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- Smart and complete solutions for parenting -

# Company History



- 2019 Founded in September
- 2020 Launched the world's first vest-style baby carrier in
- 2020 Won the Gold Prize at the Women Inventors Expo in
- 2020 Received the Minister of Gender Equality and Family Award in
- 2024 Awarded the Korea Consumer Brand Award in
- 2024 Began exports to Japan in
- 2024 Korea Brand Award – 1st Place
- 2025 KCBI Korea Consumer Award
- 2025 Established Bebeswan Co., Ltd.
- 2026 U.S. Market Entry Contract Confirmed
- 2026 Q1 Scheduled Launch of Premium New Product “Eternity”



# Business Value



## Business Vision

World's First Vest-type  
Baby Carrier  
Design Registration  
Patent Registration



## Potential Assessment

A Baby Carrier Receiving  
Great Praise!  
A Baby Carrier Praised  
Highly by Real Users!



## Meeting the Needs of Parents

A Baby Carrier that Protects  
Your Shoulders and Waist,  
and Allows You to Easily Carry  
Your Baby on Your Own

# World's First Vest-type Baby Carrier!

6 Key Benefits(1~3)

-Just having a comfortable baby carrier makes parenting so much easier!-



## A Baby Carrier that is Comfortable for Shoulders and Waist

The vest-type baby carrier distributes the baby's weight evenly across the mother's **<shoulders + back + waist>**, making it comfortable even for extended use



## A Baby Carrier You Can Use to Carry Your Baby on Your Own

Most moms are handling childcare alone during the day when their husbands go to work. If you can carry your baby easily on your own, you don't have to give up on either parenting or household chores

