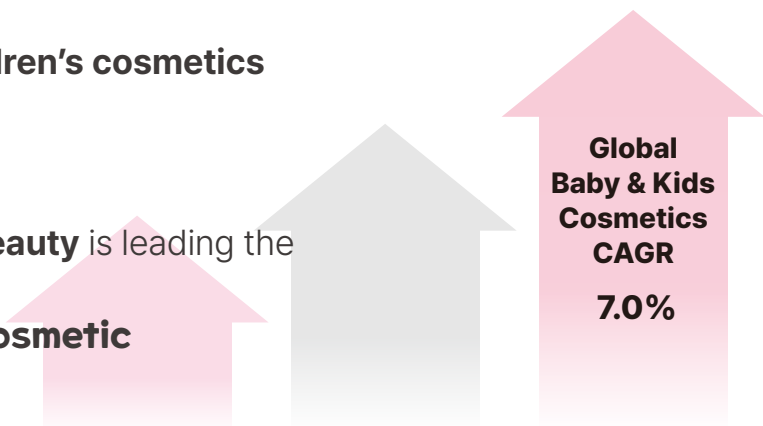


TODAY AND TOMORROW | MARKET TRENDS

While global birth rates continue to decline due to urbanization and industrialization, parents are increasingly investing more time and resources into raising a single child.

In particular, demand for **safe children's cosmetics** is rising rapidly in the Asian market, where consumer power is strong.

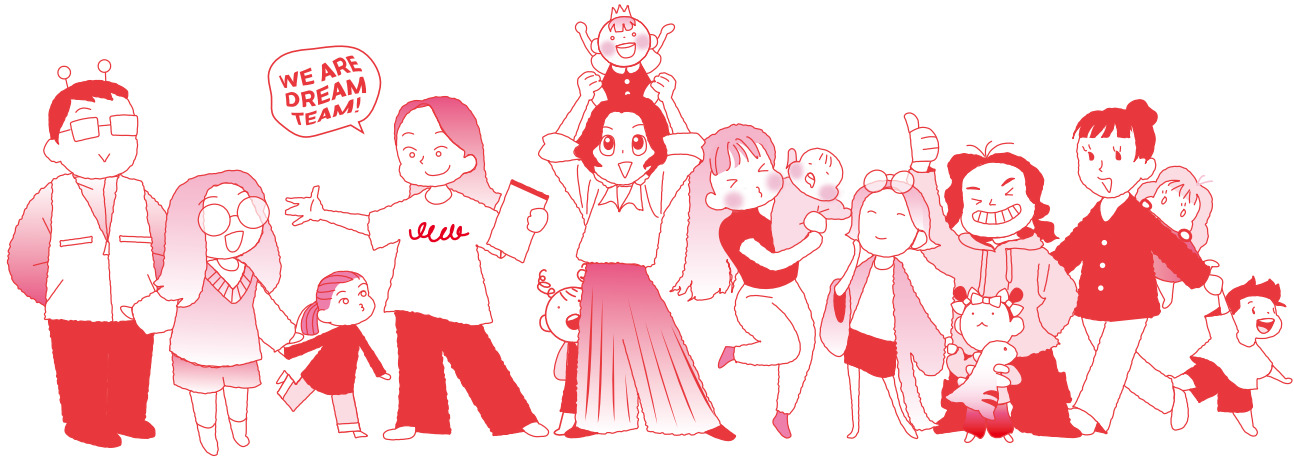
Verified for safety and quality, **K-Beauty** is leading the children's cosmetics industry
- and at the center of it is **Pinky Cosmetic**



**Projected Market
Size by 2035
1,800,000,000\$**

**Global
Baby & Kids
Cosmetics
CAGR
7.0%**

TODAY AND TOMMOROW CORPORATE SOCIAL RESPONSIBILITY



Equal Opportunity and Stable Work Environment

We promote employee well-being through fair treatment, non-discrimination, and a stable workplace

