

CONGBUIN Logistics Innovation Case

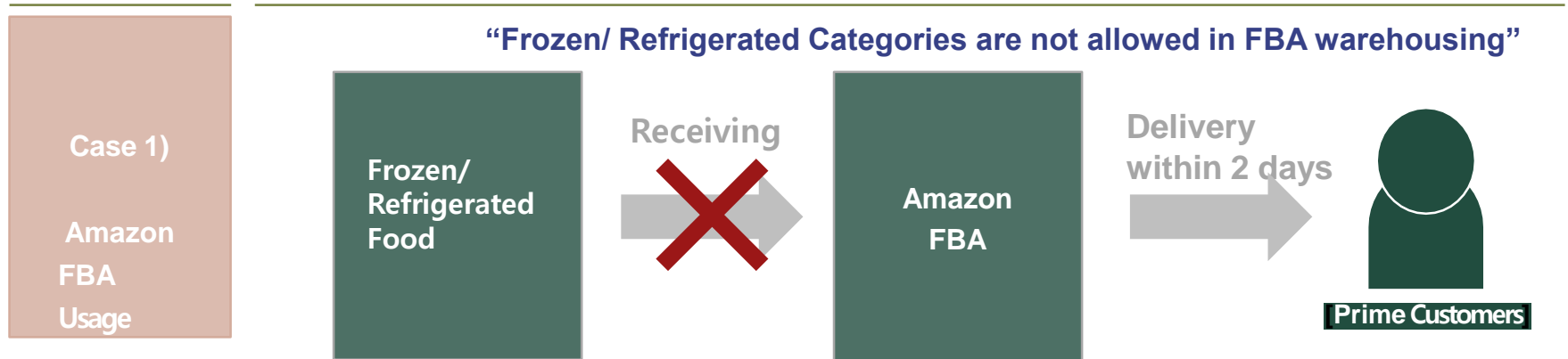
CONGBUIN GLOBAL INC.

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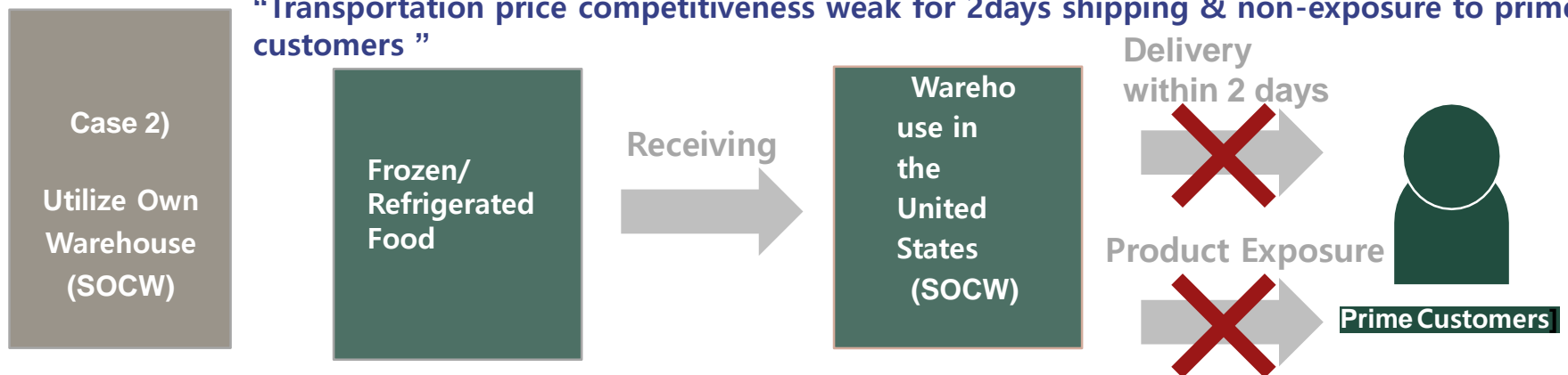
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Existing frozen and refrigerated food categories in Amazon FBA have limitations in expanding sales (Need Seller Owned Cold Warehouse)

“Frozen/ Refrigerated Categories are not allowed in FBA warehousing”



