

You deserve to live healthy beyond 100 years

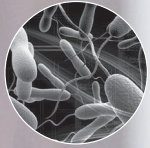
Humans can live for 120 years.
What is your choice?

HUROM
www.hurom.com

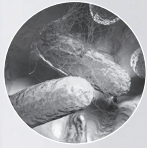


SINCE 1974
HUROM

In the past, the human life span was short due to malnutrition and disease



Cholera



Typhoid fever



Tuberculosis



Starvation

Agricultural industrialization and modern medicine extended the average lifespan; however, many still suffer....

Modern diseases are due to the buildup of harmful substances in our bodies

Longer life spans are a direct result of agricultural industrialization, vaccines and antibiotics. However, people rarely live past 100 due to modern diseases such as obesity, cardiac disease, cancer, and diabetes.

Chronic and Modern Diseases



Overweight
1 in 3 adults



High Blood Pressure
1 in 3 adults



Diabetes
1 in 10 adults



Atopy
1 in 5 population



Osteoporosis



Alzheimer's



ADHD /Depression

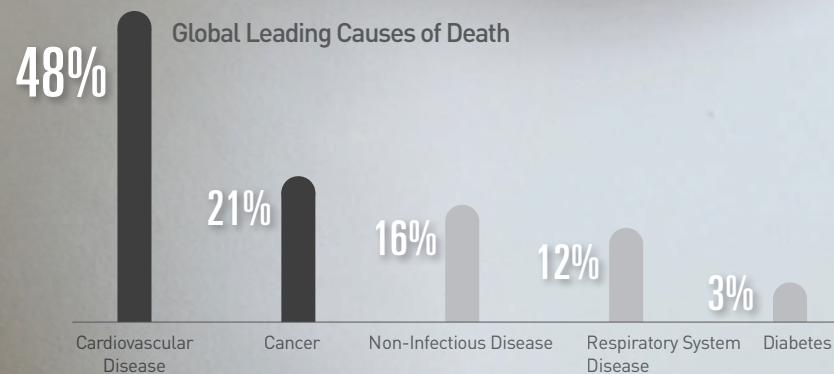
Dietary habits need to change

The main causes of modern diseases: lack of exercise and poor dietary habits. It is imperative to change eating habits and lead an active lifestyle to prevent modern diseases.



Excessive weight and obesity are the major risk factors for modern diseases

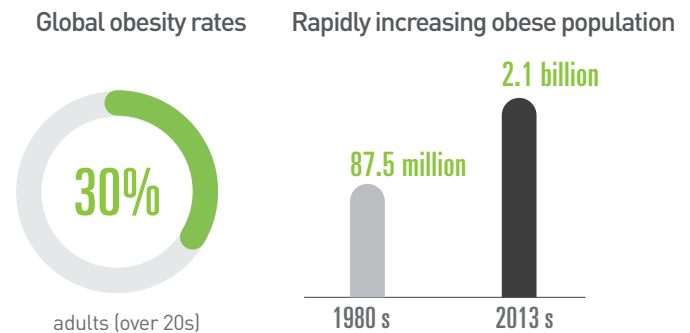
The World Health Organization (WHO) defines obesity as excessive body fat. Obesity is a leading global mortality factor. WHO requests measures.



*WHO, Global Status Report 2010

Rapidly increasing obesity rates

30% of the world population is obese - the number has increased more than 2.5 times in the last 20 years. No country has been able to cope with the issue.



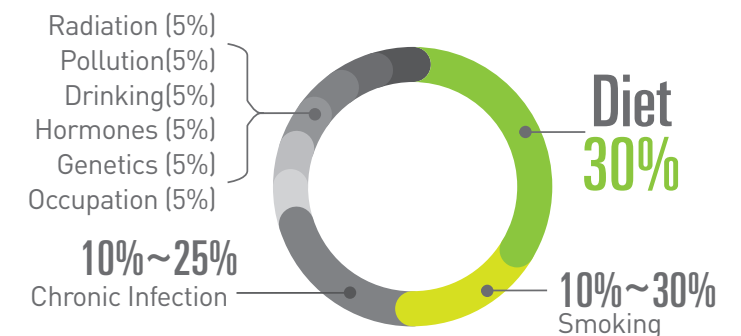
Excessive weight and obesity are the main factors for cancer

The World Health Organization (WHO) predicts a surge in cancer rates

60% increase in death from cancer

The WHO World Cancer Report 2014 states that the number of people worldwide diagnosed with cancer is expected to skyrocket from 14 million to 22 million by 2030. 8.2 million people lost the fight to the disease and the death toll is expected to be over 13 million if no preventive measures are taken.

