

INNOCEAN Sustainability Report 2024

INNOCEAN

INNOCEAN goes beyond the realm of advertising agencies to provide creative and innovative brand experiences based on new technologies and data.





About This Report

Report Overview

INNOCEAN is set to release its second Sustainability Report in 2025 to communicate its sustainability efforts and achievements with stakeholders. This report provides an integrated overview of both financial and non-financial performance that have a significant impact on our business operations. By publishing this report on a regular basis, INNOCEAN aims to disclose the activities and performance of sustainable management transparently and enhance stakeholder engagement.

Reporting Period

This report encompasses sustainability activities and performance for the fiscal year 2024 (January 1, 2024 - December 31, 2024). To enhance the timeliness and importance of the information, data from the first half of 2025 has been included for certain activities. Additionally, data from the past three years (2022 - 2024) is presented for areas where trend analysis is essential.

Reporting Scope and Boundary

This report discloses our financial performance and provides information on INNOCEAN's global market presence to stakeholders. The scope of reporting on environmental and social information is limited to domestic operations (not including subsidiaries, etc). We plan to gradually expand this scope in future reports.

Reporting Standards

This report has been prepared in accordance with the GRI (Global Reporting Initiative) Standards 2021. In addition, to address industry-specific material issues, it also references the SASB (Sustainability Accounting Standards Board) standards and aligns with relevant UN SDGs (UN Sustainable Development Goals). The financial information presented in the report follows the K-IFRS (Korean International Financial Reporting Standards).

Independent Assurance

To ensure the reliability and fairness of the content and report preparation process, this report has been independently verified by the KPCQA (Korea Productivity Center Quality Assurance). The certification standard applied was AA1000AS v3. Verification results can be found in the third-party assurance statement on page 107.

Forward-Looking Statements

This report may include forward-looking statements that relate not only to current or historical facts but also to future circumstances. Please note that actual results may differ materially from those expressed or implied. Accordingly, investors are advised not to place undue reliance on them. Unless required by applicable laws or regulations, INNOCEAN assumes no obligation to update any forward-looking statements, due to the occurrence of new information, future events, or other changes in circumstances.

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Interactive PDF Guide

This report has been designed as an interactive PDF to enhance stakeholder convenience. It includes features such as navigation to related pages within the report and direct links to associated web pages.

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Introduction

CEO Message



Dear valued stakeholders,

I am Yongwoo Lee, Global CEO of INNOCEAN.

Despite an unstable and unpredictable global environment, 2024 was a meaningful year in which INNOCEAN reaffirmed its strength and potential as a global marketing communications company.

We won Grand Prix honors at the Cannes Lions International Festival of Creativity and the Clio Awards, two of the world's most prestigious advertising competitions. These, along with multiple accolades at other leading domestic and international awards, further solidified INNOCEAN's creative excellence on the global stage.

In the customer experience (CX) space, we successfully delivered on several challenging global projects, including the 2024 Paris Olympics. We also formed AI alliances with leading tech companies at home and abroad to accelerate our digital transformation.

We also made meaningful progress on the ESG frontline.

In June 2024, we published our first-ever Sustainability Report, transparently disclosing INNOCEAN's ESG data and strengthening communication with stakeholders. We were given an overall A grade by the Korea Institute of Corporate Governance and Sustainability (KCGS), an objective validation of our ESG performance.

We were selected as a Top Job-Creation Company for the second consecutive year by the Ministry of Employment and Labor, and achieved the highest Win-Win Growth Index rating for the fourth consecutive year though our unwavering commitment to win-win growth with partners.

A standout initiative was INNOCEAN's CSR project, Life-saving Bathhouse, which was designed and implemented to generate social value. The campaign earned global acclaim, winning Best of the Best at the Red Dot Award, Silver Pencil at The One Show, and Bronze at the Clio Awards.

Furthermore, we are fulfilling our social responsibility as an industry-leading company. This includes managing carbon emissions across our operations, conducting human rights impact assessments, strengthening data protection initiatives, promoting carbon reduction campaigns, addressing greenwashing risks, supporting diverse social impact programs, and operating a Sustainability Management Committee.

These efforts are more than the sum of their parts. They represent our direction for the future—an investment in INNOCEAN's long-term competitiveness and our unwavering commitment to sustainable growth. INNOCEAN will continue its activities to create sustainable and social value.

This May, INNOCEAN celebrated its 20th anniversary and introduced **BEYOND** as the key theme symbolizing our identity and vision. At INNOCEAN, BEYOND transcends the literal meaning of surpassing and encompasses the creativity, expansiveness, and future-oriented values we pursue.

Beyond Advertising. Beyond Agency. Beyond Ourselves.

INNOCEAN will continue to embrace bold challenges and grow toward a sustainable future. We look forward to your continued interest and support.

Sincerely,

Yongwoo Lee, Global CEO of INNOCEAN

Introduction









Company Overview

About Company

INNOCEAN is a global marketing communication group recognized for delivering differentiated marketing solutions and services to leading brands both in Korea and around the world. The company has earned recognition at top international advertising festivals for its creative excellence and strategic executions. Headquartered in Korea, INNOCEAN operates 32 offices across 23 countries—including the Americas, Europe, Asia, Oceania, and the Middle East. With a team of over 4,100 employees, the company leverages extensive experience and expertise in diverse domains – from managing large-scale events such as the World Cup, mobility shows, IT and consumer electronics exhibitions, and the U.S. Super Bowl. INNOCEAN has demonstrated exceptional capabilities not only in advertising planning and production but also across creative content, digital and AI-powered solutions, and the mobility sector, actively exploring and pioneering new business opportunities.

INNOCEAN is pioneering new realms of experience, forging strong connections between brands and customers.

Company Profile

 <p>Company Name INNOCEAN Co., Ltd.</p>	 <p>CEO Yongwoo Lee</p>	 <p>Establishment Date May 17, 2005</p>	 <p>Headquarter 308 Gangnam-daero, Gangnam-gu, Seoul</p>
 <p>Official Website http://www.innocean.com</p>	 <p>Number of Employees 949 people (Domestic, as of the end of 2024)</p>	 <p>Credit Rating AAA (Nice D&B, 2024)</p>	 <p>Main Business Advertising planning and production, content/digital/media/ related new business, etc.</p>

2024 financial performance
(Based on consolidated financial statements as of the end of 2024)

Sales



KRW 2.1205 trillion

Operating Profit



KRW 155.6 billion

Total Assets



KRW 2.7145 trillion

Introduction

Company Overview

Corporate Philosophy

Mission

The name INNOCEAN—coined from the words Innovation and Ocean—embodies the company’s founding aspiration to rise as a global leader in marketing communications through bold ideas and forward-thinking strategy. As a Brand Experience Solution Company, INNOCEAN is committed to designing differentiated brand experiences powered by top-tier creativity and cutting-edge technology.

VISION

VISION



Brand Experience Solution Company

INNOCEAN designs customer experiences and maximizes brand values at every touchpoint between brands and consumers. Evolving beyond a traditional advertising agency, we strive to become an exceptional BX Solution Company.

IDENTITY



BEYOND

Pursuing creativity, scalability, and future-oriented values, BEYOND represents our core driving force that enables us to push boundaries continually and lead sustainable future growth.

STRATEGY



BEYOND Advertising

Building on our core strength in creativity, we expand beyond advertising into a broader world of content. To communicate more deeply and genuinely connect with consumers, we go beyond simply showing brands, and instead create immersive moments that people can experience, feel, and remember.

BEYOND Agency

Beyond the role of an advertising agency, we act as a strategic partner for our clients in designing their business growth and offering professional solutions. By establishing collaborative networks with AI solution providers, we are reshaping our business ecosystem and moving beyond production-centric models.

BEYOND Ourselves

Embracing the pioneering spirit of the Hyundai Motor Group, INNOCEAN continues to cultivate its unique way of working and corporate culture. We strive to transcend our own limits and build a new future grounded in our internal capabilities.

CODE of CONDUCT



WE CREATE BEYOND THE FAMILIAR.
WE SOLVE BEYOND THE BRIEF.
WE EXPLORE BEYOND THE BOUNDARY.

Introduction

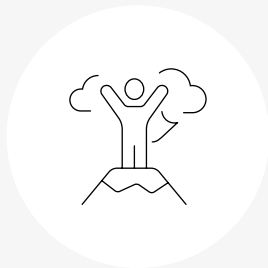
Company Overview

Management Policy and Strategic Tasks

In celebration of its 20th anniversary, INNOCEAN is preparing to take bold steps toward its next stage of growth.

The company has set forth its 2025 management policy and identified three strategic focus areas aimed at enhancing core customer values and strengthening internal capabilities.

Advancing BX Solutions through the Integration of Technology and Creativity



Establish a Foundation for the Next 20 years of Growth

- Expand the scope of creativity (including CX, DX, and non-advertising content)
- Enhance creative production capabilities (leveraging generative AI and partnerships)
- Enhance global creative quality



Optimize Business Structure

- Optimize campaign, CX, and digital business operations
- Optimize company-wide organizational structure
- Optimize company-wide workforce management



Enhance Corporate Culture

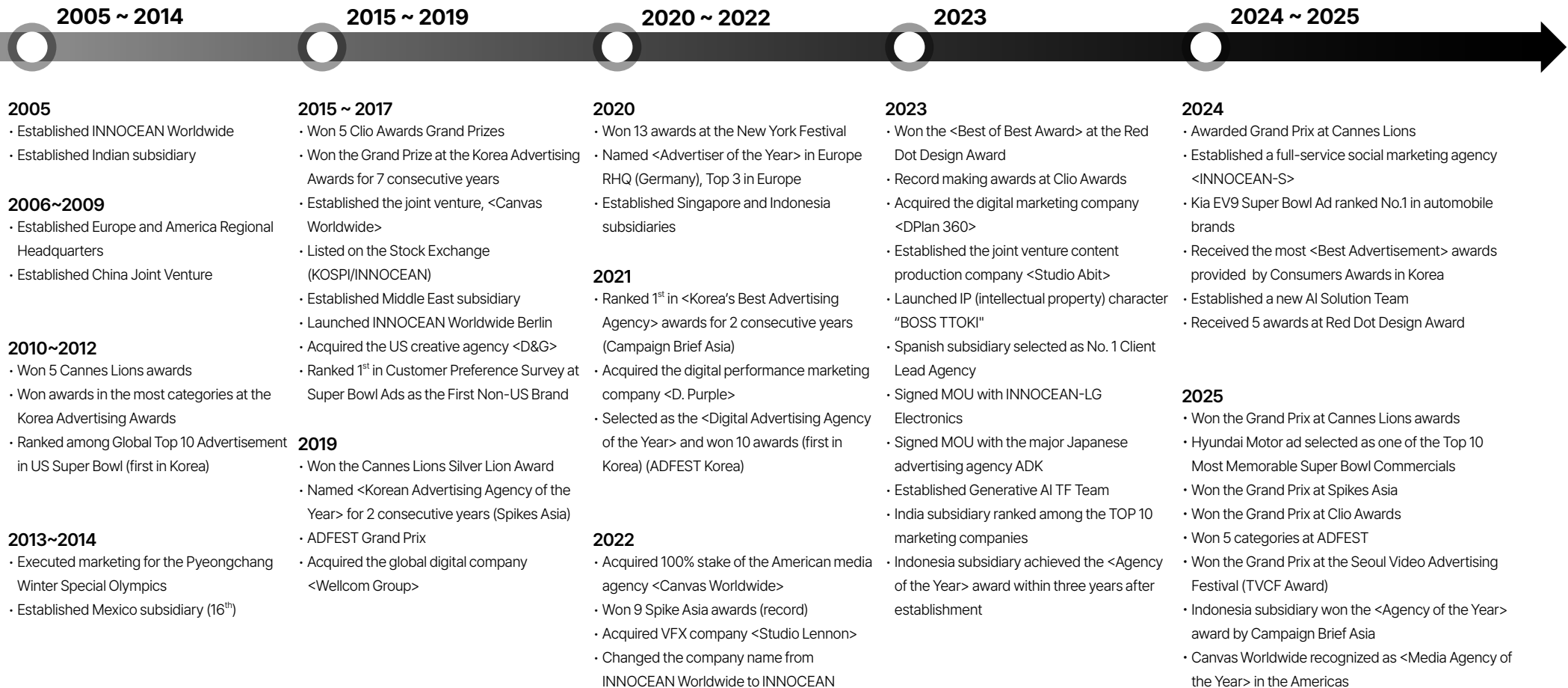
- Improve Work Smart approach
- Build a culture of challenge and innovation
- Strengthen talent development and leadership management

Introduction

Company Overview

Milestones

Since its foundation in 2005, INNOCEAN has grown steadily, evolving into a truly global marketing communications company.



Introduction

Company Overview

Global Network

INNOCEAN is a global brand experience solution company comprising 32 subsidiaries and a network of over 4,100 marketing professionals across 23 major countries, including Korea, the Americas, Europe, China, Asia Pacific, and the India-Middle East region. We are continually strengthening our global competitiveness through this network of creativity and expertise.



INNOCEAN Network	
Countries	23 sites
Global Network	32 subsidiaries
Employees	4,112 persons

Subsidiaries (Domestic/Overseas)

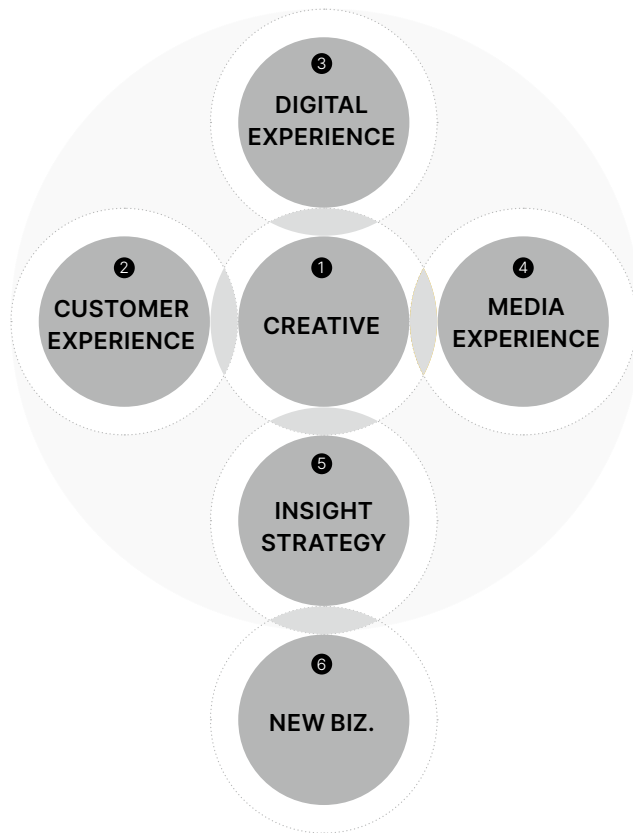


Introduction

Business Portfolio

Business Areas

INNOCEAN is pursuing growth as a brand experience solution company that offers creative and innovative brand experiences powered by the latest technology and data, surpassing the boundaries of traditional advertising.



1 CREATIVE



Innovative and experimental creative solutions tailored for clients' requirements
Creative advertising solutions, brand content/entertainment, customer experience/technology integration, etc.

2 CUSTOMER EXPERIENCE



Brand experience marketing solutions for offline where brands and customers meet
Brand launching campaigns, conferences and ceremony pop-ups, sports/expos, space consulting, etc.

3 DIGITAL EXPERIENCE



Integrated solutions of performance, programmatic, platform, and Web 3.0 for customer's digital journey
Data-driven marketing solutions, platform services, new tech, global platform management/analytics, etc.

4 MEDIA EXPERIENCE



One-stop online and offline media solutions for brands
Media strategies and insights, total media solutions, contents for media platforms, outdoor advertising, etc.

5 INSIGHT STRATEGY



Trend insights and strategies for the evolving marketing environment based on advanced data analytics
Trend research, brand consulting, brand experience analysis, social trend insights, etc.

6 NEW BIZ.



Identification of new business opportunities aligned with future growth strategies
Identifying new growth engines such as emerging media technologies and digital infrastructure, exploring global market opportunities, reviewing synergies with affiliated companies, etc.

Introduction

Business Portfolio

Key Clients

Here is a list of clients working with INNOCEAN by sectors. INNOCEAN strives to build long-term partnerships with its clients, from the moment of first projects to their successes.

Automobile/Parts	Heavy Industry/ Chemical/Energy	Finance/Fintech	Service/Retail	Healthcare	Fashion/Beauty/Sports	IT/Telecommunications/ Electronics	Food & Beverage	Others
HYUNDAI KIA GENESIS Bullson Love My Car HYUNDAI MOBIS HANKOOK DN SOLUTIONS	Hanwha KCC KCC E&C KCC GLASS Corporation samyang HYUNDAI ENGINEERING & CONSTRUCTION HYUNDAI ENGINEERING CO., LTD DN AUTOMOTIVE DONGMOON CONSTRUCTION SMGROUP BOSUNG	KYOBO KB 국민은행 Hyundai Card Hyundai Capital 내일의 차이 현대차증권 Hyundai Insurance KB Financial Group	배달의민족 Trip.com KOREAN AIR emart LION INSPIRE DUTY FREE HYUNDAI DEPARTMENT STORE HYUNDAI DEPARTMENT STORE atc CESCO Apartmentary	DONGWHA PHARM SAMJIN 삼진제약 지오영 NEWTREE 뉴트리코어 BORYUNG Denps Grentec	NIKE MUSINSA Samsnite JUNIG SAEM/MOOL GRITEE TaylorMade	SK hynix NAVER Google Google Play kt NEXON KRAFTON NC DEVSISTERS neople RIOT GAMES SAMSUNG com2us	Domino's HITEJINRO Dongwon 동원F&B TOUS les JOURS 랭킹닷컴	보건복지부 World EXPO 2030 BUCAR, KOREA A FOUNDATION 어산재단 megastudy
							랭킹닷컴 TOUS les JOURS Dongwon 동원F&B HITEJINRO Domino's	elihigh NARWAL duolingo

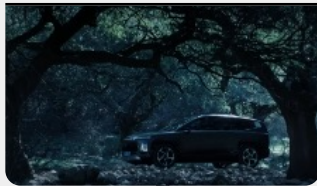
Introduction

Business Portfolio

Key Portfolio

INNOCEAN delivers a wide range of services encompassing brand and customer experiences, including video production, offline advertising, exhibitions/events, entertainment, and media.

Video Production (TVCF / Digital Videos)



Hyundai Motor Company
IONIQ 9



Hyundai Motor Group
Firefighter Recovery Bus Campaign



KCC E&C
Switzen – The Revival of Family Meal



Samyang Corp.
Easy Tomorrow Booster Zero



Megastudy Elihigh
Dream High with Elihigh



Kia
Tasman Global Launching



Trip.com
Now or Now Campaign



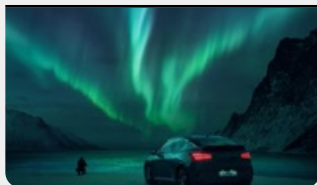
Naver
Naver with Netflix, NaNet



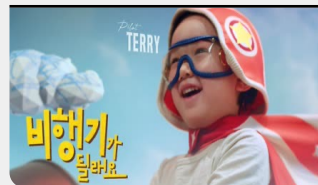
Hanwha
Perovskite tandem: The key to next-gen solar technology



Ministry of Health and Welfare, Korea Health Promotion Institute
If You Need Help to Quit Smoking Campaign



Genesis
GV60 F/L



DongWha Pharm – Fucidin
As you wish. As you apply.



Nexon, Sudden – Attack
I'm Sorry, Mom and Dad.



Emart
Make Emart Goreat Again



SOCAR
Travel is a Fight

Introduction

Business Portfolio

Key Portfolio

Customer Experience Design (Exhibitions, Promotions, Mobility, etc.)



Hyundai Mobis – CES 2024 Pavillion

Showcase of "MOBION" Demonstration Vehicle with "e-Corner System" technology symbolizing new movement



Hyundai Motor Company – 2024 Busan Mobility Show-Automobile Pavillion

Installed an indoor test-driving track for the first time at the Busan Mobility Show, offering visitors a hands-on experience of the Casper Electric's performance



Kia – The New Sportage x Squid Game 2 Collaboration Pop-up

Planned and designed an immersive experience space by utilizing the USP of the Kia Sportage and the IP of Squid Game



Kia – The New Sportage x Squid Game 2

The first Netflix IP collaboration campaign in the APAC region, featuring exclusive vehicle placement in Squid Game



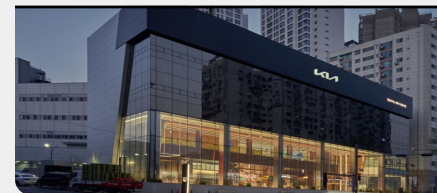
Hyundai Motor Company – WRC Rally Japan Sponsorship Marketing

Leveraging 'Rally Japan', the final round of the WRC where Hyundai Motor Group competed, to market Japanese field



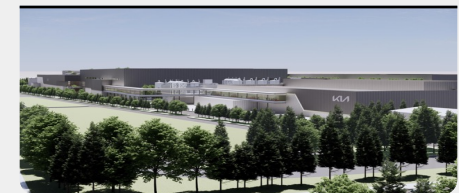
Genesis – Genesis Invitational

Planned and operated the flagship golf tournament hosted by Genesis



Kia – Digital City Store

A future-oriented flagship experience hub based on Kia's S.I, offering a novel digital experience to customers



Kia – PI (Plant Identity) Production Facility

Established a design guideline for production facilities encompassing plant facilities, brand experience space, and signage



Riot Games – 2024 Valorant Champions Seoul

Planned and operated promotional marketing for "VALORANT Champions," a global championship tournament of "VALORANT" (Riot Games)



Hankook Tire – Hankook Tire x HMG DX

A partnership campaign in collaboration with HMG DX featuring the high-performance EV tires of ION brand



SK Energy – Liquor Station Season 3 @Ulsan

A hot place in Ulsan designed with a motif inspired by the CLX plant and local landmarks for "fueling with beer instead of gasoline"



Shinsegae – Shinsegae Square

Overall management of Myeongdong Free Outdoor Advertising Zone, extra-large exterior wall of Shinsegae Department Store Headquarters, and premium DS media business

Introduction

2024 Highlights

Key Business Performance

Throughout 2024, INNOCEAN received numerous honors at leading domestic and international advertising festivals, including the Korea Advertising Awards, The Ad Awards of the Year, Cannes Lions, Clio Awards, and New York Festivals.

Domestic



Hyundai Motor Company

Night Fishing

Cannes Lions: Grand Prix (Entertainment)
Clio Awards: Grand Prix (Branded Entertainment & Content), Bronze
Spikes Asia: Grand Prix (Film)
Korea Advertising Awards: Gold (Branded Contents), 2 Grand Prix
ADFEST: Grand Prix (Brand Experience), Silver, 3 Bronze
The One Show: 2 Bronze Pencils (Innovation Award)



KCC Switzen

The Revival of Family Meal

Korea Advertising Awards: Grand Prix (Online Video), Gold (TV Video Series)



Hanwha Group

Greener Solutions at Sea

Korea Advertising Awards: 2 Gold (Film Craft, TV)



Hyundai Motor Company

Dogbilly

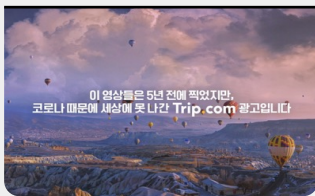
Red Dot Award: Brand & Communication Design (Advertising)
Korea Advertising Awards: Bronze (Social Communication)



Korea Post, Sejong City, Korean Pharmaceutical Association

Mail Old Meds

Spikes Asia: Bronze (Media)
ADFEST: Bronze (Ambient: Small Scale)
Seoul Creative Festival: Silver (Creative Effect), Bronze (Public Service)



Trip.com

Now or Now!

Korea Advertising Awards: Grand Prix (Creative Strategy)



KCC Switzen

The Clash of Civilizations Season 2 : The Birth of New Civilization

Advertising Awards of the Year: Grand Prix (All)
2024 Consumer-Selected Good Advertising Awards: Best Advertisement (TV)
Seoul Creative Festival: Gold (TV)



Hyundai Motor Company

Hyundai Truck & Bus – The Nameless Car
2024 Consumer-Selected Good Advertising Awards: Best Advertisement (TV)
Effie Awards Korea: Gold (Automotive - Mobility)
Seoul Creative Festival: Silver (TV)



SAENGGONG

Wash at 30 - The Coolest Laundry For The Earth

Advertising Awards of the Year: Grand Prix (Online/Mobile)
2024 Consumer-Selected Good Advertising Awards: Best Advertisement (Digital)



Kia

Change the Colors

2024 Consumer-Selected Good Advertising Awards: Grand Prize (Digital)

Introduction

2024 Highlights

Key Business Performance

CX Category



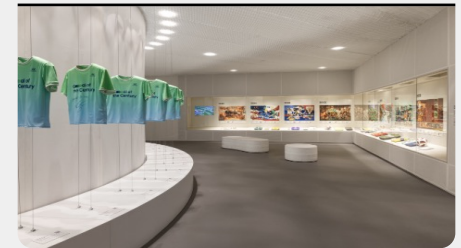
Kia
A Place of Inspiration – Kia Fair Stand CES 2024
Red Dot Design Award: Brand & Communication Design (Film & Animation)



Genesis
Seoul Mobility Show 2023 : Genesis Core Zone
iF Design Award: Winner (Trade Fairs / Exhibitions)
IDEA (International Design Excellence Awards): Featured Finalist (Environment)



Kia
Windows of Inspiration – Kia Exhibition Design
iF Design Award: Winner (Trade Fairs / Exhibitions)



Hyundai Motor Company
FIFA Museum presented by Hyundai
iF Design Award: Winner (Trade Fairs / Exhibitions)



Hyundai Motor Company
The City of Ease – Hyundai Fair Stand CES 2024
Red Dot Design Award: Brand & Communication Design (Fair Stands)



Genesis
GV60 "Sound of Serenity" at Battersea Power Station
Red Dot Design Award: Brand & Communication Design (Spatial Communication)



Kia
EV Unplugged Ground
Red Dot Design Award: Brand & Communication Design (Digital Solutions)
iF Design Award: Winner (User Experience)

Introduction

2024 Highlights

Key Business Performance

Overseas



Dulux Indonesia

Yellow Canteen (INNOCEAN India)

Clio Awards: 2 Silver (Design, OOH)
The One Show: Bronze (Experiential & Immersive: Immersive Spaces)
D&AD: Gold - Yellow Pencil (Spatial Design / Public Spaces),
 2 Silver - Graphite Pencils (Spatial Design / Creative Use of Budget, Impact / Local Solution)
Spikes Asia: Silver (Media), Bronze (Healthcare)
ADFEST: 2 Silver (Health & Well-being, Energy, Sanitation & Sustainable Communities), Bronze (Use of Ambient: Large Scale)
MAD STARS: Gold (Brand Experience & Activation),
 4 Silver (Media, Design, Sectors, Outdoor), Crystal (Use of Direct Marketing)



Reporters Without Borders

The First Speech (INNOCEAN Berlin)

Cannes Lions: Grand Prix (for Good), Gold (Film), Bronze (Film Craft)
Clio Awards: 3 Silver (61 Seconds to Five Minutes, Cinematography, Production Design)
New York Festivals: 2 Gold (Cinematography, Art Direction / Production Design)
LIA (London international Awards): 2 Gold (Production & Post-Production / Cinematography Campaign, TV & Cinema), Silver (Online Film), Bronze (Poster)
The One Show: Silver Pencil (Film & Video: TV, VOD, & Online)
D&AD: Silver - Graphite Pencil (Art Direction / Film), 3 Bronze - Wood Pencils (Film / Cinema Commercials 16 - 180 Seconds, Cinematography / Short Form, Press & Outdoor/ Press Campaigns)



Robert Capa Contemporary Photography Center

Capa vs. War (INNOCEAN Berlin)

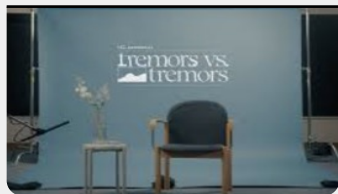
Cannes Lions: 2 Bronze (Print & Publishing, Industry Craft)
New York Festivals: Silver (Print: Craft)
The One Show: Bronze (Out of Home: Craft / Writing)
D&AD: 2 Silver - Graphite Pencils (Writing for Advertising / Outdoor, Press & Outdoor/ Poster Campaigns)



Robert Capa Contemporary Photography Center

Capa by AI (INNOCEAN Berlin)

Clio Awards: Silver (Film)
New York Festivals: Silver (Travel / Leisure)
MAD STARS: Bronze (Information Video Stars),
 2 Crystal (Print Stars, Print Craft (Copywriting))



University College London

Tremors vs. Tremors (INNOCEAN Berlin)

New York Festivals: Bronze (Audio / Radio: Best Use)
The One Show: Bronze (Music & Sound Craft: Experiential Music & Sound)



Australian Marine Conservation Society (AMCS)

Voice of the Sea (INNOCEAN Australia)

Clio Music Awards: Bronze (Social Good)
AdNews Agency of the Year Awards: Winner (Small Budget Media Campaign of the Year)
Australian Recording Industry Association Awards: Winner (Best Use of an Australian Recording in an Advertisement)
Spikes Asia: Bronze (Music)



White Ribbon

The Daily Issue (INNOCEAN Australia)

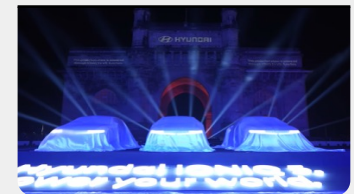
D&AD: Gold - Yellow Pencil (Magazine & Newspaper Design / Special Issues)



Hyundai Motor Company

IONIQ - She's Electric (INNOCEAN Australia)

Clio Awards: Silver (Creative Use of Data)
AdNews Agency of the Year Awards: Winner (Brand Partnership Award)



Hyundai Motor Group

IONIQ 5 -

Electrifying Gateway of India using V2L feature for booking an open announcement event (INNOCEAN India)
Indian Marketing Awards: Gold (Best Use of Experiential Marketing)

Introduction

2024 Highlights

Key ESG Performance

In 2024, INNOCEAN, achieved meaningful results across many areas of ESG by actively engaging in ESG initiatives. Through active employee participation, we promoted action-oriented environmental management focused on carbon neutrality and ecosystem preservation. By linking our CSR efforts with talent donation activities, we sought to convert our professional capabilities into social value. At the same time, we reinforced sustainable governance by embedding ESG perspectives into—management decision-making processes—enhancing both accountability and transparency. Based on this organization-wide effort, INNOCEAN has internalized ESG values and further increased corporate competitiveness toward a sustainable future.

Key Achievements in 2024



ESG Evaluation Rating

Rated overall "A" in the ESG evaluation by the Korea Corporate Governance and Sustainability (KCGS)



Top Job-Creation Company

Selected as a top Job-Creation company for two consecutive years (Organized by the Ministry of Employment and Labor)



ESG Disclosure

Published the first Sustainability Report in 2024



Win-Win Growth Index

Achieved the highest Win-Win Growth Index rating for four consecutive years

Key Achievements by Sector



Environmental

Carbon Neutrality Campaign

- Implemented lights-off and tumbler use in our offices, and conducted paperless campaigns
- Expanded eco-friendly vehicle operations

Biodiversity Initiatives

- Conducted employee volunteer activities to create a wildlife shelter along Jungnangcheon, a habitat for natural monuments and endangered species

Green-Action Week Campaign

- Conducted a participatory campaign for energy conservation (Cool Attire campaign to reduce usage of air conditioning, etc.)

Quantified and Verified GHG emissions Data

- Measured and disclosed GHG (scope 1,2,3) emissions
- Conducted third-party verification of GHG emissions



Social

Social Rebranding Campaign <Life-saving Bathhouse>

- Contributed to community through talent donation for the rebranding of Iljuk Bathhouse in Anseong-si
- Red Dot Design Award, New York Festival, and many other international awards

Enhanced Information Security and Privacy Protection

- Achieved 100% completion rate for information security training
- Established and operated 28 security systems through dedicated investments
- Conducted consulting on privacy protection

Enhanced the Occupational Health and Safety (OHS) Management System

- Organized Joint Labor-Management Safety Declaration Ceremony
- Acquired two major OHS certifications (ISO 45001, KOSHA-MS) for the first time in the domestic advertising industry
- Strengthened safety management at production sites to support partners' OHS efforts

Win-Win Growth and Shared Value Creation

- Provided business, education, and welfare support programs to promote win-win growth with partners
- Supported partners in enhancing their creative capabilities by facilitating participation in overseas exhibitions and international advertising festival
- Provided ESG assessments and consulting for the supply chain
- Recognized as an Excellent Company for Co-Prosperity (received the top rating in the Win-Win Growth Evaluation for four consecutive years)



Governance

Spread Compliance and Ethical Management Culture

- Compliance and ethical management policy
- Promoted compliance and ethical culture
- Established and maintained the compliance and ethical management framework

Strengthened Operation of the Compliance Program

- Declared commitment to fair trade compliance
- Conducted activities to raise awareness of fair trade compliance
- Conducted fair trade compliance training
- Conducted audits and monitoring
- Achieved "AA" rating in 2024 CP assessment, for the first time in the advertising industry

Strengthened Risk Management

- Managed major risks by classifying them into financial and non-financial risks
- Established the risk reporting process

Enhanced Shareholder Value and ESG-based Decision-Making

- Operated the Sustainability Management Committee
- Completed quarterly dividend payments

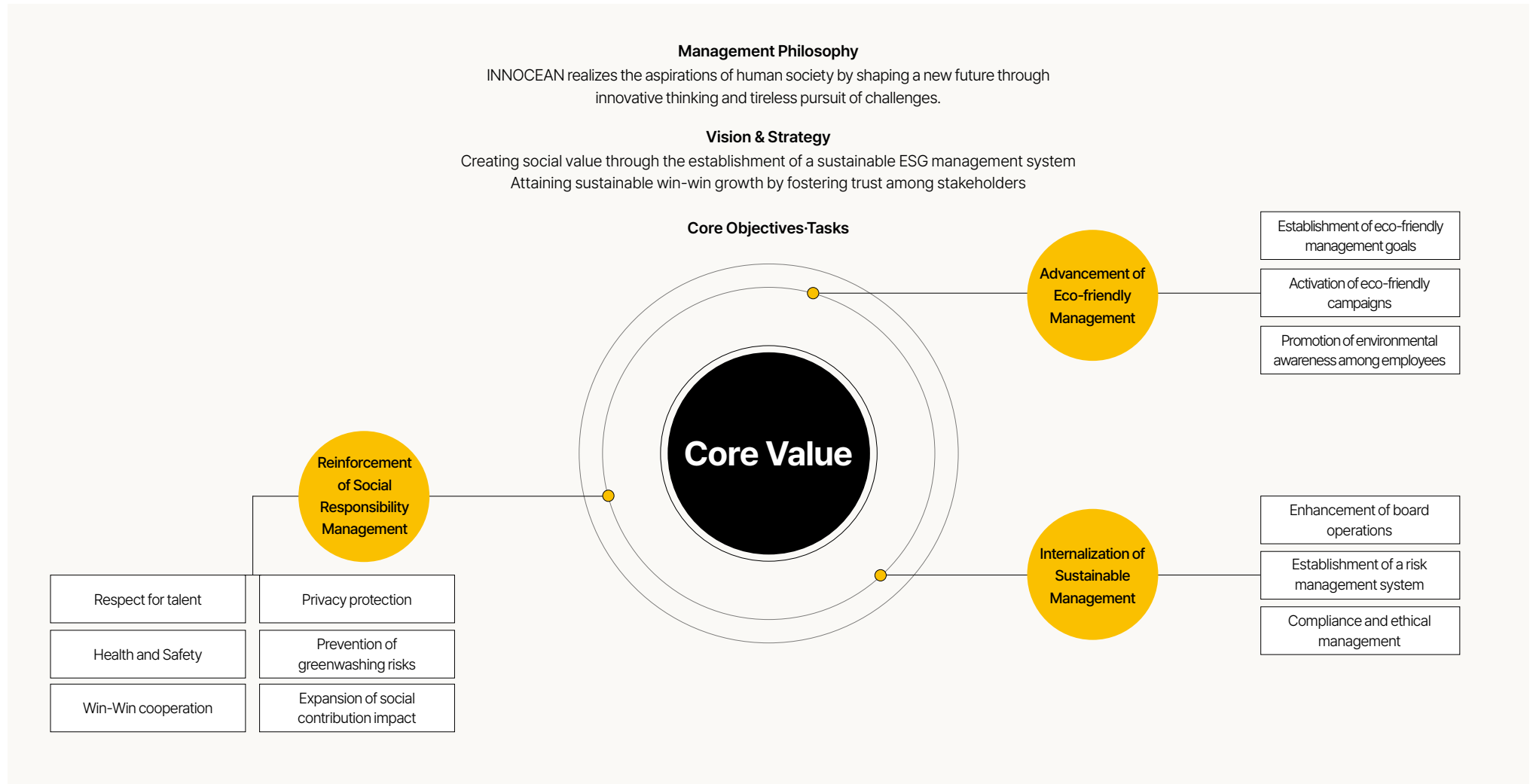
ESG Management

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ESG Management

INNOCEAN ESG Management Framework

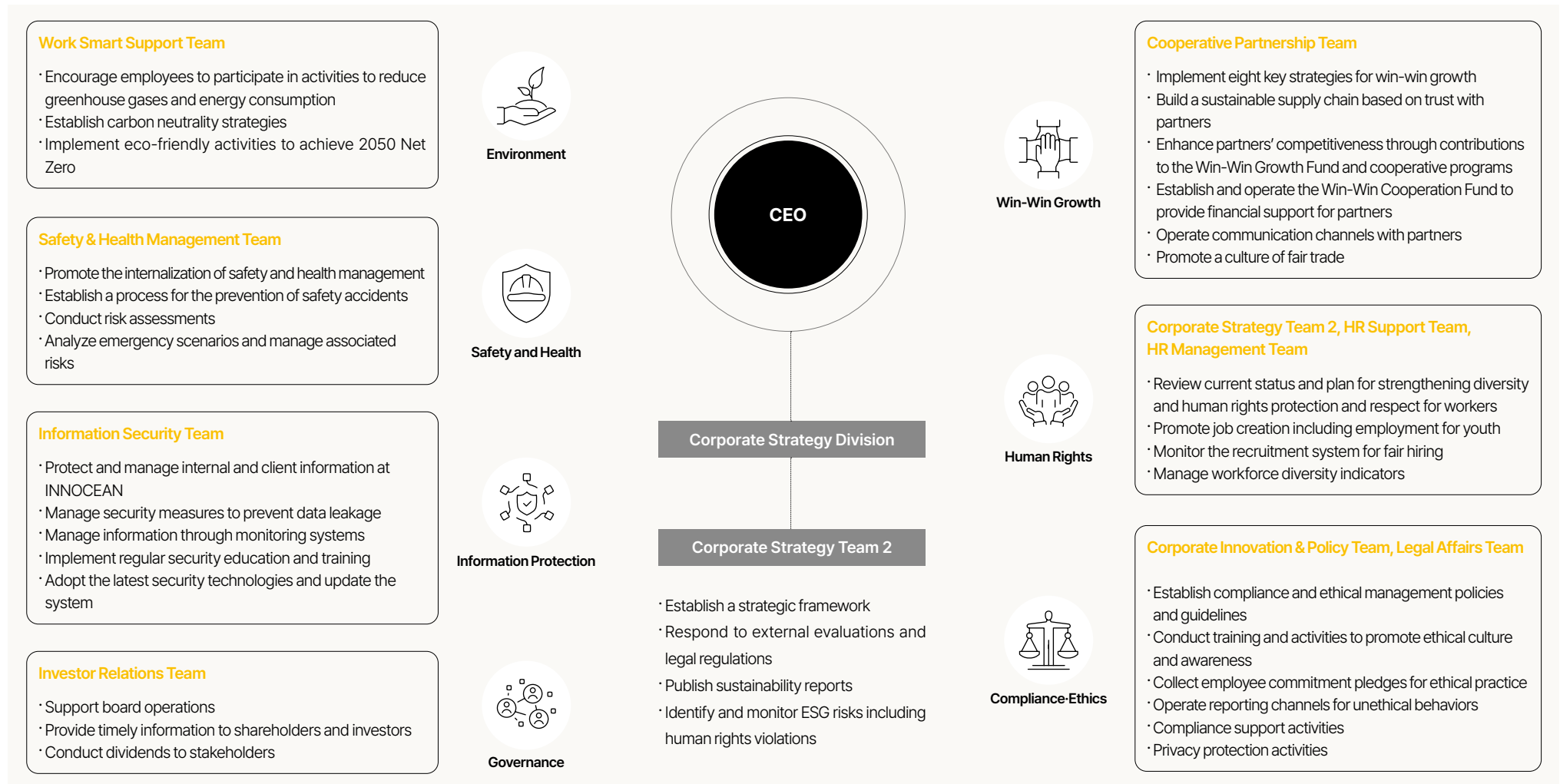
INNOCEAN has established its ESG vision, core objectives, and strategic tasks based on its management philosophy: "To realize the aspirations of human society by shaping a new future through innovative thinking and tireless pursuit of challenges."



ESG Management

INNOCEAN ESG Management Framework

INNOCEAN has established a governance system to fulfill its sustainable management goals. INNOCEAN practices ESG management under the leadership of the CEO, and has established the Corporate Strategy Division - Team 2, along with dedicated departments responsible for key ESG areas such as environment, occupational health and safety, win-win growth, human rights, ethics, privacy protection, and corporate governance to manage ESG activities in a systematic manner.



