Contents

- Why people around the world look for Korean Ginseng?

- Why Chun Gyeong Sam is the best among Korean ginseng(s)?

- What items are available by Chun Gyeong Sam?
Chapter 1.
Why Korean Ginseng is recognized by people all around the World?

1. History of Korean Ginseng
2. Effect of Korean Ginseng
3. Superiority of Korean Ginseng
HISTORY OF KOREAN GINSENG
Korean Ginseng is recognized as Suzerain State of World Ginseng.
Korean Ginseng has been proved more than 3000 years.

**SUZERAIN STATE OF GINSENG**

- “Panax ginseng C. A. Meyer”, the scientific name of Korean ginseng, rather than that of American ginseng “Panax quinduefolium L”.
- So the word “Ginseng” refers to ginseng produced in Korea.

**RECOGNIZED AS THE BEST MEDICINE FROM THREE KINGDOMS’ PERIOD**

- Recognized as the best among trade goods from Three Kingdoms’ Period from China and other countries:
  ⇒ Exported to “Wei(魏)” dynasty as the best goods (source: The Chronicles of the Three States (三國史記))
- * “Panax ginseng” has Greek origin and combined with “Pan” (all) + “Axos” (medicine. Thus, Korean ginseng is a “panacea” for all diseases*

Source Literature:
2. Law of Ginseng Industry : Ministry for Food, Agriculture, Forest and Fishery (2008년)
3. 도홍경의 신농본초경 (A.D. 488년)
EFFICACY OF KOREAN GINSENG
Korean Ginseng helps to increase immunity and long life. Constant taking Korean ginseng brings effect of curing various sickness.

**Korean Ginseng restores vitality**
- Quickly restored men & women from weakness, and aids function of internal organs
- Proved effect to patients suffering from physical exhaustion, and from neurotic anxiety to be given nerve tonic
- Prevents viral diseases and influenza by increasing immunity

**Korean Ginseng helps Blood circulation**
- Makes keen eye and enhances brain activity to children, and students
- Notable effect on diabetics as thirst, overeating and frequent Urination
- Halts severe vomiting

**Source Literature**
1. Shanghai Chung, I Hsueh Yuan Pin: Chung Ts’ao Yo Hsueh Wu Jen Shu Kuan (1975년)
2. Wu Chun: Shen Nu Pen Ts’ao King (A.D. 250년)
3. Li, Shin Chen: Pents’ao Kang Mu (1597년)

**Remark** (注释)
Cold Heat: Cold and Cool character effect which cools down heat symptoms.
Korean ginseng strengthens Physical inherent function

- Strengthens stomach function, digestive action and cures acid dyspepsia
- Strengthens lung function and brings eminent effect on dyspnea and deficiency of lung capacity
- Accelerates formation of blood, and that brings a great efficacy on anemia and metabolism

Korean ginseng helps a lot to cure Diseases

- Removes gases in stomach and large intestine
- Gives a lot efficacy on physical restoration caused by overwork and dietetic errors
- Gives a lot efficacy on curing half-body paralysis or other physical defects caused by cerebral hemorrhage, cerebral thrombosis and etc.
- Used for kinds of indigestion and curing stomach trouble
- Proved efficacy to destroy cancer cell and to restore from it
- Used for kinds of symptom caused from misuse and overdose of Mineral crude drugs

Source Literature:
2. Wu Chun : Shen Nu Pen Ts'ao King (A.D. 250)
3. Li, Shin Chen : Pents'ao Kang Mu (1576)
Korean ginseng aids to cure diseases

- Used for hemoptysis, hematuria, bleeding before and after delivery as it has great efficacy
- Controls fever caused by physical weakness and excessive labor
- Good for bad diarrhea and colitis
- Good for headache and dizziness
- Used for frequent urination or urination difficulty
- As a cardiac stimulant and metabolism promotion, it is used for neuralgia or paralysis in the limbs
- Removes poisons inside the body
- Good for promotion of cognitive function
- Proved efficacy on sexual desire, frequencies of sexual behaviors, Erection and sexual satisfaction degree
  \[ \Rightarrow \text{taking Korean Ginseng 300mg, 9 tablets per day for 2 months} \]

Source Literature:
1. Shanghai Chung, J Hanbuk Yewon Pien : Chung Te’ ao Yu Hie, Shang Wu Jen Shu Kwan (1979)
2. Fu Chun : Shen Nu Pen Te’ ao Kung (A.D. 250)
3. Li, Shin Chen : Penla’ ao Kung Wu (1695)
Korean Ginseng aids for detoxication of narcotic addicted patients

- Efficacy on morphine, cocaine and philopon patients.
- Proved efficacy on resistant infect by other drugs and on resistant power to psychological and physical dependence

Korean Ginseng helps Long life

- Proved as non-saphonin components of Korean red ginseng to have efficacy of anti-oxidation
  => In dose of 5.4mg daily, AIDS patients kept out daily life like the sound more than 20 years without taking any AIDS medicine
- Korean red ginseng has a great efficacy on anti-aging
  => The phenolic compounds and maltol play an important role to inhibit aging
- Korean red ginseng is effective in preventing Alzheimer’s Disease
  => In dose of 9mg daily for 3 months, the test of MMSE (mini mental state examination) shown the result of CDR(Clinical Dementia Rating) improved significantly.

