

# Share Innovation



**KhaiEL Introduction**

**KhaiEL**  
Share Innovation

# Share Innovation



- Share Innovation
- KhaiEL Philosophy
- History
- Business model
- Business area
- KhaiEL Partners

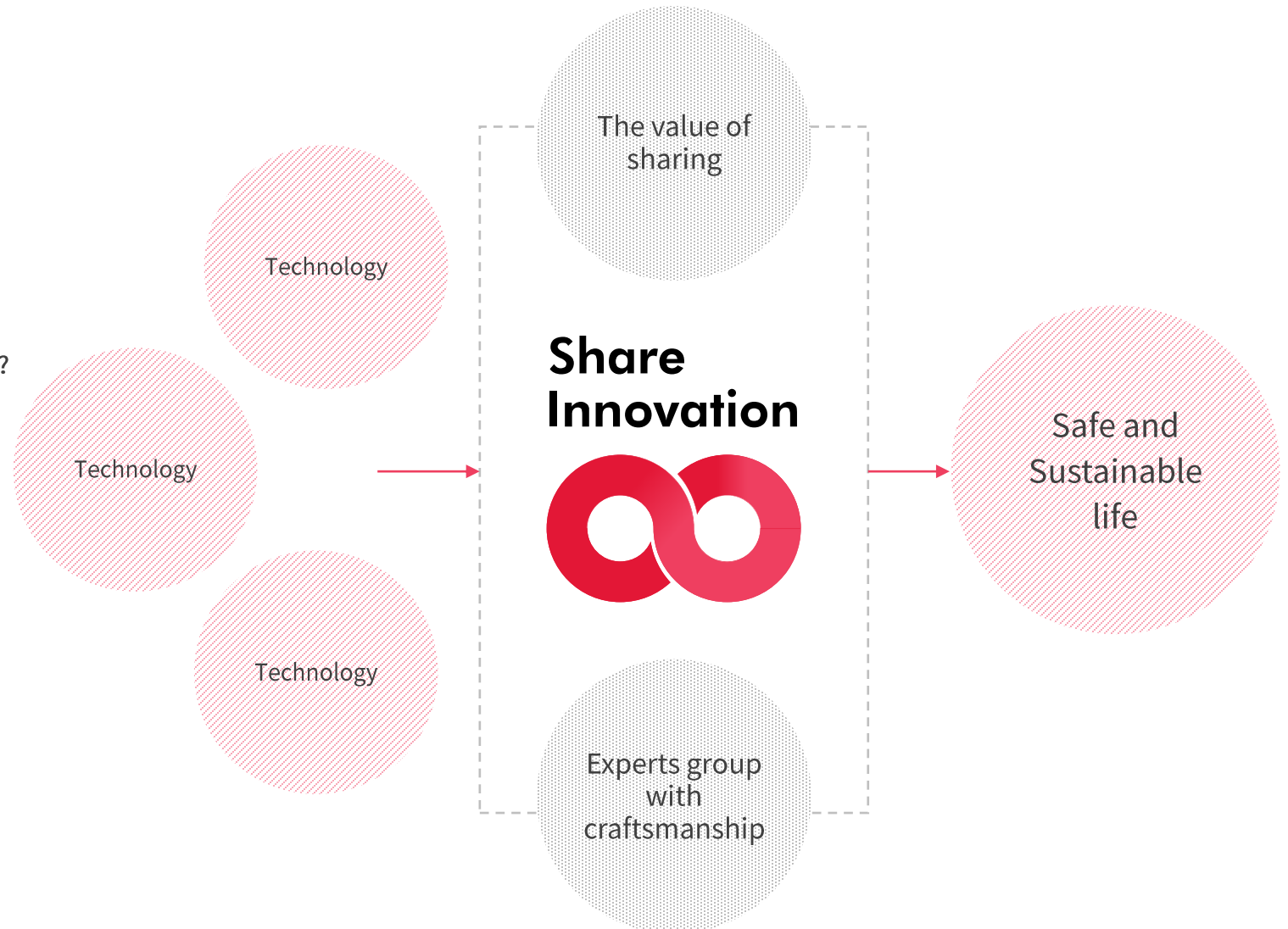
# People who add value to technology to make our life better

Can we make our lives safer and sustainable  
by adding value to technologies scattered around the world?

