



CHIOSUN • F&B



Everything in one

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01 PROLOGUE

III OUR MISSION

III ABOUT US



Everything in one.

From fresh ingredients obtained from nature to the production of products processed only selected materials through rigorous self-inspection.

BAKSIBIL is a premium Korean beef and Handon brand that incorporates the brand philosophy of 'first, best, biggest' in all processes.

■ Mission

FIRST
BEST
BIGGEST

■ Goal

- Echnological superiority management
- Talent-oriented management
- Quality-first management
- Strengthening management infrastructure

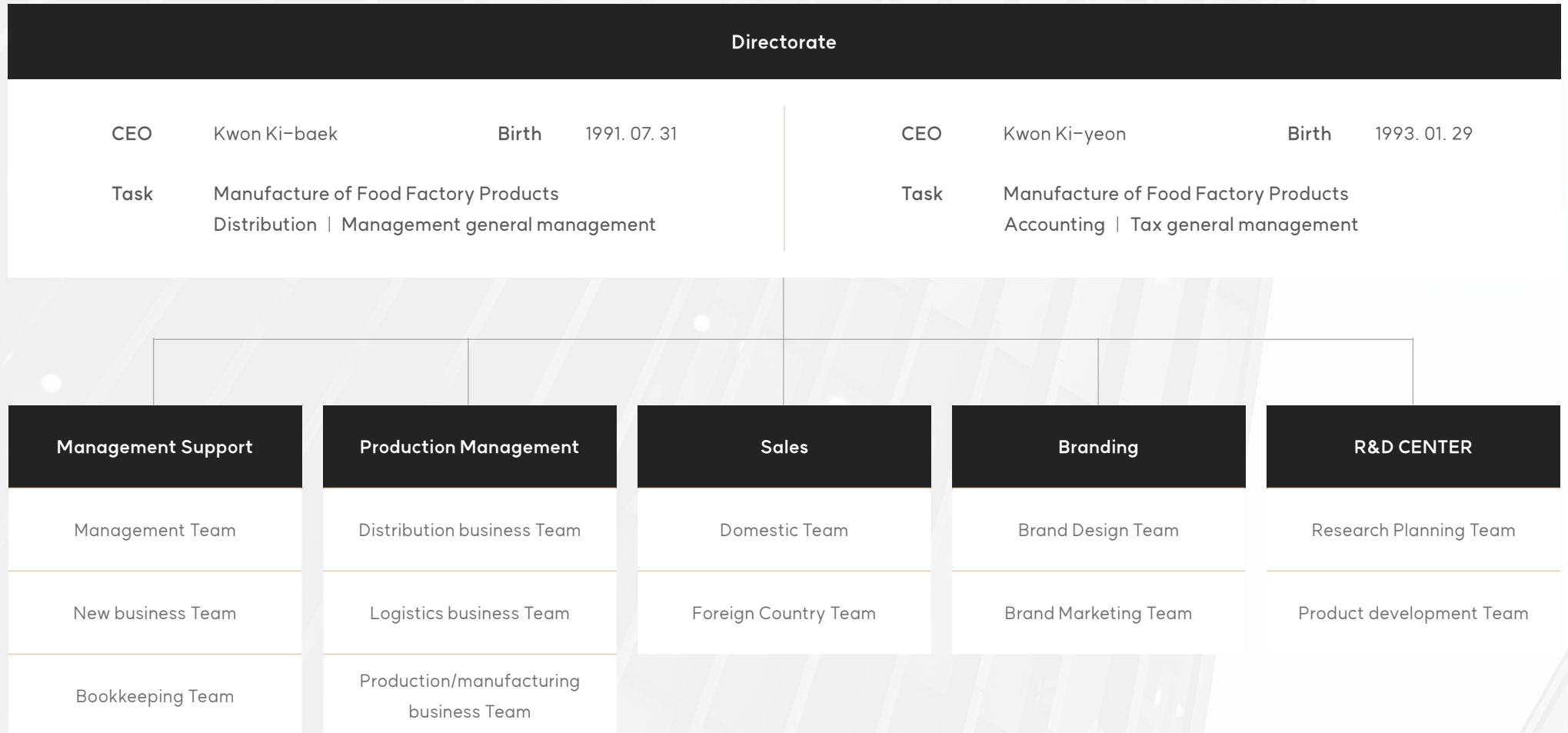
■ Philosophy

- Core Future Growth Capabilities
- Building a Collaborative Organization Culture
- Gain quality competitiveness
- an original market leader

