

CJ

CHOSE

SINGAPORE

AS SOUTHEAST ASIA HEADQUARTER



# CONTENT



## **CJ Business Overview**

CJ South East Asia  
Regional Headquarter

Why CJ chose Singapore  
as Southeast Asia Headquarter

Conclusion

# CJ is moving forward as a global lifestyle company.



CJ WAS FOUNDED AS CHEIL JEDANG IN AUGUST 1953 AS A SUGAR & FLOUR MANUFACTURER AND WAS ORIGINALLY PART OF SAMSUNG GROUP, AS ITS FIRST MANUFACTURING BUSINESS

CJ HAS 166 SUBSIDIARIES IN 22 COUNTRIES WITH 46,000 STAFF (16,900 OVERSEAS STAFF) IN 2015



WHAT DOES CJ DO? : CJ CREATES HEALTHY, HAPPY AND CONVENIENT LIFESTYLES BASED ON ITS FOUR CORE BUSINESS SECTORS



♦ In 1995 it became 'CJ Group' and completed its official separation from Samsung Group



# Strengthen competitiveness and maximize synergies between 4 core business areas in the group

## Food & Food Service

32%

Korea's No. 1 food manufacturer & a fast growing global restaurant company



## Home shopping & Logistics

31%

Korea's top selling home shopping channel & country's No.1 logistics company



## Bio & Pharma

19%

Korea's No. 1 position in green bio (Lysine and Nucleotides) & country leading Pharm company



## Entertainment & Media

18%

Korea's No. 1 produces contents & world 5<sup>th</sup> largest movie theater complex



**GLOBAL CJ, GREAT CJ**

# CJ Global Business Presence

CJ has been developing global competitiveness by providing the best corporate values to customers around the world through consistent challenge and innovation for the last sixty years. CJ has made an aggressive entry into major overseas markets based on its accumulated experience and capability, according to its globalization strategy.



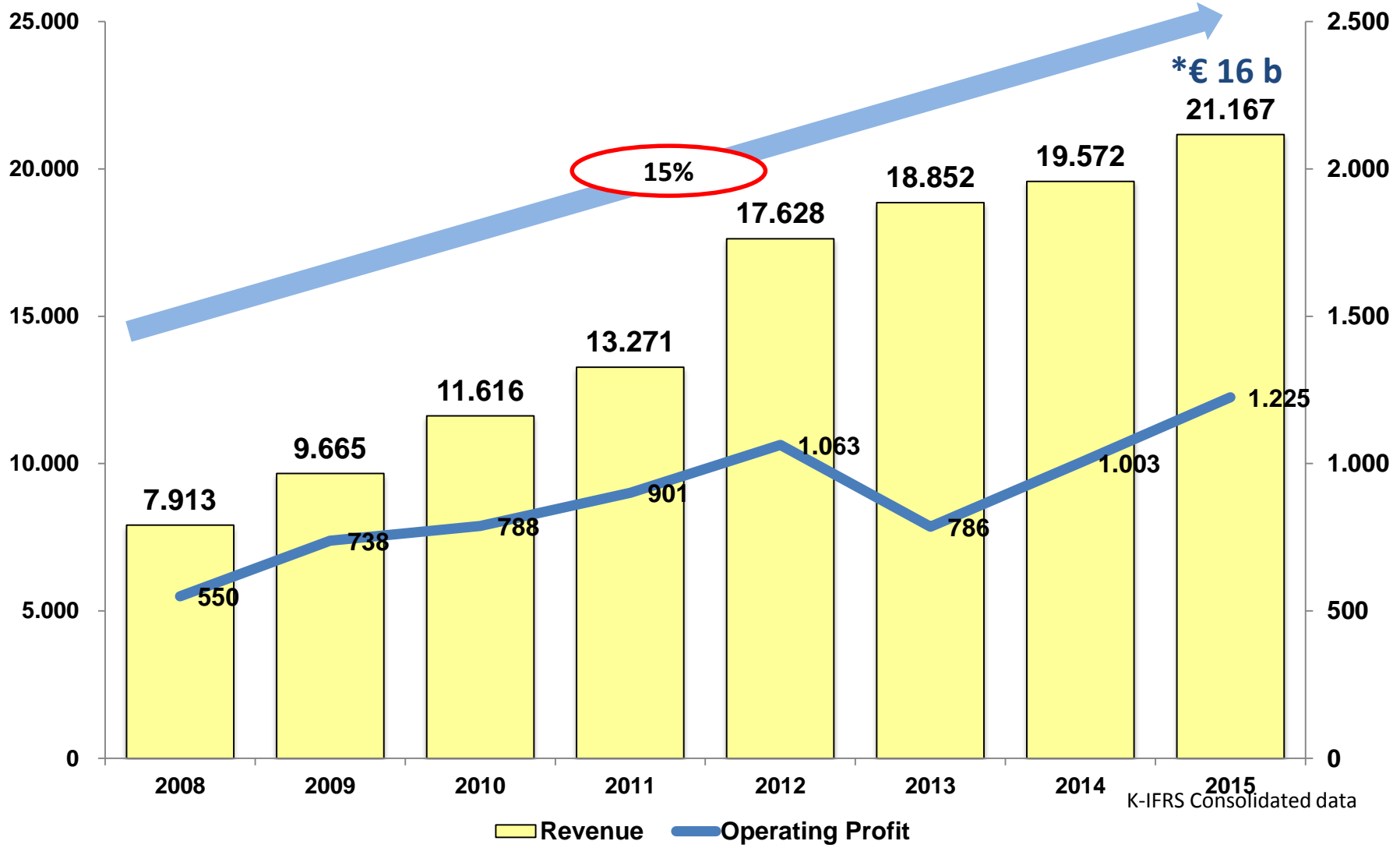
	Global Revenue	Shares
FOOD&FOOD SERVICE	€5.3b	32%
BIO & PHARMA	€3.1b	19%

