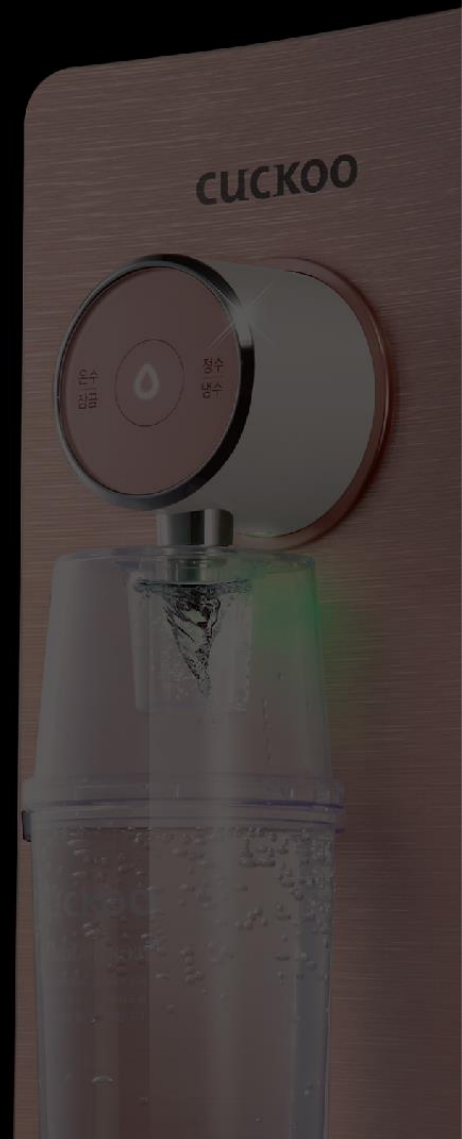
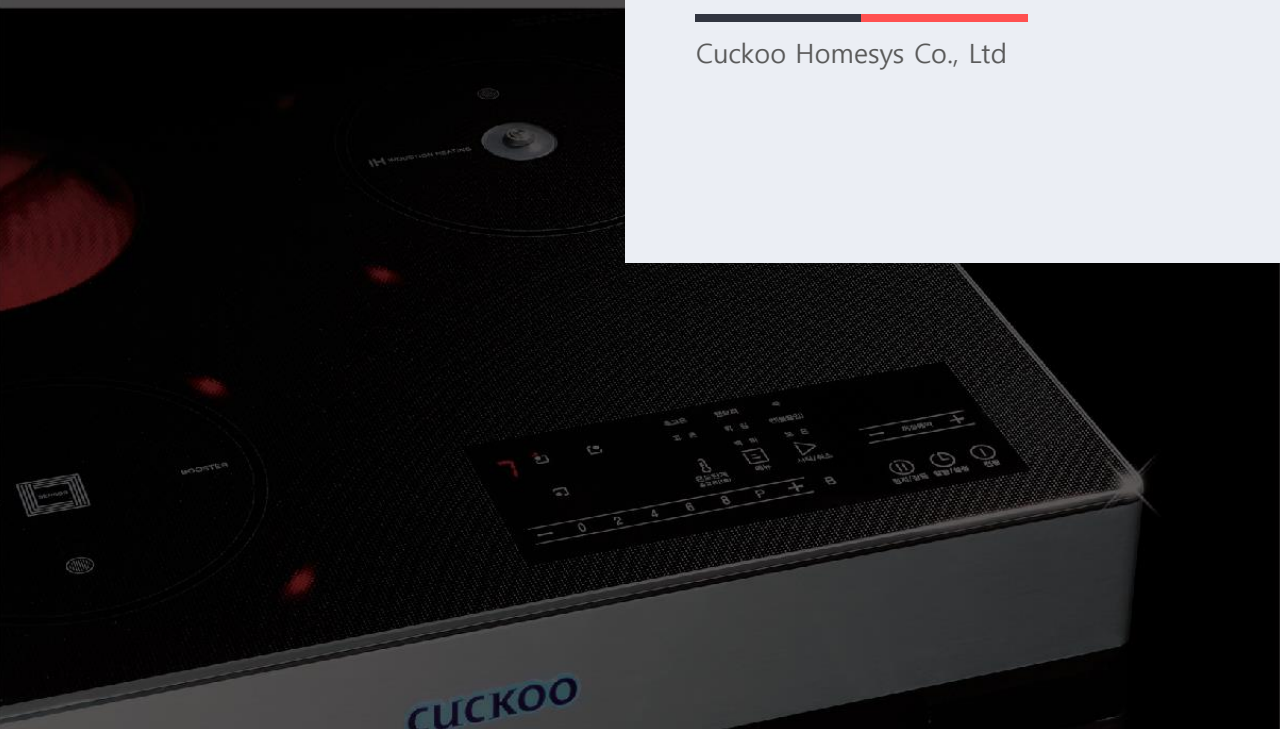




