

2020 KT&G S-REPORT

IMAGINE
A BETTER TOMORROW



IMAGINE A BETTER TOMORROW






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User guide for interactive PDF

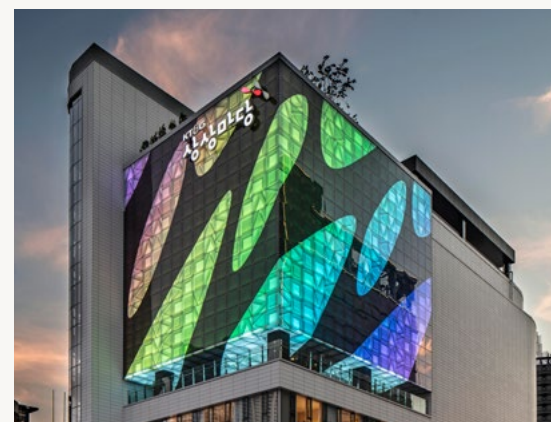
The KT&G S-Report was prepared in the form of interactive PDF to help users easily make access to each content and related information including website.

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Disclaimer

KT&G analyzed its value creation performances from social contribution activities in 2020 by adopting the “True Value” methodology, a global value measurement model of KPMG, in order to promote social contribution activities in a more systematic way. The results were presented with the tile of “Our Social Impact” on the gate page of each section. As the figures are offered to stakeholders for reference only, those cannot be used for the basis for investment judgment.



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KT&G's Director of Sustainability Management HQ & Vice President

Lee Sang Hak



KT&G has been conducting diverse social contribution activities to imagine a better tomorrow together with our stakeholders. Based on a sustainable social contribution system, we practice the philosophy of ‘Together Company’ to step ahead of social contribution.

2020 was a year in which everyone came together to achieve the social aspiration of overcoming the COVID-19 pandemic. KT&G promoted an emergency social contribution plan to overcome national disasters together. We took the lead in overcoming the COVID-19 situations by establishing a three-step contingency plan consisting of physical support such as emergency relief supplies, tailored support for the vulnerable in disasters, and mental support to change the stagnant social atmosphere.

Under the value system of 'Hope, Shared Growth, and Creativeness,' KT&G creates social values in various fields. Welfare and scholarship programs that provide 'hope' to the socially vulnerable group contribute to guaranteeing the universal value of living and education where a helping hand is needed. Furthermore, SangSang Madang and SangSang univ. aim to enable the artists and university students to express their 'creative' imaginations freely. And we play the role of 'shared growth' required as a corporate citizen by implementing activities such as youth startups, global CSR, and SangSang Fund.

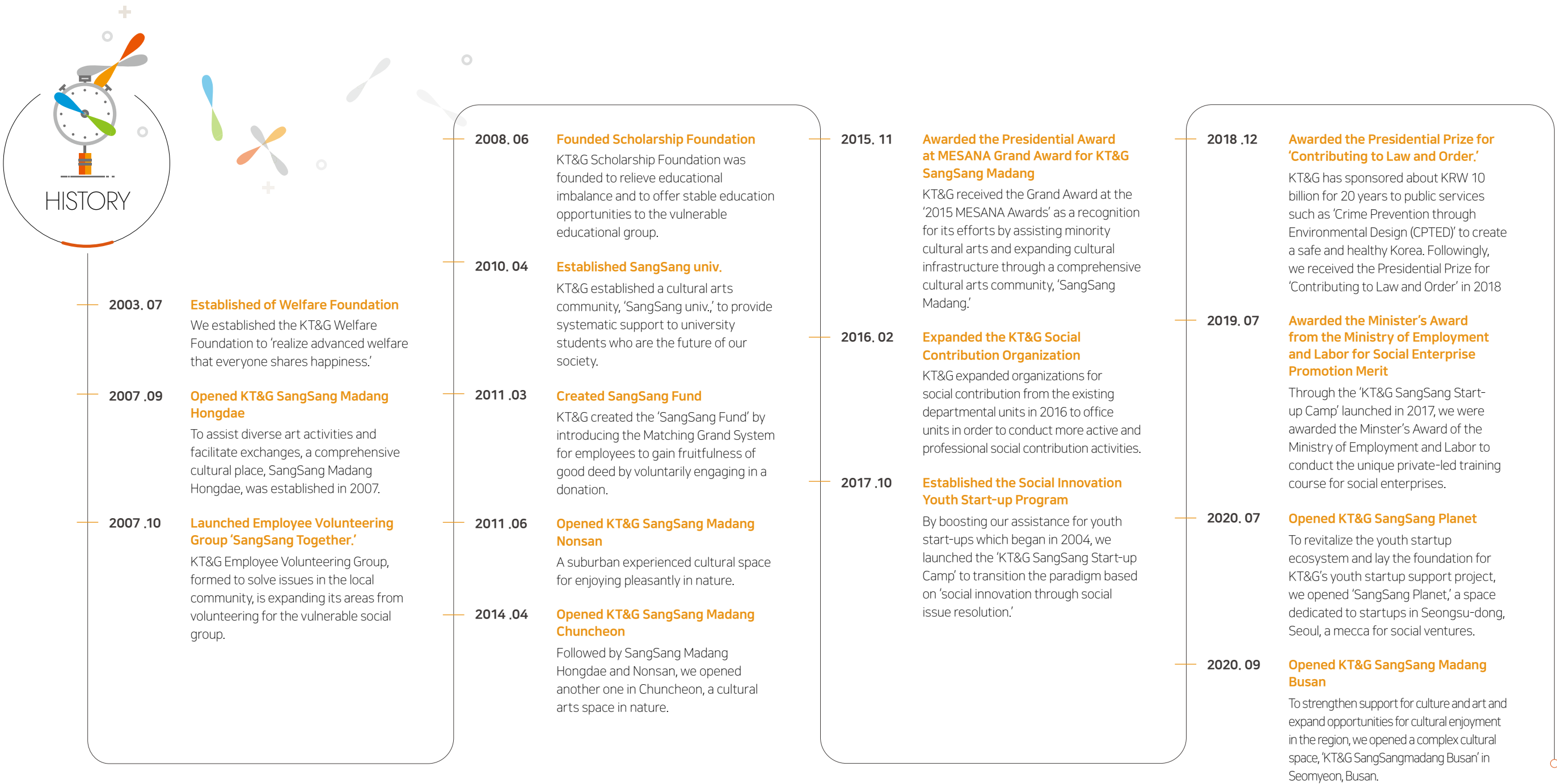
To sustain these activities, KT&G started with the first-generation social contribution platform, which comprised the Welfare and Scholarship Foundation, followed by the second-generation platform, namely, SangSang

Madang, a complex cultural art space, and SangSang univ., a university student community. We strive to evolve with a third-generation platform that leads to SangSang Planet, a youth entrepreneurship support center.

Despite the COVID-19 pandemic affecting the current situation, we were able to create more excellent social value thanks to stakeholders' warm interest and support. Thanks to such support, we would like to show our stakeholders what KT&G has achieved and will continue to unfold. KT&G continues to think and communicate to create a better society. In addition to the activities shown in this report, we will faithfully fulfill our responsibilities as a 'shared corporate citizen' in more diverse fields, i.e., environmental protection.

MILESTONES IN SOCIAL DISTRIBUTION

KT&G conducts various social contribution activities considering its core competencies and pursues Win-Win Growth through shared growth activities with suppliers to establish a basis for the growth of companies and society.



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01

KT&G opens the Youth Startup Platform 'SangSang Planet' in Seongsu-dong

KT&G (President Baek Bok-in) opened 'SangSang Planet,' a space dedicated to youth startups. Located in Seongsu-dong, a mecca for social ventures, 'SangSang Planet' is a startup support center established for youth job creation and for entrepreneurs to communicate and grow.

'SangSang Planet' is an abbreviation for 'Let's Play&Network' and signifies a space for young entrepreneurs to meet, learn, and make an impact on changing the world. This space will be utilized to operate the youth entrepreneurship program 'SangSang Startup Camp' and will hold the social innovation startup forum 'SangSang Summit' in the future to expand KT&G's startup ecosystem. 'SangSang Planet' has an area of 4000m² from the basement to the eighth floor. The first to the third floor is open to the public, whereas the fourth and eighth floors are designated for the tenants.

The Connect Hall has a cafe and an area to hold events for any visitors on the first floor. The studios, editing rooms, and meeting rooms are laid out on the second floor. The 'Scale Up Room' on the third floor is set up for lectures and seminars.

From the fourth floor, 128 designated seats and 24 independent offices are set up for the tenants. The focus zones and phone booths are placed nearby to increase efficiency. Located on the eighth floor are the showers and refresh rooms to have a balanced work environment. KT&G plans to deliver the space optimized for startup growth at a reasonable price to minimize the economic burden of tenants.



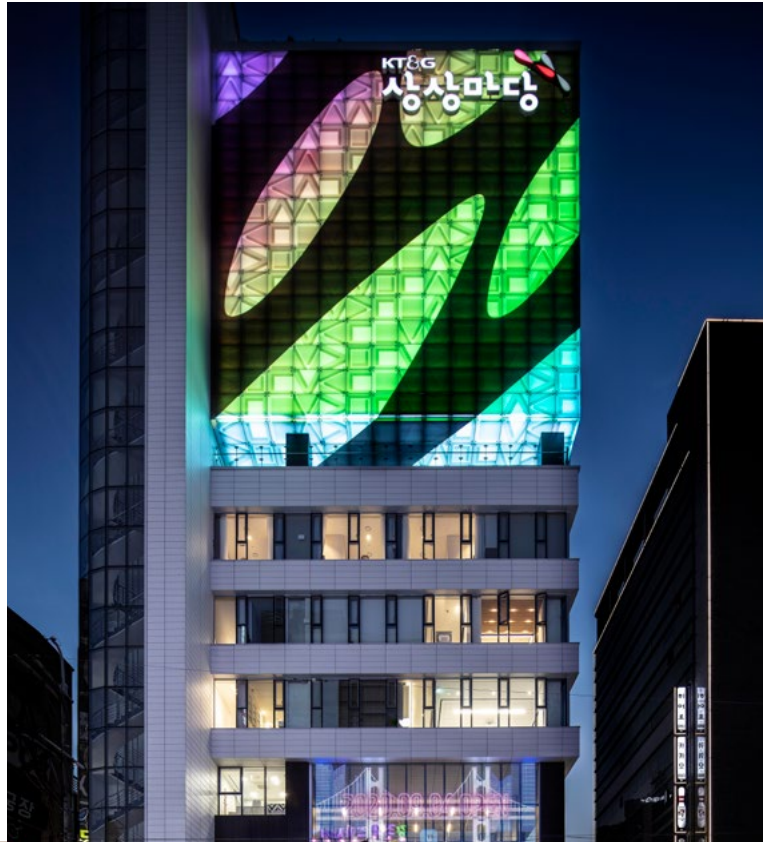
02

KT&G Expands Cultural Contribution... 'SangSang Madang Busan' Opened

'KT&G SangSang Madang Busan' is opened in Seomyeon, Busan, on September 4 to strengthen support for the culture and arts and entrepreneurship ecosystem and expand opportunities for people to enjoy popular culture.

"SangSang Madang Busan" is KT&G's fifth multiplex cultural space. With 13 stories above the ground and five stories under the ground, it has a total floor area of about 20,000m², making it the largest of the 'SangSang Madangs' currently in operation. From the 1st floor to the 5th floor, there are cafes, design stores, performance halls, and galleries based on the theme of 'play.' On the 5th and 6th floors, there are creative spaces for single-person media activists based on the concept of 'co-work' and spaces to support young entrepreneurs. The 7th to 13th floors are 'refresh' spaces where visitors can enjoy culture and relaxation with accommodation facilities, a CGV movie theater, and a rooftop garden.

'SangSang Madang Busan' will serve as a hub for supporting artists in various fields and communicating with young people in Busan.



