



**NPS 76.3%**  
**Overwhelming Fandom**

감사합니다!  
이제부터는, 우리애를 위한  
우리애를 위한, 우리애를 위한  
우리애를 위한!  
- 4살 애미 두달 (@duwal-hada)



"I can't thank you enough!"

**Sold Out in Singapore +  
Stockpiling Trend in Korea**

**All sold out**



**Love Calls from Major Corporations**  
Hyundai·Lotte·Kakao·Hanwha



**KBS highlighted Our Company**  
**Global Expansion of K-Pet Food**

9 '생선 화...' 먹는 반려동물... **K-펫푸드 인기**

## Seafood Pet Food

Preserved in Its **Original Form,**

Rising from Local  
to Global Topper!



A fishing boat is illuminated by its own lights, sailing on a dark sea under a twilight sky. In the foreground, white-capped waves are crashing against dark, jagged rocks. The overall mood is serene and quiet, emphasizing the natural and sustainable aspects of the industry.

Sustainably-Harvested Seafood Pet Food

“We take **only** what the **ocean** allows”



Made by Seniors and Youth  
in Disappearing Fishing Villages



Preserving local communities  
through meaningful work



From Fine Dining → To Pet Food

Precision · Purity · Respect



Eastseabrother

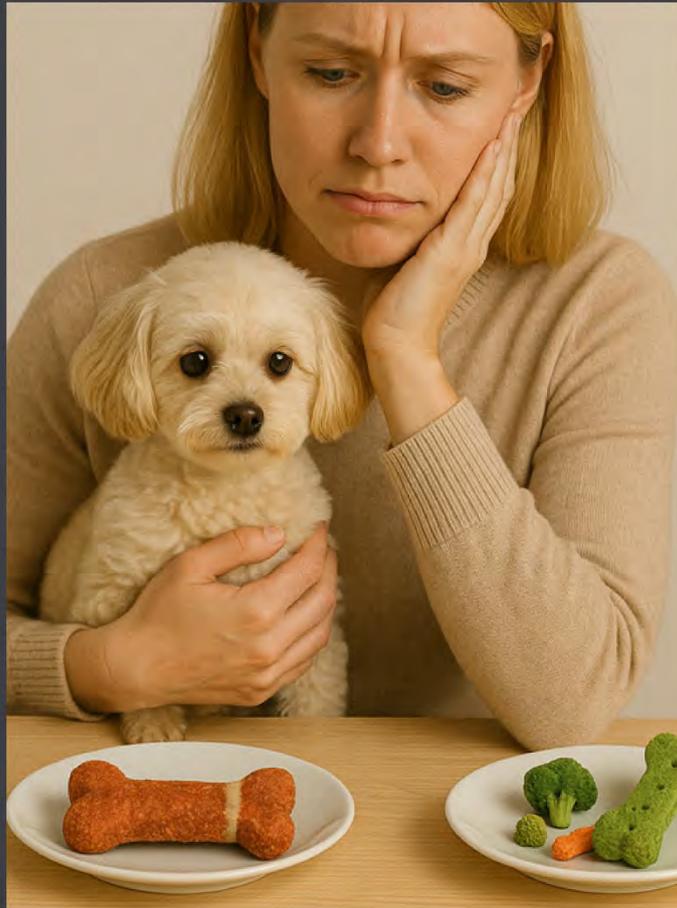
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# What was the **problem?**

## 1) Unclean Mix, Hiding What it really is



## 2) Limited options: fatty meats, bland veggies



## 3) Healthy on paper— hard to swallow in real life



# Two missions behind me



To Honor  
the Value of My Parents' Fsh — Always Underrated



## 30-YEARS IN THE LOCAL FISHING INDUSTRY HEROES



"30년간 수산업에 종사한 지역의 영웅들"



To Help  
My Bichon with Meat Allergies

# Our Suggestion



## Unmatched Ingredients & Form

Other treats, cubes	ESB's Whole fish
 <p>Ground or chopped, making the original ingredients hard to see</p> <p>Processing causes skin loss and deformation of the original form</p>	 <p>Ingredients visible at a glance</p> <p>Nutrients preserved, including the fish skin</p>
<p>Mechanical processing that molds ingredients or cuts them quickly for mass production</p>	<p>Handcrafted with care, one piece at a time, for pets</p>

## Seafood over Meat — Always!

	Calorie (kcal)	Protein (g)	Fat (g)	Omega-3 (g)	DHA (g)
Seafood (Tuna)	103	22.0	1.0	0.27	0.19
Pork	263	16.9	12.2	0.07	-
Beef	192	19.4	12.7	0.02	-
Chicken	142	17.4	8.1	0.04	0.02

(※ Source: United States Department of Agriculture, USDA)

Even the healthiest meat treats contain saturated fat. Choose Eastseabrother's premium seafood — low-calorie, omega-3 rich, and naturally healthier.

