

Company Introduction

Hankook Tire & Technology



Company Profile

Overview

Mission & Vision

History



Global Top Tire Company



Co-CEO

Jongseon Ahn, Sanghoon Lee



Products

Tires for passenger vehicles, SUV, Trucks and Buses



Global Ranking in Tire Sales

7th



Global Sales Revenue (2025)

KRW 10,318.6 Billion
(USD 7.17 Billion)



Production Capacity

100 million units



Global Corporate Organization

7 regional headquarters
5 R&D centers
8 manufacturing plants
39 local subsidiaries



Number of Selling Countries

Approximately
160 countries



Number of Employees

Approximately
20,000

1. Company Profile - Mission & Vision



MISSION

Our dream, Why the business exists

Future Innovated, Innovation Realized

Our efforts to realize mission

Core Values **Passion • Innovation • Collaboration • Global**

Business Principles

- 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**

VISION

Our target, What we want to become

The Future Driving Innovator

Be the **1st Tier**

Strategic Direction

- Growth
- Technology
- Profit
- Operation
- Sustainability

Key Initiatives

- Solid Top 5
- Tire Technology No. 1
- Strong Cash Flow & Profit
- Operational Excellence
- Sustainable Futures

Hankook Tire & Technology History

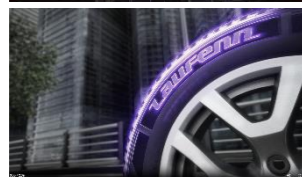
1941

~ 1999



2000

~ 2015



1941 Founded Company

1974 Developed Korea's first radial tire for passenger cars

1979 Completed construction of Daejeon Plant in Korea

1982 Established Hankook Tire Technology R&D Center

1985 Construction of the first driving test site in the domestic tire industry

1992 Established America Technology Center (ATC)

1997 Established Europe Technology Center (ETC)
Completion of Geumsan Plant in Korea

1998 Established China Technology Center (CTC)

1999 Completed construction of Jiaying and Jiangsu Plants in China
First supply of tires for new Ford cars

2004 New CI announcement

2005 T'Station opens
Geumsan test track G'Trac completed

2008 Completion of Hungary Plant
First supply of tires for new Audi cars

2011 Selected as DTM official tire supplier

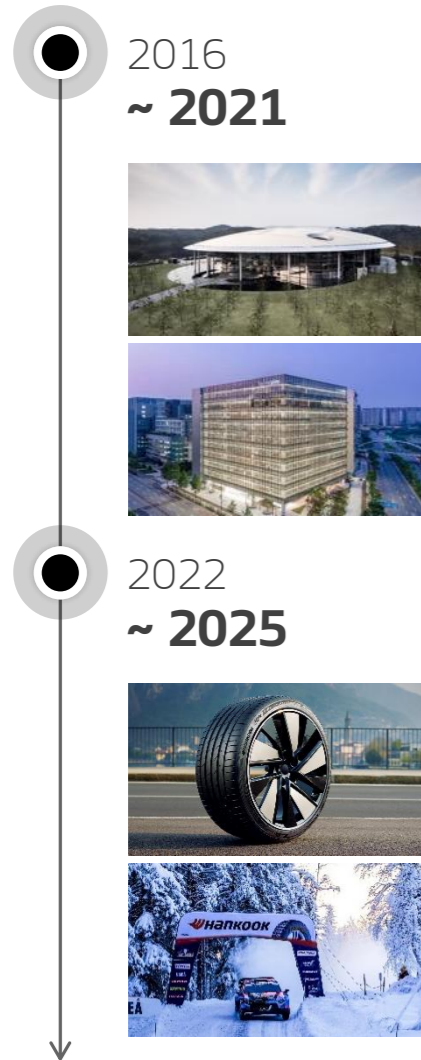
2012 Official sponsorship of the UEFA Europa League
First supply of tires for new BMW cars

2013 First supply of tires for new Benz cars
Incorporated into Dow Jones Sustainability Indices Asia Pacific (DJSI Asia Pacific)
Indonesian Plant and Chongqing, China Plant completed

2014 Launch of global strategic brand 'Laufenn'

2015 First supply of tires for new Porsche cars
Won the Reddot Luminary Award

Hankook Tire & Technology History



2016
~ 2021



2022
~ 2025



- | | |
|---|---|
| <p>2016 Completion of Korea Technodome
Establishment of Korea Donggeurami Partners, a subsidiary-type standard workplace for the disabled
Supplied tires for BMW NEW 7 new car
Signed marketing partnership with Real Madrid
Incorporated into Dow Jones Sustainability Index World (DJSI World)</p> <p>2017 Completion of the Tennessee plant in the U.S.
Acquisition of JAX TYRES, Australia</p> <p>2018 Acquired 'Model Solutions' / 'Reifen-Müller'
Launch of 'Kinergy AS EV', a 2nd generation electric vehicle dedicated tire</p> | <p>2019 Change of company name to Hankook Tire & Technology Co., Ltd.
Supplied OE to Porsche 'Cayenne' and Audi 'SQ8'
Ultra-high performance tire 'Ventus S1 Evo3' launched in Korea</p> <p>2020 Hankook & Company Group relocates headquarters to Pangyo Technoplex
'22 - 23 Formula E tire exclusive supply partnership concluded
OE supply of Porsche electric vehicle 'Tycan', Audi 'RS7', and RS6 Avant'</p> <p>2021 European automobile magazine Auto Bild selected as 'Tire Manufacturer of the Year'</p> |
| <p>2022 Launch of 'iON', the world's first full lineup of tires exclusively for electric vehicles
Included in Dow Jones Sustainability Index World for 7 consecutive years
Expanded OE supply of Hyundai Ioniq 6, Audi Q4 e-tron, and BMW i4 electric vehicles</p> <p>2023 Exclusive supplier of electric vehicle racing tires for season 9 of the ABB FIA Formula E World Championship
Partnership to exclusively supply racing tires for the Lamborghini Super Trofeo Series
Hankook Tire's Hungary plant acquired eco-friendly international certification 'ISCC PLUS'</p> | <p>2024 Supplied OE to Porsche Taycan with first 'ISCC PLUS' certified iON evo
Supplied OE to the Mercedes-AMG GT Coupe.
Received the FIA's '3-Star Environmental Certification'
Supplied OE to BMW's high-performance sedan, the M5
Supplied OE to High-performance electric SUV Cupra 'Tavascan'</p> <p>2025 Acquired automotive thermal management solutions company Hanon Systems
Exclusive supplier of racing tires for the FIA World Rally Championship (WRC)
Signed official partnership with the Tomorrow Golf League (TGL)</p> |

