

TOWARDS — SUSTAINABLE FUTURE

2025 HANSAE YES24 Group
Sustainability Report

HANSAE YES24
HOLDINGS

HANSAE
fashion worldwide

HANSAE MK

yes24

Go Beyond Education
Dong-A
Publishing

About This Report

About This Report

This report presents HANSAE YES24 Group's ESG management strategy, major achievements in the areas of environmental, social, and governance (ESG), as well as its financial performance in an integrated manner. Through this report, the Group aims to enhance transparent communication with internal and external stakeholders and demonstrate its commitment to sustainable value creation. HANSAE YES24 Group has prepared this report in accordance with the Global Reporting Initiative (GRI) Standards 2021 and the EU Corporate Sustainability Reporting Directive (CSRD), applying the concept of double materiality. The report provides a comprehensive analysis of the environmental and social impacts of business activities, along with the financial materiality of environmental and social factors, and outlines ESG activities related to material issues.

Reporting Standards

This report has been prepared in accordance with the GRI Standards 2021, the global sustainability reporting framework, and reflects the United Nations Sustainable Development Goals (UN SDGs). Financial information has been prepared based on consolidated financial statements under K-IFRS as of the fiscal year ending December 31, 2024, in line with the company's disclosure practices.

Reporting Period and Scope

The reporting period covers January 1, 2024, to December 31, 2024, with select performance data from the first half of 2025 included. To show performance trends, quantitative data from 2022 to 2024 (three years) is provided. The scope covers economic, environmental, and social topics that have a significant impact on HANSAE YES24 Group

Assurance

To ensure the accuracy, credibility, and completeness of the report and its data, independent third-party assurance was conducted by an external professional verification agency. The assurance was performed in accordance with the AA1000 Assurance Standard (AA1000AS). The assurance statement is available on p.139.

Reporting Boundaries and Changes in Reporting Information

In this report, HANSAE YES24 Group includes HANSAE YES24 HOLDINGS Co., Ltd., HANSAE CO., LTD., HANSAEMK CO., LTD., YES24, and Dong-A Publishing Co., Ltd. When referring to individual companies, they are specified by name. Any corrections to the previous sustainability report are noted in separate footnotes.

The reporting boundaries for each area are as follows. From 2024, YES24 and Dong-A Publishing Co., Ltd. have been added to the reporting boundary. As HANSAE CO., LTD. began publishing its own sustainability report in 2024, detailed quantitative and qualitative performance data for the company can be found in the "2025 HANSAE CO., LTD. Sustainability Report." In December 2024, HANSAE Mobility was incorporated as a subsidiary of HANSAE YES24 Group but is excluded from this year's report.

Environment	HANSAE YES24 HOLDINGS Co., Ltd.'s domestic operations, HANSAEMK CO., LTD.'s domestic operations, YES24's domestic operations, Dong-A Publishing Co., Ltd.'s domestic operations
Social	HANSAE YES24 HOLDINGS Co., Ltd.'s domestic operations, HANSAEMK CO., LTD.'s domestic and overseas operations, YES24's domestic operations, Dong-A Publishing Co., Ltd.'s domestic operations
Governance	HANSAE YES24 HOLDINGS Co., Ltd.'s domestic operations, HANSAEMK CO., LTD.'s domestic and overseas operations, YES24's domestic operations, Dong-A Publishing Co., Ltd.'s domestic operations

Management Information Posted on Websites

HANSAE YES24 Group discloses business-related information for investors and stakeholders annually on the official websites of each affiliate. Additional information related to this report is available on the Group's websites and the Financial Supervisory Service's disclosure platform.

	HANSAE YES24 HOLDINGS Co., Ltd. http://www.hansaeyes24.com		HANSAE CO., LTD. https://www.hansae.com
	HANSAEMK CO., LTD. http://www.hansaemk.com		Dong-A Publishing Co., Ltd. https://company.dong-a.com/main.donga
			Yes24 https://company.yes24.com

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Responsible department: Corporate Social Responsibility Team, HANSAE YES24 HOLDINGS Co., Ltd.

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Interactive PDF User Guide

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CEO Message



We remain committed to achieving sustainable growth through the global expansion of fashion and cultural content, ensuring that our corporate development aligns with the creation of social value through responsible management practices. ”

Dear Stakeholders,

In today's rapidly evolving global economic landscape, companies must continuously innovate and grow on a foundation of social responsibility. HANSAE YES24 Group is proactively responding to these changes, further advancing our ESG management to foster mutual prosperity for both business and society.

As a global fashion and cultural content enterprise, we strive to secure future growth drivers.

At HANSAE YES24 Group, we uphold our environmental and social responsibilities through a sustainable management framework, reinforcing our future growth potential. Within the fashion sector, we are driving responsible industry transformation by establishing a circular apparel system and extensively utilizing eco-friendly materials. In the content sector, we are expanding our global presence, disseminating knowledge and culture, and delivering meaningful experiences to diverse readers and customers.

We are building a management system grounded in trust for employees, suppliers, and customers.

Sustainable corporate growth is built on a foundation of trust. HANSAE YES24 Group continues to strengthen practical support measures and collaborative frameworks to meet the expectations of diverse stakeholders, including customers, employees, partners, and local communities. Moreover, to uphold responsible corporate governance, we are enhancing board independence and transparency. Driven by a highly qualified board of directors, we refine our decision-making processes and implement long-term growth strategies based on fair management principles. Our group-wide risk management system ensures consistent performance even amidst rapidly changing market conditions.

At HANSAE YES24 Group, we remain committed to achieving sustainable growth through the global expansion of fashion and cultural content, ensuring that our corporate development aligns with the creation of social value through responsible management practices.

HANSAE YES24 HOLDINGS Co., Ltd. Chairman
DONG NYUNG KIM

CEO Message



We are committed to strengthening governance through continuous AI-driven innovation and pledges to grow as a trusted company, respected by all stakeholders.

Dear Stakeholders,

I am Seok Hwan Kim, Vice Chairman of HANSAE YES24 HOLDINGS Co., Ltd.

The year 2024 was a transformative year for HANSAE YES24 Group as we pursued entry into new business areas, strengthened synergies across our affiliates, and laid the foundation for a new leap forward through an organic growth system. Amid growing global uncertainty, HANSAE YES24 Group is enhancing the competitiveness of its existing businesses while preparing for future growth by exploring new opportunities.

Strengthening Leadership in the Cultural Content Industry

Centered around YES24 and Dong-A Publishing Co., Ltd., HANSAE YES24 Group is expanding its leadership in the cultural content market through differentiated content development and enhanced digital platform competitiveness. YES24 is committed to innovating customer experiences by expanding personalized curation services and developing original content. At the same time, Dong-A Publishing Co., Ltd. is strengthening individual learning capabilities through the digitization of educational content. In particular, AI-driven recommendation systems and generative AI-powered personalized services are significantly transforming the reading and learning experience. These innovations reinforce our competitive edge both domestically and internationally through distinctive storytelling and advanced technologies.

Strategic Investments to Secure New Growth Engines

HANSAE YES24 Group views AI technology as a critical driver of future growth and is steadily expanding its investments and applications across various business segments, including fashion, culture, and content. By integrating AI, we aim to enhance operational efficiency

and create new opportunities. In particular, we are developing proprietary AI models tailored to the unique characteristics of the cultural content sector, leveraging advanced AI capabilities to improve customer service and lead new paradigms in content creation.

Looking ahead, we will build innovative AI-driven business models, share technological capabilities with industry partners, and strengthen our content partnerships to drive sustainable growth together.

Responsible Management and Maximizing Corporate Value

At HANSAE YES24 Group, ESG is a core pillar of sustainable growth, focusing on practical and accountable governance. We place particular emphasis on utilizing AI to enhance financial transparency and strengthen data-driven decision-making processes. By automating key operations, we minimize errors and bolster our risk management capacity. These efforts not only improve transparency and trust in corporate governance, but also lay the foundation for maximizing long-term corporate value and achieving sustainable growth.


HANSAE YES24 Group is committed to strengthening governance through continuous AI-driven innovation and aims to grow into a trusted company respected by all stakeholders.

Thank you.

HANSAE YES24 HOLDINGS Co., Ltd. Vice Chairman
SEOK HWAN KIM

CEO Message



HANSAEMK CO., LTD. will continue to work toward the well-being of our customers and local communities and remain dedicated to the sustainable growth and development of both business and society. 

Dear Stakeholders,

I am Ji Won Kim, CEO of HANSAEMK CO., LTD.

Thank you for your continued support. To position the company for long-term, sustainable growth, we are executing three core strategies.

Strengthening Core Brands and Optimizing the Portfolio

HANSAEMK CO., LTD. is implementing brand renewal initiatives and optimizing its portfolio to maximize brand competitiveness. We are committed to reinforcing the identity of our core brands and delivering differentiated brand experiences tailored to evolving consumer trends. To achieve this, we are establishing brand-specific strategies that span from product planning to marketing, while expanding customer touchpoints to enhance brand loyalty.

Advance ESG Management and Social Responsibility

We continue to strengthen our ESG practices and are committed to fulfilling our corporate social responsibilities. As a result, HANSAEMK CO., LTD. received an AA rating—the highest grade—in the ESG assessment for the second half of 2024 by the Korea-based evaluation agency Sustainvest. Moving forward, we will deepen our engagement with local communities, actively support the growth and development of our employees, and continue to implement sustainable business practices.

Innovation for Future Growth

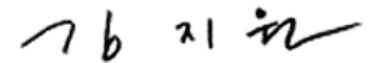
HANSAEMK CO., LTD. is taking on new challenges in pursuit of continuous growth and innovation. In 2024, we began quarterly All-Hands meetings to align our teams and refine strategy. We also successfully opened a large-format Nike Kids store as an immersive space for customer experience and are planning

further expansion. Additionally, we are preparing to launch an NBA flagship store in Seongsu-dong, Seoul to deliver an even more unique experience to our customers.

Furthermore, we aim to expand our global presence through close collaboration with our overseas subsidiaries. Notably, our brand Moimoln, now in its 11th year, has achieved over 35% growth in the Japanese market, solidifying its position as a leading K-kids brand. Building on this success, we will accelerate our global expansion efforts so that HANSAEMK CO., LTD. becomes a trusted global brand not only in Korea but also around the world.

HANSAEMK CO., LTD. will continue to work toward promoting the well-being of our customers and local communities and remain dedicated to the sustainable growth and development of both business and society.

HANSAEMK CO., LTD. CEO
JI WON KIM

A handwritten signature in black ink, appearing to read '기원' (Giwon), which is the Korean name for Ji Won Kim.

INTRODUCTION



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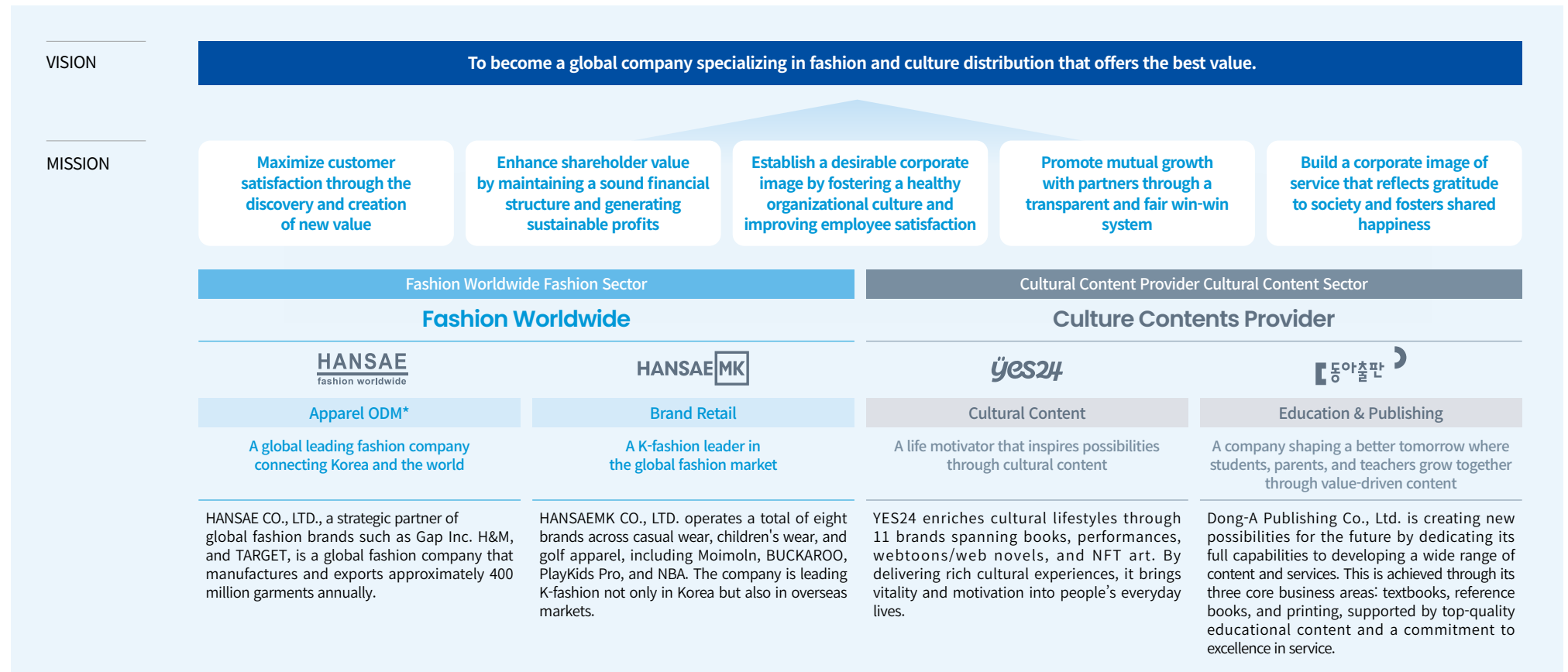


About HANSAE

HANSAE YES24 Group Vision

Led by its holding company HANSAE YES24 HOLDINGS Co., Ltd., HANSAE YES24 Group is at the forefront of fashion and cultural industries while strengthening its position in the global fashion and culture markets. In the fashion sector, HANSAE CO., LTD. —a global apparel ODM (Original Design Manufacturing)¹⁾ company—and HANSAEMK CO., LTD., which operates a portfolio of global fashion brands, are further solidifying the Group's presence in the global market. In the cultural content sector, YES24, a leading cultural content platform in Korea, and Dong-A Publishing Co., Ltd., an educational publishing company with 80 years of history is advancing the value of knowledge and culture. Going forward, HANSAE YES24 Group will continue to pursue excellence in the fashion, culture, and content industries, building a future of shared growth with customers, local communities, and suppliers, and transforming into a globally respected and trusted company.

1) ODM (Original Design Manufacturing): A company that designs and manufactures products for client brands



About HANSAE

Global Network

To support its global expansion and growth, HANSAE YES24 Group operates 50 subsidiaries in 11 countries. HANSAE CO., LTD. has established apparel manufacturing subsidiaries primarily in Southeast Asia (Vietnam, Indonesia, and Myanmar) and Central America (Nicaragua, Guatemala, and Haiti). HANSAEMK CO., LTD. operates 629 stores in Korea, as well as online and offline brand stores in Japan (23), China (140), and the United States (Amazon online store). Across all regions, HANSAE YES24 Group and its affiliates maintain close communication with global subsidiaries, continuously exploring new business opportunities and committed to delivering high-quality products and services.



About HANSAE

Heritage and Success

HANSAE YES24 Group began in 1982 as a small garment factory under HANSAE CO., LTD. and has since evolved into a global fashion exporter—estimated to be worn by one in three Americans. The Group has expanded into the cultural content market through the acquisitions of YES24 and Dong-A Publishing Co., Ltd., and strengthened its fashion brand business through HANSAEMK CO., LTD. In 2024, it further diversified its business portfolio by entering the automotive parts sector with the acquisition of HANSAE Mobility. Grounded in four core business areas—apparel ODM, cultural content, brand retail, and automotive parts—HANSAE YES24 Group is committed to continuous growth and delivering exceptional value to its customers.

Key Milestones in HANSAE YES24 Group's History

1980–1999

- Jul 1998** Acquired Nicaragua subsidiary (renamed as HANSAE International in 2013)
- Mar 1996** Established 3rd Saipan subsidiary
- Jul 1993** Registered on the over the counter (OTC) market, which was renamed KOSDAQ in 1996
- Apr 1991** Acquired 2nd Saipan subsidiary
- Jan 1988** Established the first overseas subsidiary (SAIPAN KYUNGSUH)
- Nov 1982** Established HANSAE Co., Ltd.

2000–2010

- Nov 2010** HANSAE CO., LTD. established 3rd Vietnam subsidiary (HANSAE TG)
- Nov 2009** Opened Hanoi office in Vietnam
- Jan 2009** Company restructured through a spin-off: established holding company HANSAE YES24 HOLDINGS Co., Ltd. and operating company HANSAE CO., LTD.
- Apr 2008** Listed YES24 Co., Ltd. on KOSDAQ Opened New York Design Center in the U.S.
- Aug 2007** Established Cambodia subsidiary
- Nov 2006** Launched iSTYLE24
- Established 2nd Indonesia subsidiary
- Sep 2005** Established Guatemala subsidiary
- Aug 2005** Established 1st Indonesia subsidiary
- Feb 2005** Established 2nd Vietnam subsidiary
- Nov 2004** Established China subsidiary (Qingdao HANSAE)
- May 2003** Acquired YES24 Co., Ltd.
- Mar 2001** Established 1st Vietnam subsidiary
- Jan 2000** Listed HANSAE CO., LTD. on the Korea Exchange (KRX)
- Jan 2000** Achieved USD 100 million in exports from a single factory (Saipan)

2011–Present

- Dec 2024** Acquired ERAE AMS, renamed as HANSAE Mobility Certified as a family-friendly company by the Ministry of Gender Equality and Family
- Jun 2022** Published first Sustainability Report
- Jul 2022** Merged HANSAEMK CO., LTD. and HANSAE Dreams
- Jan 2019** Established HANSAE Myanmar
- Sep 2018** Acquired BOMIN subsidiary in Indonesia
- Feb 2018** Acquired MODAS B.I.APPAREL, S.A. in Guatemala
- Opened LA Office in the U.S.
- Established PINULA sales subsidiary in the U.S.
- Jun 2017** Established Da Nang branch of the Hanoi subsidiary in Vietnam
- Oct 2016** Established Haiti subsidiary
- Opened Bentonville Office in the U.S.
- Sep 2016** Acquired equity in MKTREND (renamed as HANSAEMK CO., LTD. In 2017)
- Oct 2015** Entered Haitian market
- Apr 2015** Acquired FRJ
- Dec 2014** HANSAE CO., LTD. received USD 1 billion Export Tower on the 51st Korea Trade Day
- Oct 2014** Acquired Dong-A Publishing Co., Ltd.
- Jul 2014** HANSAE CO., LTD. acquired 2nd Myanmar subsidiary
- Feb 2014** Established fabric company Color&Touch
- Feb 2013** HANSAE CO., LTD. acquired 1st Myanmar subsidiary and fabric mill C&T Vina
- Oct 2012** Established Sourcing Office in Shanghai, China
- Aug 2011** Acquired Dreams Co.,Ltd. (renamed as HANSAE Dreams in 2014)

HANSAE YES24 HOLDINGS Co., Ltd.

HANSAE YES24
HOLDINGS

About HANSAE YES24 HOLDINGS Co., Ltd.

HANSAE YES24 HOLDINGS Co., Ltd. is a holding company established to enhance the industrial competitiveness of its affiliates in the fashion and cultural content sectors. It plays a key role in shaping management strategies and providing specialized advisory support to the Group's key subsidiaries. By tailoring growth drivers for each business unit, HANSAE YES24 HOLDINGS contributes to the Group's sustainable development and long-term value creation.

Corporate Profile

As of December 31, 2024

Name	HANSAE YES24 HOLDINGS Co., Ltd.	Number of Employees	36
Establishment Date	Nov 1982, Established HANSAE Co., Ltd. Jan 2009 Completed spin-off into HANSAE YES24 HOLDINGS (surviving entity) and HANSAE Co., Ltd. (newly established entity)	Total Assets	KRW 2,825,660 million
CEO	DONG NYUNG KIM SEOK HWAN KIM	Total Capital	KRW 994,460 million
		Address	6F, KBIZ Building, 30 Eunhaeng-ro, Yeongdeungpo-gu, Seoul, Republic of Korea

Financial Performance¹⁾

(Unit: KRW million)

Revenue	2,830,855	Operating Profit	152,255	Net Profit	24,983
2024	2,830,855	152,255	24,983		
2023	2,780,752	189,745	111,443		
2022	3,322,114	192,869	49,482		

1) Based on consolidated financial statements

Business Areas

 Overseas investment	 Market research and management consulting	 Mergers and Acquisitions(M&A)
 R&D and technology development consulting	 New business planning and promotion	 Group communications

Key Affiliates

HANSAE CO., LTD.

HANSAEMK CO., LTD.

YES24

Dong-A Publishing Co., Ltd.

HANSAE MOBILITY

M&A and New Business Expansion for Sustainable Growth

FUTURE GROWTH

HANSAE YES24 HOLDINGS is building its foundation to become a leading global enterprise by actively pursuing M&A to secure future growth engines, diversify its business portfolio, and enhance management efficiency through strategic investment and capital reallocation. To this end, the company fulfills its role as a holding company based on two core growth strategies: securing new growth drivers and strengthening the business competitiveness of its affiliates. A notable example is the Group's 2024 acquisition of HANSAE MOBILITY (formerly Erae AMS), marking its entry into the automotive parts sector. This strategic acquisition broadens the Group's historically apparel- and cultural content- focused business portfolio while supporting steady revenue growth and long-term competitiveness. HANSAE MOBILITY is a leading manufacturer of core automotive components and modules, including powertrain systems, control systems, infotainment, and autonomous driving technologies. Building on its shared foundation in manufacturing, Leveraging HANSAE YES24 Group's extensive manufacturing expertise and global network honed through decades in apparel production.

HANSAE YES24 Group's Growth Strategy

New Growth Drivers	Strengthening Affiliate Competitiveness
Pursuing proactive M&A opportunities	Investment, capital reallocation, and management efficiency
<ul style="list-style-type: none"> Expansion into the automotive parts business (HANSAE MOBILITY) Business portfolio diversification 	<ul style="list-style-type: none"> HANSAE CO., LTD.: vertical integration in Central America YES24: Strengthening content business using AI technology Dong-A Publishing Co., Ltd.: development of digital textbooks

HANSAE CO., LTD.



About HANSAE CO., LTD.

Founded in 1982, HANSAE CO., LTD. has grown into a leading global apparel export company through strategic partnerships with internationally recognized fashion brands. The company operates production facilities in Southeast Asia (Vietnam, Indonesia, and Myanmar) and Central America (Nicaragua, Guatemala, and Haiti), manufacturing apparel under both OEM¹⁾ and ODM²⁾ models.

- 1) OEM (Original Equipment Manufacturing): Manufacturing based on the buyer’s brand and specifications
- 2) ODM (Original Design Manufacturing): Manufacturing based on the producer’s own design and development

Corporate Profile		As of December 31, 2024	
Name	HANSAE CO., LTD.	Total Assets	KRW 1,424,527 million
Establishment Date	Jan 2009(Spin-off from HANSAE YES24 HOLDINGS Co., Ltd.)	Total Capital	KRW 709,666 million
CEO	IK WHAN KIM, KYUNG KIM	Address	5F, 29 Eunhaeng-ro, Yeongdeungpo-gu, Seoul, Republic of Korea
Number of Employees	23,211		

Financial Performance ¹⁾		(Unit: KRW million)	
Revenue	1,797,796	Operating Profit	142,198
Net Profit	58,382		
<div> <div>1,797,796</div> <div>2024</div> </div> <div> <div>1,708,756</div> <div>2023</div> </div> <div> <div>2,204,761</div> <div>2022</div> </div>		<div> <div>142,198</div> <div>2024</div> </div> <div> <div>168,225</div> <div>2023</div> </div> <div> <div>179,586</div> <div>2022</div> </div>	
<div> <div>58,382</div> <div>2024</div> </div> <div> <div>112,035</div> <div>2023</div> </div> <div> <div>85,635</div> <div>2022</div> </div>			

1) Based on consolidated financial statements

Business Areas

HANSAE CO., LTD. operates 13 overseas garment manufacturing subsidiaries across 7 countries, primarily in Southeast Asia and Central America. The company develops sales strategies that reflect the geographical and cultural characteristics of each production country, while consistently delivering high-quality apparel through a focus on product excellence and cost competitiveness. HANSAE CO., LTD. is also enhancing operational efficiency through vertical integration of the apparel production process. Centered on its Vietnam-based subsidiary, C&T VINA, the company develops premium fabrics and integrates them into its production system, achieving full vertical integration from fabric dyeing to garment manufacturing. By 2026, the company plans to further strengthen its vertical integration by investing in its Guatemala factory.

APPAREL ODM/OEM



- Manufactures and exports apparel through partnerships with leading fashion brands across the U.S., Europe, and Asia
- Conducts ongoing monitoring of production processes and finished products, led by the Quality Assurance (QA) team
- QA managers are stationed at each overseas subsidiary, providing structured training and on-site supervision to enhance quality reliability for global fashion clients
- Designs and develops materials and products through R&D centers in Seoul and New York

New Business Initiatives and Strengthened Vertical Integration

FUTURE GROWTH

In response to the ongoing recovery of the global economy, HANSAE CO., LTD. is pursuing stable growth by adapting to rising employment levels and increasing purchasing power. To minimize supply chain risks and enhance transparency, the company is implementing traceability technologies and reinforcing the foundation for supply chain stability. HANSAE CO., LTD. is also strengthening its global manufacturing competitiveness by expanding vertical integration, including the acquisition of the U.S.-based fabric manufacturer Texollini, the establishment of the EcoSpin yarn factory in Guatemala, and the launch of a third C&T factory in Vietnam. These initiatives are part of a mid- to long-term strategy to secure sustainable future growth by building a fully integrated supply chain from raw materials to finished products. HANSAE CO., LTD. remains committed to delivering high-quality products to all clients through a multifaceted approach.

- HANSAE CO., LTD.’s Core Strategies for Future Growth**

- Adoption of traceability technologies to ensure supply chain stability
 - Acquisitions and new factory establishments to achieve vertical integration across spinning, dyeing, and sewing

HANSAE MK



About HANSAEMK CO., LTD.

HANSAEMK CO., LTD. operates sports and street-inspired fashion brands, including BUCKAROO and NBA. In July 2022, the company expanded its portfolio into children's wear by acquiring HANSAE Dreams Co., Ltd., adding brands such as Moimoln and Playkiz Pro. Most recently, it entered the infant care segment by launching Huggies Babywear. HANSAEMK CO., LTD. is actively working to establish itself as a global fashion company by expanding consumer-tailored online and offline distribution channels, scaling up brand-specific megastores, and advancing into overseas markets including China, Japan, and the United States.

Corporate Profile

As of December 31, 2024

Name	HANSAEMK CO., LTD.	Total Assets	KRW 268,529 million
Establishment Date	Mar 1995	Total Capital	KRW 46,006 million
CEO	JI WON KIM, DONG HWAN LIM	Address	MK Building, 633 Nonhyeon-ro, Gangnam-gu, Seoul, Republic of Korea
Number of Employees	369		

Financial Performance ^{1) 2)}

(Unit: KRW million)

Revenue	256,274	Operating Profit	(21,616)	Net Profit	(39,300)
2024	256,274	(21,616)	2024	(39,300)	2024
2023	316,766	(4,219)	2023	(6,426)	2023
2022	271,480	(21,131)	2022	(37,767)	2022

1) Based on consolidated financial statements

2) '()' indicates a loss or negative value.

Business Areas



Global Fashion Brand Operations

- Domestic: 629 brand stores in Korea
- Overseas: 140 in China, 23 in Japan, U.S. (Amazon online store)



Creating Value for Customer Satisfaction

- Prioritizes customer satisfaction and pursues the 4Goodness¹⁾ principle
- 1) Good Design, Good Quality, Good Service, Good Price



Future Business Strategy

- Strengthen brand image
- Expand online mall sales
- Adopt digital systems such as RFID, big data, and smart styling tools

Our Brands



BUCKAROO



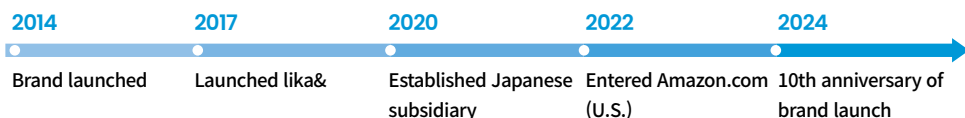
HANSAE MK

Children's Brand Moimoln



Moimoln sets itself apart in the children's apparel market by infusing the simplicity and practicality of the Nordic lifestyle, delivering products with unique design, high quality, and enhanced functionality. As the first Korean children's clothing brand to expand into four countries—Korea (Seoul), Japan (Kyoto), China (Shanghai), and the U.S. (Amazon)—Moimoln implements localized product strategies tailored to the cultural background and consumer needs of each region.

Moimoln's 10 Year History



Brand Strategy

Strengthening the Newborn Line

To broaden its appeal among newborn and infant customers, Moimoln is enhancing its newborn product line by offering products made with safe materials at reasonable prices. As of 2024, over 40% of its products are made with eco-certified materials, and half of these carry official eco-labels. With the goal of "ensuring every mother in Korea experiences Moimoln," the brand is steadily expanding its presence both domestically and globally in the children's apparel market.

Enhancing the Customer Experience

Moimoln is expanding into the lifestyle segment. Through collaborations with brands such as OYOY, Villada, and igor, it has introduced lifestyle goods and footwear. In partnership with YES24, Moimoln also plans to create reading corners and play zones in stores to provide a more family-friendly shopping experience.

Moimoln 2024 Highlights

- Strengthened its position as a global fashion brand through 10th anniversary marketing campaigns
- Achieved a 36% year-over-year increase in sales at its Japanese subsidiary
- Continued global expansion, including entry into Amazon.com (U.S.)

Imported Children's Brand Playkiz Pro



Playkiz Pro is the first and only multi-brand sportswear retailer dedicated exclusively to kids, offering apparel designed to support comfortable, full-body movement. The brand is actively expanding its presence in the premium children's sports fashion market by focusing on leading American sportswear brands such as Nike, Jordan, Converse, and Hurley.

Brand Strategy

Mega Store Launch

Playkiz Pro opened a 90-pyeong (approx. 297m²) Nike Play Lab mega store at the Lotte Premium Outlets Giheung branch, featuring family-oriented experiential content that encourages physical activities such as sliding, jumping, and hopping. This initiative fostered a family-friendly shopping environment and strengthened brand loyalty. As a result, increased customer dwell time and repeat visits led to a more than threefold increase in sales.



Nike Play Lab Mega Store at Lotte Premium Outlets Giheung

Expanding Customer Engagement Events

Playkiz Pro promotes community development and healthy youth sports culture through its kids' soccer festival. Held twice a year, the festival offers children opportunities to play soccer and stay physically active. These experience-based programs reinforce the brand's image as a provider of high-performance activewear and reinforce its commitment to a healthy lifestyle. Playkiz Pro plans to expand family-oriented events, such as family marathons, to further promote healthy living.



Playkiz Pro Kids Soccer Festival

Playkiz Pro 2024 Highlights

- Expanded customer interaction and engagement through experience-based store formats
- Strengthened brand image and enhanced family customer loyalty through the Playkiz Pro Kids Soccer Festival

HANSAE MK

Imported Children's Brand Huggies Babywear



Huggies Babywear, newly launched in Korea in 2024, aims to introduce high-quality organic cotton products to the market, drawing on the brand's accumulated experience and expertise in the diaper and baby care industry. Its core offering is a line of innerwear for newborns aged 0 to 24 months, made with 100% organic cotton and premium, soft-textured fabrics that provide comfort for sensitive baby skin. Under the concept of "Happy, Healthy, Huggable," the brand embodies its core values of trust and care through its apparel and is committed to evolving into a comprehensive baby total care brand through quality-driven products.

Brand Strategy

Design Aligned with Infant Development

For the S/S 2025 season, Huggies Babywear launched two new collections—"Forest Friends" and "Turn Me Around"—combining functional utility with creative, original designs. The Turn Me Around product, in particular, emphasizes comfortable and functional materials and thoughtful construction designed for babies who enjoy rolling over. Huggies Babywear will continue to provide high-quality products tailored to newborn growth at reasonable prices, while strengthening its position as a total baby care brand through global partnerships in the infant and toddler market.

Expanding Product Trial Opportunities

Huggies Babywear currently offers its products through HANSAEMK's e-commerce platform Style24 and Yuhan-Kimberly's official online store, momQ. To introduce safe, trusted products to a broader audience, the brand plans to expand its distribution channels. In celebration of its launch, Huggies Babywear has launched a product trial program and actively incorporates real user feedback into marketing and product planning, deepening its consumer engagement and enhancing product experience touchpoint.



Casual Brand BUCKAROO

BUCKAROO



BUCKAROO is one of Korea's leading premium vintage casual brands with a 20-year history. Specializing in vintage styles and denim, the brand emphasizes high-quality materials through bold washes, selvedge finishes, and painted designs, continually reinforcing its brand identity. Recently, BUCKAROO has expanded its influencer marketing efforts and launched a brand refresh aimed at consumers in their 20s and 30s. Beginning in March of this year, BUCKAROO plans to increase its store count to over 80 through pop-up stores, while continuing to broaden customer engagement across various sales platforms such as Style24 and Musinsa.

Brand Strategy

Incorporating Customer Feedback

BUCKAROO actively incorporates customer feedback into product planning and marketing. Input is gathered through various channels, including VOC (Voice of Customer) reports from store staff, feedback from manager meetings, online comment monitoring, and product reviews from the Musinsa trial program. In addition, through comprehensive market research, BUCKAROO analyzes customer insights not only from its own brand but also from competing denim brands, continuously developing denim fits tailored to Korean consumers. The brand seeks to blend classic vintage elements with modern design sensibilities.

Brand Renewal

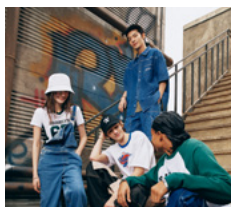
BUCKAROO is pursuing a brand renewal aimed at Millennials and Gen Z, elevating its refined vintage style and reinterpreting its brand identity with a modern perspective. The brand is expanding digital marketing initiatives through exclusive collaborations with Musinsa, product trial programs, lookbooks, and influencer campaigns, strengthening synergy with online channels. BUCKAROO also operates pop-up stores in areas popular among younger customers and is renovating existing stores to create a more stylish and engaging shopping experience, supporting both increased brand recognition and the expansion of its customer base.

BUCKAROO 2024 Highlights

- Brand Refresh: Reinforced a refined vintage aesthetic to build a younger and more dynamic brand image
- Expanded Customer Interaction: Opened pop-up stores and renovated key urban locations to increase customer touchpoints
- Brand Renewal: Pursued holistic brand updates aimed at driving sales growth and enhancing customer satisfaction

HANSAE MK

Casual Brand NBA



NBA is a street casual brand that launched in Korea in 2011 through a licensing agreement between HANSAEMK CO., LTD. and the National Basketball Association (NBA). Drawing inspiration from legendary basketball teams such as the Chicago Bulls and Golden State Warriors, the brand delivers a unique style that blends sports and street culture. In Korea, NBA offers a wide range of casual apparel, including t-shirts, pants, and jackets, targeted at younger consumers. Through its flagship stores, the brand is expanding its unique style by merging sports, fashion, and cultural experiences.

Brand Strategy

Engaging Teen and Young Adult Consumers

NBA is strengthening brand awareness and affinity among consumers in their teens and twenties. In 2025, the brand opened a flagship store in Seongsu-dong that blended modern aesthetics with a nostalgic 1980s atmosphere. The space featured basketball hoops and photo zones, offering an immersive experience where visitors could directly engage with NBA culture. NBA is also enhancing digital communication through Instagram marketing and influencer collaborations.

Dream Team Promotion and IP Strategy

In parallel with the 2024 Paris Olympics, NBA launched its “Dream Team Support” promotion, engaging hundreds of participants and generating strong support through campaigns tied to the All-Star Game and Finals. The brand also leverages a rich portfolio of team logos and character IP assets to strengthen its distinct brand value and appeal.

Global Expansion and Product Diversification Strategy

NBA is preparing to grow into a global brand by entering Southeast Asian markets and aims to differentiate itself with a unique brand identity that integrates Korean aesthetics and design. In Korea, the brand is strengthening its accessory categories, such as footwear and bags, to drive domestic sales growth. It is also striving to expand its product line specifically tailored for women, broadening its appeal beyond its traditionally male customer base. Through these efforts, NBA seeks to expand its consumer base and further enhance brand competitiveness.

NBA 2024 Highlights

- Strengthened customer engagement through expanded product lines and game-related promotions rooted in brand equity and heritage
- Developed strategies to retain existing customers and attract new ones through sustained engagement
- Promoted ethical production practices, including the use of Responsible Down Standard (RDS)-certified down to build consumer trust

Children’s Brand NBA Kids



NBA Kids is a children’s streetwear brand that offers stylish apparel for ages 4 to 12, inspired by the heritage of National Basketball Association (NBA) teams. Combining activity-friendly functionality with fashion-forward design, NBA Kids is rapidly expanding in the global market. Since launching its first standalone store in Korea in February 2019, the brand has set a new standard in the children’s wear market in Korea, emphasizing NBA’s active sportiness and presenting a unique, stylish aesthetic.

Brand Strategy

Developing Distinctive Products Reflecting Basketball Identity

NBA Kids delivers dynamic streetwear for children that blends the energy of basketball with the brand’s identity, delivering designs that balance functionality and style. By incorporating basketball-inspired aesthetics and performance materials, the brand creates products that are both practical and expressive. NBA Kids plans to further strengthen its brand identity by leveraging a wide range of intellectual property (IP) assets

Expanding Experiential Marketing and Brand Engagement

NBA Kids is enhancing consumer engagement by expanding offline experiences through premium outlet events and collaborations with basketball clubs. The brand also operates the “NBA Rookie Supporters” program, providing young consumers with opportunities to try products and participate in basketball classes. To date, 40 children have taken part, contributing to increased brand affinity.

Product Diversification and Adaptation to Consumer Trends

To meet evolving consumer needs and trends in the children’s apparel market, NBA Kids is expanding its product portfolio with a focus on footwear products. One standout item is “NBA POP,” a customizable accessory line inspired by the shoe-decorating trend. Featuring NBA team logo designs, these accessories allow children to express their individuality and creativity, and have received highly positive feedback. Since its launch in 2022, the product line has grown significantly, and is projected to account for approximately 20% of the merchandising mix by 2026. NBA Kids is also implementing strategies to attract new customers and encourage repeat purchases.

NBA Kids 2024 Highlights

- Expanded product line and variety in the footwear category following its official launch in 2022 and full-scale sales rollout in 2024

HANSAE MK

2024 ESG Highlights by HANSAE MK Brand

Moimoln

Expansion of Eco-Friendly Materials in the ReRe (Reduce & Recycle) Line

Moimoln continues to present its ReRe (Reduce & Recycle) Line products each year as part of its commitment to building a healthier future for children. The product line features eco-friendly materials such as bamboo fiber, modal, and organic cotton. To support environmentally-conscious consumption without placing a financial strain on consumers, Moimoln is steadily expanding its ReRe Line. Starting with its down products, the brand has broadened the product range to include synthetic fiber outerwear, supporting children's healthy development through sustainable choices.

ReRe synthetic fiber jackets



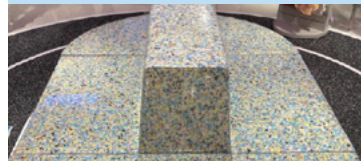
Product expansion
from down jackets to synthetic
fiber outerwear

Playkiz Pro

Eco-Friendly Materials in Experiential Store Design

Playkiz Pro integrates upcycled materials into its store interiors to contribute to a healthier future for children. In 2025, 21 stores featured interior elements made from upcycled materials, such as fiber panels produced from textile waste and recycled products like Marble sponge. These efforts enhanced the uniqueness and eco-friendly image of retail spaces, while contributing to resource conservation by promoting waste recycling.

Marblesponge elements used in store interiors



60 styles
across 21 stores

BUCKAROO

Sustainable Processing and Consumer Choice

To enable eco-conscious denim production, BUCKAROO applies laser and ozone washing techniques that require no water or chemicals. The brand also continues to introduce products made with alternative materials such as organic cotton, recycled denim, and PrimaLoft. As of 2024, eco-friendly products accounted for approximately 20% of BUCKAROO's total product lineup. Furthermore, BUCKAROO promotes sustainable consumption by offering durable products designed for long-term use, helping to reduce resource waste and supporting more responsible consumer choices.

BUCKAROO ECO Collection



20%
of total product offerings

NBA

Ethical Production Aligned with Brand Values

NBA is committed to ethical production in line with its core values of fair competition and respect. The brand applies Responsible Down Standard (RDS)-certified down in consideration of animal welfare, promoting a culture of responsible consumption that aligns with its identity and ESG values.

NBA RDS-certified Puffer



Expanded use of
RDS-certified down

NBA Kids

Use of Sustainable Materials for Customer Satisfaction

NBA Kids uses Sorona, a bio-based fiber derived from plants, to deliver both functionality and environmental value. As part of its footwear category expansion strategy, NBA Kids conducted a 2025 customer satisfaction survey that found 80% of the respondents were "very satisfied," and 20% were "satisfied," highlighting the brand's quality competitiveness and enhanced customer experience.

Footwear Expansion



Overall customer satisfaction for footwear
purchases:
100% satisfied

YES24



About YES24

As Korea's first online bookstore, YES24 has maintained its position as the nation's leading online bookstore since its launch in 1999, supported by the country's largest logistics center and a commitment to providing personalized delivery services. The company has also strengthened customer engagement by expanding its offline presence. Starting with "YES24 Gangnam" in 2016, it now operates six secondhand bookstores across major cities, enhancing communication with customers across both online and offline channels. Going forward, YES24 aims to evolve into Korea's leading cultural content platform by leveraging its expertise in book distribution and business capabilities. The company plans to expand its offerings to include not only books, but also performances, webtoons and web novels, and art-tech platforms, delivering a broad spectrum of cultural and artistic content.

Corporate Profile

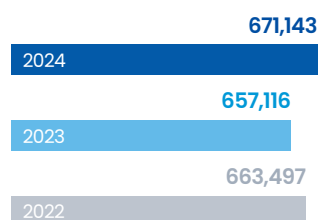
As of December 31, 2024

Name	YES24	Total Assets	KRW 434,667 million
Establishment Date	Jun 1998	Total Capital	KRW 434,667 million
CEO	SEOK HWAN KIM, SERA CHOI	Address	5-6F, 11 Eunhaeng-ro, Yeongdeungpogu, Seoul, Republic of Korea
Number of Employees	461		

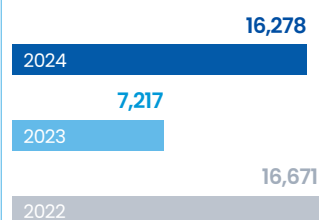
Financial Performance ¹⁾

(Unit: KRW million)

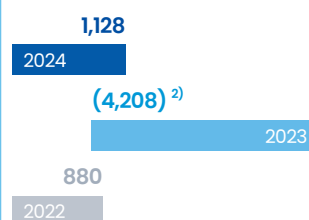
Revenue **671,143**



Operating Profit **16,278**



Net Profit **1,128**



1) Figures in parentheses indicate losses

2) '()' indicates a loss or negative value.

Business Areas

Book Distribution

- Strengthening delivery competitiveness through logistics centers in Paju and Daegu

- Implementation of the convenient payment system "sey pay"
- Operation of offline used/new bookstores

Digital Content

- Operation of subscription service "Crema Club"
- Operation of the reader community service "Sarak"

- Launch of the dedicated e-book reader "Crema" series
- YNK Media, BOOKPAL

Entertainment

- Performance ticket reservation services
- Distribution of music (CD, LP) and DVDs

- Performance venue operation and rental services
 - YES24 Live Hall (Gwangjin-gu)
 - YES24 Stage, Art One Theater (Daehak-ro)

Content & Campaigns

- Publication of the culture magazine "Channel YES"
- Operation of children's book review contests

- YES24 YouTube channel Events introducing emerging Korean literary authors

Art Community

- Operation of the art-tech platform "Artipio"

- Issuance of art investment contract securities

Building a Smart Fulfillment Center for Future Logistics Innovation

FUTURE GROWTH

YES24 is developing the Paju Smart Fulfillment Center (SFC) as cornerstone of its sustainable growth. Designed to be Korea's largest dedicated book logistics center, the YES24 SFC will have the capacity to handle 280,000 inbound books, 200,000 outbound books, and storing up 4.5 million books daily. The center will deploy 544 autonomous mobile robots (AMRs)- the largest number ever deployed at a single facility in East Asia and implement a goods-to-person (GTP) automated picking system to reduce manual movement and enhance logistics efficiency.

The center will also incorporate advanced IT systems, including a Robot Management System (RMS), 3D monitoring system, and integrated logistics information system. These technologies will support energy savings, operational optimization, reduced physical workload, and enhanced workplace safety, thereby creating a cutting-edge smart logistics environment that can deliver ESG value.

More than just a logistics hub, YES24's SFC will serve as a future-oriented innovation model that integrates data-driven operations and automation. It will enable faster and more accurate service for customers while enhancing corporate sustainability and competitiveness through an eco-friendly and efficient logistics system.

Dong-A Publishing



About Dong-A Publishing Co., Ltd.

Dong-A Publishing Co., Ltd. has been a prominent leader in educational content development in Korea for over 80 years, drawing on its extensive experience in the field of educational publishing. The company is known for producing iconic titles such as Dong-A Workbook, a staple in Korean education. Today, Dong-A Publishing embraces the digital era by developing AI-powered digital textbooks and delivering high-quality educational content through platforms like Douclass and T Dong-A., which support teaching and learning for educators. As a pioneer in future-oriented education, the company continues to lead the transformation of the education paradigm. Furthermore, Dong-A Publishing values upholds four core pillars—content, brand, people, and culture—and is committed to fulfilling its corporate social responsibility to contribute to the sustainable growth and development of society.

Corporate Profile

As of December 31, 2024

Name	Dong-A Publishing Co., Ltd.	Total Assets	KRW 175,694 million
Establishment Date	Oct 2008	Total Capital	KRW 99,367 million
CEO	WOOK SANG LEE	Address	30 Eunhaeng-ro, Yeongdeungpo-gu, Seoul, Republic of Korea
Number of Employees	402		

Financial Performance ¹⁾

(Unit: KRW million)

Revenue **112,000**

Operating Profit **15,620**

Net Profit **12,663**

2024	112,000	15,620	12,663
2023	105,051	17,105	11,308
2022	107,679	17,116	10,365

1) Based on consolidated financial statements.

Business Areas

Dong-A Publishing Co., Ltd. operates across three core areas: educational publishing, digital content, and printing. In the educational publishing sector, Dong-A Publishing develops and publishes a wide range of learning materials, including elementary, middle, and high school textbooks and reference books. In the digital content sector, the company provides advanced educational content such as AI-powered learning platforms and digital textbooks. In the printing sector, Dong-A Publishing produces and delivers printed materials including textbooks, reference books, and dictionaries, as well as local and international fashion magazines, calendars, and catalogs.

Educational Publishing

- Textbooks: Developed over 100 approved textbooks, aligned with the 2022 Revised National curriculum
- Reference Books: Focusing on subject-specific branding and fostering core reference book brands

Digital Content

- Learning Platforms: Developed 'Douclass', a teaching and learning platform for schoolteachers; advancing service capabilities with AI and other edtech solutions

Printing

- Produces high-quality printed materials, including textbooks, reference books, dictionaries, as well as local and international fashion magazines, calendars, and catalogs, leveraging advanced printing technology.

Creating an Inclusive and Sustainable Learning Environment through AI-Powered Digital Textbooks

FUTURE GROWTH

In keeping with the era of digital transformation, Dong-A Publishing is strategically expanding its AI-powered digital textbook and reference book business. The company's AI powered digital textbooks support mastery learning by aligning with the full learning flow—pre-assessment, core instruction, post-assessment, and supplemental learning—while offering personalized learning paths tailored to each student's level. This AI-enabled system enhances classroom efficiency for teachers and helps address the widening learning gap exacerbated by COVID-19, contributing to a more equitable and accessible educational environment. These efforts reflect Dong-A Publishing's commitment to building a sustainable education system that improves inclusivity and access.

Looking ahead, the company will continue to expand its people-centered, inclusive, and responsible approach to educational innovation by developing its own digital platform and pursuing strategic partnerships with major EdTech firms, ultimately contributing to a more sustainable learning ecosystem for future generations.