Source Literature
1. Shanghai Chung, 3 Hsueh Taiwan Pien : Chung Ta' ao Yu Hsue, Shang Wu Jen Shen Kuan (1975)
2. Wu Chun : Shen Nu Pen Ts'ao Kuang (A.D. 250)
3. Li, Shin Chen : Pents'ao ao Kang Mu (1597)
Korean Ginseng helps to build a happy home

- Ginsenosides of red ginseng has effect on skin whitening
- Contains kinds of the compounds for skin elasticity and tight
- Significant effect on treating children’s ADHD (Attention Deficit Hyperactivity Disorder)

Korean Ginseng occurs new hairs and makes thick

- In dose of a 6 months of Korean red ginseng, proved the effect in inhibiting hair loss to advance it rich eminently
  => To dose during 6 months, 20 personal group a general epilatiorium and the other 20 one red ginseng powder capsule 1g x 3 times/day, the results are proved;
  => The group taking the ordinary has been worse in hair density worse from 137.11ea/cm² to 134.53ea/cm²
  => The group taking red ginseng powder capsule has been improved in hair density from 139.15ea/cm² to 155.76ea/cm²
  => Moreover, in hair thickness shown improvement for 18% from 0.0675mm to 0.0797mm per ea
- It also proved that in female hair-loss patients and circular bolding ones, the ones taking red ginseng has got more than 2 times thicker than those taking the general epilatiorium.
SUPERIORITY OF KOREAN GINSENG
Needs for healthy supplement foods are being spread out to the world rapidly. The demand on Korean ginseng is being increased in domestic market and grows its portion in the world market.

### Size of World Functional Foods Market

<table>
<thead>
<tr>
<th>Unit: billion U$</th>
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<tbody>
<tr>
<td>800</td>
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**CAGR 78% rapid growth**

**Ginseng Market: 20 trillion(K.won)**

<table>
<thead>
<tr>
<th>Kinds</th>
<th>Rate</th>
<th>Amount (100milion)</th>
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<tbody>
<tr>
<td>Red Ginseng</td>
<td>58%</td>
<td>6,158</td>
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<tr>
<td>Vitamin</td>
<td>9%</td>
<td>991</td>
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<tr>
<td>Aloe</td>
<td>5%</td>
<td>584</td>
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<tr>
<td>Omega</td>
<td>3%</td>
<td>348</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>1%</td>
<td>117</td>
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<tr>
<td>Others</td>
<td>23%</td>
<td>2,473</td>
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<tr>
<td><strong>Grand Amount</strong></td>
<td><strong>100%</strong></td>
<td><strong>10,671</strong></td>
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</table>

### Constitution of Functional Foods in Korean market (‘10)

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<td><strong>Grand Amount</strong></td>
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### Export Increase of Korean Ginseng

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<td>19,350</td>
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<td>Year-on-year</td>
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<td>Record-to-Plan</td>
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</table>

(2) Source: Global Trade Atlas, Korea Food & Drug Administration (‘10)

CAGR (연평균성장률, Compound Annual Growth Rate)
Ginsenoside quantity inside the ginseng, contains more 1.3 times in Korean ginseng than American/Canadian and Chinese ginsengs. Particularly in Korean ginseng contains a lot more variety of ginsenosides to cure anti-pain, anti-cancer and other medicinal action rather than the other ones:

Comparison of Ginsenosides between Korean ginseng and foreign ginseng

<table>
<thead>
<tr>
<th>Type</th>
<th>Korean ginseng (Panax ginseng)</th>
<th>American ginseng (Hwagisam) (Panax quinquefolium)</th>
<th>Chinese ginseng (Panax notoginseng)</th>
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<td>21</td>
<td>13</td>
<td>14</td>
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<tr>
<td>PPT-type</td>
<td>15</td>
<td>5</td>
<td>15</td>
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<tr>
<td>Oleanolic Acid-type</td>
<td>2</td>
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<tr>
<td>Total</td>
<td>38</td>
<td>19</td>
<td>29</td>
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<tr>
<td>Type</td>
<td>Ginsenoside type</td>
<td>Efficacy</td>
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</tr>
<tr>
<td>Rb1</td>
<td></td>
<td>Anti-oxidant action, Central nerve depression action, Promotion of brain function</td>
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<tr>
<td>Rb2</td>
<td></td>
<td>Acceleration of protein, Anti-diabetic action, Anti-atherosclerotic effect, Metabolism promotion</td>
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</tr>
<tr>
<td>Rc</td>
<td></td>
<td>Promotion of sperm motility, Central nerve depression action, Acceleration of DNA RNA</td>
<td></td>
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<tr>
<td>Rd</td>
<td></td>
<td>Protection of radioactivity, Protection of nerve cells, Immunomodulation, Anti-oxidant activity</td>
<td></td>
</tr>
<tr>
<td>Rh2</td>
<td></td>
<td>Inhibitory action on cancer cell proliferation / tumor angiogenesis</td>
<td></td>
</tr>
<tr>
<td>Rg3</td>
<td></td>
<td>Inhibitory action on cancer cell proliferation, Vascular relaxation action, Promotion of memory Power, Nerve cell protection</td>
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<tr>
<td><strong>PPT-type</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Re</td>
<td></td>
<td>Anti-diabetic action, Reduction of insulin resistance, Promotion of sperm motility, Anti-oxidant action</td>
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</tr>
<tr>
<td>Rf</td>
<td></td>
<td>Soothing of pain</td>
<td></td>
</tr>
<tr>
<td>Rg1</td>
<td></td>
<td>Improvement of memory and learning function, Protection of brain cell</td>
<td></td>
</tr>
<tr>
<td>Rg2</td>
<td></td>
<td>Restoration of damaged brain cell, Memory power improvement, Protection of nerve cell</td>
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<tr>
<td>Rh1</td>
<td></td>
<td>Demolition of cancer cell</td>
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<tr>
<td>Rh4</td>
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<td>Demolition of cancer cell</td>
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<td><strong>Oleanolic Acid-type</strong></td>
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<td></td>
</tr>
<tr>
<td>Ro</td>
<td></td>
<td>Anti-inflammatory action, thrombolysis Anti-hepatitis action</td>
<td></td>
</tr>
</tbody>
</table>
Chapter 2.