# *CUCKOO HOMESYS COMPANY INTROD.*

Cuckoo Homesys Co., Ltd

CUCKOO



# 1. COMPANY INTRODUCTION

CUCKOO



**Cuckoo Headquarter in KOREA**

[www.cuckooworld.com](http://www.cuckooworld.com)



## ■ Shiheung Plant Shiheung City 2017

- Production / Management
- R&D / QC / Sales / Procurement

### ① Production Capacity

- 68,000 units / Month (WP)
- 112,000 units / Month (AC)

### ② Production Line

- 6 Production Line  
(Operating 4 lines currently)
- The number of Employee : 291 pax
- Average Age of Employee : 37

### ③ Plant Area

- 16,389 m<sup>2</sup>

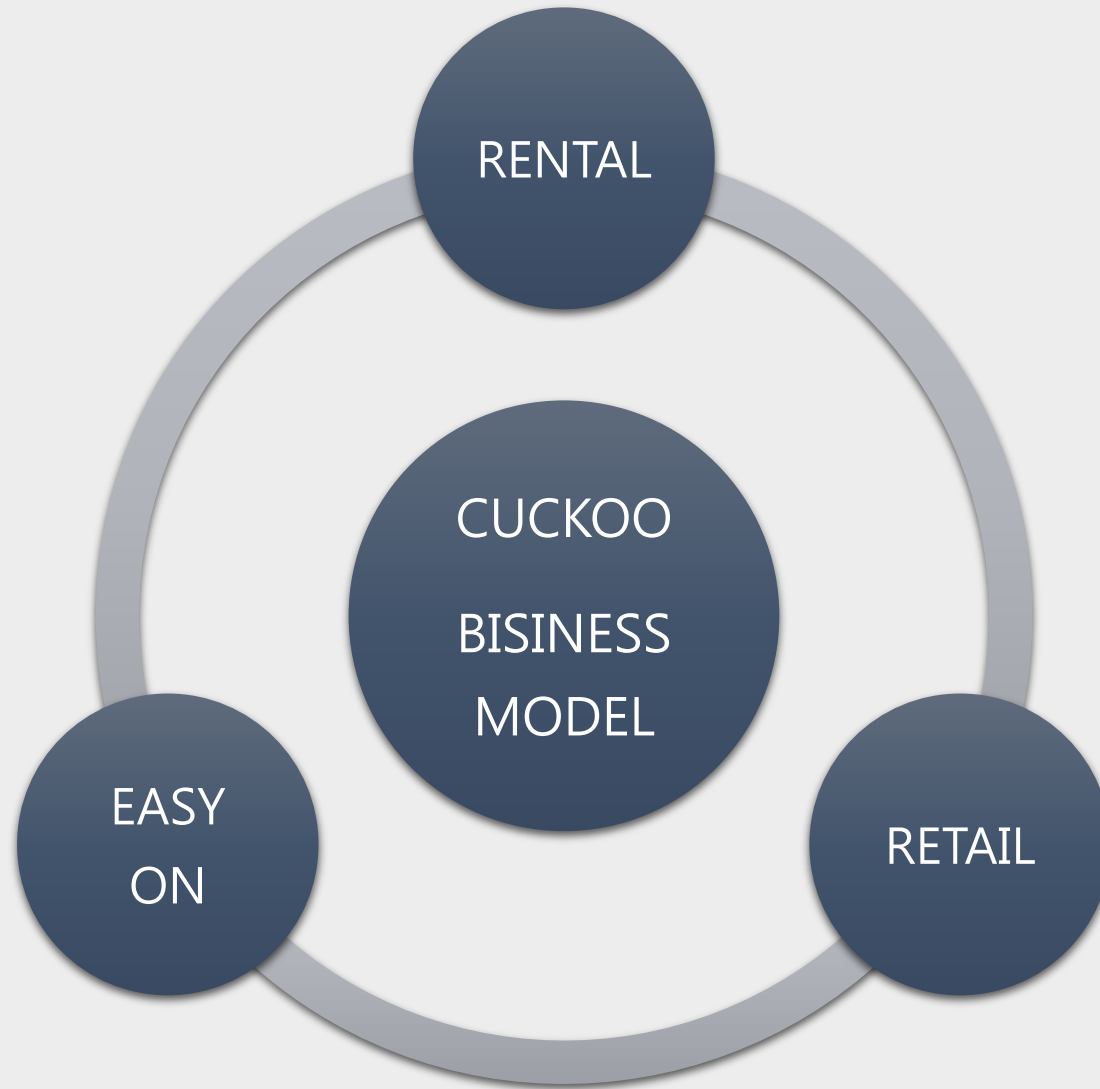
## 2. GLOBAL CUCKOO



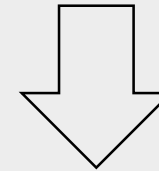
Overseas Branch			
China	Malaysia	USA	Singapore
Brunei	Indonesia	India	Vietnam

Global Partners			
Hong Kong	Canada	Australia	Austria
Germany	England	Russia	France
Spain	Italy	Netherlands	Japan
Taiwan	Brazil	Argentina	UAE
Mexico	New Zealand	Laos	Bangladesh
Philippines	Thailand		

