



Kudos
Innovation

Connecting global customers with innovative ideas!



Kudos Team

Kudos team is preparing to enter the **global market** through **Kudos innovation**, building on its **domestic success** in **Kudos communication**.



Focus on animal hospital in Korea market



Export/Import

Supporting the export of brands and importing outstanding brands to the domestic market



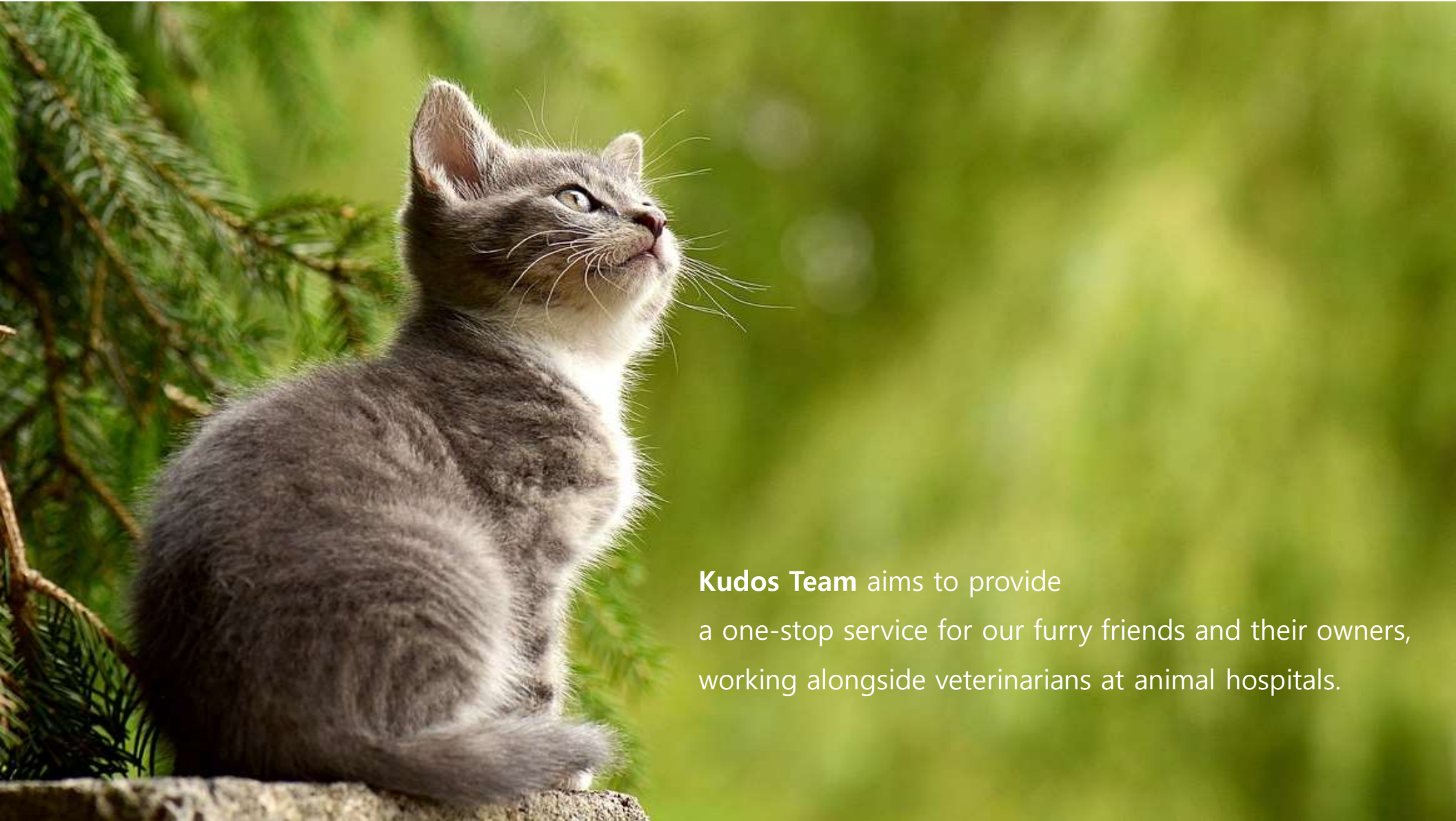
Pet Tech

Partnerships with AI and healthcare-related startups



New business area

Plannig to flexibly participate in various industries related to pets



Kudos Team aims to provide a one-stop service for our furry friends and their owners, working alongside veterinarians at animal hospitals.