Why ‘CHEON GYEONG SAM’ is the best among Korean Ginseng?

1. History of CHEON GYEONG SAM

2. Organization of CHEON GYEONG SAM Management

3. Superiority of CHEON GYEONG SAM
History of CHEON GYEONG SAM

K-GONSENG ‘K–GINSENG’ IS BRAND NAME FOR GLOBAL MARKET

天京參(蔘) ‘天京參(蔘)’ IS THE CHINESE DESCRIPTION
GYEONNGGI-do THAT CARRIES THE TRADITION OF KOREAN GINSENG OVER 1000 YEARS THROUGHOUT 3 KINGDOMS’ PERIOD ~ GORYO DYNASTY (918~1392) ~ CHOSUN DYNASTY (1392~1910)

CHOSUN DYNASTY, THE BOOKS, 蔘圃節目 (GINSENG LANDS LIST) AND 蔘圃摘奸冊 (GINSENG CULTIVATION LAND SELCETS LIST)

THE PRESENT, CULTIVATION REGIONS OF GYEONGGI-do
Korean ginseng is the world best, Gaesung ginseng the best of Korean ginseng.

Consolidated brand raised by Mun-soo Kim governor of Gyeonggi province for the world market since 2007.

Consolidated brand of Gyeonggi ginseng (red ginseng)

History ..., 

- 2012. Opened No.2 overseas corporation and public information hall
- 2012. Opened No.1 Domestic Special Road—shop
- 2012. Opened the 100th local sales stores
- 2011. Achieved export records for U$720,000
- 2011. Opened No.1 overseas special public information hall
- 2011. Decided consolidated brand name as “Chen Gyeong Sam”
- 2010. Achieved export records for U$30,000
- 2010. Started overseas marketing and public relations activity
- 2010. Initial export
- 2010. Consolidated ginseng cultivating families/cooperatives “Unique in the world – Gyeonggi Korea Ginseng”
- 2009. Organized Gyeonggi-do Ginseng Management Committee (Gyeonggi-do government, Gyeonggi-do NH, 4 Gyeonggi Ginseng Cooperatives)
- 2007. Founded Gyeonggi-do Ginseng Industrial–Educational Collaboration (Gyeonggi-do government, Rural Development Administration, JungAng University, Sejong University, Gyeonggi-do Agricultural Research)
Today extended to have 2 overseas corporations, 1 overseas exclusive distributor and sell to 14 countries.
ORGANIZATION OF CHEON GYEONG SAM
A NEW PRODUCT PRODUCED BY GYEONGGI–DO GINSENG FARMERS JOINTLY AND GOVERNED BY GYEONGGI–DO GOVERNMENT

BY JOINT COMMITMENT OF 4 BIG GYEONGGI GINSENG AGRICULTURAL COOPERATIVES AND GYEONGGI NH HEAD QUARTER, SW GLOBAL CO., LTD. TAKES ROLE OF SOLE EXPORTER

SYSTEMIZATION OF CULTIVATION, MANUFACTURE AND DISTRIBUTION

- Ginseng cultivation (the biggest in Korea)
- Products Manufacture (owns 4 factories)
- Financing (cost saving effects)
- Holds right of brand (guarantees business)
- Execution of Fund (domestic/overseas business)
- Support of administrative affairs (launching events, PR)
- R&D (new technology)
- Market research

CAPITAL INVESTMENT STATUS OF CHEON GYEONG SAM

<table>
<thead>
<tr>
<th>%</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>NH Central HQ</td>
<td>7.69%</td>
</tr>
<tr>
<td>Gyeonggi–do government</td>
<td>4 Big NH 30.77%</td>
</tr>
<tr>
<td>Gyeonggi–do Rural Development Research</td>
<td>61.54%</td>
</tr>
</tbody>
</table>

Integration brand CHEON GYEONG SAM

Gyeonggi–Do Ginseng Farm Family (4 Big NH)

- Gaesung Ginseng NH, Representative In–soo Kim
- Gyeonggi Dongpo Ginseng NH, Representative Jong–woon Park
- Ansung Ginseng NH, Representative Bong–soon Park
- KimpoPaju Ginseng NH, Representative Jae–yeol Cho

Made in Korea
SW GLOBAL CO., LTD. POSSESSES WORK PARTNERS IN 114 COUNTRIES AND OPERATES IT OWN LOGISTIC NET WORK IN 28 CITIES OVER THE WORLD

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<th>USA HQ</th>
<th></th>
<th>USA HQ</th>
<th></th>
<th>ASIA HQ</th>
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<th>KOREA</th>
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<tr>
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<td>Gangseo–gu, Busan Metropolitan City</td>
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</tbody>
</table>

