



Different Thinking Makes your Life Better

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CHUNGHO GROUP





*CHUNGHO*



Thinking about the people  
Thinking about the environment  
Thinking about the future

**A beautiful promise to protect our land, nature and a healthy way of living – ChungHo**

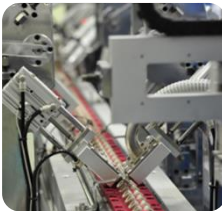
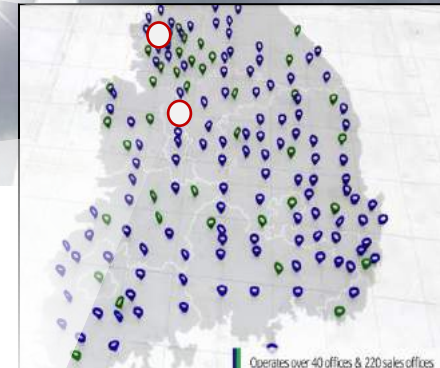
Advanced technologies for enhancing the value of life, convenience and happiness–  
This is the beautiful future created by ChungHo.

# 01 Introduction

- Established in **1993**
- Exported to **60 Countries, 130+ customers**
- Operates over **40 offices & 220 sales offices**
- **7,500** specialized representatives for after services and sales
- **2,000** administration and factory workers
- The **First** Korean Company acquired **UL Mark**
- **Sales revenue : USD 500 Millions in 2016**



Headquarter in  
Seoul, Korea



Factory in Jincheon, Korea

- 2 hours from Headquarter office in Seoul



# 01 Introduction

- Global Network

**CHINA**  

Established JV in 2006

- Micro Midea
- Midea ChungHo



**Vietnam**   **ChungHo Vina /**  **ChungHo Nais Vina**

Established Business Operation Subsidiary in 2017

Established Production Plant in 2017



**Malaysia**   **ChungHo Malaysia**

Business Operation Subsidiary on May 1<sup>st</sup>, 2018



# 01 Introduction

- Global Network

- Production Plant in Vietnam



- Business operation in Vietnam & Malaysia



# 01 Introduction



- **Total Solution for Air, Water, and other Environment issues**

We provide Technology-Breakthrough Products for Customers



- **Top-of-the-Line Customer Service**

Customer Satisfaction by Specialized Call-center



- **Technology-Breakthrough World First Products**

Water Purifier with ICE, Coffee, and Carbonated, Air Purifier with ULPA, Waterfall air purification, and Systems with humidification  
Bidet with Specialized Filter, Softener, Dehumidifier, Cosmetics, etc.



- **Components and Parts (In-House Manufacturing)**

Various Filters, Valves, Tubes, Fittings, and many others





# 02 Certification & Awards



# 03 Mission and Vision



Healthy Lifestyle  
and  
Quality of Life





# 03 Mission and Vision



## Corporate Philosophy



Healthier Life begins with ChungHo

## VISION



We do Business for the Global Environments

## Business Policy



Something Different Something  
Better for the customers



Insightful Thinking Core competency



William Joung  
Chairman

*William Joung*

## 04 History



- **1993** Established ChungHo Nais Co., Ltd.  
Joined W.Q.A(Water Quality Association) membership
- **1994** Established R&D center
- **1995** The First company acquired the Water mark from Korea Water Purifier Industry Cooperative
- **1996** Construction of water treatment facilities in Dok-do Island  
Began Cosmetic Business
- **1998** The Frist Korean company acquired UL Mark
- **2005** Began to supply Filters to Samsung and LG
- **1999** Cool water purifier (CH-600) selected in the sector of machinery.  
'Korea's top 100 technologies of the 20th century hosted by Ministry of Science and Technology
- **2002** Established Global filter specialized company, Microfilter Co., Ltd.
- **2003** Established Human Resource Development Institute
- **2006** Established joint venture corporation with Midea Group in China <Midea Chungho Corporation> <Micro Midea Corporation>
- **2009** Established MCM: Development and production of fitting and tubing parts for water purifier and refrigerator.
- **2010** Establishment of Chung Ho Group Scholarship Foundation
- **2011** Began to supply Filters to Culligan in USA
- **2014** Customer Centered Management (CCM) certification
- **2016** Awarded on 'Korea's New Technology Innovation Award' for 16 consecutive years  
Awarded on Korean Customer Satisfaction Index (KCSI) for 7 consecutive years.  
Began Mattress Care Business
- **2017** Established Subsidiary in Vietnam



