

100th
ANNIVERSARY

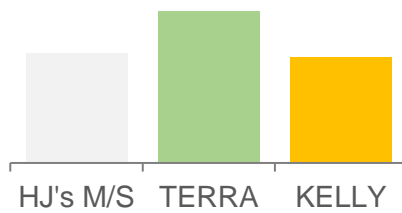
HITEJINRO IR

APRIL 2024

Key Strategy in 2024

Strengthening the portfolio in 2024

On-premises Sales ratio by brand



Spread Kelly in On-premise market

Focus on Gyeonggi area then spread to other areas

Target for The top position in beer market

Beer

Soju



Expand 'Jinro isback' portfolio

Defend M/S from 'Searo'

Maintain No.1 Soju brand

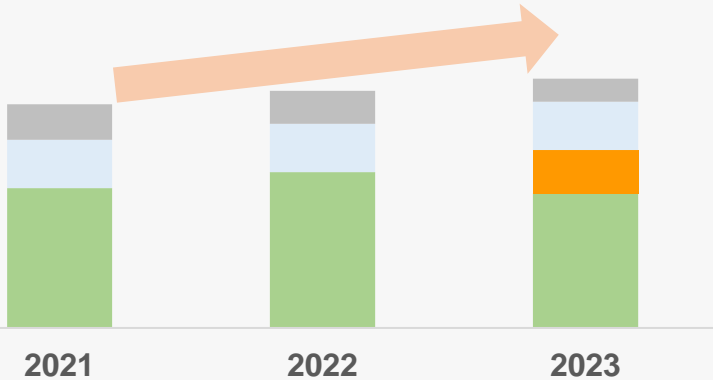
2024
OPM 8%

※ Source: HJ's internal data

Beer – New Brand ‘Kelly’

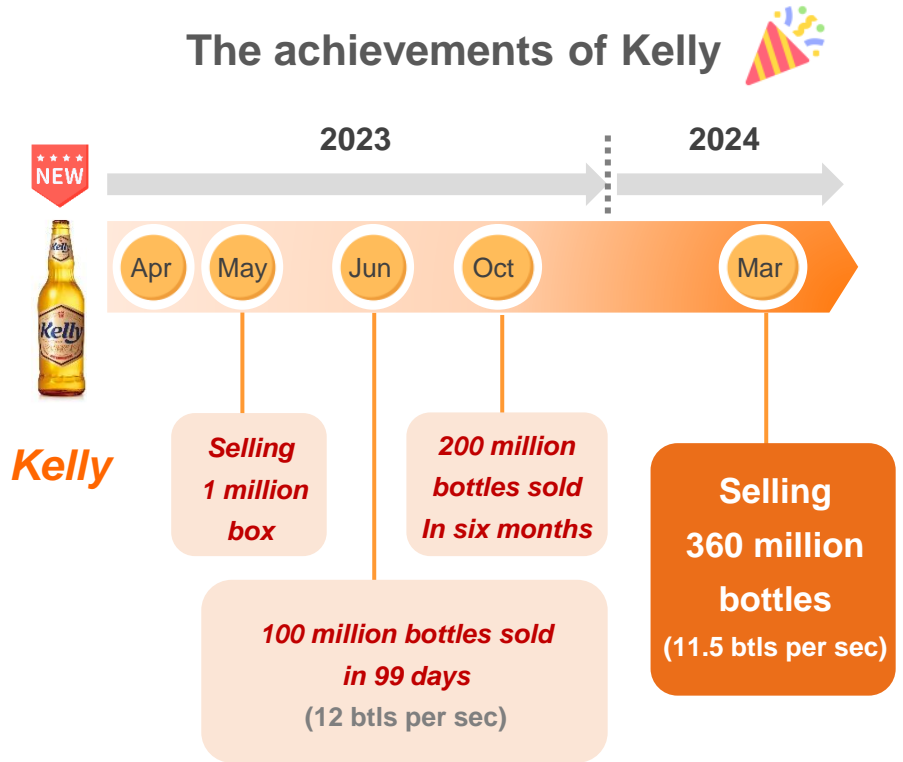
Volume Trend

■ TERRA ■ KELLY ■ FILITE ■ etc



- Beer Sales Rebound Successfully
 - ▶ Prove the On-Top effect since Kelly's launch

