

IMAGINE A BETTER TOMORROW

KT&G 2024 G-CSR REPORT



LETTER TO STAKEHOLDERS

Guided by its management philosophy of “Inclusive Company,” KT&G is actively implementing sustainability management, fulfilling its social responsibility toward all stakeholders, with an aim to become a global top-tier company.

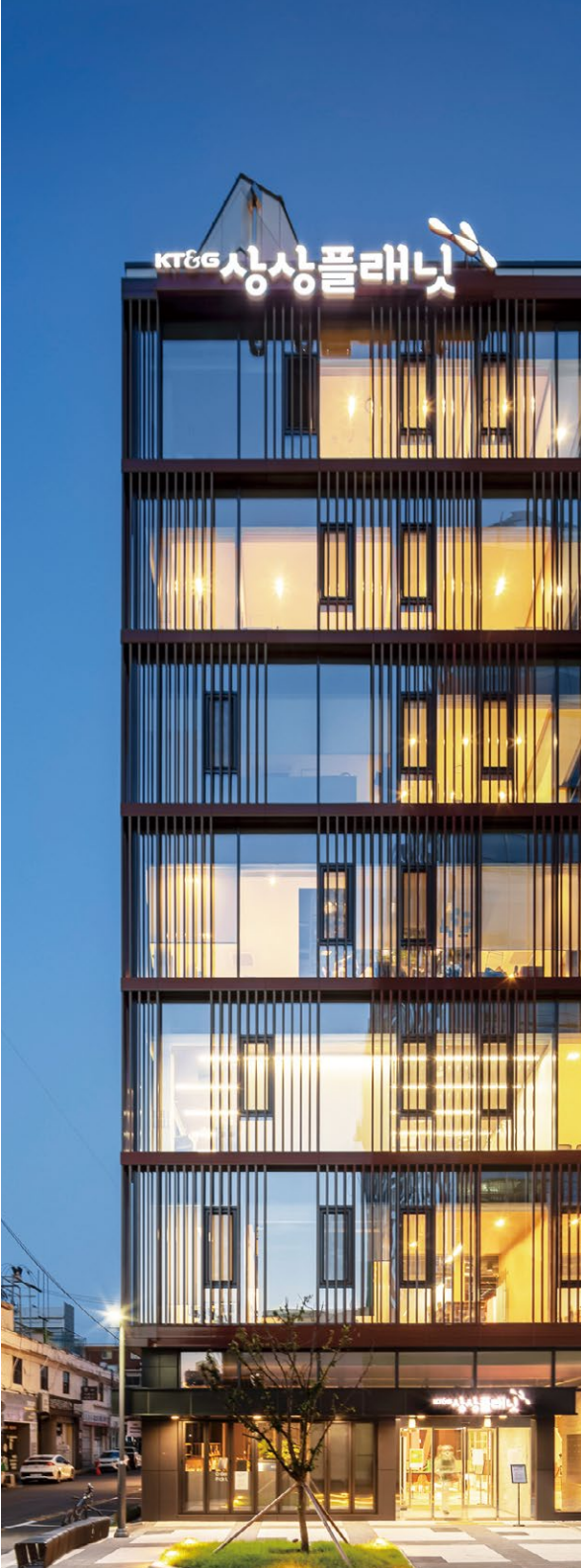
Corporate sustainability has become an essential element for business survival. KT&G is committed to establishing itself as a trustworthy and sustainable company by practicing ESG management that meets global standards. As part of this commitment, we actively engage in corporate social responsibility (CSR) activities aimed at addressing social and environmental challenges in communities in need. Furthermore, we are expanding our CSR efforts globally, including major markets such as Indonesia and Kazakhstan, to fulfill responsibilities as a global corporate citizen.

Guided by the vision of “Sustainable Development of Corporate and Society,” we implement CSR activities according to a structured approach. In particular, we have adopted a beneficiary-centered framework called “People–Community–Planet,” based on which, we are conducting comprehensive and detailed activities that encompass various fields, ranging from individuals to society, the environment, and the global community.

To ensure that “individual growth (People)” leads to social change and innovation, we are working to strengthen the social safety net through the KT&G Welfare Foundation and the KT&G Scholarship Foundation. In addition to supporting individual well-being, we also contribute to solving issues of “local communities (Community).” Meanwhile, to create social impact, we pursue agenda-specific activities such as SangSang Planet, a startup incubator space for youth; SangSang Madang, a cultural complex; and the SangSang Fund, a company-wide donation program supported by all employees.

In addition, KT&G is implementing various CSR activities to meet the demands for corporate sustainability management that extend to “global issues (Planet),” including forest creation at home and abroad, biodiversity CSR, improvement of smoking environments, as well as CSR activities in countries where we operate, such as Indonesia and Kazakhstan, and developing nations.

Through these activities, we continue to make dedicated efforts not only to achieve business performance but also to reach a global top-tier level in sustainability management. Built upon strong trust relationships with stakeholders, KT&G fulfills its responsibilities as a global company. We kindly ask for your continued interest and support in our inspiring vision reflected in the 2024 KT&G G-CSR Report.



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INTERACTIVE PDF

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KT&G AT A GLANCE

CORPORATE PROFILE

Under our corporate philosophy of being “Exemplary,” “Progressive,” and “Inclusive,” KT&G imagines together with our customers as we strive to create a better life. We are generating performance in various business areas such as the health/functional food, pharmaceutical, bio, and real estate business as well as the next-generation tobacco business, which will be the engine of future growth. While evolving into a globally outstanding company through change and innovation, we continue to create social value and expanding sustainability management activities.



1987

Founded the Korea Monopoly Corporation on April 1, 1987



Daejeon, Republic of Korea

Location of KT&G Headquarters:
71, Beotkot-gil, Daedeok-gu,
Daejeon, Republic of Korea

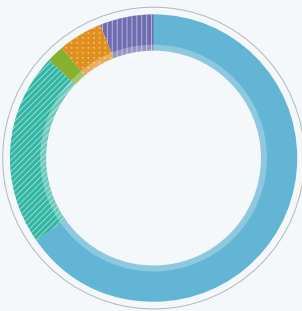


4,338

Number of employees
(As of December 31, 2024; and
based on direct employment)

SALES PORTION BY BUSINESS IN 2024

(Unit: KRW billion)

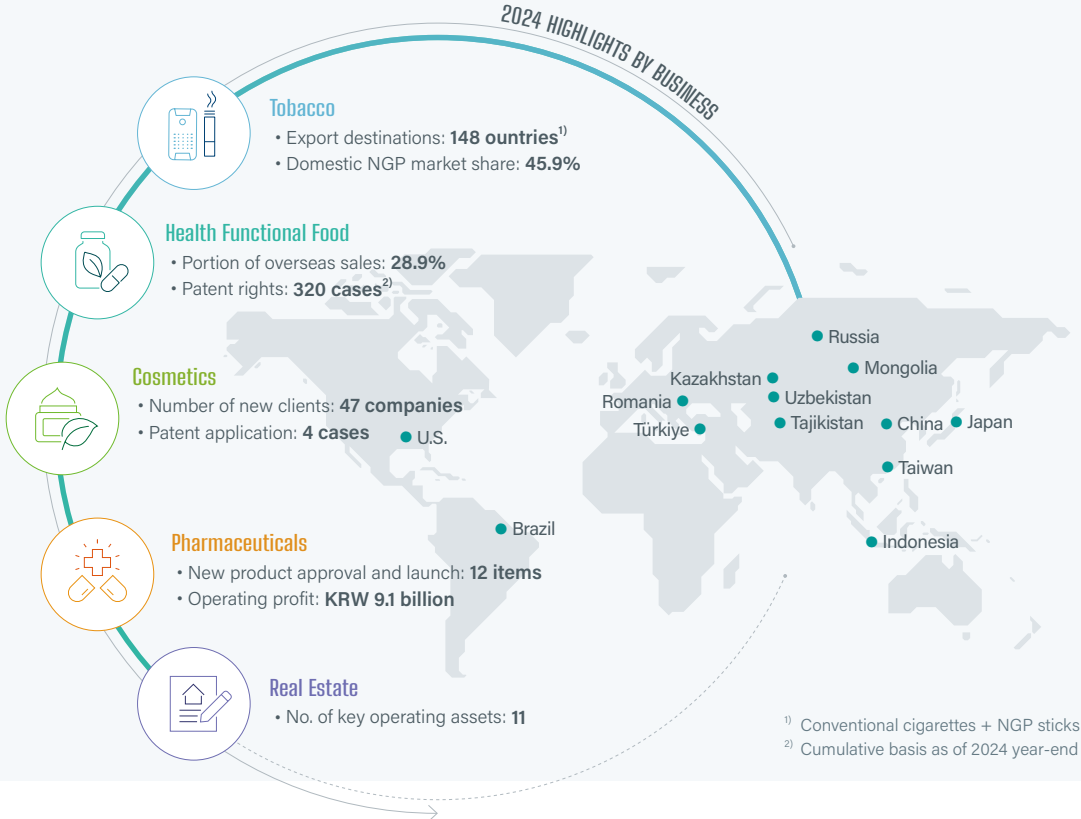


Tobacco	3,905.6 (66.1%)
Health Functional Food	1,301.6 (22.0%)
Cosmetics	89.0 (1.5%)
Pharmaceuticals	251.3 (4.3%)
Real Estate	361.3 (6.1%)

GLOBAL BUSINESS

In 2024, KT&G enhanced its global business governance and operational efficiency by advancing the Center of Excellence (CoE). We also supported the overseas operations of the regional CIC (Company-in-Company) through close communication and collaboration. Moving forward, the CoE will continue to play a key role in optimizing each aspect of the global value chain and driving performance. KT&G is also aggressively expanding its global network with a focus on strengthening core business competitiveness. As of March 2025, we have established six subsidiaries and four branches in ten countries, including Indonesia, Russia, Kazakhstan, and Taiwan, operating business in 148 countries worldwide. The Group subsidiaries are also implementing localized strategies to expand into global markets. Moving forward, KT&G will continue to achieve core-business-driven performance through steady global expansion.

GLOBAL BUSINESS NETWORK



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2024 AT A GLANCE

KEY MILESTONES

- Established the Uzbekistan Corporation
- Completed the construction of the Kazakhstan Plant (April 2025)
- Obtained an investment grade from S&P and Moody's international credit rating evaluation

Awards

Korea Exchange

Excellent Corporation

in Disclosure of Corporate Governance Report



Korea Energy Agency

Minister of Trade, Industry and Energy Commendation

at the 2024 Korea Energy Awards



Korean Intellectual Property Office

Minister of Trade, Industry and Energy Commendation

at the 56th Invention Day



Ministry of Employment and Labor, Korea Enterprises Federation

Excellent Company

for Youth Employment-Friendly Social Contribution



CDP Korea Committee

First Place

in the Water Security Category



MerComm

KT&G Integrated Report

received the Gold Award



EXTERNAL EVALUATION

Global ESG Ratings



AA

(Highest rating in the sector)



CDP WATER

A-



Prime

(Highest rating in the sector)

Member of
Dow Jones Sustainability Indices
Powered by the S&P Global CSA

86

(Included in the World Index)

Credit Ratings



AAA



AAA

ESG Ratings in Korea



A



A



A+

* As of March 2025



AAA

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SOCIAL RESPONSIBILITY VALUE SYSTEM

KT&G SOCIAL RESPONSIBILITY STRATEGY

To realize the management philosophy of being "Inclusive Company," KT&G embraces social norms for coexistence, contributes to the public interest, and strives to fulfill its social responsibilities. Centered around the dedicated department for social responsibility, KT&G unfolds genuine social responsibility activities systematically and continuously based on the "P-C-P (People-Community-Planet)" value system. Guided by the PCP strategy, we encourage personal development to facilitate social change and innovation (People); discover and resolve the issues of local community and seek win-win growth (Community); and are concerned with global issues and seek novel solutions (Planet), thereby paving the way for a better tomorrow.



