

# 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

7<sup>th</sup>



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 7<sup>th</sup> 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 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  
7consecutive 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

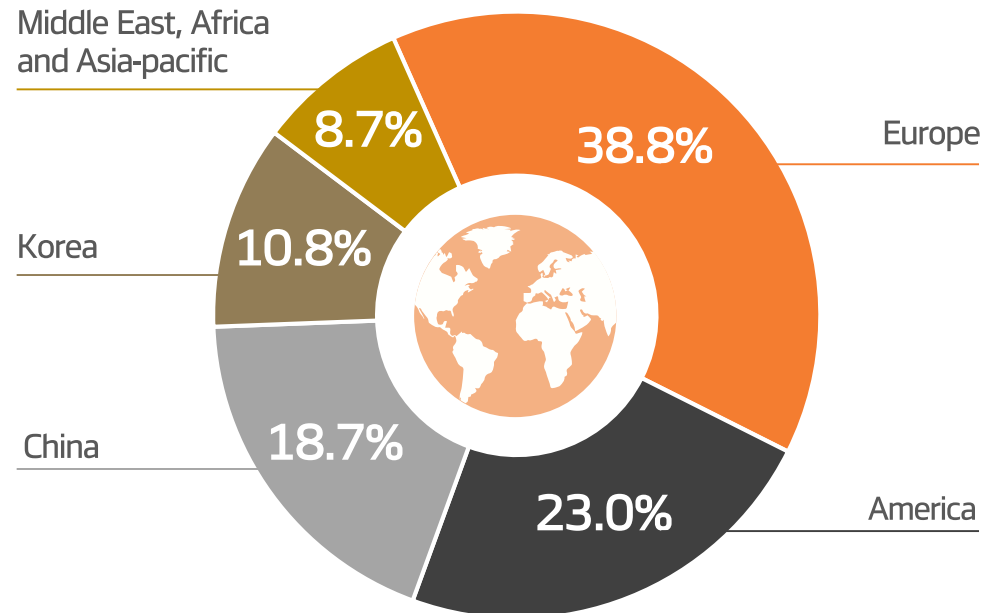
### Global Sales

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
<b>07</b>	<b>Hankook Tire &amp; Technology Co., Ltd.</b>
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

