

2023

CUCHEN Co., Ltd.

CUCHEN
Corporate
Profile





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01

CUCHEN
CORPORATE
PROFILE

About CUCHEN

- 1-1 CEO's Letter
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About CUCHEN

CEO's Letter

Company History

Group Companies

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About CUCHEN

Company name	CUCHEN Co., Ltd.
Foundation	Dec. 1976
Number of employees	260
Sales turnover	174.0 billion KRW (As of '22)
Main Business	Kitchen appliances manufacturing & sales
Product	IR, IH rice cooker / Electric Cooktop / FlexCuc (Multi-cooker) / Other kitchen appliances, etc.
Main office in Seoul	Annexe to Bubang Building, 530, Samseong-ro, Gangnam-gu, Seoul, Republic of Korea
Factory/ R&D Center	1223 Manghyang-ro, Ipjang-myeon, Seobuk-gu, Cheonan-si, Chungcheongnam-do



CEO's Letter

Company History

Group Companies

CUCHEN Organization
Chart



CEO's Letter

Based on Smart technology, Stylish design and Reliable customer experience, CUCHEN will lead the trend of differentiated kitchen appliance and become the company loved by customers through excellent quality

Thank you for your interest in CUCHEN.

I am Park, Jae-Soon, CEO of CUCHEN Co., Ltd., a leading provider of high-quality kitchen appliances.

Since our establishment in 1976, CUCHEN has dedicated to launch excellent products that align with trends and go beyond customer satisfaction.

As the fast-changing kitchen appliance industry evolves, CUCHEN strives to be the trendsetter. We proudly represent "Korea's First" with achievements like the state-of-the-art "2.1 ultra-high pressure rice cooker," "Hybrid Electric cooktop," and the innovative all-in-one multicooker, "FlexCuc". We actively engage with all generations and develop product lines that meet their changing lifestyles and values.

With 40 years of accumulated technological capability and know-how, CUCHEN aims to solidify its position as customer-oriented company through seamless communication and trend-leading performance.

Our team with top specialists works ceaselessly to provide sensible, convenient, and high-quality kitchen appliances, along with exceptional services that satisfy every customer.

Thank you.

Park, Jae-Soon
CEO
CUCHEN Co., Ltd.

01 About CUCHEN

CEO's Letter

Company History

Group Companies

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Chart

Main product launching date



SEP. 2022

Launched Korea's first triple pressure smart IoT rice cooker



Jul. 2021

Launched Korea's first 2.1 pressure 121 rice cooker specialized for mixed grain



Jul. 2020

Launched Korea's first all-in-one multi-cooker FlexCuc



Aug. 2016

Launched Korea first's IR infrared sensor rice cooker



May. 2013

Launched Korea's first hybrid electric cooktop

Company History

Foundation

1934~1986

- 1986 Established the crystal unit (clock oscillator)
- 1979 Renamed to International Electrothermal Industrial Co., Ltd. & registered corporation
- 1978 Licensed for electrical appliances manufacturing company
- 1976 Established Samshin Industrial
- 1934 Established Busan Textile Co., Ltd. (Jegukjema textile mill)

Growth

1990~1997

- 1997 Biz open in E-MART Anyang
- 1996 E-MART franchise contract (Shinsegae Inc.) ISO-9001 quality system certification
- 1995 Launched information and communication biz. (I.C CARD READER, PCB ASS'Y)
- Expanded the electric rice cooker and warmer biz.1
- 1994 Fulfilled the GOST regulations to establish an environmental biz. Unit (iron)
- 1993 Listed on the KOSDAQ
- 1992 Founded a Sri Lankan company of the crystal biz. Unit Built a living biz. unit factory in Cheonan (Bupyeong->Cheonan)
- 1990 Founded theSRI-RANKA local company ,KOOKJE COLOMBO (PVT) LTD. Capital increase to 6.7 billion KRW

2000~2009

- 2009 Acquired CUCHEN biz. unit from Woongjin Group
- 2006 Launched LiHOM, a premium household appliances brand
- 2000 Founded a Chinese company in Qingdao Renamed to Bubang Techron Co., Ltd.

Expansion

2010~2023

- 2023 Won IF Design Award Established Subsidiary in North America
- 2022 Launched Korea's first Triple Pressure Smart IoT Rice Cooker Relocated to New Factory in Cheonan Won Good Design Award (GD) Won Pinup Design Award (PINUP)
- Launched Korea's first Multi-pressure : Triple Pressure Rice Launched 2.1 Ultra-high Pressure IoT Rice Cooker 121ME (3 Cups)
- 2021 Won Good Design Award (GD) Korea's 1st 2.1 ultra-high pressure, 121 rice cooker launching
- 2020 Inauguration of Park Jae-Sun, CUCHEN Co., Ltd. CEO
- 2015 Transition into a holding company system. CUCHEN Co., Ltd. Launching
- 2014 Inauguration of Lee Dae-hyee ,CEO of LiHOM CUCHEN Co., Ltd.
- 2013 Renamed to LiHOM CUCHEN Co., Ltd.
- 2011 Renewal open of E-Mart Anyang
- 2010 Renamed to LiHOM Co., Ltd.

About CUCHEN

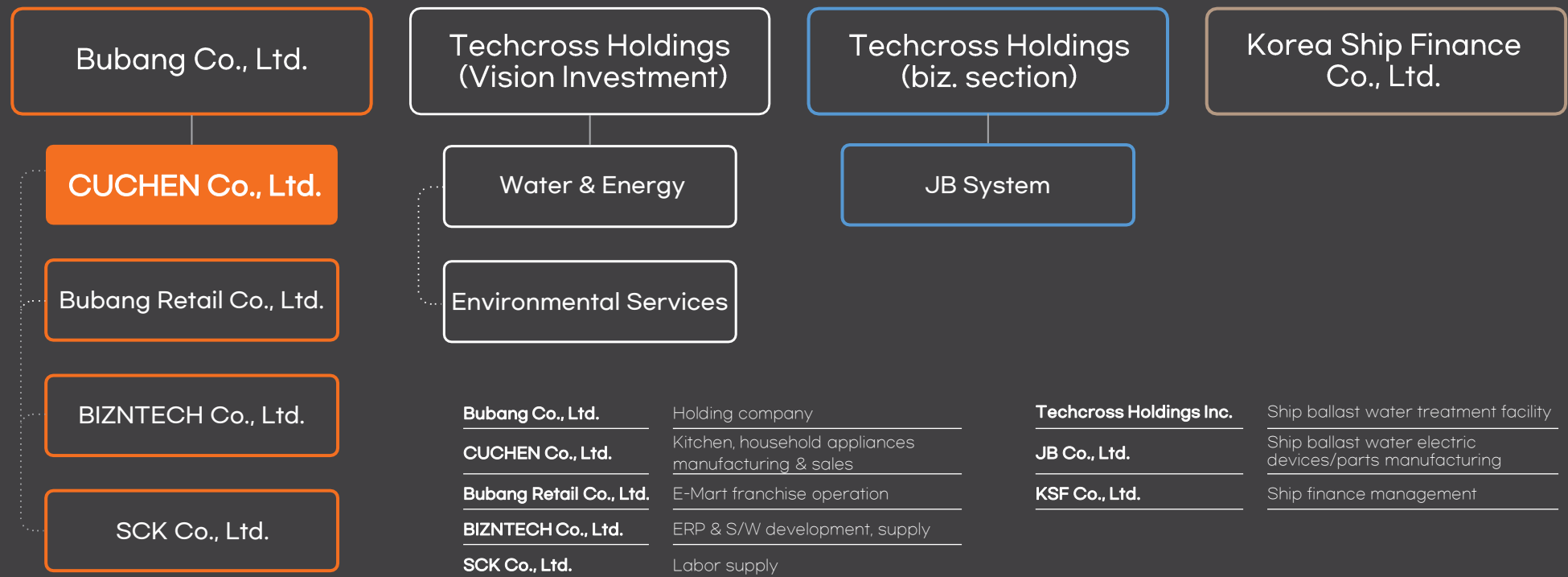
CEO's Letter

Company History

Group Companies

CUCHEN Organization Chart

Techcross Holdings



About CUCHEN

CEO's Letter

Company History

Group Companies

CUCHEN Organization Chart



CUCHEN North America Inc.

Manufacturing center

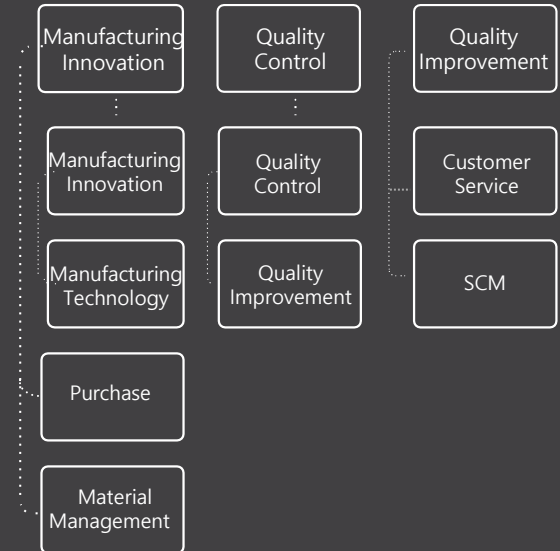
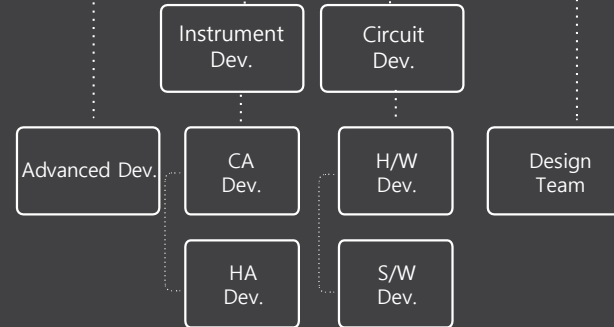
Korean operation

Strategic business

Marketing

R&D Center

Manufacturing



02

CUCHEN
CORPORATE
PROFILE

**Brand
Introduction**

2-1 Management Ideology

2-2 Brand Identity

2-3 Consumer-Centered
Management (CCM)

Management Ideology

CUCHEN adopts a creative and innovative mindset, striving to deliver the best products to consumers based on three core management philosophies: customer-oriented management, communication management, and smart management. We are dedicated to providing excellent services while actively engaging with society and continuously evolving.



