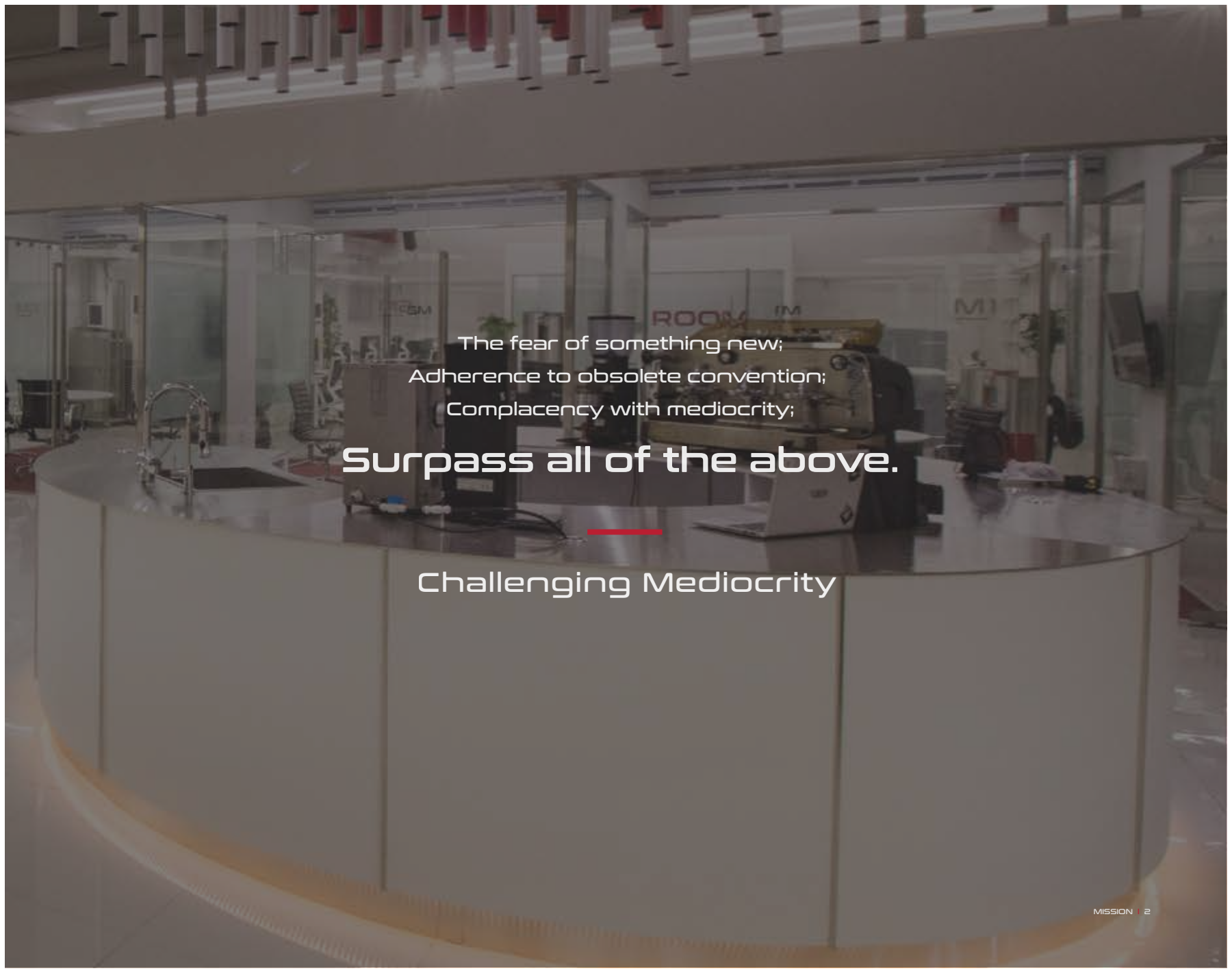




 **STRONGHOLD**



The fear of something new;
Adherence to obsolete convention;
Complacency with mediocrity;

Surpass all of the above.

Challenging Mediocrity

STRONGHOLD HISTORY

Stronghold Technology, Inc. is the developer, manufacturer, and retailer of the world's first smart coffee roasters, S SERIES. Our daring innovation is taking the traditional roaster industry by storm with the all-electric revolutionary hardware design and the integration of smart technology, bringing high quality roast to your fingertips.

