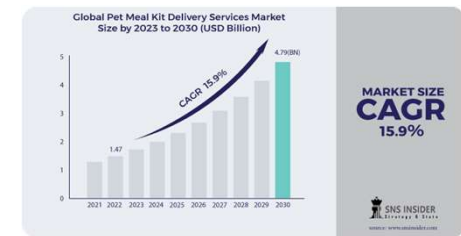


**Signatureby** was founded in 2018 and has since established relationships with veterinary schools, associations, and R&D centers, while concurrently gaining validation for its **excellence** and **safety** in more than **3,000 animal hospitals**.



# Market

- √ The pet market is **rapidly growing worldwide** due to various factors such as declining birth rates, an increase in single-person households, and population aging.
- √ The perception of pets as family members and advancements in medical technology have led to an **increase in the lifespan of pets**.
- √ They often require **veterinary care** for various health conditions throughout **more than half of their life cycle**, especially beyond the age of 6-7 years.



# Problem

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**Pet's "health gap" are becoming more prevalent as pets live longer life cycles**

- √ Pet owners **often find it challenging to visit the veterinary clinic** regularly for various reasons.
- √ In many cases, **surgery and prescriptions administered at the hospital are insufficient** for complete treatment and recovery.
- √ Pet owners often face a **lack of accessible health information** for their pets, and there are limitations in consulting with veterinarians.



# Solution

**Signatureby** is a brand created by **veterinarians** to address the **unmet needs** between animal hospitals and pet owners

- Veterinarians prescribe medications such as antibiotics, anti-inflammatories and antihistamines based on diagnoses for internal conditions. However, there are **often limitations in prescribing for recovery and prevention of relapse.**
- Pet owners **often face challenges**, such as **difficulties** in getting them to eat well, administering medications or brushing their teeth.
- Furthermore, when it comes to symptoms like occasional vomiting or diarrhea, lethargy, or dealing with a recurring illness, **pet owners often feel uncertain** about what they can do for overall recovery and prevention of recurrence **without visiting the hospital.**



In such situations, we strive to provide **evidence-based supplementary products** tailored to specific symptoms.

Simultaneously, we aim to broaden the **insights of the caregivers**, offering support and information.

# Product Portfolio

## Integrative medicine

**Signatureby** is an **Integrative Animal Medicine Care brand** that combines the fields of veterinary medicine, food nutrition and traditional Chinese veterinary medicine (TCVM), integrating their philosophies.

### Integrative Animal medicine Care



### A. Prescription (Specialty Diet) Line – Linked to veterinary care

(Can be administered independently for an extended period with daily nutritional content / maintenance diet)

#### 1. Medication Administration Aid Can

- Used when administering medications that are difficult to feed.

#### 2. Decreased Appetite Aid Can

- When your pet is not eating well or lacks energy, or before and after surgery

### B. Specialized supplementary product Line

(Enhances physiological functions with the use of 1-2 functional ingredients. can be administered with water or pet food)

3. Oral-care (toothpaste / dog treat)

4. Oral-care (Nutritional / complex dog treat)

5. Joint (dog & cat)

6. Digestive system (Stomach aid / Pancreatic aid)

7. Wound healing

# 1. Medication Administration Aid Can / Prescription Diet Line

## P/a (Pill aid)

Specialized dosing mousse type cans that minimize interference with medicinal properties

1. Medication is necessary to treat diseases, and it is necessary to feed medication with **high palatability to ensure that it is well taken.**
2. Highly palatable but **low fat and low protein** content differentiates it from other wet foods on the market and **minimizes interference with medicinal effects.**
3. Good ingredients (grain-free) and fine particles (mousse type) to **mix well with medication**, and mousse type for syringe inhalation.
4. Easy to carry at **30g**, sterilized packaging for hygiene and freshness.
5. Proven **palatability with 25 million sold** in the Korean market

## Prescription(Specialty Diet)Line

Product Line Linked to Veterinary Care

### P / a : Pill aid

A specialized supplementary medication with low fat content to minimize drug interactions

### A / a : Appetite aid

A product that promotes energy recovery with high digestive absorption and amino acids



(For dogs) Main ingredient – Duck

(For cats) Main ingredient - antibiotic-free chicken breast

## 2. Decreased Appetite Aid Can / Prescription Diet Line

### A/a (Appetite aid)

#### Highly digestible and amino acid-rich diet mousse-type cans

1. A product that **works** to feeding **when he can barely eat anything**
2. If he is only sleeping because he feel lethargic, this product contains **essential amino acids** to revitalize him, which will help him **regain his appetite** and improve his quality of life.
3. A great post-surgery recovery food, it's also great for postpartum.
4. High-fat, high-protein, complete nutrient blend, **100% daily diet** when fed according to body weight.
5. **30g** is easy to carry, and sterilized packaging ensures hygiene and freshness.
6. Proven **palatability with 25 million sold** in the Korean market

