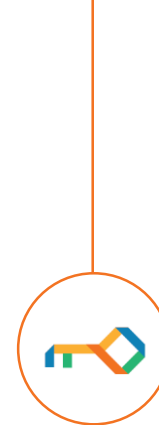
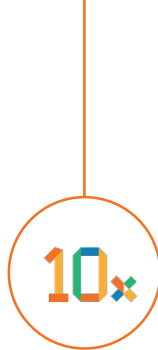
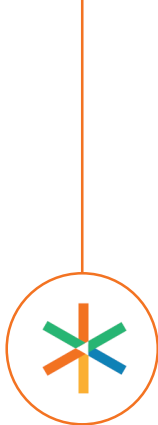




**Inspiring Your Tomorrow**



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Chairman's Message

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A story of growing with love

**"We grow up together by teaching and learning."**

**With a focus on people, Daekyo will pursue its great dream to become a global top enterprise specialized in all-round education.**

Founded in 1975, Daekyo has been bringing in new ideas and driving changes into the Korean education industry, based on its education philosophy "Noonnoppi Love, Noonnoppi Education," which indicates that it thinks and teaches at the eye-level of children.

On the basis of its management philosophy "to learn while teaching, to learn from what's been taught(**Kyohak-sangjang**, 教學相長)," Daekyo is striving to deliver new value to customers through continuous changes and innovation as we speak.

And now, Daekyo is taking on another challenge as a global enterprise pursuing sustained growth. It will strive to strengthen business competitiveness to lead the smart education environment and to explore overseas markets. Daekyo will do its best to become the world's most specialized all-round education provider, which contributes to enrich the lives of people through excellent education services.

Thank you.

Chairman, Daekyo Group  
**Kang Young-joong**



# Organized and specialized global top all-round education provider

With constant innovation and challenges,  
Daekyo will grow into one of the most professional and  
well-rounded education service providers in the world.

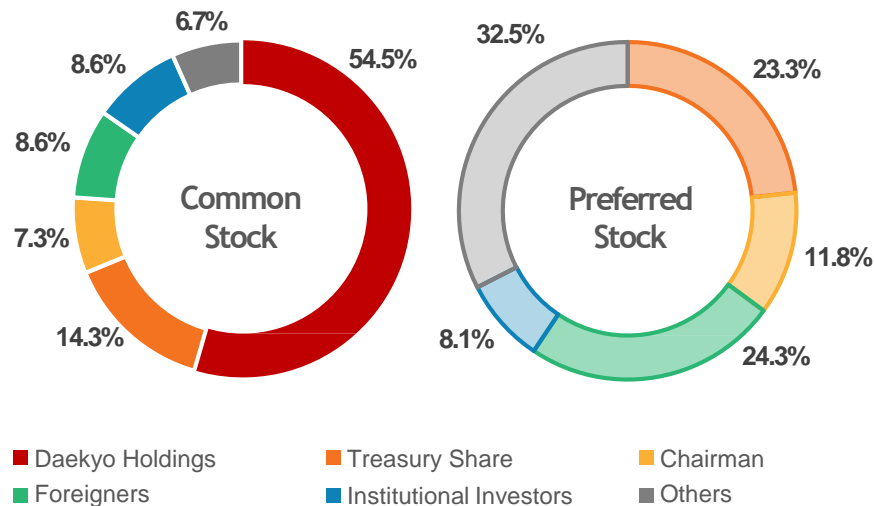


## Company Overview · Shareholder Composition

### Corporate Overview

Company Name	Daekyo Co., Ltd.		
CEO	Soo-Wan Park	Market Capitalization	KRW 610.2 billion (as of end of March, 2018)
Date of Foundation	July 09, 1976	Sales Network	No. of Branches : 321 No. of Learning Centers : 790
Date of Listing	February 03, 2004	Number of Organization Members	Executives and Employees : 2,568 Business Operators : 11,166
Capital	KRW 52.1 billion (end of 2018)	Address	Daekyo Tower, 23, Boramae-ro 3-gil, Gwanak-gu, Seoul
Total Assets	KRW 830.3 billion (end of 2018, consolidated)	Homepage	www.daekyo.com

