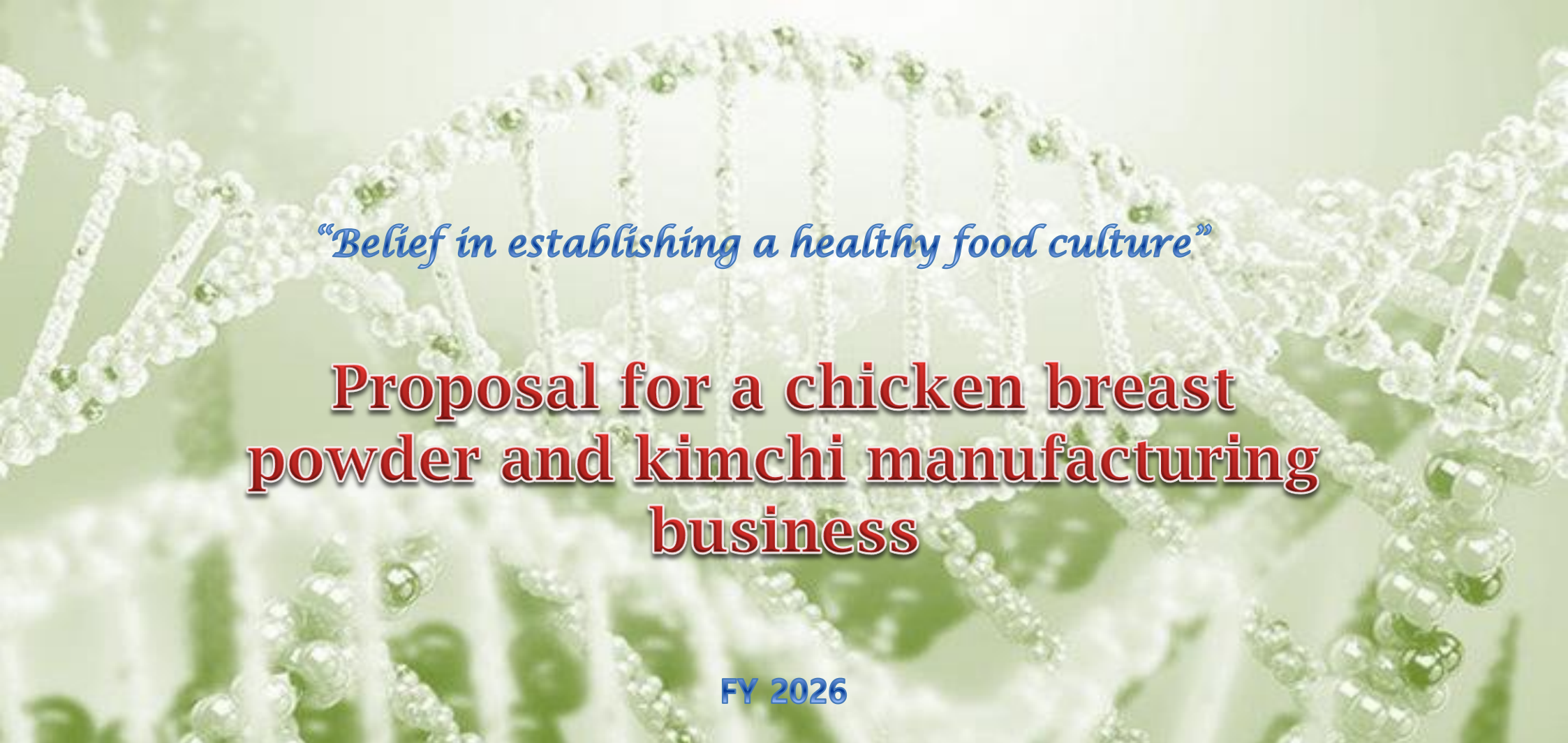




“Belief in establishing a healthy food culture”

Proposal for a chicken breast powder and kimchi manufacturing business

FY 2026

유비인

“Belief in establishing a healthy K-food culture”

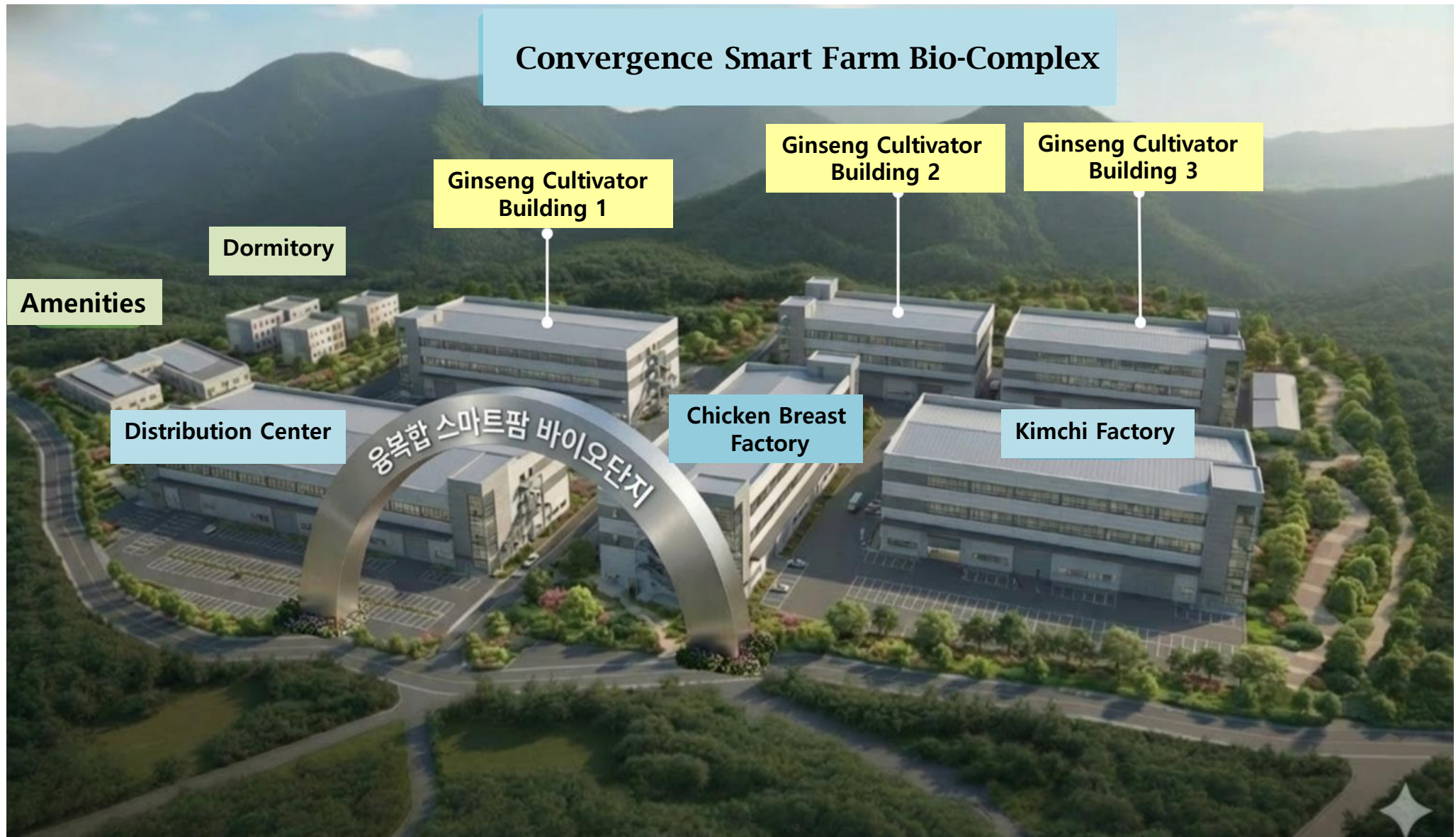
Proposal for a chicken breast powder manufacturing business

FY 2026



유비인

■ Bird's Eye View



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■ Company Overview



■ Company Overview

Company Name	Medi Food Co.,Ltd			Business registration number	142-87-01871
CEO	Yeong Min Lim	Year of establishment	September 7, 2020		
Business Areas	Livestock product processing, food manufacturing and processing, Trade (Import, Export) Online sales, Meat processing, Livestock product sales			Corporate Registration Number	214911-0062845
Head office	23, Foodpolis-ro 9-gil, Wanggung-myeon, Iksan-si, Jeollabuk-do, Korea			Capital	US\$700,000
Tel	+82-63-831-1068	Fax	+82-63-832-1068		

We started our business as a livestock product wholesale and retail business in September 2020, and will begin production in August 2023 to produce hamburger steak, dried chicken breast powder, dried chicken breast jerky, retort, and steak, which are items we have prepared and developed even before founding the company.

A new livestock product processing plant has been completed in the National Food Cluster Industrial Complex, and automatic production lines for livestock product processing and food manufacturing and processing are scheduled to be installed and operated by August 2024.

Medifood Co., Ltd. has developed chicken breast drying technology and has completed preparations for full-scale growth by securing patents and production technology and conducting pilot sales activities.

With the completion of the new construction in 2024, we will take another leap forward as a specialized company in the manufacture of general foods and meat products by realizing the production of products demanded by consumers based on thorough hygiene and the highest quality of HACCP.

■ Company Overview



■ Company History

Date of occurrence	Detail
September 7, 2020	Establishment of Medi Plus Food Co., Ltd.
October 22, 2020	Chicken breast dried jerky, powder, Obtained Patent No. 10-2077189
December 22, 2020	Fromdak (We provide you with a healthy meal) trademark application
December 22, 2020	Trademark application for Mediplus Food (MEDI FOOD for a healthy table)
March 30, 2021	Youngmin Lim inaugurated as CEO
April 1, 2021	Signed an OEM production contract with Hoho Co., Ltd. for Fromdak
May 10, 2021	Transfer of ownership of 2,968.5m ² factory site at 702 Dongchon-ri, Wanggung-myeon, in National Food Cluster Agricultural and Industrial Complex
June 30, 2021	Capital increase US\$230,000
June 30, 2021	Changed the company name to Medifood Co., Ltd.
July 2, 2021	Factory construction permit completed
July 14, 2021	Medifood Co., Ltd. – Mail order business report and permit completed
March 2022	Contract with Haein Industrial Co., Ltd.
June 2022	Capital increase US\$230,000
October 2022	Capital increase US\$230,000
April 2023	Registration of Cheongchundak trademark
August 2023	Completion of Medifood Co., Ltd. factory building (Korea Food Industry Cluster)
September 2023	Completed ISO certification, certified by research department
February 2024	Chicken powder, chicken steak in the U.S. – registered with FDA

■ Company Overview



■ Representative history and shareholder status

◆ CEO Profile

Name	Young Min, Lim	Resident registration number	820916-1*****	Position	President
Family details	2nd son	Type of residence	dwelling house	Fax	+82-63-832-1068
Education	Graduation from Yeosu University	E-mail	fromdok@naver.com	Mobile	+81-10-9633-0013
Address	300-14 Ma-dong, Iksan-si, Jeollabuk-do, Korea			Date of inauguration	March,30,2021
March,30,2021	Inauguration of CEO of Medi Plus Food Co., Ltd.				

◆ Shareholders Status

As of April 2024				Total number of shares	9,000,000 stocks
				Par value of stock	Korean currency 100 won
Name	Number of shares held	share ratio	Responsibilities	Relationship with Major Shareholders	Remarks
Young Min, Lim	4.95 million shares	55%	President		
Kwang Won, Seo	4.95 million shares	45%	Non-executive director		CEO of Chicken Story Co., Ltd
Total	9,000,000 shares	100%			

■ Company Overview



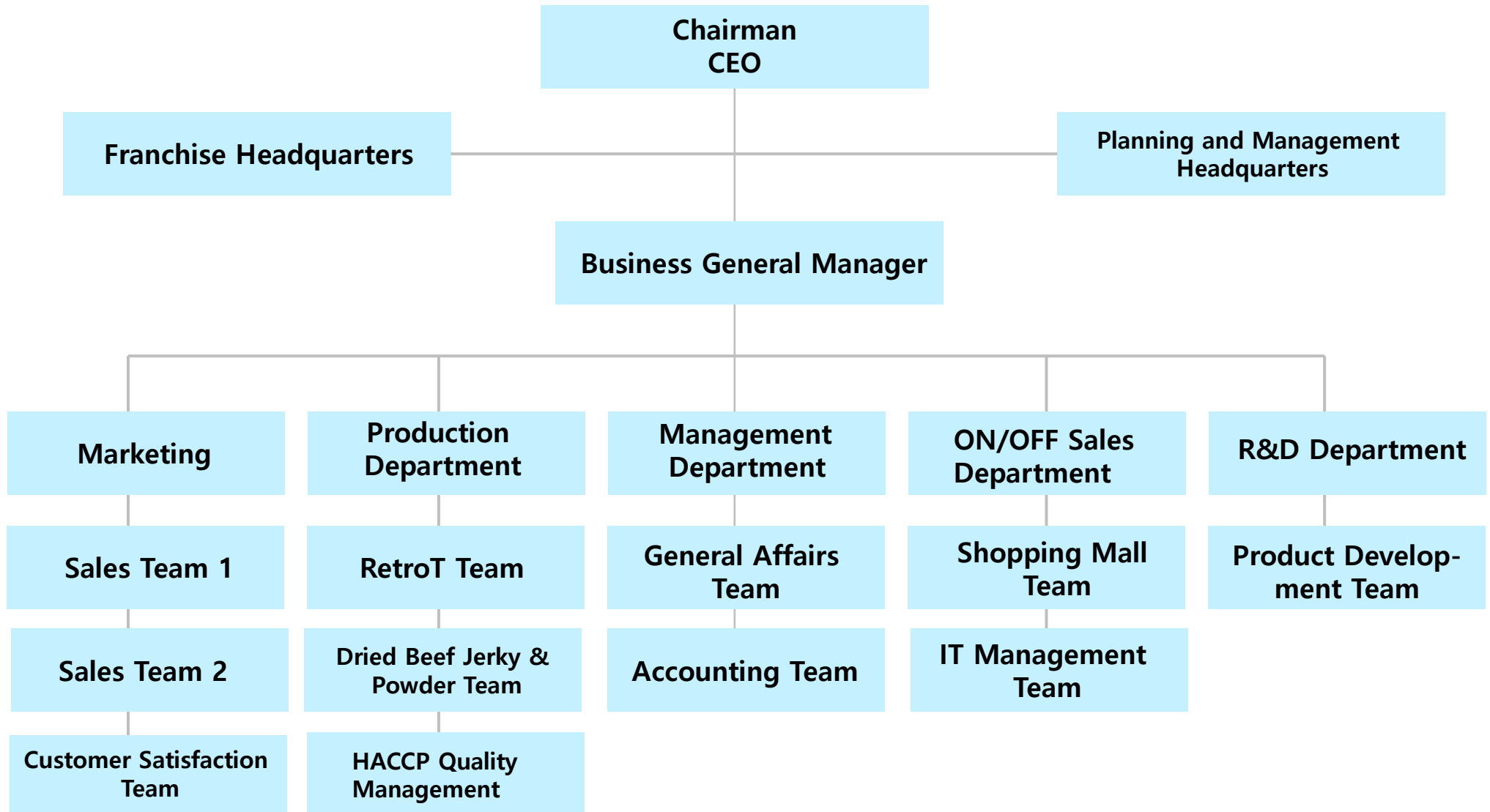
■ Main Human Resources Profile – Main Human