2014

- 02. Exports to Rwanda
- 05. Received investment from SoftBank
- 06. Exports to Mexico
- 08. Exports to the US, Vietnam



2012

- 05. Exports to China
- 05. Received Silver Label Award from Euro Invent 2012 (Europe)
- 06. Received Gold Label Award at the Pittsburgh International Invention Exhibition INPEX 2012, Gold Label (US)
- 12. Received investment from Korea University Holdings



2011

- 03. Named a Top 15 small business by the SBC (Small and medium Business Corporation) 2010
- 11. Received Gold Medal Award from iENA 2011



2010

- 05. Established Stronghold Technology Corporation
- 08. Launched the world's first smart roaster S7

2015

- 07. Exports to the UK, Australia
- 07. Selected as the WCRC sample roaster
(World Coffee Roasting Championship)
- 12. Total sales reach 400 units
- 12. 1st place in the Black Water Issue Awards,
(roasting equipment brands)

2016

- 01. Exports to Guatemala
- 01. iF Label, iF Design Award 2016, one of the world's top three design awards
- 03. WCRC (World Coffee Roasting Championship) official sponsor, two years running
- 07. Received a second-round investment from SoftBank Ventures
- 07. Total sales reach 500 units
- 07. Signing of Diamond Sponsor Contract for WCKK National Championship
- 08. Held the first conference of 'The Roastrum'
- 09. 2016 Busan Coffee and Dessert Show Cupping Competition Title Sponsor
- 10. New Headquarters Opening



SoftBank

THE
ROASTRUM

WCKK

2017

- 01. Winner of The Black Water Issue Awards' Roaster Brand category for two consecutive years
- 02. 2017 KCRC (Korea Coffee Roasting Championship) official sponsor
- 03. WCRC (World Coffee Roasting Championship) official sponsor, three years running