	Global Revenue	Shares
HOMESHOPPING&LOGISTICS	€5.1b	31%
ENTERTAINMENT&MEDIA	€2.8b	18%

REF : Korea FOREX Market(2015.12.31). Korean Won to Euro (1 Euro = 1280.53 Won)

# Financial Summary

Unit : Korean W billion

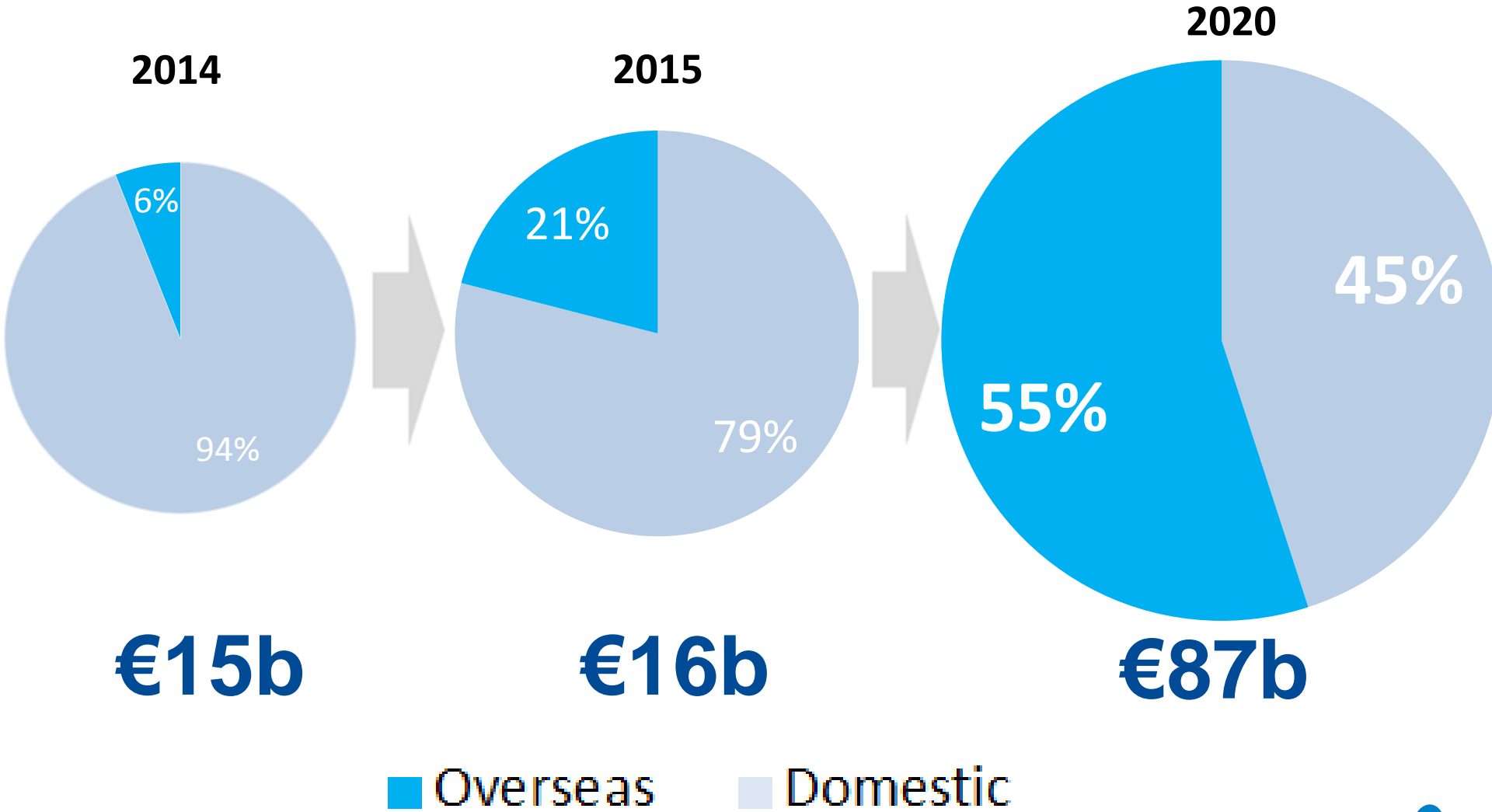


\* REF : Korea FOREX Market(2015.12.31). Korean Won to Euro (1 Euro = 1280.53 Won)



# Driving Future Growth Through Globalization

## CJ Group Consolidate Revenue





# CJ Global Target 2020

