

Company Introduction

Hankook Tire & Technology



Company Profile

Overview

Mission & Vision

History



Global Top Tire Company



CEO

Soo-il LEE



Products

Tires for passenger vehicles,
SUV, Trucks and Buses



Global Ranking in Tire Sales

7th



Global Sales Revenue (2023)

KRW 8,939.6
Billion
(USD 6.7 Billion)



Production Capacity

100,000,000 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

- 1941** Founded Company
- 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

~ 2015

- 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
- 2013** Listed in the Dow Jones Sustainability Indices Asia Pacific
Built Indonesia Plant and Chongqing Plant (China)
- 2014** Launched new global brand, Laufenn
- 2015** Became official OE tire supplier to Porsche
Won Red Dot Luminary Award



Hankook Tire & Technology History

2016

~ 2023

- 2016** Completed the construction of HANKOOK TECHNODOME
Established Hankook Donggeurami Partners Co., Ltd,
a special subsidiary company, providing indirect employment for people with disabilities
Entered marketing partnership with Real Madrid
Listed in the Dow Jones Sustainability Indices World
- 2017** Built Tennessee Plant (USA)
- 2018** Acquired 'Model Solution Co., Ltd.' and 'Reifen-Müller'
- 2019** Renamed company as Hankook Tire & Technology
Supplied Porsche Cayenne & Audi SQ8 OE
Launched 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 and Audi RS7 and RS6 Avant
- 2021** Ranked 6th in global tire sales
Hankook is named Manufacturer of the Year in the
auto Bild Group's All-Season test category
- 2022** Launches iON, a complete line of EV-exclusive tires
Listed in the Dow Jones Sustainability Indices World for
7 consecutive years
Expands supply of OE tires for EVs with Hyundai Motors,
IONIQ 6, Audi Q4 e-tron and BMW i4
- 2023** The Exclusive technical partner and tire supplier of the ABB FIA Formula E World Championship Season 9
The Exclusive tire supplier of Lamborghini Super Trofeo
Hankook Tire's Hungarian Plant Earns "ISCC PLUS" International Certification



Business Performance

Global Sales in 2023

Our Strategic Partners



Global Top Tire Company

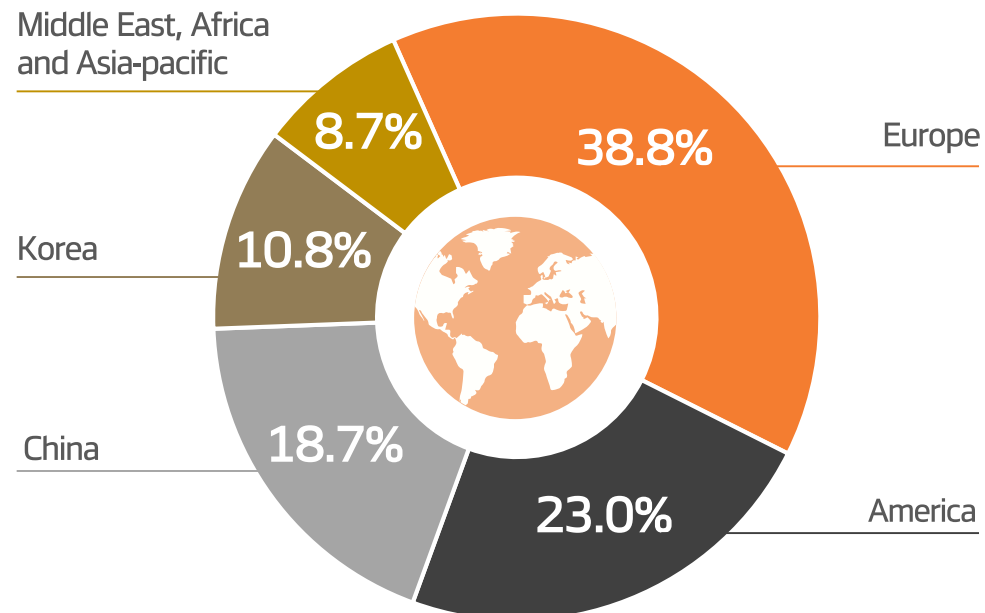
Global Sales

Global Sales Revenue

KRW 8,939.6 Billion

Operating Income

KRW 1,327.9 Billion



Global Ranking

*Tyrepress 2023 FY

- | | |
|-----------|--|
| 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 | Zhongce Rubber Group Co., Ltd. |
| 10 | Maxxis International / Cheng Shin Rubber |

