

BUSINESS PLAN 2026.

Maru Animal Hospital Business Plan

01 Who We Are

WHO WE ARE

The International Veterinary Gold Thread & Telomere Research

Institute, affiliated with Maru Animal Hospital, has applied Life energy wave technology directly in veterinary clinical practice for over 20 years. Because care and research have been conducted in the same place, we hold field records—not only literature—of how the technology acts on actual animal patients.

Category	Details
Institution name	International Veterinary Gold Thread & Telomere Research Institute, affiliated with Maru Animal Hospital
Representative	Director Son Hwa-seop, DVM (Chief Director)
Address	101 Utopark Building, 13 Yangsan-ro 4-gil, Songpa-gu, Seoul, Republic of Korea
Business registration number	142-17-00919
Status	Formally registered veterinary medical institution in the Republic of Korea · Professional scientific and technical services
Clinical fields	Nerve rupture and transection repair / viral diseases / various cancers / chronic kidney disease / myocardial infarction / autoimmune diseases / telomere lengthening

Director Son Hwa-seop, DVM

A specialist veterinarian (DVM) who has directed veterinary clinical practice and the treatment of intractable diseases for several decades

Independent research and development for over 20 years of Life energy treatment devices ('Information Energy' · 'Life Energy')

Inventor and patent holder of 3 foundational patents

Records of cases directed in person, including gait recovery on day 11 in an animal patient with lumbar nerve injury, and recovery of an animal patient with hemolytic anemia for which euthanasia had been recommended

Current initiatives

The technology is already secured, and at the point when the diagnostic kits are launched as finished products, we intend to pursue overseas sales.

The domestic companion animal market is currently KRW 1.2488 trillion, and the global companion animal market is approximately KRW 15 trillion.

02 Executive Summary

EXECUTIVE SUMMARY

THE ASK — We seek to establish in overseas companion animal markets the quantum treatment system and telomere lengthening therapy, bringing technology already applied in clinical practice in Korea as it is. This is not technology yet to be developed, but technology already operated by Maru Animal Hospital, supported by 3 foundational patents and clinical records. Training and test analysis are also conducted in Korea.

2.1 Proposal Overview

Category	Proposal details
Core technology	Telomere lengthening — Life energy wave technology that reverses cellular aging markers
Three indication axes	① Telomere lengthening ② Intractable and incurable diseases ③ Nerve injury · transection repair and paralysis treatment
Target	Companion animals (dogs · cats, etc.). Separated into 2 stages
Priority markets	Japan · Saudi Arabia · Vietnam, etc.
Products for sale	① Quantum treatment system (chamber) ② Animal telomere diagnostic system
Market-entry structure	Joint venture with K-Link Co., Ltd. + overseas local branch network

2.2 Core Logic

Animals first. Compared with human medicine, veterinary medical devices have shorter approval timelines, lower costs, and shorter clinical observation cycles. This is the structure that can generate revenue fastest with the same technology.

And because branches in Japan · Saudi Arabia · the United States · China · India · Southeast Asia, etc. can be expanded readily through branch recruitment, this is a structure in which effects arise in practice.

Telomere lengthening technology is also central. If multiple technologies are put forward at once, all of them become unstable under due diligence. We put telomere lengthening technology with a single measurable marker (T/S ratio) at the forefront, and position intractable/incurable disease care and nerve therapy as extensions of it.

And treatment is reached through Life energy waves of quantum mechanics. Living organisms do not move by chemical reactions alone. The potential difference created by sodium · potassium (Na⁺/K⁺) ion channels in the cell membrane is a bioelectrical signal, and what is read as electroencephalography (EEG) · electrocardiography (ECG) · electromyography (EMG) is precisely that signal. This technology intervenes at that point. A Life energy generation device delivers physical wave energy to the living body and activates the repair and regeneration processes that cells perform on their own. It is not a technology that injects drugs to provoke a reaction, but one that awakens functions that have already gone dormant (junk gene / JUNK Gene).

Second: the core is a Solution that restores the glomus [Glomus] lost at the ends of capillaries due to thrombosis.

03 Business Background

BACKGROUND

3.1 Why Animals First?

Comparison item	Human medicine	Veterinary (companion animals)
Licensing authority	MFDS · advanced regenerative medicine review	Animal and Plant Quarantine Agency (overseas: MAFF, etc.)
Clinical entry	IRB approval · controlled clinical trials required	The pathway for veterinary clinical application is relatively simple
Observation cycle	Multi-year follow-up required	[Dogs · cats], etc. have short observation cycles relative to lifespan Can start small around hub branches · diagnostic kits Over 20 years of veterinary clinical field records

