

leadership knows focus

Leaders focus on what they know best. No matter how strong sunlight may be, unless it's focused into a single point, it will never ignite a fire. Leaders are people who know their strengths and never deviate from them. At KKPC, in the four decades than have passed in our journey to become the world's top synthetic rubbers maker, chemicals have been our sole focus. Since our effective managerial separation from the Kumho Asiana Group in 2010, we have elevated managerial efficiency and focus, taking our competitiveness to the next level.

Launched terminal operation business (2009)

Launched building materials business (2008)

Launched specialty chemicals business (2002)



Launched synthetic resins business (2001)

Launched electronic materials business (1998)



Launched energy business (1997)



Launched synthetic rubbers business (1973)

leadership knows dedication

Leaders never give up. The only thing that's harder than becoming a leader is staying a leader. Only through ceaseless work and sacrifice can the best stay on top. At KKPC, we never settle for present success. We're always investing and growing our capabilities. We're not satisfied with simply having the world's No. 1 synthetic rubbers capacity of 1,045,000 metric tons. In 2012, we plan to increase that capacity by 170,000 metric tons with projects to add 110,000 metric tons of SBR and 60,000 metric tons of SSBR, further strengthening our market leadership.

Commissioned Ulsan SBR plant expansion (110,000 mtpy, 2009)

Commission Ulsan SBR expansion (110,000 mtpy, 2012)

Commissioned Yeosu Synthetic Rubber Plant II (120,000 mtpy, 2011)

Commission Yeosu SSBR (60,000 mtpy, 2012)



leadership knows collaboration

Leaders build winning teams. Things that are impossible alone are often possible together. Leaders know the amazing results that teamwork can produce. At KKPC, we partnered with Shell in 1987 to establish phenol and acetone maker Kumho P&B Chemicals. Since 2000, we have expanded in China by forming a number of joint ventures with local partners. In 2011, we signed a memorandum of understanding with JG Summit Petrochemical Corporation of the Philippines to establish a 50:50 joint venture to produce butadiene, increasing our self-supply ratio of this important feedstock essential to the continued growth of our synthetic rubbers business.



Kumho Polychem (50.0%)

Kumho Petrochemical Chongqing (77.0%)

Shanghai Kumho Sunny Plastics (50.0%)



Kumho P&B Chemicals (78.2%)

Nanjing Kumho GPRO Chemical (50.0%)



Kumho Mitsui Chemicals (50.0%)

Kumho Petrochemical Shenyang (80.0%)

Rizhao Kumho Jinma Chemical (50.0%)

• Figures in parentheses indicate KKPC's ownership stake.

leadership knows no limits

Leaders don't see borders or limits. Leaders don't spend time worrying about limits. They push and challenge them. That's because they know that limitations only exist in our minds. At KKPC, we have developed products for the global market rather than our limited domestic market from the very beginning. Today, we operate sales offices in China, the United States, Germany, and Indonesia, selling our products to customers in over 160 countries on six continents. Since passing the USD 1 billion export milestone in 2005, we've gone on to surpass USD 2 billion in 2008 and USD 3 billion in 2011, steadily expanding our presence in the global marketplace.

Southwest Asia (18.8%)

Europe (9.3%)

Southeast Asia (21.9%)

Latin America (1.9%)

North America (8.9%)

China (36.2%)

Rest of World (2.5%)

• Figures in parentheses indicate portion of overall exports.

leadership knows balance

Leaders never lose their footing. Having a perfect sense of balance is essential in a rapidly-changing environment where you can't always see what's coming. Leaders know how to deliver results today while preparing for tomorrow. At KKPC, we're working hard to build a balanced business portfolio that will enable us to generate solid growth and profits regardless of economic cycles. As we continue to strengthen our global leadership in the synthetic rubbers field, we're also diversifying and investing in synthetic resins, specialty chemicals, energy, and building materials as well as new fields that will drive future growth.



Antioxidants, Vulcanization Accelerators



ABS, PS, EPS, EP, ENEPOR, SAN, PPG

Phenol, Acetone, BPA, Epoxy Resin, MIBK

Steam and Electricity

Window Systems, Interior Materials

MDI, Aniline

Photoresist, BARC, PAG, PSPI, Sealant

BR, SBR, SSBR, NBR, HSR, Nd-BR, SB Latex, NBR Latex, SBS, SEBS, STE

EPDM, TPV

leadership knows ambition

Leaders have big goals. Leaders always set challenging goals. That's because they know that ordinary goals deliver ordinary results, and big goals deliver big results. At KKPC, we're setting and achieving ambitious goals while others are just happy to settle for stable single-digit growth. In 2011, we announced Vision 2020 with four major missions, setting our sights on generating sales of KRW 20 trillion and having 20 world-class products by 2020 as we took the next step toward our vision of becoming a global leading chemical group.

We create customer value with the best solutions and synergy.

We deliver shareholder value by selecting and focusing to maximize profits.



By 2020, we aim to be a global leading chemical group with sales of KRW 20 trillion and 20 world-class products.

We work to create a virtuous cycle of growth where both company and employees grow.

We will create green chemicals that coexist in harmony with people and nature.