

INVESTOR RELATIONS

MAY VER. 2018
(English)



- COMPANY INTRODUCTION
- OUTBOUND BUSINESS
- INTRA / INBOUND BUSINESS
- HOTEL BUSINESS
- DFS BUSINESS
- CULTURE BUSINESS
- GLOBAL BUSINESS
- APPENDIX



INTRODUCTION





HanaTour Global No.1 Culture & Tourism Retail Group

OUTBOUND

HanaPack

HanaFree

INBOUND

LAND OPERATOR

 HanaTour ITC

HOTEL

 CENTERMARK

 Tmark City Hotel
SAPPORO

 Tmark Hotel
MYEONGDONG

 Tmark Grand
HOTEL / SEOUL

DFS

 SM DUTYFREE
Incheon Airport

 SM DUTYFREE
Seoul Downtown

 SM DUTYFREE
On-line

GLOBAL BIZ

Global Network

HANA Global

VISA CENTER

CULTURE

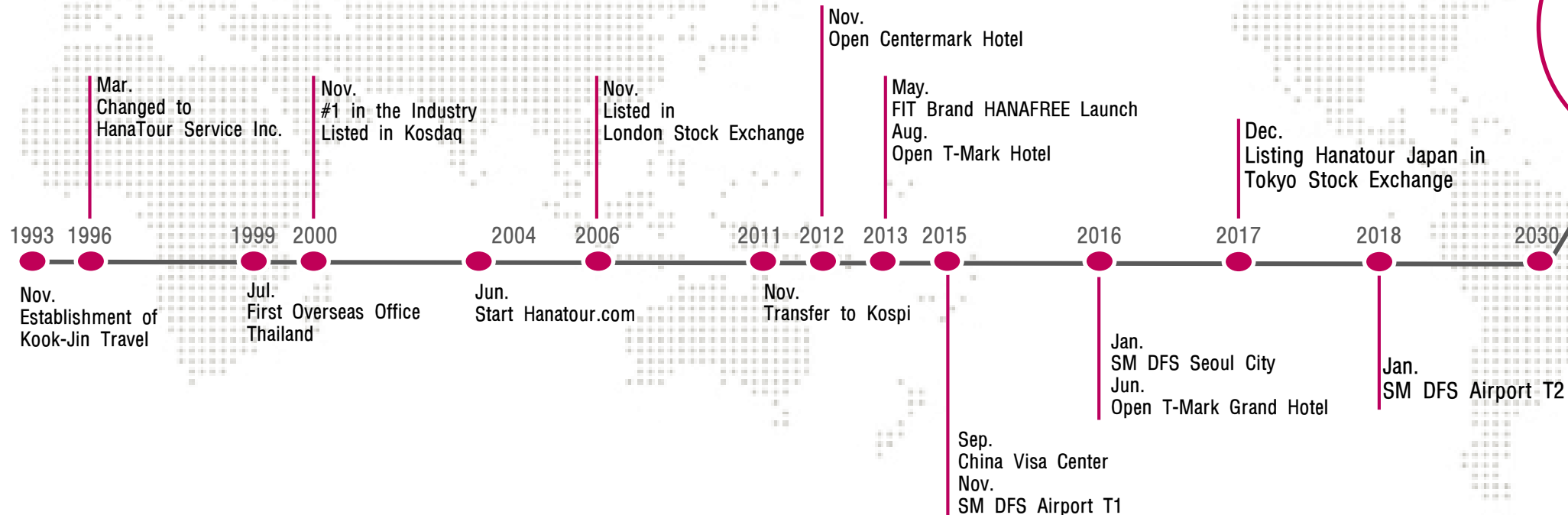
 HanaTicket

 HanaTicket



#1 Outbound Travel Agent 20 Consecutive Years

*Global NO.1
Culture
& Tourism
Retail Group*



HANATOUR COMPETITIVENESS



"Numerous Global & Domestic Networks"

Loyalty

1Q. 2018 Updated



HanaTour Customers : 17.8 million

HanaTour Members : 5.7 million

Channels

1Q. 2018 Updated

Authorized
Reservation Center
1,016

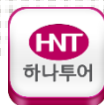
Mom & Pop
5,942

Affiliates
1,201

On-Line/Mobile

WWW.HANATOUR.COM

WWW.HANAFREE.COM



Global Network



11 Overseas Subsidiaries

43 Global Networks in Total

Advanced System

SCM

CRM

PRM

IT Service



Global BIZ SYSTEM

Agency Support SYSTEM

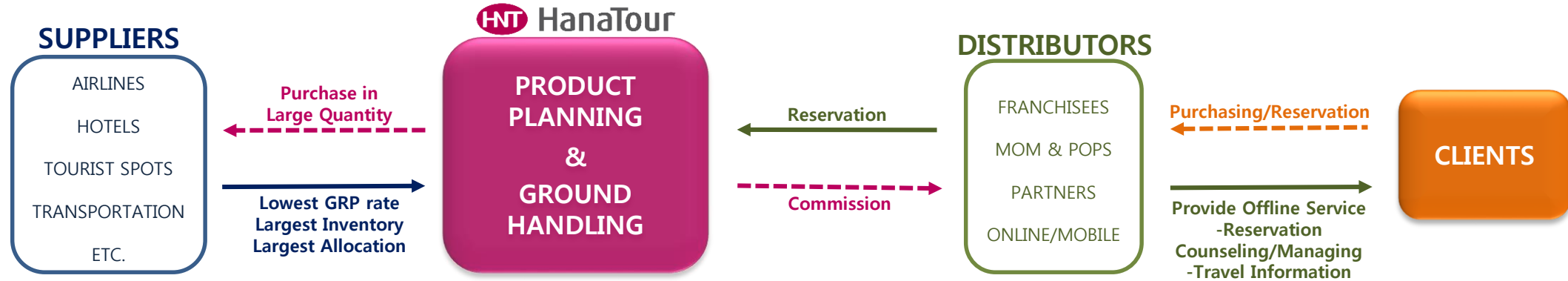
OUTBOUND BUSINESS



BUSINESS MODEL & CORE COMPETITIVENESS



“Travel Wholesale Business”



COMPETITIVE ADVANTAGE

► SCALE

#1 Outbound Volume for 20 Consecutive Years
Market Share of 23% (2017 TTL)



"everyday Departure" Guarantee



Higher Margin through Economy of Scale

► DISTRIBUTION

Sales Distribution through on/off line networks



'Hanatour.com' and Mobile Apps in Operation



8,000 Offline Agents all over the country

MARKET ENVIRONMENT & GROWTH



Increase of Air Supply

- Increasing number of LCC(Domestic/Global)
- Diversified air routes
- Open skies with China(limited), Japan, Southeast Asia
- Chinese travel liberalization

Lack of Domestic Travel Infrastructure

- Rising of domestic travel cost due to Chinese inbound travelers
- Relatively cheaper short-haul destination travel cost
- 'Zero' Fuel surcharges, Weak Yen(¥)
- Ease Visa regulations
- Recover from Japan earthquake

Changing in Consumption Trends

- External Factors : Increasing income, Increasing Holidays
- Value based consumption trends
- Retirement of the Baby Boomers
- Opening of Incheon International Airport 2nd Terminal
- China's C919 aircraft launching
- Possibility of Full Open sky agreement with China



"Korea Outbound Market "

- Population : 52 Million
- Expecting over 57% departure rate in 2018
- Expecting 24% of the total MS gain in 2018



