



World Best Healthcare Partner



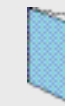
The moment you experience CERAGEM,
a healthy life begins.

A place where happy dreams begin,
Where the promise of a healthy life starts,
You will find comfort through the technology of CERAGEM,
The moment you experience CERAGEM, a healthy life begins.

CERAGEM

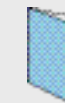


Contents



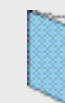
about CERAGEM

Company Introduction	08
A Word from the CEO	10
Management Philosophy & Vision	12
CERAGEM History	16
"Blue Ocean" Management	20
R&D Management	22
Brand Management	24
Social Contributions	26
Awards	28
Global Network	30
Corporate Organization&Performance	32
Strategic Goals for 2011	34



CERAGEM Product

Product Overview	38
Product Principles	40
Product Key Functions	42
Product Features	44
Product Introduction	46
Certifications	54
Quality Management	56
Lineup	58



CERAGEM Marketing

Unlimited-Free-Trial Marketing	62
CERAGEM Center	66
Center Structure	70
Press	72
Contact Us	76

CERAGEM

The CERAGEM mark was revised and trademarked in 2004 to convey CERAGEM's vision and goal of becoming a Global Total Healthcare Company.

The Bold Italics font of the trademark symbolizes CERAGEM's passion to become a global company and embodies the management motto : Challenge, Change, and Innovate. The bold color tone of the CERAGEM Blue (Pantone 2728 CVC) trademark symbolizes our pursuit of health for all and our dedication to Love, Service, and Kindness to our customers.



World Best Healthcare Partner _ CERAGEM

Where a healthy life for the world begins,
CERAGEM is there.

01

about CERAGEM

- Company Introduction
- A Word from the CEO
- Management Philosophy & Vision
- CERAGEM History
- "Blue Ocean" Management
- R&D Management
- Brand Management
- Social Contributions
- Awards
- Global Network
- Corporate Organization & Performance
- Strategic Goals for 2011



A Global Total Healthcare Company that's trusted throughout the world



World Best Healthcare Partner™ **CERAGEM**

Since being established in 1998, CERAGEM has worked tirelessly to lead the world in promoting a healthy lifestyle through reliable products, excellent customer service, and continuous product innovation.

As a result of our dedication, CERAGEM is now successfully serving over 60 countries including the U.S., China, and various countries across Europe and is the industry leader with top market-share in the thermal massager industry. At this rate, CERAGEM envisions to grow into over 150 countries and hit a sales volume of over \$2.7 billion by 2011.

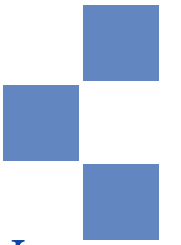
CERAGEM understands that the continuous support of customers is the key to our current success and will continue to provide the very best customer service.

The 21st century is an era of healthy lifestyle. In order to address the current issues, we focus our philosophy towards good health for all.

CERAGEM will continue to improve our product and customer service, firmly establishing CERAGEM as the centerpiece of healthy lifestyles.

Join us in making this world...a healthier world.

Company : CERAGEM Co., Ltd.
Established : September 1, 1998
Chairman : Hwanseong, Lee
The Head Office : 177-14, Osaekdang-ri, Seonggeo-eup, Cheonan-si,
Chungcheongnam-do, KOREA , 330-831
Tel : 82-41-523-2550 / Fax : 82-41-522-4521
Homepage : www.ceragem.net
Type of Business : Manufacturing & Distribution
Main Product : Thermal Massagers



Ushering in a healthy and happy lifestyle through challenge and innovation

Society's primary concern in the 21st century is to improve their health.
A healthy life will lead to a happy life.

CERAGEM has created the thermal massager and has brought good health to customers for the past 10 years. With our company motto of Love, Service, and Kindness, we focus our R&D toward the concerns of our customers and offer an unlimited-free-trial. CERAGEM is the industry leader in Korea and we currently serve over 60 countries, becoming the world leader of thermal massagers.

We have developed a product of unparalleled quality through innovative technology have been recognized worldwide, garnering many international certifications such as FDA, CE, UL, and TUV.

CERAGEM is a visionary company that will continue to pursue a healthy world.

CERAGEM's success can be attributed to the ideology of challenging ourselves to innovate. But moreover, it is the overwhelming support of our customers that push us to grow. CERAGEM firmly believes that it is the customers who dictate the essence of a company, from beginning to end. Therefore, with our customers, we achieve health and happiness for them, above and beyond technology, products, and marketing. We will fulfill our vision of a healthier and happier world through our products.

Our current goal is to serve 150 countries by the year 2011. Our ambitious global expansion symbolizes the passion of bringing a healthy lifestyle to everyone throughout the world. CERAGEM will relentlessly push to develop new technologies and blend it with unique marketing to achieve our goals.

CERAGEM will continue to offer top quality products through constant research and further improve customer satisfaction through quality services.

As a global company, CERAGEM will strive to become the world's best healthcare partner and will demonstrate our prominence by promoting a healthy lifestyle to the world.

It is you, the customer, who has made CERAGEM what it is today. CERAGEM will always remember your love and trust. In return, the reward of a healthy and happy future will be shared by us all. Thank you.

CEO, CERAGEM Hwan-Sung Lee



{Pursuing a bigger and better future }



By providing free-trials at our centers, CERAGEM sincerely wishes happiness for all. CERAGEM will continue to offer the finest products and services for a healthy lifestyle, capturing the hearts of our customers.

CERAGEM will grow as the world's best healthcare partner and a company that leads a global healthy lifestyle, building a bigger and better future for all.



Management Philosophy & Vision

The synergy between CERAGEM's philosophy and vision is the driving force behind the excellence in management and innovation.

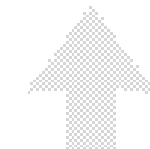
Philosophy

Leading a Global Healthy Lifestyle



Vision

World Best Healthcare Partner™



Mission

Social Development

Respect each country's culture, value, and spirit while contributing to local social development.

Top Quality Product

Provide the best quality products for customers' to achieve a healthy lifestyle.

Customer Satisfaction

Provide the best customer service through the spirit of Love, Service, and Kindness.



Leading a Global Healthy Lifestyle.

| CERAGEM Philosophy |

Based on the spirit of Love, Service, and Kindness, CERAGEM's unlimited-free-trial marketing strategy has been successful in various parts of the world. We believe that we are growing into a company that leads a global healthy lifestyle for a better world through our unlimited-free-trial marketing strategy.

- CERAGEM's goal of leading a global healthy lifestyle to improve the quality of people's lives is a part of our company's social responsibility and is our management attitude.
- CERAGEM philosophy is defined through the saying, "personal health impacts family, community, and country."
- CERAGEM's people-centered marketing is globally popular and has created the "CERAGEM Health" phenomenon. We continue to strive to achieve our ultimate goal of leading a global healthy lifestyle for the world.

World Best Healthcare Partner

| CERAGEM Vision |

CERAGEM's vision reflects its passion of becoming a trustworthy partner for the customers as they pursue a healthy lifestyle. CERAGEM's relentless pursuit of technological development and customer-focused philosophy will fuel CERAGEM to become a world leader in healthcare.

- CERAGEM's ultimate goal is to become the world's best healthcare partner.
- "Healthcare Partner" embodies CERAGEM's vision of a better health for all.
- "World Best Healthcare Partner" embodies CERAGEM's confidence in its products and its goal of providing a healthy and happy lifestyle.



A small step with a dream, another step with a belief...

Since our first step of introducing the Thermal Massager, we have tirelessly challenged ourselves to achieve a healthy, disease-free world. The introduction of the world's first Automatic Thermal Massager, the CERAGEM Master, with its unique unlimited-free-trial marketing strategy, has solidified CERAGEM's global presence and will continue to strive to be the world's best healthcare partner.

98

- CERAGEM Co., Ltd. established
- World's first Automatic Thermal Massager
- Production plant established in Incheon

99

- Penetrated first overseas market (U.S. corporation)
- Selected as the official sponsor of the 109th IOC Assembly
- Selected as a quality assurance firm by KETI (Korea Electric Testing Institute)

00

- Certified as a venture company
- Certified with ISO 9002
- Achieved export sales of \$1 million

01

- Selected as the official sponsor of KOC(Korea Olympic Committee)(~2004)
- Official sponsor of Korean Traditional Wrestling (~2003)
- CERAGEM Research Institute established
- Launched global best selling Automatic Thermal Massager, CGM-M3500 Model
- Established first overseas plant (Yanji, China)
- Obtained U.S. invention patent
- Obtained GD(Good Design) mark
- Obtained UL mark
- Obtained Australian DFT certification and C-Tick mark
- Obtained ISO9001:1994 certification
- Achieved export sales of \$5 million

02

- Jade production plant established (China)
- Certified as a world-class product by MOCIE (Ministry of Commerce, Industry, and Energy)
- Certified by Europe's CE and Japan's PSE
- Achieved export sales of \$10 million

03

1998-2000

CERAGEM, taking the first step.

In 1998, CERAGEM Co., Ltd. was established with the hope of creating a healthier world. Thus, we created the world's first automatic thermal massager, the CERAGEM Master. Subsequently, CERAGEM founded the U.S. Corporation to initiate its overseas marketing and provide better health to more people all around the world.

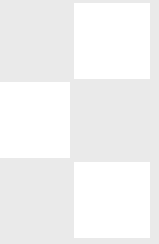


2001-2002

The 21st Century, the "Dream Era" begins.

At the start of the 21st century, CERAGEM ushered in the new millennium with a strong belief and passion for better health. As a result, CERAGEM was certified as a venture company in 2000 and achieved export sales of \$1 million. In 2001, CERAGEM established its first overseas production plant in China. CERAGEM continues to acquire various invention patents and trademarks from the U.S. and has been recognized for its technological developments throughout the world.





CERAGEM's passion and determination will continue.

03

- Expansion and relocation of Korean production plant (Cheonan)
- Obtained ISO 9001 : 2000, ISO 13485 : 2003
- Obtained Canadian Medical Device License
- Obtained Saudi Arabian SASO certification
- Obtained Mexican NOM certification
- Obtained German TUV GS mark

04

- Established second Chinese production plant (Tianjin)
- Obtained U.S. FDA 510(k) Class II certification
- Achieved export sales of \$20 million

05

- 1st Worldwide CERAGEM Business Management Conference held in U.S.
- 2nd Worldwide CERAGEM Business Management Conference held in Thailand.
- Launched portable thermal massager, CGM-P390 Model.
- Achieved export sales of \$50 million

06

- CERAGEM Group and future strategy established
- Hosted 1st CAMP (CERAGEM Advanced Management Program)
- Established Third Chinese production plant (Yanji)
- Obtained European CE/MDD certification
- Launched CERAGEM-RL1 Model
- Launched CERAGEM-RH1 Model
- Korean home-shopping business began

07

- Announcement of CERAGEM Vision : World Best Healthcare Partner
- 3rd Worldwide CERAGEM Business Management Conference held in Philippines.
- Hosted 2nd CAMP
- Hosted 2007 CERAGEM Global Seminar (Europe & CIS, Asia & Africa)

08

- Global market leader in thermal massagers.
- 4th Worldwide CERAGEM Business Management Conference held in China.
- Serving over 60 countries, operating over 2,400 distribution centers
- Hosted 2008 CERAGEM Global Seminar (Europe & CIS, Asia & Africa)

2003-2005

Rising as a global company.

As a leading company of new healthcare, CERAGEM has successfully established itself in over 40 countries including the U.S., China, and various countries in Europe to positioning itself as the leader in the thermal massager market. Our export sales continue to grow dramatically each year and CERAGEM became the first in the thermal massager industry to achieve \$50 million in sales in 2005, truly becoming a global powerhouse.



2006~

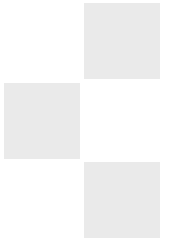
CERAGEM's future is with you!

