The Korea Economic Daily has been consistently putting its corporate policy - "Promotion of Democratic Market Economy" into practice since its first publication in 1964.

Oct. 1964
Founded The Ilgan Kyungje Shinmun
From Oct. 12 1964 dated newspaper changed its name to 'Economic Daily' from 'Daily Sports Newspaper' founded on Aug. 15 1963

Oct. 1975
Renamed as The Korea Economic Daily

Nov. 1980
Renamed as The Korea Economic Daily

Jan. 1982
Founded The Da-San Economic Award
Founded in memory of Dasan Jeong, Yakyong's spirit in admin sitrating the state to relieve the people's suffer and pragmatism to enhance economic study trend. Positioned itself as highly recognized award in and economy field of study

Construct new headquarters building
Constructed new headquarters building, high tech intelligent building, with 18 stories above the ground and 6 below

Nov. 2006
Established The Hankuk-Kyungje TV broadcasting service
KED laid foundations for the ground of establishment of the international cooperative network in which the best expert from enterprises, colleges, and the government participate for the purpose of cultivating the elites equipped with global competitive strength

Oct. 1964
Renamed as The Korea Economic Daily. Co., Ltd

Mar. 1998
Altered its title to 'Korea Economic Daily' from Nov. 26 and company name to the Korea Economic Daily Co., Ltd

Nov. 1999
Established The Hankyung.com

Jun. 2000
Established The Hankuk-Kyungje TV broadcasting service

Mar. 2004
President Shin, Sang-Min inaugurated

Jun. 2005
The first publication of the economic education newspaper for senior high school students 'Sangle Sangle'

Nov. 2006
Established The Hankyung Value Innovation Research Institute

Feb. 2006
Held Korea Innovation Forum

Oct. 2007
Established 36 pages color synchronous printing system

Jun. 2008
Held the first World IT Show(WIS)

NOV. 2008
Held the 3rd Global HR Forum

Oct. 2007
Established The Hankyung.com

Feb. 2006
Held Korea Innovation Forum

Nov. 2006
Established The Global HR Forum

May. 2005
The first publication of the monthly financial technology magazine 'Money'

Dec. 2007
Established 36 pages color synchronous printing system

Jun. 2008
Held the first World IT Show(WIS)

Dec. 2008
Developed and proclaimed the new CI
The Korea Economic Daily is endeavoring to convey more in-depth analysis and commentaries concerning the stream of global economy in keeping with the global era.

The Korea Economic Daily is a top-notch comprehensive economic journal published first in 1964. Our paper is rated "the most reliable economic newspaper" by its readers by offering in-depth, accurate news accounts regarding the general economy.

The Korea Economic Daily is making every effort to deliver in-depth analysis and commentaries as to the economic stream of every corner of the global village in tune with the Global Era. For this purpose, we are mobilizing a global network, such as dispatching our correspondents to major regions including the USA, Japan, China, etc., and securing cooperation with the worldwide economic news media, such as “the Wall Street Journal” in the US, and “The China Economic Daily” in China, etc.

Such a tradition is continuously being linked to all affiliates of the Hankyung Media Group. Korea’s top economic portal, Hankyung.com is offering real-time economic news in a diverse mode through the Internet. The Hankuk-Kyungie TV is vividly transmitting not only the market situation, such as stocks, real estate, and foreign currency market, etc. but also deals with even healthy food living by digging out a variety of information around the clock.

The Korea Economic Daily is setting “Promotion of Democratic Market Economy” as its company policy. The intent of this policy lies in making a country favorable to doing an enterprise and ultimately enhancing the life quality of the people by supporting businessmen who are the driving force behind economic development, so that they could display their entrepreneurial spirit to the utmost.

The Korea Economic Daily promises to persistently offer substantial diverse economic news to our respected readers so that they can make an affluent design of their future for ever.

In addition, We again promise to go all the way incessantly to become a comprehensive media group which can take a lead of the 21st century characterized as globalization and digitalization.

Thank you

The President of Korea Economy Daily

Kim Ki Woong
Way to read the Korea Economic Daily

KED has opened a new horizon of the editing design of the Korean papers.

The nature of business newspaper is delivering trends of money and goods. Therefore, editorial design should be able to help readers to accept contents in more calm and rational manner. For this reason, KED-created restrained, simple but strong editing design, unlike too much emphasis on colorful visuals made by a lot of domestic newspapers, is to be open to the public.