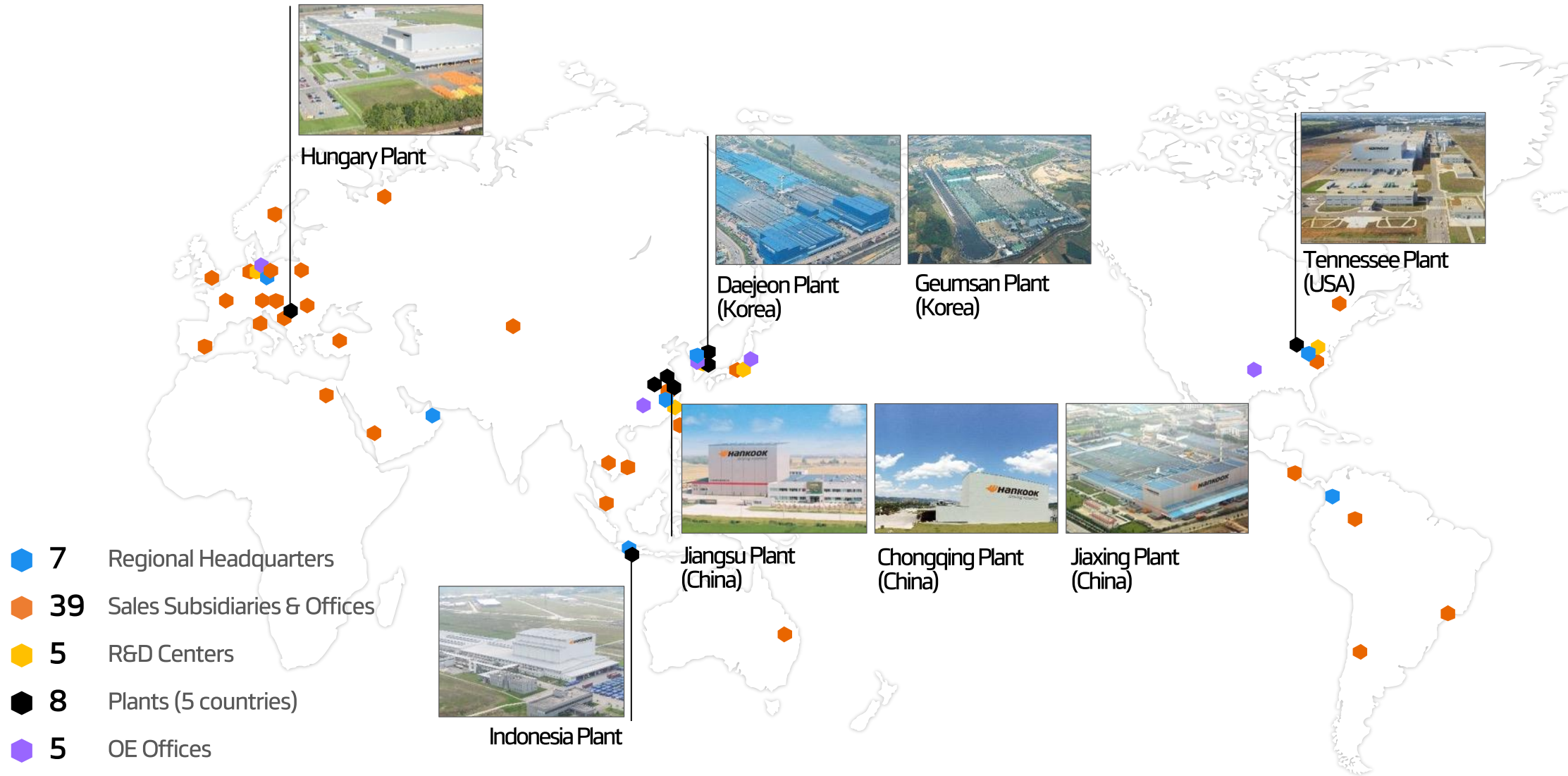
Sales Channel



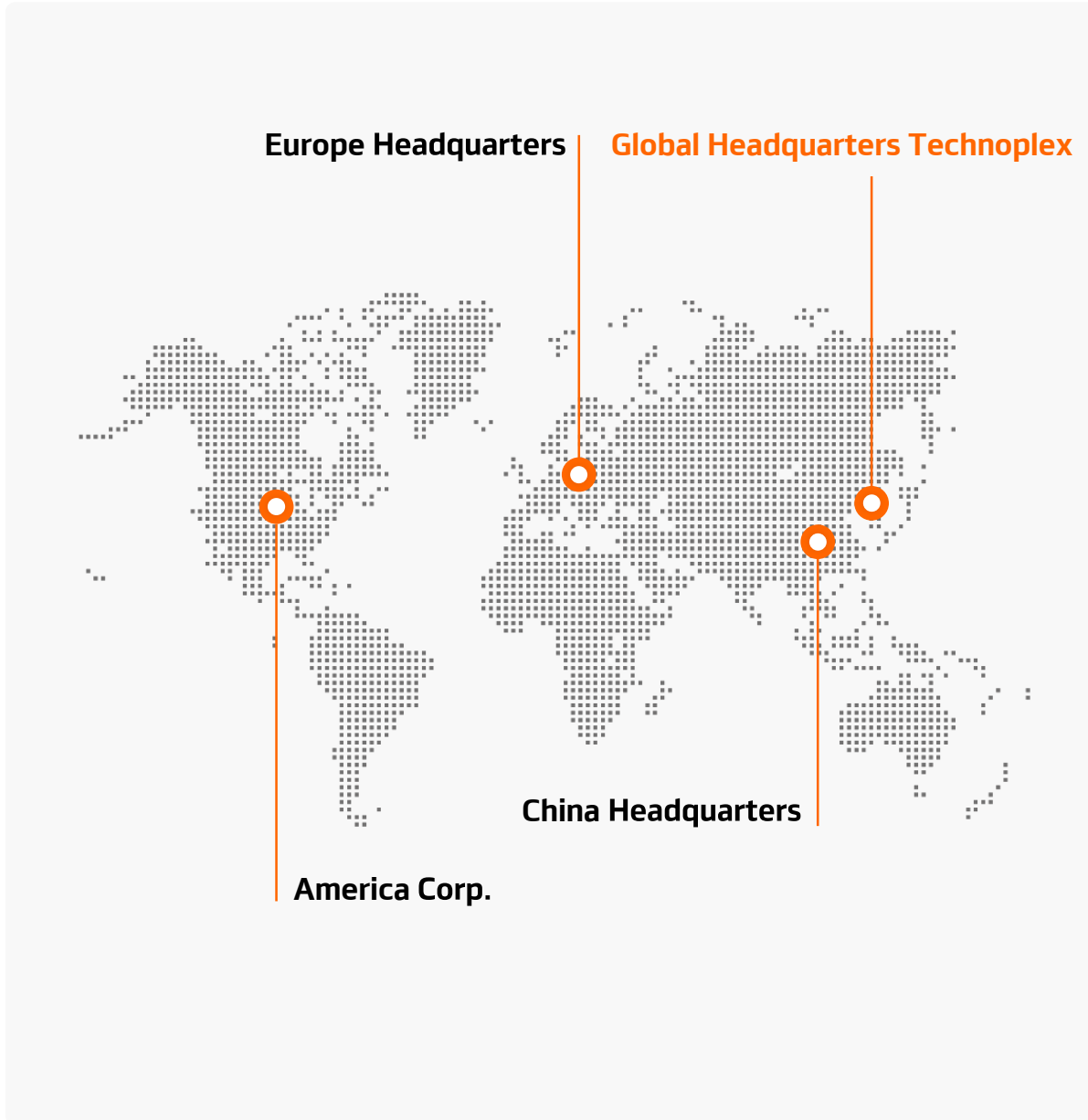