2. Business Performance - Our Strategic Partners

Supplies of 25 million units per year
51 Vehicle Brands Partnership



*Based on PC/LT/TB

Global Presence

Global Network

Global Headquarters

Global Technical Center

Proving Ground

Sales Channel

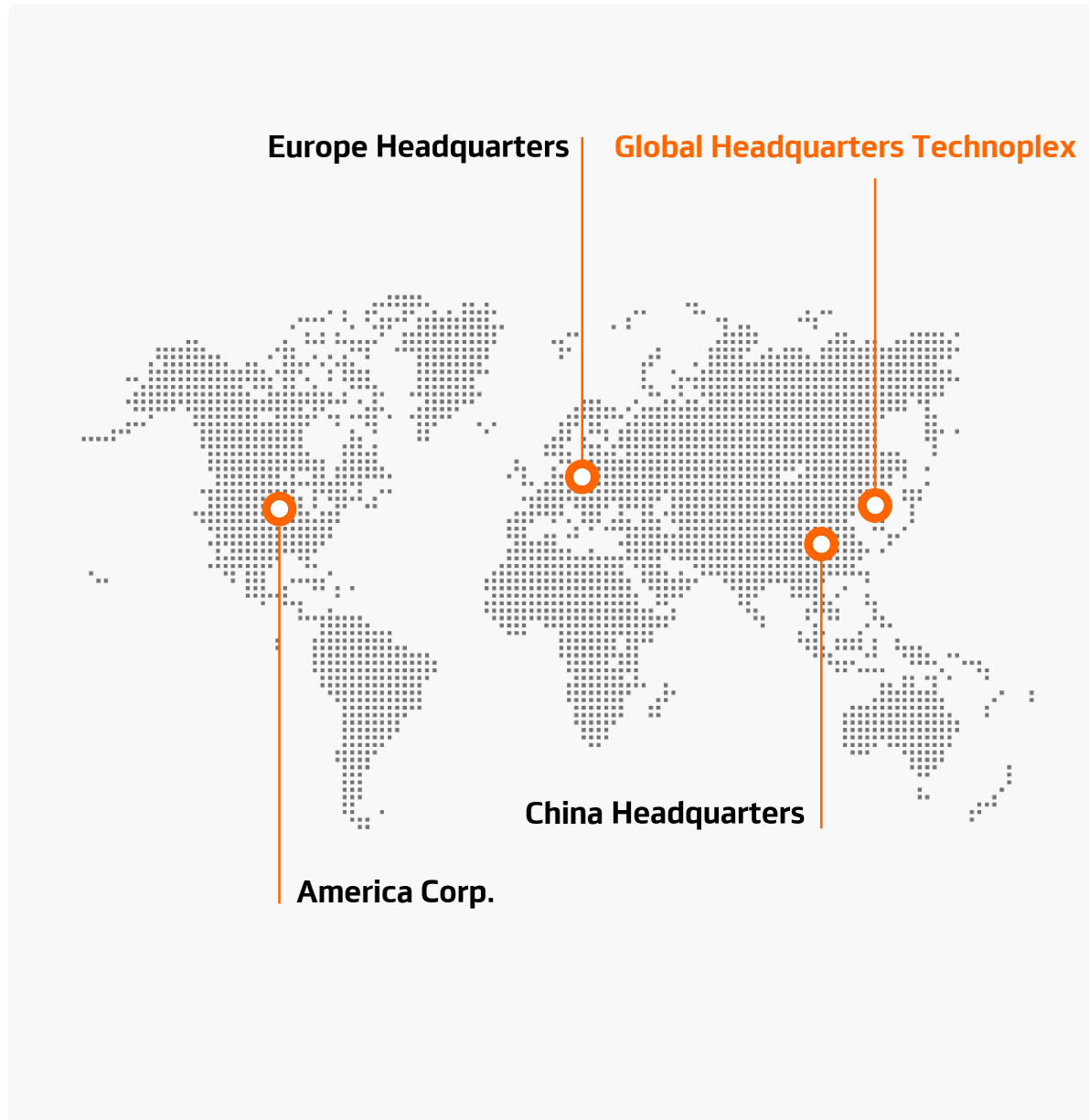


3. Global Presence - Global Network

100 Million tires

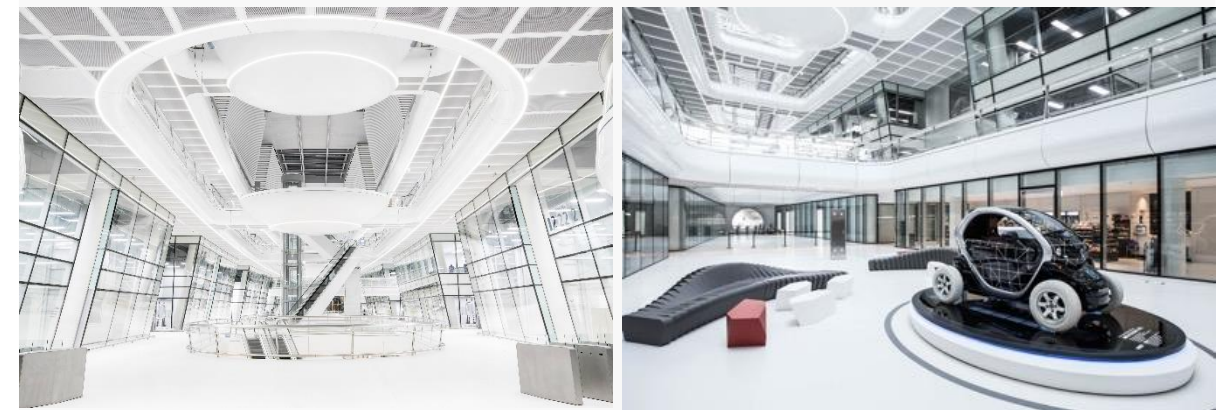
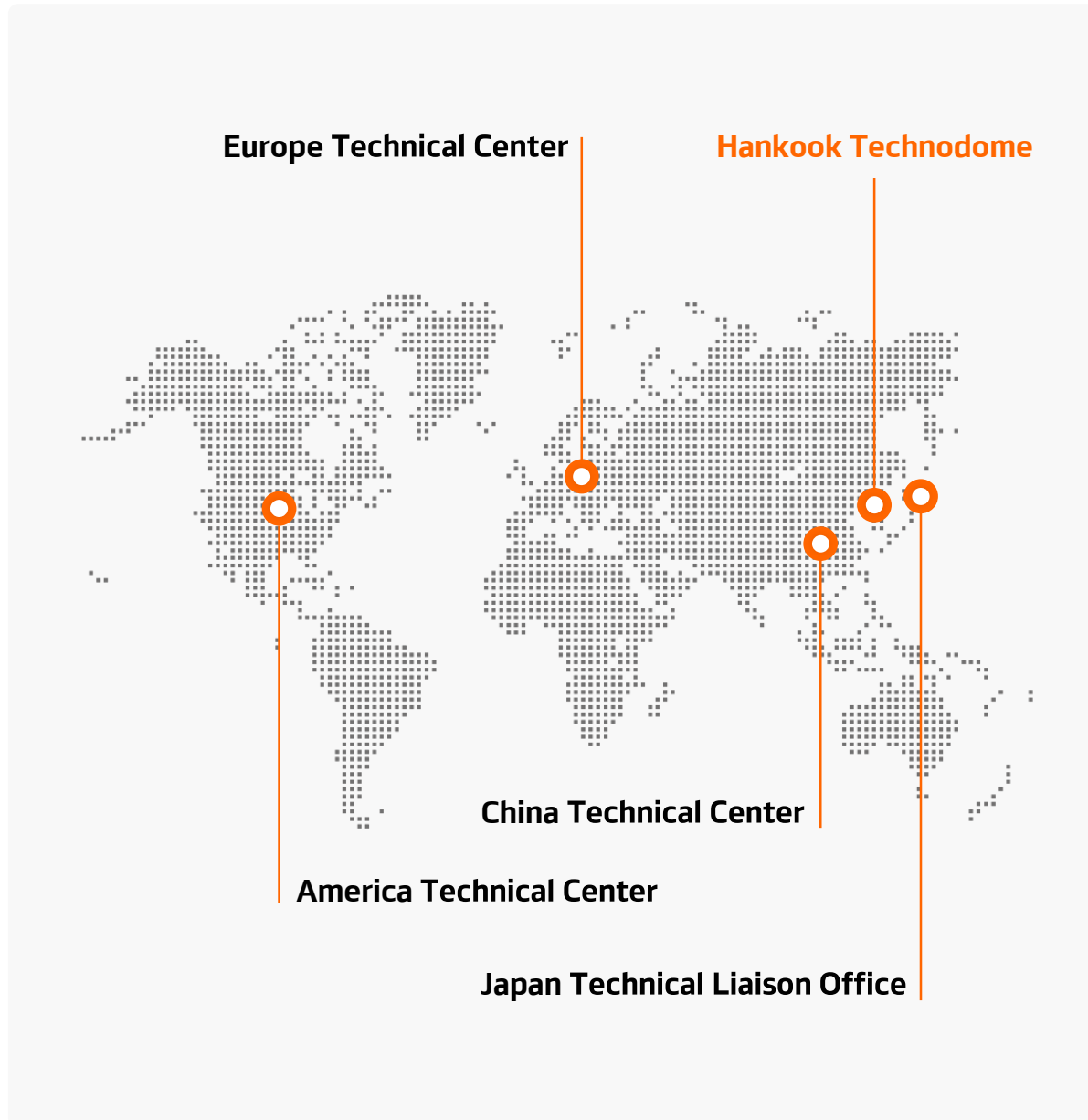