KED is set for plenty of reading materials as to specific issues by day. At this section, you will be greeted by ‘Monday Interview’ dealing with a success story of CEOs and prestigious celebrities; ‘Manager Kim & Assistant manager Lee’ (Tues) which unravels the agonies, joy and sorrow of the employees in their 30s and 40s; ‘CEO & Management’ which includes advice for businessmen dreaming of a CEO-to-be (Web), etc. In addition, ‘Better Life’ (Thurs) featuring a receipt for financial design for one’s affluent old age and ‘Book Town’ introducing the knowledge trend of our society are also all ready for you.

If readers are not satisfied with the main pages, their thirst for information can be filled by special sections. ‘Money & Investing,’ KED’s premium section, is comprehensive financial technology magazine within the newspaper which contains all know-how on securities, real estate, fund investment, and financial technology. Readers can also find out about business’s up-to-date trend from various sections such as ‘Auto,’ introducing newest automobile trends, and ‘Ubiquitous,’ providing information on IT new products and IT trend.

‘Health,’ ‘Travel,’ and ‘Books,’ can be a guidance to healthier and enrich life.
In the subscribers weight of the investments in real estate, which is ranked as one of both major financial technologies for households together with stocks, KED also showed overwhelming superiority over other papers. The Korea Research's survey on the weight of the readers subscribing to each economic paper revealed that KED was ranked first with its readers' weight of 288.8.

Any subscribers of an economic paper want to be wealthy. That's why they read an economic paper carefully. Then, which paper should rich people read? According to the Korea Research's survey result, the readers subscribing to KED were found to have more average monthly income [amounting to 5.2 million won] than the readers subscribing to the other economic papers.

In the rapidly changing world, subscribers are not satisfied with useless economic information. According to the survey conducted by Interbrand, about half the subscribers of the KED were found to subscribe it for the reason of "a variety of practical information on economy".
The Korea Economic Media Group is building the nation’s best media portfolio, such as newspaper, broadcasting, and Internet-based publication of magazines, etc. Also, the Korea Economic Media Group promises to grow into the nation’s best media group by firmly building cooperative relations between various media affiliates.

The Korea Economic Daily Media Network

The Group consists of the nation’s top broadcasting service specializing in stocks; Hankuk-Kyungje TV, No.1 economic portal; Hankyung.com, Hankuk-Kyungje Magazine publishing a highly-dignified magazine related to economy by strict screening, the nation’s largest publisher specializing in economy; Hankyung BP, and Hankyung Edu taking responsibility for economic education for adolescents and employees including the KED.

1. The Korea Economic Daily is a Frontier in Economic Broadcasting

Korea's Finest Securities Channel
Since launched in 1999, the channel made a lodgement as number one economic securities channel with endless support and love from viewers. In overflowing cable TV market, Hankuk-Kyungje TV also secured broad range of viewers by delivering not only security but also up-to-the-minute insight on industry, real estate, economic policies, entrepreneurship, and medical information. Especially, it made highest viewing rate during the opening hour of a securities market and established its reputation as most recognized securities channel among investors.

Strong Viewers' Loyalty
Hankuk-Kyungje TV also made great appeal to those high earning society leaders who are interested in economy and securities and secured many viewers with strong loyalty. In words of one syllable, the leaders of Korean economy, first fiddlers to creating capital market, and individuals having a lot of concern over the accumulation of riches are the very audiences of the Hankuk-Kyungje TV.

The Best Manpower
In order to provide finest information to viewers, many experts are working around the clock. Over 200 experts in producing and over 70 reporters who have thorough knowledge in economy and securities search for the best information daily through out the world. Hankuk-Kyungje TV is offering information to the Korean residents in the USA, Russia and Japan in real-time, and it also turns its electric lights on around the clock for the realization of the next generation broadcasting technology.

Transparent Management & Superior Earnings Structure
On the basis of the former journalist manager's professionalism and expertise, it is maintaining the high quality of broadcasting and shows high efficiency in management by equipping itself with transparent corporate governance. Earning two digits growth on sales and operating profits every year, the company even created highest operating profits during 2008 in global economic crisis which proved the superiority of the company.

Challenge to the Future
Hankuk-Kyungje TV does not satisfies with the presence but continuously tries to make innovation. Most recently, the company tries to innovate its broadcasting by integrating Convergence and Ubiquitous into broadcasting technology. That is the One Source Multi Use strategy. In order to cope with the digital era the company also tries to deliver the up-to-date contents through communication medium such as cable TV, satellite broadcasting, ARS, satellite DMB, and mobile communication. The viewers’ range became more broad through various medium of communication. Now, even the general employees, who are not available to viewing at their mercy, can get all sorts of news and information on stocks through the Internet-based DMB.
Korea's best economic portal site, 1.75 Million Daily Visitors, 7 Million Clicks Daily
Hankyung.com establishes its top position among the economic portal since there are 1 million visitors and 7 million clicks daily.

