

# Company Introduction

Hankook Tire & Technology





# Company Profile

Overview

Mission & Vision

History



# Global Top Tyre Company



Co-CEO

**Jongseon Ahn, Sanghoon Lee**



Products

**Tyres for Passenger Cars,  
SUVs, Trucks, and Buses**



Global Ranking in Tyre Sales

**7<sup>th</sup>**



Global Sales Revenue (2024)

**KRW 9,411.9 Billion**  
(USD 6.9 Billion)



Production Capacity

**100 million units**



Global Corporate Organization

**7 regional headquarters  
5 R&D centers  
8 manufacturing plants  
39 local subsidiaries**



Number of Selling Countries

**Approximately  
160 countries**



Number of Employees

**Approximately  
20,000**



## 1. Company Profile - Mission & Vision

### MISSION

Our dream, Why the business exists

**Future Innovated,  
Innovation Realized**

Our efforts to realize mission

**Core Values**    **Passion • Innovation • Collaboration • Global**

#### **Business Principles**

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**

### VISION

Our target, What we want to become

**The Future  
Driving Innovator**

2030**ST5**

acts as our mid-to-long term target  
to become a **Solid Top 5** tire company by 2030

#### **Strategic Direction**

- Organic & Inorganic Growth
- 1st Tier in Europe & North America
- Profitable Portfolio



## Hankook Tire & Technology History

1941  
~ 1999



2000  
~ 2015



**1941** Founded Company

**1974** Developed Korea's first radial tire for passenger cars

**1979** Completed construction of Daejeon Plant in Korea

**1982** Established Hankook Tire Technology R&D Center

**1985** Construction of the first driving test site in the domestic tire industry

**1992** Established America Technology Centre (ATC)

**1997** Established Europe Technology Centre (ETC)  
Completion of Geumsan Plant in Korea

**1998** Established China Technology Centre (CTC)

**1999** Completed construction of Jiaxing and Jiangsu Plants in China  
First supply of tires for new Ford cars

**2004** New CI announcement

**2005** T'Station opens  
Geumsan test track G'Trac completed

**2008** Completion of Hungary Plant  
First supply of tires for new Audi cars

**2011** Selected as DTM official tire supplier

**2012** Official sponsorship of the UEFA Europa League  
First supply of tires for new BMW cars

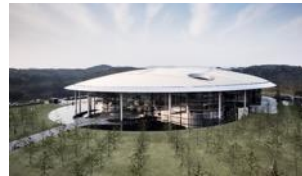
**2013** First supply of tires for new Benz cars  
Incorporated into Dow Jones Sustainability Indices Asia Pacific (DJSI Asia Pacific)  
Indonesian Plant and Chongqing, China Plant completed

**2014** Launch of global strategic brand 'Laufenn'

**2015** First supply of tyres for new Porsche cars  
Won the Reddot Luminary Award

## Hankook Tire & Technology History

2016  
~ 2020



2021  
~ 2024



- 2016** Completion of Korea Technodome  
Establishment of Korea Donggeurami Partners,  
a subsidiary-type standard workplace for the disabled  
Supplied tires for BMW NEW 7 new car  
Signed marketing partnership with Real Madrid  
Incorporated into Dow Jones Sustainability Index World  
(DJSI World)
- 2017** Completion of the Tennessee plant in the U.S.  
Acquisition of JAX Tyres, Australia
- 2018** Acquired 'Model Solutions' / 'Reifen-Müller'  
Launch of 'Kinergy AS EV', a 2nd generation electric vehicle  
dedicated tyre

- 2021** European automobile magazine Auto Bild  
selected as 'Tyre Manufacturer of the Year'
- 2022** Launch of 'iON', the world's first full lineup of tyres  
exclusively for electric vehicles  
Included in Dow Jones Sustainability Index World for  
7 consecutive years  
Expanded OE supply of Hyundai Ioniq 6, Audi Q4 e-tron,  
and BMW i4 electric vehicles
- 2023** Exclusive supplier of electric vehicle racing tires  
for season 9 of the ABB FIA Formula E World Championship

