

ORION

2024



Aiming to Become a Global Food & Bio Company!

Since Orion was founded in 1956, it has led the Korean confectionery industry by launching numerous hit products for 68 years under the founding spirit of its motto “When making food for people, it must come from the heart.”

Based on the growth foundation we have successfully established at home and abroad, Orion has strong cash generating capabilities, through which it has prepared for investments for future growth engines.

As Orion becomes able to build core axis of the bio business along with the food business through the acquisition of LigaChem Bio, a medicinal chemistry based new drug research and development company in 2024, it completed the formation of business portfolio for the Group’s sustainable growth in the longer term perspective.

Orion will become a global food and bio company, engaging in food and bio businesses, its two key business areas.

Furthermore, Orion will continue its ethical management-based ESG activities, which is the core management policy of the Group.



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Message to the Customers

Dear Customers and Shareholders

Last year, despite difficult business environments such as sluggish domestic demand in China and Vietnam, continuous rise in raw material costs, and falling exchange rates of the Russian ruble and Chinese yuan, Orion recorded revenue of USD 2,231.0 million, operating profit of USD 377.2 million, and profit before tax of USD 398.3 million on a consolidated basis. We achieved record highs in both sales and profits. In particular, the Korean business continuously recorded double-digit sales growth rate for two consecutive years, exceeding USD 766.0 million in sales for the first time, recording an operating profit ratio of 16%, unrivaled results rarely seen in the Korean food industry.

With the expectation that the global economic recession and inflation will continue and conflicts between countries will intensify this year, uncertainty in the business environment is further increasing. Meanwhile, we will continue our healthy growth by further strengthening our product and sales capabilities and investing more in facilities to expand production and new business category. At the same time, we are committed to step by step preparing the foundation for future growth.

In Korea, we will begin construction of a logistics center and production plant in Jincheon, North Chungcheong Province, building a foundation for supply expansion and continuing double-digit growth following the previous year with differentiated product capabilities and aggressive sales strategies.

In China and Vietnam, where domestic demand is sluggish, Orion will deploy a flexible sales strategy considering market changes and secure a solid competitive advantage in quality and price, striving to widen the gap with competitors.

In celebration of 50th anniversary of Choco Pie, Orion China plans to increase its product weight to provide more value to consumers and increase its market share by focusing on expanding sales of bulk products and sales activities in high-growth channels such as snack bar and warehouse-type stores. Orion will also further enhance its sales competitiveness by settling down the indirect sales system that we have started the previous year.

Orion Vietnam plans to expand its market dominance of its existing high-sales items and further solidify its position as the No. 1 local food company by increasing the volume of Choco

Pie and Custas, the No. 1 brands in the local market. We will also invest USD 76.6 million to complete the expansion of the Hanoi factory and construction of a new production plant by the end of 2024, and secure a land for a new plant in Ho Chi Minh City to expand the foundation for sustainable future growth.

Orion Russia expects to see a significant increase in sales of Fresh Pies and Jelly this year as the new production lines for pies and gummies, which were newly constructed at Tver plant last year, start full operation. In line with such increase in production, we plan to further expand the number of dealers and customers and add fresh fuel to the development of new products.

Orion India, marking its third anniversary, plans to focus on sales in northern and eastern India based on the Choco Pie and snack production line extended last year to develop those areas as new growth markets for the confectionery business.

Showbox has written a new history in box office with its new film ‘Exhume’ surpassing 10 million cumulative admissions. ‘A Killer Paradox’ also demonstrated its potential by rising to the first place on Netflix’s weekly chart for non-English TV series, demonstrating Showbox’s potential in the field of drama production. This year, we will continue to strive to develop various contents, including drama production as well as film production, to further expand our presence as a content creation company.

Along with changes in social structure such as low birth rate and aging population, interest in human life extension and health is increasing day by day. In line with this global trend, Orion has selected the bio business as its future growth engine, and is now faithfully carrying out the bio business in three areas, tuberculosis vaccines, colon cancer diagnostic kits, and dental disease treatments.

In addition, in order to secure new growth engines, Orion acquired LigaChem Bio, which has world-class anti-cancer treatment development technology, in March 2024. LigaChem Bio is a company that develops new ADC (antibody drugs conjugate), the next generation anti-cancer treatment, and is evaluated as having the highest level of technology in the world. Orion is confident that going forward, LigaChem Bio will form a pillar of the Group’s sustainable growth and greatly contribute to increasing Orion’s corporate value.

Corporate History

Marking its 68th anniversary, Orion has transformed into a global food and bio company beyond just the confectionery industry, and it is expanding its business areas in 2024 to advance yet further in the global market.

1956~1973

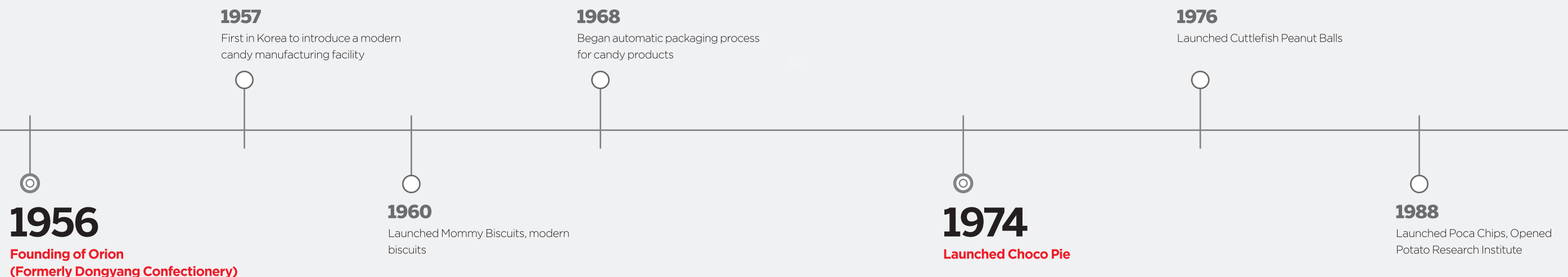
A National Confectionery Business Takes Root

- 1956 Founding of Orion (Formerly Dongyang Confectionery)
- 1957 First in Korea to introduce a modern candy manufacturing facility
Released King Drops
- 1958 Rolled out automatic molding machines for soft biscuits
- 1960 Launched Mommy Biscuits, modern biscuits
- 1962 Launched Fruits Drops with natural fruit flavors, Chewnut Candy, a chewing soft candy, Happy Biscuits, and Orion Crackers
- 1968 Began automatic packaging process for candy products
Dominated the domestic market after producing flat chocolates (e.g. No.1 Chocolate, Nimege Chocolate)

1974~1992

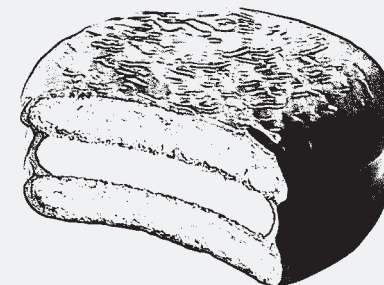
Advent of Korea's National Snacks Including Choco Pie & Poca Chips

- 1974 Launched Choco Pie, the all-time hit product in company history
- 1975 IPO - 1,660,000 shares issued
- 1976 Launched Cuttlefish Peanut Balls
Started exporting gums.
- 1977 First in Korea to begin automatic packaging of biscuits
- 1983 Launched Diget
- 1988 Launched Poca Chips, Opened Potato Research Institute
- 1989 Launched commercial series of Choco Pie brand
Launched Flavono the first functional gum to alleviate bad breath



Orion: Differentiated from the Beginning

Orion was founded in 1956 when the company's founder and chairman, Mr. Lee Yang-gu, acquired Pungkook Confectionery. Since then, the company has led the country's confectionery market with such popular products as caramels and candies. It also pioneered many of South Korea's manufacturing facilities for confectioneries, and developed a wide range of new, exciting, and innovative products.



Choco Pie

In 1974, Orion developed and introduced 'Choco Pie' to the market independently and started to rewrite its history in the confectionery industry with its unique product. Sales of Choco Pie have grown by more than 100% each year since its first release and played a major role in establishing the foundation for the development of Orion today. Orion Choco Pie has solidified its position as a representative product of Korea by continuously launching new products in line with the culture and trends of each country, including Korea, China, Vietnam, and Russia, based on its unrivaled manufacturing know-how and global business capabilities accumulated over 50 years. As of the end of 2023, cumulative global revenue of Choco Pie exceeded USD 5,362.3 million, and sales volume exceeded 46 billion packs, which is enough to circle the Earth 130 times.

1993~2015

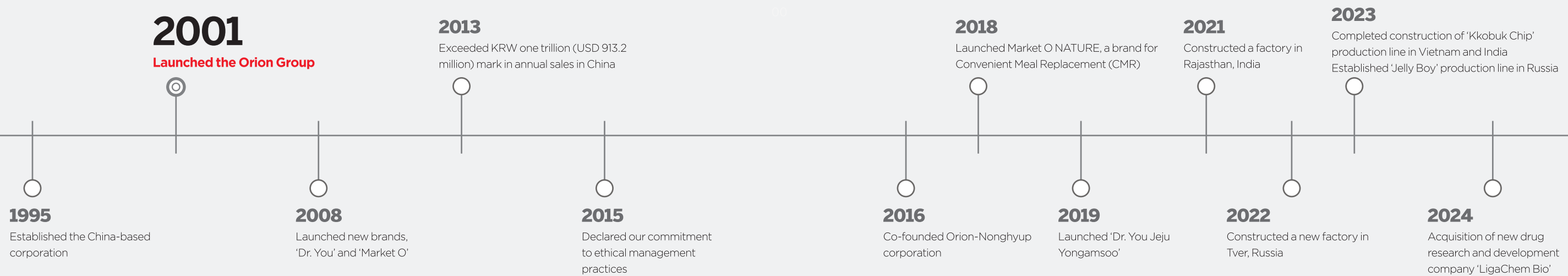
Full Scale Expansion into the Global Market

- 1993 Opened the Beijing office in China; Choco Pie begins exports to Russia.
- 1995 **Established the China-based corporation**
Won the Export Tower Award worth USD 10 million.
- 1997 Constructed the first factory in Langfang, China
- 2001 **Launched the Orion Group**
- 2002 Constructed a factory in Shanghai, China
- 2003 Changed the company name to Orion Corporation
Established the Russian corporation
- 2005 Established the Vietnamese corporation
- 2006 Constructed the second factory in Langfang, China
Constructed a factory in My Phuoc, Vietnam
Constructed a factory in Tver, Russia
- 2008 **Launched new brands, 'Dr. You' and 'Market O'**
Constructed a factory in Novo, Russia
- 2009 Constructed a factory in Yen Phong, Vietnam
Became the first confectionery company with all its factories HACCP-certified
- 2010 Constructed a factory in Guangzhou, China
- 2013 **Exceeded KRW one trillion (USD 913.2 million) mark in annual sales in China**
- 2014 Became the first confectionery company to introduce eco-friendly packaging
Constructed a factory in Xianyang, China.
- 2015 **Declared our commitment to ethical management practices**
Exceeded KRW one trillion (USD 883.8 million) mark in cumulated sales in Vietnam

2016~2023

Aiming to Become a Global Food & Bio Company

- 2016 **Co-founded Orion-Nonghyup corporation**
Exceeded KRW 200 billion (USD 172.3 million) mark in annual sales in Vietnam
- 2017 Launched 'Kkobuk Chips,' made of chips with four crisp layers
- 2018 Orion-Nonghyup constructed the Miryang factory
Launched Market O NATURE, a brand for Convenient Meal Replacement (CMR)
Obtained a 'Green Certificate' from the Ministry of Environment for the first time in the confectionery industry
Established the India-based corporation.
- 2019 Constructed an Orion Jeju Yongamsoo factory
Launched 'Dr. You Jeju Yongamsoo'
Rolled out a flexo printing machine for eco-friendly packaging materials
- 2020 Signed a joint venture contract in the biotech sector with 'Shandong Lukang Medicine,' a state-owned pharmaceutical company in China
Launched 'Dr. You Protein Bar'
- 2021 **Constructed a factory in Rajasthan, India**
Choco Pie surpasses the KRW 500 billion (USD 436.9 million) mark in annual global sales
- The Vietnam and Russia-based corporations exceeded KRW 300 billion (USD 262.1 million) & KRW 100 billion (USD 87.4 million) mark in annual sales, respectively, for the first time
Constructed a production facility for in-vitro cancer diagnosis products in China
Set up the Integrated Control System for Reduction of Global Carbon Emissions.
- 2022 **Completed the construction of a new factory in Tver, Russia, and exceeded KRW 200 billion (USD 154.8 million) in annual revenues**
Launched Dr.You Jeju Yongamsoo without use of labels & Dr.You Immune Water
Set up an ESG Committee
Obtained certificates (ISO14001) for environmental management systems.
- 2023 **Completed construction of 'Kkobuk Chip' production line in Vietnam and India**
Established 'Jelly Boy' production line in Russia
Entered the Vietnamese dairy beverage market
Renewed and opened 'Dr. You Mall'
- 2024 **Acquisition of a new drug research and development company 'LigaChem Bio'**



Advancing into China

Orion's first advance into China was made by establishing an office in Beijing in 1993. Two years later, the company established ORION Food (OFC), its Chinese subsidiary. This led to Orion's winning of a USD 10 Million Export Tower award in 1995, with the value of its exports in 1996 exceeding USD 26.5 million. The company established a production facility in Langfang in 1997, and expanded its supply chain to include the cities of Shanghai, Tianjin, and Dalian.

Taking Off as a Global Food and Bio Company

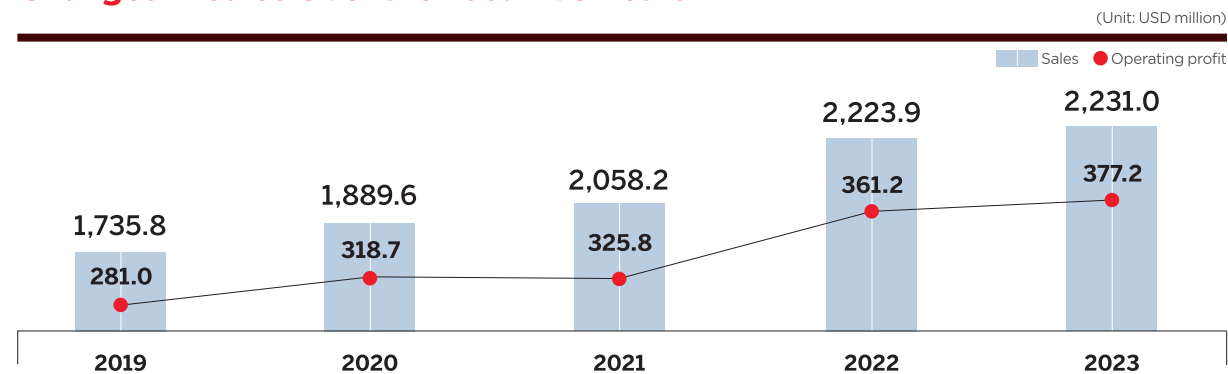
Orion, declaring its intention to become a 'a global general food company' in 2017, has started a various new businesses such as 'Premium mineral water,' 'Convenient Meal Replacement (CMR),' and 'Bio' — and it is transforming into a global food and bio company beyond the boundaries of the confectionery business. Orion will continue to grow by competing with world-class food competitors based on over 60 years of manufacturing know-hows and a solid global network of overseas subsidiaries in China, Vietnam, Russia, India, etc.



Business Overview

Orion advanced into China in the 1990s, at a time when most South Korean companies were focusing on the domestic market. Since then it has become a global player, making successful entries into Vietnam and Russia as well. Orion has built a total of eleven (11) manufacturing facilities in China, Russia, Vietnam and India, respectively, and has continuously grown while gaining popularity among global consumers through its thorough localization strategy.

Changes in Sales Over the Past Five Years



* Based on consolidated financial statements of Orion Corporation

2023 Highlights

1. Orion to achieve USD 766.0 million in sales for the first time in the history of the Korean business

Orion recorded the highest performance in 2023 with the sales of USD 2,231.0 million and operating profit of USD 377.2 million on a consolidated basis. In particular, the Korean business continued its double-digit sales growth rate for two consecutive years, exceeding USD 766.0 million in sales for the first time in its history with the sales of USD 819.7 million. The operating profit margin reached 16%, an unrivaled achievement uncommon in the domestic food industry. In all categories, including Dr. You and Market O Nature brands, as well as snacks, pies, biscuits, and gummies, sales grew driving sales growth, and competitive new products also contributed to the sales growth. Despite the continued difficult situation with the prices of key raw materials such as peanuts and sugar rising by more than double digits, we could see the growth in profits through profit-oriented management such as diversification of raw material suppliers and process efficiency. Orion will continue to maintain stable growth in the food business through continuous investment in facilities, while steadily carrying out the bio business as the Group's core business to secure future growth engines.

