



ANNUAL REPORT
2017

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DREW DESIGN CENTER

Place to go, Place to stay



PROLOGUE

Place To Go, Place To Stay

Happiness and success starts when your home becomes where you want to go and stay.

As we refresh our worn-out body and mind from routine life by taking rest or listening to good music, the new role of interior in recent years is to make us refreshed and gain energy and confidence for the next day.

and your day will be full of joy and happiness as your stress disappears before you are aware of it. And the next morning, you may leave home with energy and confidence and your home is now the "place to go and place to stay".

Due to daily heavy stress, nowadays people crowd into fitness centers every night and golf club every weekend. Or they console themselves by purchasing expensive cars or luxury items. But, it gives only temporary joy and when they face same and dull interior at home again, it only adds to their fatigue. If your home and family gives you only more stress and indifference, there is no way for sincere relaxation.

Even though you see your family everyday, when your home becomes the place that you want to go and stay the most, and the place where you find relaxation, encouragement, and understanding, your family will be full of happiness and success.

But with HANSSEM, when you are home from work, unique and beautiful interior awaits you and makes your home very comfortable and helps your body and mind refreshed. You may have a glass of wine at your dining table, and chat about your day with family. You will get to recharge yourself

With HANSSEM, your home will be "your only home with uniqueness and beauty". We, HANSSEM will contribute to offer you with unique and beautiful living space.

Message from the CEO

We warmly thank all of you for continuous trust and support.

Dear shareholders and customers

In the fiscal year 2017, we continued sales growth by striving to serve our customers with satisfaction and team-leader oriented management. Although the outcome was shown evenly across the channels such as Rehaus and Online on the basis of product and quality competence, we have experienced that the growth of company requires overcoming various difficulties.

This year, the midterm goals will be:

"Realize customer satisfaction through quality and service innovation."

"Establish a responsible management system."

"Enhance the department of strategy and planning."

"Push forward with the company's midterm innovation tasks."

First, we will realize customer satisfaction through quality and service innovation.

We will differentiate ourselves by developing and launching mid and mid-high end products which fit

our brand value. Further, installation people will provide perfect installation services to consumers. Lastly, we will try to satisfy consumers even more and make them be our regular consumers by strengthening after service.

Second, we will establish a responsible management system.

Hanssem has started with a very small sized company. However, we were able to size up with clear dreams and goals such as 'becoming the 1st player in kitchen furniture' and 'expanding into the US, Japan and China market'. In order to have a higher growth, we must have more leaders with such dreams and goals. The company will establish a role of department leader and develop capacity. Moreover, we will establish a responsible management system: 1 year plans for team leaders and 3 year plans for department leaders.

Third, we will enhance the department of strategy and planning.



We will prepare for external and internal risks by enhancing office of strategy and planning. Also, the company will strengthen communication with frontline staffs, and innovate corporate culture. Digital management environment is changing rapidly, and thus, innovation on information system through settling down the new ERP system and establishing information innovation master plan.

Fourth, we will push forward with the company's midterm innovation tasks.

We will challenge ourselves to acquire 30% of market share in domestic renovation market. At the same time, we target to sell 2,000 sets of Rehaus package and 10,000 sets of bathroom per month. The online department will develop 100 best-sellers; each best-seller generating monthly revenue of 1bn. Also, China B2C business will reach BEP and target 10% profit. Upcoming 2020, in commemoration of the founding of the company for 50 years, we will launch new goals

foreseeing the future.

The year 2018 marks the beginning of the company's endeavors towards becoming the world's best interiors company. We have a strong belief in our potential to successfully launch new business in the renovation markets in Korea and in China. Equipped with customer satisfaction and team-leader oriented management systems, we will provide best home solutions to our customers and improve performance over previous years. We all express our deep gratitude for your unwavering support and attention.

Thank you.

Vision & Strategy

With our growing capability, Hanssem aims to be listed in world's top 500 companies.



KITCHENBACH7 602 SMOKED OAK

With our growing capability, Hanssem will be listed in world's top 500 companies. As a procedure, we must achieve four mid-term management goals.

First, Hanssem will promote customer satisfaction to the level where customers are emotionally moved, and this will secure 50% of regular customers. Not only the salesperson, but also all other staff will think and work in customers' perspective.

Second, our team leaders will be world-class leaders. As market is being more competitive, we need to keep up with global standards. With our well-established education system, we will nurture global leaders.

Third, we will expand our business to new home renovation market. Hanssem will provide not just kitchen and interior furnitures, but other items that are necessary in home improvement. We will provide total interior package to our customers.

Fourth, we will enlarge our overseas market. With successful experiences at domestic market, we will buckle down to to China market to establish a foothold and to further expand oversea businesses in Japan and the U.S.

VISION	World leading company in residence-environment sector	Design beyond east and west On-going creation of top class managers Retail company specialized in total home interior
2018 MANAGEMENT POLICIES	"Customer satisfaction through quality and service innovation " "Establishment of a responsible management system"	
	↓	
MID TERM GOAL	50% of regular customer	Establish world class team leaders Expand into new building material market Expand oversea businesses
	↓	
LONG TERM GOAL	World top 500 company	

Kitchen Furniture Department

Hanssem Kitchen will strengthen its image by selling the "KitchenBach" brand. It will also increase market share by selling kitchen and bathroom packages, expand retail networks through marts, malls, and online channels; and increase the market share of kitchen and building materials with the help of Rehaus. These factors will ensure that Hanssem is recognized as the company that customers trust and visit.

Rehaus Contractors

Rehaus Contractor Department provides items related to total home renovation (kitchen, cabinets and other renovation items). In 2017, the department focused on becoming the best brand amongst home renovation companies by expanding premium showrooms, developing top Rehaus contractors, and entering into bathroom / floor / door / windows / lightings segments.

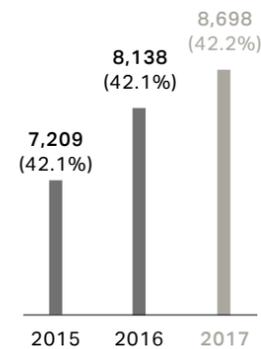
Rehaus Agency Store

In 2018, Rehaus Agency Store Department will empower Hanssem's growth by increasing market share in renovation market. The department will convert top Rehaus contractors to Rehaus agencies and continuously expand nationwide premium showroom in order to provide Rehaus package, which is consisted of all Hanssem products.

We will premiumize Hanssem brand by dominating high-end market and with renovation package.

2017 SALES

(topline ratio)
(All monetary units are expressed in hundred million KRW)



Good interior is a mandatory condition to realize family's harmony, health and success. Providing total interior solution based on customer's lifestyle, life cycle and children's growth phase, a house will be the place where people want to go and stay. With such detailed consideration and analysis on consumer, Rehaus package will step ahead in growth.

Kitchen & Bath Agency Store

Kitchen and Bath Agency Store Department strives to achieve the world's best level of outcome based on customer satisfaction. The department is primarily focused on expanding large sized showrooms to make sales innovation on the most premium kitchen, 'Kitchen



Bath', and at the same time targeting bathroom market, which is twice bigger than that of Kitchen. . In 2017, the department increased the number of standard stores, revived the sales of the KitchenBach brand, conducted consultation, and expanded market, mart, and retail presence with the help of varied channels, including home shopping, and online and offline stores. Enlarging standard stores with differentiated displays, promotion and services, building forefront distribution channels to target home shopping and online market, and innovating consultation efficiently through 3D designing program, Home Planner, help the department for ongoing 10 years of growth. On the basis of innovation from 2017, we will try our best to dominate mid-high end kitchen and bathroom market.

