

ALREADY

KYOWON

ALL

READY

KYOWON

---

A company that has  
already been with you

ALREADY  
KYOWON

---

A company that has  
everything ready for you

ALL  
READY  
KYOWON

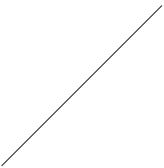
---

‘The bond that makes tomorrow’  
KYOWON Group plans a better tomorrow with you.



PART 1

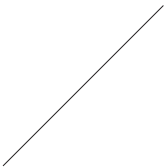
Already KYOWON



- 20 Education
- 28 Living & Care
- 34 Hotel & Leisure

PART 2

All Ready KYOWON



- 42 KYOWON Road
- 44 History
- 46 Affiliates
- 48 Infrastructure
- 50 Global
- 52 Social Responsibility

99℃와  
100℃의  
차이는 크다

There is a considerable  
difference between  
99°C and 100°C

99℃와 100℃의 차이는 크다.

증기기관차는 물의 온도가 100℃ 이상이 돼야 힘차게 출발한다.

99℃의 물로는 절대 기관차를 움직일 수 없다.

일도 마찬가지다.

고객이 만족하지 않으면 99℃의 물과 같다.

100℃라는 고객 만족의 성과가 나올 때까지

열정과 의지를 발휘해야 한다.

There is a considerable difference between 99°C and 100°C.

At 100°C, water is powerful enough to move steam trains.

At 99°C, nothing happens.

It is the same in business.

Customer dissatisfaction is like water at 99°C.

Therefore, we must demonstrate passion and will

until we reach 100°C in customer satisfaction.

KYOWON Group Chairman  
Pyung-Soon Chang

정영순





# No.1 KYOWON

Developing children's dreams and possibilities  
with the best educational products that combine skills, wisdom, and humanity









# Better One KYOWON

We offer customized living solutions  
for your happiness and better life







# As One KYOWON

We present you relaxing retreats  
to create happy memories with loved ones









PART 1

# Already KYOWON

Company sharing your yesterdays and todays  
We are KYOWON Group







**PART 1**  
Already KYOWON

# Education

KUMON [www.kumon.co.kr](http://www.kumon.co.kr)  
 EDUCATION [www.kyowonedu.com](http://www.kyowonedu.com)  
 PLENUS [www.plenusedu.com](http://www.plenusedu.com)  
 REDPEN Math Master [www.dal-gong.com](http://www.dal-gong.com)  
 Wiz Island [www.wizisland.com](http://www.wizisland.com)

The brands that every Korean comes across during their school days - Kumon Study, REDPEN - are KYOWON's educational products. KYOWON Group has established its position as the best education company in Korea by sharing dreams and possibilities with children and gaining unwavering trust from parents. Through innovative educational products, we help our children grow into talented individuals who will lead the fourth industrial revolution.





KUMON STUDY

Kumon Study is an individual, ability based workbook that offers services in main subjects such as math, Korean, English, science, Chinese characters, etc., where each child begins their study at just the right level. Comprised of small steps breaking down the difficulty level into fine stages, units, and problems, Kumon Study lets children progress based on their ability to learn, rather than on grades and age. We help children build confidence in their academic abilities by helping them develop true problem solving skills, thinking skills, and self-directed learning through our complete study and repetition program.



SMART KUMON N

Smart Kumon N is a smart learning paper that combines paper learning with ICT technology. The entire problem-solving process is recorded as data. Smart Kumon N provides daily learning management through digital twin teachers and learning rewards even when there is no visiting learning.







The Red Pen is opening a new dimension of AI learning, AiCANDO. AiCANDO increases children's ability to focus on learning through Korea's first metaverse classroom that provides an immersive environment, and also includes Korea's only live-action AI tutor and AI learning analysis. Children can communicate with their friends with the avatar they designed in the first metaverse classroom in Korea, and the live-action AI tutor 'My SSam' supports children's learning, emotion coaching, and habit management.



DOYOSE is a digital language learning program that helps children study English and Chinese using a smart device. Premium contents such as 3D Story Animations, Interactive Books, and etc., help children have fun studying on their own. The program helps to develop well-rounded language abilities in all areas - listening, reading, speaking and writing - through the 4R learning system of Ready, Real, Repeat, and Reinforce, as well as the smart multiple review system.