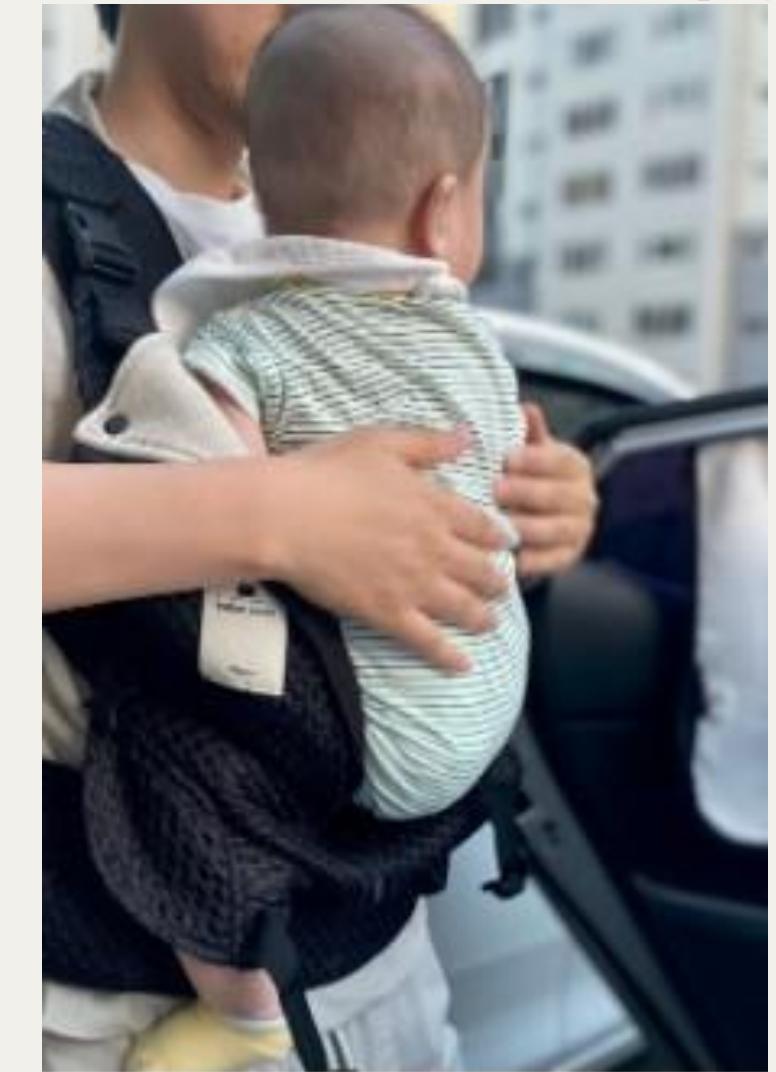
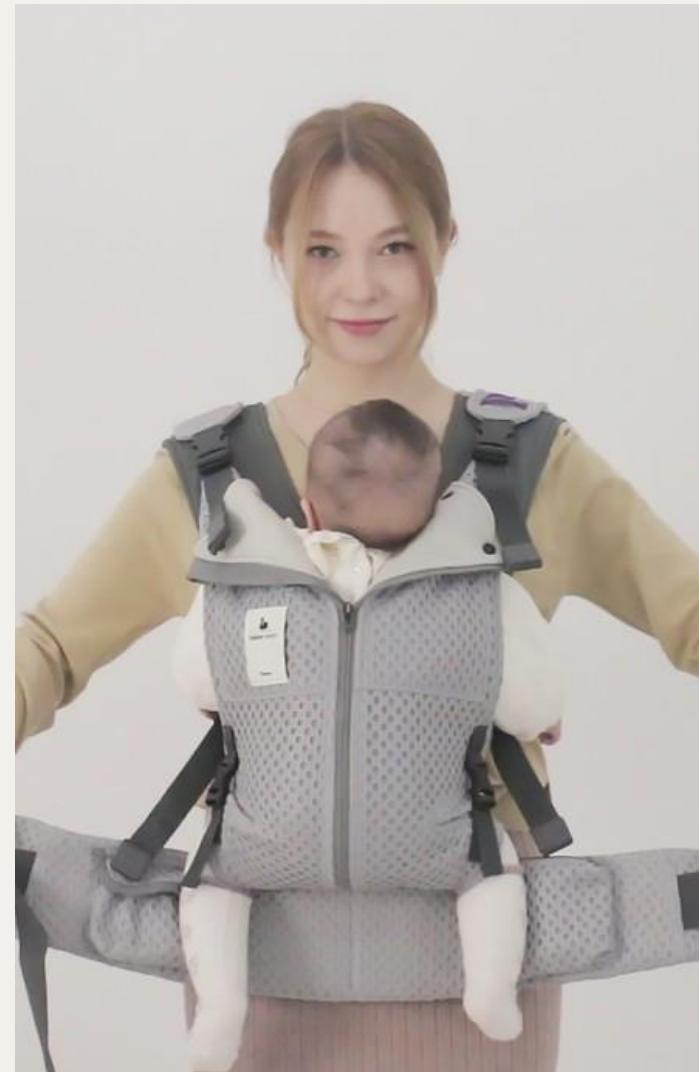
## A Baby Carrier that Transforms into a Booster

When you visit your in-laws or your parents' house, you might have struggled to enjoy a comfortable conversation while holding your baby during meals. Now, with just a vest-type baby carrier, meal times will turn into a comfortable and enjoyable experience

# World's First Vest-type Baby Carrier!

## 6 Key Benefits (4-6)

-Just having a comfortable baby carrier makes parenting so much easier!



### The convenience of easily lifting and putting down your baby!

You don't need to take off your outerwear, undo the buckle on your back, or lower the shoulder straps! Just zip down and you can easily lift and put down your baby!

### A Vest-type Baby Carrier that Makes Using the Restroom Convenient!

Even if you undo the waist belt, the baby stays securely in place with the vest-type baby carrier, making it convenient to take off and put on your pants when using the restroom!

