

# THE FUTURE INSIDE

# CEO message

## **Setting a new standard for living through spatial solutions.**

HDC Labs has evolved beyond simply managing facilities and providing technology to become a smart solution partner that leverages data and AI to enable spaces to continuously create better environments on their own.

Our solutions transform every type of space—from residential and commercial environments to public infrastructure—from assets that require management into platforms that generate value. As a result, customers enjoy greater convenience and safety in their daily lives, while the asset value of each space is elevated beyond expectations.

The innovation envisioned by HDC Labs always begins with people.

Anticipating even customers' unspoken needs and delivering value that is seamlessly experienced in everyday life. This is the world we strive to create through technology.

HDC Labs will unlock the limitless potential of space, create meaningful change in people's lives, and help build the sustainable future we all aspire to.

**Lee Jun-hyung, Chief executive officer of HDC Labs**



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# Value system

## Vision

### Virtual developer

HDC Labs is a virtual developer that connects the physical world with smart services. We transcend boundaries through technology, break down the limitations of everyday life, and expand the possibilities of a new way of living.

## 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.

### Agile execution

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 Co., Ltd.
  - 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
- 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
  - Entered the interior design business

- 2000
  - Designated as a venture company
- 2001
  - Changed corporate name to Real Estate 114 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
  - Won the Grand Prize at the 11th Korea Green Energy Excellent Company Awards
- 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 Estate 114 mobile app
- 2012
  - Launched '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 R1S, a built-in real estate statistics solution

2020

- 2020
  - Entered the B2C business (launched the 'Bestin' brand)

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

- 2022
  - Launched Real Estate Rent Solution (RRS)
  - Launched Real Estate Commercial Solution (RCS), a commercial market analytics solution



- 2021
  - Established 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
  - Acquired the 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.

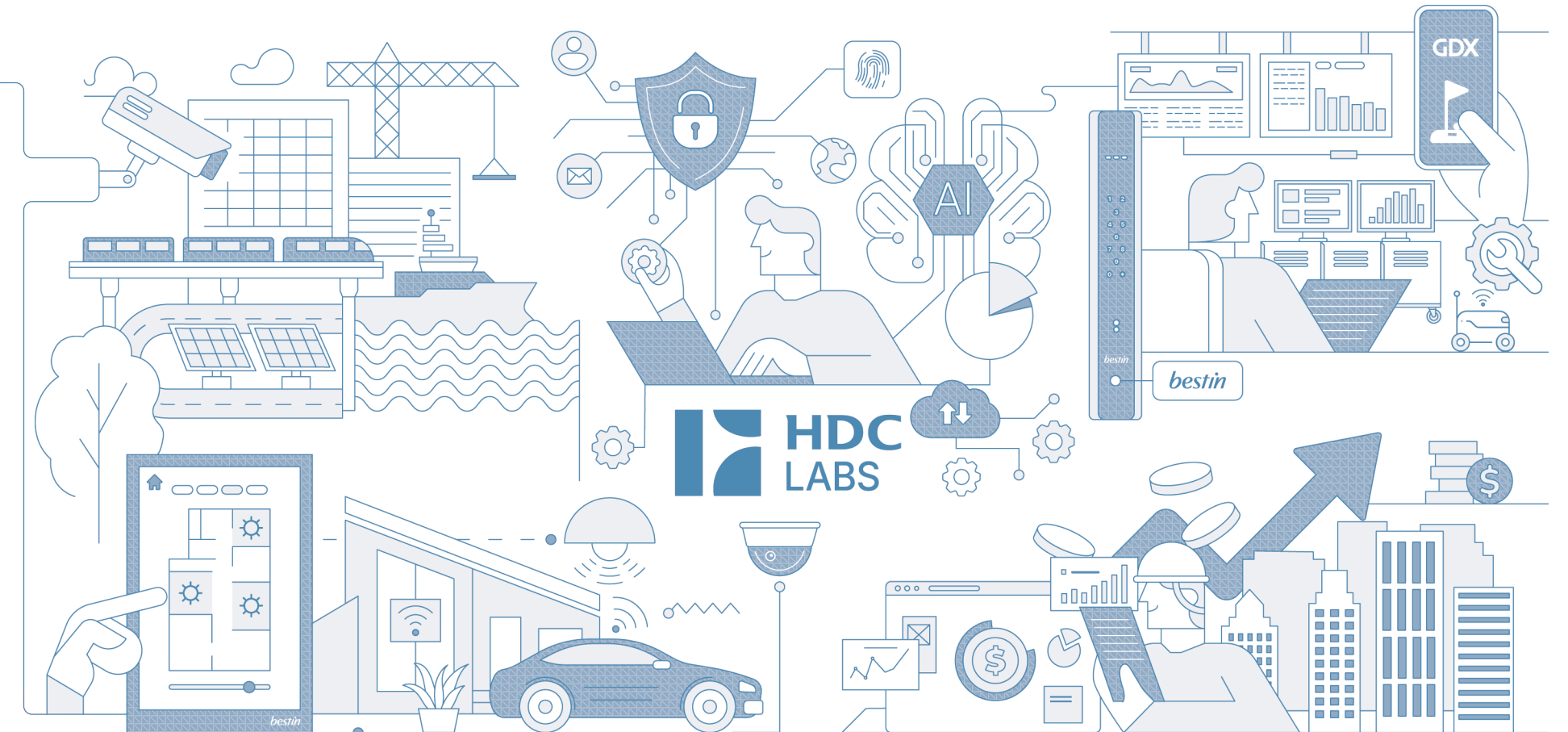
Together, we create new possibilities by reducing complexity and adding smart technology.

### AI R&D

Through R&D powered by advanced technologies such as AI, IoT, and Big Data, we build a sustainable smart building ecosystem and set new standards for space management technology.

### Solutions business

Centered on AI, data, and platforms, we seamlessly connect and expand the unique capabilities of each business to create new growth opportunities. Through real estate big data, B2C services, and new business initiatives, we deliver new value and business opportunities to our customers.



### Construction business

Through a systematic approach, we provide comprehensive solutions across smart buildings, fire protection, interiors, and infrastructure, enhancing safety and comfort while delivering differentiated construction value.

### Home business

By providing a wide range of residential services powered by AI and IoT technologies, we enhance everyday convenience and value while delivering customer-centric premium lifestyle experiences.

