



ANNUAL REPORT
2018

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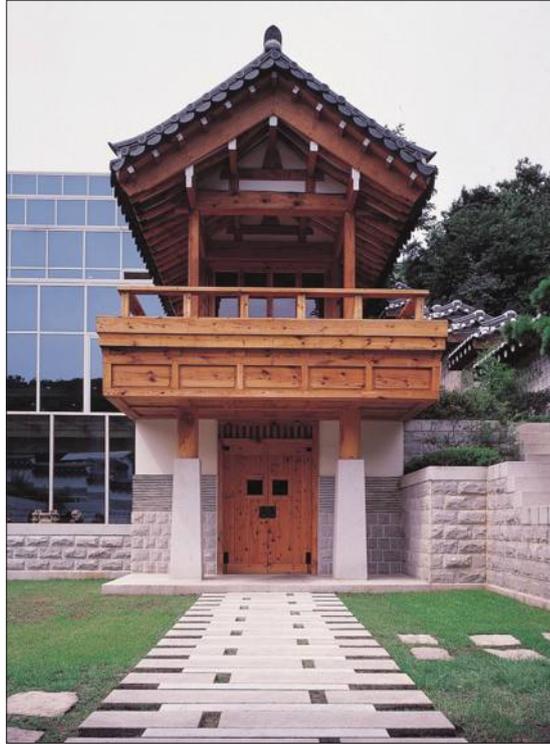
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DBEW DESIGN CENTER

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.

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.

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 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".

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.

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

Over the past year, Hanssem has achieved groundbreaking improvement in product quality under the management policies on customer satisfaction through the product/service innovation and responsible management system, and has strived to improve customer services. We have also strengthened internal capabilities to cope with rapidly changing market environment.

Difficulties we had never faced before became an opportunity for us to grow again for the past year. Throughout these changes, we have created a new corporate culture and are continuously enhancing our financial performance.

This year, our management policies for becoming world top 500 company are those:

'Realizing 50% Regular Customers through Customer Satisfaction'

'Developing Future Growth Engine'

'Constructing KRW 10 trillion the Management System'

We will set up the following major projects to achieve our management policies.

First, we will realize 50% regular customers through customer satisfaction. In order to do so, we focus on granting confidence, capability and pride for frontline employees who bring impression to customers by innovating employee training methods and strengthening interactions. Also, we ensure that customers visit us again and recommend to other potential customers through product quality control at six sigma level.

Second, we will establish midterm goals of each business department and develop 'Future Growth Engine'.

Rehaus department will challenge selling 10,000 sets per month of Rehaus package with the completion of home renovation package business model. To attain this end, we promote 500 agencies who sell 20 sets per month of Rehaus package and innovate its products to sell 10,000 sets per month by expanding sales from single-items to style-packages. Moreover, we plan to build 5-day



installation structure by innovating method of package construction.

KitchenBach Department will meet 2,000 sets per month of world-class kitchen furniture 'KITCHEN BACH' and 1,000 sets per month of kitchen & bath packages.

Interior Department will meet KRW 2 billion per month through a successful standardized store model of interior furniture and expand on it.

Online Department will fulfill 10 million visitors per month through expansion of Hanssem mall and attract O4O(Online for Offline) customers three times higher than the previous level.

Third, KRW 10 trillion management system will be set by strengthening strategic planning function. Candidates for directors will be fostered through management system that directors and team leaders who are responsible for 3 years and a 1 year each will be evaluated by it.

Strategic planning office will generate 10% profit structure by improving cost efficiency. Strengthened

public relations will establish best brand image. External cooperation office will respond various risks preemptively. Also, we will innovate business information system and internal control system to prevent unexpected accident. We are going to reestablish a corporate mission, vision and mid-and long-term objective in order to prepare fiftieth anniversary in 2020. New corporate culture that can build customer satisfaction will be established mainly from our strategic planning office.

Dear shareholders and customers,

Those three tasks, 'Realizing 50% regular customers through Customer Satisfaction', 'Developing Future Growth Engine', 'Constructing KRW 10 trillion the Management System' will create the blueprint for sustainable growth.

We would like to kindly request your unwavering support and attention in order to challenge the world's best company at this point of time Hanssem is preparing for the new 50 years.

Thank you.

Vision & Strategy

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

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.



KITCHENBACH7 SMOKED OAK

Third, we will expand our business to new home renovation market. Hanssem will provide not just kitchen and interior furniture, 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 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
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2019 MANAGEMENT POLICIES	For the challenge to become a Global 500 Company, Realizing 50% Regular Customers through Customer Satisfaction Developing Future Growth Engine Constructing of a KRW 10 trillion management system
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MID TERM GOAL	50% of regular customer Establish world class team leaders Expand into new building material market Expand oversea businesses
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LONG TERM GOAL	World top 500 company
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BUSINESS REVIEW

Kitchen Furniture Department

Since 1986, Hanssem kitchen has been taking no. 1 place in domestic market. Kitchen Furniture Department leads the company on the basis of superior product design, training system, 3D designing program, competitive stores, construction capability and customer service.

Kitchen Furniture Department will reform itself by increasing current market share through selling innovative Kitchen & Bath packages, diversifying distribution channels through home shopping business, establishing home renovation business through Rehaus Style Package and raising market share in building material business, all based on customer confidence.