Home shopping Department

Home shopping Department has started as a small team under Kitchen Agency Store Department since 2009. Last year, their growth has been accelerated to yearly revenue of KRW 200 bn. Targeting the sales of kitchen, cabinet, sofa, bed, along with renovation items such as bathroom, floor, window, lightings and doors, the department is leading the total interior home shopping industry. In 2018, the department will endeavor to increase the sales from the Internet and mobile, and even target to generate sales from IPTV market, which has recently grown at a rapid speed.

Interior Furniture Department

Hanssem Interiors was launched in 1997 and has grown to become a leading interiors company. We have been ranked first in the brand competitiveness index for the home furniture industry for eight consecutive years and are regarded as the best brand in Korea. The total sales of the Interior Furniture Department in 2017 stood at KRW 669 bn, which is the highest recorded in the company's history.

In 2018, Interior Furniture Department will provide best product and services to deliver customer satisfaction and stay ahead of global competitors.

Online

The online business has shown significant growth since its inception in February 2008. Until 2014, our growth in this segment used our existing assets such as brand, product, display, construction, and logistics. In 2015, we started laying the foundation for an expanded online furniture retail business through an extension of product line-ups and improvement in product competitiveness. Based on our preparedness, we were able to develop higher-end products, which enabled us to achieve a 30% year-on-year growth.

Starting 2018, we are going to achieve competitiveness not only by expanding DIY products along with quality and service innovation, and training MDs but also by expanding into small furniture and living accessories segment.

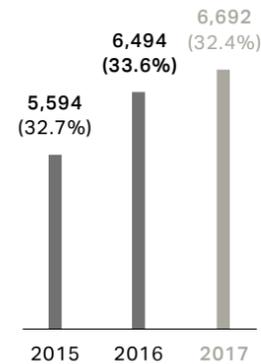
In order to provide distinctive services, we are planning to enhance a 3D viewer service and an augmented reality (AR) service, which gives opportunities for customers to experience our products virtually.

Based on independent growth capabilities, such as online optimized products, contents, and marketing and service differentiation, we anticipate success in

The Interior Sector will secure the global competitiveness by best product, store and service that gives perfect customer satisfaction.

2017 SALES

(topline ratio)
(All monetary units are expressed in hundred million KRW)



achieving the highest level of customer satisfaction, and we are going to enhance product competitiveness and maintain our first place in the specialized interiors mall category.

Flagship Store

The flagship store began with the launch of the Interior Furniture Department. We opened the first three flagship stores in succession in Bangbae, Nonhyun, and Bundang successively in 1998, 2000, and 2001, respectively. Later, we opened another store at Jamsil in 2009, which became the cornerstone of our growth. We endeavored to position these stores as profit centers, and, as a result, we successfully opened three shops in succession in Busan, Mokdong, and Daegu, in 2011, 2014, 2015, and two more stores in Suwon and Sangbong in 2016. While the first three stores in Bangbae, Nonhyun, and Bundang took 12 years to become profitable, increasing experiences enabled the new stores in Jamsil, Busan, and Mokdong to achieve more than 3bn in sales and earn profits in their first month; this achievement

demonstrated the potential success of these stores. The new flagship store that opened in Daegu on August 2015 has the largest sales area of 10,000m2 and supports more than one metropolitan area. The newly opened stores in Suwon and Sangbong provided professional services through interactive mobile platforms, which resulted in their gaining the reputation as 4th generation smart premium flagships. In 2018, we will endeavor to improve the expertise of sales personnel, provide interiors solutions that enhance the lifestyle and satisfaction of our customers, and offer packaged space solutions.

INT Agency Store

Hanssem Interior runs around 100 franchise-type retail

stores to target metropolitan and regional business districts in Korea. Despite the fact that Hanssem Interior grew at a slow pace in 2017 due to the macroeconomic slowdown, the department was able to maintain the stores' sales competency consistently by increasing the number of stores and maintaining the same-store sales growth achieved in the previous years. The department is set to make a new leap this year by expanding the number of standard stores up to 15 and capturing the 440,000 households that are projected to move into the region during 2018. Moreover, the department strives to improve reported outcomes through enhanced customer satisfaction, upgraded stores, and increased sales competency by training more experts.



Construction Project Sales Department

The Construction Project Sales Department supplies kitchen furniture, cabinetry, and related products and equipment to high-quality construction and installation companies in the large-scale apartment house construction, reconstruction, and remodeling sectors. We are in preparation of launching the 'Hanssem-Inside' concept so that we can maintain stable growth despite of shrinking market of a newly built apartment. "Hanssem-Inside" is just like "Intel-Inside", which applies its CPU to almost every computer. With the same concept, "Hanssem-Inside" aims to showcase all the interior packages of our brand for a newly built apartment. In 2017, the department strived to record the highest revenue based on stable installation and quality, and established differentiating service quality controls to secure the company's position in the market.

The midterm goal for the Construction Project Sales Department is to achieve KRW 1trn sales. In order to realize this, following tasks must be executed:

First, we must expand "Hanssem-Inside". Through a pilot test of "Hanssem-Inside" in 2017, we have secured process of logistics, installation and quality, and have seen potential growth. This concept will help us to shorten construction periods and reduce costs, and thereby enable us to gain a leadership position in the market.

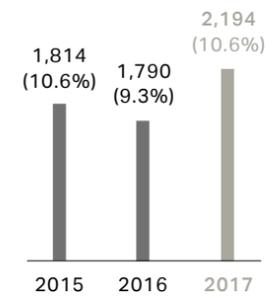
Second, we must segregate logistics and installation services by increasing the number of stable

Based on know-hows of specialized products, designs, logistics and installation service, Hanssem will grow up to be the total interior package expert.

2017 SALES

(topline ratio)

(All monetary units are expressed in hundred million KRW)



subcontractors and employing skilled managers to oversee installation operations.

Third, we must increase market share and constantly cope with environmental changes in the housing market, such as policy and regulatory changes.

Last, we must expand the development of material packages, such as bath, window, and flooring packages. The product development in this category must also include interior packages for semi-housing facilities. Moreover, we must review our existing business operations as a step toward growing as an end-to-end specialized interiors company.





DBEW DESIGN CENTER

Company Overview

Hanssem has led Korea's residential environment industry for the past 47 years. As a home interior total solution company, we provide furniture, household equipment, accessories, lighting, fabrics, and interior renovation products for all housing spaces, including the kitchen, bedroom, living room, and the bath.

Since its inception as a kitchen furniture company in 1970, Hanssem has consistently positioned itself in the vanguard of the domestic market by introducing modern-style kitchens to Korean homes.

We have particularly opened a new chapter in the area of kitchen culture. For example, we have suggested that kitchens should be turned into convenient, efficient, and beautiful spaces that function as second living rooms for the entire family. We did this by advancing the concepts of "system kitchen" and "intelligent kitchen" to the kitchen furniture market - that has never existed in Korea.

In 1997, we introduced a wide range of differentiated business models while expanding our business domains into more spaces inside the house, including bedrooms, living rooms, children's rooms, and lately into bathrooms, floors, windows and other renovation items.

We also opened flagship store in Shanghai to target North-east Asia market along with our existing subsidiaries in the US, China and Japan.

One of our main strategies is to offer a new concept in family living environments for today's information era. This includes the development of environmental-friendly materials and children's rooms for double-income families, as well as revamping our renovations package business.

Hanssem is the number one company in both kitchen furniture and the comprehensive furniture (interior sectors). Moving forward, we will continue to pursue our vision of becoming "the world's leading company in the residential environment sector" by further strengthening our competitiveness through a wide array of management innovation activities.

Hanssem's Philosophy

Contributing to human development through improvements of the residential environment



KITCHENBACH7 601 HAPTIC OAK

Established in 1970 with a mission to “contribute to human development through improvements of the residential environment,” Hanssem has grown into a leading company in the home interior industry. Going forward, our goal is to become a global leader that creates unparalleled values in the residential environment sector.

