

Company-wide Implementation

Each of our overseas subsidiaries identifies corporate philanthropic programs that cater to specific local needs and they continuously commit to undertaking these programs. This will further expand in the years ahead.

Conducting corporate philanthropic activities at overseas worksites

With the goal of practicing corporate philanthropy at the company-wide level, we launched social-giving programs in Korea and abroad in consideration of specific local characteristics. In 2019, approximately KRW 1.2 billion was invested into a total of 78 programs. These social-giving initiatives include support for the Disabled American Veterans (DAV) in the Americas, employees at the Hungary Plant volunteering and supporting local high school and undergraduate competitions. Additionally, these initiatives help the Indonesia Plant in performing employee volunteer work and supporting the underprivileged with medical assistance, and the China HQ in reaching out to the less-privileged in local communities. Our Tennessee Plant also initiated its own corporate philanthropic program to pursue co-prosperity with the local community in 2019.



1. Volunteer Month program to build furniture
2. Making voice donations
3. Crafting soap from natural ingredients



Cumulative No. of employee volunteers per year

4,507



Total volunteer hours
20,993 hours

Employee Participation

In offering our employees a wide spectrum of choices for volunteer work, we made use of Proactive Friday, a part of Hankook Tire & Technology's distinctive corporate culture, to make voice donations and produce soap from natural ingredients.

Operating employee volunteer teams in Korea

While facilitating our employees to engage in volunteer activities of their own choosing, we specifically endeavored to increase volunteer opportunities for office workers. On Proactive Friday, these employees volunteered to create audio recordings and joined social enterprises in making soap from natural ingredients. The audio book 'Damppugi' published through the audio reading hours our employees donated was distributed to multicultural families and welfare organizations for the visually-impaired while all-natural soaps were donated to social welfare organizations with handwritten letters by employee volunteers.

Employee Volunteer Outcomes in 2019

Category	Korea	Indonesia Plant	Hungary Plant	Total
Cumulative No. of employee volunteers per year	3,862	480	165	4,507
No. of employee volunteers excluding redundancies	1,733	194	73	2,000
Total volunteer hours	16,327	718	3,948	20,993
No. of volunteer hours per employee	2.5	0.5	2.0	2.1

Focusing on core competence

The road safety for children and three major mobility projects represent our leading corporate philanthropic initiatives undertaken in alignment with our distinctive business characteristics. In 2019, the transparent LED umbrella campaign was newly launched in collaboration with the Car Life Business Headquarters as part of our cause-related marketing activities.

Launching road safety for children

In 2019, our existing program to develop road safety maps for children was extended to launch the ‘road safety for children’ intended to improve on the road safety facilities within school zones. This was attended by 508 children at four schools located in the Seoul and Gyeonggi region, and requests were submitted to responsible government agencies to improve on a total of 45 facilities.

Conducting cause-related marketing activities

As part of our cause-related marketing activities, we distributed transparent LED umbrellas in collaboration with the Car Life Business Headquarters in 2019. These transparent umbrellas were designed for children and come equipped with glowing LEDs; serving to help protect youngsters and prevent traffic injuries during the evening hours or on rainy days when visibility is low. Nearly 2,500 such umbrellas were distributed to a total of 7 locations, including accident spots, elementary schools that sustained fatalities from such accidents, and elementary schools that joined the road safety for children in 2019.

Undertaking three major mobility projects

Car donation — We donate compact cars to social welfare organizations nationwide to facilitate the delivery of social welfare services. Including the 50 cars donated in 2019, the cumulative number of cars donated since 2008 amounted to a total of 497. Not only does this program donate cars, but it also provides safe driving and vehicle maintenance training to inexperienced drivers at beneficiary organizations to aid in the safer provision of social welfare services. As part of our follow-up management, incentives are also granted to beneficiaries who are fit for the purpose and effective in their use and operation of donated vehicles.

Tire donation — Initiated back in 2010, this social-giving program donates tires to vehicles operated for business purposes at social welfare organizations nationwide so ensure their safe operation. In 2019, 2,412 tires to be equipped on a total of 603 vehicles were donated. This program has expanded from Korea to Hungary and Indonesia, and its primary focus was extended from compact cars and vans to include passenger cars as well in 2019. This was complemented by safety-related minor maintenance services including the replacement of brake pads, engine oil, and batteries.

Tuieum Bus — This program was launched in 2013 in the nationwide assistance of those who face mobility issues in enjoying hands-on experiences at social welfare organizations in the areas of society, culture, history, ecology, and education. Our Tuieum Bus program is categorized into three types: ‘general support’ to offer bus services at the request made by social welfare organizations each month, ‘themed support’ that helps pay for program expenses in addition to bus services, and ‘cooperation support’ that is provided in conjunction with partner organizations. In 2019, a total of 564 buses were supported, and this program made progress in expanding its support on the theme of fair travel and cooperation support provided with such external partners as the Korea Job World and the Taekwondo Promotion Foundation.

