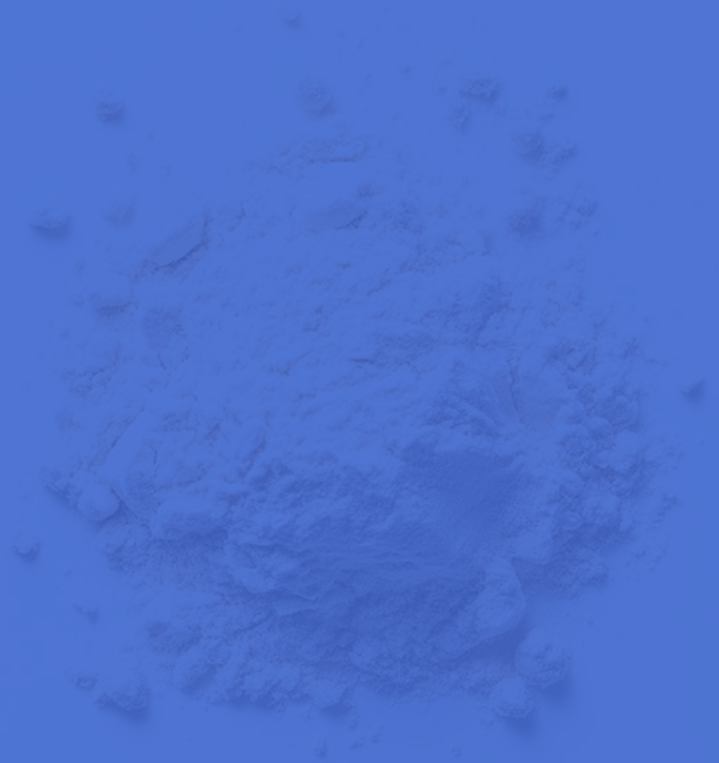
Beyond Sports Supplements: Expanding into Diverse Food Solutions

SEOBIFOOD & CHP-SB Profile



SEOBI Co., Ltd.

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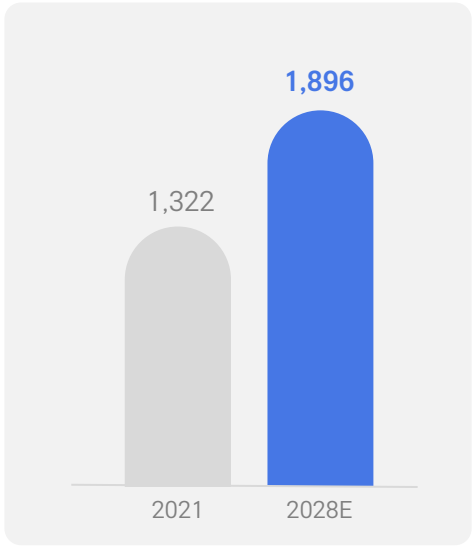
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Wellness Expands Across Industries With A Focus On Health · Nutrition · Beauty

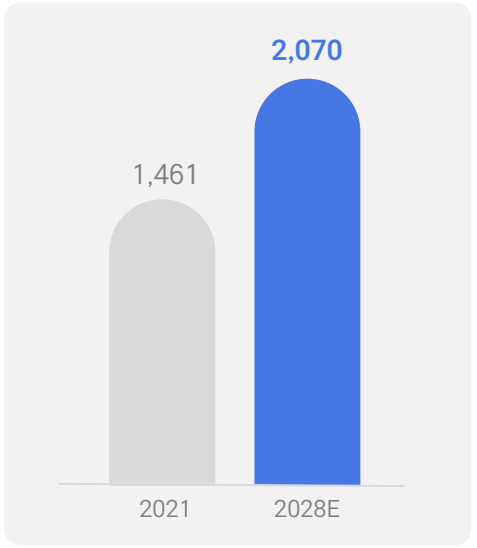
Global wellness is projected to **grow at an annual rate 5~6% through 2028.**

Korea's wellness market **Ranks 9th globally**

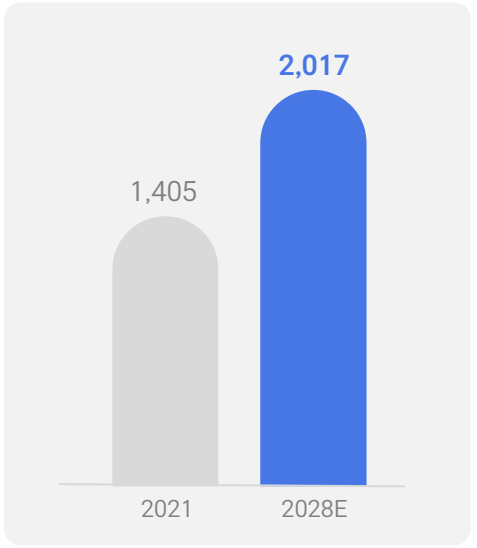
(Unit: KRW trillion)



[Fitness & Healthcare]



[Beauty Care]



[Nutrition & Dietary Habits]

2022 Market size **KRW 152.6 trillion**

72% of the total wellness industry

- Fitness & Healthcare
- Beauty Care
- Nutrition & Dietary Habits
- Traditional & Alternative Medicine

Sources : Global Wellness Institute (2024)

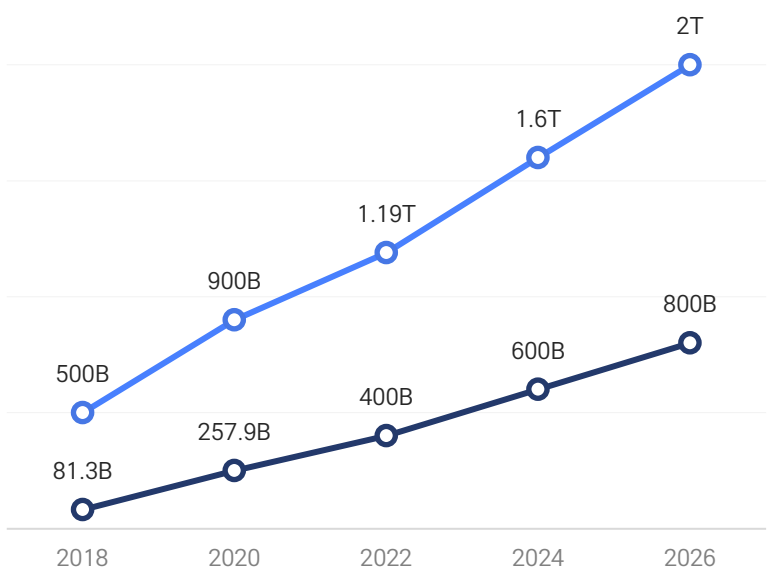
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Protein Beyond Supplements