3. Global Presence - Global Headquarters



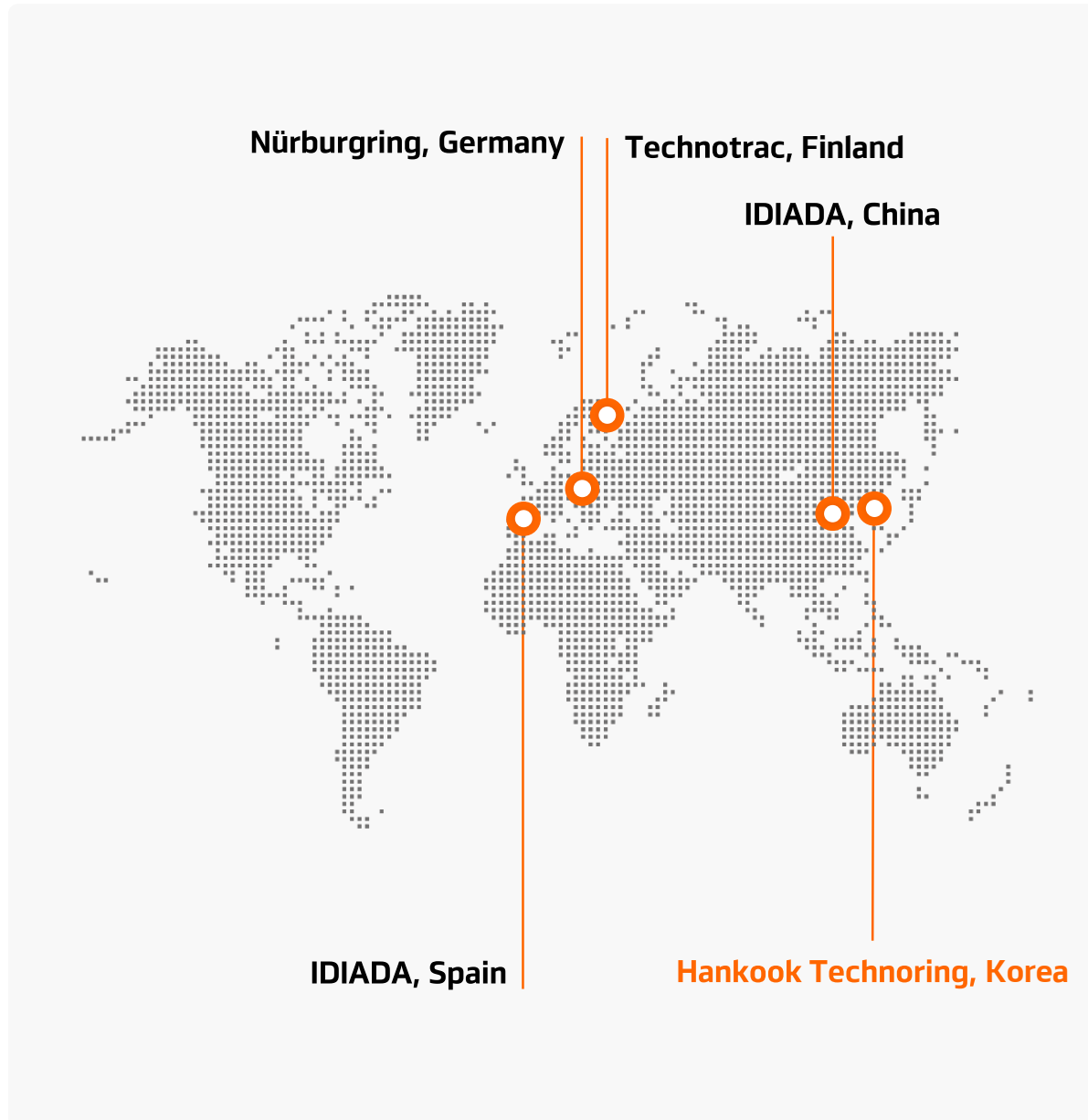
Technoplex
HANKOOK INNOVATION CENTER

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: Passenger Car and Light Truck Tire

※ 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 'Hankook X Formula E with Color'



Ventus Campaign 'Lamborghini Super Trofeo 2023'



Dynapro Campaign

4. Brand Communication - Exhibition

EV show