1) Fair travel: Fair travel promotes exchange with locals and respects the local environment and culture

Three Major Mobility Project Outcomes in 2019 (Korea)

Tire donations
2,412 tires

Car donations
50 vehicles

Tuieum Bus
564 buses



Car donations

Local Community Support

We undertake a range of corporate philanthropic projects to contribute to the growth of local communities.

We provide solutions for residential stability issues for the youth through the social housing project; we protect endangered species in Daejeon to preserve the local environment; we assist at-risk youth in accessing an opportunity to explore career paths and pursue self-reliance; and we support people to solve their own community issues through the DreamWith Project.

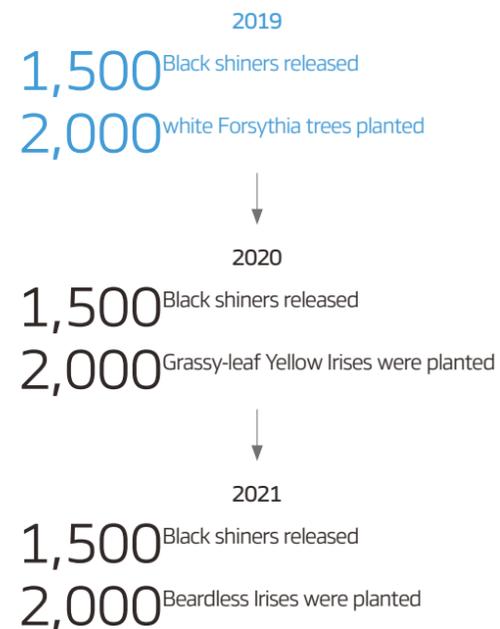
Protecting at-risk youth and supporting their independence

We have been assisting at-risk youth in developing the virtue of self-reliance since 2015. We aim to protect these youth who are often adversely affected by social issues and help them grow into responsible members of society. The coffee outlets 'Lost & Found' were operated in cooperation with 'Seongshim Order' to provide employment to youths aged 18 to 24 to help prepare them for their independent life. To increase their sales, art exhibitions, talk concerts and other diverse publicity events were hosted. We also provide these beneficiaries with wide-ranging opportunities to experience career options and receive technical vocational training. In 2019, two youths were hired by the Lost & Found and the 'community internship program' was initiated to provide 16 youths with an opportunity to experience a variety of career paths in their local community. Two of these beneficiaries successfully landed a job where they had interned.

Protecting endangered species in Daejeon

Hankook Tire & Technology signed an MOU in 2018 to restore endangered species in Daejeon with the Geum River Environmental Office, the Daejeon Metropolitan City Government, Soon Chun Hyang University, Chollipo Arboretum, the Daejeon Choongnam Civic Group for Ecosystem Protection, and the Daejeon Office of the Korea Federation for Environmental Movements. Operated for three years between October 2018 and September 2021, this project aims to restore Black shiners, the flagship fish species of the city, as well as three endangered plant species (white Forsythia, Beardless Iris, and Grassy-leaf Yellow Iris). In 2019, Soon Chun Hyang University's species restoration center increased the number

Status and Plan of the Endangered Species Restoration Project in Daejeon



Releasing the endangered Black shiners into the water

of Black shiners to 1,500 and released them into the Yudeung Stream in Daejeon. In addition, 2,000 white Forsythia trees were planted near Norubeol to form a growing ground for this indigenous species on the Korean Peninsula.

2) Flagship species: Flagship species refer to wild animals and plants that reflect the ecological, geographical, and cultural properties of a specific area, and their protection is widely warranted.

Undertaking the social housing project

Our social housing project has been under operation since 2016 to help youth resolve their residential instability which is emerging as a social issue in recent years. In 2019, this project supplied a total of 14 houses to 211 households, and these numbers amount to 30 and 430 respectively on a cumulative basis between 2016 and 2019. The project funds have increased to KRW 12.05 billion through the public-private partnership forged with the social investment funds operated by the Seoul City Government. From 2020 onwards, we plan to support underprivileged youth who find it difficult to benefit from social housing to extend interest-free loans worth up to KRW 15 million for up to four years to make deposit payments and to provide KRW 150,000 for up to 12 months to help them pay their monthly rent. The size of this project will be further expanded in cooperation with the Korea Land & Housing Corporation, the Seoul Housing and Communities Corporation, the Korea Housing & Urban Guarantee Corporation, and the Korea Housing-Finance Corporation. In 2020, we will supply 25 social houses to a total of 300 households.

Undertaking the DreamWith project

DreamWith started as a project designed to connect undergraduate volunteers to local children's centers to support children and teens in local communities, and evolved further to enable community members to take the initiative in resolving a range of community issues since 2018. In 2019, this project focused on the profit sharing business model: communities made use of their own resources to generate profits which were then returned to resolve community issues. A total of 14 organizations and community gatherings were assisted in addressing issues on community childcare, children/teen programs, adults with disabilities, and the facilitation of local tourism. In 2020, we will identify and support 15 organizations, and set mid/long-term plans to provide continued support to organizations with high growth potential.

DreamWith Project Outcomes in 2019