CERAGEM is realizing its dream by being the top brand name in thermal massagers in the world, serving over 60 countries. We are a company that is a focal point in 21st century healthcare. CERAGEM encourages you to watch us grow and change. CERAGEM's future is with you.



"BLUE OCEAN" Management

The 21st century's arena
of business competition is
the world itself!



CERAGEM believes that a company must create a competition-free market through developing innovative business ideas to grow exponentially. The "Blue Ocean" marketing strategy is a concept that pursues both differentiation and low cost to provide better value to the customers. Rather than entering a pre-existing market, we've created a new market through unique and outstanding products tied in with innovative customer service. This is CERAGEM's strategy that will succeed because of innovation, not competition.

As such, the "Blue Ocean" management strategy of product development, aggressive market development, and differentiated customer service will help CERAGEM grow steadily into a Global Total Healthcare Company.

A revolutionary business through innovative products

In 1998, CERAGEM developed an automatic thermal massager, using a never-before-used alternative medical science, to create a product that would set a new trend in healthcare.

Since then, CERAGEM has grown into a leading healthcare brand in Korea and is recognized for its revolutionary business endeavor.

Aiming for overseas markets with limitless possibilities

People were skeptical about the export of a product that was based on traditional Korean principles of moxibustion, finger pressure, and massage. However, CERAGEM saw the limitless possibilities of the global market and boldly decided to take the product overseas. The first target was the U.S., the center of western culture and the epitome of western medical science. CERAGEM was very well received in the U.S. market successfully introducing a new product in healthcare, the automatic thermal massager. Based on the success of the U.S. market, CERAGEM launched an intensive global marketing strategy. Our bold venture has allowed us to become a Global Total Healthcare Company, serving over 60 countries.

Customer-oriented, differentiated service

From the beginning, CERAGEM utilized a customer-oriented marketing strategy that provided unlimited-free-trials to customers so that they could use and understand our product before considering the purchase of our product. Although "unlimited-free-trial" is considered to be business taboo, CERAGEM boldly introduced this unique marketing strategy, resulting in many success stories.

Our unique marketing strategy is now utilized by all CERAGEM Centers throughout the world. CERAGEM's idea of "unlimited-free-trial" stems from our confidence in our product's quality and our innovative belief in "satisfying customers first, sales will follow."

This unique marketing concept has received a great response throughout the world.

Through various positive experiences in product quality and effectiveness, customers eventually purchase the CERAGEM Thermal Massager, thus benefiting both the customer and the company.

R&D Management

Becoming the world market leader through global R&D network



CERAGEM understands that it must have independent technological development that exceeds the competition to realize its “Blue Ocean” marketing strategy. Therefore, CERAGEM focuses its efforts to R&D to stand above the competitors and create an uncharted market.

Customer-oriented R&D

A product must provide a value that is differentiated from other products to genuinely create product demand and improve customer satisfaction. Therefore, R&D must focus not only on technological development of products, but must also be customer-oriented. The birth of the world's first Automatic Thermal Massager is the direct result of customer-oriented R&D and we're always striving to improve product quality and safety. CERAGEM's customer-oriented R&D is made possible through feedback received from many customers in various research locations throughout the world. CERAGEM now oversees 2,400 CERAGEM Centers in 60 countries, with daily visitors of more than 600,000 people, enjoying free-trials.

Our CERAGEM Centers promote free-trials which result in unique customer experiences which are analyzed in various ways gauge customer satisfaction. Based on the data obtained, CERAGEM's R&D, Sales&Marketing, Production, and other departments work together to develop the features, the style, and quality that customers look for.

Global R&D

R&D globalization means localizing our company's R&D efforts overseas. CERAGEM currently operates a R&D center in China that is directly linked to the main R&D center and to the 4 production facilities in Korea which allows us to immediately utilize and implement research results from the Chinese R&D center. CERAGEM's overseas corporations are given the flexibility of developing their own R&D so that they can tailor to their respective customers and markets. This enables the overseas corporations to conduct and implement their own product and marketing strategies. In addition to the facility in China, CERAGEM is currently working to establish R&D centers and production facilities to support our overseas corporations further establishing itself as a global leader through its global R&D network.

A brand that creates a happy future



Since 1998, CERAGEM has quickly become the market leader in just 2 years. Our management's focus of branding our company name has allowed CERAGEM to become the leading healthcare brand, exporting to over 60 countries.

The reason for this amazing growth is the brand-name management that was aggressively implemented from the very beginning.

First in product sales through a brand of health

During the startup period, CERAGEM faced the challenge of dealing with customer unfamiliarity of its main product, the Automatic Thermal Massager.

So rather than promoting its product, CERAGEM promoted its brand name of 'CERAGEM'. 'CERAGEM = Good Health'.

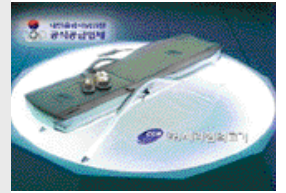
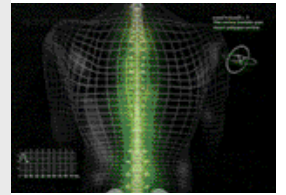
CERAGEM developed brand-name slogans that anchored its ideas on 'Good Health (Healthy)' such as 'Always There for Your Good Health', 'Center of a Healthy World', 'Healthcare Company for Your Happiness', 'World Best Healthcare Partner', and so on. We aggressively promoted these slogans through all media such as sports sponsorships to communicate a healthcare brand image to consumers. Through aggressive brand-name promotion, CERAGEM soon began to see significant increase in brand recognition. Although we didn't directly promote our product, CERAGEM was able to take over the thermal massager industry's product sales.

CERAGEM brand was now synonymous with healthcare and consumer interest in our Automatic Thermal Massagers continues to grow.

Growing as a global total healthcare company

Thanks to the power of our brand name, CERAGEM was able to successfully introduce various healthcare products such as our massagers and we continue to grow into a Global Total Healthcare Company.

CERAGEM is currently working hard to promote its healthcare brand of 'CERAGEM' in major countries overseas and is benchmarking the successes in the U.S. and China for future global market success.



Fully committed to a healthy society and the world

CERAGEM is a company that respects people and technology and also contributes to society. CERAGEM provides hope for all for better health. CERAGEM specifically focuses on the neglected of the world and helps them to have hope, realizing its goal of making the world a healthier place. CERAGEM promises that it will continue to share with local communities and grow with the world to become a global healthcare company.



Educational Programs

In the spirit of contributing to the improvement our society, CERAGEM has directed its efforts to provide means for children, the future of the world, to receive better education.

For example, the CERAGEM Hope Primary School in China was constructed under CERAGEM's support, and many children are receiving an education and are able to dream a better future. CERAGEM promises to continue its efforts to improve the quality of education for children all around the world.



Social Welfare Programs

CERAGEM upholds its company philosophy of "Love, Service and Kindness" by taking an active role in various communities by providing services and contributions to aid the disabled and elderly at welfare facilities. In addition, CERAGEM's overseas corporations participate in their own community services and activities while the Chinese corporation makes regular contributions to the Chinese Red Cross to help establish a local sanatorium. Supporting communities all around the world is just another step we take to achieve our goal of a healthy and happy world.



Sponsorship Programs

CERAGEM is a participant in various sports and national events, contributing to cultural and social developments. CERAGEM has been an official sponsor of the KOC(Korea Olympic Committee) and the Traditional Korean Wrestling(Ssi-Rum) for 3 years. CERAGEM also assisted the Foreigner Help Service Center with KNTO (Korea National Tourism Organization) during the 2002 Korea-Japan World Cup and sponsored Chinese calligraphy event as well as other various cultural events.



Healthy Lifestyle Programs

CERAGEM is continuously working to teach the importance of good health and provide channels for people to achieve it. In 2006, CERAGEM sponsored the Spinal Medical Seminar in China, while in 2005, CERAGEM was the sole sponsor of the "10,000 Mountaineers Climbing Contest" in Beijing, China.

CERAGEM also facilitates various health seminars by working with health experts, which is a reflection of our desire to become a healthcare company that puts the health of our customers first.



World-renowned technology! CERAGEM has been recognized as a world-class product.

In our pursuit of a healthy lifestyle and a happy society, CERAGEM obtained various achievements in the past 10 years on its way to becoming the top Korean Thermal Massager company. Many countries have already recognized CERAGEM's technology and innovation and we hope to become a truly reputable company known for its technological development and world-class products.



2000

- Export sales of \$1 million
- Received Merit Award for exports by MOCIE (Ministry of Commerce, Industry, and Energy)
- Given the Excellent Certification by Korea Management Association Quality Assurance
- Recognized for #1 Customer Satisfaction, Sports Chosun
- Selected as a "Popular Product" by 6 major newspapers - Hankook Ilbo, Kyunghyang Shinmun, Kukmin Ilbo, Segye Times, Munhwa Ilbo, Seoul Economics Daily

2001

- Awarded for reaching export sales of \$5 million
- Received the Korean Industry Merit Award (President)
- Given the Excellent Certification by Korea Management Association Quality Assurance
- Received Grand Prize in Marketing, Daily Sport
- Recognized for #1 Customer Satisfaction, Sports Chosun
- Recognized as a Popular Product, Hankyoreh
- Recognized as the Leading Korean Product, Sports Today
- Received Grand Prize in Marketing, Sports Chosun
- Received Grand Prize in Marketing, Seoul Economics Daily
- Selected as a Popular Product by 9 major newspapers - Hankook Ilbo, Kyunghyang Shinmun, Kukmin Ilbo, Segye Times, Munhwa Ilbo, Seoul Economics Daily, Sports Seoul, Sports Chosun, Daily Sports

2002

- Awarded for export sales of \$10 million
- Recognized as a World-Class Product, MOCIE (Ministry of Commerce, Industry, and Energy)
- Selected as the Power Brand, Sports Chosun
- Recognized as the Best Future Exporter, Seoul Economics Daily
- Recognized for Top Customer Satisfaction Management System, Korea Management Association Quality Assurance
- Received Customer Grand Prize, Korea Economics Daily
- Recognized for #1 Customer Satisfaction, Sports Chosun
- Given the Top Brand label, Segye Times
- Received Customer's Choice Award, Sports Chosun
- Received Grand Prize in Marketing, Seoul Economics Daily
- Selected as a Popular Product by 6 major newspapers - Hankook Ilbo, Kyunghyang Shinmun, Segye Times, Hankyoreh, Seoul Economics Daily, Daily Sports

2003

- Recognized as the Top Brand, Segye Times
- Recognized as a First-Class Brand, Seoul Economics Daily
- Recognized as a Human Brand, Kukmin Ilbo
- Recognized as a Long-Life Product, Kyunghyang Shinmun
- Recognized for #1 Customer Satisfaction, Sports Chosun
- Selected as a Popular Product by 4 major newspapers - Hankook Ilbo, Kyunghyang Shinmun, Hankyoreh, Money Today

2004

- Awarded for export sales of \$20 million
- Received Brand Management Award, MOCIE (Ministry of Commerce, Industry, and Energy)
- Voted Best Design, Hankook Ilbo
- Voted Popular Product, Hankook Ilbo, Kyunghyang Shinmun

2005

- Awarded for export sales of \$50 million
- Voted as Success Design Product, Korea Institute of Design Promotion

2006

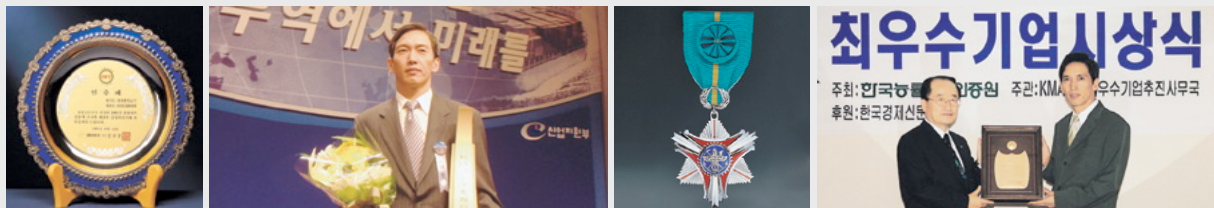
- Given the label Global Product, Global Standard Management System Awards
- Recognized as Leading Firm in Economic Growth, Hankook Ilbo
- Recognized for Excellent Service Quality, MOCIE (Ministry of Commerce, Industry, and Energy)

