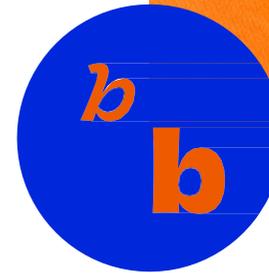




*brite*  
**belly**

# We Love Meat, But We Can't Give Up the Future

Our mission is to make plant-based eating a great experience and an easy choice for all, by blending the best of plant-based meat with the best of Asian cuisines.



Compared to beef, we reduce:

Land-use



Greenhouse Gas



Water-use



# Our Story

*brite*  
**belly**

In 2008, Ryan Hong left Herald Corp. – a prestigious media group he had owned and run for five years – to serve as an elected representative in Korea’s National Assembly. But he soon came to discover two things. First, he disliked politics. Second, as he traveled the world as a foreign affairs committee member, he witnessed the alarming pace of the globe’s ecological devastation.

Returning to Herald in 2012, he decided to start companies that could positively impact the environment. Realizing food business – especially the meat industry – was a critical source of environmental crises, generating more greenhouse gas than all transportations combined, he founded a natural food company with a plant-based focus and named it Organica. Although “natural” – let alone “vegan” – was a novel concept in Korea, Organica churned out such pioneering products as cleanse juices, vegan snacks, and clean food meals. Having turned a vegetarian himself, Ryan convinced major retailers, including Starbucks and Samsung, to carry Organica’s foods and made a series of acquisitions to scale. As a result, Organica’s sales grew 100x from \$800K in 2013 to \$80M in 2017.

In 2019, Ryan sold Herald and bought out Organica. He intensified Organica’s focus on plant-based protein and alternative meat, certain that American-style patties and sausages were not for everyone. In 2021, Organica’s first readymade meal using its own plant-based meat was launched to rave reviews. That year, the plant-based meat division was spun off with a goal to blend the essence of Asian recipes with modern flavors and innovative technology.

Hence was born BriteBelly.