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SOCIAL RESPONSIBILITY VALUE SYSTEM

MAJOR SOCIAL RESPONSIBILITY PROJECTS

KT&G has set in place diverse social responsibility platforms based on the values of “P-C-P (People-Community-Planet)” and is opening a better tomorrow by addressing social issues that encompass all levels of society.

KT&G Welfare Foundation

- Support programs for economic and cultural activities for low-income groups
- Overseas relief and education infrastructure improvement
- Welfare center support
- Volunteering activities



- Vulnerable social group



SangSang Planet



- SangSang Start-up Camp
- Social venture scale-up program
- Play & network program



- Local communities, Stakeholders, Youth/University students



Support for tobacco leaf farms

- Volunteering for harvesting tobacco leaves
- Supporting for additional profits
- Improving welfare of farms



- Local communities, Stakeholders, Farms



Global CSR

- Indonesia SangSang Univ.
- Korean Center
- Global disaster relief



- Vulnerable social group, Local communities, Stakeholders



KT&G Scholarship Foundation

- SangSang Scholarship
- Culture & Art Scholarship
- Restart Scholarship
- Talent-training Scholarship
- On-demand/Urgent Scholarship
- Global Scholarship



- Vulnerable social group



SangSang Madang



- Discovering new artists
- Performance/exhibition support
- Culture & art-related education



- Local communities, New artists



Environmental CSR

- Improving smoking environment
- Protecting marine ecosystem
- Forestation
- Biodiversity CSR
- Support for drinking water supply in Africa



- Local communities, Stakeholders



● Main Projects ■ Main Beneficiaries

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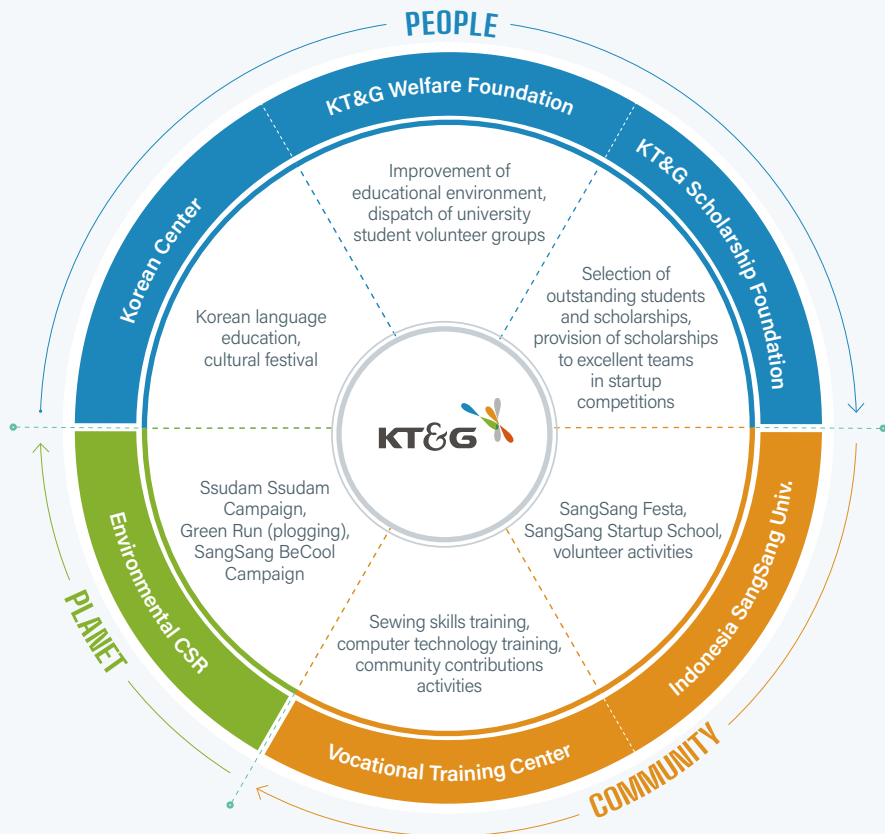
G-CSR IMPLEMENTATION SYSTEM

GLOBAL CSR IMPLEMENTATION SYSTEM

As a global corporate citizen, KT&G carries out CSR activities in harmony with people, society, and the environment. Our overseas CSR efforts are implemented in the same manner as in Korea, under the management philosophy of “Inclusive Company” and value framework of “People–Community–Planet.” Focusing mainly on developing countries in need of economic support, we first analyze the diverse issues and circumstances faced by each country, and then select the most appropriate mutually beneficial activities based on the findings. Generally, our overseas CSR activities are prioritized across four stages: language, culture, job creation, and environment.

MAJOR GLOBAL SOCIAL RESPONSIBILITY PROJECTS

KT&G’s CSR strategy, “People–Community–Planet,” is consistently applied to our global CSR programs. We carry out diverse activities such as providing Korean language education, promoting Korean culture, and running job creation programs in various countries, including those in which we operate. Guided by KT&G’s unique CSR value framework, we strive to provide the assistance needed across the world.



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G-CSR STATUS



KT&G strives to fulfill its roles and responsibilities as a global company and a member of the global community by providing necessary assistance worldwide and driving positive change.

As our global expansion accelerates, our roles and responsibilities toward global communities are also growing. We therefore conduct CSR activities in various countries, including those in which we operate, fulfilling responsibilities as a global corporate citizen. Alongside emergency disaster relief efforts and country-specific CSR programs, we also carry out Korean language education programs, promote Korean culture, and run job creation activities. Guided by KT&G's unique CSR value framework, we strive to provide the assistance needed across the world.










A total of 17 countries
KRW 30.9 billion

* Cumulative basis as of 2024 year-end

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IMPLEMENTATION OF UN SDGs

As a global corporate citizen, KT&G seeks to engage in various activities to contribute to achieving SDGs (Sustainable Development Goals) resolved by the United Nations. In particular, we lend a helping hand in solving global issues such as environmental pollution, human rights, and inequality by utilizing the company resources and capabilities, and trying to grow together with the global community by implementing SDGs with sincerity.

Goal				Main Activity
	No Poverty	1.3	Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable	Emergency living expenses for the low-income class
	Zero Hunger	2.1	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	Foodstuff support for the low-income class
	Good Health and Well-being	3.8	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	Support for seriously-ill patients from low-income class
	Quality Education	4.1	By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes	Education support for children from low-income households
		4.a	Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all	Improving education facilities at home and abroad
	Clean Water and Sanitation	6.1	By 2030, achieve universal and equitable access to safe and affordable drinking water for all	Water purification device support project in Africa
		6.6	By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes	Wetland protection activities in Janggu catfish wetland
	Decent Work and Economic Growth	8.3	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	Establishment and operation of SangSang Planet, operation of SangSang Start-up Camp
		8.6	By 2020, substantially reduce the proportion of youth not in employment, education or training	Establishment and operation of SangSang Univ.
	Industry, Innovation and Infrastructure	9.3	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	Raising win-win growth fund, offering early payment to partners
	Reduced Inequalities	10.2	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	Discovering artists with disabilities and providing support
		11.1	By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums	Supporting low-income households and improving their living environment at home and abroad
		11.2	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	Vehicle support to social welfare centers
		11.6	By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management	Improving smoking environment
		11.a	Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning	Establishment and operation of SangSang Madang
	Life Below Water	14.1	By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution	Marine environment purification
	Life On Land	15.2	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	Domestic and overseas forestation, volunteering to restore Mt. Bukhan ecosystem, Han River purification activities
		15.5	Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species	Biodiversity CSR

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HISTORY OF MAJOR SOCIAL RESPONSIBILITY ACTIVITIES


KT&G is conducting social responsibility activities systematically for the sustainable development of the corporation and society from a long-term perspective. In addition, we are committed to fulfilling our responsibilities as a corporate citizen by creating shared values using our own unique methods.




2003
Jul.
Established KT&G Welfare Foundation
KT&G established KT&G Welfare Foundation to realize advanced welfare of sharing happiness.



2008
Jun.
Established KT&G Scholarship Foundation
KT&G established KT&G Scholarship Foundation to create a level playing field in education and provide stable education opportunities to the marginalized class.



2011
Mar.
Raised SangSang Fund
We raised SangSang Fund, KT&G's signature donation program based on employees' voluntary donation and matching grant system.



2015
Nov.
Awarded Presidential Award at MECENAT Grand Award for KT&G SangSang Madang
KT&G won the grand award at the 2015 MECENAT Awards in recognition of the efforts to sponsor minor culture and art and expand cultural infrastructure through SangSang Madang.

2007
Sep.
Opened KT&G SangSang Madang Hongdae
We opened SangSang Madang Hongdae, a culture complex, in 2017 to support a wide range of culture and art activities and promote exchanges.

2010
Apr.
Established SangSang Univ.
We established SangSang Univ, a community of culture and art for university students to share opportunities of learning, exchanges and sharing.

2014
Apr.
Opened KT&G SangSang Madang Chuncheon
KT&G opened KT&G SangSang Madang Chuncheon, following the SangSang Madang Hongdae and Nonsan, as a culture and art space in nature.

2016
Feb.
Expanded Social Responsibility Organization
KT&G escalated organization responsible for social responsibility from department level to office level to beef up social responsibility activities in a more professional manner.

2007
Oct.
Launched Employee Volunteering Group SangSang Together
KT&G launched KT&G Employee Volunteering Group to solve issues in local communities and widen support to neighbors in need.

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HISTORY OF MAJOR SOCIAL RESPONSIBILITY ACTIVITIES



2017
Oct.
Launched Social Innovation Youth Startup Program
KT&G launched KT&G SangSang Start-up Camp with the goal to accelerate support for youth start-up and drive paradigm shift towards “social innovation by solving social issues.”



2019
Jul.
Won Minister of Employment & Labor Award for Merit in Promoting Social Enterprises
KT&G won the Minister of Employment & Labor Award in recognition for its contribution to fostering original social enterprises led by the private sector through the KT&G SangSang Start-up Camp.



2021
Jul.
Won Presidential Award for Merit in Social Economy
KT&G won the Presidential Award in the social economy and value category in recognition of sponsoring youth start-ups and helping neighbors in need as part of the company's social responsibility activities.



