

Environment
Social
Governance

Sustainability
Report
2025



Cheil



cheil

Contents

Introduction

CEO Message	10
Company Information	12
Global Networks	14
History	16
'25 Awards	18
'25 Performance	20
About this Report	24

ESG

Sustainable Management System	28
Stakeholder Participation in ESG Management	30
ESG Management Status	31
Selection of Key Issues	32

Environment

Environmental Management System	36
Environmental management policy	36
Environmental management goals	38
Environmental management strategy	41
Evaluation of environmental management organizations and performance	42
Considering environmental factors when investing	43
Domestic leadership in environment-friendly ad production to mitigate climate change	43
Environmental Management Activities	46
Green Cheil	46
Environmental awareness building training	47
Investments for environmental management practices	48
Environmental protection activities for local communities	48
Outcome of Environmental Management	50
Greenhouse gas	50

Energy	52
Activities to reduce use of raw and subsidiary materials	54
Activities to reduce water consumption	54
Activities to reduce waste emissions	55
Activities to reduce air pollutant emissions	55
Compliance with environmental laws and regulations and disclosure of environmental information, etc.	56

[Summary] 2025 Environment-friendly management activities and practices at Cheil	57
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Social

Human Rights	60
Human rights management governance	60
Human rights management strategy	60
Human rights management risk management	63

Employees	68
Employee diversity	68
Duration of employment status and retiree support programs, etc.	74
Performance evaluation systems for employees	75
Remuneration policies	76
Welfare and benefits	77
Organizational culture	78
Education and training	81
Labor-Management Council	85

Occupational Health and Safety	86
Health and Safety systems	86
Accident-free workplace	95
Care programs for the health and safety of employees, executives, and their families	95
Health and safety of partner businesses	97

Security and Privacy	98
Systems for protection of information and privacy	98
Information security and personal information protection activities	103
Protecting the rights of data subjects	106

Ethics and Compliance	108
Employee rules for compliance practices	108
Training for employees	112
Monitoring systems	113
Principles and systems for labeling and advertising	115

Shared Growth	118
Principles for Win-Win Management	118
Operating a dedicated team for shared growth with partner businesses	120
Activities and efforts for fair trade	121
Processes for selection and evaluation of partner businesses	126
Support activities for partner businesses	128

Social Contribution	134
Social contribution policies	134
Social contribution activities	134
Socially responsible management principles	140

Governance

Charter of Corporate Governance	152
---------------------------------	-----

Shareholders	153
Mechanism for gathering shareholder opinions	153
Shareholders' rights	153
Efforts to return value to shareholders (dividends)	154

Director/Board of Directors	156
Directors	156
Board of Directors	159

Audit	164
Audit bodies	164
Professionalism of auditors	166
Training for auditors	166
Audit support organization	169
Independence of external auditors	169

Risk Management	170
Risk management	170
Communication of important matters	174
Identifying and managing economic, environmental, and social influences	175
Compliance with governance-related laws and regulations	175

Appendix

Facts & Figures	178
GRI Table	184
SASB Table	186
Independent Assurance Statement	188
Greenhouse Gas Verification Statement	192

Introduction

- CEO Message
- Company Information
- Global Networks
- Corporate History
- '25 Awards
- '25 Performance
- About this Report



CEO Message



Dear esteemed stakeholders,

Greetings from Jonghyun Kim,
President and CEO of Cheil Worldwide.

With tariff disputes weighing heavily on the global economy, the prolonged geopolitical crises and conflicts, and volatility in inflation and interest rates, we find ourselves in an environment where the only thing we can say with 'certainty' is that 'uncertainty' prevails. In this environment, what is called for from companies is a firm grounding in the fundamentals that keeps them steady even in the face of uncertainty.

To this end, in our effort to strengthen our competitive foundations as a global advertising agency, we are working to make 'Execution Rigor', or 'rigorous and thorough execution', our defining competitive strength. 'Execution Rigor' does not simply refer to an attitude of 'working harder'. 'Execution', defined as 'the means of connecting strategy to outcomes', means strengthening company-wide execution to a higher level by systematizing 'organizational capabilities', 'people', and 'processes'. Notably, we identify 'seamless execution experience', 'speed without compromise on quality', and 'perfection in the details' as the core elements of execution, and have set 'consistently delivering above-standard quality at every stage' as our guiding aspiration.

This same 'Execution Rigor', honed through hands-on business experience, is also the core driving force behind our ESG management. Precisely because the more uncertain the environment, the more important it becomes to pursue tenacious, committed action over grand declarations — and in that sense, ESG is a domain where execution matters most. We regard ESG not as a separate agenda item, but as an important set of principles to be woven naturally into the fabric of our overall management execution. With that in mind, I would like to share the specific actions we have taken in each of the areas of Environment (E), Social (S), and Governance (G).

First, in the Environment (E) area, we focused on building an environmental management framework that meets global standards, grounded in our commitment to 'Execution Rigor'. Our greatest achievement in this regard was obtaining 'ISO 14001' certification — the international standard for environmental management systems — confirming that our environmental management system operates systematically in line with global requirements. We have also refined our implementation processes to ensure that our long-term goal of 'achieving carbon

neutrality by 2050' does not remain a mere declaration. Led by our dedicated environmental management department, the 'Environmental Management Team', we are rigorously monitoring progress toward our carbon neutrality targets and proactively managing climate-related risks through quarterly company-wide environmental management consultative body meetings. We are also running a range of in-house eco-friendly campaigns and related training programs, including the 'Waste Cable Collection Campaign', to translate these systems into concrete everyday action by our employees. Through these efforts, we are working to heighten environmental awareness among our employees and to embed a culture in which environmental mindfulness is expressed naturally in both work and daily life.

In the Social (S) area, we are working to build a safe and sound work ecosystem centered on the core values of 'Safety', 'Shared Growth', and 'Human Rights'. Of these, the safety of our employees and partner businesses is our foremost priority, one that cannot be traded for anything. Since obtaining 'ISO 45001' certification, the international standard for safety and health management systems, in 2023, we have maintained a rigorous safety management system, and we continue to build upon our meaningful record of maintaining 'an accident-free workplace for five consecutive years (zero serious accidents, as of 2025)'. Our efforts to establish a fair and transparent business culture with our partner businesses, guided by our commitment to 'shared growth', have resulted in us becoming the first company in the advertising industry to receive the 'highest Win-Win Growth Index rating for six consecutive years'. We have also proactively introduced the 'Human Rights Impact Assessment (Due Diligence on Human Rights) process' to identify and prevent potential human rights risks in advance, and we are doing our utmost to create a workplace where people are respected.

Finally, in the area of Governance (G), we are implementing various programs with the goal of protecting shareholder rights and establishing a transparent governance structure. For shareholder convenience, we have operated an 'electronic voting system' since 2021, and since 2022 have also offered 'online live streaming of the General Meeting of Shareholders' for shareholders unable to attend in person. Moreover, we made active efforts to

communicate with stakeholders, including publishing IR-related schedules on our website nine times over the course of the year, and transparently disclosing relevant information, including the results of our General Meeting of Shareholders, to our stakeholders. We have also designated our CFO and General ESG Secretary, the head of the Corporate Management Division, as Chief Risk Officer (CRO), and established a system whereby key business risks are reported to the Board of Directors once a year, enabling the Board to directly review and manage those risks.

Our efforts in each of the areas of Environment (E), Social (S), and Governance (G) form the solid foundation on which our business can grow sustainably, and we are also driving a fundamental transformation of our 'ways of working', centered on AI, to strengthen our competitiveness on that foundation. We are progressively building AI-based work solutions to strengthen Cheil Worldwide's unique execution capabilities, including 'Connect AI', our proprietary AI solution that we developed in-house and launched in 2026. In particular, ensuring that all of our employees develop a deep understanding of AI and the ability to deploy it effectively is a key priority, as we firmly believe that AI is a core working tool and critical driver of competitiveness for Cheil Worldwide as a whole.

As we anticipate another challenging business environment this year, the importance of execution is greater than ever for securing new business opportunities. To enhance the speed and quality of our execution, we have been steadily building a collaborative culture and systems that break down organizational silos and organically connect technology and people. Cheil Worldwide will continue to take on new challenges grounded in 'Execution Rigor', pursuing sustainable growth even in the face of uncertainty.

Thank you.

Cheil Worldwide Inc.
President and CEO
Jonghyun Kim

김종현

Company Information

About Cheil

Company Name: Cheil Worldwide
Headquarters Address: 222, Itaewon-ro, Yongsan-gu, Seoul, Korea
Global Network : 46 countries
Financial Performance (as of 2025, based on consolidated financial statements)
• Operating revenue: KRW 4.5469 trillion
• Gross operating profit: KRW 1.8599 trillion
• Operating profit: KRW 336.9 billion
Clients
• Domestic: Samsung Electronics, Shinhan Financial Group, KT, Dongsuh Foods Corporation, Nongshim, KGC, Netflix, Kenvue Korea, Merz Aesthetics Asia Pacific, Burger King, Dorco, Amorepacific, BYD, Dunamu, Hankook Tire, Ulos, Skechers, Paradise, Krafton, Nexon, etc.
• Global: AbbVie, AMEX, Barclays, Beiersdorf, Biogen, Blue Diamond, Endurance Warranty, Henkel, IKEA, Indivior, Little Caesars, Orasis Pharmaceuticals, Pacific Life, Popeyes, Ross, Sherwin-Williams, Shoe Show, Telebrands, UMGC, Wellstar, etc.

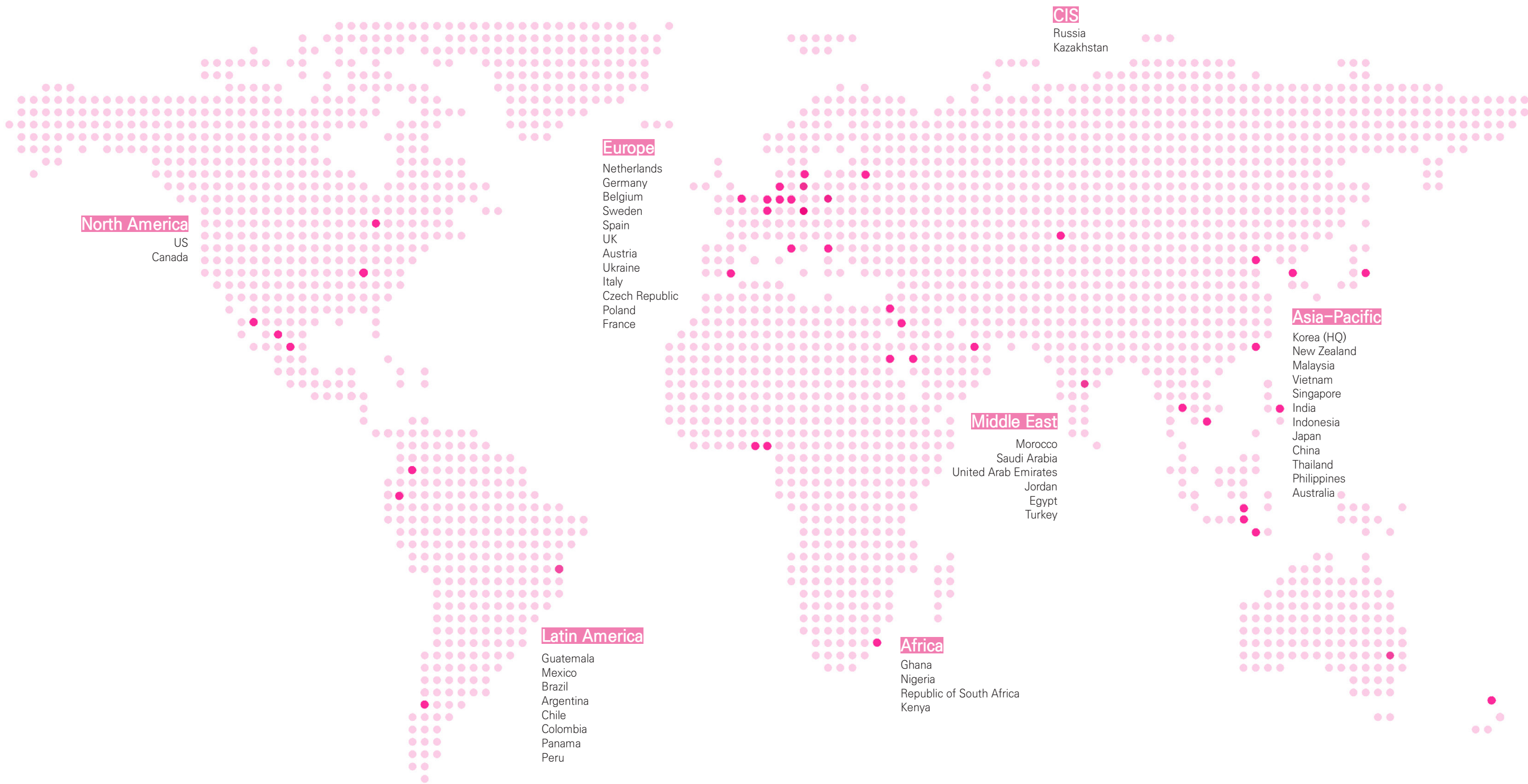
Our Family (Affiliates)

87 companies, including Barbarian, Cheil PengTai, One RX, McKinney, Iris, Experience Commerce, Cheil Centrade, ColourData, and Social Beat
* 'See Business Report for a complete list of subsidiaries.

Sports Marketing

Suwon Samsung Bluewings Football Club, Seoul Samsung Thunders Basketball Team, Yongin Samsung Bloomings Basketball Team, Daejeon Samsung Fire Bluefangs Volleyball Team, Samsung Lions Baseball Team





History

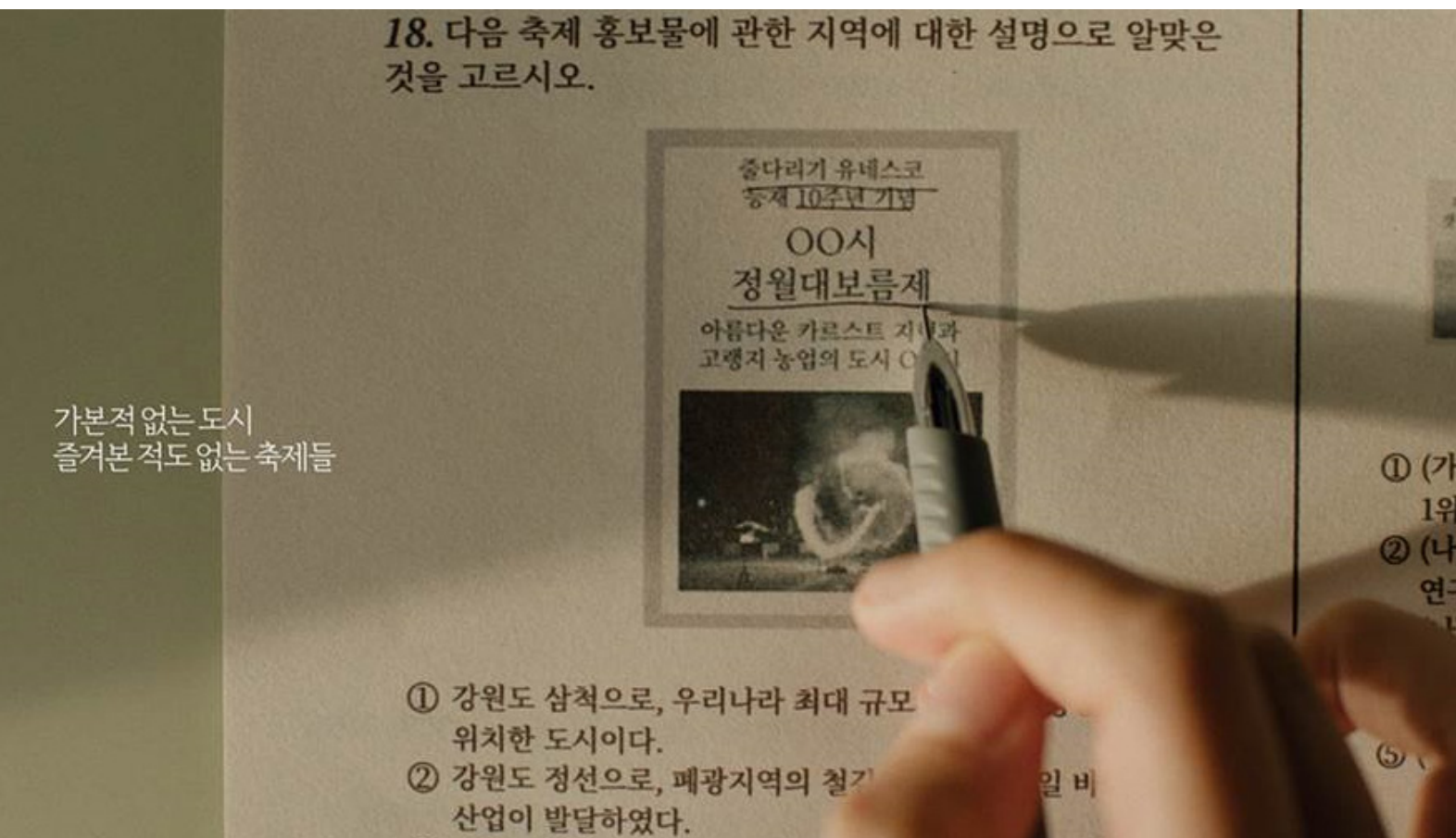
1973	1997
Founded as Cheil Communications	First Korean company to win Gold Lion award at Cannes Lions International Festival of Creativity
1975	1998
Published first issue of in-house newsletter "Cheil Communications"	First Korean advertising agency listed on stock exchange (KOSPI)
First open recruitment	
1977	2000
First in industry to conduct annual consumer research	Joint venture Hakuhodo Cheil founded
	Brand Marketing Institute founded
1978	2002
First Collegiate Competition for Advertising Academic Papers and Advertising Works	Lead production agency for opening ceremony, 2002 Korea-Japan World Cup
1979	2004
First in industry to publish advertising almanac	Production for opening ceremony, African Cup of Nations football competition (ANC 2004)
1987	2005
First major award at global advertising festival since founding (Silver Award at the New York Festivals)	Execution of cultural events for APEC South Korea 2005
1988	Execution of Cheonggyecheon Stream reopening event
First in industry to open overseas network (Tokyo, Japan)	2007
	Adopted "Pro" job title system
1989	2008
Joint venture subsidiary Cheil-Bozell founded	English company name changed to "Cheil Worldwide"
1991	Acquired London-based BMB (Beattie McGuinness Bungay)
First in industry to establish marketing institute	First Korean company to win Gold Pencil at The One Show
Opened joint marketing professional curriculum with University of Pittsburgh, US	First Korean company to win major award (Silver) at Cannes Young Lions Competition
1992	2009
New York office opened	First in industry to win grand prize at Korea Advertising Awards for three consecutive years
1994	Acquired US advertising agency TBG (The Barbarian Group)
New Advertising Services Declaration	Acquired Chinese marketing company PengTai

2010	2018
General publicity agency for G20 Summit Seoul	Managing agency for opening and closing ceremonies of PyeongChang 2018 Winter Olympics
First Korean company to win Gold Lion award at Cannes Young Lions Competition	Acquired Indian digital marketing firm Experience Commerce
	Acquired Romanian digital marketing firm Centrade
2011	2019
First Korean company to win Grand Prix at Cannes Lions International Festival of Creativity	40th Anniversary of Cheil Worldwide Idea Festival (Collegiate Idea Competition)
Acquired retail specialist company One Agency	
Publicity marketing and presentation for PyeongChang 2018 Winter Olympics host city selection	2020
	Acquired Chinese social big data analytics firm ColourData
2012	2021
Acquired U.S. advertising company McKinney	First in industry to sign Environmental-Friendly Practices Agreement
First Korean agency to win Grand Prix at Spikes Asia	Signed an investment and business cooperation agreement with digital convergence company "HIVELAB"
2013	2022
40th Anniversary: Changed CI, created a PR exhibition	Received an A (Excellent) rating in the ESG evaluation by the Korea Institute of Corporate Governance and Sustainability (KCGS)
First Korean company to win Grand Prize at the Clio Awards	2023
Subsidiary TBG wins Grand Prix at Cannes Lions International Festival of Creativity	50th Anniversary
Record-high number of awards at Cannes Lions International Festival of Creativity (21 major awards)	Won Grand Prix at Cannes Lions International Festival of Creativity, Spikes Asia, and ADFEST
DnA Center (Data and Analytics Center) established	Launched a new Samsung CSR project to support the socially underprivileged
2014	First in industry to obtain the international standard certification "ISO 45001"
Acquired Samsung Life Blueminx football team, Samsung Thunders Men's basketball team, and Samsung Bloominx Women's basketball team	2024
Acquired global agency Iris Worldwide	Launched new Samsung CSR project: "Samsung Multicultural Youth Sports Class"
2015	Acquired Indian performance marketing specialist Social Beat
First Korean company to win dual Grand Prizes at Spikes Asia	2025
Cheil Greater China wins grand prize at China's two largest advertising awards and named Advertising Company of the Year for the second consecutive year	Obtained 'ISO 14001' Environmental Management System certification
Acquired Samsung Fire Bluefangs volleyball team	First in industry to receive the 'highest rating' in the Win-Win Growth Index for six consecutive years
2016	
Acquired Samsung Lions baseball team	

'25 Awards

Event	Segment	Award	Campaign Title	Advertiser
CANNES LIONS	SILVER	HEALTH & WELLNESS	THE MIND GUARDIAN	SAMSUNG
	BRONZE	MEDIA	SAFE SKETCH	SAVE THE CHILDREN
D&AD	WOOD PENCIL	HEALTH & WELLBEING	THE TOUCH ANNUAL REPORT	ORBIS HONG KONG
	WOOD PENCIL	TYPE DESIGN & LETTERING	WRITTEN BY GTI	VOLKSWAGEN MIDDLE EAST
	WOOD PENCIL	SOUND DESIGN & USE OF MUSIC	THE SOUND OF VIOLENCE	SAVE THE CHILDREN
CLIO	SILVER	BRANDED ENTERTAINMENT & CONTENT	GHOST SKINS	SAMSUNG
	BRONZE	AUDIO CRAFT	THE SOUND OF VIOLENCE	SAVE THE CHILDREN
	BRONZE	MEDIA	THE SOUND OF VIOLENCE	SAVE THE CHILDREN
ONE SHOW	GOLD	CREATIVE USE OF ARTIFICIAL INTELLIGENCE	IMPULSE	SAMSUNG SPAIN
	BRONZE	HEALTH & WELLNESS	IMPULSE	SAMSUNG SPAIN
	BRONZE	CREATIVE USE OF TECHNOLOGY	IMPULSE	SAMSUNG SPAIN
	BRONZE	CREATIVE USE OF DATA	IMPULSE	SAMSUNG SPAIN
	BRONZE	MUSIC & SOUND CRAFT	THE SOUND OF VIOLENCE	SAVE THE CHILDREN
NEW YORK FESTIVALS	SILVER	PACKAGE & PRODUCT DESIGN	LIFEGUARD SNACK	GS25 RETAIL
	SILVER	PUBLIC RELATIONS	VICTORY SELFIE SHARED #WITHGALAXY	SAMSUNG GALAXY
	SILVER	DIGITAL/MOBILE	SAFE SKETCH	SAVE THE CHILDREN
	SILVER	NYF'IN FUNNY	FLOORED	LITTLE CAESARS
	BRONZE	DIGITAL/MOBILE	SAFE SKETCH	SAVE THE CHILDREN
	BRONZE	PURPOSE	SAFE SKETCH	SAVE THE CHILDREN
	BRONZE	AVANT-GARDE/ INNOVATIVE	SAFE SKETCH	SAVE THE CHILDREN
LONDON INT'L AWARDS	SILVER	DIGITAL	SAFE SKETCH	SAVE THE CHILDREN
	BRONZE	HEALTH & WELLNESS	SAFE SKETCH	SAVE THE CHILDREN
	BRONZE	PACKAGE DESIGN	LIFEGUARD SNACK	GS25 RETAIL

Event	Segment	Award	Campaign Title	Advertiser
SPIKES ASIA	SILVER	PR	DOYOUNG'S GAMBLING DIE-ARY	VIVA REPUBLICA INC.
	SILVER	PRINT & PUBLISHING	THE TOUCH ANNUAL REPORT	ORBIS HONG KONG
	SILVER	AUDIO & RADIO	THE SOUND OF VIOLENCE	SAVE THE CHILDREN
	BRONZE	PR	ANI STAY	WWF KOREA
	BRONZE	HEALTHCARE	ANI STAY	WWF KOREA
	BRONZE	INDUSTRY CRAFT	WHOPPER TATTOO	BURGER KING KOREA
	BRONZE	MEDIA	THE SOUND OF VIOLENCE	SAVE THE CHILDREN
	BRONZE	FILM CRAFT	THE SOUND OF VIOLENCE	SAVE THE CHILDREN
ADFEST	BRONZE	DIRECT	WHOPPER TATTOO	BURGER KING KOREA
	BRONZE	MEDIA	WHOPPER TATTOO	BURGER KING KOREA
	BRONZE	MEDIA	WHOPPER TATTOO	BURGER KING KOREA
	BRONZE	DIGITAL & SOCIAL	GHOST SKINS	SAMSUNG
	BRONZE	MOBILE	GHOST SKINS	SAMSUNG
	BRONZE	MOBILE	GHOST SKINS	SAMSUNG
	BRONZE	DESIGN	THE TOUCH ANNUAL REPORT	ORBIS HONG KONG
	BRONZE	RADIO & AUDIO	THE SOUND OF VIOLENCE	SAVE THE CHILDREN



Albamon <Albatour>

This campaign combined part-time work with travel, giving young people the opportunity to experience life in regional areas of Korea while also helping to ease labor shortages in local economies. Young people who needed a part-time job to fund their travels were encouraged to head to their destination, work while they were there, and enjoy their trip at the same time. With Busan, Tongyeong, and Gyeongju as destinations, regional travel packages were created that included accommodation, transportation, and local experience programs, with the package price payable in labor by working part-time at local small businesses. During off-hours, participants completed social media promotional content missions and received local currency as a reward, which they could use toward their travel expenses.



Samsung Electronics <Voices of Galaxy>

Built around the campaign slogan "Imagine it. Make it happen with Galaxy.", this campaign sent messages of encouragement to everyday consumers, not celebrities, to share their own stories with the world through Galaxy. Users easily accessed and shared Galaxy AI features: some took photos alongside their past selves, while others captured themselves attending their parents' wedding and catching the bouquet tossed by their mother. It was a consumer participation campaign where people shared their everyday lives and joyful imaginations, took the starring role in the advertisement, and had the chance to win that very privilege.



Samsung Fire & Marine Insurance <A World Where Safety Is a Given>

Since its establishment in 2001, the Samsung Fire & Marine Insurance Road Traffic Safety Culture Research Institute has partnered with central and local governments to develop policies and has consistently led efforts to reform relevant laws and systems in pursuit of a safer road culture. As a result, measures such as a ban on mobile phone use while driving (2001), mandatory car seats for children under six (2006), and speed limits in school zones (2018) have become accepted everyday traffic rules in Korean society. This Samsung Fire & Marine Insurance corporate campaign resonated widely by authentically conveying, through the story of an ordinary family in Korean society, the company's genuine commitment to changing road culture for the sake of safety over more than 20 years.



Samsung Electronics, Korean Cultural Center New York, and artist Ik-Joong Kang: <Hangeul Truck Campaign>

To mark Hangeul Day on 9 Oct, Cheil Worldwide designed an event to give the next generation of Americans the opportunity to experience the beauty of Hangeul and K-culture firsthand. Samsung Electronics, the Korean Cultural Center New York, and public installation artist Ik-Joong Kang joined forces to create the "Hangeul Truck." The exterior of the truck was fitted with 5,400 Hangeul cubes expressing the design value of the Korean alphabet, while a large screen on the front displayed in real time the messages sent by participants through their Galaxy Z Fold7. Starting at Boston University on 26 Sep 2025, the truck toured Yale, Cornell, Brown, Princeton, and the University of Pennsylvania, creating a meaningful opportunity to connect and communicate with American university students through Hangeul.

About This Report

Scope of reporting

This report presents the sustainable management efforts and outcomes (including environmental outcomes) of the domestic establishments of Cheil (not including Cheil-invested companies and subsidiaries). The sustainable management activities and outcomes of overseas establishments are reported as well, to a limited extent.

* The sustainability management activities and performance of overseas business sites are reported on pages 144 to 148 of Socially responsible advertising.

* Environmental outcomes are based on Cheil Worldwide's headquarters (222, Itaewon-ro, Yongsan-gu, Seoul) as its scope of reporting, and greenhouse gas emissions Scope 3 is calculated based on the fuel consumption of quick service transportation between domestic business sites among upstream transportation emissions.

Verification of the report

To enhance the conformity and integrity of the reporting process and the accuracy and reliability of matters reported, the present report has been subjected to an independent third-party verification process by the Korea Productivity Center Quality Assurance. Verification results are presented on pages 188 through 193.

Characteristics of the report

The 2025 Sustainability Report is the seventh sustainability report* issued by Cheil Worldwide. The 2025 report systematically details our efforts and future plans in each of the areas of Environment (E), Social (S), and G (Governance). Cheil Worldwide plans to regularly issue and disclose sustainability reports annually.

* The previous report was the 2024 Sustainability Report, issued in Jun 2025. The report is available on our website.

Report preparation standards

This report has been prepared in accordance with GRI Standards 2021 and the SASB's Advertising & Marketing standard, the U.S. standard for sustainability accounting. Details on the reporting standards can be found on pages 184 through 186.

Reporting period

The reporting period for this report is from 1 Jan to 31 Dec 2025. For some important matters, the report also covers periods prior to 2025 or in the first half of 2026.

Related disclosure documents

Website
Website-ESG
Business report
Audit report
Corporate governance report

Report-related inquiries

Department: ESG Secretariat, Cheil Worldwide
Address: 222, Itaewon-ro, Yongsan-gu, Seoul
Email: cheil.esg@cheil.com



ESG

- Sustainable Management System
- Stakeholder Participation in ESG Management
- ESG Management Status
- Selection of Key Issues



Sustainable Management System

Cheil has a company-wide sustainable management system, starting with the ESG Secretariat and spanning our entire organization up to the Board of Directors. All of our employees strive together to realize sustainable progress for Cheil. This includes the ESG Secretariat, charged with planning and managing ESG affairs; each coordinating department for efforts in environment, social, and governance; the respective departments responsible for specific ESG operations; and all members of the Board of Directors.

Role of upper management in ESG management

Board Oversight of ESG

Cheil Worldwide strives to enable the Board of Directors to practice responsible ESG management by submitting ESG-related key issues and statuses, such as ESG management activity plans, ESG materiality, and risk management activities, as agenda items to the Board, which is attended by all directors, including independent directors, so that ESG issues can be discussed and reviewed at the Board level. We regularly present ESG-related issues to the Board, and the content of ESG-related issues regularly reported to the Board is as follows.

Date	Matters Reported
1H	- Environmental management performance from the previous year - Annual plan for key ESG activities * Sharing of the annual regular ESG meeting schedule and the plan/timeline for publishing the sustainability report
2H	- Identification of ESG materiality and review of opportunities/risks associated with each issue - Establishment and monitoring of strategic implementation plans for each material issue - Activities related to carbon neutrality for the year - Company's risk management activities - Anti-corruption program plans and execution results - Share the ESG evaluation result of KCGS for the present year

Reflecting ESG Performance in Directors

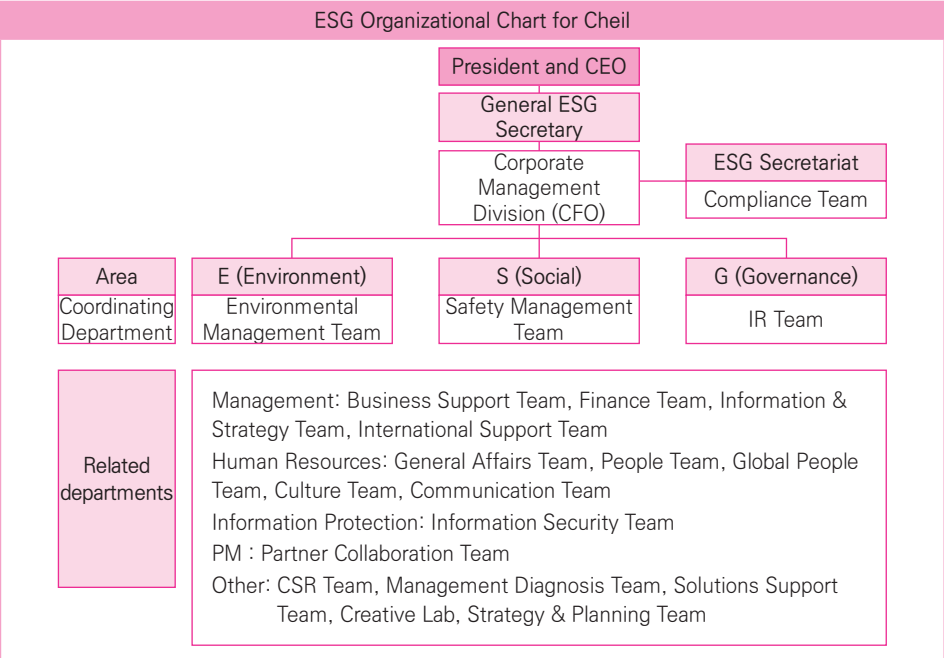
We reflect the ESG performance reviewed by the Board as described above in the KPIs of the CFO, Corporate Management Division, who is also an inside director and the General ESG Secretary. We require the General ESG Secretary to report ESG management challenges to the Board for the responsible management of the company's economic, environmental and human impacts, and include the outcomes in the evaluation of General ESG Secretary. We regularly assess the performance of individual directors against specific KPIs, and the results of these assessments are directly linked to the their compensation. As such, Cheil Worldwide includes ESG management outcomes as an important factor when evaluating directors, ensuring that non-financial outcomes are reflected in their compensation.

Composition of company-wide ESG organization

The Chief Financial Officer (CFO) of the Corporate Management Division serves concurrently as the General ESG Secretary for Cheil, managing and supervising ESG affairs in the organization. The Compliance Team, which reports directly to the CEO, serves as a permanent ESG Secretariat, responsible for planning, managing, and monitoring ESG-related initiatives. Additionally, each ESG domain is also supported by a dedicated lead department: the Environmental Management Team for the environment, the Safety Management Team for the social domain, and the IR Team for governance. These teams take the lead in planning and executing ESG activities within their respective areas. In particular, in Dec 2024, we established a dedicated Environmental Management Team, laying the foundation for a more proactive environmental management approach. In addition, around 20 departments involved in ESG activities, including the General Affairs Team, Finance Team, International Support Team, People Team, Global People Team, Information Security Team, Culture Team, Partner Collaboration Team, Management Diagnosis Team, CSR Team, Solutions Support Team, Creative Lab, Business Support Team, Information & Strategy Team, Strategy & Planning Team, and Communication Team, actively participate in implementing ESG activities across Cheil Worldwide.

ESG Consultative Group

About 20 teams from our company's ESG-related departments regularly meet to discuss matters pertaining to sustainability management. This ESG consultative group holds in-depth meetings on our company's ESG issues through regular meetings three times a year, and the contents of these meetings are also reported to the upper management and the Board of Directors.



Stakeholder Participation in ESG Management

Cheil Worldwide is committed to listening to the opinions of various stakeholders with an open mind. The following stakeholder inclusion process applies to all Cheil management activities. Through various communication channels, we identify the areas of interest and thoughts of various stakeholders to be reflected in the company’s decision-making processes.

Key stakeholders

For effective communication, our stakeholders are classified as shareholders, customers, local community, employees, and partners. Issues relating to each are gathered and managed systematically.

Participation Method

By operating various communication channels that take into account the characteristics of each stakeholder, we listen to their opinions and reflect them in Cheil Worldwide’s management activities.

Stakeholder	Participation Method
Shareholders	Business reports, general meetings of shareholders, IR briefings
Customer	Website, customer satisfaction surveys, AEs (Account Executive)
Local community	Website and social media, volunteer activities, local community councils
Employees	Joint labor-management council, i-pub Idea Portal, business information sessions, SCI corporate culture diagnostics, Occupational Health and Safety Committee
Partner businesses	Work meetings, partners portal site, health and safety consultative body

Stakeholder participation in ESG processes

At Cheil, we hold ESG meetings attended by about 20 teams including the ESG Secretariat, ESG coordinating departments, and ESG-related departments. Our ESG agenda is discussed in-depth at these meetings. At our quarterly ESG meetings, members of our organization share opinions and thoughts on our ESG items and closely coordinate with other related departments.

Subject matter for quarterly ESG meetings	
Session	Agenda
1	- Annual plans for key ESG activities
2	- Updates from relevant teams regarding evaluation by each ESG evaluation agency
3	- Consider and select ESG materiality by reviewing and reflecting on the company's ESG risks - Share the ESG evaluation result of KCGS for the present year

Our Sustainability Report and ESG-related current issues are disclosed through our website and made available for key stakeholders such as shareholders, customers, local communities, partner businesses, etc. to understand our ESG management activities. Contact information for our ESG representatives is provided on the website, allowing stakeholders to contribute their opinions or ask questions about to our ESG processes or issues. Opinions gathered through these communication channels are reflected in our ESG management activities.

ESG Management Status

In addition to business reports, Cheil issued a "2025 Sustainability Report" providing non-financial information as part of our efforts to improve communication with stakeholders. The report will be made available on our website in the first half of 2026.

