BEYOND SPACE

HDC LABS

When our innovations break down the boundaries of space, we discover endless possibilities that expand without limits.

Always providing new experiences with advanced technology.

HDC Labs is always at the center of this endless journey, helping us redefine our lives through the inspiration of new experiences.

CEO Message

HDC Labs is an experience innovator that uses technology to extend the value of space and inspire lives.

Having consistently challenged itself to create better lives and spaces in an ever-changing era, HDC Labs is now more than just a technology provider, but a smart solutions partner that redefines everyday life by organically connecting people, space, and technology.

Now, with the addition of Real Estate R114's platform technology and vast real estate data capabilities, HDC Labs is making a leap forward as an innovative company with strong competitiveness in the proptech field.

Deep insights from data analytics, cutting-edge technology powered by AI, and creative thinking to deliver amazing experiences and true value for life across cities, living, and working.

We will continue to lead the future of HDC Group as a digital specialist trusted by customers and society.

Kim Sung-eun, CEO of HDC Labs

HDC LABS

Contents

Value System

Vision

Virtual Developer

HDC Labs is a virtual developer that connects reality with smart services.
We cross the boundaries with technology,
breaking down the limits of everyday life and expanding new possibilities for life.

Mission

Technology is breaking down the boundaries of space
and redefining our everyday lives by delivering amazing experiences
and life inspiration.

Core Value

Customer Observation
Discover the essence of technology in your day.

Business Insight
When you understand your customers' minds first, that's when the real innovation begins.

Move Agile
Humans are at the center of technology. We make change a reality faster than anyone else.

Corporate History

For 30 years, we've been unafraid to change, and we've been quietly
and steadily building toward a tomorrow that brings people and spaces closer together.
We are now one step closer to becoming the AIoT platform company
that redefines space, life, and the future.

1990

HDC I·CONTROLS

1999
- Acquired IBS Business Division of Hyundai Information Technology Company
- Founded Icontrols Co., Ltd.
- Established a technology research institute
- Became an affiliate of Hyundai Development Company Co., Ltd.

HDC I·SERVICE

1992
- Founded FMK (Facility Management Korea) Co., Ltd.

1999
- Became an affiliate of Hyundai Development Company Co., Ltd.

Real Estate R114

1999
- Established ModuNet Corporation

2000

2001
- Acquired the business in the electrical machinery division of Hyundai Development Company Co., Ltd.

2008
- Home network terminal development

2009
- Established local corporation in Vietnam

2000
- Changed name to I-Service Co., Ltd.

2004
- Opened i-Nursinghome

2005
- Going into the interiors business

2000
- Designated as a venture company

2001
- Changed corporate name to Real Estate114 Corporation

2006
- Launched real estate statistics solution 'REPS'

2010

2011
- Received the Korea Construction Environment Technology Award

2015
- Listed on the Korea Stock Exchange(KOSPI)

2016
- Developed BEMS solutions

2017
- The 11th Korea Green Energy Excellent Company Award

2018
- Changed company name to HDC Icontrols Co., Ltd.

2010
- The first domestic facility and cleaning service to receive KS certification

2011
- Entered the landscaping business

2018
- Changed company name to HDC I-Service Co., Ltd.

2019
- Building and operating a mobile management system (MICT)

2010
- Launched Real Estate114 mobile app

2012
- Launch 'K-Atlas', a comprehensive regional population statistics solution

2017
- Launched augmented reality service 'Real Estate GO' app
- Launched real estate statistics solution 'REPS 3.0'
- Incorporated into Hyundai Development Company Group

2019
- Launched RIS, a built-in real estate statistics solution

2020

2020
- Entered into the B2C space (launching the 'Bestin' brand)

2020
- Built and operated a remote centralized management system (RMS)
- Entered the disinfection and quarantine business

2022
- Launched real estate rent solution (RRS)
- Launched real estate commercial solution(RCS), a commercial market analytics solution

HDC LABS

2021
- Launched HDC Labs Co., Ltd.
- Merger of HDC Icontrols and HDC I-Service

2022
- Launched the disinfection and control business brand 'Bestin Care'
- Environmental management system certification ISO 14001 certification
- Occupational health and safety management system ISO 45001 certification

2023
- Launched 'insite', a comprehensive building management system
- Anti-corruption management system ISO 37001 certification

2024
- Newly established AI, platform, and AIoT lab
- Certification as an excellent company for employment of discharged military personnel
- Human rights management system certification
- 'insite' won the Grand Prize of the Korean FM Society
- Family friendly business certification

2025
- Assigned Real Estate R114 business

Key Industries

One Stop Service For Smart Management

Three names that have made their mark in their respective fields, now one.
Together, we create new possibilities by reducing complexity and adding smart technology.

R&D
We research sustainable smart building ecosystems based on advanced technologies such as AI, IoT, and big data. Setting a new standard in space management technology.

Future growth
By seamlessly combining technology and data optimized for customers' needs, we design efficient and sustainable spatial experiences. We lead the future of smart managed services.
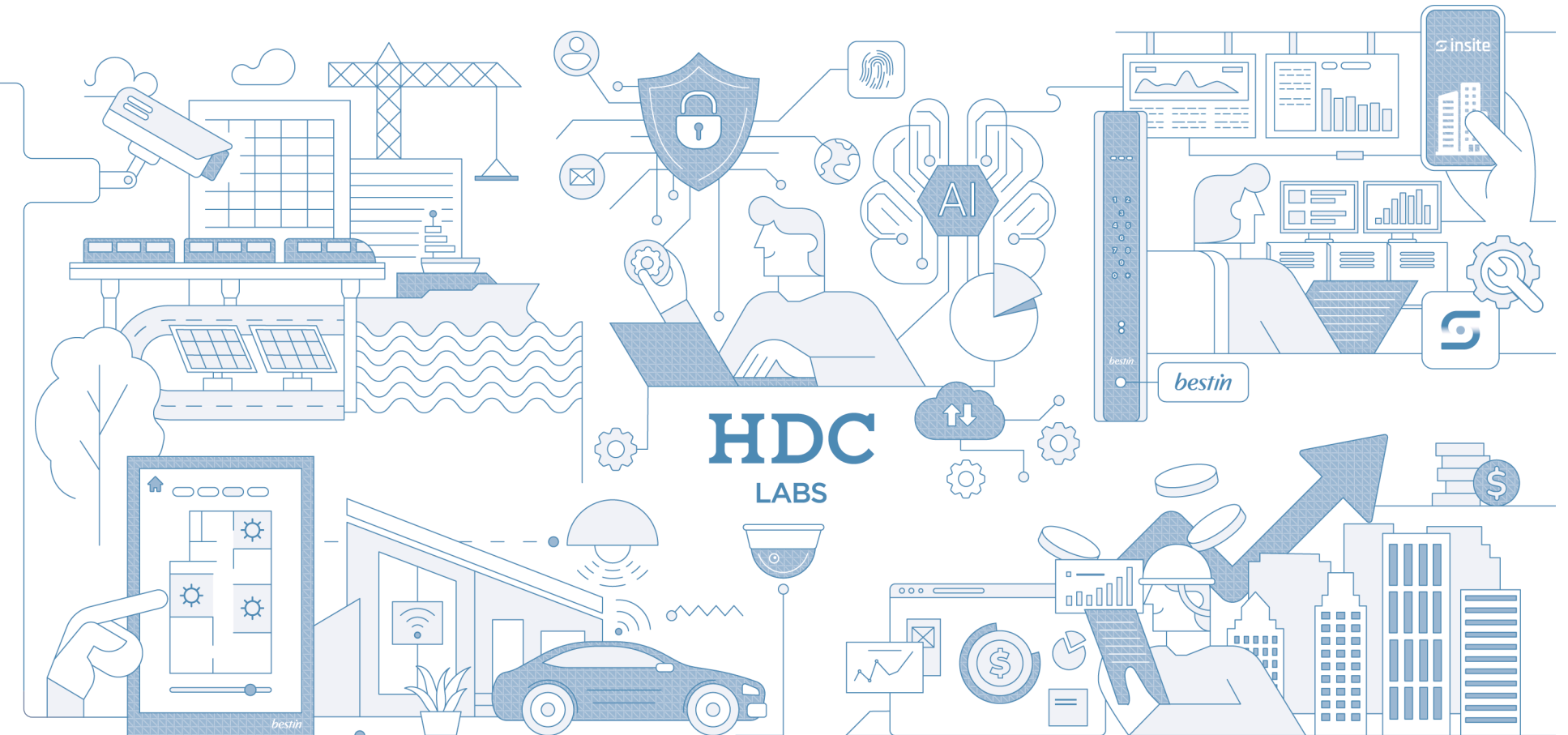
Construction solutions
We provide solutions across smart buildings, Fire fighting, interiors, and infrastructure based on an organized system. Realize differentiated value, not to mention the comfort and safety of your space.