2023
Nov.
Awarded the Presidential Commendation at the 2023 Mecenat Awards
At the 2023 Mecenat Awards, KT&G received the Presidential Commendation (Grand Prix) for its extensive Mecenat activities based at the nationwide KT&G SangSang Madang. The award recognizes the company's efforts to contribute to coexistence with local communities and its significant contributions to the cultural and artistic fields among domestic businesses.

2018
Dec.
Received Presidential Award for Merit in Law and Order
KT&G won the Presidential Award for merit in law and order in recognition of sponsoring KRW10 billion in public good initiatives for 20 years including Crime Prevention through Environmental Design (CPTED).

2020
Jul.
Opened KT&G SangSang Planet
KT&G opened SangSang Planet exclusively for startups in Seongsu-dong, the center of social ventures, in Seoul with the goal to promote youth startup ecosystem and lay the foundation for sponsoring youth startups.

Sep.
Opened KT&G SangSang Madang Busan
KT&G opened KT&G SangSang Madang Busan in Seomyeon to build on sponsorship for culture and art and open up greater opportunities to experience local culture.

2022
Dec.
Won Presidential Award in Recognition of Contributing to Job Creation
KT&G received the Presidential Commendation in recognition of its contribution to youth employment promotion, including the operation of youth startup platforms such as SangSang Planet and SangSang Start-up Camp, a social venture fostering program.

2024
Mar.
Strengthened ESG Management through Organizational Expansion and Reorganization
To strategically fulfill corporate social responsibilities from an ESG perspective and create sustainable future value, KT&G renamed the existing Social Contribution Office to the ESG Management Office and enhanced its structure.

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KT&G CSR ACTIVITIES

In 2024, KT&G realized the value of “Inclusive Company” by spreading positive impact on society with a consistent mindset to fulfill our social responsibilities as a corporate citizen.



11,000



Ongoing creation of “SangSang Forest” for afforestation at home and overseas

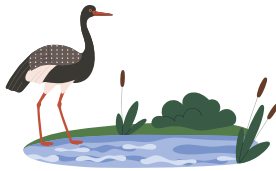
In response to the wildfires that severely damaged the forests in Bonghwa and Uljin counties, Gyeongsangbuk-do in 2022, we created the “SangSang Forest” to restore the affected areas. We planted 5,000 trees in Bonghwa in 2023 and 6,000 trees in Uljin in 2024, for a combined total of 11,000 trees. This forest is composed of tree species that serve as food sources for endangered species and honeybees, demonstrating meaningful efforts to promote biodiversity beyond merely restoring forest areas.

Between 2022 and 2024, we completed the creation of the third “SangSang Forest” on the outskirts of Ulaanbaatar, Mongolia, involving the participation of approximately 1,000 local households and the planting of around 13,000 trees. The Mongolian SangSang Forest is designed as a community-based urban forest that not only improves the tree survival rate but also fulfills our commitment to social responsibility. In particular, to promote sustainable tree management in desertification-prone areas, we distribute fruit-bearing trees to local residents, who utilize them to generate income, thereby creating both environmental and social value simultaneously.

Expansion of biodiversity through the domestic introduction of the oriental stork, an endangered species

Since 2022, KT&G has been carrying out various activities to protect ecosystems and restore biodiversity in cooperation with the National Institute of Ecology—conservation efforts for the Janggu catfish wetland in 2023 and restoration project for the oriental stork in 2024. The oriental stork used to be bred in the Gyeongbuk region for about 400 years, but it is known to have been locally extinct since 1968, when the last breeding population disappeared.

To restore the oriental stork population, KT&G and the National Institute of Ecology have investigated potential individuals for re-introduction of the species from Europe and Japan, and strived to improve their breeding environment, such as upgrading breeding facilities and installing frozen food storages. As a result, we have introduced six individuals acquired from overseas and are currently conducting domestic breeding and restoration work. In collaboration with related organizations, including the National Institute of Ecology’s Endangered Species & NIE Wetland Center and the Eco-Institute for the Oriental Stork at the Korea National University of Education, we are actively engaged in the introduction and breeding of juvenile oriental storks. Moving forward, KT&G will continue cooperative efforts to restore a thriving ecosystem.



Continuous implementation of leaf tobacco harvesting volunteer activities for co-prosperity

KT&G supports the stable income generation and sustainable farming of leaf tobacco farmers who supply the core raw material for our tobacco business. Leaf tobacco farming is particularly labor-intensive, as mechanization is difficult and most of the work must be done by hand. To help ease labor shortages, we have been continuously carrying out volunteer activities for planting and harvesting leaf tobacco every year since 2007. In 2024, our employees once again actively participated in these efforts during both the planting and harvesting seasons. Additionally, we delivered approximately KRW 420 million in funding to support health checkups and farming equipment for leaf tobacco growers, further demonstrating our commitment to co-prosperity with farmers.

420,000,000



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KGC CSR ACTIVITIES

Based on the belief that sharing healthier values leads to a better world where people can come together, KGC implements various social responsibility activities to share social values and love, thereby creating a healthier, happier world.



Continuous sharing activities through “Healthy Participation”

KGC continues to carry out the “Love Delivery to the Elderly Living Alone” campaign during the Lunar New Year and Chuseok holidays to support senior citizens who live by themselves. As of 2024, marking its fourth year, comprehensive filial piety packages including Jung Kwan Jang products have been delivered to approximately 10,000 elderly living alone. Additionally, nutritional delivery (holiday meals) and emotional support were also provided. This campaign is funded by the Jung Kwan Jang Fund, a matching grant program in which employees donate a fixed amount of money and the company contributes an equal share. It also allows public participation through NAVER’s Happy Bean fundraising platform, in which more than 23,000 people had participated by 2024.

We also carry out annual winter kimchi-sharing activities for underprivileged groups, focusing on communities near our business sites in Seoul, Daejeon, Wonju, and Buyeo. Each year, our employees actively participate in these events, sharing both the joy of volunteering and the warmth of seasonal giving.



23,000

GREEN EARTH



Supporting participatory environmental education programs for future generations

Since 2021, KGC has been operating the “Hong Yi’s Green Earth” program each year as part of its commitment to supporting environmental education for children. The program targets lower-grade elementary school students nationwide and provides each school with audiovisual and hands-on materials related to environmental protection, through which we aim to raise children’s awareness of the importance of the environment and offer them meaningful opportunities to engage in environmental preservation. In 2024, we developed new educational materials using animated characters beloved by children to depict the Earth suffering from climate crisis 50 years in the future. To ensure the learning continues at home, we also provided environmental protection kits. Additionally, we continue to offer various hands-on educational programs for children and youth in Daejeon, covering topics such as safety and career development, and we also make ongoing donations of educational equipment every year.



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OUR CSR VALUE & KEY PROGRESS



PEOPLE

Envisioning a better future for people, we realize the value of “togetherness.”



KT&G's pursuit of changes and innovations is towards people. We closely observe marginalized neighbors, prepare for the future that the next generation will enjoy, and carry out practical and phased advanced welfare projects, ranging from education and mobility for low-income families to self-realization. Furthermore, we support and encourage individual growth to lead to positive changes and sustainable innovation in our society, building a diverse and detailed social safety net.



COMMUNITY

Adding wings to all imagining a better world, we spread the value of “co-prosperity.”



KT&G dreams of a world where everyone's imagination leads to mutual benefits. We share space and wisdom and create social value for everyone who contributes to the sustainable development KT&G envisions, including aspiring young entrepreneurs and social innovators, diverse and creative artists and college students, and farms and SMEs hoping to grow together. Through various activities aimed at genuinely solving social issues, KT&G is shaping a better tomorrow.



PLANET

We add value to the world through corporate social responsibility, with a focus on “green.”



KT&G's vision extends to the global community, and beyond that lies the natural environment. In global communities where social and environmental issues urgently need resolution, we hope that our tailored social responsibility activities become seeds of innovation, and the forests we create bear fruits to lead changes in addressing the climate crisis. To this end, we are expanding the scope of social value creation to the global stage and fulfilling our role as a global corporate citizen.



PEOPLE

—
We bridge individual growth to
social change and innovation.

P

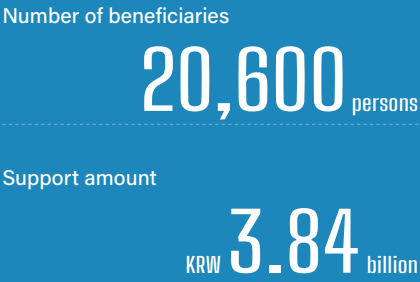
IN THIS SECTION

- KT&G Welfare Foundation
- KT&G Scholarship Foundation

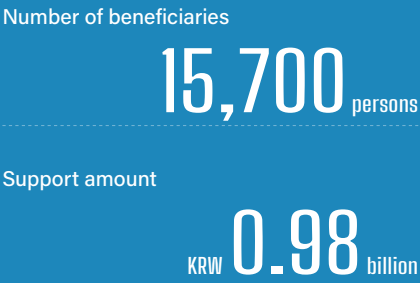
KT&G WELFARE FOUNDATION

KT&G Welfare Foundation provides a helping hand where needed through ongoing social welfare projects, spreading a culture of sharing.

SUPPORT FOR CHILDREN FROM LOW-INCOME HOUSEHOLDS



SUPPORT FOR THE VULNERABLE SOCIAL GROUP



* As of the end of 2024



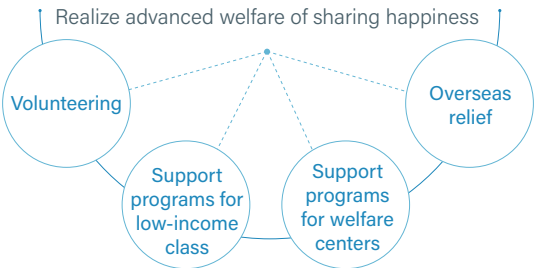
OVERVIEW

KT&G Welfare Foundation is committed to continuous and sincere social welfare projects with the goal of realizing advanced welfare. The Foundation provides cultural and economic support to the low-income group in need of social consideration, such as children, seniors, and persons with disabilities, and is making efforts to improve welfare institution infrastructure by providing vehicles. Furthermore, it is implementing global educational environment improvement projects, thereby expanding its scope of social value creation.

VISION

Spread culture of sharing through public service projects and deliver shared growth of businesses and society

SLOGAN



SUPPORT PROGRAMS FOR VULNERABLE GROUPS

KT&G Welfare Foundation is implementing initiatives with the goal of offering culture, arts, and education assistance to children from economically disadvantaged backgrounds, thereby helping them enhance their self-esteem and nurture their creative capabilities. Furthermore, the Foundation provides opportunities for these children to explore and cultivate their innate talents. It is supporting culture, arts, and education activities at 450 childcare centers in the metropolitan area and providing various cultural programs to children from low-income households across the country in connection with KT&G SangSang Madang. The KT&G Welfare Foundation also runs book support projects to help them develop reading habits and caring for the healthy development of children by providing SangSang Fruit Baskets.