To this end, we have established our own "ESG Information Disclosure Indicators" drawing on the various sustainability information disclosure standards available in Korea and overseas (including the GRI Standards 2021, SASB, the "K- ESG Guidelines" from the Ministry of Trade, Industry and Energy, the "ESG Information Disclosure Guidance" issued by Korea Exchange, and the WFE) and the evaluation criteria of the major ESG evaluation bodies (KCGS, National Pension Service, MSCI, etc.) in Korea and abroad. All ESG-related data covered by these disclosure indicators has been gathered and included in our independently verified "2025 Sustainability Report." Cheil plans to issue and disclose sustainability reports once a year.

Selection of Key Issues

"Key Issues for Sustainable Management" are of utmost importance to business growth and stakeholder interests at Cheil. The economic, social and environmental agenda most important to us are identified through materiality assessment. These key issues are managed in systematic fashion toward sustainable growth.

Materiality assessment process

Issue pooling

By collecting various global ESG information disclosure indicators such as sector standards and topic standards of GRI Standards 2021, and Disclosure Topics of Advertising & Marketing sector of SASB, sustainable management trends of peer companies, and our internal issues, we have organized a Sustainability Management issue pool.

Materiality assessment

Three key issues were selected through review according to international standards from the SASB, etc., media research, business criticality, regular meetings of internal stakeholders, benchmarking with global competitors, and then opinions from external stakeholders such as professional accounting firms.

Selected Material Topics

Our ESG key issues selected as a result of the above materiality assessment are as follows:

* The table below is prioritized based on the materiality of the issue.

Priority Rank	ESG Key Issues	Related Stakeholder	Importance of the Issue	Management Plan	Pages of the Pages
1	Marketing and Labeling	Customer And employees, etc.	As a marketing company, we comply with labeling and advertising laws to ensure that consumers receive accurate information about advertisers' products or services that is not false or misleading, and to help them make informed decisions about products and services.	- Establishment/publication of fair transactions policy and guidelines related to fair labeling and advertising - Operation of a pre-airing review process - Training for employees	115-116
2	Customer Privacy	Customer And employees, etc.	As marketing using personal customer information increases, strict compliance with privacy laws and regulations when collecting personal customer information for marketing purposes has become an important issue in the marketing industry.	- Establishment/publication of policies and systems relating to privacy protection - Establishment and operation of a dedicated information protection organization - Personal information inspection and management activities, including development and operation of the "Personal Information Trustee Management" system - Activities to prevent privacy breaches - Training for employees	98-107
3	Human resources diversity	Customer And employees, etc.	As diversity and inclusivity gain prominence in today's world, increasing the diversity of executives and employees, including their gender, nationality, and age, allows us to create advertising and marketing contents with a comprehensive understanding of consumers.	- Establishment and publication of "Diversity respect policy" and training - Operation of an open recruitment and training system without gender restrictions - Efforts to improve the employment rate of disabled persons - Operation of various maternal protection/childcare and family care support systems	68-71



Environment

- Environmental Management System
- Environmental Management Activities
- Outcome of Environmental Management



Environmental Management System

Environmental management policy

Environment-friendly management policy

To actively participate in the global effort to achieve carbon neutrality by 2050, Cheil Worldwide has established an "environmental management policy" that includes eco-friendly management goals, strategies, and implementation plans, and discloses them under the ESG banner on our website. Under this policy, we will continue to strive to be environmentally friendly.

Cheil Worldwide Environmental Management Policy

As a global marketing solutions company, Cheil Worldwide has established the following environmental management policy and will build an eco-friendly culture that places the environment first and puts that commitment into practice.

01

All employees of Cheil Worldwide shall, in carrying out their work, comply with global environmental standards and make every effort to minimize resource waste.

02

Cheil Worldwide shall proactively propose environment-related campaign ideas to clients, taking a leading role in improving environmental awareness across society.

03

Cheil Worldwide shall communicate its environmental management policy to all employees and key business partners.

04

Cheil Worldwide shall regularly report its ESG targets and performance to the Board of Directors, thereby establishing a sustainable management framework.

Environmental management certification

In 2025, Cheil Worldwide obtained "ISO 14001" certification, the international standard assessing whether companies have an environmental management system in place and are continuously improving it. Building on the expertise and experience gained through this certification, we will continue to pursue improvement activities for environmental management and develop an ever more advanced environmental management system.



CERTIFICATE

This is to certify that

Cheil Worldwide Inc.

222 Itaewon-ro
Yongsan-gu, Seoul, 04404
Republic of Korea

has implemented and maintains an **Environmental Management System**.

Scope:
The environmental activities and supporting processes associated with integrated marketing solutions including advertising strategy & execution, creative, media, retail marketing and digital marketing.

Through an audit, documented in a report, it was verified that the management system fulfills the requirements of the following standard:

ISO 14001 : 2015

Certificate registration no.	50351036 UM15
Date of certification	2025-10-17
Valid until	2028-10-16

DQS Inc.



David Tellez
Managing Director

Accredited Body: DQS Inc., 1500 McConnor Parkway, Suite 400, Schaumburg, IL 60173 USA
Administrative Office: DQS Korea LLC., A-1915, 178 Digital-ro, Geumcheon-gu, Seoul, 08513, Republic of Korea
The validity of the certification can only be verified by the QR-code.



DQS IS A MEMBER OF



37

Environmental management goals

Climate change and carbon neutrality risk/opportunity factors and their financial impacts

The risk and opportunity factors linked to Cheil's climate change and carbon neutrality, and the financial impact of those risk factors and opportunity factors on our business operations are as follows.

Opportunity	Financial impact
Reducing energy use in office space can save costs related to energy consumption	Utility costs (sales management expenses) can be cut down among the profit and loss categories in financial statements
Create prospects for income growth by organizing marketing campaigns for customers looking to reduce their carbon footprint *Development of low-carbon or net-zero marketing, sustainability-focused brand strategy, promotion of sustainable consumption for consumers, etc.	Sales figures can be increased among profit and loss categories in financial statements
Risk factor	Financial impact
Natural disasters, including storms, floods, wildfires, and hot temperatures, that could damage our assets and threaten the safety and welfare of our employees	Assets may increase due to investment in safety facilities, and depreciation/insurance costs (sales management expenses) among profit and loss categories may increase accordingly
There is a transitional risk that the cost of complying with environmental standards may increase if the standards get stricter in the future	The amount of labor costs, training management expenses, payment commissions, etc. (sales management expenses) may rise among the profit and loss categories as a result of the training and operation of the responsible department

Environmental management strategies

Cheil Worldwide promotes environmental management by setting annual quantitative targets to reduce greenhouse gas emissions by 3.9%* per year and energy and water usage by 2%** per year.

* Greenhouse gas emissions: Based on market-based emissions for the given year; the 2% target rate under market-based methodology applies through 2025

** Based on energy and water usage over revenue for the given year

In the medium to long term, we aim to reduce greenhouse gas emissions by 3.9% per year from 2026 to 2030, achieving a total reduction of 25%* by 2030. We further aim to achieve complete carbon neutrality by 2050 by absorbing as much greenhouse gas as we emit and reducing net greenhouse gas emissions to zero.

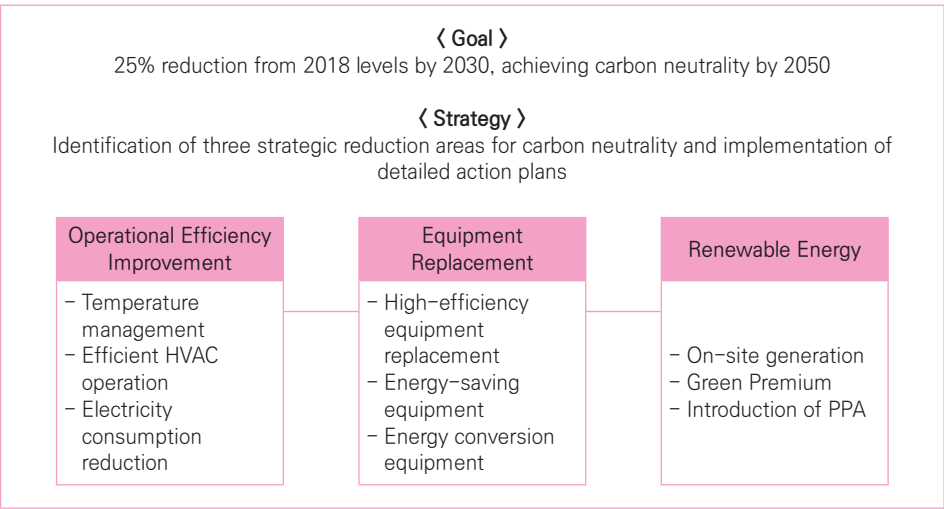
*Based on 2018 greenhouse gas emissions; market-based emissions basis

To achieve these medium- to long-term targets, we have strategically identified three reduction areas: Operational Efficiency Improvement, Equipment Replacement, and Transition to Renewable Energy, and are actively implementing detailed action plans.

Carbon neutrality mid- to long-term targets and strategy

Unit: tCO₂_eq

Target	2018	2025	2030	2050
Scope 1	842	814	789	0
Scope 2	1,199	1,085	742	0
Total	2,041	1,899	1,531	0



Operational Efficiency Improvement	Equipment Replacement	Transition to Renewable Energy
- Temperature management • Summer: 26°C±2°C / Winter: 23°C±2°C (in place since 2021) - Efficient HVAC operation • Ongoing improvement of inverter systems - Electricity consumption reduction campaign • Automatic lights off at lunch (12:00), evening (20:00), and end of day (22:00), in place since 2021	- High-efficiency equipment replacement • Replaced hot/cold water unit (2025) - Energy-saving equipment • LED lighting replacement and air cap installation (in place since 2021) - Energy conversion equipment • Solar power generation equipment installed (2023); additional installation (2025; 22 panels total) • In 2022, 2 company sedans converted to electric vehicles • In 2026, company SUV to be converted to hybrid	- On-site generation • Solar power generation began (2023); capacity expanded (2025) - Green Premium adoption • Newly adopted (2025) - PPA adoption • Planned for introduction after 2030

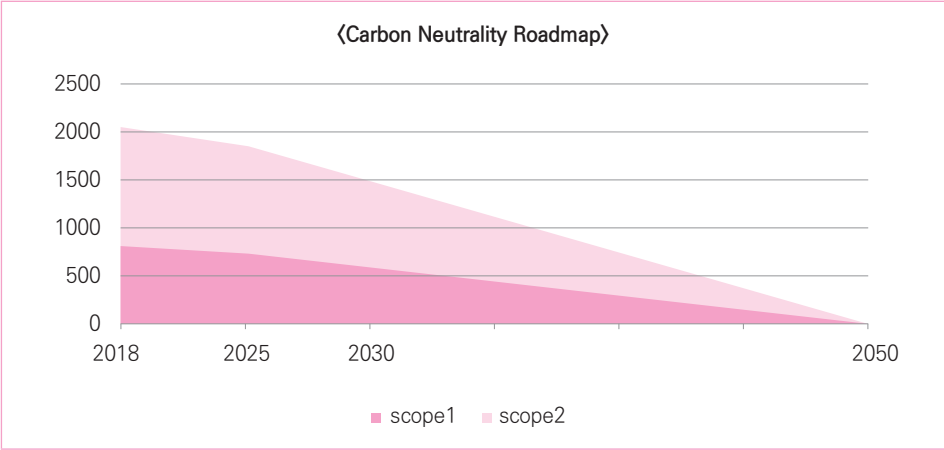
* Scope1: Direct emissions / Scope 2: Indirect emissions

* Due to rounding up or truncation, the sum of individual figures in the above table may not equal the total shown.

Environmental Management System

In addition to ongoing operational efficiency improvements, we are managing greenhouse gas emission targets through equipment efficiency activities such as LED fixture replacement and hot/cold water unit pipe repairs, and have established plans to continue these improvement activities in 2026. In particular, following the first installation of solar power generation equipment on the rooftop of our headquarters in 2023, we installed additional solar generation equipment in 2025, and in the second half of 2025, we also invested in the Green Premium scheme, as part of our ongoing efforts to formulate and implement plans to increase our share of renewable energy. To achieve our targets, we calculate and manage monthly energy usage and greenhouse gas emissions performance, and take immediate corrective action whenever shortfalls are identified. We also manage environmental targets through the KPIs of our responsible manager and our CFO (upper management).

Carbon neutrality roadmap



Detailed plan

In 2025, we established and implemented the following plan to reduce greenhouse gas emissions and energy consumption through improvements in operational and equipment efficiency and expanded use of renewable energy.

- | | |
|--|--|
| <p>1. Operational and equipment efficiency improvement</p> <ul style="list-style-type: none">• Feb – Cleaned boilers• Mar – Hot/cold water unit pipe repairs• May – LED fixture replacement• Jul – Replacement of one high-efficiency hot/cold water unit | <p>2. Expanded use of renewable energy</p> <ul style="list-style-type: none">• May – Additional installation of 10 solar power generation units• Jul – Introduction of Green Premium scheme |
|--|--|

Environmental management strategy

Governance structure

With regard to climate change, Cheil Worldwide collaborates organically through its company-wide ESG organization, spanning from the dedicated Environmental Management Team to the environmental management consultative body and through to the Board of Directors, to working together to decide agenda for eco-friendly management

Risk management

We identify ESG risk factors, including environmental risks, and manage them as mandatory evaluation indicators for the top management.

Setting indicators and goals

As part of our environmental management, we have set a target to reduce greenhouse gas emissions by 3.9%* annually.
* Based on market-based emissions for the given year
* The 2% target rate under market-based methodology applies through 2025

Strategy

Cheil Worldwide is establishing eco-friendly strategies (1) in the advertising production environment and (2) in the office environment to respond to the risks and opportunities associated with climate change and carbon neutrality. Specifically, as Strategy (1) for reducing carbon emissions arising from ad production, we were the first in the advertising industry to sign an eco-friendly practices agreement with our partner businesses, and have been leading the way in creating an eco-friendly ad production environment by developing and distributing the "Guide on Environmentally Friendly Management Practices at Ad Filming Sites and Exhibition Venues." As Strategy (2) for the office environment, we have built an environmental management organization, run Green Cheil campaigns and environmental training for our employees, and introduced an electronic contracting system that saves approximately 180,000 sheets of paper per year. In addition, in 2025, we obtained ISO 14001 certification (the international standard for environmental management systems), thereby solidifying our systematic management framework for environmental management.

Evaluation of environmental management organizations and performance

Decision making organization for environmental management

We have formed a company-wide environmental management consultative body, through which relevant departments meet four times per year to discuss current issues related to our environmental management. In particular, the General ESG Secretary, who is also the Chief Financial Officer (CFO) and registered executive, has decision-making authority and responsibility for environmental management and directly attends these environmental management consultative body meetings to oversee environmental management-related issues.

In particular, the issues and performance of environmentally friendly management related to climate change and carbon neutrality are reported to the Board regularly (twice a year), enabling the Board to review and oversee matters related to carbon neutrality and environmental outcomes.

Evaluation of working-level environmental management organizations and their environmental performance

Cheil Worldwide established a dedicated Environmental Management Team in Dec 2024, and for the effective advancement of environmental management, is actively supported in practical operations and system management by the General Affairs Team, Compliance Team, Culture Team, People Team, and Finance Team.

The Environmental Management Team convenes the environmental management consultative body four times per year, and oversees the establishment of carbon neutrality and climate change response targets and performance management. The team also carries out a wide range of environmental management activities including responding to external assessments, preparing climate-related disclosures, conducting environmental training for employees and partner businesses, and driving eco-friendly campaigns.

Additionally, we incorporate environmental management goals into the performance evaluation KPIs of our CFO (upper management), taking into account whether environmental management targets have been achieved when calculating the CFO's performance rating and annual salary adjustment.

* Deduction (1 point) when evaluation KPI targets are not achieved

Through this dedicated environmental management organization, we are enhancing the effectiveness of our environmental management goals and continuously strengthening our accountable environmental management framework.

Considering environmental factors when investing

Cheil Worldwide examines environmental risks and opportunities when reviewing new investment projects in order to maintain our firm eco-friendly management values.

According to the "M&A Criteria," which is our review criteria for selecting new investment targets, we stipulate that the existence of environmental risks, etc. should be included in the target company's inquiry items when selecting M&A targets, in accordance with our ESG Guide.

Domestic leadership in environment-friendly ad production to mitigate climate change

Environment-Friendly (ESG) Practices Agreement

Cheil Worldwide's environmental management policy is to take the lead in reducing carbon emissions in the office environment where employees work, and also to reduce carbon emissions generated during the production of commercials, such as at filming locations.

We recognize that minimizing carbon emissions from the ad production process requires organic cooperation between us and our partner businesses. Together with around 96 of our partner businesses, we have entered into an "Environmentally Friendly (ESG) Practices Agreement." This is a first for the industry, and represents the environmentally friendly management commitment of the CEO and our organization (25 Aug 2021).

The agreement commits us and our partners to: △ minimizing waste output from our production sites, △ improving energy efficiency and working toward a transition to environmentally friendly energy in the long term, △ increased collaboration in environmentally friendly idea development and content production, and △ improving workplace health and safety, including prevention of serious accidents. We have publicized the agreement through coverage by over 35 news outlets, firmly establishing the commitment of us and our partners to the environment.

Moreover, not satisfied merely with the conclusion of the agreement, we have taken progressive steps: △ in 2021, refining our partner business support program to build consensus on eco-friendly practices and create a conducive production environment; △ in 2022, promoting the adoption and normalization of eco-friendly practices at production sites; and △ in 2025, providing environmental management training for partner companies, which continue to be applied and expanded.

Leadership in creating environmentally friendly ad production environments through guidance for our partners

Partner business selection and operation guidelines

Since 2021, the year the agreement was signed, we have been encouraging our partner businesses to voluntarily practice eco-friendly principles based on the "Guide on Environmentally Friendly Management Practices at Ad Filming Sites," and have progressively expanded the scope to which the guide applies. In 2022, small and medium businesses having acquired public certification for outstanding ESG business practices ("Certificate of Outstanding SME ESG Performance" issued by the Korea Commission for Corporate Partnership) were granted preferential treatment when registering as Cheil vendors and contractors. This is yet another effort on our part to encourage our business partners to partake in environmentally friendly management.

* Article 11, Paragraph 3 (Evaluation Criteria) of the Rules on Vendor/Contractor Selection and Operation revised to include provisions for firms certified for excellence in ESG

Partner business ad production guide

Cheil Worldwide has provided all of our partner businesses with the "Guide on Environmentally Friendly Management Practices at Ad Filming Sites" (distributed Sep 1, 2021), enabling partner businesses to produce advertising content in an eco-friendly production environment. The "Guide on Environmentally Friendly Management Practices for Ad Filming Sites" includes △ a detailed guide on ad production phases and △ a detailed guide for each production area such that partners will be able to more easily achieve carbon emission reductions. Due to the nature of the advertising industry, many relatively smaller partners inevitably have limited capacity to produce advertisements in an environmentally friendly fashion. As an advertising industry leader, we at Cheil have resolved to lead by example.

Key contents of the "Guide on Environmentally Friendly Management Practices at Ad Filming Sites"

This guide sets out measures for eco-friendly practices at content production sites such as filming locations, covering items currently actionable through to topics requiring medium- to long-term implementation. It also enables partner businesses to use the general guide for each stage of ad production, applying it in a manner suited to the objective and circumstances of each stage.



Eco-friendly training for partner businesses

In Nov 2025, Cheil Worldwide conducted training for partner businesses on climate disclosure trends and the environmental management guide. Through this training, we shared trends in mandatory ESG disclosure and the status of Cheil Worldwide's environmental management implementation, and communicated the "Guide on Environmentally Friendly Management Practices at Ad Filming Sites," which was uploaded to the partner portal in Aug 2025, urging our partner companies to strengthen their eco-friendly production culture.

Environmental Management Activities

Green Cheil

Cheil Worldwide launched “Green Cheil”, an internal eco-friendly organizational culture campaign, in 2021 to involve employees in environmental management in line with ESG management, and has been making continued efforts to raise awareness of our employees and encourage their participation.

Earth Day Campaign

On Earth Day, 22 Apr 2025, we ran an <Earth Day> campaign by preparing a low-carbon menu in our in-house cafeteria. The campaign used 33 kg of plant-based meat and vegetables to replace 9 kg of beef, 9 kg of pork, and 15 kg of chicken, giving employees an opportunity through their voluntary participation to discover that their everyday eating habits can make a positive contribution to the environment.

Waste cable collection campaign for resource circulation

As a company whose primary business involves planning ideas for advertising campaigns, our most important business assets are digital devices such as laptops and servers. To improve operational efficiency, we replace laptops, servers, and other equipment on a regular cycle, which generates large quantities of waste cables each time. In Jul 2025, we signed a business agreement with EcoCity Seoul Co., Ltd., which operates the Seoul Urban Metal Recovery Center, installed collection bins on our premises, and ran a waste cable collection campaign. Through the voluntary participation of our employees, approximately 93.2 kg of waste cables were collected in the second half of 2025 alone, resulting in a greenhouse gas reduction effect of approximately 279.6 kg in total. Through this campaign, employees were able to participate in sorting and separate disposal activities, reducing environmental pollution and directly contributing to resource recycling.

Ongoing activities to establish a culture of using tumblers at worksites

We encourage employees to use tumblers instead of disposable cups in our office cafe by offering a discount (50% off the price of the drink) when using personal tumblers. We are also carrying out continued activities to establish a culture to use tumblers by raising the convenience of using tumblers through infrastructure support such as hygiene management of pressure washers and installation of tumbler drying racks on each floor.

Environmental awareness building training

In the second half of 2025, Cheil Worldwide conducted environmental management training for all employees. The training introduced trends in mandatory environmental disclosure for listed companies and the carbon emissions structure under the GHG Protocol, and shared the status of Cheil Worldwide's environmental management implementation. In addition, environmental training was conducted for executives, overseas management expatriates, and partner businesses to raise environmental management awareness. Environmental Management Team staff also completed the ESG Professional Training Program organized by the Korea Environmental Industry & Technology Institute and obtained the ESG Supply Chain Assessment Manager certification, strengthening their expertise through specialist training. We plan to continue regular environmental management training to cultivate an eco-friendly mindset among employees, enhance the expertise of those responsible, and build shared awareness of environmental management practices going forward.

Training period	Participants	Content
24 Mar 2025	Executive briefing session * 32 participants (including CEO)	- Global climate disclosure trends - Cheil Worldwide environmental management status and operating plan
22 Aug 2025 – 31 Oct 2025	All Cheil employees (100% participation rate) *1,322 people	- Trends in mandatory environmental disclosures - Carbon emissions structure under the GHG Protocol - Cheil Worldwide environmental management status - The rationale for environmental management - Recyclables sorting and separate disposal guide
1 Oct 2025	Overseas management expatriates *17 people	- Climate disclosure trends and our response status - Inventory and greenhouse gas emissions calculation status - Future implementation schedule
22 Oct 2025	Partner businesses * 309 companies	- Trends in mandatory ESG disclosure - Status of Cheil Worldwide's environmental management implementation - The rationale for environmental management
14 Jul 2025 – 18 Jul 2025 15 Sep 2025 – 19 Sep 2025	Environmental management staff *3 people	ESG Professional Training Program - ESG disclosure/verification and domestic and international assessment response - Understanding supply chain ESG regulations and product-based regulations - Scope 1, 2, 3 calculation and practical exercises - Greenhouse gas reduction roadmap and CBAM response exercises
15 Dec 2025 – 16 Dec 2025	Environmental management staff *2 people	ESG Supply Chain Assessment Manager certification - ESG overview - Supply chain assessment in practice - ESG assessment / practical exercises

Environmental Management Activities

Investments for environmental management practices

Cheil Worldwide disbursed the following investments to reduce greenhouse gas emissions by 3.9%*.

* Based on market-based emissions for the given year

* The 2% target rate under market-based methodology applies through 2025

Classification	Content	Amount disbursed (KRW thousands)	Note
Energy efficiency	Increased thermal efficiency by cleaning heat source equipment	9,600	
	Additional installation of rooftop solar panels	32,000	
	Repair of hot/cold water pipes in HVAC room	8,000	
	Replacement of aged automatic control parts in HVAC room	1,160	
	Replacement of hot/cold water unit	280,000	Unit 1
	Replaced lighting with LED	15,168	12F meeting rooms and corridors
	Repair of aged steam pipes	6,900	B2F kitchen
	Replacement of lighting control parts	2,300	
Total		355,128	

Environmental protection activities for local communities

At Cheil Worldwide, we are committed to a variety of environmental protection activities in collaboration with our employees.

To help create a forest in the heart of the city, we ran the "Jipssitong (home seed-growing log)" campaign together with the Noeul Park Citizens' Association. 76 employees planted acorn seeds in logs and nurtured them into seedlings over 100 days, then donated them to Noeul Park.

In the summer of 2025, we also partnered with Tree Planet, an organization dedicated to planting endangered native plants in Korea, to run a "Growing Trees in Pots" program for employees. As part of the program, employees nurtured 53 potted trees, including species such as the endangered Spleenwort (a nationally protected wild species), table palms, and coffee plants, for a month. These trees were later donated to community welfare centers and used to provide emotional and psychological support to elderly individuals living alone. Tree Planet also contributed to the conservation of biodiversity by planting endangered plants that only grow in Korea and require protection, such as Spleenwort, equal to the number of trees we purchased, i.e. 53 trees.

Our employees also took an active role in volunteer activities aimed at protecting the environment.

In May, 156 employees participated in plogging (run-and-collect cleanup activity) along the Han River and Yangjae Stream and joined activities to remove ecologically disruptive invasive plants; they also participated in plastic bottle cap upcycling activities together with the Gangnam-gu Volunteer Center.

In an effort to reflect on the meaning of environmental protection and foster unity within the company, we ran a step donation campaign and a leftover meal system campaign last November. Over the course of 12 days, 278 employees took part in the Step Donation Campaign, choosing to go for a walk rather than use electronic devices during their free time and to use the stairs instead of the elevator. By taking 27.3 million steps, far exceeding the goal of 20 million steps, we contributed to saving energy. To commemorate the achievement of the goal, we delivered a donation to Yongsan Senior Welfare Center to support the provision of winter supplies for elderly residents.

In June, 125 employees participated in making upcycled pencils using discarded picture books that could not be recycled, and delivered the completed pencils to local children's centers.

Cheil Worldwide offered employees the chance to engage in a range of environmental protection activities throughout 2025, thereby enhancing their environmental awareness and motivation to take action.



Outcome of Environmental Management

Greenhouse gas Greenhouse gas emission targets

Although Cheil is not a high energy use enterprise and thus is not subject to greenhouse gas emissions allotments, we voluntarily set and disclose an annual self-imposed reduction target of 3.9% per year to reduce greenhouse gas emissions each year.

* Based on market-based emissions for the given year
* The 2% target rate under market-based methodology applies through 2025

We calculate greenhouse emissions figures every month and address any shortcomings should they occur, making proactive efforts to control and reduce our greenhouse gas footprint.

Greenhouse gas emissions-cutting activities

The "Green Cheil" campaign is a company-wide effort at Cheil, engaging all employees in creating and establishing a greener workplace culture to reduce greenhouse gas emissions and combat climate change. By reducing greenhouse gas emissions and limiting the use of resources through the campaign, all of our employees are developing a collective awareness of the need to protect the environment and habits of environmentally conscious practices throughout the organization. Cheil is a partner in Seoul's efforts to manage transportation demand and cut greenhouse gas emissions, providing work-from-home options to employees, staggered office hours, and company-hired taxis for official affairs to encourage employees to leave their private vehicles at home.

* Greenhouse gas emissions reductions over the past 3 years

Our greenhouse gas emissions data for the past three years is as shown below.

Greenhouse gas emissions		Unit : tCO ₂ -eq			
Classification		2023	2024	2025	2025 reduction
Scope 1		775.153	762.172	813.734	51.562 ↑
Scope 2	Location-based*	1,157.438	1,178.314	1,224.989	46.675 ↑
	Market-based**	1,157.438	1,178.314	1,084.998	93.316 ↓
Total (Scope 1, 2)	Location-based	1,933	1,940	2,039	98 ↑
	Market-based	1,933	1,940	1,899	42 ↓
Scope 3		8.005	9.742	9.184	0.558 ↓

Scope 1: Direct emissions / Scope 2: Indirect emissions / Scope 3: Other indirect emissions
Due to rounding up or truncation of the total and reduction figures for greenhouse gas emissions, the sum of individual figures may not equal the total shown.
Performance against target: Target: 2% reduction in market-based emissions (target rate through 2025); Performance: 2% reduction in market-based emissions
* Location-based: Scope 2 greenhouse gas emissions from electricity consumption based on the national electricity grid
** Market-based: Scope 2 greenhouse gas emissions reflecting electricity produced from renewable energy (solar power) through the Green Premium scheme

Greenhouse gas emissions over revenue Unit :tCO₂-eq/revenue (KRW trillion)

Classification		2023	2024	2025	2025 reduction
Scope 1		187.313	175.721	178.969	3.248 ↑
Scope 2	Location-based*	279.691	271.664	269.418	2.246 ↓
	Market-based**	279.691	271.664	238.629	33.035 ↓
Total (Scope 1, 2)	Location-based	467	447	448	1 ↑
	Market-based	467	447	418	30 ↓
Scope 3		1.934	2.246	2.020	0.226 ↓

Scope 1: Direct emissions / Scope 2: Indirect emissions / Scope 3: Other indirect emissions
Due to rounding up or truncation of the total and reduction figures for greenhouse gas emissions, the sum of individual figures may not equal the total shown.
* Location-based: Scope 2 greenhouse gas emissions from electricity consumption based on the national electricity grid
** Market-based: Scope 2 greenhouse gas emissions reflecting electricity produced from renewable energy (solar power) through the Green Premium scheme

Proportion of environmentally friendly vehicles

The number of eco-friendly vehicles in our fleet has increased by 2 compared to the previous year, bringing the total to 4 vehicles, representing 11% of our overall fleet of 37. We plan to continue increasing this proportion going forward.

Energy

Energy consumption reduction activities

The energy used by Cheil Worldwide consists of electricity and gas (LNG), and all employees work toward the goal of reducing energy consumption by 2%* each year.
* Based on revenue-intensity consumption for the given year

To save energy and minimize the disposal of spent lighting, we continuously replace LED lighting each year: in 2025, we replaced 195 LED lights in offices and other areas. We also implement △ a lights-out policy during lunch breaks (2 hours during lunch hours) and at △ 8 PM (all lights out by 8 in the evening). △ Signs are turned off during the late night and early morning hours, and △ every other light is turned off in underground parking to further conserve energy. Since escalators and elevators are power hungry facilities, we make our △ staircases as inviting as possible to reduce electricity usage. △ Reduced hours of operation are enforced during holidays, weekends, and late night hours.

Another area for energy savings is gas. To reduce gas consumption, we keep indoor temperatures at 26±2°C in the summer and 23±2°C through the winter and minimize hot and cold water system operation. Conference rooms are equipped with individual DVM heating and cooling systems to minimize central heating and cooling system operation during holidays, weekends, and late night hours.

In 2025, we also replaced a hot/cold water unit to reduce gas consumption, and reduced electricity consumption by installing and operating additional solar power generation equipment. We also carry out annual pipe flushing and repair work on hot/cold water units and boilers, and have completed exposed pipe insulation in the HVAC room on office floors to minimize the building's energy consumption. Furthermore, by replacing steam pipes in the basement and canteen and replacing parts in the automatic control systems that control lighting and HVAC units, we minimized malfunctions and improved energy efficiency.

* Energy consumption reduction performance over the past three years

Our energy usage figures over the past three years are presented in the table below.

Energy usage				
Unit: TJ				
Classification	2023	2024	2025	2025 reduction
Scope 1	13.962	13.890	14.781	0.891 ↑
Scope 2	24.186	24.622	25.598	0.976 ↑
Total (Scope 1, 2)	38	39	40	1 ↑
Scope 3	0.119	0.145	0.137	0.008 ↓

Scope 1: Direct usage / Scope 2: Indirect usage / Scope 3: Other indirect usage

* Performance compared to target: Target - 2% reduction (target rate through 2025), actual performance - 0% reduction

Revenue-intensity energy consumption

Unit: TJ/revenue (KRW trillion)

Classification	2023	2024	2025	2025
Scope 1	3.374	3.202	3.251	0.049 ↑
Scope 2	5.845	5.677	5.630	0.047 ↓
Total (Scope 1, 2)	9	9	9	0
Scope 3	0.029	0.033	0.030	0.003 ↓

Scope 1: Direct usage / Scope 2: Indirect usage / Scope 3: Other indirect usage

New and renewable energy usage

In Dec 2023, we installed 12 solar energy generation panels on the rooftop of our headquarters building, and in May 2025 installed an additional 10 panels, as part of our ongoing efforts to expand the proportion of renewable energy use and reduce carbon emissions.

* Renewable energy usage over the past three years

Our renewable energy usage figures over the past three years are presented in the table below.

Unit: TJ			
Classification	2023	2024	2025
Renewable energy usage - Solar power (on-site generation)*	0.001	0.107	0.154
Renewable energy usage - Purchased electricity**	-	-	1.084
Total energy consumption (TJ)	38	39	41
Renewable energy usage/Total energy usage (%)	0.003	0.275	3.02

Compared to the previous year, renewable energy usage increased by 0.106%; including renewable energy procured through the Green Premium scheme, the increase was 2.925%.

* Cheil began generating and using solar power from Dec 2023, and installed additional generation equipment in 2025.

** Refers to renewable electricity procured through the Green Premium scheme.

Cheil participated in the 2nd Green Premium auction in 2025 and concluded a contract. The contract period runs from Jan to Dec 2025, and the awarded volume is 2.34 TJ of solar-generated electricity, equivalent to approximately 300 tCO₂eq in greenhouse gas emissions terms. We used a total of 1.084 TJ of the awarded renewable energy volume in the second half of 2025.

Outcome of Environmental Management

Activities to reduce use of raw and subsidiary materials

Although we are not a manufacturing enterprise directly involved in the production and sale of goods, we have initiated a paperless workplace campaign to make our workplace infrastructure more eco-friendly. All of our A4 paper is FSC-certified (Forest Stewardship Council), and our paper cups are made of eco-friendly Kraft paper. Further paper savings are achieved by distributing tumblers to all employees and offering incentives for using tumblers instead of disposable cups (50% discount on beverages at our office cafe). To minimize the use of plastic, we encourage employees to reduce the use of plastic and other single-use items in their daily lives by promoting the use of Rain Keepers, banning single-use plastic bags, single-use paper cups, and plastic toothbrushes. In addition, by introducing an electronic contracting system, we eliminated the use of paper for master subcontracting agreements (approximately 990 agreements, 43 pages each)*, individual subcontracting service agreements, estimates, certificates of receipt, and inspection result notices (approximately 6,547 agreements, 7 pages each)** , etc., saving approximately 180,000 sheets of paper per year (combined total for Cheil and partner businesses). (Total savings achieved by Cheil and partner businesses)

* 990 agreements × 43 pages × 2 (Cheil Worldwide and partner businesses) = 85,140 pages

** 6,547 agreements × 7 pages × 2 (Cheil Worldwide and partner businesses) = 91,658 pages

Activities to reduce water consumption

Cheil is not a manufacturing, distribution, and sales company. Thus, no water usage occurs toward production. However, to reduce water consumption, we continuously carry out improvements to the steam piping in the in-house cafeteria kitchen, which is the area with the highest water usage. That said, we still enforce water-saving measures in our office environments, particularly regulating wash basin faucet water discharge volume and pressure and encouraging staff to use cups instead of leaving the water running while brushing their teeth. These water usage reduction efforts at Cheil naturally translate to less wastewater.

* Water usage over the past 3 years

Our water usage over the past three years is as shown in the table below.

Water usageUnit : Tons				
Classification	2023	2024	2025	2025 reduction
Water	23,731	24,749	25,505	756 ↑

* Water source: Water supply

Revenue-intensity water consumption

Unit: Tons/revenue (KRW trillion)				
Classification	2023	2024	2025	2025 reduction
Water	5,734	5,706	5,609	97 ↓

Activities to reduce waste emissions

Waste output at Cheil is reduced through separate disposal of plastic, paper, and can recyclables. In addition, in order to manage our waste in a transparent manner, we voluntarily registered with the "Allbaro System" (Waste Disposal Site Information Management System of the Ministry of the Environment) as of Nov 2022, despite not being subject to mandatory waste discharger reporting, since our daily discharge is less than 300 kg.

* Waste output over the past 3 years

Our waste output over the past three years is as shown below.

Unit: Tons				
Classification	2023	2024	2025	2025 reduction
Wastes	59	74	62	12 ↓

Activities to reduce air pollutant emissions

As Cheil Worldwide has no manufacturing processes, our only atmospheric pollutant-emitting facilities are the boilers and hot/cold water units used for building heating. To reduce atmospheric pollutant emissions, we replaced the boiler with a low-NOx burner in 2021 and the hot and cold water unit in 2022, and replaced the hot and cold water unit again in 2025. We also adjust the pipe flushing schedule and excess air ratio each year to minimize atmospheric pollutant levels.

* Atmospheric pollutant emissions over the past 3 years

Our atmospheric pollutant emissions over the past three years are as shown below.

Unit: g					
Classification		2023	2024	2025	2025 reduction
NOx	Boiler	23	25	29	4 ↑
	Water heater	92	105	80	25 ↓
SOx	Boiler	3	10	0	10 ↓
	Water heater	2	7	0	7 ↓

* In 2023, measuring targets (water heaters) and items (SOx) were added due to changes in atmospheric measurement requirements.

Outcome of Environmental Management

Compliance with environmental laws and regulations and disclosure of environmental information, etc.