REDPEN published Series Book which contains knowledge on all areas our children need. With a systematic, age-based portfolio, we expand children's essential background knowledge from infants to secondary students, and help them develop convergent thinking skills. The series books are also a perfect fit for the school curriculum, guiding children to develop confidence in their school studies.



CHILDREN'S SCIENCE and WIZKEYS are subject-specific magazines for elementary and secondary school students. CHILDREN'S SCIENCE is a science magazine that introduces a variety of topics, such as the latest issues in science, scientific background knowledge, and science performance assessments. WIZKEYS is a fun humanities magazine that provides information on the latest current affair issues, background information on society and history, and how to write well.







PLENUS is an English academy for elementary and secondary students that provides educational services combined with ESL and EFL. It is based on Whole Language System that allows students to learn six areas of English in balance : Listening, Speaking, Reading, Writing, Grammar, and Vocabulary. With our curriculum, students can improve their English skills based on each level.



We are a specialized educational institution for children of all ages, from infancy to high school. We provide optimal education solutions tailored to each children's personality and level. Our solutions are divided into 'THE FIRST ACADEMY' that specializes in English education, 'THE FIRST LEARNING CENTER' which provides customized learning for elementary and secondary students, and 'THE FIRST CAMPUS' which specializes in English and math education from elementary to secondary school. Through changing the space, time, and system of education environment, KYOWON THE FIRST creates a lifestyle of enjoyable learning.



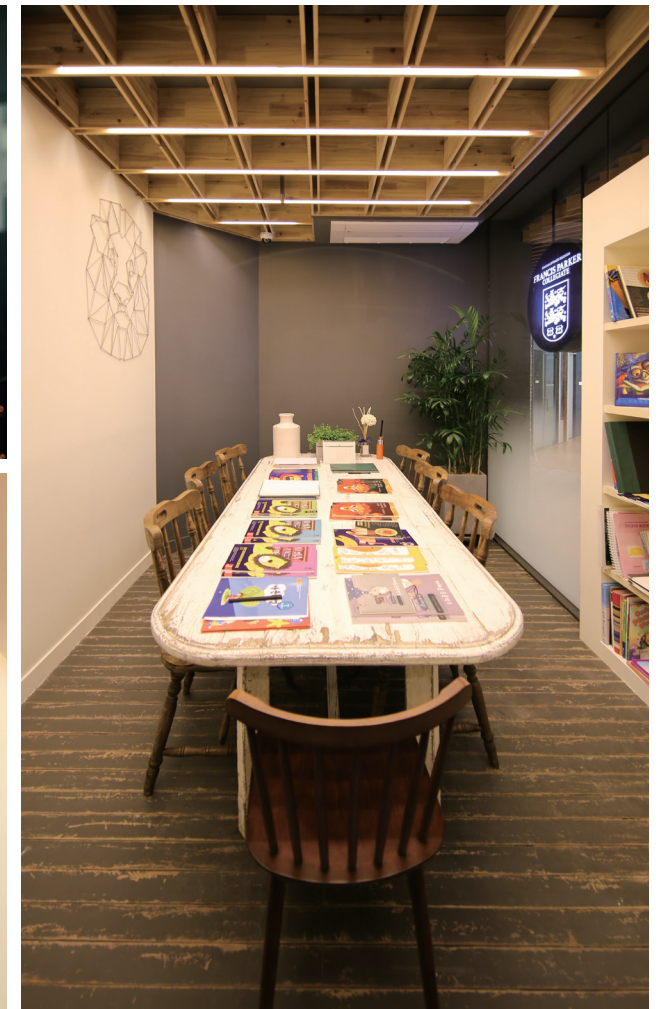
REDPEN MATH MASTER is a special math class that provides individual, customized learning. The class systematically enhances comprehensive math skills such as basic concepts, arithmetic, and narrative problem solving skills through its unique and scientific program.



We are Korea's largest emotional play educational institution for children from 3 to 7 years old. We offer a variety of play education programs based on play-based early childhood education theory that combines emotional intelligence and multiple intelligence theory. Convergence education is realized in daily life through activities such as cognition, exploration, five senses, creative expression, sense, and number play, which are perfectly suited to the areas of early childhood development.



A global leader institution that practices children's individuality, interest, drive, aptitude and impulse as the core basis of education. All courses are based on the Common Core State Standard (CCSS), a high-level common North American curriculum.