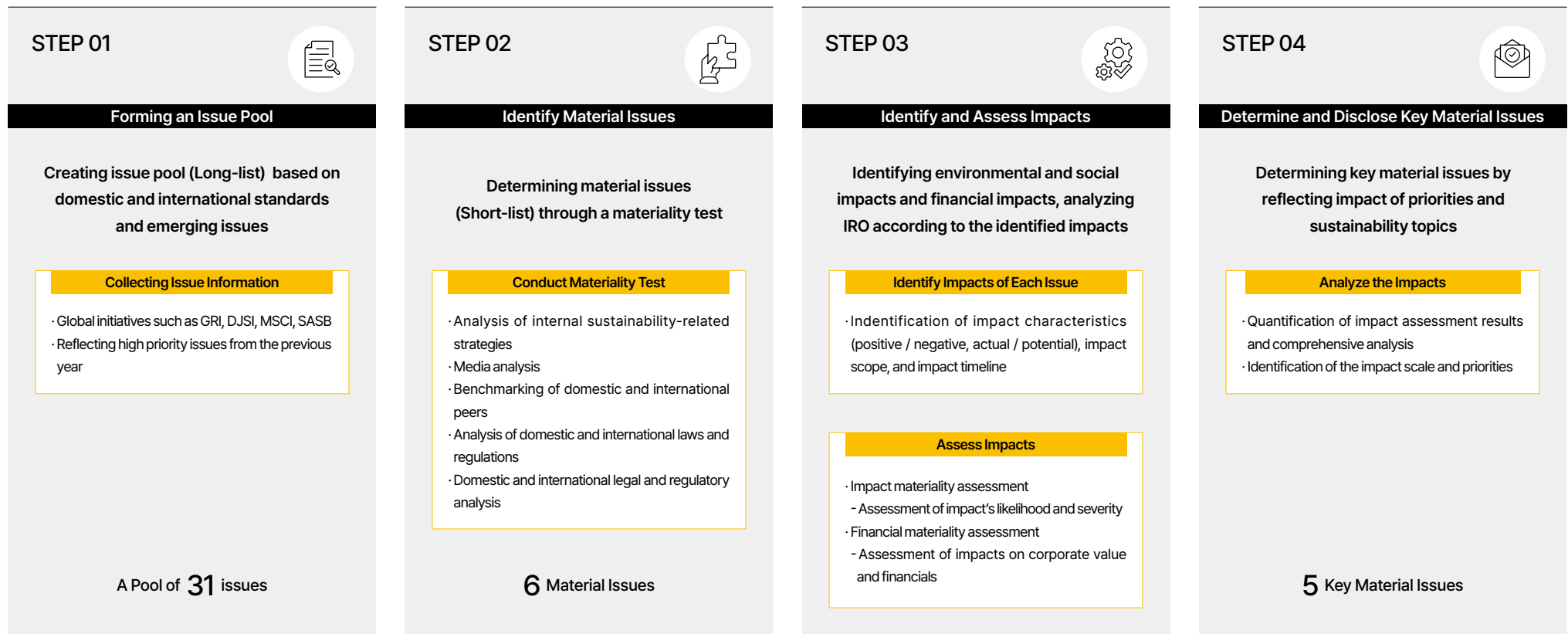
ESG Management

Materiality Assessment

INNOCEAN has conducted a double materiality assessment to identify issues with significant impact on both corporate sustainability and business operations. The double materiality assessment considers two aspects: the impact of corporate activities on the environment and society (Impact Materiality) and the financial impact of external factors on the company (Financial Materiality).

Based on the identified material issues, INNOCEAN analyzed its impact on society, the environment, and stakeholders, as well as the financial risks and opportunities posed by external conditions. Through IRO (Impact, Risk, Opportunity) analysis and strategic issue management involving both internal and external stakeholders, five key material issues were ultimately defined. These issues are integrated into INNOCEAN's risk management processes and disclosed to stakeholders through the Sustainability Report.

Double Materiality Assessment Process



ESG Management

Materiality Assessment

As a result of the materiality assessment, INNOCEAN identified a total of six material issues. Based on the results of the impact assessment by issues, we selected five key material issues with high importance in terms of both environmental and social impacts and financial impacts.

The final key material issues are:

- Information Security and Privacy Protection
- Establishment of an Inclusive Organizational Culture
- Development and Training of Employee Capacity
- Establishment of a Human Rights Management System
- Development of a Climate Change Response System

In addition, reflecting Hyundai Motor Group's overarching ESG priorities, Establishment of Eco-Friendly Workplaces was designated as a strategic issue, with related activities and progress transparently disclosed. INNOCEAN conducts regular materiality assessments to identify sustainability-related risks and opportunities, systematically manages its key material issues, and reports progress and outcomes through its Sustainability Report.

Material Assessment Results

Key Material Issues	
Social	Information Security and Privacy Protection
Social	Establishment of an Inclusive Organizational Culture
Social	Development and Training of Employee Capacity
Social	Establishment of a Human Rights Management System
Environmental	Development of a Climate Change Response System

Strategic Reporting Issues	
Environmental	Establishment of Eco-Friendly Workplaces

Scale of Impact ●●● High ●● Medium ● Low

Issue	Environmental and Social Impact	Impact Materiality				Financial Impact	Financial Materiality			
		Impact Scale	Impact Identification		Impact Scope		Timeline	Impact Scale	Impact Identification	Timeline
Information Security and Privacy Protection	Securing long-term partnerships through client confidentiality protection	●●●	Positive	Actual	Clients (Advertisers)	-	Securing stable revenue sources through enhanced client trust	●●●	Opportunity	Mid-term
	Advertising agencies handle sensitive information such as new product launches, marketing strategies, and unreleased advertising content. A breach of this information can cause significant reputational damage. Under a strict security system, clients can safely share critical marketing information, which positively contributes to maintaining long-term cooperative relationships. Through this, advertising agencies are more likely to establish themselves as trusted partners in the market.						When the company maintains a strong information security system and high levels of data protection, clients can trust the advertising agency and build long-term partnerships. Advertising agencies with robust information security are better positioned to secure opportunities for collaboration with global subsidiaries and public institutions. As a result, long-term profitability can be improved.			
	Improving the digital advertising environment through enhanced security on advertising platforms	●●	Positive	Potential	Clients (Advertisers)	Mid-term	Increased operational costs due to strengthened information security	●●●	Risk	Short-term
	By strengthening information security levels with companies connected to online advertising platforms, advertising agencies can reduce risks such as ad fraud and data hacking. This enables clients to operate campaigns in a secure environment and contributes to creating an ecosystem where consumers trust and engage with advertising content. In the long term, this approach makes the digital advertising ecosystem more robust and helps maintain stable advertising effectiveness.						To maintain robust information security, advertising agencies must continuously invest in building security systems, strengthening network firewalls, and adopting data encryption technologies. Additionally, it is essential to hire cybersecurity experts and conduct internal employee training programs, which leads to increased labor and maintenance costs. The ongoing investment burden for security enhancement raises the operational expenses of advertising agencies and may impact short-term profitability.			
	Industry-wide reputational damage due to leakage of clients' sensitive information	●●●	Negative	Actual	Clients (Advertisers)	-	Decline in brand value and sales due to security incidents	●●●	Risk	Short-term
	If an advertising agency fails to adequately protect key data such as the advertiser's marketing strategy, product launch plans, and campaign proposals, it may weaken market competitiveness. In case of information leakage, the pre-disclosed content may reduce the effectiveness of the campaign and significantly damage trust in the agency. If such incidents recur, information security credibility across the advertising agency industry may decrease, increasing the likelihood that client companies will avoid to collaborate.						If sensitive data of customers and clients is leaked, the advertising agency's brand credibility may suffer significantly. With a damaged reputation in the industry, it becomes difficult to acquire new clients or establish long-term partnerships. As a result, the agency could lose its market position and experience a decline in sales, along with potential financial losses from legal claims and compensation costs depending on the severity of the breach.			
	Expansion of ethical marketing through strengthened information security	●●●	Positive	Actual	Clients (Advertisers)	-	Prevention of legal risks and minimization of financial burden through regulatory compliance	●●●	Opportunity	Mid-term
In the process of reinforcing information security and protection of personal data, advertising agencies can build internal processes to comply with security policies, such as refining security procedures. This helps block external access and prevent data breaches, increases transparency in planning and implementing advertisements as well as preventing illegal data utilization, and ultimately improves industry-wide trust.						Fully complying with privacy protection and information security regulations can prevent cost risks such as fines imposed by regulatory bodies or litigation-related costs. Companies can prevent additional expenditures related to compensation for data breaches and recovery of brand image, thus maintain stable profitability.				

ESG Management

Materiality Assessment

Issue	Environmental and Social Impact	Impact Materiality				Financial Impact	Financial Materiality			
		Impact Scale	Impact Identification		Impact Scope		Timeline	Impact Scale	Impact Identification	Timeline
Establishment of an Inclusive Organizational Culture	Promotion of creative advertising content development through enhanced organizational diversity	●●●	Positive	Potential	Employees, Clients (Advertisers)	Mid-term	Expanding global market competitiveness through an inclusive organizational culture	●●	Opportunity	Mid-term
	By actively recruiting talent with diverse backgrounds and experiences, advertising agencies can develop more creative and distinctive advertising content. Collaboration among team members of different ages, genders, and cultural backgrounds enables the creation of targeted advertisements that understand specific consumer groups and deeply reflect their values and aspirations. This collaborative approach helps move beyond conventional advertising expressions and deliver innovative brand messages with social value, ultimately maximizing advertising effectiveness.						Securing talent from diverse nationalities and cultural backgrounds can strengthen competitiveness in the global advertising market. For example, when conducting global brand campaigns, understanding regional and cultural nuances enables tailored strategies for each local market. Understanding global trends and the status of the industry also provides opportunities to attract international clients and accelerate expansion into new markets.			
	Reduction of internal conflicts and improvement of work efficiency through establishment of an inclusive organizational culture	●●	Positive	Actual	Employees	-	Improvement of productivity through collaboration-centered organizational culture	●●	Opportunity	Mid-term
	An inclusive organizational culture mitigates discrimination and conflict in the workplace and facilitates smooth collaboration among employees. By moving away from hierarchical structures and establishing horizontal communication frameworks where diverse opinions are respected, organizations can enhance teamwork and improve work efficiency. This ultimately to high-quality performance.						An inclusive organizational culture fosters a collaborative work environment and enables smooth implementation of projects. Leveraging the collective intelligence of members enables balanced decision-making, and helps identify potential risks of projects in advance. In addition, employees can utilize their expertise and strengths during project processes, leading to increased productivity.			
	Deteriorating work environment and increased job insecurity due to work-life balance challenges	●●	Negative	Actual	Employees	-	Increase of the productivity with increased job satisfaction among employees	●●●	Opportunity	Short-term
	Despite introducing flexible work arrangements and a culture of open communication, the inherent nature of the advertising industry—characterized by tight deadlines and client-centered structures—continues to impede meaningful work-life balance. The persistence of high-intensity work environments deteriorates workplace conditions, leading to increased physical and psychological fatigue while elevating the risk of safety and health incidents. These factors contribute to rising turnover rates, which subsequently undermines job security and threatens the long-term sustainability of the advertising industry.						When inclusivity and equity are ensured within an organization, employee engagement and job satisfaction improve, which in turn boosts long-term productivity. For example, implementing childcare and family care support programs or flexible work arrangements helps employees achieve work-life balance, which enhances engagement in work. This improves work efficiency while reducing employee turnover, ultimately lowering operating costs associated with recruitment and training.			
	Talent drain and declining industry reputation due to restrictive organizational culture	●●●	Negative	Actual	Employees	-	Increase in recruitment and training costs due to talent drain	●●●	Risk	Short-term
	In cases where the organizational culture is rigid and lacks inclusiveness, young and creative talents may leave for better working environments. Particularly in the advertising and marketing industry, where creative freedom and originality are fundamental to success, a rigid culture may lead to high turnover, weakening a company's talent competitiveness. In the long term, this may have a negative effect on the industry's reputation.						A corporate culture lacking in diversity and inclusion makes it difficult to attract creative and innovative talents while accelerating employee turnover. Younger generations of advertising and design professionals tend to prioritize inclusive work environments, and failure to meet such expectations may result in higher turnover. Consequently, new recruitment and training costs increase, negatively affecting the long-term retention of human resources within the organization.			

ESG Management

Materiality Assessment

Issue	Environmental and Social Impact	Impact Materiality				Financial Impact	Financial Materiality			
		Impact Scale	Impact Identification		Impact Scope		Timeline	Impact Scale	Impact Identification	Timeline
Development and Training of Employee Capacity	Improved work efficiency through enhancement of job expertise	●●●	Positive	Actual	Employees	-	Reduced operating costs through enhanced employee productivity	●●	Opportunity	Mid-term
	As advertising agencies must continuously adapt to the rapidly changing digital environment, ongoing employee development has become essential. Training in areas such as generative AI-based production technology, ad-tech and data analysis, brand strategy, media, and CX (customer experience) design equips employees with professional capabilities that enable more efficient project planning and execution. These enhanced competencies streamline workflows and contribute to high-quality deliverables, thereby increasing client satisfaction.						Well-trained employees demonstrate higher efficiency in advertising planning, marketing strategy, and client management. Shorter project durations reduce operational costs while enabling teams to handle increased workloads, boosting company profitability. These cost savings contribute to long-term operational stability.			
	Weakened industry competitiveness due to insufficient training opportunities	●●	Negative	Potential	Employees, Clients (Advertisers)	Mid-term	Weakened industry competitiveness due to insufficient training	●●	Risk	Mid-term
	As advertising agencies rely heavily on innovative ideas and differentiated creative strategies, ongoing support for training and education is necessary. Without access to training on emerging technologies and consumer trends, advertising professionals cannot maintain the industry's technological capabilities and creative standards. This decline directly undermines competitiveness in the global marketplace.						Without sufficient training, employee competencies in production, media, digital, and CX may decline. This reduces responsiveness to industry trends and technological changes, lowering creative planning and execution quality. Consequently, the agency may fail to offer differentiated outcomes or effective media strategies compared to competitors, resulting in reduced project acquisition and difficulties in attracting new clients.			
	Increased organizational innovation through learning culture	●●	Positive	Actual	Employees	-	Enhanced long-term profitability through top talent attraction	●●	Opportunity	Mid-term
	Active investment in employee development and training promotes knowledge sharing across departments and teams, enhancing organizational synergy. When employees acquire new technologies and ideas, individual creativity flourishes, driving innovation throughout the organization.						Companies offering sufficient training opportunities provide employees with long-term growth opportunities, creating an attractive working environment in the industry. This draws top talent and enhances recruitment competitiveness, strengthening the organization's talent base. Improved workforce stability supports sustainable revenue growth and profitability.			
	Short-term productivity decline due to poor training scheduling	●	Negative	Potential	Employees, Clients (Advertisers)	Short-term	Increased operating costs due to ineffective training programs	●	Risk	Short-term
	Allocating time for training may cause temporary disruptions in client responses or project deadlines for some employees. If mandatory training is conducted right before the deadline of a large-scale project, adjusting task priorities may become difficult, potentially reducing project responsiveness and increasing overtime. This temporarily lowers productivity and strains overall team operations.						Systematic employee training and development programs require additional investment. When organizations focus solely on short-term, formalized training, the time and resources invested often become wasteful expenditures.			

ESG Management

Materiality Assessment

Issue	Environmental and Social Impact	Impact Materiality				Financial Impact	Financial Materiality			
		Impact Scale	Impact Identification		Impact Scope		Timeline	Impact Scale	Impact Identification	Timeline
Establishment of a Human Rights Management System	Promoting ethical advertising through human rights standards for stakeholders	●●●	Positive	Potential	Employees, Partners	Long-term	Increased client acquisition through enhanced ethical corporate image	●●	Opportunity	Long-term
	If an advertising agency establishes a human rights management system, it can create standards that take human rights into account not only in advertising production but also in transactions with collaborators, clients, and partners. This induces an ethical management culture across the advertising industry and helps establish socially-responsible advertising production processes. As a result, the company's social impact is positively assessed, which in turn contributes to the creation of a sustainable industry ecosystem.						Effective human rights management positions companies as socially responsible, attracting ESG-focused clients. This drives new client acquisition, increased revenue, and more long-term advertising contracts.			
	Enhanced advertising quality through strengthened creator rights protection	●●	Positive	Potential	Employees	Mid-term	Reduced legal costs through human rights risk prevention	●●	Opportunity	Mid-term
	A human rights management system guarantees equal opportunities for all employees regardless of gender, age, or disability, fostering creative environments. When individual traits are respected, employees freely share ideas and collaborate, enhancing advertisement innovation and competitiveness. This strengthens the industry's creative core and enables content that resonates with consumers.						Thorough operation of a human rights management system helps prevent legal disputes related to the working environment or regulatory risks by ethical issues. If issues related to legal standards (labor law, anti-discrimination, or compliance with work conditions) arise, the company may incur financial losses due to litigation, fines, or reputational damage. However, compliance with human rights standards can eliminate these costs. In the long run, strengthened legal stability can be expected to reduce the company's financial burdens.			
	Increased employee turnover due to inadequate working condition improvements	●●	Negative	Actual	Employees	-	Increased labor costs due to internal talent turnover	●●	Risk	Short-term
	Without proper human rights management systems, workplace improvements stagnate and employee dissatisfaction accumulates. Persistent long hours, unfair evaluations, and inadequate complaint procedures accelerate talent turnover. Continuous turnover hampers talent acquisition and weakens long-term advertising planning and operational capacity.						An insufficient human rights management system can worsen working conditions and lead to accumulated employee dissatisfaction, increasing the likelihood of talent turnover. Higher turnover rates lead to increased costs for new employment and training, and companies may need to raise salaries or expand additional welfare costs to retain key talents, which can increase labor cost burdens. Legal risks related to legal standards (labor law, anti-discrimination, or compliance with work conditions) may also arise, incurring additional legal costs.			
	Human rights blind spots for outsourced and freelance workers	●	Negative	Potential	Partners	Mid-term	Increased cost of managing human rights risks for outsourced and freelance workers	●	Risk	Mid-term
	Advertising agencies' project-based structure involves frequent collaboration with external outsourced workers. These workers face weaker protection than regular employees, exposing them to labor rights violations and involuntary labor risks. Without stringent human rights management, these structural issues threaten the sustainability of outsourced workers, partners, and the broader industry ecosystem.						According to human rights management policies and principles, advertising agencies must identify human rights risks and implement measures such as human rights impact assessments and improvement activities. Accordingly, operating costs for managing and monitoring human rights risks across the supply chain increases, which can be a financial burden in the short term.			

ESG Management

Materiality Assessment

Issue	Environmental and Social Impact	Impact Materiality					Financial Impact	Financial Materiality		
		Impact Scale	Impact Identification		Impact Scope	Timeline		Impact Scale	Impact Identification	Timeline
Development of a Climate Change Response System	Raising climate change awareness through social contribution activities	●	Positive	Potential	Clients (Consumers)	Mid-term	Increased sales through strengthening of eco-friendly brand image	●	Opportunity	Long-term
	Companies implementing environmental protection initiatives can foster stakeholder environmental awareness and highlight the importance of climate change response. For example, effectively communicating the organization's carbon footprint reduction efforts and eco-friendly consumption encourages proper climate action and demonstrates carbon reduction necessity.						Through climate change-related social contribution activities and promotions, companies can build an eco-friendly brand image and secure a competitive edge in the market. As the number of consumers and investors prioritizing environmental values increases, eco-friendly branding can become a key differentiator that leads to improved investments and sales.			
	Accelerated climate change due to greenhouse gas emissions throughout advertising production and delivery	●	Negative	Potential	Local communities	Long-term	Increase in legal costs due to inaccurate environmental advertising messages	●●	Risk	Short-term
	Greenhouse gas emissions in the advertising industry primarily come from electricity usage, which includes the use of equipment and lighting while filming, outdoor advertising media such as billboards and LED displays, and data centers and cloud services involved in advertising streaming. If the industry continues to grow without taking proactive measures to reduce emissions, it may contribute to the acceleration of climate change.						Regulations against greenwashing, including the use of terms like "eco-friendly," "sustainable," and "carbon neutrality," are being strengthened. If the accuracy of environment-related terms in eco-friendly advertisements is not rigorously reviewed and verified, companies may be exposed to greenwashing risks, leading to reputational damage and financial burden such as legal costs and compensation.			
Establishment of Eco-Friendly Workplaces	Minimizing environmental impact through reduction in resource usage and pollutants management	●	Positive	Actual	Clients (Consumers)	-	Cost burden from initial investment in environmental facilities and impact management	●	Risk	Mid-term
	Active environmental management at business sites and production locations reduces environmental impact. Energy-saving systems, reduced disposable products, and paperless operations contribute to resource circulation and waste reduction. Incorporating eco-friendly props and digital resources in advertising production creates meaningful improvements. These practices enhance the company's responsible brand image by focusing on energy efficiency and waste minimization beyond basic eco-friendly operations.						Introducing waste management systems, water reuse equipment, and pollution reduction devices at business sites requires initial investment costs for design, procurement, and installation. This may increase short-term financial burdens as well as long-term operational costs due to ongoing maintenance, regular inspections, and repairs.			
	Declined consumer trust due to non-compliance with environmental regulations	●	Negative	Potential	Clients (Consumers)	Mid-term	Decreased sales due to declining consumer trust	●●	Risk	Mid-term
	Environmental violations at business operations or headquarters erode investor and consumer trust. Negative reputation spread diminishes brand value, undermines social trust, and weakens the message delivery or societal impact of future advertising campaigns.						Poor environmental risk management, including greenwashing, damages company reputation and hinders new contract acquisition. Companies face crisis management costs for reputation restoration and potential losses from regulatory fines, penalties, and litigation expenses from legal violations.			

ESG Management

Key Material Issues Achievements

The identified material issues through the double materiality assessment were reported to the Board of Directors. INNOCEAN analyzed the significance and impact of each issue and plans to incorporate the findings into future risk management processes. Looking ahead, INNOCEAN will continue to systematically manage potential impacts and opportunities that may affect its business operations.

Area	Issue	INNOCEAN's Response Strategy	Main Achievements				GRI Index	Page	UN SDGs	
Society	Information Security and Privacy Protection	<ul style="list-style-type: none"> Strengthening the information security and privacy protection policies Adopting latest security technologies and updating the system Activities for raising security awareness of members 	Category	Unit	2022	2023	2024	418-1	58-64	
			Completion rate of information security training	%	89.9	99.4	100.0			
	Establishment of an Inclusive Organizational Culture	<ul style="list-style-type: none"> Securing employment diversity and fostering female leadership Operating family-friendly programs Introducing programs to promote diversity and inclusion 	Category	Unit	2022	2023	2024	401-1	48-50	
			Ratio of female employees	%	48.21	49.61	51.00	401-3		
Development and Training of Employee Capacity	<ul style="list-style-type: none"> Fair and transparent employment process Expanding employee training programs and self-development support Strengthening fair performance evaluation and compensation system 	Category	Unit	2022	2023	2024	404-1~3	44-47		
		Training hours per employee	Hour	25.7	41.7	51.3				
Establishment of a Human Rights Management System	<ul style="list-style-type: none"> Human rights impact assessment for risk management Operating a human rights violation reporting system Conducting human rights awareness training for employees 	Category	Unit	2022	2023	2024	405-1	39-43	 	
		Number of human rights violation reports	Case	0	0	0	405-2 406-1			
Environment	Development of a Climate Change Response System	<ul style="list-style-type: none"> GHG emissions and energy reduction target setting Climate-related strategies and climate change risk management 	Category	Unit	2022	2023	2024	302-1	31, 35-36	
			Greenhouse gas emissions	tCO ₂ eq	1,169	1,715	1,844	302-3 305-1~4		
Establishment of Eco-Friendly Workplaces	<ul style="list-style-type: none"> Conducting water and waste reduction campaigns Reviewing plans to maximize recycling Conducting biodiversity conservation activities 	Category	Unit	2022	2023	2024	303-5	32-34, 36-37		
		Waste generation	Ton	28.34	17.30	18.56	304-3 306-3			

ESG Management

Stakeholder Engagement

INNOCEAN categorizes its key stakeholders into six groups: partners, shareholders and investors, clients and consumers, employees, governments and NGOs, and local communities. To ensure effective engagement aligned with the nature of the advertising and marketing industry, we are strengthening two-way communication and collaboration. We also strive to build trust-based relationships through transparent information disclosure.

Partners

Communication Channel

- Fair Trade Partner Portal (WITH-I)
- INNOCEAN website
- INNOCEAN Partners Day
- KakaoTalk win-win growth channel

Response Activities

- Operating win-win growth programs
- Supporting partner companies with their ESG activities
- Operation financial support programs - Win-Win Growth Fund

Shareholders, Investors, Analysts

Communication Channel

- INNOCEAN website
- Shareholders' meeting
- INNOCEAN Analyst Day
- IR website
- Disclosure of financial information
- Corporate NDR

Response Activities

- Holding general shareholders' meetings
- IR meetings with domestic and overseas institutional investors
- Carrying out quarterly earnings announcements
- Disclosing financial performance through fulfillment of public disclosure obligations

Local Communities

Communication Channel

- INNOCEAN website
- INNOCEAN social media
- Social contribution partnerships
- Volunteer activities

Response Activities

- Social contribution programs
- Meetings

Clients-Consumers

Communication Channel

- INNOCEAN website
- INNOCEAN social media
- Press coverage
- Customer satisfaction surveys

Response Activities

- Responding to press queries and distributing press releases
- Engaging with advertising media associations and related organizations
- Distributing INNOCEAN's external publications to relevant institutions and affiliated universities

Governments-NGOs

Communication Channel

- INNOCEAN website
- INNOCEAN social media
- Annual reports
- Sustainability reports

Response Activities

- Monitoring government policies
- Disclosing and announcing key information

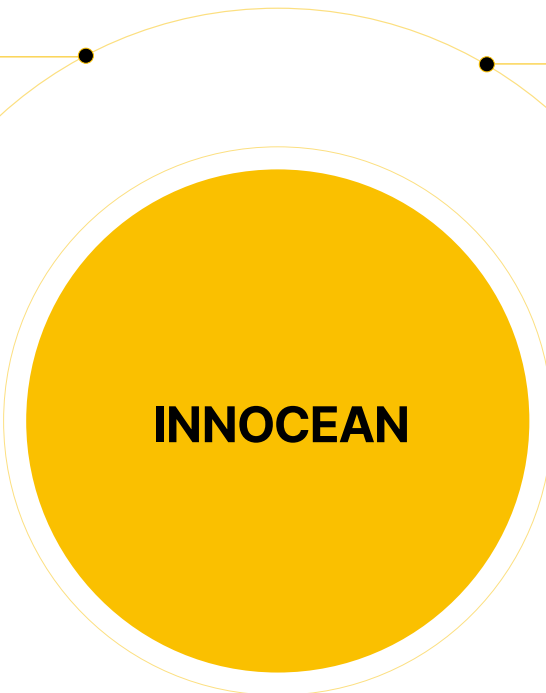
Employees

Communication Channel

- INNOCEAN website
- Labor-Management Council
- Intranet bulletin board
- Reporting channel

Response Activities

- Notifying major internal policies and announcements
- Conducting internal training
- Operating grievance handling system



*INNOCEAN Social Media: Facebook, YouTube, Instagram, etc.

ESG Core Value

Advancement of Eco-friendly Management

ENVIRONMENTAL HIGHLIGHTS

Carbon Neutrality
Establishment of 2050 Carbon Neutrality Target

Protection of Biodiversity
Participation in the Creation of the first Migratory Bird Sanctuary Habitat (First private company)

Establishment of Eco-Friendly Workplaces
Practice of Resource Circulation and Waste Reduction in Workplaces

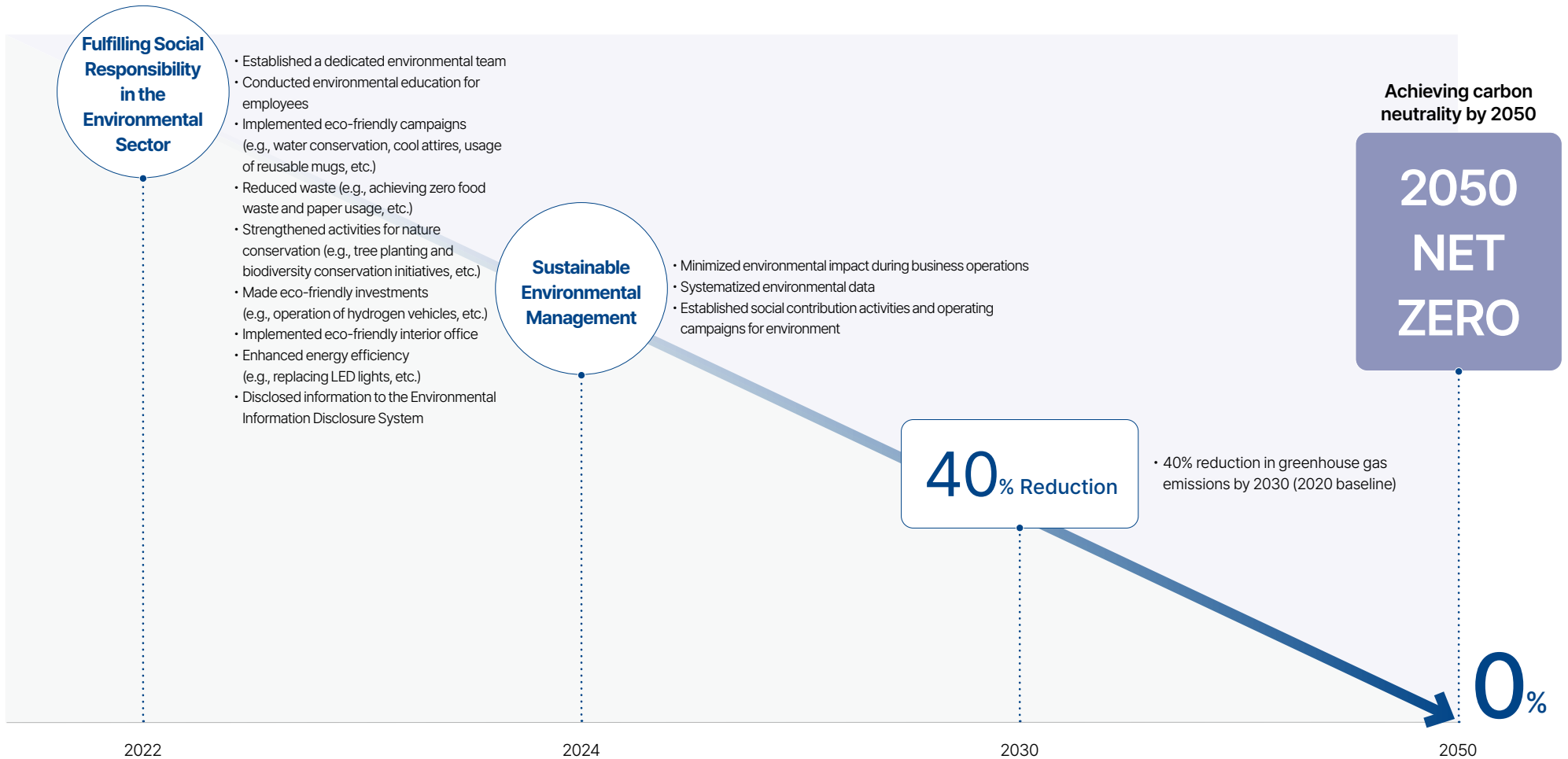
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Advancement of Eco-friendly Management

01 Environmental Management Practices

INNOCEAN's Mid- to Long-Term Environmental Management Roadmap

INNOCEAN has designated carbon neutrality (Net Zero) as a core mission for sustainable business operations and established a systematic environmental management policy and execution system to minimize the environmental impact of its business operations. Based on this, the company has formulated an environmental management policy and is working to achieve specific environmental goals through an eco-friendly management system. INNOCEAN is actively participating in initiatives to reduce greenhouse gas emissions, with the goal of achieving carbon neutrality by 2050.



Advancement of Eco-friendly Management

01 Environmental Management Practices

Environmental Management Policy and Guidelines

[↩ INNOCEAN Environmental Policy](#)

In an effort to minimize environmental impacts across all areas of its business and improve environmental performance, INNOCEAN has established an environmental management guideline and policy, which it discloses transparently to its stakeholders. Our environmental management policy encompasses the fundamental principles and performance management systems for key areas including environmental pollution reduction, energy efficiency, and greenhouse gas management. To implement this policy, we are also promoting a variety of internal campaigns continuously to raise environmental awareness among our employees.

INNOCEAN Environmental Guideline

INNOCEAN acknowledges the current and future significance of the environment in pursuit of economic development and environmental conservation, and actively fulfills its responsibilities as a social and economic stakeholder.

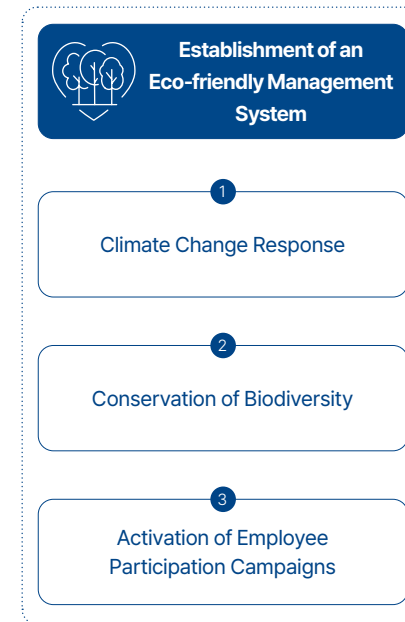


- 01 — Recognize the environment as a critical success factor for the company, creating corporate value and fulfilling social responsibility through proactive environmental management.
- 02 — Establish achievable objectives to combat climate change and assess performance in achieving these targets.
- 03 — Support partners' environmental management initiatives actively and establish the necessary standards to implement the eco-friendly partnership chain policies.
- 04 — Ensure compliance with domestic and international environmental laws and agreements, and create and execute policies essential for advancing environmental management.
- 05 — Formulate policies aimed at protecting biodiversity and preserving the natural environment.
- 06 — Disclose environmental management performance to company members and stakeholders based on reasonable and objective criteria.

Environmental Management Goals

INNOCEAN is committed to reducing the environmental impact of its business operations by setting mid-to-long-term climate response goals and execution strategies, which are being implemented in stages. In 2024, INNOCEAN set "Establishment of an Eco-Friendly Management System" as its core direction and sequentially carried out initiatives such as the timely disclosure of environmental information, systematic management of environmental performance data, and campaigns that encourage voluntary employee participation. In the future, we plan to further strengthen the foundation of sustainable environmental management by building a system that integrates and systematizes environmental data.

Environmental Management Plan in 2024



Advancement of Eco-friendly Management

01 Environmental Management Practices

Environmental Management Implementation Plan

INNOCEAN has established implementation measures based on environmental management guidelines and goals to minimize environmental risks and generate positive environmental performance. In addition to complying with laws and regulations, we monitor and improve our environmental performance continuously, advancing implementation strategies gradually in response to legal revisions, social demands, and changes in the business environment. To improve communication with internal and external stakeholders and enhance transparency in environmental management, INNOCEAN also discloses its environmental information voluntarily through the Environmental Information Disclosure System (www.env-info.kr).

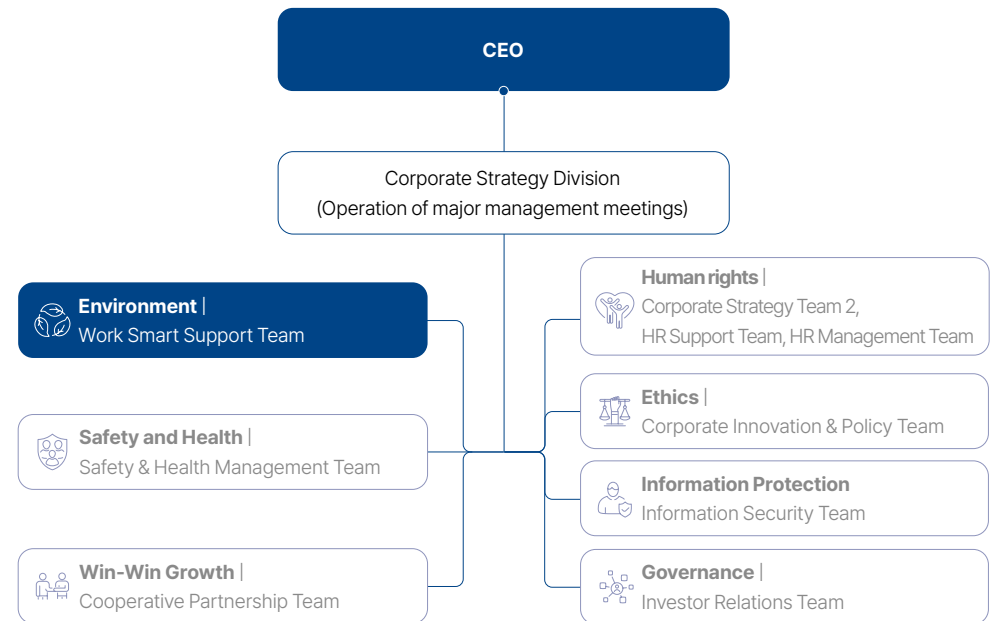
Environmental Management Implementation Process



Environmental Management Organization

INNOCEAN is carrying out a variety of activities centered around its ESG Council to make environmental management practical. The ESG Council addresses environmental issues comprehensively, including the establishment and revision of environmental management policies, review of environmental risks, performance evaluations, and the discussion of response measures. Through this, we aim to have a more effective decision-making framework. Furthermore, the Work Smart Support Team, a dedicated organization specializing in environmental management, handles all environmental-related tasks to strategically respond to environmental management risks and implement systematic management.

INNOCEAN Environmental Management Governance



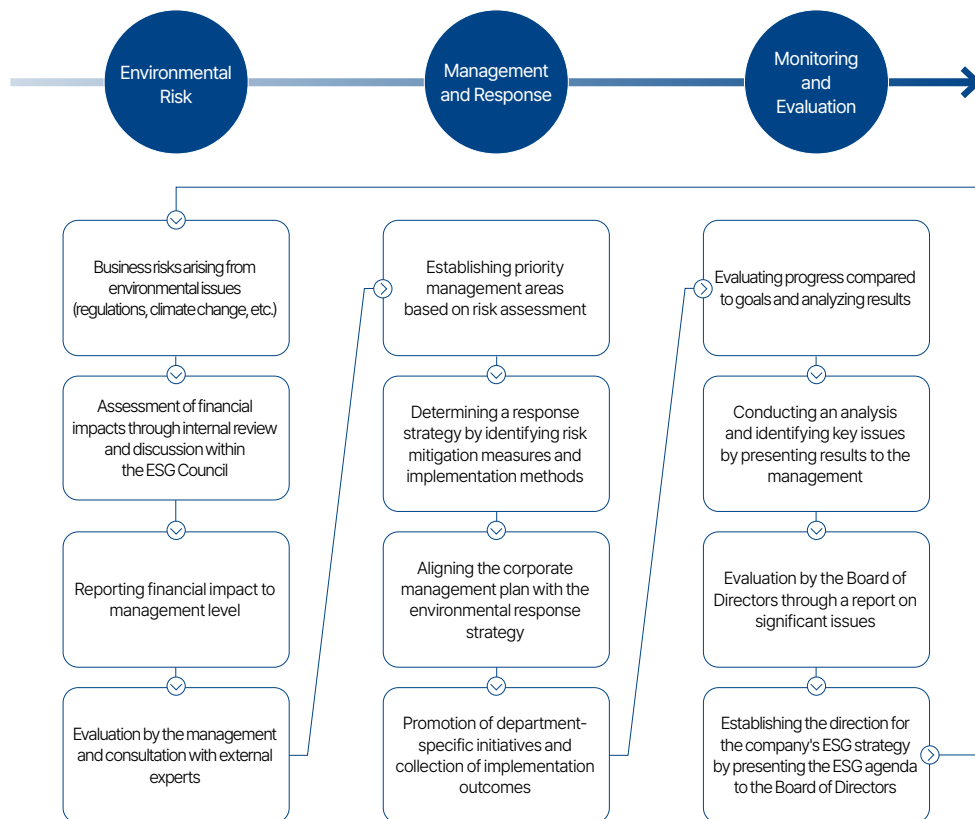
Advancement of Eco-friendly Management

01 Environmental Management Practices

Environmental Risk Management Process

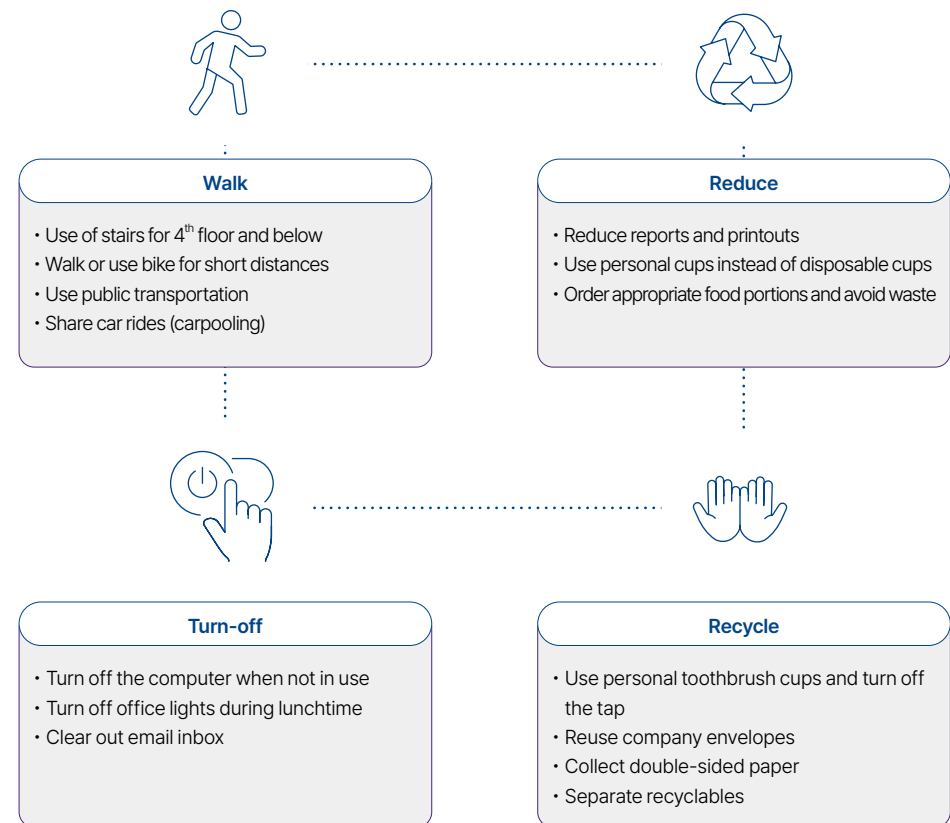
INNOCEAN recognizes the potential impact that environmental risks may have on its overall business operations. We have established a process for monitoring a range of environmental risks regularly, including climate change and violations of environmental regulations, in order to identify and manage risks effectively. INNOCEAN will continue to enhance its decision-making framework and strengthen its risk response capabilities to ensure the effective management of environmental risks.

