



LIVE NEW



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1953.
DRIVING INNOVATION
FOR A BETTER WORLD.

TODAY.
LEADING BREAKTHROUGH LIFESTYLES.

OUR CULTURE-DRIVEN
BUSINESS PORTFOLIO

CONTINUES TO PUSH LIMITS,

ENLIGHTENING THE WORLD WITH
INNOVATIVE AND EXTRAORDINARY LIFESTYLES.

THE HEART OF CJ'S GROWTH FOR A CENTURY, HO-AM'S MANAGEMENT PHILOSOPHY



Ho-Am Lee, Byung-chull
Founding Chairman

李秉喆

The founder of CheilJedang, Lee, Byung-chull (pseudonym: Ho-Am) had a vision of “contributing to the national economy.” Motivated by the needs of Korean society at the time of postwar reconstruction in 1953, Ho-Am established CheilJedang, a domestic manufacturing company. Also, stemming from his ideology, “culture coexists with society and reflects a nation,” he founded Ho-Am Art Museum and donated a collection of more than 1,000 artifacts to express his appreciation for Korean culture.

Ho-Am's motivation for business patriotism and appreciation for culture has been passed down to CJ's management philosophy. CJ continues to echo Ho-Am's passion by integrating food with culture, distribution with lifestyle, and content with innovative business model to influence world pop culture as a top exporter of Korean culture.

One of Ho-Am's philosophies, “rationalism,” is our heritage, the foundation on which CJ's core values ONLYONE is built. His notion that innovation drives a great corporate culture, leads to our horizontal corporate culture, respecting diversity and autonomy of employees. Our corporate culture also aligns with Ho-Am's vision of “valuing talent”, a value defining the selection, development, and engagement of exceptional talent as key enablers to a company's success.

Ho-Am's management philosophy is at the core of CJ's creative diversification, the ONLYONE core values, and creative company culture. It is the foundation to the future of Korea's cultural industry and our positive contribution to the world. With this at heart, CJ will continue to pursue our lifelong mission “business patriotism” by emerging as a global lifestyle company that leads lifestyles worldwide.

Founding Philosophy:

事業報國
人材第一
合理追求

CONTRIBUTING TO THE NATIONAL ECONOMY

VALUING TALENT

PURSUING RATIONAL MANAGEMENT



Lee, Jay-Hyun
Chairman of CJ Group

이재현

PURSUIT OF WORLD BEST CJ, A HIGHLY VALUED GLOBAL LIFESTYLE CORPORATION

We are pioneers. Originally founded as CheilJedang with the purpose of contributing to postwar reconstruction, CJ ultimately sparked food culture over the years. CJ opened new horizons for the bio industry by taking over the global green-bio market through sustained microorganism research and methionine production with eco-friendly methodologies. CJ led the K-Culture craze through our commitment in cultural contents long before the rise of the cultural industry, and added conveniences to societies through the integration of retail, logistics and lifestyles.

Our founder's vision of "contributing to the national economy" has always been at the root of our growth and creative journey. By staying relevant to the fast-changing world, we led the formation and globalization of industries. As we declared CJ as a separate legal entity, we broadened our horizons as a lifestyle company. Many voiced their doubts at such times. We faced the challenges of relatively stagnant markets and receding systems, which also followed by financial hardships. Despite such challenges, CJ constantly innovated and renovated our business portfolio while continuing to set pace for Korea's food industry.

WORLD BEST CJ

As a result, we saw strong acceleration of Korea's lifestyle industry. From a food culture plainly satisfying hunger to a food culture delivering healthy, happy, and convenient experiences, food and food service industries advanced forward, globalizing Korea's food and culture. We reshaped the film industry by introducing multiplex cinemas and engaging in production and investment, which led Korea to cement worldwide box offices. Our constant innovations and renovations of media contents encouraged constructive challenges between media circles and strengthened Korea's media industry. Our homeshopping business and health & beauty stores offer trendy lifestyles, revolutionizing the retail & logistics industries on a global scale. With advanced systems and a broad global network, our logistics business is meeting the global distribution needs of Korean companies.

Our people and our exceptional talents have been the biggest driving force to such great accomplishments. As our people faced challenges, they committed to our group's core values, ONLYONE, which means to be the First, Best, and Different. CJ employees are the most valuable assets to CJ Group, and their creativity, determination and pursuits are deeply ingrained in our ONLYONE DNA. We foster innovations through our ONLYONE core values; being the first to challenge, putting forth the best effort, and finding different paths from others. The building blocks to our past and present, ONLYONE will continue to inspire CJ as we cultivate a creative future.

CJ seeks paths for everyone. Our businesses enrich industries and create values for societies. We address youth unemployment by creating new jobs and offering quality careers. We coexist with communities through authenticity and persistency in our businesses. Sharing our founder's vision of "contributing to the national economy," we will continue to offer valuable experiences throughout future generations.

All of us at CJ will continue to pursue challenges and seize opportunities. We will lead lifestyles worldwide with our innovative products and services and create lifestyle trends that touch billions of lives each day. CJ aspires to reach World Best CJ by 2030; we will commit to being a beloved and trusted company, a pride to our nation, and a world leader.

PUSHING FORWARD AS WORLD BEST CJ



Sohn, Kyung-shik
Chairman of CJ Group

손경식

As the leader of Korea's healthy food culture, CJ CheilJedang launched quality food brands including DASIDA, Haechandle, Beksul, bibigo and Hetbahn etc., and became a highly acclaimed food company in Korea. Moreover, the bio division of CheilJedang now stands as a top global leader in the industry through many successful endeavors.

After success in the local logistics market, CJ Logistics expanded worldwide by securing top global clients in Vietnam and China.

CJ ENM is reshaping Korean pop culture and continues to push forward as a global media company. Our first-rate films with the best production/distribution competences resulted into successful Korean blockbusters, and even localized films earned favorable reputation in the global market. Through innovative approaches, we released top-quality contents, and our media opened a new era for Korean media contents; now, we are further making way into the global market with our copyright sales and other various approaches.

With our fundamentals and principles at heart, CJ Group adhered to our vision of "World Best CJ", and such hard work and commitment led to remarkable successes. We will continue to lead lifestyles worldwide as a global lifestyle company and share best values with our customers, shareholders, employees, and societies.



MISSION

CONTRIBUTING TO THE GLOBAL COMMUNITY BY PROVIDING THE BEST VALUE WITH ONLYONE PRODUCTS AND SERVICES

VISION

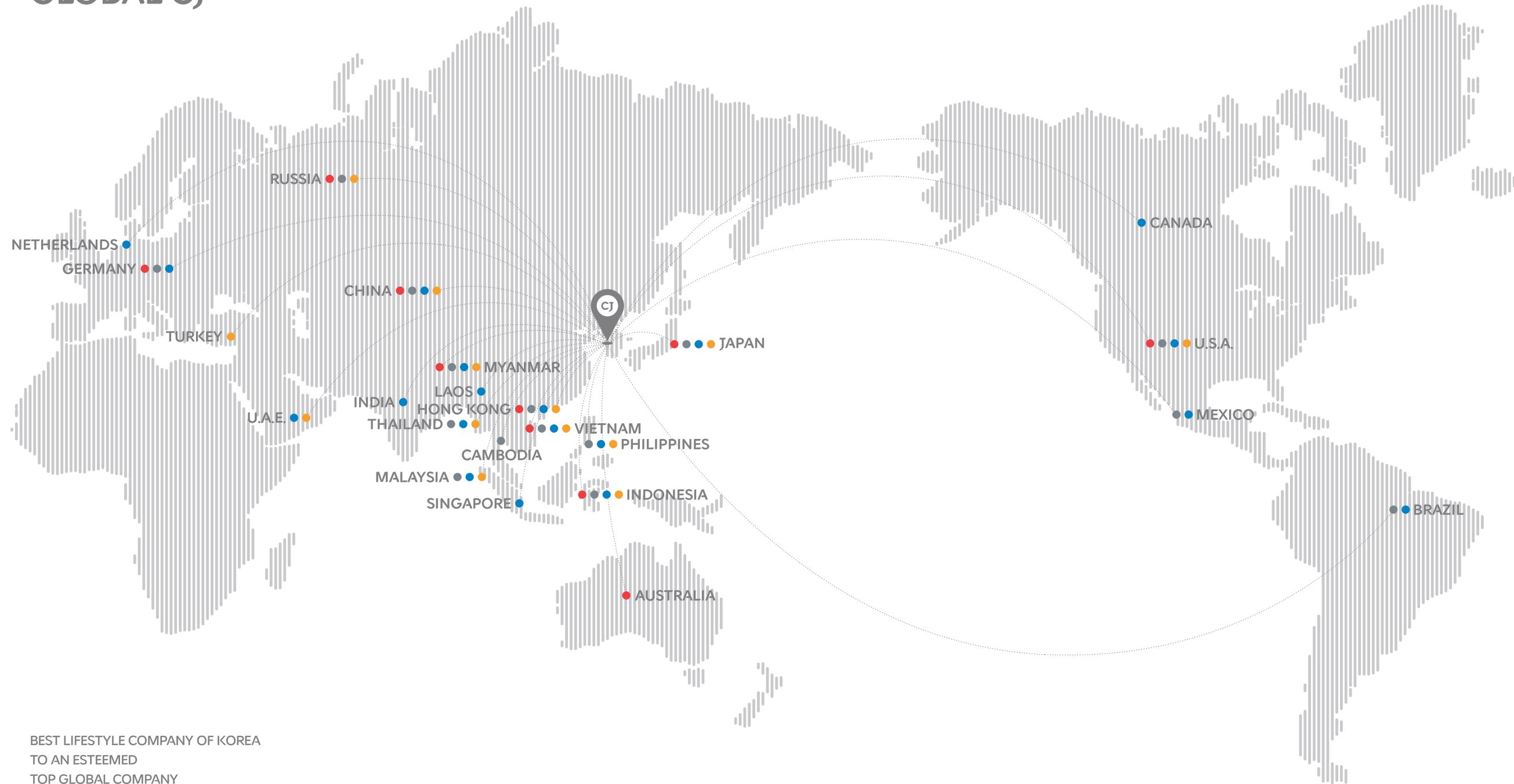
GLOBAL LIFESTYLE COMPANY INSPIRING A NEW LIFE OF HEALTH, HAPPINESS, AND CONVENIENCE

CORE VALUES

ONLYONE, TALENT, SHARED GROWTH

CJ is at the forefront of spreading K-Culture and influencing lifestyles all over the world. CJ dreams of a delightful and enriched world: a world where everyone can enjoy Korean movies, food, TV shows, and music on a daily basis. During our creative journey, we advanced industries and offered differentiated customer values with our core values "ONLYONE", "Talent", and "Shared Growth" at heart. CJ will continue to drive innovative lifestyles as a leading global lifestyle company and contribute to societies by providing the best value to our customers.

GLOBAL CJ



- DELICIOUS WORLD FOOD & FOOD SERVICE
- HEALTHY WORLD BIO
- CONVENIENT WORLD LOGISTICS & RETAIL
- JOYFUL WORLD ENTERTAINMENT & MEDIA

GLOBAL CJ

CHINA	SOUTHEAST ASIA·AUSTRALIA
● CJ Foods CJ CheilJedang	● CJ Foods CJ CheilJedang
● CJ Freshway	● CJ Foodville
● CJ BIO CJ CheilJedang Bio Div.	● CJ Freshway
● CJ Feed&Care	● CJ BIO CJ CheilJedang Bio Div.
● CJ Logistics	● CJ Feed&Care
● CJ OliveYoung	● CJ Logistics
● CJ OliveNetworks	● CJ OliveNetworks
● CJ ENM O Shopping Div.	● CJ ENM O Shopping Div.
● CJ ENM E&M Div.	● CJ ENM E&M Div.
● CJ Cinemas CJ CGV	● CJ Cinemas CJ CGV
AMERICAS	EUROPE·MIDDLE EAST
● CJ Foods CJ CheilJedang	● CJ Foods CJ CheilJedang
● CJ Foodville	● CJ BIO CJ CheilJedang Bio Div.
● CJ Freshway	● CJ Logistics
● CJ BIO CJ CheilJedang Bio Div.	● CJ ENM E&M Div.
● CJ Logistics	● CJ Cinemas CJ CGV
● CJ ENM E&M Div.	
● CJ Cinemas CJ CGV	JAPAN
	● CJ Foods CJ CheilJedang
	● CJ BIO CJ CheilJedang Bio Div.
	● CJ Logistics
	● CJ ENM E&M Div.

BEST LIFESTYLE COMPANY OF KOREA
TO AN ESTEEMED
TOP GLOBAL COMPANY

CHINA: CENTER OF GLOBAL LIFESTYLES
CJ is advancing as the No. 1 lifestyle company in China through the global networks of its four core business divisions: Food, Bio, Logistics, and Entertainment & Media.

AMERICAS: MAINSTREAM OF K-CULTURE
The world's largest consumer market, Americas, is at the mainstream of K-Culture through CJ's businesses: Food, Entertainment & Media, Logistics, and Bioproduction.

SOUTHEAST ASIA & AUSTRALIA: BASE FOR GLOBAL LOGISTICS
After completion of its bio plant in Indonesia, CJ owned top spot in Southeast Asia's logistics industry and is now expanding businesses into Feed, Homeshopping, Bakery, and Media Contents.

EUROPE: PLATFORM FOR GLOBAL MARKET EXPANSION
Through successful partnerships with the world's biggest food companies in Europe, CJ is expanding into Russia, the Middle East, and Africa with its Bio and Food businesses.

JAPAN: HUB OF KOREAN CONTENTS
With its main focus on the food industry, CJ is also expanding into the media industry with its Korean Contents businesses that includes Mnet Japan and CJ Entertainment Japan.

1953 Established CheilJedang Co., Ltd. (current CJ CheilJedang) 1993 Declared CheilJedang as a separate legal entity



1995 Entered the film industry (current CJ ENM E&M Div.)



1997 Launched VIPS, a premium steakhouse

1997 Launched TOUS les JOURS, a healthy bakery brand

1999 Launched Olive Young, Korea's first health & beauty store

2002 Constitution of CJ Group

1998 Entered the retail & logistics industry, Established CJ GLS (current CJ Logistics)

1996 Launched Hetbahn, Korea's first pre-cooked rice product

1998 Opened CGV Gangbyeon 11, Korea's first multiplex

1953 - 1992

PIONEER YEARS TO A TOTAL FOOD CORPORATION

With our founder's core vision, "Business Patriotism" at heart, CJ paved the way for economical independence post Korean War by establishing Korea's very first sugar plant, and expanded into the flour, seasoning, and oil industries, advancing as a total food company.

- | | |
|---|--|
| <ul style="list-style-type: none"> 1953 Established CheilJedang Co., Ltd. (current CJ CheilJedang)
Production of Korea's first sugar 1958 Entered the milling industry 1962 Began Korea's earliest sugar export 1963 Entered the seasoning industry 1965 Launched flagship food brand <i>Beksul</i> 1973 Entered the feed industry (current CJ Feed&Care) | <ul style="list-style-type: none"> 1975 Launched <i>DASHIDA</i>, an all-purpose seasoning brand 1977 Launched <i>AIMEE</i>, a nucleotides seasoning 1978 Established a food research center 1979 Launched <i>Beksul</i> Cooking Oil 1980 Entered the meat processing industry 1987 Entered the frozen foods industry 1988 Entered the bio industry in Indonesia |
|---|--|



1993 - 2001

EXPANSION AS A TOTAL LIFESTYLE GROUP

After declaring the Group's vision as a total lifestyle group, CJ expanded into four core industries, Food & Food Services, Bio, Logistics & Retail, and Entertainment & Media.

- | | |
|--|--|
| <ul style="list-style-type: none"> 1993 Declared CheilJedang as a separate legal entity 1994 Entered the dining industry (current CJ Foodville)
Entered the food service industry (current CJ Freshway) 1995 Entered the information systems industry (current CJ OliveNetworks)
Entered the construction industry (current CJ Logistics E&C Div.)
Entered the film industry (current CJ ENM E&M Div.) 1996 Constitution of CheilJedang Group
Launched <i>Hetbahn</i>, Korea's first pre-cooked rice product
Entered the feed industry in Indonesia
Entered the cinema industry (current CJ CGV) 1997 Launched <i>VIPS</i>, a premium steakhouse
Entered the media industry (current CJ ENM E&M Div.)
Launched <i>TOUS les JOURS</i>, a healthy bakery brand
Entered the feed industry in the Philippines | <ul style="list-style-type: none"> 1998 Established a nucleotide plant in Jombang, Indonesia
Entered the retail & logistics industry,
Established CJ GLS (current CJ Logistics)
Opened <i>CGV Gangbyeon 11</i>, Korea's first multiplex 1999 Launched <i>Olive Young</i>, Korea's first health & beauty store
Entered the food distribution industry (current CJ Freshway) 2000 Korean conglomerate to introduce horizontal company culture
Established CJ Entertainment (current CJ ENM E&M Div.)
Established CJ Foodville
Opened <i>CGV GOLD CLASS</i>, Korea's first premium theater
Established CJ Food System (current CJ Freshway) 2001 Opened <i>Club Nine Bridges</i> golf club in Jeju, Korea |
|--|--|



2006 Introduced tvN, a total entertainment channel

2009 Hosted MAMA, a global music awards show in Macao

2010 Launched bibigo, a global K-Food brand

2011 Established CJ E&M (current CJ ENM E&M Div.)

2005 Established CJ Welfare Foundation, Constitution of CJ Donors Camp

2006 Established CJ Culture Foundation

2013 Merger of CJ GLS and CJ Korea Express (current CJ Logistics)

2002 - 2016

CULTIVATION OF THE FOUR CORE INDUSTRIES AND GLOBAL ENTRY

After reaching top performance in the four core industries within Korea, CJ expanded overseas, advancing as a global corporation.