- 2019** Change of company name to Hankook Tire & Technology Co., Ltd.  
Supplied OE to Porsche 'Cayenne' and Audi 'SQ8'  
Ultra-high performance tire 'Ventus S1 Evo3' launched in Korea
- 2020** Hankook & Company Group relocates headquarters  
to Pangyo Technoplex  
'22 - 23 Formula E tire exclusive supply partnership concluded  
OE supply of Porsche electric vehicle 'Tycan', Audi 'RS7',  
and RS6 Avant'
- 2023** Partnership to exclusively supply racing tyres for  
the Lamborghini Super Trofeo Series  
Hankook Tire's Hungary plant acquired  
eco-friendly international certification 'ISCC PLUS'
- 2024** Supplied OE to Porsche Taycan with first 'ISCC PLUS'  
certified iON evo  
Supplied OE to the Mercedes-AMG GT Coupe.  
Received the FIA's '3-Star Environmental Certification'  
Supplied OE to BMW's high-performance sedan, the M5  
Supplied OE to High-performance electric SUV Cupra 'Tavascan'



# Business Performance

Global Sales in 2024

Our Strategic Partners



## 2. Business Performance - Global Sales in 2024

### Global Top Tyre Company

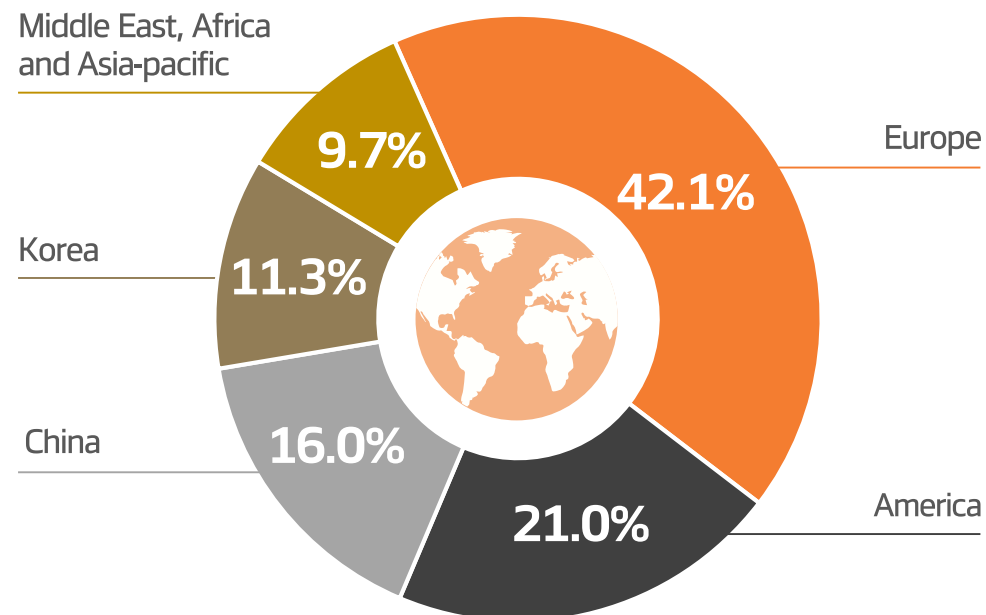
#### Global Sales

##### Global Sales Revenue

**9,411.9** Billion (KRW)  
(6,900,356,310 USD)

##### Operating Income

**1,762.2** Billion (KRW)  
(1,291,998,416 USD)



#### Global Ranking

\*Tyrepress 2024 FY

- |    |  |
|----|--|
| 01 | Group Michelin                                 |
| 02 | Bridgestone Corp.                              |
| 03 | Goodyear Tire & Rubber Co.                     |
| 04 | Continental A. G.                              |
| 05 | Pirelli & C. S.p.A                             |
| 06 | Sumitomo Rubber Industries Ltd.                |
| 07 | <b>Hankook Tire &amp; Technology Co., Ltd.</b> |
| 08 | Yokohama Rubber Co., Ltd.                      |
| 09 | Zhongce Rubber Group Co., Ltd.                 |
| 10 | Sailun Group                                   |



## 2. Business Performance - Our Strategic Partners

# 50 Global Automotive Brand Partnerships

Supplying OE tires for Porsche, Benz, BMW, Audi, Toyota, Tesla, etc.



