

Company Introduction

Hankook Tire & Technology



Company Profile

Overview

Mission & Vision

History



Global Top Tire Company



CEO

Jongseon Ahn, Sanghoon Lee



Products

Tires for passenger vehicles, SUV, Trucks and Buses



Global Ranking in Tire Sales

7th



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



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 Center (ATC)

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

1998 Established China Technology Center (CTC)

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

2000
~ 2015



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

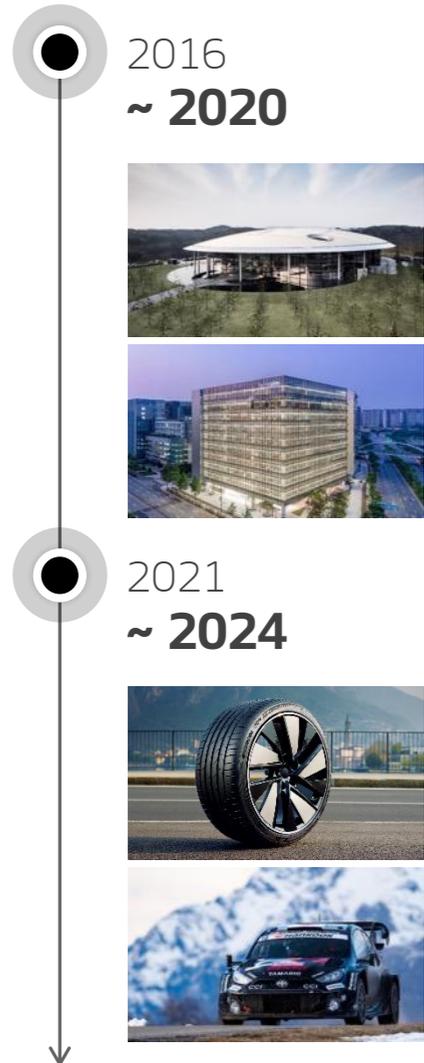
2012 Official sponsorship of the UEFA Europa League
First supply of tires for new BMW cars

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 tires for new Porsche cars
Won the Reddot Luminary Award

Hankook Tire & Technology History



2016
~ 2020



2021
~ 2024



- | | |
|--|--|
| <p>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)</p> <p>2017 Completion of the Tennessee plant in the U.S.
Acquisition of JAX TYRES, Australia</p> <p>2018 Acquired 'Model Solutions' / 'Reifen-Müller'
Launch of 'Kinergy AS EV', a 2nd generation electric vehicle dedicated tire</p> | <p>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</p> <p>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'</p> |
| <p>2021 European automobile magazine Auto Bild selected as 'Tire Manufacturer of the Year'</p> <p>2022 Launch of 'iON', the world's first full lineup of tires 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</p> <p>2023 Exclusive supplier of electric vehicle racing tires for season 9 of the ABB FIA Formula E World Championship</p> | <p>2023 Partnership to exclusively supply racing tires for the Lamborghini Super Trofeo Series
Hankook Tire's Hungary plant acquired eco-friendly international certification 'ISCC PLUS'</p> <p>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'</p> |