At Cheil, we maintain compliance with all environment-related laws and regulations. There have been zero infringements of environment-related laws or regulations in the past three years. Also, as required by the relevant laws such as the Environmental Technology and Industry Support Act, Cheil have disclosed environmental information for all of our establishments through the Ministry of Environment’s "Environmental Information Disclosure System," and we’ve even verified the information we posted. Cheil environmental information for 2025 will be registered on the "Environmental Information Disclosure System" (www.env-info.kr) by the end of Jun 2026, with public disclosure expected in Dec 2026 following verification by the Korea Environmental Industry & Technology Institute.

* The environmental information to be disclosed by Cheil through this system is governed by the Environmental Technology and Industry Support Act and other related laws.

Cheil environmental information such as greenhouse gas emissions and energy usage figures verified by an independent outside verification body (Korea Productivity Center Quality Assurance) is also disclosed through our Sustainability Reports.

[Summary] 2025 Environment-friendly management activities and practices at Cheil

Agenda	Description	Measures
Environmentally friendly work culture and habits	- Promote an eco-friendly culture by minimizing paper printing - Infrastructure support to facilitate soft copy reporting - Joint procurement of office supplies to minimize resource waste and create a sustainable office environment	- Installation and operation of digital noticeboards in elevator lobbies on all floors to replace paper posters for in-house notices - All reports to CEO and directors to be paperless in principle - In-team document sharing in electronic form to reduce unnecessary printing - Digital company newsletter and other in-house communications - Monitors installed in all conference rooms, wireless Internet access throughout premises - Company-wide joint procurement of office supplies to minimize resource waste from duplicate purchasing
Minimizing use of single-use products	- Encourage use of tumblers at the workplace - Use Rain Keepers	- Incentivize tumbler use by offering discounts at office cafe - Use Rain Keepers to discourage single-use plastic during rainy weather
Environmentally friendly office supplies	- Environment-friendly paper cups, toilet paper, and copy paper	- Uncoated, unbleached paper cups - Certified eco-friendly toilet paper - Reviewing use of lighter-weight copy paper
Office electricity consumption reduction campaign	- Lights-off policy where possible - Reduced elevator use	- Automatic lights off during lunch hours and past 8 PM (1st time) and past 10 PM (2nd time) (lighting only where needed) - Make "inviting stairways" (Aug 2017)
Building energy savings	- Adjusted winter/summer air conditioning and space heating temperatures to save energy - Reduced electricity consumption for lighting	- Minimize air conditioning and heating by utilizing outdoor air during seasonal changes - Reduced air conditioning and heating supply time by easing the supply cycle to 26±2°C in summer (casual business attire including shorts; no tie policy) and 23±2°C in winter - Lowered energy loss from entry and exit and maintained an appropriate temperature in the lobby by installing an air curtain on the 2nd-floor lobby automatic doors - LED lighting to reduce electricity consumption and spent light bulb waste
Participation in Seoul traffic reduction initiative	- Company policies and infrastructure to encourage use of public transit	- Company-hired taxi system, parking space restrictions, and bicycle parking
Atmospheric pollutant emissions reduction	- Measurement and management of air pollutants in boilers and water heaters for first and second half of the year	- Self-measurement of air pollutants from boilers and water heaters to reduce air pollutants and management such as adjustment of air fuel ratio
CSR activities for environmental protection	- Encourage environmental protection contributions by employees	- Operation of the <Earth Day> campaign with a low-carbon menu - Conduct of companion plant growing volunteer activities for ESG biodiversity conservation - Operation of the Step Donation Campaign; operation of Cheil 2025 Sharing Week - Conclusion of a business agreement with EcoCity Seoul and operation of an in-house waste cable collection campaign
Environmental awareness building training	- Improve environmental awareness and build environmental consensus	- Trends in mandatory environmental disclosures, carbon emission structure under the GHG protocol, and an introduction to the current status and rationale of environmental management - Training of overseas management expatriates in inventory and greenhouse gas emissions calculation
Investments toward environmental management practices	- Greenhouse gas emission and energy usage reductions - Strengthening of environmental management expertise	- Boiler pipe flushing, hot/cold water unit pipe repairs, LED lighting replacement, Installed solar power generation equipment, hot/cold water unit replacement - Specialist training investment for environmental management staff
Purchase of eco-friendly alternatives	- Replace existing building consumables with eco-certified products	- Replacement of conventional deicing supplies with eco-friendly liquid deicers certified with the environmental label

Social

- Human Rights
- Employees
- Occupational Health and Safety

- Security and Privacy
- Ethics and Compliance
- Shared Growth
- Social Contribution



Human rights management governance

Governance roles and responsibilities

Cheil Worldwide promotes human rights management to respect the human rights of all stakeholders, including employees, and to minimize human rights risks. Human rights-related issues are managed by a dedicated human rights management team led by the Human Resources Support Division, and important human rights issues are reported to the CFO and the CEO in accordance with internal procedures.

We regularly assess human rights risks, improve identified risks, and disclose the results through our Sustainability Report. We also receive opinions and reports from all stakeholders on human rights-related issues through various channels, and work to resolve them, thereby embedding a culture of respect for human rights. Cheil Worldwide will continue to protect the human rights of stakeholders in all business processes and manage human rights risks on an ongoing basis.

Human rights management strategy

Human Rights Management Policy

Cheil Worldwide has established and is implementing a human rights policy to respect the human rights of all stakeholders and promote a culture of human rights protection. The purpose of the human rights policy is to comply with labor-related laws and regulations in each country and region, to work to ensure the employment stability and adequate compensation of employees from social and economic perspectives, and, as a corporate citizen, to affirm and implement as fundamental obligations the principles set out in the UN Human Rights Council's "Universal Declaration of Human Rights" and "Guiding Principles on Business and Human Rights."

Cheil Worldwide's human rights policy applies to all stakeholders, including domestic and international employees, customers, partner business employees, local communities and residents, and employees of government institutions, and covers human rights issues that all stakeholders are required to observe, including human rights, forced labor, discrimination, child labor, working hours, wages, and freedom of association.

Cheil Worldwide transparently discloses its human rights policy externally through its website and Sustainability Report, and receives and resolves opinions and reports on human rights-related issues at any time through always-available channels such as the grievance support channel and the Help Desk on the partner portal. Annual regular human rights training is also conducted to raise employees' awareness of human rights and embed a culture of respect for human rights.

Key areas of the human rights policy

Classification	Description
Non-Discrimination	We work to ensure that employees are not discriminated against in hiring, compensation, promotion, and other employment conditions on any grounds, including gender, nationality, age, race, religion, or political affiliation.
Humane Treatment	We respect the dignity and worth of all workers as human beings, and prohibit all forms of harassment, sexual harassment, and sexual abuse.
Prohibition of Forced Labor	All work is carried out voluntarily, and we do not compel workers to work against their free will through coercion, confinement, slavery, or any other form of mental or physical constraint.
Child and Young Workers	We do not employ child workers in any position in accordance with national and regional laws and regulations, and employ young workers in compliance with the relevant provisions. Young workers are excluded from hazardous work and are not exposed to hazardous substances or equipment.
Working Hours	Working hours and rest are governed by national and regional laws and regulations; overtime is compensated fairly, and workers cannot be compelled to work against their will.
Wages	Compensation for all workers is set to exceed the minimum wage stipulated by the labor laws and regulations of each country and region. We support paying a living wage above the minimum wage and take into account the factors used to calculate the living wage.
Freedom of Association	We recognize the freedom of association and the right to collective bargaining guaranteed by the labor laws and regulations of each country and region, and ensure that no adverse treatment results from joining, participating in, or forming a trade union.
Protection of Community Rights	We protect the human rights of local communities and residents related to our business operations from infringement, and support their economic, social, and cultural development to contribute to improving the quality of life in the community.
Protection of Customer Rights	Employees prioritize the protection of customers' lives, health, and property above all else, and work to take the best possible measures to protect personal information collected through management activities.
Worker Career Management	We recruit talent that meets our desired employee profile fairly, and work to increase worker job satisfaction and sense of achievement by providing employees with career development opportunities.

Human rights management goals

Cheil Worldwide has established a mid- to long-term human rights management roadmap to advance the level of human rights management and embed a culture of respect for human rights throughout the organization. It is structured around two core areas, the human rights management framework and the human rights risk management, with staged implementation goals set for each area. In Phase 1 (Framework Development), the focus is on building the human rights management framework by making maximum use of existing systems and resources. Phase 2 (Internalization) involves a process of making human rights management substantively embedded and reflected across all aspects of business operations, and in the final Phase 3 (Enhancement), the aim is to drive further advancement by introducing best-in-class systems and standards. Through this phased approach, Cheil Worldwide plans to establish human rights management as a core element of business operations and build a global-standard human rights management model.

Human rights management roadmap

Classification	Description		
Goal	Building a global-standard human rights management model grounded in respect for human rights		
Strategy	(Phase 1) Framework Development 2025-2026	(Phase 2) Internalization 2027-2028	(Phase 3) Enhancement 2029-2030
Key activities	1. Human rights management framework		
	· Establishing a human rights policy · Building human rights management governance	· Forming a dedicated human rights management organization · Amending/supplementing human rights-related regulations and guidelines	· Forming a Human Rights Management Committee
	2. Human rights risk management		
	· Conducting Human Rights Impact Assessment · Implementing risk mitigation measures · Operating a grievance handling process	· Conducting Human Rights Impact Assessment on a regular basis · Refining human rights training topics	· Expanding the scope of Human Rights Impact Assessment · Conducting human rights management reinforcement activities (strengthening leadership, improving organizational culture, etc.)

Human rights management Risk management

Human rights education program

Cheil Worldwide conducts annual human rights education programs, including “Workplace Sexual Harassment and Bullying Prevention Training” and “Disability Awareness Training”. To ensure effective delivery of content to all employees, we offer a balanced mix of offline in-person sessions and online learning formats. In particular, in 2025, an external labor attorney conducted an in-person “Workplace Sexual Harassment and Harassment Prevention Training” session for all employees, enabling more in-depth training.

Human Rights Program in 2025		
Training	Month administered	Completion rate
Workplace bullying prevention training Sexual harassment prevention training	27 May – 27 Aug (In-person) Nov – Dec (Online)	100% * 1,421 persons
Disability awareness-building training	19 Nov – 26 Dec (Online)	100% * 1,454 persons
* Training participants: Mandatory for all employees, the number of people completed is based on the number of people currently employed at the time of training (excluding those on leave, etc.)		

Human rights risk identification and management activities

Cheil Worldwide works to ensure the genuine protection of human rights for all stakeholders, including employees. To this end, we have established and operate a human rights risk management process, and based on our human rights policy, identify potential risks and develop effective improvement measures. Human rights risk management proceeds in the following order: establishing a human rights review plan, identifying human rights risks, implementing risk mitigation measures, monitoring implementation, and communicating results.

Human rights risk management process

Classification	Description
1. Establishment of a human rights inspection plan	– Establishing a human rights risk management process (policy, organization, personnel, etc.) – Identifying key stakeholders – Establishing a Human Rights Impact Assessment plan
2. Identification of human rights risks	– Investigating human rights risk factors – Reviewing the human rights management framework – Conducting Human Rights Impact Assessment for stakeholders
3. Risk mitigation measures	– Identifying risks through Human Rights Impact Assessment – Implementing mitigation measures for actual and potential human rights risks – (If necessary) Conducting on-site inspections and due diligence
4. Monitoring of implementation	– Confirming results of mitigation activities – Reviewing recurrence prevention plans and their implementation
5. Internal and external communication	– Reporting results – Conducting external disclosure of improvement measures (Sustainability Report)

Scope of human rights risk management

Cheil Worldwide comprehensively analyzes its employee composition, business operations and locations, service characteristics, and environmental and community impact to determine the scope of human rights risk management. We define employees, women, children, and youth, and local communities as key stakeholders with whom we directly interact within our business processes, and through Human Rights Impact Assessment, identify potential human rights risks that may arise for these groups and manage those risks. Furthermore, to expand the scope of human rights management across the entire value chain, we plan to extend the scope of assessment to include supplier workers and customers, thereby reducing the likelihood of potential human rights risks.

Definition of vulnerable stakeholders at Cheil Worldwide

Target	Definition	Human rights risks requiring management
Employees	Workers of Cheil Worldwide	Discrimination, working environment, workplace harassment, and sexual harassment, etc.
Women	Women in the value chain	Discrimination, sexual harassment and assault, maternity protection, etc.
Children and youth	Minors under the age of 18	Harmful content, human rights violations, labor exploitation, etc.
Local community	Local residents and the general public	Harmful content, information leakage, right to know, etc.

Human Rights Impact Assessment

Cheil Worldwide conducts a Human Rights Impact Assessment (Due Diligence on Human Rights) to eliminate human rights violations across all stages of business operations. The Human Rights Impact Assessment (comprising a human rights survey, on-site human rights due diligence, and self-inspection) is conducted regularly at least once a year to identify potential and actual human rights risks and assess the status of human rights violations. When identifying human rights risks, we draw comprehensively on the results of the Human Rights Impact Assessment alongside international human rights standards and principles, and matters received and identified through grievance handling channels and stakeholder engagement channels.

Human Rights Impact Assessment review areas

Classification	Category	Review issues
Key issues	Non-Discrimination	Targets of non-discrimination: Gender, race, nationality, etc. Items of non-discrimination: Hiring, performance evaluation, promotion, etc.
	Improvement of working environment	Working hours, health management, industrial accidents, etc.
	Information protection	Personal information management, information security, etc.
	Local community	Relationships with external stakeholders, etc.
Risk management	Human rights risk management framework	Grievance handling, risk inspection, etc.
	Identification of human rights-affected groups	Children, elderly, women, migrant workers, etc.
Human rights experience	Inhumane treatment	Workplace sexual harassment: Verbal, physical, visual, etc.
		Workplace harassment: Exclusion/ostracism, verbal abuse, restriction of leave, etc.

Cheil Worldwide uses a scale from 1 (requires gradual management) to 7 (requires priority management) to evaluate human rights issues that affect company management activities based on importance-awareness among employees, and prioritizes issues requiring management. No serious human rights risks were identified in the 2026 Human Rights Impact Assessment; however, human rights issues with high importance levels were identified in certain areas and were reviewed separately. We will implement mitigation and improvement measures for the key human rights issues identified and will verify the level of improvement implementation through the following year's Human Rights Impact Assessment.

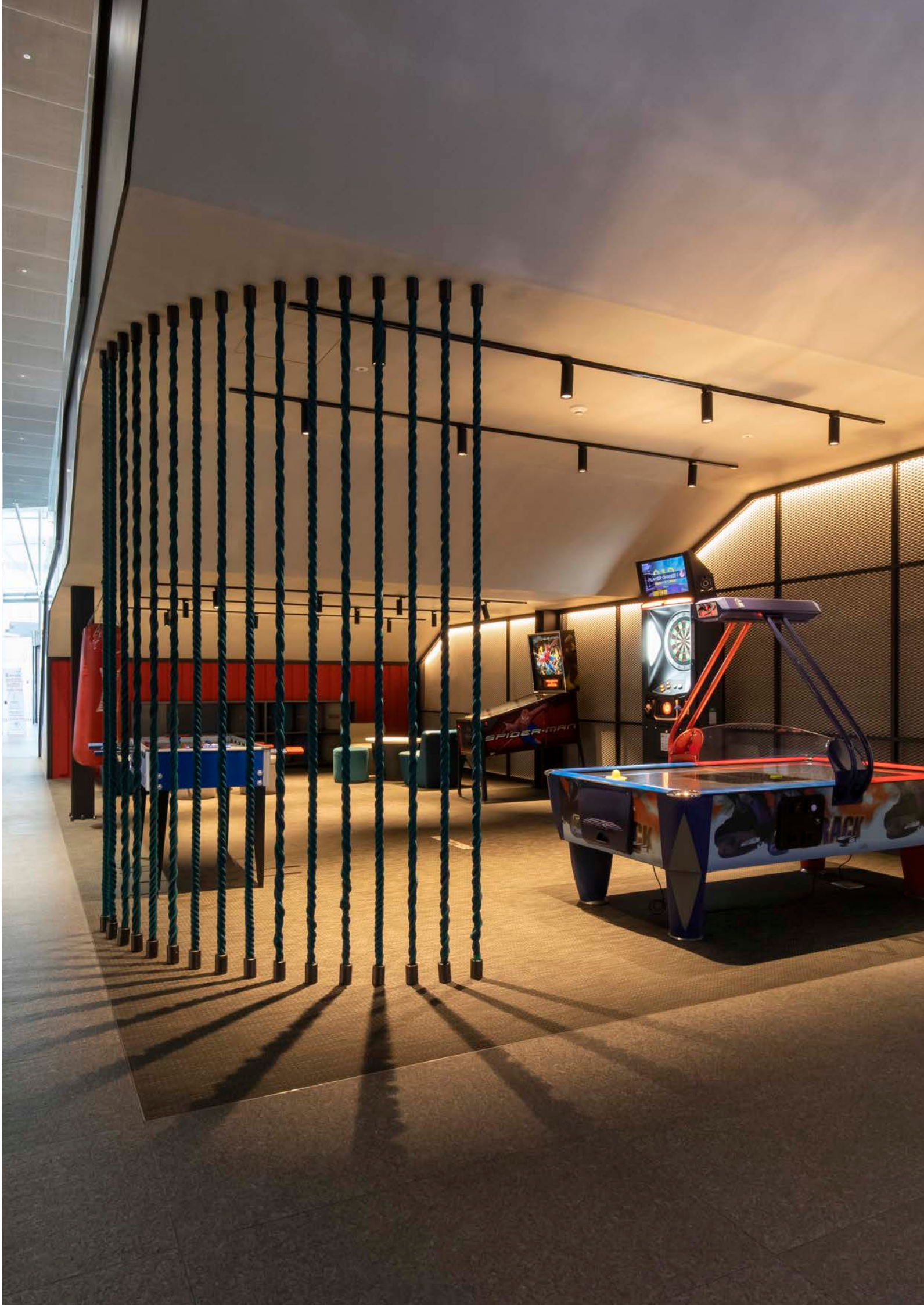
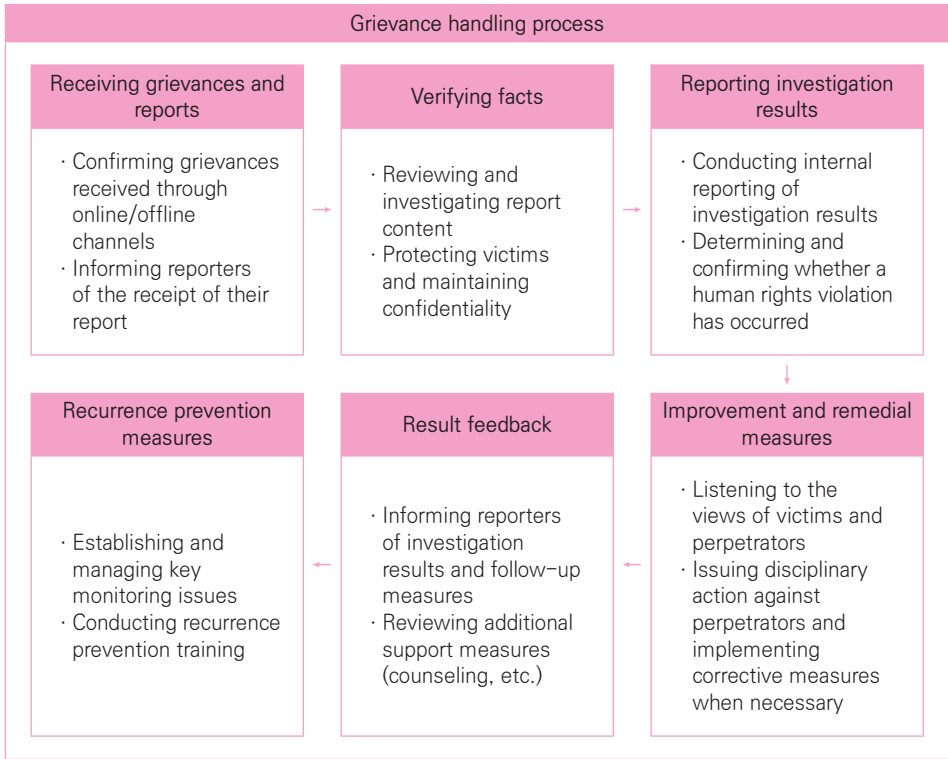
Key human rights issues and improvement/mitigation measures

Category	Human rights issue	Key management group	Improvement/mitigation plan
Non-Discrimination	Performance evaluation and compensation, promotion	Women, mid-level administrators	[Promotion of a fairness-based performance evaluation system review] - Reviewing the employee performance evaluation process and strengthening communication of evaluation criteria - Ensuring effectiveness through activation of 360-degree evaluation and appeal channels - Exploring incentive support measures for individual performance
Improvement of working environment	Employee health and mental health (stress) management	All employees	[Introduction of job-specific employee stress management programs] - Regular inspection required for departments and personnel with excessive workloads - Supporting workplace stress diagnosis and tailored program - Reviewing individual management measures for health screening results (serious conditions, etc.)
Human rights risk management framework	Grievance handling process operation	Women, middle-aged employees, lower-ranking employees	[Strengthening of prevention and response to grievance handling, sexual harassment, and similar issues] - Actively promoting reporting/counseling channels with strict guarantees of anonymity - Strengthening guidelines for perpetrator disciplinary action, protection of reporters, and prevention of secondary harm - Reviewing the introduction of additional support programs, including professional psychological counseling when needed

Human rights-related grievance reporting channels and their operational performance

To address human rights-related grievances, such as discrimination, harassment, and sexual misconduct, raised by both internal and external stakeholders, including employees, Cheil Worldwide operates multiple reporting channels. All reports received through these channels are handled transparently in accordance with internal procedures, with strict confidentiality maintained to protect the identity of the reporter.

Stakeholder	Grievance support channel related to human rights	Number of human rights-related grievances received in 2025	Resolution rate of human rights-related in 2025
Employees	"Grievance Support Channel" in company message board	Number of human rights-related grievances received from Jan 1 to Dec 31 2025: 0 cases	-
Partner businesses and stakeholders	"Help Desk" in partner portal	Number of human rights-related grievances received from Jan 1 to Dec 31 2025: 0 cases	-



Employee diversity

Diversity in human resource composition

As an advertising company that needs to be trend-setting and forward-thinking, Cheil Worldwide is a company whose greatest asset is the creativity of its employees and the flexible organizational culture that can support it. Therefore, we aim to enhance the diversity of our workforce by creating an organizational culture that recognizes and respects the differences and individuality of our employees and allows each employee to fully express himself or herself. Cheil Worldwide is committed to diversity and inclusion. One of our guiding principles is to give all executives and staff members the chance to fully demonstrate their strengths. Our company contains these values and quantitative goals for increasing employee diversity in our "Diversity Respect Policy," which we also publish on our website * and internal bulletin board. We also provide guidance on the contents for employee training.

* Website: <https://cheil.com/kr/esg/trend>

In addition, we operate an open recruitment and training system without gender restrictions, and we manage and set targets in every area, including recruitment, evaluation, and education, to increase the proportion of women and female leaders. As a result, female employees make up 54.3% of the total workforce, 63.2% of new hires, 32.6% of administrators, and 54.0% of executives, demonstrating a high level of gender balance compared to other companies in Korea.

	2022	2023	2024	2025	
Percentage of females (%)	52.3	52.5	53.4	54.3	
Female employment rate (%)	68.0	59.0	67.6	63.2	
Leadership	Female administrators (%)	30.0	31.1	31.8	32.6
	Female executives (%)	51.1	51.7	53.0	54.0

* An administrator refers to a position holder within the organization who holds decision-making authority related to personnel, task allocation, and budget execution, and is responsible for overseeing one or more departments or members (such as executives, general managers, and team leaders). An executive refers to Senior Professionals with 9 or more years of experience (* Executives: equivalent to assistant manager, deputy manager, and manager level in general companies)

Cheil Worldwide is continuing a number of initiatives in collaboration with the Korea Employment Agency for the Disabled to foster an atmosphere and culture that allow disabled employees to completely demonstrate their potential and to expand employment of disabled employees. The employment rate for persons with disabilities at the end of 2025 stands at 1.72%, and the company plans to continue expanding employment of persons with disabilities to meet the mandatory employment rate* for persons with disabilities.

* 3.1% based on private companies in 2025

In addition, Cheil Worldwide encourage activities to establish a culture of diversity. We actively support hobby clubs in the workplace. Currently, there are 17 hobby clubs (as of 2025) with activities ranging from soccer, baseball, basketball, table tennis, yoga, flower arranging, and pottery to create a healthy corporate culture where employees can mingle regardless of position, function, gender, or nationality.

Moreover, Cheil conducts a reverse mentoring system to ensure a generational balance among workers, taking into account the issue of employment imbalance between generations, which has recently surfaced as a social concern. Discriminatory treatment without justifiable grounds is prohibited at Cheil. In the past three years, Cheil has been subject to zero sanctions for discriminatory treatment of employees.

Full-time / fixed-term employment ratio

Cheil wishes to maintain long-term relations with all of our employees. The percentage of fixed-term employees in our organization is extremely low compared to industry averages, with 99% of our staff employed full-time as of 2025.

Diversity promotion programs – Pregnancy, childbirth, childcare, and family care support programs for employees

Support systems

Cheil provides a range of pregnancy, childbirth, childcare, and family care support to all employees, enabling healthy work-family balances. Our systems go above and beyond the legal requirements to provide members of our organization with the support they need.

Maternity support

Classification	Description
Shortened work hours during pregnancy	- Expectant mothers between 12 and 32 weeks of pregnancy may request work hour reduction by 2 hours/day without reduction in wages - During weeks 12 to 32 of pregnancy, 1 additional hour of rest per day is granted, and employees may opt for a 2-hour daily reduction in working hours (pay provided proportionate to hours worked) - In the case of high-risk pregnancies, reduced working hours are available for the full duration of pregnancy (no reduction in pay) * 19 high-risk pregnancy conditions as defined by the Ministry of Employment and Labor: Preterm labor, delivery-related bleeding, severe preeclampsia, premature rupture of amniotic membranes, premature separation of placenta, placenta previa, threatened abortion, polyhydramnios, oligohydramnios, antepartum hemorrhage, cervical incompetence, hypertension, multiple pregnancy, diabetes, hyperemesis gravidarum with metabolic disturbance, kidney disease, heart failure, intrauterine growth restriction, and uterine or adnexal disorders.
Protection of maternity	Overnight work and work on holidays prevented for expectant mothers and mothers having given birth within 1 year prior
Time allowance for fetal examination	Employees may request time allowance (4 hours) for fetal examination For pregnant employees of advanced maternal age or those with high-risk pregnancies, more than 4 hours of reduced working hours may be granted.
Leave for miscarriage or stillbirth	Paid leave for miscarriage or stillbirth
Fertility leave	If an employee or their spouse undergoes infertility-related examinations or procedures, up to 6 days of leave per year (5 days paid, 1 day unpaid) may be granted. * By law: 2 days paid, 4 days unpaid → Cheil Policy: 5 days paid, 1 day unpaid

Childbirth support

Classification	Description
Maternity leave	90 days maternity leave guaranteed before and after giving birth *100 days in the case of a premature birth
Spousal maternity leave	Employees whose spouse has given birth may apply for spousal maternity leave of 20 days

Childcare support

Classification	Description
Childcare leave	Employees who are caregivers for children who are either under 12 years of age or in grade 6 or below may take childcare leave not exceeding 2 years * Eligibility: By law: Children aged 8 or under or in grade 2 of elementary school or below; Cheil Policy: Children aged 12 or under * PeriodBy law: Max. 1 year 6 months per child (base: 1 year; additional 6 months where both parents have each taken at least 3 months of childcare leave, in single-parent households, or where a severely disabled child is being raised) Cheil Policy: Max. 2 years 6 months per child (base: 2 years; additional 6 months where both parents have each taken at least 3 months of childcare leave, in single-parent households, or where a severely disabled child is being raised, bringing the total to 2 years 6 months)
Reduced working hours for child-rearing	Employees who are caregivers for children of up to age 12 or primary school Grade 6 may apply for reduced work hours

Family care support

Classification	Description
Reduced work hours for family care	May be taken in units of 1 year for reasons such as family care, personal illness, accident, study, retirement preparations
Family care leave of absence	Up to 90 days/year in cases where a family member requires care for 30 days or longer due to illness, accident, old age, or child care
Family Care Leave	Up to 10 days of family care leave of absence (deducted from 90-day annual family care lave of absence allowance) in cases where a family member requires care due to illness, accident, old age, or child care

Cheil Daycare Center

Cheil Worldwide operates an in-house daycare center, "Cheil Daycare Center," to support employees in balancing work and family life. The Cheil Daycare Center is operated in a separate building with its own garden, located near Cheil Worldwide's Hannam headquarters, staffed at a ratio that exceeds statutory requirements, providing a warm and nurturing environment for employees' children.

Cheil Daycare Center – Overview

Opening date	Permitted capacity	Hours of operation	Land area
2 Jun 2008	45	7:30 – 19:30 (Extended care until 24:00)	502m ² (2 stories, 1 basement level)

The Cheil Daycare Center has a flexible operating framework that includes extended care, taking into account the diverse working conditions of employees.

Staff of Cheil Daycare Center

* As of Jan 2026

Director	Instructors	Nutritionist	Cook	Clerk	Total
1	6	1	1	1	10

Cheil Daycare Center instructor-child ratio

* As of Jan 2026

Classification	Child Care Act	Cheil Daycare Center
1	1:5	1:4
2	1:7	1:5
3	1:15	1:8
4	1:20	1:10
5	1:20	None

The Cheil Daycare Center maintains a child-to-teacher ratio lower than the statutory requirement under the Child Care Act, ensuring more attentive care for each child.

The admission criteria give priority to single-parent families and female employees, while also extending consideration to male employees with working spouses, reflecting the diversity of modern family structures.

Classification	2025
Enrollment (annual average)	16
Parents using Daycare Center services (annual average)	16
Company subsidy (annual)	KRW 508,981,000

The company provides approximately KRW 500 million in annual operating subsidies, actively supporting employees in arranging childcare during working hours without financial burden.



Duration of employment status and retiree support programs, etc.

Duration of employment

Every year at Cheil we welcome a group of talented new hires. We make every effort to provide our recruits with the best possible work environment. Thanks to these efforts, our employee retention rates and employment durations are higher than the advertising industry average.

Average duration of employment

	2023	2024	2025
Average duration of employment (years)	9.78	10.1	10.3

Retiree Support Program – Career Consulting Center

The Cheil "Career Consulting Center" was established in 2010 to ensure that retirees who spent time with our company can enjoy a stable and pleasant retirement.

The "Career Consulting Center" provides not only life design consulting for retirees and external job matching, but also career counseling and job transition training for current employees, offering holistic career support for both current and former employees.

Furthermore, we offer paid self-development leave of at least 1 day and up to 5 days per month to employees aged 55 or older who are eligible for peak wage system in order to help them prepare for retirement and reemployment.

Performance evaluation systems for employees

Individual achievement and competency evaluation

Performance evaluations at Cheil evaluate the achievements and competencies of all employees, including executives, full-time employees, and contract employees using the MBO method. Performance and competency evaluations are conducted using the MBO (Management By Objectives) method. At the beginning of the year, each department and individual sets measurable and specific goals. At year-end, the department head conducts the first evaluation based on these goals, followed by a second evaluation conducted by the division director.

"Interim Performance Reviews" are conducted around July to August of each year between evaluators (department heads) and the subjects of evaluation (department staff) to keep employees reminded and conscious of their established objectives and progress, and to adjust approaches or directions as needed. This allows employees to be better prepared for our once-a-year performance evaluations.

Prior to evaluation, our department heads are encouraged to conduct individual meetings. Upon evaluation, department heads are required to state in detail the specific grounds for evaluation so as to guarantee that evaluations are as objective and fair as possible.

Upon completion of evaluations by division directors, each employee is individually notified of the results. Persons wishing to raise an objection to evaluation results may file a formal request through our "Performance Evaluation Objection Procedure." We also administer a "Fairness of Evaluation Questionnaire" to all employees, providing the opportunity to state opinions on how performance evaluations are conducted.

Performance evaluation process
Achievement/capacity evaluation objectives set → Interim performance review → Preliminary performance evaluation (department head) → Secondary performance evaluation (division director) → Objection process → Finalization of performance evaluation result

Leadership evaluation

Cheil employs a "Multi-aspect Leadership Evaluation" system for department and team heads as well as executives in our organization. Results of diagnostics are made available to the evaluated staff for reference in supplementing leadership capabilities.

Systems for employee involvement in career path design

We gather career plans and job satisfaction opinions from employees through the "Career League" program to help us design short- and long-term career paths through the organization.

The program also serves as a communication window through which we listen to career-related questions and difficulties experienced by members of our organization.

Remuneration policies

Procedures for stakeholder participation in remuneration policies

A range of stakeholder communication channels are operated by Cheil to gather input and opinions from employees when deciding wage and benefits systems.

- Direct participation by employees in deciding wage and benefits systems through the Labor-Management Council

Remuneration policy based on objective performance

Performance of Cheil employees is evaluated according to clearly defined objective standards. We operate a remuneration policy that ensures proper rewards according to performance. Specifically, regardless of performance or non-performance departments, all employees, including executives, full-time employees, and contract employees, receive the same compensation under the company's two main performance-related compensation systems: incentives for objectives (semi-annual) and performance incentives (annual).

- Annual salaries determined in connection with performance evaluation
- Semiannual organizational evaluations and incentives for objectives
- Performance incentives paid reflecting annual company and individual evaluations

Welfare and benefits

A wide range of policies and systems are in place at Cheil for employee welfare and benefits, regardless of their status and occupation. Good welfare and benefits improve quality of life, boost job satisfaction and morale, and induce better immersion during the work day. The health of our employees is our highest priority. Along with free medical checkups and allowances to help cover medical expenses, we also operate a free company clinic and fitness center. Additionally, employees have access to the "Hyu Center," staffed by a team of professional staff trained in stress management and psychological counseling. Employees with special dietary needs or preferences are provided with a separate "Well-Fit" selection offered at the company cafeteria.

Classification	Support system	Description
Health management	General health checkups	General health checkups for employees and spouses
	Medical allowances	Medical expense, illness, and injury insurance policies for employees, executives, and family members
	Free clinics	Family medicine clinic and dental clinic for employees
	Hyu Center	Stress management and psychological counseling
	Fitness center	Free leisure, sports, and fitness center at work
Family occasions	Allowances and leave	Allowances of special leave for marriage, funerals, and childbirth
	Funeral services	Funeral supplies and services provided
Livelihood stabilization	Household fund loans	Loans for stable living funds (up to KRW 20 million)
	Housing loans	Loans for housing leases and purchases (up to KRW 50 million)
	Personal pensions	Personal pension support for post-retirement stability
Education	Tuition allowances	Tuition allowances from K-12 to university
	Disability allowances	Rehabilitation allowances for children with disabilities
	Academic leaves of absence	Special leaves of absence for enrollment in degree programs
	i-book	Free work and self-development e-book service
Rest and recreation	Theme park	free all-day theme park and water park passes
	Accommodation and facilities	Discounted rates and vacation expense support when using company-affiliated condominiums and resort facilities
	Sabbatical	Sabbatical leave and allowances for every 5 years of continuous employment
	Hobby clubs	Allowances for hobby clubs at the workplace
	i-spa	Facilities for relaxation at work for employees needing a break, massage, and reading time
	i-buffet	A system of selectable welfare benefits tailored to individual lifestyles

Organizational culture

Flexible and family-friendly work environment

Following the institution of the 52-hour work week, Cheil has adopted a "Selective Work Hours System" under which employees can freely adjust their work start and finish times and how long they work on a given day, so long as a minimum number of hours worked per month is met. In addition, employees can keep track of and manage hours worked through the "PiC+ System" to set up the work-life balance that best suits them. Additionally, we operate various working hour reduction systems such as reduced working hours during pregnancy, reduced working hours during childcare, and reduced working hours for family care, to support employees in finding a balance between work and family in a family-friendly work environment.

Family-friendly and team-building GWP events using our company's sports clubs (basketball, volleyball, soccer, baseball, etc.), business support hospitality programs, and internal and external CSR activities in connection with our social contribution groups have also been consistently operated. This has taken many forms, including home game tickets for family outings, group visits to revitalize organization, and rental of premium viewing facilities (skyboxes). In particular, the Samsung Lions KBO postseason ticket giveaway event and the Suwon Samsung Bluewings Escort Kids experience, which invited 22 employees' children and over 100 of their family members, were unique opportunities that only Cheil Worldwide could offer to our employees and their families. These experiences significantly enhanced employees' pride in Cheil.

Healthy and creative organizational culture

Creative ideas produced by our employees are Cheil's most crucial asset. Cheil operates a host of organizational culture programs whose aim is to foster a healthy and creative working environment conducive to the generation of ideas that stand out.

"i-pub", our online communication hub

Cheil takes pride in the "i-pub" communication channel, where all employees are invited to share ideas and opinions and engage in bilateral communication with the company, and confidentiality and anonymity is guaranteed through the use of screen names. To ensure convenient access anytime and anywhere, "i-pub" is available in both web and mobile versions.

The platform hosts a variety of initiatives, including "Idea Refill", a cultural program that provides exhibition and performance tickets to inspire creativity, and "1,000 Ideas", a collaborative space where employees can crowdsource and refine ideas from their colleagues whenever inspiration is needed in their daily work.

Grievance support channel "What's bothering you?"