### Prescription(Specialty Diet)Line

Product Line Linked to  
Veterinary Care

#### P / a : Pill aid

A specialized supplementary  
medication with low fat content  
to minimize drug interactions



#### A / a : Appetite aid

A product that promotes energy  
recovery with high digestive  
absorption and amino acids



(For dogs) Main ingredients - beef broth + duck

(For cats) Main ingredients - chicken broth + antibiotic-free chicken breast

### 3. Daily Oral-Care Line / toothpaste & dog treat

#### StomoAct BEO

#### Enzymatic and lactic acid toothpaste with no toothbrush Required

##### Features and differentiators

1. Lactobacillus acidophilus kills harmful bacteria, while **enzymes work to dissolve tartar**.
2. **A brushless toothpaste** that prioritizes convenience
3. Taste and odor free for less rejection, and **EWG safe** for human consumption.

#### StomoAct Preventeeth

#### Masticating dental gum with physical tartar removal structure

##### Features and differentiators

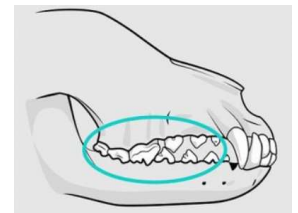
1. Different from the concept of conventional chewing dental gum, it has a structure that **physically stimulates the mouth and teeth with large and small bumps to scrape away tartar** from every corner.
2. Made from white fish, it is **not obese**. Hypoallergenic with 500 daltons of hydrolysis.
3. Hygienic packaging and adequate elasticity and strength for feeding senior dogs.
4. There is a hole in the center, so you can put BEO toothpaste in it and solve oral care at once.

##### Step-by-step oral care line

Step 1-2 for easy daily care

StomoAct® Step 1-2 daily care

As an initial step in dental care, only using the toothpaste can help with bad breath and plaque management along with the 500-dalton enzymatic hypoallergenic dental gum





## 4. Daily Oral-Care Line / Nutritional & Complex dog treat

### StomoAct Oramune

#### The best oral nutritional with clinically proven ingredients

##### Features and differentiators

1. A product specialized for the oral cavity by using **patented Igy-GP raw materials** and containing raw materials rather than egg yolk antibody extract.
2. It contains **beta-glucan** specialized in strengthening oral immunity, which helps to **remove tartar**, and is hypoallergenic and highly palatable because it is **made of pollock meat**.
3. One week of feeding is enough to take care of the entire mouth and eliminate bad breath.
4. There are two types of products: a **powder type** that can be fed with feed and a **drops type** that can be given as a snack.

### StomoAct Oramune Chew

#### Preventeeth + Oramune = 2 in 1

##### Features and differentiators

**Preventeeth**, a hypoallergenic dental gum with a physical tartar removal structure, and **Oramune**, the best oral comprehensive nutrient, in one.

### Specialized supplementary product Line

PET SUPPLEMENTS

#### Oral support supplement

##### Oramune<sup>®</sup>

StomoAct<sup>®</sup> Oramune

stomatitis

bad breath / tartar

gingivitis / periodontitis

oral immunity



Oramune containing targeted antibodies against pathogenic bacteria and **clinical verification ingredients**

- ✓ IgY-GP
- ✓ StayC-50<sup>®</sup>
- ✓ Probiotics
- ✓ Beta-Glucan



### Step-by-step oral care line

Step 1-2 for easy daily care

##### StomoAct<sup>®</sup>

Step 1-2 daily care

An enzyme toothpaste that can address bad breath and tartar with just 1-2 steps, even in the early stages of tooth decay, and low allergen dental gum with 500-dalton hydrolysis for allergy-free worry.



**Preventeeth Gum**, responsible for physical care & **Oramune powder**, responsible for oral immunity and bacteria care can be **combined One!**



## 5. Joint Support Line/ for dog & cat

### BiotaC AR-78 : Pet joint supplement that penetrates the joints where it's needed in just 4 hours

#### Features and differentiators

1. Made with joint polymer hyaluronic acid, a **raw material with 7 U.S. patents** and clinical data for oral administration in dogs, which is also used in **racehorses**.
2. Vegan, free of sweeteners and animal ingredients.
3. It is a liquid type that **quickly penetrates into the joints in 4 hours** to control inflammation and pain, and can be properly fed according to body weight using an medicine dropper.