Environmental Risk Management Process



Green Life Practices

INNOCEAN actively encourages its employees to engage in eco-friendly practices in their daily lives. INNOCEAN promotes green activities that can be implemented in daily work routines, such as “walk, reduce, turn-off, and recycle,” and continues its efforts to reduce energy consumption, waste generation, and water usage.



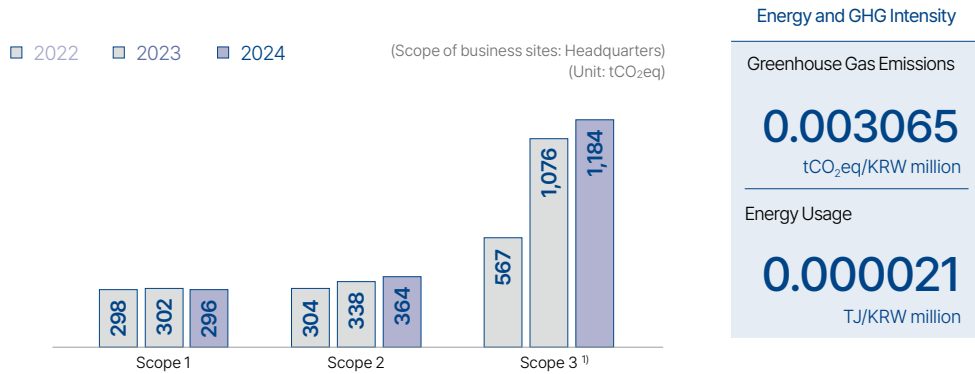
Advancement of Eco-friendly Management

02 Climate Change Response

Greenhouse Gas Emissions Management

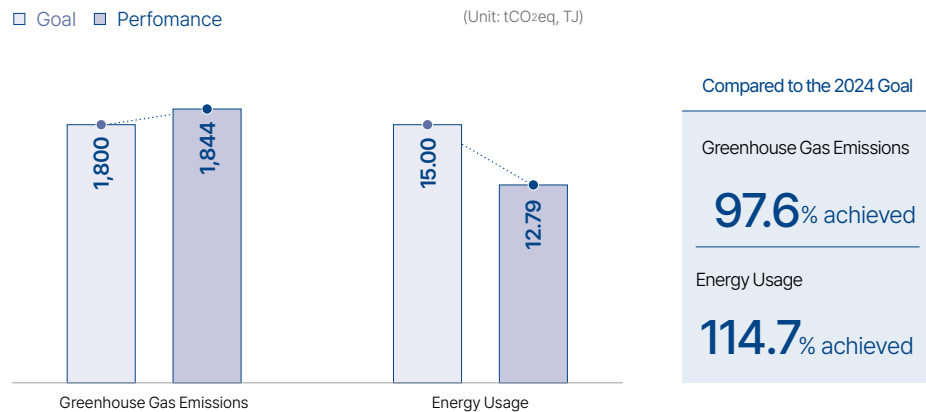
Although INNOCEAN is not subject to the Emissions Trading and Target Management System for greenhouse gas emissions, it manages its greenhouse gas emissions voluntarily as part of its commitment to addressing climate change. We measure and manage greenhouse gas emissions across Scope 1, 2, and 3, and ensure data reliability through third-party verification.

Greenhouse Gas Emissions Over the Past 3 Years



1) Scope 3 includes Category 6 (business trips) and Category 7 (commuting emissions)

Greenhouse Gas and Energy Goals and Progress for 2024



Carbon Neutrality Campaign

INNOCEAN implements various employee engagement campaigns to achieve carbon neutrality. We encourage turning off lights during lunchtime to reduce unnecessary power consumption and operate a coupon reward system for tumbler use to minimize disposable cup usage. During summer, we promote the "Cool Attire Campaign," encouraging cooling attire such as sandals, short sleeves, fans, and cooling sleeves to save air conditioning energy. Additionally, we minimize paper usage by internalizing paperless work practices.

Environmental Education

INNOCEAN trains employees on its ESG vision and eco-friendly management system through the "Happy INNO Time" program, led by the CEO. In November 2024, we conducted an environmental education session for employees under the theme "Corporate Transformation in Response to Climate Change." Additionally, during river ecosystem restoration activities, environmental experts offered education on the importance of climate change and biodiversity, raising environmental awareness of employees.

Advancement of Eco-friendly Management

02 Climate Change Response

INNOCEAN Green-Action Week

In an effort to expand eco-friendly practices among employees and raise environmental awareness, INNOCEAN operates a "Focused Action Period." During this period, INNOCEAN runs intensive campaigns and implements a range of structured energy-saving initiatives. By carrying out the intensive campaign around Energy Day (August 22), INNOCEAN aims to encourage environmentally friendly work habits throughout the organization.



2024 Green-Action Week Energy Saving Campaign

Operation of Eco-friendly Vehicles

INNOCEAN is transitioning its company-owned vehicles to eco-friendly models to establish a culture of environmental sustainability. INNOCEAN currently operates 2 electric vehicles and 6 hybrid vehicles, contributing to reduced greenhouse gas emissions and air pollutants from corporate transportation.

03 Protection of Biodiversity

Promotion of Biodiversity Enhancement Project

Recognizing that climate change-induced extinction of species poses a serious threat to the balance of global ecosystems, INNOCEAN is carrying out a variety of initiatives to protect natural ecosystems and biodiversity. In particular, INNOCEAN promoted key activities, including safeguarding habitats for endangered species, creating protected areas, and planting aquatic vegetation. INNOCEAN became the first private company to participate in the creation of a wildlife sanctuary at the confluence of the Jungnangcheon and Cheonggyecheon streams, which is designated as Seoul's first migratory bird protection zone.

Once considered an ecological wasteland, the area has been transformed into a viable conservation site through tree planting, environmental protection activities, and support for biodiversity research. INNOCEAN will continue monitoring biodiversity enhancement progress and strengthening related monitoring systems. Through sustained employee participation in biodiversity conservation projects, INNOCEAN contributes to ecosystem restoration and a sustainable future.

Jungnangcheon Sanctuary Project

Overview

- Research Institutions: Environmental Ecology Lab and Institute of Urban Sciences, University of Seoul
- Research Period: January 31, 2024 – February 28, 2025
- Research Scope: Research on flora, vegetation, birds, amphibians and reptiles, insects, benthic macroinvertebrates, fish, and mammals
- Area: 10,000m²
- Project Partners: Seongdong District Office, Social Cooperative Hangang (Three-Party Agreement)

Research findings

- Birds: The Seoul Metropolitan Government has designated the area as a bird sanctuary with the confirmed presence of 4 legally protected species (2 endangered species designated by the Ministry of Environment: Bean Goose, Eurasian Sparrowhawk) and 3 natural monuments (Mandarin Duck, Common Kestrel, Sparrowhawk).
- Amphibians and Reptiles: A total of 11 species and 1 subspecies were confirmed across 3 orders and 8 families; 5 species including the Red-Bellied Toad, Toad, Tree Frog, Narrow-Mouthed Toad, and Black-Spotted Pond Frog were observed.
- Insects: The Red Dragonfly, a protected species in Seoul, was investigated.
- Fish: A total of 1,481 individuals from 23 species, 20 genera, and 8 families were reported. Rare species such as the Korean Striped Bitterling, Korean Oily Shinner, Korean Sharpbelly, and Catfish were confirmed.

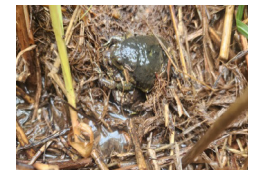
A Cozy Home for Otters Even on Rainy Days



Watch the video to see an otter resting comfortably in the sanctuary and listen to the croaking of the narrow-mouthed toad.



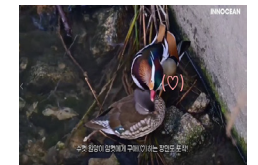
Jungnangcheon Wildlife Sanctuary X INNOCEAN



Narrow-Mouthed Toad found



Otters captured by motion-sensitive cameras, along with observable traces



Mandarin Duck

Jungnangcheon Downstream Ecosystem Monitoring Results

Classification	May 2024	July 2024	September 2024	November 2024	January 2025	Maximum No. of Individuals
Number of Species	19	18	18	29	32	44
Number of Individuals	179	282	386	661	1,289	1,480
Species Diversity Index	2.41	2.37	2.17	2.75	2.75	2.95

Special Page | Establishment of Eco-Friendly Workplaces

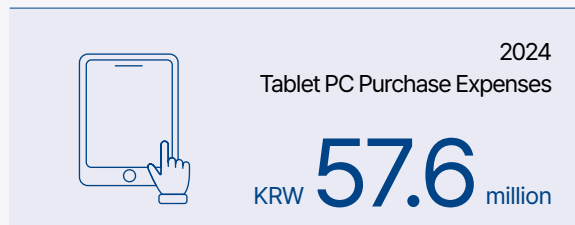
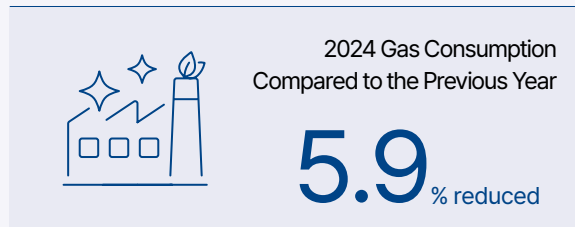
INNOCEAN minimizes the environmental impact at its office spaces and production sites through eco-friendly practices. By reducing disposable item usage and promoting paperless work environments, INNOCEAN contributes to resource circulation and waste reduction. INNOCEAN specifically promotes recyclable separation, personal cup usage instead of paper cups, and personal toothbrush cups to reduce daily waste generation and water consumption. Additionally, various eco-friendly campaigns encourage voluntary employee participation in sustainability efforts.



INNOCEAN office, designed as an eco-friendly workplace



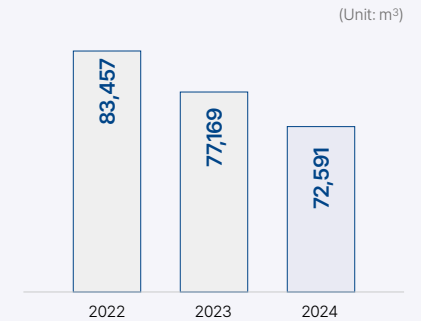
"Cool Attire" campaign for energy saving



Green Life Practices

INNOCEAN promotes eco-friendly awareness among employees by introducing green lifestyle practices under the themes of "Walk, Reduce, Turn-Off, and Collect." The "Walk" initiative encourages walking for short distances and using public transportation; "Reduce" focuses on minimizing printed reports and food waste; "Turn Off" promotes the habit of switching off PCs when not in use; and "Collect" emphasizes using personal toothbrush cups and water-saving—each action reinforcing sustainable habits in everyday life.

Gas Consumption



Provision of Tablet PCs for a Paperless Work Environment

To reduce waste from paper documents and create a smart working environment, INNOCEAN provides tablet PCs to all employees. Additionally, INNOCEAN produced and distributed the "Work Smart Guidebook: A Smart Way to Use a Tablet" to help employees quickly adapt to this new work setup and fully embrace a paperless office culture. Eco-friendly paper is also used in printed materials such as diaries and calendars.

Waste Emissions



ESG Core Value

Reinforcement of Social Responsibility Management

SOCIAL HIGHLIGHTS

Talent Management

Two-Year Consecutive Top Job-Creation Company

Human Rights Management

Conducted the first Human Rights Impact Assessment (Feb 2025)

Creating Value in Community

Space Rebranding Campaign 'Life-saving Bathhouse'

Human Rights Management

Human Resources Management

Safety and Health Management

Information Security and Privacy Protection

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Sustainable Supply Chain

Management for Creatives

Social Contribution

Special: Space Rebranding Campaign 'Life-saving Bathhouse'

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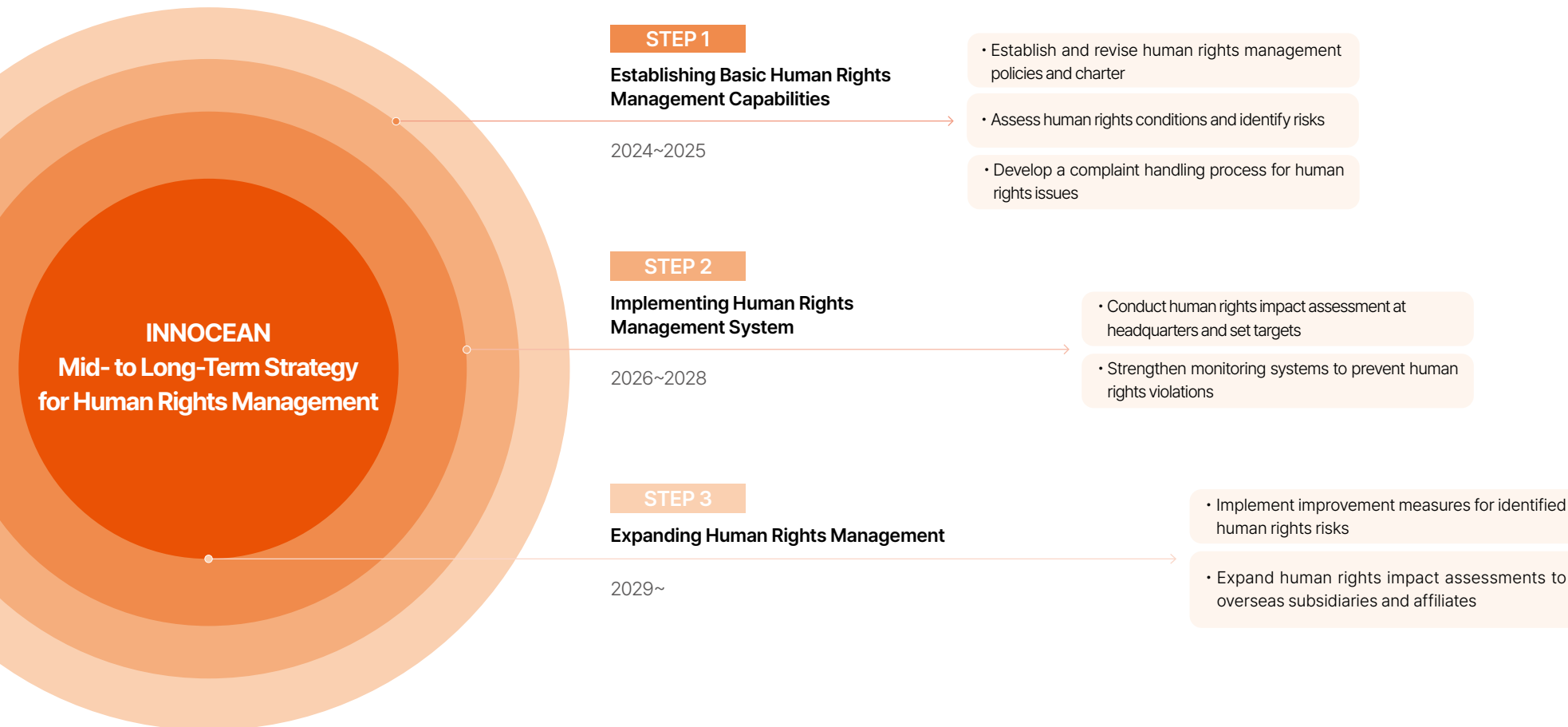
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Reinforcement of Social Responsibility Management

01 Human Rights Management

Mid- to Long-Term Strategy for Human Rights Management

At INNOCEAN, we rigorously uphold our Human Rights Charter, which is aligned with international standards and guidelines on human rights, labor, and diversity. We are committed to respecting the rights of all stakeholders—including employees, clients, partners, and local communities—and continue to make dedicated efforts to safeguard these rights across our value chain. In particular, INNOCEAN is committed to enhance its human rights management system in alignment with its human rights principles and to create sustainable, people-centric value through responsible corporate practices.



Reinforcement of Social Responsibility Management

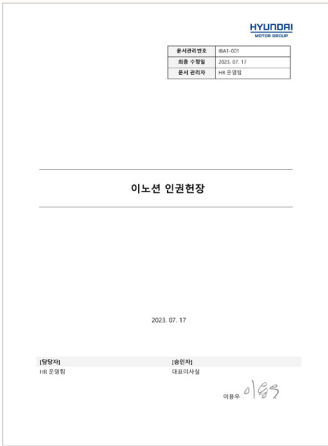
01 Human Rights Management

Human Rights Charter

[Full text of Human Rights Charter](#)

INNOCEAN has established and proclaimed a Human Rights Charter to prevent potential human rights violations in its business operations and to minimize human rights-related risks. This Charter abides by various international standards, including the Universal Declaration of Human Rights, the UNGPs (UN Guiding Principles on Business and Human Rights), the ILO Constitution, and the OECD Guidelines for Multinational Enterprises and Due Diligence Guidance, and implements human rights management actively based on these principles. INNOCEAN's Human Rights Charter is applicable to all domestic and overseas subsidiaries, including their employees, and further encourages its stakeholders, such as partners, to respect the Charter as well.

INNOCEAN Human Rights Charter

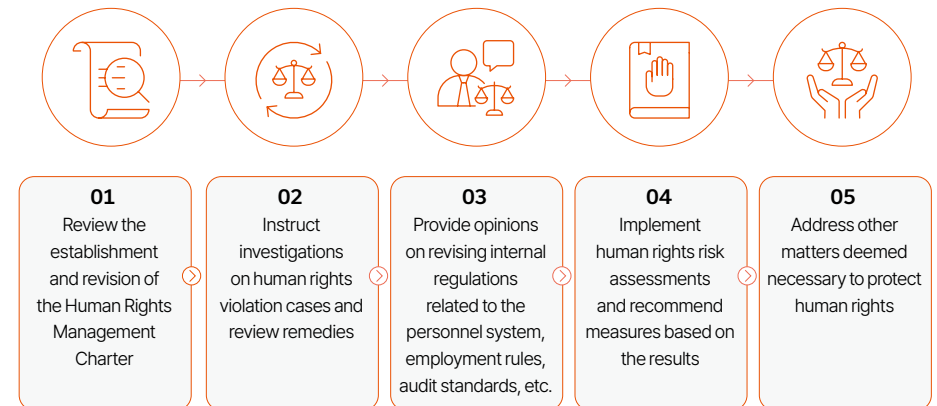


- Article 1.** Prohibition of Child Labor and Forced Labor
- Article 2.** Prohibition of Discrimination and Workplace Harassment
- Article 3.** Compliance with Working Conditions
- Article 4.** Humane Treatment
- Article 5.** Guarantee of the Freedom of Association and Collective Bargaining
- Article 6.** Guarantee of Industrial Safety
- Article 7.** Protection of Local Residents and Vulnerable Groups' Human Rights
- Article 8.** Protection of the Human Rights for Customers
- Article 9.** Responsible Partnership Chain Management
- Article 10.** Guarantee of Environmental Rights

Human Rights Management System

To implement human rights management systematically, INNOCEAN closely monitors and manages the progress of various human rights-related initiatives through committees and management meetings involving top decision-makers or heads of relevant departments, as well as working-level meetings led by the dedicated human rights management team. The Corporate Strategy Team 2 is responsible for the enactment and revision of the Human Rights Charter, development of action plans, and risk assessments based on human rights due diligence. The HR Support Team oversees the operation of complaint handling systems, internal training, and external communications, thereby playing an active role in advancing human rights management. In addition, INNOCEAN has built internal systems to address company-wide human rights risks and regularly evaluates these risks, sharing the results transparently with stakeholders. Through human rights due diligence, potential risks are identified in advance, and in the event of any issue, corrective actions are taken promptly to resolve the risks at an early stage.

Basic Principles of INNOCEAN Human Rights Charter



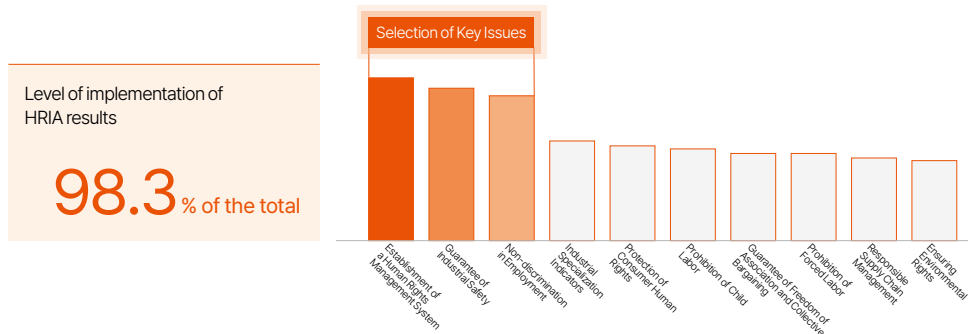
Reinforcement of Social Responsibility Management

01 Human Rights Management

Human Rights Impact Assessment (HRIA)

In 2025, INNOCEAN conducted its first Human Rights Impact Assessment, with employees participating in a survey designed to assess the company's internal human rights practices. The assessment covered two relevant departments and evaluated 10 key human rights areas, focusing on issues that employees may have experienced directly or indirectly. The results showed a 98.3% implementation rate for INNOCEAN's human rights-related systems. However, the assessment identified potential risks in the areas of 'Establishment of a Human Rights Management System', 'Guarantee of Industrial Safety', and 'Non-discrimination in Employment'. To address these risks, INNOCEAN has developed targeted mitigation measures and improvement plans for identified human rights deficiencies.

Results of Deriving Major Human Rights Issues



Improvement Tasks by Area

Category	Improvement Task	Details
Establishment of a Human Rights Management System	Conduct human rights assessments regularly	<ul style="list-style-type: none"> Establish a human rights impact assessment framework to identify and manage human rights risks Develop and implement step-by-step improvement plans to address identified human rights risks
	Revise the human rights charter	<ul style="list-style-type: none"> Specify the scope and content of the Human Rights Charter Disclose the revised Human Rights Charter internally and externally
Guarantee of Industrial Safety	Establish a process to ensure occupational safety for partners	<ul style="list-style-type: none"> Develop a practical monitoring process to ensure occupational safety for employees of partner companies
Non-discrimination in Employment	Establish non-discrimination policies for foreign workers	<ul style="list-style-type: none"> Develop non-discrimination policies and implementation guidelines for foreign workers Disclose non-discrimination policies for foreign workers internally and externally

Human Rights Education

To enhance employees' understanding of human rights and effectively communicate the direction of the company's human rights management, INNOCEAN conducts human rights training. In 2024, the training focused on "trends and changes in human rights" and the "expansion of human rights management." Moving forward, INNOCEAN will continue to expand its human rights training to raise awareness among employees and prevent discrimination at the workplace.



Human Rights Education Brochure

Creating a Great Workplace and 10 Codes for Preventing Sexual Harassment

INNOCEAN is strengthening its preventive efforts and has developed and distributed the "Creating a Great Workplace" guide, aimed at fostering an organizational culture centered on mutual respect, consideration, and effective communication. In addition, INNOCEAN has established the "10 Codes for Preventing Sexual Harassment" to raise awareness of sexual harassment among all stakeholders, including employees. These codes highlight real-life examples of sexual harassment from four perspectives—victim, perpetrator, bystander, and manager, providing employees with balanced and practical response strategies.

10 Codes for Preventing Sexual Harassment

- Verbal sexual harassment is more serious
- Resolve the problem actively once you recognize it
- Your negligence as colleagues is more harmful
- Managers in charge can become secondary perpetrators
- Appearance is not to be judged at the workplace
- Same-sex harassment is also sexual harassment
- Empathy is the first step to the remedying the situation
- Sexual harassment is a human rights issue
- If you hold back, it will turn into a bigger issue
- Intoxication is not an excuse for any harassment

Reinforcement of Social Responsibility Management

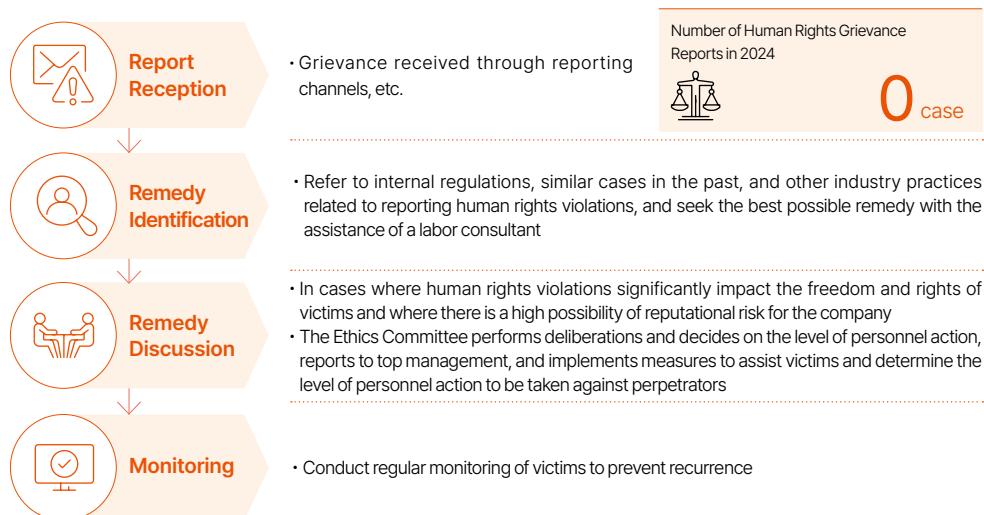
01 Human Rights Management

Human Rights Grievance Process

Complaint Handling Channel

INNOCEAN operates a grievance process to proactively prevent and address human rights risks across all stakeholders, including employees. We maintain both online and offline channels such as the Human Rights Violation Reporting System, the Ethics Management Channel on the intranet, and the Grievance Counseling Center. Complaints reported through these channels are handled fairly and promptly in accordance with internal procedures and standards. If a human rights violation is reported, relevant departments assess the nature of the issue, review possible response measures, and ensure appropriate remedies are provided. From 2022 to 2024, there were no reported or filed cases related to human rights violations. We strictly safeguard the confidentiality of all reports—protecting the identities of victims and whistleblowers, the details of the grievance, and the outcomes of the resolution process—to ensure trust and protection for those involved.

Human Rights Grievance Handling Process



Process for Reporting and Addressing Workplace Bullying and Sexual Harassment

INNOCEAN operates a dedicated grievance channel to receive reports related to bullying and sexual harassment at the workplace. Cases reported through this channel are processed fairly and transparently in accordance with clear internal procedures. Under the whistleblower protection policy, all reports are kept strictly confidential, and necessary protection measures—such as identity protection and exemption from liability—are provided to whistleblowers.

In 2024, 2 reports related to workplace bullying and sexual harassment were received through official and other channels. INNOCEAN will continue to strive toward fostering a healthy organizational culture focused on proactive prevention.

Employee Grievance and Consultation Cases (Recent 3 Years)

(Cases Received through Official Channels)

Category	2022	2023	2024
No. of Grievance and Consultation Cases	0	0	0

Employee Grievance and Consultation Cases (Recent 3 Years)

(Cases Received through Non-Official Channels)

Category	2022	2023	2024
No. of Grievance and Consultation Cases	2	4	2
No. of Cases Resolved	2	4	2

Reinforcement of Social Responsibility Management

01 Human Rights Management

D&I (Diversity and Inclusion) Policy

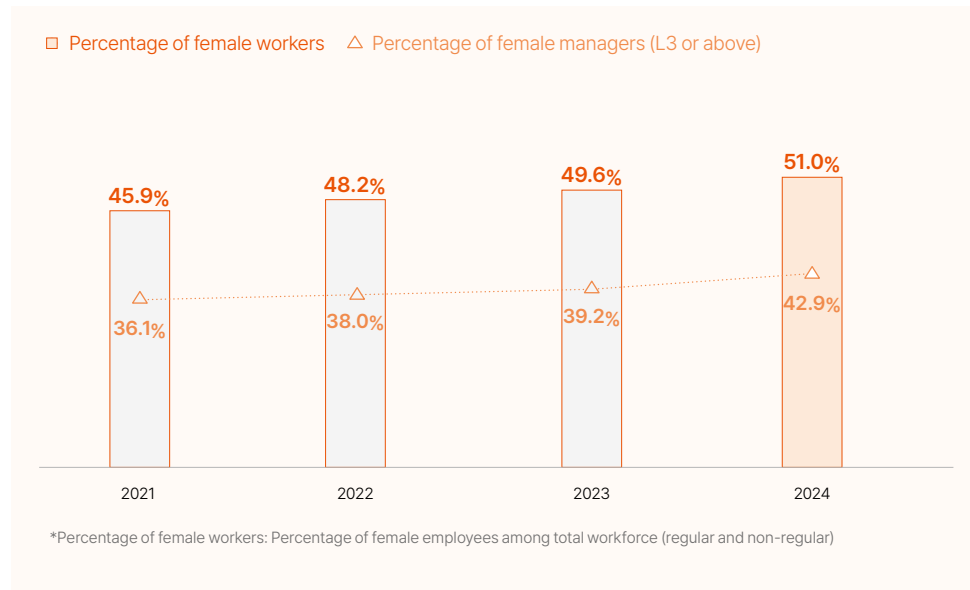
INNOCEAN has established a "D&I (Diversity & Inclusion) Policy" to foster an inclusive organizational culture where diverse talents with creativity and a spirit of seeking challenge can grow together. We do not discriminate against employees based on gender, race, ethnicity, nationality, disability, age, gender identity, religion, political beliefs, social background, or any other reason, and put continuous efforts to foster a culture that respects differences. INNOCEAN is also striving continually to improve the work environment so that employees from diverse backgrounds can embody the values of inclusion and diversity. We will also strive to consistently reflect these values in relationships with all stakeholders, including clients, partners, and local communities.

Employee Diversity Status

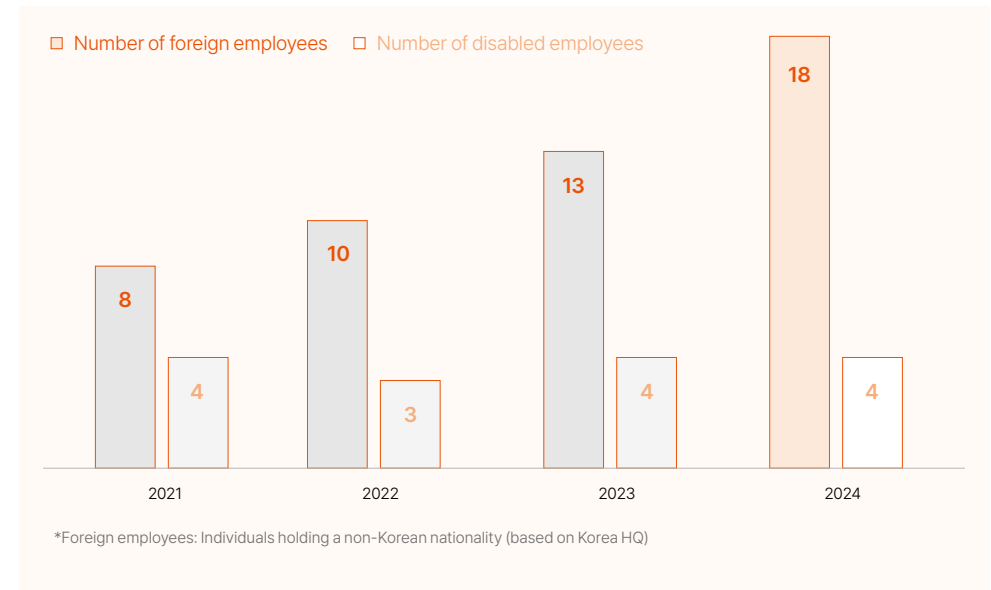
To enhance diversity within the organization, INNOCEAN continues to expand the employment of female talent. As a result of these efforts, the percentage of female managers and employees has increased over the past three consecutive years. As of 2024, the number of female employees reached 484, marking an 8% increase compared to 2023.

In addition, INNOCEAN is steadily increasing the number of foreign employees. As of 2024, INNOCEAN had 18 foreign employees, which is more than doubled compared to 2021. INNOCEAN will continue to invest in and focus on enhancing employee diversity and inclusion moving forward.

Percentage of Female Workers and Managers



Number of Foreign and Disabled Employees



Reinforcement of Social Responsibility Management

02 Human Resources Management

INNOCEAN's Human Resources Goals

INNOCEAN refers to all its employees as “Innocians” to foster pride and a sense of belonging, thereby building an organizational culture centered on people. Guided by the philosophy of “a company that works with joy and grows together,” INNOCEAN continues to expand welfare programs aimed at enhancing employees’ quality of life, including family-friendly benefits, flexible working hours, and flexible work arrangements. Furthermore, grounded in a culture of diversity and inclusion, INNOCEAN respects generational, gender, and value-based differences among its employees, supports diverse work styles, and facilitates personal and professional development. Amid the accelerating trends of digital transformation and creative collaboration, INNOCEAN is advancing its work environment with a focus on Employee Experience (EX), ensuring balance between work and life and implementing responsible talent management for sustainable growth.

INNOCEAN 3C Talents

Challenger – embracing failure without fear

- Innocian embraces failure and takes bold challenges.
- Innocian refuses to accept the status quo and continuously seeks challenges.
- Innocian transcends personal limitations through persistent pursuit of challenges.

Creator – discovering never-seen ideas

- Innocian thinks freely, without being bound by existing conventions.
- Innocian looks from a “different perspective” and discovers “different things.”
- Innocian leads new changes with infinite curiosity.

Communicator – communicating and collaborating together

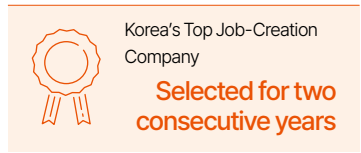
- Innocian acknowledges “differences” and values “individuality.”
- Innocian fosters harmony with an open mind and communicates transparently.
- Innocian trusts in the strength of collaboration and engages in active cooperation.

Selected as a Top Job-Creation Company in 2024

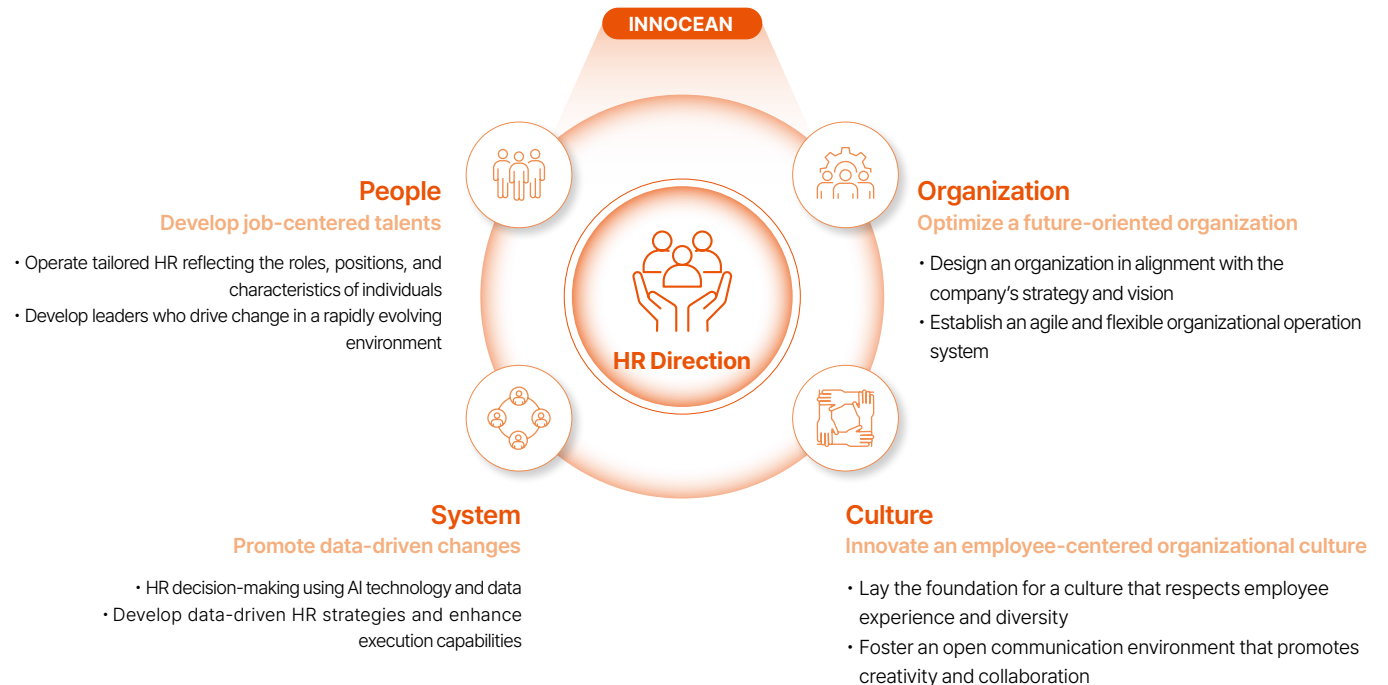
INNOCEAN was selected as Korea’s “Top Job-Creation Company” in 2024, following its recognition in 2023, in acknowledgment of its achievements in creating quality jobs, including expanding youth employment and increasing the number of female employees.



Certificate of 2024 Top Job-Creation Company



Korea's Top Job-Creation Company
Selected for two consecutive years

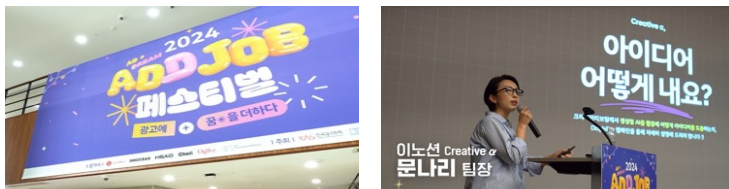


Reinforcement of Social Responsibility Management

02 Human Resources Management

Talent Recruitment

INNOCEAN has completely renewed its recruitment website and newly launched a global page to secure top talent through a variety of platforms, including university job fairs and both online and offline recruitment sessions. In 2024, INNOCEAN participated in the "2024 ADD JOB Festival" organized by the Korean Advertising Society and the Korea Association of Advertising Agencies. At the Festival, INNOCEAN introduced experiential & conversion internship programs, provided tailored one-on-one consulting such as feedback on resume and portfolio, and offered career counseling for international students. In addition, INNOCEAN hosted special lectures for future advertising talents, sharing the latest industry trends and practical insights to enhance participants' understanding of the advertising field.

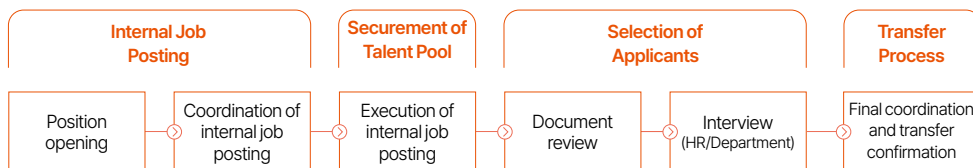


2024 ADD JOB Festival

Internal Job Posting

INNOCEAN operates an internal job posting system to empower employees to demonstrate their capabilities and pursue self-directed growth. Employees can apply for various projects and roles based on their interests and expertise, while the company enhances organizational vitality by placing the right talent in the right positions. INNOCEAN will continue to support employee growth and strengthen organizational competitiveness through this system.

Internal Job Posting Process



Enhance mobility and placement through continuous management of the talent pool

Employee Training Program

INNOCEAN operates a 4-track employee training program to support the win-win growth of its employees and the company. Designed to meet the demands of a rapidly evolving era, the program nurtures marketing creators with competencies in both practical skills and broader capabilities such as leadership and digital literacy. The "Competency Track" focuses on strengthening job-specific skills, while the "Leadership Track" offers training tailored to position and tenure, supporting new employees in adapting to the organization. The "Digital Track" enables employees to understand the latest digital transformation (DX) trends and develop relevant capabilities. The "Skill Track," targeting all employees, provides practical learning opportunities such as compliance training and attendance at advertising festivals. We provide a range of supplementary training programs for staffs dispatched for overseas, including job-specific and language courses, online vocational education content, and telephone-based foreign language program.

INNOCEAN 4-Track Training

Competency Track

- In-House Job Training Program
- Job Special Lecture
- Senior Level-up Program

Digital Track

- In-House Digital Education Program
- Digital Trend Special Lecture

Skill Track

- Advertising Festival Attendance Program
- Online Job Training
- Global Capacity Building Training
- Ethics Management Training

Leadership Track

- New Employee Orientation Training
- Junior Training Week
- Junior Level-up Program
- Introduction Training for Experienced Employees
- Basic/Advanced Coaching Program
- Performance Management Training
- Leadership Special Lecture

Training Hours and Investment

Training Hours per Person

51.3 hours

Training Cost per Person

Approx. KRW 940,000

Reinforcement of Social Responsibility Management

02 Human Resources Management

Soft-landing for New Employees

INNOCEAN operates various types of “soft-landing programs” to help new and experienced employees adapt quickly to the organization and fully demonstrate their capabilities. New employees undergo a 2-week onboarding program that allows them to build a basic understanding of the company and foundational skills, followed by S-OJT (Structured On-the-Job Training) in departments that collaborate with their assigned teams. They are further supported in adapting to actual job and achieving consistent career growth through mentoring programs and “Junior Training Week.” At the end of the first year, INNOCEAN holds networking events with executives, and in the second year, group visits to advertising festivals strengthen employees' sense of belonging to the organization. For experienced employees, onboarding includes an orientation session (HiNNOcean), a dedicated introduction course (INNOschool), and a mentoring program for early adaptation.