2. 'Dr. You' to establish itself as 'No. 1 Health Brand'

'Dr. You' brand, celebrating its 15th anniversary since its release, has continued to release differentiated products with enhanced proteins and minerals under the concept of 'delicious health' and has been widely accepted as Korea's representative health brand, with sales growing 23% compared to the previous year. Boosted by the popularity of the high-content protein brand 'Dr. You PRO,' Dr. You brand released 4 new products; 'Dr. You PRO Protein Bar Crunch,' 'Dr. You PRO Protein Drink

Banana,' 'Dr. You PRO Protein Power Isolated Strawberry,' and 'Dr. You PRO Protein Powder MAX Choco.'

In July 2023, the existing 'Dr. You Jeju Yongamsoo App,' was integrated into 'Dr. You Mall,' providing convenience of purchase and differentiated membership benefits. On the online Dr. You Mall, where customers can easily purchase all Dr. You brand products in one place, we offer a total of 25 types Dr. You products, including Jeju Yongamsoo and Immune Water, as well as protein bars, energy bars, and Dr. You PRO protein bars, drinks, and powder with enhanced protein content.

3. Kkobuk Chips and Mygummy to becomes a global hit brand

While Choco Pie is generating global sales of more than USD 383.0 million annually, 'Kkobuk Chips' and 'Mygummy' are also continuing the popularity of Korean snacks ('K-snack').

Kkobuk Chips, which dominates the Korean snack market, is also loved in foreign markets for its rich 'four-layered texture' and differentiated taste tailored to local tastes. In particular, in the United States, the home of snacks, Kkobuk Chips have been sold in all 1,598 stores of 'Five Below,' a rapidly growing company, as well as in large distribution channels such as Costco and Sam's Club and in 52 stores of 'MINISCO,' a global household goods discount store. Furthermore, it is supplied to snack bars for employees at the head offices of global companies such as Google and Netflix. Currently, with local production and sales in China, Vietnam, and India, cumulative global sales of Kkobuk Chips surpasses USD 367.7 million as of March 2024, becoming a global snack brand.

Mygummy, Korea's longest-selling gummy sweet brand launched in 1992, also recorded global sales of USD 99.6 million in 2023, growing 56% compared to the previous year and becoming Orion's 9th largest global mega brand with annual sales exceeding USD 76.6 million.

Financial Highlights

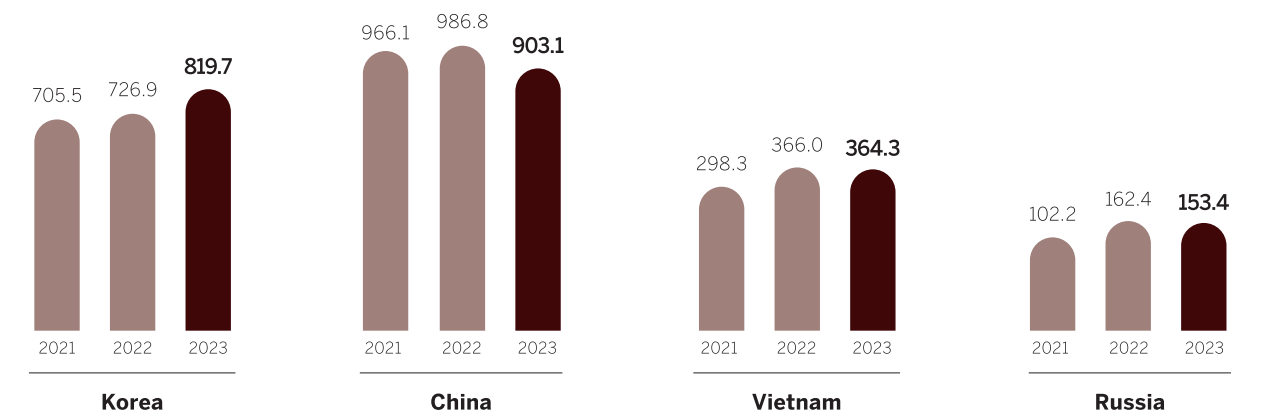
(Unit: USD million)

	2021	2022	2023
Income Statement			
Sales	2,058.2	2,223.9	2,231.0
Gross Margin	827.0	844.6	863.6
Operating Income	325.8	361.2	377.2
Other net income	-1.7	-2.9	-5.4
Net financial income	6.6	18.0	26.2
Gain on equity method valuation	0.4	0.5	0.5
Net Income before Income Tax Expenses	331.2	376.7	398.3
Net Income	230.4	308.3	294.9
Financial Status			
Total Assets	2,632.1	2,660.5	2,731.0
Current Assets	966.8	1,160.3	1,262.8
Non-current Assets	1,665.3	1,500.3	1,468.3
Total Liabilities	698.4	578.0	438.9
Capital Stock	16.7	15.6	15.4
Capital Surplus	1,363.0	1,307.0	2,181.6
Retained Earnings (Amount of loss)	554.2	759.9	95.2
Total Shareholders' Equity	1,933.9	2,082.5	2,292.2
Key Financial Ratios (%)			
Liquidity Ratio	219.6	264.4	408.2
Debt Ratio	36.1	27.8	19.1
ROA	8.4	11.8	10.9
ROE	11.5	15.1	13.0

*Based on consolidated financial statement of Orion Corporation

Sales by Country

(Unit: USD million)



Ethical Management

Group's Code of Ethics and Practical Guidelines

Orion has established a code of ethics and practical guidelines that reflect the goal of ethical management pursued by Orion and directions for each stakeholder of the Group. All the employees and management are implementing ethical management activities that are aligned with their duties based on these code of ethics and practical guidelines.

Code of Ethics of Orion Group	Basic Ethics for Employees
<p>Ethical management pursued by Orion Group is intended to contribute to the interests of all stakeholders based on earnings generated through the operation of compliance- and ethics-based businesses and to continue its growth.</p> <ul style="list-style-type: none"> ■ We value the happiness and growth of our employees. We put our employees first and create an environment where all employees can pursue happiness and development based on mutual trust and respect. ■ We pursue customer satisfaction. We supply top-quality products made honestly and safely at reasonable prices, and pursue customer satisfaction by providing the value that our customer want. ■ We realize shared growth with our partners. We respect our partners and pursue win-win cooperation based on fair and transparent business relationships for long-term and shared growth. ■ We increase value of shareholders. We increase shareholder value by maximizing corporate value through transparent and efficient management activities and exploring new growth engines. ■ We fulfill our corporate social responsibilities. We fulfill our corporate social responsibilities and contribute to social development through growth-oriented job creation and continuous social contribution activities. 	<p>1. Attitude of Orion employees As employees of Orion, we fulfill our assigned roles and responsibilities with pride and dignity.</p> <p>2. Compliance with laws and code of ethics We comply with all laws and internal regulations in conducting business and comply with the code of ethics and practical guidelines of the Company.</p> <p>3. Fairly conducting business We conduct our business in an impartial and transparent manner in all possible ways, and always put the Company's interests first.</p> <p>4. Clear division between public and private interest We value all the assets of the Company by clearly distinguishing public interest from the private interest, and apply them for business purposes.</p> <p>5. Protecting internal information We use internal information acquired in the course of performing our duties only for the relevant work, and thoroughly protect and manage it so that it is not leaked to the outside.</p> <p>6. Making appropriate instructions/reports on business We instruct and perform work correctly and fairly among our employees, and we report all work-related matters in a timely and accurate manner.</p> <p>7. Mutual respect and cooperation We respect each other politely and enhance work-performance and efficiency, based on active cooperation.</p>

Major Initiatives in the Area of Ethical Management

Orion Group declared that 'ethical management' must always be the core value of its management activities in 2015, and we have ever since then conducted our business activities based on this belief.

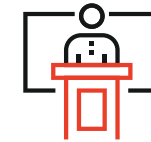
<p>Operating an ethically committed organization</p> <p>In order to build a more ethical organizational culture, change the ways in which we operate, and carry out our corporate social responsibilities, Orion created CSR organizations in all subsidiaries and has carried out activities which can contribute to the interests of both internal and external stakeholders.</p> <p>Establishing a global ethical management system</p> <p>All the subsidiaries of Orion are carrying out various activities to instill an ethical organizational culture by monitoring/supplementing an ethical management level of each subsidiary through the establishment/operation of global operation standards (measurement of 'ethics management index,' etc.).</p>	<p>Dissemination and communication of ethical management</p> <p>As part of our efforts to spread ethical management and build consensus among employees, we are holding company-wide ethical management briefing sessions, ethical management education by rank, town hall meetings etc. with top management, and on-site ethical management communication meetings on a regular basis.</p> <p>All subsidiaries are identifying and disseminating ethical management practices. Each subsidiary/organization establishes and implements ethical management action plans related to their work, and selects best practices among them to grant the ethics awards and awards for ethical employees every year.</p> <p>Led by the ethics leaders who are selected as key talents for each team, we are strengthening our business-oriented ethical management implementation capabilities. Ethics leaders are planning and implementing ethical management activities based on the company's management policy and employee suggestions.</p>	<p>Operating an ethical management system</p> <p>The Company has operated a 'voluntary reporting system' such as a system reporting acceptance of money/gifts and transactions with acquaintances, etc. Orion also operates a CSR activity participation system that enables all employees and management to monitor their own participation in ethical management, and we are also responding proactively to vulnerabilities through integrated incident and accident management of all subsidiaries by establishing a reporting system. We are also implementing 'Preventive activities' to identify risk factors for each aspect of work, and avoid risks.</p>
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Anti-corruption



Anti-corruption principles

We have adopted 'Basic Ethics for Employees' and 'Compliance with Ethical Decision-Making' to present principles for anti-corruption. Acts of giving money/gifts, entertainment/hospitality, providing convenience, and conducting monetary transactions etc. with internal and external stakeholders is prohibited, regardless of the reasons. We provide guidelines for 'Impartial and transparent business performance' so that all employees can put the Company's interests first and prevent conflict of interest that may arise in the course of conducting business.



Anti-corruption education performance

In 2023, a total of 1,641 employees completed anti-corruption training courses through training for new hires, leadership training, and company-wide training. The training for new hires was provided based on basic principles for anti-corruption, such as impartial and transparent business performance, while leadership training for managers such as the part managers/sales office managers was conducted centered on actual cases of anti-corruption. In addition, an 'education session for ethical dilemma' was conducted for all employees, regarding how to deal with dilemmas, such as conflicts of interest/fair trade/corruption prevention that they may face in the course of performing their work.



Anonymous reporting system

We are operating the 'Anonymous Reporting System' (<https://www.kbei.org/orion>) through which internal and external stakeholders can report unethical behavior anonymously. Based on this system, the Company receives reports of illegal acts/unfair trade/embezzlement and misuse/solicitation/internal information manipulation and leakage/human rights violations/other unethical acts, etc. As such, the Company implements the system by consigning the operation to an outside agency to thoroughly protect the anonymity of reporters. In 2023, a total of 11 cases were reported, and all the reported matters were handled in accordance with the procedures.

External Evaluation and Awards

ESG Rating

In recognition of Orion's ESG activities that the Company has conducted over the past nine years based on ethical management, both Orion and Orion Holdings obtained an integrated grade of 'A' in the ESG evaluation conducted by the Korea Corporate Governance Service for three consecutive years.

		Integrated grade	Environment (E)	Society (S)	Governance (G)
Orion	2023	A	A	A	B+
	2022	A	B+	A	A
	2021	A	A	A	B+
Orion Holdings	2023	A	A	A	A
	2022	A	B+	A	A
	2021	A	A	A	A

Awards

The following shows recognition of Orion's contribution to ethical management.

<p>Korea</p> <ul style="list-style-type: none"> • National Quality Circle Contest/ Ministry of Trade, Industry and Energy <ul style="list-style-type: none"> -Silver Prize for Carbon Neutrality (Iksan Factory in 2023), Gold Prize(2020), and Silver Prize (in 2021) -Gold Prize for Energy/Climate Change (Cheongju Factory (2020,2021) -Bronze Prize in Indirect Office Section (Head office in 2021) • Awarded the Highest Grade in the Fair Trade Agreement Implementation Evaluation/ Fair Trade Commission (2019-2023) • Prime Minister Award from National Quality Innovation Award, Carbon Neutral Sector/ Ministry of Trade, Industry and Energy (in 2021) • Prize for Volunteer Service/ Seoul Metropolitan Government (2023) • Prize on Police Day / National Police Agency (2023) 	<p>China</p> <ul style="list-style-type: none"> • Exemplary CSR Company Award / Hosted by the South Korean Embassy in China (2016-2022) • 2021 CSR China Education Award Top 100 Companies, Awarded the Highest Grade in four sectors including the highest CSR brand award/ CSR China Education Federation (2021-2023) • Award for Enterprise making Outstanding Eco-friendly Contribution / Guangdong Provincial Ministry of Ecology and Environment, China (in 2021) <p>Vietnam</p> <ul style="list-style-type: none"> • Prime Minister Award for Industrial Safety and Hygiene sector/ Ministry of Labor, Veterans and Social Affairs (in 2023) • People's Committee Award for Contribution to Local Exports / Binh Duong Province People's Committee (2023) • People's Committee Award for Sponsoring Disadvantaged Children / People's Committee of Binh Duong Province (in 2022)
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Corporate Governance

Status of Board of Directors



Corporate governance

Orion operates its Board of Directors based on the principle of transparent management that fulfills its responsibilities to shareholders through transparent and efficient management activities and reasonable decision-making, considering the interests of all shareholders. Since its spin-off from Orion Holdings in June 2017, Orion has organized and operated the Board of Directors under the management system run by 'professional businessman.' The Company reports on its management performance at the monthly Board of Directors' meeting to which major agenda is submitted for decision-making. We are carrying out fair and reasonable management activities centered on the Board of Directors. In January 2023, we adopted a 'Corporate Governance Charter' to protect shareholders' rights and interests and to establish fair and transparent governance. This will further strengthen ESG-centered management of Orion with a focus on protecting stakeholders such as shareholders, employees, customers, partners, and local communities. For more information, please refer to the 'Corporate Governance Charter' posted on our website. Orion also complies with laws and regulations, establishes compliance control standards for proper management and appoints a compliance officer to carry out preventive activities and compliance inspection activities.



Composition and operation of Board of Directors

The Board of Directors (BOD) consists of five directors (two inside directors and three independent non-executive directors) coming from three specialized fields of finance, law, and accounting - to provide experience accumulated in diverse fields. To this end, independent directors account for three (60%) out of five members of the BOD, which exceeds the 25% required by law. The BOD is hosting regular board meetings once per month, and extraordinary BOD meetings are convened as necessary. In 2021, a total of 15 meetings (14 regular meetings, one extraordinary meeting) were convened to discuss a total of 31 agenda items (18 agendas to report, and 13 agendas for resolutions) while a total of 19 meetings (13 regular meetings and 6 extraordinary meetings) were convened to discuss a total of 40 agendas (19 agendas to report, and 21 agendas for resolution) in 2022. In 2023, a total of 15 meetings (14 regular meetings and 1 extraordinary meeting) were held to discuss a total of 40 agenda items (20 agendas to report and 20 agendas for resolution).



Committees under the BOD

The BOD operates the 'Audit Committee,' 'Independent non-executive Director Recommendation Committee,' 'ESG Committee' and 'Remuneration Committee (established in January 2023).' All members of the Audit Committee are independent directors who conduct audits of the Company's overall business including financial status. The Independent non-executive Director Recommendation Committee recommends candidates after verifying the independence, diversity in experience, and competency of outside independent director candidates. Since its establishment in 2022, the ESG Committee has held regular meetings semiannually, deliberating on major ESG-related issues such as ESG activity, performance and plans, environmental investments, and external donations and sponsorships, etc. 'Remuneration Committee' has also carried out activities to ensure the appropriateness and transparency of the board members' remuneration, such as setting director remuneration limits and managing remuneration level of the management. For more details, please refer to the business report and corporate governance report of Orion.



Strengthening the independence of outside directors within the BOD

The 'Audit Committee' and 'Independent non-executive Director Recommendation Committee' maintain the number of outside independent directors exceeding the ratio as stipulated in Article 415-2 (2) of the Commercial Act, Article 44 of the Articles of Incorporation, Article 12 of the Board of Directors Regulations, and Article 542-8 of the Commercial Act. The Audit Committee consists of all outside directors, and more than two-thirds of members of the Independent non-executive Director Candidate Recommendation Committee, ESG Committee and Remuneration Committee are outside independent directors, which strengthen the independence role of the Committees.