'Food' is a leading cause of cancer.



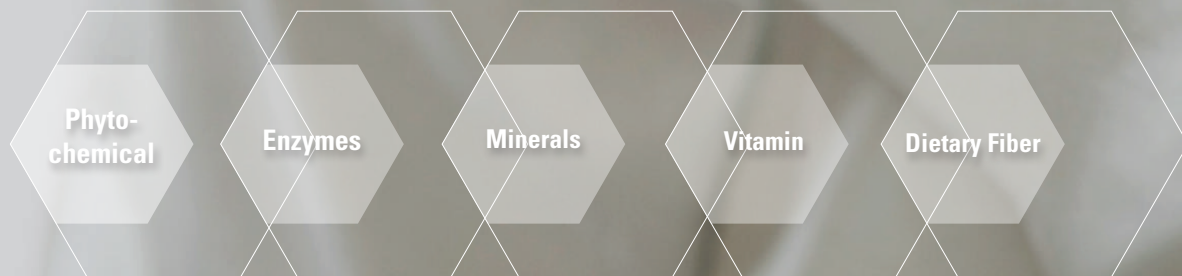
*World Cancer Report 2003 by International Agency for Research on Cancer

How to change our dietary habits?

Minimize meat - processed food
Maximize fresh fruits and vegetables

A great gift from nature

Fruits and vegetables contain 5 major nutrients, as well as phytochemicals known as the 7th nutrient which is full of enzymes, essential substances for life.



Natural supplements, **phytochemicals**

Phytochemicals, found only in fruits and vegetables, are substances that inhibit external pollutants. They help give plants their distinctive color, smell, taste and other organoleptic properties.

