

# THE HITE JINRO

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**HITE-JINRO GROUP**

소중한

친구

DEAR  
FRIENDS

HITE-JINRO GROUP has grown to be the most prominent name in the Korean alcoholic beverage market. We have been able to secure the No.1 position in the domestic beer and soju markets thanks to your love and support.

‘To the Broader World, from No.1 in Korea’

We promise you the utmost pleasure and satisfaction, thinking of our customers as our precious friends.

**HITE - JINRO GROUP**



## From a Domestic Company to a Global Company

I'd like to express my sincere gratitude to all who have always supported us.

The history of HITE-JINRO GROUP represents the history of Korean alcoholic beverages. JINRO, the oldest soju company in Korea, was established in 1924 and HITE was established in 1933 as the first beer company in Korea.

HITE and JINRO have continued to grow to represent the alcoholic beverage industry in Korea, putting forth highest quality and customer satisfaction as its top priority during the good times and the bad times with the nation.

Thanks to your love and support, HITE-JINRO GROUP has maintained its leadership in the domestic beer and soju markets, and has also gained superior competitiveness in natural mineral water and whisky markets.

HITE, the leader in the domestic beer market and JINRO, the No.1 soju company in Korea have become one family in 2005. In addition, HITE-JINRO GROUP launched a holding company system in 2008, and successfully re-listed JINRO in stocks in 2009, leading to paving the way for growing as a global alcoholic beverage company.

Now, HITE-JINRO GROUP is committed to its dream of becoming a global company. We plan to grow Hite and Chamisul into global brands while also diversifying our businesses including mineral water and whisky business.

We believe that alcoholic beverages are part of our life and culture. Our endeavors to satisfy our customers and shareholders will continue as we lead the creation of new life culture through our products. In addition, we will also be fulfilling our social responsibilities and continuing to contribute to making a better society. It is said that the future belongs to those who believe in their dreams. We promise you the joy and satisfaction with our high quality products and services and look forward to your continued love and support for our challenge towards the future as a global company.

Sincerely,

**Park Moon-deuk**, Chairman of HITE-JINRO GROUP

## HITE-JINRO GROUP's Success Story Continues

- 1924 •Established Jincheon Distilling Company(October. 3): Produced Jinro Soju in Yonggang-gun Pyeongannam-do(now North Korea)
- 1933 •Established the first Korean beer company - Corporate name: CHOSUN BREWERY Co., Ltd.
- 1969 •Park Kyung-bok took an office as the CEO of CHOSUN BREWERY
- 1970 •JINRO ranked No.1 in the soju market, defeating SAMHAK(Rival Company)
- 1973 •JINRO established the Institute of Alcoholic Beverages for the first time in the Korean beverage industry
- 1977 •Jinro Soju made inroads into the Japanese market
- 1984 •JINRO started the operation of Icheon General Alcoholic Beverage Complex
- 1989 •JINRO donated a hospital to Kkottongnae(Flower Village, a community which provides the homeless and abandoned with care and love)in Eumseong-gun Chungcheongbuk-do
- 1991 •Park Moon-deuk took an office as the CEO of CHOSUN BREWERY  
•CHOSUN BREWERY launched a black beer 'Stout'
- 1993 •CHOSUN BREWERY launched a first non thermal-treatment beer 'Hite'  
•JINRO launched an original soju 'Jinro Gold'  
•Established a whisky company 'HISCOT'



● 1920

● 1970

● 1990



- 1996 •HITE recaptured the No. 1 ranking at the beer market
- 1997 •CHOSUN BREWERY finished the construction of Gangwon Plant
- 1998 •CHOSUN BREWERY changed the corporate name to HITE BREWERY  
•JINRO launched a clean soju 'Chamisul'
- 1999 •Yoon Jong-woong took an office as the CEO of HITE
- 2000 •Park Moon-deuk took an office as the Chairman of HITE
- 2001 •JINRO received the 70 million USD Export Tower
- 2002 •HITE accomplished the sale of 10 billion bottles  
•HISCOT launched a high-quality whisky 'Lancelot'  
•JINRO launched an apricot spirits, 'Maehwasu'
- 2003 •HITE celebrated its 70th anniversary of the establishment
- 2004 •JINRO celebrated its 80th anniversary of the establishment  
•JINRO ranked No. 1 for 7 consecutive years in the Japanese soju market
- 2005 •Established HITE-JINRO GROUP  
•JINRO finished the court receivership and Ha Jin-hong took an office as the CEO of JINRO
- 2006 •Established SEOKSU & PURISS, Choi Kwang-june took an office as the CEO  
•JINRO launched a more clear and clean soju 'Chamisul Fresh'  
•HITE launched a 100% malt beer 'Max'  
•HISCOT launched a premium whisky 'Kingdom 21'

History  
of Creation

- 2007
  - Kim Jee-hyun (management and sales) and Ha Jin-hong (production) took an office as the CEO of HITE
  - Yoon Jong-woong took an office as the CEO of JINRO
  - JINRO launched a pure rice 100% high-quality distilled soju, 'Ilpoom Jinro'
  - HITE launched a fiber beer 'S', a draft beer 'Max Draft' and re-launched a premium black beer 'Stout'
  - HITE-JINRO GROUP announced the ethics management
  - Lee Chang-kyu took an office as the Vice Chairman of the Group
  - HISCOT launched Kingdom 12 years/17 years
  - Founded a China branch, 'THE HITE-JINRO GROUP CHINA', Lee Chung-su took an office as the CEO
- 2008
  - HITE became an official sponsor of the Korea Soccer Association
  - JINRO launched a 18.5% soju, 'Jinro J' and 'Jinro Donguibogam Bokbunjajoo' including three oriental herbs
  - Premium soju 'Ilpoom Jinro', 'Maehwasu' and 'Chamisul Fresh' won the Grand Prize, the Silver Prize and the Bronze Prize, respectively, at the Monde Selection