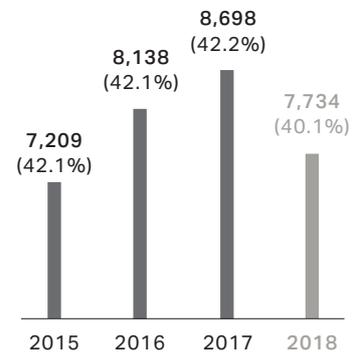
KitchenBach Department (Kitchen and Bath Agency Store)

KB(Kitchen&Bath) Department changed its name to KichenBach Department in order to open new premium market. The department focuses on creating world-class performance by innovating sales in KitchenBach and expanding largescale standard stores. In 2018, the department achieved the desired result by expanding largescale standard stores, innovating sales in KitchenBach, enlarging sales in Kitchen&Bath, increasing market share of home shopping/online/omni-channel and expanding super supermarket(SSM) distribution. The department already prepared 10-year growth by constructing full range of distribution channels through expanding standard stores and targeting home shopping/online market based on the differentiated display, marketing and services, by innovating consulting efficiency through 'Home Planner', 3D-based new design program. In 2019, Hanssem will

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

2018 SALES

(topline ratio)
(KRW 100 million)



make every effort to win premium kitchen furniture and bath market as a first-class premium brand.

Rehaus Agency Store

Rehause 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.

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.



KITCHENBACH7 HIGH GLOSSY WHITE

Rehaus Contractors

Rehaus Contractor Department provides items related to total home renovation (kitchen, cabinets and other renovation items). In 2018 and 2019, 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.

Home shopping Department

Home shopping Department has been steadily growing in line with the changing trends through the Internet and mobile platform including TV home shopping, to

communicate the value of space with customers in the nearest way. In addition, the department focused on tailor-made package products to satisfy customers' various lifestyle needs. We were a small-sized team of KRW 10 billion units of sales in 2009, and reached KRW 200 billion units in 2017. In 2019, the department will build a new business platform with the next-generation distribution format that serves as a hub to channel the boundaries by integrating offline core competencies into home shopping and online, rather than simple intermediation that connects offline and online. Furthermore, we are strengthening the synergy between distribution channels, and the department wants to create a global success model that will continue to provide customers with wide shopping experiences and value, and lead a new shopping culture.

BUSINESS REVIEW

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.

In 2019, Interior Furniture Department will provide best product and services to deliver customer satisfaction and stay ahead of global competitors.

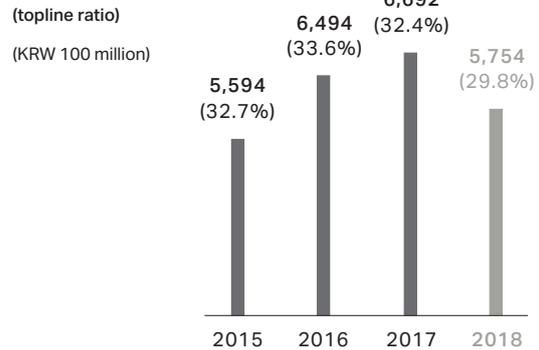
Online Business

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. In 2017 and 2018, the department achieved 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. In 2019, the department will provide consumer experiences and services that are optimized for interior shopping through various curation contents and video shopping functions. Through the various furniture / household goods and space package products that implement home IOT, we are going to enhance product competitiveness and maintain our first place in the specialized interiors mall category.

We will achieve results in 2019 through products, contents, services and various initiatives optimized

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

2018 SALES



for the online business, and strive to be the best in the world in customer impressions.

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(2016) and Yongsan I-PARK Mall(2018).

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



EURO 501 COTTON GRAY

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. Yongsan I-Park Mall (opened in February 2018) is a 'design park' that offers furniture and household goods as well as home remodeling related interior packages through the first large shopping mall, providing interiors solutions that enhance the lifestyle and satisfaction of our customers, and offer packaged space solutions.

The direct store business has made products that can be sold 10,000 sets online and offline, and has continued to enhance its competitiveness in stores through improving exhibitions and marketing activities. In 2019, we aim to continue to grow by enhancing salespeople's expertise 'in designing customer life by providing service and package space solutions that impress them'.

INT Agency Store

Hanssem Interior runs around 100 franchise-type retail stores to target metropolitan and regional business districts in Korea. In addition, we have expanded the number of large flagship stores to three since 2016, thanks to the support of our agencies. Through this, we will overcome the limits of existing exhibition space and provide more products and space to our customers. Moreover, we will provide sales opportunities in large showrooms to our agencies, thereby achieving mutual growth. In 2019, we will reinforce our space package sales service by cultivating experts in each product and space in the store. We will create store-based competitiveness and sales competitiveness that are superior to other brands in the market, and create results based on customer satisfaction.

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.

In 2018, the department increased customer satisfaction by differentiating products and construction quality services even in the order quantity increased by 30% from the previous year. In addition, we completed the Hanssem-Inside project site from the design of the apartment complex to the construction and interior full package construction from the start to the completion. It was the year that created the basis for expanding the Hanssem-Inside business.

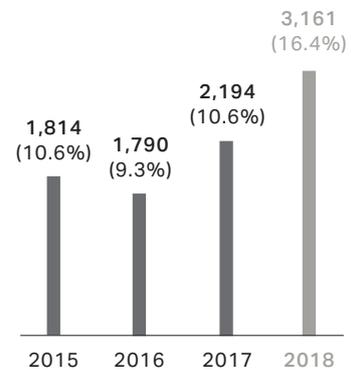
In 2019, it is expected that the overall market will shrink due to the reduction in sales volume and the

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

2018 SALES

(topline ratio)

(KRW 100 million)



housing market policies during the past three years. The department will expand the market to small-sized housing market, quasi-residential market such as hotels and resorts, and add construction materials. Moreover, Hanssem-Inside will actively enlarge its business and become the market leader in the premium 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 2018, we completed process of logistics, installation and quality. In 2019, "Hanssem-Inside" will 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 subcontractors and employing skilled managers to oversee installation operations.