Automotive Aftermarket show



Commercial Show



Outdoor Expo



Tire Show



4. Brand Communication - Sports Marketing

Football

Europe UEFA UEL & UECL

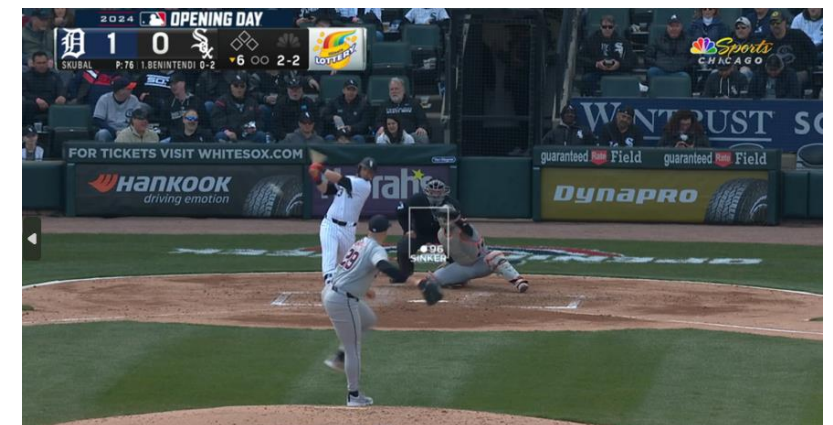


Germany BVB



Baseball

USA MLB



Official partner of the ABB FIA Formula E World Championship

Position as a leading brand of EV tires
and become an industry pioneer in sustainability, performance, and innovation



