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We see the future in the faces of young children. We feel the depth of life in hard and rough hands. Daesang learns from people.

We discern the order of nature by observing microorganisms. We perceive the depth of nature in thick and rough roots. Daesang learns from nature.

CEO MESSAGE

Becoming "a company that creates new value for customers"

We thank our customers for their steady support. Founded in 1956 entirely with Korean capital and technology, we have led the Korean food culture market for over 50 years. We value human dignity and self-respect, we create customer satisfaction and value, we contribute to family happiness and the well-being of society.

Embracing constant change, Daesang aims to become 'a leading company in the global food culture market' by focusing on future growth industries such as fermentation, starches, and general food production and the health foods industry. In a rapidly changing era with immense competition, we are striving to become a global company using toplevel technology, quality, and service competitiveness beyond Korea. We aim to become a company that provides new value to customers through constant business innovation.

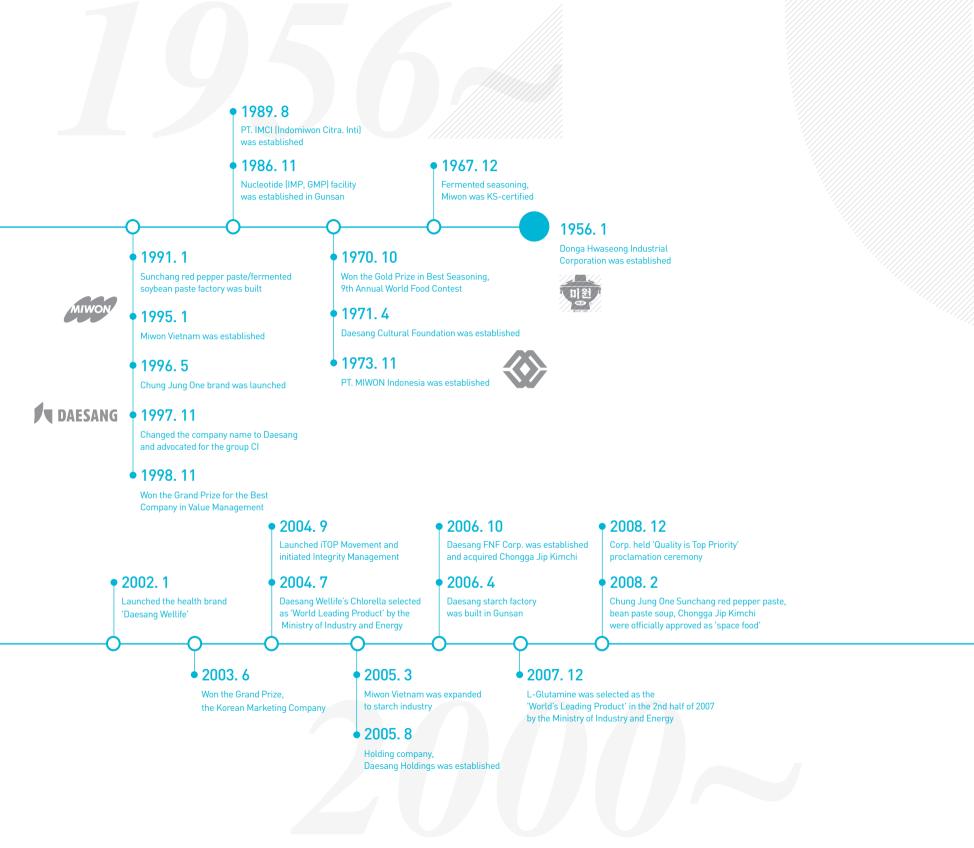
We thank you for your interest and support in what we are doing, and we wish you and your family peace, health, and happiness.

Thank you.

CEO Daesang Corp. Hyung-Sup Myung

UDAESANG





• 2010. 12

Daesang Corp. received the 2010 Presidential Certificate for the top 100 companies in job creation

2010.12

Chung Jung One 'Hongcho' was selected as the 'World's Leading Product' by the Ministry of Knowledge Economy

2010.1

Daesang Wellife business division established the factory for green vegetable juice in Hoengseong

2009.3

Chung Jung One Sunchang red pepper paste, bean paste, ssamjang, Chongga Jip Kimchi was ranked as the best brand power for 2009

2009.5

Chung Jung One Sunchang launched 'Korean rice-based red pepper paste'

2009.9

Daesang Corp. received the Presidential Award on 'Social Welfare Day'

HISTORY

Embracing on going challenges and innovation, Daesang assesses/the changes of the era and envisions a healthier tomorrow through our customers.

We are the first Korean company to develop a fermented seasoning method, the first Korean company to open a production plant abroad, making us the Leading Korean general food product company. These achievements are the results of embracing constant challenges and innovation to respond to the changing times and our customers' needs.

Never settling for second-best, Daesang continues to strive to improve the quality of Korean food culture, especially of general food products. Based on our core values of respect for human dignity, customers, and society, we provide goods and services to fulfill customers' needs to become a company that is loved and trusted by our customers.