KT&G Welfare Foundation holds "Over the Rainbow" for artist with disabilities every year to realize art welfare and expand the scope of supporting creative works in cooperation with KT&G SangSang Madang. The exhibition's title, "Over the Rainbow," symbolizes the harmonious coexistence and hopeful promise captured within diversity, offering a fresh lens that exceeds the boundaries of art. True to its name, this showcase functions as a conduit for communication, where disabled artists can be acknowledged as appreciated creators. By surmounting the bias associated with disabilities, these artists can engage with the global community, fostering meaningful dialogue. Going forward, KT&G Welfare Foundation will continue supporting the exhibition to give artists with disabilities opportunities of self-reliance and exhibition of their work.

In addition, KT&G Welfare Foundation is promoting various welfare projects to bring hope to marginalized groups, such as medical expense support for the medically underserved and cultural experience support for single-parent families.



KT&G Welfare Foundation is committed to continuous and sincere social welfare projects with the goal of realizing advanced welfare.



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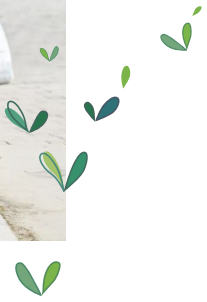
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KT&G Welfare Foundation





G-CSR CASE



SangSang Withus Volunteer Aboard

SangSang Withus is a university student overseas volunteer group operated by the KT&G Welfare Foundation since 2005. As of early 2025, a total of 1,776 students have been dispatched to countries such as Indonesia, Vietnam, Cambodia, and Myanmar, contributing to the improvement of living conditions in local communities. In 2024, the SangSang Withus volunteers carried out various projects at Dong Phu Primary School in Quang Nam Province, Vietnam, including building a playground and creating mural art. In Bogor, Indonesia, at Ananda Elementary and Junior High School, the team conducted education environment improvement activities in collaboration with local university students. Additionally, the volunteers organized and led talent-sharing programs, offering Korean cultural experiences and arts and physical education sessions that were planned themselves for local students. We will continue to expand social impact by promoting volunteer activities that support global communities.



SUPPORT PROGRAMS FOR WELFARE CENTERS

KT&G Welfare Foundation is striving to build welfare infrastructure that can help local communities, and as part of the efforts, it has been providing vehicles since 2004 to enable efficient operations of local social welfare institutes doing their duties at challenging working conditions. The Foundation supports compact cars that can drive in narrow roads considering the characteristics of the living areas of social welfare beneficiaries and reflecting the opinions of field workers. It provided a total of 2,305 compact cars as of 2004. The donated cars are serving as a foot for social welfare institutions across the country and keenly utilized for local social welfare activities.

VOLUNTEERING PROMOTION PROGRAMS

KT&G Welfare Foundation is running various volunteer programs to expand the volunteer culture of college students. In 2024, it formed an environmental volunteer group, which comprised of 100 college students to carry out volunteer activities on a regular basis, such as planting trees and removing harmful plants in the planting area of Mt. Bukhan for ecological restoration. This has enabled the youth to increase their awareness about environmental protection, and to take part in preserving the natural environment. Furthermore, the group played contributed to enhancing the visual appeal of communities by conducting environmental cleanup activities at the Han River.

OVERSEAS RELIEF PROGRAMS

The public welfare projects of the KT&G Welfare Foundation have expanded beyond Korea to the global stage. Particularly, we have been improving the educational environment for children in developing countries with poor educational conditions, helping future generations to nurture their dreams in better educational settings. In 2024, we assisted in improving educational environments in global communities by remodeling the building of Dong Phu Primary School (branch) in Vietnam and enhancing auxiliary facilities such as restrooms. Additionally, we built a multipurpose room and provided learning materials for Gracia Elementary School in Indonesia.



54th Class of SangSang Withus, Activities in Indonesia

VEHICLE SUPPORT FOR SOCIAL WELFARE CENTERS¹⁾

Number of vehicles supported
2,305 units

Support amount
KRW **23.6** billion

UNIVERSITY STUDENTS' VOLUNTEERING ACTIVITIES

Affiliated volunteering clubs
50

Number of participants
470 persons

GLOBAL CSR TO IMPROVE LEARNING ENVIRONMENT

Support amount
KRW **1.73** billion

¹⁾ Cumulative basis
* As of the end of 2024

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KT&G SCHOLARSHIP FOUNDATION

KT&G Scholarship Foundation provides opportunities to students with a commitment to studies and talents in the fields of culture, arts, and science and technology.

SANGSANG SCHOLARSHIP PROGRAM

Number of recipients
1,726 persons
(603 middle school, 904 high school, 219 college students)

Support amount
KRW 3,000 million
(KRW 600 million for middle school, KRW 1,800 million for high school, KRW 600 million for college students)

GLOBAL SCHOLARSHIP PROGRAM

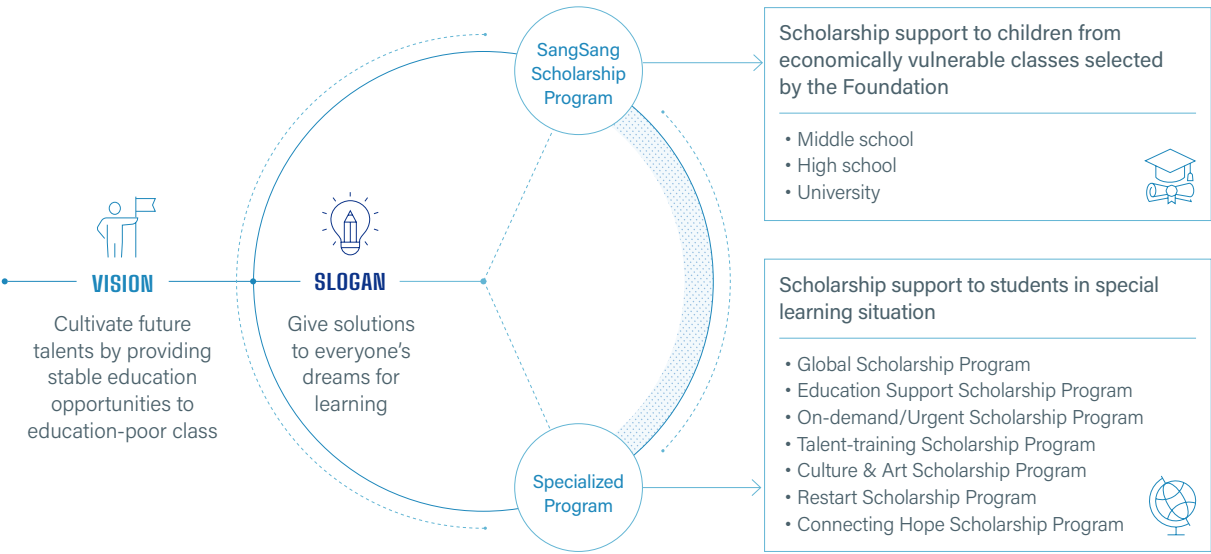
Number of recipients
217 persons

Support amount
KRW 340 million

* As of the end of 2024

OVERVIEW

Believing that educational opportunities are the path to the future, KT&G Scholarship Foundation is carrying out scholarship programs in various fields. It provides scholarships to children from low-income families to offer them educational opportunities and supports talented students both domestically and internationally to ensure learning opportunities reach those with passion and talent. It hopes that these talented individuals will continue to pursue their dreams and hope, even in difficult circumstances.



SANGSANG SCHOLARSHIP PROGRAM

Through the SangSang Scholarship Program, KT&G Scholarship Foundation selects and supports students of the underprivileged group every year who have excellent academic abilities even though their economic conditions are challenging. Furthermore, the Foundation employs a "total care approach" that entails sustained scholarship provisions for the chosen students, extending from middle and high school through university, unless disqualification criteria are met. The Foundation grants SangSang Scholarship of KRW 1 million for each middle school student, KRW 2 million for high school students, and KRW 3 million for college students every year. In 2024, it granted scholarship to a total of 1,726 students.

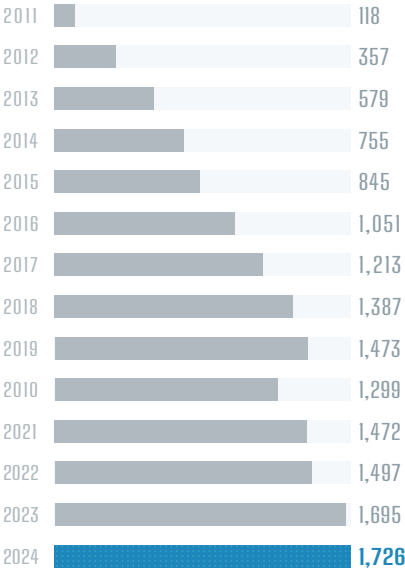
SPECIALIZED SCHOLARSHIP PROGRAM

Global Scholarship Program The Global Scholarship Program is a global talent development initiative launched in 2018 to support local students in overseas countries. In 2024, scholarships were awarded to outstanding university students in Indonesia, Türkiye, and other locations, selected through recommendations from local institutions. Additionally, university students from five Asian countries, including Mongolia and Taiwan, were invited to Korea for a week-long Global Cultural Leadership Program, where they engaged in a variety of cultural exchange activities under the theme of K-Culture.

NUMBER OF RECIPIENTS OF SANGSANG SCHOLARSHIP PROGRAM BY YEAR (Unit: Persons)

2024

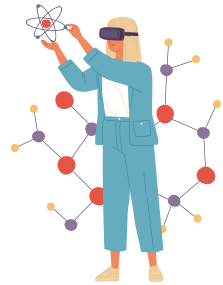
1,726



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KT&G SCHOLARSHIP FOUNDATION



Education Support Scholarship Program In 2023, KT&G Scholarship Foundation launched the “Education Support Scholarship Program” to support balanced growth for “small schools” in culturally underserved areas. This includes visiting education programs such as viewing art through VR devices and experiencing cultural and arts programs at KT&G SangSang Madang Nonsan. By providing each participating school with two VR devices, it strives to offer a better educational environment and cultural benefits to elementary students in small schools. In 2024, a total of 724 elementary school students from 22 small schools located in Chungnam and Jeonbuk regions were able to benefit from this support.

On-demand/Urgent Scholarship Program Alongside its regular scholarship programs, the KT&G Scholarship Foundation also runs an on-demand scholarship initiative designed to offer customized support for urgent social needs. In 2024, the Foundation launched several targeted efforts to assist vulnerable populations, including setting up

“small libraries” in juvenile detention centers in Seoul and Daegu, offering arts and cultural education to adolescents from migrant backgrounds, and providing educational aid to marginalized ethnic Korean youth living overseas.

Talent-training Scholarship Program KT&G Scholarship Foundation operates the Talent-training Scholarship Program with the goal of cultivating future talented leaders in science & technology and public service. In 2024, the Foundation awarded scholarships to 25 Korean and eight foreign graduate researchers from KIST (Korea Institute of Science and Technology) based on outstanding research performance in the field of science and technology. In the area of public service, the Foundation supported the NSI (New Society Institute) Public Leadership School, which provides university students with training to foster public-mindedness and strengthen problem-solving skills. Scholarships were also granted to students of the Korean National Police University to nurture future talent dedicated to national service.

