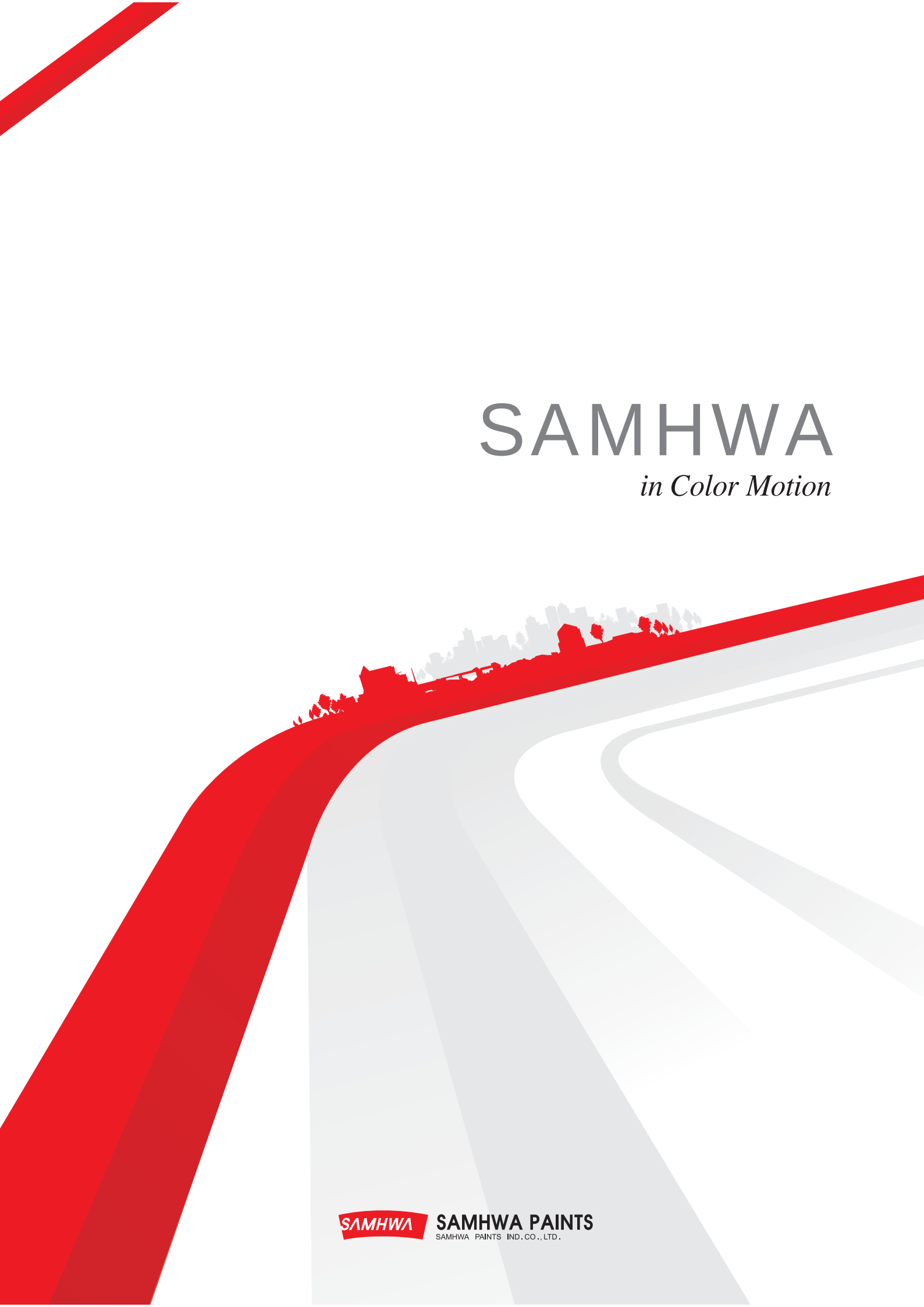




SAMHWA

in Color Motion



SAMHWA PAINTS
SAMHWA PAINTS IND.CO.,LTD.



COLOR in MOTION

; Color the world

Samhwa Paints colors the world.

Imagine the future of paint that we will soon face.

You may forget everything about paint that you know today.

Don't assume that it's only an imagination.

Just like our limitless imagination, Samhwa Paints' products are limitless.

Samhwa Paints brings color to the world beyond paint.



SAMHWA in Color Motion

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About SAMHWA

COLOR, MOTION, SAMHWA

SAMHWA makes a beautiful world of color for harmony between human and nature with creative mind that makes our living areas beautiful and rich and honest mind for laugh of children and the nature of the future.

Committed to create a world with color, Samhwa Paints has been leading paint industry in Korea since its establishment in April 1946. Its passion and love for challenge together with world-class technology and quality enabled Samhwa Paints to grow into a global paint company. In the core of globalization of Korean paint industry, there is Samhwa Paints.



Core Values



Samhwa Paints grows into a global paint company that provides a wide range of coating products and one-stop service for our everyday life and fundamentals of the industry through its five core values.

Message of the CEO

SAMHWA

삼화페인트



SAMHWA PURSUES THE DREAM AND THE FUTURE

SAMHWA makes coloring dream and future with harmony of people, environment and paint. SAMHWA begins afresh powerful 2nd leap for future.