Into Inner-beauty And Premium Foods

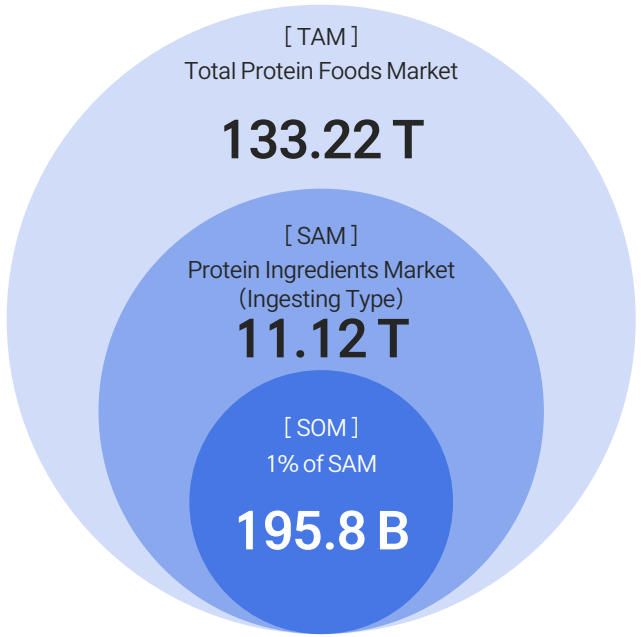
Korea Inner-beauty & Protein Market **Grew 5x Since 2018**

(Unit: KRW)



Entering The Global Market

(Unit: KRW)



Protein as a Core Wellness Keyword



Aging & Stronger Health Management Needs

→ Surge in senior protein demand.



Spread of Wellness, Inner-Beauty, and Health-Aging Trends

→ Diversification of protein categories.



Growth In Premium & Functional Foods

→ More opportunities for differentiated protein products.

Sources : Shinhan Investment Corp. Research Center, Korea Agro-Fisheries & Food Trade Corp.(aT), NH Investment & Securities Report, PwC

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Consumers Seek Protein
But Remain Dissatisfied

CASE 1	CASE 2	CASE 3
Take protein supplements, **but feel discomfort and absorb poorly**	Consumers **avoid** due to **taste and odor**	With chicken breast and other existing protein foods, **people get tired** and find **long-term intake difficult**
Low absorption of existing protein materials (WPI/WPC)	Poor palatability, difficult to continue intake	Monotonous consumption patterns lead to fatigue with long-term protein intake

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Structural Limitations Of Conventional Dried Chicken-Breast Powder Manufacturing



Protein-ingredient manufacturers still use complex processes

Companies struggle with stable raw-material sourcing and mass-production scale-up

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A Better Protein Ingredient And A Scalable Solution For Diverse Food Applications

Higher digestibility & Absorption
than WPI/WPC

+

Solves palatability
Minimized taste / odor burden

+

Powder form
Applicable to any food

Solving the problems of both consumers and manufacturers simultaneously



CHP-SB

SEOBI Co., Ltd.

CHP-SB：Enzyme Hydrolysis Technology for Enhanced Digestion, Absorption, and Quality

Korean raw materials
99.5% Korean chicken breast

Rich amino-acid profile
20 amino acids profiled; optimal BCAA · glutamine · arginine balance

Imidazole dipeptides
High carnosine & anserine help reduce muscle fatigue

High digestibility vs WPI
Low-MW → expected utilization, recovery & antioxidant benefits



Protein content 80% (g/g)

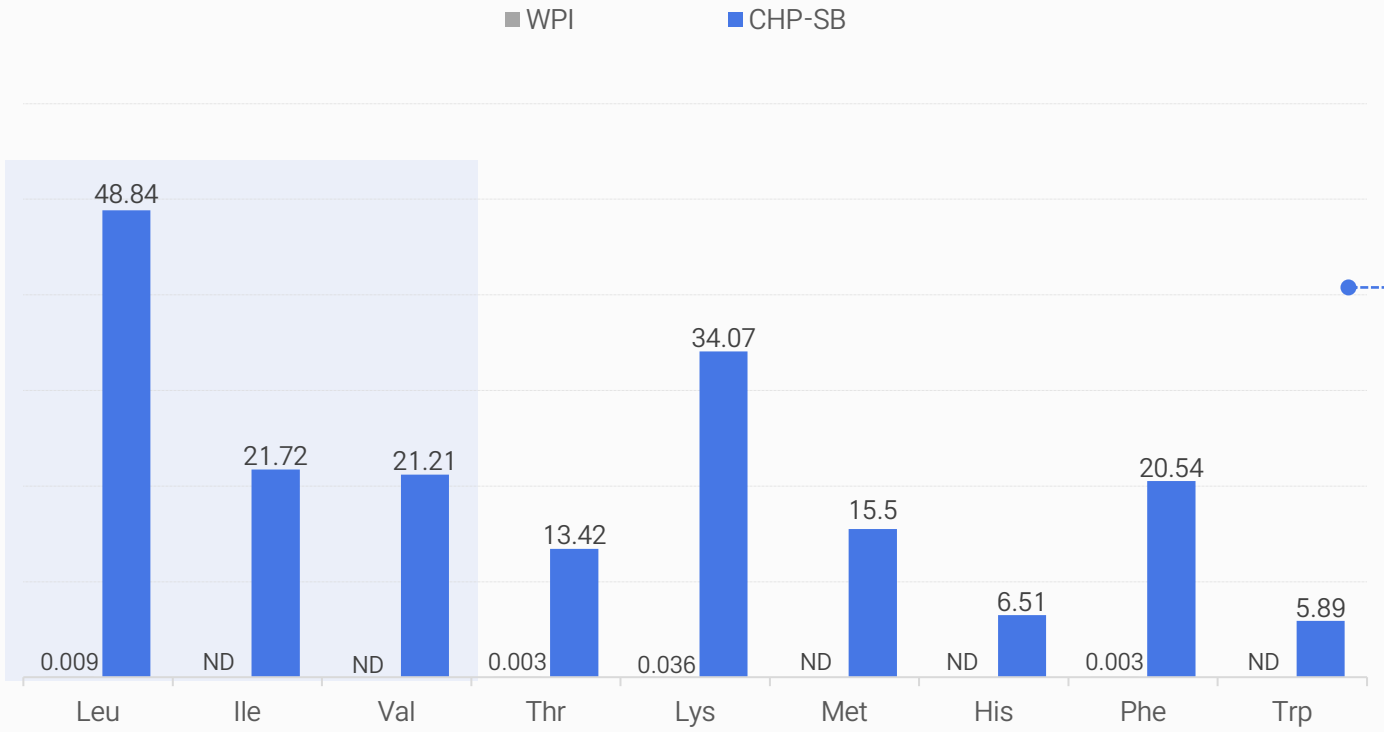
Hydrolysis process
Low MW form favorable to digestion

