

Expanding the world for dogs, bringing more joy to life together.

50K Company Profile

Holgaboon Co.,Ltd. / October 2026

50K Suwon Main Center

Spending on life with pets is growing

5.91M

Pet-owning households in Korea, end-2024

Up 1.1% from 5.85 million households in 2023.
An estimated 15.46 million people live with pets.

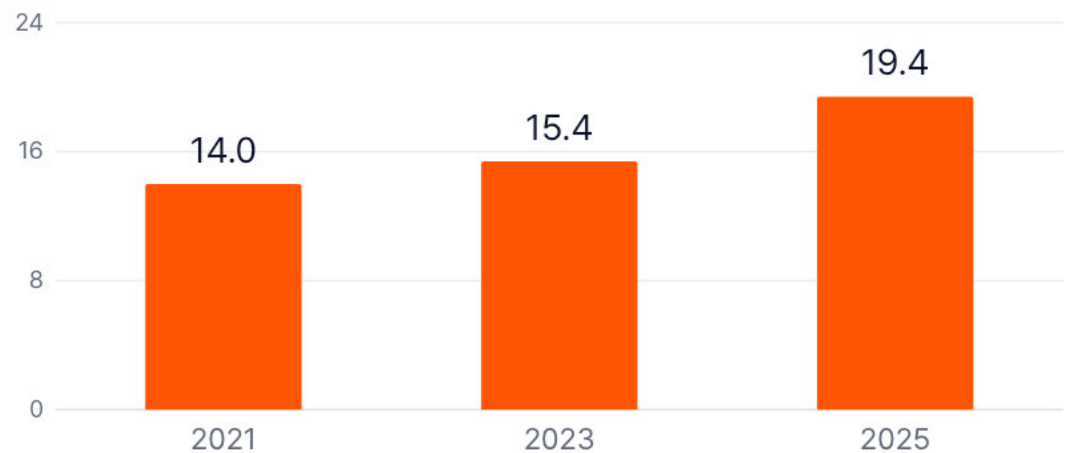
51.7%

of pet-owning households live in
the Seoul metropolitan area: 3.05M

Monthly pet care spending

Approximately 26% higher than in 2023

KRW 10,000 per pet-owning household



More pet-owning households and higher spending support demand for pet products and services.

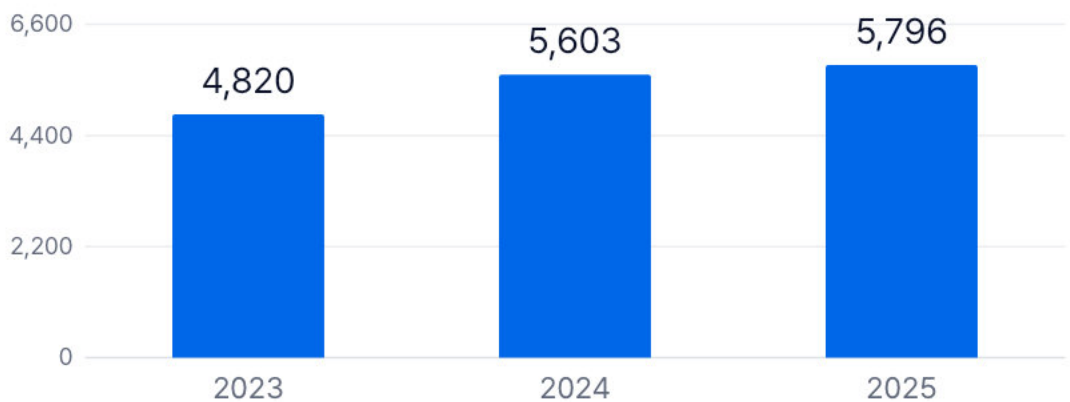
Source: KB Research, 2025 Korea Pet Report (29 June 2025). Household counts are year-end estimates; spending figures are from each year's survey.
Spending excludes medical and healthcare costs; 1,000 pet-owning households surveyed per year. Growth compares KRW 154,000 with KRW 194,000.

Growing services for daily care and learning

More locations offering care and training

Animal boarding and care establishments

20.2% growth from 2023 to 2025



Establishments / 2024: +16.2%; 2025: +3.4%

Care

Care while owners are away

80.1% of pets are left home alone,
for an average of 5 hours and 54 minutes a day.

