



WISH BUILDER

SAFE WATER, WHERE IT IS NEEDED MOST

On-site water solution for humanitarian aid, disaster Response and water-vulnerable communities.

PURE WISH · WISH WELL

Humanitarian Water Challenge

Water exists. But safe water still does not reliably reach everyone.

Humanitarian Challenge

People who lack access to safe drinking water

2.2 Billion people

People who lack access to safe drinking water



Contaminated river water



Contaminated wells



Occurrence of waterborne diseases



Operational Challenge

Structural limitations of conventional water supply



Well development



Purification infrastructure



Bottled water supply

High-cost

Emergency
Fragility

Logistics
Dependency

Plastic
& Carbon

Waterborne diseases continue to threaten vulnerable communities, especially children.

All methods depend on the production → transportation → consumption structure.

A Different Water Supply Model

Instead of transporting water, treat it where it is needed.

AS-IS

Conventional Supply



PLASTIC



CARBON EMISSIONS



TO-BE

Wish Builder On-site Water



No shipping



Carbon
reduction



Immediate
supply

On-site treatment converts existing contaminated water into usable safe water for humanitarian WASH settings.



Story #1 Water

PURE WISH a multi-functional water treatment agent

Wish
Builder



**Just 30 minutes,
4g transforms 20L
of contaminated water
into safe drinking water**

The entire process, including coagulation, sedimentation, and sterilization*, is completed within 30 minutes.

*Includes waterborne pathogens such as E. coli and Vibrio cholera as well as infectious viruses such as COVID-19 and influenza.



Securing drinking water quality + microplastic reduction test results

We meets water quality standards stricter than the WHO, ensuring microplastics are reduced.

PURE WISH Exclusive Rights

Patent application and trademark registration, drinking water quality test completed

PureWish technology and brand are protected by intellectual property rights. Technologies currently under examination after passing the Patent Office's priority examination criteria will further strengthen their exclusive rights through PCT and securing individual national rights following registration.



4g

Plastic water bottles
500ml*40ea

Carbon reduction

Securing efficiency in replacing bottled water.

One pack of 'Pure Wish' replaces 40 bottles of 500ml water. It ensures an efficiency of saving 3.76 kg of CO₂e per bag.



Drinking water
quality test

Toxicity test

Ingredient
test

Microplastics





Story #1 Water

PURE WISH a multi-functional water treatment agent



1



2



3



4



Customized solution based on the types of pollutants.

We provide recipes optimized for regional pollutants, such as fluoride in Africa, arsenic in Southeast Asia, and lime in Europe. Pollutants generated in high-temperature environments due to the climate crisis can also be purified.

Already in Field.

Starting with local testing in Indonesia in February 2025, samples have been provided to Kenya, Uganda, Nigeria, and Burundi in Africa, Cambodia and the Philippines in Southeast Asia, and Venezuela in South America, and are being supplied to sites in need through the UN International Organization for Migration (IOM) and NGOs.



GLOBAL CHRONICLE

Wishbuilder's PureWish Packets Advance Refugee Aid and Climate Goals

[GLOBAL CHRONICLE = By PARK SOO-YEON, Reporter] Social venture WISHBUILDER (CEO KIM HYO-JIN) has developed an eco-friendly water purification powder, "PURE...", that can replace 80,000 bottles of fresh water and reduce 6.6 tons of carbon...

August 28, 2025.