### FM business

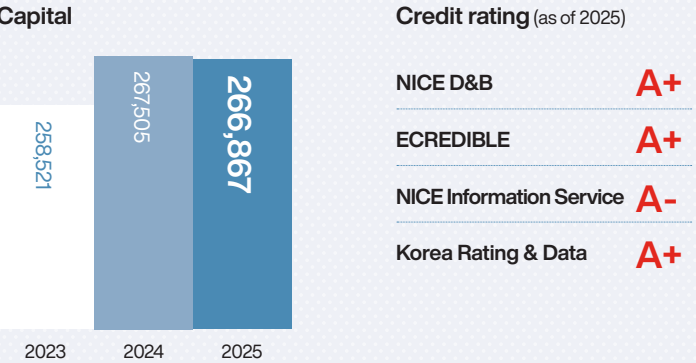
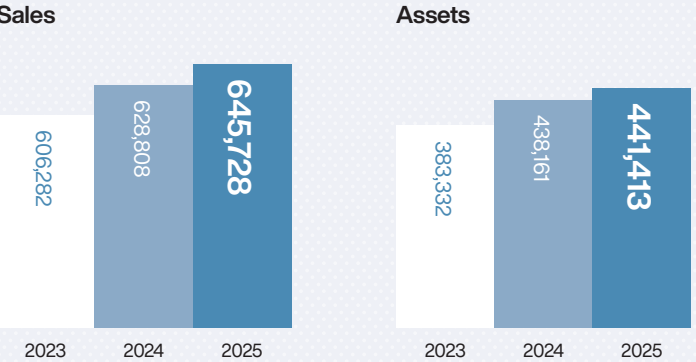
Leveraging integrated capabilities across real estate management, asset management, and investment operations, we maximize asset value and provide comprehensive, sustainable building management solutions.

# Financial highlights

Stable performance and a solid financial foundation reflect our commitment to a better tomorrow.  
Built on strong technological expertise and trust, HDC Labs is shaping a sustainable future.

## Consolidated financial statements

(Unit: million KRW)



# 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  | Method for generating domain-specific data containing user-desired objects and computing system for performing the same                                                          | 10-2963796-00-00    | 2026.05.07      |
| 2  | Method and system for personalized object tracking using a personalized database                                                                                                 | 10-2963799-00-00    | 2026.05.07      |
| 3  | Method and system for estimating space occupancy using an artificial neural network                                                                                              | 10-2958364-00-00    | 2026.04.23      |
| 4  | Method for automatically generating interior floor plans of buildings                                                                                                            | 10-2956420-00-00    | 2026.04.20      |
| 5  | Home IoT system including an AI agent trained on user-specific time-series routine data and method for generating user-specific customized information based thereon             | 10-2942432-00-00    | 2026.03.18      |
| 6  | Method and system for providing a home agent service using retrieval of a personalized database                                                                                  | 10-2942435-00-00    | 2026.03.18      |
| 7  | Method and system for detecting collision risks at construction sites using an artificial neural network                                                                         | 10-2910653-00-00    | 2026.01.06      |
| 8  | Method for providing a digital photo frame subscription service using a wall pad                                                                                                 | 10-2909533-00-00    | 2026.01.05      |
| 9  | Method and system for generating highly compatible style-transformed images                                                                                                      | 10-2908157-00-00    | 2025.12.31      |
| 10 | Method and system for generating query statements in accordance with a database query language using generative AI                                                               | 10-2892143-00-00    | 2025.11.24      |
| 11 | Method and system for detecting the presence of pets inside an elevator based on user logs                                                                                       | 10-2876730-00-00    | 2025.10.22      |
| 12 | Method and system for real-time speaker separation from voice data using an artificial neural network                                                                            | 10-2868068-00-00    | 2025.09.29      |
| 13 | Method and system for detecting parking garage fires using an artificial neural network-based hybrid model                                                                       | 10-2857163-00-00    | 2025.09.04      |
| 14 | Electronic device and method for detecting defects in interior building construction based on artificial intelligence models                                                     | 10-2809119-00-00    | 2025.05.13      |
| 15 | Method for obtaining images corresponding to electronic devices and displays of electronic devices                                                                               | 10-2793868-00-00    | 2025.04.04      |
| 16 | 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      |
| 17 | Power hub for apartment unit lighting control                                                                                                                                    | 10-2725902-00-00    | 2024.10.30      |
| 18 | Remote lighting control system for apartment units                                                                                                                               | 10-2725900-00-00    | 2024.10.30      |
| 19 | System and method for providing a resident safety service using a wall pad device with an emergency detection function                                                           | 10-2714168-00-00    | 2024.09.30      |
| 20 | Electricity cost prediction and reduction system based on energy consumption data                                                                                                | 10-3671580-00-00    | 2024.05.29      |
| 21 | Wallpad devices and methods that use OCF-based protocols and legacy protocols in parallel                                                                                        | 10-2628107-00-00    | 2024.01.18      |
| 22 | Electric vehicle charging system based on chargeable outlet                                                                                                                      | 10-2613063-00-00    | 2023.12.07      |
| 23 | Ceiling-mounted fine dust measuring device integrated with a wireless AP                                                                                                         | 10-2605883-00-00    | 2023.11.21      |
| 24 | Autolatchable door locks with push-pull handle operation                                                                                                                         | 10-2581905-00-00    | 2023.09.19      |
| 25 | Solar louvered windows with improved power generation efficiency                                                                                                                 | 10-2460661-00-00    | 2022.10.25      |

# 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                             | Elevator maintenance business                                                         |
| Real estate development business                    | Firefighting facility construction business               | Mechanical equipment performance inspection business             | Security business license                                                             |
| Housing rental management business                  | Type 1 tree hospital                                      | Elevator installation business                                   | ISO 9001                                                                              |
| Landscape planting facility construction business   | Housing management business                               | Energy conservation specialist                                   | ISO 14001                                                                             |
| Those who specialize in facilities management       | Electrical work business                                  | Metal structure window construction business                     | ISO 37001                                                                             |
|                                                     | Disinfection business                                     | First KS certification in facilities / beautification management | 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)
  - **Good Design Award Winner** Black Box Door Lock
  - **Good Design Award Winner** Smart Energy Meter
- 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)



# AX solution

## A new approach to connecting spaces and AI

HDC Labs combines a deep understanding of spaces with AI technologies to deliver AX solutions that go beyond operational efficiency and elevate the user experiences.