Dong-A Publishing's Core Strategies for Future Growth

- Build a knowledge map through equity investment in AI engine companies
- Introduce proven digital content authoring tools through partnerships with leading EdTech companies in Europe and beyond
- Apply AI-powered language learning solutions from language education specialists to deliver personalized instruction

ESG STRATEGY



21 HANSAE YES24 Group ESG Vision

23 2024 ESG Highlights

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24 Stakeholder Communication

HANSAE YES24 Group ESG Vision

HANSAE YES24 Group is putting its ESG vision, “Towards a Sustainable Future,” into practice by advancing differentiated ESG management. The Group has established clear strategies and medium- to long-term goals across the environmental, social, and governance areas, embedding ESG values into its overall business decision-making to ensure these values are fully integrated into its core strategy. In 2024, major affiliates, including HANSAE CO., LTD., HANSAEMK CO., LTD., YES24, and Dong-A Publishing Co., Ltd., expanded employment opportunities for people with disabilities to enhance organizational diversity. Notably, HANSAE CO., LTD. implemented a third-party verification system for greenhouse gas emissions, establishing a forward-looking climate response framework. HANSAE YES24 Group will continue to strengthen and systematize its ESG vision and strategy to build a more robust and advanced sustainability management system.

Business
Vision

To become a global company specializing in fashion and culture distribution that offers the best value.

ESG Vision

Towards Sustainable Future

HANSAE YES24 Group is moving towards a better future grounded in sustainable performance.

Strategic
Directions



Towards Eco-Green

A Company for Green Growth

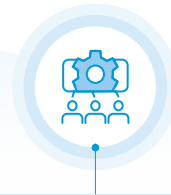
HANSAE YES24 Group is committed to practicing eco-friendly management through proactive climate action.



Towards Inclusivity

A Company of Harmony

HANSAE YES24 Group will expand the value of collaboration to achieve mutual growth.



Towards Transparency

A Company of Transparency

HANSAE YES24 Group will become a trusted company for all stakeholders by ensuring transparent corporate governance.

Three Strategic
Pillars

Promoting green management that enhances quality of life

Expanding the value of diversity, equity, and inclusion

Establishing Sustainable ESG Governance

Strategic
Initiatives

Measuring group-wide GHG emissions

Establishing human rights management systems at workplaces

Establishing and managing an ESG information disclosure system

Defining eco-friendly green businesses and expanding related investment

Expanding diversity, equity, and inclusion for employees

Establishing group-wide ESG promotion strategies and implementation systems

Assessing eco-friendly transition risks in the supply chain

Fostering an ESG management culture (ESG integration)

Establishing a compensation system linked to ESG performance

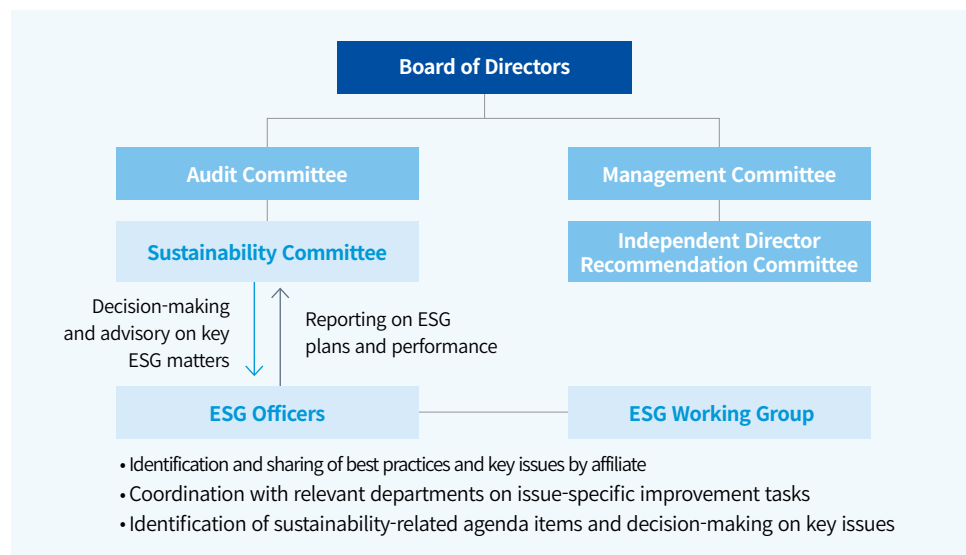
HANSAE YES24 Group ESG Management Framework

HANSAE YES24 Group has established a structured, group-wide ESG governance framework to enhance strategic decision-making for sustainable growth and strengthen ESG leadership. Led by the holding company HANSAE YES24 HOLDINGS Co., Ltd., key affiliates such as HANSAE CO., LTD. and HANSAEMK CO., LTD. have each formed a Sustainability Committee under their boards of directors to deliberate and decide on ESG strategies and key agenda items.

The Sustainability Management Committee provides medium- to long-term directions for ESG management and acts as the central coordinating body, ensuring the effective implementation of corporate sustainability through proactive risk management and regular ESG performance reporting to the Board of Directors. Furthermore, ESG plans, and performance are regularly shared through the ESG officers and working-level consultative bodies at each affiliate, while interdepartmental collaboration facilitates the identification of ESG issues, discussion of improvement initiatives, and formulation of implementation measures.

The group-level ESG governance framework goes beyond execution, integrating ESG values comprehensively into overall corporate strategy under board-led leadership. HANSAE YES24 Group will continue to manage ESG agendas that reflect industry-specific characteristics and stakeholder expectations, fulfilling its commitment to a sustainable future for both the company and society.

Reporting Structure



HANSAE YES24 HOLDINGS Co., Ltd Sustainability Committee Composition ¹⁾

Committee	Type	Name	Title	Responsibilities and Authority
Sustainability Committee	Independent Director	HA WOOK LEE	Chair	<ul style="list-style-type: none">• Establishing sustainability strategies and plans• Reviewing key sustainability issues• Reviewing and managing major risk factors• Other matters deemed necessary in relation to sustainability management
Sustainability Committee	Independent Director	KI HWA LEE	Member	
Sustainability Committee	Independent Director	KYUNG TAEK KO	Member	
Sustainability Committee	Executive Director	SEOK HWAN KIM	Member	
Sustainability Committee	Executive Director	IK WHAN KIM	Member	
Sustainability Committee	Executive Director	JI WON KIM	Member	

1) On February 7, 2025, Executive Director CHAN HO HA voluntarily resigned due to personal reasons, and HA WOOK LEE was newly appointed.

Key Activities of the HANSAE YES24 HOLDINGS Sustainability Committee in 2024

Date	Agenda Item	Resolution
Feb 22, 2024	2023 ESG Management Review	Reported
	2024 ESG Management Plan	Reported
May 14, 2024	2024 Materiality Assessment Report	Reported
Aug 9, 2024	2024 Sustainability Report Public	Reported
	2024 ESG Management Review action	Reported
Nov 11, 2024	2024 ESG Assessment Results and Response Measures	Reported
	Group-wide Risk Management Report	Reported

2024 ESG Highlights

HANSAE YES24 Group is committed to building a better future by generating sustainable value. Since the publication of its first group-wide sustainability report in 2022, the Group has been building a sustainable business model that delivers trusted quality and services to customers, creates social value, and contributes positively to both industry and society.

Implementing Green Management to Enhance Quality of Life

Eco-friendly products

Applied to 153 styles



HANSAEMK CO., LTD.

Sustainable printing

FSC® C004831

Maintained soy ink certifications



Dong-A Publishing Co., Ltd.

Climate action

Joined Science Based Targets initiative (SBTi)



HANSAEMK CO., LTD.

Expanding the Value of Diversity and Inclusion

Family-Friendly

Certification 4 affiliates certified



HANSAE CO., LTD.

HANSAEMK CO., LTD.

YES24

Dong-A Publishing Co., Ltd.

Reducing workplace safety risks

Conducted risk assessments across business sites



HANSAEMK CO., LTD.

Dong-A Publishing Co., Ltd.

“Universe and Me Ensemble” concert for employees with disabilities

Held twice annually



HANSAEMK CO., LTD.

Establishing Sustainable ESG Governance

Anti-corruption risk assessment

Conducted at 3 affiliates



HANSAE YES24 HOLDINGS Co., Ltd

HANSAE CO., LTD.

HANSAEMK CO., LTD.

Ethical management system

Group-wide operation of code of ethics and code of conduct



HANSAE YES24 HOLDINGS Co., Ltd

HANSAE CO., LTD.

HANSAEMK CO., LTD.

YES24

Dong-A Publishing Co., Ltd.

Improved ESG rating

Achieved A rating from Korea Institute of Corporate Governance and Sustainability Integrated Grade A



HANSAE YES24 HOLDINGS Co., Ltd

HANSAE CO., LTD.

Selected as

Best ESG Company by Sustainvest



HANSAE CO., LTD.

Stakeholder Communication

HANSAE YES24 Group is expanding engagement with stakeholder groups that significantly impact on its overall business operations, in pursuit of its vision to become a leading fashion and cultural content distribution company delivering the highest value. We identify customers, shareholders and investors, suppliers, affiliates, employees, government entities, and local communities as our key stakeholders. Each year, we systematically gather and analyze the key expectations of each stakeholder group and strive to incorporate them into our business strategies.

Definition and Engagement Activities for Key Stakeholders of HANSAE YES24 Group

Category	Definition	Interests and Issues	Engagement and Communication Channels	Key Activities
Customers	Individuals and businesses that purchase or use our products and services	<ul style="list-style-type: none"> Customer satisfaction and value enhancement Delivery of high-quality products and services Protection of customer data and interests 	<ul style="list-style-type: none"> Website Customer Service Center Social media Mobile applications 	<ul style="list-style-type: none"> Marketing and sales activities Response to customer complaints
Shareholders & Investors	Shareholders and institutional investors with financial interests in business performance	<ul style="list-style-type: none"> Enhancing shareholder value Transparent governance and efficient capital management Risk management and securing growth drivers 	<ul style="list-style-type: none"> General Shareholders' Meeting Investor Relations (IR) activities Regulatory disclosures 	<ul style="list-style-type: none"> Publicly disclosing financial performance Holding annual general meetings to ensure transparent decision-making Sharing business performance through investor presentations
Supply Chain	External partners and suppliers involved across the value chain, including production and distribution	<ul style="list-style-type: none"> Ensuring transparent and fair transactions Promoting mutual growth based on trust and collaboration 	<ul style="list-style-type: none"> Supplier roundtables Grievance channel and supplier engagement platform 	<ul style="list-style-type: none"> Operation and resolution through grievance-handling systems Supplier Code of Conduct
Affiliates	Subsidiaries and affiliates under HANSAE YES24 HOLDINGS Co., Ltd.	<ul style="list-style-type: none"> Aligning with group-level operational direction Sharing information among affiliates Ensuring fair transactions 	<ul style="list-style-type: none"> Regular meetings ESG working-level consultative body Group Code of Conduct 	<ul style="list-style-type: none"> Town hall meetings Sustainability Committee activities
Employees	Members who contribute to the operation and growth of HANSAE YES24 Group	<ul style="list-style-type: none"> Establishing a safe and healthy work environment Providing opportunities for personal and professional development Fair and transparent performance evaluation and compensation 	<ul style="list-style-type: none"> Groupware In-house newsletter (HANSAE:IN) Labor-management council Grievance handling system 	<ul style="list-style-type: none"> Educational support for employee development Fair performance evaluations and compensation A variety of employee benefits programs
Government	Administrative and public institutions that legislate and regulate business operations	<ul style="list-style-type: none"> Ethical management through regulatory compliance Job creation Responsible tax practices 	<ul style="list-style-type: none"> Policy briefings and seminars Website Regulatory disclosures 	<ul style="list-style-type: none"> Responsible tax payment Contributing to job creation by providing quality employment
Local Communities	Local residents, organizations, and public institutions where we operate	<ul style="list-style-type: none"> Contributing to local community development and engagement Sharing benefits through social contribution activities 	<ul style="list-style-type: none"> Website Press releases Community councils and forums 	<ul style="list-style-type: none"> Investment and collaboration for community development

2024 STAKEHOLDER COMMUNICATION HIGHLIGHT



In 2024, HANSAE YES24 Group held a global investor relations (IR) event in Ho Chi Minh City, Vietnam, where it directly presented its new growth strategies and vision to global stakeholders. Hosting the event in Vietnam, the location of HANSAE CO., LTD.'s largest manufacturing base, served to strengthen trust with the company's key production country and provided an opportunity to enhance communication with local subsidiaries, partners, and clients. Senior executives from HANSAE YES24 Group participated in the event to share the Group's growth plans across its core business areas, including fashion, cultural content, and education. They emphasized the Group's commitment to sustainable growth through proactive M&A and the expansion of global strategic assets. HANSAE YES24 Group will continue to actively seek ways to enhance engagement with investors and global partners, further strengthening long-term relationships.

MATERIAL TOPIC MANAGEMENT

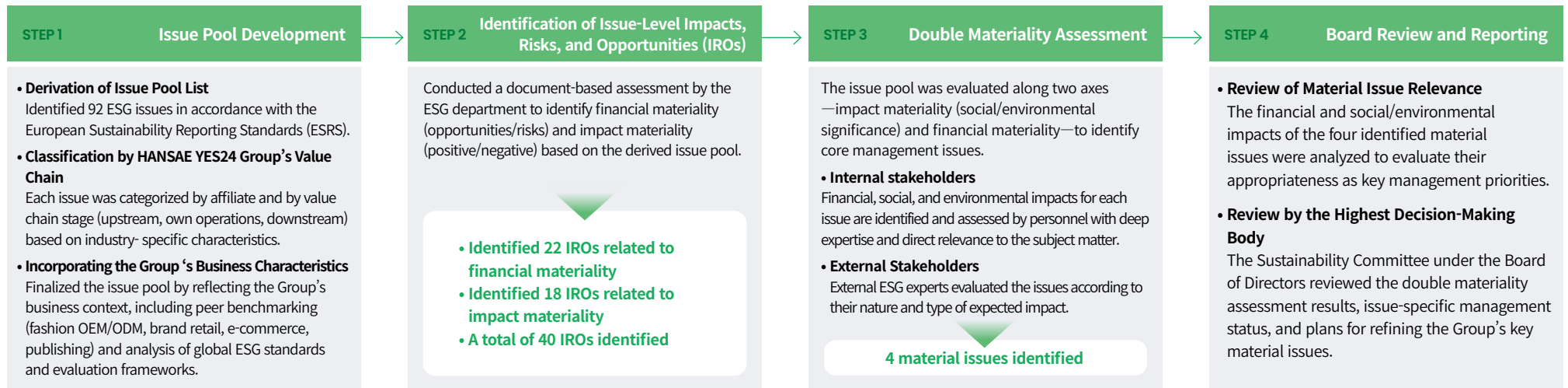


Materiality Assessment

Double Materiality Assessment

HANSAE YES24 Group conducts an annual double materiality assessment to transparently disclose its ESG-related management activities and performance to stakeholders. Based on the results, executive leadership reviews and advances its sustainability strategies in response to material issues. The Group's double materiality assessment is conducted in alignment with the European Financial Reporting Advisory Group (EFRAG)'s European Sustainability Reporting Standards (ESRS) implementation guidance. It evaluates both impact materiality—the positive and negative effects of corporate activities on society and the environment—and financial materiality—the extent to which external sustainability factors affect the company's financial position. Through the double materiality assessment, the Group identified ESG issues that require priority action at the group level and determined key issues to be managed by each affiliate based on their respective industries. HANSAE YES24 Group will continue to refine its materiality assessment framework in alignment with global disclosure standards and link identified material topics to strategic initiatives to drive meaningful improvements.

Double Materiality Assessment Process



Overview of Assessment Methodology

Assessment Method	<ul style="list-style-type: none"> • In-depth survey assessment • A 5-point scale survey conducted for each IRO based on interviews conducted during the IRO identification process.
Assessment Subjects	<ul style="list-style-type: none"> • Internal and external stakeholder composition by issue • Includes internal working-level staff and managers for each issue, as well as external experts in relevant fields.
Issue Pool Selection Method	<ul style="list-style-type: none"> • The issue pool is finalized by developing a long list based on ESRS sub-(sub) level topics, segmenting industries according to the value chain, and analyzing peer companies, ESG standards, and evaluation frameworks.

Assessment Factors

Financial Materiality Assessment Factors	Opportunity	Likelihood (timing), impact if materialized (magnitude/scope)
	Risk	
Impact Materiality Assessment Factors	Positive	Likelihood (timing), impact if materialized (magnitude/scope)
	Negative	Likelihood (timing), impact if materialized (magnitude/scope, irreversibility)

HANSAE YES24 Group Material Topics

Double Materiality Assessment Results

HANSAE YES24 Group recognizes topics that exceed defined thresholds for both financial and social/environmental impacts as material issues. The Group comprises diverse industries including fashion, apparel OEM/ODM, cultural content, and publishing, and plans to expand its management approach across the entire value chain. This approach will consider industry-specific priorities such as climate change, environmentally friendly products, human rights, and supply chain practices.

HANSAE YES24 Group's Material Issue Management Status

ESG	Topic	Impact Assessment		HANSAE YES24 Group's Response
		Type	IRO Description	
E	Eco-friendly Products	Positive	The expansion of eco-conscious products using sustainable raw materials across apparel brands and online platforms is promoting green consumption and activating the relevant markets, thereby accelerating the industry's green transition.	HANSAE YES24 Group is enhancing the use of sustainable raw materials and expanding eco-friendly product lines across its affiliates. For example, Moimoln, the infant and children's wear brand of HANSAEMK CO., LTD., produces over 40% of its products using eco-certified materials and attaches certified eco-labels to build consumer trust. YES24 is also contributing to the spread of sustainable consumption trends by expanding lifestyle product lines made from eco-friendly materials under its in-house reading accessories brand "re:ssence."
		Risk	Due to geopolitical uncertainties and evolving climate regulations, rising prices of energy and raw materials (e.g., wood, textile fibers) may increase production costs and operating expenses.	To manage global supply chain instability and raw material price volatility, HANSAE YES24 Group is restructuring its procurement and production strategies by industry. In preparation for sharp increases in the prices of key raw materials such as textiles, the Group proactively secures critical supplies. For example, HANSAEMK CO., LTD. participates in trade fairs to diversify sourcing channels and continues efforts to deliver high-quality products at reasonable prices.
	Climate Action	Positive	Through activities such as logistics system optimization and expanded use of eco-friendly materials, aligned with the Group's 2050 carbon neutrality roadmap, HANSAE YES24 Group is contributing to reducing the industry's carbon footprint.	To achieve its 2050 net-zero target, HANSAE YES24 Group is sequentially establishing and managing climate strategies tailored to each affiliate's industry characteristics. Notably, HANSAE CO., LTD. plans to join the Science Based Targets initiative (SBTi) in 2025 to set GHG reduction targets and further enhance its climate action efforts.
		Risk	Financial costs associated with greenhouse gas emissions analysis and actual reduction efforts may arise as part of carbon mitigation obligations.	HANSAE YES24 Group manages the financial impact of greenhouse gas emissions through quantitative emissions analysis and science-based reduction strategies. HANSAE CO., LTD. will set reduction targets and begin full implementation of Scope 1 and 2 emissions management in 2025 upon joining the SBTi. YES24 is reducing indirect emissions in logistics by automating its logistics system and adopting custom packaging technology, while Dong-A Publishing is enhancing eco-friendly printing practices by using FSC-certified paper.
S	Human Rights Management	Positive	Promoting a family-friendly social environment through workplace initiatives that support work-life balance	HANSAE YES24 Group actively promotes family-friendly policies to improve the quality of life for employees, fostering a culture of work-life balance and contributing to a broader societal shift toward family inclusivity. The Group formed a dedicated task force to support work-family compatibility and, as of 2024, earned family-friendly certification, reinforcing a supportive organizational culture. Additional benefits include learning material support for elementary school children and expanded childbirth celebration gifts, reflecting consideration for the full family life cycle.
		Opportunity	Preventing operational disruptions and penalty costs by proactively addressing workplace safety risks through regular risk assessments	HANSAE YES24 Group is working to minimize workplace safety risks and prevent operational disruptions or regulatory sanctions by reinforcing regular safety inspections and a risk assessment system. HANSAEMK CO., LTD. conducts biweekly on-site inspections and an annual evaluation at its Deokpyeong logistics center, while its Occupational Health and Safety Committee provides board-level oversight of risk management. Dong-A Publishing, recognizing the unique risks of the printing industry, such as machinery-related accidents and musculoskeletal disorders, carries out risk assessments and employee training to proactively identify and manage potential safety hazards across its operations. HANSAE YES24 Group remains committed to continuously ensuring that all employees' human rights are protected within a safe working environment.
	Shared Growth in the Supply Chain	Positive	Fostering an inclusive culture across industry and society through partnerships with suppliers that actively employ persons with disabilities	HANSAE YES24 Group is committed to inclusive business practices that support mutual growth across its value chain. This includes fostering an inclusive workplace culture at its own facilities by employing persons with disabilities. HANSAEMK CO., LTD. formed the "Universe and I Ensemble" by hiring professional musicians with disabilities as full-time employees, ensuring continuity in their social and professional engagement. The ensemble regularly performs at internal events and concerts. HANSAE YES24 Group will continue to expand diversity and inclusion across its value chain, working to spread sustainable co-prosperity models throughout the industry.
		Opportunity	Implementation of shared growth activities by Hansae YES24 Group under the Act on the Promotion of Mutually Beneficial Cooperation Between Large Enterprises and Small and Medium Enterprises, supporting capacity building and career development of partner company employees, which has led to improved supply chain maturity and contributed to the sales growth	Hansae YES24 Group plans to implement a range of programs to strengthen the capabilities of its partner companies, based on the Act on the Promotion of Mutually Beneficial Cooperation Between Large Enterprises and Small and Medium Enterprises. By understanding the complexity of its supply chain, which spans across industries such as fashion, publishing, and cultural content, the Group aims to establish a systematic approach to supply chain management by affiliate and promote value creation and sustainable growth across the entire industry.

HANSAE YES24 HOLDINGS

HANSAE YES24
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Board of Directors

Composition of the Board

The Board of Directors of HANSAE YES24 HOLDINGS is the Group's highest decision-making body, responsible for enhancing shareholder value and aligning the diverse interests of stakeholders by approving key business decisions. The Board exercises oversight and approval authority over matters stipulated by relevant laws, The articles of Incorporation, shareholder resolutions and major management strategies and policies of the Group based on principles of expertise and transparency. As the highest decision-making body for sustainability management, the Board also reviews and systematically manages key ESG issues for HANSAE YES24 HOLDINGS and its affiliates. Every year, it participates in the Group's materiality assessment process to monitor and oversee sustainability priorities.

Board Members

Category	Name	Gender	Position	Experience	Date of Appointment	Term Expiration
Executive Director	DONG NYUNG KIM	Male	CEO, Group Management	CEO, HANSAE YES24 HOLDINGS Co., Ltd.	Mar 26, 2025	Mar 28, 2028
Executive Director	SEOK HWAN KIM	Male	Chair, Management Committee	CEO, YES24 CO., LTD	Mar 26, 2025	Mar 28, 2028
Executive Director	IK WHAN KIM	Male	Member of the Board	CEO, HANSAE CO., LTD.	Mar 26, 2025	Mar 28, 2028
Executive Director	JI WON KIM	Female	Member of the Board	CEO, HANSAEMK CO., LTD.	Mar 26, 2025	Mar 28, 2028
Independent Director	KI HWA LEE	Female	Chair, Audit Committee	Certified Public Accountant Partner, Dasan Accounting Firm (Former) CEO/director, Dasan Accounting Firm	Mar 29, 2023	Mar 29, 2026
Independent Director	KYUNG TAEK KO	Male	Chair, Independent Director Recommendation Committee	CEO, KO & Partners	Mar 29, 2023	Mar 29, 2026
Independent Director	HA WOOK LEE	Male	Chairman of the Sustainability Committee	Trinity Investment Holdings Founder/Chairman	Mar 28, 2024	Mar 28, 2027

Composition of Board Committees

HANSAE YES24 HOLDINGS Board of Directors				
	Audit Committee	Sustainability Committee	Management Committee	Independent Director Recommendation Committee
Composition	3 Independent Directors	3 Independent Directors 3 Executive Directors	3 Executive Directors	3 Independent Directors 2 Executive Directors
Members	KI HWA LEE (Chair) KYUNG TAEK KO HA WOOK LEE	HA WOOK LEE (Chair) KI HWA LEE, KYUNG TAEK KO SEOK HWAN KIM, IK WHAN KIM, JI WON KIM	SEOK HWAN KIM (Chair) IK WHAN KIM JI WON KIM	KYUNG TAEK KO (Chair) KI HWA LEE, HA WOOK LEE, IK WHAN KIM JI WON KIM
Roles	<ul style="list-style-type: none"> • Oversight of directors and management • Audit of financials and operations • Approval of external auditor selection • Compliance with Articles of Incorporation/internal policies 	<ul style="list-style-type: none"> • Development of mid- to long-term sustainability strategies • Review of key ESG issues • Monitoring and oversight of major ESG risks 	<ul style="list-style-type: none"> • Decision-making on delegated matters related to management and finance 	<ul style="list-style-type: none"> • Recommendation of independent director candidates for shareholder approval

Board Operations Performance in 2024

Category	Unit	2022	2023	2024
Total Meetings Held	No. of meetings	5	9	7
Number of Agenda Items Discussed	No. of items	15	30	28
Executive Director Attendance Rate	%	80	89	100
Independent Director Attendance Rate	%	100	97.6	100

Board Independence

At HANSAE YES24 HOLDINGS, the CEO serves as Chair of the Board to ensure efficient board operations. However, to safeguard the Board's independence, the company has established and operates the Audit Committee, Sustainability Committee, Management Committee, and Independent Director Recommendation Committee within the Board.

Board of Directors

Board Expertise

At HANSAE YES24 HOLDINGS Co., Ltd., the Board of Directors conducts a through review of each director candidate's experience and qualifications to ensure fairness and independence throughout the nomination and appointment process. Since 2022, the company has established the Independent Director Recommendation Committee to further enhance the fairness of candidate deliberation and recommendation. To support the Board, dedicated departments (Management Analysis Team 3 and the Legal Team) are in place. To strengthen the capabilities and expertise of independent directors, support from external experts and training under external institutions are offered in accordance with board regulations.

HANSAE YES24 HOLDINGS Board Expertise Matrix

Director Experience, Expertise, and Qualifications	Executive Director				Independent Director		
	DONG NYUNG KIM	SEOK HWAN KIM	IK WHAN KIM	JI WON KIM	KI HWA LEE	KYUNG TAEK KO	HA WOOK LEE
Corporate Management	●	●	●	●		●	
Global Business	●	●	●	●			●
Finance/Accounting					●		●
Risk Management	●	●	●		●		
Sales/Marketing	●			●		●	
ESG	●		●	●			●

2024 Independent Director Training Overview

Date	Training Topic	Attendance Rate
May 3, 2024	Job training for auditors and audit committee members	100%
May 9, 2024	Core management analysis and decision-making for independent directors and executives	100%
Oct 18, 2024	ESG governance and the role of independent directors	100%
Nov 13, 2024	Job training for auditors and audit committee members	100%
Nov 21, 2024	Directors' fiduciary duties and practical value enhancement strategies	100%

Board Committees

To ensure that the Board of Directors of HANSAE YES24 HOLDINGS performs its responsibilities and functions efficiently and professionally, the company has established the Audit Committee, Sustainability Committee, Management Committee, and Independent Director Recommendation Committee under the Board. Each committee is composed of directors with in-depth knowledge and expertise in their respective areas of responsibility.

Management Committee

The Management Committee of HANSAE YES24 HOLDINGS is responsible for formulating the company's medium- to long-term vision and objectives, establishing strategic directions to achieve them, and deliberating on key business decisions and associated budget analyses. The committee also identifies and addresses potential management risks, making decisions that protect stakeholder interests and contribute to sustainable growth and enhanced corporate competitiveness.

Key Activities of the Management Committee

Date	Agenda Item	Resolution
Feb 22, 2024	Extension of Q1 2024 borrowings by Holdings	Approved
Feb 22, 2024	Extension of Q1 2024 payment guarantees for affiliates	Approved
May 14, 2024	Extension of Q2 2024 borrowings by Holdings	Approved
May 14, 2024	Extension of Q2 2024 payment guarantees for affiliates	Approved
Jul 26, 2024	Approval of Q3 2024 borrowings by affiliates	Approved
Aug 09, 2024	Extension of Q3 2024 borrowings by Holdings	Approved
Aug 09, 2024	Approval of Q3 2024 bank borrowings	Approved
Aug 09, 2024	Approval of Q3 2024 borrowings by affiliates	Approved
Nov 11, 2024	Extension of Q4 2024 borrowings by Holdings	Approved
Dec 12, 2024	Approval of Q4 2024 borrowings by Holdings	Approved

Board of Directors

Audit Committee

The Audit Committee of HANSAE YES24 HOLDINGS is composed exclusively of independent directors to ensure the independence and objectivity of internal audits. The committee strictly complies with the appointment criteria set forth under the Korean Commercial Act. Its key responsibilities include verifying the legality of actions taken by directors and executives, overseeing the accuracy of financial operations and reporting, evaluating the effectiveness of the internal accounting management system, reviewing audit reports, and supervising the group-wide risk management system. These efforts help safeguard the company's long-term stability.

Audit Committee Independence

Appointment Criteria	Compliance	Relevant Regulation
Composed of three or more directors	Compliant (3 members)	Article 415-2 (2), Commercial Act
At least two-thirds of members shall be independent directors	Compliant (All independent directors)	
At least one member shall be a financial or accounting expert	Compliant (1 member)	Article 542-11 (2), Commercial Act
The chair of the committee shall be an independent director	Compliant	
Other disqualification criteria (e.g., related parties of major shareholders)	Compliant (Not applicable)	Article 542-11 (3), Commercial Act

Key Activities of the Audit Committee

Date	Agenda Item	Resolution
Feb 22, 2024	Report on internal accounting management system operations	Reported
	Report on the financial statements and business operations for the 42nd fiscal year	Reported
	Approval of internal control system evaluation results	Approved
	Approval of audit report	Approved
	Amendment of Audit Committee regulations	Approved
May 14, 2024	Report on Q1 2024 consolidated financial results	Reported
	Report on Q1 2024 separate financial results	Reported
	Report on internal control system evaluation plan for 2024	Reported
	Amendment of Audit Committee operating regulations	Approved
	Amendment of internal control system regulations	Approved
Aug 9, 2024	Report on Q2 2024 financial results	Reported
Nov 11, 2024	Report on Q3 2024 financial results	Reported

Audit Committee Training Overview

Date	Training Topic
May 3, 2024	Job training for auditors and audit committee members
May 9, 2024	Core management analysis and decision-making for independent directors and executives
Oct 18, 2024	ESG governance and the role of independent directors
Nov 13, 2024	Job training for auditors and audit committee members
Nov 21, 2024	Directors' fiduciary duties and practical value enhancement strategies

Independent Director Recommendation Committee

The Independent Director Recommendation Committee of HANSAE YES24 HOLDINGS is responsible for identifying and recommending the most qualified candidates for independent director positions to enhance corporate value and protect shareholder rights. The committee evaluates each candidate's capability and suitability, recommending individuals who best align with the needs of the Board. Candidates from diverse backgrounds and experiences are actively considered. To ensure a fair and transparent nomination and recommendation process, the committee has established clear criteria and procedures, at least half of the committee members are composed of independent directors in accordance with Article 542-8 of the Korean Commercial Act.

Key Activities of the Independent Director Recommendation Committee

Date	Agenda Item	Resolution
Feb 22, 2024	Recommendation of independent director candidates	Approved

Board Evaluation

HANSAE YES24 HOLDINGS conducts an annual performance evaluation of its Board of Directors, assessing factors such as attendance at Board and committee meetings, participation in agenda discussions, and contributions made as experts. However, the evaluation results for independent directors are used solely as supplementary reference when considering their reappointment or continued support after their term ends, in order to maintain their independence Compensation based on performance is provided within the director remuneration limit approved at the General Shareholders' Meeting.

Board of Directors

Board Remuneration

HANSAE YES24 HOLDINGS transparently discloses the appropriateness of Board remuneration and future compensation policies to internal and external stakeholders through its Corporate Governance Report. Details on total compensation for directors and Audit Committee members are available in the Business Report, and remuneration is provided within the limits approved annually at the General Shareholders' Meeting. The criteria for determining remuneration include quantitative indicators such as revenue, operating profit, and net profit, as well as qualitative evaluations of key management activities, including ESG performance. This compensation structure is designed to comprehensively reflect the company's economic achievements, social and environmental impact, committee performance, and individual contributions.

이사회 보수

Category		Unit	2022	2023	2024
Total Members		persons	7	7	8
Total Remuneration		KRW million	1,068	1,152	1,152
Average per Person		KRW million	267	165	165
Registered Directors	Headcount	persons	4	4	4
	Total Remuneration	KRW million	1,068	1,008	918
	Average per Person	KRW million	267	252	229
Independent Directors (excl. Audit Committee)	Headcount	persons	-	-	-
	Total Remuneration	KRW million	-	-	-
	Average per Person	KRW million	-	-	-
Audit Committee Members	Headcount	persons	3	3	4
	Total Remuneration	KRW million	144	144	181
	Average per Person	KRW million	48	48	45

Shareholder-Friendly Activities

Since 2022, HANSAE YES24 HOLDINGS has published an annual group-wide sustainability report to transparently disclose its ESG performance. The report integrates business operations with ESG strategies and presents detailed results in accordance with various international standards. To ensure reliability, fairness, and completeness of the reporting process and data, the report undergoes independent

verification by an external professional institution. It is disclosed in both Korean and English on the company's website. Additionally, the company provides key shareholder and investor information, such as electronic voting and auditor appointment announcements, via its website to improve stakeholder access to information. HANSAE YES24 HOLDINGS will continue to ensure transparent disclosure practices to protect stakeholder rights and fulfill its corporate social responsibilities.

Key Information Disclosed on the HANSAE YES24 HOLDINGS Website

Disclosure Date	Disclosure Item
Feb 8, 2024	HANSAE YES24 HOLDINGS Independent Director Nominee Recommendations
Mar 14, 2024	Proxy Voting Guide for the 42nd Annual General Shareholders' Meeting
May 23, 2024	Results of the 42nd Annual General Shareholders' Meeting
May 23, 2024	42nd Business Report
Jul 5, 2024	2024 HANSAE YES24 Group ESG Report
Oct 16, 2024	2024–2025 Forecast for HANSAE YES24 HOLDINGS: Revenue and Operating Profit
Feb 10, 2025	Notice on the Appointment of External Auditor
Feb 22, 2025	Guide to Electronic Voting System

Operation of the Electronic Voting and Proxy Voting Systems

To uphold its shareholder-centric management philosophy, HANSAE YES24 HOLDINGS implemented an electronic voting system in 2023. This system allows shareholders to exercise their voting rights without attending the general meeting in person by reviewing the shareholder registry and agenda items online. This broadens shareholder participation in corporate governance and enhances transparency in decision-making processes. In addition, HANSAE YES24 HOLDINGS has adopted a proxy solicitation system to facilitate shareholder voting, reflecting the company's multifaceted efforts to protect shareholder interests.

Improvement of Dividend Procedures

Beginning in 2024, HANSAE YES24 HOLDINGS revised its dividend procedures in line with global standards, enabling shareholders to make investment decision based on confirmed dividend amount. Consistent with recommendations from the Financial Services Commission, the company now determines the dividend amount before setting the record date, allowing shareholders to make informed investment decisions based on the confirmed payout.

Ethics and Compliance Management

Governance of Ethics and Compliance Management

HANSAE YES24 HOLDINGS considers ethical management a core corporate value and has established a management system to uphold ethical standards in collaboration with employees, suppliers, and local communities worldwide. To this end, the HANSAE YES24 Group has enacted and disclosed a group-wide Code of Ethics and Code of Conduct. Each affiliate operates a disciplinary committee, overseen by its HR team to address violations based on accountability.

HANSAE YES24 Group Ethical Management System

1 Operation of Ethics Policies and Processes	<ul style="list-style-type: none">Establishment and revision of the Code of Ethics and Practice GuidelinesDevelopment of governance to institutionalize the ethical management framework
2 Activities to Prevent Ethical Risks	<ul style="list-style-type: none">Ethical commitment pledges by all employees through the Code of EthicsCustomized online/offline training by job level and functionInternal campaigns to promote ethical management
3 Identification and Remediation of Ethical Violations	<ul style="list-style-type: none">Ethics sessions for executives and managerial staffContinuous operation of reporting channels to monitor unethical risksAuditing and follow-up actions for reported unethical behavior
4 Ongoing Monitoring	<ul style="list-style-type: none">Internal monitoring to prevent unethical practicesDepartment-specific ethics consulting

HANSAE YES24 Group Code of Ethics

Code of Ethics

Employee Code of Ethics

HANSAE YES24 HOLDINGS has formalized ethical standards that define the Group's decision-making principles and behavioral guidelines to ensure transparent corporate governance. These standards apply to all affiliates and employees and are disclosed on the websites of the Group and its subsidiaries to safeguard the rights and interests of stakeholders. All employees are required to pledge compliance with the Code of Ethics annually, reinforcing awareness and guiding ethical behavior in daily work. The Group also provides an Ethics FAQ to apply ethical principles to routine tasks.

Establishment of the Code of Conduct

To implement ethical management for key stakeholders, including customers, shareholders, employees, suppliers, and local communities, HANSAE YES24 HOLDINGS has established a Code of Conduct that reflects both domestic and international regulations as well as social and ethical expectations. The Code includes provisions on compliance with fair trade practices and the prohibition of corruption and improper solicitation, and is provided in Korean, local languages, and English at all business sites so that all members can easily understand and comply with it. HANSAE YES24 HOLDINGS will continue to revise and strengthen the Code of Conduct to build a more robust ethics and compliance framework and minimize legal risks.



 HANSAE YES24 HOLDINGS Code of Ethics Implementation Guidelines



Ethics and Compliance Management

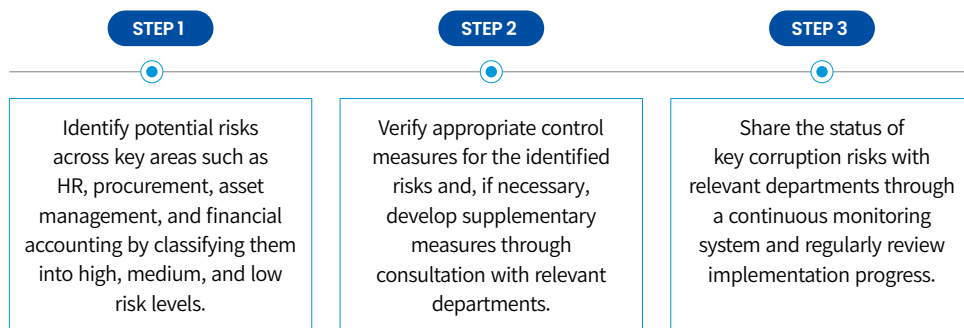
Anti-Corruption Management System

HANSAE YES24 HOLDINGS began restructuring its internal accounting management system in 2017 in collaboration with an external consulting firm and has gradually enhanced its system through 2021. In 2022, the company fully implemented an advanced internal accounting system and established a dedicated team to strengthen its management framework. Under Article 8 of the Act on External Audit of Stock Companies, Article 9 of its Enforcement Decree, and Article 6 of the Regulation on External Audit and Accounting, HANSAE YES24 HOLDINGS has established policies and procedures for the design, operation, evaluation, and reporting of the internal accounting management system, thereby enhancing the reliability of its financial information. As of December 31, 2024, the internal accounting management system was confirmed to be effectively designed and operated in accordance with the conceptual framework in terms of materiality.

Corruption Risk Assessment

HANSAE YES24 HOLDINGS operates a three-step anti-corruption management system to systematically identify potential corruption risks and manage appropriate response measures. In 2024, a holding company-level assessment of corruption risks that could affect the entire group identified a total of 15 risk areas (2 high-risk, 6 medium-risk, and 7 low-risk). Immediate corrective actions were taken for items classified as high-risk. Furthermore, the company conducts regular training sessions to share key anti-corruption practices across the organization and strengthen employee awareness of ethical conduct.

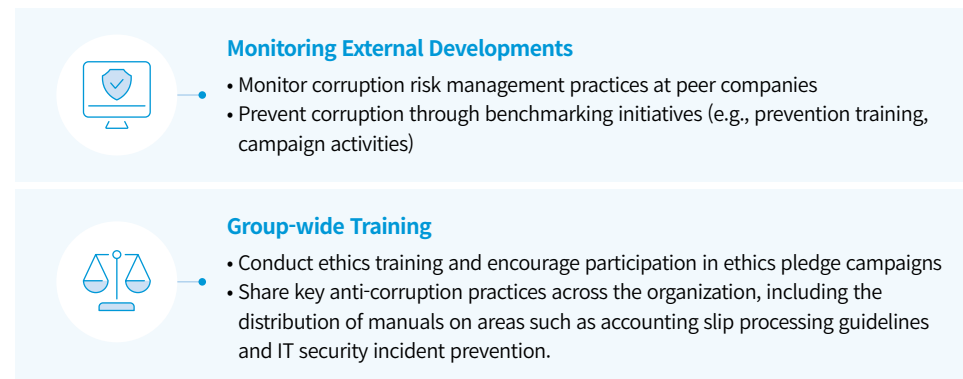
HANSAE YES24 HOLDINGS Anti-Corruption Management System



Anti-Corruption Risk Assessment Management Strategy and Plans

HANSAE YES24 HOLDINGS has established and operates a systematic anti-corruption risk assessment and management framework through various initiatives. These include sharing risk assessments and monitoring implementation progress with relevant departments, monitoring external corruption cases, benchmarking peer companies, conducting group-wide ethics training, encouraging participation in ethics pledge campaigns, and distributing manuals featuring key anti-corruption best practices.

Anti-Corruption Risk Management Activities by Strategy



Corruption Risk Management System

HANSAE YES24 HOLDINGS operates a comprehensive corruption risk management system to effectively prevent fraud and corruption within the company. The company makes every effort to preemptively address financial, legal, and ethical issues related to corruption, safeguard its corporate reputation, and protect the interests of its stakeholders by maintaining transparency and an ethical corporate culture. In cases of unforeseen or urgent matters, the company activates an immediate response protocol in collaboration with relevant departments such as HR and Legal to ensure prompt investigation and disciplinary action. For long-term or structural issues, the HR departments of each affiliate work closely with the Sustainability Committee to regularly monitor risks and maintain open communication, enabling the proactive mitigation of potential risk factors.

Ethics and Compliance Management

Anti-Corruption Initiatives

Group-wide Ethics Training

HANSAE YES24 HOLDINGS provides regular ethics training and guidelines to employees and suppliers to promote a culture of ethical management. The ethics guidelines are distributed and communicated to all employees once a year, and compliance is formalized through signed pledges, which are systematically tracked and managed. The company also conducts Code of Ethics training for employees at global operations and distributes the code in multiple local languages to ensure consistent ethical awareness and integration across all locations.

Linking Disciplinary Actions for Ethical Violations to Performance-Based Compensation

Disciplinary Action for Employee Ethical Violations

HANSAE YES24 HOLDINGS operates a disciplinary system to address unethical behavior, including illegal or improper conduct in the performance of duties. When unethical behavior occurs, each affiliate's HR department promptly investigates the facts, and the process is managed in close cooperation with the Legal Team to ensure objective and expert judgment. Depending on the severity of the issue, a separate disciplinary committee is convened to take lawful and fair action. To facilitate early detection and prompt resolution of unethical conduct, the company operates an anonymous reporting center. Reports are reviewed and handled fairly through a separate disciplinary committee, contributing to a strong ethics and compliance culture.

Disciplinary Process for Ethical Violations



1) Conducted by the HR team of each affiliate

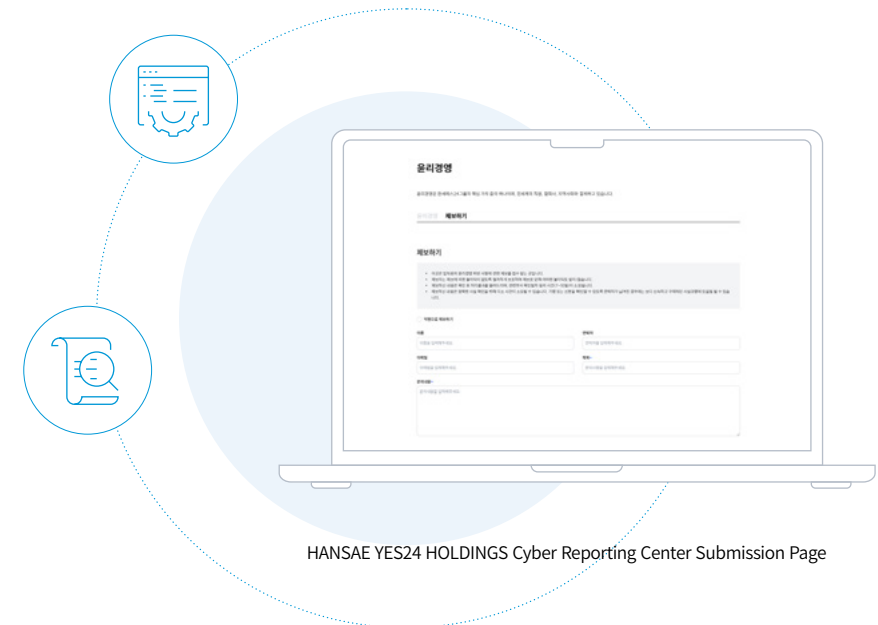
2) If determined to be a serious matter, the process proceeds (in collaboration with the Legal Team as needed)

Operation of Reporting Channels

Cyber Reporting Center

HANSAE YES24 HOLDINGS operates a “Cyber Reporting Center” to enable prompt reporting of unethical behavior by employees. The center is accessible via the websites of each affiliate, and after verification, responses are provided to the whistleblower within 7 to 10 days. HANSAE YES24 HOLDINGS places the highest priority on protecting internal whistleblowers in the operation of its reporting center. The company has established institutional safeguards to ensure the strict confidentiality of whistleblowers and individuals providing testimony, and to prevent any retaliation or personnel-related disadvantages. Through this system, the company fosters an ethical corporate culture that enables proactive responses to misconduct and continuous improvement. Furthermore, for employees at overseas operations, the company operates a global reporting system by providing not only internal channels but also a separate channel for direct reporting to the Korean headquarters. This system enables the company to promptly address local employees' concerns and grievances.

HANSAE YES24 HOLDINGS Cyber Reporting Center



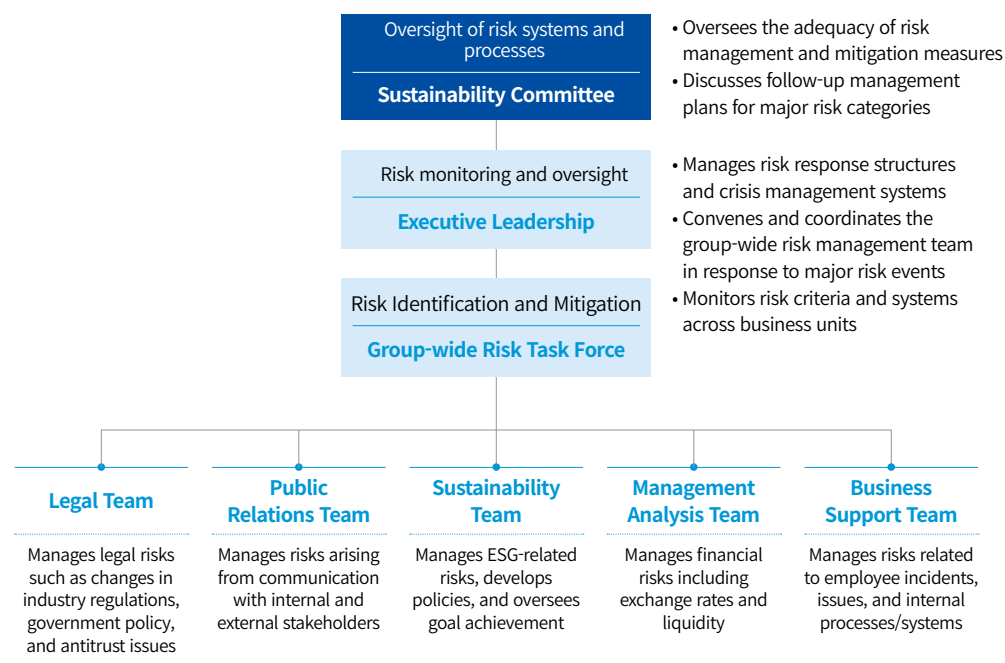
HANSAE YES24 HOLDINGS Cyber Reporting Center Submission Page

Integrated Risk Management

Integrated Risk Management System

HANSAE YES24 HOLDINGS has established and operates a group-wide integrated risk management system to proactively respond to internal and external changes in its business environment. A dedicated risk task force regularly monitors risks across business units and manages them through coordinated response systems within each department. To further advance ESG management, the company's risk assessment process covers not only financial and strategic risks but also identifies and manages operational and emerging risks in the environmental and social domains. These risks and their corresponding mitigation plans are overseen within a governance structure that connects executive leadership with the Sustainability Committee, ensuring a comprehensive and integrated approach to risk management.

HANSAE YES24 HOLDINGS Risk Management Framework



Risk Management Activities

Investment Review

To minimize potential social and environmental risks in the investment decision-making process, HANSAE YES24 HOLDINGS has established an ESG impact assessment framework that evaluates group-wide operations. Risks are reviewed in advance through this framework. For large-scale investment projects, relevant department staff and executive leadership discuss risks and mitigation strategies beforehand, based on key ESG evaluation indicators. Through this process, the suitability of investment projects is thoroughly evaluated. HANSAE YES24 HOLDINGS' investment decisions consider not only the financial performance of the investee company but also non-financial factors, thereby aiming to minimize potential future ESG risks and create sustainable value.

