

Business Ethics

INTEGRITY AND SHARED GROWTH ARE OUR HIGHEST MANAGEMENT VALUES. MORE THAN SIMPLY DECLARING A COMMITMENT TO ETHICAL MANAGEMENT AND CODE OF CONDUCT, WE ARE BUILDING AN INFRASTRUCTURE FOR PRACTICING INTEGRITY THAT WILL PROVIDE PROPER GUIDANCE TO OUR PEOPLE. CONCURRENTLY, WE ARE WORKING TO BUILD A SOUND CORPORATE CULTURE THAT FOSTERS TRANSPARENT, WIN-WIN RELATIONSHIPS WITH OUR SUPPLIERS.

Stakeholder Trust

We operate a dedicated channel for reporting violations of our code of conduct and rules as we continue to foster a rational and clean corporate culture. Our online ethics site provides a convenient way for employees, suppliers, and other parties to report unethical behavior. We also run specific campaigns during major national holidays to discourage gift giving. These include sending notices to suppliers that gifts will not be accepted as part of our efforts to maintain fair and transparent business relationships. We also operate a special call center to facilitate the return of gifts as we work to foster a healthy corporate culture free of corruption and influence peddling.



Win-Win Relationships

We operate a number of support programs to help us build win-win relationships with our suppliers. We pay small and medium-size suppliers in cash, offer financial assistance, provide training and technical support, share information, and undertake joint technical development projects. We also take supplier survey feedback into account when making major operational decisions. Following the enactment of Korea's Improper Solicitation and Graft Act, we are now providing our people with specific guidance on how to comply in regards to common courtesies such as sending flowers and providing financial congratulatory or condolence gifts.

1		<p>Trust</p> <p>We strive to be a trusted and respected company by practicing transparency.</p>
2		<p>Win-Win</p> <p>We are creating a culture of shared growth with our stakeholders.</p>
3		<p>Social Responsibility</p> <p>We are making the world a brighter, warmer place by caring for the disabled and underprivileged.</p>
4		<p>Environment & Safety</p> <p>We strive for harmony with nature and to create a safe and pleasant work environment.</p>

