



Physical recovery creates the sustainability of immersion.

A wellness bodytech company for modern people's immersion and productivity in the AI era.

LOLO COMPANY | CEO IM DA-in

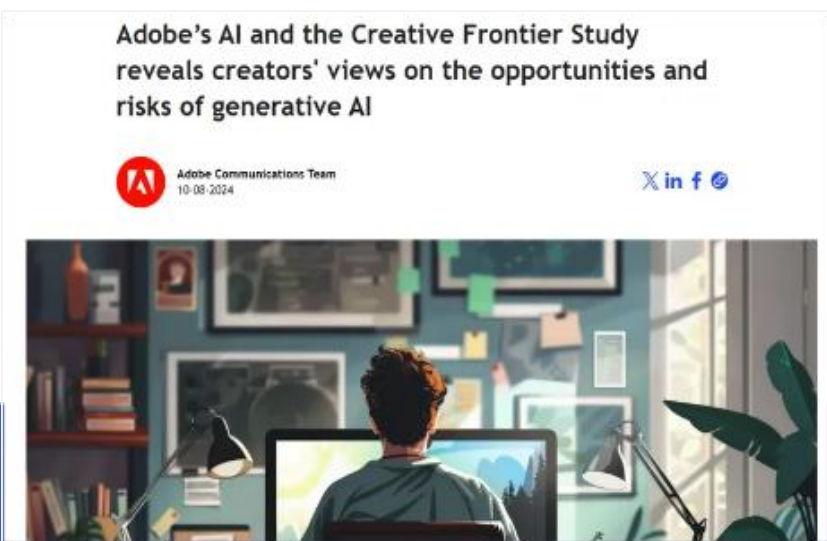


Healthy Motion, Deeper Creativity

The existing healthcare market was centered on "exercise performance." But today's consumers are different.

AI Era, Increasing Digital Device
Use Trend

With prolonged sedentary lifestyles and increased digital device use, conditions such as forward head posture, shoulder tension, and lower body fatigue are rising. Due to this, the home self-care market is growing. → Demand for recovery and daily management is increasing faster than demand for exercise.



The rapid increase in sedentary populations and long working hours are **explosively driving demand for musculoskeletal management.**

Creator Industry Growing
28.9% Annually

30% of South Korea's population are digital creators...
Industry revenue has surpassed 5.1 trillion KRW.
Average of 8–12 hours of screen-based work per day.
Over 70% report experiencing chronic pain.



The explosive spread of AI creative tools and the rise of digital labor are creating **a new global market shift toward prolonged sedentary lifestyles.**

Structural Lack of
Recovery Solutions

Existing exercise content focuses primarily on 'improving athletic performance.' However, it is ill-suited for modern pain management, which requires a recovery-oriented approach to address the pattern of [prolonged micro-tension → fascial adhesion → chronic pain].



There remains a shortage of **"daily life-integrated" recovery products** optimized for modern people's routines.

We do not focus on "exercise performance" — we focus on "sustainability of daily immersion."

LOLO COMPANY is a healthcare-convergent bodytech specialized company that provides body care products and solutions for the sustainable daily lives of modern people, creating "a daily life where immersion is never interrupted by physical fatigue."

Founded	September 9, 2024
Industry	Manufacturing of massage devices, manufacturing of other textile products not elsewhere classified, and media content creation
Headquarters	Unit# 910, Bupyeong Tech City, 293 Bupyeong-daero, Bupyeong-gu, Incheon
Representative	Im Da-in
Business Type	Women-owned business, Venture company, Startup, Small and medium-sized enterprise (SME)
Employees	4 persons
Notable Achievements	KISTI Family Company, Excellent Company recognized by the Women's Enterprise Support Center, Selected among Top 111 AI Wellness Companies at CES 2025, Excellent Company selected for the 15th class of Incheon Youth Entrepreneurship Academy, Open Lab Company of Dongguk University, Family Company of Yuhan University, 50th Company of Gachon University AAL Smart Home Care program, and many more.

01. Business Areas



Healthcare product brand



Posture correction stretching solution



Character IP AR content



02. Key Achievements & Technologies (Over 20 trademarks and patents)

- (Patent) Neckband-type cervical spine acupressure device
- (Patent) Biosignal measurement device
- (Patent) Hand rehabilitation device and virtual reality rehabilitation training system including the same
- (R&D) High-elasticity fabric for joint protectors
- (R&D) Web-based stretching solution



03. Press Coverage



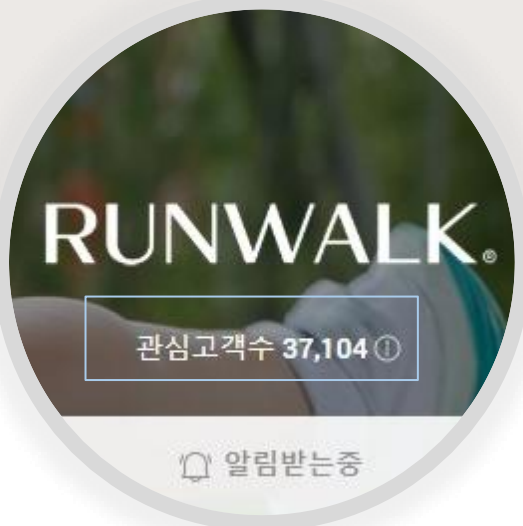
LOLO COMPANY designs not exercise products, but "sustainability of daily life."



The starting point of our product development is not athletic performance improvement. It begins with the real-life problems of modern people: prolonged sedentary lifestyles, repetitive work postures, and accumulated daily fatigue.