Life solutions
Make your life easier and more valuable with advanced technologies powered by AI and IoT. Offer premium residential services that go beyond customer satisfaction.
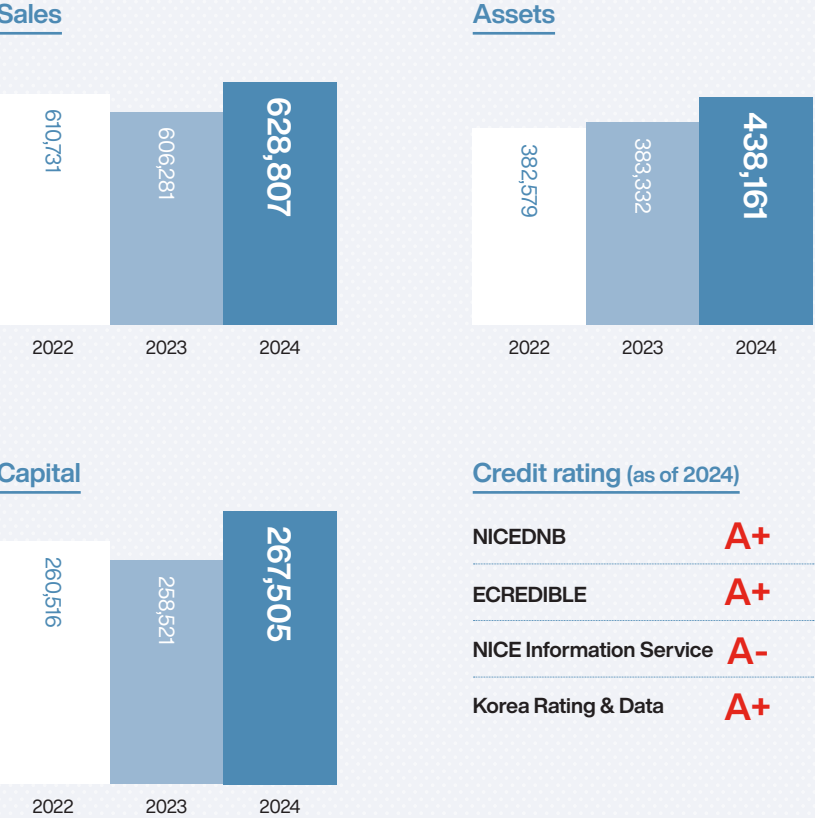
Realty
We provide total building management solutions across real estate, property management, and investment operations.Increase property value and add quality to your life.

Financial highlights

Stable performance and a solid financial structure are
our commitment to a better tomorrow.
With solid technology and trust, HDC Labs is building a sustainable future.

Consolidated Financial Statements (2022-2024)

(Unit: million KRW)

Sales

2022	2023	2024
610,731	606,281	628,807

Assets

2022	2023	2024
382,579	383,332	438,161

Capital

2022	2023	2024
260,516	258,521	267,505

Credit rating (as of 2024)

NICEDNB	A+
ECREDIBLE	A+
NICE Information Service	A-
Korea Rating & Data	A+

Patent

HDC Labs leads the way with proven technology and multiple certifications.
More licenses, patents, and awards can be found on HDC Labs' official website.

NO	Name	Registration number	Enrollment date
1	Electronic device and method for detecting defects in interior building construction based on artificial intelligence models	10-2809119-00-00	2025.05.13
2	Method for obtaining images corresponding to electronic devices and displays of electronic devices	10-2793868-00-00	2025.04.04
3	Method for predicting value of multifamily housing based on a large language model using embedded time series data, and system for performing the same, computer-readable medium	10-2772814-00-00	2025.02.20
4	DC light modules and lighting systems including them	10-1830643-00-00	2018.02.13
5	DC distribution system with ESS for generation	10-1898561-00-00	2018.09.07
6	Manufacturing method of transparent tin sulfide thin film, transparent tin sulfide thin film, and transparent solar cell utilizing the same	10-2182519-00-00	2020.11.18
7	Manufacturing method of two-dimensional structured tin sulfide layer and two-dimensional structured tin sulfide layer	10-2182518-00-00	2020.11.18
8	Solar louvered windows with improved power generation efficiency	10-2460661-00-00	2022.10.25
9	Autolatchable door locks with push-pull handle operation	10-2581905-00-00	2023.09.19
10	Wallpad devices and methods that use OCF-based protocols and legacy protocols in parallel	10-2628107-00-00	2024.01.18
11	Automatic facility control method in connection with robot delivery service in apartment buildings (in progress)	10-2024-0155778	2024.11.06
12	Method and system for detecting fire in parking lot using composite model based on artificial neural network (in progress)	10-2024-0177540	2024.12.03
13	Vehicle parking zone detection system, method, and computer-readable medium for a plurality of zoned parking lots	10-2106114-00-00	2020.04.23
14	Methods and systems for centralized collection and storage of multi-unit home network data	10-2307837-00-00	2021.09.27
15	Electric vehicle charging system based on chargeable outlet	10-2613063-00-00	2023.12.07

Certificate

Information and communication construction business	Industrial environmental facilities construction business	Reservoir cleaning business	Family friendly certification
Interior construction business	Landscaping business	Mechanical gas equipment construction business	Human rights management system certification
Construction business	Facilities security business	Engineering activity entity	Certification as an excellent company for employment of discharged military personnel
Civil engineering business	Congestion-traffic guidance security business	Building hygiene management business	
Real estate development business	Fire fighting facility construction business	Mechanical equipment performance inspection business	Elevator maintenance business
Housing rental management business	Type 1 tree hospital	Elevator installation business	Security business license
Landscape planting facility construction business	Housing management business	Energy conservation specialist	ISO 9001
Those who specialize in facilities management	Electrical work business	Metal structure window construction business	ISO 14001
	Disinfection business	First KS certification in facilities/beautification management	ISO 37001
			ISO 45001
			ISO 50001

Awards

Good Design Award
Korea's most prestigious design award hosted by the Ministry of Trade, Industry and Energy, recognizing products with excellent design

Red Dot Design Award
One of the world's top three design awards, recognizing products for outstanding design quality and creativity

iF Design Award
Prestigious international design award organized by the German International Forum Design

2025
- iF Design Award Winner AI Home agent (Wallpad)

2024
- Good Design Award Grand Prize Face Recognition Door Lock, Smart Switch UX Series

2023
- Good Design Award Silver Prize (Minister of Trade, Industry and Energy Award) Face Recognition Door Lock
- Good Design Award Grand Prize Smart Wallpad, Smart Mirror Wallpad

2022
- Red Dot Design Award Winner Smart Facial Recognition Digital Door Lock
- Good Design Award Grand Prize Premium Smart Wallpad, Fingerprint Smart Door Lock

2021
- Good Design Award Grand Prize Smart Face Recognition Entrance Camera, Smart Face Recognition Lobby Phone, IoT Smart Sensor Series, Smart Face Recognition Digital Door Lock

2020
- Good Design Award Grand Prize Wireless Network Switch Series, Digital Door Lock, Home Network Wallpad, Home Network Wallpad UX

2019
- Red Dot Design Award Winner Digital Door Lock
- Good Design Award Grand Prize Digital Door Lock, LED Bedroom Light

2018
- Good Design Award Grand Prize Bedroom Light
- APIGBA Awards Gold Medal

2017
- Red Dot Design Award Winner Home Network System
- Good Design Award Silver Prize (Minister of Trade, Industry and Energy Award) Home Network System
- Good Design Award Grand Prize Digital Door Lock
- Korea Intelligent Building Exhibition Best Prize

2016
- Good Design Award Grand Prize Home Network System
- Green Building Competition Best Prize Minister of Land, Infrastructure, and Transport Award

2015
- Good Design Award Grand Prize Home Network Lobby Phone

2014
- Good Design Award Grand Prize Dimming Switch for Home Network, RF Card Reader

2013
- iF Design Award Winner Home Network System
- Good Design Award Grand Prize Home Network System
- Intelligent Building Award Daegu Bank 2nd Headquarters (IBS · SI · BEMS applied)

Brand Portfolio

A life tailored to you, making everyday life more convenient and colorful.
The feeling of home becomes deeper.

Master brand
bestin

Always living ahead, naturally.
On Life, Naturally.