Samhwa Paints has grown into a leading paint company in Korea through continuous remarkable development, based on technologies accumulated in various sectors over its half-century of history and strong financial structure. The upcoming future is an era of infinite competition requiring change and creativity. In order to successfully carry out future business, Samhwa Paints has thoroughly secured success factors including accumulated advanced technology, aggressive investment in facility, outstanding human resources developed through professional training as well as transparent management.

Oriented toward its principle of environmentally conscious growth, Samhwa Paints has been producing environment-friendly products such as non-toxic paint, water-soluble paint and powder coatings and has launched world-class electronic material products. Samhwa Paints is a model of advanced chemical company. Today, to achieve its ambitious goal to lead the global market, Samhwa Paints strengthens its global competitiveness including continuous research and development, production process improvement, reinforced marketing in overseas market, as well as management innovation. Foreign subsidiaries were established in China, Vietnam and Malaysia for this purpose.

To conclude, I would like to thank all our customers and investors for their continued supports. Samhwa Paints is committed to put customers' trust in the first place by keeping the promise with customers through advanced technology and services.

Jang-Yeon, Kim, CEO



New Challenge

TAKE OFF TO A NEW ERA!

Color the future with challenge and passion.



Samhwa Paints will open a new page of history of paint.

To suit the word "best", Samhwa Paints takes off to become unapproachably the best paint company with its love for new challenges and passionate enthusiasm.

From **1940**
To **1989**

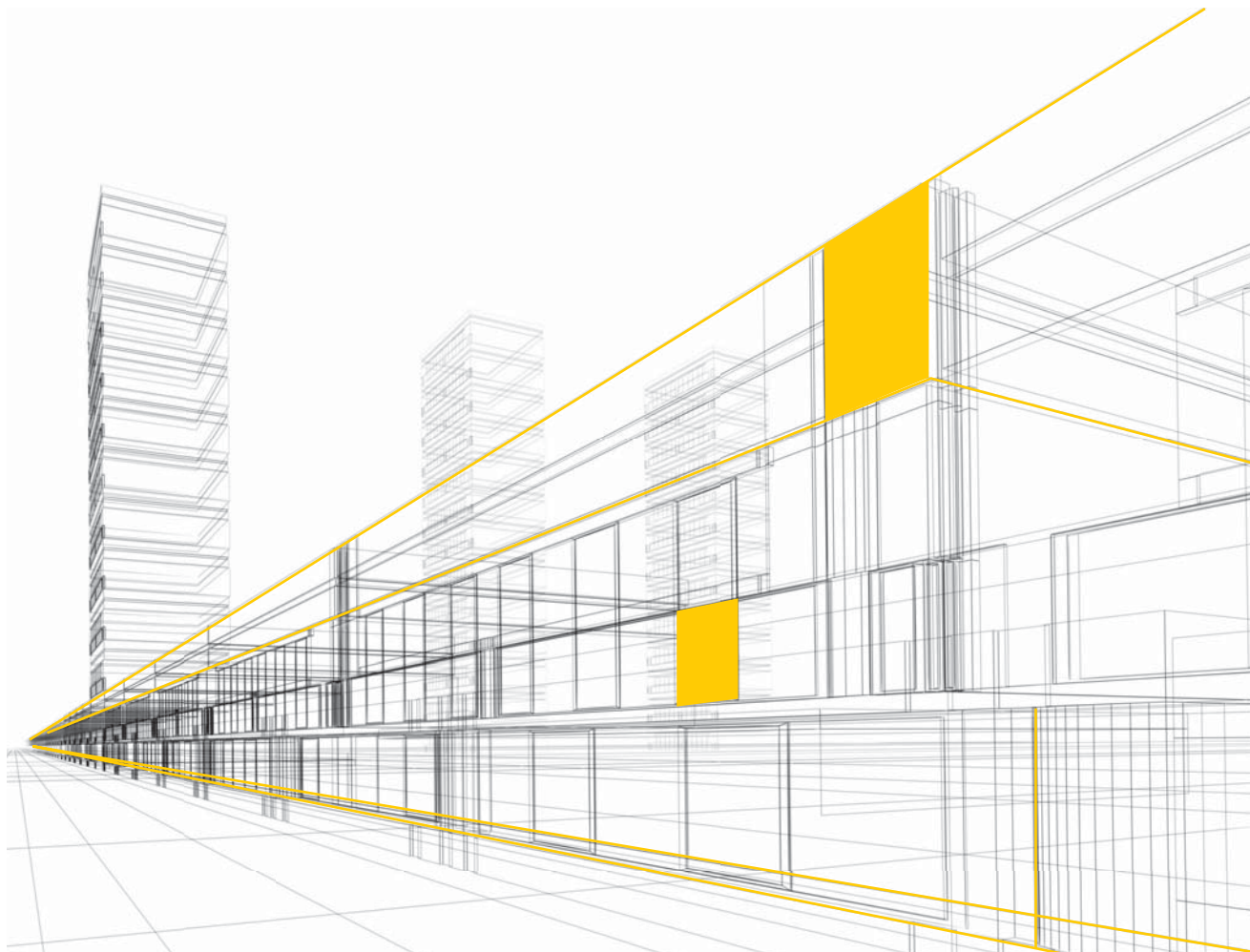
Prior to 1990s, Samhwa Paints established its fundamental strengths to become the best paint company in Korea by enhancing its competencies and accumulating technologies.