Position	Name	Working in the industry	Major career experience
Chairman	Kim Dong Gun	40 years	+ Founding member of Harim Co., Ltd. (served as head of general business division) +Development and patent registration of chicken breast jerky powder
CEO	Lim Young Min	10 years	+Megazone Co., Ltd. website planning, construction-operation management, Smart O&A sales marketing team leader +M Commerce Company Marketing Team Leader, Founder of IM Ceramics +Multiple restaurant businesses (operation/cooking) - Starting a business with special parts of chicken, starting a chicken feet & chicken business +2019, Change of corporation and representative to IAM Ceramics +2020~2024 Present - Founding of Medifood Co., Ltd. and inauguration of CEO
Vice-president	Kim Hyun Seung	26 years	+Manager of E-Home G&J Co., Ltd., Director of Sekwang Food Co., Ltd., CEO of Torrain Food Co., Ltd +Director of Everin F&B, Vice President of Dadam FS Co., Ltd., Vice President of Hoho Co., Ltd +Developed over 1,000 types of products including retort, dried beef jerky, chicken breast steak, chicken skewers, sausages, etc. +2020. 08 Appointed as an advisory committee member for the Korea Food Industry Cluster
General Manager	Lee Hyun Seung	35 years	+Harim Co., Ltd., Cherryburo Co., Ltd. +Development of chicken breast jerky and powder +2020.08 Appointed as an advisory committee member for the Korea Food Industry Cluster
Finance director	Sung Hun	20 years	+Worked at Chungcheong Bank Co., Ltd., Cyberia Co., Ltd. - Franchise loan manager +Rice noodle manufacturing operation (100% domestic canned rice noodles)
Advisor	Nam Kyoung Pyo	28 years	+Japan's Hattori Cooking School, youngest foreigner to win the Grand Prix Grand Prize, Dong-A Publishing's Nam Gyeong-pyo, author of Delicious Organic Food, Apgujeong Seasons Movie, Yen serving as head chef +Current representative of Myeontongdan

■ Company Overview



■ Organizational structure



■ Business overview



■ Business overview

Project Name	Livestock product processing industry, food manufacturing processing industry, business that constitutes production automation system
Area	Land : approximately 2,968.5m ² / Building : approximately 3,305m ²
Production Facilities	Chicken breast powder, chicken skewers, tteokgalbi line, boneless chicken feet, retort, dryer automatic packaging line, etc.
Infrastructure	Warehouse / Purification facility / Office, etc.
Production Facilities	Freezer (-18°C) 660m ² / Refrigerator (-5°C) 330m ² / Workshop 15°C 2,310m ²
Staffing	Office workers : 6 people / Production workers : 34 people, 40 people in total
Production Capability	Monthly production : 2,640 tons of steak, 528 tons of retort, 360 tons of chicken skewers. Boneless chicken feet 316 tons Chicken breast jerky, powder 1320 tons Total: 5,164 tons Annual sales: US\$ 57,700,000 Production facilities

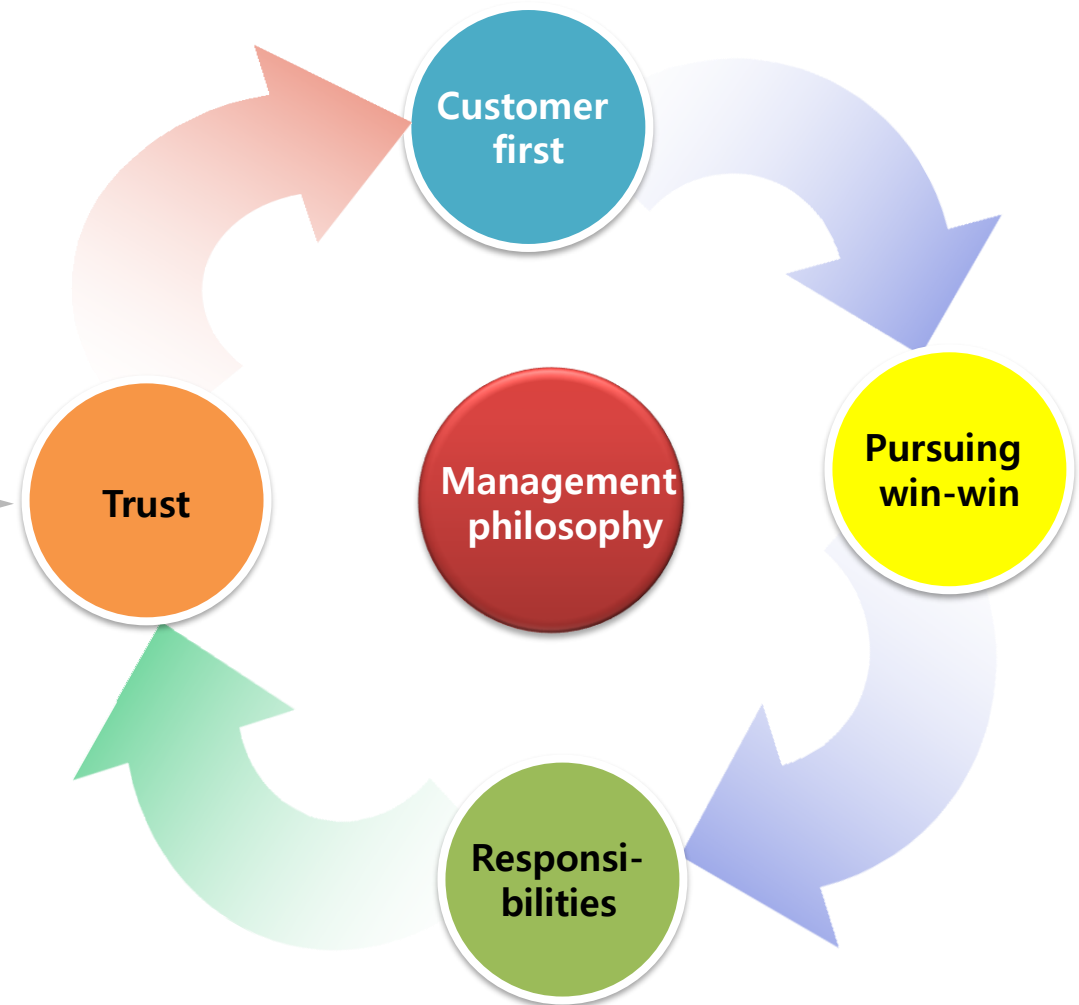


■ Management philosophy

Developing trust and responsibility throughout the entire process of corporate activities

Pursuing unity that considers the existence of partner companies as the existence of our company

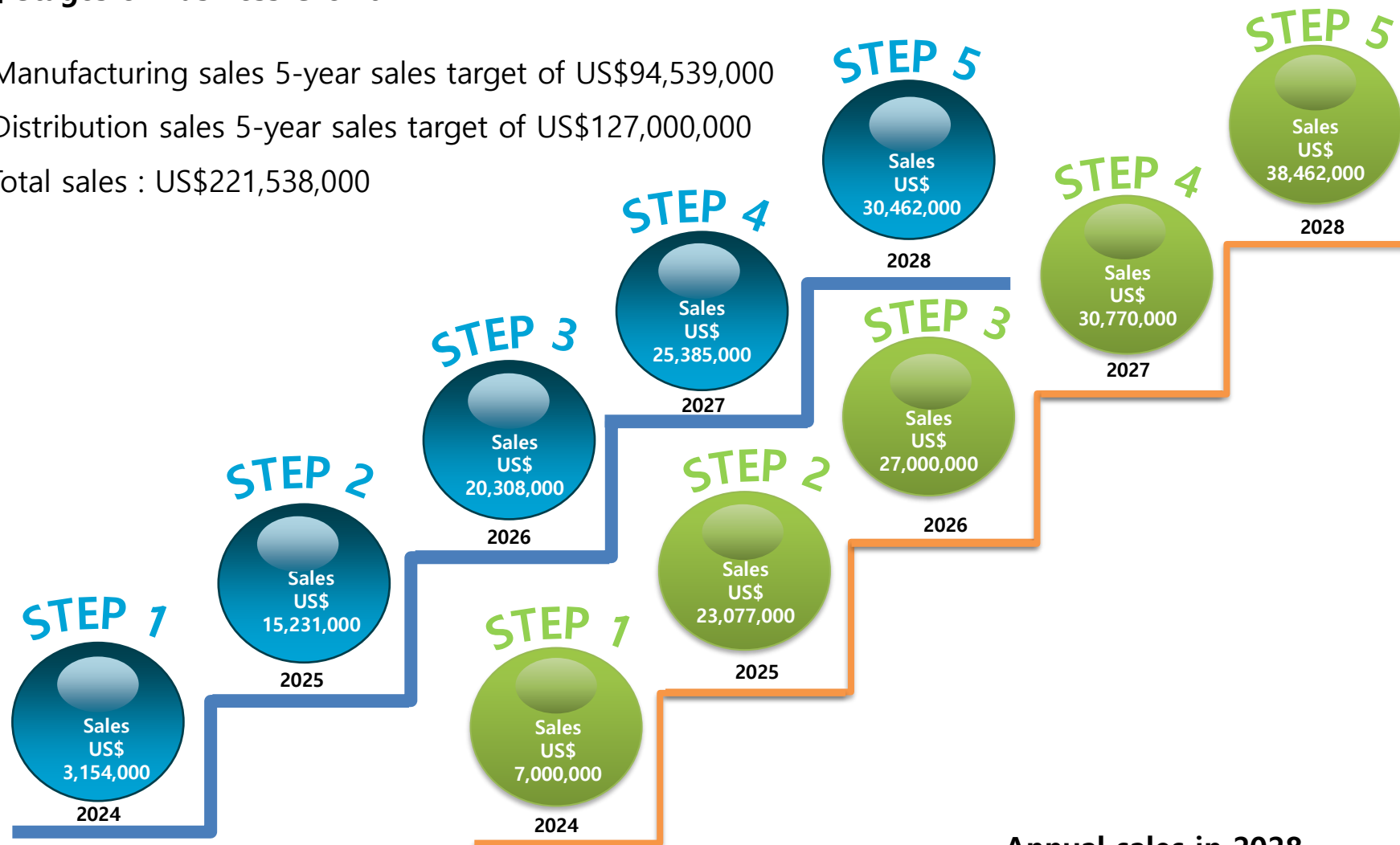
Establishment of a proper distribution culture and pursuit of hygiene, quality, and reasonable price



■ Business overview

■ Stages of Business Growth

1. Manufacturing sales 5-year sales target of US\$94,539,000
 2. Distribution sales 5-year sales target of US\$127,000,000
- Total sales : US\$221,538,000