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03

Realizing Shared-Growth Value by Implementing the COVID-19 Contingency Plan

KT&G has carried out various activities to overcome the ongoing COVID-19 situation. In March, we participated in the 'Helping Farmers Relay Campaign' held to support flower farmers facing difficulties due to various events and gatherings being canceled or reduced. In October, we joined to support 'The Snail of Love Transparent Mask Project' to help persons with hearing impairments who experience communication difficulties as wearing masks becomes a part of daily life to prevent infectious diseases. Moreover, we fulfilled our social responsibility as a global corporate citizen by donating 6,300 COVID-19 test kits to Indonesia and 7,600 to Russia and Turkey in May and June. We participated in the 'Love Snail Transparent Mask Project' to help the hearing impaired who have difficulties in communication by wearing masks to prevent infectious diseases.



04

KT&G Successfully Wraps Up the 3rd SangSang Summit and the 4th SangSang Startup Camp

KT&G successfully wrapped up "The 3rd SangSang Summit", an expert forum to facilitate the social venture ecosystem. This time, the "SangSang Summit" was streamed live in consideration of the COVID-19 situation in Korea. Five hundred individuals, including those who aspire to become social innovation-oriented entrepreneurs, joined the online forum and discussed the expansion of the social venture ecosystem. Also, a lecture was held on the topic of changing the perception of work among millennials and the future of the city they are aiming for. In February, 'THE DEBUT' was held to announce the achievements of the 4th participants of the 'Imagination Start-up Camp,' which is a youth start-up support project. In this 'The Debut,' 10 teams presented their business models and achievements prepared, and KT&G delivered a total of KRW 80 million to the five excellent teams.

05

Invites 'SangSang Friends' Managers for SangSang Univ.

The 4th SangSang Fashion Runway was held in the form of a fashion broadcast program pursuing non-contact and no spectators for the first time in SangSang Univ. The SangSang Fashion Runway is a culture and art program designed to create a dreaming stage for university students who wish to become fashion designers, which involves a sewing craftsman with 40 years of experience in Changsin-dong, who has led the domestic clothing and sewing industry nurturing them. The students who participated in the 4th SangSang Fashion Runway made costumes under the theme of 'Newtro in Their Twenties', and 36 male and female models wore their costumes on the runway. The SangSang Fashion Runway videos, which captured the lively and vivid moments of the fashion show, were uploaded on the official YouTube channel and gained great attention.



06

14 Years of Volunteering... Consistent Win-Win With Tobacco Leaf Farmers

In July, KT&G engaged in volunteer work in Mungyeong, North Gyeongsang Province, to help leaf tobacco farmers struggling with a lack of workers. Leaf tobacco farming is concentrated in the middle of summer, from July to August. It is difficult to mechanize, so it is highly labor-intensive, with most tasks performed manually. Farmers in Korea have been struggling to secure a sufficient workforce since the outbreak of the COVID-19 pandemic and the continuing decline of rural populations. KT&G has been engaged in volunteering every year since 2007 in order to alleviate the hardship faced by these farmers and has continued to maintain win-win relationships with farmers. This year, around 30 employees visited leaf tobacco farms in Gaeun-eup, Mungyeong-si, and volunteered to harvest about 4,000 kilograms of leaf tobacco across 3000 square meters of farmland.



RESPONSE TO COVID-19

Social Impact from Response Activities to COVID-19

Response to COVID-19

KRW **15.6** billion

KT&G has been engaged in solving problems through swift assistance whenever a national crisis has occurred, practicing the philosophy of ‘Together Company’ philosophy. In 2020, low-income earners faced aggravated difficulties due to the prolonged COVID-19 pandemic. Accordingly, KT&G made adjustments to its existing social contribution business plans to prepare for the prolonged COVID-19 outbreak and implemented activities that can provide practical help to domestic/overseas places by reviewing new support businesses. KT&G will closely monitor the status of COVID-19, thereby actively continuing activities for recovery.

COVID-19 Contingency Plans



Relay campaign for helping flower farmhouses



Supporting transparent masks for communication with the hearing-impaired people



Physical Assistance

Emergency supplies for those in self-quarantine and medical staff

In February 2020, when the COVID-19 pandemic was in its early stages in Korea, KT&G delivered an emergency grant of 500 million won to the National Disaster Relief Association aimed to provide food and quarantine items to self-quarantine and medical staff. In addition, along with its subsidiary KGC Ginseng Corporation, the company delivered ginseng products worth KRW 1.6 billion to field medical staff and related workers.

Reduced rental expenses of our buildings

We participated in the ‘Good Leaseholder Campaign’ to minimize the economic impact on the small businesses due to the COVID-19 outbreak. We supported approximately KRW 430 million in fixed rent reductions for individual business owners and tenants of small corporations renting twelve KT&G-owned buildings nationwide.

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Tailored Assistance

SangSang Sharing Lunchbox for Shared Growth with the Local Community

KT&G delivered the ‘SangSang Sharing’ lunchbox worth KRW 300 million to over 12,000 people to intensely support the local communities that have been directly affected by the COVID-19 pandemic. The ‘SangSang Sharing’ lunch box is a program that delivers a lunch box purchased in a local commercial area to each local welfare institution. All expenses required for purchasing the lunchbox were funded by the ‘SangSang Fund,’ which was donated directly by executives and employees.

Supporting Lip View Mask for the Hearing Impaired

As wearing masks has become a part of daily life to prevent infectious diseases due to COVID-19, the hearing impaired who communicate by looking at each other’s lips experienced difficulties. Accordingly, KT&G delivered 57,000 Lip View Masks worth about 100 million won that shows-through the lips even when worn to provide tailored assistance for the hearing impaired.

Supporting the Vulnerable Groups and Local Farmers_Welfare Foundation

In order to strengthen support for the socially vulnerable group after the spread of COVID-19, the KT&G Welfare Foundation additionally delivered sanitary products, vitamins, and simple foods when delivering lunches to the elderly and provided easy-to-eat food, red ginseng products, masks, and hand sanitizers to local children's centers. (1.3 billion won). Also, in December 2020, KT&G prepared a package of agricultural products worth 1 billion won and provided it to 20,000 low-income households for shared growth with local farmers suffering from the prolonged COVID-19. (KRW 1.56 billion). (1.56 billion won)

Assistance of Scholarship and Online Learning Tools_Scholarship Foundation

In June and October, the KT&G Scholarship Foundation provided a scholarship of 170 million won to 167 children of small enterprise owners in Daegu, Gyeongbuk, Seoul, and the metropolitan area, where the damage was most critical. Considering that the non-face-to-face educational environment has become a part of our lives in the aftermath of COVID-19, scholarships were provided to middle, high school, and college SangSang Scholarship students, along with online learning tools worth 150 million won, including tablet PCs.

Global Emergency Relief Activities

With the rapid spread of COVID-19 overseas, KT&G delivered over 14,000 domestic COVID-19 diagnostic kits worth 200 million won to Indonesia, Russia, and Turkey, where overseas branches sites are located, in order to fulfill its social responsibility as a global company and help overcome the crisis. Supported goods are immediately supplied to the front lines of medical sites, such as hospitals specializing in infectious diseases, and are used to prevent COVID-19.

We started building KT&G Indonesia Vocational Training Center worth about 300 million won in 2020 to help Indonesia's low-income families stand on their own feet, and it is planned to provide education at the Vocational Training Center from 2021. In addition, we provided learning materials worth 350 million won to Cambodia, where the learning environment is restricted due to COVID-19, to allow the students to continue learning in the COVID-19 situation.



Mental Assistance

Participating in ‘Helping Farmers Relay Campaign’

KT&G participated in the ‘Helping Farmers Relay Campaign’ held to help flower farmers struggling as various events are being canceled. President Baek Bok-in delivered a message of appreciation and support along with flowers to the employees ahead of the foundation anniversary and organized an event of delivering flowers to the family members of employees in May celebrating Family Month, which the members well received.

Family (食購) Campaign Together with the Executives

In April, KT&G operated an in-house campaign called the ‘Family’ program to revitalize the local economy stagnated by the COVID-19 outbreak and support domestic farmers. The ‘Family’ program contains the meaning of overcoming the COVID-19 pandemic by ‘eating’ and ‘purchasing’ being a family member. We purchased lunch boxes at a traditional market, served lunch to employees, and promoted and sold agricultural products to employees working with local farmhouses.

Cheering Badge Challenge & Contests

As more and more people complain of depression and the feeling of helplessness due to the spread of COVID-19, KT&G held the ‘Cheering Badge Challenge & Contest’ to energize the tiring daily life with laughter and support young people. The ‘Cheering Badge’ campaign was designed to convey a pleasant atmosphere and laughter by attaching a badge to a mask, and a badge design contest for university students and SNS relay support was held at the same time.

At-Home Class

Since 2010, KT&G SangSang univ., a platform for supporting youth cultural and artistic activities such as conducting band, musical, dance, and vocal classes in search of local youth, has actively introduced a non-face-to-face method after the spread of COVID-19 and continued its support activities. It runs an online live lecture, ‘At-Home Class,’ to allow the students to watch useful lectures such as cooking and dancing at home. The ‘SangSang Marketing School,’ established in 2010 to nurture competent future marketers, has also been converted into a non-contact program and is streamed live.

Hope Campaign Relay

KT&G participated in the ‘Hope Campaign Relay’ in May 2020. ‘Hope Campaign Relay’ is a national relay campaign that delivers messages of hope and support for overcoming COVID-19 in handwritten letters. We expressed our gratitude to the health authorities, medical staff, and volunteers and sent a message of respect to the people who do their best with a mature sense of citizenship in their respective positions.




Indonesian Medical Staff Support Campaign

KT&G Indonesia SangSang univ. conducted the ‘SangSang Semangat Challenge,’ a cheering campaign for Indonesian medical staff dedicated to reducing the damage caused by COVID-19. Like the meaning of Semangat, which means cheering in the Indian language, we supported through SNS and delivered red ginseng products (KRW 0.6 billion) to empower the medical staff.

SOCIAL CONTRIBUTION FRAMEWORK

KT&G pursues social contribution activities that create a sustainable social ecosystem where the socially vulnerable group can stand on their own feet by fundamentally participating in resolving social problems rather than through unilateral charitable and charitable support. To this end, KT&G plans various social contribution programs through a platform with its core competencies.



Pursued Values	Platform	Main Business	Main Beneficiaries
<div><div>HOPE We strive to distribute more opportunities and resources among social members who need help for a better tomorrow where everyone lives harmoniously.</div></div>	<div>Welfare Foundation</div> <div>Scholarship Foundation</div>	<div><div>• Low-income group support</div><div>• Welfare center support</div></div> <div><div>• Overseas relief</div><div>• Volunteering activities</div></div>	<div>Vulnerable social group</div>
<div><div>SHARED GROWTH We operate business responsibly for a better tomorrow where we growth together with the society</div></div>	<div>Youth Start-up</div> <div>SangSang Fund</div> <div>Social Responsibility</div>	<div><div>• SangSang Planet</div><div>• SangSang Start-up Camp</div></div> <div><div>• Donation petition</div><div>• Donation Market</div></div> <div><div>• Global CSR</div><div>• Smoking environment improvement</div></div> <div><div>• Employee volunteering group</div><div>• Other public services</div></div> <div><div>• Tobacco farm support</div></div>	<div>Local community, stakeholders, youth/university students</div> <div>Vulnerable social group, local community, stakeholders</div> <div>Local community, stakeholders</div>
<div><div>CREATIVENESS We assist new artists and university students to develop and show their capacities for creating a more creative and diverse cultural ecosystem.</div></div>	<div>SangSang Madang</div> <div>SangSang univ.</div>	<div><div>• Discovering new artists</div><div>• Culture & arts-related education</div></div> <div><div>• Performances/exhibitions support</div></div> <div><div>• Culture & arts program</div><div>• Job search assistance program</div></div> <div><div>• University students executives</div></div>	<div>Local community, New artists</div> <div>Youth/university students</div>

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UN SDGS IMPLEMENTATION

United Nations (UN)’s Sustainable Development Goals (SDGs) are 17 goals that the UN and the international society need to accomplish by 2030 to solve global issues such as poverty, inequality, and environmental pollution and realize sustainable development. KT&G implements various activities to contribute to attaining SDGs as a global corporate citizen. KT&G plans to engage in solving international issues by conducting SDGs activities with integrity based on its resources and capacities.

