

# Gitdeum Company Introduction



Factory/Head Office: #1-203, 1043-7, Kongjwipatjwi-ro, Iseo-myeon, Wanju-gun Jeollabuk-do, Korea



# **Contents**

1. Company Introduction
Greetings of the President
Management Concept
Company History
Organizational Chart

# 2. Product Introduction

Original Taste Laver Snack
Onion Taste Laver Snack
Gift-type
Practical type

#### 3. Etc.

Promotion

Award and Certification Status

Person in charge of sale

# **Greetings of the President**

Thank you for your visiting Gitdeum.

Gitdeum produces Korean traditional foods bearing our heart and soul, taste, and tradition.

The company is doing its best to manufacture traditional popular foods liked by people of all ages, and study, develop, and popularize favorite foods meeting global trends that may be preferred throughout the world.

"Gitdeum" means dwelling of devotion, taste, and tradition that are our management concept in the product in full. "Git" is the calligraphic design symbolizing "heart" showing the heart of the management promising to continue sustainable management brewing from the bottom of the heart.

In addition, the company's CI represents five cardinal colors showing wisdom of virtuous man and tradition, and expresses history of Korean nature and heart of human being.

It is the vision of Gitdeum to create a new tradition by grafting modern and global trend by succeeding Korean tradition not a simple thing to eat.

From now on, Gitdeum will do its best to satisfy the customer, and take the lead in pioneering right food culture with a honest attitude of mind. Thank you.

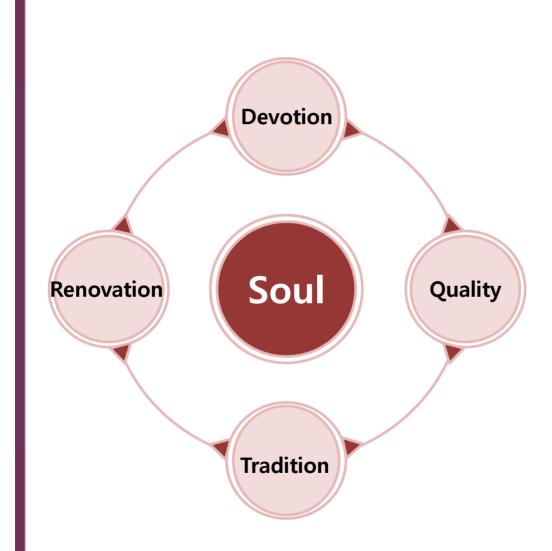






President Ok Chi-won

# **Management Concept**



#### Devotion is our belief.

As the company that handles food necessary for human being to live a basic life, we will produce all the products with out heart and soul.

#### Tradition is our basis.

By succeeding and developing the traditional food, we will produce the products preferred by people of all ages.

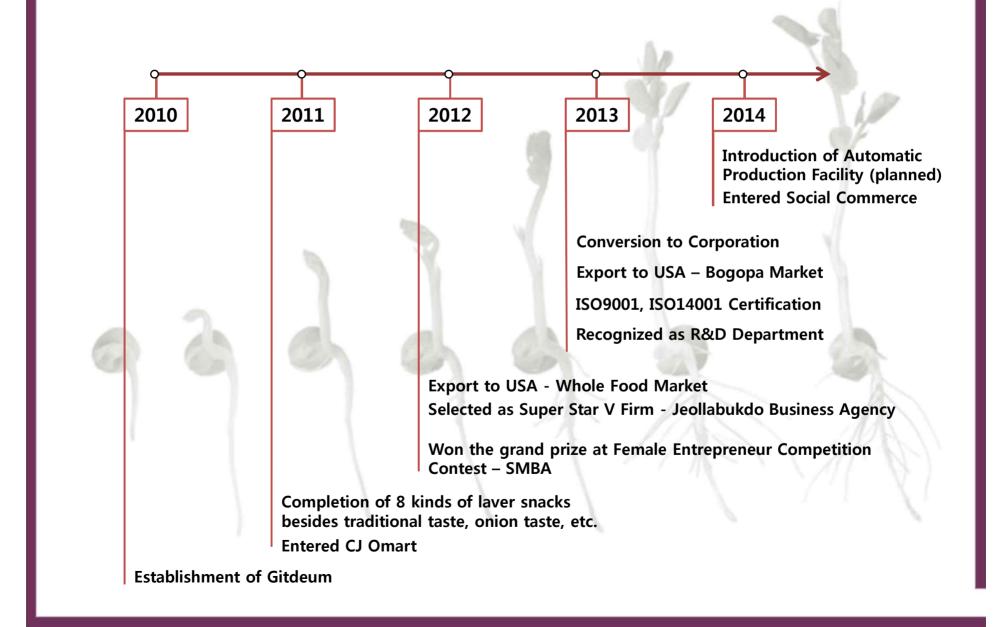
#### Quality is our pride.

