

# **CONTENTS**

INTRODUCTION	OUR VALUE	INNOVATION	COMMUNICATION
	O4 <u>CEO MESSAGE</u>	11 <u>SHINYOUNG</u>	22 SHINYOUNG CULTURAL FOUNDATION
	05 <u>VISION</u>	14 <u>BRIGHTEN ASSET MANAG</u>	<u>GEMENT</u> 23 <u>KEY MILESTONES</u>
	07 <u>BRAND</u>	15 <u>SHINYOUNG ASSET</u>	24 <u>BUSINESS NETWORK</u>
		17 <u>SL PLATFORM</u>	
		19 <u>SHINYOUNG C&amp;D</u>	
		21 <u>DAENONG</u>	

OUR VALUE • CEO MESSAGE
SHINYOUNG PROFILE

# Standing on the basis of change and innovation, SHINYOUNG GROUP prepares for another step forward as an entity devoted to sustainable development.

Throughout its history, SHINYOUNG GROUP has faced rapid changes, both domestically and internationally, whilst upholding integrity, seeking creative solutions, and pioneering new roads ahead. Through its strong value chains, SHINYOUNG GROUP is now envisioning a new step with expanded capacities in real estate finance and property technology.

Based on the successful expansion of these value chains, we will furnish ourselves with sustainable business models and create spaces where humans of all backgrounds can enjoy wide-ranging lifestyles. At the center of this goal will be our urban regeneration projects focused on re-valuation of land and development.

With the maturation of the construction and real estate markets, developers are challenged to take on additional roles. To meet this challenge, SHINYOUNG GROUP will adhere to our calling as a reliable and valued developer with the flexibility required to adjust to changing global markets and to respond to our social responsibilities.

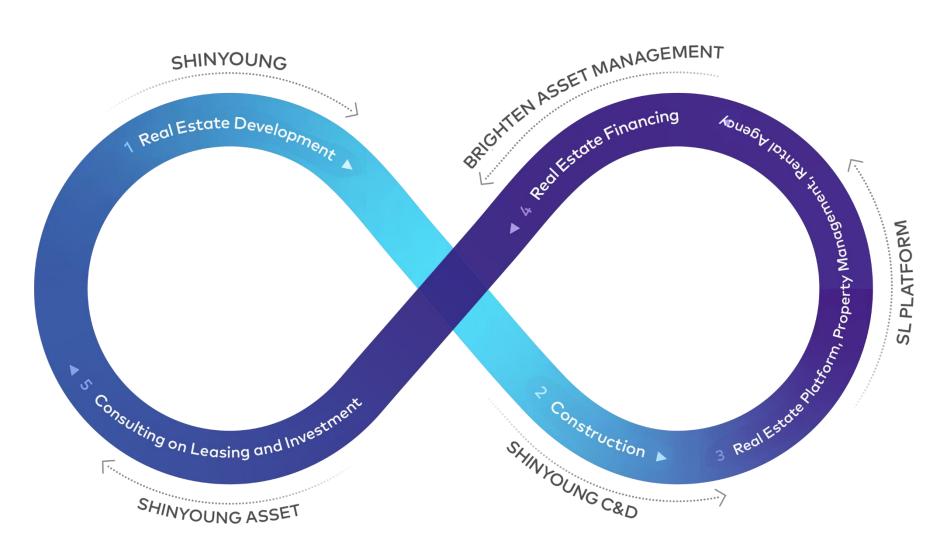
Choon-bo Jeong Chairman, SHINYOUNG GROUP



OUR VALUE • VISION
SHINYOUNG PROFILE

## **VISION**

As Korea's representative comprehensive real estate group, SHINYOUNG GROUP has built a One stop value chain in which all affiliate companies organically operate across general real estate business fields. Each of SHINYOUNG GROUP's affiliates serves as a solid value chain across diverse sectors of the real estate industry: funding and land acquisition, planning, building, leasing, real estate financing, consulting on leasing and investment, asset management, and residential services. SHINYOUNG GROUP spares no effort in order to elevate the merits of its established value chains and to secure competence for the future.



One stop value chain

#### • MISSION

We strive to provide the most desirable place and space

SHINYOUNG provides optimized spaces and architectural venues suited for human life.

#### VISION

Vitalizing cities

SHINYOUNG creates urban vitality.

• CORE VALUE

**Share and Collaborate** To promote collaborations with partner companies through sharing information and knowhow

**Be Free and Fair** To advocate the corporate culture of free communication and fair compensation **Change and Innovate** To change and innovate while delivering values desired by clients

OUR VALUE • BUSINESS OVERVIEW SHINYOUNG PROFILE



Click to go to SHINYOUNG GROUP's website

Continuing its legacy as a leader in housing culture, beyond real estate, SHINYOUNG GROUP never stops striving for new challenges.

#### Real Estate Development

- Mixed-Use Development (MXD)
- Housing Development
- Commercial Development
- Research Center

#### 2 Real Estate Financing

• Real Estate Funds

#### 3 Real Estate Services

• Investment Consulting

#### Leasing Consulting

#### Real Estate Services Platform

- Asset Management
- Rental Management
- Living Accommodation Facilities Operation
- Intergrated Housing Services
- Real Estate Development
- Consulting and Planning
- SLP Living

#### **G** Construction

• Development

Housing

• Infrastructure

- Materials Business Building Fabrics
  - - Garments

**3** Textiles

• Real Estate Development

CONTENTS OUR VALUE INNOVATION COMMUNICATION INTRODUCTION

OUR VALUE • SHINYOUNG BRAND

# **BRAND**

As a pioneer among developers, SHINYOUNG GROUP has proudly and confidently adopted various brands. