



HANKOOK
driving emotion

Hankook Tire & Technology
Company **Introduction**



Company Profile

Hankook Tire & Technology has become a global premium brand by focusing on innovative technology.

Hankook Tire & Technology Overview



CEO

Soo-il LEE



Products

Tires for passenger vehicles, SUV, Trucks and Buses



Global Ranking in Tire Sales

7th



Global Sales Revenue (2022)

KRW 8,394.2 Billion



Production Capacity

102,000,000 Units



Global Corporate Organization

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



Number of Selling Countries

Approximately
160 countries



Number of Employees

Approximately 22,000

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

Mid to Long Term Target: 2030 ST5

- Position
- Capacity
- Brand
- Technology
- Profitability

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
~2022**

- 2016** Completed the construction of HANKOOK TECHNOHOME
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'
Launched 'KINERGY AS ev', second generation electric vehicle tires
- 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 Avanteditis
- 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





Business Performance

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

Global Top Tire Company

Global Sales Revenue

KRW 8,394.2

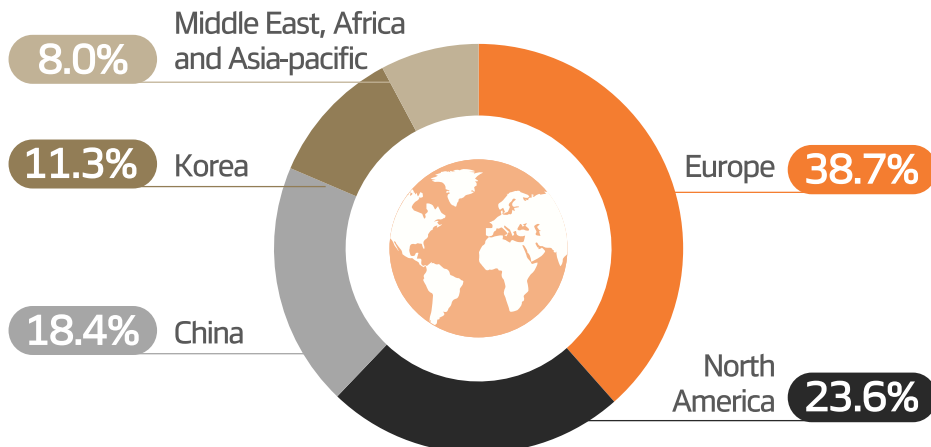
Billion

Operating Income

KRW 705.8

Billion

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



Global Presence

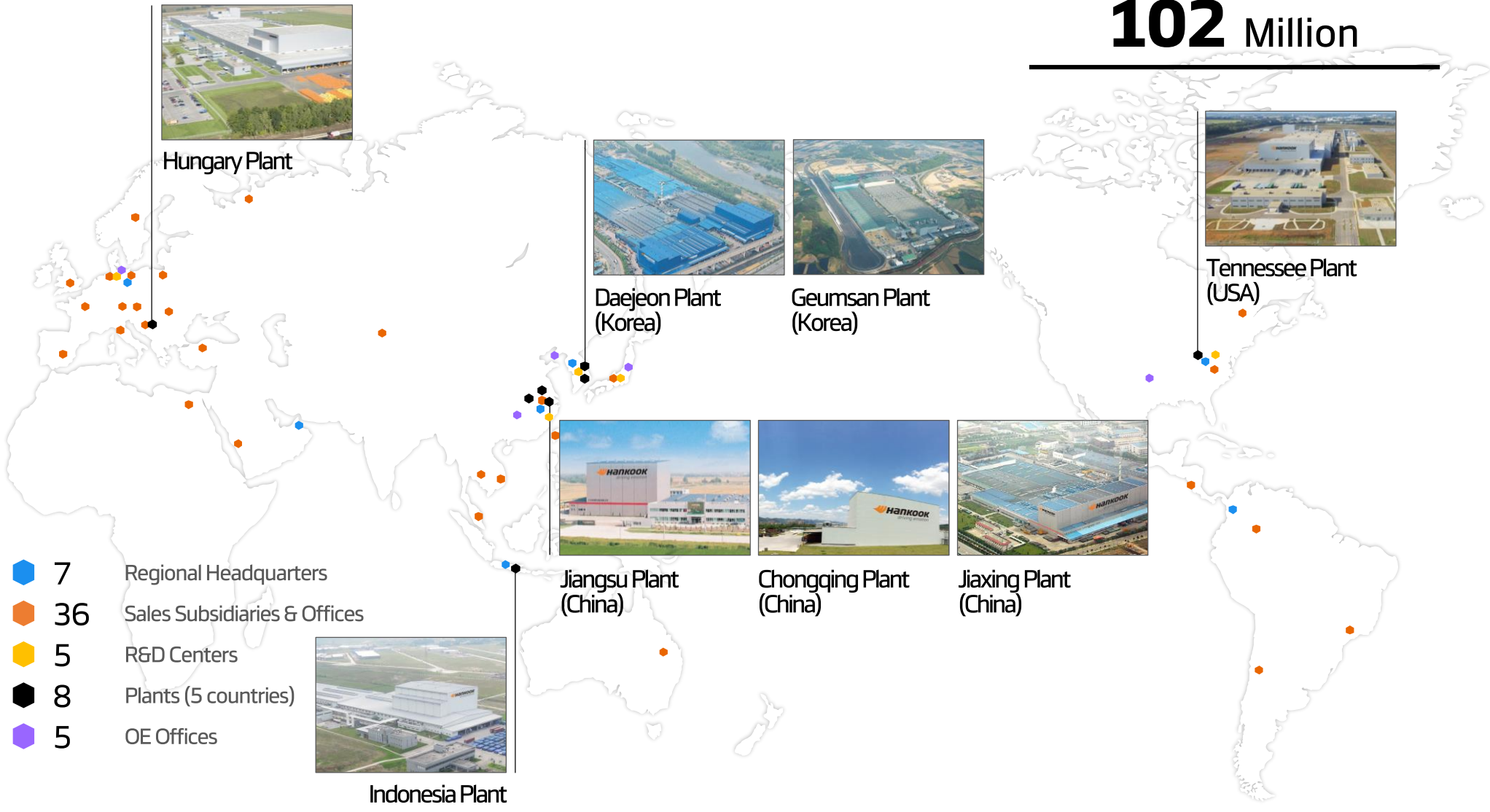
Hankook Tire & Technology is providing industry leading services and products to our customers and consumers across the globe. We are also expanding our global business footprint through the expansion of our international manufacturing network.

Global Network

Global Presence



102 Million



- 7 Regional Headquarters
- 36 Sales Subsidiaries & Offices
- 5 R&D Centers
- 8 Plants (5 countries)
- 5 OE Offices