Diverse food formats
RTD, HMR, sauces, inner-beauty, etc.

Healthy Aging & Inner Beauty
Sarcopenia support; skin & vitality recovery

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Comparison Of Essential Amino Acids Between CHP-SB and Conventional Chicken Breast Powder(mg/G)

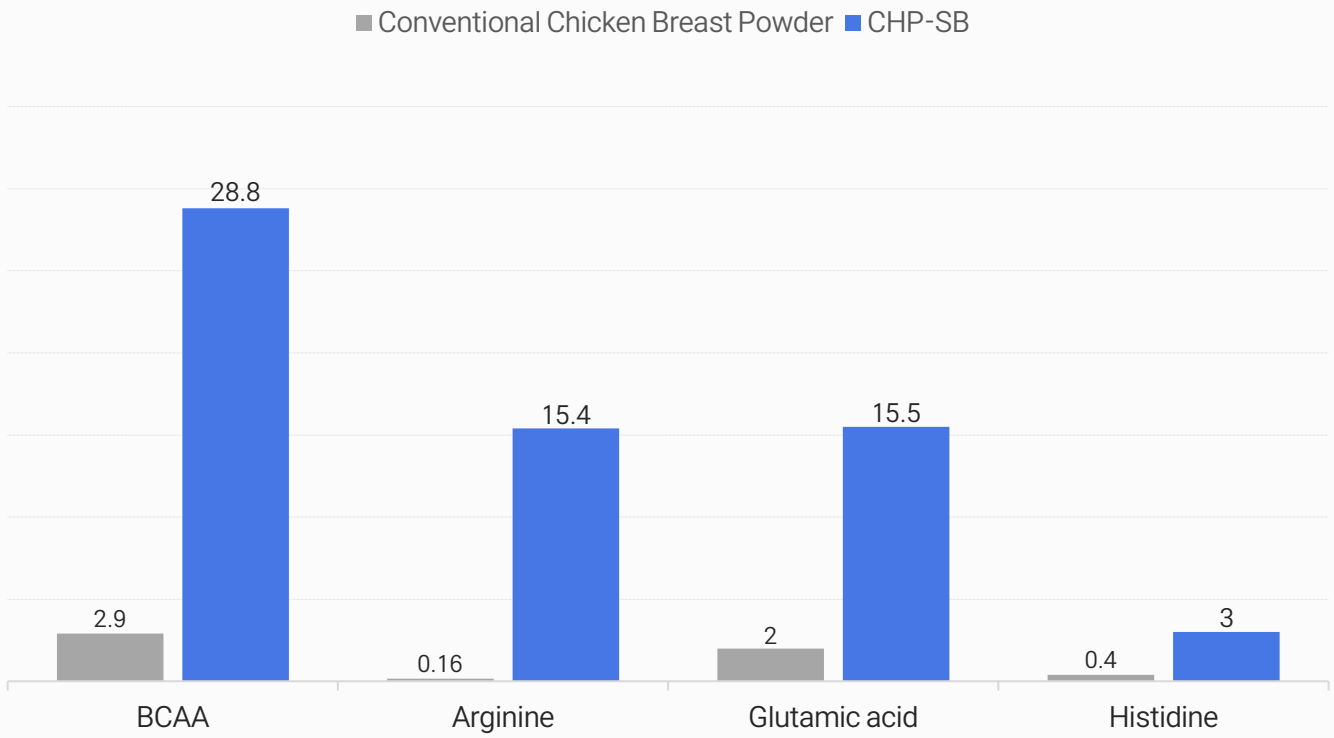


CHP-SB Features

1. **Amino-acid ratio ↑**
   (20 types, 3,000×)
2. **Rich free amino acids**
   (directly absorbable)
3. Leucine **up to 5,000×**
   (Ile, Val : ND in WPI)
4. **Multiple functional amino acids**
5. Crude protein **≥ 83%**

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Antioxidant-Related Amino Acids Comparison (mg/g)



BCAA(Val, Leu, Ile) **9.8x ▲**

Muscle recovery, Reduces fatigue, and Supports indirect antioxidant activity.

Arginine **98x▲**

Nitric oxide(NO) production, Enhances blood circulation, and Antioxidant indirect action.

