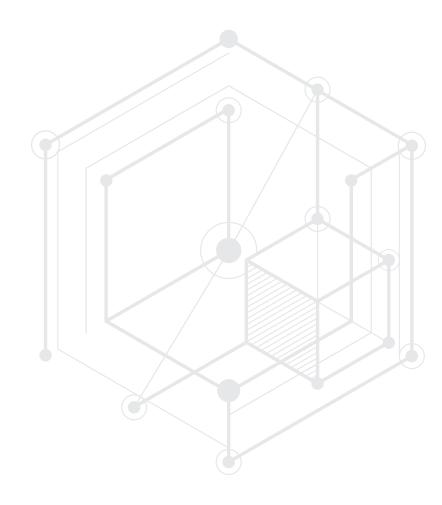


Living & Culture

: Company Introduction



Living & Culture

### contents

#### HYUNDAI L&C Overview

04 \_ 05 Brand Story 06 \_ 07 Vision & Strategy

#### **Business Part**

10 \_ 13 Building Materials 14 \_ 17 High-Functional Materials 18 \_ 21 Home Furnishing

22 \_ 25 Distribution Service

#### <u>Competitiveness</u>

28 \_ 29 R&D Competitiveness
30 \_ 31 Design Competitiveness
32 \_ 33 Sustainability
34 \_ 35 Global Network & Partners
36 HYUNDAI L&C History

A new space is born in our daily lives.

The beautiful story of Hyundai L&C

fills that space



A building materials expert, Hanwha L&C, is reborn with the name "Hyundai L&C" as a new member of the Hyundai Department Store Group.

Living & Culture \_ Hyundai L&C

From high-end construction materials of the future to healthy eco-friendly interiors - the total interior world of Hyundai L&C

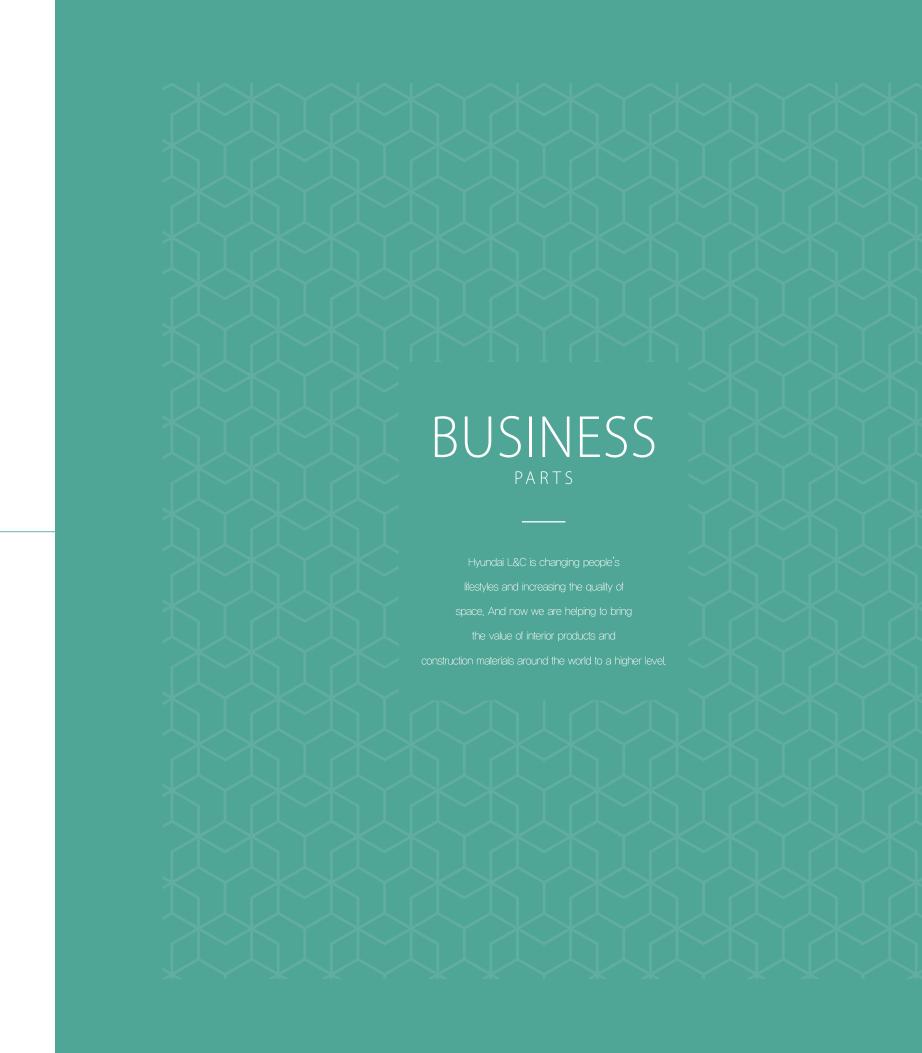
.