● 2000 ~ '07

# • '08 '09 '10



- 2008
  - Established a holding company system (holding company: HITE HOLDINGS, business company: HITE)
  - SEOKSU & PURISS launched a drinking water brand, 'Aqua Blue', clean deep ground water
- 2009
  - HITE joined '1 Trillion - sales Club'
  - SEOKSU & PURISS launched a premium carbonated water 'Diamant'
  - Founded HITE - JINRO GROUP Baduk Team
  - Won the Grand Prize of Monde Selection - Jinro Donguibogam Bokbunjajoo
  - Ranked 1st in the distilled spirits market share of the world for 8 consecutive years - JINRO
  - Ranked the top in National Customer Satisfaction Index (NCSI) for 11 consecutive years - HITE
  - Re-listed JINRO in stocks
  - Hosted Hite Cup Ladies Professional Golf Championship, the first contest after promoted to a Major Title
  - Launched a 20% Soju 'JinroJu' - targeting Chinese market
  - Renewed its soju product 'Chamisul' - unified brand images
- 2010
  - Introduced Group ERP system
  - Seoksu, Awarded First Brand for consecutive 8 years
  - Launched Jinro Makgeolli and Jinro Tarudashi aged for 10 years in Japan
  - Ilpoom Jinro, Awarded Grand Gold at 2010 Monde Selection



## The Best Company

### No. 1 Company in the Market Committed to Keeping the Highest Quality

HITE-JINRO GROUP, the No.1 alcoholic beverage company in Korea is maintaining its leadership and aiming toward the vision of a global company.

## Customer First

### Customers are our First Priority

HITE-JINRO GROUP is fully aware that the present success has been made possible through our customers' unchanging love. To return the favor, we promise to offer our best products.

## World Renowned Company

### Global Company with Creativity and Trust

HITE-JINRO GROUP intends to become a truly global company. Even at this very moment, we are doing our best to change today's dream into tomorrow's reality.



# Vision of Management



# The First Beer Company in Korea

## The First Beer Company in Korea Established in 1933

HITE is the Korea's first beer company founded in the trading name of CHONSUN BREWERY in 1933. In August 1973, HITE listed its shares on the stock market. In 1999, HITE's net income surpassed the 10 billion KRW(Korean Won) mark for the first time and has rapidly grown since then to exceed 100 billion KRW in 2002.

## HITE-JINRO GROUP Launched in 2005

HITE has achieved a rapid growth amid the fierce competition with foreign alcoholic beverage companies. In 2005, JINRO has become a part of the Group and HITE has transformed into the largest integrated alcoholic beverage company in Korea.

Through creating a synergetic effect with JINRO, HITE is committed to its long-term goal of becoming the best alcoholic beverage company in Asia

## History of Numerous New Records

HITE has created a new history of record-breaking products leading the market. Hite is the first non-thermal-treatment beer in Korea, with a cool & fresh taste. Max is the only 100% malt beer in Korea. Other products include S beer, the first beer that contains fiber in Korea, Stout, the only domestically produced black beer, and Max Draft, the first beer contained in stainless keg in Korea. These are just some of the examples of HITE delivering the products consumers want.



# Legendary No.1 Beer Success Story

## No.1 in Beer Industry in 1996

Through endless researches and effective brand strategies, Hite has become the No.1 beer in Korea three years after the launch. In 1999, HITE's market share passed the 50% mark even amid fierce competition.

## No.1 in NCSI for 10 consecutive years

The company ranked the top in National Customer Satisfaction Index (NCSI) in 2009 for 10 consecutive years. NCSI, developed by the Korea Productivity Center and University of Michigan, and directly evaluated by customers, is the most prestigious award in Korea that measures product competitiveness and customer satisfaction.

## First to Join the 1 Trillion KRW Sales Club in the Industry

HITE is currently the No.1 domestic beer company and its annual revenue has surpassed the 1 trillion KRW mark for the first time in 2008. This great accomplishment was made possible by HITE's superior product quality and globally recognized brand power.

## Enjoy Fresher Beer through 'Fresh 365'

HITE has been launching its campaign 'Fresh 365.' The company is marking the recommendable period for drinking for the first time in the industry, and exchanges the products with new ones for free if the recommendable period expires.



Since 1933





> Beer Representing Korea - Hite

**Cooler and Fresher Taste, Hite!**

Hite is the first non-thermal-treatment beer in Korea. Hite introduced the Brand Keeper System, developed the Hama Can suited for the mouth structure of Koreans, and attached the thermometer mark on its products for the first time in the domestic beverage industry. Through such continuous product development, Hite has achieved customer satisfaction.



> 100% Malt Beer - Max

**Only 100% Malt Beer in Korea!**

The Max offers its abundant, deep flavor harmonized with 100% of rich and pleasant taste of malt, and the fresh scent from the premium cascade hop which is higher than aroma hop in price.

**Delicious Beer!**

New savory and smooth flavors harmonizes perfectly with various foods. Delicious beer, as verified by consumer tests, makes food more delicious.



> Fiber Beer - S

**Cleaner Taste with Fiber!**

S beer, low-calorie premium beer with dietary fiber in Korea, has changed the concept of beer. S beer, containing 0.5g of dietary fiber per 100 ml, has a smooth, clean taste.

**Icon of the Latest Trends!**

The refined label design reflecting the newest trends, emerald colored bottle, the logo in the shape of beautiful body line, and the convenient twist cap all symbolize young and progressive styles.

To the Best in the World





Black Beer - Stout

**Richer Froth!**

What determines the taste of beer is malt! Our new Stout uses high-quality German black malt for a deeper taste and richer froth.

**Meet the Beauty of Black Label!**

The black color symbolizes black beer matched well with the gold colored eagle.



Draft Beer - Hite Saeng

**Aseptic Super-Precision Non-Thermal-Treatment Method!**

Hite Saeng is a draft beer produced by HITE's technology. Aseptic draft beer, produced by the non-thermal-treatment method using Micro-Filtering, has upgraded its freshness and cleanness.



Draft Beer - Max Draft

**A Complete Makeover!**

Max Draft, drawing the consumer's attention as the 3rd generation draft beer, is a product that has completely the taste of draft beer completely. Max Draft is the first Korean draft beer to adopt stainless barrels which substantially improve hygiene while maintaining the fresh taste of draft beer and making transport easier.