### Core value

#### Operational optimization

Through real-time analytics and automation technologies, we reduce inefficiencies across facility, workforce, and energy operations to create an optimized operating environment.

#### Intelligent spaces

By integrating and analyzing spatial data and leveraging AI-based prediction and control technologies, we create intelligent spaces that continuously optimize and adapt.

#### Customer experience innovation

We provide personalized services tailored to users' lifestyles and preferences, delivering differentiated experiences and meaningful new value.

# AX solution

## Core AI technologies powering our solutions

Four core technologies work seamlessly together to deliver HDC Labs' differentiated solutions.



### Vision AI

AI for object and situation recognition

Uses cameras to recognize objects and situations in real time, enabling early detection of potential risks and rapid response

#### Applications

- Construction site safety management
- Facility monitoring
- Drone patrol

People counting

AI CCTV

Safety monitoring drone



### Agentic AI

Agentic AI for autonomous decision-making and execution

Integrates people, spaces, and IoT into a unified context, enabling autonomous conversations, control, and task execution through voice commands alone

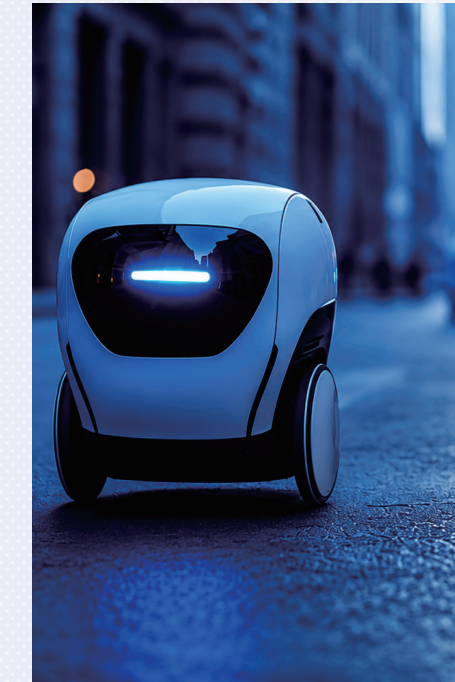
#### Applications

- AI assistant
- Conversational services

ON-DEVICE

Hyper-personalization

AI Agent



### Physical AI

Robot and drone autonomy AI

Integrates autonomous navigation, perception, and control technologies for robots and drones, enabling autonomous decision-making and operation beyond human limitations

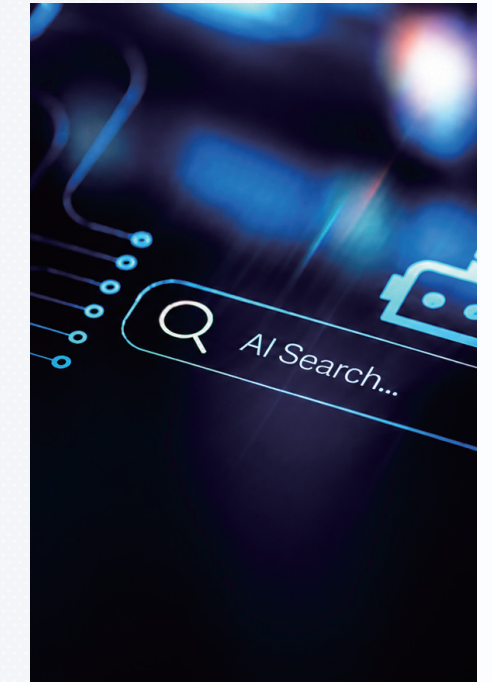
#### Applications

- Service robots
- FM site automation

Environmental perception

Decision-making and control

Autonomous navigation



### Data & AI platform

Integrated data foundation for AI operations

Integrates and standardizes distributed field data to enable AI-driven automation and actionable business insights

#### Applications

- Real estate price forecasting
- Power generation and plant operation optimization

Integrated data hub

Data-driven forecasting

RAG Chatbot



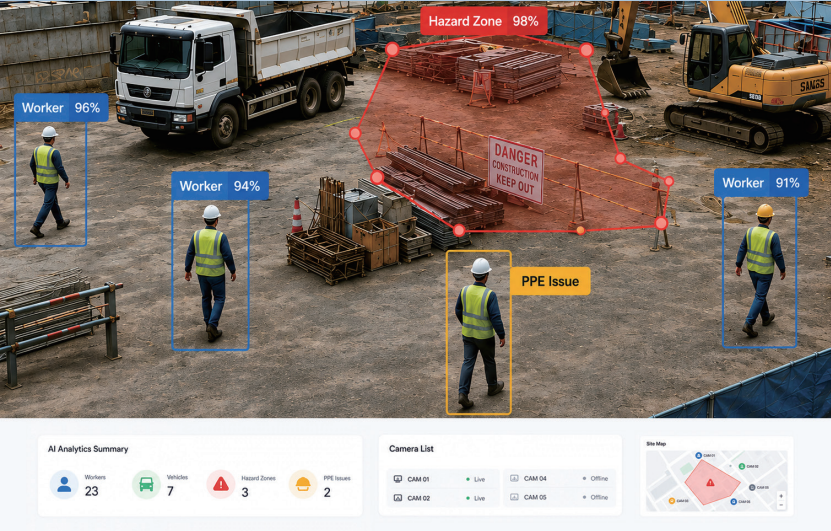
# AX solution portfolio

Safer sites, smarter spaces.  
AI is redefining the standards of operations.

## Smart safety management solution

Safety & Reliability

Anticipating risks,  
bringing safety closer



### AI construction site safety monitoring and control

Analyzes drone and CCTV footage in real time to detect on-site risks early and enable rapid response

### AI facility safety management

Detects behavioral patterns and signs of intrusion 24/7, enabling immediate on-site response

### Predictive maintenance for plants and equipment

Uses sensor data to predict equipment failures in advance, reducing downtime and maintenance costs

## Intelligent space operations solution

Asset & Space optimization

Smarter space operations,  
transformation driven by data



### Space analytics

Analyzes foot traffic and movement patterns to recommend optimal space layouts and utilization strategies

### Energy optimization

Predicts and automatically controls power consumption patterns to reduce operating costs and carbon emissions simultaneously

### Golf course management

Combines IoT and drones to monitor turf conditions and bunkers in real time, enabling efficient and systematic golf course management

By automating repetitive tasks  
and personalizing experiences,  
AI is redesigning the way we work and live.

