

MYEONGWON

t

C



q h s r k s r g d q



Y 6~ ~ 년 a ~

Ginseng is the root of plants in the genus *Panax*. Its known for invigorating, restoring, and refreshing. It has been traditionally used both in the cuisines and medicines in Asia. Recently, it becomes popular for relieving fatigues and increasing immunity.

k Y

Red ginseng is steamed and dried ginseng and has reddish color. Through a repeated steaming and drying, its medicinal effects get increased and its bitterness get reduced.

d ~ k Y ~ ~ 7 ~ -

Korea red ginseng has a 1500 years history, originated as *Corea* ginseng. With *gensenosides*, its core medicinal effect, ginseng is known as a cure-all. With 32 types of *gensenosides*, Korea red ginseng is evaluated as a heavenly grade herb.



h a

A: @G

A: AA

A: AB

A: AC

A: AD A: AE

Contracted
eco-friendly ginseng farm

Feb. Myeongwon founded (Feb. 10)

Mar. Partnership agreement with
Pharmaco Foods

May. Launched Myeongwondam Premium
Red Ginseng Powder

Jun. Export contracts with buyers in
Shanghai, China and Canada

Jul. Export contract with Japanese buyer

Jul. Launched Myeongwondam Premium
Red Ginseng Powder Set

Sept. Export contract with Vietnamese
buyer

Oct. Export contract with Australian buyer

Dec. Export contract with Malaysian buyer

Jan. Launched Myeongwondam
Red Ginseng Pomegranate Collagen Jelly
Stick

Mar. Export contract with Taiwanese
buyer

May. Launched value pack of Red Ginseng
Pomegranate Collagen Jelly Stick

Jul. Export contract with Singaporean
buyer

Sept. Launched Premium Fermented
Deer Antler Red Ginseng

Oct. Launched Achyranthes Red Ginseng
Slices

Oct. Launched Red Ginseng Oatmeal
Protein Shake

Nov. Expanded and relocated head office

Jan. Export contract with buyer in the
Philippines

Apr. Launched Myeongwondam Real Red
Ginseng Syrup

May. Launched Fermented Red Ginseng
Extract Energy Stick

May. Launched Premium Agarwood
Royal Pill and Black Ginseng Agarwood
Pill

May. Participated in Kazakhstan Market
Development Delegation

Aug. Export contract with Mongolian
buyer

Oct. Export contract with Uzbekistan
buyer

Nov. Renewed Inner Beauty Red Ginseng
Pomegranate Collagen Jelly Stick

Dec. Export contract with German buyer

Dec. Entered Incheon Airport Duty-Free
Store

Jan. Established manufacturing R&D laboratory

Jul. Received Model Women-Owned Enterprise
Award at the 2025 Chungnam Women
Entrepreneurs Awards

Aug. Signed official exclusive distribution agreement
in Vietnam

Sept. Received Excellence Award at the 2025
National Ginseng Product Evaluation

Nov. Signed export contracts with Middle Eastern
markets, including Dubai and Oman

Dec. Received Geumsan County Governor's
Commendation for contribution to regional industry

Dec. Expanded and relocated head office

Jan. Converted to Myeongwon Co., Ltd.

Jun. Completed KRW 100 million export contract
with Oman

h f

S ~년 ~년 6
년 ~ 6~

ther

T



T

~



V

h f

- Myeongwon likes to help all people in the world experience the efficacy of ginseng and lead their lives in a happier and healthier way. We'd like to establish ourself as a brand to promote the excellence of Korean ginseng & red ginseng to the world. By developing ginseng products as yummy and easy access snack, we'd like to introduce ginseng as a friendly eatery. It can help more people enjoy it as their daily routines.



- Starting from eco-friendly cultivation, thorough selection process for high quality ingredients, and with 20 years research and over 90 patents, we'd like to provide one of the best quality ginseng products.

- With experiences of overseas corporate head, we'd like to understand the market fully and set up the strategy accordingly.