### BiotaC AR-78 Feline : Tasteless and odorless for cat joint and urinary tract care in one step

#### Features and differentiators

1. Made from hyaluronic acid, a joint polymer with 7 U.S. patents and feline oral clinical data.
2. Vegan, free of sweeteners and animal ingredients.
3. Contains **MHB3**, an ingredient proven to **relieve joint pain and inflammation**, as well as **protect the urinary tract epithelium and strengthen the urinary tract barrier** in cats.
4. The liquid formula quickly **penetrates the joints to control inflammation and pain in as little as 4 hours**, and the dropper allows for weight-appropriate feeding.

**Specialized supplementary product Line**  
PET SUPPLEMENTS

**Joint support for dogs**

**BiotaC™ AR-78**

- Joint pain
- arthritis
- Limping
- pre- and post-surgery joint inflammation

7 U.S. patents, fast-absorbing liquid specialized hyaluronic acid for joints

**4hrs**

**Specialized supplementary product Line**  
PET SUPPLEMENTS

**Feline joint and urinary system support supplement**

**BiotaC™ AR-78 feline**

- Joint pain/inflammation
- Frequent cystitis
- Limping
- Painful urination/frequent urination

Fast-absorbing joint and urinary system care supplement

**JOINT URINARY**

## 6. Digestive System Support Line (1) / Gastrointestinal & Pancreatic support

### GI-calm

Gastrointestinal total care nutrition with clinically proven gastric mucosal protective ingredients

#### Features and differentiators

1. Total care product with clinically proven gastrointestinal mucosal protective ingredients, 19 lactobacilli, 3 prebiotics, and cobalamin.
2. **Manage unexplained vomiting, irritable stomach, constipation**, and hairballs at home.
3. After 10 days of use, X-rays showed that the dog's swollen stomach returned to normal.
4. **Highly palatable** with chicken, plain yogurt, and goat milk.
5. There are two types of products : a **powder type** that can be fed with feed and a **drops type** that can be given as a snack

**Specialized supplementary product Line**  
PET SUPPLEMENTS  
**Gastrointestinal support supplement**

**GI-calm**  
Gastro-Intestinal Calming

- Vomiting / empty stomach vomiting
- Frothy vomiting / food vomiting
- Sensitive stomach
- Hairball care



## 6. Digestive System Support Line (2) / Gastrointestinal & Pancreatic support

### DA-alpha

A new pancreatic supplement with a pre-digestion concept that can be given for a long period of time

#### Features and differentiators

1. Chronic diarrhea and frequent vomiting indicate **digestion and absorption problems**.
2. When digestion and absorption are poor, food particles that are not well broken down become food for harmful bacteria and cause diarrhea and vomiting by multiplying harmful bacteria.
3. By sprinkling **DA alpha on the food beforehand** and delivering it 30 seconds later, it **pre-digests the food before ingestion**, making the stomach comfortable.
4. Double action of animal pancreatic enzymes and plant digestive enzymes.

**Specialized supplementary product Line**  
PET SUPPLEMENTS

**Pancreatic and digestive system support supplement**

**D/a:α**  
Digestive and alpha

Chronic pancreatitis  
EPI(Exocrine Pancreatic Insufficiency)  
Chronic diarrhea  
Sensitive stomach

**D/a alpha which helps pre-digest food for comfortable digestion with a compound pancreatic enzyme**

Product Facts per 2 Serve (1g)	
Pepsin	184,000 USP
Bromelain	36 GDU
Amylase	65,000 USP
Probiotics	1x10 <sup>8</sup> CFU
Protease	58,000 USP
Lipase	78,000 USP
Vit. B12	250µg

## 7. Wound Healing Line

### Atopair

A wound healing and skin condition topical with SCI-grade ingredients

#### Features and differentiators

1. Used for minor wounds, **as a home medicine** for all dogs and cats.
2. Steroid and alcohol free, **safe to eat and lick** with natural ingredients.
3. It is excellent for moisturizing not only **wounds** but also **atopic dermatitis** and **itching**, as it draws moisture through osmotic pressure to help quick healing and regeneration.

#### Wound healing line

First aid medication for minor wounds and injuries in multi-dog and multi-cat households

#### Atopair

Inclusion of *Alchemilla vulgaris* in our proprietary product has resulted in the publication of **a wound healing study in a SCI-level journal**



Promotion of wound healing by stimulating angiogenesis, activating fibroblasts, and enhancing macrophage activity, as published in an SCI-level journal

Reference: Choi, Javur, et al., Biomedicine & Pharmacotherapy 106 (2018): 326-332.



