

INNOSHIP
COMPANY INTRODUCTION

A WORLD CONNECTED BY FLAVOR
DISTRIBUTION FILLED WITH HEART



INNOSHIP

CONTENTS

01. About Us
02. History
03. Main Items
04. Sale Status in Korea / Sale Status in Overseas Market
05. Technology Skills
06. Quality Management
07. Our Vision & Future Plans / Expansion Strategy
08. Contact Us

01. ABOUT US

Innoship Leads The Healthy and Delicious Snack Culture With Innovative Technology

Innoship is a company that provides healthy snacks based on food technical skills. We place our customers' health first and foremost, and we are at the forefront of sustainable food production.

VISION

The excellent choice for healthy eating habits

Since its establishment in 2005, Innoship has specialized in producing Korean brown rice-based snacks that promote healthy eating habits.

Our goal is to provide our customers with highly nutritious foods that support a healthy lifestyle.

TECHNICAL SKILLS

Proprietary hot air roasting technology

By developing our own hot air roasting technology, we have perfected the technology to manufacture brown rice chips without using any oil.

This unique method minimizes the loss of nutrients and creates the unique taste and texture of our products. In addition, we guarantee the safety and quality of our products through HACCP certification.

SOCIAL RESPONSIBILITY

High quality ingredients through local farm contracts

Innoship takes social responsibility seriously and operates in a sustainable manner. We secure high-quality brown rice through cooperation with local farmers and aim for a production method that minimizes environmental impact.

02. HISTORY



It began with a core belief reflected in the name of our founder and CEO, **Hansaem Myeong**, born in 1985, “**a grand, pure, and vibrant being.**” That belief leads to the conviction that even snacks can be healthy.

“Is it possible to create something toasty and crispy using only natural ingredients without oil, without flour, without preservatives?”

We sought the answer in **natural grains** and the **air**. Through natural fermentation, the dough is allowed to breathe, and then it is roasted with our 70-second hyper roasting technique, using only hot air. The resulting crispiness breaks distinctly in the mouth, free from the smell of oil, the weight of flour, or any trace of preservatives, delivering the pure taste and aroma of nature.

2017

- Birth of the Brown Rice Chip Line Using a Hot-Air Roaster

2019

- Expanded to Corn Chip Lineup

2022

- Entered Shinsegae Department Store and No Brand

2023

- Ranked No.1 in the Diet Snack Category on Coupang

2024

- Achieved annual sales of USD 1.45 million on Coupang

2025

- Started exports to Mexico, the UK, Germany, and the USA
- Entered GS 25 Convenient Store

2026 Plan

- Entering Amazon USA
- Expanding and Diversifying Export Market



CEO

Hansaem Myeong

03. MAIN ITEMS

Oil-Free Brown Rice Chips
/ Oil-Free Corn Chips



[Capacity] 60g / 200g

FOR KOREAN MARKET

Korea's Popular Snack,
Oil-Free Brown Rice Chips & Oil-Free Corn Chips

Launched in 2017 based on patented technology, these products have continued to grow in sales and are now widely loved by consumers in Korea.

Nurung Chips
-Original Brown Rice Flavor



[Capacity] 60g

Nurung Chips
-Original Corn Flavor



[Capacity] 60g

FOR OVERSEAS MARKET

Nurung Chips is
a Global-Exclusive Brand Launched in 2025

Through international trademark applications, we aim to strengthen our global presence with branding and naming tailored specifically for overseas markets.

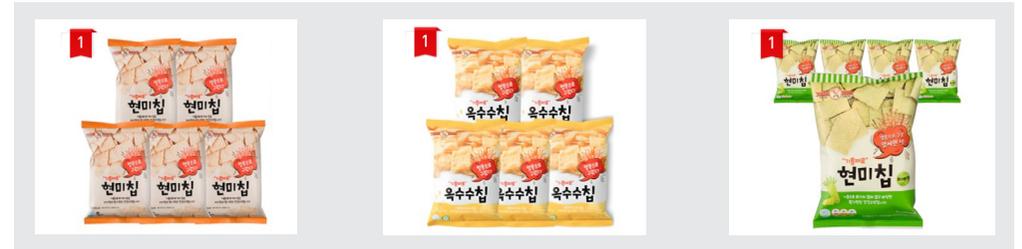
04. SALE STATUS IN KOREA / SALE STATUS IN OVERSEAS MARKET

Ranked No.1 in Sales in the Korean Diet Snack Market! Brown Rice Chips Proven with Over 3,000 Packs Sold Daily!

Since its launch, the brown rice chips have quickly gained market recognition. Positive feedback from online reviews and social media has further strengthened the product's popularity and brand credibility. The high repurchase rate demonstrates strong customer satisfaction with its taste, nutritional value, and as a healthy snack.

