

KURI F&V

Company Profile

CONTENTS

This document is the corporate brochure of KURI F&V, outlining our management philosophy, vision, and core competencies



01	Management Philosophy & Company Overview	02 - 07
02	Core Business	08 - 10
03	Business Sites	11 - 14
04	Business Vision	15 - 19
05	ESG Management	20

Management Philosophy

Realizing the Public Value of Agriculture

Building a fair, stable distribution system
that unites farmers and consumers as one



Fair Producer Prices

Stable trading and accurate price discovery
secure fair value for farmers' labor

Fresh, Safe Produce Supply

Deliver fresh and safe agricultural products
supported by thorough quality control

Advancing Agricultural Distribution

Digital innovation through early adoption of electronic
auctions and online wholesale system

Company Overview



Company Name	Kuri Fruits & Vegetables	Annual Volume	120,000 tons
Established	May 17, 1995	Wholesalers / Buyers	160 companies
CEO	Kim Min-ho	Producers	1,100 companies
Employees	47 (as of Apr. 2026)	Business	Agricultural produce consignment sales
Capital	KRW 5 billion	Address	90 Donggureung-ro 136beon-gil, Guri-si, Gyeonggi-do
Annual Sales	KRW 292.9 billion (FY2025)	Affiliate	KR Logistics Co., Ltd. (84 employees)

Company History



1995

- Founded

2016

- Re-designated as Guri wholesale market corporation (7-year term)

2001

- Launched electronic auction system

2018

- Selected as Excellent Wholesale Corporation by MAFRA

2009 - 2010

- Re-designated as Guri wholesale market corporation (7-year term)
- Selected as Excellent Wholesale Corporation by MAFRA

2020

- Awarded Gyeonggi Governor's Commendation

2011

- Launched foodservice supply and small-portion processing center (concurrent business using external warehouse)

2023

- Selected as Excellent Wholesale Corporation by MAFRA
- Re-designated as Guri wholesale market corporation

2013

- Selected as Excellent Wholesale Corporation by MAFRA

2024

- Awarded MAFRA Minister's Commendation for contributions to agricultural business development