WCKK

The World's First Smart Coffee Roaster

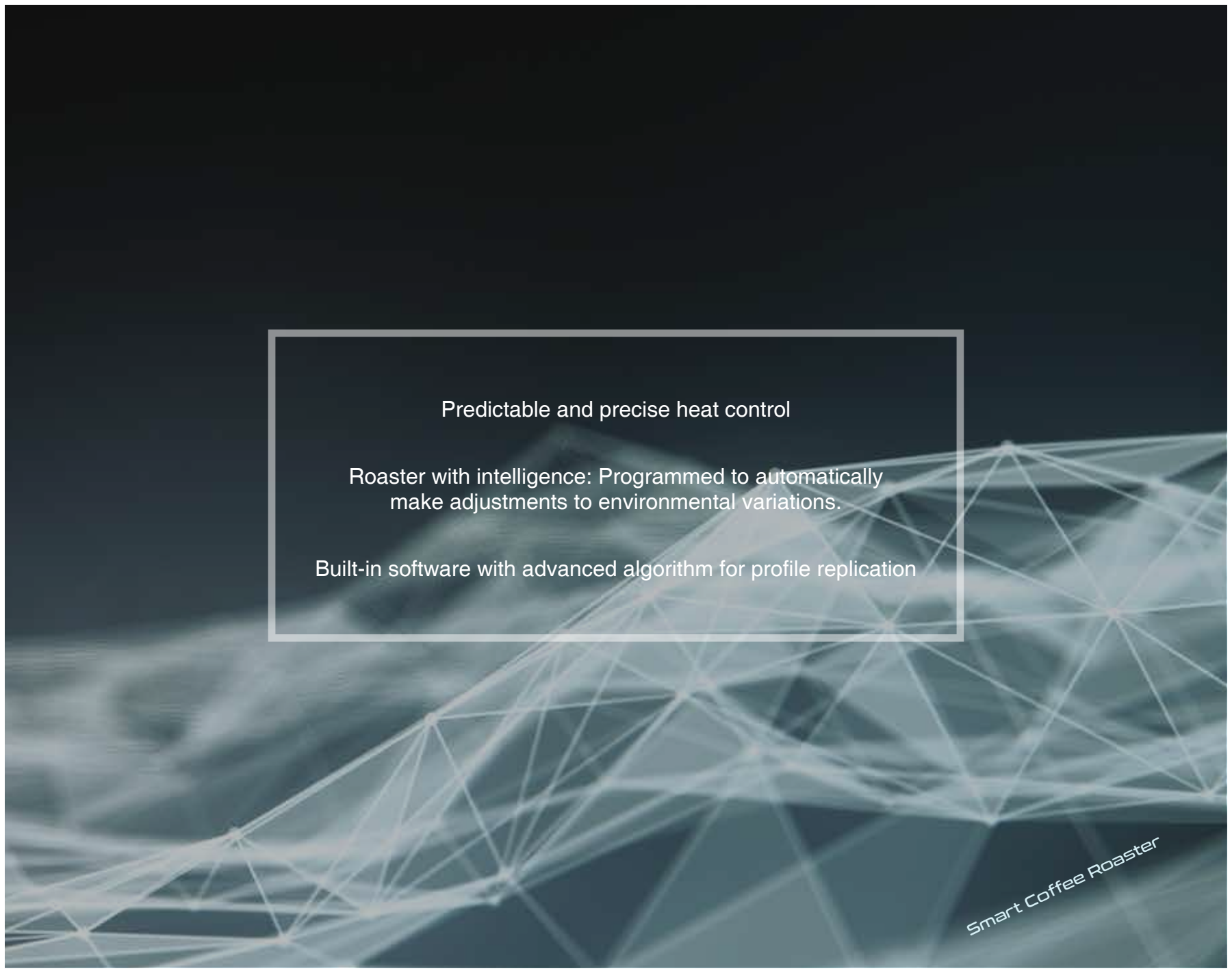
S SERIES

What is a Smart Coffee Roaster?

A robust roasting machine enhanced by advanced roasting software that allows anyone to consistently produce accurate and precise roasts.

Smart Coffee Roasters

STRONGHOLD



Predictable and precise heat control

Roaster with intelligence: Programmed to automatically make adjustments to environmental variations.

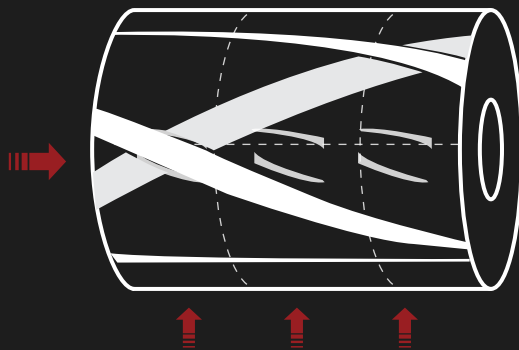
Built-in software with advanced algorithm for profile replication

Smart Coffee Roaster

Hardware - TOWER DRUM

“A Vertical Drum?”

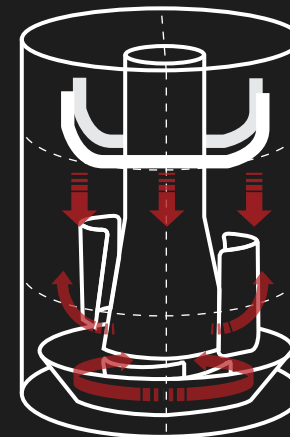
Most of the world's traditional coffee roasters employ horizontal semi-hot blast type drums. Stronghold's S SERIES, however, features a revolutionary vertical drum. Why?



Horizontal Drum

It is difficult to prevent heat loss when drum is placed horizontally and heated externally.

Conventional electric roasters before the S Series faced the challenge of reducing heat loss on horizontally placed drum roasters.



Vertical Drum

Stronghold has found the answer by reestablishing the paradigm. After extensive research, Stronghold has designed a completely new vertical drum that maximizes heat efficiency, is highly reliable, and brings out the best flavors of coffee beans.



The S Series uses Stronghold's patented vertical **"Tower Drum"** technology.

