



Hanwha

Brand System

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In 2010, **Hanwha**'s vision of "Quality Growth 2020" was unveiled, and "Building brand power" has been set as one of the seven measures to achieve the vision.

To this end, **Hanwha** established its first brand value system in 2011, through which the '**Hanwha**' brand has been systematically developed and managed while consistently communicating our brand identity and values to our various stakeholders.

However, the past decade has seen a major shift in both our business areas and our corporate strategy in response to the turbulent business environment, changing stakeholder needs, and the shift in the role of companies within the world at large.

In line with these changes, **Hanwha** has established a new brand purpose and brand values that will guide us through the next decade. These new purpose and values will form the basis for the next decade of sustainability as we at **Hanwha** work together to create sustainable solutions for Earth, for life.

With sustainability as our highest, overarching purpose and goal, it will also form the solid basis for the overall activities of **Hanwha**, playing a key role in clearly communicating the direction of our brand.

HOW DOES OUR BRAND WORK?

Hanwha Brand Narrative

Our brand narrative is the story that the **Hanwha** brand wants to convey to various internal and external stakeholders, and it is based on our brand purpose and values.

WHAT STORY DOES OUR BRAND WANT TO TELL?

Hanwaha Brand Narrative

WHAT STORY DOES OUR BRAND WANT TO TELL?

Today, we believe we must take action for a sustainable tomorrow.

It opens up a road we have never before traveled. It requires a journey that won't be easy and might take time. It sets up promises that could be hard to see and may not show immediate benefits.

But to realize a sustainable tomorrow for all, some of us must step up. We must figure out how to take the untraveled path by moving forward slowly and steadily.

We will relentlessly develop innovative technologies to create transformative solutions. We will continue to pursue sustainability and embrace challenges. That way, our employees, customers, business partners and communities will all grow together.

We will search for solutions on Earth, in the sea and from the sky. From the tiniest of materials and the next generations of energy to the vast arena of expansive aerospace, we will explore all that may inform our progress. Our path toward sustainability will remain steadfast. **Hanwaha** will never stop creating bold innovations.

By providing solutions essential to fulfilling lives, prosperous communities and a sustainable tomorrow, we will become a company indispensable for humanity and the planet.

A relentless commitment to sustainability drives our bold innovation, allowing us to create transformative solutions for individuals, society, and the planet.

Why We Exist

When we define our brand purpose, we ask ourselves:
why does our company exist?

What are our goals, and what is the value that we provide
as we strive to achieve those goals?

How do we as a company approach sustainability,
and what value do we create in the world?

Our Purpose

A relentless commitment to sustainability drives
our bold innovation, allowing us to create
transformative solutions for individuals, society, and the planet.

WHY DO WE EXIST?



Our Brand Values

We have clear values that we are committed to providing to our diverse group of stakeholders including our customers, employees, investors, business partners, and communities around us.

WHAT WE STAND FOR

Sustainable and Inclusive Growth

We strive for social, economic, and environmental prosperity for all.

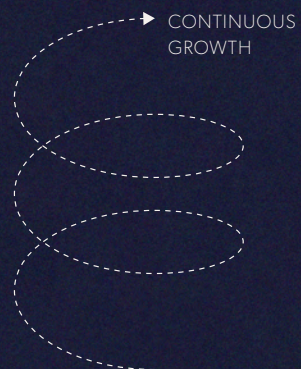
WHAT WE STAND FOR

Sustainable and Inclusive Growth

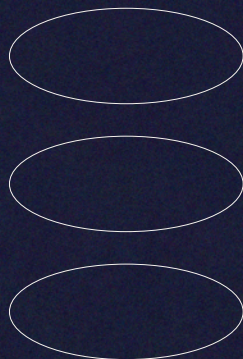
This symbol represents our brand value, 'Sustainable and Inclusive Growth'.

Hanwha expresses its growth through bold challenges and continuous innovation as a column that builds up while creating a clear trajectory.

