

# VISION 2020

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

**20 20**

**SALES IN KRW TRILLIONS**

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

**WORLD-CLASS PRODUCTS**

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

**MISSION**

**FOR OUR CUSTOMERS**

We create customer value with the best solutions and synergy.

**FOR OUR SHAREHOLDERS**

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

**FOR OUR EMPLOYEES**

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

**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**

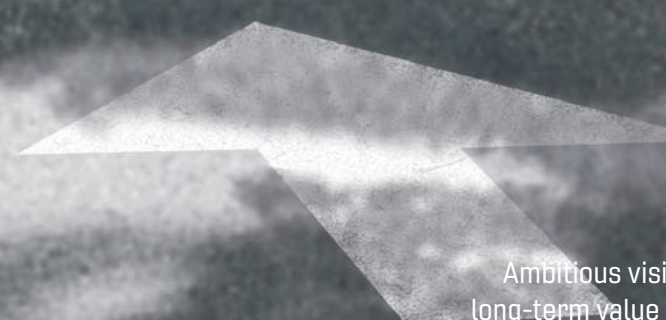
We build personal and professional trust through respect for diversity, open communication and mutual collaboration.

**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.

More information is available on our website at [www.kkpc.com/eng/](http://www.kkpc.com/eng/)

# STRATEGIC DIRECTION



# RE:VISION

Ambitious vision and proactive actions, together with a clear focus on long-term value creation for our stakeholders, have transformed KKPC into a global petrochemical company. In 2018, we actively pursued our course of transformation while remaining true to the strategic direction that have guided us through the years – strong foundation for continued growth, innovation from every angle, and momentum for future growth.



**K-Foundation**

Strong foundation for continued growth



**K-Innovation**

Innovation from every angle



**K-Momentum**

Momentum for future growth

K-FOUNDATION

K-INNOVATION

K-MOMENTUM