

Binggrae

Binggrae

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Binggrae means Smile

Happy smiles from healthy families.
That is what Binggrae is committed to create.

Mission & Value

**Happy smiles from healthy families.
That is what Binggrae is committed to create.**

Binggrae was founded in 1967 to create healthy and delightful food culture.
Now, we have grown to be the leader of the industry.
In the future, we, as messengers of health and happiness, will continue
to bring happy smiles to everyone.

Binggrae



CEO Message

“ With a strong commitment to the company mission of being smile messengers promoting well-being and happiness, we forge ahead to create the highest level of customer value and step forward to be a global leader. ”

We thank
our customers and partners.

Greetings,

Established in 1967, Binggrae has been delivering smiles to our valued customers with a wide range of products with quality ingredients. Innovation and marketing gave birth to loved brands such as *Together*, Korea's first authentic ice cream, *Yoplait*, the first European yogurt in Korea, the nation's beloved *Banana Flavored Milk*, and *Melona*, a global phenomenon.

With food safety, quality, and brand control as our top priorities, Binggrae has become a leader in the Korean food industry.

In order to keep pace with the rapid growth of the 21st century, we strive to cultivate the overseas market and develop new growth drivers with creative ardor and the spirit of challenge. We are also contributing to the development of a happier society by maintaining our company financially with a sound and transparent approach as well as fulfilling our corporate obligations.

It is my promise that Binggrae will aspire to remain a company loved by customers and shareholders with safe and trustworthy products and to open a new chapter for the industry as a global F&B leader.

With sincere thanks,



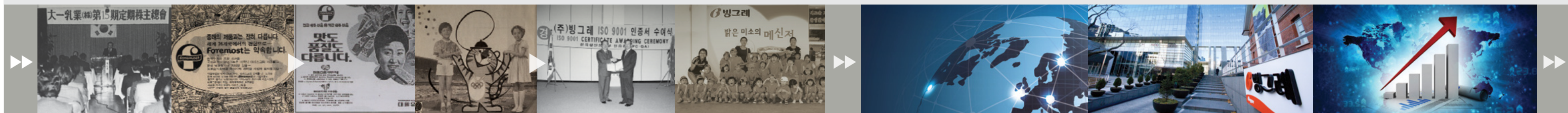
CEO, Young Joon Park

Messenger of a Bright Smile

Corporate chronology ————— Since 1967

Binggrae, in pursuit of customer satisfaction, has been a leading company due to our outstanding R&D power and production capabilities. Building upon a successful domestic market we are now en route to become a global leader, striving to cultivate overseas markets and developing new growth drivers.

**Global leader
in the food
industry,
Binggrae**



1967~1980

Takeoff !

1974

Launch of *Together*, Korea's very first American traditional ice cream made of quality milk

Launch of *Banana Flavored Milk*, the nation's favorite flavored milk in a unique bottle

- 1967 Foundation of *Daeil* Corporation
- 1973 Technology partnership with Foremost Mckesson, USA
Establishment of *Donong* 1 Plant
- 1978 Listing on the Korean Stock Exchange
- 1979 Establishment of *Donong* 2 Plant
Production of cultured milk (200,000 bottles/day)

1981~1990

Ask First Answer First

1983

Launch of *Yoplait*, Korea's very first European traditional yogurt

- 1982 Binggrae Co., Ltd. (new company name)
Establishment of Gimhae Plant (ice cream and dairy production)
- 1984 Technology partnership with Nissin, Japan for ramen business
- 1986 Establishment of *Gwangju* Plant (ramen, snack, and dairy production)
- 1987 Creation of Binggrae Research and Development Center
- 1988 Official Sponsor for the Seoul Olympic Games (ice cream and yogurt)

1991~2000

Messenger of a Bright Smile

1997

Launch of *Dr. Capsule*, a drinking yogurt with capsules covering lactic acid bacteria