• 2012.6

The Starch Research Laboratory of Daesang Corp. was awarded a 'Patented Technology Prize' the first award in the food industry

2012.5

Daehong Lim the founder was awarded the Order of Civil Merit (Camellia Medal) for his achivement and contribution at the 11th Food Safety Day celebration

2012.3

Daesang Corp was awarded the Presidential Award for the top exporting company by the Ministry for Food Agriculture and Fisheries

• 2014.6 Starch Syrup Plant was established in the Philippines

2014.6 Pham Oil Plant was established in Indonesia

2014.5 Chung June One Brand Bl was newly launched



2011.4

Chung Jung One was awarded '2011 National Brand Grand Prize'

• 2011. 10

Drinking Hongcho was placed as M/S No.1 in Japanese vinegar market.

2013.4

Chung Jung One was awarded as the Korean top 100 brands

• 2013. 12

Daesang was awarded the Presidential award (CCM certified) to celebrate 'Consumer Day'

A company that creates a happy future through healthy food culture





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ST?

Companies represent people and a company's management should be based on sincere respect for all people. Each person is a valuable individual with his or her own character and rights, who deserves respect from others as well as self-respect. By respecting people, we are fulfilling our duty to our customers, employees, company, and society, while maintaining our own self-respect.



Customer-oriented management begins with considering our customers' situation and listening to their needs, while providing the best product matching their expectations. Remembering that customer purchases reflect not only their interest in individual products but also reflecting their benefits, we are passionate to fulfill customers' material and ethical needs and put our heart and soul into everything we make.



Our company's activities are inextricably related to our employees, shareholders, affiliates, and society. We are fulfilling our responsibility as a company when the results of those activities make families happier and society healthier.

OUR SHARED VALUE

Contributing to the well-being of our customers, family happiness, and an abundant society has been Daesang's core values for over 60 years. These values have been the guidelines for our business management activities and shared and put into practice by all employees.

Value human dignity and self-respect

Create customer satisfaction and value

Contribute to family happiness and society

VISION

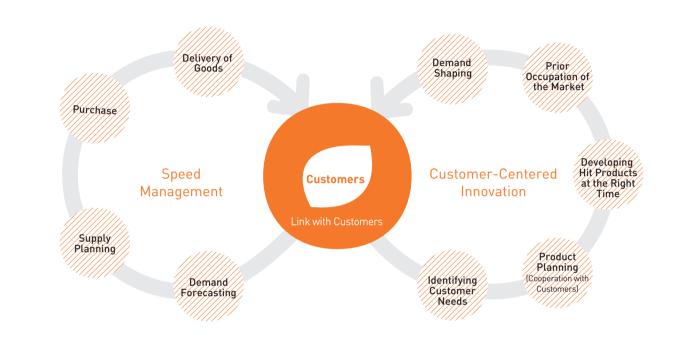
A company that creates happy futures through promoting healthy food culture

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The core competencies shaping our global future are our passion for achieving the highest customer satisfaction while embracing creative innovation and challenge of ongoing change.







First, Daesang is committed to health, safety, freshness, taste, and eco-friendliness.

What is Process Innovation (PI)?

PI refers to all activities that innovate the working methods, systems, and organizations targeting entire processes covering business partners (distributors, primary and secondary materials, and packaging materials), sales, marketing, production, purchase, logistics, development, etc., to ensure cheaper, faster, and timely planning, development, and supply of the best products.

Information Infrastructure **Great Work Place**



- Second, Daesang seeks speedy management through applying the principle of 'capability of implementing as planned.'
- Third, Daesang produces value-added products that are clearly differentiated from those of competitors through creative thinking.
- Fourth, Daesang establishes the foundation for sustained growth with customers, business partners, and officers and employees.
- Fifth, Daesang creates a great workplace (GWP) where all employees are engaged
- in their work with satisfaction and passion.

RESEARCH & Development

We create new value through advanced technology and original research and suggest a direction for future food enterprises Based on our advanced technology and expert researchers, Daesang's R&D division is creating a new food culture. Our half-century of experience helps us create a healthier and more abundant food culture, and leading the future of the food industry

FUTURE CORE VALUE



As a leader in creating a new food culture, we create a taste targeting not only Koreans but also people around the world, based on our unique food processing technology.

The Food Research Division aims to develop 'Chung Jung One' products to globalize the brand with state-of-the-art technology such as techniques to utilize traditional fermented pastes and sauces, and new processing techniques for retort foods and rice. We produce fresh and healthy products with excellent ingredients thus our products are well recognized by customers in seasoning, traditional pastes, processed meats, drinking vinegars, sauces and conveniece meals. In addition, we ensure taste and quality by conducting systematic sensory evaluations and safe system monitoring from the development phase to production so that our customers are able to enjoy safe products with confidence. Our commercial 'Shef One' brand products are targeted to achieve customer satisfaction with the excellent quality.



We have produced outstanding results in the sectors of amino and nucleic acids – which are used as food additives - by grafting cutting-edge biotechnology into the development of industrial microbes and developing eco-friendly new biomaterials.

In the area of bio research, we have developed world-class technological capabilities in microbe fermentation and separation thus accomplishing breakthroughs in the improvement of productivity in the sector of amino acids such as phenylalanine, glutamine, and arginine and in nucleic acids such as IMP and GMP. We have received the spotlight as a major specialized company in amino acids by continuously developing such as branched amino acids. In addition, we successfully produced a product with a fermentation technique that accumulated DHA, the functional lipid in plant microalgae, at a high concentration. We aslo initiated the production phase by developing industrial enzymes and utilizing biofinery, which creates eco-friendly biochemical products from biological resources such as biomass.



