

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



# Hankook Tire & Technology Overview



Sooil Lee



**Products** 

Tires for passenger vehicles, SUV, Trucks and Buses



Global Ranking in Tire Sales

6<sup>th</sup>



Global Sales Revenue (2021)

USD 6.2 Billion



**Production Capacity** 

102,000,000 Units



**Global Corporate Organization** 

7 regional headquarters / division / department

5 R&D centers

8 manufacturing plants 36 local subsidiaries



**Number of Selling Countries** 

Approximately 160 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

#### Mid to Long Term Target: 2030 ST5

- Position
- Capacity
- Brand

- Technology
- Profitability

#### **Strategic Direction**

- · Value Focused Portfolio
- Market Winning Service
- Technology Leadership
- · Premium Brand Elevation
- Innovation DNA



# Hankook Tire & Technology History

~1999

Foundation

Built Daejeon Plant (Korea)

Established Main R&D Center

Built Geumsan Plant (Korea)

Built Jiaxing Plant and Jiangsu Plant (China)



**~2014** 

Introduced ERP system

2004 Unveiled new CI

Completed Geumsan Test Track(G'Trac)

Ranked 7th in global tire sales

Built Hungary Plant

Announced as sole official tire supplier to DTM

Listed in the Dow Jones Sustainability Indices Asia Pacific Built Indonesia Plant and Chongging Plant (China)

Launched 'Laufenn', new global brand



### **History**



# Hankook Tire & Technology History

2015 **~2021** 

**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'

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)

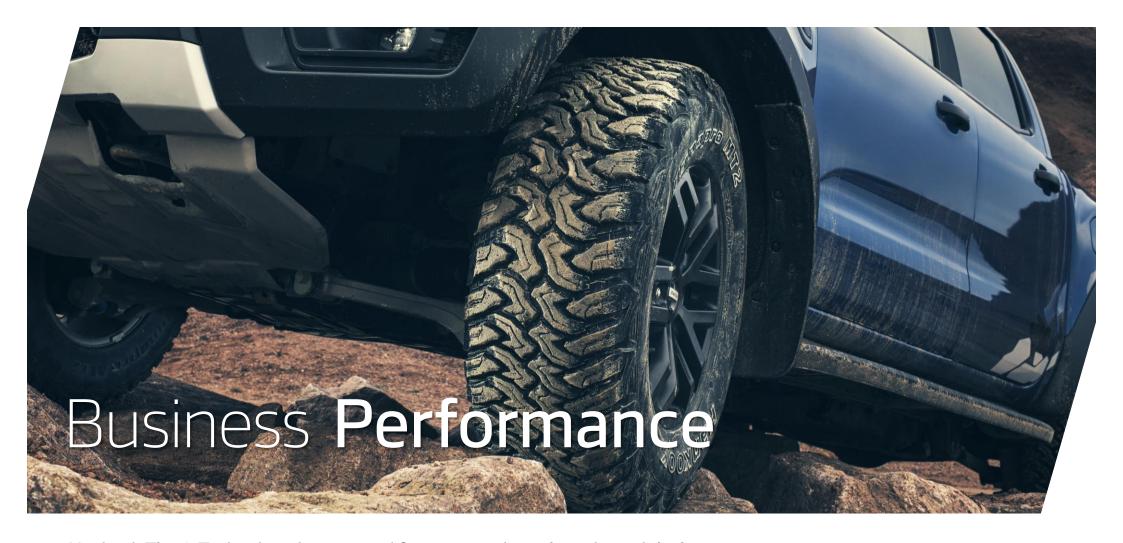
**2021** Ranked 6th in global tire sales

Listed in the Dow Jones Sustainability Indices World for 6 consecutive years (No. 1 in the global auto parts industry )  $\frac{1}{2} \left( \frac{1}{2} \right) = \frac{1}{2} \left( \frac{1}{2} \right) = \frac{1}$ 

Hankook is named "Manufacturer of the Year 2021" in the Auto Bild Group's All-Season test category







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 Sales in 2021**



# **Global Top Tire Company**





# Global Ranking

- **01** Group Michelin
- **02** Bridgestone Corp.
- **03** Goodyear Tire & Rubber Co.
- **04** Continental A. G.
- **05** Sumitomo Rubber Industries Ltd.
- O6 Hankook Tire & Technology Co. Ltd.
- **07** Pirelli & C. S.p.A
- **08** Yokohama Rubber Co. Ltd.
- **09** Zhongce Rubber Group Co. Ltd.
- **10** Maxxis International / Cheng Shin Rubber