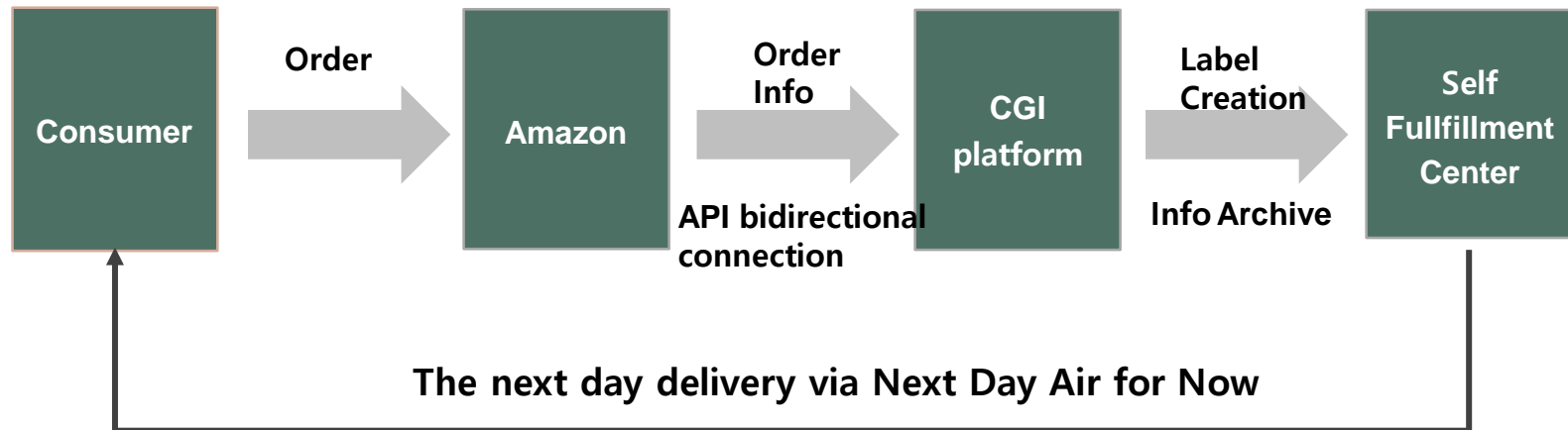
“Transportation price competitiveness weak for 2days shipping & non-exposure to prime customers ”



Success Stories and Factors– Building a logistics system in United States)

The main reason for the success of 'Sohn Kimchi' is secured competitiveness in warehouse and delivery through the establishment of logistics SYSTEM through the Congbuin Global Corporation in the U.S.

- ✓ Shipping across the U.S. in two days via UPS Next Day Air & 2DA
- ✓ Establishing operational sophistication by reducing manual tasks through CGI platforms



“Planning to acquire Seller Fullfill Prime (SFP) qualification to replace FBA warehouse”

- ❖ CGI platform(logistics system) ~ Partnership with Korean Companies in the United States(Samsung, LG, CJ, Hanjin, Hanwha Techwin, Kakao Pay Shipment)

Despite limitations in selling refrigerated products, "SoHn Kimchi" has increased sales and business since its entry into Amazon in January this year (Operation Manual)



01

Build high product competitiveness and brand

Building a premium image through solid quality competitiveness and differentiation of Packing

02

Professional Fulfillment

Best and optimal Pick & Pack with Owned Warehouse and Professional Fulfillment Center

Securing competitive edge in logistics costs (UPS)

03

Competitively secure UPS Next Day Air & 2ND Day Air Service Price

04

Variety logistics routes

Optimal delivery for customers with a variety of routes using AIR, courier, & Ocean, etc. from Korea

05

Logistics SYSTEM Establishment (CGI Platform)

Reduce manual tasks by deploying Automation Process through API connections with Amazon & UPS

06

Rapid Customer Response

Quick response to Amazon customer with a local corporation (Fulfillment center)

CGI operates four transport modules for overseas sellers (operating system)



CAPACITY OF CGI(CNGBUIN GLOBAL INC)

- * The Sohn Co., Ltd. is a company that brands, R&Ds, and exports products of its own fermented food and leading companies.
- * CGI Co., Ltd. is an overseas corporation of The Sohn Co., Ltd. and is a logistics and distribution company of brand Congbuin.
- * CGI is a platform company that operates with its own logistics warehouse and SLP in the U.S. In the future, we plan to expand our own logistics warehouse and fixed assets such as human resources.
- *We have signed an MOU with Hyundai Green Food, a Korean company, to operate a refrigerated and frozen warehouse system for export and Korean food to establish a distribution system.

Thank you.