

Faith in a better future

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# Hyundai Development Company Group



**HDC**

**HDC** Hyundai  
Development  
Company

**HDC** HYUNDAI EP

**HDC** I · CONTROLS

**HDC** I · SERVICE

**HDC** YOUNG CHANG  
MUSIC

**HDC** HYUNDAI  
IPARK MALL

**HDC** I & CONS

**HDC** HOTEL IPARK

**HDC** HYUNDAI PCE

**HDC** IPARK SPORTS

**HDC** ASSET  
MANAGEMENT

**HDC** SHILLA DUTY FREE

**PONY CHUNG**  
FOUNDATION



## Philosophy

### Mission

**We deliver an affluent life and a reliable world.**

### Core Value

- Management of Principle** We think and act properly, in accordance with ethical principles.
- Execution** We make systematic plans and implement them thoroughly.
- Innovation** We are at the forefront of constant change.
- Originality** We lead the world with what makes us unique.
- Customer-driven** Customers are the reason we exist.
- Insight** From a broader perspective, we seek balance and harmony.
- Passion** Passion is behind everything we do.

## Brand

### Logo

**IPARK**

### Definition

**Spaces that provide greater happiness over time and make life more beautiful.**

### Brand Essence

Innovation that lets us dream of a better future  
 Value increasing over time  
 Aesthetic satisfaction and experience  
 Solid trust

## Faith in a better future

Over the past four decades, Hyundai Development Company (HDC) has created innovation in a wide variety of fields that include construction, infrastructure, urban regeneration, asset management, IT, advanced new materials, distribution, hotels & resorts, culture and sports. More than anyone else, we seek constant change through our originality and passion. Furthermore, our open and dynamic corporate culture is behind our creation of unique value. Never satisfied with our present, we always pursue a better tomorrow filled with greater happiness.

**With HDC, your dream will become your reality.**

## Financial Highlights

Unit: KRW 100,000,000, as of December, 2016

### Assets



### Sales



### Operating Profit



### Credit Rating

Rating Agency	Corporate Bond (CB)	Commercial Paper (CP)
Korea Investors Service	A	A2
Korea Ratings	A	A2
NICE Investors Service	A	A2

# Space

We create spaces that bring greater happiness aesthetic pleasure into your life over time.



Samseong-dong IPARK

## Hyundai Development Company

Since its establishment in 1976, Hyundai Development Company has led South Korea's construction sector based on its accumulated expertise and knowledge in a wide range of construction projects. Today, as a parent company of HDC Group affiliates, it provides total-package construction solutions, covering the entire process of broad-spectrum, technically-demanding construction projects for residential buildings, high-rise commercial towers, roads and highways, bridges, harbors, and plants.

Guided by its advanced management system and rigorous approach to corporate ethics, Hyundai Development Company strives to be innovative in order to deliver the best possible value to

customers. Also, acknowledging its corporate social responsibility, it is committed to the sustainable happiness of our community; pursuing various cooperative endeavors to achieve positive synergy in the process. At the same time, it seeks to grow into a comprehensive real estate and infrastructure solutions provider drawing on its core expertise in the fields of urban development, urban regeneration, and social overhead construction. Hyundai Development Company will redouble its efforts to build an enriched and reliable future.

## I&CONS

Since its incorporation in 2000, I&CONS has evolved into a trusted real estate developer which provides total solutions for real estate development based on its unique expertise in development

planning and financing. I&CONS has focused its planning and construction specialties in developing its own residential apartment complexes, studio apartment buildings, and residential-commercial complexes; renovating existing buildings; exploring and developing areas for new commercial districts and parking lots; and developing and constructing small residential units near subway stations. In addition, it offers real estate development and consulting services. I&CONS is committed to becoming a prominent real estate business partner by taking the lead in building an eco-friendly, human-centered construction culture, placing customer value ahead of any others, and continuing its innovative development endeavors.

# Technology

We innovate technologies that create a more prosperous and convenient future.



HYUNDAI EP PP(Polypropylene) Compounds

## I-CONTROLS

Since its establishment in 1999, I-CONTROLS has emerged as a construction IT solutions provider equipped with the nation's leading technological expertise and most expansive construction experience. Based on its vast experience in a wide-range of projects, such as the establishment of mechanical, electrical, disaster protection, communication, renewable energy systems for buildings, residential housing, roads and highways, railways, harbors, and energy service projects, it was listed on the Korea Composite Stock Price Index (KOSPI) in September 2015 and has become a total solution provider in the construction field. Building on its solid business performance in the areas of In-Building Solutions (IBS) and Mechanical and Electric (M&E), I-CONTROLS is striving to expand its business horizon into the promising areas of IoT technologies for smart homes and green IT

technologies to live up to its corporate slogan of 'IT for Humans and Technology to the Future.'