- 1993 Official Sponsor for the *Daejeon* Expo (ice cream and ramen)
- 1995 Establishment of Nonsan Plant (ice cream and dairy)
- 1997 ISO9001 certified
- 2000
Banana Flavored Milk awarded as Korea's Best Products of the 20th Century
- 1998 HACCEP certified for dairy parts
- 2000 Grand Prix, KBPI (Korea Brand Power Index)
Banana Flavored Milk for the processed milk section
Yoplait for the cultured products section

2001~2015

Global leader in the food industry, Binggrae

2004

Grand Prix, NCSI (National Consumer Satisfaction Index) for dairy and ice cream sections
Grand Prix, KMA (Korea's Most Admired Companies)

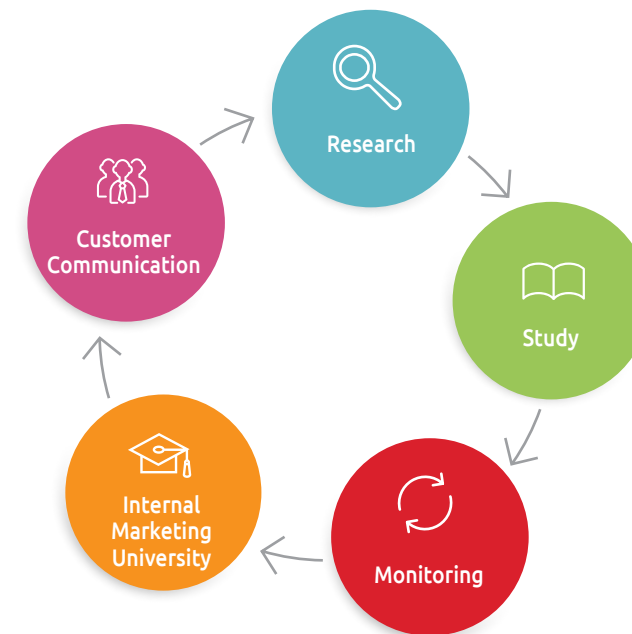
- 2001 Implementation of ERP system (Oracle)
- 2003 Listing on the KODI (Korea Dividend Stock Price Index) and KOGI (Korea Corporate Governance Stock Price Index)
- 2005 Launch of premium ice cream brand, *Cled'or*
- 2007 Self Storage (as a subsidiary of Binggrae)
- 2008 Grand Prix, Ethical Company Awards by KABE (Korea Association of Business Ethics)
Labor-Management Culture Enterprise Certified by the Minister of Labor of Korea

2013

Banana Flavored Milk, Grand Prix, KBPI (Korea Brand Power Index) Awards, for 6 consecutive years

- 2009 Grand Prix, Korea Ethical Management Award for CSR
Grand Prix, Korea Transparent Management Award
- 2010 Bronze Medal, Industrial Tower Medals
- 2012 The Most Safe Food Manufacturer for 3 consecutive years
- 2014 The Best Tower, *Gyungsangnamdo* Agro-fishery Exporters Award Grand Prix
Together, NBA (National Brand Award) for ice cream section
Safe Food Manufacturer Award for ice cream section
KCSI (Korean Consumer Satisfaction Index) for ice cream section for 8 consecutive years
KCNPS (Korean Net Promoter Score) for ice cream section for 7 consecutive years

Marketing



Brand and marketing

Binggrae has been known for the outstanding marketing power and effective job training originating from the firm's strong belief in success for HRD and consumer satisfaction.

Various marketing programs, such as in-house marketing college for developing competence, marketing studies for inter-sharing information and ideas, and market researches in Korea and foreign countries for acquiring trends, are ongoing and open to all employees.

Now, Binggrae could have elevated up to the leading position in the industry and done fulfillment of the company philosophy with the above described efforts.