Hanssem is committed to helping families lead healthier and happier lives by providing beautiful and stylish living spaces.

Design Beyond East and West

All of Hanssem's designs prioritize the needs of people and the environment. We also strive to create designs for the Northeastern Asian era and today's digital information-oriented society.

Led by the Hanssem DBEW (Design Beyond East and West) Design Center, we will serve as “a cradle for design development that incorporates the best of the East and the West,” including sponsoring exchanges among top designers both at home and abroad.

Environmental-friendly designs

The process of industrialization in the West has resulted in resource depletion and environmental destruction, and accelerating development in Asia will only add to the problem. As a result, we must work to create new models that will enable us to develop positive effects while minimizing its negative aspects. Hanssem is committed to creating designs that can help build a healthier society in harmony with nature.

Designs for an information-oriented society

The activity areas of families are rapidly expanding in line with the development of an information-oriented society. This means that we need a new concept of residential environment that will answer the demands of each family member and enable smoother and more cooperative communications. Hanssem is working to develop an efficient and effective digital residential culture for families.

Designs for the Northeastern Asian era

We need new-concept designs if we want to dominate the Northeastern Asian market, which is rapidly emerging as the largest single consumption area in the 21st century. The answer, of course, is to develop designs that incorporate the very best features of the East and the West. Led by its DBEW Design Center, Hanssem will create new designs to celebrate the exciting new age.

BUSINESS REVIEW

Milestones



Busan Flagship Store



COMFORT I



Kitchen & Bath Agency Store



SAM

1970~1979

1979. 12
Exports exceeded USD 1.0 million

1977. 07
Exported kitchen furniture (first in Korea)

1970. 09
Established Hanssem

1980~1989

1988. 12
Developed HANCAD to computerize distribution net work

1986. 11
Established subsidiary in US

1986
1st place in domestic kitchen furniture market

1985. 01
1st TV advertisement (Where is the happiness?)

1983. 12
Exports exceeded USD 10 million

1981. 01
Acquired Korea Standard (KS) Mark

1980
Lunched kitchen furniture 'EURO'

1990~1999

1999. 01
Opened Hanssem Homepage

1997. 01
Launched Interior Retail Business, Opened first flag-shop in Bangbae, Seoul

1996. 03
Established subsidiary in China

1992. 10
Completed Plant 3

1992. 09
Announced new Corporate Identity

1991.04
Purchased office building in Bangbae dong

1991. 04
Established subsidiary in Japan

1990. 07
Established Hanssem Design Research Institute

2000~2010

2009. 11
Annual sales over KRW 500.0 billion

2007. 10
Launched distribution of 'ik' (Interior Kitchen)

2006. 01
Launched KITCHENBACH, a premium kitchen brand

2004. 06
Opened DBEW Design Center

2004. 01
Completed plant in China

2002. 07
Listed on Korea Stock Exchange

2001
Held the first DBEW International Design Competition

2011~2014

2014. 09
Sponsoring 17th Asian Game Incheon 2014

2014. 08
Opened customer service website

2014. 01
Annual Sales of KRW 1 trn

2013. 11
Launched Hanssem membership

2013. 09
Opened Oido distribution center

2012. 10
Hanssem Kindergarten Operation

2011. 10
Launched 'Comport-I', 7 Zone custom power spring mattress

2015~

2017. 08
Opened Goyang Starfield Design Park

2016. 09
Opened Hanam Starfield agency store

2016. 05
Opened the 9th flagship store in Sangbong

2016. 03
Opened the 8th flagship store in Suwon'

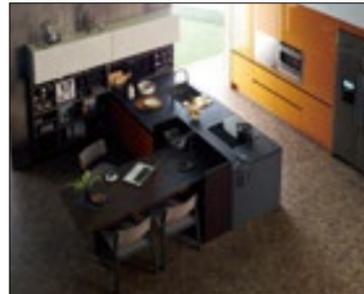
2016. 01
Officially sponsor 2018 Pyeongchang Winter Olympics - furniture sector

2015. 08
Opened the 7th flagship store in Daegu

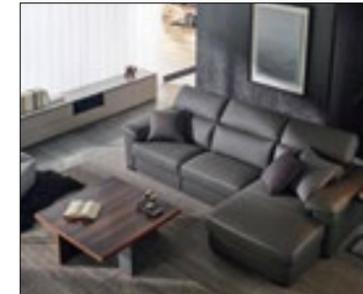
2015. 03
Held the new civilization design competition 'Changshin'

BUSINESS REVIEW

Awards



KITCHENBACH3 403 BACH TANGERINE



CALIA HANSSEM 201



JOY



SAM

1980~1989

1984. 11
Awarded Bronze Tower Order of Industrial Medal on Export Day

1982. 02
Won Export Awards (1st in kitchen furniture exports, 2nd in furniture exports in 1981)

1981. 01
Acquired Korea Standard (KS) Mark

1990~1999

1999. 08
Acquired Japanese GD Mark at Japanese Good Design

1999. 07
Won Good Design Awards (Prime Minister's Awards)

1992. 10
1st place in Korea Construction Culture Award
- the logistics center #3

2000~2014

2014. 09
Received Dasan CEO Award

2014. 01
First Brand Award Mattress - comfort-i

2009. 09
Awarded the Presidential Citation for development of occupational capability

2006. 11
Received presidential citation at 32nd National Quality Management Competition (in "Man of merit" category)

2006. 09
Certified as company with exemplary labor-management culture

2006. 06
Received National Environmental Management Awards (Minister of Commerce, Industry and Energy Awards)

2005. 01
Acquired Korea Laboratory Accreditation Scheme (KOLAS) Certification (No. 245), a first for Korea's furniture industry

2004. 07
Won Accounting Transparency Awards

2015~

2016. 12
1st place in KNPS
- 1st place in kitchen furniture for 10 consecutive years
- 1st place in interior furniture

2016. 11
The Presidential Citation in the 42nd National Quality Management Competition

2016. 10
1st place in Korean Consumer Satisfaction Index(KCSI) - home furniture

2016. 7
Awarded Premium Brand Index(KS-PBI) in home interior sector

2016. 4
41th place in Interbrand 'Best Korea Brand'

2015. 12
Certified and chosen as Customer Centered Management Company (CCM)
- the year 2010, 2012, 2015

2015. 12
Received 2015 the Presidential Citation in employment
- the year 2012, 2014 and 2015;
3 consecutive years

2015. 03
Received silver medal for commemorating the day of Commerce and Industry

2017. 10
1st place in Korean Consumer Satisfaction Index(KCSI) – home furniture

2017. 04
Awarded 2017 National Brand – home furniture
36th place in 'Best Korea Brand' by Interbrand

2017. 03
1st place in K-BPI
- Kitchen for 19 consecutive years,
INT furniture for 8 consecutive years

2017. 02
1st place in NBCI
- INT furniture for 11 consecutive years



Ranked first in kitchen furniture category for 19th consecutive year



Ranked first in house furniture category for 8th consecutive year



Ranked first in home furniture category for 11th consecutive year



Ranked first in manufacturing furniture category



Awarded by Korean Standard Premium Brand Index in home interior category

BUSINESS REVIEW

Business Model

We don't just "sell furniture":
We provide package designs

Hanssem provides coordinated package designs for all interior items, ranging from furniture to lighting, fabrics, and accessories, to complement each and every living space—including bedrooms, living rooms, children's rooms, kitchens, studies, and bathrooms. Our world-class design capabilities and insistence on high quality guarantee beautiful residential spaces accented with style and personality.