hgV l m h i l s l m V f
T ~ i 년 U -



h G f

k m k B



w

x I



g

Rf



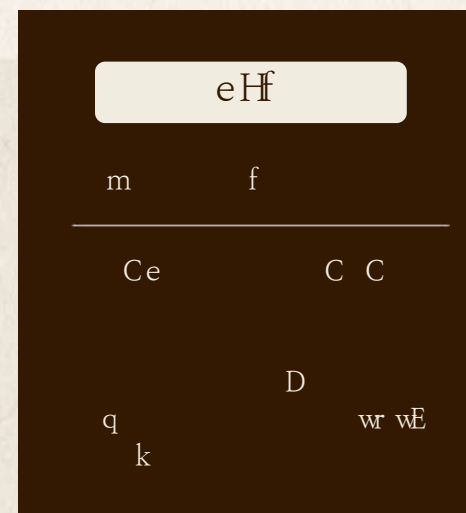
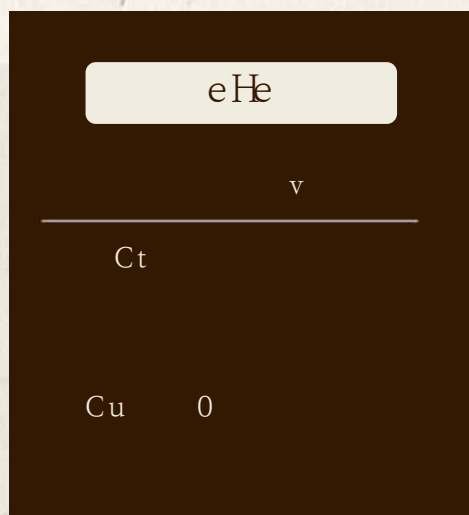
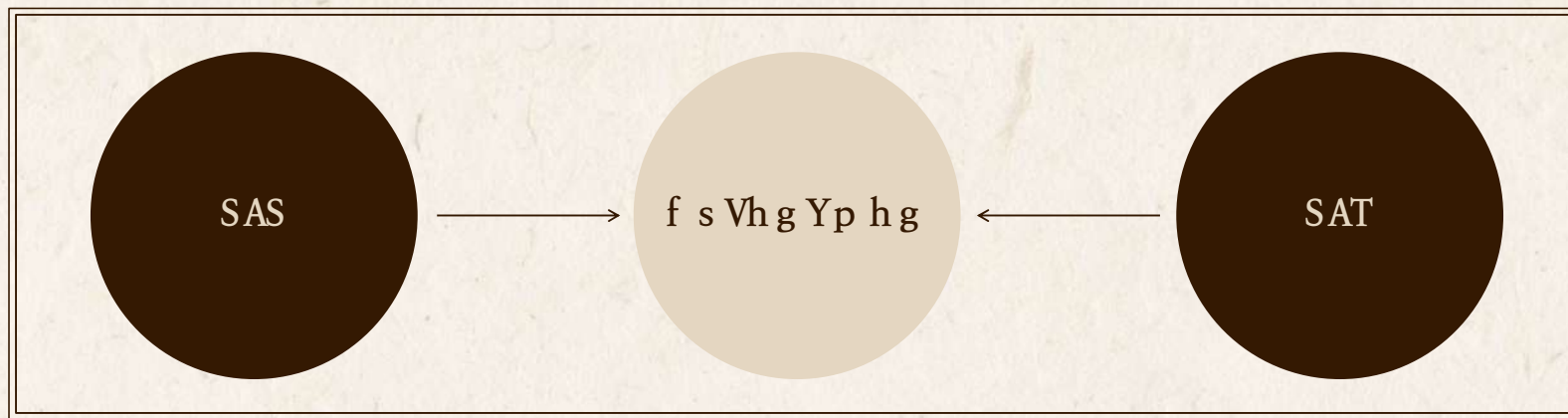
g