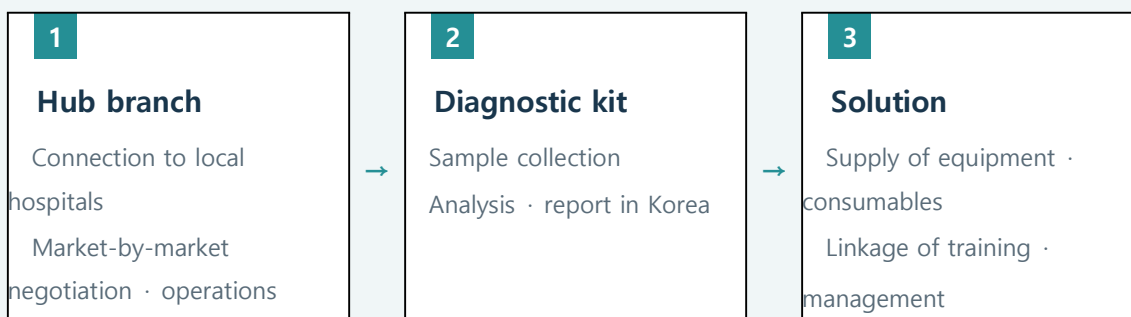
3.2 Timing of the Business at This Point

Structure — Hub-branch diagnostic kits · solution treatment are areas that can be executed immediately.

First-mover effect — With this therapy that combines technology and realization, the earlier the entry, the better the counterparts that can be chosen.

■ Three axes that constitute the overseas business

These connect the hub branch · diagnostic kit · solution configuration in the main text.



Visual summary of the main text

04 Core Technology: Telomere Lengthening

CORE TECHNOLOGY

Telomeres at the ends of chromosomes shorten with every cell division, and when they fall below a certain length, cells can no longer divide and undergo aging · death. This technology aims to stimulate non-expressed gene regions of the cell with Life energy waves, delay telomere shortening, and maintain · lengthen telomere length.

4.1 Mechanism of Action

Phase	Details
1. Energy application	Special waves are delivered to the living body with 'Information Energy' · 'Life Energy' equipment (chamber)
2. Gene-region stimulation	Stimulates non-expressed gene (Junk / Sleeper Gene) regions that account for 92%~97% of total DNA
3. Telomere response	Induces delay of chromosome-end shortening during cell division and maintenance · lengthening of length
4. Outcome marker	Improvement in biological age markers measured by qPCR kb ratio

4.2 Measurement and Assessment

PetAge360 measurement has four steps. ① Noninvasive collection —

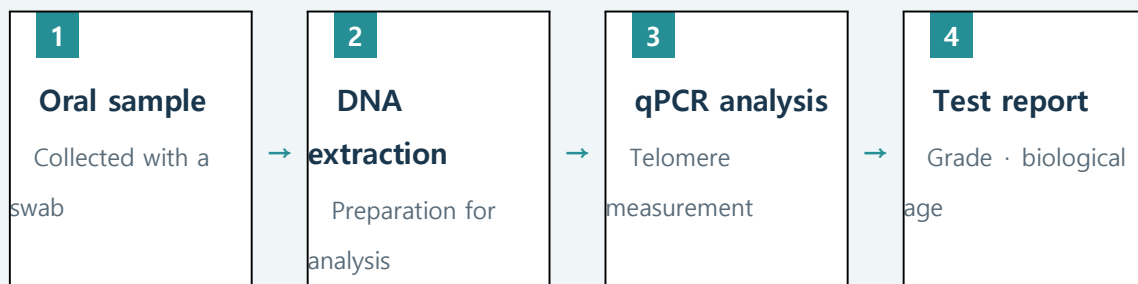
oral epithelial cells · saliva collected with a sterile swab → ② DNA purification — high-purity extraction (1 lab day) → ③ qPCR measurement — calculation of telomere kb ratio → ④ Grade assessment — 4-level · 6-level visualized report.

Because collection uses an oral swab without anesthesia o

r blood draw, animal patients experience no stress, and the same individual can be remeasured every 6 months so that lengthening effects can be tracked numerically. This repeat measurement is both revisit revenue and clinical data.

■ From testing to report

The diagnostic process in Section 4.2 of the main text is arranged in sequence.



Visual summary of the main text

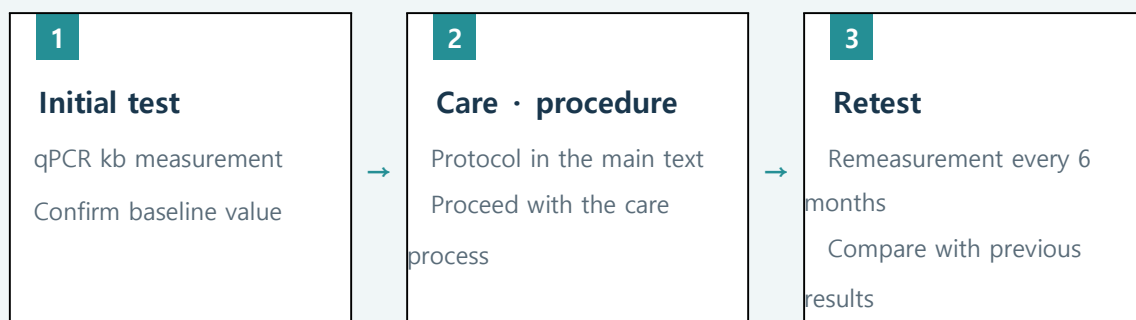
4.3 How This Differs from Existing Treatment — New

Category	Existing veterinary treatment	This technology
Approach	Respond with drugs · surgery after symptoms appear	Stimulate recovery functions at the cellular level
Invasiveness	Often involves general anesthesia · incision · metal fixation	Non-surgical · noninvasive procedure
Senior animal patients	Cases in which the procedure itself is difficult due to anesthesia risk	Applicable even to senior animals because anesthesia is not required
Confirmation of effect	Judged by whether symptoms improve	Confirmed numerically by qPCR kb ratio
Revisits	Return only when symptoms recur	Regular remeasurement every 6 months

The core of the difference is measurability. Most anti-aging · alternative therapies confirm effects only through the guardian's subjective sense. This technology differs in that it produces measurement numbers before and after the procedure by the same method. This is the strongest point both when explaining to guardians and when submitting materials to authorities.

