

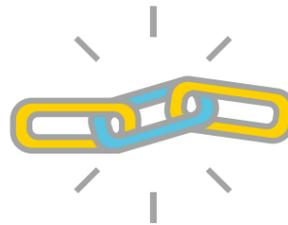
Business Ethics

At KKPC, we believe that ethical management is a corporate imperative and ultimately a core competitive advantage. On September 1, 2002, we announced our commitment to ethical management and established a code of conduct and rules to lay a solid foundation for integrity across our organization. This foundation continues to guide the way we do business and fulfill our social responsibility to this day.



Trust

We strive to be a trusted and respected company by practicing transparency in accounting and keeping our promises to our customers.



Win-Win

We are creating a culture of shared growth with our stakeholders by building healthy, mutually beneficial relationships with our employees and suppliers.



Stakeholder Trust // As a trusted and respected company, we have built and strengthened an institutional framework over the years that respects legal and social norms and fosters ethical management practices. Our 8-point code of conduct and a 4-chapter, 16-section guidebook covering ethical guidelines define appropriate behavior and set the criterion for making value judgments for our entire organization. We also operate a 24-hour hotline for reporting violations of the above code and rules as we continue to foster a rational and clean corporate culture.

Win-Win Relationships // We are firm believers in building win-win relationships with both our employees and suppliers as we pursue shared growth. For our employees, we operate a number of communication channels such as our labor-management win-win program and grievance-handling system to foster reason- and principle-based labor relations and create a cordial labor culture. For our suppliers, we strive to build relationships that are transparent, fair, and mutually beneficial. Toward that end, we operate a variety of support programs that promote financial stability, increased operational efficiency, and technical collaboration. In practice, this means that we pay small and medium-size vendors in cash, offer financial assistance, provide training and technical support, share information, and undertake joint technical development projects.

Social Responsibility

We are making the world a brighter, warmer place by caring for the disabled and underprivileged, participating in blood drives, supporting culture and the arts, and other activities.



Environment & Safety

We strive for harmony between nature and man and a safe and worry-free work environment through systematic environmental and safety management.