01 Defining life-based problems

Functional product lineup and in-house development



RUNWALK, a brand born from the real fatigue of modern people (RUNWALK®)

- Track record of approximately 1.8 billion KRW in related product sales
- Over 28,000 cumulative customer reviews



Approximately 40,000 customers on our official online store

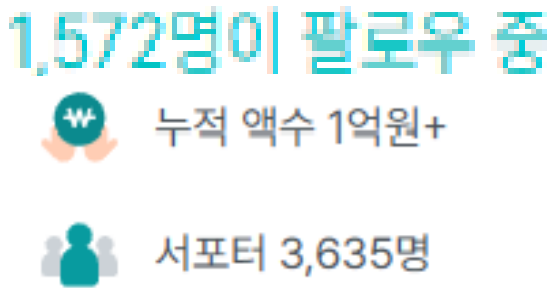
02 Long-hour use-centered design

Advancement of convergent healthcare development



Convergent healthcare system design considering wearability, compression, and repeat usability

- Brand customer acquisition rate increased by approximately 100%



Secured interest pool related to VDT* syndrome (* Visual Display Terminal Syndrome)

03 Market validation-based scalability

Strengthening of healthcare product R&D division



K-Bio Health VDT syndrome musculoskeletal management IP secured and R&D

- Patent registered for neckband-type cervical spine acupuncture device
- Expanded scalable product lines based on actual sales experience and consumer response
- Job creation, exports to 4 countries, NDAs with 3 countries

Business division expansion and strengthening of ergonomics R&D

04 Securing validation and evaluation

Human-applied usability testing and IRB



Consumer-centered product development verification and design testing

- Selected as an excellent case company for the "SME Design Support Project" in the musculoskeletal field
- Collaborating company with Dongguk University Ilsan Hospital
- Selected among the top 50 companies nationwide for Gachon University Smart Home Healthcare

Expert consortium and usability evaluation

LOLO COMPANY Wellness Portfolio for Daily Immersion & Recovery

Holistically managing daily fatigue through Wearable supports, recovery tools, lifestyle items, and more

Wrists, knees, calves, neck and shoulders, as well as outdoor activities and post-activity care.
We have built our portfolio around the areas where fatigue accumulates in the daily movement patterns of modern people.

Joint protectors for knees, wrists, and other joints

Jogging/Running Lifestyle Items

Body Line Care Massage Tools

1:1 Customized Digital Analysis

BEST

현릭의 손목보조대 엄지손가락 보조대 TFCC 손목아래 오른손
일지 & 손목 착용 가이드 보러가기(click)
나의 팔꿈치 44000원
38% 24,300원

현릭의 무릎보조대 러닝 슬개골 슬개건 마라톤 등산 테이핑 안들
스포츠 물리요리의 선택 남녀 공용 Free 사이즈...
나의 팔꿈치 44000원
41% 18,700원

BEST

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나의 팔꿈치 44000원
41% 18,700원

Brand Secured

- Planning and manufacturing of body part-specific customized products
- Daily support (wrist brace)
- Lifestyle support (knee/calf brace)
- Compression design for fatigue recovery (sleeve)

RUNNING

Brand Secured

- Lifestyle items considering movement and daily life
- Running gear / UV protection mask
- Hats / sports accessories, etc.

BODY CARE

Launching Soon

- Dual-rolling self-care tool for recovery of neck, shoulders, lower back, and calves
- Focused on daily fatigue recovery
- Connecting to post-exercise productivity