Education

Hands-on learning for owners

Learning walking skills, play and daily habits
helps make life with dogs easier.

Leisure & Shared Experiences

More ways to relax and enjoy time together

45.2% of pet-owning households have given up
travel in the past two years due to pet care.

Sources: MAFRA, 2024 and 2025 Animal Protection and Welfare Surveys (establishment counts, via Daily Vet); KB Research, 2025 Korea Pet Report.
This registration category covers boarding, training and care of animals entrusted by owners. Location growth is not revenue or total education-market growth.

Building trust through regular contact and support



01 **Regular contact**

We meet owners at drop-off,
during consultations and in classes.

02 **Understanding each dog**

We observe individual temperaments and routines
and respond to changes.

03 **Expert guidance**

We listen to owners' concerns
and offer methods they can use every day.

04 **Relationships that bring people back**

Solving problems together gives owners a reason
to return for advice and services.

This trust builds customer loyalty.

50K is part of everyday life with dogs

Understanding dogs, making life easier for their people

We give dogs a comfortable place to spend the day and help owners learn and enjoy time with them.

7th year

of hands-on operations

3 locations

in Seoul and Suwon

01 **Daily care**

Daycare and boarding that respect each dog's temperament and daily routines.

02 **Learning with owners**

Puppy classes, leash skills and private lessons help owners continue practicing at home.

03 **New shared experiences**

Dalryeogalgae runs, agility and concerts bring dogs and their people together.

04 **Sharing operating experience**

Our professional academy and startup courses pass on what we have learned in the field.

The name 50K expresses the philosophy behind this experience.



50K

50,000 moments of praise,
50,000 moments of training

We notice small changes and build on praise and learning,
and help dogs and their people grow together.



The 50K Team

Experience in care, education, spaces and technology

Different kinds of experience come together in one team.

They inform our service planning, daily operations, teaching and system development.



Dog Care

Understanding behavior

Communication

Owner education & advice

Facility Operations

Setup and maintenance

Shared Experiences

Events & cultural programs

IT Development

Workflows & digital records



Keunsik Lee, CEO

Turning a love of animals into a lasting career

20 years of experience in IT

I have learned through trial and error
while building and running spaces and services.

I turn that experience into training and operating standards
and build the systems our teams need.
My aim is to help people prepare for a business
or career working with companion animals.

Operating experience across different settings



Gwanggyo Main Center

Approx. 1,289 m² (390 pyeong)

46-216, Wellbeing town-ro 36beon-gil
Yeongtong-gu, Suwon-si, Gyeonggi-do

A standalone building with outdoor space
Care and education for dogs of all sizes

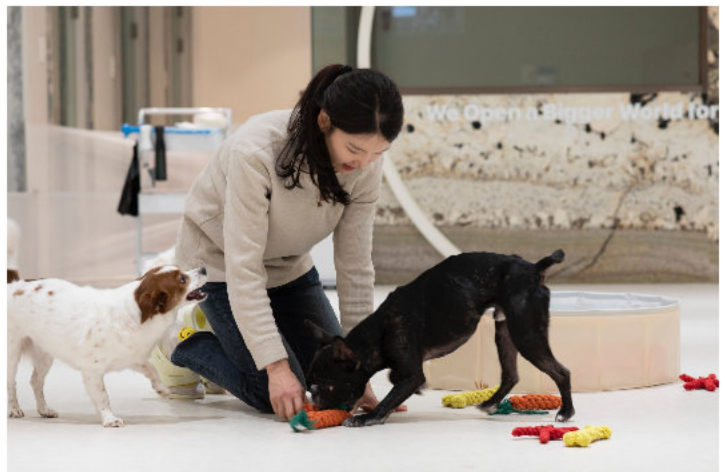


Gangdong Glanz

Net indoor area: 635 m² (192 pyeong)

1050, Cheonho-daero, Gangdong-gu, Seoul
Unit 113, B1, Glanz Riverpark

Care and education in an urban neighborhood
Daycare and boarding close to everyday life



Starfield Suwon

Approx. 264 m² (80 pyeong)
Private outdoor play area: 99 m² (30 pyeong)

175, Suseong-ro, Jangan-gu, Suwon-si
8F, Starfield Suwon, Gyeonggi-do

Dog services inside a shopping complex
A place to meet dogs and their people

A day of learning and play



Outdoor activities at Gwanggyo Main Center

01 **Arrival and wellbeing check**

We check each dog's condition
and prepare for the day's activities.

