

•samyang•
Corporation



Fast and Easy Hangover
Relief Product

EASY
TOMORROW

• WEBSITE •



Headquarter & R&D Center

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Gyeonggi-do 13488, Korea

Tel. +82-2-2157-9274 Fax. +82-2-2157-9058

www.samyangcorp.com

Website www.easytomorrow.com
Facebook www.facebook.com/qonefreshhwan
Instagram www.instagram.com/sangkwaehwan

Distributor and Seller : Samyang Corporation

Manufacturer : Naturalway Co.,Ltd (EASY TOMORROW), COSMAX NBT,INC. (EASY TOMORROW STICK)

Service center : +82-80-023-3399 (Hours of Operation : 09:00 ~ 18:00, Korean Standard Time / closed on weekends & public holiday)

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INGREDIENTS THAT ADD VALUE TO LIFE

You are invited to enjoy music of four different themes about affluent and convenient living.

You are welcome to join a pleasant life concert conducted by Samyang.
Open up your heart and listen to the four pieces of music played by Samyang in four different colors. A march about advanced living, a waltz about tasty living, a symphony about energetic living, and a sonata about heartfelt living... Samyang exists between the musical notes of life, between the beats of life.
Your life will become more affluent just like a resounding chorus. Your life becomes more convenient like the subtle harmony produced by assortment of musical instruments.
SAMYANG makes your life more affluent and convenient.

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Samyang at a glance

Samyang implements all of its management strategies and policies based on its vision of becoming a company that makes life more affluent and convenient. The core growing business lines include chemicals, food, pharmaceuticals, and new high-tech business. Our company will pursue the trends in globalization by diversifying existing business lines, upgrading the business structure, and advancing into overseas markets based on the core capabilities in R&D and technologies and the core growing business line mentioned above.

In addition, it will develop customer-oriented management, providing confidence for its customers, to explore and develop human resources, and to promote a corporate culture that compensates its employees based on fair evaluations of performance. Samyang will strive to become a global business that offers a rewarding workplace to executives and employees alike, offers greater satisfaction to its customers with better products and services, and provides greater returns to its shareholders.

samyang

1931, Renamed
'Samyang Corporation'
**Founded
'Samsu Company'
1924**

**1955
Enter into
Food business**
Completion of
Ulsan sugar
Refining Plant

Completion of
Jeonju polyester plant
**Enter into
Chemical business
1969**

**1979
Enter into
Packaging business**
First production of
PET bottle in Korea

Completion of Daedeok
Pharmaceutical plant
**Enter into
Pharmaceutical
business
1996**

**2011
Shifted to
holding company**
Established
Samyang Holdings,
Samyang Corporation,
Samyang
Biopharmaceuticals
Corporation



BIOPHARMACEUTICAL BUSINESSES

Samyang Biopharmaceuticals Corporation
Medical Devices, Anti-cancer Drugs,
Anti-cancer Drug Patches,
API (Active Pharmaceutical Ingredients)

Samyang Biopharm USA
Medichem

FOOD BUSINESSES

Samyang Corporation
Food Ingredients
(Sugar, Starch, Starch Sugar, Flour Milling,
Premix, Oils/Fats)
Functional Sweetener
(Rare Sugar, Dietary Fiber, Oligosaccharide,
Sugar Alcohol)
Hangover Relief Product
(EASY TOMORROW, EASY TOMORROW STICK)
Homemade Mix
(Hoddeok, Baking, Dessert)
Food Service Distributor
(Confectionery / Western Food /
Chinese Food / Cafe / Other Materials)

CHEMICAL BUSINESSES

Samyang Corporation
Engineering Plastics / Electronic Materials /
Ion-exchange Resin / White Biotechnology

Samnam Petrochemical
TPA (Terephthalic Acid)

Samyang Kasei
Polycarbonates

Samyang Innochem
BPA (Bisphenol A)

Samyang Fine Technology
UPS (Uniform Particle Sized) Ion-exchange Resin

Samyang Engineering Plastics (Shanghai)
Engineering Plastics

Samyang EP Hungary
Engineering Plastics

Samyang EP Vietnam
Engineering Plastics

CREA CHEM
LFT (Long Fiber Reinforced Thermoplastic)

KCI
Polymers / Surfactants / Rheology Modifier

OTHER BUSINESSES

Samyang Corporation
Cosmetics

Samyang Data Systems
IT Services

PACKAGING BUSINESSES

Samyang Packaging
PET Bottles
PET Preform
Aseptic Filling System
PET Recycling

Food Business

Samyang Corporation endeavors to provide differentiated values to our customers and develop new products with competitive superiority. We execute leading R&D initiatives and aim to become the No. 1 food & service innovator.