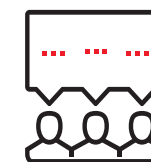
Composition Status of Board of Directors (As of March 2024)

Category	Name	Specialized fields	Major career	Initial appointment date	Expected term expiration date	Audit Committee	Independent non-executive Director Candidate Recommendation Committee	ESG Committee	Remuneration Committee
Inside director	Inn-chul Hur	General management of business (Professional businessman)	CEO of Orion Holdings	June 2017	March 2026	-	Member	-	-
	Seung-joon Lee	R&D (Professional businessman)	CEO of Orion Co., Ltd.	March 2022	March 2025	-	-	Member	Member
Outside director	Seung-kwon Roh	Law	Chief Prosecutor of Daegu District Public Prosecutor's Office	March 2023	March 2025	Member	Chairman	Member	-
	Wook Lee	Audit	Former) Head of Supervision of Public Officials HQ, Board of Audit and Inspection	March 2020	March 2026	Member	-	Chairman	Member
	Chan-yeop Song	Law	Former) Chief Prosecutor of Seoul Eastern District Prosecutors' Office	March 2024	March 2026	Chairman	Member	-	Member

Enhancement of Shareholder Value

Protection of shareholders' rights and provision of fair information

Orion has established various systems to guarantee the shareholders' rights in accordance with the standards set by the Company's Articles of Incorporation and relevant laws. According to Article 26 of the Articles of Incorporation, the Company grants one voting power per share to all shareholders and cash dividends are made annually to return shareholder value. In addition, the Company makes monthly disclosures prior to the quarterly report as the fair disclosure to help shareholders and potential investors better understand the Company's performance.



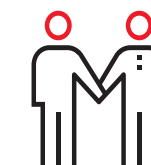
Guaranteeing exercise of voting rights by shareholders

- Making announcement of convocation four weeks prior to the general meeting of shareholders
- Participating in the voluntary compliance program for distributed general meeting of shareholders (introduced electronic voting system, and recommending exercise of voting rights by proxy)
- Allowing exercise of shareholder proposal rights (shareholders who hold 1% or more of outstanding shares)



Disclosure of dividend policy

- Disclosing three-year dividend policy, including the total amount of dividend and dividend plan (website)
- Allocating dividends equivalent to 20-60% of annual free cash flow (effective till business year of 2024)



Expansion of communication with shareholders

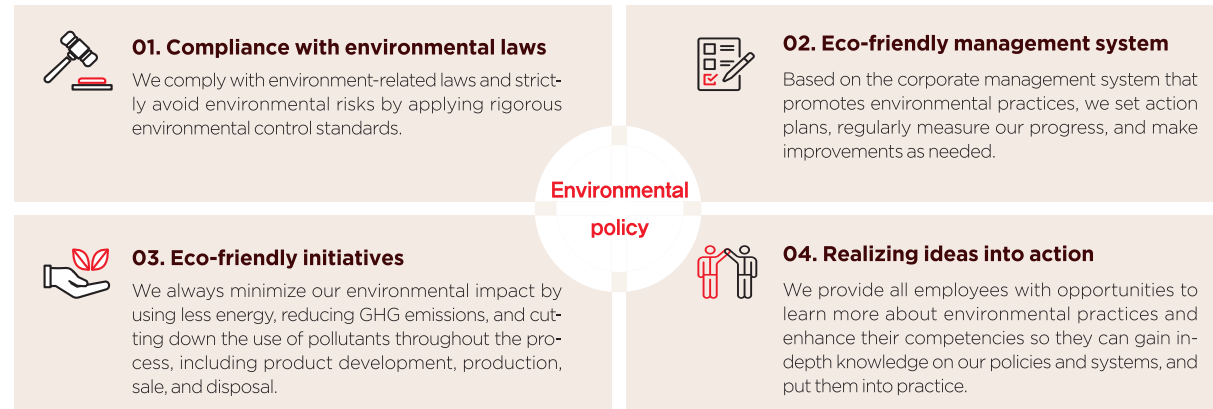
- Making fair disclosure of interim performance by regions (on a monthly basis)
- Holding regular IR meetings for institutions and investors (on a monthly and quarterly basis)
- Holding a conference meeting hosted by the CEO for institutions such as securities firms
- Expanding English disclosure for foreign shareholders and investors

Environment

Environment Management System

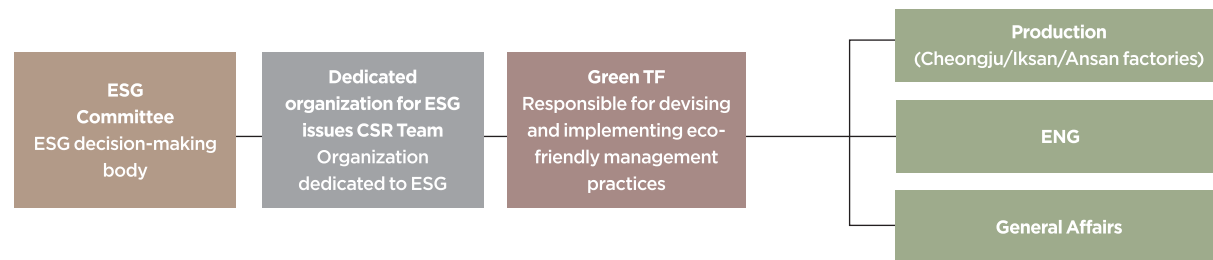
Environmental policy

In pursuit of 'sustainable eco-friendly management' in accordance with our management policy, Orion has embraced environmental management practices as follows by conducting eco-friendly activities in all stages of product development, production, sale, & disposal.



Environmental organization

The Company established the 'ESG Committee,' a decision-making body under the Board of Directors, to deliberate and make company-wide decisions on major ESG issues and initiatives, such as environment-related investments, and the Company also established and implemented company-wide eco-friendly management strategies by forming 'Green TF' under the dedicated organization for ESG issues CSR Team. The eco-friendly management strategies adopted are implemented exclusively by the production (each factory)/ ENG/ general affairs division for eco-friendly activities.



Environmental training for employees

Orion provides environmental education to its employees so that they can apply eco-friendly management in their fields according to the environmental policy. Expert training to reduce greenhouse gases, circle training, and energy-saving training were conducted for managers responsible for eco-friendly management at each factory. In addition, the Company conducted online/offline training on ESG concepts and practical cases for relevant employees to enhance their understanding of ESG management in general and to explore implementation plans.

Environmental performance evaluation

By measuring the 'ethics management index' for management and evaluation of Group-level ethical management activities, the Company evaluates and manages the environmental management performance of each subsidiary/organization by items such as energy consumption reduction, carbon emission reduction, environmental pollutant reduction, compliance with environmental laws and preventive activities, and environmental cleanup activities.

In this regard, employees and organizations dedicated to environment issues are committed to achieving eco-friendly goals by setting environment-related key performance indicators (KPIs) such as reducing energy costs and industrial waste, improving packaging space efficiency, and reducing the proportion of hazardous chemicals.

Environmental Management Goals and Performance

Orion has been carrying out various activities with the goal of reducing greenhouse gas emissions by more than 30% by 2030 (compared to that of 2018, total amount) and achieving carbon neutral by 2050.

Establishment of a Global Environmental Information System

In 2021, we completed the independent (third-party) verification conducted by the Korean Standards Association (KSA) that meets international standards on GHG emissions at our overseas locations including China, Vietnam, and Russia. To manage our carbon-reduction goals, for the first time in the Korean food industry, we introduced the Integrated Control System for Reduction of Global Carbon Emissions, which enables us to efficiently manage key data such as the amount of GHG emissions, emission rights, and status of GHG-emitting facilities at our business sites and production plants in Korea, China, Vietnam and Russia. The name of the system was changed into the 'Global Environmental Information System' in March 2023 and is being upgraded to integrate and manage key environmental information such as energy, water, waste, and other environmental pollutants in addition to carbon emissions.

Installed 'Flexo Machines' for Eco-Friendly Printing

Since 2019, Orion has introduced and operated flexo machines for eco-friendly printing. Unlike the existing gravure method, flexo printing is a method of producing packaging materials by significantly reducing the use of ink and organic solvents, which are harmful chemicals. For this, we invested a total of KRW 12 billion (7 billion in 2019, 5 billion in 2021) to put a second flexo machine into use. We are applying flexo printing for 39 products, including Choco Pies and Wacle, with plans to expand this to 80% of all our film packaging products going forward. This significantly reduces environmental degradation because the technique can decrease the use of harmful organic solvents by up to 800 tons per year, which contributes to environmental protection.

Accredited with Certification (ISO14001) for Environmental Management Systems and Certification (ISO50001) for Energy Management System

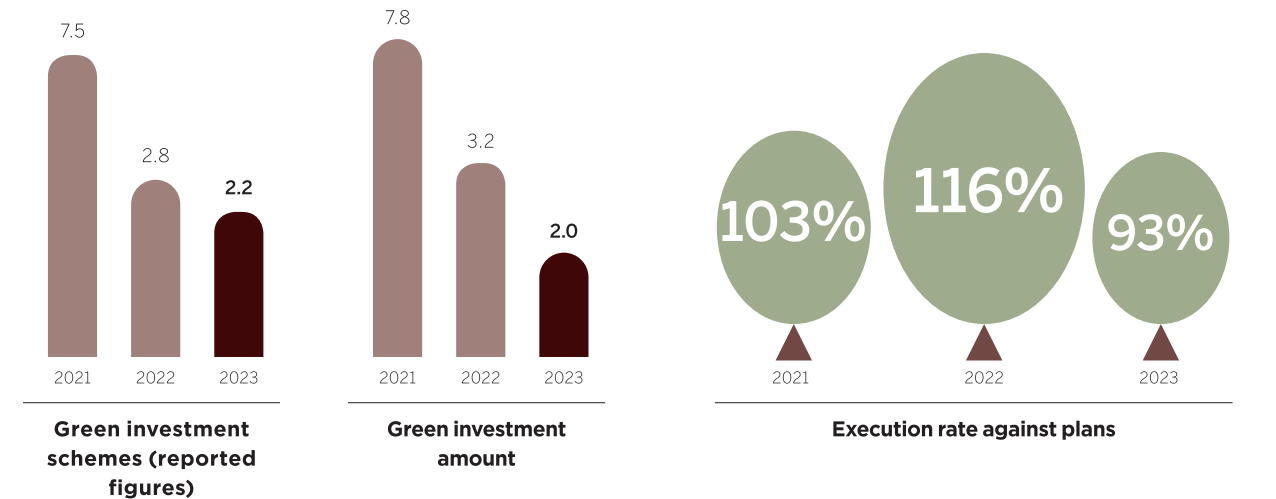
Orion China, the corporation with the largest production volume, was accredited with ISO14001 certification for the Langfang, Shenyang, Shanghai, and Guangzhou factories between 2018 and 2021, and was accredited with ISO50001 certification for all locations in recognition of our systematic efforts to reduce energy consumption and to enhance its efficiency. In Korea, we were accredited with certification at all domestic locations in June 2022, leading the way in environmental management.

Introduction of EVs for Sales Activities

The Korean subsidiary has converted all its replaceable 1-ton commercial vehicles to electric vehicles. Starting with the introduction of two 1-ton electric vehicles for commercial use at our Geumcheon branch in Seoul in 2021 on a pilot basis, we added two more in 2022 and eight in 2023 to our vehicle fleet. A total of 12 vehicles were converted to EV, which not only reduced fuel costs and carbon emissions by 18 tons per year compared to existing vehicles, but also enhanced the satisfaction of salespersons.

Green Investment Performance

(Unit : USD million)



Response to Climate Change

In response to the global initiative to tackle climate change, we are ramping up our efforts to lower GHG emissions and control energy use at the group level. In Korea, we are carrying out activities to ensure higher energy efficiency by renovating production facilities, while overseas affiliated companies are actively expanding investment in new and renewable energy. In addition, we provide support for energy-reduction and greenhouse gas-reduction technologies to our subsidiaries and partners. In recognition of our hard work, we became the only company to have passed the screening standards of the 'National Quality Innovation Awards 2021' among all nominated companies in the industry and won the Prime Minister's Award.

Activities

Cheongju Factory

The Cheongju factory participated in the energy and climate change category of the 'National Convention on Quality Control Circles' and won the Presidential Gold Award for two consecutive years (2020 and 2021). In 2021, the GHG emissions intensity was reduced by 9.3% compared to the previous year by installing a power-saving device, replacing a cooling water circulation pump, and improving air conditioning facilities. By installing energy-saving steam supplies for Kkobuk Chips and waste heat recovery facilities for potato fryers in 2020, we reduced GHG emissions intensity by 5.1% compared to the previous one. In particular, the case of installing waste heat recovery facilities was selected for the first time in the F&B industry as a GHG-reduction project of the Foundation of Agricultural Tech Commercialization & Transfer and received about 50% of the facility investment expenses. Moreover, as the case was selected as project for energy management systems (EnMS) of the Korea Agriculture Technology Promotion Agency, we received support for 50% of installation expenses of the facility, and the system was completed in December 2022. In 2023, we were selected for the Korea Environment Corporation's carbon neutral facility support project and were supported about 50% of the facility investment cost to replace the existing air compressor with a high-efficiency facility and build a control facility.

Iksan Factory

The Iksan factory participated in the energy and climate change category of the 'National Convention on Quality Control Circles' and won awards for three consecutive years (gold prize in 2022 and silver prize in 2021). In 2023, the factory reduced greenhouse gas emissions by 4.72% (Based on GHG intensity) by improving major production line facilities while in 2022, we reduced GHG emissions intensity by 10.3% and 7.7%, respectively, through the establishment of outdoor air supply facilities in the manufacturing room of Chewing Candy product 'Beatles,' and the improvement of refrigerators for storing frozen potatoes, the main ingredients of 'Nuneul Gamja.' In 2021, we reduced 475 tons of GHG per year by improving the air compressor facilities used in the production of Goraebab and improving the facilities to recover and recycle waste heat generated during the production of Cuttlefish Peanut Balls.

Providing Support for Suppliers & Partners

In 2020, we enhanced the efficiency of boilers, vacuum evaporator steam use, and the compressed air system used in manufacturing Orion Jeju Yongamsoo, while achieving the feat of reducing 117.9 tons of GHG-emissions per year. In 2021, we supported Samah International Corp., one of our partners, to recover waste heat from boilers and ovens, and helped them cut down 43 tons of GHG-emissions per year.

Investment in & Development of New and Renewable Energy In Overseas Affiliated Companies

Overseas affiliated companies are focusing on adopting and operating new and renewable energies. Orion China completed the installation of solar power systems in the Shanghai and Guangzhou plants in 2022 and the Shenyang, Langfang, and even in packaging plant in 2023. Shanghai and Guangzhou plants also completed the second extension. Orion Vietnam also completed the introduction of solar power systems at all plants (Yen Phong and My Phuoc factories), and Yen Phong factory adopted the biomass system that uses heat generated by burning wood chips to replace existing LPG boilers in the Yen Phong factory. Compared to LPG, biomass has higher thermal efficiency and lower carbon emission effects, which is expected to reduce energy costs by USD 0.8 million and carbon emissions by 4,200 tons per year. It plans to introduce the system to the My Phuoc factory in 2024.

Greenhouse gas emission

Category	Unit	2021	2022	2023
Amount of direct emissions	tonCO2e	25,822	27,090	28,425
Amount of indirect emissions	tonCO2e	39,307	40,613	42,983
Total amount	tonCO2e	65,129	67,703	71,408

※ Aggregation range of domestic GHG emissions and energy consumption: All domestic business sites (headquarters, factories, sales offices, logistics centers, etc.)

Energy Consumption

Category	Unit	2021	2022	2023
Amount of energy used	TJ	484	512	535
Amount of electricity used	TJ	797	824	874
Amount of steam used	TJ	14	15	15
Total amount	TJ	1,295	1,351	1,424

Water/Waste Management

In order to efficiently use water resources used in the product producing process, we are increasing the amount of water reused through the reuse of potato washing water, etc., with the goal of reducing water usage by more than 10% by 2030 (compared to that of 2020, Based on unit of supply amount). We also strive to increase water recycling rate to 100% by 2030.

Water consumption & Reuse rate

Category	Unit	2021	2022	2023
Water use	Ton	676,696	729,891	777,944
Amount of water recycled	Ton	14,233	14,241	20,678
Output	Ton	662,463	715,650	757,266
Recycling rate	%	2.1	1.5	2.0

※ Aggregation range of water usage and waste emissions : Major domestic business sites(headquarters, Cheongju plant, Iksan plant)

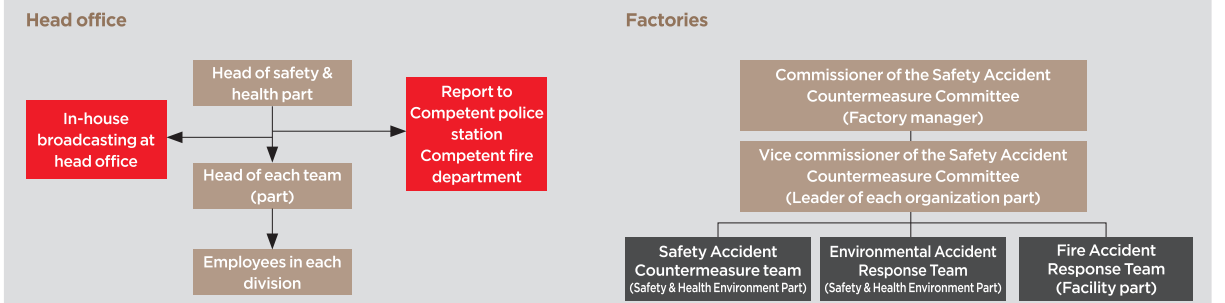
Amount of waste generated & Recycling rate

Category	Unit	2021	2022	2023
Amount of waste generated	Ton	8,394	8,810	9,982
Amount of waste recycled	Ton	8,262	8,681	9,793
Output	Ton	132	129	189
Recycling rate	%	98.4	98.5	98.1

Environmental-Risk Control

Accident response system

Orion operates accident response systems at the head office and factories considering characteristics of each business site to manage risks that may arise in the field.