- ✓ **HQ IN SOUTH KOREA**
- ✓ **OVERSEAS BRANCHES 8 Nations Wide**
- ✓ **OVER 30 NATION, 100 DISTRIBUTORS**



PRODUCT  
PAYMENT  
WILLINGNESS TO PURCHASE  
COLLECTION  
Etc



**IDEAL BUSINESS MODEL FOR MARKET**

### RENTAL SERVICE?

#### PROVIDING 60MONTH PRODUCT RENTAL CONTRACT

For countries with

**Low Collection Risk**

**High Penetration Rate of Credit Card**

**High Competency in the Market**

**Fast-Changing Customer Behavior**

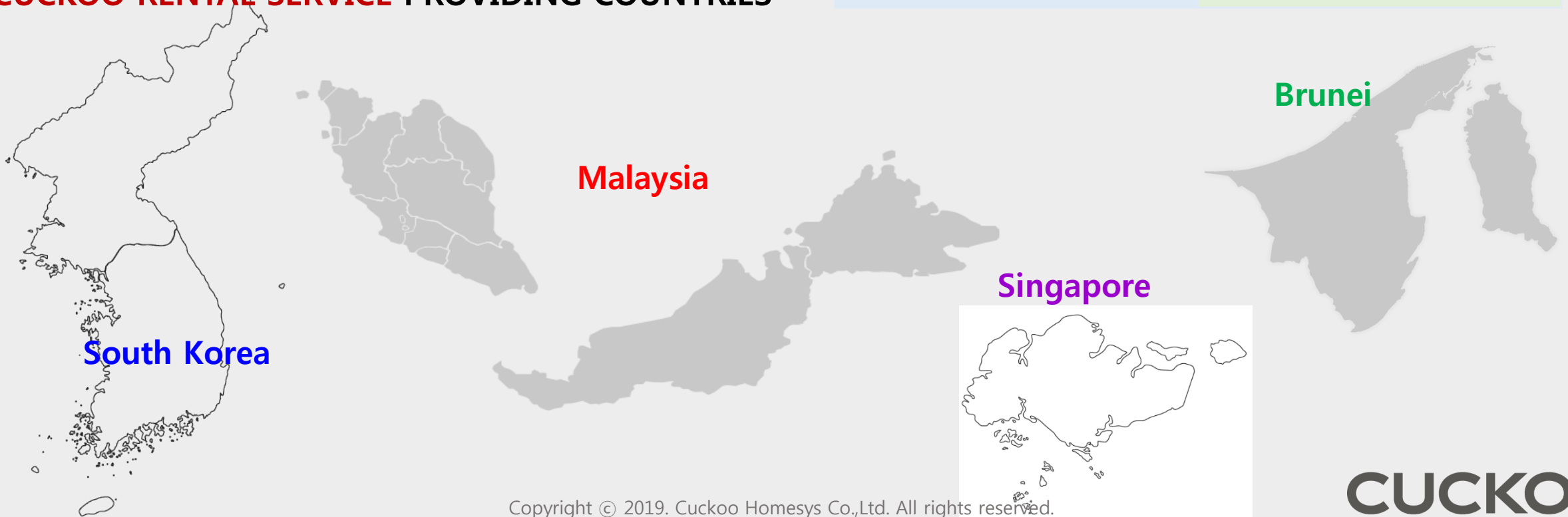
#### FOR COMPANY

- Sales Improvement
- Customer Accounts Mgt
