



**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



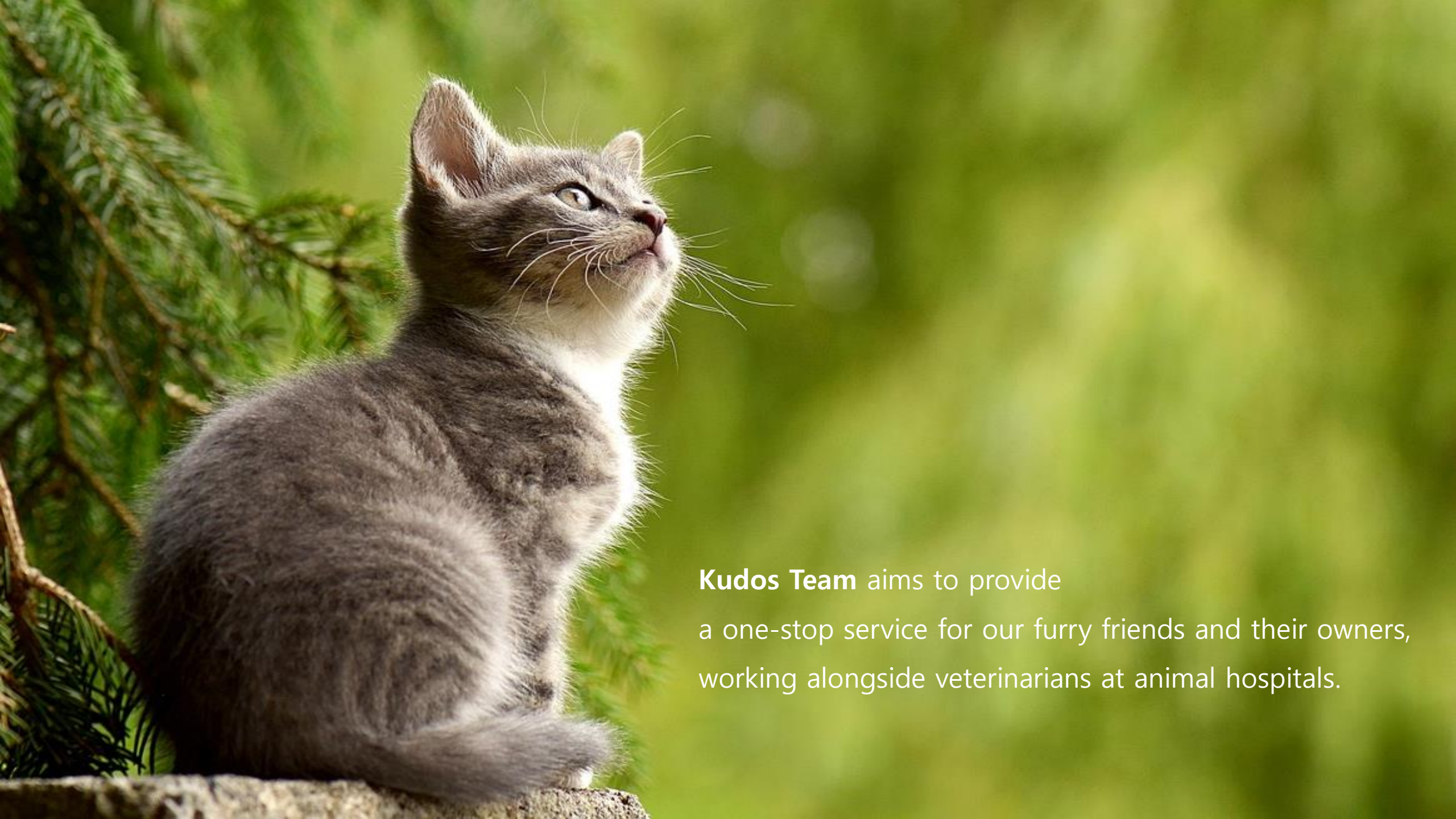
## Pet Tech

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.