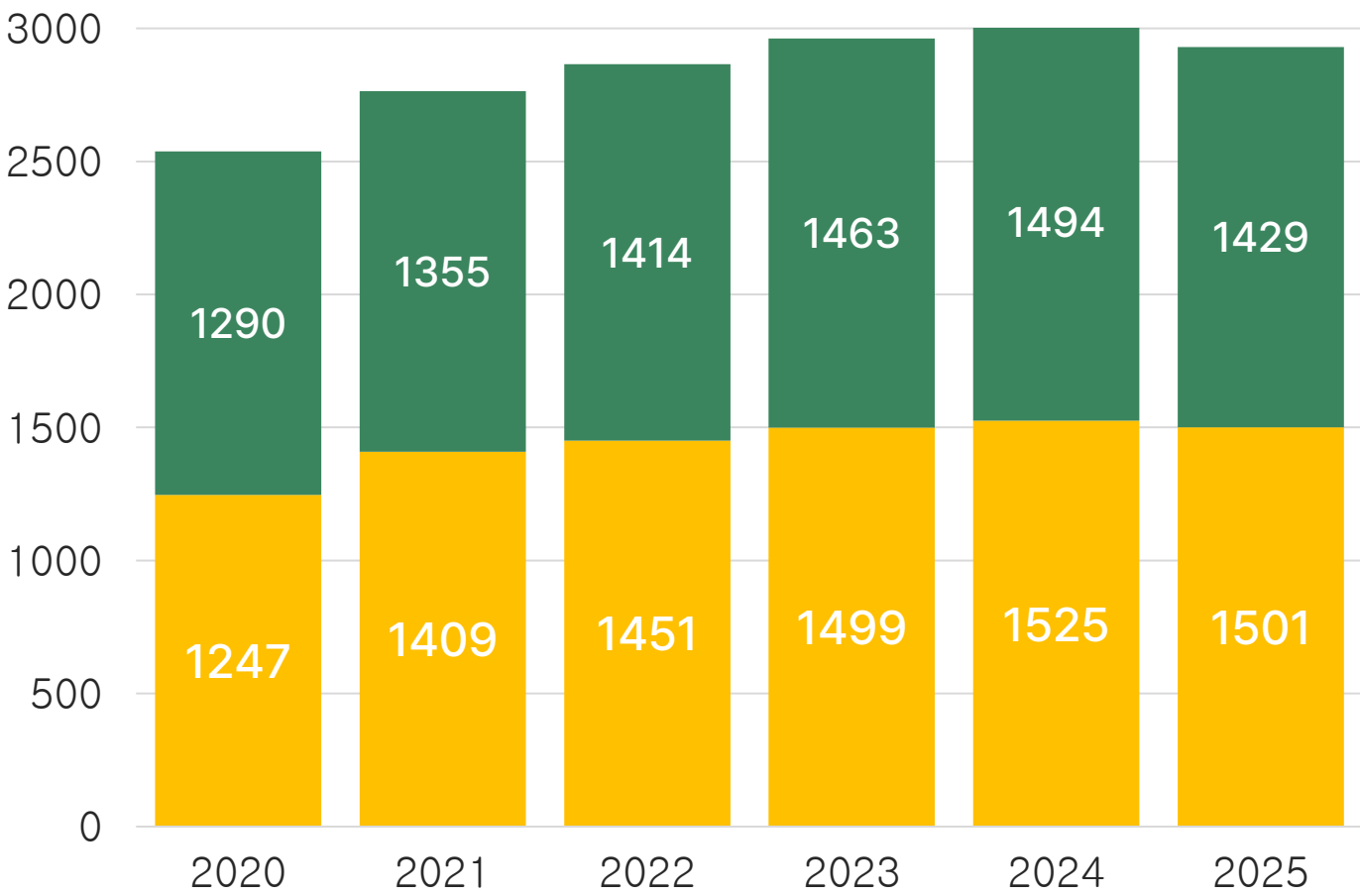
Annual Sales & Volume

Stable producer relationships and continuous expansion of sourcing networks ensure reliable supply and sustained growth

Annual Sales by Year

Fruits Vegetables

[Unit: KRW 100M]



Rank	Item
01	Strawberry
02	Tangerine
03	Tomato
04	Apple
05	Peach
06	Grape
