

SMART&HEALTHY
PARENTING FOR MOMS AND KIDS



BELLEBABY BRAND INTRODUCTION

Brand Introduction | 2026 Edition

BELLEBABY

Bellebaby Co., Ltd.

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History

02

2021

FEB Bellebaby established

AUG Launched a table-attached bib for baby-led weaning

2022

AUG Launched reversible bibs

2023

JUL Launched disposable bibs

SEP Launched square magnetic blocks

2024

MAY Incorporated as Bellebaby Co., Ltd.

JUN Launched drawing pads and toy storage

JUL Launched diamond blocks

AUG Launched dinosaur/animal magnetic tiles and round (fan-shaped) magnetic blocks

SEP Entered Shinsegae Duty Free at Incheon Airport, Terminals 1 & 2

OCT Partnered with KidsPay for public daycare programs

History

03

2025

JAN Launched Baby Helper Swim Floats
JAN Partnered with Great Books
JAN Entered Kakao Gift
MAR Launched Balance Stones
JUL Entered Toys"R"Us
OCT Entered Coupang Rocket

2026

FEB Launched Water-Squirting Baby Floats

Revenue reached KRW 12 billion

Business Plan

04

2026

Revenue target: KRW 15 billion

Expand our children's toy range

- Magnetic rail blocks
- Rail puzzles
- Mini magnetic blocks: cars, dinosaurs, farms
- Musical instrument blocks
- Other educational toys for young children

Expand sales channels

- Enter offline discount toy stores

Add children's health supplements

- Omega-3
- Multivitamins
- Immune support supplements (elderberry + propolis)