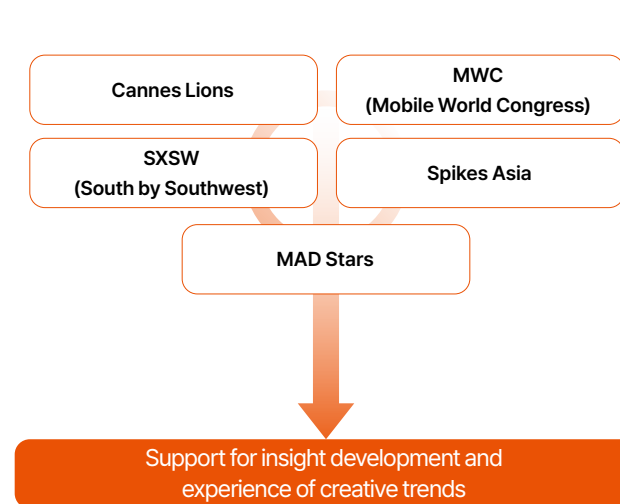
Soft-landing Program



Domestic and Overseas Educational Programs

INNOCEAN supports domestic and international education and field programs to enhance employee insight and provide exposure to creative trends. In 2024, employees were given opportunities to directly participate in major global events such as Cannes Lions, MWC (Mobile World Congress), SXSW (South by Southwest), Spikes Asia, MAD Stars (Busan International Advertising Festival), and DMS (Digital Marketing Summit), allowing them to gain first-hand experience of the latest marketing trends and innovation cases. Following the events, observation reports are shared across the company and online sessions are held to disseminate knowledge, contributing to company-wide capability development.

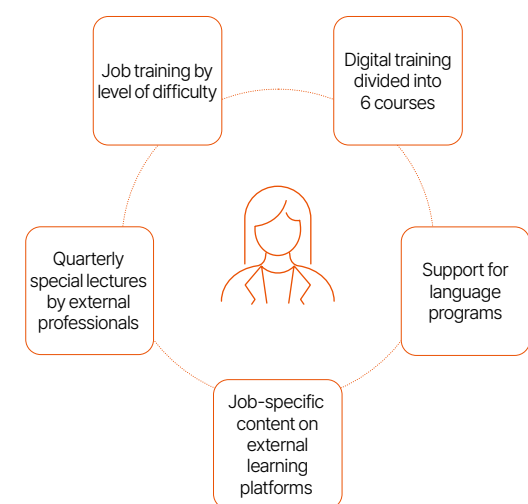
2024 Domestic and Overseas Experience Program



Digital Competency Enhancement Training

INNOCEAN also provides job-specific internal training to strengthen employees' professional and digital competencies. Job training is offered across Planning, Production, and Media, structured by level of difficulty. Digital training is divided into 6 programs to enhance practical skills. While primarily conducted offline, digital training is also available as online content. In line with its business strategy, INNOCEAN has also designed and implemented generative AI training programs as well as internal lectures, including job-specific AI bootcamps and AI Day. Each quarter, INNOCEAN invites external experts to share the latest industry trends and practical insights, and supports job-related content and language programs through various external learning platforms. Furthermore, INNOCEAN provides financial support for education expenses to foster a self-directed learning environment tailored to individual learning needs.

Operation of Job-centered Training



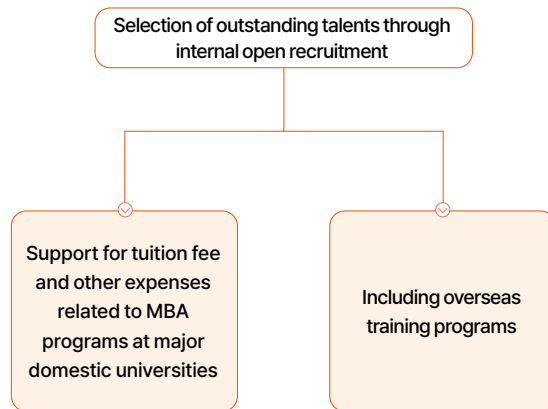
Reinforcement of Social Responsibility Management

02 Human Resources Management

Degree Support Program

INNOCEAN operates a program to support employees pursue MBA degrees and overseas training at prestigious universities to motivate employees and expand opportunities for growth. Outstanding talents are selected through an internal open application process and are provided with tuition and related expenses to complete MBA programs at leading domestic and international universities. INNOCEAN will continue its ongoing talent development activities to nurture creative talents who will lead the future of the company through degree support program.

MBA Degree Program



Leadership Program

Recognizing leadership development as a core element of sustainable growth, INNOCEAN offers a variety of leadership programs, including training for newly appointed team leaders, training for those promoted, basic and advanced coaching programs, one-on-one intensive coaching, and group coaching for team leaders. The curriculum is designed to strengthen leadership competencies of managers, nurture next-generation leaders, and enhance intergenerational understanding, thereby improving the communication and leadership culture across the organization.

Various Leadership Programs

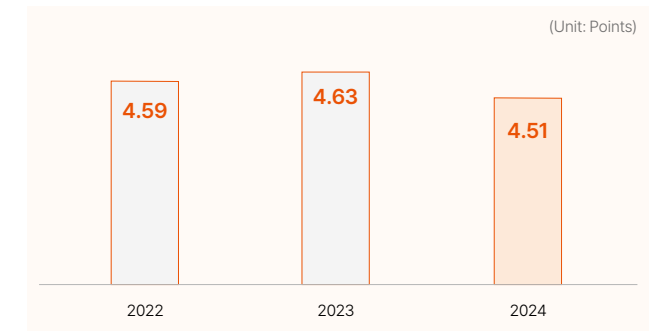
Strengthening organizational communications and enhancing the leadership culture

Training for new team leaders
Training for promoted employees
Basic and advanced coaching programs
1:1 intensive coaching program
Performance management special lecture for leaders
Team leader group coaching training

Program Effectiveness Evaluation

To assess the effectiveness of its training programs, INNOCEAN collects and manages data on training satisfaction. Following the completion of each program, INNOCEAN assesses satisfaction level based on content relevance, instructor expertise, training delivery, and learning environment. The results are systematically analyzed and reflected in the continuous improvement of the training programs.

Training Program Satisfaction Level



Reinforcement of Social Responsibility Management

02 Human Resources Management

Fair Compensation

INNOCEAN operates a personal annual salary system to establish a fair compensation structure, applying fixed and variable pay metrics based on performance. The fixed salary is determined within a set budget, taking into account management performance, market and economic conditions, and is paid according to individual performance ratings. The variable pay is incorporated to share a portion of the company's operating profit with employees, thereby enhancing the rationality of compensation in alignment with profit growth. Various reward programs are also in place to recognize and encourage performance, boosting employee morale and motivation.

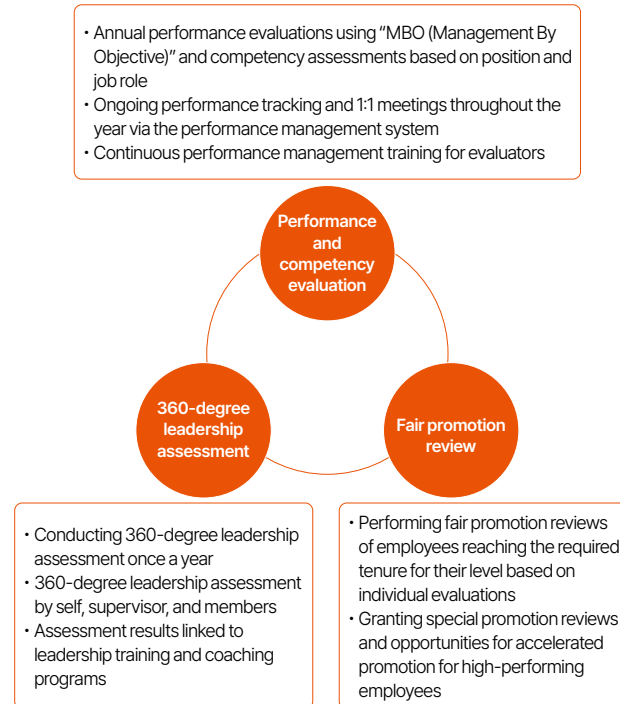
Award System



Performance Evaluation Process

INNOCEAN uses multiple evaluation methods including performance competency assessments, promotion reviews, and 360-degree leadership evaluations to ensure fair and comprehensive employee assessment. We also implement multi-rater feedback for managerial roles to develop leadership capabilities.

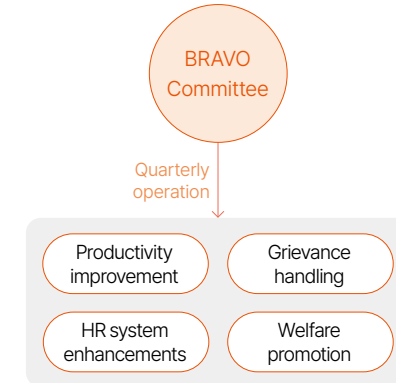
Performance Evaluation System



Labor-Management Council

INNOCEAN recognizes the importance of building a healthy labor-management relationship for sustainable growth and operates the "BRAVO Committee," a labor-management council. The BRAVO Committee, comprising executives and employee representatives, meets quarterly and engages in in-depth discussions on topics such as productivity improvement, HR system enhancements, handling of employee grievances, and welfare promotion. Issues raised through the committee are reviewed and applied company-wide. Moving forward, we will continue to build an "INNOCEAN where employees want to work" based on mutual trust and cooperation between labor and management.

"BRAVO Committee"



Reinforcement of Social Responsibility Management

02 Human Resources Management

Employee Communication Programs

INNOCEAN conducts employee engagement programs to strengthen company-wide communication and encourage exchanges. Town Hall Meetings are held to share key achievements and strategic direction between division leaders and team members, fostering a stronger sense of belonging. Team-based activities such as the "Birkman Workshop" and "Cultural Afternoon" are organized to promote teamwork and enhance organizational engagement. In 2024, communication opportunities were further expanded through events such as the 19th anniversary celebration "INNO 9OAT" and the year-end gathering "Wish you a magical 2025."

Horizontal Culture

INNOCEAN is committed to building a "Great Workplace" and cultivating a culture that promotes horizontal communication and individual creativity. To this end, the hierarchical and complex job grade system has been simplified to "Manager (L1-L2)" and "Senior Manager (L3)," creating an environment where open communication is encouraged regardless of job grade.


Organization Culture Diagnosis

Since 2017, INNOCEAN has conducted the group-led Culture Survey to assess the organizational culture and identify areas requiring improvement. In 2024, INNOCEAN's overall "Culture Index" score increased by 2.73% compared to the previous year. Survey results are shared with top management and team leaders. At the organizational level, interviews are conducted with team leaders and Change Agents (CA) to gain deeper insights into employee needs. These findings are used to identify cultural issues and analyze their root causes. INNOCEAN will continue to diagnose the organizational culture and develop practical improvement measures to create a work environment where employees can thrive.

2024 Employee Communication Programs

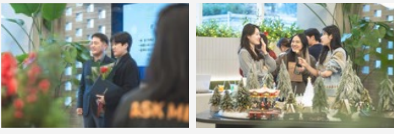
Company

19th Anniversary Celebration Event



- Company-wide tournament held with participation from over 100 teams
- Team introduction videos used to promote communication among employees
- Rooftop party


Wishing You a Magical 2025 Event



- Year-end gathering to wrap up the year together with all employees
- "Year-End Awards" held to recognize 2024's Best Innocians and advertising award-winning teams

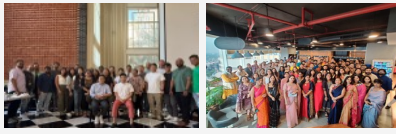
HQ/Subsidiaries

Domestic Town Hall Meeting



- Communication opportunities between division leaders and members
- Sharing key issues and achievements, discussing future direction


Overseas Town Hall Meeting



- Communication opportunities between leaders and members by subsidiaries
- Sharing key achievements and strengthening team spirit through networking


Team

Birkman Workshop



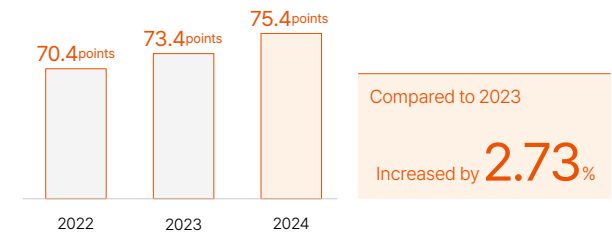
- Analysis of individual and group reports
- Promoting the understanding of individual styles through "User Manual of Me"
- Results are utilized in connection with Town Hall Meetings

Cultural Afternoon

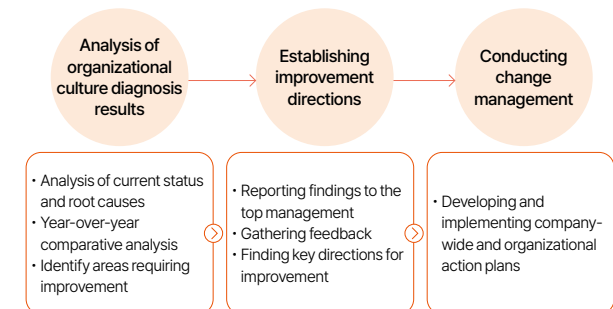


- Cultural activities held twice yearly (first and second half) during afternoon hours
- Activities such as one-day classes, sports events, etc.

Culture Index (Culture Survey Overall Score)



Organizational Diagnosis Utilization Process



Reinforcement of Social Responsibility Management

02 Human Resources Management

Maternity Protection and Family-Friendly Programs

INNOCEAN operates a maternal protection system and family-friendly programs to help employees maintain a healthy work-life balance. When an employee reports a pregnancy through the company intranet, a maternity protection officer conducts a consultation to explain relevant policies, presents a gift wishing for safe delivery, and addresses any concerns.

Maternal Protection Program

● Pregnancy and Childbirth ● Pregnancy ● Childbirth ● Child care

Restrictions on Night and Holiday Work	Pregnant employees and women within one year of giving birth must receive approval before working nights or holidays.
Limitations on Overtime Work	Women within one year of giving birth are restricted to a maximum of 2 hours of overtime work per day, 6 hours per week, and 150 hours per year.
Family Planning Leave	Family planning leave can be used by all workers who need fertility treatment.
Gifts for Safe Childbirth	Electromagnetic shielding blankets are presented to all pregnant female employees and male employees with pregnant partners.
Reduction of Working Hours During Pregnancy	Female employees within 12 weeks of pregnancy or beyond 36 weeks may request a 2-hour daily reduction in working hours.
Allowance for Time Off for Prenatal Checkups	Time off for necessary prenatal appointments and fetal examinations is permitted.
Pregnancy Stabilization Leave	Leave of absence is allowed to ensure the health of the mother and fetus during the early and mid-stages of pregnancy.
Exemption From Evaluation Criteria	Employees in the 6-month stage of pregnancy or longer will be excluded from evaluation during this period.
Congratulatory Gifts for Childbirth	Baby supplies are provided to all female employees who have given birth and male employees with pregnant partners.
Prenatal and Postnatal Leave	Female employees are entitled to 90 days of prenatal and postnatal leave, with paid leave during this period.
Leave for Miscarriage and Stillbirth	Leave duration may vary from 5 to 90 days depending on the stage of pregnancy.
Childcare Leave	Employees with a child aged 8 years or younger or in second grade or below can apply for up to 1 year of leave (with more than 1 year of service), which may be taken in two installments.
Breastfeeding Break Provision	Female employees with a child under 1 year old are entitled to two nursing breaks of at least 30 minutes each per day.
Puruni Direct Daycare Center	Support is also available for employees with children aged 1 to 12 years who have not yet started school.

Work-Life Balance Program

Support for Early Childhood Education Expenses	For employees with preschool-aged children
Scholarship Program	For employees with children enrolled in high school or university
Support for Family Events and Condolence Services	Welfare benefits for immediate family members including siblings and parents
Employee Resort Facilities	Promoting healthy rest and strengthening family bonds

Flexible Working

INNOCEAN also runs various flexible work arrangements to foster an autonomous and adaptable working environment.

Flexible Working System

Flexible Work Hours System	Flexible working arrangements within a monthly average of 40 to 52 hours per week
Work From Home System	Enhancing work focus and providing a positive employee experience
Hybrid Work System	A work model that minimizes limitations of space and time

INNOCEAN Rest & Recharge

Since 2015, INNOCEAN has been fostering a healthy and happy work culture through the "INNOCEAN Rest & Recharge" program. Through initiatives like "Happy INNO Day" and "Happy INNO Week," INNOCEAN provides a vacation calendar that allows employees to use their annual leave freely around holidays and long weekends, encouraging a culture of voluntary time off. Additionally, INNOCEAN offers various rest support programs such as encouraging time off for managers and allowing personal leave in connection with overseas business trips. INNOCEAN will continue to expand its flexible work systems to help employees maintain work-life balance and enhance work efficiency.

Reinforcement of Social Responsibility Management

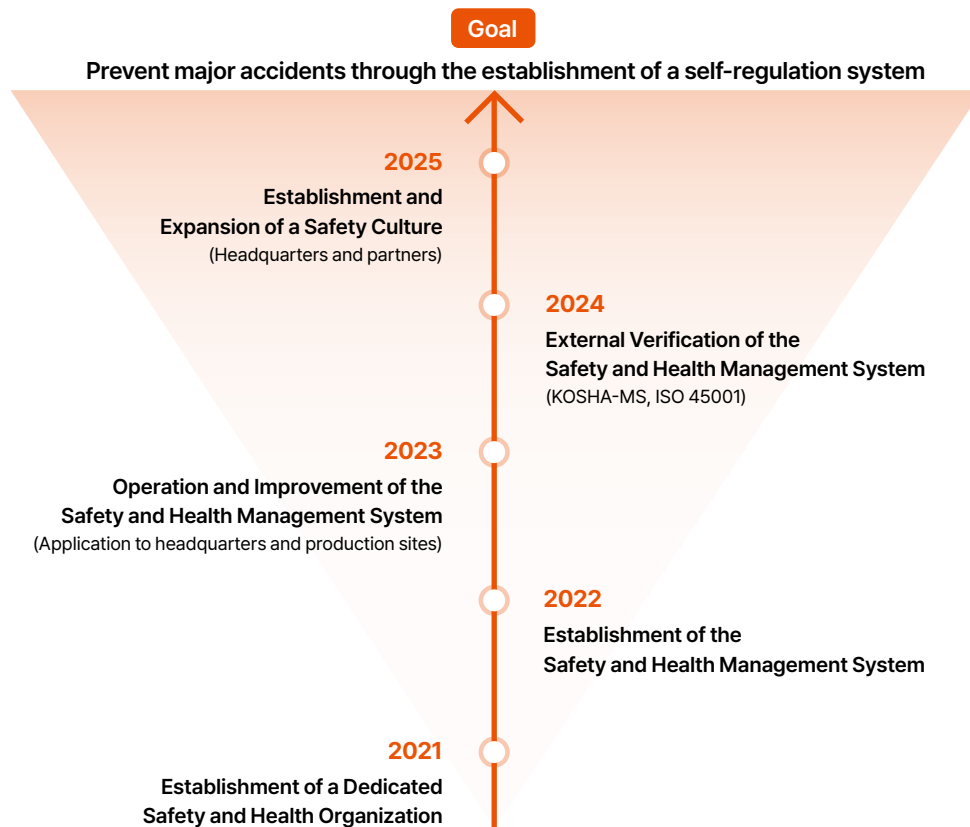
03 Safety and Health Management

Safety and Health Management System



INNOCEAN places the highest priority on safety and has established a safety and health management guideline to build a secure workplace by integrating "Safety (awareness)" and "Security (infrastructure)." In 2024, INNOCEAN obtained both the ISO 45001 certification for safety and health management systems and the KOSHA-MS certification, becoming the first company in the domestic advertising industry to achieve both. In 2025, INNOCEAN plans to further advance its safety and health management practices by focusing on ensuring the safety of both employees and partner employees across production environments and operational processes.

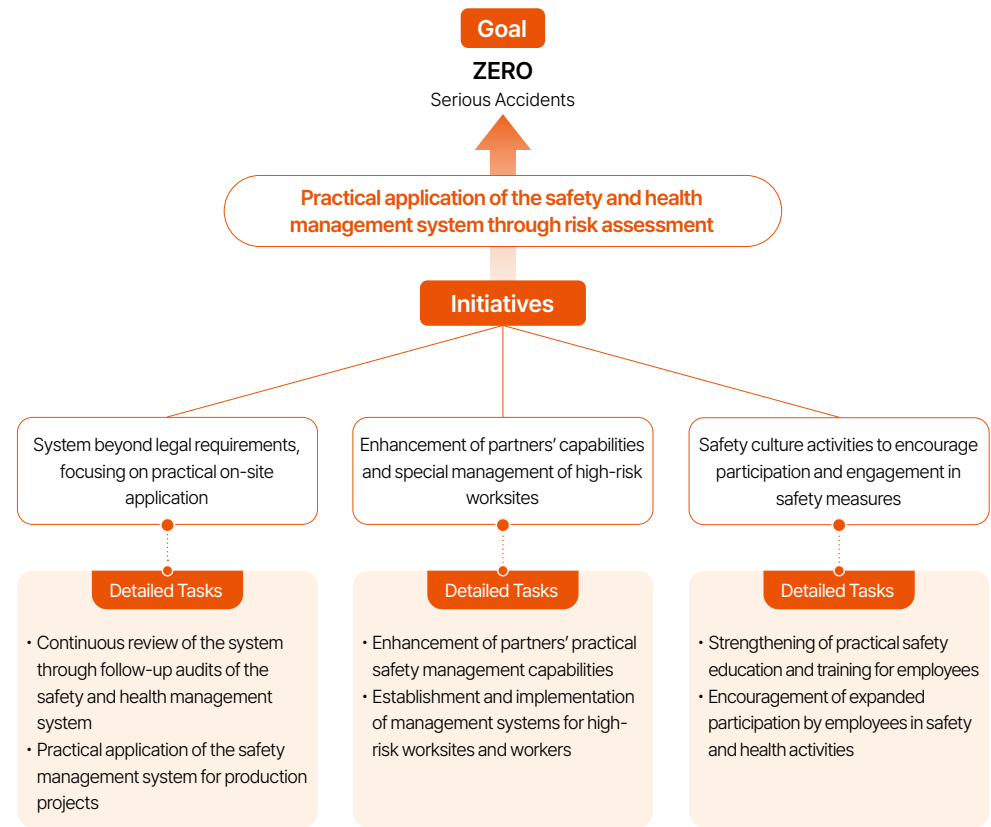
Safety and Health Management Performance



Safety and Health Management Initiatives

Aiming to achieve "Zero Serious Accidents," INNOCEAN is reinforcing a site-oriented safety management system based on risk assessments. Through practical application of the safety and health management system, INNOCEAN strives to prevent serious accidents and rigorously control associated risks in the field. To foster a collaborative safety culture with employees of partner companies, INNOCEAN has established detailed initiatives for the special management of high-risk worksites and for strengthening the safety and health capabilities of its partners, thereby addressing potential safety risks proactively.

Safety and Health Management Goals and Initiatives



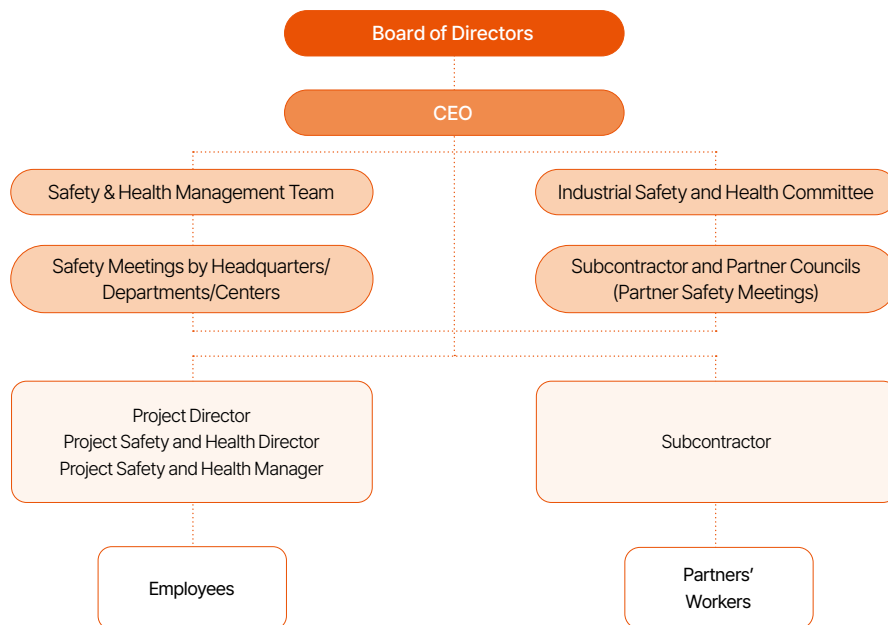
Reinforcement of Social Responsibility Management

03 Safety and Health Management

Safety and Health Management Organization

The Chief Executive Officer (CEO) serves as INNOCEAN's safety and health management officer and general manager. In this capacity, the CEO reviews and makes decisions on key matters related to safety and health management. The Safety and Health Management Team, reporting directly to the CEO, operates as the working-level organization and oversees safety incidents not only at headquarters but also at external sites such as advertising shoots and exhibitions. When carrying out production projects, INNOCEAN establishes subcontractor and partner councils and strives to strengthen shared safety awareness through regular safety meetings.

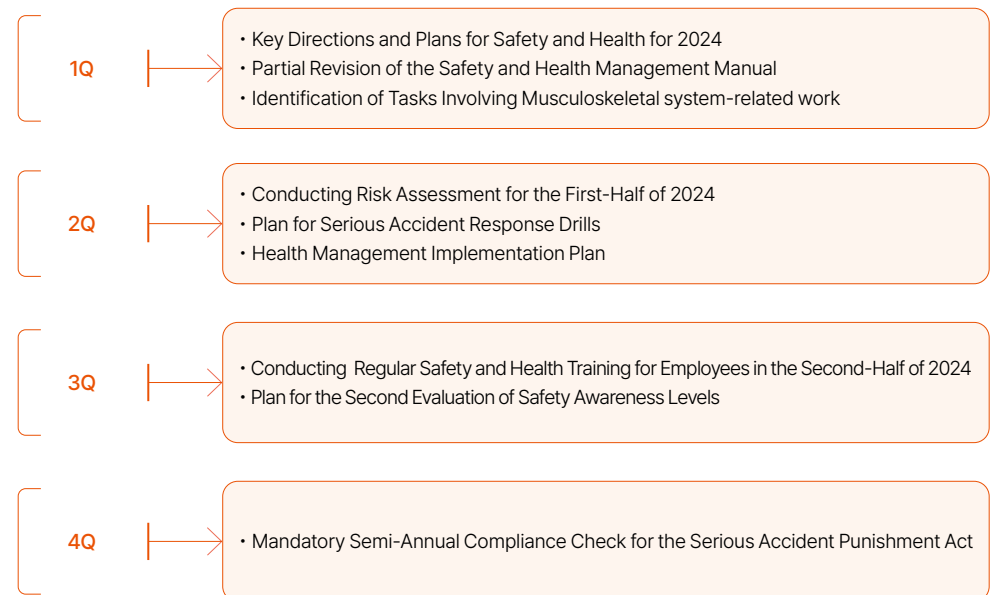
INNOCEAN Safety and Health Governance



Industrial Safety and Health Committee

INNOCEAN has established and operates the Industrial Safety and Health Committee to ensure safety, health, and a pleasant working environment for its employees. The Industrial Safety and Health Committee, composed of five members representing the management and five members representing workers, discusses and reviews key matters related to safety and health. The committee holds meetings once every quarter to review and approve plans for prevention of industrial accidents and discuss safety and health management regulations, thereby establishing an institutional foundation for creating a safe working environment.

Key Agendas for the 2024 Industrial Safety and Health Committee

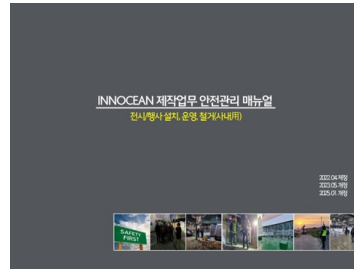


Reinforcement of Social Responsibility Management

03 Safety and Health Management

Revision of Safety Management Manual

Since establishing the Production Safety Management Manual in 2022, INNOCEAN has made two revisions and continues to implement it in daily operations. Employees can access the manuals for each work area, including CX, video shooting, and outdoor advertising, through the company intranet. Additionally, to ensure that all personnel participating in production sites can work in safe environments, INNOCEAN identifies risk factors at production sites and proposes risk elimination, substitution, and control measures while establishing implementation plans.



INNOCEAN Production Safety Management Manual

Enhancement of Safety and Health Expertise

The dedicated Safety and Health Department at INNOCEAN has completed specialized training in risk assessment and acquired qualifications as internal auditors for the Safety and Health Management System. Three employees developed competencies to conduct practical risk assessments on site through training that includes understanding risk assessment and industry-specific evaluation exercises. Furthermore, in 2024, all members of the Safety and Health Management Team obtained national technical qualifications related to safety and health, thereby enhancing the professionalism of INNOCEAN's safety and health management significantly.

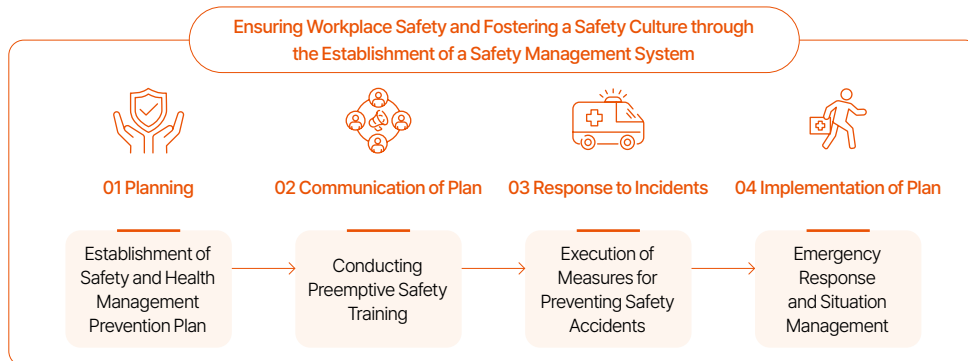


Safety and Health-related Certifications

Establishment of Safety Management Process

INNOCEAN operates a systematic safety management process to respond proactively to potential safety accidents at advertising production sites and business locations. Under a prevention-oriented management system, INNOCEAN conducts preemptive safety training to minimize the likelihood of accidents and ensure workers' safety. INNOCEAN will continue to strengthen the establishment of a safety culture by consistently planning and executing safety initiatives.

Establishment of the Safety Management System



Joint Labor-Management Safety Declaration Ceremony

In April 2024, INNOCEAN held a "Joint Labor-Management Safety Declaration Ceremony," pledging to establish a safety culture that prioritizes the safety and health of all stakeholders, including employees and partners. During the ceremony, INNOCEAN shared its achievement of becoming the first company in the advertising industry to acquire both ISO 45001 and KOSHA-MS certifications and reaffirmed its commitment to building a safe working environment throughout the company.



Joint Labor-Management Safety Declaration Ceremony



Reinforcement of Social Responsibility Management

03 Safety and Health Management

Safety and Health Risk Assessment

INNOCEAN emphasizes establishing a prevention system based on self-regulation through reforming risk assessment as one of its four key strategies for reducing industrial accidents. To manage safety and health risks, INNOCEAN conducts risk assessments at headquarters, permanent business sites, filming locations, and exhibition and event venues. Since 2023, checklist-based assessment forms have been applied to all projects. Before commencing work, partners conduct risk assessments to identify potential hazards and implement corrective measures for any identified hazard. In 2024, to enhance the effectiveness of existing risk assessment results, evaluation reports from 11 sites were reexamined. A total of 244 hazardous risk factors were identified, and 37 additional corrective actions within INNOCEAN's scope were completed. As a result, the risk level improved from Grade 3 (7.2) before corrective action to Grade 2 (3.1) afterward, demonstrating the effectiveness of the prevention system.

Safety and Health Risk Assessment Process



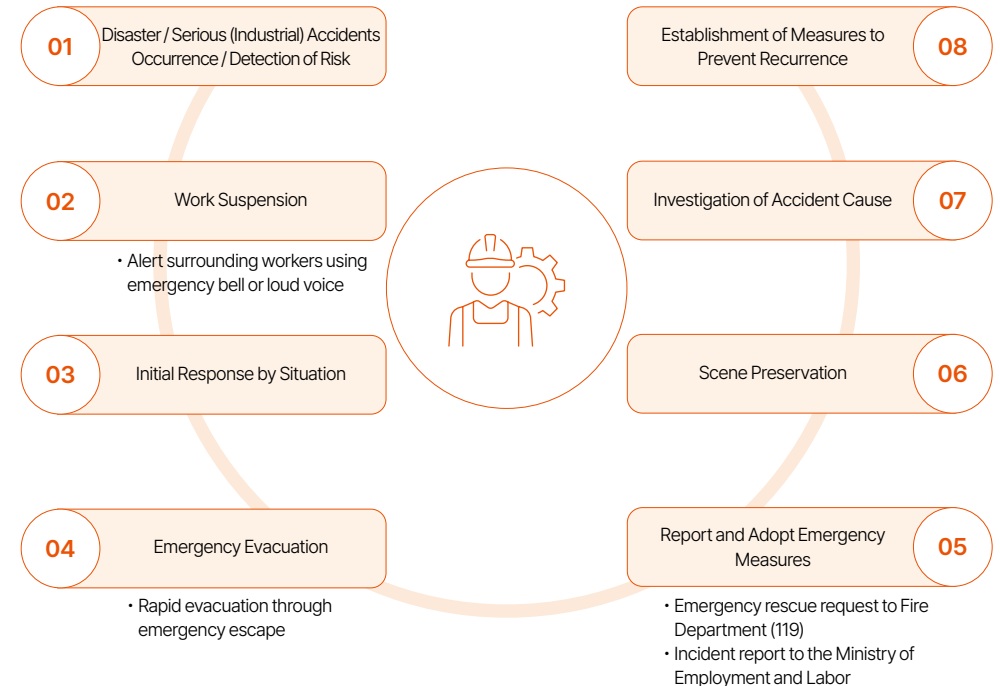
Effectiveness of Risk Assessments in 2024



Emergency Response Procedures for Industrial Accidents

INNOCEAN has established systematic emergency response procedures to respond swiftly and effectively to various emergencies that may occur at production sites. In the event of emergencies such as fires or worker injuries, Project Safety and Health Manager and the partner's on-site manager respond immediately according to pre-established procedures to minimize damage.

Response Procedures for Serious Disaster and Accident at Production Sites



Reinforcement of Social Responsibility Management

03 Safety and Health Management

Emergency Response Training for Accidents

INNOCEAN has established safety response procedures and training scenarios to ensure a swift and systematic response to emergencies that may occur at production sites. In the event of incidents such as fires, collisions, falling objects, or falls at filming or production sites, the emergency response team carries out initial fire suppression, rescue operations, and recovery activities promptly to minimize personal injury. Regular training sessions are conducted to continuously raise safety awareness among employees.

Emergency Response Drill Training

Fire Response

Headquarters



Emergency Evacuation



Fire Extinguisher Training



Delivering Quiz Prize

Earthquake Response

Headquarters

Kia 360

*Bucheon



Earthquake Occurrence



Temporary Evacuation



Outdoor Evacuation After Major Tremor



Wrap-Up

Fire Response

Kia 360



First Aid for the Injured



Transfer of Injured Person to 119



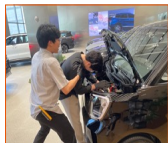
Emergency Situation Report



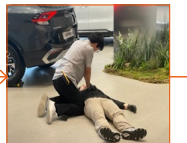
Wrap-Up

Fire Response

*Bucheon



Occurrence of Electric Shock Incident



First Aid for the Injured



Transfer of Injured Person to 119



Wrap-Up

*Bucheon Flagship Store

Employee Health Management

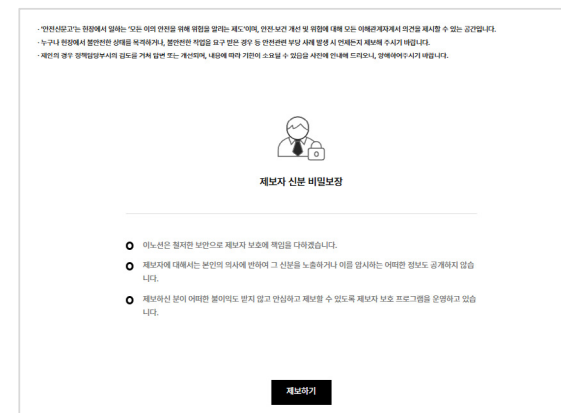
INNOCEAN operates comprehensive health check-ups and psychological counseling programs to support employees with health management and disease prevention. Annual comprehensive health examinations are provided on a regular basis, along with the "Happy Counseling" program to support employees' psychological stability and emotional well-being. This program is available not only to employees themselves but also to their family members, offering up to eight professional counseling sessions per year on a range of topics including interpersonal relationships, work, organizational life, family, and legal matters. For individuals classified as high-risk (Level 4 or higher) based on expert assessment, we provide additional counseling sessions. All counseling is conducted in strict confidentiality. INNOCEAN has reported zero cases of employee injury due to illness over the past three years.

Operation of the Safety Shinmungo

← Safety Shinmungo Channel

INNOCEAN operates "Safety Shinmungo", a communication channel through which employees can freely report potential hazards in the workplace and working environment. If an unsafe condition or task is observed, or if a potentially dangerous situation arises, stakeholders can report the matter via Safety Shinmungo. INNOCEAN ensures the reporter's identity is strictly protected to prevent any disadvantage resulting from the report, and uses this communication channel to enhance on-site safety standards.

Safety Reporting Channel



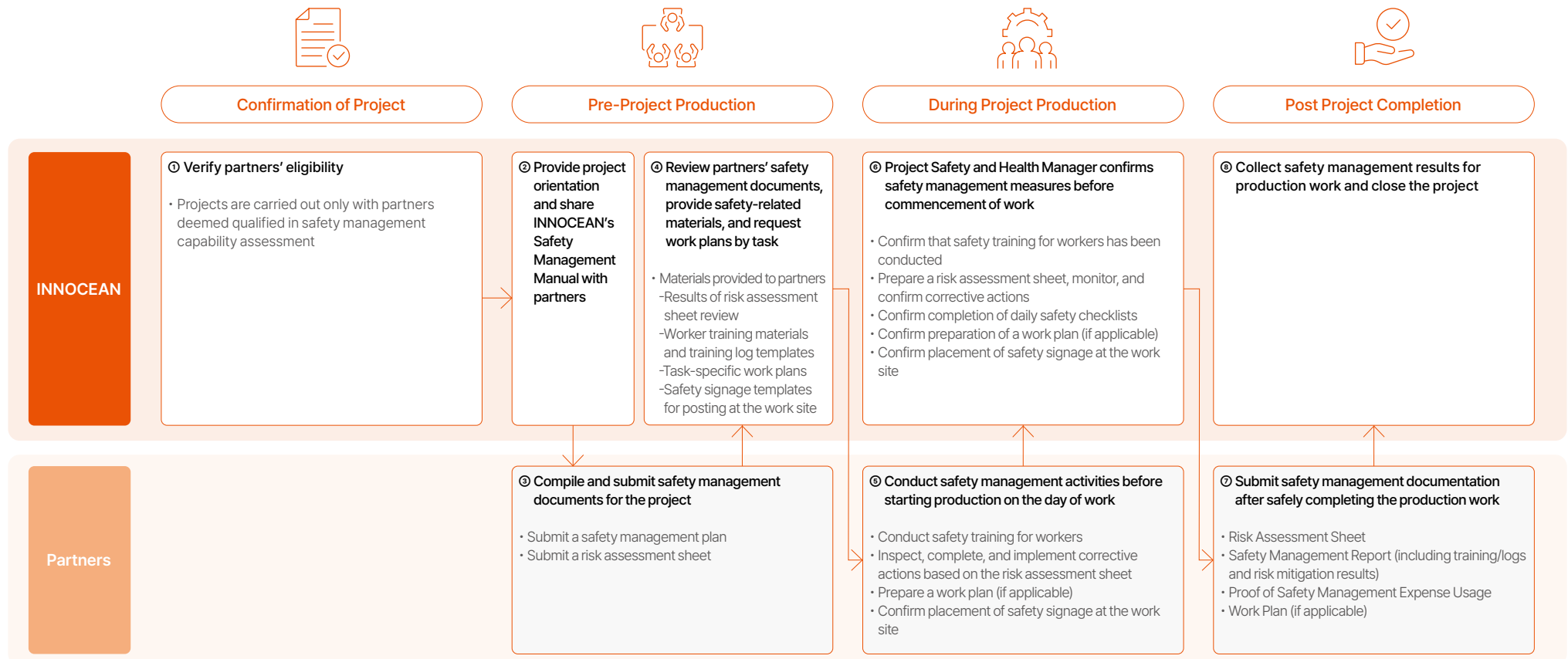
Reinforcement of Social Responsibility Management

03 Safety and Health Management

Safety Management Process for Exhibitions and Events

When carrying out production work with partners, INNOCEAN ensures that all parties clearly understand and comply with each stage of the safety management process in accordance with the Safety Management Manual. In particular, INNOCEAN assesses the safety management capabilities of each partner and proceeds with projects only with qualified firms, thereby ensuring safety at production sites. The safety management capability assessment is conducted once a year for registered partners, and non-registered partners are also required to undergo the same evaluation as needed per project. Only partners who achieve Level 5 (average) or higher on the 7-category evaluation criteria are eligible to participate in production, which helps strengthen the collaborative safety and health management system with partners. INNOCEAN will continue to enhance its safety management systems to further strengthen safety in production operations.