Inside the Cheil "i-pub" channel is the "What's bothering you?" window for grievance reporting and counseling. Employees can use this channel to report instances of sexual harassment and bullying in the workplace, or to seek counseling on mental and psychological health issues. Employees can receive help in resolving work and non-work issues related to advertiser relations complaints, as well as personal rehabilitation and credit restoration issues. Through the "Got a question?" channel next to "What's bothering you?", employees can quickly resolve in-house IT infrastructure, systems, and information security issues encountered during their work, reducing inconvenience.

Special Guest Lecture "WOW Concert"

We host the WOW Concert, a special in-house event where we invite professors, PDs, authors, athletes, filmmakers, singers, actors, CEOs, critics, performers, consultants, influencers, and anyone else who can inspire our employees in their work and lives to share insights, trends, healing, coaching, and more.

This year, we welcomed Wayne Choi, a representative who has served as Chief Creative Officer at Cheil Worldwide and other leading advertising agencies, for an English-language lecture titled "NAVIGATING CRISES and TURNING them into OPPORTUNITIES," offering employees a chance to grow through an encounter with a senior figure from the company. We also hosted a lecture by author Song Gilhyoung, a "Mind Miner" who excavates the spirit of the times, titled "Era Forecast: Local Goes Global," from which attendees learned how to read the currents of the approaching future and identify signals of change. We also held two insight lectures together with Samsung Asset Management on economic trends and outlook.

Hobby clubs "Mania Club"

Cheil Worldwide operates "Mania Club" to encourage horizontal exchange between employees regardless of affiliation, job, or position, thereby reviving internal communication and expanding the range of non-work experiences that create the foundation for idea generation. Through "Mania Club", we support a range of communication activities based on shared interests, including hobbies, cultural enjoyment, talent development, and health promotion.

SCI Engagement Survey to Monitor Employee Satisfaction and Organizational Health Diagnostics

Every year, we conduct the “Samsung Culture Index Engagement Survey to Monitor Employee Satisfaction and Organizational Health Diagnostics” by Samsung Global Research, and implement various organizational culture improvement activities based on the results.

In 2025, based on consulting received from the results of the previous year's survey and diagnostics, we conducted the following activities with a focus on enhancing employee experience that drives engagement and growth.

First, as maintaining the basics is important for a smooth company life, we launched a "Work Ethic" campaign in which employees exchanged opinions and were encouraged to reflect on their attitudes toward work and people. By presenting three themes — mutual respect, adherence to guidelines, and thorough security — and facilitating communication around these themes, we encouraged employees to voluntarily build a mindset committed to the basics.

Second, the affiliate clinic partnership and partial medical expense support system, introduced in 2024 to create a health-protective environment and ease out-of-pocket costs, and the external fitness center partnership and partial usage fee support program, introduced to provide health management facilities and encourage exercise participation, were both continued into 2025, helping employees improve their physical and mental wellbeing in settings close to their everyday lives.

Third, in the interest of a healthy organizational culture, we continued to develop the team communication workshops that began in 2022, evolving from "Teamwork Growth Week" in 2024 to "Teamwork Growth Month" in 2025. We not only proposed in-house and external team-building programs to make teamwork easier and more effective in practice, but also supported a "Team Experience Self-Customization" approach in which each team independently plans its activities from selection through execution.

Education and training

Employee training programs

Various education and training programs are available at Cheil in support of individual growth and organizational capacity development. These programs include △ initiation training to help new/experienced recruits to achieve a “soft landing”, △ job and general training to reinforce job-specific and general business competencies, △ leadership training to build leadership and communication skills, △ overseas dispatch programs, and △ compliance training for all employees to train the next generation of global leaders.

* Training for all employees, including initiation/job/leadership/compliance, is for all employees regardless of contract type, such as full-time/contract.

Programs are implemented across a number of external educational institutions for added effectiveness. We offer a digital marketing excellence program for talented employees in collaboration with Seoul National University. Additionally, we offer approximately 7,000 multi-campus e-learning courses for online education, which are taken by about 2,000 executives and employees annually. Since 2024, to strengthen company-wide AI capabilities, we have been continuously operating various AI training programs each year — including special lectures, e-learning, and hands-on training — in collaboration with specialized AI training institutions.

Managing effectiveness indicators for employee training programs

We review and manage indicators such as training completion and satisfaction, etc. to measure the effectiveness of our employee training programs. Completion rates are calculated as the number of participants in relation to the number of employees for the mandatory training and based on course-specific completion criteria for optional training such as e-learning. Satisfaction is measured after each training session on a 5-point scale, and narrative and short-answer open-ended feedback is used to gather feedback on the training and suggestions for improvement. This allows us to measure the effectiveness of the training and incorporate improvements into future training programs.

In this way, we measure the effectiveness of our employee training programs and continually manage the indicators to identify improvements and provide better training services.

Education and training costs/time per employee

Cheil retains education and training cost data. As of the time of reporting for our 2025 Business Report, Cheil spends KRW 2,426,000 per employee per year on employee education and training.

* Average training hours per employee

As of 2025, total training hours administered by Cheil reached 47,959 hours. This comes to an average of 31.7 hours spent in education and training for each employee.

* 1,511 total employees

Scholarship promotion programs

Cheil supports higher education and scholarship activities of our employees by offering the Samsung MBA, Cheil MBA and academic leave programs. The Samsung MBA program affords our most competent employees the opportunity to obtain MBA degrees from the world’s most prestigious business schools, and the Cheil MBA program supports domestic MBA and general master’s programs for outstanding employees. We also support training leave of up to two years for employees who autonomously choose to pursue a master’s degree or higher. In addition, we support learning expenses and testing fees for employees seeking work-related certifications (Adobe solutions expert, industrial safety/logistics expert certification, etc.). In particular, employees who obtain the Adobe/Salesforce specialist certifications recognized by the company are awarded a set bonus, encouraging employees to strengthen their expertise.

Talent discovery strategy

Goal

Our goal in talent discovery is to secure excellent talent and provide fair employment opportunities.

Talent discovery program

Various channels are operated by Cheil for new and experienced talent discovery including open recruitment and talent registration. New talent is secured through online and offline recruitment briefings targeting university departments, academic societies, and clubs in related fields, as well as recruitment consultation booths. For our experienced hires, we operate an internal recommendations system.

Cheil is recruiting talented people for a wide range of jobs through various talent discovery programs as mentioned above. For the convenience of applicants, our recruitment process for new, experienced, and intern talent is provided in detail through the Samsung Recruitment website.

Internship programs

Regular internships are operated by Cheil for university students and industry-academic cooperation program participants.

University interns are given the opportunity to take part in real working-level operations in the field to build specific work knowledge and competencies over a period of about six weeks. Students completing our internships may be hired as new recruits pending post-program evaluation. The experiential practical internship program, run on an irregular basis, provides student participants with hands-on work experience over a set period.

Employee competency-building and transition support programs

Cheil Worldwide operates a variety of job-specific development training programs to strengthen the capabilities of our employees and support their growth. Through various internal and external training courses, employees can nurture core competencies in their own lines of work through the programs, as well as freely participate in programs for other areas of interest outside their duties in a process we call "Cross Learning".

Moreover, through the Cheil-Seoul National University Digital Marketing Excellence Program, we are developing comprehensive digital marketing skills to enable our employees to promptly adjust to shifts in the advertising industry, where digital/data marketing is becoming more and more crucial. We also provide foundational and advanced training in Adobe tools to enhance big data utilization skills, as well as AI-focused programs, including conceptual education and hands-on training with AI tools, to strengthen new technology competencies.

Meanwhile, we organize creative forums and seminars at major international advertising festivals every year to provide opportunities to learn about the latest trends in the advertising industry. We also support our employees to gain new insights through participation in major exhibitions and events abroad.

We also operate the Cheil Career League, a program for intra-organization transfers. Employees are free to apply for job openings and projects of their choosing within the organization, posted on an openings message board. Applications are reviewed and applicants are interviewed before final reassignment and project participation. Through the program, our employees are given the opportunity to build experience and competencies across various work areas.

Managerial and leadership development training

Cheil operates a number of leadership programs which include △ executive training, △ manager training, and △ team leadership training. Through various management and leadership development programs, such as "New Team Leader Training" aimed at nurturing the leadership of new team leaders who have become team leaders for the first time, "Team Leader Leadership Training" designed to improve the coaching leadership and team member interviewing skills of team leaders, and "Executive Training" to foster the next generation of leaders, we strive to systematically cultivate the next generation of management leaders in accordance with internal succession planning and augment leadership and communication capabilities across the organization.

Labor-Management Council

The Labor-Management Council serves as a bridge for communications between the company and employees at Cheil. Pursuant to the Act on the Promotion of Worker Participation and Cooperation, the Labor-Management Council is comprised of 10 "employee representatives" elected directly by our employees and 10 "employer representatives" appointed by the CEO.

The 8th Labor-Management Council, directly, confidentially, and anonymously elected by employees in 2024, regularly communicates with the company after gathering diverse opinions from employees and continuously strives to build a culture of mutual respect between labor and management.

The council meets quarterly for ordinary sessions, as well as on an as-needed basis for extraordinary sessions. Matters referred to the council for resolution or labor-management conferral are discussed by the council, which is an active management participant in all areas including wages, welfare and benefits, and company policies.

The Labor-Management Council negotiates annual wage and welfare policies in March of each year, and the resulting "Wages Agreement" applies to all employees.

* Cheil guarantees the Three Key Workers' Rights mandated by law. No labor union has been established at Cheil.

*4 Labor-Management Council meetings held in 2025; 100% agenda resolution rate

Health and Safety systems

Safety and Health Management Policy and Goals

Cheil Worldwide leads a safety-first culture by making the safety of all employees and stakeholders a top priority. Health and safety operations are given the highest priority in all of our business activities, and Cheil management leads by example in health and safety.

We maintain compliance with all applicable laws and statutes, provide a safe working environment, engage all employees in health-promoting activities, enforce strict safety-first policies on sets and at mobile worksites, maintain relationships of mutually beneficial cooperation with our partner businesses, and engage in sustainable safety activities.

Specifically, we are working toward the goal of achieving an accident-free workplace (0% accident rate) by △ proactively reducing risks by identifying and addressing hazardous and potentially dangerous factors, △ expanding opportunities for employee participation in safety and health initiatives, and △ supporting partner businesses in enhancing their safety and health management practices.

* Achieved accident-free workplace from 2021 to 2025 (five consecutive years)

We have established a "Safety and Health Management Policy" that includes the above contents and posted it on our website.

Establishment of Safety and Health Management System (ISO 45001:2018)

Cheil Worldwide is taking the lead in the industry by being the first in the domestic advertising industry to obtain the international safety standard ISO 45001:2018 (Safety and Health Management System) certification in 2023, based on its current safety and health system. Beyond achieving certification, we continue to regularly revise and operate our policies in line with the internal and external environment, maintaining an in-house safety system that meets global standards. As a result, in 2025, we have also achieved the highest safety and health rating (SH1) for five consecutive assessments in the semi-annual evaluations conducted by external safety and health assessment body (credible).



CERTIFICATE

This is to certify that

Cheil Worldwide Inc.

222 Itaewon-ro
Yongsan-gu, Seoul, 04404
Republic of Korea

has implemented and maintains an **Occupational Health and Safety Management System.**

Scope:
The occupational health and safety activities and supporting processes associated with integrated marketing solutions including advertising strategy & execution, creative, media, retail marketing and digital marketing.

Through an audit, documented in a report, it was verified that the management system fulfills the requirements of the following standard:

ISO 45001 : 2018

Certificate registration no.	50351036 OHS18
Date of revision	2025-10-17
Date of certification	2023-12-19
Valid until	2026-12-18



DQS Inc.



David Tellez
Managing Director

Accredited Body: DQS Inc., 1500 McConnor Parkway, Suite 400, Schaumburg, IL 60173 USA
Administrative Office: DQS Korea LLC., A-1915, 178 Digital-ro, Geumcheon-gu, Seoul, 08513, Republic of Korea
The validity of the certification can only be verified by the QR-code.

DQS IS A MEMBER OF



Stakeholders for Safety and Health Management Policy

Cheil Worldwide's "Safety and Health Management Policy" includes and applies not only to our employees, but also to employees of partner businesses that work with Cheil Worldwide, all stakeholders who may be exposed to safety and health risks, such as customers and the general public visiting our business sites, and audiences at filming/event venues and mobile business sites. We also have a contingency plan for major civil disasters to ensure that members of the public who visit our workplaces, audiences at filming/event venues, etc., are not at risk. Additionally, we have developed the advertising industry's first "Safety Management Manuals for Ad Filming Sites and Exhibition Venues," which outlines safety rules, case studies, and codes of conduct for partner business personnel during work operations. To further raise awareness of safety among partner businesses, we regularly send out official safety guidance documents addressing natural hazards such as typhoons, heatwaves, and cold spells, as well as high-risk tasks including working at heights and handling heavy objects. In addition, we conduct safety training sessions for partner businesses in both 1H and 2H, and provide guidance on relevant safety laws and regulations. Furthermore, when selecting partner businesses to perform high-risk tasks, we conduct a pre-qualification safety and health assessment, selecting only partner businesses that pass this assessment. In other words, we verify in advance the safety and health management framework, regulatory compliance, and on-site response capabilities of partner businesses, and work only with partner businesses capable of taking measures to prevent industrial accidents. Through this process, we proactively eliminate safety and health risk factors that may arise during operations, and work together with partner businesses to create a safe business environment.

Health and safety systems

Cheil Worldwide faithfully complies with more than ten safety-related legal obligations associated with its business operations, including the Occupational Safety and Health Act and the Public Performance Act. Compliance is regularly monitored through internal reviews conducted every 1H and 2H. Moreover, in response to the enforcement of the Serious Accidents Punishment Act from 27 Jan 2022, we established a dedicated safety organization to further strengthen our occupational safety and health management system. Pursuant to the revisions, our health and safety management systems have been divided into △ facilities safety and employee health management at Itaewon HQ and GT Tower offices and △ safety management at external and mobile worksites including sets and exhibition venues. Our health and safety organization staff has been increased, and various efforts have been made to bolster our workplace safety management practices and policies. These include safety awareness-building training and campaigns for employees, and safety training for partner businesses with a permanent presence on Cheil premises. In particular, we have renewed our safety management processes for external and mobile worksites including filming sets and exhibition values. A new "Safety Management Manuals for Ad Filming Sites and Exhibition Venues" has been set up with help from expert consultants as the first in industry, distributed to and implemented by all Cheil organization members and partner businesses.

Establishment and operation of Occupational Safety and Health Committee

Cheil Worldwide has established and operates an Occupational Safety and Health Committee in accordance with the Occupational Safety and Health Act, which deliberates, decides and consults on matters related to safety, environment and health at workplaces and filming locations, as well as employee medical examinations and mental health. To strengthen the role of the Occupational Safety and Health Committee and obtain more opinions from employees, we have expanded its membership from four members to six members each from labor side and management from 2022, and appointed the Chief Safety Officer (CSO) and the head of the Safety Management Team, who play key roles in safety management, as company members. In 2024, following the election of new members to the Labor-Management Council, six new employee representatives were appointed to the Occupational Safety and Health Committee, where they are actively participating to date. Our Occupational Safety and Health Committee strives to ensure the safety and health of all labor and management through direct employee participation by explaining/directing the company's policy on all matters related to occupational safety and health at quarterly meetings and sharing employee opinions identified by labor-side members.

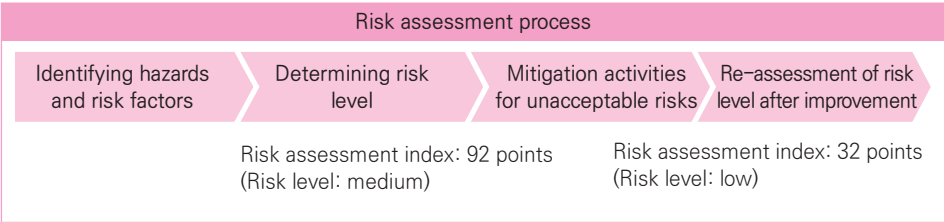
Staffing of dedicated health and safety organization

To facilitate the implementation of professional safety and health management practices suitable for the advertising industry and workplaces such as ad filming locations and exhibition venues, we have established a dedicated safety and health affairs organization (Safety Management Team) as an industry first in 2021 and appointed the Chief Safety Officer, who serves as the senior executive responsible for safety and health management, to carry out and manage safety and health work based on safety-related personnel rights, budget rights, work stoppage rights, and partner business evaluation rights. In addition to assigning the professionals with qualifications such as industrial safety engineers, we are committed to strengthening expertise by nurturing our own safety and health experts. Cheil Worldwide promotes systematic and professional safety and health management since 2022 through newly establishing the safety and health affairs organization and recruiting experts with safety certification, and continuously cultivates the skills of those responsible for safety management through job training on the safety environment infrastructure and outside expert consulting, etc.

Identification and risk mitigation activities of key safety and health risks

By conducting regular and occasional risk assessments at our facilities and mobile worksites, we identify significant safety and health risks, correct them when they occur, and ensure that work is performed safely. From 2022, ad hoc risk assessments using checklists have been applied at mobile worksites to identify and address potential hazard factors at business sites in advance, and the findings are reflected in regular risk assessments to comprehensively analyze and manage accident risk factors across our business operations. In 2025, to advance our ad hoc risk assessments, we significantly expanded the number of checklist items from 32 to 96, enabling a wider range of hazards and risk factors that can arise on site to be identified. As a result of evaluating the effectiveness of these risk mitigation activities, the risk assessment index* decreased from 92 points to 32 points, and the risk level also dropped from "medium" to "low."

* Risk assessment index: Sum of scores before and after improvement of hazards and risk factors identified through site inspections and risk assessments



For workplace equipment, we conduct regular inspections, monitoring and risk assessments to identify risk factors in advance and to replace and repair them according to their life cycle. In 2024, to prevent accidents caused by electric vehicle fires, the EV charging facilities installed in the underground parking lot were relocated outdoors; in 2025, all aging gas fire suppression systems at the headquarters were replaced, enhancing the reliability of the fire suppression equipment and the ease of maintenance. Through these measures, potential accidents were prevented while efficient firefighting capability was secured.



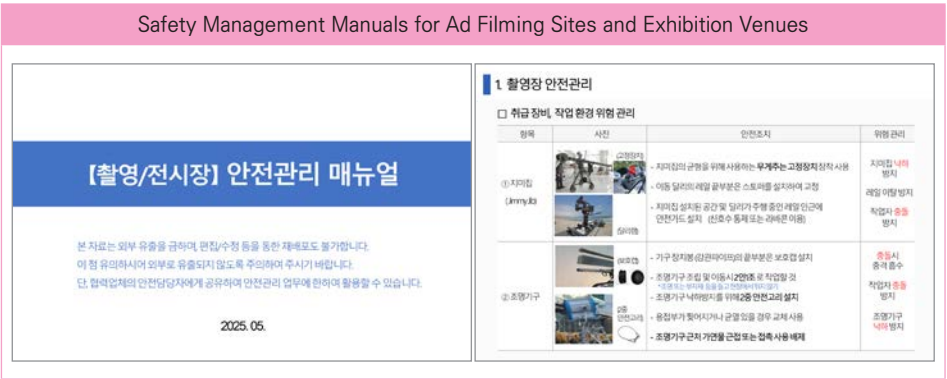
Furthermore, to gather feedback on safety-related matters from employees and in-house partner business personnel, we operate the Occupational Safety and Health Committee and the Safety and Health Council. We also collect input via the Safety Management Team’s KakaoTalk channel and through on-site worker interviews conducted during mobile worksite safety inspections, allowing continuous identification and management of potential hazards.

Risk assessment and safety inspection for our establishments and facilities

Regularly scheduled risk assessments are conducted for Cheil establishments and facilities, including our Itaewon headquarters and offices in the GT Tower. Accommodating our employees in safer, more comfortable work environments is our priority. In addition, we conduct risk assessments from time to time when there are changes, such as replacements and modifications to workplace equipment, to identify and manage risk factors in advance. Additional CCTV units have been installed to cover blind spots where accidents may potentially occur, and weekly safety inspections are performed by our safety officers. Facility safety inspection is performed once in each of the first and second halves under the supervision of our lead executive. We also perform various safety inspection activities such as water damage (heavy rain) prevention inspections, hygiene inspections, fire inspections, and UPS inspections for climate impacts or specific times/issues.

Safety Management Process and Manual established for Ad Filming Sites and Exhibition Venues

All manner of safety accidents may potentially occur at ad filming sites or exhibition venues. As the leading corporation of the Korean advertising industry, we have taken it upon ourselves to reform industry work practices and reinforce our partner businesses' safety management capacities to improve the safety culture in the advertising industry as a whole. With consulting from the Korea Industrial Safety Association, we have established the "Safety Management Process for Ad Filming Sites and Exhibition Venues" and a set of "Submanuals." The "Safety Management Process for Ad Filming Sites and Exhibition Venues" proceeds in the order of "Establish safety management plan → Prior safety training and site inspection (checklist) → Management of outcomes". Each of the "Sub-manuals" contains safety inspection items and measures, instructions for dealing with emergency situations, and general safety-related guidance, and we are continuously improving the production environment and expansion of the application of safety and health laws and regulations of Cheil Worldwide. The process and manuals have been distributed to all our employees as well as our partner businesses through a briefing session. Safety at all of our sites has been managed according to this process since the second half of 2021.



We operate a communication channel using KakaoTalk so that all employees of Cheil Worldwide and its partner businesses can report hazards in mobile worksites. In the event of a safety-related issue on site, workers are instructed to exercise their authority for emergency work suspension in order to halt operations and address the identified hazard. We ensures that work does not resume until the safety of the worker is fully secured. Furthermore, to ensure the smooth use of the authority for emergency work suspension, we provide training for the authority for emergency work suspension and continually communicate that no disadvantage or penalty will be imposed on either employees or partner business personnel for exercising this right.

Safety training – Raising safety consciousness in employees

To raise employee awareness of safety and foster a culture of safety throughout the organization, Cheil Worldwide expanded its safety training in 2024. We now provide customized training tailored to specific groups, including mandatory safety programs such as regular safety training, supervisor training, and onboarding safety education. In addition, we offer project-specific safety training for partner businesses, designed with an understanding of each project's unique business context and risks.

Safety Training in 2025			
Classification	Content	Month administered	Completion result
Employees	First-half statutory safety training for employees (regular, supervisory, new hires)	March – April	100% * 1,303
	Second-half statutory safety training for employees (regular, supervisory, new hires)	September – October	100% * 1,337
	CPR training	October	647
	Fire drill training	May	1030
	PM Division on-site safety management points	August	50
	SBC Division in-house safety management training	September	50
Our Executives	2024 Safety accidents analysis and Implications	May	32
	2025 comprehensive occupational safety measures and accident case studies	November	31
Partner businesses	Partner business safety capability development support	March	72 companies
	Sharing key 2025 safety issues and accident case studies	November	309 companies
	Project-specific safety training conducted 5 times	Throughout the year	8 companies

* Training participants: Based on employees at the time of training completion



In addition to training, we also conduct evacuation drills to prepare for emergencies such as fires and earthquakes, and various mock drills to prepare for emergencies such as water damage prevention drills for heavy rains and typhoons during the rainy season, and UPS fire drills. Furthermore, to further enable prompt response in the case of a cardiac arrest, we have incorporated regularized cardiopulmonary resuscitation (CPR) training and installed automated external defibrillators (AEDs) on all floors where employees work. The CEO delivers a message to all employees once every 1H and 2H, asking them to pay attention to and practice safety and health. In addition, we conducted several safety campaigns to encourage participation from both employees and partner businesses and to promote a strong culture of safety. These included the "Risk Factor Discovery Campaign", which invited suggestions for improvements related to potential safety risks in office spaces and mobile worksites; the "Comprehensive Safety Campaign", including "Keeping Safety Tips in Daily Life"; "Cheil Safety Culture Campaign", and a "Portable Backup Battery Collection Campaign" for fire prevention carried out in collaboration with partner businesses to jointly uphold and practice a safety-first mindset.



Accident-free workplace

Cheil Worldwide achieved a zero industrial accident rate for five consecutive years, maintaining a accident-free workplace from 2021 through 2025.

Classification	2023	2024	2025
Frequency rate of injury*	0.000	0.000	0.000
Accident rate**	0.000	0.000	0.000

* (Number of accidents ÷ Hours worked per year) × 1,000,000
** (Number of accidents ÷ Number of employees) × 100

Care programs for health and safety of employees, executives, and their families

Cheil Worldwide has built an "organization-level physical and mental health management system" to alleviate the physical and psychological burdens experienced by employees due to the rapidly changing business environment and expanding global operations. We operate a regular health checkup program for all employees, as well as a spousal health checkup program (employee grade C2 and higher). We also actively support employees through partnerships with nearby clinics to enable the prevention and early treatment of common illnesses. Medical expenses of Cheil employees and their spouses and children are covered under a medical indemnity insurance policy. We also provide sports and fitness facilities, including a leisure/sports center and a fitness center, to promote physical health. For mental health management, we are building a multi-layered system centered on the in-house "Hyu Center" for soundness of mind. A licensed Level 1 counseling psychologist is on site to provide psychological assessments, individual counseling, and family counseling for employees (and their spouses and children). We also offer organizational activation consulting and programs to improve vitality and strengthen communication within teams, supporting emotional stability at the organizational level beyond the individual level. We have established a gatekeeper (Cheil Mind Friend) system based on mutual care, fostering a culture of mutual support and care among staff. Furthermore, for employees in whom mental health concerns are identified during their comprehensive health examinations, specialist mental health care in partnership with Kangbuk Samsung Hospital is provided. Through this, employees can identify psychological difficulties at an early stage and pursue recovery in their daily lives and at work through systematic support that integrates medical care and counseling. Considering our global work environment, we have also expanded non-face-to-face medical and counseling support in partnership with Kangbuk Samsung Hospital. We are also operating the employee assistance program (EAP: Employee Assistance Program) to support financial and investment management through a professional financial consulting firm. Cheil contributes to the emotional well-being of our employees by improving accessibility for employees in the Gangnam area and through external psychological counseling and coaching. The Cheil Worldwide physical and mental health management system goes beyond short-term welfare, and is part of a sustainable management strategy that recognizes the physical and psychological safety of employees as the foundation of organizational competitiveness. By building a virtuous cycle in which individual recovery and team and family safety lead to organizational sustainability, we aim to create a healthy organizational culture in which physical and psychological safety serves as the foundation for innovation and collaboration.

Hyu Center for soundness of mind

Cheil Worldwide’s “Hyu Center” for soundness of mind, was established in 2010 with the goal of supporting employee stress management and psychological counseling. A certified professional counseling psychologist (Level 1) is stationed at the center, helping employees understand the root causes of their psychological challenges and guiding them toward healthy and constructive problem-solving. "Hyu" operates a 3-stage platform consisting of "Caring," "Healing," and "Beyonding" stages.

Classification	Description
Hyu “Caring” Program	Personal mental health management is pursued through personalized psychological counseling and assessments, team workshops, and family psychological assessments and counseling to manage stress and emotional difficulties at an early stage. In particular, through a one-stop care system for high-risk individuals in partnership with Kangbuk Samsung Hospital, the escalation of psychological risk factors to serious conditions is prevented. Through this, psychological stability and trust are spread throughout the organization.
Hyu “Healing” Program	Programs aimed at burnout prevention and recovery are offered, including meditation and yoga programs, stress prevention and management camps, family relationship recovery programs, and group psychological counseling, enabling employees to achieve psychological recharge and sustainable recovery.
Hyu “Beyonding” Program	Coaching programs are operated to help individuals and organizations grow, going beyond problem resolution. We work to promote the continuous growth and capability development of employees through individual coaching to support self-understanding and goal achievement, team vision workshops and leadership coaching based on team personality and strengths assessments, and family-unit personalized coaching. In addition, we operate a mental health gatekeeper program (Cheil Mind Friend) to strengthen a culture of mutual care among employees, enabling the early recognition of emotional difficulties based on empathy and support among colleagues and facilitating seamless connection to professional support systems when needed, thereby spreading a culture of care and support.

Health and safety of partner businesses

Health and safety support for partner businesses

Cheil Worldwide actively supports partner businesses in safety and health matters as part of our shared growth approach. Our safety and health programs include employees of the five in-house partner businesses (janitorial services, security services, etc.) at Cheil offices. A safety and health advisory group composed of representatives from Cheil and our partner businesses meets on a monthly basis, and safety training is administered to partner business employees alongside these meetings. In addition, for partner businesses engaged in advertising filming and exhibitions, annual workplace risk assessments are conducted in the same manner as for Cheil Worldwide to eliminate risk factors in advance, the right to stop work is granted for hazardous tasks, and various safety and health equipment and facilities are provided.

Preventing safety accidents at filming sites and exhibition venues

To prevent accidents at ad filming sites, Cheil has provided "Safety management training" and distributed our "Safety Management Manuals for Ad Filming Sites and Exhibition Venues" to our partner businesses (1 Sep 2021). This manual is continuously updated to reflect current standards. In addition, we made it mandatory to submit a safety management plan, inspect through a checklist, and create a work plan prior to filming, and established,d revised, and distributed related forms. We conducted over 40 on-site safety inspections in 2022, over 30 in 2023, over 30 in 2024, and over 50 in 2025, providing on-site safety management guidance and identifying and addressing potential risks at our filming sites and exhibition venues.

Systems for protection of information and privacy

In order to achieve the quantitative goal of zero information protection and privacy incident, Cheil Worldwide has established a management system for the secure storage of customers' and employees' personal information, as well as guidelines reflecting major information protection and privacy risks, which are posted on the ESG message board on our website and on the company message boards. We also report annually to the Board of Directors on the risks associated with our information security and privacy and the results of our risk management activities, and we have articulated this BOD review process in our Internal Management Plan and Security Management Policy.

Policies and systems relating to information protection

Cheil has an established "Information Protection Policy" covering PC security, document security, and systems security. Enactments/amendments of related laws and the latest information security-related issues are promptly reflected in this policy. The policy is made available for reference and compliance by all members of the company organization.

All data transmitted to and from or stored in personal information handling systems, communications networks, and computer equipment is encrypted using an internal encryption solution. Access permissions are strictly controlled and granted differentially on an as-needed basis. We also remove idle accounts and unnecessary permissions at least once a year, and have adopted a suite of security solutions for threat detection, analysis, prevention, and protection.

Policies and systems relating to privacy protection

Cheil has established a data protection policy that applies to all relevant business lines which is made public on our website. Cheil also enforces an "Internal Management Plan" facilitating the protection of personal information treated by the company. Enactments and amendments to relevant laws, statutes, and standards are reflected in the plan as needed and approved by our Privacy Protection Officer.

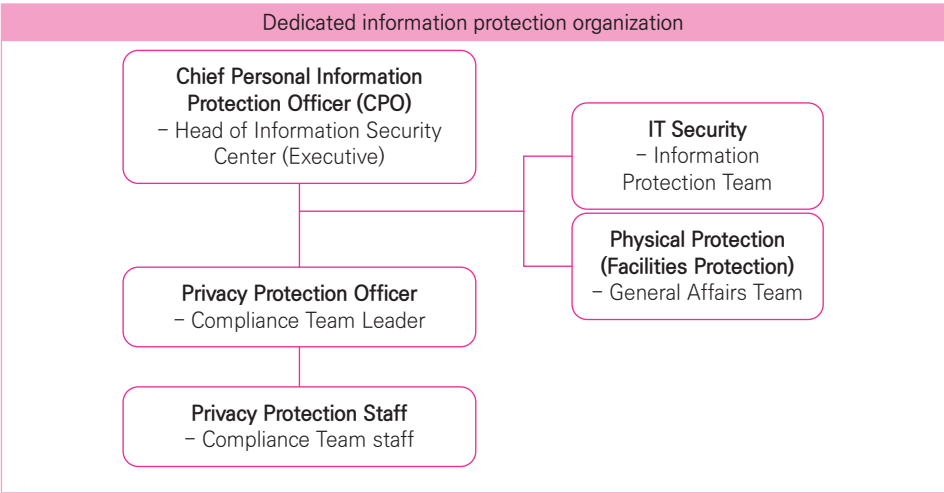
Notices are issued to all employees in the event of revisions to the plan, and a current version of the full text of the "Internal Management Plan" is published on the internal message boards for convenient reference at any time.

Twice a year, our in-house legal team administer trainings on key provisions of relevant privacy laws to inform all members of the organization of our obligations in terms of privacy protection. Our "Compliance Newsletter" is issued periodically to inform the organization of recent violations of privacy protection laws in Korea and abroad along with the related guidelines issued by the company.

Compliance Newsletter History for Privacy Policy Compliance in 2025	
Description	Month
Cases of class action lawsuits filed over personal information leaks	February
Cases of financial institution fines for using personal information for unauthorized purposes	April
Cases of personal information leaks at overseas subsidiaries of other companies	May
Cases of fines for unauthorized collection of biometric information	May
Cases of fines for personal information leaks from open chat users	June
Cases of sanctions against 12 direct auto insurance sellers for violations of the Personal Information Protection Act	August

Composition and activities of our privacy protection organization

Cheil operates a dedicated privacy protection organization to ensure safe handling of personal information. Our compliance team serves as the Cheil privacy protection organization, supporting the Privacy Protection Officer in general supervision and management of working-level personal information protection affairs and operations. The IT protection measures are the responsibility of the Information Security Team, while the General Affairs Team is tasked with physical protection measures. These arrangements are included in our "Internal Management Plan," and are approved annually by the Privacy Protection Officer.



As per Article 10 (Roles and Responsibilities of the Privacy Protection Department) of the "Internal Management Plan," the Privacy Protection Department engages in the following activities to ensure safe utilization of personal information.

- Personal information protection activities
- 1. Planning and administering personal information training to the organization (at least once a year)
 - 2. Notifying employees of guidelines for personal information protection
 - 3. Inspecting the state of privacy management and making improvements as necessary
 - 4. Implementing a system of internal controls for privacy protection
 - 5. Establishing/regularly revising personal information handling policy and guidelines
 - 6. Enforcing, supervising, and managing prohibition on "collection, utilization, and storage" of resident registration numbers (exceptions where permitted by law)
 - 7. Managing and supervising outside contractor for personal information handling
 - 8. Destroying and managing personal information whose purpose of use has been achieved or whose retention period has lapsed
 - 9. Immediately reporting personal information leaks to the information owner and related departments

Designation of Chief Information Security Officer

To strengthen our expertise in managing risks related to generative AI services and information security, and to proactively respond to relevant regulations, Cheil Worldwide established an Information Security Center in Dec 2024. The Head of the Information Security Center (managing director) was appointed as the Chief Information Security Officer (CISO). The CISO is an executive who meets the qualifications outlined in Article 45-3 of the Act on Promotion of Information and Communications Network Utilization and Information Protection, including conditions related to holding concurrent positions and possessing professional expertise. The appointment was duly reported and registered with the Ministry of Science and ICT. In addition, Cheil undergoes computerized audits by external independent audits (accounting firm) annually to determine whether our overall information protection/personal information protection system, including security policy operation, vulnerability inspection, breach response, administrator authorization, and employee information security training, satisfies the standards of relevant laws and regulations. In accordance with Article 13, Paragraph 2 of the Information Protection Industry Act, Cheil's information protection status are publicly disclosed starting in 2022.

Designation of Chief Personal Information Protection Officer

At Cheil, the Head of the Information Security Center (managing director) has been designated Chief Privacy Officer (CPO), meeting all of the requirements under Article 31 of the Personal Information Protection Act and Article 32 of the Enforcement Decree of the same Act. The Chief Privacy Officer exercises general authority over personal information protection affairs, including inspections for proper personal information handling and administering training to all employees.

* Effective 1 Jan 2026, the CPO role was changed to the Head of the Information Security Center, to enable the Head of the Information Security Center to oversee CPO responsibilities as well, using their expertise.

Information security training

Cheil Worldwide conducts annual internal training to all employees including contractors on information protection and privacy to protect the company's trade secrets and those of its advertisers, and to protect personal information handled by the company.

Recognizing the critical importance of personal information protection, we conduct privacy training sessions twice a year for all employees to raise awareness. In addition to this Company-wide training, we also provide specialized training for personnel who handle personal information. This training is conducted immediately prior to the commencement of their duties.

Privacy protection training plans and outcomes are reported to the Privacy Protection Officer, and a questionnaire survey is administered following the training sessions to gather feedback to be reflected in planning for the next round of training.