Key ESG Evaluation Criteria for Investment Review

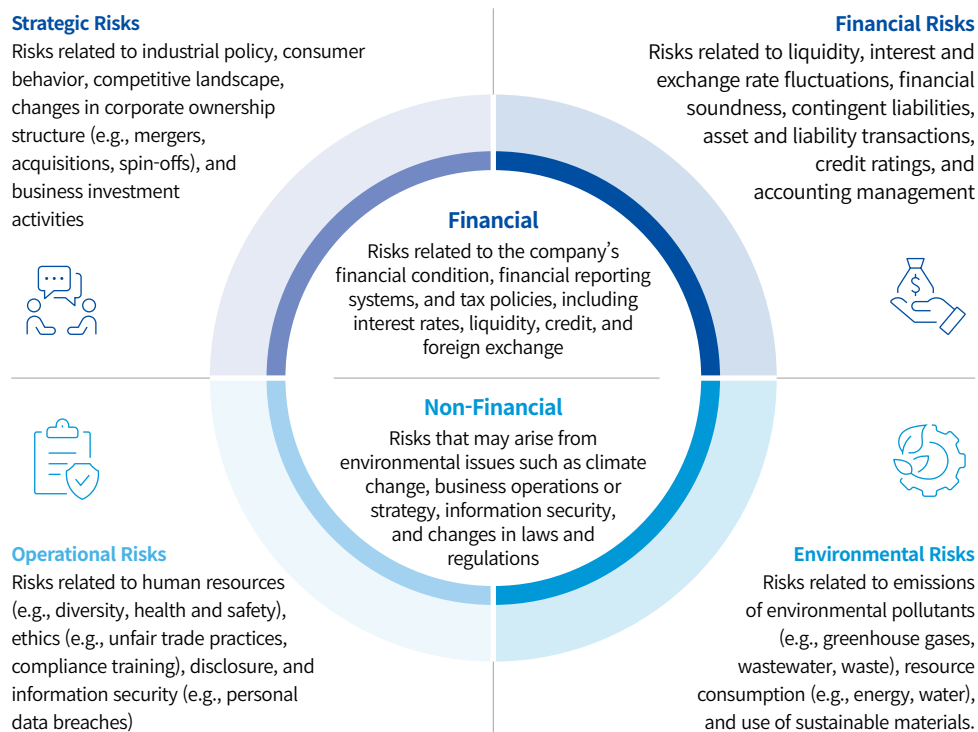


Integrated Risk Management

Types of Financial and Non-Financial Risk Management

As part of its ESG management framework, HANSAE YES24 HOLDINGS systematically manages both financial risks, such as interest rate fluctuations, liquidity, and foreign exchange, and non-financial risks, including environmental, operational, and information security risks. These risks are prioritized and addressed based on their materiality and urgency to support the creation of long-term sustainable value.

Types of Risks Managed by HANSAE YES24 HOLDINGS



Risk Management Strategy

HANSAE YES24 HOLDINGS has a comprehensive compliance system in place to proactively detect and respond to regulatory risks. To strengthen compliance management across its operations in over 10 countries, a dedicated team conducts continuous monitoring. At the holding company level, the company also plays an advisory role by overseeing legal and regulatory risks across its affiliates in an integrated manner. HANSAEMK, which primarily conducts business in Korea, has established a process to proactively identify and address potential legal violations through close collaboration with HANSAE YES24 HOLDINGS' Legal Team. HANSAE CO., LTD. operates independent compliance teams not only at its headquarters in Korea but also at each of its overseas subsidiaries to ensure full compliance with local laws and internal ethical standards. As a global company committed to minimizing legal risks and promoting regulatory compliance, HANSAE YES24 HOLDINGS has established three strategic pillars to guide its systematic compliance management efforts.

HANSAE YES24 HOLDINGS Risk Management Strategy

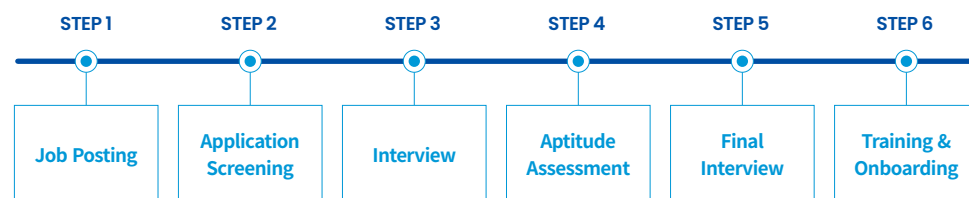
Strategic Direction	Scope	Role	Detailed Role
Localization	Overseas subsidiaries	Self-managed by local entities	<ul style="list-style-type: none"> • Reflect local characteristics of each region • Areas best managed locally
Systemization	Parent company	Collaboration with the parent company in Korea	<ul style="list-style-type: none"> • Areas requiring parent company oversight • Areas needing joint response
Globalization	Holding company	Global compliance standards	<ul style="list-style-type: none"> • Alignment with global standards • Defining group-level compliance identity

Talent Management

Talent Recruitment

HANSAE YES24 HOLDINGS actively recruits creative and driven talent. We are committed to a fair and inclusive hiring process that respects human rights and prohibits discrimination based on gender, religion, or region of origin. To build a robust and equitable recruitment system, we monitor our hiring practices annually and provide continuous training for interviewers to ensure alignment with global standards. We also conduct rolling recruitment of experienced professionals to respond quickly to changes in the business environment, minimize operational gaps, and support efficient work across all roles.

HANSAE YES24 HOLDINGS Talent Recruitment Process



Selecting Talent Through Aptitude Assessments

HANSAE YES24 HOLDINGS conducts a structured aptitude assessment process to ensure objectivity and fairness in its recruitment. These assessments serve as a key tool for identifying the most suitable candidates by systematically evaluating the core competencies and job fit required for each role. While we value a candidate's background and experience, our primary focus is on assessing practical capabilities such as problem-solving, logical thinking, and rolespecific aptitude. This competency-based approach helps ensure equal opportunity for candidates from diverse backgrounds and experiences. Through this process, HANSAE YES24 HOLDINGS aims to create an environment where individuals can fully leverage their strengths, securing talent that can drive innovation and sustainable growth.

Welfare Benefits

HANSAE YES24 HOLDINGS continuously expands and improves its welfare programs to enhance employee satisfaction and support work-life balance. Each year, feedback from employees is used to refine benefits, including increasing limits on company loans, remodeling rest areas at the headquarters, and raising the company's contribution to health checkups. HANSAE YES24 Group remains committed to listening to its employees through various communication channels and actively reflecting their voices in the continued development of welfare policies.

CHAPTER 1	CHAPTER 2	CHAPTER 3
Work Support	Re-Fresh	Employee Benefits
<ul style="list-style-type: none"> Personal corporate card Laptop subsidy Commuting allowance Mobile phone bill support 	<ul style="list-style-type: none"> Employee clubs Travel for long-term employees Overseas training Leave (personal annual leave, family event leave) One-day class programs 	<ul style="list-style-type: none"> Digital library Commemorative gifts (birthdays, holidays, graduation) Support for family events (including monetary gifts and items) Reference book support (for employees' school-age children)
CHAPTER 4	CHAPTER 5	CHAPTER 6
Health & Safety	Self-Development	Life Stability
<ul style="list-style-type: none"> Health checkups Travel insurance 	<ul style="list-style-type: none"> Group-wide lectures Language courses (online/offline) Mini MBA programs (9-week course, intensive mini-MBA course) 	<ul style="list-style-type: none"> Internal housing loans (housing support) Maternity and childbirth support (maternity leave, prenatal checkups, shortened working hours) Childcare (parental leave, early leave, in-house daycare) Other types of leave (family care leave, sick leave)

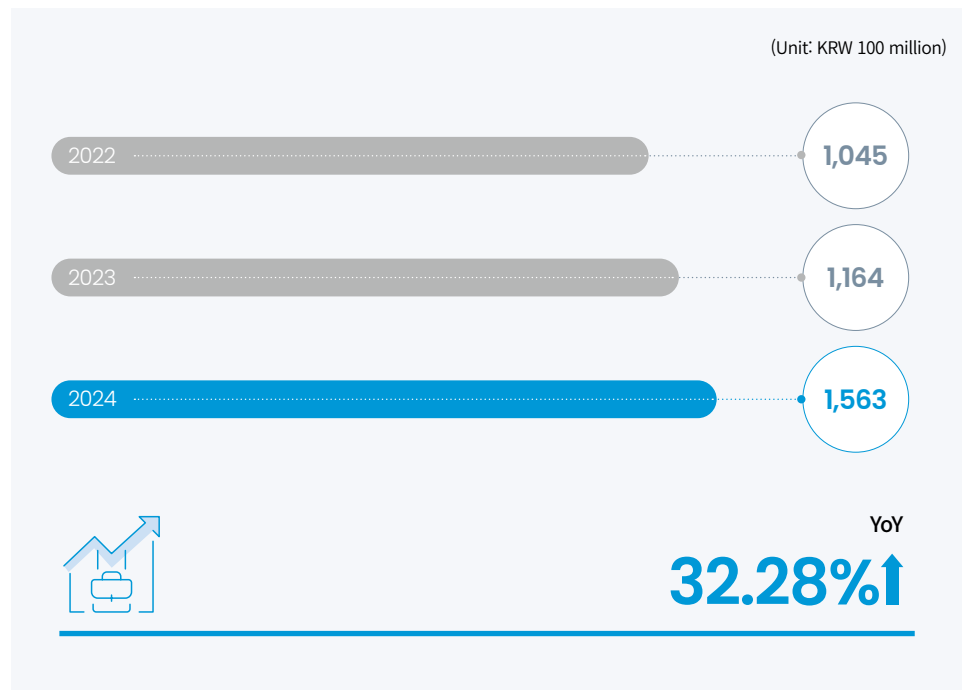
Talent Management

Post-Retirement Support

Operation of a Retirement Pension Plan

HANSAE YES24 HOLDINGS operates a defined benefit (DB) retirement pension plan to ensure financial stability for employees after retirement. In partnership with trusted financial institutions, the company manages pension assets prudently and conducts regular performance evaluations. To enhance employee understanding of the pension plan and encourage active retirement planning, internal training sessions are conducted on a regular basis.

3-Year Trend in Defined Benefit (DB) Retirement Pension Fund Management at HANSAE YES24 HOLDINGS



Corporate Culture Initiatives

HANSAE:IN Newsletter

Since 2014, HANSAE YES24 HOLDINGS has published a quarterly company newsletter, HANSAE:IN, to strengthen internal communication and foster unity among affiliates. The publication includes major news from each company, an employee-led “Compliment Relay” feature, and expert columns across various fields. The newsletter serves as a key platform for sharing corporate culture and expanding engagement across the organization. In 2023, HANSAE:IN received the President’s Award from the Korea Company Newsletter Association at the Korea Business Communication Awards, recognizing its excellence as a corporate communication channel.

Talent Development System

HANSAE YES24 HOLDINGS is committed to fostering a work environment that supports both employee development and work-life balance as a foundation for sustainable growth. We operate a structured talent development program tailored to each individual’s role and career stage, enabling employees to realize their full potential while contributing to the company’s long-term success. These efforts not only enhance individual capabilities but also strengthen the overall competitiveness of the organization. Recognizing employees as our most valuable partners, we will continue to pursue diverse initiatives that support the growth of both our people and the company.

HANSAE YES24 HOLDINGS Employee Development Strategy Framework

Company Vision	To become a leading company in fashion and cultural content distribution, delivering the highest value to customers through continuous effort		
Ideal Talent Profile	Global talent that leads the fashion and cultural content industries, embraces challenges, develops creative solutions, and maintains a customer-centric mindset		
Core Competencies	Expertise	Creativity	Innovation
	Talent with expertise and strong capabilities in their field	Talent who actively seeks solutions to tasks and challenges	Talent who creates value by embracing change and new challenges

Talent Management

Dissemination of Essays to Enhance Employee ESG Competency

HANSAE YES24 HOLDINGS is committed to strengthening ESG competencies across all affiliates through its company newsletter, HANSAE:IN. Since Issue 36, each edition has featured in-depth coverage of key ESG topics, including “Viewing the World Through an ESG Lens,” “Green Initiatives and Greenwashing,” and “Corporate Social Responsibility.” Recent issues (Nos. 39 and 40) have explored “Carbon Credits” and “Global Climate Policy,” helping employees better understand climate risks and increasing ESG awareness as a new business paradigm.




ESG Content in HANSAE:IN

Issue 36 Viewing the World Through an ESG Lens	Issue 37 Corporate Green Initiatives and the Risks of Greenwashing
Issue 38 Corporate Social Responsibility	Issue 39 Carbon Credit
	Issue 40 Global Climate Policy

Performance Evaluation

HANSAE YES24 HOLDINGS operates a Management by Objectives (MBO) system to empower employees to set and manage their own goals. Through this structured performance management process, employees gain a clear understanding of the company’s business objectives and pursue continuous growth within their respective roles. By objectively evaluating the relative value of each role and individual performance, the Group ensures a fair and transparent compensation system. This approach enhances employee motivation and effectively supports capability development throughout the organization.


Performance Evaluation

Goal Setting (Jan-Mar)	<ul style="list-style-type: none"> Individual employees set annual performance goals through work discussions. Goals are finalized through discussions with the immediate supervisor (team leader). The next-level supervisor (department head) reviews and approves the goals. 	
One-on-one meeting (Apr-Nov)	<ul style="list-style-type: none"> Regular one-on-one meetings between employees and team leaders are conducted to track progress toward goals and resolve any issues. 	
Evaluation (Dec)	<ul style="list-style-type: none"> Employees conduct a self-evaluation based on the pre-agreed MBO. A first-round evaluation is held through a meeting with the immediate supervisor (team leader). A second-round review with the next-level supervisor (department head) finalizes the evaluation 	

Employee Training Programs

HANSAE YES24 HOLDINGS offers structured training programs across affiliates to strengthen employee expertise and leadership. Tailored to individual experience, job level, and role, the programs help employees internalize the company's core values and vision while developing the knowledge and competencies needed for their work. In addition, the Group hosts monthly lecture series inviting external experts in the humanities to broaden employee perspectives and support their professional growth.

2024 Group-Wide Lecture Topics



The topic of the 1st group-wide lecture session in 2024

3rd **Yang Jeong-moo, Professor, K'ARTS Arts**
The Eye of the 1%: How to Appreciate Masterpieces

4th **Kim Hyun-jung, Professor, aSSIST**
Effective Internal Communication

5th **Kim Seon-tae, Assistant Deputy Director, Chungju City**
The Story Behind Chungju City's YouTube Success

6th **Um Hong-gil, Mountaineer**
Unwavering spirit of challenge

7th **Kim Dae-shik, Professor, KAIST**
Opportunities and Risks in the Age of AI

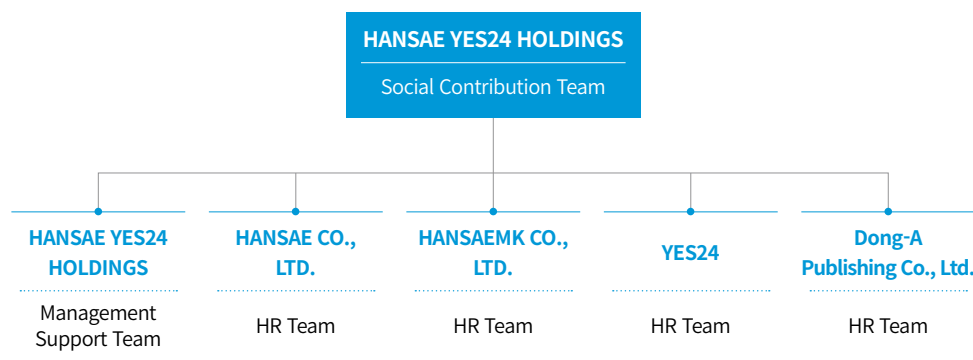
Human Rights Management

Human Rights Commitments and Policies

HANSAE YES24 HOLDINGS upholds trust and responsibility as core values in its relationships with all stakeholders, including employees, customers, suppliers, and local communities. The company has established respect for and protection of human rights as a top priority across its business operations and continues to develop and operate various communication channels to safeguard the rights and interests of its employees. HANSAE YES24 HOLDINGS actively works to minimize potential human rights risks in the workplace and is fully committed to preventing human rights violations and mitigating any adverse impacts across all operations. As part of its efforts to strengthen human rights management, the company officially joined the United Nations Global Compact (UNGC) in 2023, declaring its commitment to the 10 principles in the areas of human rights, labor, environment, and anti-corruption. HANSAE YES24 HOLDINGS is faithfully fulfilling its responsibilities and obligations as a global corporate citizen.

Human Rights Management Structure

HANSAE YES24 HOLDINGS operates a systematic management system to proactively prevent human rights risks. In 2024, the company established a dedicated task force at the group level to foster a more family-friendly workplace and enhance gender equality. Through this initiative, the company revised its policies and improved its workplace culture to support work-life balance and create an environment where employee rights are respected.



Human Rights Management Activities

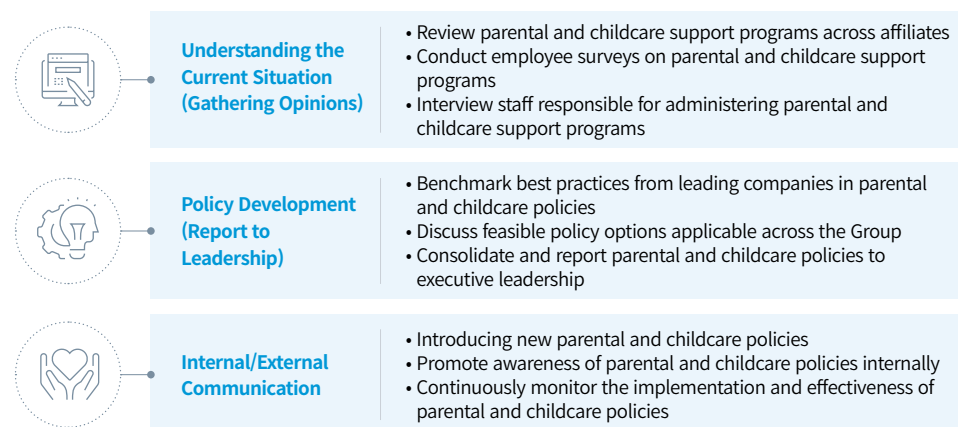
Human Rights Training

HANSAE YES24 HOLDINGS regularly conducts human rights training for all employees to foster a corporate culture based on respect for human rights. All of our Korean operations runs various human rights education programs, including mandatory statutory training, at least once a year. Employees receive training on preventing sexual harassment, eliminating workplace bullying, improving awareness of disabilities, and promoting ethical management. Through continuous human rights education, we strive to build a healthy organizational culture characterized by mutual respect and consideration.

Family-Friendly Company Certification

HANSAE YES24 HOLDINGS has established dedicated task forces within each affiliate to promote work-life balance, implementing various programs and policies at the group level to foster a culture that supports childbirth and childcare. In recognition of these efforts, the group's key affiliates—HANSAE CO., LTD. HANSAEMK CO., LTD., YES24, and Dong-A Publishing—received the Family-Friendly Company Certification from the Ministry of Gender Equality and Family in 2024. HANSAE YES24 HOLDINGS remains committed to creating workplaces where employees can thrive, collaborating continuously with its affiliates to achieve this goal.

Enhancement of Group-wide Parental Leave and Childcare Policies



Human Rights Management

HANSAE YES24 Group's Work-Life Balance Programs

Group-Wide Parental and Childcare Support	<ul style="list-style-type: none"> Operate in-house daycare centers to support employees in balancing their work and family responsibilities. Provide congratulatory gifts to employees upon the birth of a child Offer reference books twice annually to employees with school-age children (elementary to high school)
Affiliate-Specific Programs	<ul style="list-style-type: none"> HANSAE CO., LTD.: Provides housing support through an in-house loan program and offers comfortable rest areas including a women's lounge and nursing room HANSAEMK CO., LTD.: Designates "Family Day" and supports employees' use of corporate resorts to help them spend more time with their families YES24: Offers a nursing room equipped with breast pumps, sterilizers, and refrigerators, along with a women's lounge, to support a convenient parenting environment Dong-A Publishing Co., Ltd.: Provides annual health checkups for employees aged 40 and older and their spouses, operates yoga classes, offers child education subsidies, and distributes reference books twice a year as part of its comprehensive welfare program
Regular Employee Feedback	<ul style="list-style-type: none"> Conduct regular group-wide surveys on internal parental and childcare systems



HANSAE
fashion worldwide

HANSAE MK

yes24

Go Beyond Education
Dong-A Publishing

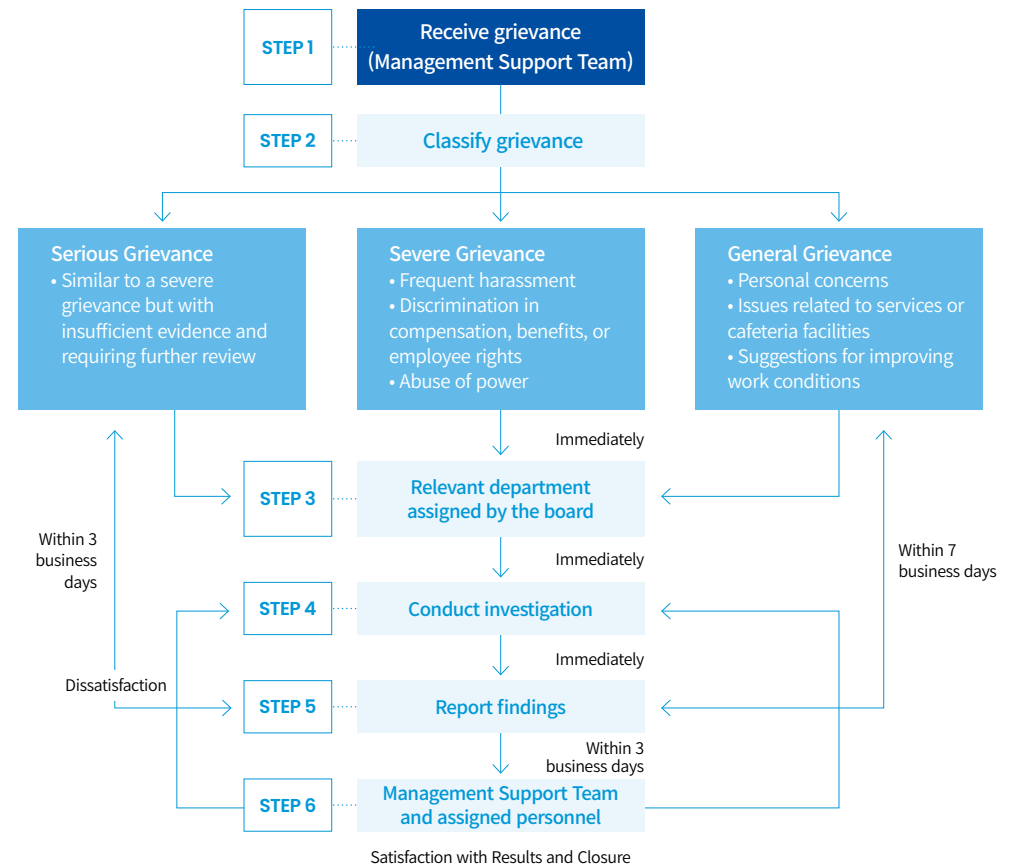
Best Family Friendly Management Certification by the Ministry of Gender Equality and Family

Human Rights-Related Grievance Handling System

Operation of the Grievance Handling System

HANSAE YES24 HOLDINGS operates a grievance handling system that ensures strict confidentiality to protect employee rights and address concerns within the organization. For our workplaces in Korea, we have implemented a six-step grievance handling process that applies tailored approaches based on the nature and severity of each issue.

Grievance Handling System and Procedures

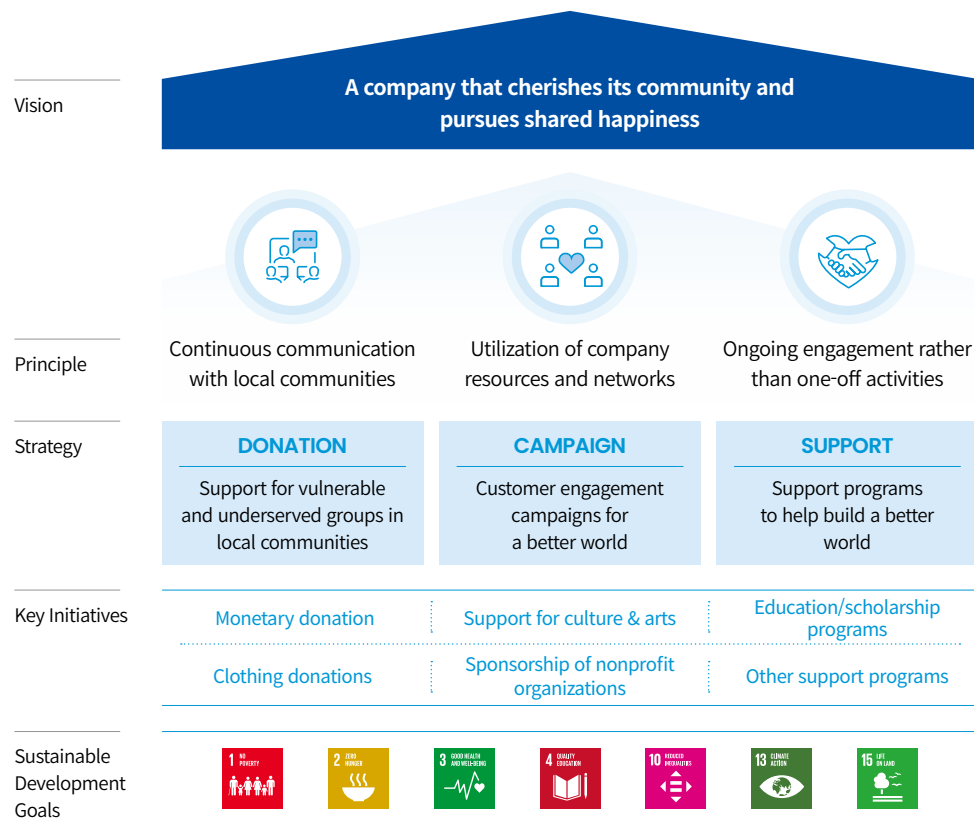


Social Contribution

Community Engagement Framework

HANSAE YES24 Group is committed to creating a positive and lasting impact in the communities we serve. To implement this commitment in a structured way, the Group plans and operates tailored social contribution programs through each affiliate, led by the Social Contribution Team at the holding company, HANSAE YES24 HOLDINGS. These programs are designed to reflect the characteristics of each business and the needs of the local communities they serve.

HANSAE YES24 Group's Community Engagement Strategy Framework



HANSAE YES24 FOUNDATION

HANSAE YES24 FOUNDATION is a corporate foundation established in 2014 through a private endowment by Chairman Dong Nyung Kim. The Foundation engages in diverse initiatives to foster future talent and enrich society through strategic support for culture, scholarship, and academic research. Through four key focus areas, the Foundation supports international students, emerging scholars, and other talented individuals by fostering connections between culture and society.

HANSAE YES24 FOUNDATION's Vision and Focus Areas

Mission	Connecting Korea and the world through global cultural exchange	
Vision	Towards a Sustainable Cultural Future	
Core Values	Sustainability	Cultural Diversity
	Creating Shared Value (CSV)	
Slogan	"HANSAE's Promise to Connect the World through Culture"	
Focus Areas	Programs	Description
Culture & Arts	International Cultural Exchange Exhibition	Showcasing artworks from Asian countries in Korea
	Performing Arts	Classical concert series (e.g., baritone Benjamin Appl's 2024 performance)
	Literature	Translation and publication of modern and contemporary literature from Southeast Asia
Scholarships	International Students	Living stipends for international graduate students
	Euidang Scholarships	Financial aid for high school students in Eumbong-myeon, Asan
	Seoul National University Scholarships	Activity-based scholarships for students enrolled in the College of Business Administration at Seoul National University
Academic Research	Humanities Research Grant	Annual support for 10 fundamental humanities research projects
	Ewha-Yale Conference	Support for the international academic conference co-hosted by Ewha Womans University and Yale University
	Euidang Academic Award	KRW 30 million award honoring outstanding Korean medical researchers in clinical pathology and hematology,
Digital Library	Digital Library	E-book support service for employees and Foundation staff

Social Contribution

HANSAE YES24 FOUNDATION 10 YEAR'S HISTORY

10 Years of Cultural Exchange Between Korea and Asia, and Beyond

HANSAE YES24 FOUNDATION was established with the aim of forming sustainable relationships with Asian countries based on cultural understanding, going beyond mere economic cooperation. Founded as a gesture of gratitude and giving back for HANSAE Co., Ltd.'s global growth, which is supported by key production bases in Southeast Asia, the Foundation has spent the past 10 years implementing various cultural and educational initiatives. These include international cultural exchange exhibitions, the publication of Southeast Asian literary works, scholarships for international students, and support for humanities research. Rather than simply promoting Korean culture abroad, HANSAE YES24 FOUNDATION has placed greater emphasis on introducing the cultures and arts of ASEAN countries to Korea, establishing a model for mutual understanding and respect. Through scholarship support for international students and research grants in the humanities, the Foundation continues to strengthen the foundation for educational exchange. HANSAE YES24 FOUNDATION will remain committed to its vision of "Connecting Korea and the World," advancing toward a sustainable future through cultural exchange, mutual understanding, and knowledge sharing across Asia and beyond.

 [HANSAE YES24 FOUNDATION 10th Anniversary White Paper](#)



10th Anniversary Celebration of the HANSAE YES24 Foundation

10-Year Performance

CULTURE & ARTS



International Cultural
Exchange Exhibitions Held

Total **7** times

Exhibitions introducing Southeast Asian art and culture since 2015



Participating ASEAN
Countries

Total **6** countries

Vietnam, Indonesia, Thailand, Myanmar, the Philippines, Malaysia

SCHOLARSHIPS



International Student
Scholarships Awarded

Total **97** recipients



Total Scholarship Fund for
International Students

Approx.
KRW **500** million

ACADEMIC RESEARCH



Humanities Researchers
Supported

Total **30** researchers



Total Research Grant
Amount

Approx.
KRW **200** million

Social Contribution

Social Contribution Activities

Expanding Social Contribution in Classical Music

To mark its 10th anniversary, HANSAE YES24 FOUNDATION expanded its cultural programs, originally centered on exhibitions and literature, to include classical music. The foundation's first music initiative, "2024 Winterreise in Summer," featured the Korean premiere of baritone Benjamin Appl and pianist Simon Lepper, performing Schubert's Winterreise. In recognition of the past decade of support, more than 300 guests, including stakeholders and customers from YES24 and Style24, were invited to share in the experience, adding deeper meaning to the foundation's commitment to cultural sharing.

Promoting Cultural Exchange Through Southeast Asian Literary Translations

HANSAE YES24 FOUNDATION continues to foster mutual understanding and cultural exchange between Korea and Southeast Asian countries through the ongoing Southeast Asian Literature Series translation and publication project. Beginning in 2022 with modern and contemporary works from Vietnam, Indonesia, and Thailand, the project expanded in 2024 with six additional titles, including works by Filipino writers Nick Joaquin and Mica de Leon, in celebration of the 75th anniversary of Korea-Philippines diplomatic relations. By introducing literary works that explore diverse histories, societies, and identities in Southeast Asia to Korean readers, the series serves as a platform for greater cross-cultural understanding. The foundation aims to continue contributing to a sustainable Asian cultural ecosystem through cultural empathy and connection enabled by literature.

7th International Cultural Exchange Exhibition

In 2025, HANSAE YES24 FOUNDATION will host the 7th International Cultural Exchange Exhibition, "Contemporary Art of Thailand – Dream and Reflection," expanding the platform for contemporary Asian art exchange. The exhibition will showcase 110 works by 24 leading Thai artists, highlighting diverse social and cultural themes and introducing the value of Southeast Asian art to Korean audiences. Since the first exhibition, Aura of Vietnam, in 2015, the foundation has introduced artworks from six Southeast Asian countries, becoming a flagship cultural and artistic program that promotes awareness of Asian art. The foundation will continue to introduce cultural and artistic assets from across Asia and promote mutual understanding and exchange to help build a sustainable cultural ecosystem.

Employee Blood Drives at HANSAE YES24 HOLDINGS

To help ensure a stable national blood supply, HANSAE YES24 HOLDINGS has organized an annual group-wide blood donation relay campaign since 2020. In recognition of these efforts, the company received a commendation from the Korean Red Cross in 2023 for its contributions to the national blood donation system. HANSAE YES 24 HOLDINGS and its affiliates remain committed to fostering a culture of giving and supporting community health.



2024 Winterreise in Summer



Southeast Asian Literature Series



7th International Cultural Exchange Exhibition poster



Give Life, Share Love Blood Drive

ESG Performance Data

Performance Data(Financial)

Key Financial Performance¹⁾

Category	Unit	2022	2023	2024
Total assets	KRW million	2,036,964	2,152,346	2,825,660
Total liabilities	KRW million	1,205,446	1,188,689	1,831,200
Total equity	KRW million	831,518	963,657	994,460
Total revenue	KRW million	3,322,114	2,780,752	2,830,855
Operating profit (Loss)	KRW million	192,869	189,745	152,255
Net profit (Loss)	KRW million	49,482	111,443	24,983
Total comprehensive income (Loss)	KRW million	(84,907)	211,472	22,119
Earnings (Loss) per share	KRW	543	1,437	116

1) Based on the consolidated financial statements in the business report as of December 2024

Economic Value Generated and Distributed¹⁾

Category	Unit	2022	2023	2024
Net profit (Loss)	KRW million	49,482	111,443	24,983
Worker wages	KRW million	2,550	2,217	3,260
Welfare	KRW million	18,987	18,534	18,349
Dividend	KRW million	23,443	9,815	9,820
Corporate taxes and other taxes	KRW million	50,794	21,122	37,455
Local community investment	KRW million	113	121	149

1) Based on the consolidated financial statements in the business report as of December 2024

Performance Data(Environmental)

Environmental Incidence and Compliance

Category	Unit	2022	2023	2024
Fines for non-compliance with environmental laws and regulations	KRW million	0	0	0
No. of cases of environmental/ecological violations	Cases	0	0	0

Greenhouse Gas Emissions¹⁾

Category	Unit	2022	2023	2024
Total emissions ²⁾	tCO ₂ eq	17.87	19.11	19.85
Direct emissions (Scope 1) ²⁾	tCO ₂ eq	17.46	17.36	16.95
Direct emissions (Scope 1)	Percentage of business sites disclosing information	%	100	100
Indirect emissions (Scope 2)	tCO ₂ eq	0.41	1.76	2.9
Indirect emissions (Scope 2)	Percentage of business sites disclosing information	%	100	100
Intensity ³⁾	tCO ₂ eq/KRW 100 million	0.0005	0.0007	0.0007

1) Calculated based on city gas and electricity consumption

2) Corrected and disclosed 2022 and 2023 carbon emissions

3) Intensity: Total emissions (tCO₂eq) / Total sales on consolidated basis (KRW 100 million)

ESG Performance Data

Performance Data(Environmental)

Energy Consumption ¹⁾

Category	Unit	2022	2023	2024
Total energy consumption ¹⁾	TJ	0.31	0.33	0.35
Total energy consumption	TOE	7.50 ³⁾	7.90	8.28
Intensity ²⁾	TJ/KRW 100 million	0.0001	0.0001	0.0001
Non-renewable energy consumption	TJ	0.31	0.33	0.35
Non-renewable energy consumption	City gas	TJ	0.3 ³⁾	0.29
	Electricity	TJ	0.008 ³⁾	0.04
	Steam	TJ	-	-
Renewable energy consumption	TJ	-	-	-

1) Calculated based on city gas and electricity consumption

2) Intensity: Total energy consumption (TJ) / Total sales on consolidated basis (KRW 100 million)

3) Corrected and disclosed 2022 data

Water Consumption ¹⁾

Category	Unit	2022	2023	2024
Water consumption	ton	3,254	1,777	1,876

1) Office of HANSAE YES24 HOLDINGS are rental business sites, making it impossible to accurately secure water consumption (the figure is based on the rental area ratio of the entire building's usage)

Performance Data(Social)

Workforce Status

Category	Unit	2022	2023	2024
Total No. of employees	Total ¹⁾	Persons	24	29
	Female	Persons	14	16
	Male	Persons	10	13
	Under 30	Persons	3	6
	30-50	Persons	18	20
	50 above	Persons	3	3
People with disabilities	Persons	0	0	0
Foreigner	Persons	0	0	1
Regular	Persons	24	28	30
Contract	Persons	0	1	6

1) Based on the consolidated financial statements in the business report as of December 2024

ESG Performance Data

Performance Data(Social)

New Employee Hires¹⁾

Category		Unit	2022	2023	2024
Total No. of new hires	Total	Persons	2	8	7
	Under 30	Persons	0	3	3
	30-50	Persons	2	5	4
	50 above	Persons	0	0	0
	Female	Persons	2	3	3
	Male	Persons	0	5	4
No. of new hires in management positions	Total	Persons	2	2	1
	Executives and above	Persons	0	0	0
	Senior level	Persons	2	2	1

1) Calculated number of new hires excluding outside directors

Diversity

Category	Unit	2022	2023	2024
Ratio of female employees	%	58	55	47
Ratio of female managers ¹⁾	%	50	36	43
Ratio of female executives ²⁾	%	0	25	33

1) Calculated based on Team Lead Senior or above

2) Calculated based on executive and above

Turnover (Retirement) Status

Category		Unit	2022	2023	2024
Voluntary turnover rate		%	46	21	31
No. of turnover(Retirement)	Total	Persons	11	6	11
	Total turnover	Persons	11	6	11
	Total retirement	Persons	0	0	0
Total No. of retired workers	Voluntary retirement	Persons	0	0	0
	Regular retirement	Persons	0	0	0
	Registration under instruction (Termination, disciplinary action, etc.)	Persons	0	0	0
No. of turnover by gender	Female	Persons	8	4	9
	Male	Persons	3	2	2
No. of turnover by age	Under 30	Persons	2	1	4
	30-50	Persons	9	5	7
	50 above	Persons	0	0	0
Average years of service	Total	Years	3.5	4.5	5.2
	Female	Years	4.0	5.6	6.6
	Male	Years	3.0	2.8	4.2

ESG Performance Data

Performance Data(Social)

Parental Leave and Welfare ¹⁾

Category		Unit	2022	2023	2024
No. of employees on parental leave	Total	Persons	2	2	2
	Female	Persons	2	1	1
	Male	Persons	0	1	1
No. of employees return to-to-work after parental leave	Total	Persons	1	0	0
	Female	Persons	1	0	0
	Male	Persons	0	0	0
No. of employees who worked for more than a year after parental leave	Total	Persons	1	0	0
	Female	Persons	1	0	0
	Male	Persons	0	0	0

1) Calculated and disclosed based on domestic operations and business reports

Labor-Management Relations

Category	Unit	2022	2023	2024
Ratio of workers covered by collective bargaining agreements	%	100	100	100

Remuneration ¹⁾

Category	Unit	2022	2023	2024
Average salary (Female)	KRW million	96	86	76
Average salary (Male)	KRW million	132	85	91
Ratio of the basic salary and remuneration of women to men for each employee category, by main locations of operation	%	100	100	100

1) Calculated and disclosed based on domestic operations and business reports

Retirement Planning Program

Category	Unit	2022	2023	2024
Retirement pension (Defined Benefit type) asset	KRW million	1,045	1,164	1,563

Talent Management

Category		Unit	2022	2023	2024
Total training expenses		KRW	21,915,100	41,571,669	41,258,170
Average training expenses per employee		KRW	755,693	1,259,748	1,330,909
Average training hours per employee	Total	Hours	48	56	43
	Job related courses	Hours	42	51	37
	Code of Conduct/Ethics	Hours	4	4	4
	Information protection/security	Hours	2	1	2

Human Rights Grievance Handling Status

Category	Unit	2022	2023	2024
No. of human rights grievance from stakeholders	Cases	0	0	0
No. of human rights grievance from stakeholders resolved	Cases	0	0	0

Privacy Violations

Category		Unit	2022	2023	2024
No. of violations of privacy laws/standards	Via external stakeholders	Cases	0	0	0
	Regulatory filings	Cases	0	0	0
No. of customer data breaches, thefts, and losses		Cases	0	0	0

ESG Performance Data

Performance Data(Social)

Performance Evaluation ¹⁾

Category		Unit	2022	2023	2024
Ratio of employees receiving regular performance evaluation	Total	%	100	100	100
	Female	%	100	100	100
	Male	%	100	100	100
	Deputy managers or above	%	100	100	100
	Below deputy managers	%	100	100	100

1) Performance evaluation of all employees through MBO (Management by Objectives)

Industrial Accident (Employees)

Category	Unit	2022	2023	2024
No. of fatalities as a result of work-related injury	Cases	0	0	0
Rate of fatalities as a result of work-related injury	TRIR	0	0	0
No. of major work-related injuries excluding fatalities	Cases	0	0	0
Rate of major work-related injuries excluding fatalities	TRIR	0	0	0
No. of recordable work-related injuries	Cases	0	0	0
Rate of recordable work-related injuries	TRIR	0	0	0
Total No. of fatalities for employees	Persons	0	0	0
No. of cases involved in occupational accidents	Cases	0	0	0
No. of employees involved in occupational accidents	Persons	0	0	0
Industrial accident rate	%	0	0	0

Performance Data(Governance)

Composition of the BoD

Category		Unit	2022	2023	2024
Total No. of members	Total	Persons	7	7	7
No. of members	Independent directors	Persons	3	3	3
Total No. of members in Sustainable Management Committee		Persons	6	6	6
No. of independent directors in Sustainable Management Committee		Persons	3	3	3
No. of meetings held in Sustainable Management Committee		Times	4	5	4
Total no. of members in Audit Committee		Persons	3	3	3
Total no. of independent members in Audit Committee		Persons	3	3	3
No. of meetings held in Audit Committee		Times	4	6	4
Remuneration for audit services paid to external auditors		KRW million	185	185	275
Remuneration for non-audit services paid to external auditors		KRW million	0	0	0

Tenure ¹⁾ and Industry Experience of the BoD

Category	Unit	2022	2023	2024
Average tenure	Years	4.8 ²⁾	2.0	2.3

1) Calculated based on average tenure of independent directors as of December 31 of each fiscal year

2) Corrected and disclosed 2022 data

ESG Performance Data

Performance Data(Governance)

Diversity of the BoD

Category		Unit	2022	2023	2024
Ratio of members of the board	Male	%	28.6	25	25
	Female	%	71.4	75	75
	Under 30	%	0	0	0
	30-50	%	42.9	37.5	25
	Above 50	%	57.1	62.5	75

Operation Performance of the BoD

Category	Unit	2022	2023	2024
No. of independent directors with less than 75% board attendance	Persons	0	0	0
No. of BoD meetings held	Times	5	9	7
No. of Independent Director Recommendation Committee meetings held	Times	0	2	1
Average attendance percentage of the BoD	%	89	94	100

Expertise of BoD

Category	Unit	2022	2023	2024
Independent director trainings	Times	3	1	5

Shareholder Communication

Category	Unit	2022	2023	2024
Prior notice of location and agenda of regular meetings of general shareholders	Days before	38	33	35
Date of auditor's report pre-disclosure before notice of regular meetings of general shareholders	Days before	8	9	8
No. of investor presentations	Times	1	1	1
No. of voluntary disclosure	Cases	0	2	1

Anti-Bribery and Anti-Corruption Policy

Category	Unit	2022	2023	2024
Ratio of governance body members that the organization's anti-corruption policies have been communicated	%	100	100	100
Ratio of employees that the organization's anti-corruption policies have been communicated to	%	100	100	100

Ethical Violations and Actions

Category	Unit	2022	2023	2024
No. of reported Code of Conduct/Ethics	Cases	0	0	0
No. of substantiated Code of Conduct/Ethics violations, or incidents under investigation	Cases	0	0	0
Total No. of corruption cases	Cases	0	0	0
No. of employees who were disciplined/ Terminated due to corruption	Cases	0	0	0
No. of suppliers who were disciplined/terminated due to corruption	Cases	0	0	0

ESG Performance Data

Performance Data(Governance)

Grievance Mechanisms

Category	Unit	2022	2023	2024
No. of grievances within the grievance mechanism	Cases	0	0	0
No. of grievances within the grievance mechanism that have been resolved	Cases	0	0	0
Ratio of grievances within the grievance Mechanism that have been resolved	%	0	0	0

Donations

Category	Unit	2024
HANSAE YES24 FOUNDATION	KRW	128,127,000
K-Green Foundation	KRW	13,000,000
Korea National Contemporary Dance Company	KRW	1,000,000

Anti-Corruption (Ethics Management) Training

Category	Unit	2022	2023	2024
Total No. of governance body members that have received training on anti-corruption	Persons	7	7	7
Ratio of governance body members that have received training on anti-corruption	%	100	100	100
No. of employees trained in anti-corruption	Persons	24	29	36
Ratio of employees trained in anti-corruption	%	100	100	100

Corruption Risk Assessments ¹⁾

Category	Unit	2022	2023	2024
No. of business sites that conducted corruption risk assessments	Cases	0	0	3 ²⁾
Ratio of business sites that conducted corruption risk assessments	%	0	0	100

1) Based on internal accounting control standards

2) Limited to domestic business sites of HANSAE YES24 HOLDINGS, HANSAE CO., LTD. and HANSAEMK CO., LTD.

HANSAE MK

HANSAE MK

HANSAE MK



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71 Board of Directors

59 Human Rights Management

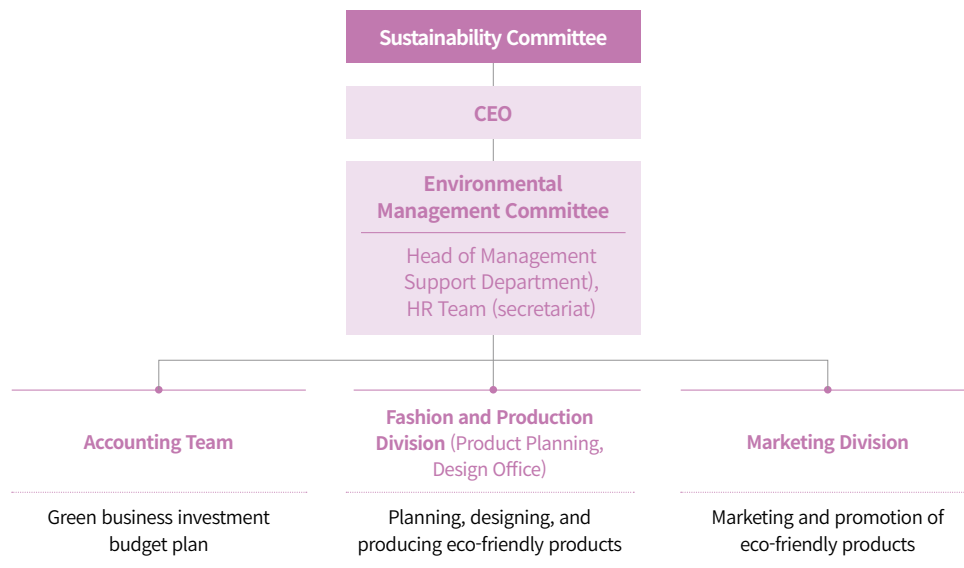
75 Ethical Management

Environmental Management

Environmental Management Structure

Environmental Management Committee

To promote systematic green management and strengthen execution, HANSAEMK CO., LTD. operates an Environmental Management Committee as a dedicated working group under the Board-level Sustainability Committee. The Sustainability Committee oversees the company's core environmental strategies. Under the leadership of the CEO, the Head of the Business Support Department serves as the chair, and the HR Team is designated as the secretariat. The committee regularly discusses and manages the company's key environmental strategies and action plans. It is composed of members selected for their departmental expertise and ability to execute initiatives. Through a collaborative structure across departments, it builds an integrated company-wide response system for climate change and sustainable products. The company also continues to advance its management infrastructure and systems to ensure environmental responsibility is upheld at every stage of the product lifecycle, from production and marketing to disposal. Notably, in 2024, the committee reported to the Board of Directors on the development of a company-wide inventory and reduction plan for climate change response, a waste reduction strategy including textile waste (Sustainability Committee in August 2024), and energy reduction performance (Sustainability Committee in November).



