

Techno

Hankook Tire & Technology  
Company Introduction



# Company Profile

Hankook Tire & Technology has become a global premium brand based on its innovative technology.

## Hankook Tire & Technology Overview



CEO

Sooil Lee



Products

Tires for passenger vehicles,  
SUV, Trucks and Buses



Global Ranking in Tire Sales

7<sup>th</sup>



Global Sales Revenue (2020)

USD 5.5 Billion



Production Capacity

102,000,000 Units



Global Corporate Organization

5 regional headquarters / division  
5 R&D centers  
8 manufacturing plants  
37 local subsidiaries



Number of Selling Countries

Approximately  
180 countries



Number of Employees

Approximately 20,000

## Mission

Future innovated,  
Innovation realized

### Business Principle

- We seek innovation in all aspects
- We think of customers as our top priority
- We grow with our employees
- We fulfill our social responsibilities based on sustainability
- We make an effort to maximize shareholder value

### Core Value

#### We pursue the Proactive Leadership

- Passion
- Innovation
- Collaboration
- Global

## Vision

The Future Driving Innovator

### Moving Forward 2025

- Achieve Premium Brand Position
- Become the Technology Leader
- Change the game with Innovation
  
- Net Sales 10 billion\$
- EBITDA margin  $\geq$  20%
- ROIC  $\geq$  13%

### Strategic Direction

- Well Balanced Portfolio
- Premium Brand Elevation
- Technology Leadership
- Market Winning Service
- Innovation DNA

## Hankook Tire & Technology History

**1941**  
**~1999**

- 1941** Foundation
- 1979** Built Daejeon Plant (Korea)
- 1982** Established Main R&D Center
- 1997** Built Geumsan Plant (Korea)
- 1999** Built Jiaxing Plant and Jiangsu Plant (China)



**2000**  
**~2013**

- 2000** Introduced ERP system
- 2004** Unveiled new CI
- 2005** Completed Geumsan Test Track(G'Trac)
- 2006** Ranked 7th in global tire sales
- 2008** Built Hungary Plant
- 2011** Announced as sole official tire supplier to DTM
- 2013** Listed in the Dow Jones Sustainability Indices Asia Pacific  
Built Indonesia Plant and Chongqing Plant (China)



## Hankook Tire & Technology History

**2014  
~2020**

- 2014** Launched 'Laufenn', new global brand
- 2015** Became official OE tire supplier to Porsche  
Won Reddot Luminary Award
- 2016** Completed the construction of HANKOOK TECHNODOME  
Established Hankook Donggeurami Partners Co., Ltd,  
a special subsidiary company for the disabled  
Entered marketing partnership with Real Madrid Included  
Listed in the Dow Jones Sustainability Indices World
- 2017** Built Tennessee Plant (USA)
- 2018** Acquired 'Model Solution Co., Ltd.' and 'Reifen-Müller'  
Launched 'KINERGY AS ev', second generation electric vehicle tires
- 2019** Renamed 'Hankook Tire & Technology'  
Supplied Porsche Cayenne & Audi SQ8 OE  
Launched (UHPT; Ultra High Performance Tire) 'Ventus S1 evo 3'
- 2020** Relocated Holding Company to Technoplex in Pangyo  
Confirmed to be Gen3 tire supplier and technology partner for  
the ABB FIA Formula E World Championship for year 22-23  
Supplied Porsche EV 'Taycan' EV, Audi 'RS7', 'RS6 avant' OE  
Listed in the Dow Jones Sustainability Indices World  
(5 consecutive years)





# Business Performance

Hankook Tire & Technology has secured future growth engines through its investments. We demonstrate our world-recognized technology leadership, and strengthen our position as a major player in the global stage.

