

HUROM

Since 1974

HUROM Co., LTD.

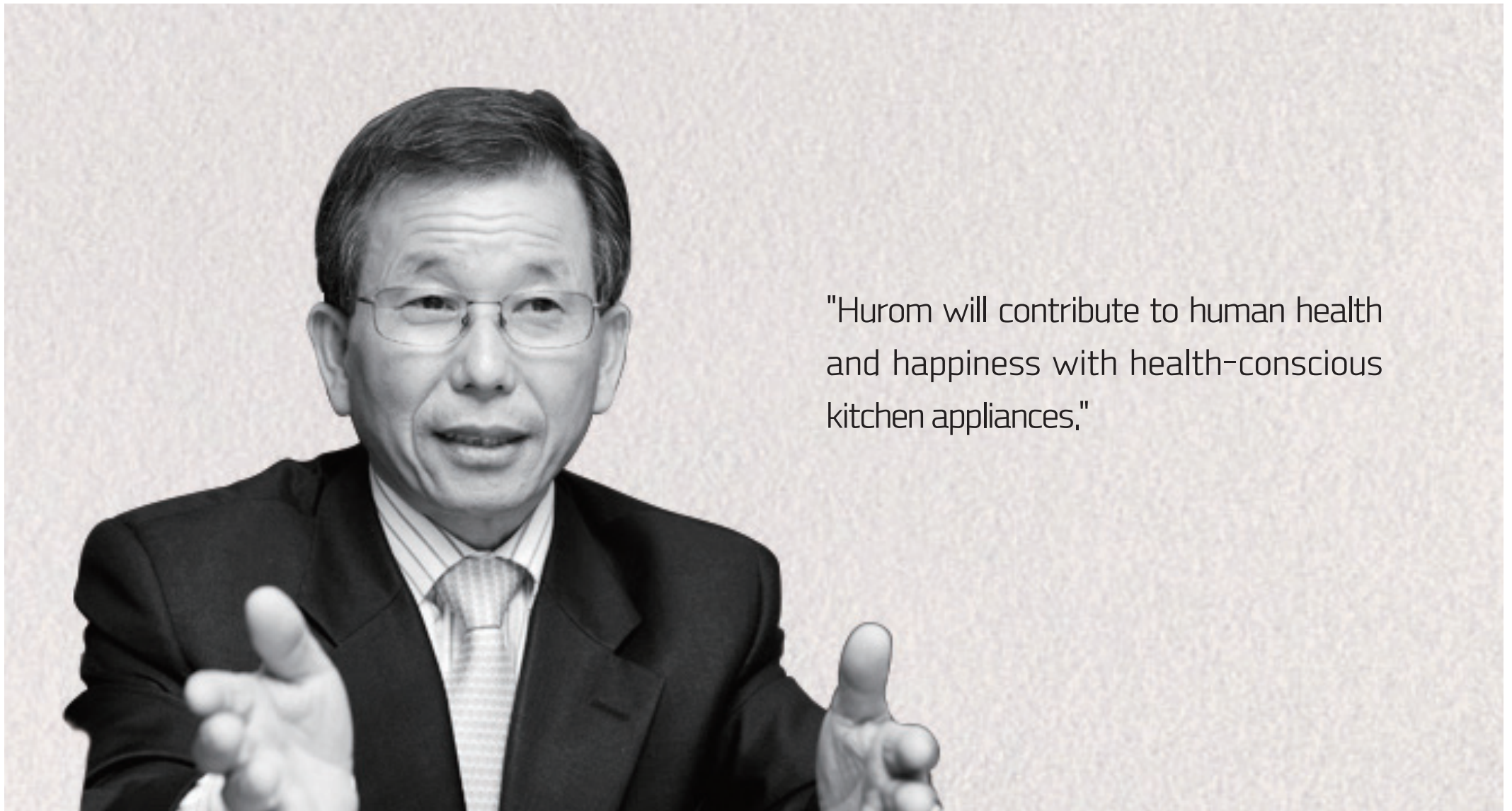
HUrom

Hurom is a compound word of "**human**" and "**ii-rom**" the Korean word for "**benefit**", meaning "**Giving benefit to the people**". Hurom's mission is to have an entrepreneurial spirit in creating a product that contributes to the health of humankind.