Established On-line News Bulletin Center
On Dec. 2008 Hankyung.com established On-line News Bulletin Center which heavily emphasized on news bulletin and news editing function in order to communicate realtime news around the clock.

Established Nation’s Largest Stocks News Coverage Network
Hankyung.com has a total of 50 reporters in the field of stocks including its reporters of its own online news network and offline paper reporters, who have conveyed vivid on-site news on stock market around the dock.

Combination of Offline with Broadcasting-One Source Multi-Use
Hankyung.com is sending high-quality diverse news by building organic relations with the nation’s best offline economic media-the Korea Economic Daily. In addition, it is offering moving picture service by building cooperative relations with the number one economy channel the Hankuk-Kyungje TV.

All-inclusive Living Information on Financial Technology
Besides the channel for the best stocks and real estate, Hankyung.com is covering not only diverse high-grade information involved in financial technology, such as foreign currency, funds, raw materials, etc. but it also includes everything related to living information, such as real estate, auto, golf and leisure, etc.

Vast Community Activities
In order to help worker’s career development, the community channel offers ‘Wisdom’ to become successful through columns of 100 experts of work, economic, life, reading, and world.

Building of the nation’s greatest database on economic knowledge
Hankyung.com also offers various services such as ‘S-Hankyung,’ economic site for beginners to learn economic knowledge, ‘Economic Terminology Dictionary Service,’ dictionary for difficult economic terminology, ‘Sangle Sangle,’ business newspaper for young adults, ‘TESAT,’ a verification examination of economic understanding.
Hankyung BP Produces Masterpieces in Economy, Business, and Financial Technology Field

Hankyung BP, a subsidiary of the KED, is the enterprise which is manufacturing books just like water and air in Korea. We have retained our top position for 10 years as the birthplace of the best-sellers of economic Business.

Nation’s Biggest and Top Publisher Specialize in Economy and Business

Hankyung BP (Business Publications), creative pioneer of economic and business books, published over 1000 books with will to create books that reflects a present and comprehends a future vision.

Producer of Best-selling Books

Each book published were the talk of the town in the publishing world and also economy and business market. Hankyung BP produced numerous best-selling books such as <Don’t Eat the Marshmallow Yet>, <The Effective Executive>, <Risk>, <A Whole New Mind>, <Raising Emotionally Intelligent Child>, <The Real Estate Will Crash>, <Accounting Concert>, and <Leave the Bank If You Want to Be Rich>. Especially <Don’t Eat the Marshmallow Yet> sold a record of 2.5 million copies by strong support of wide range of readers. <Don’t Eat the Marshmallow Yet> created a big boom and a coined word ‘Marshmallow Syndrome’ and the sequel <Don’t Gobble the Marshmallow Ever> was also a best seller.

The Heartland of Futurology-Produced World Scholars

A futurologist Alvin Toffler, a business thinker Peter Drucker, a free agent Daniel Pink, a motivation consultant Joachim de Posada, Paul Kennedy, John Naisbitt, Guy Sorman, Tom Peters, and John Galtmann... One thing in common with above people is they are scholars who earned their title as consultant Joachim de Posada, Paul Kennedy, John Naisbitt, Guy Sorman, Tom Peters, and John Galtmann... One thing in common with above people is they are scholars who earned their title as

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Hankyung BP will continuously offer motivation to study for young adults, self development know-how and financial technology for salary men, present future vision for CEO, and ways of life for older people through good books which is a nutritious element mentally and physically.

TESAT & Sangle Sangle

In Economic Education, Hankyung will take the lead.

The test positioning itself as ‘Economy TOEFL’ for employees and university students

TESAT is a test to prove to economic sense first developed by the KED to provide promotion chances for workers and increase understanding in market economy for college students to help employment. TESAT is useful source of material to make fair evaluation during screening new employees or promotion. With endless support since its first introduction, many enterprises began to introduce TESAT in new employee hiring process and also use in promotion assessment processes. The test takes place in first Sunday of Feb, May, Aug, and Nov in major cities nationwide. During the first test 2000 university students, workers, and high school students participated on Nov. 2, 2008. Won “2008 Market Economy Award” in education field hosted by the Federation of Korean Industries.

