

**CSR FOCUS AREAS**

Customer Satisfaction and Quality Management (Car Maker/ General Customers and Dealers)

Employee Health and Safety Management

Climate Change and GHG Management

Employee Value Creation

Integrated Environmental Management

**Focus 06**

Community Involvement and Development

Transparency and Business Ethics

Win-win Supply Chain Partnership

**Company-wide implementation**

To achieve shared growth with local communities, customized activities by region have been conducted within our global network.

**Undertaking philanthropic activities at our overseas worksites**

Customized activities by region have been conducted at our overseas worksites. In 2018, KRW 1 billion was spent to support a total of 72 projects and activities including: supporting the underprivileged and offering scholarships in China; operating employee volunteer groups and donating tires in Europe; providing medical support for the vulnerable in Indonesia; and supporting the Disabled American Veterans (DAV) in the US. In 2019, our Tennessee plant will initiate activities to contribute to local communities and the Hungary plant will sponsor high-school and college competitions.

**Philanthropic activities at home and abroad in 2018**

Category	Major activities
Domestic	1. Three mobility projects [car donation, tire donation, and Tuieum bus]
	2. Programs for at-risk youth
	3. Social housing project
	4. Donation to the Community Chest Of Korea
	5. Operation of the employee volunteer teams
	6. A project for protecting endangered species in Daejeon
Overseas	1. China HQ: supporting the vulnerable and offering college scholarships
	2. Europe HQ: supporting injured veterans and donating tires (the Czech Republic), making a donation to the foundation of a hospital (Italy), and donating some of sales revenues (Germany).
	3. Hungary Plant: donating tires and operating employee volunteer teams
	4. America HQ: supporting the DAV and the Salvation Army
	5. Indonesia Plant: conducting employee volunteer activities, donating tires and improving the elementary school environment

**Employee participation**

Our employees are taking part in a variety of volunteer activities and promoting the value of sharing by providing support to the vulnerable in local communities.

**Operating volunteer teams in Korea**

We have put great effort in the past into increasing the number of employee volunteers and total volunteer hours contributed. From 2019, our focus will be more on improving volunteering qualitatively. We will be performing ‘voice donation’ activities for visually-handicapped people in which employees will create and donate audio recordings of books. While providing employees with optional volunteer programs, we will also encourage them to select independent activities if they prefer.

**Conducting overseas volunteer activities**

In 2018, we prepared for the launch of volunteer groups at our worksites in China. We communicated with the responsible teams there to identify the progress of the preparations and any issues that might be emerging. In 2019, volunteer groups will be launched in China and America.

**Volunteering team activities in 2018**

Category	Domestic	Indonesia Plant	Hungary Plant	Total
No. of participants in volunteer works (accumulative) (persons)	5,081	655	257	5,993
No. of pure volunteers (persons)	2,151	275	93	2,519
Total volunteer hours (hours)	18,392	902	1,109	20,403
No. of volunteer activities (cases)	424	18	36	478
Volunteer hours per employee (hours)	2.6	0.5	0.5	1.8

**CSR FOCUS AREAS**

- Customer Satisfaction and Quality Management (Car Maker/ General Customers and Dealers)
- Employee Health and Safety Management
- Climate Change and GHG Management
- Employee Value Creation
- Integrated Environmental Management

**Focus 06**

- Community Involvement and Development
- Transparency and Business Ethics
- Win-win Supply Chain Partnership

**Focusing on core competence**

We have been conducting philanthropic projects utilizing our strength within the tire industry. A traffic safety campaign a map-making event with children and three major Mobility projects are currently being operated. In 2019, we will continue our efforts for corporate philanthropy by focusing on these projects.

**Three major Mobility projects**

**Car donation** This car donation program was launched in 2008. A total of 447 compact cars, including 50 in 2018, have so far been donated to social welfare centers. In addition, safe driving training was provided to drivers at the centers to promote road safety, and incentives were given to centers with good performance filling out their vehicle logs. In 2019, we plan to donate 50 vehicles through the proper channels.



**Tire donation** Since 2010, we have been donating tires for social welfare service vehicles. In 2018, a total of 2,824 tires for 705 service cars were given to social welfare centers nationwide. This project is also being carried out in other countries, including Hungary and Indonesia. In 2018, the number of tires donated domestically and internationally totaled 6,253.

**Tire donation**

	Korea	Indonesia Plant	Hungary Plant	Czech Republic	China HQ	Total
Number of tires	2,824	369	2,860	192	8	6,253

**Tuieum Bus** The Tuieum Bus project was launched in 2013 with the aim to provide cultural and educational opportunities and offer history and ecosystem experiences to people with mobility challenges by offering them free bus service to social welfare centers. This project includes three programs: monthly free bus service, quarterly programs on specific themes, and programs held in cooperation with organizations including the Korea Forest Service. In 2018, a total of 620 buses were used for the project, and a total of 600 will be supported in 2019.

**Fostering local community's sustainability**

We are proactively working with local communities to help resolve their most pressing issues. As part of these efforts, a social housing project is under way to support young people with housing issues, and programs for at-risk youth are being operated to help them gain their feet.

**Programs for supporting the self-reliance of at-risk youth**

In order to protect at-risk youth and help them grow into healthy members of our society, we have been offering programs since 2015. In 2018, four teenagers received barista training at Coffee Zoo, a youth self-reliance coffee shop, and two more worked at a second location. In the second location, a variety of promotions, including an exhibition and talk event, have been held since last July in an effort to increase sales. In 2019, we are planning internship programs that provide young people with opportunities to experience different jobs in their local communities.

**Social housing project**

Our social housing project was launched in 2016 to support young people to address housing issues. Since 2016, a total of sixteen social housing buildings, including eleven buildings for 145 households in 2018, were provided to 219 household. In 2019, we will increase support fund in cooperation with the Seoul Metropolitan Government to benefit a total of 250 households.



**DreamWith project**

DreamWith is a project aimed at strengthening the capacity of local communities by helping residents take the initiative in addressing childcare and youth issues. We supported 14 organizations and groups of local residents as they worked on issues including sharing childcare, transportation, and intergenerational communication. Just one year of operation has produced results in a range of areas, garnering a positive response from local communities.