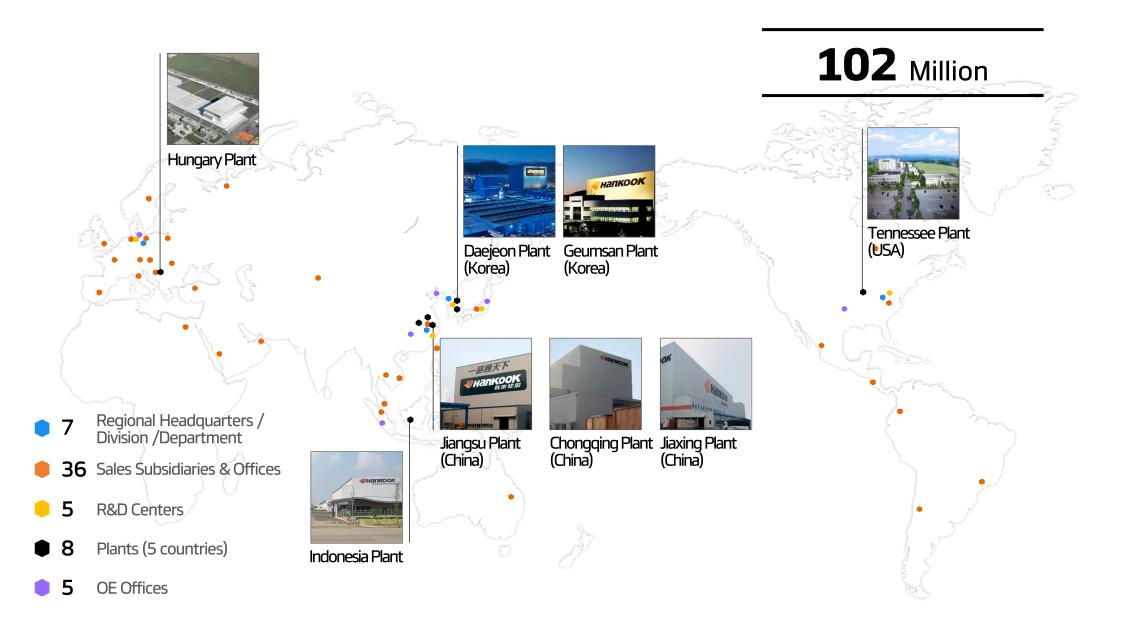
Tyrepress 2021 FY



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** 







#### Brand Campaign



Electrified, Hankook



Global
• Be one with it

Global/Korea
• EV Campaign

USA • MLB

#### **Exhibition**



\* Cooperation with the Hyundai Motor Company



#### Sports Marketing



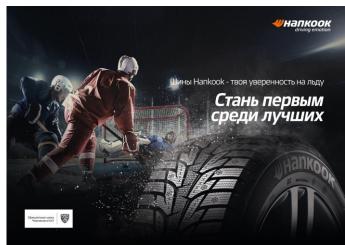
Real Madrid F.C



UEFA Europa League & Europa Conference League



MLB

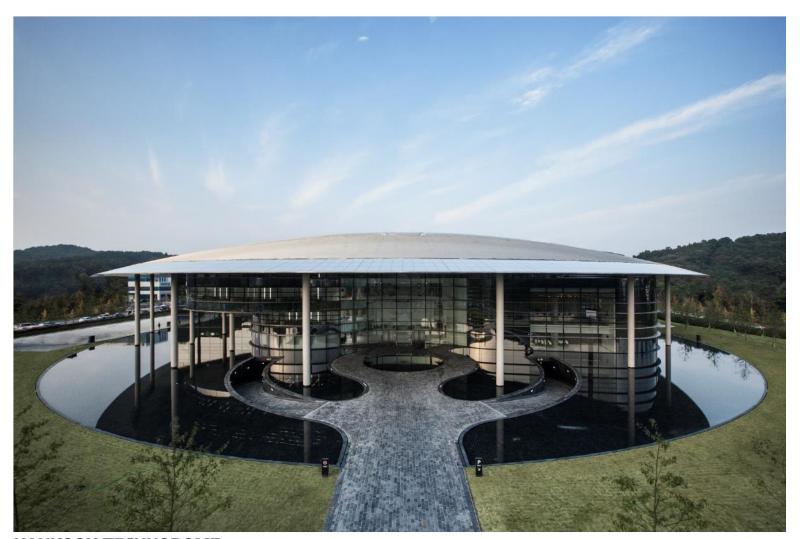


Kontinental Hockey League



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





#### **Driving** Intelligence **Sustainability** Performance **Future** Connected Tire Sensing Electric Vehicle Vehicle Tire Mobility Mobility Sustainable Technology Technology Tire Technology Technology Technology Technology