Chemical substance management

Orion strictly manages all chemical substances it handles. The Company manages 530 types of reagents for analysis through Material Safety Data Sheet (MSDA) standards and manages environmental risks through legal-risk management and management of use/storage facilities.

Legal-risk management

Completion of off-site impact assessment, installation inspection, and periodic inspection



Use/ Storage facility management

Storage locker, safety protection box, GHS, thermo-hygrometer, MSDS, storage container, ventilation fan, usage log maintenance



Activities to Reduce Environmental Impact on Local Communities and to Preserve Biodiversity

Orion contributed donations to the Orion Foundation and has carried out activities to reduce the environmental impact on local communities, and to preserve biodiversity.

Activities to reduce environmental impact

Activities to conserve biodiversity

World Vision Global 6K for water USD 12,711.3 (2018-2020)	Jeju Techno Park Jeju Water Resources Protection USD 0.2 million (2021-2022)	The Gotjawal Trust of Jeju Gotjawal Ecological Conservation USD 61,166.4 (2021)	WWF Korea World Wildlife Fund Protection of porpoises (Native whale) USD 8,738.1 (2021)	MARC Marine Animal Research & Conservation Protection of porpoises (native whale) USD 11,490.6 (2022-2023)

About USD 0.3 million in total

Society

Human Rights Management

Human rights management and respect for diversity

Orion values the happiness and development of its employees. To this end, we put the employees first and actively implement human rights management. The Company strives to treat all executives and employees fairly regardless of nationality, race, gender, age, educational background, region of origin, disability, etc. and to create a corporate culture free from harassment, gender discrimination and sexual harassment. Orion provides education on improving awareness of the disabled, preventing harassment, and sexual harassment in the workplace, and also strives to hire the disabled and veterans/national meritorious people.

Employee Grievance Handling System

We have installed/operated the Workplace Harassment Reporting Center on the Groupware since 2019 to protect employees in accordance with the Workplace Harassment Prohibition Act. Investigations are conducted based on the information reported through the reporting center, and procedures have also been established to enforce victim protection measures and take reasonable measures against the perpetrators.

In addition, the Company provides an integrated psychological support program called 'Mind Care Service' so that our employees can enjoy a happy daily life. Through the Service, the Company strives to resolve psychological issues and stress that the employees may experience in the workplace so that they can work more efficiently. The Service is receiving good responses in this regard from the employees.

Human Resources Development

Orion operates systematic training programs to develop employees' job performance competencies and enhance organizational capabilities, and actively supports customized training based on the needs of the organization and individuals.

Employee training status

Category	2021	2022	2023
Number of persons	1,409	1,386	1,429
Total training hours (h)	53,138	54,203	68,685
Training hours per person (h)	38	39	48
Total training costs (USD million)	0.3	0.4	0.6
Education costs per person (USD)	244.7	301.9	398.3
Satisfaction to curriculum	4.4	4.5	4.6

Main education program

Education program	Target	Details	Month of enforcement
Statutory education for employees	All employees	Prevention of sexual harassment/prohibition of harassment/improvement of awareness of the disabled/safety and health education	All-year-round
Basic literacy education	All employees	In-house language course/education on market trends/business etiquette	March to December
Introductory education for New/experienced employees	New/experienced employees	Introductory education for new/experienced employees (understanding of company/field practice), OJT/mentoring, internship	All-year-round
Leadership training	Head of department/ Sales office manager/ New head of department	Department head leadership course, sales manager leadership course, new department part manager OT	All-year-round
OBS (Orion MBA)	Core talents at the manager/ deputy general manager-level	Cultivation of company-wide management mindset and acquisition of business knowledge	June to October
Training for promoted persons	Overall positions (the promoted)	Education on meaning of promotion, role/responsibility by position, competency training by position	March to April
On-the-job training	Person in charge of performing the job	Training for each organization/job, such as sales/production/research center/marketing/support headquarters	All-year-round
The-LINK (Understanding the work of related departments)	All employees	Understanding of other departments' jobs and checking collaboration points	March to November
Cyber-training center	All employees	Basic knowledge/job competency/foreign language/reading communication	All-year-round

Safety and Health

Safety and health policy

Based on our policy of 'Achieving a zero-accident business site through the creation of a safety culture for employees and the establishment of a pleasant workplace environment,' Orion is committed to creating a safe working environment for employees by providing systematic safety and health training and environment tailored to the characteristics of each business site and raising safety awareness.

Safety and health activities

In 2023, all trainees of regular occupational safety and health education completed 100% of the training, and a risk assessment was conducted at the workplace to identify and evaluate harmful risk factors and improve them. Furthermore, through the 'Weak Point Management,' Orion is conducting self-inspection and discovering risk factors for each team/business such as safety inspection of facilities and sanitation inspection of group catering facilities for all business sites. In addition, the Company strives to create a safe working environment for its employees through precise safety diagnosis, work environment measurement, and investigation of factors harmful to the musculoskeletal system of the employees.

Industrial disaster rate

Category	Accident rate	Number of casualties	Number of regular workers
2023	0.60%	10 persons	1,666 persons

※ Number of regular workers: based on number of regular workers who signed up for industrial accident insurance

Enhancing Employee Satisfaction

We are supporting employees so that they can work in an efficient and comfortable working environment and operating various programs to boost employee satisfaction.



Employee satisfaction survey

- Identifying the satisfaction-level of all corporate executives and employees for the company as a whole (conducted annually on a regular basis)
- After collecting employee opinions, they are taken into consideration when establishing company policies and ethical management plans.



Scheme/Program

Work-life balance

- Family day, flexible work system, PC-Off system, holiday for sandwich days, special leave, alternative holiday system, etc.

Employee communication

- Regular two-way communication program between superiors and subordinates/departments
- Ethical management / management performance / HR system briefing session, town hall meetings for top management, on-site communication meetings, etc.

Reward system

- Awarding for excellent ethical management practice, reward/vacation for long-term service, reward system for new product development, award for achievement

Maternity protection

- Operating Mom's room, shortened work-hour system, maternity leave, telecommuting for pregnant women, etc.



Employee welfare

- Welfare points/welfare mall, support for student tuition, support for medical expenses/health checkup, money and leave for congratulations and condolences, support for eating out, condo discount, free in-house cafeteria, discount on company products, etc.

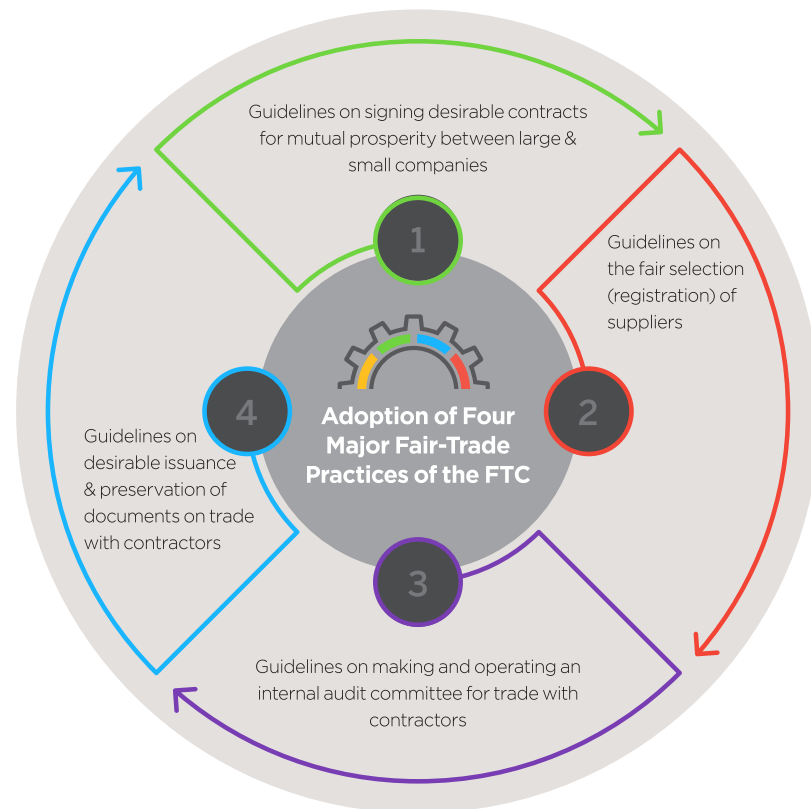
Shared Growth

Establishing a sustainable supply-chain management system

Orion is establishing a sustainable supply-chain management system to provide consumers with economically, socially and environmentally responsible products. We have established and operated a 'Code of Conduct for Partners' to ensure that all partners recognize the importance of ethical management and conduct business in compliance with applicable laws and ethical standards.

Establishment of fair and transparent transaction order

Orion pursues shared development through fair trade with its partners, and strives to establish a transparent transaction culture throughout the industry. In 2018, Orion introduced the open bidding system for the first time in the confectionery industry, and in 2021, we revised the 'Operation Guidelines for Fair Selection (Registration) of Companies' to continuously reinforce its fair transaction system.



Operation of internal audit committee for trade with contractors

Orion avoids risks that may arise in the supply chain by reporting major issues and activities related to partners through the Shared Growth Deliberation Committee on a monthly basis, and deliberating the fairness and legality of overall transactions in advance.

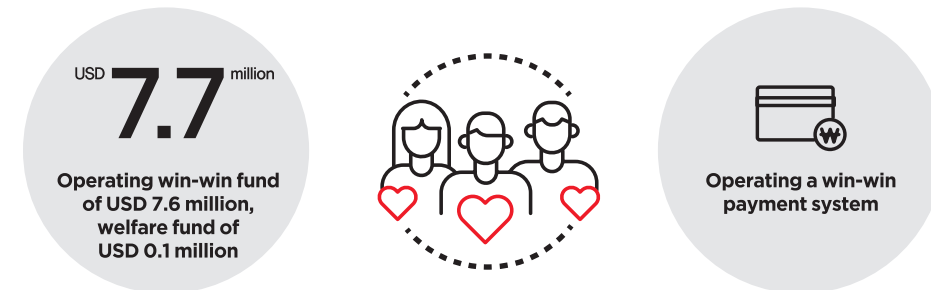
Win-win cooperation through communication

Orion pursues enhancement of mutual benefit and sound development through active communication with its partners such as operation of a win-win cooperation portal, meeting/satisfaction survey, etc. In recognition of our efforts to establish win-win partnership based on trust, we were awarded an 'Excellent' rating in the fair trade agreement implementation evaluation for five years in a row, and received corporate award.

Shared-growth support program

Orion operates various support programs that are of practical help to its partners to strengthen the competitiveness of its supply chain.

1) Financial support



2) Support for productivity improvement

Program	Details of support
Expanding sales channels	• Support for shipping costs and customs fees for samples for overseas market entry and export
Quality improvement	• Support for technical protection such as quality improvement machinery/equipment support, technical protection deposit
Energy saving	• Support for introduction of energy-saving machinery/equipment, support for eco-friendly certification (ISO, etc.)
Education/ training	• Operation of quality & hygiene/technical guidance/food safety education, online education site

3) Performance sharing system: joint R&D and performance sharing



Food Safety

Systematization of quality and safety system

Orion seeks to provide safe products that the customers can consume with confidence, through careful monitoring of all stages of product development, production, distribution and sales.

Our domestic and overseas factories maintain strict international food safety certifications and establish a preventive system through the thorough food safety audit system of Orion.

The purpose of the Global Quality Assurance System (GQAS) is to enhance safety of all production sites through inspection and improvement activities for food safety.

At each global business site, we train auditors with rich field experience and expertise to inspect food safety at all Orion factories. We are identifying matters for improvement based on the inspection results every year, and we are also engaging in the activities to raise Orion's food safety level through improvement activities.

The Quality and Safety Team operates the "Food Safety Calendar" to ensure the safety of products in the distribution channel and raw materials, and the Team conducted around 1,500 microbiological and physicochemical analyses in 2023.



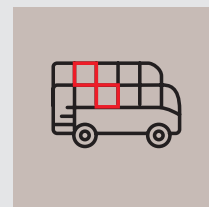
Research and development

- Selecting safe raw materials
- Inspecting partners and supporting improvement
- Preventing hazardous factors in advance



Production

- Inspecting production site (GQAS)
- Acquiring food safety certification
- Inspecting hazardous factors for finished products



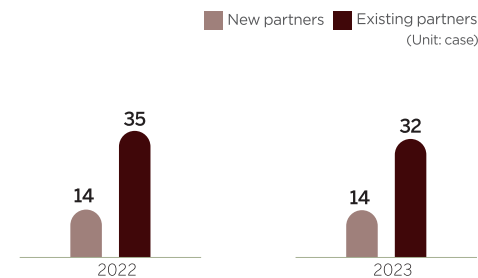
Distribution & sales

- Managing product distribution safety
- Collecting and inspecting products in distribution channel
- Providing correct information

Food safety certificate status

Country	No. of factories	Certification
Korea	2	FSSC22000, HACCP
China	4	FSSC22000, HACCP
Vietnam	2	FSSC22000, HALAL, HACCP
Russia	2	FSSC22000

Status of partner's sanitation inspection



Customer Satisfaction

Operation of Voice of Customer (VOC)

Orion receives feedback from customers through various channels and reflects them in its products. We care about even small things, from simple inquiries to complaints, and we share them with the relevant departments in the company. The Company is continuously striving to increase customer satisfaction by actively reflecting VOC in new product development and product quality improvement.

VOC-Handling Status in 2023

17,110 cases

Complaints

5,514 cases

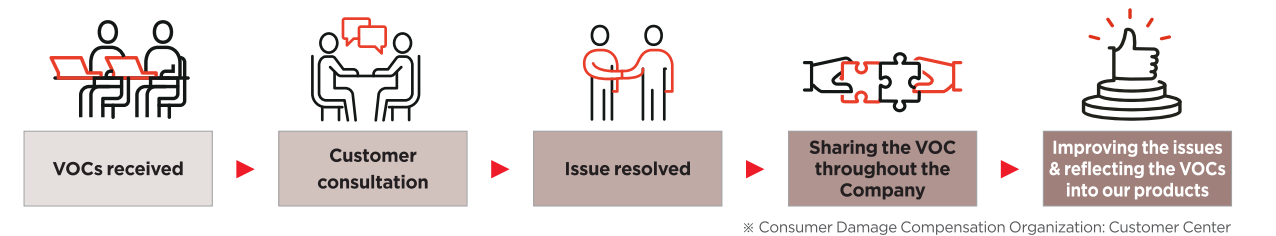
Feedback



* VOC, Voice of Customers

VOC and Handling Process

As soon as the Company receives customer opinions, we register them with the Consumer Complaints Management System (CCMS) program, then the factory looks into how to handle customer complaints. Then the quality-management department carries out preventive activities to prevent recurrence of same complaints.



Actively reflecting customers' feedback

We are actively collecting opinions on customers' tastes and needs, and reflecting them in our products.

One-of-a-Kind Strawberry Flavor Goraebab!



In February 2024, the Global Research Institute produced and delivered 'Strawberry Flavor Goraebab' snacks to young patient who wanted to eat it, whose production was discontinued after being released as a limited edition in the spring of 2022 to show compassion for the patient. A 3-year-old patient who was fasting while hospitalized in the pediatric intensive care unit of a hospital in Busan desperately wanted to eat 'Strawberry Flavor Goraebab' when his fast was terminated. A nurse caring the patient reported the story to the Orion customer center.

Despite the difficult environment of having to purchase new ingredients since it was a season-limited product, the researcher made Strawberry Flavor Goraebab by hand, and delivered it to the patient after going through thorough microbial test as it was food for patient. Orion brought great joy to the patient by sending various snacks and stickers in addition to Strawberry Flavor Goraebab.

Enhancing convenience of using product barcodes

We changed the barcode location for products with small packaging to increase convenience of using it by reflecting the opinions of customers and shop owners. Hotbreak (chocolate bar) and Dr. You Protein Balls must indicate all legal notice in small packaging, so barcodes, which are not legally required, were printed in places that are not easily visible, causing inconvenience to customers purchasing the products and shop owners selling the products. This is an example of changing and improving the location of the barcode for better barcode recognition by actively reflecting customer opinions.