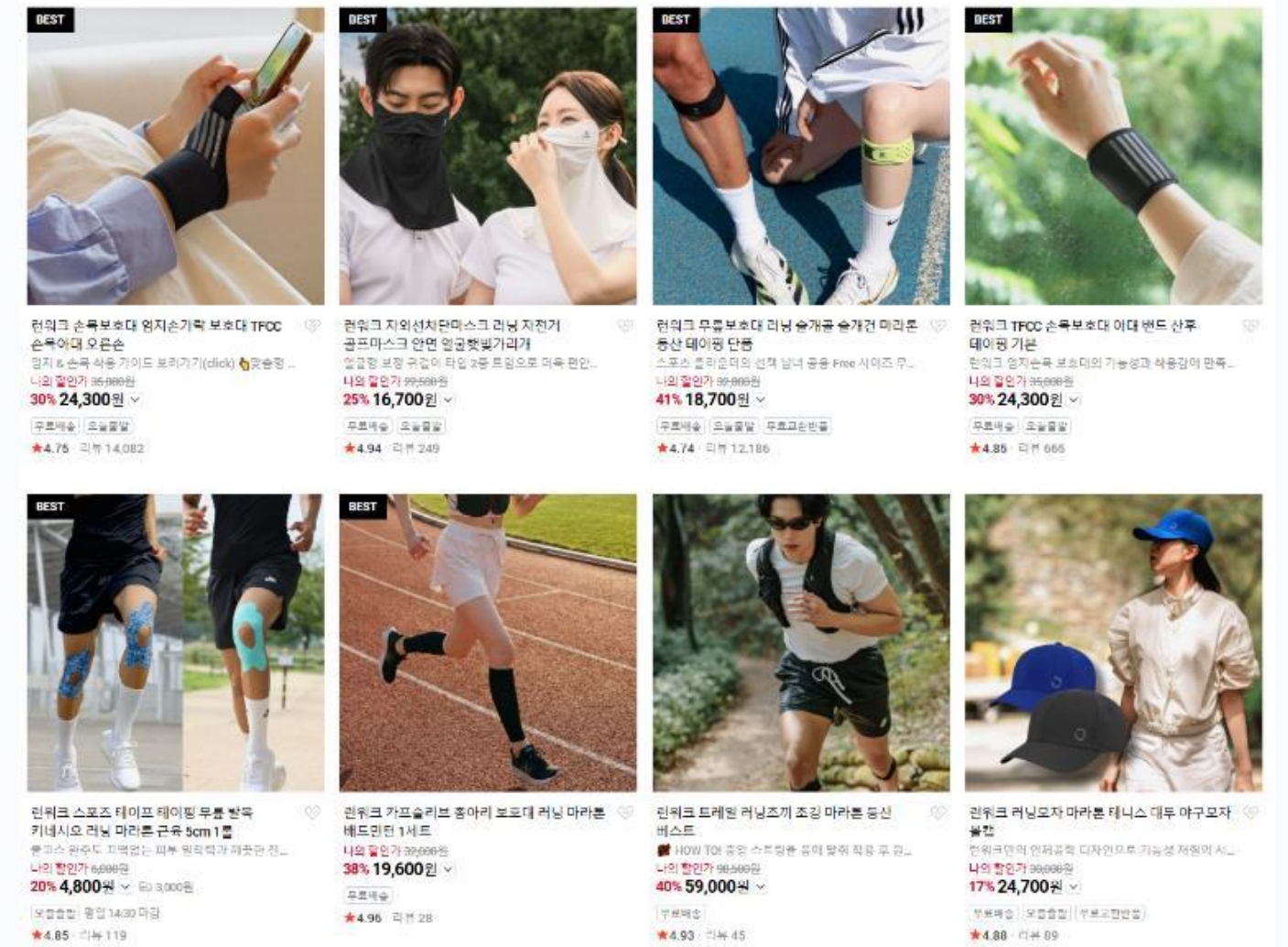
Planned for Development

Planned for Development

- Musculoskeletal pain reduction and body shape improvement based on AI Skeleton Tracking
- Gamification structure
- Personalized routine generation engine



Retention



Repurchase rate: 808 customers over 3 months



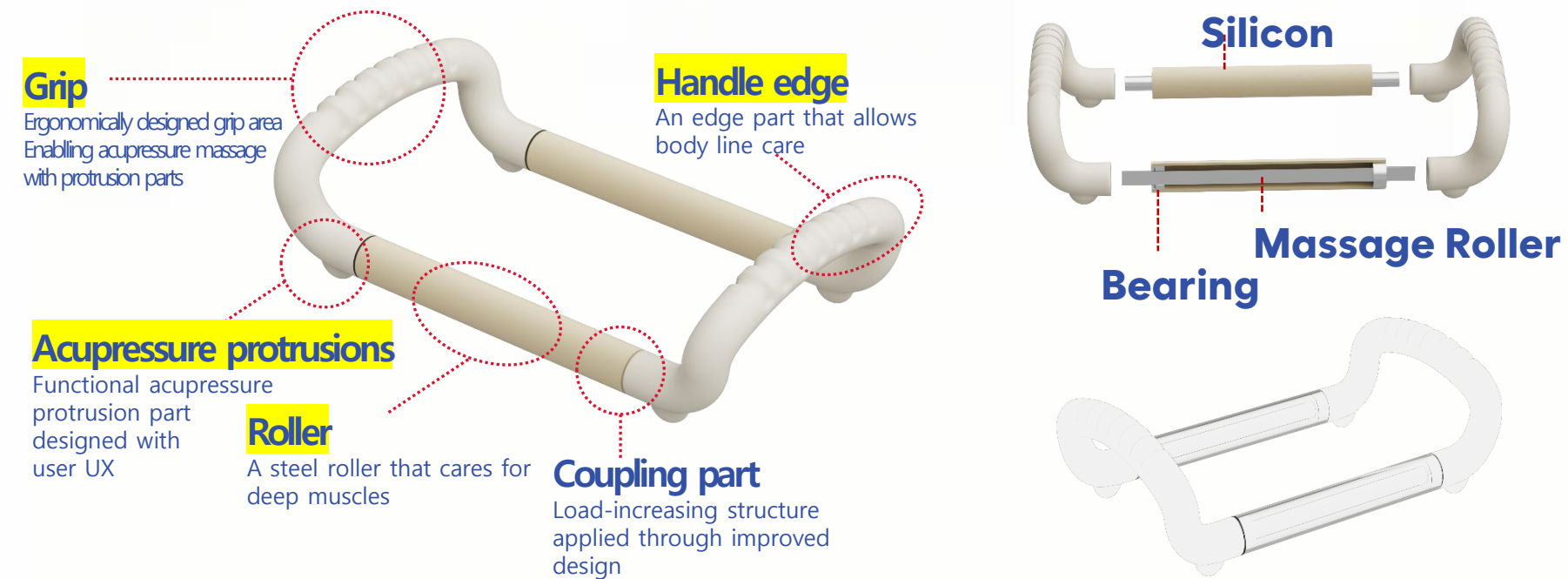
Average monthly repurchase rate: 700 customers



NEAULING

NEULING Recovery Tool | 1ea 59,000 KRW

‘NEULING’, a dual rolling recovery tool for modern people's recovery routine



Main Pain Areas of Users

Core Functions & Features

Multi-purpose Use & Target Areas



Wrist (Carpal Tunnel Syndrome)



Neck (Forward Head Posture, Straight Neck Syndrome)



Calves (Edema)