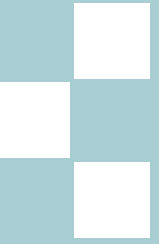
2007

- Voted Best New Product, Hankook Ilbo

2008

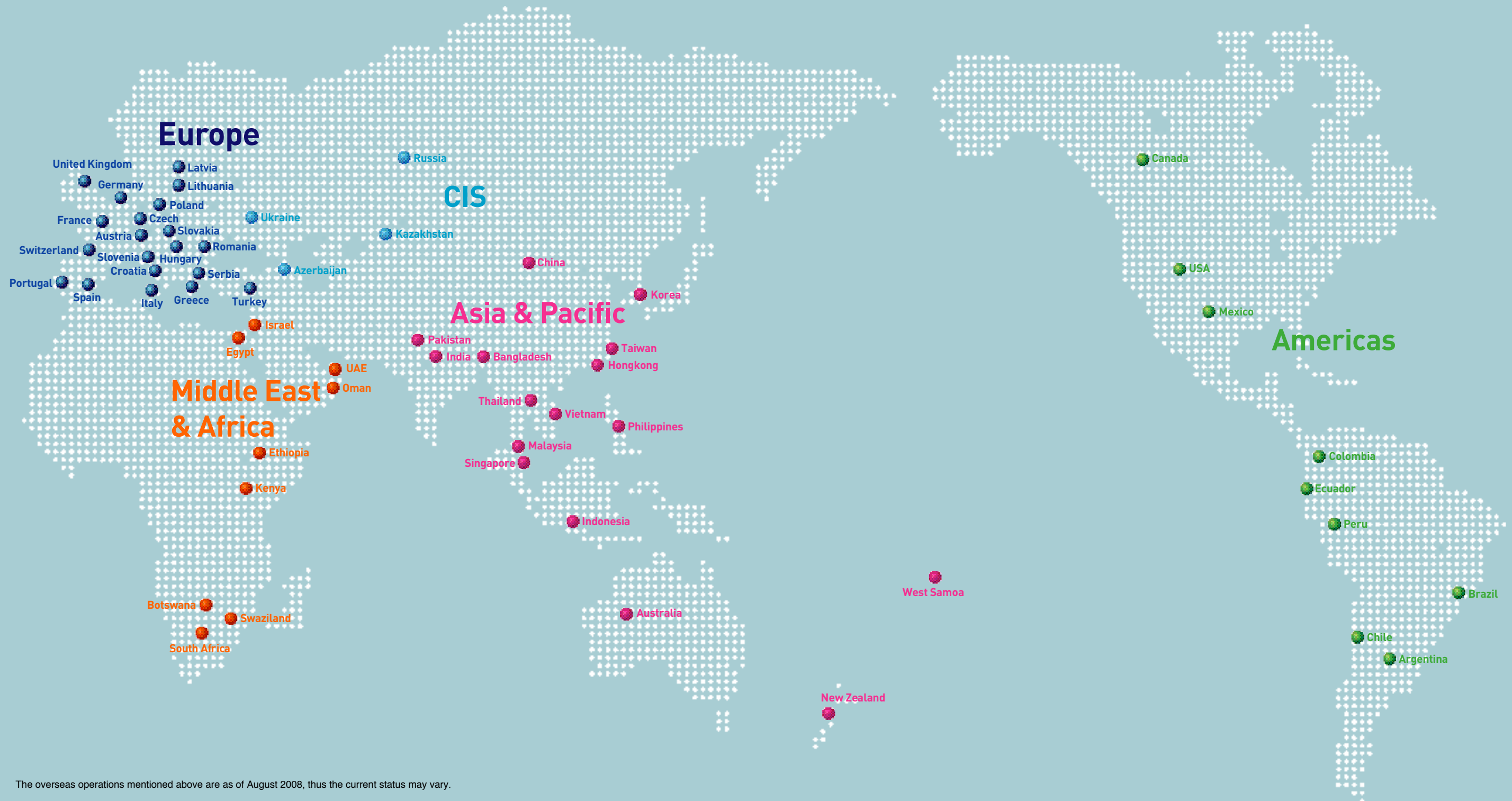
- Awarded for export sales of \$70 million
- Recognized for Excellent Service Quality, MOCIE (Ministry of Commerce, Industry, and Energy)





The spirit of CERAGEM will spread further into the world with the hope of humanity.

From its humble beginning in S. Korea, CERAGEM is rapidly growing worldwide by developing overseas corporations and distributors to be recognized as a Global Total Healthcare Company. Having realized its global network through aggressive overseas marketing, CERAGEM promises to go even further into the world promoting a healthy life.



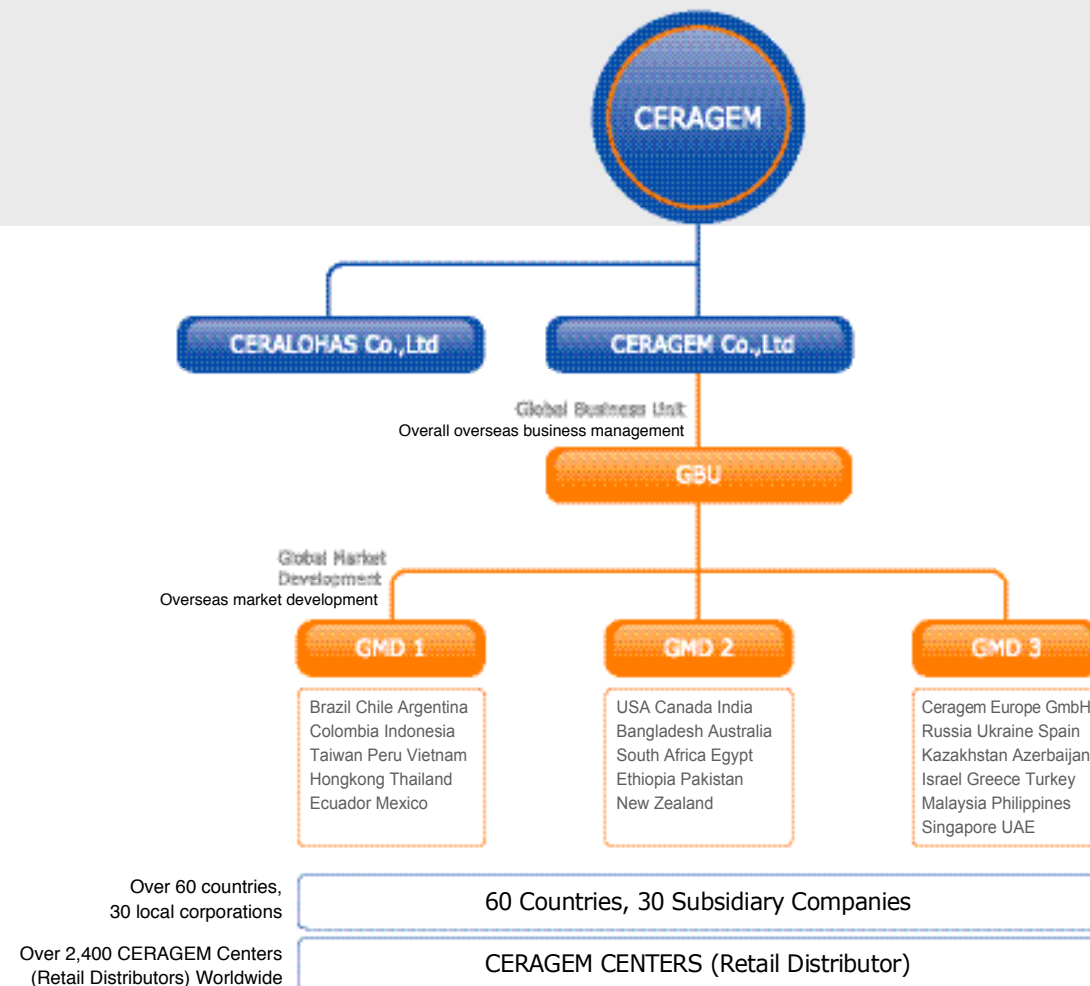
The overseas operations mentioned above are as of August 2008, thus the current status may vary.

Systematically organized management in pursuit of global leadership

Organizational chart

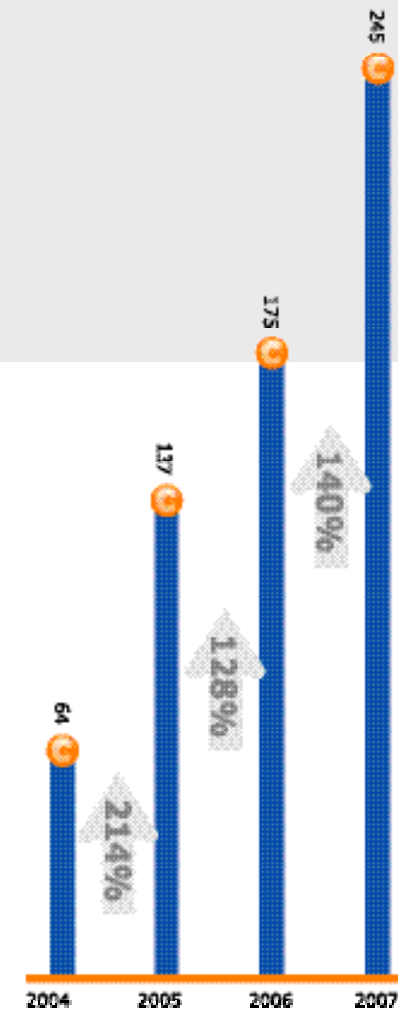
CERAGEM Group consists of several subdivisions. CERAGEM Company oversees all of CERAGEM's general business management matters including product development, production, and management of its finance.

CERALOHAS Company is responsible for new business development, which has reached 30 overseas corporations and distributor networks worldwide. We also have the Global Business Unit, specifically responsible for global business, to establish a dynamically growing management system that synergizes various specialized sub-groups within the organization.



Sales

With outstanding products, unique marketing, and systematic management, CERAGEM continues to grow, making its mark in the world.



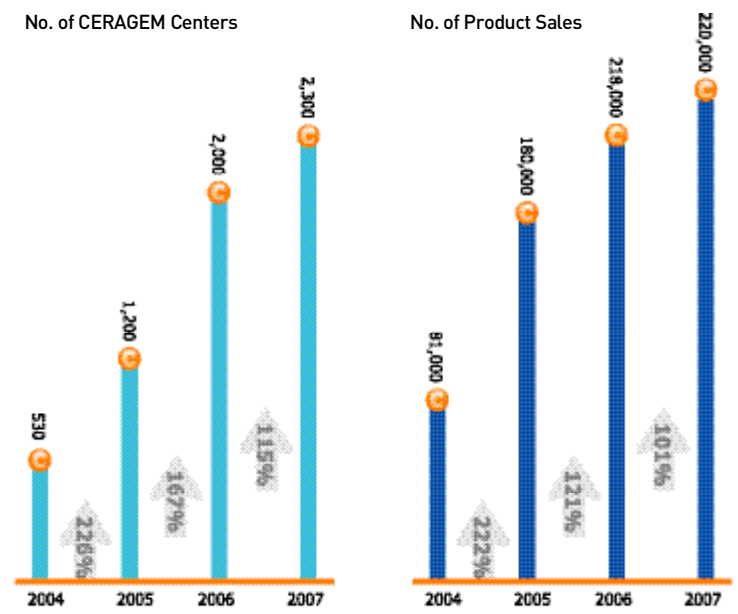
* Unit cost : Million US \$
* Calculation Standard :
Based on country of production
(excludes sales by local sales arms)

CERAGEM Centers and Product Line

CERAGEM is currently operating over 2,400 CERAGEM Centers in 60 countries worldwide and we plan to serve 150 countries by 2011.

