

INSIDE KOREA



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GM Message - Goodbye 2022, Hello 2023!

Dear Colleagues,

A very Happy New Year to you and your loved ones. I hope everyone feels fully recharged and has started 2023 with a bang!

I feel truly grateful & humbled to have spent the last six months in Korea as we continue to emerge out of the pandemic as **One Team**. 2022 was a very positive year for JTI Korea, filled with many challenges, new learnings, and numerous accomplishments well worth celebrating. I have no doubt 2023 will be similar. I am particularly proud of the progress everyone has made to engage and grow with our people at front of mind, which will also be a major focus area for 2023. Ensuring the right balance of Quality and Quantity of Plans is very much the goal and I have no doubt this will be delivered. It also makes me feel very proud when **Regional & Geneva colleagues use the terms 'Best Practice' and 'Great People'** when commenting on Korea Programs and Achievements.

As we move towards our Vision of **10% SOM in RMC**, supported by challenging ourselves to continue becoming an even better place to work, your constructive feedback is more important than ever before. I was pleased to see that our Engagement Score from the **2022 Employee Engagement Survey** improved by 4 points compared to the previous year (78 vs 74), a positive and encouraging sign that JTI Korea continues to move in the right direction. Of course, we always have room for further improvement which we will relentlessly work at, and everyone has a vital role to play.

2023 will be another year of challenges, new learnings, and achievements, exactly how it should be. I am very confident that we will power through with the same level of the strong **One Team Spirit** which was very evident from the first day I walked into the office and continue making strong progress to **10% SOM in RMC**.

In this issue of INSIDE Korea, let's take a moment to reflect on some **key achievements across all our functions in 2022**, and gear up for another satisfying year ahead. Every single one of you has my deepest gratitude and appreciation for all your hard work and dedication in 2022 and for what I know you will achieve and put into 2023.

I wish you and your families a prosperous, healthy, and successful 2023, and amongst many things, I look forward to visiting every branch by the end of June 2023 and getting to know more of you more closely. Let's start 2023 with a bang and Lunar New Year is just a few weeks away to enjoy!

Best Wishes and Thank You,

David



- 1 JTI Korea selected as Top Employer 2022
- 2 Connecting with Field Force at our first virtual townhall (with more to follow!)
- 3 Investing in our people at Leadership Training
- 4 Connecting with visitors at MEVIUS Yangyang Pop-up store
- 5 Celebrating NPD launch with retailers

What We Achieved in 2022 as One Team

Despite many challenges in 2022, we at JTI Korea have had many accomplishments worth celebrating. Let's look back on some key highlights in 2022 from all functions and look forward to another excellent year ahead!

Marketing

There is no greater example of the One Team mindset in Marketing than the successful nationwide launch of MEVIUS LBS Ice Storm 5mg King Size (Ice Storm) in 2022. Ice Storm, a high coolness and high tar proposition, first launched as test market initiative at Jeonju Branch in August 2021, was successfully released nationwide in September 2022 with the collective efforts of the whole organization. The Test Market platform and the Marketing team's agile mindset were key enablers, as we incorporated consumer* insights and test learnings to adjust our strategy, leading to a very successful nationwide launch.

From the **test market consumer* research**, the Strategic Insights team found that Ice Storm delivers strong cooling sensation that is parity to Marlboro Ice Blast but with a smoother flavor. However, the package design of white background and light blue color was associated with lower tar/coolness level and it was perceived as a capsule switch product, which led to confusion or false expectation before trial. Moreover, the key visual and communication message also required revision to align with the actual flavor experience.

To **develop the right packaging** to convey the Ice Storm product experience, the Korean Brand team worked with multiple stakeholders including the APAC region, MEVIUS Brand Group and R&D. Being consumer* centric, we took the learnings from the test market research result, and our consumers* expectations for high coolness, high tar products, and transformed the pack to include a navy-blue background with enhanced design features. This upgraded pack is in harmony with the Ice Storm product experience, signaling its ultimate refreshment with intense cooling sensation and smooth taste.