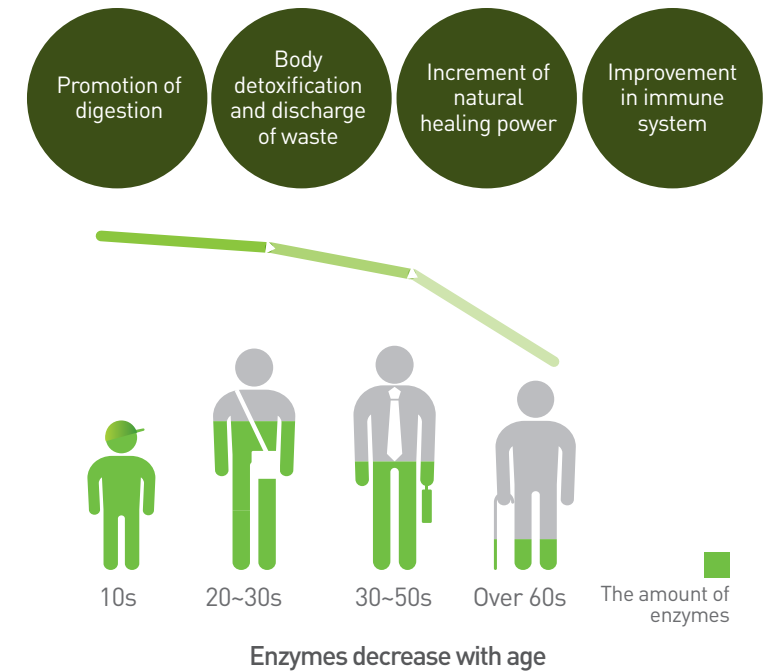


Ingest living enzymes

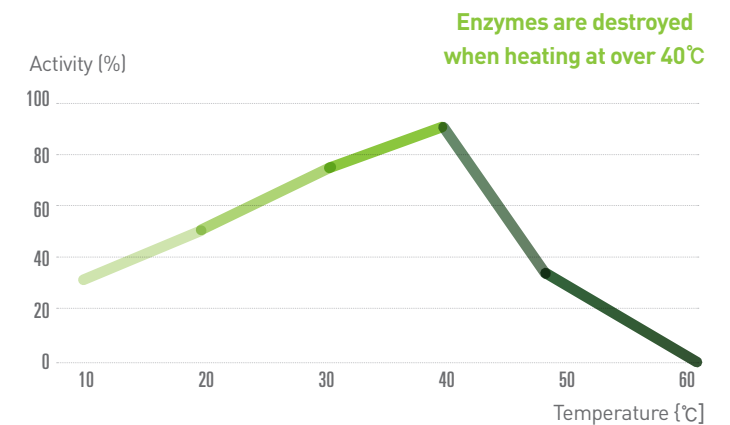
Consume fruits and vegetables that contain abundant enzymes to keep healthy and prevent diseases

Enzymes, living nutrients

Enzymes sustain life as essential substance to help convert ingested food into energy



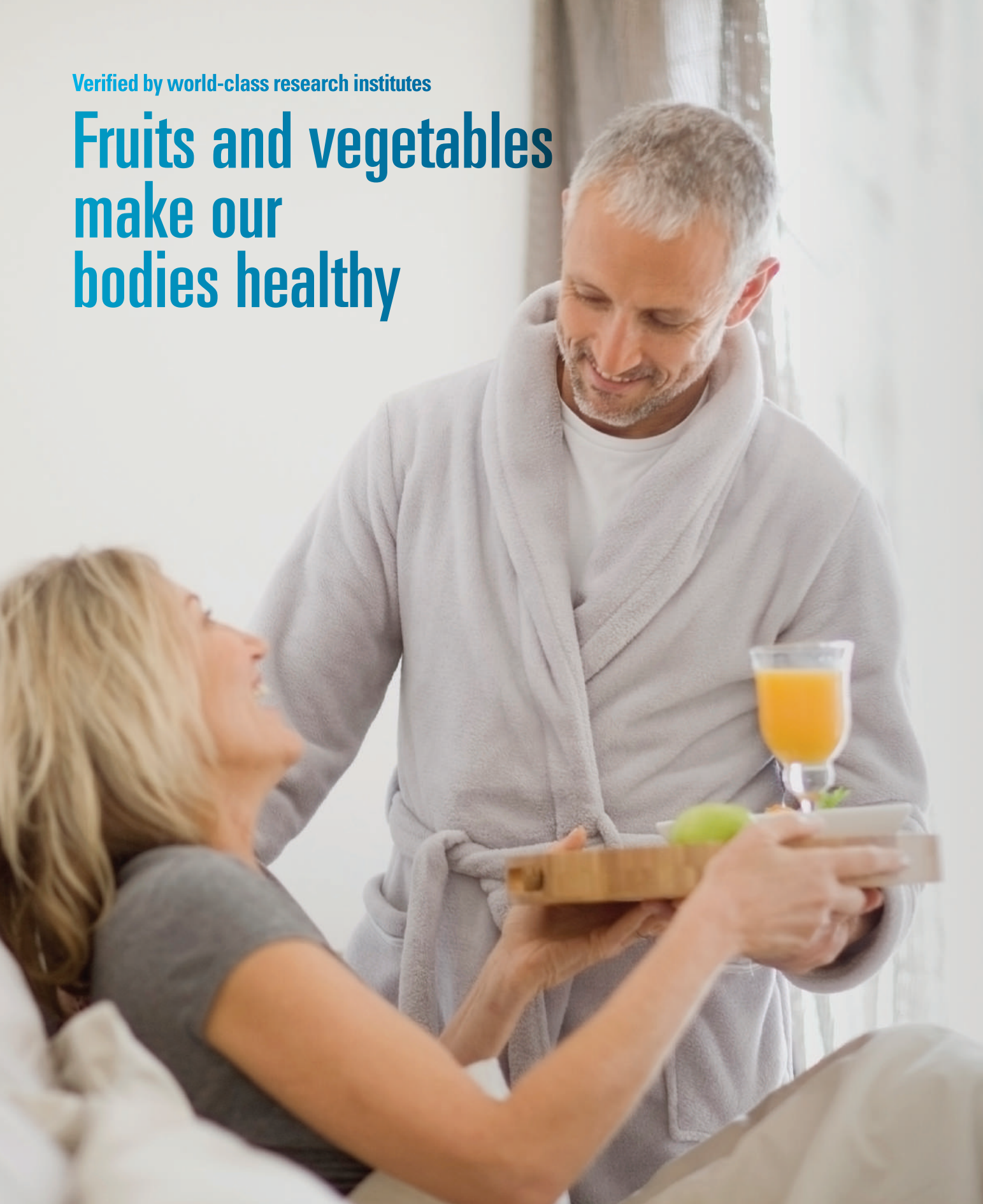
Consume fruits and vegetables to intake enzymes because enzymes decreases with age and are destroyed with heat