	2004	2005	2006	2007
No. of CERAGEM Centers	530	1,200 (226%)	2,000 (167%)	2,300 (115%)
No. of Product Sales	81,000	180,000 (222%)	218,000 (121%)	220,000 (101%)

* Product Line consists of CERAGEM Thermal Massagers only.



* Small differences in numbers may be present due to different calculation standards.

Strategic goal for 2011

Promise of a bigger world



CERAGEM's vision for the 21st century is to become the world's best healthcare partner that provides health and happiness to all customers through innovative products and services. Thus, CERAGEM has set a new strategic goal to reach global sales of \$2.7 billion by 2011.

In order to accomplish the "2011 Strategic Goal", CERAGEM continues to focus on the systematic expansion of the Thermal Massager business.

In addition, our continuous product development and new distribution methods will push CERAGEM beyond its goals.



Vision

World Best Healthcare Partner™

2011 Strategic Goal

Global sales of \$2.7 billion

Expansion of thermal massager business

Organizational expansion Sales increase

Dramatic sales increase through entering 150 countries, Establishing 10,000 CERAGEM Centers, Systemizing the Center operation process

Strengthening marketing

Customer satisfaction New product development

Strengthening global brand power through customer-oriented new product development and effective CRM

New business investment

Living Health & Comfort Beauty Care

Expand business domain for continuous growth and achieve successful market penetration through distinctive products and unique distribution methods

World Best Healthcare Partner _ CERAGEM

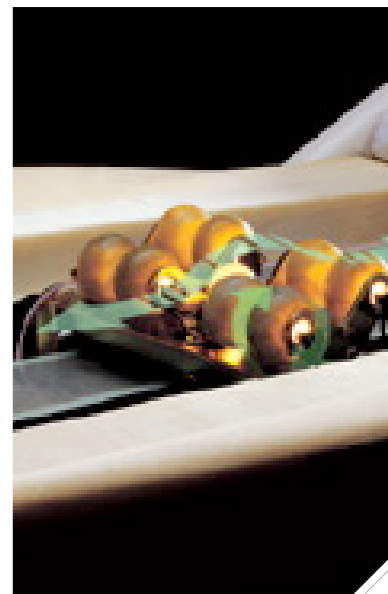
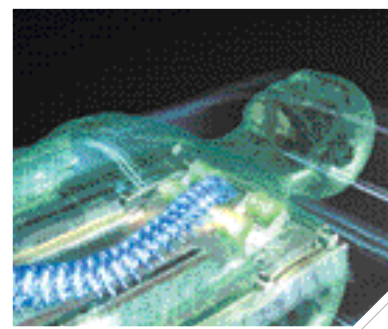
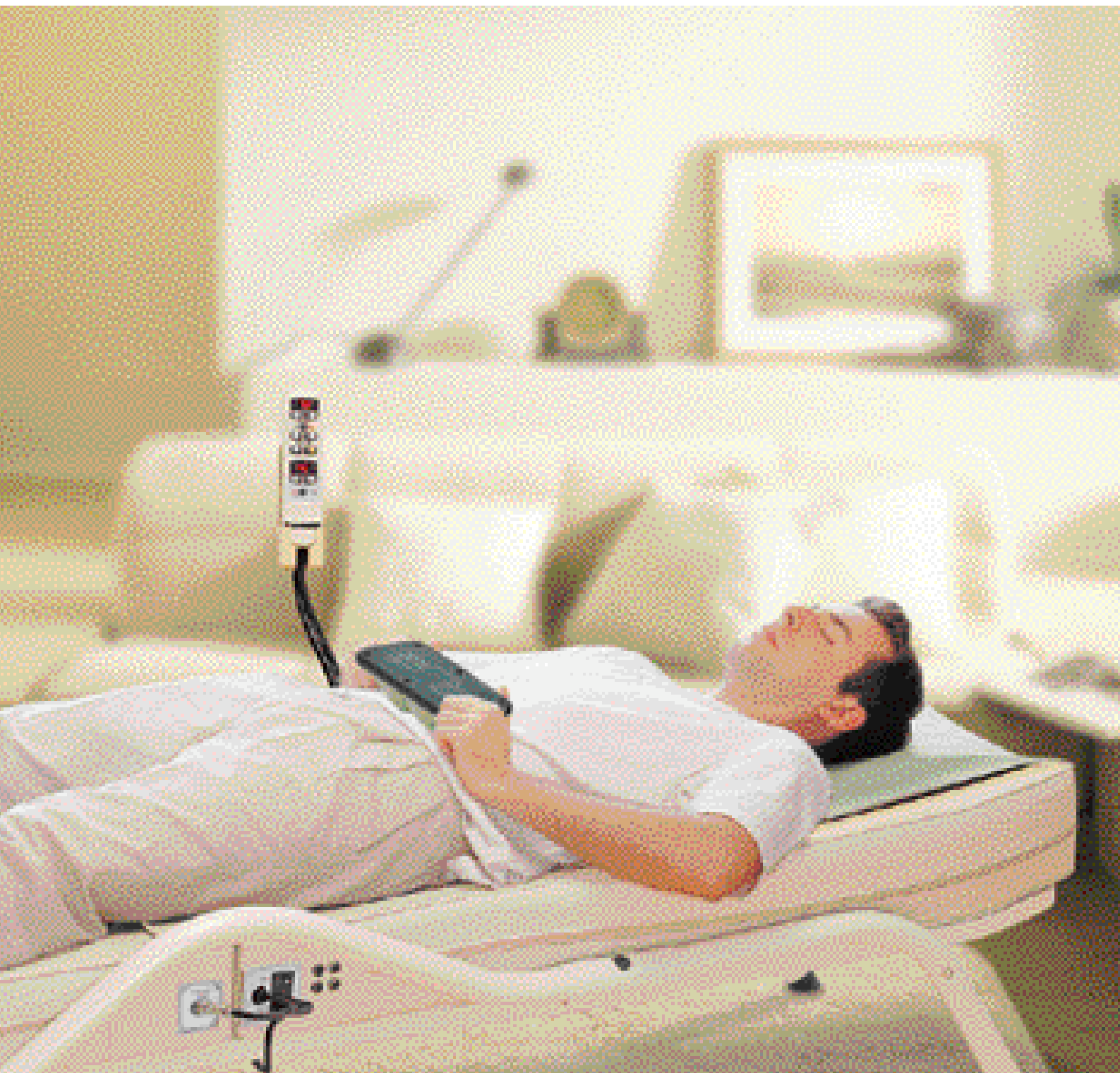
Technology creating happiness :
The magic of CERAGEM Science.



02	CERAGEM Product
	<ul style="list-style-type: none">Product OverviewProduct PrinciplesProduct Key FunctionsProduct FeaturesProduct IntroductionCertificationsQuality ManagementLineup

Thermal Massager receives acclamations worldwide for its advanced technology

The CERAGEM Thermal Massager combines the ancient principles of Eastern medicine with modern principles of Western medicine. Our product combines the benefits of moxibustion, finger pressure, massage, and chiropractic, which provides you with relaxing and effective healthcare in the comfort of your home.



The CERAGEM Thermal Massager has an Internal Projector that is made of jade that emits Radiant far Infrared Heat. Our product has an automated program that massages your back while providing heat therapy to your pressure points which results in muscle relaxation, muscle pain relief, and improves poor blood circulation caused by an unhealthy lifestyle and stress.*

The principle of heat stimulation in alternative medicine is the foundation of the CERAGEM Thermal Massager. We apply the heat stimulation while massaging the user's back, which results in a unique experience far beyond the conventional muscle-relaxing applications.

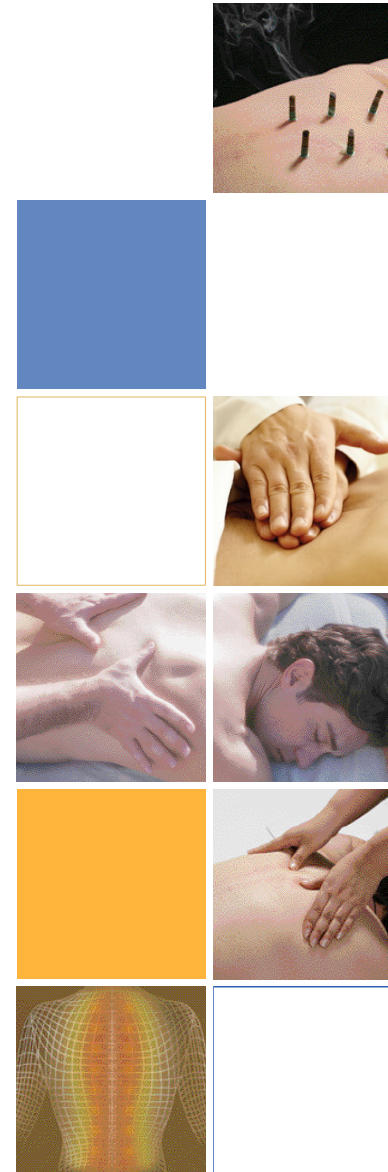
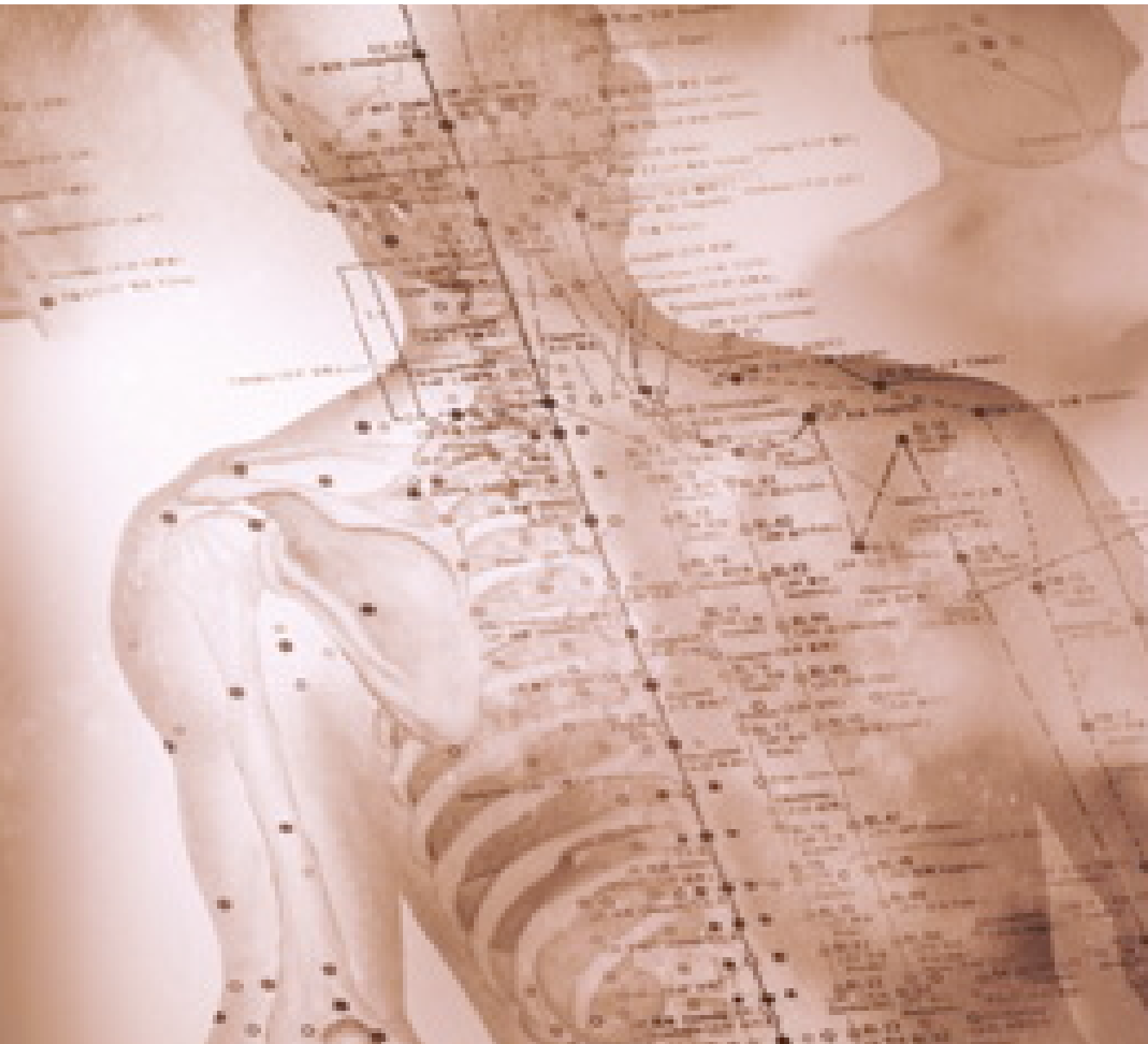
The Epoxy Carbon Panel is installed in the main and lower mat to provide a sufficient (an optimal) amount of radiant far infrared heat that wraps your body with a blanket of heat for optimal/maximum thermal massaging effect. In addition, the external projectors provide localized heat application to various parts of the body.**

Classified as a medical device*** in Korea, the U.S., Canada and throughout Europe, the CERAGEM Thermal Massager has attained various certifications such as the CE, UL, TUV, NOM, PSE, for its quality and safety and it has received several U.S. Patents. CERAGEM is a product that is recognized for its superior quality and loved for its' many benefits worldwide.