Eh

f

O

S f



U - T ~

h



l
k
k

B
l

B
i

w

Bw

Bl
g

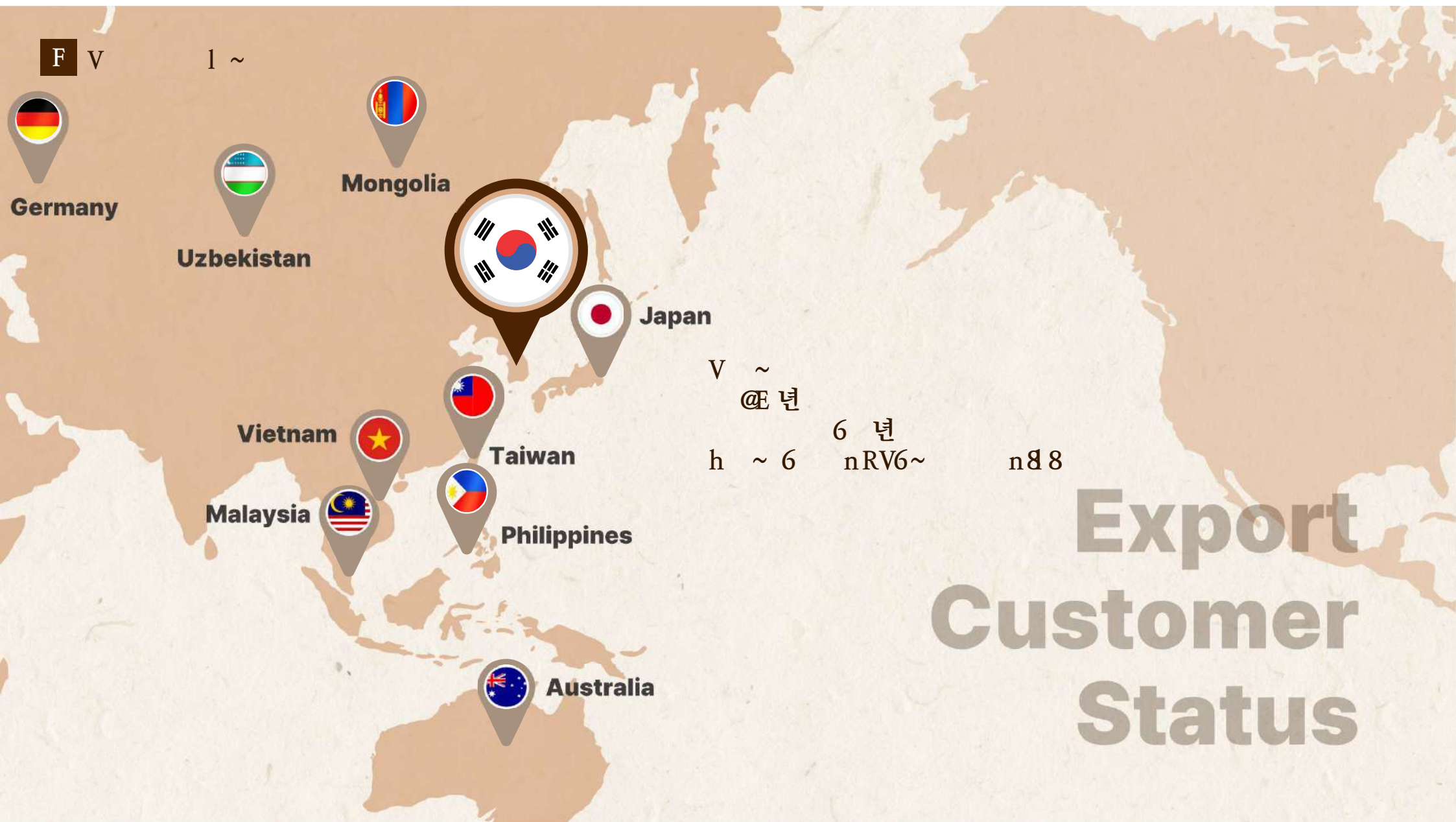
f

f

B

h





F V

1 ~

V ~
@E 년
h ~ 6

6 년
nRV6~ n88

S e 7년



S
d ~ ~ ~
o ~
l ~ ~ ~
f ~



f ~ 1 ~

Geographic

- Primary Market: South East Asia
- Targeted Region: Asia
- Focus Area: healthy product, inner beauty
- Market Entry Strategy: Establishing a strong presence in South East Asia and expand into other Asian market
- Differentiated strategy by country

Demographic

- Gender: women and men
- Age - Different by products
Healthy: Age: over 30s
Inner beauty: 20s~40s

Psychographic

- High rise on healthy products after the pandemic
- Red ginseng gets more popular for enhancing immunity
- Demands for health & inner beauty rises

Behavioral

- Launch event: host a launch event, invites influencers & media, and offer special promotions and gifts.
- Online marketing: utilize various digital marketing channels
- Offline marketing: Collaborate with partners/ sponsors to conduct offline marketing activities

h ~ I Y ~ Y W ~



h ~ I Y ~ b 년

Y ~
f s Vh g Yp h g



h
f ~
b 년

h ~ I 1 년~ 년 -

p
f s Vh g Yp h g



h p

f ~ R ~ 0 k 년

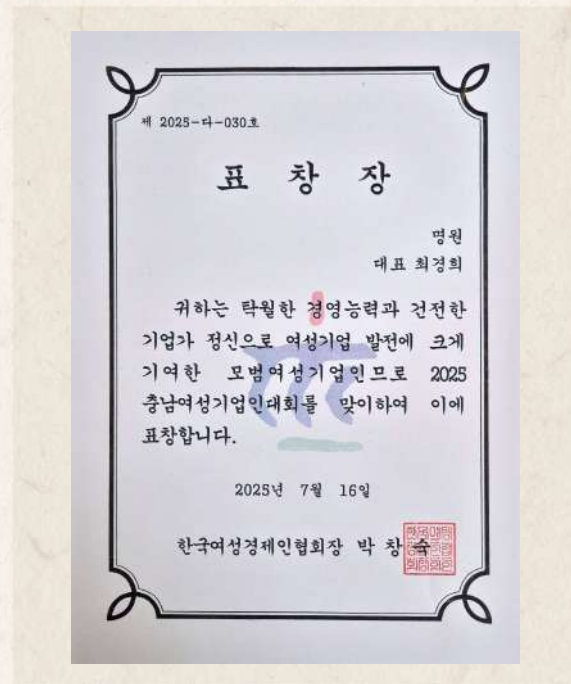
① Geumsan County Governor's Commendation



