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Hanwha Q CELLS Takes Center Stage in the Global Photovoltaics Industry



Hanwha Q CELLS' belief in the need and the potential of solar PV as a sustainable energy has, for a long time, driven the company to make solar PV technology a part of valuable solutions for the future. To do so, Hanwha Q CELLS established innovation and R&D centers in Germany, Korea, Malaysia and China. And as a result, in 2017, the company has achieved the world's largest solar cell production capacity, strengthening its position as a leader in the global PV industry.

By the end of 2015, Hanwha Q CELLS had built an 8.3 MW solar power plant in Turkey. The following year in 2016, a bigger 10 MW solar power plant was built. These plants helped Hanwha Q CELLS become number one in the Turkish solar market. In March 2017, the company expanded its presence in the country by striking another deal to construct the biggest solar power plant and production facility in Karapinar, 250km south of the Turkish capital.

The new solar power plant in Karapinar is expected to be the 2nd largest in the world and the largest in Turkey. Hanwha Q CELLS plans to construct a plant with a solar ingots and modules production capacity of more than 500 MW within 21 months, and eventually complete the 1 GW solar farm within 36 months' time using products manufactured at the plant.

With this project, Hanwha Q CELLS expects to cement its position as the leader in the Turkish solar market and lay the groundwork to make inroads into the Middle East and neighboring countries.

Hanwha Q CELLS also drew a great amount of attention as a supplier of solar modules to the 60 MW solar power plant, Summit Farms, in North Carolina, USA.

Summit Farms was built in partnership with Boston Medical Center and Post Office Square Redevelopment Corporation (POS) and is currently operated by Massachusetts Institute of Technology (MIT), one of the most prestigious universities in the United States. Summit Farms provides approximately 40 percent of MIT's total electricity – the largest supply from solar power among any university or research institute in the United States.



Expectations are high for the new synergy between Hanwha Q CELLS, the state-of-the-art technology leader that holds the record for the world's highest cell efficiency, and MIT, the world's top engineering institute. It's a partnership that raises hope amidst concerns on climate change and increasing air pollution. The trend to gain independence from fossil fuels and invest in green energy resources is becoming mainstream worldwide. Hanwha Q CELLS is at the forefront of this effort with solar energy. ■

Congratulations!

Hanwha Core Values Ambassadors

Hanwha Core Value of Honor
Osama Ayad, Hanwha E&C BNCP



I started working at Hanwha E&C over two years ago. For me, joining Hanwha was the greatest opportunity of my life since Hanwha was controlling the largest international housing project in the whole middle east. I was very excited when I joined Hanwha as a site engineer in building construction team. My team was responsible for supervising the process of construction for multi-story residential buildings from the foundation to the last floor. At the initial work time, my team and I faced many difficulties because my team was consisted of engineers with different nationalities: Korean, Iraqi and Bangladeshi. We had to first find the common communication language which was English. This effectively improved language proficiency for every member in the team. The second difficulty was to understand and respect every nationality traditions, religions and principles. We overcame it in a record time by the help of Korean managers who supported us and taught us the principles of work. We got a huge amount of work related information that helped us improving our professional skills as well as improving the work quality in site.

We also managed to publish a handbook which was a result of our teamwork. That book contained our work procedure and quality control points, the most common problems in our work, and the best solutions for the most important work related the issues. Besides work, this project was a great opportunity for cultural exchange. We learned many things about Korean traditions, arts and allegory as we shared our traditions and history. Korean managers at Hanwha showed a great deal of respect for our religion and traditions in spite of all the differences. This increased our appreciation and respect for Korean people who are in a permanent try to grow and overcome all the challenges with patient and lot of hard work.

Hanwha managers taught us many lessons about passion and commitment. They sacrificed their freedom and spent a very long time away from their families. In our restricted project, they only thought and followed work in order to ensure that it is done at the highest level of perfection. And according to the

schedule, Hanwha gave an example of commitment. They continued to work in Bismayah new city project even in the worst security condition days Iraq while all other companies managed to leave and shut down all their working sites.

Working with Hanwha was a real life changing opportunity for every one of us on both professional and personal level. In construction site, we learned how to be committed to the schedule and how to ensure that the work is done with best quality and at the specified time. We ran many successful inspections and got through many discussions with Iraqi resident engineers who was representatives of Iraqi government and responsible for the evaluation of our work quality. We managed to overcome thousands of problems that happened in working site by the help and guidance of our managers who were great teachers. Our team was more like a family; together we shared problems and discussed to find the best solutions to meet the schedule and provide the best quality.