02 **Individual training, play and rest**

We balance activity and rest, guided
by each dog's temperament and responses.

03 **Activity records and pickup guidance**

We share the day's experiences and
suggest ways to keep practicing at home.

A good day for dogs gives owners more freedom

While their dogs learn and rest safely,
owners can focus on their daily lives.

Overnight care that respects daily routines



Individual care during a stay at 50K

01 **Check-in consultation**

We review eating and resting habits and the owner's requests.

02 **Meals, activities and individual rest**

Familiar routines guide the care we provide throughout each stay.

03 **Daily updates**

We share how dogs are doing to give their owners peace of mind.

A comfortable stay, peace of mind for owners

Owners can travel or attend to other commitments with peace of mind, knowing their dogs are doing well.

Helping owners understand and train their dogs



Hands-on coaching with dogs and their owners

01 **Consultation and observation**

We listen to owners' concerns
and observe their dogs' behavior together.

02 **Coaching and guided practice**

Owners practice in puppy classes,
leash-skills sessions and private lessons.

03 **Continued practice at home**

Owners apply the methods in daily life
and continue building their skills.

Practical skills build everyday confidence

Better understanding and hands-on practice
make life together more comfortable.

Experience built through care and education

Everyday Care

42,510 dog visits

Cumulative daycare and service visits

Including repeat visits

3,635 dogs

Cumulative boarding count

Education & Startup Support

1,120 sessions — Dog training

245 participants — Professional, startup and general courses

24 teams — Startup consulting

As of May 2025

Four experts leading our education and care



Hyun Ki Kang

Center Director

Korean national agility team
2026 FCI AWC, Finland
2024 KKA Athlete of the Year
KKC Dog Trainer, Level 1



Yun Jeong Kang

Head of Education
Professional Programs Lead

Siheung Women's HRD Center, 2025
Pet business startup instructor
Fear Free & KPA courses completed
KKC Dog Trainer, Level 2



Seung Gyu Lee

Manager, Gwanggyo Main Center

2025 KKC CD1 & CD2
Outstanding Instructor Award
Obedience & national exam instructor
KKC Dog Trainer, Level 2



Jin Woo Park

Manager, Gangdong Glanz

2026 KAM Chuncheon
1st, Intermediate Agility
3rd, Intermediate Jumping
Daycare operations & training



5oK

Competing on the international stage

2026 FCI Agility World Championship

Turku, Finland

September 2026

Center Director Hyun Ki Kang & Merry

Represented Korea at the championship

We teach in the field

and keep learning through new challenges.

Professional Academy

Teaching people how to teach

We pass on training fundamentals and experience in daily operations.

Certification Courses

Pet Behavior Instructor, Level 2
Korean national qualification
KKC Dog Trainer, Level 3

Theory

- Behavior, care and training
- Law, ethics and owner consultation

Core Practical Skills

- Basic cues: sit, down and stay
- Handling and focus training

Practice & Feedback

- Observe responses, adapt training
- Indoor/outdoor practice and club activities

Startup Course

8 classes + 10 days of field practice

Business Planning & Launch

- Market, demand, services, capacity, pricing
- Registration, layout and launch promotion

Operations & Safety

- Group care, owner support, logs & manuals
- Behavior cues, walks, activities & accident prevention

Field Practice

- Join the daily operations of a company-operated dog daycare

28 Certification & startup cohorts

~120 Graduates



Businesses our graduates have built and run successfully

Dodam

Gyeongju / Cohort 4

Café & daycare / 2021

Meongsamine

Cheongju / Cohort 5

Daycare / 2021

Joyful Dog

Seongbuk, Seoul / Cohort 6

Daycare / 2022

Manner Mung

Pyeongtaek / Cohort 8

Daycare

School of Dog

Mapo, Seoul / Cohort 8

Daycare

Dudeurine

Gapyeong / Cohort 12

Private vacation rental / 2022

Wag Dog

Suwon / Cohort 12

Daycare

Ilwonderdog

Gangnam, Seoul / Cohort 13

Daycare

Supporting new careers and everyday life with dogs

2025

Siheung Women's Human Resources Development Center

Pet business startup course

Classroom learning and field practice at 50K help participants prepare for pet businesses and careers.