Partner Safety Management Process



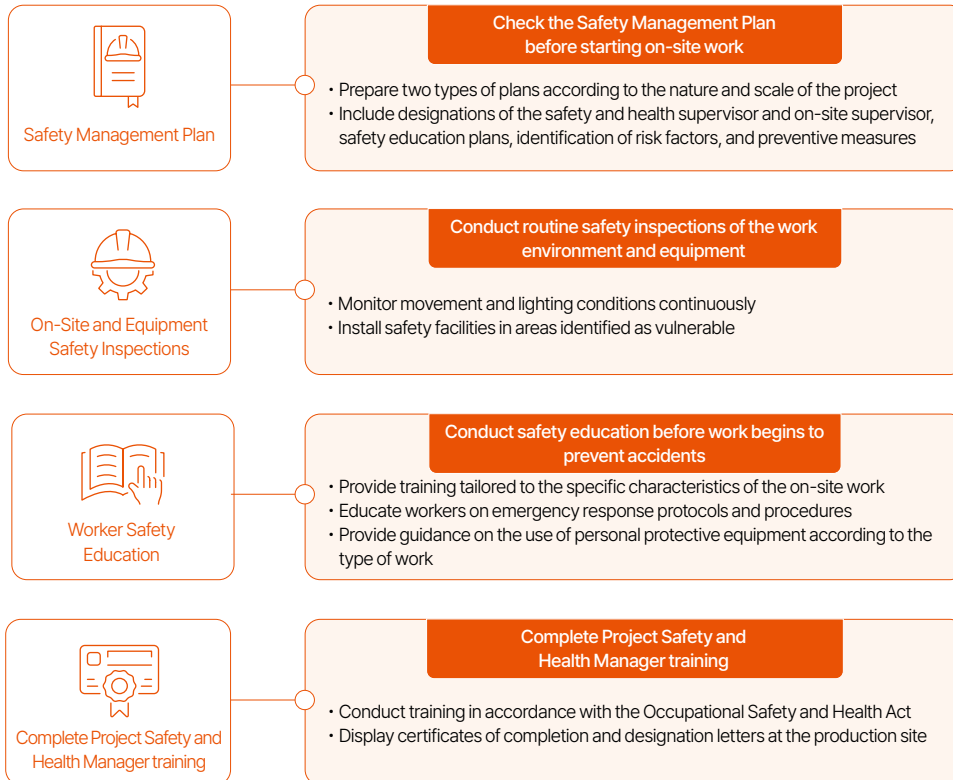
Reinforcement of Social Responsibility Management

03 Safety and Health Management

Partner Safety and Health Support

In 2025, INNOCEAN strengthened safety standards at production sites by updating its existing Safety Management Manual to reflect changes in external policies and incorporate key elements of the Serious Accident Reduction Roadmap. To enhance the practical implementation and effectiveness of the revised manual, customized on-site training was conducted for executives and field personnel of partners, and application of the manual is being closely monitored on a project-by-project basis.

Production Site Safety Management Activities



Partner Safety Compliance Pledge

INNOCEAN also promotes safety and health management among its partners by obtaining pledges on compliance with safety rules. In 2024, during the Joint Labor-Management Safety Declaration Ceremony, 45 partners participated in the safety compliance pledge, representing 87% of INNOCEAN's major partners.



Safety Compliance Pledge

Partner Safety Briefings

In 2024, INNOCEAN held safety briefings with 11 key partners to share the company's strengthened safety management standards. Through these briefings, INNOCEAN introduced the risk grading management system, partner safety capability evaluations, safety council operations, and enhanced site safety standards. Real-life cases were also shared. INNOCEAN will continue to expand safety and health support activities for its partners, aiming to grow together.



2024 Partner Safety Briefings

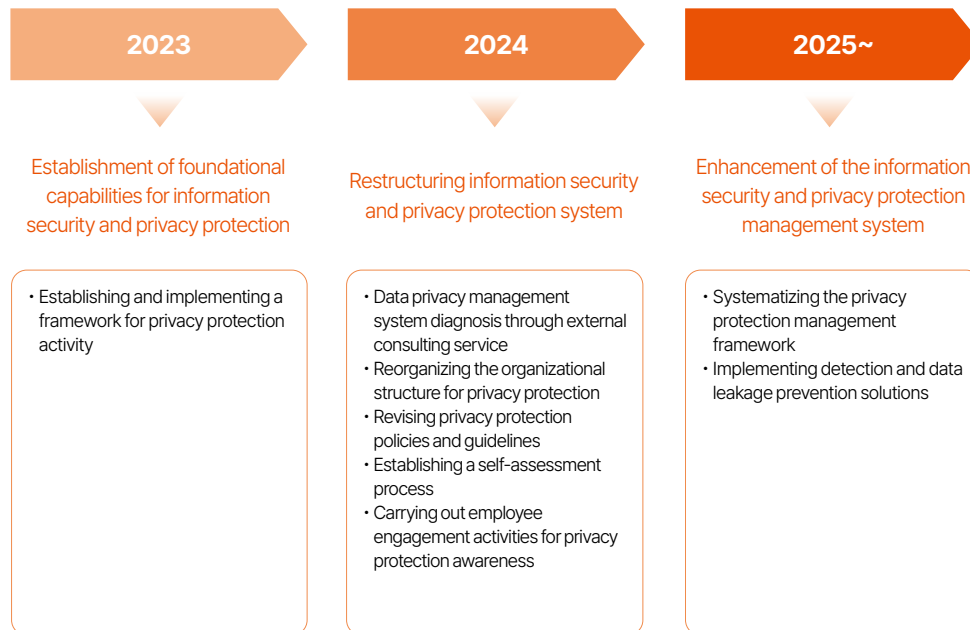
Reinforcement of Social Responsibility Management

04 Information Security and Privacy Protection

Mid- to Long-term Road Map of Information Security and Privacy Protection

INNOCEAN has established a mid-to-long-term roadmap to enhance information security and privacy protection, and set phased action plans to systematically strengthen its security capabilities. Through this, INNOCEAN aims to advance its enterprise-wide information security and privacy protection framework to improve its ability to respond to external security threats and to create a secure working environment.

Mid- to Long-term Road Map of Information Security and Privacy Protection

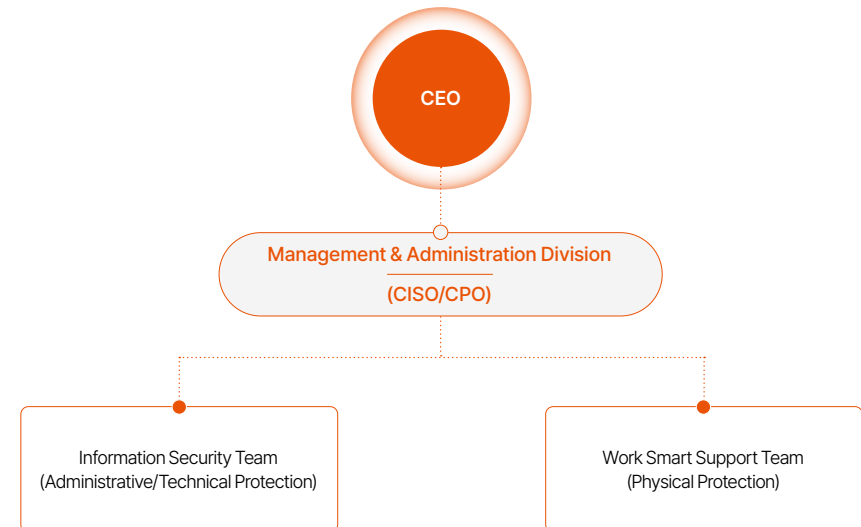


Information Security Organization

A Chief Information Security Officer (CISO) is appointed and entrusted with responsibilities including the establishment, implementation, and improvement of information security plans, as well as the identification and assessment of information security risks. In addition, INNOCEAN operates a designated information security department responsible for the planning, executing, evaluating, and improving security tasks, along with the Information Security Committee, which performs deliberations and coordinates overall information security-related matters. The information security department conducts training for both internal and external personnel, responds to information security issues arising from service operations, and verifies compliance with relevant security policies and guidelines.

The Information Security Committee holds regular meetings once a year to review internal management plans related to information security and privacy protection, coordinate incident response and recurrence prevention measures, and review the improvement and advancement of information security measures and systems.

Information Security Governance



Reinforcement of Social Responsibility Management

04 Information Security and Privacy Protection

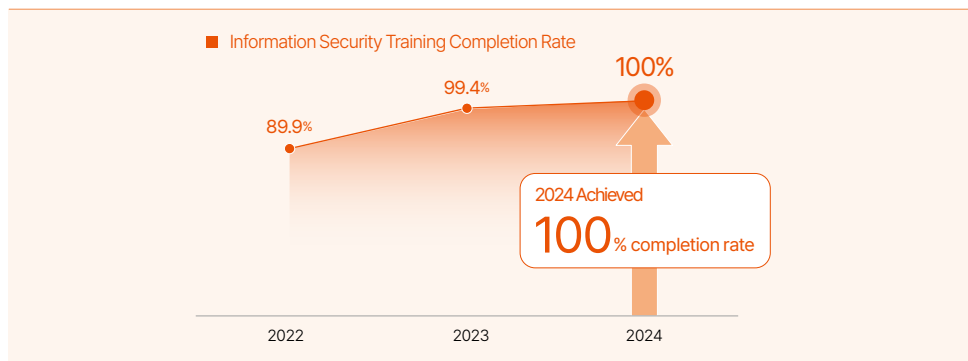
Information Security Policy

To enhance information security, INNOCEAN has established security policies and guidelines that reflect relevant laws such as the Act on the Promotion of Information and Communications Network Utilization and Information Protection, and the Personal Information Protection Act, as well as standards based on its business environment and the ISMS-P (Personal Information & Information Security Management System). These policies define the actions that employees and business-related personnel must follow to effectively safeguard information assets, and include 14 detailed behavioral guidelines covering areas such as personnel security, risk management, and PC security management.

Information Security Education

INNOCEAN conducts company-wide annual training sessions to raise awareness of information protection among its employees. The training covers essential topics such as information security policies and guidelines, relevant laws and compliance requirements, major security incident cases and measures to prevent recurrence, and other core knowledge necessary for the stable operation of information systems. Additionally, simulation exercises on phishing email are conducted to promote security awareness among employees and to minimize the risk of incidents caused by negligence or intent. New employees are provided with separate training on information security and privacy protection, allowing all members to perform their tasks on the same security basis.

Information Security Training Completion Rate



Information Security Investment

To prevent cyber attacks and data breaches, INNOCEAN reviews the implementation level of security systems at its workplaces and has made targeted investments to strengthen its security response capabilities. Currently, INNOCEAN operates and manages 28 security systems across areas including data leakage and intrusion prevention, protection of personnel and assets, network security, system security, and endpoint security. In 2025, INNOCEAN plans to establish additional systems for vulnerability assessment and monitoring and will continue its investments toward building a stable information security infrastructure.

2025 Information Security Investment Plan



Response to Information Security Incident

INNOCEAN's information security personnel monitor security systems continuously to identify signs of breaches. In the event of an incident, they assess the extent of the damage and carry out system recovery procedures. System administrators apply regular security updates and, in the case of a breach, take immediate action to block and respond to the incident, thereby preventing further damage. When a security incident occurs, a detailed analysis of the causes is conducted and a report is submitted to the responsible manager and the CEO. The findings are then used to develop measures to prevent recurrence of similar incidents.

Information Security Incident Response Process

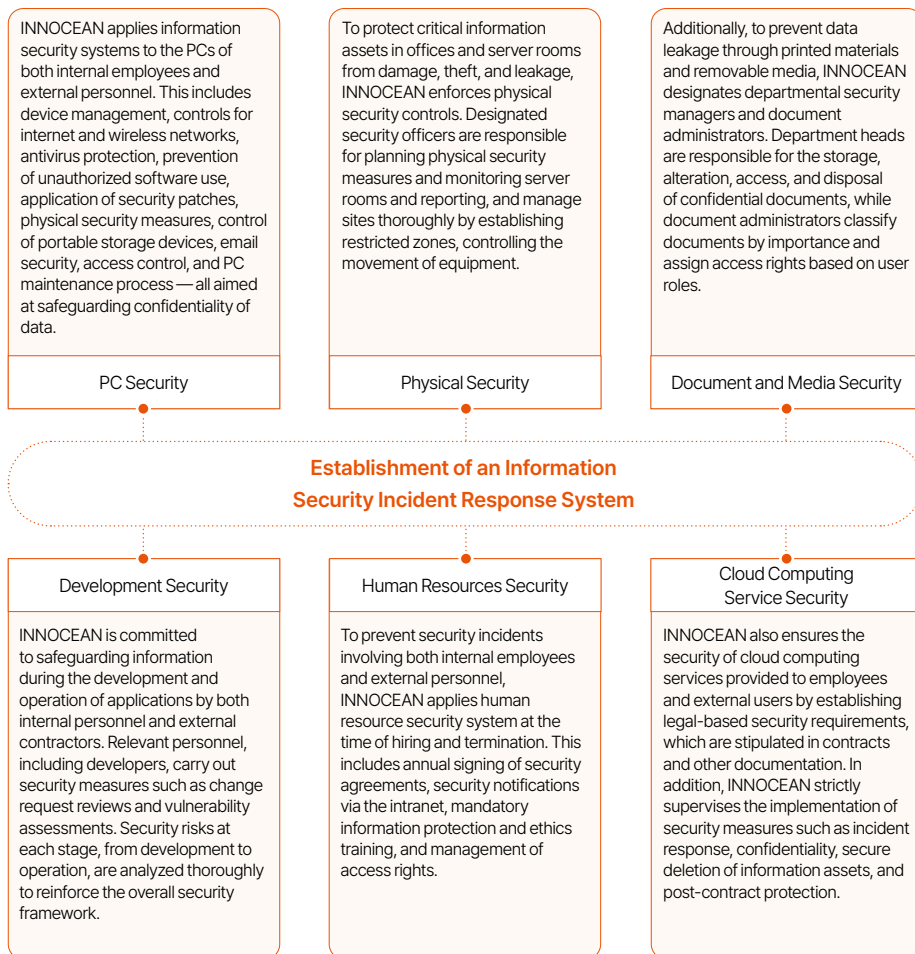


Reinforcement of Social Responsibility Management

04 Information Security and Privacy Protection

Operation of Information Security System

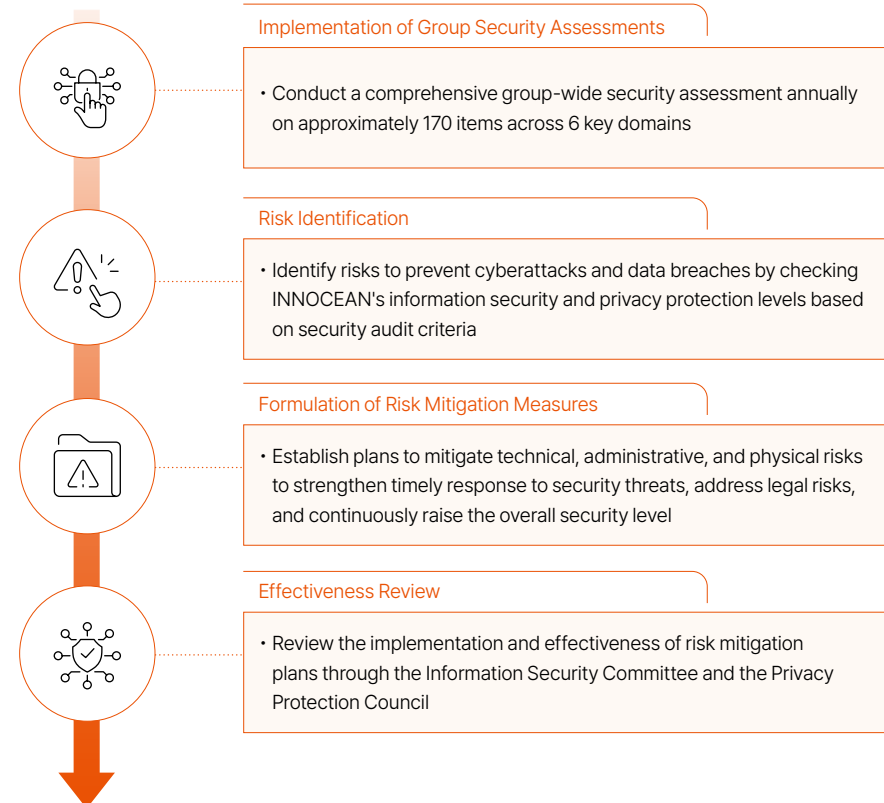
For a structured response to information security incidents, INNOCEAN has established a comprehensive system composed of 6 security domains to protect the organization from both internal and external information security threats.



Identification and Management of Information Security and Privacy Protection Risks

In line with the growing sophistication of cyber threats and the company's overall security enhancement strategy, INNOCEAN continuously evaluates its security and privacy measures across 6 areas: investment, human resources management, security level, ICT operations level, implementation of group ICT policies, and incident response. Through group-level security audits, INNOCEAN identifies potential risks, formulates and implements mitigation plans, and manages their effectiveness.

Risk Management Procedures for Information Security and Privacy Protection



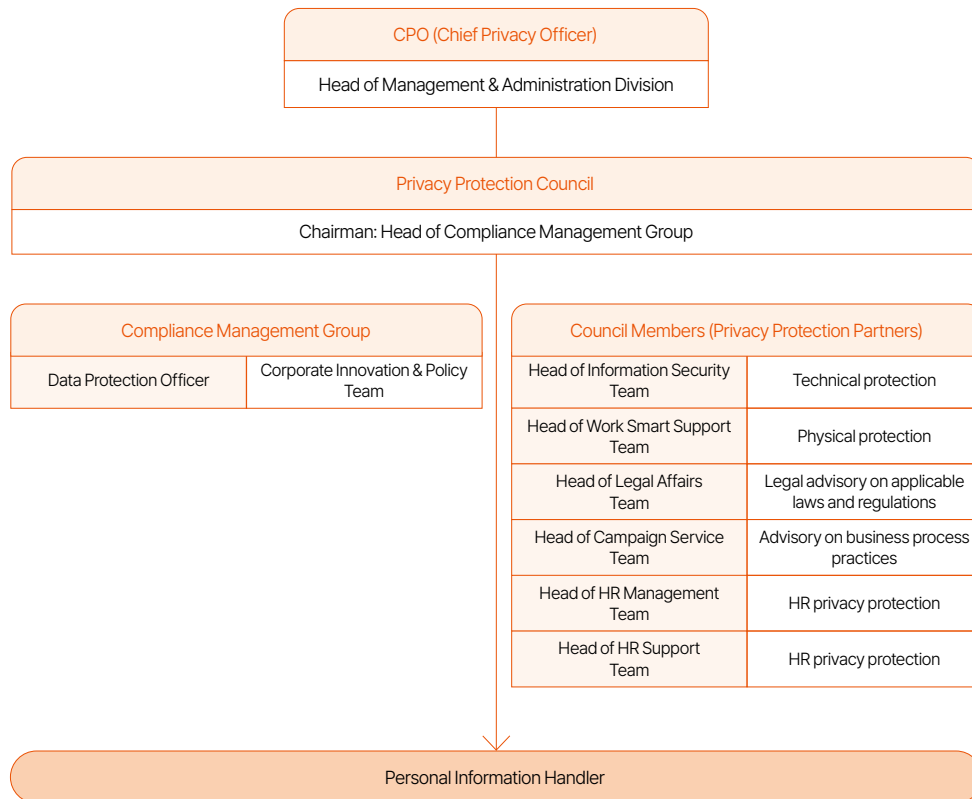
Reinforcement of Social Responsibility Management

04 Information Security and Privacy Protection

Privacy Protection Organization

INNOCEAN has established a Privacy Protection Council centered around the Chief Privacy Officer (CPO) and the responsible department to oversee and control all matters related to privacy. The privacy protection department operates relevant regulations and guidelines, conducts regular training for employees to ensure the safe handling of personal information, and manages a self-assessment process to support personnel in complying with legal requirements throughout the privacy lifecycle.

Privacy Protection Governance

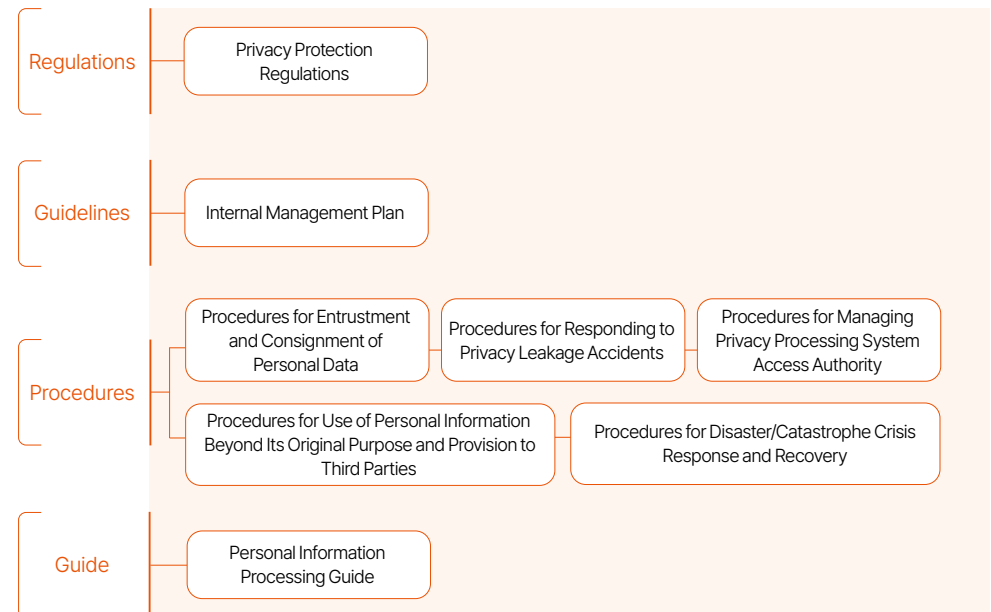


Privacy Protection Policy

Privacy Protection Policy

INNOCEAN has developed an internal management plan in accordance with the Personal Information Protection Act and its enforcement decree. The company has established comprehensive regulations, guidelines, procedures, and manuals to safeguard personal information processed within the organization. All privacy protection policies are communicated to employees via the company intranet to ensure awareness and compliance across the workforce.

INNOCEAN Privacy Protection Policy



Reinforcement of Social Responsibility Management

04 Information Security and Privacy Protection

10 Principles of Data Privacy

INNOCEAN has established ten internal principles for privacy protection and actively encourages all employees to incorporate these principles into their daily work through comprehensive training and ongoing awareness campaigns.

01	Collect Only Essential Personal Data	<ul style="list-style-type: none"> Obtain consent when collecting additional information Provide notice of the four required items when collecting and using personal data
02	Obtain Separate Consent or Ensure Legal Basis for Sensitive Data	<ul style="list-style-type: none"> Resident registration numbers must not be processed, even with the data subject's consent
03	Process Personal Data Securely Through Encryption	<ul style="list-style-type: none"> Store unique identifiers, passwords, and biometric data in encrypted form Set passwords on documents and files containing personal data before saving
04	Allow Third-Party Sharing Only with Consent or Legal Grounds	<ul style="list-style-type: none"> Notify the five required items when obtaining consent for third-party provision Using personal data beyond the original collection purpose or providing it to third parties without proper justification is prohibited
05	Strictly Manage Access Rights to Personal Data Processing Systems	<ul style="list-style-type: none"> Assign different levels of access according to responsibilities Retain records of access permissions for at least three years Implement password rules and other access controls
06	Retain and Review Access Logs	<ul style="list-style-type: none"> Access logs must be retained for at least one year and reviewed monthly If handling data of more than 50,000 individuals, or processing unique identifiers or sensitive information, retain logs for a minimum of two years
07	Implement Robust Security Measures	<ul style="list-style-type: none"> Establish internal management plans, firewalls, and antivirus software Prevent data breaches through protective measures against hacking and unauthorized access Keep antivirus software up to date Avoid opening suspicious phishing emails or downloading attachments from unknown sources
08	Strictly Manage Trustees When Outsourcing Personal Data	<ul style="list-style-type: none"> Prepare documentation and execute standard data processing contracts and confidentiality agreements Conduct regular audits and training for subcontractors, and document the results
09	Destroy Personal Data After Use	<ul style="list-style-type: none"> Immediately dispose of personal data upon fulfillment of its collection purpose Obtain a non-retention confirmation from (re)entrusted parties
10	Prompt Notification in the Event of a Data Breach	<ul style="list-style-type: none"> If a personal data breach is identified, notify the data subject within five days via written notice, phone, or email

Privacy Protection Training

To raise awareness regarding privacy protection, INNOCEAN conducts training once a year for all employees. Additionally, monthly card news is provided to enhance understanding of privacy practices and promote appropriate protective measures.

Status of Privacy Protection Training Completion



2024 Monthly Privacy Protection Card News Topics

January	Understanding Privacy Protection
May	Procedures for Entrusted Data Processing
June	Privacy Encryption
July	Disposal of Privacy
August	Consent for the Collection and Use of Privacy
September	Access Rights to the Privacy Processing System
October	Response Procedures for Data Breaches and Security Incidents
November	The Importance of Sensitive Information and Unique Identifiers
December	2024 Achievements and 2025 Plan for Privacy Protection Activities

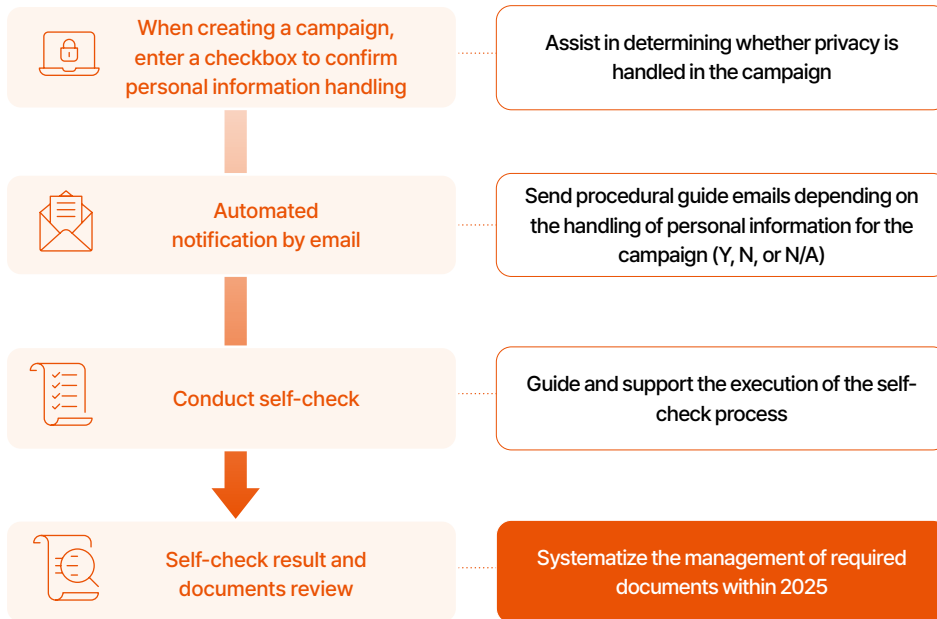
Reinforcement of Social Responsibility Management

04 Information Security and Privacy Protection

Self-Check Process for Privacy Protection

INNOCEAN operates a self-check process system for the protection of privacy. When a campaign is created by a staff in charge in the ERP system, the system automatically sends notification emails in accordance with the personal data handling status. Corporate Innovation & Policy Team then provides legal guidance and consultation to ensure compliance with applicable regulations. Through the self-check process, staffs can comply with the necessary procedures at each stage of collecting, processing, and destroying personal information, ensure the rights of information subjects, and take measures to ensure safety. Meanwhile, we will systematize the evidence materials management function in 2025 to efficiently manage evidence materials for privacy protection requirements.

Self-Check Procedure for Privacy Protection



Contracting and Subcontracting Personal Information Processing

When INNOCEAN is entrusted with the processing or management of personal data, the company conducts compliance checks in accordance with the data controller's inspection procedures and reports the results accordingly. In addition, INNOCEAN fulfills its legal obligations regarding subcontractors by publishing the required checklists and documents related to data privacy on the Partners Portal.

Response to Privacy Breach and Leakage Incidents

INNOCEAN reports any suspected or confirmed privacy breach promptly to the responsible privacy manager of the relevant department. We respond promptly in accordance with the manual, based on the type of personal information processor. The staff in charge assesses the occurrence and scope of the data breach and reports the findings to the Chief Privacy Officer (CPO). Simultaneously, the staff notifies relevant authorities, cooperates with investigations, and formulates measures to prevent recurrence based on cause analysis. The CPO oversees the entire response process and leads a rapid response team to ensure timely and effective mitigation of the incident.

Privacy Policy

[Privacy Policy](#)

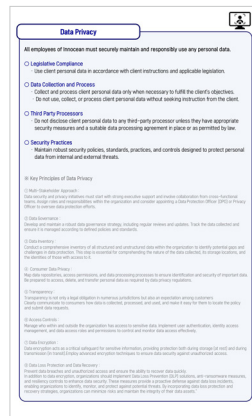
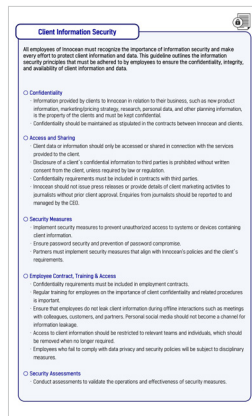
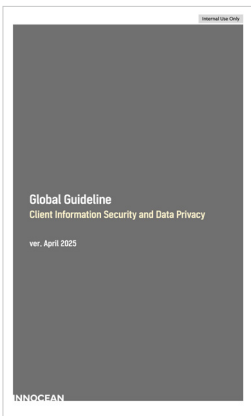
INNOCEAN has established a Privacy Policy in accordance with the Personal Information Protection Act to protect users' privacy and rights, and to facilitate the smooth handling of user complaints related to privacy. This policy is publicly available on the company's website. The policy includes the purpose of privacy processing, retention period, terms of provision to third parties, procedures for outsourcing of privacy processing, and disposal of personal information. INNOCEAN processes privacy for various purposes as defined in this policy and does not use the data for purposes other than those stated. Privacy is retained from the time of collection until the purpose is achieved and is immediately deleted once the purpose is fulfilled. Customers have the right to freely request access, correction, or deletion of their privacy managed by the company. To guarantee these rights, the policy clearly defines the rights and obligations of data subjects and implements various measures to ensure the security of privacy.

Reinforcement of Social Responsibility Management

04 Information Security and Privacy Protection

Overseas Subsidiaries Risk Management

While legal and regulatory frameworks vary by country, INNOCEAN supports the management of privacy protection risks for its overseas subsidiaries by operating global customer information and protection guidelines centered on fundamental principles. These guidelines include a self-assessment checklist that allows each subsidiary to evaluate its management system and employees' awareness levels.



Performance and Activities for Privacy Protection

In 2024, INNOCEAN conducted professional consulting to identify areas requiring improvement in strengthening privacy protection. Based on the findings, INNOCEAN revised privacy policies and guidelines, established governance structures, implemented new processes, and developed supporting systems. In 2025, INNOCEAN aims to further enhance its privacy protection framework through expert training sessions, revisions to the privacy policies on each website, awareness-raising activities, systemization of evidence materials management function, and the introduction of privacy protection solutions.

Privacy Protection Management Achievements and Plans

Key Achievements in 2024	Initiatives for 2025
<p>Performed professional consulting on privacy protection</p> <p>Established a privacy protection management system through professional external consulting</p>	<p>Conduct training sessions led by external experts on privacy protection</p> <p>Conduct external expert training on privacy protection (in addition to mandatory legal training)</p>
<p>Revised and updated privacy protection policies and guidelines</p> <p>Revised and updated internal regulations, management plans, five procedures, and one guideline</p>	<p>Revise the Privacy Policy for each website</p> <p>Amend and integrate privacy policies across INNOCEAN's main website, Partners Portal, etc.</p>
<p>Established the privacy protection organization system</p> <p>Formed a Privacy Protection Council under the CPO (Corporate Innovation & Policy Team, Information Security Team, Legal Affairs Team, etc.)</p>	<p>Continue to operate activities for raising privacy protection awareness</p> <p>Continue to operate other promotion and guidance activities, such as card news, key press releases, surveys</p>
<p>Conducted regular inspections on privacy handling practices</p> <p>Identified privacy processing operations and processors across all departments</p>	<p>Systematize the evidence materials management function</p> <p>Paper-based management of evidence materials related to handling privacy → Implement electronic self-check and management via the ERP system</p>
<p>Developed privacy handling verification function (ERP)</p> <p>Provided self-check support and task guidance emails based on data handling status</p>	<p>Introduce privacy protection solutions</p> <p>Prevent data breaches through detection of privacy on PCs, document security, and data transfer controls</p>

Reinforcement of Social Responsibility Management

05 Sustainable Supply Chain Management for Creatives

INNOCEAN's Win-Win Growth

INNOCEAN has grown on the foundation of mutual trust established through fair and transparent business relationships with its partners. Guided by the vision of "Growing Together with Our Partners," INNOCEAN operates a structured win-win growth program to strengthen partner capabilities and support their sustainable development.

INNOCEAN's Win-Win Growth Strategies

VISION

INNOCEAN, Growing Together with Our Partners

SLOGAN

with **INNOCEAN**

Tasks



Fair Trade



Win-Win Growth

Direction

01 Fair Business Relationships

- 100% cash payment within 10 days of completing the project
- Use of Standard Subcontracting Agreements with additional provisions to protect rights and promote interests of partners
- Pre- and post-monitoring of fair trade practices through the Internal Review Committee

02 Provision of Equal Opportunities

- Transaction opportunities provided through fair evaluations, including assessments of business performance and occupational safety & health
- Equal opportunity monitoring conducted before and after engagement through the Internal Review Committee

The 8 Key Initiatives

- | | | | |
|---------------------------------|-------------------------|----------------------|----------------------|
| 1 Support for capacity-building | 2 Recruitment support | 3 Management support | 4 Financial support |
| 5 Expansion of sales | 6 Technology protection | 7 Welfare support | 8 Open communication |

INNOCEAN's Win-Win Growth Achievements

As an honored company with the highest rating in Win-Win Growth Index, INNOCEAN leads the advancement of fair trade practices and promotes a culture of mutual cooperation.

Fair Trade Agreements by the Korea Fair Trade Commission (KFTC)
Achieved top-tier rating for 5 consecutive years
 (2019–2023)

Win-Win Growth Index by the Korea Commission for Corporate Partnership (KCCP)
Achieved top-tier rating for 4 consecutive years
 (2020–2023)

KFTC Compliance Program (CP) Evaluation
Received AA rating
 (2024)

Merit for shared growth of large and small enterprises
Minister's commendation from the Ministry of SMEs and Startups
 (2024)

Award for Fair Trade Agreements
 from the Korea Fair Trade Commission
 (2024)



Reinforcement of Social Responsibility Management

05 Sustainable Supply Chain Management for Creatives

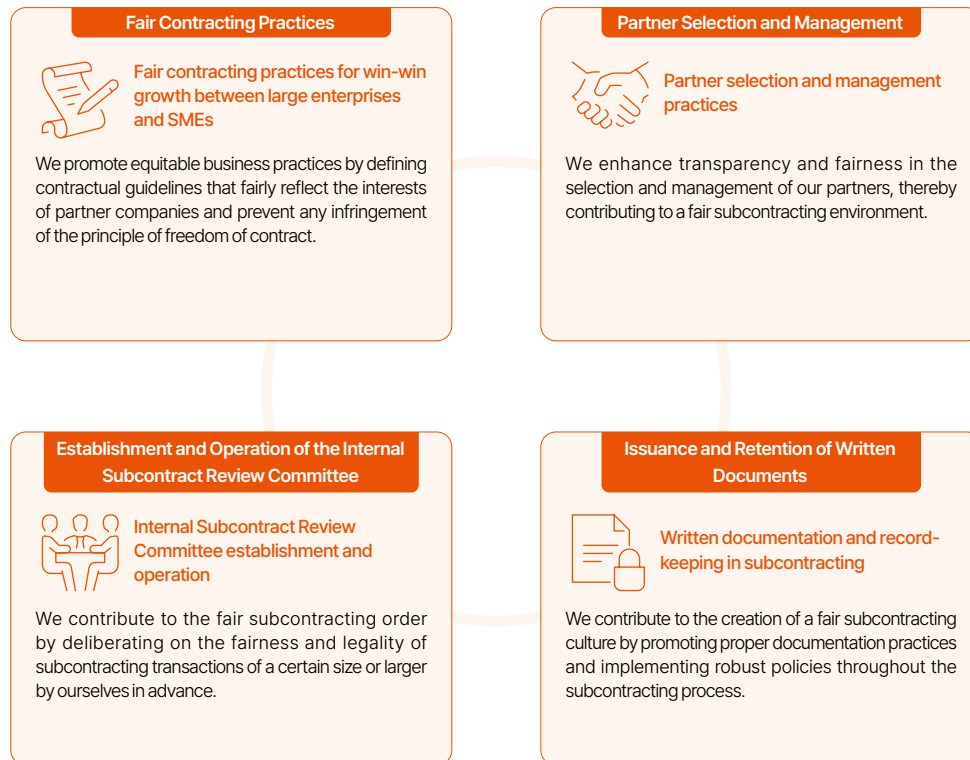
INNOCEAN's Win-Win Growth

Four Key Commitments for Win-Win Growth



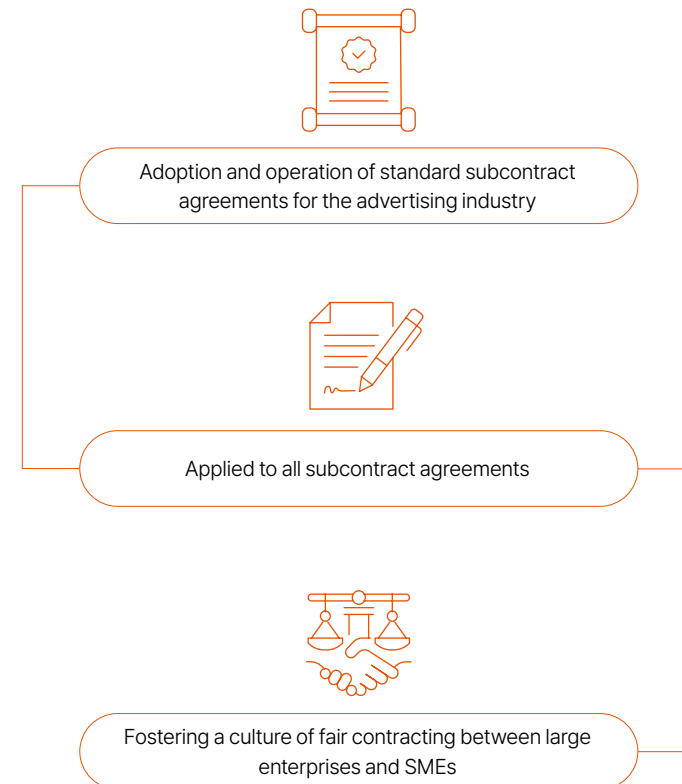
INNOCEAN has adopted and practices the “Four Key Commitments for Win-Win Growth between Large Enterprises and SMEs” established by the Korea Fair Trade Commission (KFTC), in order to foster a fair business environment and ensure compliance with subcontracting regulations. Fairness and transparency are upheld as top priorities in all transactions with partners.

Four Key Commitments for Win-Win Growth



Adoption of Mutual Benefit Regulations and Standard Subcontract Agreements

To achieve win-win growth with partners and prevent violations of the Subcontracting Act, INNOCEAN has established and complies with the Mutual Benefit Regulations. These regulations stipulate standards for the selection and management of partners, strategies for collaboration with SMEs and rural communities, and guidelines for operating the Subcontract Review Committee. In addition, INNOCEAN applies the standard subcontract agreement recommended by the KFTC, specifically tailored to the advertising industry, for all subcontracting arrangements, thereby promoting balanced and equitable business practices.



Reinforcement of Social Responsibility Management

05 Sustainable Supply Chain Management for Creatives

Win-Win Growth Programs for Partners

INNOCEAN systematically promotes eight key win-win growth initiatives, including support for capacity-building, recruitment support, management support, financial support, support for sales expansion, technology protection, employee welfare, and open communication to ensure sustainable collaboration with its partners. Each initiative is designed to enhance partners' competitiveness and contribute to building a healthy advertising industry ecosystem and long-term partnerships.

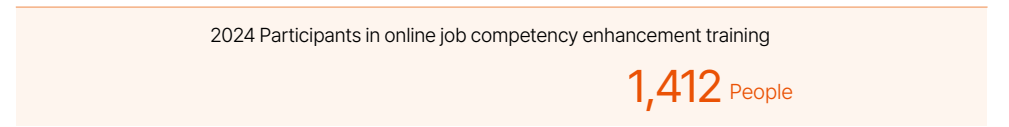
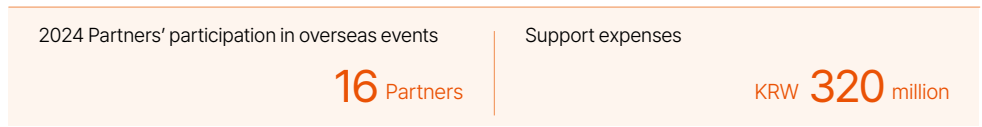
Partner Capacity Building

Overseas Participation Program

INNOCEAN shares its creative experience and ideas with partners to strengthen long-term competitiveness. To enhance partners' global creative capabilities, INNOCEAN supports them with participation in international advertising festivals and industry exhibitions. Participation in events, which was previously centered around agencies, has been extended to partners, allowing them to gain insights and understand trends in actual industry sites. Going forward, INNOCEAN will continue to provide opportunities to attend global events across various fields such as ATL (TV commercials) and BTL (exhibitions and events), thereby contributing to the enhancement of partners' practical capabilities and creative thinking.

Training Support

INNOCEAN provides competency-building training programs for partners' employees to strengthen their competitiveness. An e-learning program is offered monthly in a microlearning format with short-form content, addressing the limitations of traditional long-duration courses while improving learning efficiency and accessibility. In addition, INNOCEAN provides partners with selected internal materials as learning resources, including reports and insights on recent trends and technologies. INNOCEAN will continue to support the capacity building of partner employees.