Third, we will provide new Hanssem values to our customers through product line-ups that can respond to rapid change in the housing market policy and regulatory environment, and we will secure stable growth over the long term by leading the market trends.

Lastly, in the B2B construction materials market, we will

get market share through construction material package products such as bath, window frames and flooring in synergy with existing products. And furthermore, we make the department professional total interior organization by expanding interior packages to quasi-residential facilities such as hotels and resorts.

The Construction Project Sales Department has gained customer trust in the market through continuous differentiation of quality service. The department will lead the market through new values without complying with existing market order. Hanssem-Inside will be the future for us.



Company Overview

Hanssem has been leading the change of the residential environment in Korea for the past 49 years. It is a total home interior company providing furniture, devices, accessories, lighting, fabric, and construction materials to all the houses such as kitchens, bedrooms, living rooms and bathrooms.

Hanssem, which started as a kitchen furniture company in 1970, became a leading company in domestic market by introducing a new modern kitchen to our home that was not even familiar with the concept of a standing kitchen.

We first introduced the term 'a system kitchen' and 'an intelligent kitchen' to the kitchen furniture market, which was called just 'a sink'. We have opened a new chapter in kitchen culture by suggesting it as a second living room for all the family.

In 1997, we began supplying interior furniture to bedrooms, living rooms, study rooms, and children's rooms. We have recently expanded our business scope to all areas in the home by expanding bathroom, window, and flooring items to show differentiated business models. In 2017, we opened a direct sales center in Shanghai, and started to market in Northeast Asia in earnest. We are expanding our overseas market through our subsidiaries in the US and Japan.

Recently, we are devoting resources to provide a new concept of residential environment for the family community of the 21st century information society, such as development of eco-friendly new materials, development of children's rooms for dual-income families, and home renovation package business.

Hanssem is leading the industry as the No. 1 company in movable/general furniture-interior market as well as kitchen furniture. We will further strengthen our competitiveness through continuous innovation to achieve our vision of being 'the world's strongest company in the residential environment sector'.

Hanssem's Philosophy

Contributing to human development through improvements of the residential environment

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.



KITCHENBACH7 HAPTIC OAK

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.

Milestones



Busan Flagship Store

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



COMFORT I



Kitchen & Bath Agency Store



SAM

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~

- 2018. 02
Opened Yongsan I-PARK Mall Design Park
- 2018. 02
Official sponsor of 2018 Pyeongchang Winter Olympics, Paralympics - furniture sector
- 2017. 08
Opened 1st Flagship Store in China (Shanghai)
- 2017. 08
Opened Goyang Starfield Design Park
- 2016. 09
Opened Hanam Starfield Design Park
- 2016. 05
Opened the 9th flagship store in Sangbong
- 2016. 03
Opened the 8th flagship store in Suwon'
- 2016. 01
Agreement with Official sponsor of 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 BACH TANGERINE

1980~1989

1984. 11

Awarded Bronze Tower Order of Industrial Medal on the 21st 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 Japaness 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 Matress - 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



CALIA HANSSEM 201



JOY



SAM

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

2018. 11

Global Standard Management Awards
(Corporate Social Responsibility) for 4
consecutive years

2018.10

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

2018. 04

38th place in 'Best Korea Brand' by Interbrand

2018. 03

1st place in K-BPI
- Kitchen for 20 consecutive years,
INT furniture for 9 consecutive years

2018. 02

1st place in NBCI
- INT furniture for 12 consecutive years

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



고객감동경영대상
Customer Satisfaction Management Awards

Ranked first in manufactural
furniture category



Awarded by Korean
Standard Premium Brand
Index in home interior
category

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	Interior furnishings	Beds, dressing tables, wardrobes, dressers, couches, bookcases, desks, tables, chairs, accessories, fabrics, etc.
	Interior renovations	Kitchen furniture and equipment, baths, wooden windows and doors, sashes, flooring, lighting, etc
<hr/>		
DISTRIBUTION CHANNELS	Flagship Store, INT Agency Store, KIT Agency Store, Rehaus Agency Store, Rehaus Contractors, Construction Project Sales, Online Shopping Malls	
<hr/>		
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)

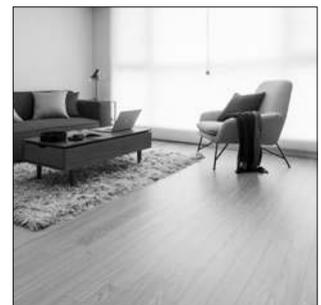
Hanssem suggests a bedroom, not a bed.
We offer a living room rather than a sofa.
And we propose space, not furniture.



07 BATH



04 LIVING ROOM



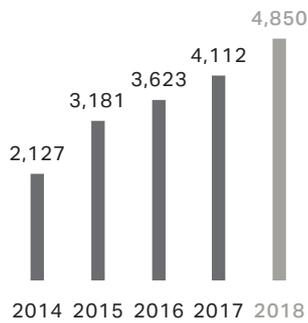
08 FLOORING

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

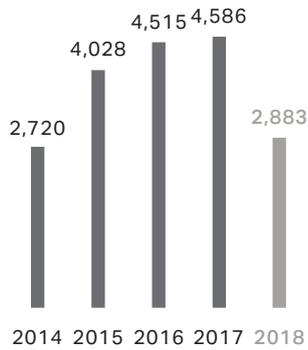
Customers can experience Hanssem's products at large, full-range showrooms, at interior contractors' outlets in their own neighborhoods, and at online shopping malls.