As the company that handles the food eaten by human being, we will endeavor to realize the best quality in the environment whatsoever.

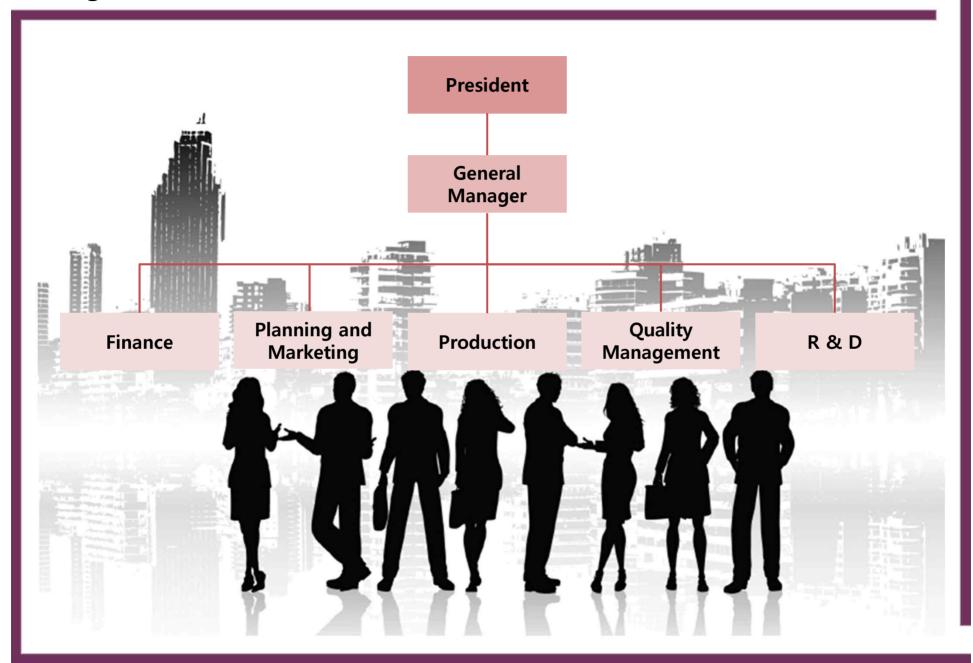
#### Renovation is our life.

Not settling for the present, but keeping pace with changing trends, we will take the lead in pioneering right food culture by keeping on developing new products.

# **Company History**



# **Organizational Chart**



## **Product Introduction**



# 100% homegrown natural ingredients

Homegrown conventional green laver (nori) and sticky rice are used after being carefully harvested by hand.

# No chemical additives rich in nutrients

No synthetic dyes or artificial flavorings are used to create this healthy food that is rich in vitamin A, calcium and iron, while only natural ingredients grown in Korea are prepared, ground and roasted to bring out our authentic tastes and flavors.

#### **Gluten-free**

We do not use flour, which can cause allergic reactions, and we only use 100% homegrown sticky rice resulting in a completely gluten-free food.

# **Original Taste Laver Snack**



#### **Product Introduction**

Original Taste Laver Snack is the product manufactured in the traditional way generating fresh taste good for refreshment, eatables, substitute of breakfast, etc.

#### Raw materials

- Domestic traditional green laver
- Domestic glutinous rice





# **Package Unit**

- Refreshment and eatables: 30g pouch
- Side dish: 15g pouch
- Bulk size: Package unit to be discussed separately

## **Onion Taste Laver Snack**





Onion Taste Laver Snack is produced with onion and turmeric added to traditional taste laver snack which generates the unique taste of onion and curry being preferred by people at all ages for refreshment and eatables.

#### Raw materials

- Domestic traditional green laver
- Domestic glutinous rice
- Domestic onion etc.



- Refreshment and eatables: 30g pouch
- Side dish: 15g pouch
- Bulk size: Package unit to be discussed separately

#### **Promotion**



옥치원



NAVER







#### Laver Bugak Snack developed by Rep. Ok Chi-won

(Jeonju=Yonhap News Agency) Reporter Kim Jin-bang = Rep. of Gitdeum who is going places by establishing a company while at university taking turning to own business from a fierce job-finding competition. He made a export contract amounting to U\$500,000 with a American company for laver Bugak snack that he recently developed.



#### "It is not that finding a job is only a royal road" Student Entrepreneur Ok Chi-won

(Yonhap News Agency Jeonju – Reporter Kim Jin-bang)

A young business man who is going places by establishing a company while at university taking turning to own business from a fierce job-finding competition casts a new light on Korea 'Employment Hell'.

It is Ok Chi-won (36) who represents Gitdeum that is the student venture business of Chonbuk National University.

Representative Ok developed Bugak (snack made of laver) and made a sales contract amounting 500,000 U.S. dollars with Seowon Green Life, U.S.A on the 21st October, 2010.

Gitdeum is a pure student venture enterprise supported by the Venture Incubation Center of Chonbuk National University in 2010, which develops the food with modernity and tradition in combination.