From **1990**
To **1999**

In the 1990s, Samhwa Paints was recognized in both domestic market and international market for its advanced technology. Samhwa also prepared itself for a takeoff to become a global company with the current CI.

- 1946** Established as Donghwa Industrial Co., Ltd.
- 1964** Changed corporate name to Samhwa Paints Industrial Co., Ltd.
- 1968** Obtained KSM5310 and seven other KS(Korea-Standard)
- 1976** Received the President's Award for its honesty on tax returns
- 1976** Developed the first fire retardant paint in Korea
- 1980** Received Bronze Tower Industrial Award for its honesty on tax returns
- 1982** Signed a technical license agreement for heavy-duty coating with AMEON Corp. in the USA.
- 1983** Received the President's Award for its honesty on tax returns
- 1987** Signed a technical license agreement for PCM coatings with NOF Corporation in Japan
- 1988** Established "Chugoku Samhwa Paints Limited" as a joint venture with Chugoku Marine Paints, Ltd.

- 1993** Completed and started operation of the new plant in Shihwa
- 1993** Increased contributed capital to KRW 8.6 billion
- 1993** Listed on Korea Stock Exchange
- 1994** Signed a technical license agreement for PCM coatings with "AKZO RHENACOAT S.A." in France
- 1995** Signed a technical license agreement for powder coatings with POUDROC COATINGS in France
- 1996** Established POWCHEM Ltd. to produce powder coatings
- 1996** Signed a technical license and exclusive sales agreement with ICI AUTOCOLOR in the UK for car refinish coatings.
- 1998** Obtained ISO 9001 certificate from Korea Management Association
- 1998** Expanded product capacity of PCM plant
- 1999** Signed a technical license agreement for can coatings with DIC in Japan



From **2000**
To **2003**

From 2000 to 2003, Samhwa Paints aggressively penetrated into overseas market. Samhwa Paints also prepared for the future by entering into technological alliance with Japanese companies with advanced technology.

From **2004**
To **Present**

Samhwa Paints shifted its focus from the best technology to environmental management for environment, human and future.

- 2000** Increased contributed capital to KRW 11.2 billion
- 2000** Established Weihai Samhwa Paints Co., Ltd. in China
- 2000** Expanded product capacity of can coating plant
- 2000** Established a local office in Shanghai
- 2001** Signed an exclusive supply agreement for car refinish coatings with BASF COATING
- 2001** Developed the first flame retardant cable coatings in Korea
Obtained NF Mark and received the Presidential Award for commercialization of new technology
- 2002** Obtained ISO 14001 Environmental Management System Certificate from Korea Management Association
- 2002** Obtained a certificate for polyurethanes for sports from International Association of Athletics Federation
- 2002** Signed a technical license agreement for plastic coatings with Nagashima in Japan

- 2004** Established Samhwa Paints Zhangjiagang Co., Ltd. in China
- 2004** Obtained the first "Excellence" in environmentally friendly quality certificate in Korea
- 2005** Received the first prize for environmental management
Selected as an exemplary company for environment management
- 2005** Received "Gyeonggi Environment Green Awards" in water quality section
- 2006** Signed technical license agreement with Streicolor AG in Switzerland
- 2006** Obtained a certificate of accreditation for the first organic solvent based fire-retardant coatings that resists heat for two hours in Korea
- 2006** Merged with POWCHEM
- 2007** Received the first prize of Environmental management Awards in product sector
- 2008** Completed and started operation of Gimhae Plant
- 2010** Added Koneart Co., Ltd. to its affiliated companies
- 2010** Obtained an APR1400MWe certificate for improvement in environmental radiation protection coating system
- 2010** Established SAMHWA Paints Vina, a local subsidiary in Vietnam
- 2011** Established a joint venture, Samhwa Paints (M) SDN.BHD
- 2012** Signed a strategic technological alliance with NCS Color AB, a specialist in color in Sweden
- 2012** Added SM2 Networks Co., Ltd. to its affiliated companies

CREATING VALUE IN GREEN ENVIRONMENT

SAMHWA makes coloring dream and future with harmony of people, environment and paint. SAMHWA begins afresh powerful 2nd leap for future.





It all began by thinking green.

Color creator, Samhwa Paints is committed to continuous research and development, and investment to strengthen its position as an environmentally friendly company that leads environmental management and green growth. Samhwa Paints' products are known as environment and human-friendly produced through low-pollution product development for the nature, and continuous R&D activities for environment-friendly paint development for human.

Finally Samhwa puts green in its color.

Natural color technology of Samhwa is a result of environment-friendly research, focusing on nature and people. In order to produce paints that make human and nature healthier and more beautiful, Samhwa Paints focuses on research and development of environment-friendly products by reducing harmful and toxic elements and adding beneficial elements. Natural color technology of Samhwa produces only excellent quality products that bring the color and the nature into one.

FOR BETTER TOMORROW

Samhwa Paints draws a happy tomorrow for everyone. Thinking of us rather than ourselves, and of tomorrow rather than today makes the world a little more beautiful. Samhwa Paints accompanies you on making happy tomorrow with love, sharing and hope.

Fragrance of Happy Culture



Wall Painting in Goyang-si



Wall Painting in Wonju

Samhwa Paints' Love



Sponsoring

Samhwa Paints' project Hope



Sponsoring share schools



Gwacheon National Science Museum

A woman with dark hair tied in a ponytail, wearing a white protective suit and gloves, is painting a large green wall with a brush. The wall has some white patches and a circular hole. The image is framed with a green border.