Business Performance

Global Sales in 2025

Our Strategic Partners



Global Top Tire Company

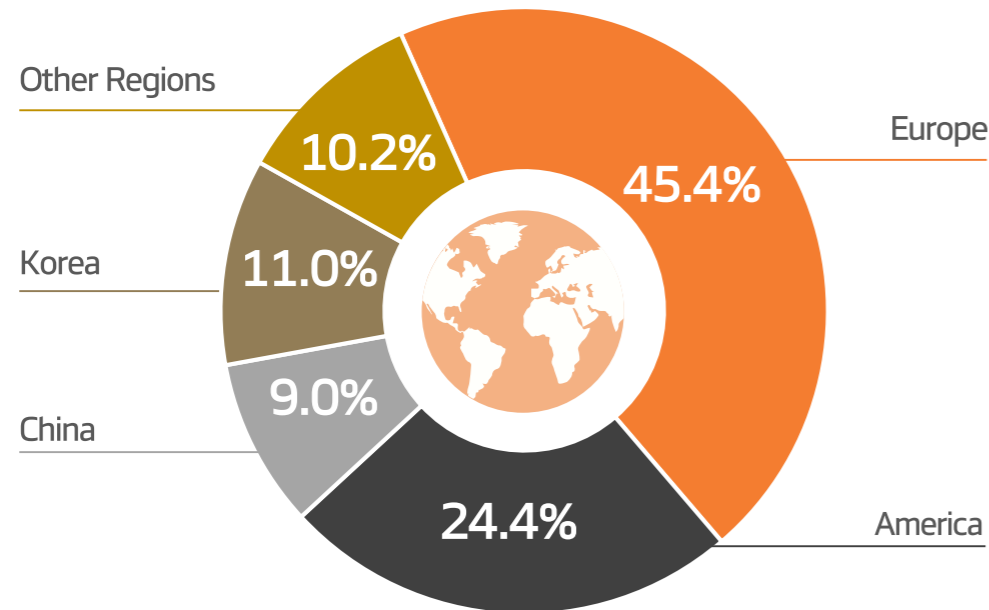
Global Sales

Global Sales Revenue

10,318.6 Billion (KRW)
(7,170,673,383 USD)

Operating Income

1,684.3 Billion (KRW)
(1,170,742,182 USD)



*Based on annual sales by region

Global Ranking

*Tyrepress 2024 FY

01	Group Michelin
02	Bridgestone Corp.
03	Goodyear Tire & Rubber Co.
04	Continental A. G.
05	Pirelli & C. S.p.A
06	Sumitomo Rubber Industries Ltd.
07	Hankook Tire & Technology Co., Ltd.
08	Yokohama Rubber Co., Ltd.
09	Zhongce Rubber Group Co., Ltd.
10	Sailun Group

2. Business Performance - Our Strategic Partners

50 Global Automotive Brand Partnerships

Supplying OE tires for Porsche, Benz, BMW, Audi, Toyota, Hyundai, KIA etc.



