

2024 FRANK F&B

CORPORATE PROFILE

FRANK F&B, CORP. COMPANY INTRODUCTION



Frank F&B

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“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.



Greetings

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 650 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.

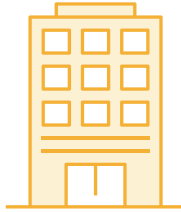
03 Main Values



- **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

150+



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

Number of Restaurants

700+



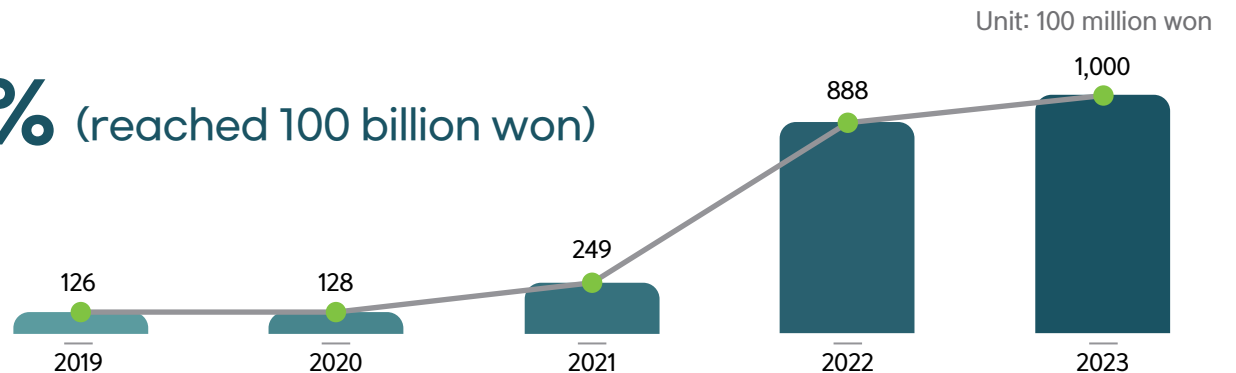
Number of restaurants of Frank Burger brand

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.



2012

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

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

- Launched Bapuri Pho and opened over 50 restaurants in Korea
- 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
- Launched online food shopping website Bapuri Damzza Mall
- Selected as a "Good Franchise" by Korea Fair Trade Mediation Agency

2021

- Opened over 200 Frank Burger restaurants in Korea
- Expanded and relocated head office (181, Oksan-ro, Bucheon, 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
- 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