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At least revenue by

**€87b** \*

Overseas € 46b



At least profit by

**€6b** \*

€ 3b



At least by

**210,000**

160,000

\* REF : Korea FOREX Market(2015.12.31). Korean Won to Euro (1 Euro = 1280.53 Won)



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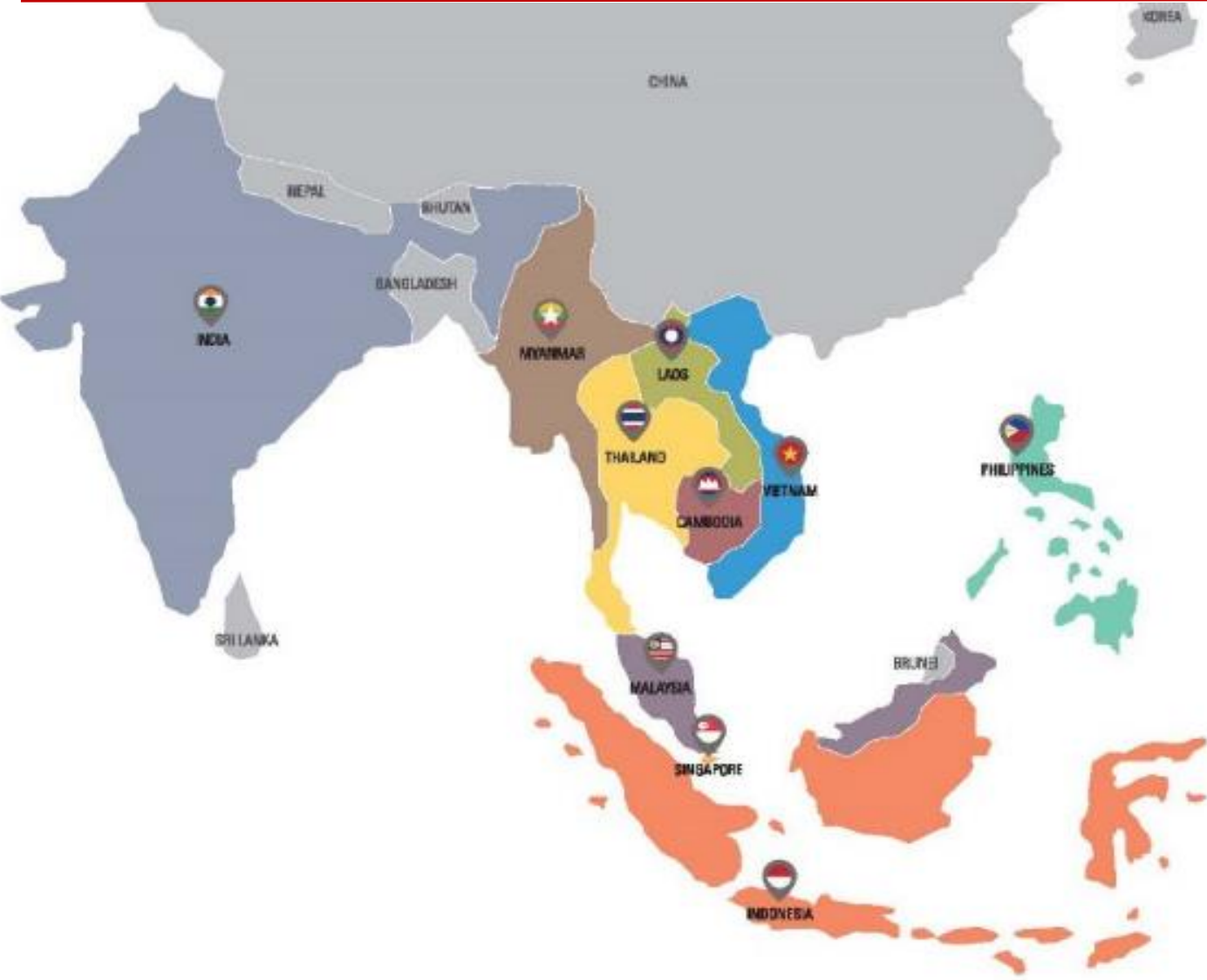
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# Regional Business Presence in 2015