Consumer-Centered Management

- Consumer-centric approach and exceptional service delivery
- Actively listen to customer feedback and prioritize customer satisfaction

Transparent Management

- Principle, integrity, honesty, right thinking



Communicating Management

- Foster strong unity to create optimal value
- Embrace collaborative growth through social engagement

Innovation Management

- Responsibility, enthusiasm, creativity, spirit of challenge



Smart Management

- Cultivate a culture of creativity and innovation
- Establish an intelligent work environment to ensure future competitiveness

Joint Growth

- Trust, respect and community spirit

Management Ideology

Brand Identity

Consumer-Centered Management (CCM)

Brand Identity

CUCHEN*

CUCHEN, derived from "Culture of Kitchen," is a renowned brand that embodies the essence of Korean sentiment and leads the kitchen culture. Our Combination Mark represents the harmonious fusion of five elements: Human, Sincerity, Ingredients, Cooking tools, and Technology. It symbolizes the joy of the kitchen and the happiness that permeates everyday life, depicted in a vibrant and cheerful orange color.

At CUCHEN, we hold the core value of creating a special space where customers can experience the delight of cooking for themselves, sharing joyful meals with loved ones, and witnessing the satisfaction of children savoring delicious food. Our heartfelt commitment lies in delivering this unique and valuable experience

Brand Slogan

**Smart
Kitchen Story**

Drawing upon tradition, expertise, and unmatched technology, CUCHEN consistently enhances and distinguishes its brand value by introducing new products with youthful and sophisticated designs at affordable prices. We remain dedicated to engaging with our customers, delivering a dependable experience rooted in unique technology, design, and trust



Management Ideology

Brand Identity

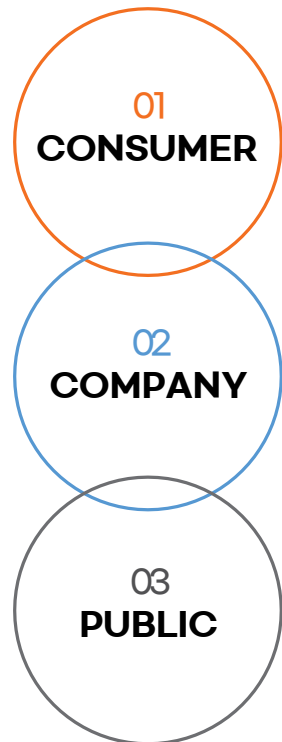
Consumer-Centered Management (CCM)



Consumer-Centered Management

Consumer-Centered Management (CCM) certification

CCM thoroughly reviews and certifies every corporate activity to ensure they are consumer focused and continuously enhance our management practices.



● CCM values the information received, which serves as the foundation for selecting products and services. In the event of a consumer issue with a certified firm, CCM provides swift and fair resolutions through Consumer-Centered Management (CCM) operating system.

● CCM strives to enhance the awareness of customer rights among our CEO and staff, ensuring their understanding and commitment to upholding those rights. CCM also continuously improves the quality of products and services from the customers' perspective, aiming to strengthen competitiveness both internally and externally.

● CCM aims to minimize social costs associated with dispute settlements and administrative measures by fostering a virtuous cycle that prioritizes consumers. By doing so, CCM strives to create a win-win situation between businesses and consumers, contributing to a harmonious and mutually beneficial relationship.

Key performance by year

	2017-2018	2019-2020	2021-2022
Achieve-ment	Companywide CCM daily practice campaign [The key is on -the-spot practice]	CCM corporate culture building [flexible work arrangement, work from home]	Social reliability fulfillment [voluntary recall project]
	Service -dedicated system development, introduction [CSP]	Company staff capacity building training	All staff-participating campaigns [Walking campaign, CCM promotional event]
	In-/external CCM campaigns [service center CCM promotion, in-house quiz event]	Expand channels to customer voices.	Improve customer satisfaction enhancement solution [Unmanned reception robot, video consulting adoption]
Result	Expanded CCM performance indicators, Set up center evaluation indicators	Restructured the CCM operating taskforce	Consumer center efficiency upgrade, Service standardization
	Achieved the 3 rd CCM certification	Achieved the 4 th CCM certification	Achieved the 5 th CCM certifications



03

CUCHEN
CORPORATE
PROFILE

Business Area

3-1 Domestic Business

3-2 Overseas Business

3-3 Chinese Joint Venture

Domestic Business

Overseas Business

Chinese Joint
Venture

Retail Sales

CUCHEN Retail Sales to fulfill customer satisfaction

CUCHEN Retail Sales Team dedicates to delivering customer satisfaction through the provision of premium kitchen appliance products to major distributors in Korea. The team employs effective sales strategies and maintains organized sales management practices, playing a pivotal role in driving CUCHEN's sales and success. By prioritizing customer satisfaction and offering exceptional products and services, the Retail Sales Team contributes to the overall growth and leadership of CUCHEN in the market.

Major clients

- Retailer



- Discount shop



- Others

Department store
Duty free shop, etc.



01 Products displayed at Samsung Digital Plaza



02 Sales staff field training



03 Customer information session

Domestic Business

Overseas Business

Chinese Joint
Venture

Online Sales

Trend leading CUCHEN online sales

CUCHEN Online Sales Team sets up sales strategies in line with customer needs and dynamic market trends in various sales channels including CUCHEN's official shopping mall, CUCHEN mall, live commerce, open markets, home shopping, general malls, etc. leading the premium kitchen appliances market.

Major clients

• Online



• Home shopping



• Company mall



- 01 CUCHEN mall event
- 02 Homeshopping show
- 03 Naver event
- 04 Live sales event



Domestic Business

Overseas Business

Chinese Joint Venture

B2B Sales

CUCHEN B2B biz. leading premium lifestyle culture

CUCHEN has been a pioneer in the Smart kitchen appliances sector, spearheading advancements in technology. Our B2B business has successfully expanded into key channels such as construction, kitchen, and distribution since the launch of our first Electric Cooktop in 2013. We have achieved high levels of customer satisfaction by offering customized business operations tailored to the specific needs of our client companies. Notably, we proudly introduced Korea's first hybrid electric cooktop, further cementing our position as an industry leader. Additionally, the launch of our CUCHEN electric cooktop B2B business has contributed to our continuous growth and success.

Major partner firms



2013

Released Korea's 1st Hybrid Electric cooktop, Launched CUCHEN electrical range B2B business



2014

Shelved in 3 major kitchen brands, 1st application to construction company



2015

Shelved in 3 major kitchen brands, 1st application to construction company



2016

Won Lotte Construction order under yearly fixed unit price. Supplied to 1500 households of Acro River Park in Shinbanpo, Seoul. Exclusive contract with Hyundai Livart Furniture



2017 – Present

Won hybrid electric cooktop orders under yearly fixed unit price. (bid proposal and option exercise support)



Domestic Business

Overseas Business

Chinese Joint
Venture

Overseas Business

Overseas Market

CUCHEN's cooker products are presently available in at least 22 countries in Asia, US, Europe, etc. In step with the localization strategy, the company engages in active sales efforts according to each country's market conditions.

Countries exported

Netherlands, Germany, Russia, Malaysia, US, Vietnam, Swiss, Singapore, UK, Israel, Japan, China, Kazakhstan, Cambodia, Canada, Poland, France, Australia, Czech, New Zealand, Argentina, Dominican Republic

2023 Established Subsidiary in North America

Major products

- Russia: Rice-cooker, Air-washer, Multi-cooker
- North America: Rice cooker, Juicer etc.
- Japan: Rice cooker
- China: Rice cooker, baby care etc.
- Asia: Rice cooker
- Others: Rice cooker, Juicer, Air Humidifier etc.



Guangdong Midea CUCHEN Company Ltd.

GMC, Guangdong Midea CUCHEN Company Ltd.

Guangdong Midea CUCHEN Company Ltd. (hereinafter, GMC) was established in Foshan City, Guangdong Province, China in May 2016 with the joint stock CUCHEN and Midea Group, a Chinese leading domestic appliances company.

GMC, with specialized R&D personnel and manufacturing and production lines, develops and mass produces excellent-quality products.

Produces and supplies to CUCHEN kitchen appliances products such as pressure rice cooker, non-pressure rice cooker, single-hob electric cooktop and pursues domestic sales of IH pressure rice cookers made in Korea in the Chinese market.



Main Products

● Hotplate pressure rice cooker (CRS-FWK10/06 SERIES)

- Making different rice taste with **Twin pressure** (high Pressure & non-pressure)
- Applied 10 popular Menu (Sticky Rice/Mix grain/Frozen Rice/Hot pot Rice with seasoned vegetable/Steamed dish/Slow-cook/Sous-vide)
- Easy Open Handle
- '23 Premium Minimal Design



CRS-FWK0640W

● Hotplate pressure rice cooker (CJS-FC10/06 SERIES)

- Detailed tastes of cooked rice (sticky, moderate, regular)
- Removable clean cover
- Various cooking menu (porridge, steamed dish, etc.)
- Auto cleaning



CJS-FC0608K

● Small-sized non-pressure rice cooker (CJE-CD06/03 SERIES)

- White rice/mixed grain/ baby food on the menu
- Removable clean cover
- Fast cook, warmth keeping, reservation functions
- Auto cleaning



CJE-CD0610

CUCHEN
CORPORATE
PROFILE

**CUCHEN's
Technology**

4-1 R&D Center

4-2 IPR

4-3 Certificate Status

R&D Center

IPR

Certificate Status

CUCHEN R&D Center

General research center including advanced development & product development such as HW, SW, instrument, design, etc. and Rice Taste Control Lab.

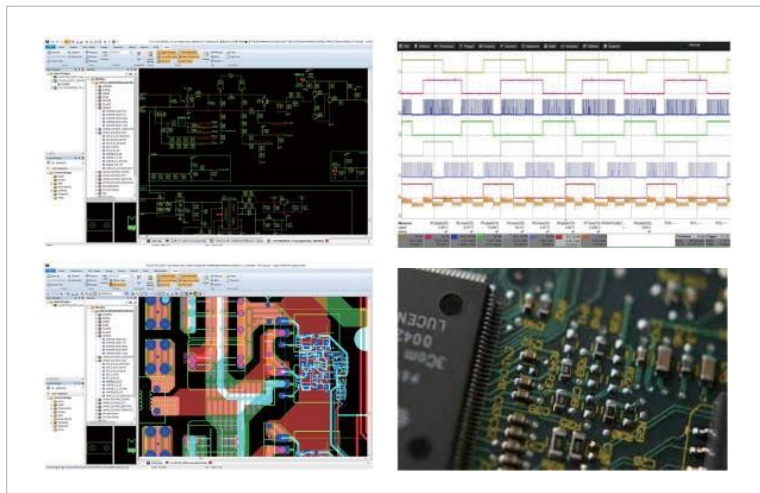


Circuit Development Office- HardWare Development Team

HW Development Team delivers complete product functions and performances

CUCHEN's HW Development Team develops precise circuit design, PCB Artwork design, sensors, and electric devices to realize product performance. H/W Development Team also fulfills performance test evaluation, in/external certification standards, energy consumption efficiency, electromagnetic compatibility test standards.

