

Techno

Hankook Tire & Technology Company Introduction



Company Profile

Hankook Tire & Technology has become a global premium brand based on its innovative technology.

Hankook Tire & Technology Overview



CEO

Sooil Lee



Products

Tires for passenger vehicles,
SUV, Trucks and Buses



Global Ranking in Tire Sales

7th



Global Sales Revenue (2020)

USD 5.5 Billion



Production Capacity

102,000,000 Units



Global Corporate Organization

5 regional headquarters / division
5 R&D centers
8 manufacturing plants
37 local subsidiaries



Number of Selling Countries

Approximately
180 countries



Number of Employees

Approximately 20,000

Mission

Future innovated,
Innovation realized

Business Principle

- We seek innovation in all aspects
- We think of customers as our top priority
- We grow with our employees
- We fulfill our social responsibilities based on sustainability
- We make an effort to maximize shareholder value

Core Value

We pursue the Proactive Leadership

- Passion
- Innovation
- Collaboration
- Global

Vision

The Future Driving Innovator

Moving Forward 2025

- Achieve Premium Brand Position
- Become the Technology Leader
- Change the game with Innovation
- Net Sales 10 billion\$
- EBITDA margin $\geq 20\%$
- ROIC $\geq 13\%$

Strategic Direction

- Well Balanced Portfolio
- Premium Brand Elevation
- Technology Leadership
- Market Winning Service
- Innovation DNA

Hankook Tire & Technology History

1941
~1999

- 1941** Foundation
- 1979** Built Daejeon Plant (Korea)
- 1982** Established Main R&D Center
- 1997** Built Geumsan Plant (Korea)
- 1999** Built Jiaxing Plant and Jiangsu Plant (China)



2000
~2013

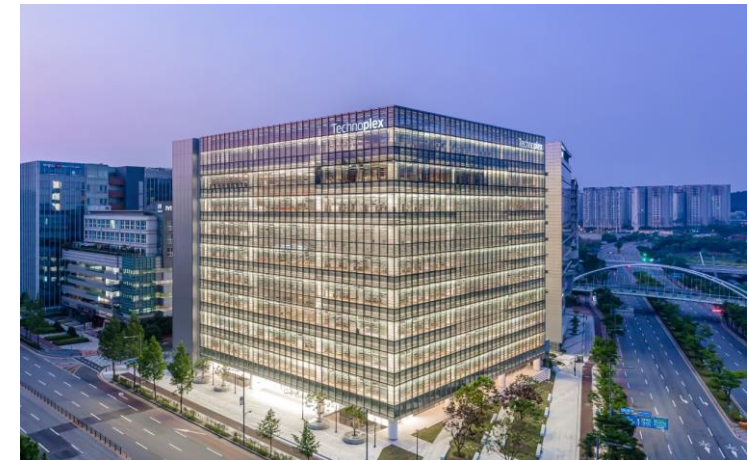
- 2000** Introduced ERP system
- 2004** Unveiled new CI
- 2005** Completed Geumsan Test Track(G'Trac)
- 2006** Ranked 7th in global tire sales
- 2008** Built Hungary Plant
- 2011** Announced as sole official tire supplier to DTM
- 2013** Listed in the Dow Jones Sustainability Indices Asia Pacific
Built Indonesia Plant and Chongqing Plant (China)



Hankook Tire & Technology History

**2014
~2020**

- 2014** Launched 'Laufenn', new global brand
- 2015** Became official OE tire supplier to Porsche
Won Reddot Luminary Award
- 2016** Completed the construction of HANKOOK TECHNODOME
Established Hankook Donggeurami Partners Co., Ltd,
a special subsidiary company for the disabled
Entered marketing partnership with Real Madrid Included
Listed in the Dow Jones Sustainability Indices World
- 2017** Built Tennessee Plant (USA)
- 2018** Acquired 'Model Solution Co., Ltd.' and 'Reifen-Müller'
Launched 'KINERGY AS ev', second generation electric vehicle tires
- 2019** Renamed 'Hankook Tire & Technology'
Supplied Porsche Cayenne & Audi SQ8 OE
Launched (UHPT; Ultra High Performance Tire) 'Ventus S1 evo 3'
- 2020** Relocated Holding Company to Technoplex in Pangyo
Confirmed to be Gen3 tire supplier and technology partner for
the ABB FIA Formula E World Championship for year 22-23
Supplied Porsche EV 'Taycan' EV, Audi 'RS7', 'RS6 avant' OE
Listed in the Dow Jones Sustainability Indices World
(5 consecutive years)





Business Performance

Hankook Tire & Technology has secured future growth engines through its investments. We demonstrate our world-recognized technology leadership, and strengthen our position as a major player in the global stage.