## Integrated automation solution

Workforce automation

An environment that reduces repetition  
and enables focus on what matters most



### Robot operations automation

Uses autonomous navigation and intelligent control technologies to automate repetitive on-site tasks, improving workforce efficiency and operational productivity

### Automated data analytics and forecasting

Collects and integrates distributed operational data in real time, leveraging advanced algorithms to generate predictive insights and business intelligence

### Work copilot

Powered by LLMs, it supports document creation and internal knowledge retrieval, assisting employees with day-to-day tasks and decision-making in real time

## Companion AI solution

Personal AI

More thoughtful everyday experiences  
powered by spaces that understand people



### Smart home automation

Learns residents' daily routines and automatically optimizes residential environments, including lighting, climate control, and security

### Health-Life care

Analyzes biometric and activity data to deliver personalized wellness services

### AI assistant

Provides integrated support for schedule management, information retrieval, and space control through a natural language interface, enhancing residential convenience



# Brand portfolio

By connecting spaces and making operations more sophisticated, technology becomes a new standard for everyday life and spaces.

## Master brand

# bestin

Always ahead, naturally.  
On Life, Naturally



### Smart home brand

## Bestin

### Main products

Wall pad, lobby phone, smart switch, digital door lock, and more

### Home network systems

- Delivers a wide range of smart home functions, including in-home communication, access control and security, lighting and heating control, and energy management
- Provides customized solutions optimized for various housing types based on know-how accumulated through continuous development and supply of home network systems

### Retail sales & operations

- 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

- Elimination and prevention of viruses transmitted through respiratory droplets or contact with contaminated surfaces

### Pest control services

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

### Environmental appliances sales partnerships

- Analyze your environment to deliver a personalized hygiene program

### The brand of intelligent fire protection systems

## Bestin Fireguard

### 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 fire detection, fire extinguishing, smoke suppression, and emergency broadcasting facilities

### Luxury home solution brands

# The bestin+

High-end smart home solutions, reinventing everyday life

### Main 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

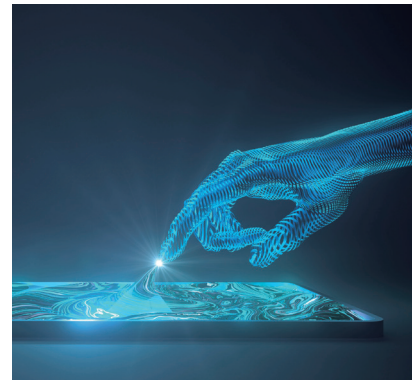
### AI technology brands

# 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

### 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

### Golf course management integration platform

# GDX

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



### Daily course inspection service

- Continuous turf quality monitoring powered by drone integration
- Early anomaly detection and rapid response powered by AI Assistant

### Map-based smart work service

- Establishes a structured GIS-based smart work environment

- Enables data-driven work management and historical tracking to reduce lead times and improve efficiency in repetitive tasks

### IoT-based course and equipment management service

- Manages equipment utilization and work quality through GPS-based tracking
- Establishes an integrated turf management system through integration with soil and weather sensors

### 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 integration across heating, lighting, gas systems, and up to 10 home appliances

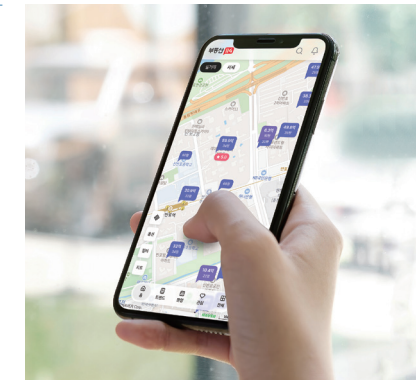
### Living communities

- Support for facility reservations, class reservations, and community use within the complex

### Real estate big data platform

# 부동산 114

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



### Data-driven information services

- Provides a wide range of real estate data, including residential and commercial transaction records, market prices, and location insights
- Delivers highly reliable information based on a real estate wiki

### Expert insights

- Provides market analysis and insights powered by real estate big data

- Supports informed decision-making through expert ratings and columns

### Integrated advertising solutions

- Delivers integrated advertising campaigns across the platform, official social media channels, and YouTube
- Supports targeted advertising based on objectives and interests, including sales, leasing, and financial services



As spaces evolve through data and AI,  
our lives move toward a better future.