ABOUT US
Organization Chart

Based on the organization structure below, CHOSUN F&B Co., Ltd. operates more systematically (management support headquarters, production management headquarters, domestic and foreign sales headquarters, branding headquarters, and R&D CENTER) by dividing its business into five headquarters under the management supervision of the board.

Organizational Chart of CHOSUN F&B



2020

- 7 | Establishment
- 8 | Opening of a Corporation / Opening of a Branch

2021

- 4 | Korean Red Cross selected 'Right Company' and joined regular sponsoring companies
- | Certified as a full member of the Daegu Chamber of Commerce and Industry
- 5 | Cost-effective corporate certification
- | Echnology Transfer
- 6 | High Functional Korean Beef Production Technology with Anti-cancer Component CLA
A method for producing Korean beef jerky with natural drying and natural antioxidant extract added
- | Certificate of Merit for Red Cross Members Silver Medal
- 8 | 2021 Innovative Korean Award
- | 2021 Customer Impression Innovation Award
- 9 | Certificate of Merit for Red Cross Members Gold Medal
- 12 | 'HACCP' Acquisition of safety management certification

2022

- 1 | Certificate of Meritorious Service Medal of the Red Cross Member
- | Performance-sharing company certification
- 2 | ISO 9001 Obtain certification (ITS-KQ-01893, 22.02.15)
- | ISO 14001 Obtain certification (ITS-KE-01017, 22.02.15)
- | ISO 22000 Obtain certification (ITS-KF-01029, 22.02.15)
- 3 | Daegu Youth Entrepreneurship Academy 12th Entrance
- 5 | R&D of Artificial Meat and Cultured Meat at Kyungpook National University
- | Eco-friendly / Antibiotic-free certification passed : Korea Agricultural Certification Center
- 6 | Approval of the department dedicated to R&D (KOITA)
- | KOITA full member certification
- 8 | Korea Securities Depository Selected Best Companies
- 10 | Certification of venture companies
- | ISO 45001 Obtain certification (GO-220126, 23.10.28)
- | Daegu Shinsegae Department Store Pop-up Store
- 12 | Busan Shinsegae Department Store Pop-up Store
- | Winning the Outstanding Small and Medium Venture Company Award

2023

- 1 | Future Performance Sharing Company Certification
- 2 | Daegu Shimerick New Product Certification

ABOUT US**Business Objectives**

CHOSUN F&B Co., Ltd. is a leading livestock company in Korea and is actively developing projects such as first-class livestock meat processing, HMR (home meal), RMR (restaurant meal), feed additive development, and restaurant business.

Since its establishment in 2020, it has established itself as a company that inspires creative inspiration by practicing 'original market leadership, collaborative organization culture construction and management'. Our dream is to be responsible for the table of people around the world beyond Korea, and to make our customers' lives more lively and happy through CHOSUN F&B.

STEP 01**Technological Development**

With the first and only technology development, it leads the global beef market beyond Korea and presents a new paradigm for industrialization of highly functional livestock brand products and livestock food development strategies.

STEP 02**Into the domestic**

We succeeded in entering the domestic premium beef market by increasing the functionality of Korean beef and building a premium image to customers who think about health by imprinting brand recognition through the development of a brand that can highlight a premium image.