\*Based on PC/LT/TB

# Global Presence

Global Network

Global Headquarters

Global Technical Center

Proving Ground

Sales Channel



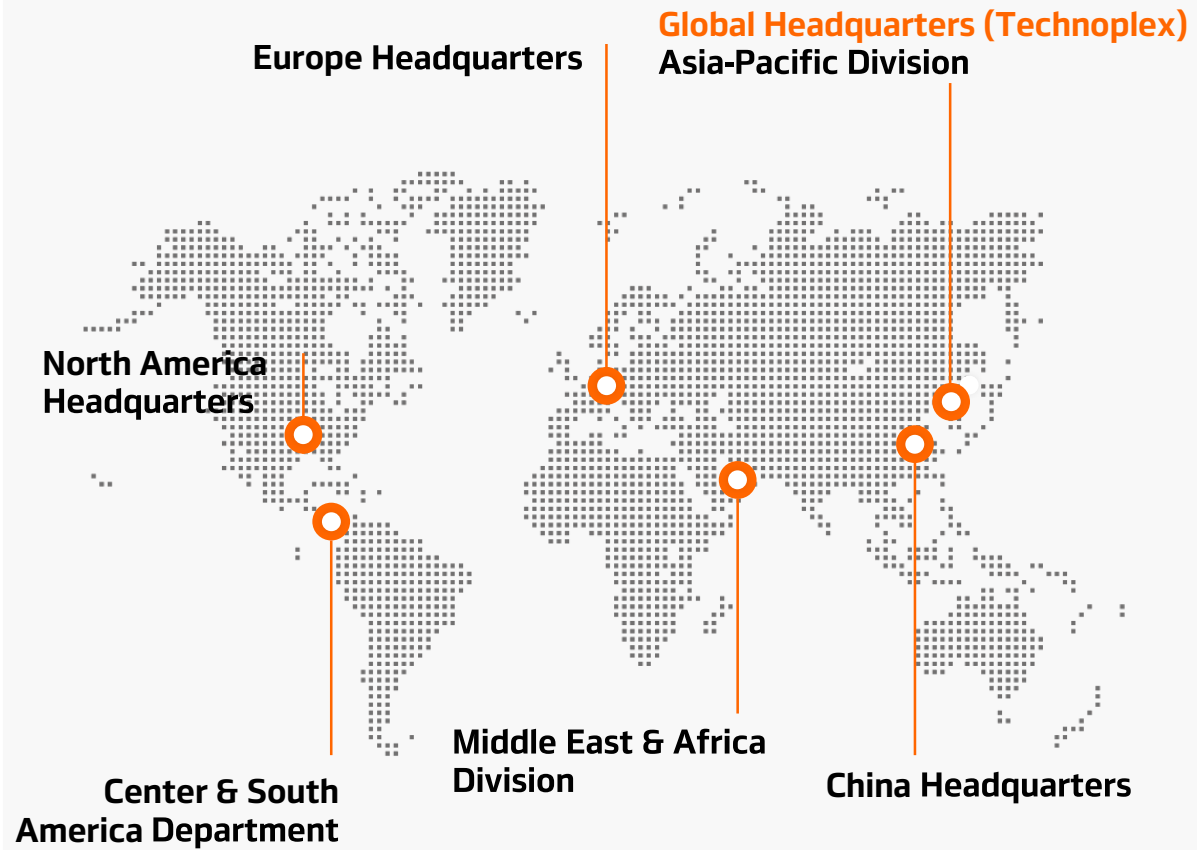