Activity of enzymes upon temperature

Verified by world-class research institutes

Fruits and vegetables make our bodies healthy



The world strives to sustain a healthy life through good eating and nutritional balance

McGovern's Report (1977)

Humans need to change dietary habits

A study, conducted by 280 researchers from 30 countries (including US university laboratories and Royal Research of the UK) urges to : eat more fruits, vegetables, and whole grains / eat less meat, sugar, and salt.

University College London (2014)

The intake of fruits and vegetables can increase lifespans

UCL conducted an 8-year study on 70,000 people who eat fruits and vegetables and those who died from disease. The results showed that the risk of premature death is reduced by 42% for those who ate over 560g of fruits and vegetables a day.

(decreased by 25% for cancer and by 31% for cardiac disease)



2014
Recommended daily intake of
fruit and vegetables

**At least 7 plates
(560 g/day)**

Risk of premature
death

-42%

Cancer death
rate

-25%

Cardiac disease
death rate

-31%

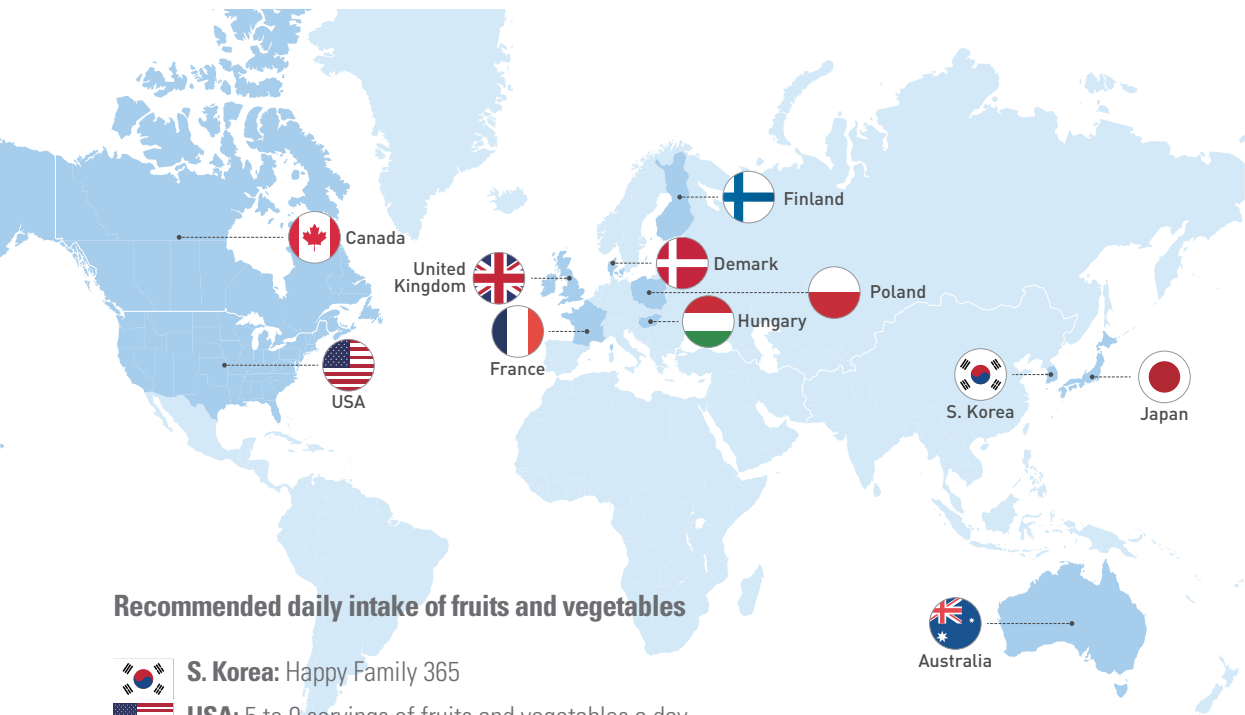
World Health Organization (WHO)