- 2002 Constitution of CJ Group
Established CJ Media (current CJ ENM E&M Div.)
Hosted *CJ Nine Bridges Classic*, Korea's first LPGA tour
- 2003 Entered the performance industry (current CJ ENM E&M Div.)
Entered the feed industry in China
Opened CJ HumanVille
- 2004 Entered the bakery industry in the USA,
Launched the first *TOUS les JOURS* in LA
- 2005 Entered the bio industry in China,
Established a bio plant in Liaocheng
Established CJ Welfare Foundation,
Constitution of CJ Donors Camp
Initiated *N Seoul Tower* operations
Established a bio plant in Piracicaba, Brazil
Entered the bakery industry in China,
Launched the first *TOUS les JOUR* in Beijing
Entered the food industry in the USA

- 2006 Entered the cinema industry in China,
Launched the first CGV in Daning
Introduced tvN, a total entertainment channel
Established CJ Culture Foundation
Entered the logistics industry in Southeast Asia
- 2007 Opened CGV *CINE de CHEF*, a high-end movie theater
Entered the bakery industry in Vietnam,
Launched the first *TOUS les JOURS* in Ho Chi Minh
Entered the bio industry in Brazil
- 2009 Opened 4DX, the world's first multisensory movie theater
Opened *Haesley Nine Bridges* golf club in Yeosu, Korea
- 2010 Entered the cinema industry in the USA,
Opened the first CGV in LA
Hosted *MAMA*, a global music awards show in Macao
Launched *bibigo*, a global K-Food brand
Launched *CJ ONE*, an integrated membership service

- 2011 Established CJ E&M (current CJ ENM E&M Div.)
Opened CGV *Cheongdam CineCity*, Korea's first cultureplex
Entered the bakery industry in Indonesia,
Launched the first *TOUS les JOURS* in Jakarta
Entered the cinema industry in Vietnam
- 2012 Hosted *KCON*, a K-Culture festival in LA
- 2013 Merger of CJ GLS and CJ Korea Express (current CJ Logistics)
Entered the bio industry in the USA,
Established a bio plant in Fort Dodge
Entered the health & beauty store industry in China,
Launched the first *Olive Young* in Shanghai
- 2014 Introduced the 4DX industry in the USA
- 2015 Entered the bio industry in Malaysia,
Established a methionine plant.
Expanded logistics business sites in China,
Merger of CJ Logistics and Rokin Logistics
Entered the feed industry in Cambodia,
Established a plant in Phnom Penh

2017 -

PURSUIT OF TOP GLOBAL CORPORATION

Reaching the top in Korea through our ONLYONE values, CJ strives to be World Best CJ by 2030 through active global expansion.

- 2017 Entered the soybean protein industry in Brazil,
Merger of CJ CheilJedang and Selecta
Opened CJ Blossom Park, an integrative R&D hub
Hosted *THE CJ CUP @ NINE BRIDGES*, a PGA TOUR
- 2018 Merger of CJ Logistics & CJ E&C (current CJ Logistics)
Merger of CJ E&M & CJ O Shopping (current CJ ENM)
Expanded logistics business sites in the USA,
Merger of CJ Logistics and DSC
Entered the feed industry in Myanmar,
Established a plant in Yangon
- 2019 Expanded food business sites,
Merger of CheilJedang and Schwan's Company
Opened *CJ Blossom Campus*, an Innovative production hub
Opened *CJ The Center*, CJ Group's Headquarters

CREATIVE JOURNEY

CJ TOUCHES LIFESTYLES WORLDWIDE THROUGH INNOVATIONS.

DELICIOUS WORLD

First established in 1953 as Korea's very first sugar production company, CJ continues to lead the global food & food service industry by delivering tasty experiences everywhere.



밥보다 더 맛있는 밥-

햇반[®]
잇반

MUSEUM



SHARE KOREAN FLAVOR



bibigo Delivers Delights to the Table

bibigo, our iconic global Korean food (K-Food) brand, revolutionizes lifestyles by adding a modern twist to authentic Korean flavors. Standing by the philosophy of "bibim," the art of balancing to harmonize as one whole, *bibigo* commits to spreading healthy indulgences to all corners of the world by sharing K-Food products that embrace the refined philosophy of Korean food culture.



BRANDMARK STORY

bibigo PRESERVES THE “BIBIM” PHILOSOPHY OF BIBIMBAP THROUGH THE BRAND LOGO THAT DRAWS INSPIRATION FROM A TRADITIONAL BIBIMBAP, SPOON, AND HOT STONE BOWL. **bibigo** CONTRIBUTES TO A HEALTHIER FOOD CULTURE ALONGSIDE DIVERSE FOOD CULTURES AROUND THE WORLD, JUST AS A HOT STONE BOWL REMAINS WARM UNTIL THE END OF A MEAL.



SHARE KOREAN FLAVOR

THE COMBINATION OF FRESH SEASONAL INGREDIENTS AND AUTHENTIC KOREAN RECIPES

Mandu

A dish that bounds meat and vegetables fillings in a round wrapper, Mandu offers warm and rich flavors through ingredients that encapsulate natural flavor and texture. *bibigo* Mandu offers a light and healthy taste made up of a chewy wrapper that is kneaded more than 3,000 times and a generous filling made up of ground pork, tofu, chives, onions etc.

Bap (Rice)

A satisfying meal starts with a bowl of warm rice. Not only does *bibigo* Bap blend natural ingredients and perfectly cooked rice into a warm and fulfilling meal, but it also provides the right balance with bountiful dietary fibers, vitamins, and minerals etc.

Jang (Sauces and Pastes)

Jang are made through the process of decomposing, fermenting, and ripening natural ingredients. Such savory sauces and pastes act as an essential addition to Korean dishes. *bibigo* Gochujang brings forth tastier and complex flavors through the combination of quality raw materials and authentic Korean fermentation processes.

Kimchi

Kimchi, the magic of fermentation that upholds the dining table, preserves 1,500 years of Korean food tradition and history. *bibigo* Kimchi is crisp with fresh pickled local cabbages and sea salt, and softly sweet and flavorful with mixed seasoning made with premium fishsauce and pressed Korean pears.

Gim (Seaweed)

Korean Gim is a tasty side dish that is produced by toasting quality seaweed into a crispy texture and adding a hint of sesame oil and salt on top. *bibigo* Gim proudly serves gim that maintains crispiness 365 days long, which is a result of authentic Korean gim sources and the mastery of temperature for the best crispiness.



THE TASTE OF KOREA EXTRAORDINARY KOREAN FLAVORS EVERYWHERE

bibigo, our iconic global Korean food brand, revolutionizes lifestyles by adding a modern twist to authentic Korean flavors. More than 100 products within 6 categories of *bibigo* are spread across 56 countries. Satisfying appetites beyond Korea, *bibigo* serves as a pride to our people.

bibigo Products Worldwide

- 2011 Entered the global market, including the USA, China, Japan, Hong Kong, and Singapore
- 2014 Launched gochujang (red chili paste) in the USA
- 2015 Launched *bibigo* dumplings in China
- 2016 Constructed R&D Center and dumpling factory in the USA / Ranked first in the USA dumpling market share
- 2017 Launched *bibigo* in Vietnam
- 2018 Operated new plant in New Jersey, USA
- 2019 Sponsored USA PGA Tour as the first K-Food brand / Opened a pop-up store at Rockefeller Center in NY, USA

Countries

56





GREAT
SPACE HOLDS
GREAT
THOUGHTS

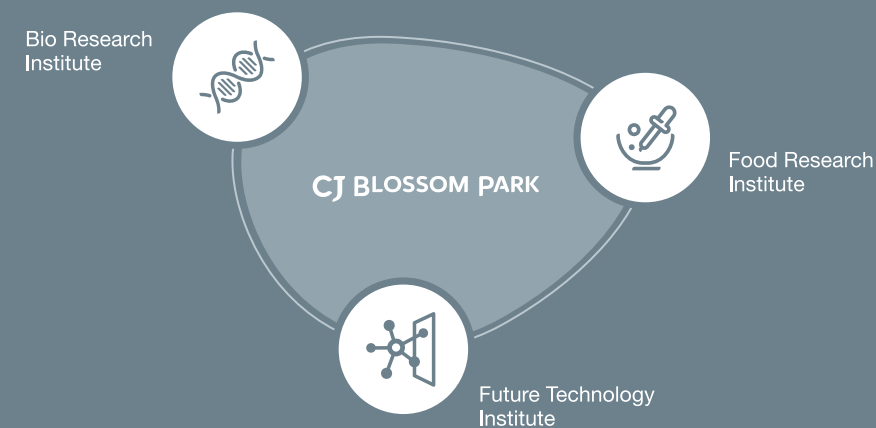
CJ BLOSSOM PARK

A World-Class R&D Headquarters for the Future

CJ Blossom Park is a collaborative environment integrating CJ's core R&D fields: bio, foods, and future technologies. A "Brain Hub" promoting further growth of the R&D fields within CJ, CJ Blossom Park reinforces the ONLYONE principles by encouraging strong synergic integration between all of CJ's business units. As a global company developing innovative products fueled by top-notch infrastructure, world-class R&D talent, and ONLYONE technologies, CJ Blossom Park is at the core of transcending innovations beyond boundaries.

CJ BLOSSOM PARK

SYNERGIC INTEGRATION OF
CORE R&D SECTORS
FOR THE FUTURE



BIO RESEARCH INSTITUTE

The Bio Research Institute is leading the global green-bio market by holding the largest global market share in *lysine*, *tryptophan*, *valine*, and *nucleic acid*. Our portfolio consists of five of the world's first eco-friendly feed amino acids that are produced with cutting-edge microbial technology. We will continue to secure top spot as the world's best Global Bio Research Institute by expanding our research into new bio areas, such as enzyme, animal immune-boosting materials, and plant nutrition.

Core Technologies

- Synthetic biology, metabolic engineering
- OMICS/Analytics
- Formulations
- Process design/engineering
- Protein/Enzyme engineering
- Discover and develop new immunity materials
- Plant nutrition

MAXIMIZING SYNERGY FOR THE FUTURE
BY UNIFYING CORE R&D FIELDS

CJ Blossom Park is an integrated R&D center that brings the best researchers in various fields together. Through active collaboration between our bio, foods, and future technology fields, we bring forth the best innovations.

FOOD RESEARCH INSTITUTE

Established in 1978, the Food Research Institute develops healthy and tasty K-Foods that are based on generic technologies. We lead food culture and consumers' lifestyles by capturing the taste of warm homemade meals through our differentiated technologies. To spread the best of Korean flavors around the world, we established local R&D hubs in countries including the USA, China, Japan, and Vietnam. Over 300 of our top researchers continue to develop ONLYONE products and advance generic technologies.

Core Technologies

- Processed foods: Cooked rice, dumplings, frozen/refrigerated/room temperature HMR, kimchi etc.
- Platform technologies: Sterilization, flavor simulation, attribute removal research etc.
- Innovative technologies for future growth: Protein substitute research, future food resource research etc.
- Innovative packaging technologies: packaging technology research that implements sustainability, convenience, and safety

FUTURE TECHNOLOGY INSTITUTE

We strive to lead the red bio market by developing new biopharmaceuticals that offer remedies to microbiome-based rare-incurable diseases. We also aim to pursue innovative projects that can resolve environmental problems, such as global warming and waste disposal matters, by providing solutions that utilize white biotechnology developments. Through continuous exploration of new technologies and the convergence of technologies, we will continue to offer healthier life choices.

Core Technologies

- Platform for extracting useful substances from microbiomes
- Microbiome control technology
- Microbiome mass culture technology
- Eco-friendly biodegradable matters and application technology
- Bio origin matter application and expansion technology

CJ BLOSSOM PARK

BLOOM TOGETHER, BE CREATIVE

Creative Synergistic Space Embracing Engagement and Collaboration

CJ Blossom Park embraces open communication and creativity. Work efficiency and collaborative brainstorming are maximized through the interdisciplinary "New Scientific Workplace (NSW)" system that transforms the workspace into a laboratory or a meeting room. Creative synergy is triggered through communication that transcends thinking and collaboration that defies the boundaries of R&D. Constructed with ONLYONE technologies, CJ Blossom Park's unique exterior design includes curvaceous 3D sun shades and world's first 10-story mullionless curtain wall structure. An exceptional team of R&D researchers will generate the world's leading technology at this synergistic space, and CJ Blossom Park will accelerate CheilJedang's advancement towards a global Food & Bio company and CJ's success as Great CJ.

CJ Blossom Park

Address	55, Gwanggyo-ro 42beon-gil, Yeongtong-gu, Suwon-si, Gyeonggi-do CJ Blossom Park
Site area	35,319m ²
Floor area	109,907m ²
Building area	11,721m ²
Building	2 units (Prime unit, Next unit)



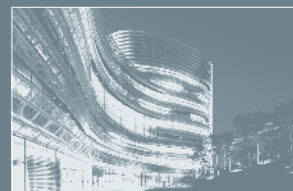
Blossom Shape

Unique exterior that replicates the symbol of CJ



Mullionless Curtain Wall

World's first 10-story mullionless curtain wall structure



3D Streamline shaped Sun Shade

Free-flowing curvaceous 3D sun shade



HEALTHY WORLD

Leading the future of biotechnology.
We continue to inspire healthier lives by
developing the world's best bio products.



THE GLOBAL SCM INNOVATOR



Transforming the Global Logistics Network

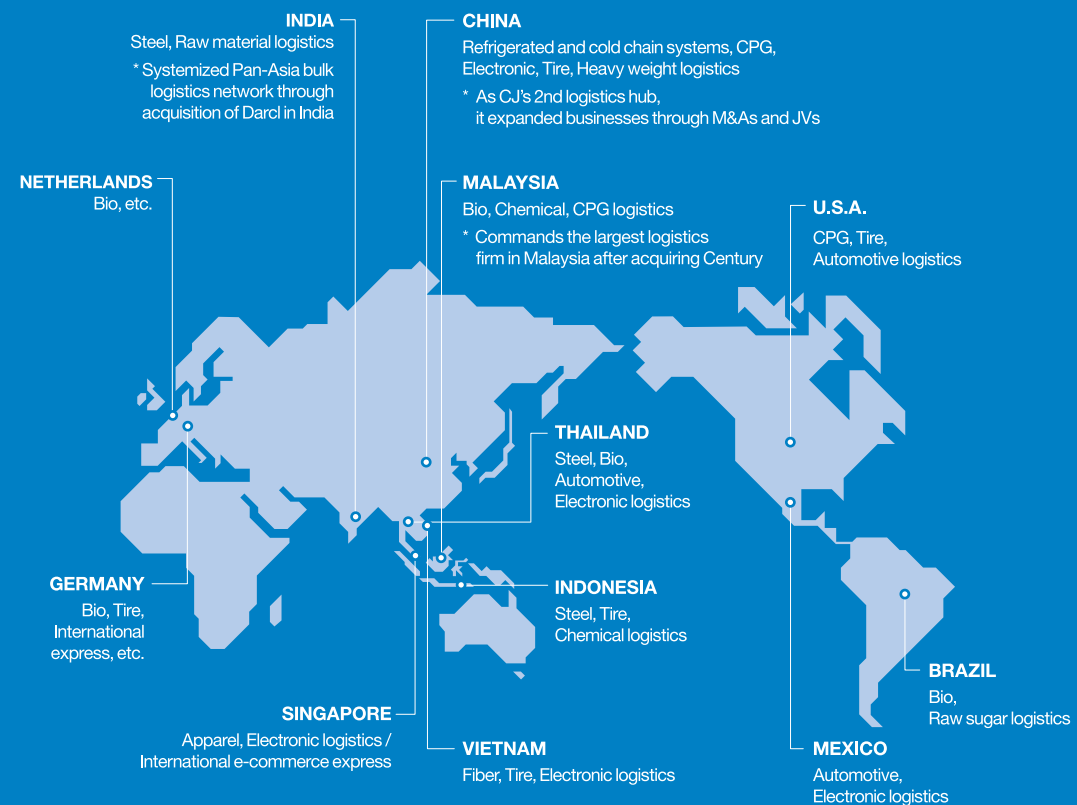
Established in 1930 as Korea's very first logistics company, Chosun Rice Warehousing advanced into CJ Logistics and became an unparalleled leader in the Korean logistics industry. With an extensive global network of 275 locations in 40 countries, CJ Logistics is offering innovative paradigms to the global logistics industry with high-tech logistics and experiences.