HUrom



Hurom is a compound word, combining the English word “human” and the Korean word for “beneficial”, *‘ji-rom’*. Our name represents a collaborative spirit that values the health of humankind.



"Hurom will contribute to human health and happiness with health-conscious kitchen appliances."

'Hurom is a company that speaks philosophy rather than the product'

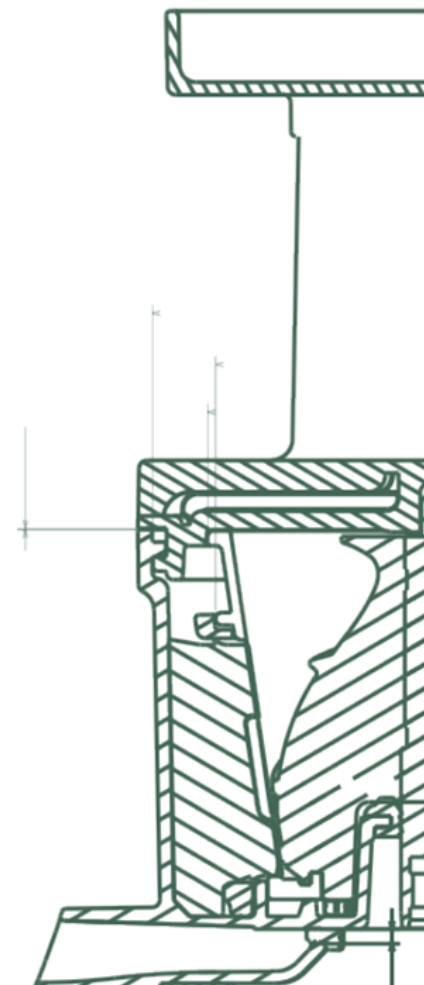
Inventor and founder of Hurom Group, Young-Ki Kim, Chairman

HUROM

Since 1974, Hurom has been the lifestyle leader and the global pioneer in its field, specializing in research and development for over 40 years.

1974

“
It is Important to Commit Yourself
to What You do Well”



VISION



At Hurom,
we focus on contributing
to the health and
happiness of all people.

VALUE



We are committed
to developing innovative technology
focused on bringing beneficial habits
and healthy lifestyles to the people.

MISSION

One Glass a Day
for Every Person in the World
Hurom Juice



Hurom Juice..?

We preserve natural taste and nutrients by gently squeezing fresh fruit and vegetables.

SLOGAN

Global

Good Health Starts Here



Hurom, the right way to drink health

A company that shouts for 'slow', 'nature', and 'humanity' when others shout for 'quick', 'technology', and 'profits'.

A company that puts understanding and appreciation of nature above technology.

The technology to deliver nature as it is for humans.

The technology that is closest to nature
the technology that makes Hurom.

A slow but healthy company is here to share our philosophy with you.



SEOUL OFFICE



GIMHAE HEADQUARTERS / FACTORY 1



GIMHAE FACTORY 2



TUMEN FACTORY



HUROM CORPORATION

Company Name : Hurom Co., Ltd.

Date of Foundation : Oct. 26th, 1979

Production Item : Juice Extractor, Green Vegetable Juicer, etc.

Address : 80-60, Golden root-ro, Juchon-myeon, Gimhae-si,
Gyeongsangnam-do, Republic of Korea