Samhwa Paints' "Happy Sharing" continues with you.

To make a happy world, Samhwa Paints carries out project "Happy Sharing".
"Culture Sharing" to deliver happy fragrance of culture to everyone
"Love Sharing" to bring love of Samhwa Paints to our neighbors
"Hope Sharing" to make hopeful world
Samhwa Paints supports all our friends in difficulties to make a happy world
for everyone through sharing.

PURSuing THE BEST TECHNOLOGY

Innovative ideas create innovative values.

Criteria for selecting paints becomes more and more demanding. With lowering limits of paints, the market now wants the next big thing. As a close observer of what the world demands, Samhwa Paints creates new value of paints through continuous research and development.



Optimum Color Research

Samhwa Paints researches color beyond color.

Since its establishment in 1946, Samhwa Paints has been producing various colors of paints to meet the needs of customers. With its long history and know-how, Samhwa Paints develops colors that will delight customers' eyes, more than colors that are simply needed by customers.

Samhwa Paints works together with NCS, a global color specialist.

Samhwa Paints entered into a strategic alliance with NCS to provide colors and products that will satisfy all of designers, architects and customers by integrating globally recognized value of NCS Color System and Samhwa Paints' products. NCS Color System, an internationally renowned color communication tool, aligns all natural colors according to luminosity and helps create beautiful color spaces.

Highest Quality Innovation

Samhwa Paints puts quality above all through strict double and triple quality control system.

Its strict quality control system enabled Samhwa Paints to get recognized for its superior quality both in Korean and global market. All products of Samhwa Paints have to pass thorough a test against hostile weather conditions such as salty spray test and ultraviolet exposure. They can be presented to customers only when their physical and chemical properties which may occur once placed outdoor such as resistance against corrosion and durability are confirmed. For this purpose, Samhwa Paints is equipped with state-of-the-art testing facility including quality testing and precision equipment analysis and assigned 50 specialists committed to scientific quality control in all manufacturing process.

Best Technology Recognition

Samhwa Paints makes only world class products with globally recognized technologies..

Samhwa Paints produces only reliable paints and coatings of the best quality based on advanced technology proven by technology certificates including ISO 9001 certificate obtained from Korea Management Association in 1998 and new technology accreditations. These efforts of Samhwa Paints were recognized by internationally renowned organizations for its excellent quality.



ISO 9001 (Quality management system) certificate



ISO 14001 (Environmental management system) certificate



KOSHA 18001 (Safety and health management system)



KS Marks



Type approval for fireproof coatings



IAAF Certificate



Certificate for fire retardant coatings



Environment Mark Certification



Certificate for Environment-friendly Construction Material (HB Mark)