Official Partner



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

The Main technical partner of Lamborghini Squadra Corse

Hankook has introduced
the new high-performance Racing tire on the Lamborghini Super Trofeo



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



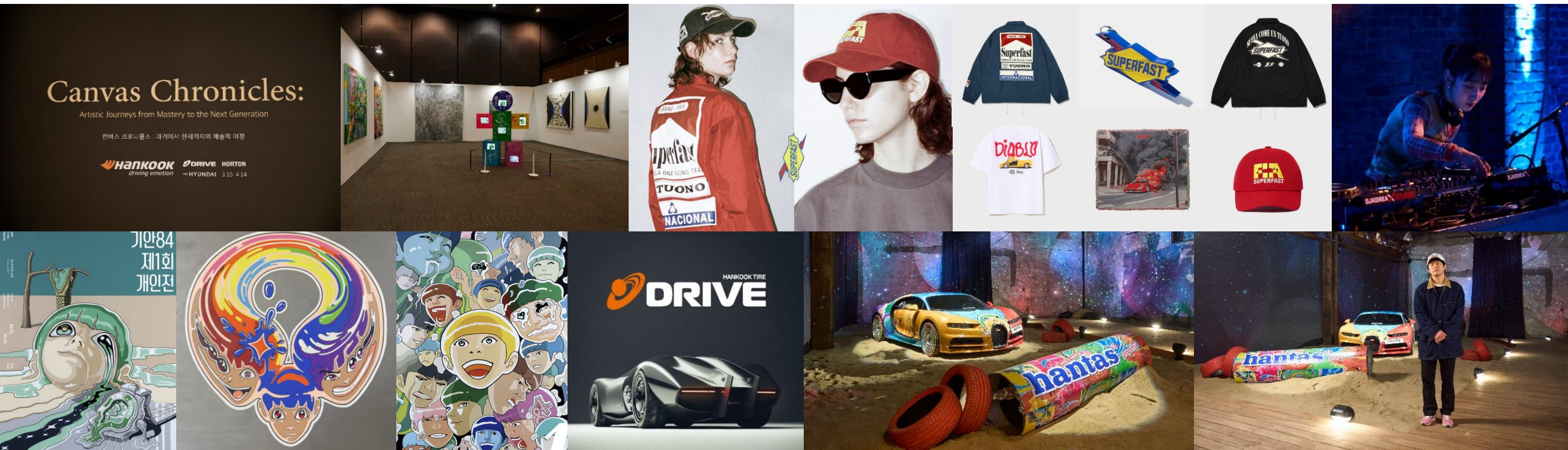
We sell tires. We sell emotion. The driving emotion.

Drive By Hankooktire

5. Culture Brand - Projects with 'DRIVE'



Related to “Moving and Mobility” Sustainable and Future Oriented



Technology Innovation

Products

Test Result

Motorsports

Design Innovation

Airless Tire

Intelligent Tire



6. Technology innovation - Products

Hankook PC/LT (NA)

			 Compact	 Sedan	 Sport Sedan	 Sport & High	 Compact SUV	 Large & High SUV	 Pick up truck
All Season M+S 3PMSF	Summer	Sport		ventus V12 evo² 		ventus S1 evo³ SUV 			
		Sport		ventus S1 AS 		ventus S1 evo Z AS X 			
		Balance	ventus V2 concept² 				ventus V2 concept²		
			KINERGY^{4s2} 				KINERGY^{4s2} X 		
			KINERGY^{XP} 				KINERGY^{XP}		
			KINERGY^{PT} 				KINERGY^{PT}		
			KINERGYST 				KINERGYST		
							Dynapro HPX 		
		On&Off					Dynapro HT 		
							Dynapro AT2 Xtreme 		
							Dynapro XT 		
							Dynapro MT2 		

6. Technology innovation - Products

Hankook EV (NA)