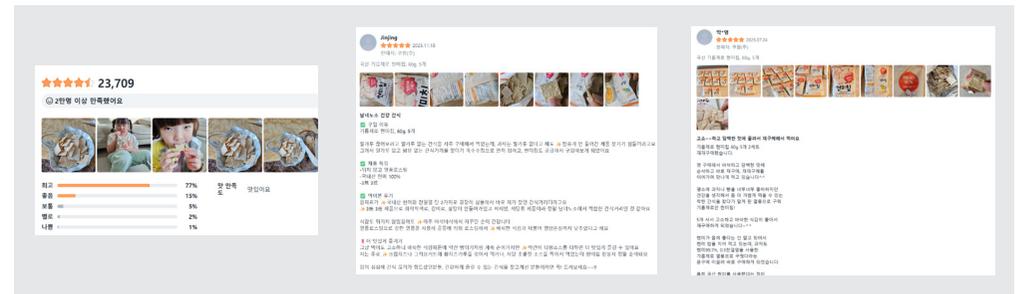
SALES VOLUME

- Highest sales record in the entire snack category on Coupang. (As of the 4th week of Oct 2023)
- Achieved total sales of \$160,000 in 2023 and \$1.45 million in 2024.
- Entered in Shinsegae Department Store, No Brand(Hyper market), GS25 C-store, ongoing sale. (As of Dec 2025)
- The average daily sales volume is 3,200 bags, and it is expected to increase significantly by 5-10 times through future diversified marketing activities.

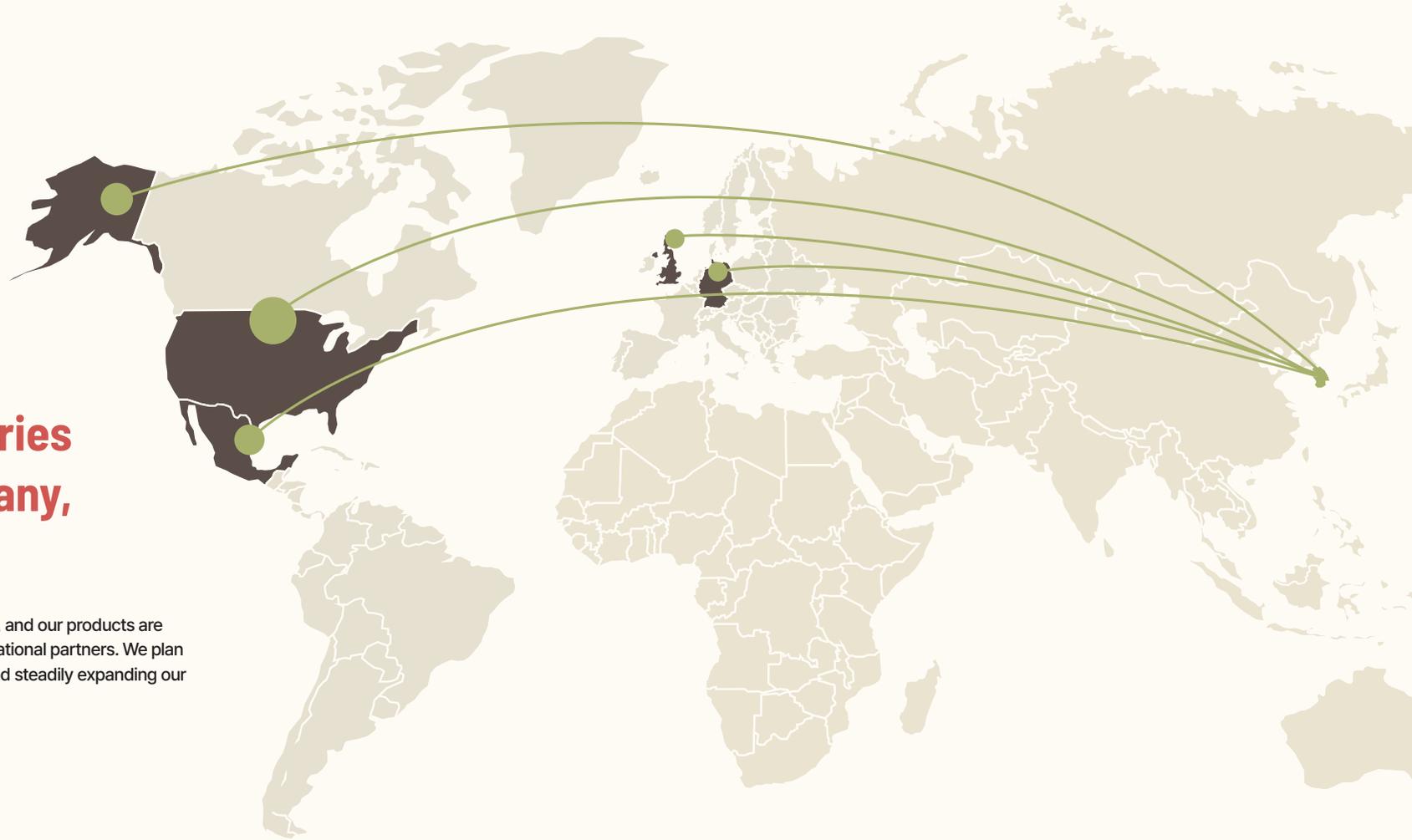


CUSTOMER DATA ANALYSIS

- It is popular across all age groups. (based on sales data analysis)
- Especially, it is noteworthy that it is showing the highest sales among those in their 40s and 50s who are not familiar with online shopping.
- Through continuous sales in hypermarkets, department stores, and convenience stores, we also expect increased sales from women in their 40s and 50s who are familiar with offline shopping.
- Women make up 72.5% of the total buyers, the majority of purchasers.
- The product reviews are overwhelmingly numerous within the same category. Given the significant progress achieved in such a short time, we are looking forward to further achievements ahead.