1. Manufacturing sales

2. Distribution Sales

Annual sales in 2028

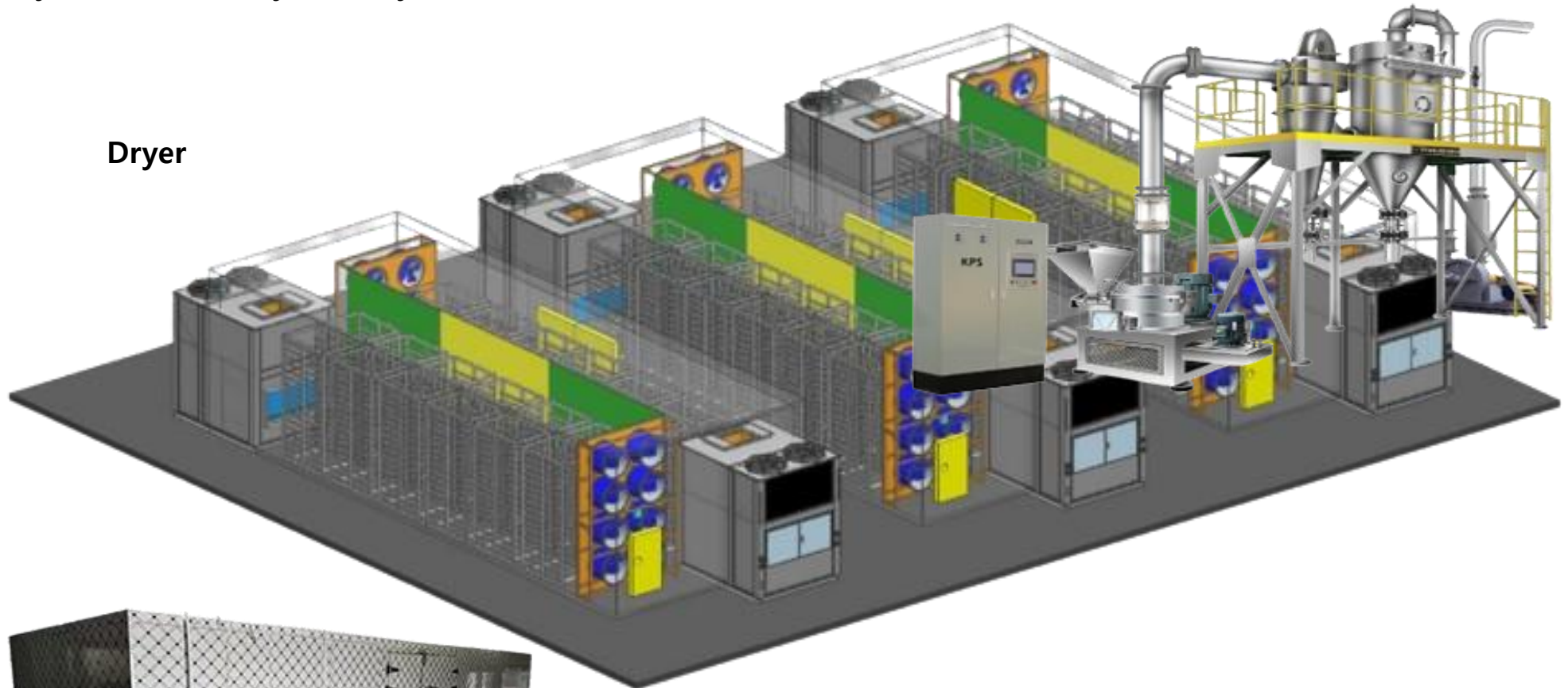
Target of achieving US\$221,539,000

■ Facility overview

■ Status of major equipment facilities

◆ Layer 2 – Beef Jerky and Dry Powder

Dryer



Dryer

■ Facility overview

■ Status of major equipment facilities

◆ Layer 2 – Beef Jerky and Dry Powder



Micro Continuous Sterilizer



Air flow mill

■ Facility overview

■ Status of major equipment facilities

◆ Layer 2 – Beef Jerky and Dry Powder

Powder Automatic Packaging Line



X-ray inspection machine



Metal detector



Checkweigher

Registration of Patents



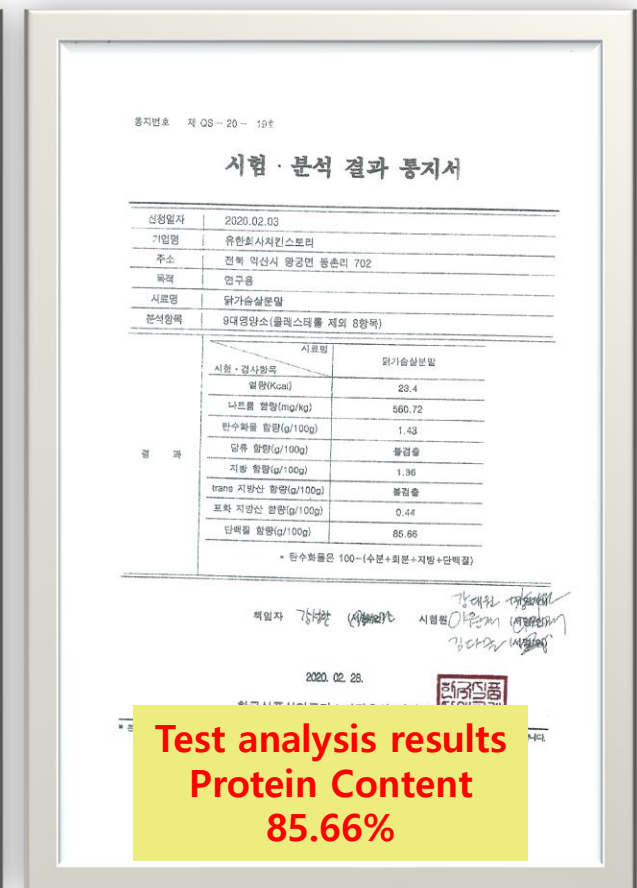
Patented 100% chicken breast dried powder

Patented 100% chicken breast dry powder – registered with the US FDA

Acquire patented processing technology

NO preservatives!, **NO** seasonings!, **NO** flavoring agents!,
NO coloring agents!

Everyone can safely and easily consume protein.



■ Introduction of the product

■ Patented dry powder of 100% chicken breast

◆ Business of dried chicken breast jerky and powder

The world's best ultra-fine chicken breast powder with patented technology

Configuration business of automated system for producing processed chicken breast products

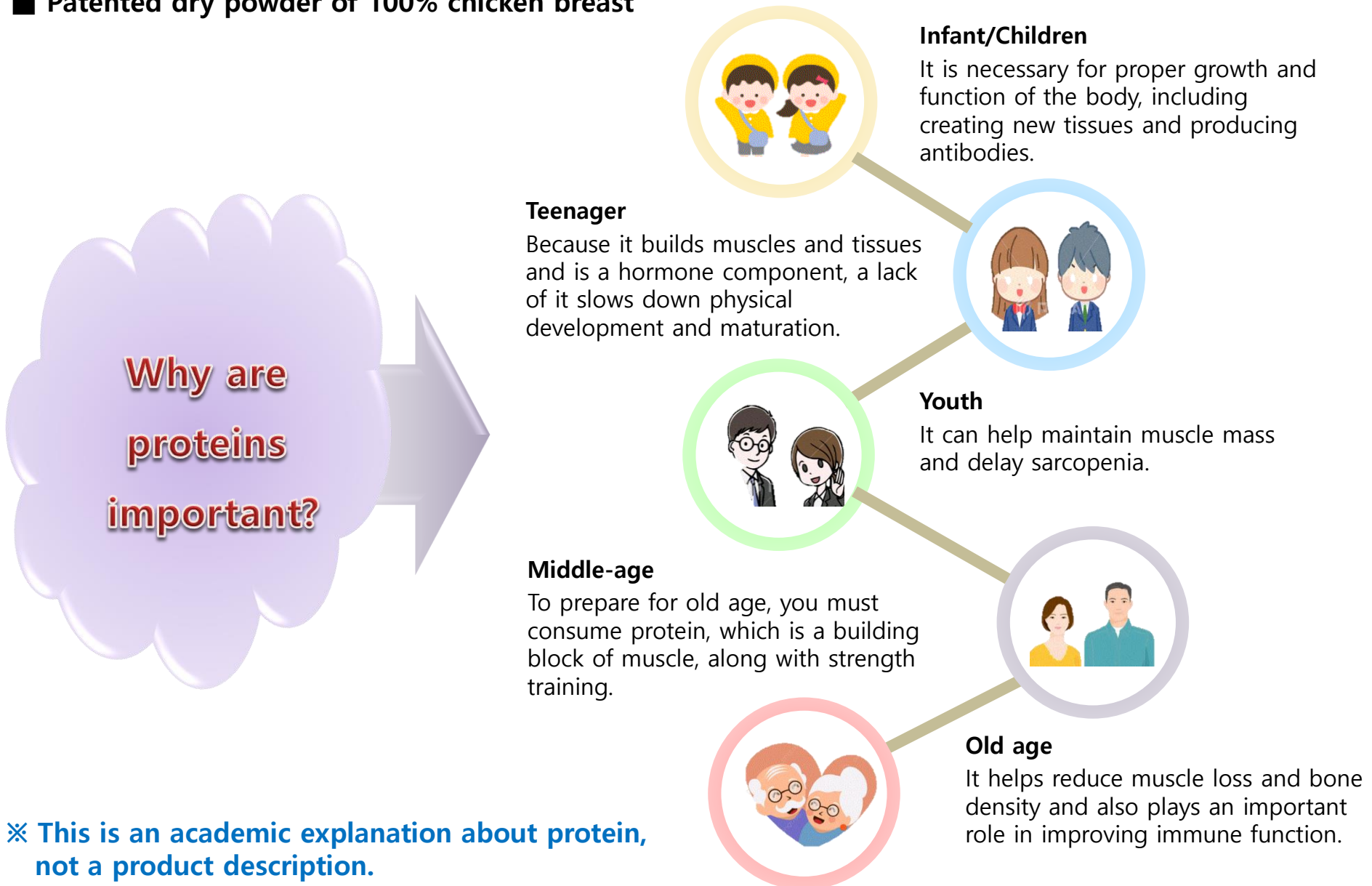
Business details

1. Using powder made from dried chicken breast ↔ boneless beef jerky without any additives and odors,
2. Producing and selling ultra-high protein (85%/100g) processed food.



■ Introduction of the product

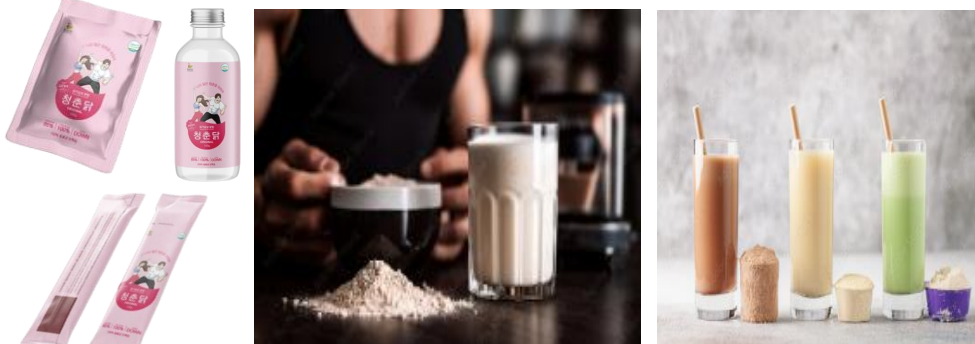
■ Patented dry powder of 100% chicken breast



■ Introduction of the product

■ Patented dry powder of 100% chicken breast

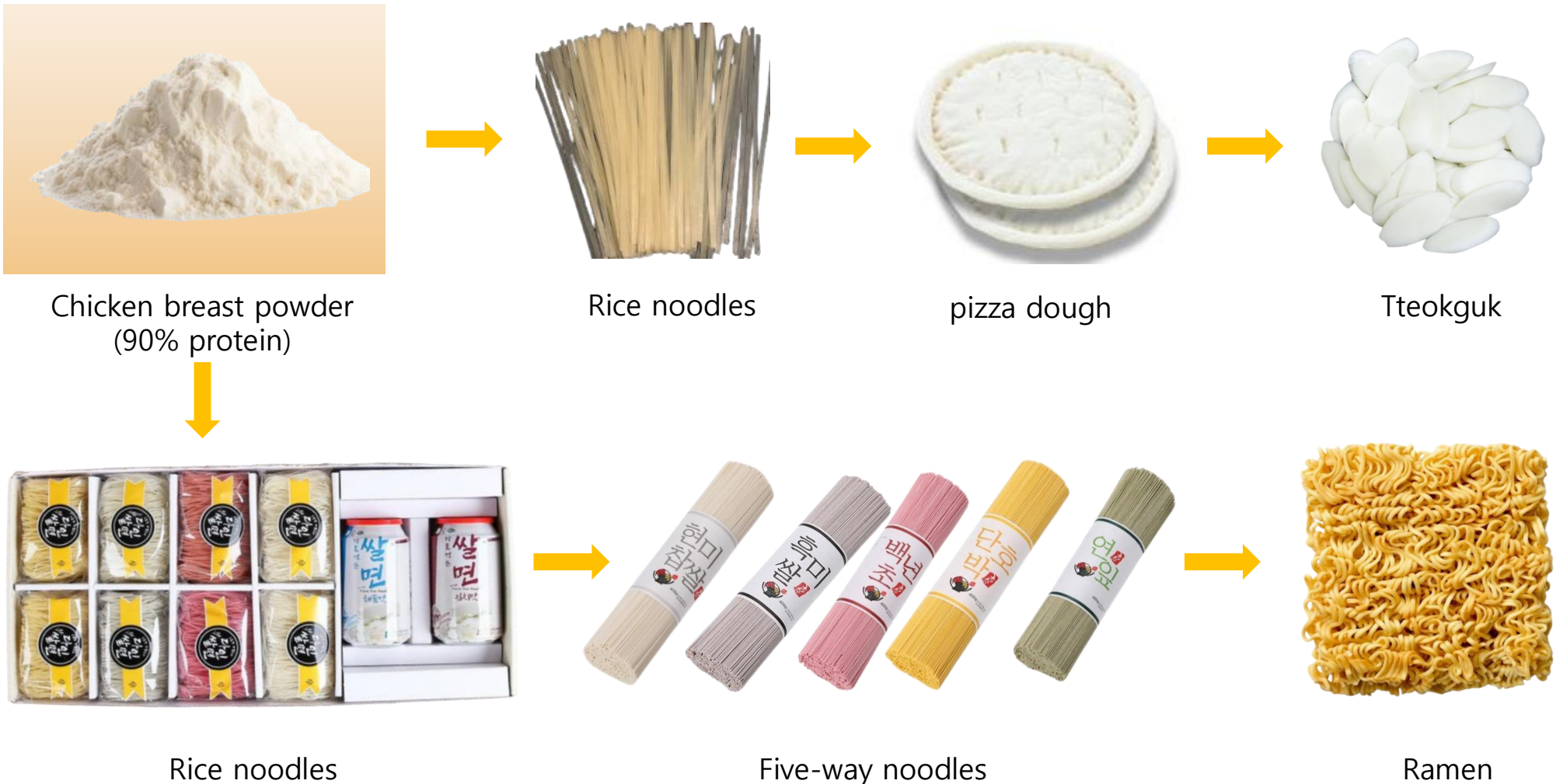
◆ Which would you choose for muscle care?