Main Business



- HW design

- Sensor development & performance implementation/verification

Circuit Development Office- Software Development Team

SW Development Team makes product performance the best

CUCHEN's SW Development Team develops products based on optimal algorithm control using surrounding hardware; expanded into the IoT sector and constructed and manages a platform by connecting products to servers.

Main Business



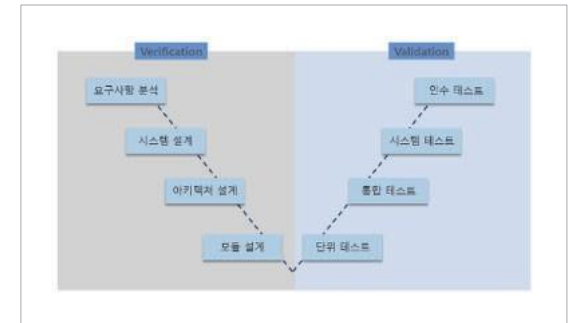
- SW design

- Design product operation specifications
- Design product programs



- IoT application

- Develop servers & apps
- Build the company's platform



- SW performance verification

- Various reliability verification
- Product-specific verification item list management

R&D Center

IPR

Certificate Status

Circuit Development Office- Rice-Taste Control Lab

CUCHEN Rice-Taste Control Lab ceaselessly works to improve the taste of cooked rice

CUCHEN's Rice Taste Control Lab dedicates to designing advanced algorithms for rice cookers. These algorithms are meticulously reviewed in all aspects including temperature sensors and heaters, to identify the optimal combination. The lab comprises cooked-rice sommeliers and a team of researchers who conduct experiments on rice cooking and warmth retention. Through data collection and analysis, they develop taste algorithms for each menu by precisely controlling variables such as heat amount and running hours in the rice cooker. This ensures that CUCHEN rice cookers deliver exceptional cooked-rice taste and quality.

Professional research manpower

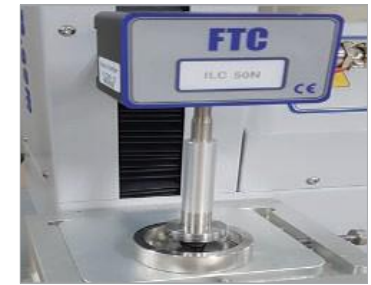
1st in the sector to establish 'Rice Taste Control Lab' in 2019 &
 1st in the sector to acquire the cooked-rice sommelier license

Specialized equipment & technology capability

Specialized equipment for cooked rice state such as water content measuring machine, and property measuring device

Evolving CUCHEN cooked rice-taste development

Intuitive menu, customized cooked-rice taste, regional rice variety-specialized development and R&D for new product release to consume 10 tons of rice a year



한국인 정서에 맞는
**돌솥밥/가마솥밥을
 만들기 어렵다고요?**

맛있는 밥을 먹고 싶다면 밥솥으로 바꾸세요.



돌솥밥

가마솥밥

섬세한 밥맛 조절로 내 입맛에 맞는 밥맛 찾기
폼 · 불림 기능으로 완벽한 밥맛을 찾아보세요

<p>통미 1~3단계 설정 불림 단계 설정으로</p> <p>✓ 단시간 단위로 불림 기능으로 최적의 불림을 찾아 완벽한 밥맛을 찾습니다.</p>	<p>폼 1~3단계 설정 폼 단계 설정으로</p> <p>✓ 압력 제어 불교역으로 구수한 밥맛을 찾아 완벽한 밥맛을 찾습니다.</p>
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**1st Generation
 Rice taste in 2016**
 Various Rice Taste
 enjoying at Home
**Cauldron rice, Stone pot rice,
 Hot pot rice**

**2nd Generation
 Rice taste in 2019**
 Always Newly-cooked
 Rice taste
Frozen Rice

**3rd Generation
 Rice Taste in 2021**
 The Essence of Delicious
 Rice, **New White Sticky Rice**
 that's delicious just by eating rice

**4th Generation
 Rice Taste in 2022**
 Mixed Grain, Pot rice and Less
 sticky rice enjoying with
**Ultra high pressure /
 Medium pressure / Non pressure**

R&D Center

IPR

Certificate Status

Circuit Development Office- Rice-Taste Control Lab

Scientific and specialized research on cooked rice-taste

Industry/university, specialized agency collaboration

In cooperation with experts, research scientific and nutritional grounds, and design the unique taste of cooked rice of CUCHEN



Hanyang University



Jeonbuk National University



YONSEI UNIVERSITY



(Rice component analysis)



Sejong University



Sunchon National University



(Cooked-rice taste sensory evaluation agency)



(Rice component analysis agency)

University-industry research

Collaborated cooked rice-taste development

- 2011 Dankook University**
 Microbiological causes of smell in the case of reserved warmth keeping
 Warmth keeping algorithm development & application
 Analysis on the causes of cooked-rice sour smell and full fermentation
- 2013 Sunchon University**
 Research on the rice cooking characteristics according to rice varieties
 Rice cooking algorithm development & application
 Optimal rice soaking conditions, heating conditions
- 2016 Sejong University**
 Establish cooked-rice eating quality indicators according to rice
 Intuitive cooked-rice taste development & application
 iron pot-cooked rice, earthen pot-cooked rice, stone pot-cooked rice
- 2022 Hanyang University**
 Prove effects according to grain mixing ratio
 Well-grounded CUCHEN's grain mixing ratio development
 121 Rice cooker application

CUCHEN x NH MOU

- Nong-Hyup grains

Release products based on CUCHEN research institute's grain mixing ratio and single variety rice cooking guide.



- Icheon NH

Develop and offer menus dedicated to Alchanmi and Haedlmi, the rice varieties produced by Icheon NongHyup. Develop the optimal algorithm that well understands rice characteristics.



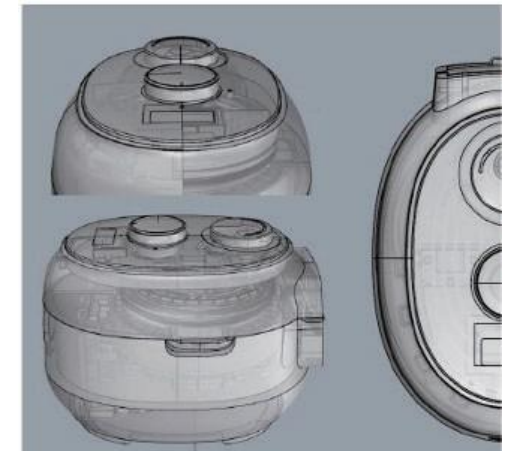
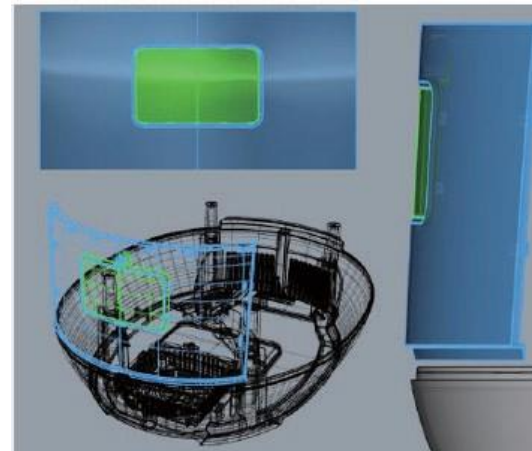
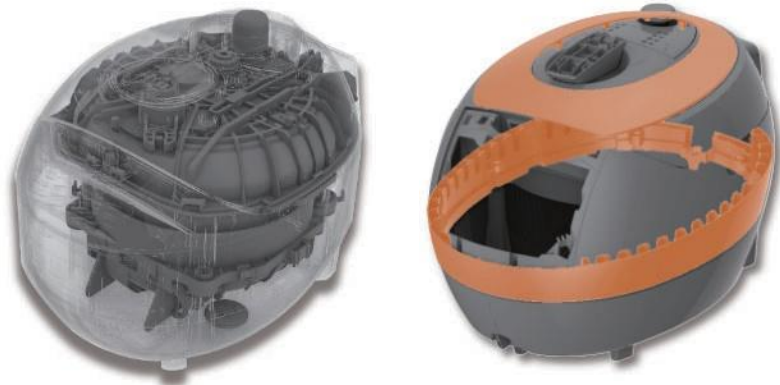
Cooking Appliance Development Team

CA Development Team leads cooker instrument development and performance/quality upgrade

CUCHEN CA Development Team works for cooker instrument structural design and ODM development support. CA Development Team also performs mold & parts development, developed product performance and upgrade, etc.

Main Product Development

Electric pressure rice cooker / Multi-cooker



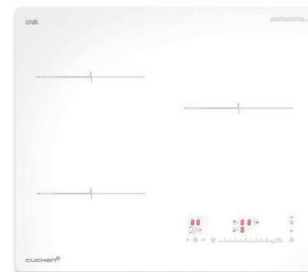
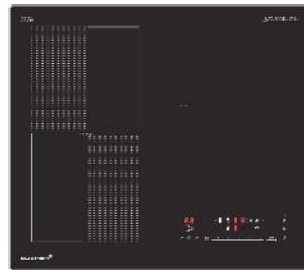
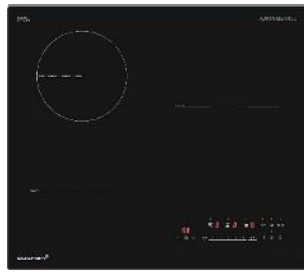
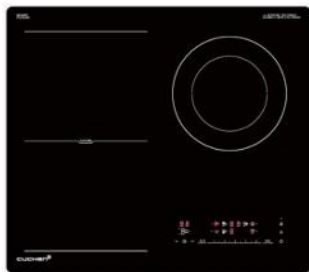
Instrument Development Office-HA (Home Appliance) Development Team

Home Appliance R&D Team : Responsible for developing appliances such as electric cooktop, range hoods, small home appliances and improving their performance and quality

CUCHEN HA Development Team takes care of other non-cooker product instrument structural design; and does mold and parts development, developed product performance upgrade, mass production quality

Main Product Development

Free-zone, IH, Highlight, Hybrid electric cooktop / Baby bottle sterilizer / Sterilizer and Dish dryer / Humidifier



R&D Center

IPR

Certificate Status

Design Development Product-Design Team

Design Teams bring CUCHEN products to life with trendy and sensuous designs

Performs new business, product and USP design development; rice cooker, electric cooktop, and small product design development; UI/UX design development based on consumer usage patterns; and CMF design development through design trend analysis.