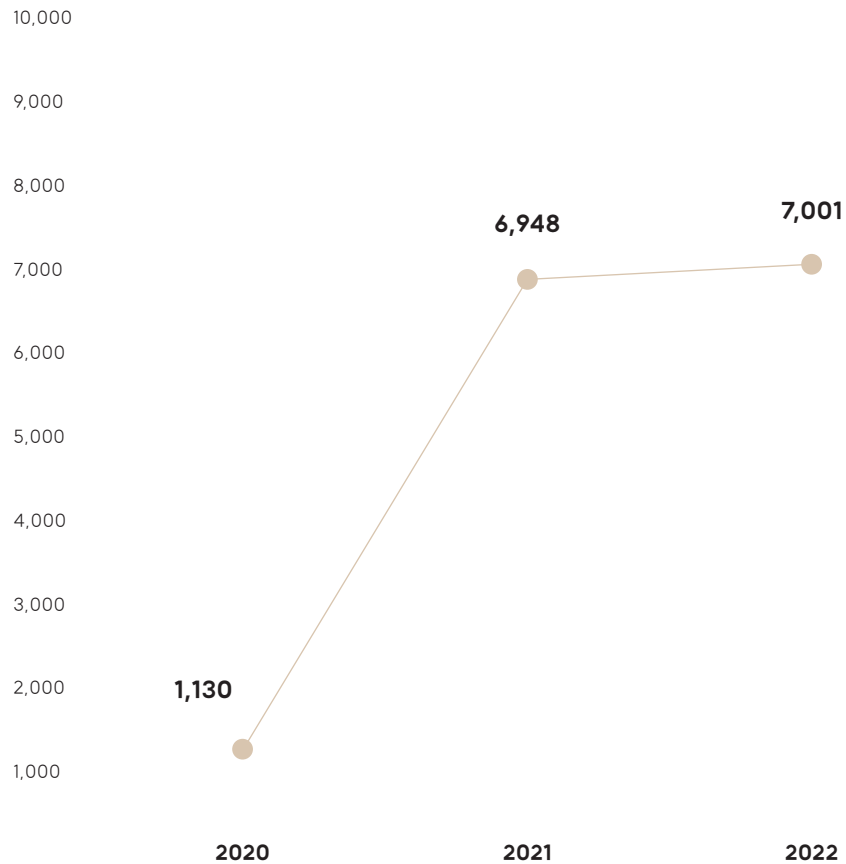
STEP 03**Into the foreign country**

With modern products tailored to the rapidly changing lifestyle types of consumers, we will attract the taste of people around the world by entering overseas countries where the multinational food market is active.

STEP 04**Future Food Development**

We will reduce carbon emissions through the development of artificial meat and cultured meat products and generously invest in the production of alternative protein products to create a healthy living place and new jobs for future generations.

Annual sales performance graph (Unit : KRW 1,000,000)



Sales (Unit : KRW 1,000,000)

	2020	2021	2022
Sales	1,130	6,948	7,001

Key Financial Status (Unit : KRW 1,000,000)

Sortation	2019	2020	2021	2022
total assets	-	285	1,010	3,035
capital	-	56	519	867
business profits	-	53	278	332
Current profit	-	51	262	347

Since its inception in July 2020, CHOSUN F&B Co., Ltd. has continued its remarkable performance, achieving sales of 6,948 million won in 2021, up more than 600% in just one year, starting with sales of 11.3 million won in its first year.

We will continue to do our best to satisfy our customers with faster, better quality, and more diverse products without stopping our first, best, and maximum challenges.

02

OUR BUSINESS

III PRODUCT

III COMPETITIVENES

III CERTIFICATION

III PRODUCTION PROCESS

III R&D CENTER

III OUR CLIENTS

All products of Chosun F&B Co., Ltd. are based on the principle of using K-beef & K-pork. According to BAEKSIBIL's meticulous inspection standards, Prepared healthy fresh raw meat is processed to the strict standards of professionals with more than 30 years of experience, and the final packaging step We will ship the best product after going through the detailed inspection stage.



Korean Beef Rump Moongteegi

It is sold as a Korean beef rut slaughtered on the same day, and is sold in chunks so that it can be cut and consumed according to consumers' tastes.



Korean Beef Rump Yukhoe

It is a product that is carefully cut and packaged in an appropriate size that is good to eat by processing only Korean beef rut that was slaughtered on the same day.