### 3. Global Presence - Global Network

# 100 Million tires



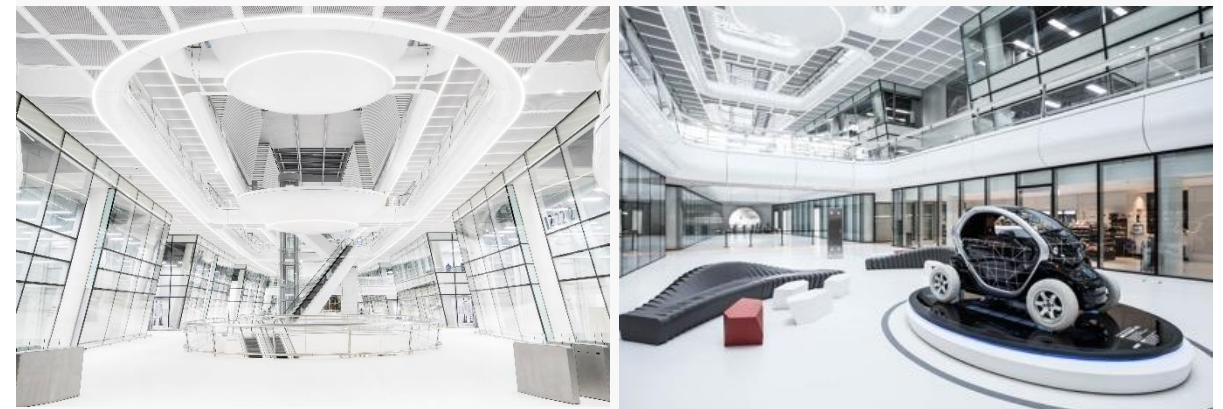
