The Secret Habit to Success

The Korea Economic Daily Media Group will lead the new cross-platform media that integrates the newspaper, TV, internet and mobile.

*Hankyung* is an abbreviated Korean expression of "The Korea Economic Daily".
“Hankyung” is an abbreviated Korean expression of “The Korea Economic Daily”. The Korea Economic Daily Media Group will lead the new cross-platform media that integrates the newspaper, TV, internet and mobile.

The Korea Economic Daily Media Group is the Leaders’ Choice for Knowledge.
Established as Daily Economic Newspaper
October 1964

Renamed as The Korea Economic Daily
November 1980

Instituted Dasan Economics Prize
January 1982

Launch Hankyung KETEL service (later known as HiTEL)
April 1987

Introduced the nation’s first computerized typesetting system
December 1990

Signed MOU with The Wall Street Journal
December 2000

Published the first edition of Sangle Sangle, an economic education newspaper for high school students
June 2005

Established the Global HR Forum
November 2006

Launched full color 36-page simultaneous print technology
October 2007

Organized the first administration of TESAT
November 2008

Announced a new Corporate Identity (changed to C and completely revamped page design)
December 2008

TESAT received an official authorization from the Korean government and became the first examination testing knowledge of economics in Korea
November 2010

The Korea Economic Daily Media Group has been a pioneer in many aspects of economic education and journalism; for example,
1. Dial-up Internet service KETEL
2. iPad news service
3. TESAT, a government-recognized examination that tests aptitude for economics known as ‘Economic TOEFL’
4. Sangle Sangle, an economic educational newspaper for high school students
5. CTS, an automated electronic system for newspaper production.

The Korea Economic Daily
Korea Business News
Hankyung.com
The Korea Economic Daily Magazine
Korea Economic Daily & Business Publications Inc.
Hankyung Edu

The Korea Economic Daily
Media Group is the Leaders’ Choice for Knowledge.
CEO Interview

“The Challenging Spirit of a First Year Journalist and Insights of an Experienced Journalist.”

Q. What is a philosophy of The Korea Economic Media Group?
Our management philosophy—“Promotion of a democratic market economy”—represents our strong determination to make the society more business-friendly, to support enterprises actively practice their entrepreneurship, and eventually improves the quality of life for individuals and communities.

Q. What do the readers think about the newspaper?
Interbrand, the world’s leading brand consultancy group surveyed 600 Koreans nationwide. According to the survey results, with 23.7% of the nation’s newspaper subscriptions, The Korea Economic Daily was the most subscribed financial newspaper in Korea. At the same time, The Korea Economic Daily was ranked as the most recommended economic newspaper.

Q. What is the secret of The Korea Economic Daily to be favored by readers as the leading economic newspaper?
It is public trust. The Korea Economic Daily has made greater efforts to deliver the fast and accurate news to readers for half a century since the first publication in 1964. As economic trends in the world industry had been picked one step ahead, I thought that we have built public trust based on insight and analytical skills that can accurately predict the future.

Q. What does the future of The Korea Economic Daily Group look like?
The Korea Economic Daily has taken the lead in the Age of Media Convergence that newspapers, television, and internet are encompassed. The Korea Economic Daily will widely open the Age of the Ubiquitous Individual Media that readers and viewers can receive individually customized news information contents which reflect their own personal tastes anywhere, anytime.

Being supported by Korea’s economic development and our one million readers, The Korea Economic Daily is growing as trustworthy, leading brand of newspaper.

Kiwoong Kim  CEO, the Korea Economic Daily Media Group
A journalist with 35 years of experience

Young-yeon Kang  A First Year Journalist

The Secret Habit to Success
As each of us has different appearances, our dreams, hopes, and success stories are different as well. The Korea Economic Daily will capture millions of valuable stories of our readers.
The Korea Economic Daily is the most widely read economic newspaper among the Korean office workers and university students. Our newspaper is highly evaluated given that our news contents satisfy readers of various age spectrum. Also, the fact that our readers make relatively higher monthly income and many of them actually invest in the stock market makes our newspaper even special. Our subsidiary companies, The Korea Economic TV and Hankyung.com are also leading in their respective markets.

**Investment guide most trusted and favored by office workers and university students**

**Leading Economic Newspaper**

The Korea Economic Daily is the most widely read economic newspaper among the Korean office workers and university students. Our newspaper is highly evaluated given that our news contents satisfy readers of various age spectrum. Also, the fact that our readers make relatively higher monthly income and many of them actually invest in the stock market makes our newspaper even special. Our subsidiary companies, The Korea Economic TV and Hankyung.com are also leading in their respective markets.

