

Slow-cooked Food Well-being Korean food loved by everyone



BON WORLD Co.,Ltd company profile

# **Founding Spirit**

All things work together for GOOD



6 Core Values for Management

- Cooperation
- Mission
- We
- Promise
- Value Going Far

Beyond

- Competition
- Success
- |
- Contract
- Profit
- Going Fast





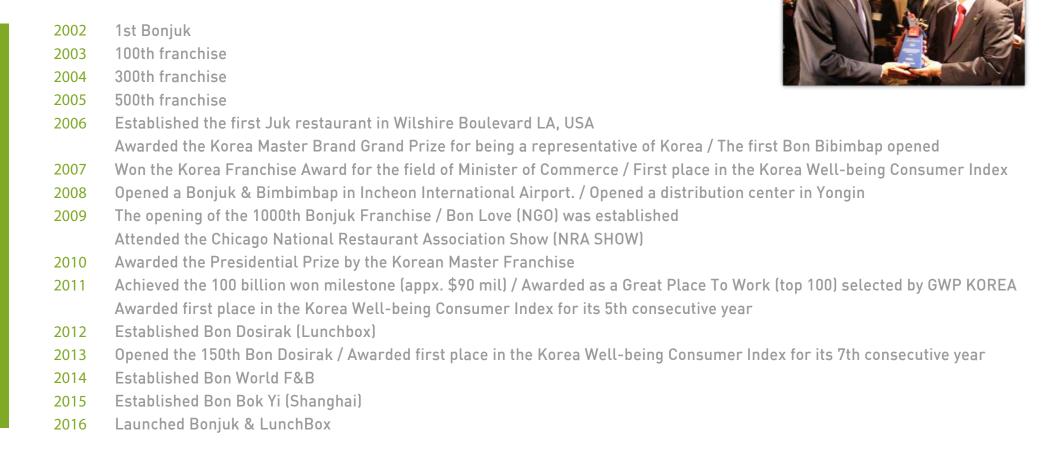
#### Live a Tasty & Healthy Life

Bon World is the leading brand in the Korean food franchise industry that aims to promote a healthy Korean diet. We develop and offer nutritious and delicious Korean cuisine for the health -conscious consumers.

#### Health You Can Taste

Bon World is introducing healthy Korean recipes, not only for Koreans, but also for customers in the global market. Bon World is passionate to serve food that is healthy and delicious. We are driven to improve the well-being of our consumers through our Korean cuisine

## **Company History**







#### **Bon World Co. LTD**

Bon World Co. LTD is manages Bon Group's overseas operations including franchise business, distribution operations and export of products.

## **Bon IF CO. LTD**

Korean food franchise company operating representative Korean food brands such as Bonjuk, Bonjuk & Bibimbap, Bondosirak and Bonsul.

#### **Bon Food Service Co. LTD**

With the vision of "Providing a unique meal service experience", Bon Food Service Co. LTD operates food service and restaurant brands In order to create a new food service culture the company is operating representative food service brand such as Bonwoorijipbap (Korean Home Meals) and Bonwooribansang (Korean Traditional Meals).

#### Soonsoobon Co. LTD

Soonsoobon Co. LTD produces and sells baby food, senior food and special nutritious meals, with the production factory (Bon Food Lab) located in the hub of national food cluster Soonsoobon produces Babybon (baby food), medifood, silverfood to provide healthy and nutritious meals

#### Bon FD Co. LTD

Bon FD is a one stop solution for purchasing, distribution and quality management based on the 1Day cold-chain delivery system and the products developed for the franchise. Bon FD specializes in distributing food products and goods to the franchise stores

## **International Brands:**

"Bonjuk & Bibimbap," "Bonjuk & Dosirak", "Bonbrunchcafe" Corporate Structure

**Corporate Brand BONJUK** 본국&비빔밥cafe 🕌 본도시락 본비빔밥 **Family Brand** Bonjuk & Bibimbap & 申申申 Bonjuk & Bibimbab **Individual Brands** Express K - F00D K - F00D K - F00D K - F00D **Brand Concept** Casual Dining Catering

LunchBox

Fast food

# **Company Profile**



Company Name: Bon World Co., Ltd.

CEO: Bok Yi Choi

Established: November 2014

Phone Number: +82-2-326 - 5404

**FAX:** +82-2-730-1559

Location: 3rd floor, 31 Yangcheon-ro 75-gil, Gangseo-gu, Seoul, South Korea

(182-14, Yeomchang-dong)

Website: www.bonworld.co.kr

### Number of Local Franchises

Bonjuk (1,274)

Bon Dosirak (291)

Bonjuk & Bibimbap Café (190)

Bibimbap (9)

Bonsel (18)

Total: 1,782 (As of 2018/10)

# **GOOD TO GREAT**

ALL THINGS WORK TOGHETHER FOR GOOD