### Shareholder Composition

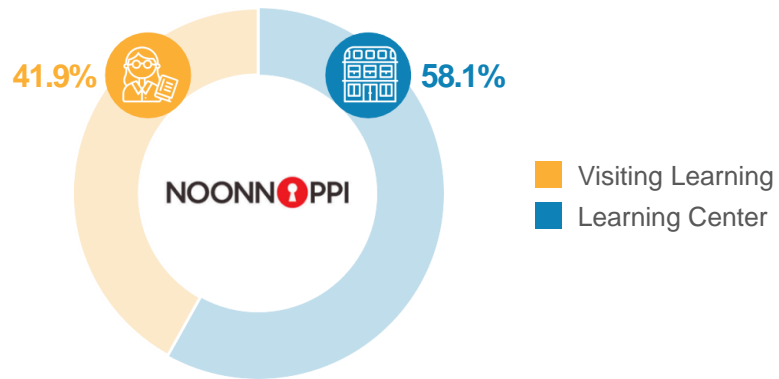


Shareholder Name	Common Stock		Preferred Stock	
	Number of Shares	ratio(%)	Number of Shares	ratio(%)
Daekyo Holdings	46,171,200	54.5	-	-
Treasury Share	12,128,997	14.3	4,531,115	23.3
Chairman	6,180,741	7.3	2,294,179	11.8
Foreigners	7,288,163	8.6	4,713,975	24.3
Institutional Investors	7,244,883	8.6	1,574,703	8.1
Others	5,688,866	6.7	6,313,018	32.5
<b>Total</b>	<b>84,702,850</b>	<b>100.0</b>	<b>19,426,990</b>	<b>100.0</b>

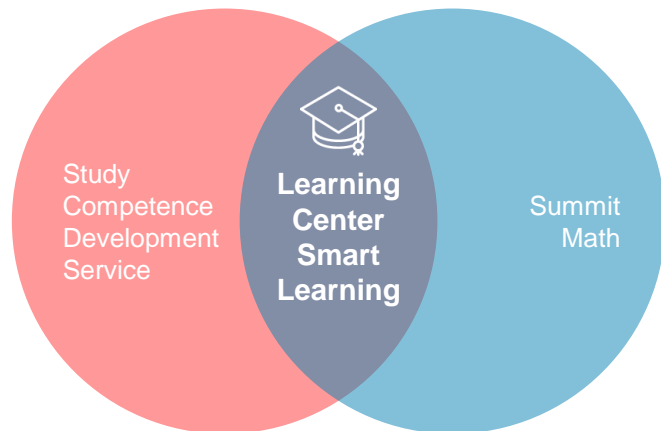
## Noonnoppi\_Overview & 2019 strategies

- Learning system by individual and ability that provides one-to-one customized learning through various channels such as visiting learning and learning center
- Building smart learning environment of Noonnoppi Learning Center by digitalization of learning services and products

Sales Proportion by Learning Channel (1Q19)



2019 strategies



Study Tool Device  
Analysis of Learning Competence Data  
Providing Learning Motivation and Needs for Achievement

Analysis of Weaknesses with AI Technologies  
Provision of Customized Questions for Each Individual  
Extensive Portfolio