**PART 1**  
Already KYOWON

# Living & Care

WELLS [www.kyowonwells.com](http://www.kyowonwells.com)

THE ORM [www.theorm.kr](http://www.theorm.kr)

LIFE [www.kyowonlife.co.kr](http://www.kyowonlife.co.kr)

From comprehensive living appliances brand Wells to our network marketing brand The ORM, and funeral and wedding services provider Da Dream Plus, KYOWON Group is leading the change in our living culture through new and innovative ventures, as well as its rental and services for a wide range of products. Based on the best technology and human resources, we offer the value of true beauty and convenience with one-of-a kind products and services.





WELLS is KYOWON Group’s comprehensive living & care appliances brand, offering water purifiers, air purifiers, bidets, plant cultivators, mattresses, etc. Under the brand concept of a 'New Life Curator', we help our customers live a healthier life by providing the right living & care appliances they need.

We offer the best products based on our unique technology, such as 'WELLS The One', the world's one and only system water purifier that revolutionized the kitchen space, and 'WELLS Farm', an at-home hydroponics plant cultivator that grows pesticide-free vegetables safely at home. In addition, through the proper management services provided by professional managers, we realize full-scale hygiene management and customer satisfaction, enhancing the professionalism and reliability of our living & care appliances.







THE ORM is a network marketing company offering high-quality, trustworthy products at reasonable prices. We bring happiness to the whole family and lead them into a healthier tomorrow with must-have products such as beauty, personal care, health, and living care. Based on innovative products and an honest business policy, we create 'beautiful bonds' and a 'better life' together.



KYOWON LIFE  
KyowonYEUM

Total life care service that creates the right, systematic, and advanced funeral culture on the basis of the strong financial soundness of KYOWON Group. Unlike the uniform services provided by existing funeral service brands, we offer a differentiated service that focuses on the deceased and bereaved families by adding various combinations and partnership benefits to funeral service products.





**PART 1**  
Already KYOWON

# Hotel & Leisure

THE SUITES HOTEL [www.suites.co.kr](http://www.suites.co.kr)  
 KINOCK [www.kinock.co.kr](http://www.kinock.co.kr)  
 TRAVEL IS EASY [www.kyowontour.com](http://www.kyowontour.com)  
 TOURDAUM [www.tourdaum.com](http://www.tourdaum.com)  
 KYOWON TRAINING CENTER [training.kyowon.co.kr](http://training.kyowon.co.kr)

KYOWON Group operates hotel & leisure business to provide relaxing holidays and precious memories to families. THE SUITES HOTEL, situated in four cities across the nation, deliver a truly elegant relaxation experience to guests through the best services. KYOWONalso runs a pet hotel Kinock, where people can be with their dogs in every space and provides the best educational and recreational environment to our employees and customers through our training center network. Travel is Easy, a brand providing high-qualitytravel packages at reasonable prices, and Tourdaum, specializing in package tours for active seniors, offer the best travel experience.





Relaxation specialty hotel chain with locations in Jeju and Namwon. Each hotel is situated in the best locations, against beautiful natural scenery. With the finest interior in modern and sophisticated style, guests can enjoy true relaxation in authentic nature. Jeju location offers opportunities to explore the fantastic Jeju island and Namwon location sits against beautiful sky touching mountains.



Bloom hotel is located at the heart of Jungmun Tourist Complex. Especially, bloom hotel offers you easy access to all the magnificent attractions in Jeju island as well as a picturesque scenery just steps away from your room.



KINOK is the first hotel in Korea where you can be with your dog in every space. It offers various facilities and diverse services to make your everyday life more special. KINOCK facilities include dog-friendly, nature-inspired interiors tailored for dogs, along with a pet park where dogs can run and play freely. There are relaxing spaces for everyone, a cafe, and even a pet kindergarten and care services. At KINOCK, both humans and dogs can enjoy a happy and relaxing break.







KYOWON  
TRAINING CENTER

KYOWON TRAINING CENTER

The best resort-type training and recreational facility in Korea, with locations in Gapyeong, Gyeongju, and Dogo. The three centers, with a nation-wide network, provide the best training services ranging from corporate training to experiential education for adolescents. The centers boast a striking combination of optimal educational environment and natural beauty, allowing guests to enjoy education, training, and relaxation at once.