Our **consumer* communication strategy** was also updated to deliver on the product USP and

pack upgrade as "The new Ice Storm provides ULTIMATE REFRESHMENT with its intense COOLING SENSATION and SMOOTH TASTE". During this campaign's communications development, we held many meetings with many team members from all levels. During these discussions we welcomed everyone's views and encouraged healthy debate before reaching a consensus. This One Team mindset and shared vision resulted in a highly effective end result to which everyone contributed.

Meanwhile, to support successful nationwide Ice Storm launch, **Field Marketing** executed various programs in KA outlets where our target consumer* segments are mainly located. The 'Ice Cube' POSM reinforced the Ultimate Refreshment & Cooling Sensation communication message to consumers*, while the brand education video supported our Field Force colleagues to communicate the product features more

effectively to retailers. The Field Marketing Product Expert Program (PEP) also helped to enhance retailer's knowledge of the new product.

While Marketing was at the heart of this initiative, we recognize that we cannot do this alone and JTI Korea is 'One Team' working hand in hand to deliver on our vision. We would like to thank everyone from the organization who contributed to the success of this proposition.

The biggest focus for Marketing in 2023 will be to continue to utilize the Test Market platform and the incredible capabilities of our people to maximize the potential of our brands and portfolio. 2025 is not that far away, and the work we do in 2023 will go a long way to achieving our vision of 10% SOM in RMC!

* The term "consumer" of JTI Korea products means existing adult smokers.



Competitor News

KT&G

- Nov. 3** Recorded highest-ever quarterly sales of KRW 1.62 trillion in Q3 2022
- Nov. 16** Launched HNB device 'il AIBLE' with AI technology and touchscreen



BAT

- Oct. 4** Upgraded the exclusive sticks for glo, 'Neo Purple Boost'
- Oct. 17** Launched new Dunhill limited editions, 'Dunhill Dolce' & 'Dunhill Green Boost'
- Oct. 24** Renewed 6 types of 'Dunhill' with advanced Less Smell Technology



Philip Morris

- Oct. 12** Renewed 'Marlboro' pack design to celebrate 50th anniversary as No.1 selling brand
- Nov. 10** Launched HNB device 'IQOS ILUMA' with new heating technology



Sales

Sales Team achieved many accomplishments in 2022 across HQ and the Field to secure a long-term, sustainable competitiveness of our business, by leveraging new opportunities and addressing challenges together as One Team.

First, Key Account (KA) successfully concluded contracts with major customers. The team has signed a series of contracts with CVS since 2014 to pave the way for effective communication with consumers*, and gained visibility on par with competitors in major CVS through a contract with emart24 in 2022. In addition, through successful negotiations with clients, we strengthened Pay for Performance (target-based contracts) by installing showcases in more than 50,000 CVS, which is more than twice as many as in 2014, while **optimizing our investment scale and efficiency.**

Furthermore, to secure operational flexibility for new product launches—key to future growth of JTI Korea—we replaced the showcases at CU from the existing 14 columns to 24 columns and expanded the showcases at 7-Eleven to 28 columns, laying the groundwork for achieving 10% SOM by 2025.

These achievements were made possible by our continuous efforts and preparation, met with cooperation from various functions such as Marketing, Finance, and Legal, as well as support of the management.

Meanwhile, all 15 branches in the Field Force have worked relentlessly to contribute to the business and make 2022 a year of remarkable growth and exceptional performance. The secret behind the success for many branches was the strengthened 'One Team' culture, driven by key enablers of **communication, support and encouragement.**

South Seoul Branch bolstered stronger communication among employees, which helped to overcome its initial challenges of having the lowest installment rate for NPD TPOSM due to retailers' rejection. Members of South

Seoul Branch used communication as a tool to revamp their strategy. When visiting retailers, all TRs were accompanied by Branch Manager or Team Leaders once a month to work together to **discover business opportunities and enable active coaching to increase their performance,** which include prompt completion of NPD cycles. **One-on-one conversations with BM/TL and employees** were also highly helpful in identifying their needs and quickly addressing any possible issues. As a result, South Seoul achieved 11.3% in the November 2022 YTD SOM, up 0.27%p since last year, taking the lead in KA SOM growth rate among all branches.