Questions for TESAT are made jointly by the nation’s prestigious college faculty on management science and editorial writers for the KED. The nation’s major private economic research institutes, such as the Korea economic institute, LG economic research institute, and Hyundai economic research institute, etc. are also participating in making questions for TESAT.

Outside the company examiner committees:

Lee Seung Hoon, Seoul National University Professor,
Jung Gap Young, Yonseui University Professor,
No Taeck Sun, Hankuk University of Foreign Studies Professor,
Lee Keun, Seoul National University Professor,
Han Soon Dae, Yonseui University Professor,
Chung Jae Ho, Korea University Professor,
Cho Myung Hyun, Korea University Professor,
Cho Han Sang, The Bank of Korea, Head of Training Development.

The one which takes responsibility for a senior high school student’s essay education on economy

Sangle Sangle is an abbreviated word for thinking and writing in Korean. It is economic essay newspaper first published in Jun. 2007 for high school students to help employment. TESAT is useful source of material to make fair evaluation during screening new employees or promotion. With endless support since its first introduction, many enterprises began to introduce TESAT in new employee hiring process and also use in promotion assessment processes. The test takes place in first Sunday of Feb, May, Aug, and Nov in major cities nationwide. During the first test 2000 university students, workers, and high school students participated on Nov. 2, 2008. Won “2008 Market Economy Award” in education field hosted by the Federation of Korean Industries.

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Hankyung Academy

- Highly Prestigious Education Service Organ on Economy & Management
- Offline & Online Lecturing Service
- Life-long Educational Institution registered with the Ministry of Education, Science and Technology.

Hankyung academy is HRD(Human Resources Development) center established by the KED in 1999. Hankyung academy provides economy and business education which is necessary for industry growth and individual development.

Off-line Education Courses

<table>
<thead>
<tr>
<th>Education Courses</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business School</td>
<td>Leader or Executives</td>
</tr>
<tr>
<td>Expert Program</td>
<td>Manager &amp; Professionals</td>
</tr>
<tr>
<td>Finance Technology</td>
<td>Generalists</td>
</tr>
<tr>
<td>Cultural Center</td>
<td>Government Staff</td>
</tr>
<tr>
<td>University Students &amp; Continuing Education</td>
<td>University Students &amp; Alumni</td>
</tr>
</tbody>
</table>

Retention of high-level professional teaching staff by each field

[List of Main Instructors]

- Lee Won Jun (President of Accenture)
- Kim Chung Hyo (President of Cheil Design Group)
- Park Young Choon (Dean of Samsung Design School)
- Um Gi Chul (Professor of Kyung Hee University)
- Moon Sook Jung (Professor of The Korea University)
- Huh Chan Hyeok (Director of Korea Economic Research Institute)
- Kim Hyung Jin (Professor of Daeduk Consulting)
- Chung Jong Seop (President of Korea University)
- Park Jeong Ha (President of Samsung Design School)
- Kim Sung Hae (Dean of Economic Research Institute)
- Park Jong Hak (Creative Consultant of PSI Consulting)

Besides these people, 150 professional reporter in economy and management with KED participate in this lecturing program.

World-famous Celebrities Invitation Forum

Hankyung Academy has held world-famous celebrities forum through a strong global network. Followings are the list of foreign figures have been invited.

- Jimmy Wales (Founder of Wikipedia)
- Rowland S. Stoeckle (Professor of Bentley University, Writer of ‘Firms of Endearment’)
- Herb Cohen (Professor of Michigan State University, Negotiation Specialist)
- Mihaly Csikszentmihalyi (Professor of Claremont University, Writer of ‘Good Business’)
- Bruce Harreld (President of IBM Global Services)
- Bernd Schmitt (Professor of Columbia University)
- Gary Coopers (SAS Institute Strategist)
- Joachim de Posada (Writer of ‘Don’t Eat the Marshmallow Yet’)

Global HR Forum www.ghrforum.org

The KED held the Global Human Resources Forum in 2006 in collaboration with Ministry of Education, Science and Technology in order to foster creative human resources with global competitiveness.

This forum is the world’s largest human resources forum both nominally and virtually in which CEOs of the major corporations in the world, great scholars in academic circles, high-ranking government officials and the representatives of international organs in large numbers around the world participate to discuss how to develop and use HR and to seek for its execution plan.

Global Innovation Forum www.innoforum.org

The global innovation forum is an international event upgraded from the “Korea Innovation Forum” which has been hosted by the KED under slogan of “Innovate Korea” since Feb. 2006. From 2009 the forum will be held in Seoul in middle of every April in “Business Festival” form to introduce new innovative trend.