Regional Revenue  
**€2.3b\***



Regional Entities  
**42**

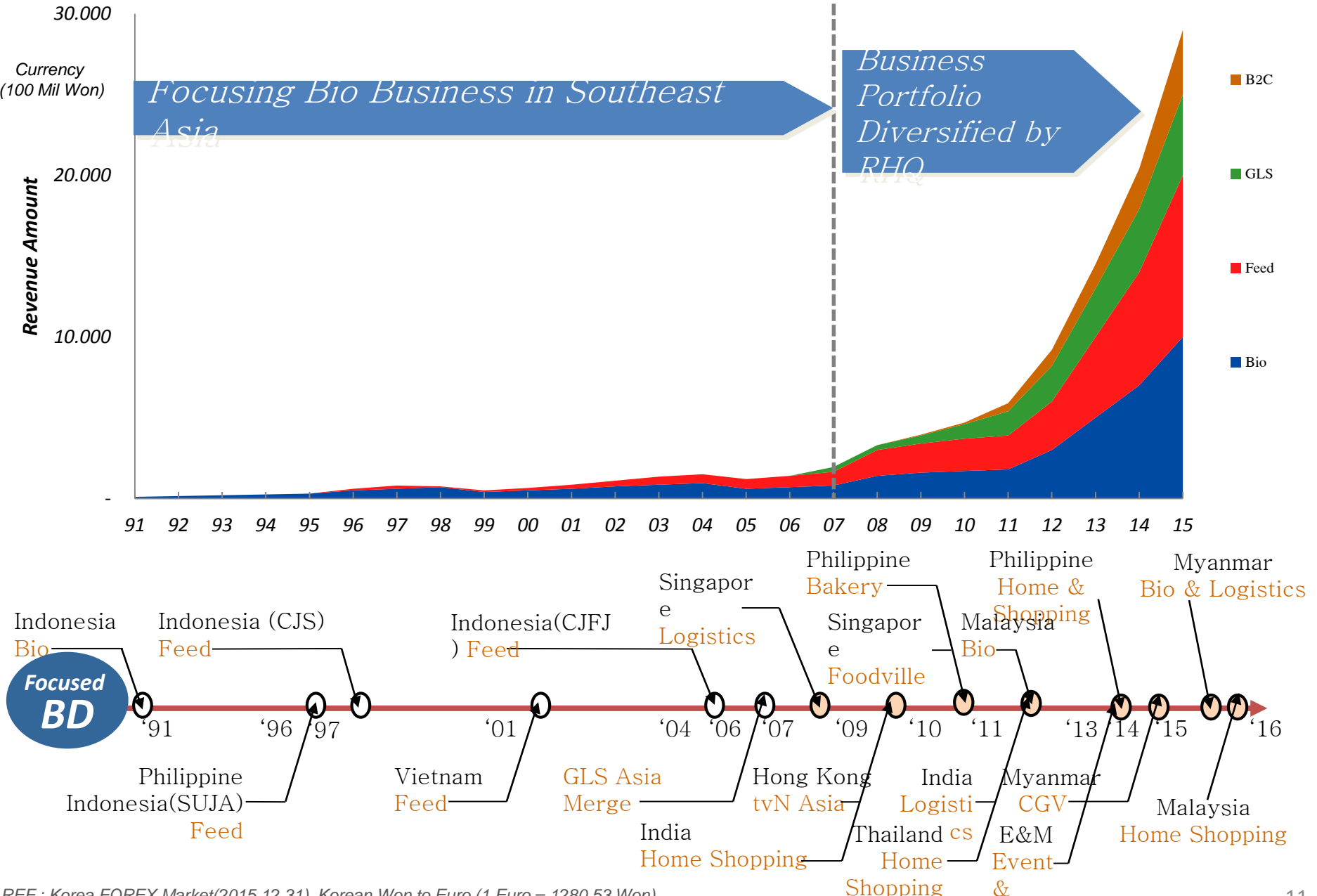


Regional people  
**13,000**

\* REF : Korea FOREX Market(2015.12.31). Korean Won to Euro (1 Euro = 1280.53 Won)



# Successful Business Diversification in the region via RHQ



\* REF : Korea FOREX Market(2015.12.31). Korean Won to Euro (1 Euro = 1280.53 Won)



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# What makes Singapore so attractive to CJ