Glutamic acid **7.6x▲**

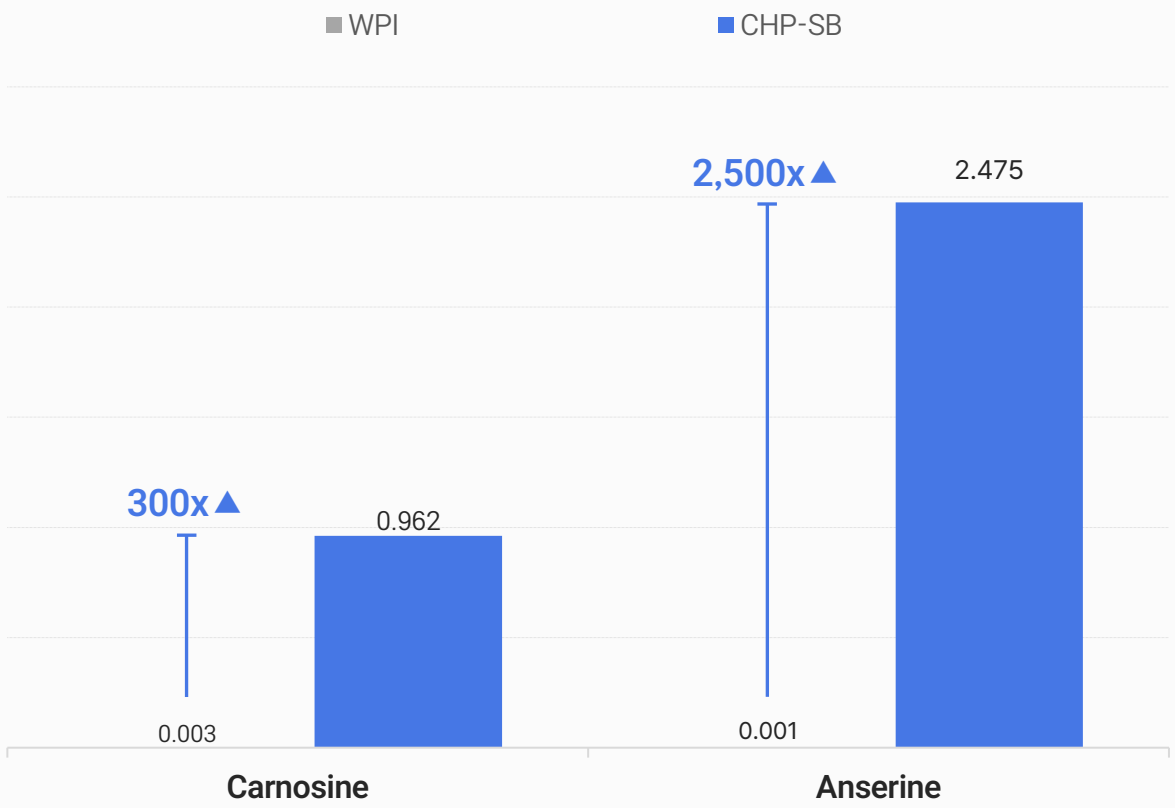
Serves as a precursor to glutathione, a key intracellular antioxidant.

Histidine **7.5x▲**

Exhibits ROS-scavenging effects via its imidazole ring structure.

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Imidazole Dipeptide Component Comparison (Carnosine, Anserine)



Carnosine approx. **300x higher** than WPI ▲

- In energy-demanding tissues (brain, muscle, heart)
- Muscle antioxidant action · excretion of gout-related compounds (uric acid)

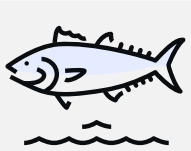
Anserine approx. **2,500x higher** than WPI ▲

- in the breast muscle of fast-swimming fish (tuna) & birds
- antioxidant & anti-fatigue
- clears muscle-soreness causes (lactic acid)
- not synthesized in the body — dietary intake required

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Anserine Reduces Muscle Fatigue with Antioxidants

Imidazole Dipeptide Helps Reduce Muscle Fatigue



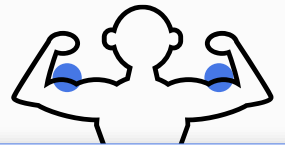
Components in salmon and tuna muscle

Natural substances that help protect muscle cells from oxidative stress



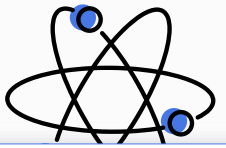
Chicken Breast muscle components

Contains up to 20x higher anserine than human muscle



· Helps reduce fatigue-causing substances (e.g., lactic acid)

· Promotes energy production



· Provides antioxidant effects within muscle tissue

· Helps remove reactive oxygen specie (ROS)

Anserine is not synthesized in the body,
So supplementation through intake is necessary.

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Comparison of Anserine Supplements Across Major Brands













Manufacturer	Minami Healthy Foods	DHC	PreHeru	Fujifilm	Meiji Yakuhin	Taisho Pharmaceutical
Product	Anserine Tablets	DHC Anserine	PreHeru EX	Anserine	Kenko Kikatsuri Anserine	Anserine
Daily Anserine Amount	60mg	60mg	50mg	50mg	50mg	50mg













Manufacturer	Asahi Group Foods	Noguchi Medical Research Institute	Nisshin	UMI Wellness Co., Ltd.	Insip Co., Ltd.	Ogaland
Product	Dear-Natura Gold Anserine	Anserine	Anserine for people concerned about uric acid	Anserine EX	Anserine 60 tablets	Anserine
Daily Anserine Amount	50mg	50mg	50mg	50mg	50mg	50mg

※There are currently no anserine-focused products in the Korean market, and overseas examples are also very limited.
※ Only a small number of products have been identified in the Japanese market, with an average daily intake of about 50 mg.

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Content vs Recommended Daily Intake

Actual per-serving content (CHP-SB vs WPI)

Product	Per serving	Anserine (mg / serv)	Carnosine (mg / serv)	Total imidazole (mg / serv)
CHP-SB	6.25 g	15.44 mg	6.00 mg	21.44 mg
Real Chicken Juice Plus (our products)	4.2 g	10.37 mg	4.03 mg	14.41 mg
WPI (control)	6.25 g	0.00 mg	0.01 mg	0.01 mg

WPI (whey protein) contains virtually zero imidazole dipeptides — CHP-SB is a differentiated, Korea-sourced protein food ingredient that delivers a clinically supported intake in a single serving (approx. 30% for uric-acid management).

