NEWS RELEASE

Nebraska Cattle Producers Get New Direct Access to Overseas Markets

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Coupang's new direct-sourcing model connects local producers with South Korea's high-demand beef market

LINCOLN, Neb.--(BUSINESS WIRE)-- Nebraska cattle producers are expanding their international reach through a new direct-sourcing initiative with **Coupang, Inc.**, a U.S. technology and Fortune 150 retail company. Created in partnership with Omaha-based Nebraska Beef Ltd., the initiative marks Coupang's first direct-sourcing program for U.S. beef, creating an immediate export pathway for premium Nebraska beef to South Korea — the world's top market for U.S. meat exports.

Coupang, Inc. representatives meet with Nebraska Governor Jim Pillen.

"Coupang is proud to launch our first direct-sourcing program for U.S. beef right here in Nebraska," said Coupang Chief Global Affairs Officer Robert Porter. "Nebraska ranchers produce world-class beef, and Coupang's direct-sourcing infrastructure makes it easy for local cattlemen to tap into high-demand international markets, unlock valuable new revenue streams and strengthen American agricultural trade on the global stage."

Nebraska Governor Jim Pillen highlighted the state's reputation for producing some of the highest-quality beef in the world and the new opportunities this initiative creates for local cattle producers.

"Nebraska is home to the finest beef in the world, produced by generations of ranchers and cattle producers who are committed to quality, innovation and stewardship," said Governor Pillen. "This initiative opens new doors for Nebraska beef to reach consumers abroad, creating valuable market opportunities for our producers and strengthening an industry that is at the heart of our state's economy. When Nebraska producers have greater

access to global customers, it means more growth, more investment and more opportunity for rural communities across our state."

South Korea is currently the premier destination for U.S. red meat exports, valued at $2.2 billion in 2025, according to the U.S. Meat Export Federation. The country represents a rapidly growing market for U.S. beef, with the category's sales on Coupang climbing over 63% year-to-date in 2026.

Coupang, which works with thousands of American businesses and brands to sell their goods overseas, generated more than $64 million in U.S. meat exports to South Korea in 2025 alone.

Coupang's fulfillment and logistics network allows Nebraska beef to move efficiently to consumers in Asia. Once the meat arrives in South Korea, customer orders are delivered through Rocket Fresh, the country's leading grocer. This efficiency provides American producers the opportunity to offer high-value perishable agricultural goods, which are sensitive to transit times, to millions of customers.

The initiative builds on ongoing collaboration between Coupang, Nebraska state representatives, and key industry organizations, including the Nebraska Beef Council and Nebraska Cattlemen, which focuses on supporting Nebraska's livestock sector.

Coupang's direct-sourcing model — which allows the company to purchase agriculture goods directly from the source — offers an efficient, direct bridge connecting U.S. producers straight to end consumers in Asia. This link allows American producers to capitalize on high international demand for specialized cuts — including LA style ribs and grilling cuts such as oyster blade and chuck eye roll — which carry premium margins in Asian markets, maximizing the total value returned to American livestock operations.

In 2025 alone, Coupang helped drive the export and sale of more than $5 billion in American goods and services across more than 190 countries and territories, helping thousands of U.S. small businesses, family enterprises and agricultural producers expand their reach globally.

About Coupang

Coupang is a technology and Fortune 150 company listed on the New York Stock Exchange (NYSE: CPNG) that provides retail, restaurant delivery, video streaming and fintech services to customers around the world under brands that include Coupang, Eats, Play, Rocket Now and Farfetch. It operates in over 190 countries and territories around the world.

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