Company History

For over a decade, we have been informing pharmacies, hospitals, and veterinary clinics about products from domestic and international pharmaceutical companies, medical device manufacturers, and animal feed companies through various projects.

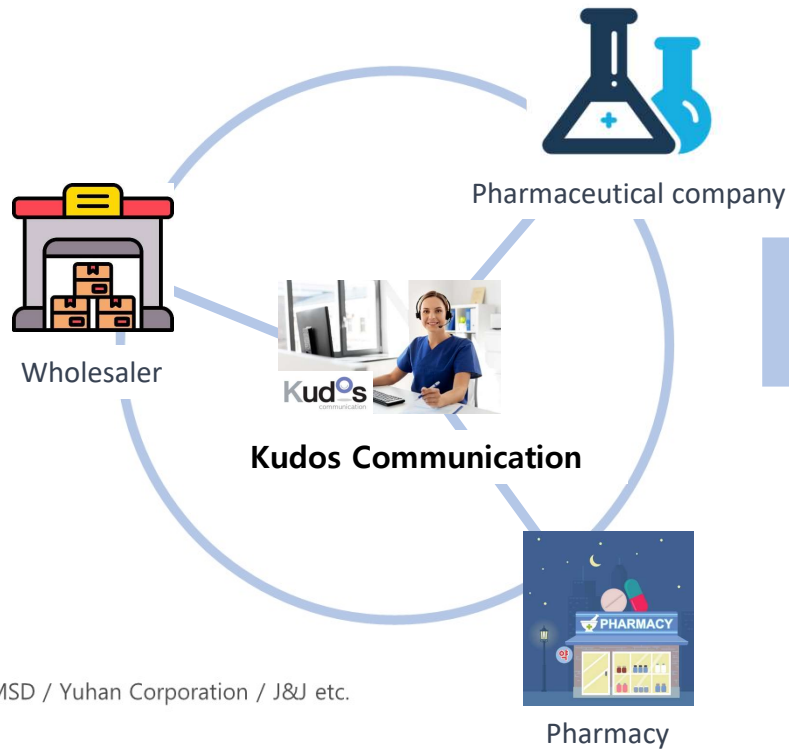
We aim to promote exceptional products and help brands gain more consumer choices.

We are Kudos Communication.



Where we are From

Securing the necessary requirements and solutions in the market through direct communication and hotline operation with pharmaceutical companies, wholesalers and pharmacies.

