

Connecting Global Agrifood Markets with AI, Empowering Sustainable Growth



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01

Welcome to TRIDGE

Take an in-depth look at Tridge's journey, achievements, and vision for the future. We invite you to explore the story behind our growth and commitment to shaping a more sustainable world.



Our Commitment

At Tridge, we are redefining the global agrifood trade through technology and sustainable practices. We aim to connect global markets with the power of AI, enabling transparent, efficient, and sustainable supply chains. With a presence in over 40 countries and a network of trusted partners, we are continuously innovating to meet the evolving demands of the agrifood sector.

Our core values serve as the foundation of everything we do, guiding us in our mission to revolutionize global agrifood trade and foster sustainable growth. These values reflect our commitment to innovation, integrity, and prosperity of humanity, ensuring that we always put our customers, our team, and society first.

- **Good Faith:** Good Faith is the cornerstone of our interactions. We build trust in international trade by being the most reliable and transparent partner, offering superior service with integrity.
- **Care:** We prioritize our customers by providing innovative solutions that help them succeed. We foster a collaborative team environment and extend our care to society through sustainable practices and efforts to address global food security challenges.
- **Discipline:** We are proactive and independent thinkers with integrity, solving problems with creativity and strong ethical standards. We value humility, continuously learning and growing in our pursuit of excellence.
- **Intensity:** We set high standards for ourselves, always striving for excellence. Our passion for innovation drives us to embrace change and push the boundaries of what's possible in agrifood.

Company Overview

"Tridge fuses 'Transaction' and 'Bridge,'

embodying our commitment to connecting global markets and transforming the future of trade.



Company Information

Company Name

Tridge Co., Ltd

Founded

2015

Headquarters

Seoul, South Korea

Founder & CEO

Mr. Hoshik Shin

Company Mission & Vision

Mission

To contribute to humanity's progress by driving the globalization of the agriculture and food industries, fostering sustainable growth, and enhancing the benefits shared by all.

Vision

To design a sustainable future for the agrifood sector by harnessing the power of data, technology, and trusted business networks.

We aim to create unparalleled economic value that promotes prosperity for people, the planet, and a future where everyone thrives.

Timeline of Growth

The Beginning

2013

In 2013, Founder and CEO Hoshik Shin faced a major challenge during a 60,000-ton coal transaction when a seller broke their agreement due to rising market prices.

This experience revealed deep inefficiencies and opacity in global markets, inspiring him to create data-driven solutions to resolve supply chain issues.

Data Foundation and Ecosystem Building

2017

A meticulously designed attribute system was developed to standardize millions of agrifood data points, redefining the information ecosystem.

By building an ecosystem grounded in online and offline platforms and diverse solutions, Tridge enabled efficient agrifood supply chain operations.

Expanding Impact and Securing Trust

2023

Currently serving over 2 million users monthly, Tridge holds unparalleled influence in the industry.

The platform has expanded based on reliability and effectiveness, securing numerous government contracts and demonstrating its value.

2015 Venture Into the Agrifood Industry

While running a community platform (Tridge Finders) for market information sharing and network building among industry experts, more than 70% of inquiries were identified as agriculture-related.

This insight led to the initial efforts to establish a reliable global agrifood supply chain.

2022 The 1st Agri-Food Unicorn

Tridge became the world's first agrifood unicorn, achieving a valuation of KRW 3.6 trillion (approx. USD 3 billion) with over 40 global offices.

The company was also recognized as a "High Growth Company in APAC" by KPMG.

2024 Global Expansion of Enterprise Solutions

The market potential of Tridge's Enterprise Solutions has been validated, with a growing number of global enterprises adopting them.

This foundation has enabled rapid expansion to medium-sized and small enterprises.

02

Business Overview

Explore an overview of Tridge's core services, including our data and intelligence solutions, which empower smarter decision-making, and our fulfillment services that streamline global agrifood trade.



Understanding the Global Agrifood Challenges

Agrifood companies are struggling to make optimal business decisions due to insufficient visibility of the supply chain, caused by information asymmetry.

Market Obscurity

Limited Access to Reliable Data

Difficulty accessing accurate and timely information impedes decision-making

Climate Change Vulnerability

Extreme weather events and shifting consumer trends create supply chain challenges, impacting sustainability and market stability

Price Volatility in Global Markets

Frequent fluctuations in prices due to geopolitical instability, currency exchange rates, and market factors

Global Market Access Barriers

Difficulties entering international markets due to tariffs, trade restrictions, and inconsistent standards

Supply Chain Inefficiencies

Lack of real-time visibility into global trends and supply chain dynamics, preventing optimized operations and trade decisions

Supply Chain Invisibility

Lack of Insights to Relationships

Insufficient information on supply chains and trading partners, limiting the ability to build profitable and sustainable relationships

Challenges in Spotting Opportunities

Outdated or fragmented market insights hinder businesses from identifying trends and seizing opportunities

Exploitation by Intermediaries

Intermediaries taking advantage of limited data to inflate costs and reduce profits for producers and buyers, leading to inefficiencies

Food Traceability Concerns

Inadequate traceability systems make it difficult to ensure food safety and source transparency