07	Korean Melon
08	Watermelon
09	Banana
10	Pear

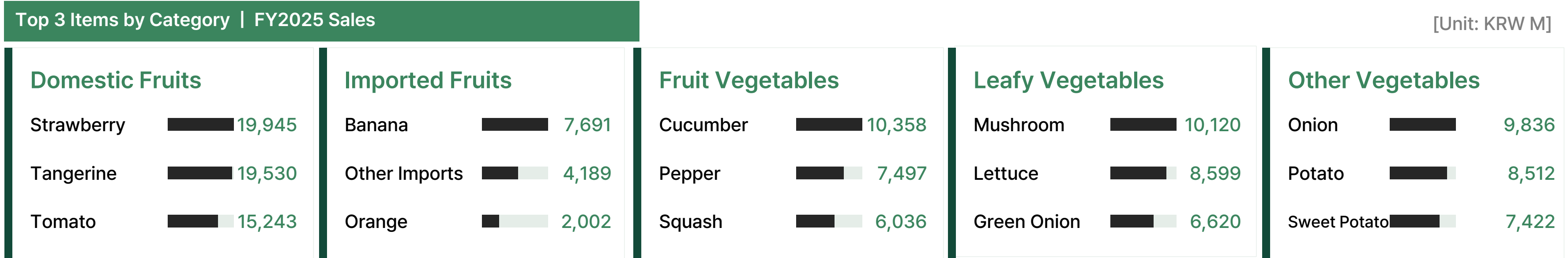
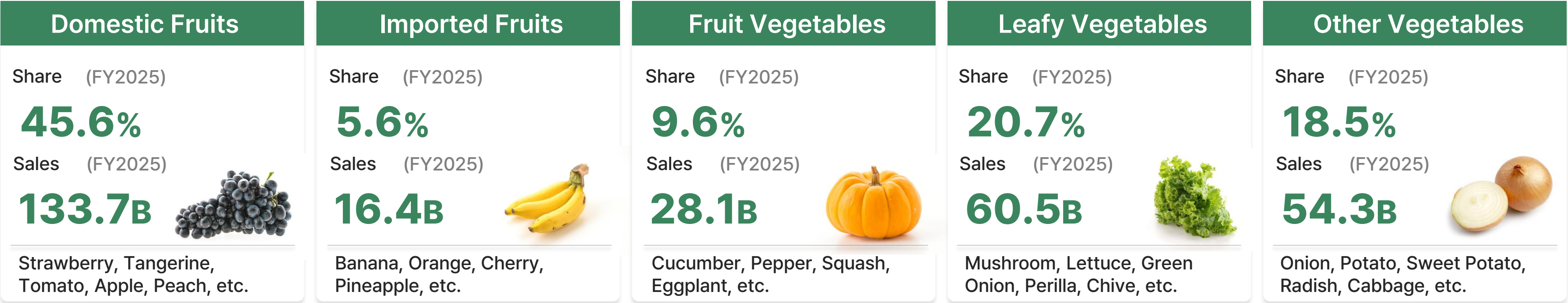
[2025 Fruits Top 10]

Rank	Item
01	Cucumber
02	Mushroom
03	Onion
04	Lettuce
05	Potato
06	Pepper
07	Sweet Potato
08	Other Leafy Vegetables
09	Green Onion
10	Radish

[2025 Vegetables Top 10]

