

Vision 2020

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

20

Sales in KRW trillions

SLOGAN

*beyond
the best*

Our commitment to delivering value to our customers that goes beyond the best is reflected in our group slogan.

World-class products

20

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.

K-Momentum

2017 was a year of significant achievements and innovations for KKPC, and demonstrated the strengths of our company. These achievements included not only strong financial results, but also investment into R&BD aimed at bringing about stronger years ahead.

Over the following pages we report on our 2017 in more detail, and show how our unique form of corporate innovation – KINNOVATION – has translated into tangible returns for our stakeholders, thus building a new momentum for growth – K-Momentum.

More information is available on our website at <http://www.kkpc.com/eng/>