2025 & 2026

Suwon Pet Culture Classes

Owner education and guided walks

Owners learn to teach manners and prevent problem behaviors and practice applying these skills on walks with their dogs.

Gwonseon District Office

Walking skills for local residents

We teach residents and their dogs walking skills that reduce barking and pulling on the leash.

Pyeongtaek Animal Shelter

Staff training in behavior and safety

We help shelter staff understand dogs' behavior and learn to approach and care for them safely.

Pyeongtaek Pet Culture Classes

Agility practice for dogs and owners

Hurdles, tunnels and linked courses lead into outdoor practice, building cooperation between dogs and owners.

Our record of pet fairs, local festivals and cultural events



Date	Event	Location	50K's Role
2021–2025	**My Pet Fair**	Suwon, Songdo, SETEC, KINTEX	Recurring Dalryeogalgae runs, owner consultations and class bookings
2025	**Pyeongtaek Agility Competition**	Pyeongtaek, Gyeonggi	Competition operations and judging
Sep 2025	**Icheon Pet Festival**	Icheon, Gyeonggi	Overall program planning and delivery National agility competition operations and judging
Oct 2023	**Icheon Healing Pet Fair**	Icheon, Gyeonggi	Four programs, including Dalryeogalgae
May 2024	**Gyeonggi Petsta**	Ballyeomaru, Hwaseong	Dalryeogalgae runs, Gidarilgae stay challenges and sports days
Jun 2023	**Gyeonggi Petsta**	Gyeonggi	Dalryeogalgae running event
May 2023	**Petiquette Festival**	Boramae Park, Seoul	Dalryeogalgae running event
Mar–Apr 2023	**15th GOOUT CAMP**	Gumi, Gyeongbuk	Support and workshops for camping with dogs
Oct 2021	**Free Dog Challenge**	Yeongnam Alps, Ulju	Co-hosted with Gyeonche Gonghak
Dec 2024 Jan 2025	**Concerts with Dogs**	Suwon Main Center	Christmas and New Year concerts

1 Nov 2026	1st MK Agility Cup	Scheduled



My Pet Fair

Dalryeogalgae

The joy of running together

Across Suwon, Songdo, SETEC and KINTEX, we have repeatedly hosted running events for dogs and their people.

On-site event operations

Owner consultations

Class bookings

2021–2025

Two Icheon festivals: programs and competition operations

2023

Icheon Healing Pet Fair

Four programs, including Dalryeogalgae

Activities for dogs and their owners

2025

Icheon Pet Festival

Overall program planning and operations

National agility competition operations and judging

We balance each event's purpose with the experience of its participants.

Activities for dogs and owners at Gyeonggi Petsta



2023 Dalryeogalgae

A running event

for dogs and owners to enjoy together



2024 Ballyeomaru, Hwaseong

Running events, stay challenges and sports days

including Dalryeogalgae and Gidarilgae

Sharing music, time outdoors and new places



Concerts with Dogs

Christmas concert, 2024

New Year concert, 2025



Camping & Outdoor Activities

GOOUT CAMP 2023: support and workshops for camping with dogs

Free Dog Challenge 2021 / Petiquette Festival 2023

What we do with our partners

We collaborate on products, marketing, spaces and competition operations.

Evelyn Youngpoong

Annamaet

A US pet food brand



Marketing with the Korean importer

INBCT

NANO TERME

Moisturizing mist
for pets' skin and coats



Packaging concept

Development and marketing

Petch

Starfield Suwon

Dog care space

Center operations and space development

Korea Kennel Federation (KKF)

Agility Competitions

Dog sports events

Competition operations

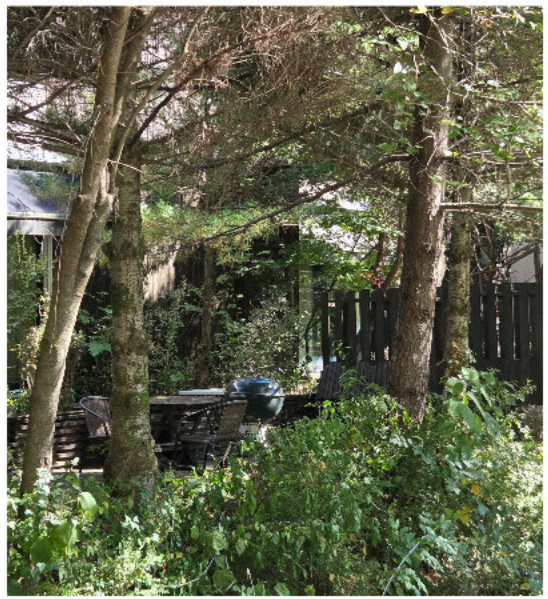
A vision for dog-friendly experiences at Tapiola