Bestin,
the smart home brand

Main products
Wallpad, lobby phone, smart switch, digital door lock,
and more

Home network systems
· Implement a range of smart home control functions,
  including household communication, access security,
  lighting and heating control, energy management, and more
· Provide customized solutions optimized for various housing
  types based on know-how accumulated through continuous
  development and supply of home network systems

Sales and operations for general audiences
· National offline/online distributors and our own online mall
  (Bestin Mall)
· Domestic distributors and export sales overseas (Taiwan,
  Japan, Australia, etc.)
· Maintaining on-site servers at existing complexes and
  operating a mall for apartment complexes

Space hygiene service brand
Bestin Care

Main products
Mattress care, pest control care, air conditioner disassembly
cleaning, and customized sanitary appliance rentals

Space care services
· Eliminate and prevent viruses that are spread through the
  respiratory tract or contact with contaminated objects

Pest control services
· Monitor pest-specific outbreaks and habitats,
  then provide control solutions

Affiliate sales environment appliances
· Analyze your environment to deliver a personalized
  hygiene program

Bestin Fireguard,
a brand of intelligent fire protection systems

Main products
Receiver, relay board, repeater, detector, guide light

Integrated surveillance systems
· Integrated surveillance and operations for early detection
  of disasters caused by fire in buildings

Building a fire protection system
· Build a stable system with interfaces to automated f
  ire detection, fire extinguishing, smoke suppression,
  and emergency broadcasting facilities

The deeper the story behind a space, the more
special the brand responsible for it should be.
HDC Labs adds expertise and care
to the details of a finished space.

AI technology brands
bestin.ai

AIoT technology optimized for your
space, together in the moment.

Main products AI Real Estate Market Intelligence,
Intelligent Video Security Solution (AI CCTV), AI Elevator
Optimization Solution, AI Agent Interface Platform,
AI Smart Meeting Minutes, AI Gallery
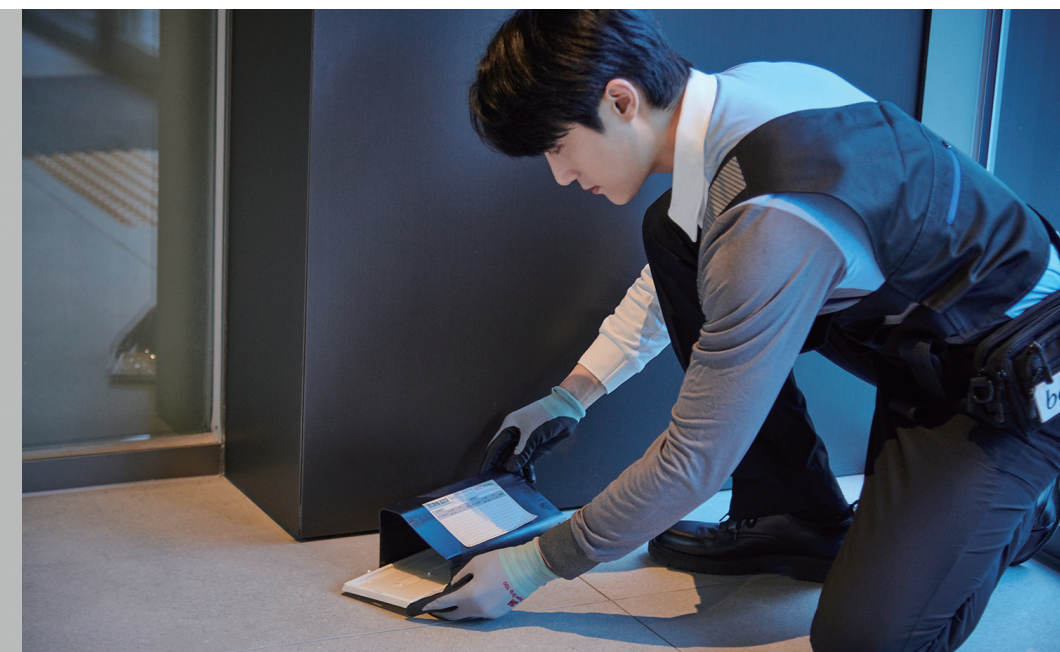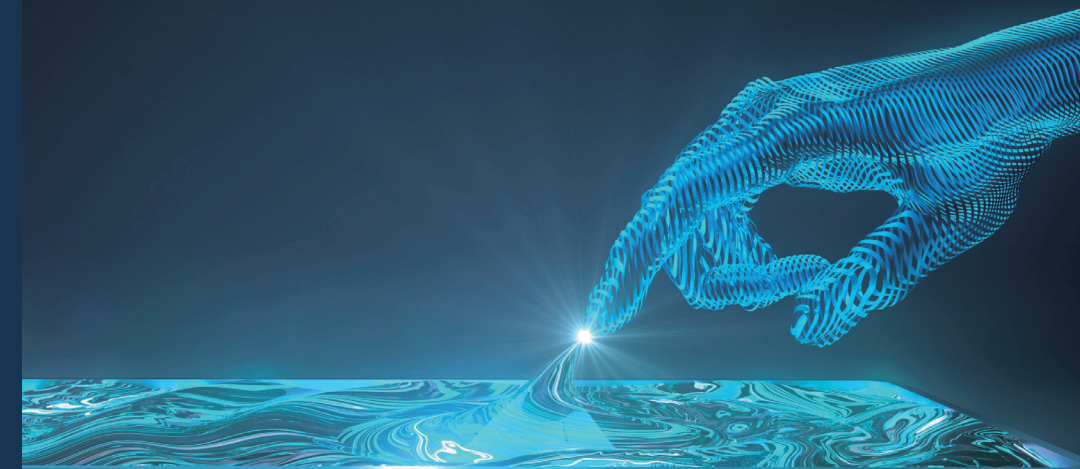
AI smart services
· AI Meeting Minutes Summarization & Archiving
  Solutions, Real Estate Chatbots & Price Prediction,
  Smart Display Content Curation

Smart construction & Safety solutions
· Intelligent video analytics-based anomaly screening
  and real-time event detection to prevent on-site hazards

Future residential AI services
· Smart wallpads with LLM model, voice interface, etc. to
  analyze elevator passengers and suggest optimal operation

Luxury home solution brands
The bestin+

High-end smart home solutions,
reinventing everyday life.

Featured products high-end home networks residential
solutions

KNX-based luxury home solutions
· Based on the worldwide standard protocol KNX, it
  provides a premium, personalized home network
  system for luxury homes with excellent interoperability
  and scalability
· Build the country's highest level of system scalability and
  reliability with site-specific design proposals
· Minimize customer inconvenience with fast and
  convenient on-site response by establishing
  a dedicated after-sales service system

Brand Portfolio

From the hustle and bustle of a building to the warmth of a home, every moment you spend in a space tells a story. We use advanced technology and accumulated know-how to perfect every moment.

Building management solutions

insite

With remote management and AI technology, every moment of your space comes together.

Unified control center Organize your real-time monitoring environment with dashboards optimized for integrated control operations

Remote Monitoring System (RMS) Maintain dual surveillance with 24x7 real-time surveillance services

Energy Conservation Measure (ECM) Realize energy savings with expert diagnostics and analysis from HDC Labs

Building Information Modeling (BIM) Optimize your admin workforce for maximum efficiency

Voice of Customer (VOC) Rapid customer response, from receiving and handling complaints to analyzing statistics

**Facility Management System (FMS)** Maintain business continuity and expedite workflows and reporting

Apartment management solutions

inbase

Connecting a myriad of networks and AI to create endless experiences in your life.

Integrated solutions
- Complex and household control, including energy data, facilities management, smart homes, communities, etc.