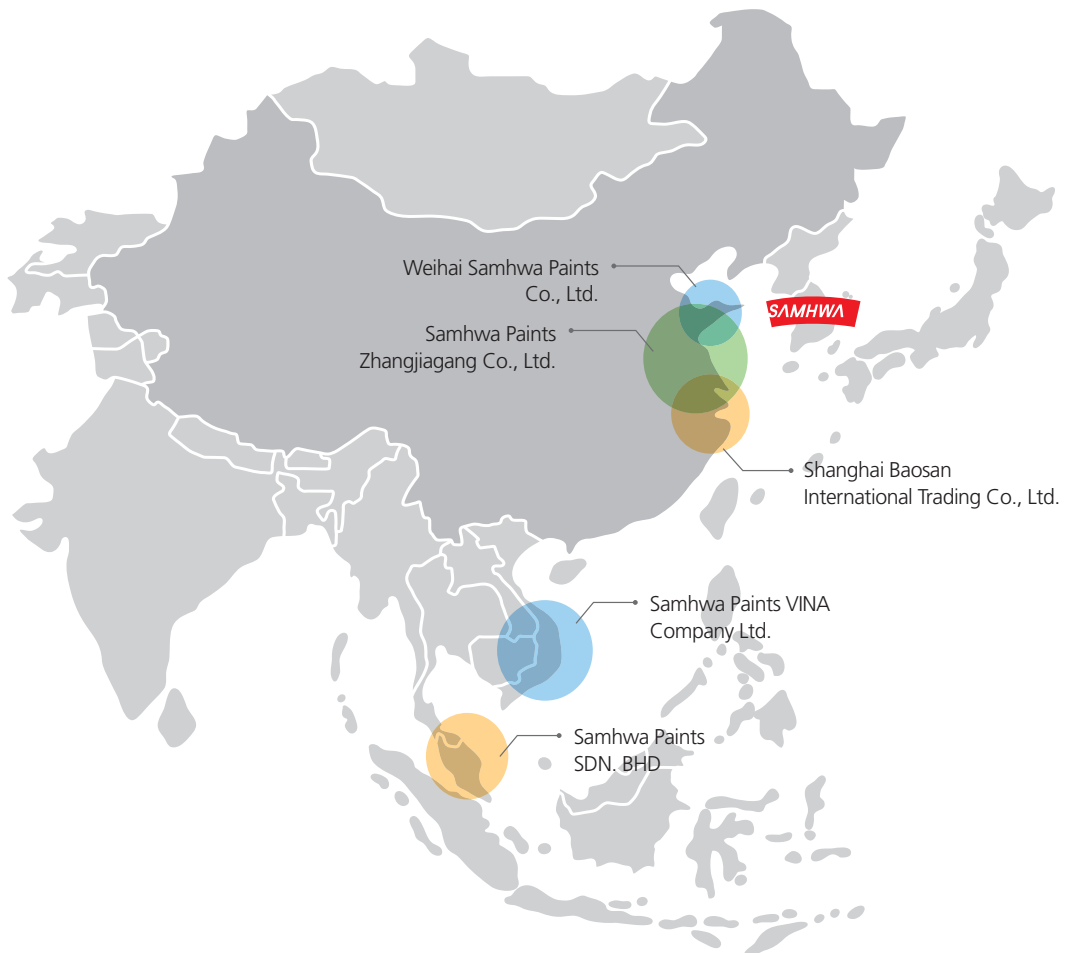


Certificate for friction coefficient

TOWARD THE WORLD'S BEST

Samhwa Paints moves towards the dream to become a global leader of tomorrow.

Today's dream to become a global leader in paint industry will make tomorrow's new global leader. Samhwa Paints' passion of today to go global will make an international group Samhwa Paints of tomorrow through a global network.



WORLD WIDE NETWORK

Samhwa Paints SDN. BHD in Malaysia

Samhwa Paints SDN. BHD is a joint venture, created with Federal Co., Ltd. in Malaysia in August 2011. This affiliated company is a global strategic base to become a global paint maker by developing Asean market.

Samhwa Paints VINA Company Ltd. in Vietnam

Established in 2010 in Vietnam, Samhwa Paints VINA Company focuses on production and supply of plastic coatings for mobile phones.

Shanghai Baosan International Trading Co., Ltd. in China

Established for more advanced management, Shanghai Baosan International Trade Co., Ltd. is a fully owned sales subsidiary of Samhwa Paints in China. Shanghai Baosan International Trade sells all coating products including PCM coatings, industrial coatings, heavy duty coatings, architectural coatings as well as coatings for vehicle and plastic produced by Samhwa Paints Zhangjiagang Co., Ltd. and Weihai Samhwa Paint Co., Ltd. which were established based on advanced technologies that Samhwa Paints has accumulated over its long history.

Samhwa Paints Zhangjiagang Co., Ltd. in China

Established in 2004, Samhwa Paints Zhangjiagang Co., Ltd. focuses on production and sales of high-performance coatings.

Weihai Samhwa Paints Co., Ltd. in China

Weihai Samhwa Paints Co., Ltd. was established in 2000 in Weihai City, Sandong Province in China. Previously specialized in coatings for wood coatings, Weihai Samhwa Paints today focuses on production of special coatings for industrial use and floor materials.



