

Healthy Life

# SAMAH INTERNATIONAL

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2022 Company Introduction

<http://www.samah.co.kr> (Since 1984)

# 01. About us



Since its establishment in 1984, SAMAH has always provided consumers with healthy food. Being long partners with Korea's best confectionery companies 'ORION', 'DONGSUH OREO', 'ILDONG FOODIS', 'E-MART' SAMAH is a familiar company that has been providing Wafer to consumers.

We, SAMAH International, are always trying our best to provide the best products from our customers. We supply wafer, waffles, healthy bars and biscuits to E-Mart, Homeplus, Lotte Mart, CVS and eco-friendly distribution. By doing so, we are striving to be with consumers.

We deliver private brand products. We, SAMAH, have been engaged in pioneering the confectionery market of eco-friendly category. The OEM products produced by SAMAH are found unfailingly in the stores of the eco-friendly distribution companies in Korea.

Such experience enabled us to build up partnership with companies producing strictly selected eco-friendly raw materials(especially, organic) and we became to have a standard know-how on quality control in the distribution and production process of the eco-friendly raw materials.

We promise that we will continue to do our best making by thinking of our customers like our family.

## 02. Corporate overview



- ▶ Representative : LEE Kyun-Hee, LEE Jae-Hak
- ▶ Business Type : Food manufacture, Trade
- ▶ Product : Wafers, Waffle, Healthy Bar, Biscuit
- ▶ Established year : 1984
- ▶ number of employees : about 130 people
- ▶ Address : 48, Seobunam-ro 790beon-gil, Sinchang-myeon, Asan-si, Chungcheongnam-do, Republic of Korea



# 03. SAMAH History

1984 Established 'Samah Trade'

1987 Change of company name 'SAMAH INTERNATIONAL Ltd.'

1991 Asan factory completed

/ Confectionery manufacturing Orion wafers OEM production

1996 Development of own brand Kkomawafers

/ Establishment of Sama Asia Co., Ltd. (trade)

1999 Selected as a promising export SME by SME Corporation

2001 Acquisition of ISO9001 quality management system

/ Official approval of lab attached to a company by Korea Technology Association

2002 Awarded 5 Million Dollar Export Tower on Trade Day

2005 Established QKC Co., Ltd. (trade)

/ Production of hard waffles at the 1st factory

2006 'Mirae Chip Garlic Snack' Korean Agricultural Special Product Idea Award

2007 Developed diet bar for weight control formula

/ Applied for patent on manufacturing method of garlic fluent snack

2011 HACCP designation (confectionery/chocolate processed products)

2014 Technology innovation type small business certification (Innobiz)

2015 Established SAM'S brand (NB)

/ Selected as a promising SME business in Chungcheongnam-do

/ Designated as HACCP (Other processed products)