Story #2 Water

WISH WELL

A Mobile Modular Water Treatment System

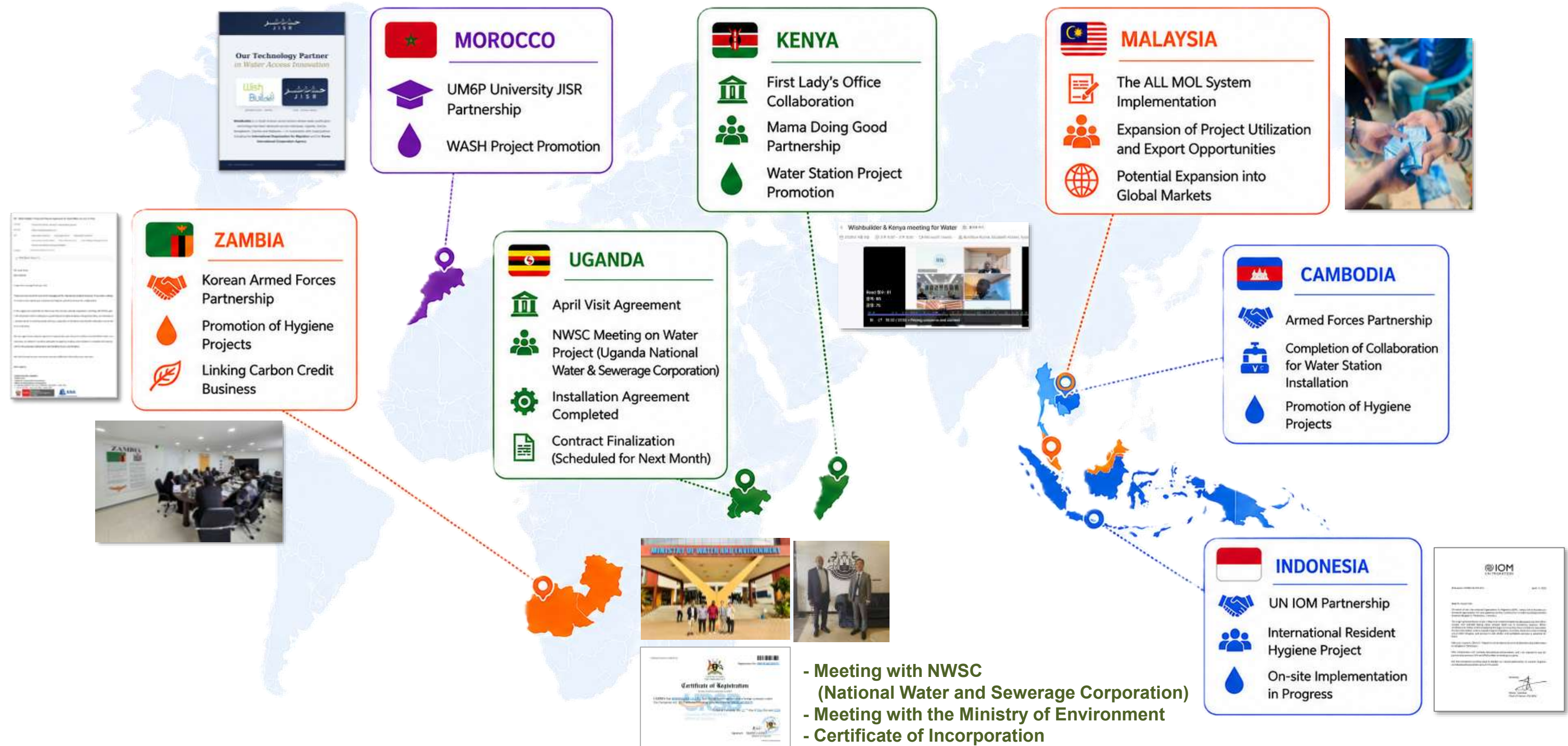


**Expanding PURE WISH technology into
On-Site Water Infrastructure**



No Filters, No Membranes. Up to 1 Ton/Hour Customizable for Any On-site Environment

Each Country Through a Tailored Approach



Partner with WishBuilder

We work with international organizations, governments, NGOs and local partners to expand access to safe water.

Humanitarian Procurement

Emergency and WASH supplies

Field Demonstration

Local water testing and pilots

Community Water Infrastructure

On-site systems for
vulnerable communities

Local Implementation

Training, operation and
distribution partnerships



From vision to execution,
**Future led by top experts
in each field**

CEO Jinny Kim

A CSR & ESG expert with over 20 years of
experience

- Ph.D. in Social Welfare, Soongsil University / Adjunct Professor
- Professor, Seoul Digital Lifelong Education Institute
- 20 years at Samsung Electronic and Life Insurance Foundation
- CSR & NGO Network Expertise

Seon Kwon CMO
Business Strategy &
Market Development

- Major Business Administration
- Over 25 years of experience in business planning and consulting
- Expertise in public and private market strategy

Aif Kwon COO
System Manufacturing
& Product Production

- Major in Biomedical Engineering
- Oversees product manufacturing and production
- Mechanical system, process control, and field operations

Sophie Park Manager
Finance, Public Projects
& Field Operations

- Major in Industrial Welfare
- Experience in social welfare and public sector projects
- Government procurement and international cooperation projects

Aires Lee
Coordinator
Global Partnership

- Major in Global Service
- Experience in Indonesian local culture and language
- Global partnership and communications

| INTERNAL R&D

- PURE WISH Technology Development
- WISH WELL Water Treatment System
- Process Optimization for Various Water Sources

Prof. Byoung-Eun Park
| RESEARCH ADVISOR

- Professor, Kwangwoon University
- Robotics & Embedded System
- Human-Machine Interface(HMI)
- WISH WELL Automation Advisor

Yujintech | WISH WELL
Manufacturing

Ahyeajachi Partnership
| PURE WISH Production & Packaging



Water Infrastructure Without Pipelines

No POWER, No ENGINE

Wish
Builder