Café building

Staying together

A dog-friendly stay where dogs and owners can relax together



Guest room terrace

Learning and bonding

Walks, training and
small-group activities

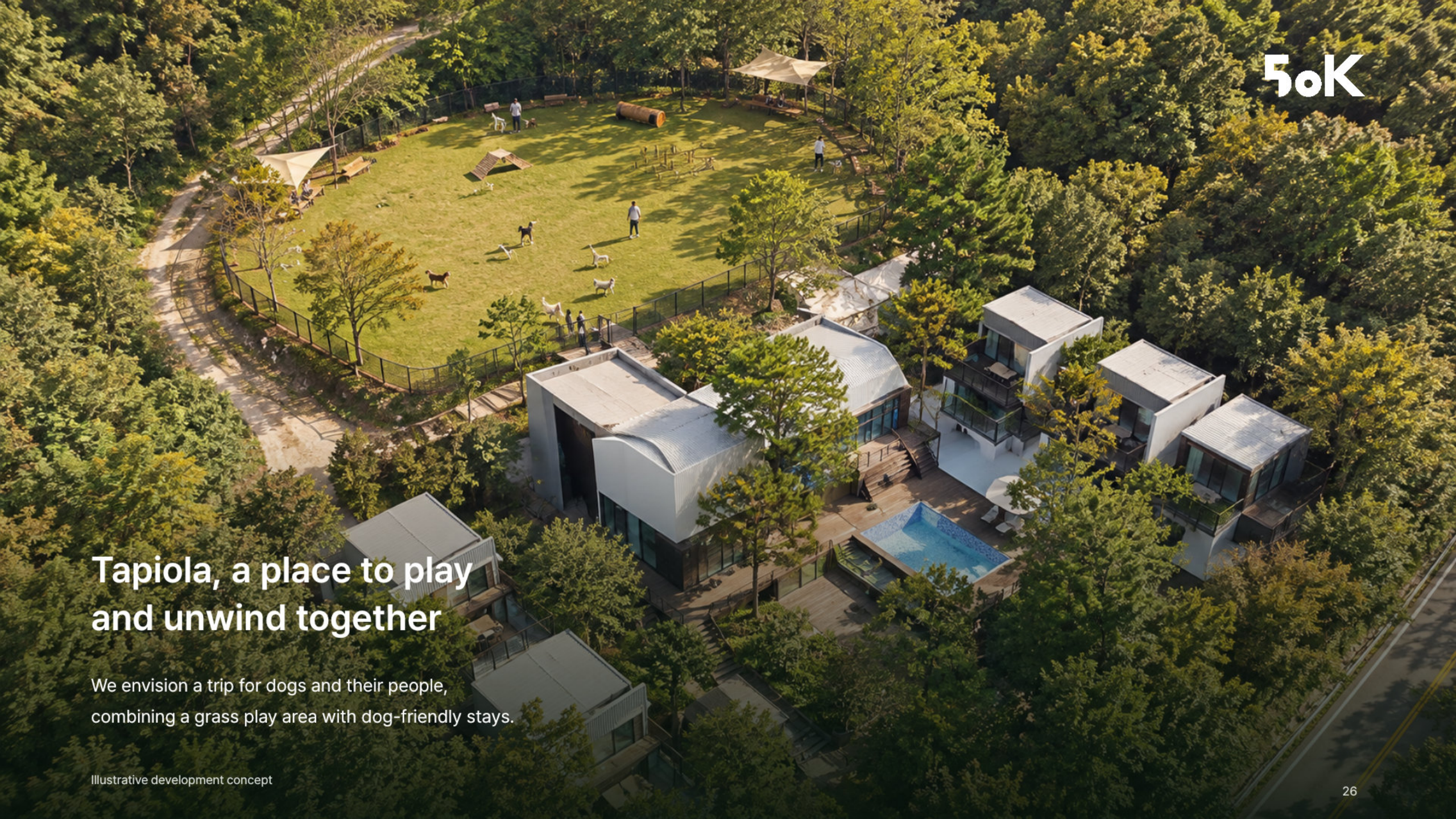


Outdoor grounds

More time outdoors

Plans for a dog play area
and shared activities

Photos: site visit on 6 October 2026. Tapiola is not currently operated by 50K; this concept is under discussion. 50K's operating role, facility plans and programs will be defined through further discussions.



