

# Social Responsibility

At KKPC, we believe that being a good corporate citizen is a privilege as well as a responsibility. Today, we are giving back to our local communities by supporting initiatives across a wide range of fields encompassing culture and the arts, social welfare, and education as we actively volunteer and serve in our local communities to make them better places to live.

## Community Initiatives

KKPC Chairman Chan-Koo Park places equal value on the objectives of local community development and corporate growth. Accordingly, he has asked our entire family to work together to make KKPC a company that faithfully fulfills its social responsibilities and makes a positive difference in society.

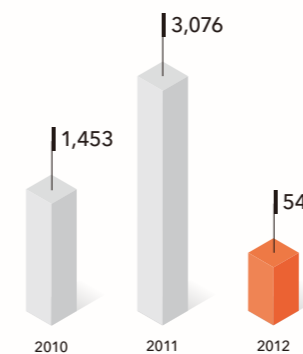
Backed by this firm conviction and active support from top management, our entire family is involved in a wide range of service activities in local communities. We are expanding hiring of the disabled and other disadvantaged persons to help them become financially independent. We are also using our products in a variety of ways to serve the needy in our local communities. In 2012, we donated window systems to community welfare centers and custom-designed wheelchairs to rehabilitation centers serving the severely disabled. We aim to progressively expand the scope of our activities to new areas as we strive to find unique and specialized community service projects that reflect our corporate DNA.

## Volunteer Service

We believe that community service is not about supporting charity but about sharing to improve the quality of life for all. Today, we are shifting our focus from passive donations to active win-win involvement as we work to make community service a pillar of our corporate culture rather than a series of one-off events. Enthusiastic, voluntary employee participation is the secret behind the success of our active community service efforts. Our KKPC Loving Helpers service organization brings our people together to make a difference for the underprivileged in our local communities. In addition to annual blood drives, we actively participate in fundraising, donating the amounts under KRW 1,000 from our paychecks as well as making set monthly donations to charity which are matched by the company, doubling our impact for good.

Social Investment

In KRW Millions



Social Investment by Area

