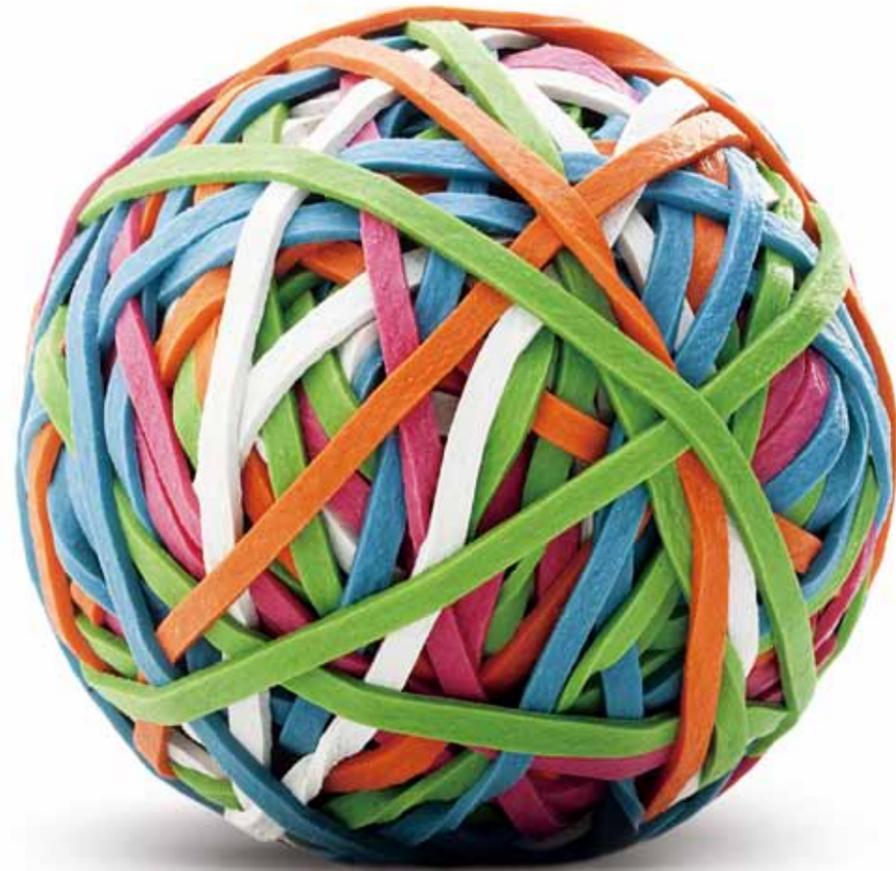


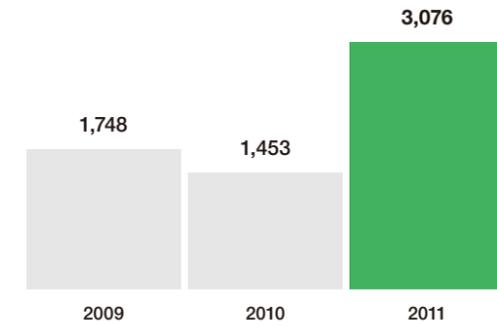
Social Responsibility

Today's companies are expected to create both economic and social value. At KKPC, we are fully committed to fulfilling our responsibility to society based on respect for people and a win-win philosophy, supporting culture and the arts, social welfare, and education as well as actively volunteering and serving in our local communities.

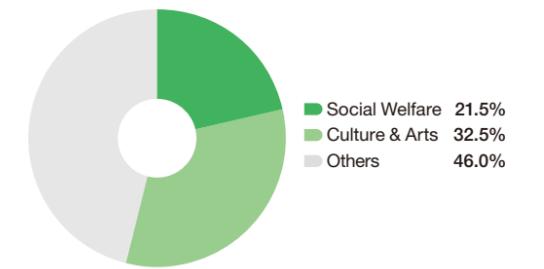


Social Investment

In KRW Millions



Social Investment by Area



Community Initiatives

KKPC Chairman Chan-Koo Park places equal value on the objectives of local community development and corporate growth. He has asked our entire family to work together to make KKPC a company that faithfully fulfills its social responsibilities and makes a difference in society. This is why we are involved in such a wide range of activities in local communities.

We are expanding hiring of the disabled and other disadvantaged persons to help them become financially independent. We are also using our products in a variety of ways to serve the needy in our local communities. In 2011, we donated window systems to a rehabilitation center serving the mentally and physically disabled as well as custom-designed wheelchairs to centers serving the severely disabled. We also promoted blood donations through corporate blood drives with the Korean Red Cross as well as donating a blood donation bus equipped with the latest equipment. We aim to progressively expand the scope of our activities to new areas as we strive to find unique and specialized community service projects that reflect our corporate DNA.

Volunteer Service

As the awareness of the social role of companies has changed, the face of community service is changing as well. Responding to changing times, we are shifting our focus from passive donations to active win-win involvement as we work to make community service a pillar of our corporate culture. Enthusiastic, voluntary employee participation is the secret behind the success of our active community service efforts. Our KKPC Loving Helpers service organization brings our people together to make a difference for the underprivileged in our local communities. In addition to annual blood drives, we actively participate in fundraising, donating the "spare change"—amounts under KRW 1,000—from our paychecks as well as making set monthly donations to charity which are matched by the company to double our impact for good.