04. SALE STATUS IN KOREA / SALE STATUS IN OVERSEA MARKET



Major Export Countries – Mexico, UK, Germany, and USA

As of 2025, we have expanded into four countries, and our products are sold both online and offline through various international partners. We plan to continue diversifying our export destinations and steadily expanding our global sales regions.

Planned Entry into Amazon USA in 2026

Amazon is the world's largest online distribution platform. Through our planned entry into Amazon USA in 2026, Innoship aims to secure new global sales channels and further expand revenue. We also plan to strengthen the international trademark presence of Nurung Chips to enhance our brand competitiveness.

05. TECHNOLOGY SKILLS

By Roasting Hot Air Which Is Korea's First Patented Technology Minimizes Nutritional loss

Why is Innoship's Hot-Air Roasting Special?

Our horizontal hot-air roasting technology enhances the natural flavor of the ingredients while delivering a clean taste and our signature crispiness.

In addition, with our 70-second hyper roasting technique, the chips are roasted in a short amount of time, minimizing nutrient loss from the raw ingredients.

KOREA'S FIRST PATENTED ROASTER

We have the technology to make roasted brown rice chips without frying in the oil by floating the grains in the intense hot air in a short time. (Patent application number 10-2003-0080054 and 2 others)



ONE-STOP SYSTEM

- Fast Roasting speed.
- Maximize Energy efficiency.
- One-stop system for grain input, roasting, and discharge.



06. QUALITY MANAGEMENT

We Provide the Best Safety and Satisfaction Through **Strict Quality Control and Certification**

We apply **strict quality control standards** throughout all stages, from production to packaging and delivery.

Our operations follow internationally recognized food safety management systems, including **HACCP and ISO**. We continuously improve quality in response to market changes and evolving customer needs.

By actively incorporating consumer feedback into product development and enhancing our quality management processes, we strive to maximize customer satisfaction.

SAFETY PROVEN BY VEGAN CERTIFICATION

- No animal ingredients are used whatsoever.
- No cross contamination occurs during product production.
- No genetically modified (GMO) ingredients used.
- No any animal testing during the process of obtaining raw ingredients or manufacturing.



HACCP GRADE A HYGIENE STANDARDS

- Clean production process with grade A of hygiene management.
- It is produced using cutting-edge technology in a hygienic facility that has received HACCP certification.



07. OUR VISION & FUTURE PLANS / EXPANSION STRATEGY

1

EXPANDING PRODUCT LINEUP TO SECURE LOYAL CUSTOMERS

Building on the flavors of Nurung Chips–Original Brown Rice flavor and Nurung Chips–Original Corn flavor, we plan to expand our product lineup by reflecting customer needs and diversifying our offerings.

2

EXPANSION OF MANUFACTURING FACILITIES

We will expand our manufacturing facilities to increase production capacity, enabling the production of a wider variety of flavors and meeting the growing order volumes.

3

EXPANSION OF SALES COUNTRIES AND REGIONS

By expanding sales beyond existing export countries, we aim to diversify our markets, drive revenue growth, and enhance recognition as a global brand.

4

EXPANSION INTO A GLOBAL LOGISTICS HUB & INTEGRATED DELIVERY PLATFORM

- Expand into a comprehensive logistics solution that includes global shipping hubs, local partner networks, local warehouses, and logistics data analysis.
- Establish a one-stop solution to efficiently manage global shipping, returns, tracking, and overall logistics operations.

5

ESTABLISHMENT OF ECO-FRIENDLY & SUSTAINABLE LOGISTICS STRATEGY

- Utilize an integrated network of courier and logistics partners to recommend the most eco-friendly shipping options with minimal CO₂ emissions.
- Target both B2B and B2C markets with a focus on green logistics and ESG-compliant practices.

08. CONTACT US

A. INNOSHIP Co.
9, Gojan 2-gil, Danwon-gu, Ansan-si, Gyeonggi-do,
Republic of Korea, #406 F17

T. +82-70-8015-1303

W. www.innoship.co.kr

INNOSHIP



CRISPY, PLANT BASED

**Nuring
Chips**

IT'S JUST
ROASTED!

✓ VEGAN
✓ ZERO SUGAR
✓ NO-ADDED OIL
✓ SEA SALTED

ORIGINAL FLAVOR
NON-GMO CORN
99.8%

70 SEC AIR
ROASTED
NON-FRIED

vegan

NET WT 2.1 OZ (60g)