**Success Stories of Millions of People.**

The Korea Economic Daily will capture millions of valuable stories of our readers.

**The Secret Habit to Success.**

The Korea Economic Daily and its readers make great companionship.

**Research performed by : Interbrand**

**Research performed by : Korea Research**

**Average monthly income of readers (Unit : KRW 10,000)**

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<td>459</td>
<td>488</td>
<td>458</td>
<td>446</td>
<td>520</td>
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**Likelihood of the readers to recommend the economic newspaper to others (Unit : %)**

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<td>82.1</td>
<td>87.3</td>
<td>80.8</td>
<td>66.0</td>
<td>88.5</td>
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**Readers’ relative investment weight in the stock market (Relative scale, with overall population’s average weight as 100)**

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<tr>
<td>158.4</td>
<td>275.3</td>
<td>158.2</td>
<td>152.6</td>
<td>360</td>
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As each of us has different appearances, our dreams, hopes, and success stories are different as well. The Korea Economic Daily will capture millions of valuable stories of our readers.

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**Period : February - April 2011**
The Korea Economic Daily provides in-depth economic news articles.

The Korea Economic Daily accurately forecasts the flow of money and products, and thoroughly pinpoints economic trends based on broad perspectives and sharp analysis.

Special Theme Planning by Days
- We provide our readers with various sections such as 'Monday Interview', success stories of most famous CEOs and celebrities, Tuesday’s ‘Manager Kim & Assistant Manager Lee’, a cable TV drama embracing joys and sorrows of office workers, Wednesday’s ‘CEO & Management’, a guide for future CEOs, and so on.

Newspaper IN Newspaper
- ‘Money & Investing’, a Monday’s section that The Korea Economic Daily and the Korea Economic TV produce together, is a must-read book for investors in stocks and properties. Wednesday’s ‘Better Life’ provides our readers with the optimal financial planning by introducing high-return financial products. ‘Biz Insight’, our Friday’s section, introduces the deep inner world of corporate management to readers without making any adjustments.
The Korea Economic Daily Media Group is your ‘investment partner’.

The Korea Economic Daily is a ‘dream team’ of a stock TV to an economic magazine and specialty books on management.

The #1 Ranked Stock Broadcasting in Korea

- The status of Korea Business News, a representative stock broadcasting, can be recognized as indicators such as the first place in ratings at the stock customer lounge and on stock trading. WOW net, a stock information website has the largest number of subscribers in Korea, and also reviewed as a much higher quality program than other stock information services.

The Leading Publisher in the fields of Economics and Management.

- The nickname of Hankyung BP is a “Bestseller Maker”. Marshmallow Story breaking through 2.5 million books as an accumulated sales volume shows the innovative planning ability of Hankyung BP very well. Many books such as The Third Wave by Alvin Toffler, The Effective Executive by Peter Drucker, and A Whole New Mind by Daniel Pink generated “The Great Scholar Syndrome” in publishing industry.

Premium Economic Magazine

- The Korea Economic Daily Magazine leads the age of high-quality magazine. MONEY, a monthly magazine that contains investment secrets of the top 1% of Korean people and Hankyung Business that joined the ABC Korea (Audit Bureau of Circulation) in 1998 first among Korean weekly economic magazines took its place as must-read books for office workers and businessmen. Job & Joy that contains everything about employment for college students is also considered as a must-read magazine.
Customized Education

Educational Contents designed by The Korea Economic Daily are steppingstones to the bright future.

We believe value, innovation and vision come from continuous education.

TESAT: The First Government-authorized Economic Knowledge Assessment Exam in Korea
- TESAT is the first government-authorized comprehensive economic examination to assess an applicant’s understanding about complicated economic phenomena. Many companies such as Hyundai Motors, Korea Industrial Bank of Korea, KB Bank, KT and the Federation of Korean Industries have used TESAT scores during the recruiting or promoting process.

Sangle Sangle: The economic newspaper selected by 71% of successful applicants who entered the top three Korean universities such as Seoul National University, Yonsei University, and Korea University.
- ‘Sangle Sangle’ is the weekly economic essay newspaper for high school students that The Korea Economic Daily founded in June, 2005. We provide approximately three hundred thousand copies to the high schools and families nationwide for free. The rate of students who studied ‘Sangle Sangle’ this year amounted to 71% of the entire successful applicants to Seoul National University, Yonsei University, and Korea University.
From News to Investment Plans, with Smartphone!