Business Performance

Global Sales in 2024

Our Strategic Partners



Global Top Tire Company

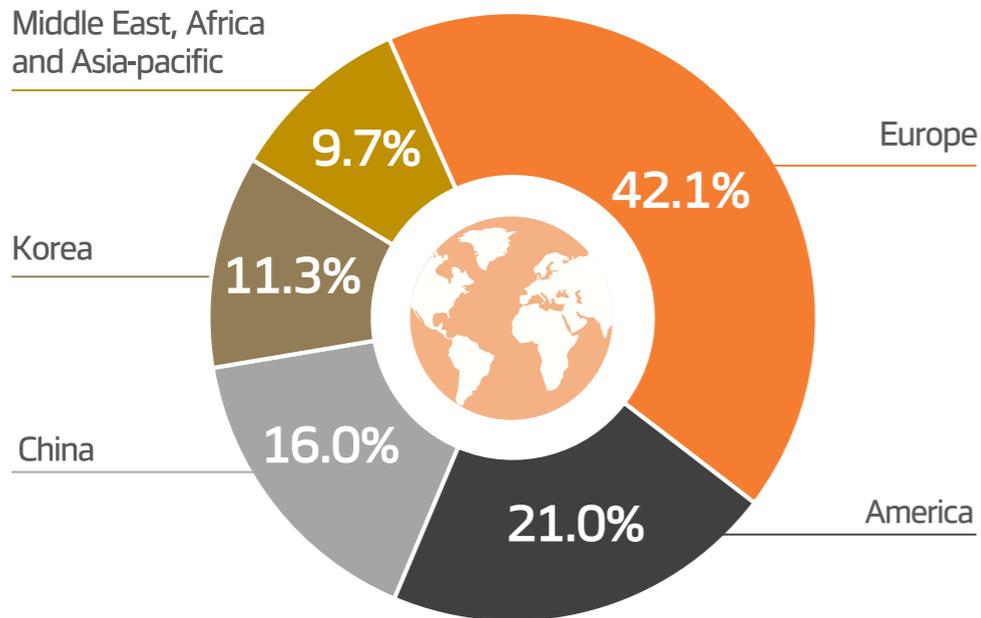
Global Sales

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	Hankook Tire & Technology Co., Ltd.
08	Yokohama Rubber Co., Ltd.
09	Zhongce Rubber Group Co., Ltd.
10	Sailun Group