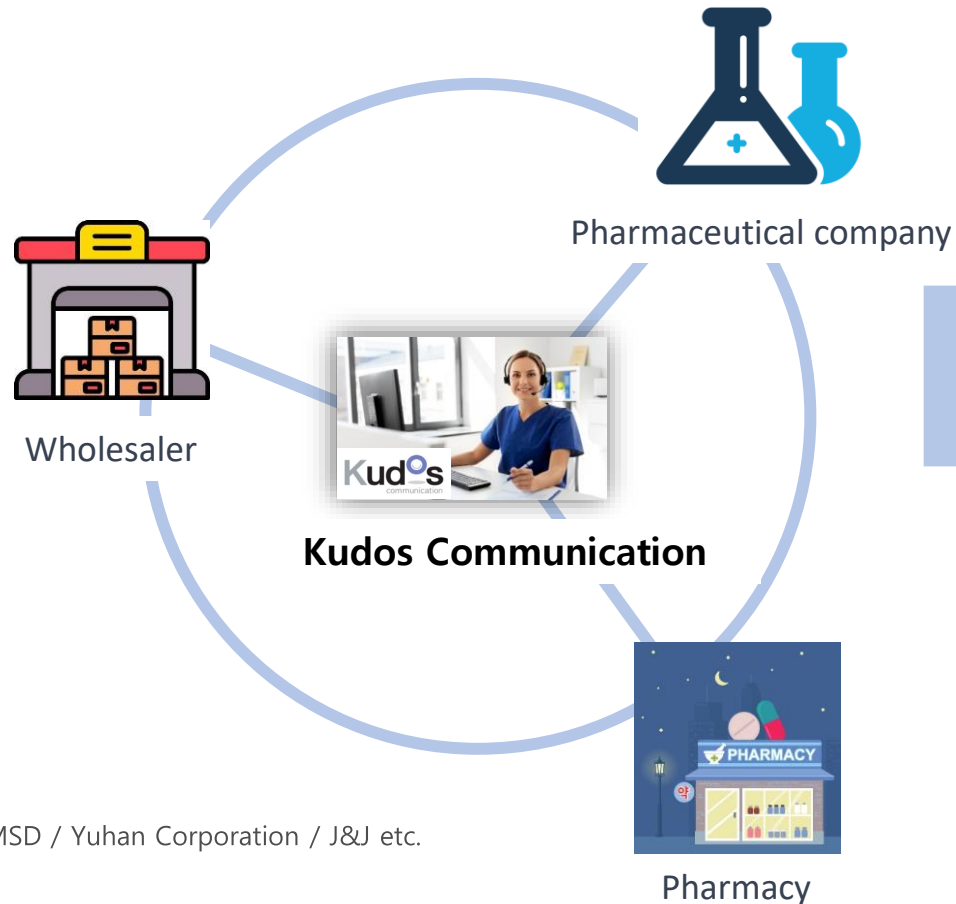
We are Kudos Communication.