Concept Design

New Concept Research
New material/ tech

Product Design

New Product Design
New Business Proposal

C.M.F Design

Eco-Friendly Material
New Color/Finishing

UX/UI Design

UX/UI
GUI

PRODUCT DESIGN

GRAPHIC DESIGN

Environmental Management System Introduction (Green Eco System)

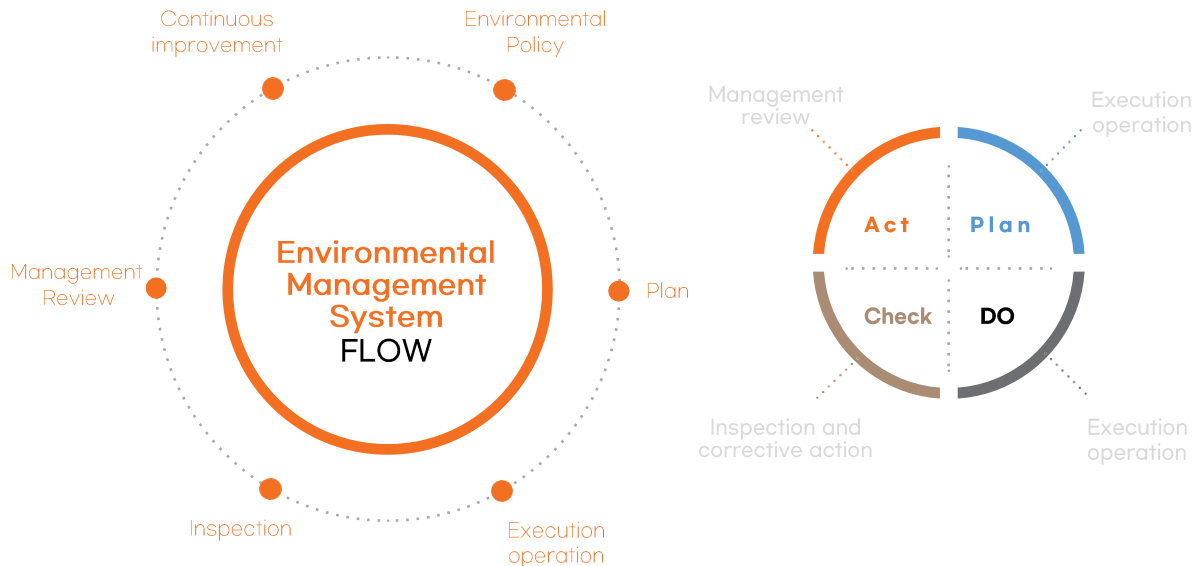
As part of CUCHEN's ESG management efforts, CUCHEN adopted Korea Standards Association's circuits and won 'ISO 14001 (Environmental Management System,2001)' certification in CUCHEN factory in Cheonan

Secured eco-friendly competitiveness to provide best products in top quality to clients and partners in addition to own production

Environmental Management System



ISO 14001

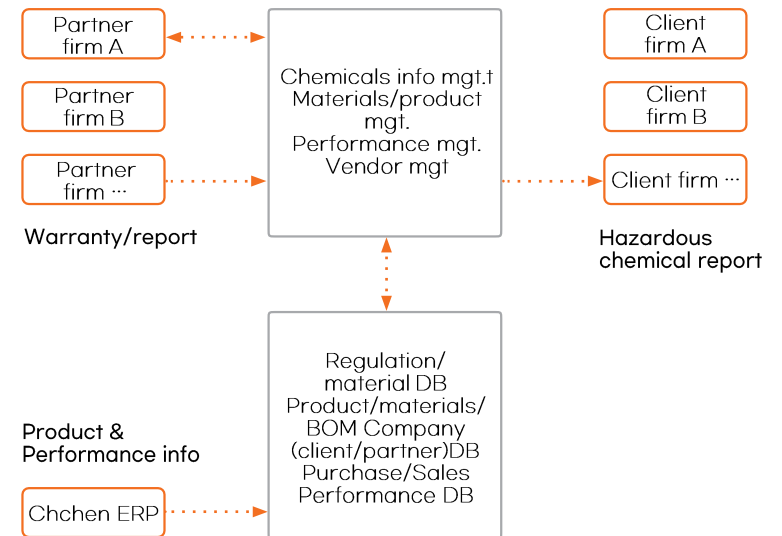


Green Eco system



RoHS management computer system

- Data search & registration



Intellectual Property Right Technology Patents Status

Technology patents held on the major products of Rice cooker and Electric cooktop as well as ventilation system (hood), motor vibration control (FlexCuc), water supply / heating point control (humidifier, coffee machine), etc.

537 Technology Patents (Feb. '23)



R&D Center

IPR

Certificate Status

Certificate Status

• Korea certification



Korean Industrial Standards



Safety certification



Quality Management System



Energy consumption efficiency



Electromagnetic field environment certification



Environmental Management System

• Bedding vacuum

Safety-Product certification where a council consisting of experts from academia, concerned organizations, etc. evaluates functional or convergence products among manufacturers' functional products, convergence products, and safety-required products to protect consumers from harms



• Overseas certification



• Evaporative humidifier



Korea Air Cleaning Association certification



British Allergy Foundation certification

R&D Center

IPR

Certificate Status


Technology Status

Korea's 1st Multi-pressure: Triple Pressure Rice Cooker

Korea's first technology using 2 valves for 3 types of pressure control to customize the taste with various rice texture



Korea's 1st 2.1 Ultra-high pressure 121° mixed grain- specialized rice cooker

Korea's 1st 2.1 Ultra-high pressure technology applied to raise cooking temperature to 121° and deliver the soft taste of white rice even in mixed grains



Korea's 1st Power-lock system 2.1 Ultra-high pressure

All-stainless power-lock system for 2.1 Ultra-high pressure Firm adhesion between the inner pot and packing



Korea's 1st Heat-adjusting IR sensor in rice cooker

Infrared Ray-based sensors to evenly heat the whole inner pot in cooking and warmth keeping for precise temperature control

R&D Center

IPR

Certificate Status


Technology Status

Korea's 1st Rice Cooking for Cold-storage

Algorithm designed to deliver fresh cooked rice taste in good texture without moisture coming out even after unfreezing



Korea's 1st Auto-lock Application

No need to turn a handle. Auto pressure lock just upon cooker lid closure



Korea's 1st Full-Touch Color LCD

Display Innovation, Touch screen to choose various menus. Enhanced user convenience



Korea's 1st NFC / WIFI Application

WIFI and NFC (Near Field Communication) technology applied to easily operate using a smart phone from outdoors

R&D Center

IPR

Certificate Status


Technology Status

Korea's 1st Excellent Thermal- Spray Inner pot

2000° thermal spraying technique applied for excellent thermal efficiency to cook each rice grain well and stickily to deliver the deep and nice taste of iron pot cooking



Korea's 1st Hybrid (IH+HL) Electric Cooktop

2 heat sources of IH and highlight in a single product!

No restriction on container types to put on the heat sources



Electric Cooktop User-friendly Convenience

Smart cook mode (heating, pan, brewing, warmth keeping, water boiling, etc.)

Moving pan, Flex zone large burner functions



Range hood-centered integrated Surrounding device control

Integrated kitchen appliances control through an Electric Cooktop by controlling surrounding devices such as downward exhaust hood and heat exchanger

05

CUCHEN CORPORATE PROFILE **Products**

- 5-1 Rice Cooker
- 5-2 Electric Cooktop
- 5-3 FlexCuc
- 5-4 Small Appliances

Rice Cooker

Electric Cooktop

FlexCuc

Small Appliances

Rice Cooker

IR pressure rice cooker/ IH pressure rice cooker/ Hotplate pressure rice cooker/
Non-pressure rice cooker

Based on State-of-the-art technology and Precise industry analysis, CUCHEN is leading the domestic rice cooker market with premium products that meet the needs of customers



CUCHEN proudly developed Korea's first rice cooker equipped with 2.1 ultra-high pressure and 1.3 medium pressure settings. This innovative technology allows for the preparation of various types of rice, including white rice and mixed grains, without the need for a soaking process. Furthermore, we have incorporated 316Ti, the highest quality stainless steel, into the inner pot. This eco-friendly and medically safe material has garnered significant attention and acclaim in the domestic rice cooker market, providing users with a superior cooking experience.

- 2011 Launched Luxury Model
- 2012 Launched Jog dial model
- 2013 Launched NFC model
- 2014 Launched TFF LCD model
- 2015 Launched Full Touch model (PD series)
- 2016 Launched IR sensor model
- 2021 Realized Korea's 1st power lock 2.1 ultra-high pressure technology and released 121 rice cooker
- 2022 Making Korea's first multi-pressure : Triple Pressure Smart IoT Rice Cooker technology
Launched PS06 Triple Rice Cooker and PR03 121ME Rice Cooker
- 2023 Launched The Fit Dual Pressure Rice Cooker

**Smart IoT
Rice Cooker**

Smart rice series
(CRT-SPS0640W)



6 Cups

- Korea's first Triple Pressure Technology (2.1 ultra-high pressure, 1.3 medium pressure, 1.0 non-pressure)
- Applied FullSTS 316Ti Inner Pot and Power-Lock
- [CUCHEN ON] Remote control and Selection of new recipes through mobile APP
- Applied Full Hidden LCD Display on the upper-side of Rice Cooker

**IH pressure
Rice cooker**

CUCHEN 121 Rice
cooker series
(CRT-PBP0610SR)



6 Cups / 10 Cups

- Korea's 1st 2.1 ultra-high pressure
- Cooking temperature up to 121°, mixed grain-specialized rice cooker
- SUS316 stainless inner pot & power lock application
- Hit product with 310,000 units sold

**IR pressure
Rice cooker**

CUCHEN IR series
(CRR-PKPR10 SEREIS)



10 Cups

- Korea's 1st 2.1 ultra-high pressure
- Faster white rice cooking, softer mixed grain cooking
- IR technology capability to precise and detailed temperature control technology
- Firm and luxurious black diamond coating

**IR pressure
Rice cooker**

CUCHEN styling rice
cooker series
(CRR-PMPR 06 SERIES)



6 Cups

- Korea's 1st 2.1 ultra-high pressure, mixed grain-specialized rice cooker
- Various color options for trendy kitchen decoration
- Quick and Uniform Heat Transfer with 3-layers IH technology
- Easy and Convenient Management of Rice Cooker with Clean Guard

Rice Cooker

Electric Cooktop

FlexCuc

Small Appliances

Electric Cooktop

Free-zone, Triple(3 hobs), Hybrid and Highlight Electric Cooktop

Following the release of 1st Korean hybrid cooktops, CUCHEN achieved 100% independent product production, leading the Korean electric cooktop market.