.

-

Living & Culture

HYUNDAI L&C



All that is New Space and Living

### Interior stones







### Environmentally-friendly interior Stone\_Hanstone Quartz

The engineered stone surface, made of 99% pure natural quartz, is resistant to bacteria and funguses. The product is not only certified eco-friendly in Korea, but also has successfully gone through strict certification processes in the US and Europe.

With long-lasting beauty, there's no need to worry about scratches or breakage.



- Quartz has excellent durability, It's the hardest stone after diamond.
- The surface is scratch resistant, even from knives.
- Dropped a heavy pot? No problem! Excellent durability that can withstand strong impact

#### Size

Product	Width	Length	Thickness
Dlattor	1,400mm	3,050mm	12, 20, 30mm
Platter	1,650mm	3,300mm	(However, 15mm for translucent products)

- \* 1,650mm x 3,300mm (made to order from factory in Canada)
- \* Please consult with sales personnel or an agency before ordering.

#### With its non-porous quartz surface, there's no need to worry about stains.





- "Bacteria-free" Resistant to harmful bacteria and funguses, you can cook hygienically all 365 days a year.
- Engineered stone is nonporous, with "zero" water absorption."
- · Easily clean the countertop with no stains from dropped food or spilled coffee













### The Hidden Treasure of Solid Surfaces - Hanex

Hanex has excellent stability and water repellent properties, which are not affected by the surrounding environment, and it maintains its original shape and beauty for a long time, It is an ideal material for counters in commercial buildings or for kitchen counters in residential buildings.



#### Durability

The long-lasting, non-porous acryl Processing and installation possible material maintains its original shape on request for joining, surface and beauty for a long time

#### Easy Maintenance and Management Chemical Safety

Excellent chemical resistance The excellent waterproof properties change or discoloration

#### allows it to withstand acid, alkali, and the uniform surface and interior and organic solvents without any prevent water penetration and make it easy to clean. As the both surface and interior are non-porous, any damages or scratches can be easily cleaned and made to look just like new.

Machinability

machining, and cutting

#### Size

Product	Width	Length	Thickness
Platter	760mm	3,680mm	12 (consult for different sizes)

\* Please consult with sales personnel or an agency before ordering.

















## Windows / Doors







### Collaboration with Premium German Window Maker \_ REHAU

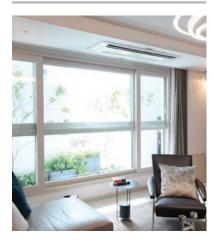
REHAU is one of the top three PVC window brands in Germany, first entering the market for PVC windows in 1958. Through continuous technical cooperation with this brand, Hyundai L&C is developing premium window products and upgrading residential culture in Korea. We are promoting our name as a premium brand by using REHAU products in high-end housing markets such as downtown housing reconstruction sites,

REHAU \_ Balcony Window



space.

REHAU \_ Composite Window



The special ergonomic hardware allows for The segmented window removes the need smooth operation, while the high-end anodizing for balcony handrails and maximizes the glass handles add a luxurious atmosphere to the area, creating the best view from the window.

#### REHAU\_ Kitchen Window



Unlike existing sliding windows, this one opens and closes outwards while minimizing the thickness of the frame to improve the overall view of the kitchen as a piece of art,

### Premium Brand with a 30-Years Tradition \_ Home sash / Home Door

Home sash and Home Door are classic window and door brands that are firmly settled across the country, leading the interior market in Korea with the accumulated technologies and know-how of the last 30 years.

Home Sash \_ Balcony Window



With choice of single-glazed or double-glazed, This type is for high-end housing, studio depending on the balcony extension, it has apartments, or hotels with special functions like the best resistance to wind pressure, heat tilt & turn or lift & sliding. insulation, and soundproofing.

Home sash \_ System Window



Home Door \_ Door, Inner Gate



The trendy and intuitive colors, and the distinguished materials and designs, will beautifully connect each space, accentuating your interior.



## Flooring







### Healthy and Safe Residential Space \_ Residential Flooring

We have been awarded the 2016 Healthy Housing Grand Prize by the Korea National Environmental Technology Information Center for our contribution to promoting and expanding healthy housing by reducing environmentally hazardous substances in residential areas.