Hanwha has really improved our life on a personal level. Now we follow an arranged life based on previous planning. We rarely keep our life for coincidences. We also learned time management skills which helped us to do a lot of things in a very limited time and achieve great accomplishments. Other lessons we learned from Hanwha were modesty and how to respect all people in spite of all the differences. We wear the same uniform as the highest manager in the company. It is a wonderful system that shows every employee is very appreciated and valuable for the company. We learned from Hanwha how to listen to other people opinions and points of view with a great deal of respect. And the most important lesson was that we can achieve anything we want by good planning, lot of hard working, patient and believing in our capabilities to overcome all the life obstacles and difficulties.

At last I want to say that I'm proud of belonging to PC Construction Team, HENC.

Challenge of Excellence

Viktoria Eizenhöfer, Hanwha Europe GmbH



Challenge is a constant companion of our professional and private lives. What would I wear today? Should I quit smoking? How do I react to a behavior of my colleague? How do I write this essay? I joined Hanwha Europe a year ago from April this year, and as I often look back on the past year, I am amazed, time and again, by how many challenges I have been able to overcome since, which knowledge I was able to acquire, and what unforeseen strength I have developed.

It is well worth noting that I have never worked for a Korean company before, and that in itself aroused uncertainties in me. How would people react on me and would I be able to successfully integrate myself into the team? These doubts were not without reasons. I have a bicultural background: My mother is from the Philippines and my father is a German. I grew up in Germany, my name sounds “typically” German, my appearance, in contrast, tells a different story: I often encounter quizzical and dismayed faces. On the streets, I am sometimes mistaken as a tourist and when I allow myself a little joke and tell people, in perfect German, that I was born in Hawaii and life hanging around under the coconut tree had bored me, they would buy it right away. The actual version of my story brings more astonishment. My iridescent cultural costume generated a dichotomy in myself as well. The “Germans” in my view are too ritualized pedantic, whereas the unabashed loose Philippine culture is after all somewhat too careless.

I had been all the more flabbergasted when I was faced with a team at Hanwha Europe that did not throw me into the usual “astonishment” over my name, my looks, my language, and my way of thinking. I was welcomed, heartwarmingly and in a completely neutral manner; I was just a “new employee” who they gladly embraced and whose capabilities they trusted in. I found that most of my colleagues had culturally mixed background. Whether Korean, Chinese, German, South African, Thai, Russian, Slovakian, Hanwha Europe united the various cultures for me, achieves integration and supports personality, not identity.

The constant balancing act is certainly a big challenge for the company, which is influenced by each individual employee. Every day, I face my colleagues with the same open-mindedness that I had been greeted with. Since I got onboard almost a year ago, new employees from a wider cultural circle have made our “potpourri” even more colorful and the “Hanwha Family” more varied. I found the excitement of these newcomers for the exceptional and unbiased welcoming culture from their first day on, as was the case for me. And they, too, face each of their colleagues with the same open and warm attitude ever since, as I do. It is a reciprocal process that each and every one causes and spreads,

and by doing so a climate of “togetherness” created, regardless of the origin of each person.

It is actually very simple. So simple that I am not exasperated by the Germans’ obsession about rules or the Philippine flightiness any longer. Since then, I try not to assess people by a cultural yardstick but by their personalities and abilities, because I, too, wish to be evaluated accordingly and only then can integration be achieved. This is not only peacemaking but allows a barrier-free communication which focuses on the collectively set goal.

I have started my work at the solar division of Hanwha Europe, which makes me very proud in that the division represents an innovative and future-oriented industry. Still, it was often difficult for me to understand the solar industry in all their diverse facets and their important, intergenerational impact. And right at this point did I find out how important this kind of communication is to successfully drive the projects into the future. Through this, I was not only able to optimize the operations within the division but also, through the new knowledge I acquired in the field of renewable energy, an important topic of today, I was able to develop further on a personal level. The in-depth examination on this theme brought my understanding of responsibility to a higher level. Challenge is also shown through questioning or supplementing the concepts I held onto so far. My willingness to constantly widen my knowledge and grow beyond my limits led to an assignment of new tasks from other divisions of Hanwha Europe in just less than a year that I joined the company. I am looking forward to them full of excitement and anticipation.