Status by Category

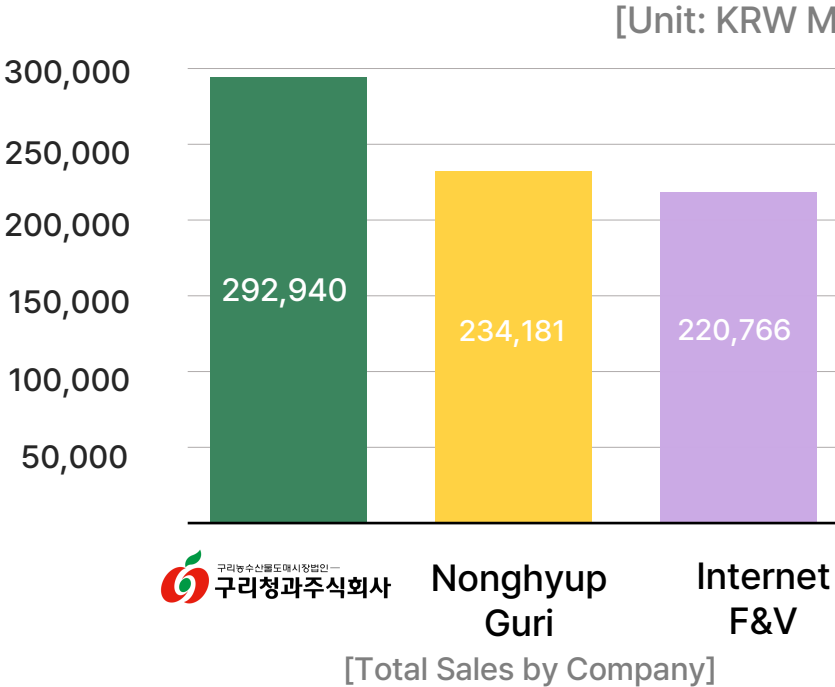
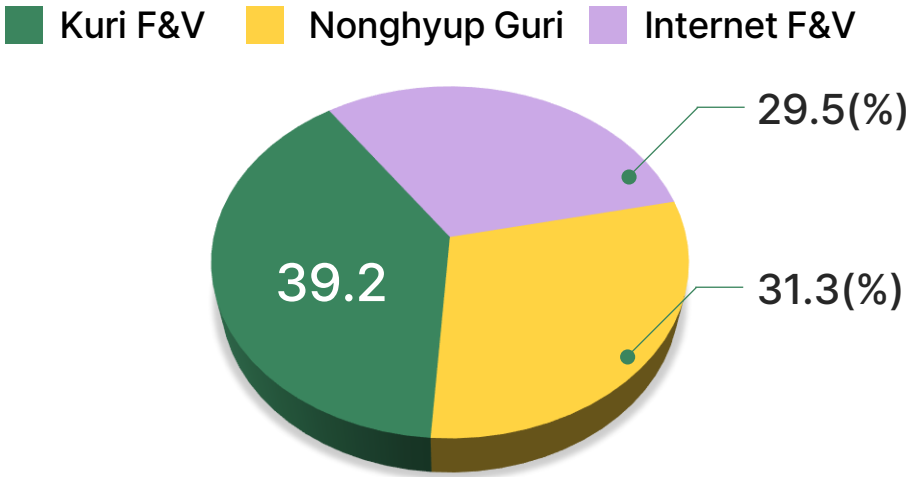
Of the company's FY2025 transaction volume of approx. KRW 292.9 bn, domestic fruits accounted for the largest share, followed by leafy vegetables, other vegetables, fruit vegetables, and imported fruits. Among individual products, tangerine, strawberry, cucumber, and onion recorded the highest transaction volumes



Competitor Comparison

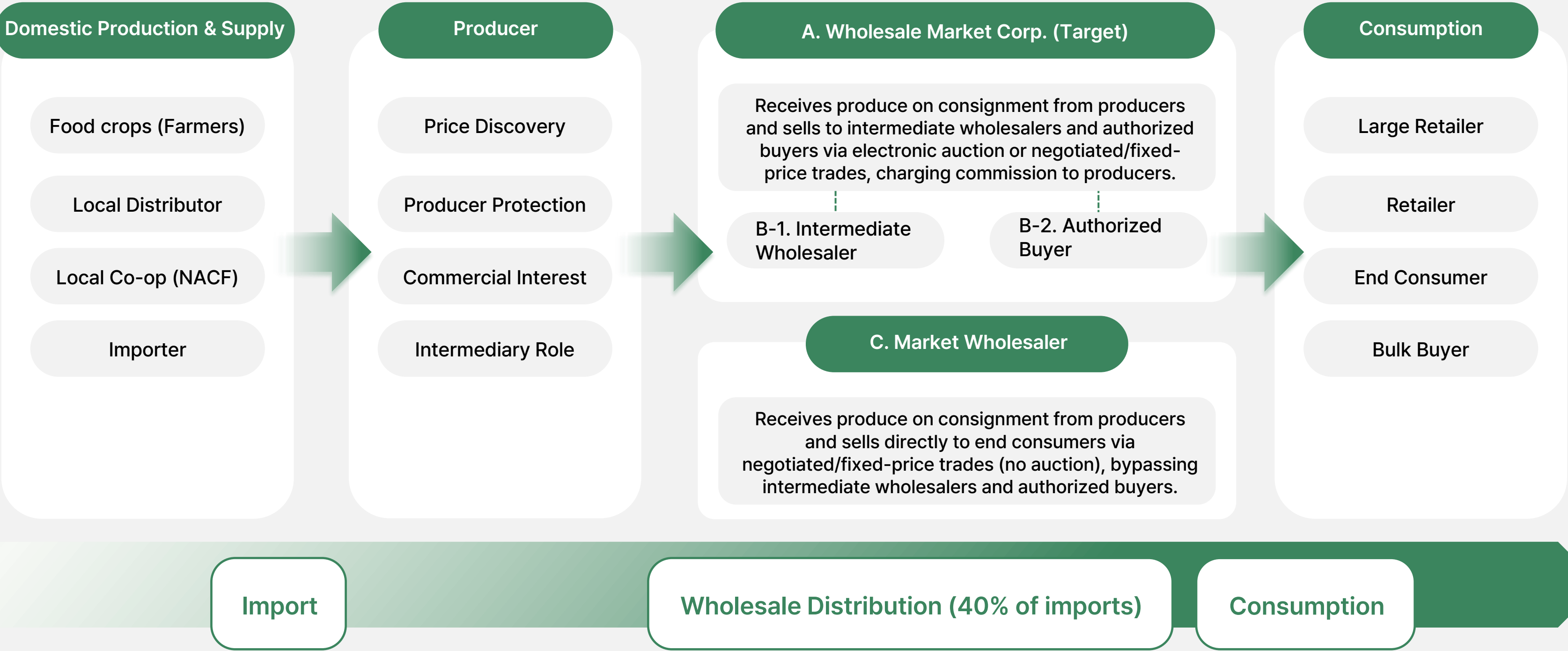
[Unit: tons, KRW M]