Made In Korea
THE SPERIORITIES OF CHEON GYEONG SAM
THE UNIQUE GINSENG PRODUCT THAT GYEONGGI-DO GOVERNMENT OF KOREAN GOVERNMENT ADMINISTRATES ITSELF DIRECTLY

GYEONGGI GOVERNMENT, KOREA AGRICULTURAL OFFICE

AGRICULTURAL POLICY SECTION
- AGR. POLICY
- AGR. BUSINESS MANAGEMENT
- AGR. LAND ADMINISTRATION
- AGR. LAND DEVELOPMENT
- AGRITURISM

AGRIFOOD DISTRIBUTION SECTION
- DISTRIBUTION POLICY
  - FOOD INDUSRY
  - BRAND MARKETING
  - EXPORT STRATEGY
  - BIO INDUSTRY

ECO-FRIENDLY SECTION
- ECO-FRIENDLY POLICY
  - URBAN AGRICULTURE
  - FOOD ADMINISTRATION
  - FLORICULTURE & HERBAL
  - ECO-FRIENDLY CONSUME

SEA AND FISHERY
- MARINE POLICY
  - FISHERY RESOURCE
  - MARINE FACILITIES
  - MARINE LEISURE
  - INLAND WATERS
CONSOLIDATED BRAND PRODUCED BY 4 BIG GINSENG AGRICULTURAL COOPERATIVES OF GINSENG CULTIVATING FAMILIES.

6,000 GINSENG CULTIVATING FAMILIES, GYEONGGI-DO

<table>
<thead>
<tr>
<th>Gyeonggi</th>
<th>Cultivation (ha)</th>
<th>Farmers</th>
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<tbody>
<tr>
<td>PAJU</td>
<td>394</td>
<td>521</td>
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<tr>
<td>GIMPO</td>
<td>45</td>
<td>108</td>
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<tr>
<td>WOONGJIN</td>
<td>15</td>
<td>20</td>
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<tr>
<td>YEONCHEON</td>
<td>577</td>
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<td>POCHEON</td>
<td>336</td>
<td>654</td>
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<td>YANGJU</td>
<td>20</td>
<td>55</td>
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<tr>
<td>YANGPYEONG</td>
<td>66</td>
<td>105</td>
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<tr>
<td>GAPYEONG</td>
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<td>10</td>
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<td>DONGDUCHEON</td>
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<td>6</td>
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<tr>
<td>YONGIN</td>
<td>54</td>
<td>87</td>
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<tr>
<td>ICHEON</td>
<td>689</td>
<td>714</td>
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<tr>
<td>YEOJU</td>
<td>807</td>
<td>638</td>
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<td>GWANGJU</td>
<td>18</td>
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<td>ANSEONG</td>
<td>258</td>
<td>527</td>
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<tr>
<td>PYEONGTAEK</td>
<td>156</td>
<td>221</td>
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<tr>
<td>HWASEONG</td>
<td>382</td>
<td>1,023</td>
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<td>TOTAL</td>
<td>3,811</td>
<td>5,786</td>
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DIRECT PRODUCTION BY 4 BIG GINSENG AGRICULTURAL COOPERATIVES

<table>
<thead>
<tr>
<th>4 BIG GINSENGA GR. COOPERATIVE</th>
<th>CAPACITY OF FRESH GINSENG (M/T)</th>
<th>LAND SPACE (㎡)</th>
<th>FACILITIES SPACE (㎡)</th>
<th>RED GINSENG STEAMI NG M/C</th>
<th>DRYING M/C</th>
<th>TAEGUK-SAM BOILING M/C</th>
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<tr>
<td>GIMPO-PAJU</td>
<td>220</td>
<td>9,580</td>
<td>2,910</td>
<td>3</td>
<td>5</td>
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<tr>
<td>GAESUNG</td>
<td>400</td>
<td>21,745</td>
<td>6,094</td>
<td>13</td>
<td>13</td>
<td>–</td>
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<tr>
<td>GYEONGGI DONGBU</td>
<td>100</td>
<td>1,716</td>
<td>947</td>
<td>2</td>
<td>5</td>
<td>1</td>
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<tr>
<td>ANSUNG</td>
<td>100</td>
<td>2,963</td>
<td>1,049</td>
<td>4</td>
<td>15</td>
<td>–</td>
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<tr>
<td>TOTAL</td>
<td>820</td>
<td>36,004</td>
<td>11,000</td>
<td>22</td>
<td>38</td>
<td>2</td>
</tr>
</tbody>
</table>
AS THE BIGGIEST PRODUCTION DISTRICT IN KOREA, THE MASTERPIECE ONLY USED BY BEST QUALITY OF 6 YEARS OLD AGED GINSENGS

CULTIVATION LAND SPACE OF KOREA (ha, %)

- GYEONGGI (869) 34%
- GANGWON (440) 18%
- CHUNGBUK (403) 16%
- CHUNGJUN (440) 16%
- GYEONGBUK (256) 10%
- JUNBUK (216) 9%
- CHUNGJUN (233) 9%
- INCHEON (67) 1%

TOTAL LAND: 2,531ha (2011)

GAESUNG GINSENG COOPERATIVE (NH) supplies 100% to Korea Ginseng Corporation (Jung Kwan Jang)
GAESUNG GINSENG COOPERATIVE Supplies 70~80% to KSC since 2003 privatized
"CHEON GYEONG SAM" IS THAT SUPPORTED BY KOREA’S BEST RESEARCH INSTITUTES, PROFESSIONALS AND GUARANTEED BY KOREAN GOVERNMENT

