



Beyond Paints, Going Global

NOROO

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Power of Imagination

NOROO's Global Solution, Imagining a Bigger World

For

6,800,000,000 People

51,120,000 km²

4,500,000,000 Years



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Beyond Paints, Going Global

NOROO has developed into a world class general fine chemistry company throughout its 66 year history of technical capability and trust. With the power of infinite imagination, NOROO now creates global solution.

From paint to global solution, the future of tomorrow lies in where NOROO is headed towards.





6,800,000,000
People

Meeting the World with Imagination and Creativity for the 6.8 Billion People in Our Global Society

Since its foundation in 1945, NOROO has led Korea's economic development and developed into a top national general fine chemistry company. For the last half century, NOROO has maintained its solid tradition as a true national company and at the same time, leaped forward as a global enterprise.

Based on its management index "Lead change through imagination and creativity", NOROO has begun to unfold breakthrough innovations to maximize its subsidiaries' management efficiency and expand synergy. NOROO will further strengthen its competitiveness around the globe not only by setting focus on developing new technology and products but also by expanding its global network and continuously recruiting talents worldwide.

NOROO introduced the holding company system based on ethics, transparency, and responsibility management of global standards. In the short run, the group's strategic aim is to establish a group's head office. Therefore, the head office maximizes the profitability of its subsidiaries, achieves improved management efficiency, and establishes responsibility management system. In the long run, the purpose lies in maximizing the synergies among subsidiaries by sharing information and developing new promising businesses.

In 2010, Corporate Identity (CI) was introduced to achieve overseas market expansion. The name of the holding company DPI Holdings Co., Ltd. was changed to NOROO Holdings Co., Ltd. and the names of the twelve subsidiaries were unified under NOROO's brand name.

NOROO will continue to provide future values to customers, shareholders, employees, and the 6.8 billion people around the world with its unwavering commitment to the prosperity of both the nation and humanity ever since its establishment. From paint to global solutions, NOROO will continue to strive to serve and satisfy customers' needs as a global enterprise.

Thank you.



Message from the Chairman

_ NOROO Group Chairman Young-jae Han

한영재

Since 1945

NOROO is emerging from a Korean representative paint company to a global corporation

With a history of 66 years, NOROO started as a national company and is advancing into the world as a global company.



1996 ~ 2006

Advancement into a Global Company

The company upgraded its corporate status to a higher level as it was selected as it was listed among the Top 50 for National Quality Competitiveness in 2002. In June of 2006, DPI Holdings Co., Ltd. was established. The holding company laid a foundation as a global enterprise by expanding overseas network and focusing Group competencies on new business ventures.



1973 ~ 1988

Business Expansion through Strengthening of Technology

The company was listed on the Korean stock market in 1973; completed construction of Anyang factory in 1976, Korea International Paint in 1980, powder coating manufacture factory in 1985, car paint factory in 1986, and Guro factory in 1988. The company has developed into a general fine chemical corporation representing Korea by acquiring patent for inventing 'Hwastan', an incombustible paint, being designated as company with 1st grade mold processing technology quality control, and establishing joint-venture with global corporations.



1945 ~ 1954

Establishment of the National Company Daehan Ink

After Korea regained its independence in 1945, Koreans were freely able to speak and write in their native tongue. However, there was shortage of paper and ink. Thus in 1945, with the responsibility of providing "for our nation", Chairman, Jeong-dae Han, established Daehan Offet Printing Ink Mfg., Co. and in 1952 established the Daehan Ink Manufacturing Co., Ltd.

1955 ~ 1972

Establishment of Manufacture Base and Modernization

With the completion of its Moonlae-dong(Seoul) plant in 1955, the company established a modern manufacturing facilities as well as a technical research center. In 1957, the company is registered under the trademark of NOROO. and completed its Guro plant in 1967. The company became Korea's first paint manufacturer to qualify for the KS Mark in 1970.

1989 ~ 1995

Corporate Innovation and Commencement of Overseas Business

The company established subsidiaries for each paint segments (surpassing KRW 100 billion in sales), and was recognized as a professional paint company in receiving the government's Total Productivity Grand Prize. By supplying NOROO paint to "The Forbidden City" in China for repairing, the company began to accelerate its overseas market expansion.