Fulfillment vs clinical recommended intake (per CHP-SB serving)

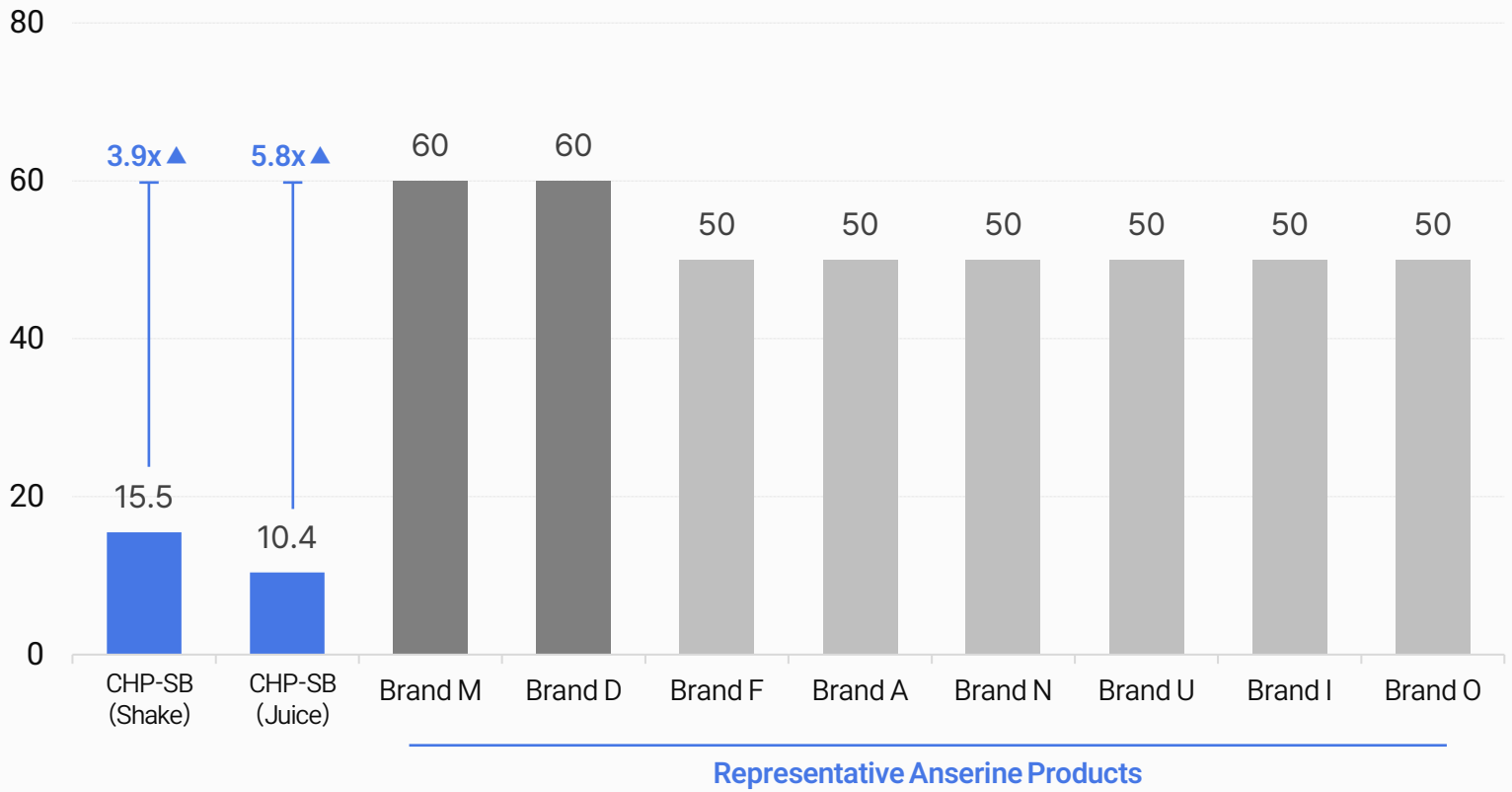
Function (clinical basis)	Recommended clinical intake (per day)	Fulfillment
Uric-acid management	Anserine 50 mg	30.9 %
Fatigue / Anti-fatigue	Anserine 280 mg	5.5 %
	Carnosine 120 mg	5.0 %
Cognitive function	Anserine 500 mg	3.1 %
Cognitive function (standard)	Anserine 750 mg	2.1 %
	Carnosine 250 mg	2.4 %

Fulfillment = CHP-SB content per serving ÷ recommended clinical intake. Uric-acid management shows the highest single-serving fulfillment, based on a low single dose of anserine (50 mg). Source: Appendix A (recommended clinical intakes, 15 RCTs) · 23 clinical papers on anserine/carnosine

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Comparison of Anserine Content

Between CHP-SB and Anserine Tablets (mg/g)



Anserine content per 1pack of CHP-SB (Shake, Juice) is 10mg

1pack can meet about 20% of the daily intake amount in Japan

Securing anserine selling points

When developing new products using CHP-SB, can secure the selling point of ‘containing anserine'

Potential benefits include muscle-strength support, antioxidant functionality, and improved muscle recovery

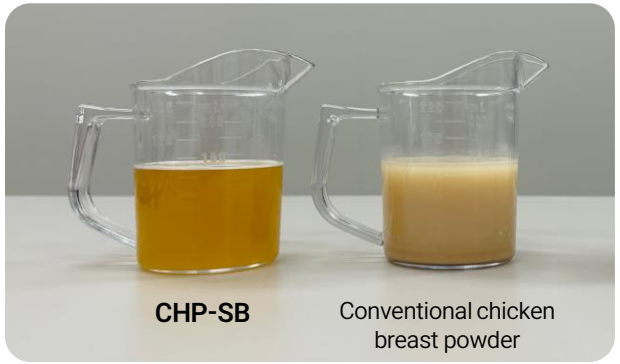
Premium formulas can be achieved by combining CHP-SB with high-concentration anserine raw materials