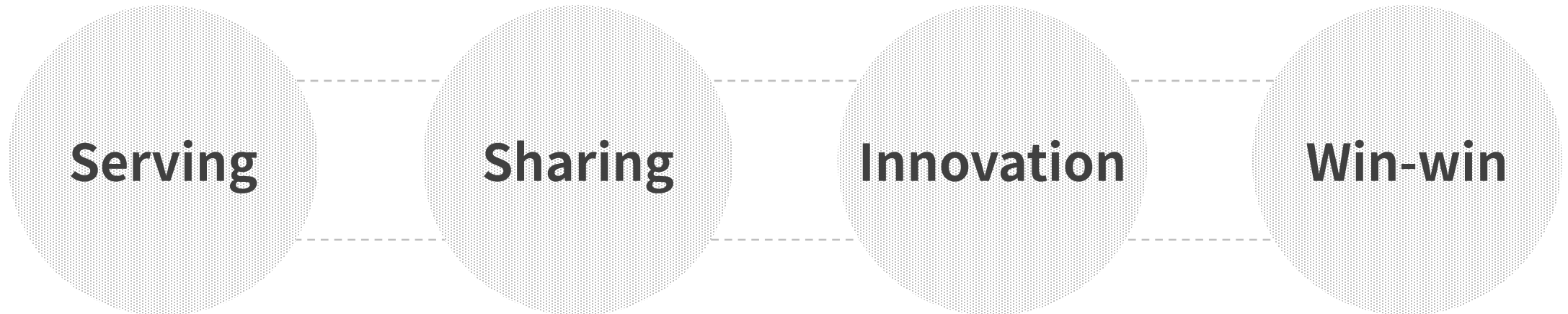
KhaiEL's entrepreneurial spirit begins with the conviction that  
we can achieve innovation through the spirit of sharing and  
German craftsmanship.

Creating new value required the foundation for accurate  
technical analysis, so experts with a total of over 20 years of  
experience were needed in the chemical field.

“KhaiEL” began as a collective intelligence to benefit the world  
by gathering experts in various chemistry fields such as fine  
chemistry experts, leather treatment experts, and paint  
additive experts.



**Win-win can be achieved when serving each other, sharing technology, and acting innovatively.**



Serving, sharing, and innovation are essential philosophies for KhaiEL to achieve our goals.

All members of KhaiEL apply and practice the KhaiEL Philosophy in all business processes in order to realize "Share Innovation".

# “SERVING” our essential identity

We fully understand that our business goals can only be achieved through collaboration, so we define "respecting and serving our colleagues" as our unique identity.

We respect and serve each other because all of our solutions can create new value when the abilities of each member are brought together.

Every member of KhaiEL is the most important asset of KhaiEL, and we believe that the contribution of each member's life and society begins with "serving each other".



**Serving**

# 'SHARING' the beginning of business

KhaiEL is a technology-based company.

The beginning of every business process must be based on the philosophy of sharing.

KhaiEL's business starts with the needs of customers and society. The philosophy of sharing is a prerequisite in the process of determining concerns, defining problems, and sharing technologies to find solutions.



**Sharing**

# 'INNOVATION' the process of business

Every process for developing a new solution requires innovative thinking that sees from a different perspective and predicts the optimal outcome.

We develop new solutions for present problems.

'KhaiEL Solution' can be achieved only when the value of innovation based on professionalism is added to all of the processes for realizing business.



**Innovation**

# 'WIN-WIN' the goal of business

KhaiEL solutions should benefit our members, partners, and society. Our growth must lead to the growth of our partners..

From the beginning of our business, there have been many partners who work together in the spirit of sharing. With the help of our partners, we can grow, and only when we are the foundation of their growth and success can our goal of Share Innovation be achieved.