The Korea Economic Daily Media Group gradually introduced 20 different types of applications for Smart devices, which provided a variety of investment information about stock, property, and fund as well as general news.

Hankyung.com, the leading economic portal in Korea!

- Hankyung.com is an online economic news portal which has three million visitors and ten million clicks per day on average. You can review breaking news, blogs managed by specialists, and our alliance media contents as well as The Korea Economic Daily articles.

Power Blogger Network, a Hub of Netizens’ View

- Hankyung.com blogs are a treasure house of information. ‘Gwangpari’s Global IT Story’ managed by Kwang Hyeon Kim, a IT reporter, and ‘Reading History Books ’ by Dong Wook Kim, a reporter in the International Department are considered popular blogs that more than one million people visit.

Everything about the New Media from PC Communications to Tablet PCs!

At this time that boundary between the reality and imagination gets blurred, The Korea Economic Daily Media Group stands at the core of the New Digital Era.

From News to Investment Plans, with Smartphone!

- The Korea Economic Daily Media Group gradually introduced 20 different types of applications for Smart devices, which provided a variety of investment information about stock, property, and fund as well as general news.
Partnership with Global Media Leaders

The Wall Street Journal and The China Economic Daily are influential economic newspapers that are ranked as one of the top ten economic newspapers in the world. Hankyung grades up with those media giants as a global media partners by operating the network sharing global news and information with them. Our global network allows us to exclusively provide our readers with global news, columns and field reports with profound insights and internationality.

The Largest Specialists Network in the World.

Since 2006, partnering with the Korean Ministry of Education, Science and Technology, The Korea Economic Daily annually hosts Global HR Forum in order to find ways to cultivate and support creative talents and their global competitiveness. By hosting other forums such as the Global Innovation Forum and Global Financial Forum, The Korea Economic Daily also inspires a thousands of participants with its global networks and influence.

The Korea Economic Daily Media Group is Your Window to the World.

The future of Korean economy will be pictured through the global network of The Korea Economic Daily.

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Partnership with Global Media Leaders

- The Wall Street Journal and The China Economic Daily are influential economic newspapers that are ranked as one of the top ten economic newspapers in the world. Hankyung grades up with those media giants as a global media partners by operating the network sharing global news and information with them. Our global network allows us to exclusively provide our readers with global news, columns and field reports with profound insights and internationality.
Social Responsibility

Our intelligence puts sharing into practice.
When they put together, even small things can change the world.
These are our beliefs on happy future.

The Strong Korea
- “Cultivation of a hundred thousand talents in the field of science and technology” is a slogan of The Korea Economic Daily’s “Strong Korea” campaign. It is based on our belief that great innovation in science and technology is the most direct way to promote our national competitiveness. Partnering with Korean government and companies, we continuously do our best to support creative individuals who can make future global leaders of science and technology.

One-Company, One-Share
- The Korea Economic Daily Media Group holds a belief that a caring company can lead social innovation and balanced development. The ultimate purpose of a ‘One Company, One Share’ is to draw a social consensus that the companies and our society must grow and develop mutually.

“Good Replies” Campaign
- The internet considered one of the best inventions in human history is a double-edged sword. It can be a lethal weapon which may damage someone’s feeling if misused. Hankyung has displayed a campaign to spread a healthy reply culture for youths based on this judgment. The Korea Economic Daily Media Group also led online “Good Replies” Campaign.

Dasan Awards
- The Dasan Award is made to praise the ‘Silsagusi’ spirit of Dasan Yak-Young Jeong, a philosophy that emphasizes the pursuit of truth based on realism. The award goes to the individuals who achieved excellent results in the following fields: economics, finance, management and technology. The Dasan award is considered one of the most prestigious awards that corporate CEOs, scholars, and engineers wish to be granted.
The Secret Habit to Success

The Korea Economic Daily Media Group

The Korea Economic Daily hope to make a beautiful lifelong companion along with the readers. Success and Happiness of our one million readers. That is the ultimate goal of The Korea Economic Daily.
In 2014, The Korea Economic Daily Media Group will open its new era at Sangam DMC. The Korea Economic Daily Media Group will offer integrated media services at Sangam DMC area, where it has the new 23-story, 70,000 m² building. All of its subsidiary companies, including The Korea Economic TV will move into this new media center.

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