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## Culture

Asia's Melt pot–multicultural society

## People

World class talented Employees



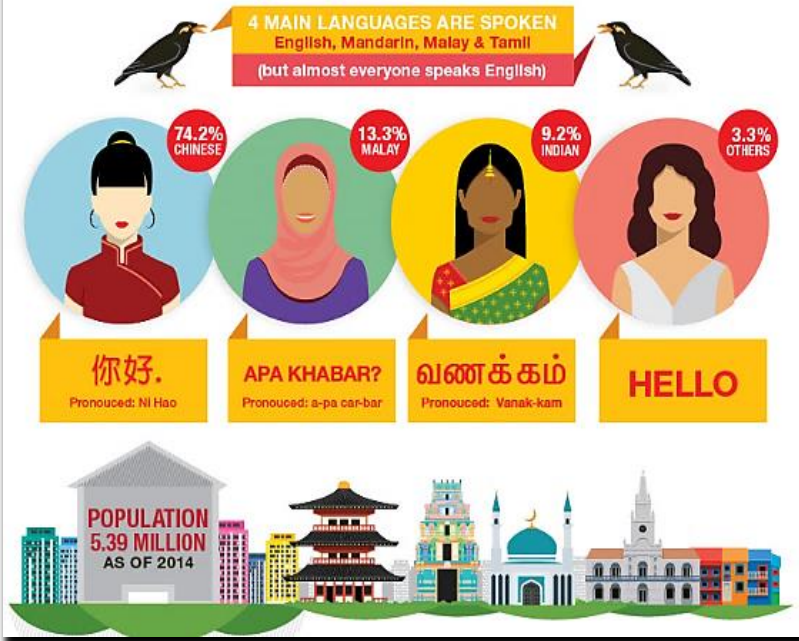
## Life

Convenient and a high quality of living



# Culture –Singapore is A Testbed of Southeast Asia

## MANY CULTURES, ONE NATION



## Many Cultures, One Nation 4 Main Cultures

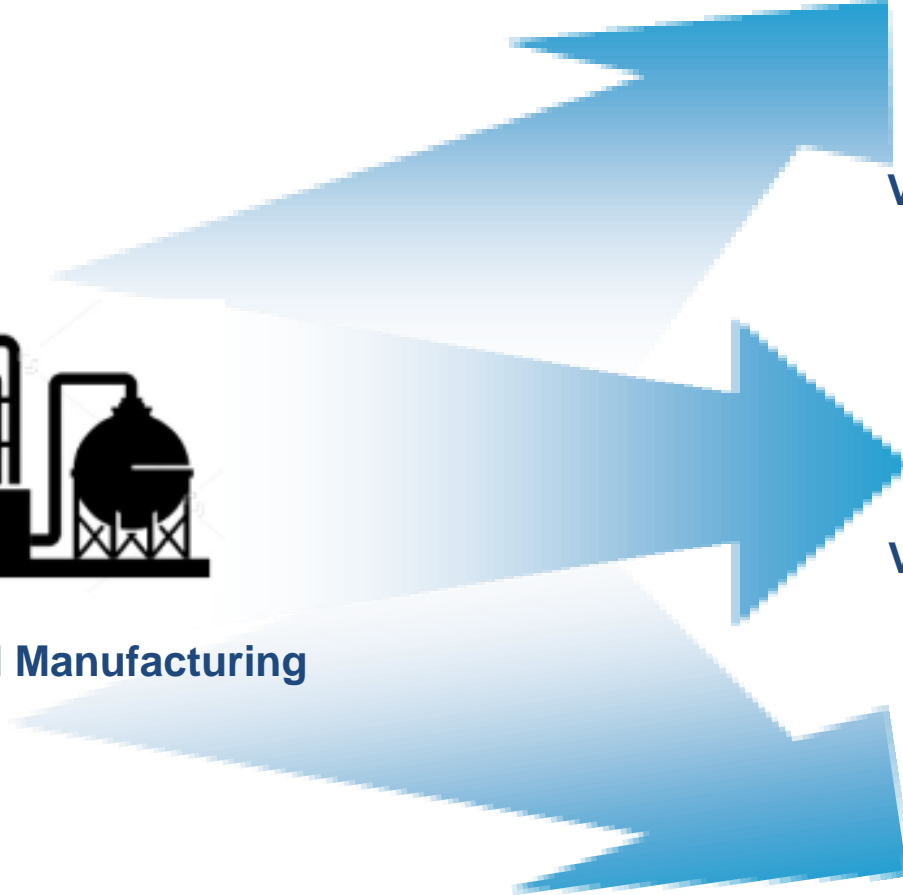
### Culture

- Multicultural society - wide variety of consumer needs exist
- A testbed for Southeast Asia markets
- Singapore is one of the leading market trend country in Southeast Asia