The fact that Hanwha takes part at the Pyeongchang Olympic Winter Games as its ambassador, in light of my experiences, could not be more fitting. The Olympic Games are not just a competition of diverse people with exceptional abilities. More than anything else, they are a festival for cultures. People from all countries with different individual abilities gather together on this occasion. Each individual carries his or her very individual hopes, challenges, and dreams. While not forgoing these goals, they pursue the superior value of a peaceful and sportive get-together, where people are evaluated neither according to their origin nor their looks or their language, This Olympic spirit is symbolized through the Olympic torch. The torch must not be put out, just like we should not lose track of a single day as we dedicate to the cosmopolitan climate with a collectively defined goal. So sensitive the flame, each individual contributes all the more to the everlasting light. My time at Hanwha Europe has so far proved that it can be indeed successful.

The Olympic Games were held for the first time in 2000 AD in ancient Greece. There were only a few disciplines and athletes were all from the region. Already at the time, athletes pledged themselves to a peaceful festival by adhering to the rules of sports. Today, over two thousand years later, there are far more disciplines and athletes join from all around the world to show their fascinating capabilities and be a part of the biggest and most peaceful celebration of humanity. This success story is unprecedented and I already know who will win the gold medal for the best successor—Korea.

Challenge of Excellence

Wancy Chou and Xie Lingyi, Sino-Korea Life



Third in annual premium among tier 4 insurers, winner of Sino-Korea Life's "Team Enhanced Pioneer" award in 2016, third in sales among same-class foreign-capital insurers based in Ningbo:

These are the series of accomplishments the Ningbo branch of the Sino-Korea Life Co., Ltd. has celebrated in less than 10 months since its launch. What is more astonishing is that the hero of this splendor is the financial planner (FP) team that consists of the youngest members in the entire Zhejiang province, aged 28 in average. A typical Chinese insurance company would consist mainly of FPs aged between 45 and 55 in average. Given this, a team made up of young FPs in their 30s was unprecedented in the region.

"It is extremely difficult to nurture a good young team, Being young means that they are that much energetic and can adapt to steep learning curves, but at the same time it means that they lack information and are likely to fail because they are less stable. Therefore, most of the insurance companies are reluctant to hire young people. Xie Lingyi (head of Ningbo branch) is always willing to take on challenging tasks demonstrating high perseverance."

Senior Manager Junho Jung (Hanwha Life expat) does not spare his compliments for him. Jung says that the success of Xie Lingyi demonstrates a brighter future for Sino-Korea Life. Xie Lingyi aspires to become the head of a tier 3 organization, and then a tier 2. Through his experience of creating the biggest FP team in this special market of Ningbo in Zhejiang province, his ultimate goal is to contribute to the development of the Chinese insurance industry going forward with the support of his team.

Proactive mindset turns Xie Lingyi from sales team lead into branch head

"I admit that FPs aged older are presently playing a pivotal role in China's insurance market. The more aged they are, the more information they have. The young 'new faces,' so to say, may have limited information but they are willing to explore new marketing models and go for bold innovation. Innovation, to my sense, is the driving force behind the development of any trade. Behind the global success of Apple lies the ceaseless effort to pioneer unexplored fields which changed people's consumption pattern, and even their lifestyle."

When Xie Lingyi first joined Sino-Korea Life, he had been the leader of the FP team at the Ningbo branch, and already then, it seems that he had his tactics prepared for creating a young team.

The reality, however, is always harsher than you hope it would be. Young FPs did not have enough data and, once exposed to the tough world of insurance sales, they were easily worn out. To make things worse, boosting sales is never

an easy undertaking, so even for the young FPs who had finally come onboard, it happened quite often that they didn't last and left the company one after another. Xie Lingyi tried many different ways to stop the draining of young talent but was growing anxious as he failed to untie the knot after all. It was then when Jung shared the success stories of young teams at Korean insurance companies, which gave him a lot of insight.

Thoughts determine the behavior. To address the genuine trouble of young FPs who suffered from scarcity of information, Xie Lingyi and his team have decided to carry out a thorough market survey and from that on proactively create database. As part of this initiative, they visited local travel agencies to give lectures on insurance 101 highlighting contingencies and self-rescue measures thereof. Upon finishing the lectures, many employee of the travel agencies bought accident insurance right on the spot.