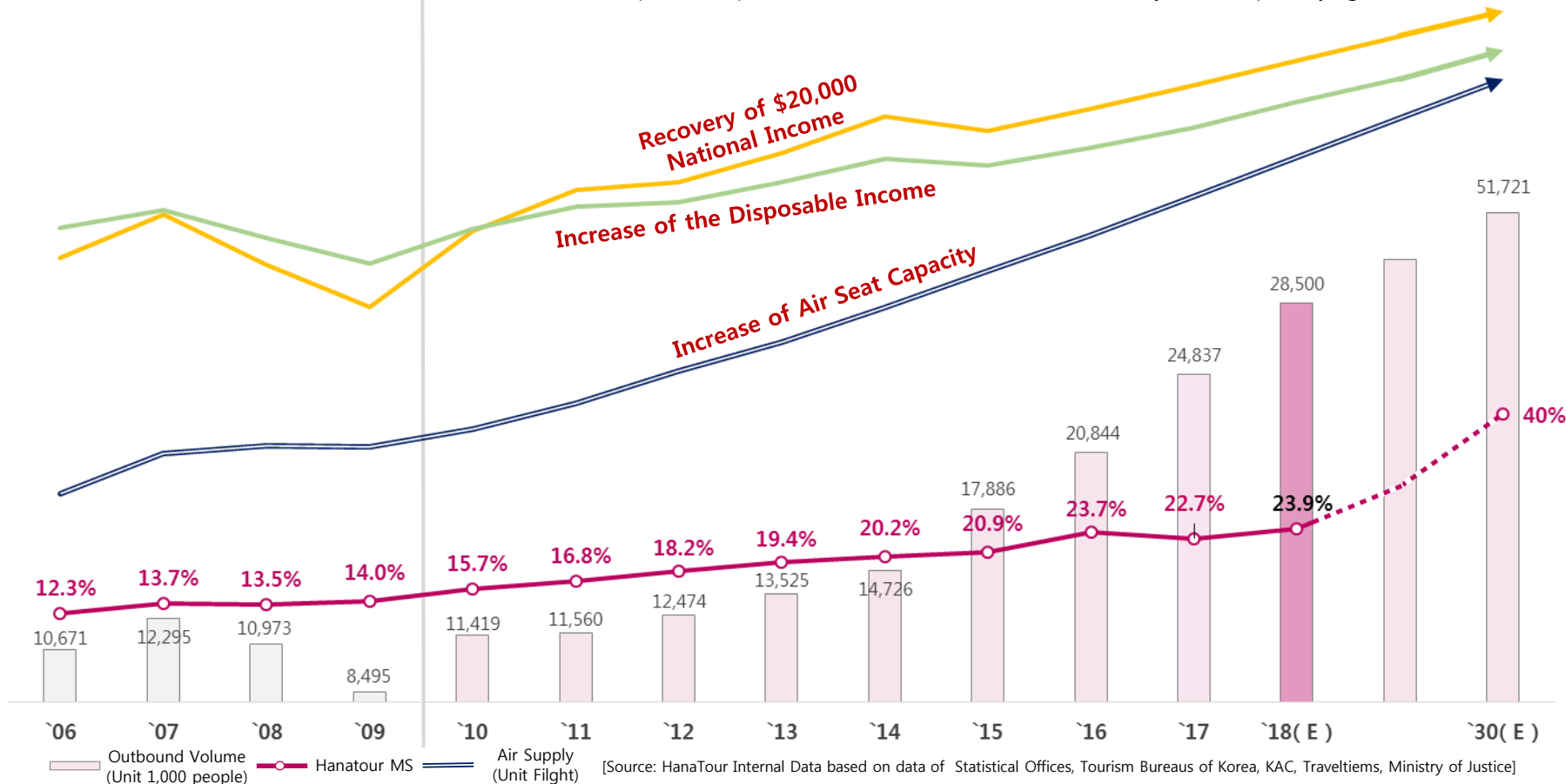
"HanaTour's Vision 2030"

- Expecting 100% departure rate in 2030
- Targeting over 40% of the total Market Share in 2030



"Increasing Air Supply "

- Air Supply : Over 1 Million flight
- 2015-2020 Estimated CAGR : 6.6%



OUTBOUND STRATEGY



Market Share Competition

Secure high profitability using Economy of Scale
Compete with each other only with PRICE

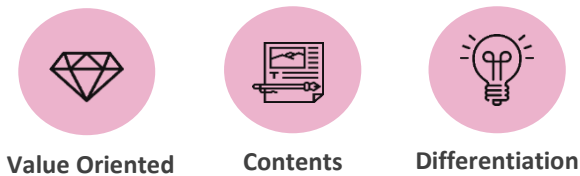


Hanatour's Current Ability



Time Share Competition

Prevent duplication by adding specialty
Secure profitability by differentiation
Competition with various other industries



Hanatour's Target Ability

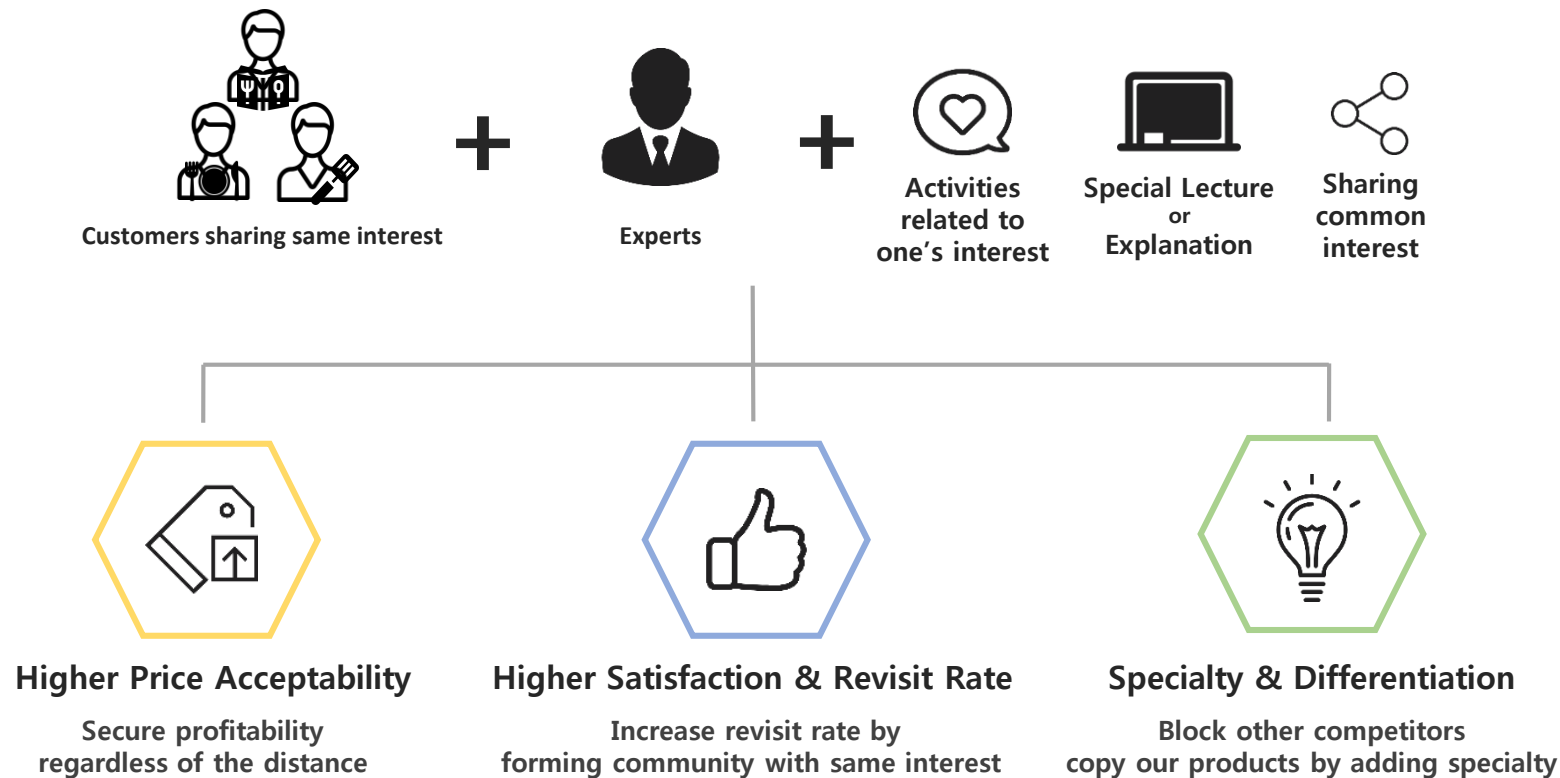




GRAND TOUR

Why Grand Tour?

- The Grand Tour was the traditional trip of Europe taken by upper class young men of means with their tutor
- Hanatour's Grand Tour is a package tour going with the expert with specific theme
- New package tour product for modern society which values one's knowledge and taste



OUTBOUND STRATEGY



GRAND TOUR, 뭉쳐야 뜬다

하나투어 하나Pack 여행자를 위한 최고의 패키지

테 마 가 , 여 행 을 , 바 꾸 다 .