Based on biotechnology and precision chemical technology, Daesang has contributed to the development of eco-friendly advanced materials for green development alongside the development of high value-added functional foods and materials for industrial use.

Using natural raw materials such as corn, tapioca, and raw sugar, we are striving to develop and improve the quality of denatured starch for food that renders suitable properties to processed foods, digestion-resistant starch as health-oriented functional food materials, soluble dietary fiber and low-calorie functional sweeteners. Meanwhile, we are carrying out a number of research activities in many industrial fields such as paper, paper boards, adhesives, architecture, and cosmetics to develop various products and provide solutions fulfilling customers' needs. In addition, to address environmental problems, we are focusing our R&D capabilities on developing sectors such as advanced materials for starch series, biodegradable, eco-friendly materials, and low-carbon, green advanced materials using our highly advanced precision chemical and physico-chemical denaturation technologies.



Health Research Division

We contribute to population health by developing competitive top quality products made from the best ingredients and based on scientific efficacy.

We strive to develop high-quality health products, including 'Chlorella' (certified as the World class product of Korea), 'Newcare', a customized food supplement for individuals and patients, green vegetable juice which protects every family's daily health with fresh and safe ingredients, 'Daesang Wellife' products with various reliable functional health foods. In particular, we made it our top priority to develop safe and convenient consumer-oriented products by using natural materials, finding out the additional functions of individually recognized products, scientifically evaluating clinical efficacy and diversifying dosage, and creating customer satisfaction and value by developing products that customers want to give to their loved ones.

Food Safety Center



We provide our customers food information gained from preliminary analyses on risks related to food safety while building customer confidence in various foods by performing accurate analyses on foodrelated risks in technical standardization systems and tests.

The Center for Food Safety was certified in October 2005 by KOLAS, an international accreditation group, and has established and operated the system to verify food safety. We continue to employ talented experts and are committed to achieve food safety management by greatly expanding new state-of-the-art equipment and facilities and systematically and efficiently evaluating the various ranges of processes, such as the production sites of contractors to the distribution status of retailers. Especially, with avision of 'the establishment of a quality inspection system meeting international standards', we ensure independence and expertise on food safety by analyzing nutritional elements on export products to strengthen a global network of professional quality.

Chung Jung One, People who understand food

We discern vitality from nature's endless regeneration.

Daesang values interactions with customers.

We are the food experts who design foods by connecting to people's hearts.

HUMAN & NATURE



Daesang's brands have led and renewed Korean food culture

The history of Daesang's brands – ranging from Miwon, which generated legendary stories and are referred to under numerous names such as; the first Korean fermented seasoning, the pronoun of seasoning, Chung Jung One, Sunchang, Haetsaldameun, Hongcho, Matseonsaeng, Shinanseom Bobae, Curry Queen, Daesang Wellife, the reputable Kimchi brand Chongga - it is the very history of Korean food culture!

General Food Business

Starting with the introduction of Miwon, Korea's first fermented seasoning, in 1956, launch of Chung Jung One in 1996, and renewal as Chung Jung One BI in 2014, Daesang Corporation has been a brand leader in the food industry for half a century. Customer trust is our highest value, as we pass on and develop the highest quality traditional foods that are responsive to modern sensibilities.

Chung Jung One is the integrated brand of Daesang's general food business.

The symbol of renewed Chung Jung One BI expressed completing an elliptical shape of the 'C' in 'Chung Jung One' thus symbolizes 'the perfect food professionals' and represents the distinctive skills and self-respect of the Chung Jung One brand. Also, the empty space in the symbol formed as leaves represent the starting points of Chung Jung One brand, purity (blue, 淸) and care (jung, 精).

Chung Jung One Brand platform

vision : Korea's leading general food brand worldwide, loved and entrusted by customers
value : advanced life(quality of life through the provision of healthy life)
core identity : a healthy taste
extended identity : clean, stylish, and care

Brand Symbols for Categories





Korean traditional sauces (classic) Convenience-type products (smart)







Western food groups (cuisine)



Chilled / frozen products (fresh)



Cooking materials (essential)



Organic processed food groups (organic)

General Food Business

Daesang Corporation is a food company that produces traditional Korean sauces and pastes, as well as farm/fishery products, western foods, frozen foods, and seasonings. We are leading the health-oriented food culture as a leading general food company that provides trust to customers. As a general food company and leader in food culture, Daesang Corporation is developing healthy and tasty organic products such as well-being vinegar 'Hongcho', natural seasoning 'Matseonsaeng',

www.daesang.com

'Sunchang' is one of the Chung Jung One paste and sauce product brands providing value to our customers by developing traditional fermented sauces with clean raw materials and the traditional manufacturing process based on the spirit of the Family Brand 'Chung Jung One', 'nature and care'. Sunchang is the best site to produce fermented products with the clean water from the Sumjin River and fresh air where it was historically known for red pepper paste production used to prepare foods for the kings. 'Sunchang' Brand has been the leader in preserving the tradition of pastes based on geographic character and the traditional paste culture.