Business Area



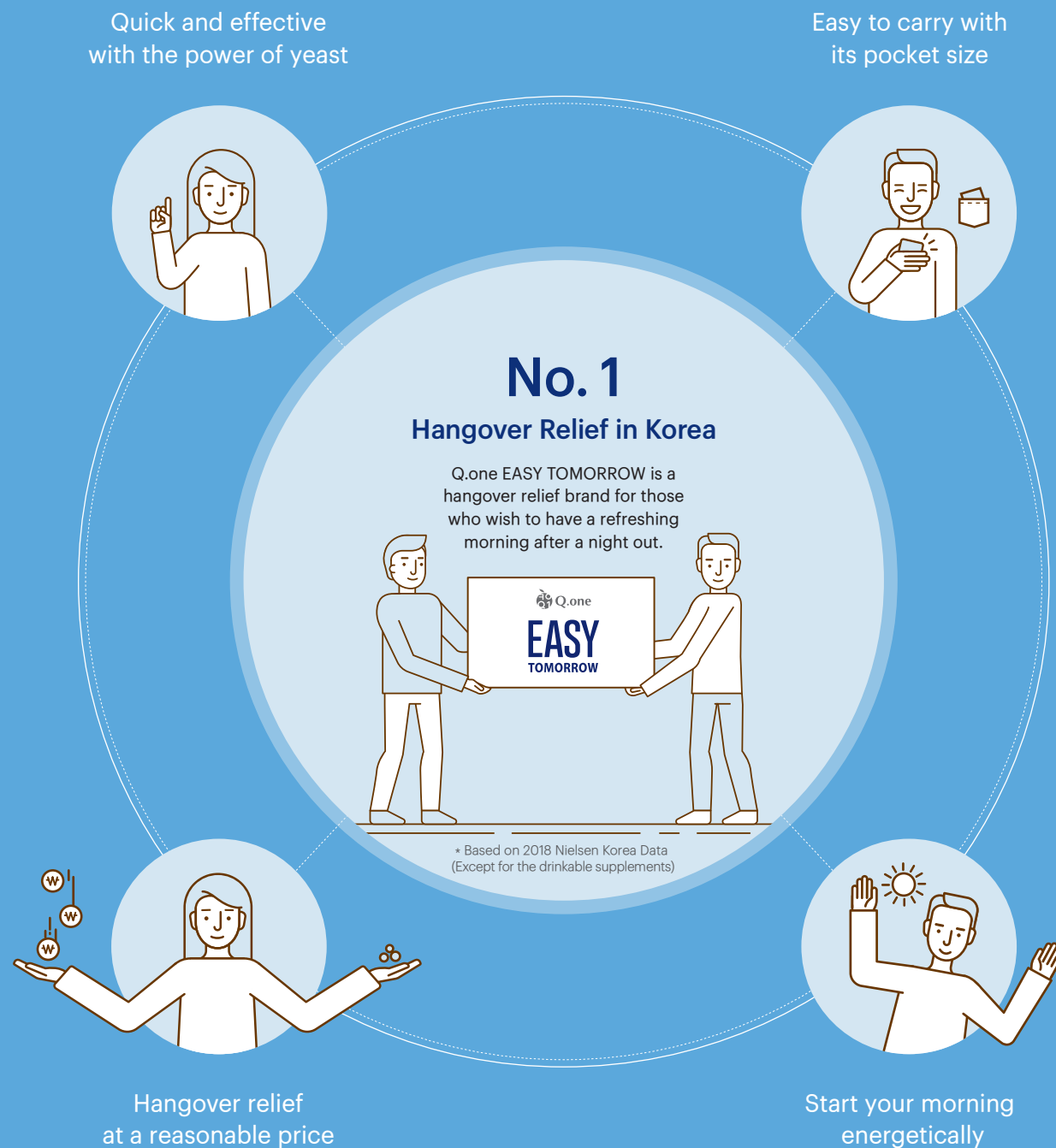
History

1924 ~ 1999	2000 ~ 2015	2010 ~ 2019
<p>1924 Established company</p> <p>1955 Started food business</p> <p>1956 Produced the first trial product of Samyang Sugar</p> <p>1979 Founded Samyang R&D Center</p> <p>1984 Launched starch sugar business</p> <p>1988 Launched flour milling business</p>	<p>2002 Launched food family brand, Q.one</p> <p>2004 Launched processed oils/fats business</p> <p>2005 Established Samyang Genex Food (Qinhuangdao)</p> <p>2006 Acquired Seven Springs (renamed as Samyang F&B in 2014)</p> <p>2013 Launched hangover relief brand 'EASY TOMORROW'</p> <p>Q.one EASY TOMORROW</p>	<p>2016 Launched allulose Completed Samyang Discovery Center</p> <p>2017 Launched premium sugar brand 'TRUSWEET'</p> <p>2019 No. 1 for 2 consecutive years in the Brand Customer Satisfaction Index hangover relief section * Certified by Korea Marketing Association Launched EASY TOMORROW STICK Cumulative sales achieved 70 million sachets</p>

Start your day energetically, Q.one EASY TOMORROW

Samyang Corporation has been leading the Korean food industry, producing a wide range of products including sugar, flour, and cooking oil. Now, we are constantly entering new markets. In November 2013, we launched the pill type hangover relief product, Q.one EASY TOMORROW. We will put forth the efforts to make your life more energetic and healthy by focusing on our research and launching new products.





ABOUT 'EASY TOMORROW'

Perfect choice for a next morning with refreshment