Global Top Tire Company

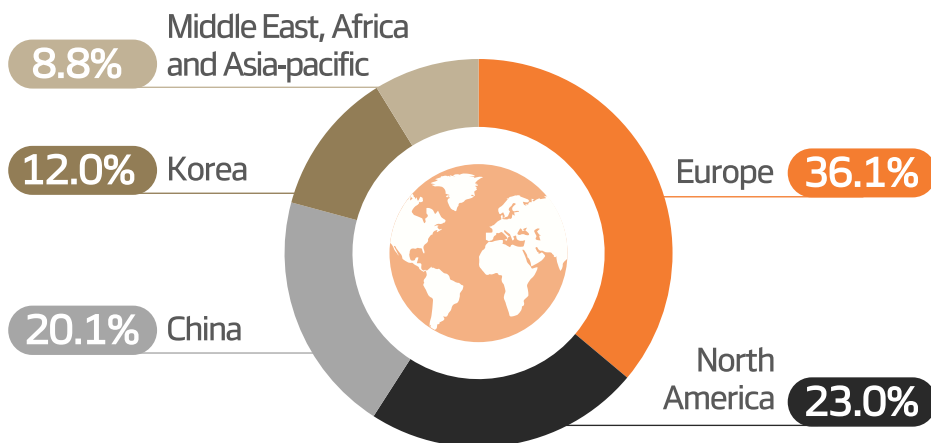
Global Sales Revenue

USD 5.5
Billion

Operating Income

USD 532
Million

| Global Sales |



| Global Ranking |

- 01 Group Michelin
- 02 Bridgestone Corp.
- 03 Goodyear Tire & Rubber Co.
- 04 Continental A. G.
- 05 Sumitomo Rubber Industries Ltd.
- 06 Pirelli & C. S.p.A
- 07 Hankook Tire & Technology Co. Ltd.**
- 08 Yokohama Rubber Co. Ltd.
- 09 Maxxis International / Cheng Shin Rubber
- 10 Zhongce Rubber Group Co. Ltd.



Global Presence

Hankook Tire & Technology is providing industry leading services and products to our customers and consumers across the globe. We are also expanding our global business potential through the expansion of our existing international manufacturing network.

Global Network

Global Presence



102 Million



Sales Channel

Global Presence

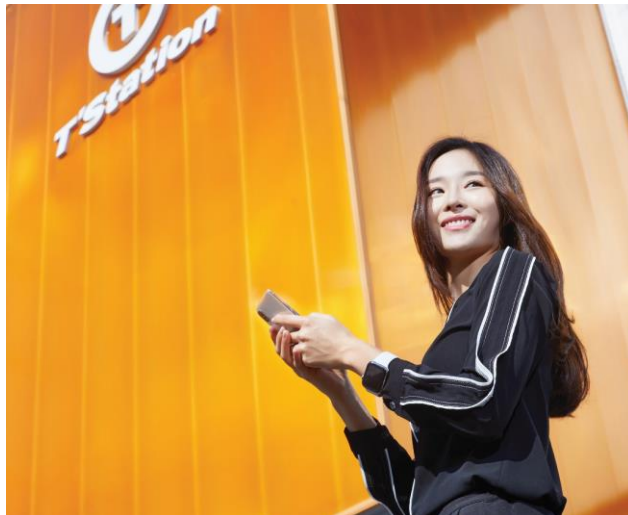
HANKOOK
driving emotion

KOREA

T'Station 

THE **TIRE** SHOP

TBX PRESS



GLOBAL

 **HANKOOK**
masters

 **HANKOOK**
Truck masters

Brand Communication

Global Presence



Brand Campaign



Global
• Be one with it



Korea
• Premium OE



USA
• Never Halfway



Exhibition



IAA
IAA Hannover

Brand Communication

Global Presence



Sports Marketing



Real Madrid



UEL



MLB



24H Series



Technology Innovation

Hankook Tire & Technology's confidence comes from its market-leading technology and continuous R&D investment. We are investing heavily in R&D and are proud of our technology.