#### Sorigium





Sentra Prime



The functional flooring is excellent for absorbing daily noise and impacts, Safe and eco-friendly flooring that protects the family's health



#### Features

- For customers who want a wide variety of styling options, a longer pattern adds more natural expression to the space,
- The highly elastic cushion layer has excellent sound insulation, making your space cozier.
- It prevents injuries from running or falling, and its high durability makes it resistant to scratches and damage. durability is resistant to scratches or damages.

#### Size and Packaging

- 4.5(T) x 1,830mm(W) x 18m/Roll
- 6.0(T) x 1,830mm(W) x 15m/Roll

#### Features

- It uses pure ingredients without hazardous substances such as heavy metals,
- It meets the standards of the Environmental Product Declaration for hazardous substances such as formaldehyde or volatile organic compounds,
- It is hypoallergenic, safe flooring material with excellent antibacterial and antifungal properties.

#### Size and Packaging

- Hwangsi Premium : 3.2(T) ×1,830mm(W) × 20m/Roll
- Hwangsi Original : 2.7(T) ×1,830mm(W) × 25m/Roll
- Myeongga Premium : 2.2(T) ×1,830mm(W) × 30m/Roll
- Myeongga Original : 2.0(T) ×1,830mm(W) × 30m/Roll • Chamdaum : 1.8(T) × 1,830mm(W) × 35m/Roll

- The high-strength laminated surface is resistant to scratches and damage, supplementing the weakness
  - of the existing plywood flooring. The natural wooden design adds sophistication and

Features

• The high-end SOE grade plywood is certified excellent for eco-friendly construction materials and is harmless to the human body.

Strong flooring material that is resistant to scratches and damages

#### Size and Packaging

• 6.5(T) × 95mm(W) × 800mm(L)

### For a Classier and Unique Business Space \_ Commercial Flooring

Hyundai L&C produces the best commercial flooring, with emphasis on quality and design that suits any space, including offices, department stores, schools, hospitals, restaurants, and public spaces. By using the best natural materials and texture patterns, our products add sophistication and class.

#### Gold Tile







#### Size and Packaging

• Wood 3T 940(L)×186(W)mm, 19Pcs/Box(3.32m²)

#### Deluxe Style





#### Carpet with distinguished patterns and excellent quality

Carpet Tile



#### The excellent waterproofing and resistance to Certified eco-friendly construction material abrasion and makes it easy to maintain,

 Korean environmental certification, CRI Green Label Plus (US), and Product Certification

#### Excellent antifouling property

- Excellent antifouling properties with special anti-treatment
- Size and Packaging
- 6T / 7.5T / 8T 500(W)x500(L)mm 16pcs/box(4m²)



Commercial tile that can create various styles

The patterns and texture of natural materials can create a classy interior design,

Distinguished and varied colors provide a wide variety of options.

• Square 3T 450(L)×450(W)mm, 16Pcs/Box(3.24m²)



This high-quality flooring lasts long without

becoming deformed or discolored,

Size and Packaging

•3mm(T)X450mm(W)x450mm(L) 16pcs/box(3.24m2)

• 2mm(T)X300mm(W)x300mm(L) 55pcs/box(4.95m<sup>2</sup>)





## Wallpaper





### Space Creator that Paints Love \_ Q Wallpaper

We produce trend-leading duplex wallpapers and silk wallpapers made with distinguished technologies and trendy designs. In addition, we have raised the standards of eco-friendly certified wallpapers by applying phthalate-free eco-friendly plasticizers.

#### Q'pid/Q'ube [Silk Wallpaper]



design and distinguished technology.



Q'ube is a pattern-less silk wallpaper brand with rich colors and sophisticated quality.

#### Quality Design

The silk wallpaper, made with a silky textured coating on stencil paper, has excellent color formation and depth.

#### | European Textile Product Quality Certification (OEKO-TEX)

The product is certified level 1 (baby class) in eco-friendliness, making it safe to use for 36-month old babies.

#### Excellent Durability and Constructability

Dirt is easily removed by wiping with a wet cloth, and it has strong tolerance to pollutants, discoloration and damage compared to paper-based products,

#### Size and Packaging

• 106cm(W) x 15.6m (L), 4Roll / Box [20py]

### © KSA © Q'tie [Duplex Wallpaper] © KSA



Q'tie is a leading duplex wallpaper brand, leading a new lifestyle with various colors and rich textures,

#### Reasonable Price and Design

Q'tie has the most reasonably priced products in our wallpaper product line and, at the same time, a variety of style potential with rich colors and textures and a wide variety of detailed designs which can adapt to any type of space.