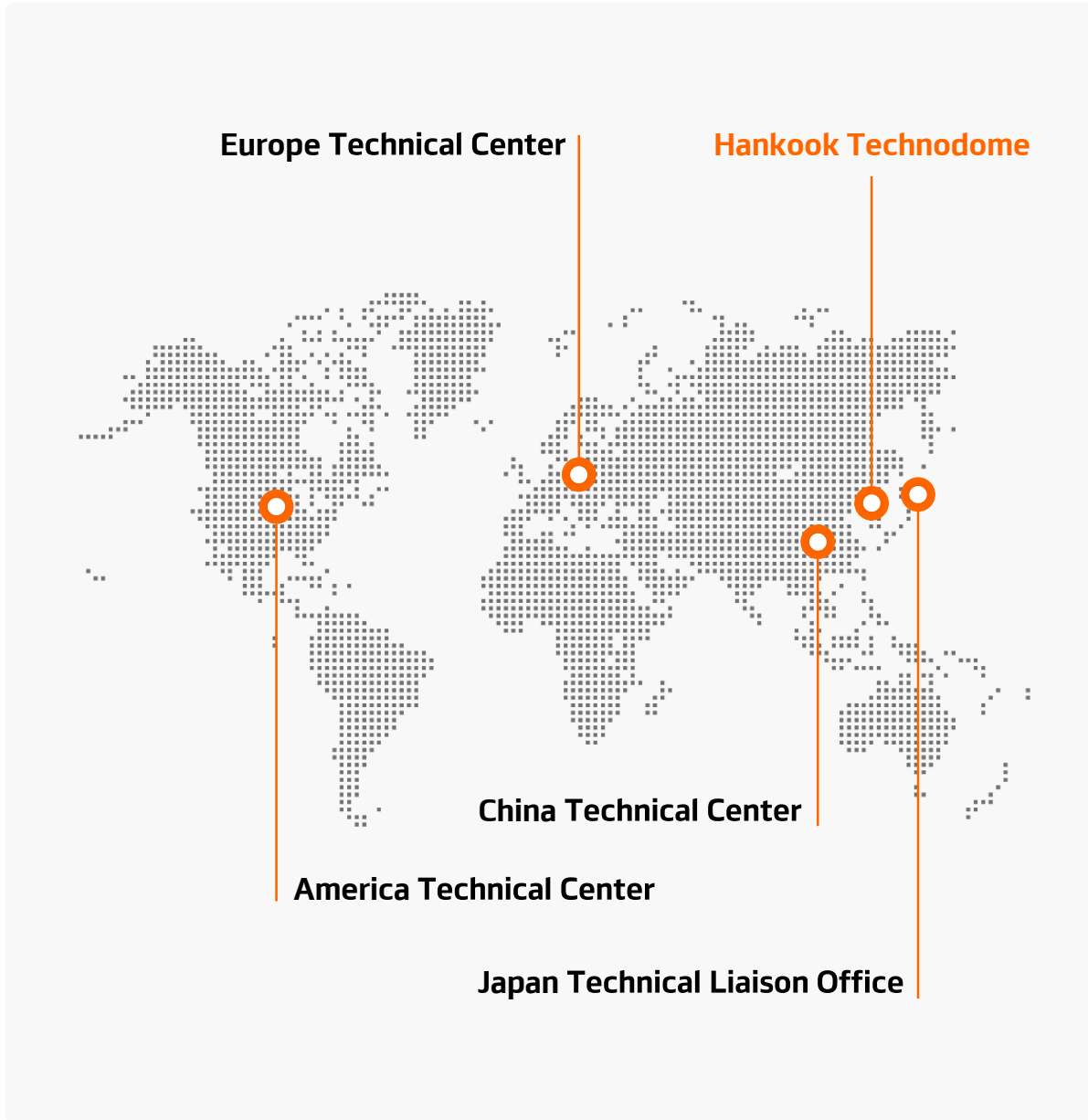
### 3. Global Presence - Global Headquarters