If you eat it as meat	If you drink it as a powder	No freezer storage, store at room temperature Food can be easily stored/consume anywhere
Protein : 25%	Protein : 85%	Patented dry powder of 100% chicken breast
		
• Cumbersome • Digestive disorders • Discomfort	• Easy and • It's tasty • Delicious taste	• If you drink it with a beverage, it is digested and absorbed quickly, which is very helpful for muscle growth. • Convenient portability, room temperature storage, • Contains essential amino acids that can only be found by consuming meat • No worries about digestive problems • No worries about skin troubles

■ Introduction of the product

■ Application items of chicken breast powder (protein powder)

- ◆ Health-conscious protein product with added chicken breast powder (added to all foods including dumpling skin, pizza dough, tteok(rice cake), ramen, noodles, udong noodles, bread, etc.)rice cake



■ Introduction of the product

■ Application items of chicken breast powder (protein powder)



Chicken breast powder
(90% protein)



Chicken breast protein shake



Character of Cheongchundak

■ Introduction of the product

■ Various agricultural products and dried fruits



Citron chips



Grapefruit chips



Lime Chip



Apple chips



Before drying oranges



After drying the orange



Tangerine Chips



kiwi chips

Fast-growing processed chicken market Processed food using chicken breast, which is attracting attention

빠르게 성장하는 가공 닭고기 시장

국내 가공 닭고기 시장 규모

- 국내 가공 닭고기 시장규모는 2020년 3,100억 원으로 2017년 1,760억 원 대비 76% 증가함. 냉장 닭고기는 2017년 대비 3배 이상 대폭 확대되었고 냉동 닭고기는 같은 기간 1,572억 원에서 2,547억 원으로 성장함. 업계는 2022년 전체 시장규모가 4,000억 원을 돌파할 것으로 전망함
- 이는 건강식 트렌드와 다이어트 열풍으로 닭을 활용한 다양한 제품 소비가 증가했기 때문이며, 특히 특정 부위인 닭가슴살 시장의 성장이 가공 닭고기 시장 확대에 큰 영향을 미친 것으로 보임

<냉동/냉장 닭고기 시장 점유율>



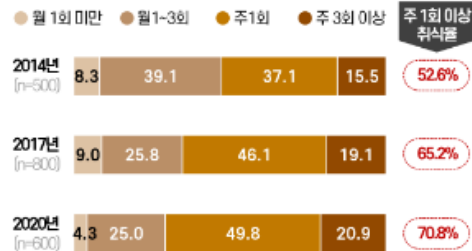
※ 출처: 유로모니터

※ 출처: 서울경제, 허경원도 700억 벌었다... 닭가슴살 시장 4000억 넘바, 2022.03.28
아시아경제, 닭의 변신은 무죄 '3천억 기웃기웃'... 차세대 K푸드 도약 대기, 2020.04.02

국내 닭고기 소비 현황

- 2020년 기준 전체 가구의 약 70.8%가 가정에서 주 1회 이상 닭고기를 취식하고 있으며, 닭고기 취식 빈도는 2014년 이후 꾸준히 증가하고 있음. 또한 연간 닭고기 소비량은 2017년 대비 약 1.20kg 증가한 15.77kg로 나타났으며 COVID-19의 영향으로 가정 내 소비가 가정 외 소비보다 더 큰 폭으로 상승함
- 소비자에게 닭고기는 저렴하고 친숙한 품목인 동시에 닭가슴살 부위는 고단백 식품으로 알려져 다이어트 및 성장기 자녀에게 적합하고 다양한 요리에 활용이 가능하여 취식 빈도가 증가한 것으로 보임
- 또한, 가정 내 소비형태는 생 닭 보다는 가공·즉석조리식품의 소비 증가가 두드러졌으며, 이는 조리 간편성, 제품 다양성, 소량 구매 및 저렴한 가격 등 가공식품의 장점이 영향을 미친 것으로 분석됨

가정 내 닭고기 취식 빈도



닭고기 소비량

연간 1인당 총 소비량(㎏)	2014년	2017년	2020년 최종 소비량	소비량 GAP (2020-2017)	소비량 GAP (2020-2014)
가정 내 소비	생닭	4.03	5.14	5.28	33.5
	가공·즉석 조리식품	1.83	1.15	1.91	12.1
	소계	5.86	6.29	7.19	45.6
	배달	3.17	3.00	3.29	20.9
가정 외 소비	외식	1.23	1.25	7.9	0.02
	소계	3.17	4.23	4.54	28.8
	가정 합계	9.03	10.52	11.73	74.4
	가정 외 외식	3.41	4.05	4.03	25.6
합계	12.44	14.57	15.77	100.0	1.19

※ 출처: 2020 한국인의 가공육 소비 트렌드, 국립축산과학원

주목받고 있는 닭가슴살을 활용한 가공식품

- 과거 딱딱한 식감으로 비선호 부위였던 닭가슴살이 '건강'과 '고단백'이라는 메가트렌드와 맞닿아 소비자층에게 새롭게 인식되면서 닭가슴살을 활용한 가공식품의 수요가 급증하고 있음
- 소비자의 수요에 맞춰 간편하게 먹을 수 있도록 진공 포장된 닭가슴살 제품이 증가하기 시작함. 2010년 초 런칭되어 닭가슴살부터 건강 간편식 범위까지 확장한 '허닭(www.heodak.com)', 소스가 첨가되거나 닭가슴살을 원료로한 이색 제품(만두, 소시지, 과자, 육포 등)을 다양하게 판매하고 있는 '맛잇닭(www.masitdak.com)', '아임닭(www.imdak.com)' 등의 브랜드가 등장하면서 시장이 확대됨.
- 여러 브랜드가 치열한 경쟁을 펼치는 닭가슴살 시장에서 각 제품을 종합적으로 비교하고 구매할 수 있는 닭가슴살 전문 온라인 플랫폼 '랭킹닭컴(www.rankingdak.com)'이 등장하며 소비자의 접근성 및 편리성은 더욱 높아짐

닭가슴살 및 간편식 전문 플랫폼 '랭킹닭컴'

- 2011년 런칭한 국내 최초 닭가슴살 전문 온라인 플랫폼
- 1,300개 이상의 닭가슴살 및 건강 간편식 브랜드가 입점되어 타 가격비교 사이트와 다르게 닭가슴살 제품을 특정해서 가격, 후기 등을 비교할 수 있어 편리성이 높고 최근 '특급배송(새벽 및 당일배송)' 등의 혜택으로 소비자가 원하는 시간에 빠르게 구매할 수 있다는 이점이 있음



※ 출처: 뉴스퀘스트, '랭킹닭컴, 일반배송 확대...여름맞이 식단관리도 문제없어요', 2022.05.09

1 딱딱함은 없애고 부드러운 맛은 살린 포장 닭가슴살

- 업계는 '닭가슴살은 딱딱하다'는 고정관념을 깨기 위해서 여러 조리법(수비드, 훈제 등)을 활용하여 부드럽고 촉촉한 식감을 구현하거나 취식 시 편리한 슬라이스 제품을 출시함. 또한 후추, 허브 등의 향신료로 닭고기 특유의 비릿한 잡내를 제거하고 다양한 맛(까르보나라 맛, 갈비 맛 등)을 추가한 제품, 저염 제품, 냉장보관으로 유통이 가능한 닭가슴살 제품을 출시하고 있음
- 1인분으로 포장된 약 100g~200g 용량의 닭가슴살은 낮은 열량과 다량의 단백질을 함유하여 소비자는 다양한 맛을 즐기며 건강하게 단백질을 섭취할 수 있음

허닭 「슬라이스 닭가슴살 허브믹스」

9가지의 허브를 넣어 향긋하고 은은한 풍미를 느낄 수 있으며 담백한 맛을 살린 슬라이스 닭가슴살

맛잇닭 「소스 닭가슴살 까르보나라」

스팀공법으로 촉촉하고 부드러움을 살리고 치즈와 크림으로 만든 진한 소스 맛이 느껴지는 닭가슴살

CJ 제일제당 더건강한 「닭가슴살 직화 통살구이」

12시간 저온숙성 공법과 오븐과 직화 공법으로 잡내를 없애고 부드러운 살린 냉장 닭가슴살

Chicken, ham, and sausages that are easy and delicious to enjoy

2 간편하고 맛있게 즐기는 닭고기 햄 · 소시지류

- 닭고기 햄 및 소시지 제품은 2003년 하림의 닭가슴살 캔 햄 출시를 시작으로 진화를 거듭하여 현재는 슬라이스, 스테이크, 소시지, 큐브 등 편의성과 활용도를 강화하거나 다양한 맛과 식감의 신제품이 출시됨
- 과거부터 소비자에게 익숙한 진공 포장된 닭가슴살보다 간편하게 먹을 수 있다는 장점이 있고 기호에 따라 맛을 고를 수 있어 소비자의 선호가 높게 나타나며, 밥과 샐러드에 곁들여 먹거나 다른 요리에 부재료로 사용하기 편리하여 활용도가 높음

㈜푸드나무 맛있닭 「닭가슴살 슬라이스햄」 밥을 싸서 먹기 좋게 직사각 형태로 소포장된 닭가슴살 슬라이스햄	맛있닭 「닭가슴살 스테이크 오리지날」 닭가슴살을 다져 패티 형태로 굽고 불고기맛으로 양념한 스테이크 형 닭가슴살	허닭 「닭가슴살 비엔나 소시지」 돈육처럼 탱글한 식감과 다양한 요리에 활용 가능한 비엔나 소시지 오리지널/청양고추 2종
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※ 출처: 각 사 홈페이지

3 닭가슴살을 활용한 이색 제품 Unique food made from chicken breast

- 닭가슴살 가공식품에 대한 수요가 높아지면서 업계는 닭가슴살을 활용하여 만든 육포, 과자, 만두 등 다양한 제품을 출시함. 염분과 당분, 칼로리는 줄이면서 닭가슴살로 단백질 함유량은 높이고 육포의 쫄깃함, 과자의 바삭함, 만두의 촉촉함 등의 특성은 살린 이색 제품이 주목받고 있음

㈜푸드나무 맛있닭 「닭가슴살 육포」 나트륨과 지방을 낮추고 질기지 않은 쫄깃한 식감의 닭가슴살 육포로 오리지널/갈릭페퍼/스파이시 3가지 맛	사조대림 365.24 「닭가슴살 꼬꼬칩」 닭가슴살과 어포를 혼합한 건강 간식 오리지널/스파이시/김스틱 3가지 맛	굽네 「닭가슴살 만두」 닭가슴살로 만든 만두소와 메밀만두피로 만든 건강하고 맛있는 만두로 오리지널/김치/갈비맛/치즈살사 4종
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Diversification of processed chicken food – becoming a daily food

4 비건 식단으로 출시된 닭고기 대체육 제품

- 최근 식품시장에서 떠오르는 '비건' 트렌드의 확산으로 대체육에 대한 관심이 높아지는 가운데, 식물성 원재료(밀 단백질) 만든 제품이 시장에서 새롭게 출시되고 있음
- 닭고기와 같은 식감을 구현하면서 식물성 오일로 육즙을 살린 제품으로 육류 섭취에 부담을 느끼는 소비자, 윤리적, 환경적 소비의 확산으로 육류 대용품을 찾는 소비자에게 적합한 제품임

신세계푸드 노브랜드버거 「노치킨너겟」	롯데푸드 엔네이처 제로미트 「크리스피 너겟/까스」	인테이크 이노센트 「비건 매콤 닭갈비/ 바삭 치킨너겟」
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※ 출처: 각 사 홈페이지

닭고기 가공식품의 다양화...일상식으로 자리매김

- COVID-19로 인한 가정 내 식사 증가는 닭고기 가공식품의 급격한 성장으로 이어짐. 집에서 요리를 즐기는 홈쿡족이 외식에서 즐길 수 있는 닭 요리 제품을 선호하면서 닭 가공식품의 제품군은 확장되었고, 기존 제품은 건강식품이라는 이미지를 강화하는 재료(귀리, 콩 등의 곡물, 누룽지, 인삼)가 새롭게 첨가되어 재출시됨
- 또한 최근의 간편식 트렌드에 맞춰 레토르트 식품, 밀키트 등 다양한 형태의 제품이 출시되고 있음

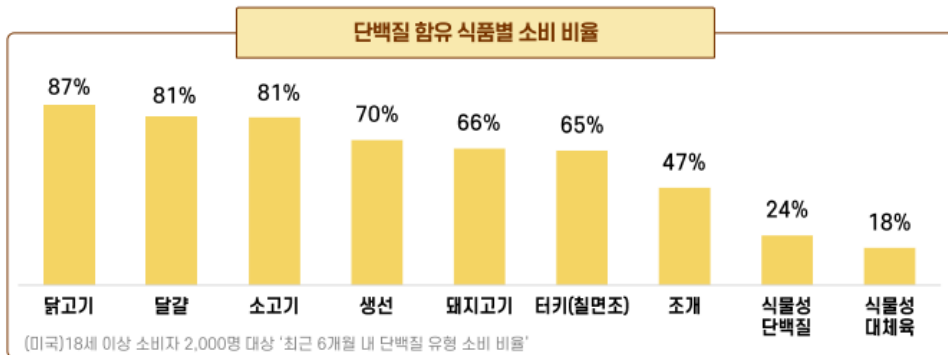
1 가정에서 쉽게 조리하는 고품질 닭 튀김 요리

- 가정 내 에어프라이어 보급률이 급격히 높아지면서 외식이나 배달에 의존했던 닭 요리도 집에서 간편하게 조리해 즐기고 싶어 하는 소비자가 증가함
- 이에 각 업체는 닭을 활용한 간편조리식품 출시에 속도를 내고 있으며 치킨 너겟과 같은 대표적인 제품 외에도 소비자의 취향과 취식 목적(반찬용, 안주용 등)에 따라 선택할 수 있는 제품이 출시되고 있음

