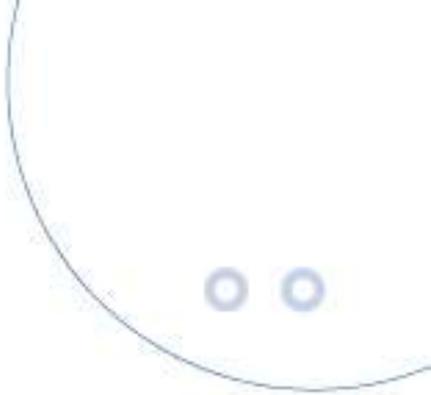


# Company Introduction

Yogurt Ice Cream Brand 'YOAJUNG'

June. 2025



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## Company Overview

Yoajung is a premium dessert brand under Samhwa Foods, leading the F&B market trend with customizable yogurt ice cream and healthy dessert options.

We have expanded to **650 + franchise locations** in South Korea including our premium flagship store "Yoajung House" and have a presence in **8 global cities worldwide**.

We believe in making Fresh, Healthy Desserts accessible anytime, anywhere—even for single-person households.

Our commitment to quality and innovation has made us the **#1 Dessert Brand in Korea**, and we are setting new global standards in the dessert industry.



## Company Overview

### Company Introduction

Starting with the first store in 2020, as of June 2025, there are 650 franchise units in South Korea.

#### OVERVIEW

<b>Name</b>	"YOAJUNG" (110111-7976454) ("요아점")
<b>Date</b>	18 August 2021
<b>Number</b>	40 people ('25 Jan)
<b>Address</b>	48, Ahasan-ro 17, Seongdong-gu, Seoul
<b>Key Products</b>	
<b>Products Explanation</b>	<ul style="list-style-type: none"> <li>The main products of the company are yogurt ice cream, Acai Bowls and Greek yogurt, customizable with various toppings such as fruits and nuts.</li> </ul>

#### OVERVIEW

01

Aug 2021: Launch of "YOAJUNG"

Sep 2023: First foreign franchise unit opened in Hawaii. Currently expanded to more than 6 global cities world wide.

02

No.1 Trending for Top 2 Delivery Applications in South Korea

Achievements

인기 검색어

1 YOAJUNG

2 치킨

3 떡볶이

4 당발

5 열거떡볶이

가장 많이 검색하고 있어요  
08.12.21 00 기준

1 YOAJUNG

2 세스킨리빙스

3 빙수

4 쌀밥



Number of Franchise Units

650 Units



Number of Delivery Order (Delivery Post)

1,500,000



Ranking in Delivery Platform (24.7-25.3)

#1 Ranking



Monthly New Customers (Aug.2024)

541,871 (Average 2820)

