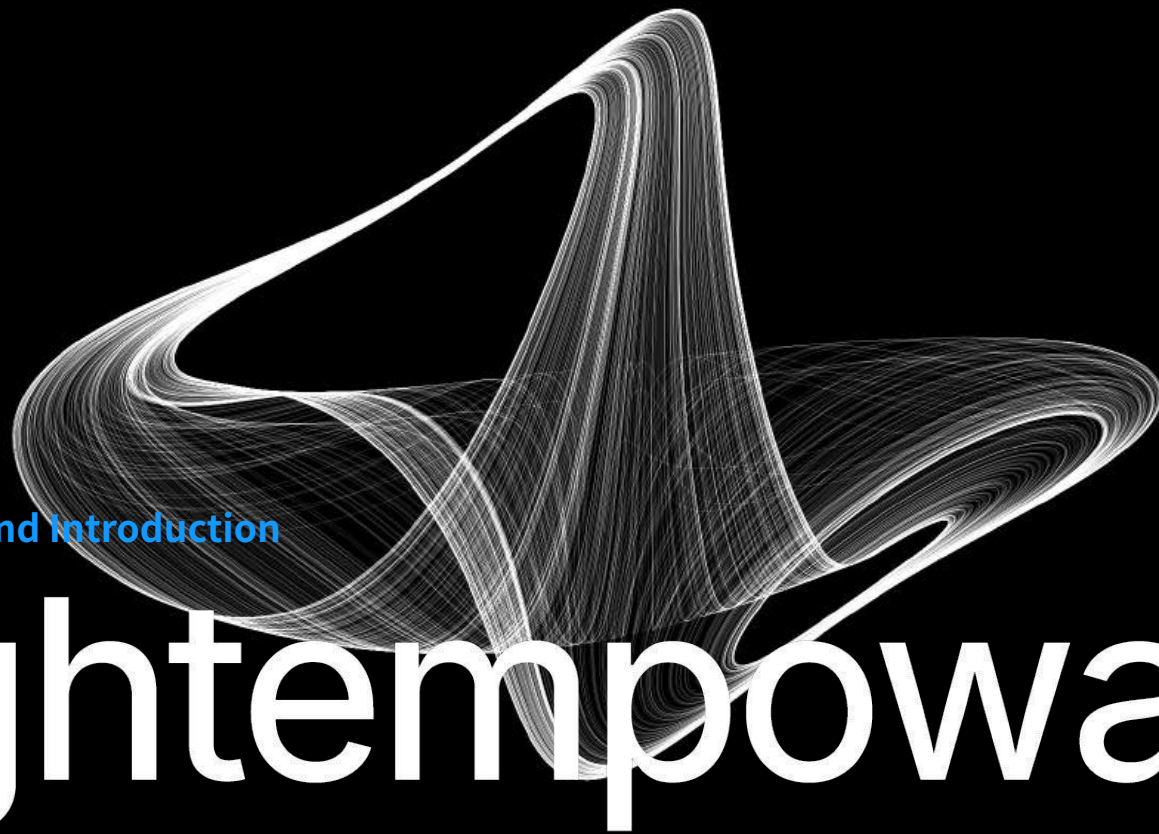




Company & Brand Introduction

hightempowaltz



Company : hightempowaltz
Brand : motomont
CEO, Inbum Hwang

2014

Founding member of wadiz which is Asia's leading crowdfunding platform.
Scaled it from Seed stage to Series D.

2018

As Chief Business Officer, sourced & launched thousands of consumer brands
in wadiz as a brand incubator in Korea.

2025

Launched own beauty brands "motomont". In Year one, generating sales revenue
about USD 700,000 with 1 SKU and Exporting 20 countries.

2026

We fully separated from Wadiz in April 2026 through a management buyout,
so I run the company independently.

Our team core strength is D2C Sales and Marketing at a fast pace.
We are closing and fundraising round backed by prominent Korea Investor companies.

Brand Brief Introduction

July 2026



mot o moment

Brand Introduction

Our Brand

Solving the subtle moments that matter. Moment Care Cosmetic Brand, motomont



Brand Slogan Comfort for the skin, a refresh for the moment

Brand Name 모토몬트 **motomont** (abbreviation of "mote of moment" — a tiny shard of a moment)

Hero Product milk-tea mist

Launched December 2024

Key Results

- ~KRW 1.7B in sales over 16 months since launch
- Exported to 12 countries in year one (China, US, Japan, France, etc.)
- Selected for 'The Next K-beauty in USA Big 5' by COSMAX (press release)
- #1 Mist on Hwahae Global, H1 2025 (Hwahae Awards)
- Multiple #1 real-time rankings on MUSINSA Beauty
- Early entry into **Olive Young**
- Early signing with SiliconTwo (Silicon2)
- 80,000 D2C site members in 12 months (full ramp-up from April 2025)

Our Brand

Brand Name & Slogan

mot o mo nt

Comfort for the skin,
a refresh for the moment

Brand Philosophy

Moment-to-
moment
problems

Solved in
unconventional
ways

Brand

MOMENT

With ingredients, textures, and
scents tailored to the moment —

CARE

Refreshing not just the skin, but
the mood —

COSMETICS

A cosmetics brand, motomont

Domestic | First-year proof of growth. Olive Young entry with a single hero product

NEXT BIG 5 K-Beauty IN USA

2026 CJ ONCUBATING

2026 CJ ONCUBATING 선정 브랜드

이웃사랑 이웃사랑 1.0	크레인 크레인 1.0	알리온 알리온 1.0	ONCUBATING ONCUBATING 1.0	악노비 악노비 1.0
세이브 세이브 1.0	솔라 솔라 1.0	부지르무지 부지르무지 1.0	모프랜드 (MOP LAND)	Y744 Y744 1.0
대명 대명 1.0	세이브2.0 세이브2.0 1.0	부지르 부지르 1.0	엔비오 엔비오 1.0	드라 드라 1.0
기르 기르 1.0	세이브3.0 세이브3.0 1.0	부지르 부지르 1.0	리필드 리필드 1.0	솔라티움 솔라티움 1.0
기르2.0 기르2.0 1.0	부지르2.0 부지르2.0 1.0	세이브4.0 세이브4.0 1.0	다미온2.0 다미온2.0 1.0	부지르3.0 부지르3.0 1.0

New Product Live

Best New Product 2025

Musinsa overall

A screenshot of a Korean e-commerce website. At the top, there are navigation tabs: '전체' (All), '군복합' (Military Complex), '스포츠웨어' (Sportswear), '수제' (Handmade), '고급' (High-end), '패션' (Fashion), '패션' (Fashion), '패션' (Fashion). Below the tabs, there are search filters: '전체' (All), '남자' (Men), '스포츠' (Sports), '패션' (Fashion), '패션' (Fashion), '패션' (Fashion), '패션' (Fashion). The main content area displays three product listings:

- 1** **장미향수** (Rose Perfume): 향긋미 디오르 에디션 향수 100ml, 33% 34,900원
- 2** **패션의** (Fashion): 패셔너블 워터프루프 모코트 재킷, 43,000원
- 3** **화식** (Wedding): 꽃-아이스 14-15cm, 179,000원

Performance - Sales (Overseas)

After 1 year of global B2B: 20+ countries / KRW 300M+ / 34K+ units sold. Expanding in China, North America, Europe



Europe | 5,000+ / started Oct 2025

- France, Finland, Sweden, Denmark, Italy, Germany, Poland, Ukraine and others
- Direct deals signed with 2 major EU buyers generating 50B KRW+ in revenue



USA | 8,000+ in Amazon US



China | 15,000+ / started March 2025

- Registration Confirmed for full distribution
- 5,000 units in production for top KOL/wanghong sales



Japan | 5,000+

- 50+ beauty salons in Japan stocking the brand
- 50+ offline locations onboarding (in design)
- Donki exclusive size in development



Thailand | 1,000+ Started Dec 2025

Online/offline rollout complete



Singapore | 500+ started Dec 2025

Live-stream sold out early, repeat orders

India + 5 Middle East countries / Starting 09-2026

- Local registration in progress

Indonesia + Cambodia + Australia + Vietnam

- Sales via SiliconTwo (Silicon2)

- Direct buyer development
- Specialist exporter partnership

- Direct buyer development + country/channel-specific specialist exporters + KOTRA tie-ups in 4 countries → contract signed with SiliconTwo
- Tapping diverse global routes; B2B managed without channel/country overlap to protect brand and pricing
- With new product launches, full-scale entry into international expos and high-impact offline marketing planned