Smart controls
- Smart integrations from heating, lighting, and gas to home IoT

Living communities
- Support for facility reservations, class reservations, and community use within the complex
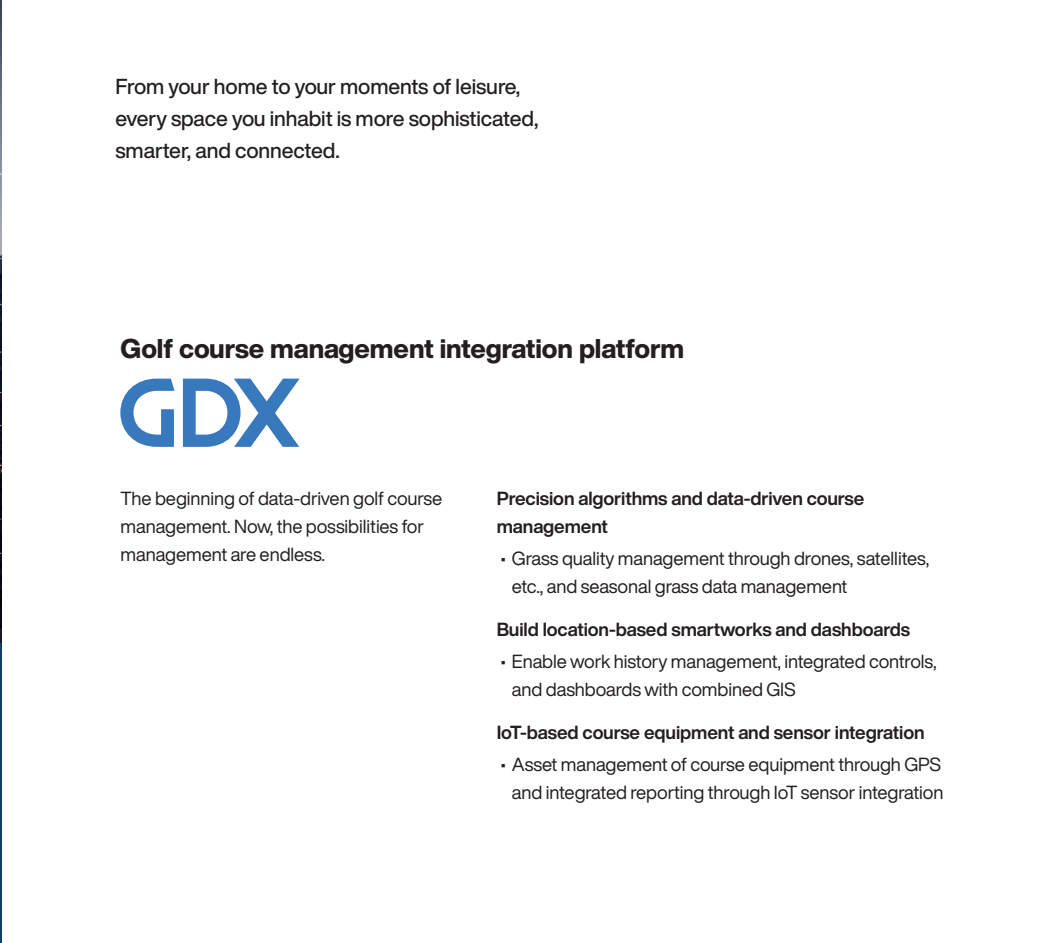
From your home to your moments of leisure, every space you inhabit is more sophisticated, smarter, and connected.

Golf course management integration platform

GDX

The beginning of data-driven golf course management. Now, the possibilities for management are endless.

Precision algorithms and data-driven course management
- Grass quality management through drones, satellites, etc., and seasonal grass data management

Build location-based smartworks and dashboards
- Enable work history management, integrated controls, and dashboards with combined GIS

IoT-based course equipment and sensor integration
- Asset management of course equipment through GPS and integrated reporting through IoT sensor integration

Real estate big data platform

Real Estate R114

Making information accessible to all, for a better life and world.

Big data solutions
- Customized support for various data such as REPS, RCS, and K-Atlas solutions for management, marketing, etc

Intermediary networks
- Real Estate R114 provides comprehensive brokerage support services from platform listing management to brokerage and sales support and online promotion centered on the listing management center

Consulting and advertising
- Analyzing market trends, conducting surveys, consulting, and seminars based on big data and analytics solutions
- Comprehensive marketing including DA banners and SNS content advertising

**When data and technology meet,
your life becomes easier and warmer.**

**We are redesigning the nature
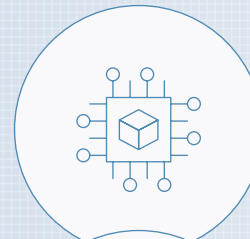of life in a connected world
with AI and IoT.**

Smarter space, more refined life.

**Join HDC Labs today and
start your journey
to innovate tomorrow.**

R&D Center

We make sense of data, connect things,
and build people-centered technology.
In an era where technology is becoming the norm,
HDC Labs is at the forefront of innovation.

AI Research Areas

AI Computer Vision intelligent systems research
· Video-based AI algorithms, fire detection, and multimodal analytics
· Generative AI and custom image optimization, dataset creation,
  and training

Natural Language Processing technology research
· Korean-specific LLM-based intelligent meeting assistant and chatbot
· Intelligent voice interfaces, including STT/TTS/speaker separation
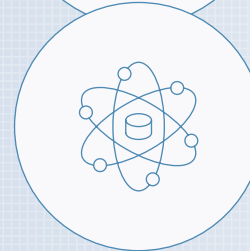
Data Science predictive/analytics technology research
· Big data analytics platform and quantitative predictive models
  for decision transformation
· AI-Powered real estate market analysis and prediction models
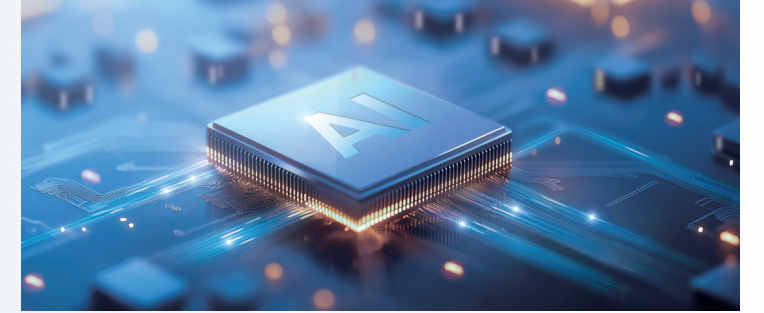
Key achievements

AI smart meeting minutes
Improve collaboration by recording meetings in real time based on voice recognition
and automatically generating summarized minutes.

AI real estate chatbots and price prediction
It combines a large language model with SQL-based technology to look up real estate
information and predict local prices based on user questions.

AI CCTV (intelligent video security solutions)
Leverage object detection technology to recognize people, objects, and behaviors in
real-time on construction sites, public spaces, elevators, and more, and provide instant
alerts when something unusual happens.
Increase safety and operational efficiency at the same time with congestion analysis,
discipline violation detection, fire and smoke recognition, and more.

AI agent (Smart wallpad)
Equipped with a voice interface, it enables integrated control of key devices in the home,
such as lighting, temperature, and security, through voice commands.

Digital AI frame (Smart wallpad)
Generative AI-powered photo style transformations and automatic resizing give you the
flexibility to customize your wallpad screen design to suit your taste and the mood of
your space.

Research papers

2025
· ICLR Workshop ICBINB｜An Integrated YOLO and VLM System for Fire Detection
  in Enclosed Environments
· Korea Conference on Software Engineering (KCSE)｜A bi-blended approach for
  generating multilingual SQL queries

2024
· SIGGRAPH ASIA｜Overallnet: scale-arbitrary lightweight sr model for handling
  360° panoramic images
· Korean DataBase Conference (KDBC)｜T-FOREST: A time series forecasting method
 for real estate prices with complementary missing values

R&D Center

AIoT research areas
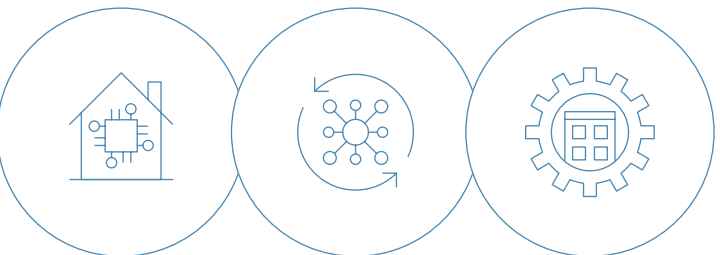
Developing smart home embedded solutions
- Control smart device integrations like wallpads, door locks, lights, and more
- Wired and wireless video calling and in-home device control

Research IoT optimization techniques
- Near field communication-based lighting systems and data-driven environmental control

Smart building management system research
- Serial communication-based fire equipment interlocking control
- Building automation control BEMS services, Access control embedded DB

Platform research areas
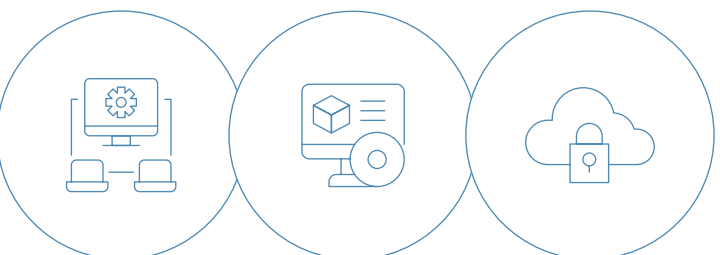
Develop an integrated software platform
- Reusable common features, distributed environments, and application integration technologies
- Comprehensive software-based technology, including user interface, data management, and more

System software research
- Monitoring, log analysis, and patch management for reliable operations

Develop cloud and information security skills
- Cloud infrastructure deployment, security, and resource management

R&D Center

Proptech research

More than 30 years of experience and data combine to create greater possibilities. Through continuous real estate big data construction and technology development, we provide comprehensive solution services ranging from residential to commercial.

Building/developing real estate big data

Analyze locations based on geographic information systems (GIS) and leverage AI to develop market analysis and retail yield prediction models. We also build a proptech INDEX for market monitoring.