THE GLOBAL SCM INNOVATOR

Towards a Top 5 Global Logistics Company

CJ Logistics is expanding its global network by actively pursuing M&A efforts with its TES-based One-Stop logistics solutions and industry-leading consulting capabilities. CJ Logistics connects the world with comprehensive logistics solutions and transportation services that cover onshore, offshore, and air transportations. CJ Logistics is forging ahead to rank among the top 5 comprehensive logistics companies in the world by reaching World Best CJ by 2030 and expanding its network into advanced logistics markets, such as the U.S.A. and Europe.



CJ Logistics leads the global logistics industry with our people around the world

	At a glance	HQ	Regions
	Focus on American food/CPG WM/TM logistics duties	USA	USA
	Vietnam local (marine) logistics company	Vietnam	Singapore, Malaysia, Cambodia
	Top local transportation company in India	India	India, Nepal
	Project logistics company in the Middle East/CIS region	UAE	Germany, UAE, Uzbekistan, Italy, Iraq, and Turkey etc.
	Logistics company specializing in TCL Group 2PL	China	China, Poland
	Originally established as a forwarding company, this comprehensive logistics company is expanding into businesses such as CL and FF	Malaysia	Malaysia
	W&D (cold chain) logistics company in China	China	China
	Logistics company specializing in project forwarding	China	China, Indonesia, Tanzania, South Africa, Nepal, Uganda, Nigeria, Kenya, and Zambia etc.

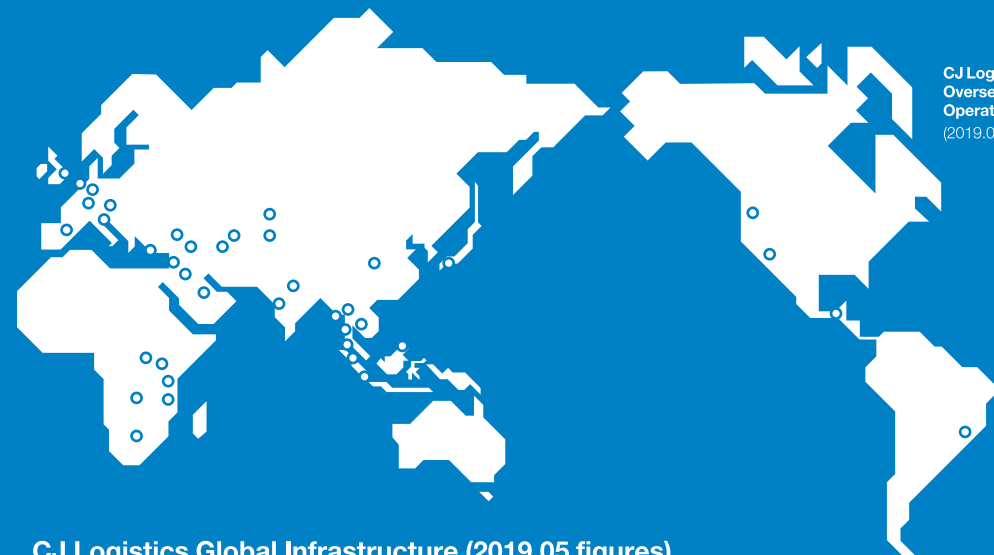


CJ Logistics Shapes the World

CJ Logistics ensures reliable One-Stop logistics solutions with its cutting-edge logistics infrastructure, which spreads across 879 global logistics centers in 40 countries around the world. CJ Logistics successfully engaged the rapidly-growing Chinese logistics market by leveraging its global infrastructure. CJ Logistics continues to expand its logistics presence in emerging Asian countries including India and Indonesia.

CJ Logistics Global Network (2019.08 figures)

Countries 40 Cities 153 Sites 275



CJ Logistics Overseas Operations (2019.08 figures)

CJ Logistics Global Infrastructure (2019.05 figures)

Distribution centers	Domestic/foreign motorized vehicles	Vessels	Berths	Unloading equipment units
879	10,000	6	120	2,000



CONVENIENT WORLD

We are growing into a global retail powerhouse that innovates people's lifestyles. Our retail & logistics division has rewritten the history of Korea's retail industry and is now making the lives of people around the world more convenient.

OLIVE O YOUNG



JOYFUL WORLD

Transcending beyond Asia, CJ is opening new horizons for global pop culture. CJ delivers happiness to all corners of the world through K-Culture contents including movies, music, and live performances.

ALL THINGS
HALLYU

KCON



Global K-Culture Convention

KCON is the world's largest K-Culture convention that promotes representative Korean contents including cultural contents such as K-Pop, K-Drama series and cutting-edge manufacturing such as IT, K-Fashion and K-Beauty, so people around the world can enjoy such experiences. First hosted in 2012, it is now a hub for K-Culture through its annual expansion. KCON, the largest K-Culture convention, is opening new horizons for Korean culture by integrating cultural contents and products into a national brand.

JOYFUL WORLD

Transcending beyond Asia, CJ is opening new horizons for global pop culture. CJ delivers happiness to all corners of the world through K-Culture contents including movies, music, and live performances.

KCON

KCON SPREADS K-POP, CULTURE AND TRENDS ACROSS THE GLOBE FROM K-CULTURE TO GLOBAL CULTURE



Cumulative number of countries KCON was held in **8**

KOREA, JAPAN, U.S.A., UAE, FRANCE, MEXICO, AUSTRALIA, THAILAND

KCON Spreads K-POP Worldwide

Launched in 2012, KCON attracted approximately 90,000 visitors by 2015 and drew as many as 1,069,000 visitors in 2016, from 9 cities in 8 countries, including Abu Dhabi, Tokyo, Paris, New York, LA, Sydney, Mexico City, and Bangkok. The number of KCON visitors increased by about 106 times compared to when it was first held in Irvine, California, with only around 10,000 attendees. In addition, KCON serves as a channel for overseas fans to interact with leading Korean artists, cementing K-Pop as a new trend in the global pop music scene.

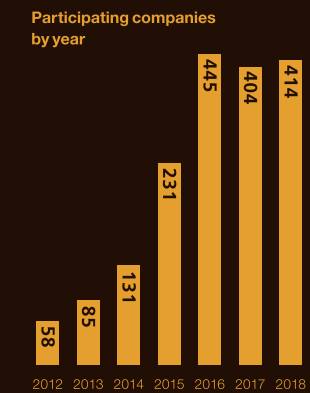
2018 attendees by country

U.S.A. (Unit: person)	147,000
Japan (Unit: person)	68,000
Thailand (Unit: person)	42,000

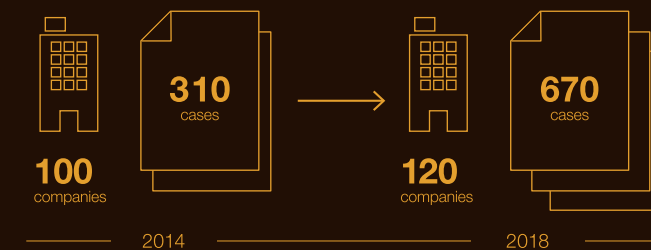
ALL THINGS HALLYU KCON

Promoting K-Brands through Concerts and Conventions

KCON is a business platform that enhances the global value of K-Brands. Originally a K-Pop festival, KCON advanced as a convention promoting the best Korean cultural contents and brands to the world. KCON invites top Korean musicians such as BTS, Wanna One, and IZ*ONE, for attending fans. Attendees can also visit various booths to experience and learn more about Korean movies and TV dramas as well as K-Food and K-Beauty. Since 2012, participation from companies increased to 1,768 and KCON developed into an all-encompassing Korean expo. KCON actively serves as a catalyst for Korean companies growth in foreign markets.



Increase in the numbers of buyers and consultation cases



* The data above shows the cumulative figures for the joint foray conventions KCON and MAMA.

Business Coalition for Expansion

After serving as a reliable avenue for small and medium-sized Korean companies' forays into overseas markets, KCON grew into the biggest Korean Wave convention in the world, landing over 670 deals in 2018 compared to 310 deals in 2014.

JOYFUL WORLD

Transcending beyond Asia, CJ is opening new horizons for global pop culture. CJ delivers happiness to all corners of the world through K-Culture contents including movies, music, and live performances.

KCON

K-Craze Goes Global

KCON is truly a festive gathering of people around the world, from teens visiting from every corner of the globe to fans dressed as their favorite Korean idols. The KCON site is full of scenes attesting to the widespread international craze for Korean contents. Tens and thousands of K-Content lovers gather every year to experience and interact with Korean artists and culture first-hand. KCON is the world's largest global K-Culture convention where people of diverse cultures come together as friends, lovers, families to share and enjoy Korean culture.

FR FRANCE

"I came all the way to Paris because I had heard that KCON will be held here. Friends and I will surely have an unforgettable time together here."

Dean, a 16-year-old girl from Germany

NY U.S.A.

"The Korean Wave is a pop culture phenomenon that is achieving the rare feat of winning the hearts of people all around the world, and at the center of it is KCON, which takes place in New York and LA."

The Wall Street Journal, June 17th, 2016

KR KOREA

"Over the past two years, my company was able to land export deals with Japanese, German, and Czech companies thanks to KCON and MAMA."

Se-jun Oh, CEO of participatory SME O&Young Cosmetics

"We expect that this event will help raise our brand awareness and enable us to carry out marketing activities ahead of our entry into the U.S.A. market."

Marketing team leader of the animation production company Anyzac







THE BEST COURSE THE BEST CLUB



World-Class Prestigious Golf Club

Creating class and pride through constant innovation. Ranked 23rd on 2019 Top 100 Platinum Clubs in the World, 41st on 2017 Top 100 Courses in the World, and praised as one of the 10 Most Beautiful Ceilings in the World selected by BBC in 2016, and owning top spot on global architecture prizes, the whole world is paying attention to the differentiated values that *NINE BRIDGES* brings forth. *NINE BRIDGES* raises the value and prestige of Korean golf courses through its state of the art clubhouse, that consists of a beautiful course set in nature, and prestigious member services.

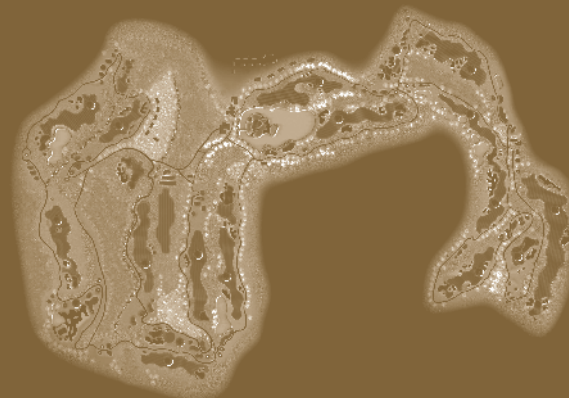


THE BEST COURSE THE BEST CLUB

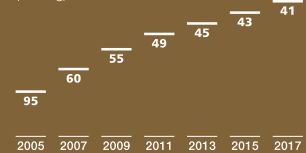
AN EXTRAORDINARY GOLF EXPERIENCE AT A TOP 100 COURSES IN THE WORLD DESTINATION IN KOREA FEATURING BREATHTAKING VIEWS OF JEJU

Top 100 Courses in the World, The Club at NINE BRIDGES

The Club at NINE BRIDGES creates new elegance and pride through constant change. The Club at NINE BRIDGES has firmly established itself as one of the world's most prestigious golf courses, ranking No.41 in 2017's Top 100 Courses in the World list. The Club at NINE BRIDGES has raised the value and prestige of Korean golf courses through its world-class services and top-notch golf course that blends with the natural beauty of the majestic Mt. Halla behind. The Club at NINE BRIDGES operates on membership with five mottos - prestigious, memorable, comfortable, varied, and unique - and offers various opportunities through partnerships with the world's leading golf clubs. The Club at NINE BRIDGES is leading the development of Korea's golf club culture by conducting business activities in different ways, while complying with global standards and international golf rules set by R&A.



Ranked in Top 100 Courses in the World for seven consecutive years (ranking)



- 2019 Certified as "Sustainable Golf Course" by the GEO in the U.K.
- 2018 Ranked 23rd in World's 100 Greatest Golf Courses (U.S. Golf Digest)
- 2017 Ranked No. 1 in Korea's Best Golf Courses for 6 consecutive years (Golf Digest)
- 2015 Ranked No. 1 in Korea's Top 10 Golf Courses for 7 consecutive years (Seoul Economic Daily Golf Magazine)

Top 100 Courses in the World

The Club at NINE BRIDGES has grown since its inception into a prestigious club through constant course management, service development, and overseas promotion activities. As a result, The Club at NINE BRIDGES is the only golf club in Korea to have made the list of the Top 100 Golf Courses in the World for 7 years running, with the list published biannually by U.S. GOLF Magazine since 1977.

TOP-NOTCH FACILITIES AND PRESTIGIOUS SERVICES, AN EXCLUSIVE CLUB COMMUNITY COMPRISED OF PRIVATE MEMBERS

Top 100 Platinum Clubs of the World, Haesley Nine Bridges

Haesley Nine Bridges evolved into one of the world's leading golf clubs and ranked 23rd in the 2019 Top 100 Platinum Golf Clubs in the World list. With its dedicated membership-based approach to management, community invigoration, and private members club, the club offers a fresh take on the harmony between East and West. Considered a work of art in itself, it won three awards at the World Architecture Awards and made the list of the 10 Most Beautiful Ceilings compiled by BBC of the U.K. Haesley Nine Bridges is CJ Group's foremost masterpiece sprung from ONLYONE spirit, which pursues the first, the best, and different.



Accolades

- 2019 Ranked 23rd in the Top 100 Platinum Clubs of the World
- 2018 Ranked 29th in the World's 100 Greatest Golf Courses (U.S. Golf Digest)
- 2017 Ranked 26th in the Top 100 Platinum Clubs of the World
- 2017 The only Korean golf course to be recertified as "Sustainable Golf Course" by the GEO in the U.K. (initially certified in 2014)
- 2016 Listed on the 10 Most Beautiful Ceilings in the World (BBC)
- 2013 First in Korea to get listed amongst the Top 100 Platinum Clubs of the World
- 2012 Recognized as the Host Venue of the Year (Asian Tour Player)
- 2010 Winner of the 6th World Architecture Awards in the U.S. / Winner of the 7th International Award for Sustainable Architecture (Gold Medal) / Winner of the 2010 International Architecture Awards

Top 100 Platinum Clubs of the World

Haesley Nine Bridges is the first Korean golf club to be recognized as one of the Top 100 Platinum Golf Clubs in the World with its implementation of club culture, its utilization of top-notch hardware, and its differentiated services and thorough member-based management.



THE CJ CUP @ NINE BRIDGES

NINE BRIDGES is the only golf club in Korea to hold an official PGA Tour tournament event named *THE CJ CUP @ NINE BRIDGES* continuously since 2017. Already holding the 3rd tournament in October, 2019, *THE CJ CUP @ NINE BRIDGES* has grown into a massive-scale PGA Tour event that offers nearly KRW 12 billion in prize money, that will continue to grow. For four years from 2002 to 2005, *NINE BRIDGES* held Asia's first official LPGA Tour tournament, *CJ NINE BRIDGES CLASSIC*, which helped elevate the status of Korean women's golf to the best in the world. Likewise, *THE CJ CUP @ NINE BRIDGES* is expected to become a place of opportunities for Korean men's golf to become world-class and help emerging Korean male golf players to enter the global stage. *NINE BRIDGES* will concrete its status as a world-renowned prestigious club by holding more world-class competitions and also serve as a bridge for the advancement of men's golf in Korea.

Name of the event	THE CJ CUP @ NINE BRIDGES
Total prize money	USD 9.75 million as of 2019
When	every October
Event venue	Nine Bridges golf course owned by CJ Group
Broadcasting	in over 226 countries throughout the world
Format	72-hole stroke play
Participating players	78 players including top-ranking PGA Tour and invited players



DELICIOUS WORLD

FOOD & FOOD SERVICE

Making it easy for everyone to enjoy delicious food while globalizing Korean cuisine.

CJ CHEILJEDANG

CJ FOODVILLE

CJ FRESHWAY

HEALTHY WORLD

BIO

Improving health and wellness through biotech and pharmaceutical innovations.

CJ CHEILJEDANG BIO DIV.

CJ FEED&CARE

CONVENIENT WORLD

LOGISTICS & RETAIL

Shaping the logistics and distribution industries in Korea. Innovating lifestyles and creating conveniences around the world with revolutionary logistics services.