Q.one EASY TOMORROW is a hangover relief brand for those who wish to have a refreshing morning after a night out. EASY TOMORROW refers to its hangover relief benefits that eliminate pain and nausea of bad hangover and make you feel fresh and comfortable the next day.



- Name** | Brand Customer Satisfaction Index (BCSI)
- Host** | Korea Marketing Association
- Overview** | A face-to-face questionnaire survey was conducted to consumers who used the product. The questions asked customer satisfaction, intention to repurchase, quality, price, design, user convenience, etc.

Brand History



The beginning of EASY TOMORROW

It all started with Samyang's food research center asking a small question: "Can we make an affordable product that helps to alleviate the symptoms of hangover?"

For a long period of time, our research center studied various raw materials and formulations for easy and quick hangover relief. In Nov. 2013, we launched a product that mainly consists of yeast extracts, EASY TOMORROW.

Product Introduction



EASY TOMORROW

Fast and Easy Hangover Relief Product

- Effective hangover relief with its 'pill type'**
It is made from effective ingredients for hangover relief developed by long-term studies.
- Easy hangover relief with its pocket size**
Small and convenient size keeps you prepared anywhere and anytime.
- Hangover relief at a reasonable price**
Your next day becomes more refreshed with EASY TOMORROW that you can easily purchase at a reasonable price.

- Directions**
Take EASY TOMORROW with water 30 minutes before drinking, and having one more after drinking is even better.
- Shelf Life**
2 years



※ Heavy drinking may be harmful to your health.