**Win-Win**



# Preparing for a new leap forward based on our growth experience.

Success in Korea as a chemical solution provider



# Preparing for a new leap forward based on our growth experience.

A new start as a global chemical and bio solution provider

The era of leaping forward

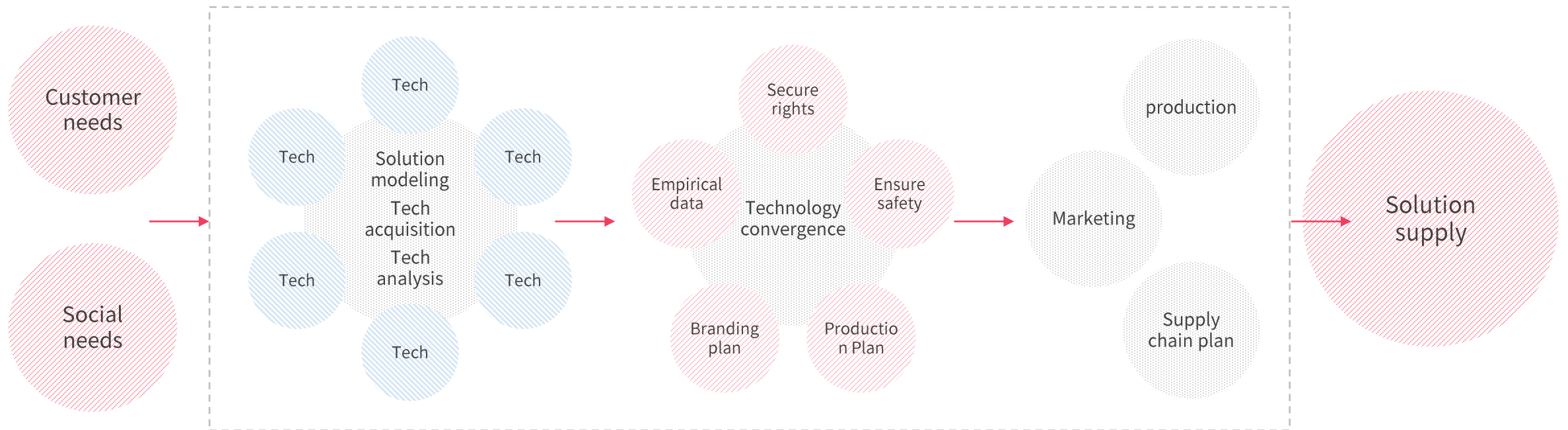
**KhaiEL**  
Share Innovation

2015	2016	2017	2018	2019	2020	2021	2024
<ul style="list-style-type: none"> <li>Changed company name to KhaiEL</li> <li>Established KhaiEL GmbH</li> <li>Established KhaiEL Korea</li> </ul>	<ul style="list-style-type: none"> <li>Joint venture with ENA, USA</li> <li>Established KhaiEL Malaysia</li> </ul>	<ul style="list-style-type: none"> <li>Strategic partnership with i-Tech, Sweden</li> </ul>	<ul style="list-style-type: none"> <li>Acquisition of PUD technology from SM</li> <li>Strategic technology cooperation with Sinochem, China</li> <li>Joint Venture with Z&amp;S Group, Germany</li> </ul>	<ul style="list-style-type: none"> <li>Joint Venture with Silververtex, Germany</li> <li>Established KhaiEL Hongkong</li> <li>Established KhaiEL AGRO HUB, Malaysia</li> </ul>	<ul style="list-style-type: none"> <li>Acquisition of Nano Technology</li> <li>Acquisition of Animal Health solution</li> <li>New Vision setup for Global market</li> </ul>	<ul style="list-style-type: none"> <li>Global expansion of environmental technology solutions.</li> <li>Completed the construction of a solution platform in the bio and chemical field.</li> <li>Joint Venture with Sinochem, China</li> </ul>	

# Create a solution that solves the problem.

It is our job to find solutions that can address the needs of our customers and society.

Customer needs and technology analysis, solution modeling, technology optimizing for application, and various ancillary tasks. Developing realistic solutions by gathering experts with experience in numerous fields is what we do.



# Preparing for the future with fine chemistry and bio-technology

Our main business areas are the primary industry and life chemical industry that are directly connected to our lives.

Based on our knowledge in the fine chemistry and bio fields that we know best, we are developing new solutions to respond to environmental changes that have already begun.



**Primary  
Industry**

Agriculture  
Livestock industry

**Life chemical  
Industry**



## Strive for safe and sustainable food **Eco agriculture and products**



We have developed a new paradigm fertilizer solution for eco-friendly agriculture.

What if we could make the soil fertile by minimizing the disadvantages of conventional fertilizers, while also making crops resistant to disease and rich in nutrients?

We have already developed a new fertilizer solution that contains chemical fertilizers, compost, trace elements, and microorganisms in one product. This fertilizer can contribute significantly to human food welfare by dramatically increasing nutrients in agricultural crops as well as eco-friendly agriculture.





## Strive for safe and sustainable food **Livestock diseases prevention**



**Environmental improvement solutions to prevent deadly livestock diseases such as African swine fever, foot and mouth disease, and bird flu.**

Our efforts to combat livestock disease begin first with pig farms. We are developing solutions for all areas of pig farming, from the development of various products that can create a cleaner breeding environment that is safer from diseases to disease prevention policy solutions.

Furthermore, we are developing plant solutions for coexistence between livestock and local society, such as manure resource recycling and resource circulation models.





Strive for a clean environment

## Water improvement and purification



Clean water is essential for all living things.

We are developing various water quality improvement solutions such as microbial technology to remove bad odors and algae from lakes and rivers, physical purification filters for drinking water for humans and livestock, purification technology for urban sewage and industrial wastewater, and lime removals for pipeline maintenance.

Also, we have the plan to actively participating in water quality improvement projects in underdeveloped countries.



## Strive for a clean environment **Antimicrobial solution**



Antibacterial has become the new normal of our time.

With the COVID-19 pandemic, people's interest in microbial control has increased more than ever.

We have been supplying antimicrobial additives for plastics with excellent performance since the 2010s. In 2019, we succeeded in developing long-lasting antimicrobial coatings, and supply them to various industries such as medical equipment, facility management, and automobile.

We are making everyone's lives safer by providing comprehensive antimicrobial solutions based on abundant experience in this field.





Strive for a convenient life

## Various functional additives



Adding enhanced performance to a variety of materials.

Biodegradable plastics that can be decomposed in nature, functional paints that block heat, eco-friendly flame retardants that do not contain harmful substances, nanocoating with water-repellent and antifouling abilities, fiber additives that enhance the durability and stability of synthetic fibers, the list goes on.

Many of the additives we supply impart special functions to existing materials.

We are supplying the best additive solutions with a full understanding of customers' manufacturing processes and requirements.



# Global KhaiEL Partners who growing together under the same goal



**KhaiEL is growing together with our partners based on mutual trust.**

At the frontline of each market, the partners who supplying KhaiEL solutions are not only sales partners but also technical collaborators.

- Germany
- South Korea
- Malaysia
- Spain
- Thailand
- Singapore
- Hongkong
- Taiwan
- UAE
- Indonesia
- Italy
- Japan
- China
- Hungary
- Nepal
- Ecuador
- Brazil
- Saudi Arabia
- Ghana
- Philippines