# 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.

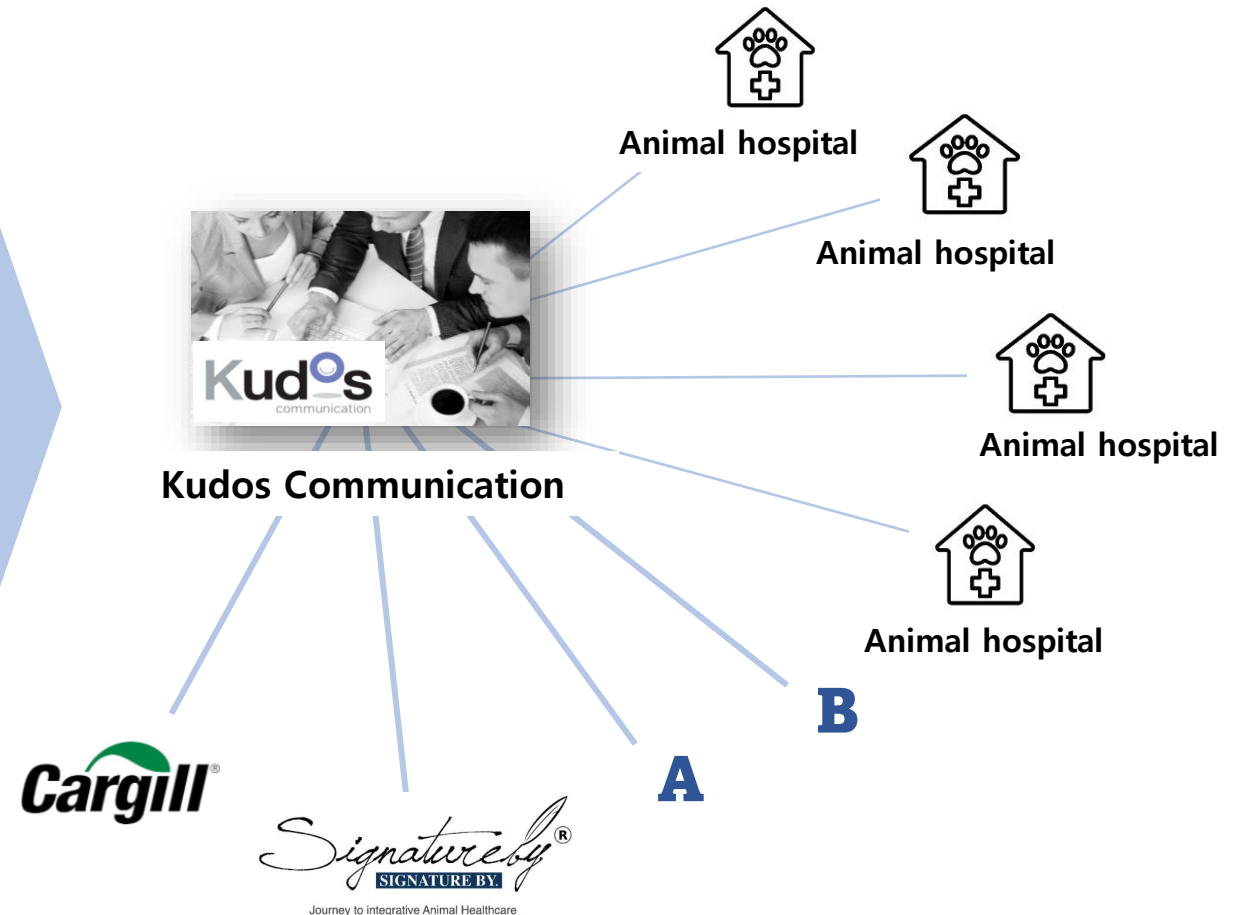


Major client

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.

670m<sup>2</sup>

In-house warehouse

Established an optimal logistics system with a company-owned warehouse spanning 670m<sup>2</sup> 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.