* The stated effects of the product are determined according to the U.S. FDA certification, and the approval parameters may vary by countries.
** The automated programs, Epoxy Carbon Panel, and external projectors may vary by model.
*** Our product is recognized as a medical device in several countries.

Combining the principles of eastern and western alternative medical sciences

The CERAGEM Automatic Thermal Massager is a culmination of state-of-the-art science derived from the traditionally proven eastern and the scientifically supported western medical sciences. CERAGEM Master's new ergonomic concept lets you experience a whole new world of healthcare.



Product Principles

Moxibustion

Moxibustion is the application of heat to stimulate pressure points and increase blood circulation in order to promote the body's ability to heal itself and provide relaxation.

Finger Pressure

Finger pressure is a practice done by the hand to relieve compressed nerves and muscle tension. Stimulating your pressure points to relieve the compressed nerves allow the body to return to its natural, healthy rhythm.

Massage

It is one of the oldest forms of therapy known to relieve pain, relax the body, and stimulate blood circulation.

Chiropractic

Chiropractic is a leading alternative medicine with over 100 years of history that helps align the spine and relieve compressed nerves, thus promoting an overall, healthier body.

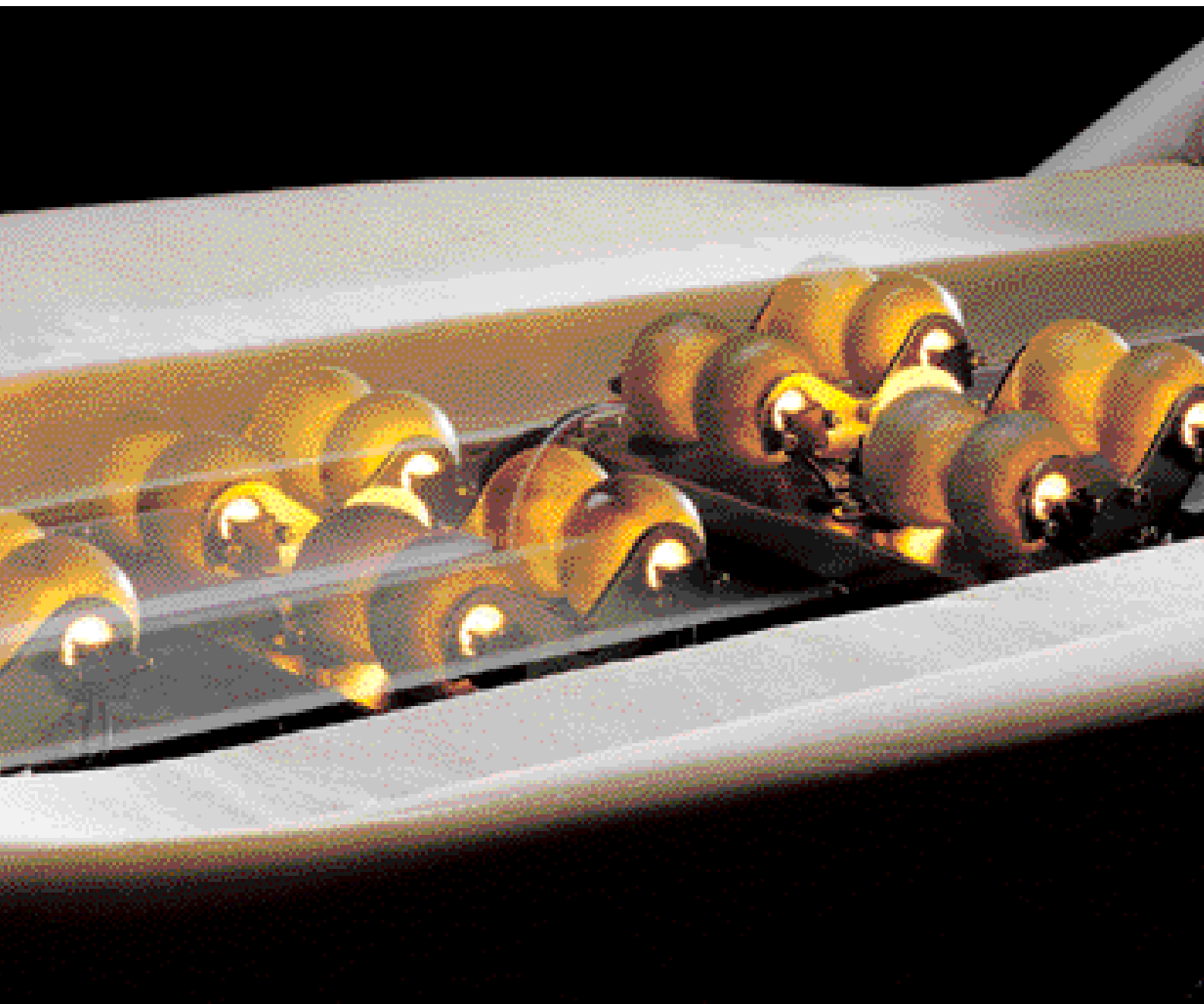
Thermotherapy (Thermal Stimulation)

Thermotherapy applies radiant far infrared heat to relieve aches and pain and helps improve blood circulation. There are several types of thermotherapy : hot-water treatment, paraffin treatment, steam treatment, ultraviolet treatment, far infrared heat application, etc.

References | New Moxibustion Method : Byung-Kuk Lee, Hyundai Chinguwon | Physical Chuna Research : Jung-Ho Ko, Korea Physical Chuna Society | Clinical Massage : Ki-Seok Sung, Yungmun Publishing Company | Chiropractic Fundamentals : Sung-Su Kim, Jeongdam | Thermal and Hydropathic Treatment : Kyung-Ok Min, Daihak Publishing Company

Ergonomics derived of alternative medicine and cutting-edge technology

The CERAGEM Thermal Massager is an innovative product that successfully combined eastern medical science of moxibustion, finger pressure, and massage with western medical science of chiropractic principles. It's the culmination of alternative medical science and cutting-edge technology that principally provides thermal massage to your back, to improve overall health. The CERAGEM Thermal Massager is applauded by various organizations and health advocates as a revolutionary product impacting the alternative medicine field, worldwide.



Product key Functions



CERAGEM Pressure™

Application of moxibustion and finger pressure principles

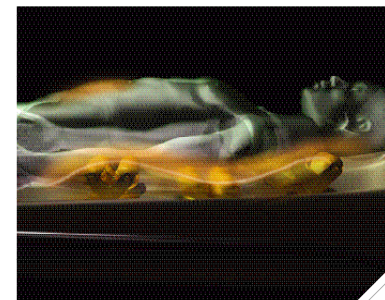
CERAGEM Pressure™ is a unique technique that synthesizes the benefits of the Moxibustion effect and Finger Pressure effect. The internal projector emits radiant far infrared heat, providing the moxibustion effect, while simultaneously applying a finger pressure effect directly to the user's back. This technique provides tension relief, an increase in blood and energy circulation, and may reduce stress, resulting in the improvement of overall health.



CERAGEM Massage™

Application of massage and chiropractic principles

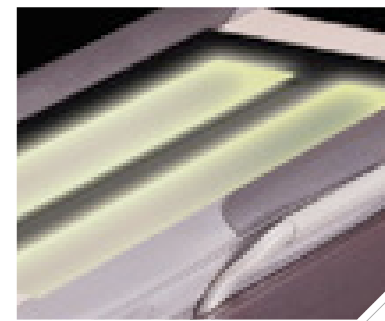
The internal projectors massage the back, relieving muscle pain and soothing tension and stress caused by bad posture and an unhealthy lifestyle. By minimizing your daily stress and tension, your body will experience improvement in overall health. In addition to the benefits of conventional massage CERAGEM Massage™ provides soothing heat to the body, resulting in superior relaxation and satisfaction. The internal projector is placed on an ergonomically designed rail track that follows the natural curvature of the spine, which we call SBTS : Smart Back Track System. The SBTS provides just the right amount of pressure and massage for a simultaneous benefit of relief and relaxation.



CERAGEM Warmth™

Application of thermotherapy principles

It's been proven in extensive studies and research that radiant far infrared heat helps improve blood circulation which results in an improvement in overall health. The CERAGEM Thermal Massager utilizes the internal projector (located in the main mat) along with a special heat-conducting Epoxy Carbon Panel located in the main mat and the lower mat to apply a complete thermo-therapy effect to your body.



◆ Features such as automatic program, Epoxy Carbon Panels, and external projector may vary by products and model.

Innovative thermal massager for the whole family

The CERAGEM Thermal Massager is captivating the world with its innovative thermal massager, award winning technology and easy-to-use product features such as the automated programs. The CERAGEM Thermal Massager was ergonomically designed with your health and comfort in mind. The accommodating design is a showcase of CERAGEM's sincerity to goodwill and infuse a healthier world.



Product Features

Easy-to-use automated program

With just a push of a button on your CERAGEM Thermal Massager, you can start a 40-minute automated program of relief and relaxation.



Remote Control : The multi-function remote control allows for a complete thermal massage at the touch of a button. The adjustable cradle designed to holster the remote control allows the user to control the massager with maximum ease during each massage session. The user can experience a variety of functions from the 40-minute automated program to the manual program to obtain comprehensive relief and relaxation according to their preference.

Innovative thermal massage from front to back

The internal jade projector emits radiant far infrared heat, providing CERAGEM Massage™ along the user's back while CERAGEM Pressure™ applies heat to various pressure points in your back in preset intervals to replicate the moxibustion effect.

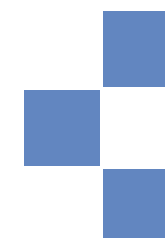
Once the initial massage of your back is complete, you can turn around and lay on your abdomen to receive thermal massage on your abdominal area. The Internal Projector and the Epoxy Carbon Panel in the main mat provide the user with a complete abdominal massage.

Convenient external projectors

While you are getting a complete front and back thermal massage, you can use the external projectors to apply radiant far infrared heat localized on parts of your body such as your arms, shoulders, and abdomen for a complete CERAGEM Pressure effect.



The external projectors allow two people to use different applications of the CERAGEM Thermal Massager at the same time.