# Representative Korean Soju

## JINRO, Established in 1924 Only with Domestic Capital, is Proud of its Growth and Reputation

'JINRO', founded in 1924, is the top company in domestic soju market since 1970. It has kept its position for the last 40 years in a highly competitive market. 'Chamjinisulro', the best soju brand in Korea, was launched in 1998 to further expand its market share. In December 2009, as we launched our renewal products, 'Chamisul Original' and 'Chamisul Fresh', whose liquor qualities were improved and whose brand images were unified into one, we are taking a lead in the market.

## Chamisul Celebrated its 10th Anniversary in 2008 and has sold 14 Billion Bottles

It is because people all over the world have recognized its clear and clean taste of Jinro Soju made from its unique and advanced technology and 85 years of craftsmanship.

## Leap into a Global Company through Successful Re-list in Stocks

JINRO successfully finished its listing in stocks in October 2009, paving the way for its 2nd leap. Upon this opportunity, JINRO will grow as a global alcoholic beverage company by starting overseas businesses.



# Best Spirits in the World

## Distillation Technology of JINRO Proven by International Awards

JINRO has been the top ranker in the international distilled spirits market for 8 consecutive years. It has won the Gold Prize in six categories at the 11th International Spirits Fair, the Gold Prize in eight categories at the 18th Monde Selection, a Grand Prize to Ilpoom Jinro at the 2008 Monde Selection, and a Grand Prize to Jinro Donguibogam Bokbunajoo at the 2009 Monde Selection. All of these awards have proven the international reputation of JINRO's distillation.

## The Term, 'SOJU' Registered in the Merriam-Webster's College Dictionary in 2008

JINRO has gained public favor in the international market. The recording-breaking performance of Chamisul, in particular, has enabled 'SOJU' to be registered in the Merriam-Webster's College Dictionary, the most prestigious dictionary in the US, which officially proves that Korea is indeed the home of soju.

## 1st in National Customer Satisfaction Index for 11 Consecutive Years

JINRO's quality and technology have been proved by prize results. JINRO which has won a number of its hit product prizes from domestic medias achieved the great results as 1st company in NCSI (National Customer Satisfaction Index) research for 11 consecutive years, certified as the best product in soju quality.



Since 1924



"Chamisul, purified through the charcoal activated from bamboo in clean area"

Using the charcoal activated from bamboo, which is excellent in an refining effect (7 times than the existing bamboo forests), this soju has been enforced in its origin taste, making you feel refreshed the following morning after drinking.

**Chamisul Original**

Chamisul Original is representative of a Korean liquor with its original, natural taste and 20.1% in alcohol content.

**Chamisul Fresh**

Chamisul Fresh with 19.5% in alcohol content sold at reasonable price allows you to enjoy its original and clean taste, as well as to feel comfortable especially, when drinking first.



Premium Soju - Ilpoom Jinro

Ilpoom Jinro is the highest grade - one with its alcohol content of 23% which is brewed from 100% of pure rice and the 10 years of an undiluted solution matured in 100% of an charred oak cask - all selected carefully.



18.5% soju - Jinro J

Jinro J is made by the ACF technology that uses the double-refining process of natural bamboo charcoal and diatomaceous earth to effectively remove impurities. In addition, the alcohol percentage is reduced to 18.5% thanks to JINRO's advanced technology, while still maintaining the taste of soju, which creates considerably smoother taste than the existing soju products.



Real Taste of Soju - Jinro Gold

High-precision filtration process makes the taste smooth and clean, and natural sweeteners are used to create its unchanging taste. Since its launch in 1993, Jinro Gold has been nationally popular soju, and with 25% of alcohol, it is still recognized as the legitimate soju today.



Chamisul Damgeumju

Fruit or medicinal fermented spirits. With its reasonable cost and 25-35% alcohol in 1.8, 3.6 and 5  bottles, it is offered in a variety of kinds. The bottle mouth of 3.6  and 5  products is enlarged to maximize the convenience in making the fermented spirits.

One out of Two Korean Drinkers Enjoys Jinro Soju





> Fusion Plum Wine - Maehwasu

Maehwasu is a fusion plum wine made by blending pure plum extracts and pure grape wine. The low temperature refrigeration & filtration method delivers a smooth and clean taste. Its sensuous design and reasonable price has won the heart of young generations and Maehwasu has been the No.1 plum wine in Korea since 2007.



> Jinro Donguibogam Bokbunjajoo

Owing to the patented fermentation technology of Bokbunjajoo, it has the long-term aged fruit scent and excellent taste. Three natural oriental herbs such as sansa, Chinese matrimony vine, and cinnamon are added for the health of drinkers.



> Korean Style - Jinro House Wine

Jinro House Wine, captivating the taste of Koreans for the last 40 years, was relaunched in February 2009. Pure grape wine liquid from Spain gives a cleaner and clearer taste.



> Pack Soju/Pocket Soju

Pack and Pocket (200 ml PET) are products that offer the clean taste of Chamisul, along with easy portability and storage. Those convenient sizes allow you easy carrying them to mountain-climbing, fishing, travel and overseas trips.





## Share with Communities

### ■ Made a Voluntary Agreement with Beer and Soju Manufactures on the Joint Use of Empty Bottles

HITE voluntarily concluded the 'A Voluntary Agreement on the Joint Use of Empty Bottles' in December 2009, under which the manufacturers would formulate beer bottles of 500ml and 640ml for joint use. Previously, JINRO concluded the 'Voluntary Agreement for Joint Use of Empty Soju Bottles' with the other 10 soju manufacturers on March 2010, which aims to manufacture the same formed soju bottles and to use them for the public use. The company is manufacturing its soju bottles in the same type of form through collecting and reusing empty bottles in a systematic way and has been producing standardized soju bottles for joint use since October in the same year.