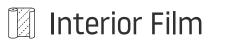
#### Certified Eco-Friendly Technology

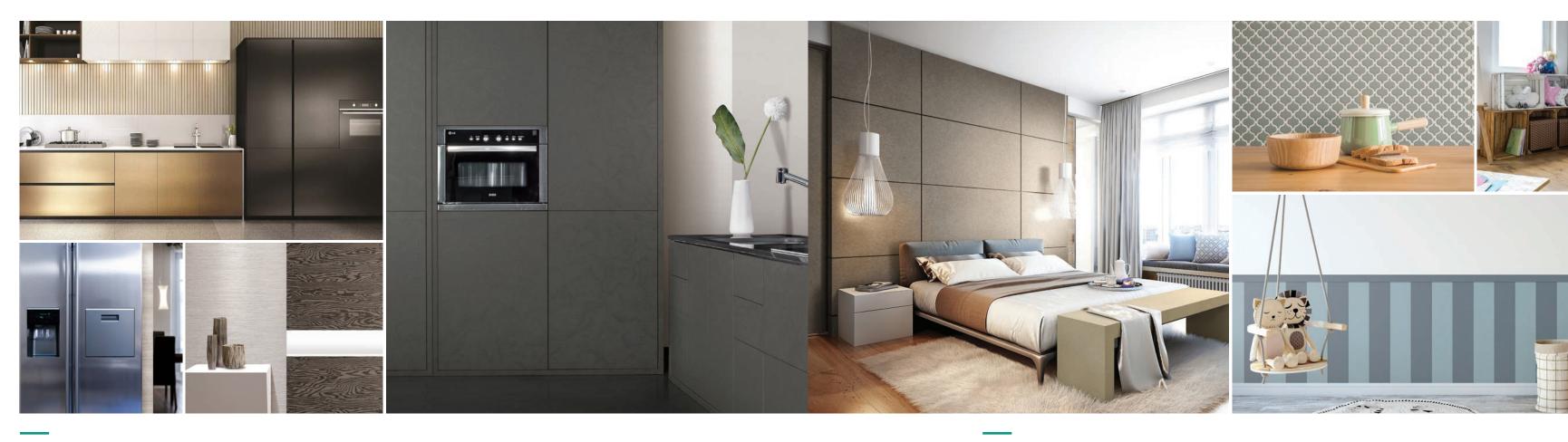
These eco-friendly products are made with paper that has no hazardous substances. In addition, as it is made of 100% paper with no PVC layer, it has great permeability, which can control the humidity in the air.

#### Size and Packaging

• 93cm[W] x 17.75m[L], 6Roll/BOX [30py]







### Loved for the Excellent Styling Potential \_ Decorative Finishing Materials

Hyundai L&C's decorative finishing materials are varied in texture and color and are used in surface finishing for aesthetic and sophisticated furniture, home appliances, and exteriors,

#### Decorative Film for Furniture

The decorative film is used for chassis, doors, kitchen



#### Features

- There are various patterns and designs including real wood grain, metallic, high gloss, and matte.
- This trustworthy finishing material has earned environmental and eco-friendly certifications,

#### Size and Packaging

- Width: 1.260 ~ 1.300mm
- Thickness : 0.15 ~ 0.45mm
- Roll length : 200 ~ 600m

#### Decorative Film for Home Appliances

designs and textures for refrigerators or washing machines.



#### Features

- There are a wide variety of options for styling, with various
- Pattern and design development are customized per client. - Floral pattern, metal hairline pattern, geometric pattern

#### Size and Packaging

- Width: 650 ~ 1.380 mm (PVC)
- 650 ~ 1,400 mm (PET)
- Roll length : 3,000m (PET) / 500 ~ 1,000m (PVC)

• Thickness : 0.04 ~ 0.05 mm (PET) / 0.1 ~ 1.5mm (PVC)

#### Exterior Decorative Film

The decorative film for home appliances helps express different 
The exterior finishing material can be used for windows and doors, panels, buildings, exterior walls, entrances, and signboards.



#### Features

- The high weatherproofing property helps it endure harsh outside weather conditions, including UV rays, humidity, and rain, with various designs and patterns compared to general coated products.
- It is RAL quality certified from the German Window And Door Association (GKFP), the leading organization for window and door quality standards in Europe.

#### Size and Packaging

- Width : 660 ~ 1,320mm
- Thickness : 0.18 ~ 0.20mm
- Roll length : 500m

### Eco-Friendliness Completes a Healthy Space \_ Interior Film

Hyundai L&C's Bodaq is a government eco-friendly certified interior brand that uses a minimal amount of substances which cause sick house syndrome. Its excellent, flame retardant properties and safe quality make it reliable to use in any environment. In addition, a wide variety of designs and the ease of construction make it an excellent interior finishing material for both residential and commercial use.

#### Interior Film

By applying a strict, eco-friendly standard from the very beginning in materials selection, we create space that is healthy for both nature and humans



- It is eco-friendly, without harmful substances such as heavy metals,
- It is safe to use in any of environment, with excellent flame-retardant properties and safety.