■ The process in which measurement and care continue

This is the structure of testing and remeasurement every 6 months presented in the main text.



※ Link remeasurement results to the next stage of care

Visual summary of the main text

05 Three Major Indication Axes

THREE INDICATIONS

The three axes branch from a single technology. ① is the basic protocol, and ② and ③ are variants that differ in site · dose · concomitant agents.

Axis	Indication	Intake criteria	Mode of application
① Telomeres	Aging · healthspan management	Assessment by qPCR kb ratio	Special energy wave care + remeasurement every 6 months
② Intractable · incurable	Various cancers (tumors)	Upon confirmed tumor diagnosis	Non-surgical photo-fusion therapy (anceltazin + 662 nm laser)
	Chronic kidney disease	Creatinine 2.0 or higher / BUN 60 or higher	Microcirculation recovery care
	Myocardial infarction	Pro BNP 1,500 or higher	Reactivation of glomus · AVA
	Autoimmune diseases (about 30 types)	Upon clinical confirmation	Immune chamber care + energy waves
	Viral diseases	Upon confirmed infection	Antiviral care based on patented compositions
③ Nerves	Nerve rupture · transection, paraplegia	Upon confirmed trauma · paralysis	Energy waves + bypass repair via glomus
	Disc-related nerve palsy · stenosis	Upon confirmed imaging diagnosis	Same protocol, with irradiation designed by site

Why we sell the three axes this way

① is the product that opens the door. Even companion animals that are not ill are eligible. It begins with one diagnosis and brings them back every 6 months. For local hospitals, it is the easiest way to receive new patients.

②③ have high unit prices. This is the area where anima

I patients who have reached the limits of existing treatment come, so guardians' willingness to pay differs. However, because prognosis varies by individual, protocols and intake criteria must be aligned first when transferring know-how to a branch.

Intake criteria are disclosed as numbers. Creatinine 2.0, BUN 60, Pro BNP 1,500 — when written this way, local veterinarians can judge for themselves when to refer. Explanation time is reduced, and referrals become accurate.

06 Assets Held and Clinical Evidence

ASSETS & EVIDENCE

6.1 Foundational Intellectual Property

Patents are currently held only as domestic registrations. Filings in countries of entry are matters to proceed together with branch contracts.

Patent number	Title	Filing / registration	Meaning for market entry
No . 10-2350118	Method for aging meat using an energy generation device	Filed 2021.05.03 / Registered 2022.01.06	Rights basis for the energy application method
No . 10-1600983	Preventive and therapeutic agent for sacbrood disease in honeybees	Filed 2014.10.15 / Registered 2016.03.02	Biological antiviral composition. Supporting material for veterinary drug approval
No . 10-1656791	Feed additive composition with antiviral activity	Registered	Feed additive · quasi -drug pathway. Entry item with the lowest customs barrier

6.2 Clinical Observation Records

The following are cases held by Maru Animal Hospital as clinical records and video. They are observation records remaining from the course of care, not controlled clinical trials. In branch consultations, original charts and video are presented together.

Category	Period	Recorded content
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Category	Period	Recorded content
Gait recovery after traffic accident	2012.05.24 ~ 08.04	Cat. X-rays immediately after the accident and after recovery are held
Nerve injury recovery	2015.09.03 ~ 09.14	Animal patient with lumbar nerve injury; gait recovery on day 11
CKD recovery	2023.08.03 ~ 12.16	Improvement in the animal patient's BUN · Creatinine. U.S. New York ANTECH lab reports are held

6.3 Case Details

The next three cases retain both before-and-after values and imaging, so they can be used immediately as materials for explaining to branches.

A. Traffic-accident cat — 2012.05.24 → 08.04

A cat that presented after a traffic accident. Because X-rays immediately after the accident and about 10 weeks later are both held, this is the clearest material staff can show in a consultation without verbal explanation. Clinical markers are quoted as they remain in the medical record.