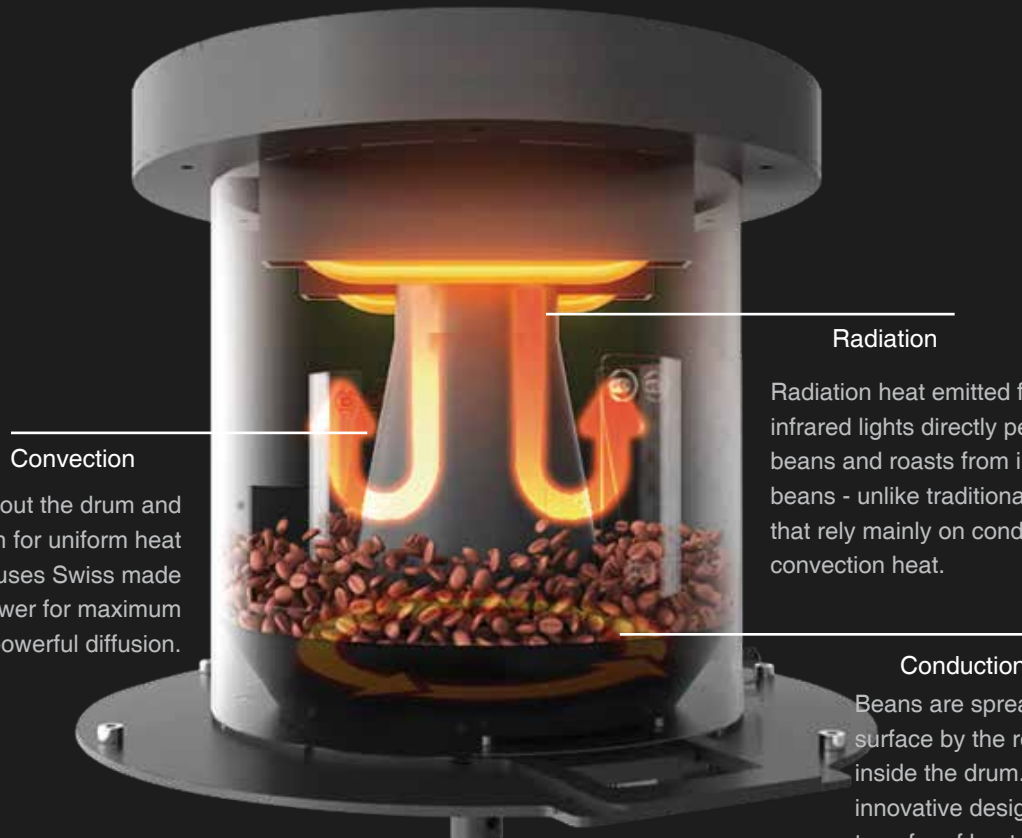
- Stirring wings rotate along the floor of a fixed vertical drum
- 5 layer insulated steel drum structure to minimize heat loss
- Structure designed to uniformly distribute and transfer heat to the beans
- Vertically placed Tower Drum results in increased durability, preventing deformation from long-time use

Hardware - TOWER DRUM



Essential for Precise Roasting
Triple Heat System

S Series applies three different types of heat to the beans – convection, conduction, and infrared. Precise control over the heat source allows users to develop and explore a wider range of flavors.



Convection

Hot air circulates throughout the drum and penetrates every bean for uniform heat distribution. Stronghold uses Swiss made Leister heater and blower for maximum heat efficiency and powerful diffusion.

Radiation

Radiation heat emitted from the infrared lights directly penetrates the beans and roasts from inside the beans - unlike traditional roasters that rely mainly on conduction and convection heat.

Conduction

Beans are spread out against the drum surface by the rotating stirring wings inside the drum. The vertical drum's innovative design ensures uniform transfer of heat from the drum surface to the beans.



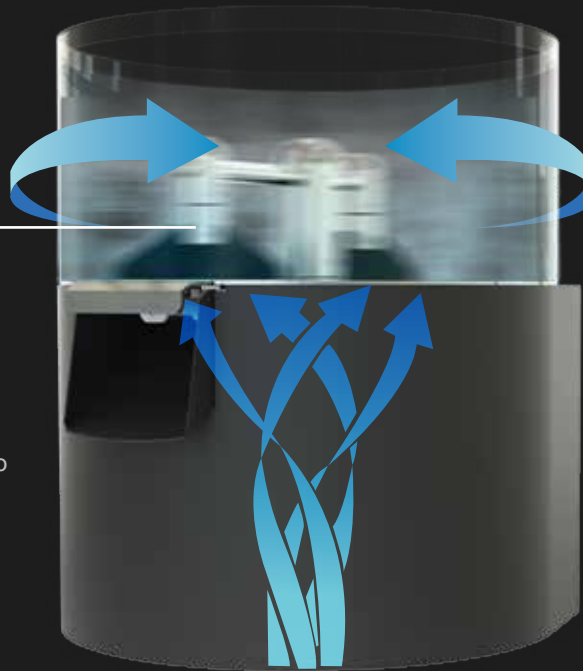
At least 2x faster than other roasters

Power Cooling

Remarkably fast cooling - More than 2x faster than other roasters in the market – ensures the exact level of your intended roast.

Power Cooling

Roasted beans will continue to develop in the cooling tray unless they are cooled very rapidly. While traditional roasters generally require 3-4 minutes for the beans to cool to room temperature, the S Series cooling system only requires 1.5 minutes for the same job.



Software - ROASTWARE

The Condition for a Complete Roasting
Like a Human, Beyond Human

Bringing human skills and technology into balance to achieve the perfect roast every time. Spawned from the research of many dedicated engineers, chemists, and roasting professionals, the 'Roastware' is the brain of the S Series.





Program

Program Mode

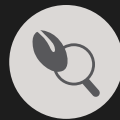
You can select a pre-set roasting profile based on the bean's density, processing type, and desired roasting level. Optimized replication algorithm will replicate the selected profile with high precision.