전문가와 함께 떠나는 테마여행

테마여행을 위한 다양한 아이콘:

하나투어 전문가 동반 테마여행
 각 일정에 다양한 테마를 중심으로 전문가와 함께 여행할 수 있는 모든 전문가를 모았습니다. [전문가 지원 바로가기 GO](#)

테마별 분야 전문가 지원하기
 여행에 참여할 수 있는 모든 전문가를 모았습니다. [전문가 지원 바로가기 GO](#)

11~3월 박상현 일본	1~2월 프로골퍼 박시현 태국	2월 스타셰프 오세득 일본	2월 소셜가&셰프 천원영 스페인	2월 프로골퍼 하지은 이탈리아	2월 베드민턴 수원시청 배드민턴단 일본
2~3월 독립운동가 은동진 중국	2~3월 트래킹 허영호 하말리아	3월 스타셰프 오세득 두바이	3월 문화기행 전원경 영국	4월 오래가기행 김은수 이탈리아	준비중

우수여행상품
 Best Travel Product
 Korea Association of Travel Agents
 2017.8~2018.12

엄마愛발견

2017년 모녀 동반 고객이 가장 많이 선택한.
 동남아 인기 여행지 4개 지역 엄선

규슈 미식여행 남규슈, 가고시마편

맛컬리스트 박상현과 함께 떠나는 일본의 맛, 규슈를 먹다.
 단 한번뿐인 특별한 여행의 추억을 선사합니다 [자세히 보기]

박시현 프로와 함께하는 태국 골프

박시현 프로와 하나투어가 만나 태국 골프의 특별함을 더하다! [자세히 보기]

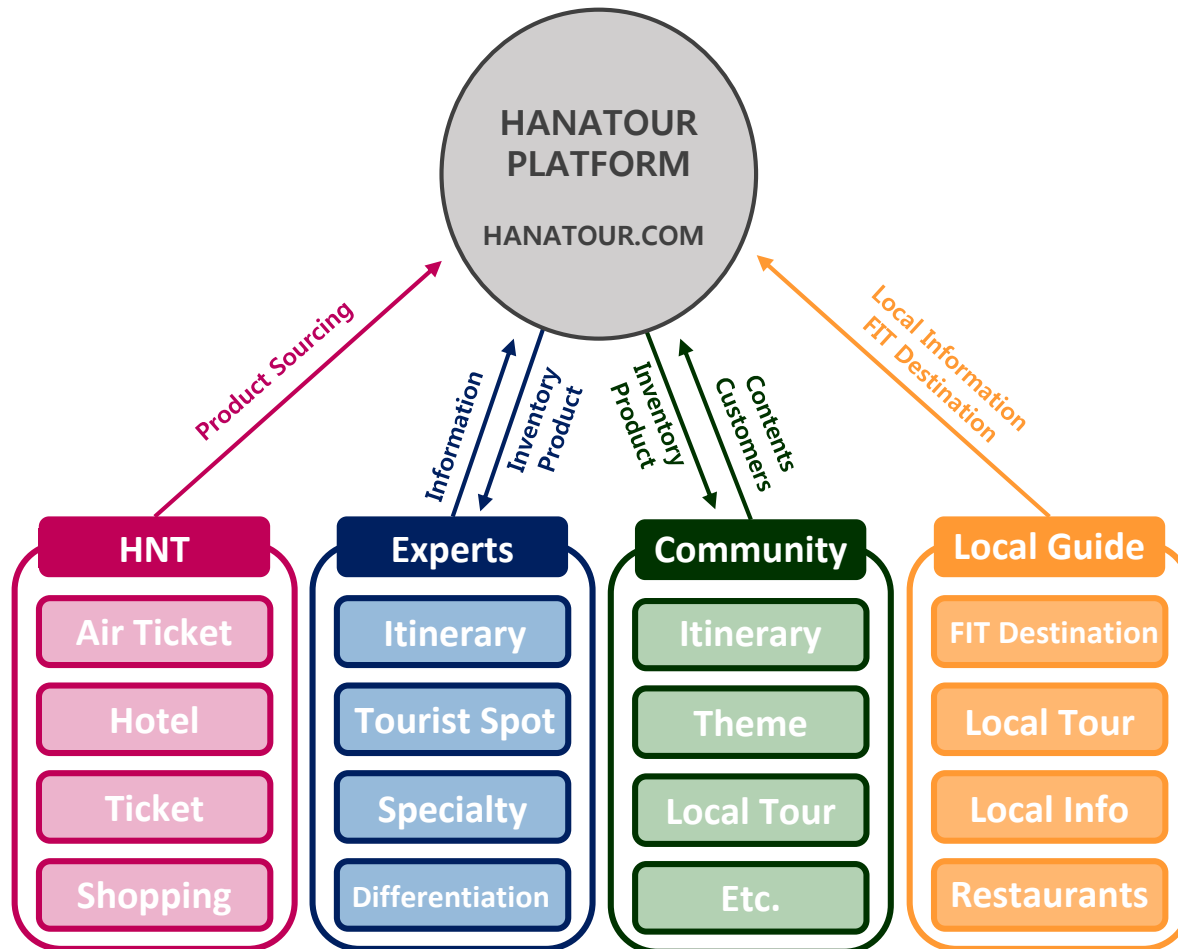
뭉쳐야 뜬다

패키지로 세계일주

매주 화요일 밤 10시 50분



OPEN PLATFORM



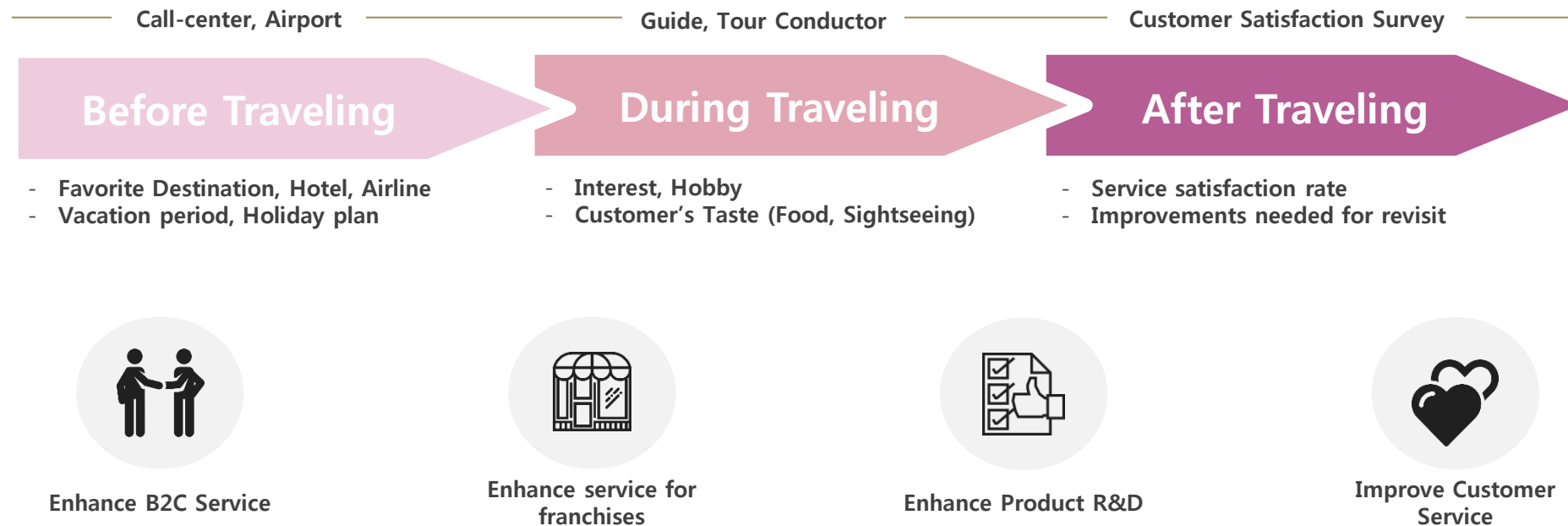
Unification of product Sourcing and sales process through Platform

- Increase customer inflow and sales by developing the platform which connects HNT's various product inventories with communities
- Opening Hanatour's product inventory platform to Local residents, local guides and communities for making new inventories
- Communities with various contents and interests, experts in various fields and Hanatour's employees can participate in making a platform



Human Touch Service Using BIG DATA

- Collect customer's detailed information(overall vacation plan, favorite destination etc.) through every step of their trip
- Collect customer information using tour guide and tour conductor during travel is crucial for after human touch services
- Provide better service and personal care for our customers by analyzing Big Data