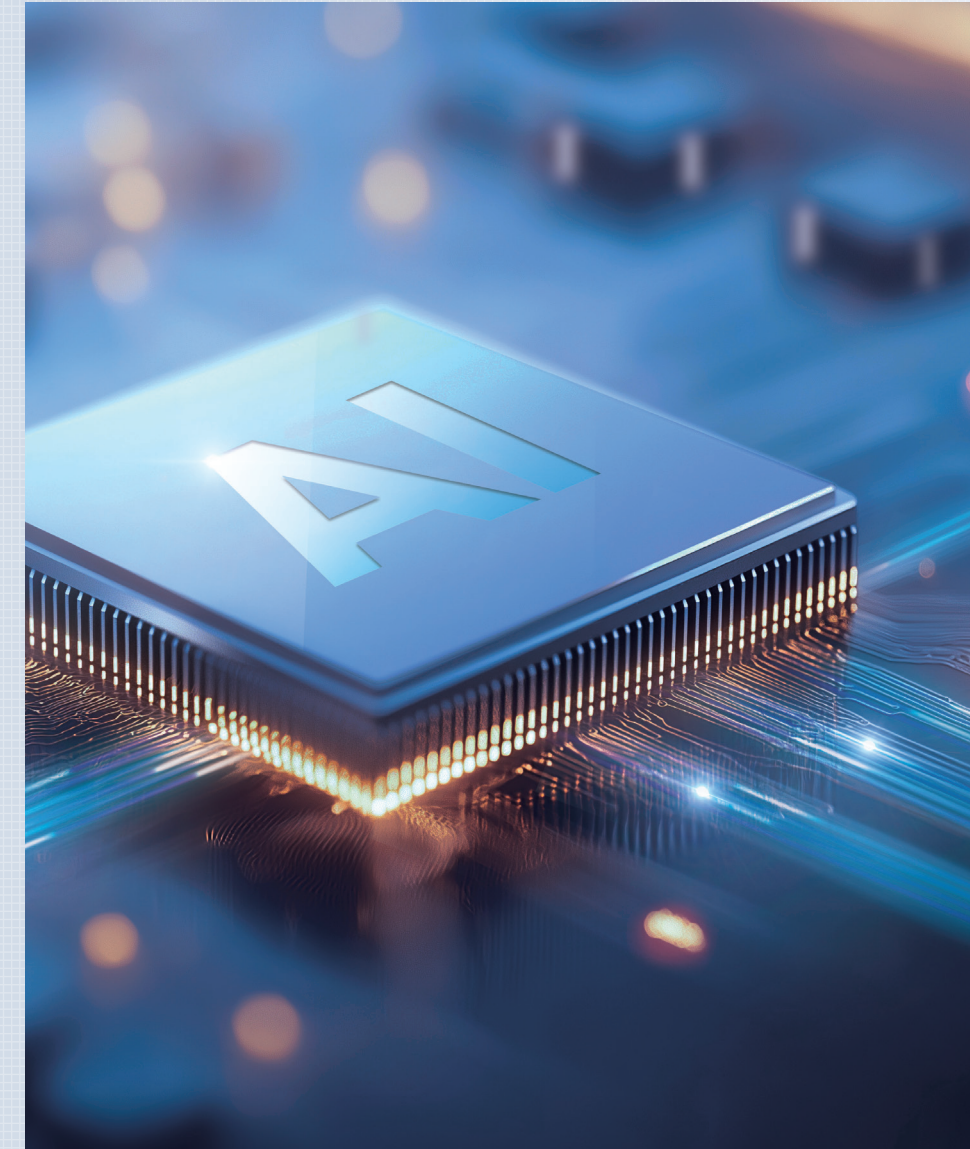
HDC Labs adds new possibilities  
to everyday life through technology.

Convenience and safety that extend even  
to the unseen, connected through seamless  
experiences.

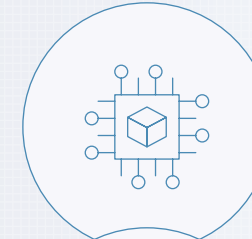
Now, we create a new future  
beyond spaces.

# AI 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



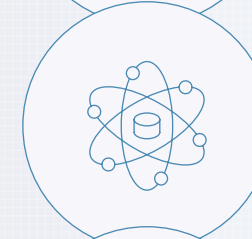
### AI safety vision & industrial site intelligence

- Site safety algorithms for anomaly detection, risk detection, and fire detection at construction sites
- Facility intelligence solutions including FM monitoring and control, people counting, and patrol robot vision



### AI agent technologies

- LLM-based routing, response, personalization agents, along with proactive engagement modules
- STT, TTS, and Voice Trigger interfaces



### AI home vision · intelligent space perception

- Home space intelligence based on behavior recognition, identity classification, and environment and situation awareness
- Context awareness for multimodal video analysis and integration with proactive conversation and personalization



### AI knowledge platform · MLOps

- Agentic RAG pipeline and domain-specific document retrieval system
- Real estate price forecasting models, vLLM serving, and MLOps infrastructure automation



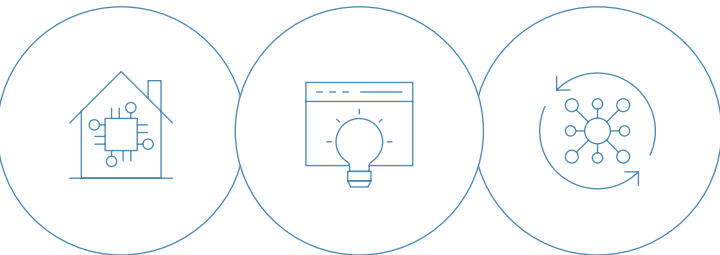
### Edge AI and on-device optimization

- Model compression (QAT/PTQ) and edge device hardware porting optimization
- LPCV-based low-power, high-performance inference optimization

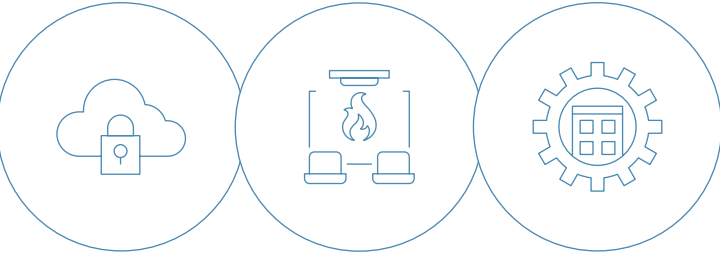


# AI R&D center

## AIoT research areas



- Developing smart home embedded solutions**
  - Integrated control of smart devices, including wall pads, door locks, and lighting
  - Wired and wireless video calling and in-home device control
- HEMS and connected lighting technologies**
  - Real-time energy consumption monitoring and usage pattern analysis
  - IoT-integrated ambient lighting control based on DC power distribution
- IoT optimization technologies**
  - Lighting system and environmental control based on short-range wireless communication
  - Integrated control technology for IoT devices and home networks

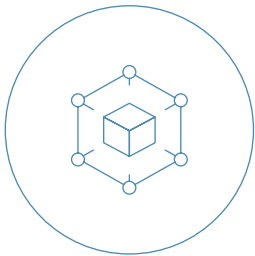


- Wireless networking and positioning technologies**
  - Wireless smart one-pass solution integrated with building entrance and elevators
  - Cloud-based integrated complex management and continuous monitoring system
- Intelligent fire protection system**
  - Design of a DCPLC two-wire communication infrastructure supporting distances of up to 1.2 km
  - Integrated fire monitoring and control system linking fire detection and facility control
- Smart building management system**
  - BACnet-based building automation and BEMS services
  - Access control controllers, biometric terminals, and embedded databases