# B2B to B2C Business Diversification in the region



**Bio & Feed Manufacturing**



**Vietnam No. 1 Multiplex Cinema**



**Vietnam No. 1 Home shopping**



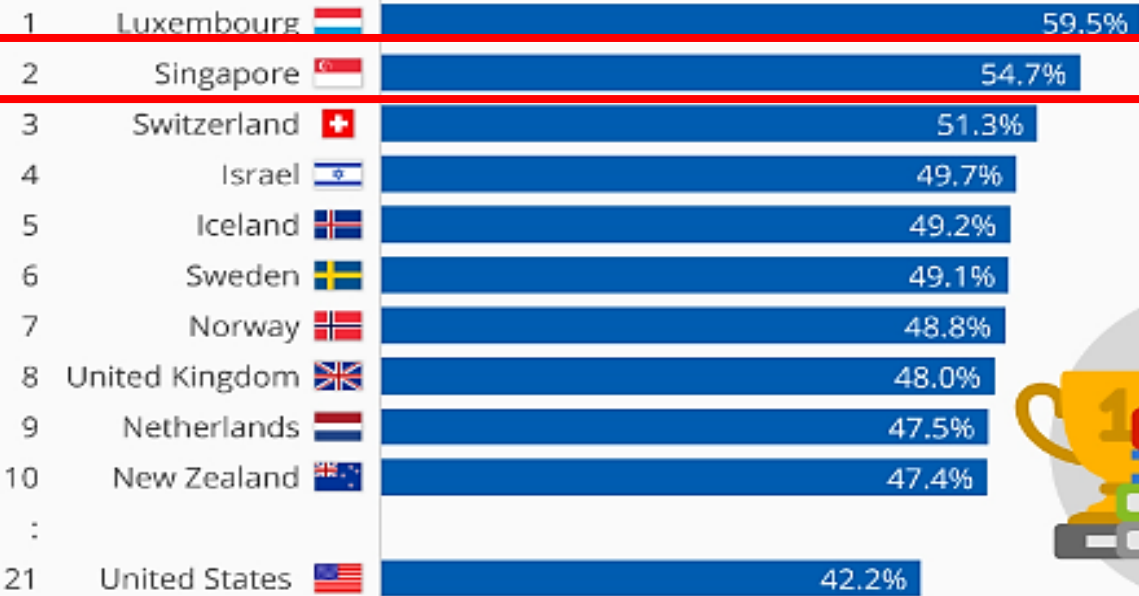
**Vietnam No. 1 Fast Growing Bakery**



# People is a Key Ingredient for Success of Any Business

## The World's Top Countries For High-Skilled Employment

Countries with the largest share of people in high-skilled employment in 2015\*



\* Persons employed in occupations with third-level education requirements as a % of total employed, both sexes

Sources: World Economic Forum, International Labour Organization

Forbes statista

## People

- Highly skilled and talented people
- Top 3 in the world for best labour/employer relationship in Asia\*\*

\*\* Source : The Global Competitiveness Report 2014-2015, World Economic Forum



# A Success example of localization – CJ International Asia

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**> 95% Locally Hired  
Talented Employees**



**> € 2billion sales  
within 10 years**

