

FRANK F&B

CORPORATE PROFILE

FRANK F&B, CORP. INTRODUCTION

F&B Frank
F&B Corp.



Frank F&B

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A large, close-up photograph of two hands shaking in a firm grip. The background is a blurred city skyline with tall buildings and a bridge, suggesting a business deal or partnership. The lighting is warm, with a golden glow on the right side.

“Frank F&B, Korea’s Flagship **Franchise**”

F&B

Frank F&B gives our customers the joyful experience of foods made from high-quality ingredients.

We are growing outside of Korea and diving into the future of representing the world through challenges and innovation.



Chairman's Message

WE WILL GROW INTO A GLOBAL FRANCHISE LEADER THROUGH CONSTANT INNOVATION.

Frank F&B embarked on its journey in 2012. Successfully running franchise businesses and meat processing/distribution/online distribution/overseas businesses, we grew into the top franchise group in Korea. We are putting our full effort into becoming a global franchise leader through constant innovation and creating customer-oriented values. To keep our promises to the customer, we do our best to ensure production with thorough hygiene and fresh ingredients, and always put brand protection and franchise management first and foremost. The purpose of Frank F&B is to make both the main company and the franchise businesses grow into a luxury brand. In the past 12 years, we have opened over 600 branches in Korea and built outstanding competitiveness and an excellent network of contractors. Our rigorous product management system and ingredient production in our own production centers convey safe and fresh products. Frank F&B provides products of outstanding quality at affordable prices through our own production facilities and bulk purchases. To maximize the success of our franchisees, we conduct thorough market analyses and build support systems focused on commercial districts, and through such activities, excel in increasing the sales and income of our restaurants. We are grateful for your unending support and will continue to do our best to provide better services and experiences. We hope to achieve increasing success together.

Thank you.

Frank F&B Corp. / CEO Woochang Shim

Frank F&B

Our Company at a Glance

Company name	Frank F&B, Corp.
CEO	Woochang Shim
Date founded	November 21, 2012
Address	5, Bodojin-ro 42beon-gil, Seo-gu, Incheon, Republic of Korea
Area / floor space	2,000 pyeong / 5,000 pyeong (B1F ~ 5F)
Business registration number	130-86-76090
Business type	Restaurant/Service/Wholesale
Number of employees	120
Industrial accident insurance management number	13086760900
Corporation registration number	121111-023154
Telephone number / fax	T. +82-1544-7733 F. +82-32-68-1661



● Frank F&B Corp.'s Management Philosophy

01 Vision

A global enterprise that leads in healthy dietary culture through creating customer-oriented innovative values

02 Management Principles

Frank F&B strives for our customers and succeeds based on trust, civility, and a sense of challenge. We fulfill our responsibilities as a business contributing to the advancement of society and nation, by starting from creating value for customers.

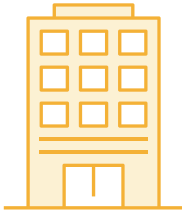
03 Main Values



- **Trust** We keep all promises and value trust with our customers.
- **Civility** We respect our franchise stores as our shareholders and strive for mutual civility.
- **Sense of Challenge** When we encounter a problem, we fearlessly accept the challenge to change.

Establishment

2012. 11. 21



Main office

Incheon,
South Korea



5, 42-beongil, Bodojin-ro, Seo-gu, Incheon, South Korea
(Gajwa 1-dong 173-299)

Number of Employees

120+



We have over 120 highly talented workers systematically supporting our restaurants.

Number of Restaurants

600+



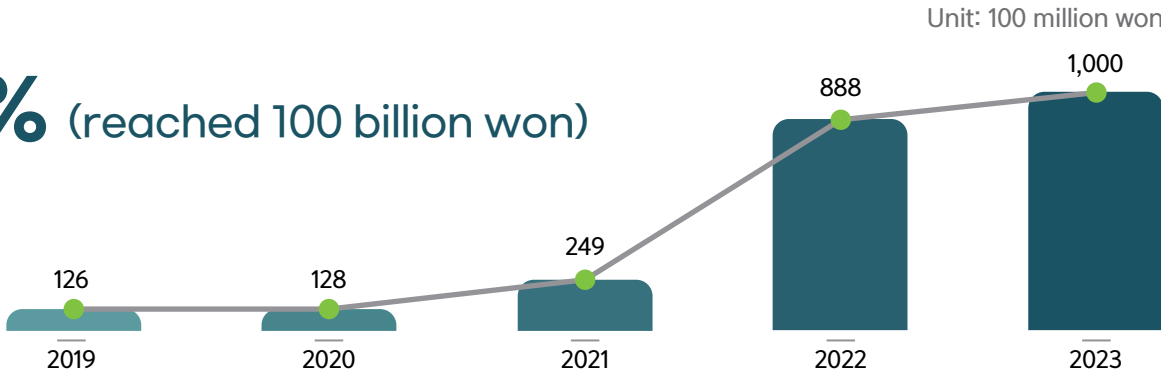
Number of Frankburger franchises
(As of December 2024)