			 Compact	 Sedan	 Sport Sedan	 Sport & High	 Compact SUV	 Large & High SUV
Summer All Season All Weather Winter	M+S 3PMSF	Sport						
		Performance						
		Standard						
		Performance						
		Non-Stud						
		Alpin						

6. Technology innovation - Products

Hankook Motorsports

		Circuit	Extreme	Rally	
				Tarmac	Gravel
 Dry					
					
					
 Wet					
 Winter/Ice					

6. Technology innovation - Products

Hankook TBR (NA)



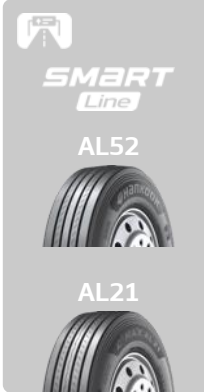
Long Haul

Regional Haul

Urban

On&Off

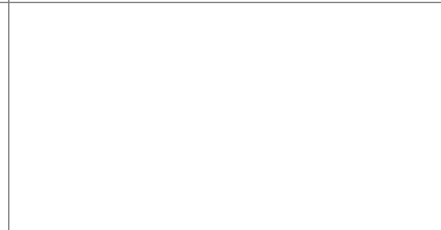
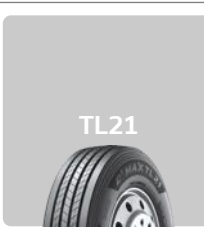
All-Position



Drive



Trailer



6. Technology innovation - Products

Laufenn PC/LT (NA)

 Journey in Style		 Compact	 Sedan	 Sport Sedan	 CUV	 SUV	 Pick up truck	 Utility Vehicle
All Season M+S 3PMSF	Performance							
	Comfort							
	Highway Terrain							
	Balance							
	All Terrain							

6. Technology innovation- Products

Laufenn TBR (NA)

Laufenn
Journey in Style



Long Haul

Regional Haul

Urban

On&Off

All-Position



LF01



LF23



LF21



Drive



LZ02



LZ21



LZ23



Trailer



LF92



LF90



6. Technology innovation - Test Result



Product
of the year



ventus S1evo³



KINERGY4s²



Winter i*cept RS2



Test
Winner



ventus S1evo³



KINERGY4s²



Winter i*cept evo³



Exemplary



iON evo



ventus Prime⁴



KINERGY4s²



Winter i*cept evo³



Winter i*cept RS³

Motorsports Delivering Limitless Performance



Formula E



Lamborghini Super Trofeo



24H Series



Junior European Rally Championship



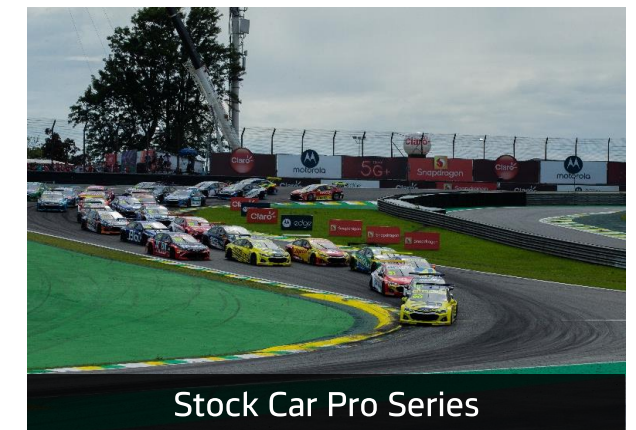
Formula Regional Americas Championship



24h Nürburgring



TCR Italy



Stock Car Pro Series

6. Technology innovation - Design Innovation

2012

"The Way
to the Future"



2014

A Great Challenge
for a Great Change



2015

Collaboration
with Vibram



2016

"Connect to the world"
with Cincinnati



2018

"Extending future life
beyond mobility" with RCA



2020

"Urban reshaping"
with Cincinnati



2022

Urban reshaping
/WheeBot



2012 ~ 2020

Outstanding award results



reddot award 2015
luminary

"Boosttrac" (2015)



"Hyblade" (2015)