Korean Beef Rump Ground meat

It is a customized baby food product with a variety of options available for each stage of baby food. (early/medium/late, cube/slice form)



Korean Beef Bone Soup

It is a product that has been boiled for more than 20 hours without adding anything other than beef bone, Korean tail bone, and water.



Korean Beef gopchang & daechang Stir-fried

It is a meal kit product that is sold in packages of Korean beef tripe, exclusive sauce, and various vegetables so that it can be cooked immediate



Korean Beef Sirloin Bulgogi

Using only antibiotic-free Korean beef sirloin, It's marinated with special bulgogi seasoning that I made myself. It's a seasoned meat product with vegetables.





FIRST
Quality



SECOND
Technical Skills



THIRD
Processing
Environment



FOURTH
Systematic
Process



FIFTH
Acceptance
Criteria





All products produced by CHOSUN F&B are produced at the HACCP Safety Management Certification Facility, which is licensed for livestock processing and obtained with excellent grades. A total of 10 stages of hygiene procedures are mandatory for safe product production, and experts who have completed more than 3 years of training manage the slaughter, processing, packaging, and shipping of raw meat.





Quality Improvement Research



We have formed an industry-academic cooperation relationship with the Department of Food Engineering at Kyungpook National University's College of Agricultural Life Sciences and are conducting research to improve the quality of BAEKSIBIL.

New Product Development Study



Based on the analysis of the consumer and market environment and the technical skills possessed, the Chosun F&B R&D Corporate Research Institute is striving to develop new products of BAEKSIBIL.

Research on Artificial & Cultured Meat



BAEKSIBIL strives to develop safe food. We are conducting research through a research institute affiliated with companies such as cultured meat and artificial meat, which are future industries.



Based on our honest mind and best quality, we are building partnerships with top domestic companies as well as 1,570 fixed customers in the metropolitan area, Gyeongbuk, and Daegu. CHOSUN F&B Co., Ltd. opens a bright future with its customers.



03 EPILOGUE

III SUSTAINABLE

III CONTACT



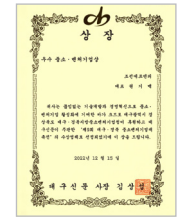
Korean Red Cross
Enterprise Card Spent Properly



Korean Red Cross
Certificate of Medal



2022 DGU IR CONTEST
Awarding the best company



2022 9th Daegu and Gyeongbuk
Small and Medium Venture
Business Competition

Regular Sponsorship of
the Korean Red Cross

- Regular sponsorship subscription / 21. 04
- Well-Spent Enterprise / 21.05
- Merit Medal Silver Medal / 21.06
- Merit Medal Gold Medal / 21.09
- Medal of Meritorious Service Medal of Honor / 22.01

2022 DGU IR CONTEST

Awarding the best company
Korea Securities Depository
Daegu Branch

2022 9th Daegu and
Gyeongbuk
Small and Medium Venture
Business Competition

Awarded outstanding small and medium-sized
venture companies

Donation

Korean Red Cross Reliable Lunch Box Sharing Activities / 2021. 09. 11

Sharing Food of Love(1 ton of rice, single mother protection center) / 2021. 11. 29