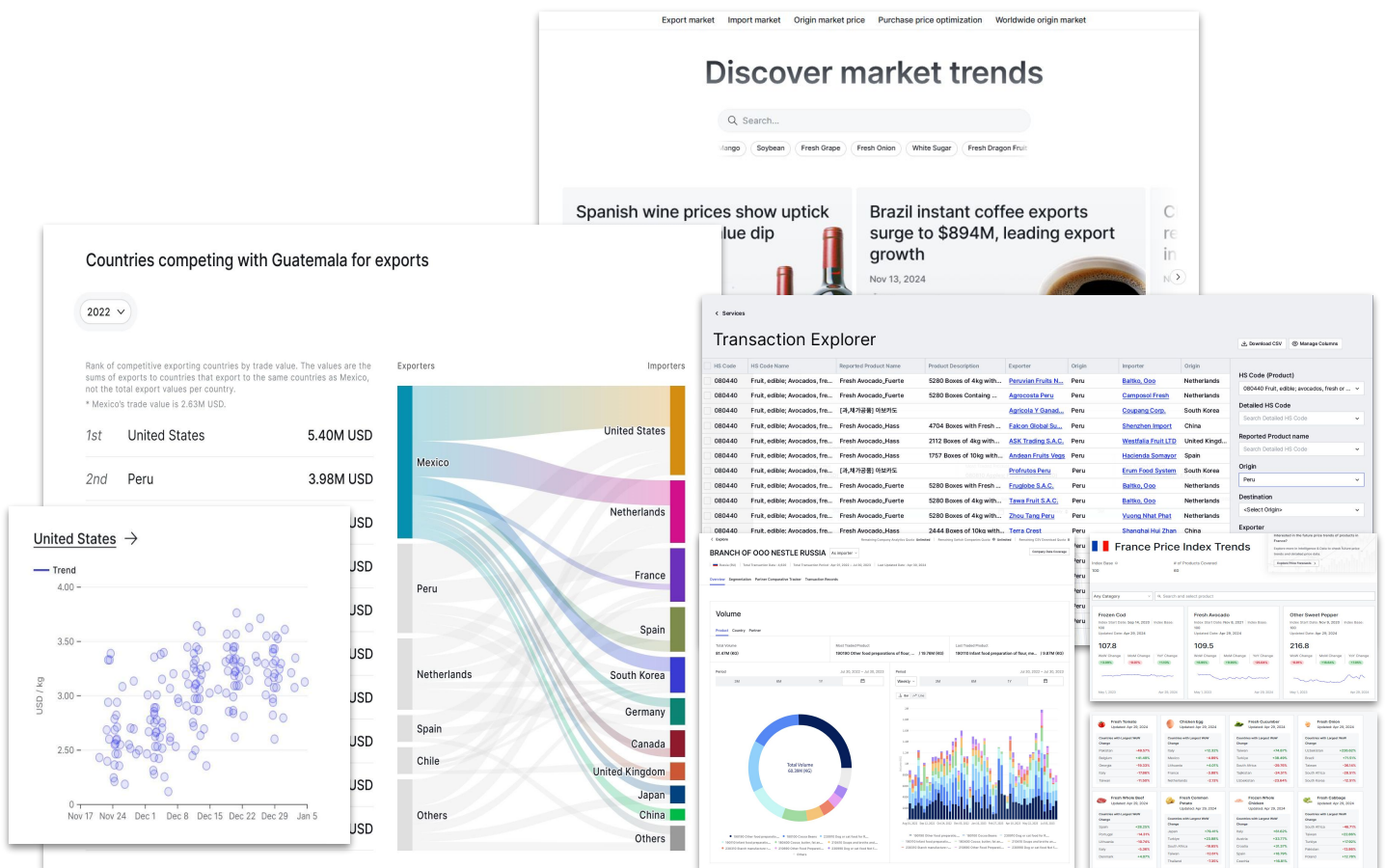
Limitations of Domestic Solutions

Technologies focused on domestic markets fail to provide the global integration needed to navigate international supply chains effectively

Our Solution 1: Unlocking Opportunities by Data-Driven Softwares

With access to over 5 billion real-time transaction and price data points, we offer a wide range of intelligence services, including company-level transaction data, port price data, domestic price data, production and trade data, weather data, and seasonality insights, all crafted to give businesses a clearer picture of the ever-evolving agrifood landscape. We also provide on-the-ground intelligence through AI-powered market news, reports, and guides, backed by in-house traders and country-specific expertise.

Our data-driven approach helps companies stay ahead of market trends, identify emerging opportunities, and navigate challenges with confidence.



Our Solution 2: Realizing Opportunities Through Fulfillment

With a proven track record of over 3,000 direct physical trading across 63 sourcing countries and 70 buying countries, Tridge facilitates seamless international trade through a robust network of over 2,200 distribution and logistics partners. Our global team ensures expert local handling, delivering reliable and efficient trade services tailored to regional and market-specific needs.

Tridge's enterprise software customers benefit from unparalleled market insights for new ventures, while also leveraging our physical trading capabilities to unlock opportunities and drive growth across the global agrifood industry.

The screenshot displays the Tridge website interface, highlighting its fulfillment capabilities. The main banner reads "Start importing fresh products safely and reliably." Below this, a flow diagram illustrates the process: Buyer → Make Order & Payment → TRIDGE → Direct Shipment → Buyer.

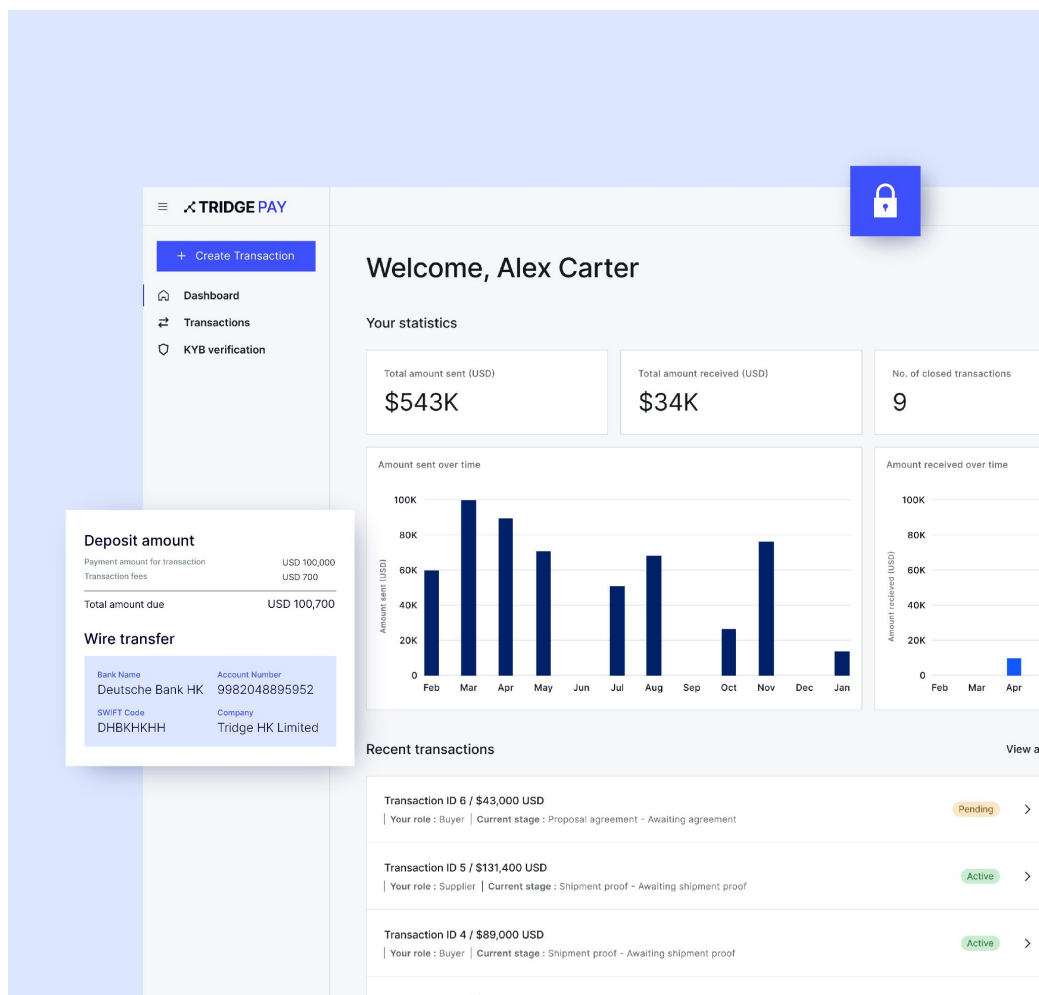
Product listings include:

- Cashew Nut Kernel** (Vietnam): USD 2.49 ~ per lb (Pound). Available specs: White, Scorched White, Second...
- Fresh Mandarin** (Peru): Pre-Season. Available specs: Tangerine - W. Murcott Afourer.
- China - Whole Common Ginger**: HS Code: 091011 - Spices; ginger, neither crushed nor ground. Price: \$0.66 ~ USD / KG, April 15, 2024. Harvesting Seasonality: JAN to DEC. Current Offer Base Prices: Fresh Washed Chinese Ginger > \$0.66 / KG.

Our Solution 3: Securing Transaction with Safe Payment Solutions

Designed to address longstanding challenges in global B2B trade transactions, Tridge provide a seamless cross-border payment solution both within and beyond its platform. TridgePay, backed by a TCSP license from the Hong Kong regulatory authority and partnered with Deutsche Bank, offers a digital escrow solution tailored to meet the needs of international traders.

TridgePay is not only a simple alternative to traditional L/Cs but a next-generation trade payment solution. Eliminating the high costs and restrictions of traditional L/Cs, which often force SMBs into risky payment terms, TridgePay ensures safe and transparent environment for global trade.



03

Our Global Impact

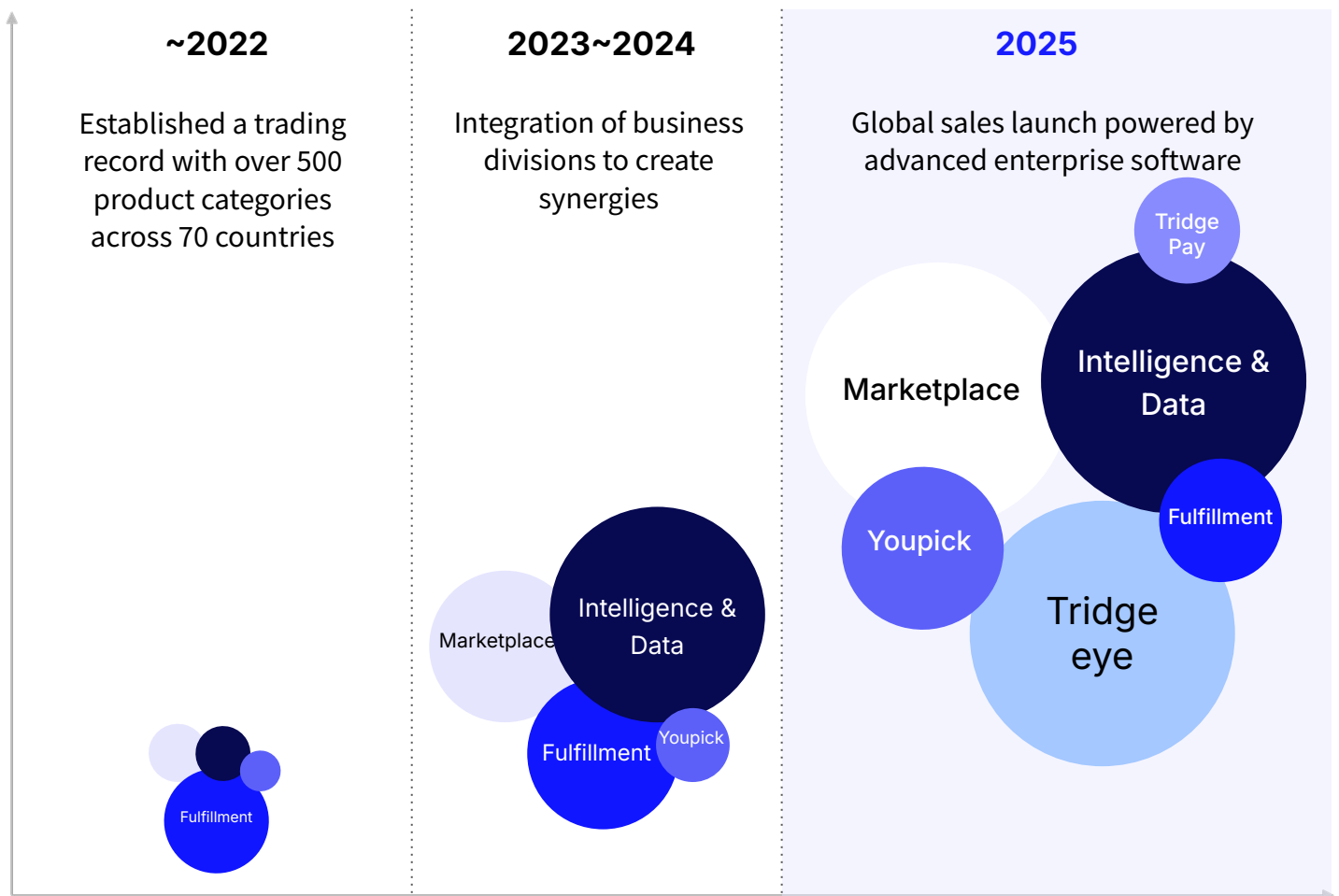
Discover how Tridge has grown globally, our presence in key markets, and the positive impact we've made in the agrifood sector by providing innovative solutions for businesses around the world.



Snapshot of What We Do

At Tridge, we provide comprehensive solutions tailored to address the core challenges of the global agrifood industry. Our mission is to bridge gaps in data access, market access, and fulfillment, empowering businesses to make well-informed decisions and seize new growth opportunities. By integrating data-driven insights with robust international trade capabilities, we help our partners navigate market complexities and thrive in an increasingly interconnected world.