Top global K-Beauty influencers featuring motomont



🎵 [james_s_welsh](#)



🎵 [a.closmain](#)



🎵 [glownastzy](#)



🎵 [hanabananakor](#)

Active country-by-country marketing partnerships with local buyers and vendors

Finland & Sweden K-Beauty stores



France direct sales
— 3 offline pharmacies/stores entered



Singapore live-stream sold out
in 1 minute



Estonia offline shop entry



Style Korean online entry



Olive Young magazine
exclusive feature



Verona beauty store



Bordeaux K-Beauty store / Milk-tea collab



dedicated KOL/wanghong
production in progress



ongoing online/offline
co-marketing



local ambassador program running



Performance — Overseas Marketing

Featured alongside top global brands — recognized as a brand to watch in 2026

[StyleKorean](#): Shake to awaken — two layers blending into a powerhouse glow K-Beauty



<

[StyleKorean](#)

“What does your skin drink?
Available on StyleKorean soon!”

Products Line-up

No 1. Afternoon Facial Mist (aka Milktea Mist)

'Milktea Mist' helps improve makeup longevity when used before and after makeup or Sunscreen.



Regulatory Approvals
: Completed in USA, Europe, UK, Thailand, Singapore, Vietnam, China, Japan, and India.

What Customers Say About Milktea Mist

"It's not just a setting spray; it's a nourishing mist that locks makeup perfectly in place. It tames base makeup that flakes or cracks due to dryness. Even when touch-ups start looking cakey, a quick spray of Milktea Mist completely fixes it!"

The Milktea Mist Moment

A 'makeup-boosting' cream mist that solves your touch-up worries when makeup begins to fade around 2 PM.

Product USP

- The golden 9:1 ratio of essence and cream. Delivers a perfect oil-moisture balance before makeup.
- Powered by **Cacao Extract** and a **patented 6-herb complex** (Blue Complex) to lock in deep hydration.
- Proven to block up to 80% of fine dust adhesion on the skin.

Product Information

- Category: Skincare > Mist > Cream Mist
- Volume: 100ml, 20ml / Custom Silicone Keyring sold separately
- Key Ingredients: Cacao Extract, Blue Complex, Niacinamide, Adenosine, etc.
- Clinical Trials: Makeup Longevity, Moisture Retention & Hydration under AC/Heating, Low-Irritation (Non-Irritating), Fine Dust Adhesion Blocker, etc.

NO2. Before Makeup Caffeine Serum (Launched 1st June) *Brand new

BEFORE MAKEUP CAFFEINE SERUM

Key Ingredients | Caffeine (de-puffing), Xylitol (cooling),
FilmFixer (makeup adhesion)

The universal afternoon makeup-touchup struggle

First, Quick fix with a cream mist



Milk-tea Mist

Spray on the go to extend makeup
wear time

Second, Deeper care with a paired product



Before Makeup Caffeine Serum

Wakes up the skin pre-makeup and
boosts adhesion

A line-up that solves moment-to-moment
concerns: cream mist for fast relief, paired
products for deeper care.



- Clinicals complete
- CPNP, SCPN, MoCRA, Thai FDA in progress
- ↳ Expected completion: Late July

Our Third Product: Matcha Calm Facial Mist

Instant Soothing & Cooling for Heated Skin: Matcha Mist



Regulatory Approvals

: In progress for USA, Europe, UK, and Thailand (All expected to be completed by late August).

Coming soon : 15. July

The Matcha Mist Moment

A soothing & cooling cream mist designed to relieve skin heat generated during daily routines or outdoor activities (such as running).

Product USP

- Instantly reduces skin temperature upon application (by up to 6°C)
- **Formulated with Green Cool Trio** (Green Tea, Apple Mint, and Thyme), a patented plant-derived complex.
- An uplifting sensory experience with a refreshing forest matcha scent and visual.

Product Information

- Skincare > Mist > Cream Mist
- Volume: 100ml, 20ml / Custom Silicone Keyring to be sold separately
- Clinical Trials: Skin Temperature Reduction (Cooling), Damaged Skin Soothing, Sebum Improvement
- Key Ingredients: Matcha PDRN, Green Cool Trio, Green Tea Extract, Green Tea Water, Niacinamide, etc.