"Representatives of travel agencies have a higher need for full-coverage accident insurance as they are more likely to be exposed to contingent accidents being more frequently on the road compared to staff employees. We offer our products on a one-on-one basis visiting travel agencies, just like a doctor writing a prescription according to different symptoms. This does not mean that they do not need a critical illness insurance or long-term care insurance. We are just letting them know that, compared to other products, what they need most is accident insurance in realistic terms. As such, we can increase our success ratio by breaking down market demand and taking the pulse in a more accurate manner. Accident insurance premium is relatively low, so 20 policies all together would only make RMB 40 million in total. However, the 20 policies represent 20 customers, so even compared with a singly policy worth 40 thousand RMB, they have far bigger significance: they represent a bigger potential for future growth." Xie Lingyi, together with his team, devised many similar new sales models, along which customer information started to grow exponentially.

To cope with the issue of losing young FPs, Xie Lingyi made the creation of a corporate culture the top priority and focused on strengthening cohesiveness of the organization. Young people have unique personalities and tend to be sportive, so he frequently organized team activities to create a pleasant working environment for them. For instance, we went on a picnic in the suburbs to boost team spirit and vacations were given as a reward to high-performing FPs.

As a result of his multi-faceted efforts, the team recorded highest sales ever, and Xie Lingyi climbed up to the highest position as a leader of an FP team, namely a director. However, he was not complacent. Early last year, the company started to review a plan to establish a new office in the Ningbo region, and he believed that this was an opportunity for him to convert to a back-office management position and grow the size of his team. He reported to the HQ management and volunteered himself to take on the pioneering initiative.

Transferring from an FP manager to a branch leader was easier said than done. Internally, he had to take care of management, training, and operation, while handling outbound tasks like collaborating with diverse stakeholders, such as sister companies and local governments. In the face of the tough reality, he still maintained a proactive mindset to study whatever is unknown to him and keep questioning things that he did not understand, often staying up late into the night without even recognizing how late it already was. Amidst all the frantic efforts, he never let go of a chance to mingle with the executives or representatives of other branches.

There is a Chinese saying that goes, "No matter how skilled a housewife is, she cannot cook rice without the ingredient." Lack of manpower was the biggest hurdle Xie Lingyi faced. There were only three back-office employees to manage the approximately 120 FPs: one general back-office manager, one BDM (business development manager), and Xie Lingyi himself. Even with an all-out effort of these three, Xie Lingyi admitted that it would be impossible to get the work done. Amidst this difficult situation, they found a new way to get things done: Namely to bring out the sense of ownership from the FPs. It was the FP teams themselves who formed a business management committee, organizational

development team, and project implementation team, and back-office staff led front-office personnel (FPs) to execute what was originally the job of the back office, such as organizing and planning activities, trainings and educations, and sales execution, in support of the back office. As the result of the dedications of all employees, last year's premium payment and annualized premium of the Ningbo branch was ranked second of all tier 4 organizations, and Xie Lingyi and his team won the 2016 "Team Enhanced Pioneer" award. This is an achievement they have accomplished only after 10 months since its establishment.

Embracing challenge with radiating youthfulness

"As one sows, so shall he reap." The young team created by Xie Lingyi generated limitless new ideas for the Ningbo branch.

According to a newsletter in the WeChat open account, "Jia Yue Life" of the Jia Yue team, one of the four teams of the Ningbo branch, the members have, accompanied by their children, visited a historical village, an old rural settlement called Ban Pu in Ningbo, where they spent valuable time to experience Chinese traditional culture, trying on traditional costumes and learning the manners of the Han dynasty by making mugwort rice balls and tie-dyed clothes, a traditional handcraft of the old times. In the pictures they posted, one could see the quietness and peacefulness of the old heritages as well as the excitement of the participants. Other newsletters of "Jia Yue Life" tells us about events the team had hosted, product information, industry issues, healthcare tips, educational insights, time spent with customers, and other various activities. According to Xie Lingyi, the WeChat marketing platform is one of the new marketing models he and his young team members have devised. The open account on WeChat is used to communicate with customers, team members sharing insurance information but also useful contents for health, children's education, and other issues that would interest the households. It also improved the image of the branch to form a long-term, effective, and stable relationship with customers. This is the secret behind the long-term success of the branch's sales activities.

"In every undertaking, there are many ups and downs at first. The WeChat open account is like a one-man media, but no one from my team had experience with it, so we had no idea on how to register the account, how to post, how to standardize the format of texts and pictures, and what kind of news our customers wanted. We had to find out and ponder upon every single thing from A to Z on our own." Xie Lingyi admitted that if the team's average age was 10 years older, they would not have been able to work all the way through. It is after all true that one's ability and passion for accepting and learning something new diminishes as they grow older and that in relative terms, younger people have a stronger propensity for accepting challenge, according to Xie Lingyi's explanation.