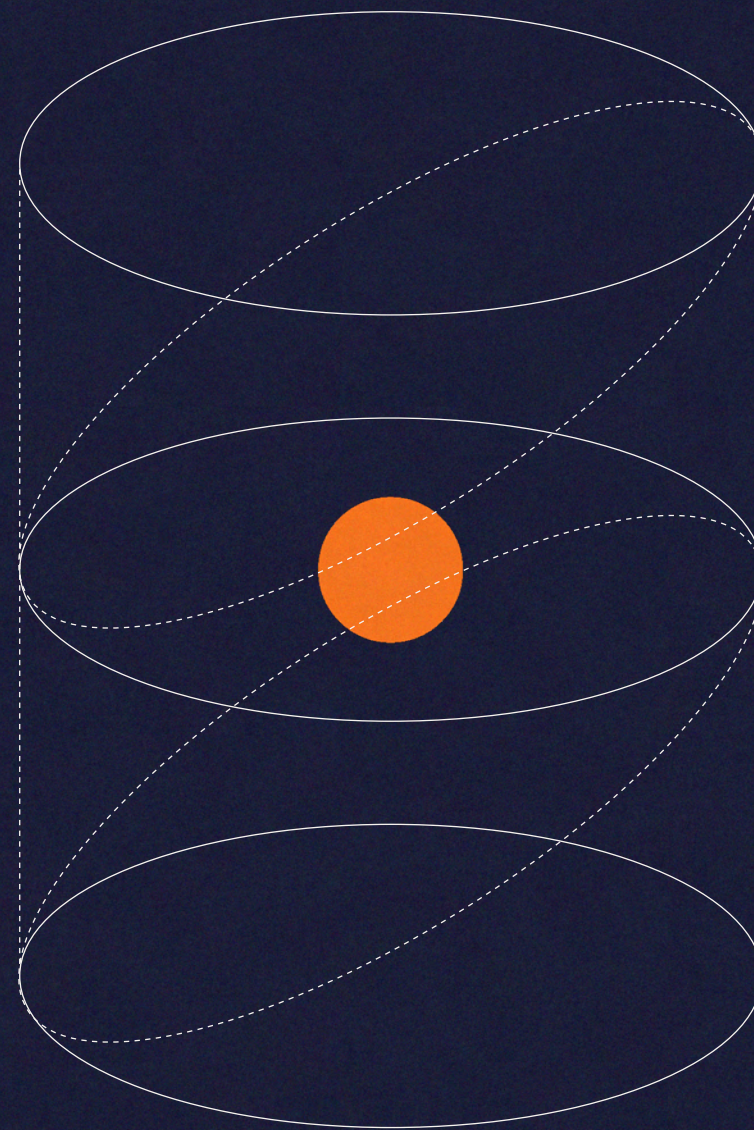
The circular shapes that rise vertically symbolize **Hanwha's** effort to achieve inclusive growth while encompassing the environment, people, and society.



INCLUSIVE AND SHARED GROWTH



WHAT WE STAND FOR



Technology and Solution-driven Innovation

Through technological innovation,
we provide solutions from people to planet.