2016 Awarded the 10 Million Dollar Export Tower on Trade Day

/ Certified Organic Processed Food

2018 Selected as an excellent company for job creation in Chungcheongnam-do

2019 Selected as a global small giant

2020 Acquired GMP manufacturing facility certification (formulation: bar)

/Global Food Safety System (FSSC 22000) certification

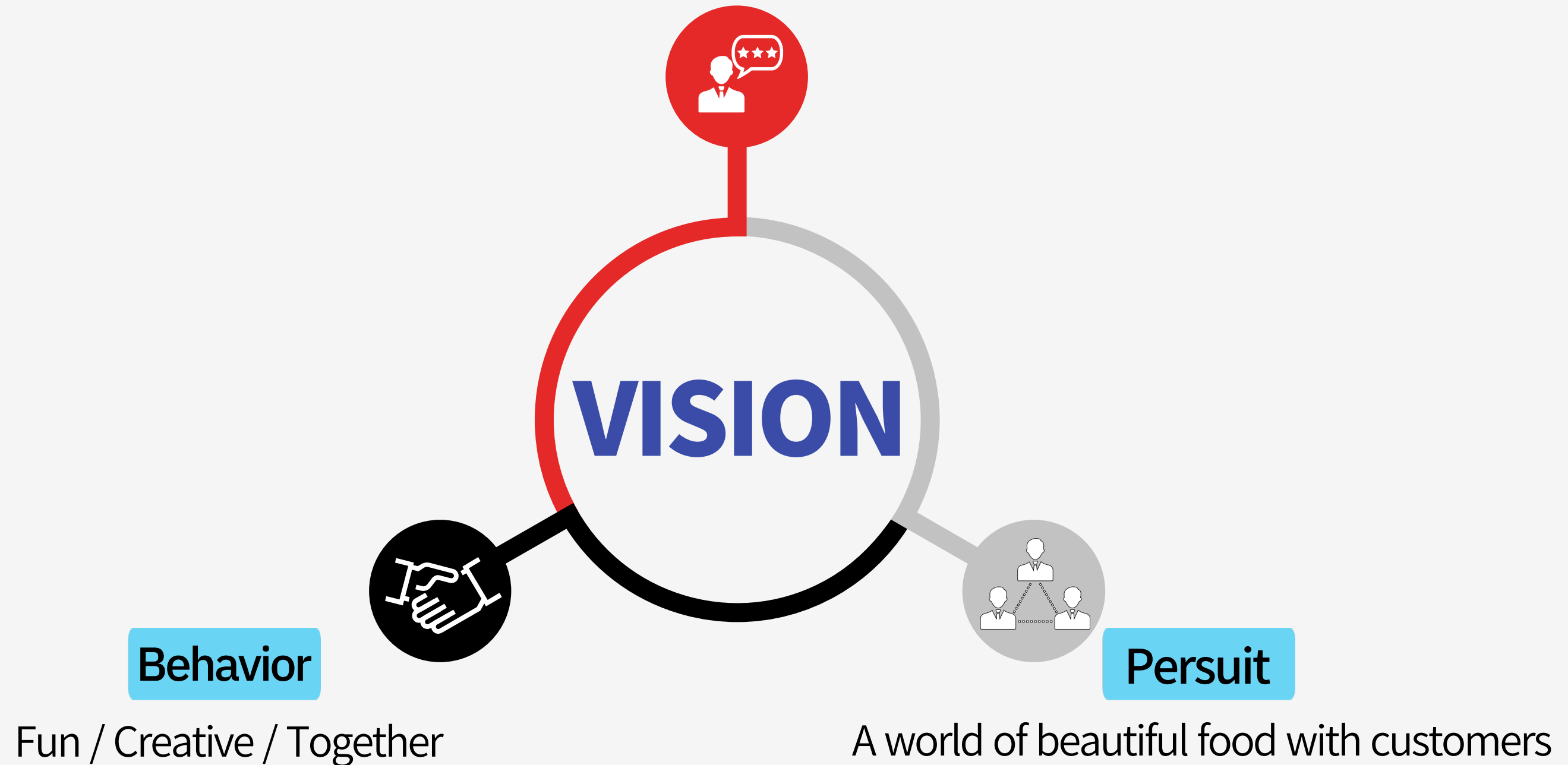
2021 Selected as an excellent company for job creation in Chungcheongnam-do