Manual

Manual Mode

Manual mode represents the S Series' core value proposition. Immediate and precise control over convection and infrared heat allows you to define your roast like never before.



User Profile

User Profile Mode

Save your favorite profile and replicate with unrivaled accuracy and consistency. This is the most distinguishing feature of the S Series, which can save you a lot of time and cost and increase productivity by multi-folds.

S SERIES, what makes it different?

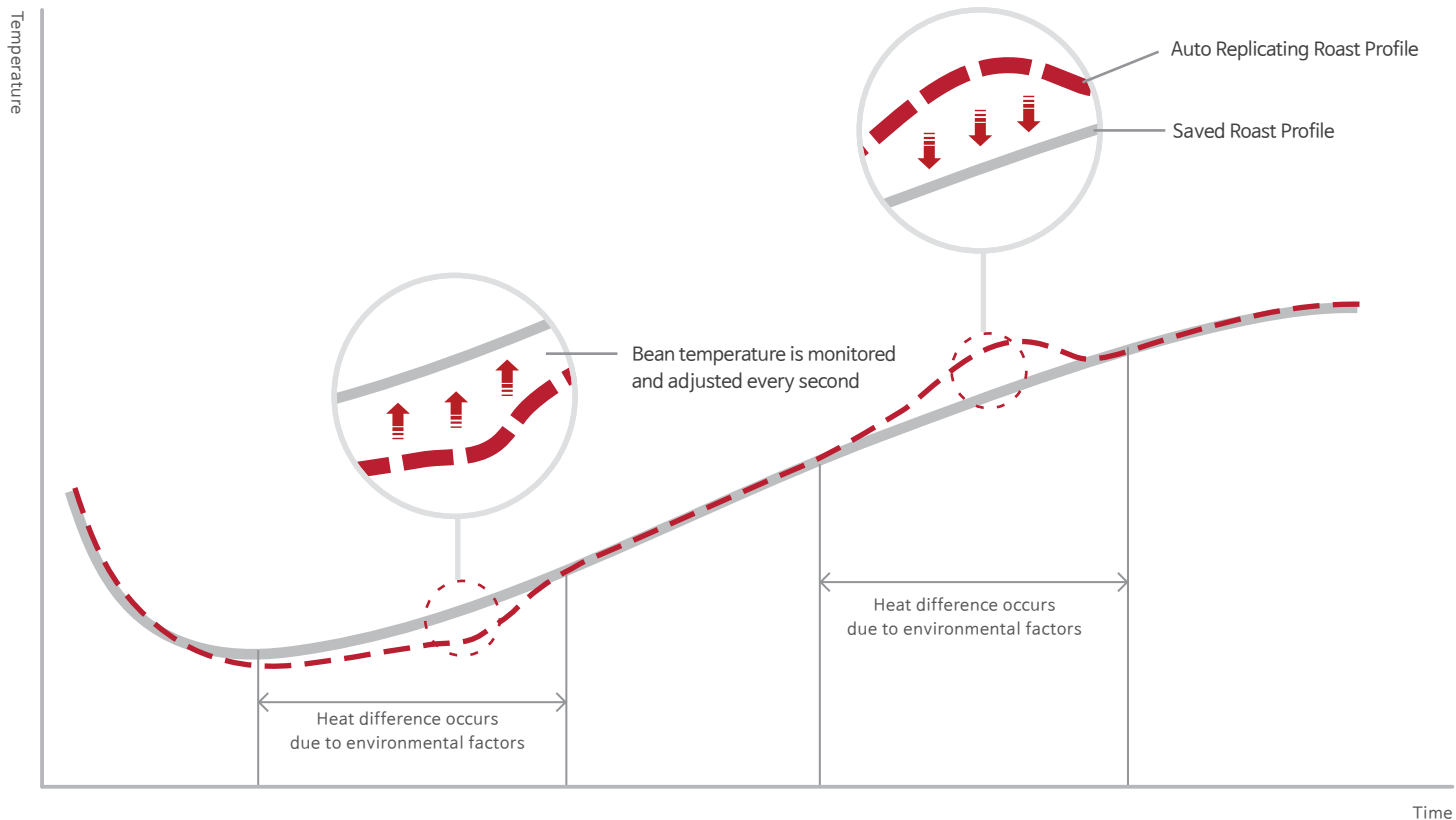


Make Every Second Count

Auto Replication

Every roast profile can be saved on Roastware and precisely replicated.

During a replication roast, our proprietary heat control algorithm, Roastware, takes current environmental factors into consideration and makes micro level heat adjustments to immediately react to any divergence from the saved roast profile.