- 2010** Entered the Electric Cooktop market
- 2011** Launched 1 hob IH cooktop
- 2013** Launched Korea's 1st hybrid range cooktop
- 2014** Launched free-zone cooktop products
- 2019** Launched the hybrid cooktop, Zero.
- 2021** Launched Flex, the all triple (3 hobs)
- 2022** Launched the white triple induction, THE BLANC
- 2023** Launched 4 Hob Free Zone + Large-sized Dual electric cooktop

CUCHEN takes the lead in the market by offering a wide range of cooktop options. In addition to highlight and induction cooktops, we have introduced hybrid range cooktops that combine both technologies into a single product unit. This innovative approach sets us apart and allows us to cater to diverse customer preferences.

Looking ahead, CUCHEN is committed to further developing various electric range products. By doing so, we aim to strengthen our competitiveness and drive market expansion. We will explore new avenues such as homeshopping and other channels to reach both B2B and B2C markets, expanding our customer base and solidifying our position as a market leader.

FREE-ZONE INDUCTION

Expand to single induction for wide containers. Separate into double induction for multiple plates. High thermal efficiency & quick cooking. No residual heat for kitchen safety!



HIGHLIGHT

Convenient without restriction on containers. More delicious dishes! Even heating destroys less nutrients. Various containers available such as glass, metal, ceramic, and earthen pots



Dual Quarter Premium Induction Cooktop

All induction triple (CEN-ID6A0WSA)

High Power Dual Quarter Induction Cooktop

- Dual Hob and Quarter flex zone uniformly heat even large containers
- Product control using IoT and use of various cooking modes
- The temperature control function using low power control and accessories enhances the perfection of cooking

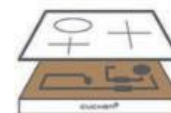


Horizontal Wide Smart Induction Cooktop

Hybrid triple (HIS-WAI300CI)

Hood interlocking wide induction Cooktop

- Korea's first large-size TFT Touch LCD for convenient use
- Integrated interlocking control of hood and heat exchanger automatically recognizing the cooking environment
- Automatic cooking guide providing various cooking information
- Wide 900mm horizontal 3-hole layout enhancing user convenience and wide cooking space



Quality and Safety assured 100% Korean made by CUCHEN

Company specialized in Korean-style electric ranges to produce on its own 100%. Convenient nonstop service from production to installation, and warranty services

Rice Cooker

Electric Cooktop

FlexCuc

Small Appliances

FlexCuc

Your cooking collection! Multicooker, FlexCuc

FlexCuc is all-in-one multicooker with IH heating and motor combination technology that was introduced in Korean market for the first time. FlexCuc is exported and launched in different parts of countries satisfying international demands.

- 2020** Released FlexCuc
- 2021** FlexCuc upgrade (added low-sugar function, etc.)
- 2022** FlexCuc export expansion to Russia and Asian countries

CUCHEEN offers a unique product in Korea that boasts IH constant temperature heating and precise control from 37°C to 120°C, with 5° increments. This exceptional feature allows for customized cooking temperatures, catering to various needs such as fermentation, warmth retention, low-temperature cooking (sous vide), and turbo heating. Our smart product also includes Guide Cooking for 136 dishes, covering a wide range of cuisines including Korean, Italian, French, Asian and even desserts. With this innovative appliance, users can easily explore and prepare a diverse array of culinary delights.



FlexCucTM

CFP-GP3IN1SB

- Induction + Blender+ Rice cooker + Dough maker + Stirring
- The only product that was launched in Korea combining IH constant temperature heating and SR motor
- Detailed control by 5° unit from 37° to 120°
- 136 recipes including Korean, Italian, French and Asian dishes as well as desserts



Rice Cooker

Electric Cooktop

FlexCuc

Small Appliances

Small Appliances

Microwave / Oven / Dish dryer / Humidifier etc.



Premium inverter range (COV-i230 Series)

- 900W high power, 5-step detailed power adjustment, even heating inverter technology-applied microwave
- Flat-type without a rotating plate for easy cleaning and more efficient use of inner space
- microwave + grill functions combined for crispy outside and soft inside oven grill dishes



Dish dryer (CSD-Series) ※ 8 servings

- Full stainless cavity
- Used LED sterilization lamp in the upper part
- Dryer and sterilizer for dishes in large capacity for 8 people



Retro microwave (COV-N200 Series)

- Simple design and wood handle with an emotional appeal
- 20L large capacity, easy clean coating to effectively prevent oil stain
- 5-step power control, up to 35 minutes



All Stainless-Steel Ultrasonic Humidifier (CUH-U45200W)

- Hygienic 304 stainless steel water tank
- Fully detachable tub washing and hot water sterilization
- Up to 42 hours of continuous spraying with 4.5L large water tank



Fish grill oven (COV-N121KC)

- CUCHEN's wide oven combining only the strengths of air fryer, oven, and grill.
- 12L, 355mm to cook a whole fish
- Even direct fire system without up-down temperature gap thanks to the convection hot air in the rear and 4 heating quartz wires up and down



Mini Air-fryer (COV-A020W)

- Hygienic glass material
- Applied 304 stainless steel to protect internal heating wire net/grill
- Compact 2L capacity and simple recipe function

06

CUCHEN
CORPORATE
PROFILE

Sales Trend

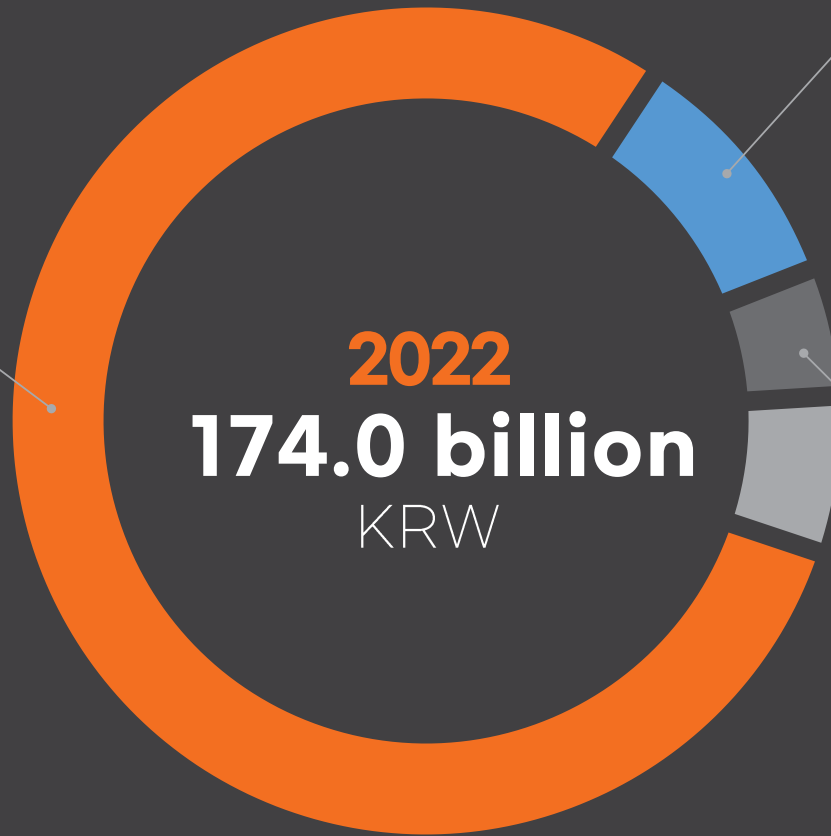
6-1 Sales Status

6-2 Sales Goals

Sales Status

Sales Goals

2022 Sales Breakdown



Rice cooker

149.4 bn. KRW

Main core products

Power Rock / Induction Heating / Multi Pressure



Electric cooktop

19.7 bn. KRW

Main core products

All Induction / Hybrid(IH+HL)



Small appliances

4.9 bn. KRW

FlexCuc / Microwave, etc.

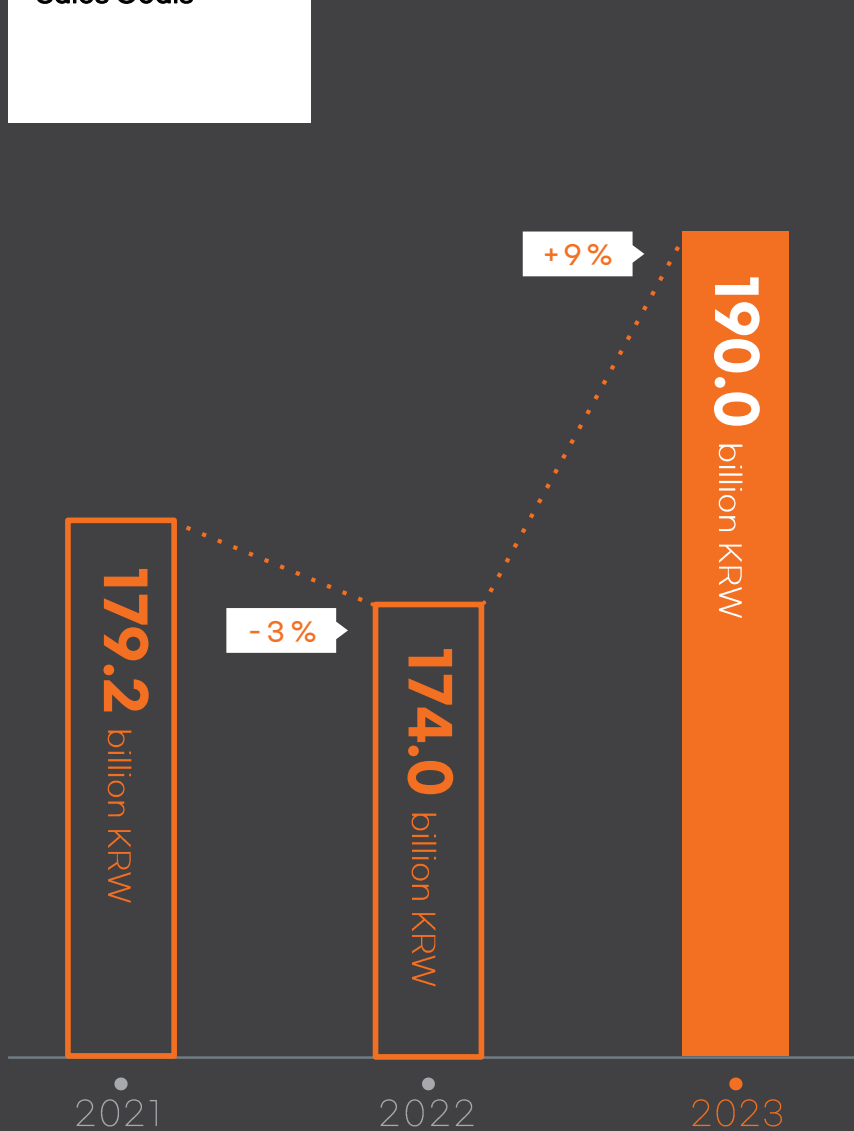
New Category



Sales Status

Sales Goals

Sales Goals



※ Including export sales

2022 2023

	2022	2023
Rice Cooker 	149.4 billion KRW	158.5 billion KRW +6%
Electric Cooktop 	19.7 billion KRW	24.6 billion KRW +25%
Small Appliances 	4.9 billion KRW	6.9 billion KRW +41%
[For reference only] Including export sales EXPORT 	11.6 billion KRW	18 billion KRW +55%

