

A woman with dark hair is lying in a bed, propped up on her left arm. She is wearing a yellow tank top and looking up at a baby. The baby is wearing a white onesie and a patterned diaper, and is leaning over the woman's head. The background shows a window with white blinds and a bedside table with a glass jar.

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 Tianjr, china
2015	Launched a fashion brand 'MUAA'
2018	Concluded JBP MOU with Alibaba Group
2020	Medience 41 <sup>th</sup> Anniversary





## Medience Mission and Vision

### Vision

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

### Goal

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Global Living - Cultural Company

### Mission

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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

*Tartine et Chocolat*  
PARIS

MÜAA



# Corporate Brand

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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

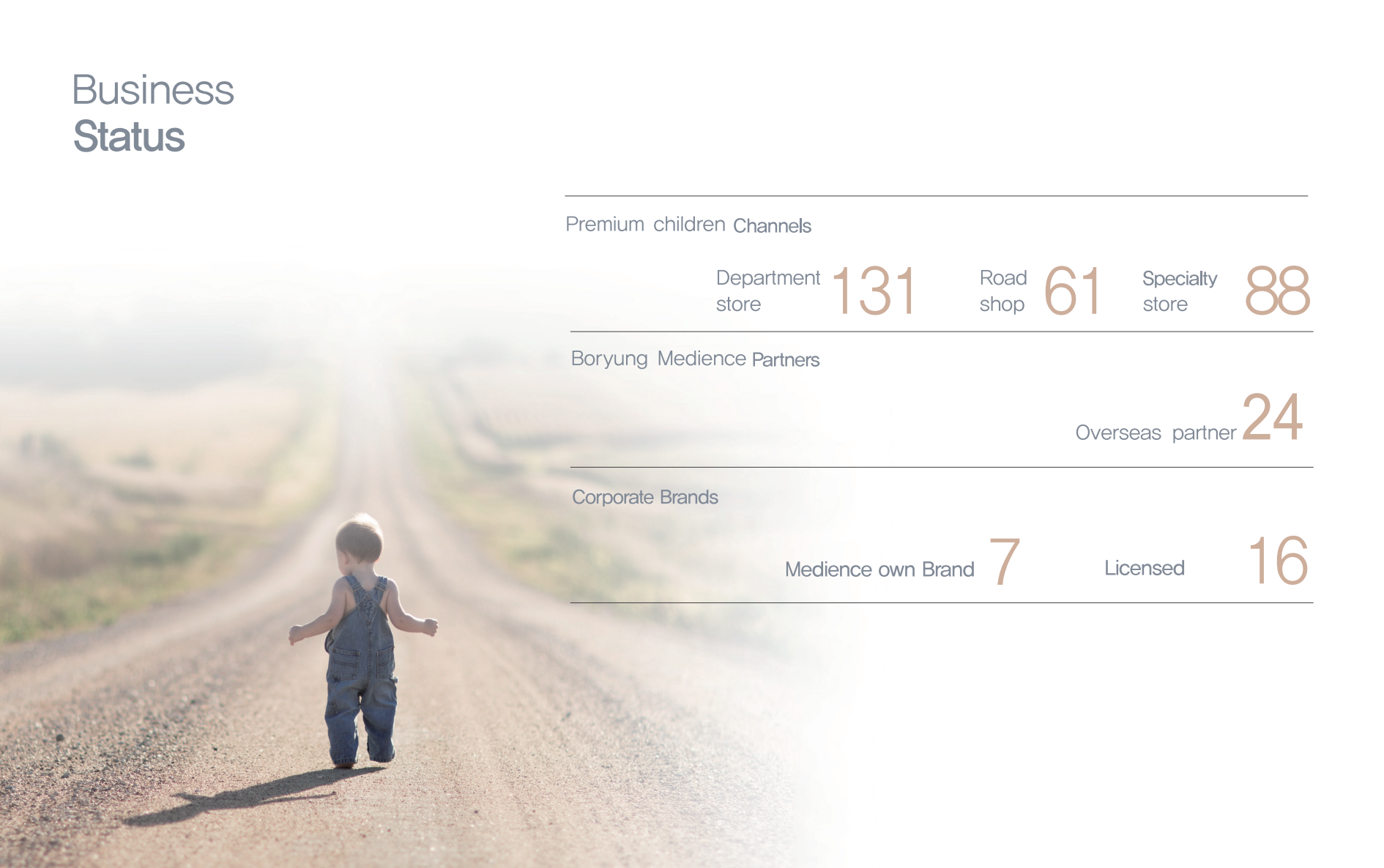


THE PURE

Natural fermented moisturizing skin care brand







# Business Status

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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

## 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

Predict child care/consumption culture and trend



# Upright Baby care campaign



'Aiege' is a logo that presents Boryung's upright campaign for of 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 European 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

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