Enhancement of customer satisfaction by strengthening customer consultation capabilities

Managers at the customer consultation centers are provided regular training and education on products by the inhouse experts to deliver easier and clearer information to customers.

In addition, we conduct evaluations by external consulting experts on a regular basis for better customer communication and service.

Products Considering Social Responsibility

Reducing/Improving Product-Quantity and Packaging

Orion has been protecting the environment by reducing the size of product-packaging and quantity of ink-usage since 2014, when excessive packaging in the confectionery industry emerged as a social concern in terms of ethical management. At the same time, the Company has provided more value to consumers by increasing the quantity of products.

We are trying to provide more value to consumers by increasing the quantity of products without price increase. The Company strives to increase the quantity of products such as 'Choco Pie,' 'Poca Chips,' 'O!Granola,' and 'Choco Chip Cookies.'

Since 2015, Orion has reduced packaging material standards. We have lowered the amount of empty space inside the packaging of major snack products such as 'Poca Chips,' 'Cuttlefish Peanut Balls,' and 'Swing Chips,' to much lower than the level set by the Ministry of Environment.



In 2015, we lowered the degree of prints for 22 brands' packaging papers, saving 88 tons of ink per year.
 In 2017, we succeeded in developing an eco-friendly ink that does not use volatile organic solvents harmful to the human body and acquired 'Green Technology Certification' from the Ministry of Environment for the first time for food packaging material.
 From July to November 2019, we simplified the packaging design of a total of 10 brands lowering the degree of prints.
 In March 2020, we introduced a 'Flexographic' printing facility that can reduce ink consumption by 50% compared to the previous one.
 We applied the water-separable label to 'Dr. You Jeju Yongamsoo,' released in December 2019, and in 2022, we again introduced new 'Dr. You Jeju Yongamsoo without label' which meets all three eco-friendly requirements of label-free, colorless caps, and colorless bottles, which improved the convenience of waste separation and recycling of PET bottles.
 In 2023, in recognition of our technology for reducing hazardous chemicals by using eco-friendly ink in the flexo machine, Orion received 'Green Technology Certification' for packaging material manufacturing technology and 'Green Technology Product Certification' for product packaging materials to which the technology was applied.

Social Contribution Activities

Social contribution policies and activities

Orion strives to fulfill its social responsibility based on continuous growth-oriented social contribution activities. To this end, all subsidiaries are conducting social contribution activities which are aligned with their business under the Group's common theme of 'Sharing Love.' They are carrying out the activities in accordance with two directions: 'Compassionate Sharing,' which supports vulnerable children and youth, and 'Sharing Green Heart,' which is an eco-friendly/community volunteer activity.

Goal	Creating a business-friendly environment through social contribution activities aligned with business	
	Common Group Theme: 'Sharing Love'	
Direction	Sharing Warm Heart	Sharing Green Heart
	Support for vulnerable children and youth	Eco-friendly/community volunteer activity
Activities	<p>Korea</p> <ul style="list-style-type: none"> Support for emotional and personality development of children & teenagers Conducting contests at and donating to local children's centers nationwide Waging campaign to share affection and righteous with children <p>China</p> <ul style="list-style-type: none"> Support for happiness & wellbeing of children and teenagers Building Happy Schools Campaign (field day of hobbies, and improvement of sports facilities, etc.) Making 'Sunlight Classrooms for Children' (in low-income neighborhoods) Creating spaces for children to get hands-on experience in food safety and gain access to education <p>Vietnam</p> <ul style="list-style-type: none"> Improving school toilet (concluding agreement with Ho Chi Minh City youth group, 2023-2025) Improving toilet facilities for elementary schools in underdeveloped areas Conducting sexual violence prevention education 	<p>Group</p> <ul style="list-style-type: none"> Global eco-friendly campaign (plogging, tree planting, etc.) Participated by all corporate employees/families/customers, linked to product donation <p>Korea</p> <ul style="list-style-type: none"> Social contribution agreement in Jeju region Marine life, local welfare, talent development programs, etc. Agreement to sponsor the Ministry of National Defense (donating Orion products to basic training centers, welfare & career support, etc.) "Thank You Oh!Gamja" (Support for farms that have signed potato-supply contracts) <p>China</p> <ul style="list-style-type: none"> Educational programs on nutrition for local communities (jointly with the Nutrition Society) Donating relief goods to flood and earthquake-affected areas <p>Vietnam</p> <ul style="list-style-type: none"> Homegrown Potatoes Project (2016-) Agricultural tools, technology, regional welfare support geared to farms that signed potato supply contracts.

Major social contribution activities by region in 2023

Category	Details	Beneficiaries	Amount
Korea	Donating Orion products to local children's center (in connection with plogging events), Global plogging campaign engaged by employees/families/customers, donating products to Cheongju flood-hit area Foundation: Sponsored the Armed Forces Day event, welfare fund for Jeju communities, and supported potato farms and local communities	Approx. 233,000 people	Approx. USD 0.8 million
China	Carrying out Happy School Creation activities (creating classrooms, improving sports facilities, etc.) Donating relief goods to flood/earthquake affected areas, implementing eco-friendly education for youth	Approx. 131,000 people	Approx. USD 0.6 million
Vietnam	School toilet environment improvement program (concluding agreement with Ho Chi Minh City youth group), Hometown Potato Project (support for farmers and universities)	Approx. 42,000 people	Approx. USD 0.4 million
	Total	Approx. 406,000 people	Approx. USD 1.8 million

Policy to Encourage Employee Engagement

The Company allows employees to engage in social contribution activities during business hours to encourage their engagement in such activities, and reflects the performance of social contribution activities in organizational/individual evaluations. We also share the meaning of social contribution activities by disclosing excellent engagement reviews on our website and CSR engagement system and motivate the participating employees to feel pride.

KOREA

The Brand Power of Orion

Global brand ‘Choco Pie’ loved by global consumers; ‘Poca Chips,’ becoming a byword for high-quality potato chips thanks to the time-honored know-how of the Orion Potato Research Institute; and ‘Kkobuk Chips,’ providing rich texture of a four-layered snack - are captivating the tastes of overseas consumers, thus enhancing the brand value of Orion. And other flagship brands of Orion such as ‘Goraebab,’ which is loved by children in each country was released; and ‘Mygummy,’ which embodies the shape and texture of real fresh fruit flavor, are loved for their second-to-none product-quality, not only in Korea but also around the world.

Orion is becoming a global general food company by releasing ‘Dr. You’ brand, which adds nutrition to the taste, and ‘Market O NATURE,’ a CMR brand that provides the truthful and healthy taste of natural ingredients. In particular, ‘Dr. You’ is applying its existing image of ‘snacks’ to ‘food,’ setting a higher level of brand identity based on the core concept of ‘delicious health.’

In addition to nutrition bars and beverages that can easily supplement the nutrition anytime and anywhere, reflecting the growing interest in health and in the leisure population, ‘Dr. You’ brand added ‘Dr. You PRO’ to its product lineup, providing delicious health in various products. Going forward, Orion will continue to enhance its brand power by developing even more delicious and healthier products.

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2023 Sales in South Korea

USD **819.7** million

Operating Profit

USD **129.3** million

Products in South Korea

Choco Pie

From National Favorite to a Global Food Favorite

Orion Choco Pie is a flagship snack representing the Korean food and confectionery industry, enjoying tremendous popularity since its release in 1974. Choco Pie boasts sales of over 3.5 billion units per year in more than 60 countries around the world thanks to its excellent taste and quality. In 2015, we increased the weight of Choco Pie from 35g to 39g without increasing the price, while increasing chocolate content by 13% to give more sweet chocolate flavors and softer texture.

In response to the rapidly changing consumption trend, Orion has recently introduced limited editions with different flavors and concepts for each season to reinforce communication with young consumers through all-new trials.

In particular, in February 2024, Orion launched two types of ‘Choco Pie House’ with cream (‘Choco & Cream’ with rich chocolate flavor and ‘Strawberry & Cream’ with fresh and sweet flavor). ‘Marbling cream,’ which is made by adding jam to cream, has a richer taste and softer texture than regular cream. Choco Pie, with ‘cream’ instead of marshmallow for the first time in 50 years, is expected to be loved by those in their 20s and 30s who prefer desserts.



Kkobuk Chips

South Korea's First Four-Layered Snack Food

Orion introduced ‘Kkobuk Chips,’ the very first four-layered snack food, in the South Korean market in March 2017. As soon as it was released, it became a national favorite snack, creating a sensation in the domestic confectionery market. It is characterized by rich texture and double flavor because it creates the feeling of eating several chips with only one bite. When you slowly chew the snack, it maximizes the crispiness in your mouth and the fun shapes resembling turtles that are also the alluring features of Kkobuk Chips.

Kkobuk Chips has two flavors: the savory Corn Soup flavor and Choco Churros flavor with thick chocolate coating on every layer. In particular, the chocolate churros flavor became one of the ‘sold-out snacks’ as soon as it was released in September 2020 loved a lot by consumers, and the crunchy cheese flavor with a rich cheddar cheese flavor allows consumers to enjoy the crispy texture, continuing the craze for the unique texture of Kkobuk Chips. Kkobuk Chips is also exporting to overseas markets such as the USA, China, Vietnam, and India, becoming a globally popular snack (a.k.a. ‘K-snack’) representing Korean snacks.





Poca Chips

South Korea's No.1 Raw Potato Chip, Becoming a Mega Brand

Poca Chips has satisfied the tastes of consumers since its launch in 1988, and has dominated the potato snack market. In 2012 it rose to become a mega brand, with annual sales surpassing USD 88.4 million (KRW 100 billion), maintaining the No. 1 brand position in the raw potato snack market. This resulted from a rise in adult consumers, an increase in product quantity, and its excellent quality demonstrating Orion's 30-year-long expertise in potato snacks.

In September 2015, Orion increased its Poca Chips products in quantities ranging from 60g to 66g and 124g to 137g, without any price change. It also lowered the amount of empty space inside the packaging to less than 25%, lower than the Ministry of Environment's standard of 35%. This was done to address consumer complaints that the actual contents seemed to be small when compared to the bulky volume of the packaging.

The Taste of the Sun! -'Sun'

A Perfect Combination of Whole Grains and Pleasant Salty Taste

'Sun' has been loved for about 30 years since its launch in 1993, thanks to its non-replaceable texture and flavor such as savory and crispy texture of whole grain, and addictive spice flavor. It is made from whole corn, whole wheat, rice, and oats which are full of Sun, and has a nutty flavor that deepens the more you chew it. It has a unique curved shape that only 'Sun' can realize, creating a crispier texture, making it an attractive product with a refreshing texture. Customers can enjoy the two flavors: 'hot & spicy flavor' that has a sweet and spicy taste; and a 'garlic baguette flavor' that realistically conveys the flavor of garlic baguettes. In particular, the garlic baguette flavor is loved in the market thanks to the highly addictive 'sweet-salty' flavor and crispy texture.



Cuttlefish Peanut Balls

Korea's Leading Snack Loved for Long Time

The Freshness of the seas and the nutty taste of peanuts in one bag

This is a ball-type snack that combines the tastes of savory peanuts and deep seafood. It has been popular for more than 40 years with the vogue words 'Cuttlefish Peanut Balls just for fun.' Peanuts are baked with a thin layer of dough 28 times to create a unique network structure, giving the unique texture of squid peanuts. The crispy coating layer and the pleasant texture of peanuts are the unique features of Cuttlefish Peanut Balls.

Oh!Gamja

Crunch Soft Potato Snack with Crispy Texture

'Oh!Gamja' is a brand snack with a shape and texture differentiated from existing potato snacks, and its unique shape with a hole in the middle of the snack which gives a crispy but melting texture is very attractive. The savory and plain 'Potato gratin flavor' was first released in 1999, and captivated consumers. Oh!Gamja expanded its lineup by releasing a unique 'dipping sauce' that allowed consumers to enjoy the fun and rich taste of dipping sauce in 2004, expanding the range of product choices for consumers. Going forward, Oh!Gamja brand will continue to expand its product lineup as a fun-to-eat brand that gives consumers the pleasure of eating by adding various raw materials and the fun of dipping and eating with differentiated sauces.



Mutuktuk Potato Chips & Mutuktuk Sweet Potato Chips

Thickly Sliced Real Potato Chips with Rich Flavor and Texture

'Mutuktuk Potato Chips' is a product that is sliced thickly with the peel to allow consumers to enjoy a crispy texture and rich potato taste different from the existing potato chips. Since its release in 2016, it is loved as a beer snack, due to its whole pepper and salt flavor seasoning that brings out the natural flavor of potatoes. Mutuktuk Sweet Potato Chips is real sweet potato snack with a crispy texture that is pleasantly crunched. The rich flavor of sweet potato gives sweetness and savory taste of sweet potato.

Goraebab

A Fun and Tasty Snack

Since its launch in 1984, Goraebab has become popular with consumers of all ages both in South Korea and abroad. The secret to the popularity is its crispy texture and the 'fun' concept of various marine life characters.

Goraebab, with its salty and savory stir-fried seasoning taste that everyone can enjoy, has become Orion's flagship biscuit that is loved by everyone, from adults to children.



Custard

Soft, Moist Orion Custard!

Custard is a soft cake brand filled with sweet custard cream inside soft bread. It has moist and tender taste with abundant eggs that the whole family enjoys the most.

In addition, considering the fact that there is a high demand for meal replacements with a light taste, we are satisfying the diverse needs of consumers by releasing products with large quantity. Along with Choco Pie, Custard has become Orion's representative pie brand that is loved by people of all ages and genders.



Diget

Delicious Time with Whole Wheat!

Since its launch in 1982, Diget has been Korea's representative biscuit that is characterized by its rough and savory taste of whole wheat. There are various kinds of Diget to meet consumers' individual preferences: 'Diget Original' with the sweet taste of whole wheat, 'Diget Choco' with sweet chocolate, 'Diget Mini' just one bite, and 'Diget Thin' with thin texture that you can enjoy as a light snack, 'Diget Ball,' a new enjoyment with rolling chocolate balls, and 'Diget Sand' with plenty of soft milk cream between whole wheat crackers. In 2024, Orion is also strengthening its healthy and delicious portfolio that only Diget has by launching 'Oat Diget.'

Mygummy

With the Richness of Real Fruit Juice

Mygummy was launched in 1992. It has been widely popular among children as well as young women, with its taste, shape and chewy texture featuring the shape of fruits.

In 2019, 'Chewy Mygummy' was launched with chewier texture and with more quantity per unit of packaging to offer greater choices to consumers. In 2021, we released kernel product series that embody the texture of fruit flesh. After releasing 'Grape Kernels,' which embody the soft flesh of grapes, Orion has launched 'Plum Kernels' with a fluffy texture, 'Litchi Kernels' with a bouncy texture, and 'Kiwi Kernels' with a melting kiwi texture, which are expanding choice of consumers.



BICHObI

Chocolate Sandwich Biscuit!

BICHObI is a sandwich biscuit with chocolate sandwiched between the biscuits. Chunks of chocolate and crackers harmonize in your mouth to give a sweet and crispy texture, and hazelnuts in the chocolate adds the savory flavor of chocolate.

Marie Biscuit

Marie with Coffee or Tea

'Marie' is a special biscuit made to celebrate a British royal wedding in 1874 with the bride's name 'Marie' engraved on it. Marie, a representative biscuit for tea due to its light taste and good flavor, is still loved in many countries. Marie Biscuit is made with fresh cream and milk to give a rich milk flavor, which can be enjoyed with strong coffee or tea.



Tok Ping

Colorful Toppings That Pop!

Tok Ping is a handmade-style chocolate with various toppings and chocolate in harmony. Filled with toppings from the inside to the outside, you can enjoy the rich taste and texture even with a bite. Almond & granola flavor, with fragrant almonds and crunchy five-grain granola and hazelnut & granola flavor, soft hazelnut, deep cacao granola, give the rich, soft flavor that satisfies your tastes.

Market O

Trend Leader

Market O Brownie

'Market O Brownie,' a representative product of the 'Market O' brand, is a product made with Market O's own recipe so that you can enjoy delicious brownies that were served only at cafes or dessert shops anytime, anywhere. 'Market O Brownie' has a rich chocolate flavor and unique dense flavor of brownies, which is loved by not only domestic but also overseas consumers.



Market O Potato Tok & Market O Squid Tok & Market O Cheese Tok

Market O Potato Tok & Market O Squid Tok, in a thin and elongated stick shape, are natural snacks utilizing the original flavor of the ingredients. 'Market O Potato Tok' maximizes the flavor of the original potato by grinding potatoes finely, and 'Market O Squid Tok' delivers the flavor of squid, full of the scent of the sea with seasoning that brings out the unique savor of grilled squid. In 2023, we expanded choice of consumers by launching 'Market O Cheese Tok,' an addictive sweet and salty cheese flavor with sweet cheese cream. Market O Tok snacks are becoming a representative snack loved by consumers with increased deep flavor of the raw material together with the unique chewing pleasure.