2007 ~

New Business Development and Strengthening of Global Competitiveness

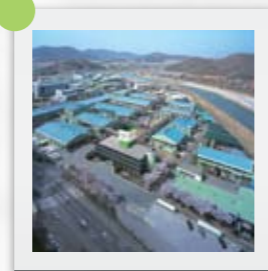
The company began to sharpen its competitiveness in the foreign market by selling Korean PPG, purchasing shares in Shanghai KNT, and investing in establishing Guangzhou NFC in 2007. Also by forming alliances with Japanese company ISAMUI in 2008, and achieving technological collaboration with AKA Group of Saudi Arabia in 2009. In 2010, the company changed its name into NOROO Holdings Co., Ltd. and strived to become a leading company in the world through imagination and creativity.

51,120,000 km²

Global NOROO is seeking a larger presence in the Global Stage

NOROO has developed in the industries of paint, ink and resin plastics with the world as its stage. NOROO will become a world leader with more than 66 years of technical expertise and trust

NOROO Internal



NOROO Paint & Coatings Co., Ltd.

Paralleling the group's history, NOROO Paint & Coatings Co., Ltd. manufactures 10,000 types of products such as architectural paint, paint for metal surfaces of home appliances, PCM, heavy duty coating and auto-refinishes. Paints of world-class quality are produced by precisely controlling the entire process from raw material test to packaging through computer.

NOROO Operational Direction

- Ensure subsidiaries can stand on their own
- Establish a vision and strategic direction for the Group as a whole
- Attract and cultivate globally competent personnel
- Maximize Group synergy, efficiently distribute management resources
- Develop new business lines, expand the strategic global network



Global NOROO is Expanding its Presence Around the World

From China, South East Asia,
the Americas to Europe,
A new global stage is opening through
NOROO's challenge to become a global leader.

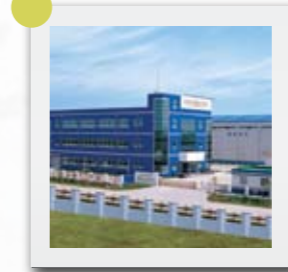
Beyond Paints, Going Global

NOROO International



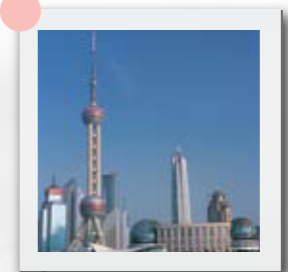
NOROO Holdings(H.K.) Co., Ltd.

For smooth operation of business and expansion of business fields in China and South East Asia, an Investment company has been established in Hong Kong in 2007 to invest and manage related companies, such as NOROO Paint (Shanghai) Co., Ltd., NOROO Trading(Shanghai) Co., Ltd., Shanghai KINLITA Chemical Co., Ltd., NOROO FUTIAN Paint(Guangzhou) Co., Ltd. and NOROO NANPAO Paints & Coating(Vietnam) Co., Ltd.



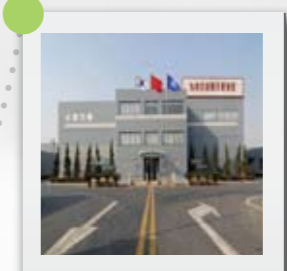
NOROO Paint(Shanghai) Co., Ltd.

As a local subsidiary established in Shanghai, China in 2002, the company is achieving annual growth in the field of industrial (color steel sheet, surface treatment, etc.) and architectural paint according to 'choice & concentration' strategy.



NOROO Trading (Shanghai) Co., Ltd.

NOROO Trading(Shanghai) Co., Ltd. was established in 2002 to develop Chinese local market and trade business, contributing to the advancement and development of NOROO Group in the Chinese market. NOROO Trading (Shanghai) Co., Ltd. manages NOROO Shanghai Technology Research Center and acts as the main office for NOROO China Business Group.



Shanghai KINLITA Chemical Co., Ltd.

Business is progressing rapidly in China through technology transfer by investing shares in KNT established in Shanghai in order to acquire the rapidly developing Chinese market of car body paint.



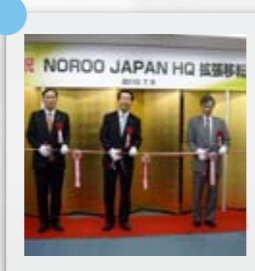
NOROO FUTIAN Paint (Guangzhou) Co., Ltd.

Joint venture between NOROO Group and Bokjeon Paint based in Guangzhou, China has been established in 2007 to dominate auto-refinish market within China and present a high market share within China.



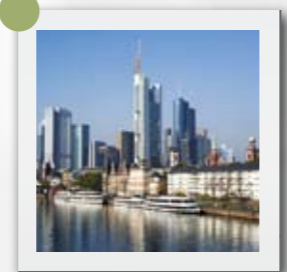
NOROO NANPAO Paints & Coating (Vietnam) Co., Ltd.