Launched in 1997 as a soy sauce brand, 'Haetsaldameun' uses only naturally brewing soy sauce and contains zero acid-hydrolyzed soy sauce. 'Haetsaldameun' soy sauce is the nation's 1st HACCP-certified soy sauce to have passed the verification system of risk elements by the Food and Drug Administration. Also, it is a LOHAS-certified product which promotes the health of companies or organizations and is eco-friendly. It is a brand that guarantees health and cleanliness to customers.





Sunchang - korean traditional sauces



Haetsaldameun soy sauces



sun-dried salt 'Shinanseom Bobae'. Also, we are working to provide abundant and healthy food cultures to customers with specialty brands such as health-oriented premium curry, 'Curry Queen'.

Produced by our vinegar fermentation technology accumulated for the past 40 years, 'Hongcho' is a well-being vinegar brand that is tasty to drink and based on 100% fermented vinegar with the addition of dietary fiber, oligo sugar, etc. Firmly based on the principle of no additional sugars, artificial sweeteners, artificial colosr, and artificial preservatives, Hongcho continues to keep the promise of Chung June One on health and is the 1st reliable HACCP-certified vinegar drink on the market.

'Matseonsaeng' brand is a premium brand of natural seasonings that gives a hint of the professional cook's skill onto foods with natural materials. Committed to deliver excellent materials to produce the deep and abundant tastes of nature, 'Matseonsaeng' is the well-being-oriented representative brand thatprovides healthiness while ensuring good taste and the pleasure derived from enjoying sensory sophisticated foods.

'Currry Queen' is a premium brand of Chung Jung One made in the Queen's way to enjoy 'a premium curry dish', not a traditional yellow curry to come up for a meal. Broth of fond de veau from boiling calves bones over 10 hours provides deeper and more tender flavors. Chung Jung One's expertise on spices enables customers to enjoy a variety of flavors as well as adjust the spiciness to their tastes and preference.





Hongcho

Ma











Matseonsaeng



Currry Queen

Fresh Food Business

The 'Chongga' brand is a Korean-style fresh food specialty brand that is trust-worthy and reliable. It has focused its efforts on developing safe and convenient new products in keeping with the trend of minimizing artificial processing in the field of fresh foods according to recent industry trends. Furthermore, it is striving to lead the development of Korea's food industry by internationalizing traditional food culture.

Fresh Food

Health Business

Daesang Corporation is committed to developing a variety of health foods in order to achieve the vision of developing healthy foods to improve customers' health to contribute towards creating an abundant life.

The secret to Korean-style freshness that makes good foodseven better: 'Chongga'

Korean-style fresh foods refer to those carrying the taste, flavor, and nutrition of uniquely Korean food; they are intended to make safe foods most pleasant to the Korean taste through the selection of top quality materials by local experts along with Jongga's strict principles and unique secret of freshness. Unlike foods stored for a long time at room temperature, fresh food products have the characteristics of having to be produced, distributed, and sold within a short period of time by maximizing the unique taste of each product and minimizing additives through the use of high-quality raw materials and ingredients. For this reason, fresh food products are forecast to lead the next-generation within the food market. Accordingly, we will secure the next-generation growth engine through the development of fresh foodsand eco-friendly products.



As a symbol representing the image of Chongga, the 'Chongga' logo depicts a tiled roof showing Korea's traditional image, indicative of a company specializing in fresh foods and inspiring consumer trust and faith, as well as communicating cleanliness and discipline in production.

The Korea's top health brand, 'Daesang Wellife'

Through our comprehensive health business including health foods and healthrelated services, 'Daesang Wellife' has become Korea's top health food brand. Introduced in 2002, Daesang Wellife was the Korea's first health food brand and contributed to our customers' healthy and pleasant lives based on the values of 'health and food science.' These values are rooted in our 50 years of expericein food research and health science. Including the development of Chlorella, our main product, exported worldwide, our customer's daily health watch Green Vegetable Juice, Health Juice, Hongeuibogam (red ginseng), Nucare (special food for patients), glucosamine (joint health), Gamma-linolenic acid, omega-3, vitamins, etc., Daesang Wellife continues to expand to various health products while obtaining unique expertise and specializationin each field.





Tofu















Red ginseng

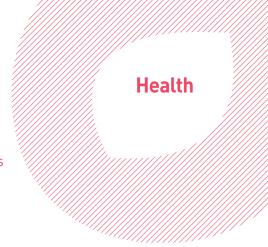
Green Vegetable Juice

Kimchi

Pickles

Side Dishes

Spices







Health Juice



Nucare



Chlorella

Bio Business

After initiating the production of Korea's first fermented seasoning in 1956 using only Korean technology, we have grown into a top-ranking bio company specializing in fermentation. Based on the technology we acquired in the past half-century, we are producing high value-added flavoring materials and amino acids such as nucleic acids, yeast extracts, L-Glutamine, L-Alginine, L-Phenylalanine, Isoleusine, Chlorella, DHA, etc.

Research and development of high value-added materials

After our success with Miwon, Korea's first fermented seasoning made from sugar cane, we have dramatically increased productivity by acquiring new technologies for IMP and GMP nucleotides and improving our production processes. We have also successfully produced yeast extracts and made related products by meeting emerging customers' needs for natural flavoring materials. By developing production technology for high value-added amino acids such as glutamine, phenylalanine, arginine, and isoleusine as well as the sweetener aspartame, we have set the foundation for becoming a global biotech company. Daesang will focus our core competencies on developing various high value-added materials such as food ingredients and amino acids with various uses, functional health materials, bio polymer, etc. Meanwhile, our Gunsan factory, the hubof Korea's bio industry, is the leading factory for the bio food business. It has many certifications including the 1st ISO9001 certification in the food industry and GH authentication.