Privacy training and information security training in 2025			
Training	Content	Month administered	Completion rate
[Company-wide, Korea] Compliance training	〈1H〉 Briefing on the latest privacy-related legal violations and guidelines	April – May	100% * 1,266 persons
	〈2H〉 1. Briefing on the latest privacy-related legal violations and guidelines 2. Information Security Training	September – October	100% * 1,322 persons
[Company-wide, Overseas] Compliance training	1. Briefing on the latest privacy-related legal violations and guidelines 2. Information Security Training	July – October	100% * 6,036
Training for new and experienced recruits	1. Briefing on personal information handling process precautions and guidelines 2. Information Security Training	• New recruits : March, September • Experienced recruits : Monthly	New recruits 100% * 50 persons Experienced recruits 92.9% * 52 persons
Training for employees	Personal information protection training	March	100% * 37 persons
Training for foreign nationals working in Korea	Personal information protection and information security training	September – October	100% * 11 persons
Training for personnel handling personal information	Personal information protection guidelines	As needed	100% * 59 persons
In-house partner businesses training	1. Briefing on trustee obligations under the Personal Information Protection Act 2. Information Security Training	September	96 persons

* Participants: Based on employees at the time of training completion

Information security and personal information protection activities

Information security activities and system inspections

Information security activities

Classification	Description
Enacting and revising information security policy	Our security standards are revised annually to reflect the latest legislation and rapidly changing information technologies. Notices are issued to ensure that all employees are familiar with and maintain compliance with the latest standards, and the latest security standards are applied to worksites. Our Internal Management Plan for privacy protection is also regularly revised and approved by the Chief Personal Information Protection Officer.
Notice of information security	In accordance with Article 13, Paragraph 2 of the Information Protection Industry Act, we faithfully disclose information on our information security investments, personnel, certifications, and activities on an annual basis.
Participation in Cyber Partners by the National Intelligence Service	To protect ourselves from widespread cyber threats and to strengthen our cybersecurity capabilities, we participate in Cyber Partners, a public-private cyber security collaboration initiative led by the National Intelligence Service and the National Cyber Security Center.
Attend security technology seminars	We regularly attend monthly security technology seminars to stay up to date with the latest developments and trends in cybersecurity, thereby enhancing our internal information protection capabilities.
Participation in security networking forums	We take part in industry-specific security networking forums three times a year to share insights, trends, and current issues related to information security, reinforcing our security expertise.
DDoS situation propagation training	DDoS attacks may happen at any time. In anticipation of the next attack, annual mock exercises are conducted for each of the relevant functions—servers, applications, networks, information security, etc.—assuming a real world DDoS attack situation. This training is expected to enable us to more promptly respond to an actual attack, minimizing negative impacts on company affairs and ensuring continuity of business.
Mock exercises for malicious email response	To protect Cheil trade secrets and other information assets in the midst of ever-increasing corporate hacking attempts through emails containing malicious code, we have issued malicious email warnings to the organization and perform regular mock exercises to prevent theft of company information assets.
Physical security inspections	Theft and loss of trade secrets and other company information assets due to negligence on the part of our employees can be prevented. Workspaces are inspected regularly after work hours for any computers that may be left on, drawers or cabinets that may be unlocked, and any unattended documents in order to keep the organization alert to the ever-present threat of information leaks.
Information Security Training	New recruits are required to complete information security training to preempt legal infringements that may arise in the performance of work and to protect the information assets of the company. Regular information security training is administered annually to employees of our domestic and overseas locations and partner businesses.

System Inspections

- ① Security assessment for new or modified systems
- Security inspection is conducted before opening/modifying services upon implementation of new systems or system modifications to protect company IT infrastructure and information assets from external hacking attacks.
- ② Security inspection of websites, servers, databases, and networks
- Idle and unnecessary accounts due to negligence in operations and insufficient system security settings are inspected and addressed, protecting company IT infrastructure and information assets from external hacking attacks.

Category	Item	Frequency	Inspection dates in 2025
Information security activities	Information security policy revision	Annual	April
	Notice of information security	Annual	June
	Participating in Cyber Partners by the National Intelligence Service	Often	Often
	Attending security technology seminars	Monthly	January – December
	Attending security networking forums	Three times a year	February, July, November
	DDoS situation propagation drills	Annual	April
	Malicious email response mock exercises	Twice a year	April, December
	Company-wide physical security inspection	Semiannual	May, October
	Information Security Training	Annual	October
Systems	Important SW security updates and company-wide announcements	Often	Often
	Blocking of access to harmful domestic and foreign websites	Often	Often
	Application of security control service and hacking prevention	Often	Often
	System (new/modified) security inspection	Once before opening	Often
	Application security inspection	Monthly	January – December
	Database security inspection	Annual	July
	Server/network security inspection	Monthly	January – December

Information security and personal information protection-related inspection activities

Regular inspection of suppliers and business partners through Personal Information Trustee Management System

In recent years, as the share of marketing using digital media has increased dramatically compared to marketing using traditional advertising media such as TV and print, marketing using customers' personal information has also increased. Accordingly, the supervision and regulation over the use of customers' personal information for marketing purposes by the Personal Information Protection Commission is also being reinforced.

Cheil Worldwide has developed the "Personal Information Trustee Management" system to identify these risk factors in advance and manage them efficiently, and has been releasing and operating the system since Sep 2022.

The “Personal Information Trustee Management Systems” system is a management/inspection system which ensures that all trustees doing business with Cheil Worldwide thoroughly protect customer privacy, and inspections are conducted to verify trustees' compliance with personal information protection and information security.

This system is designed to enable us to monitor and verify at any time that our trustees, who directly handle our customers' personal information, comply with applicable laws and regulations throughout the marketing process using the personal information. The system allows our employees and trustees to take time out of their busy schedules to review and verify checklists that summarize the complex legal obligations required at each stage from the collection of personal information to its destruction.

From 2022, we have reported the results of our review of personal information-related risks through the above system to the Board of Directors once a year, and we will continue to review the enactment/amendment of relevant laws and regulations from time to time to protect our customers' personal information, and proactively identify relevant risks and reflect them in our policies and business processes.

Information security check

Cheil Worldwide has established internal security standards to identify, assess, and manage information security risks that may arise during business operations. These standards were developed with reference to internationally recognized frameworks such as ISO 27001 and ISMS-P.

Based on these standards, we regularly manage and review 1,181 sub-items across 7 areas: △ Information security policy, △ Information security organizations, △ Improving security consciousness, △ Security accident response, △ IT security, △ Physical security, and △ Personal information protection.

* Cheil Worldwide is not subject to obligatory certification under the Act on Promotion of Information and Communications Network Utilization and Information Protection to acquire certification, and thus does not hold certifications relating to information security and personal information protection. However, certifications will be acquired promptly should we come under obligation to do so in the future under the applicable laws.

Activities to prevent personal information leaks

Cheil Worldwide has established the "Response Procedure for Personal Information Leakage" to prepare us for any accidental leaks which may occur during personal information handling. Mock exercises are conducted once a year to keep our information leakage handling procedure effective and up to date. Cheil Worldwide has also registered liability insurance in compliance with Article 39-7 (Indemnity for Losses) of the Personal Information Protection Act with coverage for accidental leaks, loss, theft, forgery, and damage to personal information.

Personal information leak response mock exercises		
	Date	Website
2023	8.17.	Cheil Worldwide YouTube Channel
2024	11.19.	Cheil Idea Festival
2025	8.13.	Acquired Samsung Fire Bluefangs volleyball team

Personal information damage liability insurance policy	
- Insurer: Samsung Fire & Marine Insurance	
- Limit of liability: KRW 500 million	
- Coverage period: 31 Dec 2025 – 31 Dec 2026 (renewed annually from Dec 2019)	

Right protection policy

The subject of the personal information handled by Cheil Worldwide has the right of access, rectification and deletion, or suspension of handling of their personal information. Details relating to exercise of these rights are provided in our "Personal Information Handling Policy" to facilitate direct control by information owners over their own personal information. Cheil Worldwide collects customer privacy only when it is absolutely required, as when a contract has been fulfilled or when the customer's explicit consent is obtained. Other than the customer, Cheil Worldwide does not collect personal data from third parties. In addition, we process the customer privacy only to the extent of receiving explicit consent from the customer, and do not rent, sell or provide personal data to third parties unless it is required by Articles 17 and 18 of the Personal Information Protection Act, such as when the customer consents or there are special legal requirements (Article 5 of the Personal Information Handling Policy). Further, we commit to deleting data when it is no longer needed, such as when the processing purpose has been fulfilled or the personal information retention period has expired (Article 7 of the Personal Information Handling Policy).

Protecting the rights of information owners

For collection and utilization of personal information in compliance with the relevant laws, Cheil Worldwide uses a standardized "Personal Information Collection and Use Consent Form" and "Personal Information Handling Consignment Agreement." The standardized forms are regularly updated to reflect any amendments to the applicable laws and standards. When obtaining consent for collection and use of personal information, Cheil Worldwide informs information subjects of the following.

1. Purpose of collection and use of personal information	3. Retention and use period for personal information
2. Personal information items to be collected	4. Information on the right to refuse consent, and if refusal to provide consent subjects the person to disadvantage, a statement of said disadvantage

1. Purpose(s) for personal information handling	8. Rights and obligations of information subjects and their legal representatives and how to exercise them
2. Periods for handling and retention of personal information	9. Measures to ensure the safety of personal information
3. Items of personal data handled	10. Matters relating to the installation, operations and refusal of automatic devices for the collection of personal information
4. Matters relating to the handling of personal information of children under the age of 14	11. Chief Personal Information Protection Officer
5. Matters relating to furnishing of personal information to third parties	12. Remedies for violation of rights and interests
6. Outsourcing of personal information handling	13. Changes to the Personal Information Handling Policy
7. Procedures and methods for destroying personal information	

Also, for cases involving the collection and use of personal information, the following is stated on our website through the "Personal Information Handling Policy".

Cheil Worldwide protects the personal information of both customers and Cheil Worldwide employees according to the relevant laws and standards. The "Consent Form for Third-Party Provision of Personal Information" is collected from all members of the organization each year, and our "Personal Information Handling Policy" is made available to inform employees of how their personal information is handled and managed.

Personal information protection violations/grievances

Cheil Worldwide has no cases of violations of personal information protection-related laws and regulations for the past three years and no related lawsuit.

Unit: Case			
Classification	2023	2024	2025
Violations of the Personal Information Protection Act	0	0	0
Customer complaints related to personal information	0	0	0

Employee rules
for compliance
practices

Cheil Worldwide Compliance Rules

In Apr 2012, we established the "Compliance Control Standards," which includes the composition of the compliance control organization and the standards and procedures for all compliance control activities of the compliance control organization, and in Dec 2022, we revised the above standards to reflect the latest compliance trends, refine the compliance education program, and establish the basis for online distance education.

In addition, since Jun 2012, we have enacted and implemented the "Operating Regulations of the Compliance Program" as a subordinate regulation to the above "Compliance Control Standards," which includes the operating system of the compliance organization, division of duties, and specific operating measures of the compliance program, and we always post the above regulations on the internal compliance system so that employees can review them at any time.

Practice Guide

We have created a "Practice Guide" that contains the contents of relevant laws and regulations that employees should be familiar with when performing their duties, penalties for violations, examples of violations, and checklists, and it is always posted on the internal compliance system. The "Practice Guide" is divided into the laws and regulations most relevant to our business, such as the Copyright Act, the Act on Fair Labeling and Advertising, the Unfair Competition Prevention Act, and the Personal Information Protection Act, and contains various types of examples to make it easier for employees to understand.

In particular, Cheil Worldwide enforces a set of "Guidelines on Preventing Collusion" to prevent collusion and price-fixing practices in our relations with competitors. These guidelines clearly establish the definition and concept of "collusion" according to the Monopoly Regulation and Fair Trade Act, and set forth specific examples of practices such as the exchange of information with competitors which may be acknowledged as "collusive behavior." Such practices are expressly prohibited under the guidelines.

Regardless of whether actual collusion has been committed, suspected acts and acts which may lead to collusion may also constitute collusion as defined in the Monopoly Regulation and Fair Trade Act. Accordingly, we prohibit contact with competitors as a matter of principle, and require a prior "Competitor Contact Declaration" process to report any contact with competitors to the Compliance Team. For instances where contact with competitors cannot be reported beforehand, we require members of the organization to report details of contact after the fact. The emphasis is on maintaining vigilance and awareness across the organization so as to altogether discourage engaging in any and all actions which could be misconstrued as "collusive."

Employee Ethics Code

To eliminate all forms of corruption, we have established the "Compliance Management Code of Conduct" and "Ethical Management Principles," and the "Anti-Corruption Principles," which are publicly available on our website and internal portal (Knox). We support our employees in practicing ethical management and complying with the Code of Conduct.

Employee Ethics Code and Anti-Corruption Principles posted on our website

〈Employee Ethics Code〉

To comply with laws and ethics and fulfill its corporate role and social responsibilities, Cheil Worldwide has established the "Management Principles" to serve as a standard of conduct in all management activities, and will actively implement them.

1. Comply with laws and ethics.

1-1 Respect individual dignity and diversity.

- Respect the basic human rights of all people.
- Forced labor, wage exploitation, and child labor are not permitted under any circumstances.
- Do not discriminate against all stakeholders, including customers and employees, based on nationality, race, gender, religion, etc.

1-2 Compete fairly in accordance with the law and business ethics.

- Comply with national and local laws and regulations, respect the market competition order, and compete in a fair manner.
- Do not take an unfair advantage by using unfair means that violate business ethics.
- Do not give or receive quid pro quo gifts, bribes or entertainment in business activities.

1-3 Maintain accounting transparency with accurate accounting records.

- Accurately record and manage all company transactions such that all stakeholders can objectively understand business activities.
- Comply with accounting-related laws and regulations of each country and internationally accepted accounting standards.
- Faithfully disclose major management matters and corporate information in accordance with the law, including the company's financial changes.

1-4 Do not intervene in politics and remain neutral.

- Respect individual suffrage and political opinions, but do not engage in political activities within the company.
- Do not use the company's funds, personnel, or facilities for political purposes.
- Do not provide money or valuables such as illegal contributions.

2. Maintain a clean organizational culture.

2-1 Strictly distinguish between public and private matters in all business activities.

- In the event of conflict between the interests of the company and individuals, the legitimate interests of the company shall take precedence over individual interests.
- Do not pursue personal benefit from the company's resources or one's position, and refrain from any misconduct, including embezzlement or asset theft.
- Do not use information obtained in the course of one's duties to engage in securities transactions, including the purchase or sale of stocks.

2-2 Protect and respect the intellectual property of the company and others.

- Do not leak Internal intellectual property and confidential information to third parties without prior permission or approval.
- Respect the intellectual property of others and do not engage in any infringing acts such as unauthorized use, distribution, or modification.

2-3 Create a sound organizational atmosphere.

- Do not use any language or actions that undermine positive co-worker relationships, such as sexual harassment, financial transactions, or violence.
- Do not form factions or private groups that can create discomfort within the organization.
- Establish labor-management relations of coexistence and co-prosperity based on mutual trust and effective communication.

3. Respect customers, shareholders, and employees.

- 3-1 Make customer satisfaction the priority value of business activities.
 - Provide products and services that meet customer needs and expectations in a timely manner.
 - Treat customers with kindness and sincere attitude, and humbly accept customer suggestions and complaints.
 - Respect and protect customers' reputation and information.
- 3-2 Pursue shareholder value-centered management.
 - Provide long-term benefits to shareholders through reasonable investment and increased management effectiveness, etc.
 - Generate stable profits and increase the market value of the company through sound management practices.
 - Respect shareholders' rights and legitimate demands and opinions.
- 3-3 Strive to improve the "quality of life" of our employees
 - Provide equal opportunities to all employees and treat them fairly based on their abilities and performance.
 - Promote ongoing self-development among employees and actively assist in the improvement of competencies required for job performance.
 - Establish a workspace that encourages individuality and creativity.

4. Value the environment, safety, and health.

- 4-1 Pursue environment-friendly management.
 - Comply with international standards, related laws, and internal regulations related to environmental protection
 - Constantly strive to protect the environment in all business activities, including development, production, and sales
 - Take the lead in resource efficiency, including recycling of resources
- 4-2 value human safety and health.
 - Comply with safety-related international standards as well as relevant laws and internal regulations, etc.
 - Avoid safety mishaps by adhering to safety regulations and fostering a positive work atmosphere.
 - Avoid offering goods or services that could endanger people's health or safety.

5. Fulfill our social responsibilities as a global corporate citizen.

- 5-1 Faithfully carry out the basic responsibilities that must be observed as a corporate citizen.
 - Aim to boost the company's credibility by carrying out duties and commitments as a member of the local community.
 - Aim at creating stable employment and faithfully fulfill tax responsibilities.
- 5-2 Respect local social and cultural characteristics and practice coexistence.
 - Respect the laws, culture and values of the local community and contribute to improving the quality of life of local residents.
 - Promote sound social development through pro bono activities in various fields including academics, arts, culture, and sports.
 - Actively participate in community service activities such as volunteer work and disaster relief.
- 5-3 Establish a relationship of coexistence and co-prosperity with business partners.
 - Form mutually beneficial relationships with business partners based on mutual trust and perceive business partners as strategic partners.
 - Strengthen the competitive power of partner businesses and pursue common development through legitimate support.

〈Anti-Corruption Principles〉

Executives and employees of Cheil Worldwide adhere to the principles below to ensure a clean organizational culture.

- Executives and employees of Cheil Worldwide do not receive cash or other valuables by business partners, nor are they given golf outings or any other forms of entertainment.
- We do not make profits through improper means, such as embezzlement of public funds or theft of assets.
- We work diligently during business hours and observe decorum that is expected of executives and employees.
- Information requiring security, such as company confidential information, are not externally leaked without prior permission or approval.

遵法經營 행동규범

본인은 주식회사 제일기획의 임직원으로서, 조업경쟁의 실천이 정도경영을 구현하는 핵심 원칙이자 실행되는 초일류기업 달성을 위한 수단인 동시에, 임직원 개인의 자아실현을 위한 전제조건임을 깊이 인식하고, 업무를 수행 할에 있어 아래의 행동규범을 준수할 것을 서약합니다.

1. 본인은 상성의 경여(敬爾), 핵심가치 및 경영원칙을 이해하고 실천하여, 높은 준법의식을 바탕으로 공정하고 투명하게 업무를 수행한다.
2. 본인은 업무를 수행함에 있어 국내외 법규 및 사내 규정을 준수하고, 법규 및 사내 규정 등에 위반되거나 위반되는 것으로 의심할 수 있는 행위도 관여하지 아니하여 이를 지시, 승인, 방조 또는 묵인하지 아니한다.

2-1. 건전한 조직문화

본인은 임직원 개인의 존엄성과 다양성을 존중하고, 근로기준 준수, 고용평등 등 인사 관련 법규를 준수하며, 성희롱 등 회사의 건전한 조직문화를 해칠 수 있는 행위를 하지 아니한다.

2-2.

본인은 정당한 방법과 실력으로 경쟁하며, 담합 등 자유로운 경쟁을 저해하는 어떠한 행위도 하지 아니한다.

2-3.

본인은 협력업체를 사업의 동반자로서 존중하고, 하도급거래 관련 법규를 준수하며, 부당한 요구 및 보복적 행위 등 우월적 지위를 남용하는 행위를 하지 아니한다.

2-4.

본인은 사업의 기회를 얻거나 권익을 제공받기 위하여 국내외에서 공무원, 고객 등을 포함한 이해관계자에게 부정한 금품이나 향음 등을 제공하거나 제공받지 아니하여, 부패 방지를 위한 국내외 관련 법규와 사내 규정을 준수한다.

2-5. 정확한 회계처리

본인은 각국의 회계 관련 법규 및 국제적으로 통용되는 회계기준 등을 준수하여 재무상태를 정확하게 기록하고, 기업정보 및 중요사항 등을 성실하게 공시한다

2-6. 영업비밀 및 지적

본인은 회사의 영업비밀, 기밀정보 등을 누설하지 아니하며, 타인의 지적재산을 존중하여 부당한 방법으로 영업비밀 취득

주요사업, 예산, 예산 집행률 등 실적은

본인은 개인정보보호법 등 각국의 법령이 허용하는 목적과 방법 하에서 고객 및 임직원 등의 개인정보를 수집·처리·

사본이고, 개간정보의 유무에 따라

본안은 각국의 환경 관련 법규 및 국제기준, 소비자 및 사업장의 안전 관련 법규 및 사내 규정 등을 준수하고, 소비자 및 임직원의 건강과 안전을 보호하기 위해 최선을 다한다.

3. 본인은 주요 사업의 추진, 계약 체결 등 회사 업무를 수행함에 있어 법규 위반으로 인한 리스크를 최소화하기 위하여 반드시 사전에 Compliance 팀, 법무팀 등 관련 부서의 협의를 한다.
4. 본인은 국내외 법규, 사내 규정 및 본 행동규범에 위반되거나 위반 우려가 있는 사항을 인지하였을 경우 이를 즉시 회사(Compliance)팀에 통보한다.
5. 본인은 일정한 교육, 오리엔터, 현직자집 및 시후조치 등 준법경영 실천을 위한 회사의 모든 활동에 적극 동참한다.

-以上-

경영원칙

무의 심정은 인내의 기술을 바탕으로 최고의 재료와 서비스를 전폭하여 인류사회에 공헌하는 『글로벌 호텔경영』을 지향한다. 이를 위해 「인재개발, 최고자본, 브랜드선, 정보시스템, 상품추진, 물」 모든 심상성이 공여되어 지켜야 할 핵심가치(Samsung Value)를 신념다. 나아가 무의는 법과 문화를 준수하고 기업 전반의 역할과 사회적 책임을 다하기 위해 모든 경영활동에서 심상인의 사고와 행동기준이 될 『글로벌 호텔경영』을 법과 문화를 준수하고 기업 전반의 역할과 사회적 책임을 다하기 위해 모든 경영활동에서 심상인의 사고와 행동기준이 될

- ▶ 법과 윤리를 준수한다
- ▶ 깨끗한 조직문화를 유지한다
- ▶ 고객·주주·종업원을 존중한다
- ▶ 환경·안전·건강을 중시한다
- ▶ 글로벌 기업시민으로서 사회적 책임을 다한다

Training for employees

Compliance training program

We operate compliance training programs for all employees including contractors in order to preemptively identify and prevent internal and external risks and to establish a culture of compliance with laws and regulations. Additional special training is administered according to individual employee position and function.

Employee compliance training in 2025			
Training	Content	Month administered	Completion rate
[Company-wide, Korea] Compliance training	〈1H〉 1. Compliance cases relating to Cheil Worldwide in the areas of copyright, labeling and advertising, and personal information protection; compliance guidelines 2. Understanding our internal accounting systems	April – May	100% * 1,266 persons
	〈2H〉 1. Compliance cases relating to Cheil Worldwide in the areas of copyright, labeling and advertising, and personal information protection; compliance guidelines 2. ESG environmental training 3. Delivery payment linkage system guidelines 4. Information Security Training 5. Soundness of mind training	September – October	100% * 1,322 persons
[Company-wide, Overseas] Compliance training	1. Compliance cases relating to Cheil Worldwide in the areas of copyright, labeling and advertising, and personal information protection; compliance guidelines 2. Information Security Training 3. Employee guidelines relating to non-compliant behaviors	July – October	100% * 6,036 persons
Training for new and experienced recruits	Issues and guidelines on intellectual property rights and compliance	• New recruits : March, September • Experienced recruits : Monthly	New recruits 100% * 50 persons Experienced recruits 92.9% * 52 persons
Training for employees	Information on core compliance issues	March	100% * 37 persons
Training for foreign nationals working in Korea	1. Compliance cases relating to Cheil Worldwide in the areas of copyright, labeling and advertising, and personal information protection; compliance guidelines 2. ESG environmental training 3. Information Security Training 4. Workplace sexual harassment/harassment prevention training	September – October	100% * 11 persons
Pre-dispatch training for expatriate employees	Global Compliance guidelines	March, September	100% * 14 persons
Special training by job function – Production group employees	Briefing on the Act on Fair Labeling and Advertising-related legal violations and guidelines	September – October	100% * 221 persons
Special training by job function – Training for personnel handling personal information	Personal information protection guidelines	As needed	100% * 59 persons

Monitoring systems

Ethical management training

The "Employee Guidelines" and principles for compliance with laws and regulations are made available on our in-house portal (Knox) to prevent illegal and corrupt business practices. In particular, we administer corruption prevention training to all employees including contractors at our domestic and overseas locations at least once a year to prevent giving and receiving of bribes and other corrupt practices in relations with our partner businesses. This training establishes the concept of illegal and corrupt practices and introduces recent cases of corruption. Twice a year (Chuseok and Korean New Year holidays), official letters are issued requesting our partner businesses to refrain from sending holiday gifts and assist in our efforts to establish a clean business culture.

Corruption prevention training participants			
Unit: Persons			
Year	Total	Domestic	Overseas
2023	6,675	1,251	5,424
2024	7,054	1,292	5,762
2025	7,261	1,225	6,036

Regular ethical management audits

Planning and Implementation

In accordance with our “Employee Guidelines” established to promote clean organizational culture and prevent anti-corruption, we report corruption audit activity plans to upper management regularly under the supervision of the Management Diagnosis Team. After identifying foreseeable corruption risks, the Management Diagnosis Team evaluates the risk of fraudulent incidents to establish priorities. Based on this risk assessment, regular ethical management audits are conducted at 3 to 5 year intervals. Audit results are reported to upper management, and offenders are subjected to measures according to our standards for disciplinary action. In addition, starting in 2024, we plan to regularly report the implementation plan and results of the anti-corruption program to the Board of Directors on a yearly basis, enabling the Board to review and oversee our anti-corruption strategies and activities.

Audit Scope

Ethical standards and anti-corruption audits of Cheil Worldwide cover all operations, including the headquarters, all Cheil Worldwide offices and overseas branches, subsidiaries, and sports teams at home and abroad. * To protect privacy, ethical management audit outcomes and details relating to actions taken against offenders are not publicly disclosed.

Ethical management violation reporting and whistle blower protection systems

A reporting channel is maintained to enable stakeholders inside and outside our organization, including employees, executives, partner businesses, and clients, to report corrupt or unfair work practices by Cheil Worldwide employees in violation of our Ethical Management Principles. To protect whistle blowers, we ensure strict confidentiality of both the report details and the identity of the individual making the report.

Reporting systems

Cyber Audit Team

제품·서비스 및 업무의 공정성과 투명성, 고객·파트너의 이익에 대한 책임을 다하며, 상호 신뢰를 바탕으로 윤리경영, 사회적 책임을 실천합니다. 이를 위해 내부 직원, 고객, 파트너, 투자자, 사회 등 모든 이해관계자에게 윤리경영의 중요성을 알리고, 이를 실천할 수 있도록 노력합니다.

연락처

E-mail : audit_cheil@cheil.com
전화 : 04404 서울시 용인구 마곡동로 222 제일기획 경영관리팀

부정신고

부정신고란 회사 내부에서 발생한 부정행위를 신고하는 것을 말합니다. 부정행위란 회사 내부에서 발생한 부정행위를 신고하는 것을 말합니다.

부정행위 신고 방법

- 1. 내부 신고 (내부 신고)
- 2. 외부 신고 (외부 신고)

부정행위 신고 방법

- 1. 내부 신고 (내부 신고)
- 2. 외부 신고 (외부 신고)

▲ Published on Cheil Worldwide website ▲ Published on in-house portal (Knox)

The total number of reports filed through all reporting channels in Korea and abroad is 37 since 2023 70% of which concerned illegal and corrupt practices.

Report status			
Unit: Case			
Year	Total	Domestic	Overseas
2023	6	2	4
2024	14	11	3
2025	17	7	10

Compliance inspection disclosures

Cheil Worldwide regularly discloses chief compliance officer activities and violations of laws/regulations in our quarterly and annual business reports (status of compliance training, inspections, compliance awareness activities, and improvements to guides and processes).

2025 Compliance Inspections – Disclosed in 2025 Business Report	
Inspection	Month
Inspection of information handling practices by personal information processing trustees	Often
Semi-annual compliance self-inspection: Quizzes on key legal provisions relating to Cheil Worldwide to inspect familiarity and knowledge	April – May September – October
Inspection of our personal information handling	August
Mock exercises for personal information leaks	August

Principles and systems for labeling and advertising

Fair labeling and advertising principles – Fair Transactions Policy

Cheil Worldwide stands against misleading and inappropriate labeling and advertising which may intentionally or inadvertently misinform or deceive consumers. Committed to providing consumers with accurate and useful information, establishing fair advertising industry business practices, and protecting the consumer, we enforce a policy against false or exaggerated advertising, deceptive advertising, advertising with unfair comparisons, and slanderous advertising. We have established a "Fair Transactions Policy" that includes the goals, roles, and directions that we intend to achieve in terms of the fair labeling and advertising, and we make the contents available on our website at all times.

* Refer to the "Cheil Worldwide ESG Trends" bulletin board on the ESG page of the website (<https://cheil.com/kr/esg/trend>)

We are guided by the belief that advertising should convey accurate information relating to the goods or services of advertisers without any falsehood or exaggeration, allowing consumers to make rational choices between goods and services. Accordingly, our Compliance System provides "Guidelines on Unfair Labeling and Advertising Practices" to ensure company-wide compliance with the Act on Fair Labeling and Advertising and the guidelines for labeling and advertising reviews. The laws and statutes relating to labeling and advertising, infringement categories and cases, and checklists are available on the Compliance System for reference by all members of our organization.

Systems for labeling and advertising

Pre-airing review process for advertisements

Cheil Worldwide operates a "Pre-airing Review Process" for advertisements, a process which allows us to identify and prevent risks of legal infringement, etc. before advertisements are produced or aired. At least two of our in-house attorneys meet with working-level staff to review drafts, storyboards, video, and images, identifying any risks relating to infringement of the Act on Fair Labeling and Advertising, copyrights, portrait rights, trademark rights, design rights, or the Unfair Competition Prevention and Trade Secret Prevention Act, as well as negative PR issues. This is a process unique to Cheil Worldwide, going above and beyond typical legal team consultation. In 2025 alone, around 138 pre-airing review meetings were held. Through risk management procedures tailored to the characteristics of the advertising industry, Cheil Worldwide rigorously manages advertisement-related risks, and as a result, there have been no violations of laws/regulations relating to labeling and advertising* in the past three years.

* Relating to domestic marketing activities and provision of product information

Unit: Case

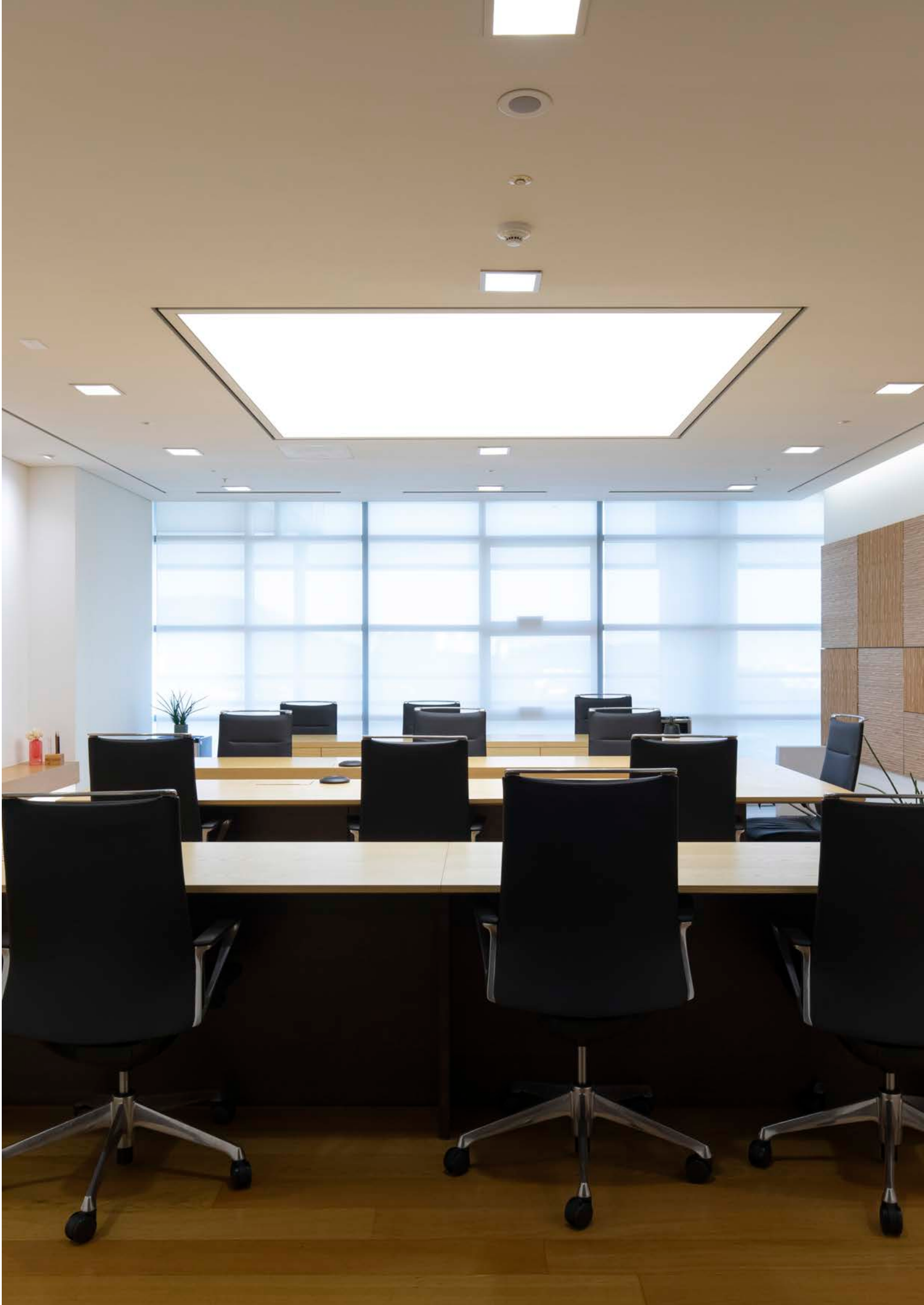
Classification	2023	2024	2025
Violations relating to domestic marketing activities	0	0	0
Violations relating to the provision of product information	0	0	0

License Notice System

When we use the rights of others, such as music, images or likenesses to create advertisements, we legally obtain prior permission (license) from the rights holder in advance. We also provide advertisers with clear notice of the terms of use (license terms) agreed to with the rights holder at the time of final delivery to advertisers, so that advertisers can be confident that they are using the advertisements in accordance with those license terms. From 2019, we have developed and operated a "License Notice System" to provide advertisers with clear and unambiguous notice of all license terms associated with the advertisements we deliver. This system is designed to accurately input and mail to advertisers the terms of use of all rights of others, such as music, images, and likenesses, used in the final advertisement, so that the advertisers can safely use the advertisements we deliver without infringing on the rights of others.

Training for employees

To ensure that employees do not violate the Act on Fair Labeling and Advertising or infringe on third-party rights such as other's copyrights and portrait rights when creating advertisements, Cheil Worldwide conducts training sessions on the Act on Fair Labeling and Advertising and intellectual property rights for all employees twice a year.



Principles for Win-Win Management

Guide on Win-Win Management Practices and Rules on Mutual Cooperation

Cheil Worldwide engages vendors and contractors as partners in management through mutually cooperative relations, translating our attitudes toward partner businesses into practice through our "Guide on Win-Win Management Practices."

Developing a sense of partnership	Proliferation of shared growth oriented efforts	Mutual trust
We regard the competitiveness of partner businesses as our own and support their capability enhancement.	We work together with partner businesses to spread shared growth across the advertising industry as a whole.	We work together to build a transparent business relationship based on trust.

By operating and maintaining fair and transparent relations and processes with our partner businesses, we support sustained growth of our partners and shared growth for the advertising industry as a whole.

Our "4 Practical Rules on Mutual Cooperation" are made available to all internal and external stakeholders through our "Win-Win Partners Portal", and Cheil Worldwide's fair transactions principles are operated and enforced with the highest transparency.

* Win-Win Partners Portal (<https://partner.cheil.com/srp/index.do>)

"4 Practical Rules on Mutual Cooperation"

① "Rules on Subcontracting"

These rules enable the legitimate interests of partner businesses to be reflected, and establish rational and fair transaction practices by setting out the requirements to be observed when concluding subcontracting agreements.

② "Rules on Partner Selection and Operation"

We have enacted regulations on the selection and operation of partner businesses to enhance transparency and fairness.

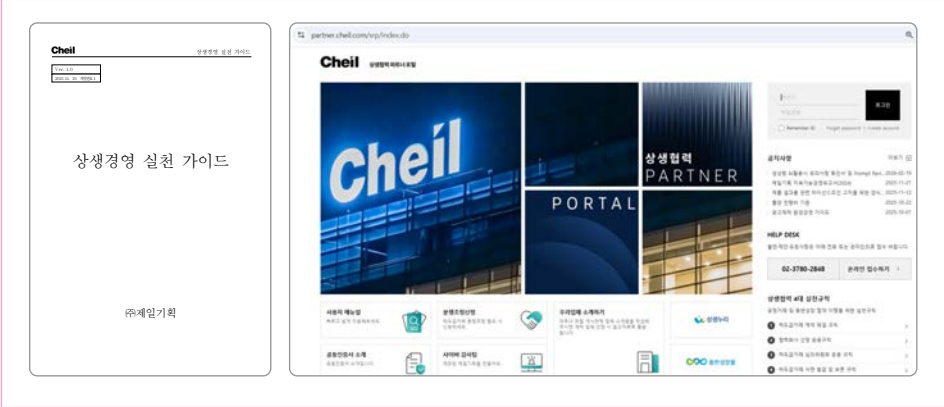
③ "Rules on Operation of the Subcontractor Transactions Review Committee"

Under these rules, we review the fairness and legal compliance of our subcontractor relations and the procedural propriety of our vendor/contractor registration and disqualification processes.

④ "Rules on Issuance and Preservation of Documents in Subcontractor Transactions"

These rules specifically provide for matters of compliance or effort on the part of Cheil Worldwide regarding the issuance and preservation of documents in the process of subcontracting and subcontractor relations.

"Guide on Win-Win Management Practices" and "Rules on Mutual Cooperation" on our Win-Win Partners Portal



Win-Win Growth Index and Fair Trade Agreements

With the strong commitment of our CEO, Cheil Worldwide has been at the forefront of a shared growth culture with partner businesses as the first in the advertising industry to participate in the Fair Trade Agreements (2015) and the Win-Win Growth Index evaluation (2017).

As a result, in the Win-Win Growth Index evaluation conducted by the Korea Commission for Corporate Partnership in 2025, we became the first in the advertising industry to receive the highest rating for six consecutive years (2019-2024), and were also selected as a "Most Outstanding Honored Company" for four consecutive years. In addition, we achieved the highest rating for seven consecutive years (2018-2024) in the Fair Trade Agreements evaluation conducted by the Fair Trade Commission in 2025.