CJ LOGISTICS

CJ LOGISTICS E&C DIV.

CJ OLIVEYOUNG

CJ OLIVENETWORKS

CJ ENM O SHOPPING DIV.

JOYFUL WORLD

ENTERTAINMENT & MEDIA

Creating and distributing Korean cultural content via media (TV and online), theaters, live events and more.

CJ ENM E&M DIV.

CJ CGV

CJ POWERCAST

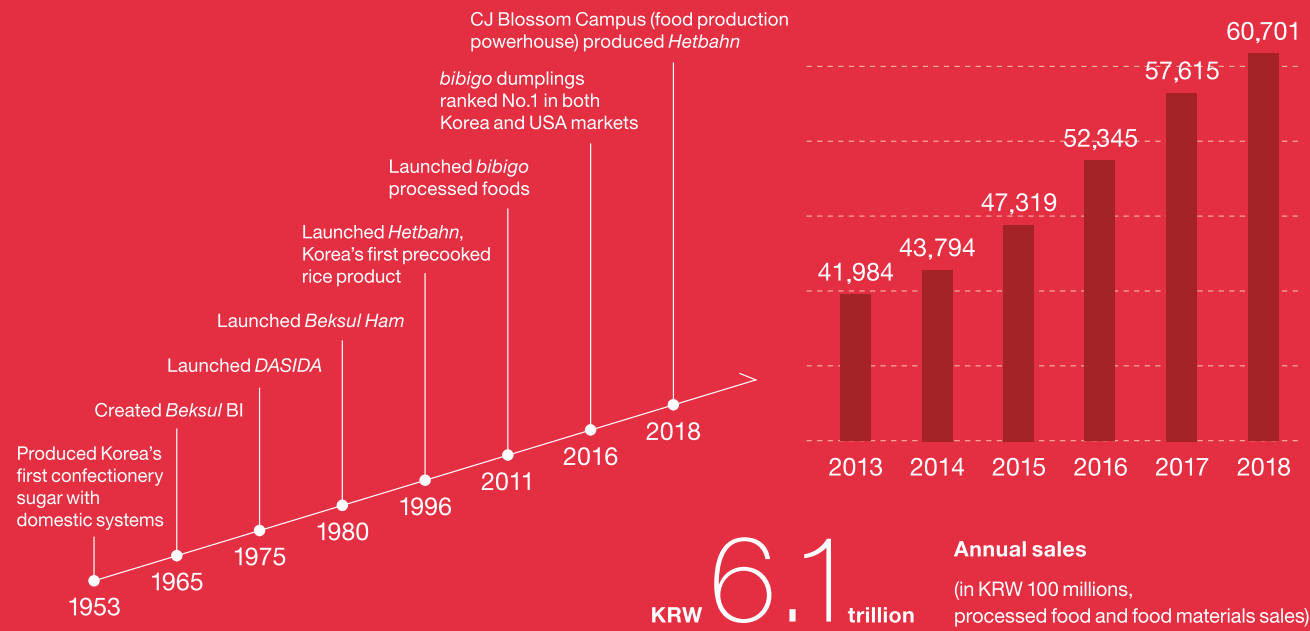
FOOD & FOOD SERVICE

DELICIOUS WORLD



BUSINESS OVERVIEW

CJ CHEILJEDANG



CJ FOODVILLE



345 stores

Global Locations

CJ Foodville is accelerating towards a global food company by operating 345 branches in 7 countries. (as of July 2019)

CJ FRESHWAY



Annual sales

(in KRW 100 millions)

CJ Freshway generated sales of KRW 2.8281 trillion in 2018, roughly 3.6 times higher than in 2009.

Share of Sales by Business

(2018 figures)



DELICIOUS WORLD

CJ IS KOREA'S BEST FOOD COMPANY.
 AS WE CONTINUE OUR JOURNEY
 AS A GLOBAL FOOD & FOOD SERVICE COMPANY,
 WE PROMISE TO DELIVER DELICIOUS INDULGENCES
 TO EVERYONE, EVERYWHERE.

CJ CheilJedang • www.cj.co.kr

CJ Foodville • www.cjfoodville.co.kr

CJ Freshway • www.cjfreshway.com

CJ is at the forefront of globalizing Korean food. A delicious world starts with our origin, CJ's Food & Food Service Divisions. Comprised of CJ CheilJedang—which is evolving into a global top 10 food company, CJ Foodville—which is growing as a global dining culture company via its various brands, and CJ Freshway—which is Korea's top food distribution & food service company, CJ's Food & Food Service Divisions lead Korean food culture and deliver the best of Korean flavors to people all over the world.



CJ CheilJedang

CJ CHEILJEDANG

A GLOBAL FOOD COMPANY LEADING THE K-FOOD CRAZE

CJ CheilJedang has been leading Korea's food industry for 60 years since its foundation as a sugar manufacturer in 1953. It spreads the excellence of Korean flavors to every corner of the world with K-Food, a cuisine that satisfies local tastes with a touch of Korean flavor. Through 60 years worth of consistent research, development, continuation and innovation, CJ shares Korean traditional food and food culture to people all over the world, spreading Korean flavors and culture.



Pride of Korean Food, bibigo

bibigo, our iconic global Korean food (K-Food) brand, revolutionizes lifestyles by adding a modern twist to authentic Korean flavors. Standing by the philosophy of "bibim," the art of balancing to harmonize as one whole, *bibigo* commits to spreading healthy indulgences to all corners of the world by sharing K-Food products that embrace the refined philosophy of Korean food culture.



Everyday Delicacies, Gourmet

"Gourmet" is defined as an epicure or gastronome. With this in mind, *Gourmet* provides the utmost gastronomic experiences. With the best ingredients, culinary processes, and chefs' expertise, *Gourmet* provides unforgettable culinary moments. We believe that appetizing dishes have the power to transform our mundane days into moments of pure bliss. Our consumers will find pleasure in their ordinary daily lives through the delicacies of *Gourmet*.



Tastier than Rice, Hetbahn

As a flagship brand that reflects our CJ ONLYONE core values, *Hetbahn* ("freshly harvested rice" in Korean) completely reshaped Korea's pre-cooked rice industry. Ever since introducing Korea's very first rice polishing facilities and sterilized processes, *Hetbahn* consistently delivered the taste of freshly cooked rice, and will continue to do so. With the addition of *Hetbahn Cupbahn*, *Hetbahn* continues to stay ahead of the curve as a future food alternatives brand.



Delightful Culinary Experiences since 1953, Beksul

Our iconic K-Food brand, *Beksul*, lies with Korean food culture since 1953. Accompanying Korean flavors and lifestyles for decades, *Beksul* productions include sugar, flour, seasonings, sauces, flavored oils, and cooking mixes. *Beksul* shares delightful culinary experiences with everyone by offering the tastiest and latest pleasures with every dish.



The Taste of Home, DASIDA

Korean dining tables start with *DASIDA*, a classic and convenient flavor enhancer that intensifies flavors and enriches dishes with the taste of home. A beloved flavor brand since 1975, *DASIDA* continues to be a local favorite. Evolving from Korea's very first composite seasoning to a premier seasoning brand, *DASIDA* offers a varied product line that sources raw materials such as Korean beef, anchovies, and shellfish, and continues to spread Korean flavors to nearly 40 countries, including the United States, Japan, and China etc.



Harnessing Nature's Flow, Haechandle

Haechandle ("sunny fields" in Korean) is a classic Korean fermented condiments brand that brings forth the best fermented flavors with CJ CheilJedang's authentic fermentation techniques. Through careful cultivation of Meju (blocks of fermented soybeans) and our exclusive fermentation processes, *Haechandle* adds rich flavors to Korean food. *Haechandle* will continue to grow as a top Korean condiment brand in the global market, by practicing healthy fermentation techniques and sharing delicious Korean fermented flavors to tables around the world.



Meal Kit from a Chef, COOKIT

COOKIT is a meal kit service brand that delivers conveniently prepped ingredients and chefs' special recipes right to our consumers. Taking grocery shopping and chopping off the to-do list, our consumers can whip up restaurant-quality meals at home. With the stamp logo that embodies *COOKIT*'s compassion and chefs' promises, *COOKIT* introduces a whole new repertoire of culinary experiences.



Deliciously Healthy, The Healthy

The Healthy evolves lifestyles by offering tastier and healthier dishes that preserve authentic flavors and textures of ingredients. With carefully selected ingredients, appropriate curing time, and expert methodologies, *The Healthy* commits to producing a wide range of high quality meat products, including hams, sausages, and bacon etc. Our consumers can enjoy a hearty breakfast, a stylish brunch, or a savory dish with *The Healthy* products.



CJ's Exclusive Probiotics, BYO

CJ researches and develops longlasting plant-origin probiotics to create *BYO* probiotics that can boost our immune system. The main probiotics of *BYO*, CJLP133, was recognized by Korea's Ministry of Food and Drug Safety for promoting skin immunity. In addition, CJ discovered numerous probiotics that received more than 10 global patents. *BYO* is taking position as a health promotion brand that leads future microbiome technologies.



Lifetime Dessert, Petitzel

Our lifetime dessert brand, *Petitzel*, introduced a dessert culture in Korea when it wasn't a trend back in 2000, opening a completely new venue for food culture. With its wide variety of productions in jelly, bakery, and beverage categories, *Petitzel* leads dessert trends as a dessert brand, offering refreshing delights to our consumers' daily lives. As an iconic dessert brand, *Petitzel* delivers delightful and one-of-a-kind dessert experiences.

CJ FOODVILLE



CJ Foodville

TOP GLOBAL RESTAURANT COMPANY IN KOREA

As a specialized food service company, we pursue the vision of “creating a new global food culture”. CJ Foodville pushes forward as an industry leader by presenting quality tastes and services through various brands such as *VIPS* and *TOUS les JOURS*. CJ Foodville’s brands are operating in many regions, including the USA, China, and major countries in Southeast Asia; we are expanding our global footprint as a leading global food service & culture company through our unique brands and best services.



TOUS les JOURS

Healthy Bakery Experience, TOUS les JOURS

TOUS les JOURS (“every day” in French) is a premium bakery offering an array of freshly baked wholesome bread and cake selections every day. *TOUS les JOURS* serves daily delights to our consumers with breads, cakes, and coffees etc. that embody healthy and fresh values. After entering the USA market in 2004, Korea’s classic bakery, *TOUS les JOURS*, expanded into more than 350 branches in 7 countries and continues to advance as a global bakery chain.



My No.1 Steakhouse, VIPS

As a top brand in Korea’s dining industry, *VIPS* serves premium steaks and fresh seasonal salad bars to customers. *VIPS* offers a wide variety of premium steaks from traditional classics and Yumstone Tenderloin Steak to our Golden Premier Steak along with an upgraded salad bar. By offering premium dining experiences, we remain standing as Korea’s favorite family restaurant.



TOUS LES JOURS LOCATIONS OVERSEAS

China	151
U.S.A.	56
Indonesia	49
Vietnam	34
Cambodia	24
Philippines	21
Mongolia	8

(as of July 2019)



계절밥상

Healthy Dining with Fresh Seasonal Flavors, Season's Table

A Korean cuisine brand serving healthy dishes made with the freshest seasonal produce, *Season's Table* promotes mutual growth by directly supplying fresh ingredients from Korean local farmers. *Season's Table* delivers rich and healthy flavors to customers by capturing the natural goodness of our land, vegetables, and food ingredients.

CJ FOODWORLD

The Absolute Dining Space, CJ Foodworld

CJ Foodworld, Korea's very first combined dining space, offers various CJ dining brands integrated with delightful experiences. We present an absolute "taste journey" away from customers' busy lives through our three locations: from the Coex Mall branch, a healing space for urban people, to Jamsil Lotte branch, a space customized for family zones, and to Incheon Airport branch, a space stylized as a healing lounge in the city.



N SEOULTOWER

Iconic Landmark of Seoul, N SEOUL TOWER

Situated in the heart of Seoul, *N SEOUL TOWER* is a 480m tall attraction that offers a splendid view of Seoul's nature and skyline, and a cultural hub that harmonizes CJ Group's competencies including F&B, entertainment, shopping, etc. From romantic experiences for couples to special dining experiences perfectly paired with stunning panoramic views of Seoul, *N SEOUL TOWER* offers a lot in one place. Visitors can also meet a colorful and vibrant Seoul through "Inside Seoul", a 7,120 sqft. mixed reality (MR) media art exhibition space located at the observatory entrance.



Unique Busan Experience, BUSAN TOWER

After standing as a nostalgic attraction for 44 years, *BUSAN TOWER* was renovated by CJ Foodville in 2017. *BUSAN TOWER* transformed into a multicultural space filled with various cultural programs and advanced technologies. At the observatory entrance, visitors can encounter a media gallery that represents the past and present of Busan. At the observatory deck, visitors can view the Window Mapping Show, which curates stunning night views together with augmented reality (AR).



CJ FRESHWAY



CJ Freshway

TOP FOOD DISTRIBUTION & FOOD SERVICE COMPANY IN KOREA

CJ Freshway is a leading food distribution & food service company in Korea that supplies carefully-selected ingredients through direct suppliers and global sourcing etc. CJ Freshway is reaching its vision as a "Global Food Network Creator" through its product expertise and infrastructure, which includes a comprehensive distribution network and food safety center.



Food Distributor

CJ Freshway delivers natural flavors and fresh produce to the dining table. It supplies a wide variety of agricultural, marine, and livestock products in a reliable, cost-effective fashion, and maximizes customer satisfaction by promoting *it's well*, an iconic food retail private brand of CJ Freshway. CJ Freshway manages raw ingredients in a systematic and safe manner with its comprehensive distribution infrastructure and food safety center. CJ Freshway also offers customized integrated solutions to restaurant companies, from hygiene training and service training to menu developments.

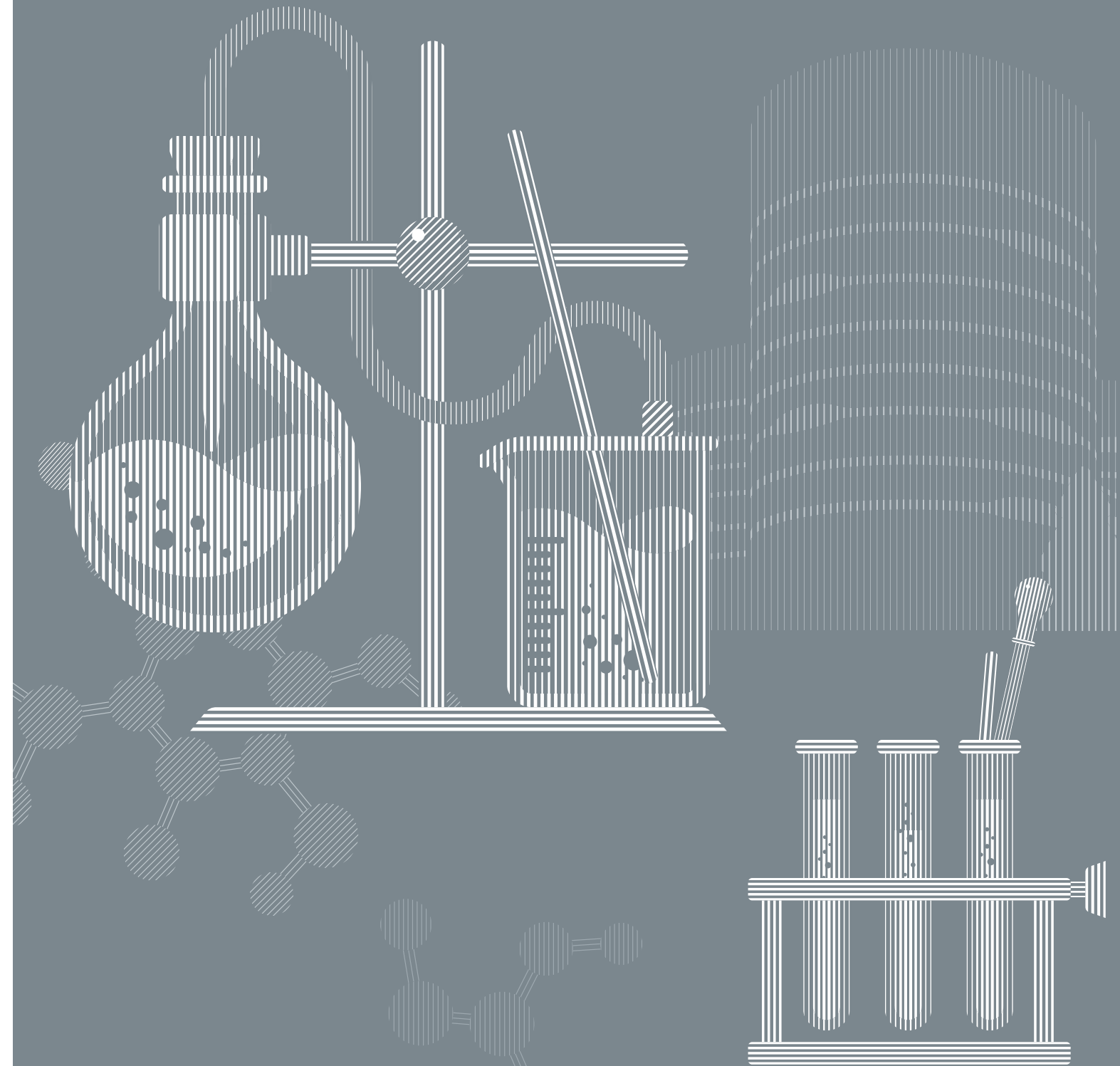
Food Service Provider

CJ Freshway presents a safe and reliable food culture that offers more than just dining. Operating more than 550 locations in Korea, CJ Freshway offers a high-quality meal service that is tailored to each location through its database of 10,000 food service menu items that range from low-salt, low-calorie meals to therapeutic meals for patients. With such food service expertise, CJ Freshway is continuing to expand globally.