(All monetary units are expressed in hundred million KRW)

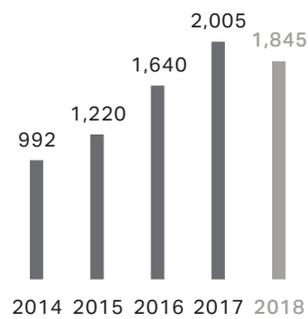
Rehaus



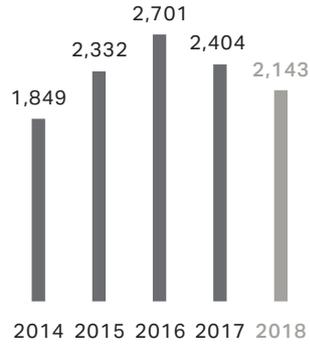
KitchenBah Agency Stores



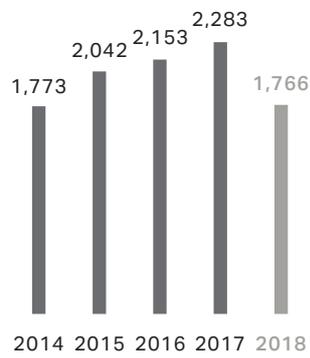
Online Shopping Malls



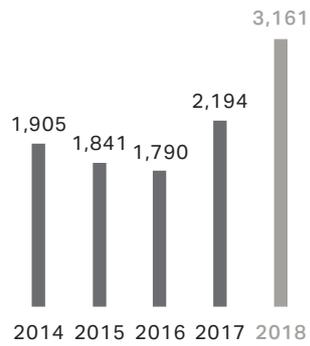
Flag-Shops



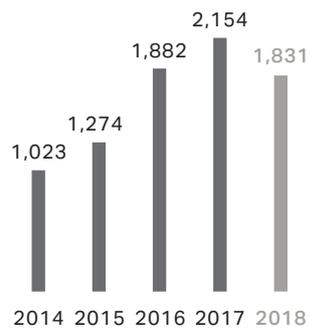
Interior Agency Stores



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 ranked first in KMAC's Korea brand power index (K-BPI) in the kitchen furniture category for 20 straight years and in interior furniture for 9 consecutive years in 2018

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.

- 2018.03 Ranked first in Korea-Brand Power Index (K-BPI) by KMAC in kitchen furnishingcategory (for 20 consecutive years) and in interior furniture for 9 consecutive years in 2018
- 2018.02 Ranked first in NBCI in home furnishing category by Korea Productivity Center (for 12 consecutive years)



**Korea's largest home
interior distribution
company**



Boasting 12 large-scale showrooms(design Park), over 400 agencies, and 3 million visitors to our homepage each month

Hanssem operates 12 large showrooms in Korea such as Bangbae, Nonhyeon, Bundang, Jamsil, Busan, Mokdong, Daegu, Suwon, Sangbong, Yongsan I-PARK Mall, Hanam Starfield and Goyang Starfield with larger than 10,000m², where consumers can shop every related products at once. Our sales network includes roughly 100 Rehaus agency stores, 230 kitchen agency stores, and 100 interior agency stores across the nation. In addition, our online website, 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 3 million visitors on a monthly basis.



USA (1986)



Products installed in the customer's home in Boston, USA

250 New York & New Jersey dealers

JAPAN (1991)



2004 Japan Good Design Award-winning product, Japan-Milan

Osaka

CHINA (1996)



Products installed in high-rise apartment buildings in Qumarleb, Beijing

Shanghai, Beijing

We are exploring overseas markets in China, the United States, and Japan.

Hanssem is actively driving forward overseas subsidiaries for expansion into the global market such as China, US and Japan through its unique brand.



In China, we opened a direct sales store of 13,223m² size in Shanghai which provides the customized space solution. The US corporation has a 10% annual profit margin with a reasonable margin structure. It has a cabinet manufacturing plant in New Jersey, and is operating a direct store in Boston. In Japan, where many large corporations have failed their businesses, we have successfully settled in and supplied products to Shiodome, a high-rise apartment complex in Tokyo. In China, which we have been preparing business for a long time, we have been manufacturing kitchen furniture mainly in new apartment buildings with production facilities in Suzhou.

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

Hanssem has been leading various distribution innovations. We were able to provide one-stop home interior shopping place through large flagship stores, 400 agency networks and 2,000 Rehaus contractors nationwide, and online shopping websites.



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 world's best 'logistics construction competitiveness'

Hanssem has built the world's only '3-day delivery and 1-day installation' system that integrates sales order, manufacture and logistics by constructing information system that manages nationwide distribution networks, partners and on-site workers. We will continue to provide the world's best services to our customers through continuous investments on infrastructure.

BUSINESS REVIEW

Social Contribution

We want to become a company that helps in all areas of our lives.

Under the mission of 'contributing to the development of humanity through the improvement of the residential environment', Hanssem is striving to lead a happy and beautiful life in each of our homes. We will take this as our greatest reward if we can offer a small helping hand wherever our resources are needed and helps bring positive change in our lives.



Support for independence of mother-and-child family

Hanssem is promoting various self-reliance support projects so that mother-and-child families can be fully self-reliant. For example, we provide spaces to stay by improving the environment of mother-and-child's homes and women's facilities. It also supports self-help groups for the emotional stability of mother-and-child families and provides safe housing for them who leave their shelter. In the future, we will continue to provide supports for the self-reliance of the female breadwinner.



Job creation for the disabled

Hanssem operates a job creation store for disabled people in Ansan, Gyeonggi-do. We hire people with disabilities as salespeople, and the proceeds are used for creating jobs for other people with disabilities. We also signed a labor contract with 32 players of Gyeonggi Provincial Sports Association to help the athletes concentrate on training. Hanssem focuses on providing disabled people with the opportunity to work as a member of society.