UNIT ADMINISTRATOR
Prof. Woo-yeon Kim

VICE UNIT ADMINISTRATOR
Prof. Byeong-ok, Kim

MANAGEMENT BOARD

AUDITOR

ADMINISTRATIVE SUPPORT
CHUNG.ANG UNIVE.
GINSENG RESEARCH CENTER

CULTIVATION COMMITTEE
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Dr. Tae-soo, Lee
Kyunghee University
Prof. Kyung-yeol, Park
Gyeonggi-do Tech.
Research Head Chang-sung, Kang
Gyeonggi-do Tech.
Research Dr. Yeong-nam, Ahn
Samhun Ginseng
Production Dir. Hyung-man, Lee
Traditional Medicine
Industry Center Manager Jung-hoon, Lee

PRODUCTION COMMITTEE
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JungAng University
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Semyung University
Prof. Sung-kwon, Ko
Ginseng Research Center,
Jungang Univ.
Prof.Sung-joon, Park
Gaegsung Ginseng Agri.
Cooperatives Managing Director Jung-hyun, Ryu

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Prof. Byung-ok, Lim
Gyeonggi-do Agri.-products Distribution
Sect. Chief Chang-sik, Kwon
JungAng University
Prof. Kyung-hoon, Chung
Gimpopaju Ginseng Agr.
Cooperatives Representative Jae-yeol, Cho
Gyeonggi Dongbu Agr.
Cooperatives Managing Director Jong-bong, Han
Ginseng Research Center,
Gyeonggi-do Tech. Research Office
Head Officer Gu-hyun, Jung

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CEO Yung-ju, Park
Gimpopaju Ginseng Agr.
Cooperatives Representative Jae-yeol, Cho
Korea Ginseng
Research Co., Ltd.
CEO Wang-suk, Shin
An sung Agr. Cooperatives
Representative Bong-sun, Park

EXPORT PROMOTION COMMITTEE
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Cooperatives Representative In-soo, Kim
Gyeonggi-Dongbu Agr.
Cooperatives Representative Jong-woon, Park
Han Consulting Co.
CEO Yeong-hwa, Ham
Gyeonggi Ginseng Biz
Promotion Agency Head Jun-hak, Kim

INTERNATIONAL CERTIFICATION:
US FDA, GLOBAL GAP,
JAPANESE GAP, HALAL (ISLAMIC),
KR GMP & ETC.
THE SURPERB PRODUCT with COMPETITIVE PRICE COULD BE POSSIBLE BY GOVERNMENT AIDS.

SECURE PRICE COMPETITIVENESS BY GOVERNMENT AID

(based on domestic honest goods price)

<table>
<thead>
<tr>
<th>Index Price Per Brand</th>
<th>Cheon Gyeong Sam</th>
<th>H Brand</th>
<th>J Brand</th>
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<tbody>
<tr>
<td>Red Ginseng Extract (240g)</td>
<td>1</td>
<td>1.06</td>
<td>1.17</td>
</tr>
<tr>
<td>Red Ginseng Tea (100bag)</td>
<td>1</td>
<td>1.14</td>
<td>1.27</td>
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</tbody>
</table>

In price comparison of red ginseng extract and red ginseng tea, the typical red ginseng goods, "Cheon Gyeong Sam" is less 6~27% compare to the other product brands.

HONG KONG MARKET PRICE PER GINSENG

(Red Ginseng Root, 良 (Good)
300g, 30roots Nov. 2012)

In price comparison of red ginseng extract and red ginseng tea, the typical red ginseng goods, "Cheon Gyeong Sam" is less 6~27% compare to the other product brands.

Details of Government Aids to "Cheon Gyeong Sam"

- All the interiors of road shops in domestic market
- Local Advertisement/PR/Event
- Products research/development
- Overseas launching event/International Certification
- Government’s invite overseas buyers

Korean ginseng is evaluated 7~12 times higher than the others in international Market.
Chapter 3.

WHICH PRODUCTS ARE AVAILABLE IN “CHEON GYEONG SAM”?

1. FRESH GINSENG

2. RED GINSENG

3. OTHER PROCESSED
FRESH GINSENG
AS ‘CHEON GYEONG SAM’ IS UNDER PRODUCER’S DIRECT MANAGEMENT SYSTEM, MORE FRESHER GINSENG AND THE LOWER PRICE CAN BE SECURED

EFFICACIES & HOW TO INTAKE

- physical strength for the week, prevention of fatigue and cold(influenza), appetite restoration, vigorousness
- protection of physical function and promotion of metabolism by smooth blood flow. Strengthen function of lungs, especially.
- to take it with honey daily, to cook foods (Samgyetang; chicken soup, Bulgogi, meats roast, boil-down, fried dish)
- to grind, mix with milk and to drink at breakfast and dinner and etc.