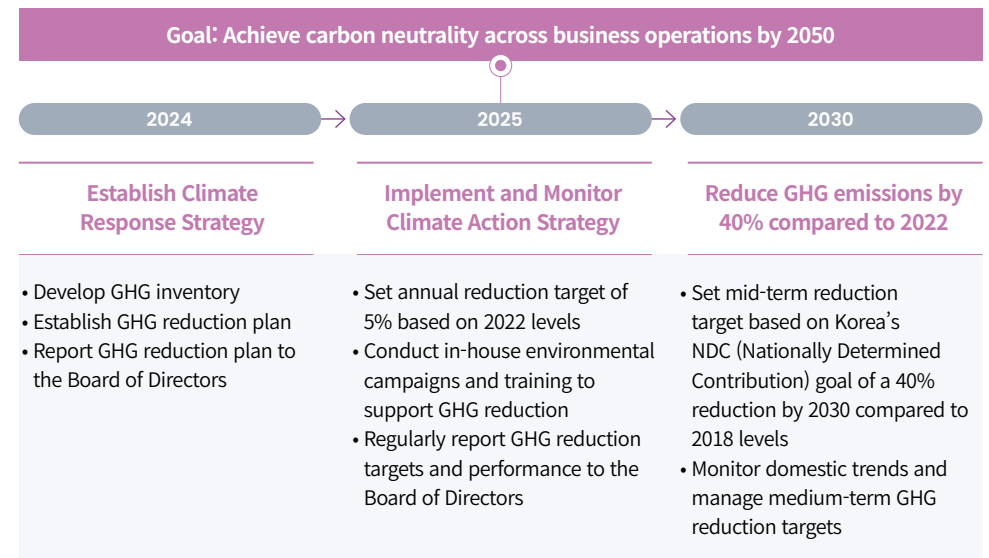
Environmental Management Policy

HANSAEMK CO., LTD. is committed to practicing eco-friendly management under the motto "GREEN +: Adding Value to Human Life and Nature." The company actively incorporates sustainable materials across all its brands to realize environmental values for a sustainable future. With a mid-to-long-term goal of converting over 30% of all brand products to eco-friendly items by 2030, HANSAEMK CO., LTD. is also establishing a company-wide green production system to support this transition.

Climate Action

Led by the Sustainability Committee, HANSAEMK CO., LTD. is working to strengthen its organizational capacity to respond to climate change. In 2024, the company established mid-to-long-term goals and strategies for climate action and reported them to the Board of Directors, marking a formal commitment to company-wide climate response efforts. Going forward, HANSAEMK CO., LTD. will pursue carbon neutrality across its operations, from product planning and manufacturing to sales, in alignment with its greenhouse gas reduction targets.

HANSAEMK CO., LTD.'s Climate Action Strategy



Environmental Management

Compliance with Environmental Laws and Regulations

HANSAEMK CO., LTD. proactively manages potential environmental risks by ensuring compliance with environmental laws and regulations.

Compliance with Environmental Laws and Regulations



Framework Act on Carbon Neutrality and Green Growth for Coping with Climate Crisis

HANSAEMK CO., LTD. publicly discloses its greenhouse gas emissions for the past three years through the Group's annual sustainability report. Although the company is not subject to the emissions trading scheme, it continues to implement energy-efficient practices to reduce emissions each year.



Wastes Control Act

HANSAEMK CO., LTD. aims to reduce waste generation by 20% by 2030(vs 2022) and ensures strict management of all waste, particularly textile waste. Through initiatives like the Recycle Class, the company also engages customers in reducing fashion industry waste.



Chemical Substances Control Act

HANSAEMK CO., LTD. ensures the safe handling of chemicals used in textile dyeing and continues to minimize the use of chemical substances in its production processes.



Framework Act on Resources Circulation

HANSAEMK CO., LTD. promotes the importance of resource recycling by incorporating upcycled materials into Playkiz Pro store interiors, launching products made from recycled materials, and hosting Levi's Kids denim upcycling classes. The company is steadily expanding its eco-friendly product line by actively adopting sustainable materials and innovative production techniques. A circular resource management system is applied across the entire product lifecycle, from planning and production to distribution and disposal.



Environmental Labeling and Advertising Review Guideline

HANSAEMK CO., LTD. clearly communicates environmental features such as materials and manufacturing processes on product labels and information so that consumers can make informed decisions. All employees receive trademark training to enhance awareness of intellectual property rights and ensure the accurate communication of product information.

Greenwashing Prevention Process

Placing top priority on transparent communication with customers, HANSAEMK CO., LTD. has established a system to prevent greenwashing—misleading promotion of environmental benefits. Starting in 2024, the company implemented a proactive monitoring system to track potential issues across media, marketing, e-commerce, and sales channels. In the event of an issue, a response process involving customer service, marketing, sales, and production teams is immediately activated.

Resource Circulation Management

Waste Recycling and Reduction

HANSAEMK CO., LTD. Resource Circulation Roadmap

As a recycling-obligated producer under the Act on the Promotion of Saving and Recycling of Resources, HANSAEMK CO., LTD. is responsible for collecting and recycling waste from manufacturing, import, and packaging. In response, the company developed a resource circulation roadmap aiming to cut waste emissions by 20% by 2030 (vs. 2022) through a phased reduction strategy. Its efforts have included replacing disposable shopping bags with reusable ones in 2022, transitioning to FSC-certified packaging in 2023, and launching a company-wide waste reduction plan in 2024 covering the entire product lifecycle—from planning and production to sales and recycling.

GOAL Reduce waste by 20% across all business operations by 2030 compared to 2022 levels (with an annual reduction target of 5% compared to the previous year)

Strategy 1.

Minimize waste across the business value chain

- Use recycled materials in product planning and production
- Reduce use of disposable items during product distribution
- Expand use of eco-friendly materials in stores

- Launch recycled-material products
 - ReRe line (Moimoln), recycled fabric pants & T-shirts (Playkiz Pro), ecofriendly denim (BUCKAROO), etc.
- Switch to eco-friendly shopping bags and shipping boxes
- Use upcycled fixtures for in-store interiors (applied in 21 stores total)

Strategy 2.

Promote environmental awareness through campaigns

- Internal: Build an environmentally conscious corporate culture
- External: Run eco-friendly campaigns encouraging customer participation

- Reduce disposable item use in offices through internal campaigns (e.g., digitization, minimizing disposables)
- Hold Levi's Kids Customer Campaign: "Bring Your Old Denim"

Strategy 3.

Efforts to Address Waste Challenges in Korea

- HANSAEMK CO., LTD. is working with expert organizations in Korea and abroad to develop effective waste reduction strategies.

- Foster Fashion Talent Using apparel samples (with Jeonghwa Arts College)
- Conduct marine ecosystem and conservation activities across Korea (with Korea National Park Service)

Reducing Negative Impacts Through the Use of Eco-Friendly Packaging

HANSAEMK CO., LTD. continuously assesses the environmental and social impacts that may arise across its supply chain and strives to mitigate any negative effects. Recognizing the adverse impact of issues such as pesticide use in raw material production, deforestation, and textile waste on local communities, the company is tackling these challenges by sourcing more sustainable materials like organic cotton and FSC certificated viscose, while also expanding its use of eco- friendly packaging Through these holistic efforts, HANSAEMK CO., LTD. aims to minimize environmental impact throughout the entire product lifecycle, from production and distribution to disposal, and contribute to the realization of a sustainable circular economy.

Resource Circulation Management

Waste Management Performance

In the fashion industry, a significant amount of clothing is discarded each year due to a combination of factors such as rapidly changing trends and the need to maintain brand image. HANSAEMK CO., LTD. recognizes the seriousness of this industry-wide issue and is making ongoing efforts to reduce its total waste generation. The company is minimizing waste by developing designs that reduce fabric loss and by enhancing product durability to extend garment life. HANSAEMK CO., LTD. will continue its waste reduction initiatives to fulfill its environmental responsibilities and contribute to the transition toward a more sustainable fashion industry.

Waste Generation in 2024 Compared to 2021¹⁾

32.14% Reduction



1) Total waste generated in 2021: 28 tons

Total Waste Generation

(Unit: ton)

Category	2022	2023	2024
HANSAEMK CO., LTD. (Domestic Operations)	20	18	19

HANSAEMK CO., LTD.'s Waste Reduction Strategy in Production



Develop designs that generate minimal fabric waste



Offer high-quality, durable products designed to be worn longer by all consumers

HANSAEMK CO., LTD.'s RFID System

In 2014, HANSAEMK CO., LTD. became the first in Korea's fashion industry to introduce Radio-Frequency Identification (RFID) technology, significantly improving operational efficiency across its stores and warehouses. Since implementation, product inspection time has been reduced by more than 25 times, and inspection accuracy has reached 100%. By streamlining inventory management, the system helps reduce unnecessary production and shipping errors, thereby contributing to lower carbon emissions. HANSAEMK CO., LTD. will continue to develop and adopt digital systems to optimize operations and systematically reduce carbon emissions across its business activities.

Water Management and Reduction Efforts

Although HANSAEMK CO., LTD. does not own production facilities and therefore has limited direct water usage, the company recognizes the fashion industry's significant water footprint and the global water shortage crisis. To address this, HANSAEMK CO., LTD. is adopting innovative approaches across its business operations to reduce water use. For instance, Levi's Kids denim products are manufactured using eco-friendly techniques that minimize water consumption, including printing methods that eliminate traditional washing processes. Additionally, BUCKAROO's JEANOLOGIA denim line uses innovative processing technologies—laser and ozone treatments—that require no water while still achieving a refined finish. HANSAEMK CO., LTD. will continue to develop low-water-use product lines to reduce environmental impact during production and offer consumers more sustainable choices.

Pollutant Management and Reduction Activities

In accordance with the Occupational Safety and Health Act, HANSAEMK CO., LTD. provides hazard communication and monitoring activities related to chemical use, including Material Safety Data Sheets (MSDSs). The company is also actively seeking and partnering with suppliers who use low-chemical processes, aiming to apply these methods to its brands and deliver high-quality products that consumers can trust and wear with confidence.

Biodiversity Hotspot Monitoring and Impact Management

Beyond its Seoul headquarters, HANSAEMK CO., LTD. conducts biodiversity research and assessments near its logistics centers in Icheon and Paju. In particular, the Paju region, adjacent to the Korean Demilitarized Zone (DMZ), is a biodiversity hotspot. The company is working to eliminate logistics activities that could disrupt local ecosystems and, in collaboration with professional organizations, is planning surveys of rare species in the area. Furthermore, since signing an MOU with the Korea National Park Service in 2023, HANSAEMK CO., LTD. has expanded its efforts to support marine ecosystem cleanup and the conservation of marine biodiversity within Korea's national parks.

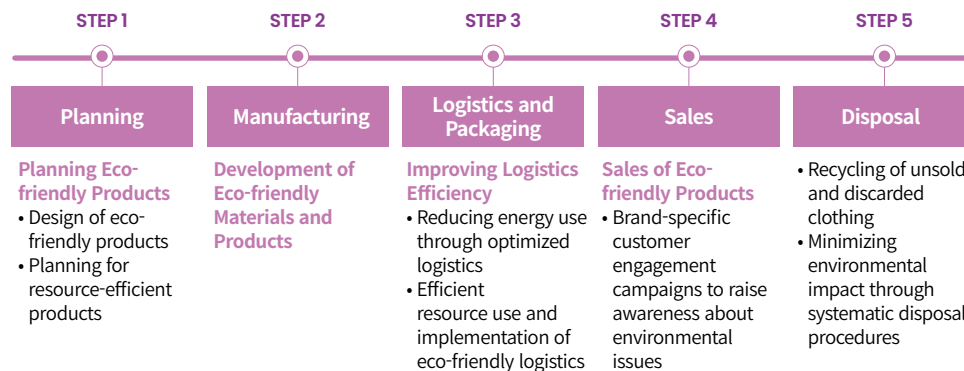
Product Circularity

Use of Sustainable Materials

Circular Economy Implementation Process

HANSAEMK CO., LTD. is working to establish a circular economy framework that considers the entire product lifecycle, from planning to disposal, by minimizing its negative environmental impacts at each stage of the value chain. In the planning and development phase, the company develops eco-conscious and resource-efficient products such as Moimoln's ReRe (Reduce waste & recycle) line, Levi's Kids and BUCKAROO denim made from recycled PET bottles, and NBA's GRS-certified eco-fleece line. During the production stage, HANSAEMK CO., LTD. is expanding its use of environmentally friendly materials and packaging inputs. In logistics, HANSAEMK CO., LTD. became the first in Korea's fashion industry to introduce an RFID system, significantly improving logistics efficiency and reducing energy consumption. During the sales phase, each brand continues to promote customer participation through eco-friendly campaigns. In the disposal stage, HANSAEMK CO., LTD. promotes circular resource use by recycling unsold inventory and reinforces environmentally responsible practices through systematic disposal procedures. Through these efforts, the company is addressing the environmental and social impacts of the fashion industry and working to establish a sustainable, circular system.

Circular Economy System Across the Entire Product Lifecycle



Plan to Expand Use of Sustainable Materials

To minimize its environmental impact, HANSAEMK CO., LTD. plans to gradually increase the proportion of sustainable materials used across all products. At the same time, the company is building a responsible production system that ensures fair labor conditions and protects workers' rights throughout the entire supply chain.

HANSAEMK CO., LTD.'s Classification and Definitions of Eco-Friendly Materials

Category	Fabric Type
Natural/organic fibers Organic	Cotton, Wool, Silk, Linen, Pineapple
Regenerated fibers	Soy Bean, Bamboo, Tencel™
Recycled fibers	Recycled cotton, Recycled PET, Recycled Nylon
Bio-based synthetic fibers	PLA, Thermoplastic Cellulose, PEF
Bio-based eco-friendly polymers	Ecozen, LEGO Bricks, Plantbottle

Green Purchasing

HANSAEMK CO., LTD. has established and implemented a green purchasing policy to build a sustainable value chain. This policy not only reduces the environmental impact of the company's direct operations but also creates a virtuous cycle by encouraging eco-friendly practices throughout the supply chain.

HANSAEMK CO., LTD.'s Green Purchasing Strategy

- 1 Partner with companies that operate sustainable production processes
- 2 Expand the use of renewable material resources to support carbon reduction efforts
- 3 Compliance with ethical production practices: Give priority to suppliers that protect labor rights
- 4 Set a green purchasing ratio: Maintain a certain percentage of eco-friendly products among annual purchases
- 5 Comply with government and international guidelines by aligning with country-specific green purchasing policies and standards

Expected Long-term Benefits of Green Purchasing Implementation

Environmental protection	Enhanced corporate sustainability	Economic benefits	Response to changing consumer perceptions
Resource conservation, carbon emission reduction, and waste minimization	ESG management practices and improvement of brand image	Long-term cost savings (e.g., energy savings, reduced waste disposal costs)	Alignment with eco-conscious consumption trends

Product Circularity

Green Products and Services

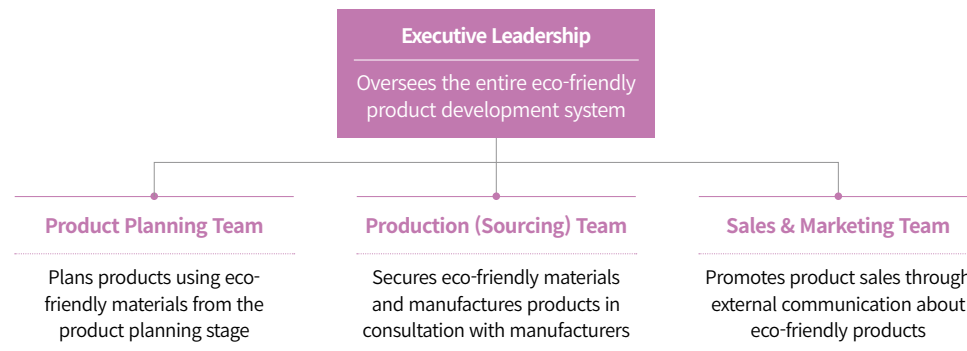
Development of Eco-friendly Products

Since 2021, HANSAEMK CO., LTD. has been systematically developing sustainable products by incorporating eco-friendly materials, innovative technologies, and manufacturing methods, beginning with Moimoln's ReRe line. To this end, the company actively uses sustainable materials such as organic cotton, bamboo fiber, Lyocell, and recycled polyester. It has also established and implemented a policy to minimize chemical processing and prioritize non-toxic, low-emission materials free from harmful substances. HANSAEMK CO., LTD. is actively adopting internationally recognized eco-friendly textile certifications such as OEKO-TEX1) and GRS2), and plans to continue expanding its use of certified materials and innovative technologies. The company aims to ensure that by 2030, over 30% of its products will be made using eco-friendly materials or production methods.

1) OEKO-TEX Standard 100: Certification for textiles tested to be free from harmful substances

2) Global Recycled Standard (GRS): Certification for products made with recycled fibers

Eco-friendly Product Development Governance



Eco-Friendly Product Guidelines

Under its long-term goals—minimizing environmental impact, expanding the use of eco-friendly materials, promoting the circular economy, ensuring fair labor practices, and raising consumer awareness—HANSAEMK CO., LTD. has established and is implementing a systematic strategy to convert 30% of all products to eco-friendly alternatives by 2030. In 2023, the company introduced clear, company-

wide guidelines for eco-friendly products, enabling all brands to develop sustainable products according to consistent standards.

In particular, HANSAEMK CO., LTD. places emphasis on enhancing the credibility of its eco-friendly products by obtaining reliable third-party certifications for key sustainable materials such as recycled fabrics, Tencel, and Modal.

HANSAEMK CO., LTD.'s Definition of Eco-Friendly Products



A product that contains at least 10% eco-friendly materials out of the total composition or meets the specific criteria of a credible third-party certification body

Number of Eco-Friendly Products by Brand (as of 2024)

Brand Name	No. of Eco-Friendly Products	Recycled	Tencel	Bamboo	Rayon	Linen	Sorona
Moimoln	138	✓	✓	✓	✓		
BUCKAROO	8	✓	✓			✓	
NBA, NBA Kids	2	✓					✓
CURLYSUE	5	✓					✓
153 styles in total							

HANSAEMK CO., LTD.'s Long-Term Goals for Green Products

Minimize environmental impact	Expand use of eco-friendly materials	
<ul style="list-style-type: none"> Reduce carbon emissions Conserve water resources and prevent pollution Decrease waste and microplastic generation 	<ul style="list-style-type: none"> Utilize organic cotton, bamboo fiber, lyocell, and recycled polyester Apply animal welfare-conscious production practices 	
Promote a circular economy	Foster fair labor practices	Raise consumer awareness
<ul style="list-style-type: none"> Strengthen recycling and upcycling Establish a system for garment collection and reuse 	<ul style="list-style-type: none"> Protect workers' rights Establish ethical production systems 	<ul style="list-style-type: none"> Promote a culture of sustainable consumption Provide transparent product information

Human Rights Management

Human Rights Policy

HANSAEMK CO., LTD. recognizes the establishment of a culture that respects the human rights of all stakeholders as a key corporate responsibility. To this end, the company has developed a human rights policy aligned with international standards such as the core conventions of the International Labour Organization (ILO), the OECD Guidelines for Multinational Enterprises, and the Universal Declaration of Human Rights. Based on this policy, HANSAEMK CO., LTD. is building a comprehensive human rights management system throughout its operations. The policy applies not only to employees but also to the entire value chain, including suppliers, and strictly prohibits child labor, forced labor, and discrimination. HANSAEMK will continue to place human rights at the core of its business practices and strengthen trust-based partnerships with suppliers and other business partners to promote responsible management that upholds human rights.

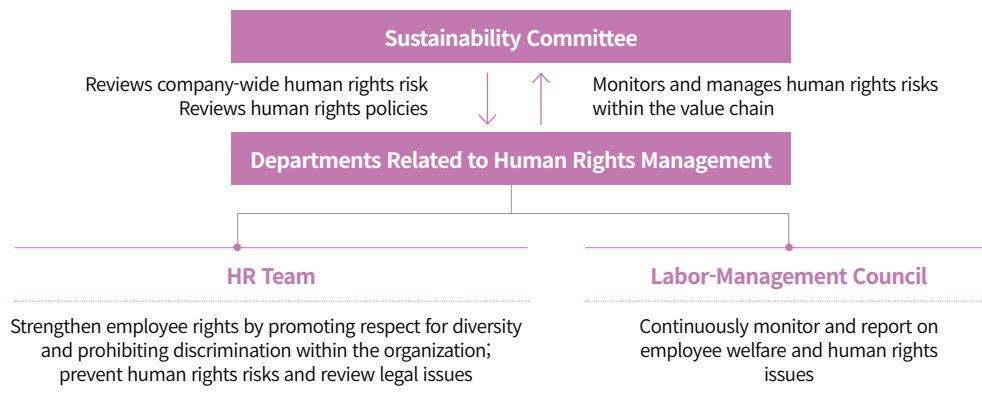


[HANSAEMK Human Rights Declaration and Code of Conduct](#)

Human Rights Management Structure

HANSAEMK is committed to proactively preventing and minimizing human rights risks that may arise in the course of its business operations through close collaboration among departments responsible for human rights management. In the event of a human rights issue, it is reported to the Sustainability Committee to ensure that such risks are addressed at the board level.

HANSAEMK Human Rights Management Governance



HANSAEMK CO., LTD.'s Human Rights Management Goals



Human Rights Risk Assessment

Grounded in a commitment to human dignity, HANSAEMK practices people-centered value management and strives to identify key human rights risks and prevent discrimination. The company clearly outlines human rights standards in its contracts with business partners by including a Code of Conduct. In the event of a confirmed human rights violation by a supplier, HANSAEMK takes firm action such as terminating the contract or requiring corrective measures. In line with the Human Rights Code of Conduct, the company may exclude contracts or suspend business with suppliers found to have committed human rights infringement and has established a policy to actively demand corrective actions when such violations are identified.

Human Rights Management Activities

To raise awareness of workplace ethics among all employees, HANSAEMK regularly provides training on topics such as sexual harassment prevention, disability awareness, workplace bullying prevention, and ethical management. These training courses are conducted annually through an online education platform and are mandatory for all employees.

Grievance Handling System

A Grievance Handling Committee within the HR team has been established to provide a systematic response to various issues such as discrimination, workplace harassment, and sexual harassment, ensuring prompt and reasonable resolution. All grievances are handled with strict protection of the whistleblower's anonymity and are processed transparently in accordance with a clearly defined procedure.

Human Rights Grievance Handling Process



Occupational Safety and Health Management

Safety and Health Management System and Strategy

HANSAEMK CO., LTD. is committed to ensuring that all employees work in a safe and pleasant environment. In compliance with Korean safety regulations such as the Serious Accidents Punishment Act and the Occupational Safety and Health Act, the company continues to strengthen its safety management system. Each year, HANSAEMK CO., LTD. collaborates with specialized agencies to address safety and health issues and enhance employee training. Its safety and health policies are applied comprehensively across all domestic and global worksites, employees, and suppliers, contributing to the creation of a safe working environment.

 HANSAEMK Occupational Safety and Health Regulations

HANSAEMK CO., LTD. Safety and Health Policy



- We place the highest priority on workers' safety and health to achieve zero-accident workplaces.
- We comply with safety and health regulations and proactively identify all hazardous and risk factors in the workplace to ensure the implementation of appropriate measures and ongoing improvements.
- Risk assessment is fundamental to safety and health management and is a critical component of business operations.

HANSAEMK CO., LTD.'s Mid-to-Long-Term Occupational Safety and Health Strategy

HANSAEMK CO., LTD. regards employee safety as fundamental to business operations. In 2024, the company established a comprehensive occupational safety and health strategy to ensure a safe working

Establishing and Maintaining a Safe and Pleasant Work Environment (2024–2030)

A Company Where Employees Can Work Safely and Securely

- Short-term Goal (by 2025): Maintain zero serious accidents and a 0% occupational injury rate within the company; Conduct safety campaigns focusing on high-risk workplaces.
- Mid-term Goal (by 2027): Maintain zero serious accidents and a 0% occupational injury rate within the company; Conduct company-wide safety campaigns and establish a strong safety culture.
- Long-term goal (by 2030): Achieve zero serious accidents and a 0% occupational injury rate within the company, along with zero serious accidents among suppliers.

- Conduct regular risk assessments to proactively manage workplace hazards.
- Perform continuous workplace inspections and employee training through specialized safety organizations.
- Review and improve company safety strategies and implementation frameworks through the Occupational Safety and Health Committee.
- Collaborate with suppliers to establish and monitor safety management policies within the supply chain.

A Company Where Employees Can Work Healthily and Happily

- Short-term goal (by 2025): Maintain a 100% participation rate in mandatory health checkups in accordance with the National Health Insurance Act
- Mid-term goal (by 2027): Achieve a 100% participation rate in company-wide health checkups to support physical health management
- Long-term goal (by 2030): Establish a specialized mental health care system to support employees' psychological well-being

- Promote regular health checkups and continuously improve checkup programs.
- Implement and manage internal campaigns promoting mental health awareness.
- Collaborate with professional organizations to establish an employee mental health management system.

environment. This strategy is structured around mid-to-long-term goals and action plans, enabling flexible responses to emerging social issues and regulatory changes, and ensuring that employees internalize and apply safety principles in the workplace.

Occupational Safety and Health Management Structure

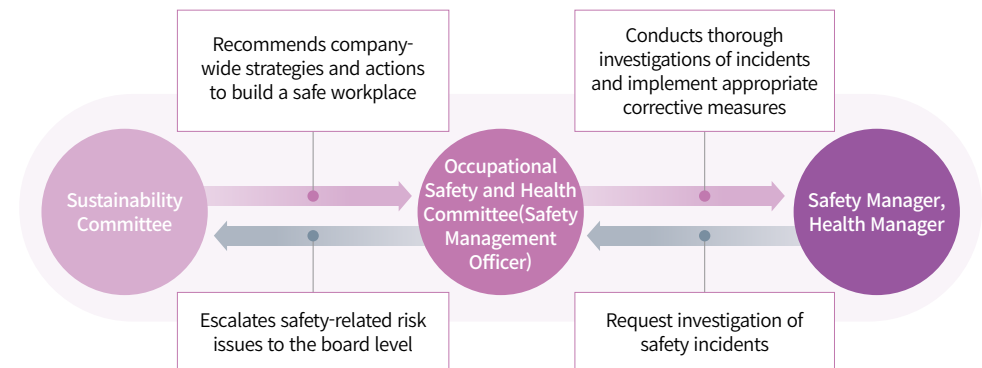
Safety Risk Review by the Sustainability Committee

HANSAEMK CO., LTD. monitors compliance with safety-related laws and risks through its Sustainability Committee. The committee identifies and manages potential safety risks at both domestic and international workplaces, prioritizing employee safety and driving company-wide efforts to establish a safe business environment.

Occupational Safety and Health Committee

HANSAEMK CO., LTD. holds quarterly Occupational Safety and Health Committee meetings to establish company safety and health policies and proactively prevent risks. The committee deliberates and resolves significant safety and health issues. The employee side is represented by a balanced group, including official worker representatives and others nominated by the workforce. To prevent safety issues, the committee designates safety management officers, while safety and health managers participate as employer representatives to enhance professional oversight. In the event of a safety incident, prompt communication between the committee and responsible officers ensures thorough investigation and appropriate corrective actions. Safety risks requiring board-level review are escalated to the Sustainability Committee, facilitating organization-wide discussions for building a safe workplace.

HANSAEMK CO., LTD. Safety Issue Management System

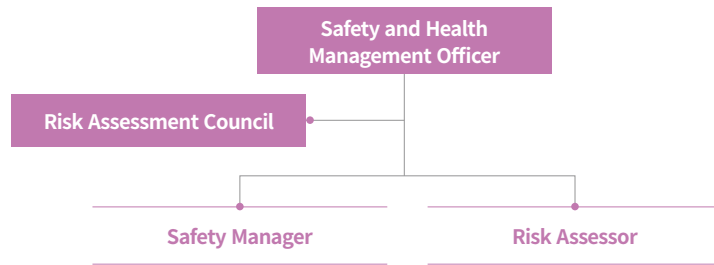


Occupational Safety and Health Management

Occupational Safety and Health Risk Assessment

HANSAEMK CO., LTD. prioritizes the safety and health of its employees and conducts systematic assessments of occupational safety and health risks. At the Deokpyeong Logistics Center, potential hazards are identified and addressed in advance through biweekly on-site inspections. In addition, the company performs an annual risk assessment to evaluate workplace hazards across operations. Based on the results, identified risks are mitigated through corrective measures. Through this structured risk management approach, HANSAEMK CO., LTD. is working to create a safe working environment and ensure the sustainable operation of its workplaces.

HANSAEMK CO., LTD. Risk Assessment



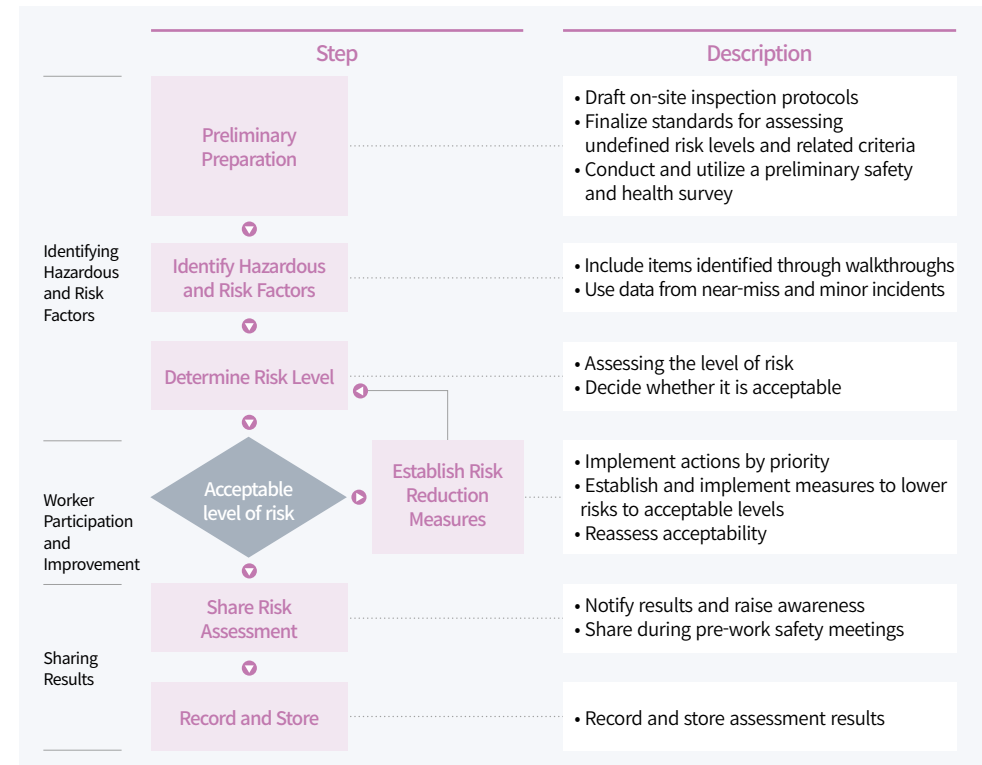
Roles and Responsibilities in Occupational Safety and Health Management

Workers	Risk Assessment Manager
Participate in risk assessment activities <ul style="list-style-type: none"> Review safety and health guidelines, risk assessment results, and corrective measures Understand and follow emergency preparedness and response procedures Understand permit-to-work procedures and hazardous locations 	Management and Support for Risk Assessment Execution <ul style="list-style-type: none"> Train risk assessment managers and educate workers Develop and implement the risk assessment execution plan Collect safety and health information and materials related to accident investigations; Review, document and maintain risk assessment results

Risk Assessment Results

In its 2024 risk assessment, HANSAEMK CO., LTD. identified a total of 12 risk factors, of which 9 required corrective action. Through corrective actions, the company successfully reduced overall risk by 51.6%. In addition, HANSAEMK CO., LTD.'s Deokpyeong Logistics Center conducts monthly on-site nurse visits to support employee health management and proactively prevent safety risks. HANSAEMK CO., LTD. will continue to build a safe workplace through regular risk assessments and by embedding a strong safety mindset across its workforce.

HANSAEMK CO., LTD. Risk Assessment Procedure



2024 Risk Assessment Results and Improvements

Category	Cause	Hazardous Risk Factor	Mitigation Measures
Mechanical Factor	Entanglement, cuts	Risk of safety accidents such as entanglement and cuts due to temporary protective measures (cover) on ventilator fan	Install ventilator cover, attach safety and health signs (e.g., caution: entanglement)
Mechanical Factor	Fall	Fall prevention signs at dock	Apply visible safety lines at the dock edge, provide worker training

Supply Chain Management

Supplier Code of Conduct

HANSAEMK CO., LTD. has established and operates a Supplier Code of Conduct consisting of nine areas, based on the core values of ethics and integrity, to promote a sound working environment and protect workers' rights. This Code applies to all manufacturing suppliers and business partners, and compliance is encouraged by including it in contractual agreements. In the event of a violation, corrective actions are initially requested. If the violation persists, follow-up actions, such as termination of business relationships, may be taken following communication with the supplier. Under this Code, suppliers are required to comply with the legal standards of each country, respect the dignity of workers, and provide optimal working conditions. Building on this foundation, HANSAEMK CO., LTD. strives to foster a fair and transparent business environment and will continue to enhance supply chain management by establishing an environmental and social impact assessment system for suppliers, contributing to the realization of a sustainable supply chain.

 HANSAEMK Supply Chain Sustainability Policy

Focus Areas of HANSAEMK CO., LTD.'s Supplier Code of Conduct

Environmental	Social	Governance
Environmental protection and conservation / Compliance with international environmental laws and regulations	Prohibition of discrimination / Prohibition of forced labor and human trafficking / Prohibition of child labor / Fair wages and working hours / Working conditions / Freedom of association	Anti-corruption

Supplier Selection

HANSAEMK CO., LTD. operates a fair and systematic supplier selection process to build a responsible supply chain and ensure a sustainable manufacturing environment. The company verifies supply chain reliability through field-based assessments to ensure product quality and on-time delivery, which are key competitive advantages for a fashion retail company. In addition, through an on-site inspection system, HANSAEMK CO., LTD. evaluates labor rights, occupational health and safety, and ethics at local factories to preemptively identify and mitigate potential risks during the production process and to select trusted partners. In 2024, HANSAEMK CO., LTD. is also obtaining signed commitments from key suppliers regarding compliance with the Code of Conduct, further strengthening efforts to reduce risks in supply chain management.

Supplier Evaluation by Business Stage

HANSAEMK CO., LTD. conducts supplier evaluations to transparently select partners aligned with the company's business direction and requirements. The company applies distinct evaluation criteria for each business stage to ensure product quality and mitigate risks within the supply chain.

HANSAEMK CO., LTD.'s Supplier Selection Criteria by Business Stage

Business Stage	Material Development	Supplier Selection	Supplier Evaluation
Key Selection Criteria	Review key materials by supplier before season launch	Review profiles of primary suppliers and factories	Use quantitative evaluations to determine suppliers for the next season
HANSAEMK Activities	Participate in textile trade shows and conduct market research on materials	Conduct on-site factory evaluations during secondary transactions	Evaluate key metrics such as on-time delivery rate and defect rate relative to sales

HANSAEMK CO., LTD. Supplier Selection Process

Phase 1	Document Review
• Submit general supplier profile and factory profile	• Review basic business capabilities and certification status
Phase 2	On-site Factory Evaluation
• Verify whether submitted information aligns with actual operations • Evaluate production capacity and quality management level	• Conduct on-site inspections based on a checklist covering 8 categories and 50 items

On-site Evaluation Criteria (Total of 50 items)

Factory Management	Raw Material Management	Needle Control	Cutting Management
Line Management	Inspection Management	Needle Detection Management	Packaging Management



Participation in textile trade shows

Talent Management and Organizational Culture

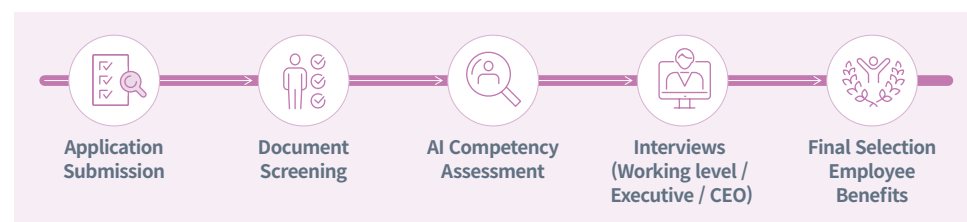
Talent Recruitment

HANSAEMK CO., LTD. recognizes talent acquisition as a key driver of corporate growth and pursues four core talent profiles: fundamentally grounded, customer-oriented, challenger-minded, and creative and action-oriented individuals. To select candidates who align with this profile, the company operates a five-stage recruitment process: application submission, document screening, aptitude testing, interviews, and final selection. Detailed information on the recruitment process and employee benefits is available on the official website. Through this structured approach, HANSAEMK CO., LTD. secures and nurtures capable individuals who resonate with the company's core values and vision. Furthermore, by fostering a supportive work environment where employees can fully realize their potential, the company is building an organizational culture in which individual growth and corporate development create mutual synergy.

HANSAEMK CO., LTD.'s Ideal Talent Profile

Fundamentally grounded talent	Those who demonstrate respect and a willingness to learn, grow through harmony and cooperation with colleagues, and value teamwork over individual flair.
Customer-oriented talent	Those who prioritize customer satisfaction and act with a proactive mindset, fostering partnerships built on trust and collaboration with customers.
Challenger-minded talent	Those who understand the value of perseverance and effort and strive to become the best in their field with a forward-thinking mindset.
Creative and action-oriented talent	Those with flexible thinking who can adapt to change and place greater importance on consistent execution than on exhaustive planning.

HANSAEMK CO., LTD.'s Recruitment Process







Welfare Benefits

HANSAEMK CO., LTD. operates a wide range of welfare benefit programs that support a healthy work-life balance. These programs are designed to enhance quality of life and job satisfaction by supporting employees in various aspects of their lives, including professional growth, health, and family. HANSAEMK CO., LTD. will continue to enhance its welfare offerings to foster a work environment where employees can thrive with psychological and financial stability.

In-house Welfare Programs

To promote employee well-being, HANSAEMK CO., LTD. offers various internal programs such as support for in-house club activities, comprehensive health checkups, monetary support for family events, holiday and birthday gifts, and overseas training opportunities for long-term employees and top performers. To encourage employees to pursue hobbies outside of work, HANSAEMK CO., LTD. also plans and runs diverse one-day classes on topics such as perfume and candle making, cooking and baking, leather crafting, drawing, and woodworking. Going forward, the company will continue to gather employee feedback to further diversify and improve its welfare programs.

HANSAEMK CO., LTD.'s Employee Benefits Program

 Training	<ul style="list-style-type: none">• Support for job-related or language courses through an external training subsidy (up to KRW 100,000 per month, maximum of KRW 1.2 million annually)• Access to a digital library• Group-wide lectures (on humanities and more)
 Health	<ul style="list-style-type: none">• Health checkup support (available under the same conditions for spouse and immediate family, with partial cost coverage)
 Lifestyle	<ul style="list-style-type: none">• Employee discount (50% off on in-house brands)• Paid birthday leave and gift certificate• Support for family events (leave, floral arrangements, and condolence supplies)• Rewards for long-term and outstanding service
 Family	<ul style="list-style-type: none">• Family Day (shortened workday on the third Thursday of every month)• Access to corporate resorts• Holiday gift certificates

Talent Management and Organizational Culture

Corporate Culture Initiatives

HANSAEMK CO., LTD. is committed to building an organizational culture where employees can work in a stable environment based on mutual trust and respect, supported by a strong institutional foundation. The company has consistently worked to ensure work-life balance and foster a flexible working environment. In recognition of its efforts to operate and improve family-friendly policies, HANSAEMK CO., LTD. was certified as a “Family-Friendly Company” by the Ministry of Gender Equality and Family in 2024. Based on this recognition, the company is further systematizing institutional support tailored to employees' life stages, such as childbirth and parenting, and is actively driving tangible improvements in workplace culture. Through flexible work arrangements and staggered working hours, employees are empowered to work in alignment with their personal routines. By designating the third Thursday of every month as “Family Day,” HANSAEMK CO., LTD. encourages leaving work early, establishing a system-based approach to work-life balance. To further promote a culture of respect and open communication, HANSAEMK CO., LTD. runs various internal campaigns to promote open and respectful communication, fostering a healthy and collaborative workplace. The company will continue to enhance its talent management framework rooted in organizational culture to ensure that employees can work sustainably with autonomy and stability.



Sustainability Education for Employees

HANSAEMK CO., LTD. regularly communicates sustainability-related topics through its internal newsletter HANSAE'IN, published quarterly for employees in Korea (252 recipients as of 2024). The company also collaborates annually with the K-Green Foundation to provide employees with opportunities to attend the Seoul International Eco Film Festival (34 participants in 2024), aiming to raise awareness of environmental issues. In 2024, HANSAEMK CO., LTD. conducted interviews on sustainability with managers in departments closely linked to the topic, such as production, marketing, general affairs, and accounting. Based on the insights gathered, the company formulated key sustainability strategies.

Number of employees who attended the 2024 Seoul International Eco Film Festival

34 persons



Freedom of Association and Collective Bargaining

Labor-Management Council

HANSAEMK CO., LTD. has established and operates a Labor-Management Council to ensure mutual growth between the company and its employees through effective communication. The council, which convenes quarterly, provides a platform for company and employee representatives to discuss a range of issues such as working conditions and employee benefits and to reach mutually agreed solutions. To promote transparent communication, HANSAEMK CO., LTD. announces upcoming meetings at least one month in advance to all employees, actively collecting their input on agenda items. After each meeting, all discussion points and outcomes are shared with employees, fostering a labor-management relationship built on trust.

2024 Labor-Management Council Status by Affiliate

HANSAEMK

Total meetings held: 4

Total participants: 12

Attendance rate: 100%

HANSAE'IN

Key Agenda Items of the 2024 Labor-Management Council

Affiliate	Quarter	Agenda
HANSAEMK CO., LTD.	Q1	Monthly Family Day in 2024, performance evaluations, new brand contest
	Q2	Mandatory legal training and job-specific training, health checkups, and the conversion of design hires through open recruitment to regular employment
	Q3	Installation of bidets at Nonhyeon office, SBA YouTube filming, installation of stair-edge guards at Sangam office
	Q4	Playkiz Pro Kids Soccer Festival, celebration event planning, promotion review committee meeting

Post-Retirement Support

HANSAEMK CO., LTD. operates a Defined Benefit (DB) retirement pension plan to ensure the financial security of employees after retirement. In compliance with applicable regulations, the accumulated funds are deposited and managed by an external financial institution to ensure the long-term sustainability of the plan. Through this retirement pension system, HANSAEMK CO., LTD. supports the long-term financial well-being of our employees, allowing them to build a secure futures and maintain stability after retirement.

Talent Management and Organizational Culture

Fostering an Inclusive Work Environment

HANSAEMK CO., LTD. is committed to building a healthy and horizontal organizational culture where all employees can fully realize their potential. The company continues to enhance systems aimed at eliminating negative practices such as gender discrimination, workplace harassment, and unfair favoritism, thereby fostering an inclusive work environment. Notably, HANSAEMK CO., LTD. has demonstrated strong performance in gender diversity, with women accounting for over 50% of the workforce over the past four years. As of the most recent data, women hold 53% of managerial roles and 23% of executive-level management positions. This figure is nearly double the national average of 23.7% for female managers, as reported by the Ministry of Employment and Labor in 2022, highlighting HANSAEMK CO., LTD.'s genuine commitment to equitable hiring and providing fair opportunities. HANSAEMK CO., LTD. will continue to embrace diversity and inclusion as core values of its corporate culture, creating a workplace where all employees grow together in a spirit of mutual respect.

HANSAEMK CO., LTD. Diversity Goals



Proportion of Female Managers and Workers at HANSAEMK CO., LTD. in 2024¹⁾



1) Based on Korean workplaces

Work-Life Balance Task Force

HANSAEMK CO., LTD. operates a Childbirth and Parenting Support Task Force to foster an inclusive organizational culture that respects diverse lifestyles and supports work-life balance. This initiative aims to actively support childbirth and parenting while ensuring that all employees can continue their careers without interruption. Through programs such as congratulatory gifts for childbirth, regular surveys on related systems that reflect employee feedback, and the gradual expansion of effective policies, HANSAEMK CO., LTD. is embedding a family-friendly culture across the organization.

The company will continue to enhance policies that support an inclusive work environment respectful

of employees' diverse life stages and lifestyles, while expanding support to help all employees grow through work-life balance.

Promoting a Family-Friendly Culture

HANSAEMK CO., LTD. offers a variety of programs that support work-life integration tailored to employees' lifestyles. The company has established appropriate systems to ensure that government policies related to pregnancy, childbirth, and parenting are effectively utilized, while also promoting internal awareness. HANSAEMK CO., LTD. participates in operating workplace daycare centers accessible to employees across all affiliates of the Hansae YES24 Group. It also designates one day each month as "Family Day," on which employees are encouraged to leave work early, and provides access to corporate resorts for employees and their families. These efforts reflect HANSAEMK CO., LTD.'s commitment to building a supportive work environment that enables all employees, regardless of gender, to care for their families while pursuing their careers.

Employment of Persons with Disabilities

HANSAEMK CO., LTD. is committed to expanding employment opportunities for persons with disabilities and fostering an inclusive organizational culture that respects diversity. In 2024, persons with disabilities accounted for 3.1% of the company's total workforce, fully meeting Korea's legal employment requirement. Since 2023, HANSAEMK CO., LTD. has also employed the "Universe and Me Ensemble," a performing group of artists with disabilities, as full-time employees, supporting their economic independence and artistic careers. The Universe and Me Ensemble actively performs at internal and external events and concerts, engaging with employees and contributing to greater awareness of disability and cultural diversity within the organization. This initiative reflects HANSAEMK CO., LTD.'s proactive commitment in creating an employment environment where individuals with disabilities can demonstrate their professional capabilities and continue to grow.

HANSAEMK CO., LTD. will continue to implement diverse inclusion strategies to build a workplace where employees with and without disabilities can work together in mutual respect. Through these efforts, the company seeks to create a truly inclusive workplace, where the rights of persons with disabilities are respected, and their potential can be fully realized.



"Universe and Me Ensemble," a performing group of artists with disabilities

Talent Management and Organizational Culture

Talent Development System

HANSAEMK CO., LTD. is enhancing its future competitiveness through a structured talent development system. In the first half of 2024, the company conducted open recruitment for designers and signed an MOU with the University of Suwon to operate an internship program, as part of its active investment in the recruitment and development of top talent. A variety of programs are offered to support both professional growth and personal development. Outstanding employees are given the opportunity to participate in training in New York, gaining firsthand exposure to the global fashion market and learning about the latest trends. In May, employees from HANSAEMK CO., LTD. and other Hansae YES24 Group affiliates participated in the New York program, gaining invaluable experience and insight. HANSAEMK CO., LTD. will continue to advance its talent development framework to support employee growth and build a resilient foundation for sustained success in the evolving fashion industry.

Employee Training Programs

HANSAEMK CO., LTD. provides up to KRW 1.2 million annually per employee to support self-driven development in areas such as job-related expertise and global competencies. As a leading company in the K-fashion industry, HANSAEMK CO., LTD. regularly offers specialized training programs in areas such as design, trend analysis, and trademark rights to strengthen industry-specific capabilities, along with language education to enhance global competitiveness. Through these efforts, the company is cultivating talent equipped not only with professional expertise but also with inclusivity, a global mindset, and a strong sense of ethical responsibility. HANSAEMK CO., LTD. will continue to refine its training content to meet the evolving demands of the industry and ESG standards.



Outstanding employee training program in New York



Performance Evaluation of Employees

HANSAEMK CO., LTD. manages employee capabilities through a fair and transparent performance management system and continues to foster a performance-oriented organizational culture based on autonomy and accountability. Performance evaluations are conducted once a year through a KPI evaluation system that assesses individuals and teams separately. In 2024, sustainability performance was reflected in the key performance indicators (KPIs), with ESG-related items, such as the establishment of an ESG strategy framework and response to external evaluations, integrated into the KPIs of managers and staff in the HR team, which oversees sustainability. HANSAEMK CO., LTD. plans to extend these sustainability-related KPIs to other relevant departments. In the long term, the company also aims to incorporate sustainability efforts into executive performance evaluations and compensation systems, thereby laying the foundation for company-wide ESG goal setting and implementation.

HANSAEMK CO., LTD.'s Employee Training Programs

Area	Target	Description
Customer service training	All employees	Training to enhance customer interactions and improve service quality
Trademark training	All employees	Training on effective trademark management and protection strategies
Sports seminar training	NBA Division	Training on seasonal color trends, key colors, practical, work-ready trend items and brands, as well as trend themes, inspirations, and sports market trends
9-Week Mini MBA	All employees	Leadership development program covering core business theories and practical application
Job-specific and language training support	All employees	Support for job-related and language training to strengthen expertise in the fashion industry



Customer Satisfaction and Service

Product and Service Innovation

HANSAEMK CO., LTD. continues to invest in service innovation to enhance customer satisfaction. On its official online shopping platform, STYLE24, the company improves consumer experience through a differentiated membership program and fast delivery service. The STYLE24 membership system offers five tiers, from WELCOME to VIP, with tailored benefits such as discount coupons, gift vouchers, and birthday offers designed to match each stage of the customer journey. The “Same-Day Delivery” service allows for same-day delivery on orders placed by 10 a.m., providing immediate fulfillment and convenience. Through such innovations, HANSAEMK CO., LTD. is building a customer-centric business model that goes beyond simply selling products, fostering lasting relationships and delivering distinctive brand experiences.