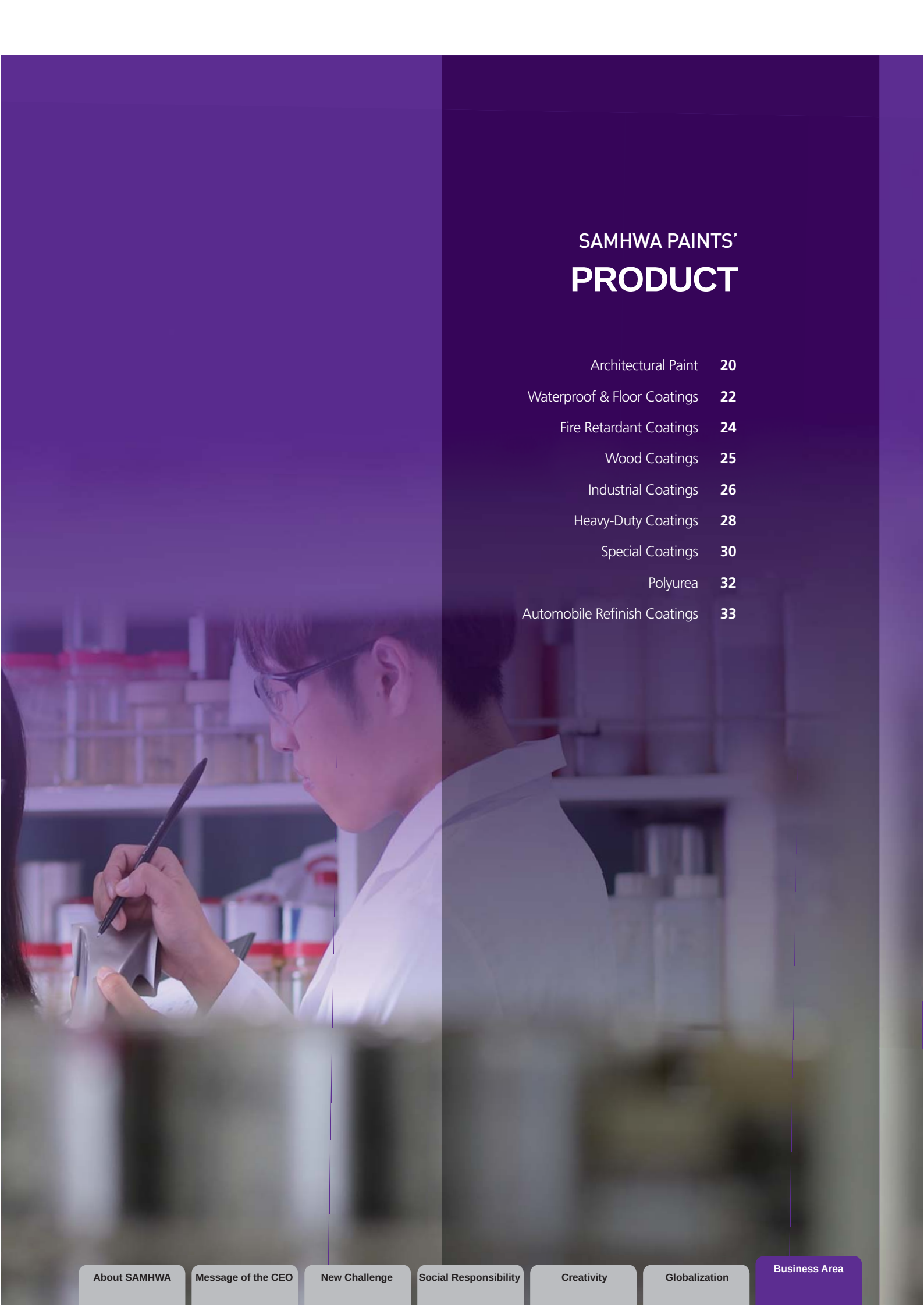
Business Area

GOING BEYOND QUALITY TO EMOTION

Samhwa Paints creates emotions more than quality products.

Samhwa Paints will touch customers with even better quality and even better technology. Until the day Samhwa Paints becomes the first brand that customers would name when they think of paint, Samhwa Paints produces the best quality products, thinking out of the box with only two things in mind: customers and paints.





SAMHWA PAINTS' **PRODUCT**

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Architectural Paint

Architectural paint contributes to improvement of durability and functionality of a building. Samhwa Paints' architectural paint is recognized as leading product in the industry for various product types including putty, antibacterial, anti-condensation, anti-pollution and interior and excellent quality, considering human and environment.

Environment- friendly water-based paint

No. 1 architectural paint in Korea, Samhwa Paints presents architectural paint that considers human and environment, and that contributes to improvement of durability and functionality of a building.

Interior

Exterior

Special function

High-end Premium Paint

[The Classy] Premium Paints 

High-end premium paint "the Classy" uses Teflon made by DuPont which adds remarkable anti-pollution and easy-to-clean properties. Its semi-permanent antibacterial effect powerfully prevents molds.

DIY Home Paint

Available in various types to add personal touch of family members, home paint can be applied on window frames, doors and small furniture. Well-suited for the concept of green growth and well-being trend, home paint provides convenience and satisfaction.

Wood/furniture reform

Children's room

Wall

Steel

Professional Interior Paint

Color of paint makes a difference in interior design. Various colors of professional interior paints of Samhwa Paints will add professional touch.

Multicolor

Patterns

Three-dimensional patterns

Elastic coating

Stone

Functional Paint

Functional paint is used for waterproof and antibacterial coatings. Samhwa Paints' functional paint produced with its high technology is used in apartments, buildings and ships.

Waterproof

Antibacterial coatings (oil-based)

Oil/Steel Paint

Oil based paint and steel paint prevents corrosion and protects a structure from harmful elements.

Oil-based

Anti-corrosion

Others

Putty

Filler

Coloring

Elastic coating

Stone





Waterproof & Floor Coatings

Samhwa Paints produces various products covering individual customers and special function coatings, including “One Shot Tan”, the most well-known waterproof coatings for rooftop, “Epocoat” renowned for dust prevention function, “Urecoat”, all-purpose elastic floor coating recognized by IAAF (International Association of Athletics Federation), and fast hardening “Polyurea”.

Waterproof Paint

Urethane Waterproof coating

Urethane waterproof paint has strong waterproofing layer and high elasticity, it can prevent water leakage and crack caused by expansion and shrinkage of building or structure.

Floor Paint

Epoxy-based flooring coating

Strong and high-glossy epoxy-based floor material has excellent mechanical property. It can be applied to plant floor, parking areas and dust-free room.

Thin anti-dust floor material

acryl anti-dust floor material

solvent-free heavy duty anti-dust floor material

Urethane floor coating

Because it is flexible and absorbs shock and noise, urethane floor material reduces physical fatigue. It can be used for multi-purpose for its strong surface layer and excellent durability.

Thin anti-dust floor material

Anti-static floor coating

Anti-static floor material is highly functional and specifically used for high-technology plants including semiconductor, electric and electronic products.

Anti-static anti-dust floor material

Special purpose floor coating

Resin-mortar floor material is used for surface that requires high shock absorption, durability and excellent acid-resistance.

Solvent-free acid-resistance floor material

Resin-mortar floor coating

Various sizes of silica sand are available to suit specific purpose of the surface of parking lot floor.