여행이지  
여행다음

TRAVEL IS E  
TOURDAUM

With an extensive experience in training operations and an in-depth expertise, we design the right concept trips based on your company's characteristics. We provide business travel consulting services through accurate demand analysis, as well as providing a quick and precise one stop travel system service.

TOURDAUM is a premium theme travel brand for active seniors. It is an all-in-one package trip that recommends domestic travel destinations that you should definitely visit for each season, and all products include breakfast, amenity set, regional gourmet food, entrance fees, and admission fees.



PART 2

# All Ready KYOWON

Company prepared for your tomorrows  
We are KYOWON Group

Deep Change  
New KYOWON

System  
Flexible  
Big data  
Platform  
Accurate  
Artificial Intelligence  
Experience

Career Role  
New Media  
Augmented Reality  
Interactive  
Content  
Virtual



# KYOWON Road

KYOWON Group  
shares the right philosophy and values  
to form a healthy corporate culture.  
Under our culture, all employees  
lead innovations and changes  
of the KYOWON Group.

## MISSION

Create a Better Life Together

We will become a true partner in life, creating a better life through our precious bonds with customers and partners.

## PHILOSOPHY

Innovative Business Management

We will continuously create new customer values by leading customer management, R&D, and consciousness reform.

## CORE VALUES

KYOWON Way

Challenge oriented	Set challenging goals and proactively achieve them
Excellency oriented	Actively work with the passion to be the best in the field
Communication oriented	Clear understanding of colleagues' expectations and needs through open mindedness and communication, and inducing shared empathy and trust through mutual understanding
Innovation oriented	Questioning the conventional way of doing business, and when improvement is deemed necessary, actively express opinions and put them into practice
Customer oriented	Thinking from the customer's perspective and responding quickly to customer expectations and requirements, effectively meeting customer needs and thereby improving customer satisfaction

## TALENT

Passion

We will never give up, continuing to progress forward by overcoming obstacles and difficulties.

Progressive Thinking

We will seek new changes and actively accomplish tasks ahead of others.

Clear Goals

We will set bold goals and achieve them with a sense of duty.

Friendship & Team Spirit

We will achieve more through cooperation, by being the first to share and leading by example.

# KYOWON History

KYOWON Group is the end result of a combination of promise, commitment, challenge, and accomplishment. We will continue to move forward with constant pursuit of change and innovation.

## 1985~2000

Establishment & Development

- 1985 KYOWON is established
- 1986 'Jungang Perfect Study' (present REDPEN) is first published
- 1987 The first series book 'Me! Me!' is published
- 1988 KYOWON ACADEMY is established
- 1990 Kongmun Educational Publishing Corp. is established (present KYOWON KUMON)  
Program workbook 'Kumon Study' is first published
- 1991 KYOWON EDUCATION is established  
Progressive workbook 'REDPEN' is first published  
'Children's Science' magazine is first published
- 1995 HQ moves to Kumon Building
- 1996 KYOWON TRAVEL is established
- 1999 The 1st Kumon Study Research Contest is held  
The 1st Kumon Math Competition is held
- 2000 Dogo Training Center is opened

## 2001~2007

The Second Leap

- 2001 Social contribution campaign 'Connect & Love' is launched
- 2003 THE SUITES HOTEL Jeju is opened  
Vision Center Gapyeong is opened  
'Wells Water Purifier' and 'WOW bidet' are launched
- 2004 Awarded the Presidential Commendation Award on the 18th Book Day
- 2005 Seongsu Logistics Center is completed
- 2006 Dream Center Gyeongju is opened
- 2007 Chairman is awarded the Jade Medal Award on the 21st Book Day