※ Including export sales

CUCHEN
CORPORATE
PROFILE

Advertisement & Promotion

7-1 IMC Marketing

7-2 Collaboration

7-3 Exclusive model

7-4 Media Public Relations

IMC Marketing

IMC Marketing

Collaboration

Exclusive Model

Media Public Relations

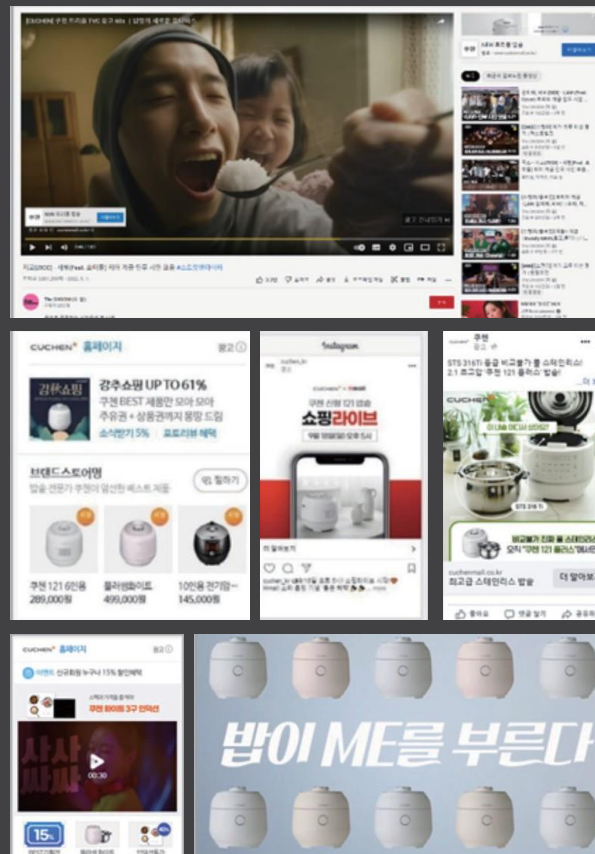
Owned Media

- And many other official channel operation
 Customized marketing/promotion for Consumers using CUCHEN's official SNS channels



Paid Media

- TV, Airwaves, SNS advertisements, SA, DA, etc.
 Brand/product promotion using media advertising, search, banners, partnerships, etc.



Earned Media

- SNS Influencer sponsorship & viral, official supporters, etc.
 Product experience and user review, buzz event



IMC Marketing

Collaboration

Exclusive Model

Media Public Relations

Collaboration

CUCHEN x VIPS

- 2015 Spring new menu "Octopus Rice" expanded to all stores



CUCHEN x NH

- Promotion of domestic grain consumption and brand awareness expansion through collaboration marketing activities, "121 Healthy Mixed Grains package" and "Janmang Rupee"



CUCHEN x Phyps

- Operating various collaborative products and pop-up stores targeting MZ generation with domestic street brand Physical Education Department (PHYPS) in 2022



CUCHEN x Lotte Hotel

- Served Premium Rice at Busan Lotte Hotel "La Seine Buffet" in 2022



IMC Marketing

Collaboration

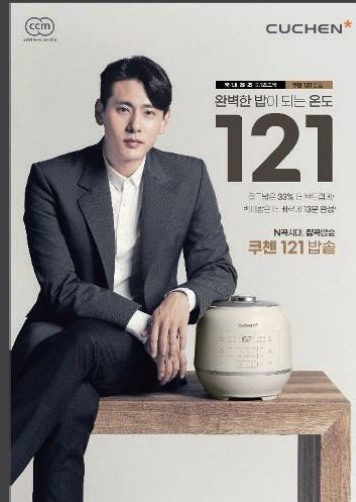
Exclusive Model

Media Public Relations

2021~2022

CUCHEN exclusive model, Yu Tae-oh

"Perfect temperature to cook rice CUCHEN 121"



2016~2019

CUCHEN exclusive model, Song Jung-ki

"I like a girl who eats well"



2012~2016

CUCHEN exclusive model, Jang Dong-gun

"To women, kitchen is like a car to men"



2010~2012

CUCHEN exclusive model, Lee Hyori

"Let's eat together next time"



2008

CUCHEN exclusive model, Alex



2006

CUCHEN exclusive model, Choi Min-sik



2006

CUCHEN exclusive model, Chae Shi-ra



2004

CUCHEN exclusive model, Ko So-young



IMC Marketing
 Collaboration
 Exclusive Model
Media Public Relations

Media Public Relations

2022년 08월 24일
 18면 (가업)

새 공장 지은 쿠첸 “2025년 매출 5000억 달성”

천안공장 준공식서 새 비전 선포
 영업이익률 5% 업계 ‘톱5’ 제시
 검사 포장 등 공정 자동화 추진

밥솥 명가 쿠첸이 신축 공장 준공식과 함께 비전선포식을 갖고 제2의 도약을 선언했다. 창립 46년만에 브랜드 아이덴티티(BI)를 교체한 쿠첸은 2025년까지 매출 5000억원, 영업이익률 5%를 달성하



비전 달성을 위한 5대 전략으로 △새로운 가치를 전달하는 차별화된 제품 출시 △경영위위 확보 및 이익기반 성장 토대를 마련해 위기 돌파 △AI인력 및 모터 기술의 고도화와 IoT·AI 등 신기술 영역으로의 과감한 투자 △공격적인 고객 접점 마케팅 △제조 기술 및 품질 관리 수준 향상을 선정했다.

박재순 쿠첸 대표는 “2025년까지 3년간, 5대 전략을 한걸음씩 실천해 밥솥 명가로서의 자존심과 영예를 재건하고 100년 지속 기업으로 존속하기 위한 핵심 역량과 자신감을 회복하겠다”고 말했다.

23일 박재순 쿠첸 대표가 천안공장 신축 준공식에서 기념사를 통해 쿠첸의 미래 비전을 소개하고 있다. 쿠첸 제공

23일 박재순 쿠첸 대표가 천안공장 신축 준공식에서 기념사를 통해 쿠첸의 미래 비전을 소개하고 있다. 쿠첸 제공

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(18.5*14.0)cm

2023년 08월 02일
 16면

백한 내일신문

밥맛 나는 건강잡곡 2종 출시

농협경제지주 계열 농협양곡은 주방 가전기업 쿠첸 밥맛연구소, 한양대 식품영양학과와 공동으로 '121도 건강 잡곡-활력잡곡' 2종(사진)을 출시했다고 2일 밝혔다.

신제품은 '서리태를 품은 활력잡곡' (1kg)과 '귀리를 품은 활력잡곡' (1kg) 등 2종이다. 다섯가 섞여 맛과 영양을 높인 편이다. 인체 내 활성산소를 항산화 효과가 높은 서리태를 중심으로 다양한 곡물과 함께 최적의 밥맛을 이 특징이다.

'서리태를 품은 활력잡곡'은 쌀 100% 국내산 미 전분 쌀과 찰벼로 건강 잡곡 제품이다. '귀리를 품은 활력잡곡'은 타미자가 선정한 푸드인 귀리를 품은 미 전분 쌀과 찰벼로 대

밥맛 나는 잡곡 상품이 출시됐다. 농협경제지주 계열 농협양곡은 주방 가전기업 쿠첸 밥맛연구소, 한양대 식품영양학과와 공동으로 '121도 건강 잡곡-활력잡곡' 2종(사진)을 출시했다고 2일 밝혔다.

신제품은 '서리태를 품은 활력잡곡' (1kg)과 '귀리를 품은 활력잡곡' (1kg) 등 2종이다. 다섯가 섞여 맛과 영양을 높인 편이다. 인체 내 활성산소를 항산화 효과가 높은 서리태를 중심으로 다양한 곡물과 함께 최적의 밥맛을 이 특징이다.



곡으로, 식이섬유 단백질 폴리페놀 등 항산화, 서리태, 찰벼, 귀리, 찰벼, 찰벼

The JoongAng

국내 첫 초고압·중압·무압 3가지 압력으로 취사 가능한 '쿠첸 트리플' 밥솥

쿠첸

프리미엄 주방가전 기업 (주)쿠첸이 국내 최초로 초고압·중압·무압의 3가지 압력을 자유자재로 구현하는 '쿠첸 트리플' 밥솥을 출시하며 밥솥 명가의 기술력을 다시 한번 증명했다.

86일 출시된 '쿠첸 트리플' 밥솥은 국내 최초로 121도급 1.3리터급 1.9리터급 3가지 압력 밥솥으로 취사가 가능한 2리터급 1리터급 밥솥이다. 기존 밥솥은 1리터 압력만으로도 고압과 무압이 불가능했지만, 쿠첸 트리플은 밥솥은 2개 압력별 버튼을 이용해 초고압부터 중압·무압까지 정해진 압력 범위가 가능하다.

3가지 압력 중 2.1리터급은 지난해 쿠첸이 출시한 '121도밥'에서 첫선을 보인 기술로, 고온 고압이 만들어내는 차지고 은득은득한 식감이 특징이다. 1.3리터급은 전통 가마솥을 재현했다. 초고압과 무압의 중간 압력으로 쌀과 찰벼를 함께 밥맛

다. 쌀을 요리하면 찰, 배합비율, 전량 상태 확인, 마이그레이션 등, 세세히 다룬다 등 소프트웨어로 완벽하게 할 수 있다. AI인력 사용자 취사 패턴을 자동으로 분석해 사용자가 가장 많이 취사한 메뉴 4가지를 순서대로 보여준다. '0리터 시배' 기능으로 소비자의 편의성을 극대화했다. 메인 메뉴는 1리터, 1.3리터, 1.9리터로 자동 조절이 가능하고 취사 시간이 자동으로 조절된다. 쿠첸 트리플은 1.3리터, 1.9리터, 2.1리터로 자동 조절이 가능하다. 쿠첸 트리플은 1.3리터, 1.9리터, 2.1리터로 자동 조절이 가능하다.