Making happy homes

Hanssem continues activities for the happiness of each family. Hanssem is improving the residential environment of low-income families through the KBS TV program called 'Accompany'. In addition, we have been continuing parent education in connection with the Gyeonggi Provincial Children's Museum. Since 2014, more than 7,000 parents have participated in the effort to make a happy family.



Employee volunteer activities

Hanssem has a variety of activities to help its employees share their experiences. New employees volunteer during the introductory training so that they can experience the value of the company's core value of coexistence. In addition, our employees participate in volunteer activities in the residential environment, welfare centers, and volunteer activities at the office.



DBREW 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 changes in equity
- 04 Cash Flow statement

Financial Highlights

In 2018, revenues declined by 6% year-on-year to KRW 1.928 trillion, operating profit and income before income taxes amounted to KRW 56.0 billion and KRW 124.2 billion, respectively, downed 60% and 10% from the previous year.

The financial structure is still healthy. The current ratio and debt ratio, which represent financial stability, are 146% and 63%, respectively, and total borrowings and bonds payable to total assets is 11.1%.

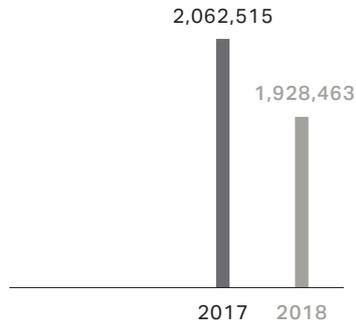
In 2019, the company will lay the foundations of the Global Top 500 Companies by building a 'customer-driven management system', 'developing new growth engines for the future', and 'strengthening strategic planning functions'.

2-year financial highlights

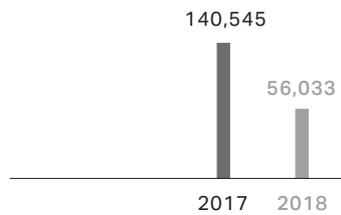
(All monetary units are expressed in million KRW)

Sales

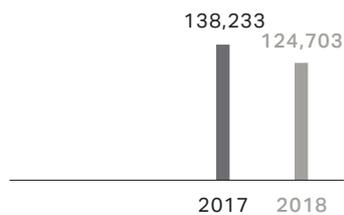
(KRW million)

**Operating profit**

(KRW million)

**Income before income taxes**

(KRW million)



Items	2018	2017
Sales	1,928,463	2,062,515
Gross Profit	511,811	598,319
Operating Profit	56,033	140,545
Income before Income Taxes	124,703	138,233
Net Income	89,957	95,938
Total Assets	940,150	975,706
Total Liabilities	365,683	468,090
Total Shareholders' Equity	574,467	507,616
ROA	9.6%	9.8%
ROE	15.6%	18.9%
Total liquidity ratio	146.6%	101.5%
Total liability ratio	63.7%	92.2%
Total borrowings and bonds payable to total assets	11.1%	29.7%
Earnings per share (KRW)	5,103	5,413
Dividends per share (KRW)	1,200	1,200

FINANCIALS

Sales Growth by Departments

Sales of the interior retail business decreased by 14% to reach KRW 575.2 bn. In 2019, 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 Department amounted to KRW 773.4 bn at the end of the fiscal year, a decrease of 11% from KRW 869.8bn in the previous year. Bath sales surged by more than 20% and sales per person of KitchenBach have grown by 9% to secure the leading edge of the premium market despite the recession.

In 2019, the Kitchen Furniture Department will continue to grow steadily through strengthening market entry, fostering systematic salespeople, product innovation and expanding the home remodeling market. We will do our best to increase market share in the home

remodeling market and accelerate the entry into the construction materials market through the operation of 20 premium house showrooms ('Rehaus'), which are home remodeling standard stores. KitchenBach Department will focus on kitchens and bathrooms and will lead the premium market through the KitchenBach brand.

The Construction Project Sales Department recorded sales of KRW 316.1 billion, a 44% year-on-year increase, thanks to stable supply and delivery of products, differentiation of logistics / construction quality, and nationwide occupancy increase.

In The Construction Project Sales Department in 2019, Hanssem-Inside will lead the market by securing differentiated competitiveness through new value.

Other businesses recorded KRW 183.1 billion, with KRW 1,847.9 billion in corporate sales and KRW 1,928.4 billion in consolidated sales.

(*) The below table reflects the effect of consolidation adjustment

(KRW 100 million)

Business Division		2018		2017		Growth rate
		Amount	Ratio	Amount	Ratio	
Domestic	Kitchen Furniture	7,734	40.1%	8,698	42.2%	-11.1%
	Interior Furniture Retail	5,752	29.8%	6,692	32.4%	-14.0%
	Construction Project Sales	3,161	16.4%	2,194	10.6%	44.1%
	Other	1,831	9.5%	2,154	10.4%	-15.0%
	Subtotal	18,479	95.8%	19,738	95.7%	-6.4%
Abroad	China Co.	290	1.5%	436	1.9%	-33.5%
	US Co.	265	1.4%	300	1.5%	-11.7%
	Subtotal	555	2.9%	736	3.3%	-24.6%
Others		250	1.3%	206	1.0%	21.4%
Total Sales		19,284	100.0%	20,625	100.0%	-6.5%

Profitability

(*) The industry average ratio was referenced to the 'Business Management Analysis 2017' published by the Bank of Korea. As of May 3, 2004, the average value of the industry average of wholesale and commodity brokerage was changed from 'furniture and other manufacturing' to 'wholesale and commodity brokerage'.