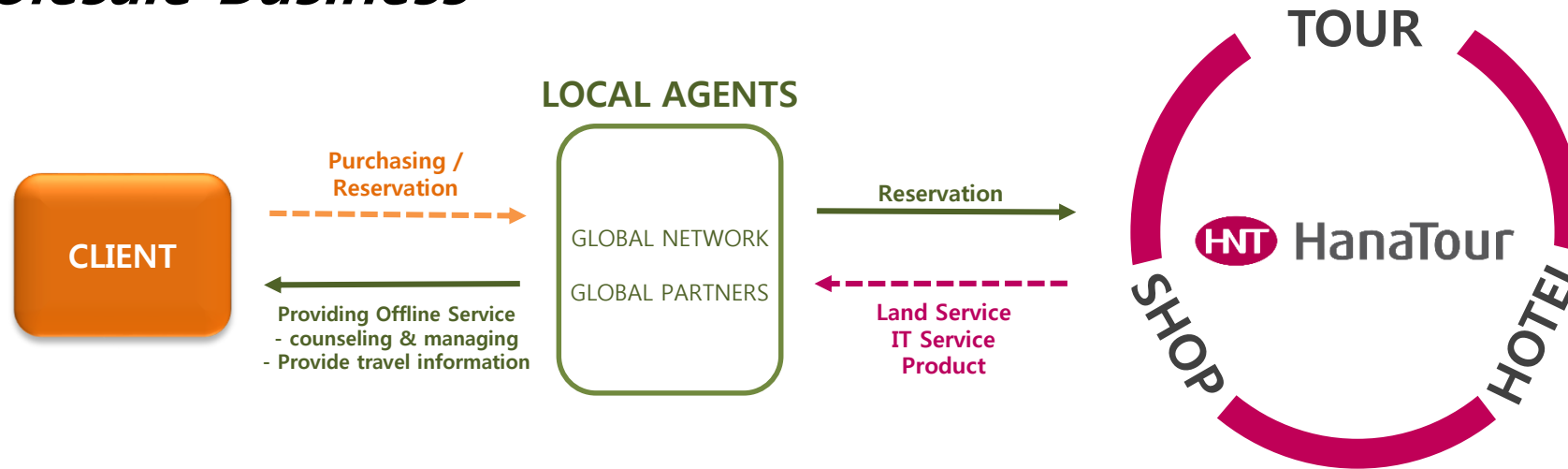


INBOUND BUSINESS





“Travel Wholesale Business”



COMPETITIVE ADVANTAGE

► INFRASTRUCTURE

HOTEL : Operating 1,114 Rooms in Downtown Seoul



- **CENTERMARK** : Insadong, Seoul / 250 Rooms
- **Tmark Hotel** : Myeongdong, Seoul / 288 Rooms
- **Tmark Grand** : Hoehyeon Station, Seoul / 576 Rooms

SHOPPING : DFS License at Incheon Airport & City



- SM DUTYFREE** Incheon Airport
- SM DUTYFREE** Seoul Downtown

1st, Nov. 2015 Grand Opening

29th, Apr. 2016 Grand Opening

MARKET ENVIRONMENT & GROWTH



Making Image as a Tourist Destination

- Depreciation of Korea Won has effected the number of visitors from Japan and Europe
- Korea started to brand itself as a shopping destination

Increase of Chinese Inbound Travelers

- Outbound travel demands have grown along with China's Economy growth
- Increasing demand for K-POP Goods, Korean foods and Korean cosmetics
- DFS, Hotels and other tourism infrastructural strategy

Increase of Air Seat Capacity Governmental Inbound Tourism Promotion

- Hub Airport of the Northeastern Asia ('17 Opening of the 2nd Terminal, '18 Pyeongchang Winter Oylmpic)
- Increase of air supply due to development of China's Airline and Air Plane Business
- Continuous effort from both government to eradicate Chinese low-cost package tour
- Development of the new tourism contents



"Korea Inbound Market "

- Korea Inbound Travelers : 20 Million
- 79% of the Total Departure
- 2015 - 2020 Estimated CAGR : 8.0%



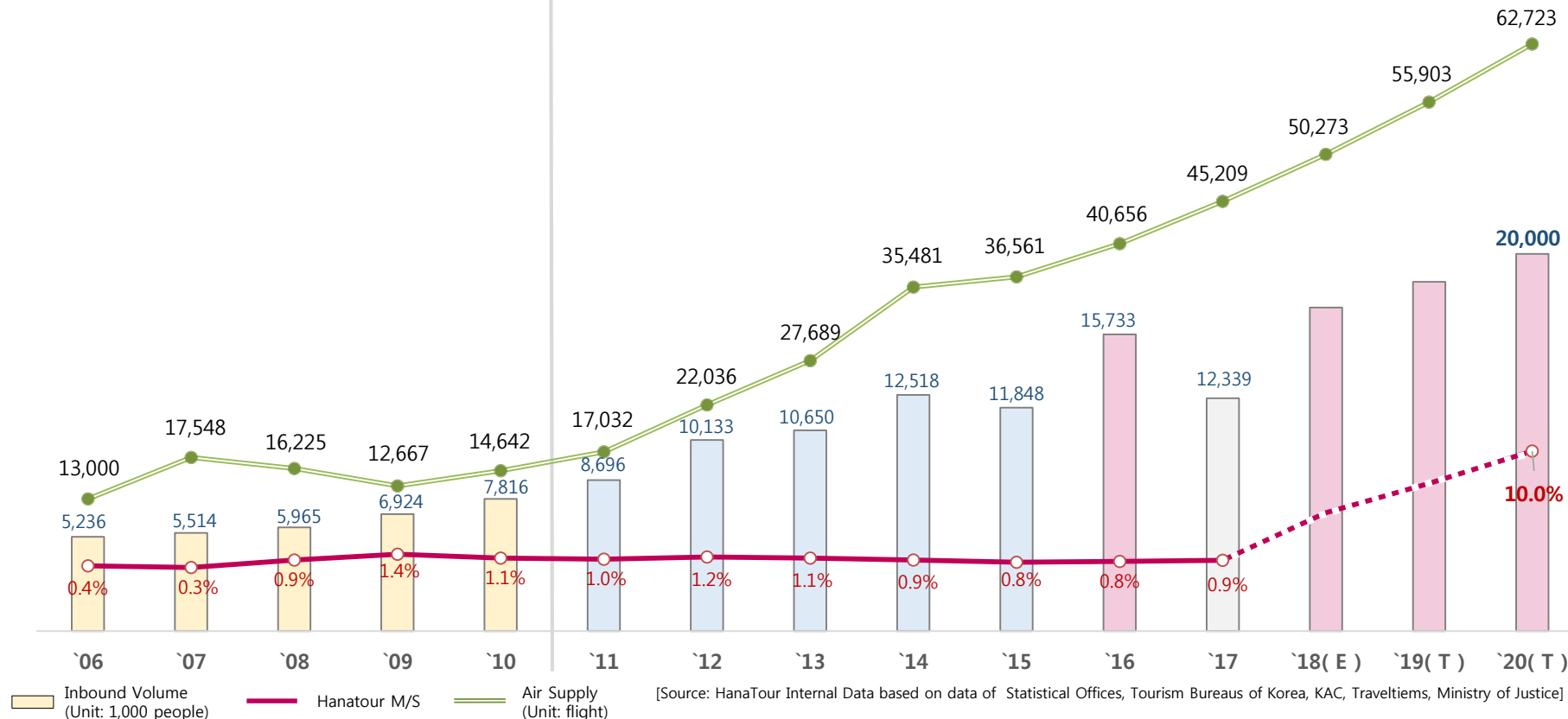
"Hanatour's 2020 Vision"

- 2 Million Hanatour customers
- 10% of the total Market share
- 2015-2020 Target CAGR : 62.2%



"Air Supply "

- Increasing Air Supply(Mostly from China)
- 2015-2020 Estimated CAGR : 12.2%





HNT HanaTour ITC

- HANATOOUR ITC Inc. is a Leading inbound travel agency which was invested and established by HANATOOUR
- Doing active marketing and sales through 29 branches all over the world

Business Category



FIT Business

Provide City tour, Concert, Ticket, Shuttle tour service to FIT customers



Tour Desk

Operating tour desk for foreign tourists
(Seoul station, Hongik univ., Dongdaemun)



Medical Tour

Experience Korea's high quality medical services
(body check up, petit care , plastic surgeon)



Package Tour

High Quality package tour designed to satisfy various customer's needs



Korean Waves Tour

Experience popular entertainer's performance
Visit movie, drama sets



The Third Nation Tour

Provide global-bound services to foreigner and overseas Korean using 29 global branch