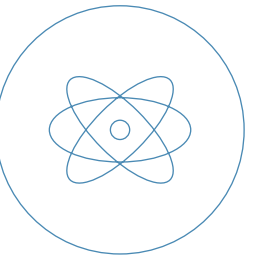


# AI R&D center

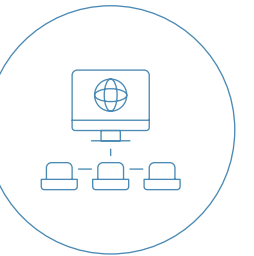
## Platform research areas



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



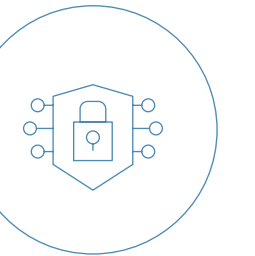
- Distributed environment and application integration technologies**
- Microservices, load balancing, and high-availability distributed processing technologies
  - Legacy and modern system integration based on API gateways and service mesh



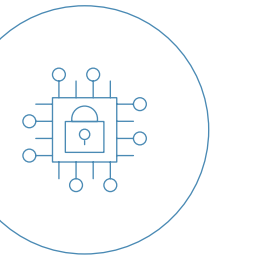
- Cloud and network operations management**
- Multi-cloud and hybrid cloud resource provisioning and operations automation
  - SDN-based network virtualization, traffic optimization, and security policy enforcement



- System software**
- Monitoring, log analysis, and patch management for reliable operations
  - Container and virtualization environment optimization and system performance tuning technologies



- Cloud computing and security technologies**
- Data center infrastructure deployment, resource management, and disaster recovery systems
  - Cloud security based on multi-tenant isolation, encryption, and intrusion detection



- Information security and security monitoring technologies**
- Data encryption, RBAC/ABAC access control, and SSO/MFA authentication
  - Real-time security log analysis (SIEM) and threat intelligence response



# Solution

## Smart solution

We transform both space value and operational efficiency through AI-based integrated smart solutions across residential, commercial, and industrial environments.



### New solution planning

We comprehensively analyze market conditions and customer needs, developing strategies aligned with business objectives to design solutions that solve real-world challenges and deliver measurable results.



### Data-driven service design

Leveraging AI and data-driven insights, we design service architectures and user experiences while developing actionable strategies optimized for operational efficiency.



### Customized solution implementation

We develop tailored implementation approaches that reflect industry-specific characteristics and operating environments, providing execution strategies that maximize deployment success and business impact.



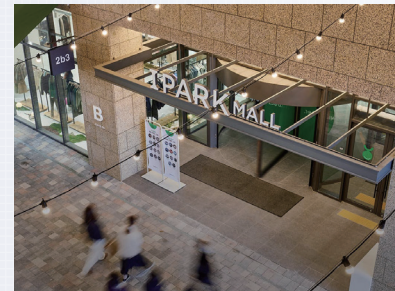
### Continuous advancement

We analyze performance based on operational data and continuously improve service strategies and operational practices to maximize the value of our solutions.

## Key accomplishments



Safety monitoring and control at the Seoul One construction site of IPARK Hyundai Development Company



People counting and customer journey analysis at IPARK Mall



PARK ROCHE AI Agent Smart Home

# Solution

## Care services

Leveraging extensive operational expertise, we provide integrated management services across the entire space to ensure consistently comfortable and hygienic environments.



### Pest control

We analyze a wide range of environments, including industrial facilities and residential spaces, and develop customized pest management strategies tailored to their environmental characteristics and intended use.

### Space care

We systematically manage everyday facilities and living environments, including heat recovery ventilators, air conditioners, kitchen hoods, and mattresses, to maintain consistently comfortable and hygienic conditions.

### Rental care

We develop and provide care products tailored to the characteristics of each space, including hand sanitizing dispensers, toilet sanitizers, automatic air fresheners, and space sterilizers, and maintain optimal environments through continuous management services.

## Home appliances

We enhance convenience and efficiency in residential environments by offering smart home appliances optimized for everyday living, creating a premium home lifestyle.

### Premium door locks

From fingerprint recognition to facial recognition, our advanced authentication technologies enhance everyday convenience and security. We develop and deliver smart door locks optimized for residential environments, leading the premium door lock market.



BESTIN IDL-400R



BESTIN IDL-312R



# Solution

## Data solutions

We combine sophisticated data analytics with extensive industry expertise to provide deep insights into real estate market trends and future opportunities.



### Real estate 114

A comprehensive platform that delivers integrated real estate insights, from property search to market analysis. Users can access residential and commercial transaction records, market prices, and location insights at a glance, while benefiting from expert analysis and content that support informed decision-making.



### PropX residence

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.



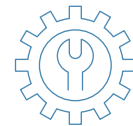
### PropX commercial

Provides GIS-based building- and block-level data for retail properties, office buildings, and knowledge industry centers, including estimated rents, rental rates, sale prices, transaction prices, foot traffic, and credit card sales. 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 114's data assets, we develop and provide customized solutions tailored to the customers' needs. Develops and provides various functions, including sales price estimation, location analysis, area grading, and report generation, to improve the efficiency of site analysis tasks.

## Advertising

Strengthens brand image through real estate data- and research-driven content creation and drives tangible customer conversion.

### Online advertising

By leveraging the Real Estate 114 platform, official SNS channels, and YouTube channel simultaneously, advertising effectiveness for property sales, leasing, financial services, and more can be maximized.

### 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.



Real estate 114 platform

### Official channels

Real Estate 114



YouTube



Blog



# Solution

## Proptech research

Through more than 30 years of accumulated real estate big data development and technology innovation, we provide comprehensive solution services spanning residential and commercial real estate.

### Real estate big data development

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 consulting and collaboration

We provide market analysis and research advisory services to support policy development for government agencies and public institutions, while facilitating public-private collaborative data research initiatives.

### Featured customers

Public



Private





# Home

## Smart home

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.



## KNX system solution

**A premium residential solution for high-end homes, delivering exceptional system interoperability**

Based on the European standard protocol, user-centric devices and systems can be selected from the earliest stage of building design. This enables more efficient and convenient system configuration and operation while supporting the implementation of environment-optimized system architectures through seamless compatibility with a wide range of domestic and international products.



## 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.

## 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.



# Home

## Production & Quality management

We deliver quality that customers can trust with confidence.  
Through rigorous standards and continuous system management,  
we provide consistent quality and reliability.



### Quality control

In accordance with rigorous internal criteria and domestic and international standards, we manage and maintain precise quality across all solutions, including home networks, door locks, LED lighting, and fire protection systems, delivering reliability customers can trust.



### Product validation

We conduct rigorous validation of newly developed products to enhance product performance and continuously improve them to ensure consistent quality over time.