Market research & consulting

Analyze residential and commercial real estate markets, provide pricing information, and create and propose customized consulting reports.

Research, advisory, and collaboration

We provide market analysis and research advice to governments and public organizations for policy formulation and promote public-private data collaboration.

Life Solution

Life Solution

With our accumulated know-how, we aim to revolutionize smart living spaces. A smarter space, a home that's a comma in your busy life. Premium residential services with extra attention to detail.

Home network systems

From heating to ventilation to energy - all at a glance.

Unified management and control of heating, ventilation, lighting control, and more, all centered around the wallpad. From facial recognition access control systems and community reservation management systems to underground parking garages, we deliver smart innovations across the residential space.

DC power distribution-based systems

A new control system where power and data flow as one.

Drive a paradigm shift in in-generation power and control systems. Increase power efficiency and reliability with DC power supply based on the lighting control system. This lighting control system operates on DC power, allowing you to control the illuminance and brightness to suit your environment easily.

AI agents

A home that understands your voice.

The interactive Voice Home service recognizes your voice to control your devices, analyzes your living patterns, and suggests personalized features. Efficient, sensory AI-powered home experiences are becoming the norm.

Smart parking lot systems

A parking system where AI automates the entire process, from entry to exit.

Automate the entire process from entry, to parking, to exit, with 360° panoramic CCTV for license plate recognition and real-time tracking. AI video analytics to monitor and prevent parking lot fires and emergencies.

## Facial recognition access control solutions

Fast and secure facial recognition access control solution.

With no contact and no authentication latency, the facial recognition access control system provides an advanced access control solution that is fast, convenient, and secure. We offer a wide range of products including communal and household front door cameras, door locks, and more.

Commissioning solutions

Improve construction quality with data-driven remote commissioning.

Intuitive and convenient on-site remote commissioning management solution with a unified, data-driven dashboard to help overcome physical constraints and improve construction quality.
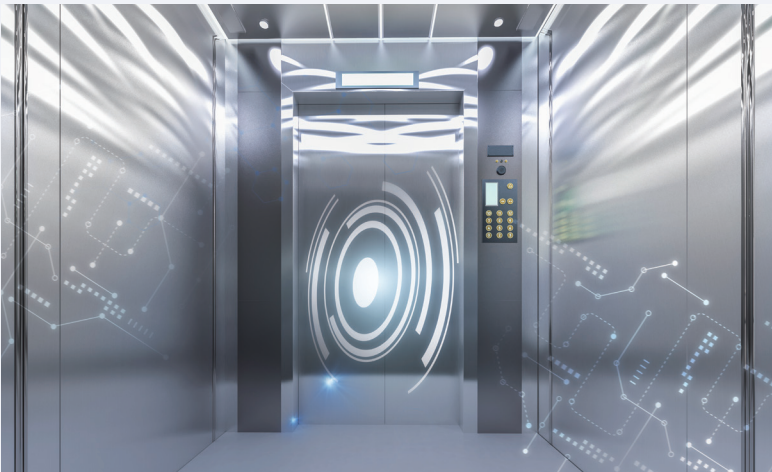
AI security solutions

Integrated security solutions based on intelligent video analytics.

AI BIG BRAIN's deep learning analytics technology advances CCTV and elevator security solutions. Minimize surveillance blind spots, proactively predict and respond to anomalies in real time, and make your space safer and more efficient.

Robotics service platform

Smart robots in complex connecting lives.

AI-based robots support movement and connection in the complex, providing a life-oriented delivery service for various items such as parcels, food, and daily necessities. It also works with security systems to keep residents comfortable and safe at the same time.

Life Solution

Production and quality control

Many hands add care and responsibility before a product is finished.
Delivering on our promises, trusting and impressing are our biggest values.

Manage CS

With a nationwide CS network and digital customer management system,
we provide integrated customer-centered services from planning to operations.
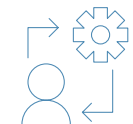

Quality control

Whether it's a home network, door locks, LED lighting, or fire
protection systems, all products are precisely controlled according
to our standards and of uniform quality.

Product validation

Perform thorough validation of developed products and continuous
product improvement to improve the quality of the product.
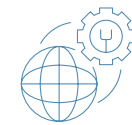
Get and keep certifications

Obtain product certifications according to domestic
and international standards and respond to regular audits
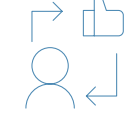to maintain management systems.

Manage customers

We operate a digitally-based customer management system
and provide customer-centered counseling services through
professional counselors.

Nationwide A/S system

Our nationwide network of specialized engineers provides
fast and accurate A/S service.

Customer satisfaction services

Our seamless operational systems and tight field response
ensure that customer satisfaction is our top priority.

Life Solution

With multiple projects with top 30 construction companies,
we offer proven capabilities and reliable solutions.

Key accomplishments

Residential

- Jamsil RAEMIAN IPARK
- OLYMPIC PARK FOREON
- Jeju Aewol Harrington Place
- Chungnam Naepo BANDO U.BORA
- Cheonan Busung HALLA VIVALDI
- Yangsan Pyeongsan-dong Hanshin The Hue
- Ansan Injeong Prince Doosan We've
- Pyeongtaek Godeok 2nd IPARK
- Osong Station Seohan EDAUM
- Suwon IPARK CITY 11,12 Complex
- Dunsan XI IPARK
- Chungnam Naepo 1st Daebang Dêtre
- Seodaemun Central IPARK
- Imun 3-1 IPARK XI
- Sinsa District 1 Doosan We've
- Gangwon Yangyang Brownstone
- Daejeon Yongmun Aether Switzen
- Pyeongtaek Godok Jung-ang Heights

- Osan Segyo The Summit 590
- Hanam Misa Anhelo Switzen
- Sanggye-dong Youth Housing Harrington Place
- Yangyang Sweet M The Ocean
- Asan Bellcore Switzen
- Ganbuk Mia station ELIF
- Incheon Geomdan 3rd Vertium
- Incheon Geomdan 5th Daebang Dêtre
- Gunsan Halla Vivaldi The Prime
- Daejeon Daeheung Réve Switzen
- Wolmyeong Park Halla Vivaldi On The Park
- Busan Eco 1st Daebang Dêtre
- Chuncheon Lake City IPARK
- Gangneung Ocean City IPARK
- Changwon Central IPARK
- Wonhyoro Youth Housing
- Bucheon Yeokgok Switzen
- Busan Uam District 1 HARRINGTON MARÉ

- Busan Centum Park SK VIEW
- Seocho Heonin Village LEJEL UPPERHOUSE
- Siheung Hyundai Reconstruction Hanshin The Hue
- Pyeongtaek Gajae District 3 block Hyosung Harrington
- Busan Jangan Dêtre
- Yongin Samga Doosan We've
- WEPARK JEJU 1, 2 blocks Hoban Vertium
- Daejeon Réve Switzen
- Daeyeon THE IL
- Gonjiam Central IPARK
- Anyang Bakdal Shinhan IPARK
- Daejeon Gapcheon Harrington Place
- Jiegi District 1 IPARK
- Suwon Imok 1st and 2nd Dêtre
- Gimpo Hangang Cinepolis Switzen
- Seoul One IPARK
- CITY O CIEL Complex 7

Major construction companies

Jamsil RAEMIAN IPARK

Daeyeon THE IL

OLYMPIC PARK FOREON

Seoul One IPARK

Daejeon Réve Switzen

Seocho Heonin Village LEJEL UPPERHOUSE

Busan Uam District 1 HARRINGTON MARÉ

Chungnam Naepo 1st Daebang Dêtre

Realty

Real estate total management

The value of space that does not change with time.
Combine global building management techniques with
HDC Labs' deep understanding to protect the character
and value of your space for years to come.

Facilities management
Manage safety and quality from top to bottom, including regular
building diagnostics (DD), systematic history management of key
equipment, and even outsourced work.

Security/guidance management
Security staffing and patrols are in place around the clock to
maintain a secure environment.

General/administrative support
Maintain standardized organization across your office environment,
including call centers, stationery and mail, janitorial, and rental items.

Manage beautification
From cleaning common areas to special materials such as carpets
and marble, we provide specialized beautification services through
a detailed process.

Manage parking
Design parking lot circulation, control vehicle flow, and operate
information desks to provide a user-centered and efficient parking
experience.

Insights operation
Accurately diagnose facility conditions and create predictive
maintenance strategies based on in-building operational data.