## 8. Tahiiibo Line

Daily healthy food containing Taheebo, which has anti-cancer, immune-boosting, and antioxidant properties.

### Features and differentiators

1. Contains Taheebo, which contains **betalafacon**, an active ingredient that inhibits the growth of cancer cells.
2. Healthy meals with **daily feedings** and no side effects or preservatives.
3. Human-grade meats and rich vegetables with unique vitamins and minerals
4. Anti-cancer, antimicrobial, antioxidant, immune-boosting, blood sugar-lowering, and healthy food by right-sized and won't make them fat.



**[for DOGS] – 4kinds (30g)**

Beef & Pollack(14kcal) Ultra low-calorie  
 Turkey & Duck  
 Chicken & Potato  
 Salmon & Tuna



**[for CATS] – 4kinds (30g)**

Chicken breast  
 Salmon & Rabbit  
 Tuna & Fish (16kcal) Ultra low-calorie  
 Duck & Pork Lung



**[for DOGS] – 2kinds (50g)**

Beef & Carrot  
 Duck & Broccoli



**[for CATS] – 2kinds (50g)**

Salmon & Beet  
 Chicken & Mung bean



**[for DOGS] – 2kinds (18g)**

Pork Liver  
 Pork Kidney



**[for CATS] – 2kinds (18g)**

Pork Lung  
 Beef Kidney

## 9. Liver support

Hepa PRO is Liver Cell Antioxidant Supplements for a Healthy Liver  
SAME to help with liver cell damage and cell regeneration

### Features and differentiators

1. Made with **clinically tested ingredients** in dogs and cats
2. **Industry-leading amount** per serving (1g) per day



1. For use **with antibiotics** and for aftercare when medication is finished
2. Necessary for dogs and cats on **multiple medications**, and for damaged livers
3. Rich in fiber to support a healthy intestinal tract.



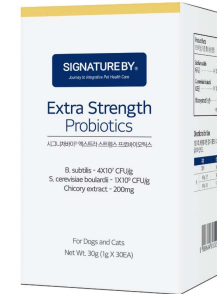
## 10. Probiotics

### Extra Strength Probiotics

### Probiotics that survive stomach acid and antibiotics

#### Features and differentiators

1. We feed probiotics for constipation, diarrhea, gut health, and skin health. Lactobacillus, one of the most commonly used probiotics, is weak against heat, stomach acid, and oxygen, so the **selection criteria has been colony count and viability.**
2. Signatureby focuses on **S. cerevisiae and Bacillus subtilis probiotics that are resistant to stomach acid, antibiotics, and heat.**
3. **Bacillus subtilis** is impervious to stomach acid and bile and reduces fecal shedding of diarrhea-causing bacteria.
4. **S. cerevisiae** are EFSA-approved for efficacy and safety and are resistant to antibiotics and stomach acid.
5. It can be taken together with antibiotics and is also helpful for aftercare.



☑  
**고초균**  
Bacillus subtilis  
4X10<sup>7</sup> CFU/g

☑  
**효모균**  
S. cerevisiae boulardii  
1X10<sup>9</sup> CFU/g

☑  
**이눌린**  
Chicory extract  
200mg



# Product recommendations based on symptoms

<p>When it's difficult to administer medication</p>		<p>For oral care, including bad breath and gum health</p>	
<p><b>P/a (Pill aid) dedicated can</b></p>		<p><b>Oramune (Powder, Drops)</b></p>	
<p>When lacking energy and refusing to eat anything</p>		<p>(dog) dislocation of the patella (cat) joint or urinary issues</p>	
<p><b>A/a (Appetite aid) dedicated can</b></p>		<p><b>BiotaC AR-78 / BiotaC Feline</b></p>	
<p>When it's difficult to brush their teeth</p>		<p>Gastrointestinal issues such as vomiting and diarrhea</p>	
<p><b>StomoAct BEO toothpaste</b></p>		<p><b>GI-calm (Gastro) / DA-α (Pancreas)</b></p>	<p><b>Atopair (Household medicine)</b></p>
<p>Need to give them gum for dental care</p>		<p>Injuries in multi-dog and cat households, and grooming-related wounds</p>	
<p><b>StomoAct Preventeeth dental gum</b></p>		<p><b>Atopair (Household medicine)</b></p>	

When you meet **Signatureby**,  
your **pet's health concerns** will change