B. Nerve-injury animal patient — 2015.09.03 → 09.14

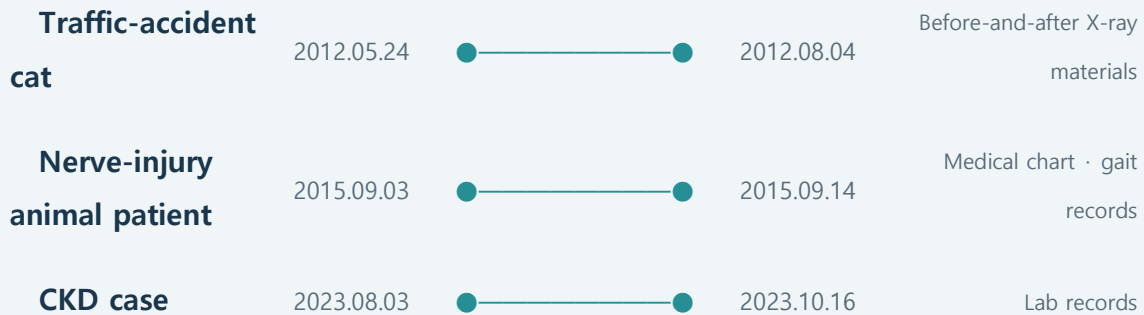
A record beginning from a state of difficult gait due to lumbar nerve injury and recovering gait on day 11. Because the period is short, questions from guardians and local veterinarians concentrate on this case, so a copy of the medical chart is presented together as an appendix.

C. CKD improvement — 2023.08.03 → 10.16

A record of improvement in an animal patient with poor kidney markers, and the only one of the three cases that remains as lab reports from two domestic university veterinary hospitals (Konkuk University, Seoul National University) and an overseas institution (U.S. ANTECH). It is the material hardest to rebut when presented to local veterinarians.

■ Observation schedule of the three cases recorded in the document

A diagram organizing dates and record types; it is not a numerical graph of treatment effects.



Visual summary of the main text

07 Target Markets

TARGET MARKETS

7.1 Criteria for Looking at These Four Places

The criteria for choosing markets are three.

High spending on companion animals — It must be a market that spends money on preemptive diagnosis · health management more than on treatment. Telomere diagnostics is an item received even by animals that are not ill.

Clear procedures for veterinary equipment and diagnostics to enter — Procedures must be clear so they can be read in advance. Markets without procedures actually take longer.

No undue difficulty sending samples to Korea by air — Export/import of biological samples and delivery dates are the lifeblood of the diagnostics business.

■ Spending shares presented in the market review table

Because the denominators and items differ by market, this does not mean a direct comparison of market size.

Japan 44.7% Of the total pet-related market in 2024 Share of lifestyle · services Yano Research Institute	United States 25.9% Of total companion animal spending in 2025 Share of veterinary hospital care APPA	China 28.0% Of the 2024 urban dog · cat Consumption market: medical services China Pet Industry White Paper
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Source: Figures and source notations in the market-by-market review table in Section 7.2 of the main text

Visual summary of the main text

7.2 Market-by-Market Review Table

Market	Companion animal market basis	Diagnostics · equipment procedures	Why we look at it
Japan	FY2024 total pet-related market JPY 1.9108 trillion (+ 2.6% YoY). Of which “lifestyle · services” such as veterinary hospitals · grooming · insurance: JPY 854.2 billion (44.7%) · FY2025 outlook JPY 1.9257 trillion (Yano Research Institute)	Veterinary medical devices require an application for manufacturing and marketing approval to the National Veterinary Assay Laboratory of the Ministry of Agriculture, Forestry and Fisheries. Application windows and forms are publicly available	The market is large and the service share is nearly half. There is room to enter through diagnostics · health management

Market	Companion animal market basis	Diagnostics · equipment procedures	Why we look at it
Saudi Arabia	2025 companion animal market about USD 2.8 billion · companion animals owned about 2.4 million (※ survey institutions range from USD 2.2–3.5 billion; the midpoint is written here)	Veterinary products can be sold only after SFDA registration and review of safety · quality · efficacy	Public spending capacity is large
Southeast Asia (including China)	China urban dog · cat consumption market CNY 300.2 billion (2024, +7.5%), of which medical services 28.0% (China Pet Industry White Paper)	The following is anticipated. Feed additives · pharmaceuticals fall under “imported veterinary drugs,” requiring an Import Veterinary Drug Registration Certificate from the Ministry of Agriculture and Rural Affairs and a customs clearance form, and applications must go through a domestic Chinese agent. Equipment is not subject to veterinary drug registration, so it is expected to follow general import procedures for electrical · medical devices.	Large animal populations allow scale to be built by case volume

08 Market Entry Strategy

MARKET ENTRY

8.1 Two Products for Sale

What is configured first overseas is these two.

① Quantum treatment system (equipment) — A treatment device that performs telomere lengthening and intractable/incurable · nerve care with Life energy waves. It is the core sales item that enables procedures when placed in local veterinary hospitals.

② Animal pre-diagnostic service — Noninvasive oral-collection diagnostics based on PetAge360. It can be sold alone even before equipment introduction and serves as a window for selecting procedure candidates.

These two are a pair. Diagnostics finds the candidates, and equipment treats them. The important point is that the two can be sold separately. Because diagnostics can start first, entry is possible without waiting for equipment deployment.