## Global Top Tire Company

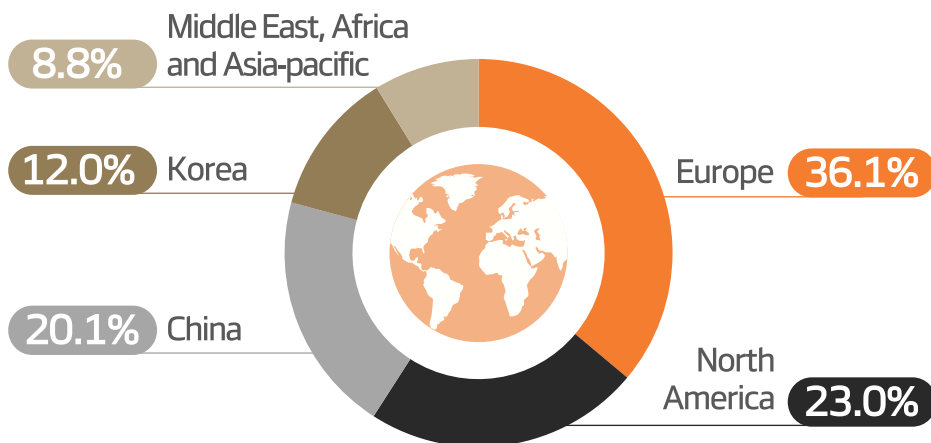
Global Sales Revenue

**USD 5.5**  
Billion

Operating Income

**USD 532**  
Million

### | Global Sales |



### | Global Ranking |

- 01 Group Michelin
- 02 Bridgestone Corp.
- 03 Goodyear Tire & Rubber Co.
- 04 Continental A. G.
- 05 Sumitomo Rubber Industries Ltd.
- 06 Pirelli & C. S.p.A
- 07 Hankook Tire & Technology Co. Ltd.**
- 08 Yokohama Rubber Co. Ltd.
- 09 Maxxis International / Cheng Shin Rubber
- 10 Zhongce Rubber Group Co. Ltd.





# Global Presence

Hankook Tire & Technology is providing industry leading services and products to our customers and consumers across the globe. We are also expanding our global business potential through the expansion of our existing international manufacturing network.

# Global Network

Global Presence



**102** Million



# Sales Channel

Global Presence



KOREA

**T'Station** 

THE **TIRE** SHOP

**TBX** PRESS



GLOBAL

 **HANKOOK**  
*masters*

 **HANKOOK**  
*Truck masters*

# Brand Communication

Global Presence



## Brand Campaign



Global  
• Be one with it



Korea  
• Premium OE



USA  
• Never Halfway

## Exhibition



# Brand Communication

Global Presence



## Sports Marketing



Real Madrid



UEL



MLB



24H Series



# Technology Innovation

Hankook Tire & Technology's confidence comes from its market-leading technology and continuous R&D investment. We are investing heavily in R&D and are proud of our technology.

# R&D Network

Technology Innovation



**HANKOOK TECHNODOME**



America Technical Center



Europe Technical Center



China Technical Center



Japan Technical Office



## HANKOOK Innovative Performance

**Driving**

**Intelligence**

**Sustainability**

Performance  
Vehicle Tire  
Technology

Electric Vehicle  
Tire Technology

Future  
Mobility  
Technology

Tire Sensing  
Technology

Connected  
Mobility  
Technology

Sustainable Technology



# Innovative Products

Technology Innovation



Competition

**ventus F200**    **ventus Z207**    **Dynapro R213**



UHP

**ventus S1evo<sup>3</sup>**    **ventus S2 AS**    **ventus S1noble<sup>2</sup>**    **ventus PRIME<sup>3</sup>**



SUV/LT

**ventus S1evo<sup>3</sup> SUV**    **ventus S2 AS X**    **Dynapro AT2**    **Dynapro MT2**



All Weather

**KINERGY4s<sup>2</sup>**    **KINERGY4s<sup>2</sup> X**



Winter

**Winter i\*cept evo<sup>3</sup>**    **Winter i\*cept evo<sup>3</sup> x**    **Winter i\*Pike LT**



## Very Recommendable

- ADAC Winter i\*cept RS2
- AutoBild Ventus S1 evo2
- AutoBild Winter i\*cept evo3
- AutoBild Kinergy 4s 2

## Recommendable

- ADAC Ventus S1 evo3
- ADAC Ventus Prime3
- AutoBild Ventus S1 evo3
- AutoBild Kinergy 4s 2
- Consumer Report Dynapro HP2
- Consumer Report Dynapro HT
- Consumer Report Dynapro AT2
- Consumer Report I\*pike RW11