Building on these achievements, Cheil Worldwide will continue to establish a fair and transparent transaction order and will support the substantive growth and strengthening of competitiveness of partner businesses, thereby cultivating a healthy shared growth ecosystem across the advertising industry as a whole.

Operating a dedicated team for shared growth with partner businesses

Cheil Worldwide has operated a dedicated Partner Collaboration Team since Dec 2015 for the systematic promotion of fair transactions and shared growth cooperation. The Partner Collaboration Team oversees the implementation of the Fair Trade Agreements and Win-Win Growth Index, and establishes and operates the "4 Practical Rules on Mutual Cooperation," our fair transaction principle. We also maintain ongoing communication with partner businesses through annual Partner Business Meetings and VOC listening activities. We operate a Help Desk at all times to promptly receive and respond to partner business complaints, with dedicated staff managing and responding to received opinions in real time. Complaints received through the Help Desk and their resolution results are disclosed transparently through the Win-Win Partners Portal.

Help Desk complaints received and resolved in 2025													
Item	January	February	March	April	May	June	July	August	September	October	November	December	Total
Inquiries	10	5	8	8	5	6	4	3	3	1	3	5	61
Suggestions	5	-	2	-	1	1	2	3	1	2	1	-	18
Complaints	-	-	-	-	-	-	-	-	-	-	-	-	0
Human rights violations	-	-	-	-	-	-	-	-	-	-	-	-	0
Others	7	3	6	4	5	3	10	5	8	5	8	3	67
Total	22	8	16	12	11	10	16	11	12	8	12	8	146

Moreover, Cheil Worldwide aims to eliminate all violations of key laws and regulations through regular inspections under the Fair Transactions in Subcontracting Act and other key laws. Projects above a certain amount are submitted as agenda items to the Subcontractor Transactions Review Committee for prior review, and this Committee holds regular monthly meetings regardless of whether agenda items are scheduled. The Subcontractor Transactions Review Committee, chaired by the CFO, Corporate Management Division (CFO/EVP), and composed of a total of 7 members, including relevant executives and team leaders, supports fair and transparent subcontracting transactions.

Activities and efforts for fair transactions

Activities to prevent unfair transaction

As a trailblazer in fair transactions, Cheil Worldwide strengthens the fairness of subcontracting transactions through voluntary fair transaction practices. First, we operate the "Voluntary Fair Transaction Compliance and Unfair Transaction Prevention Program" and the "Subcontracting Early Warning System" to block unfair subcontracting transactions. We prevent delays in payment by conducting advance checks on subcontracting payments falling due, and eliminate the possibility of unfair practices such as failure to issue written documents through the introduction of an electronic contracting system. In addition, for transactions of KRW 1 billion or more, the Subcontractor Transactions Review Committee is convened to conduct prior review of the legality of the transaction, appropriateness of pricing, and other matters. Through this "Voluntary Fair Transaction Compliance and Unfair Transaction Prevention Program," we manage in advance the potential for unfair practices and prevent violations of the law. In addition to prevention, Cheil Worldwide also operates the "Voluntary Fair Transaction Compliance Follow-up Monitoring System" to conduct post-verification of the legality of subcontracting transactions. After contracts are concluded, we conduct monthly monitoring to verify whether payments were made on time, and manage key risks through regular monthly inspections of all transactions in the electronic contracting system. We also strengthen self-regulatory capabilities and promote a culture of compliance among employees through a separate fair transaction monitoring system. Through the "Guide on Win-Win Management Practices," HR action is taken for violations of the Fair Transactions in Subcontracting Act and acts that hinder fair competition, fundamentally blocking employees from violating the law. As a result of these systematic management efforts, no violations of laws and regulations in the social and economic fields occurred in 2025.

Sanctions for violations of the "Guide on Win-Win Management Practices"
• Violation of in-house standards relating to partner businesses, the Fair Transactions in Subcontracting Act and the Monopoly Regulation and Fair Trade Act is subject to special training or disciplinary action, depending on the severity of the matter at hand. • Three or more offenses by the same person within the space of a year is subject to stern disciplinary measures including docking of pay and dismissal.

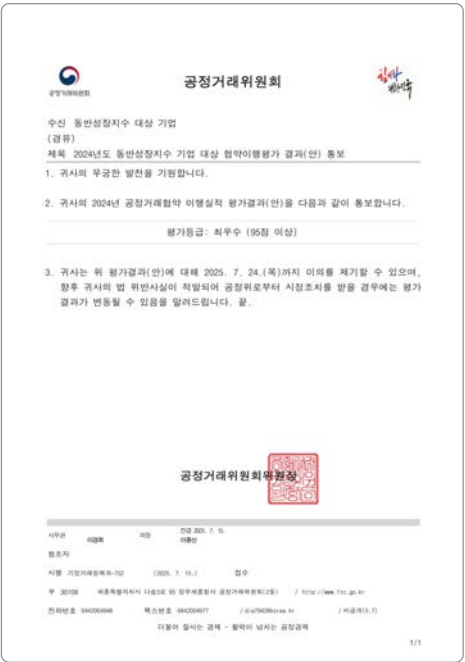
Assessment of risks related to unfair transactions and establishment of risk mitigation measures

As a large company that entrusts services to partner businesses that are small and medium-sized enterprises, Cheil Worldwide identifies risks related to subcontracting transactions as a key management priority among the unfair transaction risks that may arise across all management activities.

Every year, our company is provided with a “Fair Trade Agreement Implementation Evaluation” by the Fair Trade Commission, which is the subcontracting unfair transaction supervisory authority, to assess these unfair transaction risk indicators. Through this risk assessment, subcontracting transactions are directly handled by the subcontracting unfair transaction supervisory authority, and we evaluate potential risk factors associated with fair transactions and develop and implement mitigation measures for the identified risks.

The risk evaluation items assessed through the Fair Trade Agreements Compliance Evaluation are broadly divided into three areas — "Fairness of contracts," "Efforts to prevent law violations and comply with the law," and "Shared growth cooperation support" — covering a total of 27 evaluation items. Following each evaluation, we establish and implement an annual improvement plan for any matters on which improvement recommendations have been received.

As a result of these continuous risk evaluation and management efforts, Cheil Worldwide received the highest rating in the 2024 Fair Trade Agreements Compliance Evaluation (seventh consecutive year) and was designated as a model company in subcontracting transactions.



Enforcement of Partner Business Code of Conduct and legal compliance efforts

Code of Conduct compliance by partner businesses

As a basic principle for shared growth with partner businesses, Cheil Worldwide has established and operates "Business Guidelines." These guidelines present standards to prevent inappropriate conduct that may arise in transactions with partner businesses, and are transparently disclosed through the Win-Win Partners Portal so that all partner businesses can access them at any time. The "Business Guidelines" set out 9 items of requirements to observe, including prohibitions on accepting money, gifts, and entertainment; prohibitions on improper solicitation and granting of special favors; protection of information assets; and maintenance of a fair transaction order and sound organizational culture, and through these guidelines, fair and transparent transaction relationships with partner businesses are maintained.

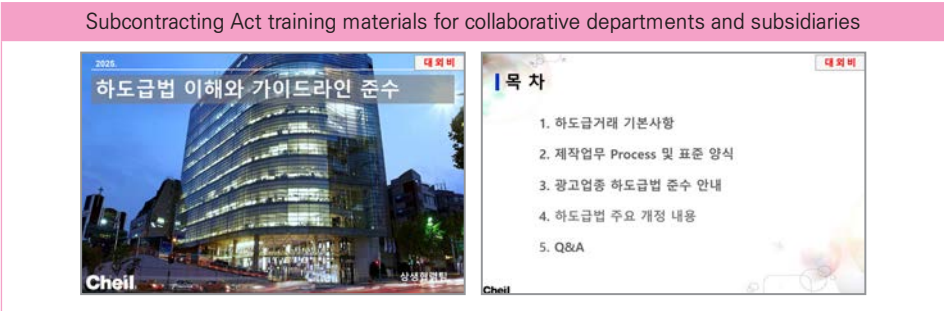
- ① Receiving bribes including money, in-kind benefits, and gifts
- ② Receiving entertainment including extravagant meals, golfing arrangements, and alcoholic beverages
- ③ Not lending or borrowing money on a personal basis
- ④ Not causing financial or material harm or making improper solicitations
- ⑤ Not granting special favors in disregard of regulations through the use of one's official authority
- ⑥ Not acquiring equity interests in unlisted business partners with whom one has a work-related relationship
- ⑦ Not leaking the company's tangible or intangible information assets or internal information without authorization
- ⑧ Arranging or cooperating in scouting of company workforce by competitors
- ⑨ Not engaging in conduct that undermines efforts to maintain and carry forward a clean organizational culture or that damages corporate value and the company's image

Measures taken against legal infringements by partner businesses

To prevent legal infringements by our partner businesses, we hold regular Partner Business Meetings where we continuously provide guidance on our "Guide on Advertising-related Laws and Statutes." In addition, potential violations of relevant laws and our internal rules are checked in advance during the partner business registration process, and the results of this check serve as important decision-making criteria that directly feed into partner business selection (Article 11 of the Rules on Selection and Operation of Partner Businesses, Registration Review).

Fair transactions training and awareness-building activities for employees

As industry leader, Cheil Worldwide leads by example. We were the first in the industry to sign Fair Trade Agreements with all of our partner businesses. To enable employees to practice fair transactions, Cheil Worldwide conducts differentiated fair transaction training by job function, including company-wide training for all employees as well as special training on the key provisions of the Fair Transactions in Subcontracting Act for operational departments where subcontracting transactions occur frequently, supporting employees in applying fair transaction principles in their day-to-day work. Cheil Worldwide raises awareness among all employees about fair transactions and continuously strengthens legal expertise in subcontracting transactions.



Cheil Worldwide operates a Compliance System to ensure compliance management. Through the system, various instructions and guidelines relating to compliance management practices are made available to all employees. These instructions and guidelines provide working-level guidance and summaries of the Copyright Act, Personal Information Protection Act, the Labeling and Advertising Act, and other related laws. In particular, the "Guidelines on Fair Transactions Compliance Risks," provided to prevent unfair transaction practices by our employees, are comprised of detailed and work-relevant guidelines on preventing fair transaction-related risks that may be easy to miss, and include the "Guidelines on Preventing Collusion with Competitors" and "Guidelines on Preventing Toll Fee Practices."

In addition, we inform employees through the "Compliance Newsletter" or internal message boards about changes in fair transaction-related laws, such as the Act on Fair Labeling and Advertising and the Subcontracting Act, and conduct various education and awareness activities to prevent unfair transaction through special training to distribute the latest labeling and advertising law violation cases and guidelines for employees in charge of duties closely related to labeling and advertising laws.

Fair transaction training for employees in 2025 – Special training by job function for PMs			
Participants	Content	Month administered	Completion rate
Production group employees	Briefing on the Act on Fair Labeling and Advertising-related legal violations and guidelines * Unlike the company-wide training, this is special training with reinforced content on labeling and advertising law cases and guidelines that require particular care during advertising production	September – October	100% * Total 221 persons

Awareness activities in 2025 – Compliance Newsletters	
Description	Month
Warning on false and exaggerated advertising, such as "study enhancement drugs" ahead of the college entrance examination	March
Sanctions for deceiving customers on first-class ticket discount rates	August
FTC sanctions OOO for deceptive advertising relating to membership benefits	October
FTC and Consumer Agency monitoring and correcting suspected cases of "AI washing"	December

Processes for selection and evaluation of partner businesses

Scope of our supply chain

Cheil Worldwide has built a partner business management framework that allows businesses that meet certain criteria, including a credit rating of B- or above and a safety and health rating of S5 or above, to register on an ongoing basis. Through this, we provide fair participation opportunities to a diverse range of partner businesses with expertise and capabilities, and continuously expand our stable supply chain. By operating in this way, Cheil Worldwide is strengthening its collaboration base with specialist partner businesses, and as of 31 Dec 2025, there is a total of 553 registered Cheil Worldwide partner businesses.

Processes for selection and evaluation of partner businesses

For shared growth with partner businesses, Cheil Worldwide regards the cultivation of competitive partner businesses as a key task, and as a leader in the advertising industry, operates various systems and policies to support this. We are adapting the Fair Trade Commission's "Practices for Fair Selection of Vendors" to our circumstances, we have enacted and are enforcing the "Rules on Partner Selection and Operation" in order to practice fair and reasonable partnerships. In addition, since 2020, we have introduced an "Open Partner Business System" to lower the barriers to entry for partner businesses and expand equal trading opportunities. Moreover, we apply a "Competitive Bidding System" for orders above a certain amount to enhance the fairness and transparency of transactions, and also operate a "Direct Proposal System for Businesses Seeking to Trade" to identify high-quality businesses outside of existing partner businesses. Starting in 2022, we have been adopting the "Safety Management Evaluation" (Qualified Contractor Selection) criteria when evaluating and selecting partners, enforcing strict and preemptive safety management to prevent accidents at workplaces.

Evaluation of partner businesses against established social responsibility standards

To create a fair and transparent business environment, Cheil Worldwide clearly defines the social standards that partner businesses must observe. Where partner businesses fail to meet these standards, contracts are terminated, and partner business registration is canceled, with re-registration restrictions applied for three years. The social responsibility requirements to which we hold our partners are as follows.

- ① Prohibition on misconduct, acceptance of entertainment, etc., in accordance with Cheil Worldwide's ethical and compliance management guidelines
- ② Prohibition on violations of laws or social misconduct in the course of business activities
- ③ Compliance with Cheil Worldwide's safety management regulations
- ④ Prohibition on other inappropriate acts that impede the conclusion and performance of contracts

These social standards are stipulated in Article 19 (Registration Standards and Procedures for Partner Businesses) of the "Rules on Selection and Operation of Partner Businesses," and are available for partner businesses to review at all times through the Win-Win Partners Portal. In addition, the annual submission of a "Pledge of Integrity" is made mandatory for all partner businesses to enable them to establish and implement an anti-corruption policy. This pledge includes content on compliance with Cheil Worldwide's anti-corruption policy and acceptance of responsibility for violations, ensuring that all partner businesses maintain an anti-corruption policy and operating framework equivalent to that of Cheil Worldwide. In addition, a reporting system is operated through the Help Desk and Cyber Audit Team within the Win-Win Partners Portal (<https://partner.cheil.com/srp/index.do>) to enable anyone to report corruption incidents. The "ESG Self-Inspection Checklist" is distributed to all partner businesses to actively support the monitoring of ethics and anti-corruption practices.

Support activities for partner businesses

ESG management support

Supporting ESG management of partners

As part of a non-financial support program for shared growth with partner businesses, Cheil Worldwide concluded an "Signing Ceremony for Environment-Friendly Practices Agreement" (25 Aug 2021) with 96 partner businesses and formally launched ESG management support for partner businesses. Through this, we built a shared understanding of the importance of an eco-friendly production environment and laid the groundwork for mutual cooperation in eco-friendly production.

We also distributed our "Guide on Environment-friendly Management Practices for Ad Filming Sites" and "Guidelines for Protection of the Rights and Interests of Children and Youth at Filming Sites" to our partners (1 Sep 2021) to ensure that our ad production sites are ESG-appropriate.

Since 2021, we have operated "Partner Business ESG Management Consulting" using the shared growth cooperation fund contributed to the Korea Foundation for Cooperation of Large&Small Business, Rural Affairs, and plan to continue supporting partner business ESG management through this fund in the future.

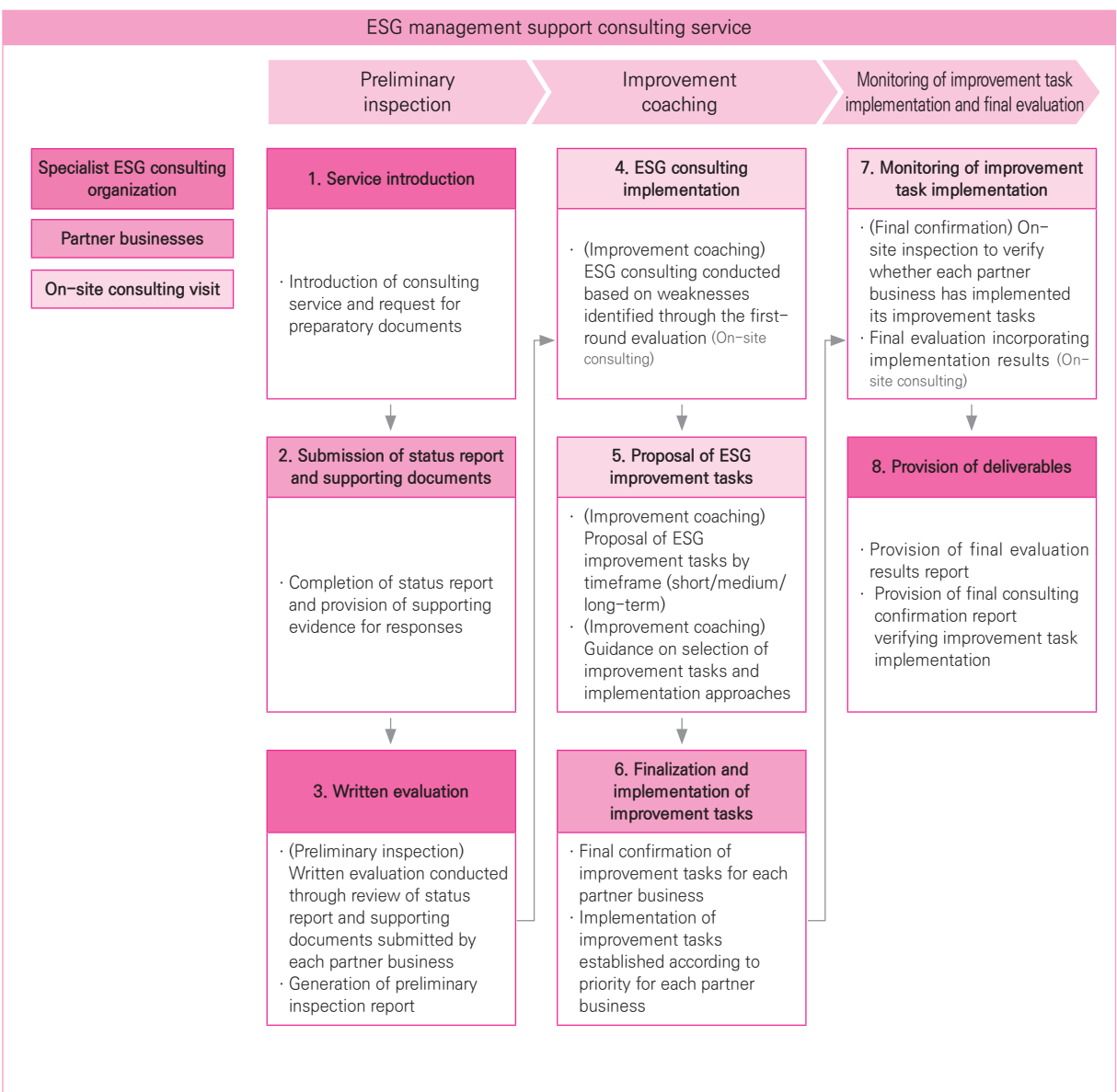
Support for implementation of ESG risk management systems of partners

To support partner businesses in advancing sustainable management, Cheil Worldwide has concluded business agreements with specialist ESG management consulting organizations and has been conducting ESG management consulting for partner businesses (5 companies in 2021, 5 in 2022, 8 in 2023, 20 in 2024, and 10 in 2025).

This consulting, with all costs borne by Cheil Worldwide, follows a step-by-step process of "preliminary inspection – improvement coaching – final confirmation," with on-site visits to assess the ESG management level of partner businesses across environmental, social, and governance areas, identifying and addressing improvement tasks for areas of weakness.

Cheil Worldwide plans to continue partner business ESG management consulting for sustainable supply chain management and will continuously share information on supply chain ESG and related trends through various communication channels, including our website.

ESG evaluation metrics for partners
•E (Environment): Environmental understanding, environmental management (energy, greenhouse gases, water resources, , waste, atmospheric pollution), environmental performance, environmental cooperation •S (Social): Safety consciousness, safety management (management system certifications, product safety certifications, occupational accidents), human rights sensitivity, fair social practices •G (Governance): Ethical management (rules and systems), governance (equity structure, dividends, etc.), transparency of accounting practices, transparency of transactions



Areas and grades for partner ESG evaluation		
	Sub-category	Detailed items
Environment	Environmental management framework	Presence of dedicated department, possession of environmental policy and goals, training and strategies, etc.
	Energy and greenhouse gas	Level of measurement and management of energy consumption and greenhouse gas emissions, adoption of greenhouse gas reduction systems, etc.
	Natural circulation and hazardous substances	Measurement of raw material consumption, resource reduction policies, listing and management of hazardous chemicals, etc.
	Water resources and pollutants	Measurement and management of atmospheric pollutants, level of water and wastewater management, etc.
Social	Labor and human rights	Establishment of human rights policy, observance of working hours, possession of grievance handling procedures, level of employment of socially vulnerable groups, etc.
	Safety and health framework	Establishment and announcement of safety management policy, allocation of safety-related budget, establishment of safety and health promotion framework, etc.
	Safety and health management	Workplace environment monitoring, risk assessment implementation, management of industrial accident rates, level of emergency response framework, etc.
	External stakeholders	Presence of policies for the responsible procurement of raw materials, establishment of information protection systems, etc.
Governance	Ethics and transparent management	Establishment of ethics code, ethics and anti-corruption training, establishment of ethical management systems, etc.

Rating	NESG grade definition	Environment (E) grade description
A+	Highest environmental, social, and governance management levels toward sustainable management	Highest levels of activity, issue management, and interest in climate change, energy, and environment-friendly practices
A	High ESG management levels toward sustainable management	High levels of activity, issue management, and interest in climate change, energy, and environment-friendly practices
B+	Good ESG management levels toward sustainable management	Good levels of activity, issue management, and interest in climate change, energy, and environment-friendly practices
B0	Fair ESG management levels toward sustainable management	Fair levels of activity, issue management, and interest in climate change, energy, and environment-friendly practices
B-	Average ESG management levels toward sustainable management	Average levels of activity, issue management, and interest in climate change, energy, and environment-friendly practices
C	Lower ESG management levels toward sustainable management	Lower levels of activity, issue management, and interest in climate change, energy, and environment-friendly practices
D	Poor ESG management levels toward sustainable management	Poor levels of activity, issue management, and interest in climate change, energy, and environment-friendly practices
Rating	Social (S) grade description	Governance (G) grade description
A+	Highest levels of social activity management systems and interest relating to employment, health, safety, etc.	Highest levels of governance management in areas of fair competition, protection of shareholder rights, and Board of Directors activities
A	High levels of social activity management systems and interest relating to employment, health, safety, etc.	High levels of governance management in areas of fair competition, protection of shareholder rights, and Board of Directors activities
B+	Good levels of social activity management systems and interest relating to employment, health, safety, etc.	Good levels of governance management in areas of fair competition, protection of shareholder rights, and Board of Directors activities
B0	Fair levels of social activity management systems and interest relating to employment, health, safety, etc.	Fair levels of governance management in areas of fair competition, protection of shareholder rights, and Board of Directors activities
B-	Average levels of social activity management systems and interest relating to employment, health, safety, etc.	Average levels of governance management in areas of fair competition, protection of shareholder rights, and Board of Directors activities
C	Lower levels of social activity management systems and interest relating to employment, health, safety, etc.	Lower levels of governance management in areas of fair competition, protection of shareholder rights, and Board of Directors activities
D	Poor levels of social activity management systems and interest relating to employment, health, safety, etc.	Poor levels of governance management in areas of fair competition, protection of shareholder rights, and Board of Directors activities

Financial support, productivity improvement support, and marketing support

Cheil Worldwide operates several financial support programs for our partners, who are relatively smaller in size. Prior to major national holidays such as Lunar New Year's Day and Chuseok, we make early payment of subcontracting fees to ease the financial burden on partner businesses and contribute to the revitalization of the local economy. In addition, we contribute funds to the "Shared Growth Cooperation Fund" at the Korea Foundation for Cooperation of Large and Small Business, Rural Affairs, for use in partner business support projects. Furthermore, to support the financing of partner businesses, we operate a "Win-Win Fund" jointly capitalized at KRW 5 billion each by Cheil Worldwide and IBK Industrial Bank of Korea, and have introduced a "Network Loan" to provide partner businesses with access to financial products at lower interest rates. Cheil Worldwide provides management support and HR and labor consulting linked to external specialist consultants to improve the productivity and management capabilities of partner businesses. We also support the stable operation of partner business personnel by supporting subscription fees for paid recruitment platforms and contributions to the Tomorrow Fill Fund to help partner businesses attract and retain high-quality personnel. Considering that the advertising industry presents high barriers to overseas expansion in terms of language, culture, and regulations, we are expanding the use of domestic partner businesses in operations carried out by Cheil Worldwide overseas subsidiaries, supporting the overseas expansion of partner businesses.

Vocational capability development training support for partner businesses

To improve the quality of advertising content produced by partner businesses, Cheil Worldwide provides vocational capability enhancement programs, including AI design innovation training, sharing of the latest domestic and international advertising trends, and introductions to award-winning works at global advertising shows, and also conducts "Technology Protection Training" and "Intellectual Property Rights Protection Training" to strengthen partner businesses' technology protection capabilities. In addition, "Partner Business Online Meetings" are held in parallel with offline sessions, continuously sharing information useful to partner business operations, including advertising-related laws and regulations, safety management, and shared growth cooperation activities.



Briefings for partners in 2025(Training)			
Session (schedule)	Key content	Participating partners	
1st meeting (20 Mar)	Introduction to Fair Trade Agreements and shared growth cooperation activities; safety training, etc.	381	
2nd meeting (13 Nov)	Latest creative trend training, copyright license terms training, safety and environmental management training, etc.		

Job competency development education support programs for partners in 2025			
NO	Training program	Title	Enrolled partner businesses
1	Latest trends	Sustainable design as seen through the iF Design Award	4,606
2		AI advertising entering mainstream media	
3		The image of AI as seen through Artisan AI and OpenAI advertising	
4		4 key award-winning works from the 2025 Cannes Lions print and publishing category	
5		Festival brand identity design	
6		MLB City Connect uniform design culture	
7		Giant media wall adding spectacle to the city	
8		A brief history of variable logos	
9		Variable logos: D&AD award-winning works	
10		2026 World Cup poster	
11		CIR_ACADEMY_Caption with Intention	
12		CIR_Natura_The Amazon Greenventory	
13		CIR_IKEA_U Up?	
14		CIR_OREO_NAME THIS OREO	
15		CIR_Rimas Music_Tracking Bad Bunny	
16		CIR_UNILEVER_VASELINE VERIFIED	
17		CIR_PENNY_PRICE PACKS	
18		CIR_BUDWEISER_ONE SECOND ADS	
19		CIR_Indian Railways_Lucky Yatra	
20		CIR_L'Oreal_The Final Copy Ilon Specht	
21	AI design innovation	The core of presentation visuals! Everything about key visuals	
22		How to generate any image you want	
23		From Google Veo3 to Genspark AI: generating video with AI!	
24		The structure of winning "words and copy" and copywriting (with GPT)	
25		From AI color matching to chart creation and morphing	
26		Everything for winning presentation design! Layers to AI	

NO	Training program	Title	Enrolled partner businesses
27	Intellectual property protection	Intellectual property protection training (practical IP protection strategies for small businesses) – Part 1	
28		Intellectual property protection training (practical IP protection strategies for small businesses) – Part 2	
29		Intellectual property protection training (copyright, portrait rights, trademark rights, etc.)	

Other support activities and communication framework

Cheil Worldwide implements "100% cash payment of subcontracting fees" to support partner businesses in resolving cash flow difficulties and operating their businesses smoothly.

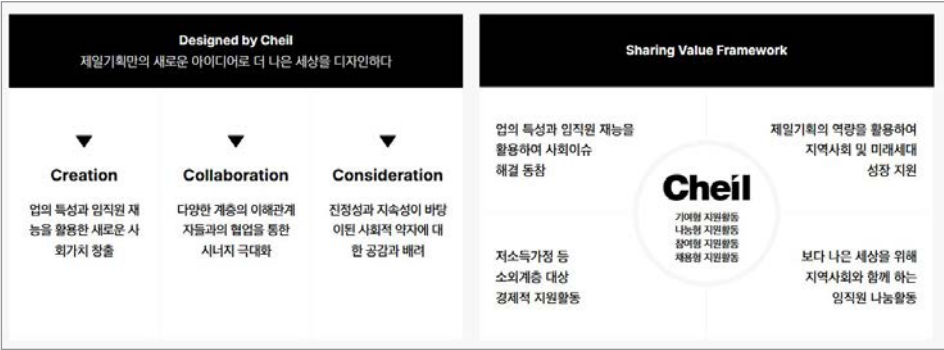
We also provide sanitization supplies and staffing at filming sites and other locations, and conduct "Safety Management Training" in partnership with specialist safety organizations to prevent industrial accidents. Partner businesses can receive real-time operational support through the always-available "Help Desk," and in 2023 a "Dispute Mediation Committee" was established to enable swift response when partner businesses apply for mediation of subcontracting-related disputes (applications submitted through the dispute mediation request function within the Win-Win Partners Portal).

Social contribution policies

The Cheil Worldwide management framework is geared toward sharing and designing a better world for us all. Our social contribution activities are planned out and executed systematically through this framework.

The "Sharing Management" framework of Cheil Worldwide is built on the principles of "Creation," "Collaboration," and "Consideration," and applies a matrix structure to enable harmonized and balanced social contribution activities. The advertising industry is all about "communication" and "devising solutions." Building on what we do best, we are creating new value to contribute to local communities while supporting the marginalized and disadvantaged classes. We have established a policy for community participation and social contribution that incorporates these principles, and have made it available on our website.

* Website (<http://cheil.com/kr/esg/trend>)



Social contribution activities

Samsung Multicultural Youth Sports Class

Outcomes in 2025: Successful operation of physical and mental wellness classes for multicultural and non-multicultural youth in the community

In Nov 2023, Cheil Worldwide launched “Samsung Multicultural Sports Class” to help the rapidly growing number of multicultural youths grow into confident and integrated members of Korean society.

“Samsung Multicultural Sports Class” began from ideas suggested by the employees of nine related businesses of Samsung, and officially began in Mar 2024, combining the expertise of NGOs with the strength of civil society. This psychological and emotional support program helps multicultural and non-multicultural youth strengthen their bodies and minds and develop confidence as well as social skills through sports. In 2025, a total of 15 classes were operated across 13 institutions nationwide, with 280 multicultural and non-multicultural youth participating.

* Number of beneficiaries: 280 multicultural and non-multicultural youth; cumulative beneficiaries 2024-2025: 560

“Body-Strengthening Classes” offered instruction in various sports (soccer, basketball, table tennis, badminton, and tee-ball*), taught by professional coaches. Alongside these efforts, “Mind-Strengthening Classes” led by youth and child psychology specialists supported the emotional development of participants. A total of 30 sessions were held over the year, supporting the physical and mental well-being of participating youths. Beyond regular classes, a variety of special activities were organized, including a summer camp, meet-and-greets with athletes from Samsung’s professional sports teams, family-invited sports game (football/basketball) match viewings, and participation in the Escort Kids program.

* Tee-ball: youth baseball

As the lead organizer of “Samsung Multicultural Youth Sports Class”, Cheil Worldwide ensured the smooth operation of all class activities and partnered with sports club members from nine Samsung affiliates to host friendly matches and provide career and job mentoring for the youth.

In recognition of the excellence of these activities, in May 2025, Cheil Worldwide received a ministerial commendation from the Ministry of Gender Equality and Family at a Family Month commemorative event for its contribution to supporting multicultural families.

Medium- to long-term goals

With 2025 being the second year of the program, efforts were made to consolidate the program's substance, and the plan is to select and support approximately 1,500 multicultural and non-multicultural students by 2028.

Annual operating targets for supporting multicultural and non-multicultural youth in the community			
Year	Participants	Details	
2024	280	- 20 Body-Strengthening Classes and 10 Mind-Strengthening Classes (30 total) - 1 summer camp - 3 special activity sessions	
2025	280	- 20 Body-Strengthening Classes and 10 Mind-Strengthening Classes (30 total) - 1 summer camp - 3 or more special activity sessions - Advanced career/academic classes for multicultural youths with sports talent - Continued participation opportunities for previous year’s participants	
2026 (Planned/ subject to change)	280	- 20 Body-Strengthening Classes and 10 Mind-Strengthening Classes (30 total) - 1 summer camp - 3 or more special activity sessions - Advanced career/academic classes for multicultural youths with sports talent - First-phase program expansion to regional areas	
2027 (Planned/ subject to change)	280	- 20 Body-Strengthening Classes and 10 Mind-Strengthening Classes (30 total) - 1 summer camp - 3 or more special activity sessions - Advanced career/academic classes for multicultural youths with sports talent - Second-phase program expansion to regional areas	
2028 (Planned/ subject to change)	280	- 20 Body-Strengthening Classes and 10 Mind-Strengthening Classes (30 total) - 1 summer camp - 3 or more special activity sessions - Advanced career/academic classes for multicultural youths with sports talent - Third-phase program expansion to regional areas - Consideration of external program expansion	

Geuldongmu Project (www.geuldongmu.org)

Since 2015, Cheil Worldwide has provided 3,000 young North Korean defectors who experience difficulties in communication and adaptation with language support (“Geuldongmu” including translation between North Korean dialects and standard South Korean language, campaign to improve awareness of cultural differences between North and South Korea, campaign to successfully settle North Korean defectors, etc.) and academic and professional career mentoring (“Gildongmu”). Details for each of the programs are available on the official Geuldongmu Project website.

* Number of beneficiaries: Approximately 3,000 young North Korean defectors in South Korea

Classification	Outcomes
Geuldongmu (Language support)	A translator for North Korean dialects to standard South Korean language (with results in Mandarin Chinese as well) is provided on the Geuldongmu Project website (www.geuldongmu.org). The translator contains around 32,000 everyday Korean expressions and terms found in middle and high school-level textbooks. In 2025, 200 words including new words/foreign words were found and updated, being actively used, with a total of 124,384 translations performed in 2025 alone. In addition, as part of a campaign to publicize the cultural differences between North Korea and South Korea and to raise awareness of prejudice and discrimination against North Korean youth defectors, card news publications (12 cases), SNS events (12 cases), and an online campaign on successful resettlement cases of North Korean defectors (2 cases) were carried out, publicizing the “Geuldongmu” activities and encouraging participation.
Gildongmu (Academic and professional career mentoring)	For young North Korean defectors, studying and finding employment in South Korea can be daunting and overwhelming. Many of them face uncertainty and concern about which university to attend, which major to choose, or which career path to pursue. The Gildongmu project was launched to support these youths. Through this project, professionals from various fields and our employees share their expertise and career insights, helping young North Korean defectors explore and understand different career options. This year, one video content piece was produced and uploaded to the official website, featuring careers in helathcare sector, a field especially admired by young North Korean defectors, to assist them in planning for their future.

Employee participation in social contribution programs

Samsung Dream Class

Samsung Dream Class is a social contribution program that supports middle school students facing challenging academic environments, helping them discover and nurture their aptitudes and dreams. The program provides tutoring through university student mentors and career/aptitude mentoring through Samsung employees. Since its reorganization into “Samsung Dream Class 2.0”, the program has expanded beyond online learning support to include courses aimed at developing various global competencies such as coding and mathematics. During summer and winter vacations, camps were held at five universities across the country, where students participated in career and job experience events, including career exploration sessions with Samsung employee mentors.

Cheil Worldwide employees actively participate in mentoring activities in various areas of Samsung Dream Class each year, offering both online and offline career and job-related lectures to help middle school students design their future paths.

Stepping Stones to Hope

Stepping Stones to Hope is a program which provides housing and 1:1 customized education for young adults preparing to enter the workforce after turning 18. In 2025, we supported the youth by donating employee donations and company matching funds. We also participated in “Stepping Stones to Hope 2.0” vocational training program, which ran from May to September, specifically contributing to the practical training track for online advertising and public relations professionals.

Drawing on our industry expertise, we supported young people participating in the online advertising and PR practitioner development program through evaluation of student assignments, special lectures by industry professionals, and a field trip to the Busan International Advertising Festival.

Senior Digital Academy

The Senior Digital Academy is a program designed to strengthen digital literacy among seniors, helping them navigate today’s rapidly advancing digital society. It offers training on how to use kiosks and mobile applications, enabling seniors to enjoy digital conveniences more comfortably. Beyond simple education, the program supports seniors in applying their digital skills to contribute to society through volunteer work or employment, helping them begin a new chapter in life. In May 2025, Cheil Worldwide joined seniors in activities such as placing orders at a restaurant kiosk and finding destinations on a map app, helping seniors build familiarity and confidence with kiosks and mobile apps.

Volunteer activities on foundation day

In May 2025, to celebrate our foundation day, Cheil Worldwide carried out a range of volunteer activities with full employee participation. Meal service was provided for approximately 300 elderly visitors at the senior welfare restaurant of a senior welfare center in Yongsan-gu, the Yeongnak Borinwon children's care facility was visited to help renovate children's play areas and program rooms, and bread was baked and packaged by hand through a bread-making volunteer activity with the Korean Red Cross and delivered to neighbors in need in the local community. Employees also carried out plogging activities for environmental improvement along Yangjae Stream and the Han River, provided food distribution support at Yongsan Food Bank Market, and took part in neighborhood park repair activities together with the Seocho-gu Volunteer Center.