(Dec. 23, 2025)

- Recognition for contribution to the development of the regional economy and ginseng industry

② Korea Women Entrepreneurs Association Chairperson's Commendation



(Jul. 16, 2025)

- 여성기업 발전 유공

③ Excellence Award at the Ginseng Product Evaluation



(Sept. 12, 2025)

- Received the Excellence Award among approximately 250 ginseng products

t

0 w

Red ginseng Pomegranate Collagen Jelly Sticks

A premium and delicious jelly stick made with 90% pomegranate concentrate, collagen, elastin, and hyaluronic acid, without adding a single drop of water.

Blended with Korean red ginseng, the origin of K-food, it supports both beauty and wellness in one convenient stick.

With reduced bitterness from red ginseng and no fishy collagen taste, it has received positive feedback from global influencers and was served at a dinner by the French World Gourmet Dessert Association.

It also received the Excellence Award at the 2025 National Ginseng Product Evaluation, officially recognizing its taste, quality, and product completeness.



Apple Cider Vinegar Red Ginseng

A powdered stick-type health drink that modernizes the combination of apple cider vinegar and Korean red ginseng.

Formulated with 30% apple cider vinegar powder, banana leaf, 19 types of probiotics, fructooligosaccharides, and resistant maltodextrin, it is designed to support blood sugar balance, gut health, and daily vitality.

Easy to mix with water or other beverages, it offers a refreshing apple flavor with less bitterness from red ginseng, making it enjoyable for all ages.

t

0 w

Premium Red Ginseng Powder

Enhanced *gensenosides* and reduced the bitterness of red ginseng.
You can enjoy the efficacy of pure red ginseng by grinding 100% whole red ginseng.
You can utilize in a various cuisines such as soup, porridge, salad, and latte as well as medicine drinks.



Hyssop Red Ginseng Slices

A healthy snack with Korean red ginseng, honey, and hyssop, which is known for joints arthritis.
Soft texture, healthy sweetness, and one-bite size attract all-aged people.

t 0 w



Korean Red Ginseng Oatmeal Protein Shake

A protein red ginseng shakes for your healthy diet.

It'd be one perfect meal with nutrition and a formulated food for weight control as well.

It contains red ginseng powder with the patented technology having enhanced Rg3.

There are both animal protein and plant protein powder as the main ingredients, and twelve grains including oats, brown rice, black beans and etc. You can enjoy natural flavor and nutty and sweet tastes. .

Premium Fermented Deer Antlers Red Ginseng

A perfect match between deer antler and red ginseng can bring synergy on energy boost.

Over 30mg of ginsenosides , its medicinal effects expects to play stronger.

Developed and used fermented deer antlers extracts, registered as a patent, can help digestion.

Dr. Choi, pharmacist's wish, genuine healthy drink for everyone, comes true on this drinks.

Adding red ginseng thick extracts enhances healthy sweetness.





Fermented Korean Red Ginseng Extract Energy Sticks

Contains Korean red ginseng extracts from 6 years old ginseng and fermented red ginseng.

Fermented ginseng extracts improves digestion and body absorption. With various herbs extracts employed, it shows herbs energy. Especially, Cornus Officinalis is known for stamina. An introduction Korean ginseng to foreigners who are unfamiliar with ginseng

Premium Agarwood Energy Ball for the Nobles

With a full amount of 5g, each ball is carefully wrapped with gold foil.

Black ginseng is processed while steaming and drying fresh ginseng over 9 times. With this process, the content of ginsenoside, its core component, has increased. It helps immunity enhancement and antioxidant.

Agarwood contains 30%, Deer antlers extracts is known for high quality of protein, fat, and minerals.

It's from New Zealand whose environment is known for being clean. Ideal combination of agarwood, black ginseng and deer antler creates healthy energy.



Black Ginseng and Agarwood Energy Ball

It is made of Black ginseng, Agarwood, and various natural herbs.

It's a product to enhance energy and power.



f

V7 ~

P ~ 8년

m

5 GA7@ 7FE: H7AAD

R

AW6@D6S ~ F7 6Y ~ 7 6Y ~ 7 6
T 년 ~ 7 6k - 년 d ~

l

u v



Thank You



q h s r k s r g d q