SDGs	Targets	Main Activities
<div><div><div><div>1</div><div>NO POVERTY</div></div><div><div></div><div>No Poverty</div></div></div></div>	<div>1.3</div> <div>Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable</div>	<div>• Emergency living expenses for the low-income group</div>
<div><div><div><div>2</div><div>ZERO HUNGER</div></div><div><div></div><div>Zero Hunger</div></div></div></div>	<div>2.1</div> <div>By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round</div>	<div>• Hope Food Truck volunteering</div>
<div><div><div><div>3</div><div>GOOD HEALTH AND WELL-BEING</div></div><div><div></div><div>Good Health and Well-Being</div></div></div></div>	<div>3.8</div> <div>Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all</div>	<div>• Assistance to patients in serious condition from the low-income group</div>
<div><div><div><div>4</div><div>QUALITY EDUCATION</div></div><div><div></div><div>Quality Education</div></div></div></div>	<div>4.1</div> <div>By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and Goal-4 effective learning outcomes</div> <div>4.3</div> <div>By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university</div> <div>4.a</div> <div>Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, nonviolent, inclusive and effective learning environments for all</div>	<div>• Educational support to children of the low-income households</div> <div>• SangSang Scholarship holders</div>
<div><div><div><div>8</div><div>DECENT WORK AND ECONOMIC GROWTH</div></div><div><div></div><div>Decent Work and Economic Growth</div></div></div></div>	<div>8.3</div> <div>Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services</div> <div>8.6</div> <div>By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value</div>	<div>• Improving domestic/overseas educational facilities</div> <div>• SangSang Planet</div> <div>• SangSang Start-up Camp</div>
<div><div><div><div>9</div><div>INDUSTRY, INNOVATION AND INFRASTRUCTURE</div></div><div><div></div><div>Industry, Innovation, and Infrastructure</div></div></div></div>	<div>9.3</div> <div>Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets</div>	<div>• SangSang univ.</div>
<div><div><div><div>10</div><div>REDUCED INEQUALITIES</div></div><div><div></div><div>Reduced Inequalities</div></div></div></div>	<div>10.2</div> <div>By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status</div>	<div>• Win-Win Growth Fund</div> <div>• Early payment to suppliers</div>
<div><div><div><div>11</div><div>SUSTAINABLE CITIES AND COMMUNITIES</div></div><div><div></div><div>Sustainable Cities and Communities</div></div></div></div>	<div>11.1</div> <div>By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums</div> <div>11.2</div> <div>By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons</div> <div>11.a</div> <div>Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning</div>	<div>• Discovering and supporting artists with disability</div> <div>• Improving residential environment for domestic/overseas low-income households</div> <div>• Providing vehicles to social welfare centers</div>
<div><div><div><div>15</div><div>LIFE ON LAND</div></div><div><div></div><div>Life on Land</div></div></div></div>	<div>15.2</div> <div>By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally</div>	<div>• SangSang Madang</div>
		<div>• Ecosystem restoration of Mt. Bukhan</div> <div>• Purification volunteering in Han River</div> <div>• Tree planting volunteering in Mongolia</div>

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HOPE

SEEDS SOWN WITH 'HOPE'



KT&G operates social welfare and scholarship programs to convey the value of 'hope' to our society. The KT&G Welfare Foundation, established in 2003, supports the socially disadvantaged class to become economically and emotionally stable. The KT&G Scholarship Foundation, established in 2008, contributes to resolving inequalities in educational opportunities by operating a Total-Care System for all courses from middle school, high school, and university.

OUR SOCIAL IMPACT (KRW in billions)

Welfare Foundation 19.7

Scholarship Foundation 4.5

Total 24.2



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Social Responsibility

Global CSR Activities

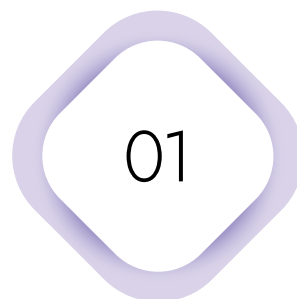
Shared Growth

CREATIVENESS: A TREE GROWING WITH 'CREATIVENESS'

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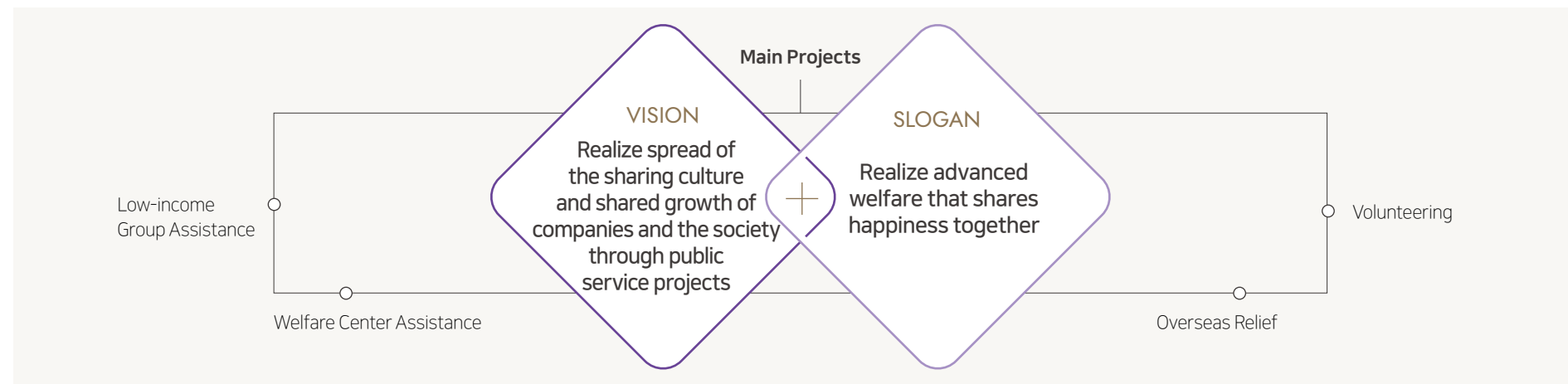
WELFARE FOUNDATION

The goal of the KT&G Welfare Foundation is to 'realize advanced welfare that shares happiness.'

To this end, we strive to economically support and provide welfare institutions for low-income groups in need of social consideration, such as children, the elderly, and the disabled, while conducting emotional support projects such as music and art education to improve the standard and quality of life.



Summary of Welfare Foundation



SUPPORTING CHILDREN OF LOW-INCOME HOUSEHOLDS

We continue to support online education for music and art for children from low-income households in 452 regional children's centers across the country, supplying seasonal fruits every month to resolve nutritional imbalances in children and supporting books to improve learning ability. In 2020, we converted the existing offline cultural experience events into a non-face-to-face online cultural experience program to prevent the spread of COVID-19.



VULNERABLE SOCIAL GROUP SUPPORT

We signed an agreement with major university hospitals across the country to support low-income patients in medical blind spots and started a project supporting medical expenses. Furthermore, we support the production and exhibition of disabled artists' works and deliver kimchi and heating expenses to low-income households every winter. For seniors, we conduct various projects such as the Senior Literary Award, Senior Table Tennis Competition, and events during national holidays/birthdays/Parents' Day to provide living and mental stability.



VEHICLE PROVISION TO SOCIAL WELFARE CENTERS

The project of Vehicle Provision to Social Welfare Centers began in 2004, is a representative project of the KT&G Welfare Foundation. Considering the difficult social welfare situation in Korea due to the COVID-19 pandemic, in 2020, we increased the number of compact cars to 200 units, a 100% increase from the previous year. Our support cars are used for conducting support activities for the socially vulnerable group by the social welfare organizations, such as delivering lunchboxes to the elderly, contributing to the expansion of welfare projects in the local community.

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ACTIVATING THE VOLUNTARY ACTIVITIES OF UNIVERSITY STUDENTS

The KT&G Welfare Foundation has signed agreements with 50 voluntary university clubs and provided various support to expand university students' participation in voluntary activities. We strive to sponsor various seminars to facilitate volunteer activities and deliver supplies necessary for volunteer activities to spread the culture of volunteerism. In 2020, to prevent the spread of COVID-19, small groups worked on painting murals at elementary schools and volunteering to restore the Bukhansan ecology.



OVERSEAS RELIEF

The KT&G Welfare Foundation actively conducts overseas relief projects in areas in need of humanitarian. In Myanmar and Cambodia, our overseas relief activities are actively carried out to improve the educational environment for future generations, such as building elementary schools and libraries. In countries with weak health environments such as Vietnam, we contribute to improving medical services by constructing public health centers in poor areas. We also dispatch university student volunteer groups overseas for education and cultural exchange. Notably, in 2020, we supported 700 million won to build schools in Myanmar, and accordingly, about 1,200 local students could receive a stable education.



Main Performance in 2020

Support for children from low-income households



9,102persons
No. of beneficiaries

KRW 2.71 billion
Amount of assistance

Support for Low-income households
(Kimchi sharing, utility bill assistance, etc.)



7,179persons
No. of beneficiaries

KRW 2.21 billion
Amount of assistance

Donation of vehicles to social welfare centers
(accumulated)



1,800units
No. of donated cars

KRW 17 billion
Amount of assistance

Overseas relief and volunteering



KRW 0.9 billion
Amount of assistance

Domestic university students' volunteering activities



50clubs
No. of volunteering groups

580persons
No. of participants

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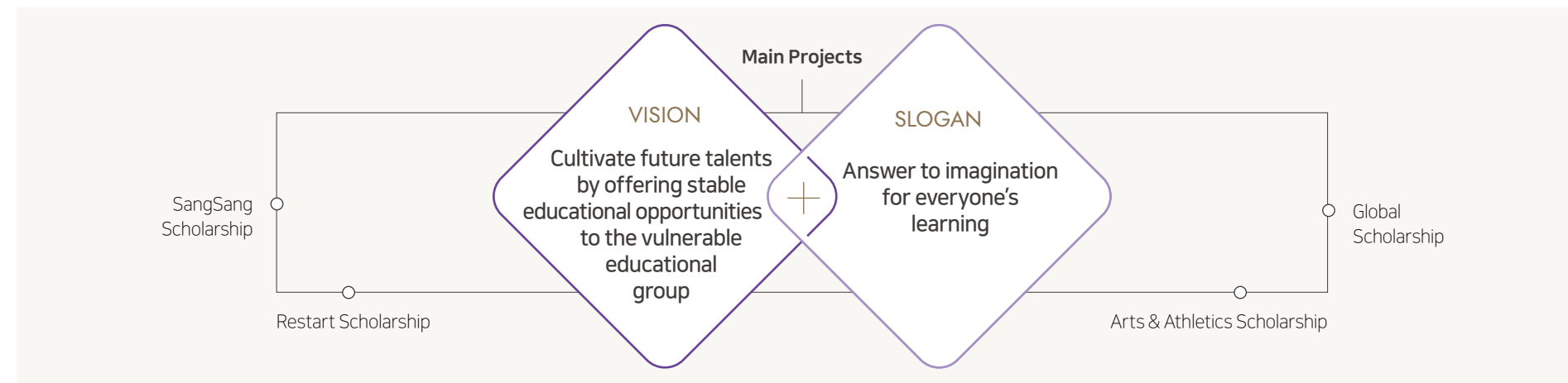


SCHOLARSHIP FOUNDATION

The KT&G Scholarship Foundation carries out various projects to 'provide stable educational opportunities for the socially vulnerable group in education. While providing scholarships to the middle, high school, and university students from low-income households, we also assist those in special education environments such as arts and sports specialists, overseas university students, and those released from the Youth Detention Center. As a result, we expect talented students to continue pursuing their hopes even under challenging circumstances without giving up on their dreams of learning.