### A Vest-type Baby Carrier That Can Be Easily Transferred to a Car or Stroller!

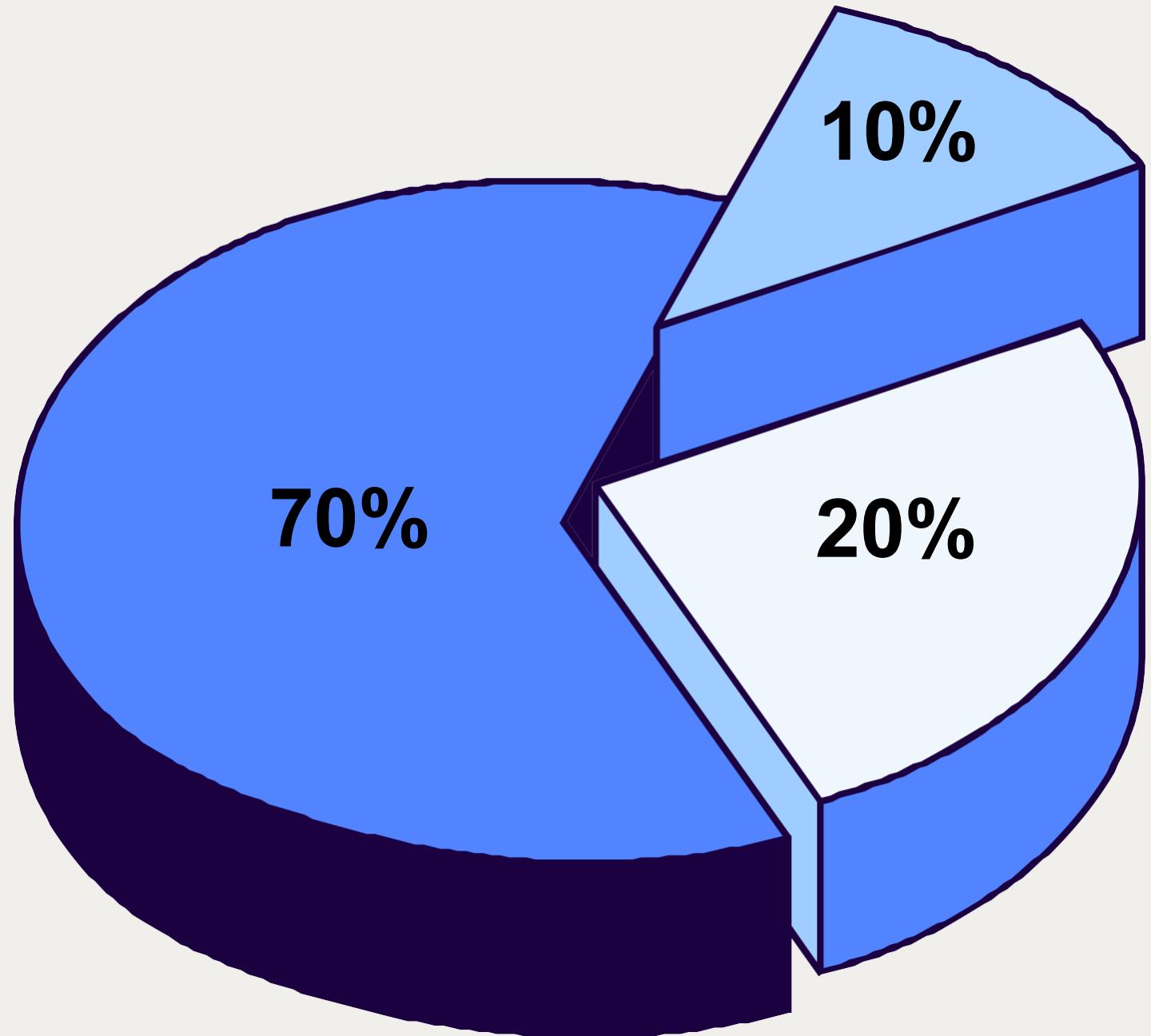
Just zip down, put your baby in the car, and you can drive right away without having to remove the baby carrier or store it separately—wearing it comfortably as is!

