



K-PRINCIPLES

ANNUAL REPORT 2018

Since its founding in 1970, Kumho Petrochemical Co., Ltd. (KKPC) has consistently defined the markets in which we operate. KKPC stands for innovative petrochemical solutions and customer-focused services, and this has made us one of the world's largest and most competitive producers of synthetic rubbers, synthetic resins, phenol derivatives and specialty chemicals. We are now expanding our portfolio to include energy, electronic materials and building materials.

In addition, KKPC and our eight affiliates have set an ambitious goal – to become a global leading chemical group by 2020, with annual consolidated sales of KRW 20 trillion and 20 products which are ranked in the top 5 worldwide in their respective categories.

In 2018, with our proven strategy of discipline, consistency and performance, we remain focused on fulfilling our customers' requirements and exceeding our shareholders' expectations. These principles are our foundation, and they drive the innovation and momentum through which we are turning our vision into reality.

THOUGHT-THROUGH STRATEGY