Items	2018	2017	Industry Average(*)
Gross profit margins	26.5%	29.0%	16.6%
SG&A ratio	23.6%	22.2%	13.8%
Operating profit margin	2.9%	6.8%	2.8%
Net profit margin	4.7%	4.7%	2.4%
ROA	9.6%	9.8%	4.7%
ROE	15.6%	18.9%	11.6%

Stability

& Activity

(*) The industry average ratio was referenced to the 'Business Management Analysis 2017' published by the Bank of Korea. As of May 3, 2004, the average value of the industry average of wholesale and commodity brokerage was changed from 'furniture and other manufacturing' to 'wholesale and commodity brokerage'.

Items	2018	2017	Industry Average(*)
Liquidity ratio	146.6%	101.5%	149.2%
Debt ratio	63.7%	92.2%	123.9%
Total borrowings and bonds payable to total assets	11.1%	29.7%	26.9%
Asset Turnover Ratio	2.1	2.1	2.0

Condensed Financial Statements

(All monetary units are expressed in million KRW)

Items	2018	2017
Sales	1,928,463	2,062,515
COGS	1,416,652	1,464,195
Gross profit	511,811	598,319
SG&A expenses	455,778	457,774
Operating profit	56,033	140,545
Income before income taxes	124,703	138,233
Income taxes	34,746	42,295
Net income	89,957	95,938
EPS	5,103	5,413
Total assets	940,150	975,706
Total liabilities	365,683	468,090
Total shareholders' equity	574,467	507,616

FINANCIALS

Consolidated Statement of Financial Position

Asset

(All monetary units are expressed in million KRW)

		2018	2017
Current assets	Cash and cash equivalents	81,883	75,450
	Trade and other receivables	111,718	132,786
	Other current financial assets	161,024	111,091
	Other current assets	18,395	19,807
	Income Tax Asset	91	215
	Inventories	66,673	73,097
Total current assets		439,784	412,446
Non-current assets	Investments in associates	29,326	28,212
	Tangible assets	259,887	314,725
	Investment in real properties	95,142	92,693
	Intangible assets	21,738	15,785
	Other non-current financial assets	62,239	71,665
	Other non-current assets	21,549	29,103
	Deferred income taxes asset	10,484	9,470
Total non-current assets		500,366	561,655
Total assets		940,150	975,706

Shareholders' equity and liabilities

(All monetary units are expressed in million KRW)

		2018	2017
Current liabilities	Trade accounts and notes payables, and other current liabilities	228,546	246,537
	Short-term borrowings	23,858	107,672
	Income tax liability	16,403	17,932
	Other current liabilities	19,147	17,735
	Current provisions	11,950	16,586
Total current liabilities		299,905	406,461
Non-current liabilities	Other non-current financial liabilities	5,988	5,703
	Long term borrowings	40,000	43,000
	Other non-current liabilities	557	693
	Non-current provisions	279	134
	Net defined benefit liability	18,954	12,098
Total non-current liabilities		65,778	61,628
Total liabilities		365,683	468,090
Equity attributable to owners of parent	Capital stock	23,534	23,534
	Capital surplus	38,097	38,097
	Other elements of capital	-155,116	-155,775
	Retained earnings	667,865	601,661
Equity attributable to owners of parent		574,381	507,517
Equity attributable to non- controlling interests		86	99
Total shareholders' equity		574,467	507,616
Total shareholders' equity and liabilities		940,150	975,706

FINANCIALS

Consolidated Statement of Comprehensive Income

(All monetary units are expressed in million KRW)

	2018	2017
Sales	1,928,463	2,062,514
COGS	1,416,652	1,464,195
Gross profit	511,811	598,319
SG&A expenses	455,778	457,774
Operating Profit	56,033	140,545
Non-operating income (expenses)		
Other gains	80,091	7,138
Other losses	14,076	12,617
Finance income	2,729	4,643
Finance costs	2,723	4,897
Gains on Equity Method	2,648	3,420
Income before income tax	124,703	138,233
Net income	89,957	95,938
Other comprehensive income (expenses)	-1,951	-10,331
Remeasurement of net defined benefit liabilities	-2,613	-1,037
Income(expense) from investments in associates	-425	435
Measured at fair value through other comprehensive income	127	-3,633
Income(expense) from operations in overseas	960	-6,097
Total comprehensive income	88,006	85,606

FINANCIALS

Consolidated Statement of Changes in Equity

(All monetary units are expressed in million KRW)

	Capital	Capital Surplus	Other capital components	Retained earnings	Controlling interest	Noncontrolling interest	Total
Jan 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
Measured at fair value through other comprehensive income	-	-	- 3,633	-	- 3,633	-	- 3,633
Income(expense) from investments in associates	-	-	3,005	- 2,570	435	-	435
Income(expense) from operations in overseas	-	-	- 6,097	-	- 6,097	-	- 6,097
Remeasurement of net defined benefit liabilities	-	-	-	- 1,037	- 1,037	-	- 1,037
Total comprehensive income	-	-	- 6,724	92,344	85,620	- 14	85,606
Capital transaction under common control	-	-	-	-	-	-	-
Annual dividend	-	-	-	- 19,888	- 19,888	-	- 19,888
Acquisition of treasury shares	-	-	- 99,655	-	- 99,655	-	- 99,655
Partial disposal of a subsidiary	-	2	-	-	2	18	20
Total Capital transaction under common control	-	2	- 99,655	- 19,888	- 119,540	18	- 119,523
Dec 31, 2017	23,534	38,097	- 155,775	601,661	507,517	99	507,616
Jan 1, 2018	23,534	38,097	- 155,775	601,661	507,517	99	507,616
Total comprehensive income	-	-	-	-	-	-	-
Net income	-	-	-	89,970	89,970	- 13	89,957
Measured at fair value through other comprehensive income	-	-	127	-	127	-	127
Income(expense) from investments in associates	-	-	- 427	2	- 425	-	- 425
Income(expense) from operations in overseas	-	-	960	-	960	-	960
Remeasurement of net defined benefit liabilities	-	-	-	- 2,613	- 2,613	-	- 2,613
Total comprehensive income	-	-	660	87,360	88,019	- 13	88,006
Total Capital transaction under common control	-	-	-	-	-	-	-
Annual dividend	-	-	-	- 21,155	- 21,155	-	- 21,155
Total Capital transaction under common control	-	-	-	- 21,155	- 21,155	-	- 21,155
Dec 31, 2018	23,534	38,097	- 155,116	667,865	574,381	86	574,467