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

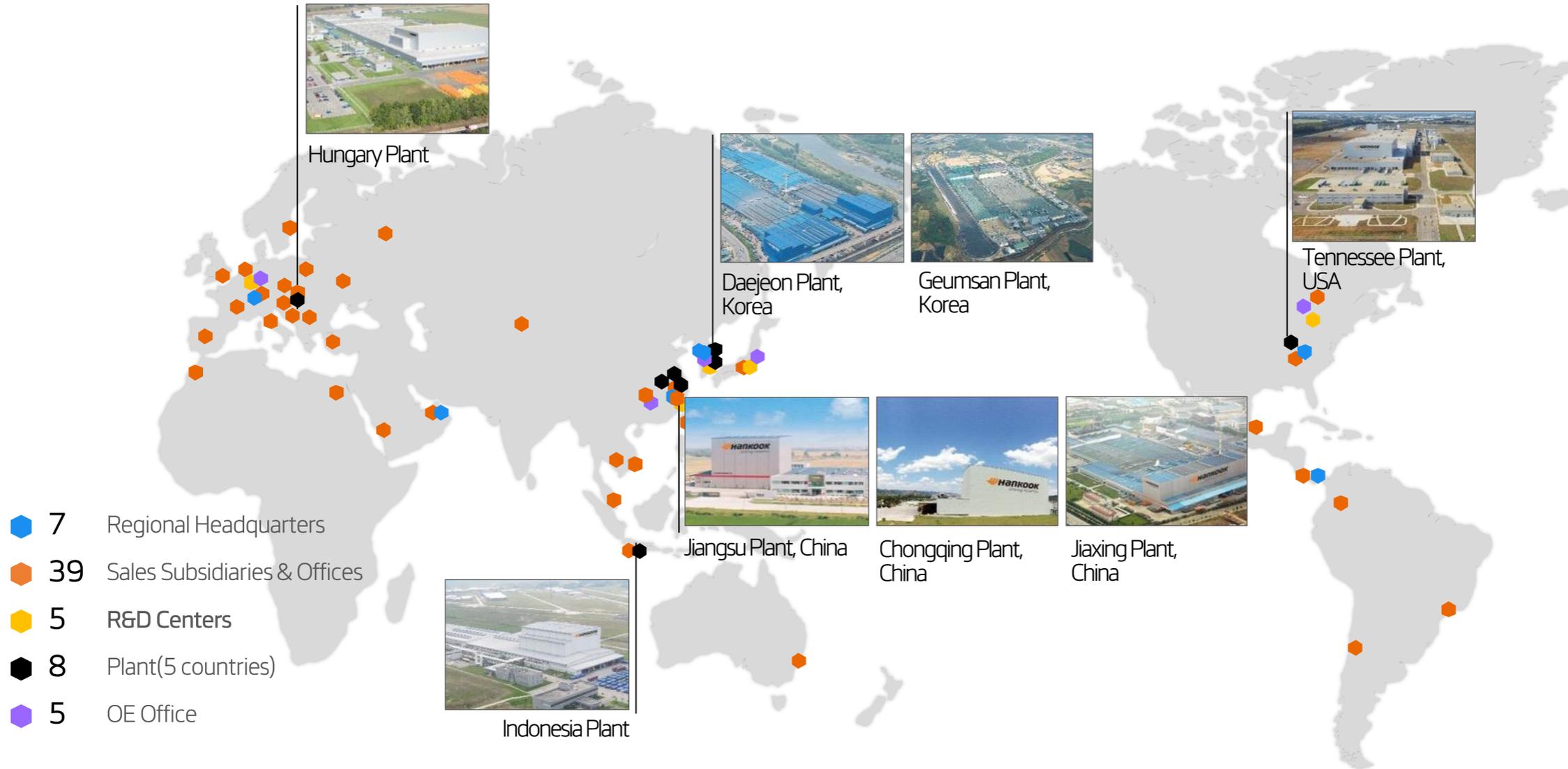
Proving Ground

Sales Channel



3. Global Presence - Global Network

Production capacity of **100 million units**

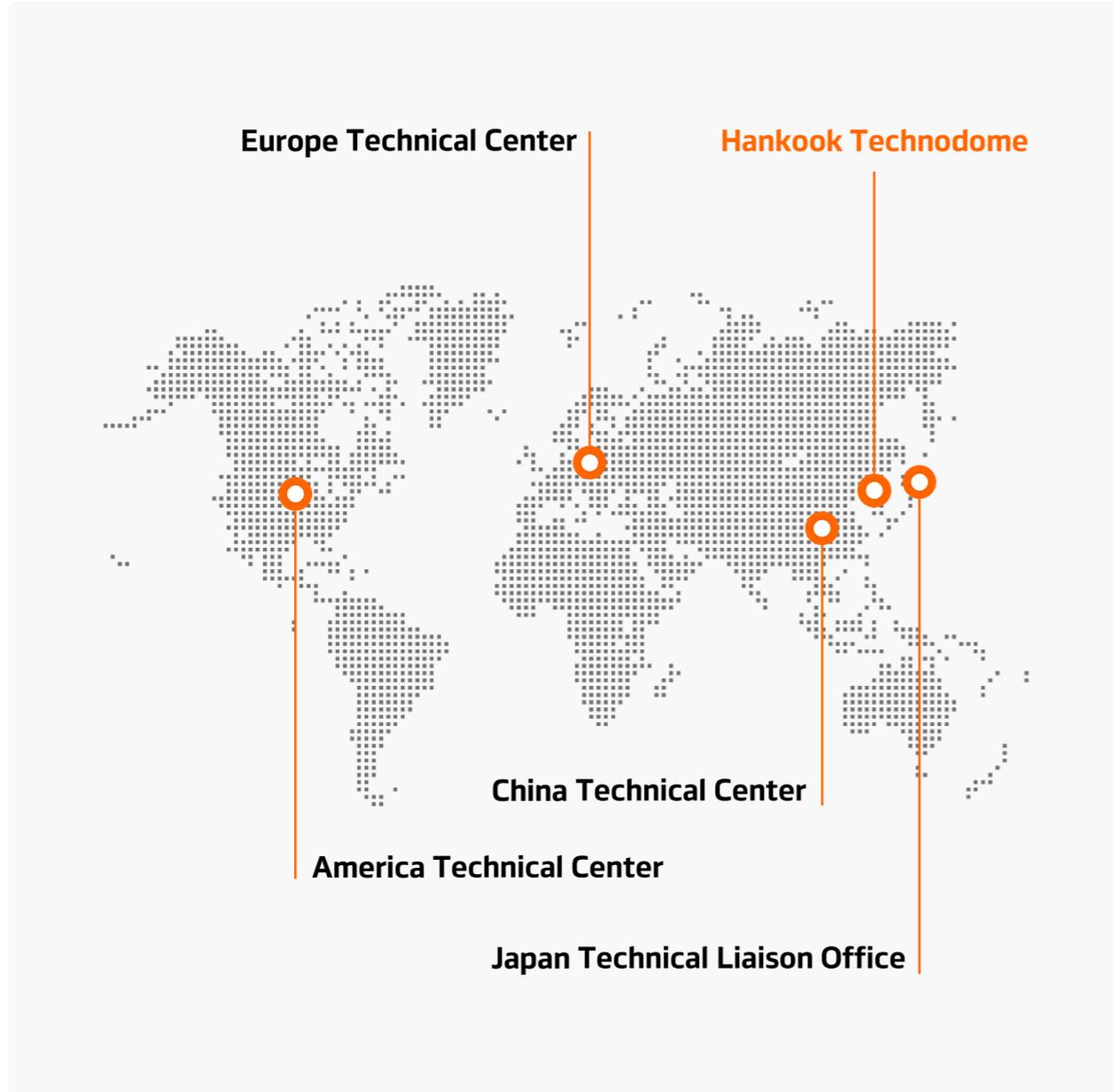


3. Global Presence - Global Headquarters



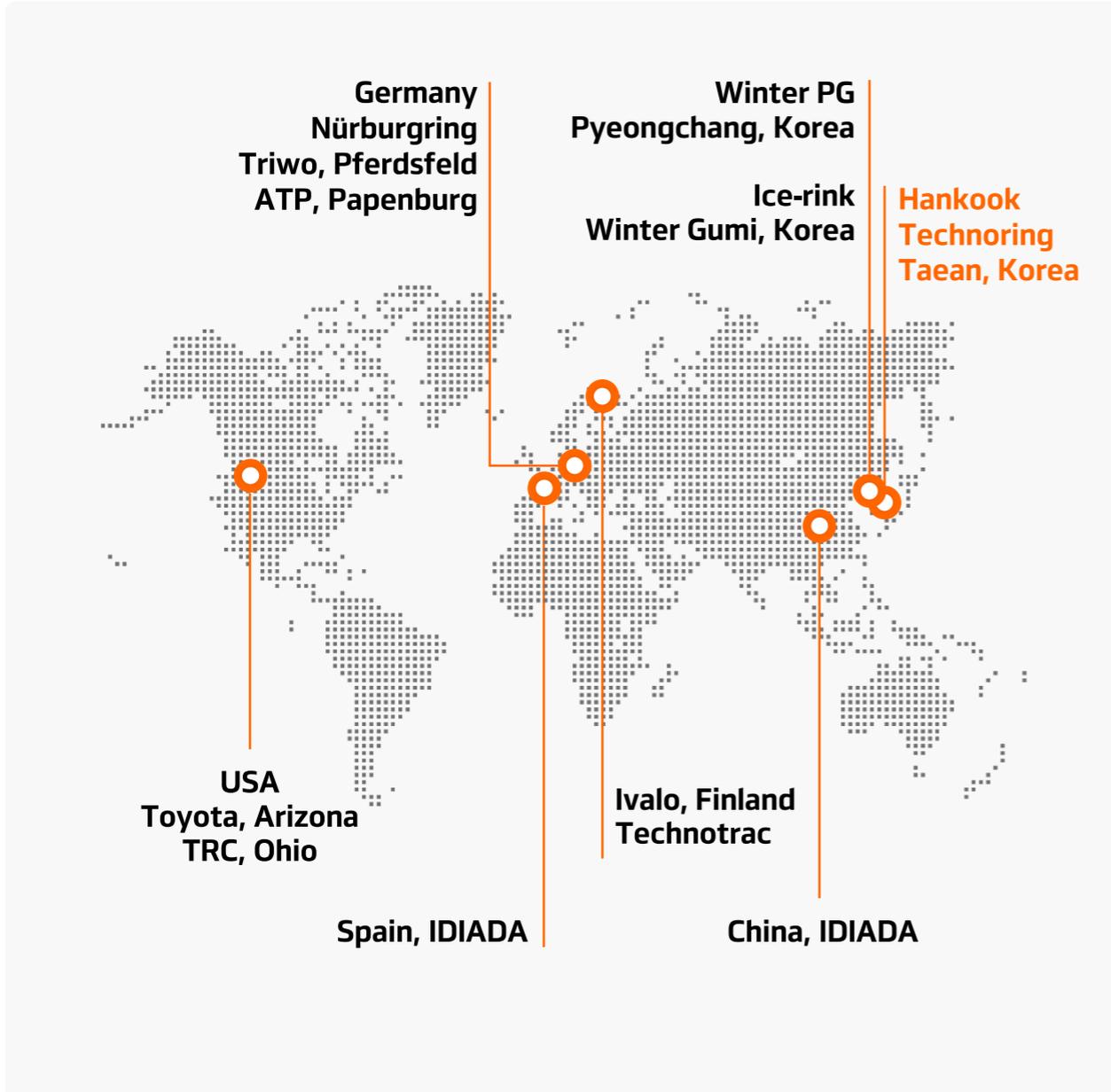
Technoplex
HANKOOK INNOVATION CENTER

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 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 '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)'



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

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



Culture Brand

Culture Brand History

Projects with 'DRIVE'