The joint venture company established between NOROO Group and Nanpao Group in 2008 for advancing not only into the Vietnamese market, but also into the rapidly developing South East Asian industrial and architectural paint market for 'Global NOROO'.



NOROO Paint & Coatings Co., Ltd. Tokyo Branch

With the purpose of achieving technology research and business cooperation, Japan Office has been established in Tokyo to develop new technology and acquire talents. Tokyo Branch acts as the bridgehead for achieving global expansion of not only technology development of NOROO Paint's R&D Center but also boosting NOROO Group's sales.



NOROO Paint & Coatings Co., Ltd. Europe Office

Since 2010, in order to gather paint information in European market, build networks, discover potential M&A opportunities, plan establishment of technology research center, and excavate new businesses, various businesses including technology research are pursued in cooperation with KIST-EU in Frankfurt, Germany to establish the bridgehead for making inroads into the European market.

1st

World's Leading Corporation
is Created with
Global Standards.



NOROO

establishes healthy corporate governance structure while helping the subsidiaries to pursue value independently. Based on such concept, NOROO is becoming a world leading company by achieving maximization of profit and committing itself to fulfilling social responsibility by focusing on global network expansion, regional diversification and future business creation.



Emerging as the Major World Player

NOROO will expand imports to 50% of entire sales in paint sector by 2015, and will achieve KRW 2 trillion in annual sales by developing new businesses by 20%. The ambitious goal will be reached by innovating in-house technology and operations, recruiting international talents, cooperating with domestic and overseas core technology companies, and expanding overseas sales net.



Implementing Transparent Management Focused on Shareholders

NOROO Holdings Co., Ltd. has a strict internal accounting system that ensures a transparent financial data. Internal audits at the holding company and subsidiaries adhere to the same international standards that independent auditors use. The result is transparent accounting supervision that conforms to global standards.



Establishing the Holding Company Management System

In June 2006, the Holding Company Management system was established, separating the investment sector and product development and manufacturing sector, allowing each entity to focus on its respective business activities.

NOROO Holdings Co., Ltd. has assumed the stature as the NOROO Group Head Office, developing strategies and policies at the Group level that will enable each member to maximize its value. Operational efficiency is being raised while each Group member is nurtured as a self-sustaining business unit. Moreover, the holding company promotes intra-Group information exchange to maximize the synergy effect and develop new business lines for the Group to pursue in the future.

Contributing to Society

NOROO engages in various community service activities such as local environment production campaigns and programs to help the needy. The company also provides paint for orphanages and elder care facilities, and employees are encouraged to volunteer for community service programs wherever the company is doing business. In times of national disaster, the company donates money and takes part in relief activities, fulfilling its obligations as a corporate member of society.

4,500,000,000 Years

4.5 Billion-Year-Old Earth,
NOROO Begins
Green Solution
Solution to Achieve
a Greener Future.

NOROO

has introduced sustainable internal growth strategy in 2010, the first year of green management. 3G strategy will become a new paradigm for overcoming environmental crisis caused by global warming, resource crisis threatening survival of humanity, and global financial crisis caused by global economic recession.



3G_Green Leadership

Green Leadership is composed of three policies of green management ideology and policy establishment, public display of green management information, and confrontation and reduction of greenhouse gas. NOROO will become as the leader of the green market by effectively gathering green management information and instantaneously reflecting in corporate management and by dealing with issues further than competitors.



3G_Green Marketing

The key Green Marketing strategy is one-green communication with customers, two-development of environment-friendly products, and three-new market construction for green development. NOROO Group plans to gradually expand sales component of environment-friendly products annually, based on the goal of 'environment-friendly new product development and low-carbon green market product development'.

3G_Green Value Chain

Green Value Chain is a strategy that actualizes the concept of green management in the entire process ranging from raw material purchase to product manufacture shipment. In order to achieve this, NOROO will carry forward green partnership construction, green factory creation, and energy reduction system for decreasing CO2.



Green Achievement

Green management of NOROO is recognized not only in Korea but internationally for its achievements, such as acquisition of most domestic environment-friendly product certifications (Environment Mark Association, Korea Air Cleaning Association), being awarded the 2005 Presidential Award for development of Samsung Electronics HDD environment-friendly electronic coating paint, continuous expansion of intellectual property rights regarding environment-friendly products (registration of many domestic and overseas technical patents), and construction of environment-friendly product system corresponding to government and consumer needs.