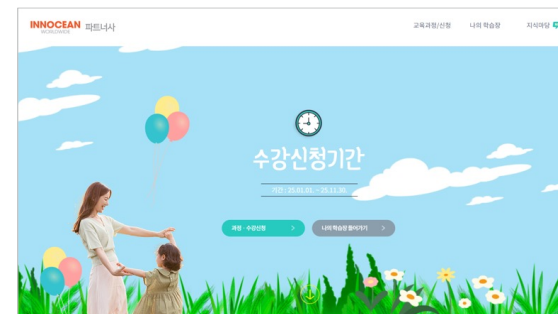
CES (Las Vegas, USA)	<ul style="list-style-type: none"> The world's largest electronics and IT industry exhibition Total 4 INNOCEAN partners participated Supported approximately KRW 94 million
IAA (Hannover, Germany)	<ul style="list-style-type: none"> Germany's largest automotive industry exhibition Total 6 INNOCEAN partners participated Supported approximately KRW 95 million
Cannes Lions Festival (Cannes, France)	<ul style="list-style-type: none"> One of the world's top three advertising festivals Total 6 INNOCEAN partners participated Supported approximately KRW 130 million



Partner support for CES



Partner support for Cannes Lions Festivals



INNOCEAN Learning Site Screen for Partners



Microlearning Application Guide

Reinforcement of Social Responsibility Management

05 Sustainable Supply Chain Management for Creatives

Win-Win Growth Programs for Partners

Partner Welfare

Partner Health Improvement and Supplies Support

INNOCEAN strives to enhance the quality of life and practical welfare experience for partner employees. To allow partner employees to choose personalized welfare benefits according to their needs, INNOCEAN provides points usable at external win-win growth malls. Considering the special working conditions at advertising production sites such as long outdoor shoots and dusty indoor studios, INNOCEAN supplies practical health and safety items, including masks and hand sanitizers, for partner workers.

2024 Win-Win growth mall points support	Support expenses	2024 Support with health and hygiene supplies	Support expenses
98 partners	KRW 10 million	96 partners	KRW 20 million

Partner Cultural Life Support

Creative industries grow and thrive based on culture. INNOCEAN supports partner employees' cultural life to help them enhance their creative capabilities as well as their understanding of content and trends. Partner employees are offered opportunities to attend movies and exhibitions to enrich their cultural experiences. In 2024, 4,000 movie tickets were provided to 200 partners, supporting about 48 million won worth of movies. In addition, 2,000 exhibition tickets for the Kansong Art Museum were given to 100 partners, amounting to support valued at approximately KRW 33 million.

2024 Target for cultural life support	Support expenses
300 Partners	KRW 80 million

Partner Family-Friendly Programs

The support scope has been expanded to include family members of partners' employees as well. In the event of a bereavement involving partners' employees, INNOCEAN provides condolence wreaths and funeral supplies based on the same standards applied to its own employees. In 2024, about KRW 13 million worth of funeral supplies were provided to 25 partners. INNOCEAN also operates a vacation support program called "Healing Camp," It offers opportunities for family-based glamping vacation, including lodging, BBQ, and campfire kits. In 2024, the Healing Camp was held twice, inviting a total of 28 partners, with support costs amounting to approximately KRW 17 million.



Healing Camp for Partners' Employees and Their Families

2024 Target for family-friendly program support	Support expenses
53 Partners	KRW 30 million

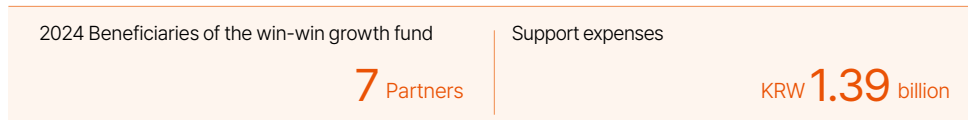
Reinforcement of Social Responsibility Management

05 Sustainable Supply Chain Management for Creatives

Win-Win Growth Programs for Partners

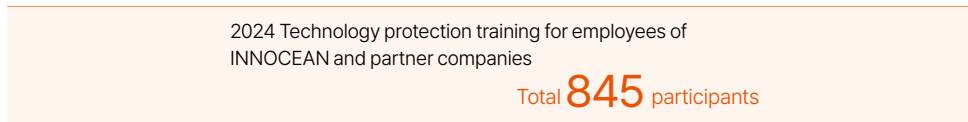
Financial Support for Partners

INNOCEAN operates a financial support program to assist partners in smooth fund management and to ease their management burdens. A win-win growth fund totaling KRW 2 billion has been established to help resolve partners' financial difficulties, secure financial stability, and strengthen competitiveness.



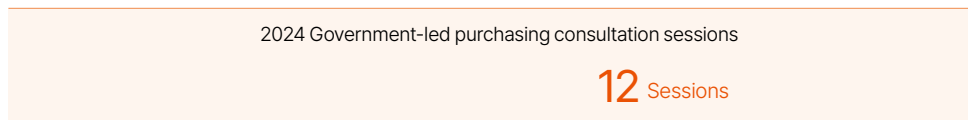
Partner Technology Protection

INNOCEAN provides internal and external training on technology protection and supports participation costs for programs such as the technology escrow system to protect partners' technology assets and promote technological development.



Support for Sales Channel Development

To support discovering promising new SMEs and developing sales channels, INNOCEAN participates in government-led purchasing consultation sessions and holds its own purchasing policy briefings.

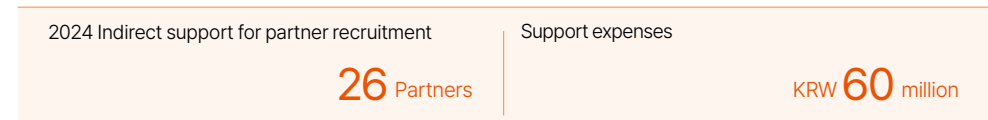


Recruitment Support for Partners

In the creative industry, talent is the most important asset of a company, and securing outstanding talent is key to enhancing competitiveness in the market. INNOCEAN operates various programs to support partners in hiring new personnel, attracting skilled talent, and facilitating long-term retention. Through initiatives such as youth employment incentives, long-term service support, and assistance with job posting costs, INNOCEAN supports partners in building a stable management foundation, while also contributing to alleviating workforce shortages and creating jobs for the benefit of society. In 2024, INNOCEAN also participated in the Korea Commission for Corporate Partnership's PR Challenge program to support partners in corporate promotion and recruitment.



2024 Win-Win Growth PR Challenge Partner Promotional Video



Reinforcement of Social Responsibility Management

05 Sustainable Supply Chain Management for Creatives

Win-Win Growth Programs for Partners

Partner Management

Improvement of Partner Management Environment and Capacity Enhancement

INNOCEAN provides support with evaluation and consulting costs to enhance the management stability and capabilities of partners. In 2024, support was provided for credit evaluations targeting small and medium-sized enterprise partners, along with assistance for diagnosing and improving management environments. In the case of safety and health evaluations, safety and health experts visit sites to inspect risk factors and support evaluation costs to help partners establish autonomous safety management systems.

2024 Credit evaluation support	Support expenses	2024 Safety and health evaluation support	Support expenses
95 Partners	KRW 80 million	46 Partners	KRW 50 million

Partner Reward Programs

INNOCEAN rewards partners and their employees who achieve outstanding results. Annual awards are given to excellent employees of partner companies to enhance work engagement and encourage long-term retention. During the 2024 Partners Day, one company with excellent ESG performance and five companies with outstanding win-win growth achievements were selected and each awarded KRW 5 million. This initiative encourages partners' ESG management and win-win growth activities.



2024 Partners Day

2024 Awards for outstanding partners	Award expenses	2024 Awards for outstanding employees	Award expenses
6 Partners	KRW 30 million	71 Partners	KRW 40 million

Partner Communication

INNOCEAN creates various opportunities for active exchange and communication with partners. Through regular events and two-way communication, INNOCEAN actively reflects partners' opinions and seeks to foster a culture of win-win growth based on trust and empathy.

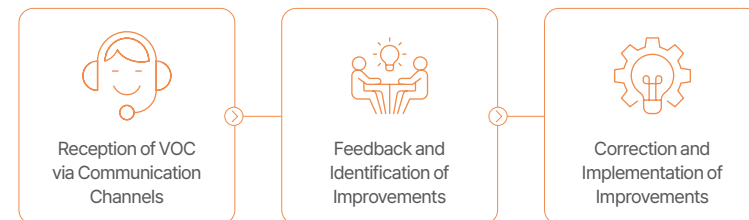
The annual "Partners Day" is a key communication activity aimed at strengthening cooperation with partners. In 2024, a total of 71 companies and 126 partner employees participated in Partners Day. The event included presentations on win-win growth programs for partners and shared INNOCEAN's management vision. Additionally, special lectures on related industry technologies and global trends were held to share insights that support the enhancement of partners' capabilities for strategic thinking and creative planning.

INNOCEAN operates various communication channels to listen to partners' voices. Regular visits and ad hoc consultations are conducted for the company to understand partners' concerns, and a VOC (Voice of Customer) reception desk is maintained via the INNOCEAN website and KakaoTalk channel to sustain ongoing communication. INNOCEAN will continue to actively collect partners' feedback through two-way communication.

Partner Communication Channels



Partner Communication Process



Reinforcement of Social Responsibility Management

05 Sustainable Supply Chain Management for Creatives

Supply Chain ESG Management

Partner Selection

INNOCEAN operates a fair and transparent partner selection process by clearly defining the criteria for partners. Employees' opinions are collected and reviewed in the process of forming the partner pool. The final decisions are made by the CEO. Through this process, the appropriateness of partners is reviewed and confirmed annually.

Partner Selection Process



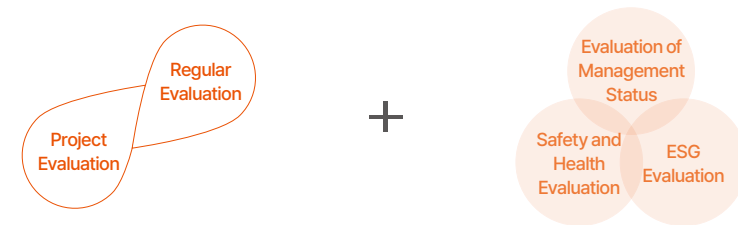
New Partner Registration Evaluation

Companies wishing to register as INNOCEAN partners are selected based on a total score calculated from quantitative evaluations, which take into account production records, employees status, and financial status, and qualitative evaluations, which assess portfolios, drafts, quality, and work capabilities. The specific weighting of qualitative and quantitative evaluations is announced at least 30 days prior to the start of the registration review, considering the number of companies to be recruited each year. In particular, for selection of new partners, INNOCEAN confirms whether the partner has received a "normal" or higher rating from a certified safety and health evaluation agency, and contracts are concluded only with partners that meet the required safety and health competency level.

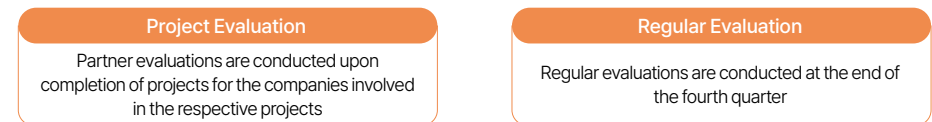
Partner Evaluation and Management

INNOCEAN's partner evaluation applies a 50% weighting to project evaluations and regular evaluations, and grants additional points by assessing management status, safety and health, and ESG levels.

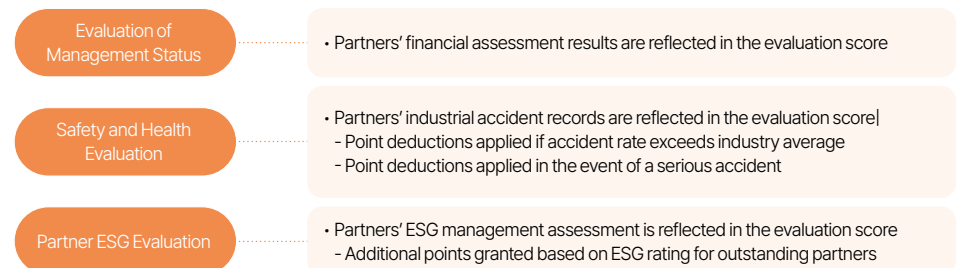
Partner Evaluation and Management System



Basic Evaluation



Additional Evaluation



Reinforcement of Social Responsibility Management

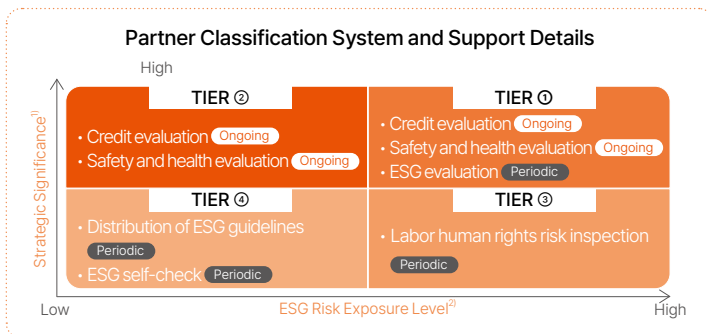
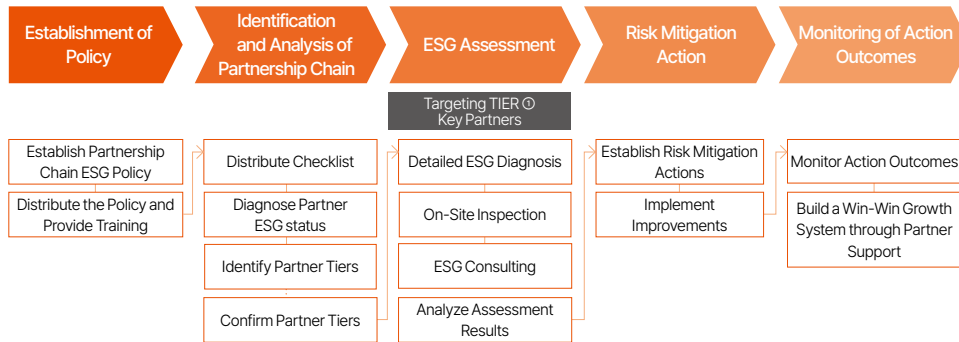
05 Sustainable Supply Chain Management for Creatives

Supply Chain ESG Management

Partner ESG Management Process

INNOCEAN has established a Partnership Chain ESG Policy to enhance the ESG capabilities of its partners. Partners are classified and managed based on strategic importance and ESG risks. ESG management levels are assessed through checklist-based self-assessments, and key partners are required to receive on-site audits and customized ESG consulting. For partnership chain risks identified through ESG assessments, mitigation measures are established, and the implementation of corrective actions and their outcomes are monitored continuously. INNOCEAN will continue to expand ESG evaluations and consulting to strengthen win-win growth with a broader range of partners.

Partner ESG Management Process

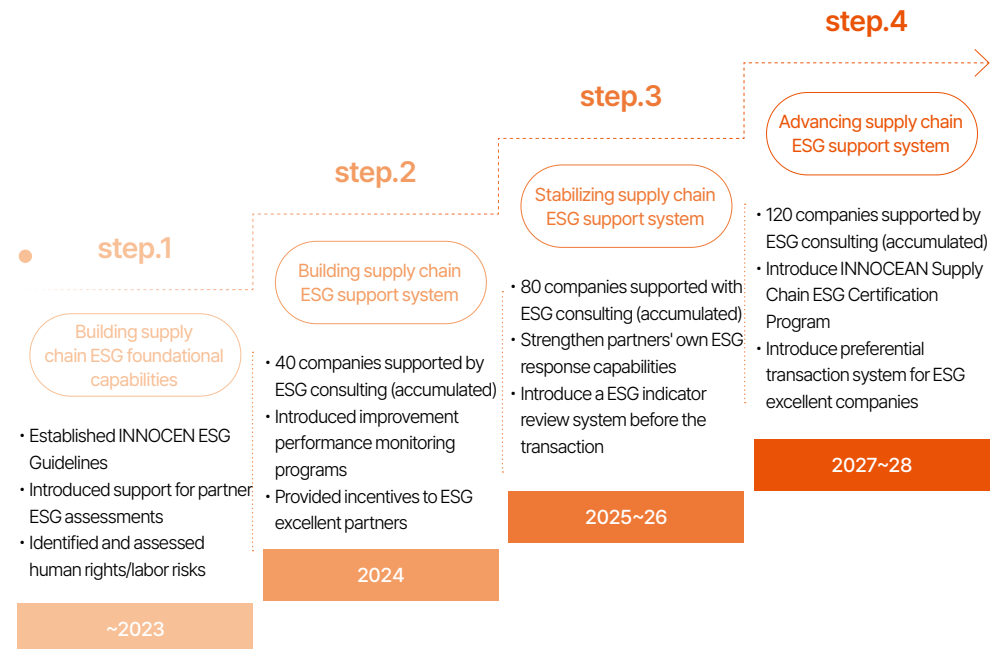


1) Based on annual transaction amount and project evaluation excellence
 2) Considering industries with high risks related to human rights and labor

Mid- to Long-Term Plan for Partner ESG Management

In 2023, INNOCEAN became the first company in the advertising industry to sign an agreement with the Korea Commission for Corporate Partnership to support partner ESG initiatives. Since then, it has developed internal guidelines for partners' ESG implementation and supported ESG-related training and consulting programs. Partners demonstrating strong ESG performance are incentivized in selection for the win-win growth program to promote voluntary participation and broader dissemination of results. In 2024, ESG self-assessments and on-site audits were conducted for 20 key partners, and improvement consulting was provided. The average ESG compliance rate improved from 31.1% before consulting to 82.3% afterward. Of the evaluated partners, 18 were recognized by the Korea Commission for Corporate Partnership as companies with excellent ESG performance.

Partner ESG Roadmap



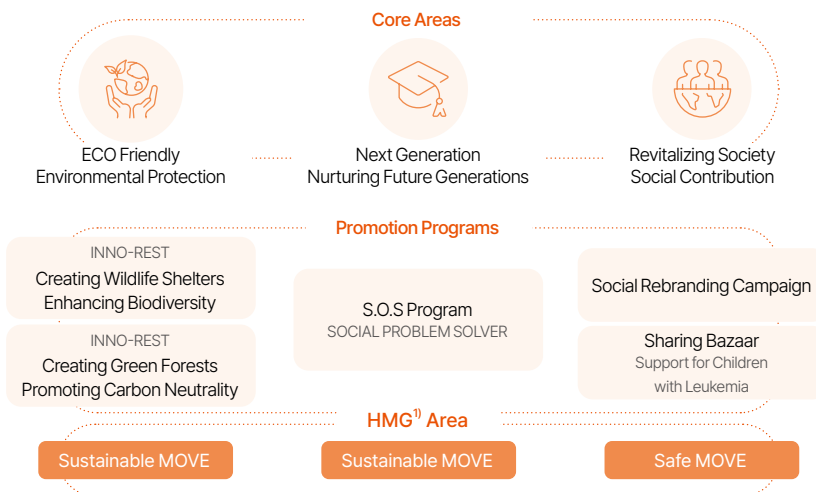
Reinforcement of Social Responsibility Management

06 Social Contribution

CSR Mission

INNOCEAN pursues a wide range of social contribution initiatives aimed at creating social value and building trust with stakeholders. INNOCEAN has established “Spreading Social Impact and Building a Sustainable Business Ecosystem” as its CSR mission, focusing on protecting the environment, nurturing future generations, and revitalizing local communities, and implements CSR activities accordingly.

INNOCEAN's CSR Strategy



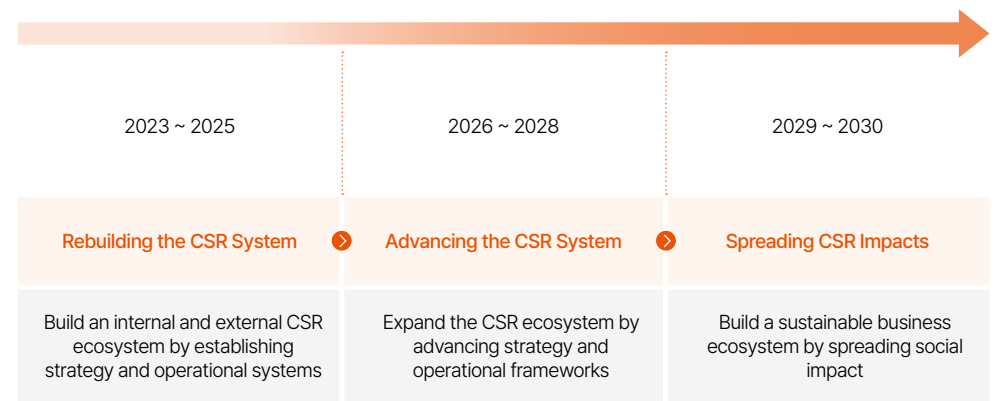
1) HMG: Hyundai Motor Group

Mid-to-Long-Term CSR Roadmap

[↪ INNOCEAN CSR Website](#)

INNOCEAN has developed a mid-to-long-term CSR roadmap with milestones up to 2030, and carries out social contribution activities in alignment with this plan. INNOCEAN has designated the period up to 2025 as a phase for establishing its CSR strategy and operational framework. Following this, INNOCEAN aims to advance its CSR system, broaden the scope of its social contribution activities, and ultimately expand its social impact.

INNOCEAN's CSR Roadmap



INNOCEAN's CSR Implementation Principles

Social Impact First

INNOCEAN CSR will prioritize the expansion of social impact. We will strive for win-win growth with local communities and work toward expanding our initiatives beyond Korea to the global stage.

Solution for Sustainability

INNOCEAN's CSR will take a data-driven approach to identify the root causes of issues, design solutions proactively, and address societal challenges. By leveraging our diverse resources and capabilities, we will focus on creating sustainable solutions rather than one-off contributions.

Sharing Together

INNOCEAN and its members will work together to actively engage in solving social problems. We will foster a culture of voluntary participation among employees and build a community-oriented corporate culture that generates social value through our resources and expertise.

Reinforcement of Social Responsibility Management

06 Social Contribution

Sharing Bazaar (fundraising) for Children with Cancer



INNOCEAN hosts an annual charity fundraising event, the "Sharing Bazaar," for its employees. By 2024, the bazaar had been held 17 times. In the 2024 event, approximately 4,000 items, including advertising props and personal belongings donated by employees were sold through direct sales and auctions. The total proceeds of KRW 20 million were donated to support the treatment of children with pediatric cancer. Moreover, over 2,650 items were donated to the Beautiful Store.



INNOCEAN Sharing Bazaar Donation Ceremony



INNOCEAN Sharing Bazaar Activities

<Life-saving Bathhouse>, a Space Rebranding Campaign



INNOCEAN is implementing a space rebranding project to identify and revitalize spaces needed by vulnerable groups. As the first case, the Iljuk Bathhouse in Anseong, Gyeonggi Province was fully remodeled and redesigned into a safety-centered facility for the elderly. The space has been structured to prevent major causes of accidents such as heat shock and falls. In addition, public health education sessions and guidebooks were provided to local residents to promote a safe bathing culture. This project reflects INNOCEAN's customer experience design capabilities. In addition, open-source materials containing spatial rebranding know-how are planned for release. INNOCEAN will continue to breathe new life into neglected spaces and realize social value through creativity.



Life-saving Bathhouse



Iljuk Bathhouse

Hosting S.O.S Program



Since 2011, INNOCEAN has hosted the "S.O.S (Social Problem Solver)" university contest program to foster future talent in advertising and marketing. The program provides marketing experience and scholarships to university students aspiring to become marketers. In 2024, based on the theme "Ideas for a Better World in the Age of AI," the contest invited proposals aimed at enhancing the daily lives of vulnerable groups and supporting digital/AI marginalized populations through AI technology. A total of 13 works were selected and the grand prize was awarded to a winner who proposed "AITM," a system using AI-based heart rate analysis for prevention of financial crimes. The winner received 10 million KRW in prize money and an internship opportunity.



INNOCEAN S.O.S Program



S.O.S Program Awards Ceremony

Building Junrangcheon Wildlife Sanctuary



To mark Endangered Species Day designated by the Ministry of Environment, INNOCEAN carried out a volunteer activity to establish a wildlife protection zone in the Jungnangcheon area. In 2024, new employees participated in activities such as planting saplings, creating forest areas that will be the sanctuary and protection zone for wildlife, and providing rice grains as food for migratory birds.



Volunteer Activity at Jungnangcheon Wildlife Sanctuary



Volunteer Activity to plant seedlings

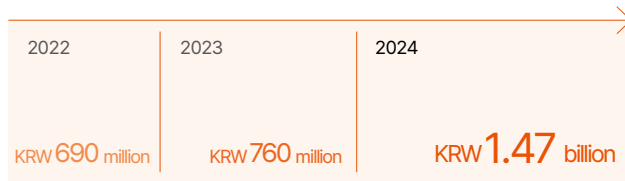
Reinforcement of Social Responsibility Management

06 Social Contribution

Key CSR Achievements in 2024

INNOCEAN does not limit its CSR efforts to one-off activities but tracks and manages CSR performance continuously to evaluate the outcomes of its social value creation projects. INNOCEAN also continues to expand its CSR-related budget to faithfully fulfill its corporate social responsibilities.

CRS Achievements Over the Past 3 Years



CSR Partnership Groups



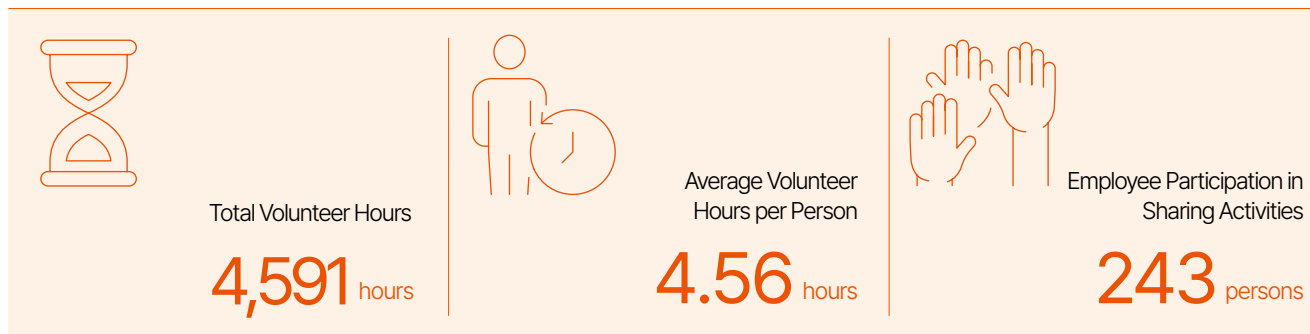
Certified as an Excellent Institution in Culture and Arts

First in the Advertising Industry to be designated as an "Excellent Institution for Culture and Arts Sponsorship" from the Ministry of Culture, Sports and Tourism



INNOCEAN was the first company in the advertising industry to be designated as an "Excellent Institution for Culture and Arts Sponsorship" in acknowledgment of its contributions to fostering a sustainable culture and arts ecosystem. Awarded by the Ministry of Culture, Sports and Tourism and organized by the Arts Council Korea, the designation is an annual certification given to companies and institutions with outstanding records in culture and arts sponsorship. INNOCEAN was selected based on high scores across criteria such as "organizational capability and operational system," "sponsorship outcomes," "awards received over the past three years," and "new sponsorship initiatives."

Volunteer Participation Hours by Employees



Selected as Excellent Institution for Culture and Arts Sponsorship

Special Page | Space Rebranding Campaign <Life-saving Bathhouse>



CSR Utilizing INNOCEAN's Core Competencies

Leveraging its unique creative and design capabilities, INNOCEAN carried out a space rebranding CSR project to transform Iljuk Bathhouse, a 27-year-old outdated public bathhouse in Anseong, Gyeonggi-do, into "the safest bathhouse in the world." The project incorporated healthcare-based technologies and comprehensively applied INNOCEAN's expertise in spatial design, brand goods development. Going beyond simple facility renovation, this initiative implemented a solution focused on social value by linking safety with everyday life in the local community.

Global Design, Proven Through Advertising Awards

Starting with the "Urban Design of the Year" award in 2024, the project went on to win prestigious global honors such as the Red Dot Design Award, The One Show, and Clío Awards—demonstrating both INNOCEAN's impact in social value creation and its global creative excellence.

Awards

- ✔ Red Dot Design Award / Best of Best
- DESIGN: Interior Architecture & Interior Design
- ✔ The One Show / Silver Pencil
- DESIGN: Spatial Design / Architecture & Interior
- ✔ Clío Awards / Bronze
- DESIGN: Spatial Design / Public Service
- ✔ New York Festivals / Bronze
- DESIGN: PRODUCT & SERVICES
- ✔ NGO & Charity
- DESIGN: BEST Use / Public Spaces



Establishing a Sustainable Structure Through Community Collaboration

INNOCEAN has established a sustainable, community-based CSR framework in collaboration with the Anseong-si, Iljuk-myeon, the Anseong Health Welfare Social Cooperative, the Gyeonggi-do Social Impact Creators, and World Vision. The project extended beyond rebranding of physical spaces to include localized programs such as safety and health education, distribution of proper bathing guides, health screenings for the elderly, and escorted bathing services. These measures are contributing meaningfully to expanding resident participation and promoting a culture of safety. Such efforts go beyond short-term outcomes, positioning the initiative as a sustainable social contribution model that grows alongside the local community.

Throughout INNOCEAN's coordination of various stakeholders and joint projects, INNOCEAN has given the impression that its efforts go beyond just surface-level initiative commonly seen at the corporate level, staying engaged to create meaningful contributions to the community.



Bora Kim,
Mayor of Anseong-si

ESG Core Value

Internalization of Sustainable Management

GOVERNANCE HIGHLIGHTS

Board Diversity

Appointment of a female independent director

Ethical Management

Promoting ethical management culture

Board Operation

Average board attendance rate 100% (As of 2024)

Governance and Risk Management 78

Compliance and Ethical Management 85

Special: Greenwashing Risk Management 93

Internalization of Sustainable Management

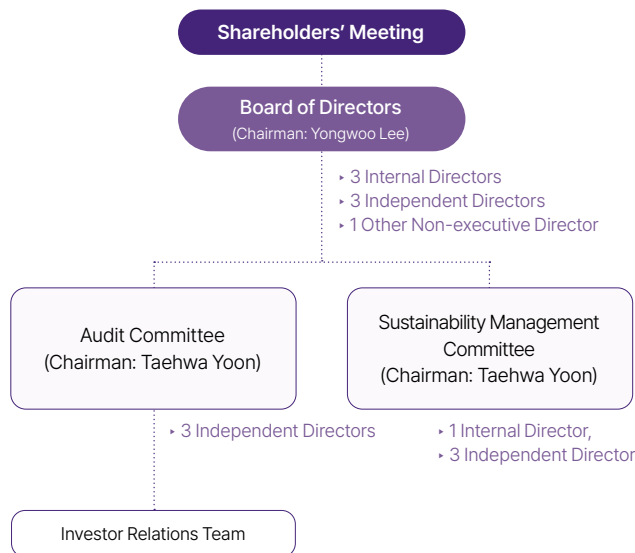
01 Governance and Risk Management

Board of Directors

INNOCEAN has refined its governance framework to ensure transparent and independent decision-making. The board is composed of members with expertise and diversity, enabling checks and balances across the overall management process and establishing a foundation for efficient business operations. Moving forward, INNOCEAN will continue to operate the board from an ESG perspective and foster a culture of responsible decision-making.

Board Organization

(As of December 31, 2024)




Board Composition

INNOCEAN's Board of Directors consists of a total of seven directors: three internal directors, three independent directors, and one other non-executive director. Independent directors make up 43% of the board, meeting the requirements under commercial law and reinforcing independent management oversight and monitoring functions. The chairman of the board concurrently serves as the CEO to enhance operational efficiency of the board and practice accountable management. INNOCEAN also appoints directors with diverse backgrounds and expertise to ensure decisions reflect a broad range of perspectives.

Board of Directors


(As of December 31, 2024)

Category	Name	Gender (Age)	Position	Initial Appointment Date - Term Expiration (Expected) Date	Area of Expertise	Key Career Experience
Internal Director	Yongwoo Lee	Male (65)	Chairman of the Board of Directors CEO Member of the Sustainability Management Committee	2020.09.17-2026.03 Regular Shareholders' Meeting	General Management	Current) INNOCEAN President Former) Hyundai Motor Company Genesis Division Head
	Sungyi Chung	Female (62)	Internal Director	2008.03.31-2026.03 Regular Shareholders' Meeting	General Management	Current) INNOCEAN Internal Director
	Seungho Shin	Male (56)	Head of the Finance & Accounting Management Division	2022.03.31-2025.03 Regular Shareholders' Meeting	Financial Support	Current) INNOCEAN Managing Director
Independent Director	Taehwa Yoon	Male (64)	Chairman of the Audit Committee Chairman of the Sustainability Management Committee	2020.03.25-2026.03 Regular Shareholders' Meeting	Finance/Accounting	Current) Gachon University Business School Professor and Business School Dean
	Seungjoo Kim	Male (53)	Member of the Audit Committee Member of the Sustainability Management Committee	2021.03.29-2027.03 Regular Shareholders' Meeting	Information Security	Current) Korea University Cyber Defense Department/ Information Security Graduate School Professor
	Donghwa Kim	Female (52)	Member of the Audit Committee Member of the Sustainability Management Committee	2024.03.28-2027.03 Regular Shareholders' Meeting	Financial Consulting	Current) Elaxima Global Vice President Former) Netflix Korea Managing Director of Partnerships
Other Non-Executive Director	Minho Jang	Male (55)	Board of Directors	2024.03.28-2027.03 Regular Shareholders' Meeting	Management Strategy	Current) Lotte Cultureworks New Growth Strategy Division Head Former) Lotte Cultureworks Management Support Division Head




Ratio of Independent Directors

43%



Ratio of Female Directors

29%



Average Age of the Board Members

58.1 years old

Internalization of Sustainable Management

01 Governance and Risk Management

Board Policy

[↔ Board Regulations](#)
[↔ Corporate Governance Charter](#)
[↔ Corporate Governance Report](#)

INNOCEAN established Board Regulations in 2015 to advance corporate governance and ensure efficient board operations. According to these regulations, INNOCEAN's Board of Directors, which is the company's highest decision-making body, oversees and approves major business matters, considering the diverse interests of stakeholders including shareholders, investors, customers, employees, and partners. In 2024, INNOCEAN introduced the Corporate Governance Charter to further strengthen advanced corporate governance. Through this charter, INNOCEAN continues to pursue a governance system that reflects its organizational culture while securing transparency, soundness, and stability in management, aiming to enhance shareholder value and protect rights and interests through checks and balances.

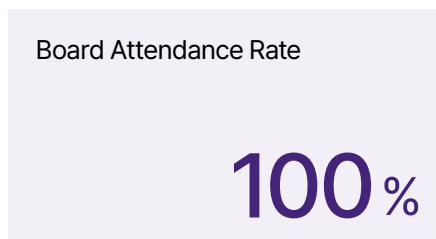
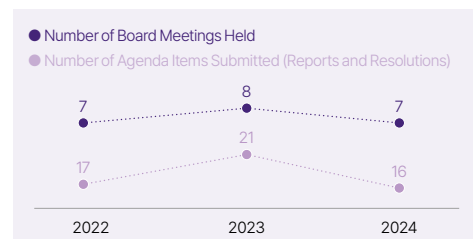
Board Performance

In 2024, the board was convened a total of seven times and discussed a variety of agenda items. Regular board meetings are held on a quarterly basis, with additional ad hoc meetings convened as necessary. Agenda materials are provided five days in advance to allow directors ample time for review, and scheduling takes into account directors' availability to ensure high attendance. The board recorded an average attendance rate of 100% in 2024, with a total of 16 agenda items reported and resolved.

Board in 2024

(As of December 31, 2024)

Category	FY2024	Key Agenda Items for 2024
Number of Board Meetings Held	7 sessions	<ul style="list-style-type: none"> Approval of 2024 Safety and Health Plan Approval of 2024 Business Plan
Number of Items Reported/Approved (Cases)	6/10	<ul style="list-style-type: none"> Approval of the 19th Financial Statements Approval of the 19th Business Report
Average Attendance Rate of All Board Meetings	100%	<ul style="list-style-type: none"> Approval of the 19th Year-End Dividend
Attendance Rate of Internal Directors	100%	<ul style="list-style-type: none"> Convening of the 19th Regular Shareholders
Attendance Rate of Independent Directors	100%	<ul style="list-style-type: none"> Enactment of the Corporate Governance Charter
Attendance Rate of Other Non-Executive Directors	100%	<ul style="list-style-type: none"> Approval of the 20th Quarterly Dividend



Board Expertise

INNOCEAN supports the board's decision-making and supervisory functions by assisting independent directors through the Investor Relations Team. Comprising four members, the Investor Relations Team provides independent directors with management data and information, responds to requests, and offers administrative support to ensure effective performance of their duties. In addition, each committee is paired with designated internal departments and organizations to deliver efficient and practical operational support to independent directors.

Independent Director Training in 2024

Training Date	Attending Independent Director	Key Training Content
2024.06.28	Donghwa Kim	<ul style="list-style-type: none"> Job training for independent directors of listed companies
	Taehwa Yoon	<ul style="list-style-type: none"> Key accounting issues for companies of interest identified by the Financial Supervisory Service
2024.11.19	Seungjoo Kim	<ul style="list-style-type: none"> Trends and response strategies for ESG disclosure regulations
	Donghwa Kim	<ul style="list-style-type: none"> Global business, global risk

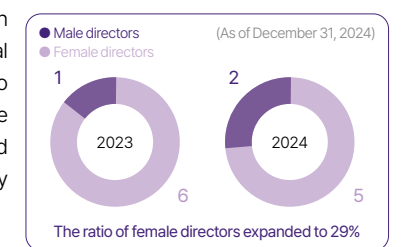
Independent Director Support Organization

Department	No. of Members	Position	Average Length of Service	Key Activities
Investor Relations Team	4	<ul style="list-style-type: none"> Team Leader Senior Manager Manager 	5.3 years	<ul style="list-style-type: none"> Support for independent directors' duties Providing materials for board operations and agenda review

Board Diversity

INNOCEAN is committed to enhancing board diversity by appointing directors with diverse professional expertise and backgrounds. In selecting candidates, INNOCEAN considers not only educational background, industry experience, and functional expertise, but also broader elements of diversity such as gender, ethnicity, and culture in order to strengthen the board's diversity and enable balanced decision-making. In 2024, INNOCEAN reinforced board diversity by increasing the number of female directors from one to two.

Ratio of Female Directors



Board Independence

INNOCEAN strives to strengthen the board's independence and thereby establish transparent governance. The board is authorized to request submission of relevant materials, conduct investigations, and report on matters where violation of laws or the Articles of Incorporation is suspected. Director appointments are finalized at the shareholders' meeting following board recommendations, conducted with fairness and independence. When appointing independent directors, the board reviews conflicts of interest, independence, and qualification requirements, obtains qualification confirmation certificates, and reports them to the Korea Exchange. All current independent directors meet these standards, helping the company enhance the board's eligibility and transparency continuously.

Internalization of Sustainable Management

01 Governance and Risk Management

Audit Committee

INNOCEAN operates an Audit Committee despite no legal obligation to do so, and the committee's independence and objectivity are ensured by appointing only independent directors as members. The Audit Committee includes at least one accounting and financial expert. In 2024, the Audit Committee convened five times, with a 100% attendance rate for independent directors.

Composition of Audit Committee

(As of December 31, 2024)

Position	Category	Name	Main Role
Chairman	Independent Director	Taehwa Yoon	• Evaluation on the operation status of the internal accounting management system
Member	Independent Director	Seungjoo Kim	• Evaluation of external auditor audits • Communication with external auditors
Member	Independent Director	Donghwa Kim	• Review of corporate financial soundness and validity

Audit Committee Operation in 2024

Number of Audit Committee Meetings Held	Number of Reports and Resolutions	Attendance Rate of Independent Directors
5 Sessions	9 Cases	100%

Sustainability Management Committee

In 2023, INNOCEAN established the Sustainability Management Committee under the Board of Directors. The committee consists of three independent directors and one internal director, with the CEO participating as the internal director. The committee supports transparent internal transactions, protects shareholder rights, and ensures the effective implementation of key ESG issues such as social responsibility and safety and health. The Sustainability Management Committee also provides prior consultation on major decisions, including medium- to long-term planning, before board meetings.

Composition of Sustainability Committee

(As of December 31, 2024)

Position	Category	Name	Senior Background	Main Role
Member	Internal Director	Yongwoo Lee	CEO	• Ensuring transparency in internal transactions; protecting shareholder s' rights; operates by assigning decision-making tasks on social responsibility and safety and health management
Chairman	Independent Director	Taehwa Yoon	Finance/Accounting Expert	
Member	Independent Director	Seungjoo Kim	Information Security Expert	
Member	Independent Director	Donghwa Kim	Financial Advisory Expert	

Sustainability Management Committee in 2024

Category	Performance	Details of Key Agenda for 2024
Number of Committee Meetings Held	4 Sessions	[Resolution Agenda] • Approval of Financial Transactions with Affiliated Financial Companies in Accordance with the Terms and Conditions for the 2nd Quarter of 2024 • Approval of Financial Transactions with Affiliated Financial Companies in Accordance with the Terms and Conditions for the 3rd Quarter of 2024 • Approval of Financial Transactions with Affiliated Financial Companies in Accordance with the Terms and Conditions for the 4th Quarter of 2024
Number of Items Reported/Approved (Cases)	5/3	
Average Attendance Rate of All Committee Meetings	100%	
Attendance Rate of Internal Directors	100%	[Report Agenda] • Report on Safety and Health Plan in 2024 • Report on Fair Trade Voluntary Compliance Activities in 2024
Attendance Rate of Independent Directors	100%	• ESG Performance in 2023 and ESG Plan for 2024 • Report on Ethical Management Operations

Internalization of Sustainable Management

01 Governance and Risk Management

Board Compensation

INNOCEAN compensates its directors within the limits approved at the general shareholders' meeting. For internal directors, the board determines compensation, including base salary and performance-based incentives based on position, tenure, duties and performance, contribution level, revenue, operating profit, and overall internal and external management conditions.