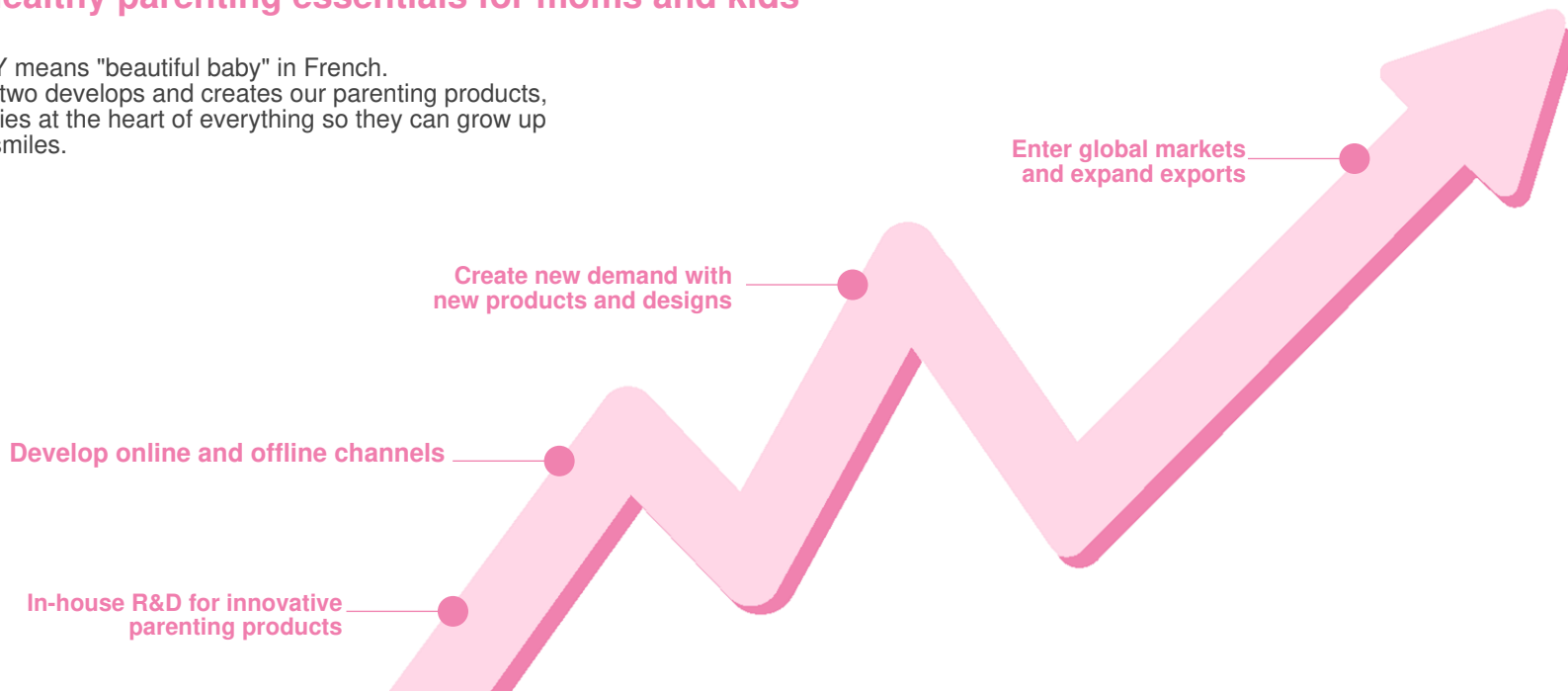


Introduction

05

Smart, healthy parenting essentials for moms and kids

BELLEBABY means "beautiful baby" in French. A mother of two develops and creates our parenting products, keeping babies at the heart of everything so they can grow up with happy smiles.

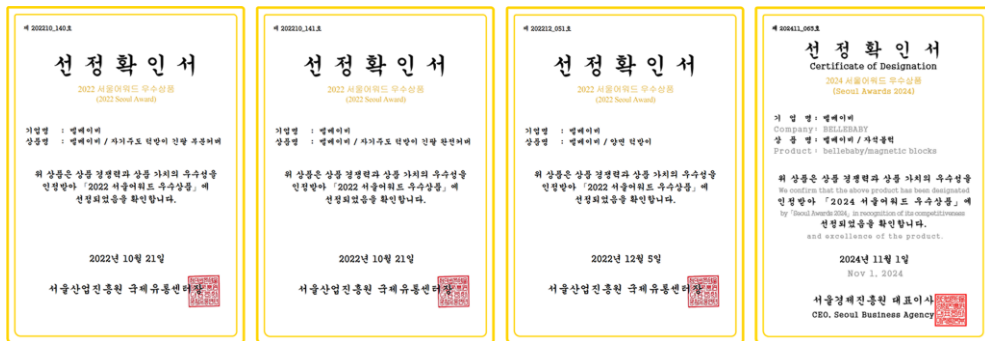


Introduction

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2022 / 2023 / 2024 / 2025
Outstanding company in maternity
and parenting for 4 consecutive years



4 products recognized by the Seoul Awards

Award certificates shown in their original Korean form.

07



Introduction

08



6 Design Registrations

Original Korean design registration certificates.

