



## PCC Corporation

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### Company Overview

We produce natural cosmetics (200 kinds) made of Korean cactus grown directly in a natural condition without using any organic or inorganic fertilizers and pesticides at a clean farm located in Cheongoksan (1,256m above sea level) in Pyeongchang, Gangwon-do. We are a farming association that manufactures and exports health foods.

Health food and cosmetics manufacturing and exporting company that uses Korean cactus extracts and pine needle extracts

### History

**2016. 08** Established company

**2016. 10** Completed directly managed Korean cactus (eastern prickly pear) farm

**2017. 04** Released health functional food (Rapha Peri Alpha)

**2018. 02** Released cosmetics product (Rapha Peri Korean Cactus Natural Moisture Mask)

**2019. 04** Released Korean cactus soap, powder, and beverage

### Performance

#### 1. Export performance (95% exports, 5% domestic sales)

**2017** Exported USD 25,671 to 4 countries including USA

**2018** Exported USD 225,382 to 17 countries including USA

**2019** Exported USD 930,561 to 27 countries in Europe, Southeast Asia, and more

**2020** Export target USD 2.5M

**2024** Export target USD 10M

#### 2. Establishing the foundation for entering the global market

- Expansion of export products from current 5 products to 10 or more
- Diversification of export countries to 56 countries, including in Africa and South America, by 2024
- Entering the global market with specialized plant-based bio products from Korea
- Overseas certification to eliminate non-tariff barriers