Bio



Daesang's starch and starch sugar business strives to maintain continuous R&D and strategic investment to become globally competitive. As a next-generation strategy, we are also focusing on developing functional food ingredients, pharmaceutical raw materials, industrial materials, and eco-friendly advanced materials based on our highly advanced carbohydrate processing and precision chemical techniques.

Developing food, industrial materials, and functional sweeteners

We produce sugars and starches such as denatured starch for food and for industrial use as basic materials in various fields by processing various crops like corns and tapioca. We are leading the domestic market for sweeteners by improving the quality of first-generation sugar alternatives such as fructose, starch syrup, low-sweetness sugar, etc., and enhancing the technical service for them. Following the production of second-generation sweeteners that improve food properties such as refined maltose with functions of retaining moisture, fragrance, and low sweetness, etc., we are actively developing—in keeping with the health-oriented trends -third-generation products such as oligo sugars with blood sugar control. We have developed and provided materials to meet customers' needs and strive to launch overseas plants and compete in the global market in keeping with the globalization of food business. Daesang obtained advanced technologies for developing biodegradable eco-materials that use denatured starches and have developed thermos-plastically processable starch (TPS), biodegradable garbage bags, packing foam, children's school supplies, and containers for ramen and box lunches.



Fermented seasoning Miwon Nucleic acids(IMP, GMP, I+G) Yeast extract



-Phenylalanin L-Glutamine L-Arginine L-Isoleusine



Aspartame







Corn Starch Oxidized Starch Glutinous Corn Starch

Starch



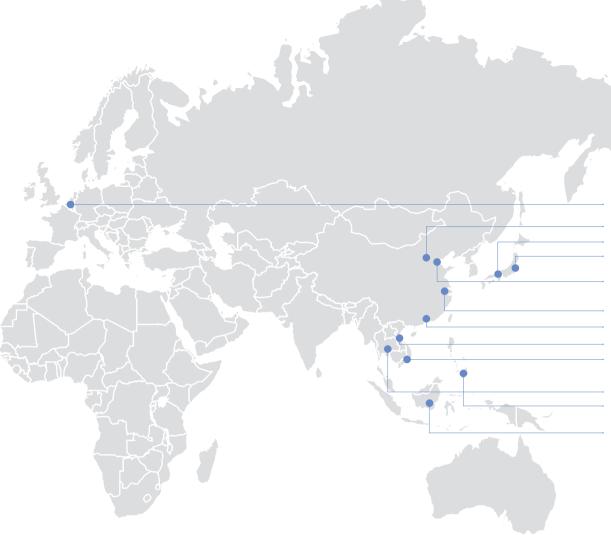


High Fructose Corn Syrup Dextrose Monohydrate Starch Syrup 82

OVERSEAS BUSINESS

We spread the Korean taste worldwide. We touch the hearts of people around the world by combining Korean traditional culture and sensibilitieson Daesang's philosophy of respect forpeople and nature. Daesang's solid and honest heart holdsdreams and hopes stretching out into the world.

During Korea's industrialization in the early 1970s, Daesang was the first Korean company to successfully export abroad to Indonesia. This was our first step into the world market. We followed with offices in Japan, Hong Southeast Asia, which carried out marketing for those regions. Our overseas offices in U.S.A., Europe and Japan act as hubs in global management by analyzing local trends, market information, creating sales networks, and acquiring local ingredients.



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Overseas Business

Becoming a leading global company

Daesang provides a Korean-style taste by using traditional fermentation methods to produce red pepper paste, fermented soybean paste and soy sauce and has been leading the globalization of the food industry through localized marketing and R&D such as producing traditional food products modified to suit local tastes (seasoning, seaweed, Hongcho, etc.) Daesang's Chlorella and L-Glutamine, which are gaining popularity worldwide, were selected by the Ministry of Knowledge Economy as world-class products. Our MSG, nucleic acids, and yeast extracts, which are widely used in processed foods, and amino acids such as L-Phenylalanine, L-Glutamine, L-Alginine, and L-Isoleusine used in pharmaceuticals as well as the functional sweetener Aspartame; are sold to more than 80 countries around the world. Meanwhile, Daesang is developing vegan, organic, and LOHAS products as well as Kosher-certified and HALAL products to meet the needs of consumers seeking within various life styles in the global market. Using the specialty and knowledge of Chung Jung one, the processed food brand, we provide Korean traditional taste, a heathy taste, to local customers overseas.