Technoplex  
HANKOOK INNOVATION CENTER

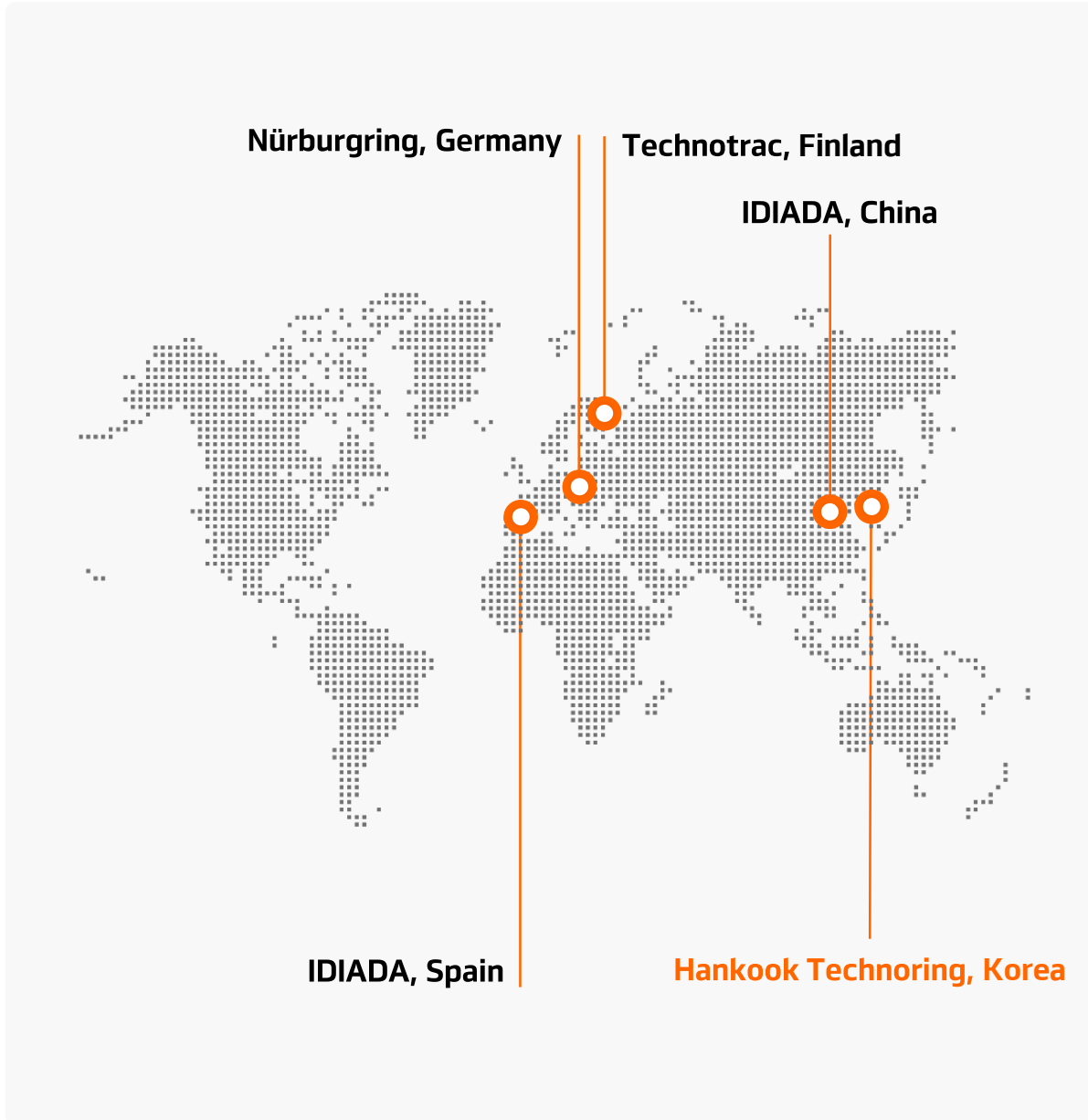


### 3. Global Presence - Global Technical Center



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

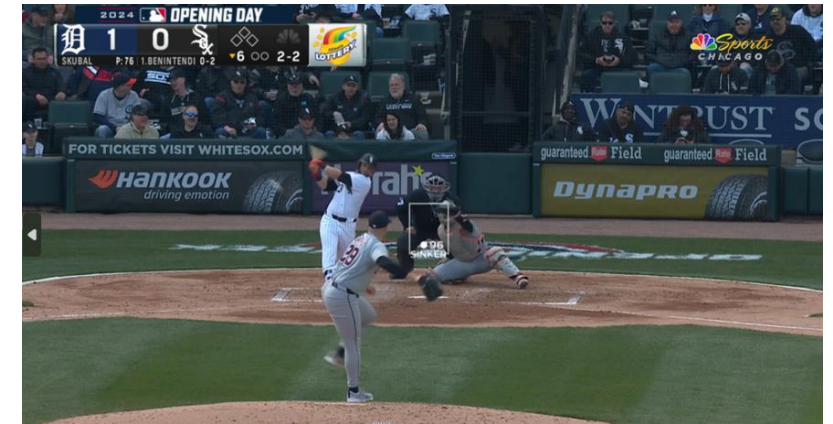


### Germany BVB



## 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





# 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.

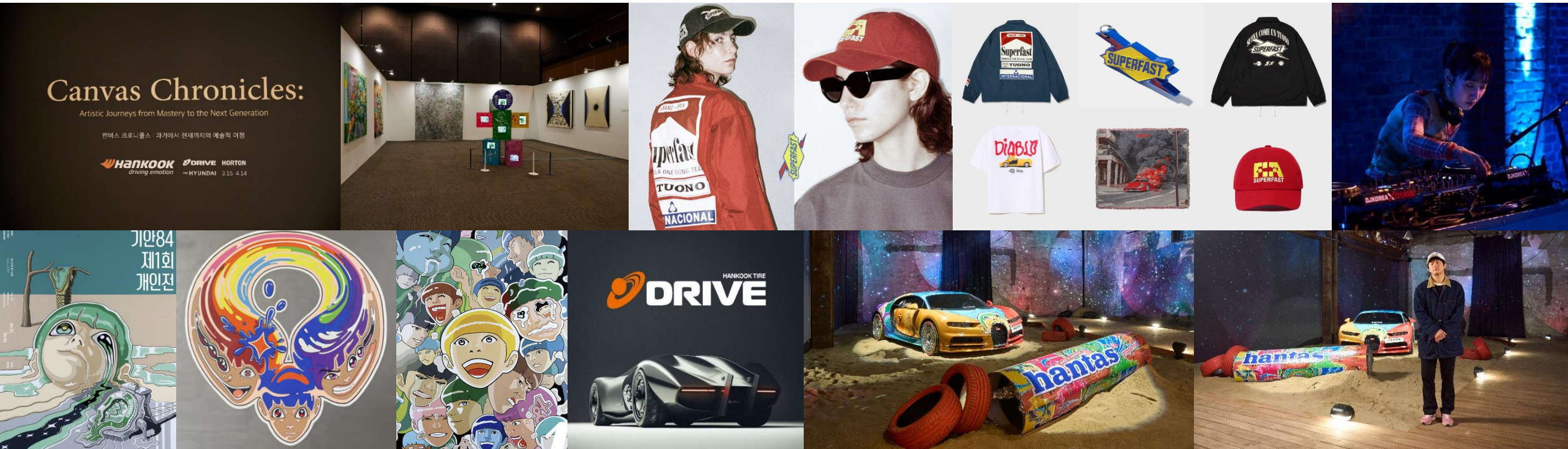
Drive By Hankooktire



# 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 - Products

## Hankook PC/LT (NA)

			Compact	Sedan	Sport Sedan	Sport & High	Compact SUV	Large & High SUV	Pick up truck	
Summer	Sport			<b>ventus V12 evo<sup>2</sup></b>		<b>ventus S1 evo<sup>3</sup> SUV</b>				
	Sport			<b>ventus S1 AS</b>		<b>ventus S1 evo Z AS X</b>				
All Season	M+S			<b>ventus V2 concept<sup>2</sup></b>			<b>ventus V2 concept<sup>2</sup></b>			
				<b>KINERGY 4S<sup>2</sup></b>			<b>KINERGY 4S<sup>2</sup> X</b>			
				<b>KINERGY XP</b>			<b>KINERGY XP</b>			
			Balance	<b>KINERGY PT</b>			<b>KINERGY PT</b>			
	<b>KINERGY ST</b>				<b>KINERGY ST</b>					
	3PMSF							<b>Dynapro HPX</b>		
								<b>Dynapro HT</b>		
			On&Off						<b>Dynapro AT2 Xtreme</b>	
								<b>Dynapro XT</b>		
						<b>Dynapro MT2</b>				

# 6. Technology innovation - Products

## Hankook EV (NA)

		 Compact	 Sedan	 Sport Sedan	 Sport & High	 Compact SUV	 Large & High SUV
Summer		Sport		 <i>iON evo</i>		 <i>iON evo SUV</i>	
		Performance		 <i>iON evo AS</i>		 <i>iON evo AS SUV</i>	
All Season	 M+S 3PMSF	Standard		 <i>iON ST AS</i>		 <i>iON ST AS SUV</i>	