HANKOOK TIRE

DRIVE



5. Culture Brand - Culture Brand History

Phase 1 (2021~2023)



Retro, Nationalism

Phase 2 (2024~)



Related to "Moving and Mobility" Sustainable and Future Oriented



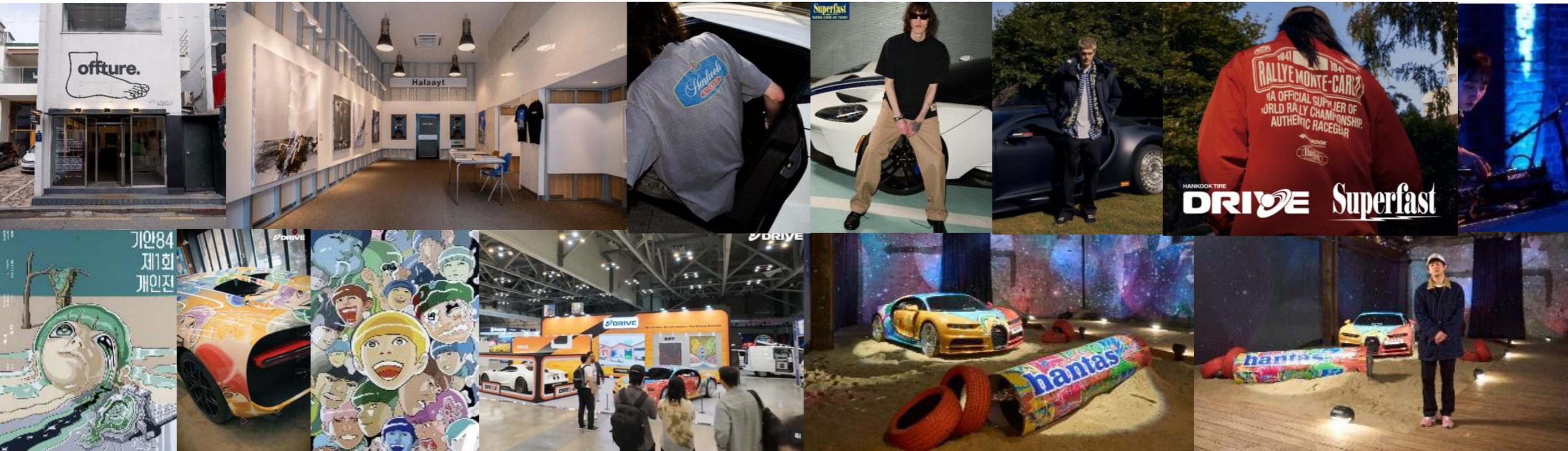
We sell tires. We sell emotion. The driving emotion.

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



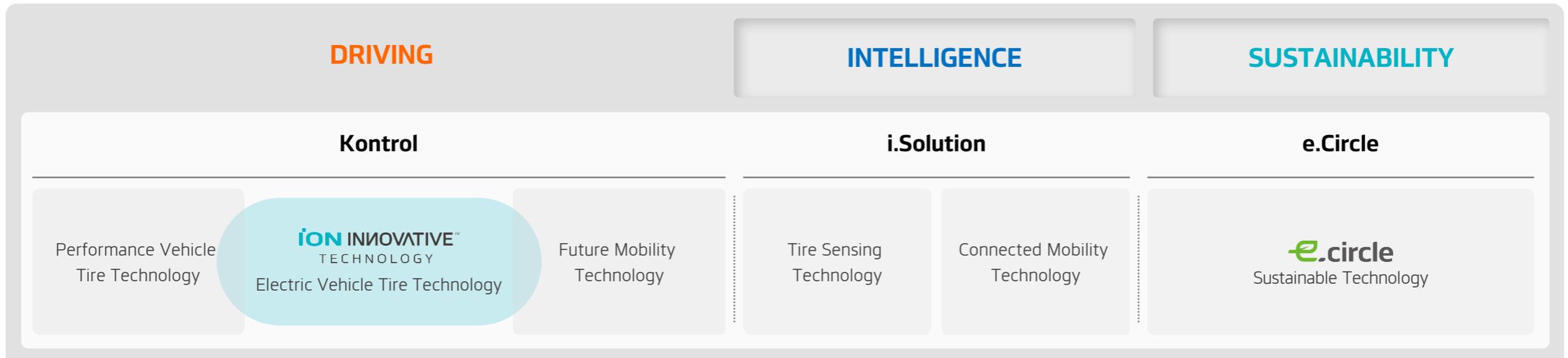
6. Technology innovation- Technology Philosophy

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™ 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

BRAND	PC/LT					TBR	
	PC/SUV	SUV/PUP	WINTER	ALL WEATHER	COMMERCIAL		

iON

Exclusive Tire for Electric Vehicle,
from battery electric vehicle to plug-in hybrid electric vehicle.