Overall Dr. You Products

Dr. You is one of Orion's representative brands, launched in 2008 with the concept of 'nutrition balanced snack.' In 2021, the existing image of 'snacks' was expanded to 'food,' re-establishing a higher level of brand identity with the core concept of 'delicious health, providing differentiated products such as 'Dr. You Jeju Yongamsu' and 'Dr. You Protein Bar.' In 2024, marking the 16th anniversary of its launch, we plan to establish the Dr. You as a brand that leads the future growth of Orion by occupying the mineral and protein product markets that suit Korean tastes.

Dr. You Jeju Yongamsu

In August 2019, Orion established a production plant with a building area of 14,985m² (equivalent to 4,533 pyeong) on the 30,000m² (equivalent to 9,075 pyeong) site located in the Lava Seawater Industrial Complex at Gujwa-eup, Jeju City, and launched 'Jeju Yongamsu' in December of that year.

Jeju lava seawater, the source of Dr. You Jeju Yongamsu, was created by a volcanic eruption 400,000 years ago and has been kept as it is since the beginning of time in the depths of clean Jeju seawater. It is a water resource flowing out only in Jeju that is isolated from the outside world, and it is safe and clean to drink as it slowly passes through the basalt layer, a natural filter. In addition, it is healthy water containing various natural minerals such as calcium and magnesium and rare minerals from the basalt layer. It is a global natural resource that Korea boasts. Only the volcanic islands of Hawaii, Okinawa, and Jeju Island can have the lava seawater, and Jeju Island is the only one that has successfully commercialized it.

According to nutrition information of Dr. You Jeju Yongamsu, it contains 132mg of calcium, 44mg of potassium, and 18mg of magnesium per 2L, and its hardness (calcium and magnesium content dissolved in water) is 200mg/L. Water with a hardness of 120mg/L or higher according to the WHO standard is classified as hard water, and Dr. You Jeju Yongamsu, which far exceeds such standard, is leading the way in pioneering the hard water market in the domestic water market centered on soft water.

Furthermore, Dr. You Jeju Yongamsu has introduced state-of-the-art facilities and new technologies from Germany and Switzerland, and leading researchers in the field of mineral blending and flavoring water, including Dr. Ukon of Japan, who is an expert in the mineral extraction technology sector, and Professor Jae-yoon Koh, the nation's representative water sommelier were engaged in the efforts to enhance product quality and trust by meticulously controlling water quality through 104 kinds of tests, far more than the 54 tests set by the drinking water quality standards.

Quality Dr. You Jeju Yongamsu is exported to Vietnam, and Russia, competing with the global brands in the global markets. Orion Jeju Yongamsu factory obtained 'GMP certification,' a certification granted to health functional food manufacturing facilities, in November last year, and it launched Orion's first health functional water, 'Dr. You Immune Water' in February 2022, expanding the lineup of Jeju Yongamsu. In line with the recently increased interest in health, Orion is ramping up 'healthy' brand image of its products with which consumers can conveniently take zinc with a drink that helps 'normal functioning of the immune system.' This has increased sales in the beverage business by 43% in 2022 compared to the previous year, expanding the brand's position. Thanks to such trend, sales in beverage business have grown at an average annual rate of 48% since its launch, expanding the presence of the brand in the market.

Orion is striving to develop the local economy of Jeju and revitalize the lava seawater industrial complex. Orion will actively take the lead in making social contribution to the local community by ▶ returning 20% of the profit from the sales of Jeju Yongamsu to Jeju Island ▶ prioritizing employment of personnel in Jeju Island ▶ expanding investment in Jeju Island ▶ promoting Jeju's clean image in overseas and ▶ cooperating for development of overseas markets for Jeju local products. Among these, the Jeju Island local social contribution fund will be used for support for environmental protection and social welfare, Jeju marine ecological conservation activities, scholarships for fostering local talent, and promotion of Jeju culture, arts, and academics with prior consultation with the Jeju autonomous government.



Dr. You Protein Bar

A Nutritional Bar That Supplements Protein Before-and-after Exercise!

'Protein Bar' is a nutritional bar that can replenish 12 grams of protein corresponding to two eggs, and we added lentils full of dietary fiber to the rich nuts to the bar. As interest in well-being, health, and exercise grows, Dr. You Protein Bar has become a hit product, achieving sales of USD 23.0 million in 2023.



Dr. You Protein Balls

Recharge Your Protein!

This is a chocolate ball-type nutritional snack that is wrapped with the crunchy protein crunch and protein chocolate on the chewy whole almonds. It gives consumers a light and savory texture.

Dr. You Protein Chips

Deliciously Filling Protein!

Dr. You Protein Chips are a nutritious snack that can replenish 12 grams of protein corresponding to two eggs. By applying Orion's proprietary technology, we give a crispy and light texture, unlike typical protein snacks that are hard and chewy. Dr. You Protein Chips have two flavors; chili salsa flavor and butter grilled squid flavor, expanding the range of choices. 'Butter grilled squid flavor' is expressing harmonious tasty of savory butter flavor and salty squid flavor, while 'chili salsa flavor' boasts a savory and spicy taste.



Dr. You Energy Bar

Sustainable Energy!

Dr. You Energy Bar is Korea's representative nutrition bar designed to sustain energy for a long time. Carefully selected raw materials such as nuts, fruits, and cereals, offer a perfect taste that people of all ages and men and women like.

In April 2021, we released 'Dr. You Energy Bar Walnut' with more savory taste and lowered sugar content based on Dr. You brand's unique nutrition plan. The energy bar walnut is featured with maximized savory taste by increasing the content of nuts such as almonds and peanuts by 41% along with walnuts, which are loved by men and women of all ages. We applied the optimal ratio to higher light savory and lower the sugar content with two types of oligosaccharide, isomaltooligosaccharide and fructooligosaccharide.

Dr. You PRO

Professional Nutrition Plan!



Dr. You PRO is a high-protein product targeting consumers who exercise professionally for health. Dr. You PRO has three types such as bar, drink, and powder so that you can consume depending on your TPO. The food R&D know-how of the Orion Global Research Institute, which has chocolate processing technology of 50 years or more, has developed a delicious high-protein product with enhanced chocolate flavor and low sugar content. 'Dr. You PRO Protein Bar' is a product designed with balanced animal and vegetable proteins, and contains 24g of protein, equivalent to four eggs per 70g.

We added essential amino acids BCAA (leucine, isoleucine, valine) that can only be consumed through food and arginine, a nutrient involved in protein synthesis and metabolism to reduce the sugar content by 40% compared to CVS TOP 3 protein bars, making it a good supplement to take before and after exercise such as leisure sports. Protein nuggets inside the chewy chocolates give differentiated taste and texture, realizing crispy texture. 'Dr. You PRO Protein Drink' is a high-protein low-sugar product that contains 24g of protein, the equivalent of four eggs, per 250ml bottle, with a sugar content of less than 1g. It contains milk protein and 18 amino acids that can be digested and absorbed slowly and keep you feel full for a long time. In particular, it contains BCAA, L-carnitine, and arginine, which help improve muscle function, and also contains calcium necessary to maintain muscle function.

'Dr. You PRO Protein Powder' has two types; 'Isolate' composed of whey protein isolate (WPI) and 'MAX' composed of complex protein.

'Dr. You PRO Protein Powder Isolate Chocolate/Strawberry' contains 30g of protein, equivalent of 5 eggs per scoop, and uses easy-to-digest whey protein isolate (WPI) to help quick absorption right after exercise. In addition, 7,000mg of BCAA, 3,500mg of leucine, and 300mg of L-carnitine will help the development of muscle.

'Dr. You PRO Protein Powder MAX' contains 24g of protein equivalent to 4 eggs per scoop, and it also contains whey protein, a complex protein with good absorption, and casein protein, which provides long-lasting feelings of fullness.



Market O NATURE



Soon after launching its convenient meal replacement (CMR) business, Orion established Orion Nyonghyup, a joint venture with the National Agricultural Cooperation Federation (NACF) in September 2016. The goal was to provide consumers with access to healthy and delicious foods that can be enjoyed conveniently. Orion's CMR business is carried out by the NACF, which provides domestic agricultural products. Orion NACF is in charge of production and sales. The operation included building a 9,900m² plant in the Jedae Agricultural Industrial Complex in Miryang, Gyeongsangnam-do Province. We launched the convenience meal replacement brand 'Market O NATURE' in 2018.

Market O NATURE is convenient meal replacement (CMR) launched to allow busy people to have a simple meal anytime anywhere without any restrictions. Twelve types of 'O!Granola' and three types of 'O!Granola Bar,' which are made with whole grains and natural ingredients, such as whole oatmeal, whole wheat, rye, and domestic rice, are on the market. In particular, as the demand for granola as a meal replacement has increased significantly as health-conscious trends continue, annual sales of Market O NATURE recorded USD 6.7 million in the first year and reached USD 19.2 million in 2023. As such, its sales have grown nearly three-fold in five years since its launch. With the market share of granola products surpassing that of Kellogg's Corn Flakes in the domestic cereal market, Orion is leading the growth of the granola product markets by releasing a variety of differentiated products using carefully selected ingredients.

O!Granola is made with only whole-grain granola and large natural ingredients without corn flakes.

We produce granola with whole grains such as flour, oats, whole wheat, and rye processed from domestic rice at the Orion Nonghyup factory to offer a variety of products to suit the tastes of consumers, which raise consumers' trust in the products.

In line with the changing trends, we increased the contents of whole grains and natural ingredients of 4 types of 'Market O NATURE O!Granola' products without increasing the price in 2021, and enhanced the savory taste using unrefined cane sugar.



In addition, we launched the 'O!Granola Pop' series, targeting consumers who want to enjoy granola as a meal. We added five-grain balls with a light texture to popular flavors such as chocolate, cranberry, and brown rice so that the whole family can enjoy. In 2023, we launched a honey oat flavor, broadening the range of choices for consumers.

Responding to the trend of pursuing health and value consumption, Orion launched two types of oat-specialized products O!Granola Oats,' early this year. We released 4 types of oats products rich in nutrients, which has high-fiber, high-protein including 4 times more dietary fiber, 1.6 times more protein, and 8 times more calcium than white rice, with the addition of granola and whole almonds. We increase the content of oat by 50% per 360g of product. Consumers can consume 22g of dietary fiber equivalent to 4.5 apples easily, enjoying taste and nutrition. As interest in health-oriented products is increasing, it is expected to gain greater popularity.

Three types of O!Granola bars with enhanced portability such as 'Protein Bar,' 'Lactobacillus Bar,' and 'Iron Bar' are being well received in the market. Nutrient balls such as 'Milk Protein Ball,' 'Strawberry Lactobacillus Ball,' and 'Chocolate Iron Ball' are added to enhance nutrition according to the characteristics of each product. In addition to nuts, we added 11 types of vitamins and minerals to various raw materials, including whole grains such as whole oats, brown rice, and domestic rice. It is becoming a must-have item for the bags of students and office workers because it can easily replace meals anytime, anywhere.

Going forward, Market O NATURE plans to lead the expansion of the domestic granola market as a CMR brand by developing various new materials, releasing new products with enhanced nutrition plan, and delivering honest and healthy taste of natural ingredients. In addition, Orion will also assist in increasing exports of South Korean farm products by advancing into overseas markets such as China, Vietnam, and Russia. In particular, demand in China is expected to rise, due to the high level of trust that the Chinese consumers have in food produced in South Korea and increasing interest in health foods as well.

CHINA

Leading Sound Development with Innovative Products and Expanding Channel

In 2023, Orion China achieved steadfast and sound development by continuously innovating products and expanding channel.

Seasonally limited products such as Choco Pie Peach, Apple Carrot, and Watermelon flavors gained great popularity among young customers, and the 'bringing good luck' Lunar New Year special limited products incorporating traditional Chinese calligraphy elements introduced at the 6th China International Import Expo drove sales growth of Orion China. Innovative strategies have not only strengthened the position of Orion as a leading brand in the local confectionery industry, but also made Choco Pie ranked first in the pie category of the industry brand power index for 9 years in a row in 2023, being selected as the most satisfying brand by Chinese customers.

Sales of Guo Zi Guo Xin, which is gaining popularity as 'peeled fruit gummy sweet,' increased by 120% in 2023 compared to the previous year due to unrivaled product innovation and differentiated texture, and was selected as the 'Product of the Year in 2023 China Sugar, Liquor and Food Industry.' Lang Li Ge Lang, a 4-layered snack developed with great effort over the past 5 years, is also gaining popularity in the Chinese market.

Bulk sales (selling item by weight or in bulk) have established themselves as a new growth model in the snack industry due to their affordability and diverse purchasing choices. In addition, as snack specialty stores and membership discount stores such as Costco are gaining great popularity in China, business for innovative channel has achieved great success thanks to the development of exclusive products for each channel and a rapid increase in the number of sales stores, creating strong growth momentum to bulk sales brands.

The food industry is facing a complex situation resulted from several factors such as sluggish domestic demands, high management costs, and channel diversification. In 2024, Orion China will focus on implementing an efficient indirect sales system, promoting core brands, and improving the cost-effectiveness of core products, while further expanding channel and developing channel-specific products. Orion China also plans to actively meet the diverse needs of consumers by entering the healthy snack market with vegetable jerky and oatmeal biscuits.

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2023 Sales in China

USD **903.1** million

Operating Profit

USD **169.3** million

Products in China



Hao Li You Pai A Good Friend

Hao Li You Pai, which introduced the new category of 'Pie' to the confectionery markets and established as a unique brand in China, is one of Orion's bestsellers in China. The name, which means "A Good Friend" in Chinese, appeals to consumers in the pie market because of its connection with the Confucian ideal of caring for other people. Oat Pie, launched in 2023, is gaining positive responses from consumers as a pie with a fluffy texture made with healthy ingredients.

Ya! Tudou Amazing Pure Potatoes

Ya! Tudou is steadily gaining popularity thanks to its super crispy and soft texture, catchy brand name and great taste. First launched in 2006, it has become a representative Chinese potato snack showing continued growth. Ya! Tudou is available in tomato flavor, steak, honey butter, chicken flavor, etc., and with the launch of various products such as star-shaped potato sticks 'Ya! Tudou Cui Cui Xing (呀!土豆脆脆星),' and Mala xiao longxia, Orion China has secured product competitiveness. In 2023, Rapid growth of unique Ya! Tudou honey butter flavor and newly launched Takoyaki flavor and sour cream salad flavor, new products in the original product series, are revitalizing the brand.



Hao You Qu Delightful Taste of Raw Potato Chips

Hao You Qu, which has a crispy texture with a tantalizing mixture of natural flavors of potato and spices, means 'It's funny' and 'interesting' in Chinese, providing the pleasure of snack time with rich texture and taste. Hao You Qu, which has been the steady seller as a ridged-cut thick potato chip with rich seasoning flavor, provides kimchi flavor, honey butter flavor, steak flavor, and chicken flavor. A new thin raw potato Hao You Qu launched in 2022 has also been loved by consumers for its crispier texture and lighter textures of diverse flavors such as salt, seaweed, and grapefruit flavors.

In 2023, in collaboration with the Tsingtao International Beer Festival, Orion launched Zibo BBQ flavor, peanut & edamame flavor, and spicy stir-fried littleneck clams flavor inspired by popular local Chinese snack dishes, gaining sensational popularity for its localized flavors and late-night snack concept.



Shu Yuan

The Ultimate in Baked Potato Chips

Shu Yuan is a new-concept potato chip. Because it is baked rather than fried, it is not as greasy or fattening as regular potato chips. Having two meanings of 'Tell me your wish,' and 'Wish of potato,' Shu Yuan has quickly become a hit with young consumers for its crisp taste of baked potato chips. In addition to the already loved flavors such as the original flavor, tomato flavor, steak flavor, and honey milk flavor, a cucumber flavor (added dietary fiber) and rose flavor (added collagen) that reflect healthy consumption trends were newly added to expand the product line-up.



Hao Duo Yu

A Fun-Filled Tasty Snack

Hao Duo Yu potato crackers are a favorite with Chinese people because of their fish-like shape and crispy texture. The name, which means "a lot of fish" in Chinese, when coupled with the advertising slogan, "Having a Hao Duo Yu helps you keep your chin up," has made the product a hit receiving a great response from children and their mothers.



Q Di

A Multilayered Chocolate Cake

The brand name Q Di, a dessert chocolate cake, transliterates the English word "cute" into Chinese characters. Released in 2004, it is a premium level, multilayered cake that is especially popular among women because of its soft texture, its chocolaty fragrance, and its sweet, mocha and hazelnut cream taste. 'Q Di Pie Red Velvet,' which combines fresh strawberry cream and sweet chocolate, is also loved by consumers.