Home interior distribution company
leading the Northeast Asia

Hanssem was founded in 1970 as kitchen furniture company and started to supply interior furniture since 1997. We are preparing interior materials such as floor, wallpaper, sash and etc. Items related to residence are sold through not only large branch stores, construction project sales, kitchen store but also on-line mall and interior partners shops. We will achieve our vision to be 'World best residence and environment company'.

World-Class Home Interior Company

PRODUCTS	<p>Interior furnishings beds, dressing tables, wardrobes, dressers, couches, bookcases, desks, tables, chairs, accessories, fabrics, etc.</p> <p>Interior renovations kitchen furniture and equipment, baths, wooden windows and doors, sashes, flooring, lighting, etc</p>
DISTRIBUTION CHANNELS	Flagship Store, INT Agency Store, KIT Agency Store, Rehaus Agency Store, Rehaus Contractors, Construction Project Sales, Online Shopping Malls
TARGET MARKETS	Wedding, Moving, Children's Rooms, New Homes, Remodeling, Replacements, Gifts

Interior furnishings



01 BEDROOM

Interior renovations



05 KITCHEN



02 CHILDREN'S ROOM



06 WARDROBE



03 DRESSING ROOM

(HANSSEM'S BUSINESS SCOPE)

Hanssem does not sell beds: we provide bedroom concepts.

We do not just sell sofas: we provide livingroom furnishings.

And we do not simply sell furniture: we provide space accoutrements.



07 BATH



04 LIVING ROOM



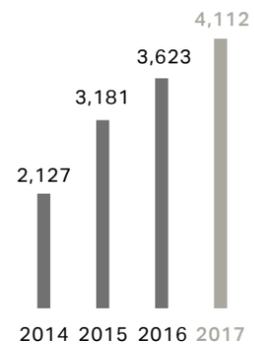
08 FLOORING

Customers can shop for Hanssem products through a multitude of distribution channels

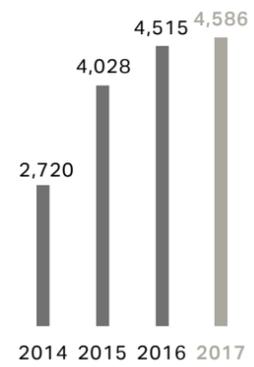
Customers can experience Hanssem's products at large, full-range showrooms, at interior contractors' outlets in their own neighborhoods, and at online shopping malls.

(All monetary units are expressed in hundred million KRW)

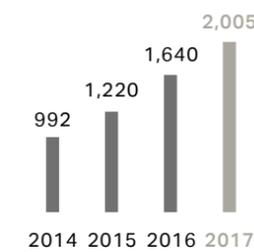
Rehaus



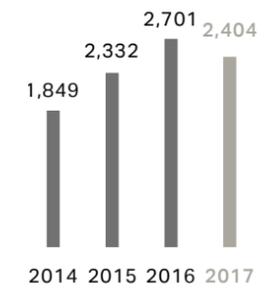
Kitchen Agency Stores



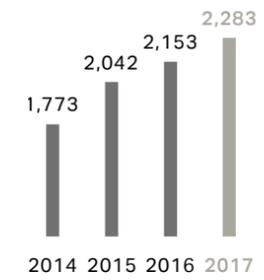
Online Shopping Malls



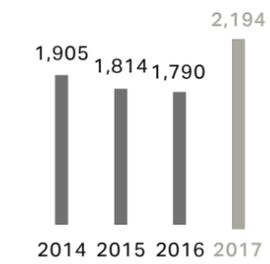
Flag-Shops



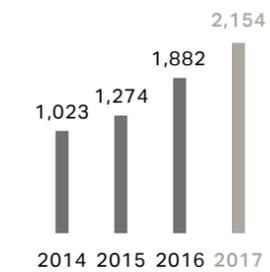
Interior Agency Stores



Construction Project Sales



Raw Materials



The Pride of Hanssem



Market Share No.1

Hanssem occupies the number one position in the Korean kitchen and interior furnishing sector.

We have held the largest share of the kitchen furnishing market since 1986, and have dominated the interior furnishing sector since 2001.

Brand Power No.1

Hanssem have ranked first in KMAC's Korea brand power index (K-BPI) in the kitchen furniture category for nineteen straight years and in interior furniture for eight years in 2017

and were selected as the best brand in the home furnishing category in the Korea Productivity Center's National Brand Competitiveness Index (NBCI). Most housewives in Korea choose the Hanssem brand.

- 2017. 03 Ranked first in Korea-Brand Power Index (K-BPI) by KMAC in kitchen furnishing category (for nineteen consecutive years)
- 2017. 02 Ranked first in NBCI in home furnishing category by Korea Productivity Center (for eleven consecutive years)

Korea's largest home interior distribution company



Boasting 9 large-scale showrooms (flagship store), over 400 dealers, and 4.5 million visitors to our homepage each month

Hanssem operates 9 large flagships in Jamsil, NOhnyeon, Bangbae, Bundang, Busan, Mokdong, Daegu, Suwon and Yongsan I-park with larger than 10,000 sqmeters, where consumers can shop every related products at once. Our sales network includes roughly 100 interior agency stores, 220 kitchen agency stores, and 80 Rehaus agency stores across the nation. In addition, our portal site, www.hanssem.com, which specializes in interior designs, provides information on customized, full-packaged products for newlyweds, new homes and children's rooms. It has more than 4.5 million visitors on a monthly basis.

Boasting the industry's highest level of competitiveness



Design competitiveness of the DBEW Design center

Because design management is one of its core values, Hanssem is taking the lead in design innovations in Northeastern Asia. As part of this strategy, the company is fostering an increasing number of new designers at its DBEW (Design Beyond East & West) Design Center, the first private design promotion institution in Korea.



Logistics, the hub of broad networks

With the help of systematic logistics centers, we were able to provide one-stop shopping environment through large flagship stores, 360 agency networks and 3,000 interior contractors nationwide, and online shopping websites. In the future, we will continue to strive for efficient logistics innovation.



Customer satisfaction service

We have reinforced our core capabilities for customer satisfaction by customer contact points, including products, advertising and promotions, exhibitions, designs, installations, and customer service. By providing consistent and improved services, we will bring our customer beyond satisfaction.



The largest production infrastructure in Asia

Our central information management system combined all workflow of headquarter, manufacturing, distribution, suppliers, and sales network to serve our customers with '3-day delivery and 1-day installation.' We will continue making an effort to improve our process to provide world-class services to our customers.



USA (1986)



Hanssem products installed in a customer's home in Boston, USA

250 dealers in New York and New Jersey

JAPAN (1991)



Japan-Milan, winner of the Japan Good Design Awards in 2004

Osaka

CHINA (1996)



Hanssem products installed in highrise apartment house in Beijing

Shanghai, Beijing

Expanding into overseas markets the US, Japan and China

In order to expand overseas, Hanssem is tapping into world markets with its independent brand, centering on its subsidiaries in the US, Japan, and China.

The first flagship store in Shanghai, China with the size of approximately 12,000 square meter opened in 2017. The store suggests lifetime space solution based on Chinese housing culture. Also, with a cabinet production line in New Jersey and showrooms in Boston, our US subsidiary has been recording earnings ratios of 10% per year, along with a rational margin structure. In Japan, a country in which many large foreign-based corporations have experienced failure, Hanssem has instead made a dramatic success story, supplying products to high-rise, mixed-use condos in Shiodome, Tokyo. In China, we mainly provide kitchen furniture to newly-built apartments, from a production facility in Beijing.

Corporate Social Responsibility

We believe that we can contribute to social needs through improvement of the residential environment.



Improving Children Day Care Center

Hanssem cooperates with regional administration to help children study in a better environment. In the year 2017, 40 study rooms have been improved. Moreover, we have been sponsoring 'The house of Sungsim Hyoju' located in Seocho-gu for several years now. Moreover, we have been sponsoring 'The house of Sungsim Hyoju' located in Seocho-gu for several years now. We help needy children grow into capable individuals of society.