Global best seller recognized for its outstanding quality

CERAGEM master M3500

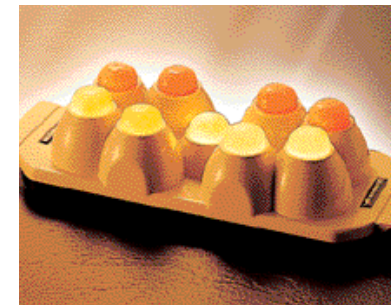
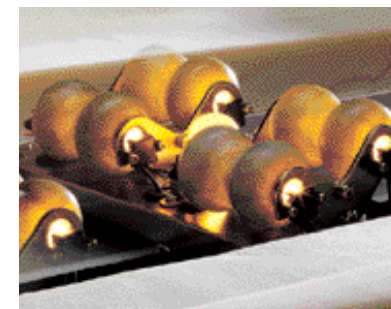
The CERAGEM master M3500 model is a global best seller that set the standard in thermal massager industry, loved by many customers and health advocates all around the world for its safety and durability.

-  CERAGEM Pressure™
-  CERAGEM Massage™
-  CERAGEM Warmth™



Specifications

Model ID	CGM-M3500
Product Type	Automatic Thermal Massager
Massage Modes	Automatic, manual
External Projectors	2 sets (3-sphere, 9-sphere)
Epoxy Carbon Panel	Main mat, lower mat
Remote Control	Message Mode Select (2), Projector Temperature Setup, Current Temperature Indication, Internal Projector Control (Manual), Error Code Display, Power Control
User Temperature	30~60 °C (86~140°F)
Product Size & Weight	1205 × 640 × 145mm, 28kg (main mat), 770 × 540 × 133mm, 8kg (lower mat), 1935 × 633 × 505mm, 25kg (frame)



◆ Design and specifications are subject to change without notice for product improvement.

1 Pre-Programmed Mode & 1 Manual Mode

Automatic Mode ▶ This mode is preset to apply CERAGEM Massage™ and CERAGEM Pressure™ (moxibustion and finger pressure effect) to all areas of your body, including the abdomen for approximately 40 minutes.

Manual Mode ▶ The internal projectors are manually operated to apply CERAGEM Pressure™ to desired areas of your body.

Awarded with Good Design Korea

The contemporary ergonomic design revolutionized the previous mindset of stiff design in medical products. The CERAGEM master RL1 model offers superior quality with exceptional comfort while being aesthetically pleasant to compliment the interior design of any home.

Ergonomic design that set a new standard in automatic thermal massagers

The CERAGEM master M3500 model incorporated the Smart Back Track System that is contoured to the natural curvature of the spine while the Epoxy Carbon Panels provides a comprehensive thermal massage effect. The safety feature has a Burn-Prevention Program that is considered to be cutting-edge technology. With so many groundbreaking features, the CERAGEM Thermal Massager is setting new standards in the automatic thermal massager and healthcare industry.

World-renowned product quality

Since its debut in Korea, the CERAGEM master M3500 model is now exported into over 60 countries while recognized for its superior quality and value around the world. CERAGEM's quality and safety is accredited through various certifications from numerous countries.

Upgraded general model

CERAGEM master RL1

The CERAGEM master RL1 model is based on the M3500 model with a slight variation in design and with upgraded feature.

 CERAGEM Pressure™ Plus

 CERAGEM Massage™ Plus



Specifications

Model ID	CERAGEM-RL1
Product Type	Automatic Thermal Massager
Massage Modes	Automatic, Semi-automatic, Massage-only, Manual
External Projectors	1 Set (3-sphere)
Epoxy Carbon Panel	Not installed
Remote Control	Massage Mode Select (4), Projector Temperature Setup, Current Temperature Indication, Internal Projector Control (Semi-auto, Manual), Error Code Display, Pause, Power Control
User Temperature	30~60 °C (86~140 °F)
Product Size & Weight	1205 × 640 × 145mm, 28kg (main mat), 775 × 540 × 120mm, 6kg (lower mat), 1935 × 640 × 505mm, 25kg (frame)

3 Pre-Programmed Modes & 1 Manual Mode

Automatic Mode ▶ This mode is preset to apply CERAGEM Massage™ and CERAGEM Pressure™ (moxibustion and finger pressure effect) to all areas of your back and abdomen for approximately 40 minutes.

Semi-Automatic Mode ▶ This mode applies CERAGEM Pressure™ and CERAGEM Massage™ to the programmed areas along the spine.

Massage Only Mode ▶ This mode applies CERAGEM Massage™ to the nearby areas of the spine in preset intervals without any CERAGEM Pressure™ functions.

Manual Mode ▶ The internal projectors are manually operated to apply CERAGEM Pressure™ to the desired areas of your body.

Seated Application :

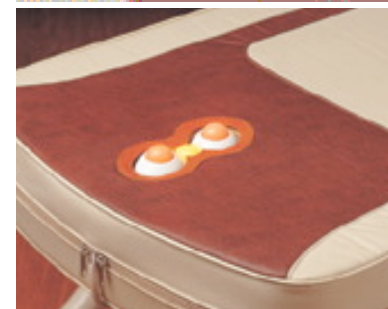
External Projectors feature CERAGEM Pressure™

For a Seated Application, you can install the 3-Sphere External Projector in the lower mat to apply CERAGEM Pressure™ to your perineal and rectal area while in the seated position.



New aesthetic design

The new umber-brown color scheme blended into the beige mattress reflects a modern design that compliments home furnishings, projecting a sense of warmth and welcome. The external projectors have been simplified to give the RL1 a more sophisticated feel to the product.



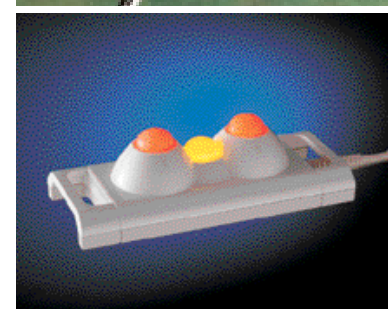
More product features

The Semi-Automatic Mode and Massage-Only Mode were added for more convenience while the newly designed remote control promotes maximum ease of use during each massage session.



More features, lower price

By upgrading only the key features, the CERAGEM master RL1 model allows the users to maximize their experience by readily utilizing the upgraded features at an affordable price.



◆ Compared to the M3500 model, the CERAGEM Warmth™ using the 9-Sphere Projector and the Epoxy Carbon Panel is not featured.

◆ Design and specifications are subject to change without notice for product improvement.

New generation of CERAGEM with advanced features and luxurious design.

CERAGEM master RH1

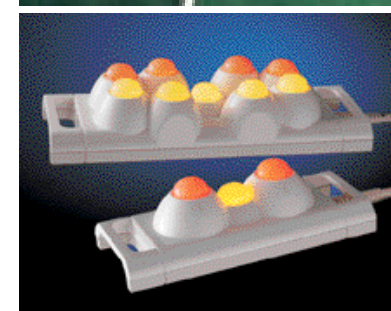
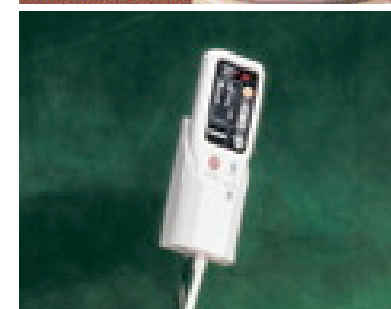
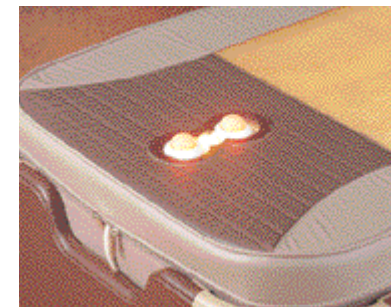
The CERAGEM Master RH1 model is the next generation of Automatic Thermal Massager with a look of sophistication and feel of absolute luxury that is highlighted by the wooden frame supported by many convenient features.

-  CERAGEM Pressure™ Plus
-  CERAGEM Massage™ Plus
-  CERAGEM Warmth™ Plus



Specifications

Model ID	CERAGEM-RH1
Product Type	Automatic Thermal Massager
Massage Modes	Automatic, Semi-automatic, Massage-only, Manual
External Projectors	2 Set (3-sphere, 9-sphere)
Epoxy Carbon Panel	Main Mat, Lower Mat (Yellow Jade Panel Cover)
Remote Control	Message Mode Select (4), Projector Temperature Setup, Current Temperature Display, Internal Projector Control (Semi-auto, Manual), Error Code Display, Pause, Power Control
User Temperature	30~60 °C (86~140 °F)
Product Size & Weight	1205 × 614 × 135mm, 26kg (main mat), 775 × 570 × 120mm, 20kg (lower mat), 2042 × 689 × 440mm, 25kg (frame), 1135 × 270 × 100mm, 13kg (wood), 320 × 180 × 129mm, 10kg (power supply)



◆ Design and specifications are subject to change without notice for product improvement.

3 Pre-Programmed Modes & 1 Manual Mode

Automatic Mode ▶ This mode is preset to apply CERAGEM Massage™ and CERAGEM Pressure™ (moxibustion and finger pressure effect) to all areas of your back and abdomen for approximately 40 minutes.

Semi-Automatic Mode ▶ This mode applies CERAGEM Pressure™ and CERAGEM Massage™ to the programmed areas along the spine.

Massage Only Mode ▶ This mode applies CERAGEM Massage™ to the nearby areas of the spine in preset intervals without any CERAGEM Pressure™ functions.

Manual Mode ▶ The internal projectors are manually operated to apply CERAGEM Pressure™ to the desired areas of your body.

Seated Application :

External Projectors feature CERAGEM Pressure™

For a Seated Application, you can install the 3-Sphere External Projector in the lower mat to apply CERAGEM Pressure™ to your perineal and rectal area while in the seated position.

Ergonomically designed to improve CERAGEM Massage™

The internal projector is placed on an ergonomically designed rail track that follows the natural curvature of the spine, which we call SBTS : Smart Back Track System. The SBTS provides just the right amount of pressure and massage for a simultaneous benefit of relief and relaxation.

CERAGEM Warmth™ is upgraded with the addition of the Yellow Jade Panel

A Yellow Jade Panel has been added to the lower mat to enhance the heat emitted from the Epoxy Carbon Panel, which provides a distinctive look and increases the effectiveness of the product.

Deluxe wood frame design

In addition to the Yellow Jade Panel and the warm color scheme of the CERAGEM master RH1 model, the natural wood design of the frame compliments the quality and sophistication of any home.

Designed to maximize user safety

The power supply is installed outside of the mattress to minimize the electromagnetic effect, and the new safety system shuts off the power if the user falls asleep.

Additional Features

To satisfy different preferences, the Semi-Automatic Mode and Massage-Only Mode were added to the set programs.

Lifestyle for a better health, the Portable Thermal Massager

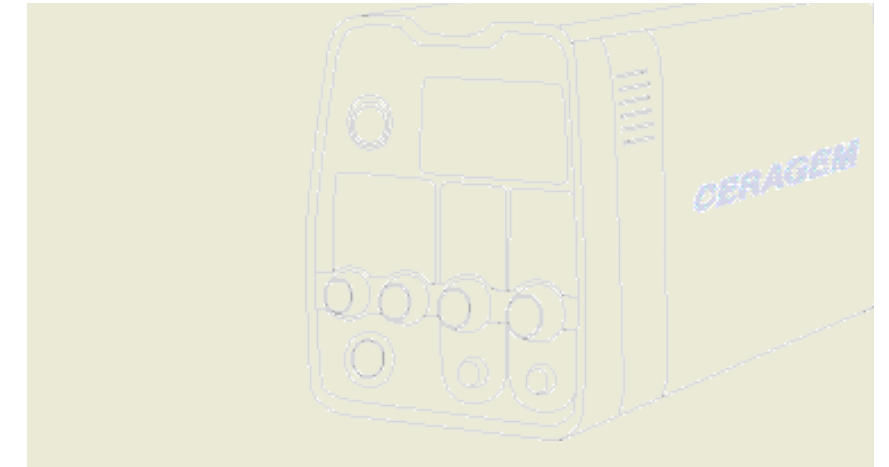
I CERAGEM compact P390

The CERAGEM compact P390 model is designed to provide CERAGEM Pressure™ (synthesis of moxibustion and finger pressure effect) for a convenient and portable use.