- 1 Key Account team (HQ)
- 2 South Seoul Branch
- 3 Suncheon Branch
- 4 Busan Branch

Suncheon Branch proved its competence and potential by supporting each other as One Team. Covering a vast area of 26 districts across Jeolla and Gyeongsang, a TR at Suncheon covers an average of 300 retail stores, which is much higher than that of other branches in R2 (240). In the face of this unique challenge, Suncheon enhanced support for TR which enabled them to **prioritize efforts on main sales activities.** With the support of BM, TLs and backup TRs, TRs installed POSM in new or distant stores and successfully carried out cycle activities in stores that they had not been able to visit previously. As a result, Suncheon celebrated the honor of being awarded the 3Q KA SCAN AWARD for the first time, and was also the only branch to achieve growth in KA SOM in R2, going from 5.7% in May to 5.77% in October.

With active sharing of knowledge and information with each other, members of Busan Branch were able to create a **culture of respect and encouragement.** Having experienced the need for improvement in communication and engagement, Busan decided to create **more touchpoints for employees** to exchange feedback and best practices, such as mobile group chats and 'Good Morning Time' held twice a month. This also enabled employees to learn from each other and celebrate achievements as One Team, motivating everyone to contribute to Busan's success, such as its no.1 ranking in KA showcase installment rate of 93% in emart24 and 98% in CU. Busan was also the only branch to increase the number of GT among all 15 branches since 2021 by securing 362 new GT.

The success of Sales will certainly not stop here, as we will continue to work towards continuous monitoring, analysis and discovery of new opportunities in 2023 to contribute to JTI Korea's reaching vision 2025 of 10% SOM, working together as One Team across HQ and all 15 branches.

*The term "consumer" of JTI Korea products means existing adult smokers.

Finance

2022 has been a year full of important milestones for Finance, during which the team was able to successfully launch new initiatives to improve the efficiency of our operations. IT upgraded the **Online Sales Ordering System** contributing to its expanded operation, which enabled more retailers to place online orders directly and promptly, thus allowing our sales force to focus on more value-added activities. This system has been highly popular among our customers, with over 75% of GT sales orders in 2022 coming from online.

In addition, Global Indirect Procurement (GIP)'s newly-introduced e-procurement platform called **ATAI** used for tender process and supplier information/spending management, has helped to further increase efficiency and transparency of procurement process of JTI Korea, which along

with other efforts enabled GIP to contribute **USD 0.7MM in savings** during 2022.

In the meantime, Finance also made continuous efforts to ensure the financial and operational performance of JTI Korea. With OOS (Out of Stocks) becoming a vivid concern during the pandemic, SCM closely monitored and assessed the off-take situation with Sales and Field Force to support inventory management, while taking pragmatic approach with Factory, Marketing and other functions to successfully improve inventory to a more sustainable level, reaching an optimized inventory position during Q2.

Also, Finance Control closely collaborated with all related functions ensuring all compliance related to entity management to comply with the statutory obligation for an **annual audit and filing of the corporate income tax**.

Lastly, FP&A team closely worked with cross-functional stakeholders to complete **ASP 2023-**

25 as per regional and global deadlines. The team played a critical role in improving the planning process while leveraging GBS to gain efficiency, which resulted in quick come back to management on various scenario/simulations for fast decision making.

Our main focus in 2023 will be supporting JTI Korea in delivering the KPIs towards 10% SOM by 2025, based on the team strategy of "beyond together", further strengthening our collaborative efforts with other functions in Korea.

Finance team with Sotaro



People & Culture

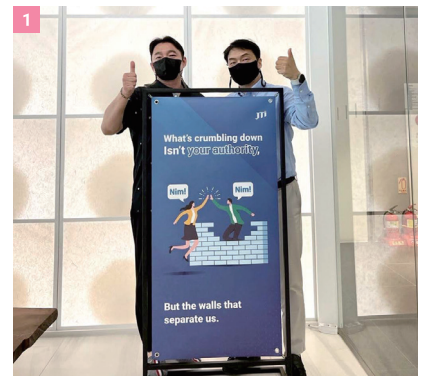
People & Culture has focused on driving our organization performance with excellence and quality by investing in our key pillars – Employee Value Proposition (EVP) & Engagement, Reward & Recognition, and Talent Management.