### 3. Global Presence - Global Network

Production capacity of **100 million units**



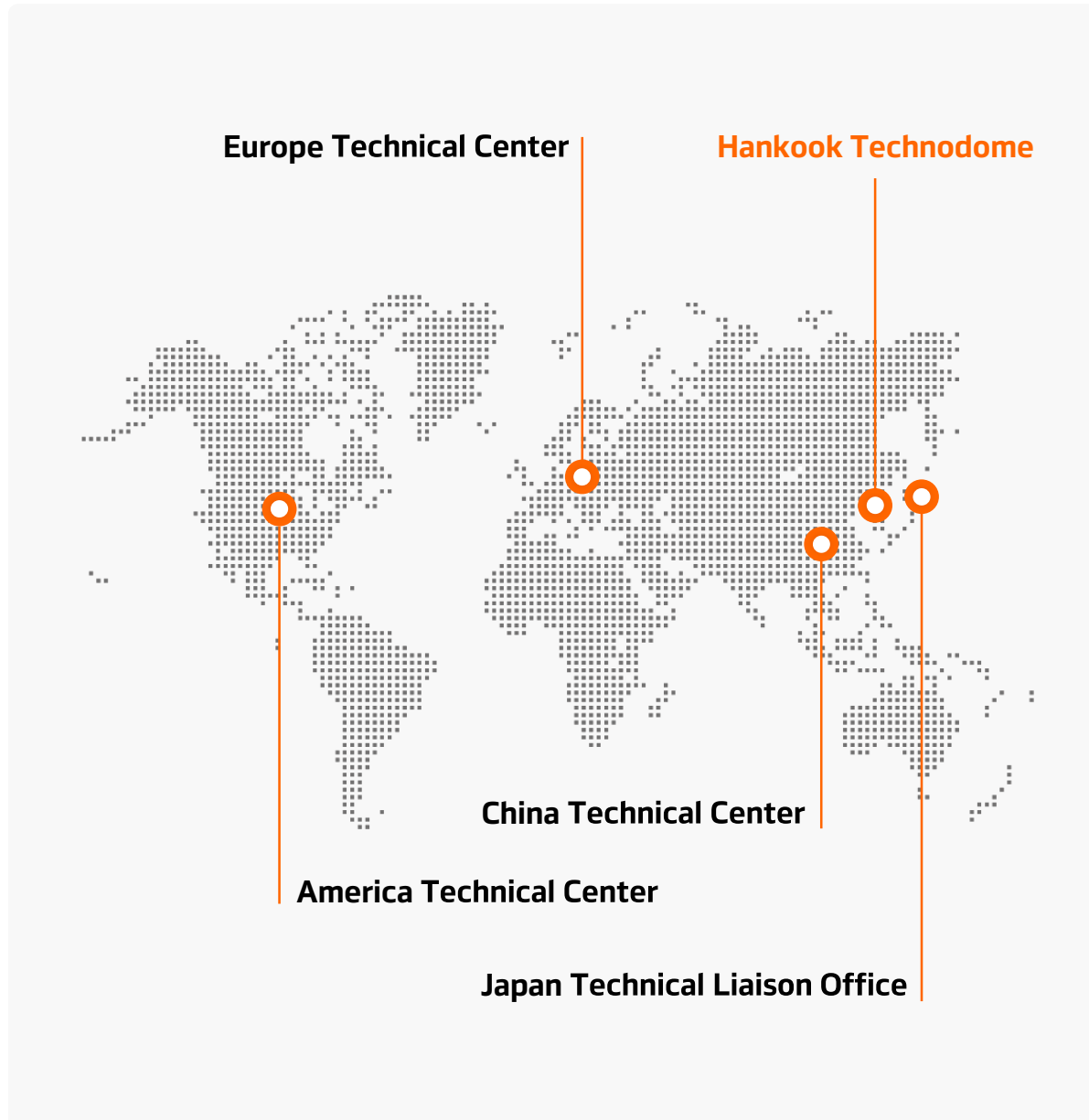
### 3. Global Presence - Global Headquarters