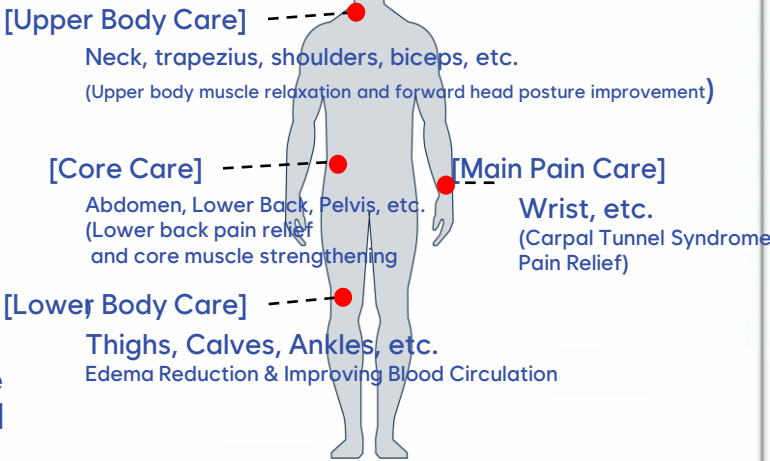


Lower Back (Herniated Disc)

Ergonomic Grip Design
[Multi-purpose Acupressure Structure]

Multi-purpose Acupressure Roller
[Fascia Release]

Rounded Grip
[Local Massage & Acupressure]

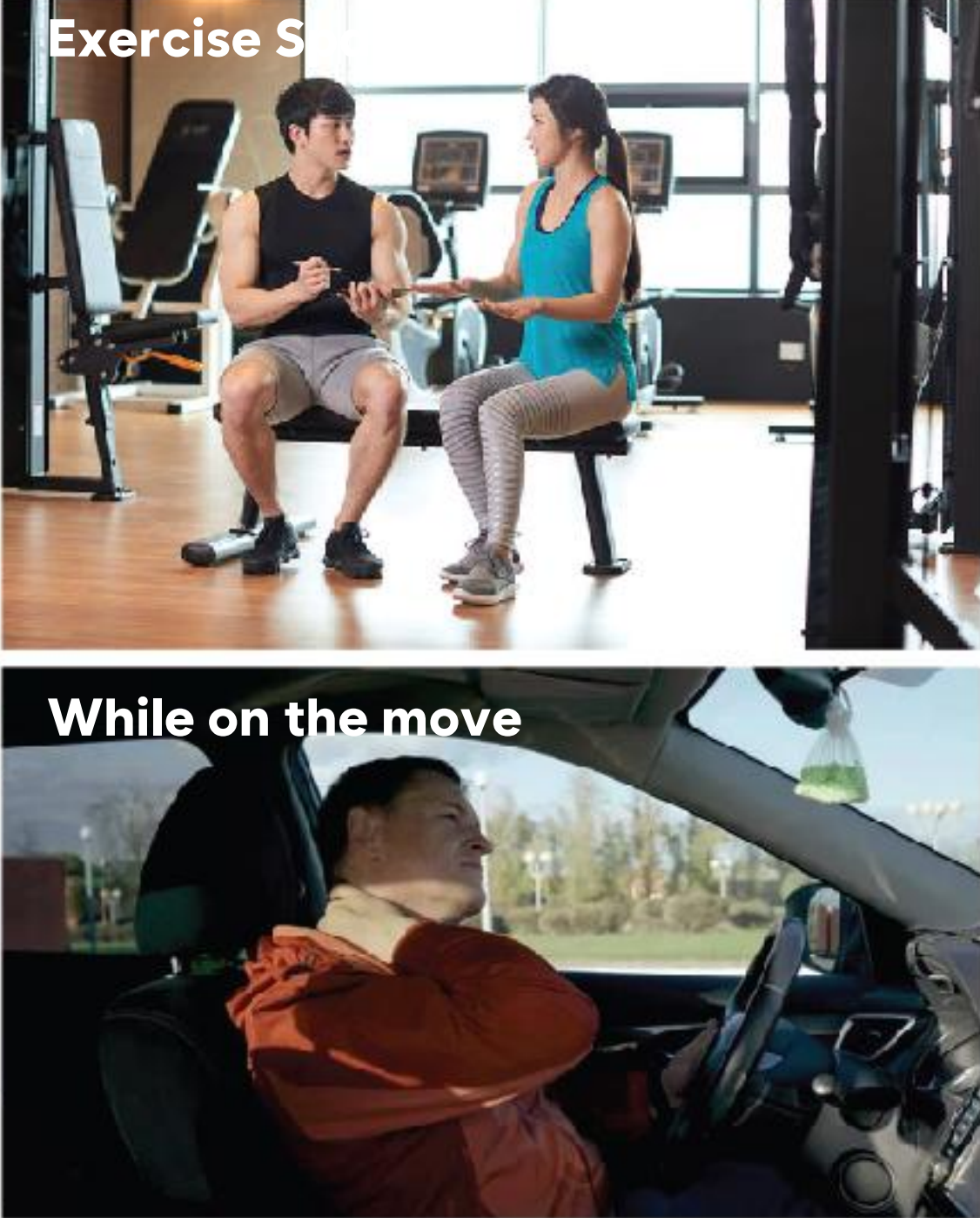


- Pressure distribution structure based on dual rolling
- Multi-use for neck, shoulders, back, and calves
- Optimized for short, repetitive routine use
- Usable anywhere: office, home, or during breaks
- Expansion of office wellness / digital fatigue recovery categories