Fermented seasoning, Miwon (L-Glutamine Sodium) Nucleic acids(IMP, GMP, I+G) Aspartame Chlorella



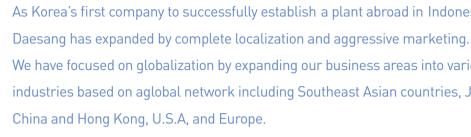
L-Glutamine L-Phenylalanine L-Arginine L-Isoleusine



Red pepper paste made of Korean rice Traditionally fermented soybean paste 'Hatsaldameun' Dark soy sauce



Beef BBQ seasoning Sun-dried salt Chung Jeong fresh seaweed Hongcho



Creating a 'Second Daesang' in Southeast Asia

With the establishment of PT. Miwon Indonesia (a joint venture MSG in 1973), Daesang was the first Korean company to establisha plant abroad. In 1976, we founded PT. JicoAgung in charge of management and distribution and became a leading company within the market with active localization strategies. In addition, PT. Miwon Indonesia expanded its business to various processed foods such as flavored salts, etc. In 1994, Daesang established Miwon Vietnam and opened a global network for the production and sale of MSG. In 2005, we expanded our business to produce a starch sugar using tapioca in Vietnam. In 2013, we established a corn syrup factory in the Philippines and became the first Korean company to compete in their starch market. Founding Daesang Ricor Corportation in the Philippines, we are expanding our overseas business by contracting with Philippines Nestle to supply five million tons of corn syrup per year. In 2014, for the first time infood industry history, we established the world's largest palm oil factory which is capable of producing 35,000 tons of palm oil per year and has sought to improve profitability through new business expansion.



Miwon(Indonesia) Bio Miwon(Indonesia) Miwon(Vietnam)

As Korea's first company to successfully establish a plant abroad in Indonesia, We have focused on globalization by expanding our business areas into various food industries based on aglobal network including Southeast Asian countries, Japan,





Bread Crumbs(Indonesia) Bread Crumbs(Vietnam) Tempura Powder(Vietnam)



Jinseng Coffee(Indonesia) fish soy sauce(Vietnam)



By fulfilling our social responsibilities and roles, Daesang is contributing to a society where everyone can thrive

Reinvesting profits to society is a corporate responsibility and duty. Daesang is faithful to its role on every level, from caring for isolated neighbours to passing down traditional culture. By carefully attending to even unseen and small matters, we are working to create a society where everyone thrives and our traditional culture can bear fruit.

Social Service

By practicing corporate social responsibility, Daesang participates in social service activities through 14 Chung Jung One housewife volunteer teams and 70 Chung Jung One volunteer teams under the slogan of 'More sharing, More delicious happiness'. We have actively contributed to society on various fields. We have a scholarship program to help foster young talent, support traditional cultural activities, activate regional cultureand assist in promoting the growth of the Korean film industry.



Helping the less fortunate

We have continuously supported the Korea Food Bank since 1998. We share with our neighbors through various activities including sharing dishes with love, sharing trees with hope, blood donation campaigns before vacation, hope spoon with the Women's Foundation, forest camp experiences, year-end event package production and the Indonesia Child Rights Improvement Campaign. In acknowledgement of these active social services and contributions, we have received the Presidential Award in Helping Neighbors' in June 2002, a 'National Commendation on Social Welfare Day' in September 2004, and a 'Presidential Award on Social Welfare Day' in September 2009.



Scholarship Program and Traditional Culture Support

Established in 1997, the Daesang Cultural Institute provides equal educational opportunities and contributes to fosteringour youth through ascholarship program for middle and high school students living under the poverty line and college students majoring in the humanities, basic science, and the food industries. In addition, Daesang supports the 'Jeonju Daesaseup Nori Festival' (an annual traditional music and culture festival) and the Honam Opera Group to pass down and develop the Korean tradition and to promote arts and cultural activities. Daesang also contributes to the local community by having built a Arboretum in Naejang Mountain located in Jeongeup, Jeonbuk providing an unique environment to relax and learn about nature.



Support for the Korean Film Industry

Daesang has contributed to the growth of the Korean film industry by continuously supporting the Dragon Film Awards, the most prestigious film awards in Korea. Starting from the 1st Blue Dragon File Awards in 1963, we have continuously supported the recognition of excellent actors and actresses while expanding the capability of the Korean film industry and contributing to the growth of the film industry through advertising cultural contents worldwide.







DAESANG Networks



Green Village Corp. is a leading domestic eco-friendly and organic food brand which promotes the distribution of domestically farmed eco-friendly organic safe foods cultivated through the hard work and devotion of our rural farmers. It offers over 1,500 species of eco-friendly organic products via 350 stores nationwide and through online venues. Green Village achieved the status of a national administration of 'eco-friendly organic specialty stores' through a thorough food safety management system and state-of-the-art logistics system. It contributed to the popularization of pursuing a healthy lifestyle (LOHAS: Lifestyle of Health and Sustainability) as well as improving quality of life through conveniently offering for purchase eco-friendly organic foodsnear customers' homes.



Established in 2005, Daesang Holdings (Corp.) provides shareholder-oriented management by improving corporate governance and management efficiency. Daesang Holdings (Corp.) plays a central role in achieving the long-term vision of efficient management by focusing on core businesses and embracing independent management. It strives to increase corporate value through transparent management to enhance competitiveness in an era of global competition.

• Daesang Holdings Olive Tower 2nd Floor, 41 Sejongdaero 9-gil, Jung-gu, Seoul 100-737 Tel 82-2-2211-6553 Fax 82-2-2214-6511



Established in 1956 using through soleyKorean capital and technology, we have grown into a top-ranking general foods production company and one of the three top companies specializing in fermentation. Succeeding in the development of glutamine acid by fermentation, Daesang Corp. launched Korea's first bio business. Afterwards, we developed production technologies for over 20 amino acids and nucleic acids such as MSG, L-Phenylalanine, L-Glutamine, etc. and have been recognized as the biotech fermentation company with global competitiveness. As the largest company producing sugars and starches, we also produce and sell starches from corns to be used as the raw material for various processed products and snacks, fructose used in soda, oligo sugars and corn syrup. Meanwhile, centered around Chung Jung One, our comprehensive general foods brand, we are leading food culture by producing traditional pastes, sweeteners, western foods, frozen/refrigerated foods, convenient foods, etc. while expanding our health food business by launching 'Daesang Wellife' brand.