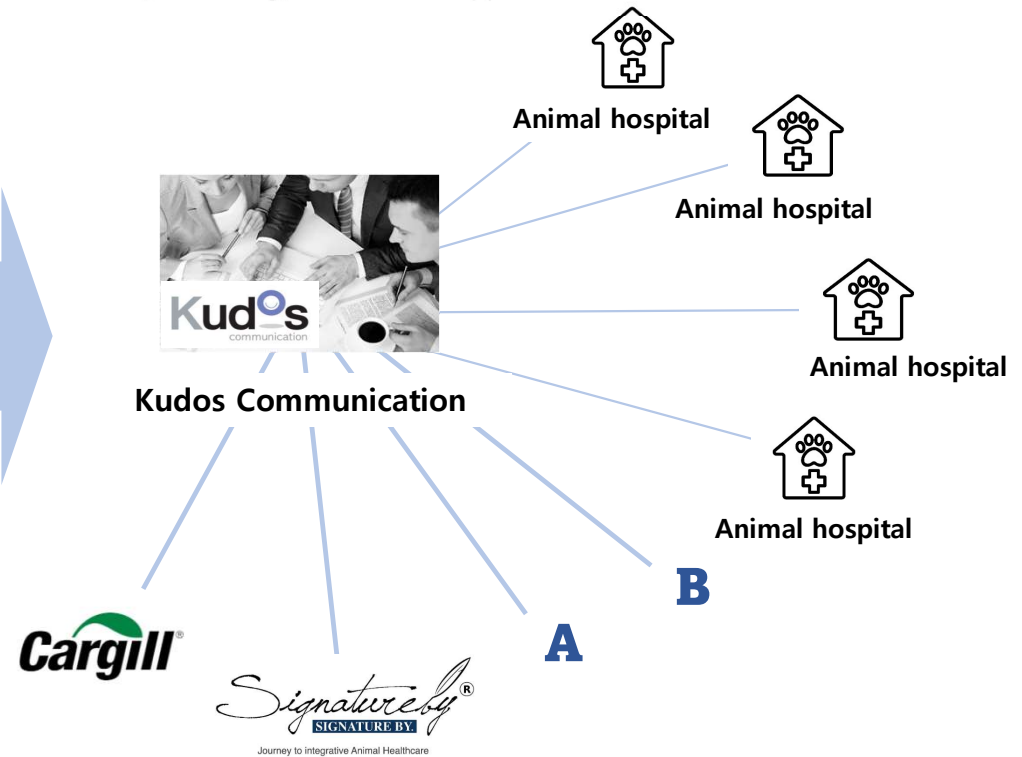


Major client

Sanopi Korea / MSD / Yuhan Corporation / J&J etc.

Where we Focus on

Expanding nationwide animal hospital sales and new product discovery since 2016, based on years of experience in pharmaceutical-related sales, marketing, and hotline support.



Kudos communication Company in Numbers

15

Members

Formed a dedicated sales team for animal hospitals, consisting of experts with experience in pharmaceutical agency and pharmacy territory management.

\$10Mil.

2023(E) Sales

Experiencing annual revenue growth of over 30% since 2020.

670m²

In-house warehouse

Established an optimal logistics system with a company-owned warehouse spanning 670m² in Anyang and implemented MES (Manufacturing Execution System) programs for enhanced efficiency.

2930

Animal hospital

A unique nationwide direct delivery system operated by in-house employees with 80% of all animal hospitals in the country being direct customers.

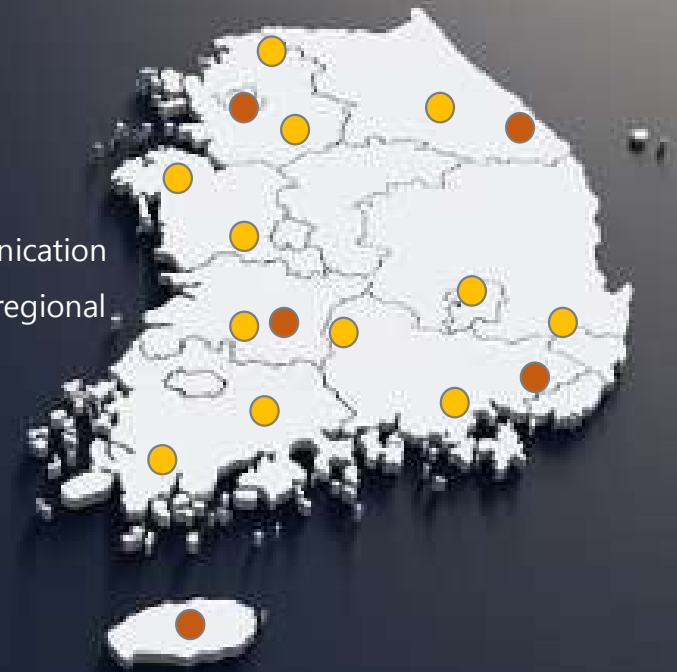
As of June 2023

Sales Network

A total of 7 professionals, including the CEO and the Head of Sales are conducting detailed sales operations centered around 5 regional hubs through direct delivery.