EDUCATION SUPPORT SCHOLARSHIP PROGRAM

Number of recipients
724 persons

Support amount
KRW 150 million

ON-DEMAND SCHOLARSHIP PROGRAM

Number of recipients
127 persons

Support amount
KRW 190 million

TALENT-TRAINING SCHOLARSHIP PROGRAM

Number of recipients
126 persons

Support amount
KRW 180 million

* As of the end of 2024

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KT&G SCHOLARSHIP FOUNDATION

CULTURE & ART SCHOLARSHIP PROGRAM

Number of recipients

42 persons

Support amount

KRW 350 million

RESTART SCHOLARSHIP PROGRAM

Number of recipients

105 persons

Support amount

KRW 50 million

CONNECTING HOPE SCHOLARSHIP PROGRAM

Number of recipients

66 persons

Support amount

KRW 200 million

* As of the end of 2024



Culture & Art Scholarship Program The Culture & Arts Scholarship Program, launched in 2016, identifies and supports outstanding talents in the fields of arts and physical education by providing scholarships. Since 2021, the program has focused more intensively on nurturing exceptional talents in ballet to deliver more effective support. Selected scholarship recipients not only receive financial assistance but also benefit from a structured and professional talent development initiative called the Ballet Master Class. This program offers coaching and guidance from top domestic and international dancers and choreographers, along with opportunities to participate in showcase performances. Furthermore, scholarship recipients who win designated international competitions receive additional support through the Global Artist Scholarship Program, fostering their continuous growth as global artists and helping establish a foundation for international activities. Among the talents supported by the Foundation are pianist Lim Yun-chan, who became the youngest-ever winner of the prestigious Van Cliburn International Piano Competition in 2022, and nationally acclaimed ballerino Jeon Min-chul, who is set to join the Mariinsky Ballet Company in Russia.



Restart Scholarship Program Since 2016, KT&G Scholarship Foundation has been operating the Restart Scholarship Program to support the social independence of youth in residential juvenile detention centers who demonstrate exemplary behavior and require academic assistance. In collaboration with the Korea Juvenile Protection Association, a public institution under the Ministry of Justice, the Foundation selects eligible recipients and provides educational funding. Through this program, at-risk youth preparing for independent living are supported in pursuing and achieving their dreams. In 2024, a total of 105 youths received living scholarships as well as financial aid for employment preparation, academic qualification exams, and certification acquisition.

Connecting Hope Scholarship Program KT&G Scholarship Foundation operates the Connecting Hope Scholarship Program to provide a stable learning environment and support career development for out-of-school youth facing difficulties after dropping out of school. In 2024, in collaboration with the Beautiful Foundation, the program selected 66 students with unstable housing but a strong desire to learn. These students received educational expenses and learning kits, as well as opportunities to participate in career exploration activities. These initiatives supported young individuals in gaining independence and developing into well-rounded, contributing members of society.



Believing that educational opportunities are the path to the future, KT&G Scholarship Foundation is carrying out scholarship programs in various fields.



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COMMUNITY

—
We identify and address issues in
local communities for co-prosperity.

C

IN THIS SECTION

- SangSang Planet
- SangSang Fund
- SangSang Madang
- Win-win Growth

SANGSANG PLANET

Established in July 2020, SangSang Planet is a shared office platform, aimed to professionally nurture and support young entrepreneurs.

OVERVIEW

KT&G has been helping young entrepreneurs, who imagine a better future, start their own businesses. Our efforts began with the sponsorship of the Asia University Student Start-up Exchange in 2004, which was followed by the launching of K&G SangSang Start-up Camp in 2017, a program designed to discover and foster social innovators who address societal issues through entrepreneurial endeavors.

SangSang Planet is an incubating platform established to support the greater leaps of early-stage young entrepreneurs, based on KT&G's long-standing understanding and experience in youth entrepreneurship support projects. It plans to evolve into a platform beyond just physical space, serving as a hub for creating sustainable social value, with an aim to foster growth for youth, citizens, and communities by collaborating with various domestic and overseas partners.



SPACE OF KT&G SANGSANG PLANET

Located in Seongdong-gu, Seoul—known as the Social Venture Valley—KT&G SangSang Planet is a shared office space that supports the growth and networking of early-stage social ventures. The facility spans eight floors above ground and one basement level, providing an environment where social innovation entrepreneurs can fully unleash their creativity. The office offers a total of 274 workstations for entrepreneurs, with meeting rooms and lounges available on each floor. Additionally, various shared amenities such as nap rooms and showers are provided to enhance user convenience.

KT&G not only provides young entrepreneurs with comfortable and convenient workspaces but also regularly offers capacity-building programs such as education and mentoring. Additionally, networking support programs—including busking events and small group gatherings—are held to help social innovation entrepreneurs connect, communicate, and nurture their dreams.



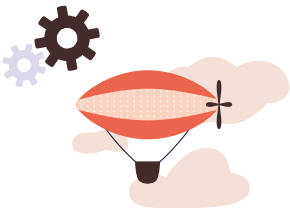
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SangSang Planet



SANGSANG PLANET



KT&G SangSang Planet is not only a mere space but also serves as a hub for creating sustainable social value by professionally nurturing and supporting young entrepreneurs.



KEY ACTIVITES IN 2024

KT&G SangSang Planet Program KT&G supports the growth of social innovation entrepreneurs by providing various benefits such as office spaces, capacity-building education, networking programs, and assistance in market expansion. In particular, we operate programs, such as Planet Campus, Planet Talk, and Connect Planet, to support the growth of resident companies based at KT&G SangSang Planet and to enhance interactions. We also promote the vitality of the social innovation ecosystem by discovering and nurturing social ventures through KT&G SangSang Start-up Camp.

GROWTH SUPPORT (SCALE-UP) PROGRAM



Planet Campus

Planet Campus is a regular education/coaching program aimed at reinforcing working-level capabilities of Planet members. Rookie entrepreneurs are given a chance to learn finance/marketing/HR/labor/legal and others that are needed for running a business.



Planet Day

As a celebration of the opening day of KT&G SangSang Planet on July 15, various events are held, including the "Planet Market," a platform for product sales and customer validation, through which tenants are given the opportunity to sell their products to local residents and visitors in Seongsu-dong.



Planet Pop-up

Tenants of the Planet can take advantage of the Planet Pop-up zone on the first floor to promote their products and services. KT&G supports fixed budget to applying teams who can promote themselves to customers visiting SangSang Planet and turn it into an opportunity for growth.

PLAY & NETWORK PROGRAM



Play Planet

Play Planet is a busking program to comfort the hearts and minds of exhausted Planet members and professionals in the neighborhood. Performances by artists of different genres on the first floor of SangSang Planet offer the local community a great opportunity to enjoy culture and art.



Connect Planet

Connect Planet is a networking program that enables tenants of the Planet to communicate and share information. Connect Planet gives an opportunity for individuals with common interests to form a community.



Planet Talk

Planet Talk is a talk concert program that enables participants to listen to the various experiences of senior entrepreneurs. Participants can share information necessary for growth based on the topics of areas needed for newly established social ventures, such as ESG, brand, HR, corporate culture, and marketing.

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G-CSR CASE

Global IR Pitching Program by SangSang Start-up Camp

In 2024, KT&G supported startups aiming to enter the Indonesian market by enhancing their global capabilities through the SangSang Start-up Camp 8th Global Track Program. Five startup teams—GREENCONTINUE, ROVIGOS, DIVE IN, YUNE, and Slunch Factory—participated in the program, receiving approximately six months of tailored consulting and training. On July 24th, during the IR Pitching Day held in Jakarta, Indonesia, the participating companies presented their business models and had the opportunity to attract investments. Through this global IR pitching program, the startups not only delivered investor presentations but also held meetings with local venture capitalists and social venture stakeholders, creating a steppingstone toward the global market.







KT&G SangSang Start-up Camp Launched in 2017, KT&G SangSang Start-up Camp is an accelerating program that supports the growth and re-launch of social innovation startups. It operates the “Start” program for companies less than three years old and the “Growth & Global” program for companies aiming for growth and global expansion between three to ten years old. We select participating companies annually and support their continuous growth through tailored programs that provide practical help such as entrepreneurship coaching, expert mentoring, and pitch days. In 2024, we successfully completed the 8th class of SangSang Start-up Camp and selected the 9th class, currently running in 2025.

METHODOLOGY OF SOCIAL INNOVATION STARTUP



ACHIEVEMENTS OF SANGSANG START-UP CAMP

Number of participating teams
162 teams

Cumulative sales revenue¹⁾
KRW 28.8 billion

Investment attraction
KRW 12.3 billion

* Based on cumulative performance from the 1st to 8th classes
¹⁾ Program's current year performance basis

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SANGSANG FUND

SangSang Fund is utilized as a resource for various social responsibility projects, contributing to building a culture of sharing.

RAISING AND EXECUTION OF SANGSANG FUND IN 2024

SangSang Fund Operational Committee

KRW 1,350 million

Donation Market

KRW 800 million

Local Organizations

KRW 1,500 million

Donation Petition

KRW 50 million

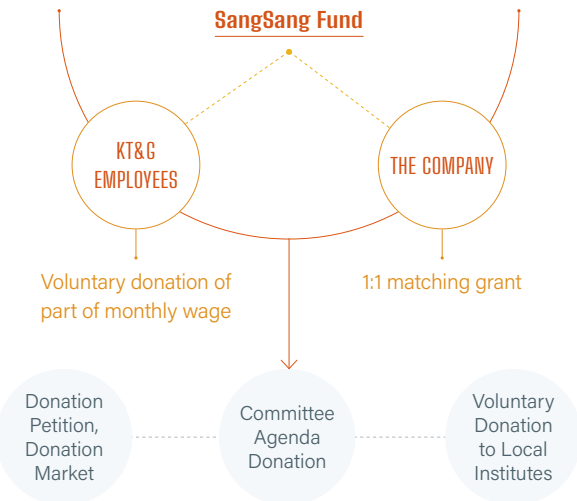
Total

KRW 3,700 million

OVERVIEW

SangSang Fund is a social responsibility fund raised by the voluntary participation of KT&G employees. When employees donate part of their monthly salary, the company matches the same amount. The overall process, ranging from fund-raising to operations, discovery of donation recipients and sponsorships, is carried out through the voluntary participation of employees. Since its adoption in 2011, the SangSang Fund has formed a cumulative total of KRW 47.5 billion, including KRW 3.7 billion raised in 2023.

The raised fund is used to support vulnerable social groups and solve social problems through donation petition and donation market programs. The SangSang Fund Management Committee, composed of 11 employee representatives, deliberates, and makes decisions on the donation agenda to ensure transparent operation. Supports for large-scale social problems such as natural disasters are determined by a committee resolution, and funds for social responsibility to increase intimacy with the community are executed voluntarily by KT&G local organizations across the country.