### ■ Campaign for Making our Nation and our Mountains Clean

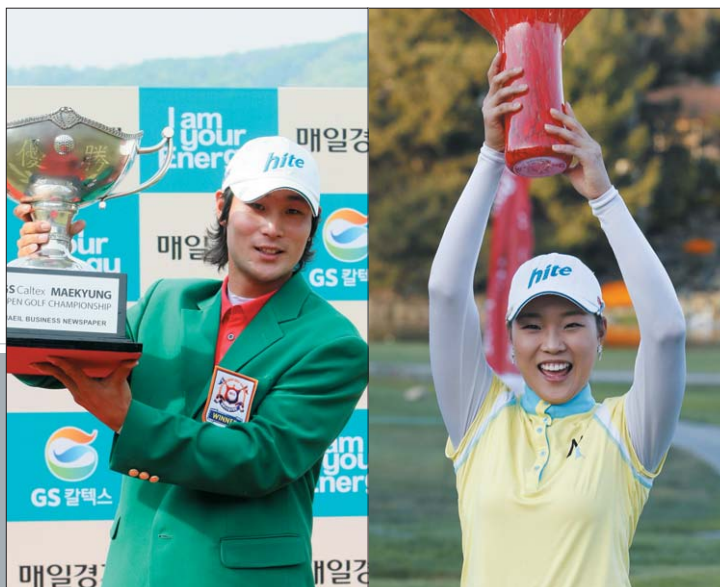
HITE engages in the 'Campaign for Making our Nation and our Mountains Clean' every fall at major mountains located in the metropolitan area, including Namhansan, Inwangsan and Cheonggyesan. In this event, HITE provides trash bags and souvenirs for each of the mountain climbers. In addition, HITE and JINRO took initiative in the Green Milage Campaign by participating in the 'Packaging Materials Reduction Agreement Ceremony' held at Chosun Hotel in December 2008.

### ■ Sports Sponsorship

HITE holds every year Hite Cup Ladies Professional Golf Championship in the form of a major title of KLPGA in Korea's best golf course, Blue Heron Golf Club located in Yeosu, Gyeonggi-do. HITE also manages a women's archery team, a weight lifting team, a baduk team and an online game team that have good records in various domestic and overseas tournaments. In 2008 the company promised to support Korea Football Association by providing 3.2 billion won for 4 years from 2008 to 2012, and its professional baduk players have been participating in Kookmin Bank Korea Baduk League for 2 consecutive years.

### ■ Ski · Snowboard Camp

HITE also actively carries out cultural events for university students. Every winter, HITE offers the 'Ski · Snowboard Camp.' We also provide people with an opportunity to experience the foreign alcoholic beverages culture through HIPAM(Hite Publicity Ambassador).



### ▪ Business Incubation Academy

HITE opened the 'Hite Business Incubation Academy', a specialized business incubation course for preliminary founders and the existing managers of the draft beer bar since 2003. It has been providing them theoretical and practical training for free.

### ▪ Hospital Donation to Kkottongnae

JINRO built and donated Ingok Ja-ae Hospital to Kkottdongnae in Eumseong-gun Chungcheongbuk-do in 1988, and founded and donated 'Nochae Lee Andrea Ja-ae Hospital', a welfare institution for the mentally or physically handicapped who have no place to stay Kkottdongnae in Gapyeong in 1995.

### ▪ Cheonggye Cultural Festival

JINRO opened special stage at Cheonggye Plaza in Seoul in the afternoons of 1st and 3rd Saturdays from 2007 to 2009, and held 'Cheonggye Culture Festival' with Seoul citizen. In addition, in commemoration of launching Chamisul Renewal Products, JINRO held Chamisul Tercet Poem Contest, and selected 15 works as prizewinners on February 2010.

### ▪ Official Sponsor of Baekje Cultural Festival

JINRO was selected as a co-sponsor for '55th Baekje Cultural Festival' on March 2009. JINRO, which provided a total 410 million KRW previously, supported this event with a total 505.3 million KRW for advertising costs, promotion vehicles, liquors, etc.

### ▪ Sharing One Drink of Love Campaign

In March 2009, JINRO held an agreement ceremony for 'Sharing One Drink of Love' campaign with the Community Chest of Korea. A total 500 million KRW raised from the earnings by selling 'Chamisul' has been used to deliver 25,000 packs of rice(10kg) to a low-income group and social welfare organizations through Community Chest Korea(The Fruit of Love).





## Producing Only the Purest Water

SEOKSU & PURISS is a new company founded in 2006 by integrating natural mineral water businesses operated by HITE and JINRO.

'Seoksu', leading the domestic natural mineral water market, is made from the natural rock-bed water located 200m under the ground, at the Sobaeksan, Cheongwon-gun Chungcheongbuk-do. It is one of the 3 major mineral spring areas in the world. 'Puriss' is a healthy and delicious natural mineral water that contains calcium, magnesium and other minerals which is good for your health. In addition, 'Aqua Blue' a premium deep sea water, is a 100% chemical-free clean water, taken from the deep East Sea of 1032m where sunlight does not reach. 'Diamant' is a high-quality premium carbonated water with clean and fresh taste.

'Highland' is 100% of carbonated water from Scotland.

SEOKSU & PURISS are being exported to 18 countries including Japan, and USA.



## Excellent Taste and Quality



HISCOT, a compound word of HITE and Scotland, is an affiliate of the HITE-JINRO GROUP engaging in the sales of imported spirits such as whisky and wine. In September 2002, Lancelot, the blending by the premium Scotch producer of Scotland, EDRINGTON GROUP, was launched. In November 2007, HISCOT released its new product, Kingdom and is growing in its presence in the whisky market to become the top. In particular, its whisky product 'Kingdom' (12, 17 and 21 years) won the Silver Medal at the 2008 IWSC (International Wine & Spirit Competition) for the first time as Korean whisky brand. In addition, the company has been launching the 'Silver Oak,' well-known as "California cult wine" since May 2005, as well as has been importing the wine products produced by the world's top providers in main-wine producing countries. Above all, the company is providing its good quality wines at reasonable prices, which has been proven in a number of prizes including the 'Trophy for the Best Merchandiser' in Korea Wine Challenge, etc.