Customer Engagement Initiatives

HANSAEMK CO., LTD. actively strengthens communication with consumers through various online and offline channels. It operates a consumer contact center on its official website and a customer service center on STYLE24 to promptly respond to product inquiries, purchase consultations, and customer complaints. NBA Kids, one of the company’s brands, has launched the brand ambassador program “NBA Rookie 2024” to enhance consumer engagement. The 20 children, aged 8 to 13, were selected through a competitive 15:1 applicant-to-spot ratio, participate in product trials, content creation, and promotional events, serving as a bridge between the brand and its customers.

Through these two-way communication channels, HANSAEMK CO., LTD. aims to offer more than just products; it strives to provide enriching brand experience and strengthen emotional connections with customers, laying the foundation for long-term, sustainable relationships.



Bullet Delivery service poster



Kids ambassador NBA Rookie 2024

Customer-Participatory ESG Initiatives

HANSAEMK CO., LTD. shares the value of sustainability with customers through a variety of participatory ESG activities. The company will continue to expand such initiatives to promote resource circulation and foster a culture of sustainable consumption in collaboration with consumers.

Levi's Kids Denim Upcycling Class

To commemorate World Environment Day, Levi's Kids held a “Bring Your Old Denim” promotion, collecting used denim that was repurposed into new items during a hands-on upcycling class. Ten families participated in creating denim clocks and pencil holders. Beyond simply selling products, the event provided customers with an opportunity to actively engage in environmental protection and experience the value of sustainable consumption. Now in its third year as of 2024, the Levi's Kids Denim Upcycling Class is one of HANSAEMK's leading customer-participatory ESG initiatives. The company will continue exploring diverse activities that empower customers to take part in responsible consumption.



Moimoln Custom Newborn Shirt Class

To support emotional well-being and bonding for new parents, Moimoln hosted a “Custom Newborn Shirt Class.” Expectant parents created personalized newborn shirts using DIY kits made from organic fabrics, customizing them with their baby's nickname and logo. The experience helped foster emotional connections during the pregnancy journey and contributed to parents' sense of confidence and emotional fulfillment. Moimoln will continue to develop initiatives that celebrate the journey to parenthood and build a supportive community for new families.



Social Contribution

Community Engagement Framework

HANSAEMK CO., LTD. has established a structured system for managing its community engagement activities by forming a dedicated task force under the CEO. This task force works in close coordination with relevant departments depending on the purpose and resource needs of each initiative. The community engagement task force collaborates with departments such as HR, sales, marketing, and accounting to ensure effective implementation. Based on this dedicated structure, HANSAEMK CO., LTD. continues to carry out donation and partnership initiatives across a range of areas including arts and culture, welfare, the environment, and youth development.

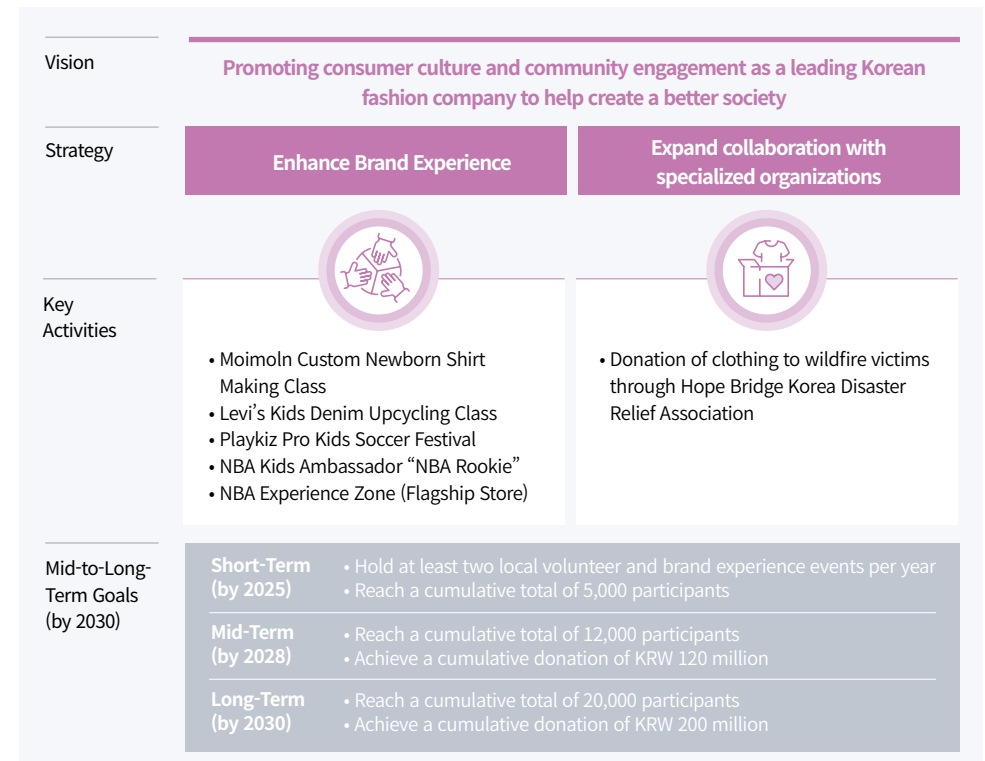
HANSAEMK CO., LTD.'s Community Engagement Organizational Structure



Mid-to-Long-Term Community Engagement Strategy

As one of Korea's first-generation fashion companies, HANSAEMK CO., LTD. is strengthening connections with customers and local communities through a variety of regional initiatives. Each of the company's eight brands leverages diverse online and offline channels tailored to their unique characteristics to create opportunities for customer engagement. At the same time, HANSAEMK CO., LTD. is working in collaboration with specialized organizations to meaningfully address community issues. Through brand-specific collaboration projects, ethical consumption campaigns, and initiatives using eco-friendly materials, the company is committed to promoting shared growth by enhancing its social and environmental value.

HANSAEMK CO., LTD.'s Mid-to-Long-Term Community Engagement Strategy



Social Contribution

Community Engagement Initiatives

Strategy 1. Enhancing brand experiences: Playkiz Pro Kids Soccer Festival

As part of its community engagement strategy, HANSAEMK CO., LTD. has made “enhancing brand experiences” a key pillar, using youth sports programs to promote both brand identity and positive social values. In particular, the Playkiz Pro Kids Soccer Festival, which marked its 15th anniversary this year, represents one of HANSAEMK CO., LTD.’s flagship brand-linked community initiatives. The event aims to support regional development and the healthy growth of children, drawing around 3,000 participants, including 70 youth soccer teams from across the country and their families, in 2024. All participants received branded uniforms and soccer balls, and medals were awarded regardless of match outcomes, emphasizing values of sportsmanship and unity. Children also enjoyed various activities including shooting stations, face painting, and photo booths, creating joyful memories associated with the brand. HANSAEMK CO., LTD. will continue to expand brand-based initiatives that go beyond one-off events, creating opportunities for children and families to engage meaningfully together.

Expected Outcomes of the Playkiz Pro Kids Soccer Festival



Expanding children's access to sports



Promoting a healthy sports culture



Serving as a brand that grows with the community



Hosting the Playkiz Pro Kids Soccer Festival Gyeongbuk and Gyeongnam



Strategy 2. Expanding collaboration with specialized organizations: Industry-academia partnership

HANSAEMK CO., LTD. entered into an industry-academic partnership with the Department of Craft Design at the University of Suwon to nurture talent specialized in the fashion industry and expand employment opportunities for young people. Through this initiative, students majoring in craft design gained hands-on internship experience and opportunities to develop their creative capabilities. The company also provided support and resources for their graduation projects, reinforcing the connection between academia and industry. HANSAEMK CO., LTD. will continue to collaborate with specialized institutions across various channels to cultivate future talent in the fashion sector and promote youth employment.

Strategy 2. Expanding collaboration with specialized organizations: Clothing donations for wildfire victims

HANSAEMK CO., LTD. engages in meaningful community initiatives that provide practical support during crises, including natural disasters and emergencies. In early 2025, the company donated approximately KRW 350 million worth of clothing, including 1,000 outerwear items, to wildfire victims in the Gyeongbuk and Gyeongnam regions through the Hope Bridge Korea Disaster Relief Association. HANSAEMK CO., LTD. is committed to continuing its efforts to fulfill its social responsibility by leveraging its strengths as a fashion company and maintaining close collaboration with specialized organizations and local communities.



Industry-academia partnership with the Department of Craft Design at the University of Suwon



Clothing donation for wildfire victims in Gyeongbuk and Gyeongnam

Board of Directors

Board Composition

HANSAEMK CO., LTD. emphasizes transparent governance to ensure long-term growth and sustainable management. The Board of Directors convenes regularly to deliberate and resolve key business issues and maintains a balanced composition of executive and independent directors to strengthen both independence and expertise. The board has established specialized committees, including the Audit Committee and Compensation Committee, to enhance management transparency. Directors are appointed through the Annual General Meeting of Shareholders, in alignment with the company's goal of enhancing shareholder value. Through this transparent governance framework, HANSAEMK CO., LTD. is committed to responsible management and reinforcing its foundation for sustainable growth.

Board Members

Category	Name	Gender	Position	Key Experience	Appointment Date	Term Expiration
Board	DONG NYUNG KIM	Male	CEO	CEO, HANSAE YES24 HOLDINGS	Mar 26, 2025	Mar 26, 2028
Board	JI WON KIM	Female	CEO	CEO, HANSAEMK CO., LTD.	Mar 30, 2020	Mar 28, 2026
Board	DONG HWAN LIM	Male	CEO	CEO, HANSAEMK CO., LTD.	Mar 26, 2025	Mar 26, 2028
Board	IK WHAN KIM	Male	Executive Director	CEO, HANSAE CO., LTD.	Mar 26, 2025	Mar 26, 2028
Board	GEON WOO KIM	Male	Independent Director	Former CEO, Hwaseung	Mar 28, 2023	Mar 28, 2026
Board	HO SUNG PARK	Male	Independent Director	Former CEO, Fujifilm Korea	Mar 30, 2020	Mar 28, 2026
Board	BONG SU KIM	Male	Independent Director	Former CEO, Shinsegae Uijeongbu Station Development Co., Ltd.	Mar 28, 2023	Mar 28, 2026

2024 Board Operations Performance

Category	Unit	2021	2022	2023	2024
Total meetings held	Number	6	10	13	7
Agenda items discussed	Number	26	20	31	27
Attendance rate (Executive Directors)	%	81.8	83.3	76	100
Attendance rate (Independent Directors)	%	100	93.3	100	100

2024 Board Activities

Date	Agenda Items
Feb 22, 2024	FY29 internal accounting management system operation status and evaluation report
	Approval of FY29 consolidated and separate financial statements
	Convening of the 29th Annual General Meeting and determination of agenda items
	Approval of the introduction of electronic voting
	Foreign currency payment guarantees for Kaesu Fook Company Limited (SHANGHAI) (Hana Bank)
	Foreign currency payment guarantees for MKTREND (SHANGHAI) CO., LTD. (Shinhan Bank)
	Pledge for loan extension by MKTREND (SHANGHAI) CO., LTD. (Woori Bank)
May 10, 2024	Collateral for loan by MKTREND (SHANGHAI) CO., LTD. (Hana Bank)
	Amendment of Board Regulations
	Lease agreement (Style24 Co., Ltd.)
	Establishment of regulations on executive appointments
	New loan agreement (Shinhan Bank)
	Refinancing of foreign currency payment guarantee for MKTREND (SHANGHAI) CO., LTD. (Shinhan Bank)
	Pledge for loan extension by MKTREND (SHANGHAI) CO., LTD. (Woori Bank)
May 27, 2024	Pledge for new loan by HANSAE DREAM JAPAN (Woori Bank)
	Issuance of 4th unsecured private placement bonds
	Monetary loan (Counterparty: MKTREND (SHANGHAI) CO., LTD.)
	Monetary loan (Counterparty: Kaesu Fook Company Limited (SHANGHAI))
	Monetary loan (Counterparty: HANSAE DREAM JAPAN)
	Establishment of branch (Starfield Market Jukjeon Branch)
	Extension of loan (Korea Development Bank)
Aug 12, 2024	Extension of collateral related to loan by MKTREND (SHANGHAI) CO., LTD. (Hana Bank)
	Renewal of foreign currency payment guarantee for Kaesu Fook Company Limited (SHANGHAI) (Shinhan Bank)
	Extension of foreign currency payment guarantee for HANSAE DREAM JAPAN (Woori Bank)
	Issuance of 5th unsecured private placement bonds
	Issuance of the 6th series unsecured bearer-type convertible bonds via private placement
	Establishment of branches (NBA Flagship Store, Homeplus Yuseong Branch, Lotte Mall Suji Branch)

Board of Directors

Director Appointment

Board Expertise

HANSAEMK CO., LTD. adheres to transparent and fair procedures in the appointment of directors and continuously strengthens its criteria to enhance the Board's expertise and independence. In accordance with the Articles of Incorporation, directors are elected through resolutions at the General Meeting of Shareholders, following prior review and recommendation by the Director Recommendation Committee and the Independent Director Recommendation Committee. Candidates are evaluated comprehensively based on their expertise, ethical standards, and independence, with a thorough review of any potential conflicts of interest with major shareholders or the company. HANSAEMK CO., LTD.'s Board members bring expertise in areas such as distribution, fashion, finance, and strategy, along with diverse experience in corporate management, global business, risk management, and ESG. This diversity contributes to enhancing both the professionalism and diversity of Board operations.

HANSAEMK CO., LTD. Board Competency Matrix

Experience, Expertise, and Qualifications of Directors	Executive Directors				Independent Directors		
	DONG NYUNG KIM	JI WON KIM	DONG HWAN LIM	IK WHAN KIM	GEON WOO KIM	HO SUNG PARK	BONG SU KIM
Corporate Management	●	●	●	●	●	●	●
Global Business	●	●	●	●		●	
Finance/Accounting					●		
Risk Management	●		●	●	●		●
Sales/Marketing	●	●	●			●	●
ESG	●	●		●			

Board Committees

HANSAEMK CO., LTD. has established and operates five specialized committees under the Board of Directors—the Independent Director Recommendation Committee, Director Recommendation Committee, Internal Transactions Committee, Audit Committee, and Sustainability Management Committee—to enhance the professionalism and efficiency of its decision-making processes. Each committee is composed of directors with extensive experience and insight in relevant fields and engages in in-depth discussion and review of agenda items tailored to the specific functions of each committee. These committees contribute to strengthening the Board's expertise and advancing responsible governance.

Board Committees

	Audit Committee	Sustainability Management Committee	Internal Transactions Committee	Independent Director Recommendation Committee	Director Recommendation Committee
Composition	3 Independent Directors	3 Independent Directors, 2 Executive Directors	1 Independent Director, 1 Executive Director	1 Independent Director, 1 Executive Director	1 Independent Director, 1 Executive Director
Director Name	GEON WOO KIM, HO SUNG PARK, BONG SU KIM	GEON WOO KIM, HO SUNG PARK BONG SU KIM, JI WON KIM DONG HWAN LIM	GEON WOO KIM, DONG HWAN LIM	GEON WOO KIM, DONG HWAN LIM	GEON WOO KIM, DONG HWAN LIM
Role	Supervision of directors' duties and enhancement of accounting transparency	Development, review, and oversight of ESG strategies and performance	Review of transactions with the largest shareholder and related parties	Recommendation of independent director candidates to be appointed at the general shareholders' meeting	Recommendation of director candidates to be appointed at the general shareholders' meeting

Audit Committee

HANSAEMK CO., LTD. established its Audit Committee at the 22nd Annual General Meeting of Shareholders held on March 17, 2017. The committee is composed of three independent directors and operates with full autonomy. It attends board meetings to verify the accuracy and reliability of the company's financial statements and internal control systems, thereby safeguarding the interests of various stakeholders. At least one committee member is a certified expert in accounting and finance, fully meeting the qualification requirements stipulated in the Commercial Act, the company's Articles of Incorporation, the Board of Directors regulations, and the Audit Committee regulations.

Board of Directors

Independence of the Audit Committee

Key Eligibility Criteria	Compliance Status	Relevant Regulation
Composed of at least 3 directors	Compliant (3 members)	Article 415-2 (2), Commercial Act
At least two-thirds of members are independent directors	Compliant (all independent)	
At least one member is an accounting or finance expert	Compliant (1 member)	Article 542-11 (2), Commercial Act
Committee chair is an independent director	Compliant	
No disqualifying relationships (e.g., related to major shareholders)	Compliant (no applicable cases)	Article 542-11 (3), Commercial Act

Audit Committee Key Activities

Date	Agenda Item	Resolution
Feb 22, 2024	FY29 internal accounting management system operation status and evaluation report	Approved
	Approval of FY29 internal accounting management system operation status evaluation results	
	Approval of FY29 consolidated and separate financial statements	
May 10, 2024	Report on FY30 internal accounting management system evaluation process and schedule	Reported
	Report on FY30 Audit Committee training schedule	
Aug 12, 2024	2nd report on FY30 internal accounting management system evaluation process and schedule	Reported
	Report on FY30 Board of Directors and Audit Committee training program	
Nov 12, 2024	Report on FY30 internal accounting management system evaluation progress	Reported
	Additional report on FY30 Board of Directors and Audit Committee training program	

Internal Transactions Committee

HANSAEMK CO., LTD.'s Internal Transactions Committee works to ensure the transparency and fairness of related-party transactions and engages in structured oversight to ensure compliance with relevant laws and regulations. The committee continuously monitors and assesses these transactions to identify potential misconduct and conflicts of interest among stakeholders, and strives to implement timely corrective measures when needed.

Independent Director Recommendation Committee

HANSAEMK CO., LTD.'s Independent Director Recommendation Committee objectively evaluates candidates with the appropriate expertise and broad experience, based on a thorough understanding of the company's strategy and business model. Through this systematic nomination process, the committee helps strengthen the company's long-term competitiveness and drive value creation by appointing the most qualified independent directors.

Independent Director Recommendation Committee Composition

Category	Composition	Name	Title	Roles and Responsibilities
Independent Director Recommendation Committee	Independent Director	GEON WOO KIM	Chair	Recommendation of independent director candidates to be appointed at the general shareholders' meeting
Independent Director Recommendation Committee	Executive Director	DONG HWAN LIM	Member	

Director Recommendation Committee

HANSAEMK CO., LTD.'s Director Recommendation Committee takes into account the company's vision, strategy, and managerial needs to evaluate candidates based on objective criteria, such as their career background, performance, and ethical standards. Through this structured review process, the committee ensures the independence and fairness of executive director nominations and appointments, contributing to the establishment of a transparent corporate governance framework.

Sustainability Management Committee

With a goal of generating long-term value, HANSAEMK CO., LTD. established a Sustainability Committee under the Board of Directors. The committee promotes initiatives that take into account not only financial outcomes but also social and environmental impacts, including the development of eco-friendly products. It also formulates and implements systematic ESG strategies, while working to enhance the collection and analysis of relevant data. Launched in 2022, the committee recognizes the strategic importance of ESG management and has identified five core areas of focus to ensure effective execution. By transparently disclosing all activities and outcomes to stakeholders, the committee reinforces the company's commitment to responsible and sustainable management.

Board of Directors

Key Activities of the Sustainability Committee

Date	Agenda Item	Resolution
Feb 22, 2024	Report on 2023 ESG management performance	Reported
	Report on ESG management measures implemented in the second half of 2023	
	Report on the 2024 ESG management strategy	
May 10, 2024	Background of the 2024 materiality assessment	Reported
	Key characteristics of the 2024 materiality assessment	
	Implementation details of the 2024 materiality assessment	
	Results of the 2024 materiality assessment	
Aug 12, 2024	Publication of the integrated 2024 Sustainability Report of the HANSAE YES24 Group	Reported
	- Background, overview, and key contents of the report	
	* Key contents: Reporting on ESG initiatives and performance, including climate action, sustainable products, human rights management, and board-centered governance	
Nov 12, 2024	2024 ESG assessment results	Reported
	- Assessment results from the Korea Institute of Corporate Governance and Sustainability (KCGS) and a comparison of ESG ratings with peer companies	
	Future ESG Management Plans	
	- Identification of improvement areas and development of response measures for 2025	

Board Performance Evaluation

HANSAEMK CO., LTD. determines directors' compensation based on a comprehensive evaluation of the company's economic, social, and environmental performance, the activities of board committees, and the individual performance of each director. Through a performance-based and responsible compensation system, the company reinforces both the independence and accountability of the Board. All compensation is paid within the limits approved at the Annual General Meeting of Shareholders. In addition, the details of director's compensation are transparently disclosed in the business report, allowing shareholders and stakeholders to verify the appropriateness of the compensation policy.

Board and Executive Compensation Policy

HANSAEMK CO., LTD. systematically manages director compensation in accordance with its Executive Compensation Regulations. Director compensation consists of a base salary and performance-based incentives. The base salary is determined by the value, responsibility, and scope of the position, while performance incentives are based on both quantitative and qualitative criteria. Quantitative indicators include financial metrics such as revenue and operating profit, while qualitative indicators include leadership capabilities and contributions to business performance. This performance-based compensation system motivates board members to continuously pursue sustainable growth and innovation and plays a key role in reinforcing responsible governance.

Board Compensation Overview

Category		Unit	2022	2023	2024
Number of directors		Persons	7	7	7
Total compensation		KRW million	476	856	912
Average compensation per person		KRW million	68	119	130
Registered directors	Number of directors	Persons	4	4	4
	Total compensation	KRW million	368	731	804
	Average compensation per person	KRW million	92	183	201
Independent Directors (excluding Audit Committee members)	Number of directors	Persons	-	-	-
	Total compensation	KRW million	-	-	-
	Average compensation per person	KRW million	-	-	-
Audit Committee members	Number of directors	Persons	3	3	3
	Total compensation	KRW million	108	106	108
	Average compensation per person	KRW million	36	35	36

Ethical Management

Code of Ethics and Code of Conduct

HANSAEMK CO., LTD. embraces ethical management as a core value of the HANSAE YES24 Group. The following Code of Ethics outlines the core principles that guide our commitment to all stakeholders, enabling sustainable growth and reinforcing trust.

Code of Ethics

Category	Description
Attitude toward customers	Continuously deliver customer satisfaction to build trust and ultimately share happiness with customers.
Responsibility to shareholders	Enhance corporate value to generate shareholder value by promoting transparency and pursuing efficient management.
Fundamental ethics of employees	Foster an organizational culture where the company and its employees can work without unnecessary conflict to achieve a shared vision.
Relationship with business partners	Pursue mutual benefit and shared growth with suppliers while maintaining fair competition with peers.
Role in society	As a responsible member of society, the company strives to contribute to national and social development through business practices that align with social norms and ethical standards, aiming to earn the trust of the public.

Ethical Code of Conduct

HANSAEMK CO., LTD. has established Ethics Practice Guidelines to provide clear criteria for business decision-making and employees conduct across all operations. These standards are structured around three core areas: “Conduct of employees,” “Attitude toward suppliers,” and “Compliance with laws and corporate policies.” All employees are expected to actively implement and thoroughly understand these principles as part of fulfilling their social responsibilities. These practical guidelines serve as a foundation for ensuring all stakeholders act ethically and responsibly, supporting HANSAEMK CO., LTD.’s continued growth as a trusted company.

Ethics Practice Guidelines

Category	Definition	Description
Conduct of employees	Specific behavioral standards that employees must follow in their daily duties	<ul style="list-style-type: none">• Reporting of violations and protection of whistleblowers• Obligation to comply and pledge
Attitude toward suppliers	Standards to promote mutual respect and shared growth with suppliers	<ul style="list-style-type: none">• Compliance with fair trade practices• Pursuit of mutual respect and co-prosperity
Compliance with laws and corporate policies	Employees must be fully aware of all relevant local and international laws, corporate policies, and internal regulations, and perform their duties accordingly	<ul style="list-style-type: none">• Commitment to customer satisfaction and protection of customer data• Preparation and disclosure of management information• Fair transactions and competition• Prohibition of improper solicitations and receipt of money or valuables• Responsibility for safety, health, and the environment

Ethical Management Structure

HANSAEMK CO., LTD.’s Management Support Department oversees internal accounting controls to ensure financial transparency and accuracy, while the HR Team leads the overall ethical management efforts, promoting and implementing the Code of Ethics. This dual structure enables HANSAEMK CO., LTD. to maintain a well-balanced approach to ethical management, encompassing both financial and organizational culture dimensions.

Ethical Management

Disciplinary Actions for Ethical Violations and Integration with Performance-Based Compensation

HANSAEMK CO., LTD. is committed to upholding its Code of Ethics and has implemented various measures to ensure compliance. In the event of an ethical violation, appropriate disciplinary actions are taken in accordance with internal HR regulations. The company plans to strengthen the integration of ethical performance into its compensation system to build a more effective ethics management framework.

Whistleblowing and Grievance Channels

Employee Grievance Handling System

To address workplace issues effectively, HANSAEMK CO., LTD. operates a Grievance Handling Committee. Employees can report work-related concerns through the HR Team, and the committee ensures that these grievances are addressed promptly and fairly. This system contributes to a healthy organizational culture and helps enhance employee satisfaction.

Ethics Violation Reporting Channel

To strengthen transparency and accountability, HANSAEMK CO., LTD. operates an independent reporting channel for unethical conduct, managed directly by HR team. Reports are kept strictly confidential, and the identity of the whistleblower and the report details are not disclosed without the whistleblower's consent. The system ensures that whistleblowers do not face any form of retaliation. When misconduct is confirmed through a report, disciplinary actions are taken in accordance with internal HR policies, helping to reinforce corporate ethics and transparency.

Scope of Reportable Ethical Violations at HANSAEMK CO., LTD.

Unjust solicitation or provision of money, gifts, or entertainment; Improper transactions with stakeholders; Lack of transparency in the selection of suppliers; Unauthorized or improper use of company assets; Falsification of documents or false reporting; Other unethical conduct



Compliance Management System

HANSAEMK CO., LTD. operates an integrated legal advisory system in close coordination with its holding company, HANSAE YES24 HOLDINGS, to prevent legal risks and implement compliance management in a systematic manner. The company conducts preemptive legal reviews and analyses of potential legal issues that may arise during major business initiatives or strategic decision-making processes, thereby minimizing potential risks. Through this system, HANSAEMK CO., LTD. ensures full compliance with local and international laws and receives expert legal counsel on a wide range of issues, including contract review, intellectual property protection, and fair-trade practices. This proactive legal approach plays a vital role in strengthening the company's foundation for sustainable growth, while reinforcing its commitment to legal stability and a robust compliance culture.

Internal Control and Audit

To ensure transparent corporate governance, HANSAEMK CO., LTD. operates an Audit Committee composed entirely of three independent directors. This structure enables rigorous oversight of executive decision-making and business execution from an objective and impartial perspective. The internal control system combines regular internal audits with systematic reviews conducted by an external specialized institution. The Internal Accounting Team comprehensively examines financial processes, risk management, and legal compliance, and promptly recommends corrective measures for any deficiencies identified. Furthermore, the company undergoes at least one annual audit by an independent external audit firm to verify the reliability of its financial statements and the appropriateness of its accounting practices. This multi-layered and systematic audit and control mechanism serves as a core foundation for strengthening HANSAEMK CO., LTD.'s financial soundness and management transparency. The company remains committed to continuously improving its internal control system to enhance corporate credibility and safeguard the value of its shareholders and stakeholders.

Information Security

Information Security Policies and Guidelines

To safeguard customer personal data and corporate information, HANSAEMK CO., LTD. operates a comprehensive information protection system in accordance with the Act on Promotion of Information and Communications Network Utilization and Information Protection. This system incorporates legal, technical, and administrative measures to ensure robust data security. Since the implementation of the Privacy Policy on July 1, 2020, HANSAEMK CO., LTD. has transparently disclosed on its website how customers' personal information is used, for what purposes, and what measures are in place to protect it. When the Privacy Policy is updated, customers are notified through website announcements or direct communication. The company also implements strict data security measures, including system operation controls and physical access restrictions, to minimize the risk of data breaches and unauthorized access. In addition, it provides regular information security training to all employees. By aligning its data protection efforts with ethical management principles, HANSAEMK CO., LTD. emphasizes customer privacy and business information transparency, thereby reinforcing customer trust and supporting its commitment to sustainable management.

HANSAEMK CO., LTD.'s Personal Information Protection Measures

- Establishment and implementation of an internal management plan
- Access rights management
- Installation of an access control system
- Encryption of unique identification information
- Installation of security software
- Physical access control to facilities handling personal information, such as server rooms and data storage rooms



Information Security Measures

Strengthening Information Security with OfficeKeeper Solution

HANSAEMK CO., LTD. has strengthened its information security framework through the adoption of the OfficeKeeper solution. This solution prevents data breaches and blocks intrusions from malware and malicious websites. It also automatically encrypts sensitive and IT-related information, effectively protecting HANSAEMK CO., LTD.'s critical digital assets.

Investment in Information Protection

To protect the personal and intellectual property of its employees and customers and to enhance corporate value, HANSAEMK CO., LTD. allocates a portion of its annual IT budget to information security. These investments play a key role in reinforcing the company's security infrastructure and protecting vital assets from potential threats.

HANSAEMK CO., LTD.'s Information Protection Policy

Category	Description
Legal Compliance	<ul style="list-style-type: none">• Complies with relevant laws such as the Act on Promotion of Information and Communications Network Utilization and Information Protection and the Personal Information Protection Act• Discloses privacy policy
Measures to ensure security	<ul style="list-style-type: none">• Administrative: Establishes internal management plans and provides regular training to employees• Technical: Manages access control, encryption, and installs security programs• Physical: Restricts access to computer rooms and data storage roomsPhysical: Restricts access to computer rooms and data storage rooms
Personal data processing and outsourcing management	<ul style="list-style-type: none">• Collects and uses personal data for clear purposes (e.g., identity verification, payments)• Specifies protection obligations in contracts when outsourcing personal data processing
Cookie and automatic data collection	<ul style="list-style-type: none">• Analyzes usage patterns of website visitors to provide optimized information• Grants users the right to refuse the use of cookies
Training and awareness	<ul style="list-style-type: none">• Provides information security training for all employees
Ethical management integration	<ul style="list-style-type: none">• Strengthens customer privacy protection and transparency in management data• Establishes a fair transaction and competitive environment

HANSAEMK CO., LTD.'s Investment in Information Protection

Category	2022	2023	2024
IT Budget	KRW 468 million	KRW 530 million	KRW 510 million
Information Protection Investment	KRW 59 million	KRW 33 million	KRW 30 million
Information protection investment as % of total IT budget	12.6%	6.2%	5.8%

ESG Performance Data

Performance Data(Financial)

Key Financial Performance ¹⁾

Category	Unit	2022	2023	2024
Total assets	KRW million	224,810	268,472	268,529
Total liabilities	KRW million	186,181	180,693	222,523
Total equity	KRW million	38,629	87,780	46,006
Total revenue	KRW million	271,480	316,766	256,274
Operating profit (Loss)	KRW million	(21,131)	(4,219)	(21,616)
Net profit (Loss)	KRW million	(37,767)	(6,426)	(39,300)
Total comprehensive income (Loss)	KRW million	(33,420)	48,242	(43,376)
Earnings (Loss) per share	KRW	(1,979)	(234)	(1,432)

1) Calculation criteria: Summary of consolidated financial statements in the December business report of the year

Economic Value Generated and Distributed ¹⁾

Category	Unit	2022	2023	2024
Net profit (Loss)	KRW million	(37,767)	(6,426)	(39,300)
Worker wages	KRW million	11,929	15,507	16,035
Welfare	KRW million	2,903	3,469	3,037
Dividend	KRW million	0	0	0
Corporate taxes and other taxes	KRW million	116	(9,477)	4,567
Local community investment	KRW million	11	67	49

1) Calculation criteria: Condensed financial information in the December business report for the current year

Performance Data(Environmental)

Green Investment History

Category	Unit	2022	2023	2024
Number of eco-friendly products produced	KRW million	1,001	3,496	2,169
Eco-friendly product sales	KRW million	2,118	5,125	8,532

Environmental Incidence and Compliance

Category	Unit	2022	2023	2024
Fines for non-compliance with environmental laws and regulations	KRW million	0	0	0
No. of cases of environmental/ecological violations	Cases	0	0	0

Greenhouse Gas Emissions ^{1) 4)}

Category	Unit	2022	2023	2024
Target	tCO ₂ eq	768	729.6	693.1
Total emissions ²⁾	tCO ₂ eq	768.0	729.0	552.7
Direct emissions (Scope 1) ²⁾	tCO ₂ eq	-	-	-
Indirect emissions (Scope 2) ²⁾	tCO ₂ eq	768.0	729.0	552.7
Intensity ³⁾	tCO ₂ eq/KRW 100 million	0.28	0.23	0.22

1) Calculation criteria: Electricity consumption

2) Corrected and disclosed 2022 and 2023 carbon emissions

3) Calculation criteria: Total emissions (tCO₂eq) / Total sales on a consolidated basis (KRW 100 million)

4) Calculation scope: Disclosed environmental information of 4 business sites including 2 domestic headquarters

ESG Performance Data

Performance Data(Environmental)

Energy Consumption ^{1) 3)}

Category	Unit	2022	2023	2024
Annual Target	TJ	6.63	6.17	5.73
Total energy consumption	Total	TJ	6.63	5.71
	TOE	158.32	136.38	122.58
Intensity ²⁾	TJ/KRW 100 million	0.00244	0.00180	0.00213
Non-renewable energy consumption	Total	TJ	6.63	5.71
	Electric	TJ	6.63	5.71
	Steam	TJ	-	-
Renewable energy consumption	TJ	-	-	-

1) Calculation criteria: Electricity consumption

2) Calculation criteria: Total energy consumption (TJ) / Total sales on consolidated basis (KRW 100 million)

3) Calculation scope: Disclosed environmental information of 4 business sites including 2 domestic headquarters

Raw Materials

Category	Unit	2022	2023	2024
Total weight or volume of non-renewable materials that are used to produce and package the organization's primary products and services	ton	36	33	35
Total weight or volume of renewable materials that are used to produce and package the organization's primary products and services	ton	758	720	730

Waste ^{1) 2)}

Category	Unit	2022	2023	2024
Annual target	ton	20	19	18
Total waste generated	Total	ton	20	18
	General waste	ton	20	18
	Recycled hazardous waste	ton	0	0
Recycle Waste/ Recycling ²⁾	Total	ton	10	10
	General waste	ton	10	10
	Recycled hazardous waste	ton	0	0
Waste Recycling Ratio	%	50.0	55.6	52.6

1) Calculation criteria: HANSAEMK CO., LTD. manages waste only in terms of total discharge amount.

2) Calculation scope: Disclosed environmental information of 4 business sites including 2 domestic headquarters

Water Consumption ¹⁾

Category	Unit	2022	2023	2024
Water consumption	ton	3,893	5,070	8,824

1) Calculation scope: Disclosed environmental information of 4 business sites including 2 domestic headquarters

ESG Performance Data

Performance Data(Social)

Workforce Status

Category		Unit	2022	2023	2024
Total No. of employees	Total	Persons	384	387	369
	Female	Persons	247	253	252
	Male	Persons	137	134	117
	Under 30	Persons	55	59	50
	30-50	Persons	289	288	270
	50 above	Persons	40	40	49
Domestic	Total No. of employees	Persons	271	293	252
	Female	Persons	162	178	152
	Male	Persons	109	115	100
	Under 30	Persons	34	47	30
	30-50	Persons	202	209	191
Overseas	50 above	Persons	35	37	31
	Total No. of employees	Persons	113	94	117
	Female	Persons	85	75	100
	Male	Persons	28	19	17
	Under 30	Persons	21	12	20
People with disabilities	30-50	Persons	87	79	79
	50 above	Persons	5	3	18
	Domestic	Persons	0	5	5
	Overseas	Persons	0	0	0
Foreigner		Persons	0	0	1
The national merits		Persons	0	0	0
Executive management		%	1	1	1
Regular	Total	Persons	365	353	316

Category		Unit	2022	2023	2024
Regular	Domestic	Persons	266	278	240
	Overseas	Persons	99	75	76
Contract	Total	Persons	19	34	53
	Domestic	Persons	5	16	12
	Overseas	Persons	14	18	41

New Employee Hires

Category		Unit	2022	2023	2024
Total No. of new hires	Total	Persons	96	126	86
	Under 30	Persons	16	57	24
	30-50	Persons	74	64	53
	50 above	Persons	6	5	9
Domestic	Total	Persons	68	118	49
	Female	Persons	37	84	32
	Male	Persons	31	34	17
Overseas	Total	Persons	28	8	37
	Female	Persons	18	5	29
	Male	Persons	10	3	8
No. of new hires in management positions	Total	Persons	2	26	28
	Executives and above	Persons	0	3	4
	Manager to Director	Persons	2	23	24

ESG Performance Data

Performance Data(Social)

Female Employees Status ¹⁾

Category	Unit	2022	2023	2024
Ratio of female employees	%	61	61	60
Ratio of female managers	%	34	48	53
Ratio of female executives	%	17	33	23

1) Calculation scope: Calculated for the headquarters only as the definition of women in management and women in executive management varies by country

Employee Turnover

Category	Unit	2022	2023	2024
Voluntary turnover rate	%	26.0	27.9	20.3
No. of turnover (retirement)	Persons	104	115	106
No. of retirement	Total turnover	Persons	100	108
	Total retirement	Persons	4	7
	Total retirement	Retirement	Persons	0
		Regular retirement	Persons	1
		Resignation under instruction	Persons	3
No. of turnover by gender	Total	Persons	100	108
	Female	Persons	58	79
	Male	Persons	42	29
No. of turnover by gender	Total	Persons	100	108
	Under 30	Persons	12	44
	30-50	Persons	87	56
	50 above	Persons	1	8
Average years of service	Total	Years	4.0	4.0
	Female	Years	4.0	4.0
	Male	Years	4.0	4.0

1) Downsizing due to rebranding within the company

Parental Leave and Welfare

Category	Unit	2022	2023	2024
No. of employees on parental leave	Total	Persons	14	10
	Female	Persons	12	8
	Male	Persons	2	2
No. of employees return-to-work after parental leave	Total	Persons	4	6
	Female	Persons	4	4
	Male	Persons	0	2
No. of employees who worked for more than a year after parental leave	Total	Persons	3	3
	Female	Persons	3	2
	Male	Persons	0	1

Labor-Management Relations

Category	Unit	2022	2023	2024
Ratio of employees covered by collective bargaining agreements	%	100	100	100

Remuneration ¹⁾

Category	Unit	2022	2023	2024
Average salary (Female)	KRW million	50	49	53
Average salary (Male)	KRW million	64	64	65
Ratio of the basic salary and remuneration of women to men	%	100	100	100

1) Calculation scope: Domestic operations

ESG Performance Data

Performance Data(Social)

Retirement Planning Program

Category	Unit	2022	2023	2024
Retirement pension (Defined benefit type) asset	KRW million	295	3,327 ¹⁾	2,103

1) Increase in reserves to comply with the minimum funding obligation due to the amendment of the Enforcement Decree of the Employee Retirement Benefit Security Act in 2023

Talent Management

Category			Unit	2022	2023	2024
Total training expenses			KRW	20,575,418	23,437,260	20,188,560
Average training expenses per employee			KRW	75,924	78,124	75,896
Domestic	Average training expenses per employee	Total	Hours	36	36	36
		Job related courses	Hours	28	28	28
		Code of conduct/ethics	Hours	7	7	7
		Information protection/security	Hours	1	1	1
Overseas	Average training expenses per employee	Total	Hours	4.5	4.5	4.5
		Job related courses	Hours	4.0	4.0	4.0
		Code of conduct/ethics	Hours	-	-	-
		Information protection/security	Hours	0.5	0.5	0.5

Performance Evaluation ¹⁾

Category		Unit	2022	2023	2024
Ratio of employees receiving regular performance evaluation	Total	%	100	100	100
	Female	%	100	100	100
	Male	%	100	100	100
	Senior managers or above	%	100	100	100
	Below senior managers	%	100	100	100

1) Calculation criteria: Performance evaluation of all employees through MBO (Management by Objectives)

Industrial Accident

Category	Unit	2022	2023	2024
No. of fatalities as a result of work-related injury (Employees)	Cases	0	0	0
Rate of fatalities as a result of work-related injury (Employees)	TRIR	0	0	0
No. of major work-related injuries excluding fatalities (Employees)	Cases	0	0	0
Rate of major work-related injuries excluding fatalities (Employees)	TRIR	0	0	0
No. of recordable work-related injuries excluding fatalities (Employees)	Cases	0	0	0
Rate of recordable work-related injuries excluding fatalities (Employees)	TRIR	0	0	0
Total No. of fatalities for employees	Persons	0	0	0
No. of cases involved in occupational accidents	Cases	0	0	0
No. of employees involved in occupational accidents	Persons	0	0	0
Industrial accident rate	%	0	0	0

ESG Performance Data

Performance Data(Social)

Industrial Accident(Suppliers)

Category	Unit	2022	2023	2024
No. of fatalities as a result of work-related injury	Cases	0	0	0
Rate of fatalities as a result of work-related injury	TRIR	0	0	0
No. of major work-related injuries excluding fatalities	Cases	0	0	0
Rate of major work-related injuries excluding fatalities	TRIR	0	0	0
No. of recordable work-related injuries excluding fatalities	Cases	0	0	0
Rate of recordable work-related injuries excluding fatalities	TRIR	0	0	0
No. of cases involved in occupational accidents	Cases	0	0	0
No. of employees involved in occupational accidents	명	0	0	0
Industrial accident rate	%	0	0	0

Health and safety violations

Category	Unit	2022	2023	2024
No. of product/service safety violations resulting in fines or penalties	Cases	0	0	0
No. of product/service safety violations resulting in non-monetary sanctions	Cases	0	0	0
No. of self-regulatory violations related to product/service safety	Cases	0	0	0

Human Rights Grievance Handling Status

Category	Unit	2022	2023	2024
No. of human rights grievance from stakeholders	Cases	0	0	0
No. of human rights grievance from stakeholders resolved	Cases	0	0	0

Information Security

Category	Unit	2022	2023	2024
Ratio of information security investment compared to total IT investment	%	13	6.2	6
Total investment in IT	KRW 100 million	4.7	5.3	5.1
Investment in information security	KRW 100 million	0.6	0.3	0.3

Privacy Violations

Category	Unit	2022	2023	2024
No. of violations of privacy laws/standards	Via external stakeholders	Cases	0	0
	Regulatory filings	Cases	0	0
No. of customer data breaches, thefts, and losses	Cases	0	0	0

ESG Performance Data

Performance Data(Social)

Labeling/marketing violations

Category	Unit	2022	2023	2024
Percentage of products/services evaluated for compliance with labeling procedures	%	0	0	0
No. of product/service labeling violations resulting in fines or penalties	Cases	0	0	0
No. of product/service labeling violations resulting in non-monetary sanctions	Cases	0	0	0
No. of self-regulatory product/service violations	Cases	0	0	0
No. of marketing violations resulting in fines or penalties	Cases	0	0	1 ¹⁾
No. of marketing violations resulting in non-monetary sanctions	Cases	0	0	1 ¹⁾
No. of self-regulatory marketing violations	Cases	0	0	0

1) Sanctions from the Korea Communications Commission for marketing (KRW 3 million in fines)

Performance Data(Governance)

Board of Directors

Category		Unit	2022	2023	2024
Total No. of members on the Board	Total	Persons	7	7	7
No. of members on the Board	Independent directors	Persons	3	3	3
	Female	%	14.3	14.3	14.3
	Male	%	85.7	85.7	85.7
Ratio of individuals within the BoD	Under 30	%	0	0	0
	30-50	%	28.6	28.6	28.6
	50 above	%	71.4	71.4	71.4
	Average tenure	Years	4.0	4.0	4.9
No. of independent directors with less than 75% board attendance		Persons	0	0	0
No. of BoD meetings held		Times	10	13	7
No. of Independent Director Recommendation Committee meetings held		Times	1	1	0
Average attendance percentage of the BoD		%	91	86	100
Independent director trainings		Times	-	1	2
No. of members in Sustainable Management Committee		Persons	4	5	5
No. of Sustainable Management Committee Meetings		Times	1	2	4
No. of members in Audit Committee		Persons	3	3	3
No. of independent directors in Audit Committee		Persons	3	3	3
No. of Audit Committee Meetings Held		Times	2	9	4

ESG Performance Data

Performance Data(Governance)

Remuneration

Category	Unit	2022	2023	2024
Remuneration for audit services paid to external actors	KRW million	482	430	330
Remuneration for non-audit services paid to external actors	KRW million	61	79	11

Shareholder Communication

Category	Unit	2022	2023	2024
Prior notice of location and agenda of regular meetings of general shareholders	Days before	21	21	21
Date of auditor's report pre-disclosure before notice of regular meetings of general shareholders	Days before	8	9	8
No. of investor presentations	Times	1	1	1
No. of voluntary disclosure	Cases	1	1	1

Shared Track Record of Anti-Corruption Policy

Category	Unit	2022	2023	2024
Ratio of governance body members that the organization's anti-corruption policies have been communicated to	%	100	100	100
Ratio of employees that the organization's anti-corruption policies have been communicated to	%	100	100	100

Track Record of Assessing Corruption Risk¹⁾

Category	Unit	2022	2023	2024
No. of locations that completed corruption risk assessments	ea	0	0	8
Ratio of locations that completed corruption risk assessments	%	0	0	100

1) Calculation criteria: Financial reports from internal accounting statistics

Anti-Corruption Education

Category	Unit	2022	2023	2024
No. of board members that received anti-corruption training	Persons	7	7	7
Ratio of board members that received anti-corruption training	%	100	100	100
No. of employees that received anti-corruption training	Persons	384	387	383
Ratio of employees that received anti-corruption training	%	100	100	100

Ethics Violations and Actions

Category	Unit	2022	2023	2024
No. of reported Code of Conduct/Ethics violations	Cases	1 ¹⁾	0	0
No. of substantiated Code of Conduct/Ethics violations, or incidents under investigation	Cases	1 ¹⁾	0	0
No. of corruption cases	Cases	1 ¹⁾	0	0
No. of employees who were disciplined/terminated due to corruption	Cases	1 ¹⁾	0	0
No. of suppliers who were disciplined/terminated due to corruption	Cases	0	0	0

1) 1 corruption case that occurred in 2022 was immediately referred to the Personnel Committee, followed by an internal audit, resulting in termination

ESG Performance Data

Performance Data(Governance)

Grievance Mechanisms

Category	Unit	2022	2023	2024
No. of grievances within the grievance mechanism	Cases	0	0	0
No. of grievances within the grievance mechanism that have been resolved	Cases	0	0	0
Ratio of grievances within the grievance mechanism that have been resolved	%	0	0	0

Record of Fair Trade Training

Category	Unit	2022	2023	2024
No. of participants in fair trade training	Persons	0	0	0
Hours of fair-trade training	Hours	0	0	0

Unfair Trade Practices

Category	Unit	2022	2023	2024
No. of legal actions taken against anticompetitive behavior or violations of antitrust laws	Cases	0	0	0

Stakeholder Engagement

Category	Unit	2022	2023	2024
Budget allocated for stakeholder communications	KRW million	129	100	100
No. of people working on stakeholder communications	Persons	3	3	3

Donations

Category	Unit	2024
Arumjigi Foundation	KRW	2,000,000
Friends of National Museum of Korea	KRW	27,000,000
Seoul Children's Welfare Committee	KRW	500,000
Yeol Foundation	KRW	1,000,000
Korea National Park	KRW	10,000,000
Korean Red Cross	KRW	4,000,000
Mirea	KRW	2,000,000
Korea National Opera	KRW	2,000,000
Buddhist Women's Development Institute	KRW	300,000

YES 24

yes24



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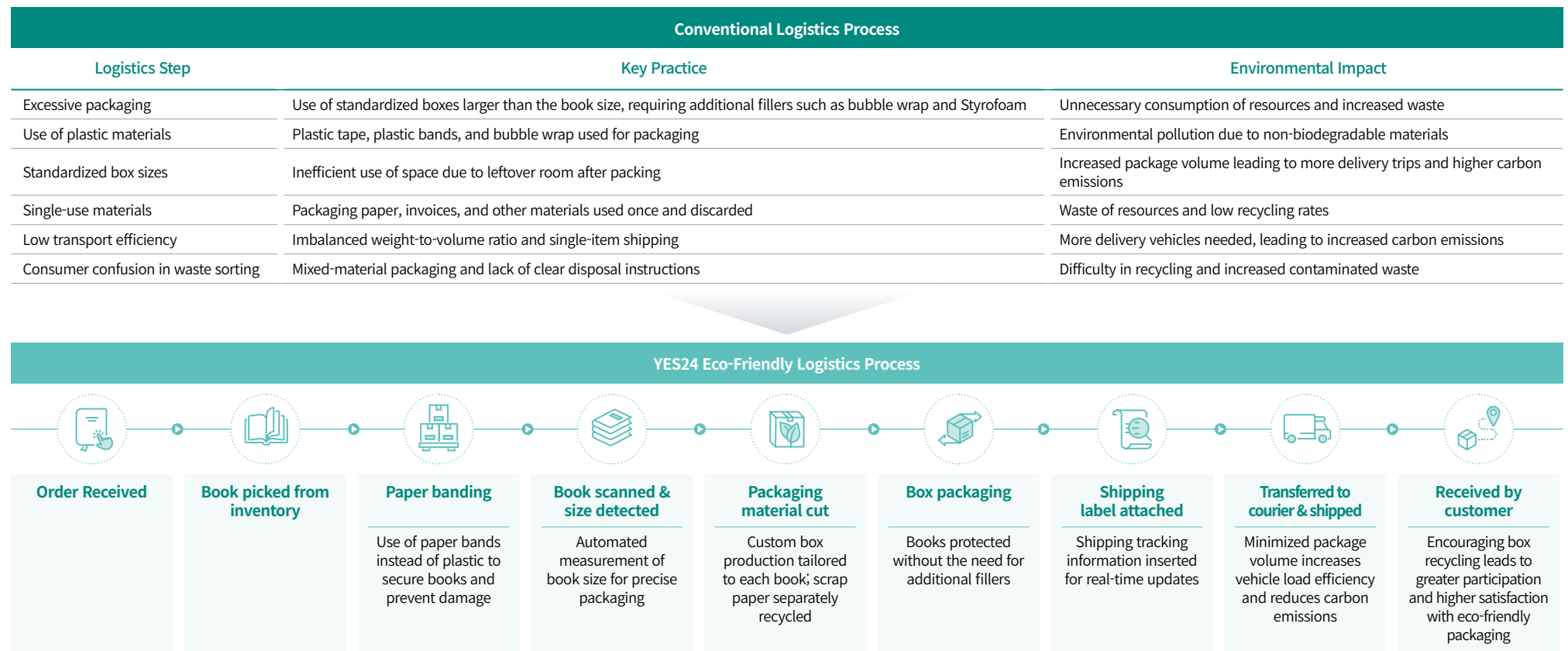
105 Performance Data

Eco-Friendly Logistics

Eco-Friendly Logistics System

YES24 is actively adopting an eco-friendly logistics system to address climate change and promote resource circulation. At its logistics centers in Paju and Daegu, YES24 uses an automated system to produce custom-sized, eco-friendly delivery boxes tailored to the size of each book. This helps reduce packaging material usage and improves transportation efficiency. In addition, the company is taking various measures to reduce plastic use and enhance resource circularity—such as using paper bands instead of plastic to secure books, replacing plastic fillers with paper-based alternatives, and recycling scrap paper generated during the packaging process. The custom boxes also allow more products to be transported within the same surface area, which is expected to lower carbon emissions throughout the logistics process. Looking ahead, YES24 plans to expand its use of eco-friendly packaging by continuing to invest in its facilities and promoting environmentally conscious consumption through active communication with customers.