Unparalleled decrease in Roasting Time and Cost

Maximizing Productivity

The S Series guarantees an unrivaled increase in productivity compared to our competitors, leading to savings in labor, time, and related costs.



Electricity cost per roast is roughly 1/5 of that of comparable size gas drum roaster (Korea standard)



Plug and play - eliminating the need for gas installation costs and related safety issues



Roast consistency - regardless of user's roasting experience or skill level



Durability tested - over 1,000 consecutive roasts



Highest productivity among competitors of similar size



57, 2015/2016 World Coffee Roasting Championship
Official Sample Roaster

@ Gothenburg, Sweden (2015)



Taste of Innovation **S7** **PRO**

Smart Roaster S7 Pro adopts all-electric Android-based system designed to produce precise and high quality roasts. It is equipped with a user-friendly touch screen interface for incomparably easy and convenient control of the machine.

With its predictable and precise heat control and advanced sensing technology that automatically makes adjustments to the environmental variations, S7 Pro features its unique technological achievement - Auto Replication. This feature provides a streamlined coffee roasting experience where the user can roast, save, and precisely replicate the profiles in <User Profile Mode>.

Adding radiant heat to the convectional and conductive heat leads to a more complete bean roast and brings opportunities to explore various cup characteristics, completing its unique triple heat system.

S7 Pro provides <Program Mode> which runs optimal roasts, effectively factoring in bean characteristics, making high quality coffee roasts approachable to anyone.

World-Renowned S7

WCRC (World Coffee Roasting Championship) official sponsor, three years running (2015-2017)
Received Gold Medal Award from iENA 2011 (Germany)
Received Gold Label Award at the Pittsburg International Invention Exhibition INPEX 2012
Received Silver Label Award from Euro Invent 2012 (Europe)



THE COFFEE BAR

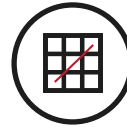


Epic Espresso The Coffee Bar
Seoul, South Korea

The Smartest Way to Get High Quality Coffee Roasts



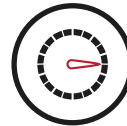
Touch Screen (10.1")



Roasting Graph and ROR(Rate of Rise)
/DTR(Development Time Ratio)



Main Motor Speed Control (Lv. 10)



Independent Control
of Hot Air and Radiant Heats (Lv. 0-20)



Safety System:
Emergency Discharge and
Emergency Stop



Quick Cooling:
Beans reach room temperature in 1m 30s.

Easy & Convenient Heat Control

4 Temperature Sensors

Roast Profile Auto Logging

Program Mode

User Profile Mode: Auto Replication

Manual Roasting Mode

System Upgrades on Android-based Roastware

Specifications

W x D x H
650X620X885 mm

Weight
74 kg

Max. Bean Input Weight
850 g

Voltage
220 v

Electrical Output
3.5 kW

Hot Air Heater
2 kW

Halogen Heater
1.5 kW

Main Motor
25 W

Colors



Tower Black



Wall Gray



Castle White



Torch Red



Guardian Navy



Your Success with Stronghold



“Our customers enjoy the rich flavors”

Grand Hyatt

The Grand Hyatt Seoul Hotel, which consumes approx. 8 tons of coffee beans per year and had been importing dark roasted coffee, purchased two Stronghold smart roasters and began roasting themselves. Many customers have noticed and started talking about the richer flavors of their coffee and The Grand Hyatt Seoul is now considered a huge success story in the luxury hotel chain industry in terms of increased customer satisfaction and huge cost savings.

“It is a roaster of the best durability and stability for consecutive batching”

Daewang

Daewang Coffee, located in Daegu, was able to capitalize on S7's excellent durability by producing more than 1 ton of roasted beans a month with just one S7 Pro roaster. The consistency of roast replication feature and the reliability of consecutive roasting were key to Daewang's success, building their name for high quality coffee and improving operational efficiency.



"We developed an original concept for our café"

Mad 4 Coffee

Mad 4 Coffee was able to successfully build a unique café brand by offering a 'self-roasting' concept, where customers can choose their own beans, roast on the spot, save the profile, and replicate for repeat purchases.

"S7 is my secret weapon for winning awards"

Jung Kook-won, Roaster

Roaster Kook-won Jung at Kook Coffee Roasters created a roast profile that he desired using the S7 Pro's manual roasting mode. He then used S7 Pro to replicate the exact roast to win the 2014 Golden Coffee Awards Roasting Competition.