Revenue

Grown by 1046% (reached 100 billion won)

■ Total revenue by year

Since 2019 to 2022, Frank F&B has raised its revenue sevenfold, and in 2023 reached a milestone of 100 billion won.





History

2012

- Founded company
- Launched Bapuri, a brand representing good ingredients and good food
- Appointed vice-president of Korea Franchise Association

2013

- Opened over 50 Bapuri restaurants in Korea

2014

- Opened over 200 Bapuri restaurants in Korea

2015

- Opened over 300 Bapuri restaurants in Korea
- Received Korea Brand Star award
- Obtained ISO 9001 certification
- Won the Premium Brand Grand Award as a brand chosen by female consumers

2016

- Obtained a certificate of authorization for BPR Corp. Food Development Center

2017

- Selected Yang Joon-hyuk as Bapuri endorser

2018

- Established Frank Burger Research Center
- Launched the Frank Burger brand

2019

- Opened Frank Burger restaurant in Mok-dong

2020

- Won Korea Franchise Grand Award
- Constructed automated patty production line
- Won Grand Award as The Brand of the Year, sponsored by The Korea JoongAng Daily
- Selected as a "Good Franchise" by Korea Fair Trade Mediation Agency

2021

- Opened over 200 Frank Burger restaurants in Korea
- Designated Na Tae-joo from Mr. Trot as Frank Burger endorser
- Won 2021 KCA franchise awards
- Selected as a "Wisely Spending Enterprise" by the Korean Red Cross

2022

- Opened over 550 Frank Burger restaurants in Korea
- Selected Kim Jong-kook as Frank Burger endorser
- 2022 KFA Wins Korea Franchise Industry Association Presidential Award
- Won Industrial Bank of Korea's Partner Award
- Won Sports Chosun's top-place Customer Satisfaction Award in 2022
- Won KBPA's Preferred Korean Brand Award in 2022