FINANCIALS

Consolidated Statement of Cash Flow

(All monetary units are expressed in million KRW)

	2018	2017
1. Cash flow from operating activities	63,738	66,217
Cash flow from operating activities	98,914	109,852
Interest received	2,250	2,522
Interest paid	-2,307	-1,517
Dividend received	1,225	1,226
Income tax expense	-36,344	-45,866
2. Cash flow from investing activities	50,118	-154,309
Net increase/decrease of other current financial assets	-47,952	80,334
Disposition of other non-current financial assets	19,934	11,517
Purchase of other non-current financial assets	-10,471	-32,730
Disposition of tangible assets	85,287	1,882
Purchase of tangible assets	-11,939	-116,623
Disposition of intangible assets	-	19
Purchase of intangible assets	-3,148	-5,974
Disposition of real-estate investment	194	-
Purchase of real-estate investment	-1,503	-92,932
Disposition of held-for-sale	20,526	-
Purchase of subsidiaries	-113	-
Receiving government subsidies	100	-
Disposition of other non-current assets	16	199
Purchase of other non-current assets	-813	-
3. Cash flow from financing activities	-107,866	17,234
Net increase/decrease of short term borrowings	-86,837	91,836
Increase of long term borrowings	-	40,000
Increase of other non-current financial liabilities	2,053	12,751
Decrease of other non-current financial liabilities	-1,926	-7,831
Disposition of subsidiary equity	-	20
Dividend payments	-21,155	-19,888
Acquisitions of treasury shares	-	-99,655
4. Net Increase in cash and cash equivalents	5,991	-70,858
5. Cash and cash equivalents at beginning of period	75,450	150,112
6. Effect of exchange rate changes on cash and cash equivalents	442	-3,805
7. Cash and cash equivalents at end of period	81,883	75,450

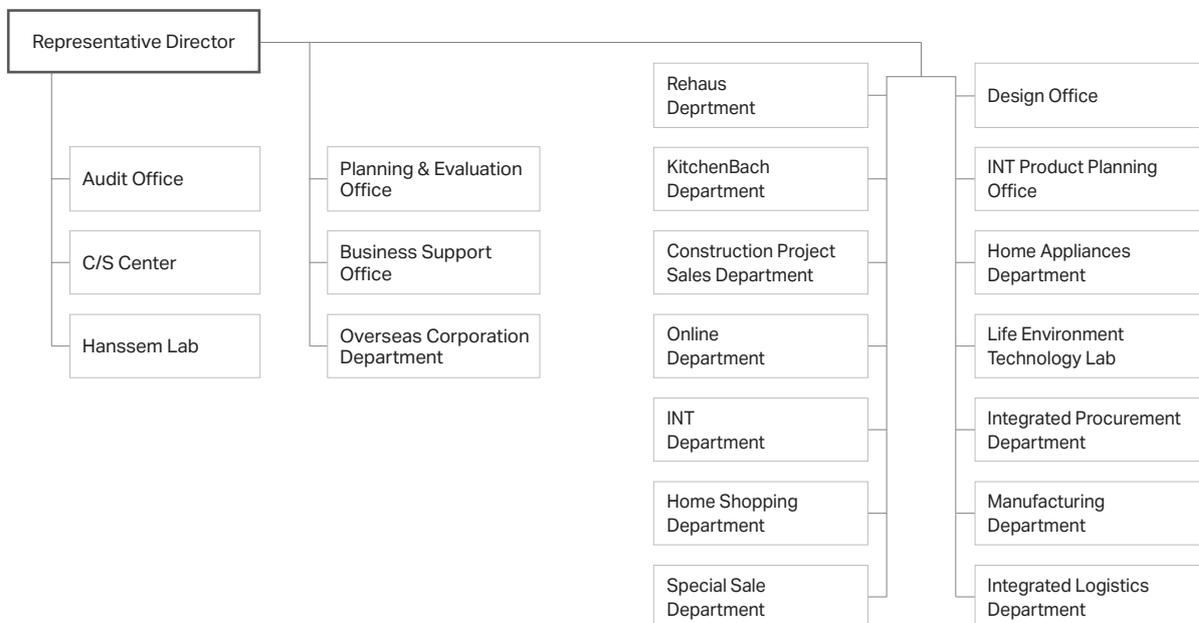
COMPANY OVERVIEW

Management Information

In order to secure competencies at the world-class level, Hanssem has devoted itself to a specialized management team. It is a company with a systematic process and system, which is trusted by customers.