YES24 Eco-Friendly Logistics Process



Corporate Culture Activities

YES24 Talent Profile

At YES24, our ‘Way of Working’ defines the guiding principles we follow to become Motivators—people who inspire and empower others toward a better tomorrow. We are committed to attracting and developing individuals who embody four core competencies, enabling us to achieve sustainable business growth while also creating meaningful social value.

YES24 Talent Profile

WAY OF WORKING

Motivators who inspire and empower others for a better tomorrow

01

Looking ahead through communication and collaboration Individuals who listen to their peers with trust and respect, and express their thoughts clearly and passionately

02

Thinking positively toward tomorrow Individuals who act based on strong ethics and responsibility, working proactively to create a sustainable society

03

Thinking flexibly and speaking cheerfully Individuals who maintain an open mind toward the world and, with bright creativity, become a source of inspiration to their peers

04

Finding possibilities and acting proactively Individuals who continuously ask questions and find the best way forward with an enterprising spirit

Talent Recruitment

YES24 flexibly responds to changes in business strategy and the internal and external environment by securing top talent in a timely manner through dedicated recruitment channels. The company also transparently shares its talent profile, organizational culture, and ways of working externally. Through interview content featuring current employees, applicants can resonate with the company’s values and vision and gain a vivid understanding of the working environment. Moving forward, YES24 will continue its recruitment and development efforts to grow alongside talent who share the company’s vision, fulfilling its corporate mission to “inspire and motivate life for a better tomorrow.”



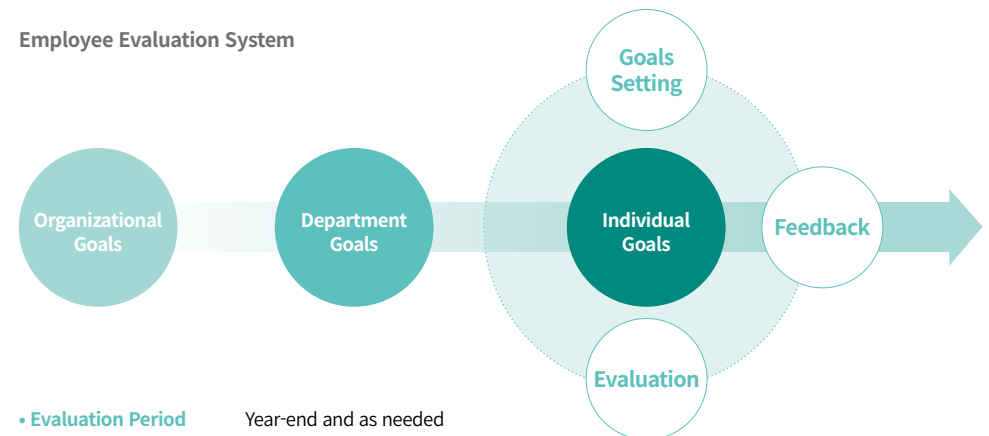
YES24 Employee Interview Context

Employee Performance Evaluation

YES24 operates a systematic evaluation system designed to support the growth of its employees and drive high performance. The company’s growth-focused performance evaluation emphasizes process assessment, providing personalized feedback and coaching based on evaluation results. This helps employees identify their strengths and areas for improvement, fostering continuous skill development. Evaluation outcomes serve as a fair basis for the company’s reward system, promoting a culture of equitable compensation. They also play a crucial role in career decisions such as promotions and departmental transfers.

Through this performance evaluation system, YES24 establishes a virtuous cycle where individual growth leads to organizational growth, cultivating a corporate culture in which all employees advance together.

Employee Evaluation System



- **Evaluation Period** Year-end and as needed
- **Evaluation Frequency** Once per year
- **Evaluation Subjects** Employees employed at the time of evaluation (Employees who joined in the year’s second half are excluded)

Individual Performance Evaluation

Individual Achievement Evaluation		Individual Competency Evaluation
Process	Performance	
Individual Abilities, Attitudes, and Process Performance Process evaluations conducted for non-managerial staff (team members)	Fundamental mission and objectives (performance) of the assigned tasks	

Corporate Culture Activities

Work Environment Improvement

AI-Based Work Environment Innovation

YES24 is driving work environment innovation by leveraging LLM (Large Language Model)¹⁾ and RAG (Retrieval-Augmented Generation)²⁾ technologies. Currently, relevant departments have implemented an LLM-based search and summarization system that instantly provides related information in response to work-related queries, including links to detailed resources. This significantly improves the accessibility and usability of historical work data. As a result, the onboarding speed for new employees and project newcomers has accelerated, while information sharing and collaborative culture within departments have been strengthened. Moving forward, YES24 plans to gradually expand the system's application across the company's entire operations covering development, sales, marketing, and more—further extending AI-driven innovation throughout the organization.






LLM-based Search and Summarization

- 1) LLM (Large Language Model): An artificial intelligence (AI) model trained on vast amounts of text data that can understand and generate natural human language.
- 2) RAG (Retrieval-Augmented Generation): A retrieval-augmented generation approach that combines external knowledge with large language models (LLMs) to provide more accurate and up-to-date information.

Expanding a Family-Friendly Corporate Culture

YES24 values the work-family balance of its employees and supports their happiness at work through various family-friendly welfare programs. In particular, the company fosters a culture that encourages employees to value time with their families by actively supporting childbirth and childcare. As a result, YES24 has been recognized as a family-friendly company by the Ministry of Gender Equality and Family.

YES24 Family-Friendly Programs

	Eligible Employees	Key Details
	Childbirth Congratulatory Gift	Employees who gave birth Gift worth approximately 300,000 KRW
	Educational Support for Children	Employees with children in grades 1-12 Support for Educational Reference Books Twice a Year
	Long-term Service Benefits	Employees with a certain length of service Support for "Green Boat Cruise" trip in partnership with Environment Foundation

Going forward, YES24 will continue to respect the diverse lifestyles of its employees and further develop welfare programs and an organizational culture that promotes a harmonious balance between work and family life.

Renewal of Employee Clubs

YES24 resumed employee club activities in 2024 after a temporary suspension due to COVID-19. As of the end of February 2025, a total of 15 clubs are active across the cultural, sports, and general interest categories, with 127 employees actively participating. Beyond supporting employees' hobbies, these clubs play a vital role in breaking down departmental barriers and fostering communication. They provide opportunities for natural interaction among employees from different departments who may not usually work closely together, significantly contributing to a stronger sense of community within the organization.

Looking ahead, YES24 will continue to actively support a variety of club activities to create a more enjoyable and communicative work environment, further developing its unique and vibrant organizational culture.



YES24 Employee Club Activities

Corporate Culture Activities

Employee Benefits

YES24 operates a comprehensive range of welfare programs to create a work environment where employees can fully focus and thrive. These include flexible working hours, annual and half-day leave policies, comprehensive health check-ups, on-site childcare facilities, incentive programs, and long-term service awards. Going forward, YES24 will continue to enhance its welfare policies to build an even more satisfying workplace. Through these efforts, the company aims to support employees in achieving both personal growth and stronger work engagement.

YES24 Employee Benefits System

Category	Details
Flexible Working Hours	Flexible start time between 8:00 AM and 10:00 AM at headquarters; employees can leave after completing 8 working hours
Quarter-Day Leave System and Moving Day Leave	Operates both half-day and quarter-day leave systems; paid leave on moving day
Comprehensive Health Check-Up	Annual comprehensive health check-up support for employees, with paid half-day leave provided for the check-up.
Rest Areas	Women-only rest rooms and an on-site library/lounge
On-site Childcare	Childcare facilities for employees' children aged 1 to 5 years
Childbirth Gift Set	Provided to employees and their spouses upon childbirth
Educational Reference Books	Support for educational reference books for children in elementary, middle, and high school (twice a year)
Incentives	Performance-based quarterly incentives
Celebration Gifts	Gift certificates for birthdays and holidays
Congratulatory/Condolence Support	Financial support and leave for family events, along with floral arrangements and funeral supplies
Electronic Library	Access to an electronic library
Employee Invitations	Invitations to cultural events and performances
Employee Clubs	Support for club activities to promote camaraderie and hobbies

Grievance Handling System

YES24 operates an internal grievance handling campaign to ensure that employees can work in a safe and healthy environment. This campaign focuses on fostering a workplace culture where all members work feeling respected by one another. Issues such as workplace harassment, sexual harassment, work-related stress, and interpersonal conflicts can negatively impact employee's work satisfaction and mental health. YES24 has established a systematic support system and a culture of trust, enabling employees facing these challenges to safely voice their concerns and receive appropriate assistance. All reports are handled with strict confidentiality, and measures are in place to protect whistleblowers and victims from any disadvantages. Employees who experience harm are provided with necessary protection measures and professional psychological counseling to support their mental recovery and healthy return to work. Going forward, YES24 will continue to develop its grievance handling system to build a workplace culture based on mutual respect and care. The company is fully committed to creating an environment where all employees can safely demonstrate their abilities and grow.

Grievance Handling Campaign



- **Scope of Grievances** : Includes various issues employees may experience, such as workplace bullying and sexual harassment
- **Reporting and Consultation Procedure** : Employees are encouraged not to struggle alone and can directly seek help from the grievance handling officer
- **How to Report** : Reports can be submitted via the grievance officer's email (notify@yes24.com), with all information handled with strict confidentiality
- **Actions and Support** : The HR team promptly responds to received grievances and provides additional protection and counseling when necessary.

Customer Satisfaction

Product and Service Quality Management

Youth Protection System Operation

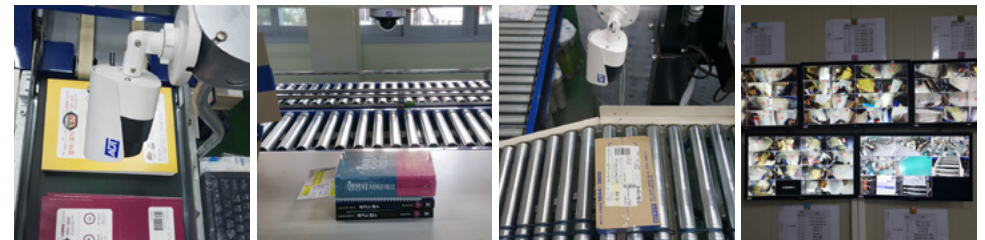
As a digital content distribution platform, YES24 recognizes youth protection as a critical social responsibility and operates a youth protection policy aimed at creating a healthy and safe online environment. In accordance with the Youth Protection Act and related regulations, YES24 implements technical safeguards to block access to harmful content and has established a dedicated monitoring system to oversee the distribution of such content, allowing for immediate action when necessary. A designated officer is responsible for managing the blocking of harmful information, establishing relevant policies, and maintaining a responsible management structure. In the event that a minor is exposed to harmful content, a dedicated team provides prompt support, including counseling services. YES24 also conducts regular training sessions for employees on youth protection policies and runs awareness campaigns to inform youth and guardians about the risks of harmful content. Going forward, YES24 will continue to assess and strengthen the effectiveness of its youth protection measures in response to the rapidly evolving content industry. The company is committed to fulfilling its social responsibility as an information distribution platform by building a robust and accountable content management system.

YES24 Youth Protection Policy

Category	Key Details
Access Restriction to Harmful Content	<ul style="list-style-type: none">- Measures in place to restrict youth access to harmful content- Compliance with the Youth Protection Act and related regulations
Monitoring of Harmful Content	<ul style="list-style-type: none">- Ongoing monitoring of harmful content distribution to protect youth- Immediate action taken when necessary
Counseling & Grievance Handling	<ul style="list-style-type: none">- Counseling services provided if youth harmed by exposure to harmful content- Dedicated department for grievance handling- Support for safe and timely resolution
Designation of Youth Protection Officer	<ul style="list-style-type: none">- Appointed officer responsible for content blocking, policy creation, and compliance- Ensures adherence to relevant laws and standards- Conducts regular training
Education and Awareness	<ul style="list-style-type: none">- Training for employees on youth protection policies- Awareness campaigns for youth and guardians on the risks of harmful content

Delivery Quality Control via CCTV Cameras

To ensure a safe, accurate delivery service for its customers, YES24 operates a structured and reliable delivery system. The company implements thorough quality control measures throughout the entire delivery process to safeguard every product entrusted to it by customers. In particular, YES24 has installed and operates CCTV cameras within its logistics centers to ensure secure and precise packaging. Every product delivered to customers is recorded via CCTV during the packaging process. This promotes transparency in operations and allows the company to quickly respond to any issues that may arise during shipping. Additionally, real-time monitoring of logistics workflows, including conveyor operations, helps to minimize delivery errors and improve overall customer satisfaction. This proactive quality control system helps prevent issues such as product damage or mis delivery, and ensures prompt resolution if problems occur. Going forward, YES24 will continue leveraging advanced technologies and systems to enhance the quality of its delivery services and remain committed to providing a safe and trustworthy experience for all customers.



Secure and Accurate Packaging & Delivery Service Using CCTV

Customer Satisfaction

Consumer Compensation

Same-Day / One-Day Delivery Delay Compensation Policy

To build customer trust and improve satisfaction, YES24 operates a consumer compensation policy for delivery delays. In particular, for fast delivery services such as morning, same-day, and one-day delivery, YES24 has established clear compensation standards to protect customers' rights. This consumer compensation policy reflects YES24's commitment to enhancing service quality and to practicing customer-centric management.



[FAQ on Delivery Delay and Out-of-Stock Compensation Policies on YES24 Website](#)

Same-Day / One-Day Delivery Delay Compensation Policy

Category	Details
Compensation Eligibility	Products eligible for Morning, Same-Day, or One-Day delivery (YES24 direct delivery only)
Compensation Criteria	Morning Delivery: Delayed if delivered after 7 AM on the expected arrival date Same-Day / One-Day Delivery: Delayed by more than one day past the expected delivery date
Compensation Amount	2,000 YES Points per order
How to Apply	Go to [My Page]→[Delivery Delay Compensation] →[Apply for Compensation]
Application Period	Within 14 days from the shipping completion date
Compensation Timing	YES Points will be automatically credited the next day after application (May be delayed if courier verification takes longer)
보상 제외 사항	Non-member and pick-up orders Delays due to customer circumstances (e.g., absence) Delays during peak holiday seasons Cancelled, returned, or exchanged orders Cases announced separately (e.g., inventory checks, system maintenance)

Out-of-Stock Book Compensation Notice

YES24 operates a compensation program to alleviate customer inconvenience caused by book stock shortages. When a purchased book becomes temporarily out of stock, permanently sold out, or discontinued, the company provides appropriate compensation. This program goes beyond simply addressing inconvenience; it reflects YES24's commitment to taking proactive responsibility for inevitable fluctuations in inventory. By offering tangible benefits and reassurance even in unexpected situations, YES24 strives to establish a service culture rooted in accountability and trust.

Book Out-of-Stock Compensation Policy

구분	내용
Compensation Eligibility	• Books shipped by YES24 (excluding magazines, used books, and direct import books) that become temporarily out of stock, sold out, discontinued, banned from sale, or unpublished
Compensation Criteria	• After order cancellation of the out-of-stock book, compensation provided per item - For items priced 5,000 KRW or above: 1,000 YES Points awarded - For items priced below 5,000 KRW: 500 YES Points awarded • Maximum of 5,000 YES Points per order
How to Apply	• Apply for compensation via My Page • Able to apply within 14 days from the order cancellation date • Non-members cannot apply
Compensation Timing	• YES Points automatically credited immediately after application • Payment may be delayed if the out-of-stock status requires verification
Exclusions	• Non-member orders • Magazines, used books, direct import books • Orders from partner sites • Out-of-stock items in exchange orders

Customer Satisfaction

Product and Service Innovation

YES24 continuously drives digital innovation initiatives aimed at enhancing customer convenience and satisfaction, recognizing that the quality of customer experience is directly linked to service competitiveness in its industry. The company incorporates cutting-edge technologies across the entire customer journey, including AI-powered systems, smart logistics, and streamlined payment and delivery services, to provide personalized experiences and ensure fast, accurate delivery. Moving forward, YES24 will strategically expand these digital innovations to strengthen customer engagement, laying a solid foundation for sustainable growth amid the rapidly evolving landscape of content distribution.

Launch of AI Book Cover Search Service

By leveraging AI technology, YES24 is providing customers with a more intuitive and convenient reading experience. As the first bookstore in Korea to introduce the AI Book Cover Search Service, YES24 allows users to simply photograph a book cover within the YES24 app, and the AI instantly provides the book's detailed page and purchase link. Additionally, YES24 has developed an interactive book recommendation chatbot called Crema AI, which suggests books through natural conversations based on over 30 years of accumulated book data. Currently, Crema AI is available exclusively for members of the Crema Club, with plans to expand its service beyond e-books to include all printed books in the near future.



AI Book Cover Search Service Guide

Smart Fulfillment Center (SFC) Construction

YES24 is building an advanced logistics center through its SFC (Smart Fulfillment Center) project, featuring 544 Autonomous Mobile Robots (AMRs), the largest deployment in East Asia. The YES24 SFC focuses on leveraging cutting-edge digital technologies to transcend the limitations of traditional logistics systems and deliver innovative services. Within the fulfillment center, AMR robots operate under a Goods-to-Person (GTP) system, where robots autonomously transport products directly to workers, minimizing travel distances and maximizing efficiency. Equipped with a 3D monitoring system and a Robot Management System (RMS), the center enables real-time data analysis to optimize logistics flow. Through these technological innovations, YES24 aims to continuously enhance customer satisfaction and service quality in the rapidly evolving e-commerce landscape.

Expected Benefits of YES24 Smart Fulfillment Center (SFC)



- Revolutionizing logistics with AI and digital technologies to drastically improve order processing speed and shorten delivery times
- Accurate inventory management reducing mis-shipments
- Providing real-time order status updates for faster, more accurate, and transparent customer experience

Customer Satisfaction

eBook Platform Innovation

YES24 has innovatively improved the user experience of its eBook platform to enhance digital knowledge accessibility. In particular, by updating the PDF annotation feature within eBooks, it has increased the usability of eBooks for study and research purposes, providing a more intuitive learning experience. YES24's digital learning solutions contribute not only to saving paper resources but also to improving educational equity by offering students and office workers time- and space-unrestricted access to knowledge during new semesters and exam preparation periods. YES24 will continue to steadily improve the user-centered eBook learning environment and fulfill its social responsibility to close knowledge gaps and build a sustainable learning ecosystem in the digital transformation era.

Expansion of Reading Community and Content Platform

YES24 is leading the creation of an integrated reading ecosystem that spans both online and offline to promote cultural diversity and expand access to reading. By launching the reading platform "Sarak," which strengthens reading records and community functions, it has improved convenience for people of various ages and backgrounds to manage their reading activities on both PC and mobile environments. Additionally, to revitalize the local economy and preserve cultural diversity, Yes24 introduced the "Collabo Home Delivery" service, a win-win model with neighborhood bookstores. This service allows customers who visit local bookstores but cannot find their desired book in-store to have it directly delivered to their preferred location using YES24's distribution network. Through this, YES24 supports the economic sustainability of local bookstores while simultaneously providing readers with broader access to books, thereby realizing social values of preserving local cultural infrastructure and enhancing consumer benefits at the same time.

Key Features of the Reading Community 'Sarak'



- **'Reading Note'** Set your yearly reading goals and organize books you have read or want to read
- **'Comments'** Leave diverse types of reading impressions on each page you're reading and check other readers' reactions
- **'My Sarak'** Manage your current reads, reviews, ratings, and overall reading activities in one place

Customer Communication Activities

Customer Reading Participation Programs

YES24 operates various reading challenge programs to help form reading habits and enhance readers' reading experiences. These diverse participatory reading programs play an important role in building a reading ecosystem where people of all ages can enjoy reading and benefit from a culture of knowledge. YES24 will continue to run various programs to encourage reading participation and revitalize reading culture, striving to build a reading ecosystem where all age groups can enjoy reading and benefit from a culture of knowledge.

YES24 Customer Reading Participation Program

	<p>Sarak Reading Challenge '#Sarak Reading Challenge' with the 'Sarak' Reading Community</p> <ul style="list-style-type: none"> • Participation in transcription activities for 10 days • Receive YES gift certificates and reading-related gifts upon completion • Support for achieving reading goals and experiencing the joy of reading
	<p>Crema Club New Year Reading Challenge Supporting reading habit formation through the eBook subscription service 'Crema Club'</p> <ul style="list-style-type: none"> • Complete missions such as sign-up, subscription, and book downloads • Receive various benefits upon mission completion • Foster smart reading habits in a digital environment
	<p>National Reading Challenge '10 Minutes Reading a Day' A regular challenge aimed at improving the national reading rate</p> <ul style="list-style-type: none"> • Read books and do online transcription for 10 minutes daily • Establishment of a reward system that continuously encourages reading • Support for forming daily reading habits
	<p>Children's Book Report Contest Vitalizing reading education through hosting 'YES24 Children's Book Report Contest'</p> <ul style="list-style-type: none"> • Held for elementary school students nationwide • Provides the experience of enjoying reading • Offers opportunities to enhance creative reading skills

Customer Satisfaction

Activation of Reading Communities

YES24 supports reading community activities such as the Sarak reading groups to help build reading habits and enhance communication among readers. Customers are encouraged to independently create groups based on shared interests and engage in book-centered discussions. Incentives are provided for participating in reading groups and writing reviews, and various events are planned and organized to promote continued engagement. Additionally, to revitalize local culture, YES24 hosts book talk events in collaboration with neighborhood bookstores, offering meaningful reading experiences through direct encounters with authors. YES24 will continue to discover and develop a variety of programs to foster vibrant interactions among readers and strengthen reading communities.

Sarak Reading Group

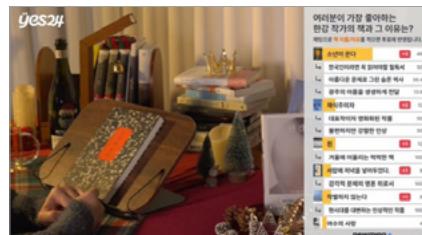


Members can freely create their own reading groups and hold a variety of book-based activities

- Encourage sharing of reading experiences and facilitate communication centered around books
- Provide point rewards for joining reading groups and writing book reviews
- Operate events to promote participation and support ongoing group activities

Promotion of Online Reading Content

YES24 actively promotes reading culture and engages with customers through diverse online content and participatory programs. Through the “Reading Night” YouTube live broadcast, YES24 shared the results of the 2024 Book of the Year vote and hosted a special program celebrating author Han Kang’s Nobel Prize in Literature win—creating a space for real-time interaction and the shared joy of reading. Additionally, YES24 introduced “Class24,” a new reading and cultural program that offers readers a variety of literary experiences and learning opportunities. Through these diverse online content offerings and initiatives, YES24 continues to strengthen communication with customers and enable more people to experience the joy of reading.



‘Reading Night’ YouTube Live, celebrating Han Kang’s Nobel Prize in Literature

Customer-Centric Marketing and Communication Activities

YES24 continues to strengthen its brand value based on trust with its customers by strategically carrying out marketing and communication activities centered on customer needs. In particular, the brand campaign “To You Who Reads, a Universe of Imagination”, featuring the eBook reader Crema Motif, delivered a message that expanded the meaning of reading and resonated deeply with the public. This campaign was recognized with two awards at the 2023 Korea Advertising Awards—Gold in the Digital Video Advertising category and Bronze in Brand Experience—and also won Bronze in the TV Advertising category at the 2023 Seoul Video Advertising Festival, demonstrating successful emotional engagement with audiences. YES24 has also earned high marks in customer satisfaction and brand trust. In 2024, the company ranked first in the Online Bookstore category of the National Brand Competitiveness Index (NBCI) and achieved a remarkable 16 consecutive years at No.1 in the Internet Bookstore category of the Korean Customer Satisfaction Index (KCSI)—proving its strong customer-based brand competitiveness. YES24 remains committed to promoting the value of reading, building lasting relationships with its customers, and solidifying its identity as Korea’s leading cultural content platform.

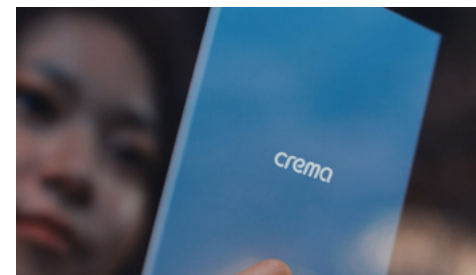
YES24 Brand / Advertising Awards



Seoul Video Advertising Festival
Winner in the TV Advertising category

National Brand Competitiveness Index (NBCI)
Ranked 1st in the Online Bookstore Category

Korean Customer Satisfaction Index (KCSI)
Ranked 1st in the Internet Bookstore category for 16 years in a row



The brand campaign “To You Who Reads, a Universe of Imagination”

Customer Satisfaction

Customer-Participatory ESG Initiatives

YES24 runs a variety of participatory programs that aim to create social value in collaboration with customers. Leveraging its identity as a cultural content company, YES24 designs activities that customers can easily participate in as part of their everyday lives.

Performing Arts Support Project: 'Some Daehakro'

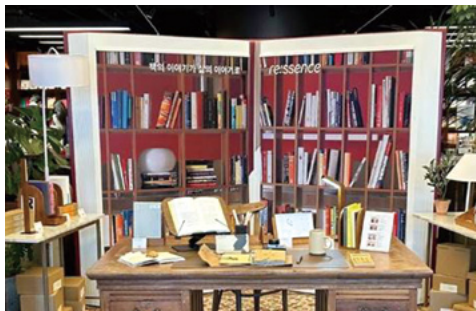
To revitalize the performing arts scene in Daehak-ro, YES24 operates the 'Some Daehak-ro' promotion, inviting 3,000 customers to attend theater and musical performances. Customers can win tickets by submitting personal stories or by entering through specific purchase methods, naturally encouraging participation in local performing arts support. Through this program, YES24 has helped raise public interest in the small-theater culture of Daehak-ro.

Providing Opportunities for Eco-Friendly Consumption

YES24 offers customers opportunities to naturally engage in eco-friendly consumption through its in-house brand 're:ssence,' which promotes a sustainable connection between reading and daily life. At collaborative pop-up stores with the premium bookstore Eternal Journey, customers can experience re:ssence products, are encouraged to use eco-friendly stationery, and directly participate in eco-friendly reading reflection activities. Through these efforts, YES24 is helping to spread environmentally conscious values and experiences into customers' daily lives.



'Some Daehak-ro' Promotion to Revitalize Small Theaters in Daehak-ro



Re:ssence E x Ananti Cove Eternal Journey Pop-up Store

Social Contribution

Social Contribution Activities

Support for Culture and Arts, and the Promotion of Reading Culture

As a leading online bookstore in Korea, YES24 recognizes the important role of books as a medium for sharing knowledge and experiences and fostering communication across generations. To help more people experience the joy of reading, YES24 operates various programs to promote reading culture. In a charity bazaar held in partnership with Hyundai Outlet, proceeds from book sales were donated to UNICEF, embodying the values of sharing and reading simultaneously. Through the event "Exciting Children's Day, Play with Books!" YES24 created experiential spaces for children to engage closely with books. Additionally, by donating books and self-produced merchandise to the Yun Dong-ju Literature Museum, YES24 contributed to the preservation and continuation of literary heritage. Moreover, by running the "#What's in my bookshelf challenge" on social media, YES24 helped foster an online reading community culture. YES24 will continue to carry out various activities to spread the value of books and arts throughout society, striving to create a social environment where all generations can enjoy cultural pleasures and grow together.

YES24's Support for Culture, Arts, and the Promotion of Reading Culture

yes24 천마아트센터

Signed MOU with Chunma Art Center, a complex cultural arts space at Yeungnam University (June 7)



Donating books and self-produced merchandise to the Yun Dong-ju Literature Museum (May 22)



YES 24- Hyundai Outlet charity bazaar (October 6)



Exciting Children's Day, Play with Books! (May 5)





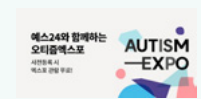

What's in my bookshelf challenge (July 8 to August 31)

Social Contribution

Support for Improving Cultural Accessibility Across Social Groups

YES24 operates systematic social contribution programs to enhance cultural accessibility and expand social opportunities for diverse groups. In particular, through tailored support activities for socially vulnerable groups such as youth and people with disabilities, YES24 contributes to creating an inclusive society where all members can enjoy the benefits of culture and education. Moving forward, YES24 plans to continuously expand its social contribution efforts by improving cultural accessibility and providing reading opportunities, ensuring that everyone can benefit from culture and education.

YES24 Programs Supporting Improved Cultural Accessibility for Diverse Groups

	<p>Youth Arts Pass: Expanding Cultural Access Opportunities for Young Adults</p> <p>In collaboration with the Ministry of Culture, Sports and Tourism, the program provides young adults with affordable opportunities to enjoy performances and exhibitions, thereby enhancing accessibility to culture and arts and promoting increased cultural consumption among youth.</p>
	<p>Dream of Growing Spaces: Supporting Children with Disabilities</p> <p>Improving learning and living spaces for children with disabilities through customers' point donations</p>
	<p>Improving Awareness of Disabilities and Enhancing Information Accessibility: Official Sponsorship of Autism Expo</p> <p>Through official sponsorship of the specialized developmental disabilities expo, YES24 supports curated book exhibitions and books related to developmental disabilities, thereby contributing to improved awareness of disabilities and enhanced information accessibility.</p>
	<p>Support for Vulnerable Groups' Living Conditions: Participation in Corporate Card Points Donation Program with Partner Stores</p> <p>In collaboration with Seoul City, when corporate cards are used at Yes24 partner stores, 5% of the payment amount is accumulated as points. The collected points are then regularly donated once or twice a year to support the living needs of vulnerable groups, including social welfare facilities.</p>

Support for the Spread of Reading Culture

YES24 annually organizes and co-hosts the YES24 Children's Book Report Contest in partnership with Sonyeon Hankook Ilbo. Since its launch in 2005, the contest has inspired children to read and contributed to the promotion of reading education, helping children build the cultural and intellectual skills needed to thrive as members of society. Looking ahead, YES24 plans on continuing to host and organize this contest, aiming to establish it as one of the nation's top book report competitions while consistently fostering social value through the expansion of reading culture.

[YES24 Book Report Contest Homepage](#)

Expected Benefits of the Children's Book Report Contest

01. Formation of reading habits in future generations
02. Expanded opportunities for participation in reading culture for groups with limited educational access
03. Broadened opportunities for intergenerational connection and cultural enjoyment through books



21st Children's Book Report Contest Winners' Remarks

<p>Grand Prize A child surnamed Lee</p>	<p>Once I start reading a book, I can't hear anything else, and I feel like I'm right there in the scene, so I can't put the book down as if I'm enchanted by something.</p>
<p>Upper Grade Excellence Award A child surnamed Cho</p>	<p>For me, books are like teachers and friends who always open new worlds and let me experience other people's thoughts and feelings. Every time I read, my imagination grows richer, and I learn ways to solve various problems, so I enjoy reading.</p>
<p>Lower Grade Excellence Award A child surnamed Kim</p>	<p>Books can transform me into another person and take me to the distant past or future like a time capsule. Since I only have one body and can't go many places, books let me travel overseas.</p>
<p>Kindergarten Excellence Award A child surnamed Eom</p>	<p>I like reading because I can learn new things and imagine myself as the main character. Books let me know things I haven't experienced, so I want to read more.</p>

Compliance Management

Compliance Management Structure

Compliance Management Governance

YES24 has established and operates a compliance management governance system to ensure ethical management and transparent, responsible corporate operations. YES 24's compliance management is fundamentally overseen by the Board of Directors and the Audit Committee, which set the company's ethical standards and ensure independent supervision. A dedicated compliance function, supported by relevant teams, is responsible for implementing these policies across the organization. This includes operating a robust international control system, providing regular employee training on the Code of Ethics, and continuously monitoring for compliance risks to foster a culture of integrity and transparent governance.

Employee Code of Ethics

YES24, as a company that has grown based on customer trust, has established and strictly adhered to the Employee Code of Ethics to ensure transparent and fair corporate management. To practice ethical management, all employees carry out their duties responsibly with a customer-centered service mindset, prioritizing the protection of member information and upholding fair competition. Furthermore, regular internal ethics training is conducted to prevent inappropriate behavior both within the company and in the market, and a monitoring system is continuously operated to ensure compliance with legal regulations. Moving forward, YES24 will continue to strengthen its ethical corporate culture and expand its role as a socially responsible company.

YES24 Employee Code of Ethics

YES24 Employee Code of Ethics

YES24 has grown steadily in the online space thanks to the support of our customers. To achieve the company's goal of providing the best book information and services, YES24 employees commit to continuous self-improvement and fair, positive competition.

We recognize that building a company that reflects the diverse interests of our broad customer base and serves the public good requires a high level of ethical awareness. Therefore, we hereby establish the following Employee Code of Ethics.

- 1 All users of YES24 are the foundation and reason for YES24's existence. All employees must always use polite, professional, sincere, and friendly language and behavior when consulting with members. They must also strive to ensure the convenience of members and do their utmost to protect member's privacy from infringement.
- 2 Member information must be strictly protected. All employees are prohibited from requesting or disclosing members' personal and usage information to anyone, except in cases permitted by law.
- 3 All employees must maintain dignity in their work, comply with relevant laws and regulations with a high sense of ethics, and must not engage in any conduct that conflicts with the public interest or the company's benefit
- 4 All employees must not spread unfounded rumors or engage in market manipulation that could affect the securities market or specific companies. They are also prohibited from using undisclosed information to invest in stocks or other securities. Additionally, users must be made aware that spreading unfounded rumors, market manipulation, or other violations of related laws can lead to legal consequences. Employees should strive to introduce systems that enable users themselves to help maintain a clean and trustworthy online environment.
- 5 All employees shall respect the principles of free competition and strive to secure a competitive advantage by providing high-quality products and services
- 6 All YES24 employees pledge to do their utmost to establish a sound culture of securities investment above all else

YES24 employees pledge to faithfully abide by the above Employee Code of Ethics

Compliance Management

Compliance Risk Management

Ethical Management Practice and Training

YES24 actively conducts ethical management training for all employees to foster a transparent and fair corporate culture. All employees commit to honest work performance, fair dealings with stakeholders, and protection of company assets and information through an ethical management pledge. To internalize these principles, YES24 provides annual ethics and integrity training for all staff. The company continuously strengthens its ethical management framework through regular audits and monitoring, while advancing education and internal control systems to ensure ongoing adherence to ethical practices.

2024 Ethics Management Performance



Internal Control and Audit

Internal Accounting Control System Audit

Yes24 has established and operates an Audit Committee based on Article 41 of its Articles of Incorporation. In accordance with the “Conceptual Framework for the Design and Operation of Internal Accounting Control Systems” under accounting audit standards, Yes24 undergoes an annual internal accounting control system audit conducted by an independent external auditor to ensure the reliability and transparency of financial reporting. This systematic internal control system serves as a core element in strengthening the company’s foundation for sustainable management. Yes24 continuously monitors the appropriateness of the internal accounting control system’s operation and strives to provide stakeholders with accurate and trustworthy financial information through close communication and cooperation between the Audit Committee and the external independent auditor.

Information Protection

Information Security Policies and Guidelines

Information Security Declaration

YES24 continuously advances its information security system to protect customers' personal information and ensure service reliability. In response to increasingly sophisticated security threats such as hacking, illegal information leaks, and malware infections, YES24 has established a company-wide information security framework. Based on this, the company has revised its Information Security Declaration to clearly express its commitment to security. The information security management system operates based on the ISMS-P¹⁾ guidelines, systematically managing detailed regulations and policies. Additionally, all employees are required to strictly adhere to the information security policies, supported by regular training and internal communication channels that raise security awareness and enhance practical execution. YES24 will continue to improve its information security policies and embrace technological innovation to establish itself as a trusted and secure digital platform for its customers.

- 1) ISMS-P(Personal information & Information Security Management System):
Certification for Information Security and Personal Information Protection Management System

Information Security and Personal Information Protection Management System (ISMS-P) Certification Acquired

YES24 acquired the Information Security and Personal Information Protection Management System (ISMS-P) certification in 2023, objectively demonstrating its excellence in information security as a cultural content platform company. The ISMS-P certification is only granted when a company’s information security management system and operational practices meet strict national standards. This certification officially recognizes YES24’s capabilities in operating online services and its reliability in information protection. YES24 will not remain complacent with this achievement and will continue to strengthen its information security capabilities through ongoing post-certification efforts and improvements to its management systems.



YES24 Information Security Declaration



ISMS-P Certification

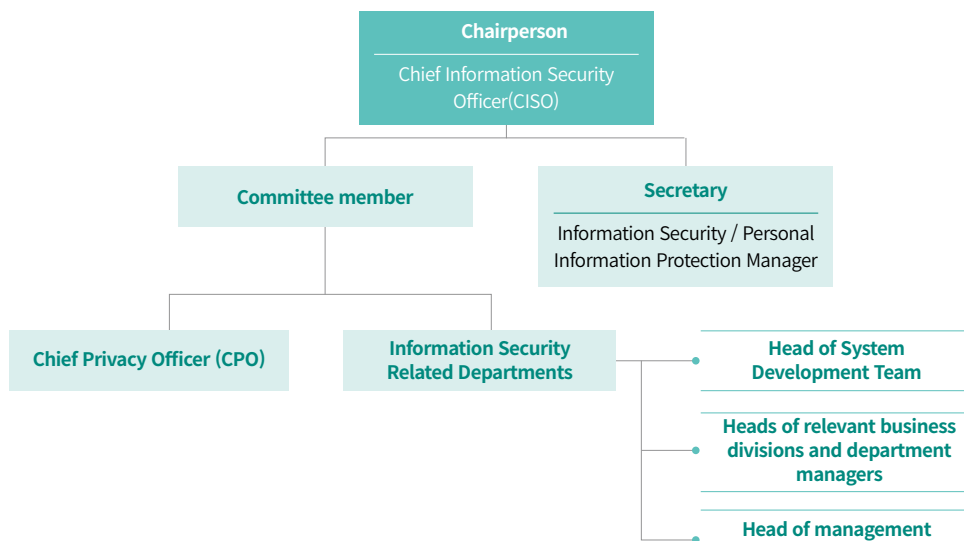
Information Protection

Information Security Framework

Information Security Governance Structure

YES24 has established and operated a comprehensive information security governance system to safeguard one of its most critical corporate assets: information. As a digital content and platform company, YES24 places the highest priority on the trust of its customers and stakeholders, positioning information protection as a core element of its business strategy. At the center of its governance system is the Information Security Committee, the company's top decision-making body for information security. This committee reviews key regulations and activities to ensure that the company's information security management system remains robust and aligned with current threats. YES24 regularly updates its risk assessments and treatment plans and incorporates the results of ISMS-P (Information Security and Personal Information Protection Management System) audits to continuously improve effectiveness. Internal audits are also conducted to monitor the level of security. The company has a clearly structured organization that includes the Information Security Department, responsible for planning and implementation; the Information Security Committee, which provides oversight and makes strategic decisions; and the Working-Level Security Council, which manages coordination and execution. These bodies work together to systematically plan, implement, evaluate, and improve all information security-related activities. In the event of a security incident, YES24 has defined guidelines for forming an emergency response team to ensure swift and effective action. Moving forward, YES24 will continue strengthening its information protection system to remain a trusted digital platform in an ever-evolving technological environment.

Information Security Governance Structure Diagram



YES24 Information Security Governance Structure and Roles

Category	Frequency	Role
Information Security Committee	Held regularly once a year (extra meetings held as needed)	<ul style="list-style-type: none"> Establish information security strategies, develop policies and procedures Respond to security incidents, conduct education and raise awareness
Information Security Working Council	Held regularly once every six months (Extra meetings held as needed when agenda items arise)	<ul style="list-style-type: none"> Matters delegated by the information Security Committee or instructed by the Chairperson Preliminary review of agenda items submitted to the Information Security Committee and related technical matters Practical review of amendments and revisions to information security regulations and guidelines Establishment and review of information security implementation plans based on planning proposals Development of response measures to security incidents and recurrence prevention plans

Information Security Activities

YES24 implements systematic information security activities to protect all customers' personal information and service safety. Especially in 2024, to strengthen capabilities against security threats, various information security activities have been carried out. Under the leadership of the CISO (Chief Information Security Officer), regular security status checks as well as irregular inspections and audits are conducted to proactively identify and improve potential vulnerabilities. YES24 continuously enhances its information security system to protect customer personal information and strengthen service reliability, actively responding to emerging security threats in the digital environment. Through these efforts, YES24 aims to continuously evolve as a trusted platform where customers can feel safe using its services.

2024 Information Security Activities

- Enrollment in Personal Information Protection Liability Insurance
- Security Awareness Simulations for Employees
- Irregular Security Inspections and Audits
- Personal Information Protection Training by Invited Professors
- Dark Web Leaked Information Monitoring
- Distribution of Information Security Newsletters
- Participation in Multiple Information Security Workshops and Seminars
- Monthly Information Security and Personal Information Protection Operational Reports (CISO)
- Enhancement of PRIVACY Certification Level and Scope (ePRIVACY → ePRIVACY PLUS)







Information Protection

Personal Information Protection

Privacy Policy

YES24 recognizes the protection of customers' personal information as a core corporate responsibility and strictly complies with the Personal Information Protection Act and related laws. All information provided by customers is collected and used only for clear purposes and is never used for any other reasons. To securely handle personal information, various technical and administrative protection measures are implemented, including access rights management, data encryption, and intrusion prevention system operations, maintaining a systematic protection framework throughout the entire personal information processing process. YES24 transparently informs customers about key matters such as the purpose of personal information collection, scope of use, third-party provision, and retention period through the Personal Information Processing Policy posted on its website. Through this, it practices a responsible data management culture that prioritizes customers' rights.

Major Personal Information Processing Labeling

		
General Personal Information Collection	Purpose of Personal Information Processing	Retention Period of Personal Information
ID, password, name, gender, date of birth, email, mobile phone number, identity verification information (CI), duplicate registration confirmation information (DI), address, credit card number, account number, consultation details (recordings)	Member management, contract fulfillment, payment settlement, marketing use	Until membership withdrawal or achievement of the purpose of use * Some personal information is retained in accordance with relevant laws and regulations
		
Provision of Personal Information to Third Parties	Personal Information Processing Consignment	Grievance Handling Department
Selling vendors, affiliated malls, consumer damage compensation insurance * For detailed information, please refer to the main text of the Privacy Policy	Entrusted for purposes such as identity verification, simple payment, and delivery * For detailed information, please refer to the main text of the Privacy Policy	Customer Satisfaction Center Phone number: 1544-3800 Email: privacy@yes24.com

Personal Information Grievance Handling

YES24 designates the head of the platform division as the Personal Information Protection Officer to oversee personal information processing tasks and manage user complaints and damage relief. Additionally, to ensure customers can promptly resolve inquiries, access requests, complaints, and damage relief related to personal information protection, a dedicated department for handling personal information grievances is appointed and publicly announced on the website to support the exercise of the data subject's rights.

Personal Information Protection Officer and Complaints Contact

Phone number: 1544-3800

Email: privacy@yes24.com



Employee Information Security Training

YES24 conducted personal information protection training for all employees and affiliated companies to strengthen corporate information security and internalize personal information protection guidelines. The 2024 training covered four sessions including recent industry hacking incidents, revisions to personal information protection laws and important corporate concerns, key points of the revised Personal Information Protection Act, and government policy trends and implications (such as protection of children and adolescents' personal information, targeted advertising, and cloud security). This training enhanced employees' awareness of information security and strengthened their ability to effectively respond to the latest laws and policy trends.



2024년 개인정보보호 교육			
일정	대상	장소	비고
1회	2024년 1월 15일	서울	본사
2회	2024년 2월 15일	부산	본사
3회	2024년 3월 15일	대구	본사
4회	2024년 4월 15일	인천	본사

2024 Personal Information Protection Training Guide

Board of Directors

Board Composition System

YES24 forms its board of directors with both internal and external directors to enhance management transparency and accountability. External directors constitute a certain minimum proportion to ensure independence and objectivity. Regular board meetings are held quarterly, with extraordinary meetings convened as needed to support prompt decision-making on major management issues. YES24 has established board operation regulations to support efficient and transparent board management. These regulations clearly define the board's composition, convening and operation procedures, and voting methods, thereby securing the board's independence and responsibility.

Director Appointment

YES24 operates a systematic procedure to ensure fairness and independence in nominating and appointing directors. Directors are appointed at the shareholders' meeting, with candidates nominated by the board and finalized as agenda items for the meeting. If shareholders propose candidates in accordance with applicable laws, the board ensures their inclusion as agenda items at the shareholders' meeting, protecting shareholders' rights. The board thoroughly reviews candidates' careers and qualifications before recommending them, allowing the composition of directors with diverse backgrounds and expertise, which improves the quality of decision-making. Through this director appointment system, YES24 strives to strengthen management transparency and accountability and to establish a sound governance structure.

Board Members

(As of the end of March 2025)

Category	Name	Gender	Position	Major Career	Appointment Date	Term End Date
Board	SEOK HWAN KIM	Male	CEO	Current CEO of YES24 Co., Ltd.	Mar 28, 2024	Mar 28, 2027
Board	SERA KIM	Female	CEO	Current CEO of YES24 Co., Ltd.	Mar 28, 2023	Mar 28, 2026
Board	DONG NYUNG KIM	Male	Inside Director	Current Chairman & CEO of HANSAE YES24 Holdings	Mar 28, 2024	Mar 28, 2027
Board	JI WON KIM	Female	Inside Director	Current CEO of HANSAE MK CO., LTD.	Mar 26, 2025	Mar 26, 2028
Board	TAE WOO KWON	Male	Outside Director	Current Managing Director of Sungdo lhyun Accounting Firm	Mar 28, 2024	Mar 28, 2027
Board	JI WON JOO	Female	Outside Director	Current CEO of Camp Cloud	Mar 28, 2024	Mar 28, 2027
Board	BYUNG HAN PARK	Male	Outside Director	Former Senior Reporter (Deputy Editor) of YTN Economy Dept.	Mar 28, 2024	Mar 28, 2027

Board Operation

YES24's board meetings proceed based on pre-shared agenda items, and all directors faithfully fulfill their duties in accordance with laws and the articles of incorporation, prioritizing the interests of the company and shareholders. Additionally, an Audit Committee is established and operated to share the board's functions and enhance efficiency. The board's activities and performance are regularly evaluated, and the evaluation results are used as reference materials for reappointment decisions without compromising the independence of outside directors.

