

One health One star
ONE STAR
INTERNATIONAL

ONE STAR INTERNATIONAL

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Company
Introduction

CEO	Mr. Jason Sohn (CEO & President)
Address	A-1405, Song-do Smart-valley, Songdomirae-ro 30, Yeonsu-gu, Incheon, Korea
Major Product	Kids/Junior/Adult/Pet Manual, and Sonic toothbrushes / Accessory / Toothpaste for Pet
Brand Lineup	VIVATEC, LUX360, LUXPET, Sigma Mini, Sig One, MEGA TEN, Heuser, Baby Bow
Launching Date	[MEGA TEN] '17.5 [LUXPET] '14.8 [LUX360] '13.6
Award Details	First place in the BBKI toothbrush category selected by Chosun Education for 7 years in a row

History Introduction

ONE STAR

One health one star -----

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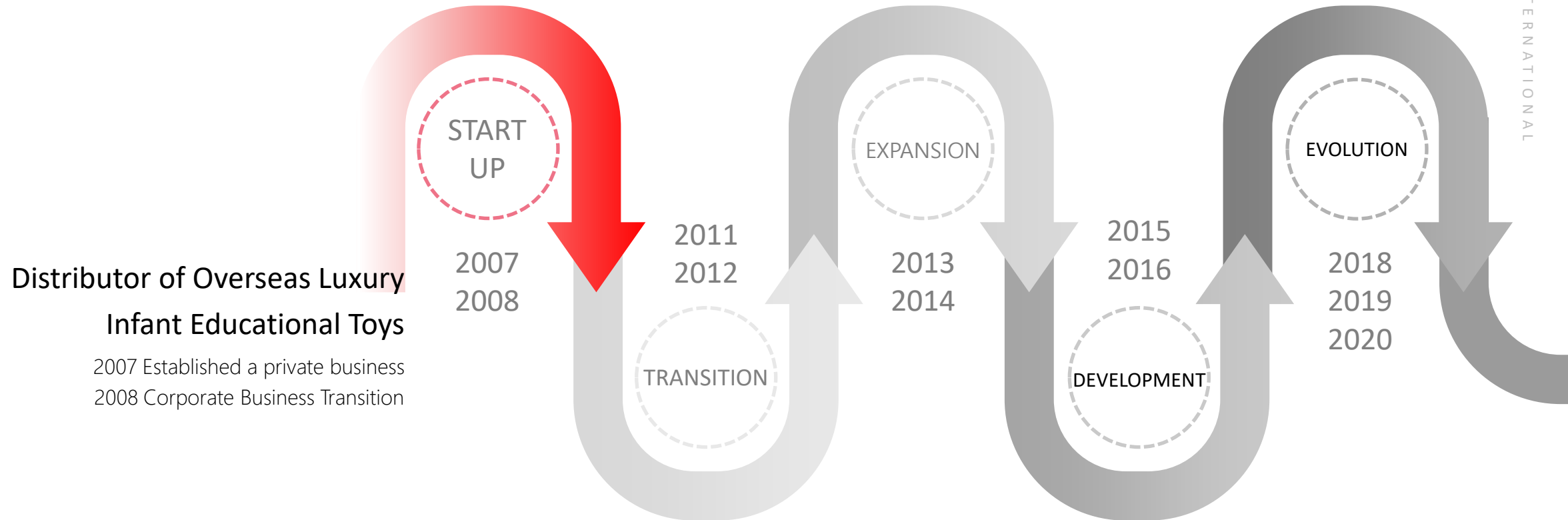
ONESTAR INTERNATIONAL

R&D-focused design management

2018 Global Small and Medium Business
2019 Intellectual Property Management Company
2020 Brand K Selection (MEGA TEN)

Globalization

2013 Export Initiation / FDA Registration
2014 Official launch of sonic electric toothbrush



Distributor of Overseas Luxury Infant Educational Toys

2007 Established a private business
2008 Corporate Business Transition

Toothbrush business – choice and focus

2011 VIVATEC Toothbrush Distributor in Korea
2012 VIVATEC production products worldwide

Various challenges and developments

2015 HQ relocation
Chonbuk National University College of Veterinary
Medicine Signed MOU for Industry-Academic Cooperation
2016 Established an affiliated research institute
IP STAR Company Selection

ONESTAR INTERNATIONAL BRAND

Korea's cumulative sales surpass 10 million in 2020 due to supply

LUX360

LUX360

Baby Toothbrush (Manual)