Discover Korea

High quality Korea Discovery Products for foreigners



MICE

International conference, exhibition and incentive tour related service



Retirement & School Field Trip

Incentive tours designed for retired or student



Korea Homeland Tour

Tour for overseas Koreans to experience their homeland

HOTEL BUSINESS



Domestic



Midscale Business Hotel

- Opened in 2012 / Insa-dong
- Operating 250 Rooms



Midscale Business Hotel

- Opened in 2013 / Myeongdong
- Operating 288 Rooms



Upscale Business Hotel

- Opened in 2016 / Hoehyeon Stn.
- Operating 576 Rooms, Pool, F&B

Global



Active marketing and sales
using global networks

Maintain asset light structure
by Master lease

Operating 1,114 Rooms
in downtown Seoul area
Enhance competitiveness
for inbound business

Operating 7,000 Rooms by 2020
Making competitiveness
in hotel operating



Korea's New Paradigm of DFS with Hanatour Culture-Tourism Meets Shopping, Global No1. Culture-Tourism DFS

ICN AIRPORT T1



1ST Nov. 2015 Grand Opening

- Global No.1 Revenue Generating Incheon airport DF9 Area
- Located at Asiana Gates
- 5 stores 160 brands, 5,000 products
- 24hr operating pick-up desk
- **Commercial Area Size of 918m²**

ICN AIRPORT T2



Jan. 2018 Grand Opening

- Located at DF4 area in T2
- Available to sell all kinds of goods
- Korean Air, Delta, Air France, KLM are located
- Great synergy opportunity with Hanatour customers who use Korean Air
- **Commercial Area Size of 825m²**

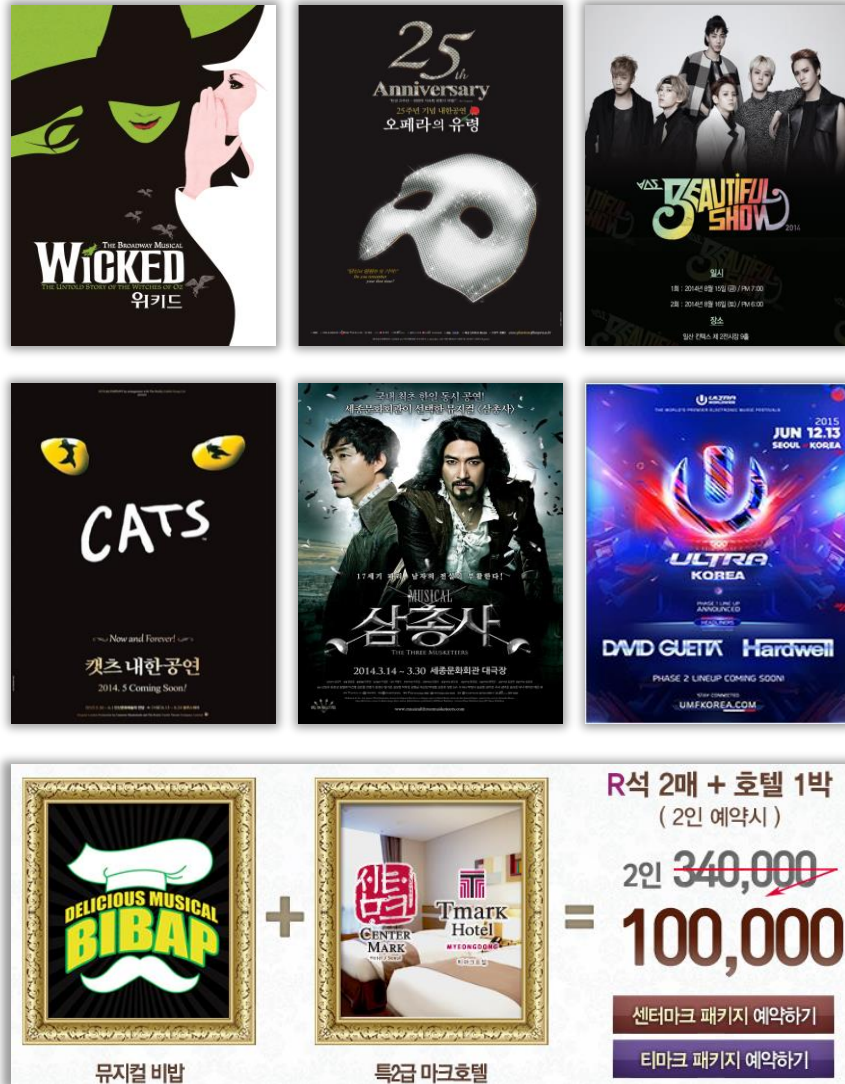
SEOUL CITY



29th Apr. 2016 Grand Opening

- Located at the tourists' hot spot Insa-dong
- Hanatour Main Building 1F – 4F
- Online DFS(www.smdutyfree.com)
- Related to HNT website & Mobile App
- **Commercial Area Size of 5,315m²**

CULTURE BUSINESS INVESTMENT



➤ Expansion of HNT Performance Contents Investment

- Synergy with Existing Tour Business
- Expansion of Business through Exploring new Culture Contents Business
- Performance Ticket Retail through Hanafree Ticket Brand

➤ Stabilization of Investment Structure

- Capital Guarantee & Loss CAP method investment to Minimize Risk
- Investment Ceiling
(Decide total Investment Scale after looking over Yearly Line-up)
- Diversification of Investment to Secure Distribution
(Exclusive Sales and Secure of On-Site Sales)
- Co-Investment(Sourcing) through Strategic Partnership