Eco-Friendly Products

We are committed to developing environmentally friendly products for a sustainable future

Safe and Trusted Products

We prioritize children's safety and health by eliminating harmful substances and using verified ingredients

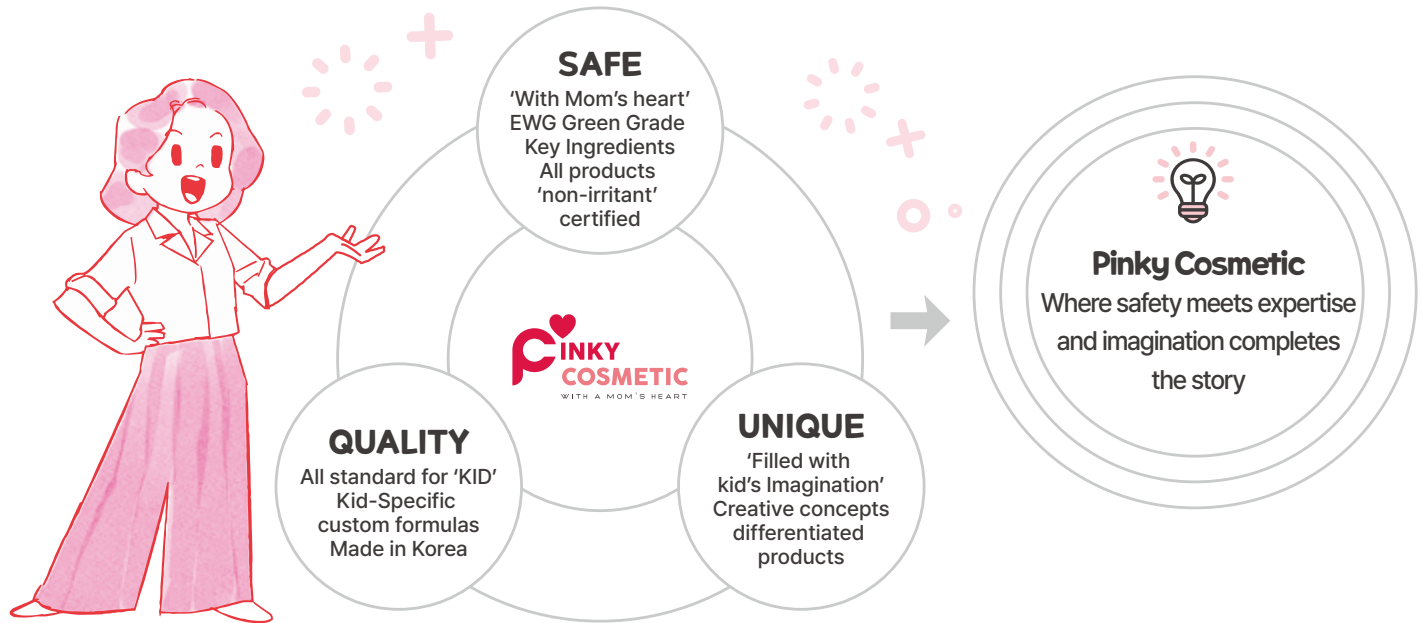
Charitable Giving

We carry out ongoing donation activities to support children in need, fulfilling our social responsibility

Respects Diversity and Horizontal Culture

We respect all forms of diversity and foster a creative, open, and collaborative work culture

TODAY AND TOMORROW | **LEAP FORWARD**





Exclusive Distributor

- Indonesia
- Mongolia

Distributor

- China
- Malaysia
- Taiwan
- Türkiye
- Cambodia
- Hong Kong
- Japan
- Philippines
- Singapore
- Thailand
- USA
- Vietnam
- Laos
- Russia
- Kazakhstan
- Canada



THANK YOU

PINKY COSMETIC Co., Ltd.

39, Banwol-ro 81beon-gil, Seo-gu, Incheon, Republic of Korea (22653)

 +82 10.6702.2769  pinky@pinkycosmetic.kr