



Healthy Food Provider in the World

SAMHAE COMMERCIAL Co., Ltd



삼해명가
三海商事株式會社
<http://www.samhae.com>

BUSINESS PHILOSOPHY

正道

·THE RIGHT WAY

·THE WAY OF GOODNESS
& HONESTY

◇ FAIR BUSINESS

◇ WIN – WIN STRATEGY

◇ LONG TERM PARTNERSHIP



HISTORY OF SAMHAE

DATE		CONTENTS
1968	12. 10	FOUNDED BY KWANG JOONG KIM
1982	5. 22	FIRST DEVELOPMENT OF KOREAN SEASONED SEAWEED
1999	12. 1	\$5,000,000 EXPORT AWARD
2002	4. 18	KOREAN WORLD-CLASS PRODUCT AWARD
2007	11. 30	\$10,000,000 EXPORT AWARD
2011	11.30	\$20,000,000 EXPORT AWARD
2013	12.31	\$28,317,000 EXPORT
2014	12.31	\$29,143.000 EXPORT
2015	12.07	\$30,000,000 EXPORT AWARD
2016	12.08	AWARD OF THIS YEAR TRADER FROM KOREA INTERNATIONAL TRADE ASSOCIATION

SAMHAE STRUCTURE

◎ SAMHAE COMMERCIAL CO., LTD

- HEAD QUARTER
- MANAGEMENT
- MARKETING

◎ SAMHAE YAMAKO

- J/V COMPANY
- MANUFACTURING
- ONIGIRY

SUPPORTING GROUP
30 SUPPLYING AGENTS

◎ BUAN(PLANT)

- MANUFACTURING
- COLD STORAGE

◎ JANGHEUNG (PLANT)

- MANUFACTURING
- COLD STORAGE



MAN POWER

INDEX	MANAGING & ADMINISTRATION MARKETING	WORKWERS	SALES WOMEN	TOTAL
H/Q	4	31	0	35
BUAN(PLANT)	1	128	46	175
SAMHAE YAMAKO	1	106	0	107
JANGHEUNG (PLANT)	0	56	0	56
TOTAL	6	321	46	373



FACTORY POSITION & NATIONAL ORGANIZATION

U.S. FACTORY

GIM FACTORY INC.



名家 김



SAMHAE & S.H. YAMAKO
HAEO OFFICE

SAMHAE & S.H. YAMAKO
BUAN FACTORY

JANGHEUNG FACTORY

S.H. YAMAKO FACTORY



S.H. BUAN FACTORY 1



S.H. BUAN FACTORY 2



S.H. YAMAKO COLD STORAGE



JANGHEUNG FACTORY



JANGHEUNG COLD STORAGE



PROCESSING LINE & PRODUCTION CAPACITY

(UNIT : Sheet)

INDEX	PROCESSING LINES	DAILY PROCESSING SHEETS	DRYING LINES	DAILY DRYING SHEETS	<u>Storage Capacity</u>
BUAN(PLANT)	6	675,000	5	600,000	
SAMHAE YAMAKO	5	375,000	2	700,000	2,300,000 (Bundles)
JANGHEUNG (PLANT)	5	300,000	4	192,000	2,300,000 (Bundles)
TOTAL	16	1,350,000	11	1,492,000	4,600,000 (Bundles)



COLD STORAGE - BUAN

<Storage Capacity>



▶ **BUAN COLD STORAGE”**
(SAMHAE OWNED)

▶ **CAPABILITY**
- 250 MILLION BUNDLES

▶ **SYSTEM**
- FULLY AUTOMATIC LOAD
& DISCHARGE SYSTEM

▶ **STORAGE TEMPERATURE**
- BETWEEN -18℃ ~ -20℃

*** SAMHAE IS THE ONLY SEAWEED
COMPANY WHICH HAVE FULL
AUTOMATIC COLD STORAGE IN KOREA.**



COLD STORAGE - JANGHEUNG



<Storage Capacity>



▶ **“JANHEUNG COLD STORAGE”**
(SAMHAE OWNED)

▶ **CAPABILITY**
- 250 MILLION BUNDLES

▶ **SYSTEM**
- FULLY AUTOMATIC LOAD
& DISCHARGE SYSTEM

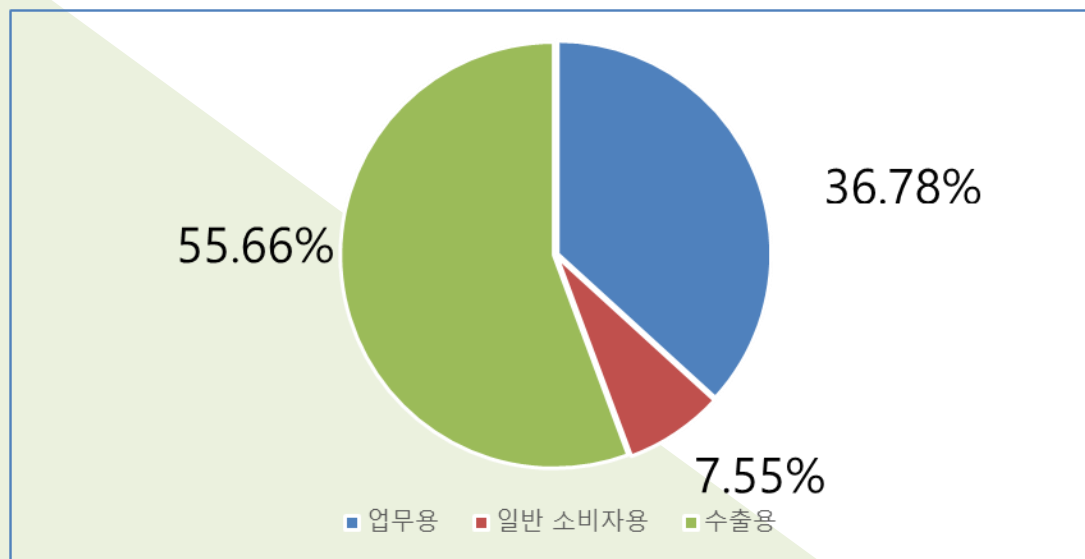
▶ **STORAGE TEMPERATURE**
- BETWEEN -18℃ ~ -20℃