Tapiola, a place to play and unwind together

We envision a trip for dogs and their people, combining a grass play area with dog-friendly stays.

Illustrative development concept

Preparing our brand, operations and startup model



We are turning experience in care and education into standards and tools for everyday use.

Branding

Applying the brand guide

Defining how our logo, characters and copy work across communications and spaces.

Preparing guidelines for implementation

CareOS

Building an operations system

Developing and validating features that connect care records with daily tasks.

In development and validation

Franchising

Defining the business model

Drawing on education, space and service experience to guide how new centers open.

Preparing the franchise business

A brand that shows how we care and teach

Bright light and the texture of real materials.

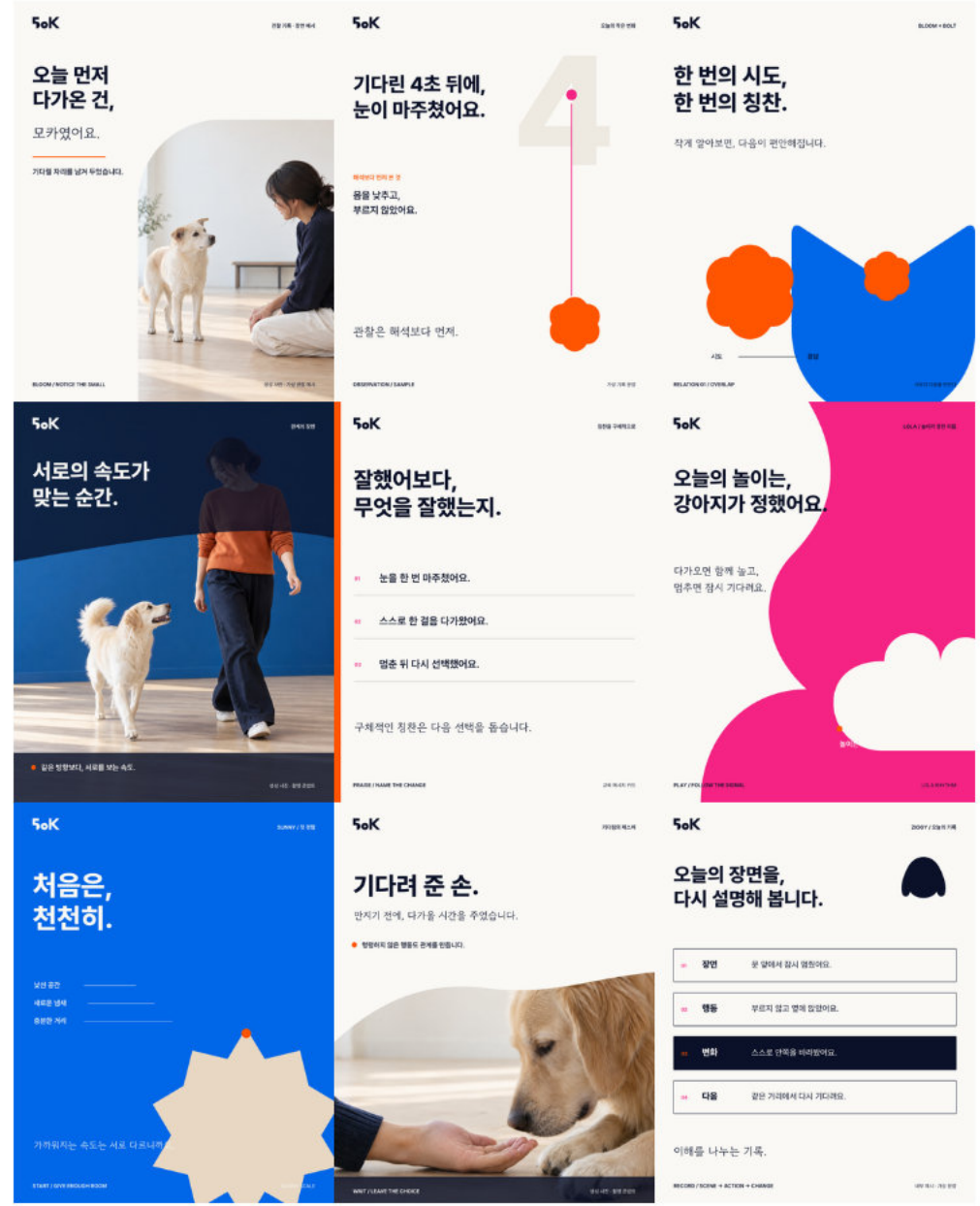
The space between people and dogs.