# Satisfaction of Parents Using Other

## Brands of Baby Carriers

- "Over 70% of users report shoulder and back pain.
  - Over 20% of users complain about the weight and discomfort.
  - Only over 10% of users are satisfied.
- 

# This information is based on a statistical analysis of 100 baby carrier users at the 2022 COEX Baby Fair.



# Our Company vs Competitor

## Model Comparison

			
<p><b>SLING BABY CARRIER</b></p> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Comfort for Shoulders and Waist</li><li><input checked="" type="checkbox"/> Convenience When Using the Restroom!</li><li><input type="checkbox"/> Cannot Be Used as a Booster</li><li><input type="checkbox"/> Difficult to Lift and Put Down</li><li><input type="checkbox"/> Cannot Be Carried on Your Own</li></ul>	<p><b>STANDARD BABY CARRIER</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Discomfort in Shoulders and Waist</li><li><input type="checkbox"/> Discomfort When Using the Restroom</li><li><input type="checkbox"/> Cannot Be Used as a Booster</li><li><input type="checkbox"/> Difficult to Lift and Put Down</li><li><input type="checkbox"/> Cannot Be Carried on Your Own</li></ul>	<p><b>HIP SEAT BABY CARRIER</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Discomfort in Shoulders and Waist</li><li><input type="checkbox"/> Discomfort When Using the Restroom</li><li><input type="checkbox"/> Cannot Be Used as a Booster</li><li><input type="checkbox"/> Difficult to Lift and Put Down</li><li><input type="checkbox"/> Cannot Be Carried on Your Own</li></ul>	<p><b>VEST-TYPE BABY CARRIER</b></p> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Comfort for Shoulders and Waist</li><li><input checked="" type="checkbox"/> Convenience When Using the Restroom!</li><li><input checked="" type="checkbox"/> Can Be Used as a Booster!</li><li><input checked="" type="checkbox"/> Easy to Lift and Put Down</li><li><input checked="" type="checkbox"/> Can Be Worn Alone</li></ul>

# VEST-TYPE BABY CARRIER

## REAL REVIEWS

### FROM CUSTOMERS!

## RATING: 4.8

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The Vest-type Baby Carrier Praised  
by Real Buyers!



aman\*\*\*

I was using a newborn baby carrier, but my back started hurting, so I looked for other carriers and decided to buy this one, trusting the free return policy. First of all, my baby seems comfortable, and neither my husband nor I have any back pain, so I regret not buying it sooner!



kinm\*\*\*

My baby seems comfortable and sleeps well! And when I need to put my baby down while sleeping, it's so convenient to just unzip and take the baby out. With the previous baby carriers, I had to struggle with unbuckling the straps on the back... I managed to lay my baby down, but the sound of the Velcro would wake them up! I still have the hip seat baby carrier and the sling carrier from when I had my first child, but for now, I think I'll be reaching for the vest-type baby carrier the most!



mins\*\*\*\*

I've found the most comfortable baby carrier! When I was taking care of my nephews and nieces, I used a hip seat carrier, but after wearing it for a long time, my back and shoulders would hurt so much. This one is a vest-type, so the weight is distributed, and it's so comfortable! It's even better than I expected!



bm\*\*\*

This is a baby carrier that is comfortable for both the baby and the parents! I bought it because my baby developed a rash on the bottom while using the hip seat carrier. I wish I had known about this sooner. I'll use it well!



on\*\*\*\*

I was using another baby carrier, but I bought the Bebe Swan baby carrier because my husband has a herniated disc. There weren't many reviews, so I was a bit skeptical, but he says it's much easier on his back when carrying the baby! We've been using it for two weeks now, and my baby has no issues being held and sleeps well. We're very happy with it!