2024 Board Resolutions

Date of Meeting	Agenda Items
Jan 4, 2024	Shinhan bank investment finance loan (Lotte Venture) agreement
Feb 19, 2024	Shinhan Bank discounted bills (general funds) refinancing
Feb 21, 2024	Resolution to hold the shareholders' meeting and cash dividend declaration
Mar 5, 2024	Electronic voting operation
Mar 13, 2024	DeepSales SAFE investment
Mar 28, 2024	Appointment of CEO and branch closure
Apr 24, 2024	Woori Bank new credit limit agreement
May 9, 2024	Q1 performance report
Jun 26, 2024	Shinhan Bank new facility loan agreement
Jul 25, 2024	SFC automation equipment and system construction contract
Jul 31, 2024	NongHyup Bank new credit limit agreement
Aug 8, 2024	Q2 performance report
Sep 19, 2024	SFC logistics automation equipment and system construction contract
Nov 11, 2024	Q3 performance report
Dec 16, 2024	Setting the record date for closing the shareholder register

Board of Directors

Audit Committee

YES24 has established and operates an Audit Committee based on Article 41 of the Commercial Act and the company's Articles of Incorporation. To strengthen the committee's independence and expertise, it is composed entirely of three outside directors. The Audit Committee is responsible for reviewing the appropriateness and transparency of the company's accounting and major management activities, evaluating the reliability and effectiveness of financial reports and internal control systems. To support the practical operation of the Audit Committee, the Accounting Team is designated as the support organization, systematically conducting related legal reviews and audit tasks. The Audit Committee holds independent authority, including appointing external auditors, requesting extraordinary general meetings, and demanding business reports and investigations of subsidiaries. It is also authorized to consult external experts at the company's expense when necessary. Importantly, resolutions made by the Audit Committee cannot be re-decided by the Board of Directors, ensuring the committee's independence and judgment authority are substantively guaranteed. One committee member is an expert in accounting and finance, meeting the expertise requirements stipulated by relevant laws and the Articles of Incorporation, contributing to the protection of stakeholders' rights and the enhancement of corporate transparency.

Independence of Audit Committee Members

Major Criteria for Election	Fulfillment of Criteria	Relevant Laws
Composed of three or more directors	Fulfilled (3 members)	Commercial Act Article 415-2, Paragraph 2
At least two-thirds of members as outside directors	Fulfilled (all members)	
At least one accounting or financial expert	Fulfilled (1 member)	Commercial Act Article 542-11, Paragraph 2
The chairperson of the Audit Committee is an outside director	Fulfilled	
No disqualifications (e.g., related parties of major shareholders)	Fulfilled (nonapplicable)	Commercial Act Article 542-11, Paragraph 3

Current Audit Committee Members

Category	Composition	Name	Position
Audit Committee	Outside Director	TAE WOO KWON	Chairperson
Audit Committee	Outside Director	JI WON JOO	Member
Audit Committee	Outside Director	BYUNG HAN PARK	Member

2024 Audit Committee Activity Details

Date of Meeting	Agenda Item	Approval Status
Feb 21, 2024	Report on the operation of the internal accounting control system	Reported
	Approval of the 25th financial statements	Passed
	Consideration of the purpose of the annual general meeting of shareholders	Passed
	Approval of the results of the evaluation of the operation of the internal accounting control system	Passed
May 9, 2024	Report on the first quarter performance	Reported
Aug 8, 2024	Report on the second quarter performance	Reported
Nov 11, 2024	Report on the third quarter performance	Reported

Board Performance Evaluation

YES24 is preparing to introduce an evaluation program and establish criteria to apply board performance evaluation from 2025. The company plans to apply evaluation indicators that are appropriate to the nature of our business and the composition of the BOD, and to ensure the objectivity and independence of outside directors, we plan to establish separate compensation criteria based on the evaluation results and subject them to the approval process of the shareholders' meeting.

Board and Executive Remuneration Policy

YES24 is committed to a transparent and accountable remuneration policy for its directors and executives. The remuneration limits for directors and executives are approved by shareholders at the annual general meeting. The total remuneration of YES24's directors and executives are disclosed in the business report, and the transparent operation of the remuneration policy contributes to the establishment of sound governance and enhancement of corporate value.

2024 Board and Executive Compensation

Category	Number of employees (people)	Total compensation (KRW million)	Average compensation per employee (KRW million)
All Directors & Auditors	6	793	132
Registered directors (excluding outside directors and Audit Committee members)	3	650	217
Outside directors (excluding Audit Committee members)	-	-	-
Audit committee members	3	143	48
Auditors	-	-	-

ESG Performance Data

Performance Data (Financial)

Key Financial Achievement ¹⁾

Category	Unit	2022	2023	2024
Total assets	KRW million	387,641	449,321	434,667
Total liabilities	KRW million	204,009	229,361	253,738
Total equity	KRW million	183,632	219,961	180,928
Total revenue	KRW million	663,497	657,116	671,143
Operating profit	KRW million	16,671	7,217	16,278
Net income	KRW million	880	(4,208)	1,128
Total comprehensive income	KRW million	(145,335)	41,326	(34,037)
Earnings per share	KRW	57	(145)	58

1) Calculation criteria: Summary of consolidated financial statements in the December business report of the year

Generating and Distributing Economic Value ¹⁾

Category	Unit	2022	2023	2024
Net income (loss)	KRW million	879	(4,207)	1,128
Worker wages	KRW million	26,849	29,567	29,228
Benefits	KRW million	3,750	3,962	3,898
Dividends	KRW million	4,997	4,997	4,997
Corporate taxes and other utilities	KRW million	2,799	676	1,585
Community investment	KRW million	122	148	169

1) Calculation criteria: Condensed financial information in the December business report for the current year

Performance Data (Environmental)

Green Investment History ¹⁾

Category	Unit	2022	2023	2024
Number of green investments executed	Cases	-	-	-

1) Data from 2022 to 2024 are marked with '-' due to the eco-friendly investment deliberation in 2026 (delivery using eco-friendly materials (packaging materials), purchase of eco-friendly packaging machines, internal deliberation on attaching solar panels to the roof design of distribution centers)

Green Purchasing Status ¹⁾

Category	Unit	2022	2023	2024
Green Purchases	KRW	819,098,050	622,859,400	638,451,000
Green Purchases Percentage	Paju %	46.0	40.7	39.4
Green Purchases	KRW	336,836,000	356,462,750	300,825,000
Green Purchases Percentage	Daegu %	30.8	30.5	38.1

1) Cost of purchasing green materials (packaging), cost of purchasing green materials as a percentage of overall cost, etc.

Environmental Violations

Category	Unit	2022	2023	2024
Fines for non-compliance with environmental laws and regulations	KRW million	0	0	0
No. of cases of environmental/ecological violations	Cases	0	0	0

ESG Performance Data

Performance Data (Environmental)

Greenhouse Gas Emissions¹⁾

Category	Unit	2022	2023	2024
Total emissions ²⁾	tCO ₂ eq	-	-	1,808.96
Scope 1 emissions	tCO ₂ eq	-	-	108.38
Scope 2 emissions	tCO ₂ eq	-	-	1,700.58
Intensity ³⁾	tCO ₂ eq/KRW 100 million	-	-	0.2696

1) Data collected from 2024 onward

2) Scope of calculation: YES24 headquarters, Paju/Daegu Logistics Center

3) Intensity: Total emissions (tCO₂eq)/Total sales on consolidated basis (KRW 100 million)

Energy Consumption^{1) 3)}

Category	Unit	2022	2023	2024
Total energy consumption ²⁾	TJ	-	-	34.05
	TOE	-	-	805.84
Intensity ⁴⁾	TJ/KRW 100 million	-	-	0.00507
Non-renewable energy consumption	TJ	-	-	34.05
Non-renewable energy consumption	Fuels	TJ	-	0.42
	Electricity	TJ	-	32.40
	Kerosene	TJ	-	1.23
Renewable energy consumption	TJ	-	-	-

1) Data collected from 2024 onward

2) Calculation criteria: Electricity and city gas usage

3) Scope of calculation: YES24 headquarters, Paju/Daegu Logistics Center

4) Intensity: Total emissions (tCO₂eq)/Total sales on consolidated basis (KRW 100 million)

Raw Material Usage^{1) 2)}

Category	Unit	2022	2023	2024
Non-renewable raw materials and packaging materials used	Paju	ton	44.1	32.1
	Daegu	ton	50.0	34.2
Renewable raw materials and packaging materials used	Paju	ton	1,631.4	1,441.4
	Daegu	ton	946.1	930.3
Percentage of recycled materials used	%	96.5	97.3	97.4

1) Scope of calculation: Paju/Daegu Logistics Center

2) Calculation criteria: weight data

Waste¹⁾

Category	Unit	2022	2023	2024
Waste generated	Total	ton	-	-
	General waste	ton	-	-
	Hazardous waste	ton	-	-
Recycled waste ²⁾	Total	ton	-	-
	General waste	ton	-	-
	Hazardous waste	ton	-	-
Waste recycling rate	%	-	-	83.59

1) Scope of calculation: Paju/Daegu Logistics Center

2) Calculation criteria: Recyclable packaging materials (boxes) are used and disposed of by scrap dealers, and non-recyclable waste (string, etc.) is disposed of at cost through the ward office

Water Consumption^{1) 2)}

Category	Unit	2022	2023	2024
Water consumption	ton	-	-	11,299

1) Scope of calculation: Paju/Daegu Logistics Center

2) Calculation criteria: Groundwater consumption at Paju Logistics Center, water consumption at Daegu Logistics Center

ESG Performance Data

Performance Data (Social)

General Employee Status

Category		Unit	2022	2023	2024
Total number of workers	Total	Persons	479	457	461
	Female	Persons	309	286	285
	Male	Persons	170	171	176
	Under 30	Persons	76	62	49
	30-50	Persons	353	342	349
	Above 50	Persons	50	53	63
	Employees with disabilities	Persons	0	6	6
	Foreigners	Persons	0	0	0
	Regular employees	Persons	465	427	397
	Contract employees	Persons	14	30	64

Female Employees Status

Category	Unit	2022	2023	2024
Ratio of female employees	%	64	63	61
Ratio of female managers	%	45	40	42
Ratio of female executives	%	29	43	29

New Employee Hires

Category		Unit	2022	2023	2024
No. of new hires	Total	Persons	120	81	95
	Under 30	Persons	26	18	30
	30-50	Persons	94	62	58
	Above 50	Persons	0	1	7
	Female	Persons	73	44	61
	Male	Persons	47	37	34
	Total	Persons	8	6	4
No. of new hires in management positions	Executives and above	Persons	0	0	1
	Team leader and above	Persons	8	6	3

Employee Training Performance

Category		Unit	2022	2023	2024
Total training cost per employee		KRW	7,500,000	3,000,000	9,224,000
Average training cost per employee		KRW	15,658	6,565	19,879
Average hours of training per employee	Total	Hours	10	10	10
	Job	Hours	0	0	0
	Code of Conduct/Ethics	Hours	-	2	2

ESG Performance Data

Performance Data (Social)

Labor-Management Relations¹⁾

Category	Unit	2022	2023	2024
Percentage of workers covered by collective bargaining agreements	%	-	-	-

1) Calculation criteria: Data marked with a '-' as YES24 is a non-collective bargaining organization

Support for Retired Employees¹⁾

Category	Unit	2022	2023	2024
Amount under the Defined Benefit (DB) retirement pension plan	KRW million	-	-	-

1) Calculation criteria: Data marked with a '-' as YES24 has no pension plan in operation

Parental Leave

Category		Unit	2022	2023	2024
No. of employees on parental leave	Total	Persons	6	9	8
	Female	Persons	6	6	5
	Male	Persons	0	3	3
No. of employees return to work after parental leave	Total	Persons	4	1	5
	Female	Persons	4	0	3
	Male	Persons	0	1	2
No. of employees who worked for more than a year after parental leave	Total	Persons	1	3	2
	Female	Persons	1	3	1
	Male	Persons	0	0	1

Performance Evaluation¹⁾

Category		Unit	2022	2023	2024
Ratio of employees receiving regular performance evaluation	Total	%	-	-	100
	Female	%	-	-	100
	Male	%	-	-	100
	Senior managers or above	%	-	-	100
	Below senior managers	%	-	-	100

1) Data collected from 2024 onward

Industrial Accident (Employees)¹⁾

Category		Unit	2022	2023	2024
No. of fatalities as a result of work-related injury	Cases		-	-	0
Rate of fatalities as a result of work-related injury	TRIR		-	-	0
No. of major work-related injuries excluding fatalities	Employees	Cases	-	-	0
Rate of major work-related injuries excluding fatalities	TRIR		-	-	0
Rate of recordable work-related injuries	TRIR		-	-	0
Total no. of employee fatalities	Persons		-	-	0
No. of industrial accident cases	Cases		-	-	0
No. of employees in industrial accidents	Persons		-	-	0
Industrial accident rate	%		-	-	0

1) Data collected from 2024 onward

ESG Performance Data

Performance Data (Social)

Information Security

Category	Unit	2022	2023	2024
Ratio of information security investment compared to total IT investment	%	5.08	9.20	9.20
Total investment in IT	KRW million	18,630	12,047	13,865
Investment in information security	KRW million	947	1,103	1,270

Privacy Violations

Category		Unit	2022	2023	2024
No. of violations of privacy laws/ regulations	External Stakeholder Intake	Cases	0	0	0
	Regulatory Intake	Cases	1 ¹⁾	0	0
No. of customer data breaches, thefts, and losses		Cases	0	0	0

1) Violation of Article 50 (4) of the Information and Communication Network Act (obligation to display advertising messages)

Labeling/Marketing Violations

Category	Unit	2022	2023	2024
Instances for which fines/penalties were incurred for legal/ regulatory violations	Cases	1 ¹⁾	0	0
No. of warnings received for marketing violations	Cases	0	0	0
No. of self-regulatory violations related to marketing	Cases	0	0	0

1) Violation of Article 50 (4) of the Information and Communication Network Act (obligation to display advertising messages)

Performance Data (Governance)

Board of Directors

Category	Unit	2022	2023	2024
Average tenure on the board	Year	6	6	6
Ratio of members on the board	Female	%	17	33
	Male	%	83	67
	Under 30	%	0	0
	30-50	%	17	0
	Above 50	%	83	100
Total no. of board members	Persons	5	6	6
No. of independent directors on the board	Persons	3	3	3
No. of independent directors with less than 75% board attendance	Persons	0	0	0
No. of board meetings held	Times	16	16	15
No. of meetings of the Independent Director Recommendation Committee	Times	0	1	0
Average board attendance	%	86	90	90
Independent director training	Times	0	0	0
Total no. of Audit Committee	Persons	3	3	3
No. of independent directors on Audit Committee	Persons	3	3	3
No. of Audit Committee meetings	Times	4	6	4

ESG Performance Data

Performance Data (Governance)

Shareholdings by major shareholders¹⁾

Category	Unit	2022	2023	2024
No. of shares by major shareholder	Share	13,927,035	13,927,035	13,927,035
Percentage of ownership by major shareholder	%	55.71	55.71	55.71

1) Share ownership of the largest shareholders and related parties in the business report as of December 2024

Shareholder Communication

Category	Unit	2022	2023	2024
Prior notice of location and agenda of regular meetings of general shareholders	Days before	40	36	36
Date of auditor's report pre-disclosure before notice of regular meetings of general shareholders	Days before	10	8	8
No. of investor presentations	Times	1	1	1
No. of voluntary disclosure	Cases	0	0	1

Anti-Bribery and Anti-Corruption Policy

Category	Unit	2022	2023	2024
Ratio of governance body members that the organization's anti-corruption policies have been communicated to	%	-	-	100
Ratio of employees that the organization's anti-corruption policies have been communicated to	%	-	-	100

Government Financial Assistance

Category		Unit	2022	2023	2024
Tax credits and deductions	Total	KRW million	118	107	1,152

Stakeholder Engagement¹⁾

Category	Unit	2022	2023	2024
Budget allocated for stakeholder communications	KRW million	10	10	12
No. of people working on stakeholder communications	Persons	1	2	2

1) Calculation criteria: Data aggregated based on investor relations presentations

Donations

Category	Unit	2022	2023	2024
Donation history	KRW million	122	148	169

DONG-A PUBLISHING

Go Beyond Education

**Dong-A
Publishing**



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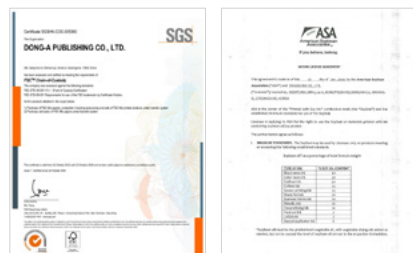
Environmental Management

Environmental Management System

Dong-A Publishing Co., Ltd. has been recognized for its ongoing efforts to protect the environment and conserve energy, earning the highest rating—Green Grade—in the environmental certification program hosted by the Ansan Environmental Foundation in 2016. This certification, the first of its kind implemented by a local government, evaluates the level of climate change response and sustainable management practices based on regional standards. Building on this certification, Dong-A Publishing Co., Ltd. continues to carry out practical and systematic environmental management initiatives, such as improving energy efficiency within its facilities and using eco-friendly inks to reduce environmental impact. In 2018, the company was honored with a commendation from the city of Ansan as an Outstanding Environmental Management Company, recognizing its contributions to promoting eco-friendly practices in the printing industry. Going forward, Dong-A Publishing Co., Ltd. will continue its efforts to implement and advance environmental management as a leading company in Korea's printing industry.

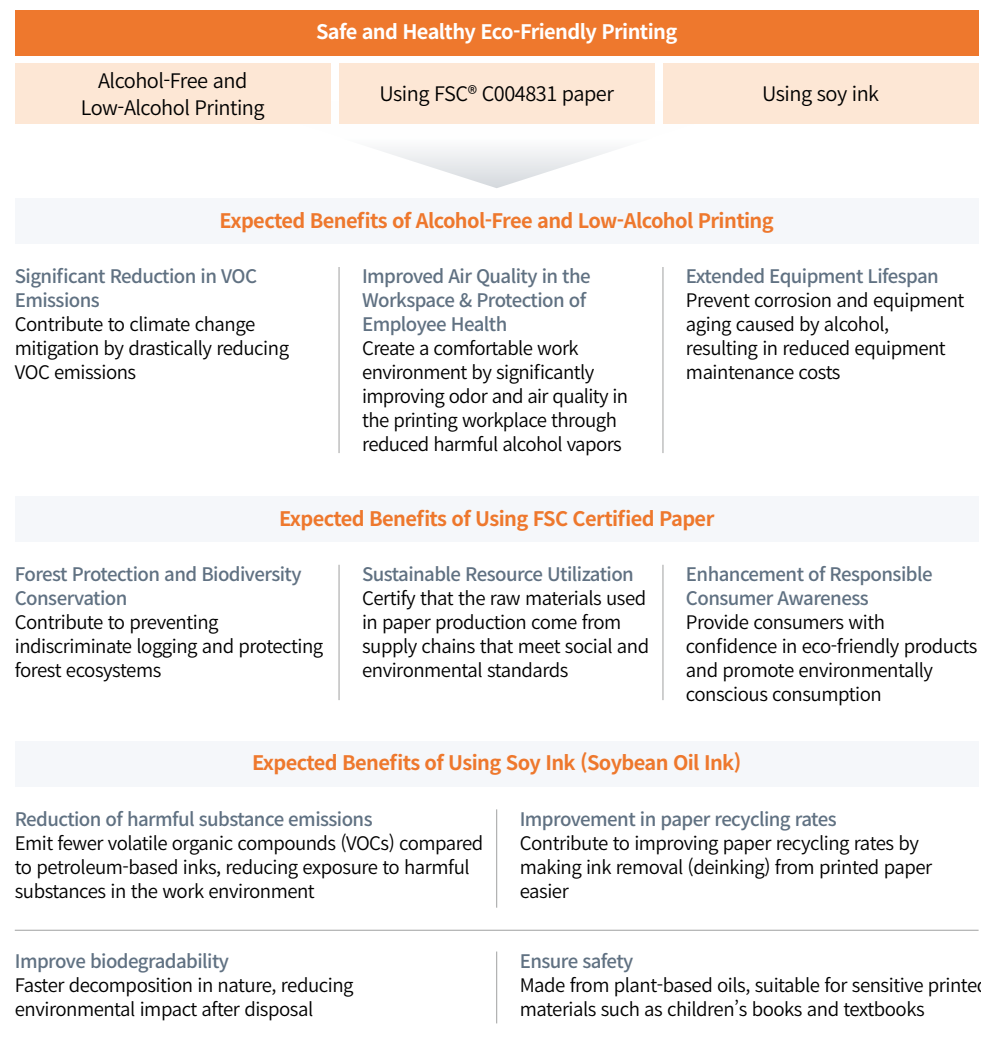
Eco-Friendly Printing

The printing and publishing industry has recently been evolving to minimize environmental impact by adopting sustainable materials such as plant-based inks and water-based coatings, as well as by reducing waste through digital printing technologies. Dong-A Publishing Co., Ltd. has set “Safe and Healthy Eco-Friendly Printing” as its core direction and is implementing activities based on three strategic pillars. In particular, the company uses FSC®-certified paper, which is sourced from forests managed responsibly under strict environmental and social standards to prevent deforestation. Additionally, Dong-A Publishing Co., Ltd. uses soy ink certified by the U.S. Soybean Association. Soy ink, used in both web-fed and sheet-fed printing, is an environmentally friendly alternative with low toxicity and reduced reliance on petroleum. It helps minimize environmental pollution caused by volatile organic compounds (VOCs) and reduces the need for bleaching agents during paper recycling, further decreasing environmental impact.



FSC® C004831 Certification Soy Ink Certification

Dong-A Publishing's Eco-Friendly Printing Strategy and Expected Benefits



Employee Development and Training

Talent Recruitment

Dong-A Publishing Co., Ltd. has established its vision of "Dongain"—professionals who will shape the future of education—as the foundation for defining its ideal talent profile. Based on this talent vision, the company systematically operates employee capacity development programs and strengthens organizational culture, thereby contributing to the sustainable growth of both the company and society. To maintain and secure a high-quality talent pool, Dong-A Publishing Co., Ltd. also operates a dedicated recruitment website, ensuring transparent and fair hiring processes.

Dong-A Publishing's Talent Profile

Expertise-Driven

Someone who continuously learns and develops their skills to become the best in the field

Collaborative and Communicative

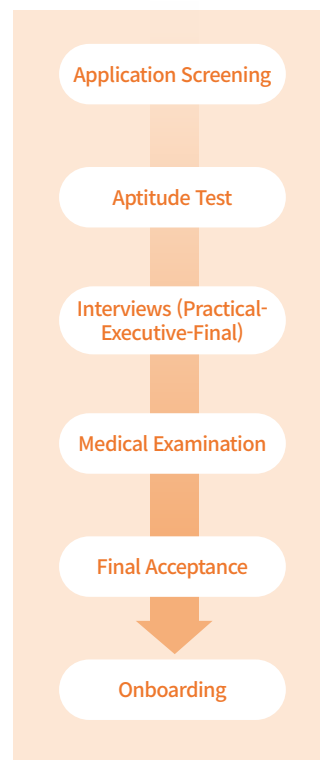
Someone who respects and collaborates with others through openness and trust

Passionate and Endeavoring

Someone who embraces new changes and challenges with passion and creativity

Dong-A Publishing Co., Ltd. Recruitment Website Screen

Dong-A Publishing Co., Ltd. Talent Recruitment Process



Employee Welfare System

Dong-A Publishing Co., Ltd. strives to create a workplace where employees feel proud and supported, operating structured welfare programs that enhance quality of life. Customized benefits tailored to different life stages foster a caring culture and support individual growth. Family-friendly policies such as parental leave and education support promote work-life balance, while recognition of long-term and high-performing staff strengthens engagement. The company also expands physical and mental health initiatives, including flexible work arrangements, communication spaces, and health checkups, to promote sustainable growth for all employees.

Dong-A Publishing Co., Ltd. Employee Welfare Benefits

	Welfare Programs	Details
Sharing Joy and Sorrow	Support for Family Events	Congratulatory and condolence support including monetary gifts and leave for weddings, parents' 70th and 80th birthdays, plus funeral assistance
	Anniversary Gift Giving	Gifts chosen by employees four times a year on Lunar New Year, Chuseok, Labor Day, and company anniversary
	Birthday Celebration Gifts	Birthday gifts and early leave on birthday
In Recognition of Your Hard Work	Long-term Service Awards	Long-term service awards for employees with 10, 15, 20, and 25 years of service
	Dong-A Employee of the Year Awards	Annual awards for employees with outstanding performance
	Summer Vacation Allowance	Vacation expense support
	Lounge&Playground	Unlimited beverages and ice cream in employee lounge and communication spaces
	Flexible Welfare Benefits Program	Flexible welfare benefits for health management, self-development, culture, and leisure activities
Protecting Employee Health	Flexible Working Hours (Staggered Start Time)	Flexible work hours allowing employees to choose start time between 8:00 AM and 10:00 AM each month
	Regular Health Check-up Support	Comprehensive annual health check-ups provided for employees over 35, team leaders, and spouses of employees over 40
	Woman's Lounge	A lounge and nursing room provided for female employees
	Support for Companywide Clubs	Support for club activities such as baseball, hiking, and band clubs
	Relaxation Room	Provision of a relaxation room equipped with massage devices
Raising Our Children and Future Together	Childbirth congratulatory bonuses and gifts	Payment of childbirth congratulatory bonuses and gifts
	Tuition support	Support for admission fees, quarterly scholarships, and tuition from kindergarten through university
	On-site daycare center operation	Operation of an on-site daycare center exclusively for employee's children, staffed with specialized teachers in each field
	Support for reference materials	Provision of reference materials twice a year for students from elementary through high school

Employee Development and Training

Corporate Culture Activities

Building a Great Workplace Culture

Dong-A Publishing Co., Ltd. is committed to creating a stable work environment for all employees and fostering a healthy work-life balance through various systems and cultural initiatives. As a result of these efforts, Dong-A received certification as a Family-Friendly Company from the Ministry of Gender Equality and Family in 2024, publicly recognizing its family-centered policies and their execution. This achievement is reflected in concrete results, such as a 100% return-to-work rate for employees using maternity leave over the past three years and an 80.7% retention rate six months after parental leave. To further improve the quality of life for employees and their families, Dong-A has strengthened child-rearing support programs, including operating an on-site daycare center, providing childbirth celebration allowances, and offering tuition assistance. Moving forward, Dong-A Publishing Co., Ltd. will continue to expand flexible work arrangements and fostering an inclusive organizational culture, striving to become a workplace where everyone wants to work.

Employee Training Program

Dong-A Publishing Co., Ltd. offers a comprehensive competency development training program designed to cultivate a wide range of skills, including content creation, broad thinking abilities, and the development of creative and differentiated content. To support this, Dong-A provides structured training courses such as education related to curriculum development, editorial skills training (including creative thinking development, understanding copyright, production and printing processes, and Adobe InDesign proficiency), strategic thinking enhancement, and opportunities to attend various international exhibitions like book fairs and the BETT Show. The improvements in employee skills gained through these training programs contribute directly to the company’s success by enabling collaboration across market research, editorial, sales, and marketing teams to develop products that meet consumer needs.

Employee Performance Evaluation

Dong-A Publishing Co., Ltd. operates a performance-driven HR system that enables employees to maximize their capabilities and gain a sense of achievement through fair compensation. The company has implemented a salary system that reflects individual skills and expertise, maintaining one of the industry’s highest standards of compensation. Performance bonuses are awarded based on an objective evaluation of both organizational and individual goal achievement. Additionally, Dong-A offers a fair and transparent promotion system grounded in ability and performance, providing clear career development

paths. This performance-oriented system strengthens employee motivation and serves as a foundation for sustainable organizational growth, contributing to the creation of a healthy corporate culture where both employees and the company can grow together.

Employee Skill Development Program

Training Type	Content	Goals and Effects
New Employee Training	Onboarding Program Provided	<ul style="list-style-type: none">• Rapid adaptation to the organization and sense of belonging• Understanding company vision, culture, and work processes• Support for early settlement
Basic Competency for Humanities Education	Basic competency training and humanities lectures conducted	<ul style="list-style-type: none">• Strengthening employees’ fundamental skills• Enhancing overall work capabilities• Promote creative thinking
Leadership Development Training	Leadership Capability Enhancement Operation of specialized training programs by job function	<ul style="list-style-type: none">• Developing future leaders• Targeting mid-level managers and team leaders• Enhancing effective leadership skills and organizational management abilities
Job Competency Improvement Training	Provision of advanced training tailored to each job function	<ul style="list-style-type: none">• Enhancing Departmental Expertise• Acquisition of the Latest Knowledge and Skills• Maximizing Work Efficiency

Dong-A Publishing Co., Ltd. Performance Evaluation Core Strategies



Workplace Safety and Health

Safe and Health Management System

Dong-A Publishing Co., Ltd. prioritizes creating a safe working environment for all employees and operates a safety and health management system in strict compliance with Korea's Industrial Safety and Health Act. We conduct regular risk assessments and implement continuous improvements to proactively prevent industrial accidents. Given the printing industry's unique risks—such as those related to platemaking, printing, and ink handling—Dong-A proactively identifies and prevents potential hazards within its workplaces. Prioritizing environment, health, and safety (EHS¹⁾ management, Dong-A fosters a safety culture involving all employees and strives for ongoing improvements. Moving forward, the company will strengthen its tailored safety and health management systems based on industry characteristics to establish a sustainable foundation for business operations.

1) Environment, Health & Safety (EHS) Management Policy

Health and Safety Risk Assessment

Due to the nature of printing processes that including printing, binding, packaging, and transportation, there are various safety risks such as entanglement or cuts from machinery (printing presses, binding machines, cutters), slips, and musculoskeletal disorders. Dong-A Publishing Co., Ltd. conducts internal risk assessments at its Ansan factory in compliance with the Industrial Safety and Health Act, considering the specific risks of the printing industry. Identified risks are addressed through corrective actions to ensure a safer work environment. Special focus is placed on preventive management for vulnerable groups such as new hires and on mitigating musculoskeletal disorders caused by repetitive tasks. Dong-A continuously strengthens company-wide safety management capabilities. Through proactive risk management, Dong-A Publishing Co., Ltd. is committed to creating a workplace where employees can work with peace of mind.

Hazards and Risk Factors in the Printing Process and Dong-A Publishing's Response

Risk Factors	Dong-A Publishing's Response
<ul style="list-style-type: none">• Pinching hazards from machinery used in major processes such as printing, binding, packaging, and transportation• Cuts and injuries from cutters and similar equipment• Slipping hazards caused by materials like paint cans, boxes, and floor conditions• Musculoskeletal disorders related to newly hired vulnerable workers, urgent heavy material handling, and repetitive simple tasks	<ul style="list-style-type: none">• Thorough organization and tidying of raw materials, gas lines, and movable cables• Wearing protective gear to prevent pinching and cutting injuries from cutting machine blades• Conducting workplace risk assessments and establishing improvement measures

Safety and Health Activities

Dong-A Publishing Co., Ltd. operates a systematic training and safety management system to prevent risks that may arise during printing operations. Regular education and training sessions are conducted for printing machine operators and safety personnel to increase their understanding of safe work systems and protective measures for each printing machine. Work methods are established through mutual agreement with operators to ensure safety. The company also enhances workers' responsibility and safety awareness by thoroughly explaining the purpose and risks of tasks and ensuring a precise understanding of printing machine controls. Each printing machine is equipped with checklists to monitor the condition of protective devices and control systems, promoting routine inspections and preventive maintenance. If any defects are detected, machine use is immediately halted and corrective actions are promptly taken. These efforts go beyond simple compliance; they foster a worker-centered safety culture focused on protecting employees' lives and health. Dong-A will continue to strengthen its safety management through technical guideline-based training and practical on-site safety activities to maintain a safe printing environment.



Employee Safety and Health Training

Social Contribution

Social Contribution Strategy

As an educational publishing company, Dong-A Publishing Co., Ltd. takes the lead in creating social value by leveraging its expertise and core competencies. Utilizing its specialization in education, Dong-A contributes to bridging knowledge gaps, operates programs to strengthen local educational infrastructure, and engages in activities that preserve and pass on our cultural heritage. Under the vision of creating a future where everyone can grow together through content that embodies sound values, Dong-A is committed to sharing the fundamental value of a publishing company with society, building a sustainable future of mutual growth.

Social Contribution Activities

Dong-A Publishing Co., Ltd. systematically fulfills its social responsibility by focusing on educational sharing activities that support the growth of future generations. The company strives to build a sustainable community alongside the local region through these efforts. By continuing such social contribution activities, Dong-A will remain committed to contributing to a society where learning and growth happen together.

Dong-A Publishing Co., Ltd. Social Contribution Activity Strategy Direction



Participation in the Korea-Africa EdTech Open Innovation Project

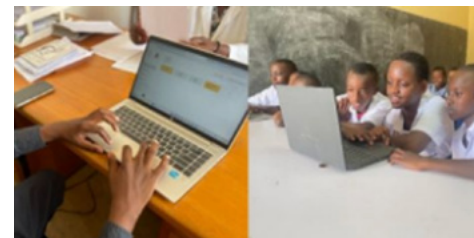
Dong-A Publishing Co., Ltd. is actively participating in the "Korea-Africa EdTech Open Innovation" project led by the Ministry of Education and KERIS, contributing to the improvement of educational environments in Rwanda. Through the student management solution "Dahetni," developed in collaboration with active teachers, Dong-A supports the enhancement of local teachers' capabilities and innovation in the curriculum. The project aims to select 30 lead teachers and supply the solution to 100 schools by 2025, taking a leading role in promoting equitable access to education opportunities, which has contributed to reducing local paid enrollment and dropout rates.

Exciting Dong-A Hi-Top Science Camp

Dong-A Publishing, in collaboration with Seoul National University of Education, runs the annual "Exciting Dong-A Hi-Top Science Camp" providing about 150 elementary students with hands-on science experiences. Led directly by active elementary school teachers, the program includes experimental lectures and diverse activities such as AR/VR, drones, and coding, aiming to spark interest in science and foster creative thinking.

Warmth Sharing Blanket Donation

Dong-A Publishing Co., Ltd. actively carries out community sharing initiatives to support underprivileged groups and foster a warm, caring community culture. Since 2015, Dong-A has continuously promoted the "Love's Warmth Sharing" campaign. In 2024, through the Ansan Volunteer Center, the company donated 45 blankets to elderly people living alone, low-income families, single-parent households, and families with disabilities, spreading warmth and compassion. This sponsorship aims to improve the quality of life for vulnerable local residents and build a healthy community. As an educational content company, Dong-A Publishing Co., Ltd. will continue to expand its sharing activities to create a society where not only future generations, but also diverse neighbors can grow together.



Key achievement Contributed to reducing grade retention and dropout rates



Key achievement Improved quality of life through support for vulnerable groups

Quality Management

Quality Management System

Dong-A Publishing Co., Ltd. takes full responsibility for quality throughout the entire process—from planning, design, plate-making, printing, binding, special processing, to delivery—by operating a comprehensive one-stop service system in-house. With a goal of achieving “Zero Defects,” the company implements systematic quality inspections based on detailed quality control manuals for each process and operates a rapid reporting system to detect and respond to quality issues in advance. Centered on a dedicated quality management team, Dong-A continuously improves company-wide quality standards and practices quality management to deliver trusted educational content to readers and customers. Looking ahead, Dong-A Publishing Co., Ltd. will further enhance its quality management system to meet evolving educational environments and customer expectations, driving quality innovation across all processes to provide the highest-quality educational content.

Dong-A Publishing Co., Ltd. Quality Management Advancement Strategy

Color Quality Management System for Stable Color Reproduction

Achievement of a High-Level CMS¹⁾

1) CMS: Color Management System --- a technology that ensures the printed colors accurately match the colors desired by customers

Color Quality Management System

Dong-A Publishing Co., Ltd. is enhancing its color quality management system to ensure consistency and accuracy in color reproduction, which are critical to printing quality. To achieve this, the company standardizes raw materials and factory environments—including temperature, humidity, and lighting—and systematically manages color control for plotters and POD¹⁾ devices as well as CTP²⁾ screening standardization, all in accordance with ISO standards. Additionally, key printing factors such as screening dots, density, dampening, and printing pressure are regularly inspected and managed to maintain the stability and precision of color quality. Through these efforts, Dong-A provides high-quality educational content that customers can trust.

1) POD (Print On Demand): A digital printing method that allows for small-volume printing as needed

2) CTP (Computer To Plate): A technology that directly transfers digital data from a computer to printing plates, enhancing print quality and production efficiency

Achieving High-Quality CMS

Dong-A Publishing Co., Ltd. is committed to securing consistent and superior printing quality. Notably, it became the first rotary press printing company in Korea to obtain the G7 Master Certification¹⁾ and has established an in-house management system to implement precise color management across all stages—from color correction and proofing to printing—ensuring outstanding print quality.

With G7 PC Expert²⁾ certified personnel on staff, Dong-A is capable of delivering advanced consulting and applying technologies at the higher-level G7 PC Master standard, and the company has integrated a CIP3³⁾-based unified workflow information system across all printing equipment to enhance information consistency throughout the entire process. Dong-A has also introduced Closed-loop Systems⁴⁾ for both rotary and sheet-fed printing machines. This system enables real-time automatic ink density control, achieving precise color reproduction and uniform print quality. Moving forward, Dong-A Publishing Co., Ltd. will continue to drive quality innovation aligned with global printing standards while realizing a sustainable printing production system that considers both environmental responsibility with high production quality.

1) G7 Master Certification: A certification based on ISO standards for color and gray balance control methods, ensuring color management from proofing to printing

2) G7 PC Expert: Qualification to act as a consultant for the higher-level G7 PC Master certification

3) CIP3 (International Cooperation for Integration of Prepress, Press, and Postpress): An international standard for automating and improving productivity through digital data integration across Prepress → Press → Postpress

4) Closed-loop System: An automatic ink key color matching system that manages uniform ink density based on precise measurement data



G7 Master certification



G7 PC Expert certification

Quality Management

Establishing a Digital-Based Quality Management System

Dong-A Publishing Co., Ltd. has built an integrated digital quality management system that simultaneously enhances productivity and stabilizes quality throughout the entire printing process. Through its self-developed ERP/MES printing system (Peps system), Dong-A manages overall operations—including order sales, production, purchasing/materials, cost, and profitability—in a unified manner. The adoption of the CIP3 system and efficient cutoff devices has established an automated production operation system. Furthermore, the company deploys specialized personnel for each process to systematically handle raw material quality inspections, analyze printing defects, develop preventive measures, and monitor quality processes. This approach minimizes quality variations even during mass production, thereby strengthening customer satisfaction and sustainable competitive quality. Moving forward, Dong-A Publishing Co., Ltd. will continue to lead sustainable growth in the printing industry by driving digital innovation and maintaining quality stability.

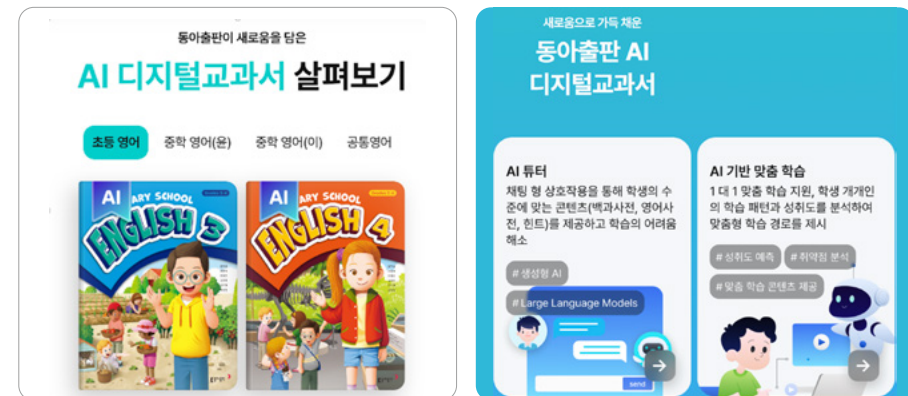
AI Digital Textbook Certification Success

Leveraging over 80 years of expertise in educational content development, Dong-A Publishing Co., Ltd. is at the forefront of creating innovative educational materials suited for the digital transformation era. All English textbooks submitted for the Ministry of Education's 'AI Digital Textbook Certification Review' successfully passed, demonstrating excellence in content quality, learner-centered design philosophy, and advanced technology utilization. From content planning to final distribution, Dong-A applies rigorous quality management systems throughout every stage to ensure optimal learning outcomes. In response to the demands of the edutech era, the company is heavily investing in AI-based personalized learning systems and digital education platform development. By fostering close collaboration between education experts and IT professionals, Dong-A is creating forward-looking content that leads the future of education. Grounded in the public value and trustworthiness of education, Dong-A Publishing Co., Ltd. is committed to continually delivering top-quality educational content that satisfies both students and teachers.

Responsible Marketing

Dong-A Publishing Co., Ltd. continuously strengthens transparent communication based on factual explanations and objective data, ensuring that teachers and parents can choose the most suitable educational content without exaggeration or distortion. In particular, marketing activities targeting children and adolescents—who are highly influenced educationally—adhere strictly to ethical standards. The company maintains a cautious approach that prioritizes educational values in advertising expressions and exposure methods.

Furthermore, in adopting AI-based educational content, Dong-A strictly prohibits any use of personal information beyond what has been disclosed to users in advance. To protect personal data, the company implements comprehensive technical, physical, and managerial safeguards, ensuring the highest level of privacy and security.



Dong-A Publishing Co., Ltd. AI Digital Textbooks

2024 Ministry of Education AI Textbook Review Results

Total of 6 AI textbooks for English in elementary, middle, and high school approved



Quality Management

Product and Service Innovation

AI-Based Educational Content Innovation

Dong-A Publishing Co., Ltd. is embracing the digital transformation of education by developing the innovative AI-powered educational platform ‘DoClass’ and supports bridging the learning gap and enhancing educational quality in public schools. ‘DoClass’ provides teachers with a ‘Workbook’ feature that allows them to create digital learning materials and assign tasks directly. Integrated with Google Classroom, the Workbook enables teachers to conveniently use Learning Management System (LMS) functions such as assignment management, learning diagnostics, and feedback. Through the AI Learning Center, detailed analysis of each question and personalized report features make it possible to present individualized learning paths tailored to each student’s level. This contributes to improving foundational skills and fostering an inclusive educational environment. Moving forward, Dong-A Publishing Co., Ltd. will continue advancing its educational platform using AI technology, fulfilling its social responsibility as an education content company, and leading the creation of a sustainable future education ecosystem.

Key Features of DoClass

Key Features	Key Benefits
Efficiency in Digital Content Creation and Distribution	Teachers can create digital learning materials (workbooks) themselves and distribute them instantly, reducing lesson preparation time and enhancing creativity in the classroom
Enhanced LMS functionality through integration with Google Classroom	Integrated management of the entire learning process—including assignment distribution, submission, feedback, and learning history—enhances both classroom efficiency and student engagement
Detailed item-by-item analysis and provision of personalized reports	By precisely analyzing individual student performance at the question level, personalized reports and supplementary tasks are provided, contributing to the improvement of basic academic skills and the reduction of learning gaps
Provision of an AI-based personalized learning environment	By presenting individualized learning paths tailored to each student’s learning level and style, it supports the strengthening of self-directed learning skills



The 21st Korea Education Expo
‘Workbook’ Introduction



DoClass ‘AI Diagnosis’ Service

Customer Communication

Customer-Centric Communication Activities

Parent Communication Program

Dong-A Publishing Co., Ltd. strengthens trust-based communication with parents and systematically supports their children’s learning by organizing various programs. Beyond simply providing textbooks, Dong-A Publishing Co., Ltd. supports overall student learning through close communication with parents and offers diverse educational activities that parents can actively participate in, contributing to a well-structured learning environment. Going forward, Dong-A Publishing Co., Ltd. will continue to enhance its role as an educational partner that grows alongside parents and uphold its social responsibility as an educational content company.

Parent Communication Program

Program	Key Content	Expected Effects
Dong-A Mom Cafe	Operates a community exclusively for parents, provides learning information, and runs study groups (‘PPajak’, ‘Cube’, ‘Superpower Series’, etc.)	Sharing learning know-hows among parents and supporting children’s learning
Ppajak Winter School	Free online winter vacation special lectures given by Korean language specialists	Improvement of Korean language skills and acquisition of systematic learning
Cube Entrance Ceremony	Online lecture for prospective elementary school parents held by elementary school teachers	Support for preparation of elementary school life and learning



Ppajak Winter School Poster



Cube Entrance Ceremony Introduction Page

Customer Communication

Instructor Communication Program

Through close communication and mutual growth with English, math, Korean, and science academy instructors nationwide, Dong-A Publishing Co., Ltd. proactively responds to the evolving educational environment and promotes the creation of a sustainable education ecosystem. Through various professional seminars and communication programs, Dong-A shares the latest education trends and learning strategies while actively supporting instructors' professional development and strengthening academy management capabilities. Going forward, Dong-A Publishing Co., Ltd. will continue to actively incorporate voices from the education field and strengthen a cooperative partnership system to grow together with instructors.

Instructor Communication Program

Program	Key Content	Expected Effects
English Learning Seminar	Held in major regions nationwide, invites expert admissions consultants, provides in-depth analysis of new curriculum and admissions system changes, and suggests academy management strategies	Strengthens on-site responsiveness and strategies for English instructors
SuMathing Talk	Features participation of Changhee Lee, author and representative of the SuMathing concept, offering core explanations of the new curriculum and sharing academy management know-how	Enhances practical teaching capabilities for math instructors
T-DongA	Provides teaching support materials and operates communication channels for Korean and science instructors	Strengthens information exchange and support for Korean and science instructors



English Learning Seminar



SuMathing Talk Poster

Teacher Communication Program

Dong-A Publishing Co., Ltd. is reinforcing practical and continuous communication with teachers based on the classroom support platform, 'DoClass.' Through various teacher engagement programs and field-oriented initiatives, the company actively incorporates the voices at the frontline of education, using these insights to enhance content quality and advance the platform. Moving forward, Dong-A Publishing will continue to lead changes in the field of education by collaborating with teachers and strengthen its role as an educational partner that contributes to the sustainable development of public education.

Teacher Communication Programs

Program	Main Content	Expected Effect
DoCleaner(Monitoring Team) Operation	Monitoring and proposing improvements for DoClass content by on-site teachers, sharing class ideas, participating in platform improvements	Strengthening teacher-led content development and field relevance
Teacher Contest	Programs such as 'DoClass X Dahaenni Usage Plan Contest' to discover and share teaching ideas	Spreading a culture of creative lesson design
Seasonal Events	Various events for teachers including sharing teaching ideas and awarding outstanding teachers	Expanding teacher participation and enhancing communication



Recruitment Poster for DoCleaner (Monitoring Team)



DoClass X Dahaenni Usage Plan Contest

Customer Communication

Teacher Seminar and Training Programs

Dong-A Publishing hosts various seminars and training programs for teachers nationwide to share effective utilization methods of educational content and actively support the enhancement of teachers' instructional expertise. Through meaningful communication with textbook authors and education field experts, the company drives instructor growth and changes in educational practice. Expanding collaboration programs and training opportunities via digital channels further promotes experience sharing among teachers and spreads a culture of educational innovation. Moving forward, Dong-A Publishing will continue providing practical support to strengthen teacher capabilities and offer diverse insights to effectively apply textbooks and educational content in the classroom.

Student Participation-Centered Learning Programs

To increase student interest and encourage active participation in learning, Dong-A Publishing Co., Ltd. operates various engagement-focused programs. Initiatives such as the “Street Math Challenge” and the nationwide “SuMathing Math Contest”—based on the ‘SuMathing’ textbook series—have helped spark students' interest in mathematics. Similarly, the “National Vocabulary Clear Quiz Battle” has encouraged greater enthusiasm for learning English. Dong-A Publishing Co., Ltd. will continue to promote student-centered learning cultures and strengthen its role as a leading education content brand.

Textbook Content Promotion and Experiential Events

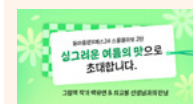
Dong-A Publishing Co., Ltd. actively conducts integrated online and offline promotional activities to broaden customer experience and engagement with textbook content. Programs such as the “Textbook Exhibition Hall,” Instagram events like “Textbook 展,” and participation in major education fairs—including EduPlus Week Future Education Expo, Glocal Expo, and Korea Education Expo—collect real-time feedback from the field, which is then used to improve textbook quality and support user-centered development. Dong-A Publishing Co., Ltd. will enhance two-way communication with customers to foster innovation in educational content and establish a foundation for sustainable growth.