Our Fourth Product: Rice Dewy Facial Mist

Brighten up after cleansing with pure rice water

While smoothing out micro-scratches caused by towel drying



Regulatory Approvals

: In progress for USA, Europe, UK, and Thailand (All expected to be completed by late August).

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Coming soon : 15. July

The Rice Dewy Mist Moment

Smooths out micro-scratches (uneven skin texture) caused by towel drying after cleansing, delivering a bright, luminous glow.

Product USP

- Formulated with Rice Bran Water as the number one ingredient, truly capturing the essence of traditional rice water.
- A rice-centric ingredient blend inspired by the time-tested K-beauty secret of washing the face with rice water.
- Instantly brightens and illuminates the skin tone after cleansing, like turning on a light bulb.

Product Information

- Category: Skincare > Mist > Cream Mist
- Volume: 100ml, 20ml / Custom Silicone Keyring to be sold separately
- Clinical Trials: Skin Brightness Improvement, Skin Texture (Unevenness) Improvement, Hydration Enhancement, Radiance Improvement
- Key Ingredients: Rice Bran Water, Rice Bran PDRN, Jeju Rice Ferment Complex, etc.

Next Line-up

Upcoming — Berry Mist for Body (Q3 2026)

1
We build brands that
2 solve customers'
moment-to-moment
3 problems in
unconventional ways.

- R&D in parallel across 3 manufacturers
- Targeting September launch

1.Brand

mot o mo nt

A moment-focused cosmetics brand
specialized in cream mists.

2.Problem

Concerns about exposed dry skin and
pigmentation on elbows, underarms, calves and
other body areas

3.Solution

Berry Mist for Body



PHA (exfoliation) + Pink Vitamin (hydration) +
Glutathione (brightening)
with a berry blended texture (Visual Texture),
in a Body Mist format (Product Choice)

New Product : Matcha Calm Mist, Rice Dewy Mist : Scheduled to Launch in Korea on July 7th
Confirmed Exporting to USA, Japan, China, France, Poland, and Thailand



**Jeju Green Tea
Extract**
#Sebum Control

Matcha PDRN
#Soothing-
hydration

**Green Cool
Trio**
#Cooling



**Rice Bran
Water**
#Glow_Improve-
ment

Rice PDRN
#Refinement

**Yeo-ju Rice
Ferment
Complex**
#Whitening Barrier





A line-up that lives the brand story: Cream Mist + Paired Products

Cementing position as the leading cream-mist brand

Skincare, Body and Hair care expansion via mist pairing

Moment-to-moment problem	Long-lasting Make-up	Skin Texture	Soothing	Roughness/Pigmentation (Body)	Dryness/Static (Hair)
P1 Cream mists that solve	 Milk-tea Mist for Facial	 Rice Mist for Facial	 Matcha Mist for Facial	 Berry Mist for Body	 Lavender Silk Mist for Hair
P2 Base line-up supporting mist	 Before Makeup Caffeine Serum	 After Cleansing Rice Gel Mask	 Cooling Matcha Pack	 Mix Berry Bright Body Lotion	 Lavender Sleeping Hair Mask
P3 Cleansing line-up	 After Makeup Milk-tea Cleansing Milk	 Cleansing with Rice	 Matcha Cleansing Balm	 Mix Berry Body Wash/Scrub	 Lavender Scalp Shampoo

The All-Day Care Routine of motomont Facial Cream Mists + Body & Hair Mist Expansion



Work & Meeting

When wearing clothing that exposes skin, improves roughness or pigmentation on elbows, underarms, calves, and other localized areas



After Cleansing

Right after towel-drying post cleansing, Rice Mist instantly hydrates and protects the skin barrier



Workout

Pre-workout: Milk-tea Mist blocks fine-dust adhesion
During/post-workout: Matcha Mist cools heat (calming)



Makeup

Pre/post makeup, Milk-tea Mist boosts wear time and delivers a luminous finish

mot o mo nt

CREAM MIST
ALL DAY CARE
ROUTINE

Our Goal

motomont
Global Leading Cream Mist Brand

Anua
PDRN Serum



Torriden
Toner



d'Alba
Oil Mist



AESTURA
Cream



Thank you

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[Our Official Instagram](#)