Our distinctive business model goes beyond data, fostering smooth connections across the agrifood supply chain. Through our digital platform, businesses can not only identify potential suppliers and buyers but also network, negotiate, and finalize deals directly. Traditional barriers to global trade are effectively eliminated through our technology-driven solutions, making international commerce more accessible and efficient.



*Tridge Eye: AI-based insights (Market Brief) and integrated purchasing management SaaS.
Tridge Pay: Escrow-based payment system within the platform.*

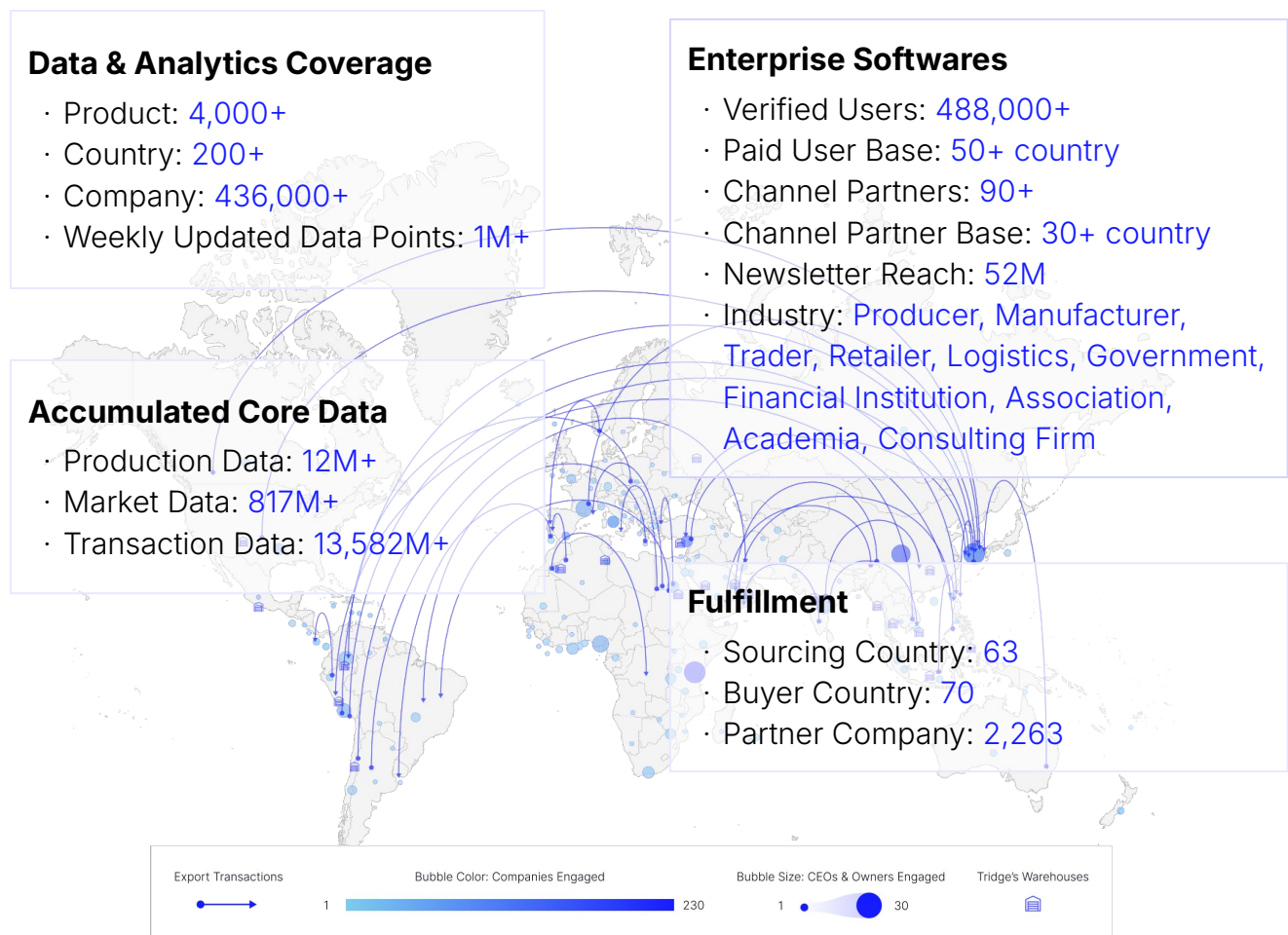
Presence in Numbers

Tridge has become one of the most influential AI agent in the global agrifood industry, with over 480,000 verified enterprise users spanning across countries.

With 44 branches all around the world, our solutions serve a growing community of agrifood businesses, providing key market insights and transaction opportunities worldwide.

This international reach ensures that we deliver efficient trade solutions and foster valuable partnerships within the agrifood supply chain.

As of Jan 2025



Clients and Partners

Tridge's key clients include government agencies and multinational food corporations, alongside institutions involved in agrifood sales, finance, and investment. Our specialized solutions support market research, new market entry, and supply chain management.

Among its many features, tridge.com enables suppliers to connect with buyers and establish new business opportunities, while buyers secure reliable suppliers and reduce costs amid supply chain disruptions, delivering greater value to consumers.

Tridge also empowers small agrifood enterprises and supports government agencies in managing supply chains and fostering SME growth. By advancing technology, Tridge continues to build a trusted global agrifood trading infrastructure for sustainable growth.



