



**kims/COOK**

Be Creative  
Be Harmonized  
Be Innovative



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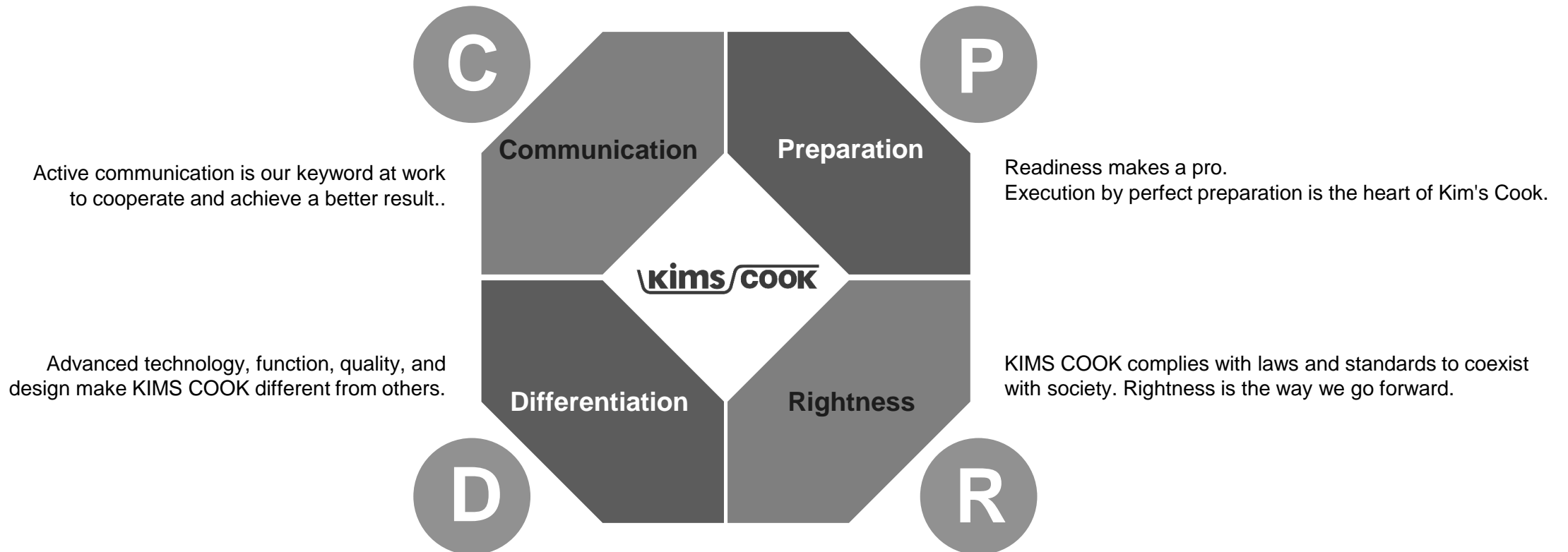
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# OUR SLOGEN