Usability

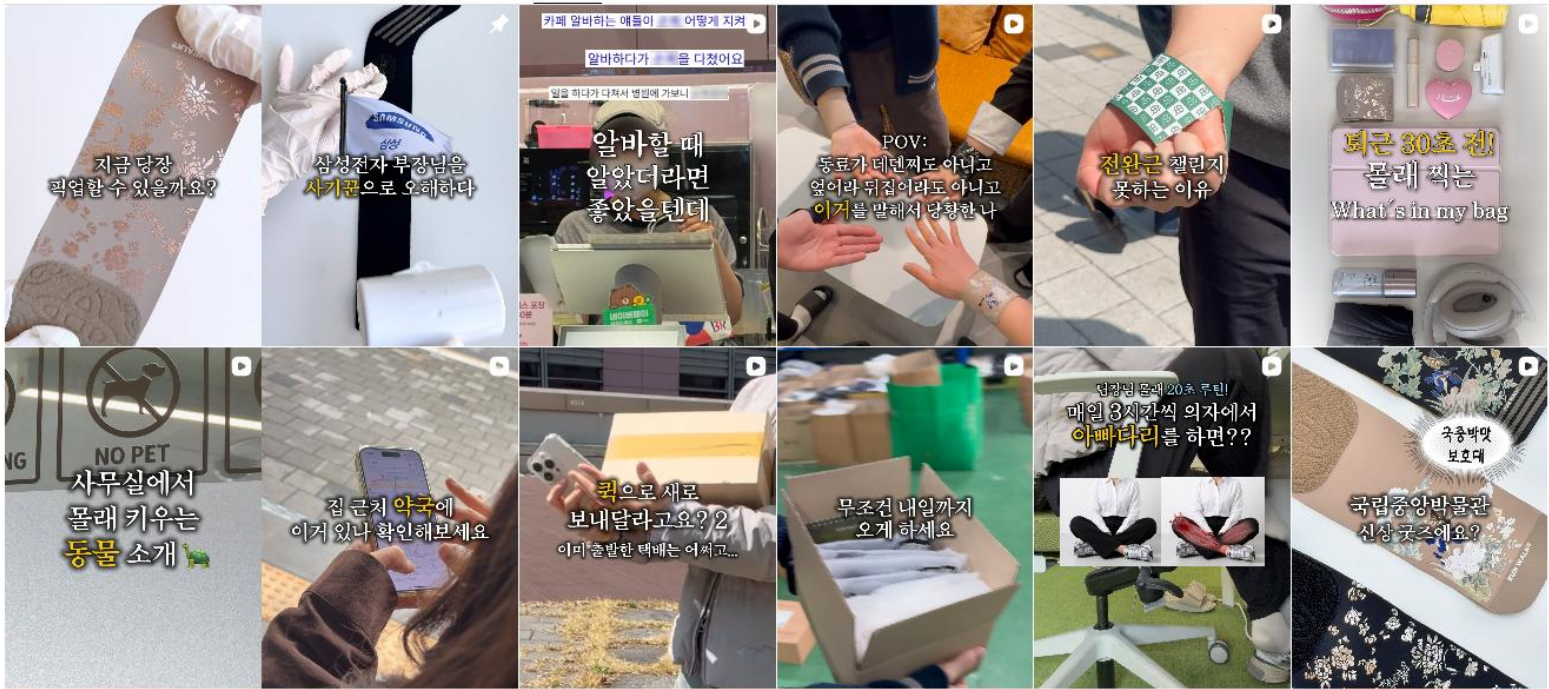
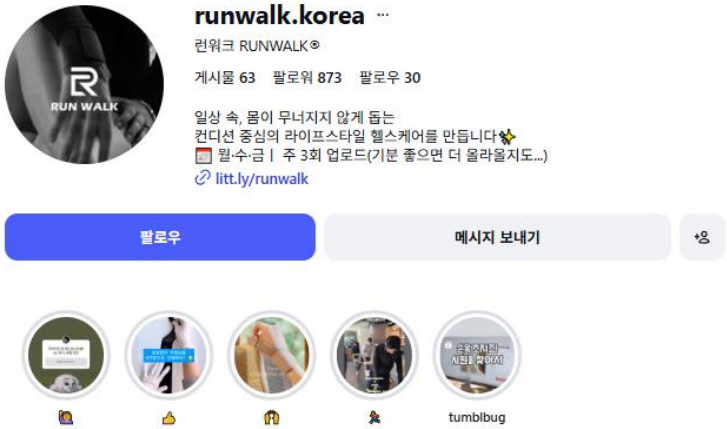


Environment





Various use methods of developed products
User-friendly content expansion through YouTube



Viral marketing through social media
and influencer collaborations

Special environment consumers

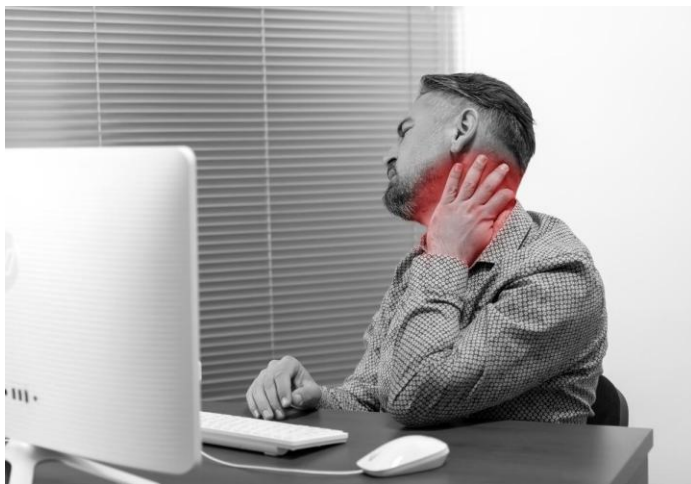


Possibility of segmenting environment-specific models through color diversification