Performance

Touring

Winter

iON evo
iON evo SUV

Summer
Performance

iON evo AS
iON evo AS SUV

All-Season
Performance

iON FlexClimate
iON FlexClimate SUV

All-Weather
Performance

iON GT
iON GT SUV

Summer
Grand Touring

iON ST AS
iON ST AS SUV

All-Season
Touring

iON icept
iON icept SUV

Winter
Alpine

iON Nordic ice
iON Nordic ice SUV

Winter
Nordic Studded



Dynapro

Dynapro brand made exclusively for SUVs to ensure the ultimate performance on all terrains, from ordinary roads to rough off-road trails.

On-Road

Off-Road

Dynapro
EVO AS

All-Season
Sport Performance

Dynapro
HPX

All-Season
Performance

Dynapro
HP³

All-Season Touring

Dynapro
HT2

Highway Terrain

Dynapro
AT2 Xtreme

All-Terrain

Dynapro
XT

Rugged Terrain

Dynapro
MT2

Mud Terrain



ventus

Hankook Tire's premium brand, leads the global market with the flawless performance enabled by Hankook's innovative technology

Performance

ventus
evo Z

Summer High-end
Performance



ventus
S1evo Z

Summer High-end
Performance



ventus
S1evo Z AS

All-Season High-end
Performance
(with SUV)



ventus
evo

Summer
Performance
(with SUV)



ventus
PRIME⁴

Summer
Luxury Comfort



ventus
S1AS

All-Season
Performance



ventus
air S

All-Season
Luxury Comfort



KINERGY

With exceptional performance and various features,
Kinergy offers a balanced ride quality in any environment

Grand Touring

Touring

KINERGY^{XP}

All-Season



KINERGY^{4S²}

All-Weather



KINERGY^{ECO²}

Summer



KINERGYST

All-Season



KINERGY^{PT}

All-Season



KINERGY^{ST AS}

All-Season



**Winter
i*cept**

**Winter
i*Pike**

The final touch for safe and enjoyable winter driving

i*Cept

i*Pike

**Winter
i*cept evo³**

Alpine
Performance
(with SUV)



**Winter
i*cept RS³**

Alpine
Standard



**Winter
i*cept iZ³**

Nordic



**Winter
i*Pike RS²**

Nordic
(with SUV)



**i*Pike
RW11**

Nordic



Hankook Tire & Technology

Products_The Weatherflex Family

HANKOOK
driving emotion

Weatherflex

Experience peace of mind, no matter the weather.

All-Weather Grand Touring

Weatherflex GT

All-Weather
Grand Touring



LAUFENN

Engineered with Hankook Tire's cutting-edge technology, Laufenn has a complete line up of tires that fits all your needs

Z FIT

S FIT

G FIT

Z FIT EQ

Sport



S FIT EQ+

High Performance



S FIT aS

High Performance



G FIT EQ+

Balance



G FIT aS

Balance



LAUFENN

Engineered with Hankook Tire's cutting-edge technology,
Laufenn has a complete line up of tires that fits all your needs

X FIT

I FIT

X FIT HP

SUV/PUP

X FIT HT

SUV/PUP

X FIT aT

SUV/PUP

I FIT+

Winter

I FIT IZ

Winter

I FIT ICE

Winter



LAUFENN

Engineered with Hankook Tire's cutting-edge technology,
Laufenn has a complete line up of tires that fits all your needs

X FIT

I FIT

X FIT VAN

All-Season



X FIT VAN 4S

All-Weather



I FIT VAN

Winter



VANTRA

A Reliable partner with
the Extended mileage and safety for commercial Customers.