Your effort never betrays you. On April 1, China Insurance Regulatory Commission (CIRC) carried out a New Deal policy in the insurance market, and thanks to the teams that have explained the new policy to customers in detail and the changes in the company's insurance products well in advance through the WeChat open account, many new and existing customers have voluntarily signed the new insurance policy.

Leading organizational culture: driving the development of Chinese insurance market

Southern Song dynasty wrote in his work 《Zhuzi Quanshu (朱子全書), Xue Wu (學五)》, "The fine words you hear and the good conducts you see from people shall be admired and recorded (見人嘉言善行，則敬慕而記錄之)." The slogan of the "Jia Yue" team, "beautiful and fine speech and behavior, joyful and dynamic life" was conceptualized from this very phrase, expressing the educational significance of good speech and virtuous behavior. The other three teams also present their own slogans in high spirits. The "Jia He" team's slogan is "accept talent with joyous minds and let us all harmonize;" the "Jia Yuan" team's is "praise, encourage, and move ahead diligently;" and lastly, the "Jia Xin" team's is "for the peace and prosperity of the nation, for the joy and harmony of the whole world"—each one of them being full in vigor. Xie Lingyi told us that the

most important aspect of creating an organizational culture is excellent and reliable young teams, and the core values are indispensable in making one.

"Cultural and national differences between Korea and China leads to discrepancies in the insurance market as well, but regardless of regions, core values always speak the same language. The element that is most needed in China's insurance industry is 'Challenge' among the core values of Hanwha Group. If we are successful in setting up a unified value system based on this, we will be able to move towards the same goal by going further together." His words and eyes are full of confidence.

The most economically vibrant city of Zhejiang province, Ningbo, is sometimes dubbed the "little Shanghai." Xie Lingyi says that the persistent expansion in the Ningbo market as a warm-up for making inroads into the Shanghai market, and in this respect, shows deep affection for the Ningbo branch. His next goal is, with the Zhejiang province's largest FP team in this special market of Ningbo as a momentum, to make full use of this team and spearhead the development of the Chinese insurance industry.

Perhaps, as he said, we should always dream big. After all, we never know when it will come true! ■

Explore This Month's News of Hanwha and Its Affiliates, Taking the Initiative in All Corners of the World



China



Hanwha Techwin

Hanwha Techwin Tianjin

On May 13, Hanwha Techwin Tianjin held a sports day event - its biggest since the company was established. Each of the eight sporting events required physical activity and while competitive, they were meant to improve communications and cooperation between the company departments.

Hanwha Techwin Tianjin had hoped the sporting events would foster a positive corporate culture for teamwork, unity and enthusiasm among the employees. They succeeded.



Hanwha TOTAL Petrochemical

Hanwha Total Petrochemical (Shanghai) Co., Ltd.

Hanwha Total Petrochemical Shanghai Strengthened Customer Engagement Through 2017 Chinaplas

On May 16, at the 2017 ChinaPlas in Guangzhou, Hanwha Total Petrochemical Shanghai hosted technical seminars and banquets for customers from China and other Asian countries. This was part of the company's efforts to improve dialogue with their customers. ChinaPlas is one of the world's largest exhibitions on plastics and rubbers.

During the technical seminar, Hanwha Total Petrochemical talked about its composite resins and resin products including high-density polyethylene (HDPE) and linear low-density polyethylene (LLDPE) used for bottle caps, ethylene vinyl acetate (EVA) used for solar cells and coatings.



After the seminar, Hanwha Total Petrochemical employees and their customers shared a banquet together during which the CEO of Hanwha Total Petrochemical Hee Chul Kim said, "We will be consistent in our effort to communicate with our customers and treat them as if they are our closest partners."



Hanwha Q CELLS

Hanwha Q CELLS (Qidong)

Hanwha Q CELLS receives "Terawatt Diamond Award" at the SNEC 2017

From April 19th to the 21st, one of the largest photovoltaic power expos in the world, the SNEC (2017) International Photovoltaic Power Generation Conference & Exhibition was held in Shanghai.