Rank	Item	Role	Sales method
1	Quantum treatment system chamber (equipment)	Means of performing telomere lengthening · intractable · nerve care procedures	Placement in local hospitals — sale or lease + procedure royalty
2	Animal pre-diagnostics (PetAge360)	Biological age · risk assessment; selection of procedure candidates	Sample collection → analysis in Korea → report return (charged per case)
Ancillary	Photosensitizer (anceltazin)	Gold thread and agents for tumor care (treatment administration dose 0.8 mg/kg)	Supplied bundled with equipment chambers · procedures

※ Diagnostic kits have already been produced as finished products. Collection tubes, packaging, and instructions for use are all in place, so they can be supplied locally immediately, and among sales items they can demonstrate effects and generate revenue the fastest.

8.2 Structure in Which Local Parties Handle Licensing

Local licensing procedures go forward with a local MAH (marketing authorization holder) as the subject performing them directly. The main hospital is limited to providing supporting materials such as technical drawings, toxicity test data (LD-50 = 194 mg/kg), and clinical records.

Procedures differ by country. Japan requires an application for manufacturing and marketing approval, but locally purchased use is acceptable. The United States has no premarket approval procedure for veterinary medical devices, and Saudi Arabia goes through SFDA review.

8.3 Sample Circulation System

The diagnostic service runs in four steps.

Phase	Where the work is done
Step 1	Overseas local — Noninvasive collection with an oral swab at a local veterinary hospital
Step 2	Transport to Korea — International air shipment of samples → laboratory reception
Step 3	Analysis in Korea - qPCR measurement → Calculation of kb ratio
Step 4	Overseas local — Transmission of the test report — grade · biological age

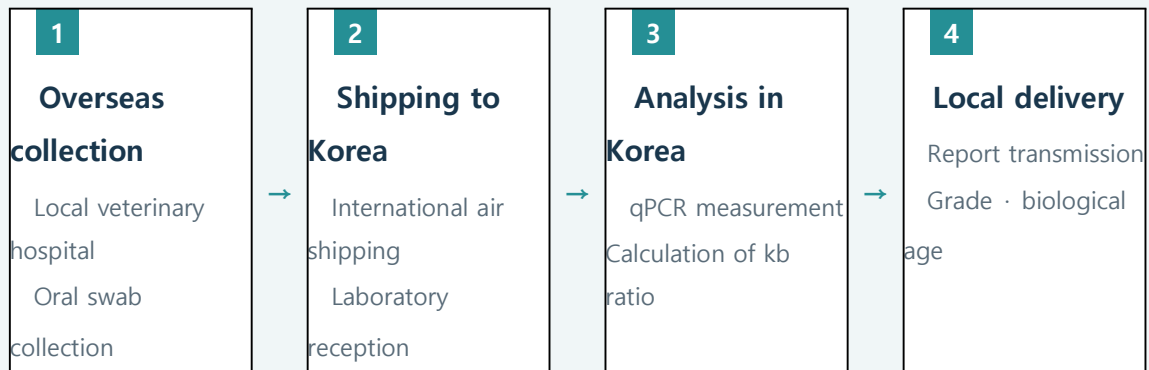
Diagnostic analysis is performed at the main hospital laboratory in Korea. Because analysis facilities are not established overseas, measurement quality is also controlled in one place. Locally, it is enough to provide collection kits and report interpretation.

This structure meshes with 8.2. Licensing and sales are handled by the branch, while the standards of assessment remain in Korea. Equipment goes abroad, but this system depends on Step 2. Conditions such as sample test results and round-trip turnaround time determine the speed of this business.

If sample volume is large, review of a local “testing branch” is considered.

■ Overseas collection · analysis in Korea · delivery of results locally

This is the sample circulation system connecting overseas hospitals and the Korean analysis laboratory.



Samples move to Korea, and test results return to the overseas locale.

Visual summary of the main text

09 Deal Structure

DEAL STRUCTURE

9.1 Role of K-Link Co., Ltd.

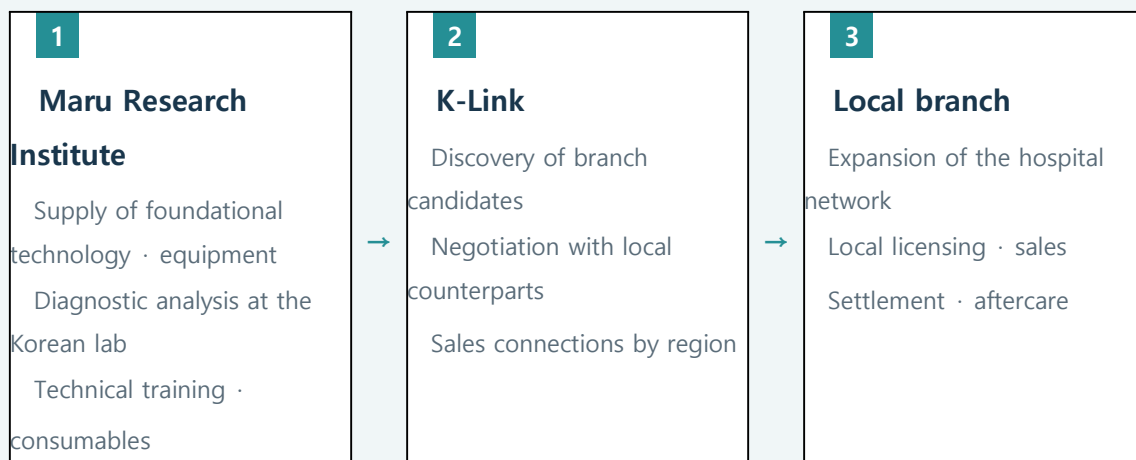
Category	Maru Telomere Research Institute	K-Link Co., Ltd.
Core role	Supply of foundational technology · equipment · gold thread · diagnostic analysis · training	Unified sales across all regions · negotiation and collaboration with local counterparts
Detailed work	· Supply of treatment systems (equipment) · PetAge360 diagnostic analysis (Korean lab) · Supply of solutions · Technical training at the main hospital in Korea	· Japan · Saudi Arabia · the United States · China · India · Southeast Asia, etc. · Discovery and negotiation of branch candidates by region · Connection of local parties