KEY ACTIVITIES IN 2024

Donation Petition The donation petition system allows employees to uncover stories of marginalized groups in welfare blind spots and post them on the internal bulletin board. If a story gathers more than 200 supportive comments from employees, the subject of the story receives support. Introduced in 2013, thanks to the participation of many employees, we have been supporting various fields such as medical support, housing environment improvement, and education for marginalized groups who find it difficult to receive support through welfare institutions.

Donation Market Donation Market is a participation-based donation program that enables employees to select a donation receiver among the candidates collected from various channels such as NAVER Happybean, KT&G Welfare Foundation, and recommendations from local organizations. Since the introduction of the Donation Market in 2015, we have been actively engaging in diverse activities to address social issues, with an aim not only to enhance the welfare of marginalized groups in society, but also to contribute to international relief efforts and improve environmental concerns.

Engagement by Local Organizations KT&G operates businesses nationwide, with some 20 sales headquarters and plants leading community-based sponsorship projects. As employees who are familiar with the community find the donation receiver, practical support and customized social responsibility activities can be made. In 2024, KT&G executed a total of 258 nationwide support initiatives, encompassing areas such as medical expenses, essential daily provisions, enhancement of living conditions, and year-end charitable endeavors. These efforts were directed towards the elderly, disabled individuals, and multicultural families, and were facilitated through local welfare institutions. A sum of approximately KRW 1.5 billion from the SangSang Fund was allocated for these activities.



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SANGSANG MADANG







SangSang Madang is Korea's leading culture and art complex that is home to a wide variety of programs from performances to movies, exhibitions, experiences, culture and art and education.

OVERVIEW

SangSang Madang is a cultural infrastructure where KT&G shares culture contents with the general public and supports artists' creative activities to build a cultural ecosystem from production all the way to consumption. It also plays a leading role in creating a new culture by promoting and sharing new trends.



BUSINESS AREAS OF SANGSANG MADANG

 Film	Renewed and re-opened theater in 2021 as the venue to present various contents to filmmakers and audience including playing independent art films and supporting communities of filmmakers.	Support film industry
 Concert	Develop feature performances and contribute to taking concert culture to a higher level by identifying rising musicians and building music distribution platform for both the public and artists doing the creative works.	Support in finding musicians
 Exhibition	Mirror the true face of young generation by staying in tune with reality and serve as the contents market for culture and art industry. Support up-and-coming writers and peers from various fields and promote communication between writers and citizens aspiring for a new culture created from art works.	Support pure photo art
 Education	Run education programs divided into talent cultivation, culture and art and living art classes in various fields of culture and art.	Cultivate talents in culture and art
 Design	Run a multi-shop where rookie designers can articulate ideas, communicate with consumers and sell products from independent design brands.	Support distribution of independent designer works
 Start-up, Mutual prosperity with local community	SangSang Madang Busan was newly opened in 2020 and continuously realized mutual prosperity with the community using various methods such as youth entrepreneurship support projects and flea markets in connection with local small businesses, in addition to culture and arts.	Startup contest Flea market for small business owners

MILESTONES OF KT&G SANGSANG MADANG

HONGDAE

Opened in Sep. 2007

NONSAN

Opened in Jun. 2011

CHUNCHEON

Opened in Apr. 2014

DAECHI


Reopened in Apr. 2017

BUSAN

Opened in Sep. 2020


Culture and Art Complex in the City

KT&G SangSang Madang Hongdae is a culture and art complex opened in September 2007, spanning across 7 above-ground floors and 4 underground floors. It has space for design, exhibitions, academies, cinema, performances, and cafe in support of various artistic activities and exchanges. By supporting original and creative works of artists and offering greater opportunities for the general public to enjoy art and culture, KT&G SangSang Madang Hongdae contributes to building a new culture.




Space to Experience Culture and Art in Nature

KT&G SangSang Madang Nonsan is a suburban experience-oriented culture and art complex where adults and teenagers can experience creative education and enjoy special cultural experience in their daily lives. The site is equipped with gallery, art hall, cafe, accommodation, educational space and restaurant. The Art Camping Village is also built for the general citizen to have an opportunity to enjoy culture together with nature.



Encounter of Art and Stay

KT&G SangSang Madang Chuncheon is a culture complex whose building has been remodeled from Gangwon Sports Centers under the concept of "art and stay." Located in the waterfront of Euiahm Lake boasting beautiful scenery, SangSang Madang Chuncheon consists of Art Center, which is home to performance hall, live studio, gallery, lecture rooms and cafe, and Stay, which has practice rooms for music and performances, guest rooms and seminar rooms, etc.



Multi-purpose Performance Hall


KT&G SangSang Madang Daechi Art Hall stages plays, concerts, musicals and various other performance genres, showcasing a wide range of representative works from the domestic performing arts scene. In addition, it is contributing to taking Korea's performing arts to a higher level by giving full support to original and creative performances never tried before.

Small Art Gallery in the City

KT&G Daechi Gallery is an open gallery where people can meet culture and are easily in their daily lives. The exhibition items change every month in a space of about 59.5 m², and KT&G support artists in various fields such as painting, photography, and installation art to meet visitors.

Space for Art and Social Responsibility

KT&G SangSang Madang Busan, spanning across 13 aboveground floors and 5 underground floors, is the largest SangSang Madang in operation. Culture zones in SangSang Madang Busan consisting of cafe, design, performance hall, gallery and movie theater allow all visitors to refresh themselves and enjoy culture at the same time. Creators' creative work, space supporting start-ups, accommodation, F&B facilities and diverse contents add excitement to visitors as well.



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KEY ACTIVITIES IN 2024

Performance Support Program KT&G SangSang Madang Hongdae is supporting the practical growth of indie musicians by implementing various music support projects. Starting with “Band Discovery” first introduced in 2007, it supports the growth of new artists in various ways, including My First Concert which has been conducted since 2015. KT&G also expands the project at a national level through SangSang Madang Busan opened in 2020. The “Indie on Spotlight”, one of representative program of SangSang Madang Busan, provides mentoring of popular musicians and performance experience to new musicians based in Busan. Musicians such as Harim, Yozoh, and Car the Garden participated as mentors, and the mentors helps the selected mentee musicians throughout the entire process, from concert planning to joint performance, so that they can experience actual growth. The SangSang Live Practice Room program provides live hall space, musical instruments and equipment in KT&G SangSang Madang Busan to musicians who need a practice space and stage experience. KT&G ensures that participants can expand their activity stage nationwide through cooperation with SangSang Madang Hongdae.

Exhibition Support Project The exhibition support program of SangSang Madang began at the SangSang Madang Hongdae Gallery. Since its opening in 2007, KT&G SangSang Madang Hongdae has placed emphasis on supporting non-mainstream cultural and artistic activities, establishing itself as an exhibition space dedicated to alternative art, including contemporary art, and emerging artists. This program plans a range of innovative exhibitions, actively encouraging and supporting creative artistic expression.

As a representative program, KT&G SKOPF—a support program for Korean photographers which marks its 15th edition in 2024—offers selected photographers support grants, professional mentoring, and exhibition opportunities. Additionally, through 2024 SangSang Do Dream and the Daechi Artist Fellowship, we discover emerging artists across various genres and support them in holding solo exhibitions. At SangSang Madang Busan Gallery, opened in 2020, the ARTISTART program is operated in collaboration with local art universities to support aspiring artists. Furthermore, SangSang Madang hosts a variety of special exhibitions, including the “Celeb Special Exhibition”, featuring well-known public figures, and “The Anonymous Project: Busan”, which introduces promising international artists—broadening public access to the richness and diversity of visual art.

KEY ACHIEVEMENTS IN 2024

Performance
114 times, 330 teams of artists

Exhibition
79 times, 738 artists

Design
44 times, 702 teams of artists

Education
176 classes, 1,230 persons

* Based on major projects of SangSang Madang

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G-CSR CASE



Opening of the 3rd SangSang Univ. Zone in Indonesia

KT&G operates SangSang Univ. Zones in partnership with local universities in Indonesia. In 2024, following the previous locations at State University of Jakarta and BINUS University, KT&G opened the third SangSang Univ. Zone at Tarumanagara University. Through these partnerships with three major universities in Jakarta, KT&G provides local youth with access to a variety of cultural and educational programs, offering opportunities for personal and professional growth.

SangSang Festival Jakarta

“SangSang Realization Festival Jakarta” is a cultural event that introduces Indonesian youth to creative, K-culture-based content. Featuring K-POP performances, interactive Korean culture booths (including food and games), and collaborations with local artists, the festival received an enthusiastic response from university students. By promoting cultural exchange, the event contributes to strengthening friendship and mutual understanding between Korea and Indonesia.



SangSang Madang Academy Since 2007, KT&G SangSang Madang Academy has been offering a wide range of courses designed to make cultural and artistic experiences more accessible and diverse for the public. To foster cultural and creative industry professionals, the Academy runs programs such as Concert Planner Workshop, Design Figure Production Process, and Bologna Picture Book Workshop. It offers hobby classes that inspire everyday creativity, promote life as art. These programs provide participants with opportunities to explore new cultural experiences, while inspiring artists to engage more actively in their creative work. In 2024, the Academy successfully launched the independent publishing support program “Jieum,” and through talent development initiatives, supported the debut of 68 emerging artists.



Daedanhan Short Film Festival Since 2007, SangSang Madang Hongdae Cinema has been operating the “Daedanhan Short Film Festival,” a leading short film discovery program in Korea, uncovering imaginative independent films and connecting promising films with audiences. The 16th edition of the festival in 2024 received a total of 766 entries, and 25 films, selected through a jury process involving actress Jeon So-nee and, actor Joo Jong-hyuk, and directors Um Tae-hwa and Lee Chung-hyeon, met with 1,183 viewers. The festival awarded a total of KRW 27 million in prizes across various themes, including short competition, short invitation, and short special sections, continuously supporting the development of the short film industry.

Korea Cosmetics Challenge Leveraging SangSang Madang's cultural contribution platform, KT&G collaborates with the Group subsidiary COSMOCOS to manage all aspects of the Korea Cosmetics Challenge competition. Finalist teams are given the opportunity to co-develop ODM-based cosmetic products with COSMOCOS. The program also provides expert mentoring, acceleration support, promotional booths, and follow-up marketing, helping participants transform their ideas into real, market-ready products by guiding them through the entire brand development and production process. In 2024, the finalists were supported in participating in InterCHARM Korea, the nation's largest beauty trade show, and their award-winning products were promoted to international buyers, expanding global exposure.

SangSang Flea Market “SangSang Flea Market” of SangSang Madang Busan is a flea market held together with local merchants on the last Saturday of every month with the goal of mutual prosperity with local small businesses. It is becoming a place for small business owners to meet consumers, and for visitors to enjoy various cultural and artistic programs such as busking and exhibitions along with shopping. SangSang Madang Busan is nurturing this flea market as a mutual prosperity brand with local small business owners and is also used as a test bed for moving into SangSang Madang Design Square.



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**KT&G SangSang Madang Academy**
offers a variety of courses to
provide more people with easy
and diverse opportunities to
experience culture and arts.




SangSang Madang Academy



WIN-WIN GROWTH

KT&G is exploring various ways for co-prosperity to grow together with farms and small to medium-sized enterprises, which play a crucial role in our value chain.