쿠첸이 또 다른 기술력을 선보였다. 내수입이다. 이들을 리소하기 위해 쿠첸만의 특별한 알고리즘 기술인 '노스틱 기술'을 적용했다. 쿠첸은 기존 시배와 달리 영동과 양파변성이 없는 STS316Ti 소재를 고압에 썼다. 이 소재는 고온 주방용품은 '노스틱' 내수입이다. 이들을 리소하기 위해 쿠첸만의 특별한 알고리즘 기술인 '노스틱 기술'을 적용했다. 쿠첸은 기존 시배와 달리 영동과 양파변성이 없는 STS316Ti 소재를 고압에 썼다. 이 소재는 고온 주방용품은 '노스틱' 내수입이다. 이들을 리소하기 위해 쿠첸만의 특별한 알고리즘 기술인 '노스틱 기술'을 적용했다.



쿠첸 트리플은 국내 최초로 3가지 압력을 자유자재로 구현하는 2리터급 1.3리터급 밥솥이다. 2개 압력별 버튼을 이용해 초고압부터 중압·무압까지 정해진 압력 범위가 가능하다. 쿠첸 제공

2022년 12월 23일
 20면 (산잡/주력)

전자신문

쿠첸, 밥솥업계 첫 5회 연속 CCM 인증 획득 (소비자중심경영)

쿠첸은 5회 연속 소비자중심경영(CCM) 인증을 획득했다고 22일 밝혔다. CCM 인증제도는 한국소비자원이 평가하고 공정거래위원회에서 인증하는 국가공인제도다.

쿠첸은 2014년 업계 최초로 CCM 인증을 획득했다. 2016년, 2018년, 2020년 재인증 받은 데 이어 올해로 5회 연속 인증을 획득했다.

쿠첸은 CCM 운영사무국을 최고 고객책임자(CCO) 직속으로 운영한다. 주관 부서 역할과 책임을 명확히 규정해 고객 만족도를 높이기 위한 활동과 교육 관리 등을 실행한다.

쿠첸 관계자는 “밥솥업계 최초로 CCM을 획득하고, 올해로 5회 연속 재인증 받으며 선도적 역할을 하고 있다”고 전했다.

정용철기자 jungcy@etnews.com
 (11.4*8.9)cm

The JoongAng

121도 고온에 초고압... 서리태도 100% 익히는 밥솥

쿠첸, 삼성엔지니어링 체결 개선 121·트리플 밥솥으로 1위 도전

"자체 조사를 해보니 일반 가정의 절반 이상은 잡곡밥을 즐기는 것으로 나타났습니다. 코로나19 이후 포털에서 '술밥' 검색이 300%(2020년 3~10월) 늘었다. 균도, 바귀는 식문화에 따라 제품도 혁신이 필요했습니다."

121 밥솥은 1976년 쿠첸 창업 이래 최대 히트작이다. 부드러운 잡곡밥을 지을 수 있는 게 특징이다. 제품 이름인 '121'은 딱딱한 서리태도 100% 익힐 수 있는 2.1리터의 초고압, 121도 고온을 실현했다는 뜻이다. 기존 푸명은 푹나빠 쿨게 맛없는 쌀이었다. 이를 양쪽에서 문이 닫히지 않게 잡아주는 파워와 병식으로 바귀 고온·고압을 견디도록 한다.

"기압을 높여라 6배 이상의 압력을 견디야 해요. 더 단단하게 잡아주기 위해 투경의 체결 면적을 기존보다 두 배로 높였습니다. 적절한 기압을 찾기 위한 시험 과정에서 밥솥이 터진 적은 셀 수 없이 많아요. 최종 개발까지 20kg 짜리 쌀 40도대를 테스트했습니다."

삼성전자 출신으로 2020년 초 취임한 박 대표는 알리는 방식도 바꿨다. 기존에는 개발 조치가 이뤄졌다면 이번에는 상품기획·연구개발·품질·구매·제조·디자인·마케팅·AS팀에서 '121'을 크로스(TF) 구성원을 자축했다. 여기에서 민중이 나왔다. '1년 1리'라는 새로운 과제를 내놨다. 121 밥솥 이후 나온 후속작이 국내 최초로 초고압(2.1), 중압(1.3), 무압(1.0) 3개 압력을 조절할 수 있는 '트리플 밥솥'이다.

쿠첸은 올해 해외 진출도 본격화한다. 박 대표는 "미국·중국· 베트남을 중심으로 해외 영업도 늘려 2025년까지 매출 5000억원은 달성하는 것이 목표"라고 말했다.

최준경 기자
 choi.junkyung@joongang.co.kr
 (28.2*10.7)cm



박재순 쿠첸 대표가 서울 강남구 삼성동 본사에서 중앙일보와 인터뷰하며 요리 상품인 121 밥솥(왼쪽) 두 개와 트리플 밥솥에 대해 설명하고 있다. 우성호 기자

08

CUCHEN
CORPORATE
PROFILE

Sponsorship

8-1 IMC Marketing

8-2 Collaboration

8-3 Exclusive model

8-4 Media Public Relations

TV Program

ETC.

Sponsorship to Korea's famous entertainment TV shows

2022 KBS2

House on wheels

121 rice cooker PPL



2022 KBS2

Fun-Staurant

121 rice cooker PPL



2021 KBS2

Fun-Staurant

FlexCuc PPL



2019 tvN

Korean hostel in Spain

IR pressure rice cooker PPL



2019 tvN KBS2

High school lunch king

IR pressure rice cooker PPL



Famous Korean drama

Rice cooker / Electric cooktop / Microwave, etc.



TV Program

ETC.

Sponsorship of national football team



Suwon Samsung sponsorship contract & Korea Ski Association sponsorship



Korean's celebrity sponsorship



CUCHEN CORPORATE PROFILE

Social Work



CUCHEN Table with love

CUCHEN CSR program from 2010

Invite immigrant women in multicultural families and teach them about Korean culture and cuisine



Miral Welfare Foundation

Group cooperating with local community in the Special Consultative Status conferred by the UN Economic and Social Council

Donate CUCHEN kitchen appliances to socially disadvantaged people and single-mother households



Miral Welfare Foundation

Group cooperating with local community in the Special Consultative Status conferred by the UN Economic and Social Council

Donate CUCHEN kitchen appliances to socially disadvantaged people and single-mother households



Korea Foundation for Persons with Disabilities

Korea's 1st private-sector foundation specialized in physically-challenged people, founded for a sustainably growing community

Donate CUCHEN kitchen appliances to welfare facilities for and families with physically-challenged people



Women's Happiness Corporation

Corporation with one-stop welfare system for the physical protection and stable livelihood of the youth and single mothers

Donate CUCHEN kitchen appliances to households in the facility and single-mother families

10

CUCHEN
CORPORATE
PROFILE
Awards

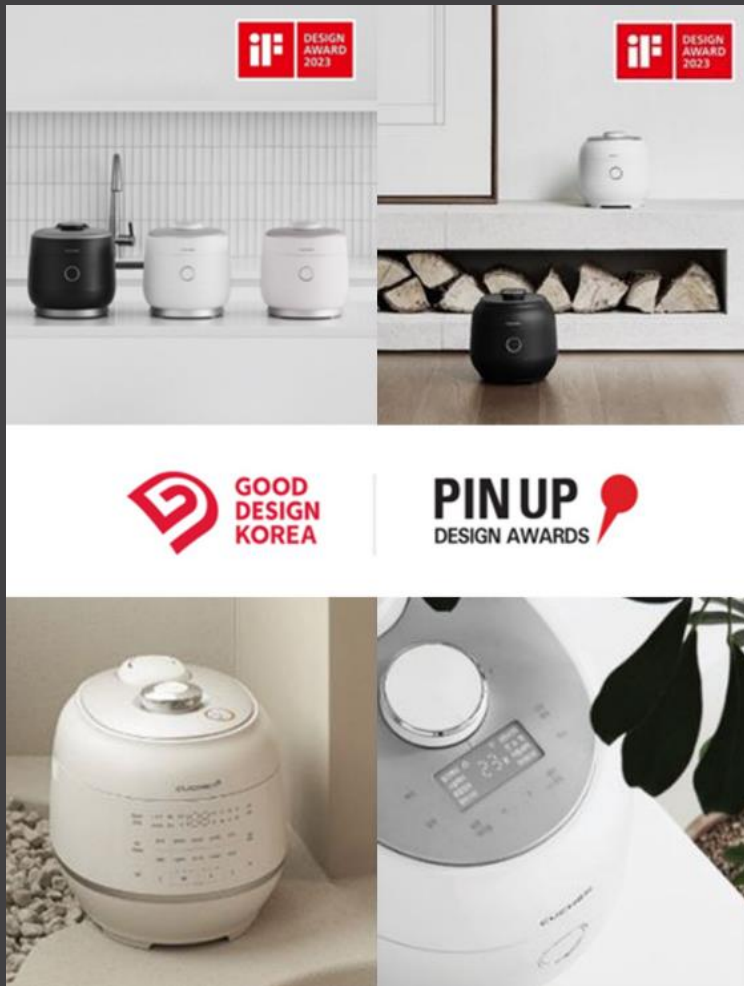
10-1 8 Latest Awards

10-2 Design Awards Won

AWARDS

8 Latest Awards

Design Awards
Won



2023

- Won Korea National Brand Best Award (New York Festival)
- Won IF DESIGN Award PS06/PR03 (German International Forum)

2022

- The Most Trusted Brand Awards
- Korea National Brand Awards
- Korean Standard-Quality Excellence Index (KS-QEI) 1st in a row (Korea Standards Association)
- Korean Standard Contact Service Quality Index (KS-CQI) 2th in a row for rice cooker (Korea Standards Association)
- Awarded in Good Design Korea (GD), PS06/0R03 (Korea Institute of Design Promotion)
- Won BEST 100 with PR03 in PINUP Design Award (Korea Industrial Designers Association)
- Won BEST of BEST with PS06 in PINUP Design Award (Korea Industrial Designers Association)

2021

- 7th winning of Customer Satisfaction Management Awards (Hankyung)
- 5th consecutive winning of The Most Trusted Brand Awards (Digital ChosunIlbo)
- Korea National Brand Awards (4th in a row) (The JoongAng Ilbo, Economist, New York Festival)
- Ranked No.1 simultaneously in 2 areas in Korea Customer Surprise Brand Index (5th in a row) (Korea Brand Management Association)
- No.1 ranked in Korean Standard Well-Being & Environment Index (Korea Standards Association)
- Brand of the Year Korea (9th in a row for rice cooker / 6th in a row for Electric Cooktop) (Customers Council)
- Won Good Design Award (GD) (Korea Institute of Design Promotion)
- Korean Standard-Quality Excellence Index (KS-QEI) (Korea Standards Association)
- Korean Standard Contact Service Quality Index (KS-CQI) (Korea Standards Association)