Self-directed Learning



AI-based Detection of Weaknesses

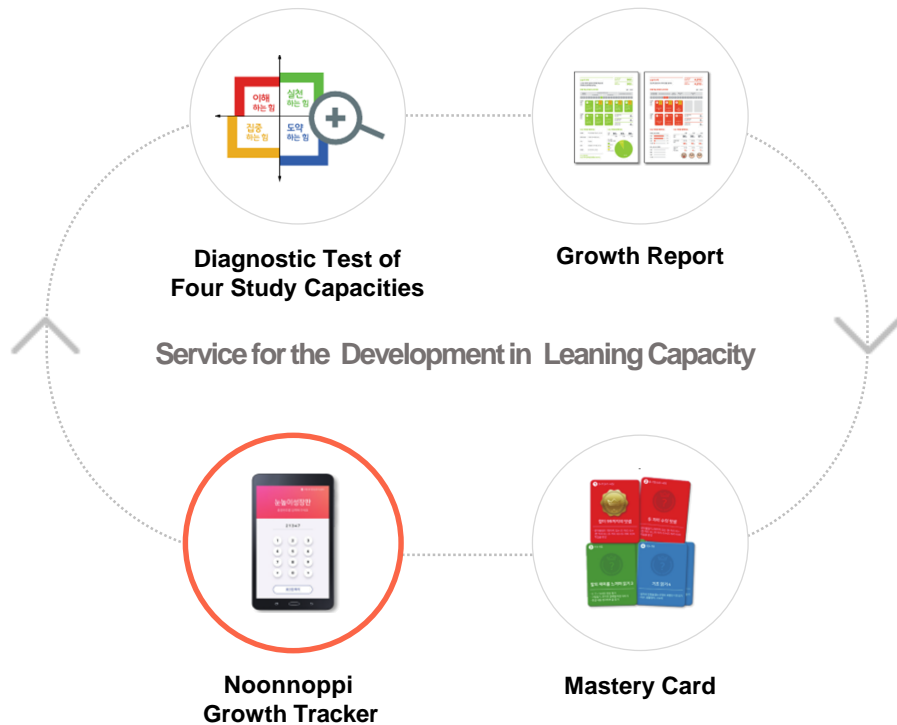


Improvement of Education Service



## Noonnoppi\_Service for the Development in Learning Capacity

- Providing a learning environment that helps children to study in a self-directed way by diagnosing individual study competence and managing accumulated records
- Providing analysis of short-term learning performance improvement and changes in long-term study competence based on data



### Process



Log in



Preparation for Learning



Learning



Log out



Self-review



Learning Completion

### Features and Expected Effects

- Providing Growth Report through education process' DB (Every three months)
- True Self-directed Learning Service, not simply moving the contents into smart devices
- Diagnosis and fostering of Four Study Capacities (power to understand, practice, advance and concentrate)



Efficient class operation



Study competence DB

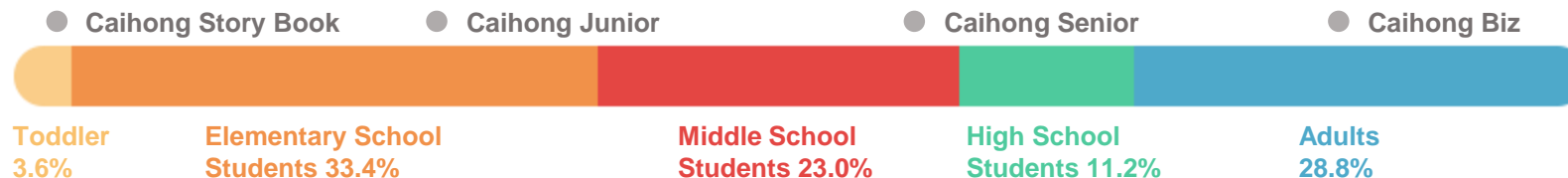


Tracking · Management of learning motives

## Caihong

- One-to-one learning of Chinese language with a native teacher based on a variety of products and channels
- Expanding product portfolio and securing loyal customers through Chaihong One-stop Solution

Proportion of members by age education curriculum (1Q19)



Continuous new product launch



2017.11

Caihong Special Crash Course  
(for Sales Industry)



2017.12

Caihong Short-term property



2018.09

Caihong Special Crash Course  
(for Airline Industry)



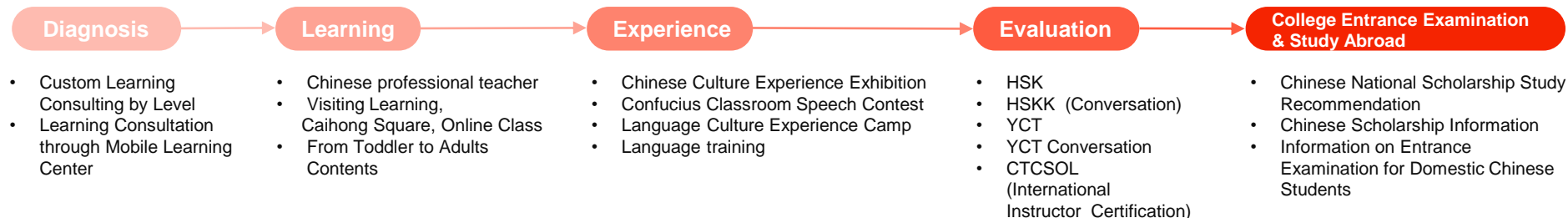
2018.12

Caihong School Exam Course

Chaihong One-stop Solution



Acquisition of Loyal Members by Excellent Learning Effect





## Overseas Subsidiaries

- Advancement into overseas education market for sustainable future growth
- Concentrating on the market expansion in each country, based on our high-level product contents



- Franchise education business in the form of learning centers, targeting local people
- Operating 10 corporate branches (advanced into 18 countries)



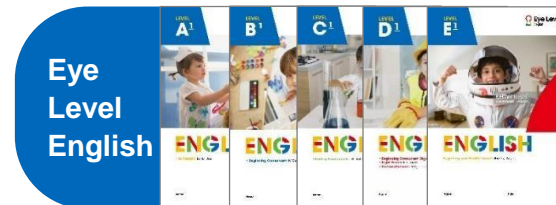
Overseas Subsidiaries



Office in USA



### Major Products and Business Characteristics



- Major Target Age: Infants to Middle School Students
- Major Subjects: Mathematics, English
- Advancing with our own “Eye Level” brand
- Digital Product Launch