World IT Show (WIS) www.wisexpo.com

World IT Show is the event that was evolved from KIECO, Korea’s every first IT exhibition, established by the KED in 1981.

Da-San Award

This is the nation’s most prestigious economics award instituted by the KED in 1982 in honor of scholar Dasan Jeong, Yakyong’s spirit of administrating the state to relieve the people’s suffering and his idea of practical science.

Art Exhibition

- Korea Corporate Sustainability Management Conference
- International Logistics Fair
- Mobile Festival
- Hankyung Golf Show
- Hankyung Amateur Golf Ranking
- Asia Venture Forum

Awards

- Korea Multimedia Technology Award
- Korea e Finance Award
- Hankyung Consumer Award
- Customer Satisfaction Business Award

- Hankyung Blue Chip Members
- College Student Paper Contest
- Hankyung Classic Concert
- Hankyung Stawards

Social Contribution Corporate Award
The Korea Economic Media Group is taking the lead in ubiquitous media while meeting with 20 million audiences. The Korea Economic Media is going ahead of others in realizing the convergence which can offer information at any time & place on the basis of its superiority in each media platform, such as newspaper, TV, Internet, etc. The new media strategy of the Korea Economic Media Group which is embracing a new trend, such as participation, sharing, and opening, etc. aims at offering the highest level contents by enhancing speed, profundity and marketability with the convergence of newspaper, TV and Internet.

10 million pages are viewed on a daily average with net visitors of 1.75 million a day
The Korea Economic Media group is positioning itself as the best economic information media by producing a one-step higher level economic news contents while building the nation’s largest size 24-hour On-line newsroom in 2008.

Nations’s First Interactive TV Trading Service
Nation’s very first TV trading broadcasting which can actually buy and sell stocks from TV, is gaining popularity among high buying power viewers.

Convergence Integration Newsroom, Ubiquitous Media Experiment
The Korea Economic Media is offering real-time financial data through a mobile phone, let alone stock experts-involved social networking-type service, and spreading a test of putting economic news contents into an e-paper reading machine.

Taking a lead the era of 20 million audience
The Korea Economic Media Group’s plan to come close to 20 million audiences has already begun. The nation’s first integrated news room to be built in Sangam-dong DMC in 2011 will be making its appearance of a graphic two-way service in which all contents like video and audio, etc. including a text and image are combined. Be prepared to meet Korea Economic Media Group’s contents from various new media channels such as IPTV and Mobile, etc.

Opening of the Sangam-dong Era in 2011
The Korea Economic Media Group is announcing its second take-off

The Korea Economic Media Group was fairly accepted as a successful bidder in a competitive bidding for the Digital Media City (DMC) lot at Sangam-dong in Seoul, which is emerging as the nextgeneration’s media valley. Accordingly, the Korea Economic Media Group is about to take a leap into a complex multimedia group with its relocation to the new office building which will have been completed by the year 2011.

Convergence Newsroom
The convergence newsroom is multi-dimensional service center that packages various contents from broadcasting, communication, the internet, and the newspaper. The convergence newsroom, the Korea Economic Media Group’s united headquarter, will present the high quality cross media which converge old and new media.

Interactive Service
The Korea Economic Media Group standing in the forefront of the field of stocks and economy with its ‘Wow Net’ the heartland of high-level investment information, and Hankyung.com an economy portal, will be a central axis of a two-way media platform with data broadcasting emitting image and data simultaneously and TV Trading which makes real-time payment and transaction available.

Global Contents Business
The Korea Economic Media Group boasting of its hub of global economy, financial data is planning to promote the contents production of economy & culture and global T-commerce jointly with overseas influential media. In addition, The Korea Economic Media Group will be opening out aggressive contents business into the world market through the processing of economy & financial data and e-learning contents production.
We're making Korea's best economic newspaper.

KED has its correspondents at major regions including the USA, Japan, and China. Every time an urgent economic pending issue occurs, KED immediately mobilizes a stereoscopic news coverage network and it is vividly sending news accounts with a realistic sense to the readers.

"KED's major sponsors are world's best companies"

"KED secured strategic partnership with World's best newspaper companies"

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**Newyork**
- Email: iklee@hankyung.com
- Phone Number: 001-1-201-916-5862

**Beijing**
- Email: forest@hankyung.com
- Phone Number: 001-86-1390-111-6714

**Washington**
- Email: comeon@hankyung.com
- Phone Number: 001-1-703-850-3396

**Tokyo**
- Email: chabs@hankyung.com
- Phone Number: 001-81-63-6904-4499