#### B2B Partnerships & Key Distribution Channels

Offline Store



Online Delivery



Convenient Store



E-Commerce



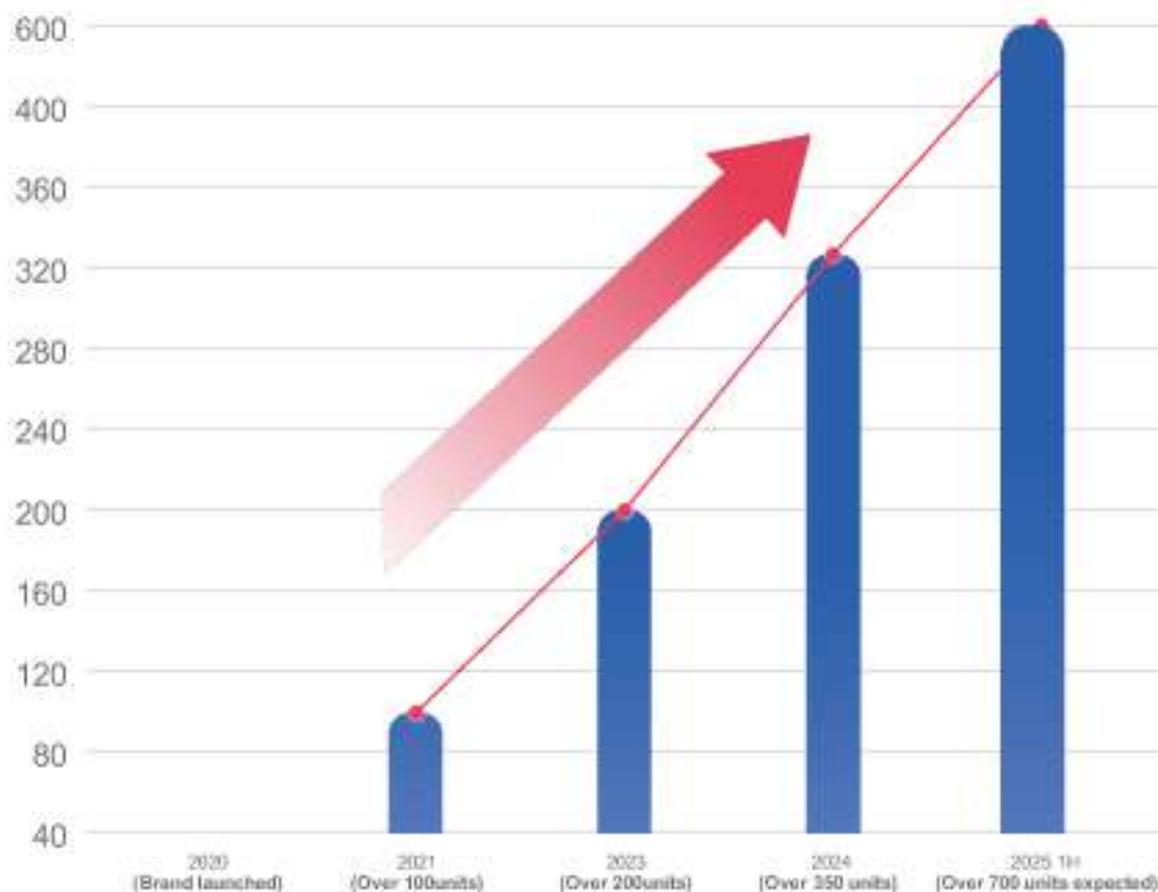
B2B



## Company Overview

### Number of YOAJUNG's Franchises

Starting with the first store in 2020, as of May 2025, there are more than 650 franchise units in South Korea.



**2020**

- Launch of 'YOAJUNG'
- Opened its 1st store

**2021**

- Established Trillions Co.
- Opened over 100 units

**2023**

- Opened Hawaii store
- Opened over 200 units

**2025**

- Opened 650 (2025 1H) locations
- Expecting over 1000 by next year.

## Company Overview

**YOAJUNG is the leading yogurt ice cream operator in South Korea and has achieved consistent growth**

### Dessert Ranking

**1 Yoajung**



### Sustainable Increase in # of Delivery



\*The number of deliveries based on 'Baemin' of the company has been continuously increasing since 2023, achieving a total of 971,461 orders as of August 2024.

The total revenue sales of Yoajung on Baemin (Delivery Platform) remained to rank #1 from July 2024 to March 2025.

Due to the seasonality of Korea, Yoajung shows its most popularity during the summer and winter seasons.

This is due to the YOAJUNG's special flavor, strong brand identity and continuous popularity among KPOP artists and celebrities

### Position in the Dessert Industry



Baemin official

"The company maintains a monopolistic position within the yogurt ice cream industry by receiving large number of orders that major competitor 'YW' cannot handle."



Baemin official

"While in the frozen dessert sector, companies like 'S' with shaved ice and 'B' with ice cream see an increase in orders during summer and a sharp decline in winter, YOAJUNG defies this trend with a consistent increase in orders, indicating high potential."

## Company Overview

**YOAJUNG has high potential for global expansion with interest from various countries**

### Global Expansion



### Global Buzz & Market Reach

We have expanded to 650 + franchise locations in South Korea and have a presence in 6 countries (U.S.A, China, Hong Kong, Australia, Singapore, South Korea) worldwide. With organic mentions from **K-POP Stars**, Yoajung enjoys high international recognition.

### Flexible Franchise Opportunities

We offer both franchise and master franchise models for scalable expansion, backed by our expertise in global growth.

## Business Performance

# of Franchise Stores & HQ Financials

### # of Stores



- The number of stores has grown at 53.6% growth rate per year totaling 600+ locations by the end of 2024.

### HQ Financials (Revenue)

(Unit : USD 000)



'21-'24 CAGR : 346.5%



- Achieved 346.5% revenue growth rate per year from FY2021 to FY2024.

## Business Overview

**YOAJUNG succeeded to expand overseas – such as Hong Kong and Sydney**  
**- expanding more businesses within the area.**

### Hong Kong – Olympian City Shopping Mall



South Korean frozen yogurt chain Yoa Jung is launching in Hong Kong this March



Yoa Jung, a South Korean frozen yogurt chain, is launching in Hong Kong this March. The brand is known for its fresh ingredients and variety of flavors. The store is located in the Olympian City Shopping Mall.



HONGKONG ONLINE MAGAZINE



### Sydney – K-MART



### Japan – Lawson Convenient Store

Launching Yoa Jung Parfaits in 'Lawson' Japanese convenient store.



Over 5000 visitors during FOOD EX Tokyo 2025.

## Business Overview

### YOAJUNG's High Popularity Overseas

YOAJUNG has high recognition from fans in Japan, Malaysia, Hong Kong and other countries worldwide.