		Performance		 <i>iON FlexClimate</i>		 <i>iON FlexClimate SUV</i>	
Winter		Non-Stud	 <i>iON icept</i>		 <i>iON icept SUV</i>		Alpin



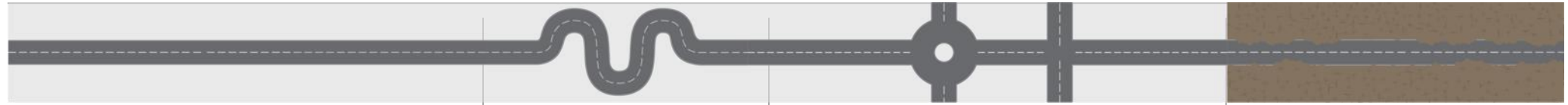
# 6. Technology innovation - Products

## 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	<p><b>SMART Line</b></p> <p>AL52</p> <p>AL21</p>	<p><b>SMART Touring</b></p> <p>AL22</p>	<p><b>SMART Flex</b></p> <p>AH24 AH51 AH35</p> <p>AH37 AH31 AH32</p>	<p><b>SMART Control</b></p>	<p><b>SMART City</b></p> <p>AU04</p>	<p><b>SMART Work</b></p> <p>AM09(+) AM15(+)</p>
Drive	<p>DL52</p> <p>DL21</p>		<p>DL12 DH06 DH52 DH35</p> <p>DL15+ DH37 DH31 DH07</p>	<p>DW01</p> <p>DW07</p>	<p>DM09 DM04</p>	
Trailer	<p>TL21</p>		<p>TH31</p>			



# 6. Technology innovation - Products

## Laufenn PC/LT (NA)

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

# 6. Technology innovation- Products

## Laufenn TBR (NA)



Long Haul

Regional Haul

Urban

On&Off

All-Position



Drive



Trailer





# 6. Technology innovation - Test Result

<p>Product of the year</p>			
<p><i>ventus S1evo<sup>3</sup></i>      <i>KINERGY4s<sup>2</sup></i>      <i>Winter i*cept RS2</i></p>			
<p>Test Winner</p>			
<p><i>ventus S1evo<sup>3</sup></i>      <i>KINERGY4s<sup>2</sup></i>      <i>Winter i*cept evo<sup>3</sup></i></p>			
<p>Exemplary</p>			
<p><i>iON evo</i>      <i>ventus Prime<sup>4</sup></i>      <i>KINERGY4s<sup>2</sup></i>      <i>Winter i*cept evo<sup>3</sup></i>      <i>winter i*cept RS<sup>3</sup></i></p>			