TRANSPORTATION & STORAGE

- various kinds of package per order: present (750g for domestic, 1kg for overseas), bulk or each piece pack
- washing/un-washing goods per order, keeps in 2~5 degree C during delivery to customers
- be sure to store in refrigerators and keep away from exposure
- storage enables for 3~5 months in case of un-washing and 1~3 months washing provided 2~5 degree C kept out

OTHERS

- when selling in stores and storing at home, should be in refrigerated condition
- distribution in un-washing condition is better for keeping out freshness
GRADES OF RED GINSENG ROOTS
FOR A LONG TIME OF PROCESSING, 7 TIMES OF STEAMING AND 8 TIMES OF DRYING, MAKES THE SURPERB QUALITY OF RED GINSENG ROOTS (DRIED)

EFFICACIES & HOW TO INTAKE
- stamina restoration, secretion of blood fluids, nervous tranquilization, to cure diabetic by protecting lungs and spleen
- low blood pressure, protect from asthma and chronic cough, stimulate digestion, removes digestion, prevents cancer, anti-aging, improves sexual function and etc.
- to boil down in water for 2~3 days by boiling pot (rice cooker also possible), then to take mornings and evenings daily
- for the use to manufacture a medicine, mix in form of powder or extract

TRANSPORTATION & STORAGE
- finished goods after 7 times of steaming and drying are inspected by X-ray each by each, classified into grades and packed
- pressed, wrapped by Hanji (traditional Korean paper) as the 1st, put into wooden box, vacuum packed in can.
- to be stored in cool and dry place, 10 years of shelf life is guaranteed

OTHERS
- classifies into 3 grades; 1st grade “天” (Heaven), 2nd grade “地” (Earth) and 3rd grade “良” (Good)
- classifies into weight; 600g, 300g, 150g, 75g and 37.5g, and into numbers per weight; 50, 40, 30, 20, 15 and 10 roots
- Lesser numbers of roots per same grade, heavier weight per same numbers of roots are classified into a higher grade one
AS COMMERCIALIZED GOODS, RED GINSENG CUTS, BIG TAILS AND SMALL TAILS ARE AVAILABLE

EFFICACIES & HOW TO INTAKE
- stamina restoration, secretion of blood fluids, mind tranquilization, to cure diabetic by protecting lungs and spleen
- low blood pressure, protect from asthma and chronic cough, stimulate digestion, removes digestion, prevents cancer, anti-aging, improves sexual function and etc
- to boil down in water for 3 days by boiling pot (rice cooker also possible), then to take mornings and evenings daily
- for use to manufacture of medicine, mix in form of powder or extract
- to be stored in cool and dry place, 10 years storage is kept out

TRANSPORTATION & STORAGE
- Processing 7 times of steaming and 8 times of drying and after X-ray inspection, the goods are packed into each kind
- to be stored in cool and dry place, 10 years storage is kept out

OTHERS
- regardless types of the goods, all the items are packed in vinyl or paper pack
- as bulk conditioned and cheaper in price but in efficacy not so much lesser than regular grades of 6 years roots
TYPE OF PROCESSED GOODS
100% Pure Red Ginseng Extract, New Extraction Technology Used Through Water Delution,

**Efficacies & How to Intake**

- Good for students, vigor enhancement, stamina restoration, secretion of blood fluids, nervous tranquilization and curing diabetic
- Low blood pressure, protect from asthma and chronic cough, stimulate digestion, remove toxin, prevent cancer, anti-aging, improve sexual function and etc
- The most preferred item by all the people as collection of essence of ginsenoside of red ginseng
- Take 1 tea spoon daily 3 times to mix with water or as itself
- Children under 15 years old should take 1/2 to adults

**Transportation & Storage**

- To be stored in dry and cool place, away from direct sunshine
- To close the lid tightly after taking
- Shelf life: 36 months from manufacturing date

**Others**

- 30g*3ea, 120g*1ea, 240g*1ea are available
- Ginsenoside Rg1+Rb1=6mg/g and more, using 6 years aged Korean red ginseng
USING ORIGINAL RED GINSENG ONLY (W/O USED BOILED DOWN ONES) TO MAKE PREMIUM QUALITY HONEYED RED GINSENG SLICE

RED GINSENG POWDER GOLD

EFFICACIES & HOW TO INTAKE

- prevent cold & influenza, stimulate digestion, remove toxin, prevent cancer, anti-aging and etc
- take 3 times daily by spoon provided, mix with water or milk, add to cook fish or meat
- for the use of bakery goods as a material

TRANSPORTATION & STORAGE

- to store in dry and cool place, away from direct sunshine
- to close the lid tightly after taking
- shelf life: 24 months from manufacturing date

HONEYED RED GINSENG SLICE

EFFICACIES & HOW TO INTAKE

- prevent cold and carsickness, stimulate digestion, remove toxin, prevent cancer, anti-aging and etc
- take 3~4 pcs per time, daily a pack for 20g
- to process to dip red ginseng into honey. to take chewing or to take as tea to boil in water

TRANSPORTATION & STORAGE

- store in dry and cool place, away from direct sunshine
- avoid to store for a long time if pack once opened
- shelf life: 24 months from manufacture date

Made In Korea
AS SUPEREME QUALITY OF RED GINSENG TEA DIFFERED FROM ORDINARY GOODS, IT ALSO AVAILABLE IN A VARIETY OF TRANSFORMED ONES MIXED WITH GREEN TEA AND OTHER HERBAL TEA

**RED GINSENG TEA GOLD**

**Efficacies & How to Intake**
- Good for those who take liquor and are caught cold, needs to boost energy and vigor
- Prevent cold and stimulate digestion, remove toxin, anti-cancer, anti-aging and etc
- As a well water soluble granule type, convenient to take any place
- To mix in either hot or cold water and to drink whenever/wherever if desired
- To add honey, sugar or sweetener if desired, to put ginseng chip makes taste and mood better