Brand & Marketing



바나나맛우유

꽃계랑
투게더

메로나
Yoplait

바나나맛우유

Products & Business Departments



Our world class manufacturing plants in *Donong*, *Gimhae*, *Nonsan*, and *Gwangju* have enabled us to retain the strongest position in the industry. Mega brands such as *Banana Flavored Milk*, *Melona*, *Samanco*, and *Together* are gaining popularity throughout the globe.

All Binggrae factories are HACCP certified, and we are striving to serve freshness and quality.



Dairy & Beverage
Business



Ice Cream
Business



Snack
Business



Global
Business

Milk, Yogurt & Beverage



The innovative leader of the industry Bingrae has been contributing to our consumers' well-being and happiness.

Bingrae's quality dairy offerings are straight from our own dairy farm network and refinery facilities.
Banana Flavored Milk, launched in 1974, set the best selling record of KRW 170 mil.

Yoplait, which had opened a new chapter in the history of the dairy industry in Korea with its debut in 1983, is still a genericized trademark for yogurt itself.

Dairy &
Beverage
Business



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Banana Flavored Milk - aka *Danji* Milk

Nation's favorite milk since 1974

Sweet, fresh, and wholesome flavored milk in a *danji* (Korean traditional pottery used to ferment kimchi) shaped bottle.

Banana-flavored Milk – Light / Strawberry-flavored Milk / Melon-flavored Milk / For Export





Yoplait Original

The first authentic French style yogurt in Korea.



Yoplait Plain White

The most healthy plain yogurt with the least number of ingredients.

Absolutely no colors, flavors, or sweeteners.



Yopa

The very first real Greek yogurt in Korea.

Greek traditional straining process used on triple as much milk to guarantee twice as much protein and lower fat than unstrained yogurts.



O'Fruit

Drink-as-you-go yogurt with chunks of chewy fruits mixed with fresh yogurt.

The delight of eating is doubled in O'Fruit, with large chunks of fruits to arouse chewing pleasure and a wide straw to add fun.



Dr. Capsule

Active bifidus bifidum straight to your intestine.

Lactic acid bacteria covered by a double of capsules.



Acafela

Top quality coffee brewed fresh.

Deep and smooth coffee drink from dark roasting.



T'aom

Premium juice with no artificial food additives.

Refrigerated juice made from only natural ingredients.



Clear Sky, Doraji Tea

Premium *doraji* (balloon flower) tea made of Korean balloon flowers.

Natural herbal tea made of 100% Korean balloon flowers.

Ice cream



Binggrae's ice cream products, with tradition and innovation, represent and lead the industry in Korea.

Together, the very first authentic American style ice cream tub, is still enjoyed as the No.1 brand for over 40 years. In 2005, we launched a premium ice cream brand *Cled'or* and have been leading the industry in that market as well.

Our other mega brands, *Melona*, *B B Big*, *Yomamte*, *Encho*, *Samanco*, or *Pangtoa* are all profound in their firm positions in the market.

Ice cream
Business





Cled'or

Premium Ice cream

Clé d'or (golden key) to open up your heart.
Rich, creamy, and soft premium ice cream.

Together

Rich and fresh ice cream made
of the highest grade milk.





Melona

Captured both the refreshing honeydew melon taste and the soft and chewy texture of gelato. Low fat gelato-like ice cream bar.



B.B.Big

Premium sorbet bar containing 23% of quality red beans.



Summer Crush

Your best choice for the hot summer. Freezing cold coffee flavored ice pop. Share the fun with Summer Crush which breaks in half.



Yomamte

For your wellness and joy. High quality frozen yogurt with active lactic acid bacteria.



Samanco

Vanilla ice cream sandwich with red bean paste. Crispy and fish-shaped biscuits covering sweet ice cream and red bean paste.



Pangtoa

Enjoy soft castella and sweet cookies-n-cream ice cream. Fantastic harmony of soft sponge cake covering delicious ice cream.

Snack



From 1986 when *Crab Chips* had entered in the market, Binggrae snacks have been loved by everyone.