## BOBAE /HITE ALCOHOL

BOBAE, the representative local company in Jeollabuk-do and specializing in soju making of 54 years of tradition, produces Hite Soju and Bobae PET. And also Chindo Monogatari, Hanryu and Mi-In are produced only for exporting to Japan. HITE ALCOHOL is an alcohol producing company that produces 95% of fermented alcohol.

## HITE INDUSTRY

HITE INDUSTRY focusing on bottle glass manufacturing and label printing is a leader of packing material market. HITE INDUSTRY is proud to have harmonious labor-employer culture and commits to continuous technology development and process improvement. It is known for its highest level of productivity in the industry.

## HITE DEVELOPMENT

Blue Heron Golf Club, managed by HITE DEVELOPMENT, is recognized as one of the most beautiful golf clubs in Korea. It is also famous for its clean image of nature, refined service and harmony among nature, culture and sports. The East Course is in a strategic European atmosphere and The West Course is magnificent and aggressive. The excellent club house doubles the pleasure of playing golf.



## JINRO SOJU

JINRO SOJU located in a clean area the Jinjeon Pyeongam General Industrial Zone, Pyungam-ri, Jinjeon-myeon, Masan city, South Gyeongsang Province was established as a separate corporation to be exclusively in charge of exporting its soju products on August 2007. The products manufactured in JINRO SOJU are currently being exported to 50 countries all over the world, including Japan, America, China, Southeast Asia, Europe, etc.

## Continuous Quality Development

### First to Establish Research Institute in the Industry

JINRO established the Institute of alcoholic beverages in 1973 for the first time in Korea in order to respond to the diversifying and fastidious consumer's taste. The research institute is the brain of JINRO that has researched and developed the representative products such as Chamisul and Jinro J, and it has been the Mecca of the Korean industry of alcoholic beverages.

### Development of High-Tech Analysis Methods

The Central Institute of HITE, since its establishment in 1993, has conducted development of various new products and research on microorganisms and yeast. In particular, the Institute is devoted to improving product quality through the development of high-tech analysis methods, process enhancement and strict quality management. In addition, the Institute is promoting the development of high quality yeast by using biogenetic engineering technology, and is working to set up the Yeast Bank in the future.



## To the Broader World

### 1962, HITE Starts Export of its Products

HITE was the first Korean brewery to export beer in 1962 and currently offers its fresh and clean tasting beer to countries and regions including Japan, Mongolia, China, Iraq, and North America. In Japanese beer market, the company recorded 160% of increased sales in 2009 over the previous year, and especially in Mongolian market, Hite is so popular that 2 out of 10 people drink it.

### 1968, JINRO Exports to Vietnam

Starting with Vietnam in 1968, JINRO now exports soju to over 50 countries worldwide. JINRO is working to develop new localized soju in each market following its success in Japan and in other countries including the US and China in order to expand the market. Since 2001, Jinro Soju has been the world's best-selling distilled spirits in terms of sales volume, far exceeding that of whisky, vodka, rum, and gin.

### 1977, Legendary Success Story of JINRO JAPAN

JINRO started exporting to Japan in 1977 and had become the best-selling diluted soju brand in 1998. JINRO stayed on top for 7 consecutive years until 2004. JINRO has enhanced its brand portfolio by launching 'Jinro Makguli' and 'Jinro Tarudashi Soju.'





## 2007, Establishment of China Subsidiary

In order to secure new growth engines in the global market, HITE - JINRO GROUP is striving to increase the number of exporting countries and expand its overseas distribution channels. For this, the company founded its subsidiary in China after in US and Japan by establishing its Chinese corporation in the last December 2007, and is doing its best to attract Chinese consumers' taste by launching 20% soju 'JinroJu' at the end of 2009.

## Main Export Products per Country

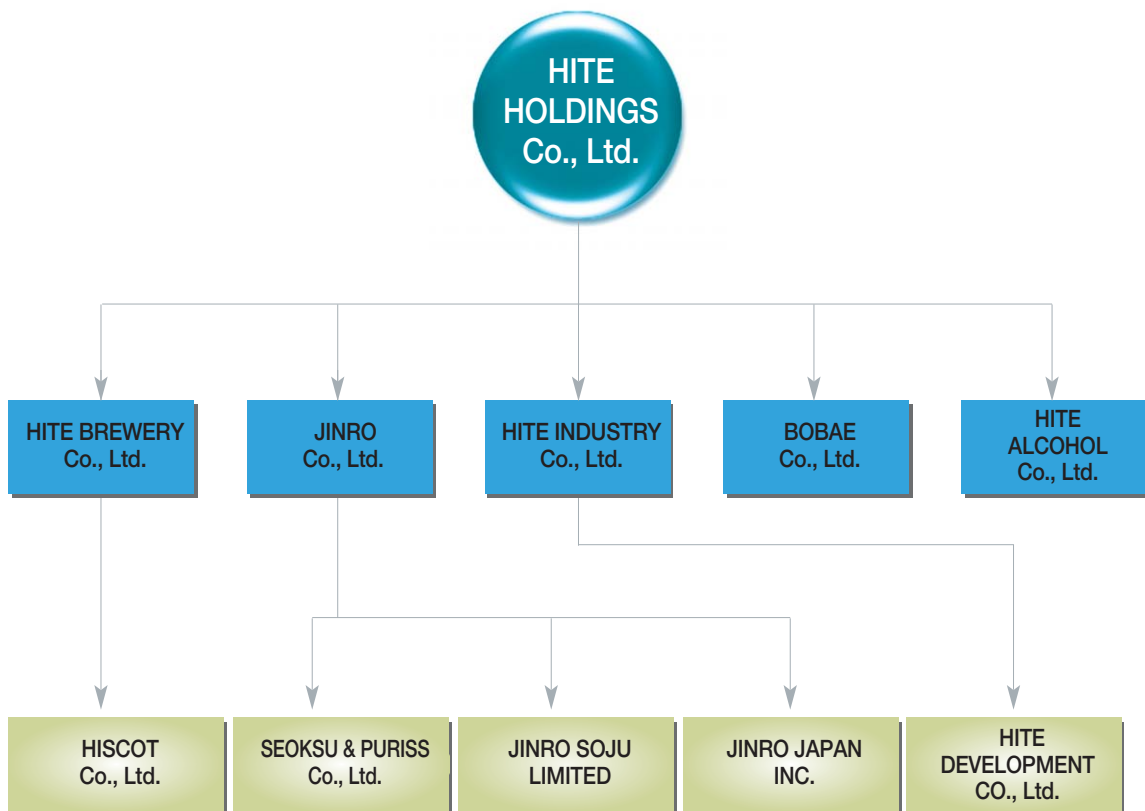
		Product Name	Capacity	Alcoholicity	Remarks
JAPAN	Soju	Jinro	700ml	25%	Bottle
			1800 ml	25%	Pet
			4000 ml	25%	Pet
	Beer	Super Prime	350ml	5%	Can
			Prime Draft	350ml	5%
	Makguli	Jinro	1000 ml	6%	Pet
375ml			6%	Bottle	
CHINA	Soju	Chamisul Fresh	360ml	19.5%	Bottle
		Chamisul	360ml	20.1%	Bottle
	Beer	Hite	330ml	4.5%	Bottle
			355ml	4.5%	Can
USA	Soju	Chamisul	375ml	20.1%	Bottle
		Chamisul Fresh	375ml	19.5%	Bottle
		Jinro	750ml	24.0%	Bottle
	Beer	Hite	1750 ml	24.0%	Pet
			640ml	4.5%	Bottle
MONGOLIA	Beer	Hite	500ml	4.5%	Can