GREENTERIA
FOOD CLOCK



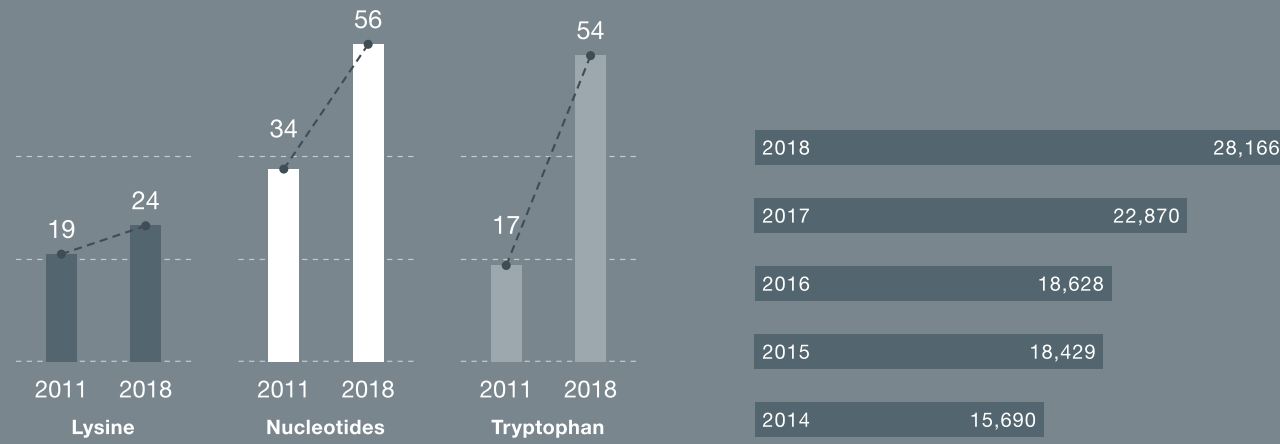
BIO
HEALTHY WORLD



HEALTHY WORLD BIO

BUSINESS OVERVIEW

CJ CHEILJEDANG BIO DIV.

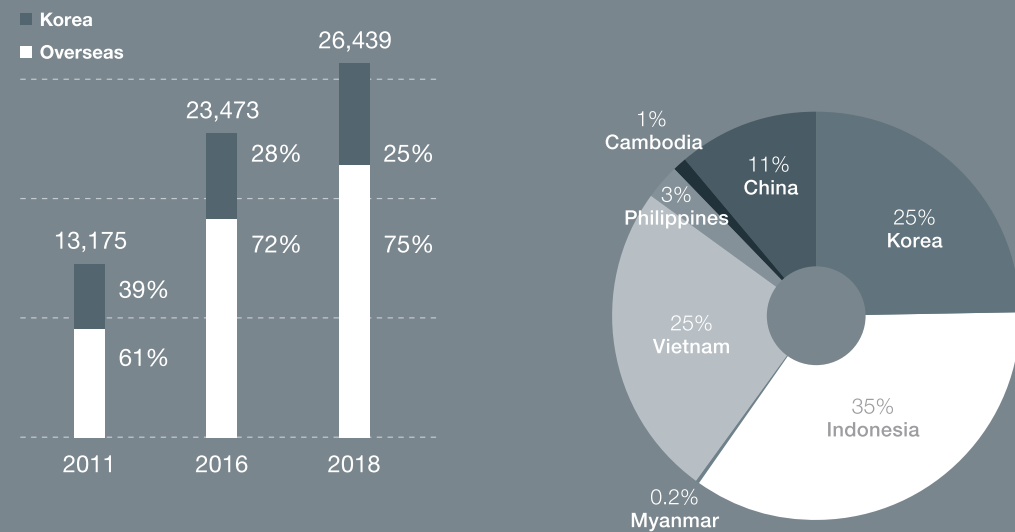


Global market share of key products (%)

Based on its competitive edges, CJ CheilJedang Bio Division has become the global leader in the *lysine*, *nucleic acid*, and *tryptophan* markets, and is continuing to grow through the diversification of its portfolio, such as releasing *L-MET* and entering the edible amino acids market.

Annual sales (in KRW 100 millions)

CJ FEED&CARE



Share of domestic and overseas sales (in KRW 100 millions)

Driven by an overseas sales share of over 70%, CJ Feed&Care is evolving into a global feed and livestock company.

Share of sales by country (as of 2018)

HEALTHY WORLD

CJ LEADS THE FUTURE OF BIOTECHNOLOGY WITH 50 YEARS OF RESEARCH AND INNOVATION. WE PROMISE TO DELIVER WORLD'S VERY BEST BIO PRODUCTS, WITH WORLD'S VERY FIRST ECO-FRIENDLY BIO PROCESSES.

CJ CheilJedang Bio Div. • www.cjbio.net

CJ Feed&Care • www.cjfc.com

CJ CheilJedang Bio Division offers safe, top-quality products, such as R&D-based amino acids and *nucleotides*, so people around the world can live healthier and more sustainable lives. Through continued efforts in R&D, our bio businesses reveal cutting-edge productions like *L-Methionine*. We expanded our overseas production sites and networks, securing the top spot as a global bio company. We continue as a strong leader in the global bio business market through our portfolio expansion, which includes: F&D amino businesses, eco-friendly biomaterials, non-edible biomass businesses, and research of antibiotics substitutes.

CJ CHEILJEDANG BIO DIV.



CJ CheilJedang Bio Div.

GLOBAL NO.1 COMPANY IN THE BIOMATERIALS WITH THE WORLD'S BEST R&D AND TECHNICAL MARKETING SOLUTION

As a global top leader, CJ CheilJedang Bio Division presents a totally new paradigm to the bio industry with our world-class technologies. We actively invest in R&D technologies to develop top-quality bio-fermentation products resulting in innovations beyond expectations. CJ CheilJedang Bio Division also offers solutions to environmental issues for a more sustainable future for all. Every product we develop and every research we conduct is treated with dignity for all form of life, whether humans or animals. Seeking solutions to pollution and global warming issues we face every day, we continue our journey of bringing forth eco-friendly products and technologies.

ECO-FRIENDLY · ONLYONE TECHNOLOGY

Fermentation technology, which controls the saccharometabolism of microorganisms to produce the target substance, is an eco-friendly production method with no pollutants and less CO₂ that uses natural raw materials, such a corn and sugar cane.



Best Amino

Through constant strain improvements and effective fermentation processing technologies, we've become a global leader in the amino acid industry. Our feed amino acids brand, *Best Amino*, applies eco-friendly fermentation methodologies to produce eight amino acids: *lysine, threonine, tryptophan, valine, methionine, arginine, histidine, and isoleucine*. As the only company to establish the top 8 feed amino acids production system in the world, we are unrivaled in the feed amino acid industry. Especially, CJ CheilJedang Bio Division has led the global amino acids industry with differentiated productions; a prime example is producing *L-methionine* with 8 years worth of R&D and the world's first fermentation processing technology.



Soytide / X-Soy

CJ CheilJedang Bio Division's X-Soy (Soy Protein Concentrate) holds the largest share in the global market. Through merger with Selecta in 2017, we added Soytide and SPC – one of the highest-quality soy protein concentrates – to our portfolio, establishing a complete production/sales business structure. X-Soy is produced by extracting the aqueous alcohols of defatted soybean meal. Soytide is produced by using solid fermentation technology that combines defatted soybean meal with our unique bacillus, bringing additional probiotic effects. Our high-quality plant-based products, X-Soy and Soytide, effectively eliminate antigenic factors and are high in protein-digestibility compared to other products.

BIOTECTOR

As a feed amino acid industry leader, CJ CheilJedang Bio Division is actively expanding our portfolio of specialized products. We recognized bacteriophage, a natural substance that eradicates certain bacterium, as an alternative to antibiotics. *BIOTECTOR* is a feed additive for poultry and swine, which improves livestock productivity by enhancing intestinal conditions through the suppression of salmonella, clostridium bacterium, and colon bacillus. By improving gut microbial balance, our probiotics products boost nutrient absorption, digestivity, and beneficial bacterium, while eliminating harmful bacterium. As such, our products are based off of CJ CheilJedang Bio Division's unique strain properties.

CJ Tide

As a main umami substance, *nucleotides* is a flavor enhancer that boosts tastes and flavors. *Sodium inosinate (IMP)* and *sodium guanylate (GMP)* are two types of *nucleotides*; *nucleotides* can be combined with *monosodium glutamate (MSG)* to enhance flavors. Such food additives are widely used in the global food industry. CJ CheilJedang Bio Division is an unrivaled global M/S provider, making strong market presence through 40 years of R&D expertise and high quality products that are produced with first-class production technologies.



MI-POONG

MI-POONG has been supplied to food companies worldwide. *Monosodium glutamate (MSG)* is mass produced through microbial fermentation processes of raw materials such as syrup or glucose; CJ CheilJedang Bio Division is introducing this production as our brand, MI-POONG. MI-POONG is a vital enhancer of umami, one of the five basic tastes that stimulate our taste buds. A rich source in fermented foods such as soybean paste and cheese, MSG can be found in most natural foods. Used regularly in diverse cultures, MSG is an excellent alternative that also proves to be cost effective.

AMINATURE

Developed with CJ CheilJedang Bio Division's cutting-edge bio technologies, AMINATURE, is a safe and cost-effective edible-amino acid brand that is revolutionizing the health & nutrition industry. CJ CheilJedang Bio Division is expanding its business portfolio into various amino acid businesses. By accelerating the development of new amino acids, we produced Cysteine, a functional amino acid in 2016, and Histidine, a higher-value amino acid in 2017. By developing innovative products that are fermented-vegan, non-GMO, and non-animal derived, we add on to differentiated consumer values.

TasteNrich

TasteNrich™ is a groundbreaking natural flavoring developed by CJ CheilJedang Bio Division, an industry leader of the global bio industry for over four decades. TasteNrich™ is the epitome of our fermentation technologies. TasteNrich™ comprises large quantity of natural-fermented umami substances, as well as amino acids, organic acids, and saccharides. Not only does TasteNrich™ boost authentic flavors and make dishes more flavorful by adding umami, but this innovative product also satisfies consumer needs for a clean label. TasteNrich™ is a saltless ingredient, but serves as an ONLYONE culinary solution that can increase salty tastes and reduce sodium.

Allulose

Since 1953, we made constant efforts to deliver "healthy sweetness" to our consumers with our food ingredients research and patented enzyme technologies. As a result, we succeeded in the world's first mass production of fructose-to-Allulose, and also obtained the first Allulose safety approval from USA FDA. Allulose is a zero calories sweet substance that comes from natural fruits like figs and grapes. It is the perfect sweetener that follows the low-sugar and low calorie trends in developed markets such as the USA and Europe. In the USA, Allulose is being widely used in the latest launches, including beverages, confectioneries, and dairy products.



CJ Feed&Care

그레이트 P



밀크젠

eggBest^α



Overseas pig farming product, MUSCLEMAX

CJ FEED&CARE

FEEDING THE WORLD WITH THE BEST NUTRITION AND CARE

CJ Feed&Care has been leading the development of Korea's livestock industry with its advanced products and differentiated consulting services. After launching its first feed product in Busan in 1973, CJ Feed&Care made entry into the global market in 1996. Now it operates 29 plants in seven countries (Korea, Indonesia, Myanmar, Vietnam, the Philippines, Cambodia, and China). CJ Feed&Care contributes to the future of the livestock industry and serves customer needs through research of antibiotics substitutes, development of high-efficiency feed, and eco-friendly-ICT research for removal of pollutants such as waste-methane etc. Respecting the values of humanity and nature with utmost dignity, we will continue to provide safe livestock products to our consumers by utilizing our systemized feed and livestock platforms.

R&D Talent and Infrastructure

CJ Feed&Care commits to the production of high-quality and safe feed products, which has been proven by the quality management system ISO9001 and the first HACCP certification in Korea's feed industry. By utilizing our global network comprised of world-class R&D talent and infrastructure, we continue our development and production of global top-tier core technologies.

Maximizing Synergy through Value Chains

CJ Feed&Care maximizes synergistic results by systematizing the livestock industry. All processes are based on the best nutrition designs and accurate demand designs. With first-rate supply of breeding stock and systematization of feed production, breeding, processing, and distribution processes, CJ Feed&Care is providing stable income and mutual growth opportunities to farmers.



Pig farming products in Korea, MYEONGJAK, DASAN and GREAT P

LOGISTICS & RETAIL

CONVENIENT WORLD

Global Network

We are progressing as a global feed and livestock company by expanding our networks. CJ Feed&Care established a large-scale, livestock business model in Indonesia and Vietnam, operated tech-based businesses in China, evolved into a top 500 local companies in the Philippines, and entered the markets of Cambodia and Myanmar as well as many other countries. Starting with our entry into the Indonesian market in 1996, we constructed our Indonesia Semarang and Kalimantan plants in 2016, completed the Philippines Bukidnon plant in 2017, and constructed our Myanmar Yangon plant and Vietnam Bin Dinh plant in 2018. Our R&D teams are spread throughout diverse Asian regions, so our localized core R&D technologies can directly correspond to the needs of our local consumers.



GLOBAL EXPANSION MILESTONES

- 1973 Constructed Busan plant in Korea and began feed business
- 1996 Constructed Serang plant in Indonesia and began livestock business
- 1997 Constructed Bulacan plant in the Philippines
- 2001 Constructed Long An plant in Vietnam
- 2003 Constructed Shenyang plant in China
- 2004 Constructed Qingdao plant in China and began Korea livestock business
- 2005 Constructed Tianjin plant in China
Constructed Jombang plant in Indonesia
- 2006 Constructed Harbin plant in China
Constructed Hung Yen plant in Vietnam
- 2007 Constructed Vinh Long plant in Vietnam and began Vietnam livestock business
- 2012 Constructed Liaocheng and Changchun plants in China
- 2013 Constructed Medan plant in Indonesia
- 2014 Constructed Lampung plant in Indonesia
- 2015 Constructed Dong Nai plant in Vietnam
Constructed Phnom Penh plant in Cambodia
- 2016 Constructed Semarang plant in Indonesia
Constructed Kalimantan plant in Indonesia
- 2017 Constructed Bukidnon plant in the Philippines
- 2018 Constructed Yangon plant in Myanmar
Constructed Bin Dinh plant in Vietnam



BUSINESS OVERVIEW

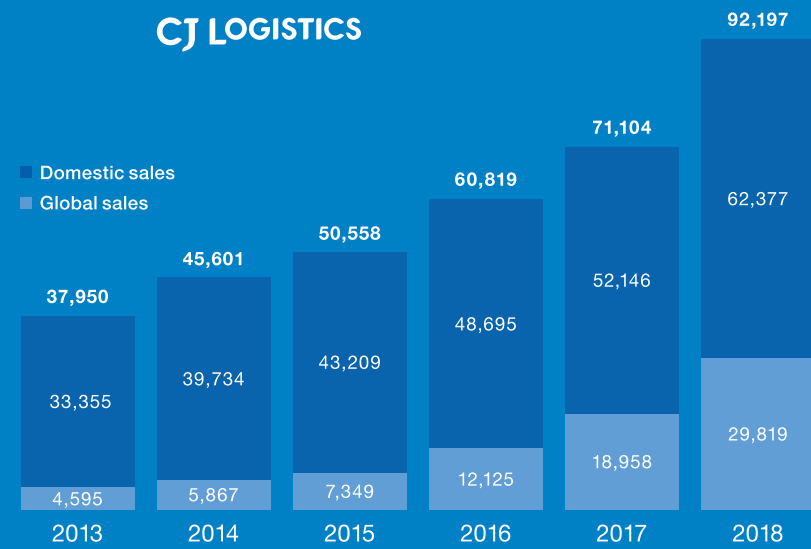
CJ LOGISTICS

KRW 9 trillion

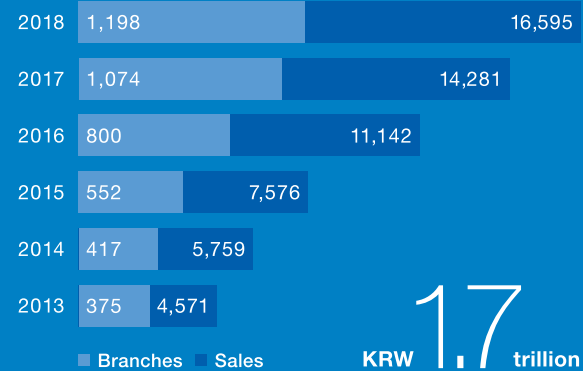
Annual Sales and Share of Global Sales

(in KRW 100 millions)

CJ Logistics' sales increased by over 2.4 times in the past 6 years, achieving sales of KRW 9 trillion. The percentage of our overseas sales to total sales demonstrates a steady increase.