Summary of Scholarship Foundation



OCCASIONAL SCHOLARSHIP PROJECT

The KT&G Scholarship Foundation delivered scholarships worth 1 million won each to 167 children of small enterprises struggling with the increasing cases of infection with the COVID-19 in 2020. By strengthening practical support for small business owners, who are the most affected by the COVID-19 pandemic, we have contributed to preventing blind spots in the education support system.

SANGSANG SCHOLARSHIP

The KT&G Scholarship Foundation selectively supports students from socially vulnerable groups with excellent academic abilities every year despite their financial difficulties. Furthermore, unless they have a reason for disqualification, we pursue a total-care method to provide scholarship benefits and learning opportunities continuously. The SangSang Scholarship is delivered annually at 1 million won for middle school students, 3 million won for high school students, and 4 million won for university students.

RESTART SCHOLARSHIP

Since 2016, we have implemented the 'Restart Scholarship' project that supports the social independence of the youth living in childcare centers. In collaboration with the 'Korea Juvenile Protection Association (KJPA),' a public institution under the Ministry of Justice, we select recipients and provide educational expenses to promote the realization of the true independence of the youth in need of help. In 2020, we aided university admissions, general equivalency diploma (GED), and technical training to 61 juveniles from childcare centers.



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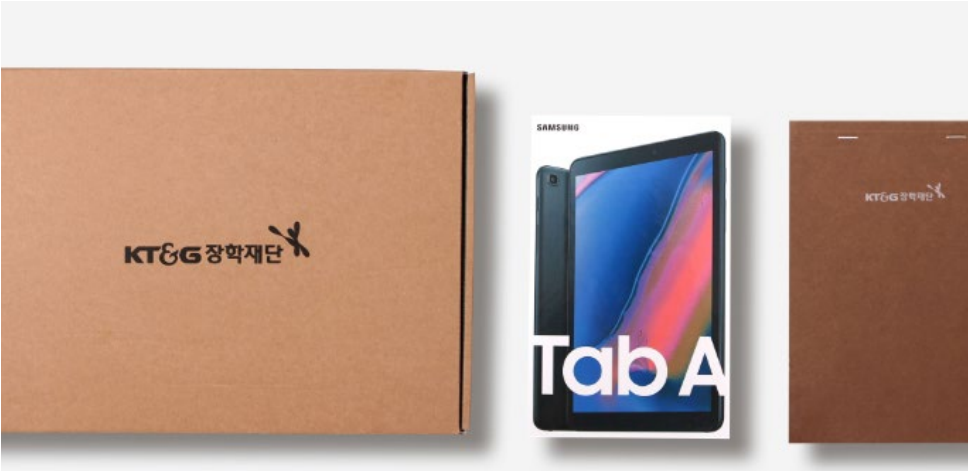
ARTS & ATHLETICS SCHOLARSHIP

The KT&G Scholarship Foundation promotes educational assistance for socially vulnerable groups, and the Arts & Athletics Scholarship discovers and supports talents in the arts and athletics areas. Selected talents specialized in arts and athletics are provided with a scholarship for career development such as competitions and lessons. In 2020, we expanded the existing scope of music and athletics to Korean Traditional Music, ballet, and drawing, and more outstanding talents received benefits.



LEARNING TOOL SUPPORT PROJECT

In 2020, we canceled all offline events due to the COVID-19 pandemic and supported tablet PCs to create non-face-to-face educational infrastructure for scholarship students of the socially vulnerable group, ultimately enabling them to smoothly participate in online school classes and strengthen their basic learning capabilities.



GLOBAL SCHOLARSHIP

The KT&G Scholarship Foundation launched the Global Scholarship Project in 2018 to fulfill its responsibility as a global corporate citizen. We provide scholarships to talents discovered from recommendations by local institutions such as universities, and a total of KRW 230 million worth of scholarships was given to 142 university students for three years.



Main Performance in 2020

Occasional Scholarship



SangSang Scholarship



Restart Scholarship



Arts & Athletics Scholarship



Support for learning tool support project



Global Scholarship



SHARED GROWTH

FRUIT BECAME THROUGH 'SHARED GROWTH'



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KT&G perceives the society of 'shared value' as an essential value and strives to create social value by growing together with the company and the local community. The 'Youth Startup Support' project provides a foundation for young people to dream of the future and provides funds to those in need in society with the 'SangSang Fund,' which was donated directly by executives and employees. We perform active and broad social contribution activities and also provide help overseas through systematic global CSR.

OUR SOCIAL IMPACT	(KRW in billions)
Youth Startup	21.0
SangSang Fund	4.1
Social Responsibility	5.4
Global CSR activities	2.3
Shared Growth	74.6
Total	107.4



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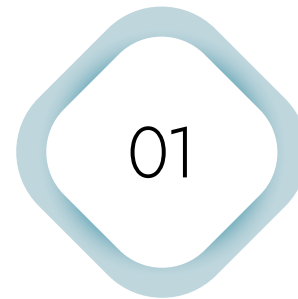
Shared Growth

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SangSang Madang

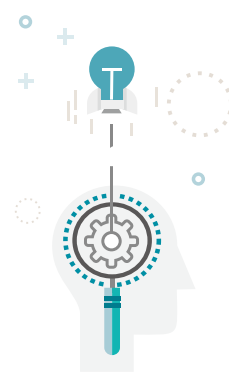
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YOUTH STARTUP

KT&G operates various social contribution projects to assist entrepreneurs who aim to realize their imaginations. 'SangSang Start-up Camp' is a practical start-up course that solves social issues through business, and it focuses on Early Incubating that discovers and cultivates social innovation entrepreneurs. Moreover, we hold the 'SangSang Summit,' an expert forum for enhancing the interest and participation of stakeholders in social innovation. Furthermore, we opened 'KT&G SangSang Planet' in July by focusing on establishing a youth start-up support center for more active project implementation.



Summary of Youth Start-up

Performance of SangSang Startup Camp Operation (1st ~ 5th section, accumulated)

SANGSANG START-UP CAMP

The KT&G Sangsang Start-Up Camp is Korea's first full-time social innovation startup program designed to support young people who dream of establishing a social venture. With its successful accomplishment of the 5th stage, the SangSang Start-Up Camp has produced prominent social venture startups, and about 36 teams are selected in the 'social entrepreneur fostering project' conducted at the national level, taking the lead in revitalizing the social economy.



2020 Performance of SangSang Summit



SANGSANG SUMMIT

KT&G SangSang Summit is an annual social innovation expert forum to revitalize the social venture ecosystem. The 3rd SangSang Summit was held in 2020. We had the opportunity to share the stories of city makers in Seongsu-dong with the theme of region and space and the keyword of area and city for social innovators. The 3rd SangSang Summit, held non-face-to-face for the first time to prevent the spread of COVID-19, had been a place better to understand the social venture ecosystem with about 500 participants.

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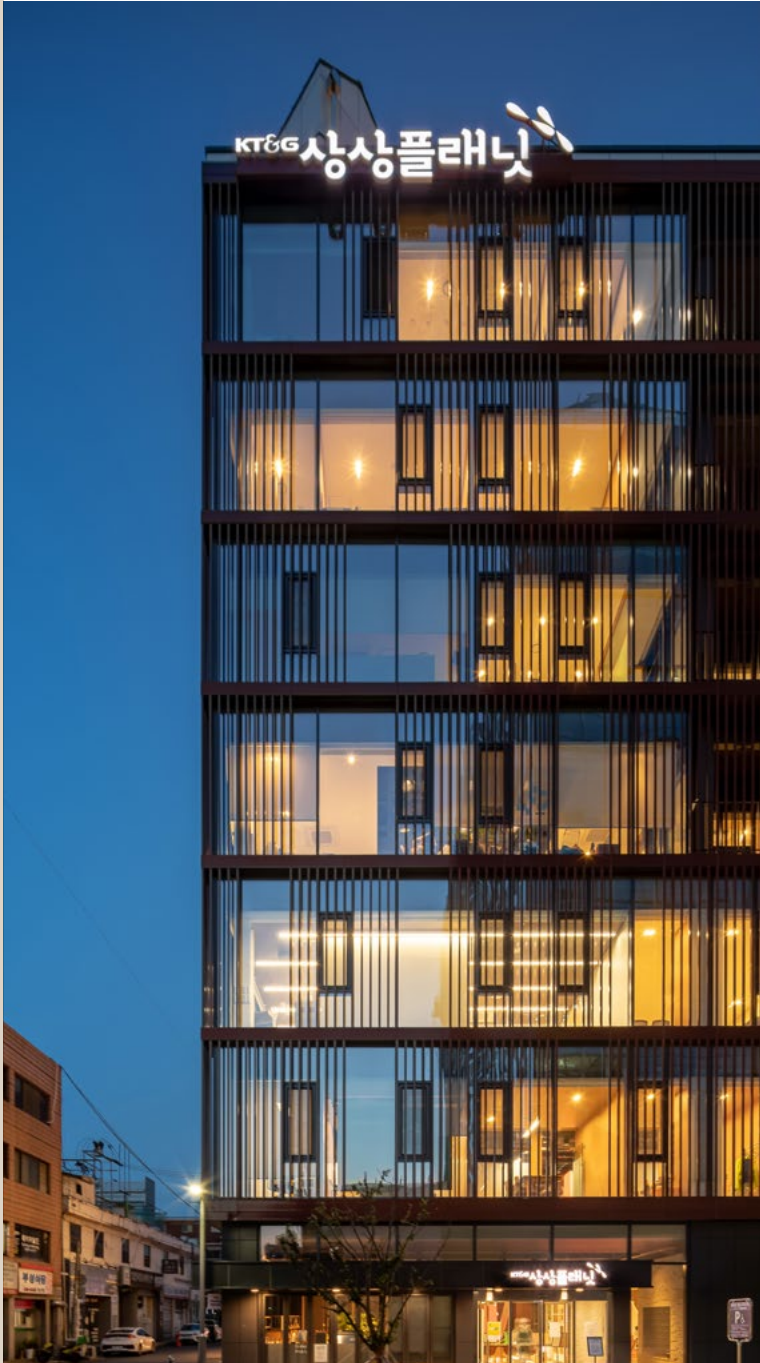
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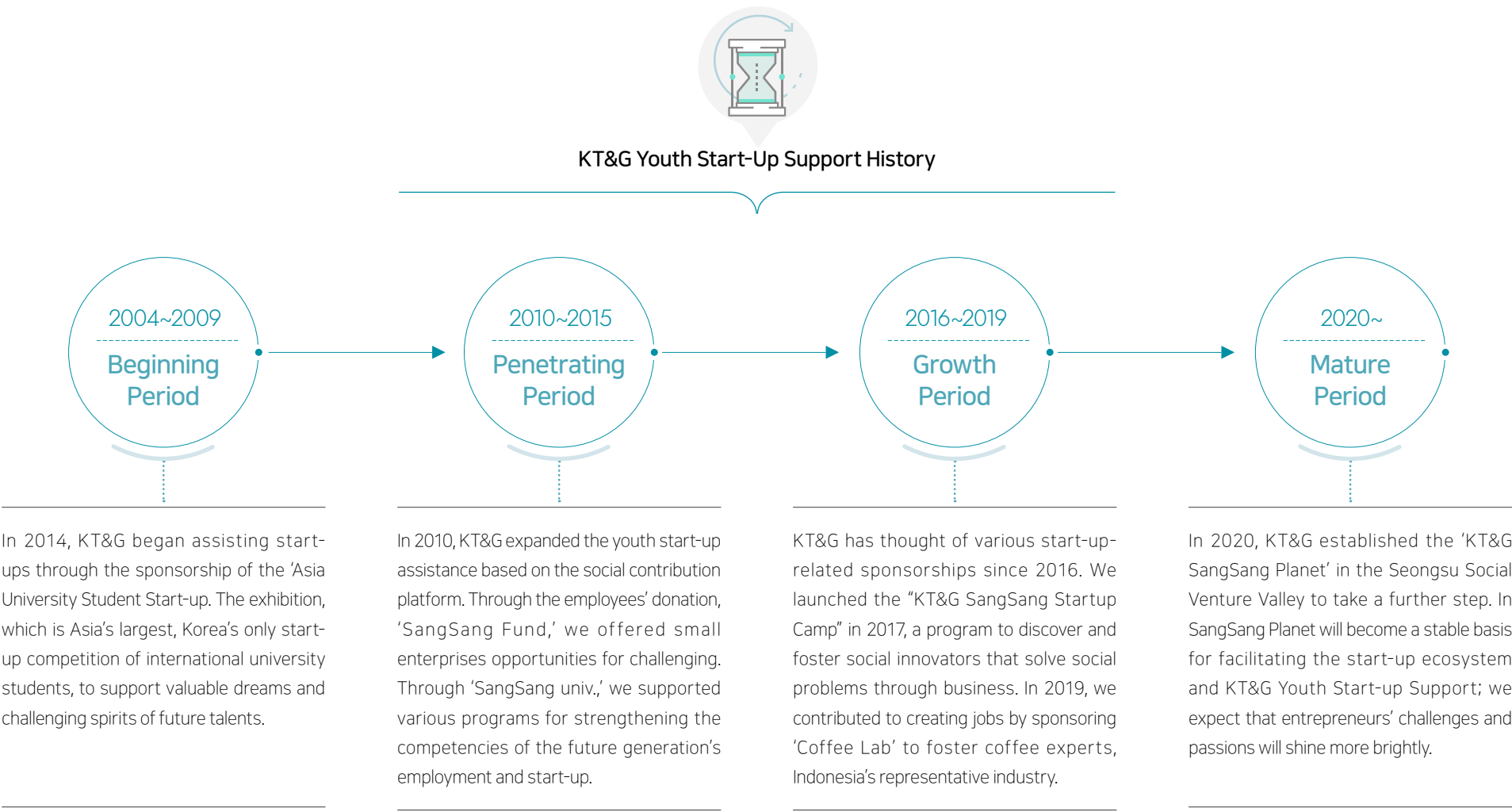
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KT&G SangSang Planet