9.2 Branch Territory Rights

Item	Terms
Unit of rights	Territory-unit rights — one regional branch is formed. Here “region” may mean an entire country or a subdivision beneath it. Scope is set by negotiation per market
Role of the branch	Expansion of the hospital network within its region, obtaining local licensing (as MAH), sales and post-settlement management
Role of the main hospital	Supply of treatment systems, diagnostic analysis (Korean lab), supply of gold thread · consumables, technical training

■ Linking roles by institution with overseas operations

Roles in supply · analysis · training and in local sales · operations are separated.



The scope and terms of territory-unit rights are set by negotiation per market.

Visual summary of the main text

9.3 What the Branch Gains

What is gained	Details
Regional exclusivity	In that region there is only one place that handles this technology. A second branch is not placed in the same region. ✕ Authority to recruit sub-branches is granted ★ subject to negotiated conditions
Two streams of revenue	Once from equipment placement, and continuously from per-test diagnostic fees and repurchase of consumables — diagnostics returns every 6 months
Including animals that are not ill	Telomere diagnostics is not a test received only when disease is present. The entire existing hospital client base becomes eligible
Results that remain as numbers	kb values before and after the procedure remain. Guardians can be given explanations in numbers rather than subjective feel

Conversely, what the branch bears is local licensing and sales. As noted in 8.2, the marketing authorization holder is local. That burden is the trade for holding rights in that region.

9.4 Korea-Centered Training Method

Rather than main-hospital staff traveling abroad for local training, the model is that the branch and local veterinarians come to Korea, receive training at the main hospital, and return.

Hands-on practice is possible where the actual equipment and laboratory are located.

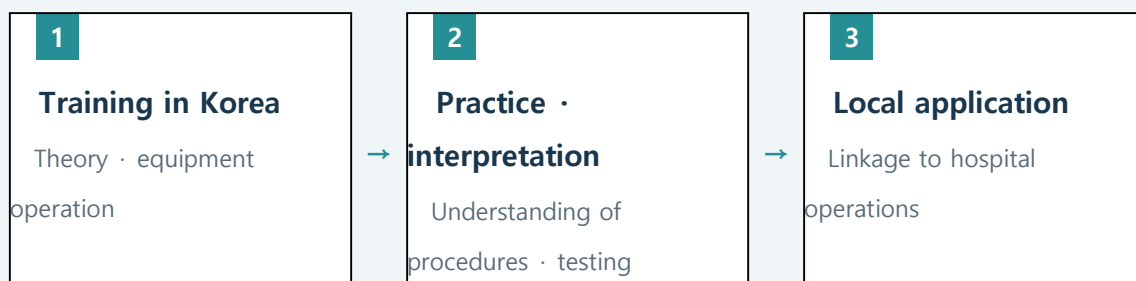
However, if a dedicated training space is established locally, veterinarians from multiple regions can receive training in that space.

The four major training curricula are ① telomere lengthening protocol ② microcirculation recovery technique ③ photo-fusion procedures and gold thread (gold filament) placement and operation ④ PetAge360 report interpretation.

Conducting training in Korea is both a device for aligning quality and a matter of sustaining the technology. It is the same principle as the sample circulation in 8.3 — equipment goes out, but the place of teaching and the place of assessment remain in Korea. Interpretation is based on accompanying local personnel.

■ From training to local operations

The linkage between Korea-centered training in Section 9.4 of the main text and local operations is summarized here.