**Technoplex**  
HANKOOK INNOVATION CENTER

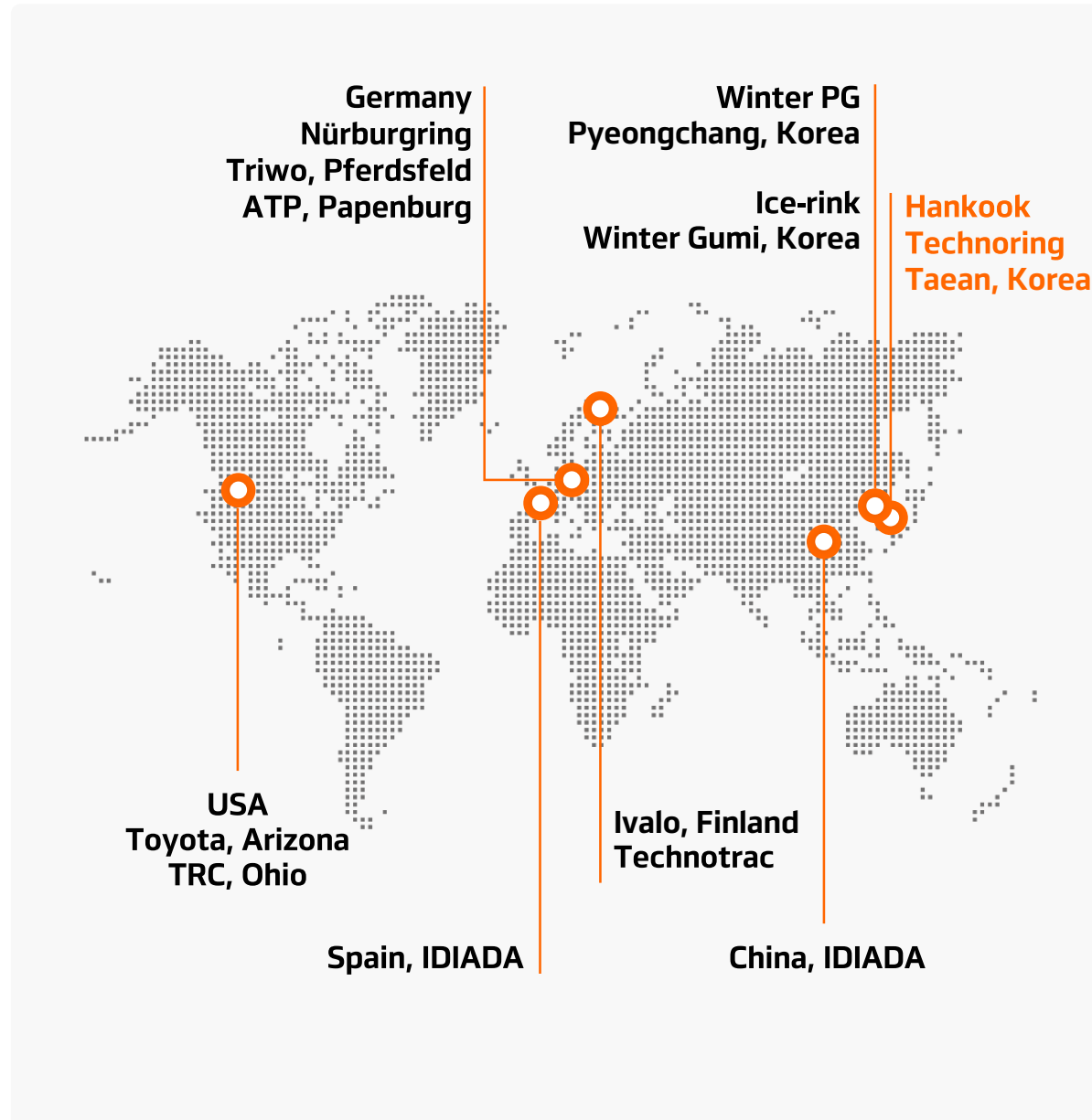


### 3. Global Presence - Global Technical Center



Technodome  
HANKOOK TECHNOLOGY CENTER

### 3. Global Presence - Proving Ground



**Technoring**  
HANKOOK PROVING GROUND



### 3. Global Presence - Sales Channel

#### Global



#### PC/LT



#### TBR



#### Korea



#### PC/LT



#### TBR



※ PC/LT: Passenger Car and Light Truck Tyre

※ TBR: Truck Bus Radial



# Brand Communication

Brand Campaign

Exhibition

Sports Marketing

Motorsport



## 4. Brand Communication - Brand Campaign

### Brand Campaign



ION Campaign 'Electrify your Driving Emotion'



ION Campaign 'Glorious Moments with Premium Carmakers'



Ventus Campaign 'Lamborghini Super Trofeo 2024'



Dynapro Campaign 'Built without Limits'



## 4. Brand Communication - Exhibition

### EV show



### Automotive Aftermarket show



### Commercial Show



### Outdoor Events



### Tire Show





## 4. Brand Communication - Sports Marketing

### Football

#### Europe UEFA UEL & UECL



### Baseball

#### USA MLB Signage



### Basketball

#### USA NBA Signage





### Official partner of the ABB FIA Formula E World Championship

Exclusive supplier of electric tires for the ABB FIA Formula E World Championship 'the 3rd Generation Formula E Race Car(GEN3 Evo)'



#### Performance & Innovation

World's first electric vehicle racing competition



#### Sustainability

1st global sport certified with a Net Zero Carbon footprint



#### Races in iconic cities

Hosting in iconic cities around the world

# Official premium partner of the FIA World Rally Championship

Exclusive supplier of all classes of the FIA World Rally Championship (WRC)



OFFICIAL PREMIUM PARTNER



**Dynapro**  
Gravel



**Ventus**  
Tarmac



**Winter i\*cept & i\*Pike**  
Snow & Ice



### The Main technical partner of Lamborghini Squadra Corse

Exclusive supplier of Lamborghini Super Trofeo Series racing tires



MAIN  
TECHNICAL  
PARTNER





# Culture Brand

Culture Brand History

Projects with 'DRIVE'



## 5. Culture Brand - Culture Brand History

Phase 1 (2021~2023)

MADE IN **HANKOOK**

Retro, Nationalism

Phase 2 (2024~ )

 **DRIVE** HANKOOK TIRE

Related to “Moving and Mobility” Sustainable and Future Oriented



We sell tires. We sell emotion. The driving emotion.