Binggrae snacks are also gaining popularity in countries such as Russia.



Binggrae's snack business has grown steadily, able to compete with major multinational manufacturers.

Brands like *Jerky Jerky*, *Vegetable Time*, and *Smokey Bacon Chips* guarantee the best taste and quality.

Snack
Business





Crab Chips

The original crab shaped and flavored chips.

Contains 6.5% of Korean crabs and baked on salt to create a crispier and cleaner taste compared to oiled fried chips.



Vegetable Time

Made of fresh veggies with natural food coloring.



Jerky Jerky

Crispy chips with *bulgogi* (Korean barbeque) flavor.



Smoky Bacon Chips

Bacon flavored and shaped chips.



Pororo and Friends

Biscuit containing colostrum ingredients.

A well-being snack free from artificial colors and flavors for children.

Global Market

Global Market



All employees in Binggrae are putting the best efforts to be a leader in the global market.



Binggrae embarked on exports in 1993 selling ice cream to the US and snacks to Russia. Successes in those countries have opened up more markets in Canada, Latin America, and Asia.

Melona in North America, Taiwan and Hong Kong and *Banana Flavored Milk* in China are the leading brands in the overseas markets.

As a part of Binggrae's globalization strategies, sales subsidiaries in Brazil and China were established in 2013 and 2014.

Investment for the Future



Binggrae has been organizing and executing various CSR activities along with consistent investments in food culture. This is, as proclaimed in the company mission, to create a world of smiling faces, happiness, and wellness.



Research & Development



CSR



Global Binggrae

Research & Development



**Food
research
center**

BIRDS

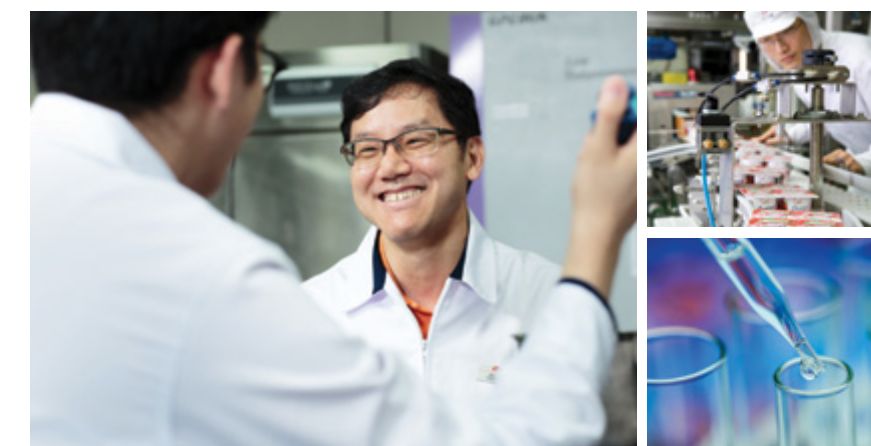
Binggrae Research and Development System

To keep introducing successful products benefiting all, BIRDS has systemized the PD (product development) process in areas such as idea collection, management, decision making for concepts, and market research.

Binggrae leads the food industry with continuing investments and outstanding R&D capabilities.

Binggrae has been investing in fostering a healthy and happy dietary culture as well as top quality food ingredients for our future.

Long-loved brands such as *Melona*, *Together*, *Banana Flavored Milk*, and *Yoplait* are the fruits of our R&D endeavors. Binggrae's investment for the future will continue to expand and move forward.



CSR



Love and Volunteerism

Binggrae takes our social responsibilities seriously, engaging and participating in numerous social contribution activities.

We are steadfast in fulfilling our social responsibilities so that bright smiles can flourish in our society. Our CSR activities include aiding Habitat for Humanity and hosting Binggrae Children's Arts Festival for over 30 years.



Habitat for Humanity

Binggrae has actively participated every year in this labor of love to provide better homes for our neighbors living in poor environments. While the company provides a significant deal of financial help and in-kind donations, Binggrae staff members volunteer their time and energy in this noble effort.