#### Size and Packaging

- Width: 1.220mm
- Thickness : 0.42mm
- Roll length : 50m/roll

#### DIY Adhesive Tile Sheet & Panel

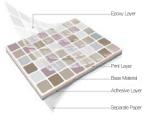
Bodaq tiles can be easily installed with cutters, rulers, and scissors. Anyone can install them without any help or special tools



#### Product Features

- · A wide variety of patterns, luxurious colors, and 3D effects can create a unique space,
- The adhesive makes it economical and convenient to install without help.
- It can be installed on any type of material including existing tiles, glass, or marble.

#### Product Structure and Size





## RIGID PVC & TPO



### Fast-Growing Products in the Global Market \_ High Functional Film & Sheet

Rigid film, thermal insulation film, and waterproof sheet, created in the essence of high technology at Hyundai L&C, are verified for their high quality in the global market,

#### Rigid Film [PVC]

The film is used for thermal contraction labels of different containers and pharmaceutical packaging.

- Size for Shrinkable Label
- Width: 750 ~ 2,000mm
- Thickness : 0.09 ~ 0.17mm
- Roll length : 2,000 ~ 8,000m

#### Size for Pharmaceutical Packaging

	Nylon (OPA) : 25 mic.	
Thickness	Aluminum Foil: 40~50 mic.	0.25mm ~
II IUN IESS	PVC Rigid Film : 60 mic.	0.50mm
	Total : 0.13 mm	
Width (mm)	150 ~ 870	600 ~ 1,400
Roll Length (m)	500 ~ 4,000	150 ~ 2,000
Color	Silver	Transparent, Colored

\* Hyundai L&C only produces and supplies PVC among its AluAlu products

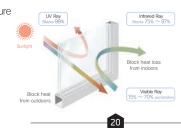
#### Window Film

Window film is a highly functional product based on Hyundai L&C's leading adhesive coating technology, with excellent performance and reliable quality.

The probability of discoloration and functional deterioration are minimized by using nano-ceramic materials.

- Reduces costs for cooling/heating by blocking infrared rays and radiant energy,
- Protects the skin from harmful UV rays and prevents discoloration and transformation of indoor items.
- Protects against injuries or damages from broken glass in cases of an accidents or disasters
- Maintains the view from the window by blocking UV and infrared rays while allowing visible rays.

#### Structure



#### Proofing

Proofing is a high-quality sheet of waterproof material that has weatherproof properties of "polyolefin," the base material,

#### Features

- It is made of an eco-friendly material with excellent
- It can be used in harsh weather conditions with high flexibility.
- It uses fast machinery installation compared to other waterproof construction methods,

- Purpose: Field Installation (PRO-Cons TPO Membrane)
- Width: 1,340mm, 1,400mm (maximum 3,000mm)
- Thickness: 1.2mm, 1.5mm

#### **UBR Film**

It is a bathroom film launched for the Japanese and Chinese UBR markets with a time and cost reduction solution.

- Thickness :  $0.15 \pm 10\%$
- Width: 750 ~ 1,300mm



### Furniture









### Premium Italian Kitchen Furniture [Arrital Cucine]

We supply top Italian kitchen furniture for our customers with an exclusive contract with Arrital Cucine. Arrital Cucine is located in Fontanafredda, near Venice, the center of the kitchen furniture industry in Italy, and is the top Italian kitchen furniture brand with the motto of creating unique kitchen furniture.

## **Q**'cine

### Happy and Sophisticated Interior Furniture Made with Eco-Friendly Certified Materials [Q'cine]

The interior furniture brand, Q'cine, only uses eco-friendly certified materials, and is exerting its best efforts to contribute to the happiness of our customers by supplying better products.

#### Kitchen Furniture

Hanstone Quartz surfaces create a beautiful space with their eco-friendliness, high durability, antibacterial properties, and classy design. In addition, the MDF door with PET sheet is environmentally friendly and has excellent tolerance to pollutants,



#### Built-In Wardrobe

The built—in wardrobe can create customized space for different purposes, from organizing small items to storing bedclothes,



#### Size

450 / 500 / 900 / 1,000

#### Specifications

• PB+ PVC front and back + PVC edge

#### IoT Safetybox \_ Home Bee

The box can be installed in furniture or drawers at the customer's convenience and is linked to smart devices for locking and controlling it at anytime, from anywhere,



#### Shoe Closet



The sophisticated and simple design provides spacious and efficient storage, while adding a refreshing tone to the entrance.

#### Size

- Door 350 / 400
- Body 700 / 800

\*Umbrella stand is optional.