CJ OLIVEYOUNG



CJ OliveYoung Annual Sales

(in KRW 100 millions)
As a lifestyle platform, CJ OliveYoung promotes "healthy" beauty by offering differentiated products and services both offline and online. CJ OliveYoung achieved sales of KRW 1.7 trillion in 2018.

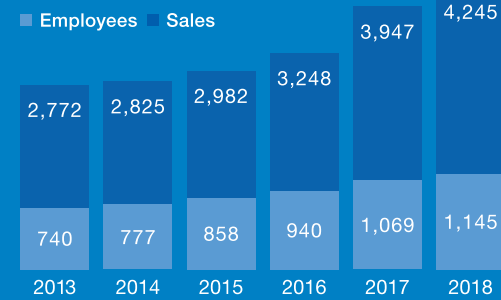
KRW 1.7 trillion

CJ OLIVENETWORKS

KRW 424.5 billion

CJ OliveNetworks Annual Sales

(in KRW 100 millions)
CJ OliveNetworks provides lifestyle-based IT services, such as production, distribution, logistics, and media. By developing solutions that combine the newest IT trends, CJ OliveNetworks achieved sales of KRW 420 million in 2018.



KRW 4 trillion

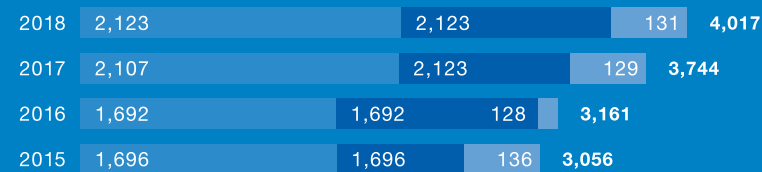
CJ ENM O SHOPPING DIV.

CJ ENM O Shopping Division

Annual Billings (in KRW 1 billions)

Through the continuous growth of TV channels and mobile channels, CJ ENM O Shopping Division achieved billings of over KRW 4 trillion in 2018.

TV DIGITAL OTHERS



CONVENIENT WORLD

WE LEAD INNOVATIVE LIFESTYLES AS A GLOBAL RETAIL & LOGISTICS POWERHOUSE. FROM TV HOMESHOPPING TO HEALTH & BEAUTY TO LOGISTICS, CJ RESHAPES KOREA'S RETAIL & LOGISTICS INDUSTRY AND DELIVERS CONVENIENCES WORLDWIDE.

CJ Logistics • www.cjlogistics.com

CJ Logistics E&C Div. • www.cjenc.co.kr

CJ OliveYoung • www.oliveyoung.co.kr

CJ OliveNetworks • www.cjolivenetworks.co.kr

CJ ENM O Shopping Div. • www.cjoshopping.com

CJ leads innovative lifestyles as a global retail & logistics powerhouse. From Korea's very first TV home shopping channel to Korea's very first logistics business, CJ's retails & logistics operations reshaped the distribution industry and is continuing to revolutionize lifestyles and deliver conveniences worldwide. CJ Logistics is evolving into a global logistics company that connects the world as one, with our large global logistics network, infrastructure, and cutting-edge TES competences. CJ ENM O Shopping Division is advancing as a brand retail giant with expansion of various shopping channels such as TV home shopping, T-commerce, *CJmall* etc., and with the expansion of ONLYONE brands such as *CelebShop*, *VW Vera Wang*, *ODENSE*, *Jean-Michel Basquiat*, *O Daily Nature*, and *A+G*. CJ OliveYoung is moving forward as a global lifestyle platform by leading worldwide integration between K-Beauty and global malls. CJ OliveNetworks is accelerating the development of future technologies in the AI, big data, and cloud fields with depth of experience and expertise.

CJ LOGISTICS



CJ Logistics

THE GLOBAL SCM INNOVATOR, CJ LOGISTICS

CJ Logistics leads the global logistics industry by responding to the ever-changing logistics market with Korea's best logistics expertise and cutting-edge TES competences. TES stands for Technology that accelerates future logistics, Engineering that designs optimized models for the entire SCM process, and Systems and Solutions that offer end-to-end comprehensive solutions with the latest technologies. By advancing the five core businesses through these competences, CJ Logistics offers client-optimized One-Stop logistics solutions.

TES Framework



TES, which stands for Technology, Engineering, and Systems & Solutions, embodies the core competencies of CJ Logistics.

Core Businesses



CJ Logistics provides One-Stop logistics solutions through our five core businesses:

Contract Logistics

CJ Logistics brings industry-specialized expertise and cutting-edge IT solutions together to provide reliable operations and differentiated total logistics services, including storage, handling, and transport-delivery of various cargos. Expanding worldwide into 40 countries, CJ Logistics delivers logistics services optimized for specific countries-clients, and continues to be a leader in increasing the productivity and efficiency of logistics sites through the automation-digitization-robotization of TES-based logistics.

Stevedoring & Transportation

CJ Logistics offers optimal cargo solutions with Korea's largest logistics infrastructure and cargo-handling equipment tailored to meet different needs. By securing various transit carriers, we transport a variety of cargo solutions for any enterprise in a safe and expedient manner, including national bulk commodities such as fertilizer, grain, and coal etc. Our assets include 120 berths, 186 heavy duty cranes, and 5 cargo vessels. We are advancing as a major logistics hub of East Asia, by utilizing such assets and providing efficient services that satisfy various cargo requirements.

Parcel

CJ Logistics Parcel innovates the paradigm of the parcel industry with 290 hub terminals in Korea, and Gonyam Megahub, Asia's largest megahub with state-of-the-art facilities. Bringing forth the best services, CJ Logistics Parcel (winner of The Most Loved Companies in Korea Awards in the parcel category for seven consecutive years) is currently located in Thailand and Malaysia and plans to expand further into the global network centered around Southeast Asia.

Project Logistics

CJ Logistics offers One-Stop solutions based on our worldwide logistics experiences and engineering expertise. We develop cargo-optimized transit routes and secure professional experts, so cargos can be delivered from vendors to their final destinations successfully. Based on our various logistics experiences in 26 countries, including in oil & petrochemistry, oil·gas, thermal·hydroelectric power, fresh water treatment facilities, LNG, and etc., CJ Logistics guarantees reliable transport services.

Forwarding & Express

CJ Logistics offers a comprehensive logistics service including air-sea freight, customs clearance, and storage of imported-exported general and special cargoes. We connect over 220 countries around the world and provide total logistics solutions for global e-commerce clients, domestic-foreign commercial exhibitions, and MICE-performance goods.

OUR PERFORMANCE

- 2019 Ranked 1st in the most admired company category for 7 consecutive years (KMAC)
- 2019 Awarded Korea Service Grand Prize
- 2017 Listed in the Top 50 Change the World list (US Fortune)
- 2017 Received Minister Commendation in the long-term employment promotion category (Ministry of Employment and Labor)
- 2017 Ranked 1st in customer satisfaction category for 9 consecutive years (KMAC)
- 2016 Awarded the 1st Korea Social Contribution Grand Prize
- 2016 Ranked 1st in personal delivery service category (NBCI)

KMAC: Korea's Most Admired Companies
NBCI: National Brand Competitiveness Index



One-Stop Logistics Solution

The One-Stop logistics solution is completed through the five core business areas, offering logistics services tailored to customer needs throughout the entire logistics process. CJ Logistics is committed to cementing its position as the leading logistics partner of customers through its differentiated, cutting-edge logistics services.



CJ Logistics E&C Div.



CJ LOGISTICS E&C DIV.

NEW DREAM, WE BUILD

Processes: Business planning→Securing lots→Planning→Licensing→Construction→Management/sales. In order to deliver the best values to our clients, we provide differentiated PCM (Project+Construction Management) One-Stop total solutions throughout the entire process. We secured the top spot in the global market by raising our competitiveness through differentiated business strategies. We will continue to commit to our vision “Global Infra PCM Company” by developing core technologies based on our PCM competences.



Construction

Based on our differentiated construction experiences and expertise, we select specialized businesses that offer competitive advantage, such as industrial plants, distribution centers, remodeling, and R&D facilities. Also, through network expansion of related organizations and thorough research & development, we are able to secure specialized smart construction technologies and enhance our business competitiveness. We also improve global competitiveness by entering overseas regions such as Vietnam, Malaysia, and Indonesia, carrying out various engineering businesses in the food-bio plant fields.

Real Estate

As a comprehensive real estate service provider, we maximize our clients' asset values by providing business solutions from A to Z. Our services include real estate product planning, designing, financing, construction management, licensing, marketing, MD planning, and asset management.

Resorts

With the best hardware and prestige services, both *The Club @ NINE BRIDGES* and *Haesley Nine Bridges* were each listed on the “Top 100 Courses in the World” and the “Top 100 Platinum Clubs of the World.” Our resorts hosted Korea's first official PGA TOUR, “THE CJ CUP,” and are securing top spots as world's prestigious courses.

CJ OLIVEYOUNG



CJ OliveYoung



OLIVE YOUNG: A LIFESTYLE PLATFORM ADVOCATING HEALTHY BEAUTY TRENDS

Olive Young opened its first store in 1999. First in Korea to introduce a health & beauty store optimized for the domestic market, *Olive Young* continues its commitment at being the first and the best. We provide differentiated services to consumers by identifying future trends and continuously innovating our services. With twenty years of experience, data, and integrated systems, we are able to offer differentiated shopping values, so more people can pursue health and beauty ideals. Through 1,200 stores, an online mall, and overseas purchases from our global K-Beauty platform, *Olive Young* is moving forward as a global industry leader. As a "lifestyle platform" that shares healthy beauty and new experiences, we will continue to stay attentive to our consumers' daily needs.

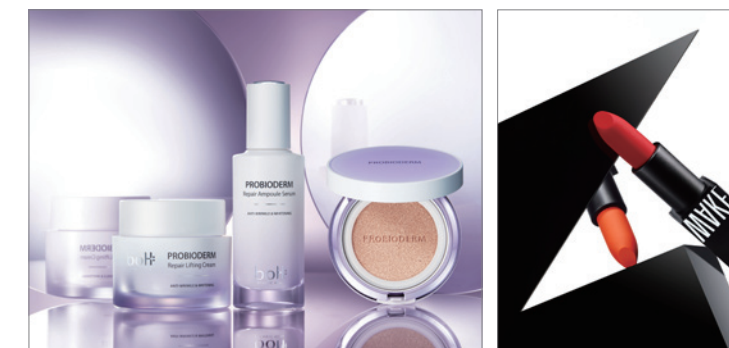


ONLYONE BRANDS

Olive Young developed various in-house ONLYONE brands with its curating expertise. *Olive Young* will continue to offer innovative ideas through differentiated business models and advance as a global brand that is valued by customers worldwide.

In-House Private Brands

The in-house PBs developed by *Olive Young* are ONLYONE brands that offer first-rate quality at reasonable prices. We continue to set trends by building and enhancing our brand portfolio, which covers a wide range of categories including base products, color products, beauty tools, etc.



Directly Imported Brands

Olive Young presents the newest beauty trends by discovering and actively importing global brands that are valued for their quality and brand power from overseas regions, such as France and the USA. Global favorites can be found at a great budget exclusively at *Olive Young*.

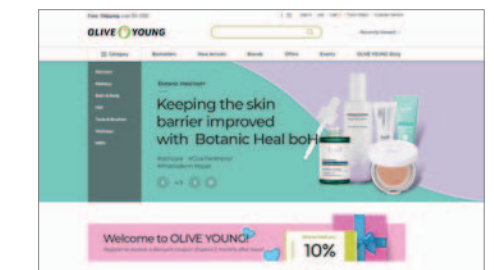
OMNI-CHANNEL

Olive Young is increasing synergy between online-offline channels in various ways; from optimizing new and trendy products to respective stores of-line, to expanding customer services on our online mall, to presenting digital contents and O2O (Online to Offline) services online. With the initiation of industry's first fast delivery service, "Same Day Delivery," we will continue to present our differentiated shopping values to more consumers.



GLOBAL

Olive Young entered the global market in 2013. With the launching of the *Olive Young Global Mall*, a mall targeting consumers worldwide, we are further enhancing our online-offline integrated business platforms. As we take the lead in K-Beauty globalization, *Olive Young* will accelerate forward as a global lifestyle platform.



CJ OLIVENETWORKS



CJ OliveNetworks

AN INTELLIGENT ICT COMPANY THAT OPENS NEW HORIZONS WITH DIGITAL EXPERIENCES AND CUTTING-EDGE TECHNOLOGIES

Ever since its foundation in 1995, CJ OliveNetworks constantly advanced forward by offering successful lifestyle-culture-based IT services in manufacturing, distribution, logistics, and media. We are advancing as a global ICT company by offering IT systems and services that are based on our experience and expertise; we were able to develop future technologies that follow the latest IT trends, and our portfolio includes artificial intelligence (AI), big data, IoT, cloud computing, automated-ordering solutions (*One Order*), and security.



ONE ORDER

FACTORY ONE

CJ ONE

GILBUS

Comm. One

Digital Transformation of Core Subsidiaries

With cutting-edge IT technologies and experiences-competences accumulated from building-operating IT systems, CJ OliveNetworks is digitally transforming CJ Group's core subsidiaries. We offer business efficiency with our newest technologies and introduce new business values with our projects. Our projects include: development of AI-based solution for movie theater timetables, building a VR secretary service that provides live audio data that delivery workers need for parcel-cargo, and building RPA (robotics process automation) solutions that automate repetitive tasks through a software.

New Business Ideas

We maximize digital experiences from a client's perspective by thoroughly analyzing the business values this industry offers, using our accumulated experiences, acquired technologies, top human resources, and trust in our partners. By fusing future core technologies (big data, cloud services, chat bot, virtual reality (VR), and augmented reality (AR)), we present new business ideas, including automated-order services (*One Order*), intelligent warehouse vehicles (*FactoryOne*), and big data analysis services. We also quickly adjust to changing trends and lead smart IT systems in various areas (manufacturing, logistics, and sales etc.), so that we can improve our business competitiveness in the global market.

CJ ONE

Through CJ's comprehensive lifestyle membership service, *CJ ONE*, our members can experience all of CJ's lifestyle services. Carrying out CJ Group's vision of "leading cultures," *CJ ONE* provided many benefits to approximately 26 million *CJ ONE* members through cultural marketing that shared joyful experiences in music, performances, and exhibitions. Furthermore, we shared cultural activities with our socially vulnerable communities as well. As we collaborate with various affiliates in the areas of finance, logistics, and education, we continue to cement our spot as a highly-efficient client-customized marketing platform.

CJ ENM



GLOBAL NO.1 LIFESTYLE CREATOR, CJ ENM

With the mergence of Korea's top entertainment and media enterprise, CJ E&M, and the No.1 home shopping enterprise, CJ O Shopping, CJ ENM has evolved into an entertainment & lifestyle company that provides attractive contents and brand experiences. As Korea's top company and leader of K-Culture, we strive to cultivate innovative content-commerce models and accelerate our expansion of global businesses, so people around the world can enjoy K-Culture at all times.

CJ ENM O Shopping Div.

Top Online Shopping Company Leading Trendy Lifestyles

Ever since initiating Korea's first TV home shopping in 1995, CJ O Shopping has been highly-acclaimed by our consumers. We spread new shopping trends all over the world by discovering diverse shopping channels, such as the TV home shopping form of "Shop-entertainment," which combines fun to shopping, as well as T-commerce, internet, and mobile etc. CJ ENM O Shopping Division strives to be a top media shopping leader that consumers aspire; we will continue to offer services that consumers await and values that exceed consumer's expectations.



Expanding Shopping Domains through Various Channels

The most representative distribution channels of CJ ENM O Shopping Division are TV home-shopping, which offers the best products at reasonable prices, and T commerce, which presents consumer-centred bidirectional services; both channels recommend the trendiest products to our consumers. Other channels we manage are *CJmall*, an online mall where consumers buy various products conveniently, and the mobile application version of *CJmall*, the first home shopping mobile application that comes with video commerce targeting trendy consumers' preferences.