## HYUNDAI EP

Having gained the nation's leading market share in polypropylene compounds (PP compounds) for automobile applications, HYUNDAI EP (Hyundai Engineering Plastics) has contributed to the development of the nation's automobile, electronics, construction, and household products industries with its accumulated technologies and experience in petrochemical materials. Since its spin-off in 2000, it has achieved an average growth rate of 25% each year and now has its PP compounding plant in Dangjin, PE compounding plant in Jincheon, PS and EPS production lines in Ulsan, PB Piping plant in Jochiwon, and C-PVC Piping plant in Gimcheon all up and running. Drawing on its renowned technological prowess, it has formed a partnership with the

world's top PP manufacturer, LyondellBasell, notable for expanding its business presence in Europe and the Americas, especially in the emerging Brazilian market.

## HYUNDAI PCE

Established in 1988 as the Precast Concrete Division of Hyundai Development Company and later incorporated as a business entity in 2014, HYUNDAI PCE(Hyundai Precast Concrete Engineering) maintains the position as the nation's top expert in the field of precast concrete, offering unparalleled services in precast concrete design, manufacturing, and installation. The quality precast concrete materials produced by HYUNDAI PCE are price competitive, help to construct earthquake-resistant structures easily, and ensure soundproofing and insulation in residential buildings. Leveraging on its in-depth expertise accumulated from its numerous projects, such as the Jeonju World Cup Stadium Project and the Daejeon World Cup Stadium Project, as well as its continued research and development efforts, HYUNDAI PCE will grow into the nation's leading precast concrete manufacturer.



Suwon IPARK CITY



I-CONTROLS Home Network BESTIN

# Life

We upgrade each and every detail of your lifestyle.



IPARK Mall Living Store

## I-SERVICE

Having led the nation's real estate management solutions market, I-SERVICE is committed to maximizing customer real estate value and satisfaction by offering one-stop high-end interior and landscaping services and thereby ensuring an emotionally and aesthetically pleasing setting for its customers. In addition, it runs I-Nursing Home, an advanced senior care center, offering high-quality senior care services and also actively seeking to further expand its business through developing related business models.

## HYUNDAI IPARK MALL

Having opened its doors in 1999, HYUNDAI IPARK MALL is a pioneer in the nation's shopping mall sector. By having first introduced the concept of malling, which adds cultural and entertainment features to a fashion, living, and digital shopping space, it has become the leader of Korea's retail industry. In particular, with its IPARK Mall, which is Asia's largest shopping and cultural center, it has successfully laid out a path for internal and external growth in the retail sector. In addition, as the nation's first ISO 9001 certification winner, it continues its

merchandizing and service development endeavors. As shown from its recent decision to add 64,000m<sup>2</sup> of new shopping and cultural space to the IPARK Mall and its partnership with CJ CGV, Korea's largest operator of multi-screen theaters, HYUNDAI IPARK MALL will grow into a global amusement mall which can serve as a cultural town for tourists from all across the world.

## HDC SHILLA DUTY FREE

HDC SHILLA DUTY FREE was founded in 2015 as a joint venture between HDC Group, a real estate and infrastructure solutions provider, and Hotel Shilla, an operator of luxury hotels and duty free shops. Among its duty free shops, the SHILLA IPARK DUTY FREE Complex located in the IPARK Mall in Yongsan, Seoul, is the world's largest urban duty free complex with some 600 shops of luxury goods, fashion, accessories, and cosmetics products. With its sheer size, SHILLA IPARK DUTY FREE Complex is truly one of the nation's tourist hubs, offering a new-concept tourist and shopping experience that encompasses the cultural, leisure, and lifestyle aspects of life.

## HDC ASSET MANAGEMENT

Founded in 2000, HDC ASSET MANAGEMENT provides highly-specialized and differentiated asset management solutions under its corporate philosophy of 'Client-Centered Management,' 'Transparent Management,' and 'Future-Oriented Management.' To ensure maximum returns for its clients, it operates a reasonable asset management system based on its coherent and systematic asset management process and rigorous guidelines. In addition, with its risk prevention and management system in place, it manages clients' assets safely and transparently, while striving to deliver reliable financial services by attracting and nurturing subject matter experts.