## **Furniture**



### **QLINC**

### Furniture that Connects Sentiment and Fills Space \_ Q'LINC

Q'LINC is a practical furniture brand that pursues perfection in detail, Our products can be used for different themes and can completely recreate spaces. The Hanstone Quartz table increases the quality of the kitchen, with its luxurious texture and practical value, while the Q-sleep mattress provides comfortable sleep with its ergonomic and quality memory foam.

#### Hanstone Quartz Dining Table

High technology is applied to the natural material (quartz) to create a luxurious mood in the kitchen with the Hanstone Quartz surface on the top, leaving its color and texture intact, The unique pattern of Hanstone Quartz, different from other solid surface, will upgrade the quality of the kitchen.

Color =	Table Frame	Walnut Color
	Тор	Aspen, Indian Pearl, Italian Wave
Material	Тор	Hanstone Quartz (Engineered Stone)
	Dining Table	Ash Laminated Wood
	Bench	Ash Laminated Wood
	Chair	Rubber Tree Laminaled Wood
Size -	4-Seater Dining Table	(Width)1,390 × (Length)750 × (Height)730mm
	4-Seater Wide Dining Table	(Width)1,390 × (Length)750 × (Height)730mm

#### Wooden Dining Table

dining table series, Hyundai L&C launched a new line excellent materials. It is priced reasonably due to of wooden dining tables. Only eco-friendly wooden materials are used to produce the products that meet our Al: "The most beautiful, the strongest, and the also provides comfortable sleep with its ergonomic

Color	Na	atural Walnut, Mid-Brown
	Top, Dining Table	Ash Laminated Wood, Rubber Tree Laminated Wood
/laterial-	Chair, Bench	Ash Laminated Wood, Rubber Tree Laminated Wood, Etc,
Size	4-Seater Dining	4
	Table Rocco, Camet	(Width)1,200 × (Length)750 × (Height)750mm
	4-Seater Dining	
	Table Rooter,	(Width)1,390 × (Length)750 × (Height)750m
	Square 4–Seat Wide	
	Dining Table	(Width)1,620 × (Length)815 × (Height)750mm
	Rooter, Square	

#### Mattress

Powered by popular demand for the Hanstone Quartz Hyundai L&C's Q-Sleep mattress is made of a domestic manufacturing and delivery service that minimizes logistics costs and company profits. It and quality memory foam.

Color	Grey/White	
	N	Memory Foam Mattress
	Softcore	Memory Foam/Breathable Foam/HR Soft Foam/HR Hard Foam
	Softcover	Tencel Knit Fabric/Jacquard Fabric
Material	Hardcore	Memory Foam/Breathable Foam/HR Hard Foam
	Hardcover	Tencel Knit Fabric/Jacquard Fabric
	Hybrid Mattress	
	Core	Memory Foam/Breathable Foam/HR Hard Foam
	Cover	Tencel Knit Fabric/Jacquard Fabric
Size	Q Queen-Size	(Width)1,500 × (Length)2,000 × (Height)2,500mm
	Super Single Size	(Width)1,100 × (Length)2,000 × (Height)2,500mm

## INTERIOR PROPOSAL



## PROPOSAL | Living & Bed Room



HYUNDAI L&C'S CREATIVE PRODUCTS, RANGING FROM
WALLPAPER TO FLOORING AND FURNITURE, BROADEN HORIZONS,
UPGRADE CLASS, AND CHANGE THE LIVING ROOM AND BEDROOM
NTO NEW CULTURAL SPACES,



1. Living Room

| Floor Gold Tile Master 6021 | Wall Q'ube 7014-1

2. Bed Room

| Floor Gold Tile Master 6042 | Wall Bodaq DW801

Counter top Hanex ST-201

3. Living Room

| Wall Q'pid 1018-2 | Floor Gold Tile Master 6122











HYUNDAI L&C'S KITCHEN INTERIOR SATISFES EVERY WOMAN'S NEED FOR A TRENDY DESIGN, THE FURNITURE DESIGNS SHOW THE FLOW OF MOVEMENT, WHILE INTERIOR STONE ADDS CLASS TO THE SOPHISTICATED AND BEAUTIFUL KITCHEN.



