

# THE KOREAN OPPORTUNITY

## BUILDING A BRANDING PLATFORM THAT EXTENDS FAR BEYOND BEER



*“We are not only building an early presence in a booming craft beer market and tapping into the opportunities of Korea, we are also helping Korean cities in the process and positioning Broad Oak on a prestigious branding platform. I think it is a major attraction of our business proposition and a wonderful differentiator for investors.”*

U.S. Ambassador Eric G. John (retired)  
President, Boeing-Korea  
Broad Oak Board of Directors  
Seoul, Korea