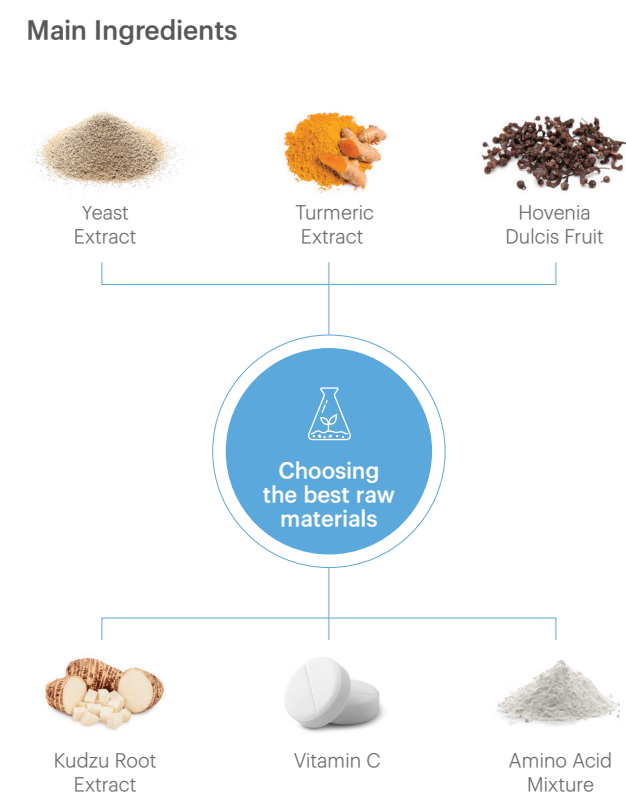


EASY TOMORROW STICK

One Stick! One Shot!

- Relieve your hangover faster with yeast and curcumin**
Made with the same yeast ingredient from the original EASY TOMORROW, relieve your hangover even faster with curcumin.
- Easy taking without water**
You can take it without water and are easy to carry it as a slim stick type.
- Sweet and tasty hangover relief product**
The product contains sweet mango juice, so you can enjoy a tasty hangover relief.

- Directions**
Take EASY TOMORROW STICK 30 minutes before drinking, and having one more after drinking is even better. Just squeeze it from the bottom to the top.
- Shelf Life**
18 months



※ Heavy drinking may be harmful to your health.

Function

Main Ingredients and functions



Main Ingredients and functions of EASY TOMORROW

Yeast Extract	- Containing glutathione : It is a tripeptide protein combined with an amino acid. It performs an important function in detoxification, and protects the liver by promoting the discharge of the substance causing a hangover (acetaldehyde) and through anti-oxidation.
Mixed plants Extract	- Hovenia Dulcis Fruit : Active ADH and ALDH accelerate alcohol decomposition. - Atractylodes Rhizom : Strengthens the stomach, boosts appetite, alleviates symptoms of indigestion, gastroenteritis and the common cold. - Chinese Hawthorn Fruit : This herbal medicine is essential for relieving symptoms related to digestion. It is used for indigestion, loss of appetite, achlorhydria and hypercholia. - Pueraria Lobata Flower : Contains ingredients like robinin and isoflavone to accelerate catabolism of alcohol, reduce the harmful effects of alcohol poisoning and eliminate the symptoms of a hangover while protecting the liver.
Vitamin C-Na	- Speeds recovery from fatigue and offers a powerful antioxidant effect.
Vitamin B	- Serves as a cofactor in the enzyme system associated with the detoxification of the liver.
Niacinamide	- Accelerates the catabolism of ethanol.
Dried Orange Peel Powder	- Reduces nausea and indigestion while functioning as an excipient.