## HITE HOLDINGS

In July 2008, HITE-JINRO GROUP was split up into its holding company HITE HOLDINGS and its concessionaire company, HITE Co., Ltd. Thus, the company will be able to achieve its specialization and dedication to individual business areas including investment and manufacture, and have established its foundation to raise corporate value and to maximize shareholder value by securing management results through independent and specialized -decision making procedures and thereby utilizing management resources.



### HITE-JINRO GROUP Integrated Call Center

HITE-JINRO GROUP is operating an integrated call center to reinforce its customer service. If you have any questions regarding beer and soju products, please feel free to contact us.

Domestic

Head office and branch	Address	Phone	Head office and branch	Address	Phone
•HITE HOLDINGS	9F Hite Building 132-12 Cheongdam-dong Gangnam-gu Seoul	82-2-3219-0177	•JINRO	1445-14 Seocho-dong Seocho-gu Seoul	82-2-520-3114
•HITE	Hite Building 132-12 Cheongdam-dong Gangnam-gu Seoul	82-2-3219-0114	-Institute	San 51 Jungsam-ri Hyeondo-myeon Cheongwon-gun Chungcheongbuk-do	82-43-270-1805
-Central Institute	936 Hahwagye-ri Bukbang-myeon Hongcheon-gun Gangwon-do	82-33-430-8586	-Plant		
-Plant			Icheon	28 Muchon-ri Bubal-eup Icheon-si Gyeonggi-do	82-31-644-0999
Gangwon	936 Hahwagye-ri Bukbang-myeon Hongcheon-gun Gangwon-do	82-33-430-8100	Cheongwon	San 51 Jungsam-ri Hyeondo-myeon Cheongwon-gun Chungcheongbuk-do	82-43-270-1601
Jeonju	1256 Sinji-ri Yongjin-myeon Wanju-gun Jeollabuk-do	82-63-240-6111	-Branch		
Masan	666-1 Guam-dong Masan-si Gyeongsangnam-do	82-55-250-8100	Super	6F 1445-14 Seocho-dong Seocho-gu Seoul	82-2-520-3501
-Branch			Distribution	6F 1445-14 Seocho-dong Seocho-gu Seoul	82-2-520-3654
West Seoul	250-1 Wonhyoro3-ga Yongsan-gu Seoul	82-2-3279-0114	Special	13F 1445-14 Seocho-dong Seocho-gu Seoul	82-2-520-3701
South Seoul	2F Hite Building 562-3 Deungchon2-dong Gangseo-gu Seoul	82-2-3219-8585	East Seoul	3F 1426-1 Seocho-dong Seocho-gu Seoul	82-2-525-9811
East Seoul	4F 1426-1 Seocho-dong Seocho-gu Seoul	82-2-3015-0114	West Seoul	3F Hite Building 250-1 Wonhyoro3-ga Yongsan-gu Seoul	82-2-719-8211
Central	5F 1426-1 Seocho-dong Seocho-gu Seoul	82-2-3014-5111	South Seoul	2F Hite Building 562-3 Deungchon2-dong Gangseo-gu Seoul	82-2-2652-8011
North Seoul	2F 114-7 Sinseol-dong Dongdaemun-gu Seoul	82-2-2230-0114	North Seoul	4F Hite Building 114-7 Sinseol-dong Dongdaemun-gu Seoul	82-2-2252-6111
KAM - on premises	6F 1426-1 Seocho-dong Seocho-gu Seoul	82-2-3475-0114	Special Sales Gangnam	2F 1426-1 Seocho-dong Seocho-gu Seoul	82-2-3473-6111
	3F 114-7 Sinseol-dong Dongdaemun-gu Seoul	82-2-2230-0130	Special Sales Gangbuk	5F 508 Dongbo Building 1256 Sungin-dong Jongno-gu Seoul	82-2-2236-5111
KAM - off premises	13F 1445-14 Seocho-dong Seocho-gu Seoul	82-2-3415-6200	Suwon	3F 111 Maetan 2-dong Yeongtong-gu Suwon-si Gyeonggi-do	82-31-261-8911
	5F 114-7 Sinseol-dong Dongdaemun-gu Seoul	82-2-2230-0161	Anyang	2F 688-1 Bakdal-dong Manan-gu Anyang-si Gyeonggi-do	82-31-464-7111
Super	13F 1445-14 Seocho-dong Seocho-gu Seoul	82-2-3415-6200	Seongnam	2F 853 Dongcheon-dong Suji-gu Yongin-si Gyeonggi-do	82-31-261-3111
Distribution	6F 1445-14 Seocho-dong Seocho-gu Seoul	82-2-2230-0200	Uijeongbu	2F C.R.C Building 501-1 Uijeongbu-dong Uijeongbu-si Gyeonggi-do	82-31-837-8111
Special	6F 1445-14 Seocho-dong Seocho-gu Seoul	82-2-2230-0200	Incheon	1F Construction Hall 1092-55 Guwol-dong Namdong-gu Incheon	82-32-431-8111