MEGA TEN

MEGA TEN

High-end sound wave sonic oral care

LUXPET

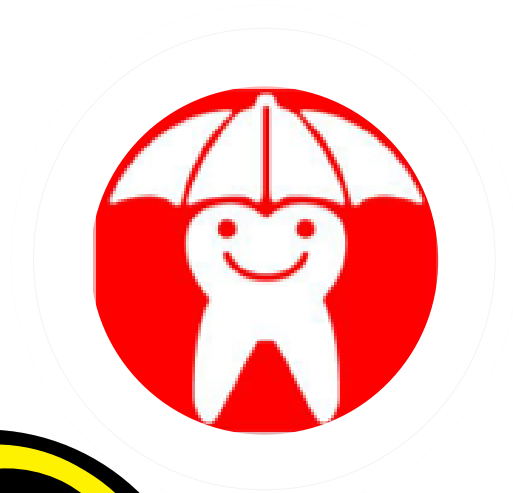
LUXPET

A companion animal toothbrush

Trademark rights: 16 cases in Korea and 23 cases in overseas (eight countries, including China)

Design rights: 23 cases registered in Korea and 43 cases registered in overseas (China, etc.)

Patent rights: 4 cases in Korea, 1 case in the U.S, and 1 case in China



Award / Certification

Certified by the Ministry of Trade, Industry and Energy & Korea Design Promotion Agency (July 2017)

Selection of Chosun Educations (consumer survey 100% reflected)

Luxury brand of small and medium enterprises representing Korea

Happy Tooth Mark from Toothfriendly International

Selected by the Ministry of Commerce, Industry and Energy (August 2017)

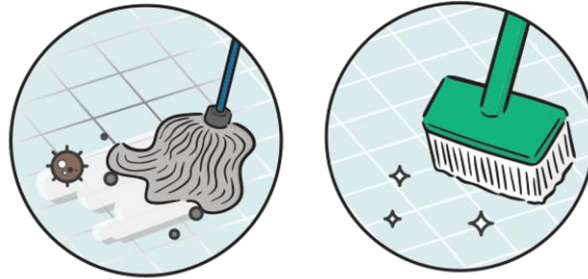
Company Introduction

Why Should it be a 360- degree toothbrush?

4 Reasons

Short bristle

The standard of good toothbrushes that dentists all over the world say



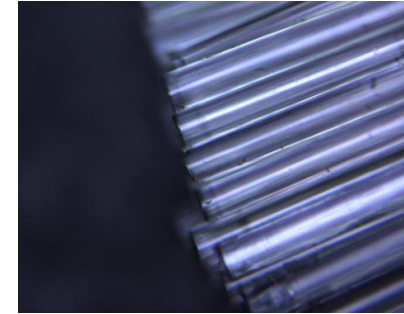
Microfine fibers

Overcoming the disadvantages of nylon, the shorter it gets, the harder it gets.

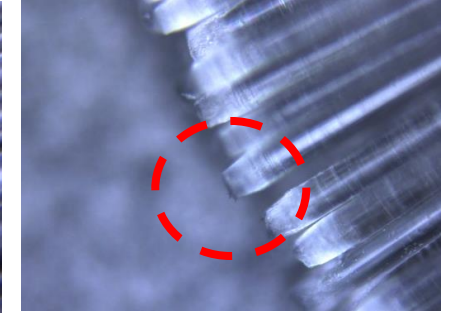
Rounding processing

Round the ends of the bristles so that there's no more irritation.

Before



After



45-degree contact between gums and teeth

Clear the deep and small crevices.