Establishment Background of KT&G SangSang Planet

With the first support of sponsoring the 'Asia University Student Start-Up Exhibition,' the world's only and largest international university student start-up competition in Asia in 2004, KT&G has been supporting youth entrepreneurship and job creation. Since 2017, we have been running the 'KT&G SangSang Start-Up Camp' to discover and nurture socially innovative start-ups in earnest. The 'KT&G SangSang Planet' for early entrepreneurs was established with our understanding and experience of youth entrepreneurship accumulated over a long period of time. We will further develop more influential start-up support activities in this special space.



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Introduction to SangSang Planet

KT&G SangSang Planet is a social venture-oriented start-up support space where social innovation entrepreneurs can grow. It is an open incubating platform with a total floor area of about 4,000 m² and is divided into an open space that can be used by anyone and an exclusive space for tenant companies centered on social ventures. The 1st to 3rd floors consist of a connect hall, cafe, co-working lounge, and lecture hall where various events are held, and the 4th to 8th floors have reserved areas and independent offices for tenants, a focus zone and phone booth to increase work concentration, business support space, a refresh area for relaxation.

Programs for SangSang Planet Members



Scale-up Education



Scale-up Program

- Growth Support Education** | As an educational program aimed to help strengthen the members' practical and business competencies, it is comprised of lectures helpful in business practice discovering topics that teams at the beginning of the start-up find challenging through 1:1 meeting.
- Planet Pop-Up** | We have the space on the first floor as a dedicated pop-up exhibition zone to help the early-stage start-up teams in public relations and marketing activities by taking the geographical advantage of its location in Seongsu-dong with high liquidity and easy access for anyone.
- Planet Benefit** | Planet Benefit is a program that provides the necessary services to Planet members, who are the initial team, in partnership with 18 partner members. We support Planet members to focus on growth through partnership services in various fields such as professional education/delivery service.



Welcome to SangSang Planet



Bing Bing Hour



Play & Network Program

- Welcome to SangSang Planet** | This is an on-boarding program for new members. We introduce the space and usage methods so that new members can quickly adapt to SangSang Planet.
- Full Moon Party** | As a networking program that enables the formation of synergy among Planet members, we seek ways for early entrepreneurs to interact, share ideas, and collaborate.
- Bing Bing Hour** | This is a program that supports Planet members to form healthy leadership and organizational culture. We provide a variety of benefits, such as health promotion programs and stress management programs, so that Planet members can enjoy their lives.

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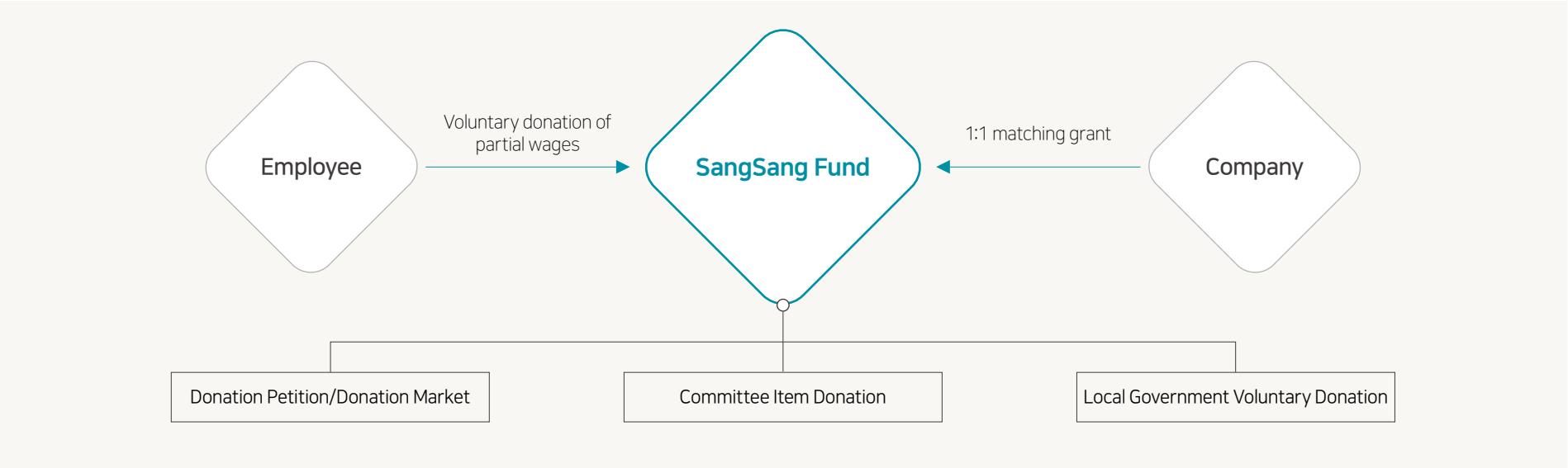
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SANGSANG FUND

KT&G SangSang Fund, launched in 2011, is a platform for employee’s voluntary donation, which is used to support the socially vulnerable group and solve urgent social problems. SangSang Fund's cumulative donation amounted to approximately KRW 31.9 billion in 2020, and more than 90% of its employees are participating.



Summary of SangSang Fund



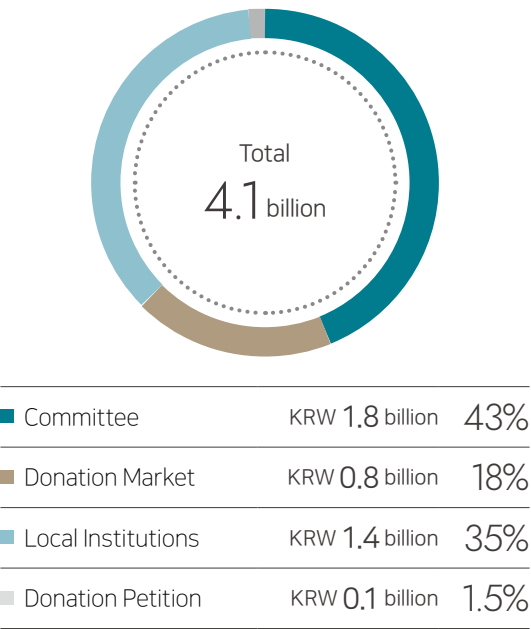
Raising and Operation of SangSang Fund

SangSang Fund is raised from employees’ voluntary donations of their partial wages and the company’s 1-to-1 matching grant. The fund is executed transparently through deliberation, and decision making of the SangSang Fund Operational Committee, composed of 11 employee delegates, and is used for medical care, education, and livelihood support for the socially disadvantaged through donation petitions and donation market programs. Also, we contribute to solving social problems that require public-private cooperation through committee agenda resolution and voluntary donations to local organizations. Using the SangSang Fund, we donated about KRW 4.5 billion in 2020 and KRW 31.9 billion cumulatively.

Emergency Relief in Areas Affected by Flood

In August 2020, human life and facilities were damaged due to nationwide heavy rain. There was considerable damage, including 30 deaths and missing people, 3,000 victims, and over 6,500 facilities destroyed. To resolve national disasters and fulfill social responsibilities, KT&G raised KRW 250 million using the SangSang Fund, which was prepared through voluntary donations from employees and delivered to the National Disaster Relief Association. The donation was granted and paid as compensation for the victims depending on the degree of damage.

Raising and Execution of SangSang Fund in 2020



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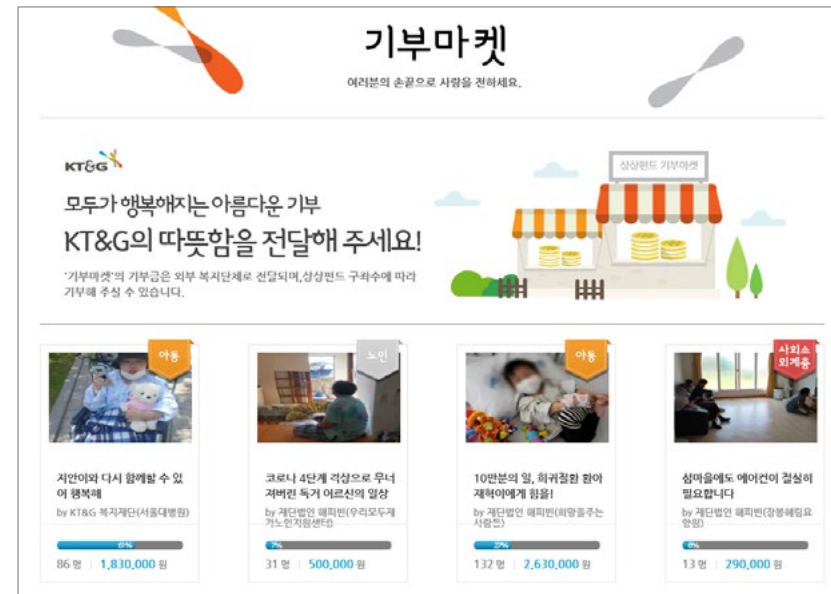
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Donation Petition

Donation Petition is a system in which employees directly look for stories of socially vulnerable people in a difficult situation and the blind spot of welfare and provide assistance when there are more than 200 comments to support the story. We offer a wide range of benefits in various fields, such as medical support, improving the residential environment, and education.