"Dream come true" project for patients with incurable diseases

Hanssem cooperates with various foundations to improve the residential environment of children with incurable diseases. Improving the residential environment also helps us to instill hope in these children and their parents, thereby helping them to fight against the illness.



Family Month "Baking a Cake of Love"

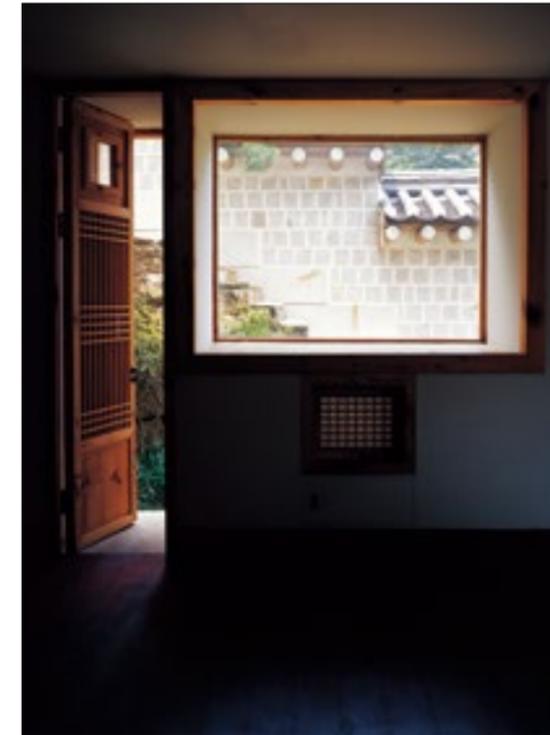
Annually, our executives and staff members bake cakes with 300 neglected children and youths with an aim of building good memories together. Spending time with neighbors and providing opportunities of cultural experiences to children in neglected groups propagates happiness.



Sponsoring 'Happy Class'

Since 2014, Hanssem sponsors 'Happy Class' held by Gyeonggi Cultural Foundation.

By sponsoring the class, which suggests proper solutions for nurturing, we provide support for children finding their happiness.



DBEW DESIGN CENTER

Financial Section

Financial Highlight

Financial Review

- 01 Growth Sales by Department
- 02 Profitability
- 03 Stability and Activity
- 04 Condensed Financial Statements

Financial Statements

- 01 Balance sheet
- 02 Income statement
- 03 Statement of retained earnings
- 04 Statement of changes in equity
- 05 Cash Flow statement

Financial Highlights

In 2017, Hanssem achieved the milestone of 2 tn won sales on consolidation base. With the contribution of the interior retail business, kitchen business, and construction project growing by 3%, 7%, and 23%, respectively, the company's total sales increased by 7% over last year.

Total sales increased by 7% to KRW 2,062.5bn, with operating profit of KRW 140.5bn (down 12% yoy) and earnings before tax amounting to KRW 138.2bn (down 19% yoy).

Accounts receivable increased by 4.2% from KRW 127.5bn to KRW 132.8bn and inventories were up by 8.1% from KRW 67.6 bn to KRW 73.1 bn. However, we still maintained an inventory level of 35% of the monthly average sales.

There is stability and robustness in the financial structure of the company. The current ratio is 101%, and total Debt to Equity (liability ratio) is 92%. Additionally, the ratio of total borrowings and bonds payable to total assets is 29.7%.

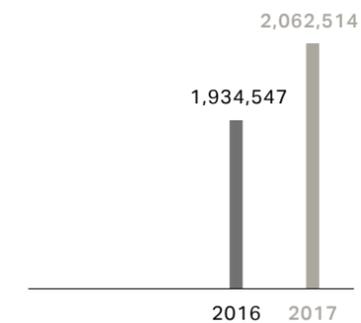
In 2018, Hanssem will solidify its position as an expert in the distribution industry by "realizing customer satisfaction through quality and service innovation", "establishing a responsible management system", "enhancing the department of strategy and planning", "pushing forward with the company's midterm innovation tasks."

Financial Highlights for the Past Two Years

(All monetary units are expressed in million KRW)

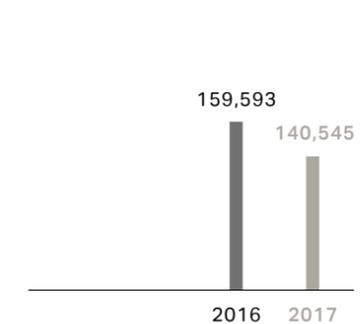
Sales

(All monetary units are expressed in million KRW)



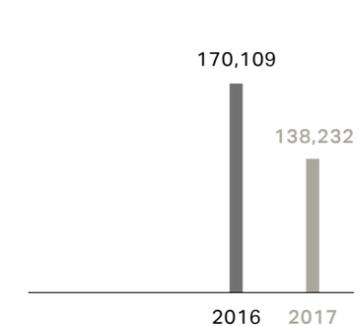
Operating profit

(All monetary units are expressed in million KRW)



Income before income taxes

(All monetary units are expressed in million KRW)



	2017	2016
Sales	2,062,514	1,934,547
Gross Profit	598,319	598,777
Operating Profit	140,545	159,593
Income before Income Taxes	138,232	170,109
Net Income	95,938	127,527
Total Assets	975,706	899,418
Total Liabilities	468,090	357,885
Total Shareholders' Equity	507,616	541,533
ROA (%)	9.8%	14.2%
ROE (%)	18.9%	23.5%
Total liability ratio	92.2%	66.1%
Total borrowings and bonds payable to total assets (%)	29.7%	3.7%
Earnings per share (KRW)	5,413	7,054
Dividends per share (KRW)	1,200	1,100

FINANCIAL

Sales Growth by Departments

Sales of the interior retail business increased by 3% to reach KRW 669.2 bn. In 2018, the Interior Furniture Department will develop better products that suit the distribution channel and deploy an in-house marketing strategy to increase activities. Furthermore, we plan to rearrange product display and Hanssem's brands to enhance the competitiveness of existing distributors, and make better use of online shopping interfaces or expanding new distribution networks. Our flagship stores will be developed continuously by training sales personnel, strengthening seasonal marketing strategies, and upgrading product displays. In addition, the online channels are set to take a leap into the specialized home interior segment that includes a wide range of products, from furniture to small living accessories.

Sales of kitchen furniture amounted to KRW 869.8 bn at the end of the fiscal year, an increase of 7% from KRW 813.8bn in the previous year. Agency store sales surged by more than 2% and the sales of "Rehaus" also increased by 13%, contributing to an increase in sales per person.

As a mid- and long-term plan, the Kitchen Furniture Department plans to maintain high growth by strengthening positions in weaker business districts, training sales personnel, promoting product innovation, and expanding into the remodeling market. We will increase our market share and vigilantly advance into

the interior remodeling market by operating 10 premium Rehaus showrooms and selling home styling packages. The KitchenBach department will make an effort to implement a standard business model and make good use of marts, malls, home shopping, and online channels to promote sustainable growth.

The Construction Project Sales Department achieved sales of 219.4 bn, an increase of 23% with the help of nationwide move-in. Furthermore, in the current fiscal year, the department was able to stabilize the supply product deadlines and provide differentiated logistics and installation services.

In 2018, we will gain competitiveness for overcoming issues with the current bidding system, and achieve profit improvement by establishing field management systems that enhance customer satisfaction. We will provide differentiated products, including eco-friendly goods and package plans, and secure competitiveness in the market by networking with major domestic construction firms.

The sales in other departments contributed KRW 215.4 bn. These departments achieved KRW 1.97 trn of total revenue for the parent and KRW 2.63 trn for consolidated financial statements.