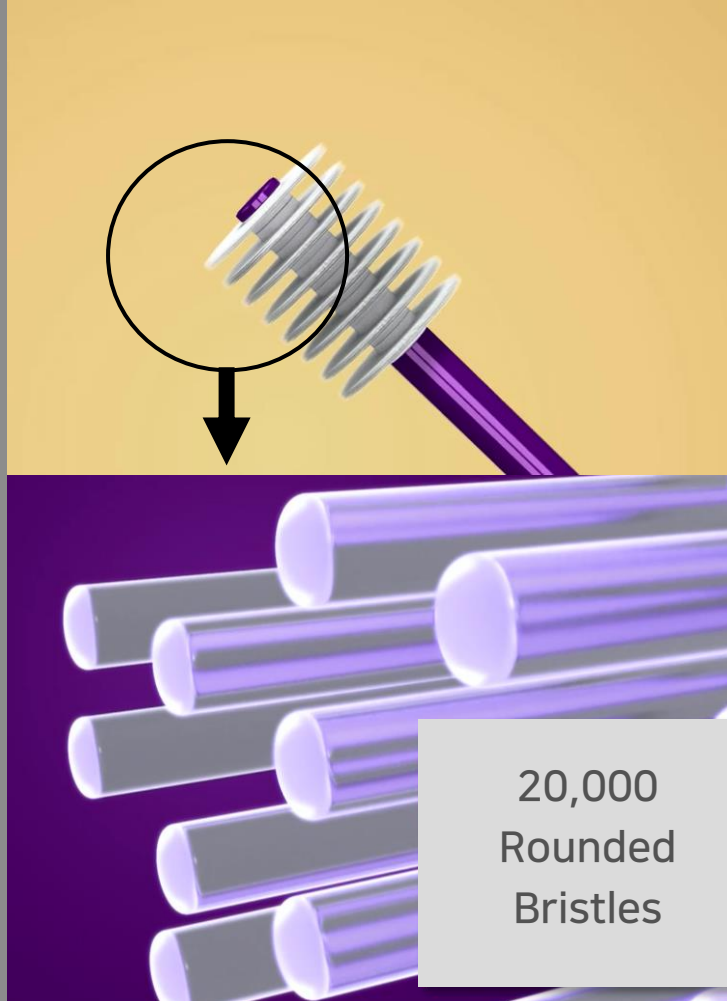
“

All of these must be 360-degree toothbrushes.”



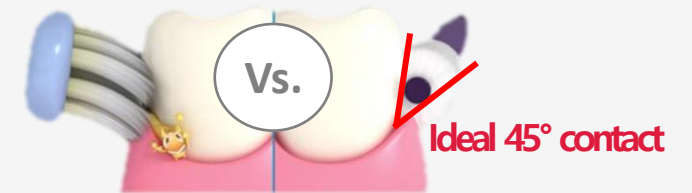
Hypoallergenic Brush

Excellent cleanliness without pain



360-degree bristle advantage

The toothbrush doesn't lie down, so it can be cleaned accurately. You can see the best brushing effect from an ideal angle.



Small Brush Head

You can easily clean at any angle between gum and teeth with 360-degree bristle.

No problem to reach the back of molar



Company Introduction

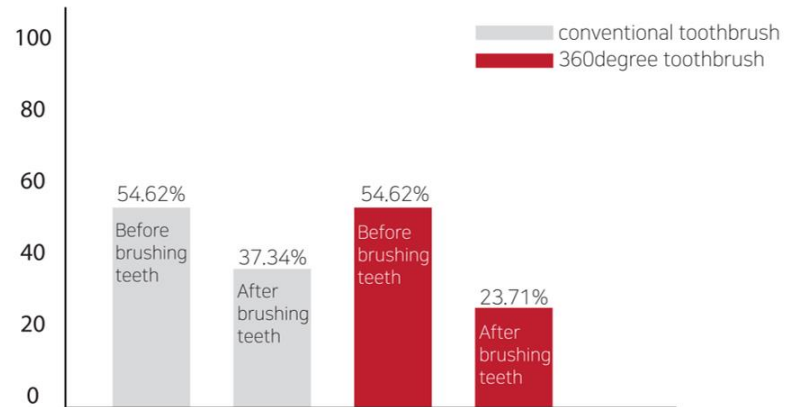
Effectiveness of our 360-degree toothbrush

Our 360-degree toothbrush's test result compared to regular toothbrushes

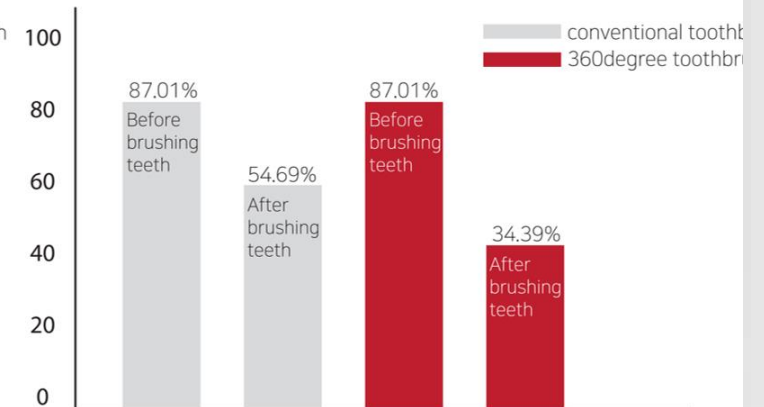
You can see 360-degree toothbrush more effect oral cleanness than regular toothbrushes.