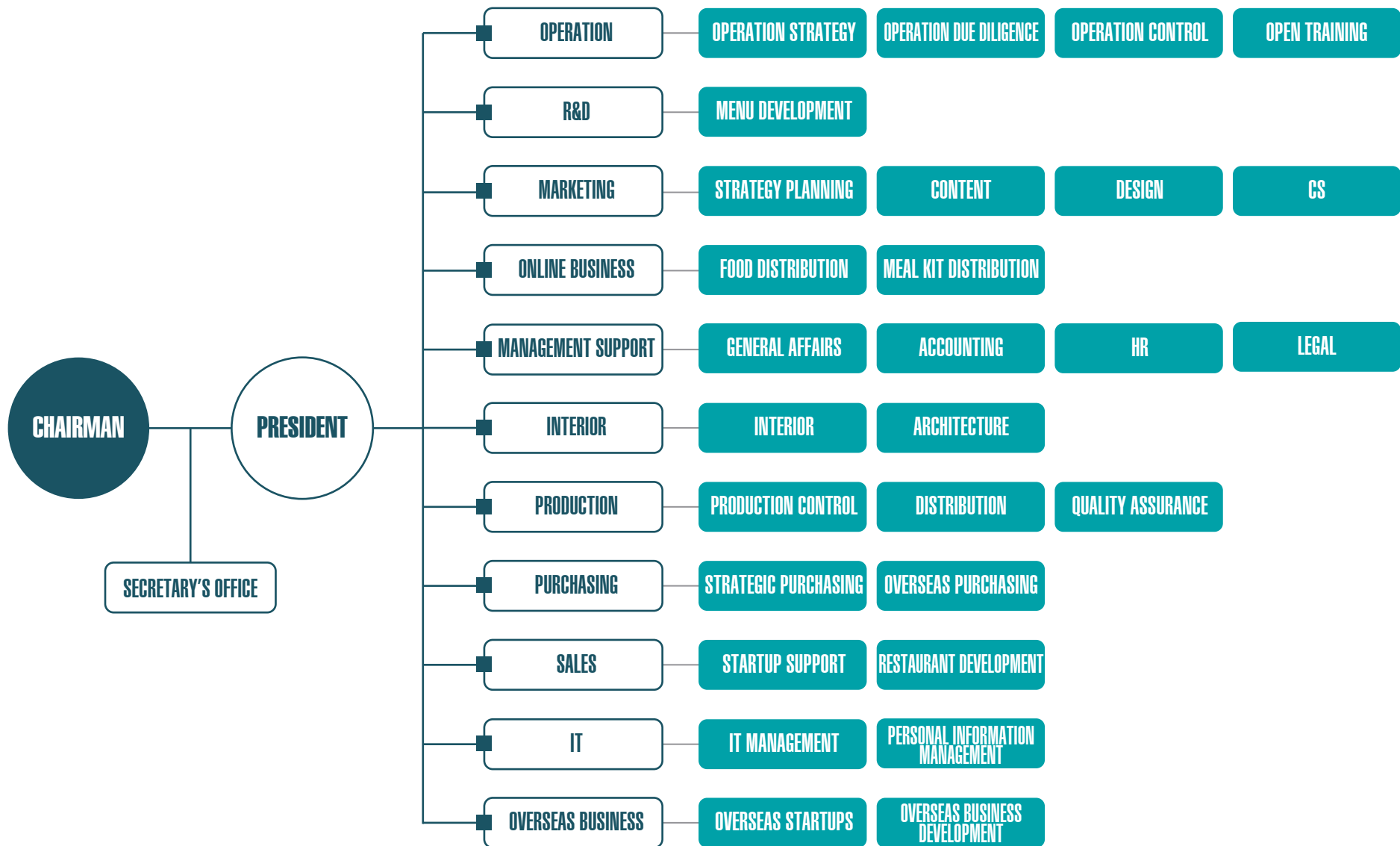
- Opened over 600 Frank Burger Restaurants in Korea
- Designated Lee Seung-gi as Frank Burger endorser
- Obtained ISO 14001 certificate for environment management systems
- Obtained ISO 9001 certificate for quality management systems
- Built a smart factory
- Won Sports Chosun's top-place Customer Satisfaction Award in 2023
- Selected as top-100 franchises of 2023 by Maeil Business Newspaper

2024

- Opened over 700 restaurants in Korea
- Designated (G)-DLE as Frank Burger endorser
- Signed cooperation agreement with British premium golf wear company "druh"
- Recorded industry's largest headquarters relocation among businesses of the same scale



Organizational Chart



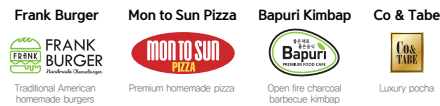
F&B Frank F&B

About Frank F&B's Business

01



**FRANCHISING
(KOREA / OVERSEAS)**



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
MEAL KIT
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 &
PRODUCTION
USINESS**

**ESTABLISHMENT OF
OUR OWN AUTOMATED PRODUCTION SYSTEM**

Boosting safety and effectiveness through the automatization of food production and distribution. Optimizing production processes using the latest technologies. Always providing fresh, high-quality products, and enabling safe food consumption by integrating on/offline distribution. Providing convenient and healthy meals with high-quality ingredients.