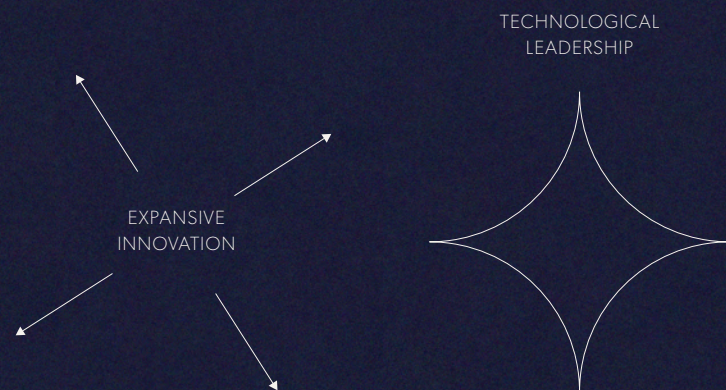
WHAT WE STAND FOR



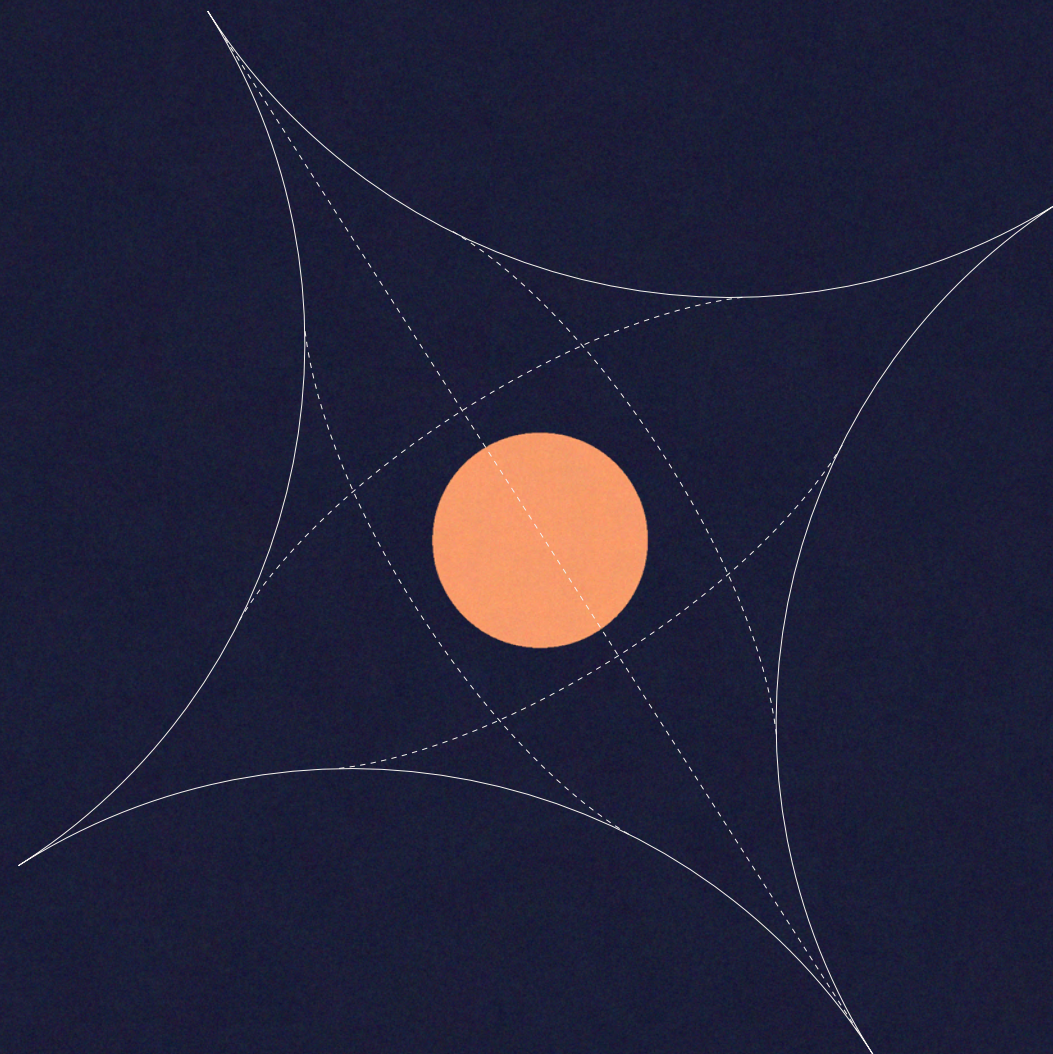
Technology and Solution-driven Innovation

This symbol illustrates our brand value, 'Technology and Solution-driven Innovation.' It depicts the expansive and intense energy of innovation.

Like the North Star that guides you through an unknown path, it symbolizes **Hanwha's** technological leadership leading to a better future for individuals, society, and the planet.



WHAT WE STAND FOR



Enhancing Lives

We lay the foundation for a fulfilling life through our technologies, products, and services.

WHAT WE STAND FOR



Enhancing Lives

This symbol represents our brand value, 'Enhancing Lives', through our technologies and solutions. The gradually expanding layer expresses **Hanwha's** role in creating and improving the foundations for a fulfilling life.