Category		Kuri F&V	Nonghyup Guri	Internet F&V	Total
Fruits	Volume	40,169	36,603	23,462	100,235
	Sales	150,085	137,586	93,038	380,709
Vegetables	Volume	78,900	58,510	76,454	213,864
	Sales	142,855	96,595	127,727	367,177
Total	Volume	110,069	95,114	99,917	314,099
	Sales	292,940	234,181	220,766	747,886
Sales MS (%)		39.2	31.3	29.5	100



Value Chain & Roles

Within Korea’s agricultural produce value chain, the Company operates in the price-setting wholesale distribution segment. It receives produce on consignment from producers and sells to intermediate wholesalers and trading participants via electronic auctions, fixed-price sales, and negotiated transactions, earning commission revenue.



Wholesale Market Trading Flow

Building a fair and stable distribution foundation — uniting
producers and consumers:
Kuri F&V's vision.

01
Produce Supply

Farmer Groups (Farmers)
Local Distributor
Local Co-op (NACF)
Importer

02
Price Discovery

Auction / Tender
Negotiated / Fixed-Price

03
Wholesale

Wholesale / Brokerage

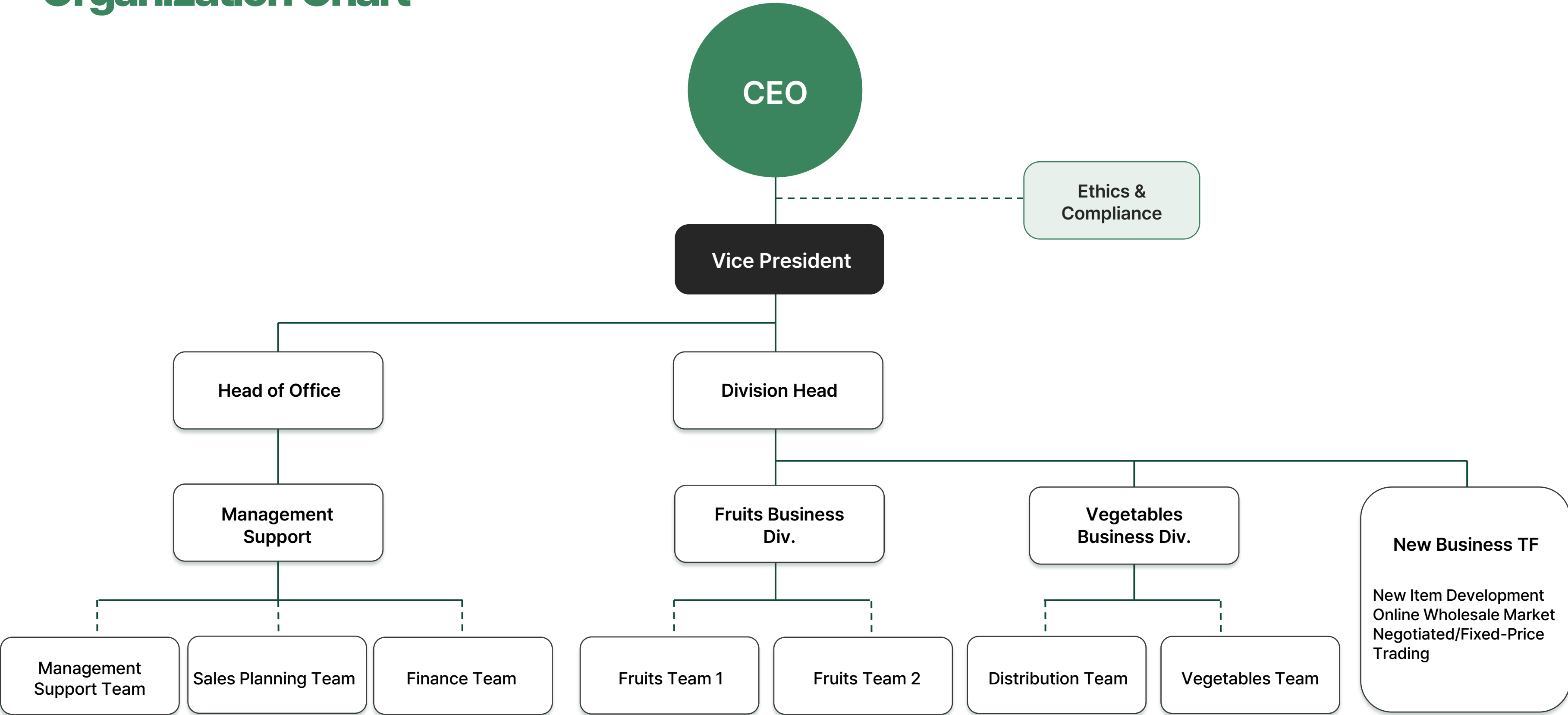
04
Distribution

Online Channels
Retail / Foodservice
Hyper / Supermarkets
Military Supply

05
To Consumer

Fresh, Safe Produce
Supply

Organization Chart



Guri Wholesale Market

Location, Overview & Main Facilities



Facility	Main Facility	Details & Stalls	Area
Produce Bldg	Main auction floor handling most of the company's items — auction floor, offices, cafeteria, etc.	2F/3F: Wholesale Corp. and rental offices; 1F: 3 auction floors and 272 Intermediate Wholesaler stalls; B1: cold storage, M&E rooms	79,297㎡
Seasoning Bldg	Auctions for seasoning vegetables (chili, garlic, etc.)	Auction floor; 25 Intermediate Wholesaler stalls	1,499㎡
Bulk Goods Bldg	Auctions for leafy/stem & root vegetables (radish, cabbage, onion, etc.)	Auction floor; 60 Intermediate Wholesaler stalls	6,775㎡
Sorting & Packing Center	Sorting/packing and cold storage (Authorized Buyers)	34 Intermediate Wholesaler and Authorized Buyer stalls	5,210㎡

90 Donggureung-ro 136beon-gil, Guri-si, Gyeonggi-do

Adjacent to Donggureung Stn. (Line 8), Guri Stn. (Gyeongui-Jungang Line), Guri IC and 1st Seoul Ring Expressway

The only wholesale market in northern Gyeonggi — covering all of northern Gyeonggi and Northern Seoul

Additional demand expected from population inflow as new cities develop in northern Gyeonggi