# 04. SAMAH Vision

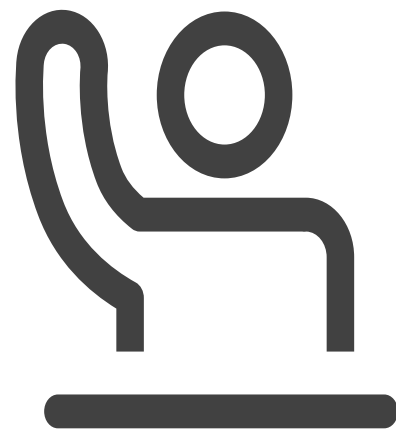
**Management**

Brand-oriented management / Customer-centered management



# 05. SAMAH People

## People with Samah



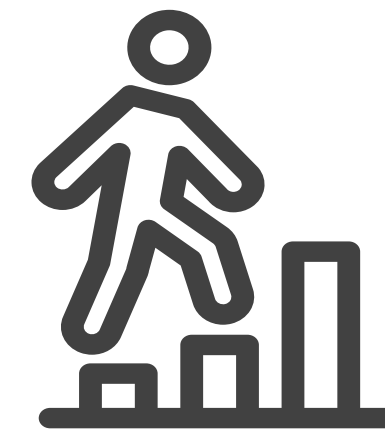
### Initiative

By taking the initiative first  
The organization provides services  
for customer satisfaction Talent  
who can lead so that we can  
work together



### Executive

Do my best in everything  
by putting it into action immediately  
to create better performance  
People who work hard

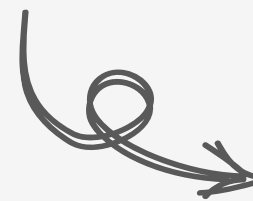


### Challenge

In a changing international society  
actively accept these changes,  
To advance to the upgraded Samah  
Talent who takes on a positive challenge

## 06. SAMAH Food Research Institute

- In 2016, it was officially approved as a food research institute by the Korea Industrial Technology Association. Together with several domestic companies, we are striving to develop market-competitive new products such as wafers/waffles/serial bars and complex products.
- We are also striving to develop our own new brand, which can play a leading role in the future.



SAM'S NATURE



ORGANIC Wafers  
(SAM'S NATURE Wafers)