Performance in 2020



Donation Market

Donation Market is a system where employees can directly donate to stories received through various channels such as NAVER's Happy Bean, Welfare Foundation, and stories recommended by local institutions. There are various stories related to overseas relief, environment, medical care, and the elderly, and we support the story's subject by matching half the amount of support.

Performance in 2020



SangSang Fund Operation Committee

SangSang Fund Public Offering

Under collaboration with Happy Bean, a foundation running the Donation Market, we carried out a 'SangSang Fund Support Project Contest' to support the socially vulnerable group. Two hundred twenty-three welfare institutions applied for the project, and 21 organizations were screened and selected for support by the SangSang Fund Operation Committee, which consists of KT&G employees. We also received cheering and support messages from about 70,000 netizens through the 'Public Offer Campaign' page introducing KT&G SangSang Fund and supporting projects.

Performance in 2020



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SOCIAL RESPONSIBILITY

KT&G is strengthening its social responsibility to create a better future where we live together in harmony. We are devoted to sharing happiness with everyone by gradually expanding the scope of voluntary activities, including employee's voluntary activities nationwide, protecting the environment, supporting the socially vulnerable group in the local community, improving the smoking environment, and supporting medical research.



Kimchi and Winter Supplies for the Vulnerable Group

At the end of 2020, we delivered sharing of kimchi and winter supplies for the socially vulnerable group in each region who would go through harsher winter due to the COVID-19 pandemic. Mainly, we supported 13 welfare institutions in 5 areas where KT&G is located, and the main winter supplies were kimchi, briquettes for heating and heating oil. We donated KRW 300 million to the year-ending event, including KRW 70 million in Gimcheon, KRW 110 million in Yeongju, and KRW 85 million in Cheonan.

SangSang Together Employee Volunteering Group

SangSang Together Employee Volunteering Group is divided into 20 institutions and 158 volunteering groups nationwide. In addition to labor services for the socially vulnerable group, such as food offering and house repair, we are expanding our scope to environmental purification, helping leaf tobacco farmers, and supporting flood damage victims. In 2020, there were restrictions on volunteering activities due to the COVID-19 outbreak; in 2021, 25 executives and employees of the Busan Headquarters carried out marine environment cleanup activities at Songjeong Beach on July 2, and 10 members of the SangSang Fund Steering Committee on July 29 along the coast near the Busan area. We engaged in beach cleanup activities, such as collecting various garbage, including plastic washed ashore, underwater cleanup activities to collect waste in the water, and holding a junk art exhibition using the collected garbage. On September 10, on International Coastal Cleanup Day, we plan to carry out cleanup activities with 25 university student volunteers.

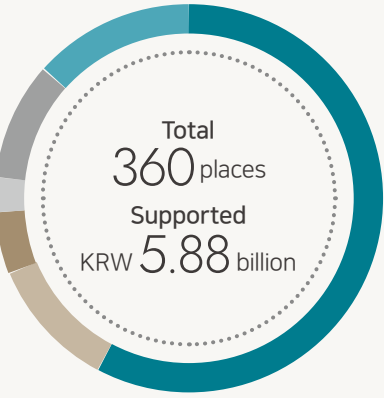
Smoking Environment Improvement Project

KT&G is actively fulfilling its business-related social responsibilities utilizing its core competencies. With diverse activities to create a social culture where smokers and non-smokers can coexist, we focus on installing smoking rooms in public facilities. To resolve social conflicts caused by the lack of smoking space as the number of non-smoking areas increases, we installed smoking rooms in transportation facilities such as airports and train stations and distribute smoking etiquette posters and campaigns with picograms on smoking etiquette.

Support for Preventing Juvenile Smoking

KT&G is sponsoring a juvenile smoking prevention campaign to fulfill its product-related responsibilities. In cooperation with Seoul National University Hospital, we study juvenile stress management and produce smoking prevention education contents to be used in schools and public health centers.

Installation of Smoking Rooms by Public Facilities Nationwide in 2020 (accumulative)



Highway rest area	189
Airport	44
Railway station	24
Bus terminal	12
Public institution	35
Others	56

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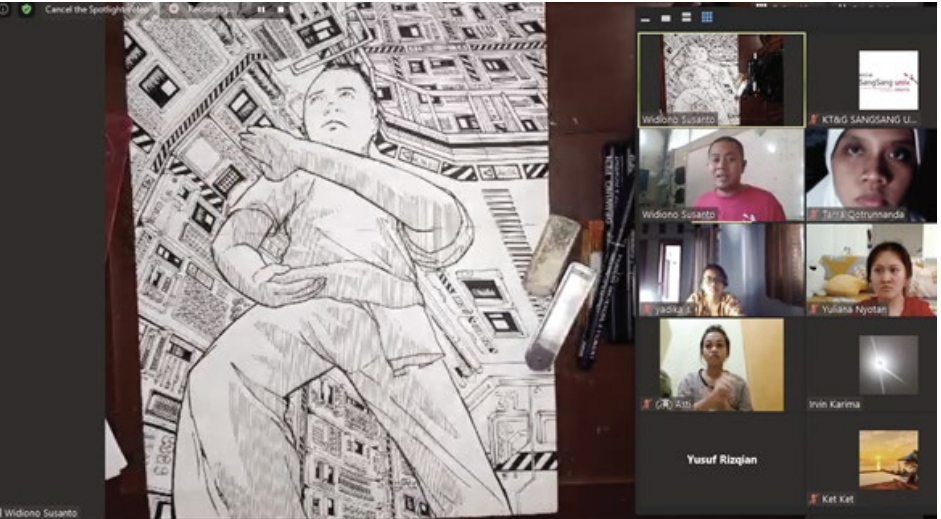
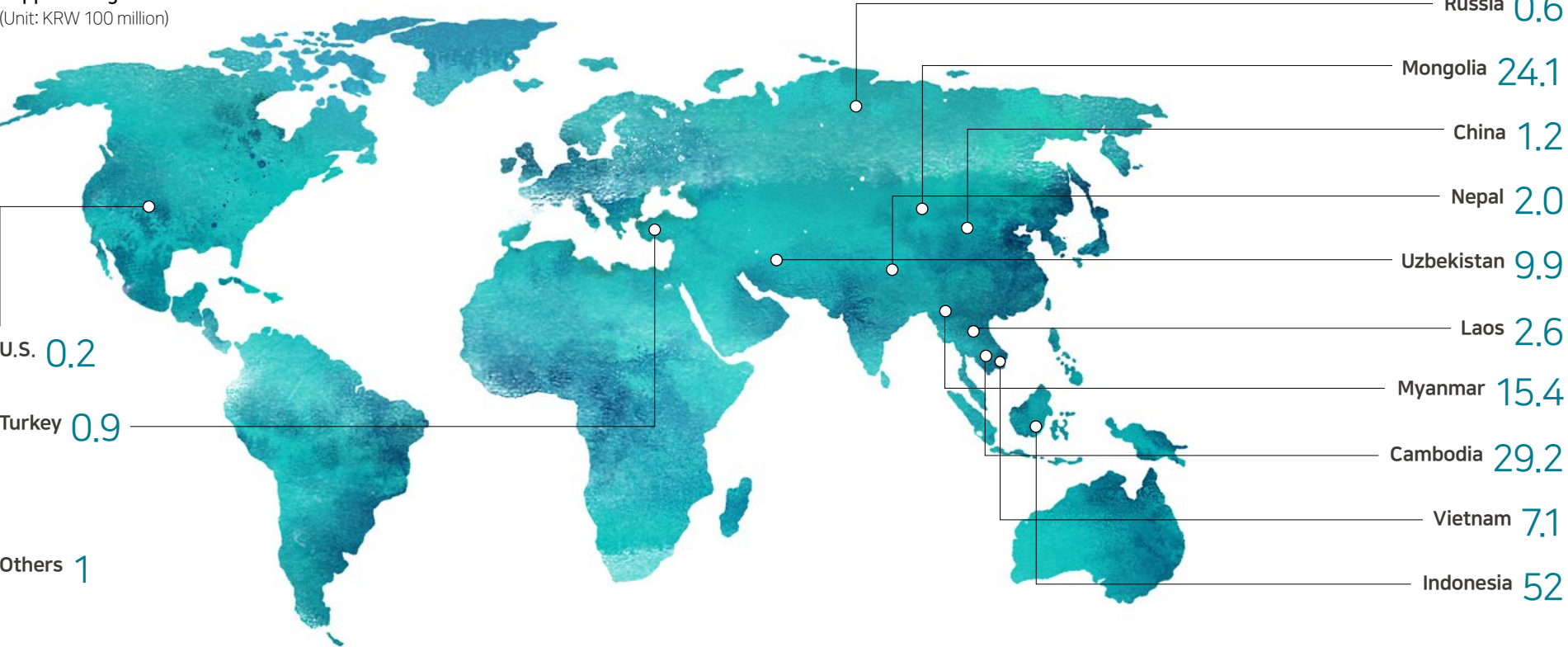


GLOBAL CSR ACTIVITIES

With the expansion of our global business, KT&G has systematically established mid-to-long-term strategies to fulfill its social responsibilities as a global corporate citizen. Significantly, Indonesia has the most extensive business scale among the countries we entered and symbolizes global business expansion. Accordingly, we perform various social contribution activities in Indonesia to fulfill our corporate social responsibilities, forming a trusting relationship with residents and laying the foundation for growth together with the local community. We also perform our CSR activities in major business countries such as Turkey and Russia.



Support for global CSR activities as of 2020
(Unit: KRW 100 million)



SangSang Univ. online education



Culture event at Korean language school in Surabaya

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KT&G SangSang Univ. Indonesia

KT&G operates Sangsang univ. in Jakarta and Surabaya to help the Indonesian university students to enhance cultural knowledge and help them grow. In Jakarta, we provide a variety of experiences and exchange opportunities along with classes such as culture and arts, hobbies, and career development that local university students are not generally exposed to. In contrast, in Surabaya, we run the Korean language school relocated from Jakarta in March 2020. Considering the COVID-19 situation, we switched all the programs to online for safe operation. The KT&G SangSang univ. Indonesia expects the local university students to discover their potential and grow into talented people who contribute to the country and society through various cultural events and community development programs.

Indonesia Coffee Lab Sponsorship and Vocational Training Center

KT&G developed a social contribution platform of a newly evolved model to contribute to activating Indonesia's economy. Coffee Lab, a vocational school for coffee established in 2019 under the collaboration with the Indonesian Ministry of Economic Coordination and International Relief and Development NGO to foster the coffee industry and create jobs for young people, provided training for coffee experts, including international certification courses, to 101 people based on two learning centers, and contributed to improving Indonesia's industrial competitiveness based on the creation of a healthy coffee industry ecosystem. In addition to Coffee Lab, KT&G is building a sewing vocational training center in the Malang area to strengthen the foundation for the socially vulnerable groups in the local community to stand on their own feet and is scheduled to open in March 2021.



Support for recovering earthquake damage in Turkey



Coffee Lab class



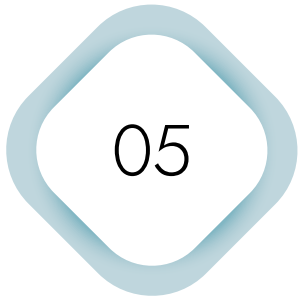
Delivery of COVID-19 diagnostic kit to Indonesia

Global Disaster Relief

KT&G has continued its effort to disaster relief to resolve global crises. In 2020, we could not dispatch overseas volunteers due to the COVID-19 outbreak, but we delivered medical supplies to prevent the spread. Notably, in May 2020, when the early diagnosis of COVID-19 was crucial, KT&G donated 13,900 Korean COVID-19 diagnosis kits (worth 200 million won) to Indonesia/Russia/Turkey. Also, we delivered an emergency donation of 50 million KRW to our employees in the earthquake in Izmir, Turkey, fulfilling our social responsibility as global corporate citizens.