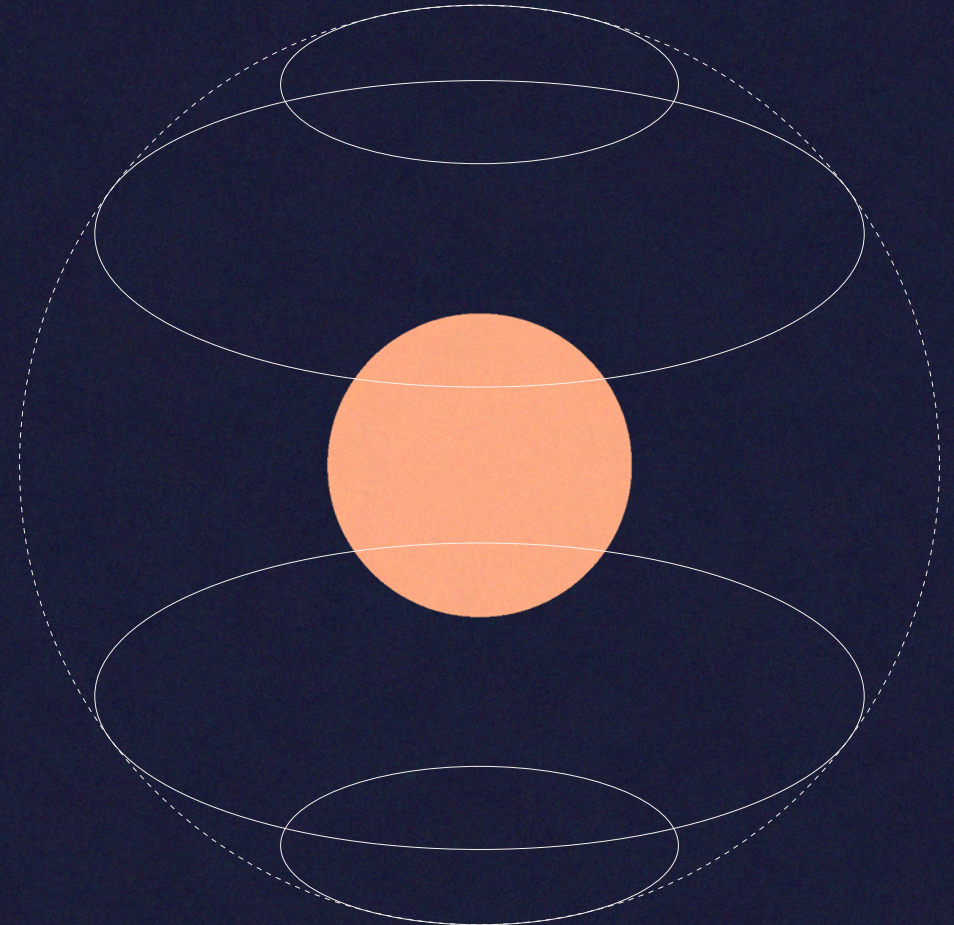
It displays **Hanwha's** positive belief and influence in making life better for everyone.



FOUNDATION
FOR A BETTER
TOMORROW



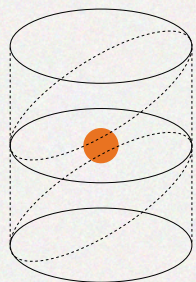
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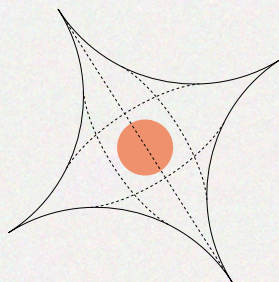
Our Purpose

The symbols of the three brand values are integrated into our purpose symbol. Along with the simplified design elements, the combined shapes symbolize our purpose.

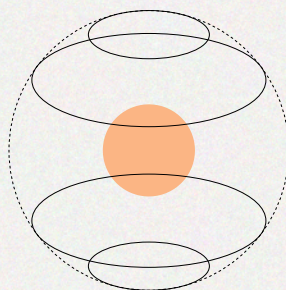
Above all, the driving purpose and value that we aim to deliver is sustainability, and this symbol helps our stakeholders grasp the message.