- Customer Efficient Marketing Method
- Profit Maximization

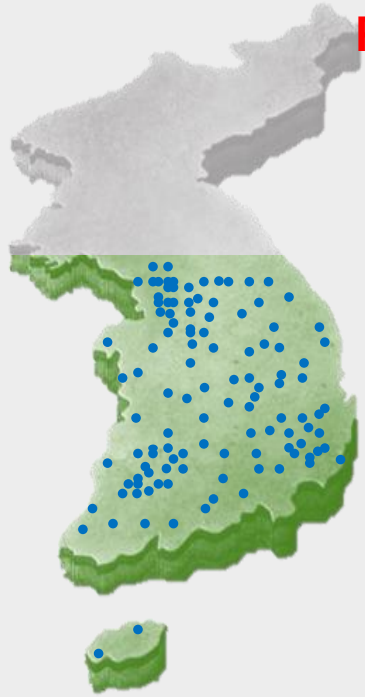
#### FOR CONSUMER

- Free maintenance service
- Better access to highly priced product

#### CUCKOO RENTAL SERVICE PROVIDING COUNTRIES







### Rental Business Status in Korea

**1.8M** Accumulated Accounts

**30K** New Accounts Monthly

**400K** New Accounts Yearly

**158** branches

**2,500** Natural Doctors & Managers & Executives

**40%** sales of the Rental Product Category

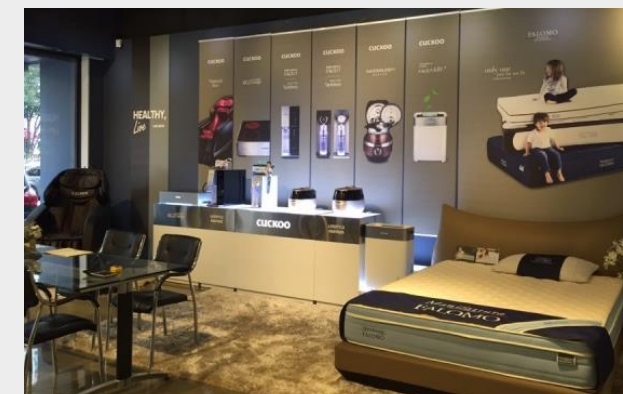
A Cuckoo water purifier is sold **Every Minute**