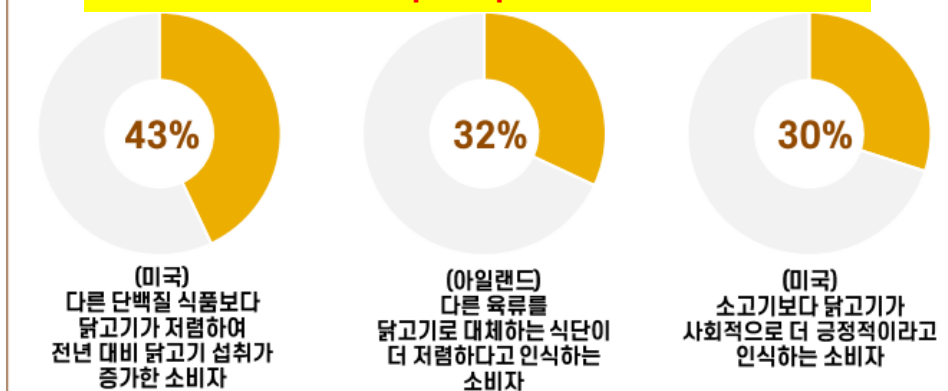
Chicken products selected for a low-fat protein diet

저지방 단백질 식단을 위해 선택한 닭고기 제품

- 건강에 주목하는 전세계적인 트렌드에 따라 소비자는 개인의 건강과 면역력을 위해 식단과 운동에 관심을 갖고 몸에 좋은 재료와 영양소를 챙겨 먹기 위해 노력하는 모습을 보임
- 해외 시장에서도 국내 시장처럼 건강 트렌드에 맞춰 식단을 구성할 때 닭고기를 선택하는 모습을 볼 수 있음. 다이어트, 키토(KETO)식단 등에 필수적인 영양소인 단백질을 섭취하기 위해 소비자는 다량의 단백질이 함유된 닭고기, 달걀, 소고기, 생선 중에서도 익숙하고 간편하게 섭취가 가능한 닭고기를 선택하는 비율이 높게 나타남
- 또한 닭고기가 붉은색을 띠는 다른 육류(소고기, 돼지고기)보다 저렴하고 전반적으로 더 긍정적이라는 인식이 닭고기 수요 증가에 영향을 미친 것으로 예측됨



Overseas consumer perception of chicken breast



BASE: (미국) 전년 대비 가금류를 더 자주 먹는 소비자 492명 / (아일랜드) 육류를 덜 먹는 소비자 442명 / (미국) 소고기 및 닭고기 제품을 리얼한 소비자 (2017~2022.02)

※ 출처: MINTEL, 'Amplify chicken's position as a good value protein', 2022.04
MINTEL, 'Recession-proof meat snacks', 2022.07

Chicken breast products in overseas markets with a focus on health

1 건강에 주목한 해외 시장의 닭가슴살 제품

- 해외 시장에서 주로 유통되는 제품은 칼로리가 적거나 지방 함량이 낮은 닭가슴살이 인기를 끌고 있음. 기름에 튀기는 조리 방법보다 오븐을 활용한 구이 또는 반조리된 식품을 에어프라이어에 2차로 조리해서 먹을 수 있는 제품을 주로 찾아볼 수 있음. '건강'에 대해 관심이 증가하면서 '건강에 도움이 되는 식단'을 구성할 때 닭가슴살 제품을 찾는 것으로 나타남
- 개별 포장된 닭가슴살이 주로 보이는 한국과 달리 해외 시장은 통닭가슴살이 대량 포장된 제품이 주로 유통됨

(미국) Simple truth Organic 「Grilled Chicken Strips」	(미국) Tyson 「Spicy Chicken Bites」	(영국) BUTCHER'S CHOICE 「Chicken breast fillet portions」
방목과 유기농 사료를 먹여 키운 닭으로 만든 그릴 치킨 스트립	에어프라이어 전용 제품으로 기존 제품 대비 75%의 지방 함유량이 감소함	1kg 한 팩에 8조각의 닭가슴살이 포장되어 있어 날개 구매 대비 가격적 측면에서 저렴함

※ 출처: 각 사 홈페이지
MINTEL, 'Amplify chicken's position as a good value protein', 2022.04

2 다양한 요리로 활용되는 닭가슴살 제품

- 해외 시장에서 닭고기는 주요한 단백질 섭취원으로 인식되며 이러한 제품은 간단한 재료로 다양한 곳에 활용될 수 있으며 양념 등으로 가미가 된 것이 특징임. 인도네시아 전통 요리인 '사테'의 형태로 다양한 양념을 한 닭고기를 꼬치로 꽂아 섭취가 편리하도록 만든 제품이 출시됨
- 이외에, 시금치 치킨 요리(Spinach Stuffed Chicken Breast)를 손쉽게 먹을 수 있도록 닭가슴살과 시금치를 섞어 만든 제품, 햄버거 패티를 닭가슴살로 만든 제품 등 소고기나 기존에 있던 요리를 더 손쉽게 먹을 수 있도록 가공된 제품을 또한 선보이고 있음

■ Status of total investment cost

• Unit : US\$

Key Investment Feature			
2024 Year / Investment amount - US\$6,884,617			
Category	Own funds	External procurement	Total Amount
1. Land 3,234m ² (within the Iksan National Food Cluster complex)	346,154	0	346,154
2. Building, wastewater treatment plant, HACCP facility (3,300m ²)	946,154	3,284,616	4,230,770
3. 2nd floor mechanical facilities (drying line, powder line) 1st and 2nd floor floor construction, 1st and 2nd floor ducts, 1st and 2nd floors freezing, refrigeration, air conditioning)	153,847	2,153,847	2,307,693
4. Planned mechanical equipment on the first floor in 2025 year : US\$1,923,080			
Total	1,446,155	5,438,463	6,884,617

■ Marketing Plan



■ Monthly sales plan for each product – (estimated)

Unit : US\$1,000

Maximum production capacity (based on operation of 7 hours per day / 22 days per month / 264 days per year)

Division	Product name	Unit	Quantity (ton) month	Monthly sales	Quantity (ton) year	Annual sales	Remarks
1	Chicken breast powder, beef jerky	kg	19.8	1,066	237.6	12,794	1kg / 70,000 (US\$53.85)
2	Boneless chicken feet	kg	13.2	122	158.4	1,462	1kg / 12,000 (US\$9.23)
3	Chicken and duck (distribution sales)			2,308		27,692	이익 5%
	Total		33	3,495	396	41,948	

■ Marketing Plan



■ Estimated Sales Plan – 5-Year Expected Sales Plan Unit : US\$1,000

5 year sales plan (estimated sales)									Unit : US\$1,000
Division	Product Name	Unit	Selling price	Expected sales amount					Remarks
				FY2024	FY2025	FY2026	FY2027	FY2028	
1	Chicken breast powder, beef jerky	1kg	80,000	3,204	11,828	11,828	20,094	21,865	
2	Boneless chicken feet	1kg	12,000	487	2,923	8,769	11,692	14,615	
3	Chicken, duck (distribution sales)			7,693	23,077	26,923	30,769	38,462	
				11,383	37,828	47,520	62,555	74,942	

★ Boneless chicken feet machine sales will increase with additional mechanical equipment from 2025

■ Secured business lines

■ Secured sales clients and expected sales						Unit : US\$1,000
NO.	Client	Commodity	Supply timing	Expected sales	Where to sell	Remarks
1	Felicity Co., Ltd.	Chicken skewers, retort jerky, powder, boneless chicken feet	October 2024	385	Military supply, overseas export	MOU agreement completed
2	Yoriya Co., Ltd.	Chicken breast powder, retort, boneless chicken feet	October 2024	77	School meals and distribution	MOU agreement completed
3	Cell Duck Co., Ltd.	Retort, chicken breast powder	October 2024	77	Convenience store, home shopping	MOU agreement completed
4	Nature Farmer Co., Ltd.	Retort, chicken breast powder	October 2024	154	Online sales	MOU agreement completed
5	Great Farm, an agricultural corporation	Chicken breast powder (chicken breast jelly stick production)	October 2024	385	Overseas export	Conclusion of supply contract
6	Mediquits Co., Ltd. (Bardak)	Chicken breast powder, beef jerky, retort, steak, cube	November 2024	231	Online sales	Conclusion of intent to purchase
7	Dain F&C Co., Ltd.	Chicken Breast Powder (Chicken Breast Rice Noodle)	October 2024	231	Overseas export	Conclusion of supply contract
	Total			1,540		

Sales growth and net operating cash flow before tax

Unit : US\$1,000

YR	Sales	Growth Rate	Operating Profit	
2024	4,165,986	N/A	661.33	21%
2025	19,826,400	476%	5,667.4	37%
2026	26,435,000	133%	7,543.56	37%
2027	33,044,000	125%	9,420.03	37%
2028	39,652,800	120%	11,150.98	37%
SUM	123,124,186		34,443.30	36%

5 years	Operation margin	27%	
	Average sales gross profit ratio	26%	
	Operating profit margin	36%	
[Market value of the company]			
Based on 5-year present value :		38,461.54	US\$1000
Includes future value and permanent value :		76,923.08	US\$1000

■ Financial Statements



■ Profit and loss statement

Unit : US\$1,000

Category	FY2024	Rate	FY2025	Rate	FY2026	Rate	FY2027	Rate	FY2028	Rate	Total	Rate
Sales	3,205	100%	15,251.1	100%	20,334.62	100%	25,418.5	100%	30,502.15	100%	94,711	100%
Cost of sales	1,283	40%	6,409.2	42%	8,545.61	42%	10,682.02	42%	12,818.42	42%	39,737.74	42%
gross profit	1,922	60%	8,842	58%	11,789	58%	15,013.37	58%	17,683.74	58%	54,973.18	58%
S&A expenses	1,261	39%	3,175	20%	4,245.4	20%	5,316.42	20%	6,532.76	21%	20,529.9	22%
Labor costs	219	6.8%	1,087.5	7.1%	1,450	7.1%	1,812.5	7.1%	2,175	7%	6,743.7	7%
manufacturing cost	929	29.0%	1,857.8	12%	2,477	12.2%	3,096.3	12.2%	3,715.52	12%	12,075.43	13%
depreciation cost	111	3.5%	221.54	1.5%	295,385	1.5%	369.23	1.5%	60.46	0%	1,057.38	1%
R&B	2.3	0.1%	7.7	0.1%	23.1	0.1%	38.46	0.2%	581.82	2%	653.36	1%
operating profit	661.3	20%	5,667.4	37%	7,543.56	37.1%	9,420.03	37.1%	11,151	37%	34,443.3	36%
Non-operating income	-		-		-		-		-			
interest cost	69.2	2.2%	276.92	1.8%	277	1.4%	277	1.1%	276.92	1%	1,177	1%
Ordinary profit	592.1	18.5%	5,390.5	35%	7,267	35.7%	9,143.10	36%	10,874.1	36%	33,266.37	35%
corporate tax expense	145.5	4.5%	1,186	7.8%	1,598.7	7.9%	2,011.48	7.9%	2,392.3	8%	7,349.22	8%
Net Income	446.6	13.9%	4,204.6	27.6%	5,668	27.9%	7,131.62	28.1%	8,481.76	28%	25,932.54	27%

★ The profit and loss statement does not reflect distribution sales.

■ Financial Statements



■ Balance Sheet

Unit : US\$1,000

Category	FY2024	FY2025	FY2026	FY2027	FY2028
Cash (Working Capital)	268.51	1,055.86	1,957.28	3,512.25	2,210.64
Cash (Excess Cash)	725.42	1,216.43	1,042.77	7,341.21	8,899.1
Account receivable	234.21	172.56	180.13	936.1	1,048.43
inventory assets	233.50	316.74	323.36	364.02	407.71
Other current assets	0	83.58	188.56	140.41	157.26
investment assets	0	0	0	243.6	272.83
Tangible Assets	5,557.20	5,618.71	6,508.68	8,003.26	9,217.57
Intangible Assets	346.15	1,977.0	3,202.31	4,239.77	4,707.7
Total assets	7,365.0	10,441.57	13,403.1	24,771.63	26,921.21
Trade payables	504.68	541.99	649.30	1,040.11	1,164.92
Other current liabilities	657.06	541.86	502.66	208.02	232.98
short-term borrowings	1,425.42	1,002.38	757.47	0	0
long-term borrowings	2,259.38	1,375.62	705.62	0	0
total debt	4,846.54	3,461.84	2,615.04	1,248.13	1,397.90
Capital + capital surplus	1,153.85	1,538.46	2,307.70	3,076.92	3,846.15
retained earnings	1,364.62	5,441.61	8,480.36	26,580.549	21,677.16
Total capital	2,518.46	6,980.07	10,788.05	20,446.58	25,523.31
Total debt and equity	7,365.0	10,442.0	13,403.1	24,848.55	26,921.21

■ Required funds plan

■ Payment plan for 2nd floor machinery funds

Unit : US\$

Remarks	Division	Contract amount	Down payment	Interim payment	Balance	Tot
Expenditure	1st mechanical equipment	2,166,831	1,083,415.4	650,049.23	433,366.15	2,166,831
※ Attachment of machine statement						
※VAT included						
Total		2,166,831	1,083,415.4	650,049.23	433,366.15	2,166,831