* Number of beneficiaries
- Yeongnak Borinwon: 49, Yongsan Senior Welfare Center: 300, Yongsan Food Bank Market: 100

Sharing Week

In November, we held a two-week Sharing Week to practice loving our neighbors before the New Years holidays. Bread-making volunteer activities were carried out together with the Korean Red Cross Yongsan/Gangnam volunteer centers, and the freshly baked bread was delivered to low-income households in the Seocho, Gangnam and Yongsan areas. An "Hyodo Meal Kit" was also prepared together with Sadang Community Welfare Center to support the dietary life of elderly residents, and various community volunteer activities were conducted, including meal service at the Yongsan Senior Welfare Center and kitchen cleaning at a children's residential facility. We also utilized the company's online community to raise funds. We shared the stories of 20 children and teenagers in need, including those suffering from rare incurable diseases, raised a total of 1.44 million won through comments, and delivered the donations to Save the Children.

* Number of beneficiaries
- bread-making volunteer activities: 500, Sadang Community Welfare Center: 100, senior cafeteria: 300, kitchen cleaning at child welfare facilities: 49, online fundraising: 20

Blood Donation Campaign

Every winter, when participation in blood donation is lower than other times because of the cold, Cheil Worldwide organizes a blood donation campaign to support hospital sites that struggle with a shortage of blood. Many employees participated in a Blood Donation Campaign held at the Itaewon headquarters and Gangnam GT Tower in early November, practicing the spirit of sharing.

Sharing Kiosk

In order to spread the culture of sharing in daily life, we are operating a sharing kiosk in the company cafe where tagging an employee ID card donates 1,000 won through deduction in salary. The Sharing Kiosk aims to raise 4 million won per story, and four related companies of Samsung (Cheil Worldwide, Hotel Shilla, S-1 Corporation, and Wellstory) work together to introduce the stories of children/teenagers in need, encouraging voluntary donations from employees. In 2025, donations were successfully completed for a total of three individuals, and the funds were delivered accordingly, reflecting employees' commitment to practicing neighborly love through voluntary giving.

* Number of beneficiaries and amount of cash donation by Cheil Worldwide: 3; KRW 7,476,000

Programs to encourage participation in social contribution activities, and incentives for participation

Through the "Regulations on Volunteer Activities" (posted company-wide), enacted to encourage employees' social contribution activities, Cheil Worldwide has set the following as its social contribution goals: all employees to participate in at least one volunteer or donation activity per year, and to achieve a minimum of 8 hours of volunteer activity per person per year. A "Volunteer Leader" is designated for each division to collect opinions from their respective teams and select the volunteer programs they wish to participate in. In addition, a "Volunteer Leader Council" has been established to actively encourage employee participation in social contribution by supporting networking events and team-building time after volunteer activities conducted by each division or team. In addition, when employees express interest in specific volunteer recipients or fields, appropriate volunteer organizations and programs are introduced to them. Also, our "Regulations on Operation of Work Hours" explicitly states that volunteer hours are recognized as part of working hours, encouraging employees to participate in volunteer work. Individual employees can use our "Volunteer Record System" to monitor their individual volunteer activities, hours volunteered, and donations made.

Furthermore, the year-end "Cheil Sharing Awards" ceremony honors individuals and teams who have actively participated in volunteering and donations throughout the year. We also support volunteer-related expenses, such as transportation and material costs, to promote active employee participation in social contribution activities.

Activities to promote coexistence with the local community

To celebrate the Lunar New Year and Chuseok holidays, Cheil Worldwide organized “Sister Village Anseong Rice Online Market” to help farmers in sister villages with selling and to promote coexistence with the local community. A number of employees participated in purchasing rice and made efforts to contribute to the local economy by developing sales channels for farmers in sister villages.

Social contribution programs drawing on our advertising specialties

Cheil Worldwide is holding “Love garage sales” where filming props discarded after advertising filming are sold to help those in need in our neighborhood, in order to recycle waste generated after advertising filming and circulate our resources. Advertising props from throughout the year are collected and organized to support our annual fundraising efforts. All proceeds from the bazaar are donated to our partnered volunteer organizations within Yongsan-gu, including Yongsangu Family Center (for multicultural families), Yongsan Senior Welfare Center, Yongsan Welfare Center for the Disabled, and Youngnak Borinwon. The donations are used to provide learning materials and daily necessities for children and support the livelihood of underprivileged members of the local community.

Socially responsible management principles

Socially responsible management goals

As a company, Cheil Worldwide aims to make a positive impact on society through advertising. Cheil Worldwide has a strong interest in a variety of social issues. We are serious about making our campaigns as socially beneficial to the public interest as possible, and are eager to propose public interest-oriented campaigns to our clients. We also propose and implement specific efforts to raise awareness of and solve various social problems together with governments and public agencies, and NGOs. We firmly believe that involving enterprise and various interested organizations in socially responsible activities is the only way toward ensuring the happiness and well-being of us all. In addition, we have an internal process to ensure that advertising projects in unhealthy industries such as alcohol and tobacco are discussed with the ESG Secretariat, an internal organization dedicated to ESG, to ensure that business is conducted in a socially responsible manner.

Socially responsible advertising

Here are some of the socially responsible advertising projects that Cheil Worldwide worked on in 2025.

'VOICE WANTED' — A Voice Phishing Tip-Off Campaign with the Korean National Police Agency



The Challenge

In South Korea, voice phishing never stops evolving, and neither does the damage it causes. As criminal methods targeting everyday life change rapidly and evolve broadly, the scale of damage increases every year. But there is one thing that voice phishers can never change, no matter how hard they try — the voice fingerprint. Even if methods and speech patterns change, the voice fingerprint remains, making it the decisive clue for solving crimes. How can we gather as many of their voice fingerprints as possible?

The Idea

We collaborated with the police to create a unique wanted poster unlike any before to raise awareness of voice phishing methods and encourage people to report criminals' voices. After identifying the most prevalent recent voice phishing types, impersonation of investigators, false loan solicitation, and courier impersonation, a virtual composite sketch was drawn using the actual voice waveforms of real criminals. A video linked via QR code on the poster shows the criminal's voice from the composite sketch, how to respond, and introduces the voice phishing reporting platform. The integrated communication of recognizing, recording, and reporting voice phishing was encapsulated in a single poster.

The Result

Following this campaign, people who received voice phishing calls began recording calls and submitting reports. As the voices of numerous caught-in-the-act criminals were reported to the police in real time, it became possible to identify criminals through 1:1 and 1:N voice data comparison, and to track criminal networks through N:N comparison. The police are also blocking their phone numbers and freezing their accounts, comprehensively preventing voice phishing damage.

Jeju Institute of Korean Medicine, 'Haenyeo Safe Buddy'



The Challenge

The haenyeo (women divers) of Jeju, the southernmost island of South Korea, are a globally rare community of female divers who enter the sea unassisted, and their fishing culture was inscribed on the UNESCO List of Intangible Cultural Heritage of Humanity in 2016. However, with industrialization and aging, the number of haenyeo is declining, and the risk of safety accidents is increasing. In the past five years, 104 diving accidents have occurred in Jeju, of which 35.6% were cardiac arrest incidents, and 76% of those occurred in elderly haenyeo aged 70 or above. Traditionally, haenyeo have watched over each other through a mutual safety confirmation practice called "sunuleum," but as their numbers decline and their working range expands, this practice alone is showing its limits. In particular, the critical response window for haenyeo accidents is only 4–6 minutes, whereas rescue teams take an average of more than 7 minutes to arrive, underscoring the need for a more comprehensive safety system.

The Idea

"Haenyeo Safe Buddy" is a technology based on a smartwatch app, but rather than foregrounding a new approach, we focused on the safety methods that haenyeo have long internalized through their bodies. "Sunuleum" is a community practice in which haenyeo monitor each other's dive times during work, and we saw this as the most natural and trustworthy form of safety for haenyeo. The idea for "Haenyeo Safe Buddy" began with transferring the principles of this "sunuleum" onto a smartwatch. "Haenyeo Safe Buddy," a dedicated smartwatch app, monitors the heart rates of haenyeo in real time during dives, and when an anomaly is detected, alerts are first sent to nearby haenyeo. This ensures that those closest can be the first to become aware and check on each other. Subsequently, when needed, rescue signals are transmitted to the fishing village association, public institutions, and the fire department, enabling a more systematic response. "Haenyeo Safe Buddy" sought not to showcase technology but to quietly integrate it into the methods haenyeo already trust and use, creating a community-centered safety environment.

The Result

Since its launch, "Haenyeo Safe Buddy" has been applied to actual haenyeo and operated stably. Since adoption, the number of fatal safety accidents recorded has been zero, and the project, which began with 150 participants, has expanded to 300 as trust and participation in the field have grown. In addition, this project has served as an opportunity to bring renewed attention to "sunuleum," a traditional community culture, in modern society, and has expanded social awareness of haenyeo safety, generating a total media reach of over 52 million. "Haenyeo Safe Buddy" is not merely a technology-based campaign but a sustainable community safety model that reinterprets the values of "sunuleum" for today's environment.

Save the Children 'Safe Sketch' – Cheil Hong Kong



The Challenge Child abuse cases have increased significantly in Hong Kong in recent years, emerging as a serious social issue. In 2018, the drawings left by a five-year-old girl who died from parental abuse became decisive evidence proving parental abuse, resulting in a murder conviction, an incident that sent shockwaves through society. Prompted by this tragedy, a new law was passed in 2024 requiring teachers to mandatorily report suspected cases of child abuse, but according to one study, most teachers are unfamiliar with signs of abuse, particularly subtle psychological cues hidden in children's drawings.

The Idea Children's drawings carry far more meaning than most people realize. Children who are abused often unconsciously leave clues in their drawings, but these clues go largely unnoticed and overlooked. 'Safe Sketch' uses a database of more than 200,000 drawings to find subtle clues in children's artwork. Algorithms analyzing object proportions, distortions, color choices, brush pressure, and other elements identify combinations of factors that may constitute warning signs. Potential abuse cases are flagged as "RED FLAGS," prompting teachers to undertake additional evaluation and helping them protect the child.

The Result The "Safe Sketch" app was developed through collaboration with a team of specialists from diverse fields, including child psychologists, art therapists, child welfare professionals, educators, and AI and machine learning experts, and is now widely used in kindergartens across Hong Kong.

Samsung Electronics 'Ghost Skins' – Cheil PengTai China



The Challenge Online gaming is an enormous business in China, and Chinese gamers spend more money on in-game item purchases than gamers in any other country. Game skins that allow players to customize their favorite characters are particularly popular items. But while gamers spend billions of dollars on virtual clothing they can only wear in the game world, millions of children in the real world have no clothes to wear.

The Idea Samsung Electronics and Cheil PengTai unveiled "Ghost Skins," transparent game skins, to provide real clothing to real-world children. Working with one of China's top gaming companies, they redesigned all skins for "Apocalypse," one of the most popular games for gaming skins, traced the silhouettes, made them transparent, and used AR algorithms to overlay them on real-world scenes. The "Ghost Skins" thus developed were offered as an option to gamers looking to purchase skins, with a commitment that 100% of proceeds from each "Ghost Skin" sale would be used to provide real clothing to real-world children.

The Result "Ghost Skins" became hugely popular in "Apocalypse." The most influential gaming influencers purchased "Ghost Skins" during live streams and joined the movement, encouraging their followers to participate as well. During the two-week campaign period, more than 20% of all game skins purchased were "Ghost Skins," making "Ghost Skins" the most purchased skin in "Apocalypse." In a game world where skins are social currency, "Ghost Skins" became the greatest badge of honor. Most importantly, more than 1 million children received new clothing. For the first time, a virtual world skin had a real-world impact.

Social Contribution

ESG-related campaign awards from domestic and international advertising festivals in 2025

Advertiser	Campaign name	Social value	Event	Grand prize	Gold	Silver	Bronze	Total
WWF	ANISTAY	Animal protection	MAD Stars				1	1
			Spikes Asia				2	2
			Korea Advertising Awards	1		1		2
Jeju Institute of Korean Medicine	Haenyeo Safe Buddy	Emergency rescue for haenyeo	Korea Advertising Awards		1			1
Toss	Doyoung's Gambling Diary	Raising youth awareness of gambling	Spikes Asia			1		1
GS25	Lifeguard Snack	drowning accident prevention	London				1	1
			New York			1		1
Samsung	The Mind Guardian	Early detection of Alzheimer's	Cannes Lions			1		1
			MAD Stars			2	1	3
Save the Children	Safe Sketch	Child abuse indicator analysis	Cannes Lion				1	1
			London			1	1	2
			New York			1	3	4
			MAD Stars		1		5	6
Samsung Electronics	Impulse	Stuttering treatment	One Show		1		3	4
			MAD Stars	1	2	2		5
Samsung	Ghost Skins	Children's clothing donation	Clio			1		1
			AdFest				3	3
Samsung	The Sound of Violence	Raising awareness of domestic violence	D&AD				1	1
			One Show				1	1
			Clio				2	2
			AdFest				1	1
			Spikes Asia			1	2	3
Orbis	The Touch Annual Report	Raising awareness of visual impairment	D&AD				1	1
			AdFest				1	1
			Spikes Asia			1		1
Samsung	Toxic Rebound	Anti-bullying	MAD Stars				2	2
Total				2	5	13	32	52

ESG-related campaign awards from domestic and international advertising festivals in 2024

Advertiser	Campaign name	Social value	Event	Grand prize	Gold	Silver	Bronze	Total
JTBC	Drug test poster	Drug control	LIA				1	1
			Clio			1	1	2
			MAD Stars		1	1		2
			AdFest		1	2		3
			Korea Advertising Awards	1	2			3
KUNDAL	Pink Glove	Easy breast cancer self-examination	Clio		1			1
			MAD Stars			1		1
			Clio Health			1	1	2
			Korea Advertising Awards		1		1	2
GS25	Lifeguard Snack	Child drowning accident prevention	Korea Advertising Awards		2			2
Samsung Electronics Spain	Impulse	Stuttering treatment	Cannes Lions		1	1	1	3
			D&AD				2	2
			LIA		3	2	2	7
			Clio Health	1	1	4	1	7
Samsung	Samsung Unfear	Easing autism-related discomfort	One Show		1	1	2	4
			Clio		2		1	3
Samsung	Ghost Skins	Children's clothing donation	LIA		1		1	2
Save the Children	The Sound of Violence	Raising awareness of domestic violence	LIA				1	1
			New York		1		1	2
			MAD Stars		2	1	1	4
Breast Cancer Now	The Chat	Support for breast cancer patients	D&AD				1	1
			Clio			1	2	3
Total				2	20	16	20	58

Social Contribution

ESG-related campaign awards from domestic and international advertising festivals in 2023

Advertiser	Campaign name	Social value	Event	Grand prize	Gold	Silver	Bronze	Total
Korean National Police Agency	Knock Knock campaign	Reporting system for dating and Building a reporting system for dating and domestic violence	Cannes Lions	1	1		1	3
			D&AD			2	1	3
			One Show			1		1
			Clio		1	1	1	3
			London Int'l Awards		3		1	4
			New York Festivals		1	4	1	6
			MAD Stars	4	5	1	1	11
			AdFest	1	2	1	3	7
Spikes Asia	3	2	2		7			
Samsung Electronics Spain	Samsung Unfear	Easing autism-related discomfort	Cannes Lions			2	2	4
			D&AD				3	3
			Clio Health	1	2	1	1	5
			LIA		4	2	3	9
			MAD Stars			3	3	6
Adidas	No More Red	Violence prevention	One Show		1	1		2
Breast Cancer Now	The Chat	Support for breast cancer patients	Cannes Lions			1	1	2
			LIA			2		2
Samsung	Quest for Dyslexia	Early detection of dyslexia	D&AD				1	1
			One Show		1	2	2	5
			Clio		1	2	3	6
			Clio Health		2	3		5
			Clio Entertainment	1	2	2		5
			AdFest		1	2	1	4
			Spikes Asia		1	1	2	4
Total				11	30	36	31	108



Governance

- Charter of Corporate Governance
- Shareholders
- Director/Board of Directors
- Audit
- Risk Management



Charter of Corporate Governance

The Cheil Worldwide "Corporate Governance Charter" was enacted in Dec 2021 and published on the Cheil Worldwide website. The charter commits Cheil Worldwide to the protection of shareholder rights, building trust with various stakeholders, and collective growth. In accordance with the charter, all management and employees, under the supervision of a professional and independent Board of Directors, pledge to implement responsible management practices while establishing a sound corporate governance structure.



Shareholders

Mechanism for gathering shareholder opinions

Cheil Worldwide gathers opinions from key stakeholders including shareholders and investors through various channels, and these opinions are reflected in business operations.

Classification	Key areas of interest	Communication channels	Main activities
Shareholders and Investors	• Management outcomes and outlook • Risk management • Management Information sharing • Sustainability issues (ESG, etc.)	• IR meetings • General Meetings of Shareholders • Business Reports / Corporate Governance Reports • IR section of company website * States key events of General Meeting of Shareholders including dates, governance structure, etc. • ESG section of company website	• Stable stock price management • Reinforcing shareholder returns policy • Transparent disclosure

Shareholders' rights

Furnishing the information required for exercise of shareholders' rights

Matters relating to convocation of the General Meetings of Shareholders (convocation resolution, convocation notice, other reference documents, etc.) are disclosed through the electronic disclosure system four weeks prior to the scheduled date of the General Meeting of Shareholders.

In addition, in accordance with the Enforcement Decree of the Commercial Act, the 2025 fiscal year business report and audit report were disclosed through the electronic disclosure system one week before the General Meeting, enabling shareholders to review not only the agenda items but also our financial condition and management performance.

Furthermore, starting in 2022, we have been streaming the General Meetings of Shareholders live online so that shareholders can have a direct access to the progress of the General Meeting of Shareholders, regardless of location.

In addition, we have actively sought to communicate with shareholders and other stakeholders by disclosing IR-related schedules, including NDRs, on our website a total of 9 times throughout 2025. Furthermore, we publish an annual "Corporate Governance Report" outlining key aspects of our corporate governance. The report includes detailed compliance status by item, enabling shareholders and other stakeholders to easily understand our governance structure.

Matters relating to shareholders’ votes

To raise shareholder voting participation rates and to ensure shareholder attendance at the General Meetings of Shareholders with knowledge of the annual performance of the company, the dates for our General Meetings of Shareholders are decided with consideration for dates of other listed corporations’ general shareholders’ meetings, final accounts settlement dates, audit report issuance dates, and business plans.

Our Board of Directors resolved in Feb 2021 to adopt and encourage use of an electronic voting system to facilitate the exercise of shareholder voting rights. Electronic voting was conducted starting from the 48th Ordinary General Meeting of Shareholders convened in Mar 2021. The company also advises all shareholder to exercise voting rights by proxy, either by direct issuance or through means such as mail or electronic mail.

Decisions by the company on matters prescribed for resolution by the General Meeting of Shareholders under the Commercial Act and other related laws and statutes are always finalized by resolution of the General Meeting of Shareholders. We do not engage in acts which may restrict or impede the rights of shareholders, such as modifying resolutions of the General Meeting of Shareholders by resolution of the Board of Directors. The company has no provisions such as provisions on M&A director dismissal or "Golden Parachute" provisions which add to the requirements for resolutions of the General Meeting of Shareholders under the related laws and statutes. Also, upon appointment of directors by the General Meeting of Shareholders to manage the operations of the company, agenda items for nomination of candidates are introduced separately for each candidate so that shareholders may judge the appropriateness and suitability of each candidate on an individual basis. As detailed above, the company engages in various efforts to guarantee shareholders’ rights to the farthest possible extent and to improve shareholder value, with the intent to continue to strive toward maximum shareholder value.

Exercise of votes at recent General Meetings of Shareholders

The results of the General Meetings of Shareholders over the past 5 years are disclosed on our website as a part of our transparent information disclosure to shareholders and other stakeholders.

Efforts to return value to shareholders (dividends)

Cheil Worldwide sustains a shareholders returns policy to maximize shareholder value while also giving due consideration to investment for mid- to long-term growth. Amid our sustained efforts to increase shareholder value, our dividends have consistently increased year-on-year since 2017. In 2025, fear of global economic uncertainty spread due to the US high-tariff policy and the escalation of US-China tensions, and advertising client marketing activities also declined, creating a difficult external business environment. Nevertheless, we confirmed dividends within 60% of consolidated net profit in accordance with our disclosed dividend policy.

The Articles of Association of Cheil Worldwide prescribe that matters related to shareholder value, such as the approval of financial statements and the determination of profit distribution, shall not be resolved solely by the Board of Directors but must be finalized through resolutions of the General Meetings of Shareholders. While the Articles of Association also provide grounds for interim dividends, the company has not yet issued interim dividends. The company does not issue differential dividends or quarterly dividends.

Dividend issuance plans are disclosed six weeks prior to the General Meeting of Shareholders and immediately following the annual meeting of the Board of Directors for settlement of accounts through a disclosure of the "Decision on Cash Dividends and Dividends in Kind." Notice of the final decision to issue dividends is provided through a disclosure of the "Results of Ordinary General Meeting of Shareholders" on the same day approval is obtained from the General Meeting of Shareholders. In addition, since the 50th Annual General Meeting in 2023, we launched an "Online Dividend Inquiry Service" enabling shareholders to check their dividends online, further enhancing shareholder convenience. We have added a "Stock Information – Shareholder Returns" menu on our website, under which we also disclose dividend information (total dividends, cash dividends per share, dividend payout ratio, dividend yield, etc.) for the last five business years. Details on dividends for the past 5 years are as follows.

Classification	2021	2022	2023	2024	2025
(Consolidated) Net profit of current period (KRW 100 million)	1,655	1,937	1,873	2,075	2,075
Cash dividends per share (KRW)	Common shares 990	1,150	1,110	1,230	1,230
	Preferred shares –	–	–	–	–
Total dividends (KRW 100 million)	Common shares 1,003	1,165	1,124	1,246	1,246
	Preferred shares –	–	–	–	–
Dividend Payout Ratio	60.6%	60.1%	60.0%	60.0%	60.0%
Dividend Yield	Common shares 4.2%	4.8%	5.5%	6.6%	5.4%
	Preferred shares –	–	–	–	–
Implementation rate compared to dividend policy target	101%	100%	100%	100%	100%

* (Consolidated) Net profit is the net profit of controlling interest

* Implementation rate: Based on a dividend payout ratio target of 60% of consolidated net income, taking into consideration factors such as large-scale investments including M&A, working capital, and the business environment.

Since publicly announcing our plan to increase the dividend payout ratio on 20 Dec 2017, we have consistently implemented a shareholder return policy aimed at enhancing shareholder value by distributing the maximum possible amount of retained earnings as dividends, excluding investment funds. For the 2023–2024 fiscal years, through a disclosure on 31 Jan 2023 we announced our plan to pay dividends within a payout ratio of 60% of consolidated net profit, taking into account large-scale investments such as M&A, working capital, and the business environment, and implemented this plan accordingly.

Upon the expiry of the previous shareholder return policy, the same criteria will be applied to the 2025–2027 fiscal years, with plans to pay dividends within a payout ratio of 60% of consolidated net profit, taking into account large-scale investments such as M&A, working capital, and the business environment, as announced through a disclosure in 02 Feb 2026.

By pre-disclosing dividend policies covering three or more years, we enhance shareholders' ability to plan ahead, and intend to continue actively pursuing shareholder-friendly dividend policies going forward.

Directors

Appointment of directors

Directors of the company are appointed by resolution of the General Meeting of Shareholders. Outside directors are appointed from among candidates recommended by the Board of Directors. Independent directors are recommended after careful consideration of whether each candidate meets the qualifications required by the relevant laws and statutes including Articles 382 and 542–8 of the Commercial Act and has no material conflicts of interest with the company. Pursuant to Article 27, Paragraph 3 of our Articles of Association, the following are also excluded: current or former officers or employees of the Company or its affiliates within the past two years, major shareholders of the Company, and those with close familial relationships.

* The company does not yet fall under the category of companies required to establish an Independent Director Candidate Recommendation Committee under the Commercial Act, and therefore does not make recommendations through an Independent Director Candidate Recommendation Committee.

All current directors of the company meet all of the qualification requirements prescribed by our Articles of Association and the related laws and statutes including the Commercial Act.

Professionalism of directors

Our Board of Directors achieves responsible management by having leading experts in the advertising industry participate as inside directors, applying their long-term experience and know-how to management decision-making, while independent directors, as top specialists capable of responding swiftly to rapidly changing economic, environmental, and social topics and managing risks efficiently, objectively oversee and advise on the activities of inside directors and management.

In addition, the Regulations of the Board of Directors contain a provision explicitly establishing the basis for independent directors to receive support from external specialist personnel when needed in the course of reviewing and overseeing company operations, providing independent directors with the institutional basis for such support.

* Article 19 of the Regulations of the Board of Directors

Independent Director Byeongwan Jang, an administrative expert who served as a Minister of the Ministry of Planning and Budget and a member of the National Assembly, contributes to enhancing corporate value by participating in our policy formulation and decision-making from a transparent and objective perspective. Independent Director Seunghwa Chang is a renowned expert in the field of international trade, having served as an arbitrator at the International Arbitration Court and a judge at the Appellate Body of the World Trade Organization. He contributes to Cheil Worldwide’s global management and risk management.

* Independent Director Byeongwan Jang’s term expired (Mar 2025), and he was reappointed through the 52nd Annual General Meeting of Shareholders in Mar 2025.

Training for independent directors

To help independent directors understand the characteristics and trends of the advertising industry and company issues, written materials, including board meeting agendas and management status, are provided in advance to independent directors before each board meeting, along with in-person briefings.

Training dates in 2025	Administered by	Attending independent directors	Reason for absence(s) if any	Major content
2.4.	Support Organization	Byeongwan Jang, Seunghwa Chang	–	2024 management performance, etc.
4.25.	Support Organization	Byeongwan Jang, Seunghwa Chang	–	Q1 2025 business environment, etc. 2025 media trends
7.25.	Support Organization	Byeongwan Jang, Seunghwa Chang	–	1H 2025 management performance Recent capital market trends and implications
9.5.	Support Organization	Byeongwan Jang, Seunghwa Chang	–	Commercial Act amendment and the company’s response plan
10.31.	Support Organization	Byeongwan Jang, Seunghwa Chang	–	Major legal and regulatory changes affecting the business environment

* 100% attendance rate

Evaluation of independent directors

The company evaluates the capacities of each independent director annually according to evaluation criteria for professionalism, activity in the Board of Directors, and quality of understanding of the company.

Responsible management practices of directors

Directors of the company practice responsible management, bearing in full the responsibilities prescribed by the Commercial Act and other related laws and statutes. The company’s Articles of Association do not contain any provisions that relieve the directors of their liability to the company solely by resolution of the Board. The Articles of Association do not provide for any limitation on the liability of directors.

The company also provides an environment for directors to commit solely to responsible management practices by registering liability insurance policies for directors under company expense. Meanwhile, our Internal Accounting Controller is designated as a standing registered director so that the Internal Accounting Controller may exercise their high level of understanding and professionalism in the business so as to practice responsible management as a registered director.

Compensation of directors

Cheil Worldwide established a Compensation Committee to examine the appropriateness of directors’ compensation. Appropriate compensation is provided to directors for responsible management. The Compensation Committee consists of two independent directors and one inside director who is not the CEO, with an independent director serving as chair, ensuring that director compensation is reviewed independently and objectively.

Compensation Committee (including independent directors, 100% attendance rate)		
Meeting date in 2025	Agenda item	Approved/rejected
2.13.	Appointment of chair to the Compensation Committee	Approved
	Approval of individual annual compensation for registered directors in 2025	Approved
	Deliberation on compensation caps for registered directors and auditors for 2025	Approved
* Attendance rate of 100% at the Feb 2025 Compensation Committee meeting, with participation by Independent Directors Byeongwan Jang and Seunghwa Jang, and Inside Director Wooyoung Kang		

The Compensation Committee reviews the compensation system (compensation categories, compensation standards, compensation amounts, etc.) of the company's registered officers. As a matter of principle, the compensation of directors is evaluated by clearly and specifically stating the KPIs for each director's duties and strictly in connection with each director's management performance.

* The individual annual compensation of all inside directors and the specific composition of each director's compensation as well as the performance indicators/targets and the payout ratio based on the achievement of the targets are disclosed in the semi-annual/annual report.

We also actively encourage long-term responsible management by directors by ensuring that mid- to long-term performance of three years or longer is reflected in compensation for each inside director through the adoption of a "Long-term Performance Incentives System."

* We disclose in our business reports the basis and method for calculating the compensation of individual inside directors, and this disclosure confirms that "long-term performance incentives" are included in the composition of the compensation of individual inside directors.

Individual annual compensation for directors for the past three years was as follows.
Unit: KRW million

Name	Position	Total		
		2023	2024	2025
Jonghyun Kim	President and CEO	1,658	1,646	1,750
Wooyoung Kang	Vice President	807	984	1,157
Taehae Kim	Vice President	–	956	1,140
Byeongwan Jang	Independent director	84	104	108
Seunghwa Chang	Independent director	–	80	96

* Total compensation is the amount of income under the Income Tax Act received by registered directors who served or retired in their capacity as registered executives from 1 Jan to 31 Dec 2025.

* Independent Director Byeongwan Jang's term expired in Mar 2025, and he was reappointed through the 52nd Annual General Meeting of Shareholders in Mar 2025.

Board of directors

Composition of the Board of Directors

As per Article 27 of our Articles of Association, the Board of Directors of the company is comprised of at least three but not more than seven directors. Our current Board of Directors consists of 3 inside directors (appointed from among executives) and 2 independent directors, meeting the independent director participation ratio required under the amended Commercial Act of Jul 2025 (independent directors to comprise at least one-third of the Board).

In the case of vacancies in a director position, our Articles of Association provide for a successor to be appointed at the next General Meeting of Shareholders, provided the legally prescribed number of directors is met and the vacancy does not impair the performance of duties of the Board of Directors.

In Oct 2023, Article 5-2 (Lead Independent Director) of the Regulations of the Board of Directors was newly established, providing for the appointment of a Lead Independent Director to represent the independent directors in the operation of the Board, with Independent Director Byeongwan Jang appointed as Lead Independent Director. As Chair of the Board of Directors, President and CEO Jonghyun Kim was appointed on the grounds that his deep understanding of all aspects of the company's business makes him well suited to the strategic operation of the Board and the overall coordination of Board activities.

The composition of our Board of Directors (names, dates of appointment, terms, Chair) and Board Committees (names and composition) are disclosed on our website so that shareholders and other stakeholders can easily and accurately stay informed of the composition of the Board of Directors.

Composition of the Board of Directors, 2025							
Name	Year and month of birth	Title (Position)	End of term	Gender	Management Committee	Internal Transactions Committee	Compensation Committee
Jonghyun Kim	1966.07	President and CEO Chair of the Board of Directors	20 Mar 2027	Male	○(Chair)		
Wooyoung Kang	1968.02	Inside Director (Business Support Director)	15 Mar 2026	Male	○	○	○
Taehae Kim	1969.11	Inside Director (Head of Business Division 1)	20 Mar 2027	Male	○		
Byeongwan Jang	1952.05	Lead Independent Director	18 Mar 2028	Male		○(Chair)	○(Chair)
Seunghwa Chang	1963.06	Independent director	20 Mar 2027	Male		○	○
* Composition of the Board of Directors as of 31 Dec 2025							
* Independent Director Byeongwan Jang's term expired in Mar 2025, and he was reappointed through the 52nd Annual General Meeting of Shareholders in Mar 2025.							

Activities of the Board of Directors

Meetings of the Board of Directors are convened by the Chair. The Articles of Association prescribe that the Chair shall decide the date of Meetings of the Board of Directors and notify the respective directors and auditors by document, electronic document, or verbally at least seven (7) days prior.

Our Board of Directors plays a core role in establishing the objectives, values, and strategies of the company.

From Jan to Dec 2025, the Board of Directors held a total of 8 sessions, with key agenda items including quarterly financial statement approvals and donation approvals.

In particular, the company makes sure that independent directors appointed at the General Meeting of Shareholders can independently participate in deciding corporate management policies and can supervise and support upper management. Accordingly, upon convocation of a meeting of the Board of Directors, the company shares agenda items with independent directors beforehand and provides time for inquiries. The attendance rate of independent directors in meetings of the Board of Directors in 2025 was 100%.

Key matters resolved in 2025		
Session	Date	Matters Reported
1	2.4	Report on operation of the Internal Accounting Control System
		Report on matters resolved by the Business Management Committee
2	2.13.	Report on evaluation of the Internal Accounting Control System operation
4	4.25.	Report on 2024 environmental performance and 2025 ESG activity plan
5	7.25.	Report on matters resolved by the Internal Transactions Committee
6	9.5.	Report on matters resolved by the Business Management Committee
8	12.17.	Review of ESG materiality, 2025 carbon neutrality activities, and Risk management activity results report
		Results of compliance reviews by the Compliance Officer and report on anti-corruption plans/outcomes

Key matters resolved in 2025			
Session	Date	Agenda item	Approved/ rejected
1	2.4.	Approval of FY2024 financial statements and annual business report	Approved
2	2.13.	Convocation of the General Meeting of Shareholders for FY2024 and decision of purposes	Approved
		Approval of treasury stock report	Approved
3	3.19.	Approval for enforcement of compensation caps for directors	Approved
		Appointment of members to the Internal Transactions Committee	Approved
		Appointment of members to the Compensation Committee	Approved
		Approval of contribution to the Shared Growth Cooperation Fund	Approved
		Approval of Health and Safety Plan for 2025	Approved
4	4.25.	Approval of Q1 FY2025 financial statements	Approved
		Amendment of Regulations of the Board of Directors	Approved
5	7.25.	Approval of H1 FY2025 financial statements	Approved
6	9.5.	Approval of donation	Approved
7	10.31.	Approval of Q3 FY2025 financial statements	Approved
8	12.17.	Approval of transaction limit with major shareholders	Approved
		Approval of insurance transaction with affiliated party	Approved

Board Committees

We improve the functioning of the Board of Directors by establishing three committees (Business Management Committee, Internal Transactions Committee, and Compensation Committee) and delegating to the each committee the authority to perform its duties in accordance with Article 35 of the Articles of Association and Article 12-2 of the Rules on Operation of the Board of Directors.

To ensure that the Board of Directors and its committees operate transparently, we disclose the full text of the Regulations of the Board and the charters of the three aforementioned Board committees in the "Corporate Governance Report". In addition, the Internal Transactions Committee and the Compensation Committee, where independence is particularly important, have both independent directors and Inside Director Wooyoung Kang as members, with an independent director serving as chair, ensuring that these committees operate in a highly independent manner.

However, because the Business Management Committee deliberates and decides on important matters relating to the management of the company from time to time, it requires in-depth knowledge of the advertising industry and is therefore composed only of internal directors with the best expertise in the industry.

We have an Internal Transactions Committee, a committee within our Board of Directors, which reviews and approves transactions between affiliated companies. The Internal Transactions Committee was installed voluntarily in Dec 2014 to improve transparency of company management by implementing a voluntary fair transactions compliance system. The committee is in charge of all matters relating to internal transactions by Cheil Worldwide, exercising the authority to "receive reports on internal transactions," "issue ex officio internal transaction investigation orders," and "propose corrective measures for internal transactions." The independent directors play a key role in our Internal Transactions Committee, which performs prior review of transactions between affiliates, transactions with major shareholders, and directors' self-dealing transactions. The committee enforces strict preemptive controls over internal transactions by deliberating and resolving transactions deemed to have an important impact on shareholder value, etc.

The total amount of investments in affiliates as a percentage of our equity is approximately 7.9%* at the end of 2025.

*KRW 43.1 billion against equity of KRW 545.9 billion at end-2025

The agenda items referred to the respective committees in 2025 are as follows.

Compensation Committee Meetings

Date	Agenda item	Approved/ rejected
2.13.	Appointment of chair to the Compensation Committee	Approved
	Approval of individual annual compensation for registered directors in 2025	Approved
	Deliberation on compensation caps for registered directors and auditors for 2025	Approved

Internal Transactions Committee Meetings

Date	Agenda item	Approved/ rejected
7.25.	Appointment of chair to the Internal Transactions Committee	Approved
	Report on 1H 2025 transactions with related parties in goods and services	Approved
12.17.	Prior review of transaction limit with major shareholders	Approved
	Prior review of insurance transaction with affiliated party	Approved

Business Management Committee

Date	Agenda item	Approved/ rejected
1.3.	Approval of third tranche payment of Long-term Performance Incentives for executives (Period 6, 2020-2022)	Approved
	Approval of capital increase for Cheil US	Approved
5.15.	Approval of acquisition of Cheil HQ and Iris location equity	Approved

Audit bodies

Although the company is not required under the Commercial Act to install an audit committee, and as such does not operate an audit committee as of yet, the company does have one standing auditor according to the Commercial Act (Article 542–10, Paragraph 1).

To ensure the independence and professionalism of auditors, the company recommends standing auditor candidates who meet all requirements under the Commercial Act (Article 542–10, Paragraph 2). Standing auditors are appointed with final approval by the General Meeting of Shareholders (Article 542–10, Paragraph 1 of the Commercial Act). The term for appointed standing auditors expires at the closing of the Regular General Meeting of Shareholders for the last settlement period within 3 years of appointment (Article 410, and Article 37–1, Paragraph 1 of the Articles of Association).

By resolution of the 48th General Meeting of Shareholders held on 18 Mar 2021, Mr. Hongsub Lee was newly appointed as the Standing Auditor. He was reappointed at the 51st General Meeting of Shareholders held on 21 Mar 2024 and accordingly performs the duties of the auditor.

The standing auditor of the company attends meetings of the Board of Directors to independently supervise the affairs of our directors, and is authorized to require submission of the related ledgers and necessary documentation.

The standing auditor of the company has attended all meetings of the Board of Directors convened in 2025, ensuring checks and balances for Board of Directors operation. Below is the auditor's attendance at the Board.