# World Class Social Infrastructure Attracted CJ

## Investing in Infrastructure



### Life

- A higher quality of life for employees & their families
- Strategic place in SE Asia
- Well established social infrastructure

# Geographically Perfect place for RHQ in Southeast Asia

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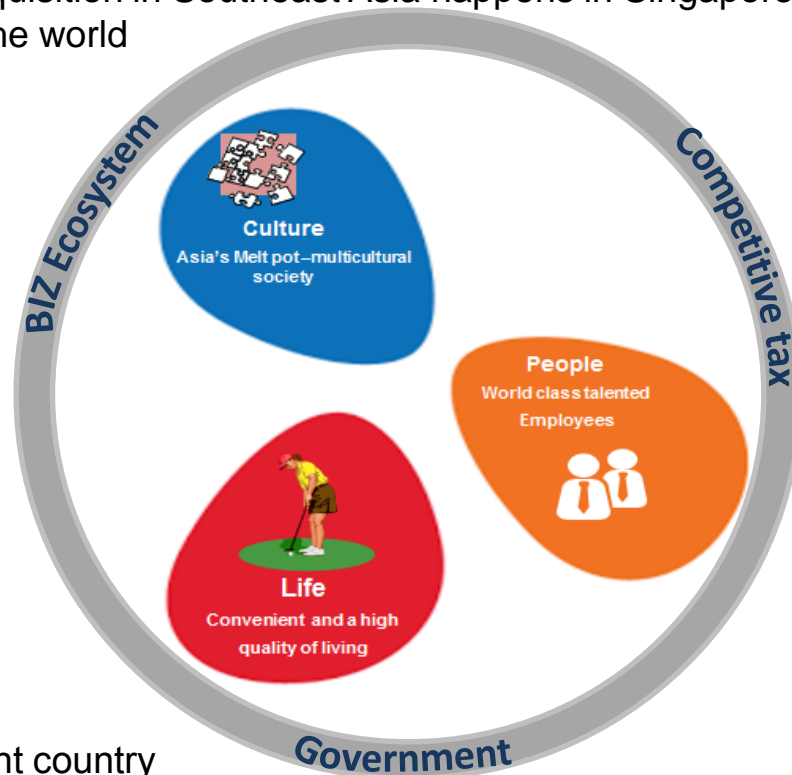
90

- City links within Southeast Asia
- 1 Flight every 90 Sec

# Other Reasons Why Singapore is Your Gateway to Southeast Asia– Icing on the Cake

## Business friendly Ecosystem

- World's No. 2 for best intellectual property protection
- 1<sup>ST</sup> in the world for ease of doing business
- 40% of all start-ups acquisition in Southeast Asia happens in Singapore.
- 3<sup>rd</sup> Richest country in the world



## Competitive tax & Incentives

- Singapore has a low rate of tax
- Singapore also has numerous free trade agreements

## Government

- World's No.1 transparent country
- Top 6 in the world for least corruption in government
- 8% CAGR of gorss expenditure on R&D over ten years



**Thank You**