(All monetary units are expressed in hundred million KRW)

Business Division		2017		2016		Growth
		Amount	Ratio	Amount	Ratio	
Domestic	Kitchen Furniture	8,698	42.2%	8,138	42.1%	6.9%
	Interior Furniture Retail	6,692	32.4%	6,494	33.6%	3.1%
	Construction Project Sales	2,194	10.6%	1,790	9.2%	22.6%
	Other	2,154	10.4%	2,128	11.0%	1.2%
	Subtotal	19,738	95.7%	18,550	95.9%	6.4%
Abroad	China Co.	385	1.9%	389	2.0%	6.4%
	US Co.	296	1.5%	304	1.6%	-2.6%
	Subtotal	681	3.3%	693	3.6%	2.3%
Other		206	1.0%	102	0.5%	59.7%
Total Sales		20,625	100.0%	19,345	100.0%	6.6%

Profitability

Operating profit decreased by 12% over the previous year to KRW 140.5 bn. Income before income taxes and net income decreased by 19% (KRW 138.2bn) and 25% (KRW 95.9bn), respectively. Return on assets (ROA) decreased by 4.4%p, and return on equity (ROE) decreased by 4.6%p.

In 2017, Hanssem achieved sales of KRW 2,062.5 bn. Although 2017 was the year when we have experienced that overcoming various difficulties for the sake of a growth of the company is compulsory, we were able to maintain growth by focusing on core businesses based on policies such as consumer satisfaction and team leader oriented management. The sales in the online department grew 22% year-on-year, thereby maintaining the trend of accelerated growth, which started in 2008. The share of retail business was 78%. In 2018, Hanssem will focus on securing high growth and profits through product competitiveness.

	2017	2016	Industry Average(*)
Gross margins	29.0%	31.0%	16.9%
SG&A ratio	22.2%	22.7%	14.1%
Operating profit to net sales	6.8%	8.2%	2.8%
Net income to net sales	4.6%	6.6%	2.0%
(ROA)	9.8%	14.2%	3.6%
(ROE)	18.9%	23.5%	9.9%

(*) Industry averages were derived using base data from "Corporate Management Analysis 2016," published by the Bank of Korea. The wholesale and product intermediaries' industry average has been applied because Hanssem is listed as a "wholesale and product intermediaries" business.

Stability & Activity

In 2017, the company posted satisfactory results in terms of financial stability and activity. The current ratio rose up to 101.4%(-62.8%p yoy) and the debt-to-equity ratio was 92.2%, which is better than the industry average of 174.4%.

	2017	2016	Industry Average(*)
Current ratio	101.4%	164.2%	141.8%
Total liability ratio	92.2%	66.2%	174.4%
Total borrowings and bonds payable to total assets	29.7%	3.7%	31.8%
Turnover ratio of assets	2.1	2.2	1.8

(*) Industry averages were derived using base data from "Corporate Management Analysis 2016," published by the Bank of Korea. The wholesale and product intermediaries' industry average has been applied because Hanssem is listed as a "wholesale and product intermediaries" business.

Condensed Financial Statements

(All monetary units are expressed in million KRW)

	2017	2016
Sales	2,062,514	1,934,547
COGS	1,464,195	1,335,770
Gross profit	598,319	598,777
SG&A expenses	457,773	439,183
Operating profit	140,545	159,593
Income before income taxes	138,232	170,109
Income taxes	42,294	42,581
Net income	95,937	127,527
EPS	5,413	7,054
Total assets	975,706	899,418
Total liabilities	468,090	357,885
Total shareholders' equity	507,616	541,533

FINANCIAL

Consolidated Statement of Financial Position

Asset

(All monetary units are expressed in million KRW)

		2017	2016
Current assets	Cash and cash equivalents	75,449	150,112
	Trade and other receivables	132,786	127,478
	Other current financial assets	111,091	191,167
	Other current assets	19,806	17,794
	Income Tax Asset	215	246
	Inventories	73,097	67,647
Total current assets		412,446	554,446
Non-current assets as held for disposal		1,605	-
Non-current assets	Investments in associates	28,212	25,579
	Tangible assets	314,725	220,572
	Investment in real properties	92,693	901
	Intangible assets	15,785	10,746
	Other non-current financial assets	71,665	66,140
	Other non-current assets	29,103	11,254
	Deferred income taxes asset	9,470	9,781
Total non-current assets		561,655	344,972
Total assets		975,706	899,418

Shareholders' equity and liabilities

(All monetary units are expressed in million KRW)

		2017	2016
Current liabilities	Trade accounts and notes payables, and other current liabilities	246,537	264,192
	Short-term borrowings	107,672	17,005
	Income tax liability	17,932	23,294
	Other current liabilities	17,735	13,490
	Current provisions	16,585	19,770
Total current liabilities		406,461	337,752
Non-current liabilities	Long term borrowings	43,000	3,000
	Other non-current financial liabilities	5,703	1,817
	Other non-current liabilities	693	176
	Non-current provisions	134	51
Post-employment benefit obligations		12,098	15,090
Total non-current liabilities		61,628	20,134
Total liabilities		468,090	357,885
Capital stock		23,534	23,534
Capital surplus		38,097	38,095
Other elements of capital		-155,775	-49,396
Retained earnings		601,661	529,204
Equity attributable to owners of parent		507,517	541,438
Equity attributable to non-controlling interests		99	95
Total shareholders' equity		507,616	541,533
Total shareholders' equity and liabilities		975,706	899,418

FINANCIAL

Consolidated Statement of Comprehensive Income

(All monetary units are expressed in million KRW)

	2017	2016
Sales	2,062,514	1,934,547
COGS	1,464,195	1,335,770
Gross profit	598,319	598,777
SG&A expenses	457,774	439,184
Operating Profit	140,545	159,593
Non-operating income (expenses)		
Other gains	7,138	10,851
Other losses	12,616	10,291
Finance income	4,643	5,278
Finance costs	4,897	1,716
Gains on Equity Method	3,420	6,394
Income before income tax	138,232	170,109
Net income	95,938	127,527
Other comprehensive income (expenses)	-10,331	-3,109
Other comprehensive gains or losses on defined benefit plans	-1,037	-3,176
Income(expense) from investments in associates	435	-343
Measured at fair value through other comprehensive income	-3,632	-
Income(expense) from operations in overseas	-6,097	410
Total comprehensive income	85,606	124,419

FINANCIAL

Consolidated Statement of Changes in Equity

(All monetary units are expressed in million KRW)

	Capital Stock	Capital Surplus	Other components of Equity	Retained earnings or accumulated deficit	Controlling interest	Non-controlling interest	Total equity
Balance as of January 1, 2016	23,534	38,095	-49,421	422,887	435,095	99	435,194
Total comprehensive income	-	-	-	-	-	-	-
Net income	-	-	-	127,531	127,531	-4	127,527
Remeasurements of the net defined benefit liability	-	-	-	-3,176	-3,176	-	-3,176
Investments in associates	-	-	-385	41	-344	-	-344
Income(expense) from operation in overseas	-	-	410	-	410	-	410
Total comprehensive income	-	-	25	124,397	124,422	-4	124,419
Transactions to owners	-	-	-	-	-	-	-
Dividend per Annum	-	-	-	-18,080	-18,080	-	-18,080
Total transactions to owners	-	-	-	-18,080	-18,080	-	-18,080
Balance as of December 31, 2016	23,534	38,095	-49,396	529,204	541,438	95	541,533
Balance as of January 1, 2017	23,534	38,095	-49,396	529,204	541,438	95	541,533
Total comprehensive income	-	-	-	-	-	-	-
Net income	-	-	-	95,951	95,951	-14	95,938
Remeasurements of the net defined benefit liability	-	-	-	-1,037	-1,037	-	-1,037
Measured at fair value through other comprehensive	-	-	-3,633	-	-3,633	-	-3,633
Investments in associates	-	-	3,005	-2,570	435	-	435
Income (expense) from operation in overseas	-	-	-6,097	-	-6,097	-	-6,097
Total comprehensive income	-	-	-6,724	92,344	85,620	-14	85,606
Transaction to owner	-	-	-	-	-	-	-
Dividend per Annum	-	-	-	-19,888	-19,888	-	-19,888
Acquisitions of treasury shares	-	-	-99,655	-	-99,655	-	-99,655
Partial disposal of subsidiary equity	-	2	-	-	2	18	20
Total transactions to owners	-	2	-99,655	-19,888	-119,540	18	-119,523
Balance as of December 31, 2017	23,534	38,097	-155,775	601,661	507,517	99	507,616