OVERSEAS CORPORATION

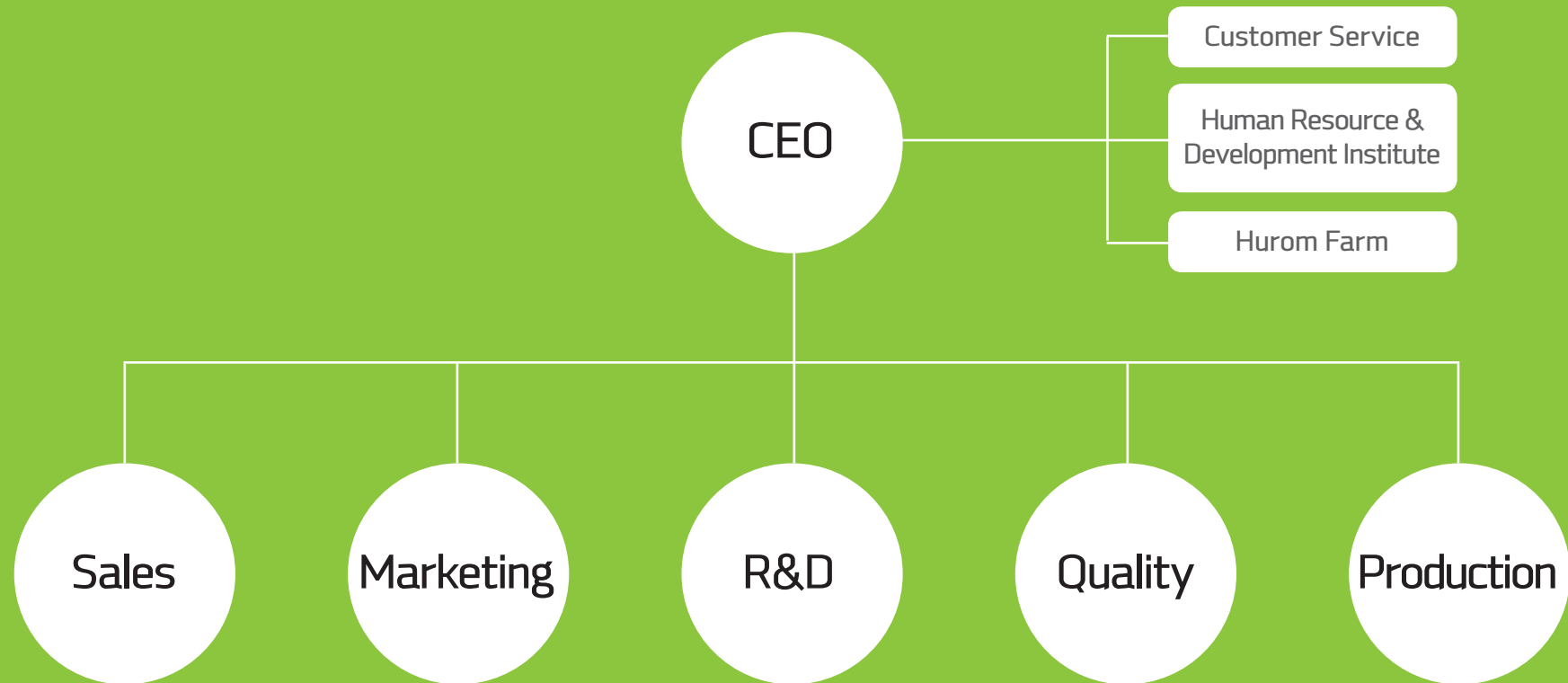
TUMEN HUROM ELECTRONICS CO., LTD
TUMEN, CHINA

YANBIAN HUROM ELECTRONICS SALES CO., LTD.
TUMEN, CHINA

HUROM CORPORATION (JAPAN)
TOKYO, JAPAN

HUROM INDIA PVT., LTD
NEW DELHI, INDIA

HUROM AMERICA, INC.
NY, USA



Number of Employees [Dec. 31, 2016]

Total 610 employees

(Hurom 402 / Tumen Corporation 116 / Japan Corporation 12 / US Corporation 9 / India Corporation 8 / Hurom Customer Service 36 / Hurom Farm 27)

Company History

1974. 10	Established Gaesung Engineering (TV parts manufacturing company)
1979. 10	Changed company name to Panjung Manufacture (electronic parts and kitchen appliances manufacturing)
1996. 06	Acquired patent for the electric green juicer invention (registration no. 1000002) by the Korean Intellectual Property Office
1996. 07	Changed company name to Donga Industry Co.,Ltd. (home and kitchen appliances, resing finishing)
1998. 01	Developed and sold electric green juicer 'Oscar all around green juicer'
2004. 07	Established Donga Industry Chinese Branch Office (Qing Dao)
2005. 10	Researched and developed Slow Squeezing System (SSS™) method
2008. 03	Developed slow juicer brand 'Hurom' using SSS™ method
2010. 01	Established Hurom LS Co., Ltd.
2010. 11	Hurom Slow Juicer selected as World Class Korean Product in 2010
2011. 06	Changed company name from Donga Industry Co., Ltd. to Hurom Co.,Ltd. Established Hurom Japan Inc.
2012. 05	Established Hurom Farm, Hurom Juice Cafe Opened No.1 Hurom Juice Cafe "Hurom Farm" (Bundang Yuldong Park branch)
2012. 09	Complicated Factory No.2 in Gimhae Industrial Complex.Complicated Factory No.3 in Tumen City, China
2013. 06	Awarded IDEA 2013 (International Design Excellence Award) Awarded at REDDOT Design Award
2013. 12	Awarded \$30 Million Export Tower on 50th Annual Trade Day
2014. 02	Awarded at IF Design Award 2014 in Germany for Product Design
2014. 04	Opened the Hurom Gyeongnam Sancheong (Jiri Mountain) training center
2014. 09	Launching of new complex store in Vietnam
2014. 10	Launching of new Hurom bottled juice and cleanse juice
2015. 02	Awarded IF Design Award