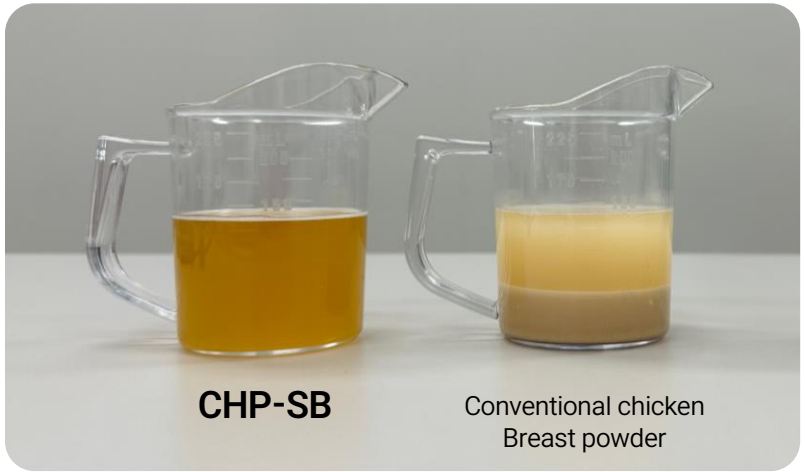
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Solubility & Dissolution Experiment

Molecular size and composition optimized for absorption, **scalable for mass production.**

Experiment Start → After 30 min → Result Experiment





1. **Fine powder dissolves** well in water with **no foreign matter**
2. Good for secondary processing
3. **Excellent particle uniformity and dispersibility**
4. **High yield and mass production possible** due to efficient process

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Digestibility Experiment

RTD-grade solubility — 70% digested within 30 min

pH 2.0 · pepsin · 180 min

Prepare simulated gastric fluid (SGF)

0.5ml 0.1 M HCl + 3.2mg porcine pepsin + 500ml D.W (pH2.0)

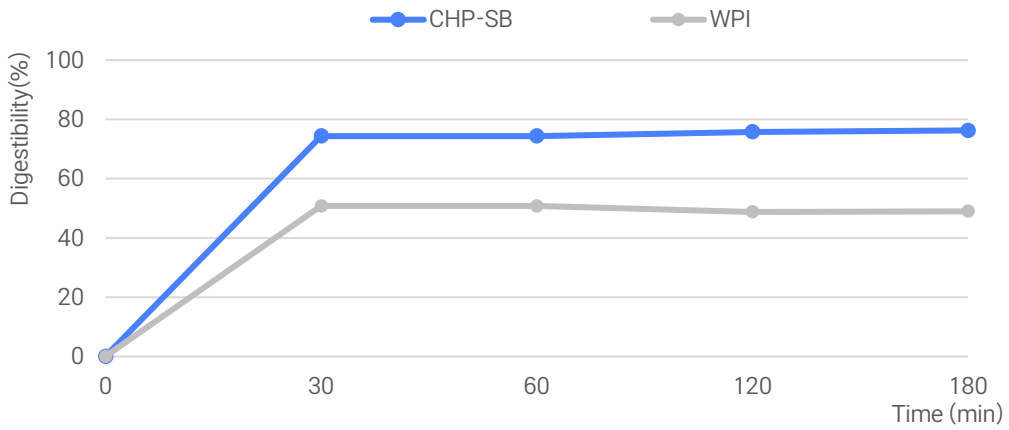
*Used Enzyme : Pepsin from porcine gastric mucosa (porcine gastric enzyme)

500ml of artificial gastric juice in beaker + Sample(1st, 2nd gen)

To 500ml, add 7.85g powder (1st-gen Real Chicken Juice baseline)

Absorbance measurement (turbidity check)

- Set supernatant blank at 0 min
- Measure absorbance at 30, 60, 120, 180 min (180 min : Gastric residence time)



Product	Feature
CHP-SB	70% digestibility within 30 min
WPI	~ 50% digestibility over 180 min

※ All samples were added in equal amounts, digestion rates measured by absorbance over time.
※ Results may vary depending on method.

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Protein Purity · Absorption Rate Correction Unit Price(Based on digestibility experiment)

It may look costly, but it is more efficient when absorption is considered.

	WPI(Import)	WPC(Import)	Conventional Dried Chicken-Breast Powder (Korea)		CHP-SB
Protein Content(%)	80%	70%	75%		82%
Absorption (%)	50%	65%	20%	VS	70%
Price per kilogram (KRW)	KRW 24,000 ~ 76,000 (Import price volatility)		※ Unable to produce (Manufacturer)		KRW 45,000

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5 Registered Items (Patents & Trademarks)

Enable Raw-Material Exclusivity











Number	Category	IP Rights Holder	Filing Country	Status	Application/ Registration No.	Intellectual Property (Patent) Title
1	Patent(owned)	SEOBI Co., Ltd	Korea	Registered	10-2591256	High-protein beverage composition containing chicken breast and its manufacturing method
2	Patent(owned)	SEOBI Co., Ltd	Korea	Registered	10-2514238	Method, device, and system for providing a curation-commerce platform for personalized protein-diet products
3	Patent Technology Transfer	SEOBI Co., Ltd	Korea	Registered	10-1936984	Immune-enhancing composition containing chicken-derived IL-26
4	Patent Technology Transfer	SEOBI Co., Ltd	Korea	Registered	10-1694908	Method for producing soy with reduced allergenicity using proteolytic enzymes
5	Patent Technology Transfer	SEOBI Co., Ltd	Korea	Registered	10-1586166	System and method for developing powder-molding compositions

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Versatile Protein Ingredient Applicable to Multiple Formulations

Key highlights of CHP-SB

Low-molecular Hydrolyzed Protein

· Enzyme hydrolysis reduces peptide molecular size.

· Enhances digestion and absorption efficiency.

