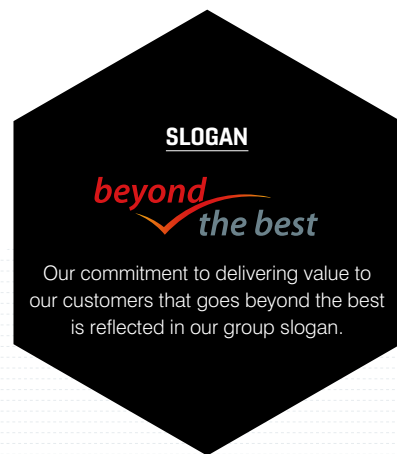


VISION 2020



20 20

SALES IN KRW TRILLIONS

We aim to be a global leading chemical group with sales of KRW 20 trillion by 2020.

WORLD-CLASS PRODUCTS

We aim to be a global leading chemical group with 20 world-class products by 2020.

MISSION

FOR OUR CUSTOMERS

We create customer value with the best solutions and synergy.

FOR OUR SHAREHOLDERS

We deliver shareholder value by selecting and focusing to maximize profits.

FOR OUR EMPLOYEES

We work to create a virtuous cycle of growth where both company and employees grow.

FOR HUMANITY & THE ENVIRONMENT

We will create green chemicals that coexist in harmony with people and nature.

CORE VALUES

PASSION FOR EXCELLENCE

We take the initiative with responsibility and passion, always learning as we aim for world-class professional and technical leadership in pursuit of our vision.

INNOVATION FOR SATISFACTION

We embrace change as we proactively strive to deliver increasingly greater value to our customers, unencumbered by conventional practices and success formulas.

COLLABORATION FOR UNITY

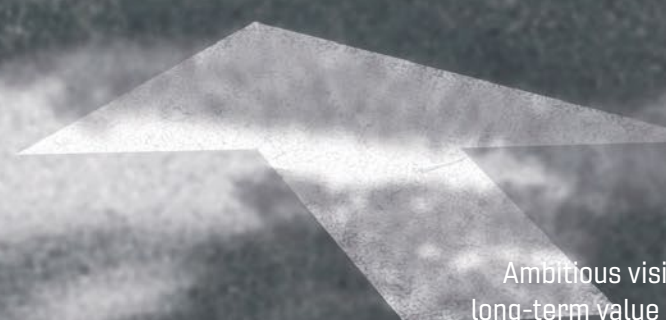
We build personal and professional trust through respect for diversity, open communication and mutual collaboration.

RESPONSIBILITY FOR INTEGRITY

Our commitment to social and corporate responsibility is built on a commitment to the basics that puts environmental safety and corporate ethics first.

More information is available on our website at www.kkpc.com/eng/

STRATEGIC DIRECTION



RE:VISION

Ambitious vision and proactive actions, together with a clear focus on long-term value creation for our stakeholders, have transformed KKPC into a global petrochemical company. In 2018, we actively pursued our course of transformation while remaining true to the strategic direction that have guided us through the years – strong foundation for continued growth, innovation from every angle, and momentum for future growth.



K-Foundation

Strong foundation for continued growth



K-Innovation

Innovation from every angle



K-Momentum

Momentum for future growth

K-FOUNDATION

K-INNOVATION

K-MOMENTUM