GLOBAL BUSINESS



OVERSEAS NETWORKS

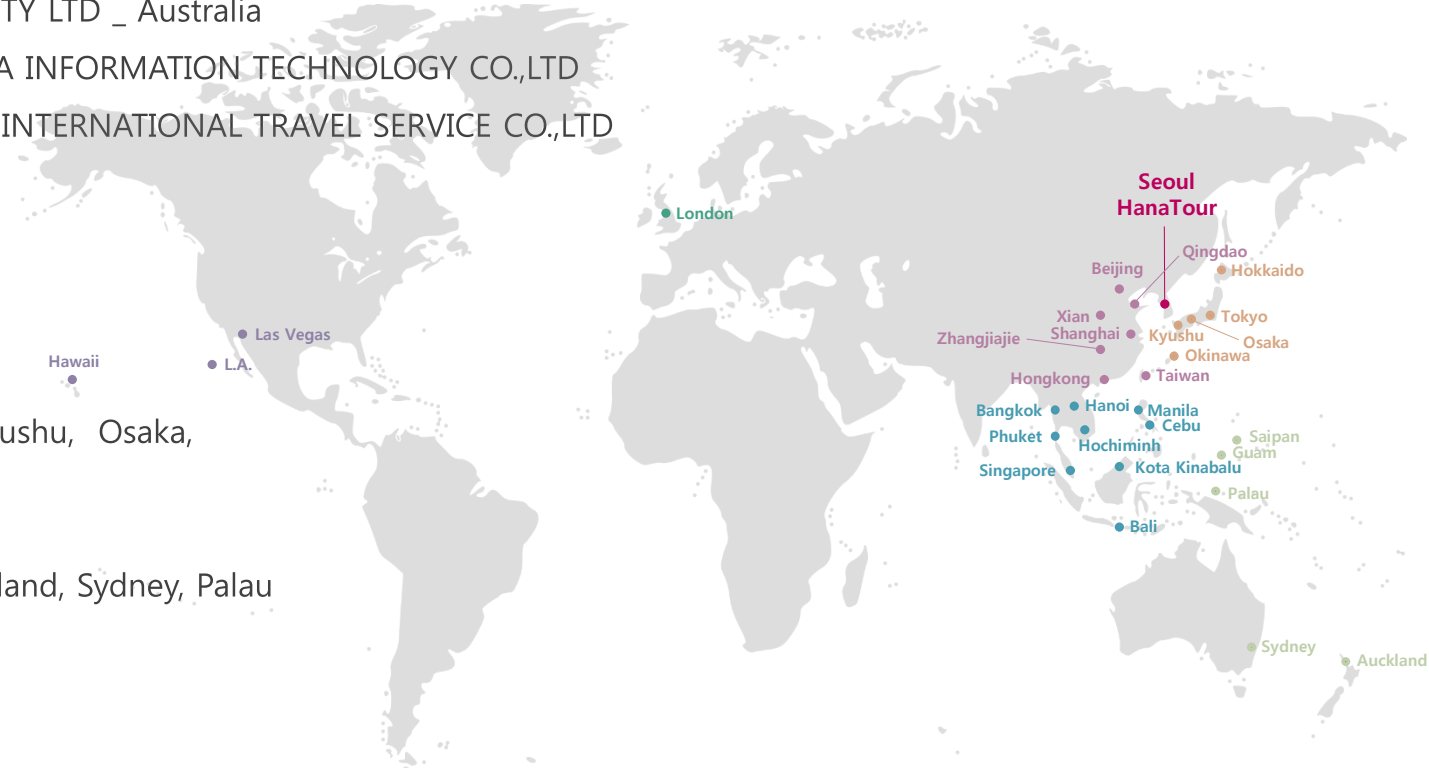


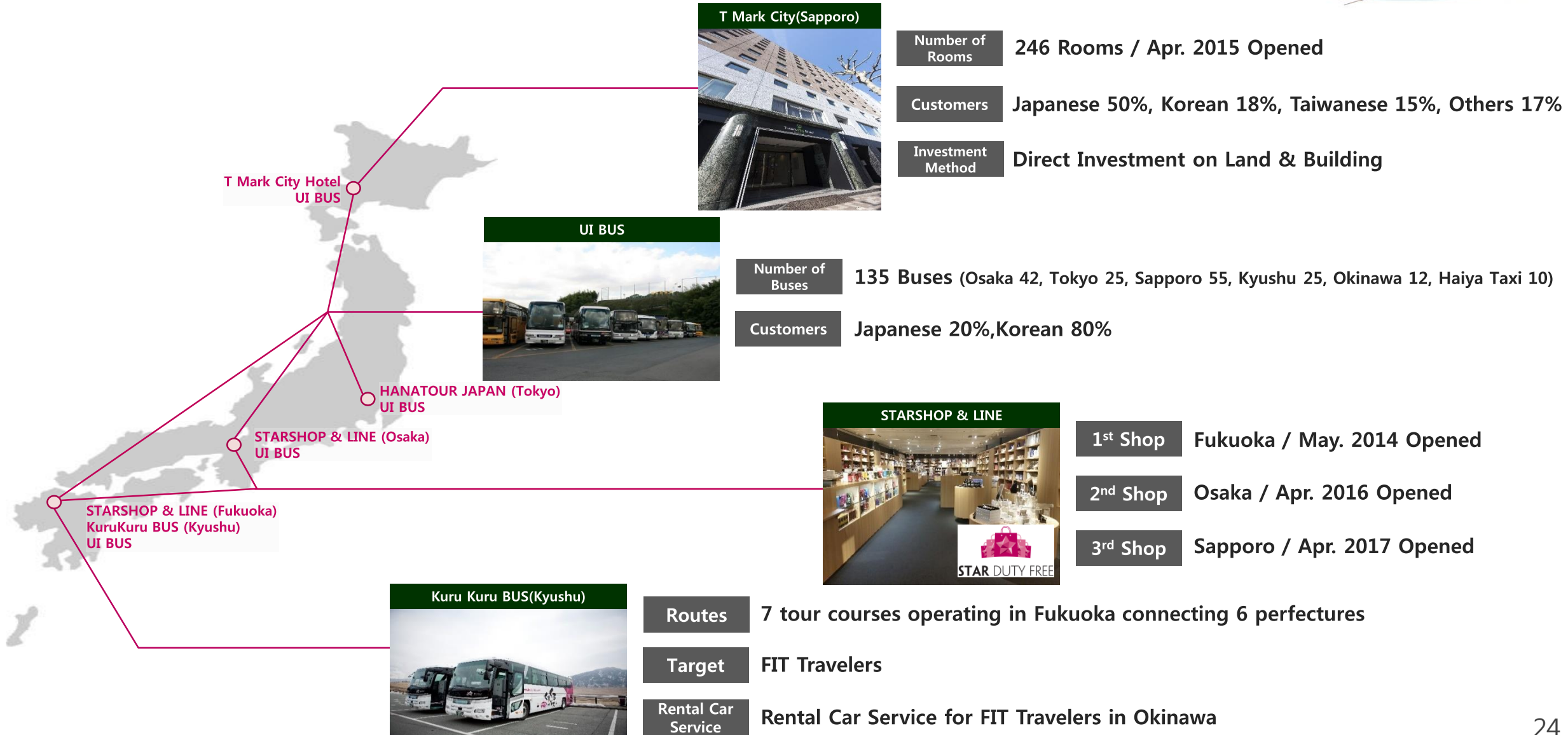
11 Overseas Subsidiaries in 9 Countries

- | | |
|--|---|
| 01. HANATOUR USA INC | 07. HANATOUR PTE. LTD _ Singapore |
| 02. HANATOUR CHINA | 08. HANATOUR EUROPE LTD _ London |
| 03. HANATOUR HONGKONG CO., LTD. | 09. HANATOUR PTY LTD _ Australia |
| 04. HANATOUR TAIWAN SERVICE INC. | 10. BEIJING HANA INFORMATION TECHNOLOGY CO.,LTD |
| 05. HANATOUR JAPAN Co., LTD | 11. BEIJING YITU INTERNATIONAL TRAVEL SERVICE CO.,LTD |
| 06. HANATOUR SERVICE (M)SDN.BHD _ Malaysia | |

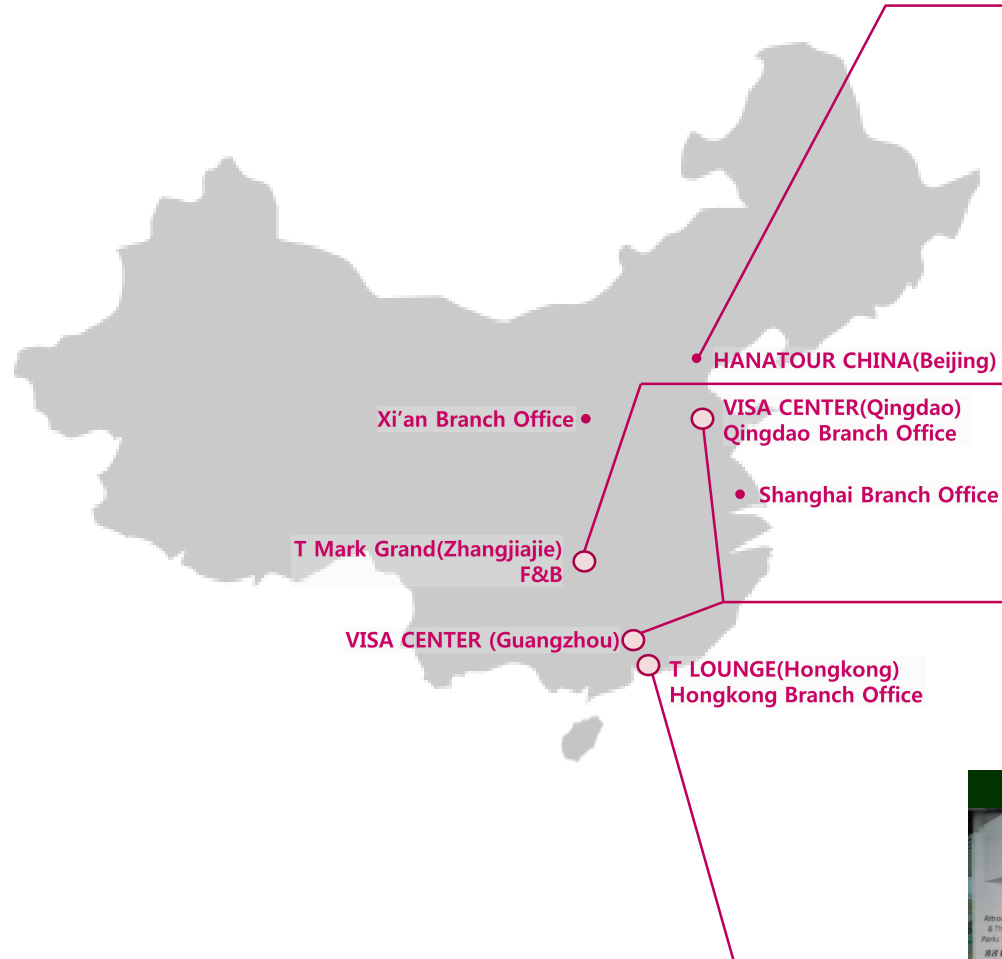
43 Global Networks in Total

- | | |
|---|--|
| 01. U.S.A
- Los Angeles, Las Vegas, Hawaii, New York | 04. Japan
- Tokyo, Hokkaido, Kyushu, Osaka, Okinawa |
| 02. China
- Beijing, Shanghai, Qingdao, Xian, Zhangjiajie | 05. South Pacific
- Guam, Saipan, Auckland, Sydney, Palau |
| 03. Asia
- Taiwan, Hong Kong, Bangkok, Phuket, Manila, Cebu, Bail, Hochiminh Hanoi, Kota Kinabalu, Singapore | 06. Europe
- London |