Sales Channel

Global Presence



KOREA

T'Station

THE **TIRE** SHOP

TBX



GLOBAL

Hankook
masters

Hankook
Truck masters

Brand Communication

Global Presence



Brand Campaign



Global
• EV Campaign



Global/Korea
• iON Campaign



USA
• Dynapro Campaign

Exhibition



Sports Marketing



UEFA Europa League & Europa Conference League



MLB



BVB Dortmund



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 Global Proving Ground

Technology Innovation



Hankook Technoring



Ivalo Technotrac



Applus IDIADA



Nuerburgring Workshop



HANKOOK Innovative Performance

Driving

Intelligence

Sustainability

Performance
Vehicle Tire
Technology

Electric Vehicle
Tire Technology

Future
Mobility
Technology

Tire Sensing
Technology

Connected
Mobility
Technology

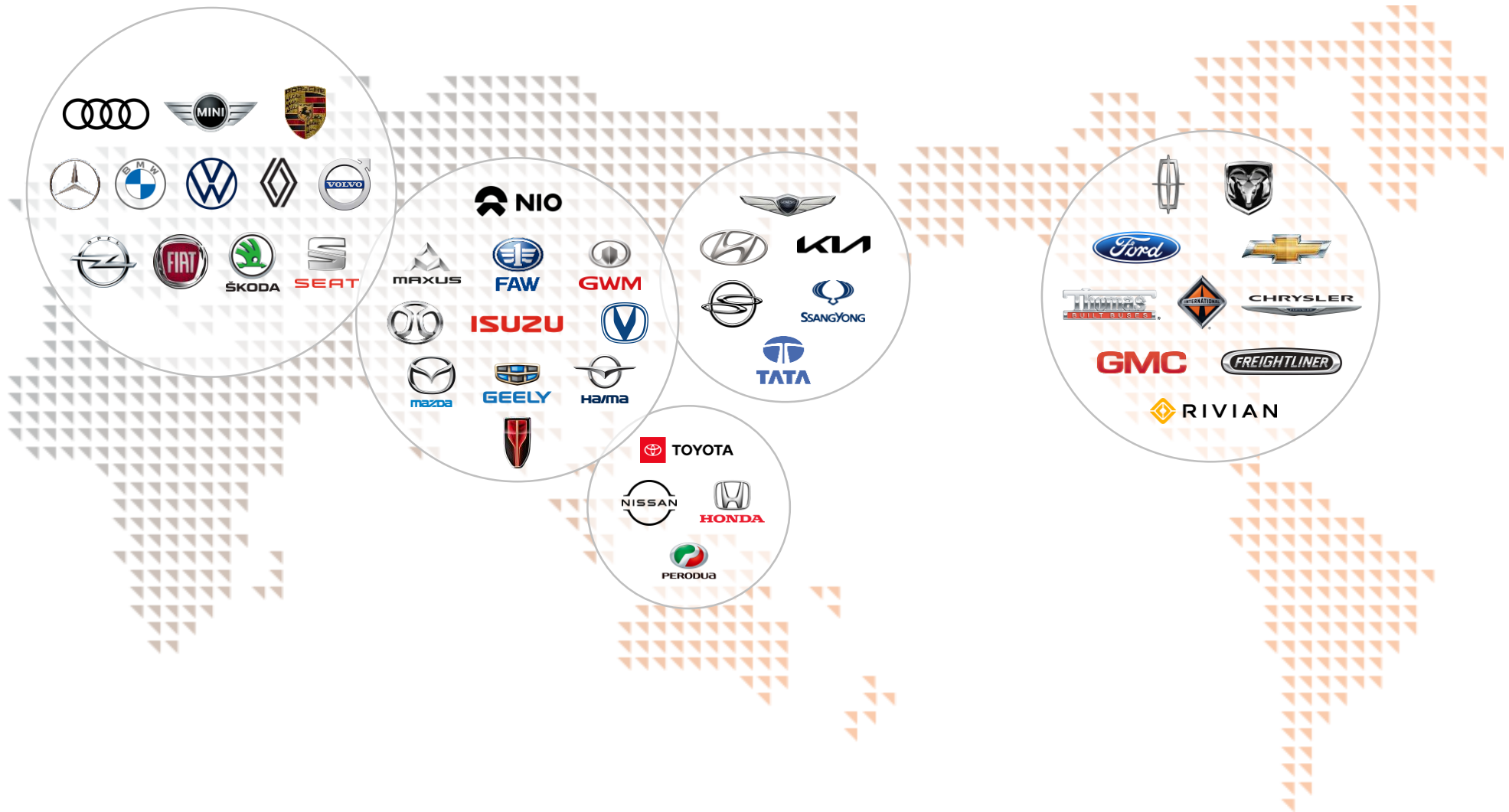
Sustainable Technology

Our Strategic Partners

Technology Innovation

HANKOOK
driving emotion

42 Vehicle Brands



Innovative Products

Technology Innovation



Competition



Performance



EV Exclusive



Efficiency



On&Off



Commercial



All Weather



Winter



Test Result



Product of the year



ventus S1 evo³ **KINERGY 4s²** **Winter i*cept RS2**



Test Winner



ventus S1 evo³

KINERGY 4s²

KINERGY ECO²

Winter i*cept evo³



Exemplary



ventus S1 evo³

ventus Prime4

KINERGY 4s²

Winter i*cept evo³

Winter i*cept RS3

Motorsports Delivering Limitless Performance



Lamborghini Super Trofeo



24H Series



Super Taikyu Series



Formula Regional Americas Championship



CJ Superrace Championship
AtlasBX Motorsports Team



Stock Car Pro Series