# Culture

We enrich the special moments of your life with our exclusive and personalized services.



Park Hyatt Busan

## HOTEL IPARK

Established in 2005, HOTEL IPARK operates Park Hyatt Seoul and Park Hyatt Busan, which are Hyatt's high-end hotels in the nation, and IPARK Condominium. Park Hyatt Seoul, a business, shopping, and entertainment hub located in Gangnam, and Park Hyatt Busan, located in Haeundae Marine City overlooking the breathtaking Haeundae Beach and Gwangan Bridge, commit to customer satisfaction under their service philosophy of indulging customers with modern interior design, luxurious amenities, and the most exclusive and personalized services. Leveraging on its accumulated expertise in advanced management and customer-centric marketing strategies, HOTEL IPARK is ready to lead the nation's hospitality industry.

## YOUNG CHANG MUSIC

Launched in 1956 as the nation's first piano brand, YOUNG CHANG

MUSIC has evolved into South Korea's leading manufacturer of pianos, electronic music systems, wind and stringed instruments, and audio equipment. Since joining HDC Group in 2006, it has maintained its strong brand name in the piano and electronic musical instrument sector based on its exceptional quality. Kurzweil Music Systems, which YOUNG CHANG MUSIC acquired in 1990, is one of the world's top four manufacturers of electronic musical instruments, and through its R&D center in Boston, the so-called mecca of electronic music, it is devoting all possible resources to developing the world's state-of-the-art audio semiconductors and sound programs. Having relentlessly pursued excellence for nearly 60 years, YOUNG CHANG MUSIC is committed to growing into a cultural solutions provider that matches music and other cultural content more closely to people's lifestyle.

## IPARK SPORTS

IPARK SPORTS manages the Busan-based professional football club, Busan IPARK FC. This football club dates back to 1983, when it was formed under the name of Daewoo Royals Football Club. In 2000, the club was purchased by Hyundai Development Company and relaunched as 'Busan i.cons FC'. In 2005, its name was renewed to its current official name of Busan IPARK FC. That same year, Busan IPARK reached the semi-finals of the AFC Champions League, which is the premier club tournament in Asia. Having reached the playoffs at the 2009 and 2011 Korean League Cup and also at the 2010 Korean FA Cup, Busan IPARK FC has contributed to the advancement of football not only in Busan but also across the entire nation and has utilized football as an effective means of promoting sports.



YOUNG CHANG MUSIC Store (IPARK Mall)

# CSR

We fulfill our corporate social responsibilities to build a better future.



The 10<sup>th</sup> Pony Chung Innovation Awards

## PONY CHUNG FOUNDATION

The PONY CHUNG FOUNDATION was established in 2005 to commemorate the footsteps of late Chung Se-yung, who was the pioneer of the South Korean automobile industry and also the honorary chairman of Hyundai Development Company. Based on the belief that the future is not something we wait for but something we explore and pioneer, the Foundation is joining the effort to build a better future. Each year, it offers the Pony Chung Innovation Awards to those who bring positive changes to society. Since 2006, it has also been providing students at home and abroad with scholarships to cultivate proper talent for a more prosperous future. Furthermore, guided by its philosophy of 'Back to Basics to Enhance Competitiveness,' it has

been sponsoring research projects and academic exchange programs led by young humanities scholars since 2009.

## IPARK VOLUNTEER CORPS

Continuously engaged in various philanthropic activities since its incorporation, Hyundai Development Company set up an operational committee for social contribution and launched the IPARK VOLUNTEER CORPS in 2004. Joined by all its members from new hires to executive officers, the IPARK VOLUNTEER CORPS has been carrying out a wide-range of social contribution activities, such as renovation programs for social welfare facilities and group homes and after-school programs, to reach out to those in need. From 2015, it has also been operating an enterprise-level

donation program entitled '1:1 Payroll Donation Campaign.' In the 1:1 matching grant program undertaken to double the effect of sharing, employees pledge a certain amount that is deducted from their pay, and the company contributes the same amount. IPARK VOLUNTEER CORPS also runs the 'Symphony Small Libraries Program,' in which it donates books to create better learning environments for children of underprivileged communities, and the company-wide 'Love-Sharing Relay Program,' reaffirming its faith in a better future.