2012 ~ 2020

Design Collaboration with



HOCHSCHULE
PFORZHEIM



University of
CINCINNATI

2022

Open innovation

WheelBot X **CALMANTECH**



6. Technology innovation - Airless Tire

HANKOOK iFLEX

Developed to be safe, reliable, and sustainable

2013

CES 2022 in January

DX Korea 2022 in September



Intelligent Tire



Sustainable

ESG Mission & Vision

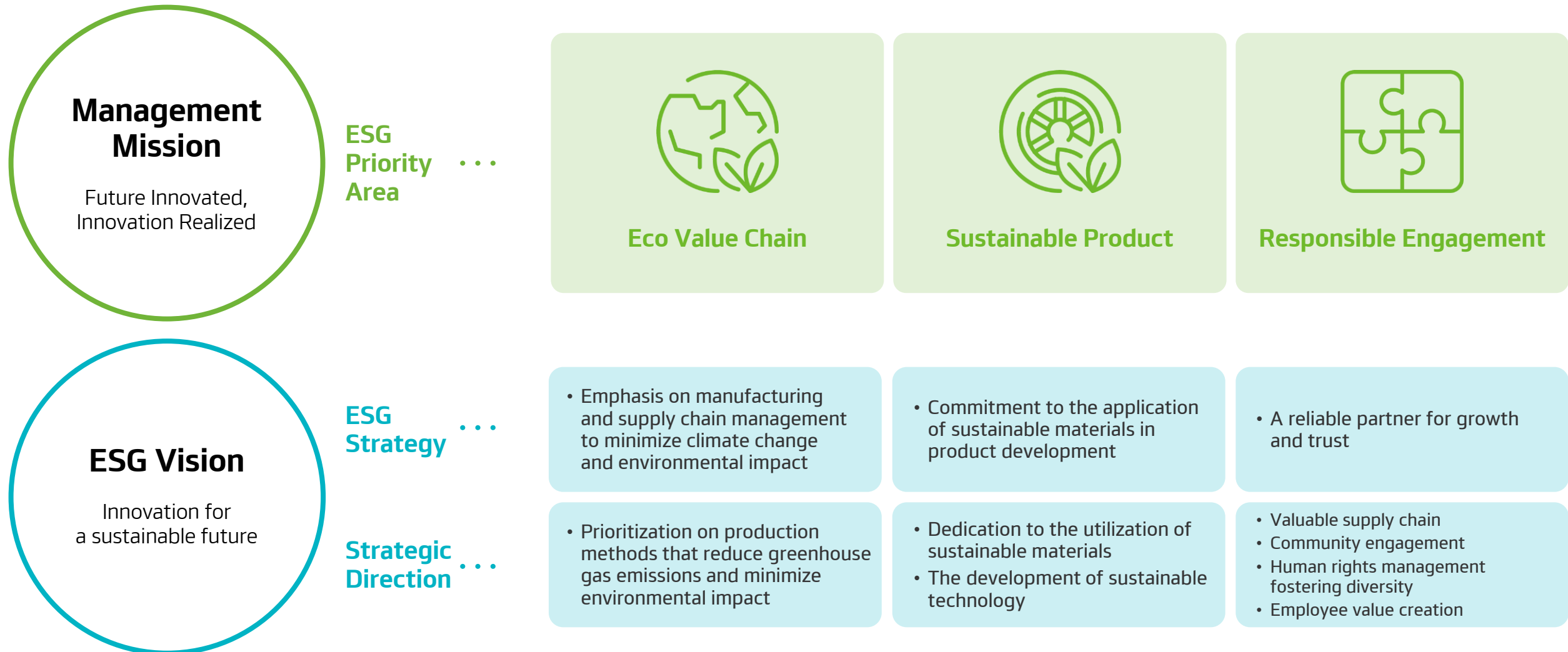
Sustainable Material Technology

ISCC PLUS



7. Sustainable - ESG Mission & Vision

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



7. Sustainable - Sustainable Material Technology



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



8. Company Culture - Proactive Culture

Proactive Workstyle



Proactive Communication



Proactive Workplace