# 05 History of World 1st product



## HI-TEC

Semi-conductive cooling Water Purifier

1995



## Nais Call

Hot & Cold water purifier with Call Function

1996



## Bidet with Filter

1999



## Ice Combo

Ice making Water Purifier

2003



## IGUASSU Ice

Ice, hot and cold Water Purifier

2006



## Carbonated Water unit for refrigerator

2009



## Waterfall Air Purification System

2009



## Mini

Water Purifier with ICE

2011



## IGUASSU Wine cellar

Water purifier with Wine Cellar

2012



## TINY

World Slimmest Countertop

2013



## Whi Caffe

Water Purifier with Coffee Function

2014 / 2015



## Sparkling RO

Water Purifier with Sparkling

2016



## ULPA Air Purification System

Wall-Mounted

2016



## Baby's Water Tiny

Ultrapure water for Baby

2016



## RO-MI

Provide Essential Minerals

2016



## Solar Energy Water Purification System

2017

CHUNGHO



# 06 Products Guide (Home & Office Use)



## ● Water Purification Systems

### Counter-top

- Ambient
- Cold
- Ice
- Hot
- Sparkling
- Coffee
- Ultra pure
- Mineral



Ambient S



Iguassu Edge



Whi Caffè IV-Edge



Tiny / Mini



Baby's Water-Tiny



Ambient



Iguassu II



Whi Caffè Tiny



Sparkling RO



RO-MI



### Stand Type

- Ambient
- Cold
- Ice
- Hot
- Coffee



ETREBIEN V



Iguassu Digital



S-Line



Hot & Cold 500



T-262 / T-461  
Ice 500/ 700/ Ice Cold  
Super Iguassu Ice



Whi Caffè  
Whi Caffè II



# 06 Products Guide (Home & Office Use)



## ● Air purifier

### Premium



Whirls Series

### Big Capacity



New Cleantier

### Multi-function



Waterfall  
Purifier

D.H.A

Lily

N500AU

### Mainstream



500

700

900



Whirls-III



A-302



A-061

## ● Bidet



1100M



1100S



1000M



200M



200G



Whi Clean-Nais

## ● Softener



White



1000



Big Wave



Mirror

# 06 Products Guide (Commercials & Plants)

## ● Water Treatment



Large Volume Purification System  
(8,000L~48,000L/day)



Massive Volume Purification System  
(Over 72,000L/day)



## ● Solar Energy





# 07 R&D Center



- R&D VISION

We pursue the Customers and Environment Values through Innovative Products

- CORE COMPETENCIES

## Productization Technologies Design, Circuit, S/W, Reliability etc.



Drinking  
Water  
Purification



Drinking Water  
Application  
(Ice, Coffee, Sparkling)



Indoor  
Air  
Purification



Bath  
(Bidet/Water Softener)



Refrigeration  
& thermo-  
dynamics



Solar Energy Water  
Purification System

# 07 R&D Center



## R&D Center

### ● STATUS

- Location : Incheon, Korea (2,840m<sup>2</sup>)
- 10 teams, More than 100 R&D personnel
- 30+ Masters and Ph.Ds
- Investing 7% of Annual Revenue into R&D
- 258+ Industrial Property Rights
- Developed 40+ models in recent 3 years

### ● DESIGN AWARDS



**GOOD  
DESIGN**



### ● CERTIFICATIONS



**CB**

**CE**

**TÜV**



**WRAS**  
Water Regulations Advisory Scheme

※ ChungHo's original Ice-making technology is patented in listed countries below;  
Korea, Japan, US, China and other countries.

# 08 Manufacturing



- Manufacturing
  - Quality, for the Customer Satisfaction
  - Production system, for the Quick Response to the Customer Needs
  - Fully Automated manufacturing and Inspection System
  - Customization to meet the Market and Customer Needs
  - Site scale: 22,322m<sup>2</sup>
- Fully Automated Manufacturing System





# 09 HRD institute



- Educational facility

- Optimal learning environment capable of providing HRD solutions
- Strong Intensive 5-level training course for service representatives



- Daily educational services for the development of competency
- Site scale: 66,115m<sup>2</sup>

- Continuous investments and corporate training services to nurturing core human resources



# 10 Global Business



- Starting in 1994, we have exported environmental home appliances to more than 60 countries all over the world.
- In 2014, we have developed world's first coffee extracting R/O water purifier with Ice and expanded our presence into major countries.