**Drive By Hankooktire**



## 5. Culture Brand - Projects with 'DRIVE'

F&B



Art



Music



Fashion



Related to “Moving and Mobility” Sustainable and Future Oriented





# Technology Innovation

Products

Test Result

Motorsports

Design Innovation

Airless Tyre

Intelligent Tyre





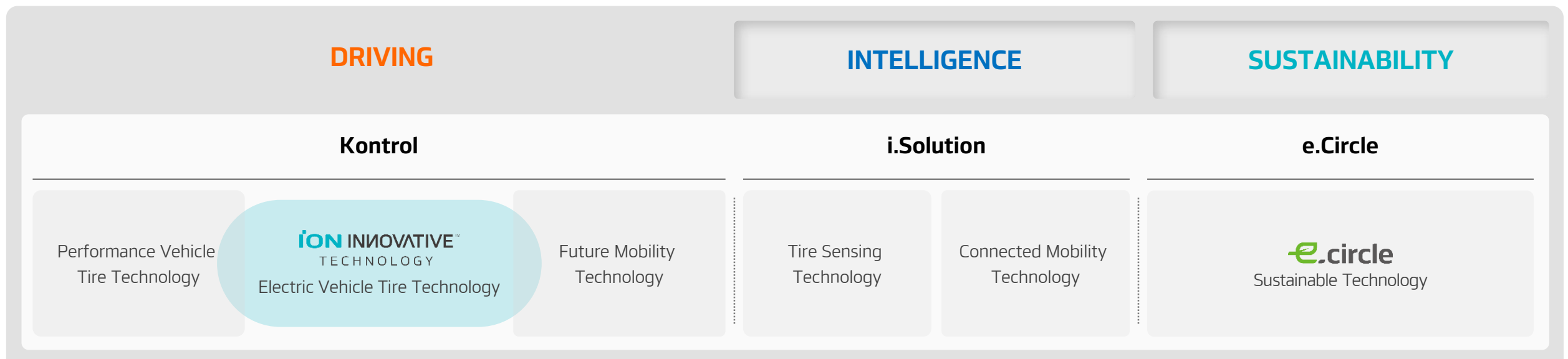
## 6. Technology innovation- Technology Philosophy

### Hankook Innovative Performance(HIP)

Hankook Innovative Performance is Hankook Tire's new technological philosophy to take the lead in future mobility environment.

Based on the values of Driving, Intelligence, and Sustainability, Hankook Tire's innovative approach is applied throughout the entire research, development, and production process.

Through this, Hankook Tire researches future mobility technologies closely related to our lives, such as electric vehicles, autonomous driving technology, shared services, and fleet management services, accompanying drivers on their journeys.



## 6. Technology innovation- Technology Philosophy

ION INNOVATIVE TECHNOLOGY


































### ION INNOVATIVE<sup>TM</sup> TECHNOLOGY

	Low-noise i Sound Absorber	Longer Tread Life i Super Mileage	High grip Performance i Perfect Grip	Low Rolling Resistance i Extreme Lightness
Profile & Structure Technology	Noise Redux Quiet Flex	Round Even	Grip Boost	Power Reserve
Pattern Technology	Noise Guard Opti Pitch	Opti Tread	Grip Claw	Cooling Tread
Compound Technology	Silent Tread	ProDurable Compound	ProGrip Compound	ProCoupling Compound Opti Cure



## 6. Technology innovation- Products

### Hankook PC/LT (EU)

			 Compact	 Sedan	 Sport Sedan	 Sport & High	 Compact SUV	 Large & High SUV	 Pick up truck	 Van/Light Truck
Summer			Extreme Sport							
			Sport							
			Balance		 * Available for EV		 * Available for EV			
										
<div> <div>All Season</div> <div>Winter</div> <div>Extreme Winter</div> </div>	<div> <div>M+S</div> <div>3PMSF</div> </div>		On&Off							
										
			Balance							
			Studless							
										
			Stud							

# 6. Technology innovation- Products

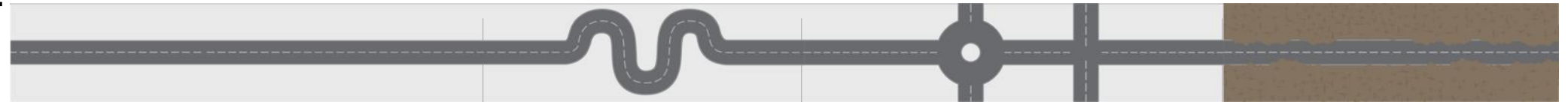
## Hankook EV (EU)































			Compact	Sedan	Sport Sedan	Sport & High	Compact SUV	Large & High SUV
Summer			Sport					
			Balance					
			Standard					
All Season	M+S 3PMSF		Performance					
Winter		Studless	Alpin					
		Stud	Nordic					