2024 ACTIVITIES FOR WIN-WIN GROWTH WITH LOCAL COMMUNITIES

All employees of KT&G support and participate in the corporate social responsibility initiatives that the company advocates. As members of the communities where the company operates, they contribute to various social responsibility initiatives through actions like donating to the SangSang Fund and volunteering. The company leverages the efforts and dedication of its employees as valuable resources, actively seeking ways to accompany and thrive together with the local communities.

Support for Kimchi and Winter Supplies for the Disadvantaged Communities KT&G has been continuing its tradition of year-end giving for the benefit of the needy in the local community, extending a helping hand during the cold winter. In the winter of 2024, sharing activities valued at a total of about KRW 3.4 billion were carried out. These included contributions from the employee-generated SangSang Fund, the KT&G Welfare and Scholarship Foundations, the SangSang Madang social responsibility platform, and activities by group affiliates such as KGC.



Through the SangSang Fund, which is supported by employee contributions, nationwide support activities such as kimchi-making events, donations of heating oil and coal, and providing food ingredients to low-income families were conducted. KT&G Welfare Foundation offered support for heating expenses and winter supplies, while KGC distributed ginseng products, thereby sharing warmth with neighbors.

SangSang Together Employee Volunteer Group Since 2007, KT&G has been running the “SangSang Together Volunteer Group” made up of employees. This group undertakes a variety of activities, including environmental clean-up efforts near business locations, free meal services for the underprivileged, and year-end sharing initiatives. In 2024, a total of 769 employees participated in programs such as coastal clean-ups to protect the environment, plogging around business sites, and the “Briquette Run Volunteer Activity” for distributing coal briquettes to the underprivileged at year’s end, bolstering KT&G’s corporate social responsibility efforts.

Supporting the Underprivileged for a Healthy Society In 2024, KT&G, in partnership with the Ministry of Justice, provided KRW 100 million in sponsorship support to help marginalized groups improve their living conditions and integrate more stably into society. This initiative included the establishment of a sensory integration therapy room to support treatment of patients at the National Forensic Psychiatric Hospital, under the Ministry of Justice, as well as home renovation projects aimed at improving the poor housing conditions of individuals under legal protection.



All employees of KT&G support and participate in the company's commitment to corporate social responsibility.





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G-CSR CASE

Opening of
the KT&G Korean Center
in Kazakhstan

In March 2025, the KT&G Scholarship Foundation opened the KT&G Korean Center in collaboration with Almaty Management University in Kazakhstan. This center, located within the university campus, is an expansion and reorganization of the KT&G Korean Language School originally established in 2023. The center not only offers Korean language and cultural education, but also aims to nurture global talent by empowering local youth. It is expected to serve as a bridge for cultural exchange and stronger ties between Korea and Kazakhstan.



2024 ACTIVITIES FOR WIN-WIN GROWTH WITH FARMS

Sustainable agriculture that cherishes people and protects the environment is the basis of increasing sustainability of KT&G and farms. We are therefore focused on making various efforts to collaborate with farms and to achieve win-win growth so that the seeds of change can take root and bear fruit. Among tobacco companies running a business in Korea, KT&G is the only company that purchases domestic leaf tobacco to protect the farms. In 2024, we purchased 5,876 tons of domestic leaf tobacco worth KRW 64.5 billion, and for 2025, 6,957 tons worth KRW 79.4 billion have been contracted.

Tobacco farming involves raising seedlings in nurseries before transplanting them, a crucial task influencing the annual yield and characterized by labor-intensive work due to the difficulty in mechanization. However, with the decreasing rural population and aging issues, farms face challenges in securing labor. To address these issues and pass on the know-how for producing high-quality tobacco, KT&G annually dispatches employee volunteer groups during transplanting and harvesting seasons to assist with the labor shortage. The volunteer activity, which has been consistently carried out for 16 years since 2009, continued unchanged in 2024.

Furthermore, since 2013, KT&G has been delivering welfare enhancement grants to tobacco farms annually, with about KRW 420 million provided in 2024. KT&G has conducted various activities over the long term with sincerity to continuously coexist with farms, and it plans to continue sharing activities that provide practical help to farmers, enjoying the joy of growing together.

2024 ACTIVITIES FOR WIN-WIN GROWTH WITH SMEs

According to the 2022 Basic Statistics on SMEs by the Ministry of SMEs and Startups, Korea had 8,042,726 small and medium-sized enterprises (SMEs), accounting for 99.9% of all businesses. SME employees also made up 81.0% of the total workforce, underscoring their vital role in the national economy.

To support SMEs, which form the backbone of both the national and local economies, KT&G signed a Win-Win Growth Agreement with IBK Industrial Bank of Korea and provides low-interest financial support to SMEs and key business partners. In an effort to revitalize the regional economy and create jobs, KT&G deposited KRW 100 billion with IBK, which served as the foundation for establishing a KRW 200 billion fund. This fund is used to offer loans at below-market interest rates to businesses located in Daejeon, Sejong, and the Chungcheong region. As of 2024, a cumulative total of 845 companies have benefited from these low-interest loans, with interest reductions amounting to KRW 4.35 billion in 2024 alone. Through these efforts, KT&G continues to build a sustainable, mutually beneficial business ecosystem by pursuing shared growth with SMEs, the core of the communities where we operate.



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PLANET

We pay close attention to global issues and seek innovative solutions.

P

IN THIS SECTION

- Environmental CSR Activities
- Global CSR Activities

ENVIRONMENTAL CSR ACTIVITIES

KT&G is promoting smoking environment improvement programs and natural environment preservation programs, spreading positive values while considering the long-term impact on society and the environment in fields related to its business operations.

SMOKING ENVIRONMENT IMPROVEMENT PROGRAM PERFORMANCE

Installation of smoking room

702 smoking rooms
KRW 9,010 million
(2010~2024)

Installation of cigarette butt collection box

5,658 boxes,
KRW 1,050 million
(2021~2024)

Distribution of portable ashtray

339,500 ashtrays,
KRW 2,080 million
(2022~2024)

* Cumulative basis as of the end of 2024



SMOKING ENVIRONMENT IMPROVEMENT PROGRAM

KT&G has been carrying out the smoking environment improvement program for more than a decade to actively fulfill social responsibilities in an area that is related to its business. As a leading activity, we are building an infrastructure (smoking room, cigarette butt collection box, portable ashtray) to establish a clean street environment and make environmental improvements by eliminating illegal littering of cigarette butts. We are expanding the establishment of smoking rooms at major publicly used facilities, including airports, train stations, and large public facilities. We have set up a cumulative 702 smoking rooms across the nation. To more effectively prevent illegal littering of cigarette butts in areas that are difficult to set up a smoking room, such as narrow alleyways, we supported the establishment of cigarette butt collection boxes. We commenced a pilot project in 2021, followed by the installation of a total of 5,658 cigarette butt collection boxes by the end of 2024 in major cities around the nation, including Seoul and Busan. In addition, we are producing and distributing portable ashtrays and have distributed around 340 thousand ashtrays as of 2024 in collaboration with local governments and environmental NGOs since 2022, through which we expect to raise consumer awareness and improve smoking habits.

Ssudam Ssudam Campaign KT&G runs the “Ssudam Ssudam Campaign” to build an infrastructure that helps prevent illegal littering of wastes, including cigarette butts, while raising consumer awareness. Meaning “please throw away your cigarette butts in the trash can,” the Ssudam Ssudam Campaign is an environmental campaign that has been continuously carried out since its implementation in 2020 based on the suggestions made by the SangSang Realization Committee (currently Global Jr. Committee), a corporate culture improvement organization. Since May 2021, we have been applying the Ssudam Ssudam pictogram that encourages the practice of smoking manners to all products sold in Korea (around 70 types). In addition, we set up Ssudam Ssudam Campaign posters at convenience stores (around 53,000) across the nation, and attached campaign slogans to 1,040 business fleets.



KT&G has been carrying out smoking environment improvement projects for over 10 years to fulfill social responsibility in areas related to its business.



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G-CSR CASE

SangSang Forest in Mongolia

In 2024, KT&G completed the creation of the third SangSang Forest in Mongolia in the Argalant. The SangSang Forest in Mongolia project is carried out as a community-based urban forest to increase tree survival rates and maximize contributions to the local community. Specifically, by distributing fruit trees to local residents and planting them together, the project enables the residents to nurture those trees, thereby simultaneously creating economic value through income generation for the residents and environmental value by addressing desertification issues. In this project, 1,000 local households participated in planting approximately 13,000 trees, establishing it as a model for sustainable forest creation in desertification areas.



NATURAL ENVIRONMENT PRESERVATION PROGRAM

Forestation Projects KT&G has been consistently carrying out forestation CSR projects since 2006, contributing to the improvement of forest environments both in Korea and abroad. The initial phase concentrated on restoring forests affected by wildfires, which was followed by the second phase, where the p roject expanded to include not only the rehabilitation of degraded forest areas but also support for local communities affected by wildfires. In 2022, as part of its strategic ESG management, KT&G launched the “KT&G SangSang Forest” project.

The KT&G SangSang Forest projects are funded by the SangSang Fund, a donation program voluntarily contributed to by KT&G employees. These projects are also carried out in parallel with employee volunteer activities, embodying our management philosophy as an “Inclusive Company.” In Korea, the first SangSang Forest was established in 2021 in Daegwallyeong, Gangwon Province. This was followed by the second forest in Bonghwa County, North Gyeongsang Province, created between 2023 and 2024. In 2024, we began creating the third SangSang Forest in Uljin Count, North Gyeongsang Province. The Bonghwa SangSang Forest was established to restore the forests damaged by the wildfire that occurred in 2022 in the Hwacheon-ri area of Bonghwa. Approximately 11,000 nectar-producing trees were planted across 1.8 hectares of damaged land. Notably, by planting tree species that serve as food sources for bees, the project not only supported forest restoration but also contributed to biodiversity enhancement, adding to its ecological significance.



The SangSang Forest project is expanding its reach beyond Korea to overseas. In 2022, we established the first Mongolian SangSang Forest in Ulaanbaatar, the capital of Mongolia—one of our overseas markets. Additional forests were created in 2023 and 2024, contributing to efforts to combat desertification in Mongolia, restore local ecosystems, and support surrounding communities.

Biodiversity Conservation In an effort to restore natural capital and support species recovery, KT&G signed an agreement with the National Institute of Ecology in 2022 for the “Ecosystem Conservation and Biodiversity Promotion” and has been conducting mid-to long-term cooperation projects for the next three years, starting in 2023. Accordingly, KT&G plans and implements activities for ecosystem protection and biodiversity restoration every year in collaboration with the National Institute of Ecology.

In 2023, as the first year of the partnership, KT&G carried out a conservation project for the Janggu catfish wetland, a mountainous wetland of approximately 38,000 square meters located in Yeongyang County, near the KT&G Yeongju Plant. Following restoration efforts, the Janggu catfish wetland was officially designated as a protected wetland area in recognition of its ecological value and natural integrity. In 2024, as part of the second-year project, KT&G launched a species restoration project for the oriental stork, a Class I endangered species and Korean natural monument No. 200. To support the restoration, KT&G and the National Institute of Ecology conducted research on acquiring storks from Europe and Japan, improved breeding facilities, and installed a cold storage facility for feed. As of now, six individuals have been introduced, and efforts are underway to breed and restore the species within Korea.