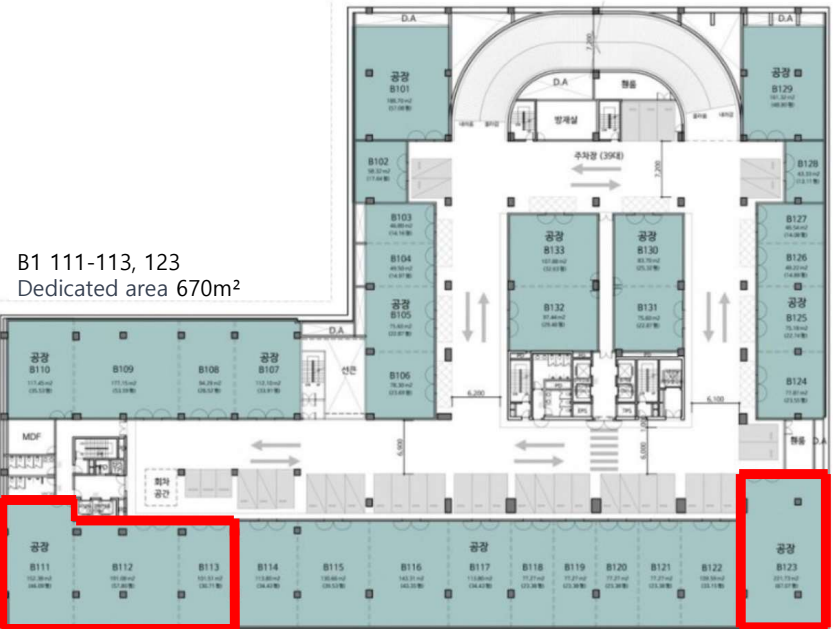


We focus on customer communication through direct delivery with 5 regional hubs nationwide.



In-house Warehouse

In 2020, we established an office in Anyang and equipped it with a 670m² in-house warehouse for a Logistics System (WMS). We are currently serving both manufacturers and animal hospitals.



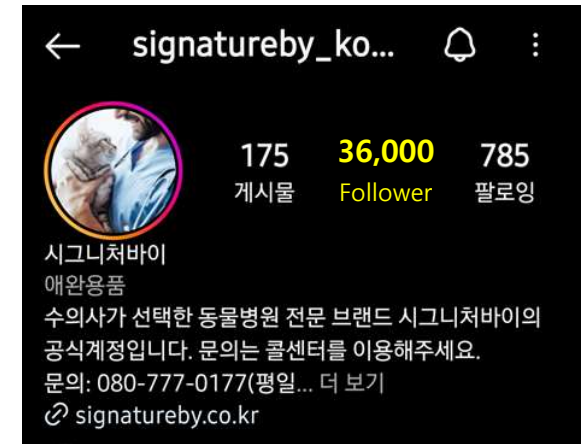


Signatureby pursues prescription-based, veterinarian-led, comprehensive care.

As of June 2023

- FOOD THERAPY
- PRESCRIPTION
- ORAL CARE
- SUPPLEMENT
- DAILY TAIIBO
- WOUND HEALING

We supply over **40 products**, ranging from prescription-based food therapy that identifies an individual's constitution, disease, and balance state and prescribes suitable foods, to medication guidance, and products for oral health and wound care, exclusively for animal hospitals.



"The cumulative sales volume of our best-selling products."



P/a : Pill aid 복약지도도 돕는 처방캔

시그니처바이® P/a는 뛰어난 기호성, 높은 소화율을 바탕으로 반려견이 약을 복용할 때 부담없이 즐겁게 먹을 수 있도록 고안된 캔입니다.

또한, 약을 복용하는 반려견인 만큼 **단백질, 지방, 인산, 칼로리, 인의 함량을 줄여** **내과의 질환이 있는 반려견에게 미칠 수 있는 영향을 최소화하고자 했습니다.**