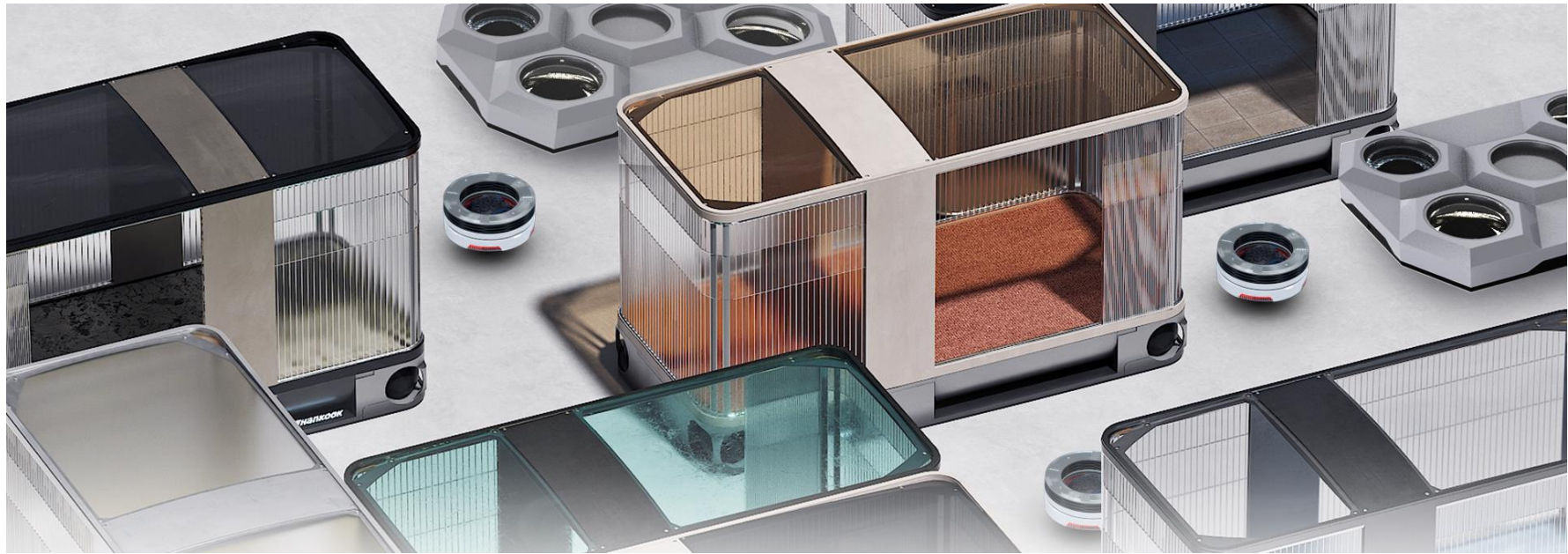
Junior European Rally Championship

The Official and Exclusive Tire Supplier **for Formula E**

Hankook has introduced the new high-performance EV tire on the GEN3 race car of Formula E



Innovation Design



reddot award 2021
winner



Airless Tire

Developed to be safe, reliable, and sustainable

HANKOOK iFLEX₁
[2013]

HANKOOK iFLEX₂
[CES 2022 in January]

HANKOOK iFLEX₂
[DX Korea 2022 in September]

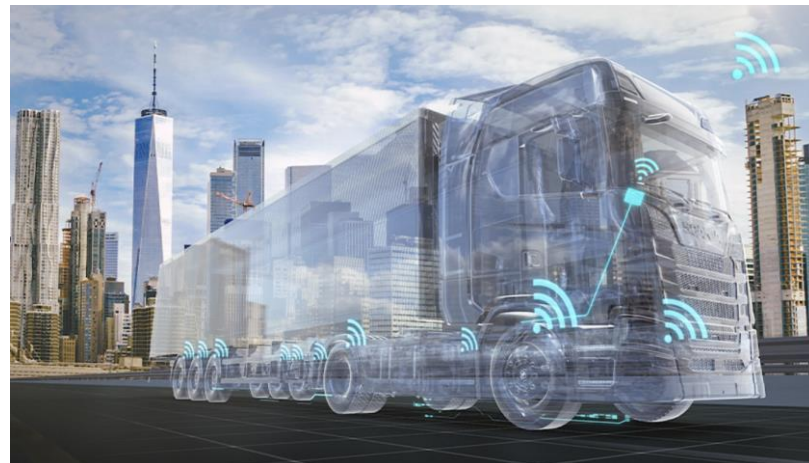


Intelligent Tire

TMS Tire Mounted Sensor



Tire Mounted Sensor
High Performance
& High Temp.





Company Culture

Hankook Tire & Technology is creating a proactive culture where our leaders are active and innovative, connect employees and nurture a challenging spirit.

Proactive Culture

Company Culture



Proactive **Workplace**



Proactive **Communication**



Work & Life **Balance**



Listed in DJSI
World for

7

consecutive
years

Member of

**Dow Jones
Sustainability Indices**

Powered by the S&P Global CSA

Environment

Join SBTi*, Established 2050 carbon neutral roadmap, response to climate change, ISCC** PLUS certified

*SBTi : The science based targets initiative

**ISCC : International sustainability and carbon certification, international certification system for sustainable materials



Social

Human rights management, safety and health management, social philanthropy (car donation, traffic safety campaign, employee volunteer group, etc.)

Governance

Ethics & compliance (jeong-do) management, operation of ESG committee under the board of directors, Announcement of the corporate governance charter