Now the representative Ok graduated school and grew as a smart young entrepreneur, but her walk of life suggests another road to the young people who are obsessed with the job-finding market.

Gitdeum mainly produces the food with tradition and modernity in combination.

This export contract was also enabled by Laver Bugak that is the Korean traditional food in a snack type developed to meet the taste of American.

#### (omitted)

Representative Ok said "I will solidify the brand 'Gitdeum' in U.S.A market by gradually enlarging the volume by broadening the market in U.S.A through this exporting opportunity." "As it is the technology only that is the core element of growing small enterprise, I will increase the company's competitiveness through securing technology and developing the upgraded product ahead of large enterprise or the competitors that follow me", he added.

# Participated in 2013 New York Fancy Food Show



We participated in New York Fancy Food Show, one of the world's largest food exhibitions. Our products were greeted by many local buyers and we could re-confirm the possibility of laver snack products in overseas market. (Succeed in concluding a contract with U.S.A buyer)

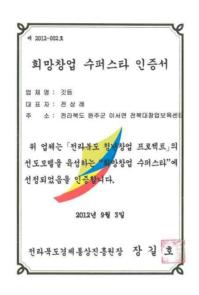
# Participated in 2013 All That Gim



In order to promote "laver" that is Korea's traditional food to the world, our laver snack product being on sale in overseas market was introduced in "2013 All That Gim" held by AT Center.

### **Award and Certification Status**









과이생략 출원 번호통지서





#### 목 기 사 항 실사청구(유) 공개신청(무) 출 원 번 호 10-2012-0097533 (접수번호 1-1-2012-0712008-27) 출원인 성명 전상레(4-2011-038488-2) 데 된 의 설 명 이슬러(9~2004~000245~4) 발명자 성명 전상례 발명의 명칭 농수산가공물을 이용한 김부각의 제조방법 허 청 << 안내 >> 귀하의 출원은 위와 깊이 정상적으로 점수되었으며, 이후의 십사 진행상황은 출원번호를 통해 확인하실 수 있습니다. 4. 특허(실용신만등록)출원은 명세서 또는 도면의 보정이 필요한 경우, 등록결정 이건 또는 외면서 제출기간 이내에 출면서에 최초로 정부된 명세서 또는 도면에 기재된 사랑의 벌위 인 6. 번 출원사실을 외부에 표시하고자 하는 경우에는 아래와 길이 하여야 하며, 이를 위반할 경 우 관련법령에 따라 첫병을 받을 수 있습니다. + 백하들의 10-2010-0000000, 상림등록음원 40-2010-0000000

7. 기타 실사 절차에 관한 사항은 동봉된 안내서를 참조하시기 바랍니다

관인생략

출 원 번 호 통 지 서

鲁 智 일 자 2012.09.04

출 원 번 호 40~2012~0062243 (접수번호 1~1~2012~0809014~43) 출원인 설명 전상점(4-2011-038488-2) 대리인 성명 이용현(9-2004-000245-4) 허 장 << 911 × 55 1. 귀하의 총위은 위명 값이 정산장으로 점수되었으며, 이후의 신사 지원산화은 총위병증품 3. 출전에 따른 수수로는 접수일로부터 다음날까지 동생된 난입영수중에 성명, 납부자번호 등 을 기재하여 가까운 우체국 또는 은행에 납부하여야 합니다. > 납부자병호 : 0131(기관로드) + 접수병호 \*\* = \*\*\* - \*\*\* = \*\*\* - \*\*\* = 에서 보호를 구시되었다. 5. 외국으로 출원하고가 하는 경우 PCT 제도(목하 실용신안)나 마드리드 제도(상표)를 이용 할 수 있습니다. 국내출연일을 외국에서 인정받고가 하는 경우에는 국내출연일로부터 일정한 기간 내에 외국에 출원하여야 우선권을 인정받을 수 있습니다. \*\*\* 프로프로에서 트단지 6. 변 출회사실을 외부(배 프시하고자 하는 경우에는 아래와 깊이 하여야 하며, 이를 위반함 경 우 근현범임에 따라, 첫발을 받을 수 있습니다. \*\* 박하르는 10-2016~00000000 상문목욕론 0~2016~0000000 7. 기타 실사 절차에 관한 사항은 동병된 안내서를 참조하시기 바랍니다.

♣ N N X 2012.10.05

목 기 사 항

# Person in charge of sales





# Person in charge of sales

• Person in charge: Manager Tae-sung Yang

• Contact: 82-63-715-1900

• Fax.: 82-63-715-1902

• E-mail : tsyang@gitdeum.com



# Inquiry and complaints call

• Contact: 82-63-715-1900

• Fax.: 82-63-715-1902

• E-mail : info@gitdeum.com



With the product bearing our devotion, we will promise to be an enterprise giving priority to customer's health and happiness.