HANATOUR CHINA



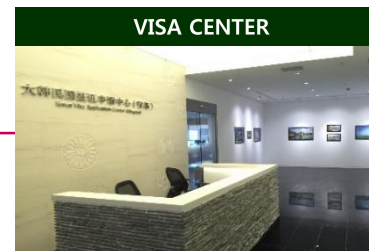
HANATOUR CHINA

Location	Beijing, Shanghai, Qingdao, Xian, Hongkong
Main Business	Provide inbound services
Target	Global-bound business



T Mark Grand Hotel & YOULAM

Hotel	About 500 rooms in operation
YOULAM	F&B Business in Zhangjiajie (Mar. 2017 Opened)



VISA CENTER

1 st Center	Qingdao / Sep. 2015 Opened
2 nd Center	Guangzhou / Sep. 2015 Opened



T LOUNGE(Hongkong)

Location	Inside of the Star Ferry Terminal Daily population of 55,000
Service	Selling air ticket, hotel, day tour for FIT customers Provide resting area, free Wi-Fi



APPENDIX



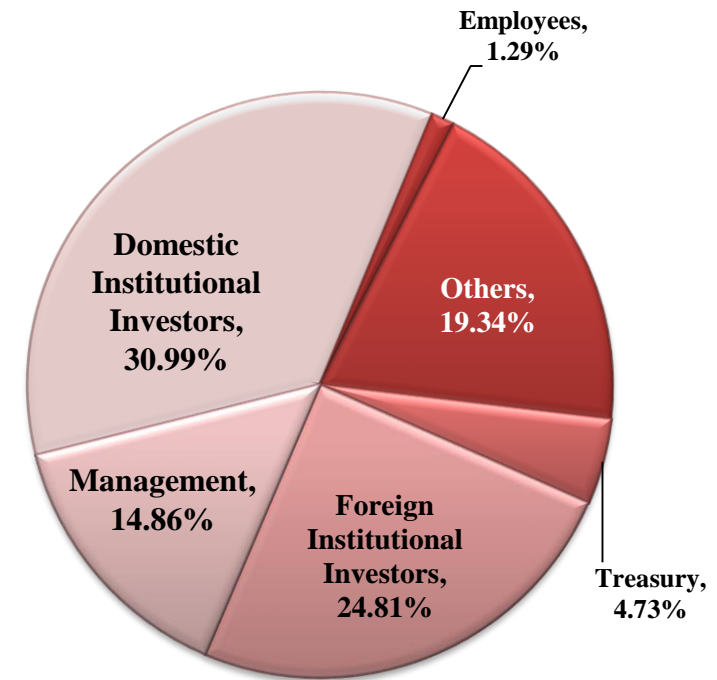
OVERVIEW



COMPANY PROFILE

Date of establishment	November, 1993
CEO, Chairman	Sang Hwan, Park
CEO, President	Jin Kook, Kim
Total number of employees	2,627 (Dec. 2017)
Paid-in capital	KRW 5.8 bn (Dec. 2017)
Outstanding Shares	11,616,185 (Dec. 2017)
Networks	Domestic : 25 Overseas : 24 (Main Offices Only)

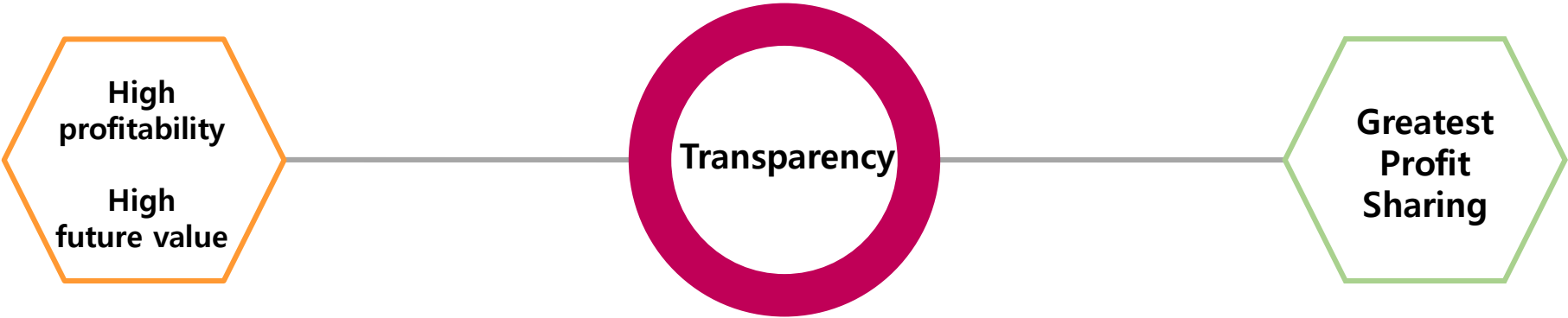
SHAREHOLDERS BREAKDOWN



*Based on
December 31st, 2017*



35% Payout Ratio



Index	2017	2016	2015	2014	2013	2012	2011
Dividend Per Share(Won)	800	800	800	700	600	500	400
Interim Dividend (Won)	700	700	700	600	500	500	500
Total Dividend (Bn Won)	166	166	166	145	125	111	98
Dividend Payout Ratio(%)	128.0%	206.6%	52.2%	43.3%	36.8%	32.0%	46.0%

※ From 2011 K-IFRS Based

BUSINESS PERFORMANCE



(KRW bn, %)

Description		FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18 (Parent)	FY18 (Consolidated)
Growth	Sales Income	124	218	226	259	297.6	385.5	459.4	595.5	682.3	158.6	229.3
	Growth(%)	-28	76	3.8	14.5	14.8	9.3	19.2	29.6	14.6	24.4	18.8
Profitability	Operating Income	0.4	27.2	22.1	34.7	36.5	40.4	44.7	20.9	40.8	13.9	12.0
	Income Before Income Taxes	-3.0	32.7	24.8	39.6	43.0	46.2	46.9	23.9	38.0	19.1	12.9
	Net Income	-4.8	24.1	19.5	30.0	32.7	35.4	34.1	7.5	12.7	15.2	7.6
	ROE(%)	-5.4	23.9	18.6	22.7	19.9	18.8	15.7	3.5	5.3	7.9	3.1
Stability	Current Ratio(%)	147.6	143.0	125.0	133.4	139.5	130.2	123.5	120.6	125.4	93.3	127.1
	Debt Ratio(%)	0	0	0	0	0	0	0	0	0	0	0

※ From 2011 K-IFRS Based

PRO-FORMA INCOME STATEMENT



(KRW bn)

Description	FY10	FY11	FY12 (consolidated)	FY13 (consolidated)	FY14 (consolidated)	FY15 (consolidated)	FY16 (consolidated)	FY17 (Consolidated)	FY18 (Parent)	FY18 (Consolidated)	FY18 Guidance
Gross Sales	<i>(Package)</i>	1,267.0	1,452.9						681.4		
	<i>(Air-Ticket)</i>	377.9	462.5						298.9		
Sales Income	218.1	226.0	307.9	352.7	385.5	459.4	595.5	682.3	158.6	229.3	821.3
Operating Expense	190.9	204.8	268.3	312.3	345.0	414.6	574.6	641.5	144.7	217.3	745.5
Operating Income	27.2	22.1	39.6	40.4	40.4	44.7	20.9	40.8	13.9	12.0	75.8
OPM(%)	12.5	9.8	12.9	11.4	10.5	9.7	3.5	6.0	8.7	5.2	9.2
Income Before Income Taxes	32.7	24.8	49.9	48.8	46.2	46.9	23.9	38.0	19.1	12.9	-
Net Income	24.1	19.5	37.4	36.1	35.4	34.1	7.5	12.7	15.2	7.6	-

※ From 2011 K-IFRS Based

PRO-FORMA BALANCE STATEMENT



(KRW bn)