Transit - ICE

Transit - EV

Transit - Winter

VANTRA
Transit
All-Season

VANTRA
ST AS²
All-Weather

VANTRA
DT
Drive

e-VANTRA
Transit
All-Season

e-VANTRA
Drive
Drive

Winter
i*cept LV
Winter

Winter
i*Pike LV
Winter



SMART Line

Smart Line offers high fuel efficiency and extreme mileage,
making it ideal for long haul use

Long haul

All-Position

Drive

Trailer

SMART
Line AL52

SMART
Line AL50

SMART
Line DL52

SMART
Line DL50

SMART
Line TL52

e³ MAX
TL21



SMART Flex

Smart Flex offers optimized mileage, traction and braking performance perfect for various regional haul condition

Regional haul

All-Position

Drive

Trailer

SMART
Flex AL51

SMART
Flex AH51

SMART
Flex AH35

SMART
Flex DL51

SMART
Flex DH51

SMART
Flex DH35

SMART
Flex TH31



SMART **Work**

Smart Works offers exceptional durability and superior traction,
tough on-site and safe on the road

On/Off

All-Position

Drive

Trailer

SMART **SMART** **SMART**
Work AM11 **Work** AM09 **Work** AM15+

SMART **SMART**
Work DM11 **Work** DM09 **DM04**

SMART **SMART**
Work TM11 **Work** TM15



SMART

We offer a variety of products designed to expertly handle diverse vehicle types and road conditions

Coach Bus

All-Position

Drive

SMART
Touring AL31

SMART
Touring DL22



Urban Bus

All-Position

SMART
City AU04



EV Bus

All-Position

e-SMART
City AU56



Winter

All-Position

Drive

SMART
Control AW02

SMART
Control DW07



LAUFENN

Laufenn offers products designed with advanced engineering and manufacturing technology of Hankook Tire

Long haul

Regional haul

All-Position

Drive

Trailer

All-Position

Drive

Trailer

LF01

LZ02

LF92

LF22

LF21

LZ22

LF95

LF91

LF90



LAUFENN

Laufenn provides a full lineup of products suitable for a wide range of applications.

Urban

All-Position

Drive

LF60

LZ60



On/Off

All-Position

Drive

LR01

LR52

LR53



6. Technology innovation - Test Result



Product of the year



KINERGY 4s²

iON evo



Test Winner



iON evo

KINERGY 4s²

Winter i*cept evo³



Exemplary (Very good)



ventus evo

iON evo SUV

ventus Prime⁴

Winter i*cept evo³

KINERGY 4s²

Motorsports Delivering Limitless Performance



ABB FIA Formula E World Championship



FIA World Rally Championship



Lamborghini Super Trofeo



European Rally Championship



Formula Regional Americas Championship



24h Nürburgring



TCR Italy



Stock Car Pro Series

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



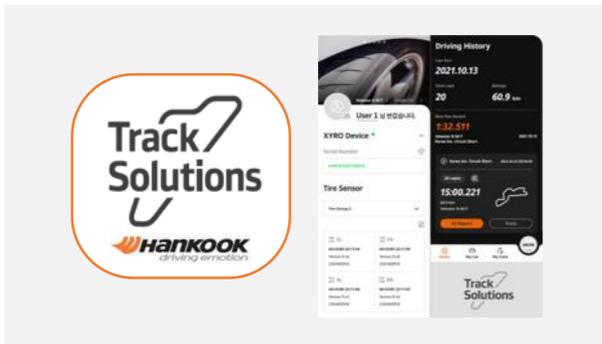
6. Technology innovation - Intelligent Tire & Fleet Solutions

Track Solutions

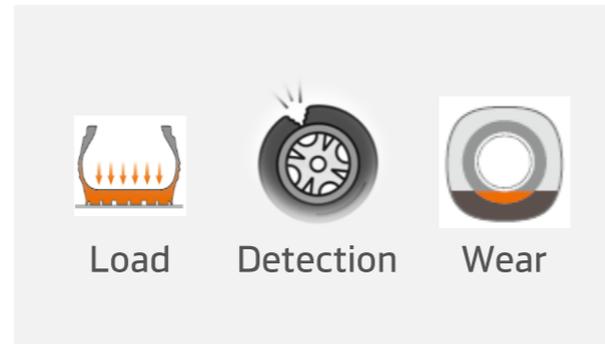
Tire Health

Hankook Fleet Supporter

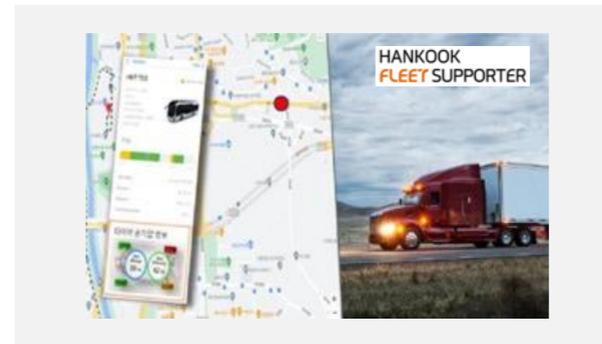
Driving data logger



[Amateur Racer Coaching]