SAM'S KIDS

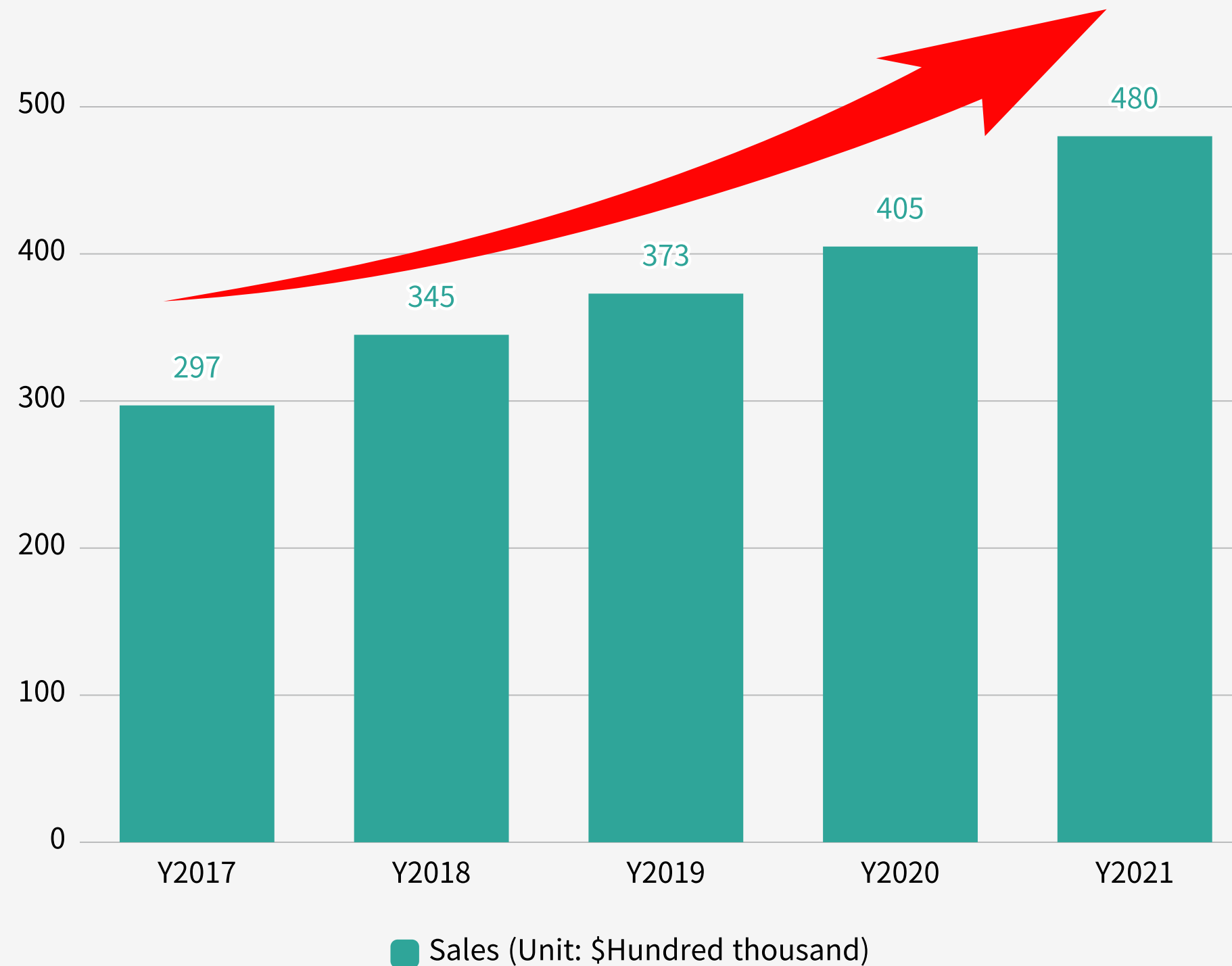


Gluten-free Wafers  
(SAM'S KIDS Wafers)

# 07. Growing up SAMAH

**In 2016, Won the \$10 Million Export Tower on Trade Day.**

**In 2020, We achieved 40 billion won in sales and established ourselves as a SME in Korea.**





# 08. Sales presentation

## Wafers

- Use of pesticide-free, organic ingredients
- Use of natural fragrances (such as vanilla extract)
- Nutritional supplementation (calcium, etc.)

## OEM Products



E-Mart



Lotte-Mart



iCOOP Jayeon-Dream



Olga Whole Food



Orion



Chorok Maeul



OSULLOC



Woori-Mil



Il-dong Foodies



NH Hanaro Mart



Dongsuh



Ediya Coffee

## NB Products



KKOMA Wafers



ORGANIC Wafers  
(SAM'S NATURE Wafers)



Gluten-free Wafers  
(SAM'S KIDS Wafers)

# 08. Sales presentation

## Waffle

- European style Soft waffle
- Use of pesticide-free, organic ingredients
- Use of domestic raw materials (grains, etc.)

### OEM Products



E-Mart



Lotte Confectionery



Il-dong Foodies



CJ Freshway



iCOOP Jayeon-Dream



Han-Sal-Lim



Woori-Mil



Chorok Maeul



Olga Whole Food

### NB Products



Butter-Waffle



Choco-Waffle

### EXPORT products



(Japan) Glico  
(Choco-Waffle)



(Japan) Haitai  
(Choco-Waffle)



(Japan) Don Quijote  
(Choco-Waffle)

# 08. Sales presentation

## Bar

- Cereal or Protein (high protein bar, etc.)
- Fortified nutrition (contains cereal, dried fruit, vitamins, and dietary fiber)

## OEM Products



Homeplus



Kakao Commerce



Egnis



Dongsuh Post



Progainer



Coupang GomGom

## NB Products



Sports Energy bar



Sports Balance bar

# 08. Sales presentation

## Biscuit

- Savory nutritious snack for the whole family
- Chocolate stick cookies, Whole Wheat Cracker, Savory stick biscuits