*Based on PC/LT/TB

Global Presence

Global Network

Global Headquarters

Global Technical Center

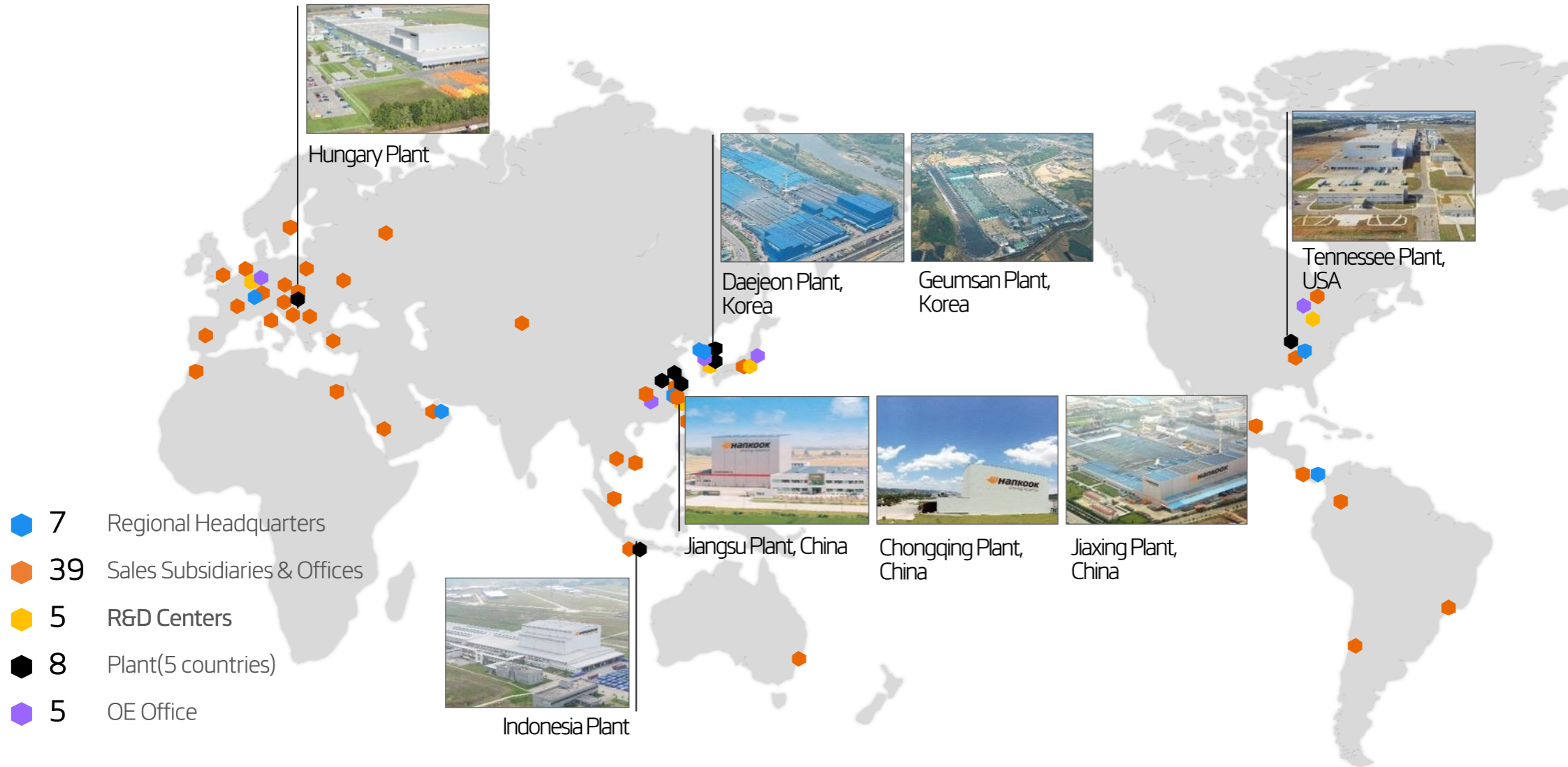
Proving Ground

Sales Channel

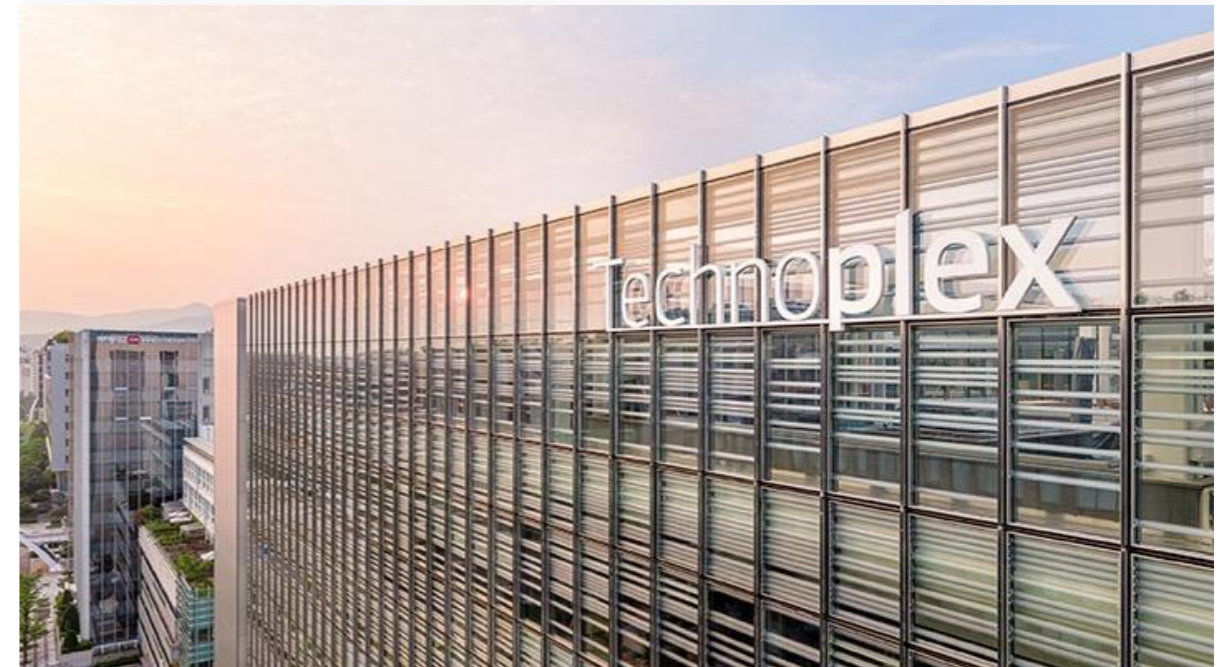


3. Global Presence - Global Network

Production capacity of **100 million units**

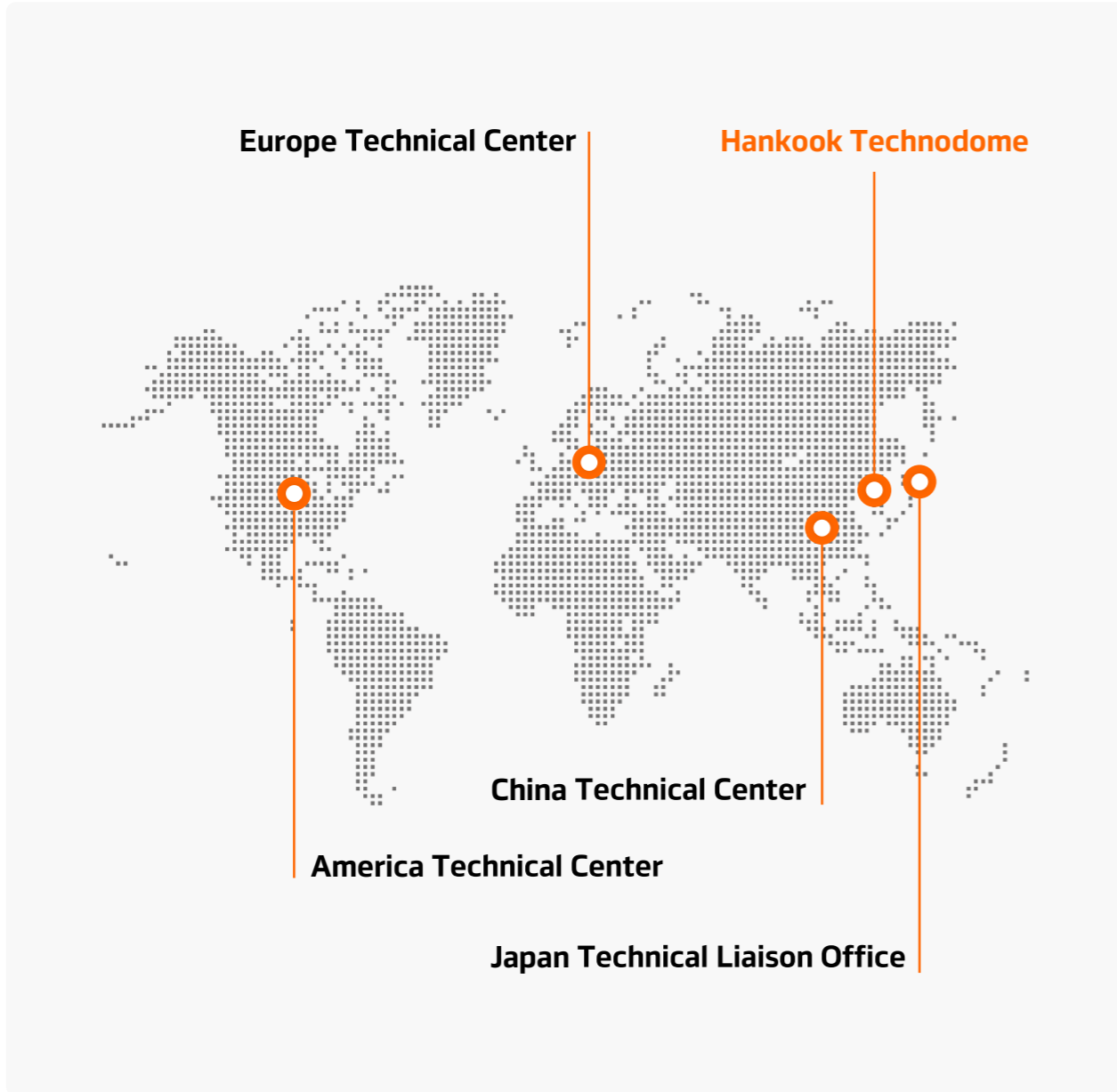


3. Global Presence - Global Headquarters



Technoplex
HANKOOK INNOVATION CENTER

3. Global Presence - Global Technical Center



Technodome
HANKOOK TECHNOLOGY CENTER

3. Global Presence - Proving Ground



Technoring
HANKOOK PROVING GROUND

3. Global Presence - Sales Channel

Global



PC/LT



TBR



Korea



PC/LT



TBR



※ PC/LT: Passenger Car and Light Truck Tire

※ TBR: Truck Bus Radial

Brand Communication

Brand Campaign

Exhibition

Sports Marketing

Motorsport



4. Brand Communication - Brand Campaign

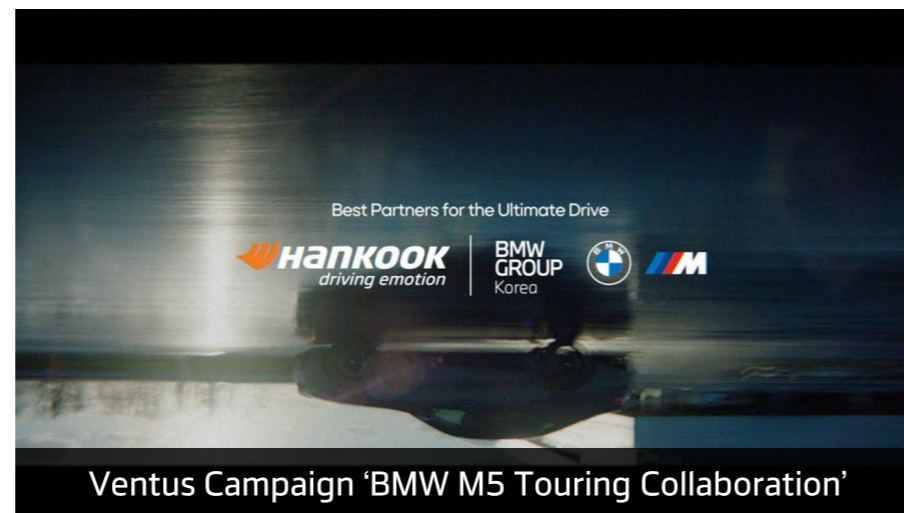
Brand Campaign



iON Campaign 'Hankook iON x Formula E Technology'



WRC Campaign 'FE x WRC Official Partner of'



Ventus Campaign 'BMW M5 Touring Collaboration'



DynaPro Campaign 'Built without Limits'