This year's event attracted more than 1800 companies from around the world. As an exhibitor, Hanwha Q CELLS showcased its full suite of PV products that offered a glimpse into the future of PV. Q.POWER, Q.PRIME and Glass to Glass (G2G) are prototypes and they represent Hanwha Q CELLS' breakthrough innovations in cost-efficiency that does not sacrifice high-performance. And the Q.PEAK product series, also on display, successfully leverages the company's

proprietary Q.ANTUM cell technology.

The advanced solar cell technology and high-quality products of Hanwha Q CELLS won high praise and recognition from the participants and the Organizing Committee of SNEC.

The SNEC Committee honored Hanwha Q CELLS with the Terawatt Diamond Award for its 6-Busbar technology that was used to develop Q.POWER and Q.PRIME modules. Only the event's top 10 companies received the award this year. And Hanwha Q CELLS has won this award for the last three years in a row; so it's not only an achievement to be proud of but also a credit to its claim as the No.1 PV company in the world.



Germany

 Hanwha Q CELLS

Hanwha Q CELLS GmbH

Hanwha Q CELLS GmbH Hosted Q.PARTNER Event for Business Partners

On May 2017, Hanwha Q CELLS GmbH treated 61 participants to a three-day Q.PARTNER program for solar installation partner companies. The participants were potential and existing customers from 40 installation partner companies from Germany, Austria and Switzerland who were encouraged to take advantage of the Q.PARTNER partnership to gain access to benefits such as priority service, marketing materials and Q.PARTNER events. The May event featured presentations, workshops, training and tours of the company's global center for technology, innovation and quality.

During the program, the customers were also shown the company's latest innovations in solar products: the Q.PEAK high-performance module series



based on monocrystalline Q.ANTUM technology, the new storage solution Q.HOME+ESS-G1 and the reissued east-west oriented flat roof system Q.FLAT for maximum energy yield with fast mounting capability.

The Q.PARTNER program was only the beginning, Hanwha Q CELLS GmbH plans to offer more education and training opportunities to its partner companies.



United States of America

 Hanwha Advanced Materials

Hanwha Azdel

In 2016, Hanwha Advanced Materials Korea started a foreign training program for new recruits where first-year employees were sent to foreign subsidiaries to receive training for six months.

In May, the program's first graduates successfully completed the training program at Hanwha Azdel and returned to Korea. Prior to their return, they gave presentations on their contributions, experiences, and their learnings from Hanwha Azdel to the Hanwha Azdel CEO and the leadership team.



 Hanwha Advanced Materials

Hanwha Azdel

On May 17, Sun Suk Lee, CEO of Hanwha Advanced Materials, visited Hanwha Azdel. During his visit, Mr. Lee reviewed the company's performance as well as the plan for future growth and opportunities with the leadership team. ■





ENGAGING THE FUTURE

Why Community Involvement is a True Win-Win

Companies that are committed to corporate social responsibility (CSR) are experiencing positive changes in the reactions from consumers. According to a survey conducted by Cone Communications and Echo Research in May 2013, 82 percent of all American consumers said that a company's CSR activities had an impact on their decision to purchase its products and services.

Companies engaged in active CSR initiatives forge close relationships with local residents and secure loyal long-term customers, eventually helping the company's bottom line and generating greater value in a virtuous cycle.

This relationship is changing the face of CSR, and many global companies that had merely sponsored activities in the past are evolving to connect outreach with their strategies and business goals. Let's take a look at some exemplary cases.



Cathay Pacific

Hong Kong-based carrier Cathay Pacific leverages its business capabilities in a program to nurture young talent in regional communities.

Since 2003, the airline has been offering the "I CAN FLY" training program for students from low-income families aspiring to work in the aviation industry. Pilots and employees of the company have volunteered to provide flight, engineering, and service training. Every year, hundreds of graduates come out of the program that nurtures talent and advances the development of the aviation industry in the region while also to solidifying Cathay Pacific's status as Hong Kong's leading airline.



Nescafé

For Nescafé, activities designed to contribute to communities and generate social value have led to higher profits for the company.

The global food company adopted its rural area development program, "Nescafé Plan," in 2010. At the time, small coffee farmers were suffering from a decline in profitability as coffee prices remained low for a sustained period. Nestlé responded by providing farmers with high-quality plants and technical assistance. As a result of higher quality yield, farmers were able to make higher profits, while Nestlé was able to secure reliable supplies of superior coffee. At the end, Nestlé's CSR activity brought about a win-win result for both the community and the company.