## 2008~Present

Change & Innovation

- 2008 KYOWON Group declares the new CI  
THE SUITES HOTEL Gyeongju is opened
- 2010 HQ relocated to Kyowon Naewei Building
- 2011 KYOWON LIFE is established  
Math class 'REDPEN Math Master' is launched
- 2012 THE SUITES HOTEL Namwon is opened
- 2013 Social contribution campaign 'Good Character' is launched
- 2015 Smart workbook 'Smart REDPEN' is launched
- 2016 Digital English learning program 'DOYOSE Members' is launched
- 2017 Acquired 'Wiz Island'  
KYOWON THE ORM is established  
Smart workbook 'Smart Kumon' is launched  
Plant cultivator 'Wells Farm' is launched  
'KYOWON Edu Deep Change' event is held
- 2018 Digital Chinese learning program 'DOYOSE Chinese' is launched  
KYOWON Group points mall 'K-Members' is opened  
KYOWON is awarded the Grand Prize on Premium Brand Awards by Female Consumers, winner for 20 consecutive years  
System water purifier 'Wells The One' is launched
- 2019 AI-based math education program 'REDPEN AI Math' is launched  
Social contribution campaign 'Global Connect Corps(Vietnam)' is launched  
Coding education program 'REDPEN Coding' is launched  
'1st KYOWON CQ Creativity Contest' is held  
'KYOWON Creator Festival' held
- 2020 'Smart Online Learning Land', a comprehensive online learning service platform launched  
'Tourdaum', a premium theme travel affiliate launched  
Acquisition of 'KRT' Travel Agency  
'Bloom Hotel Jeju' Opened- Opened integrated sales center 'KYOWON One Square'
- 2021 Held in-house venture program 'Deep Change Idea Prize'  
'AiCANDO', a Metaverse-based Learning Program Launched
- 2022 Start-up spaces for 'KYOWON Start One' Opened  
'TOCK', a Multimedia Web Novel Platform from KYOWON Group's In-house Venture, Launched  
Corporate Name Changed from 'Kyowon KRT Co., Ltd.' to 'Kyowon Tour Co., Ltd.'  
'Travel Is Easy', a Brand that Offers High-quality Travel Packages, Launched
- 2023 '2023 Kyowon Group AI Challenge Competition' is held  
Premium English academy brand 'Plenus' is launched  
Funeral brand 'YeUm' is launched

# KYOWON Affiliates

KYOWON Group comprises of 12 affiliates and subsidiaries.  
We are creating a better life for our customers in each field.

3

## Business Areas

Education / Living & Care / Hotel & Leisure

10

## Domestic Affiliates

KYOWON / KYOWON KUMON / KYOWON PROPERTY  
KYOWON WIZ / KYOWON THE ORM / KYOWON LIFE  
KYOWON START ONE / KYOWON TOUR  
KYOWON INVEST / KYOWON NEXT

3

## Overseas Subsidiaries

KYOWON THE ORM VIETNAM / KYOWON VIETNAM  
KYOWON LEAEARNING VIETNAM



[www.kyowonedu.com](http://www.kyowonedu.com)

Educational content company offering the market-leading, curriculum-based workbook program REDPEN, along with other various programs such as AICANDO, DOYOSE Creative-Integrative School and more.



[www.kumon.co.kr](http://www.kumon.co.kr)

Education company that guides members to build up their knowledge and skills through 'Kumon Study', an individual, leveled workbook program chosen by children from 50 countries around the world.



[www.kyowonwells.com](http://www.kyowonwells.com) / [www.suites.co.kr](http://www.suites.co.kr)

Life culture company offering health and home appliance solutions such as water and airpurifiers through the Wells brand, and resort facilities through The Suites Hotel and Bloom Hotel brand.



[www.wizisland.com](http://www.wizisland.com)

Education company operating early childhood play institutes as well as academies for elementary, middle, and high school students, and expanding into premium academy business.



[www.theorm.kr](http://www.theorm.kr)

Network marketing company offering reasonably priced, high quality products in beauty, health, and living, to enhance the quality of life for the whole family.



[www.kyowonlife.co.kr](http://www.kyowonlife.co.kr)

Total life care service company offering diverse services ranging from standard life event services such as funeral and wedding, to combination services customized for each customers' needs.



[www.kyowonstartone.com](http://www.kyowonstartone.com)

Fulfillment company offering total logistics care based on Kyowon's well-established nfastructure and management solution.



[www.kyowontour.com](http://www.kyowontour.com)

Travel agency providing various travel services such as senior package tours, training workshops, and honeymoons with a wealth of knowledge and experience.



[www.kyowon.co.kr](http://www.kyowon.co.kr)

Investment specialty company that promotes growth through direct investment and consultation on domestic and foreign companies, as well as providing direct and indirect funding.



[www.kyowon.co.kr](http://www.kyowon.co.kr)

Web3.0 company offering variety of businesses by combining blockchain technology with Metaverse platform & NFT.

Companies that promote and exhibit KYOWON's education and living & care products in Vietnam.