Educational Support in Laos

Kampanye-KT&G School in Laos, established by KT&G, celebrated its 1st anniversary in 2020. With continued interest and support for the school, we wanted to send an employee volunteer group to commemorate the 1st anniversary of the school, but due to the prolonged COVID-19 situation, we alternatively decided to sponsor products. KT&G delivered arts and sports teaching aids for quality education and hygiene products for healthy living in developing countries and expects Kampanye-KT&G School to become a key pillar in nurturing Laos talents.



SHARED GROWTH

With the goal of pursuing the value of shared growth with leaf tobacco farmers, which are major sources of our raw materials, KT&G runs a variety of shared growth systems, including financial support for stabilizing leaf tobacco production, as well as activating communication channels and volunteering to help farmers.



Supporting Leaf Tobacco Farmers to Create Additional Income

KT&G operates the Hae-ah-rin project to help cultivate and sell red peppers allowing leaf tobacco farmers to obtain additional income by using resources such as farmland and technology. In 2020, we signed a contract with 21 farmers to purchase dried red peppers worth KRW 295 million.

* Hae-ah-rin: A project to assist cultivation and sales of red pepper in supporting leaf tobacco farmers

Performance in 2020



Purchasing the Entire Leaf Tobacco from the Farms

KT&G purchases the entire leaf tobacco from domestic farms to create shared value with farms and uses them for manufacturing the product. In 2020, we purchased about 770 tons of leaf tobacco worth 74 billion won and planned to purchase about 8,000 tons of domestic leaf tobacco in 2021.

Performance in 2020



Shared Growth with Leaf Tobacco Farmers

KT&G is providing support in various fields for coexistence with leaf tobacco farmers. We pay 30% of the scheduled leaf tobacco purchases in advance from April to May at no interest (the balance is paid from September to December after harvest) and provide annual health medical examination expenses and children's education funds to promote the welfare of the farm members. Moreover, our employees actively participate in volunteer activities during the planting and harvesting seasons when there is a shortage of workers. In 2020 and 2021, we supported consolation funds to recover leaf tobacco farms damaged by natural disasters quickly.

Performance in 2020 (cumulative)



Low-interest Loans to SMEs

To revitalize the local economy and create jobs, KT&G has signed an Agreement for Shared Growth with IBK Industrial Bank of Korea to provide low-interest funds to companies located in Chungcheong Province. Through the agreement, KT&G deposited 100 billion KRW in IBK and created a 200 billion KRW fund accordingly, which is used to support loans at interest rates lower than the market interest rate to companies operating in five fields: start-ups in Daejeon, Sejong, and Chungcheong-do, small business owners, and medical care.

Support from the Shared Growth Fund in 2020



CREATIVENESS

A TREE GROWING WITH ‘CREATIVENESS’



KT&G actively supports creative young writers and artists to ensure that anyone can easily access and enjoy culture and art values. ‘SangSang Madang,’ an open cultural space, enables creators to fully express their imagination and talents and the general public to experience the world of young and fresh culture and art. ‘KT&G SangSang univ.’ has positioned itself as Korea’s No. 1 university student community and provides a foundation for university students, who will become leaders of the future, to learn and interact with each other in various fields such as culture, art, and career, and open up new futures and possibilities.

OUR SOCIAL IMPACT	(KRW in billions)
SangSang Madang	48.0
SangSang Univ	3.1
Toal	51.1

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SOCIAL CONTRIBUTION FRAMEWORK

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Scholarship Foundation

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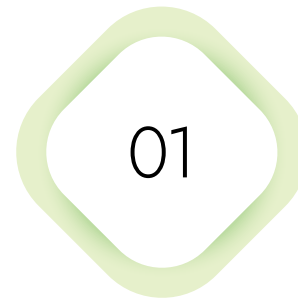
Shared Growth

CREATIVENESS: A TREE GROWING WITH 'CREATIVENESS'

→ SangSang Madang

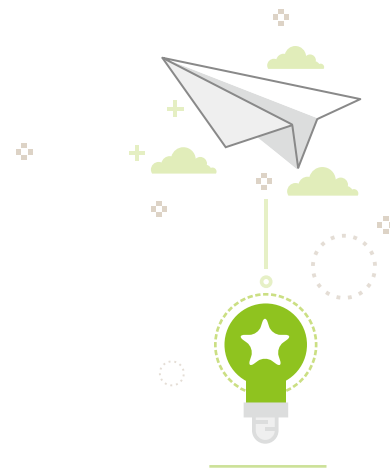
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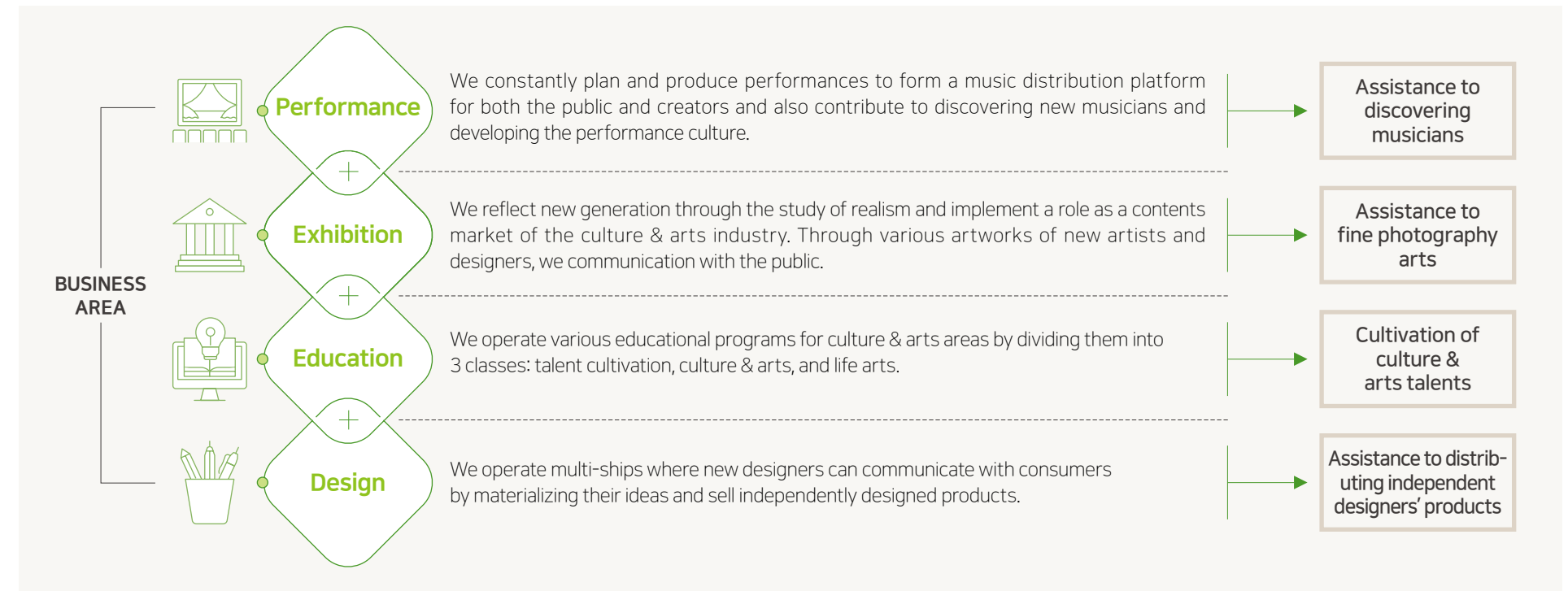


SANGSANG MADANG

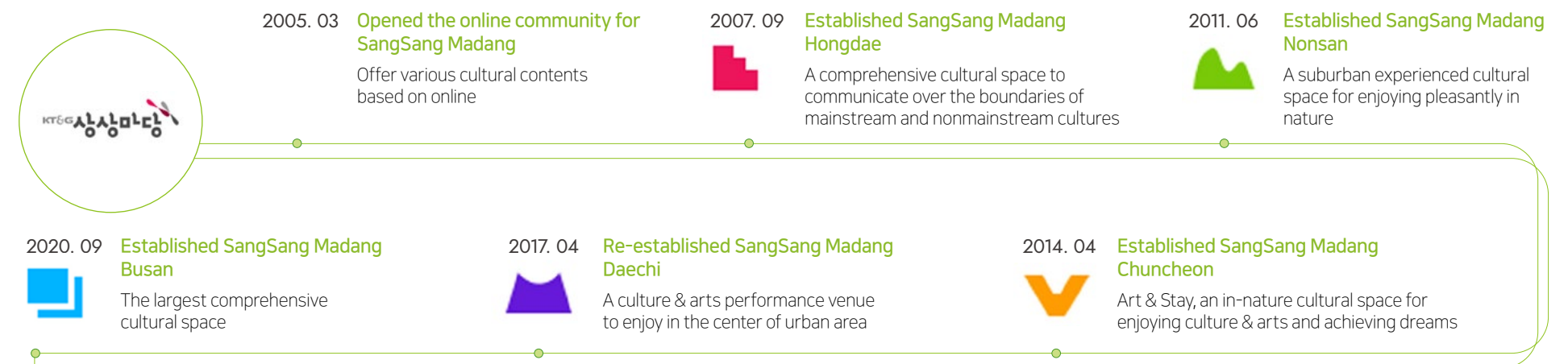
SangSang Madang is Korea's leading comprehensive culture & arts space that operates various programs such as performance, exhibitions, festivals, experience, and education, which strives to build a cultural ecosystem through practical communication-oriented operations differentiated from general corporate cultural activities.



Summary of SangSang Madang



SANGSANG MADANG HISTORY



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Over the Rainbow



Artist Hyo-yeon Kim's solo exhibition of the year

Creating a National Cultural Belt to Strengthen the Influence of SangSang Madang

KT&G SangSang Madang endeavors to let many artists imagine more. Starting with SangSang Madang Hongdae, to Chuncheon, Nonsan, and Daechi. And even to Busan. KT&G spares no active support to places in need of culture and art. The dream of creating a national cultural belt for new cultural and artistic values to bloom. This is what SangSang Madang tries to make come true.

Audience and Artist-customized Performance Program

The SangSang Madang performance project builds a variety of platforms where the public and musicians can communicate more closely by planning performances, supporting artists, and operating a performance venue to establish itself as the center of the musician's network through new attempts. Under the collaboration with Radio Gaga TV for an online streaming service made it easier for the public to access the SangSang Madang performance program. Furthermore, step-by-step support is provided considering what kind of support an artist needs from the artists' viewpoint. It runs customized support programs to practically provide the rising artists' stage, public relations support for rising artists, and opportunities for a review and solo performances for existing artists. Furthermore, it plans/runs various programs such as <Band Discovery> to give audiences opportunities to meet various artists.

Exhibition Projects for Rising Artists to Shine

Various exhibitions and visual art workshops create new values in the world culture and art in Korea by giving the audience a familiar approach to art and presenting a discourse on contemporary art to artists and supporting their work.

The 12th SKOPF Exhibition to Discover Professional Photographers

Even when the world stopped due to the COVID-19 pandemic, we did not stop our support activities for culture and arts. SKOPF, which has supported exhibitions by professional photographers since 2008, selected three finalists from the 12th Application Contest and held a collaborative exhibition with the Goeun Museum of Art. Meanwhile, Artist Hyoyeon Kim, who was selected in 2019, has received numerous awards and attention internationally, being selected as one of the ten finalists in the 'Prix VIRGINIA' in 2020.

The 3rd Over the Rainbow to Introduce the Dreams and Hopes of the Disabled

What kind of world would be at the other end of the rainbow? <Over the Rainbow> an exhibition of artists with disabilities supported by the KT&G Welfare Foundation, toured Hongdae, Busan, and Chuncheon, celebrating its 3rd time in 2020. About 100 works of 15 artists with developmental disabilities were selected based on recommendations from regional organizations providing opportunities for new possibilities to artists with disabilities and introducing various artistic fields to the public.