### Local Franchises

Australia, New Zealand, Philippines, Thailand, China (Qingdao), UAE (Dubai, Sharjah), Kuwait, Myanmar, Greece, Kazakhstan

**The Media Business of Daekyo is delivering customer value in diverse fields, including publishing, distribution, broadcast media, and textbooks, targeting from children to adults. It is taking the lead in the digital media era and providing the best contents and platforms that serve the fast changing market environment.**



The Soluny Forum is a premium learning system in which learners engage in small, select group discussions. Instead of the typical instructor unilaterally imparting knowledge, learners are encouraged to think for themselves and to express them in speech and in writing. Therefore, children are encouraged to identify solutions to problems they confront, thereby helping them develop the necessary capabilities to pioneer their own future. The program is composed of Reading, Essay Writing, History, Economic Forum and Middle School Essay & Discussion classes.



SOBICS, which is short for 'Soaring+Big+Victory,' is a luxe education brand that facilitates infants, toddlers and pre-teens to think and dream big. This brand markets approximately 40 types of volumes and series written for this learning group. It offers systematic and comprehensive curricula in various subjects, e.g., Comprehensive Reading of IR Subjects. Hence, SOBICS is a top national education service brand that is optimized to enhance a child's reading ability, as well as his or her integrated thinking and creativity development.

**The Media Business of Daekyo is delivering customer value in diverse fields, including publishing, distribution, broadcast media, and textbooks, targeting from children to adults. It is taking the lead in the digital media era and providing the best contents and platforms that serve the fast changing market environment.**



'Ggumdal' represents Daekyo's brand of books written for its youngest readership. The name "Ggumdal", or Snail with a Dream, represents the true integrity and value of goal-oriented education that demands unhurried and orderly planning and achievement. It can be likened to a clearly set goal, albeit at a snail's pace. The program encompasses a wide variety of contents thoroughly aligned to the greater trends in today's education to benefit toddlers who are learning to walk and then to run, and the elementary grade school kids who seek to expand their knowledge and grow their dreams. In fact, Ggumdal does so much more than simply write and publish books; our research and development efforts have the dreams of our children at heart, and a firm belief that we are helping them to mold their future world. Through our books, children are encouraged to see, hear, touch and feel what the world offers. To that end, we are committed to serve as the support pillars on which these children can stand, grow higher and dream bigger.



Daekyo Kids TV is a comprehensive edutainment (education + entertainment) channel for children that has been producing and offering fun and instructive programs since 1995. It is dedicated to bi-directional educational content development through HD digital content & digital cable, IPTV, WEB TV, and applications that can be used on a variety of platforms, i.e., cable, satellite, IPTV, internet, and mobile devices. In addition, from late 2011, Daekyo has begun exercising airing rights and merchandizing business after acquiring overseas program character license for business rights in Korea. In keeping with the age of multimedia, Daekyo Kids TV will continue to develop superior educational content for children and spearhead a future in which dreams can be nurtured.



# A STORY OF GROWING WITH LOVE

**C**ORPORATE  
**S**Ocial  
**R**ESPONSIBILITY

## Daekyo shares hopes and communicates with the world to move forward.

Daekyo is involved in diverse CSR activities to fulfill its responsibility as a leading company and to take the initiative in making a world where people communicate and thrive together.

### CSR Activities



#### Education

- BONG-AHM Educational Foundation (Gyeonggi Academy of Foreign Languages)
- Establishment of Daekyo Eye Level School
- Traffic Safety Campaign for children
- Daekyo MUN Camp



#### Supporting Vulnerable Children

- Eye Level Volunteers
- One Enterprise One Village
- Total-care service for Dream Start children
- Multicultural Family Support Center
- Support children with developing their vision
- Language development support service for children living with visually or hearingimpaired parents
- Happiness Project for mothers and children from multicultural families
- Educational support services for foreigners and people with multicultural background in Seoul
- Educational support services for children from low-income families with Child Fund Korea



#### Culture & Arts

- Daekyo Culture Foundation
- World Youth Culture Foundation



#### Sports

- Daekyo Women's Badminton Club
- Goyang Daekyo Women's Football Club
- Sponsoring a variety of sports events



## BONG-AHM Educational Foundation (Gyeonggi Academy of Foreign Languages)

With the goal 'to develop creative global leaders who serve humankind,' it currently offers English, Chinese and Japanese programs; in addition, the programs were the first to obtain formal IB (International Baccalaureates) recognition in Korea. BONG-AHM Educational Foundation is a fully boarding institution where 1,000 students are currently enrolled.