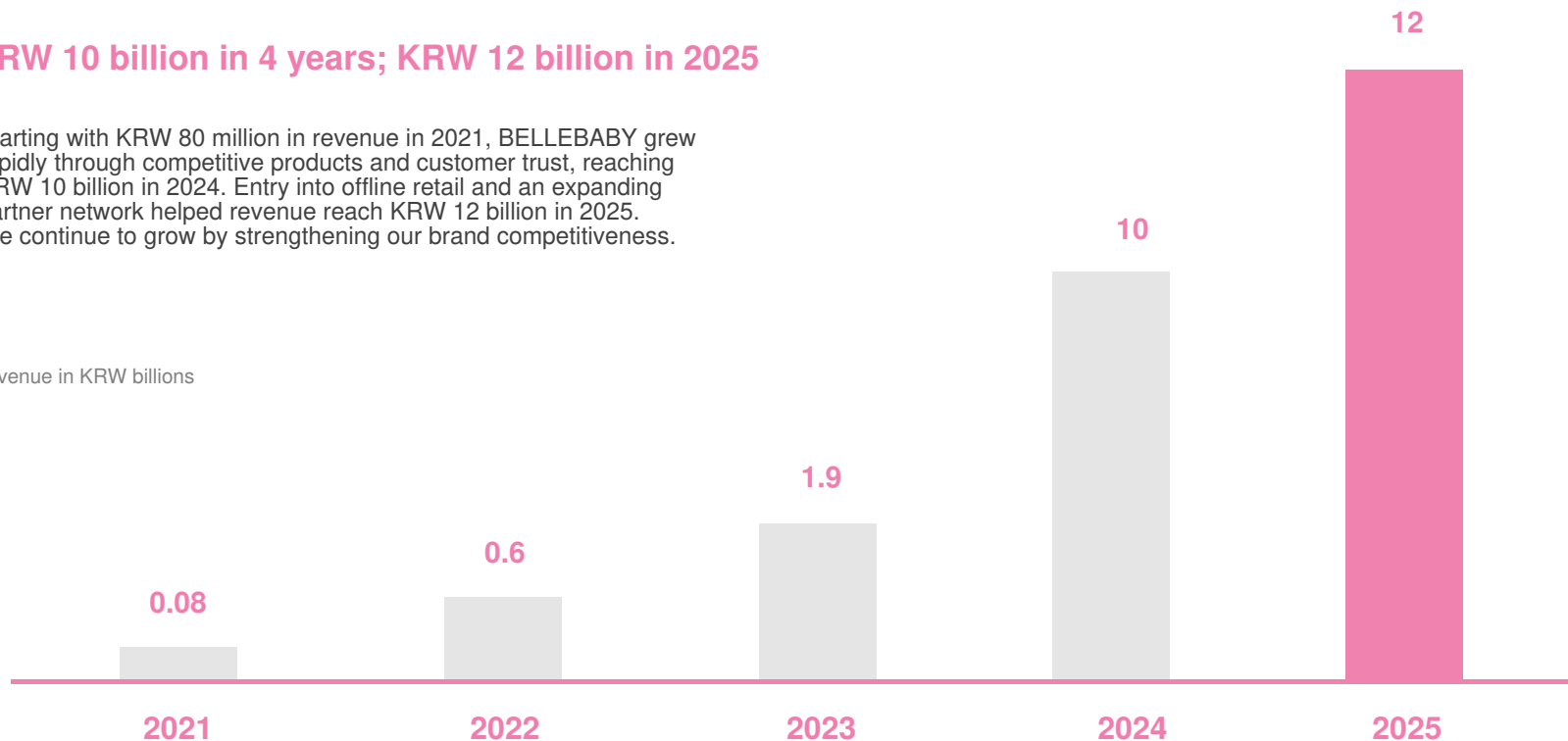
Sales

09

KRW 10 billion in 4 years; KRW 12 billion in 2025

Starting with KRW 80 million in revenue in 2021, BELLEBABY grew rapidly through competitive products and customer trust, reaching KRW 10 billion in 2024. Entry into offline retail and an expanding partner network helped revenue reach KRW 12 billion in 2025. We continue to grow by strengthening our brand competitiveness.

Revenue in KRW billions



Industry Size

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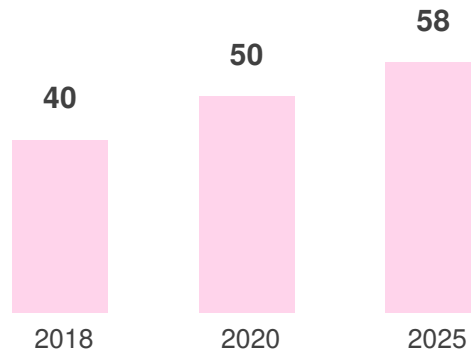
A thriving kids' market despite low birth rates

- Despite declining birth rates in Korea, the kids' market is growing as families choose to have fewer children and invest more in raising them.
- The "golden kids" trend reflects increasingly concentrated spending and investment on each child.
- The "ten-pocket" trend brings parents, grandparents and others into children's spending, with up to ten contributors helping expand the market.

Korea's Kids' Market

Source cited in original: McKinsey & Company

Approx. 16% average annual growth



KRW trillion | 2025: forecast in original
Figures and growth rate reproduced from source.

Industry Size

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BELLEBABY magnetic blocks lead a growing early-learning market

- The source cites Fortune Business Insights and others: Korea's magnetic block market was KRW 10.6 billion in 2023, with an annual growth rate of 11.8%.
- With 2025 annual revenue above KRW 12 billion, BELLEBABY estimates a domestic magnetic block market share above 80%.