Mo Gu Li

Stirring Your Imagination

The name Mo Gu Li, which combines the Chinese words for 'mushrooms' and 'chocolate,' is a mushroom-shaped product topped with chocolate on the biscuit. Since its launch in 2004, with its cute chocolate mushroom heads shape and crispy biscuits, it is consistently popular with consumers. In 2020, Orion provided more delicious products to consumers by upgrading quality with real-type chocolate.

Guo Zi Guo Zi & Guo Zi Guo Xin

Soft and Cute Fruit Jelly

Guo Zi Guo Zi (My Gummy), a fruit gummy with a rich fruity taste, chewy texture, and cute shape containing 50% fruit juice, and Guo Zi Guo Xin (My Gummy Kernel), a jelly that has a different texture outside and inside and has the texture of the fruit flesh, are becoming a representative brand of fruit gummy in the Chinese gummy sweet market based on its differentiated product characteristics.



Lang Li Ge Lang

Four-Layered Crispy Snack

The four-layered snack 'Lang Li Ge Lang (浪里个浪)' boasts a unique and unprecedented formulation that features a differentiated crunchy texture from the multiple layered snack. While the Mala shrimp flavor, along with the original corn soup flavor, is steadily loved by consumers, we launched a cheese flavor and a popular tasty of rice shrimp flavor that reflect the trends of young consumers in 2023,, completing a diverse product lineup to expand the choice of consumers.

Songsong Lowsong Dangao

Nutritious Fluffy Cake

Songsong Lowsong Dangao is a product that contains lou song (dried shredded chicken), a food loved by the Chinese. It has original and salt egg flavors, and is drawing consumers' choice as a convenient meal replacement with differentiated taste and nutrition.



Dr. You Nut Bar

Easy Nutrition Supplement

In 2020, Orion entered the Chinese nutrition bar market by launching two products; Dr. You Protein Bar and Energy Bar. Thanks to its higher nut content and higher value for price compared to competitors, it is receiving a good response from the local market. In 2023, we launched a light-tasting dietary fiber bar for female consumers. We plan to increase our market share by expanding our product lineup in line with consumer health and nutrition conscious trends.

VIETNAM

Expanding Investment and New market Entrance

Despite difficulties faced in 2023 due to the uncertain business environment of the global economy, Orion Vietnam has strived in various aspects to increase its market dominance in the local confectionery market.

Orion Vietnam has not only made investment in and expanded cooperation with the B2B (business-to-business) customers with high demand for bulk purchases, but also maintained continuous growth by releasing various new products such as the European-style premium dessert cake 'Opera,' four-layered snack 'Masita,' and milk drinks. In particular, in 2023, 'Ostar' won the honor of becoming the No. 1 brand in the Vietnamese potato snack segment, beating out other global brands.

Sustainable Growth

Year 2024 marks the 50th anniversary of 'Choco Pie.' Orion will enhance customer value through high-quality products and meaningful social contribution programs while holding impressive events that will give good impression to local consumers. In addition, we plan to complete the expansion of the Hanoi factory and the construction of a new production building this year, and to purchase a new site for Ho Chi Minh factory for long-term growth, thereby solidifying its position as the No. 1 food company.

ORION in Vietnam

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Doanh thu tại Việt Nam năm 2023: 9832,4 Bil VND
Ợi nhuận hoạt động: 1746,8 Bil VND

2023 Sales in Vietnam

USD **364.3** million

Operating Profit

USD **67.0** million

Products in Vietnam



Choco Pie

Vietnamese Favorite

Choco Pie has captured more than 60% share of the pie market (as of the end of 2022) solidifying its position as the national Choco Pie. Not only is it a delicious snack, but it is also popular as a small gift that expresses affection between loved ones.

Opera

European-style Premium Dessert Cake

The special taste of Opera,' a cake filled with sweet chocolate cream between soft and moist layered cakes, gives customers a high-end pleasure. Opera is a valuable gift that can express your 'love' to a loved one on a special day.



An

Well-Baked Rice Cracker

Vietnam, famous for its rice noodles, is the world's fifth-largest rice-producing country where rice is grown all-year-round. Rice is a familiar and reliable material that is part of the genes of the Vietnamese people. Rice cracker 'An' is well loved by consumers with the concept of 'well baked with meticulously selected fresh rice,' and it emphasizes the brand value of 'safety' by using the brand name 'An.' Seaweed flavor maintains No. 1 position in the rice cracker category in Vietnam, leading the trend with cheese potato, sesame, and meat floss flavors. In particular, the meat plus flavor launched in 2023 has expanded its boundary as a premium rice cracker that has increased consumer value as a high-quality product through new research on customer needs.





C'est Bon

Enjoy It for Breakfast

C'est Bon was launched in 2019 aiming at the breakfast replacement market in response to changing consumer lifestyles. C'est Bon means 'It's good/ delicious' in French, emphasizing the distinctive features of its bakery style. It has positioned itself as a breakfast substitute that can be enjoyed by everyone, regardless of age or gender, with the chewy meat texture added by salty chicken. Last year, Orion Vietnam launched moist meat plus and buttercream-flavored C'est Bong sandwiches that you can enjoy comfortably, thus broadening the range of choices for consumers.

O'Star & Swing

Vietnam's No. 1 Raw Potato Snack

Potato snacks continue to grow in popularity as modern snacks are taking center stage along with the lifestyle changes of young people. In the potato snack market, where supply and demand for raw materials and quality control are important, O'Star and Swing are proudly leading the market ahead of its global competitors. 'Swing' is becoming a popular potato snack among teenagers, with its crispy texture and dark and deep flavor of sliced potato.



Custas

The Nutritious Pie That Tastes Like Its Homemade

These Custas cream-filled soft custard cakes have such a homemade taste, thus capturing a growing market share. It is now a common practice in Vietnamese households for a mother to put Custas into a school bag for her children a popular family treat made of good ingredients and reflecting her warm heart. In 2023, Custas Tiramisu, a soft sponge cake with a subtle coffee aroma filled with mild cheese-flavored cream, was launched offering a high-class experience.



Masita

Kkobuk Chips in Vietnam

Kkobuk Chips, which became a hit in Korea, China, the United States, Australia, etc., began production in Vietnam in March 2023 and was released under the product name 'Masita.' Masita, which intuitively expresses the Korean word 'delicious' considering the Korean Wave, is a crispy 'four-layered snack' that features a rich texture as if eating several single-layered snacks at once, and the savory flavor of corn as seasoning permeates each layer. Currently, Masita corn soup flavor and grilled shrimp flavors are captivating the taste of young people with differentiated and brand new flavors.



Marine Boy & Jungle Boy

Eating for Fun and Its Taste

Marine Boy (Goraebab) & Jungle Boy are baked, not fried, snacks. They are healthy snacks that embody the underwater world and the age of dinosaurs that children love in the shape of a colorful snack. In 2023, we launched 'Jungle Boy Shake Shake Double Cheese Flavor' with sweet cheese and salty cheddar cheese powder based on the concept of shaking.

Goute & Marika & de Marie & C'est Bong Baguette

Premium Biscuits

Goute is gaining huge popularity for its differentiated taste and texture, and in particular, the 'Goute Nuts' lineup containing five types of nuts is receiving good responses from young female consumers. Marika is made with the premium butter from New Zealand, being loved as a gift. de Marie is a biscuit for tea that has been popular around the world since its first release in Europe in the 19th century, and it is featured by a rich milky flavor. C'est Bong Baguette released in 2023 transformed the biscuit market. It is a product that connects Vietnam culture and Western culture with a unique design in the shape of a cute little baguette and the rich flavor of garlic butter.



BOOM Jelly

Sweet and Sour Taste Bursting in a Mouth

Boom Jelly, which contains 30% real fruit juice, is a product that considers the taste and health of Vietnamese children and that is loved by many for its chewy and soft texture. It is becoming a gummy sweet brand that mothers can feed their children with confidence, with the Passion Fruit flavors such as the Green Mango Chili Salt flavor and the Tamarind flavor that reflects the local food culture of Vietnam. It has a dual texture with a different texture outside and inside to provide enjoyment to children in addition to the existing fruit flavors.



'Choco IQ' / 'Proyo!'

Orion Dairy Products

Orion has entered the Vietnamese dairy beverage market in partnership with 'Dutch Mill,' Thailand's No. 1 manufacturer of dairy product. 'Choco IQ,' a chocolate-flavored malt milk, is characterized by rich chocolate milk with a richer taste of malt, known to be rich in nutrients, and it provides a total of 14 nutrients, including 8 types of vitamin B group, calcium, phosphorus, and iron. 'Proyo!' is made by naturally fermenting fresh milk with probiotics and added with concentrated juice, allowing consumers to enjoy a refreshing taste, and 12 nutrients, including vitamin C, calcium, zinc, and iodine.



RUSSIA

Entering the Gummy Sweet Category following the Pie and Biscuit Markets

Choco Pie is a representing pie brand in Russia, established itself as a one of the most selling 5 brands in the entire confectionery markets. In 2023, Fresh Pies started to be produced at the new Tver plant, and in the fourth quarter, the pie production line was extended to meet the continuously increasing demand. The plant is supplying an additional 2.5 million boxes of pie products per year. In 2024, we plan to establish a mold (Cham Carp (Bungeo) Cakes) line to solidify our No. 1 leadership in the Russian market.

In order to further solidify our position in the confectionery market as well as the pie market, Orion Russia completed the construction of a gummy sweet production line and released three types of Mygummy kernel products (litchi, grape, and passion fruit) under the local name 'Jelly Boy' in the fourth quarter. Under the flavor diversification strategy, Orion Russia plans to launch new flavors for Russian consumers in 2024 and to expand its confectionery market share by concretizing the presence of Jelly Boy in the market early.

Expanding Overseas Market Entry and Export Sales

The new Tver factory will be a forward base for penetrating into the Russian market, which has a confectionery market worth USD 8,426.5 million, and a stepping stone for expanding to the Central Asian, Middle Eastern, European, and North African markets. We will fully expand market share in the Eurasian markets and achieve a second leap forward as a global company.

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2023 Sales in Russia

USD **153.4** million

Operating Profit

USD **24.6** million

Products in Russia



Choco Pie

A Russian Favorite

Choco Pie has been a favorite of Russian consumers for more than 30 years since its launch in 1993. Choco Pie fits well with the Russian people who like to eat it with tea, and it has particularly been enjoyed by Russian people thanks to the continued localization strategies and continued quality improvement.

As part of our quality-improvement efforts, preservatives, synthetic colors, and MSG are not used at all when making Choco Pie, and the distribution quality has been improved so that it can be stored for a long period without preservatives through Orion's own technology and individual packaging method. We added vitamin B2/B6/E and minerals such as calcium, iron and iodine to enhance nutrition.

In 2010, Orion became the first company in Russia to carry out a voluntary inspection of its products regarding the presence of GMOs, declaring that no artificial additives were added to them. A year later, Orion adjusted the nutritional balance of its products to make them more suitable for breakfast. The company also obtained a zero trans-fat certification in 2012 and a Food Safety System Certification in 2014 from the Global Food Safety Initiative.

From 2019, in addition to the original flavor, Orion has expanded the range of consumer's choices by releasing differentiated products using 'jam' for 'Cheery,' 'Blackcurrant,' and 'Mango' Choco Pies, which are familiar to local consumers. In 2024, we plan to introduce new products tailored to local consumer tastes and going forward, Orion Russia plans to strengthen its position as a leading brand in the market based on the consumers' trust in quality.

Fresh Pie

A Fresh and Sweet Harmony of Jam and Cream

Fresh Pie, a fruit cream cake made with real fruit, is captivating Russian consumers for its soft and melting texture. In 2023, strawberry-wheat raspberry and peach flavors made their debut in the market. In 2024, we plan to add local customers' favorite mandarin flavor, which will be fostered as a separate brand.



Choco Boy

Inspiring People's Imaginations

'Choco Boy,' crispy-tasting, mushroom-shaped biscuits topped with milk chocolate, is loved by many young customers. In 2024, in addition to the existing milk chocolate flavor, caramel flavor, blackcurrant flavor, mango flavor, and strawberry yogurt flavor, new flavors will be launched.

Choco Boy Safari, which contains sweet chocolate inside the cookies, has recorded high sales growth compared to the previous year, and we plan to build a dedicated line for Choco Boy by adding new flavors.



Jelly Boy

A Delight to the Eyes and Mouth with the Texture of Fresh Flesh and Cute Characters

'Jelly Boy' is a gummy that delicately embodies the shape and color of fruit, as well as tastes of real fruit, and double texture that is different outside and inside. It is a product that proves Orion's R&D capabilities in gummy category and manufacturing know-how cumulated for more than 30 years. Jelly Boy is expected to capture both eyes and mouths of local consumers through its differentiated and brand new texture and taste, and the fun elements that realistically embody fruit.

Goute

Thin Cookie Cracker with Reduced Calories

'Goute' is a thin cookie-shaped cracker that has a unique sweet and salty taste, almost melting in the mouth. Since its launch, it has been especially popular among young female working in the office due to its reasonable price range. In addition, Orion has succeeded in realizing the mocha coffee taste, which is continuously loved by consumers along with Goute Original flavor.



Tender and Soft (мягкое печенье) Choco Chip Cookies
Filled with Real Chocolate Chunk

Since 2019, Orion has produced and supplied Tender and Soft(мягкое печенье) Choco Chip Cookies, a perfect cookie for tea, considering Russian culture to enjoy tea time with family or friends. In cooperation with Belgium's famous 'Cargill Chocolate,' we succeeded in developing a 100% real chocolate chunk appealing to Russian consumers, and launching a sub-brand with high-quality Dutch orange peel.

CRACK IT

A Crispy, Soft Texture That Melts in Your Mouth

'CRACK IT,' a cracker with a crispy texture, was released in two types: 'fresh cream flavor that melts in your mouth,' and a 'sweet coconut flavor with plenty of coconut.' We succeeded in giving a crispy and soft texture when put in the mouth, and we designed products in small packages of five pieces to increase portability.



Mr. Bagetti

Unique Texture of Baked Bread

There are two kinds of flavors of 'Mr. Bagetti' twice baked in the oven: 'Onion Flavor,' which are seasoned with roasted onions and 'Garlic Basil Flavor.'



INDIA

Expanding Sales in Pie and Snack Categories

Orion signed a consignment production management contract with Mann Ventures, a local manufacturer, considering the characteristics of the Indian market, and started production and sales of Choco Pie from March 2021 in India. We started producing Strawberry Flavor Choco Pie from December 2021, while entering the nascent market by importing rice crackers from Vietnam, increasing our sales power by supplying products to the large retail stores in major cities and selling products through major e-Commerce channels such as Amazon. In addition, we entered the Indian snack market by starting production of Kkobuk Chips in February 2023.

In 2024, we plan to commence the operation of the second Choco Pie production line to increase production and secure new distribution partners to expand sales channels. In particular, we are committed to producing high-quality products for greater customer satisfaction. Furthermore, following the launch of Kkobuk Chips in 2023, we plan to release K-snack (Rings) with Korean flavors in February 2024 to expand sales in snack category. Going forward, we plan to provide new products tailored to the tastes of local consumers, continuing our test to find new and various future products suitable for the Indian market to increase sales.

ORION in India

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Rajasthan Factory
Kamalpur, Rajasthan, India

Products in India



Choco Pie

Pie Road to India

After starting production of Choco Pie in India from March 2021, Orion is releasing Choco Pie using vegetarian marshmallows targeting a lot of vegetarian consumers in India. In the Indian market, where biscuits and snacks are the best-selling products, Orion is successfully establishing itself through its continuous localization strategy and efforts to improve quality.

In November 2021, thanks to our experience accumulated in Korea, China, and Russia, we could release Strawberry Flavor Choco Pie which embodies the taste most preferred by Indian consumers. In April 2022, considering that India is the world top mango producer and consumer, we released Mango Flavor Choco Pie, the most familiar taste. We will drive growth of pie products with diverse and differentiated Choco Pies that satisfy the tastes of Indian consumers by launching Coconut Flavor Choco Pie in February 2024 following Orange Flavor Choco Pie launched in January 2023.

O'rice

Well-Baked Rice Cracker

O'rice, a rice cracker, was imported from Vietnam and sold in India from the first half of 2021. It is a brand new type of cracker, which gives brand image of a healthy product made from rice, receiving a positive response from consumers.



Turtle Chips

Four-layered Snack with Special Crispy Texture

From December 2022, the Indian subsidiary imported and started selling Turtle Chips (Kkobuk Chips) Hot Lime flavor produced for vegetarians by Orion Korea, targeting the Indian market. The Indian subsidiary started local production in February 2023, realizing the four-layered shape and crispy texture. At the same time, considering the local tastes, the Indian subsidiary released a total of five flavors: Mexican Lime, Sour Cream & Onion, Tangy Tomato, Masala, and Spicy Devil flavors.