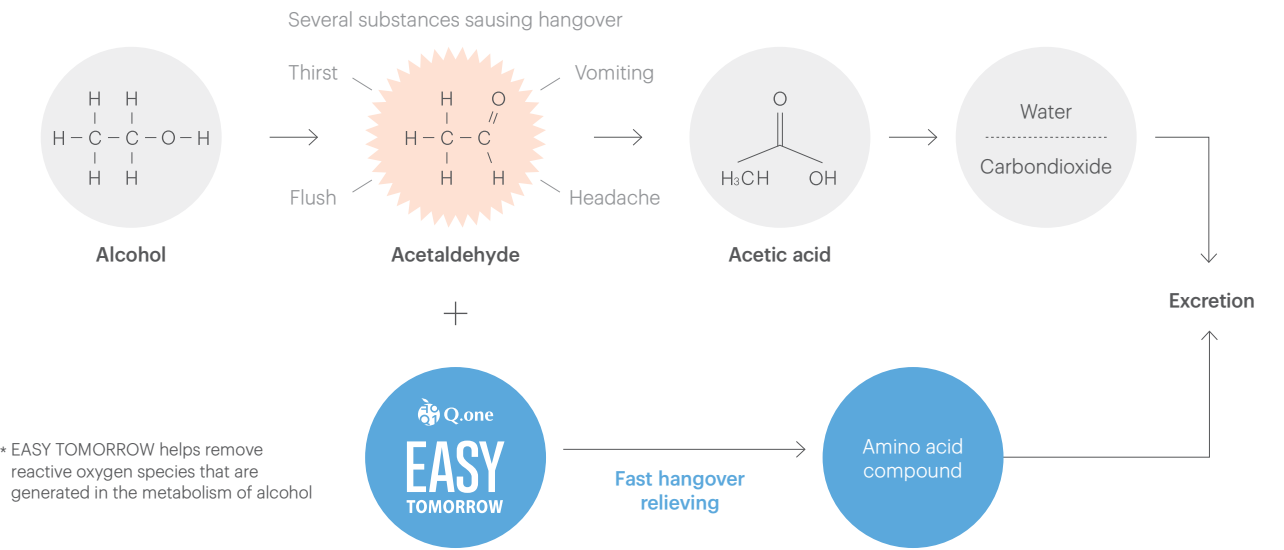
Main Ingredients and functions of EASY TOMORROW STICK

Yeast Extract	- Containing glutathione : It is a tripeptide protein combined with an amino acid. It performs an important function in detoxification, and protects the liver by promoting the discharge of the substance causing a hangover (acetaldehyde) and through anti-oxidation.
Turmeric Extract	- Containing curcumin : Reducing the activity of enzymes that are known to contribute to liver damage, the curcumin supplements prevented the alcohol-induced inhibition of alcohol dehydrogenase activity to a statistically significant degree.
Kudzu Root Extract	- Contains ingredients like robinin and isoflavone to accelerate catabolism of alcohol, reduce the harmful effects of alcohol poisoning and eliminate the symptoms of a hangover while protecting the liver.
Hovenia Dulcis Fruit	- Active ADH and ALDH accelerate alcohol decomposition.
Vitamin C	- Speeds recovery from fatigue and offers a powerful antioxidant effect.
Amino Acid Mixture	- Contains amino acids that relieve hangover symptoms (L-glutamine, L-methionine, L-alanine, etc.)

The principle of relieving a hangover

EASY TOMORROW combines with acetaldehyde, one of the substances causing hangovers, to form a non-toxic substance, and neutralizes the toxicity of acetaldehyde, and decomposes acetaldehyde, thereby relieving hang-over symptoms faster.

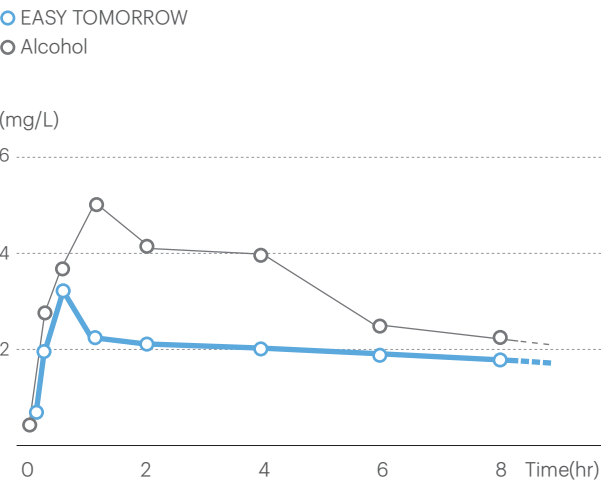
Metabolic pathway for [alcohol] in the body