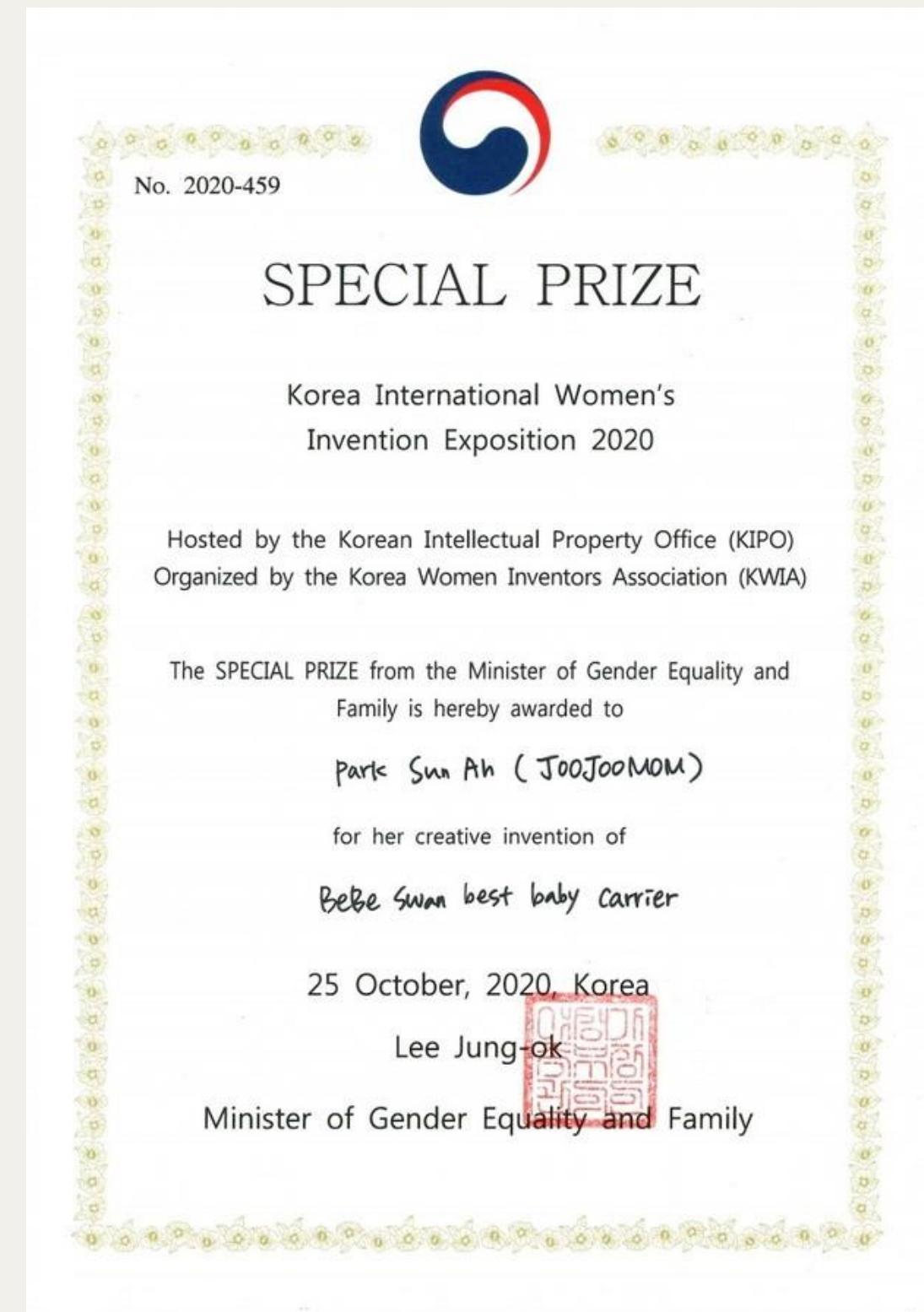
khj1\*\*\*\*\*

My husband strongly recommended that we get this, so I bought it. Haha, my baby quickly got used to it and falls into a deep sleep, which makes me feel more comfortable too! I'll need to wear it a bit longer, but so far, I'm very satisfied!!