We continuously strived to increase our people's engagement level and promote JTI Korea as a great place to work with unique selling points. As a result, we have achieved over 1,000 applicants to our **Traineeship program** and recorded over 1.1 million views for the **company branding video**. To improve internal communication and share the latest business updates, we conducted **16 townhalls** where our people had the opportunity to exchange latest news and enjoy time together. We made efforts to help our people to feel safe, comfortable and happy in our workplace and with this in mind we launched **Employee Assistance Program (EAP)** to support the mental, physical

and social wellbeing through the professional counselling service. In addition, we boosted the "Nim Campaign" as one of the steps to build an agile organization with higher trust, respect with a stronger One Team mindset.

Professional development and growth is another key priority for the whole organization. Under our aim to extend **learning and development programs**, we introduced new trainings such as skills for reporting and negotiation, which were in high demand and received many positive reactions from participants.

Our main focus in 2023 will be to continue making life at JTI Korea interesting, inspiring and challenging, as well as to empower all employees to be most productive at work. As work life balance is important, we will continue to support your wellbeing with more dynamic EVP programs/events. As always, we will follow the Pay for Performance principle and promote the recognition and celebration culture in our company as well as providing more assistance in your career development.



1 Promoting Nim Campaign
2 Meeting with Traineeship applicants at the KOTRA Job Fair

Corporate Affairs & Communications / Employee Relations

In 2022, CA&C/ER underwent several personnel changes and successfully filled all positions in May, forming three complete teams that worked as One Team to solidify our foundation for a profitable and sustainable business.

With aims to become a core **business function** that adds critical value to commercial success, CA worked under close collaboration with local and regional stakeholders on new projects and on-going initiatives to secure a stable operating environment. The team led the **Tax Project** to advocate for a moderate and predictable tax increase, working closely with cross-functional and cross-market stakeholders, while also taking a leading role in the regional initiative **Tax Tribe**. In addition, CA successfully **deprioritized bills** such as the ingredient/emission disclosure—a result of excellent teamwork with local and global functions.

Meanwhile, Communications prioritized **efforts on active communication with employees** to further enhance our engagement level and strengthen our One Team spirit. With this goal in mind, the team activated **corporate campaigns** including Pride Month and Earth Day campaigns via internal channels to promote our culture and values. The team was also able to build a stronger **connection with our Field Force** colleagues through JTI Korea's first virtual townhall, as well as the launch of **Community Investment** programs that offer volunteering or donation opportunities for our employees from all 15 branches, expanding our contribution to creating a more inclusive and resilient community.

Throughout 2022, ER strived to further strengthen our **labor-management relations**, leading the on-going WA/CBA negotiation to support the company's efforts to bring mutually beneficial results for our business and employees in the long-term. ER also dealt with various labor disputes, working hand in hand with Legal, for the best interest of the company and employees. In addition,

ER worked to drive **open and transparent communication** about the negotiation progress with all employees, solidifying our ability to work as a true One Team.

In 2023, CA&C/ER will further strengthen our positioning as a commercial-driven function with local and regional stakeholders, focusing on building the foundation for the next possible tax reformation in 2025, maximizing employee awareness and engagement through internal communication, while continuously towards a strong, trusted labor-management relationship for the long-term.

CA&C/ER team offsite workshop



Legal

In April 2022, Legal was verticalized globally, and APAC and Japan Market Legal Teams (APJ Legal) were integrated into One Team. To cultivate a true One Team mindset and promote 'agility' as one of the critical drivers for commercial success, APJ Legal embarked on various projects throughout the year.

First, Korea Legal team launched the **APJ Buddy program** with JT Legal Team, for which all members of the JT Legal Team were paired with APAC Legal colleagues to share their experience and knowledge. The team also took part in **Project Edge**, working together with colleagues across the region to explore opportunities for competitive advantage through introducing the legal framework and best practices on various

topics including sustainability claims.