## Partners





# 11 Plant Business



## ● Water treatment

- Desalination & Purification Facilities installed in Dokdo, Jeodo island
- The Leading Water Treatment Company
- Provides Filtered, Purified, and Ultra-pure water in a large volume (Commercials and Plants)



## ● Solar energy business since 2010

- Produce electricity by solar energy for homes and buildings
- Solar-powered water purification system for the areas with lack of electricity
- Expanding business to the world market (China, Nepal, etc) beyond domestic





# 12 Beauty Cosmetics & Health Foods



- Experience our products made from ChungHo Pure Water since 1996
- Life is Beauty, Nais Beauty



# 13 Micro care



## MICROCARE

### Micro Mattress Care Business and Service

- Best Quality Mattress provided Only for Customers
- Professional Care & Cleaning (PCC)
  - Home care service for bed mattress, air conditioner etc.
  - Hygienic residential environment with an 11-step method
  - Everlasting initial condition by regular elaborate service
- New Concept of Service for Pleasant and Safe Residential Spaces



# 14 Affiliates & Joint Ventures



**MICROFILTER**

Commercial Filters

Residential Filters

Special Customer-made  
filters for Electrolux,  
Culligan, H2O, Samsung, etc



UF and R/O Membrane  
Elements

Various Fittings & Valves

Various Tubings and others

Special Customer-made  
parts  
and Components for Toray,  
Entekhab, LG, etc

Midea-Chungho



Water Purification Products  
for home, office use

Domestic & International  
Trade

Mini Commercial &  
Commercial Systems

Micro Midea Filter



Various Filters, Fittings, and  
other parts and Components

Domestic & International  
Trade



# 15 Micro Filter Co.



## MICROFILTER Next Generation Water Filtration

### R&D Capability

#### Research & Development Customer Value Creation

- Applying APQP system
- Functionally Dedicated R&D Labs
  - Material, Application Engineering, Designated R&D
- NSF 42, 5., 58, 401 Certified



### Automatic Production Line

#### Top-Tier Production System Vertical-Integrated Manufacturing Structure



Semi Automatic Line



Full Automatic Line



Carbon Block Extrusion Line



Injection Line

### High Quality Checking System

#### Quality Management System Targeting Zero Defect

- Process Quality Control
- Double-check Quality Control system
- Incoming & Outgoing Quality Inspection



Commercial Filter



Residential Filter



Refrigerator Filter



UV Sterilizer

# 16 MCM Co.



## ● Key component provider

- UF and R/O Membrane Elements
- Various Fittings and Valves
- Various Tubings and others



## ● Products



### ● RO Membrane Elements

- Fully Automated Production
- Dry type Membrane sheet for Longer Shelf Life
- Membrane sheet from Top-tier Manufacturer
- NSF58 and FDA certified Thin Film Composite Membranes



### ● Valves

- Zero Defect in the Market
- 100% Leak/Performance Test
- 17 Key Inspection System



### ● Fittings

- 100% Visual Inspection System
- Fully Automated Production
- Easy Installation
- FDA Compliant, NSF58 Standard
- 100% Leak Test



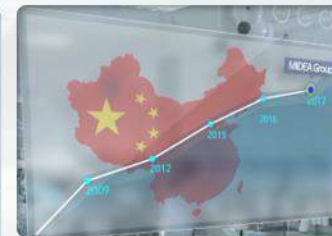
### ● Tubeings

- No Pin Hole
- No Scratch
- In/Out Diameter Controlled  $\pm 0.1\text{mm}$
- 100% Outside Diameter & Surface Inspection



# 17 Joint Ventures

- Chungho established TWO JOINT VENTURES in 2006 with Midea, the No.1 Appliance company in China (Midea-Chungho & Micro Midea Filter)
- With Chungho's Technologies and Midea's Distribution Channels combined, they're currently the No.1 Market leader in China





## 18 CSR



# Chungho is fulfilling its Corporate Social Responsibility

(Scholarship, Sponsorship, Love-sharing Volunteer Activities, Children's Dreaming and Composition Competition. etc.)

# 19 Epilogue



**Advanced technologies and services for the environment, health and lifestyle!**

**The leading environment, home appliance company of the 21st Century!**

**We will create the beautiful and happy future we all dream of!**

**Developing unprecedented products that humanity needs,**

**Our spirit of creativity for developing new technologies will continue!**

**ChungHo Nais!**







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CHUNGHO GROUP

**Thank You**

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