



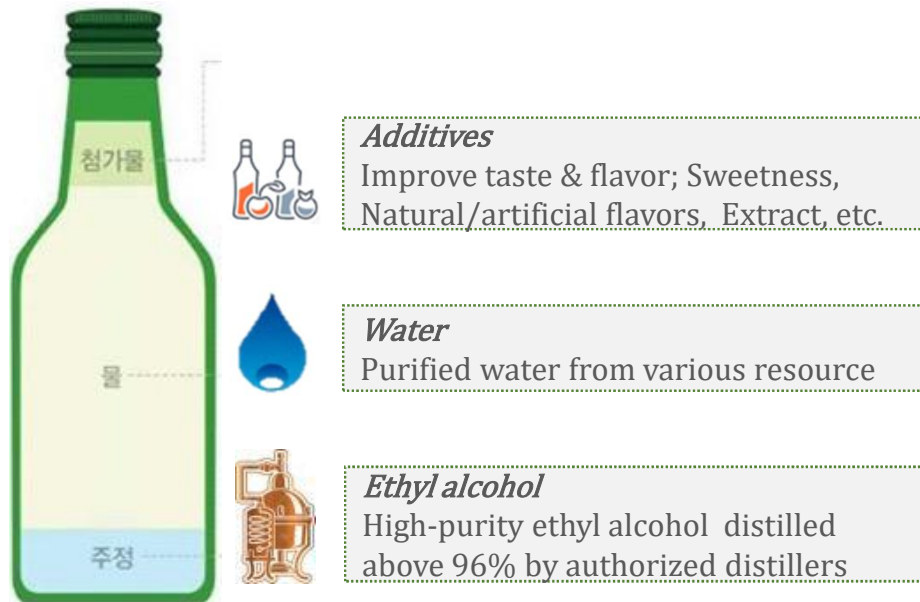
ARIRANG SOJU

NATRUELICA Co., Ltd.

Introduction : SOJU

Definition

- **Soju** is made of high purified ethyl alcohol provided by national distillers in Korea, of which ABV is above 96%. Alcohol is distilled from grain and other starch and it goes through multiple processing of distillation



National Distillers (2 out of 9)



Changhae Ethanol



Poongbuk Ethanol

Soju Growth in Globe

🍷🍷 Recent trend around the world

- **Soju** shows skyrocketing growth since the first introduction of **fruit flavored soju** in 2018 to overseas market. Major growth of fruit flavored soju was led by USA, China, South East Asia, and Japan, which was followed by strong signal of new trend

품목	Using HS Code	Y2010	Y2011	Y2012	Y2013	Y2014	Y2015	Y2016	Y2017	Y2018	Y2019	2020.01-11
Soju	2208.90.4000	798	694	777	776	743	721	698	711	678	658	555
Alcohol made from fruit fermentation	2206.00.1010(1090)	-	-	-	-	-	-	-	-	-	12	16
Other liquor	2208.70.9000	-	-	-	-	-	-	-	-	-	186	284
Alcohol made from other grain fermentation	2206.00.2090	-	-	-	-	-	-	-	-	-	544	514
Soju Total (Unit: KHL)		798	694	777	776	743	721	698	711	678	1,399	1,369

What does Soju inspire?



Affordable but reliable quality

Well known low-end alcohol beverage in Korea but widely consumed & being loved for long



The largest consuming spice of alcohol

#1 Soju company is #1 global distiller in terms of sales volume



Familiar image to K-Media fans in globe

High frequency of its explosion via Dramas, Films, K-pop



Easy enjoyable from various flavors & taste

Now with various fruity flavors making Soju image softer



Best pairing with Korean BBQ

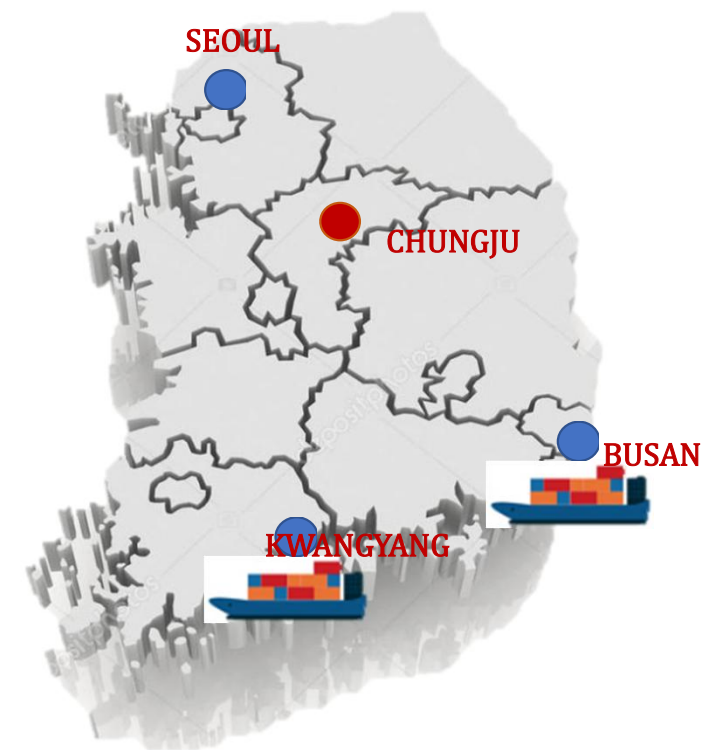
Perfect pairing with Korean BBQ



Naturelica Introduction

☞☞ Main production facility is located in Chungju, central province of Korea.