15 Global Networks

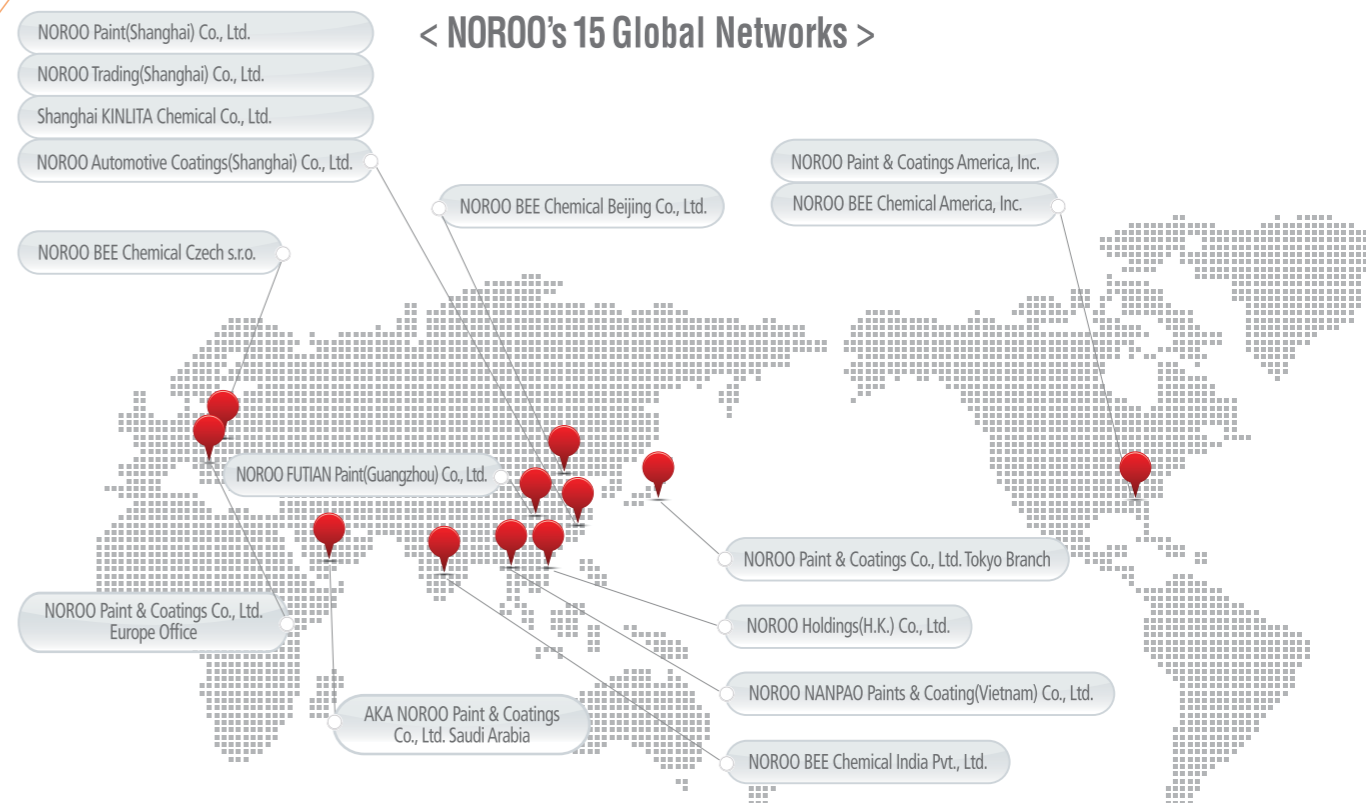


NOROO's Global Solution Imagining with the World.