**Transportation & Storage**
- To be stored in dry and cool place, away from direct sunshine
- Shelf life: 24 months from manufacturing date

**Others**
- 3g*50pack, 3g*100pack are general ones
- Ingredients and contents: highly concentrated red ginseng extract (incl. ginsenosides Rg1+Rb1=6mg/g more, solid content 65% more and etc
A GREAT EFFICACY FOR HEIGHT OF CHILDREN DURING GROWING PERIOD TO BE CONTAINED WITH SGA (SKELETAL GROWTH ACTIVATOR: PATENT MATERIAL FOR BONE) AND RED GINSENG EXTRACT

RED GINSENG EXTRACT PILL GOLD

EFFICACIES & HOW TO INTAKE
- prevent cold and stimulate digestion, remove toxin, anti-cancer, anti-aging and etc
- to chew or to take with water, daily 3 times, 5–7 pills per time. children to take 1/2 quantity to adult, to take with water or milk

TRANSPORTATION & STORAGE
- to store in dry and cool place, away from direct sunshine
- shelf life: 24 months from manufacturing date

HONGKI ZZANG

EFFICACIES & HOW TO INTAKE
- a great efficacy, especially, for children during the period of height growing
- prevent osteoporosis for adult, prevent cold, remove toxin and etc
- take 1 time daily at time of stomach empty. warming the pack in hot water is recommendable

TRANSPORTATION & STORAGE
- Ingredients and Content: Korean red ginseng extract (incl. ginsenoside Rg1+Rb1=70mg/g more, solid content 65% More) 10%, SGA (patent material for skeletal Growth Activator) and etc
- store in cool and dry place away from direct sunshine
- shelf life: 24 months from manufacture date
A DELUX PRESENT SET CONSISTED OF RED GINSENG EXTRACT/POWDER/TEA IS PREPARED

RED GINSENG GIFT SET

EFFICACIES & HOW TO INTAKE
- prevent cold and stimulate digestion, remove toxin, anti-cancer, anti-aging and etc
- good for after drinking, and when caught cold and needed to reinforce energy and vigor
- you may take each according to each efficacy specified on the item

TRANSPORTATION & STORAGE
- a present set consisted of red ginseng tea/extract/powder
- store in cool and dry place away from direct sunshine
- shelf life: 24 months from manufacture date

RED GINSENG G DRINKS

EFFICACIES & HOW TO INTAKE
- as a complex with red ginseng extract and other 12 ingredients, good for when feel tired and thirsty
- take any time when needed

TRANSPORTATION & STORAGE
- Ingredients & Content: Korean red ginseng extract (incl. saponin 70mg/g more, solid content 60% more), Jujube extract, cinnamon bark extract, high fructose corn syrup, sodium citrate, nicotinic acid amide, refined salt, caramel pigment, scutellariae radix extract and etc
- shelf life: 18 months from manufacture date
GREAT TASTE, HEALTHY DRINK AND FOR RELIEVING HANGOVER REMOVER.

RED GINSENG EXTRACT DRINK GOLD (80ml)

EFFICACIES & HOW TO INTAKE
- very good for when before and after drinking, caught cold and energy supplement
- prevent cold, stimulate digestion, remove toxins, anti-cancer and anti-aging
- take 1~2 pack daily after warming in hot water. Children under 15 years old should take 1/2 to adult

TRANSPORTATION & STORAGE
- to store in dry and cool place, away from direct sunshine
- shelf life: 24 months from manufacturing date

EFFICACIES & HOW TO INTAKE
- red ginseng extract gold is the pure liquid boiling down red ginseng roots. The same as 80ml in gradients
- red ginseng power is mixed with the extract drink and together with extract of jujube, Korean angelica and cimamon bark
- a lot similar efficacy as Red Ginseng Extract Drink
- take 1~2 pack daily after warming in hot water. Children under 15 years old should take 1/2 to adult

TRANSPORTATION & STORAGE
- store in cool and dry place away from direct sunshine
- shelf life: 24 months from manufacture date

RED GINSENG EXTRACT DRINK GOLD (50ml) / w/HERB MIX POWER DRINK

Made In Korea
ONLY 6 YEARS RED GINSENG INGREDIENT BEING USED SWEETS, NOT LIKE OTHER BRANDS USED WITH LOWER AGED GINSENG ROOTS.

RED GINSENG CANDY/CHOCOLATE/JELLY

EFFICACIES & HOW TO INTAKE

- delicious and nutritious as well. especially, helpful for recovery from fatigue
- conveys sweetness of sugar, softness of chocolate and the delicious and flavor of jelly
- when feel tired in mind or body it soothe you. enjoy to take them as much as you wish

TRANSPORTATION & STORAGE & OTHERS

- Candy: Korean red ginseng extract made from the 6 years old roots (incl. total ginsenoside 70mg/g more, solid content 60% more) 1%, refined sugar 49%, starch syrup 47%, glucose 2.0%, red ginseng fragrance and etc / shelf life: 24 months from manufacture date
- Jelly: Korean red ginseng extract made from the 6 years old roots (incl. total ginsenoside 70mg/g more, solid content 60% more) 1.1%, starch syrup 53%, refined sugar 40%, agar, starch, red ginseng fragrance, vanilla fragrance, caramel pigment and etc / shelf life: 18 months from manufacture date
- Chocolate: Korean red ginseng extract of 6 years old 1.1% (total ginsenoside 70mg/g, solid content 60% more), red ginseng fragrance and processed chocolate with non fat dry milk, dry whole milk, milk sugar, cocoa butter, glycelyne fatty acids, table salt, vanillin, milk fragrance and etc / shelf life: 12 months from manufacture date
THE PREMIUM PRODUCTS TO INCREASE STAMINA FOR MODERN LIFE OF PEOPLE TIRED FROM DAILY BUSY WORKS

RED BEAN GINSENG SWEET JELLY

**EFFICACIES & HOW TO INTAKE**
- a good snack for energy supplement during mountaineering, cycling, jogging and any outdoor activity. It is sweet and everyone likes to enjoy it.
- good for those who are caught cold, need for boost stamina.
- you may take it any time/quantity as you like.