# KYOWON Infrastructure

KYOWON Group has five office buildings and four production and logistics facilities across Korea. Our optimal infrastructure helps us with efficient operation of education, living & care, and hotel & leisure businesses.

5

## Office Buildings

KYOWON Naewei / KYOWON Tour / KYOWON Myeongdong  
KYOWON Busan / KYOWON Daegu Building

8

## Training and Leisure Facilities

Dream Center Gyeongju, Vision Center Gapyeong,  
KYOWON Training Center Dogo  
The Suite Hotel Jeju / Namwon, Bloom Hotel, Kinock,  
Cheongpyeong Recreation Facility

4

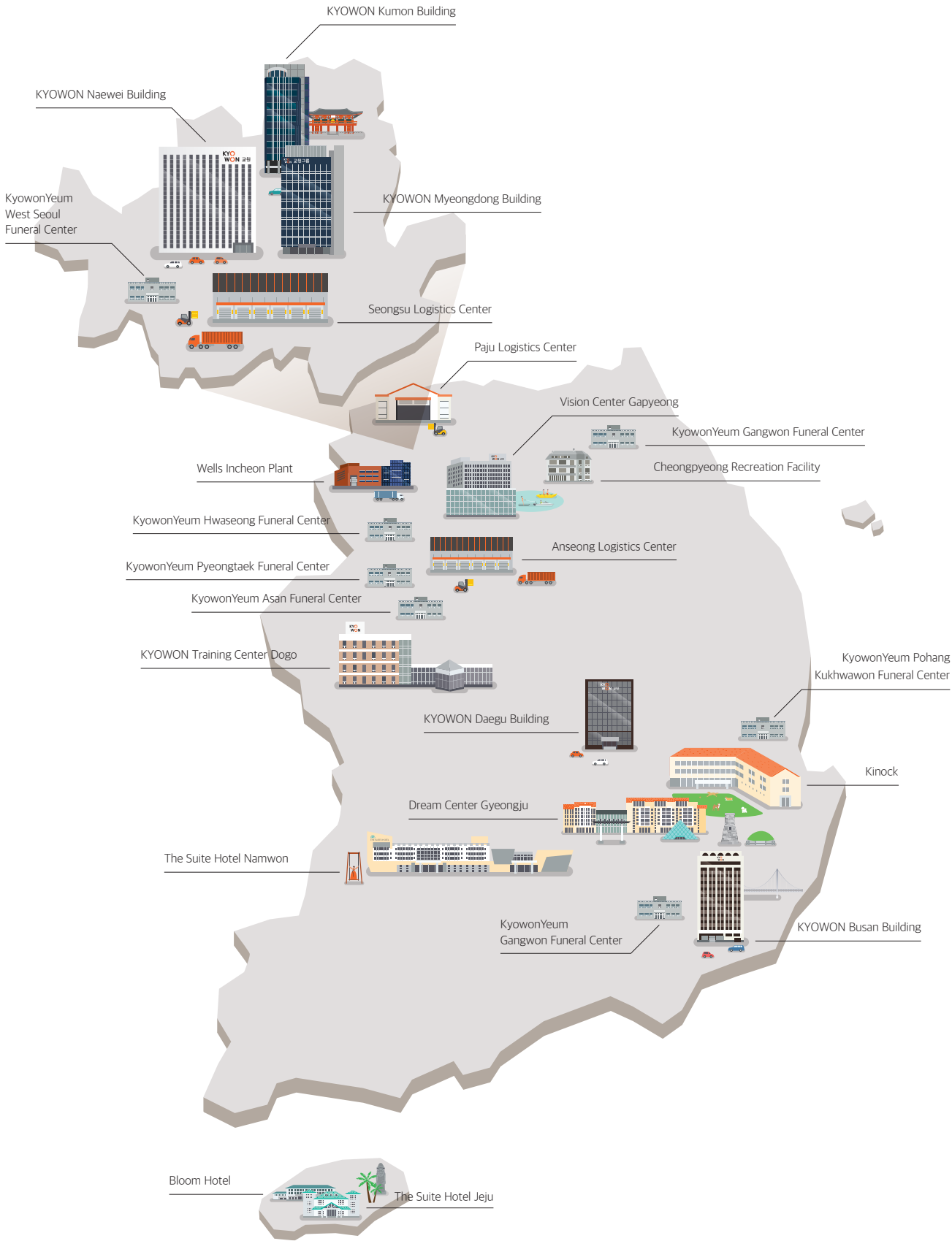
## Production and Logistics Facilities

Wells Incheon Plant, Seongsu / Paju / Anseong Logistics Cente

7

## Funeral Centers

KyowonYeum West Seoul / Gangwon / Hwaseong  
Pyeongtaek / Asan / Gimhae  
Pohang Kukhwawon Funeral Center