ENTERTAINMENT & MEDIA

JOYFUL WORLD

ONLYONE BRAND

Advancing as a Branding Leader through ONLYONE Brand Development

CJ ENM O Shopping Division manages the most “only one” brands in the industry. Planning in line with our philosophy “design that suits the taste of rational consumers,” we only present valuable brands and well-made brands to our consumers. In 2001, we introduced our exclusive underwear brand for the first time in home shopping history, and ever since, we’ve been serving ONLYONE exclusive brands in various categories. Not only are we developing ONLYONE exclusive brands, but we are also securing exclusive agreements with famous overseas brands and artists to plan and produce series tailored to the domestic market. Through our ONLYONE brands unique to O Shopping, we constantly present differentiated products to our consumers.

CelebShop

CelebShop

CelebShop is a fashion & lifestyle curated-shop that springs from domestic-overseas collaboration between stylish creators working in diverse fields. Centered around the “CelebShop Edition” line, which presents classic seasonal styles, *CelebShop* offers new shopping trends by producing trendy items that are adjustable to various style pairings.



Jean-Michel Basquiat

Jean-Michel Basquiat is an artistic performance golf brand that features the works of Jean-Michel Basquiat, a New York-based art guru who was often referred to as the “Black Picasso,” and one of the most influential artists in North America during the 1980s. *Jean-Michel Basquiat* brings out the best performances from golfers by offering highly-functional materials and sophisticated designs.



Odense

Odense is CJ ENM O Shopping Division’s very first kitchenware brand that renders the beauty of nature through modern sentiments. *Odense* is opening new horizons for the kitchenware industry with collections such as *Poale*, a 2014 Red Dot Award winner, *Atelier Nord*, a tableware line inspired by the concrete scenery of polar regions, and *ARUM*, a cookware line encapsulating heat retention properties of cast-iron pans and convenient features of coating pans.



A+G

A+G is a leader in home shopping fashion. Recognized as CJ ENM O Shopping Division’s top fashion brand for women, the brand was developed in collaboration with famous celebrity stylist, Hye-yeon Han. A+G embodies the classic and modern sentiment of city women, bringing forth chic styling opportunities for women who enjoy sensible daily fashion.



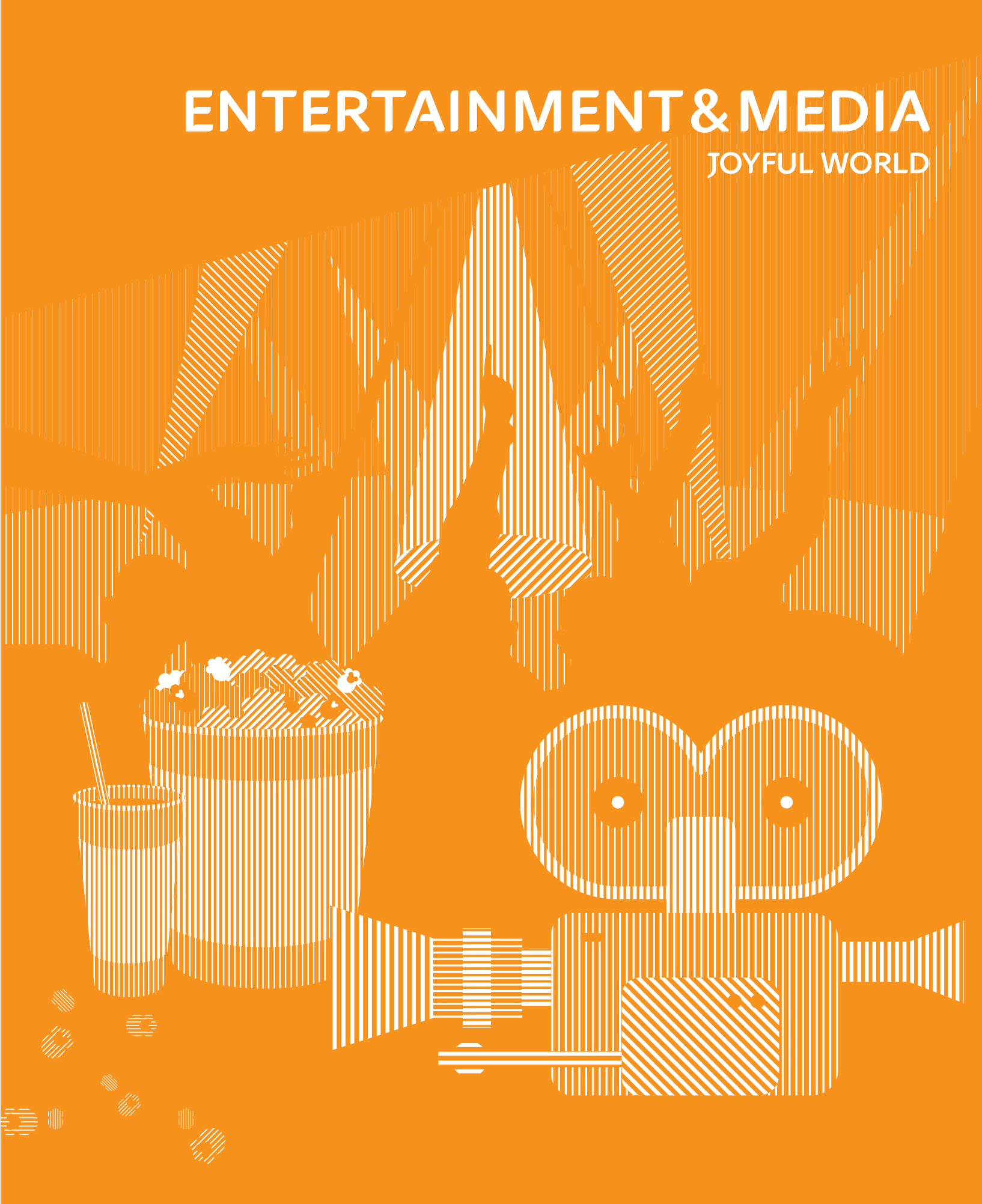
VW Vera Wang

VW Vera Wang, an iconic New York style premium brand, was launched in Korea after CJ ENM O Shopping Division secured an exclusive agreement with world renowned designer Vera Wang in 2015. *VW Vera Wang* continues its rich legacy as a homeshopping brand by offering high-quality products that feature luxurious designs and materials.



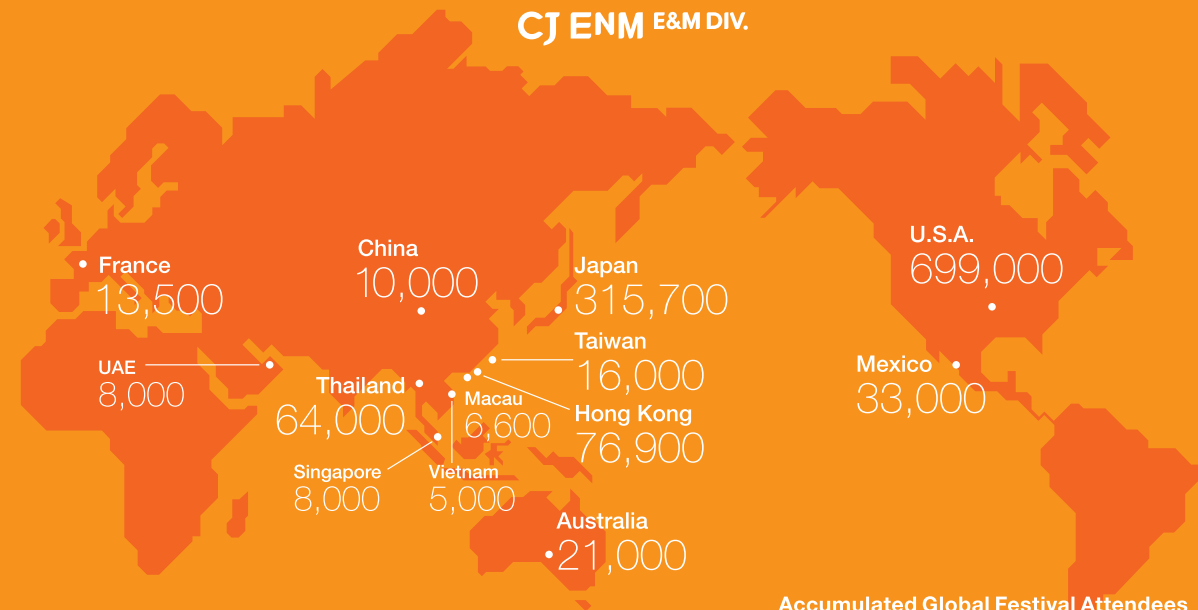
O Daily Nature

O Daily Nature delivers the taste of nature and nutrition to our consumers. As a food brand, it promotes physical conditions, general health, and nutrition supply. Through products such as “Pomegranate Juice” (100% made in Turkey), “Black Bean Soy Milk” (100% made in Korea), and “Premium Nuts & Berries”, a local favorite snack that can be enjoyed conveniently by families, we offer a variety of healthy foods that balance taste and nutrition.



BUSINESS OVERVIEW

CJ ENM E&M DIV.

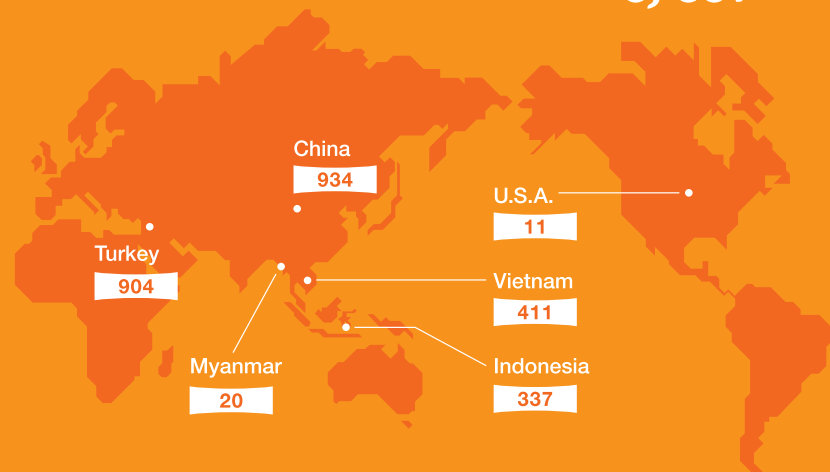


Accumulated Global Festival Attendees

Global M Countdown, KCON and MAMA have evolved into the best K-Culture festivals, clocking in an attendance record of over 1,270,000 attendees from 14 different regions worldwide.

14 regions 1,276,700 attendees

CJ CGV

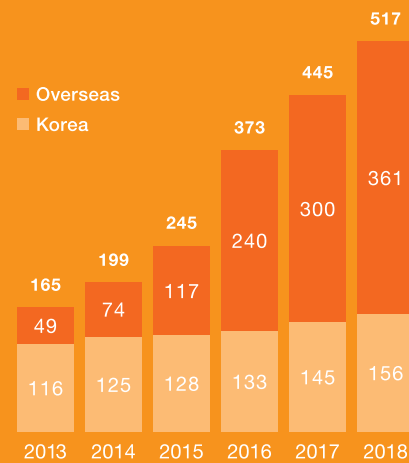


Global Screens

CJ CGV operates 360 theaters and 2,616 screens in 6 countries including China. (as of late 2018)

2,616 screens

517 theaters (accumulated)



JOYFUL WORLD

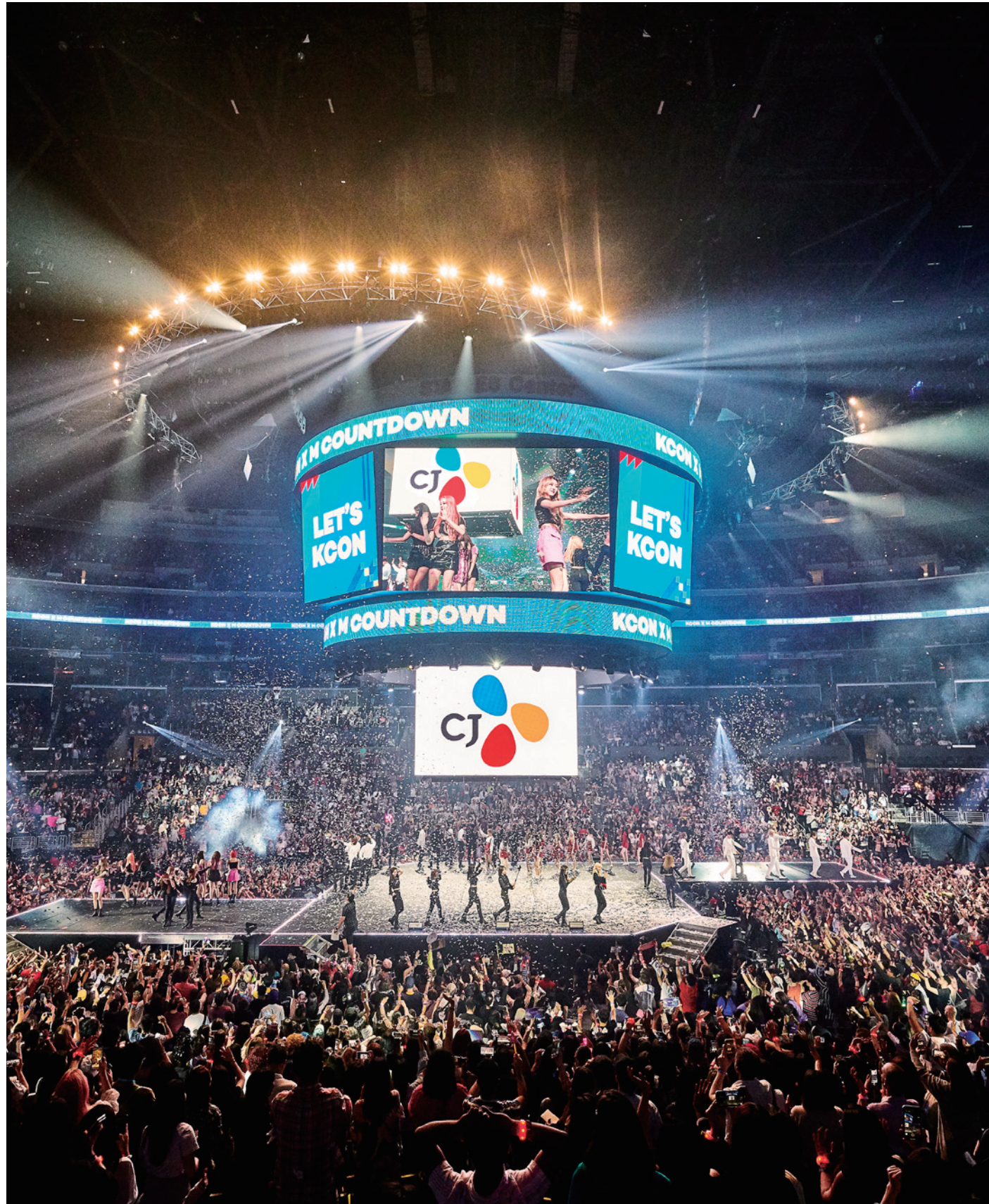
CJ IS OPENING NEW HORIZONS FOR GLOBAL POP CULTURE BEYOND ASIA. WITH K-CULTURE CONTENTS INCLUDING MOVIES, MUSIC, AND LIVE PERFORMANCES, CJ DELIVERS HAPPINESS TO ALL CORNERS OF THE WORLD.

CJ ENM E&M Div. • www.cjenm.com

CJ CGV • www.cgv.co.kr

CJ Powercast • www.cjpowercast.com

We spread the K-Craze (“Hallyu”) in Asia and beyond, and the entire world is focused on our culture and contents. Our businesses range among CJ ENM E&M Division—a trend leader of various contents, including media contents, films, music, and performances etc., CJ CGV—a new cinema culture creator, and CJ Powercast—an innovator bringing new values to various contents including broadcasting and advertising. CJ’s entertainment and media brands are at the core of K-Craze, spreading happiness to all corners of the world.



CJ ENM



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With the mergence of Korea's top entertainment and media enterprise, CJ E&M, and the No.1 home shopping enterprise, CJ O Shopping, CJ ENM has evolved into an entertainment & lifestyle company that provides attractive contents and brand experiences. As Korea's top company and leader of K-Culture, we strive to cultivate innovative content-commerce models and accelerate our expansion of global businesses, so people around the world can enjoy K-Culture at all times.

CJ ENM E&M Div.

CJ ENM E&M Division leads the globalization of K-Culture through various cultural contents and platform services, including media contents, films, music, performances, animations, conventions, and MCN contents. As a leader in the entertainment & media industry, the E&M Division sets the pace for K-Culture globalization by creating competitive contents that meet the needs of the ever-changing media market.



Global Conventions

We commit to sharing exciting K-Culture experiences with people around the world, by planning-producing unique conventions filled with differentiated programs. Through conventions of varied genres and concepts, such as *MAMA* – Asia's largest and best music award festival, and *KCON* – world's largest K-Culture convention, we deliver the pleasure of K-Culture to our visitors, and offer artists with great opportunities to connect with diverse audiences.