Independent directors are paid fixed remuneration only, in order to ensure independence and transparency, with no additional performance-based compensation. If future evaluation outcomes for independent directors are deemed relevant to compensation, the board will assess various factors comprehensively and determine their inclusion following sufficient discussion.

Shareholder Meeting Approved Amount and Actual Compensation Paid in 2024

(Unit: KRW million)

Category	Number of Persons	Shareholder Meeting Approved Amount	Compensation Amount	Average Compensation per Person
Directors and Independent Directors	7	6,000	4,051	579

CEO-to-Employee Compensation Ratio

(Unit: KRW million, Times)

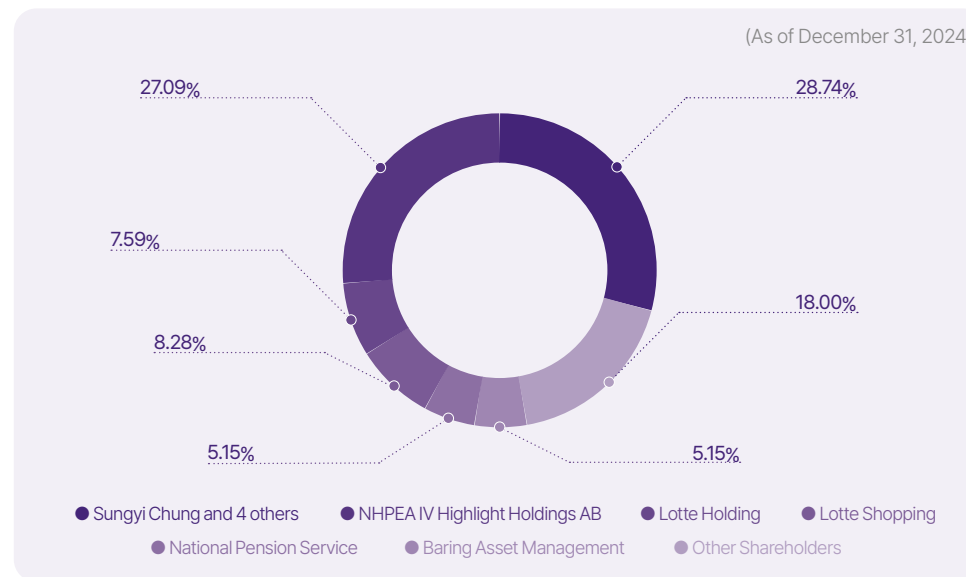
CEO's Total Compensation	Median Total Compensation of Employees ¹⁾	Ratio of CEO's Total Compensation to Median Employee Total Compensation
1,427	94.88	15.04

¹⁾ Based on total compensation of full-time regular employees who have worked continuously for one year, excluding contract workers, employees on leave, and staff dispatched overseas

Shareholder Status

As of December 31, 2024, INNOCEAN's total issued common stock amounts to 40,000,000, with minority shareholders holding 30.42% of the total stock. The largest shareholders, Sungyi Chung and four related individuals, collectively hold 11,495,778 shares, which represents 28.74% of the shares outstanding. Significant institutional investors include NHPEA IV Highlight Holdings AB, holding 17.20%, and Baring Asset Management, with a 7.59% stake. Additionally, Lotte Holdings Co., Ltd. and Lotte Shopping Co., Ltd. each possess 5.15%, contributing to a combined total of 10.30%. The National Pension Service holds 8.28%, along with other pension funds that also maintain substantial investments, thereby supporting the stability of stock prices.

Shareholder Status



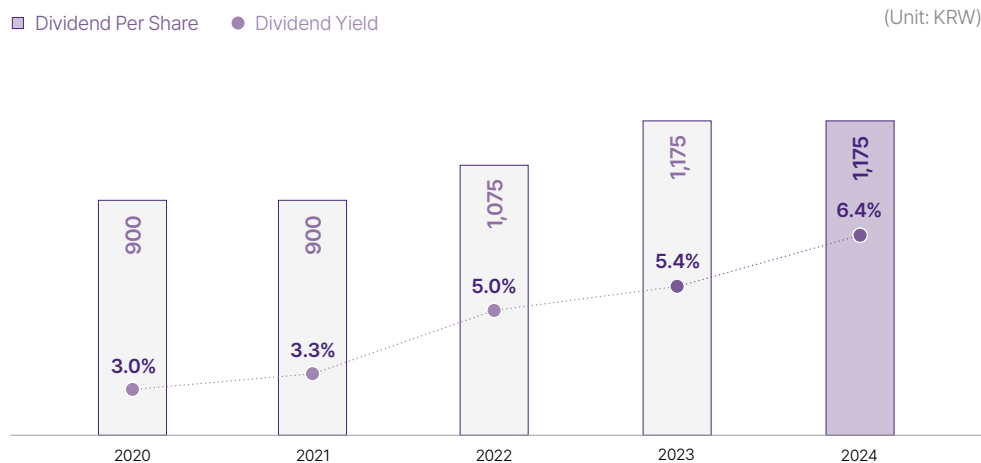
Internalization of Sustainable Management

01 Governance and Risk Management

Return to Shareholders Policy

Since its listing in 2015, INNOCEAN has continuously increased dividend amounts to enhance shareholder value. The scale of shareholder dividends is determined by comprehensively considering the company's investments for sustainable growth, business performance, and controlling interest net income based on consolidated financial statements. The dividend payout ratios for the last three years were 60.9% in 2022, 46.2% in 2023, and 46.9% in 2024, with a three-year average payout of 51.3%. While we continue to invest in long-term growth, we uphold a dividend policy that aligns with our current operations and global industry standards, ensuring that shareholder value is maximized.

Dividend Per Share and Dividend Yield for the Past 5 Years



Category	Unit	In the last 3 years	In the last 5 years
Average Dividend Yield	%	5.6	4.6

Category	Unit	2017	2018	2019	2020	2021	2022	2023	2024
Dividend Yield	%	1.3	2.3	2.1	3.0	3.3	5.0	5.4	6.4

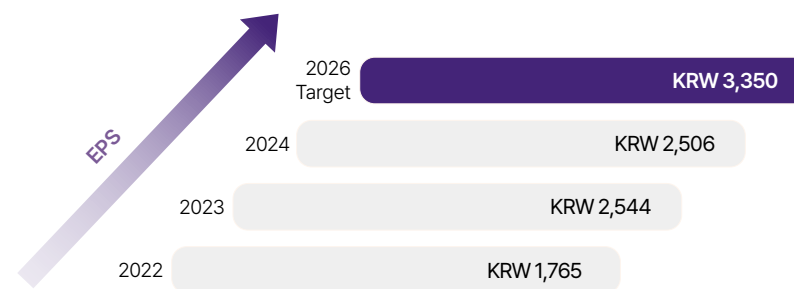
Quarterly Dividend Performance and Target

To maximize shareholder value, INNOCEAN has consistently paid quarterly dividends for three consecutive years since 2021. At the end of November 2023, we issued a 100% stock dividend, allocating one new common share for each existing share, increasing the total number of common shares from 20,000,000 before issuance of the stock dividend to 40,000,000 after issuance of the stock dividend. We have maintained an earnings per share (EPS) of KRW 1,500 since our listing, and we aim to achieve an EPS of KRW 3,350 by 2026, representing a 90% increase from 2022, to enhance long-term shareholder value. Prioritizing the expansion of shareholder value continues to be our foremost strategic objective.

Quarterly Dividend Details for the Past 3 Years

Category	Unit	2022	2023	2024
Dividend Per Share	KRW	225	225	225
Total Dividend Amount	KRW million	9,000	9,000	9,000

EPS Target



Internalization of Sustainable Management

01 Governance and Risk Management

Protection of Shareholder Rights

INNOCEAN has operated an electronic voting system annually since 2020 to enable shareholders to exercise their voting rights more conveniently. To ensure sufficient time for review of shareholder meeting agenda items, notices for meeting convocations are issued at least four weeks in advance. The 2024 Annual General Meeting was scheduled to avoid peak dates and thereby enhance accessibility and convenience for shareholders.

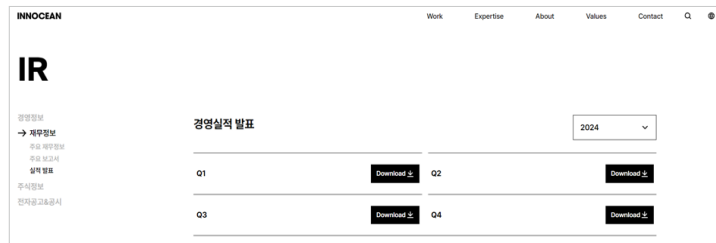
Strengthening of Shareholder Communication

[Dividend Inquiry Service](#) [IR Website](#)

INNOCEAN holds annual Analyst Days and corporate performance presentations to transparently share management status, financial goals, and shareholder return policies with shareholders and investors. Additionally, results of voting at shareholder meetings and dividend-related information are disclosed transparently via INNOCEAN's IR website and the electronic disclosure system (DART). In 2024, INNOCEAN conducted over 91 conferences and investor meetings domestically and internationally, maintaining active communication and disclosing information transparently. Notably, at year-end, INNOCEAN replaced postal distribution of dividend payment notices with an online dividend inquiry service accessible on the company's website, reducing paper usage and contributing to environmentally friendly management.



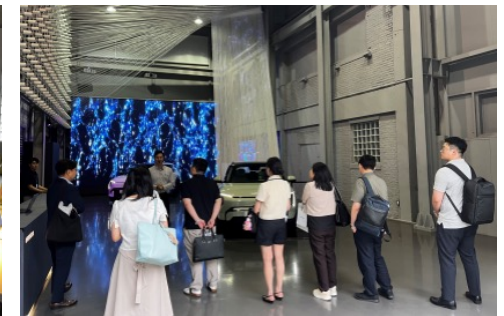
Dividend Inquiry Service



IR Website

2024 Analyst Day

INNOCEAN held the "2024 Analyst Day," covering industrial changes driven by AI, trends in the advertising industry, and goals and strategies for sales expansion in the CX (Customer Experience) sector. INNOCEAN hosted the 2024 Analyst Day at "KIA Unplugged Ground," a 926m² electric vehicle-focused complex cultural space, providing expert lectures on AI and industry trend changes, and presenting the company's strategies to respond to these changes, thereby strengthening communication with shareholders. INNOCEAN plans to hold Analyst Days regularly to present specific strategies and goals and to communicate its commitment to enhancing corporate value.



2024 Analyst Day

Internalization of Sustainable Management

01 Governance and Risk Management

Identification of Key Risks

INNOCEAN categorizes risks arising throughout its business activities into financial risks and non-financial risks. Financial risks are managed as financial business risks, while non-financial risks are divided into four detailed categories: environment and safety, legal affairs, personal information, and greenwashing. Key risks are addressed through close communication among relevant departments in an integrated manner, and related policies and plans are established for systematic management. INNOCEAN conducts ongoing monitoring of each risk item to manage risks proactively, developing various scenario plans to minimize damage in the event of risk occurrence. Additionally, INNOCEAN strictly complies with applicable laws and regulations regarding potential financial and non-financial risks, and no violations have been identified during monitoring to date.

Financial and Non-Financial Risks

Category	Classification	Key Contents
Financial	Finance & Business	Review of financial stability including credit, interest rates, taxes, etc.
	Environment & Safety	Review of risks related to greenhouse gas emissions and waste, etc.
		Review of risks due to fire/safety accidents, etc.
Non-financial	Legal affairs	Review of risks related to compliance with laws and regulations
	Personal Information	Review of customer personal information leaks and data security accidents
	Greenwashing	Pre-inspection and monitoring of greenwashing risks for productions

Risk Management Governance

INNOCEAN has established a continuous monitoring system to manage financial and non-financial risks through the Board of Directors, Audit Committee, and Sustainability Management Committee for systematic and proactive management of risks.

Financial risks are identified, assessed, and proactively managed by the Finance & Accounting Management Division, which addresses potential market and credit risks. The identified financial risks are overseen by the Audit Committee.

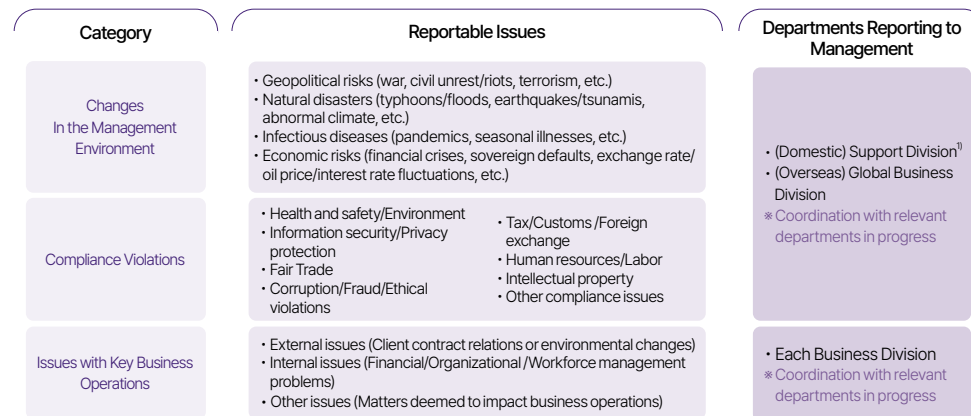
Non-financial risks are analyzed by the Compliance Management Group and the Corporate Strategy Division, focusing on safety, legal affairs, and privacy. These functions reflect legal trends and prioritize the management of safety and information security risks. In addition, INNOCEAN strengthens response capabilities through employee training, and the identified non-financial risks are overseen by the Sustainability Management Committee. INNOCEAN will continue its efforts to strengthen its integrated risk management system aligned with international standards.

Risk Reporting Process

INNOCEAN has clearly defined company-wide risks threatening business continuity and established management and reporting processes to prepare proactively against such risks. Key reportable risks are classified into changes in the business environment, compliance violations, and issues with business operation; consultations and joint responses are conducted with relevant departments before reporting to management.

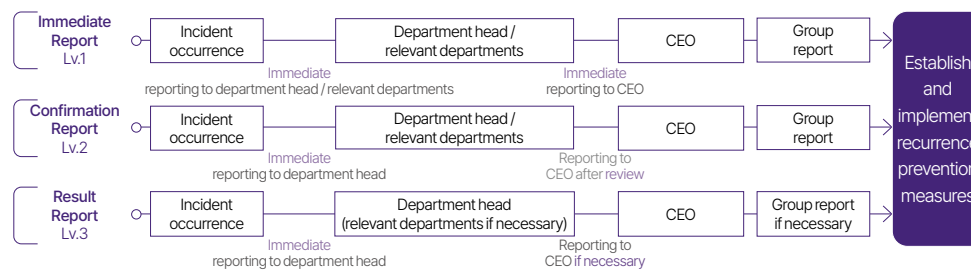
When reportable risks occur, INNOCEAN follows a group risk reporting process to ensure comprehensive response and establishment of recurrence prevention measures. Considering the impact on the company's creditworthiness or business continuity, group reporting is conducted in three stages: immediate report, confirmation report, and result report.

Risk Reporting Targets



¹⁾ Support Division refers to the Compliance Management Group, Finance & Accounting Management Division, Management & Administration Division, and Corporate Strategy Division, with the reporting division determining the appropriate department for handling

Risk Reporting Process



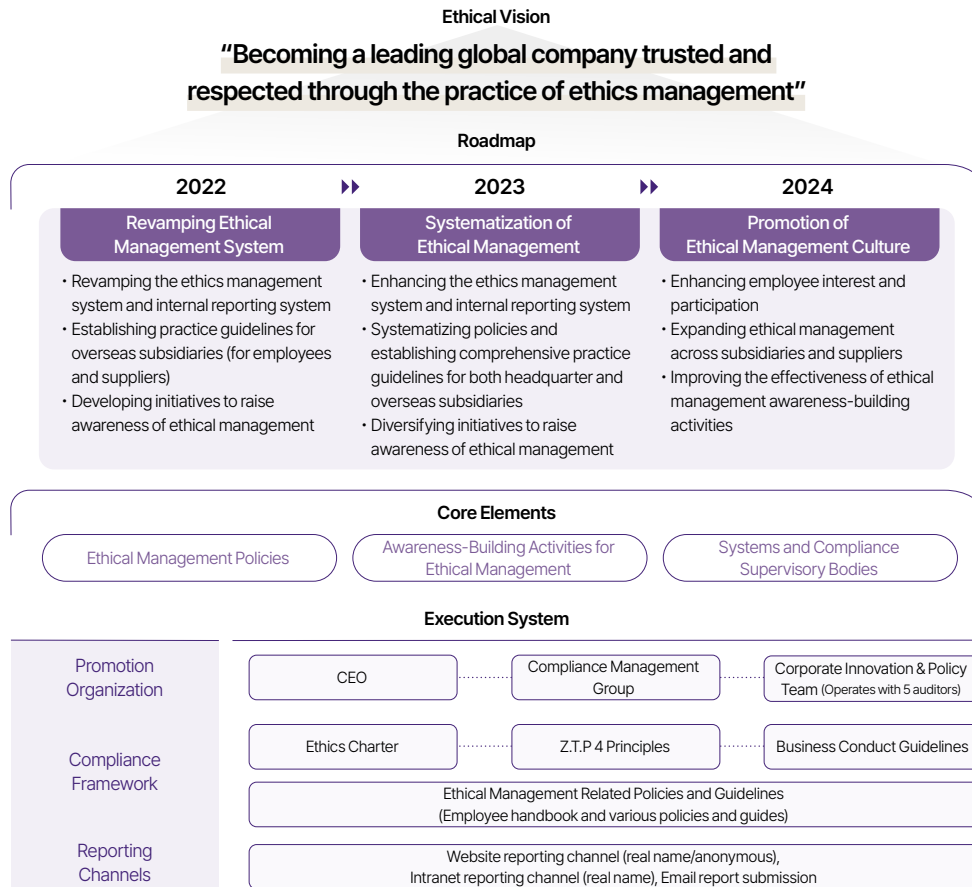
Internalization of Sustainable Management

02 Compliance and Ethical Management

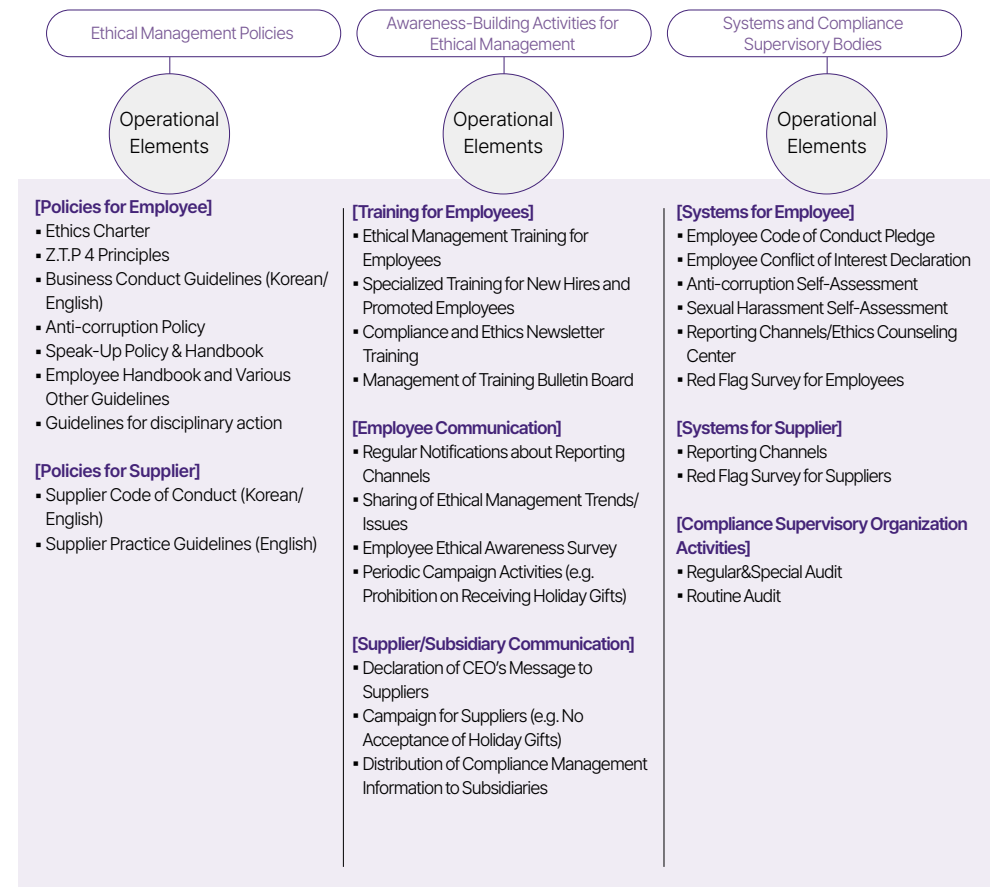
Ethical Management

INNOCEAN has established and operates an ethics management framework to embed compliance and ethical practices into its organizational culture, ensuring that ethical standards are maintained across all stakeholder relationships. Guided by the vision of "Becoming a leading global company trusted and respected for the practice of ethics management," INNOCEAN reorganized and systematized its ethics management system from 2022 to 2023, and in 2024, placed a strong emphasis on expanding its ethics management culture. INNOCEAN identifies three core elements of ethics management: policies, ethical culture promotion and systems. Based on these pillars, the company undertakes specific initiatives such as providing guidance and training, communicating ethical commitments to employee and suppliers, operating ethics management systems, and conducting audits.

INNOCEAN's Ethical Management Vision



Core Elements and Operational Elements of Ethics Management



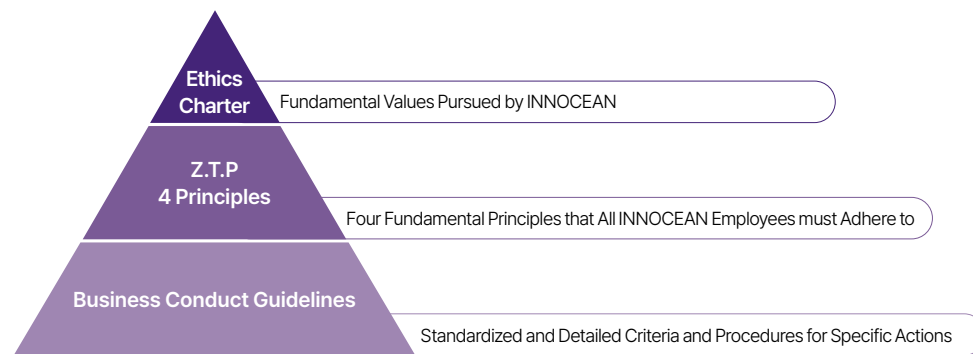
Internalization of Sustainable Management

02 Compliance and Ethical Management

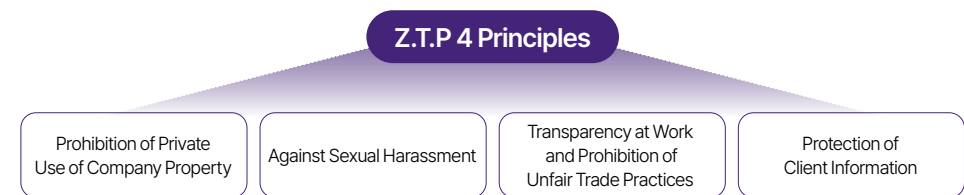
Ethics Charter and Code of Conduct

INNOCEAN has established an Ethics Charter to fulfill its corporate responsibilities and build trust with a wide range of stakeholders. All INNOCEAN members are required to adhere to this Charter. The Zero Tolerance Policy (Z.T.P) is built on four core principles that every employee must strictly observe, demonstrating the company's unwavering commitment to holding anyone who violates these principles fully accountable, without exception. To ensure the Ethics Charter is put into practice, INNOCEAN also provides Business Conduct Guidelines. These guidelines clearly define the standards of conduct for employees in areas such as business ethics, fair trade and competition, customer value, respect for colleagues, and sustainability.

INNOCEAN's Compliance and Ethical Management Regulations System



Four Principles of Z.T.P (Zero Tolerance Policy)



Business Conduct Guidelines

Employee Ethics	<ul style="list-style-type: none"> Protecting our Assets & Intellectual Property Rights Preventing Information Leakage Insider Trading 	<ul style="list-style-type: none"> External Communications & Social Media Conflicts of Interest Documentation & Reporting
Fair Trade and Competition	<ul style="list-style-type: none"> Fair Competition Lawful Information Collection 	<ul style="list-style-type: none"> Gifts, Entertainment & Hospitality / Abuse of Power
Realization of Customer Value	<ul style="list-style-type: none"> Complete Information Client Information Security 	<ul style="list-style-type: none"> Data Privacy
Respect for Employees	<ul style="list-style-type: none"> Human Rights / Harassment 	<ul style="list-style-type: none"> Discrimination
Commitment to Sustainability	<ul style="list-style-type: none"> Environment Philanthropy 	<ul style="list-style-type: none"> Contribution and Sponsorship

INNOCEAN's 5 Ethics Charter

- 01 — We shall perform our duties based on clear and transparent standards, and do our utmost to fulfill our responsibilities with integrity.
- 02 — We shall compete fairly in the market and conduct business ethically with parties that engage in contractual relationships with us.
- 03 — We shall provide safe products, exceptional services and accurate information, and we rigorously protect personal information to increase customer value.
- 04 — We shall respect our members as independent individuals, and to this end, we provide fair working conditions and safe working environments.
- 05 — We shall contribute to sustainable development by fulfilling our social & environmental responsibilities as a member of society, so that diverse stakeholders may prosper together in harmony.

Internalization of Sustainable Management

02 Compliance and Ethical Management

Anti-Corruption Policy

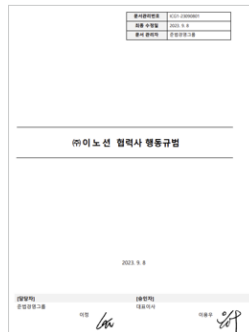
INNOCEAN has established and implements Anti-Corruption Policy to ensure strict compliance with anti-corruption laws across all areas of its business. This policy outlines anti-corruption activities, define prohibited conduct, set procedures for reporting violations and protecting whistleblowers, and establish disciplinary standards. They provide practical guidance to employees for the effective operation of the company's anti-corruption management system.

Prohibited Acts under the Anti-Corruption Policy

- 01 — Accepting money or valuables from stakeholders in connection with one's duties, or inducing stakeholders to provide such benefits to third parties.
- 02 — Providing money or valuables to stakeholders or their related parties for improper purposes.
- 03 — Abusing one's position or authority, or violating laws to obtain benefits for oneself or a third party.
- 04 — Intentionally or through gross negligence, causing financial loss to the company by violating laws in the use of the company's budget, the acquisition, management, or disposal of assets, or the conclusion and execution of contracts.
- 05 — Making improper solicitations to stakeholders.
- 06 — Engaging in acts not explicitly listed above that violate applicable laws or internal regulations and may be considered corrupt by prevailing social norms.

Supplier Code of Conduct

INNOCEAN has established a Supplier Code of Conduct to foster a sustainable partnership network, encouraging suppliers to fully comply with all applicable laws governing corporate business activities. Suppliers are expected to uphold best practices in ethics, environmental stewardship, labor and human rights, health and safety, and management systems.



INNOCEAN Supplier Code of Conduct

Compliance and Ethics Pledge of Practice

INNOCEAN requires all employees to complete an annual Compliance and Ethics Pledge of Practice. In 2024, 100% of the 862 targeted employees fulfilled this requirement. Additionally, dispatched staff at overseas subsidiaries are required to submit a Dispatched Staff Pledge each year, affirming their commitment to ethical standards, mutual respect, and accounting integrity.

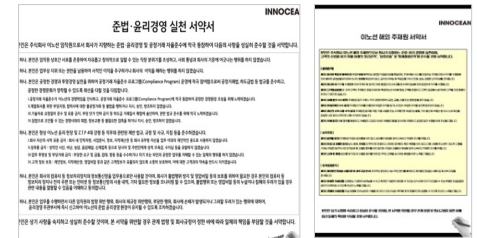
2024 Compliance and Ethics Pledge Status

862 Employees participated

100% Participation Rate

49 Overseas dispatch staff participated

100% Participation Rate



Compliance and Ethical Management Pledge of Practice

Overseas Dispatch Staff Pledge

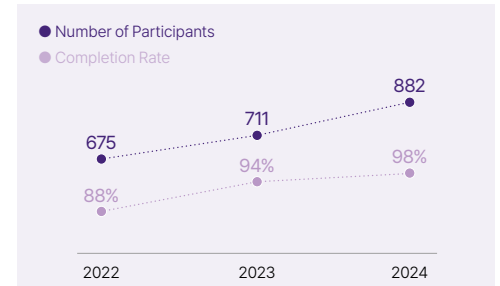
Ethical Management Training

To enhance compliance and ethical awareness, INNOCEAN provides employees with comprehensive ethics training programs. Video-based training is actively utilized, enabling employees to complete courses at their convenience, regardless of time or location. In 2024, training effectiveness was further improved through upgraded content and the introduction of multilingual versions, supporting compliance and ethics education across overseas subsidiaries.

Ethical Management Training Courses

Training Title	Training Target	Training Frequency	Training Type
Basic Training	All employees	Once a year	Online
Promotion Training	Promoted employees, newly appointed team leaders	Upon promotion or new appointment	Online
New Dispatch Staff Training	Newly dispatched staff	Upon assignment	In-person

Ethical Management Training Completion Status

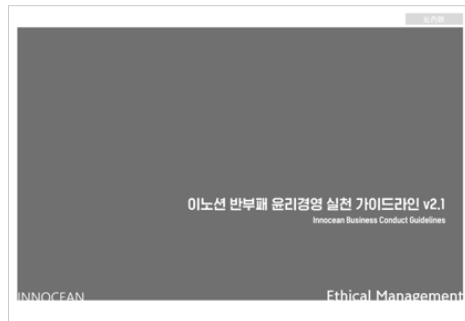


Internalization of Sustainable Management

02 Compliance and Ethical Management

Compliance and Ethical Management Campaigns

INNOCEAN conducts ongoing compliance and ethics campaigns to raise employee awareness and foster an ethical corporate culture. The company distributes the Business Ethics Guidelines and regularly updates a variety of compliance and ethics-related content to share with overseas subsidiaries.



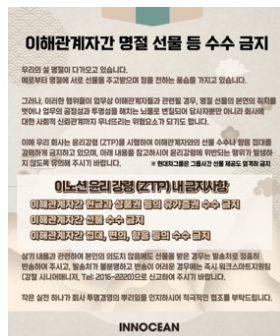
Ethical Management Practice Guidelines



Compliance and Ethics Newsletter



Letter to Partners



Campaign Banning Holiday Gifts



Anti-Abuse of Power Campaign



Legal Insights

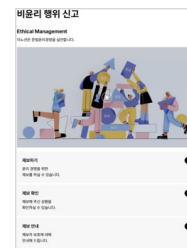
Unethical Behavior Reporting Channels

Compliance and Ethics Reporting Channel

To promote compliance and ethical practices while mitigating potential risks, INNOCEAN operates a whistleblowing system and provides education to both employees and external stakeholders to ensure they are aware of and can easily access the reporting channels. The system enables internet-based reporting of violations related to fair trade laws, ethical management, and process improvements at INNOCEAN, and allows users to track the status of their reports.

INNOCEAN also maintains an internal whistleblower protection program, upholding three core principles: confidentiality, protection of identity, and mitigation of responsibility, to ensure the safety and protection of all reporters.

INNOCEAN's Reporting Channel Information



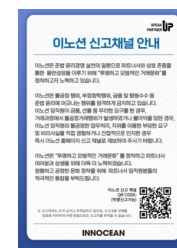
Website Reporting Channel



Monthly Internal Notice



Notice for Overseas Subsidiaries Employees

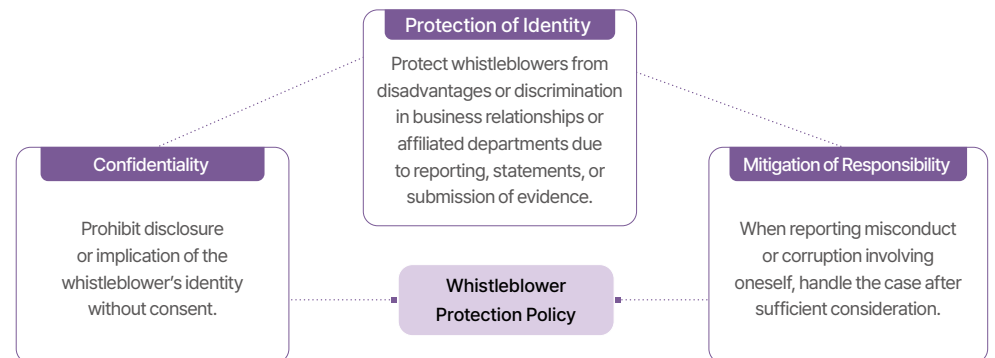


Notice for Partners



Reporting Channel Information and Training Video

Whistleblower Protection Policy



Internalization of Sustainable Management

02 Compliance and Ethical Management

Compliance Officer System

INNOCEAN has appointed a legal expert as the Compliance Officer, pursuant to a resolution of the Board of Directors. The Compliance Officer conducts training on key laws for employees, provides guidance to prevent legal violations and works to establish compliance management system. Additionally, the officer analyzes quarterly trends in the enactment and amendment of core laws that may impact business operations and communicates updates to relevant departments to minimize legal risks.

Key Activities of Compliance Officer in 2024

Frequency	Initiatives	Inspection and Outcome
On-going	Compliance inspection on legal issues	On-going legal advices
As-needed	Identification of high-risk areas	Development and dissemination of compliance guidelines for 10 major laws
Monthly	Compliance training for employees (document-based)	Publication of educational materials on major legal issues (e.g., Legal Insights, etc.)
Bi-monthly	Compliance training for employees (in person)	Training on four compliance risks and business-related regulations
Quarterly	Analysis of trends in the enactment and amendment of laws	Analysis of trends in the enactment and amendment of 34 business-related laws and notification to relevant departments

Major Legal Compliance Manual



Business

- Copyright Act
- Unfair Competition Prevention and Trade Secret Protection Act
- Trademark Act
- Design Protection Act



Fair Trade

- Act on Fair Labeling and Advertising



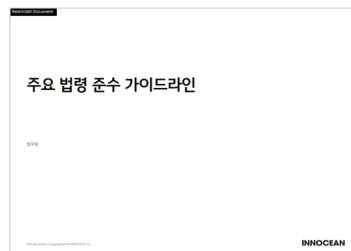
Labor

- Act on the Protection of Temporary Agency Workers



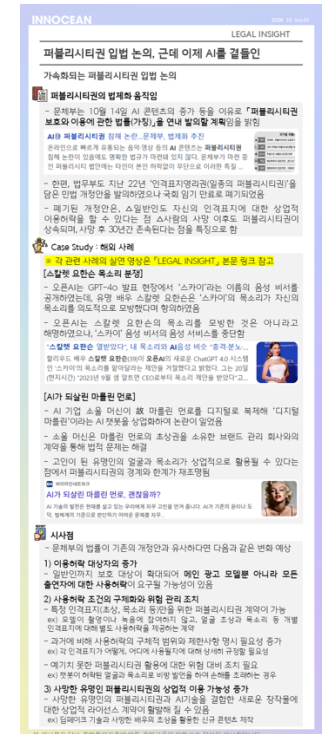
General Corporate

- Criminal Act
- Commercial Act
- Financial Investment Services and Capital Markets Act
- Improper Solicitation and Graft Act



Issuance of Legal Insights

Issue Date	Issue
2024. 4	Generative AI Advertising and Copyright
2024. 5	Contracts with Advertising Models and Model's Morality Obligation
2024. 6	Advertising Production and Infringement of Third-Party Copyright
2024. 7	Role of the Unfair Competition Prevention Act in Idea Protection
2024. 8	Disguised Advertising is (Un)fair Advertising
2024. 9	Understanding Criminal Law Related to Work
2024. 10	Accelerating Legislative Discussions on Publicity Rights
2024. 11	How to Use Contracts
2024. 12	Understanding Termination and Cancellation Agreements



Legal Insights

Internalization of Sustainable Management

02 Compliance and Ethical Management

Operation of Fair Trade Compliance Program

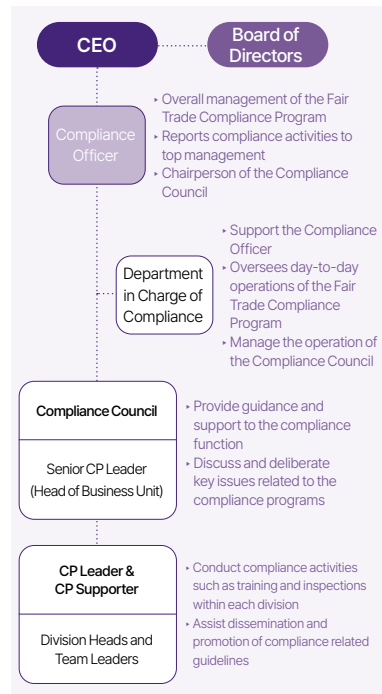
↔ Fair Trade Compliance

INNOCEAN operates a fair trade compliance program that establishes clear behavioral standards and encourages employees to voluntarily comply with all relevant laws and regulations. The program is managed directly under the CEO, demonstrating strong leadership commitment. The head of the Compliance Management Group serves as the compliance officer, overseeing all aspects of the program, including its operational structure and day-to-day management. The Cooperative Partnership Team, as the primary department responsible for program operations, supports the compliance officer in executing these duties. Additionally, INNOCEAN participates in the Compliance Program (CP) evaluation organized by the Fair Trade Commission and, in 2024, received an "AA" rating—the first "AA" rating ever awarded in Korea advertising industry. This achievement highlights INNOCEAN's leadership and excellence in fair trade compliance.

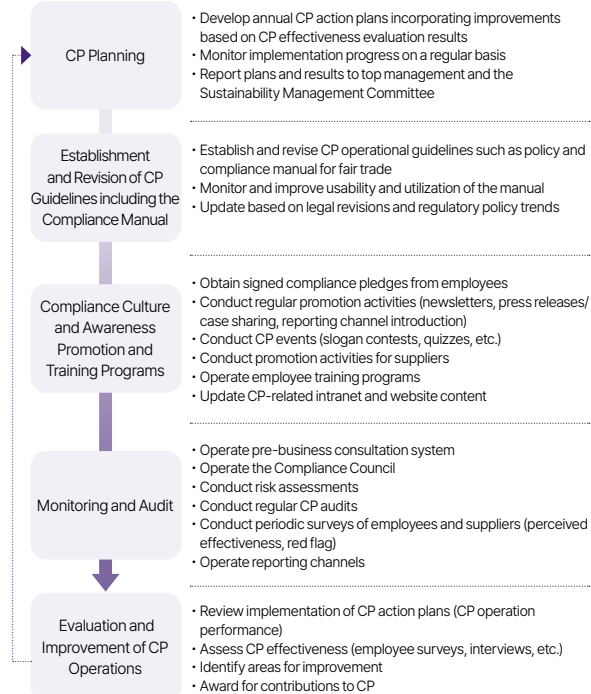
Pledge of Commitment to Fair Trade Compliance

The CEO publicly announced a declaration of fair trade compliance to enhance employees' awareness and build trust with external stakeholders. This declaration is posted on the company intranet and INNOCEAN's fair trade webpage to share with all internal and external stakeholders. In 2024, INNOCEAN emphasized that compliance with fair trade laws is essential for corporate management, encouraged active participation of employees in the compliance program, and highlighted the importance of fostering a culture of win-win growth with partners. Moreover, a fair trade compliance pledge ceremony was held for employees, where employees pledged to prohibit collusion, establish order in subcontract transactions, prevent unfair transactions with partners, and prohibit improper support of affiliates.

Fair Trade Compliance Program



Fair Trade Compliance Program Key Framework



2024 Fair Trade Compliance Employee Pledge Ceremony



- 01 — Commitment to Fair Trade Compliance: We acknowledge that voluntary compliance with fair trade practices enhances INNOCEAN's competitiveness, and we pledge to actively participate in the Fair Trade Compliance Program (CP) to foster a fair competitive environment.
- 02 — Prohibition of Unfair Support and Trade: We will not engage in, endorse, approve, or assist any illegal activities, including unfair support of affiliates or unfair trade practices against our partners.
- 03 — Compliance with Subcontracting Laws: We commit to leading the establishment of order in subcontracting transactions by adhering to proper procedures for technical data requests, prohibiting misuse, and preventing unfair price reductions while striving to comply with all relevant laws.
- 04 — Avoidance of Collusion: We will refrain from unnecessary contact, as well as direct, approve, or assist in meetings or information exchanges with competitors that could be perceived as collusion.
- 05 — Reporting Violations: We will not direct, endorse, or assist in any violations of fair trade-related laws or company regulations, and we will promptly report any suspected violations.

Internalization of Sustainable Management

02 Compliance and Ethical Management

Raising Awareness of Fair Trade Compliance

INNOCEAN conducts regular and targeted internal campaigns to enhance employees' awareness and proactively prevent violations. The last week of every month is designated as Compliance and Ethical Management Week, during which fair trade newsletters, fair trade press releases & case studies, and reporting channel guides are distributed to ensure employees stay informed about INNOCEAN's compliance activities and maintain vigilance by monitoring current legal trends and enforcement cases. Additionally, various awareness-building initiatives such as slogan contests, quiz competitions, and awards for compliance contributors are developed and implemented to raise employees' awareness.



Regular Newsletter and Press Releases & Case Studies



Internal Slogan Contest for Fair Trade Compliance



Compliance Contributor Awards

Fair Trade Training Program

INNOCEAN offers comprehensive fair trade training programs for employees, tailored by position and department to ensure job relevance and maximize understanding. In 2024, 928 targeted employees successfully completed the basic Compliance Program (CP) training, resulting in a 97% completion rate. Beyond regular training courses, INNOCEAN shares practical information and fair trade guidelines through the company intranet. Additionally, compliance training sessions led by the CEO have received positive feedback from employees, further reinforcing the company's commitment to a culture of compliance and ethical business practices.