SUSTAINABLE AND
INCLUSIVE GROWTH

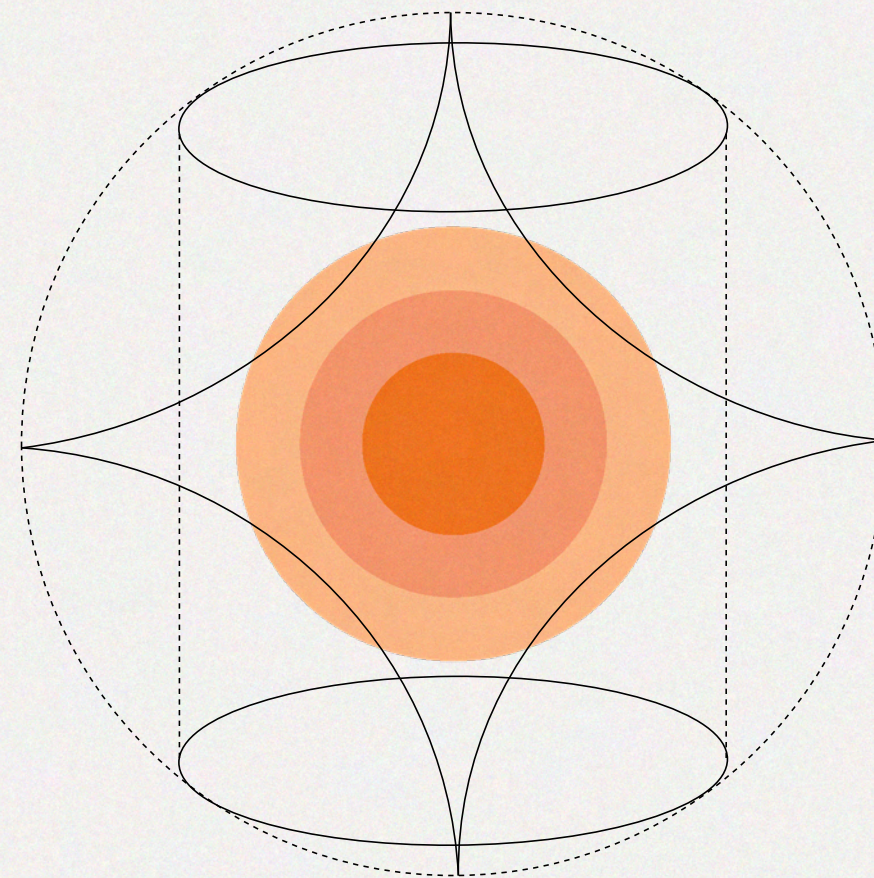


TECHNOLOGY AND
SOLUTION-DRIVEN INNOVATION



ENHANCING
LIVES


WHY DO WE EXIST?



Our Value Proposition

We keep moving forward steadily to reach our destination of a socially, environmentally, and economically sustainable tomorrow by realizing our brand purpose and values in businesses.

WHAT OUR BUSINESSES PROMISE



Energy

We create a sustainable environment by leading the transition to renewable energy and offering a diverse range of green energy solutions, including solar, hydrogen and wind.