• Daesang Corp. Daesang Tower, 26 Cheonhodaero, Dongdaemun-gu, Seoul 130-706 Tel 82-2-2220-9500 Fax 82-2-2232-3719 www.daesang.com



Daesang FNF Corp. was launched in December 1, 2006 as Daesang Corporation took over Doosan Inc. Food BG to strengthen the fresh food business. Daesang FNF Corp. strives to fulfill customers' needs by developing convenient and safe new products to globalize the traditional foods represented by 'Jonggajip Kimchi'. In the future, Daesang FNF Corp. will dedicate itself to R&D to improve the quality of the food industry one step further. It will also grow as a world renowned fresh food global company through transparent management, customer-oriented corporate culture, and the ongoing development of reliable and safe products.

• Daesang FNF Corp. Daesang Building 3rd Floor, 470 Myeonmok-ro, Jungrang-gu, Seoul 131-220 Tel 82-2-3290-8825 Fax 82-2-433-8709 www.daesangfnf.com



Originally made for the Bokumjari family and their neighbors, Fruit Jam has now became abrand that symbolizes quality processed fruit foods. With all kinds of carefully selected fruits harvested in Korea, we strive to make foods for all families while delivering high quality products full of gratitude to nature. Bokumjari is committed to ensuring its global competitiveness by producing more delicious and safefoods and providing top quality service to achieve a higher level of customer satisfaction through responding to even hidden needs.

Bestco

Daesang Bestco Corp. provides goods and services needed for customers in a timely manner. It puts the highest value on 'Customers' Success Solution Creation' based on confidence, quality, hygiene and price. Pursuing 'a company as a companion of success in the food business offering constant faith and trust', it is a general food distribution company exploring new markets. Daesang Bestco is committed to providing goods and services needed by customers at any time and to have zero customer claims by enhancing the quality education for partners and employees to ensure food safety through strict quality and hygiene management.

Daesang Bestco Corp. Daesang Building 1st Floor, 470 Myeonmok-ro, Jungrang-gu, Seoul 131-220
Tel 82-2-6925-1180 Fax 82-2-6937-1221 www.daesangbestco.com

📥 아그로닉스(주)

Agricultural Marketing Company, Agronix Corp., is always with our customers, even in the ripened paddy and field, the wholesale market in darkened dawn, and pleasant dining place with family. Agronix Corp grows through the hard work of farmers and the passion of distributors. It strives to distribute better agricultural products, and contributes to eco-friendly management and social responsibility. As the leading global distribution corporation standing out firmly in domestic agricultural corporations, Agronix Corp. is leading the agricultural market by embracing constant challenges and innovation towards a new future. • Agronix Corp. 4 Daeyeonjang-gil, Jinan-eup, Jinan-gun, Jeonbuk 567-807

• Green Village Corp. Daesang Buidling 2nd Floor, 470 Myeonmok-ro, Jungrang-gu, Seoul 131-220 Tel 82-2-6715-7113 Fax 82-2-2208-6314 www.choroc.com

• Bokumjari Corp. BYC Building # 706, 199 Simindae-ro, Dongan-gu, Anyang, Gyeonggi-do 431-811 Tel 82-31-381-8839 Fax 82-31-360-8822 www.bokumjari.co.kr

> 4 Daeyeonjang-gil, Jinan-eup, Jinan-gun, Jeonbuk 567-807 Seoul Office Daesang Building 3rdFloor, 470 Myeonmok-ro, Jungrang-gu, Seoul 131-220 Tel 82-70-4035-5002~5025 Fax 82-2-6937-1221 www.agronix.co.kr



As a specialized company focusing on seasoning foods, all of Jeongpoong Corp.'s employees are working to develop customer-oriented products under the company's business philosophy of 'a safe and delicious taste for customers' health and happiness.' It is committed to concentrating on its core competencies to grow as a leading healthy company in the globalization of taste by equipping itself with production facilities, quality control systems and cold chain systems ensuring that the basic food qualities of 'nature, health, and freshness' develop into products that meet consumers' needs. Also Jeongpoong Corp. is expanding through securing new growth engines which utilize our knowledge on extraction and compression technologies.

• Jeongpoong Corp. 16 Seokgyo 3-gil, Seonggeo-eup, Seobuk-gu, Cheonan, Chungnam 330-834 Tel 82-41-550-7900 Fax 82-41-558-8618 Seoul Office 204 Dongjakdae-ro (4th Floor), Seocho-gu, Seoul 137-829 Tel 82-2-3477-5671 Fax 82-2-3477-5677



Sinan Sun-dried Salt Corp. is a company co-founded by Daesang Corporation and 82 sun-dried salt producers in Docho-myeon, Sinan-gun to promote the growth and globalization of the domestic sundried salt business. Sinan Sun-dried Salt Corporation is leading the domestic sun-dried salt market through continuous R&D and aggressive marketing, ensuring competitiveness through international quality certification, surpasses the French product Guerande Salt, and is targeting itself to achieve rapid expansion in overseas markets including the U.S.A., Europe, and Japan. With a focus on the representative brand of sun-dried salt, Shinanseom Bobae, the corporation launched and is selling new herbal salt products and premium three-year old sun-dried salt.