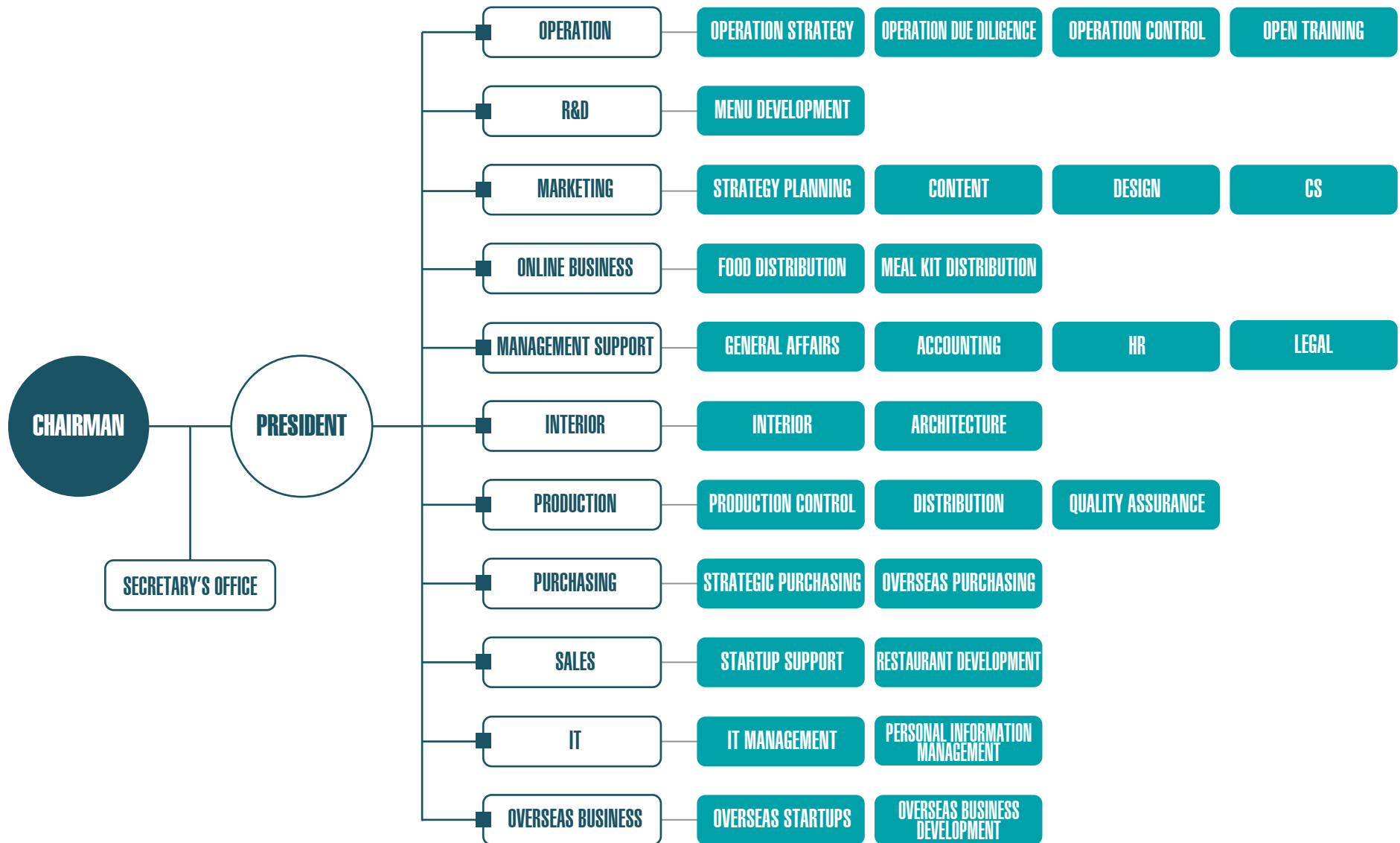
2023

- Designated Lee Seung-gi as Frank Burger endorser
- Frank Burger student golf club founded
- Obtained ISO 14001 certificate for environment management systems
- Obtained ISO 9001 certificate for quality management systems
- Built a smart factory
- Won Sports Chosun's top-place Customer Satisfaction Award in 2023
- Selected as top-100 franchises of 2023 by Maeil Business Newspaper
- Minister of Trade, Industry and Energy Commendation Award 2023 Korea Franchise Awards
- Frank F&B sales exceed 100 billion

2024

- Opened over 600 restaurants in Korea
- Designated (G)I-DLE as Frank Burger endorser
- Tottenham Hotspur Signs Official Partnership In Asia
- KFA Korea Franchise Industry Association President Award
- 2024 Frank Burger Cup Mid-Amor Classic Golf Tournament to be held
- For the second consecutive year, the top 100 franchises have been selected and awarded the top prize
- For the third consecutive year, it has won the 1st place in customer satisfaction
- One-size-fits-all industry's largest new headquarters relocation
- Certification of HACCP, the production line of the new office building

Organizational Chart





● About Frank F&B's Business

01



**FRANCHISING
(KOREA / OVERSEAS)**

Frank Burger
FRANK BURGER
Handmade Obsoleteburgers
Traditional American homemade burgers

Using our approved brands and systems, we provide customers with various brands, convenient operations, and stable incomes through master franchising in Korea and overseas. Through brand awareness and marketing support, we guarantee the owners of new businesses stability and growth potential at once, and seek success on the global market based on the popularity of K-culture and raising awareness of Korea.

02



**ONLINE
SHOPPING MALL
BUSINESS**

**A WIDE MENU SELECTION!
CONVENIENCE, WITH FRESH INGREDIENTS!**

We run an online meal kit service to fit the busy life of a modern individual and provide convenient and healthy meals. Our online meal kit service grants our customers the opportunity to cook easily and conveniently at home, with our menu's wide selection of fresh ingredients and simple recipes.