We exist to improve cooking performance and culture





kims COOK

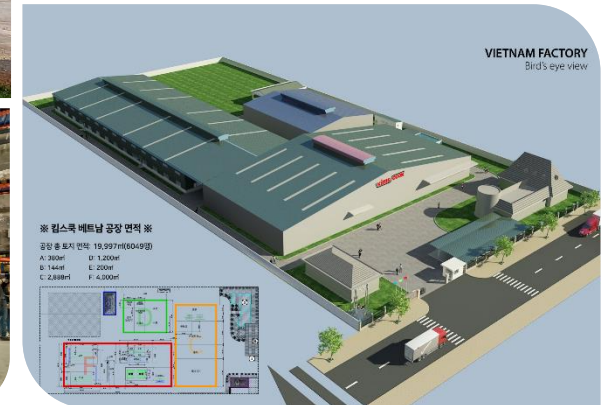
# OVERVIEW

01



# 1-1. ABOUT US

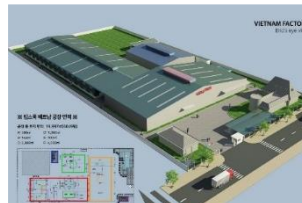
- NAME KIMS COOK VIETNAM CO., LTD.
- ADDRESS 2B Road, My Xuan A2 Industrial Zone, My Xuan Ward, Phu My District, Ba Ria Vung Tau Province, Vietnam
- CALL +84 254 3932 900
- CEO KIM JONG MOON
- ESTABLISHED 2018.03.18
- CAPITAL \$5,000,000
- COPERATION KIMSCOOK KOREA
- EMPLOYEE KOREAN MANAGER & LOCAL EMPLOYEE 200
- BUSINESS COOKWARE FINISHED PRODUCTS AND PARTS



# 1-2. HISTORY

## KIMSCOOK VIETNAM

- 2018** Establishment of Kasmain Vietnam corporation (capital of 1.5 million USD/manufacturing of finished cookware)
- 2019** Changed company name to Kims Cook Vietnam
- 2019** Signed MOU with LocknLock for strategic parts supply cooperation
- 2020** Acquisition and relocation of own factoryInvestment in stainless etching equipmentCapital increase (\$2.6 million) and warehouse extension completed (1,200M2)
- 2021** Joined Finnish FISKAR Group (iittala) supply chain  
Established Vietnam domestic sales corporation (Ho Chi Minh)  
Started sales of finished products in Korea (launched Hyundai Home Shopping/VINCENT)  
Started FISSLER SUPPLY CHAIN in Germany
- 2022** Started factory extension construction  
Capital increase (total capital 5 million dollars / reader 100%)  
New factory building completed (B building: 4,000M2)  
Investment in automation and new production facilities (\$1.5 million)



## KIMSCOOK KOREA

- 1979** Opened Gwangyeong Industrial Company (kitchen container parts business: CEO Kim Jong-seok)
- 1990** Kim Jong-moon appointed as managing director of Gwangyeong Industrial Company
- 1993** Established Kwangyeong Industrial Co., Ltd. (CEO Kim Jong-moon)
- 1994** Started participating in the German Ambiente Fair
- 2001** Investment in Changshu Kim Clan District, China
- 2006** Established Kim's Handle in Korea (CEO: Kim Jong-moon) and Changsu Kasmain in China
- 2010** Kasmain in China
- 2012** Started construction of own factory in Changsu, China
- 2013** Increased capital of Changsu Kasmain (\$3,100,000)  
Established T&K Marketing Corporation in France (French CIS Joint Venture)  
Started production of finished cookware in Changsu Kasmain
- 2015** Germany Ambiente INNOVATION AWARD award
- 2016** Received HIS INNOVATION AWARD in Chicago, USA
- 2018** Kim's Cook Vietnam Investment (Capital: 1.5 million USD / 100% Reader)
- 2021** Capital increase by Kims Cook (total capital of KRW 4.3 billion)



# 1-3. MANAGEMENT BOARD

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## CEO KIM JONG MOON

Network with 350 cookware manufacturers  
in 110 countries around the world

(Former) Served as CEO of 'Happy Call'  
(Current) CEO of Kim's Cook Co., Ltd.  
(Current) CEO of Kims Cook Vietnam  
(Current) CEO of Changshu Kasmian, China

**We Are KIMSCOOK,**  
We exist to improve cooking performance and culture

## VICE-PRESIDENT CHOI HYO JIN

30 years experience in a cookware manufacturer  
Expert of enamel (aluminum/stain) coating technology

(Former) 'Iljin Stainless' quality control engineer  
(Former) 'Sunhak Aluminum' Development Manager  
(Former) 'Happy Call' Production Headquarter Executive Director  
(Current) Vice President Kim's Cook Co., Ltd.