· Improved solubility and dispersibility for broad formulation use.

Antioxidant Amino Acid Composition

· **Glutamine** : Precursor of glutathione, strengthens cellular antioxidant defense.

· **Arginine** : Promotes nitric oxide(NO) synthesis ▶ improves circulation & suppresses ROS.

· **Histidine** : Direct ROS scavenger.

· **Imidazole Dipeptide (Carnosine, Anserine)** : Helps relieve fatigue and delay aging.

Controllable Physical Properties

· Adjustable molecular size, moisture content, and hydrolysis degree.

· Tunable viscosity, dispersion, and dissolution for RTD, sauce, table salt, or jelly applications.

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With One Ingredient, Applicable to Beverages, Powders, Processed Foods, and Inner-Beauty

Planned launches

- Real chicken juice(rtd)
- Chicken breast ramen
- Chicken breast rice cake (tteok)
- Powder-type chicken breast shake





Extended secondary-processing categories

- Protein shake
- Base sauces (Tomato, soy-sauce, pork cutlet, etc.)
- Table-salt (Low-sodium alternative) (≤52% salinity vs refined salt)
- Cookies & Bakery
- RTD beverage
- Protein capsules / tablets / pills

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Various Applications of Protein Ingredients

For conventional foods

TYPE - A

RTD beverage

fast absorption for post-exercise recovery

Digestion · absorption 70%

1.4× vs WPI · solubility 95%

Potential products

protein water · ampoule drink

TYPE - B

Table salt

MSG-replacing low-sodium umami seasoning

Sodium 52% ▼

umami 35% ↑ · protein 82%

Potential products

low-sodium salt · senior meals · seasoning powder

TYPE - C

Sauces

protein & flavor boost, shelf-stable

Protein 5×

10 g/100 mL · viscosity 95%

Potential products

dressing · katsu · HMR sauce

For health functional foods

TYPE - D

Tablet/capsule

supplement ingredient for strength & anti-fatigue

Antioxidant 1.5× ▲

Digestion · absorption 72% · anti-sarcopenia & anti-fatigue

Potential products

antioxidant capsule · strength/fatigue tablet

TYPE - E

Jelly

dipeptide antioxidant for inner beauty & healthy aging

Antioxidant 1.8× ▲

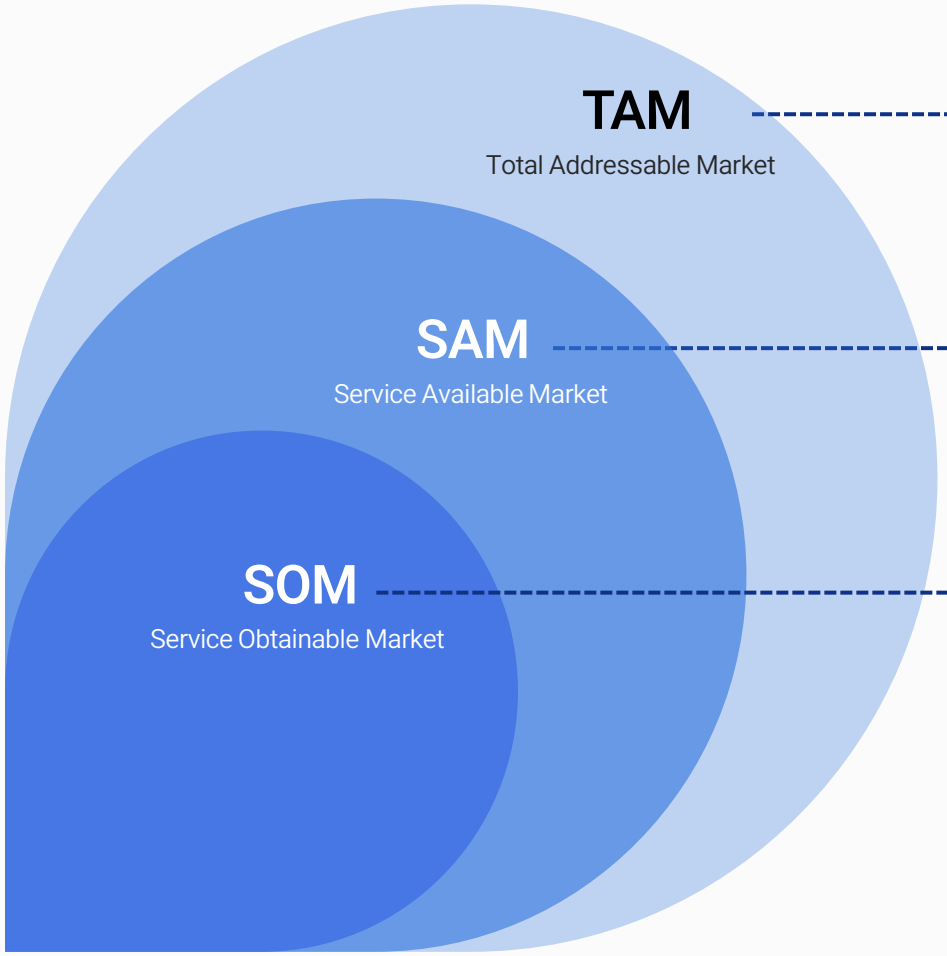
absorption 68% · stable color/flavor

Potential products

collagen · vitamin jelly

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CHP-SB Initial Target Market



[TAM] Total market (Ingestible protein foods)

KRW 133.22 T

source : Korea Agro-Fisheries & Food Trade Corp. (aT)

[SAM] Applicable market for CHP-SB

KRW 19.58 T

source : soy&dairy protein ingredients

[SOM] Conservative global intake protein market

KRW 195.8 B 1% of SAM

※ Raw-material(B2B) → Inner-beauty/Slow-aging supplements(OEM, ODM) → B2B2C expansion story

SEOBI Co., Ltd.

