

Ofmom

Brand Book

Products made from the heart and the sincerity of a mother
Ofmom—“Love of Mom, Ofmom”

CON- TENTS

- 03 BRAND STORY_
- 04 LOGO &
STORYTELLING_
- 05 MISSION_
- 06 VISION_
- 07 VALUE_
- 08-
10 R&D
COMPETITIVENESS_
GLOBAL R&D CENTER
- 11 NUTRITION_
- 13 SERVICE_
- 14 THE Ofmom
CONSUMER_
- 15 OUR
PHILOSOPHY_

1967-

1973

Lim Sung-ki, the chairman of the global Hanmi Pharmaceutical Group established 'Lim Sung-ki Pharmacy' in 1967, in Dongdaemun, Seoul, Korea. With the dream of making Korea the leader in pharmaceuticals, he established Hanmi Pharmaceutical in 1973, and dedicated 48 years of his life to the health of the nation and the wider world.

1983

Hanmi Pharmaceutical continued to research for many successful years and released numerous pharmaceutical products. In 1983, through research collaboration with Dr. Brochu, Chariman Lim made a great achievement in the field of probiotics

1980-1996

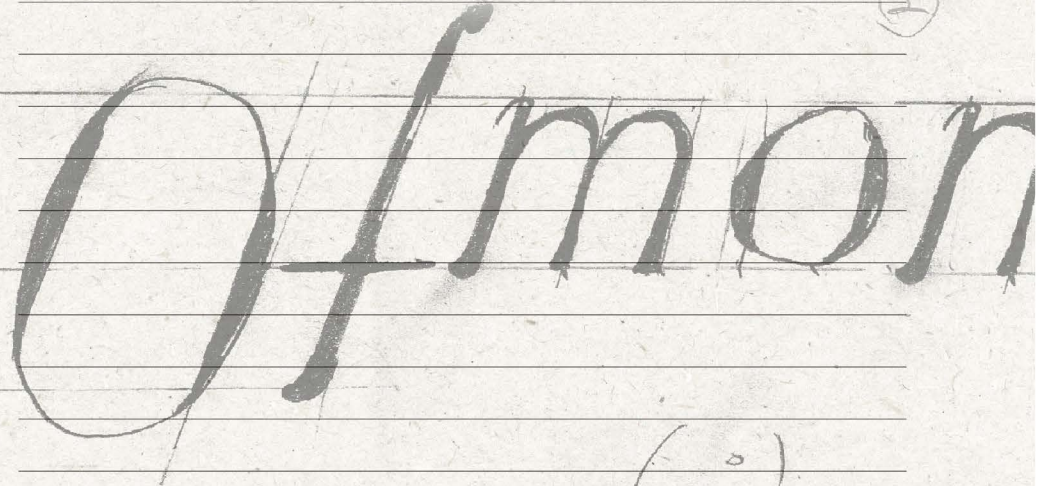
When chairman Lim Sung-ki visited China in the 1980s, he found that there were no intestinal drugs for children in the Chinese pharmaceutical market. Therefore, he established Hanmi Pharmaceutical Beijing in 1996 to promote children's health in China and had been developing new drugs for digestive disorders and heart disease, antibiotics, and anticancer drugs.

The company launched the 'Mamiai' brand that develops intestinal drugs for children, and now has become the number one pediatric intestinal medicine brand in China. It is also the most verified and the most prescribed probiotics product in the world.

2005

In 2005, after years of collaboration with hospitals for newborns and medical staffs across the United States, Europe, and Asia, we launched a variety of products and foods for newborns and mothers, including the Ofmom brand.

Starting from children's intestinal health, we are continuing to present a constant vision for family health and well-being through sustainable and innovative products, services, and researches. We want more than just treating diseases. We want better health and a better environment for our consumers.

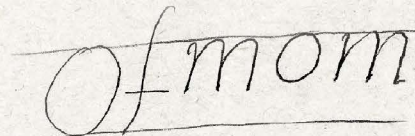


Ofmom

LOGO & STORYTELLING

The brand name “Ofmom” is composed of “of” and “mom”, Referring to “the mother’s” and “the mother” respectively. It contains all those about the love, the caring heart and the sincerity of a mother.