Fair Trade Training Achievements in 2024

Category	Training Course	Training Target	Training Date
Training by Position	Training for New Employees	New employees	As-needed
	Basic CP Training	All employees	10/7 - 11/1
	Executive Training	Executives	6/20
Training by Department	Advanced CP Training	High-risk departments	10/28 - 11/8
	Expert Training	Departments supervising CP	5/2 - 6/13
Special Training Based on Job Relevance	Basic CP Training	All employees	10/7 - 11/1
	Special Training	Finance & Accounting Management Division	3/27
	Understanding the Protection of SME Technology	All employees	7/30 - 8/13
General Training	Compliance Management Training	All employees	8/20 - 8/30
	Card News Training	All employees	Quarterly
	Compliance Training by the CEO	Targeted group	Monthly (First half)
	Intranet/Website Training materials	All employees	On-going



Basic Fair Trade Compliance Training



Compliance Training Conducted by the CEO



Regular Card News Training

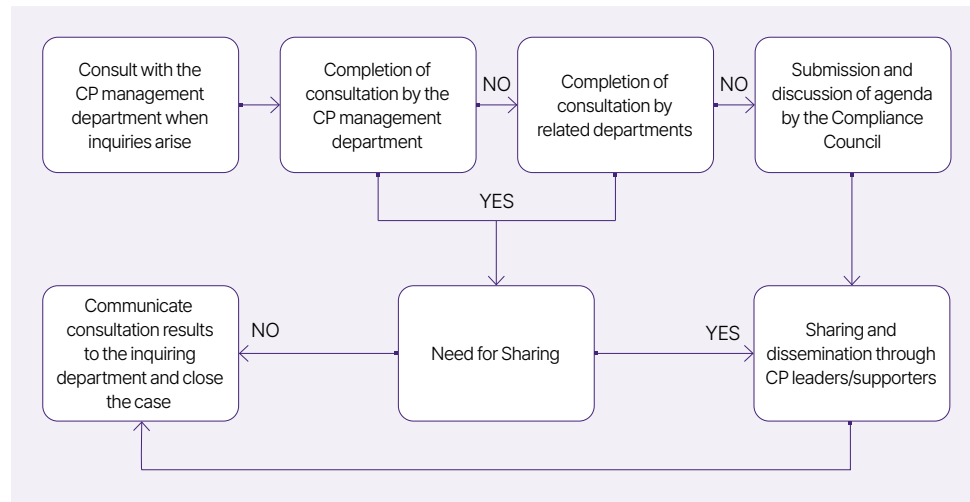
Internalization of Sustainable Management

02 Compliance and Ethical Management

Internal Monitoring System for Unfair Trade Practices

INNOCEAN has established and operates an internal monitoring system, grounded in its Compliance Program (CP), to effectively manage fair trade risks. Key procedures—such as subcontract reviews, internal transaction appropriateness assessments, legal consultations on fair trade laws, and prior contract reviews—are conducted in close collaboration with the CP management department. Additionally, ongoing legal advice is provided to proactively prevent potential legal violations.

Pre-Business Consultation System



Cooperative Partnership Team

- Review of subcontracts
- Fair Trade Act-related advice
- Review on the appropriateness of internal transactions

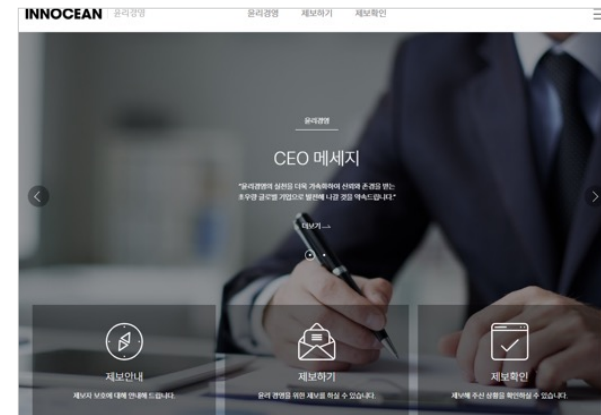
Legal Affairs Team

- Prior review of contracts
- On-going legal consultation

Unfair Trade Reporting Channels

INNOCEAN operates channels for reporting unfair trade practices, with all related matters managed by the Audit or Compliance Program (CP) management departments. The management department investigates and addresses reports in accordance with established unfair trade reporting procedures. Strict anonymity is maintained for all reports under robust whistleblower protection principles, ensuring that reporters are safeguarded from exposure or discriminatory treatment and protected from any disadvantage resulting from their report. To date, there have been no instances of secondary harm arising from reporting activities.

Unfair Trade Practice Reporting Channels



1 Direct Consultation Channels

Consultations conducted via phone, in-person, or email with Audit or CP management departments

- ✉ clean@innoclean.com
- ✉ partner@innoclean.com

2 Other Reporting Channels

- Reporting through intranet ethics consultation and reporting channel
- Reporting through INNOCEAN website reporting channel
- 🌐 ethics.innoclean.com

Special Page | Greenwashing Risk Management



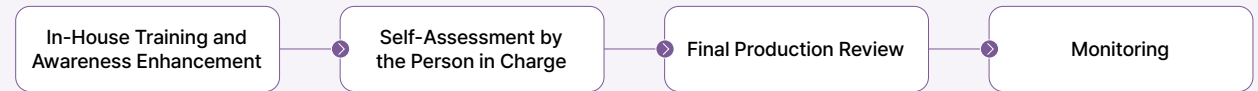
Compliance with Greenwashing Prevention Principles

INNOCEAN adheres to the "8 Principles for Preventing Greenwashing" established by the Ministry of Environment and the Fair Trade Commission. INNOCEAN systematically addresses greenwashing risks in advertising.

Sincerity	<ul style="list-style-type: none"> All eco-friendly advertising content must be based on factual information All advertising content must be accurate and not misleading/deceptive to consumers 	Specificity of Target	<ul style="list-style-type: none"> The scope of claims must be clearly defined, specifying whether they apply to the entire company, all products, or specific product components
Spontaneity	<ul style="list-style-type: none"> You must not advertise voluntary improvements for matters that are legally mandated compliance requirements 	Relevance	<ul style="list-style-type: none"> Advertising improvements to environmental factors that are unlikely to occur constitutes misleading communication
Clarity of Expression	<ul style="list-style-type: none"> Text positioning, sizing, and design elements must be precise and clear Content must not create potential for deception/misunderstanding through omissions/reductions 	Proportionality	<ul style="list-style-type: none"> Avoid overstating limited improvements as company-wide enhancements Statistically specific evidence is required
Completeness of Information	<ul style="list-style-type: none"> Important information that influences purchasing decisions must not be omitted/withheld/minimized All relevant information must be readily accessible to consumers for verification 	Verifiability	<ul style="list-style-type: none"> Current, objective, and scientifically reproducible evidence must be obtained

Establishment of Greenwashing Risk Self-Assessment Process

INNOCEAN operates a "Pre-Assessment Process for Eco-Friendly Productions," which enables proactive on-site checks during eco-friendly advertisement production to prevent greenwashing incidents. This process also enhances understanding through internal guidelines and training for practitioners. Since unsubstantiated or exaggerated eco-friendly messaging can negatively impact corporate credibility, checklist-based inspections and monitoring are conducted from the initial production stages. INNOCEAN recognizes greenwashing as a significant management risk and continuously strengthens its prevention system to ensure advertisement reliability and transparency.



Greenwashing Prevention Training

INNOCEAN conducts greenwashing prevention training using card news and other materials to help frontline workers independently identify greenwashing risks and mitigate potential risks in their workflows.

A modern office interior featuring curved glass walls and desks. The space is bright and open, with large windows in the background showing a cityscape. The ceiling has recessed lighting. The overall aesthetic is clean and professional.

APPENDIX

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Financial Data

CONSOLIDATED FINANCIAL STATEMENTS

Financial Statements

(Unit: KRW million)

Category	2022	2023	2024
Current Assets	1,800,347	2,006,089	1,984,555
Cash and Cash Equivalents	553,681	529,267	482,694
Trade Receivables and Other Current Receivables	953,370	1,168,573	1,149,540
Short-Term Financial Instruments	117,390	99,648	155,255
Other Current Financial Assets	32,687	24,672	27,997
Current Corporate Tax Assets	4,389	6,406	8,674
Other Current Assets	138,829	177,524	160,394
Non-current Assets	489,795	554,120	730,027
Long-Term Financial Instruments	8,326	4,304	6,292
Investments in Associates and Joint Ventures	6,623	7,432	4,665
Other Non-current Financial Assets	9,766	18,470	21,657
Tangible Assets	35,227	53,709	253,429
Right-Of-Use Assets	96,143	152,814	129,892
Intangible Assets	318,252	303,608	303,847
Net Defined Benefit Assets	7,865	3,277	68
Deferred Corporate Tax Assets	7,592	10,506	10,176
Total Assets	2,290,143	2,560,209	2,714,582
Current Liabilities	1,219,794	1,407,005	1,484,041
Trade Payables and Other Current Liabilities	1,036,020	1,193,342	1,197,180
Current Provisions	199	162	142
Short-Term Borrowings	2,792	3,703	103,523
Current Corporate Tax Liabilities	13,153	11,011	12,025
Other Current Liabilities	124,598	136,070	139,169
Other Financial Liabilities	43,033	62,717	32,002

Category	2022	2023	2024
Non-current Liabilities	196,382	215,736	198,661
Non-current Provisions	7,295	8,134	8,757
Long-Term Borrowings	225	439	143
Other Non-current Financial Liabilities	134,026	151,121	129,323
Long-Term Trade Payables and Other Non-current Liabilities	29	1,180	1,183
Net Defined Benefit Liabilities	-	3,429	3,789
Deferred Tax Liabilities	54,808	51,433	55,465
Total Liabilities	1,416,176	1,622,740	1,682,702
Capital Attributable to Owners of the Parent Company	849,645	910,830	1,001,998
Capital Stock	10,000	20,000	20,000
Other Paid-in Capital	132,426	122,315	122,315
Components of Equity	(41,418)	(36,438)	3,000
Retained Earnings	748,636	804,954	856,683
Non-controlling Interests	24,322	26,638	29,882
Total Capital	873,967	937,469	1,031,880

Financial Data

CONSOLIDATED INCOME STATEMENT

Income Statement

(Unit: KRW million)

Category	2022	2023	2024
Sales	1,750,408	2,092,893	2,120,578
Cost of Sales	985,288	1,243,198	1,178,633
Gross Profit	765,120	849,695	941,945
Selling and Administrative Expenses	628,228	699,677	786,282
Operating Profit (Loss)	136,892	150,018	155,663
Equity Method Investment Income and Loss	1,282	804	749
Financial Income	36,775	42,887	38,374
Financial Expenses	15,034	13,325	16,451
Other Income	3,583	2,784	8,289
Other Expenses	20,576	21,927	17,934
Net Income (Loss) Before Corporate Tax Expense	142,922	161,241	168,690
Income Tax Expense	53,185	44,524	52,568
Net Income (Loss) for the Current Period	89,737	116,717	116,122

GENERATION AND DISTRIBUTION OF DIRECT ECONOMIC VALUE

Distribution of Economic Value¹⁾

Category	Unit	2022	2023	2024	
Distribution of Economic Performance	Employees	KRW million	101,382	115,207	122,595
	Government	KRW million	53,185	44,524	52,568
	Partners	KRW million	13,777.81	15,841.51	15,739.22
	Community and NGOs	KRW million	637	670	1,012
	Shareholders and investors	%	60.9	46.5	46.9

¹⁾ Data for 2022 and 2023 have been revised due to a change in the calculation criteria

RETIREMENT PENSION

Pension Support

Category	Unit	2022	2023	2024	
Retirement Pension Reserves	DC (Defined Contribution)	KRW million	305	454	1,012
	DB (Defined Benefit)	KRW million	58,412	59,355	61,110
Number of Participants in Retirement Pension	DC (Defined Contribution)	Person	5	6	10
	DB (Defined Benefit)	Person	567	751	806

POLITICAL CONTRIBUTIONS¹⁾

Category	Unit	2022	2023	2024
Political Contributions	KRW million	0	0	0

¹⁾ In compliance with Article 31 of the Political Funds Act of Korea, the company does not use any corporate funds for political purposes

CREDIT RATING

Credit Rating

Category	2022	2023	2024
Nice D&B	AAA	AAA	AAA

TAX INFORMATION

Corporate Tax Expense Status¹⁾(As of 2024)

Category	Unit	Sales	Operating Profit	Income Tax Expense
Korea	KRW million	601,696	19,103	16,550
Overseas		0	0	0

¹⁾ Based on head office, excluding overseas subsidiaries

ESG Data

ENVIRONMENTAL PERFORMANCE

(Reporting Boundary: Head Office)

Category	Subcategory	Unit	2022	2023	2024	Remarks	
Sales		KRW million	487,631	664,943	601,695		
Raw Material	Disposable Cups	EA	69,000	105,000	119,000		
	Copy Paper	Pieces	616,861	607,048	548,640		
Energy	Direct Energy (Scope 1)	Total Usage	TJ	5.317	5.297	5.176	
		Gasoline	TJ	1.423	1.752	2.041	
		Diesel	TJ	0.297	0.219	0.006	
		LNG	TJ	3.597	3.326	3.129	
		Indirect Energy (Scope 2)	Total Consumption	TJ	6.360	7.054	7.614
	Electricity	TJ	6.360	7.009	7.555		
	Other (Electric Vehicles)	TJ	0.000	0.045	0.059		
	Total Energy Usage	TJ	11.678	12.349	12.790		
	Energy Intensity	TJ/KRW million	0.000024	0.000019	0.000021		
Water Consumption	Total Water Consumption ¹⁾	m ³	5,206	5,532	5,721		
	Usage Intensity	m ³ /KRW million	0.010676	0.008320	0.009508		
Waste Emissions	Total Waste Emissions ²⁾	Ton	28.34	17.30	18.56		
	Emission Intensity	Ton/KRW million	0.000058	0.000026	0.000031		

Category	Subcategory	Unit	2022	2023	2024	Remarks
Greenhouse Gas	Direct Emissions (Scope 1)	Total Emissions	tCO ₂ eq	298	302	296
		Emission Intensity	tCO ₂ eq/KRW million	0.000611	0.000454	0.000492
	Indirect Emissions (Scope 2)	Total Emissions	tCO ₂ eq	304	338	364
		Emission Intensity	tCO ₂ eq/KRW million	0.000623	0.000508	0.000605
	Others Indirect Emissions (Scope 3)	Total Emissions	tCO ₂ eq	567	1,076	1,184
		Emission Intensity	tCO ₂ eq/KRW million	0.001163	0.001618	0.001971
	Total Greenhouse Gas Emissions (Scope 1, 2, 3)	tCO ₂ eq	1,169	1,715	1,844	
Environmental Expenditure	Environmental Investment		KRW million	88	47	57
			KRW million	45	10	60
	Eco-friendly Vehicles		KRW million	10	51	95
	Eco-friendly Product		KRW million	43	51	66
Environmental Education	Participants	Person	350	344	943	
	Participation Rate	%	41.87	38.18	99	

1) Only portable water usage is counted

2) The method of disposal after collection cannot be confirmed

ESG Data

SOCIAL PERFORMANCE

Category	Subcategory	Unit	2022	2023	2024	Remarks		
Status of Domestic Employees	Total Number of Employees	Person	836	901	949			
	Gender	Male	Person	433	454	465		
		Female	Person	403	447	484		
	Ratio of Total Female Employees	%	48.21	49.61	51.00			
Employee Composition Status	By Employment Type	Total Number of Employees	Person	783	819	872		
		Full-time	Male	Person	410	431	451	
			Female	Person	373	388	421	
	Ratio of Female	%	47.64	47.37	48.28			
	Contract and Dispatch	Total Number of Employees	Person	53	82	77		
		Male	Person	23	23	14		
			Female	Person	30	59	63	
	Ratio of Female	%	56.60	71.95	81.82			
	By Age	Under 30	Person	161	155	157		
		Over 30 and Under 50	Person	609	694	738		
Over 50		Person	66	52	54			
Diversity ¹⁾	Disabled	Person	3	4	4			
	Youth Internship	Person	0	0	0			
	High School Graduates	Person	18	24	38			
	Foreigners	Person	10	13	18			
	Female Managers ²⁾	Person	189	217	267			
	Total Managers	Person	497	553	622			
	Ratio of Female Managers	%	38.03	39.24	42.93			

Category	Subcategory	Unit	2022	2023	2024	Remarks	
Executives (Management)	Total Number of Employees	Person	17	21	19		
	Gender	Male	Person	14	18	15	
		Female	Person	3	3	4	
	Ratio of Female	%	17.65	14.29	21.05		
Senior Management	Total Number of Employees	Person	30	35	38		
	Gender	Male	Person	25	30	32	
		Female	Person	5	5	6	
	Ratio of Female	%	16.67	14.29	15.79		
Middle Management	Total Number of Employees	Person	122	137	144		
	Gender	Male	Person	96	108	112	
		Female	Person	26	29	32	
	Ratio of Female	%	21.31	21.17	22.22		
Lower-level Management	Total Number of Employees	Person	497	553	622		
	Gender	Male	Person	308	336	355	
		Female	Person	189	217	267	
	Ratio of Female	%	38.03	39.24	42.93		
Status of Overseas Employees	Total Number of Employees	Full-time	Person	2,401	2,546	2,722	
		Contract	Person	211	157	207	
	Detailed Status	Overseas Dispatch	Person	45	48	49	
		Local Recruitment	Person	2,567	2,655	2,880	
Non-affiliated Workers		Person	0	0	0		

1) Number of employees as of the end of the year

2) Senior manager level or higher

ESG Data

SOCIAL PERFORMANCE

Category	Subcategory	Unit	2022	2023	2024	Remarks		
New Hires	Total Number of New Hires	Person	1,087	924	894			
	Headquarters	Person	306	225	279			
	Overseas Subsidiaries	Person	781	699	615			
	Gender	Male	Person	447	412	97		
		Female	Person	640	512	182		
	By Employment Type	Full-time	Person	208	118	132		
		Non-regular	Person	104	116	147		
	Experienced	New	Person	54	2	43		
		Experienced	Person	252	225	236		
	By Age	Under 30	Person	160	116	167		
Over 30 and Under 50		Person	146	115	106			
Over 50		Person	6	3	6			
Turnover and Resignation	Total Number of Turnover and Resigned Employees	Person	97	79	79			
	Headquarters	Person	89	63	53			
	Overseas Subsidiaries	Person	1	0	1			
	Number of Voluntary Turnover Employees	Gender	Male	Person	38	27	19	
			Female	Person	52	36	35	
	By Age	Under 30	Person	14	12	12		
		Over 30 and Under 50	Person	75	51	41		
		Over 50	Person	1	0	1		
	Non-voluntary Turnover Employees	Total Number of Employees	Person	7	16	25		
		Non-voluntary Turnover	%	0.84	1.78	2.63		
Length of Service	Average Length of Service ¹⁾	Year	5.4	5.3	5.8			
	Gender	Male	Year	6.3	6.3	6.4		
		Female	Year	4.5	4.7	5.1		

Category	Subcategory	Unit	2022	2023	2024	Remarks	
Labor Relationship	Number of Labor-Management Council Meetings Held	Case	4	4	4		
	Application Rate of Labor-Management Council Resolutions	%	100	100	100		
Salary	Average Salary per Person	KRW million	95	102	99		
	Average Wage	Gender	Male	KRW million	110	119	117
			Female	KRW million	78	84	83
	Ratio to Average Wage	Gender	Male	%	115.79	116.67	118.18
			Female	%	82.11	82.35	83.84
Ratio of Average Female to Male Base Salary ²⁾	%	100	100	100			
Employee Communication ³⁾	Number of Employee Grievance Reception Cases	Case	2	4	2		
	Number of Employee Grievance Handling Cases	Case	2	4	2		
Human Rights Impact Assessment	Ratio of Human Rights Impact Assessment Implementation	%	-	-	100 ⁴⁾		
Status of Discrimination Incidents	Number of Discrimination Incidents	Case	0	0	0		
	Number of Discrimination Incidents Handled	Case	0	0	0		
Employee Training Status	Total Number of People Subject to Training	Person	764	801	940		
	Total Training Hours	Hour	19,635	33,402	48,176		
	Average Training Hour per Person	Hour	25.7	41.7	51.3		
	Training Cost per Person	KRW 10,000	65	81	94		

1) Based on full-time employees as of year-end

2) Comparison of female salaries to male salaries as of the end of the year (Salary: Basic salary for new hires)

3) Includes all reported cases other than official channels

4) Human rights impact assessments newly implemented in 2024

ESG Data

SOCIAL PERFORMANCE

Category	Subcategory	Unit	2022	2023	2024	Remarks	
Statutory Compulsory Training ¹⁾	Disability Awareness	Training Hours	859	885	943	As of the training implementation date (November 30)	
		Number of Employees who Completed Training	859	885	943		
	Industrial Safety and Health Training	Training Hours	Hour	13,822	20,162	41,848	
		Number of Employees who Completed Training	Person	2,287	3,138	1,924	
	Workplace Sexual Harassment Prevention Training	Training Hours	Hour	870	885	943	1 hour once a year
		Number of Employees who Completed Training	Person	870	885	943	As of the training implementation date (November 30)
	Privacy Protection Training	Training Hours	Hour	784	885	943	1 hour once a year
		Number of Employees who Completed Training	Person	784	885	943	As of the training implementation date (November 30)
	Workplace Bullying Prevention Training	Training Hours	Hour	776	885	943	1 hour once a year
Number of Employees who Completed Training		Person	776	885	943	As of the training implementation date (November 30)	
Performance Evaluation ²⁾	Number of Employees Subject to Performance Evaluation	Female	Person	373	387	422	As of the evaluation start date of full-time employees (November 1)
		Male	Person	457	470	502	
	Number of Employees who Received Regular Performance Evaluation	Female	Person	313	339	376	
		Male	Person	432	437	480	
	Ratio of Employees who Received Regular Performance Evaluation	Female	%	83.91	87.60	89.10	
		Male	%	94.53	92.98	95.62	

Category	Subcategory	Unit	2022	2023	2024	Remarks		
Welfare Benefit	Total Annual Welfare Benefit Cost ³⁾	KRW million	13,575	14,591	16,523			
	Average Welfare Benefit Cost per Person ³⁾	KRW	16,238,120	16,034,986	17,411,841			
	Number of Employees on Childcare Leave	Number of Employees on Childcare Leave	Person	4	6	4		
		Male	Number of Employees who Returned to Work after Childcare Leave	Person	2	5	2	
			Number of Employees who Worked for More Than 1 Year after Returning from Childcare Leave	Person	1	1	4	
		Female	Number of Employees on Childcare Leave	Person	24	27	32	
			Number of Employees who Returned to Work after Childcare Leave	Person	10	8	17	
		Number of Employees who Worked for More Than 1 Year after Returning from Childcare Leave	Person	5	8	8		

1) Statutory mandatory training reflects the number of employees who completed training (including retiree and indirect personnel)

2) Number of employees excluding non-working employees for a certain period

3) Data for 2022 and 2023 have been revised due to a change in the calculation criteria of welfare benefit expenses

ESG Data

SOCIAL PERFORMANCE

Category	Subcategory	Unit	2022	2023	2024	Remarks
Scope of Industrial Safety and Health System	Number of Employees and Non-employee Workers Covered by the System	Person	-	-	949 ¹⁾	
Workplace Safety Management	Number of Workplace Risk Factors Identified	Case	115	193	244	
	Risk Factor Improvement Rate (Standard based on INNOCEAN)	%	100	100	100	
Safety and Health Training	Safety and Health Training Hours	Hour	14,188	20,346	42,035	
	Number of Safety and Health Training	Case	6	11	20	
	Number of Safety and Health Training Participants	Person	2,653	3,247	2,036	
Industrial Accidents	Total Number of Fatal Accidents (Employees)	Case	0	0	0	
	Total Number of Fatal Accidents (In-house Subcontractors and Partners)	Case	0	0	0	
	Number of Industrial Accidents (Employees)	Case	1	0	0	
	Number of Industrial Accidents (In-house Subcontractors and Partners)	Case	0	2	1	
	Accident Rate	%	0.13	0.24	0.10	
Partner Status	Total Number of Partners	Company	86	85	86	
	Number of Core Partners	Company	-	20 ²⁾	20	
	Amount of Contribution to Win-Win Growth Fund	KRW million	514	534	889	
Social Contribution Activities	Social Contribution Investment	KRW million	696	767	1,472 ³⁾	
	Ratio of Social Contribution Investment to Sales	%	0.040	0.037	0.069	
	Number of Employee Volunteer Activity Participants	Person	129	159	243	
	Total Volunteer Activity Hours	Hour	1,264	3,141	4,591	
Legal Actions regarding Information Protection	Number of Violations Related to Information Security	Case	0	0	0	
	Number of Violations Related to Customer Privacy	Case	0	0	0	
	Fines	KRW million	0	0	0	

1) Obtained new ISO 45001 certification in 2024
 2) Established and managed core partner classification criteria since 2023
 3) Total social contribution expenses, including donations

ESG Data

GOVERNANCE PERFORMANCE

Category	Subcategory	Unit	2022	2023	2024	Remarks
Board Organization	Number of Internal Directors	Person	3	3	3	
	Number of Independent Directors	Person	3	3	3	
	Number of Non-Executive Directors	Person	1	1	1	
Independence, Expertise, and Diversity of Board	Ratio of Female Directors (Ratio)	Person (%)	1(14.29)	1(14.29)	2(28.57)	
	Number of Directors with Industry Experience	Person (%)	3(42.86)	3(42.86)	3(42.86)	
	Number of Financial Experts (Ratio)	Person (%)	1(14.29)	1(14.29)	1(14.29)	
	Ratio of Independent Directors on the Board	%	42.86	42.86	42.86	
Board Operation Status	Total Number of Board and Committee Meetings Held	Time	8	9	7	
	Number of Board Agenda Items (Reported/ Voted)	Case	17	21	16	
	ESG Related Agenda	Case	1	4	3	
	Average Board Attendance Rate	%	83.9	92.1	100.0	
Audit Committee Operation Status	Number of Committee Meetings Held	Time	5	6	5	
	Ratio of Independent Directors on the Committee	%	100	100	100	
Sustainability Management Committee Operation Status	Number of Committee Meetings Held	Time	-	6	4	
	Ratio of Independent Directors on the Committee	%	-	75	75	
Director Compensation/ Bonus Status	Annual Internal Director Compensation Amount	KRW million	3,998	4,571	3,858	
	Average Internal Director Compensation per Person	KRW million	1,000	1,143	964	
	Total Independent Director Compensation Amount	KRW million	178	191	193	
	Average Independent Director Compensation per Person	KRW million	59	64	64	
	Total Audit Committee Member Compensation Amount	KRW million	178	191	193	
	Average Audit Committee Member Compensation per Person	KRW million	59	64	64	

Category	Subcategory	Unit	2022	2023	2024	Remarks	
Total Compensation of Highest-Paid Employee	Ratio of Highest-Paid Employee to Median Employee Compensation	Times	17.15	18.90	15.04		
	Board Training Status	Case	1	2	2		
Ethical Management	Ethics Training	Number of Employees who Completed Ethics Training	Person	674	711	882	
		Participation Rate in Ethics Training	%	88	94	98	
	Unethical Conduct Reports Status	Number of Ethics Reports	Case	2	4	2	
		Number of Ethics Reports Handled	Case	2	4	2	
	Code of Ethics	Ratio of Ethics Reports Handled	%	100	100	100	
		Number of Employees Who Pledged to the Code of Ethics	Person	397	597	911	
Anti-Corruption	Anti-Corruption Training	Ratio of Pledge to the Code of Ethics	%	47.49	66.26	100.0	
		Number of Employees who Completed Anti-Corruption Training	Person	674	711	882	
		Anti-Corruption Training Hours	Hour	1.5	1.5	0.3	
	Number Violations of Anti-Monopoly and Anticompetitive Acts	Anti-Corruption Training Completion Rate	%	88	94	98	
		Number of Cases Involving Fair Trade Fines Imposed	Case	0	0	0	
		Number of Non-Monetary Sanctions Related to Fair Trade	Case	0	0	0	
	Total Amount of Fines for Fair Trade Violations	KRW million	0	0	0		

GRI Content Index

Statement of Use	INNOCEAN has reported in accordance with the GRI Standards (2021) for the period from January 1 to December 31, 2024.
GRI 1 Used	GRI 1: Foundation 2021
Applicable GRI Sector Standards	As of June 2025, no applicable GRI Sector Standards have been published for INNOCEAN.

GRI Standard	Disclosure	Index	Page	Remarks
General Disclosures				
GRI 2: The organization and its reporting practices	2-1	Organizational details	2, 6, 10	
	2-2	Entities included in the organization’s sustainability reporting	2	
	2-3	Reporting period, frequency and contact point	2	
	2-4	Restatements of information	2	
	2-5	External assurance	107	
GRI 2: Activities and workers	2-6	Activities, value chain and other business relationships	11-14	
	2-7	Employees	6, 98	
	2-8	Workers who are not employees	98	
	2-9	Governance structure and composition	78	
GRI 2: Governance	2-10	Nomination and selection of the highest governance body	79	
	2-11	Chair of the highest governance body	78	
	2-12	Role of the highest governance body in overseeing the management of impacts	21, 80	
	2-13	Delegation of responsibility for managing impacts	21	
	2-14	Role of the highest governance body in sustainability reporting	80	
	2-15	Conflicts of interest	79	
	2-16	Communication of critical concerns	79	
	2-17	Collective knowledge of the highest governance body	79	
	2-18	Evaluation of the performance of the highest governance body	81	
	2-19	Remuneration policies	81	
	2-20	Process to determine remuneration	81	
GRI 2: Strategy, policies and practices	2-21	Annual total compensation ratio	81	
	2-22	Statement on sustainable development strategy	5	
	2-23	Policy commitments	40	
	2-24	Embedding policy commitments	35, 41, 59, 87, 91	
	2-25	Processes to remediate negative impacts	42	
	2-26	Mechanisms for seeking advice and raising concerns	70, 88	
	2-27	Compliance with laws and regulations	101-102	
	2-28	Membership associations	110	
GRI 2: Stakeholder engagement	2-29	Approach to stakeholder engagement	29	
	2-30	Collective bargaining agreements	48	

GRI Content Index

Material Topics

GRI Standard	Disclosure	Index	Page	Remarks
Material Topics				
Material Topics	3-1	Process to determine material topics	22	
	3-2	List of material topics	23-28	
Information Security and Privacy Protection				
GRI 3: Material Topics	3-3	Management of material topics	28	
GRI 418: Customer Privacy	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	101	
Establishment of an Inclusive Organizational Culture				
GRI 3: Material Topics	3-3	Management of material topics	28	
GRI 401: Employment	401-1	New employee hires and employee turnover	99	
	401-3	Parental leave	100	
Development and Training of Employee Capacity				
GRI 3: Material Topics	3-3	Management of material topics	28	
	404-1	Average hours of training per year per employee	99	
GRI 404: Training and Education	404-2	Programs for upgrading employee skills and transition assistance programs	45-47	
	404-3	Percentage of employees receiving regular performance and career development reviews	100	
Establishment of a Human Rights Management System				
GRI 3: Material Topics	3-3	Management of material topics	28	
GRI 405: Diversity and Equal Opportunity	405-1	Diversity of governance bodies and employees	79, 98, 102	
	405-2	Ratio of basic salary and remuneration of women to men	99	
GRI 406: Non-discrimination	406-1	Incidents of discrimination and corrective actions taken	99	
Development of a Climate Change Response System				
GRI 3: Material Topics	3-3	Management of material topics	28	
GRI 302: Energy	302-1	Energy consumption within the organization	97	
	302-3	Energy intensity	97	
GRI 305: Emissions	305-1	Direct (Scope 1) GHG emissions	97	
	305-2	Energy indirect (Scope 2) GHG emissions	97	
	305-3	Other indirect (Scope 3) GHG emissions	97	
	305-4	GHG emissions intensity	97	

GRI Content Index

Non Material Topics

GRI Standard	Disclosure	Index	Page	Remarks
GRI 201: Economic Performance	201-1	Direct economic value generated and distributed	96	
GRI 203: Indirect Economic Impacts	203-1	Infrastructure investments and services supported	73-76	
GRI 205: Anti-corruption	205-2	Communication and training about anti-corruption policies and procedures	102	
	205-3	Confirmed incidents of corruption and actions taken	102	
GRI 206: Anti-competitive Behavior	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	102	
GRI 207: Tax	207-4	Country-by-country reporting	96	
GRI 303: Water and Effluents	303-5	Water consumption	97	
GRI 304: Biodiversity	304-3	Habitats protected or restored	36	
GRI 306: Waste	306-3	Waste generated	97	
GRI 308: Supplier Environmental Assessment	308-2	Negative environmental impacts in the supply chain and actions taken	71-72	
GRI 403: Occupational Health and Safety	403-1	Occupational health and safety management system	51	
	403-2	Hazard identification, risk assessment, and incident investigation	54	
	403-4	Worker participation, consultation, and communication on occupational health and safety	52	
	403-5	Worker training on occupational health and safety	101	
	403-6	Promotion of worker health	55	
	403-8	Workers covered by an occupational health and safety management system	101	
	403-9	Work-related injuries	101	
GRI 413: Local Communities	413-1	Operations with local community engagement, impact assessments, and development programs	73-76	
GRI 414: Supplier Social Assessment	414-2	Negative social impacts in the supply chain and actions taken	71-72	

SASB Index

TOPIC	CODE	METRIC	Page
Data Privacy	SV-AD-220a.1	Discussion of policies and practices relating to targeted advertising and consumer privacy	58-64
	SV-AD-220a.2	Percentage of online advertising impressions that are targeted to custom audiences	N/A
	SV-AD-220a.3	Total amount of monetary losses as a result of legal proceedings associated with consumer privacy	101
Advertising Integrity	SV-AD-270a.1	Total amount of monetary losses as a result of legal proceedings associated with false, deceptive or unfair advertising	93
	SV-AD-270a.2	Percentage of campaigns reviewed for adherence with a self-regulatory assessment procedure or equivalent, percentage of those in compliance	N/A
	SV-AD-270a.3	Percentage of campaigns that promote alcohol or tobacco products	N/A
Workforce Diversity & Inclusion	SV-AD-330a.1	Percentage gender and diversity group representation for (1) executive management, (2) professionals, and (3) all other employees	43, 79, 98

Independent Assurance Statement

Assurance Outline

Korea Productivity Center Quality Assurance (hereinafter "KPCQA") was commissioned by Innocean Worldwide (hereinafter "Innocean Worldwide") to conduct an independent assurance on the 2024 Sustainability Report (hereinafter "the report") and issues an assurance statement. Innocean Worldwide has sole responsibility for the preparation of the data within the report. KPCQA's responsibility is to provide objective opinions on this report with the specified criteria and scope of assurance.

Scope

This report describes Innocean Worldwide's sustainability efforts and performance. The scope of assurance was included on activities from January 1, 2024 to December 31, 2024. Activities through 2025 has also been used in some areas. The report was assured focusing on the reporting of sustainable management policies, strategies, goals, businesses, and performance, and conformity of data collection and analysis, and the report creation process.

Criteria

The assurance was carried out in accordance with the following standards:

- AA1000AS v3
- KPCQA ESG Assurance Protocol

Levels

The assurance of this report was conducted in line with the requirements of the AA1000AS v3 Type 1 (Adherence to the AA1000 four principles) at moderate level of assurance. The assurance was applied by professional judgement about materiality.

The report has been produced in accordance with GRI Standards. We confirmed that the report was complied with reporting principles of GRI Standards, Universal Standards, and Topic Standards based on the data and information provided by Innocean Worldwide.

Universal Standards

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

Topic Standards

Economic Performance	201-1
Indirect Economic Impacts	203-1
Anti-corruption	205-2, 205-3
Anti-competitive Behavior	206-1
Tax	207-4
Energy	302-1, 302-3
Water and Effluents	303-5
Biodiversity	304-3
Emissions	305-1, 305-2, 305-3, 305-4
Waste	306-3
Employment	401-1, 401-3
Occupational Health and Safety	403-1, 403-2, 403-4, 403-5, 403-6, 403-8, 403-9
Training and Education	404-1, 404-2, 404-3
Diversity and Equal Opportunity	405-1, 405-2
Non-discrimination	406-1
Local Communities	413-1
Supplier Social Assessment	414-2
Customer Privacy	418-1

Methodology

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

Limitations

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

Independent Assurance Statement

Conclusions

KPCQA conducted assurance on the draft by review of the data, onsite verification and interview with the employees. It was confirmed that all errors identified during the assurance were corrected.

As a result of the assurance of this report, no material errors or improper descriptions have been found and the conclusions are as follows.

- Inclusivity : Participation of stakeholders

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

- Materiality : Selection and reporting of material topics

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

- Responsiveness : Organizational response to issues

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

- Impact : Monitoring and measurement of business activities

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

Independence of Assurance

KPCQA is a 3rd Party Conformity Assessment Body that conforms to ISO/IEC 17021:2015 and has documented policies, assessment processes, and quality assurance systems with assurance team of ESG experts.

KPCQA was not involved in any of the business operations of the Innocean Worldwide and the assurance was conducted with independence.



Jun 2025, Korea Productivity Center Quality Assurance

President Jang Jean, Kang

GHG Emission Verification Opinion

1. Verification Goal

The goals of greenhouse gas (GHG) emission verification (hereinafter referred to as 'verification') conducted by the Korean Standards Association are as follows.

- Confirming the conformity with standards and procedures of GHG emission and GHG emissions calculated within the scope of verification
- Checking the validity of declarations related to the organization's GHG emissions or removals
- Confirming the effective implementation of the organization's management of GHG emissions or removals
- Confirming the conformity of processes for implementing, managing and improving the organization's GHG emissions or removals estimates

2. Verification Scope

Korean Standards Association conducted limited guarantee level verification Scope1, Scope2 and Scope3 for INNOCEAN Inc.'s Greenhouse Gas declaration.

- Reporting Target : INNOCEAN Inc. Head Office
- Boundary : Scope1 (Direct emissions), Scope2 (Indirect emissions), Scope3 (Other Indirect emissions)
 - Scope1 : Stationary combustion, Mobile combustion
 - Scope2 : Externally purchased power
 - Scope3 : Category 6. Business trip (domestic and foreign air travel), Category 7. Commuting
- Year : January 1, 2024 to December 31, 2024

3. Verification Criteria

Korean Standards Association conducted verification according to the procedures stipulated in ISO 14064-3 : 2019.

- Calculation criteria
 - KS I ISO 14064-1 : 2018
 - Verification Guidelines for the Operation of the Greenhouse Gas Emissions Trading System (Recent Issue, Ministry of Environment Notice No. 2024-169)
 - Guidelines for Reporting and Certification of Emissions from Greenhouse Gas Emissions Trading System (Ministry of Environment Notice No. 2024-155)
 - 2006 IPCC (Intergovernmental Panel on Climate Change) Guidelines
 - WRI (World Resources Institute) Greenhouse Gas Protocol
 - Corporate Value Chain (Scope3) Accounting and Reporting Standard (WRI)

4. Level of assurance verification and Responsibility

Korean Standards Association provides verification at limited level of assurance to strengthen GHG management for your company's GHG emissions.

- On-site inspection : Visit to INNOCEAN Inc. Head Office
- Method of confirmation
 - Interview with greenhouse gas emissions manager and field staff
 - Review of the management system and data used to calculate greenhouse gas emissions during the reporting period
 - Tracking review of internal documents and basic data

INNOCEAN Inc. should provide fair data on information and evidence related to GHG emissions, and the KSA is limited to guaranteeing GHG emissions.

5. Verification Limit

GHG emissions can be affected by factors such as data limits and uncertainties in the scope of verification, and inherent limitations may exist accordingly.

6. Verification Conclusion

No errors or false facts were found in INNOCEAN Inc.'s GHG emissions verified through the ISO 14064-3 verification procedure within the scope of verification.

Appendix 1 GHG emissions (Scope1, Scope2) (Unit : tCO₂eq)

Year	Scope1	Scope2	Total
2024	296	364	660

* Note : The final greenhouse gas emission was cut below the decimal point and expressed in integer units.

Appendix 2 GHG emissions (Scope3) (Unit : tCO₂eq)

	Category	GHG Emissions
Category 6	Domestic and foreign air travel	810
Category 7	Commuting	375
	Total	1,184

* Note : The final greenhouse gas emission was cut below the decimal point and expressed in integer units.



Member Associations

Association Membership
Korea Association of Advertising Agencies
Korea Digital Advertising Association
Korea Out of Home Association

Those Who Helped Create the Report

<p>Management & Administration Division</p> <p>HR Management Team</p> <p>HR Support Team</p> <p>Work Smart Support Team</p> <p>ICT Team</p> <p>Information Security Team</p>	<p>Domestic Brand Experience Unit</p>	<p>Sustainability Management Committee</p> <p>Taehwa Yoon, Chairman</p> <p>Yongwoo Lee</p> <p>Seungjoo Kim</p> <p>Donghwa Kim</p>
<p>Finance & Accounting Management Division</p> <p>Finance Team</p> <p>Accounting Team</p> <p>Project Management Team</p>	<p>Customer Experience Unit</p>	
	<p>Global Business Unit</p>	
	<p>Creative BU</p>	<p>Report Planning and Production</p> <p>Yeoweon Yun, Executive Director, Corporate Strategy Division</p> <p>Hyuksoon Lee, Team Leader, Corporate Strategy Team 2</p> <p>Rira Lee, Senior Manager</p> <p>Hyunsoo Choi, Manager</p>
	<p>INNO 21</p>	
<p>Compliance Management Group</p> <p>Corporate Innovation & Policy Team</p> <p>Legal Affairs Team</p> <p>Cooperative Partnership Team</p> <p>Safety & Health Management Team</p>		
<p>Corporate Strategy Division</p> <p>Corporate Strategy Team 1</p> <p>Corporate Strategy Team 2</p> <p>Corporate Strategy Team 3</p>		
<p>Investor Relations Team</p>		

INNOCEAN