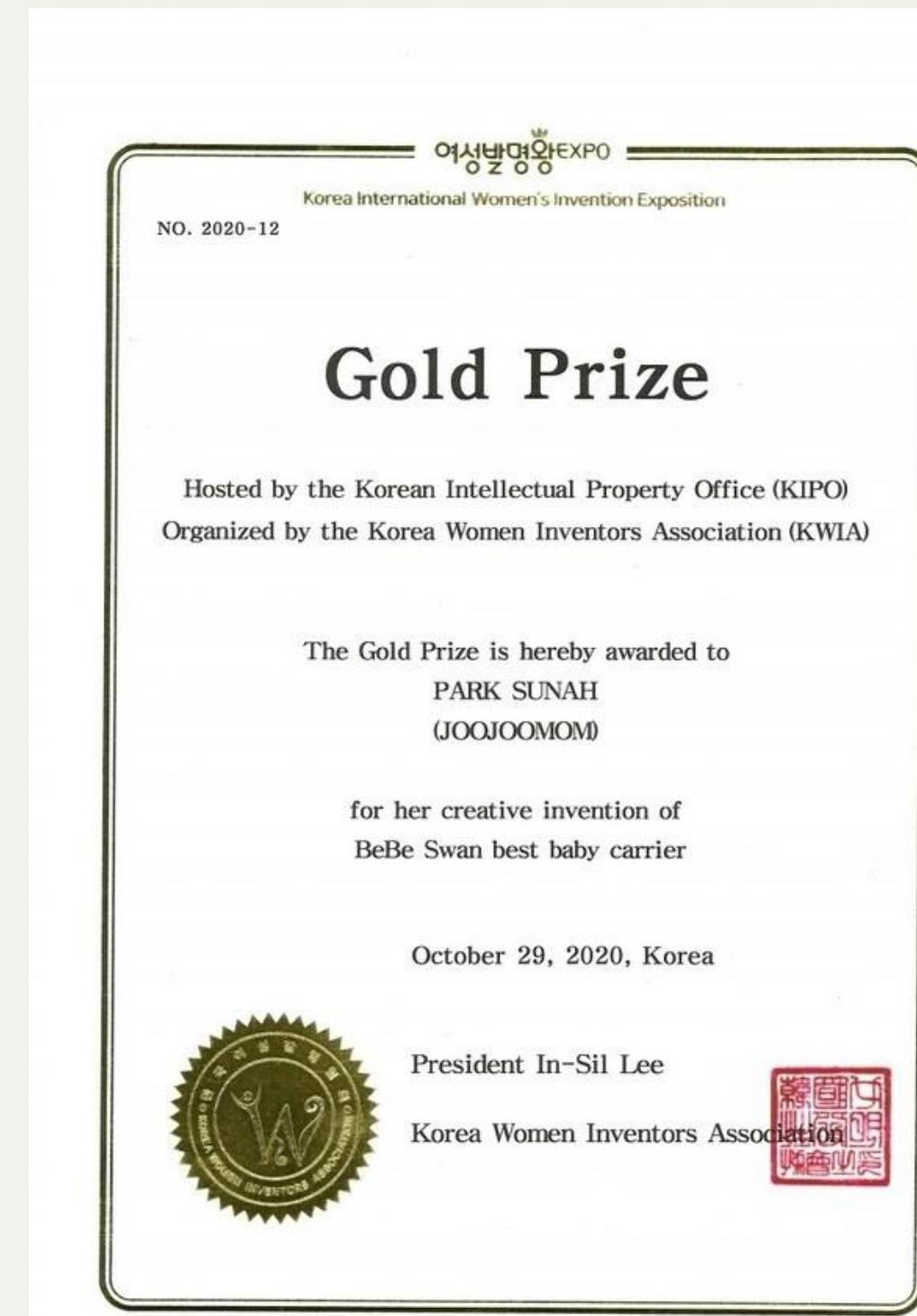


# Award-winning

- Won the Gold Medal at the World Expo
- Won the Minister of Gender Equality and Family Award