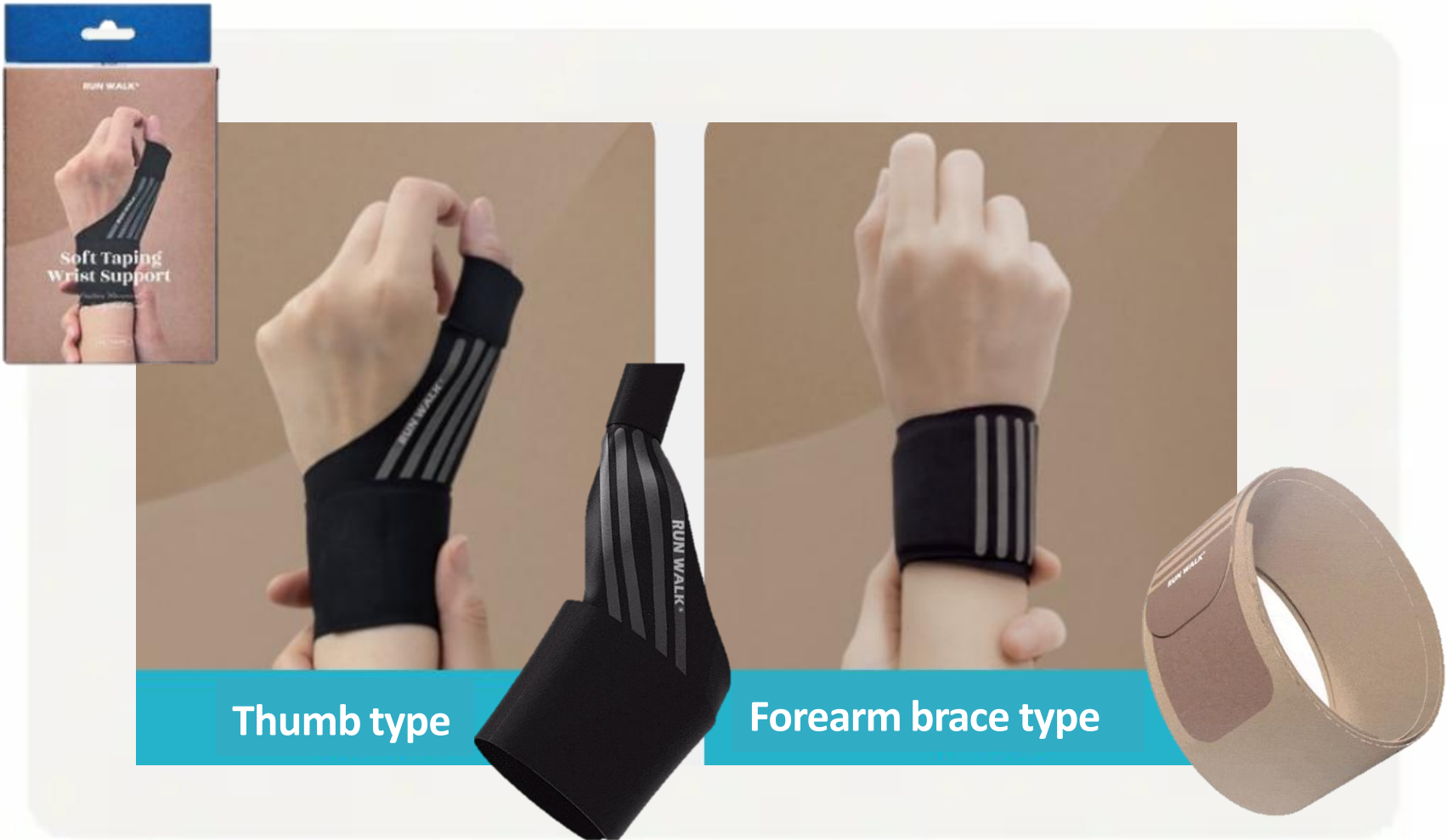


For exercise

General environment consumers



For massage



Daily office environment · Wrist support in use | 1ea 29,000 KRW

RUNWALK WRIST SUPPORT

Daily support solution optimized for long-hour wrist usage environments

The wrist is one of the most repeatedly used areas throughout work and daily life. Wrist overload, keyboard typing, mouse clicking, smartphone use – small movements continuously accumulate and create fatigue.

RUNWALK taping wrist brace is a daily life-integrated product designed to stably support the needed areas while still allowing natural, everyday movement.



Long-hour wrist use environment



Self-compression support structure that does not restrict movement



Office wellness lifestyle product

[Buyer Point]
As a product suitable for office work and digital labor environments, it is expandable **beyond sports challenges into wellness, lifestyle, and daily health aspects.**



RUNWALK · Daily Wellness Support Series | 1SET 33,000 KRW

RUNWALK · KNEE SUPPORT

Lifestyle-type taping structure
knee support for daily movement
and recreational sports activities

The knee is not a body part that experiences stress only during exercise. It is continuously used and accumulates fatigue in daily life as well, such as climbing stairs, long hours outside, repeated walking, and standing for extended periods.

RUNWALK knee brace features a sports taping structure and is a daily wellness product designed to stably wrap the knee and distribute stress during everyday movement



Lifestyle pattern design

Daily optimized structure considering knee flexion and extension



Balanced compression feel

Distributed support design that reduces stuffiness during long-hour wear



Broad daily applicability

Suitable for stairs, walking, hiking, and long-hour movement environments

[Buyer Point]

While existing knee braces remain focused on sports or rehabilitation types, RUNWALK approaches the broader category of "daily-type knee care."

CALF COMPRESSION SLEEVE

Calf sleeve designed as a flow of recovery, not just simple compression

It is the area that responds most sensitively not only during your favorite running and walking, but also in long-hour standing environments, repeated walking, and long-distance travel.

RUNWALK calf sleeve is not simply a product that tightly compresses; it is designed with consideration of the use flow from the ankle to the upper calf.