## 6. Technology innovation- Products























### Hankook TBR (EU)



		Long Haul			Regional Haul		Urban		On&Off	
All-Position		 <b>SMART</b> <i>Line</i> AL50 	 <b>SMART</b> <i>Touring</i> AL22 	 <b>SMART</b> <i>Flex</i> AL51   AH51   AH35   			 <b>SMART</b> <i>Control</i> AW02(+) 	 <b>SMART</b> <i>City</i> <small>CV</small> AU56   AU04(+)  	 <b>SMART</b> <i>Work</i> AM11(+)   AM09    AM15(+) 	
				  					 	
									 	

## 6. Technology innovation- Products

### Laufenn PC/LT (EU)

 Journey in Style			 Compact	 Sedan	 Sport Sedan	 SUV	 Pick up truck	 Van
Summer	 M+S 3PMSF	Sport		 <b>Z FIT EQ</b>				
		Balance	 <b>G FIT EQ+</b>	 <b>S FIT EQ+</b>				
						 <b>X FIT HT</b>		 <b>X FIT Van</b>
		On&Off				 <b>X FIT aT</b>		
All Season		Balance	 <b>G FIT 4S</b>		 <b>G FIT 4S</b>			 <b>X FIT Van 4S</b>
Winter		Studless	 <b>f FIT+</b>					 <b>f FIT Van</b>
			 <b>f FIT IZ</b>					
Extreme Winter		Stud	 <b>f FIT ICE</b>		 <b>f FIT ICE</b>			



## 6. Technology innovation- Products

### Laufenn TBR (EU)

**Laufenn**  
Journey in Style



Long Haul

Regional Haul

Urban

On&Off

All-Position



LF22

LF21

LF60

LR01

LR02

Drive



LZ22

LR53

Trailer

















LF95<sup>(\*)</sup>

LF91

LF90

## 6. Technology innovation- Products

### Hankook Motorsports

	Circuit		Extreme	Rally	
				Tarmac	Gravel
 Dry					
 Wet					
 Winter/Ice					



## 6. Technology innovation - Test Result



Product  
of the year



**KiNERGY 4s<sup>2</sup>**

**iON evo**



Test  
Winner



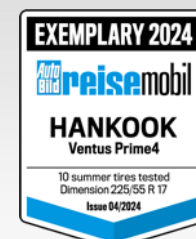
**iON evo**

**KiNERGY 4s<sup>2</sup>**

**Winter i\*cept evo<sup>3</sup>**



Exemplary  
(Very good)



**ventus evo**

**iON evo SUV**

**ventus Prime4**

**Winter i\*cept evo<sup>3</sup>**

**KiNERGY 4s<sup>2</sup>**

# Motorsports Delivering Limitless Performance





## 6. Technology innovation - Design Innovation



### Outstanding Design award results



### Design Collaboration with Global Design Univ.



### Open innovation



## 6. Technology innovation - Airless Tire

### HANKOOK **i**FLEX

Developed to be safe, reliable, and sustainable

2013

CES 2022 in January

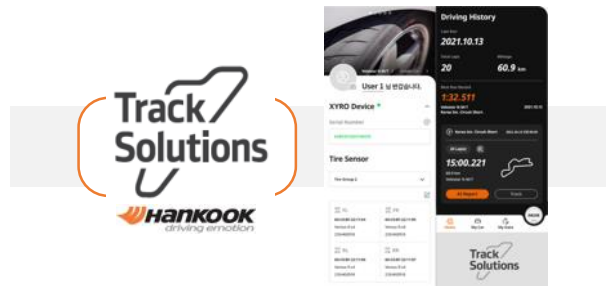
DX Korea 2022 in September





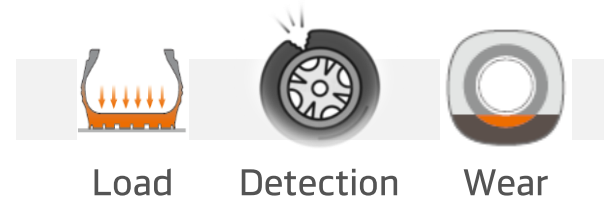
## 6. Technology innovation - Intelligent Tire & Fleet Solutions

### Track Solutions



[Amateur Racer Coaching]

### Tire Health



[Tire Health Monitoring]

### Hankook Fleet Supporter



[Fleet TCO\* Management]

TCO\* : Total Cost Ownership

### Driving data logger



[Vehicle IoT Device]

**TMS**  
Tire Mounted Sensor





# Sustainable

ESG Mission & Vision

Sustainable Material Technology

ISCC PLUS





## 7. Sustainable - ESG Mission & Vision

Focus on environmentally friendly circulation structures,  
sustainable product development, and responsible participation