Suwon	3F 111-1 Maetan 2-dong Yeongtong-gu Suwon-si Gyeonggi-do	82-31-236-5111	Daejeon	290-14 Daehwa-dong Daedeok-gu Daejeon	82-42-627-9111
Seongnam	853 Dongcheon-dong Suji-gu Yongin-si Gyeonggi-do	82-31-262-7110	Cheonan	687-1 Sandong-ri Umbong-myeon Asan-si Chungcheongnam-do	82-41-532-4511
Incheon	173-105 Gajwa-dong Seo-gu Incheon	82-32-574-5111	Cheongju	893 Yullyang-dong Sangdang-gu Cheongju-si Chungcheongbuk-do	82-43-239-8111
Uijeongbu	3F C.R.C Building 501-1 Uijeongbu-dong Uijeongbu-si Gyeonggi-do	82-31-820-5100	Wonju	2F 1302-1 Taejang-dong Wonju-si Gangwon-do	82-33-735-0111
Anyang	688-1 Bakdal-dong Manan-gu Anyang-si Gyeonggi-do	82-31-449-6111	Gangneung	529 Yeochan-ri Gujeong-myeon Gangneung-si Gangwon-do	82-33-643-8111
Wonju	1302-1 Taejang-dong Wonju-si Gangwon-do	82-33-734-5111	Chuncheon	62-1 Sanong-dong Chuncheon-si Gangwon-do	82-33-256-8211
Gangneung	529 Yeochan-ri Gujeong-myeon Gangneung-si Gangwon-do	82-33-652-5111	Gwangju	270-83 Oseon-dong Gwangsan-gu Gwangju	82-62-956-8011
Chuncheon	62-1 Sanong-dong Chuncheon-si Gangwon-do	82-33-241-4301-4	Jeonju	344-1 Palbokdong2-ga Deokjin-gu Jeonju-si Jeollabuk-do	82-63-214-8211
Daejeon	290-14 Daehwa-dong Daedeok-gu Daejeon	82-42-672-5111	Jeju	270 Ido2-dong Jeju-si Jeju-do	82-64-759-8411
Cheonan	687-1 Sandong-ri Umbong-myeon Asan-si Chungcheongnam-do	82-41-546-4111	Daegu	44-15 Ihyeon-dong Seo-gu Daegu	82-53-742-4111
Cheongju	893 Yullyang-dong Sangdang-gu Cheongju-si Chungcheongbuk-do	82-43-212-5111	Pohang	3F 91-5 Ocheon-ri Yeonil-eup Nam-gu Pohang-si Gyeongsangbuk-do	82-54-285-3111
Gwangju	270-83 Oseon-dong Gwangsan-gu Gwangju	82-62-962-9900	Busan	5F Hite Building 582-7 Yeonsan-dong Yeonje-gu Busan	82-51-853-8211
Suncheon	749-30 Jibon-ri Seo-myeon Suncheon-si Jeollanam-do	82-61-754-5111	Changwon	8-41 Palyong-dong Changwon-si Gyeongsangnam-do	82-55-276-5111
Mokpo	601-4 Nabul-ri Samho-eup Yeongam-gun Jeollanam-do	82-61-462-5111	•SEOKSU & PURISS	7F 1445-14 Seocho-dong Seocho-gu Seoul	82-2-3488-3000
Jeonju	344-1 Palbokdong2-ga Deokjin-gu Jeonju-si Jeollabuk-do	82-63-212-5112	Cheongwon Plant	149-2 Naeam-ri Gadeok-myeon Cheongwon-gun Chungcheongbuk-do	82-43-298-6890
Daegu	44-15 Ihyeon-dong Seo-gu Daegu	82-53-562-5111	Cheonan Plant	637-1 Deokjeon-ri Mokcheon-eup Cheonan-si Chungcheongnam-do	82-41-569-9093-5
Pohang	91-5 Ocheon-ri Yeonil-eup Nam-gu Pohang-si Gyeongsangbuk-do	82-54-286-6111	•HISCOT	14F 1445-14 Seocho-dong Seocho-gu Seoul	82-2-3443-3411
Gumi	341 Hanggok-ri Goa-eup Gumi-si Gyeongsangbuk-do	82-54-457-3111-5	•HITE INDUSTRY	669-6 Seonggok-dong Danwon-gu Ansan-si Gyeonggi-do	82-31-499-6051
Andong	1037-1 Ok-dong Andong-si Gyeongsangbuk-do	82-54-858-7111	Jinju Plant	55-48 Sangpyeong-dong Jinju-si Gyeongsangnam-do	82-55-752-0701
North Busan	4F 582-7 Yeonsan1-dong Yeonje-gu Busan	82-51-864-7111	•BOBAE	126-7 Ma-dong Iksan-si Jeollabuk-do	82-63-840-3800
South Busan	3F 1168-1 Choryang3-dong Dong-gu Busan	82-51-441-3611	•HITE ALCOHOL	123 Ma-dong Iksan-si Jeollabuk-do	82-63-840-0800
Ulsan	705 Hyomun-dong Buk-gu Ulsan	82-52-289-9600	•HITE DEVELOPMENT	11-1 Sanggu-ri Daesin-myeon Yeosu-gun Gyeonggi-do	82-31-880-0700
Changwon	24-23 Palyong-dong Changwon-si Gyeongsangnam-do	82-55-299-8801	•JINRO SOJU	1352 Pyeongam-ri Jinjeon-myeon Masan-si Gyeongsangnam-do	82-55-249-3111
Jinju	55-33 Sangpyeong-dong Jinju-si Gyeongsangnam-do	82-55-756-1191-4			
Jeju	270 Ido2-dong Jeju-si Jeju-do	82-64-727-5611			