4. Brand Communication - Exhibition

EV Show



Automotive Aftermarket Show



Commercial Show



Outdoor Events



Tire Show



4. Brand Communication - Sports Marketing



Football

Europe UEFA UEL & UECL



Baseball

USA MLB Signage



Golf

USA TGL (Tomorrow Golf League)



Official partner of the ABB FIA Formula E World Championship

Exclusive supplier of electric tires for the ABB FIA Formula E World Championship 'the 3rd Generation Formula E Race Car (GEN3 Evo)'



Official Partner



Performance & Innovation

World's first electric vehicle racing competition



Sustainability

1st global sport certified with a Net Zero Carbon footprint



Global Brand Engagement

Driving brand synergy through immersive fan experiences in world-class cities

Official premium partner of the FIA World Rally Championship

Exclusive tire supplier of all classes of the FIA World Rally Championship (WRC)



OFFICIAL PREMIUM PARTNER



Dynapro
Gravel



Ventus
Tarmac



Winter i*cept & i*Pike
Snow & Ice

The Main technical partner of the Lamborghini Squadra Corse

Exclusive tire supplier of the Lamborghini Super Trofeo Series



Culture Brand

Culture Brand History

Projects with 'DRIVE'



HANKOOK TIRE

DRIVE



5. Culture Brand - Culture Brand History

Phase 1 (2021~2023)



Retro, Nationalism

Phase 2 (2024~)



Related to "Moving and Mobility" Sustainable and Future Oriented



We sell tires. We sell emotion. The driving emotion.

Drive By Hankooktire

5. Culture Brand - Projects with 'DRIVE'



Related to "Moving and Mobility" Sustainable and Future Oriented



Technology Innovation

Products

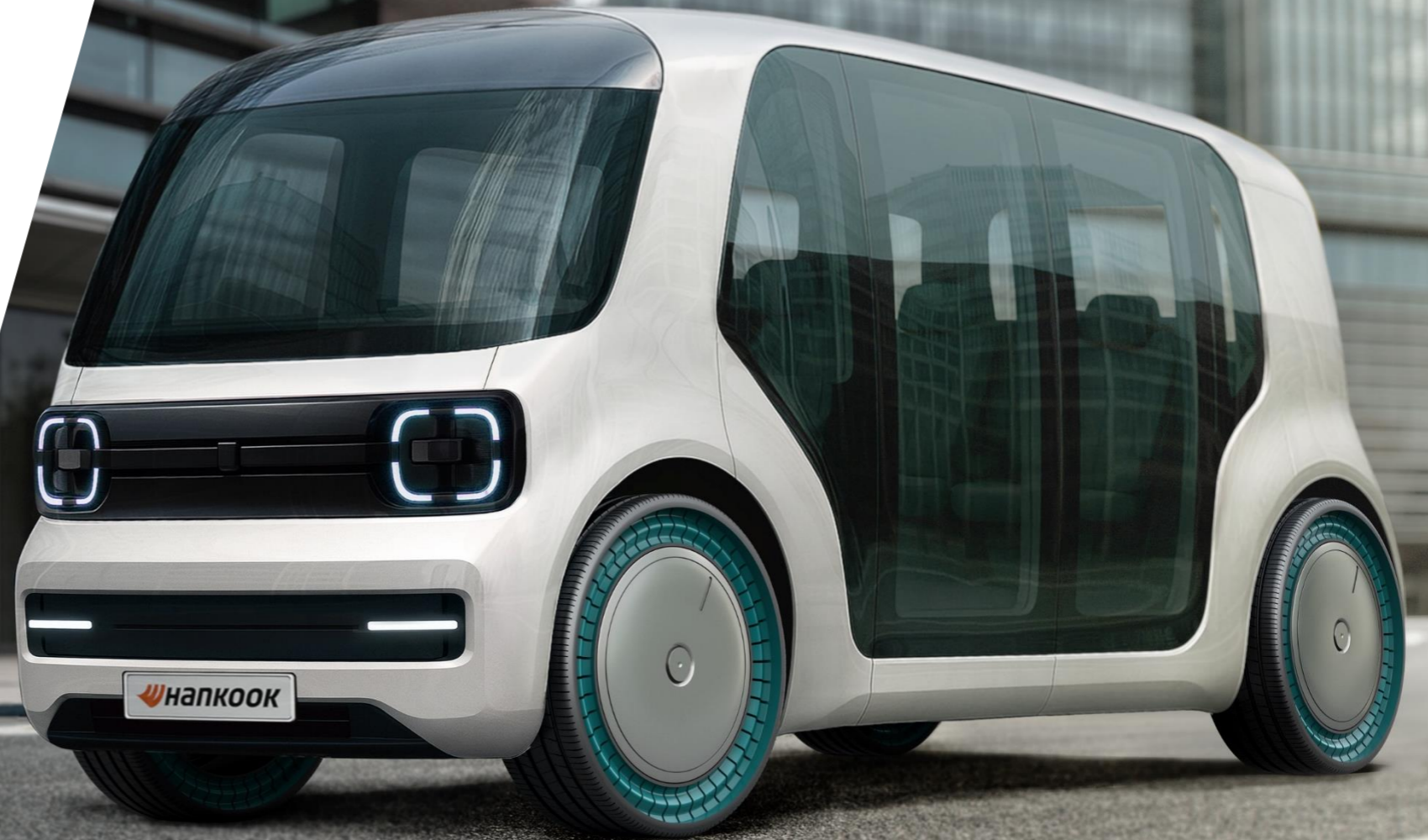
Test Result

Motorsports

Design Innovation

Airless Tire

Intelligent Tire



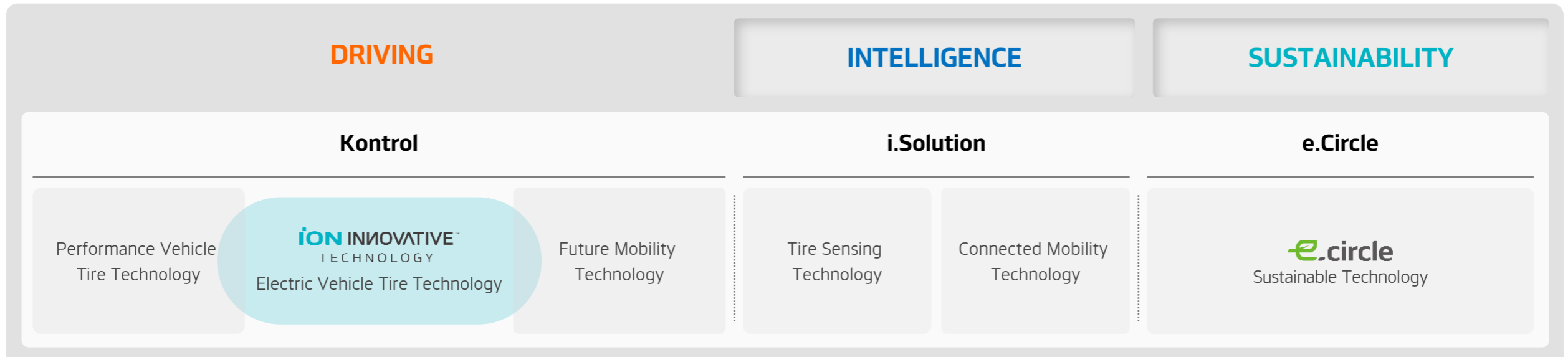
6. Technology innovation- Technology Philosophy

Hankook Innovative Performance(HIP)

Hankook Innovative Performance is Hankook Tire's new technological philosophy to take the lead in future mobility environment.