Professionals Love **Stronghold**



Matt Perger

WCE(World Coffee Events) Two-Time Winner

"Stronghold broke all of the rules and created a truly innovative and exciting roaster. I can't wait to spend more time with it!"

Sangho Park

Former Head Roaster at Square Mile, UK

"Using halogen truly reveals interesting cup characteristics. The tone of acidity, intensity of aroma and clean cup are positively different to normal gas drum roasters."

Hidenori Izaki

2014 World Barista Champion

"Consistency is the key for quality and promised experience for your customers. Replicating your roasting profile and recreating the taste you want are the abilities of the roasting machine that I am looking for."



James Hoffman

MD of Square Mile, U.K.

"Stronghold's roasters can do so many things with different types of heat transfer. For me, it's one of the first innovations in coffee roasting in a long time. I think it opens up a world of exploration, which is always good."

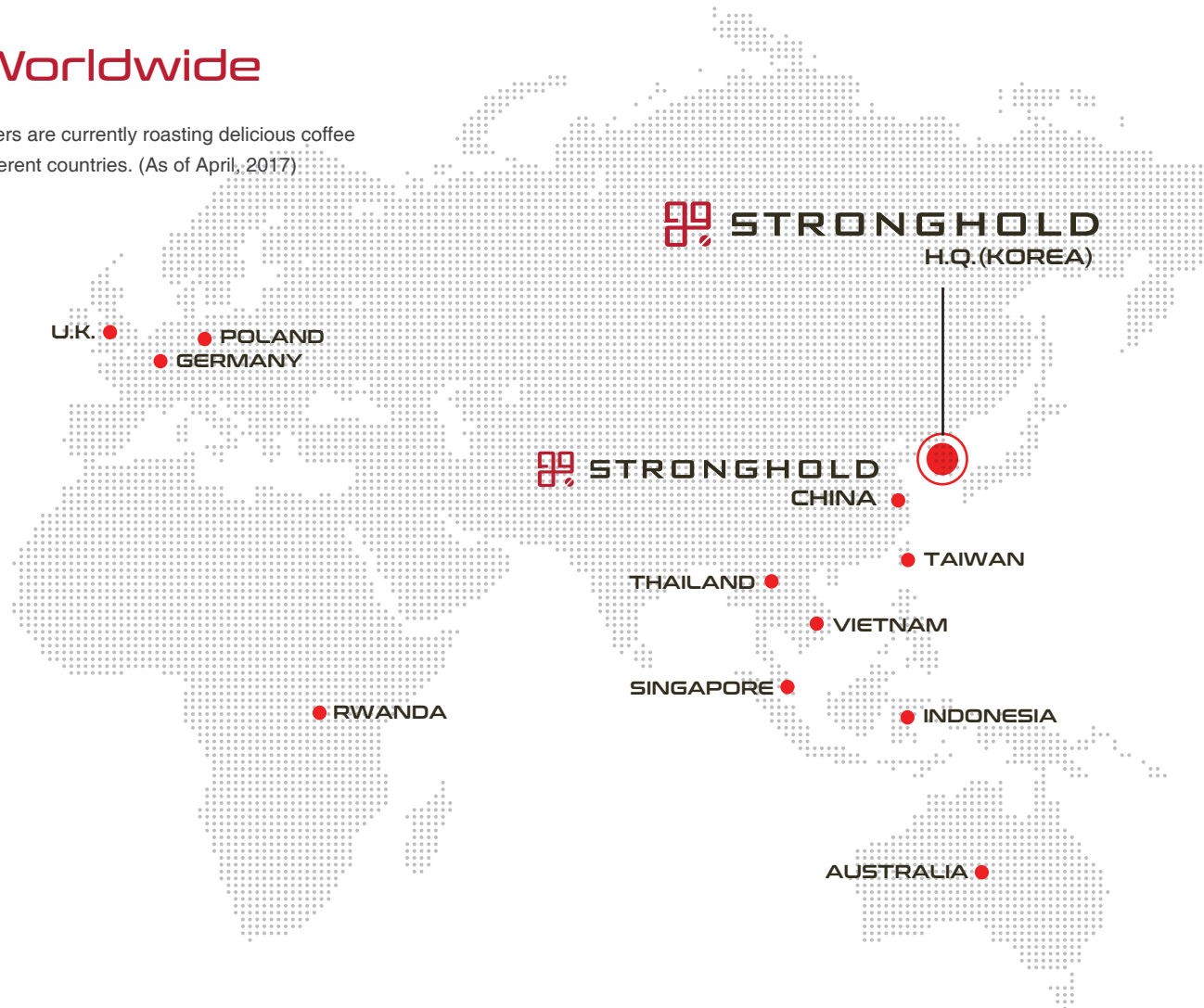
Olivia Im

2016 KBRC 2nd place

"A big capacity roaster anyone would appreciate - stronger convection heat and radiation heat, upgraded software functions and detailed roasting logs."