Key accomplishments

Office
- Kakao Pangyo Agit
- Cheongna Finance Center I, II
- Pangyo Seven Venture Valley
- Anlab & Solid Building
- Pangyo Enterprise Support Hub and
  Enterprise Growth Center
- Lotte Home Shopping
- Korea Citibank
- Samsung Electronics Digital City

Hotel/Resort
- SIGNIEL Busan
- Shilla Hotel
- ANDAZ SEOUL GANGNAM
- Park Roche Resort & Wellness
- VILLAGE DE ANANTI
- Inspire Resort

Nationwide unit management
- Hankook Tire
- KB Kookmin Bank
- Coupang warehouses

Hospitals
- Seoul Asan Medical Center
- Andong Hospital
- Kangbuk Samsung Hospital

Hankook Tire

KB Kookmin Bank

Kakao Pangyo Agit

Realty

Real estate asset management

Let your assets shine. From leasing to operating
to investing, we'll find the right answer for you
throughout your journey.

Operation management
Maximize efficiency and profitability with a systematic
strategy that spans asset operations - facilities, people,
energy, and more.

Manage leases
Increase operational reliability and tenant satisfaction by
standardizing the entire leasing process, from signing to
renewal, termination, and complaint response.

Building management
Protect the physical value of your assets with integrated
management of structural safety, facility maintenance,
and environmental and security.

Leasing services
Minimize vacancies with space planning and
customized leasing strategies that reflect market
demand and customer needs.

Buy-Sell / Investment advisory
We analyze location, yield, and risk to diagnose the value
of real estate and suggest the best investment strategy.

Key accomplishments

Office
- Namsan Square
- Hyundai IPARK Tower
- Integration of Sindorim D Cube City
- YTN Seoul Tower
- Urban Hive Building
- Haeundae IPARK Business Building
- Seocho Clover Tower
- China Construction Bank Tower
- Korea Listed Companies Association
  Building
- Seongnam IPARK THE URBAN
- HDC Labs Tower
- HM Tower
- Trees Building
- Incheon Dongbu Building

Rental houses
- Gocheok IPARK
- Dongtan Lake Park IPARK
- Geomdan Hanshin The Hue Urban Park
- Siheung Janghyeon Seohee STARHILLS
- Ilsan 2nd IPARK

Cultural/Commercial facilities
- Suwon IPC1~4BL
- Suwon E2
- Hyundai Bupyeong Mall
- Suwon IPC6, 7BL

Real estate investing

Strategies that expand the horizons of possibility.
Diversification and leverage make your assets
stronger and your returns richer.

Reviewing investments
Analyze the market environment, asset characteristics,
location conditions, and more, and make strategic
investment decisions based on quantitative return
forecasts and risk assessments.

Value-Add
Remodel, repurpose, and streamline operations to create
new value and maximize the value of acquired assets.

Indirect investments
Utilize a variety of structures, including funds, REITs, and
equity investments, for flexibility and risk diversification.

Manage investments
Agile response to market changes and integrated
management of long-term profitability and recovery
strategies.

Key accomplishments

Office/Hotel
- Namsan Square
- Voco Seoul Myeongdong
- HDC Labs Tower
- Trees Building
- Incheon Dongbu Building

Hyundai IPARK Tower

Gocheok IPARK

Namsan Square

Voco Seoul Myeongdong

Realty

Data solutions

Insights that read beyond the numbers. We combine sophisticated data analytics with long-standing know-how to accurately read the pulse of the real estate market and point the way forward.

Featured customers

Public

- Ministry of Economy and Finance
- BANK OF KOREA
- HF KOREA HOUSING-FINANCE CORPORATION
- SGI Seoul Guarantee Insurance — Your Best Credit Partner

Private

- SAMSUNG C&T
- SAMSUNG SECURITIES
- GS E&C
- Deloitte.

Affiliate inquiries

Solutions & Data Purchasing / CP / Content Development Research Reports / Sales & Seminars / Business & Strategy, etc.

REPS Solutions

A platform that provides over 20 years of national real estate price, occupancy, and sales data in a time series. Provide public DB connectivity, raw data (RAW) download capabilities, and analytic efficiency for practitioners.

RCS Solutions

Provides rental, sales, transaction, foot traffic, and card sales data for shopping malls, offices, and knowledge industry centers at the building and block level based on GIS technology.
The ability to download data is also supported.

K-Atlas Solutions

Visualize credit, financial, and demographic data from the Korea Credit Bureau (KCB) combined with GIS technology.
It's used for things like location feasibility analysis and demand forecasting.

RIS Customization Solutions

Based on Real Estate R114's data assets, we develop and provide customized solutions tailored to the customers' needs. Flexibly configure pricing, location analysis, neighborhood grading, report generation, and more.

Realty

Intermediary networks

Trusted connections, faster matches.
With a trusted brokerage network and integrated ad platform, we connect customers to the spaces they want accurately and quickly.

Manage platform operations

Systematize listing operations and standardize customer-facing processes to continuously improve the quality and reliability of the platform.

Brokerage and sales support

Real Estate R114 Property Management Center supports brokerage practices and increases efficiency by reducing the burden of field work on brokerage offices.

Advertising

Platforms, SNS, and YouTube come together to give your online ads a wider and deeper reach.

Online advertising

By simultaneously utilizing a network of more than 4,000 brokerages nationwide and the Real Estate R114 platform, official SNS, and YouTube channel, you can maximize the effectiveness of your advertising, including sales, leasing, and financing.

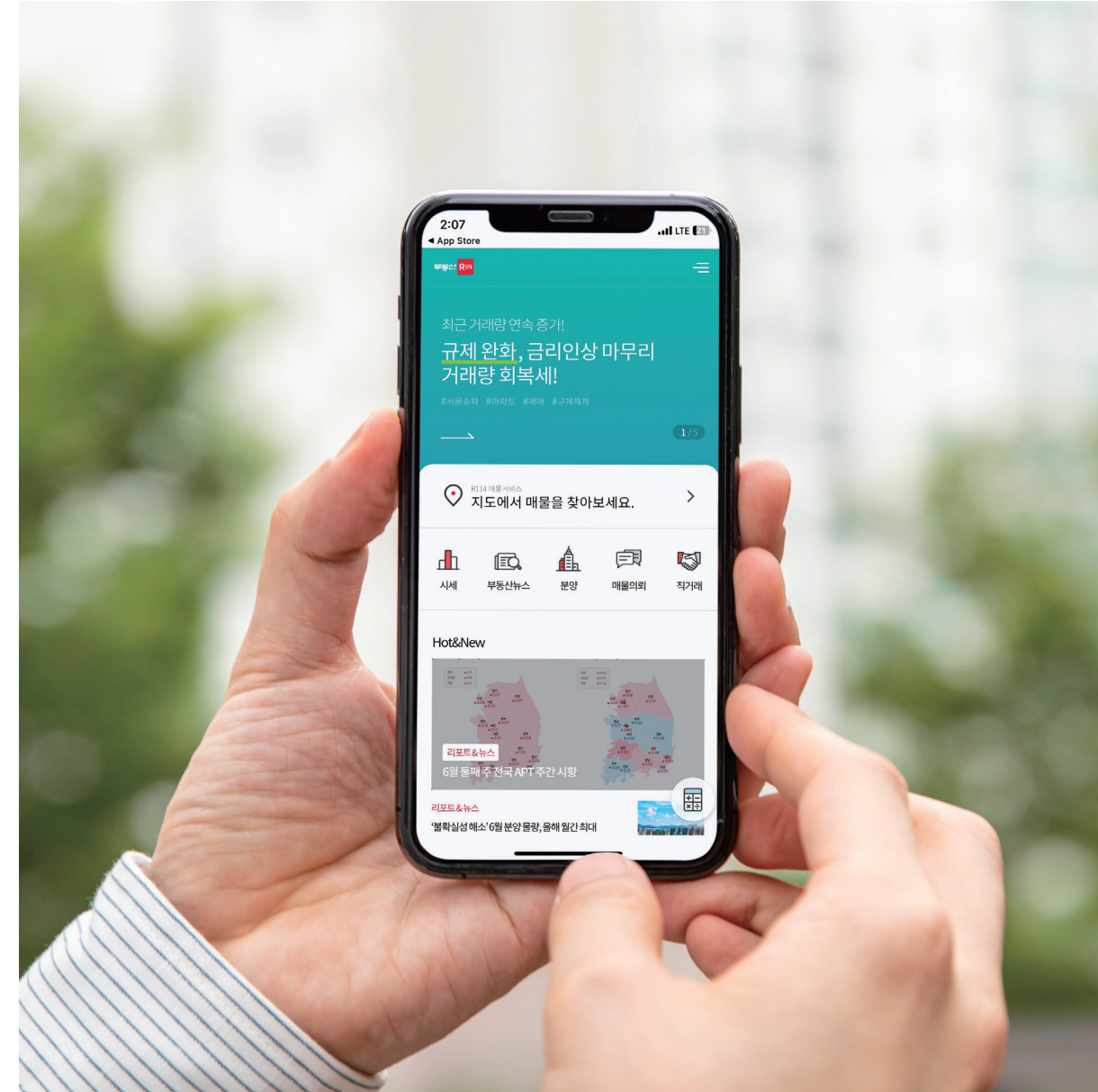### Create specialized real estate content

Based on real estate DB and research analysis, we provide high-quality content and marketing solutions to improve the brand image of construction companies. Increase efficiency by reducing the burden of field work on brokerage offices.