The World Health Organization (WHO) strongly recommends to increase the intake of fruits and vegetables to prevent cardiovascular disease, chronic diseases and cancer.












5-A-Day for better health

Consume at least 5 portions of fruits and vegetables a day

The US National Cancer Institute encourages the consumption of at least 5 portions of fruits and vegetables a day to prevent cancer and obesity caused by the excessive intake of meat.



Recommended daily intake of fruits and vegetables

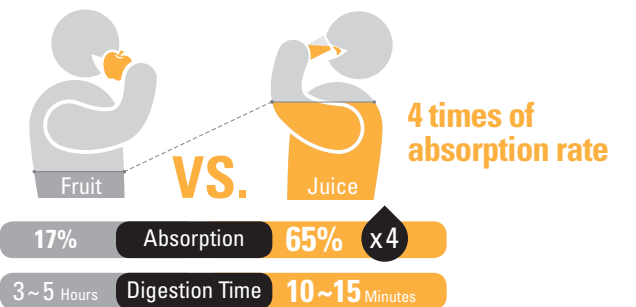
-  **S. Korea:** Happy Family 365
-  **USA:** 5 to 9 servings of fruits and vegetables a day
-  **United Kingdom:** 5 colors of fruits and vegetables a day
-  **Canada:** Fruits and Veggies- Mix it up!
-  **Japan:** 5 servings of fruits and vegetables a day
-  **Australia:** 2 - 5 servings of fruits and vegetables a day
-  **Hungary:** 3 servings of fruits and vegetables a day
-  **Poland:** 5-6 servings of fruits and vegetables a day
-  **Finland:** 500g of fruits and vegetables a day
-  **Denmark:** 6 servings of fruits and vegetables a day
-  **France:** 10 servings of fruits and vegetables

Drink natural juice with Hurom

Conveniently drink abundant amounts of fruits and vegetables in juice



More absorbance of nutrition & less digestion time



*Food Industry and Nutrition 8(1), 28-36, 2003

Nutrition from seeds and peel

Hurom makes fresh juice by extracting core nutrition from seeds and peel



Discover natural taste in Hurom

Hurom juice comes from nature

Enlarged photo of tomato (100 times)