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SALES VOLUME

◎ Breakdown of Sales Volume



(Unit : Million Won)

	Business	General Customer	Export	Amount	Percentage
SAMHAE Co. Ltd	21,946	7,655	47,016	76,617	55.66%
SAMHAE YAMAKO	12,153	0	7,506	19,659	36.78%
JANGHEUNG (PLANT)	3,176	0	1,885	5,061	7.55%
AMOUNT	37,274	7,655	56,407	101,337	

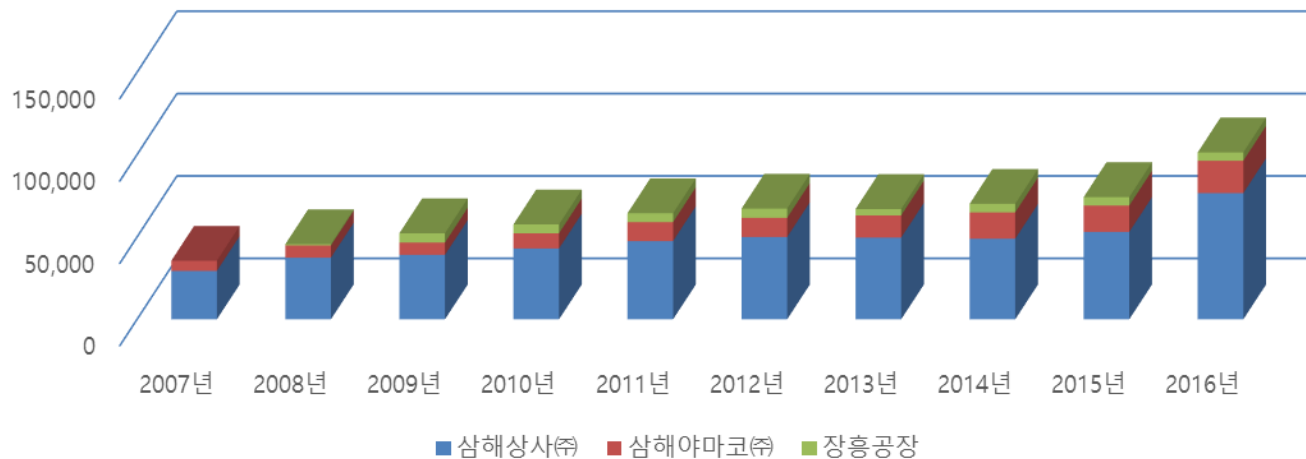


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SALES VOLUME

◎ Sales Volume by year



(Unit : Million Won)

Index	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
SAMHAE Co. Ltd	29,400	37,448	39,124	43,027	47,526	49,953	49,595	48,887	53,063	76,617
SAMHAE YAMAKO	6,146	7,385	7,457	9,231	11,473	11,637	13,487	16,034	16,034	19,659
JANGHEUNG (PLANT)		779	5,679	5,350	5,390	5,610	3,878	5,195	5,100	5,061
Amount	35,546	45,612	52,260	57,608	64,389	67,200	66,960	70,116	74,197	101,337



QUALITY CONTROL

PLANT	Q/C SYSTEM
BUAN(p)	ISO 22000, 9001 KFDA HACCP, HALAL, USDA NOP, EU ORGANIC
JANGHEUNG(p)	KFDA HACCP, USDA NOP, EU ORGANIC
SAMHAE YAMAKO	KFDA HACCP, KOSHER



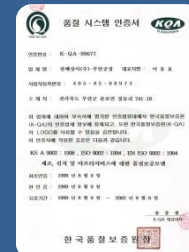
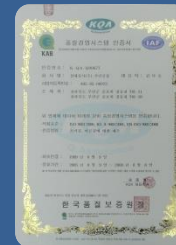
세계일류상품



농림축산식품부



해양수산물



STRONG POINT

1. **FOR 45 YEARS, SEAWEED BUSINESS ONLY**
2. **NATIONAL ORGANIZATION GROUP OF RAW-MATERIAL SUPPLYING AGENTS
(30 COMPANIES)**
3. **WE COVER FROM RAW MATERIAL TO VARIOUS KINDS OF FINAL PRODUCTS**
4. **GLOBAL PARTNERSHIP**

COUNTRY	PARTNERSHIP COMPANIES
KOREA	LOTTE, HYUNDAI, GS RETAILS, SAMSUNG TESCO, AMWAY, CJ, NONGSHIM, SAMYANGSA, KOREAN 24 CONVENIENCE STORES
JAPAN	YAMAKO GROUP, COSMOS PHAMACEUTICAL CORP.
U.S.A	NISHIMOTO, RHEE BROTHERS, SEOUL FOOD, WHOLE FOOD, WALL MART, COSTCO
TAIWAN	GURUME INDURSTRY
CHINA	STRONG FOOD, QINGDAO MY-HOME FOOD
THAILAND	AB WORLD FOOD



SAMHAE'S REPRESENTATIVE PRODUCTS

 名家 김



ROASTED SEAWEED
FOR YAKINORI



 名家 김



SEASONED SEAWEED
FULL SHEET FOR RICE



SEASONED SEAWEED
LUNCH PACK FOR RICE



SEAWEED CRUMBLE
FOR SNACK & BEVERAGE



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THANK YOU

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