04

Innovation at TRIDGE

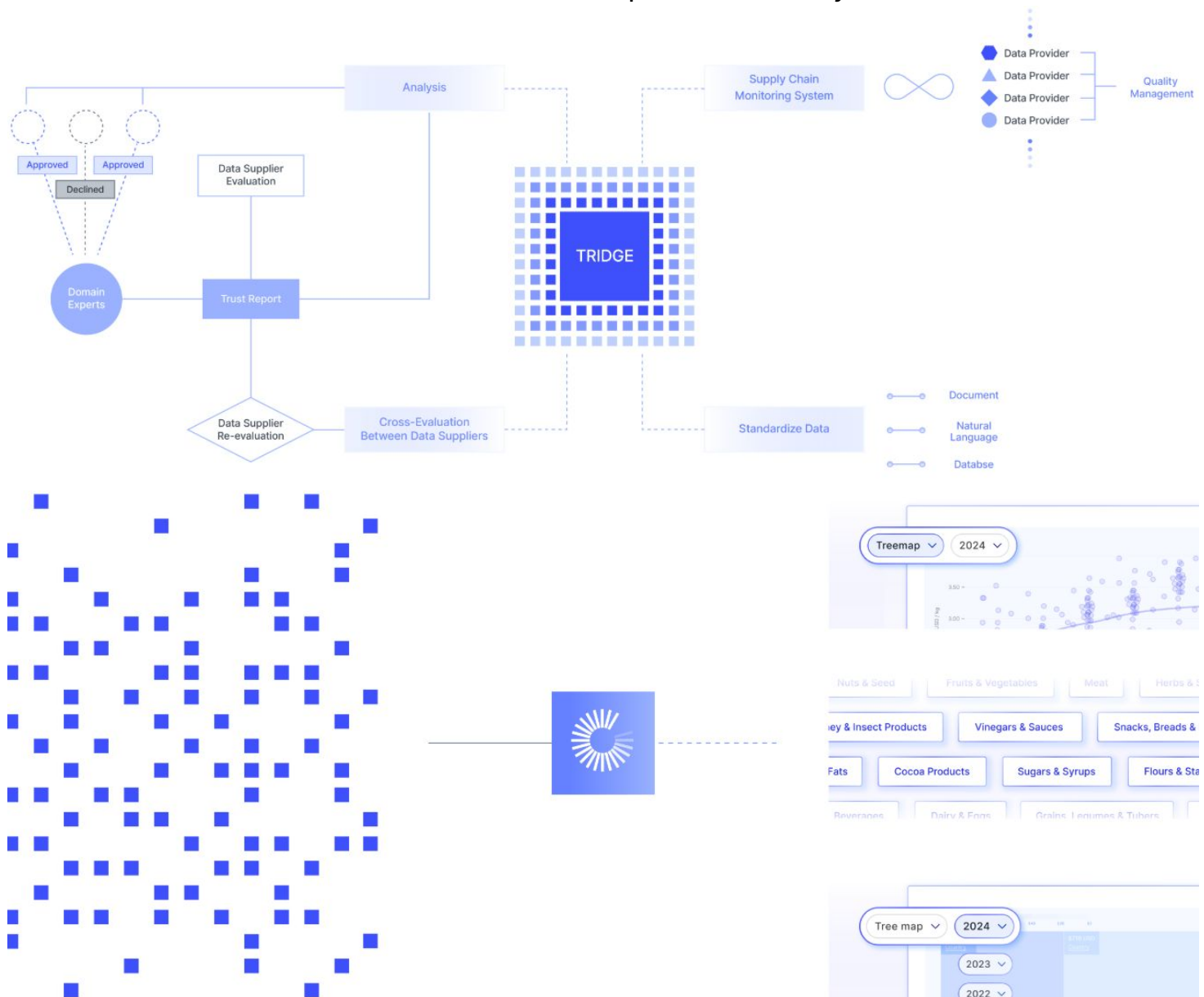
Learn about the cutting-edge technologies driving Tridge's platform, including AI-powered features and advanced data analytics that enable businesses to make more efficient and informed decisions.



Technology Highlights

At the core of Tridge's operation is an unmatched database scale and advanced AI-driven optimization technology. The process of collecting and processing agrifood data is complex, requiring significant time and resources due to fragmented information. Over the past decade, we have refined our database, organizing 11 million processed food types and 300,000 raw material varieties to provide actionable insights.

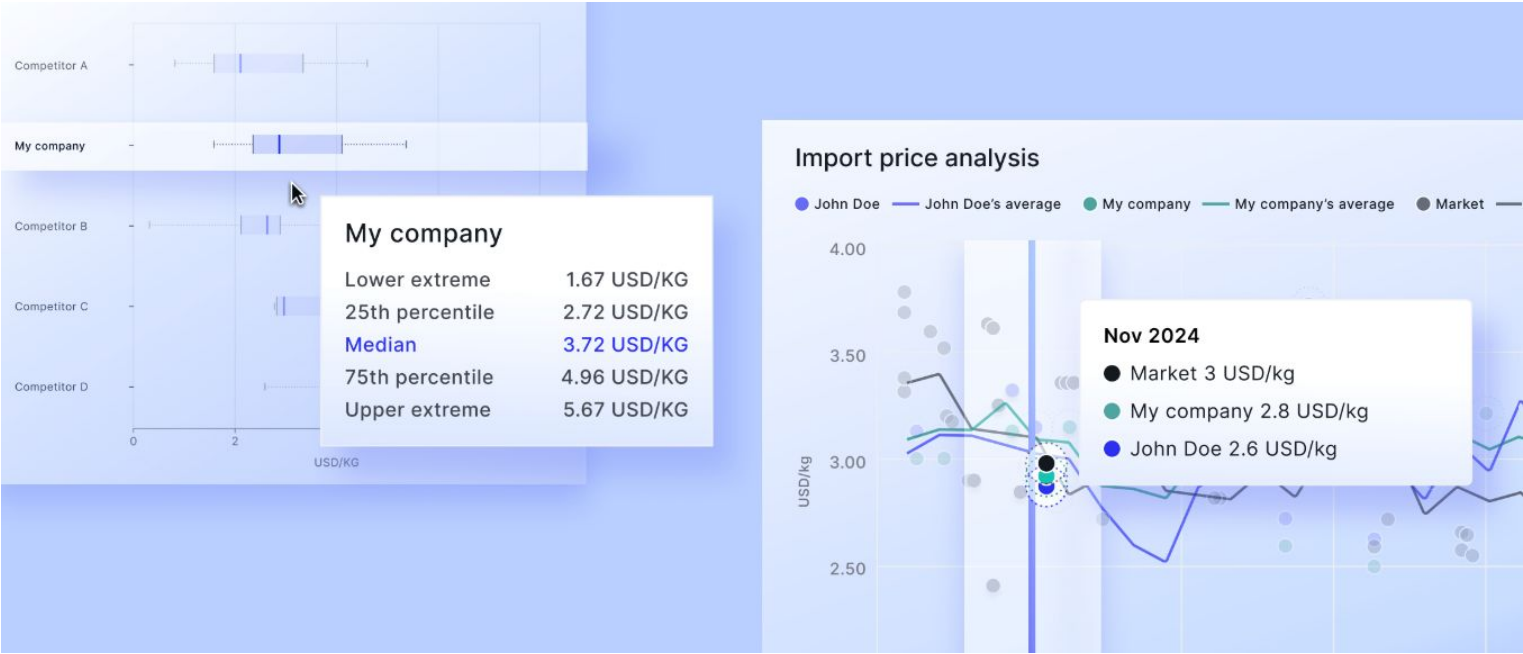
Tridge optimizes this data using advanced processing technology and Natural Language Processing (NLP). Supported by a dedicated team of agrifood experts, we deliver an auto-curated data service with exceptional accuracy.