Specifications

Model ID	CGM -P390
Product Type	Portable Thermal Massager
Massage Modes	Manual (Not Automatic)
External Projectors	2 Set (3-sphere, 9-sphere)
Features	Pressure Point Indicator, Pressure Time Setup, Projector Temperature Setup, Anion Control, Power Control
User Temperature	30~60 °C (86~140°F)
Product Size & Weight	435 × 170 × 214mm, 5.7kg



Compact design for easy storage and portability

The CERAGEM compact was designed to mobilize the 2 external projectors (3-Sphere and 9-Sphere) to be used anywhere. The CERAGEM compact has a carrying case with storage space for the 2 projectors and its small and lightweight design makes it an ideal product for any of life's many travels.



Various guide features for user convenience

The user can easily follow the pre-set thermal massage programs by following the front display panel and buzzer which instructs you on how to apply CERAGEM Pressure™ at specific points and time. The CERAGEM compact displays many features such as the projector temperature settings, the current temperature settings, user time display, and many other features. This small product comes with many of the convenient features of the automatic thermal massager.



Negatively Charged Ion feature

The CERAGEM compact offers the NCI (Negatively Charged Ion) feature that is unique to the Thermal Massager family. When the user presses the NCI button, the product generates negatively charged ions (known for its air-cleaning effect), to provide the user a fresh and clean environment during the massage session.



Multi-purpose use for the whole family

With the ability to use both the 3-Sphere and 9-Sphere Projectors, the CERAGEM compact can be accessed by multiple users such as couples, families, and friends. You can also use both projectors on multiple parts of your body for the ultimate CERAGEM experience.



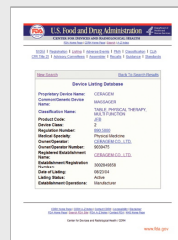
◆ Design and specifications are subject to change without notice for product improvement.

Best quality from CERAGEM's heart and passion! World-renowned best technology!

The CERAGEM researchers are always at work to develop new technologies to improve and create new products. Our developments are based on a passion to improve humanity "people-first" service. Through our dedicated research and development program, CERAGEM was able to obtain numerous certifications such as FDA, FCC, CE, TUV and UL based safety and quality from various agencies around the world.



The certifications listed do not apply to all CERAGEM products, and the certification levels of the products may vary by countries.



FDA 510(k) Class II Certification

To export any medical devices into the United States, FDA (The Food and Drug Administration) must grant its approval. For any Class I and II products, the company must notify FDA prior to sales.

Class I consists of simple and less hazardous designs such as medical gloves and surgical knives. The *Class II* medical equipment are products that cannot guarantee efficacy but are more complicated than Class I, requiring special labeling, mandatory performance standards and post-market surveillance, such as spinal correction devices, blood pumps, and electrocardiogram (EKG) machines.



UL Mark

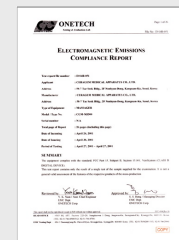
The UL Mark is a certification that ensures the safety of products and protects the safety of the users and is commonly accepted as the safety standard.

UL Mark is recognized by various organizations in numerous countries and is a standard in the market. The credibility of the UL Mark is recognized the common consumer in the U.S. In addition, most manufacturers, retailers, and importers require this certification because its "mark" is recognized to assure safety and quality.



CE Mark

The certification systems related to product safety were managed individually by various nations in Europe until the European Union was formed. In 1993, the European Union Council united these systems into the CE Mark. Thus, products with this certification have satisfied the requirements and regulations of the European Union Council, and this means either one of the manufacturer, importer, or a third party (certification agency) has evaluated the product for restriction-free distribution in the market. Such products can be freely distributed inside the EU and EFTA countries without inspections or tests.



FCC

Short for the Federal Communications Commission, this certification regulates EMI (electromagnetic interference) generated from electrical appliances as a plan for efficient use and management of electric resources. Products without an FCC certification are impossible to export to the U.S.



IECEE-CB Scheme

As an international system for electromagnetic certification and the safety of electrical appliances, this certification is supported by 43 nations and is acknowledged in each nation without duplicate tests.



C-Tick Mark

The regulations on electromagnetic waves in Australia are controlled by a self-regulation system known as the EMC System (Wireless Communications Law 1992). All electrical appliances under this system must follow the Australian standards and must acquire permission from the Australian Communications Authority (ACA) to use the C-Tick Mark.



CE / MDD Mark

The CE / MDD Mark requires the ISO 9000 certification on medical equipment and therefore is more complicated than the CE mark and takes more time to acquire.

To acquire the CE (CE/MDD) Mark, one must establish and operate a quality system regulated by EN46001/2 and ISO13485/8 and must also additionally satisfy the technical requirements of the MDD (Medical Device Directive, 93/42/EEC).



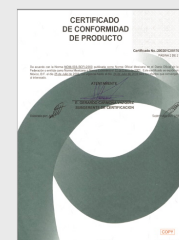
Medical Device License (Canada)

In order to export and sell medical equipment in Canada, one must acquire the Medical Device License issued in accordance to the Food and Drugs Act (Canadian Ministry of Health) that is based on a similar bill established by the EU. In the case of more dangerous Class II, III, and IV, the manufacturer must guarantee the safety of its products through various documented evidences and also must perform safety inspections as required by the ministry of health.



GS Mark

The GS Mark shows that a product is in accordance with the equipment safety law of Germany. It is related to electrical devices and is acknowledged in Europe and in other parts of the world. This certification proves that the product, its user manual, and its production process have been tested by the TUV Rheinland and public agencies. In addition, products certified with this mark receive regular inspections.



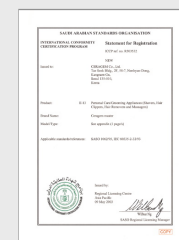
NOM

This is an inspection system based on the quality and safety of products that regulates standardized specifications, safety, labeling, quality tests, and packaging for the prevention of harm on the environment, public health, and the user. Only products certified through this system can be distributed in Mexico, and this system is the official inspection system of Mexico.



PSE

As an electrical safety standard of Japan, the law known as the Electrical Equipment Control Act has been amended as the Electrical Equipment Safety Act. It is the standard that regulates manufacturing and sales of electrical appliances for general users and also guarantees the safety of these products.



SASO

The SASO (Saudi Arabian Standards Organization) has been in effect since 1986 as a quality mark system and an issue system of COS (Certification Of Suitability). The quality mark system issues certification on whether local Saudi Arabian companies have qualified for the corresponding SSA regulations of their products. Such issue system of COS mostly allows the SASO to inspect the appropriateness of import standards and issues certification on acceptable goods.

Until the customers are completely satisfied... Ultimate dedication to product quality

CERAGEM's every business management system maintains unparalleled product quality management through systematic processes that respond to customers' needs. Through these systems, CERAGEM is able to provide the best customer satisfaction and management efficiency and is recognized for its superior product quality management.



Product



Because the 21st century customers can quickly and easily access a world of information using the internet, their needs and expectations change constantly. To satisfy these ever-changing customers' needs and wants, there needs to be a product quality management system that can adapt quickly. CERAGEM has systematically established all business management systems involving R&D, manufacturing, operations, A/S, etc. That can effectively respond to customers' wants through comprehensive product quality management. This management system also provides customer satisfaction and management efficiency. Also, CERAGEM maintains an extensive database of the measurements, analysis, and improvement results of the quality management system, building the basis to utilize and further improve the system through its business processes. CERAGEM has also developed an inquiry recording system for the products worldwide to better serve the customers after sales. Thanks to these meticulous processes, CERAGEM was able to acquire the ISO 9001 certification and even the more stringent ISO 13485 and KGMP certifications, attesting to CERAGEM's superior product quality management system.

■ ISO 9001 : 2000

ISO 9001 is an international standard on quality management system enacted by the ISO (International Organization for Standardization). Each company must implement this system and receive objective inspection from a third-party certification agency. This can be seen as a series of processes, namely system certification for providing good quality and services.



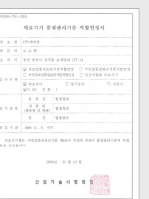
■ ISO 13485 : 2003

This certificate is targeted for the industry of medical equipment and is based on the ISO 9000 series (quality management system) by the ISO (International Organization for Standardization). ISO 13485 is directly related to human life and is the quality system standard for medical equipment that regulates the standards of quality demands of industry fields related to medical equipment.



■ KGMP (Korea Good Manufacturing Practice)

KGMP is the medical equipment manufacturing and quality management standards that must be acquired in order to manufacture medical equipment. This allows the systemized work of all production processes from manufacturing to shipment.



Global best seller recognized for its outstanding quality!

CERAGEM master M3500

- Global best seller that sets a new standard in automatic thermal massagers with an outstanding safety and durability






-  CERAGEM Pressure™
-  CERAGEM Massage™
-  CERAGEM Warmth™

Newly introduced with a deluxe design and features

CERAGEM master RH1

- Deluxe wood frame design and various cutting-edge features for easy use



-  CERAGEM Pressure™ Plus
-  CERAGEM Massage™ Plus
-  CERAGEM Warmth™ Plus

Upgraded general model

CERAGEM master RL1

- Upgraded design and features based on the M3500 model



-  CERAGEM Pressure™ Plus
-  CERAGEM Massage™ Plus

Lifestyle for a better health, the Portable Thermal Massager

CERAGEM compact P390

- Innovative product that allows easier and more convenience use of the CERAGEM Pressure feature



-  CERAGEM Pressure™



World Best Healthcare Partner _ CERAGEM

The heart of CERAGEM is to give you
a happy life and a brighter future.



03

CERAGEM Marketing
Unlimited-Free-Trial Marketing
CERAGEM Center
Center Structure
Press
Contact Us

CERAGEM's free-trial marketing that captivates the hearts of users

Through its CERAGEM Centers worldwide, CERAGEM is expanding its unique free-trial marketing that allows the customers to use the product at their convenience prior to any purchase decisions.



Specialized free-trial marketing

The 21st century is an era of healthy lifestyle over wealth. CERAGEM believes that the CERAGEM thermal massager is a valuable product that presents a new paradigm in healthcare through the science of alternative medicine. However, because of the product nature, it's difficult to judge a thermal massager based on the looks alone or even with features explanations. Therefore, CERAGEM allows the customers to try out the product indefinitely, allowing them to understand the features and experience the benefits themselves prior to any purchase decisions. This is the unique CERAGEM free-trial marketing.

Customer-centered marketing

The free-trial marketing thinks of customers first. Many people have experiences where they've purchased products through advertising and were disappointed by their purchases.

Marketing

CERAGEM believes that a company must provide adequate product information to customers before purchase, and that the best way to explain the product benefits is for them to try for themselves. This is how customers and the company can both be satisfied and build trust, thus increasing the value of a company and its products. The reason for CERAGEM's amazing success in customer satisfaction worldwide is the free-trial marketing system that takes the sales pressure off the customer.





CERAGEM truly values a healthy life, and its unique free-trial marketing is satisfying millions customers.



Product confidence

The free-trial marketing is about freedom of choice, allowing the customers to use the product before deciding on the purchase.

The reason that CERAGEM can confidently pursue the free-trial marketing is its product confidence. Thus, CERAGEM's free-trial marketing is more than just a marketing strategy but a comprehensive business endeavor based on innovative product development and production and quality management.