An eye for small changes.

We bring warmth and accurate information

to each customer interaction through our visual language.

Brand guide moodboard / Concept examples



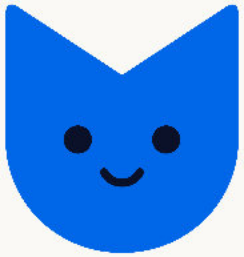
Five attitudes expressed through friendly characters



BLOOM

Small Changes & Praise

Notice each change
and give specific praise.



BOLT

Challenge & Learning

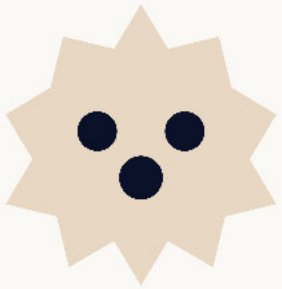
Prepare for the next try
and learn together.



LOLA

Play & Conversation

Take part with joy
and choose for yourself.



SUNNY

Starting & Exploring

Take small steps
into new experiences.



ZIGGY

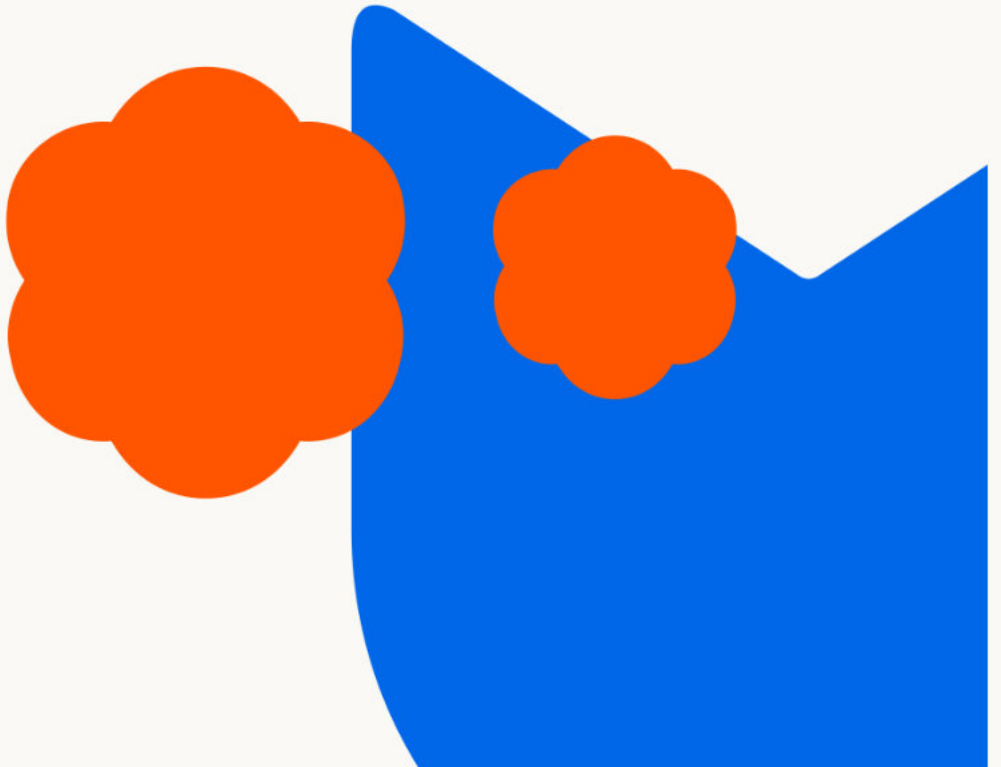
Record & Share

Explain what we learned,
how and why it works.