In addition, Legal has been working relentlessly to give and receive support to and from colleagues across all functions within JTI Korea to deliver results and create value. In particular, the team supported a number of projects led by Marketing and Sales team, for example, proactively contributing to the successful opening of the MEVIUS Pop-up Stores (BTL activities) in various regions such as Yangyang, Daegu, Sinchon, and Busan without any legal issues.

Legal also received full support from colleagues in Sales, ER, P&C, IT, CA&C and Finance in defending the Company from lawsuits, complaints, and accusations filed against it, which enabled Legal to properly respond to and successfully defend against many claims.

In 2023, we look forward to continuing to be of help to different functions in need of legal support and to collaborate to further create value for JTI. Some of our new initiatives for 2023 is to strengthen the protection of personal information and implement electronic signing and storage of personal information consent forms to improve the policy management process for different business functions.

Legal team at MEVIUS Yangyang pop-up store



Contribution to support vulnerable neighbors in winter

In collaboration with Happy People, JTI Korea delivered a contribution to support the vulnerable in winter and conducted employee volunteer activities. This project was designed to support the vulnerable people suffering from cold waves as the holiday season approaches. With JTI’s contribution, we prepared donated boxes consisting of food with high practicality and cold protection supplies and delivered them to 400 socially vulnerable households in Seoul and Incheon.

With the year-end holiday season approaching, JTI Korea employees from HQ and the Field also played a meaningful role in this activity, taking part as volunteers. On December 8, 9 employees from HQ including JTI Korea General Manager David Wheeler visited the Seoul Municipal Counseling Center of Seoul Flophouse District located in Dongja-dong, Yongsan-gu to distribute the care packages. They also visited the homes of seniors living alone to deliver the packages and provided emotional support for the elderly. On December 16, employees at JTI Korea’s Incheon Branch participated in volunteer activities on behalf of the Field Force. 15 Incheon Branch employees gathered at the Gyeyang Community Welfare Center in Incheon to pack the care packages to be delivered to vulnerable neighbors in the local

community of Gyeyang-gu, Incheon identified through the welfare center.

Thank you to those that participated from HQ and Incheon Branch for donating your time and efforts to help the socially vulnerable people as they face extreme hardships of the cold winter. We look forward to your interest and participation as we continue to create more opportunities for our employees to join in our efforts to build an inclusive society.



TESTIMONIALS FROM INCHEON BRANCH VOLUNTEERS

I always had a desire to do volunteer work, but it was not easy to find the right opportunity. When I heard about the chance to be part of JTI Korea's Community Investment activity as a volunteer, I signed up immediately without hesitation.

Sang-yong Lee
Field Marketer



Though it was only a few hours, I found it very rewarding to contribute to the local community with my colleagues. I hope that our well wishes are shared with the less fortunate people in our community, and that our contribution will provide support for the vulnerable seniors living alone.

Bub-heui Hong
Warehouse Administrator

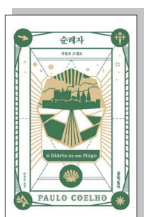


- 1 Employees from HQ distributing care packages in Seoul Flophouse District
- 2 Employees from Incheon Branch packing care packages

Relay Book Recommendation “Let’s Read Books Together”

Book Recommendation
by Jeonju Branch Team Leader
Hyun-jun Kim

“The Pilgrimage”
by Paulo Coelho



㉠ Which book would you like to recommend to your colleagues?

I would like to recommend “The Pilgrimage” by Paulo Coelho. This novel paved the way to the author’s international best-seller “The Alchemist,” recollecting his experience of travelling across the ‘Road to Santiago’. It enables readers to reflect on our own paths in life through the account of the author’s experience of overcoming hardships and perils of

life, as the proactive and future-oriented protagonist provides an inspiration for self-discovery into our past, present and future.

㉡ Why do you recommend this book?

Everything around us in life display a fragile yet dynamic energy. In today’s world, we often lose themselves among the people who have many uncrossed paths ahead of them, and those who have already crossed many paths. I hope that we will find many more new paths in our future than the old ones that we have crossed, and that “The Pilgrimage” will be an opportunity for all of us at JTI Korea to look back on their past, future and current selves.