Platform Features: Tridge Eye Book

Tridge Eye, built on a decade of data and expertise in global fulfillment, is a cloud-based supply chain management solution that seamlessly integrates with internal systems. It synthesizes real-time data, combining agricultural market intelligence, global trade data, and advanced analytics to help businesses make informed decisions and manage risks.

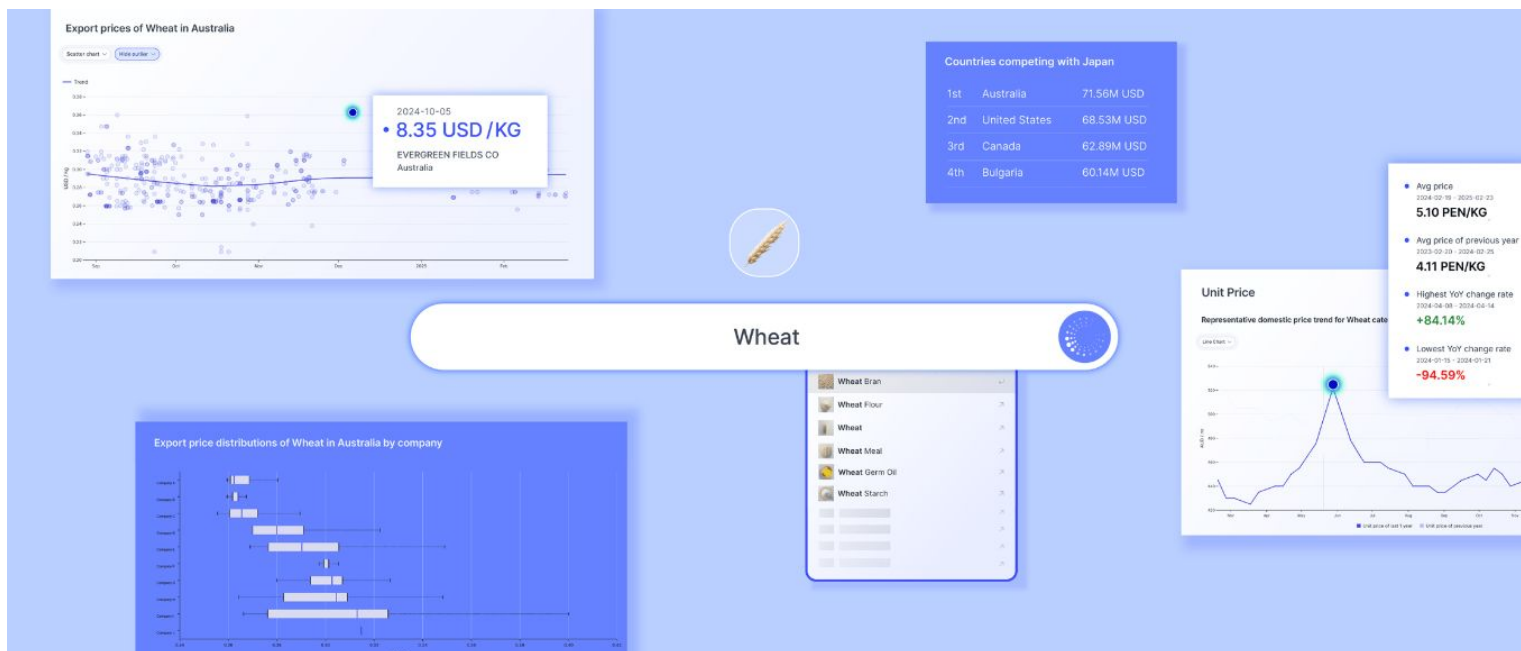
Tridge Eye provides insights into market events, supply chain analysis, and purchase recommendations based on historical data, with tailored reports for specific business needs. Future features will include autonomous quotation generation and order submissions based on real-time market conditions.



Platform Features: Tridge Eye Shelf

Tridge Market Brief is a data solution that curates Tridge's extensive database at the trading partner level, enabling users to intuitively gain intelligence on their target markets. With features such as Market Event, Import & Export Unit Price Analysis, Volume Analysis, Trade Value Analysis, Local Wholesale Price Analysis, Global Trade Flow Analysis, Supplier Pavilion, Find Supplier, and Find Buyer, users can seamlessly track market trends, identify potential partners, and arrange meetings.

As of Jan 2025, Tridge offers over 54,000 curated items and more than 1 million pages of information, enabling a comprehensive understanding of the global supply chain and real-time identification of critical issues.