■ Required funds plan

■ Purchase status of mechanical equipment for the 2nd floor factory

NO.	Product name	Specification	Manufacturer	Q'ty	Unit price	Amount	VAT	Total
1	Wagon salt mixer	RH-01/L930XW830XH1,050/380V60Hz1.5kw	Summit Tech Co., Ltd.	1	5,000	5,000	500	5,500
2	automatic box packaging machine	GPB-50/ L2,400XW2,050XH1,650/ 0.4kw	Summit Tech Co., Ltd.	1	35,000	35,000	3,500	38,500
3	Styrofoam Box Taping Machine	JS-FS10/ L3,000XW1,500XH1,600/ 380V60Hz 1.1kw	Summit Tech Co., Ltd.	1	30,000	30,000	3,000	33,000
4	Boneless chicken foot excavation machine	GY-QG(JZ-3)Chicken foot bone removal machine L1,700*W2000*H2200	Summit Tech Co., Ltd.	3	180,000	540,000	54,000	594,000
5	Tapping machine	CLI-1650/ L2545*W1650*H2310/ 380V60Hz 1.5kw	Summit Tech Co., Ltd.	1	5,500	5,500	550	6,050
6	1Rotary cutter mill-1st	Primary crusher 4p380v 7.5kw	Korea Powder Machine Co., Ltd.	1	45,000	45,000	4,500	49,500
7	2Screw conveyor	transfer supply device 4p380v 0.75kw	Korea Powder Machine Co., Ltd.	1	15,000	15,000	1,500	16,500
8	3Acm pulverizing system	Air flow fine grinding system 380v4p37.5	Korea Powder Machine Co., Ltd.	1	250,000	250,000	25,000	275,000
9	Metal extractor	metal withdrawal machine 220v	Everything Dahae Co., Ltd	1	6,500	6,500	650	7,150
10	weight sorting machine	weight sorter 220v	Everything Dahae Co., Ltd	1	8,500	8,500	850	9,350
	Sub total					940,500	94,050	1,034,550

■ Required funds plan

■ Purchase status of mechanical equipment for the 2nd floor factory

NO.	Product Name	Specification	Manufacturer	Q'ty	Unit price	Amount	VAT	Total
11	x-ray inspection machine	X-ray inspection machine	Everything Dahae Co., Ltd	1	37,000	37,000	3,700	40,700
12	Miura Steam Boiler	Miura Gernox Steam Boiler 1,5T380v3상4p 10kw 220v	Seohan ENG Co., Ltd.	1	54,23.419	108,470.84	10,847.08	119,317.92
13	Steam piping work on the 1st and 2nd floors	Steam piping work on the 1st and 2nd floors	Seohan ENG Co., Ltd.	1	19,529.16	19,529.16	1,952.92	21,482.08
14	Air compressor	Compressor 20HP 380V3P60Hz 1,5kw	Seohan ENG Co., Ltd.	1	16,800	16,800	1,680	18,480
15	Eelectric water heater	UP-40006T/ 1,650*2600 single phase220V/three phase 380V40kw	Seohan ENG Co., Ltd.	1	8,000	8,000	800	8,800
16	Dryer	DH-K15-2H/L8500*W3200*H2400/ urethane 100TSTS	Daesung F&B Co., Ltd.	3	166,666.67	500,000	50,000	550,000
17	Automatic powder packaging line	DSE-308/Feeder, bottle washing machine, filling machine, capping machine, labeler, shrinker	Daesung F&B Co., Ltd.	1	130,000	130,000	13,000	143,000
18	Meat Slice Cutting Machine	DSE-400/ L2500*W400*H750/ 22V1kw	Daesung F&B Co., Ltd.	1	30,000	30,000	3,000	33,000
19	chicken breast quantitative cutting machine	MQJ300-II/ L4220*W1120*H1360/380V60Hz 1.21kw	Daesung F&B Co., Ltd.	1	68,000	68,000	6,800	74,800
20	Chicken Breast Cut Meat Slicer	LF-100/ L2100*W700*H1400/ 380V60Hz1.3kw	Daesung F&B Co., Ltd.	2	15,000	30,000	3,000	33,000
	Sub total					947,800	94,780	1,042,580

■ Required funds plan



■ Purchase status of mechanical equipment for the 2nd floor factory

Unit : ₩ 1000 Won/Korea/US\$

NO.	Product Name	Specification	Manufacturer	Q'ty	Unit price	Amount	VAT	Total
21	Box cart	DSE-313/ L1000*W1400*H50	Daesung F&B Co., Ltd.	207	70	14,490	1,449	15,939
22	Worktable	DSE-316/ L1800*W600*H750 STS304	Daesung F&B Co., Ltd	30	750	22,500	2,250	24,750
23	Sink	DSE-317/2-piece sink L1500*W500*H750/ L900*W500*H750 1EA	Daesung F&B Co., Ltd	20	500	10,000	1,000	11,000
24	Wagon	2001	Daesung F&B Co., Ltd	20	600	12,000	1,200	13,200
25	Powder Stick Packaging Machine	Powder Stick Packaging Machine 30g	Daesung F&B Co., Ltd	1	22,000	22,000	2,200	24,200
26	Microwave Sterilizer	L11700*W840*H1750	Daesung F&B Co., Ltd	1	70,000	70,000	7,000	77,000
27	Cooler 600W	DSE-305/ L8000*W600*H800/380V3 phase 4P8kw	Daesung F&B Co., Ltd	1	20,000	20,000	2,000	22,000
28	Cooler 1,500W	DSE-305-1/ L13000*W1500*H800/ 380V3 phase 4P20kw	Daesung F&B Co., Ltd	1	40,000	40,000	4,000	44,000
29	Three-sided packaging machine	DE-420/ L4200*W2300*H900/ 380V60Hz5kw	Daesung F&B Co., Ltd	3	36,000	108,000	10,800	118,800
30	Freezing/refrigeration/air conditioning	Freezing/refrigerated air conditioning	Daesung F&B Co., Ltd	1	520,000	520,000	52,000	572,000
	Sub total					838,990	83,899	922,889
₩	Grand Total					2,727,290	272,729	3,000,019
US\$		(Rate : US\$ 1 = 1,300Won)			US\$	2,097,915	209,791	2,307,706

■ Manufacturing cost statement

■ 2nd floor production powder cost statement

Product Name	Weight	Rratio	Unit price	Drainage	Weight	Loss rate	Loss weight	Total weight	Amount	Unit price	Weight	Individual price
Chicken Breast SL	5,000		5,000	1	5,000	0.82	4,100	900	25,000,000	27,778	1	27,778
										생산량	1	22
Total	5,000			1	5,000		4,100	900	25,000,000		900	19,800
Product Name	Unit price	Ratio	Unit price	Weight	Q'ty	Unit price	Q'ty	Daily amount	Monthly amount	Annual amount		
Powder	27,778	39.7%	27,778	1	1	27,777.8	900	25,000,000	550,000,000	6,600,000,000		
vacuum vinyl	120	0.2%	120	1	1	120.0	900	108,000	2,376,000	28,512,000		
	-	0.0%			15	-	60	-	-	-		
outer box	150	0.2%	1,500		10	150.0	90	135,000	2,970,000	35,640,000		
Others	-	0.0%	10		10	1.0	900	9,000	198,000	2,376,000		
Logistics costs	20.0	0.0%	20		1	20.0	900	18,000	396,000	4,752,000		
Total	28,068	40.1%				28,069		25,270,000	555,742,000	6,668,904,000		
Product Name	Unit price	Ratio	Monthly Fee	Output	Q'ty	Unit price	Q'ty	Daily amount	Monthly amount	Annual amount		

■ Manufacturing cost statement

■ 2nd floor production powder cost statement

Product Name	Weight	Rratio	Unit price	Drainage	Weight	Loss rate	Loss weight	Total weight	Amount	Unit price	Weight	Individual price
manufacturing expenses	614	0.9%	12,150,000	19,800	1	613.6	900	552,273	12,150,000	145,800,000		
Total	614	0.9%	12,150,000			613.6		552,273	12,150,000	145,800,000		
General management fee	7,245	10.3%	143,448,200	19,800	1	7,244.9	900	6,520,373	143,448,200	1,721,378,400		
Total	7,245	10.3%	143,448,200			7,244.9		6,520,373	143,448,200	1,721,378,400		
Labor costs	4,789	6.8%	94,829,636	19,800	1	production date	Division	Unit price	personnel	Daily salary	Salary	Annual salary
						22	Man	100,350	5	501,750	11,038,500	132,462,000
							Female	95,455	20	1,909,100	42,000,200	504,002,400
							Indirect labor costs	135,455	4	541,820	11,920,040	143,040,480
							Executives	193,182	5	965,910	21,250,020	255,000,240
Total	4,789	6.8%	94,829,636				Total		34	3,918,580	86,208,760	1,034,505,120
Cost	58.2%	Sselling price	100.0%	margin	41.8%					Severance pay	8,620,876	-
	40,716		70,000		29,284							
Date	Amount	Q'ty	Total	Ratio	Division	Date	Amount	Q'ty	Amount	Ratio	Month	Annual sales
1	29,284	900	26,355,917	41.8%	monthly net profit	22	29,284	19,800	579,830,164	41.8%	12	6,957,961,968

■ Manufacturing cost statement

■ 2nd floor production powder cost statement

Product Name	Weight	Rratio	Unit price	Drainage	Weight	Loss rate	Loss weight	Total weight	Amount	Unit price	Weight	Individual price
1	40,716	900	36,644,083	58.2%	monthly purchase	22	40,716	19,800	806,169,836	58.2%	12	9,674,038,032
1	70,000	900	63,000,000	100.0%	monthly sales	22	70,000	19,800	1,386,000,000	100.0%	12	16,632,000,000
electricity bill	water bill	gas bill	Wastewater management fee									
10,000,000	150,000	2,000,000	-								Total	12,150,000
bank interest	Four major insurances	Fire insurance premiums	Electrical safety management fee	Firefighting management fees	Elevator management fee	Disinfection cost	kt internet phone	Forklift Rent	Water purifier rental	Rent 1475	Rent 6375	Rent 3536
28,000,000	6,272,200	-										
Carnival	Land Tax	repair costs	Entertain-ment expenses	corporate card		Livestock inspection fees	Caps	Vehicle maintenance cost	Fee paid	tax preparation fee	Employee Meals	dinner expenses
650,000	38,000	1,000,000	3,000,000	10,000,000	-	1,000,000	-	5,000,000	1,000,000	-	4,488,000	2,000,000
etc(reserve)	Advertising costs	Consumables cost	Travel and transportation expenses	Machine depreciation cost	Ordinary development costs	Industrial Property Rights						
10,000,000	50,000,000	2,000,000	1,000,000	16,000,000	1,000,000	1,000,000				-	Total	143,448,200
										Powder Division	salary	94,829,636
										Total expenditure		806,169,836

"We will create safe and healthy food"

Based on our food production technology know-how accumulated over many years, we have been researching and developing automated production systems for hygienic and healthy dried food jerky and powder, skewers, tteokgalbi, hamburger steak, and retort.

In addition, we are constantly striving to establish a healthy food culture with the belief that we are responsible for everything from the purchase of raw materials to the evaluation of the final consumer through strict quality control.

Medifood Co., Ltd. will strive to provide satisfactory products to consumers and satisfactory profits to investors through continuous research and endless challenges.

Thank you

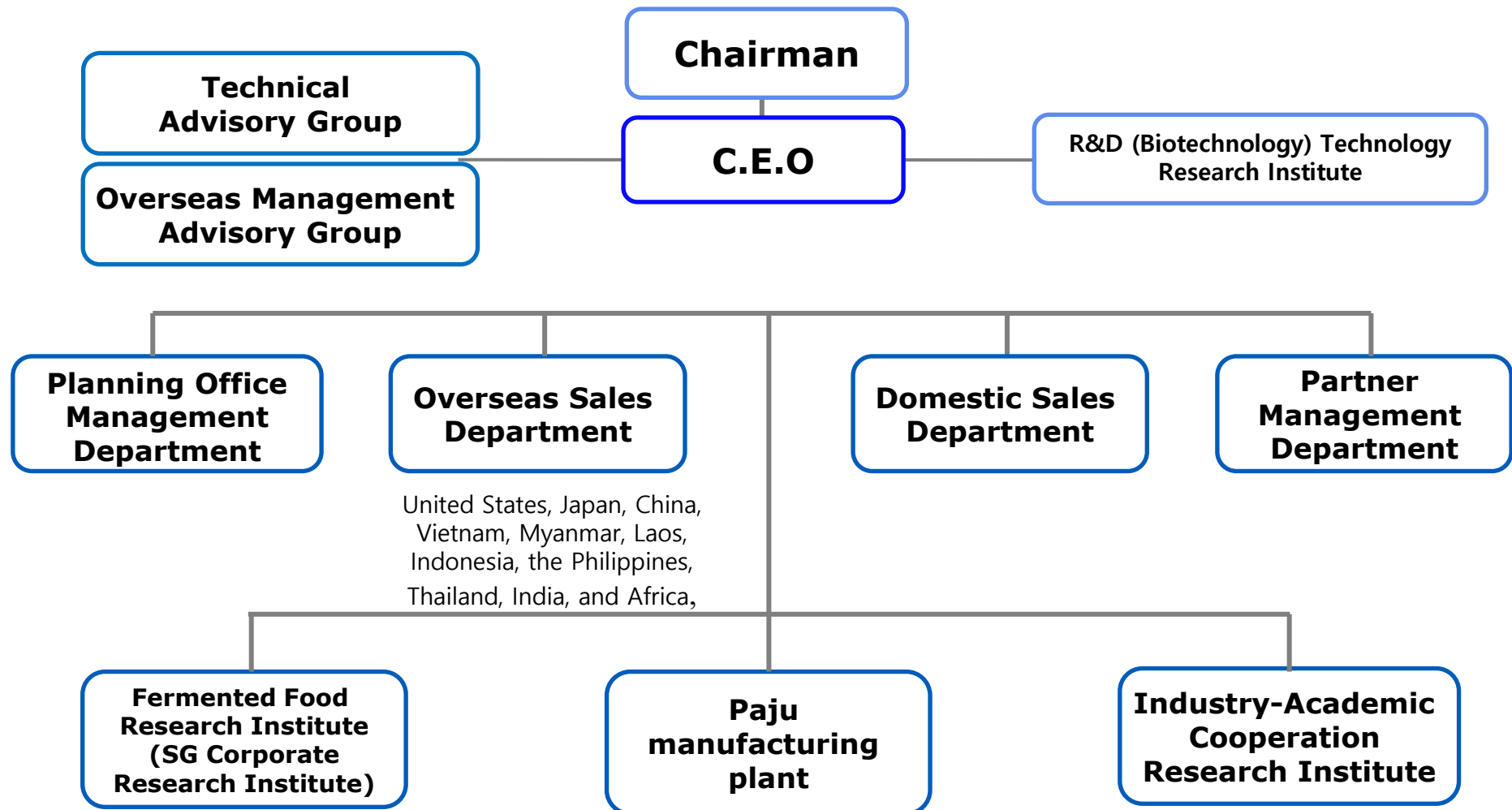


Kimchi manufacturing business
based on Korean ginseng

Image



Organizational structure



Selenium & Zinc

■ What is selenium?