[Tire Health Monitoring]



[Fleet TCO* Management]

TCO* : Total Cost Ownership



[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 carbon black*



Sustainable carbon black made from used tires 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



Active and innovative way of working at Hankook Tire & Technology

How to work Proactively

Mission & vision, behavioral principles linked to core values

PROACTIVE하게 일하는 법

01. 일의 목적을 늘 생각해요.
02. 더 나은 방법이 있는지 생각하고 실행해요.
03. 명확하게 소통해요.
04. 서로 존중하며 적극적으로 의견을 나눕니다.
05. 회사의 목표와 함께 성장해요.
06. 실패를 두려워말고 자신있게 도전해요.

Less for Better

Campaigns to work horizontally & efficiently & effectively to drive better results

Less for Better

불필요함은 덜어내고,
 결과는 더 뛰어나게 일하는 방법

Junior board

A new leader who will lead positive changes in corporate culture



Proactive LAB

Idea Suggestion System to Foster Employee Growth

P.LAB
 제1회 P.LAB 공모전

혁신의 주인공을 찾습니다 🔍

모집내용: 아이디어 제안부터 실행까지 다 확보! 제안된 아이디어를 50일간 직원 실행에 옮길 수 있는 기회! 우수자에게 500만원의 상금이 주어지는 우리회사 최초의 공모전!

필요서류: 기획서, 실행안, 예산서, 실적서, 평가서, 실적서, 실적서, 실적서

지원방법 (그룹/개인): 1. 기획서 작성 (2024.03.15 ~ 03.20) 2. 실행안 작성 (2024.03.21 ~ 03.25) 3. 실적서 작성 (2024.03.26 ~ 03.30) 4. 실적서 작성 (2024.03.31 ~ 04.05)

지원처: HR팀 (02-3122-1111) | 문의: HR팀 (02-3122-1111)

PROACTIVE하게 생각해요! **PROACTIVE하게 소통해요!** **PROACTIVE하게 실행해요!**

더 수평적으로 **더 효율적으로**

OOO **OOO**

더 효과적으로

키워드

2024 - 주니어보드 자기주도 경험/성장
 - 개인 아이디어 발굴/적용 뿐 아니라, 개선의 주체가 되어 주도적으로 참여

2023 - 주도적으로 참여/변화
 - 실행 가능한 아이디어 세부방안 수립
 - 직접 소통하는 팀원 간담회/만찬

2022 - 기업문화 제도/문화 개선 참여
 - 제도/문화 개선 아이디어 발굴



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



Expanding positive experiences for executives and employees

Family Day / Driving Day

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



Enhance spontaneous, casual communication

Serendipitous connections

Casual executive-employee lunch program

TA-NEW & HBS

Two-way communication channel for employee participation



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



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

Communication & Teamwork

Visual Connectivity



Organic communication through organic furniture arrangement

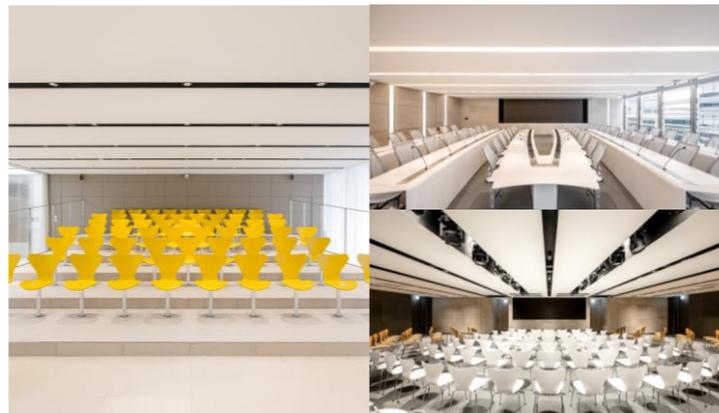


Serendipitous encounters

Open Space



Open Communication



Innovation & Creativity

Artwork that inspires creativity



Idea Room