Visual summary of the main text

10 Product · Service Lineup

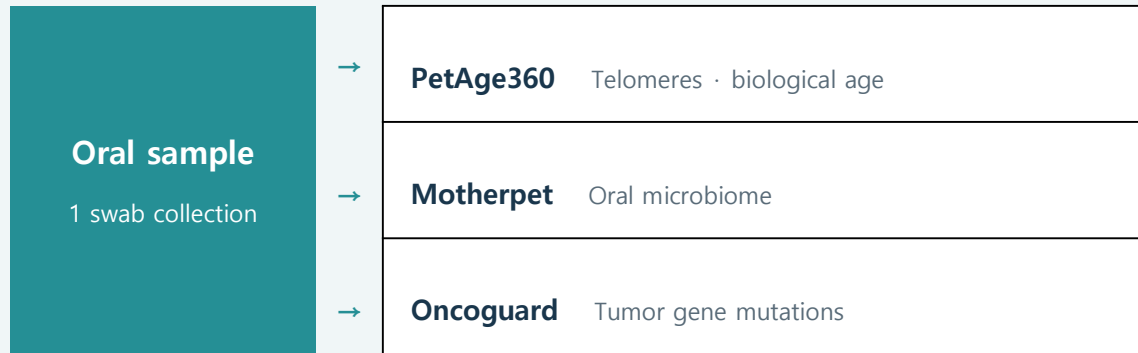
PRODUCT LINEUP

Category	Item	Details	Charging method
Diagnostics	PetAge360	qPCR telomere kb ratio · biological age report	Testing fee per case
Diagnostics	Motherpet	Oral microbiome analysis	Testing fee per case
Diagnostics	Oncoguard	30 tumor gene mutations · early risk prediction	Testing fee per case
Care	Telomere lengthening protocol	Life energy wave care + remeasurement every 6 months	Procedure fee per session
Care	Nerve recovery protocol	Energy waves + restoration of microcirculation	Procedure fee per session
Solution	Functional quantum information energy water	Based on Patent No. 10-1656791	Distribution of consumables

The three diagnostic tests use a multiplex process that can perform all three together with a single oral swab collection. One sample is collected, and three assessments are made.

■ Diagnosis from a single sample collection

The multiplex configuration of the three diagnostic tests described in the main text is summarized here.



Visual summary of the main text

Your pet's level of aging at a glance!

Personalized telomere testing

PetAge360®

Testing principle



Sample collection
from oral cells



High-purity
DNA purification



Telomere
length
measurement



Average telomere
length
Aging rate index
Telomere age



Results and
consultation

Why testing is needed

- Identify premature aging
→ Extend healthy lifespan
- Lifestyle changes are possible
→ Personalized care
- Predict the risk of cancer, cardiovascular disease,
and chronic disease

Who should be tested

- Middle-aged and senior pet dogs/cats
(recommended for ages 5 and older)
- Pets with a family history of disease
- Reduced vitality · weight changes
- Changes in skin and coat quality

PetAge360

Key benefits of testing

- Detection of premature aging
- Personalized health management
- Noninvasive, easy sample collection
- Long-term follow-up care

PetAge360

Lifestyle management guide

- Regular checkups, antioxidant nutrients
- Appropriate weight · exercise
- Minimize environmental toxins
- Manage stress through play and bonding

11 Revenue Model

REVENUE MODEL

11.1 3 Main Revenue Sources

Revenue source	How revenue is generated	Characteristics
①	Supply of treatment systems	Equipment [chambers] is leased. Expansion is proportional to the number of hospitals under the regional branch
②	Diagnostic testing fees	Charged per sample. Analysis is performed at the Korean laboratory, generating recurring revenue directly for the main hospital
③	Supply of pharmacopuncture gold thread and · consumables	Solutions · collection kits. Recurring revenue in proportion to the number of procedures and tests

① occurs whenever the number of hospitals increases, while ② and ③ occur continuously. Of the three, ② diagnostic testing fees are the most stable. Because analysis is performed in Korea, revenue goes directly to the main hospital without intermediaries, and retesting every 6 months generates recurring sales.

11.2 Unit Pricing Structure

No per-test or per-procedure unit prices have been finalized yet. Based on the criteria below, they will be finalized during negotiations to reflect local prices and regional branch conditions.

Item	Basis	Overseas application
Training · franchising	Domestic academy standards	Participation fees · certification fees [not finalized]
Equipment (chamber) procurement	Free-of-charge lease arrangement (Device custody receipt)	The same arrangement is subject to negotiation for units deployed overseas

■ Three revenue generation structures

The revenue generation mechanisms and recurrence described in the main text are shown instead of amounts and allocation ratios.

1 Treatment systems Equipment supply · leasing Linked to the number of hospitals under the regional branch	2 Diagnostic testing Fee per sample Retesting every 6 months	3 Supply of consumables Solutions, collection kits, etc. Linked to the number of procedures and tests
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Testing and procedure unit prices to be negotiated according to local prices and regional branch conditions

Visual summary of the main text

12 Execution Plan

EXECUTION PLAN

12.1 Phase Structure

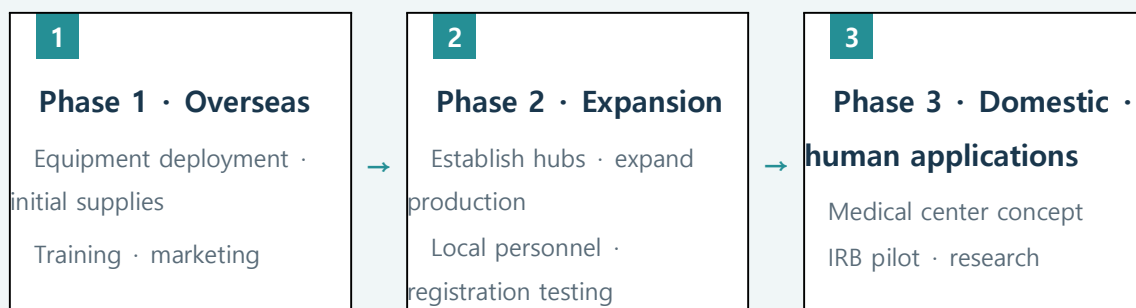
Phase	Main implementation activities
Phase 1 — Overseas foothold	Diagnostic laboratory, equipment deployment, initial supplies, training, marketing
Phase 2 — Expansion of the hub network	Support for establishing hubs, production scale-up, local personnel, registration testing
Phase 3 — Domestic · human applications	Establishment of an integrated animal medical center, human IRB pilot and research