Honorary Chariman	Chang-Gul Cho	Representative director Founded in 1970
Chairman	Yang-Ha Choi	Representative director Joined in 1979
Vice Chairman	Seung-Su Kang	Joined in 1995
President	Yeong-Sik Lee	Joined in 1996
Vice President	Heung-Guk Ahn	Joined in 1990
Outside Directors	Yun-Taek Oh	Appointed as an Outside director in 2011
	Il-Yeong Jeong	Appointed as an Outside director in 2017
Auditor	Chang-Hun Im	Appointed as an Auditor in 2017

Business Structure



COMPANY OVERVIEW

Global Networks

Seoul Office

Hanssem Bldg., 179, Seongam-ro, Mapo-gu, Seoul 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 82-2-740-1100
Fax 82-2-742-2111

Overseas

CHINA

BEIJING HANSSEM INTERIOR CO., LTD.

BEIJING HANSSEM

1705 Jincheng, Jiukeshu, Tongzhou District, Beijing

HANSSEM (SHANGHAI)

HOME FURNISHINGS CO., LTD.
1F L102 and 2F Center88, 88, Changning Rd., Changning District, Shanghai
Tel 86-400-006-3388

HANSSEM (CHINA) INTERIOR CO., LTD.

B2 Bldg. 3, 88, Dongchang Rd., Suzhou Industrial Park

HANSSEM (CHINA) INVESTMENT HOLDING CO., LTD.

B2 Bldg. 3, 88, Dongchang Rd., Suzhou Industrial Park

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 Rd., Waltham, MA 02451
Tel 1-781-487-0101
Fax 1-781-487-0110

NEW JERSEY NEW PLANT

20, Kilmer Rd., Edison NJ 08817

JAPAN

HANSSEM INC.

OSAKA MAIN OFFICE

1F Toei Bldg., 2-2-7, Koraihashi, Chuo-ku, Osaka 541-0043
Tel 81-6-6223-5051~4
Fax 81-6-6223-5066

TOKYO BRANCH OFFICE

11F Raberuti Shinjuku Bldg. 6-28-8, Sinjuku-ku, Tokyo 160-0022
Tel 81-3-5155-2155
Fax 81-3-5155-2669

OSAKA DISTRIBUTION CENTER

7-1-106, Nanko-higashi, Suminoe-ku, Osaka 160-0022
Tel 81-6-4703-1150
Fax 81-6-4703-1151

TOKYO DISTRIBUTION CENTER

Minamigai Tokorozawa-shi, Saitama-ken 350-0011
Tel 81-4-2951-5001
Fax 81-4-2951-5002

Domestic

PLANTS

PLANT 1 (HANSSEM INTERIOR LOGISTICS CENTER)

2127-11, Suin-ro, Siheung-si, Gyeonggi-do
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
Tel 82-31-496-1101
Fax 82-31-498-8078

PLANT 4

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

PLANT 5 (OIDO LOGISTICS CENTER)

22-11, Oido-ro, Siheung-si, Gyeonggi-do
Tel 82-31-412-2420

GUNPO LOGISTICS CENTER

Bldg. E in Korea Integrated Freight Terminal, 82, Beonnyeong-ro, Gunpo-si, Gyeonggi-do
Tel 82-31-460-2269
Fax 82-31-460-2262

REGIONAL OFFICES

BUSAN OFFICE

602 Chongkundang Bldg., 270, Geoje-daero, Yeonje-gu, Busan, 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, 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, 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, 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
Tel 82-33-763-3542
Fax 82-33-763-6677

FLAG SHOPS

NONHYEON FLAG SHOP

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

MOKDONG FLAG SHOP

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

BANGBAE FLAG SHOP

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

SANGBONG FLAG SHOP

131, Sangbong-ro, Jungnang-gu, Seoul
Tel 82-2-6244-5000

YONGSAN I-PARK MALL FLAG SHOP

5F Living Park, 55, Hangangdaero 23-gil, Yongsan-gu, Seoul
Tel 82-2-6373-3500

JAMSIL FLAG SHOP

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

GOYANG STARFIELD SHOWROOM

1955, Goyang-daero, Deogyang-gu, Gyeonggi-do
Tel 82-31-5173-0030

BUNDANG FLAG SHOP

Hanssem Flag Shop, Panteon Bldg., 9-7, Hwangsaero-ro 200beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do
Tel 82-31-719-3100

SUWON GWANGGYO FLAG SHOP

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

HANAM STARFIELD SHOWROOM

750, Misa-daero, Hanam-si, Gyeonggi-do
Tel 82-31-8072-8955

DAEGU BEOMEONG FLAG SHOP

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

BUSAN CENTUM FLAG SHOP

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

COMPANY OVERVIEW

Corporate Information

(As of Dec 31, 2018)

HANSSEM	Hanssem Bldg, 179 Seongam-ro, Mapo-gu, Seoul, Korea (03929) 82-2-6470-3114 company.HANSSEM.com	
	Honorary Chairman	Chang-Gul Cho Chairman Yang-Ha Choi
	No. of Employees	2,939
	Capital	KRW 23.5 billion
	Sales	KRW 1,928.4 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
	Building materials	including bath, windows, floors, and doors
	Equipment	including dishwashers, ovens, and hoods
	household items	Lighting, fabrics, and accessories
Domestic sales/distribution network	Flagship Store	12 large-scale company-run showrooms
	KB Agency Store	230 Kitchen Agency Stores
	Rehaus Agency Store	80 Rehaus Agency Stores
	INT Agency Store	80 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 82-2-6470-3146 FAX 82-507-775-5373 E-mail leejh0045@hanssem.com	



HANSSEM

Hanssem Bldg, 179 Seongam-ro,

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Tel: 82-2-6470-3114 | Fax: 82-2-6470-6990

company.HANSSEM.com