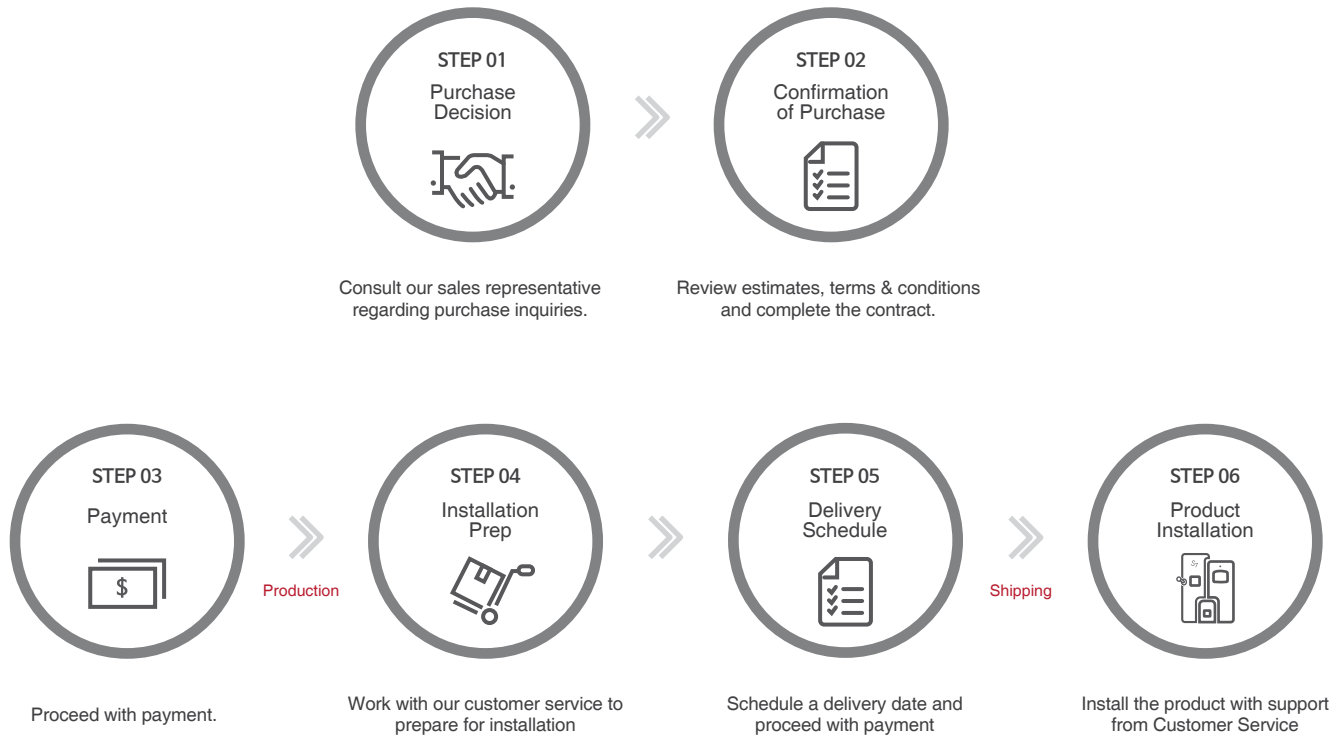
S SERIES **Worldwide**

Stronghold Smart Coffee Roasters are currently roasting delicious coffee in nearly 700 locations in 15 different countries. (As of April, 2017)





Purchase Procedures



※ For purchase inquiries outside Korea, please contact our sales representative at shawn@stronghold.kr

User Training (in Korea)

Basic Training

Basic training necessary to properly use the product is offered to every customer during installation by our experts. Phone support is also available for questions related to basic use:

Advanced Training #1

Year-round user training seminar

Stronghold holds year-round seminars, inviting not only Stronghold experts, but also experts from outside the company. The training consists of intermediate to expert smart roasting lectures and hands-on practice, as well as Q&A.

Advanced Training #2

Official forum training and joint training programs with academies

Currently in development. The advanced training schedules will be announced on our website and social media (Facebook & Instagram)

※ User training programs for overseas customers are currently under development.





STRONGHOLD TECHNOLOGY

Sales_U.S. & Others

Shawn Lee | shawn@stronghold.kr



STRONGHOLD

www.stronghold-technology.com