Attendance of the auditor at the 2025 Board of Directors meetings (100% attendance)		
Session	Date	Agenda item
1	2.4.	Approval of FY2024 financial statements and annual business report
2	2.13.	Convocation of the General Meeting of Shareholders for FY2023 and decision of purposes
		Approval of treasury stock report
3	3.19.	Approval for enforcement of compensation caps for directors
		Appointment of members to the Internal Transactions Committee
		Appointment of members to the Compensation Committee
		Approval of contribution to the Shared Growth Cooperation Fund
		Approval of Health and Safety Plan for 2025
4	4.25.	Approval of Q1 FY2025 financial statements
		Amendment of Regulations of the Board of Directors
5	7.25.	Approval of H1 FY2025 financial statements
6	9.5.	Approval of donation
7	10.31.	Approval of Q3 FY2025 financial statements
8	12.17.	Approval of transaction limit with major shareholders
		Approval of insurance transaction with affiliated party

The company's standing auditor may request that a director be suspended from acting on behalf of the company if there is a risk of irreparable damage to the company due to the director's violation of laws and regulations or the Articles of Association (Article 402 of the Commercial Act). In addition, our standing auditor has the authority to appoint, replace and terminate external auditors.

The company's standing auditor is informed by the internal accounting organization (Finance Team) about the plans and results of the evaluation of the adequacy of the company's internal control activities, evaluates the design and operation of the internal accounting control system, and reports the results to the Board of Directors.

In addition, our standing auditors communicate regularly with our external auditors on matters such as the annual audit plan, financial statement reviews and audit progress to enhance the quality of our financial reporting. The following is the communication between the standing auditor and the external auditors in 2025.

Date	Attendees	Method	Key discussion points
2.3	• Company side: Standing auditor • Auditor side: Director of business operations, 2 accountant	In-person meeting	– Progress report for annual audit progress and audit plan report – Report on progress of key audit matters and year-end key audit plan
2.26	• Company side: Standing auditor • Auditor side: Director of business operations, 2 accountant	In-person meeting	– Progress report on the group audit and year-end audit – Report on the completion of the audit, including auditor independence
4.24.	• Company side: Standing auditor • Auditor side: Director of business operations, 2 accountant	In-person meeting	– Plan for the conduct of the annual audit in 2025 – Progress of review of Q1 (interim) financial statements
7.23.	• Company side: Standing auditor • Auditor side: Director of business operations, 2 accountant	In-person meeting	– Progress report on the review of the 2025 semi-annual financial statements
10.27.	• Company side: Standing auditor • Auditor side: Director of business operations, 2 accountant	In-person meeting	– Progress report on the review of the 2025 3Q financial statements

Professionalism of auditors

Auditor Hongsub Lee, current standing director of the company, is a Korean CPA and tax attorney with over 28 years of professional experience at the accounting firm Deloitte Anjin LLC. He is an ESG specialist, having completed cohorts 1 through 6 of the ESG Academy Specialist courses offered by the KICPA. As a holder of a doctoral degree in business administration from Dongguk University, Mr. Hongsub Lee has not only expertise in accounting, taxation and ESG but also broad knowledge and experience in all matters of management support affairs, as well as the professionalism to fully perform his role of supervising the lawfulness and validity of the ways in which the affairs of our Board of Directors and upper management are handled.

Standing Auditor – Background				
Name	Career Experience	Accounting and finance expertise		
		Appli cability	Expert type	Related experience
Hongsub Lee	– (Current) Auditor, Cheil Worldwide – (Current) KICPA Member of the Auditing Standards Board – Certified Public Accountant, RSM Shinhan Accounting Firm (2018) – Vice–Representative, Financial Group, Audit HQ, Deloitte Anjin LLC (2007) – Ph.D in Business Administration, Dongguk University (2016)	Yes	Accountant	– Basic qualifications: Korean Certified Public Accountant, Tax Accountant – Work experience: Deloitte Anjin LLC (1989–2017), RSM Shinhan Accounting Firm (2018–2020)

Training for auditors

To enable our standing auditors to effectively engage in their auditing affairs, the company provides opportunities for training in the nature of the industry to which the company belongs, as well as key issues such as changes in the management environment and changes in laws and regulations, on an as–needed basis. As the importance of ESG management has grown in recent years, Hongsub Lee, the current standing auditor of the company completed the ESG Academy Specialist (General, Advanced, and Certified) courses offered by the KICPA.

* Period: Nov 2021 – Jun 2025

* Training hours: 1st – 49 hours, 2nd – 49 hours, 3rd – 52 hours, 4th – 52 hours, 5th – 58 hours, 6th – 59 hours, Total – 319 hours

The following are trainings we have provided to our standing auditors in 2025 or he attended as required.

Training Date	Administered by	Training provided on
1.21.	SERI CEO	Jan 2025 SERI CEO Insight Forum: Trump 2.0 America and the Future World Order)
2.4.	Cheil Worldwide	2025 1st Outside Directors' Council (topic: 2024 management performance briefing)
2.21.	SERI CEO	Feb 2025 SERI CEO Insight Forum: Future Industry Trends as Seen through CES 2025)
3.21.	SERI CEO	Mar 2025 SERI CEO Insight Forum: AI Agent Era: Collaboration Strategies)
4.1.	Cheil Worldwide	Statutory Occupational Safety and Health Training Under the Occupational Safety and Health Act Topic 1: Occupational Safety and Health Act and Industrial Accident Compensation Insurance Act Topic 2: Noise and hearing loss Topic 3: Cardiovascular disease and prevention Topic 4: Methods for special health examinations Topic 5: First aid Topic 6: Health management in a fatigued society
4.7.	Cheil Worldwide	1H 2025 Compliance Training Training 1: Compliance issues through case studies: copyright, portrait rights, trademark rights Training 2: Compliance issues through case studies: labeling and advertising, PR Training 3: Significance of the internal accounting control system and the ideal employee attitude toward compliance
4.8.–5.7.	The Korean Institute of Certified Public Accountants	ESG General Course Lessons 1 to 21
4.16.	Samil PwC Governance Center	Samil PwC Governance Center Training Session 1: What's changing in internal controls this year? Session 2: Audit support organization: ways to enhance effectiveness and independence
4.17.	Korea Listed Companies Association(Listed Companies Supervisory Board)	Apr 2025, 247th Breakfast Lecture (topic: AI applications in internal controls and audit case studies)
4.25.	Cheil Worldwide	2025 2nd Outside Directors' Council Topic 1: Q1 2025 business environment briefing Theme 2: 2025 media trends
5.14.–6.11.	The Korean Institute of Certified Public Accountants	ESG Advanced Course Lessons 22 to 35
5.22.	Korea Listed Companies Association(Listed Companies Supervisory Board)	Apr 2025, 248th Breakfast Lecture Topic: Recent changes in accounting standards and policy direction
5.23.	Samjeong KPMG ACI	12th Samjeong KPMG ACI Seminar Session 1: Audit committee systems and operations Session 2: Corporate governance Session 3: Audit committee activity plans Session 4: Accounting oversight that audit committees need to know
5.27.	SERI CEO	May 2025 SERI CEO Insight Forum: Trump–induced global supply chain disruption and reconfiguration)
5.28.	Audit Committee Forum	1st Annual Forum 2025 for Auditors and Audit Committee Members Topic I–1: Internal accounting control system and financial fraud Topic I–2: Data–based financial fraud detection case studies Topic II: Financial reporting and internal controls
6.11.	Cheil Worldwide	2025 workplace sexual harassment/harassment prevention training
6.17.	SERI CEO	Jun 2025 SERI CEO Insight Forum: 2H 2025 Economic Outlook
6.18. – 6.25.	The Korean Institute of Certified Public Accountants	ESG General Course Lessons 36 to 40

Training Date	Administered by	Training provided on
7.1.	Samjeong KPMG ACI	11th Samjeong KPMG ACI Seminar Session 1: Considerations for the Board and Audit Committee in preparing for sustainability disclosures Session 2: Role of the Audit Committee under strengthened cash controls and the new internal accounting management system evaluation/ reporting standards Session 3: Improvements in corporate governance and directors' challenges
7.25.	Cheil Worldwide	2025 3rd Outside Directors' Council Theme 1: 1H 2025 business environment Theme 2: Recent shareholder activism trends and implications
8.28.	Korea Listed Companies Association (Listed Companies Supervisory Board)	Aug 2025, 250th Breakfast Lecture (topic: Responsibilities and roles of auditors under the amended Commercial Act)
9.5.	Cheil Worldwide	2025 4th Outside Directors' Council Theme 1: Separate taxation of dividend income under the amended tax law and its impacts Theme 2: Amendments to the Commercial Act, future legislative outlook, and response plans Theme 3: Amendments to the Trade Union Act, future legislative outlook, and response plans
9.8.	Cheil Worldwide	Second-half statutory safety management training under the Occupational Safety and Health Act Topic 1: Understanding the risk assessment system Topic 2: Understanding musculoskeletal disorders Topic 3: Disaster damage prevention Topic 4: The secrets of sleep management Topic 5: Employee health examinations Topic 6: Types of occupational diseases and prevention
9.9.	Cheil Worldwide	2H 2025 Compliance Training 1. Copyright, portrait rights, trademark rights, labeling and advertising, PR issues, personal information protection, import clearance guidelines 2. Environmental management: even more critical for an "agency" 3. Understanding the delivery payment linkage system 4. Is your information security safe? 5. Dear myself: self-care and mental health challenges
9.10.	Deloitte Anjin LLC Corporate Governance Development Center	Corporate Governance Development Center 2025 Boardroom Skills Enhancement Program Session 1: Cybersecurity and the role of the Audit Committee Session 2: The 2025 amended Commercial Act and the Board's response direction Session 3: Panel discussion (20 minutes)
9.25.	Korea Listed Companies Association (Listed Companies Supervisory Board)	Sep 2025, 251st Breakfast Lecture (topic: Check Points on Major Issues in Preparation For 2025 Financial Statements Audit)
10.20.	Cheil Worldwide	2025 corruption prevention training (topic: Employee Guidelines and Introduction to Fraud Case Studies)
10.31.	Cheil Worldwide	2025 6th Outside Directors' Council Theme 1: Commercial Act amendment Theme 2: Enforcement of the Yellow Envelope Act Theme 3: Changes in industrial safety-related policies Theme 4: Promotion of a Korean-style evidence collection system
11.21.	SERI CEO	Nov 2025 SERI CEO Insight Forum: 2026 Economic Outlook
12.12.	Audit Committee Forum	3rd Annual Forum 2025 for Auditors and Audit Committee Members Theme 1: Guidelines for appointing external auditors to improve accounting transparency Theme 2: Plans to rationalize CPA independence requirements
12.16.	The Korean Institute of Certified Public Accountants	Accounting audit standards amendment briefing
12.23.	The Korean Institute of Certified Public Accountants	Sustainability certification practical training

Audit support organization

The IR Team is the company's organization for supporting the affairs of the Standing Auditor. The IR Team consists of three persons, including one director and two managers. The team supports the performance of Standing Auditor duties, including supporting the operation of the Internal Accounting Control System, explaining agenda items for Meetings of the Board of Directors and the management situation of the company, and responding to auditor inquiries and matters of discussion.

Audit support organization			
Department	Employees (persons)	Rank (years employed)	Main activities
IR Team	3	1 Director (9.4 years) 2 Managers (average 4.0 years)	- Support operation of Internal Accounting Control System - Explain Board of Directors agenda items and company management situation, Address inquiry/ discussion matters, Support performance of standing auditor's duties
* Years employed: As of end of Dec 2025; years employed in current duties			

Independence of external auditors

Prior review of non-audit services

To ensure the independence of the external auditor, all non-audit services are subject to prior review, and other accounting firms are used for matters restricted under Article 21 of the Certified Public Accountant Act, etc. Our standing auditor proactively reviews and approves non-audit services provided by our external auditors. The details of non-audit service contracts between Cheil and our external auditor, service periods, and compensation for the past three years are as shown in the table below. This information is disclosed quarterly in our business reports.

Fiscal year	Contract signing date	Service	Period of service	Compensation for service (Unit: KRW million)	Note
FY2025	-	-	-	-	Not applicable
FY2024	-	-	-	-	Not applicable
FY2023	28 Feb 2023	Market research consulting	Mar - Nov 2023	367	Samjeong KPMG

Compensation levels for non-audit services

The level of non-audit service compensation compared to audit service compensation paid to external auditors was 44% in 2023 (non-audit: KRW 370 million / audit: KRW 850 million), and no non-audit service contracts were concluded with external auditors in 2024 or 2025.

Risk management

Cheil Worldwide operates a systematic and evaluation-based risk management system for systematic, preemptive risk response. Primarily, working level organizations are encouraged to directly manage risks and maintain compliance with standards firsthand. Management organizations immediately correct risk factors through secondary inspections, and engages in various proactive risk prevention activities. Also, in cases where risks arise or relevant regulations are violated, these are reflected in evaluation and compensation to ensure employees to manage risks more responsibly.

Role of upper management in risk management

Risk management activities of the CRO reporting to the Board of Directors

In a rapidly changing business environment, we continuously identify and monitor risks through various risk management activities, as described above, in order to proactively respond to crises and opportunities that affect our business. In addition, we have designated the Chief Risk Officer (CRO), who is also our CFO and General ESG Secretary, to report annually to the Board of Directors on the content and results of risk management activities, including the following, so that upper management, including the Board of Directors, can directly review and manage our business-related risks.

Matters reported to the Board on risk management activities	
Risk management activities	Management issues
Internal Accounting Control System	Evaluation of the adequacy of the company's internal control activities
Early Warning System	Key management issues and business-related risks at home and abroad
Change Management Meetings	Compliance with all laws and regulations relating to the advertising industry
Upper Management Periodic Consultative Group	Internal organizational management risks, external risks, customer/industry trends and risks
"Personal Information Trustee Management" System	Review of the handling of personal information entrusted by advertisers

Operation of risk management items as CRO KPIs

In addition to our financial performance, Cheil Worldwide identifies and manages a wide range of other key management risks and opportunities as KPIs of the CFO. These include legal affairs (occurrence of incidents and accidents and compliance with related laws such as the Fair Transactions in Subcontracting Act), organizational culture (compliance with rules and regulations on working hours, etc.), and ESG (environment/social/governance) risks. Evaluation is directly linked to compensation, and this serves as a powerful incentive for preemptive risk management. The entire Cheil Worldwide organization, including domestic and overseas organizations, subsidiaries, and our sports clubs, is included in evaluation, thereby ensuring no cracks for risks to occur.

Risk management activities

Operation and inspection of the internal accounting control system

The company operates an internal accounting control system in accordance with Article 8 of the Act on External Audit of Stock Companies, and the CEO reports on the operation of the internal accounting control system to the General Meetings of Shareholders, the Board of Directors and the auditors each fiscal year. We evaluate the internal accounting control system twice a year (1H and 2H) on all matters related to business operations, including accounting, finance, human resources and legal compliance, using an external evaluation firm to ensure the expertise and independence of the evaluation. In addition, the auditors evaluate the design and operation of the internal accounting control system.

Advance risk monitoring through "Early Warning System"

Expansion of our global business involves a rapid rise in the number of our overseas locations and increasing complexity of the domestic and overseas management environment. In response, we implemented an "Early Warning System" for systematic advance monitoring and effective control of risks both at headquarters and at overseas locations in 2015. Through this system, we enforce continual inspection and management of key management items and business-related risks both domestically and overseas.

Under the Early Warning System, key management risks that may arise in our work processes are categorized into over 100 areas including human resources, information, and finance. A three-step system (Cycle-Process-Scenario) is used to regularly manage and inspect these items, allowing us to effectively prevent and manage any management risks. The Early Warning System is our core risk management system.

If potentially problematic issues are detected or identified through the regular inspections performed under the Early Warning System, the system sends an information email requesting an inspection to the responsible officer in the matter at headquarters or any of our overseas locations, and departments in charge of risk management and the Cheil Worldwide Early Warning System officer are required to regularly review Early Warning System inspections, enabling more accurate and detailed management of risk. For all potentially problematic matters detected through the Early Warning System, monthly notices are issued to the relevant responsible officers and reported to the executive in charge. Under this risk management system, all members of the organization identify and inspect management risks of the company with a sense of responsibility.

Since the system was first implemented in 2015, where any new management risks arise due to changes in the management environment, such as enactment or amendment of related laws and statutes, these risks are promptly added to the management scope of the "Early Warning System." This allows us to perform effective risk management even amidst the fast pace of change in our management environment. In the future as well, any new management risks expected to arise will be detected and monitored beforehand and promptly reflected in and managed under the management scope of the "Early Warning System."

Change Management Meetings

Since 2013, Cheil Worldwide has operated "Change Management Meetings" to promptly identify legislative changes and social issues and systematically reflect them in company operations.

As a result of continuously inspecting and improving management items such as compliance with laws relating to the advertising industry through "Change Management Meetings," the following achievements have been made.

- From 2018 to 2024, received the highest rating in the Fair Trade Agreements evaluation organized by the Fair Trade Commission and the Korea Fair Trade Mediation Agency
- From 2019 to 2024, received the highest rating in the Win-Win Growth Index evaluation organized by the Korea Commission for Corporate Partnership

Going forward, we plan to continue meticulous inspections of existing management items centered on "Change Management Meetings," while also proactively analyzing and identifying new social issues and developing and incorporating relevant business processes, thereby taking a leading role in the practice of compliance management and principled management.

Continual risk management through regular meetings of upper management consultative group

Our Upper Management Consultative Group meets weekly to share the pending issues of each division and internal/external risk factors and to discuss response plans. Our CEO, CFO, and the heads of each business division are responsible for early detection and arrangement of response plans for all manner of risks, including internal organizational management risks and external risks such as customer/industry trends, etc.

"Personal Information Trustee Management" System

We quickly realized that the use of personal information in marketing represented a new opportunity and risk for the advertising industry, as the proportion of digital marketing using customers' personal information increased and privacy practices came under increased scrutiny and regulation from regulators such as the Personal Information Protection Commission.

In order to manage this risk systematically and efficiently at all times, we have developed the "Personal Information Trustee Management" system and have been operating it since Sep 2022. The system requires that all campaigns conducted by the company be reviewed to determine whether they process personal information. For campaigns that are confirmed to process personal information, the automated process of the system requires the company's trustee and the person in charge to register the step-by-step inspection data required by relevant laws in the system, so that the company can efficiently manage and check the status of personal information processing at any time.

Communication of important matters

All employees of Cheil Worldwide are involved in establishing our management strategies and discussion of sub-tasks. The outcomes of these discussions are shared with the organization via a variety of channels.

Management Strategy Meetings, Executive Round Table, Division Directors’ Meetings, etc.

At the start of each year, Management Strategy Meetings are held to decide our annual directions (attended by executives and general managers). Each business unit and division reports these directions to the CEO at an Executive Round Table (attended by team leaders, general managers, and division directors). The tasks and key management policies established for each organization through the Executive Round Table are then communicated to members of the respective subordinate organizations

Meetings of Upper Management Consultative Group are held weekly throughout the year (attended by CEO, CFO, and division directors) to share and discuss the key pending issues for each organization. Executive Round Tables are held monthly for sharing of key pending issues from each business unit/division and for company-wide sharing of information.

Management Briefings and Message from the CEO

Cheil Worldwide operates a “Management Briefings” to share financial outcomes and management status with all executives and employees. In 2025, management status briefings were held three times in the form of in-house broadcasts viewable by all employees, with the CEO and executives explaining results, achievements, and key tasks. We also offer “online replay” so that executives and employees who were unable to see the broadcast in person or are stationed overseas can watch the briefing session.

In addition, a total of five official messages from the CEO were issued to share updates on business performance, current status, and strategic direction, fostering close communication with employees.

Identifying and managing economic, environmental, and social influences

Cheil Worldwide conducts regular and non-regular reporting to determine global industry trends and the economic, environmental, and social influences that surround us.

Over the course of 2025, a total of 116 regular reports on industry trends were distributed to management and key internal departments, including 3 ESG-related reports based on global industry cases, such as "The impact of brands' reduced DEI policies on brand image."

Compliance with governance related laws and regulations

As a result of our faithful compliance with governance-related laws and regulations as detailed above, Cheil Worldwide has a record of no violations of the Commercial Act and Financial Investment Services and Capital Market Acts prescriptions in the last three years. These include provisions for protection of shareholders’ rights, mutual investment and ownership structure, transactions with related parties such as affiliates, disclosure of management information, organization and operation of the Board of Directors, and organization and operation of auditing bodies.

Appendix

- Facts & Figures
- GRI Table
- SASB Table

- Independent Assurance Statement
- Greenhouse Gas Verification Statement



Facts and Figures

Domestic organization

Classification		2023		2024		2025	
		Employees (persons)	(%)	Employees (persons)	(%)	Employees (persons)	(%)
Total employees		1,445		1,474		1,511	
	Male	686	47	687	47	690	46
	Female	759	53	787	53	821	54
Employees by rank	Staff	420	29	419	28	427	28
	Male	136	32	134	32	134	31
	Female	284	68	285	68	293	69
	Executives	775	54	804	55	830	55
	Male	374	48	378	47	381	46
	Female	401	52	426	53	449	54
	Administrators*	238	16	239	16	242	16
	Male	164	69	163	68	163	67
	Female	74	31	76	32	79	33
	Others	12	1	12	1	12	1
	Male	12	100	12	100	12	100
	Female	0	0	0	0	0	0
Employees by age	Under 30	145	10	155	10	203	13
	30s	545	38	541	37	560	37
	40s	551	38	541	37	527	35
	50s and over	204	14	237	16	221	15
Foreign nationals		27	2	31	2	29	2
Disabled persons (Employment rate)		22	1.67	24	1.77	24	1.72

* Standards for preparation of table
- The above headcount is based on the headquarters staff as of Dec 31 2025.
- Non-registered executives are included; registered executives and separately contracted personnel (non-standing advisors, etc.) are excluded.
- The above number of employees includes 61 persons (9 males and 52 females) who were on leave.
* An administrator refers to a position holder within the organization who holds decision-making authority related to personnel, task allocation, and budget execution, and is responsible for overseeing one or more departments or members (such as executives, general managers, and team leaders). An executive refers to Senior Professionals with 9 or more years of experience. (*Executives: equivalent to assistant manager, deputy manager, and manager level in general companies)
* The employment rate for the disabled persons was prepared based on reports from the Korea Employment Agency for the Disabled. (As a legal standard for calculating the contribution for disabled persons, the ratio is calculated based on the number of full-time workers per year, and not the number of workers at the end of the year)

New Employment Status

Classification		2023		2024		2025	
		Employees (persons)	(%)	Employees (persons)	(%)	Employees (persons)	(%)
Total number of new employees		104		105		106	
	Male	43	41.3	34	32.4	39	36.8
	Female	61	58.7	71	67.6	67	63.2

Employees and compensation

Classification		2023	2024	2025
Total	Average monthly payroll headcount (persons)	1,368	1,400	1,430
	Total wages (KRW million)	172,802	180,090	182,827
	Average wage (KRW million)	126	129	128
Male	Average monthly payroll headcount (persons)	675	681	685
	Total wages (KRW million)	96,778	98,540	98,215
	Average wage (KRW million)	143	145	143
Female	Average monthly payroll headcount (persons)	693	719	745
	Total wages (KRW million)	76,024	81,550	84,612
	Average wage (KRW million)	110	113	114
Female-to-male Average wage ratio (%)		76.9	77.9	79.7

* The total wages for the current year is the earned income standard in the earned income payment statement submitted to the competent tax office in accordance with Article 20 of the Income Tax Act .(prior to reflecting earned income deductions)
* Average payroll per person is based on the average number of employees on the payroll.

Annualized compensation rate

	2023	2024	2025
Highest Salary (CEO) (KRW)	1,657,764,013	1,645,357,973	1,750,305,309
Median within organization (KRW)	105,268,818	109,971,370	113,217,325
Ratio (×)	15.7	15.0	15.5

* Up to 2024, the ratio of median organizational compensation to highest compensation was disclosed; from 2025, the multiple of highest compensation to median organizational compensation is disclosed.

Facts and Figures

Full-time / fixed-term employment ratio

Classification		2023				2024				2025			
		Total (persons)	Male (persons)	Female (persons)	Women percentage (%)	Total (persons)	Male (persons)	Female (persons)	Women percentage (%)	Total (persons)	Male (persons)	Female (persons)	Women percentage (%)
Affiliated workers	Full-time	1,414	666	748	52.9	1,446	667	779	53.9	1,485	672	813	54.7
	Fixed-term	31	20	11	35.5	28	20	8	28.6	26	18	8	30.8
	Total	1,445	686	759	52.5	1,474	687	787	53.4	1,511	690	821	54.3
Outsourced workers (persons)	Dispatch labor	31				35				43			
	Contractors	123				103				101			
	Total	154				138				144			

Childcare leave of absence

Classification		2023		2024		2025	
		Employees (persons)	(%)	Employees (persons)	(%)	Employees (persons)	(%)
Total persons on childcare leave of absence		55		58		47	
	Male	8	15	6	10	8	17
	Female	47	85	52	90	39	83
Persons returning to duty after childcare leave of absence		36		44		45	

* Standards for preparation of table
- Persons on childcare leave of absence: Based on the start date of leave in the given year (excluding extended leaves)
- persons returned to duty after childcare leave: Persons who remained employed for 12 months or more after returning to work in the given year

Voluntary turnover

Classification	2023	2024	2025
Voluntary turnover rate (%)	5.2	5.2	5.0

* Voluntary turnover rate = (Number of voluntary turnovers in the evaluation year / Total number of employees in the evaluation year) × 100

Education and training costs per employee

Year	2023	2024	2025
Training costs (KRW thousand)	2,665,307	3,376,298	3,665,021
Workforce (persons)	1,445	1,474	1,511
Education and training costs per person (KRW thousand)	1,845	2,291	2,426

Association and Organization Memberships

Associations
Korea Association of Advertising Agencies
Korea Online Advertising Association
Seoul Chamber of Commerce and Industry
Korea Exchange
Korea Listed Companies Association

Major certification status

Classification	Certification content
ISO 45001: 2018	Occupational health and safety management system
ISO 14001: 2015	Environmental management system

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GRI Table

Statement of use	Cheil Worldwide applied the GRI Standards to report on its sustainability management activities for the period from 1 Jan to 31 Dec 2025.
GRI 1 used	Foundation 2021
Applicable GRI Sector Standard(s)	Currently unavailable (as of the reporting date as of Dec 2025, the criteria for the advertising marketing industry under which Cheil Worldwide operates has not been announced)

GRI Standards 2021			
GRI 2	Indicator	Pages	Note
2-1	Organization name	12-15	
2-2	List of organizations included in the Sustainability Report	24	
2-3	Reporting timeframe, frequency and contact information	24	
2-4	Restatements of information	-	None
2-5	External assurance	188-193	
2-6	Corporate activities, value chains, and other business relationships	14-23	
2-7	Employees	178-179	
2-8	Contingent workers	180	In accordance with the employment type disclosure system, specific job types of non-affiliated workers are disclosed
2-9	Governance structure and composition	159	
2-10	Appointment and selection of the highest governing body	156	
2-11	Chair of the highest governing body	159	
2-12	Role of the highest governing body in overseeing impact management	28-29	
2-13	Delegation of responsibility for impact management	28-29	
2-14	Role of the highest governing body in sustainability reporting	28	
2-15	Conflicts of interest	162-163	Please refer to the Corporate Governance Report for more details
2-16	Communication of important matters	160-161, 170-175	
2-17	Collective knowledge of highest governing body	156-157	Annual environmental training for executives currently in place
2-18	Evaluating the performance of the highest governing body	28, 158	Please refer to the compensation committee in the Corporate Governance report
2-19	Remuneration policies	158	
2-20	Process for determining remuneration	158, 163	
2-21	Annualized total compensation rate	179	Please refer to the individual compensation status of directors and auditors in the Business report
2-22	Statement on sustainable development strategy	10-11	
2-23	Policy commitments	60	
2-24	Internalization of policy commitments	60-66	
2-25	Process for mitigating negative impacts	63-66	
2-26	Mechanisms for raising complaints and seeking advice	114	

GRI Standards 2021			
GRI 2	Indicator	Pages	Note
2-27	Compliance with laws and regulations	56, 107, 116, 175	
2-28	Associations	181	
2-29	Stakeholder engagement process	30	
2-30	Collective agreements	85	
GRI 3	Indicator	Pages	Note
3-1	Key issues determination process	32	
3-2	List of key issues	32	
3-3	Management of key issues	32	
GRI 405	Indicator	Pages	Note
3-3	Human Diversity Management	68-71	
405-1	Governance Organization and Employee Diversity	159, 178	
405-2	Ratio of basic salary and remuneration of women to men	179	
GRI 417	Indicator	Pages	Note
3-3	Marketing and Labeling	115-116	
417-1	Product and service information and labeling requirements	115-116	
417-2	Incidents of non-compliance concerning product and service information and labeling	116	
417-3	Incidents of non-compliance concerning marketing communications	116	
GRI 418	Indicator	Pages	Note
3-3	Personal information protection management	98-107	
418-1	Substantial complaints concerning breaches of customer privacy and losses of customer data	107	

SASB Table

Cheil Worldwide provides stakeholders with information decision-useful by disclosing relevant data in accordance with the Sustainability Accounting Standards Board (SASB) framework, a voluntary industry-specific disclosure standard for sustainability issues developed by SASB. The SASB Table has been prepared in accordance with the Advertising and Marketing industry standard in Services sector according to Sustainable Industry Classification System (SICS).

Sustainability disclosure agenda and accounting indicators

Agenda	No.	Indicator	Pages	Note
Data Privacy	SV-AD-220a.1	Discussion of policies and practices related to behavioral advertising and customer privacy	98-107	
	SV-AD-220a.2	Percentage of online ad impressions served to custom audiences	-	We design and produce campaigns for many advertisers that use a combination of media and channels, both online and offline. As a result, it is difficult to quantify the percentage of impressions of our online ads that are targeted to custom audiences.
	SV-AD-220a.3	Total monetary loss resulting from customer privacy litigation	107	
Ad integrity	SV-AD-270a.1	Total monetary loss resulting from legal proceedings related to false, misleading or unfair advertising	116	
	SV-AD-270a.2	Percentage of campaigns reviewed for Advertising Self-Regulatory Council (ASRC) compliance, and compliance rate	-	We are a Korean company and this does not apply to us.
	SV-AD-270a.3	Percentage of campaigns that advertise alcohol or tobacco products	-	0 Case
Workforce diversity and inclusion	SV-AD-330a.1	Gender and race/ethnicity composition ratio of (1) upper management (2) professional staff, and (3) all other employees	159, 178	

Activity indicators

No.	Indicator	Pages	Note
SV-AD-000.A	Average reach for advertising and marketing campaigns	-	The types and nature of the advertising and marketing campaigns we design and produce are diverse and vast, making it difficult to accurately aggregate and quantify their reach, impressions and frequency.
SV-AD-000.B	Number of advertising and marketing impressions	-	
SV-AD-000.C	Median impression frequency	-	
SV-AD-000.D	Number of employees	178	



Independent Assurance Statement

Dear Stakeholders of Cheil Worldwide Inc.

Assurance Outline

Korea Productivity Center Quality Assurance (hereinafter "KPCQA") was commissioned by Cheil Worldwide Inc. (hereinafter "Cheil Worldwide") to conduct an independent assurance on the 2025 ESG Sustainability Report (hereinafter "the report") and issues an assurance statement. Cheil Worldwide has sole responsibility for the preparation of the data within the report. KPCQA's responsibility is to provide objective opinions on this report with the specified criteria and scope of assurance.

Scope

This report describes Cheil Worldwide's sustainability efforts and performance. The scope of assurance was included on activities from January 1, 2025 to December 31, 2025. Activities through 2026 has also been used in some areas. The report was assured focusing on the reporting of sustainable management policies, strategies, goals, businesses, and performance, and conformity of data collection and analysis, and the report creation process.

Criteria

- The assurance was carried out in accordance with the following standards:
- AA1000AS v3
 - KPCQA ESG Report Assurance Protocol

Levels

The assurance of this report was conducted in line with the requirements of the AA1000AS v3 Type 2(Adherence to the AA1000 four principles, information reliability and quality) at moderate level of assurance. The assurance was applied by professional judgement about materiality. The report has been produced in accordance with GRI Standards. We confirmed that the report was complied with reporting principles of GRI Standards, Universal Standards, and Topic Standards based on the data and information provided by Cheil Worldwide

Universal Standards

Organizational and its reporting practices	2-1 ~ 2-5
Activities and workers	2-6 ~ 2-8
Governance	2-9 ~ 2-21
Strategy, policies and practices	2-22 ~ 2-28
Stakeholder engagement	2-29 ~ 2-30
Material topics	3-1 ~ 3-3

Topic Standards

Diversity and Equal Opportunity	405-1, 405-2
Marketing and Labeling	417-1, 417-2, 417-3
Customer Privacy	418-1

Methodology

- Review of Sustainability Performance Data and Management System
- Review of the reporting process and data management framework
- Review of materiality assessment process and Internal Analysis Procedure
- Review of media report on sustainability
- Interviews with executives and employees involved in material topics and report preparation
- Review of the overall report

Limitations

This assurance is limited assurance in limited criteria with comparative review of data provided by Cheil Worldwide. It has its own limitations depending on the characteristics and calculation method of the data.

Conclusions

KPCQA conducted assurance on the draft by review of the data, onsite verification and interview with the employees. It was confirmed that all errors identified during the assurance were corrected.
As a result of the assurance of this report, no material errors or improper descriptions have been found and the conclusions are as follows.

■ Inclusivity : Participation of stakeholders

Cheil Worldwide operates stakeholder communication channels to gather opinions from various stakeholders to derive material topics and ensure that they are reflected in decision-making.

■ Materiality : Selection and reporting of material topics

Cheil Worldwide presented sustainability performance data without any material omissions. Relating to the material issues in the report, nothing had come to our attention that would cause problem in decision-making process.

■ Responsiveness : Organizational response to issues

KPCQA checked and reviewed the data related to the internal and external stakeholders of Cheil Worldwide, we confirmed Cheil Worldwide identified the reporting scope and stakeholders' interests and reflected them. we confirmed Cheil Worldwide has management process of material topics through materiality assessment.

■ Impact : Monitoring and measurement of business activities

KPCQA reviewed Cheil Worldwide identified and monitored the impact of Cheil Worldwide's business activities on stakeholders. we confirmed the impact associated with material issues have been properly measured.

■ Reliability : Reliability and quality of specified sustainability performance information

KPCQA conducted reliability verification of sustainability performance information provided by Cheil Worldwide. we found no intentional errors or misstatements in the sustainability performance information through reviewing internal procedures for data measurement and management through interviews with the person in charge and sampling of data.

Independence of Assurance

KPCQA is a 3rd Party Conformity Assessment Body that conforms to ISO/IEC 17021:2015 and has documented policies, assessment processes, and quality assurance systems with assurance team of ESG experts.
KPCQA was not involved in any of the business operations of the Cheil Worldwide and the assurance was conducted with independence.



Apr. 2026
Korea Productivity Center
Quality Assurance

President Jang Jean, Kang *Kang Jang Jean*

GHG Verification Statement on
「Cheil Worldwide’s 2025 GHG inventory report」

Issue No. : KPQQA-GHG26-002

○ Introduction

Korea Productivity Center Quality Assurance (hereinafter ‘KPCQA’) has been engaged by Cheil Worldwide(hereinafter the ‘Company’) to independently verify its 2025 Greenhouse Gas Emission Report (hereinafter ‘Inventory Report’).
It is the responsibility of the Company to compile the ‘Inventory Report’ according to the ISO 14064-1. KPCQA has responsibility to conduct verification based on the ISO 14064-3 to provide verification opinion on compliance of the ‘Inventory Report’ against verification criteria.

○ Verification Scope

The following are included in the scope of this Verification.
1) Scope 1, 2, 3 : Headquarters of Cheil Worldwide

○ Assurance level

- 1) Scope 1, 2 : Reasonable assurance
- 2) Scope 3 : Limited assurance

○ Criteria

- 1) ISO 14064-1:2018, ISO 14064-3:2019
- 2) WRI/WBCSDGreenhouse Gas Protocol
- 3) Guidelines for Reporting and Certification of Greenhouse Gas Emission Trading System
- 4) 2006 IPCC Guidelines for National Greenhouse Gas Inventories

○ Conclusion/Opinion

Based on verification process according to the criteria, KPCQA obtained reasonable basis to express the following conclusion on the 2025 Inventory Report.
1) The Inventory Report was prepared reasonably against criteria.
2) The materiality assessment of greenhouse gas emissions indicates that total emissions are below 500,000 tons; therefore, the applicable materiality threshold is 5%, which is satisfied.
Materiality: 0.00%
(Calculation formula: Emissions from uncorrected errors / Final confirmed reported greenhouse gas emissions × 100)
3) The greenhouse gas emissions information and the traceability of related data were verified at a reasonable assurance level, confirming that the processes of data input,

processing, and output were conducted in accordance with the criteria.
4) Therefore, we express an “Unqualified Opinion” on the total greenhouse gas emissions for 2025.

Reporting Period		2025.1.1~2025.12.31	
GHG Emissions (tCO2eq)	Direct Emissions (Scope 1)		813.734
	Indirect Emissions (Scope 2)		1,224.989
	Total Emissions (Scope 1+Scope 2)		2,039
	Indirect Emissions (Scope 3)	Category 4. Upstream transportation and distribution	9.184
	Total Emissions (Scope 1+Scope 2+Scope3)		2,048

March 13, 2026

Kang Jang Jean
Korea Productivity Center Quality Assurance
CEO Kang Jang Jean



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