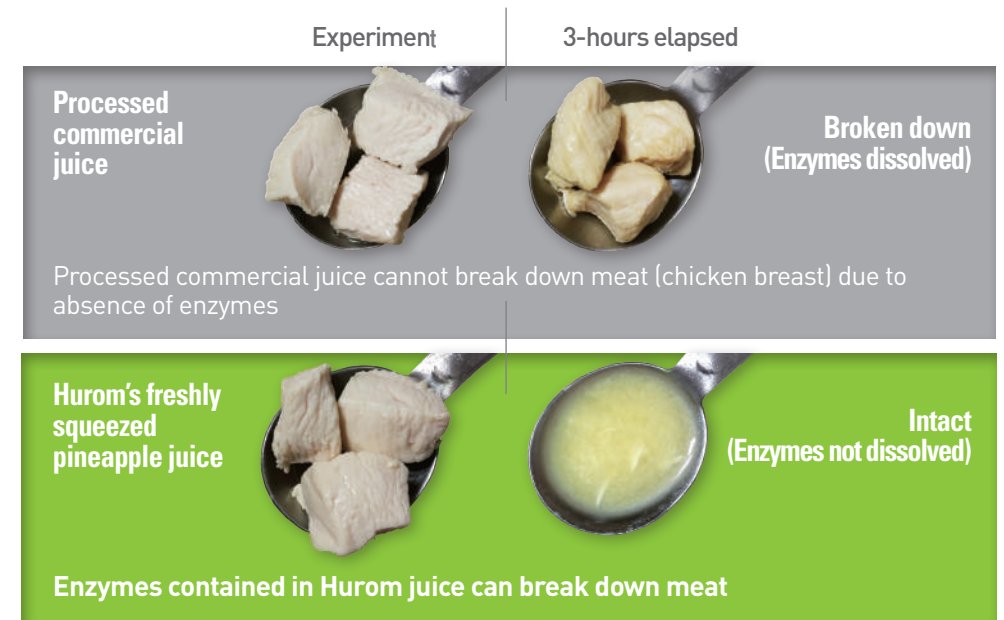


Hurom juice is gently squeezed with all the natural nutrition and rich flavor from fresh fruits and vegetables.

Discover abundant nutrition in Hurom juice

Hurom juice with live enzymes

Enzyme degradation experiment with pineapple juice
(Example: chicken breast)



*Results may change depending on sample, species, and preservation method
[Hurom Nutrition Analysis Center 2014]

Hurom juice contains abundant enzymes from nature that maintain health

Enzymes are fragile to heat. Experiments show that amount of enzymes found in Hurom juice are almost the same as those in fresh fruit

Consume fruits and vegetables to intake enzymes because enzymes decreases with age and are destroyed with heat

Squeeze fresh fruits and vegetables gently and produce Hurom juice of natural tastes and nutrients

Natural living juice

The Hurom Style



Awarded Gold Medal at German Nuremberg International Invention Exhibition: Achieved Grand Slam Design



Patent Applications in over 40 countries Selected as World Class Korean Product

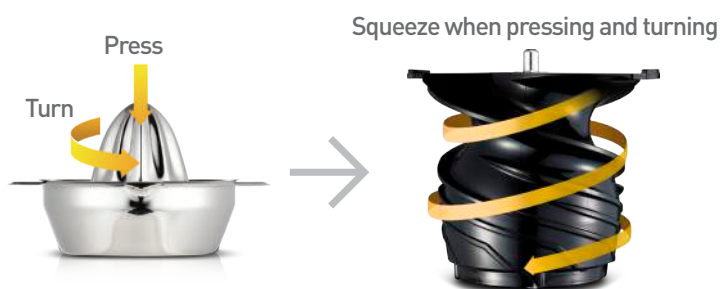


Hurom, World-Class Design Achieved Design Award

Hurom, Delivers natural goodness to the world

Hurom - squeezer mode technology that can produce natural tastes

Many ways to make juice . The natural way to make juice is to slowly hand-squeeze fruits and vegetables. The patented Hurom screw also slowly squeezes healthy ingredients.



Global innovated
technology of Hurom, SST™

Hurom's leading-edge, innovative, and patented second generation SST™ Hurom's original innovation, SST™, slowly squeezes ingredients minimizing the cause of frictional heat and helps to preserve natural tastes and nutrition.



Squeezer mode

Squeezer mode produces fresh-natural quality juice

Optimal squeezing structure

Designed to squeeze various ingredients

Easy of use

So easy to produce daily juice requirements



**Fruit and vegetable juices:
greater absorption,
greater nutrition!**

Hurom Juicer



Hopper
Hurom's ergonomic design offers optimal convenience and stability

Auger
Hurom's unique spiral design for optimal squeezing

Strainer
This helps squeeze ingredients thoroughly and interlocks with the auger to push squeezed juice out.