NOROO

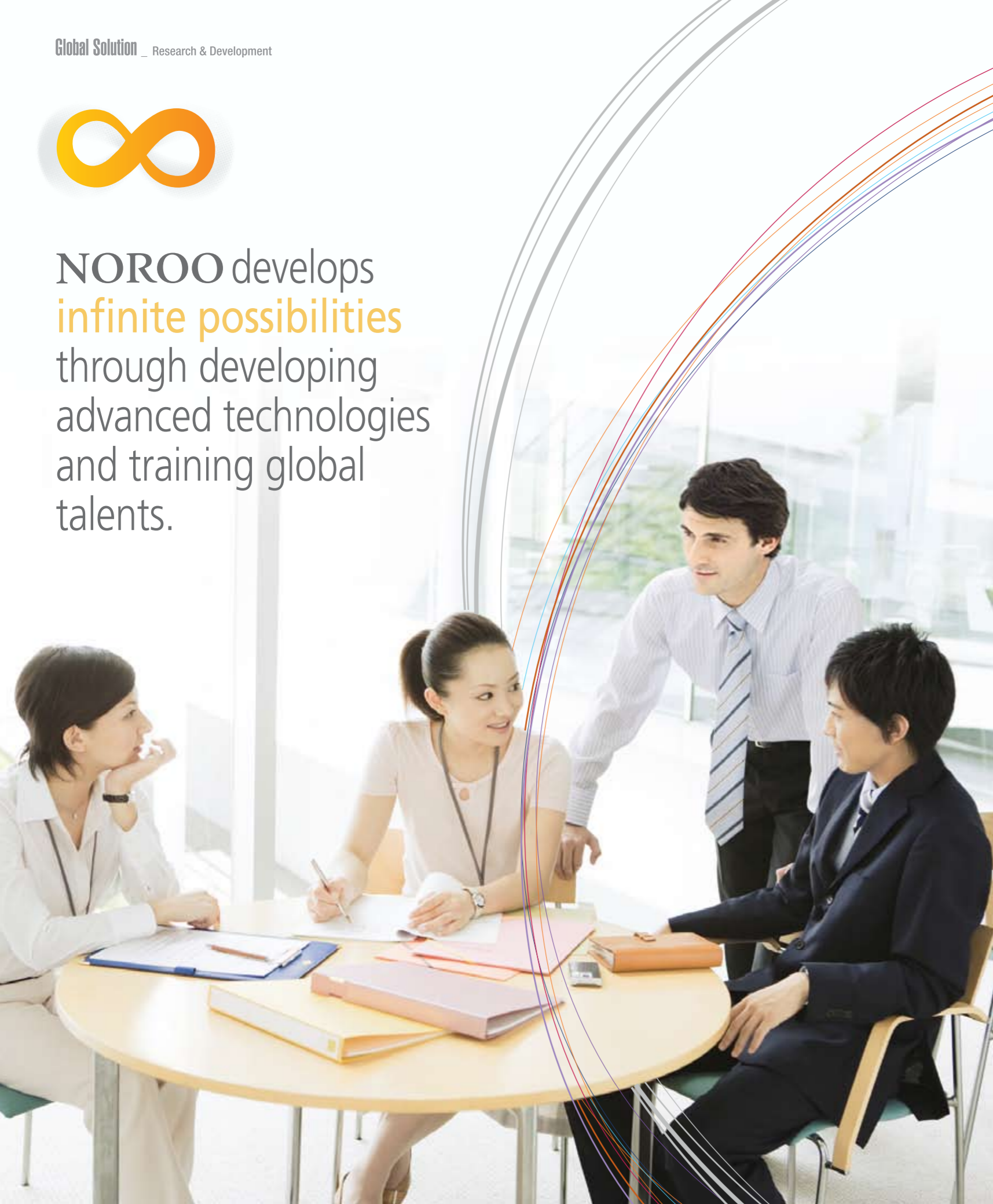
has strengthened global competitiveness through acquisition of technology center in Japan, expansion of plants and sales offices in China and South East Asia, and establishment of foreign branches in the U.S., Czechoslovakia, India, and Saudi Arabia. Furthermore, NOROO will create future global solutions by establishing Joint Ventures with leading world players and localizing offshore operations.

< NOROO's 15 Global Networks >





NOROO develops **infinite possibilities** through developing advanced technologies and training global talents.



NOROO

develops cutting-edge technology by taking direct charge of the Group's R&D facilities. NOROO discovers future growth engines by making aggressive investments in hiring prominent overseas talents and establishing technology alliance or acquiring companies with high growth potential.

R&D Center

NOROO R&D Center is the core institution for NOROO's technology of 66 year history. NOROO has played a leading role in boosting the global competitiveness of construction, electric and electronic products, printing and ink industries and making the world a more colorful place. The future of Global NOROO is based on the global technology and know-hows of the R&D Center. NOROO will emerge as a leading company in the world through strengthening global competitiveness, building new technology core competence, and establishing a system of diverse R&D cooperation.

Investing aggressively into R&D and discovering new business lines

NOROO has placed its priority on discovering and recruiting talents in promising new business for future growth in order to become a world class company. To achieve these objectives, the company is investing aggressively in numerous activities such as analyzing consumer lifestyles, researching and developing on innovative technologies, developing new business related with foreign regional diversification strategy.



From Paint to Global Solution, NOROO is Always the First to Imagine.

Creating better future for our customers, business partners,
and children, NOROO will create a better tomorrow with
the power of imagination.

Beyond Paints, Going Global
NOROO