Guri Wholesale Market

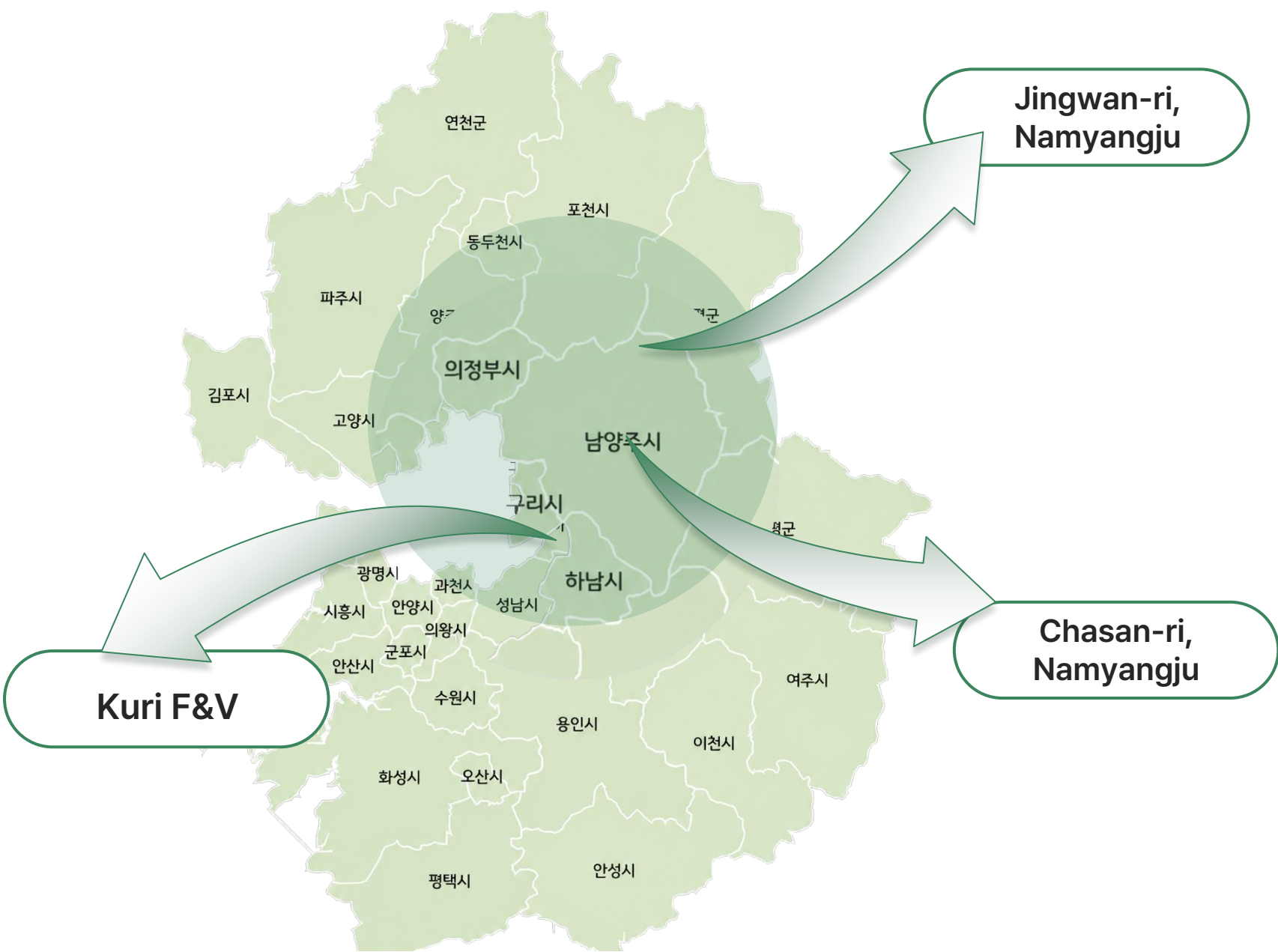
Cold Storage

The company operates 6 cold storage units and 10 sorting & packing facilities inside the Guri Wholesale Market, plus rights to 2 external warehouses in Guri and Namyangju — continuously expanding incentives to attract Intermediate Wholesalers and Authorized Buyers.

Maintaining produce freshness via cold storage, building the operational base for Intermediate Wholesalers and Authorized Buyers

- As produce prices decline as freshness declines, maintaining product freshness through an integrated cold chain system is critical
- 1~2 day gap between auction completion and final delivery creates the need for dedicated inventory storage space for intermediate wholesalers and trading participants.

Facility	Main Facility	Type	Area	Operation
Internal	Produce Bldg B1	No. 1-6 (6 units)	2,276 m²	User cost-based settlement
	Behind Produce Bldg	Sorting & Packing Center (10 units)	1,903 m²	User cost-based settlement
External	Jingwan-ri 900-1, Namyangju	1 unit	297 m²	Free of charge
	Chasan-ri 640-1, Namyangju	1 unit	993 m²	User cost-based settlement
Total		18 units	5,469 m²	

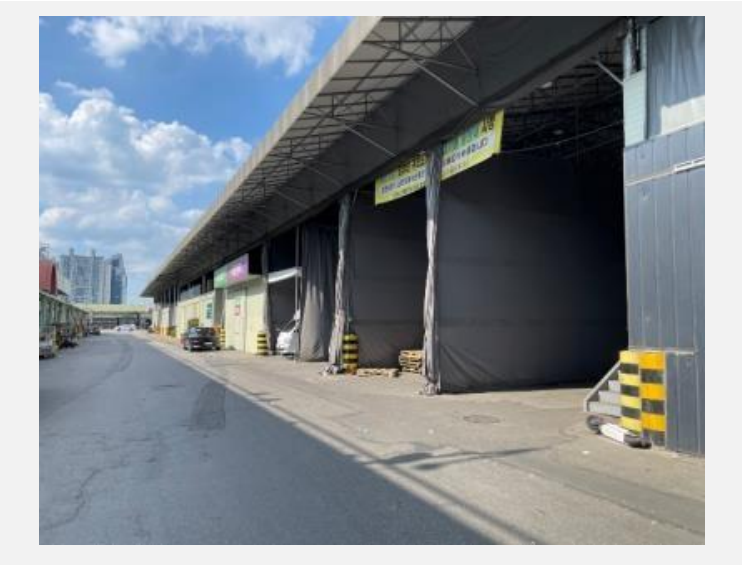


Guri Wholesale Market

Sorting & Packing Center

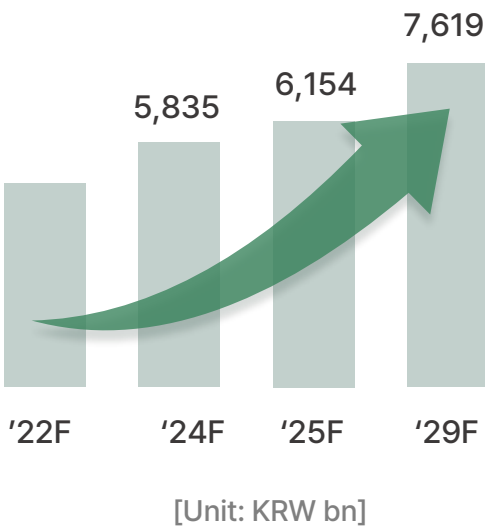
In 2022, the company established a Sorting & Packing Center inside the wholesale market, currently housing 10 authorized buyers — through tenant transaction management, sustained top-line growth is achievable via this Center.