Spinning Brush
This rotates softly between strainer and drum to re-release juice for higher quality output

Chamber
All components are manufactured to produce optimal extracting (squeezing)

Main body
Maintains stability using a low vibration & a durable AC motor with low-noise level



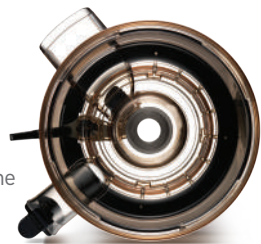
Natural Nutrition
Produce fresh juice by slowly squeezing ingredient, preserving the natural nutrition as it is



Extracts Core Nutrition from Seeds and Peels
Extracts core nutrition from seeds and peel through adjustable pulp ejection pressure



Customized Juice
Make your own juice with preferred ingredients using the juice cap



Optimized Convenience
A simply designed mesh strainer Easy to clean and assembly

Be fresh and healthier with Hurom

Meet a variety of fruit and vegetable juice recipes

Carrot juice

Eyesight recovery, skin care, cancer prevention




1. Slice carrots finger-thick



2. Close the lever and operate.



3. Move the lever at half open position (shown as ) and leave the residue in the strainer



4. Rotate the screw back and forth if the juicer stops

Fruit jiggle jelly pleasant dessert

Ingredients: Fruit juice 200ml, gelatin 24g, honey 40g



1. Squeezing fruit in Hurom juicer



2. Soak gelatin in water



3. Mix and boil the squeezed juice, soaked gelatin, and honey



4. Move contents to a dish and refrigerate


Grape juice

Fatigue recovery, cancer, and youth



1. Wash grapes




2. Close the lever and operate. Move the lever at half open position (shown as ) when juicing



3. Change the intervals for thicker - condensed juice



4. Move the lever at half open position (shown as ) and leave the residue in the strainer

Banana milk

Constipation improvement, fatigue recovery

Ingredients: Milk 200ml, banana 1



1. Check that juice cap and lever are closed before adding ingredients



2. Add peeled banana and start squeezing



3. Fill milk in drum and operate



4. Squeeze until ingredients are mixed

HUROM Lineup

Hurom Juicer

Produce natural taste and nutrition



HH Series

Color	Silver
Cord Length	4.5 ft.
Dimensions	6.6 x 9.3 x 15.7 in.
Motor	Single Phase Induction (A/C)
Power Consumption	150 W
RPM	40 rpm
Voltage	100-240V
Warranty	10 years
Weight	13.4 lbs
Fuse	125V 5A - 250V 8A
Standard usage time	Less than 30 minutes continuously



Hurom Chef

New and leading food processor technology that brings natural taste and nutrition to your kitchen



Nutrient loss kept to minimum

The highly durable screw pushes ingredients in between exterior walls to press, grind and squeeze them. It keeps nutrient loss to minimum by slow squeezing system.



Kitchen icon with convenience

A must-have item in the kitchen, substituting various kitchen appliances for saving cooking time by making a dish with simple use and auto clean function.



Multi-purposed cooking features

Hurom's multi-purpose juicer can squeeze out fresh green juice from aloe, kale and pine needles. It offers a wide variety of cooking functions from meat grinding to noodle making and sauce grinding.



Since 1974

You deserve to live healthy beyond 100 years

Since its establishment in 1974, Hurom has committed to improving human nutrition, dietary habits, and lives by developing cutting-edge technology through research and innovation in the global kitchen appliance industry.



Global Network



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R&D

Ceaseless Research & Development

Hurom relentlessly innovates. Ceaseless R&D helps develop improved technology and new juice recipes. Hurom promises to continue creating new value for consumers.

R&D: 70 personnel

Design, plan, reliability certification, product planning: 40 personnel

Product quality: 30 personnel



Product Development Center / Nutrition Analysis Center / Product testing lab / Recipe Development Center

Leap forward as a global kitchen appliance company



Juchon Hurom

Annual production of 1,500,000 units



Nongso Hurom

Annual production of 2,300,000 units



LS Hurom

Annual production of 1,400,000 units



Tumen Hurom

Annual production of 3,000,000 units

Aggregate annual production of **8,200,000** units