- 저 단백질
- 저 지방
- 저 인데렐
- 저 칼로리
- 휴먼 그레이트 식품원료 사용

원료 오리, 쌀, 간(돼지), 연어유, 비타인B 복합제, 비타인 복합제(비타인C, 비타인B₆, 비타인B₁₂, 비타인B₁, 비타인B₂, 비타인B₃, 비타인B₅, 비타인B₇, 비타인B₉, 비타인B₁₀, 비타인B₁₅, 비타인B₁₇, 비타인B₁₈, 비타인B₂₀, 비타인B₂₁, 비타인B₂₂, 비타인B₂₃, 비타인B₂₄, 비타인B₂₅, 비타인B₂₆, 비타인B₂₇, 비타인B₂₈, 비타인B₂₉, 비타인B₃₀, 비타인B₃₁, 비타인B₃₂, 비타인B₃₃, 비타인B₃₄, 비타인B₃₅, 비타인B₃₆, 비타인B₃₇, 비타인B₃₈, 비타인B₃₉, 비타인B₄₀, 비타인B₄₁, 비타인B₄₂, 비타인B₄₃, 비타인B₄₄, 비타인B₄₅, 비타인B₄₆, 비타인B₄₇, 비타인B₄₈, 비타인B₄₉, 비타인B₅₀, 비타인B₅₁, 비타인B₅₂, 비타인B₅₃, 비타인B₅₄, 비타인B₅₅, 비타인B₅₆, 비타인B₅₇, 비타인B₅₈, 비타인B₅₉, 비타인B₆₀, 비타인B₆₁, 비타인B₆₂, 비타인B₆₃, 비타인B₆₄, 비타인B₆₅, 비타인B₆₆, 비타인B₆₇, 비타인B₆₈, 비타인B₆₉, 비타인B₇₀, 비타인B₇₁, 비타인B₇₂, 비타인B₇₃, 비타인B₇₄, 비타인B₇₅, 비타인B₇₆, 비타인B₇₇, 비타인B₇₈, 비타인B₇₉, 비타인B₈₀, 비타인B₈₁, 비타인B₈₂, 비타인B₈₃, 비타인B₈₄, 비타인B₈₅, 비타인B₈₆, 비타인B₈₇, 비타인B₈₈, 비타인B₈₉, 비타인B₉₀, 비타인B₉₁, 비타인B₉₂, 비타인B₉₃, 비타인B₉₄, 비타인B₉₅, 비타인B₉₆, 비타인B₉₇, 비타인B₉₈, 비타인B₉₉, 비타인B₁₀₀

재료를 정선 만큼 한 티스푼을 밀어내어, 약과 잘 혼합해 주세요. 필요하면, 내용물의 양을 더 많이 넣어 골고루 섞어 줍니다.



개봉 후, 약을 섞는데 사용하고 남은 내용물은 잘 밀봉하여 냉동 보관하시고, 하루가 차, 편 바리는 것을 권장합니다.

사료와 잘 섞이는 고온 입자

- ☑ 약과 혼합한 내용물은 기호성이 뛰어나 반려견이 잘 먹습니다.
- ☑ 반려견이 먹지 않을 경우에는 반려견의 뺨 안쪽에 넣어 보이는 볼 안쪽 점막과 치아 사이 또는 입 안쪽에 내용물을 묻혀 주시면 됩니다.

25,000,000 +



P/a: Pill aid
Prescription can for medication guidance.
A/a: Appetite aid
Prescription can for appetite and recovery support.

100,000 +



StomoAct BEO
toothbrush-free
enzyme toothpaste

Participating in 12 exhibitions per year





Core Competences

Business performance



Help Line!

We possess **excellent communication skills** with animal hospitals. Additionally, we can provide **helpline support** for distributor brands.



Sales Team!

Sales team handle **direct deliveries** to **3000 domestic hospitals** upon order placement.



Clinical Trial!

Set up a **clinical test bed** for evaluating product palatability and efficacy through numerous **donation**.



Brand / Operation



Supplement No1!

A specialized brand in the field of animal hospitals and **exclusively operate** as the leading brand for supplements area.



Warehouse!

Establishing a direct delivery system to hospitals using our **in-house owned warehouse and trucks**.

Thank you!

Kudos Innovation // www.kudosinnovation.com

☎ +82 10 4244 3573 / +82 10 3118 4543

✉ kudos@kudosinnovation.com

📍 Head office ▷ 1301-1, Ace Hi-Tech City, 24 109 Simgin-daero, Dongan-gu,
Anyang-si, Gyeonggi-do, South Korea