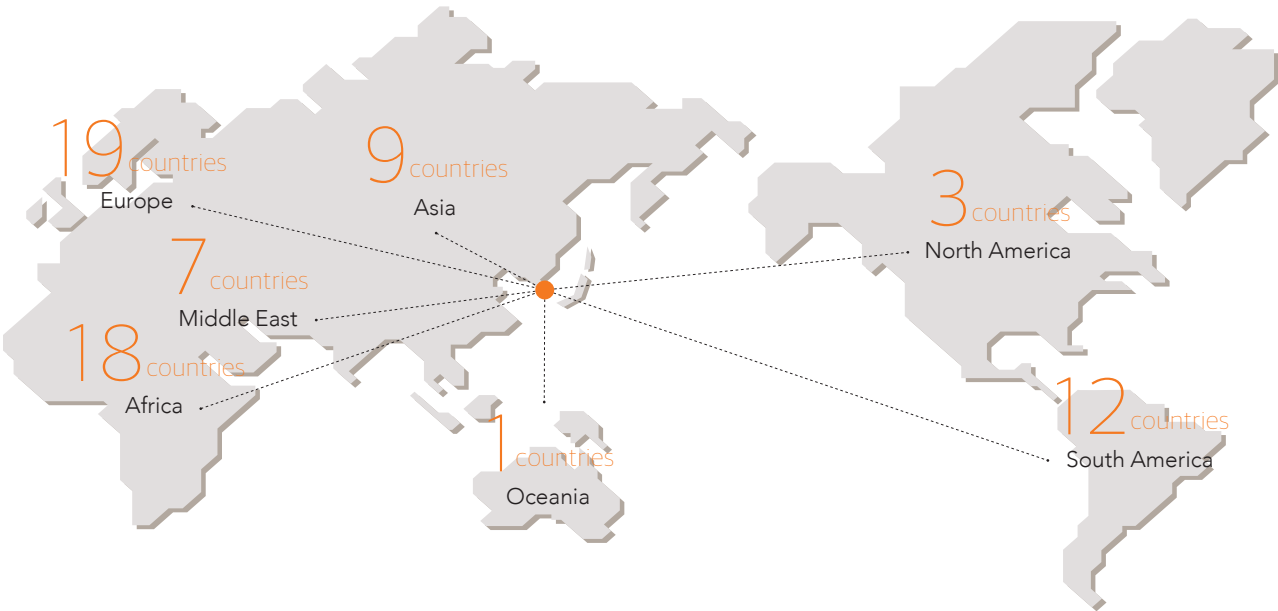




# Global

KYOWON Group is expanding beyond Korea into the world.

Following on from K-Pop and K-Beauty, we are leading K-Edu with various education products, and making a global leap forward with living appliances that encompass the natural health.



## Series Book Copyright Export

- Since 2002, rights sold to 70 areas, 74 companies around the world
- Total of 2,233 titles, 78 DVDs and 45 TV broadcasting rights sold
- Attends world famous book fairs such as Bologna, Frankfurt, Beijing, Shanghai, Taipei, Bangkok, Hanoi, Ho Chi Minh, Abu Dhabi, etc.
- Ranked in the Global 50 Publishers by Livres Hebdo since 2007 (19th as of 2019)

August 2017

DOYOSE English  
Entered into contract with 'VNPT-Media',  
a Vietnamese state-owned company

We launched the digital English learning program 'DOYOSE English' in Vietnam by entering into a contract with Vietnamese state-owned company 'VNPT-Media'. The cooperation received much attention in Vietnam as a case of direct supply of Korean learning management system, not a simple rights agreement.

May 2018

KYOWON The ORM  
Vietnam subsidiary established

KYOWON Group's network marketing brand 'KYOWON The ORM' established an overseas subsidiary in Vietnam. In addition to education products, we are making efforts to expand KYOWON Groups' influence over the lives of Vietnamese people with various products in health and beauty categories.