HANKOOK TECHNODOME



America Technical Center



Europe Technical Center



China Technical Center



Japan Technical Office



HANKOOK Innovative Performance

Driving

Intelligence

Sustainability

Performance
Vehicle Tire
Technology

Electric Vehicle
Tire Technology

Future
Mobility
Technology

Tire Sensing
Technology

Connected
Mobility
Technology

Sustainable Technology

Innovative Products

Technology Innovation

HANKOOK
driving emotion



Competition

ventus
F200

ventus
Z207

Dynapro
R213



UHP

ventus
S1 evo³

ventus
S2 AS

ventus
S1 noble²

ventus
PRIME³



SUV/LT

ventus
S1 evo³ SUV

ventus
S2 AS X

Dynapro
AT2

Dynapro
MT2



All Weather

KINERGY4s² **KINERGY**4s² X



Winter

Winter i*cept evo³ **Winter i*cept** evo³ X **Winter i*Pike** LT



Very Recommendable

ADAC

Winter i*cept RS2

AutoBild

Ventus S1 evo2

AutoBild

Winter i*cept evo3

AutoBild

Kinergy 4s 2

Recommendable

ADAC

Ventus S1 evo3

ADAC

Ventus Prime3

AutoBild

Ventus S1 evo3

AutoBild

Kinergy 4s 2

Consumer Report

Dynapro HP2

Consumer Report

Dynapro HT

Consumer Report

Dynapro AT2

Consumer Report

I*pike RW11



Design Innovation

Technology Innovation

HANKOOK
driving emotion



**DESIGN
INNOVATION**

**Hankook Tire
Sponsor Program
2020**

URBAN **RE**SHAPING



**DESIGN
INNOVATION**

**Hankook Tire
Sponsor Program
2018**

Motorsports Delivering Limitless Performance



Nurburgring 24H



F3 America



24H Series



CJ Super Race



Supercar Challenge

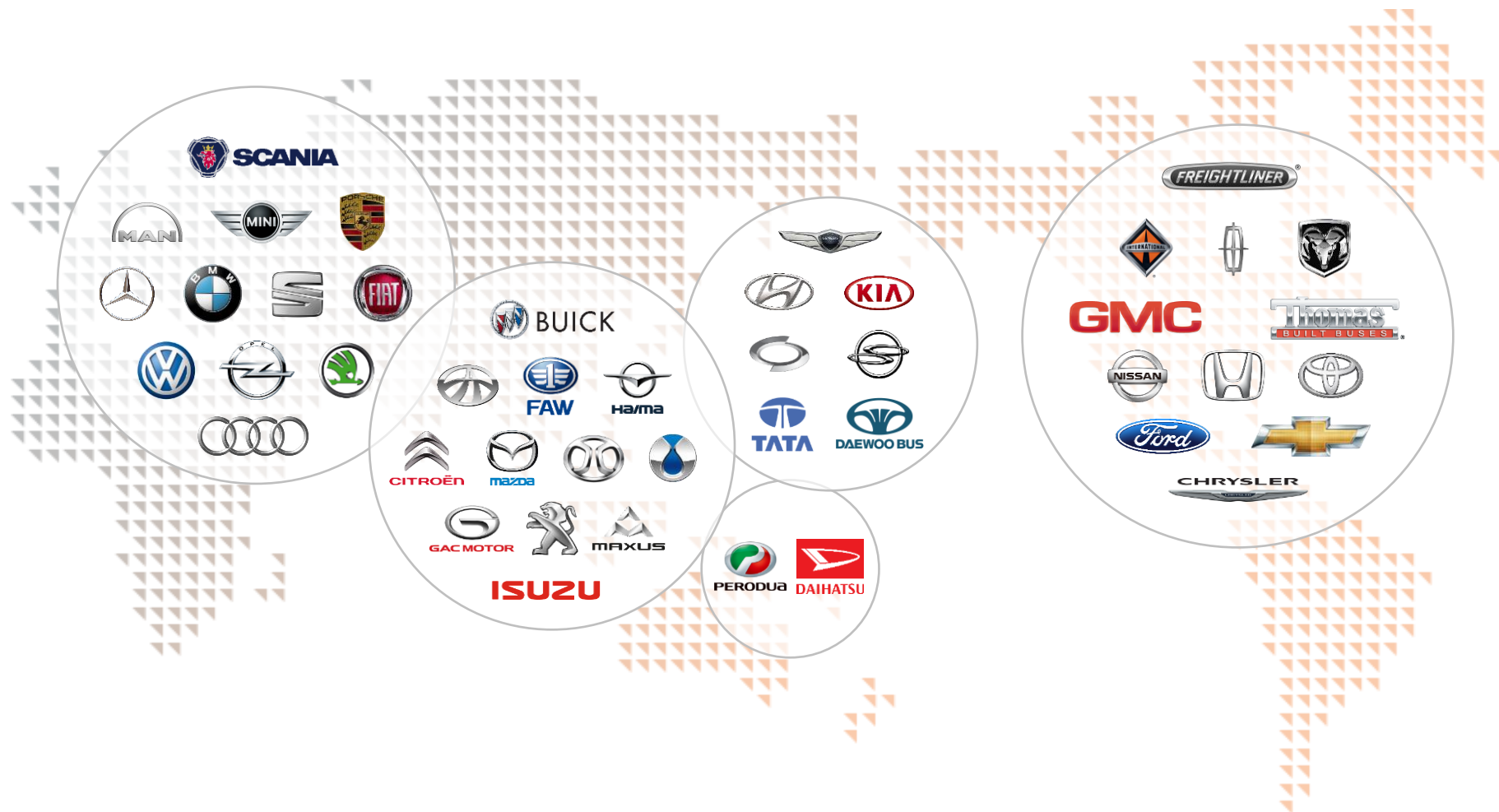
Our Strategic Partners

Technology Innovation

HANKOOK
driving emotion

24.1 million tires

to 45 Vehicle Brands in 2020





Company Culture

Hankook Tire & Technology is proactively pursuing a corporate culture where proactive leaders are active and innovative. Proactive leaders are leading the global driving culture and creating a better future for society to grow together.

Proactive Culture

Company Culture



Proactive **Workplace**



Proactive **Communication**



Work & Life **Balance**



ESG (Environment, Social, Governance)

Company Culture



5

consecutive
years

MEMBER OF

**Dow Jones
Sustainability Indices**



In collaboration with a RobecoSAM brand

Environment

LCA(Life Cycle Assessment)
Climate Change Response



Social

Protect Human Right
Safety and Health Management
Corporate Philanthropic



Governance

Compliance Management Committee
Sustainability Committee