TARGET MARKET

TAM | Total addressable market

Global children's educational toys

USD 71.32 billion

SAM | Serviceable available market

Global magnetic blocks for young children

USD 820 million

SOM | Serviceable obtainable market

Korean magnetic block market

USD 7.38 million (approx. KRW 10.6 billion)

Sources cited: Fortune Business Insights; Business Research Insights.
SOM basis in original: global magnetic blocks x Korea share 1.5%
(based on GDP) x approx. 60% for ages 1-9.

MARKET EXPANSION PLAN

PHASE 1 | Families with young children

B2C: Approx. 1.5 million households with children aged 1-6, actively using play and learning products at home, to build our domestic market presence.

Source cited: Korea Institute of Child Care and Education, Key Statistics on Young Children (2023).

PHASE 2 | Education and childcare

B2B: Daycare centers, kindergartens and educational facilities, including special education classes in elementary schools.

Product

A. Magnetic Blocks

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Market Position

- ✓ No. 1 in Naver's overall blocks category
250,000 cumulative sales | 12,000 reviews | 4.9 rating
- ✓ Coupang Rocket Growth: No. 1 daily sales in kids' toys
and No. 1 in the magnetic blocks category
- ✓ Wadiz: all-time No. 1 in Kids | Kakao: No. 1 in Kids
- ✓ Seoul Awards Outstanding Product (2024)
Korea Consumer Evaluation Outstanding Product (2025)

Information

- ✓ Own-brand OEM production | KC certified | Patents held
- ✓ 3 colors: Rainbow, Pastel, Wood
4 shapes: Square, Triangle, Round, Wheel

Product

B. Balance Stones

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Market Position

- ✓ No. 1 in Coupang's shape-stacking ranking since launch
Customer satisfaction rating: 4.9
- ✓ Differentiated through proprietary patented technology

Information

- ✓ Own-brand OEM production | KC certified | Patents held
- ✓ CE marking (EU) | Children's Product Certificate (US)
- ✓ Five stones in different sizes and shapes
help support children's gross motor development

Product

C. Baby Helper Swim Float

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Market Position

- ✓ No. 1 in Coupang's baby walker float ranking since launch
Customer satisfaction rating: 4.8
- ✓ An innovative baby float that stands out in the market
- ✓ Differentiated through proprietary patented technology

Information

- ✓ Own-brand OEM production | KC certified | Patents held
- ✓ A first swim float designed to support babies as they learn to move in the water
- ✓ 2 designs: Rainbow and Fruits

Product

D. Table-Attached Bib

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Market Position



Naver: 100,000 cumulative sales | 20,000 reviews
Customer rating: 4.9



Korea Consumer Industry Evaluation: Outstanding
Company for 3 consecutive years (2022-2024)



Seoul Awards Outstanding Product

Information



Own-brand OEM production | KC certified | Patents held



4 types | 19 designs

Product

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E. Reversible Rolling
Bib Set



F. Toy Storage



G. Dinosaur / Animal
Magnetic Tiles



H. Drawing Pad



I. Diamond Blocks

Continuous Product R&D

Through ongoing research and development, we continually introduce new products that respond to a changing market.

Product

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Continuous Product R&D

Through ongoing research and development, we continually introduce new products that respond to a changing market.



J. Disposable Bibs



K. Mini Magnetic Blocks
2 cm | Square Edges



L. Mini Magnetic Blocks
2.5 cm | Rounded Edges



M. Water-Squirting
Baby Float



Gift Wrapping Service

Beautiful gift wrapping for 100-day and first-birthday celebrations, and for families with children.





Customer Service

Dedicated customer service staff provide prompt support.



Design

Professionally designed packaging enhances customer satisfaction.



Shipping

Dedicated packing staff
Same-day dispatch for orders placed by 4 p.m.

Location

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100 Sinusil-ro, Hanam-si, Gyeonggi-do, Republic of Korea

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📷 @bellebaby_babygoods

Original location map (Korean place names).

Thank You