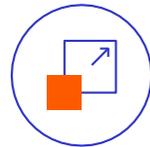


# What Makes Us Unique



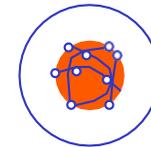
## Bestseller

Korea's market leader partnered with top retailers & companies



## Scalability

Fast-scaling startup built on Organica's strengths



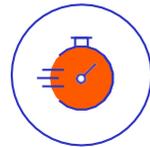
## Global

Unmatched global network spanning China, the US, & Southeast Asia



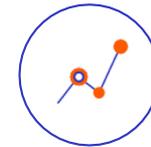
## Efficiency

Comprehensive knowledge & efficient capabilities in production



## Speed

Unparalleled product portfolio based on 60-day time-to-market



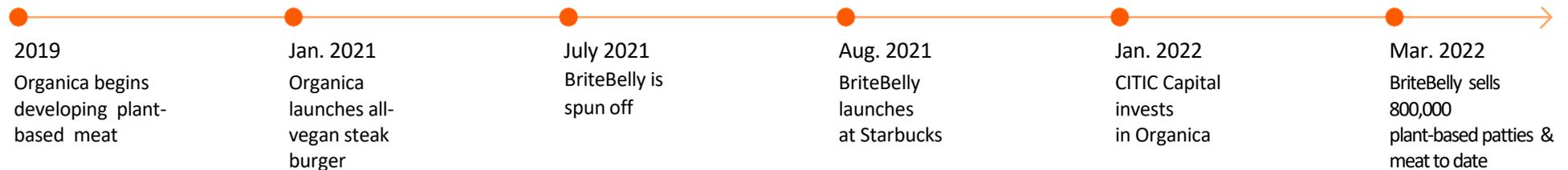
## Leadership

Visionary management with value-driven culture & proven track records

**BriteBelly is Korea's NO.1 selling plant-based meat with over 800,000 units sold since 08/21**



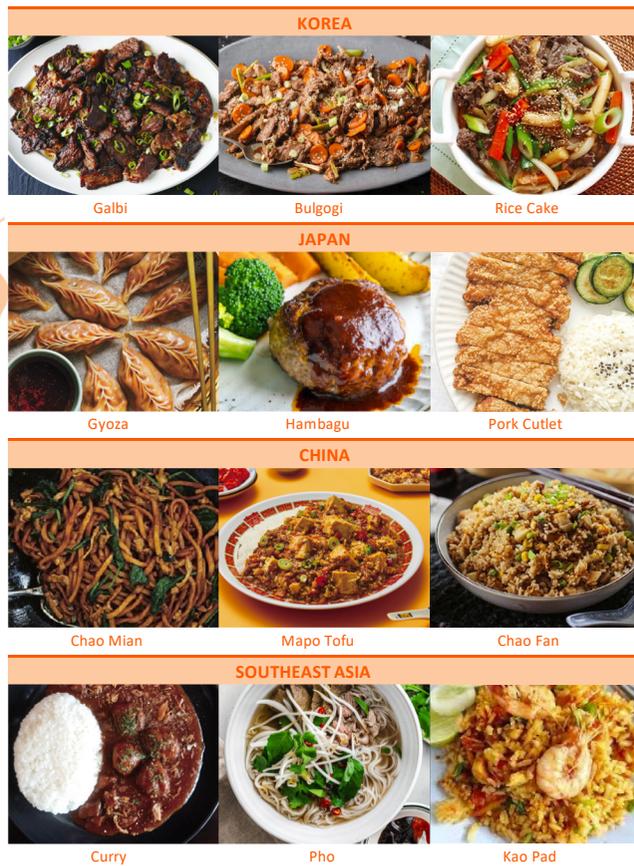
## A Brief History



# BriteBelly Solutions

We simply taste better

We blend modern Asian meat recipes with innovative plant-based technology to cook up amazing food that will suit the palates of flexitarians and vegetarians alike.



*brite*  
**belly**

Our plant-based meals are completed by Organica's world-class plant-based sauces, handpicked by Chef Jean-Georges and now sold in prime US markets.



BriteBelly can dip into the 1,300+ recipes Organica has developed so far.



# BriteBelly Solutions

We offer significantly more options



With a 60-day time to market, we've pushed out 8 BriteBelly and 8 private brands, all in just 8 months

## BriteBelly Brands



*Plant-based*  
**Kimchi Gyoza**  
Introduced 03/22



*Plant-based*  
**Curry and Rice**  
Introduced 03/22



*Plant-based*  
**Black Bean Noodles**  
Introduced 01/22



*Plant-based*  
**Mapo Tofu Rice**  
Introduced 01/22



*Plant-based*  
**Meatball  
Tomato Pasta**  
Introduced 11/21



*Plant-based*  
**Gyoza**  
Introduced 10/21



*Plant-based*  
**Steak  
Burger &  
Veggies**  
Introduced 09/21



*Plant-based*  
**Steak  
Burger & Pasta**  
Introduced 09/21

## Private Brands



*Plant-based*  
**Steak Burger  
& Pasta Meal Box**  
**Lasagna & Vegetable  
Meal Box**



*Plant-based*  
**Steak Burger  
& Veggies Meal Box**  
**Meatball Pasta  
& Veggies Meal Box**



*Plant-based*  
**Ragu  
Pasta Dumpling  
Gratin Meat  
Gimbab**



*Plant-based*  
**English Muffin**

# BriteBelly Solutions



## Our readymade meals are easy to cook and full of flavor

### We Do Readymade Meals, Fresh or Frozen

Only 4 out of the world's top 10 plant-based meat brands offer any type of readymade meals, and none offers the fastest growing Asian cuisines. This is why consumers still find plant-based meals boring and hard-to-cook.



### Younger Consumers Take Frozen into the Future

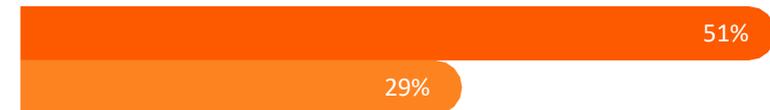
(Percentage agreeing frozen is just as good or better than fresh)

18 to 34 55+

#### Frozen Vegetables



#### Frozen Meat



#### Frozen Fruits and Berries



#### Frozen Seafood



Source: Deloitte's 2021 Future of Fresh Survey of US Consumers

# Our Unique Strengths



## Extensive Sales Network

Within 6 months of launching, we have secured nationwide distribution channels with leading retailers.