- Antioxidant power is a whopping 2,000 times that of vitamin E.
- Protects cells from free radicals, preventing aging.
- Eliminates radioactive substances and heavy metals.
- Maintains healthy male reproductive function, increasing the likelihood of conception.

■ What is zinc?

- Involved in DNA and RNA synthesis, it plays an essential role in cell differentiation, proliferation, and gene expression.
- Growth and tissue skeletal formation.
- Promotes reproductive and immune function.
- Involved in diabetes prevention and blood sugar control.



About specially cultivated ginseng

Hydroponic ginseng used in food is grown in an eco-friendly nutrient solution and is completely pesticide-free

+7 times more Saponin (Ginsenoside)

<Saponin> Nourishing, Immunity-boosting, Anticancer Effects

Saponin boosts immunity and helps with anticancer effects and nutrient tonicity!!
The leaves of fresh ginseng grown in eco-friendly nutrient solutions used in SG foods contain up to eight times more saponin than the roots.

Stay healthy and slim! GABA

<Gamma-Aminobutyric Acid> Prevents high blood pressure, diabetes, and obesity

This ingredient helps with obesity, diabetes, and high blood pressure, two of the biggest concerns for modern people. It also helps with insomnia, depression, and mental stability.



White Jade Skin Ginsenoside F5

<Ginsenoside F5> v Skin Whitening, Anti-Aging

Ginsenoside F5 is an excellent whitening ingredient that suppresses the production of nitric oxide, a substance that causes inflammation, and inhibits melanin production in response to UV rays and other stimuli. It is present in 8-9 times more concentration than 6-year-old ginseng.

Cancer Cell Inhibition Flavonoids

<Flavonoids> Powerful Antioxidant Effects

Flavonoids, which possess powerful antioxidant properties, help prevent adult diseases, improve blood circulation, and hair loss, and are effective in suppressing cancer cells.

Hangover Relief ALA, ASN

<Alanine, Aspartic Acid>
Lowers Cholesterol, Strengthens Liver Function

This ingredient lowers blood cholesterol and strengthens liver function, helping relieve hangovers and lower blood sugar levels, accelerating recovery!

Patent registration for ginseng kimchi

특허증
CERTIFICATE OF PATENT

특허
Patent Number 제 10-1995715 호

출원번호
Application Number 제 10-2018-0153682 호

출원일
Filing Date 2018년 12월 03일

등록일
Registration Date 2019년 06월 27일

발명의 명칭
Title of the Invention
아연 및 셀레늄이 융합된 기능성 인삼김치의 제조방법

특허권자
Patentee
등록사항란에 기재

발명자
Inventor
등록사항란에 기재

위의 발명은 「특허법」에 따라 특허등록원부에 등록되었음을 증명합니다.
This is to certify that, in accordance with the Patent Act, a patent for the invention has been registered at the Korean Intellectual Property Office.

2019년 06월 27일

특허청장
COMMISSIONER,
KOREAN INTELLECTUAL PROPERTY OFFICE

박원주

QR코드로 현재기준
등록사항을 확인하세요

특허청
Korean Intellectual
Property Office

Patent No. 10-1995715
Method for Producing Functional Ginseng Kimchi
Containing Zinc and Selenium

Product Summary

K-Ginseng food

"Securing large quantities and securing exclusive supply of ginseng, a functional food ingredient."

"Manufacturing and supplying functional foods that are delicious and nutritious."

Application of
new technology

Mass selenium
extraction technology
from mushrooms

High-concentration
zinc extraction
technology from
oysters

Ginseng sprout
cultivation technology
containing high
concentration of
saponins

Fusion and
fermentation
methods

Kimchi, soybean paste, red pepper paste, soy sauce

Types of ginseng kimchi



Ginseng kimchi



Old kimchi



Ginseng white kimchi



Ginseng Chonggak kimchi



Ginseng Gotkimchi



Ginseng green onion kimchi



Ginseng dongchimi



Ginseng Kkakdugi



Ginseng young radish kimchi



Ginseng water kimchi



Ginseng chive kimchi



Ginseng cucumber salad

Characteristics of ginseng kimchi



Powerful antioxidant power removes active oxygen and inhibits skin cell aging.

Strengthens the body's immune system to enhance immunity

Enhances sexual function and facilitates reproductive function

Involved in diabetes prevention and blood sugar control

Growth and tissue skeletal formation

Emission of radioactive substances and heavy metals

Inhibits cancer cells and strengthens liver function

Helps improve adult diseases such as high blood pressure, diabetes, and obesity

Maintaining healthy male reproductive function increases the chances of conception

Characteristics of ginseng soybean paste



Powerful antioxidant power removes active oxygen and inhibits skin cell aging.

Strengthens the body's immune system to enhance immunity

Enhances sexual function and facilitates reproductive function

Involved in diabetes prevention and blood sugar control

Growth and tissue skeletal formation

Emission of radioactive substances and heavy metals

Inhibits cancer cells and strengthens liver function

Helps improve adult diseases such as high blood pressure, diabetes, and obesity

Maintaining healthy male reproductive function increases the chances of conception

Characteristics of ginseng gochujang



Powerful antioxidant power removes active oxygen and inhibits skin cell aging.

Strengthens the body's immune system to enhance immunity

Enhances sexual function and facilitates reproductive function

Involved in diabetes prevention and blood sugar control

Growth and tissue skeletal formation

Emission of radioactive substances and heavy metals

Inhibits cancer cells and strengthens liver function

Helps improve adult diseases such as high blood pressure, diabetes, and obesity

Maintaining healthy male reproductive function increases the chances of conception

Characteristics of ginseng soy sauce



Powerful antioxidant power removes active oxygen and inhibits skin cell aging.

Strengthens the body's immune system to enhance immunity

Involved in diabetes prevention and blood sugar control

Growth and tissue skeletal formation

Emission of radioactive substances and heavy metals

Inhibits cancer cells and strengthens liver function

Helps improve adult diseases such as high blood pressure, diabetes, and obesity

Maintaining healthy male reproductive function increases the chances of conception

Sales progress



Domestic

- Kimchi
- Makgeolli
- Red pepper paste
- Soybean paste
- Soy sauce

- + Preparing for TV home shopping sales
- + Establishing an online shopping mall
- + Sales through network marketing
- + Sales through partnerships with distribution groups
- + Offline sales through supermarkets and department stores
- + Recruiting nationwide distributors and dealers



Overseas

- Kimchi
- Makgeolli
- Red pepper paste
- Soybean paste
- Soy sauce

- + Negotiating a technology partnership with a Chinese kimchi company
- + Negotiating exports and imports with a Chinese network marketing company
- + Negotiating exports and imports with a Vietnamese state-owned enterprise
- + Negotiating exports and imports with a major Vietnamese distributor
- + Negotiating exports and imports with major companies in the U.S., U.K., India, Australia, and Japan

National sales network (progress plan)



Seoul	OO sole distributors	OOO Dealer
Busan	OO sole distributors	OOO Dealer
Incheon	OO sole distributors	OOO Dealer
Daegu	OO sole distributors	OOO Dealer
Daejeon	OO sole distributors	OOO Dealer
Gwangju	OO sole distributors	OOO Dealer
Ulsan	OO sole distributors	OOO Dealer
Gyeonggi	OO sole distributors	OOO Dealer
Chungbuk	OO sole distributors	OOO Dealer
Chungnam/Seiona	OO sole distributors	OOO Dealer
Kangwon	OO sole distributors	OOO Dealer
Gyeongbuk	OO sole distributors	OOO Dealer
Gyeongnam	OO sole distributors	OOO Dealer
Jeonbuk	OO sole distributors	OOO Dealer
Jeonnam	OO sole distributors	OOO Dealer
Jeju	OO sole distributors	OOO Dealer
	OO sole distributors	OOOO Dealer

Business Operation Strategy

Core Strategy

Food that satisfies both taste and health!

Food that meets consumers' needs!

A customer once, a customer twice!
A strategy for spreading word-of-mouth marketing

Business policy

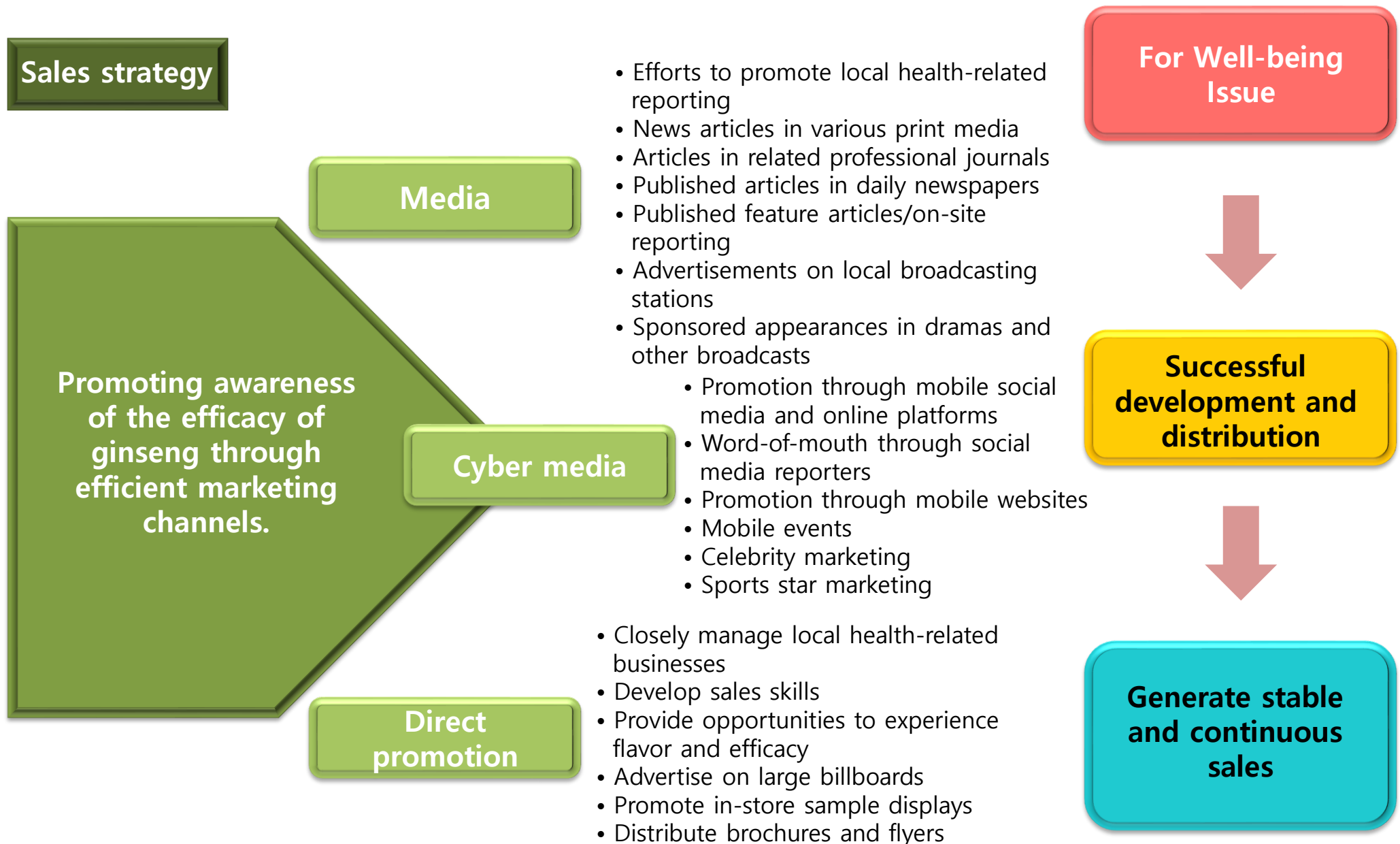
A product that customers experience and ultimately choose...
Maximizing its benefits

The product you most want to taste...
Building customer satisfaction and trust

We develop a trustworthy business that customers can trust by using high-quality food ingredients and promoting taste and efficacy.

We provide the best health foods that combine technology, experience, and know-how, and we also build a good corporate image by serving our neighbors and local communities!