"Bright World, Bright Hearts" Binggrae Children's Drawing Festival

Since the first event held in 1986, the Binggrae Children's Arts Festival has become a mega event held in two venues, one in Seoul and the other in the south, with more than 200,000 child participants.



Under the slogan of "Bright World, Bright Hearts," the drawing contest hosts three age groups (kindergarten, lower grades primary, and upper grades primary), there are various performance stages and recreational activities for those in attendance. Binggrae will continue to host this joyful event to help children build a foundation for their dreams and aspirations.



Support for the socially isolated and disadvantaged

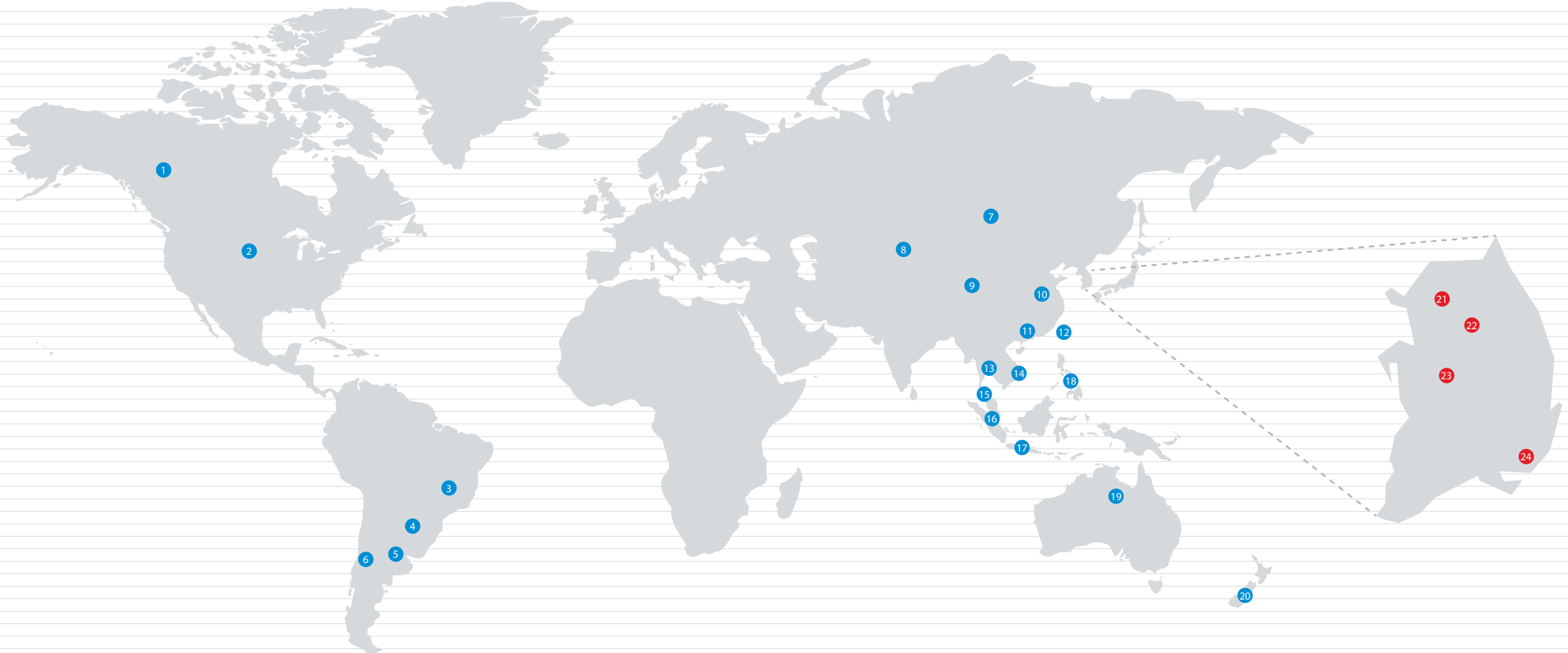
Binggrae has been supporting the isolated and disadvantaged via numerous activities and campaign such as sharing coal briquettes for wintertime heating, helping out farmers during harvest, and funding for school uniforms for students from the low-income households (E-Angel Donation Campaign).