Official channels

YouTube   Blog

Construction Solution

Smart buildings

Every inhabited space deserves care and technology.
Your tomorrow begins with a more comfortable daily life
made possible by smart technology.

Telecommunications
Build a wired and wireless communications network that integrates voice
and data, enabling reliable information flow inside and outside the building.

Automated control
Maintain a comfortable environment and optimize energy consumption by
automatically controlling key systems such as facilities, power, and lighting.

BEMS & Renewable Energy
Realize a sustainable operating system by connecting with renewable
energy facilities such as solar power centered on the building energy
management system (BEMS).

Integrated IB
Integrate key systems such as power, lighting, facilities, and security
to monitor the health of the entire building in real time.

Video/Audio (AV systems)
Optimize audiovisual experience by building high-quality AV systems
for events, meetings, seminars, and more.

Mechanical / Electrical facility
Increase building reliability by integrating the operation and management
of critical infrastructure such as high- and low- voltage electricity, air
conditioning, and fire protection.

Integrated security
Integrate security elements such as CCTV, access control, and parking
management to create a 24-hour safe building environment.

Key accomplishments

Residential
- Yeongdeungpo Xi Dignity
- The Sharp Dongseong-ro Centriel (residential complex)
- Gwangmyeong Xi The Sharp Forena
- Gwangmyeong Central IPARK
- Maseok VILLIV CENTHI (residential complex)
- Jincheon Poonglim i-Want Trinium
- CITY O CIEL Complex 3
- Gimpo Masong Daebang Elium The First
- Gocheok IPARK

Hotel/Resort
- The-K Jeju Hotel Remodeling
- The Westin Seoul Parnas Remodel
- Yeongjong Inspire Complex Resort
- Seongmunan Country Club
- Park Roche Resort & Wellness

Other
- Hyundai Elevator Chungju Plant
- Godeok IPARK THE URBAN
- Gyeongbuk Cloud Data Center
- Gasan I-Will Data Center
- ICN10 Sangam Data Center

Construction Solution

Fire fighting

Your space is safe today with intelligent fire protection systems,
technology that protects behind the scenes.

Fire fighting systems

In the event of a fire, automated response systems such as sprinklers, emergency announcements,
door unlocking, and air conditioning switching are immediately activated. Real-time alerts are sent
to building managers and local fire departments to quickly extinguish fires and save lives.

1. Fire outbreak
Receive a fire detection
signal and send it to the
receiver

2. Fire extinguishers
Sprinkler activation

3. Emergency alerts
Activate alarms and
emergency broadcasts

4. Disaster prevention center
Identify disaster situations
and call fire station

5. Access control
Doors opening
automatically, and
securing evacuation routes

6. Fire compartments and smoke control
Preventing the spread of
fire and exhausting smoke

7. Fire station
Fire suppression

Key accomplishments

Residential
- Seoul Forest IPARK River Fore 1st
- CITY O CIEL Complex 3
- OLYMPIC PARK FOREON
- Gyeongsan IPARK 1st
- Gwangju Administrative Town IPARK
- Gunsan Lake Park IPARK
- Gaepo THE H FIRSTIER IPARK
- Yeongtong IPARK Castle Complex 3
- Daejeon Doan Central IPARK

Office
- Godeok IPARK THE URBAN
- Pangyo HK Inno N Square
- Magok IPARK THE URBAN
- Pyeongtaek Godeok IPARK 2nd
- Pyeongtaek Godeok IPARK 1st
- Uiwang Smart City Quantum
- Seongnam IPARK THE URBAN

Other
- Seongmunan Country Club
- CJ Yangji Logistics Center
- Park Roche Resort & Wellness

Seoul Forest IPARK River Fore 1st

Gaepo THE H FIRSTIER IPARK

Godeok IPARK THE URBAN

Seongmunan Country Club

Construction Solution

Interior

Design is more than just beauty, it's a language that captures a way of life. A space that harmonizes sensation and function is a quality of life in itself.

Design
With the help of professional designers, we create spaces that are both creative and functional, and create distinctive interiors that reflect the brand's identity.

Pricing
By utilizing their own materials and standardizing processes, construction companies can reduce costs and offer affordable prices to their customers.

Financial structure
We achieve responsible fund management and stable management based on the highest level of credit rating.

Completion with responsibility and construction quality
Increase construction reliability and customer satisfaction with process-specific inspections and strict quality standards.

A/S Network
Design parking lot circulation, control vehicle flow, and operate information desks to provide a user-centered and efficient parking experience.

THE H FIRSTIER IPARK community facilities

Pony Chung Foundation Building Office

Hotel/Resort
- Voco Hotel Myeongdong
- The Heaven Resort Residence
- LOTTE HOTEL JEJU L Lounge
- Oak Valley Resort
- Park Roche Resort & Wellness
- Lotte World Tower SIGNIEL Residence Club
- Park Hyatt Seoul, The Timber House
- Park Hyatt Seoul, The Lounge
- Park Hyatt Seoul, Cornerstone
- Park Hyatt Busan
- Lotte City Hotel Gimpo Airport
- Sheraton Seoul D Cube City Hotel

Residential
- THE H FIRSTIER IPARK community facilities
- Unjeong Xi Signature Model House
- Chuncheon Lake City IPARK Model House/Unit
- Maegyo Station Palucid Model House/Unit
- Yeongju IPARK Unit
- Duruyu Station Xi Model House/Unit
- Jangyu Xi the Park Model House/Unit
- Godeok IPARK THE URBAN Model House
- Dongnae RAEMIAN IPARK community facilities
- Suwon Central IPARK Xi Model House
- Ssangyong The Platinum Wando Model House
- Gwangju Gyerim IPARK SK VIEW Model House
- ePyeonhansesang Hanam Gamil Model House
- HELIO CITY community facilities

Office
- Pony Chung Foundation Building Office
- COMPASS Gocheok, Base Office
- NHN Gwangju AI Data Center
- Korea Investment Private Equity Office
- NICE Credit Center Building Office
- HDC Labs Tower Office
- Soomgo Office
- HDC Hotel Office
- Atinum Investment Office
- Aster Development Office
- HDC Office
- IPARK Tower 2 Office

Commercial facility
- 63 Pavilion Buffet Yongsan
- Toss Bank Face-to-face Center Lounge
- IPARK Mall Gocheok
- Byeollae Station IPARK Suite
- Science Village
- Lotte Duty Free
- Suwon City IPark Museum of Art
- COEX Mall

63 Pavilion Buffet Yongsan

Voco Hotel Myeongdong

Construction Solution

Infrastructure

The foundation of the city, smarter and more convenient. Infrastructure for a sustainable tomorrow, HDC Labs designs smartly.

Smart railroads
We build smart solutions that integrate and manage all aspects of railroad operations, including signaling, automated fare collection (AFC), and integrated information systems. Enable future-proof rail systems by maximizing operational efficiency and safety.

Smart roads
Provide optimized design and construction solutions for civil roads based on next-generation intelligent transportation systems (ITS-C-ITS). Realizing intelligent road infrastructure through real-time traffic control, enhanced safety, and energy efficiency.

Smart ports
We digitize all port operations, including loading, unloading, logistics, and access control, through automated systems and advanced communication infrastructure. We create a smart port environment that enhances operational efficiency and competitiveness.