## Motorsports Delivering Limitless Performance



Formula E



Lamborghini Super Trofeo



24H Series



Junior European Rally Championship



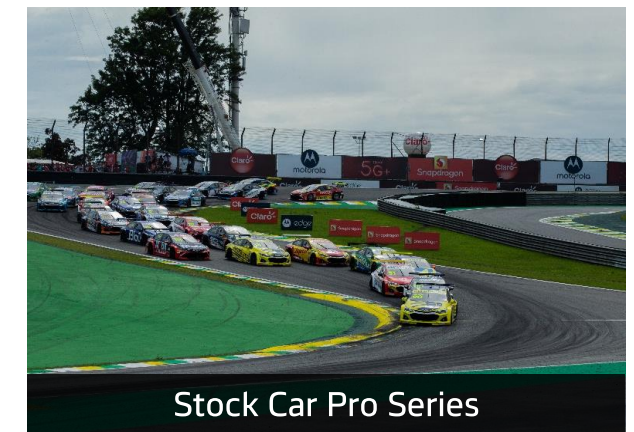
Formula Regional Americas Championship



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  
“Boostrac” (2015)



“Hyblade” (2015)



2012 ~ 2020

Design Collaboration with



HOCHSCHULE PFORZHEIM



2022

Open innovation

WheelBot X CALMANTECH



## 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

# Intelligent Tire

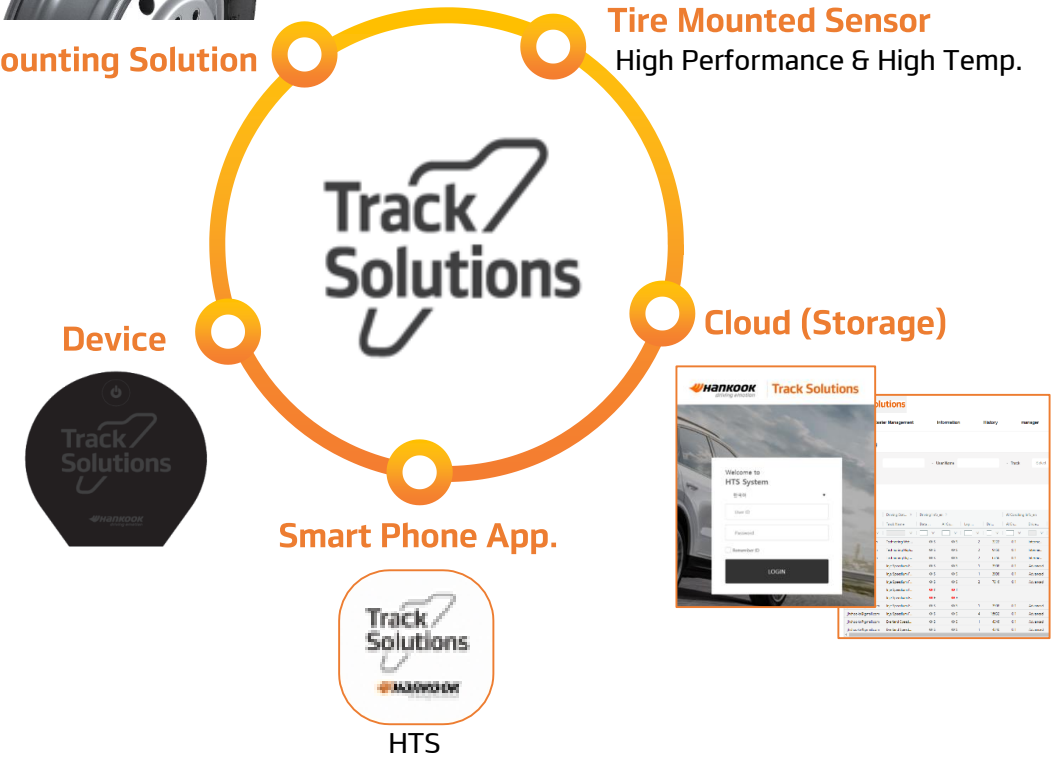
**TMS**  
Tire Mounted Sensor



**Tire Mounting Solution**



**Tire Mounted Sensor**  
High Performance & High Temp.





# Sustainable

ESG Mission & Vision

Sustainable Material Technology

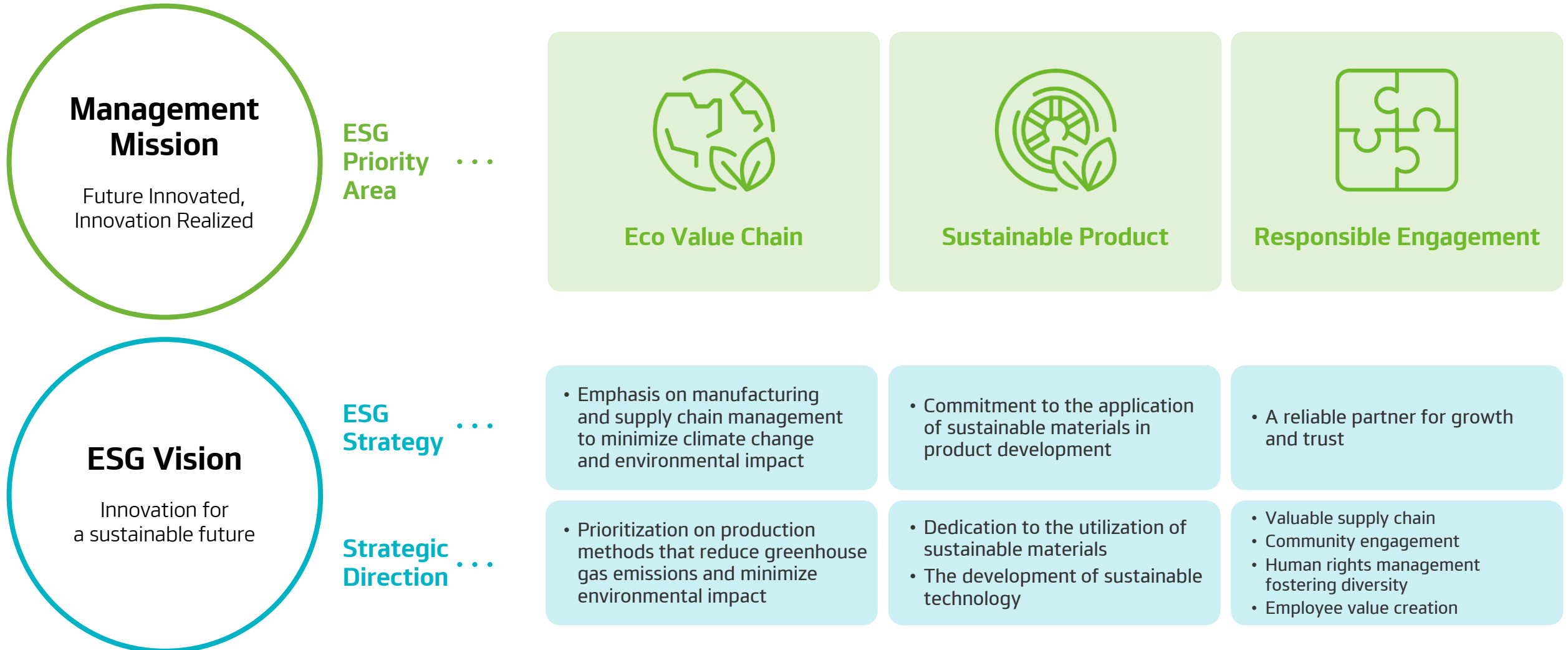
ISCC PLUS





# 7. Sustainable - ESG Mission & Vision

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



# 7. Sustainable - Sustainable Material Technology

● Renewable ● Recycled

**Natural oil** **Bio-based silica\***

**Sustainable PET cord\***

**Reclaimed rubber** **Recovered carbon\***

**Recycled Bead wire**

**Sustainable NR**  
GPSNR  
Global Platform for Sustainable Natural Rubber

**Bio/circular Synthetic rubber\***  
ISCC  
International Sustainability & Carbon Certification

**Sustainable carbon black\***

**Natural & Sustainable resin\***





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

The first tire manufacturer  
to receive the ISCC PLUS certification



The Standard for  
Ethical Consumerism

Bio-Circular Synthetic Rubber

Recycled Carbon Black

Natural Oil

Natural Resin

Bio-based Silica

Recycled PET Cords

**70% Sustainable Material**

**ISCC Certified**

**HANKOOK**  
driving emotion

**The EV exclusive tire iON contains ISCC PLUS certified sustainable materials**

# Company Culture

Proactive Culture





## 8. Company Culture - Proactive Culture

### Proactive Workstyle



### Proactive Communication



### Proactive Workplace