# 1-4. PRODUCTION EQUIPMENT & TECHNOLOGY

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- 1 Patented Marquetry Etching skill and equipment
- 2 Full IH Forged Impact Bonding equipment
- 3 Integrated production line of Stainless Steel and Aluminum  
(connected system for coating and polishing line)
- 4 Auto Feeding System
- 5 Potencial PORCELAIN coating line







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BRAND

02

# 2-1. STAINLESS STEEL ETCHING PRODRUCTS

## Major Brands



### **VINCENT**

Add art to cookware! Based on Vincent Van Gogh's "Starry Night" as a motif, it features Vincent's unique patterns and colors.



### **BLACKCUBE**

Patented hexa-cube pattern method and Ergonomic cast handle :  
Original Black Cube product brand



### **BLACKCUBE SIGNATURE**

Kim's Cook's best stainless steel etching technique with luxurious pattern.  
Any pattern can be manufactured with stainless cookware



## 2-2. VARIOUS STAINLESS STEEL PRODUCTS

### Major Brands



#### **SYNERGY (2Ply with Coating)**

Handles selected by professional chefs.  
2PLY that maximizes the synergy between  
stainless steel and aluminum



#### **Triumph**

Original stainless steel cookware design and  
triple bottom stainless steel with excellent  
thermal conductivity



#### **NEXT STYLE - SUPER**

A premium handle design with a red line is  
applied, 3PLAY Stainless Steel



## 2-3. ALUMINUM PRODUCTS

### Major Brands



#### **EASYCOOK / Vintage**

Economical price with easy performance  
to anytime to anybody



#### **NEXT STYLE ACE**

Combined the design of Next Style to  
Aluminum line



#### **ODYSSEY**

Unique design and high-end plate aluminum  
& forged IH full induction

## 2-4. DETACHABLE HANDLES

### Major Brands



#### **LILY**

One-touch button detachable handle in a fresh pastel color body



#### **EASYCOOK Detachable**

Kims cook's signature detachable handles are applied to EASYCOOK body



#### **BLACKCUBE ATTRACTION**

Premium Detachable Handle :  
Magnetic force mechanism applied for smooth and convenient attachment

## 2-5. OTHER PRODUCTS

### Major Brands



#### **Magic Multi Lid**

Cover from 16cm to 30cm  
The magic multi-lid is more convenient with the detachable middle lid



#### **Low Pressure Steamer**

A premium low-pressure pot brand with Kim's Cook's unique steam spray system for healthy cooking



#### **ELITE kitchen tool**

Premium stainless steel kitchen tool with convenience, bright color and excellent grip



**Low Pressure  
Steamer**



**ELITE  
kitchen tool**

Kim's Cook accessory brand combines outstanding design and functionality. In addition to cookware such as multi-lids, low pressure pots, kitchen tools, and mixing bowls, Kim's CookWe have a variety of accessory brands. Kim's Cook is doing its best to satisfy the needs of customers as well as convenience in use with years of know-how.





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# BUSINESS STATUS

03

# 3-1. FACTORY NETWORK

## Business Status

### KIMSCOOK KOREA



KIMSCOOK KOREA HQ

Kim's Cook Korea serves as a major outpost for logistics, sales, and marketing of various cookware parts and finished products produced in China and Vietnam.

### KIMSCOOK VIETNAM



KIMSCOOK VIETNAM

Kim's Cook Vietnam produces a number of parts, including finished products of aluminum and stainless steel cookware, and has separate stainless and aluminum finished product lines.

### CHANGSHU KASMAIN



CHINA CHANGSHU KASMAIN

Changsu Kasmair manufactures key cookware components including cookware handles, including stainless steel, bakelite handles and knobs.





## 3-2. KIMSCOOK VIETNAM

### Business Status

#### KIMS COOK, where aesthetics and innovation meets

Kim's Cook Vietnam is located in My Xuan Industrial Park, which is in the spotlight as a core industrial complex in Vung Tau.- Ease of import and export and connectivity to large cities enable smooth procurement of excellent manpower. This puts us in the best position in manpower-intensive Vietnam.