GRADUATED COMPRESSION STRUCTURE | 1SET 20,000 KRW

Beginning of calf care for **blood circulation** and **muscle support**

Daily look compatible item

Sports taping design

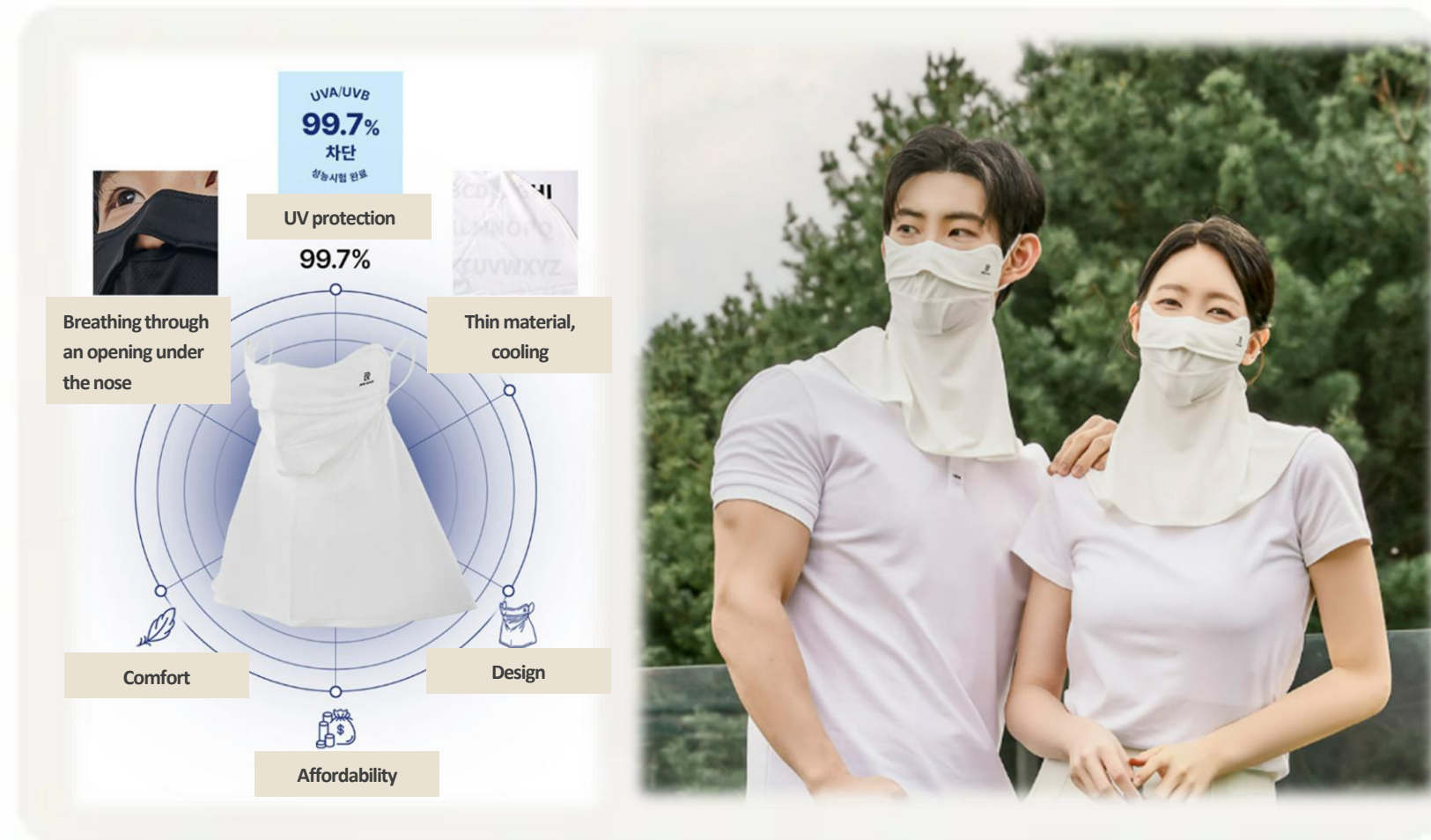
Performance functional yarn

Graduated compression

- Ankle-to-calf graduated compression structure
- Support for fatigue-accumulating areas centered on the gastrocnemius
- Post-running recovery + Suitable for occupations requiring long hours of standing
- Black-based lifestyle wearability
- Daily usability considering repeated wear and washing

BUYER INSIGHT

A category expandable beyond running channels into lower body fatigue management, travel, wellness recovery, and markets for occupations requiring long hours of standing



RUNWALK UV Protection Mask

Daily UV protection solution considering both 99% UV blocking and outdoor fatigue reduction

Conventional UV protection masks remained at the level of simply covering the face, resulting in stuffy fit, an overly sporty image, and limitations in everyday use.

RUNWALK UV Protection Mask is a lifestyle-type UV protection product designed with "comfort even after long wear" as its top priority — for running, walking, commuting, travel, and outdoor activities.

It is designed not just for simple blocking, but to reduce modern people's prolonged outdoor exposure and recurring UV fatigue, while allowing natural use even during movement.

[Buyer Point]

- **Suitable for markets with high UV exposure such as Southeast Asia, Japan, and the United States**
- **Expandable beyond sports into travel, beauty, wellness, and lifestyle channels**
- **Seasonal sales + Repeat purchase structure can be secured**
- **Cross-selling possible for gifts, set sales, and with running items**

Wellness market is shifting from a focus on “Exercise Performance and After-Workout” to “Real-time Recovery.”