HUROM Slow Squeezing Technology ^[TM]

Hurom has been researching human health for over 40 years and developed 'Hurom', the first slow squeezing screw type juicer in the world. We are leading the global kitchen appliances market by pioneering a new market called 'Slow Juicer'.

Globally innovative
Slow Squeezing Technology by Hurom



Milestones

Hurom has been the lifestyle leader and pioneer of blue ocean markets through continuous innovation and challenge from multi-purpose juicers to hurom slow juicers since its foundation in 1974.

Over
40 Years
of Invention

Since 1974,
HUROM has introduced the world's leading products
in the slow juicer and electric green juicer markets.



since 1974



HUROM Product Line Up

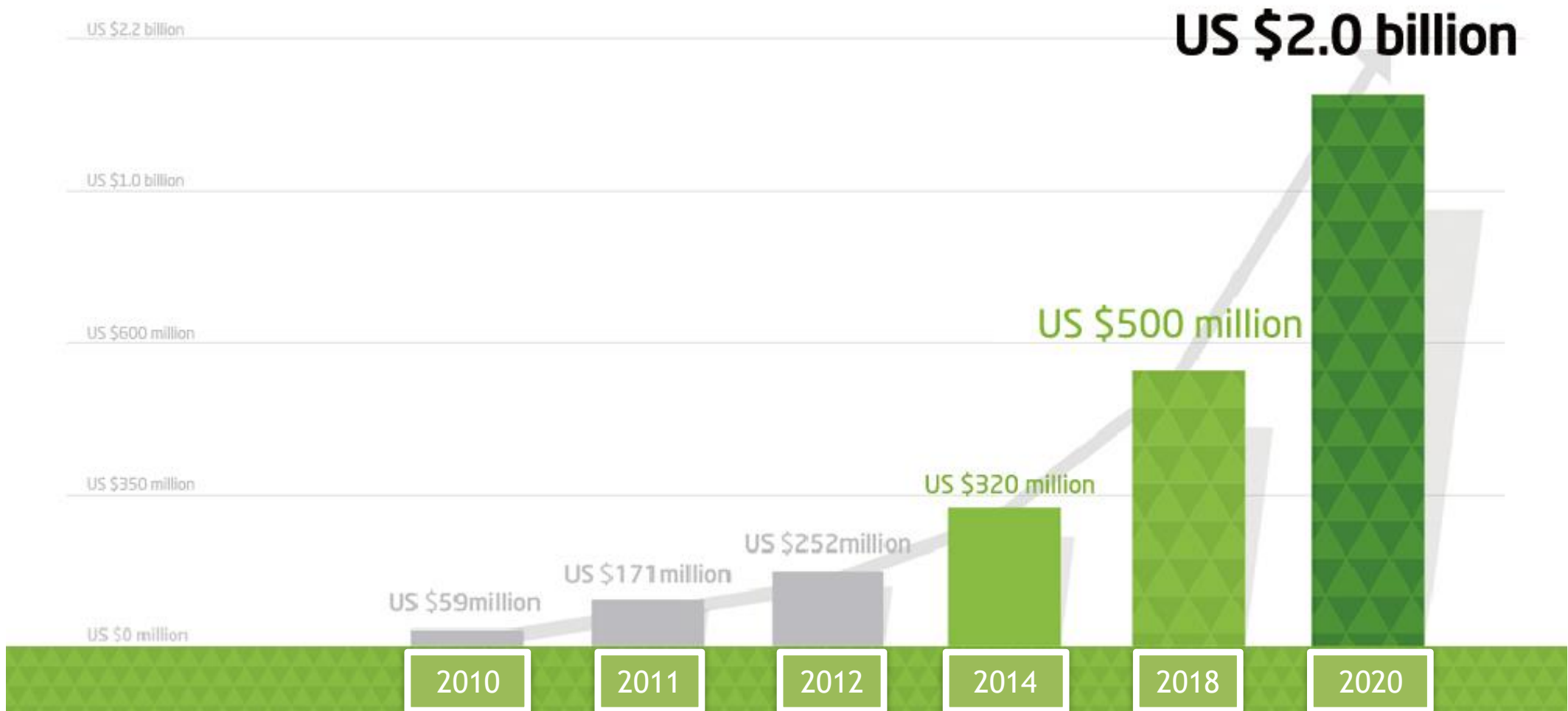


HUROM Product Line Up

Financial Highlights

Aiming to be the World's No.1 Home Appliance Brand

After introducing the "slow juicer" and the "electric green juicer" to the world, Hurom has been the chosen brand of over 10 million people who value healthy lifestyles. Hurom will continue to grow with its philosophy of supporting and promoting the healthy lifestyles of its consumers.



R&D Center

HUROM'S Research & Development

HUROM'S R&D is not about simply upgrading an earlier product.

We use a system based on in-depth knowledge and continuous enhancements to improve our products and juice recipes, always keeping our customers the top priority.