**TRANSPORTATION & STORAGE**
- Ingredients & Contents: Korean red ginseng extract of 6 years old, red bean sediment, starch syrup, refined sugar, glucose, red ginseng powder and etc.
- shelf life: 12 months from manufacture date.

RED GINSENG EXTRACT GOLD CAPSULE

**EFFICACIES & HOW TO INTAKE**
- as it is easy to carry and its efficacy excellent, much recommendable for daily busy life of office workers, students and housewives to be recovered from fatigue => one who has diabetic should be careful to take it.

**TRANSPORTATION & STORAGE**
- Kinds of goods: 550mg*30cap*6box.
- Ingredient and contents: Korean red ginseng extract (incl. ginsenoside Rg1+Rb1=7mg/g more, solid contents 68% more), grape seed oil, palm oil, vitamin B1, vitamin B6, D−alphatocopherol (vitamin E 100%) and etc.
CERTIFIED BY GLOBAL GAP AND JAPANESE GAP, THE PRODUCT REMAIN THE PURE ORIGINAL TASTE AND FLAVOR OF FRESH GINSENG AND THE EFFICACIES.

GINSENG CHIP

EFFICACIES & HOW TO INTAKE
- A special quick freezing technology in its process keeps out the original ingredients of fresh ginseng
- 2~3 pcs onto red ginseng tea or put into when cooking rice or porridges
- A good relish enjoying wine or whisky, and increases the nutritional value and gets rid of smell when cooking Meat and fishes

TRANSPORTATION & STORAGE
- Kinds of Goods : 15g*4ea+1 honey, 15g*2ea
- To be stored in cool and dry place
- Shelf life : 12 months from manufacture date

HONEYED RED GINSENG

WHOLE ROOTS

EFFICACIES & HOW TO INTAKE
- As it is a jelly type, everyone likes it over the world regardless age of sex
- Ideal for energy supplement when mountaineering, jogging and travelling and so on
- Take 2~3 pcs per time and daily 3 times

TRANSPORTATION & STORAGE
- Ingredients & Contents : Korean red ginseng 6 years old, fructose, low sugar, honey, Korean red ginseng extract (total ginsenoside 70mg/g, solid content 60% more) and etc
- To stored in cool and dry place away from direct sunshine
- Shelf life : 24 months from manufacture date
CELEBRITIES FAVORITE USING WHITE AND COLLAGEN INGREDIENTS OF RED GINSENG MASK SHEET PACK & HERB DRINK

RED GINSENG ESSENCE MASK SHEET PACK

EFFICACIES & HOW TO INTAKE

- the 1st red ginseng mask sheet packs, made from red ginseng extract mixed with collagen and arbutin
- to keep out face skin to be white, tight and elastic
- as a high density of mask sheet pack to finish a good cosmetic substance

TRANSPORTATION & STORAGE

- Kinds of goods: White 30g, Collagen 30g
- Ingredients: White 30g (red ginseng extract 150mg, arbutin 15mg), Collagen 30g (red ginseng extract 150mg, Collagen 15mg)
- shelf life: 24 months from manufacture date

RED GINSENG EXTRACT w/HERB DRINK

EFFICACIES & HOW TO INTAKE

- As made from Korean red ginseng extract as main ingredient, very good for fatigue recovery, boost stamina, prevent cancer and Alzheimer’s disease, blood circulation and lungs function, digestive performance, reinforcement of weak physical conditions
- may take any time as you wish

TRANSPORTATION & STORAGE

- Ingredients & Contents: 6 year old red ginseng extract, mixed with cnidii Rghuma, Rehmannia, astragali radix, Chinese magnolia vine, Korean bramble, lycil fructus and etc.: 720ml
- shelf life: 24 months from manufacture date
WE SUPPLY A VARIETY OF PREMIUM HEALTH PRODUCTS IN IDEALLY HARMONY WITH “CHEON GYEONG SAM” AND KOREAN PREMIUM AGRICULTURAL PRODUCTS

ENERGIN (RED GINSENG SOAP + CLEANSING)

GINSENG POWDER AND CEREAL POWDER

HONG GRANDMA CORNUS FRUIT

HONG GRANPA AND HOVENIA FRUIT
THE KOREA’S FIRST MALT FROM GYEONGGI RICE, “CHEON GYEONG SAM” LAUNCHES GINSENG BEER AND GINSENG WHISKY

“CHEON GYEONG SAM” ENERGIN BEER

“CHEON GYEONG SAM” GINSENG WHISKY
Unique in the World – Gyeonggi Korea Ginseng
‘CHEON GYEONG SAM’

www.K-Ginseng.or.kr

K–GNSENG : It is “Overseas Brand Name” of “Cheon Gyeong Sam”

天京參(蔘) : It is Chinese (Taiwanese) description
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