The achievements of Kelly 🎉

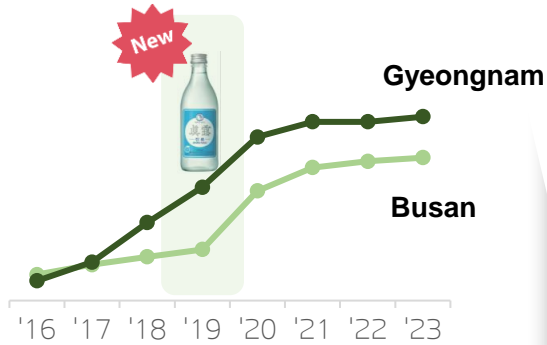


※ Source: HJ's internal datas

Soju – Strengthening Potential Areas



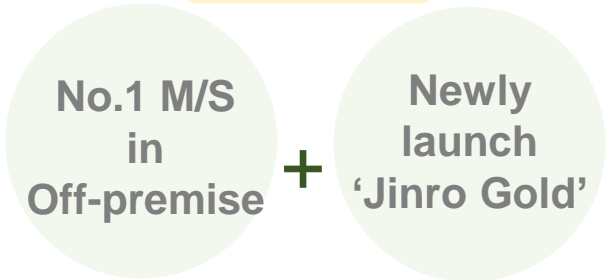
M/S trends in Gyeongnam & Busan



M/S expansion → Top position



Goal in 2024



Maintaining Top Position

※ Source: HJ's internal data

Soju – Brand Extension

Jinro Gold



| SUMMARY |

Name

Jinro Gold

Alc

15.5%

Price

Same as Jinro isback

SKU

btl: 360 mL / pet: 550 mL

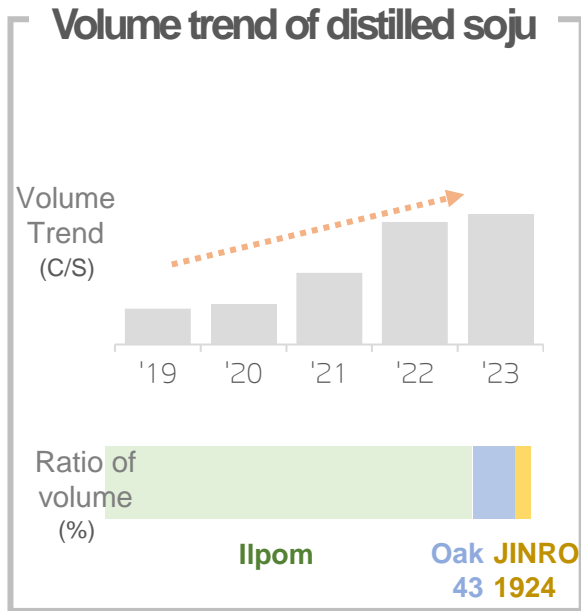
Product Features

- ① Contains 100% distilled rice extract
- ② The alcohol content of 15.5% with a smooth taste
- ③ Combining a century of brewing expertise with zero sugar to fine the perfect balance

Soju – Strengthen distilled lines

In response to the growing premium distilled-soju market,
Expand the line-up of IlpoomJinro

Product Portfolio



The inherent smooth and clean taste of distilled spirits

IlpoomJinro



Limited edition release from 18 years old

IlpoomJinro Limited edition



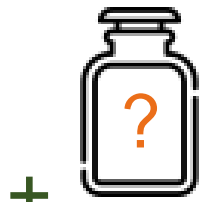
The highest purity essence distilled three times from premium rice grains