#### Japan



JAPANESE LIFESTYLE MAGAZINE



JAPANESE INFLUENCERS / CREATORS



#### Other Fans Worldwide



HONGKONG WOMENS MAGAZINE



THAILAND INFLUENCER

## Business Overview

**YOAJUNG is engaged in multiple B2B businesses and launched various products with major local companies**

### Ongoing B2B Business Overview

Company	Details	Images
	<p><b>Yogurt ice cream related collaboration products</b></p> <ul style="list-style-type: none"> <li>· YOAJUNG Strawberry Choco Shell Yogurt bar is sold at GS25 convenience stores nationwide expecting further marketing impact.</li> <li>→ GS25 Yoajung Parfait – 200,000 Sold in 1 Week</li> <li>Highest ice cream sales record - 100 million KRW / daily</li> </ul> <p>· Additionally, GS launched another collaboration product, the Honey Yogurt Choco Ball Parfait to 11 more products in total.</p>	
Company	Details	Images
	<p><b>Collaboration with KT, No.1 mobile communication company in South Korea on merchandise production</b></p> <ul style="list-style-type: none"> <li>· Production of merchandise such as phone cases with YOAJUNG's brand image was conducted with the support of KT. Through this collaboration, KT will offer telecommunication services and Raon content and will also begin selling YOAJUNG gift vouchers on its shopping platform 'KT Alpha Shopping'</li> <li>→ Collaboration with KT will show significant marketing effects.</li> </ul>	

## Product Overview

### YOAJUNG's Topping : 50 + Toppings for Customization

Yogurt ice cream can be customized with various toppings such as honeycombs and fresh fruits including K- Dessert toppings such as Mini Bingsoo Tteok.