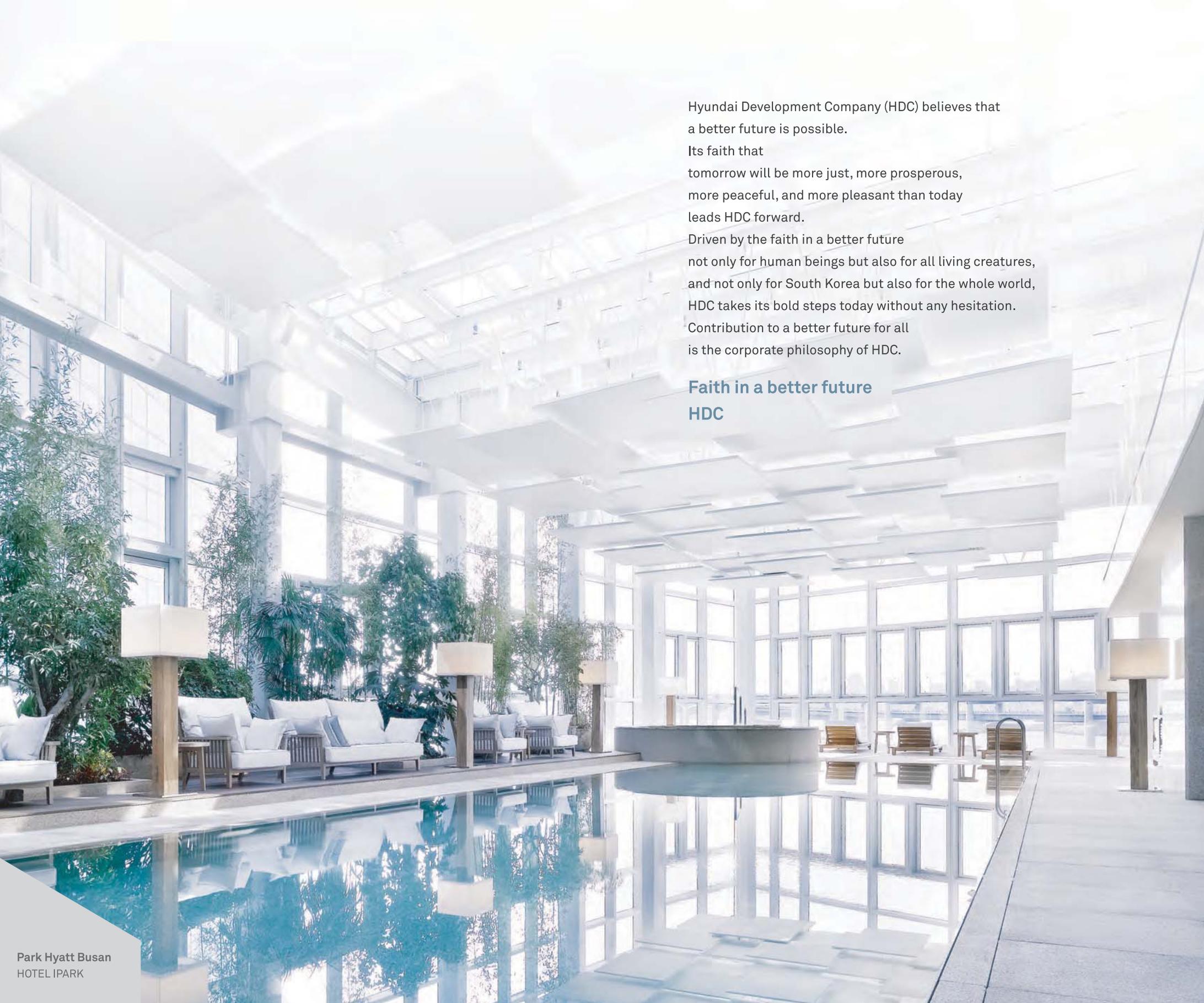


Love-Sharing Relay Program (Mural Painting Project)