FINANCIAL

Consolidated Statement of Cash Flow

(All monetary units are expressed in million KRW)

	2017	2016
1. Cash flow from operating activities	66,217	153,989
Cash flow from operating activities	109,852	189,554
Interest received	2,522	5,078
Interest paid	-1,517	-2,627
Dividend received	1,226	1,034
Income tax expense	-45,866	-39,050
2. Cash flow from investing activities	-154,309	-53,358
Net increase/decrease of other current financial assets	80,334	-6,806
Disposition of other non-current financial assets	11,517	68,109
Purchase of other non-current financial assets	-32,730	-81,956
Disposition of tangible assets	1,882	3,192
Purchase of tangible assets	-116,623	-31,532
Disposition of intangible assets	19	11
Purchase of intangible assets	-5,974	-4,363
Disposition of real-estate investment	-	313
Purchase of real-estate investment	-92,932	-
Disposition of other non-current assets	291	-
Purchase of other non-current assets	-92	-326
3. Cash flow from financing activities	17,234	-20,075
Net increase/decrease of short term borrowings	91,836	-4,493
Increase of long term borrowings	40,000	3,000
Increase of other non-current financial liabilities	12,751	579
Decrease of other non-current financial liabilities	-7,831	-1,081
Disposition of subsidiary equity	20	-
Dividend payments	-18,080	-18,080
Acquisitions of treasury shares	-99,655	-
4. Net Increase in cash and cash equivalents	-70,858	80,556
5. Cash and cash equivalents at beginning of period	150,112	68,601
6. Effect of exchange rate changes on cash and cash equivalents	-3,805	955
7. Cash and cash equivalents at end of period	75,450	150,112

FINANCIAL

Report of Independent Auditors

To the Board of Directors and Shareholders of Hanssem Co., Ltd. Corporation

We have audited the accompanying consolidated statement of financial position of Hanssem Co., Ltd. Corporation (the Company) as of December 31, 2017, and the related consolidated statements of comprehensive income, changes in equity and cash flows for the year then ended, expressed in Korean won. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the Republic of Korea. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the consolidated financial statements, referred to above, present fairly, in all material respects, the financial position of Hanssem Co., Ltd. as of December 31, 2017, and their financial performance and cash flows for the year then ended in accordance with Korean IFRS.

Auditing standards and their application in practice vary among countries. The procedures and practices used in the Republic of Korea to audit such financial statements may differ from those generally accepted and applied in other countries. Accordingly, this report is for use by those who are informed about Korean auditing standards and their application in practice.

8 March, 2018

삼 일 회 계 법 인
대표이사 金永植

President Young Sik, KIM
SAMIL Seoul, Korea

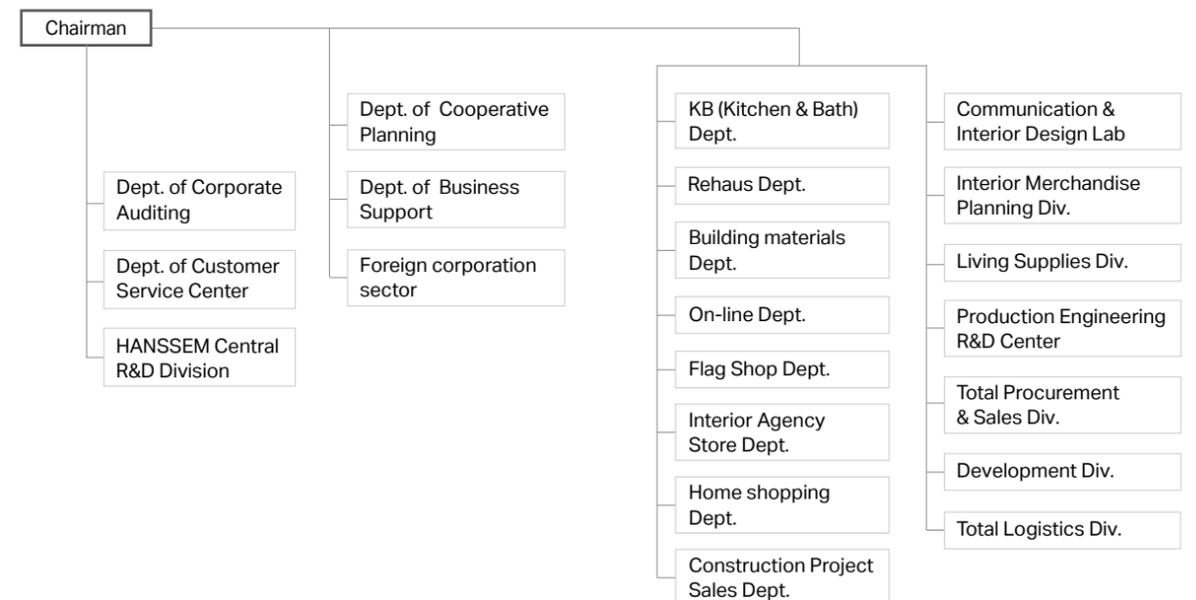


COMPANY OVERVIEW

Board of Directors

Honorary Chairman	Chang-Gul Cho	Chairman, Board of Directors Founded Company in 1970
Chairman	Yang-Ha Choi	CEO Joined Hanssem in 1979
Vice Chairman	Seung-Soo Gang	Joined Hanssem in 1995
President	Young-sik Lee	Joined Hanssem in 1996
Vice President	Heung-guk Ahn	Joined Hanssem in 1990
Outside Director	Yoon-Taec Oh	Appointed as Outside Director in 2011
	Il-Young Jung	Appointed as Outside Director in 2017
Auditor	Cheol-Jin Choi	Appointed as Auditor in 2009
	Chang-hun Lim	Appointed as Auditor in 2017

Organization Chart



COMPANY OVERVIEW

Global Network

Seoul Office

Hanssem Bldg, 179 Seongam-ro, Mapo-gu, Seoul, Korea (03929)
Tel: 82-2-6470-3114
Fax: 82-2-6470-6990

DBEW Design Center

Hanssem DBEW Design Center, 22-8, Changdeokgung 5-gil, Jongno-gu, Seoul
Tel: 02-740-1100
Fax: 02-742-2111

Overseas

CHINA
HANSSEM INTERIOR CO., LTD.

Beijing Office

No.5, Yunshan-lu, Tongzhou Industrial Zone, Tongzhou-qu, Beijing, P.R. China
Tel: 86-010-6957-4320
Fax: 86-010-6957-4302

HANSSEM(Shanghai)

Home Furnishings.Co., Ltd
11F, Center88, 88, Changning Rd, Changning District, Shanghai, China

Shanghai Flagship Store

1F L102 and 2F, Center 88, 88 Changning Rd, Changning District Shanghai, China
Tel 86-400-006-3388

U.S.A
HANSSEM CORPORATION

New Jersey Headquarter Office

200 Helen Street, South Plainfield, NJ, 07080
Tel: 1-908-754-4949
Fax: 1-908-754-6969

New Jersey Plant 1

155 Helen Street, South Plainfield, NJ, 07080
Tel: 1-908-226-3470
Fax: 1-908-226-3474

New Jersey Plant 2

157 Helen Street, South Plainfield, NJ, 07080
Tel: 1-908-753-1143
Fax: 1-908-753-1179

Boston Showroom

335 Bear Hill Road, Waltham MA 02451
Tel: 1-781-487-0101
Fax: 1-781-487-0110

New Jersey New Plant

20 Kilmer Road, Edison NJ 08817

JAPAN
HANSSEM INC.