We are also funding the Pink Ribbon Marathon, via donating parts of profits from *Yoplait* sales, to support women with breast cancer as a charity to the Korea Breast Cancer Foundation.



Global Binggrae



Globalization of Binggrae

1 Canada Ice cream : Melona, Samanco Dairy beverage : Banana/Strawberry/Melon flavored milk	9 Mongolia Ice cream: Melona, Power Cap	16 Singapore Ice cream : Melona, Samanco, Power Cap Dairy beverage : Banana/Strawberry/Melon flavored milk, Acafela
2 United States Ice cream : Melona, B.B.Big, Samanco Dairy beverage : Banana/Strawberry/Melon flavored milk	10 China Ice cream: Melona, Power Cap, B.B.Big Dairy beverage : Banana/Strawberry/Melon flavored milk	17 Indonesia Ice cream : Melona, Samanco, Power Cap Dairy beverage : Acafela
3 Brazil Ice cream : Melona, Samanco, Encho, Power Cap	11 Hong Kong Ice cream : Melona, Samanco, Yomamte Dairy beverage : Banana/Strawberry/Melon flavored milk	18 Philippines Ice cream : Melona, Samanco, Power Cap Dairy beverage : Banana/Strawberry flavored milk, Acafela
4 Paraguay Ice cream : Melona, Samanco, Encho	12 Taiwan Ice cream : Melona, Samanco, B.B.Big Dairy beverage : Banana/Strawberry/Melon flavored milk	19 Australia Ice cream : Melona, Samanco, Power Cap Dairy beverage : Banana/Strawberry/Melon flavored milk
5 Argentina Ice cream : Melona, Samanco, Power Cap	13 Thailand Ice cream : Melona, Samanco, Pangtoa Dairy beverage : Banana/Strawberry flavored milk, Soybean milk	20 New Zealand Ice cream : Melona, Samanco, B.B.Big Dairy beverage : Acafela
6 Chile Ice cream : Melona, Samanco, Power Cap	14 Vietnam, Cambodia Ice cream : Melona, Samanco, Power Cap Dairy beverage : Banana/Strawberry/Melon flavored milk	
7 Russia Snack : Jerky-jerky, Crab Chips Ice cream : Melona, Power Cap	15 Malaysia Ice cream: Melona, Samanco, Power Cap Dairy beverage : Banana/Strawberry/Melon flavored milk	
8 Kazakhstan Ice cream: Melona, Samanco, Summer Crush		

Factory

21 Donong Factory Gyeonggi Namyangju-Si Migum-Ro 57 TEL [+82] 31.560.7749	22 Kwangju Factory Gyeonggi Gwangju-si Gonjam-eup Dokgogaegil 86th street 23 TEL [+82] 31.760.3222	23 Nonsan Factory Choongnam Nonsan-Si Gayagok-myun Dongan-Ro 1413-9 TEL [+82] 41.740.1100
24 Gimhae Factory Gyungnam Gimhae-Si Hanrim-Myun Gomo-Ro 768 TEL [+82] 55.340.2200		

Export

America TEL [+82] 2.2022.6395 Email choiboy@bing.co.kr	South-East Asia Department TEL [+82] 2.2022.6399 Email chiyeon08@bing.co.kr	East Asia Department TEL [+82] 2.2022.6372 Email yueling@bing.co.kr
Russia & Europe Department TEL [+82] 2.2022.6384 Email sergei@bing.co.kr	H.Q Email export@bing.co.kr	

Investor Relations

TEL [+82] 2.2022.6261
Email htk1230@bing.co.kr