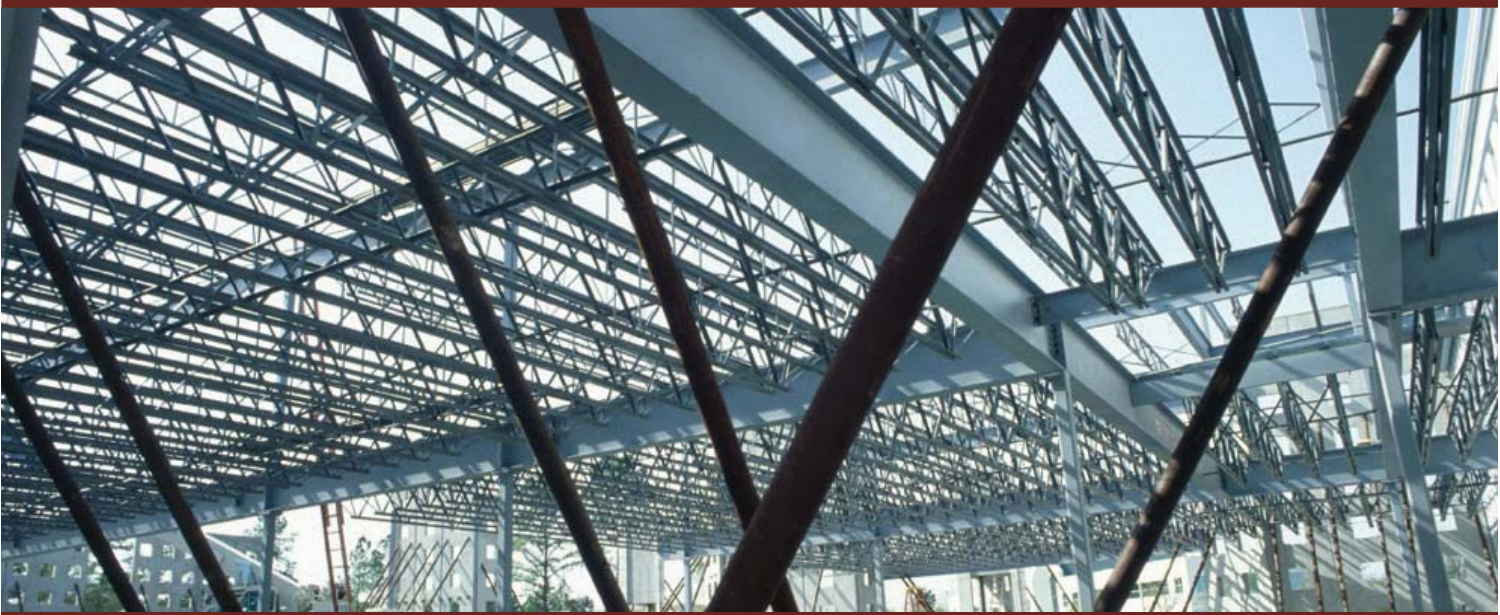
Mortar epoxy floor material

Others

Road

Filler





Fire Retardant Coatings

Fire retardant coatings are designed to prevent disasters based on its strong fire retardant feature. In case of fire, fire retardant coatings delay combustion of steel and wood.

Fire-resistant paint

Fireproof structure refers to reinforced concrete structure, brick construction and other similar structures that are not easily flammable and that may prevent fire from spreading to nearby areas. Fireproof paint is applied to key areas of these structures in order to prevent disaster.

Flame-retardant paint

Fire prevention paint delays combustion of steel and wood in case of fire. It prevents in advance and minimizes injury and property damage.





Wood Coatings

Samhwa Paints upgraded its products by concentrating on development of various coatings that can show proper characteristics on all types of materials. Samhwa Paints' high-performance products including varnish, UV coating, high-end urethane coating, high-glossy coating, and environment-friendly water-based coatings are recognized for its excellent functions and quality in various applications such as high-quality musical instrument, furniture, wooden floor, wooden house and leisure products.

Stain

Samhwa Paints developed stain products that perfectly suit local environment and climate in Korea based on its advanced technology. By simply applying directly on the surface of CCA treated wood, stain penetrates deeply into the wood and prevents harmful elements.

Oil-based WORLD STAIN

Water-based stain (i-Saengak brand)

Functional water-based overcoat (i-Saengak brand)

Varnish

Varnish is glossy coating. Because it is generally transparent or semi-transparent, the ground can be seen through.

Wood/ Furniture

General wood materials

Furniture

UV coating

Lacquer Paint

Oil-based

Water-based





Industrial Coatings

Samhwa Paints produces multi-function coatings for various industrial uses including pollution free coatings for toy, coatings for steel furniture, electronics, steel products, PVC, glass, industrial machines, automobile parts and plastics. In addition, Samhwa Paints provides high quality products that can be applied in different methods including natural drying, heat drying, dipping coating and vacuum evaporation. Samhwa Paints' industrial coatings are available in various colors, highly durable, economic and practical. It improves the quality of essential machines and facilities, and upgrades the presentation. Samhwa Paints accelerates development environment-friendly products and new technology.

Stoving Coating

Water and chemical resistant environment response coating is specially designed with anti-pollution feature.

Heat Resistant Coating

Heat resistant coating is produced mainly with resin and pigment with strong heat resistant property.

Heated Fluorine Coating

Super weather-resistant coatings are produced using PVDF fluorine resin and highly weather-resistant special pigment.

Urethane Coating

Easy to process, urethane is the most common type of coatings that suits production of general wood and high-end furniture for its opacity and resistant to scratch.

Epoxy Coating

Epoxy is easy to process and highly adhesive on concrete, and has strong mechanical strength and thixotropy. It is made with resin appropriate for polymer concrete sealing.

UV Coating

UV coating dries fast, and can be applied on heat-sensitive materials. It is used for a wide range of materials such as paper, plastic, wood, steel and glass over various industries.

Glass Coating

Glass coatings are made with special acrylic urethane resin. This 1-pack type heat-drying type coating can be easily used for flow coating on glass.