Based on the values of Driving, Intelligence, and Sustainability, Hankook Tire's innovative approach is applied throughout the entire research, development, and production process.

Through this, Hankook Tire researches future mobility technologies closely related to our lives, such as electric vehicles, autonomous driving technology, shared services, and fleet management services, accompanying drivers on their journeys.



6. Technology innovation- Technology Philosophy



Why EV

EV Tire Requirements

Why iON iON INNOVATIVE™ TECHNOLOGY

EV Features

Quiet Operation

Low Noise

for Comfortable Driving



i Sound Absorber

Added Battery Weight

(up to 30% increase in total car weight)

Longer Tread Life

for Heavier Load



i Super Mileage

High Instant Torque

High Grip

for Rapid Acceleration and Braking



i Perfect Grip

- Long Charging Time (0.5 to 8 hrs)
- Travel Range < 400 to 500 km/charge

Low Rolling Resistance

for Less Energy Loss



i Extreme Lightness



Battery EV



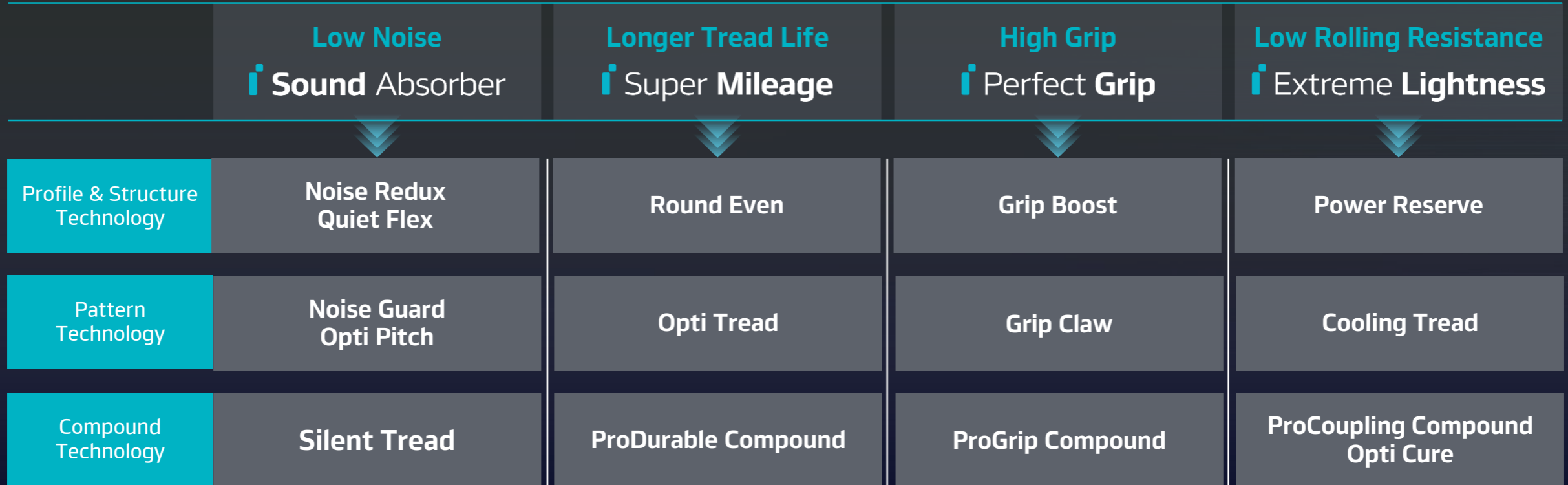
Plug-in
hybrid EV



iON

6. Technology innovation- Technology Philosophy

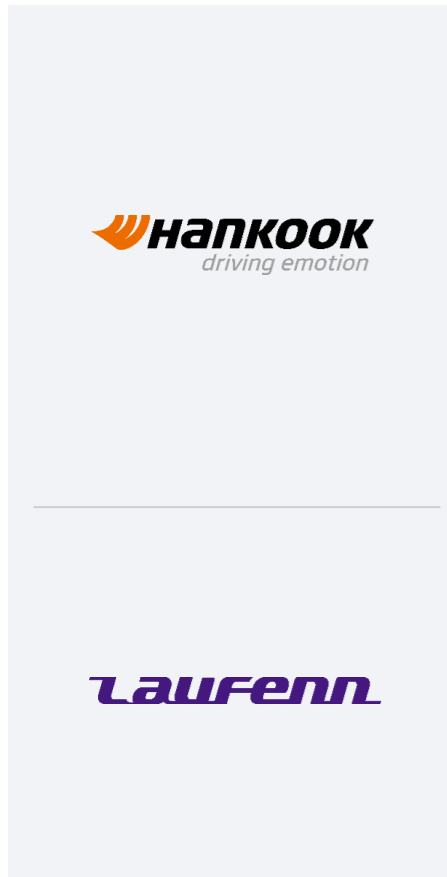
ION INNOVATIVE™ TECHNOLOGY



58 EV-related Patents

PC/LT

TB



PC/SUV	SUV/PUP	PC/SUV/PUP		VAN
SUMMER / ALL SEASON		ALL WEATHER	WINTER	
ION EV exclusive				e-VANTRA EV exclusive
ventus High Performance	Dynapro SUV & PUP	Weatherflex All Weather	Winter i*cept Winter Studless	VANTRA Van & Light Truck
KINERGY Balance Performance			Winter i*Pike Winter Studdable	
Z FIT Sport	X FIT SUV & PUP	G FIT All Weather	f FIT Winter	X FIT All Season & All Weather
S FIT High Performance				f FIT Winter
G FIT Balance Performance				

TBR
e-SMART EV exclusive
SMART Truck & Bus
LF LZ LR Truck & Bus

iON

Exclusive Tire for Electric Vehicle,
from battery electric vehicle to plug-in hybrid electric vehicle.

Performance

iON evo

Summer
Performance

iON evo AS

All-Season
Performance

iON FlexClimate

All-Weather
Performance



Touring

iON GT

Summer
Grand Touring

iON ST AS

All-Season
Touring

iON HT

Highway
Terrain



Winter

iON icept

Winter
Alpine

iON Nordic ice

Winter
Nordic Studded

iON Nordic

Winter
Nordic



* SUV sizes included

Dynapro

Dynapro brand made exclusively for SUVs to ensure the ultimate performance on all terrains, from ordinary roads to rough off-road trails.

On-Road

Dynapro
EVO AS

All-Season
Performance

Dynapro
HPX

All-Season
Grand Touring

Dynapro
HP³

All-Season Touring

Dynapro
HT2

Highway Terrain



Off-Road

Dynapro
AT2 Xtreme

All-Terrain

Dynapro
XT

Rugged Terrain

Dynapro
MT2

Mud Terrain



ventus

Hankook Tire's premium brand, leads the global market with the flawless performance enabled by Hankook's innovative technology

Performance

ventus
evo Z

Summer High-end
Performance

ventus
S1evo Z

Summer High-end
Performance

ventus
S1evo Z AS

All-Season High-end
Performance
(with SUV)

ventus
evo

Summer
Performance
(with SUV)

ventus
Prime⁴

Summer
Luxury Comfort

ventus
S1AS

All-Season
Performance

ventus
air S

All-Season
Luxury Comfort



KINERGY

With exceptional performance and various features,
Kinergy offers a balanced ride quality in any environment

Grand Touring

Touring

KINERGY 4S²

All-Weather



KINERGY XP

All-Season



KINERGY PT

All-Season



KINERGY ST

All-Season



KINERGY ST AS

All-Season



KINERGY ECO²

Summer



Winter **i*cept**

Winter **i*Pike**

The final touch for safe and enjoyable winter driving

i*cept

i*Pike

Winter
i*cept evo³

Alpine
Performance
(with SUV)



Winter
i*cept RS³

Alpine
Standard



Winter
i*cept iZ³

Nordic



Winter
i*Pike RS²

Nordic
(with SUV)



**i*Pike
RW11**

Nordic



Hankook Tire & Technology

Products_The Weatherflex Family

HANKOOK
driving emotion

Weatherflex

Experience peace of mind, no matter the weather.