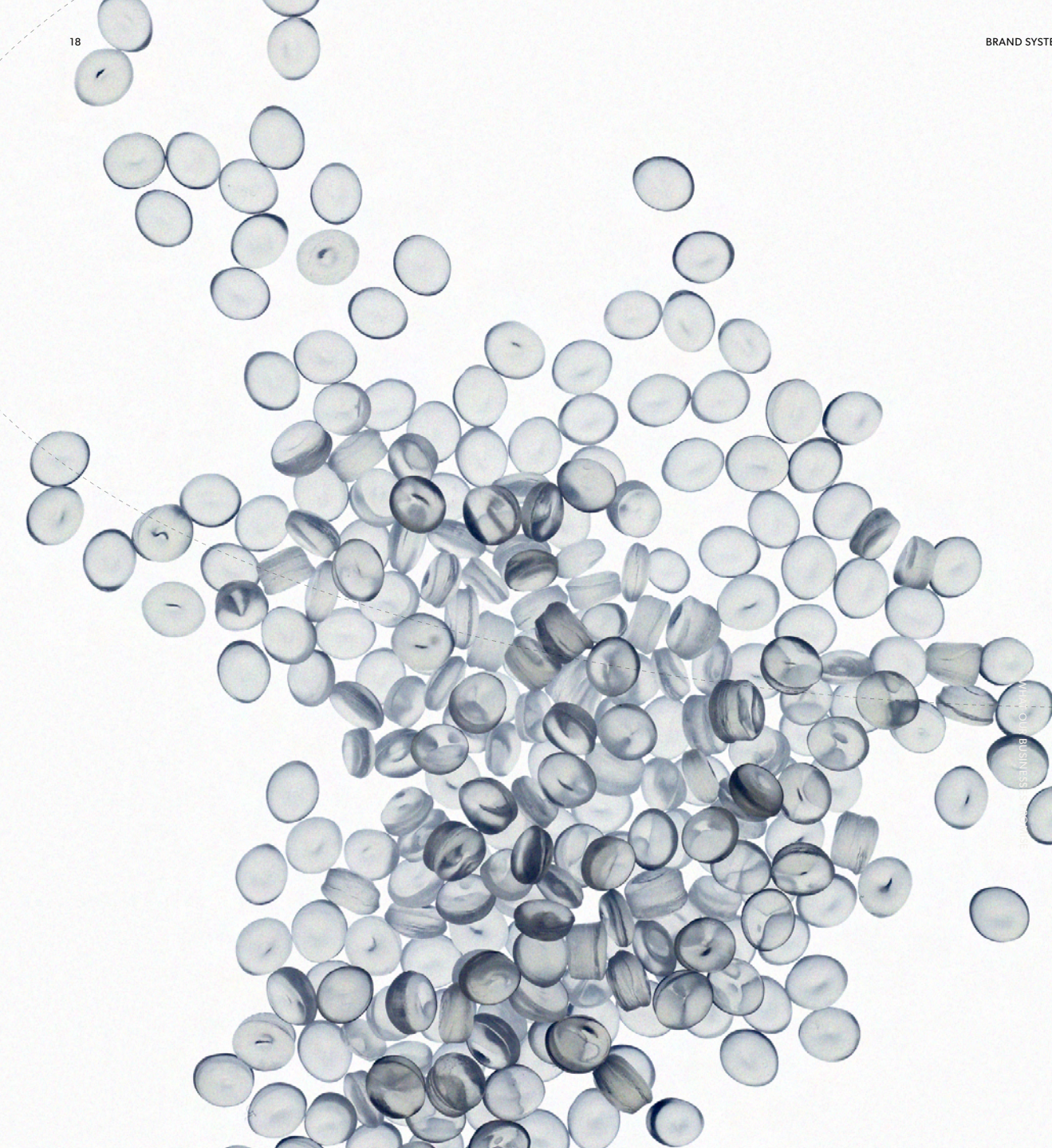
BRAND-SYSTEM

WHAT OUR BUSINESSES PROMISE



Materials

We lead the way for carbon neutrality and promote sustainable infrastructure through the environmentally-friendly manufacturing of essential materials, both for the energy transition as well as for high-value businesses.



Aerospace & Airspace

Through never-ending development and innovation of core technology, we provide solutions from earth to aerospace and help build economic infrastructure for society and the environment.

BRAND SYSTEM

OUR VALUE PROPOSITION

WHAT OUR BUSINESSES PROMISE



Nuri-ho Rocket Launch (Image Source: Korea Aerospace Research Institute)

Defense

We protect liberty and help strengthen sustainable social and defense infrastructures, by providing cutting-edge defense solutions for land, sea, and air (both airspace and aerospace).

WHAT OUR BUSINESSES PROMISE

Financial Services

We enable individuals and society to enjoy economic prosperity and sustainable growth through digital-based financial solutions optimized for various lifestyles.

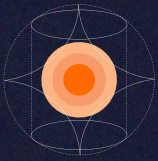


Retails, Leisure & Lifestyle Services

We enable sustainable lifestyles that bring dreams to life through online and offline platforms designed to provide differentiated customer experiences.



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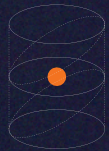
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