Also, the first syllable of the brand name—“O” is pronounced in a way reminding us of the first sound uttered by a baby to its mother. Ofmom is a brand created to be part of the very first interaction between a mother and her baby and grows together with them. Products made from the heart and the sincerity of a mother Ofmom — “Love of Mom, Ofmom”



Ofmom

GREAT JOURNEY GREAT COMPANION

Our wide range of research
work using superlative,
pioneering technology is
dedicated to the betterment
of people's health and well being



**AAT CATTOLICA
UNIVERSITY**

(Catholic University
AAT Institute)

MOTHER & CHILD AND BEYOND

To help build a world where mothers and infants receive the best care and health services

Although a mother knows where a mothering journey is headed, sometimes it can be long and complicated. During the journey, a mother can encounter many difficulties and obstacles, but a mother must never forget the love feeling for her baby. Ofmom is the best partner for a mother to complete her journey safely.

INNOVATION

Ofmom R&D centers aim to provide innovative products with strong scientific background, as well as to improve the production process across every product line such as infant formula, nutritional products, probiotics and skin care.

HEALTH COMPANION

With the collaboration of the best doctors and scientists in the world, Ofmom is constantly developing the best products and health services for mother & child and beyond.

SCIENCE RESEARCH

R&D centers are dedicated to integrating innovative ingredients and advanced technology to produce a high standard products in cooperation with suppliers and research partners. In addition, Ofmom has been participating in clinical trials/research to verify the safety and efficacy of each product.

VALUE

Competitive Research and development with our own strains of probiotics

We launched a new original probiotics drug, Medirac, in 1983 through joint development with Dr. Brochu.

This new drug is the most clinically researched drug in the field of probiotics

PROBIOTICS R&D (2020)

NEW PRODUCT DEVELOPMENT

- **New product Development**

- Baby Synteract-probiotics
- Organic probiotics
- Italy Organic liquid formula
- Fermented Oat
- Probiotics for pregnant women

RESEARCH PATENTS

- **Patents**

- Fermented oat patent (2-Step fermentation technology)
- Lactobacilli
- L. plantarum
- bacillus coagulans
- L. plantarum s2-13 (HOM3204)
- L. plantarum DP2-9 (HOM3207)
- L. plantarum BH17-1M (HM2201)
- B. coagulans BC3-3 (HOM5301)
- B. infantis F10B24 lysate (HOM1106)
- L. rhamnosus F6L13 (HOM1202)
- L. paracasei F8L3 (HOM1204)
- B. animalis BH9-36 (HM1103)

R&D

COMPETITIVENESS

Global R&D Center

**AAT CATTOLICA
UNIVERSITY**

(Catholic University
AAT Institute)

**AGOSTINO
GEMELLI
UNIVERSITY
POLYCLINIC**

The Gemelli Hospital is one of the most innovative medical institutions in Italy and simultaneously the exclusive hospital for the popes, including Pope Francis currently.

Founded by Professor Lorenzo Morelli, the Piagenza Probiotics Research Institute researches on probiotics and works on a care solution project for the intestinal health of babies all over Asia.

The Gemelli Hospital is one of the most innovative medical institutions in Italy and simultaneously the exclusive



hospital for the popes, including Pope Francis currently. Together with the Cattolica University and the Gemelli University Polyclinic, we have established

the 'Bio Bank for Mothers and Children' which studies the effects of intestinal microbial genetic information on fetal growth and health, and analyzes 3,500 samples of human biologic materials from pregnant and newborns to develop customized food and drugs.

In 2018, we established the bio-bank "Mother and Child and Beyond" with the Roman Catholic University (Università Catalonia del Sacro Cuore) and the Gemelli Hospital, spurring the research on next generation bio-industry.

The Department of Nursing at Catholic University opened a new curriculum that studies and practices the health of women and babies with postpartum care system from Korea. We have also established the "Woman Centre" and have built research infrastructure and joint research teams with the Catholic University.