Brand	Product	Category	Price Range	Target Customer	Use Environment	Features	Remarks
	Assistive relaxation products for modern people by body part	Desk-based manual devices	KRW 20,000–50,000	Creators, office workers, and knowledge workers in their 20s–50s	On the desk, during and before/after work — routine-centered	• Structure specialized for modern people: Routine design of "stretch-release-flow" for releasing stiff areas • Routine foundation that is linked with products and content • Compact, low-noise, highly portable	• Desk-based instant recovery device Focused on maintaining workflow immersion • Scalability of integrated product-content routines
	Electric massager lineup	Electric vibration · air pressure devices	KRW 50,000–150,000	Fatigue-accumulated demographic in their 20s–50s	Living room · Bedroom, after exercise · after work	• Strong stimulation, replacing massage parlor visits • Various products dedicated to specific body parts • Burden of power source, noise, and bulk	• "Session-type" use centered on strong stimulation
	Small exercise tools	Small tools for fascia release	KRW 40,000–50,000	Home-training & Pilates demographic in their 20s–40s	Post-workout stretching	• Simple structure, focused on large muscles • Positioned as an accessory product of sports brands	• Low price burden but weak differentiation
	Daily-use exercise equipment	Exercise goods such as yoga and massage products	KRW 20,000–30,000	Exercise & yoga demographic in their 20s–40s	Post-workout stretching	• Linked to an athleisure lifestyle • Sports brand-centered positioning	• Focused on post-workout use • Low desk usability

An expansion strategy into experience-centered fitness through initial attention focused on product branding

2026

Initiate



GENTLE MONSTER

"Securing initial attention through issue-based limited editions"

Launch of limited edition NEULING (design: emotion-centered)

SNS short-form & AR character campaign
(#ProtectMyCharacter)

Establishing partnerships with pharmacies and offline fitness centers

Extension



LULULEMON

"Experience-centered fitness expansion strategy"

Commercialization of stretching services based on AI/AR feedback

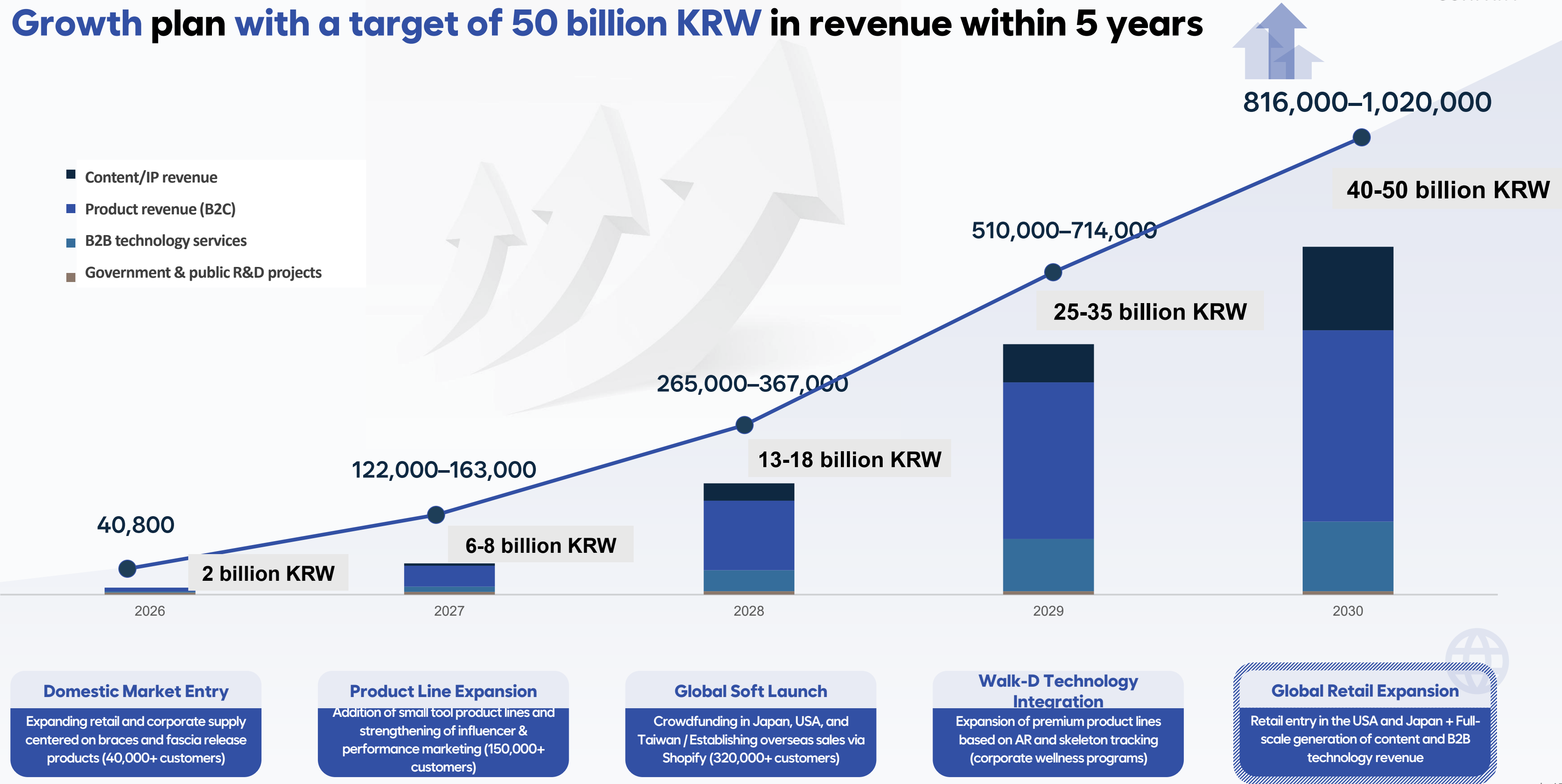
Lineup targeting corporations and everyday sports participants
(running, Pilates, hiking)

Chain partnerships between Walk-D, corporations, and government

2030

Sustain

Growth plan with a target of 50 billion KRW in revenue within 5 years



Physical recovery creates the sustainability of immersion.

A wellness bodytech company for modern people's immersion and productivity in the AI era.

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Healthy Motion, Deeper Creativity