#### 1. Kitchen

| Kitchen Q'cine Mono Style / Floor Maru And 7723

Counter top Hanstone Quartz CT402

#### 2. Kitchen

Floor Regent Bio 1903,1910

| Wall Bodaq S203, Bodaq Tile BBW56 / Table bottom Bodaq NS708

#### 3. Kitchen

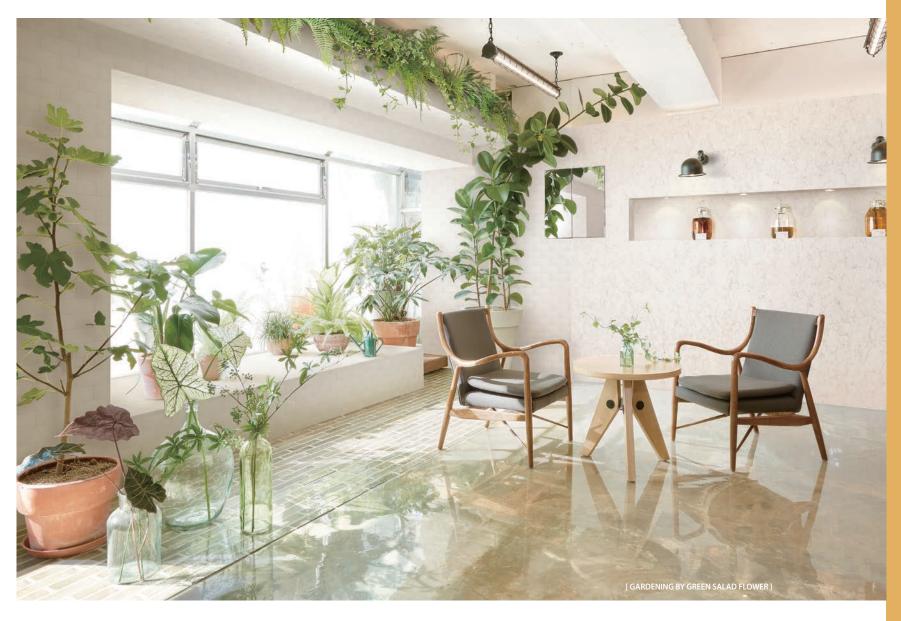
| Kitchen Q'cine / Counter top Quartz Stone M0626







## PROPOSAL | Café & Office



THE INTERIOR PRODUCTS OF HYUNDAI L&C STAND OUT FOR THEIR PERFORMANCE IN COMMERCIAL SPACES, SUCH AS CAFÉS OR OFFICES, THE SENTIMENTAL AND SOPHISTICATED DESIGNS AND HIDDEN FUNCTIONS UNVEIL THEMSELVES OVER TIME, CATCHING THE HEARTS OF OUR



| Wall Hanstone Quartz GV782 | Clee board 2011

| Wall Qube 7008-1 | Floor MVPTile 822

3. Cafe

Floor Quartz Stone RU662, RU653

4. Office

Floor Regent Bio 1908, 1920

5. Office

| Floor [2018 New Classic] Concrete 04 Gold Tile Master 3024

| Wall Hanex Clara









# SPONSORSHIP



## SPONSORSHIP



#### Massive Building Project to Discover Laughter and Happiness for the Family

AS THE OFFICIAL SPONSOR OF JTBC'S MASSIVE BUILDING PROJECT MY HOUSE APPEARED, WE ARRANGE VARIOUS TOTAL INTERIOR

PRODUCT LINES TO PROVIDE DESIGN SOLUTIONS TO ACCOMPANY THE MIRACULOUS CHANGES AND TO ADD LIVELINESS TO THE GIVEN SPACE.