CLINICAL TEST

ABOUT TOOTHBRUSH FOR CHILDREN



★ Decreased rate of germ between conventional and 360 degree toothbrushes



★ Removal rate of plaque between conventional and 360 degree toothbrushes

Company Introduction

Characteristics of Sonic Toothbrushes

Pleasant and informative brushing time

Children are normally afraid of brushing their teeth due to hard toothbrush bristles, but our character toothbrushes can reduce the stress of brushing through our cute animal characters, which evoke children's curiosity and make brushing a fun experience.

Healthy teeth

Toothbrush with bristles after/under 7 times rounded steps keep children's teeth and gums healthy through more than 20,000 ultra-fine fibers and microbubbles.



Stress free and enjoyable

The LED light on the transparent head shines in the child's mouth, making it easy for parents to remove plaque in every nook and cranny. Also, for kids even with their clumsy technique, it is easy to brush themselves.

A toothbrush that doesn't hurt

Soft, ultra-fine, rounded toothbrush bristles create microbubbles to clean children's fragile gums and teeth without irritation, allowing them to brush comfortably.

Company Introduction

Distribution of Domestic Sales



Mart/Franchise
On.Offline



Duty Free Shop



롯데면세점



신라면세점



Online Mall



Department Store



Global Distributors Network

We have distributors in Asia, America and Oceania.
11 distributors from 22 countries

22

Currently, 11 distributors and 2 branches operating systems in 22 countries are established

USA(North America), Japan, Taiwan, Hong Kong/Macao, China/Australia, Russia, Belarus, Armenia, Kazakhstan, Kyrgyzstan, Uzbekistan, Vietnam, Singapore, Denmark, UK, Italy, New Zealand, Poland, Rumania, Czech



International distributors

USA(North America), Japan, Taiwan, Hong Kong/Macao, China/Australia, Russia, Belarus, Armenia, Kazakhstan, Kyrgyzstan, Uzbekistan, Vietnam, Singapore, Denmark, UK, Italy, New Zealand, Poland, Rumania, Czech

Company Introduction

Overseas Sales Channel

Supply to major on-line and retail stores all over the world

Infant/Health/Beauty Store

Department Store, Duty Free

Large supermarkets, Online open markets



Our product line LUX 360

STEP 1

STEP 1 – 4~24M



1P



3P



6P



Functional

FUNCTIONAL
TOOTHBRUSH

For
Front
teeth
1P

For
Molar
1P



STEP 2

STEP 2 – 25M~5Y



1P



3P



6P



RAINBOW 7P

STEP1 6P + Front teeth

STEP2 6P + Molar



STEP 3

STEP 3 – 5Y~12Y



1P



3P



6P

Product Line-up

SONIC LINE - UP

LINE - UP
SONIC



KIDS
MEGA TEN

MEGA TEN CHARACTER SONIC



ADULTS
MEGA TEN

MEGA TEN LUMI, DOROTHY SONIC



- Line up -
CHARACTER SONIC

MEGA TEN CHARACTER SONIC

Different Character Types

Different character types (Animal)