### OEM Products



E-Mart



NH Hanaro Mart



Kakao Commerce

### NB Products

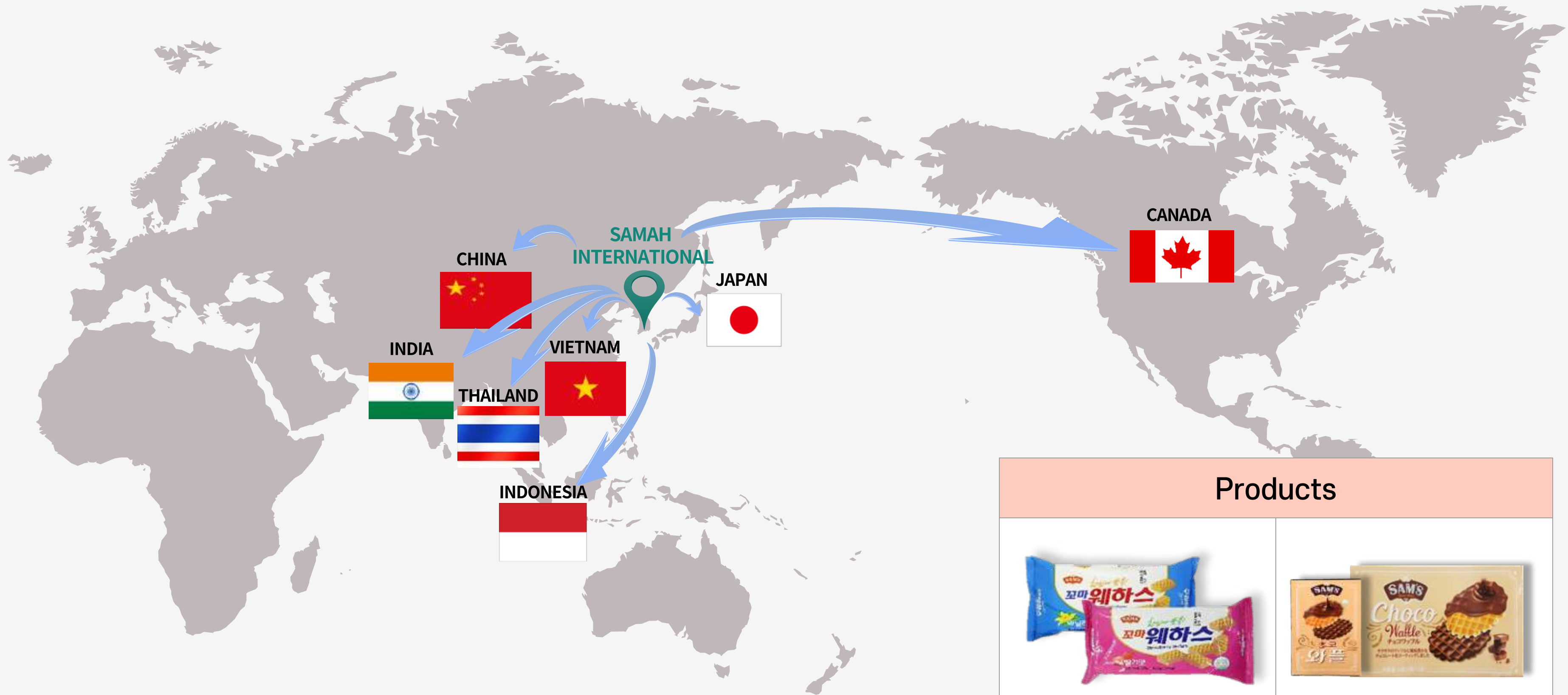




ORGANIC Cracker  
(Whole-Wheat Cracker Pure Original, Green)



Savory stick biscuits  
(Sesame, Cheese, 5-grain favors)

# 09. Global SAMAH



Products	
	
KKOMA Wafers	Choco-waffle

**THANK YOU**

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