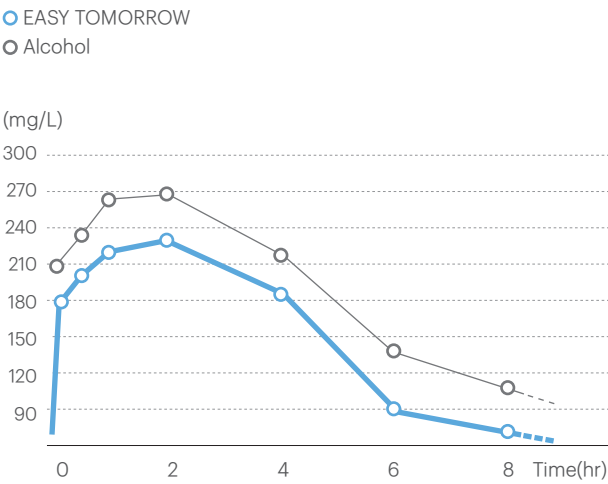
Hangover Relief Clinical Trial Results

This clinical trial was conducted by Prof. Se Young Jeong from Kyung Hee University to test the effectiveness of EASY TOMORROW for curing hangovers. We divided people into two groups, one who took EASY TOMORROW and the other who didn't, and measured their blood acetaldehyde and alcohol concentration after drinking to prove the hangover relief effects of EASY TOMORROW.

Blood Acetaldehyde Concentration

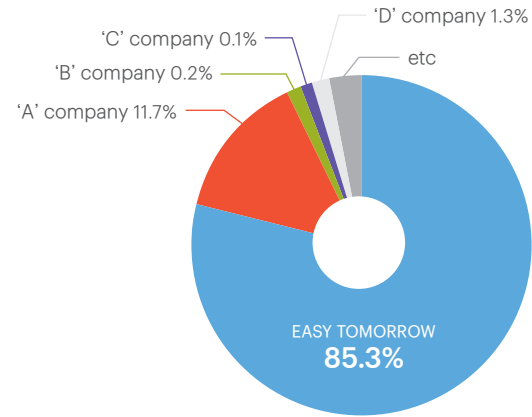


Blood Alcohol Concentration



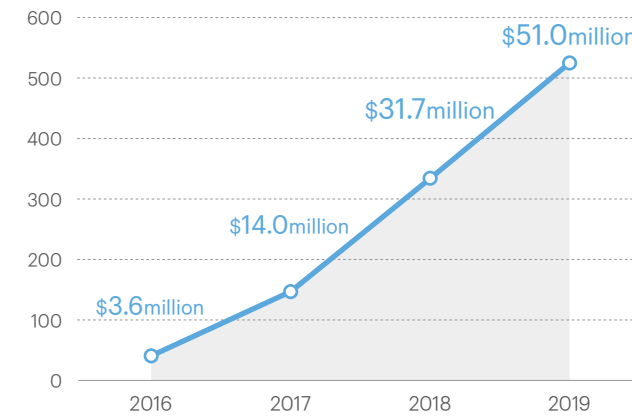
Business Overview

Hangover Relief Product Market Share in Korea



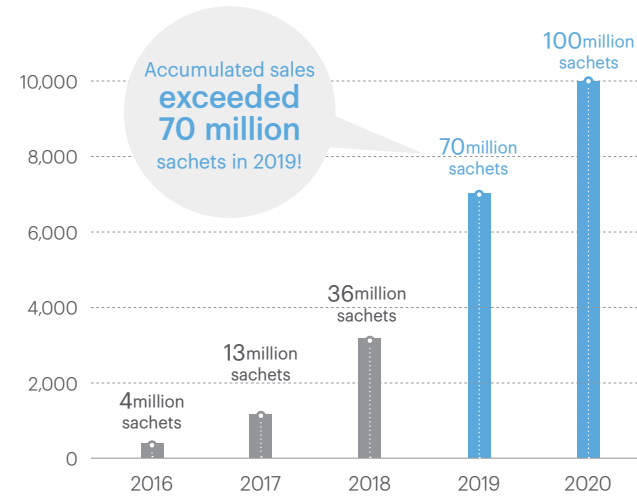
* Based on 2019 Nielsen Korea Data(Quantity criteria)
* Data aggregation of pill segment / excluding beverage segment