**CORPORATE**  
**SOCIAL**  
**RESPONSIBILITY**





## Daekyo Culture Foundation

Daekyo Culture Foundation was established with the mission to cultivate a sound education system and a healthy cultural environment. The Foundation currently offers a wide variety of scholarships and activities such as the Eye Level Education Award, Eye Level Children's Literature Award, Korea Olympiad for the Gifted Student, Daekyo Int'l Sculpture Symposium for University Student, Chorus Korea of Daekyo Kids TV, and "Tomato"- a periodic talk show for mothers. It also supports various educational and cultural activities for the unprivileged audience such as multicultural families to contribute to the well-being of the society as a whole.

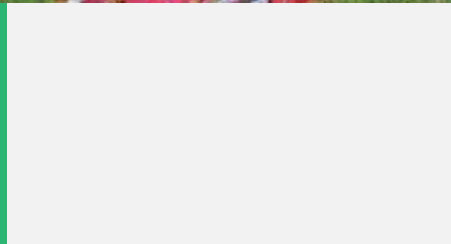
**CORPORATE  
SOCIAL  
RESPONSIBILITY**



## World Youth Culture Foundation

The Foundation was established in 2007 with the goal of promoting culture, sports, arts and education among the youth. These pillars are supported throughout the world, with special emphasis on the youth in developing countries. Scholarships are offered to nurture talent, and internal events are hosted to promote participation and social well-being.

**CORPORATE**  
**SOCIAL**  
**RESPONSIBILITY**







## Establishing Hope School in less developed countries (Gyeonggi Academy of Foreign Languages)

In support of Eye Level Volunteers and World Youth Culture Foundation, Daekyo Eye Level School was established in Meguara of Kenya, Africa, and 500 children are now enjoying their school lives. We will keep supporting the dreams of children by continuously providing of education contents.

**CORPORATE**  
**SOCIAL**  
**RESPONSIBILITY**



Daekyo Eye Level School  
in Kenya

## Daekyo MUN Camp (Global Talent Training)

It is a mock UN program that invites elementary school students from underdeveloped countries to help them grow into influential leaders in the world. It is a camp that students from various nationalities participate as representatives of each country to raise their qualities and virtues as global leaders through problem solving.

**CORPORATE**  
**SOCIAL**  
**RESPONSIBILITY**



## CAIHONG Confucius Institute

Confucius Institute has been established to provide educational contents and services of Chinese culture and language all over the world. It was founded in countries where National Hanban, a government affiliated organization under 'Ministry of Education of the People's Republic of China', approved its establishment and now set up around 1,000 institutes from 140 countries, starting in 2004. Daekyo and Jilin University of China set up CAIHONG Confucius Institute in May 2014 based on the agreement with Ministry of Education of the People's Republic of China. Since then, CAIHONG Confucius Institute offers various contents related to differentiated Chinese Language program, teacher training, assessment, and cultural experience, covering all ages.

**CORPORATE**  
**SOCIAL**  
**RESPONSIBILITY**





I want to congratulate IBO on its 50th anniversary.

Your organization has been serving the great mission, "To create a better world through education for the past 50 years. I understand that your students have been playing important roles as pillars of the world.

I have been impressed by IBO's education philosophy to develop inquisitive, knowledgeable, and caring young people, which pairs with Daekyo's mission of providing a well-rounded education to nurture young people for a better world.

Daekyo is the number one education company in the country employing 12,000 teachers at 900 learning centers for 1,800,000 students. Most of the students, 80%, are primary level. Daekyo provides programs such as Soluny and Future Kids. These programs are built from a strong cognitive and pedagogical background to help nurture creative and independent thinkers. Our students are ready to be trained to create a better world through IB education."

As mentioned earlier, Daekyo had a successful experience with the Chinese Ministry of Education in launching the Confucius Institute in South Korea. So, Daekyo will not let you down if you give us a chance.

Again, it will be such a great honor if Daekyo can be an IB platform for students in South Korea to complete your honorable mission.

Thank you.



Director **Jung, Upjin**  
Head, Centre for Content Creation and Development



**Daekyo is committed to creating a healthy society  
Where everyone has the opportunity to pursue a bright future.  
Thank you for your attention.**