# Design Innovation

Technology Innovation



DESIGN  
INNOVATION

Hankook Tire  
Sponsor Program  
2020

## URBAN **RESHAPING**



DESIGN  
INNOVATION

Hankook Tire  
Sponsor Program  
2018

## Motorsports Delivering Limitless Performance



Nurburgring 24H



F3 America



24H Series



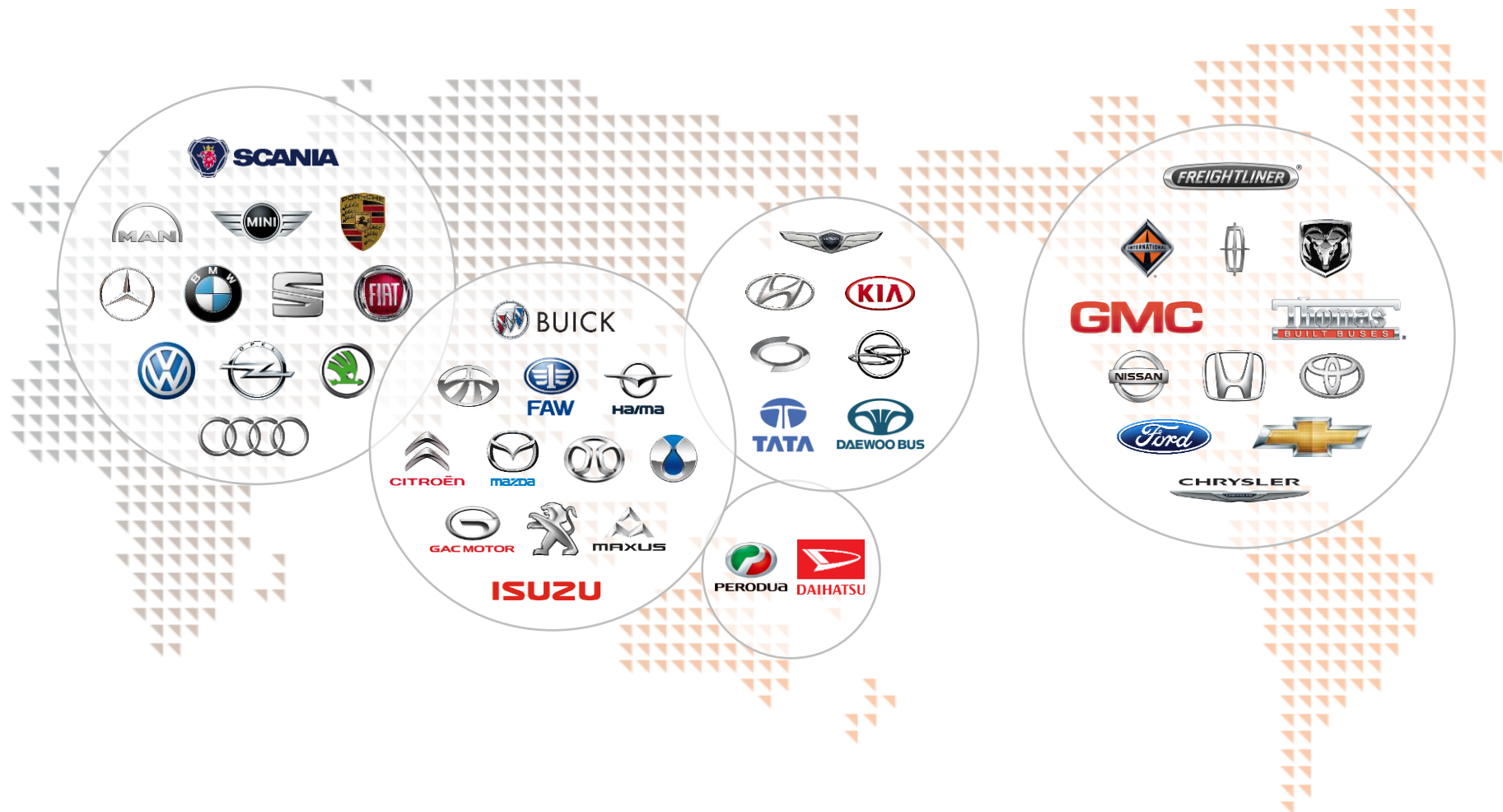
CJ Super Race



Supercar Challenge

## 24.1 million tires

to 45 Vehicle Brands in 2020





# Company Culture

Hankook Tire & Technology is proactively pursuing a corporate culture where proactive leaders are active and innovative. Proactive leaders are leading the global driving culture and creating a better future for society to grow together.

# Proactive Culture

Company Culture



Proactive **Workplace**



Proactive **Communication**



Work & Life **Balance**



# ESG (Environment, Social, Governance)

Company Culture



**5**  
consecutive  
years

MEMBER OF

**Dow Jones  
Sustainability Indices**



In collaboration with a RobecoSAM brand

## Environment

LCA(Life Cycle Assessment)  
Climate Change Response



## Social

Protect Human Right  
Safety and Health Management  
Corporate Philanthropic



## Governance

Compliance Management Committee  
Sustainability Committee