2024 PERFORMANCE OF THE MOU ON ECOSYSTEM CONSERVATION AND BIODIVERSITY PROMOTION

- Secured oriental stork populations and introduced 6 individuals to Korea, established breeding and rearing infrastructure (breeding facilities, cold storage).

ACHIEVEMENT OF FORESTATION PROJECT

Value of the SangSang Forest in Uljin County, Korea (2024-2025)¹⁾

CO₂ absorption¹⁾ 63,650 kg/year

Fine dust absorption²⁾ 143 kg/year

Value of the SangSang Forest in Mongolia (created in 2024)

CO₂ absorption³⁾ 829.9 tCO₂eq/year

Desertification prevention effect⁴⁾ 26 ha
(equivalent to the area of 37 soccer field)

¹⁾ Estimated by Tree Planet, a partner organization, based on “National Institute of Forest Science, 2012, Standardized carbon uptake of major forest tree species.”
²⁾ “National Institute of Forest Science, 2017, Basic data analysis of fine dust reduction capacity of forests in Hongneung Forest Science Test Forest,” etc.
³⁾ Estimated by Green Asia, a partner organization, based on “Ministry of Environment, 2020, Research on sources of yellow dust particulate matter reduction in Northeast Asia,” etc.
⁴⁾ Including soil carbon sequestration due to soil restoration in desertification areas

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ENVIRONMENTAL CSR ACTIVITIES



Marine Ecosystem Protection To help address marine pollution caused by ocean waste, KT&G has been conducting a marine ecosystem protection project in collaboration with the Korea Marine Environment Management Corporation (KOEM) since 2021. In the first year of the project, KT&G supported underwater waste removal by professional divers and organized coastal cleanup activities through its employee volunteer corps. In 2022, the project expanded the scope by joining the “Adopt-A-Beach” program, led by the KOEM. This program encourages companies to “adopt” beaches in need of care—cleaning and maintaining them as one would lovingly care for a companion animal. As of 2024, KT&G has adopted a total of seven beaches, where we carry out activities such as waste collection and scenic restoration, contributing to the beautification and preservation of the coastline.

In 2024, a total of 1,362 participants, including KT&G employees and civic organizations, took part in marine environmental protection activities. Through beach cleanup efforts conducted across the country, approximately 31 tons of marine waste were collected, contributing to the preservation of marine ecosystems. To raise public awareness about the dangers of marine pollution, KT&G also organized an upcycling sculpture exhibition featuring artworks created by university students using collected ocean waste. The exhibition was held at SangSang Madang Busan in 2024 and attracted around 856 visitors, offering them an opportunity to reflect on the importance of protecting marine ecosystems.



WATER PURIFICATION DEVICE SUPPORT PROJECT

KT&G provides gravity-based water purification devices to communities in need among the African countries from which we import raw tobacco leaves. These water purification devices offer an alternative to traditional purification methods that require boiling water using high-emission fuels such as fossil fuels or firewood. By utilizing gravity-based filtration, they provide a sustainable and low-carbon solution for accessing clean drinking water, and are expected to contribute to addressing water scarcity and waterborne disease issues in African communities.

Following the support of water purification devices in Tanzania in 2022, we delivered 400 units worth approximately KRW 100 million to Uganda in 2024. This support has enabled local residents to access approximately 40 million liters of clean water per year¹⁾ and, thanks to the gravity-fed filtration systems, they no longer need to use fossil fuels to boil water, resulting in an estimated annual reduction of 3,500 tCO₂eq¹⁾ in greenhouse gas emissions.

¹⁾ Based on estimates by Water and Life, using the Gold Standard methodology for “Emission Reductions from Safe Drinking Water Supply”.

2024 PERFORMANCE OF THE “ADOPT-A-BEACH” PROGRAM



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GLOBAL CSR ACTIVITIES

CSR ACTIVITIES TAILORED TO EACH COUNTRY

KT&G carries out customized CSR initiatives across the globe, including in countries where the company operates, to help address the social and environmental challenges faced by local communities. In Türkiye, where one of our manufacturing plants is located, we donated relief supplies worth KRW 300 million to support residents affected by a major earthquake. In an effort to improve water and sanitation issues in Uganda, a major leaf tobacco supplier, we provided 400 eco-friendly water purification devices worth KRW 110 million to 94 local elementary schools. In Mongolia, where desertification poses a serious environmental threat, we have been conducting the KT&G SangSang Forest project since 2022 in collaboration with the Mongolian Agriculture Education Center, established by KT&G Welfare Foundation. This project takes the form of urban forests created in cooperation with local residents, and in 2024, KT&G completed the creation of the third SangSang Forest in Mongolia.

We are also committed to improving educational conditions in global communities. In Kazakhstan, a newly entered market, we established the KT&G Korean Language Institute in 2023 and expanded it into the KT&G Korean Center in 2025. This center supports Korean language education, cultural exchange, and capacity building for local youth. Additionally, we are carrying out school facility improvement projects in Indonesia and Vietnam, and implementing scholarship programs for university students in Indonesia, Türkiye, and Kazakhstan.

PEOPLE

We support improving global community educational environments and fostering future talents, so that individual growth can be connected to social change and innovation.



COMMUNITY

We seek ways to secure self-sustainability by addressing global community issues together with an aim to establish a virtuous cycle for community development.



PLANET

We collaborate with global communities to address environmental issues while focusing on global challenges and seeking innovative solutions.



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KT&G CSR IN INDONESIA

CSR PROJECTS IN INDONESIA

Indonesia is one of KT&G’s key overseas markets, and we are actively engaged in a wide range of CSR initiatives with a strong sense of belonging as a member of the local community.

PEOPLE



The **KT&G Korean Center** serves not only as a Korean language education institution, but also as a bridge for promoting friendship and cultural exchange between Korea and Indonesia. In 2014, KT&G became the first Korean company to establish a Korean language institute in Jakarta, responding to the growing interest in Korean language and culture in Indonesia. In 2022, we opened a second language institute in Surabaya, further expanding access to Korean education. In April 2025, the Surabaya institute was expanded and reorganized into the KT&G Korean Center, solidifying its role as a successful model for bilateral language and cultural exchange.

KT&G SangSang Univ. is KT&G’s unique CSR platform launched in 2017, designed to provide free classes in culture, the arts, and career development and entrepreneurship for university students in Indonesia. In collaboration with local universities, KT&G operates “Univ. Zones” where both online and offline courses are offered. The program also includes various initiatives such as the SangSang Festival, which supports students in realizing their dreams; the SangSang Startup School, which discovers and nurtures aspiring student entrepreneurs; and student-led volunteer activities that contribute to local communities. Through these efforts, KT&G continues to support the growth and aspirations of Indonesian youth while creating positive impacts within the society.



<p>4,004 persons</p> <p>Number of graduates as of the cumulative total in 2024</p> <p>* Excluding participants in cultural programs</p>	<p>2024</p> <p>Operated festivals for experiencing Korean culture</p>
<p>2014</p> <p>Became the first Korean company to establish a Korean language institute in Indonesia</p>	<p>2020</p> <p>Relocated and opened the Korean language institute from Jakarta to Surabaya</p>

<p>2</p> <p>Number of KT&G Korean Centers operating overseas</p>	
<p>69,193 persons</p> <p>Number of participants as of the cumulative total in 2024</p> <p>* Excluding participation in festivals and other activities</p>	<p>3</p> <p>Number of SangSang Univ. Zones operating in Indonesia</p>



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KT&G CSR IN INDONESIA

COMMUNITY



KT&G Vocational Training Center aims to support the economic independence of underprivileged groups by providing education in sewing and computer skills. In response to the surge in unemployment in Indonesia following the COVID-19 pandemic, we recognized the importance of building long-term community resilience rather than offering temporary aid. In response, we established a vocational training center in Malang in 2021. Initially, we focused on offering sewing-related job training for middle-aged individuals and women in the region, and in 2023, we expanded the program by introducing computer skills training targeted at adolescents and young adults. Additionally, we foster a virtuous cycle of community development by donating trainees’ finished products and talents to support local initiatives.

PLANET



As part of environmental CSR activities, KT&G organizes the “Green Run,” a plogging event that combines jogging with litter collection, where university students and local citizens run through the center of Jakarta while cleaning up the environment. In 2024, approximately 600 participants, including some 500 local university students and 100 employees from our Indonesia Corporation, joined the event around Gelora Bung Karno (GBK) Stadium. Additionally, we have contributed to creating a more sustainable environment through a variety of activities such as SangSang BeCool, a volunteer initiative that involves applying cooling paint to rooftops in underprivileged neighborhoods, and mangrove planting programs.



793 persons

Number of graduates as of the cumulative total in 2024

* Excluding participants in cultural programs



600 persons+

Number of 2024 Green Run participants



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KT&G CSR AROUND THE WORLD

1,472

Number of international scholarship recipients supported by the KT&G Scholarship Foundation's global scholarship program (Indonesia, Türkiye, Kazakhstan, etc.)

2023

Opened KT&G Korean Language Institute in Almaty, Kazakhstan, in June 2023; and expanded it to the KT&G Korean Center in March 2025

2022

Constructed an elementary school in Nonkeo to support educational infrastructure in Laos



1,300


Provided 1,300 eco-friendly water purification devices worth KRW 240 million to improve water sanitation issues in Tanzania



2017

Opened the Mongolian Agriculture Education Center in July 2017 to support the self-reliance of refugees affected by desertification and environmental destruction in Mongolia





For Safe Water Supply in Uganda, Donation of Water Purifier by KT&G

829.9 tCO₂e

Value of the 3rd SangSang Forest created in Mongolia in 2024, with desertification prevention effect over 26 hectares

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APPENDIX

Financial Status of Social Responsibility

(Unit: KRW 100 million)

Category	2022	2023	2024
KT&G Welfare Foundation	146.1	148.1	149.3
KT&G Scholarship Foundation	46.3	49.7	52.1
SangSang Planet	12.9	11.6	14.7
SangSang Fund	39.7	38.9	36.7
SangSang Madang	201.8	239.2	224.8
SangSang Univ.	47.5	46.5	38.1
Support for win-win growth, etc.	71.2	102.2	126.4
Sponsorship projects such as global CSR	22.5	14.0	21.2
Smoking environment improvement, environmental CSR, and other social responsibilities	32.1	28.4	35.1

KT&G Social Responsibility Network

KT&G	www.ktng.com	T. 080-931-0399
KT& KT&G Welfare Foundation	www.ktngwelfare.org	T. +82-2-563-4459
KT&G Scholarship Foundation	scholarship.ktngtogether.com	T. 070-4124-6451
SangSang Planet	www.sangsangplanet.com	T. +82-10-7644-5159
SangSang Madang	www.sangsangmadang.com	T. +82-2-3404-4589

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