Sinan Sun-dried Salt Corp. 171 Dochobuk-gil, Docho-myeon, Sinan-gun, Jeonnam 535-892
Mokpo Office Jingseong Building4th Floor, 10-1 Hadang-ro 30-gil, Mokpo, Jeonnam 530-826
Tel 82-61-262-2001 Fax 82-61-283-5337

🛁 (주) 진영식품

Jinyoung Food Corp.set the foundation and solidified its position as the total frozen food specializing company with incessant innovation and a policy to prioritize quality. It mainly produces Tonkatsu, fried food, open-fired food, and patty products. It is committed to produce healthier, safer and more delicious foods based on secure and stable quality systems. Jinyoung Food Corp. continues to create higher customer value through continuous quality innovation and management innovation to deliver the right foods for a healthy food culture.

• Jinyoung Food Corp. Pyeongchon Acrotower A-509, 230 Simindae-ro, Dongan-gu, Anyang, Gyeonggi-do 431-908 Tel 82-31-385-6442 Fax 82-31-385-4446



Dongseo Construction Corporation constructs housing, culture and welfare facilities such as mixed buildings, high-rise apartments, hospitals, laboratoies and exhibition halls. It has also constructed large-scale civil engineering facilities such as ports, roads, rails, and sewage treatment plants. With systematic achievements in various fields, it is a construction specialist company well recognized for its quality knowledge and skills by perfectly building social infrastructure. Dongseo Construction Corporation reflects the diverse needs of our customers and provides the best quality from construction contract to design, construction, operation and follow-up services. Also, through proper business ethics, we establish the right business principles based on honesty and principles while striving to fulfill its social responsibilities.

Dongseo Construction Corp. 697 Jungbudae-ro, Majang-myeon, Icheon, Gyeonggi-do 467-813 Tel 82-31-636-7810
Seoul Office 541 Sesin Building 3rd Floor, 541 Dosandae-ro, Gangnam-gu, Seoul 135-765
Tel 82-61-262-2001 Fax 82-61-283-5337 www.dongseoi.com

sangam

Sangam Communications Corp. started as putting the top priority on achieving the expanded value of advertisers by building a communications channel for customer satisfaction and performing a future-oriented marketing strategy. Its main business area includes marketing research, production of advertisements, advertising agencies, public relations and events. It has provided the maximum satisfaction to our customers and advertisers with creative and effective analysis and planning capabilities through accurate market research on targeted markets, thorough analysis of the products, and scientific consumer analysis to understand the minds of consumers. Sangam Communications Corp. has created a 21st century full of dreams and touching moments by pursuing truly human-oriented advertising communications.

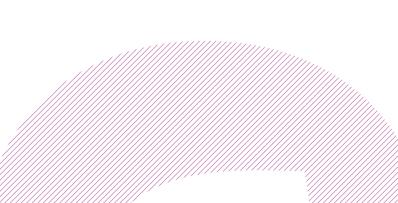


Daesang Information Technology Corp. is a comprehensive information technology service company mainly focusing on consulting, systems integration, and outsourcing solutions. In accordance with the vision of a company that has a stable income as u-Biz Leading Company leading the ubiquitous era, a company with technology and competitive capability, a company with confidence and passion, it has focused on consulting, systems integration, and outsourcing solutions services. Daesang Information Technology Corp. recognized the importance of solution business in the early era and obtained special solutions such as multimedia, broadcast, mobile and will launch SI-businesses specific to solutions.

• Daesang Information Technology Corp. Daesang Building 4th Floor, 470 Myeonmok-ro, Jurang-gu, Seoul 131-220 Tel 82-2-3408-0165 Fax 82-2-3409-0450 www.daesangit.co.kr

DAESANG 대상문화재단 Daesang Cultural Institute provides equal education opportunities and contributes to fostering youth through our scholarship program for middle and high school students living under the poverty line and college students majoring in humanities, basic science, and food industries. In addition, Daesang supports the 'Jeonju Daesaseup Nori Festival' (an annual traditional music and culture festival) and Honam Opera Group to pass down and develop the Korean traditionsand to promote arts and cultural activities. Daesang also contributes to the local community by having built a Arboretum in Naejang Mountain located in Jeongeup, Jeonbuk providing an unique environment to relax and learn about nature.

• Daesang Cultural Institute 19 Samchung-ro 9-gil, Jeongro-gu, Seoul 110-756 Tel 82-2-723-2563 Fax 82-2-723-2599 www.daesangfoundation.or.kr



• Sangam Communications Corp. Ace Tower 9th Floor, 92 Tongil-ro, Jung-gu, Seoul 100-712 Tel 82-2-2262-4500 Fax 82-2-753-3052 www.sangam.co.kr We learn warmth from humans. We gain health from nature.

An upright and honest company that doesn't treat humans or nature thoughtlessly, Daesang will remain as a clean company for both humans and nature.

> HUMAN & NATURE

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