Noticing small changes,
preparing for the next try together

Making praise and new challenges part of everyday life.

Our brand gives form to the attitudes we believe in.



Our brand in everyday objects and shared routines



Everyday Accessories

A familiar feeling in shared spaces



T-shirts

The team behind our services



Bandanas

The joy of going out together

* Planned for release in early 2027

Character branding concept

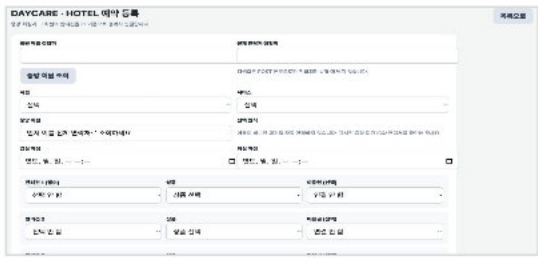


50K's philosophy, expressed through characters

Friendly characters share our messages for dogs and their people.

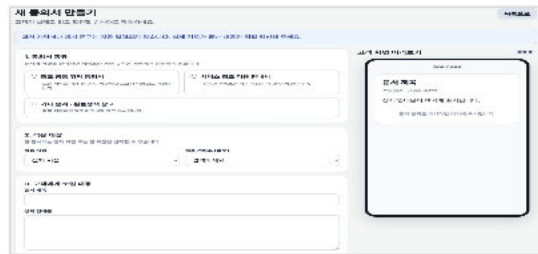
Turning daily care work into digital workflows and records

An operations system our CEO is building, drawing on 20 years in IT



Booking Entry

Services and check-in/out dates



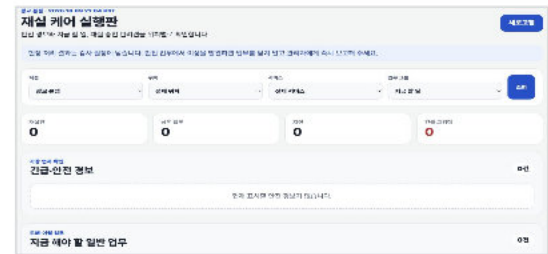
Service Agreements

Draft notices and preview customer views



Space Settings

Floors, zones, rooms and usage conditions



Live Care Dashboard

Dogs in care, pending tasks and alerts



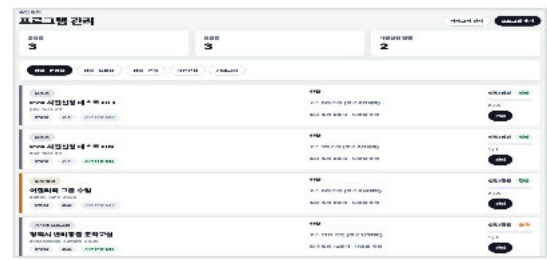
Task Groups

Tasks by time slot and activity



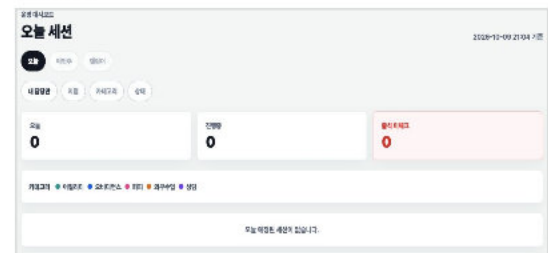
Safety Rules

Recurring checks and alert criteria



Training Programs

Enrollment, status and capacity



Today's Classes

Today's schedule and attendance

Actual development screens / Test data and empty-state examples

More comfort and richer lives for dogs and their people

We will expand everyday opportunities to learn, relax and enjoy life together.



Travel, Leisure & Culture

We will create more places and programs
where people can relax and enjoy time with their dogs.

More Communities

We will train professional operators through education and startup support
to bring trusted dog care spaces to more communities.

New Products & Services

We will develop products and content that express 50K's philosophy
and create new services with our partners.

50K

Richer experiences for dogs and their people

We are open to collaboration.

We look forward to learning and growing together.



Business, education and partnership inquiries

enjoy@50k.click

www.50kbiz.co.kr/contact