#### **Innovative Products**









ventus **Z207** 



Dynapro









**UHP** 



ventus S1evo<sup>3</sup>

ventus S1<sub>A5</sub>



































Winter i\*Cept evo³ i\*Cept evo³ x i\*Cept LV









Autobild

- Maker of the year in All-season seg.

Very **Recommendable** 

Auto Bild Allard

Kinergy 4s 2

Auto Bild Sportcars

Winter i\*cept evo3

Consumer Report

Kinergy 4s 2

Consumer Report

Winter i\*cept IZ 2

**Auto Express** 

Kinergy 4s 2

Auto Express

Ventus S1 evo3

Tyre Reviews

Ventus S1 evo3

Tyre Reviews

Winter i\*cept evo3

Za Rulem

Kinergy Eco 2

**Auto Zeitung** 

Kinergy 4s 2

**Auto Zeitung** 

Ventus S1 evo3



# **Design Innovation**



# Design Innovation















# **Motorsports** Delivering Limitless Performance



24H Series



Hyundai N Festival



Super Taikyu Series



Formula Regional Americas Championship



**ADAC TCR Germany** 

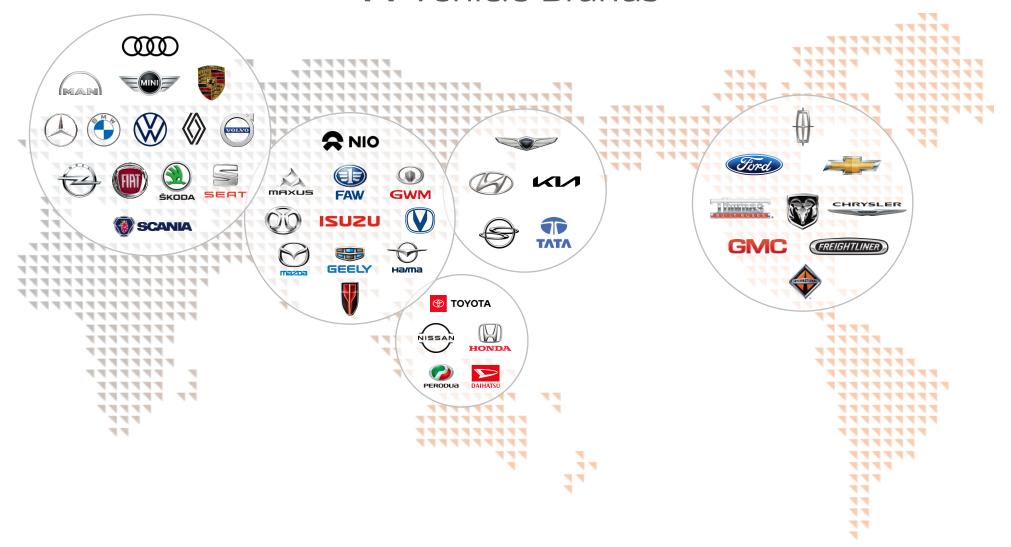


CJ Super race Championship

# **Our Strategic Partners**



#### **44** Vehicle Brands





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 **Workplace** 



Proactive **Communication** 



Work & Life Balance















Placed 1<sup>st</sup> in auto components industry for consecutive

years

Member of

#### Dow Jones Sustainability Indices

Powered by the S&P Global CSA

#### **Environment**

LCA (Life Cycle Assessment), Response to Climate Change, ISCC PLUS Certified (International Sustainability and Carbon Certification, International Certification System for sustainable materials)



#### Social

Preservation of human rights, safety and health management, social philanthropy (car donation, employee volunteer group, etc.)

#### Governance

Ethics & Compliance (Jeong-do) Management, operation of ESG Committee under the Board of Directors