- Storage, processing, sorting & packing of clients' produce — all handled in one place; preferred by both customers and producers
- Utilizing the wholesale market's existing facility allows onboarding of new authorized buyers; on-site sorting maintains freshness
- New authorized buyer participation in auctions activates the auction hall and boosts inflow volume



- Facility scale: total 600 pyeong / facility 480 pyeong (cold storage)
- Main facilities: cold-chain workspace, category-specific storage, parking zone, pest & disaster prevention
- Tenant model: annual selection of tenants meeting minimum volume
- Trading method: same as existing authorized buyers
- Sorting process: pack to tenant-ordered quantities in standardized small boxes for dispatch

Sorting Center Trading Volume



Inflow Volume Growth

1. Onboarding leading buyers
 - Complementary competition with existing intermediate wholesalers
2. More auction participants
 - Higher auction prices
3. Higher shipment volume
 - Large distributor onboarding
4. Higher brand awareness
 - Continued onboarding

Sorting & Packing Operational Know-how

Leveraging operational experience with the Sorting & Packing Center, cost competitiveness is secured through optimization of sorting loss, labor, materials, and CAPEX.

Key Tenant Companies

10 online distributors including L, M, and J; many companies on the waiting list, enabling selection of competitive tenants.

Virtuous Cycle through Competition

Holding full discretion over tenants, the company decisively replaces uncompetitive operators.

As the only wholesale corporation among national public wholesale markets with cold storage inside a Sorting & Packing Center, the company can readily secure additional stable revenue through the Center.

Subsidiary Overview

Company Name	KR Logistics Co., Ltd.
Established	May 17, 1995
CEO	Kwon Chang-won
Employees	84 (as of Sep. 2024)
Main Business	Loading/unloading & transport of agricultural produce
Address	90 Donggureung-ro 136beon-gil, Guri, Gyeonggi

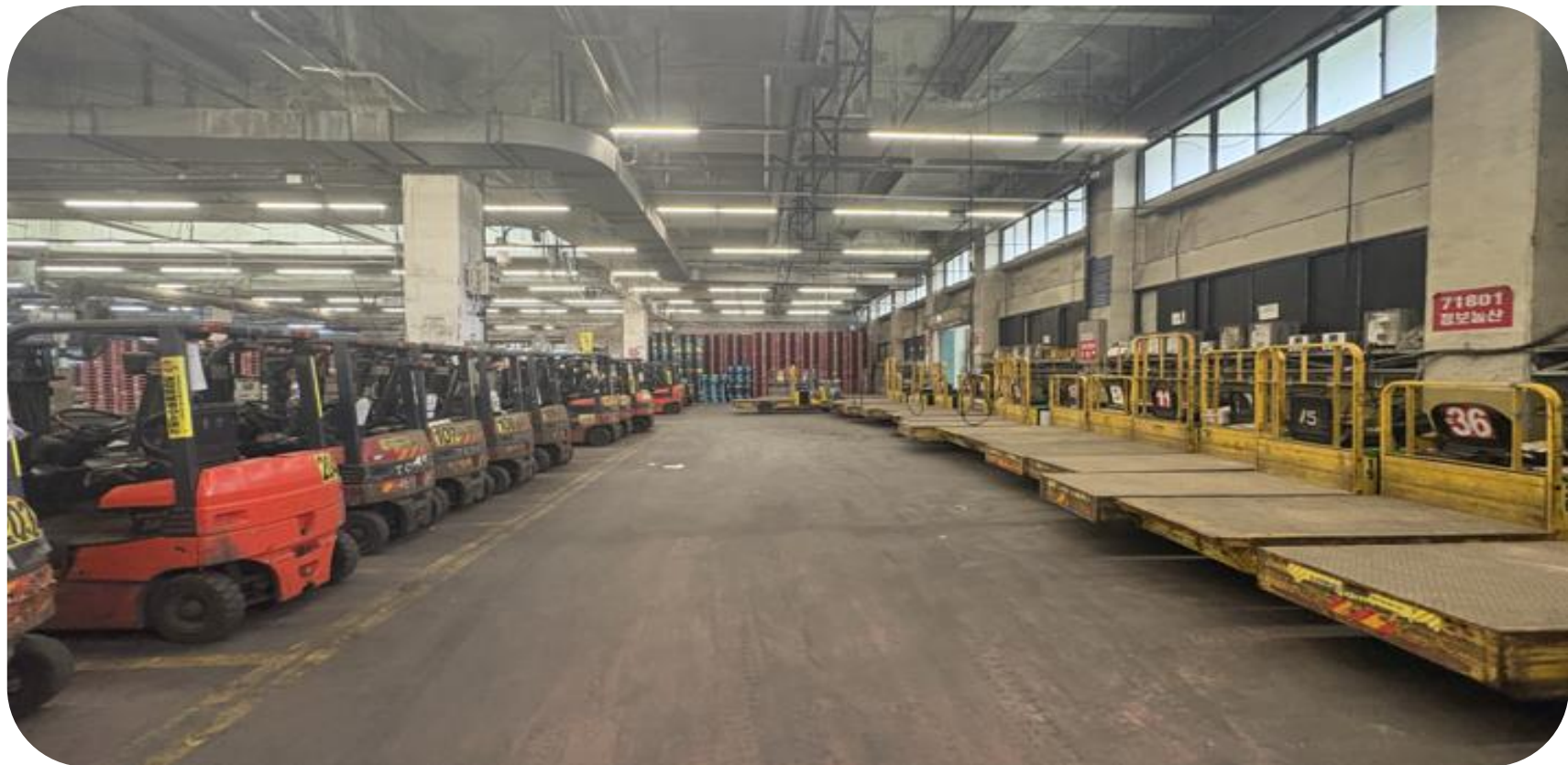
Business Background

Loading/unloading fees for items designated by the wholesale market operator are borne by the wholesale market corporation or market wholesalers.