K snack (Rings)

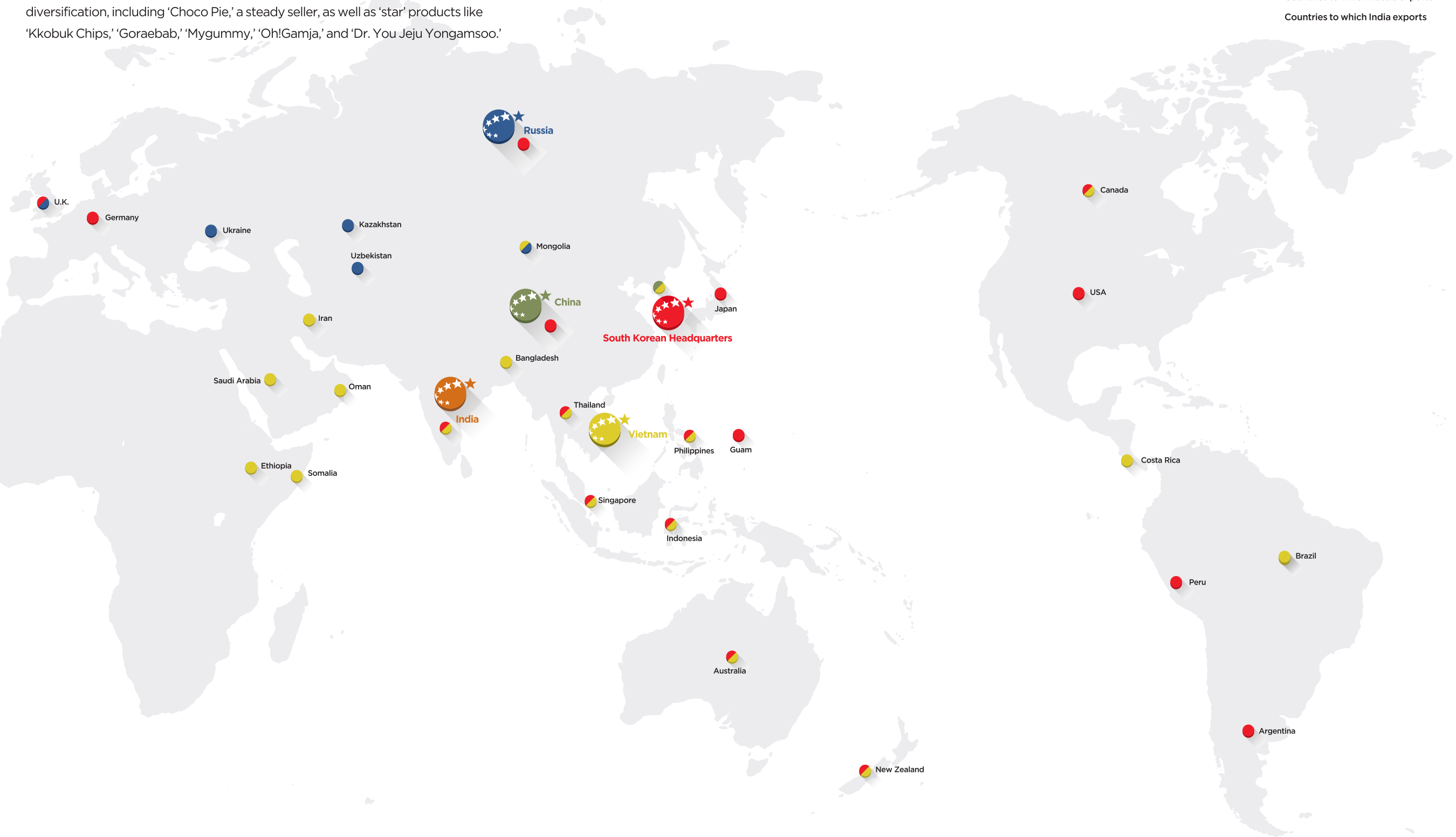
Containing Korean Culture (K Culture)

From February 2024, we plan to release K snack (Rings) products to introduce the currently popular Korean culture and taste. We developed kimchi and buldak (hot chicken flavor) flavors, popular Korean taste, in a vegetarian version of ring-shaped snacks, and applied a product design reminiscent of K-pop.

Global Sales Network

Orion exports its products to over 60 countries, including those of China, Vietnam, Russia, India, plus the Americas, Southeast Asia, and the Middle East. The company enhances its brand competitiveness by focusing on quality, innovation, and product diversification, including 'Choco Pie,' a steady seller, as well as 'star' products like 'Kkobuk Chips,' 'Goraebab,' 'Mygummy,' 'Oh!Gamja,' and 'Dr. You Jeju Yongamsoo.'

- South Korean Headquarters 
- Overseas production subsidiaries 
- Countries to which South Korea exports 
- Countries to which China exports 
- Countries to which Vietnam exports 
- Countries to which Russia exports 
- Countries to which India exports 



Bio Business

Orion Holdings signed a joint venture agreement with 'Shandong Lukang Pharmaceutical ("Lukang"),' a Chinese state-owned pharmaceutical company, in October 2020 and entered the Chinese pharmaceutical and bio markets worth USD 123,843.8 million. Orion Holdings and Lukang invested 65% and 35%, respectively, of total equity capital, and completed the establishment of 'Shandong Lukang Hao Li You Biological Technology Development Limited ("Lukang Hao Li You")' as a joint venture in March 2021 and has started to carry out the business in earnest.

Orion Holdings identifies excellent bio companies in Korea and serves as a partner for advancing into China. To this end, Orion is regularly holding the 'Korea-China Pharmaceutical and Bio Development Forum' with the participation of specialists in the pharmaceutical and bio fields in the domestic financial sector. The biotechnology explored at the forum are objectively evaluated for its technology and marketability by experts. Then Lukang Hao Li You Shandong Lukang Orion Biotechnology Development takes these technologies that passed the screening and undertakes a clinical trial, a licensing process in China, and then finally produce, sell, and market them locally.

Orion completed the acquisition of a 25.73% equity capital in LigaChem Biosciences (hereinafter referred to as LigaChem Bio) in March 2024 (total amount of USD 420.2 million, purchasing 7,963,283 new shares and 1,400,000 old shares). With this acquisition, the bio business along with the food business constituted one of the two core business groups, completing the business portfolio for the Group's sustainable growth.

ADC, Anticancer Drug

LigaChem Bio, acquired by Orion, has grown into a global biotech company since its establishment in 2006 through research and development of ADC (antibody-drug-conjugate) new drugs. ADC, which combines drugs with antibodies, is a next-generation anticancer treatment that selectively shows efficacy only in cancer cells, not normal cells, which overcomes the limitations of traditional anticancer drugs. In December 2023, LigaChem Bio transferred technology of LCB84 (TROP2-ADC) to Janssen Biotech, Inc. for USD 1,685.3 million, the largest ever in Korean history, recording 13 cumulative technology transfers and USD 6,664.6 million in contract amount. In addition, in order to secure next-generation growth engines, LigaChem Bio is stretching its research capabilities to Bispecific-ADC (dual antibody-ADC) and Immuno-Oncology (immuno-oncology) treatment sectors using dual antibodies in addition to existing ADCs. Based on world-class new drug development capabilities and aggressive R&D investment, LigaChem Bio plans to become a Global Top ADC Company in 2024.



Air view of tuberculosis vaccine factory



Contract Signing Ceremony between Orion Holdings & HysensBio



Panoramic view of LigaChem Bio (photo changed)

In Vitro Colorectal Cancer Diagnostic Kit

Orion Group signed a contract with a Korean in vitro cancer diagnosis company, 'Genomictree,' on introduction of in vitro diagnosis technology for colorectal cancer in May 2021 through the Lukang Hao Li You. We will continue our cooperation for the commercialization of the product, while Genomictree provides technical support for clinical trial and licensing process in China. We completed the construction of infrastructure (laboratories, production facilities) for mass production of in vitro cancer diagnostic products in China. We are preparing to commercialize an in vitro diagnostic kit for colon cancer in 2024. Our strategy is to successfully introduce the technologies of excellent Korean bio companies to the Chinese market aiming to open the era of 'K-Bio.'

Tuberculosis Vaccine

Orion Group signed a contract with a multinational vaccine company, 'Curatis,' for joint development of a tuberculosis vaccine in February 2022. With regard to tuberculosis vaccine development, we have formed a contract with Jining, Shandong Province, China, for 'support and cooperation on vaccine development projects in China' in July 2022, and have been supported by the local government in securing land and building production facility, as well as obtaining business licenses.

In particular, the Chinese government has designated tuberculosis as a contagious disease under priority control. As such, national interest in tuberculosis is high, but there is no tuberculosis vaccine for adults. So expectation on the tuberculosis vaccine development project is high. Currently, we are constructing a state-of-the-art vaccine factory in Jining with the investment of USD 68.9 million, and we plan to build a clinical laboratory in Shanghai in 2024.

Dental Disease Treatment

In November 2022, Orion Holdings concluded a joint venture contract with 'HysensBio,' a dental disease treatment development company, and established 'Orion Biologics,' a joint venture to carry out dental disease treatment business.

Through Orion Biologics, we plan to secure the specialized treatment technology for dental diseases such as sensitive teeth, tooth decay, and periodontal disease owned by HysensBio, and develop products and conduct clinical trial for approval for commercialization in the Asian market. Going forward, we plan to enter not only quasi-drug industry such as mouthwash and toothpaste, but also food materials industry. In 2017, HysensBio succeeded in developing 'CPNE7-derived peptide,' which is the basis of the original technology for dentin and periodontal tissue regeneration, for the first time in the world, and registered patents in 11 countries including Korea, China, and the United States. Currently, we are undergoing phase 2b clinical trials. In particular, as peptides are harmless to the human body as one of the constituents of the body, we expect that we can complete the clinical trial in a shorter period than other new drugs, commercializing it earlier.



Showbox Inc.

• SHOWBOX Corp.

• Major Interests

Film Distribution, Film Investment/Production, Foreign Film Import, Overseas Theater Operations, Online Business, Global Contents Business, and Drama Production Business, etc.

• Address

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• Tel

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In 2023, Showbox played the Japanese animation film <Suzume no Tojimari> directed by Shinkai Makoto, the film <Ransomed> directed by Kim Seong-hoon and starring Ha Jung-woo and Ju Ji-hoon, and the film <Our Season> directed by Yook Sang-hyo and starring Kim Hae-sook and Shin Min-a. In particular, <Suzume no Tojimari>, which Showbox introduced to domestic audiences as a distributor, made successful performance mobilizing 5.57 million viewers, ranking 4th among the domestically released animations of all time.

Following the release of the films <Citizen of a Kind> and <Exhume> in the first half of 2024, Showbox plans to release <Moral Hazard> (tentative title) and others in the second half. <Exhume> directed by Jang Jae-hyun, who also directed <Svaha: The Sixth Finger> and <Gates of Darkness>, stars a number of leading South Korean actors and actress, including Choi Min-sik, Kim Go-eun, Yoo Hae-jin, and Lee Do-hyun. <Exhume> is the occult mystery genre film, which deals with the bizarre events that occur to a Feng shui master, an mortician, and shamans who relocate suspicious graves to appease the ancestor for a large sum of money, and it has been the first film to reach 10 million viewers cumulatively in 2024, surpassed 11.86 million cumulative viewers.

<Citizen of a Kind>, starring Ra Mi-ran, Gong Myung, Yeom Hye-ran, Park Byung-eun, Jang Yoon-ju, Lee Moo-saeng, and Ahn Eun-jin, is a film chasing the criminals that unfold when the phisher who tricked her, 'Jae-min' (Gong Myung), calls again to tip 'Deok-hee' off about the criminal organization that locked him up. The chemistry between stars with the outstanding acting abilities and the talented rookie director Park Young-joo stands out. Meanwhile, <Moral Hazard> (tentative title), which is about the fate of South Korea's number one soju company on the brink of bankruptcy and a global investment firm thirstily going after the company, facing off against each other, stars Yoo Hae-jin and Lee Je-hoon, who have built trust with viewers through various works.

Showbox, which has been quick to invest in producing not only movies but also series, plans to air high-quality content following its first production drama [Itaewon Class]. Among them, the series [A Killer Paradox], based on the popular webtoon written by Kkomabi and starring Choi Woo-shik and Son Suk-ku, started to be released worldwide through Netflix in 2024 and has been gaining popularity from global content fans, ranking the 2nd among non-English TV dramas and ranking in the top 10 of TV dramas in 19 countries. Going forward, Showbox is committed to continuing its growth as a leading company that presents high-quality content to domestic and international audiences and viewers.

Selected 2024 Line-up



Exhume

<Exhume> is the occult mystery genre film, which deals with the bizarre events that occur to a Feng shui master, an mortician, and shamans who relocate suspicious graves to appease the ancestor for a large sum of money. It stars

Choi Min-sik, Kim Go-eun, Yoo Hae-jin, and Lee Do-hyun, who captivated audiences of all ages, and is directed by Jang Jae-hyun, who showed the pinnacle of directing in the occult genre through <Svaha> and <Gates of Darkness>, gaining public expectations even more. Audience look forward to seeing a new try of Choi Min-sik, Feng shui master, who searches for land and Kim Go-en, a shaman who soothes the dead. Yoo Hae-jin and Lee Do-hyun play a funeral director who pays homage and a shaman who recites sutras, respectively.



Citizen of a Kind

Film <Citizen of a Kind> is a pleasant story about an ordinary citizen 'Duk-hee,' who chases the criminals that unfold when a phisher who tricked her, 'Jae-min' (Gong Myung), calls again to tip 'Deok-hee' off about the criminal organization that locked him up. Actress Ra Mi-ran, who has made audiences feel a variety of feelings

through the film <Honest Candidate> and the TV series <The good bad mother>, has taken on the role of the main character, 'Deok-hee.'

In addition, <Citizen of a Kind> starring famous Gong Myung, Yeom Hye-ran, Park Byung-eun, Jang Yoon-ju, Lee Mu-saeng, and Ahn Eun-jin, who were loved by audience for their outstanding acting ability, will give excitement and thrill. The film was directed by new director Park Young-ju, who was invited to the Cine Foundation section of the Cannes International Film Festival for her short film 1 Kilogram being recognized for her skills.

Orion Tennis Team

• Main Achievements

- Won ITF J200 New Delhi International Junior Tennis Tournament in January 2023
- Won ITF J200 Kolkata International Junior Tennis Tournament in June 2023
- Won ITF J60 Jakarta International Junior Tennis 1st and 2nd Tournaments in June 2023
- Sponsored ITF M25 Orion Dr. You Cup Changwon International Men's Tennis Tournament in June 2023
- Won ITF J100 Andong International Junior Tennis Tournament in September 2023
- Won ITF J200 Chuncheon International Junior Tennis Tournament in September 2023
- Won ITF J300 Chuncheon International Junior Tennis Tournament in October 2023
- Won ITF J300 Nonthaburi International Junior Tennis Tournament in March 2024

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Orion, which has contributed to the development of Korean professional basketball for over 20 years, founded the 'Orion Tennis Team' on July 1, 2022 for balanced development and revitalization of Korean sports. The Orion Tennis Team has provided unsparing support and opportunities for its players so that the players can experience to stand on the world stage and ATP Tour competition, with the goal of discovering and nurturing promising players.

Coaching Staff

Orion has taken its first step by forming a coaching staff with extensive domestic and international experiences. We appoint former national team coach Jeon Yeong-dai, who served as vice president of the Korea Tennis Association and won two gold medals while serving as the head of the national team during the Asian Games as a head of The Orion Tennis Team and appoint Korea's legendry tennis player Hyung-taik Lee, who advanced to the round of 16 at the U.S. Open, won the ATP Tour, and won gold medals at the Asian Games as supervisor and Kim Sun-yong who won the Junior Australian Open, and served as a head of 2021 Junior National Team as a coach.

Players

After the team recruited Kim Jangjun (age 18), who has established himself as the 'Ace player of next-generation' of Korean tennis after winning the 2023 ITF J200 New Delhi, J200 Kolkata, and J100 Andong International Junior Tennis Tournaments, Jung Yeon-soo (age 17), who won the 1st and 2nd ITF J60 Jakarta International Junior Tennis Tournaments in succession, and Kim Dong-min (age 14), a national player at the ITF U-14 World Junior Tennis Tournament, this year Yoo Seung-jun (age 14), who won the 2023 ATF U-14 Tournament three times, and Park Ye-seo (age 13), who won the National Junior Tennis Tournament for 14 years old join the team.

1. Tennis Team; Award Ceremony at ITF J300 Nonthaburi International Junior Tennis Tournament
2. Launch Ceremony of Orion Tennis Team
3. Tennis Team; 2023 ITF M25 Orion Dr. You Cup Changwon International Men's Tennis Tournament