#### Intro

- Size : 20,000 Squire meter
- Building : 12,000M2
- Manufacturing
  - Pressing Section (Auto Feeding 4 Line)
  - Coating 4 Line
  - Polishing 2 Line
  - Tooling Section (Stainless steel / Aluminum / Etching)
  - Handle Product Part

#### Address

2B Road, My Xuan A2 Industrial Zone, My Xuan Ward, Phu My District, Ba Ria Vung Tau Province, Vietnam

#### Staff

6 managers from Korea  
200 local employees in Vietnam





## 3-3. KIMSCOOK KOREA / CHINA

### Business Status

#### KIMSCOOK KOREA

Kim's Cook Korea Headquarters serves as a major outpost for logistics, sales, and marketing for various cookware parts and finished products produced in China and Vietnam. Bakelite handle production Supply of factory parts in Korea Supplied finished products and parts from Vietnam factories to Korea



KOREA

CHINA



#### CHANGSHU KASMAIN

Located in Changshu, China Kim's Handle produces cookware handles of various materials that are functionally and designally superior and plays a role in sourcing abundant cookware in China. Injection handle (coating line): 30 million pieces per year

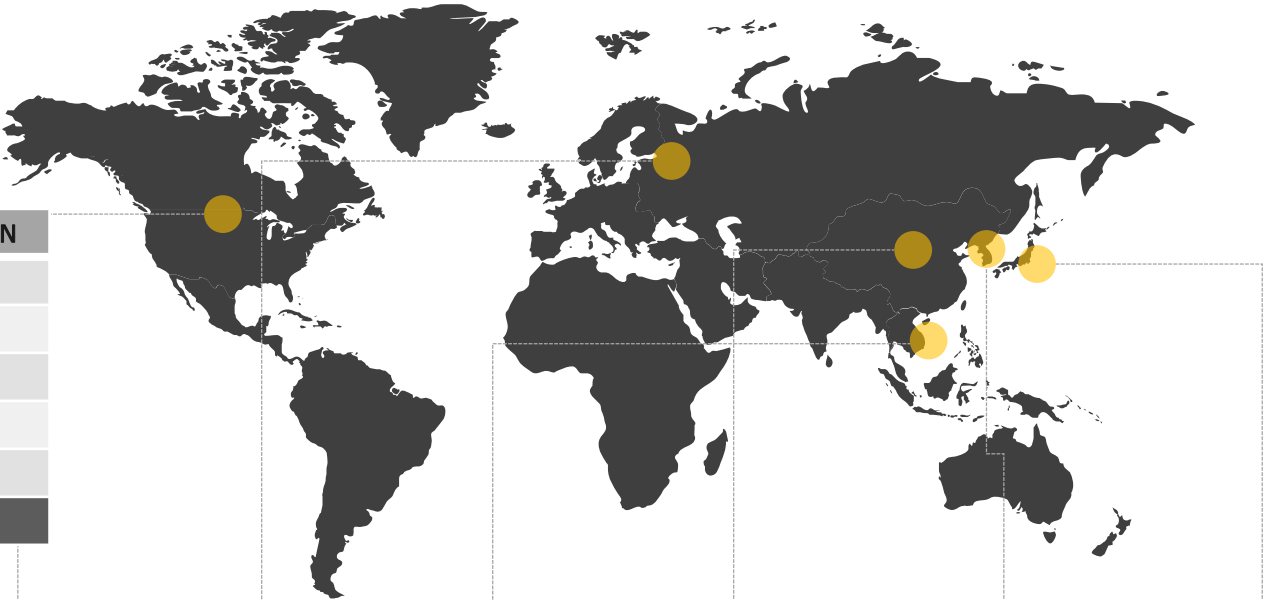
- Casting handle
- Stainless handle
- wooden handle
- Silicone products



# 3-4. PATENTS & PATENT RETENTION

## Business Status

NATION	INVNETION	UTILITY	DESIGN
KOREA	12	14	3
CHINA	16	26	256
EUROPE	2		
USA	1		
VIETNAM		1	4
TOTAL	31	41	263



### PCT

- Detachable cookware handle
- Cooking container and its manufacturing method
- 4 types of patents and 3 types of designs to be applied for