Target Marketing Strategy



Sales Expansion Strategy



- + Partnerships with major distributors
- + Partnerships with food-related companies
- + Partnerships with network marketing companies
- + Partnerships with online shopping malls
- + Recruiting distributors

• Establishing a nationwide distribution system for ginseng products



- + Home shopping sales
- + Distribution to discount stores
- + Banner advertising on various portal sites
- + Expanding distribution to independent distributors
- + Participation in food fairs and tasting events

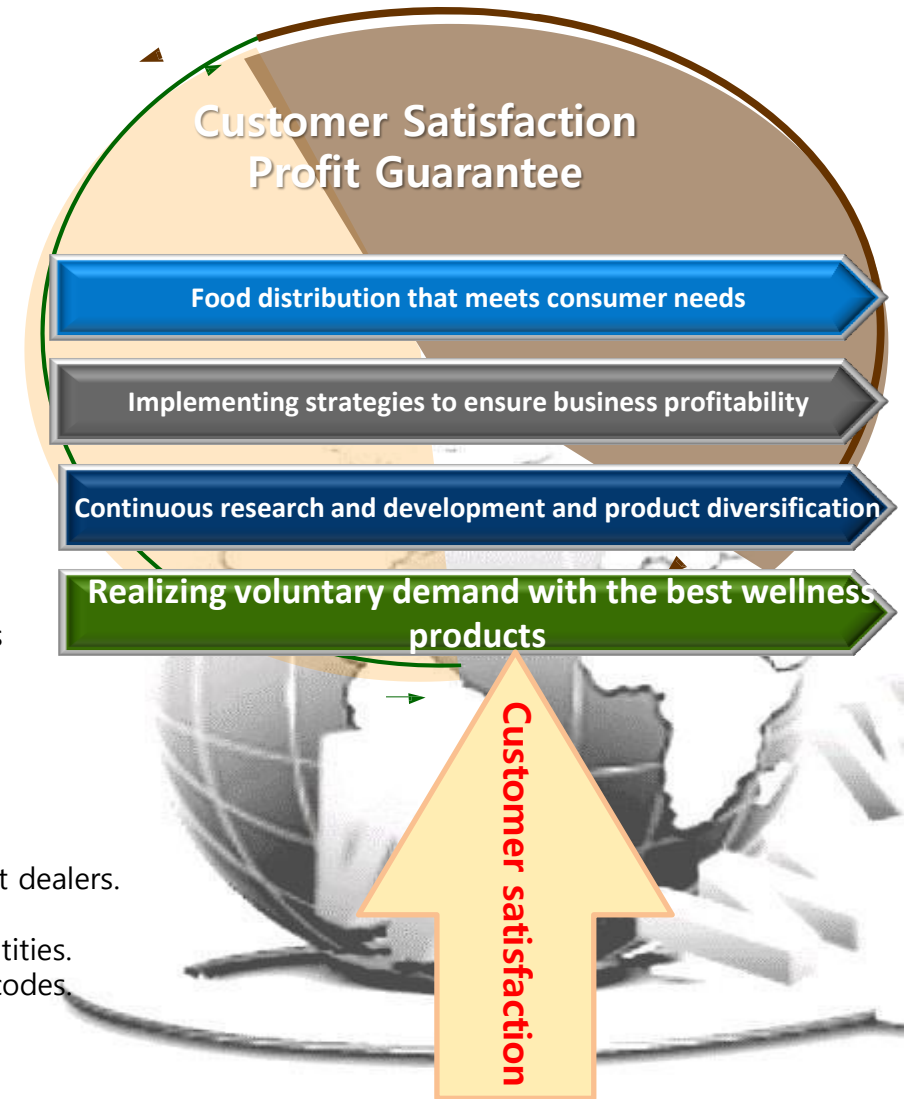
• Expanding the nationwide distribution of ginseng products

olleh 

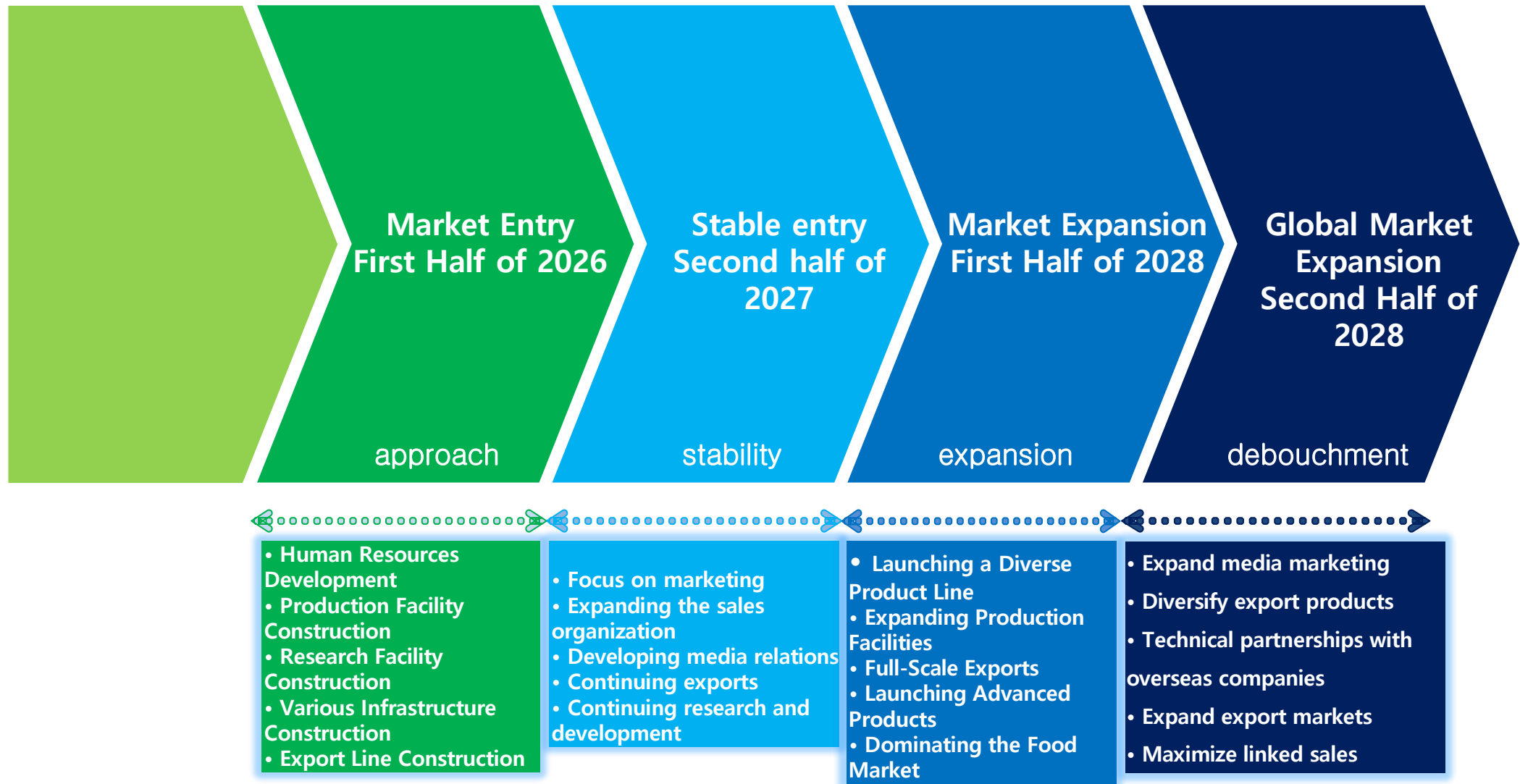


- + Establish a distribution management system at dealers.
- + Establish a 3G network system.
- + Automated centralized counting of sales quantities.
- + Establish a company profile system using barcodes.
- + Verify product history using barcodes

- Establishment and operation of a centralized managementsystem
- disclosure of company and product history



Step-by-step marketing strategy



Marketing for overseas markets

1 Challenge new markets

- + Emphasize the benefits of ginseng, participate in tasting events, and participate in food fairs
- + Capitalize on the Korean Wave, including K-pop and K-dramas
- + Strengthen marketing strategies tailored to local markets (develop recipes tailored to local tastes)

2) Future Direction

- + Halal Certification - Entering the vast and attractive Islamic market
- + Focus on R&D - Developing standardized kimchi, doenjang, gochujang, and soy sauce tailored to global tastes
- + World-class food innovation - Trust in raw materials
- + Localization Strategy - Researching diverse uses, such as spreadable gochujang tailored to local tastes, deodorizing meju (fermented soybean paste) odors, and salads, mass media advertising, cooking classes, and food culture promotion
- + Continued participation in overseas food expos as a representative product of Korean food globalization
- + Developing fusion foods that surpass Japan's natto



Food that satisfies customers for taste and health



Details of required funds

Facility name			Unit	Q'ty	Unit price	Amount required	R e m a r k s	
	Factory	Land		pyeong	About 3,000	About 220	660,000	Goesan business site
		Building	Factory	pyeong	1,000	2,500	2,500,000	Special ginseng kimchi/ soybean paste/ ssamjang soy sauce/ red pepper paste/ various salted sauces/ etc.
			Food warehouse	pyeong	500	2,000	1,000,000	Cost of building a low-temperature warehouse for food ingredients
			low-temperature warehouse	pyeong	200	3,000	600,000	Cost of building a low-temrerature warehouse for finished products
			Office	pyeong	200	3,000	600,000	Labs, offices, restaurants, dormitories, bathrooms, etc.
	production line			Type 1	1 line 50 tons per day		1,500,000	kimchi production line
Sub total						6,860,000	*Building coverage ratio of approximately 60% on agricultural corporation land	
	Raw material purchase cost		type	1	300,000	2,000,000	Food raw materials and additives	
	Marketing expenses		type	1	50,000	550,000	Website, brochure, TV commercial, etc.	
	personnel expenses		months	6	45,000	270,000	3 million won * 15 people * 6 months	
	Company operating expenses		months	6	50,000	300,000		
Sub total						3,120,000		
Grand total						9,980,000		

Estimated Sales Plan (Year 1)

Division	1st year (January 2027 - December 2027)							
	Q'ty (Ton)	Sales price (kg)	first cost	profit	Total Sales	Expenditure	Revenue	Remarks
Export kimchi	1,800	5,300	3,710	1,590	9,540,000	6,678,000	2,862,000	
Domestic kimchi	500	5,300	3,710	1,590	2,650,000	1,855,000	795,000	
Other kimchi	60	10,000	7,000	3,000	600,000	420,000	180,000	
Ginseng kimchi	500	15,000	8,000	7,000	7,500,000	4,000,000	3,500,000	
chili pepper paste	260	12,000	8,000	4,000	3,120,000	2,080,000	1,040,000	
Sub total	2,860				23,410,000	15,033,000	8,377,000	
soybean paste/ssamjang	500	13,000	7,000	6,000	6,500,000	3,500,000	3,000,000	
Sub total	500				6,500,000	3,500,000	3,000,000	
Grand total					<u>29,910,000</u>	<u>18,533,000</u>	<u>11,377,000</u>	

Estimated Sales Plan (2nd Year)

Divission	2nd year (January 2028 - December 2028)							
	Q'ty (Ton)	Sales price (kg)	first cost	profit	Total Sales	Expenditure	Revenue	Remarks
Export kimchi	2,340	5,300	3,710	1,590	12,402,000	8,681,400	3,720,600	
Domestic kimchi	650	5,300	3,710	1,590	3,445,000	2,411,500	1,033,500	
Other kimchi	78	10,000	7,000	3,000	780,000	546,000	234,000	
Ginseng kimchi	650	15,000	8,000	7,000	9,750,000	5,200,000	4,550,000	
chili pepper paste	340	12,000	8,000	4,000	4,080,000	2,720,000	1,360,000	
Sub total	2,860				30,457,000	19,558,900	10,898,100	
soybean paste/ssamjang	650	13,000	7,000	6,000	8,450,000	4,550,000	3,900,000	
Sub total	650				8,450,000	4,550,000	3,900,000	
Grand total					<u>38,907,000</u>	<u>24,108,900</u>	<u>14,798,100</u>	

Estimated Sales Plan (Year 3)

Divission	3rd year (January 2029 - December 2029)							
	Q'ty (Ton)	Sale price (kg)	first cost	profit	Total Sales	Expenditure	Revenue	Remarks
Export kimchi	3,042	5,300	3,710	1,590	16,122,600	11,285,820	4,836,780	
Domestic kimchi	845	5,300	3,710	1,590	4,478,500	3,134,550	1,343,550	
Other kimchi	102	10,000	7,000	3,000	1,020,000	714,000	306,000	
Ginseng kimchi	850	15,000	8,000	7,000	12,750,000	6,800,000	5,950,000	
chili pepper paste	440	12,000	8,000	4,000	5,280,000	3,520,000	1,760,000	
Sub total	5,279				39,651,100	25,454,370	14,196,730	
soybean paste/ssamjang	850	13,000	7,000	6,000	11,050,000	5,950,000	5,100,000	
Sub total	850				11,050,000	5,950,000	5,100,000	
Grand total					<u>50,701,100</u>	<u>31,404,370</u>	<u>19,296,730</u>	

Job Creation Plan

By year	Total number of employees	New hires					
		Total	Research position	Production	Office work	Technical positions	Sales position
FY 2027	50	50	7	30	7	3	3
FY 2028	84	34	3	20	5	3	3
FY 2029	115	31	5	15	3	3	5
FY 2030	141	26	2	15	3	3	3
FY 2031	161	20	3	15	2	2	3
FY 2032	186	25	3	15	2	2	3

3-year estimated income statement

Category	FY 2027	FY 2028	FY 2029
Sales Amount	29,910,000	38,907,000	50,701,100
Cost of goods sold	18,533,000	24,108,900	31,404,370
Gross profit	11,377,000	14,798,100	19,296,730
Sales management expenses	3,565,521	4,531,680	5,891,195
personnel expenses	1,080,000	1,404,000	1,825,200
Depreciation expense	1,034,886	1,241,863	1,614,422
Amortization of intangible assets	0	0	0
R&B	0	0	0
Other sales management expenses	1,450,635	1,885,825	2,451,573
Operating profit	7,811,479	10,266,420	13,405,535
Non-operating income	0	0	0
Non-operating expenses	897,300	1,166,490	1,516,437
Ordinary Profit	6,914,179	9,099,930	11,889,098
Corporate tax expense	0	0	0
Net income	6,914,179	9,099,930	11,889,098



Thank you!