Every Minute

**40%** Sales

**2nd Biggest** Market Share in Domestic Water purifier market

**2nd Biggest**



## 4-3. MALAYSIA RENTAL BUSINESS

CUCKOO

### Rental Business Status in Malaysia

**More than 500K** Accumulated Accounts (Since 2015)

**30K** New Accounts Monthly

**400K** New Accounts Yearly

**430** branches

**71,000** Natural Doctors & Managers & Executives

**85% Brand-Awareness**  
in Malaysian market

**85%**  
AWARE-  
NESS

**500,000 Accounts**  
reached only in 4 years

**500,000**  
Account

**600% Growth** in 2016  
**190% Growth** in 2017

**600%**  
Growth

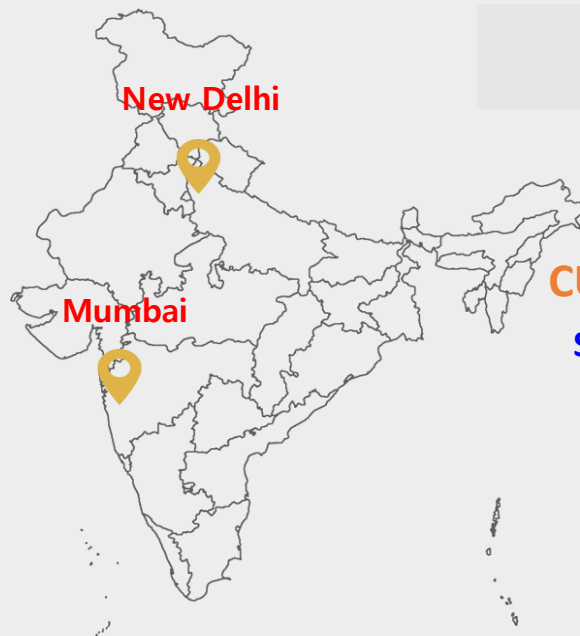


### EASYON SERVICE?

#### PROVIDING 36MONTH MAINTENANCE CONTRACT

For countries with

- High Collection Risk
- Low Penetration Rate of Credit Card
- Low Brand Awareness
- Low Awareness of Water Purifier
- High Price Product
- High Resistance on Willingness to purchase



#### CUCKOO INDIA

Started DEC 2018..

1,000 Monthly Sales Inquiries

86 Stores

70 Natural Doctors & Managers & Executives

#### FOR COMPANY

- Minimize collection risk (Registration Fee)
- Sales Improvement
- Customer Accounts Mgt
- Earlier BEP

#### FOR CONSUMER

- Free maintenance service
- Use premium quality product for reasonable monthly payment



#### CUCKOO VIETNAM

180,000 Total Sales

1,350 Stores

30 Sales Professionals





**siliconindia**  
PUBLISHED FROM BANGALORE  
WATER PURIFIER SPECIAL  
DECEMBER 05, 2018

**CUCKOO APPLIANCES**  
Offering a Range of Water Purifiers Suited to Varied Customer Needs

Satyajit Kumar Arun, Managing Director

**Water Purifier COMPANIES - 2018**

**Cuckoo Appliances: Offering a range of Water Purifiers suited to varied customer needs**

**Genuine Water Purifiers**  
The company offers a wide range of suitable water purifiers such as Drink Fresh (NANO positive filter with a stainless design), Dual Oasis (detachable dual facets for easy cleaning, UV sterilization system for storage tank and coconut-based Carbon filter for fresh & delicious water), Fusion Top (7-stage filtration process dispensing hot & cold water for home), and Fusion Stand (designed for work places).  
"Cuckoo is the only brand that maintains purity right from its initial storage tanks to finest by special patented sterilization features," says Satyajit Kumar Arun, Managing Director, Cuckoo India. All these products come with one-year manufacturer warranty with great after-sales service including periodic filter replacement, taking change (on annual basis), digital sterilization (for sterilizing facet without using any chemicals) and 15-point checkup at the customers' door step.

**The Arrival**  
Cuckoo is a leading South Korean brand for kitchen and home appliances and is the best seller since the past 18 years with 74 percent market share in rice cooker category in South Korea. With its presence across 32 countries, the company has launched water purifiers for India in March 2018. Cuckoo has two manufacturing plants in South Korea with 12 production lines and one million production capacity (water & air purifier) per year. These manufacturing units adhere to quality control in IQC, LQC and OQC mode of ISO 2859-1 standard. All Cuckoo manufacturing plants have the prestigious NSF-42 Safety Standard, which otherwise is quite hard to match up to.

Even though the company is quite new to the Indian Water Purifier Market, Cuckoo is focusing on customer needs and providing smart & healthy solutions for drinking water according to the type of water (ground or primary-treated) houses are getting.

This is where Cuckoo Appliances Pvt. Ltd. separates itself from the competition by creating awareness & educating the public on the right water purifying method they should employ, and offering water purifiers with NANO technology for urban areas getting municipally-treated water with TDS levels (Total Dissolved Solids levels) below 500. Cuckoo's patented NANO Positive filter removes zero water wastage while eliminating harmful bacteria, viruses and heavy metals, while retaining all the good minerals to ensure of properly pH-balanced alkaline water for healthy living.

Along with NANO, for places getting ground water, Cuckoo has RO water purifiers with the patented Natural Plus filter which not only purify water but also dispense water that has all the essential minerals and a healthy pH-balance making it mild-alkaline water.