Overseas

Overseas Corporation	Address	Phone	Fax
THE HITE - JINRO GROUP CHINA	100101 UNIT A-1510 TYG CENTER 2C CENTER 2C EAST 3RD RING NORTHRoad, CHAOYANG DISTRICT, BEIJING, CHINA	86-10-8441-7567	86-10-8441-7569
JINRO JAPAN Inc.(JJJ)	105-0011 SUMITOMO FUDOUSAN, SHINBKOEN TOWER 12F, 2-11-1 SHINBAKOEN MINATO-KU TOKYO, JAPAN	81-3-5403-9567	81-3-5403-9568
JINRO AMERICA Inc.(JAI)	90010 3470 WILSHIRE BLVD. #1024, LOS ANGELES, CA 90010,USA	1-213-637-1500	1-213-637-1501
JINRO RUS Food Company. Ltd	15280 RUSSIA, 115280, MOSCOW LENINSKAYA SLOBODA ST.17	7-495-675-4392	7-495-675-1603

● HITE HOLDINGS Co., Ltd.

Statement of financial position(Unit : In Millions of Korean Won)

	The 95th(2009.12.31)	The 94th(2008.12.31)
Current Assets	5,937	1,848
Non Current Assets	1,711,252	1,062,508
<b>Total Assets</b>	<b>1,717,189</b>	<b>1,064,356</b>
Current Liabilities	568,230	180,346
Non Current Liabilities	253,258	188,136
<b>Total Liabilities</b>	<b>821,488</b>	<b>368,482</b>
Capital Stock	118,388	61,494
Capital Surplus	861,457	514,449
Capital Adjustments	-639,988	-627,387
Accumulated Other Comprehensive Income	175,808	3,976
Retained Earnings	380,036	743,341
<b>Total Stockholders' Equity</b>	<b>895,701</b>	<b>695,874</b>
<b>Total Liabilities and Stockholders' Equity</b>	<b>1,717,189</b>	<b>1,064,356</b>

Statement of Income(Unit : In Millions of Korean Won)

	The 95th(2008.1.1~2008. 12.31)	The 94th(2008.1.1~2008. 12.31)
Operating Revenues	52,587	44,201
Operating Costs	2,822	3,161
Operating Income	49,765	41,040
Other Income	1,096	2,857
Other Expenses	29,049	18,615
Income Before Income Taxes From Continuing Operations	21,812	25,283
Income Tax Expense	-174	-11,064
Income From Continuing Operations	21,986	36,346
Income From a Discontinuing Operation, Net of Tax	-	69,063
<b>Net Income</b>	<b>21,986</b>	<b>105,409</b>

● ● HITE BREWERY Co., Ltd.

Statement of financial position(Unit : In Millions of Korean Won)

	The 2nd(2009.12.31)	The 1st(2008.12.31)
Current Assets	525,404	490,910
Non Current Assets	1,741,726	1,379,446
<b>Total Assets</b>	<b>2,267,130</b>	<b>1,870,356</b>
Current Liabilities	1,102,772	872,549
Non Current Liabilities	322,849	380,289
<b>Total Liabilities</b>	<b>1,425,621</b>	<b>1,252,838</b>
Capital Stock	49,684	48,711
Capital Surplus	516,747	516,751
Capital Adjustments	-1,072	-806
Accumulated Other Comprehensive Income	149,406	14
Retained Earnings	126,744	52,848
<b>Total Stockholders' Equity</b>	<b>841,509</b>	<b>617,518</b>
<b>Total Liabilities and Stockholders' Equity</b>	<b>2,267,130</b>	<b>1,870,356</b>

## Statement of Income(Unit : In Millions of Korean Won)

	The 2nd(2009.1.1~2009. 12.31)	The 1st(2008.7.1~2008. 12.31)
Sales	1,017,528	537,383
Cost of Sales	499,681	262,481
Gross Profit	517,847	274,902
Selling and Administrative Expenses	335,327	174,338
Operating Income	182,520	100,564
Other Income	40,610	20,088
Other Expenses	95,368	41,834
Income Before Income Taxes	127,762	78,818
Provision for Income Taxes	28,530	25,970
<b>Net Income</b>	<b>99,232</b>	<b>52,848</b>

## ● ● ● JINRO Co., Ltd.

## Statement of financial position(Unit : In Millions of Korean Won)

	The 58th(2009.12.31)	The 57th(2008.12.31)
Current Assets	256,196	357,416
Non Current Assets	1,146,273	961,803
<b>Total Assets</b>	<b>1,402,469</b>	<b>1,319,219</b>
Current Liabilities	568,091	665,502
Non Current Liabilities	88,324	178,933
<b>Total Liabilities</b>	<b>656,415</b>	<b>844,435</b>
Capital Stock	215,000	215,000
Capital Surplus	619	619
Capital Adjustments	-45,979	-15
Accumulated Other Comprehensive Income	213,996	18,129
Retained Earnings	362,418	241,051
<b>Total Stockholders' Equity</b>	<b>746,054</b>	<b>474,784</b>
<b>Total Liabilities and Stockholders' Equity</b>	<b>1,402,469</b>	<b>1,319,219</b>

## Statement of Income(Unit : In Millions of Korean Won)

	The 58th(2009.1.1~2009.12.31)	The 57th(2008.1.1~2008.12.31)
Sales	681,861	735,259
Cost of Sales	381,870	408,710
Gross Profit	299,991	326,549
Selling and Administrative Expenses	185,824	181,721
Operating Income	114,167	144,828
Other Income	86,721	72,825
Other Expenses	59,239	68,848
Income Before Income Taxes	141,649	148,805
Provision for Income Taxes	20,282	-5,998
<b>Net Income</b>	<b>121,367</b>	<b>154,803</b>