EASY TOMORROW Sales



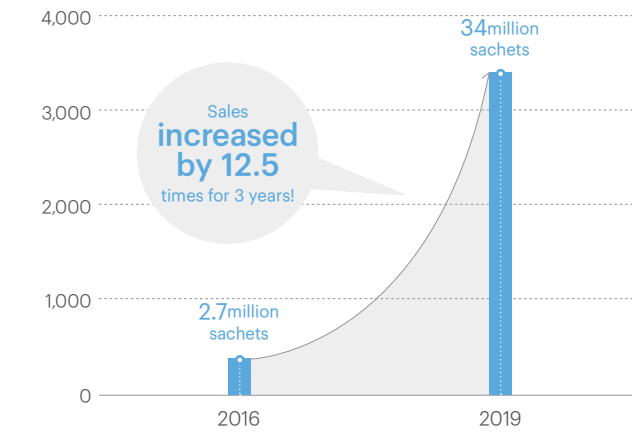
* Based on 2019 Nielsen Korea Data(\$1=1,200 KRW)

Accumulated sales



* Internal counting criteria

Annual sales

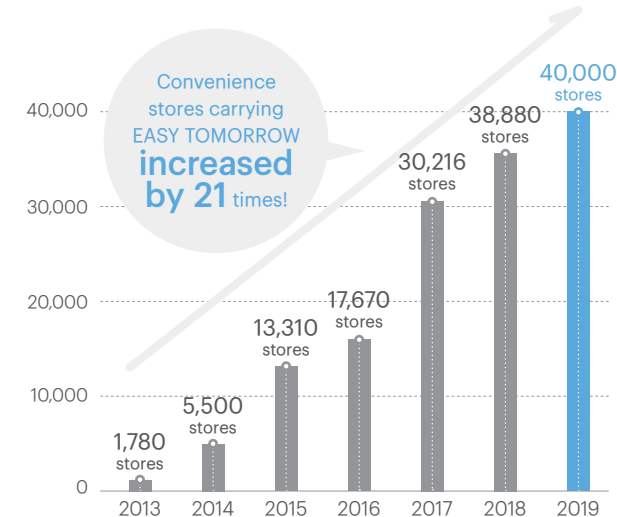


* Internal counting criteria

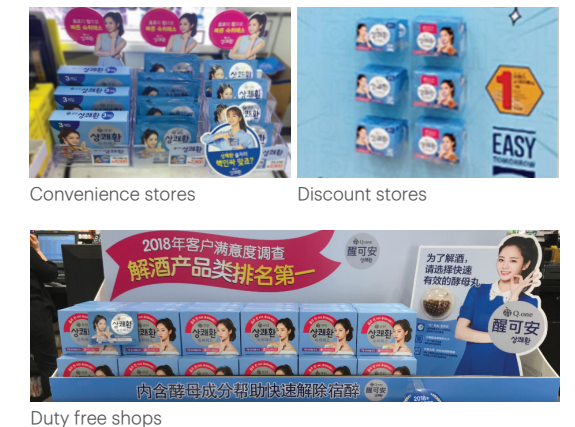
Purchase Locations

EASY TOMORROW						EASY TOMORROW STICK
Convenience stores	Discount stores	SSM	Duty free shops	H&B stores	pharmacy	Duty free shops
GS25	e mart	e mart everyday	THE SHILLA duty free	LOHB	한글약국체인	THE SHILLA duty free
CU	Home plus	GS Supermarket	DONGWHA DUTY FREE	lalavla	Leadpharm	SHINSEGAE DUTY FREE
7-ELEVEN	LOTTE Mart	LOTTE Super	SM DUTYFREE		and Private pharmacy	LOTTE DUTY FREE
e mart 24	MART TRADERS	Home plus express	SHINSEGAE			
MINI STOP			DOOTA DUTY FREE			
StoryWay			LOTTE DUTY FREE			
C//SPACE			DUTY FREE HYUNDAI DEPARTMENT STORE			
365 PLUS						

No. of convenience stores carrying EASY TOMORROW



Display



Public Relations

Advertisement



Memo



WE PROGRESSIVELY
EVOLVE INTO BECOMING
A GLOBAL BRAND
THAT DELIVERS ABUNDANCE AND
CONVENIENCE IN LIFESTYLE