All-Weather Grand Touring

Weatherflex GT

All-Weather
Grand Touring



LAUFENN

Engineered with Hankook Tire's cutting-edge technology, Laufenn has a complete line up of tires that fits all your needs

Z FIT

S FIT

G FIT

Z FIT EQ

Sport



S FIT²

High Performance



S FIT aS

High Performance



G FIT EQ+

Balance



G FIT aS

Balance



LAUFENN

Engineered with Hankook Tire's cutting-edge technology,
Laufenn has a complete line up of tires that fits all your needs

X FIT

X FIT HP
SUV/PUP



X FIT HT
SUV/PUP



X FIT AT²
SUV/PUP



I FIT

I FIT+
Winter



I FIT IZ
Winter



I FIT ICE
Winter



LAUFENN

Engineered with Hankook Tire's cutting-edge technology,
Laufenn has a complete line up of tires that fits all your needs

X FIT

I FIT

X FIT VAN
All-Season



X FIT VAN 4S
All-Weather



I FIT VAN
Winter



VANTRA

A Reliable partner with
the Extended mileage and safety for commercial Customers.

Transit - ICE

Transit - EV

Transit - Winter

VANTRA **VANTRA** **VANTRA**
Transit *STAS²* *DT*
All-Season All-Weather Drive

e-VANTRA **e-VANTRA** **e-VANTRA**
Transit *FlexClimate* *Drive*
All-Season All-Weather Drive

Winter **Winter**
i*cept **LV** **i*Pike** **LV**
Alpine Nordic



SMART Line

Smart Line offers high fuel efficiency and extreme mileage,
making it ideal for long haul use

Long haul

All-Position

Drive

Trailer

SMART
Line AL52

SMART
Line AL50

SMART
Line DL52

SMART
Line DL50

e³ MAX
TL21

SMART
Line TL52

SMART
Line TL50



SMART Flex

Smart Flex offers optimized mileage, traction and braking performance perfect for various regional haul condition

Regional haul

All-Position

Drive

Trailer

SMART
Flex AL51

SMART
Flex AH51

SMART
Flex AH35

SMART
Flex DL51

SMART
Flex DH51

SMART
Flex DH35

SMART
Flex TH31

SMART
Flex TH51



SMART **Work**

Smart Works offers exceptional durability and superior traction,
tough on-site and safe on the road

On/Off

All-Position

Drive

Trailer

SMART **SMART** **SMART**
Work AM11 **Work** AM09 **Work** AM15+

SMART **SMART**
Work DM11 **Work** DM09 **DM04**

SMART **SMART**
Work TM11 **Work** TM15



SMART

We offer a variety of products designed to expertly handle diverse vehicle types and road conditions

Coach Bus

Urban Bus

EV Bus

Winter

All-Position

Drive

All-Position

All-Position

All-Position

Drive

SMART
Touring AL31

SMART
Touring DL22

SMART
City AU04

e-SMART
City AU56

SMART
Control AW02

SMART
Control AW53

SMART
Control DW07

SMART
Control DW53



LAUFENN

Laufenn offers products designed with advanced engineering and manufacturing technology of Hankook Tire

Long haul

Regional haul

All-Position

Drive

Trailer

All-Position

Drive

Trailer

LF01

LZ02

LF92

LF22

LF21

LZ22

LF95

LF91

LF90



LAUFENN

Laufenn provides a full lineup of products suitable for a wide range of applications.

Urban

All-Position

Drive

LF60

LZ60



On/Off

All-Position

Drive

LR01 **LR02**

LR52 **LR53**



6. Technology innovation - Test Result



Product of the year



Summer Products

ION evo

VENTUS evo



Good / Satisfactory



Test Winner



ION evo

VENTUS evo

KINERGY 4S²

WINTER i'CEPT RS3



G FIT 4S



Exemplary (Very good, Good)



VENTUS PRIME 4

VENTUS S1 evo Z

KINERGY 4S²

WINTER i'CEPT evo3



i FIT+

Motorsports Delivering Limitless Performance



ABB FIA Formula E World Championship



FIA World Rally Championship



Lamborghini Super Trofeo



European Rally Championship



Eurocup-3



ADAC RAVENOL 24h Nürburgring



TCR Italy



Stock Car Pro Series

6. Technology innovation - Design Innovation



Urban reshaping 2020



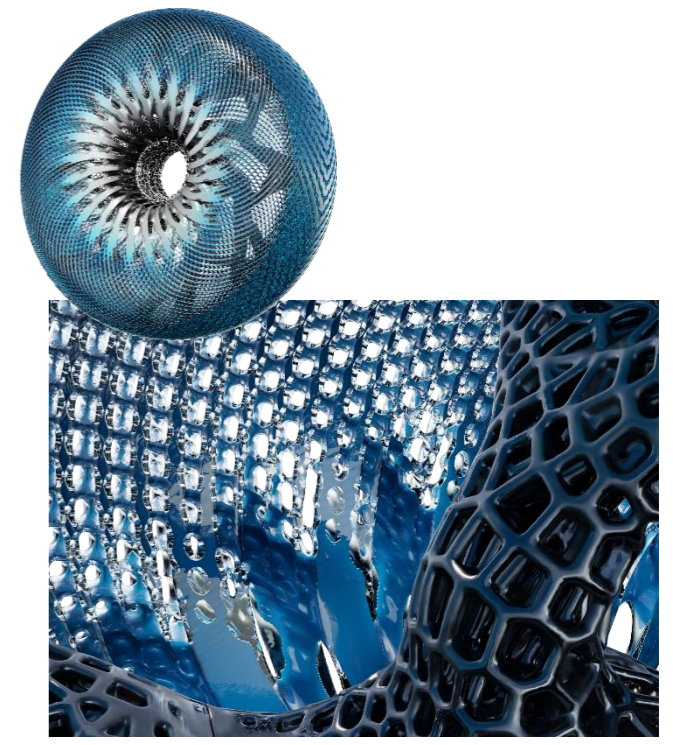
Urban reshaping 2022



WheelBot 2



Sustainable Concept Tire



i-Flex

Developed to be safe, reliable, and sustainable

Off Road



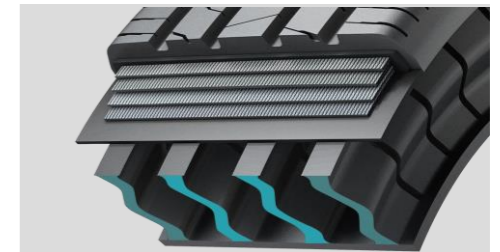
Lateral Spoke (2015~)



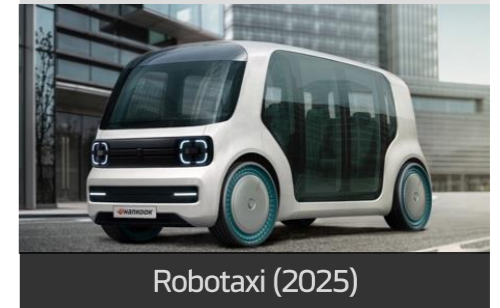
Robotaxi



Circumferential Spoke (2025~)