R&D 70 people

Design, Reliability Testing, Product Planning **40 people**

Quality Management **30 people**



Product
Development
Center



Nutrition
Analysis
Center



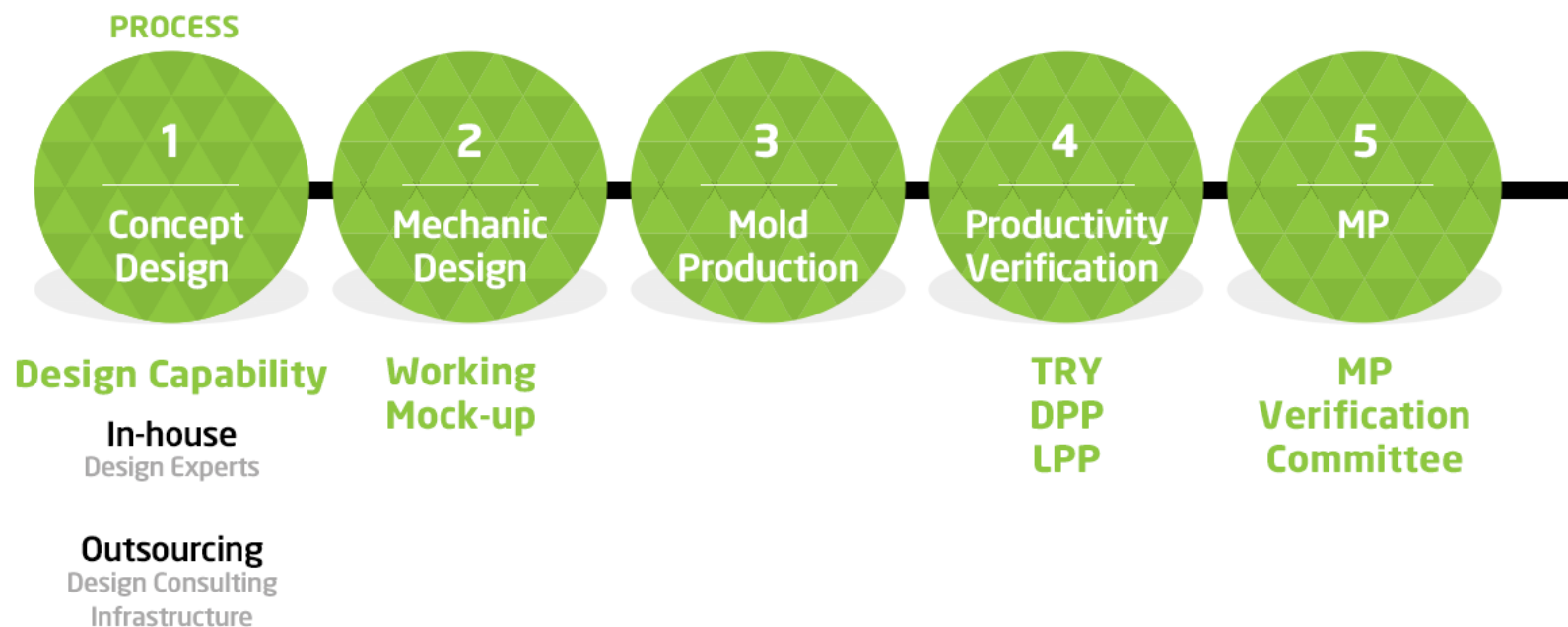
Product
Inspection
Center



Recipe
Development
Center

R&D Development Process

PROCESS HUROM has an Optimized Development Process



HUROM has an optimized system not only for product development, but for recipe development and package design as well.



R&D never ends at Hurom

Hurom research system and R&D Center

Research at Hurom is not limited to product upgrade. Hurom's R&D Center is represented by Juice Therapy System, which embodies Hurom's care for consumers, from developing products to various juice recipes through continuous research.

Product Development Center

Hurom's research that lasted for more than 40 years never wavered in its commitment to develop products to support humans' healthy diet. Hurom takes advantage of 3D printer delivering design into life-like images to develop products and study technologies for humans.



Nutrition Analysis Center

Nutrition Analysis Center squeezes hundreds of fresh ingredients for nutrition analysis and study from the near-perfect juicer that prevents loss of nutrients caused by heat and shock found in existing high-speed grinding-type juicer and takes advantage of Slow Squeezing Technology (SST™) to fully preserve nutrients.



Production Inspection Center

Temperature measure, three-dimensional measure, ingredient tester, salt water spray tester, motor load tester and fluorescent X-ray analyzer contributes to product durability. Production Inspection Center also runs various technological tests aimed at minimizing loss of nutrients.



Recipe Development Center (Phytos)

Demonstration room in Recipe Development Center squeezes out fresh ingredients for sample tasting and studies nutritious juice and recipes for healthy diet.



Patent



HUROM has been recognized as a leading company with the first and best technology in the world and accredited by patent application, registration and certification. Through the ongoing research and development process and efforts, we have shown advanced technologies and it led to over 100 patent certifications worldwide.



Design Awards



Win Grand Slam globally recognized design awards



IF design award 2014
(Germany)



International Design
Excellence Awards 2013
(USA)



reddot design
award winner 2013
(Germany)



Good design
(Korea)

Hurom is a certified global No.1 slow juicer brand



Hurom IS THE WORLD'S NO.1 SLOW JUICER BRAND

FOOTNOTE : "Source Euromonitor international Limited; in terms of retail sales volume, 2014, based on research conducted in 10 countries which account for 71% of all juice extractor sales in 2014."



**No.1 Slow Juicer
in Korean market**

A 86.5% Korean
market share (2014)