Starbucks	Coffee Bean	Korea Yakult	Samsung	7-Eleven	Emart	Cheongala	JEJUair
1,611 stores nationwide	275 stores nationwide	16,000+ salesforce	110,000 employees at 11 business units	9,750 stores nationwide	180+ nationwide stores	Catering to 1,000+ school cafeterias	Korea's largest LLC carrying over 8m international passengers

Plus all the online stores!



# Our Unique Strengths

## Worldwide Partnerships



### SOUTHEAST ASIA

BriteBelly has entered Singapore in April 2022, partnering with online Asian food delivery platform Jangbom, which is set to expand to Vietnam and Malaysia in Q4/22.

In 05/22, Organica and BriteBelly will begin distributing HMR and vegan products via leading food distributor SL Foods to brands Amazon, Shopee, and Lazada.

Q2/22

### CHINA

In 01/22, CITIC Capital, one of the largest and most reputable alternative investment companies in China with 150+ portfolio companies, invested in Organica.

Organica will launch plant-based protein products with GNC, a CITIC Capital company, in H1/22. BB's working with CITIC to explore opportunities with portfolio companies including McDonald's China, Amoy, Beijing Salion Food, etc.

Q3/22

### U.S.

Organica has partnered with Jean-Georges of NYC as the supplier of vegan Asian snacks and condiments for his landmark project, Tin Building in May this year.

Uppereast, Organica's JV in the US, has sold US\$1M+ of Organica's plant-based products to major US retailers.

BriteBelly's working with Uppereast to market to major US retailers, including Whole Foods Market and Wegmans, as well as leading ethnic food markets including Assi.

Q4/22

# Our Unique Strengths

## Advanced Technology



Based on the latest plant-based science and made with more veggies and multiple TVP types, our plant-based meat is juicy, tender, and fiber-rich, delivering all the mind-body benefits of a well-balanced meal.



## Our Nutrition Facts

(Unit: g)

	BB	Unlimeat	Beyond Meat	Impossible Foods
Fiber	9.6	NA	1.8	2.7
Sodium	284.7	510.0	309.7	327.4
Protein	13.3	16.0	17.7	16.8
Trans Fat	0.0	0.0	0.0	0.0
Cholesterol	0.0	0.0	0.0	0.0

# Visionary Leadership



**Ryan J. Hong**

**Founder & Chairman**



- Founder & Chairman, Organica and BriteBelly
- Chairman & CEO, Herald Corp.
- Representative, National Assembly of Korea M&A
- Associate, Lehman Brothers
- Harvard University, Peking University, Stanford Law School

**Jem Kim**

**CEO**



- HR & Recruitment strategy, Coupang
- President, Organica Corp. Tokyo
- Co-founder & CEO, The Investor Head of Biz Dev, Herald Corp.
- Reporter, The Korea Herald

**Tony Woo**

**CPO**

- Head of R&D, Freshcode
- Head of Ready-made Meals R&D, Pulmuone
- Head of R&D, Pulmuone USA
- Head of R&D, COCO'S family restaurant
- Head Chef, Plaza Hotel

**Jinsoo Kim**

**R&D**

- Head of Ready-made Meals R&D, Poonglim Food
- R&D Senior Researcher, SIAS
- MA, Chungnam NU

**Jaeyon Jeong**

**R&D**

- Head of R&D, Gluup
- R&D Senior Researcher, LG Ourhome
- R&D Senior Researcher, Lotte Central Research
- MA, Korea University

**Iksun Lee**

**R&D**

- Meat Processing R&D, LG Ourhome
- Meat Processing R&D, Iron Meat
- BA, Gangwon University

**Carrie Kim**

**R&D**

- Food Nutritionist License
- Food Flavor R&D, Namyoung F&C
- Substitute leather(Mushroom) R&D, MYCEL
- Alternative meat R&D, Devotion Foods

**June Kim**

**Biz Dev**

- Sales & Product Manager, Unlimeat (ZikooIn Co.)
- Product Manager, Kolon Sweetmeal
- Pastry Diploma, Le Cordon Blue Paris
- BA, HUFs

**Jin choi**

**Design**

- Designer, Classys Co.
- Designer, SEKANSKEEN (G&G Enterprise Co.)
- Designer, ALAND Co.



*brite*  
**belly**

## Contacts

**Jem Kim, CEO**

[jemkim@britebellyfood.com](mailto:jemkim@britebellyfood.com)

**Tony Woo, CPO**

[tony.woo@britebellyfood.com](mailto:tony.woo@britebellyfood.com)