2020

- 6th winning of Customer Satisfaction Management Awards (Hankyung, Korea Sustainability Management Evaluation)
- 4th consecutive winning of The Most Trusted Brand Awards (Digital ChosunIlbo)
- 7th consecutive winning of National Customer-Driven Brand Award (Dong-A Ilbo, Ministry of Trade, Industry and Energy)
- 2nd consecutive winning of No. 1 Brand in Korea Industry (ChosunMedia)
- 9th consecutive winning of KOREA TOP BRAND AWARD Korea Prestige Product Awards
- 3rd consecutive winning of Korea National Brand Awards (The JoongAng Ilbo)
- 4th consecutive No. 1 ranking in the Korea Customer Surprise Brand Index (Korea Brand Management Association)
- The Customer-Loving Brands Awards (The JoongAng Ilbo)
- 6th consecutive winning of Best-Loved Brand of Korea (Chosun Biz)
- 5th consecutive winning of Brand of the Year Korea (Customers Council)

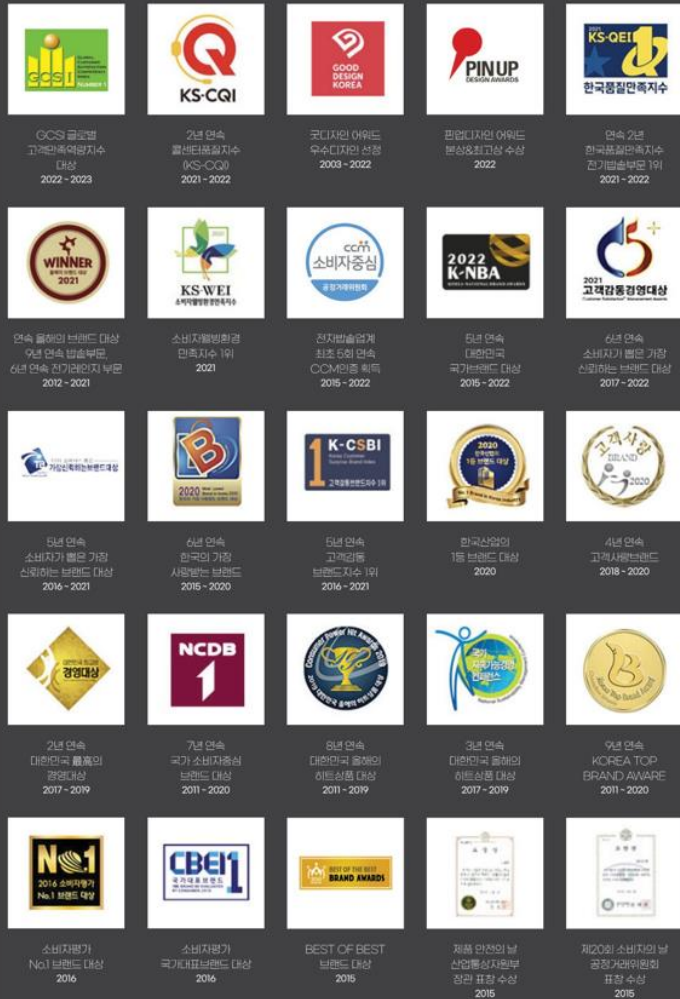
2019

- 5th winning of Customer Satisfaction Management Awards (Hankyung, Korea Sustainability Management Evaluation)
- 3rd straight winning of The Most Trusted Brand Awards 3회 consecutive winning of (Digital ChosunIlbo)
- 6th straight winning of National Customer-Driven Brand Award (Dong-A Ilbo, Ministry of Trade, Industry and Energy)
- 2nd straight winning of The Best Management Awards in Korea (Maekyung.com)
- 5th consecutive winning of Best-Loved Brand of Korea (Chosun Biz)
- 2nd straight winning of National Brand Awards (The JoongAng Ilbo)
- 8th straight winning of KOREA TOP BRAND AWARD Korea Prestige Product Awards customer 3rd straight No. 1 ranking in the Korea Customer Surprise Brand Index (Korea Brand Management Association)
- 3rd consecutive winning of Customer-Loving Brands Awards (The JoongAng Ilbo)
- 3rd consecutive winning of Customer Impression Award in the Sustainable National Development (Journalists Federation of Korea, Mail Business News Korea)
- 4th straight winning of the Brand of the Year (Customers Council)
- 8th straight winning of Korea's Hit Product of the Year (Digital ChosunIlbo)

AWARDS

8 Latest Awards

Design Awards Won



2018

- 2018 Brand of the Year Korea (Customers Council)
- National Sustainability Management Conference_ Customer Surprise Award (Association of Korean Journalists)
- 2018 The Customer-Loving Brands Awards (The JoongAng Ilbo)
- No. 1 ranking in Korea Customer Surprise Brand Index_ Korea Brand Management Association
- 7th straight winning of KOREA TOP BRAND AWARD Korea Prestige Product Awards National Brand Awards (The JoongAng Ilbo)
- 4th consecutive winning of Best-Loved Brand of Korea (Chosun Biz)
- The Best Management Awards in Korea in the Consumer-Centered Management area (Maekyung.com)
- 5th consecutive winning of National Customer-Driven Brand Award (Dong-A Ilbo, Ministry of Trade, Industry and Energy)
- 2nd consecutive winning of The Most Trusted Brand Awards
- 4th consecutive winning of Customer Satisfaction Management Awards (Hankyung, Korea Sustainability Management Evaluation)

2017

- Brand of the Year Korea (Korea Consumer Brand Committee)
- 6th straight winning of Consumer Power Hit Awards (Digital Chosun-Ilbo)
- National Sustainability Management Conference- Customer Surprise Award (Association of Korean Journalists)
- The Customer-Loving Brands Awards (The JoongAng Ilbo)
- No.1 ranked in Korea Customer Surprise Brand Index, Korea Brand Management Association
- 6th consecutive winning of KOREA TOP BRAND AWARD Korea Prestige Product Awards
- Best-Loved Brand of Korea(Chosun Biz)
- 4th consecutive winning of National Customer-Driven Brand Award (Dong-A Ilbo, Ministry of Trade, Industry and Energy)
- The Most Trusted Brand Awards (Digital Chosun Media)
- 3rd consecutive winning of Customer Satisfaction Management Awards (Hankyung, Korea Sustainability Management Evaluation)

2016

- Korea Consumer Appraisal Index (The JoongAng Ilbo, Ministry of Trade, Industry and Energy)
- National-Class Brand (Maeil Business Newspaper, Ministry of Trade, Industry and Energy)
- 5th straight winning of Korea Top Awards "Korea Prestige Brand Awards" 2nd consecutive winning of Most Loved Brand in Korea (Chosun Media, Ministry of Trade, Industry and Energy)
- 10th "The Korea Product Safety Awards" (Korean Agency for Technology and Standards, Korea Products Safety Association)
- National Customer-Driven Brand Award 3 consecutive winning of (Dong-A Ilbo, Ministry of Trade, Industry and Energy)
- 2nd winning of Customer Satisfaction Management Awards (Hankyung, Korea Sustainability Management Evaluation)

2015

- 20th Consumers Day, awarded by Chairperson of Korea Fair Trade Commission (Korea Fair Trade Commission)
- Product Safety Day, awarded by the Minister of Trade, Industry and Energy (Ministry of Trade, Industry and Energy)
- 4th straight winning of Customer Power Hit Awards (Ministry of Trade, Industry and Energy, Chosun Media)
- 4th consecutive winning of Korea Top Awards "Korea Prestige Brand Awards"
- Best-Loved Brand of Korea (Chosun Media, Ministry of Trade, Industry and Energy)
- Best of the Best Brand Awards (The JoongAng Ilbo, Ministry of Trade, Industry and Energy)
- 2nd consecutive winning of National Customer-Driven Brand Award (Dong-A Ilbo, Korea Marketing Association)

AWARDS

8 Latest Awards

Design Awards Won

Winner of 3 domestic and international design awards

- Won iF DESIGN Award
- Won GOOD Design Award
- Won PINUP Design Award



PS06

Winner of 3 domestic and international design awards

- Won iF DESIGN Award
- Won GOOD Design Award
- Won PINUP Design Award



PR03

PG06 Grand Prize

Commissioner of Korean Intellectual Property Office & Good Design awarded



PG06

PA10 1st

Grand Prize-awarded rice cooker (Minister of SME and Startups)



PA10

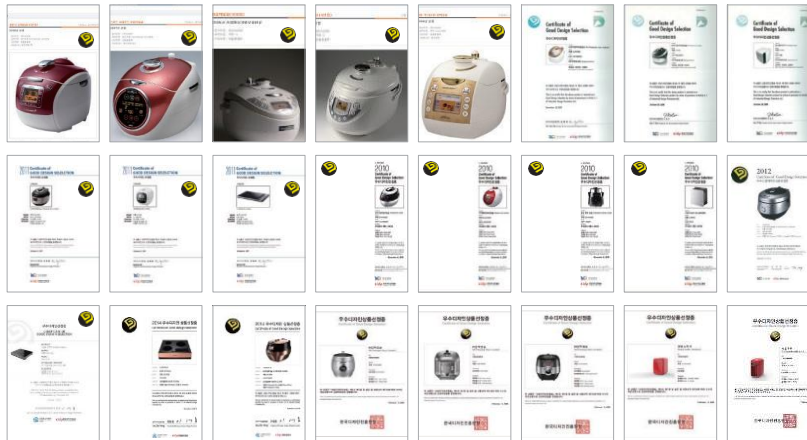
2023

1st Time in Korea Rice Cooker Industry
Won iF DESIGN Award PS06/PR03



2003~2023

Won Good Design awards for 20 consecutive years since 2003



2010, 2022

Won the triple at Industrial Design Association Award in Year 2010 & 2022



2006

Won iF DESIGN Award



AWARDS

8 Latest Awards

Design Awards Won

2011 13th Korea Design Award, Excellence Award in Design Management



2011 Advanced Technology & Design Korea Brand awarded



CUCHEN CORPORATE PROFILE

Domestic Service Centers

Call Number

1577-2927



CUCHEN CORPORATE PROFILE

Overseas Service Centers



**CUCHEN
CORPORATE
PROFILE**

Thank you

CUCHEN*