Description	FY08	FY09	FY10	FY11	FY12 (Consolidated)	FY13 (Consolidated)	FY14 (Consolidated)	FY15 (Consolidated)	FY16 (Consolidated)	FY17 (Parent)	FY17 (Consolidated)
Current Assets	90.8	105.2	156.3	164.6	281.4	278.5	316.4	340.2	345.7	275.2	430.3
Non-Current Assets	63.4	57.1	64.0	83.0	71.0	98.0	121.0	164.1	174.6	184.5	174.5
Total Assets	154.2	162.3	220.3	247.6	352.4	376.5	437.4	504.3	520.2	459.6	604.7
Current Liabilities	63.8	71.2	109.3	136.2	169.5	180.8	243.0	275.4	286.7	274.1	343.1
Non-Current Liabilities	1.0	0.1	0.2	-	3.1	3.1	6.4	11.6	21.5	4.1	20.2
Total Liabilities	64.8	71.3	109.5	136.2	172.6	183.9	249.4	287.0	308.2	278.2	363.3
Capital Stock	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8
Retained Earnings	44.9	20.5	38.1	46.0	76.0	98.8	118.6	134.9	126.4	117.7	122.8
Other Capital	36.8	62.5	64.7	79.6	97.9	-0.8	-1.5	-1.1	-0.8	-0.8	-4.4
Total Stockholders' Equity	89.4	90.9	110.8	111.5	179.8	192.6	188.0	217.2	212.1	181.4	241.5
Total Liabilities and Stockholders' Equity	154.2	162.3	220.3	247.6	352.4	376.5	437.4	504.3	520.2	459.6	604.7

※ From 2011 K-IFRS Based

PRO-FORMA CASH FLOW



(KRW bn)

Description	FY08	FY09	FY10	FY11	FY12 (Consolidated)	FY13 (Consolidated)	FY14 (Consolidated)	FY15 (Consolidated)	FY16 (Consolidated)	FY17 (Parent)	FY17 (Consolidated)
1. Cash Flows from Operating Activities	8.6	11.4	63.1	47.7	39.2	45.9	103.7	34.9	27.5	51.0	66.2
2. Cash Flows from Investing Activities	-6.3	13.4	-28.2	-27.3	-44.1	-41.3	-39.5	-0.9	6.7	-0.6	-21.8
3. Cash Flows from Financing Activities	-30.7	-6.1	-7.7	-18.9	7.6	-15.0	-31.7	-2.3	25.5	-16.6	32.9
4. Increase (Decrease) in Cash (1+2+3)	-28.4	18.8	27.2	1.5	2.6	-10.5	32.4	31.6	8.7	33.8	77.3
5. Cash at the Beginning of the Fiscal Period	47.1	18.7	37.5	64.7	91.2	93.0	81.9	113.9	146.5	100.8	156.0
6. Cash at the End of the Fiscal Period	18.7	37.5	64.7	66.2	93.0	81.9	113.9	146.4	156.0	134.3	228.4

※ From 2011 K-IFRS Based



(%)

		FY06	FY07	FY08	FY09	FY10
Growth (%)	<i>Sales Income</i>	49.5	19.8	-13.3	-28.3	76
	<i>Income Before Income Taxes</i>	46.1	17.8	-79.5	-136.6	N/A
	<i>Net Income</i>	40.3	15.3	-81.3	-196.2	N/A
	<i>Income Before Income Taxes Margin</i>	20.4	20.0	4.7	N/A	15.0
	<i>ROA</i>	17.2	14.6	3.0	-3.1	11.1
	<i>ROE</i>	34.6	28.0	5.3	-5.4	23.9
Investment	<i>EPS (Won)</i>	2,160	2,352	445	-416	2,193
	<i>BPS (Won)</i>	8,009	8,557	7,698	7,828	9,537
	<i>Pay-Out Ratio(%)</i>	35.3	38.9	166.7	N/A	38.8
	<i>Net-Cash (KRW bn)</i>	72.0	47.0	18.7	37.5	64.7

※ K-GAAP Based



(%)

		FY11		FY12		FY13		FY14		FY15		FY16		FY17	
		Parent	Consolidated	Parent	Consolidated	Parent	Consolidated	Parent	Consolidated	Parent	Consolidated	Parent	Consolidated	Parent	Consolidated
Growth (%)	<i>Sales Income</i>	4.0	4.0	14.5	14.8	14.8	14.6	6.0	9.3	14.1	19.2	7.2	29.6	15.3	14.6
	<i>Income Before Income Taxes</i>	-19.1	-21.3	59.9	85.0	8.5	-2.2	-15.5	-5.4	2.7	1.6	-51.7	-49.0	149.7	58.8
	<i>Net Income</i>	-11.6	-14.1	53.5	74.3	9.2	-3.6	-14.1	-1.9	2.1	-3.5	-66.9	-78.0	173.9	68.9
	<i>Income Before Income Taxes Margin</i>	11.2	10.2	15.3	16.6	14.6	13.9	11.7	11.9	10.4	10.3	8.7	4.1	11.2	5.8
	<i>ROA</i>	7.9	7.2	10.0	10.6	9.6	9.9	7.7	8.1	7.2	6.8	2.3	1.4	5.7	2.1
	<i>ROE</i>	17.5	16.3	19.6	20.8	18.6	18.7	17.1	18.8	16.1	15.7	5.5	3.5	14.3	5.3
Investment	<i>EPS (KRW)</i>	1,789	1,930	2,714	3,198	2,881	2,989	2,504	2,978	2,602	2,877	859	727	2,351	1,172
	<i>BPS (KRW)</i>	10,249	12,095	13,524	15,907	15,495	16,985	14,933	17,069	16,194	19,682	15,527	19,163	16,391	21,819
	<i>Pay-Out Ratio(%)</i>	50.1	46.0	37.1	32.0	38.2	36.8	51.5	43.3	57.7	52.2	93.2	110.2	63.8	128.0
	<i>Net-Cash (KRW bn)</i>	66.2	91.2	67.6	93.0	52.5	81.9	73.6	113.9	49.2	146.5	174.8	206.6	134.3	228.4

※ From 2011 K-IFRS Based

AWARDS LIST



- ❖ 2017, Ranked 1st among the Most Respected Companies (travel company category) for ten years in a row
- ❖ 2017, Ranked 1st in the Brand Star travel company category for thirteen consecutive years
- ❖ 2017, Ranked 1st in the Korea Brand Power Index (K-BPI) for thirteen consecutive years
- ❖ 2017, Selected as the "Brand of the Year" in the travel category by the Customers Council for ten years in a row
- ❖ 2017, For four consecutive years, the number-one travel company in the National Customer Satisfaction Index (NCSI) of the Korea Productivity Center Ranked 10th in the 2017 Top 100 Korean Brands
- ❖ 2017, Ranked No.1 in the women consumers' choice of good companies by The Women's News for twelve consecutive years
- ❖ 2016, 1st place for 8 consecutive years in Korean Customer Satisfaction Index(KCSI)
- ❖ 2016, Receive a Presidential Citation for Job Creation
- ❖ 2016, 1st place for 3 consecutive years in National Customer Satisfaction Index(NCSI)
- ❖ 2016, 1st Place for 9 consecutive years in the tourism field in "Brand of the Year 2016" selected by Customers Council
- ❖ 2015, 'Leisure Friendly Company' Authorized by Ministry of Culture, Sport and Tourism
- ❖ 2015, 1st Place for 8 consecutive years in the tourism field in "Brand of the Year 2015" selected by Customers Council
- ❖ 2015, 1st Place for 11 consecutive years in the tour company field in "Korea's Brand Star" selected by Brand Stock
- ❖ 2014, Acquired a recertification for Customer-Centered Management (CCM)
- ❖ 2014, Awarded 'Malaysia Tourism Awards 2012/2013'
- ❖ 2013, 1st Place for 6 consecutive years in the tourism field in "Brand of the Year 2013" selected by Customers Council
- ❖ 2013, 1st Place for 9 consecutive years in "2013 Brand Power of Korea Industry"
- ❖ 2013, CEO Park Sanghwan received the Gold Pagoda Industrial Medal for Contribution to Tourism Promotion at the 40th Tourism Day Commemoration
- ❖ 2013, 1st ranked in '2013 Korea Best Brands' by Brand international
- ❖ 2013, 1st Place for 5 consecutive years in "Customer Satisfaction(Travel Agency)" by KMA
- ❖ 2013, 1st Place for 9 consecutive years in tourism field in "2009 Brand Power of Korean Industry" selected by KMAC
- ❖ 2012, 1st Place for 9 consecutive years in tourism field in "2012 Korean Brand Star" selected by KMA Brand Stock
- ❖ 2012, 1st Place for 7 consecutive years in tourism field in "Super Brand" selected by Ministry of Trade, Industry and Energy

THANK YOU