DINOSAUR

OWL

HAMSTER

BLACK CAT

SEA OTTER

PENGUIN

DUCK

PINK CAT

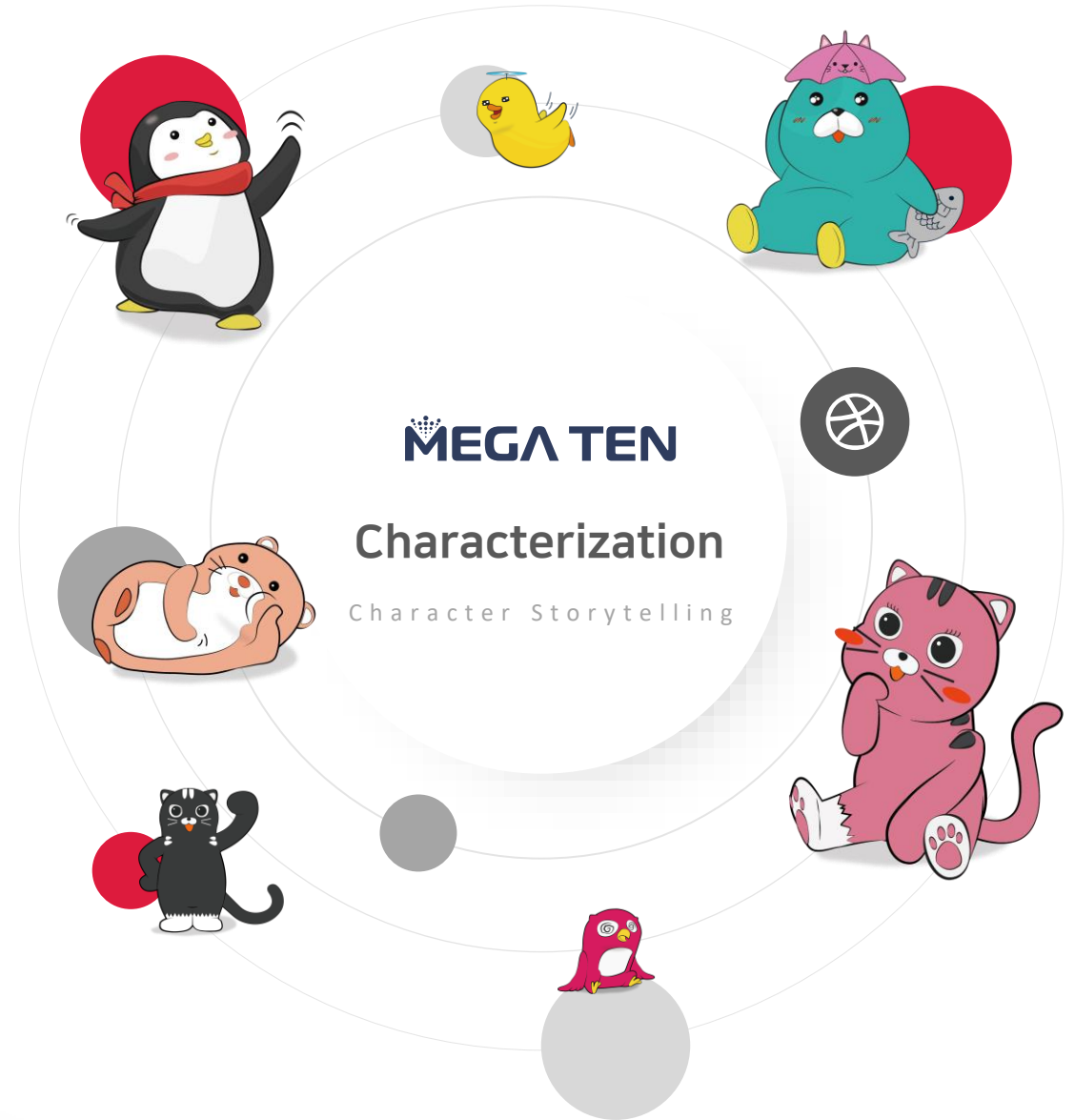
PANDA



CHARACTER SONIC

Character Identity

Through 2D design characters of MEGA TEN Character Sonic, the brand identity is brought to life via a dynamic storyline and attractive theme love by children.