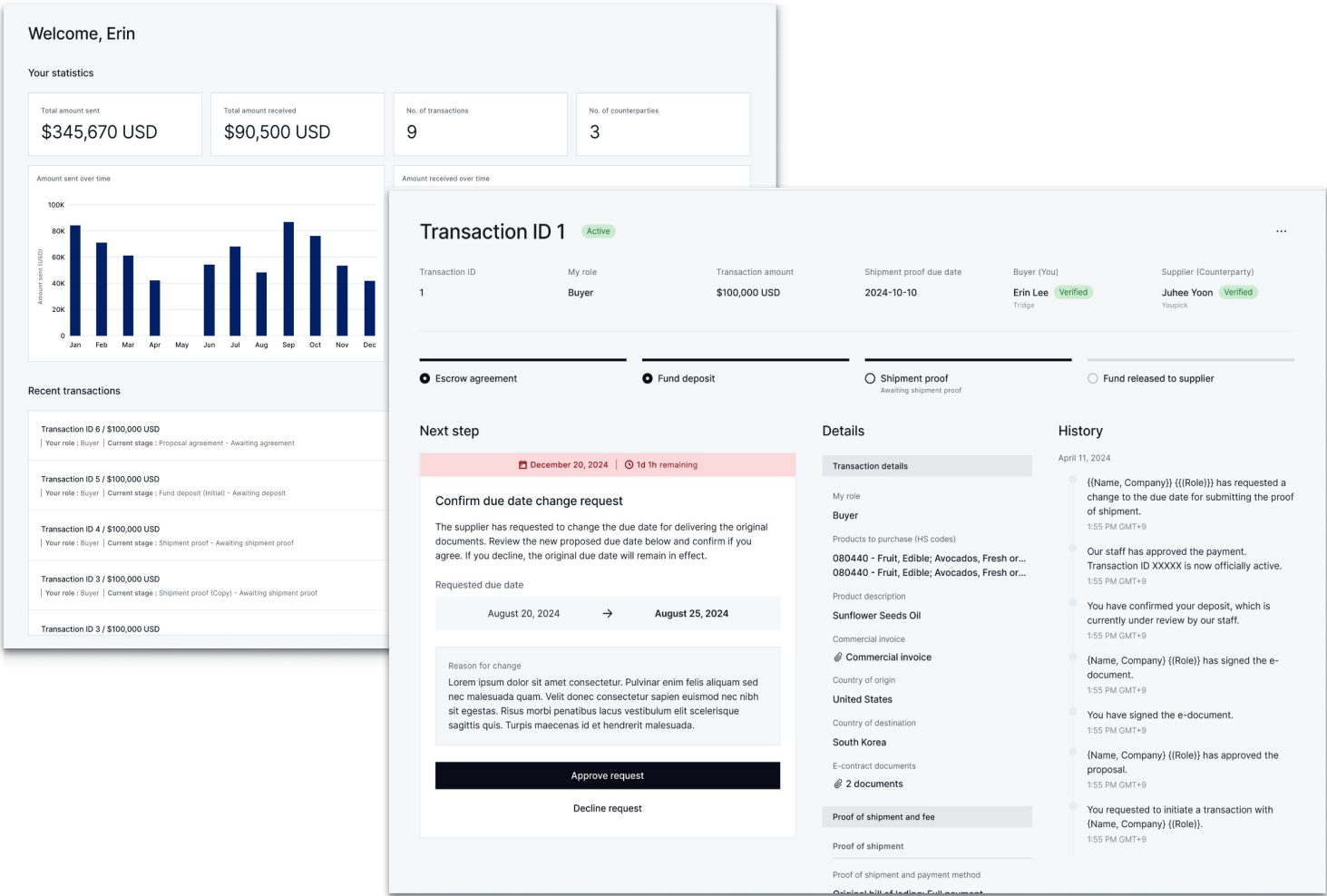


Platform Features: Tridge Pay

Tridge Pay is an escrow-based payment system designed to address one of the most significant challenges in global agrifood trade—credit risk between trading partners.

For Tridge-verified participants, the system ensures that buyers transfer funds to Tridge HK's account at Deutsche Bank as a deposit. Tridge HK then releases the payment to the seller at the agreed-upon time, minimizing risk for both parties.

Tridge Pay provides this service at a highly competitive rate, with a total fee of just 0.70%—split equally between buyers and sellers at 0.35% each. This is significantly lower than the approximately 1% fee typically charged for Letters of Credit (L/C).



Platform Features: Digital Marketplace

Tridge provides a marketplace where agrifood users gathered to access data and intelligence can exchange information and engage in transactions seamlessly.

Buyers can access detailed supplier information and effortlessly communicate through video calls, real-time chat, and meetings, all conveniently within the platform. Suppliers, in turn, can capitalize on opportunities by promptly responding to buyer RFQs (Request for Quotes) with detailed proposals tailored to their sourcing needs.

The screenshot displays the Tridge Digital Marketplace interface. On the left, there are three promotional banners for Geumsan (Korean Ginseng), Jeollanamdo (Land of Life, Best Jeonnam), and Made in Italy. The main area on the right shows a grid of product listings and a sidebar with RFQs (Request for Quotes).

Geumsan
Geumsan Korean Ginseng
Welcome to Geumsan, the Ginseng Capital of the World. The Home of Life, Bridging the World and the Future.
[Learn more >](#)

Jeollanamdo
Land of Life, Best Jeonnam
Nestled in the southwestern part of Korea, Jeollanam-do is a region renowned for its stunning natural beauty. From the beautiful Dadohae...
[Learn more >](#)

Made in Italy
Explore the true essence of Italy with our selection of brands
[madeinitaly.gov.it](#) | |

Product Listings:

- Red Globe** - - [View Details](#)
- Navel Fresh Oranges - Egypt** - - [View Details](#)
- Refined cane sugar - Korea 45 - Brazil** - - [View Details](#)
- Fresh Oranges - Egypt** - - [View Details](#)
- Fresh Mangoes - Brazil** - - [View Details](#)
- SPICES & HERBS** - - [View Details](#)
- WAMI INDUSTRIES PVT LTD** - - [View Details](#)
- Horizon Horticulture & Exp.** - - [View Details](#)

RFQs (Request for Quotes):

- WOW AGRITECH SP.Z O.O.** - Annual Revenue USD 1M-5M
Ongoing - D-19
Fresh Grape - 18,000 kg
Product Category: Fresh Grape
Port of Destination: Koper, Slovenia
Sourcing Countries: All countries
Request Duration: Apr 25, 2024 ~ May 25, 2024 at 17:43...
[Submit Quote](#)
- Harbison...** - Annual Revenue USD 5M-10M
Ongoing - D-22
Wheat for Feed - 500,000 ton
Product Category: Wheat
Port of Destination: Jakarta, Indonesia
Sourcing Countries: All countries...
Request Duration: Apr 29, 2024 ~ May 29, 2024 at 13:13...
[Submit Quote](#)
- WBC TRADING...** - Annual Revenue USD 100M-500M
Ongoing - D-17
Soy Bean (GMO & NON GMO) - 350,000 ton
Product Category: Soybean
Port of Destination: Laem Chabang...
Sourcing Countries: All countries
Request Duration: Apr 23, 2024 ~ May 23, 2024 at 23:17...
[Submit Quote](#)

05

Commitment to Society

Tridge's commitment to sustainability and social responsibility is central to our mission. This section highlights our sustainable initiatives and the public recognition we've received in 2024 for our efforts.