03



**FOOD
DISTRIBUTION
MANUFACTURING
BUSINESS**

**ESTABLISHMENT OF
OUR OWN AUTOMATED PRODUCTION SYSTEM**

Automate food production & distribution Increased safety and efficiency. The latest technology Optimizing the production process using it. Always fresh It provides high-quality products, not only B2B distribution by connecting distribution online/offline We only distribute hygienic and safe foods. It provides a convenient & healthy food culture with high-quality ingredients.

Franchise Business ●



Original American premium homemade burgers

Frank Burger’s original American premium homemade burgers are impossible to imitate, and beyond comparison! This brand of Frank F&B was developed and launched after extended on-site studies in the US. Moreover, we increased the competitiveness of the restaurants by maximizing the competitiveness of taste through our special technologies of in-house production. We always sincerely strive to provide our customers with clean and tasty handmade burgers, made as if for our own family.



NUMBER OF RESTAURANTS
IN KOREA

600+



BURGERS SOLD PER DAY

76,000



AVERAGE DAILY REVENUE OF A RESTAURANT

1,300,000



DELIVERY ORDERS PER DAY

20,000

* As of December 2024

SPECIALTIES



Frank Burger



Cheeseburger



Crispy Chicken Burger



Bacon Cheese burger



Double Beef Cheese burger



JG burger



● Competitiveness



THE BEST homemade burgers in Korea Frank Burger's unrivaled expertise

The signature homemade burger menu of Frank Burger is reasonably priced, and aimed at conquering the consumers' palates. Juicy homemade patties are made of the best carefully-selected ingredients.



* Based on the 2023 Information Disclosure



Marketing ●



We select **influential endorsers!**

POPULAR CELEBRITIES AND PRESTIGIOUS SOCCER CLUBS THAT ARE INFLUENTIAL TO THE PUBLIC USE IT AS AN EXCLUSIVE MODEL **TO SUPPORT EXTENSIVE MARKETING!**

To enlarge revenues and increase awareness, Frank Burger has been consistently performing marketing activities based on the results of thorough analysis. Starting from the early period of brand launching until now we've been choosing popular celebrities as endorsers and actively involving them in advertisement and promotion. Adjusting to rapidly-shifting trends, every year we choose a popular and influential celebrity to be our endorser and strive to achieve more aggressive and mass-oriented marketing than in the previous year. Frank Burger Corp. constantly strives to bring success to our main company and franchises by supporting better service and mass marketing for franchises and restaurant owners.

TOTTENHAM HOTSPUR SIGNS OFFICIAL PARTNER IN ASIA



2021 EXCLUSIVE MODEL NA TAE-JOO



2022 EXCLUSIVE MODEL KIM JONG KOOK



2023 EXCLUSIVE MODEL LEE SEUNG GI



2024 EXCLUSIVE MODEL (G)I-DLE



ASIA OFFICIAL PARTNER SIGNING CEREMONY IN 2024



ASIA OFFICIAL PARTNER SIGNING CEREMONY IN 2024

Using the head company's considerable capital, Frank Burger supports mass PR marketing campaigns via TV CFs, Drama PPLs, social media, radio, newspapers, YouTube, etc.

A wide selection of products!

Diversification of income!

RAW MEAT / PATTIES / MEAL KITS / SAUCES, ETC.
A VARIETY OF HIGH-QUALITY PRODUCTS!

Frank Burger, Corp. aims to grow into a comprehensive food enterprise by implementing special strategies for food production and distribution. As such, we are pursuing the diversification of income, and expanding into an import / export and overseas food business to strengthen our competitiveness on a global level.



Butcher's meat

Patty



Meal Kit

Sauce



Frank Start, Tastier Moments

Food production & distribution business ●



Patty production facility



Patty production facility



Patty production facility



Patty production facility



Bread production facility



Bread production facility



Bread production facility



Sauce mixing facility

■ COMPANY'S IN-HOUSE PRODUCTION (PRODUCTION OF 50 TONS PER DAY)

At our in-house factories we select the best materials and deliver the finished/semi-manufactured products in small packages directly to our restaurants. Moreover, through a cold chain system, we deliver them to restaurants fresh.

