

# Expand Leadership

Over 10% of the world's tires are made with KKPC synthetic rubbers. As the world's No. 1 producer, we expanded our annual SBR and SSBR capacity in 2012 by 110,000 mtpy and 60,000 mtpy, respectively, taking our competitiveness and market leadership to the next level.

10%+

Synthetic Rubbers  
Global Market Share



# Think Green

Taking care of the environment is both a responsibility and an opportunity for companies. At KKPC, we completed a new 60,000-mtpy production line in 2012 for SSBR, a key material used in eco-friendly tires. Over the next couple years, we plan to boost SSBR capacity by an additional 120,000 mtpy, making us the world's top producer with a capacity of 180,000 mtpy by 2015.

## No.1

Projected 2015  
SSBR Market Share



# Aim for Excellence

If you're aiming to be a global leader, you need to back it up with the world's best products. At KKPC, we are setting our sights on balanced quantitative and qualitative growth as we aim to be a global top-five player in 20 product categories by 2020. In 2012, our NB latex, NBR synthetic rubber, and Kumanox 5010L antioxidant products were recognized for achieving a global top-five market share, increasing our leadership to seven categories.

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Products with Global  
Top-5 Market Share



# Generate Synergy

Both nations and companies require more energy to grow. At KKPC, we built our Energy I and Energy II cogeneration plants at our Yeosu plant in 1997 and 2009 to meet our steam and power needs. We are currently investing KRW 425.8 billion to expand generating capacity at our Energy II plant—Korea's first to operate on more efficient and eco-friendly tire-derived fuel—as we set our sights on doubling the size of our energy business by 2015 to help it join synthetic rubbers and resins as one of our core businesses.

2x

2015 Energy Business  
Capacity Expansion  
Target



# Invest in Tomorrow

Continuous growth requires hard work today and investment from a long-term perspective. At KKPC, we and our affiliates are actively investing in tomorrow. Kumho P&B Chemicals is planning to complete a 70,000-mtpy epoxy resin plant expansion in August 2013 and 300,000-mtpy phenol and 185,000-mtpy acetone plant expansions in April 2015. Additionally, Kumho Polychem is planning to complete a 60,000-mtpy ethylene propylene diene monomer (EPDM) expansion in the first half of 2013 and an additional 60,000-mtpy expansion by the end of 2014.

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Major Affiliate  
Capacity Expansion  
Projects



# Expand the Possibilities

The field of chemicals is full of unlimited possibilities. At KKPC, we entered the high-tech carbon nanotube business back in 2009 and are now on track to open our first 50-mtpy commercial plant in 2013. We are also exploring applications for carbon nanotube technology in our core synthetic rubbers and resins businesses as we aim to develop next-generation products ranging from high-strength composite polymers for automobiles, home appliances, and industrial products to electronic materials for high-quality semiconductors.



Chemical Industry  
Possibilities