12.2 Work Before a Counterparty Is Selected

Order	Activity	Outcome
1	Carry out one actual cycle of diagnostic sample collection, analysis in Korea, and return of the report	The turnaround time and points of strain become apparent
2	Prepare a pre- and post-procedure kb table for animal patients visiting Maru Animal Hospital	Telomere lengthening in animals can be presented numerically
3	Produce introductory materials and report templates in Japanese, Chinese, and English	An explanation can be provided immediately in any market

■ From an overseas foothold to the next phase

The three-phase implementation structure in the main text is linked in sequence.



Visual summary of the main text

12.3 Detailed Phase 1 Implementation

No.	Item	Details
1	Expansion of the Korean laboratory	Expansion of qPCR analysis capacity to process overseas samples; sample reception and storage systems
2	Marketing · sales to secure orders	Local sales in collaboration with K-Link Co., Ltd., expansion of the veterinarian network, exhibitions and academic conferences
3	Initial supplies · sample logistics	Initial inventory of collection kits and solutions, and an international shipping system
4	Online introductory materials · translation	Produce introduction pages, explanatory materials on products and diagnostics, and report templates in Japanese, Chinese, and English
5	Training space in Korea · transfer of technical know-how	Space for training visits to Korea · hands-on training equipment · teaching materials · interpretation

※ The amount required for each item and funding arrangements will be finalized during negotiations.

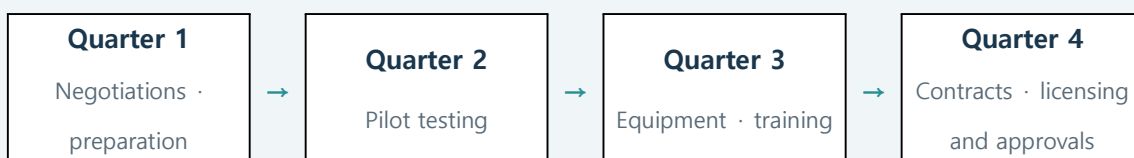
12.4 Year 1 Quarterly Structure

Quarter	Implementation items	Goal
Quarter 1	Deliver the business plan and online introductory materials locally, negotiate terms, and design the sample transport system	Agreement on cooperation terms
Quarter 2	Begin pilot operation of diagnostic services, supply collection kits, and conduct 1 training session on report interpretation	Launch pilot testing
Quarter 3	Deploy treatment systems locally, transfer procedure protocols, and begin accumulating clinical cases	Deploy equipment (chambers) · begin testing

Quarter	Implementation items	Goal
Quarter 4	Discuss hub expansion, transition to formal contracts, and initiate licensing and approvals under local leadership	Secure hubs

■ Year 1 quarterly implementation sequence

This planning diagram summarizes the schedule in Section 12.4 of the main text.



Visual summary of the main text

13 Risks and Responses

RISK MANAGEMENT

Category	Risk factor	Response measures
1. Delays in licensing and approvals	Registration of veterinary drugs and medical devices may take several years	Pursue diagnostic services that do not require approval and items requiring approval in parallel
2. Regulation of efficacy claims	Customs clearance and advertising sanctions when expressions such as "treatment" and "complete cure" are used	Apply the principle of wording centered on numerical data and records. Prior local legal review
3. Counterparty capabilities	Insufficient capabilities or withdrawal of the negotiating counterparty	Performance-linked structure. Make exclusive rights conditional on performance
4. Technology leakage	Replication of equipment and compositions, local copycats	Equipment leased free of charge (ownership retained); patent applications in countries of entry
5. Sample transport	The export and import of biological samples may be blocked or delayed by each country's quarantine regulations	Check export and import conditions before entering a market (item 1 in 12.2). In markets where transport is blocked, change the sequence to equipment instead of diagnostics

Conclusion

There are three points in summary.

The technology is already established. It has been applied in veterinary clinical practice for over 20 years and is supported by 3 foundational patents and clinical records. This is a matter of taking what is already in operation across borders, rather than developing something new.

Diagnostics is the entry point. The diagnostic kits are available as finished products and are the items with the least burdensome approval procedures. Operations can begin without waiting for equipment deployment, and repeat measurements recur every 6 months. Animals do not have to be ill to be eligible, so this is the easiest entry point for local hospitals to attract new clients.

Korea remains the base that safeguards the standards. Equipment goes abroad, but sample analysis and technical training remain in Korea. Licensing and sales are handled locally, while Maru Animal Hospital establishes and upholds the standards for assessment and treatment.

■ Five items to check in overseas operations

The risk factors in the main text are organized as operational checkpoints.

01 Delays in licensing and approvals	02 Efficacy wording	03 Counterparty capabilities	04 Technical support	05 Sample transport
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Visual summary of the main text