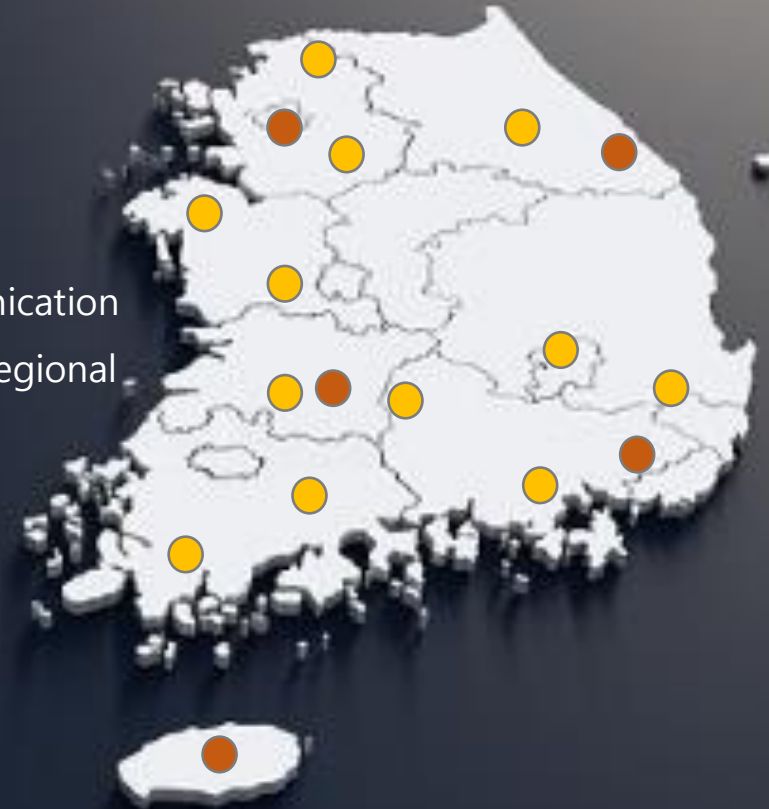
As of June 2023

# 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.

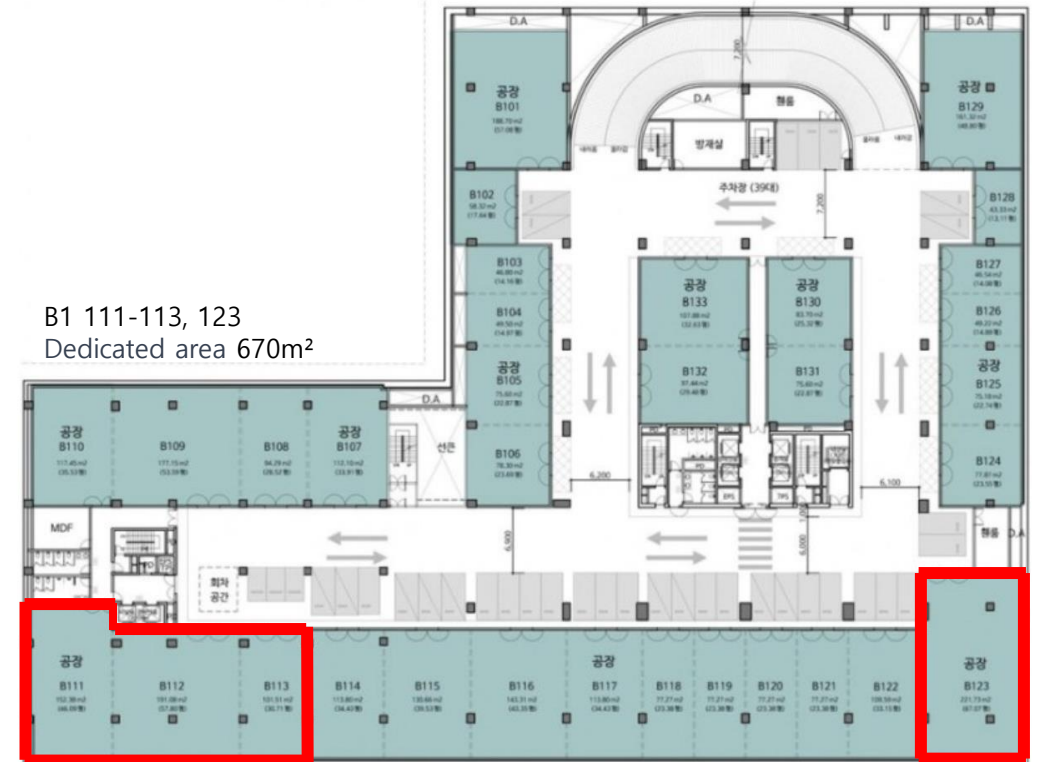


We focus on customer communication through direct delivery with 5 regional hubs nationwide.



# In-house Warehouse

In 2020, we established an office in Anyang and equipped it with a 670m<sup>2</sup> in-house warehouse for a Logistics System (WMS). We are currently serving both manufacturers and animal hospitals.







# 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](http://www.kudosinnovation.com)**

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