*Circumferential Spoke



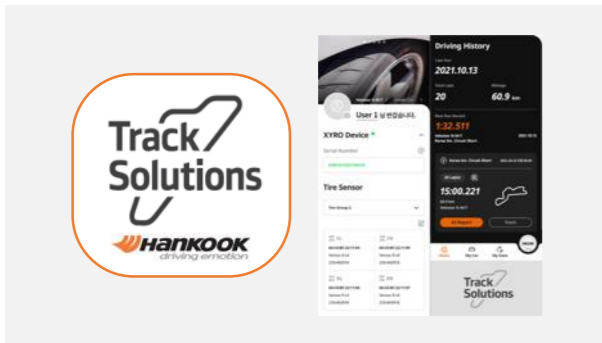
6. Technology innovation - Intelligent Tire & Fleet Solutions

Track Solutions

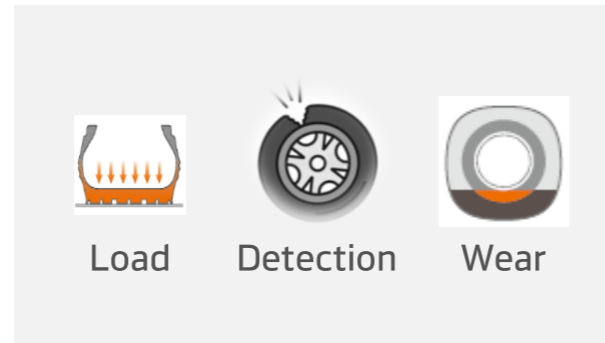
Tire Health

Hankook Fleet Supporter

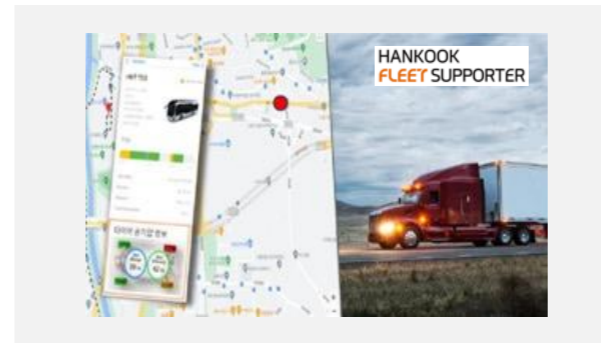
Driving data logger



[Amateur Racer Coaching]



[Tire Health Monitoring]



[Fleet TCO* Management]

TCO* : Total Cost Ownership



[Vehicle IoT Device]

TMS
Tire Mounted Sensor



Sustainable

ESG Mission & Vision

Sustainable Material Technology

ISCC PLUS



7. Sustainable - ESG Mission & Vision

Driving environmentally friendly circular systems, Advancing sustainable product development,
Promoting responsible engagement initiatives.

Management Mission

Future Innovated, Innovation Realized

ESG Vision

Innovation for a Sustainable Future

ESG Priority Area



Eco
Value Chain



Sustainable
Product



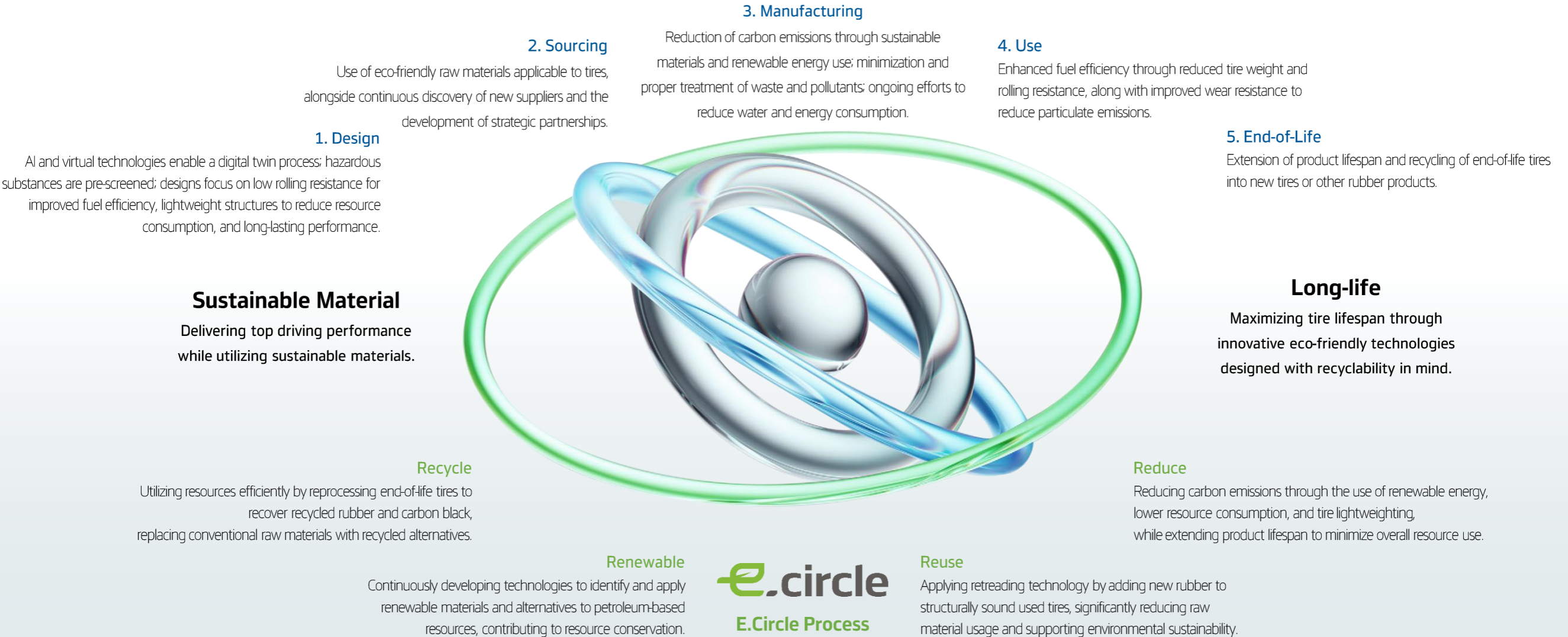
Responsible
Engagement

ESG Strategy

- Manufacturing and supply chain management to reduce environmental impact
- Application of sustainable materials and product development
- A trusted partner growing together

7. Sustainable - LCA(Life Cycle Assessment) & Sustainable Material Strategy

Sustainable Materials Strategy & Lifecycle Approach



7. Sustainable - ISCC (International Sustainability & Carbon Certification) PLUS

The first tire manufacturer
to receive the ISCC PLUS certification



The Standard for
Ethical Consumerism



7. Sustainable - Maximized Sustainability: iON GT

Maximized Sustainability

Sustainable Materials for Tires

Natural oil



Bio-based silica*



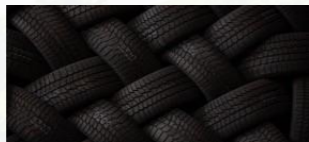
Bio/circular synthetic rubber*



Reclaimed rubber



Recovered carbon*



Recycled PET cord*



Sustainable Materials Content

77%

AAA

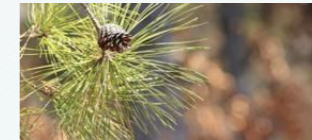
EU Tyre Label

● Renewable ● Recycled

Sustainable carbon black*



Natural & Sustainable resin*



* iON GT sourced ISCC PLUS mass balance approach certified materials from bio-based, bio-circular and/or circular feedstock through mass balance: synthetic rubber, synthetic resin, textile cord, silica and carbon black

Company Culture

Proactive Culture



Proactive Workstyle



A way of working at Hankook Tire that motivates employees through various campaigns and programs, enabling them to realize their full potential.