Korean Celebrities and Shows Featuring "Real Chicken Juice"

Youtube @zzanbro



Youtube @GYMHONGKOOK



Broadcast Chef & My Fridge



Broadcast My Little Old Boy



Youtube @ironbin









Actor
Bohyun Ahn







Actor
Woobin Kim



K-pop Idol
Seventeen Mingyu



Youtuber,/Entertainer
Dex



Announcer
Sungjae Bae



Skeleton Athlete
Sungbin Yoon

※ This broadcast exposure material is not a paid sponsorship (PPL), but an edited compilation of content where the artist voluntarily purchased and used the product.

Therefore, it cannot be used for commercial purposes and has been edited solely for the purpose of this business plan.

SEOBI Co., Ltd.

Product Placement & Virtual Advertisement

On tvN ‘Kong-Kong Pang-Pang’

Episode.1







Episode.2







Episode.3







Episode.7





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Upgraded and Back Again

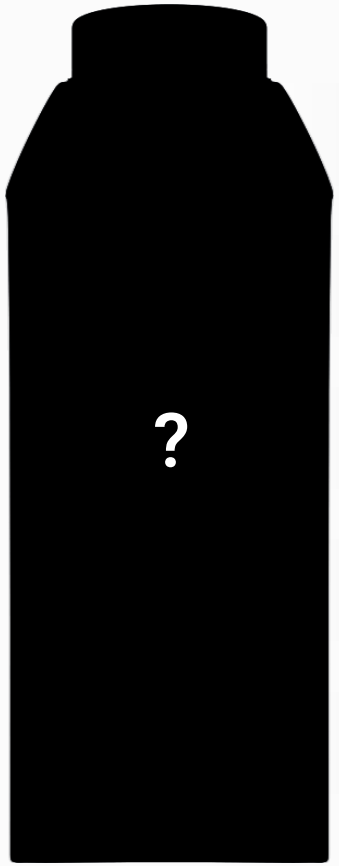
: Chicken Juice

1	**Pure Protein 31g**	Provides more than half of the recommended daily protein intake in a single bottle
2	**Hydrolyzed Protein**	Enzyme-broken peptides for faster absorption than regular protein
3	**20 Types of Amino Acids**	Contains 20 essential and non-essential amino acids including BCAA, glutamine, and arginine
4	**Animal + Plant Protein**	A balanced blend of chicken breast protein and soy protein



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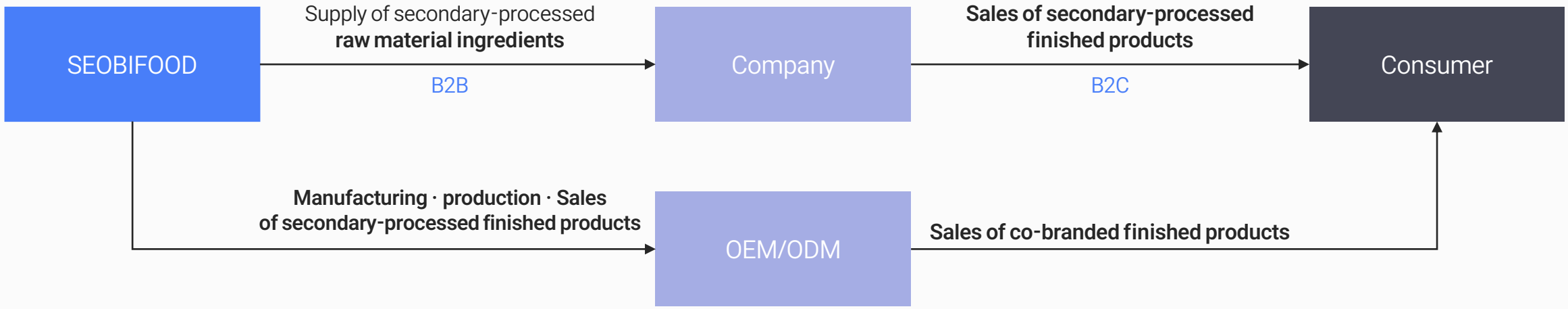
Previous RTD Protein Drinks vs. Real Chicken Juice Plus



Imported whey Protein (WPI,WPC)	**Ingredient**	CHP-SB (+ ISP, MPI)
15~25g/250~300ml	**Protein Content**	**31g/280ml**
Amino acid composition	**Protein Type**	**Free amino acids**
Low to medium (requires digestion)	**Absorption**	**Immediately absorbed in the body**
Protein-supplement focused	**Differentiation**	**Slow-aging, Immunity, Body-fat metabolism**



B2B Based, B2B2C·OEM/ODM Expansion



1 B2B

- **Target** : Food/Restaurant companies, processed-food manufacturers
- **Service** : supply of secondary-processing raw materials
- **Revenue Model** : Bulk supply & long-term contracts → stable sales

2 B2B2C

- **Target** : Brands with direct consumer base
- **Service** : Raw material supply and finished product sales
- **Revenue Model** : Collaboration sales, Indirect consumer touchpoints

3 OEM/ODM

- **Target** : Brands & Retail distributors
- **Service** : Planning, manufacturing, production, collaborative launches
- **Revenue Model** : Premium collaboration products, Brand differentiation & added value



CEO | In-sup Kim

- M.S. candidate, Functional Food Science, Korea University (2025)
- 6 patents

- High-protein beverage composition with chicken breast & its manufacturing method
- Immune-boosting composition with chicken-derived IL-26, etc.

GM | Jeongkyu Shin

- Head of Sales, Seobifood
- Sales & marketing strategy, sales-channel management

Asst. Mgr. | Hyeseong Lee

- Brand design lead
- Product packaging & product-page design

Researcher | Junghyeon Park

- Dedicated food-development researcher
- Food & formulation development

Researcher | Jihwan Lim

- Food-development research
- New-product & food-ingredient R&D

SEOBI Co., Ltd.

Seobifood is a company dedicated **to solving protein-related challenges for both consumers and manufacturers**, grounded in protein-ingredient innovation and food-application technology. **Through CHP-SB**, we **present a protein solution** applicable across a wide range of food categories, and, on the foundation of a scalable business model, we aim to **grow into a global functional protein ingredient company.**