# History



- 1976 · Established Korea Urban Development Co., Ltd.
- 1977 · Established Halla Construction Co., Ltd.
- 1984 · Completed Civil engineering project at Samcheonpo Thermal Power Plant's 1<sup>st</sup> & 2<sup>nd</sup> Unit, Halla Construction
- 1986 · Established Hyundai Development Company through merging Halla Construction and Korea Urban Development
- 1987 · Completed Apgujeong Hyundai Apartment
- 1988 · Inaugurated Oil & Chemical Division (now HYUNDAI EP)
- 1989 · Awarded 1<sup>st</sup> Prize, Bundang Newtown Model Complex Design Competition
- 1990 · Introduced 'Preliminary Inspection for First Occupants' to the Korean construction industry
- 1991 · Opened Hyundai Seorak Condominium  
· Established Technology Research Center
- 1992 · Awarded in Housing Category, First Korean Architecture Culture Awards
- 1993 · Established Yeosu PC Factory (now HYUNDAI PCE)
- 1994 · Registered on Unlisted Securities Market  
· Completed Samcheonpo Thermal Power Plant 3<sup>rd</sup> & 4<sup>th</sup> Unit  
· Earned ISO 9001 Certificate  
· Opened Customer Satisfaction Center
- 1996 · Listed on Stock Exchange
- 1997 · Earned ISO 14001 Certificate
- 1999 · Separated from Hyundai Group  
· Inaugurated Se-yung Chung (Honorary Chairman), Mong-Gyu Chung (Chairman and CEO)  
· Changed Corporate English Name into Hyundai Development Company  
· Acquired Facility Management Korea Co., Ltd. (now I-SERVICE)  
· Established I-CONTROLS Co., Ltd. as affiliated company  
· Established Hyundai Station Co., Ltd. as affiliated company (now HYUNDAI IPARK MALL)
- 2000 · Declared new CI(Corporate Identity, 'I') and Slogan 'Think innovation'  
· Established I-Investment Trust Management Co., Ltd. as affiliated company (now HDC ASSET MANAGEMENT)  
· Founded a professional football team, the Busan i-cons (now BUSAN IPARK FC)  
· Established I&CONS Co., Ltd. as affiliated company  
· Established Hyundai Engineering Plastic Co., Ltd. (now HYUNDAI EP)
- 2001 · Launched apartment brand, 'IPARK'
- 2003 · Established Busan i,cons Co., Ltd. (now IPARK SPORTS)  
· Integrated housing and commercial architecture brands into IPARK
- 2004 · Founded IPARK Volunteer Group and Social Contribution Intranet
- 2005 · Established PONY CHUNG FOUNDATION  
· Opened Park Hyatt Seoul, HOTEL IPARK Co., Ltd.
- 2006 · Acquired YOUNGCHANG Co., Ltd. (now YOUNG CHANG MUSIC Co., Ltd.)  
· HYUNDAI EP Listed on Stock Exchange
- 2008 · Opened Pony Chung Hall
- 2012 · Declared new CI(Corporate Identity), 'HDC'  
· Established HDC Representative Office in Hanoi, Vietnam  
· Awarded 1<sup>st</sup> Prize, 16<sup>th</sup> Maeil Business Newspaper Livable Apartments Awards (Presidential Award, Suwon IPARK CITY)  
· Awarded 1<sup>st</sup> Prize, 2011 Joongang Ilbo Green Construction Awards
- 2013 · Opened Park Hyatt Busan, HOTEL IPARK Co., Ltd.
- 2014 · Established South America Branch  
· Established HYUNDAI PCE Co., Ltd.
- 2015 · Established HDC SHILLA DUTY FREE Co., Ltd.  
· I-CONTROLS listed on Stock Exchange
- 2016 · Declared new slogan (Faith in a Better Future) for its 40<sup>th</sup> anniversary

A large, bright, modern interior space, likely a hotel lobby or lounge. The room features a swimming pool in the foreground, a lounge area with white sofas and armchairs, and a large window wall on the right side. The ceiling is high and has a complex, geometric design with recessed lighting. The overall atmosphere is clean, bright, and contemporary.

Hyundai Development Company (HDC) believes that a better future is possible.

Its faith that

tomorrow will be more just, more prosperous, more peaceful, and more pleasant than today leads HDC forward.

Driven by the faith in a better future not only for human beings but also for all living creatures, and not only for South Korea but also for the whole world, HDC takes its bold steps today without any hesitation. Contribution to a better future for all is the corporate philosophy of HDC.

**Faith in a better future**  
**HDC**



Landscape  
Architecture of  
Wirye IPARK (2nd)  
I-SERVICE



SHILLA IPARK  
DUTY FREE  
HDC SHILLA  
DUTY FREE

**imagine,**

The ability to draw your mind out,  
the ability to see the forest and sow seeds,  
the ability to plan the far future with people you hold dear  
and the ability to discover hope in a wasteland.  
The greatest power we as human beings possess may be  
imagination, which helps us look beyond our experience.  
Mapping uncharted territory  
and writing a new chapter of our history  
all begin from imagination.

**imagine IPARK**



**Haeundae  
IPARK**  
Hyundai  
Development  
Company



**Busan IPARK FC**  
IPARK SPORTS

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