**UNIVERSITÀ
CATTOLICA DEL
SACRO CUORE**

Catholic School of Medicine, Italy

ITALY



Ofmom CN

(Catholic University
AAT Institute)



Location: Across the golden line of the Earth, Chahar, an ideal place for grazing cattle (Chahar site)

This is the production facility for Ofmom China Dairy and lactic acid products, totaling 100,000 square meters in 2004. It's the head of the world's leading brand of dairy products, with R&D, production and marketing based on the latest technology and experts.

PEKING UNION MEDICAL COLLEGE HOSPITAL



We established the "Fund for the Prevention of Metabolic Diseases" with the Medical Foundation of Peking Union Medical College Hospital, China's most prestigious

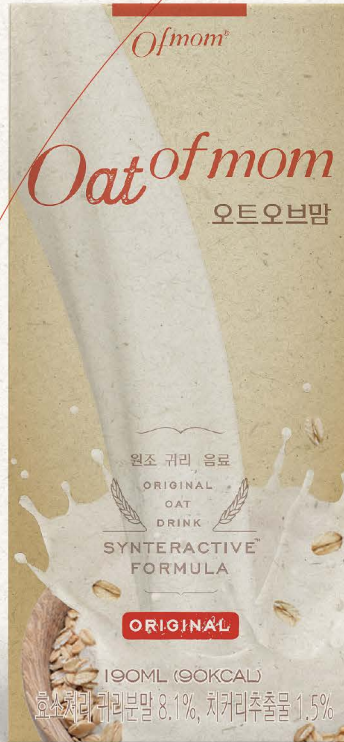
medical institution. The fund is widely used in research on the causes of metabolic diseases in mothers and newborns, and on prevention and treatment.

CHINA CHILDREN'S HOSPITAL ASSOCIATION



Since 2012, the Chinese Children's Hospital Association has been working to improve children's welfare by participating in events for prenatal music, music therapy, music for newborns and children, and music education for auditory development of children.

CHEINA



Oat of mom

Oatmeal is rich in soluble dietary fiber, protein, and essential amino acids.

It is rising as a superfood as it also absorbs fat in the body.

Oat Ofmom sticks to 100% organic oat ingredients and contains healthy and traditional values.



Liquid Formula

**Efforts to resemble a mother's breast milk as closely as possible,
the liquid formula offered by Ofmom.**

The Ofmom liquid formula contains the cleanest and purest milk in Italy.

We are making the healthiest and safest formula through.

using the manufacturing technology of Granarolo, the leading global dairy company.

With securing no loss of nutrients during the manufacturing process.

The most comfortable and reliable healing space for pregnant women and newborns, Centre Ofmom

Pregnancy is one of the most precious and mysterious experience in a woman's life; but at the same time, the mother needs time to adapt herself to the sudden-changes and recover her body and mind. Centre Ofmom not only takes the best care of the newborns but also provide various services to help mothers exhausted from giving birth to recover

1:1 breast-feeding guide

VVIP body shape management program

A delicious and healthy diet for mothers

CENTRE OFMOM

№ 7 SOUTH JIANGUOMEN

BEIJING



THE OFMOM CONSUMER



*Ofmom does not focus on the shallow
and immediate changes,
but pursues a healthy living by building fundamental core values.*

The consumers of Ofmom are wise, modern women
who not only care the best for their baby's health and environment
but also pursue their own healthy lifestyles.

TODAY+ TOMORROW= YESTERDAY

Future is shaped by innovation,
but innovation is inspired by history

We move towards the future through innovation, but innovation is inspired by history. Ofmom continues its innovation with the most traditional and fundamental values.

DEVELOP PRODUCT 01

The most important thing in researching and developing products is the ingredient and material. We select the cleanest and the best country of origin to choose organic raw materials carefully.

SAFETY QUALITY 02

As medicine has a direct effect on our health, our brand, which is based on pharmaceutical companies, guarantees the safe quality of our products through more strict and rigorous management than any other brands.

HEALTH LIVING 03

We are working for more than just treating the symptoms of diseases. We realize a healthy ecosystem by researching the underlying causes for diseases, creating an organic environment, and providing customized healthcare services.

Korea

Italy

China

U.S.

Ofmom

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Ofmom— "Love of Mom, Ofmom"

www.ofmom.com