### Get and keep certifications

We obtain and maintain product certifications in accordance with domestic and international standards, ensuring that only products meeting the highest quality requirements are delivered to customers.

## Manage CS

Through a nationwide CS network and digital customer management system,  
we deliver integrated services that prioritize customers at every stage,  
from planning to operations.



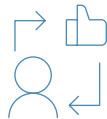
### Manage customers

We operate a structured digital customer management system and provide responsive, customer-focused support services through experienced customer service professionals.



### Nationwide A/S system

Supported by a nationwide service network, experienced engineers accurately diagnose root causes and resolve issues efficiently, helping customers return to their daily routines as quickly as possible.



### Customer satisfaction services

Through a robust operating system and responsive on-site support, we go beyond problem-solving to build lasting trust through attention to every detail.

# Home

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

## 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

## 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
- Gangbuk 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 LE-EL 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
- Gonjam 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



# Construction

## 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.



### Audio-visual (AV) systems

Optimize audiovisual experience by building high-quality AV systems for events, meetings, seminars, and more.



### Mechanical and electrical systems

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 Centrirel (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 Ellum 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

## Fire protection

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

### Fire protection 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.



## 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



# Construction

## 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.



### Cost competitiveness

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

## Key accomplishments

### Hotel/Resort

- Oak Valley Resort Hills Village
- Pullman Ambassador Seoul Eastpole
- 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

- DEFINE Yeonhui Model House
- Taehwa River CENTRAL IPARK Unit
- Uilwang City Hall Station SK VIEW IPARK Model House
- 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
- Duryu 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
- ePyeonhangesang Hanam Gamil Model House
- HELIO CITY community facilities

63 Pavilion Buffet Yongsan



Voco Hotel Myeongdong

### 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

# Construction

## Infrastructure

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



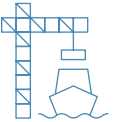
### Smart railroads

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

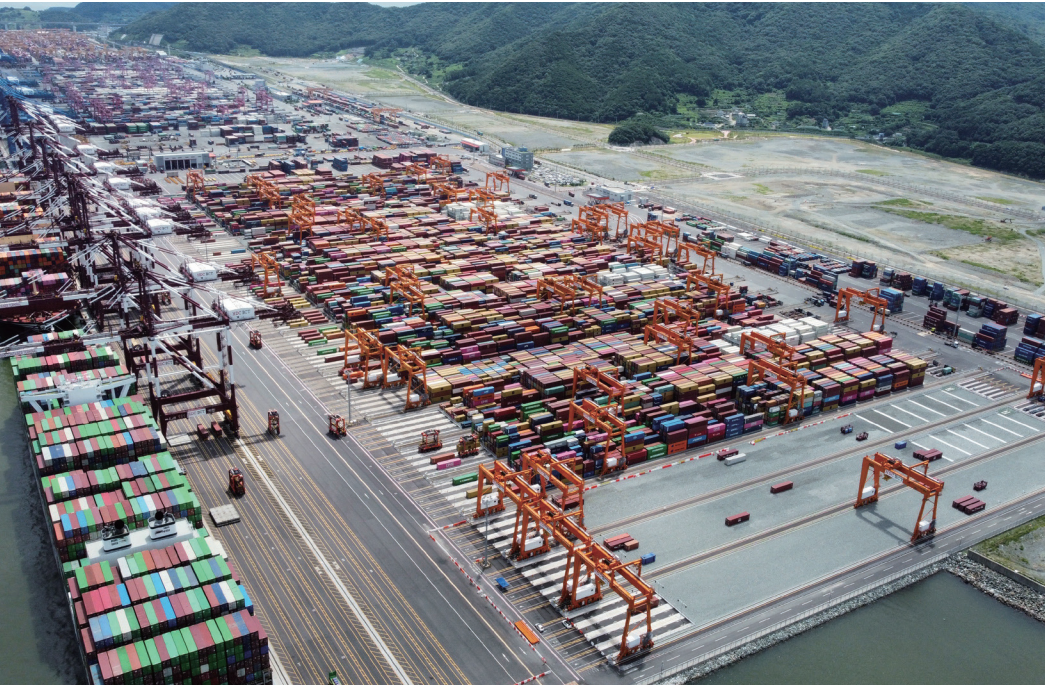
## Key accomplishments

### 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

- 2.71MW of solar power plant in composition water
- 2.05 MW of stream water solar power plant
- Sangmyeong Solar Power Plant 1MW



Busan Container Terminal Information System Maintenance



# Facility management

## Real estate total management

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.



### Manage beautification

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



### General affairs and administrative support

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



### Security and information services management

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



### Manage parking

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



### Insight platform operations

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



KB Kookmin Bank



Hankook Tire



## 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



Kakao Pangyo Agit



# Facility management

## Real estate asset management

We help maximize the value of your assets by providing tailored solutions across the entire real estate lifecycle, from leasing and operations to investment advisory services.



### Operations management

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



### Leasing management

We standardize the entire process, from lease execution and renewal to termination and tenant service management, enhancing operational stability and tenant satisfaction.



### 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.



### Acquisition, disposition, and investment advisory services

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

Hyundai IPARK Tower



Gocheok IPARK

# Facility management

## Investment

Through diversification and leverage, we strengthen asset stability and enhance return potential.



### 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

Namsan Square



Voco Seoul Myeongdong



# 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.

## LIFE



As a global developer building a prosperous future through challenge and innovation, IPARK Hyundai Development Company presents a new paradigm for Korea's residential landscape and brings new vitality to cities through landmark developments nationwide. Leveraging unrivaled mixed-use development capabilities, we maximize asset and place value by seamlessly integrating residential, commercial, cultural, environmental, and infrastructure elements to create sustainable cities where people and communities thrive together.



IPARK I&CONS is a specialized developer focused on distinctive residential developments such as terrace houses, officetels, and apartments, as well as non-residential developments including offices, logistics centers, and knowledge industry centers. Leveraging proprietary development know-how and accumulated technical expertise, we lead changes in the domestic real estate market and continuously strive to enhance customer value by advancing residential development capabilities, refining non-residential development and operating models, and expanding our portfolio.