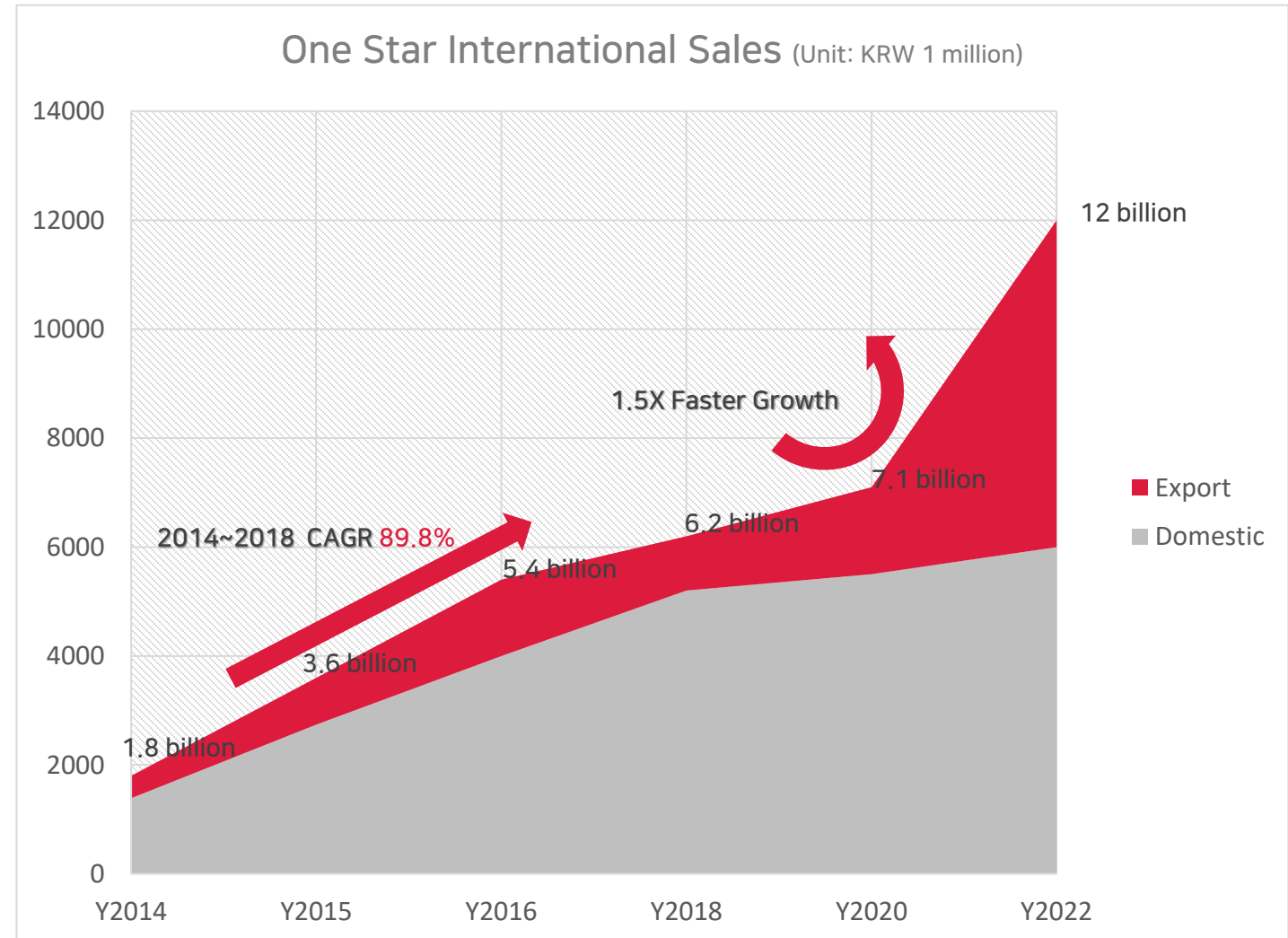


Company Sales

Growth Trend

Sales Growth Trends and Target

Our sales grew by 1.5 times in 2020,
but we are not complacent and we are aiming
100 billion one in 2021 based on global sales growth.



Company Sales

Portion of sales

Main distributors

- 11 distributors and 2 branches in 22 countries (as of 2021)
- Managing main markets in advanced countries and pioneering new markets
(New business with India Reliance Group are expected from 2021
<https://www.ril.com>)
- A distributor each country handles the entire lineup(Manual, Sonic, Kids, Adult, Human, Pet).

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USA(North America), Japan, Taiwan, Hong Kong/Macao, China/Australia, Russia, Belarus, Armenia, Kazakhstan, Kyrgyzstan, Uzbekistan, Vietnam, Singapore, Denmark, UK, Italy, New Zealand, Poland, Rumania, Czech

UNIT: USD

Region	2018	2019	2020
KR	3,885,307	4,204,947	3,271,115
TW	96,294	342,646	388,917
JP	217,810	273,618	268,582
USA +NORTH AMERICA	291,931	109,765	225,774
RUSSIA +NORTHERN EUROPE		73,711	203,777
HK+MACAO +DENMARK	63,761	161,438	38,478
AUS+ETC	116,909	214,195	17,646
UK+ITALY		122	*8,250

MARKET ANALYSIS

Electric Toothbrushes Market Size

2013 Domestic Market Size of electric toothbrushes



20 billion won
for Electric Toothbrushes



100 billion won
for Regular Toothbrushes

The domestic market for Electric Toothbrushes
shows 30-40% growth every year.

Source: Consumerwide 2014

THANK YOU.

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