Musical Robin



SangSang Madang Chuncheon

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Picture book workshop in Bologna



Studio secret live



Under The Roof

SangSang Madang Academy to Awaken the Imagination of Everyday Life

KT&G opened SangSang Madang Academy in 2007 to provide more opportunities for the public to experience culture and art. We endeavor to spread the daily creative education in which life becomes art by segmenting or integrating cultural and artistic genres closely related to our lives. We provide education that blurs the boundaries between professionals and amateurs through 'Design Figure Production' and 'Bologna Picture Book Workshop' and open courses that provide new cultural experiences to the general public and new motivations for creative activities for artists.

A Connection between Independent Designers and Those Seeking New Things

SangSang Madang Design Market, which discovers promising domestic designers who are practicing new imaginations through free creative activities, supports continuous creative activities while serving the role of managing designers such as product development, production, and exhibition. It creates a space that connects designers and the public through a design square where more than 300 brands and 2,000 innovative products are sold, an external distribution channel that is constantly expanding, and brand exhibitions for market testing of products.

Performance by project in 2020
(5 SangSang Madang projects)



Performance

18 times / 63 artist teams



Exhibition

17 times / 88 artist teams



Design

66 times / 611 design teams



Education

55 lectures / 1,238 participants

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BLOOMING THE CULTURE AND ARTS OF GYEONGSANG PROVINCE.

SANGSANG MADANG BUSAN

Opened SangSang Madang Busan (Sep. 2020)

The 5th 'SangSang Madang Busan' was opened to foster a non-mainstream culture in the Gyeongsang region and expand the cultural and artistic base. 'SangSang Madang Busan' is located in Seomyeon, with a floor area of approximately 20,000 m², five underground floors, and thirteen ground floors, is the largest complex culture and art space ever in SangSang Madang. We support the differentiated culture and arts of Busan through cultural and art support projects in four fields (performance, exhibition, education, and design) under cooperation with various local organizations. SangSang Madang Bussan is comprised of three spaces: PLAY (caf , design square, performance hall, and gallery), CO-WORK (area for supporting one-person creators and youth start-ups), and REFRESH (accommodation, F&B, and movie theaters) performing cultural activities on the theme of shared growth with the local community. It is expected to contribute significantly to developing local culture and arts and activating the economy in the Gyeongsang region.

Together And Together <SangSang Madang Busan – Connection with Local Governments/Related Organizations>

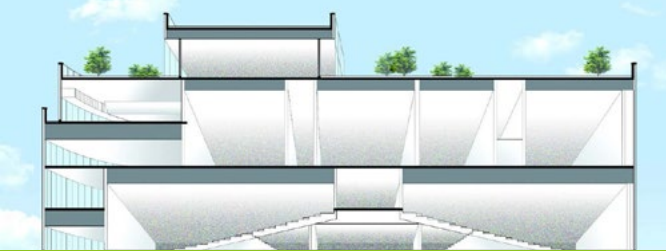
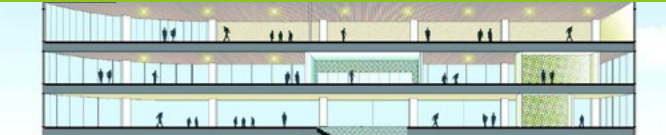

SangSang Madang Busan aims to become a bridgehead for culture and art in the Gyeongsang region, with few opportunities for culture and art. Since its opening, it cooperates with local governments and related organizations to challenge various content focusing on our individuality and strengths. In collaboration with Busan Metropolitan City, we carried out creative projects utilizing the regional characteristics and strengths, such as supporting custom-made shoe start-ups in Busan, selling customized shoes, and establishing a one-person creator center in cooperation with Busan Creative Content Agency.

BUSINESS AREAS OF SANGSANG MADANG BUSAN

SangSang Madang Busan offers opportunities for creative activities in culture & arts to artists and enjoying culture to the public by creating Stay, Design Square, Academy, photo darkrooms, and cafes, as well as the performance venue and gallery, in the gross area of 19,514m². In addition, we plan to build a space for job creation for the local youth to provide practical support in start-ups and job employment of the youth and sharing offices for start-ups and social ventures.

Performance	• Performance planning • Artists support • Music facilities	Design Square	• Idea commercialization • Design product distribution • Brand showcase	Creator Studio	• Creator cultivation and support • Shooting studio/ editing rooms
Exhibition	• Visual arts exhibits • Local artists support • Exhibit-connected training	Stay	• Lodging operation • Salon program	Youth Start-up	• Youth start-up assistance
Sharing Restaurant	• Young chef cultivation connected to the community	Networking Space	• Meeting room provision • Lounge operation	F&B	• Cafe • Rooftop restaurant

A COMPREHENSIVE SPACE FOR COMMUNICATION SHARING CULTURE & ARTS

	<p>REFRESH GROUND</p> <p>Healing & Rest Areas Including movie theaters, food courts, and rooftop gardens filled with trees</p>
	<p>CO-WORKING GROUND</p> <p>Exchange and Collaboration Places composed of support place for youth entrepreneurs and guest house for resting</p>
	<p>PLAY GROUND</p> <p>Cultural Space including performance venue and gallery as well as the 1st floor lounge integrated with cafe, meeting rooms, and SangSang Hall</p>



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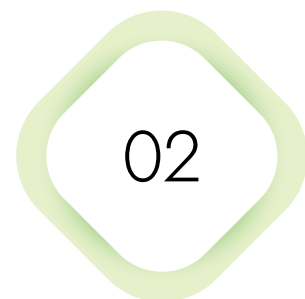
Shared Growth

CREATIVENESS: A TREE GROWING WITH 'CREATIVENESS'

SangSang Madang

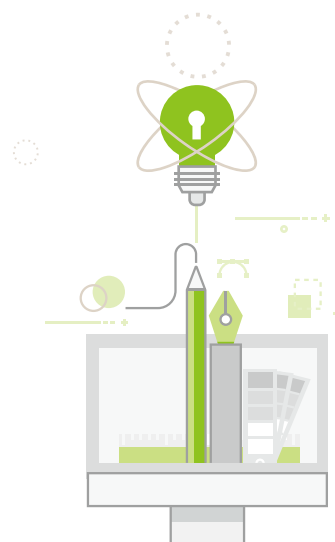
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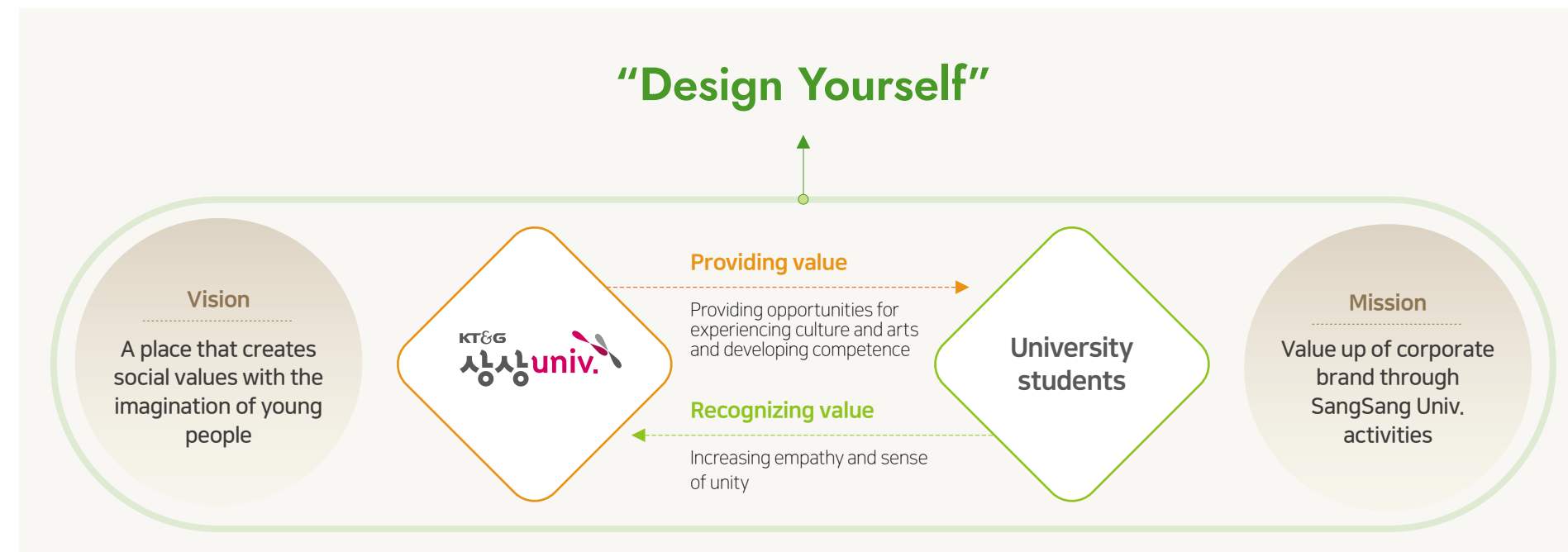


SANGSANG UNIV

SangSang univ., a community for university students that creates social value with the imagination of young people, is one of KT&G's unique and differentiated CSR programs. It provides a place of exchange where university students can express their imaginations and discover new possibilities while sharing new memories with other students.



Summary of SangSang univ



SangSang Univ. JIB. HYEON. JEON.

PROJECT OF DISCOVERING UNIVERSITY STUDENT ARTISTS JIB. HYEON. JEON.

In 2020, we launched a project of discovering university student artists named 'Jib. Hyeon. Jeon.' to assist passionate and talented university students in music to grow into musicians. We provide university students who dream of becoming artists with opportunities to register and perform their music through mentoring by celebrities, production, and competition.

JOB MENTORING PROGRAM, CAREER DINING

Youth unemployment is a rising issue that our society must resolve together. KT&G surveyed university students in May 2019 to solve the youth unemployment problem, questioning 'What is considered the most necessary program to prepare for getting a job.' And 'the advice of a current worker who has experience with the job' had the most responses. Accordingly, KT&G established the Career Dining Program for university students to communicate with current workers and share information and concerns about getting a job. In 2020, we selected 220 university students currently enrolled and those on leave of absence from all over the country who were preparing to apply for a job and provided them with an opportunity to obtain advice using a non-face-to-face video conferencing system with the current workers.

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- Scholarship Foundation

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- SangSang Fund
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Amount of ‘HOPE’ Assistance

(Unit: KRW 100M)

Category	2018	2019	2020
Welfare Foundation	121	118	135.9
Scholarship Foundation	36	42	40
Subtotal	157	160	176

Amount of ‘SHARED GROWTH’ Assistance

(Unit: KRW 100M)

Category	2018	2019	2020
Youth Start-Up	155	81	92.9
SangSang Fund	38	39	40.5
Social Responsibility	21	28	9.2
Donation/Sponsorship	71	16	22.7
Investment Shared Growth Fund	-	343	32.7
Subtotal	285	507	198

Amount of ‘CREATIVENESS’ Assistance

(Unit: KRW 100M)

Category	2018	2019	2020
SangSang Madang	175	287	269.2
SangSang univ.	52	52	25.8
Other	-	4	2.7
Subtotal	227	343	297.7

KT&G Social Contribution Network

KT&G	www.ktng.com	T. 82-80-931-0399
KT&G Welfare Foundation	www.ktngwelfare.org	T. 82-2-563-4459
KT&G Scholarship Foundation	scholarship.ktngtogether.com	T. 82-70-4124-6451
KT&G SangSang Planet	www.sangsangplanet.com	T. 82-70-7439-9436
KT&G SangSang Madang	www.sangsangmadang.com	T. 82-2-3404-4589
KT&G SangSang univ	www.sangsanguniv.com	T. 82-2-3404-4342



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