Items	Specification
Monthly capacity (in Cases)	300K
Floor Spaces	3,524.7m ²
Personnel	9s
Production SKU	▪ Soju, wine and other liquor : - 360ml - 375ml
Equipped by	▪ Bottler : - Soju : 70 BPM ▪ Fermentation & Blending tank, Packers, others



Production Process

Step I. Raw material preparation

Warehousing & washing

- Several times of examination & Bubble washing



Extracting Juice

- Using press machine & Filtration before fermentation



Step II. Fermentation & Aging

Fermentation

- 20 days of fermentation with wine yeast



Aging

- Aging above 13% ABV to eliminate yeast & sediments in the fermenter



Step III. Filtration & Mixing

Filtration

- Filtering by Ultra micro activated carbon to remove unnecessary components



Mixing

- Aged alcohol blending with treated ethyl alcohol, flavors, juice, sweetness, etc



Step IV. Packaging

Filing and capping

- Washing empty bottles, filling & capping, labeling



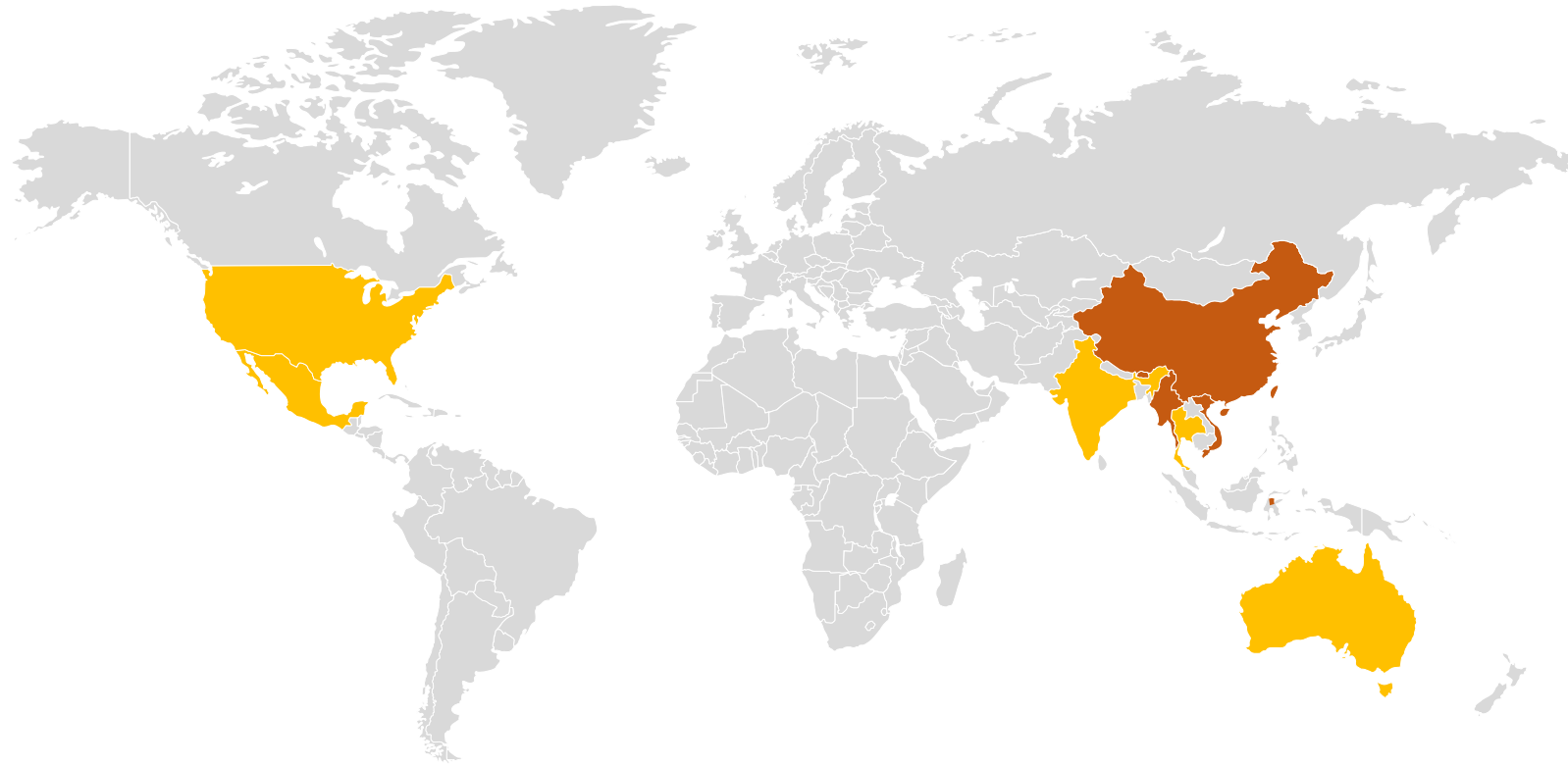
Carton packing

- Outbox packing & stacking on pallets



Our product in the Globe

🍷🍷 *our soju* availability in the Globe



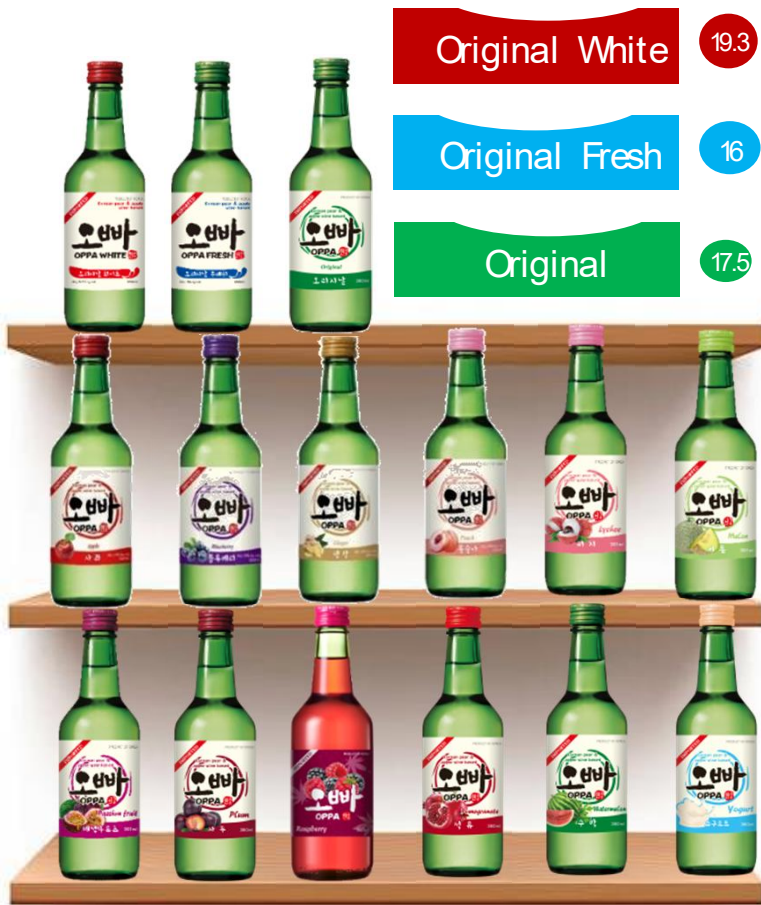
Oppa's listed in following markets

- China(Y2017-)