Ganghwa-do, Incheon Episode

| Hanstone Quartz Strato | Home sash NDF-230D

| Q'cine Kitchen Furniture | Home Door

| Sentra Real 6005 Sunset Siena

| Q'pid 5016-1 Sand Pure White



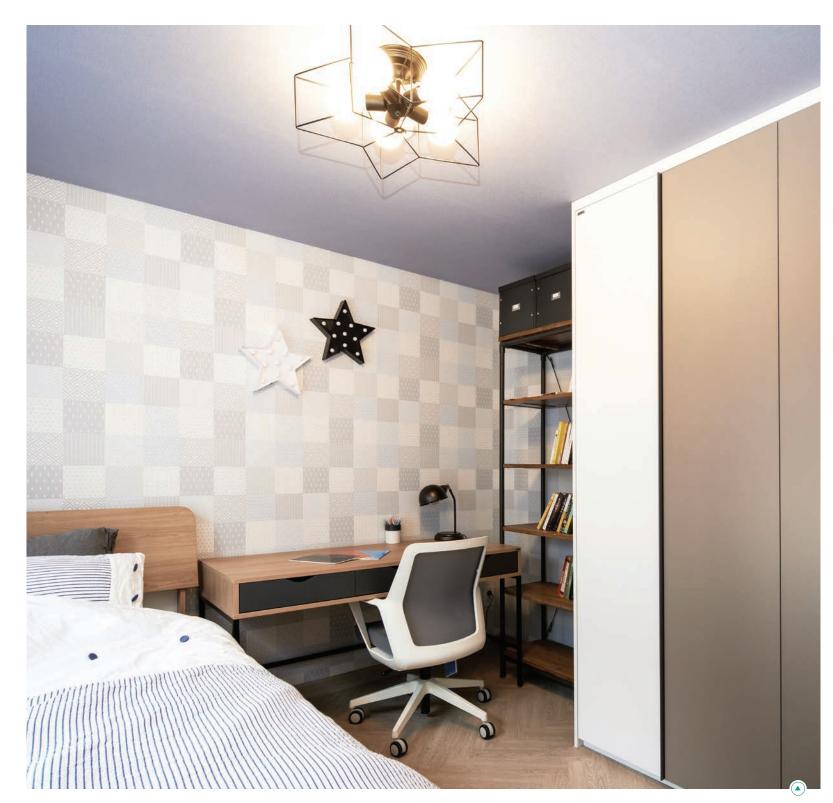
#### Paju, Gyeonggi-do Episode

| Hanstone Quartz Strato | Home sash NDF-230D | Q'cine Kitchen Furniture | Sentra Real 6012 Stone Moricious | Q'tie 1014-1 Sand White



Boeun, Chungbuk Episode

| Hanstone Quartz Aspen | Home sash



#### Dongducheon, Gyeonggi-do Episode

| Q'cine Built-in Wardrobe | Sentra Real 6008 Sunny Melbourne | Q'pid 5030-1 Bluevill Sky Blue | Q'pid 5009-6 Plain Candy Purple

## SPONSORSHIP



Episode 12 - A Family in a Studio Apartment [Living Room]

| Flooring : Sentra Prime | Wallpaper : Q'tie

| Interior Film: Bodaq



Episode 9 - A Foreigner Living in His Wife's House

| Flooring : Sentra Prime

| Window and Door : Home sash



#### A Lively Story that Touches the Heart

As an official main sponsor of the TV program "Let Me Beautify Your Home" we provide customized products and design solutions specialized to each client's living space and his/her family's needs,



| Flooring Material : Sentra Prime

| Window : Home Sash





Episode 3 - Five Sons [Living Room] Flooring: Sorigium double layer | Wallpaper : Q'tie Furniture Finishing: Ecoloid

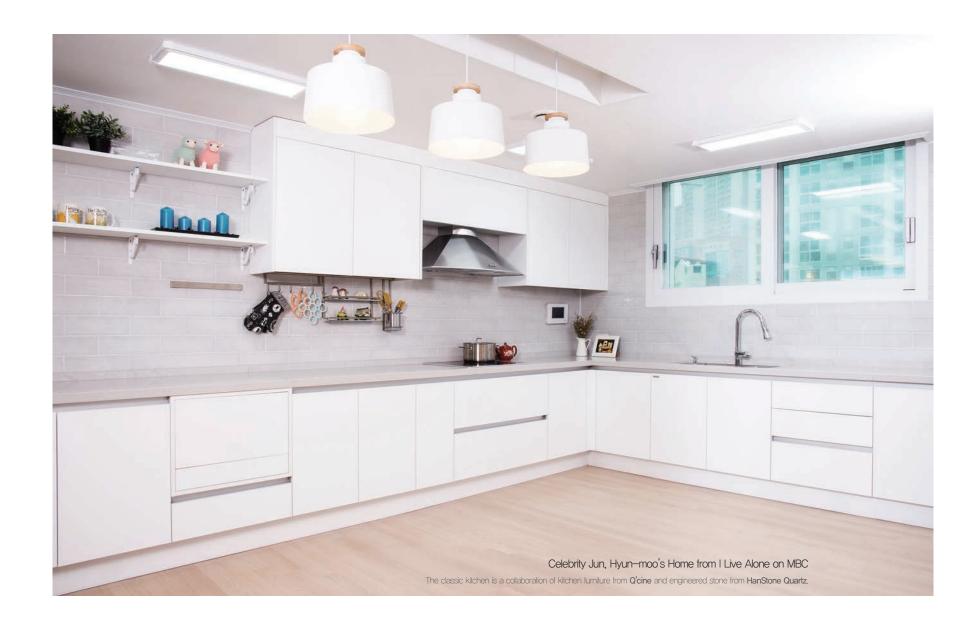








## SPONSORSHIP



## Celebrities' Gallery House



Sojin's Home, main vocalist of popular girl group, Girl's Day / Changmin's home, from popular group, 2AM

The right interior products are put in the right places, including silk wallpaper from O'pid, interior film from Bodaq, kitchen furniture from O'cine, and engineered stone from HanStone Quartz.