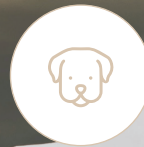
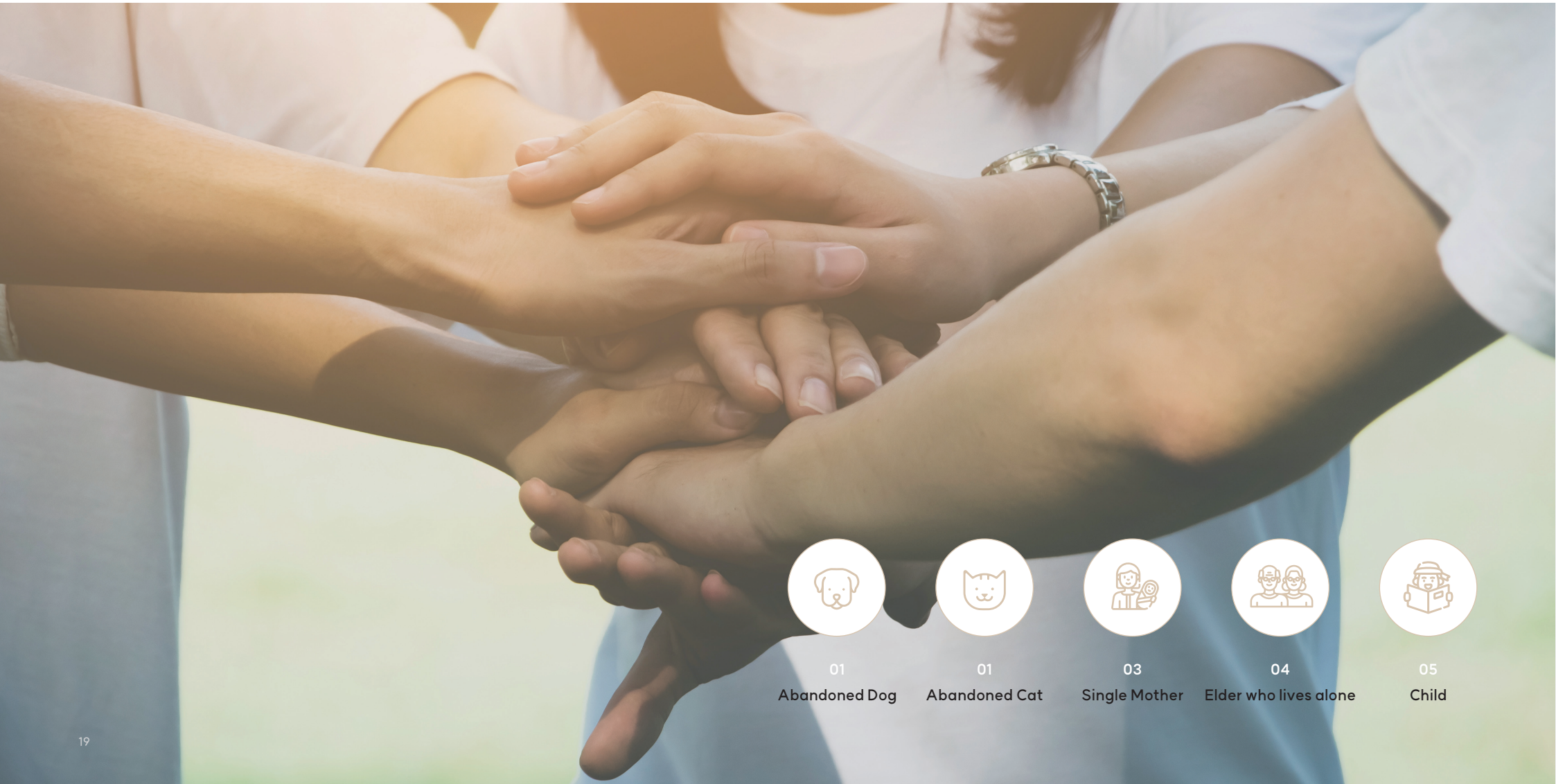
Support for education expenses for preschoolers



NEED | 청년구호단체

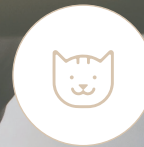
Youth relief organization 'NEED', operated by CHOSUN F&B Co., Ltd., regularly volunteers for abandoned dogs, abandoned cats, unmarried mothers, elderly living alone, and children in situations where they need help but are difficult to receive socially.

We believe that a healthy cycle of social structures is the best way to create a better tomorrow, and we are trying to fulfill our social responsibilities to the fullest.



01

Abandoned Dog



01

Abandoned Cat



03

Single Mother



04

Elder who lives alone



05

Child

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02 | CHOSUN F&B Food Factory

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INFO

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BAEKSIBIL of Chosun F&B Co., Ltd. is operating in 1,570 businesses in Korea. The main business sector (partial meat / special parts / by-products / milkit / distribution) is organized and operated by 5 business headquarters, and through a systematic system, sales of KRW 1.1 billion in 2 months after its establishment in 2020 surpassed KRW 8.7 billion in July 2021.



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