

Vision 2020

AT KKPC, WE HAVE A VERY CLEAR VISION FOR THE FUTURE. AS WE CREATE NEW MARKETS AND HELP OUR CUSTOMERS SUCCEED, OUR AMBITIOUS GOAL IS TO BECOME A GLOBAL LEADING CHEMICAL GROUP BY 2020 WITH SALES OF KRW 20 TRILLION AND AT LEAST 20 PRODUCTS WITH A TOP-5 GLOBAL MARKET SHARE. DRIVEN BY OUR CORE VALUES—A PASSION FOR EXCELLENCE, INNOVATION TO DELIVER CUSTOMER SATISFACTION, COLLABORATION TO EARN TRUST, AND SOCIAL AND CORPORATE RESPONSIBILITY BASED ON INTEGRITY—EACH MEMBER OF OUR TEAM IS 100% FOCUSED ON MAKING THIS VISION A REALITY.

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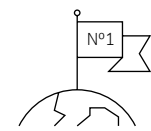
Sales in KRW trillions



We aim to be a global leading chemical group with sales of KRW 20 trillion by 2020.

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World-class products



We aim to be a global leading chemical group with 20 world-class products by 2020.





- › SBR: Styrene butadiene rubber
- › HBR: High-cis polybutadiene rubber
- › NBR: Acrylonitrile butadiene rubber
- › LBR: Low-cis polybutadiene rubber
- › NB Latex: Acrylonitrile butadiene latex
- › KSL-341 foam latex
- › EPDM: Ethylene propylene diene monomer
- › KUMANOX 13 antioxidant
- › KUMANOX 5010L antioxidant
- › PA: Phenolic additives
- › MIBK: Methyl isobutyl ketone
- › BPA: Bisphenol-A



Mission

- 1 For Our Customers
We create customer value with the best solutions and synergy.
- 2 For Our Shareholders
We deliver shareholder value by selecting and focusing to maximize profits.
- 3 For Our Employees
We work to create a virtuous cycle of growth where both company and employees grow.
- 4 For Humanity & The Environment
We will create green chemicals that coexist in harmony with people and nature.

Core Values

-  Passion For Excellence
We take the initiative with responsibility and passion, always learning as we aim for world-class professional and technical leadership in pursuit of our vision.
-  Innovation For Satisfaction
We embrace change as we proactively strive to deliver increasingly greater value to our customers, unencumbered by conventional practices and success formulas.
-  Collaboration For Unity
We build personal and professional trust through respect for diversity, open communication, and mutual collaboration.
-  Responsibility For Integrity
Our commitment to social and corporate responsibility is built on a commitment to the basics that puts environmental safety and corporate ethics first.

Slogan

**beyond
the best**

Our commitment to delivering value to our customers that goes beyond the best is reflected in our group slogan.