Automobile Parts Coating

Automobile part coatings have properties that meet quality standards for coatings applied on steel parts in both interior and exterior of automobiles for anti-rust purpose.

Water-soluble Coating

Previously used oil-based coatings produce harmful gas such as carbon dioxide while drying. Organic solvents that evaporate during coating damage health and demotivate employees. The risk of fire in drying is high. To overcome these disadvantages and improve polluting characteristics of oil-based coatings, water-soluble coatings are developed. It can be processed and used as easily as commonly used oil-based coatings.





Heavy-Duty Coatings

For infrastructure facility that requires huge investment such as chemical plants, hydroelectric/ thermal/ nuclear power plants, bridges and oil storage tank, it is most important to preserve good condition by preventing corrosion. Industry/ plant coatings are important in improving durability of bridges and extending their lives by applying long-term system for steel bridges. Samhwa Paints concentrates on quality improvement and new product development through technology alliance with advanced paint companies from the world. At the same time, Samhwa Paints produces internally developed coating system for long-term anti-corrosion and special heavy-duty coatings with excellent heat, weather and pollution resistant features.

Inorganic zinc based/ chlorinated rubber based/ alkyd-based coating/ acryl based/ bitumen based/ epoxy based/ urethane based/ fluorine based/use for vessels/ organic zinc/ ceramic / others

Power Plants

Coatings for hydroelectric and thermal power plant

Coatings for hydroelectric and thermal power plant are highly adhesive on steel, concrete and other materials such as non-ferrous metal, wood, plastic and FRP.

Environment-friendly coatings for nuclear power plant

Samhwa Paints' environment-friendly coatings for nuclear power plant are free of substance of very high concern (SVHC) designated by European Chemical Agency (ECHA).

Steel Bridge/ Plant

Steel bridge and plant coatings are to protect bridges, marine structures, nuclear power plant, large-scale steel structure, vessels and other steel structures in extreme conditions from corrosion.

Structures

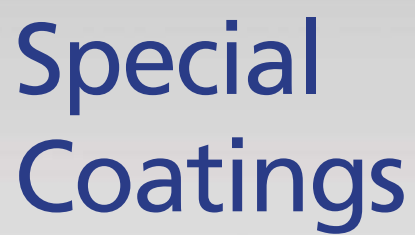
Water treatment facility

Coating system for water treatment facility is water resistant and suitable for steel tank for drinking water.

Transmission facility

Its high resistance against corrosion enables high performance in extreme conditions. Tower coatings of Samhwa Paints are in conformity with specifications of KEPCO.







Can Coating

Can coatings are applied to interior of a can in order to prevent corrosion of can materials by contents and change of contents due to dissolution of metal compounds from can material.

PCM Coating

Samhwa Paints has contributed to expansion and development of Korean PCM (Pre-coated Metal) coating market through technical license obtained from NOF Corporation in Japan. PVC Sol coatings produced under technical license agreement with AKZO RHENACOAT S.A. in France have excellent corrosion resistance characteristics and are exported to global market.

Powder Coating

Unlike commonly used other coatings, powder coatings are environment-friendly because it's 100% solid, free of organic solvent. Powder coatings are applied to the object through a process of heating, melting and hardening. It is widely used for home appliances, construction materials, interior and exterior parts of automobiles.

Plastic Coating

Plastic coatings exist in various types, and are closely related to our daily life. Samhwa Paints' plastic coatings increase durability, and give a beautiful finish as well as various colors to plastic parts used in IT, telecommunication, video equipment, audio equipment, helmet and interior parts of automobiles. Samhwa Paints provides plastic coatings to leading companies in Korea. In particular, Samhwa Paints developed high-technology water-soluble urethane coatings in conformity with environmental regulations of EU, effective since 2006.

Synthetic Resin

UPE (Unsaturated Polyester Resin)

UPE (Unsaturated Polyester Resin) is widely used for construction materials, industry and automobile parts, yachts, and vessels thanks to its excellent mechanical strength, chemical performance and simple modeling.

Functional Resin

Functional resin is used for gas tank, urethane seal, and epoxy adhesives, and others excluding unsaturated polyester resin.





Polyurea

Superdeck is spray-type special coating that has urea bonds in its molecules. Highly responsive, Superdeck creates coating layer in a couple of seconds. It is very elastic, resistant against wear, shock, freezing, chemicals and corrosion, durable and adhesive. Application method and spray equipment are key to the success of superfast hardening spray coating. It requires high-temperature and high-pressure cross mixing spray equipment to mix two types of liquids in ratio of 50:50 and spray.



KAROCLE



KAROCLE- Automobile refinish coatings

KAROCLE is a brand of Samhwa Paints' car refinish coatings. Samhwa Paints developed car refinish coatings for both interior and exterior of automobiles in different colors that customers want and with excellent qualities. Samhwa Paints' products are supplied to leading companies in automobile and related industries. In particular, by applying the color system based on exclusive agreement with BASF, Samhwa Paints is committed to perfect automobile refinish coating system, and to provide automobile refinish coatings for customers.



COLOR MOTION

; Color the world



Samhwa Paints is renewing itself with COLOR MOTION to deliver the color of happiness and emotion. Until the day everyone would think that Samhwa Paints is the symbol of new paint, Samhwa Paints will continue in motion to color the world.

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