As Korea's first mixed-use shopping mall, IPARK Mall has evolved beyond traditional retail into a destination defined by differentiated content and merchandising excellence, backed by 20 years of expertise that pioneered the culture of "Malling." Building on the success of its Yongsan flagship location, IPARK Mall is expanding to Gocheok and establishing a new benchmark for future lifestyles through the Seoul One project, where residential, business, and commercial functions converge. By standardizing commercial space development and operating models, we strengthen mixed-use complex consulting capabilities and build sustainable offline platforms.



IPARK Shilla Duty Free is an urban duty-free retail operator established in 2015 as a joint venture between HDC Hyundai Development Company, IPARK Mall, and Hotel Shilla. Shilla IPARK Duty Free offers a convenient shopping experience for domestic and international customers, featuring more than 600 brands, including K-fashion, jewelry, and cosmetics, in a spacious and comfortable shopping environment. The synergy between Hotel Shilla's expertise and HDC's mixed-use facility development capabilities continues to drive sustainable growth.



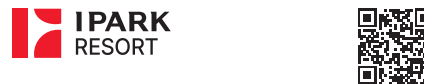
IPARK Young Chang is committed to broadening access to music and enriching music culture through its expertise in musical instrument manufacturing and distribution. Through product excellence and high-quality service, we meet the needs of musicians and educational institutions while promoting cultural value through music. We also expand experiential opportunities through partnerships and content, strengthen support for educational settings, broaden engagement with diverse music ecosystems, and build brand trust. Through these efforts, we contribute to sustainable cultural growth.



IPARK Sports operates Busan IPARK, a professional football club based in Busan, with a focus on player development, fan engagement, and the promotion of community-based sports culture. By extending engagement with Busan fans beyond matchdays and stadiums into everyday life, we foster a vibrant football culture and strengthen our role as a leading professional sports club growing alongside the local community.



Hotel IPARK is a specialized hotel operation and development company that has led Korea's hospitality industry through collaborations with the world's leading hotel brands. Across key urban destinations including Seoul and Busan, we develop luxury hotels, lifestyle hotels, mixed-use developments, and F&B businesses, continuously delivering distinctive guest experiences and service excellence.



IPARK Resort operates integrated resort destinations featuring Korea's largest 90-hole golf infrastructure, along with accommodations, leisure, dining, arts, culture, and entertainment, delivering a distinctive premium lifestyle experience. By combining space development, landscape architecture expertise, and resort operation capabilities with distinctive wellness infrastructure, we build sustainable resort models that exist in complete harmony with nature. Based on an authentic wellness philosophy, we lead the premium hospitality market while expanding our business areas.

## IPARK MARINA

IPARK Marina is committed to advancing marina culture and expanding participation in marine leisure activities. By combining marina operations expertise with leisure content and service excellence, we enhance customer experiences while strengthening safety, convenience, and accessibility. We serve as a platform that supports the growth of the marine tourism and leisure industries.

# Affiliates

## AI



HDC Asset Management is a comprehensive asset management company that places customer trust as its highest priority and invests across a wide range of asset classes, including domestic and international equities, bonds, real estate, and overseas credit securities. Based on deep insights into asset characteristics and market conditions, we have pursued stable long-term performance through rigorous analysis, a systematic investment management process, and disciplined risk management, earning continued recognition from investors for our investment expertise and reliability.

## ENERGY



HDC Hyundai EP is an advanced materials company providing polymer compound and building materials solutions for a wide range of industries. Leveraging a broad portfolio of PP, PE, EP, and PS products, we deliver material solutions precisely tailored to customer requirements while reinforcing partner trust through consistent quality and supply reliability. Through R&D-driven innovation in sustainable materials, we continue to contribute to enhanced manufacturing competitiveness and improved quality of life.



HDC Polyall is a specialized materials company that develops and manufactures high-performance engineering plastics centered on the world's first chlorine-free eco-friendly PPS (Polyphenylene Sulfide) material. PPS is a super engineering plastic offering exceptional lightweight characteristics, high strength, heat resistance, and chemical resistance. It is widely used as a high-performance alternative to metals and conventional plastics across automotive, electrical, electronics, and industrial applications.



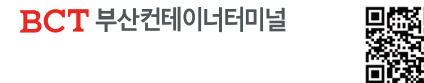
CJ HDC Biosol is a specialized bio-based sustainable materials company jointly established by CJ CheilJedang and HDC Group, focusing on sustainable solutions utilizing bio-based feedstocks. In response to growing global demand for eco-friendly and low-carbon materials, the company is advancing the development and commercialization of bio-based materials applicable across a wide range of industries.



HDC Hyundai PCE is an integrated precast concrete manufacturing and engineering company that has led a safer and more efficient construction culture through the PC (Precast Concrete) method, which enables the prefabrication of customer-tailored concrete products in dedicated manufacturing facilities. By minimizing on-site construction activities, we enhance safety and efficiency, promote sustainable construction practices, and contribute to the development of sustainable urban environments through ESG-driven management.

## TONGYEONG ECO POWER

Tongyeong Eco Power is an energy operating company established to support the stability of Korea's power supply and demand and promote regional economic growth. Based on a 1,012 MW LNG combined-cycle power plant and a 210,000 kℓ LNG storage facility located in the Anjeong National Industrial Complex in Tongyeong, Gyeongsangnam-do, we operate integrated energy solutions spanning the entire value chain from natural gas import and storage to power generation and sales.



Busan Container Terminal strives to become a customer-centric container terminal with world-class operational efficiency, delivering superior value through excellence across the logistics supply chain. Strategically located at the entrance to Busan New Port, we enable rapid vessel berthing and leverage an advanced yard layout and state-of-the-art operating systems to deliver long-term competitiveness and set new standards for port operations.



Bukhang I-Bridge supports safe mobility through the operation and maintenance of key bridge infrastructure serving Busan Port. Prioritizing infrastructure safety and operational reliability, we continuously enhance inspection and maintenance systems while improving service quality and user convenience. Through the reliable operation of urban infrastructure, we strengthen regional connectivity and create lasting value for communities.



The Seoul-Chuncheon Expressway is a key transportation corridor linking the Seoul metropolitan area, Gangwon Province, and the East Coast economic region, strengthening east-west connectivity across Korea and facilitating the movement of people and goods. Since its opening in 2009, it has improved accessibility to the Seoul metropolitan area through route optimization and has served as a successful public-private partnership model that achieves both public value and profitability. Leveraging extensive operational expertise and data-driven intelligent management, we enhance travel efficiency and continue to evolve as a sustainable infrastructure operator.





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.