Hanwha Forges Friendly Relationships with Communities through CSR Activities

Hanwha is also engaged in diverse social responsibilities designed to leverage their own specialized business capabilities and expertise for the community as a whole.



Hanwha Techwin Europe donates security solution to charity

Hanwha Techwin helped transform England's Blackpool Carers Centre, a previously theft-ridden place, into a vibrant and safe space for young caregivers. The Blackpool Carers Centre had suffered from break-ins due to weak security systems, threatening the safety of its staff. However, its new reliable, cutting-edge security solution has prevented trespassing and created a safe working environment. Hanwha Techwin, together with other security solution providers, donated security equipment to the Centre building that had been under renewal at the time to create a safe environment. This improved the lives of many more the children and young people in need of the Centre's services. Hanwha Techwin's donation benefits not only this one charitable organization but also the wider regional community.



Hanwha Life Vietnam sponsors health insurance cards for the poor

The low-income sector in Nghe An, Vietnam, was not able to enjoy healthcare services due to high burdens of paying for the services. Hanwha Life has been sponsoring those unable to afford health insurance in Nghe An, Vietnam since 2014. The initiative has helped improve the health of local residents and raise quality of life. The people of Nghe An now can afford to look into the future and dream of a better life. Hanwha Life's health insurance cards are empowering the residents of the community to be more independent while living their own lives.



Hanwha supported education and public services in Tanzania, Kenya, and Uganda

Since 2008, Hanwha has been supporting underdeveloped Africa regions to fulfill its social responsibility as a global company. The company conducted provided development support in Tanzania, Kenya, and Uganda to improve quality of life for local residents. In 2011, Hanwha built and donated seven classrooms, administrative offices, and a faculty dormitory for Muyagu Primary School in Uganda, making the dreams of over 500 local students come true.



Hanwha Solar Forests to combat desertification around the world

Hanwha is working to prevent desertification in an entertaining and engaging way. When video game players of Tree Planet, a UNCCD-certified mobile game, plant virtual trees, Hanwha plants real trees. Through Tree Planet, Hanwha planted 230,000 trees in the nature conservation area in Tuijin Nars of Mongolia, creating the first Hanwha Solar Forest in 2012. In September 2013, the second

Solar Forest was planted in the Mu Us Desert of Lingwu City, China. For this project, Hanwha also donated an entire solar photovoltaic plant to grow 200,000 trees in a nursery powered by solar panels. Hanwha introduced its third and fourth Solar Forest at an elementary school in Seoul, South Korea in 2014 and in Inchuan, China in 2015. In 2016, Hanwha added another Solar Forest in Seosan, South Korea. Altogether, 490,000 trees have been planted on 1.16 million square meters to date.



Hanwha donates solar energy facilities to communities

Hanwha supports sustainable energy use in every community by leveraging the expertise it has gained from the vertical integration of our solar businesses. Hanwha's most renowned program is the Happy Sunshine campaign. Through this program, Hanwha donated solar power generation systems to community welfare centers in South Korea. It has installed systems at 146 centers, generating a total of about 1,023 KW of solar energy. Hanwha also operates the Happy Sunshine program overseas, donating solar power generation systems to elementary schools in underprivileged areas in China. It installed 30 KW rooftop photovoltaic equipment in two elementary schools, one in Hubei and one in Qinghai, China.

Besides these initiatives, there are diverse forms of social activities which help forge friendly relationships with local communities and deliver value to society:



Volunteer activities
Regular volunteer activities



Education
Construction and remodeling of schools and libraries, training aids and scholarships, educational programs, etc.



Regular donations
One-on-one employee matching grants, welfare facilities provided by offices



Food aid
Drinking water development, education on hygiene, food and meal aid, etc.



Healthcare

Construction and renovation of hospitals, medical care and medicine support, nutritional support for babies and mothers, etc.



Environmental improvement

Improvement of living environments, e.g. houses, prevention of desertification, preservation of cultural assets



Emergency relief

Providing food and other emergency aid to regions affected by disasters, e.g. typhoon, earthquake, flood, etc.

A company's sincere engagement in socially responsible activities creates a virtuous cycle by benefitting both the company's businesses and the regional community. It leads to positive relationships with the community, improves corporate image, and contributes to higher profits in the long term.

Hanwha will be able to further grow and prosper together with communities around the world by staying committed to sustainable CSR activities that give hope to people for a better life and offer tangible benefits to communities. ■