Media Contents

The Media Contents Department of CJ ENM E&M Division is Korea's largest contents provider. Already owning diverse channels and TVING, an in-house OTT platform, the Media Contents Department continues to lead the media industry by producing competitive contents. With our own global media, such as tvN Asia, we are expanding beyond Korea, sharing contents all over the world through various platforms, including cable, IPTV, satellite, and digital platforms.



Film

Bringing imagination to real life, the Film Business Department of CJ ENM E&M Division made its debut in 1995 and has since led the evolution of the Korean film market by engaging in all stages of filming, including planning, production, investment, and distribution. Not only do we maintain an unrivaled leading position in the Korean film market, but through joint-production with various regions, including Hollywood, China, Japan, Vietnam, Thailand, Indonesia, etc., we've also secured our place in the global film industry as a giant hub.



Music

The Music Contents Department of CJ ENM E&M Division is driving the largest music industry ecosystem in Korea with its production of global music contents, by offering records, production, investment and distribution, artist training, and global concerts. Through the collaboration between Mnet, our top music channel, and famous global producers located on-site, CJ continues to lead the K-Pop craze.



Performing Arts

Presenting beauty and splendor on stage, the Performing Arts Business Department of CJ ENM E&M Division is leading Korea's performance industry by promoting domestic creative musicals globally. It takes the lead in exporting Korean musical works to foreign countries and globalizing its performance business through joint productions with global partners, including Broadway.

Animation

Leading the globalization of Korean animation, the Animation Business Department of CJ ENM E&M Division covers everything from planning and investment to the production, distribution, licensing and merchandising of animation. Building on the channel know-how and strategic contents it has amassed over the past 23 years, the Animation Business Department is actively expanding its global partnerships.





CJ CGV



CJ CGV

THE THEATER THAT TOUCHES YOUR HEART

Korea's very first multiplex CJ CGV is the best cultureplex offering an absolute cinematic experience beyond films. After setting a new cinema trend by introducing Korea's first multiplex in 1998, CJ CGV continues to please customers by sharing the best values of "cultureplex", a cultural space inspiring new lifestyles. CJ CGV delivers extraordinary experiences to all corners of the world, including the United States, China, Vietnam, Indonesia, Myanmar, Turkey, etc., by providing optimal cinema environments and differentiated services with special theaters such as 4DX, SCREENX, CINE & FORET and CINE & LIVING ROOM.

Global No.1 Cultureplex CGV

From Korea's leading theater chain to a cultureplex of a global standard, CJ CGV is becoming a global brand representing Korea. CGV opened its first global theater in Daning, Shanghai in 2006 and emerged as one of the top 4 theater chains in China by January 2019. It continued its global expansion by opening CGV LA and CGV Buena Park in the United States. CGV also acquired Mega Star in Vietnam, entering the Vietnamese market as a leading cinema company. Following entry into Indonesia and Myanmar, CGV advanced into the Turkish market in 2016 and acquired Mars Entertainment, the largest film company in Turkey, cementing its position as the top 5 theater chains in the world. As it continues its global footprint, CJ CGV presents unforgettable moments to all corners of the world.



Absolute Virtual Reality, 4DX

Started in 2009, 4DX maximizes immersive experiences within a movie by incorporating motion-based seating synchronized with various special effects including wind, water, and vibration etc. Maximizing customer satisfaction through unprecedentedly immersive multisensory experiences, 4DX is recognized as the leading special attraction of CGV.



Dine at the Movies, CINE de CHEF

At CINE de CHEF, premium cinema facilities and upscale French & Italian fine dining can be enjoyed at the same time. A premium entertainment space that satisfies all five senses, CINE de CHEF presents tranquility and exclusivity.

CINÉ de CHEF

Beyond the Screen, SCREENX

As world's very first multi-screen theater, SCREENX offers an immersive panoramic experience to cinema-goers. The three-screen configuration allows more space for imagination and creative possibilities.



A Healing Forest, CINE & FORET

Decked with green moss walls and an artificial turf slope, CINE & FORET is a "healing" theater designed to echo a lush green escape in the city. Furnished with comfortable chairs and individual tables that offer comfortability, and high-purity oxygen and fresh scent of nature that offer pure freshness, the dreamy space embodies a "theater in a green forest".

CINE & FORÊT

Optimal Cinema Experience, IMAX

IMAX stands for "eye maximum". Through the combination of the mega reflective screen, the high-resolution projection technology, the six-channel surround-sound system, and the 14,000W perfectly-pitched audio orientation, IMAX delivers the most optimal movie experience.



Snug as a Living Room, CINE & LIVING ROOM

Offering the illusions of a snug living room, CINE & LIVING ROOM has crystal clear LED screens and state-of-the-art sound systems installed. Not only does this comfortable theater come with stylish decor of various themes, but it also delivers dynamic new experiences to visitors.

CINE & LIVING ROOM



CJ Powercast

CJ POWERCAST

SPECIALIZING IN OOH MARKETING & CONTENTS DISTRIBUTION INCREASING BRAND AND CONTENT VALUES

CJ Powercast commits to sharing joyful experiences by bringing out new values from brands and contents with cutting-edge technologies and services. Competencies span from landmarking space with digital media, consumers' experiences with differentiated OOH advertisements, to content distribution through diverse platforms. CJ Powercast strives to provide joyful experiences to everyone, anytime, anywhere.



OOH Advertising

CJ Powercast increases brand values by targeting audiences who gather in theaters, shopping malls, airports, billboards etc through advertisement planning, sales, and analysis. By offering customized marketing comprised of product planning, analysis of advertising, and experiential contents, CJ Powercast successfully connects to a wider range of consumers.



Broadcasting

We transmit the contents of program providers through various platforms. As Korea's best broadcasting transmission service provider, CJ Powercast quickly responds to the transformative broadcasting platform industry conditions. As a leader in the cloud and ALL-IP systems, we continue to deliver optimal contents.



Digital Experience

CJ Powercast delivers new spatial experiences with digital media and contents. We maximize space-media effects and brand values by optimizing the concepts of each venue and space through digital media consulting, planning, constructing, developing, and a 24-hour operation control system.

Media Technology

We provide media technology solutions that meet our clients' needs, such as broadcasting, contents, and sound systems. Through our client-customized media platform services that offer contents storing, saving, and transmitting, we are accelerating growth by delivering the best content values to our clients.

CJ SPORTS

CJ BRINGS OUT NEW LIFESTYLES
THROUGH SPORTS AND DELIVERS HEALTHY,
JOYFUL, AND CONVENIENT EXPERIENCES.

GOLF

CJ Group has continuously offered golf sponsorships, in line with our commitment to foster emerging golfers rather than just star athletes. Since 2013, we've sponsored Si-woo Kim, the youngest player to graduate the PGA Tour Q-School at age 17.5 years old, and the youngest player to win The Players Championship, one of the five major competitions, at the age of 21.10 years old. Also since 2018, we've sponsored Sung-jae Im, the first professional player to lead the Korn Ferry Tour list wire-to-wire in 2019, and the first Asian professional to win the PGA Tour Rookie of the Year in 2019.

Since 2017, we've hosted Korea's one and only official PGA Tour event: *THE CJ CUP @ NINE BRIDGES*. CJ redefines the future of men's professional golf in Korea, so our professionals can take the lead on the global stage. Simultaneously, we are spreading CJ Group's global brand *bibigo* worldwide, increasing its business value as a B2B marketing tool.





MOTOR SPORTS

CJ spreads energetic motorsports vibes in Korea by hosting Korea's leading motorsports event, *Super Race Championship*, and the one and only Stock Car race in Asia. CJ supports three teams: *CJ Logistics Racing*, *CheilJedang Racing*, and *ENM Motorsports*. By leading the motorsports industry in Korea and Asia and making motorsports more accessible, CJ strives to innovate the motorsports industry.



Launched in 2007, *Super Race Championship* is Korea's one and only official international series approved by the Federation Internationale de l'Automobile (FIA). In 2012, the Championship held Korea's first night race. In 2015, the Championship held Asia's first Korea-China-Japan Motorsports Festival. In 2018, the Championship held the BMW M Class tournament, with approximately 120 thousand spectators on-site. CJ will continue to focus on spreading dynamic motorsport vibes, by hosting motorsport events with the most spectators, fastest speed, and largest scale.

TAEKWONDO

Many subsidiaries of CJ Group are located in Vietnam, and since 2012, CJ sponsored Vietnam's Taekwondo. As we lead Vietnam as a nation strong in Taekwondo, we also spread the excellence and spirit of Taekwondo, a top national sport and content of Korea. Also, as the first foreign company in Vietnam to hold a national title, we've hosted the *CJ National Youth Taekwondo Championship* since 2019, providing more competition opportunities to teenagers in Vietnam.

TENNIS

Ever since 2016, CJ Group sponsored Korea's tennis rising stars, so they can demonstrate their competences and enter the global stage confidently. As our Korean tennis players continue to challenge the top global stage, CJ will always be by their side, supporting their passion and performances.

CJ CSV

SHARING VALUES, SHARING JOY

OUR FOUNDER'S CORE VISION, "BUSINESS PATRIOTISM" AND OUR CORE VALUES "CREATE", "COEXIST" AND "SHARE" ARE THE FUNDAMENTAL GUIDES TO HOW WE SHAPE A BETTER WORLD. CJ WILL CONTINUE TO SERVE COMMUNITIES IN NEED AND PROMOTE MUTUAL GROWTH BETWEEN CORPORATES AND COMMUNITIES BY FIRMLY EMBEDDING THE CSV PRINCIPLES ACROSS ALL OF OUR BUSINESS OPERATIONS.

CJ Welfare Foundation • www.donorscamp.org
 CJ Cultural Foundation • www.cjazit.org

Ever since its establishment, CJ advanced various food industries by pursuing challenges and innovations and promoting corporate growth and national development. CJ's key Creating Shared Values (CSV) businesses such as "Senior Delivery", "O'PEN" and "Joyful Companion" promote mutual growth between industries while offering solutions to societal matters. In addition to domestic contributions, CJ also conducts localized social contribution activities overseas, like the "Vietnam Rural Development CSV Project". CJ will continue to spread sharing practices through CJ Welfare Foundation, CJ Cultural Foundation, CJ group member donations and community services, and serve communities in need by practicing CJ CSV across all management and operations.



CJ WELFARE FOUNDATION: SHARING, SPREADING LOVE, SUPPORTING NATIONS



Supported Figures (cumulative total of 2005-2018)

Study room participants	1,360,000
Study room program proposals	14,000
Donations (in KRW 100 millions)	1,445

Founded in 2005, CJ Welfare Foundation shares hope with our neighbors through systematic social contribution activities that align to the group's CSV principles; sustainability, business linkage, and employee participation.

One of the main businesses of the Foundation is CJ Donors Camp. Under the motto, "sharing, spreading love, and supporting nations," CJ Donors Camp has supported over 1.36 million youth-teenagers since 2005, by offering approximately 4,300 study room opportunities and fostering various creativity-personality educational programs that correlate with the core businesses of CJ. Since 2017, CJ Welfare Foundation operated the CJ Donors Camp Creative School for socially vulnerable youths, so they could continue to pursue their dreams. Since 2019, the Foundation promoted youth cultural clubs by expanding programs into broadcasting, film, music, musicals, cooking, and fashion & beauty, so any teenager with talent and passion can fulfill their interests with CJ.

CJ Donors Camp also serves as a platform for promoting the value of sharing with diverse societal members through online donations and charity events. Once funds are donated, CJ Donors Camp practices doubled sharing by matching the donations generously given by its members. As of 2018, over 84% of CJ employees participated in action and continues to actively resolve various social problems and support communities in need.

Ever since the establishment of Food Bank in 1999, CJ Welfare Foundation continuously participated in food donations. Also, in the event of a national emergency, we actively engage in relief activities that make full use of the infrastructure of CJ's subsidiaries, including mobile food pantries, free delivery services, and mobile communication services.



CJ CULTURAL FOUNDATION
 CJ Cultural Foundation
 www.cjazit.org

**EMBRACING NEW TALENTS
 RISING AS A CULTURAL
 POWERHOUSE,
 CJ CULTURAL FOUNDATION**

Supported Artists (cumulative total until 2018)

Tune Up musicians	135
Stage Up creators	96
Story Up creators	123
CJ Music Scholarship Program students	493
CJ Tune Up Music Class students	895

Culture business is a future growth engine for Korea. Ever since its foundation in 2006, CJ Cultural Foundation opened boundaries of the cultural industry and expanded Korea's presence as a cultural powerhouse by discovering-fostering creative and ambitious talents for pop culture.

Through support programs in the fields of music, theater, and cinema, CJ Cultural Foundation helps young artists pursue their dreams and shares various genres of cultures with the public. The Foundation manages offline platforms that strengthen connections between artists and audiences, such as *CJ Azit Gwangheungchang* – for musicians and *CJ AZIT Daehangno* – for musical and drama performances. Various online platforms are actively utilized as well, such as the Youtube channel *AZIT Live*, which supports emerging artists with the PR-marketing they need to successfully tap into the industry.

Through global talent development projects, such as the *CJ Pop Scholarship Program*, which targets pop music majors studying abroad, and the *Korea-China Youth Share Your Dream Short Film Festival*, *Korea-Vietnam Youth Share Your Dream Short Film Screening*, and *Korean Cultural Center Weekday Performances*, which all aim to promote the advancement of Asia's film industry, CJ Cultural Foundation takes the initiative to foster global talents and increase cultural exchanges. Other cultural sharing activities are also major businesses of the Foundation, including the *Seat Sharing Program* and the *CJ Tune Up Music Class*, which targets the culturally underprivileged. Moving forward, CJ Cultural Foundation will actively engage in fostering and sharing cultures in both local and global communities. Opening new horizons as a cultural powerhouse, we will be a strong advocate for emerging artists and good neighbors to societies in need.



- 2015 — Received friendship medal from Vietnam's president
- 2016 — Listed in the 2016 World-Changing Companies to Watch (Fortune magazine)
- 2016 — Received Presidential Commendation in the global CSR category of The Most Loved Companies in Korea Awards from the Korean government.
- 2017 — Listed in the Top 50 Change the World (Fortune magazine)

**COEXISTING WITH
 LOCAL COMMUNITIES
 WORLDWIDE,
 GLOBAL CSV**

AS A MEMBER OF THE GLOBAL COMMUNITY, CJ COMMITS TO GROWING TOGETHER WITH OUR OPERATING COUNTRIES AND LOCAL COMMUNITIES. STEERED BY OUR BUSINESS EXPERTISE, WE ARE DEVELOPING A DIFFERENTIATED MUTUAL GROWTH · COLLABORATION MODEL THAT RESOLVES GLOBAL ISSUES, INCLUDING POVERTY ERADICATION, TALENT DEVELOPMENT, AND VOCATIONAL TRAINING.

CJ-UNESCO Girls' Education Campaign

In a global partnership with UNESCO, CJ carries out various activities to raise awareness and encourage campaign participation in "Girls' Education". Through the improvement of learning environments, young females from developing regions can envision a brighter future.

Vietnam Rural Development CSV Project

CJ supported the income needs of local farmers in Ninh Thuan village, a rural province in Vietnam, by providing Korean pepper seeds and sharing advanced agricultural technologies. In the Fortune 2016 "World-Changing Companies to Watch" list, CJ received recognized for transformation and social impact; we were recognized for promoting sustainable development in local communities, beyond the short-term effects of improved income among local farmers.

Discovering Talent Overseas - Supporting Development & Growth

CJ engages in promoting Asia as a creative center for global culture content. Through programs such as the *Korea-China Youth Share Your Dream Short Film Festival*, *Korea-Vietnam Youth Share Your Dream Short Film Screening*, and *Toto's Workshop*, we discover and nurture talents who will lead cultural exchanges between countries in the future. Also, through programs like the *CJ Baking Class*, we boost employment and start-up opportunities by sharing our business expertise. CJ is actively carrying out various global social contribution activities in our operating countries, including China, Vietnam, and Indonesia.

ONE DAY.

PEOPLE ACROSS THE GLOBE WILL
WATCH TWO OR THREE K-MOVIES EVERY YEAR,
EAT K-FOOD ONCE OR TWICE EVERY MONTH
VIEW ONE OR TWO K-SHOWS EVERY WEEK
AND LISTEN TO TWO K-POP SONGS EVERY DAY.

A WORLD'S FAVORITE GLOBAL LIFESTYLE COMPANY, CJ.
CJ WILL CONTINUE TO DELIVER NEW LIFESTYLES
WITH WORLD-CLASS TECHNOLOGIES AND DIFFERENTIATED CONTENTS
THROUGH INTEGRATION OF CULTURES AND BUSINESSES.

LEADING INNOVATIVE LIFESTYLES, CJ.

www.cj.net