## Proprietary Manufacturing Patent



Manufacturing method that preserves the original form

Seafood pet food with enhanced palatability & shelf life

# Specialized Options Premium&Casual: 40 types

Premium Line\_ Domestic raw materials, production



Casual Line\_ Imported+Domestic raw materials, production



# Securing IP to support branding: 26types



Manufacturing  
Patents  
2ea



Trademark  
Registrations  
Domestic: 2ea  
Overseas: 2ea



Design  
Registrations  
12ea



Self-quality  
Assurance Testing  
2-3 Times a Year



ISO 22,000  
International  
Standards



Radiation  
Inspection

# Customers love us — NPS 76.3%

**31,067**

Naver, Kakao, Instagram

**100**

VIP being managed

**371,475**

Cumulative pets served

**4.94 / 5**

40 product, 6,000+ reviews

An average market rating of 4.6-4.8,  
with our products ranked in the top 98%.

**NPS 76.3%**

Industry Avg: ~30%  
Premium Brands: ~40-50%  
Eastseabrother: 76.3%

More than 2x the industry average.  
NPS on par with Starbucks and Netflix.



Exceptional palatability without additives—driving organic growth with zero marketing.



Online: a pet-food brand that gamifies the experience and drives sustainable consumer behavior and measurable results.



Offline: a brand that built its own festival and sparked a new local industry under its name.

# Recognized for National Excellence

“Prime Minister’s Award”



“Top 0.1% Company.  
Top-10 Strong SME  
among 9,000+ companies”



“Export Award  
with Samyang Corp.”



# Proven Global Traction

Results from First Overseas Expansion in 2024

## “All sold out, 5-Deal Export Streak”

**1.54x Higher Domestic Customer Spend**



**36,000 Event Visitors**  
(10% Purchase Rate)

**Sold Out by Morning on Day 2**



**Day 2 Sold Out: \$11,000 Sales, but \$24,000 Demand**

**Best booth Top-4**



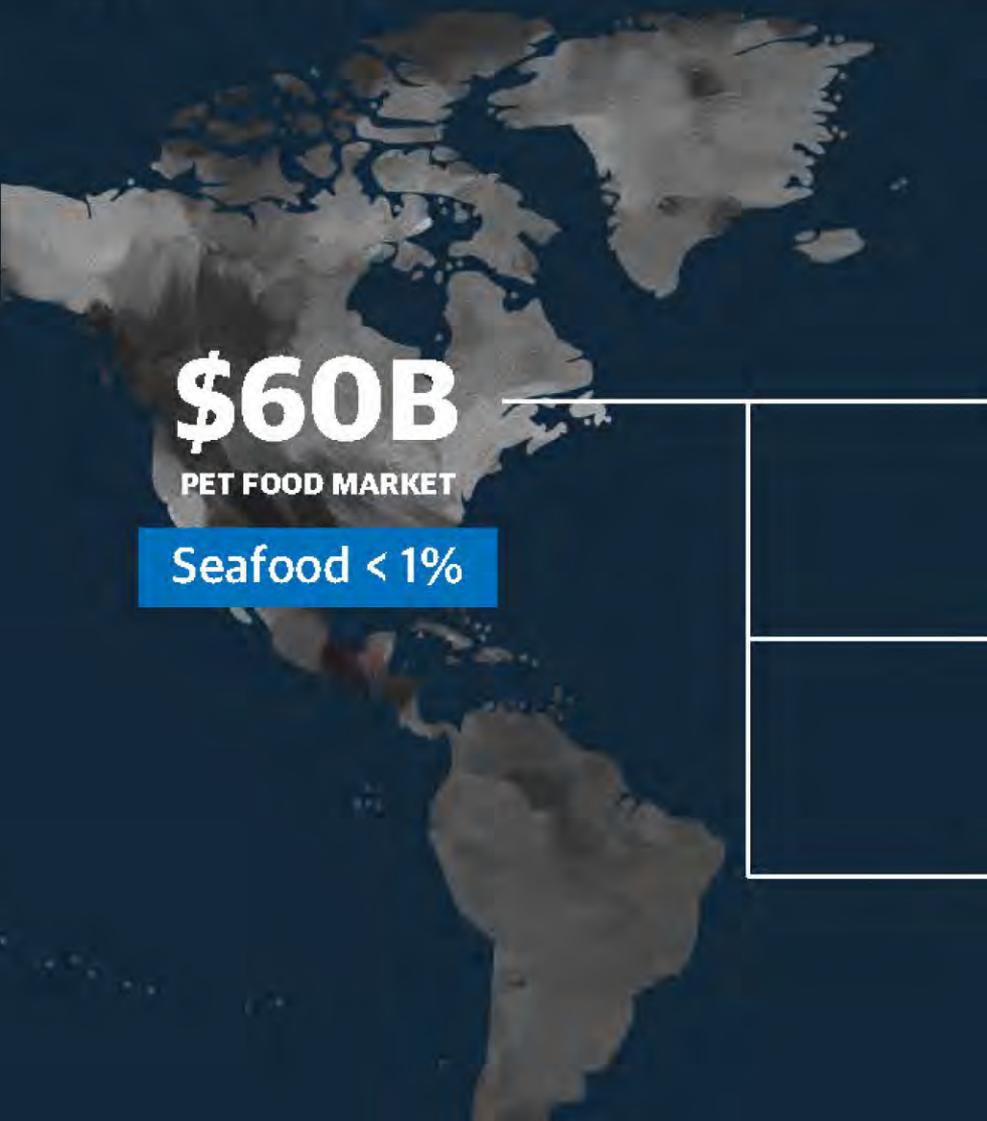
**The Only Award-Winning Booth Among Global Exhibitors**