㉢ What do you find attractive about reading?

Reading lay the groundwork for thinking. It guides us through experiences that are beyond our own

and gives us the wisdom and courage to explore the unknown. Such wisdom and courage are critical in challenging ourselves to taking the first step down a new path in order to reflect on our past and live our future, and reading will be an important milepost to lead us towards wisdom and courage.

Jeonju Branch
Team Leader
Hyun-jun Kim










* In the next issue, Head of Supply Chain Management, Chan-hee Jo will recommend a book for us.

2022 Long Term Service Awards

Thank you and congratulations to everyone celebrating your long-term service anniversaries at JTI Korea!

20th anniversary

 Seung-won Baek Suwon FIELD MARKETER('02)	 Yoo-hyeak Joo Daejeon REGIONAL MANAGER('02)	 Yong-sin Lee Suwon TERRITORY REPRESENTATIVE('02)	 Hyun-choul Lim Busan TERRITORY REPRESENTATIVE('02)	 Jae-sung Park Incheon TERRITORY REPRESENTATIVE('02)
 Seung-yong Lee Incheon TERRITORY REPRESENTATIVE('02)	 Moon-ho Kim Incheon TERRITORY REPRESENTATIVE('02)			

15th anniversary

 Hye-young Jung Gangneung WAREHOUSE ADMIM & BRANCH ADMIN('07)	 Ho-jun Lee Daegu TERRITORY REPRESENTATIVE('07)	 Sun-bong Moon East Seoul TERRITORY REPRESENTATIVE('07)	 Sun-il Kim South Seoul TERRITORY REPRESENTATIVE('07)	 Ho-won Yu Suwon TERRITORY REPRESENTATIVE('07)
 Won-jin Ko Jeju TERRITORY REPRESENTATIVE('07)	 Geun-soo Yeo Suwon TERRITORY REPRESENTATIVE('07)	 Sang-soo Hwang Daegu TERRITORY REPRESENTATIVE('07)	 Seung-hee Lee Suwon TERRITORY REPRESENTATIVE('07)	 Young-jin Jeung Daejeon TERRITORY REPRESENTATIVE('07)
 Yoon-shic Shin Suncheon TERRITORY REPRESENTATIVE('07)	 Jae-hwan Park East Seoul TERRITORY REPRESENTATIVE('07)	 Sun-hee Kim East Seoul WAREHOUSE ADMINISTRATOR('07)	 Young-min Lym South Seoul TERRITORY REPRESENTATIVE('07)	 Yong-suk Kim East Seoul TERRITORY REPRESENTATIVE('07)
 Kwang-hyoun Park Gwangju TERRITORY REPRESENTATIVE('07)	 Seung-ho Lee Suwon TERRITORY REPRESENTATIVE('07)	 Byung-chal Jyung Suwon TERRITORY REPRESENTATIVE('07)	 Suk-hee Yoon HQ KEY ACCOUNT SPECIALIST('07)	 Jae-shin Oh HQ KEY ACCOUNT MANAGER('07)
 Tae-won Jung South Seoul TERRITORY REPRESENTATIVE('07)				

10th anniversary

 Yun-ho Moon Busan TERRITORY REPRESENTATIVE('12)	 Jwa-young Kim (Joanna) HQ STRATEGIC FORESIGHT MANAGER('12)	 Jong-kyu Kim East Seoul TERRITORY REPRESENTATIVE('12)	 Ho-kwon Choi Wonju TERRITORY REPRESENTATIVE('12)	 Seok-jae Won CheonanAsan WAREHOUSE ADMINISTRATOR('12)
 Jin-young Kim Suwon TERRITORY REPRESENTATIVE('12)	 Jong-phil Kim Incheon TERRITORY REPRESENTATIVE('12)	 Ki-won Kim Ulsan TERRITORY REPRESENTATIVE('12)	 Jung-nam Choi (Janet) HQ AREA SALES MANAGER KOREA TR('12)	 Dong-Young Lee Suncheon TERRITORY REPRESENTATIVE('12)
 Byeong-in Jang East Seoul TERRITORY REPRESENTATIVE('12)	 Ju Park CheonanAsan FIELD MARKETER('12)	 Min-ho Ha Incheon TERRITORY REPRESENTATIVE('12)	 Young-jae Kim Suwon TERRITORY REPRESENTATIVE('12)	 Won-sik Ryu Suwon TERRITORY REPRESENTATIVE('12)
 Hyun-seok Lee Ulsan TERRITORY REPRESENTATIVE('12)	 Eun-Kyung Shin HQ BUSINESS SERVICE ASSO &RECEPTIONIST('12)	 Jong-tae Lee CheonanAsan TERRITORY REPRESENTATIVE('12)		