■ HACCP CERTIFICATION (SAFETY MANAGEMENT CERTIFICATION OF MFDS)

It has The Standards of Food Safety Management Accreditation (HACCP) to produce food that customers can eat with confidence in a cleaner and safer environment.



In-house Production



Warehousing & Delivery with CJ Freshway



Preparation in Restaurants



Consumers

■ DISTRIBUTION SYSTEM

We make the products and supply them to restaurants directly, so the intermediate distribution process and unnecessary expenses for restaurants are minimized and products can be delivered faster and fresher.

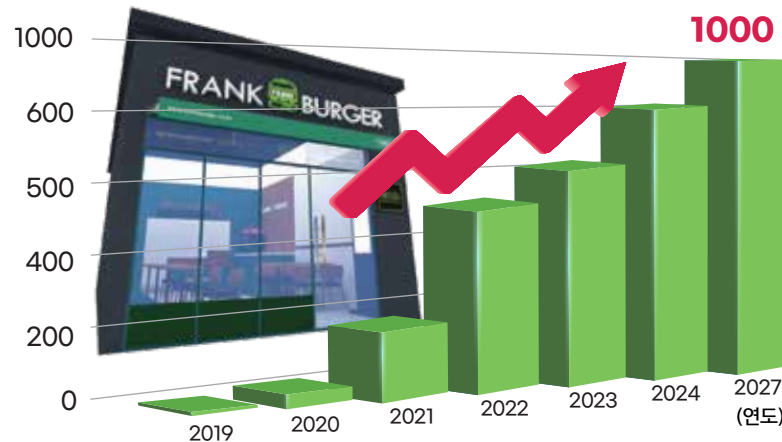


Business Prospects



#1 HOMEMADE BURGER FRANCHISE

■ Number of restaurants



Expanding to 1000 restaurants in Korea and becoming a master franchise!

- It ranked third in the number of domestic burger brands in five years after its launch, and currently ranks first in the handmade burger market. It occupies 1,000 stores in Korea, from 600 today to 1,000 within the next three years. The goal is to expand.
- Frank F&B is based on a franchise business model and a global master franchise agreement for overseas markets. We're looking for a chance to enter the market. Based on the K-culture craze and Korea's growing awareness, we'll introduce customized menus and Seeking success in the global market through services and growing into a comprehensive food company. It's going in the direction.

BECOMING A GENERAL FOOD COMPANY BY EXPANDING NEW BUSINESS

▪ Expanding franchising



Apart from the original hamburger business, we are expanding our business into different areas, including BBQ restaurants, drinks, desserts, bakery, etc. This way, we plan to target different customer bases and expand sales.

▪ Food distribution business



Through the meat and food ingredients business, we vertically control the whole process from original ingredients to product manufacturing, and aim at stable quality and distribution.

▪ Online business



Adjusting to the expansion of the market due to food consumption moving online, we plan to operate an online shopping website and increase our share of the online market

▪ Overseas business



To strengthen our competitiveness on the global market and diversify our income, we are pursuing expansion to the overseas market through import/export trading and overseas food business.

Our Certifications, Awards & Social Contributions



Our Main Partners and Contractors



ESG

ESG management of Frank F&B, Corp.

FOR A SUSTAINABLE FUTURE, FRANK F&B, CORP. IS PURSUING VARIOUS STRATEGIES TO IMPLEMENT ECONOMIC SUSTAINABILITY, ENVIRONMENTAL PROTECTION, AND SOCIAL RESPONSIBILITY.



ESG management

HEALTHY ECONOMIC ACTIVITIES

- ☐ Fair trade
- ☐ Establishing long-term growth strategy
- ☐ Vitalizing local economies
- ☐ Implementing new technologies and product innovations
- ☐ Transparency
- ☐ Customer participation

PRESERVING A HEALTHY ENVIRONMENT

- ☐ Using eco-friendly ingredients
- ☐ Improving packaging
- ☐ Energy efficiency
- ☐ Waste management

CONTRIBUTING TO A HEALTHY SOCIETY

- ☐ Supporting local communities
- ☐ Increasing employee welfare
- ☐ Education and training

At Frank F&B, we do our best to bring about a sustainable future and promise to grow into a leading global enterprise in healthy dietary culture.





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「본 책자는 (주)프랭크F&B 자산이므로 무단으로 사용할 시에는 민·형사 상의 처벌을 받을 수 있습니다.」