**Repeat Purchases, Bulk Buying in Korea**



**Repeat Buyers from Singapore, Stocking Up in Korea**

# Three clear signals we can win in the U.S.



**\$60B**

PET FOOD MARKET

Seafood < 1%

## # Market Potential

A massive \$60B pet food market — still growing, but Seafood options are less than 1% → wide open category gap.

### Signal 1: B2B Expert Validation

1st place at Plug and Play Shark Tank

Credibility

### Signal 2: B2B Market Validation

Exclusive EarthWise Pet display launch

Market Proof

### Signal 3: B2C Market Validation

#1 in sales and customer votes at Maum Market

# ① June — Plug and Play Shark Tank Winner

Korea Local Brand Potential Proven



※ Panel of judges  
Unicorn Growth Capital, Mangusta Capital, OpenAI, Gold House Ventures, Plug and Play Tech Center

	Total	Best Product	Best Business Model	Best Market Potential	Best Pitch
<b>Startups</b>					
Fadagora	73	18	17	21	17
ProHealthcare	72	18	17	17	20
Bigsheet	53	13	12	14	14
Live-Lively	58	12	12	13	21
SOX Inc	58	15	14	15	14
CRT Lab	41	8	8	13	12
Reversemountain	58	14	15	15	14
Newtook (SARL)	69	16	16	16	21
<b>Eastseabrother</b>	<b>74</b>	<b>21</b>	<b>16</b>	<b>21</b>	<b>16</b>
Alyce Health	74	18	18	18	20
Ground One	73	17	17	19	20
CodSpace	52	12	12	15	13
Datagit	56	13	15	17	11
Grassmed	70	16	16	19	19

Hosted by Plug and Play, with top Silicon Valley investors — among 14 Korean AI/tech startups, **Eastseabrother won 1st overall, taking Best Product and Best Market Potential.**

# ② July — EarthWise Pet Launch

## U.S. Fish Market — Exclusive Eastseabrother Display



**EARTHWISE Pet**  
NUTRITION CENTER & WELLNESS SPA



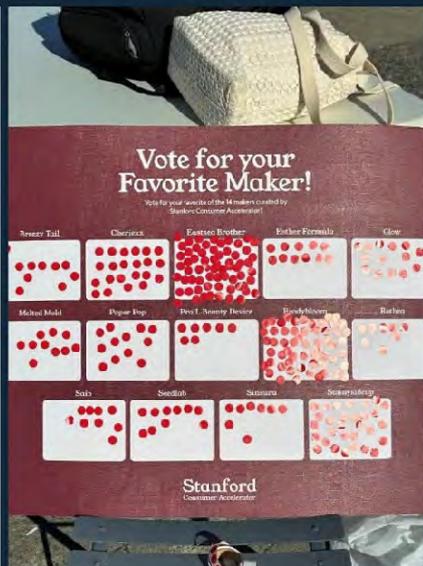
동해바다 생선으로 만든 '동해형씨' 펫푸드...  
미국서 화려한 데뷔



In a U.S. market where 80% of pet sales happen offline — **making in-store entry extremely difficult** — we secured **exclusive displays in 3 EarthWise Pet stores** (out of 200), along with **12 media features worldwide**.

# ③September — Stanford Consumer AC

## Proven B2C Traction at Maum Market in San Francisco



MAUM is a fast-growing U.S. platform — a modern form of farmers market — supporting Asian creators and brands, powered by the rise of Asian retail and a nationwide touring model.



At Stanford's Maum Market (Ferry Building), we won 1st place across 14 K-beauty brands and U.S. small businesses — securing free participation in MAUM's nationwide tour, including New York.



Sustainable. Premium. Unforgettable

“We’re **Ready to Make Waves** in the U.S.”

Good News



We're already Paddling

An inspiring and unique story  
of a rural pet food brand  
that has set its sights on the world.

**Check it out now!**

# EASTSEA BROTHER

SOUTH KOREA

Scan the QR code  
to view the video



“대한민국, 동해형씨”