OSAKA MAIN OFFICE

541-0043 / OSAKA, CHUO-KU, KORAIBASHI 2-2-7 TOEI BUILDING 1F
Tel: 81-6-6223-5051~4
Fax: 81-6-6223-5066

OSAKA DISTRIBUTION CENTER

160-0022 / OSAKA, SUMINOE-KU, NANKOUHIGASHI 7-1-106
Tel: 81-6-4703-1150
Fax: 81-6-4703-1151

Domestic

PLANTS

PLANT 1 (HANSSEM INTERIOR LOGISTICS CENTER)

2127-11, Suin-ro, Siheung-si, Gyeonggi-do, Korea
Tel: 82-31-412-2401
Fax: 82-31-482-8189

PLANT 2

52, Sandan-ro 19beon-gil, Danwon-gu, Ansan-si, Gyeonggi-do
Tel: 82-31-489-0611
Fax: 82-31-491-0165

PLANT 3

144, Beonnyeong 2-ro, Danwon-gu, Ansan-si, Gyeonggi-do, Korea
Tel: 82-31-496-1101
Fax: 82-31-498-8078

PLANT 4

131, Beonnyeong 2-ro, Danwon-gu, Ansan-si, Gyeonggi-do, Korea
Tel: 82-31-8041-2621
Fax: 82-31-499-2563

PLANT 5 (OIDO LOGISTICS CENTER)

22-11 Oidoro, Siheung, Gyeonggi-do, Korea
Tel: 82-31-412-2420

GUNPO LOGISTICS CENTER

E-Building in korea integrated Freight Terminal, 82, Beonyeong-ro, Gunpo-si, Gyeonggi-do, Korea
Tel: 82-31-460-2269
Fax: 82-31-460-2262

REGIONAL OFFICES

BUSAN OFFICE

602 Chongkundang Bldg, 270, Geoje-daero, Yeonje-gu, Busan, Korea
Tel:
. Kitchen Furniture Business Division: 82-51-867-7231
. Interior Retail Business Division: 82-51-865-3973
. Construction Project Sales Business Division: 82-51-867-3205
Fax:
. Kitchen Furniture Business Division: 82-51-866-1962
. Interior Retail Business Division: 82-51-865-3983
. Construction Project Sales Business Division: 82-51-865-7219

DAEGU OFFICE

673 Gukchaebosang-ro, Jung-gu, Daegu, Korea
Tel:
. Kitchen Furniture Business Division: 82-53-741-6943
. Interior Retail Business Division: 82-53-745-3430
Fax:
. Kitchen Furniture & Interior Retail Business Divisions: 82-53-741-8252
. Interior Retail Business Division: 82-53-741-8252

HONAM OFFICE

2F Gewoo bldg, 746, Sangmu-daero, Seo-gu, Gwangju, Korea
Tel:
. Kitchen Furniture Business Division: 82-62-383-1601
. Interior Retail Business Division: 82-62-383-1607
. Construction Project Sales Business Division: 82-62-383-1607
Fax: 82-62-383-1604

CHUNGCHEONG OFFICE

786, Gyeryong-ro, Jung-gu, Daejeon, Korea
Tel:
. Kitchen Furniture Business Division: 82-42-524-6481
. Interior Retail Business Division: 82-42-524-6487
Fax: 82-42-524-9405

GANGWON OFFICE

3F Gwangdeok Bldg, 528-11, Namwon-ro, Wonju-si, Gangwon-do, Korea
Tel: 82-33-763-3542
Fax: 82-33-763-6677

FLAG SHOPS

BANGBAE FLAG SHOP

Hanssem Flag Shop, 19-5, Sapyeong-daero 2-gil, Seocho-gu, Seoul, Korea
Tel: 82-2-591-2300

NONHYEON FLAG SHOP

Hanssem Flag Shop, 148, Hakdong-ro, Gangnam-gu, Seoul, Korea
Tel: 82-2-542-8558

BUNDANG FLAG SHOP

Hanssem Flag Shop, Panteon B/D,9-7, Hwangsaerul-ro 200beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Korea
Tel: 82-31-719-3100

JAMSIL FLAG SHOP

Hanssem Flag Shop, 217, Baekjegobun-ro, Songpa-gu, Seoul, Korea
Tel: 82-2-3430-6900

BUSAN CENTUM FLAG SHOP

Hanssem Flag Shop, 25, Centum 1-ro, Haeundae-gu, Busan, Korea
Tel: 82-51-790-8500

MOKDONG FLAG SHOP

Hanssem Flagshop, 11, Deungchon-ro, Gangseo-gu, Seoul, Korea
Tel: 82-2-6344-7000

DAEGU BEOMEONG FLAG SHOP

2435, Daigubeol-daero, Suseong-gu, Daegu, Korea
Tel: 82-53-749-8500

SUWON GWANGGYO FLAG SHOP

390 Jungbudaero-ro, Youngtong-gu, Suwon, Gyeonggi-do, Korea
Tel: : 82-31-888-0800

YONGSAN I-PARK MALL FLAG SHOP

5F Living Park, 55 Hangangdae-ro 23 Gil, Yongsan-gu, Seoul, Korea
Tel: 82-2-6373-3500

HANSSEM Home

Yeosan Hanssem Home

1125, Jungang-daero, Yeonje-gu, Busan, Korea
Tel: 82-51-866-9680

COMPANY OVERVIEW

Corporate Information

(As of 31 December, 2017)

HANSSEM	Hanssem Bldg, 179 Seongam-ro, Mapo-gu, Seoul, Korea (03929)	
	Tel: 82-2-6470-3114 Fax: 82-2-6470-6990 company.HANSSEM.com	
	Honorary Chairman	Chang-Gul Cho Chairman Yang-Ha Choi
	No. of Employees	3,033
	Capital	KRW 23.5 billion
	Sales	KRW 2,062.5 billion
	No. of Outstanding Shares	23,533,928 (Face value: KRW 1,000, listed in KRX in 2002)
Business of domains and key items	Furniture	including kitchen furniture, beds, built-in cabinetry, couches, home office furniture, and children's rooms
	Equipment	including dishwashers, ovens, and hoods
	Building materials	including bath, floors, windows, and doors
	household items	Lighting, fabrics, and accessories
Domestic sales/distribution network	Flagship Store	9 large-scale company-run showrooms
	KB Agency Store	220 Kitchen Agency Stores
	Rehaus Agency Store	80 Rehaus Agency Stores
	INT Agency Store	100 Interior Furniture Agency Stores
Overseas Subsidiaries	CHINA	Beijing Hanssem Interior Co., Ltd. (China) Hanssem(Shanghai) Home Furnishings Co., Ltd
	USA	Hanssem Corporation
	JAPAN	Hanssem Inc.
INVESTOR RELATIONS	Hanssem Bldg, 179 Seongam-ro, Mapo-gu, Seoul, Korea (03929) TEL 82-2-6470-3114 FAX 82-2-6470-6990 E-mail ir@hanssem.com	



HANSSEM

Hanssem Bldg, 179 Seongam-ro,

Mapo-gu, Seoul, Korea (03929)

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company.HANSSEM.com