Win-win marketing

CERAGEM never discriminates those who visit the CERAGEM Centers. Even those who cannot afford the product are still potential buyers, and they provide word-of-mouth, so we provide highest possible services for them to use the massagers comfortably at any time. Through CERAGEM's unlimited-free-trial service, about 600,000* people visit the centers and become satisfied with the products to the point where they eventually tell others about their experiences and create new customers. This is CERAGEM's scientific marketing strategy borne out of love for the customers.

Creating the CERAGEM Culture

The free-trial marketing is actually a new culture that CERAGEM and the customers create together. The CERAGEM Center provides not only product trials but also various health lectures and events for the visitors, thus in essence creating a community center. CERAGEM provides the services that the customers want, and they receive various satisfying experiences, and in turn, this generates sales.

Therefore, CERAGEM is continuously doing its best to provide a comprehensive worthwhile experience at the CERAGEM Center.



CERAGEM's customer-first marketing is an innovative marketing strategy where the customers benefit from no-obligation-free-trials and a unique culture and community are born.

Marketing



CERAGEM

CERAGEM
喜来健体验中心

* The daily visitor number (600,000) is estimated on the average of daily visitors (300) at 2,000 centers (2,400 in 2008).



Where a healthy life starts, the CERAGEM Center

At the CERAGEM Center, anyone can try out the thermal massager at no cost. The CERAGEM Center provides the best services possible at all times. Experience a community place where the happiness of CERAGEM Experience and healthy lifestyle come alive.



The CERAGEM Center is unique in that unlike other product sales dealers, it is a new concept brand shop based on the free-trial service. Whenever you visit the center, you can use the CERAGEM thermal massager, and the CERAGEM experts provide product information for customer convenience and understanding. Also, through other services such as health lectures and events, CERAGEM provides the “pleasure of experience”, and this elevates the center from a place of simple product promotions to a community area of healthy lifestyle.



New Healthy Place
 Reliable Brand & Product
 Personal Healthcare Manager
 Fun and healthy Contents



Unlimited-free-trials

The CERAGEM Center offers unlimited-free-trials for those who visit. In general, there are about 30~50 thermal massagers on site, and with just one-time registration, you can use the massager as many times as you want at any time. Once at the center, you can experience (automatic mode) the product with the help of CERAGEM experts and also have a fun and worthwhile time with various health lectures and events.



Place where the customers come first

CERAGEM is a for-profit company. But CERAGEM provides revolutionary unlimited-free-trials because it believes exceptional service such as this eventually lead to positive company image and increased sales. Because those who visit the center get to experience the product firsthand, enthusiastically recommend it to others, and also purchase it ; CERAGEM is able to focus only on providing the best services possible to the customers. Therefore, CERAGEM understands that every visitor is a valuable person who promotes the company and the product, so it's doing its best to provide a comfortable and hassle-free environment.





Place where a future is shaped through exchange and experience

Found in over 60 countries, the CERAGEM Center is a place where you can experience CERAGEM's product confidence and its dream of spreading goodwill and good health. It's also a place where a healthy future is shaped through various products and health information.



CERAGEM Center

Found in over 60 countries, the CERAGEM Center is a place where you can always experience the thermal massager at no cost and receive various useful product and health information.

For CERAGEM, it's a distribution point; for the distributor, it's his/her business ; and for the customers, it's a healthcare center where they can use the thermal massagers at no cost.

Product and health lectures

The CERAGEM experts kindly explain the product usage and benefits, and while the customers wait for their free-trials, these experts provide various health lectures and events to make the time fun and worthwhile. Meanwhile, the center staff assists the customers to find health through the CERAGEM products, creating a place of where goodwill and finding good health can be shared.



Product free-trials

The product free-trial is about 40 minutes long, and through this, the customers can experience firsthand the product, technology, and service of CERAGEM, helping them to have trust in the company and confidence in the product.

As the customers continue to visit the center, it becomes a place of communication and exchange between them and the company.

Furthermore, it becomes a place of meet-and-greet for customers, a place where the company's value comes to life, and a place to experience the company culture.

World-recognized excellence of the CERAGEM thermal massager

The world has recognized CERAGEM's technology and its unique marketing. The world-class technology highlighted by major media in the world, specialized customer service, and innovative creative spirit! CERAGEM is already forging ahead for a healthier future of the world.



South Korea Maeil Business

CERAGEM received the Global Award along with Samsung and Hyundai at the 2006 Global Standard Management System Awards held by the Korea Management Association (KMA).



Germany Die-Zeit

CERAGEM is providing free-trials to everyone to use the thermal massagers. People who cannot afford the products visit the Center regularly and appreciate the free service.



Chile

El Mercurio

The Korea-made CERAGEM thermal massagers are a big hit in Chile. This company is offering free-trials to visitors with 40 minutes of spinal massage. Over 2,500 people in Santiago are using this thermal massager for free, which utilizes jade and far infrared heat. Residents here wait in line from dawn to use the massagers.



United States

New York Times

A thermal massager made by a South Korean company, CERAGEM, is causing a sensation amongst the Hispanic Americans. This device combines eastern medical science with chiropractic principles and is approved by the FDA with certifications for temporary relief from arthritis pain and similar aches. Located in Los Angeles, CERAGEM International has recorded sales of \$30 million in 2005.



Hungary

Delmagyarország

Through a unique marketing strategy never before seen in Hungary, a Korean company has become popular with its thermal massager. They say that anyone can use their products anytime for free. This is the same around the world. At the CERAGEM Center, there are several beds, and anyone can receive a thermal massage for 40 minutes. There are no reservations, and visitors must wait in line for their turn.



Spain

Avila

A thermal massager from Korea is creating a boom here in Spain. Around 400 people visit the CERAGEM Center to use their free thermal massaging service. Those who were first doubtful of the free service later were amazed, and most of them returned everyday.



China

China Economist

CERAGEM has experienced great success through its unique business management. Their sales of thermal massagers in China have exceeded 1 billion RMB, and they are showing rapid growth. Behind the success of CERAGEM are its free-trial marketing strategy and a rise in the national concern for personal health that eventually caused a proliferation in the health industry.



China

China Spinal Health Web

The 3rd CERAGEM China Spinal Medical Studies Seminar was held at the Shanghai International Convention Center, which was hosted by Beijing Baichuan health science research center and Shanghai association of Chinese integrative medicine and sponsored by CERAGEM Medical Equipment Limited Company.



China

sina.com

The 1st CERAGEM Talent and Accomplishments Convention was held at the Jiangsu Composite Art Channel Studio. Through this event, CERAGEM has appealed for the increase in social interest for the elderly and to promote the traditional virtue of respecting them.



Spain

Badajoz

A thermal massager from Asia is capturing the hearts of our people. The CERAGEM thermal massager is designed from eastern medical science combined with new technologies and is being provided free for use at their center, which is visited by many people day and night.



United States

Frederick NewsPost

People who have visited the CERAGEM Center for free tryouts say that they received various health benefits through the thermal massagers and call them 'Miracle Beds'. Over 200 people visit the center each day to try them for 40 minutes.

Dubai

Gulf News

Mr. Rustum (70) who's been suffering a chronic illness for the past 17 years is showing an amazing health improvement. He mentions that along with God's mercy, using the CERAGEM massager at the CERAGEM Center has been the key to his road to recovery. The CERAGEM massager is a product that uses Korea's traditional medical treatments, providing thermotherapy to the spinal area.

Broadcast



South Korea KBS (Left)
Romania PRO TV (Right)



Taiwan TVBS (Left)
Germany NDR (Right)



Indonesia TRANS TV (Left)
Chile CHV (Right)



US NOTICIERO T52 (Left)
Spain TELEMADRID (Right)



Mexico NOTICIAS 22 (Left)
Chile UC TV (Right)



Ukraine TV (Left)
Germany HR (Right)

Americas

USA

CERAGEM International, Inc.
Tel_1-213-480-7070
Fax_1-213-480-7109

Canada

CERAGEM International, Inc.
Tel_1-905-947-0005
Fax_1-905-947-9004

Brazil

CERAGEM do Brasil Ltda
Tel_55-11-3638-5575
Fax_55-11-3681-6103

Chile

Argentina
CERAGEM Chile S.A
Tel_56-2-784-0500
Fax_56-2-784-0494

Colombia Ecuador

Peru
CERAGEM COLOMBIA S.A.
Tel_57-1-602-4767
Fax_57-1-602-4387

Mexico

MUNDOSA SA DE CV
Tel_52-1-55-5615-8300
Fax_52-55-5615-8307

Middle East & Africa

Egypt

Ethiopia
CERAGEM North Africa for trade
and commerce SAE
Tel_20-2-2516-8896
Fax_20-2-2520-2852

UAE

Oman
CERAGEM World Co., LLC.
Tel_971-4-298-7677
Fax_971-4-298-7688

South Africa Swaziland

Kenya
Botswana
CERAGEM South Africa pty. Ltd.
Tel_27-11-314-0972
Fax_27-11-314-0982

Israel

CERAGEM CA LTD.
Tel_7-7272-(2)68-8725
Fax_7-7272-39-5087

Europe

Germany
United Kingdom
Lithuania
Slovakia
Slovenia
Austria
Czech
Portugal
Serbia
Hungary
Italy
Poland
Switzerland
Romania
France
Croatia
Latvia

CERAGEM Europe GmbH
Tel_49-6196-887-7780
Fax_49-6196-887-7770

Greece

CERAGEM HELLAS LTD
Tel_30-210-9248-436
Fax_30-210-9248-412

Spain

CERAGEM Salud Espana, S.L.
Tel_34-91-490-2000
Fax_34-91-662-7265

Turkey

CERAGEM Eurasia
Tel_90-212-212-9243
Fax_90-212-212-7183

Asia & Pacific

Korea

CERAGEM Co., Ltd.
Tel_82-41-523-2550
Fax_82-41-523-2560

China

Xilaijian Medical Equipment Co., Ltd.
(Beijing Office)
Tel_86-10-6439-0706
Fax_86-10-6439-0703

Bangladesh

CERAGEM Bangladesh Ltd.
Tel_880-2-883-5816~7
Fax_880-2-883-5818

India

CERAGEM World India Pvt. Ltd.
Tel_91-22-4063-0100
Fax_91-22-2920-3366

Indonesia

PT. INNI CERAGEM
Tel_62-21-386-8533
Fax_62-21-386-8531

Malaysia

CERAGEM Malaysia. SDN. BHD
Tel_60-3-7727-0127
Fax_60-3-7727-0167

Philippines

CERAGEM PHILIPPINES
Tel_63-2-706-1104~6
Fax_63-2-706-1103

Singapore

CERAGEM Singapore Pte Ltd.
Tel_65-6733-1223
Fax_65-6344-8233

Thailand

CERAGEM INTERNATIONAL Co., Ltd.
Tel_66-2642-2880
Fax_66-2642-2808

Hongkong

CERAGEM H.K Ltd.
Tel_852-2370-0218
Fax_852-2743-8202

Australia

CERAGEM Hurstville
Tel_61-2-9586-2255
Fax_61-2-9586-2355

CERAGEM Melbourne P/L
Tel_61-3-9429-0008
Fax_61-3-9429-0004

New Zealand West Samoa

CERAGEM Newzealnd Co., Ltd.
Tel_64-9-486-2293
Fax_64-9-486-2293

Taiwan

Taiwan CERAGEM Co., Ltd.
Tel_886-2-2771-6818
Fax_886-2-2771-1829

Vietnam Pakistan

CIS

Kazakhstan

Azerbaijan
CERAGEM CA LTD.
Tel_7-7272-(2)68-8725
Fax_7-7272-39-5087

Russia

CGM
Tel_7-495-545-5949
Fax_7-495-988-4068

Ukraine

CERAGEM Ukraine Ltd.
Tel_380-44-390-8920~2
Fax_380-44-390-8928

Promise of making a healthier world! We will continue our endeavor.

A healthy world without disease!
Best product with highest brand equity!
By ourselves, it's only a dream ;
but together with you, it will become a reality.
With our finest products and top customer
satisfaction, we promise to keep your health
wherever you are.