March 2019

KYOWON Ho Chi Minh  
Wiz Island opened

'Wiz Island', the largest early childhood emotional play education institution in Korea, opened in Ho Chi Minh, Vietnam. We are helping Vietnamese children to grow into global leaders with Wiz Island's unique emotional play program.

March, April 2019

Exported KYOWON Wells(water purifier)  
to Singapore  
Exported KYOWON The ORM(cosmetics)  
to Kazakhstan

We signed an MOU with BACHA Group, a renowned Vietnamese construction and trading company, and established KYOWON Learning Vietnam. In BACHA's high-end residential complex, KYOWON Wells products such as water purifier were supplied as built-in, and International English Kindergarten based on KYOWON Wiz system will be established in year 2020.

June 2019

Formed a strategic partnership  
with BACHA Group, Vietnam

September 2019

KYOWON Learning Vietnam  
is established

# Social Responsibility

KYOWON Group has grown over the years with love from our customers. We will continue to create sustainable value and be a trusted partner for our customers by not only fulfilling our legal, economical, and ethical responsibilities but also performing due social responsibilities.

## KYOWON CSR

### Good Character Campaign

Cultivating the right talent through personality education

KYOWON Group carries out various corporate social contribution activities. Our aim is to help children grow into valuable members of the society with the right mind.

KYOWON Group is the first in the education industry to conduct personality education social contribution program the ‘Good Character Campaign’, with the aim of practicing true education that promotes cultivation of upright personalities. With 30 years of educational know-hows, we produced the ‘Good Personality Workbook’ and hold ‘Good Character Camps’ in our Training Centers to serve as the guiding light to set children on the right path of developing good personalities.

### Connect & Love Campaign

Laying the foundation for harmony by sharing

We share warm love with children who are struggling economically. KYOWON Group’s ‘Connect & Love Campaign’ extends warm love to children from low-income families through donations gathered from employees. As a way of fulfilling our corporate social responsibility, we match the amount of donations gathered by employees through matching grant system to help children realize their dreams in a better future.

### 1st KYOWON Global Corps

Volunteer activities in Vietnam

Thirty employees were selected as the 1st KYOWON Global Corps to engage in volunteer activities from February 26th to March 2nd, at Cam Tu Kindergarten in Binh Thanh, Ho Chi Minh, Vietnam. This volunteering activity was conducted by KYOWON Group to fulfil its social responsibility towards children as an education company, and to bring dreams and hope to Vietnamese children through various cultural exchanges and environment beautification activities.

## Main Activities

- Sponsored ‘Stress-free Zone’ installation at Changshin elementary school in Seoul, and signed an MOU with the Seoul Metropolitan Government
- Held the ‘KYOWON HoloLens Creative Convergence Camp’ three times at KYOWON Training Center for children from low-income families
- Launched the ‘Love Children’ campaign to prevent child disappearance and school violence, and signed an MOU with Seoul Namdaemun Police Station
- Sponsored the ‘Thank You Letter to Teachers Writing Contest’ for schools across the nation and conducted a Group-wide ‘Thank You Letter Writing Contest’
- Sponsored the ‘Psychological and Emotional Healing Program’ for children in poverty with psychological or emotional difficulties
- Constructed ‘KYOWON DOYOSE Playground’ for children at Seongnae Social Welfare Center in Seoul
- Conducted a character building education program ‘KYOWON Afterschool Character Theater’ in connection with KYOWON ALL STORY series books



---

# Ethical Management

Since establishment, KYOWON Group has grown amidst love from our customers based on the ‘Right Management’. We will continue to create the best values for customers into the next century by building ethical values for KYOWON employees and corporate culture of leading by example.

## KYOWON Code of Ethics

KYOWON Group strives to think and act in accordance with ethical values in order to build a sustainable company and realize true humanism, where everyone can enjoy the value of leading a happy life. To achieve this, we have established the ‘KYOWON Code of Ethics’ to set standards of behavior and value judgement for all employees.

- 1. We contribute to social development through cultivation of talented human resources as a leading education company.
- 2. We provide healthy living environment as a leading living & care company.
- 3. We create customer value by providing the best products and services.
- 4. We defend our individual and corporate reputation by complying with the law and upholding high ethical values.
- 5. We compete fairly and freely by respecting the market order, and complying with the law and business ethics.
- 6. We put our best efforts to develop values, and respect individual’s creativity and autonomy.

KYO  
WON