## 7. Sustainable - Sustainable Material Technology

### Natural oil\*



Natural oil based on vegetable oil

### Bio-based silica\*



Silica extracted from agricultural by-products

### Bio/circular synthetic rubber & resin\*



Sustainable synthetic rubber and resin made from biomass or waste plastic pyrolysis oil



### Recycled Steel



Recycled bead wire & steel cord made from recycled scrap metal

### Recycled PET cord\*



Recycled tire cord made from waste plastic

### Reclaimed rubber



Rubber and carbon extracted from tires and rubber products at the end of their life

### Recovered carbon\*



### Sustainable NR



Global Platform for Sustainable Natural Rubber

### Sustainable carbon black\*



Sustainable carbon black made from used tyres and wood by-products

### Natural Resin



Natural resin extracted from cashew nutshell and wood by-products



● Renewable

● Recycled



\* Sustainable materials can be supplied from ISCC PLUS certified suppliers.



## 7. Sustainable - ISCC(International Sustainability & Carbon Certification) PLUS

The first tire manufacturer  
to receive the ISCC PLUS certification



The Standard for  
Ethical Consumerism



# Company Culture

Proactive Culture





## Proactive Workstyle



## Proactive Communication

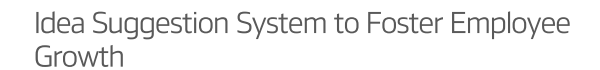
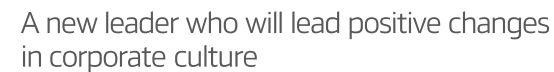
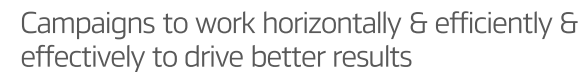


## Proactive Workplace





Mission & vision, behavioral principles linked to core values





## Two-way communication and active participation based on mutual respect

### Strengthening company-wide communication

#### Proactive Concert

A place for offline communication between organization leaders and members



#### TA-NEW & HBS

Two-way communication channel for employee participation



### Expanding positive experiences for executives and employees

#### Family Day / Driving Day

Opportunities to promote family-friendly corporate culture for work-life balance



#### Promotion Celebration Event

Fostering a sense of belonging, loyalty, and pride in the Company and Organization.



#### New Year's events

Strengthening communication and cooperation among employees and promoting a sense of belonging and pride



### Enhance spontaneous, casual communication

#### Serendipitous Connections

Casual executive-employee lunch program





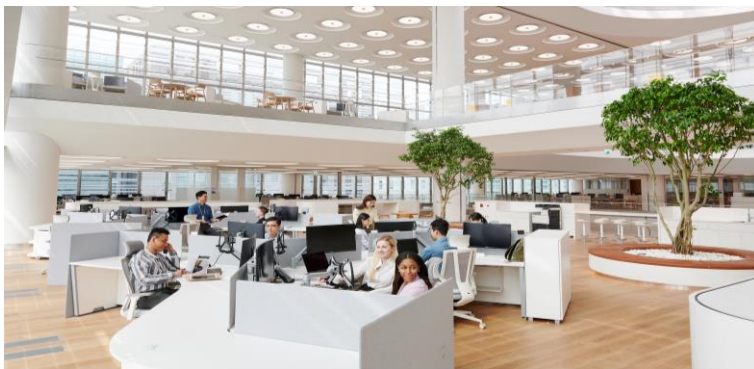
# A place where Hankook Tire & Technology's proactive spirit is realized.

### Communication & Teamwork

#### Visual Connectivity



#### Organic communication through organic furniture arrangement

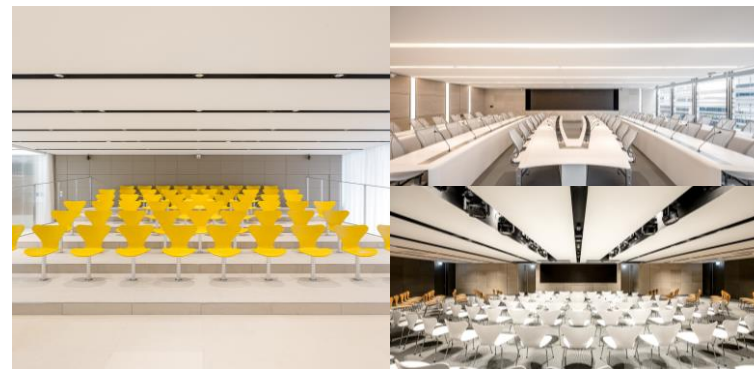


### Serendipitous encounters

#### Open Space



### Open Communication



### Innovation & Creativity

#### Artwork that inspires creativity



### Idea Room