Proactive Communication



Fostering a culture of transparent and active communication among employees, built on mutual respect, along with proactive collaboration.



Proactive Workplace



Enhancing ways of working through an optimized work environment, while establishing a culture where all employees can communicate freely.



Active and innovative way of working at Hankook Tire & Technology

How to work Proactively

Mission & vision, behavioral principles linked to core values

PROACTIVE하게 일하는 법

- 일의 목적을 늘 생각해요.
- 더 나은 방법이 있는지 생각하고 실행해요.
- 명확하게 소통해요.
- 서로 존중하며 적극적으로 의견을 나눕니다.
- 회사의 목표와 함께 성장해요.
- 실패를 두려워 말고 자신있게 도전해요.

<p>Proactive하게 생각해요</p> <p>일의 목적을 늘 생각해요.</p> <p>01</p>	<p>Proactive하게 소통해요</p> <p>명확하게 소통해요.</p> <p>03</p>	<p>Proactive하게 실행해요</p> <p>회사의 목표와 함께 성장해요.</p> <p>05</p>
<p>더 나은 방법이 있는지 생각하고 실행해요.</p> <p>02</p>	<p>서로 존중하며 적극적으로 의견을 나눕니다.</p> <p>04</p>	<p>실패를 두려워 말고 자신있게 도전해요.</p> <p>06</p>

Less for Better

Campaigns to work horizontally & efficiently & effectively to drive better results

Less for Better

불필요함은 덜어내고, 결과는 더 뛰어나게 일하는 방법

Better Together

존중과 신뢰에 기반한 연결
함께 더 멀리, 함께 더 높이

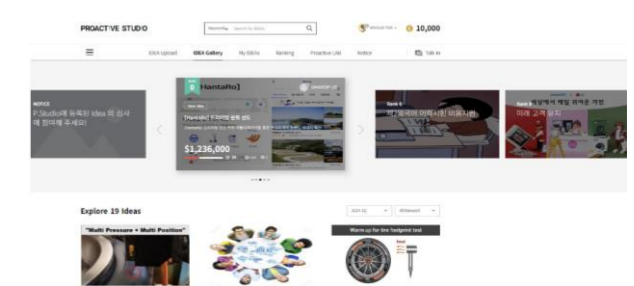
Junior board

A new leader who will lead positive changes in corporate culture



Proactive LAB

Idea Suggestion System to Foster Employee Growth



P.LAB 제3회 공모전

내 아이디어를 100일 동안 실행에 옮기며
나만의 비즈나소요업을 만들고 성장시키는 혁신 공모전

서류 접수 기간
6/18(수)-7/4(금)

공모내용 신사업/신기술/비즈니스 모델 아이디어

일자리대상 한국은행나그로플랜트 및 임직원 (주요사업부 제외)

참가방법 ① 본계정사내에서 지원서 작성 (대문로동하여 작성 후, 4층 404호까지 7:00~18:00까지 방문 접수) ② 심사 대상 선정 (ProactiveLab@hankook.com)

시상내역 최우수상 | 500만원 (1팀)
우수상 | 300만원 (1팀)
장려상 | 100만원 (1팀)
도전상 | 50만원 (5팀)

Proactive Culture팀 후원

Two-way communication and active participation based on mutual respect

Strengthening company-wide communication

Proactive Concert

A place for offline communication between organization leaders and members



Expanding positive experiences for executives and employees

Family Day / Driving Day

Opportunities to promote family-friendly corporate culture for work-life balance



Enhance spontaneous, casual communication

Serendipitous connections

Casual executive-employee lunch program



TA-NEW & HBS

Two-way communication channel for employee participation



Promotion Celebration Event

Fostering a sense of belonging, loyalty, and pride in the Company and Organization.



CoP / Praise Hanta

Strengthening a sense of belonging, loyalty, and pride within the organization



2월 칭찬주인공 발표

New Year's events

Strengthening communication and cooperation among employees and promoting a sense of belonging and pride



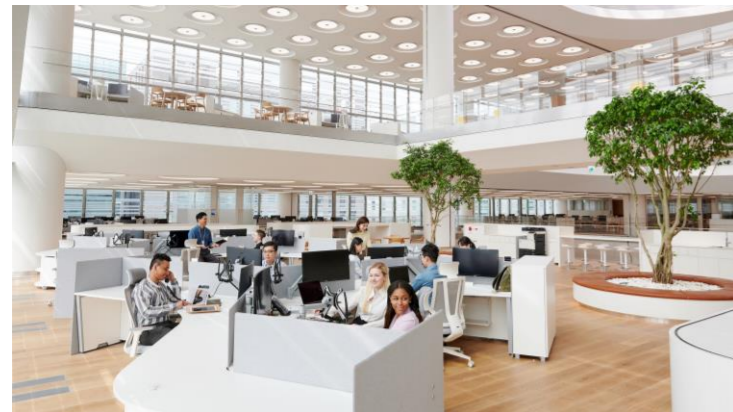
A place where Hankook Tire & Technology's proactive spirit is realized.

Communication & Teamwork

Visual Connectivity



Organic communication through organic furniture arrangement

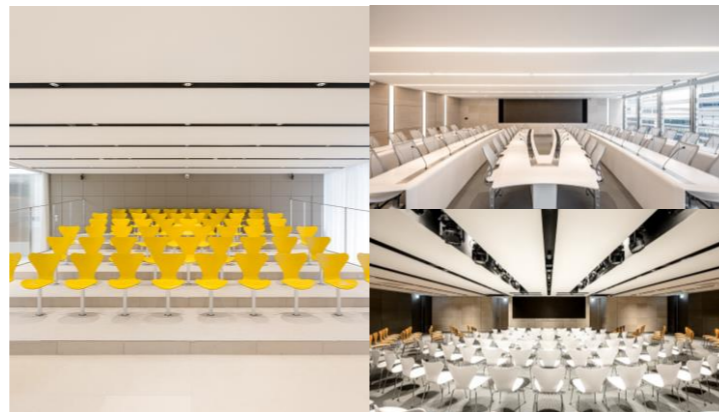


Serendipitous encounters

Open Space

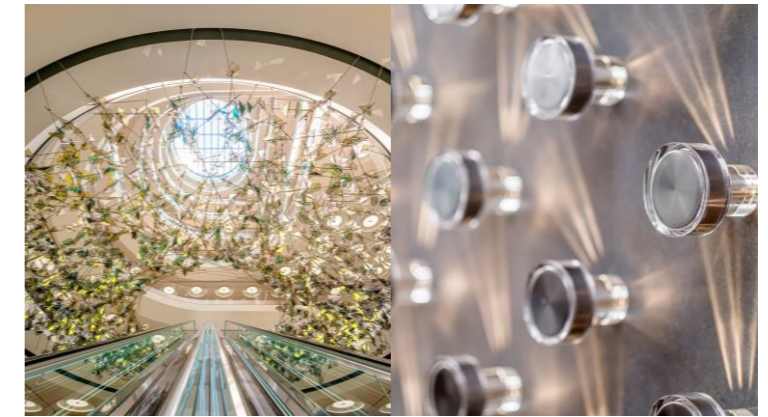


Open Communication



Innovation & Creativity

Artwork that inspires creativity



Idea Room



