



HARIM USA, Ltd

29984 PINNACLE WAY
MILLSBORO, DELAWARE 19966
TEL (302) 629-9136

Greetings to all Harim Group family members!

The year of the rabbit, 2023, has dawned upon us.

I hope that the new and clear energy the new year brings, which can be found all around, is also full in your hearts.

During the past year, we did not falter even during difficult economic situations and were able to move one step further by staying focused on what must be accomplished.

I sincerely thank all my executives and staff for the hard work and dedication put in to fulfill each assigned duty.

Although a new year has dawned, the scars of COVID-19 are yet to heal and the outlook for the global economy is not as bright as we had hoped.

Under these unusual economic circumstances, what we should be focused on this upcoming year is to continuously march forward toward our vision, while maintaining our virtues.

To all executives and staff!

Even facilities and operational systems built perfectly are distorted and worn out over time.

Our mindset and attitude do not beg to differ.

We must review our facilities, equipment, systems, and processes daily to confirm, and confirm again there are no harmful cracks or leaks.

Daily review & maintenance is surely the best and easiest way to prevent deficiencies.

We have refined our Harim Behavioral Habit (HBH) for the past couple of years, which has ultimately improved our way of working.

By preparing ahead of time,

discovering hidden problems through meticulous segmentation and analysis,

and making decisions proactively,

problems can be resolved quickly. This is a work method most people know of, and a very basic and plain one, to say the least. We have simply just not made this process a habit.

Habits formed by repeatedly, persistently, and consistently performing day-to-day management help bring motivation to the workplace, and ultimately make outstanding individuals and groups.



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We have already witnessed reduced workloads and increased efficiency and productivity by performing the Harim Behavioral Habit (HBH).

For the Harim Behavioral Habit (HBH) and our work method to take place, spread, and influence all areas, we must all try our very best.

To all Harim Group family members!

We must work and manage our business based on the principles of the natural ecosystem.

Just as uprooted plants are doomed to wilt, corporate activities that deviate from the principle are doomed for elimination within the market's ecosystem.

The reason for the early introduction of compliance and ethical management within our group, and the challenge to accept ESG management as a company culture is that these business activities align with the general principles.

As entities grow and evolve healthily by interacting with one another within the natural ecosystem, we must also achieve sustainable and shared growth with our business partners by creating healthy interactions.

To all executives and staff!

We have organized our business philosophy and values from one of our group's main business sectors, the food business, and are continuously making our vision a reality.

From Nature to Table

We have secured 'nature', 'fresh', and 'best taste' as our business philosophy based on vertical integration, a structure that manages the entire food chain.

In accordance with this, we are fully equipped with the proper facilities and systems and are introducing products grounded in our philosophy into the marketplace.

Furthermore, we are also actively performing our programs and planning marketing ideas to share this philosophy with our customers.

To transform our food philosophy and operational structure secured based on principles and fundamentals, differentiated operating systems, and product competitiveness into business performance; I hope this upcoming year can be a stage for forming a deep understanding with, and continuously communicating our business and food philosophies to our customers.

To not only our offices in Korea; but to all Harim family members greeting the New Year from Myanmar, India, Indonesia, Philippines, Vietnam, China, the U.S., etc.!



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Even in the upcoming year, Harim Group will continue to move toward our vision by performing day-to-day management meticulously with a relentless spirit. I hope you may also achieve your dreams and wishes, and have a healthy and happy year.

In addition, I pray that the households of the family members of Harim Group be full of God's grace and blessings.

2023.1.2.

Chairman of Harim Group Kim Hong Kook