Seminar and training programs for teachers



DoClass with Me

- Conducted “DoClass with Me Part 5”
- Shared teaching know-how using digital tools in preparation for AI digital textbooks and the 2022 revised curriculum
- Lecture by Ki-sung Cho, teacher at Gyeseong Elementary School (former president of the Smart Education Society)
- Participated by over 100 full-member DoClass teachers
- Based on teachers' high satisfaction and enthusiastic participation, expansion to various topics is planned in the future



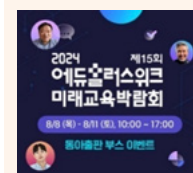
Dong-A Publishing Co., Ltd. X YES24 School Collaboration (August 2, 2024)

- Held the 2nd “Dong-A Publishing Co., Ltd. X YES24 School Collaboration’ event
- Book talk with picture book author Baek Yoo-yeon
- Reading class lecture with Go-bong Choi, teacher at Injae Nam Elementary and leader of the teacher book club ‘Book Suda’
- A self-directed training program that fosters teachers' empathy and self-reflection
- High satisfaction and strong desire for continuation in participant surveys after the program ended

Hands-on event



- Introduction and usage examples of textbook content aligned with the 2022 revised curriculum
- Strengthening customer communication through the launch and operation of the ‘Dong-A Publishing Co., Ltd. Textbook Exhibition’ Instagram channel
- Sharing the textbook production process and features (providing content such as music hall, history hall, smart teaching aids, workbooks, etc.)
- Hosting various hands-on events to enhance communication with on-site teachers



- Participation in the ‘2024 15th EduPlus Week Future Education Expo’ and operation of the Dong-A Publishing Co., Ltd. exhibition booth
- Exhibition of the latest digital education content, including AI digital textbooks and DoClass teaching cases
- Lecture sessions by education experts, including the Digital Media Education Content Teacher Research Association (Mongdang Chalk)
- Prize events for booth visitors and experiential programs for elementary and secondary school teachers

Board of Directors

Board Operation

Dong-A Publishing Co., Ltd. composes and operates its board of directors in accordance with relevant laws, including the Commercial Act. The company upholds a responsible decision-making system based on its Articles of Incorporation and board operation regulations. Following the framework of HANSAE YES24 Group, Dong-A Publishing Co., Ltd. is committed to continuously improving the soundness and transparency of its board activities. Looking ahead, the company will further strengthen the board’s independence and accountability, laying a stronger foundation for sustainable management.

Ethical Management

Ethical Management System

Dong-A Publishing Co., Ltd. is committed to faithfully fulfilling its corporate social responsibility and upholding ethical business operations. As part of this effort, the company has successfully passed the SMETA (Sedex Members Ethical Trade Audit), which evaluates four key areas: labor rights, industrial safety, environment, and corporate ethics. This certification officially recognizes Dong-A Publishing’s ethical management system as compliant with international standards. Dong-A Publishing Co., Ltd. remains committed to advancing sustainable corporate management grounded in ethics and transparency, while strengthening responsible supply chain management built on trust with its stakeholders.

Employee Code of Ethics

Dong-A Publishing Co., Ltd. actively embraces the employee code of ethics established at the HANSAE YES24 Group level. This code outlines fundamental ethical standards for all employees and provides clear behavioral guidelines centered on the core values of honesty, responsibility, and respect. By adhering to this code, Dong-A fosters a transparent and trustworthy corporate culture and continually expands education and practical initiatives to deepen employees’ ethical awareness and internalize ethical management.



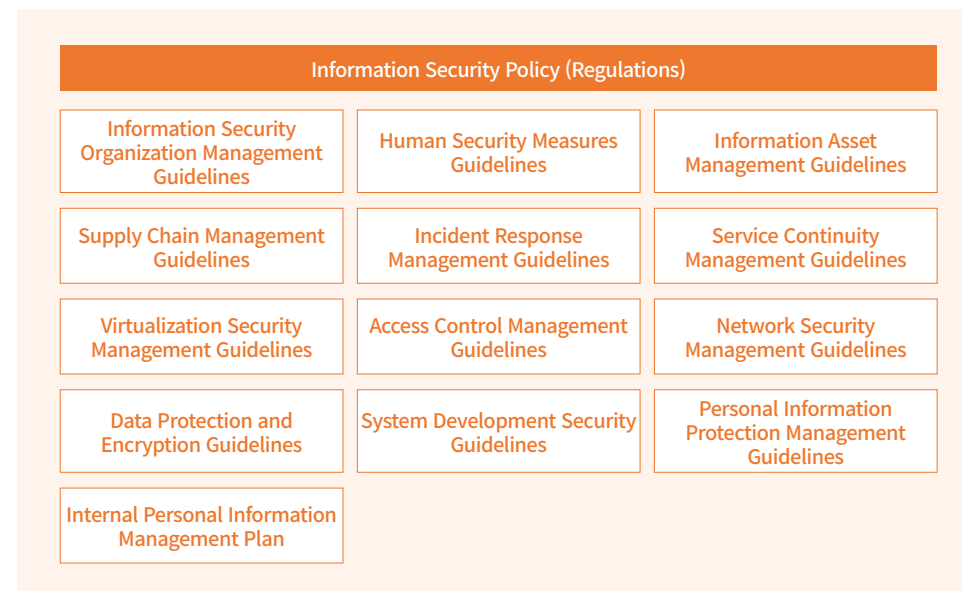
SMETA Certification Logo

Information Security Management

Information Security Policies and Guidelines

Dong-A Publishing Co., Ltd. strictly complies with the Personal Information Protection Act and related laws to safeguard the valuable personal information of data subjects. To proactively address the rapidly changing digital security landscape, the company reviews and updates its information security policies and internal management guidelines at least once a year. Currently, Dong-A systematically manages a total of 15 security documents, including one information security policy, twelve guidelines, one internal management guideline, and one personal information processing policy. Through regular security training for employees and continuous monitoring of policy compliance, the company strengthens security awareness across the organization. This comprehensive information protection structure enables Dong-A to establish a secure data management system and realize responsible information management that earns customer trust.

Dong-A Publishing Co., Ltd. Information Security Document Structure



Information Security Management

Information Security Framework

Information Security Management Organization

Dong-A Publishing Co., Ltd. appoints a CISO with over 30 years of experience in information security and IT to lead its security strategies. It has a dedicated Information Security Team and designated security officers across all divisions, enabling seamless collaboration and strengthening interdepartmental coordination, which creates a highly effective security management system. The Information Security Committee addresses critical security issues and guides policy direction, enhancing internal security controls through continuous information protection initiatives. Through its comprehensive security framework, Dong-A Publishing Co., Ltd. will continue to protect information assets of customers and partners and build a trustworthy and sustainable digital education ecosystem.

Information Security and Personal Data Protection Training

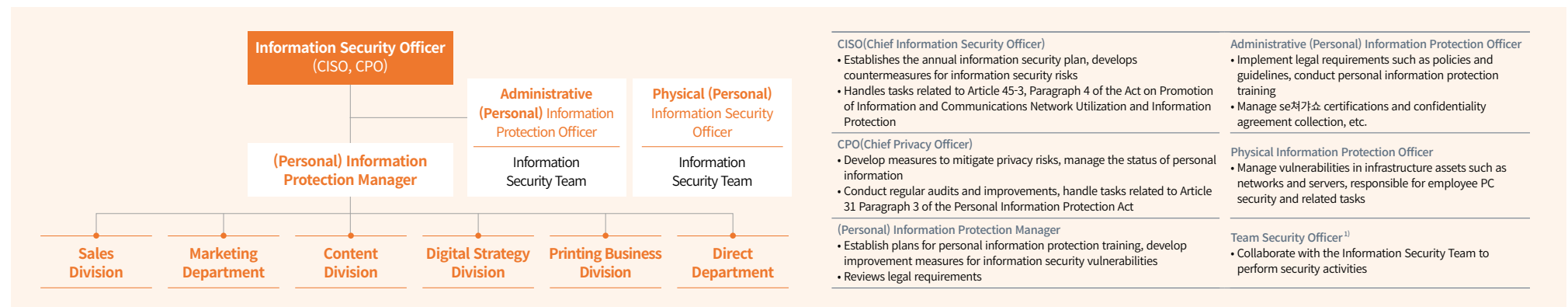
Dong-A Publishing Co., Ltd. requires all employees to complete annual training on information security and personal data protection. The program covers cyber threat responses against latest hacking techniques and viruses, secure customer data management, and internal asset protection. The company provides compliance guidance at each stage of data collection, use, and processing, combined with practical case-based learning. Through continuous training, the company strengthens security skills of all employees and fosters a company-wide culture of information security.

Personal Data Protection

Personal Information Processing Policy

Dong-A Publishing Co., Ltd. strictly complies with relevant laws such as the “Personal Information Protection Act” and the “Act on Promotion of Information and Communications Network Utilization and Information Protection.” To protect the rights and interests of data subjects, the company has established and operates a systematic personal information processing policy. Personal data collected from customers, employees, and website users is rigorously managed according to clearly defined purposes of collection, retention periods, and processing methods. The company strictly adheres to legal procedures when providing or outsourcing personal information to third parties. Once the purpose of data collection has been fulfilled or the data is no longer needed, the information is securely destroyed. Individuals are guaranteed the rights to access, correct, or delete their personal information. Dong-A Publishing Co., Ltd. has also implemented robust technical and administrative security measures to protect personal data and ensure transparency and user choice in the use of automatic data collection tools, such as cookies. The “Personal Information Processing Policy” and the “Video Information Processing Device Operation and Management Policy” are available at any time on the Dong-A Publishing Co., Ltd. website. Any updates to these policies are notified in advance to maintain transparency. Through this rigorous personal data protection system, Dong-A Publishing Co., Ltd. aims to create a safe and trustworthy digital education environment.

Personal Information Protection Organization Chart (2025)



1) One representative from each headquarters, department, and team is designated as the security officer

ESG Performance Data

Performance Data (Financial)

Key Financial Achievement ¹⁾

Category	Unit	2022	2023	2024
Total assets	KRW million	150,289	166,006	175,694
Total liabilities	KRW million	41,303	57,969	76,327
Total equity	KRW million	108,986	108,037	99,367
Total revenue	KRW million	107,679	105,051	112,000
Operating profit	KRW million	17,116	17,105	15,620
Net income	KRW million	10,365	11,308	12,663
Total comprehensive income	KRW million	11,376	19,051	11,330
Earnings per share	KRW	5,183	5,654	6,331

1) Calculation criteria: Condensed financial information from the December business report for the current year

Generating and Distributing Economic Value ¹⁾

Category	Unit	2022	2023	2024
Net income (loss))	KRW million	10,365	11,308	12,663
Benefits	KRW million	1,062	999	1,359
Dividends	KRW million	4,997	4,997	4,997
Corporate taxes and other utilities	KRW million	4,155	3,048	(423)
Community Investment	KRW million	-	-	169

1) Calculation criteria: condensed financial information from the December business report for the current year

Performance Data (Environmental)

Green Purchasing Status ¹⁾

Category	Unit	2022	2023	2024
Green Purchases	KRW	731,706,331	550,750,375	238,500,523
Green Purchases Percentage	%	2.83	2.39	1

1) Calculation criteria: Purchase amount of FSC paper and soy-based ink

Environmental Violations

Category	Unit	2022	2023	2024
Fines for non-compliance with environmental laws and regulations	KRW million	0	0	0
No. of cases of environmental/ecological violations	Cases	0	0	0

Greenhouse Gas Emissions

Category	Unit	2022	2023	2024
Total emissions	tCO ₂ eq	1,240.66	1,120.62	1,142.6
Scope 1 emissions ¹⁾	tCO ₂ eq	-	-	-
Scope 2 emissions	tCO ₂ eq	1,240.66	1,120.62	1,142.6
Intensity ²⁾	tCO ₂ eq/KRW 100 million	17.31	16.29	15.91

1) Dong-A Publishing Co., Ltd.'s Ansan plant does not operate any boiler facilities, as all necessary heat and energy are supplied externally. As a result, the facility reports zero Scope 1 greenhouse gas emissions.

2) Intensity: Total emissions (tCO₂eq)/Total sales on consolidated basis (KRW 100 million)

ESG Performance Data

Performance Data (Environmental)

Energy Consumption

Category		Unit	2022	2023	2024
Total energy consumption		TJ	88.19	79.98	81.42
		TOE	2,110	1,910	1,944
Intensity ¹⁾		TJ/KRW 100 million	1.23	1.16	1.12
Non-renewable energy consumption	Total	TJ	88.19	79.98	81.42
	Fuels	TJ	17.25	14.95	16.12
	Electricity	TJ	64.53	59.44	59.44
	Steam	TJ	6.41	5.59	5.86
Renewable energy consumption		TJ	0	0	0

1) Calculation criteria: Total emissions (tCO₂eq)/Total sales on consolidated basis (KRW 100 million)

Raw Material Usage¹⁾

Category	Unit	2022	2023	2024
Weight of renewable raw materials used in production and packaging of major products and services	ton	1,901.42	1,983.22	2,274.77

1) Calculation criteria: weight

Water Consumption¹⁾

Category	Unit	2022	2023	2024
Water consumption	ton	20,978	22,505	29,820

1) Calculation criteria: Municipal water usage

Waste Generation Status¹⁾

Category		Unit	2022	2023	2024
Waste generated	Total	ton	1,749.10	1,654.66	1,623.87
	General waste	ton	1,666.24	1,580.70	1,538.72
	Hazardous waste	ton	82.86	73.96	85.15
Recycled waste	Total	ton	1,583.38	1,506.74	1,453.57
	General waste	ton	1,583.38	1,506.74	1,453.57
	Hazardous waste	ton	0	0	0
Waste recycling rate		%	90.53	91.06	89.51

1) Calculation criteria: Waste oil solids (oil rags), activated carbon, waste paper, scrap aluminum, waste vinyl

Reduction Performance of Chemical Substances¹⁾

Category	Unit	2022	2023	2024
Amount of chemical substance reduction	ton	164.97	134.64	122.48

1) Calculation scope: Annual usage of chemical substances

Pollutant Emissions

Category	Unit	2022	2023 ¹⁾	2024
NOx emissions	ton	0.80971	0.18057	0.37424
SOx emissions	ton	0.32622	0.02847	0

1) Reduction due to shutdown of two facilities/equipment

ESG Performance Data

Performance Data (Social)

General Employee Status

Category		Unit	2022	2023	2024
Total no. of workers	Total	Persons	322	367	402
	Female	Persons	200	233	257
	Male	Persons	122	134	145
	Under 30	Persons	41	60	66
	30-50	Persons	215	245	274
	Above 50	Persons	66	62	62
	Employees with disabilities	Persons	3	3	7
	Foreigners	Persons	0	0	0
	Regular employees	Persons	313	351	372
	Contract employees	Persons	9	16	30

New Employee Hires

Category		Unit	2022	2023	2024
No. of new hires	Total	Persons	101	93	115
	Under 30	Persons	37	32	35
	30-50	Persons	57	56	75
	Above 50	Persons	7	5	5
No. of new hires in management positions	Total	Persons	7	8	3
	Executives and above	Persons	1	0	0
	Team leader and above	Persons	6	8	3

Turnover (Retirement) Status

Category		Unit	2022	2023	2024
Voluntary Turnover Rate		%	15.5	9.3	11.2
No. of turnover (Retirement)	Total turnover	Persons	63	37	53
	Total turnover	Persons	50	34	45
	Total retirement	Persons	13	3	8
No. of Retirees	Voluntary Retirement	Persons	0	0	0
	Regular retirement	Persons	12	2	3
	Resignation under instruction (Termination, disciplinary action, etc.)	Persons	1	1	5
No. of turnover by gender	Total	Persons	50	34	45
	Female	Persons	32	24	39
	Male	Persons	18	10	6
No. of turnover by age group	Total	Persons	50	34	45
	Under 30	Persons	9	3	8
	30-50	Persons	40	25	35
Average years of service	50 above	Persons	1	6	2
	Total	Years	8.53	7.54	7.17
	Female	Years	5.25	4.79	4.83
	Male	Years	13.90	12.33	11.31

Retirement Planning Program

Category	Unit	2022	2023	2024
Amount under the Defined Benefit (DB) retirement pension plan	KRW million	12,063	11,848	13,866

Labor-Management Relations

Category	Unit	2022	2023	2024
Percentage of workers covered by collective bargaining agreements	%	100	100	100

ESG Performance Data

Performance Data (Social)

Parental Leave and Welfare

Category		Unit	2022	2023	2024
No. of employees on parental leave	Total	Persons	9	7	9
	Female	Persons	8	7	9
	Male	Persons	1	0	0
No. of employees return-to-work after parental leave	Total	Persons	9	5	9
	Female	Persons	9	5	9
	Male	Persons	0	0	0
No. of employees who worked for more than a year after parental leave	Total	Persons	8	6	4
	Female	Persons	8	6	4
	Male	Persons	0	0	0

Performance Evaluation

Category		Unit	2022	2023	2024
Ratio of employees receiving regular performance	Total	%	100	100	100
	Female	%	100	100	100
	Male	%	100	100	100
	Deputy managers or above	%	100	100	100
	Below deputy managers	%	100	100	100

Human Rights Grievance Handling Status

Category	Unit	2022	2023	2024
No. of human rights grievance from stakeholders	Cases	0	0	0
No. of human rights grievance from stakeholders resolved	Cases	0	0	0

Industrial Accident (Employees)

Category	Unit	2022	2023	2024
No. of fatalities as a result of work-related injury	Cases	0	0	0
Rate of fatalities as a result of work-related injury	TRIR	0	0	0
No. of major work-related injuries excluding fatalities	Employees Cases	0	0	0
Rate of major work-related injuries excluding fatalities	TRIR	0	0	0
No. of recordable work-related injuries	Cases	0	0	0
Rate of recordable work-related injuries	TRIR	0	0	0
Total No. of fatalities for employees	Persons	0	0	0
No. of cases involved in occupational accidents	Cases	0	0	0
No. of employees involved in occupational accidents	Persons	0	0	0
Industrial accident rate	%	0	0	0

Violation of Health and Safety Laws

Category	Unit	2022	2023	2024
No. of cases fined or penalized due to violations of product/service safety regulations	Cases	1 ¹⁾	0	0
No. of cases warned due to violations of product/service safety regulations	Cases	0	0	0
No. of violations of voluntary regulations related to product/service safety	Cases	0	0	0

1) Cases of violation of the “Hazardous Materials Safety Management Act” (with a fine of 3 million KRW)

ESG Performance Data

Performance Data (Social)

Information Security

Category	Unit	2022	2023	2024
Ratio of information security investment compared to total IT investment	%	9.3	14.2	25.3
Total investment in IT	KRW 100 million	2.9	3.5	6.7
Investment in information security	KRW 100 million	0.27	0.5	1.7

Privacy Violations

Category		Unit	2022	2023	2024
No. of violations of privacy laws/regulations	Filed by external stakeholders	Cases	0	0	0
	Filed by regulatory agencies	Cases	0	0	0
No. of customer data breaches, thefts, and losses		Cases	0	0	0

Performance Data (Governance)

Corruption Risk Assessments¹⁾

Category	Unit	2022	2023	2024
No. of business sites that conducted corruption risk assessments	ea	-	-	-
Ratio of business sites that conducted corruption risk assessments	%	-	-	-

1) Although Dong-A Publishing Co., Ltd. does not currently provide training on corruption risks, we plan to establish a training system to enhance compliance awareness among all executives and employees.

Anti-Bribery and Anti-Corruption Policy¹⁾

Category	Unit	2022	2023	2024
Ratio of governance body members that the organization's anti-corruption policies have been communicated to	%	-	-	-
Ratio of employees that the organization's anti-corruption policies have been communicated to	%	-	-	-

1) Although Dong-A Publishing Co., Ltd. does not currently provide training on corruption risks, we plan to establish a training system to enhance compliance awareness among all executives and employees.

Anti-Corruption (Ethics Management) Training¹⁾

Category	Unit	2022	2023	2024
Total No. of governance body members that have received training on anti-corruption	Persons	-	-	-
Ratio of governance body members that have received training on anti-corruption	%	-	-	-
No. of employees trained in anti-corruption by position	Persons	-	-	-
Ratio of employees trained in anti-corruption by position	%	-	-	-

1) Although Dong-A Publishing Co., Ltd. does not currently provide training on corruption risks, we plan to establish a training system to enhance compliance awareness among all executives and employees.

ESG Performance Data

Performance Data (Governance)

Ethics Violations and Actions

Category	Unit	2022	2023	2024
No. of reported Code of Conduct/Ethics violations	Cases	0	0	0
No. of substantiated Code of Conduct/Ethics violations, or incidents under investigation	Cases	0	0	0
Total. No. of corruption cases	Cases	1 ¹⁾	0	0
No. of employees who were disciplined/terminated due to corruption	Cases	1 ¹⁾	0	0
No. of suppliers who were disciplined/terminated due to corruption	Cases	0	0	0

1) 1 corruption case that occurred in 2022 was promptly submitted to the Personnel Committee and led to termination

Grievance Mechanisms

Category	Unit	2022	2023	2024
No. of grievances within the grievance mechanism	Cases	0	0	0
No. of grievances within the grievance mechanism that have been resolved	Cases	0	0	0
Ratio of grievances within the grievance mechanism that have been resolved	%	0	0	0

Unfair Trade Practices

Category	Unit	2022	2023	2024
No. of legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Total Cases	0	0	0

Donations

Category	Unit	2022	2023	2024
Donated funds	KRW	129,800,000	53,125,845	76,720,000

APPENDIX

131 GRI Index

138 UN Global Compact Commitment

134 SASB Index

139 Third-Party Assurance Statement

136 TCFD Index

140 Awards and Memberships



GRI Index

Statement of use	HANSAE YES24 Group reports its sustainability management information in accordance with reporting principles of GRI Standards for the period from January 1, 2024, to December 31, 2024.
GRI 1 used	GRI 1: Foundation 2021
Applicable GRI Sector Standards	As of publication date, there are no standards of industry sectors relevant to HANSAE YES24 Group's major industries, hence they are not applied.

General Disclosures

Category	Index	Content	Page	Remarks
The organization and its reporting practices	2-1	Organizational details	8~13, 18~19	
	2-2	Entities included in the organization's sustainability reporting	2	
	2-3	Reporting period, frequency and contact point	2	
	2-4	Restatements of information	2	
	2-5	External assurance	139	
Activities and workers	2-6	Activities, value chain and other business relationships	9~19	
	2-7	Employees	47, 80, 107, 126	
	2-8	Workers who are not employees	-	Insufficient information (not disclosing the total number of employees of the suppliers in accordance with the Fair Transactions in Subcontracting Act)
Governance	2-9	Governance structure and composition	29, 71, 103, 122	
	2-10	Nomination and selection of the highest governance body	29, 71~72, 103	
	2-11	Chair of the highest governance body	29, 71, 103	
	2-12	Role of the highest governance body in overseeing the management of impacts	22	
	2-13	Delegation of responsibility for managing impacts	22	

Category	Index	Content	Page	Remarks
Governance	2-14	Role of the highest governance body in sustainability reporting	22	
	2-15	Conflicts of interest	31, 72~73, 104	
	2-16	Communication of critical concerns	22	
	2-17	Collective knowledge of the highest governance body	30, 72	
	2-18	Evaluation of the performance of the highest governance body	31, 74, 104	
	2-19	Remuneration policies	32, 74, 104	
	2-20	Process to determine remuneration	32, 74, 104	
Strategy, policies and practices	2-21	Annual total compensation ratio	-	Disclosure omitted (confidential)
	2-22	Statement on sustainable development strategy	4~6	
	2-23	Policy commitments	33, 41, 54, 59~60, 62, 77, 100, 122	
	2-24	Embedding policy commitments	34, 42, 61~62, 100	
	2-25	Processes to remediate negative impacts	36~37	
	2-26	Mechanisms for seeking advice and raising concerns	35, 42, 59, 91, 102	
	2-27	Compliance with laws and regulations	46, 49, 78, 83~84, 105, 109, 124, 127~128	
	2-28	Membership associations	140	
Stakeholder engagement	2-29	Approach to stakeholder engagement	24	
	2-30	Collective bargaining agreements	49, 81, 108, 126	

GRI Index

Material Topics & Topic Standards

Category	Index	Content	Page	Remarks
GRI 3: Material Topics	3-1	Process to determine material topics	26	
	3-2	List of material topics	27	
Material Topics 1: Climate Action				
GRI 3	3-3	Management of material topics	27	
GRI 302: Energy	302-1	Energy consumption within the organization	47, 79, 106, 125	
	302-3	Energy intensity	47, 79, 106, 125	
	302-4	Reduction of energy consumption	47, 54, 79, 106, 125	
GRI 305: Emissions	305-1	Direct (Scope 1) GHG emissions	46, 78, 106, 124	
	305-2	Energy indirect (Scope 2) GHG emissions	46, 78, 106, 124	
	305-4	GHG emissions intensity	46, 78, 106, 124	
	305-5	Reduction of GHG emissions	46, 54, 78, 106, 124	
	305-7	Nitrogen oxides (NOx), sulfur oxides (SOx), and other significant air emissions	125	
Material Topics 2: Eco-Friendly Products				
GRI 3	3-3	Management of material topics	27	
GRI 301: Raw Materials	301-1	Materials used by weight or volume	79, 106, 125	
	301-2	Recycled input materials used	79, 106, 125	
Material Topics 3: Human Rights Management				
GRI 3	3-3	Management of material topics	27	
GRI 401: Recruitment	401-1	New employee hires and employee turnover	48, 80~81, 107, 126	
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	38, 63, 91, 113	
	401-3	Parental leave	49, 81, 108, 127	

Category	Index	Content	Page	Remarks
GRI 403: Occupational Health and Safety	403-1	Occupational health and safety management system	60, 115	
	403-2	Hazard identification, risk assessment, and incident investigation	61, 115	
	403-3	Occupational health services	61	
	403-4	Worker participation, consultation, and communication on occupational health and safety	60, 115	
	403-5	Worker training on occupational health and safety	60, 115	
	403-6	Promotion of worker health	38, 63, 91, 113	
	403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	62	
	403-8	Workers covered by an occupational health and safety management system	60, 115	
	403-9	Work-related injuries	50, 82~83, 108, 127	
Material Topics 4: Shared Growth in the Supply Chain				
GRI 3	3-3	Management of material topics	27	
GRI 206: Anti-competitive behavior	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	86, 129	
GRI 308: Supplier Environmental Assessment	308-1	New suppliers that were screened using environmental criteria	62	
	308-2	Negative environmental impacts in the supply chain and actions taken	62	
GRI 414: Supplier Social Assessment	414-1	New suppliers that were screened using social criteria	62	
	414-2	Negative social impacts in the supply chain and actions taken	62	

GRI Index

Non Material Topics

Category	Index	Content	Page	Remarks
GRI 201: Economic Performance	201-1	Direct economic value generated and distributed	46, 78, 105, 124	
	201-2	Financial implications and other risks and opportunities due to climate change	136~137	
	201-3	Defined benefit plan obligations and other retirement plans	49, 82, 108, 126	
GRI 203: Indirect Economic Impacts	203-1	Infrastructure investments and services supported	43~45, 69~70, 97~98, 116	
	203-2	Significant indirect economic impacts	43~45, 69~70, 97~98, 116	
GRI 205: Anti-corruption	205-1	Operations assessed for risks related to corruption	52, 85, 128	
	205-2	Communication and training about anti-corruption policies and procedures	34~35, 75~76, 99~100, 122	
	205-3	Confirmed incidents of corruption and actions taken	51, 85, 129	
GRI 303: Water and Effluents	303-1	Interactions with water as a shared resource	56	
	303-2	Management of water discharge-related impacts	-	Not applicable
	303-5	Water consumption	47, 79, 106, 125	
GRI 306: Waste	2020/306-1	Waste generation and significant waste-related impacts	55~56	
	2020/306-2	Management of significant waste-related impacts	55~56	
	2020/306-3	Waste generated	79, 106, 125	
	2020/306-4	Waste diverted from disposal	79, 106, 125	
	2020/306-5	Waste directed to disposal	79, 106, 125	

Category	Index	Content	Page	Remarks
GRI 404: Training and Education	404-1	Average hours of training per year per employee	49, 82, 107	
	404-2	Programs for upgrading employee skills and transition assistance programs	40, 66, 114	
	404-3	Percentage of employees receiving regular performance and career development reviews	50, 82, 108, 127	
GRI 405: Diversity and Equal Opportunity	405-1	Diversity of governance bodies and employees	47~48, 80~81, 107, 126	
	405-2	Ratio of basic salary and remuneration of women to men	49, 81	
GRI 406: Non-discrimination	406-1	Incidents of discrimination and corrective actions taken	49, 83, 127	
GRI 407: Freedom of Association and Colective Bargaining	407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	64	
GRI 408: Child Labor	408-1	Operations and suppliers at significant risk for incidents of child labor	62	
GRI 409: Forced or Compulsory Labor	409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	62	
GRI 413: Local Communities	413-1	Operations with local community engagement, impact assessments, and development programs	43~45, 69~70, 97~98, 116	
GRI 417: Marketing and Labeling	417-2	Incidents of non-compliance concerning product and service information and labeling	84, 109	
	417-3	Incidents of non-compliance concerning marketing communications	84, 109	
GRI 418: Customer Privacy	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	49, 83, 109, 128	

SASB Index

HANSAE YES24 Group discloses relevant data according to the Sustainability Accounting Standard Board (SASB) framework, a set of voluntary industry-specific disclosure standards developed for sustainability issues. HANSAE CO., LTD. and HANSAEMK refer to the Apparel, Accessories & Footwear standards; YES24 follows the E-Commerce standards; and Dong-A Publishing Co., Ltd. applies the Education standards. By reflecting the unique attributes of each industry, the Group aims to provide relevant and transparent information that supports informed decision-making by investors and other stakeholders.

Apparel, Accessories & Footwear

Topic	Code	Accounting Metric	Unit	Page
Management	CG- AA- 250a.1	Discussion of processes to maintain compliance with restricted substances regulations	-	56
	CG- AA- 250a.2	Distribution of processes to assess and manage risks or hazards associated with chemicals in products	-	56
Environmental Impacts in the Supply Chain	CG- AA- 430a.1	Ratio of (1) Tier 1 supplier facilities and (2) supplier facilities beyond Tier 1 in compliance with wastewater discharge permits and/or contractual agreement	%	-
	CG- AA- 430a.2	Percentage of (1) Tier 1 supplier facilities and (2) supplier facilities beyond Tier 1 that have completed the Sustainable Apparel Coalition's Higg Facility Environmental Module (Higg FEM) assessment or an equivalent environmental data assessment	%	-
Labor Conditions in the Supply Chain	CG- AA- 430b.1	Percentage of (1) Tier 1 supplier facilities and (2) supplier facilities beyond Tier 1 that have been audited to a labor code of conduct, (3) percentage of total audits conducted by a third-party auditor	%	-
	CG- AA- 430b.2	(1) Priority of non-conformance rate and (2) associated corrective action rate for suppliers' labor code of conduct audits	%	-
	CG- AA- 430b.3	Description of the greatest (1) labor and (2) environmental, health, and safety risks in the supply chain	-	62
Raw Material Sourcing	CG- AA- 440a.1	Description of environmental social risks associated with the sourcing of priority raw materials	-	62
	CG- AA- 440a.2	Ratio of raw materials third-party certified to an environmental and/or social sustainability standard, by standard	%	58, 79

E-Commerce

Topic	Code	Accounting Metric	Unit	Page
Hardware Infrastructure Energy & Water management	CN0404-01	(1) Total energy consumed, (2) percentage grid electricity and (3) percentage renewable	GJ, %	106
	CN0404-02	(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	m ³ , %	106
	CN0404-03	Discussion of the integration of environmental considerations into strategic planning for data centre needs	-	-
Product Packaging & Distribution	CN0404-04	Total greenhouse gas (GHG) footprint of product shipments	CO ₂ e	-
	CN0404-05	Discussion of strategies to reduce the environmental impact of product delivery	-	88
Data Security	CN0404-06	Description of approach to identifying and addressing data security risks	-	100~102
	CN0404-07	(1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of users affected	%	109

SASB Index

E-Commerce

Topic	Code	Accounting Metric	Unit	Page
Data Privacy & Advertising Standards	CN0404-08	Number of users whose information is used for secondary purposes	%	-
	CN0404-09	Description of policies and practices relating to targeted advertising and user privacy	-	100~102
Employee Recruitment, Inclusion & Performance	CN0404-10	Employee engagement as a percentage ²⁾	%	-
	CN0404-11	(1) Voluntary and (2) involuntary turnover rate for all employees	%	-
	CN0404-12	Percentage of (1) Executives, (2) Technical Employees, (3) Other Employees	%	107
	CN0404-13	Percentage of technical employees that have a H-1B visa	%	Not applicable
	CN0404-14	Approval Rate of H-1B Visa	%	Not applicable

1) Description of Corrective Actions Taken in Response to Data Breach Incidents or Threats

2) Overview of the methodologies applied for data collection, analysis, and validation is provided to enhance transparency

Education

Topic	Code	Accounting Metric	Unit	Page
Data Security	SV-ED-230a.1	Description of approach to identifying and addressing data security risks	-	122~123
	SV-ED-230a.2	Description of policies and practices relating to collection, usage, and retention of student information	-	122~123
	SV-ED-230a.3	(1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of students affected ³⁾	%	128

3) The disclosure shall include a description of corrective actions implemented in response to data breaches

TCFD Index

In response to the escalating environmental issues due to climate change, HANSAE YES24 Group is actively formulating a range of policies for climate change adaptation, aiming to establish company-wide mid- to long-term strategies and achieve carbon neutrality by 2050. Through major climate change response strategies—such as installing solar power facilities, utilizing Renewable Energy Certificates (RECs), and transitioning to electric vehicles—we are steadily reducing carbon emissions and striving to lead the development of a sustainable management system. We are committed to converting climate change risks into opportunities, thereby contributing to the global aspiration of achieving carbon neutrality.

Governance

Subject of Recommendation	
A	Explanation of the board’s role and activities in managing and overseeing climate-related risks and opportunities
B	Explanation of the management’s role and activities in managing and overseeing climate-related risks and opportunities

HANSAE YES24 Group has established a Sustainability Management Committee within the boards of its key affiliates to identify climate change-related risks and develop strategic response measures. The committee deliberates on major ESG issues—including climate-related matters—and oversees the development and execution of greenhouse gas reduction strategies and low-carbon transition plans.

Strategy

Subject of Recommendation	
A	Explanation of climate-related risks and opportunities identified by the organization in the short, medium, and long term
B	Explanation of the impact of climate-related risks and opportunities on the organization’s business, strategy, and financial planning
C	Explanation of how the organization’s business strategy remains resilient under various climate scenarios, including one where global warming is kept below 2°C

Climate change is a critical issue that impacts both business operations and mid- to long-term growth strategies. HANSAE YES24 Group recognizes climate-related risks and opportunities as a group-level priority and regularly monitors and responds to them through strategic measures. Looking ahead, the Group plans to systematically assess both financial and non-financial impacts and advance a sustainable transition in collaboration with a wide range of stakeholders.

HANSAE YES24 Group Physical Risk Analysis and Response Strategy

Category	Description	Companies	Financial Impact
Acute	Natural disasters, such as heatwaves, floods, and strong winds	HANSAE CO., LTD. YES24 Dong-A Publishing	<ul style="list-style-type: none"> • Production halts and delivery delays; costs incurred for restoring damaged facilities • Increased shipping costs due to disruptions in logistics operations
Chronic	Rising average temperatures and other extreme weather events leading to sea level rise, which may result in workers exercising their right to stop work due to unsafe conditions	HANSAE CO., LTD. HANSAEMK CO., LTD. YES24 Dong-A Publishing Co., Ltd.	<ul style="list-style-type: none"> • Reduced labor productivity and increased labor costs • Increase in electricity costs associated with production processes, logistics facilities, and server operations • Imbalanced demand for seasonal products and increased inventory risk • Increased price volatility of essential raw materials
Response Strategies	<ul style="list-style-type: none"> • Supply chain diversification and flexible operations: secure alternative production and procurement sites to mitigate risks in the event of extreme weather events • Development of disaster response and recovery plans: Establish disaster response manuals and expand insurance coverage for logistics hubs and key facilities 		

TCFD Index

HANSAE YES24 Group Transition Risk Analysis

Category	Description	Companies	Financial Impact
Investment	Transition to low-carbon alternatives and equipment for existing products and services	HANSAE CO., LTD. HANSAEMK CO., LTD. Dong-A Publishing Co., Ltd.	<ul style="list-style-type: none"> Increased capital expenditures (CAPEX) driven by expanded R&D and facility investments Decline in short-term profitability
Legal	Implementation of climate change-related policies, regulations, and mandatory requirements for existing products and services	HANSAE CO., LTD. HANSAEMK CO., LTD. YES24 Dong-A Publishing Co., Ltd.	<ul style="list-style-type: none"> Increased costs for purchasing Renewable Energy Certificates (RECs) and adopting renewable energy Higher certification costs to comply with regulations Rising supply chain carbon management costs due to disclosure obligations such as ISSB's Scope 3 emissions reporting
Market	Market demands for carbon emission reduction and use of eco-friendly raw materials, and supply chain changes due to shifts in the international geopolitical landscape	HANSAE CO., LTD. HANSAEMK CO., LTD. Dong-A Publishing Co., Ltd.	<ul style="list-style-type: none"> Increased raw material costs resulting from the shift to eco-friendly fabrics Higher certification and communication costs to improve brand image Increased costs associated with switching to eco-friendly printing, such as using recycled paper
Response Strategies	Policy and Regulatory Response	<ul style="list-style-type: none"> Establishment of a carbon neutrality roadmap: Monitoring greenhouse gas emissions and setting reduction targets Expansion of eco-friendly certifications: Obtaining internal environmental certifications (such as OEKO-TEX, FSC) and increasing the use of sustainable materials 	
	Technological Response	<ul style="list-style-type: none"> Investment in eco-friendly production technologies: Introduction of low-carbon and zero-discharge dyeing technologies, and expansion of renewable energy usage 	
	Market Response	<ul style="list-style-type: none"> Strengthening ESG disclosure and transparency: Publishing sustainability reports and disclosing climate change response performance Expanding stakeholder communication: Engaging with investors, consumers, and partners to promote sustainability efforts and build trust 	

Risk management

Recommendations	
A	Explanation of the organization's procedures for identifying and assessing climate change-related risks
B	Explanation of internal procedures for managing climate change-related risks
C	Description of how the procedures for identifying, assessing, and managing climate change-related risks are integrated into the organization's overall risk management framework

HANSAE YES24 Group systematically manages risks arising from climate change by setting clear risk management goals and strategies, and by analyzing and assessing risks and opportunities across its business units and divisions. Response measures are then implemented through interdepartmental collaboration, supported by monitoring and feedback to ensure ongoing improvement.

Steps	Key Points
Establish operational plans	Setting risk management objectives and establishing operational strategies
Analysis	Analyzing climate change-related risks and opportunities
Identify risk and opportunity factors	Detailing risk and opportunity factors by business unit and division
Develop cross-departmental response measures	Collaborating across departments to develop and implement response measures
Feedback	Performance monitoring and continuous improvement efforts

Target & Metrix

Recommendations	
A	Disclosure of management indicators used by the organization to assess climate change-related risks and opportunities in accordance with its management strategy and risk management procedures
B	Disclosure of the organization's Scope 1, 2 and Scope 3 (if applicable) greenhouse gas emissions and related risk factors → Location of greenhouse gas emissions reporting: pages: 46, 78, 106, 124
C	Explanation of the targets set and utilized by the organization for managing climate change-related risks and opportunities, and the organization's performance against these targets

HANSAE YES24 Group has established a mid- to long-term strategy to reduce greenhouse gas emissions, aiming to achieve carbon neutrality (Net Zero) by 2050. The Group is progressively implementing reduction initiatives across its affiliates. Notably, HANSAE CO., LTD. has set a target to reduce Scope 1 and Scope 2 emissions by 25% by 2029 compared to 2019 levels, and is currently executing annual action plans to meet this goal. Looking ahead, HANSAE YES24 Group will continue to strengthen its emissions reduction performance, guided by science-based targets and a data-driven implementation framework.

Mid-to long-term greenhouse gas reduction targets (Scope 1 and 2)

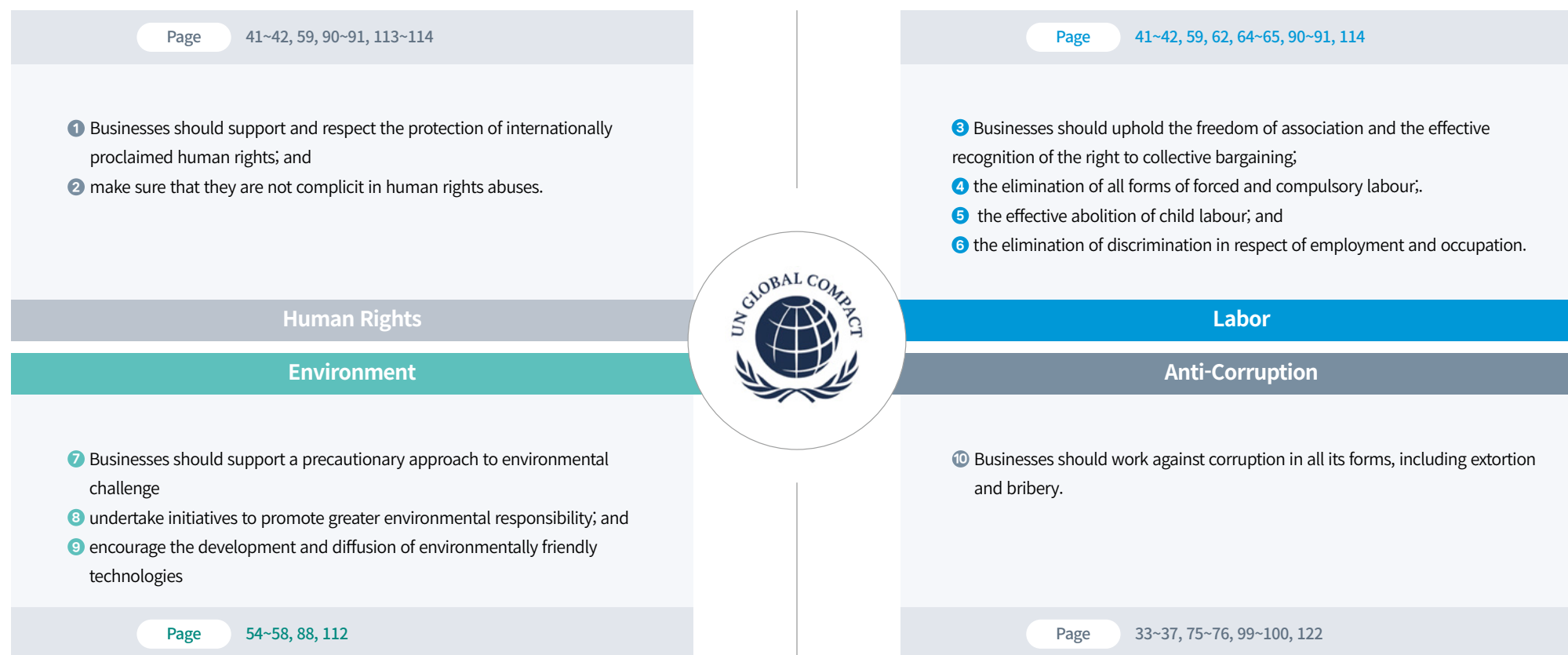
Reduction target by 2029 compared to 2019 levels

25% reduction



UN Global Compact Commitment

Since 2023, HANSAE YES24 Group has been a signatory to the United Nations Global Compact (UNGC), striving to internalize and implement the UNGC's Ten Principles on human rights, labor, environment, and anti-corruption throughout its management practices. As a responsible global corporate citizen, the group is committed to establishing an ethical and transparent corporate culture aligned with international sustainability standards. Moving forward, HANSAE YES24 Group plans to further strengthen its management activities based on the UNGC principles.



Third-Party Assurance Statement

To readers of HANSAE YES24 Group Sustainability Report

Introduction

NICE D&B Co., Ltd. (hereinafter referred to as the "Assurer") was commissioned by HANSAE YES24 Group to conduct an independent assurance of its Sustainability Report 2025 (hereinafter referred to as the "Report"). The responsibility for all information and statements included in the report lies with the management of HANSAE YES24 Group. The assurer's responsibility is to perform an assurance engagement as agreed upon in our agreement with HANSAE YES24 Group and issue an assurance statement.

Competence and Independence

The assurer is composed of members who have accumulated long-term experience in sustainability, with deep understanding of the assurance standard methodology. The assurer has no other contract with HANSAE YES24 Group and did not provide any services to HANSAE YES24 Group that could compromise the independence of our work.

Scope and Standards

The assurer applied the international verification standard AA1000AS v3 and conducted the verification using the Type 1 method with a Moderate level of assurance. In other words, the verification was conducted as a Type 1 verification to assess compliance with the principles of inclusivity, materiality, responsiveness, and impact as outlined in AA1000AP (2018). Therefore, the assurer does not provide assurance on the reliability and quality of the reported information.

The scope of the verification applied to the report is as follows:

- Report contents during the period from January 1st 2024 to December 31st 2024
- Appropriateness of the selection of key issues based on materiality assessments
- Major contents included in the report, such as the company's strategies, activities, and performance related to specific sustainability information
- Validity of the processes for measuring and collecting selected information based on sampling

Assessment on the Application Level of GRI Standards

The assurer confirmed that the report by HANSAE YES24 Group was prepared in accordance with the GRI Standards and that there were no inappropriate elements based on the materials presented by HANSAE YES24 Group in relation to the Universal Standards and Topic Specific Standards.

Universal Standards

Topic Specific Standards

- Economic: 201-1~3(Economic Performance), 203-1~2(Indirect Economic Impacts), 205-1~3(Anti-corruption), 206-1(Anti-competitive Behavior)
- Environmental: 301-1~2(Materials), 302-1, 302-3~4(Energy), 303-1~2, 303-5(Water and Effluents), 305-1~2, 305-4~5, 305-7(Emissions), 306-1~5(Waste), 308-1~2(Supplier Environmental Assessment)
- Social: 401-1~3(Employment), 403-1~9(Occupational Health and Safety), 404-1~3(Training and Education), 405-1~2(Diversity and Equal Opportunity), 406-1(Non-discrimination), 407-1(Freedom of Association and Collective

Bargaining), 408-1(Child Labor), 409-1(Forced of Compulsory Labor), 413-1(Local Communities), 414-1~2(Supplier Social Assessment), 417-2~3(Marketing and Labeling), 418-1(Customer Privacy)

Conclusion and Opinion

Based on the document reviews and on-site inspections, the assurer had several discussions with HANSAE YES24 Group on the revision of the Report regarding the reporting principles, and reviewed the final report after incorporating recommendations for revisions and improvements. The verification results confirm that the report has been prepared in accordance with the GRI Standards, and no inappropriate aspects were found in relation to the compliance with the principles outlined in AA1000AP (2018). The assurer's opinions on the principles are as follows:

[Inclusivity]

HANSAE YES24 Group has stakeholder engagement processes in place that involve key stakeholders such as customers, shareholders and investors, partners in the supply chain, affiliated companies, government agencies, local communities, employees who are directly or indirectly affected by its operations. It has established channels to identify and communicate with these stakeholders to reflect their core needs in decision-making.

[Materiality]

HANSAE YES24 Group conducted a double materiality assessment in accordance with the implementation guidance of the European Sustainability Reporting Standards (ESRS) to identify key important reporting issues that need to be managed in relation to sustainable management. The assessment included value chain mapping, analysis of global ESG standards based on business characteristics, and surveys conducted with internal stakeholders and external ESG experts. Based on an evaluation of the potential impacts, risks, and opportunities to the HANSAE YES24 Group, 4 key issues were identified and appropriately disclosed in the report.

[Responsiveness]

HANSAE YES24 Group has established management directions and ESG strategic tasks for each of the 4 key issues identified, and reported on the detailed actions and performance related to these tasks.

[Impact]

HANSAE YES24 Group identifies and monitors the direct and indirect impacts of material topics found through the materiality assessment, and quantifies such impacts as much as possible.

NICE 디앤비



June 2025 Seoul, Korea
Ceo Oh, Gyu Geun

Awards and Memberships

Awards

Company name	Date	Award Name	Subject
HANSAE YES24 Group	Jan, 2024	Merit award from the Korean Red Cross	Korean Red Cross
HANSAEMK CO., LTD.	Apr, 2024	2023 Best Partner	Haddad Brands
HANSAEMK CO., LTD.	Dec, 2024	2024 Korea Fashion Awards Commendation from the Minister of Trade, Industry and Energy	Minister of Trade, Industry and Energy, Korea Fashion Industry Association
YES24	Jan, 2024	Seoul Creative Award of Film and Advertising Bronze Award in the 2023 TV Commercial Category	ADCREAM
YES24	Aug, 2024	2024 National Brand Competitiveness Index (NBCI) – No.1 Brand in the Online Bookstore Category	Korea Productivity Center (KPC)
YES24	Aug, 2024	2024 Effie Awards Korea Commerce & Consumer - Category/ Distribution Development Bronze	Effie Awards Korea
YES24	Sep, 2024	2024 Korea Customer Satisfaction Index (KCSI) No.1 in Internet Bookstore Category	Korea Management Association Consulting (KMAC)

List of Certifications

Company name	Data	Certification Name	Certifying Organization
Dong-A Publishing Co., Ltd.	Nov, 2024	CSAP Certification for AI Digital Textbook (SaaS Standard)	KISA (Korea internet & Security Agency)
Dong-A Publishing Co., Ltd.	Jan, 2025	Selected as Digital Service for AI-Based Digital Textbook (SaaS Standard)	MSIT (Ministry of Science and ICT)
HANSAE CO., LTD.	Dec, 2024	Certified Family-Friendly Company	Ministry of Gender Equality & Family
HANSAEMK CO., LTD.			
YES24			
Dong-A Publishing Co., Ltd.			

Associations



HANSAE YES24
HOLDINGS

HANSAE
fashion worldwide

HANSAE MK

yes24

Go Beyond Education
Dong-A
Publishing