Logistics Business

Forklifts and loading personnel move produce to intermediate wholesaler shops — 13 electric cargo vehicles / 34 electric carts.

- Efficient loading/unloading using forklifts and electric carts
- Eases producer burden and protects producer interests through wholesale market logistics efficiency
- Comprehensive intra-market logistics: unloading, sorting, and display included



Strengthening Core Facility (Cold-chain Sorting & Packing Center)



01 Facility & Infrastructure

Cold-chain workspace / category-specific storage / optimal parking & general workspace location / internal & external pest and disaster prevention

02 Operational Know-how

Integrated management through collaboration / shared efficiency in raw material sourcing, processing and logistics / rapid claim response

03 Commercial Competitiveness

Cost reduction in sorting loss, labor, and materials / freshness preservation through cold-chain facility

Long-Term Vision

STEP 01

- Strengthen competitiveness → grow trading volume
- Activate online wholesale market
- Strengthen origin management via on-site visits → prevent producer attrition → secure stable volume
- Identify new farming corporations → pursue MOUs with premium origins, strengthen partnerships
- Improve Sorting & Packing Center operational efficiency

2024 ~ 2026

STEP 02

- Build comprehensive logistics center
- Establish regional logistics hubs
- Implement business division system
- Achieve over 40% market share across all categories
- Expand producer-linked storage and procurement categories
- Grow online wholesale market transactions

2027 ~ 2029

STEP 03

- Become Korea's leading agricultural distribution powerhouse
- Achieve industry leadership

2030 ~

Vision Execution Capabilities

Professional Wholesalers & Authorized Buyers

- Built on decades of distribution expertise, handling ~KRW 300 bn (~120,000 tons) in annual trading volume across 160 affiliated intermediate wholesalers and authorized buyers
- 2025 performance: Fruit KRW 147,078M (39,609 tons); Vegetable KRW 145,862M (79,459 tons)
- Systematic distribution of required items, varieties, grades, and small-pack formats
- Price-competitive versus other distribution channels
- In-house team of 19 auctioneers (9 fruits, 10 vegetables)

Secured Supply Chain with Korea's Leading Producers (Farmers)

- Stable supply chain via partnerships with ~1,000 production origins (producers) nationwide
- Diverse varieties and grades to meet consumer demand
- Fair compensation to origins through company support policies



Affiliated Wholesaler — Case Study

1 of 160 affiliated intermediate wholesalers of Kuri F&V

Annual Revenue

(FY2025)

KRW 23 bn

Operations Staff

(Specialists)

11 staffs

In-house Production

750 tons/yr

Foodservice Supply Experience

(since 2002)

24 years

In-house Infrastructure



Cold Storage

5 units

Workspace

5 units



Cold-chain Vehicles

13 units

(1-5 tons)



Direct-contract Producers

11 Producers

Affiliated Wholesalers

- Key Clients

Institutional foodservice · hotels · food distribution · restaurant chains

Currently supplying ~40 Korean restaurants, ~30 shabu-shabu, and ~10 mala-tang outlets



The clients above are customers of Kuri's affiliated intermediate wholesalers; under the Agricultural Products Act, Kuri F&V acts as an auction commission agent, not the direct supplier.

ESG - Social Contribution & Partnerships

Business Agreements		Social Contribution Activities
Mutual Cooperation Agreements	• Jeju Citrus Agricultural Cooperative • Pyeongchang Highland Chive Research Group • Chuncheon Strategic Crop Shipping Association • E-green Global Co., Ltd. • Danyang County • Danyang Eosangcheon Watermelon Cooperative	● Community Contribution Activities • Guri City Neighborhood Aid Event • Inaugurated as Chairman of the Sarang Nanum Dan (Love Sharing Group) at Guri Agricultural & Marine Wholesale Market • Donggureung Administrative Welfare Center • Gyeonggi Community Chest of Korea ● Disaster relief support for Yeongnam region produce ● Donation to low-income youth ● Donation to vulnerable low-income children's households ● Educational materials support for vulnerable groups ● Year-end Hope-Sharing Campaign participation ● Development fund for outstanding producers ● Logistics equipment support (pallets, etc.) for producers
Honorary Village Head, Chungcheongnam-do	• Buyeo-eup Jeongdong 1-ri Village	
Sister-City Partnership	• Gandong Nonghyup • Chungju Nonghyup • Namwon Nonghyup • Goheung Horticulture Farming Cooperative • Buyeo Nonghyup • Moseo Nonghyup	
Memorandums of Understanding (MOU)	• Girin Nonghyup • Inje Farm • Brothers Farm • Sewolgyo Tomato Growers Group • Yeoincheonha Farming Corporation • ApartStory Co., Ltd. • Yakmok Nonghyup • Pre-eum Co., Ltd. • Woodgee Farm • Themamma Co., Ltd. • Donghwa tables	
Awards Received	• Governor of Gangwon-do	

THANK YOU