**No.1 Slow Juicer
in global market**

A 44.1% global
market share

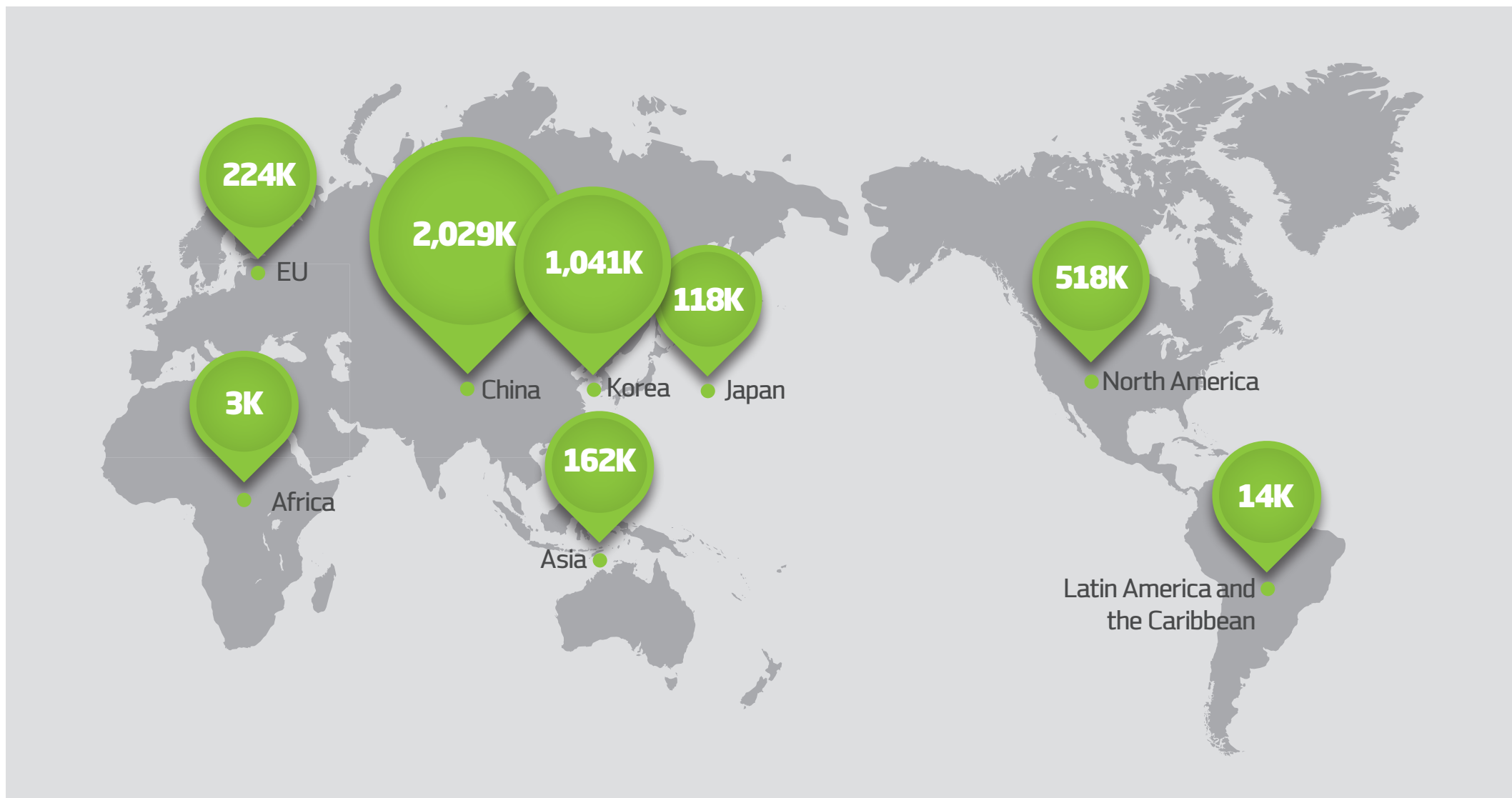


**No.1 Global Market Share
of Slow Juicers**

Sales : 1.57million / 3.56 million
of juice extractor in global

Global Network





[Sales by Region in the past 3 years]

In the Slow Juicer market, pioneered by Hurom, the Hurom Juice Extractor has accumulated sales of 8,620,000 units in 85 countries around the world since 2010. Hurom continues to contribute to the world's expanding juice culture as a premium brand.



Maintaining the No.1 Slow Juicer Market Share in China

On Chinese Black Friday, 2016, Hurom reached sales of 13.6 billion Korean won in one day, a stark difference from Joyang, China, who came in 2nd, reaching 9 million Korean won. 100 Premium Brands that Alibaba's Consumer Love – Source: Ali Research '16.05 Internet Trend Report



Hurom changed the Korean juice culture.

Our juice extractor transformed a domestic juice market into a premium juice market based on original technology.



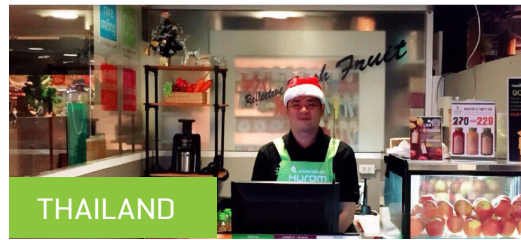
AUSTRALIA



PHILIPPINES



THAILAND



SINGAPORE



VIETNAM



MALAYSIA



INDONESIA

Established different strategies according to the various economic development stages of Asian countries.