Pyeongtaek-Buyeo (Western Inland) Expressway Bongsusan Tunnel mechanical equipment

SOC
- Jigae-Namsan Expressway Intelligent Traffic Management System (ITS) implementation
- Sinansan Line Double-Track Electric Railway Section 7 Platform Screen Door installation (PSD)
- Busan Container Terminal Information System Maintenance
- Integrated Information System and AFC Operations Management
- Installation and Demolition Work Related to the Improvement of ATS Facilities for Line 2 (Dangsan - Sillim)
- Incheon Subway Line 1 Geomdan Extension Line 1 Platform facility construction
- Seoul Chuncheon Roadside LCS maintenance
- Pyeongtaek-Buyeo (Western Inland) Expressway Bongsusan Tunnel mechanical equipment
- Samsung-Dongtan Express Railroad Screen Door (PSD)

Energy
- 2.71 MW of solar power plant in composition water
- 2.05 MW of stream water solar power plant
- Sangmyeong Solar Power Plant 1 MW
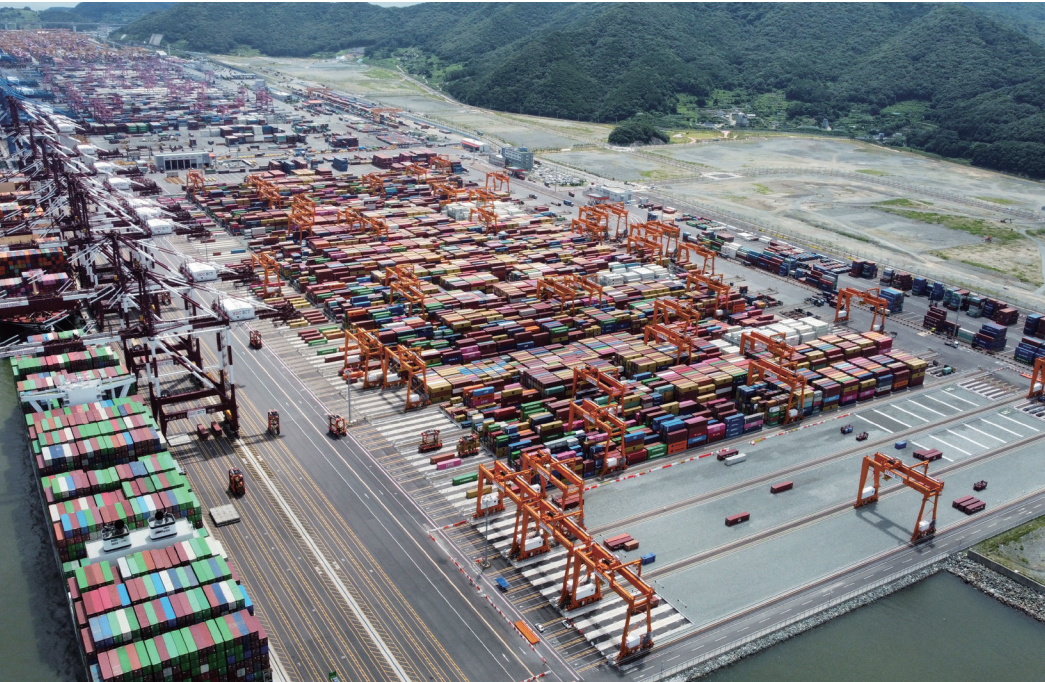
Busan Container Terminal Information System Maintenance

Affiliates

Together, we are stronger than alone. The HDC Group companies,
each with its own specialty, are now connected and embarking on a journey
of new possibilities. When we add to each other's capabilities,
small wins add up to big change. Together, we build a bigger tomorrow.

Finance - Investments

HDC ASSET MANAGEMENT

HDC Asset Management was founded in 2000 as I-Investment Trust Management Corporation, and has since established an asset management system that meets global standards. Since changing its name in 2012, it has partnered with major funds such as the Public Official Pension Service and the Housing and Urban Fund for win-win cooperation, and in 2017, it was licensed as a REITs AMC to pursue stable returns through various investment forms and business areas.

Real estate development

HDC HYUNDAI DEVELOPMENT COMPANY

HDC Hyundai Development Company was founded in 1976 and has grown into a comprehensive real estate infrastructure company after splitting into HDC and HDC Hyundai Development Company in 2018. With its IPARK brand and know-how in providing private housing, the company is highly competitive in the housing market and has undertaken various construction projects, including skyscrapers, roads, ports, and plants. We are also actively involved in the developmental construction and private SOC business, strengthening our industry leadership capabilities.

HDC I & CONS

HDC I&Cons is a specialized developer founded in 2000 and grew in 2004 by absorbing the remodeling division of Hyundai Development Company. Based on its information network with securities companies and trust companies, it focuses on the development of various small and medium-sized real estate such as small and medium-sized houses, promising commercial areas, and parking lots, and has stable capabilities in the field of construction and remodeling through technical collaboration with HDC Hyundai Development Company.

HDC IPARK MALL

HDC IPARKMALL is a combination of shopping mall and cultural space, and has become a local landmark. We are strengthening our role as a destination for shopping, leisure, and lifestyle, and continue to expand our customer experience by attracting more brands and developing content.

HDC SHILLA DUTY FREE

HDC Shilla Duty Free was established in 2015 as a joint venture between HDC Hyundai Development Company, HDC IPARKMALL, and Hotel Shilla, and operates Shilla IPARK Duty Free, the world's largest urban duty-free shop.

HDC HOTEL

Hotel Shilla's tax-free know-how and HDC's capabilities in developing complex facilities have been combined to provide a tourism and shopping complex. Hotel HDC was founded in 2005 and has grown into a specialized hospitality development and management company through the development, planning, and operation of world-class branded hotels. The company directly manages premium hotels such as Park Hyatt Seoul and Park Hyatt Busan, and has expanded its business by launching the management of Andaz Seoul Gangnam in 2019 and Voco Seoul Myeongdong in 2024.

HDC RESORT

HDC Resorts was launched in 2019 when it took over the management of Oak Valley from Hansol Development. In addition to developing Oak Valley, the first 90-hole golf course in the country, the company is a leader in wellness resorts with Park Roche Resort & Wellness and operates the family-friendly Sokcho IPARK Condo.

Technology - Advanced Materials

HDC HYUNDAI EP

HDC Hyundai EP is a functional polymer company that started as the chemical division of Hyundai Development Company in 1988, spun off in 2000, and went public in 2006. It supplies materials to various industries, including automotive, electronics, and construction, and maintains the No. 1 market share in the domestic automotive composite polypropylene market. We are also entering overseas markets such as China and India by developing new eco-friendly materials.

HDC HYUNDAI PCE

HDC Hyundai PCE is a precast concrete company that started as a division of Hyundai Development Company in 1988 and became independent in 2014. The panels are produced in a dedicated factory and assembled on-site, making them highly competitive in price and enabling fast and safe construction with excellent seismic resistance and sound and heat insulation performance. With experience in a variety of sites, including apartments, stadiums, and logistics centers, we are one of the leading precast concrete companies in Korea.

Culture - Content

HDC YOUNG CHANG

HDC Youngchang is the first piano manufacturer in Korea, founded in 1956, and is a comprehensive music company that produces and sells pianos, electronic instruments, orchestral instruments, and acoustic instruments. In 1990, the company acquired the electronic musical instrument brand Kurzweil to bolster its digital technology capabilities, and today it is a comprehensive cultural company with a global network.

HDC SPORTS

HDC Sports acquired and operates the Busan IPARK soccer team in 2000, which was founded in 1983. The team has won the FA Cup in 2004, reached the quarterfinals of the AFC Champions League, and is building a sustainable sports culture through youth development and community engagement.

Social indirect capital

Seoul Chuncheon Expressway

The Seoul Chuncheon Expressway is a 61.4-kilometer-long privately funded highway connecting Gangdong-gu, Seoul, and Chuncheon, Gangwon-do, and was built as the first privately proposed project in Korea. It is the shortest route connecting the Seoul metropolitan area, major tourist destinations in Gangwon Province, and the east coast, easing traffic congestion and contributing to the development of national balance.

North Port I-Bridge

The Busan Port Bridge is a KRW 371.5 billion project located in North Port, the largest port in Busan, South Korea. Construction began in April 2007 and was completed in April 2014. The operating period is 30 years, until August 2044. With the opening of the Busan Port Bridge, all 52 kilometers of Busan's waterfront, from Gwangan Bridge to Geoga Bridge, were connected. This eliminated the regular traffic jams in the original city center of Busan, reducing travel time as well as logistics costs.

Jigae namsan City Expressway

The Jigaenamsan City Expressway is the only route connecting Changwon city center and the northern new city, and is a BTO project that was constructed in 2018 and operated for 30 years until 2050. By establishing an internal circulation network and connecting the central axis, you can expect to reduce traffic congestion in the city.

Busan Container Terminal

Busan Container Terminal is a 630,000-square-meter terminal located on Gadeok Island in the northern sea area of Busan New Port, connected to the world's major shipping lanes, with increasing transshipment volumes. Incorporated in 2012, broke ground in 2016, completed in 2021, and operational for 28 years and 11 months, it is expected to serve as a Northeast Asian hub and import/export outpost.

IPARK Marina

IPARK Marina is a private investment project to redevelop Suyeong Bay Yacht Stadium located in Udong, Haeundae-gu, Busan. We plan to develop a 71,000-pyeong site with a 628-vessel mooring facility and accommodation and commercial facilities, revitalizing the area as a marine leisure hub and tourist attraction to contribute to the regional economy and enhance the city's status.

Tongyeong Eco Power

Tongyeong Eco Power is a private power project that operates a 1,012 MW LNG power plant and LNG storage tank in Gwangdo-myeon, Tongyeong, Gyeongnam. The plant began commercial operation in October 2024 and is contributing to economic power production and strengthening the competitiveness of the power industry through direct overseas fuel import and facility linkage.

HDC
LABS