IlpoomJinro 1924



12-year oak barrel-aged extract blended with IlpoomJinro

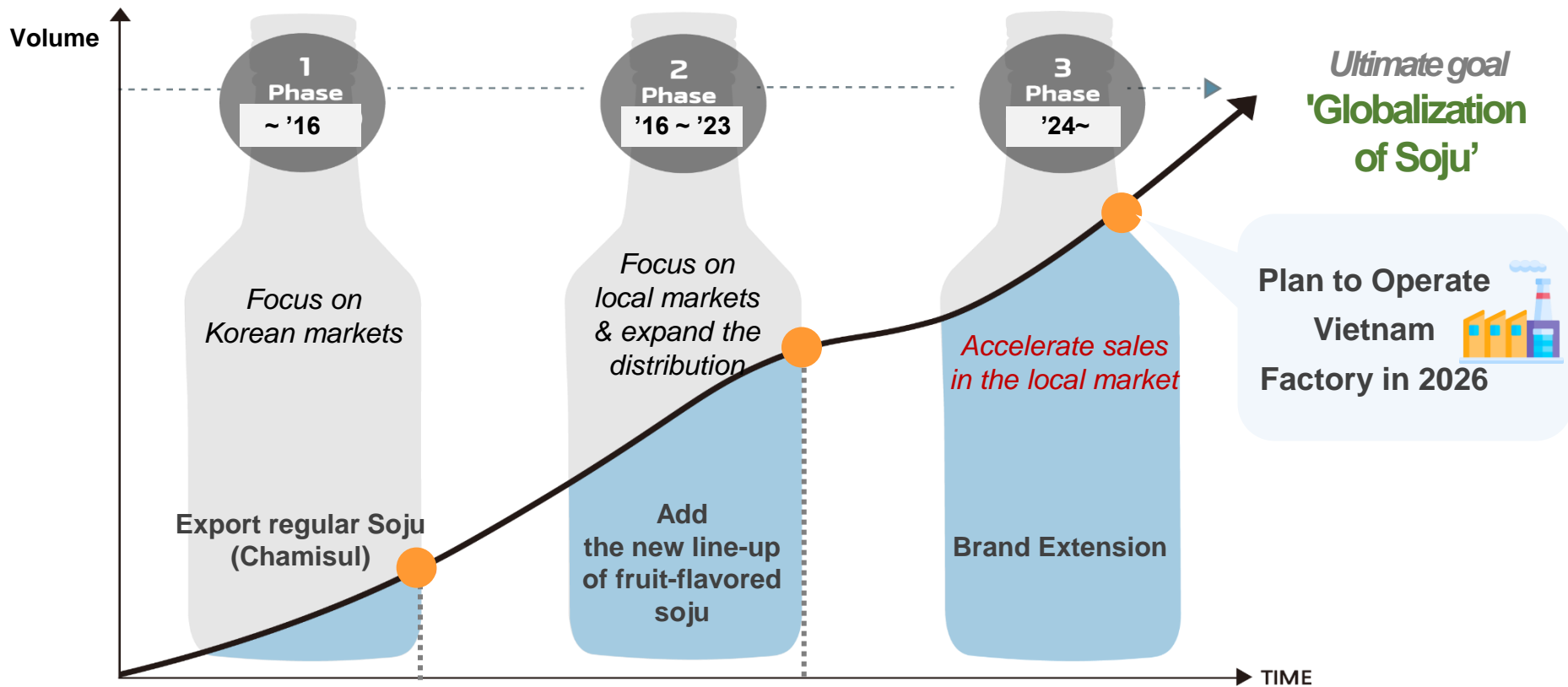
IlpoomJinro Oak 43



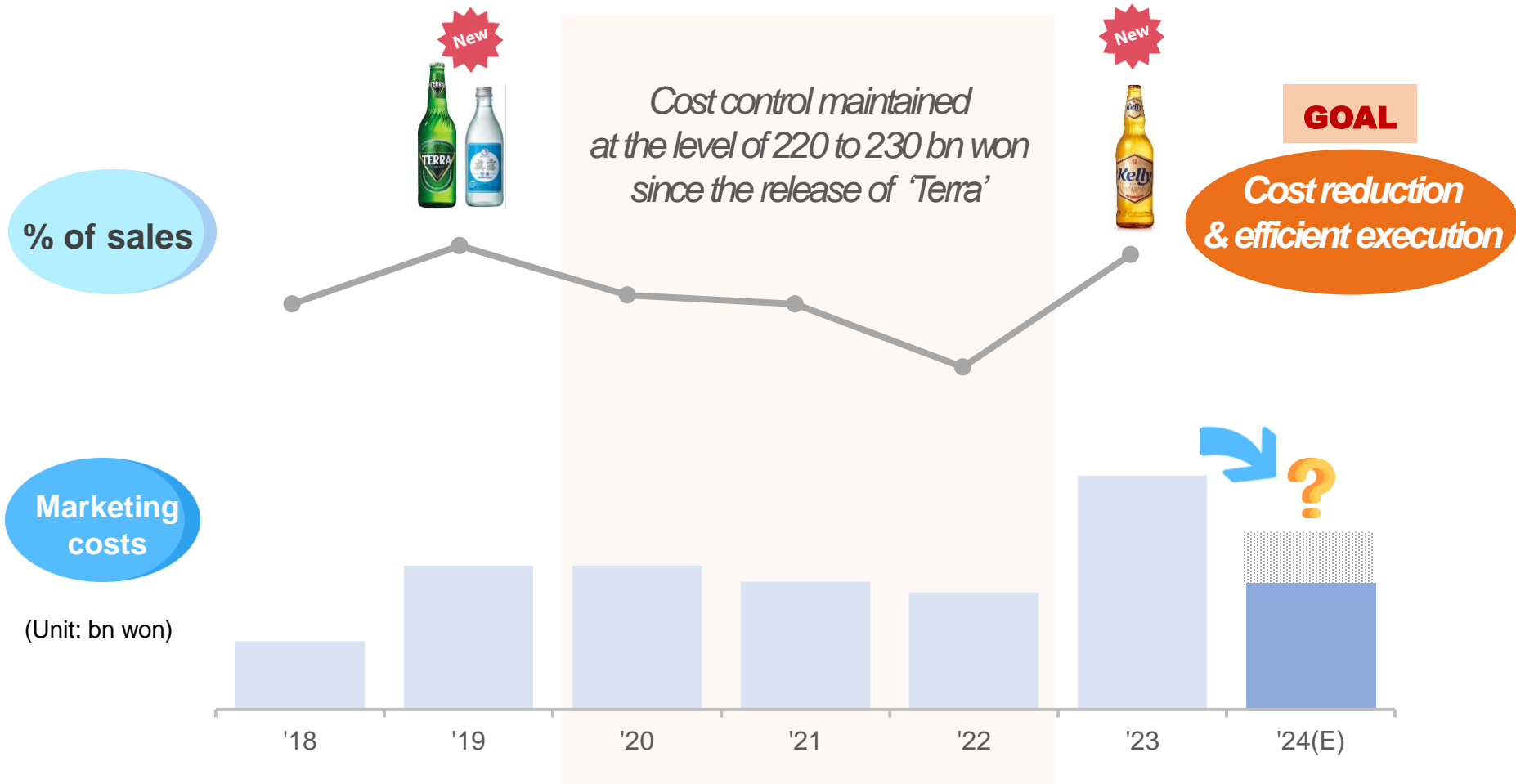
+ **Complete Line up**

Export Strategy

Before operating the local plant in Vietnam,
Strengthen the foundation for significant sales expansion



Marketing costs



Financial Results

Improving financial structure
by selling idle assets and increasing cash flow