## 6. UNITED STATES BUSINESS

CUCKOO

COMING SOON IN **MAY, 2019**

※ STARTING **RENTAL BUSINESS** IN  
More than **10 Major States**  
**6** Brand Shops  
**60** Sales Professionals  
**Specialized in Commercial and Residential Units**  
**150,000 Accounts** expected in 5 years  
**180,000 Units sold** expected in 5 years

OUTRIGHT SALES (Current)

More than **20** major distribution channels  
Sold around **20,000** units a year  
**100%** Growth rate



**Distribution Channels**

amazon



WILLIAMS  
SONOMA

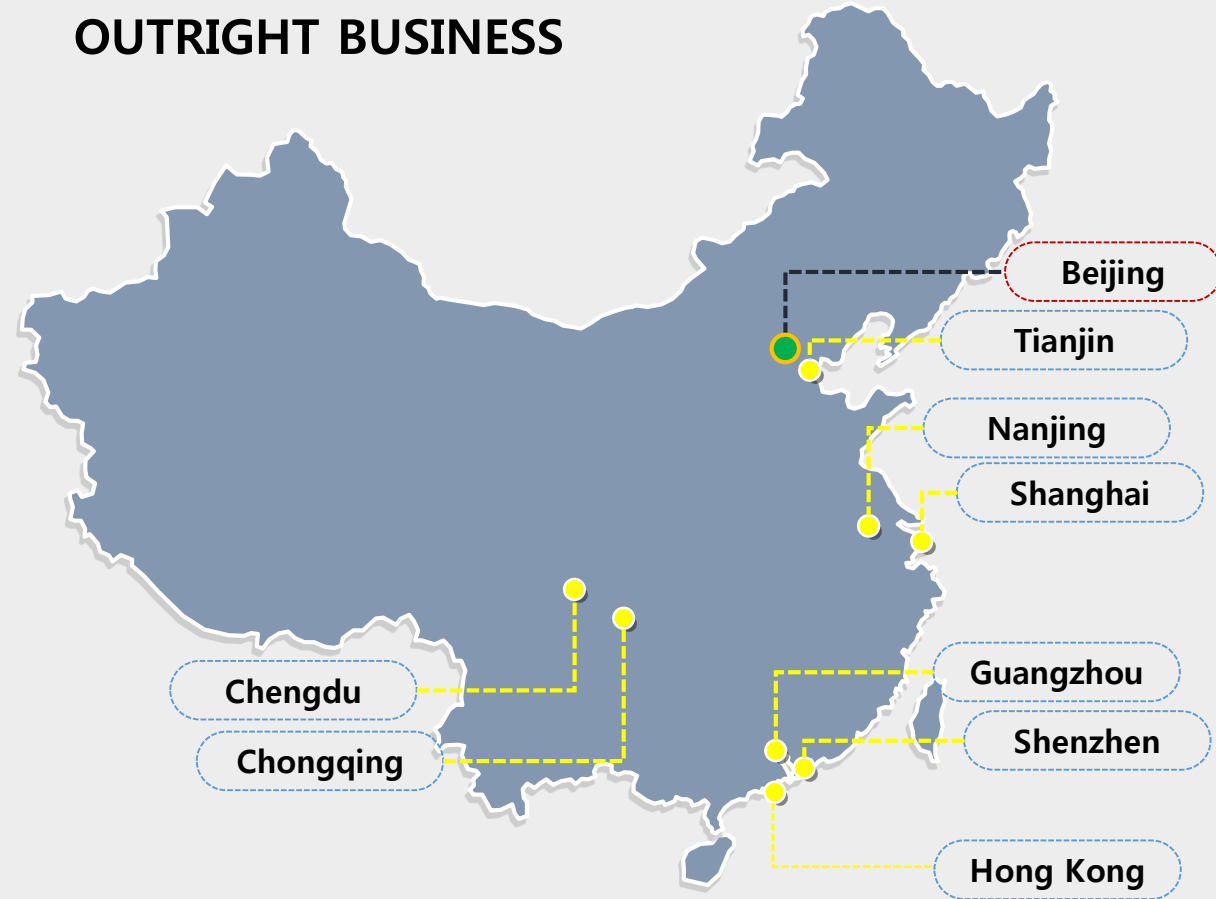
CUCKOO



## 7-1. OTHER COUNTRIES (CHINA, HONG KONG, THAILAND ETC..)

CUCKOO