- Singapore & Duty free sales through Singapore(Y2019-)
- Vietnam(Y2020-)
- Myanmar(Y2020-)
- Bhutan(Y2020-)
- England(Y2021-)
- Netherlands(Y2021-)
- Malaysia(Y2021-)
- Switzerland(Y2021-)

Oppa now in constructive discussion

- USA
- Australia
- Taiwan
- Philippines
- Thailand
- Japan
- Cambodia

Product Portfolio OPPA



Original White

19.3

Original Fresh

16

Original

17.5

Select Your Taste



Apple



Blueberry



Ginger



Peach



Apple



Blueberry



Lychee



Melon



Passion Fruit



Peach



Plum



Raspberry



Strawberry



Watermelon



Yogurt

Product Portfolio_Arirang



Suggestion for Localization

☞☞ Arirang soju, itself provides excellent aroma & taste along with handy replacement with cocktails anywhere home and pub let alone less hangover.

Make it your own!



Strawberry Yogurt

- ☞ Arirang Yogurt
- ☞ Arirang Strawberry
- ☞ A few slices of Strawberry (Optional)
- ☞ Ice



Classic Apple pie

- ☞ Arirang Apple
- ☞ Arirang Ginger
- ☞ A pinch of brown sugar
- ☞ Cinnamon stick(Optional)



Mango Margarita

- ☞ Arirang Mango
- ☞ Tequila preferred (or Vodka/Rum)
- ☞ A slice of Lime
- ☞ A Pinch of sea salts

And the more recipe in your own!



MANY THANKS

FOR YOUR ATTENTION