Franchise restaurants



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
700~


 BURGERS SOLD PER DAY
76,000


 AVERAGE DAILY REVENUE OF A RESTAURANT
1,300,000


 DELIVERY ORDERS PER DAY
20,000

* Based on data from March 2023. (The number of restaurants includes those scheduled to be opened)

SPECIALTIES



Frank Burger



Cheeseburger



Crispy Chicken Burger



Bacon Cheese burger



Double Beef Cheese burger



JG burger



● Franchising



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.

- The most homemade burger restaurants in Korea
#1 IN OPENING NEW RESTAURANTS
- In the homemade burger Industry
#1 IN OPENING NEW BRANCHES
- In the homemade burger Industry
#1 IN AVERAGE REVENUE OF RESTAURANTS
- In the homemade burger Industry
#1 IN THE NUMBER OF BURGERS SOLD DAILY
- Of homemade burgers
#1 IN MARKETING & ADVERTISEMENT



Franchising ●



We select **influential endorsers!**

POPULAR CELEBRITIES AS ENDORSERS FOR MASS 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.

Frank Burger 4th endorser in 2024 : (G)I-dle



Taekwon trot Na Tae-joo

Frank Burger 1st endorser in 2021



Kim Jong-kook

Frank Burger 2nd endorser in 2022



Lee Seung-gi

Frank Burger 3d endorser in 2023

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.

● Online Meal Kit Business

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 Distribution & Production business



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.



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.

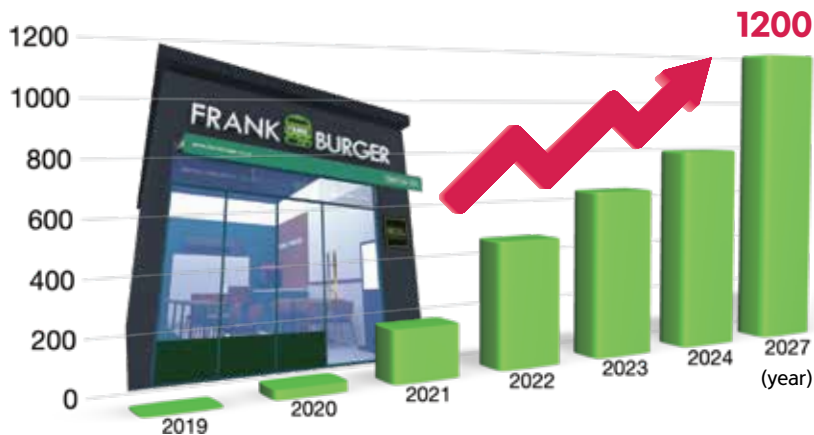


Business Outlook



#1 HOMEMADE BURGER FRANCHISE

■ Number of restaurants



Expanding to 1200 restaurants in Korea and becoming a master franchise!

- Currently we are number 1 in the Korean homemade burger franchise market. We plan to increase the current number of restaurants from 700 to 1400 within 3 years.
- The Frank F&B franchise has an opportunity to expand to overseas markets through agreements between the franchise model and global master franchises. Based on the popularity of K-culture and the growth of awareness about Korea we seek success on the global market through customized menus and services and move towards growing into a general food company.

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

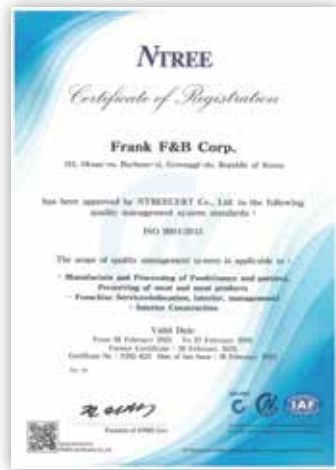
Adjusting to the expansion of the market due to food consumption moving online, we plan to operate an online shopping website and increase our share of the online market



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.



F&B

Frank F&B Corp.

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