### OUTRIGHT BUSINESS

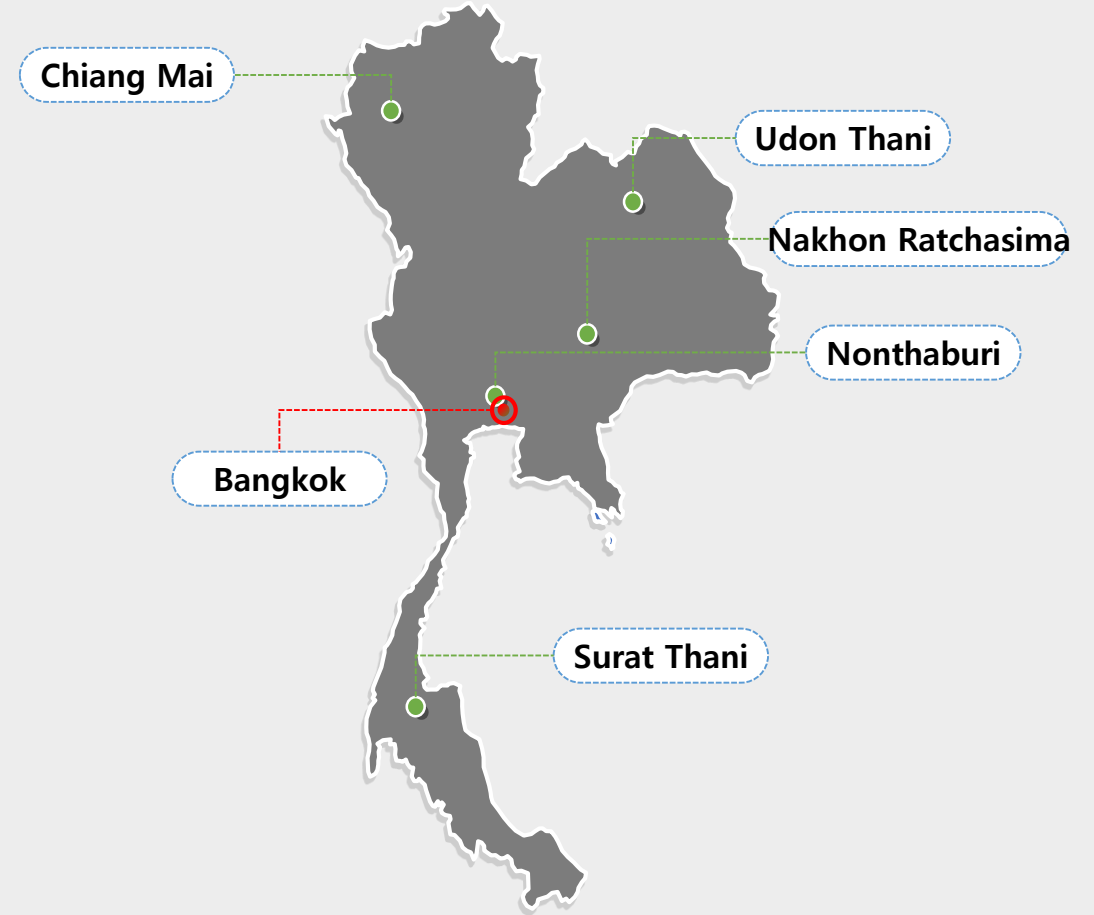


### China and Hong Kong

Covers entire Chinese and HK Territory

**20,000** units sold a month

**250,000** units sold a year



### Thailand

Started in **June 2018**

**102** Stores

**100** Units sold a month

CUCKOO







Premium Eco Life

**CUCKOO HOMESYS CO., LTD**  
**HEADQUARTER OFFICE AND FACTORY**

349, Emtibeuibuk-ro, Siheung-si,  
 Gyeonggi-do, Korea 15117

TEL (82) 32 457-9041 FAX (82)457-9181

Overseas Sales Team\_Email [overseas@cuckoo.co.kr](mailto:overseas@cuckoo.co.kr)

**CUCKOO**

Natural & Clean



Fresh & Stylish



Innovative style