Sustainable Initiatives in the Year 2024

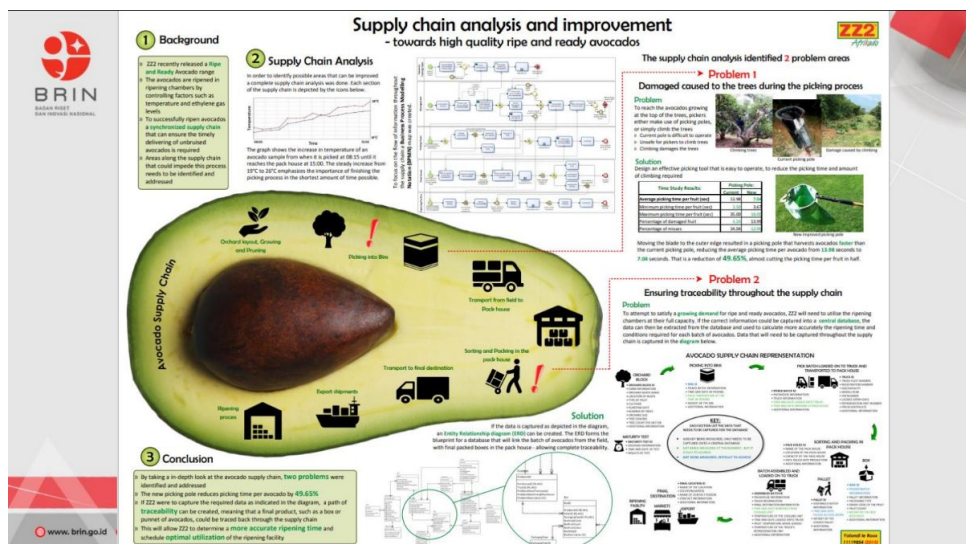
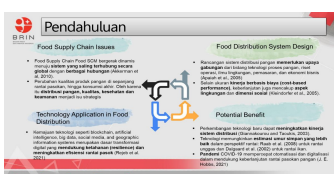
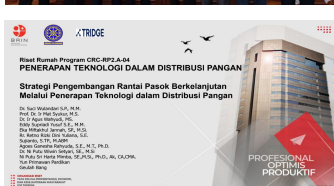
Empowering Women in Farming through Global Export Initiatives

Tridge partners with Pakyas Association of Rural Improvement Club(PARIC), a women-led calamansi farmers' cooperative in Oriental Mindoro, Philippines, to introduce their value-added calamansi products to the global market by working with Global Green Growth Institute, an international NGO for green growth.



Empowering Avocado Farmers by Data-Driven Market Development

Tridge and Indonesia's National Research and Innovation Agency(BRIN) are collaborating to expand avocado production and explore export opportunities in West Java and Bali. Now in its second year (2025), the initiative aims to boost farmer incomes through high-value crops and develop models enabling farmers to directly benefit from government-led FTAs.



Public Recognitions in the Year 2024

Awards

- Designated as a specialized agrifood trade company (Ministry of Trade, Industry and Energy, South Korea)
- Awarded the Minister's Award for contributions to the agrifood industry (Ministry of Agriculture, Food and Rural Affairs, South Korea)

Data & Trade Partnerships

- Official Solution Partner for United Nations Industrial Development Organization
- Ministry of Agriculture, Food and Rural Affairs in Republic of Korea
- National Leadership Council Indonesian Farmers Union(HKTI)
- Indonesian Trade Promotion Center at Embassy of Indonesia
- American Spice Trade Association
- US-Africa Trade Commission
- Pan African Chamber of Commerce
- Federation of West African Chambers of Commerce & Industry
- Chamber of Aquaculture in Ghana
- Botswana Investment and Trade Centre
- Italian Trade Agency
- Jeonnam Provincial Government in Republic of Korea
- Seoul National University ... and more!

MAEIL BUSINESS NEWSPAPER

Korea's No. 1 Economic Media

JUNG Hyukhoon moneyjung@mk.co.kr

Input : 2024-09-06 10:45:14

AA

"Before Bloomberg was established, the global financial market was plagued by opacity and asymmetry, leading to significant interest rate and price spreads," he explained. "Many intermediaries capitalized on this lack of transparency to charge high fees. However, Bloomberg's emergence narrowed those spreads, redirecting profits from middlemen back to the end consumers."

"In a similar vein, the global agro-fisheries market today faces excessive margins imposed by layers of intermediaries. **Thanks to the global agro-fisheries data accumulated by Tridge, this dynamic is changing. Farmers and consumers are now benefiting together as these excessive margins shrink, creating a more equitable and efficient marketplace,**" Saracino emphasized.



Stephen Saracino, founder of Activant Capital, a U.S. venture capital (VC), is interviewing the economy every day on the 5th. [Reporter Lee Seung Hwan]

06

Brand Guidelines

Discover Tridge's visual identity and messaging principles. This section outlines logo usage, color schemes, typography, and tone of voice to ensure consistent representation of our brand across all platforms and materials.



Logo

Clearspace: Use it to ensure that lockups have the correct clearance and spacing between elements. To maintain the integrity of the Tridge logo, do not alter it in any way.

Color: Use the elements in your piece of communication to determine the color of your logo for maximum contrast and clarity. When placing the logo against a light background, use the black or blue logo; against dark backgrounds, use white.



Apply logo in blue on a light background



Apply logo in black on a white background



Apply logo in black on a light background



Apply logo in white on a blue background



Apply logo in white on a dark background



Apply logo in white on a secondary color background

Typography

Typeface: The official Tridge font is Inter, selected essential for its clean and modern design exudes professionalism, while its legibility and versatility make it perfect for enhancing the brand identity across various digital platforms.

Hierarchy & Pairing Rule: Keep the typeface at a thin weight with decreased letter spacing to create a refined look. Use differing weights and sizes to determine visual hierarchy. Refer to the following for more detailed guidelines on the recommended pairings of weight and size.

Inter Extra Light

Inter Light

Inter Regular

Inter Medium

Inter Semi Bold

Colors

Primary: Our colors are express stability, reliability, and credibility. These colors were selected as they convey our solid, strong, foundation.

Tridge Blue 171CFD 23, 28, 253, 100	Pantone code: 2736 C	Tridge Black 0A0A18 10, 10, 24, 100	White FFFFFF 255, 255, 255, 100
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Secondary: A secondary palette of colors is to use as accents and to add color diversity to our materials.

Purple 7E43CD 115, 55, 208, 100 69, 81, 0, 0	Blue Purple 5c42e5 92, 66, 229, 100 75, 75, 0, 0	Cyan 34c6ee 52, 198, 238, 100 63,0,3,0	Green 0edba5 14, 219, 165, 100 65, 0, 51, 0	Yellow ffd12d 255, 209, 45, 100 0, 16, 91, 0
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For media inquiries, interview requests, or additional information, please contact our Public Relations Team at partnership@tridge.com

We are happy to provide further details, schedule interviews, or explore potential collaborations.

Stay connected and up to date with us through our social media channels:

- Website: tridge.com & pay.tridge.com
- Facebook: facebook.com/teamtridge
- X(Twitter): twitter.com/TridgeGlobal
- LinkedIn: linkedin.com/company/tridge
- Instagram: instagram.com/tridge_global

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