5th anniversary

 Bo-mee Park HQ BRAND ACTIVATION ASSOCIATE('17)	 In-ki Yoon Daejeon TERRITORY REPRESENTATIVE('17)	 Jea-yong Park Daejeon TERRITORY REPRESENTATIVE('17)	 Min-jae Song Daegu TERRITORY REPRESENTATIVE('17)	 Seing-bok Kong Incheon TERRITORY REPRESENTATIVE('17)
 In-taek Bae HQ KEY ACCOUNT MANAGER('17)	 Go-eun Park HQ SALES PERFORMANCE ASSOCIATE('17)	 Myung-jun Lee Gwangju TERRITORY REPRESENTATIVE('17)		

Photos Looking back on 2022



Gangneung Branch



Gwangju Branch



South Seoul Branch



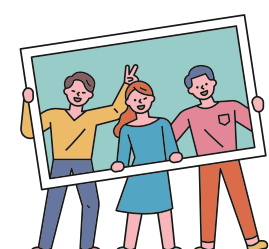
Daegu Branch



Daejeon Branch



East Seoul Branch



Busan Branch



Suwon Branch



Suncheon Branch



Showcase installation



Ulsan Branch



Wonju Branch



Incheon Branch



Marketing Knowledge Training



Jeonju Branch



Jeju Branch



CheonanAsan Branch



Stair run



Inspired By You campaign



Volunteering in The Soop Story
Seoul Mangwoo shop



Donating used clothes to Soop Story



Celebrating Long Term Service
Awards



i-Secure campaign for
Cybersecurity Month



HQ



PRIDE Month campaign



Townhall celebrating the launch of
MEVIUS Sky Blue Soft Pack LEP



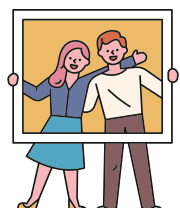
Celebrating Christmas at Daejeon
Branch



Commercial Mindset Training



Warehouse Admin Training



Personnel Change



Alexander Kalinin
FINANCE DIRECTOR SINGAPORE
→ FINANCE DIRECTOR



Ga-eun Rhee
ACTING KEY ACCOUNT
MANAGER → KEY ACCOUNT
MANAGER



Bo-mee Park
AREA SALES REPRESENTATIVE
ASIA TR → BRAND ACTIVATION
ASSOCIATE



You-yeon Youn
FIELD MARKETING
ASSOCIATE → AREA SALES
REPRESENTATIVE ASIA TR



Sung-hoon Lee
ACTING BRANCH MANAGER →
BRANCH MANAGER
Suncheon



Ji-yun Ko
FIELD MARKETING TRAINEE
→ FIELD MARKETING
ASSOCIATE

CONGRATULATIONS



Welcome Newcomers



Ashlee Kim
TAX MANAGER
HQ / Oct. 24th, 2022



Seung-min Lim
TERRITORY REPRESENTATIVE
Wonju / Oct. 26th, 2022



Jong-hoon Kim
TERRITORY REPRESENTATIVE
CheonanAsan / Nov. 21st,
2022



Soo-jin Yang
SALES OPERATIONS
ASSOCIATE
HQ / Nov. 21st, 2022



Jae-bong Shim (David)
STRATEGIC INSIGHTS
MANAGER
HQ / Dec. 19th, 2022