Won the Minister of Gender Equality and Family Award



Won the Gold Medal at the World Expo

# Patent

## Design Patent

## Technology Patent

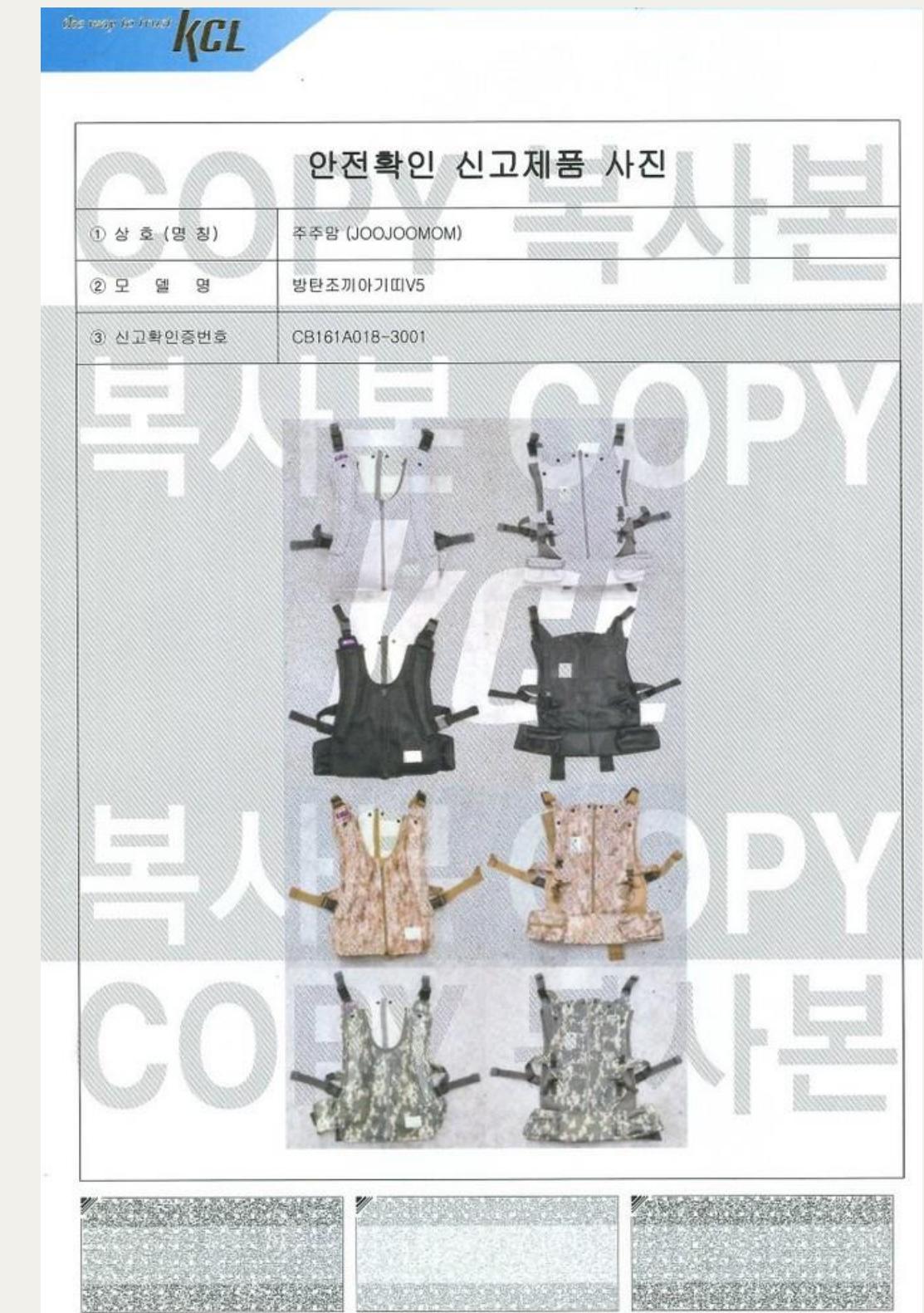
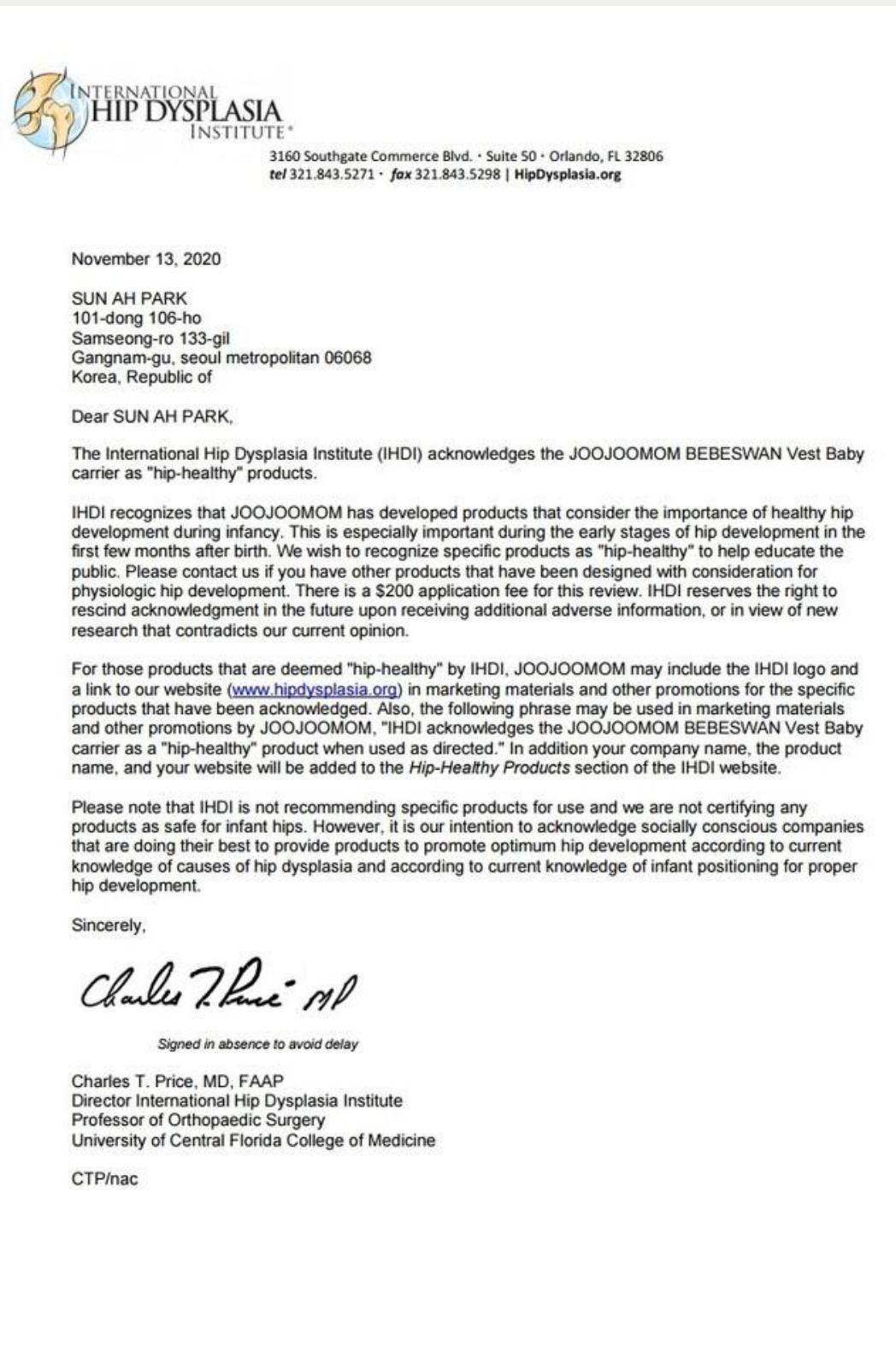


Design Patent Registration

Technology Patent Registration

# Product Certification

- International Hip Joint Association Safety Certification
- Korea Certification (KC) Safety Mark



International Hip Joint  
Association Certification

Korea Certification  
(KC) Safety Mark

# MOQ

## UNIT PRICE

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Product	Regular price	MOQ 40 units	MOQ 50~500	MOQ 501~2000	MOQ 2001~5000
V5 Vest Baby Carrier	\$195	\$93	\$87	\$80	\$76

For orders up to 100 units: 100% prepayment is required at the time of order.

For orders over 100 units: 70% prepayment upon order, and the remaining 30% after shipment.



# THANK YOU

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