Market expansion by improving consumer awareness in Japan
 – Ranked 1st in Slow Juicer Selection by Experts.

HUROM FARM

HUROM JUICE CAFE

A place to experience HUROM's value through fresh HUROM JUICE



Yuldong Park
Dosandaero
Lotte Soonae
Gwanghwamoon
Icheon Lotte Outlet



China
First Store
Shanghai Nanjingxiru

Second Store
Shanghai Sichuanzhongru



Nature Created, Natural Cafe **HUROM JUICE CAFE**

Starting from China in 2013, Hurom Juice Cafe has entered into overseas operations and operates 63 stores across China, 7 stores in Vietnam, 5 stores in Thailand, Malaysia and Italy, the total of 75 stores are in operation in worldwide.

A special place to share nature

Hurom Juice Café made by nature, made from nature

Hurom Farm, a combination of the health brand Hurom and 'farm', is a health cafeteria with a new concept to experience 100% natural fruit and vegetable juice to share the taste and nutrition as they are.

- All recipes at Hurom Farm are made with Slow Squeezing Technology (SST™).
- Hurom Farm uses only fresh seasonal fruits and vegetables.
- Hurom Farm taps into the expertise of Phytos (fruits and vegetable experts).
- Hurom Farm serves Hurom juice squeezed immediately after order.
- Hurom Farm puts top priority on taste and nutrition for health.

View with soil, rocks and trees

Hurom Farm exudes a modern hue like a loft in cities and is surrounded by rocks, trees and grass to feel the green nature amidst urban life.

Nature experts at Hurom Farm

Phytos, which is a combination of PHYTO (plants) + PEOPLE, provide quality service to customers based on in-depth expert knowledge on fruits and vegetables.

Search for the path toward nature

Hurom Farm invites the most preeminent chefs as 'Hurom Chef' for a regular seminar, cooking class and health class to develop natural recipes. Hurom Farm is dedicated to developing various menus accounting for recommended daily consumption of fruits and vegetables.



It's all about nature at Hurom Farm



Hurom juice

- Seasonal juice squeezing only 100% fresh seasonal fruits
- Mixed juice blended with full nutrition, taste and color of fruits and vegetables
- Cool natural smoothie made with natural fruits and half-frozen fruits
- A new concept Hurom soy juice mixed with nutritious beans



Hurom Beverage

- Hurom sorbet, the natural ice cream made with frozen juice
- Hurom juice on snowy ice flakes and Hurom ice flakes topped with Hurom sorbet
- Hurom soup, a stomach-full meal full of nutrition
- Health coffee added with soy juice, not milk



Hurom Bakery

Hurom Bakery serves low-temperature naturally ripened menu made only with fresh ingredients free of sugar, egg, butter and other additives.



Hurom for family's health

The healthy way to drink and eat Hurom

With Hurom everyone can make a tasty juice full of nutrition and add ingredients of choice for a customized juice found nowhere else. Hurom juice abound with nutrition, color of nature and taste is the healthy diet of your family.



Healthy and natural juice

Hurom adopted slow squeezing TM that gently squeezes ingredients preserving the original taste, color, and nutrient for a tasty health juice.



Richer and varied juice just for you

Add a wide variety of ingredients of choice and mix vegetables and fruits to enjoy Hurom juice of all sorts.



A good substitute

Add sweet potato, potato, sweet pumpkin, banana, or corn for higher nutrition, calorie and better taste.



Nutritious baby food

Add and mix meat or grains to make a convenient Hurom baby food suitable for each growth stage.



Soybean juice known as essence of nutrients

Mix protein in beans dubbed as 'beef from farms' with vitamin, minerals in fruits and vegetables to make soybean juice with just the right thickness.



Snacks and delicacies full of nutrition

Make delicacies like soft bean curd, porridge, soup, Korean pizza, jam, ice cream, sherbet, jelly, honey-dipped date and many other menus on special occasions.



Professional Juicer for Business Partners.

NSF certified, made of safe and strong materials, and a recipient of multiple World Design Awards such as Reddot and iF

Hurom

has a clear, healthy goal
for people worldwide:

One glass of
Hurom Juice
a day!

HUrom

VER.04

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