USA

Patent for cooking container and its manufacturing method

EUROPE

Patent for detachable handle

VIETNAM

1 New utility model  
4 design patents

CHINA

- 14 detachable handles
- Filter / filter for cooking
- Piston-type pot handle
- screwless gojoun handle
- 10 cases including pressure cooker lid
- A total of 16 patents have been filed
- 3 additional patents
- 4 design patents planned

KOREA

- Rotatable handle
- Detachable cookware handle
- Cooking container and its manufacturing method, etc.
- Total 12 invention patents
- 3 design patents

JAPAN

Detachable Cooking Container Handle Invention Patent



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# VALUE CHAIN

04



## 4. VALUE CHAIN

### Intro

**Unlike OEM products,**  
we've been designing and producing by ourselves from handle to the bodies.

All Kim's Cook products are based on the 3C system. Kim's Cook's products, which are produced directly from the handle to the body, rather than the OEM-type consignment manufacturing, are meeting customers with the best products according to the system process below.

#### CREATIVE

Cookware products directly produced by Kim's Cook provide a new experience that raises the standard of kitchen life to the next level with creative design and functions.

#### CONVENIENT

KIMSCOOK always produces the best products by improving the inconvenience from the user's point of view.

#### COMPACT

Kim's Cook produces products that prioritize simple form and function for easy-to-use cookware.

# 4-1. PLANNING & DESIGN

## Value Chain

### Product Planning

With over 40 years of know-how in manufacturing and operating cookware parts and finished products, Kim's Cook directly senses trends in the global kitchen market and plans products..



**Trendy Product Planning**



**Product with mechanism and creativity**

### Product Design

Kim's Cook directly carries out all series of design work from 3D design to mold, parts, and finished products, so consistent product design is possible and the process from design to finished product is fast.

**Creatively, Harmoniously, Innovatively**

Kim's Cook Vietnam is based on the three mottos of Creatively, Harmoniously, and Innovatively. We invest to create functionally innovative products.

## 4-2. PRODUCTION

### Value Chain

01



#### PRODUCT

With competitive raw materials, polishing, coating, etching, as well as handles, all work processes can be handled in one place, resulting in high quality and high efficiency.

02



#### ALUMINUM/STAINLESS STEEL

The only facility in Vietnam that can produce aluminum and stainless cookware together

03



#### RICH MANPOWER

High productivity by maximizing the abundant local manpower in Vietnam

04



#### EXCELLENT TECHNICAL SKILLS

It is composed of experts with excellent know-how and technology such as pressing, grinding, cutting, coating, and assembly, and has excellent problem-solving ability including new product development.



## 4-3. MARKETING

### Value Chain

#### Expansion of various distribution channels

KIMS COOK has started operating its own online/offline channels from 2020 with differentiated finished products and quality.



#### Requires collaboration with strong brand marketing partners

In the meantime, we have focused on revitalizing our own brand by breaking away from OEM, but we need a strategic marketing alliance to revitalize marketing. For OEM products, we sell BLACK CUBE to William Sonoma, USA.



#### Expansion of the sales market

Currently, we are exporting to 10 countries including Europe and America as an OEM brand, and we are expanding the sales countries. However, in order to increase sales, cooperation with a competent cookware marketing company is required.



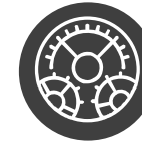
#### Global Cookware trends

Through KIMS HANDLE, the parent company of KIMSCOOK, it is easy to understand the global trend of cookware first, and it is very helpful in leading the change of international trends.



#### Reliable parts

With over 40 years of parts manufacturing know-how, we pride on the excellent quality of the finished product by combining the parts.



#### Performance as a finished product

Kim's Cook, working with the global cookware industry, has already proven its results in finished products.



**KIMSCOOK, we are doing our best with pride  
in producing the best cookware.**



**\kims/cook**

**THANK YOU**