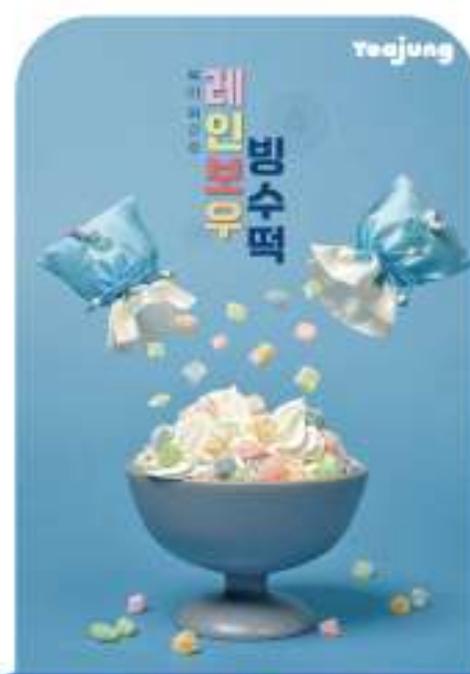
#### Honeycombs

Use only honeycombs collected directly from nature



#### Fresh Fruits

Use fresh fruits only, not frozen



#### Various Toppings

Various toppings including cereal and sauce

**Product Overview : Frozen Yogurt**

**YOAJUNG's Menu : Yogurt ice cream topped with various toppings  
(15+ Recommendable Combinations)**



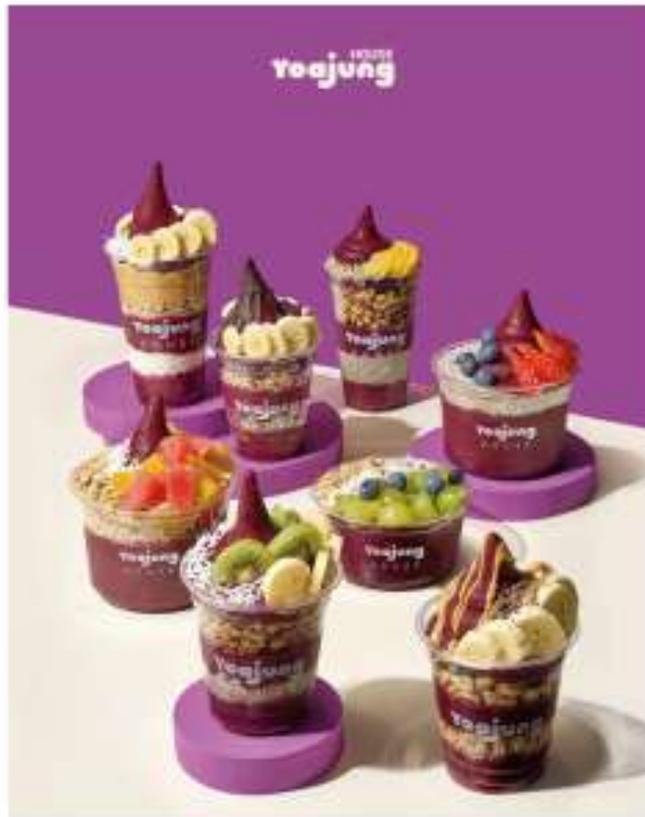
**Product Overview : Greek Yogurt**

**YOAJUNG's Menu : Greek Yogurt topped with various toppings**



## Product Overview : Acai Bowl

**YOAJUNG's Menu : Acai Bowl/Cup topped with fresh fruits, granola, and super foods.**



## Product Overview

### YOAJUNG's Menu



**Low Sugar Icecream**



**Single Cup**



**Icecream Yogurt Latte**



**Rainbow Chocolate Shell**



**Watermelon Hwachae**



## Product Overview

### YOAJUNG's Menu



**Yogurt Castella Cup**



**Fruit Box/ Cups**



**Yoajung  
Honey Stick 30(EA)**



**Yoajung Pave Chocolate  
Strawberry Yogurt Flavor**



**Yoajung  
Greek Yogurt**

## Product Overview

### YOAJUNG's Seasonal Menu



**Christmas Edition**



**Dubai Chocolate Trend**



**Korean New Year –  
Traditional Bingsoo**



**Summer Watermelon Season**

## Yoajung Collaborations

YOAJUNG's strong Brand Identity has led multiple trendy collaborations in various fields from Character Animation, Cosmetic Brands, K-Pop Idols, Fashion Platforms and District Governments.

<p><b>Crayon Shinchan</b></p> 	<p><b>Combination Menu</b></p> 	<p><b>Marketing</b></p> 
<p><b>TWS :</b></p> 	<p><b>Combination Menu</b></p> 	<p><b>Marketing</b></p> 
<p><b>ILLIYOON</b></p> 	<p><b>Combination Menu</b></p> 	<p><b>Marketing</b></p> 

## Yoajung Collaborations

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### SEOUL / AB50

### Combination Menu

### Event Photo



### ZIGZAG

### Combination Menu

### Marketing

ZIGZAG



## Organic Media Exposure

YOAJUNG enjoys organic media exposure ( PPL X ) from various trendy programs (tv, youtube etc.) and K-pop star mentions

### Na Rae Sik Youtube



Celebrity : Park Na Rae, NCT 127 Doyoung, Jungwoo ([Link](#))

### Han Ye Seul Youtube



([Link](#))

### Anh Yu Jin



([Link](#))

### Culinary TV Program



Celebrity : Son Sukku ([Link](#)) (3:00~)

Chef from Culinary Wars  
(Netflix TV Program)

## Organic Media Exposure

YOAJUNG is enjoyed by various celebrities in Korea, that becomes viral among their fans.

### New Jeans - Minji



### RIIZE - Sungchan



### Black Pink - Jisoo



### Aespa - Winter



### Girls Generation - Taeyeon

한국경제 PICK · 1주 전 · 네이버뉴스

"밥 대신 하루 두 번씩 먹었어요"...태연도 아쉬워한 '벌집꿀 대란' [이슈...

태연은 "요아정에 꽃혔다"며 "블루베리, 초코링 등을 추가해 먹는다"고 설명했다. 이어 "벌집꿀 토퍼는 자주 품질 상태라 다음 시즌을 노려야 할 것 같다"며 아쉬움을 드러냈다. 올해 여름계부터 요거트아이스크림이 선풍적인 인기를 끌고 있는 가운데, 대...



## Why Yoajung ?

**Yoajung's strong brand Identity, high customer loyalty and on-trend dessert launch has made Yoajung the #1 Dessert Brand in Korea.**

### Strong Brand Identity

YOAJUNG has become a term and acronym for many trends



YOAJUNG is a key collaboration partner for top brands in various sectors

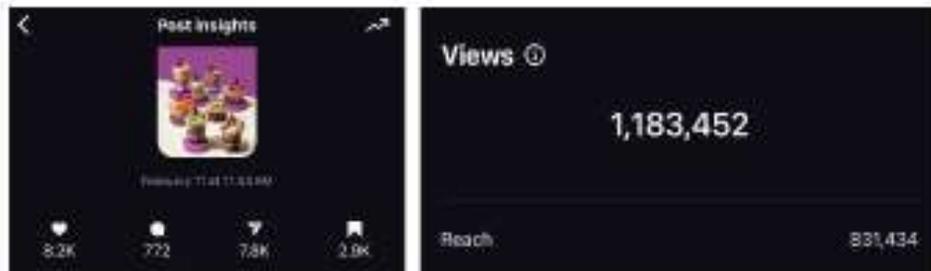
- GS25 Yoajung Parfait
- 200,000 Sold in 1 Week
- Highest ice cream sales record
- 100 million KRW / daily



### Strong customer loyalty

About 20% of the customers  
Consume Yoajung more than twice a month  
(Baemin Report)

Active Social Media Interaction  
\*Viral Posts and Reels



# End of Document

Yogurt Ice Cream Brand 'YOAJUNG'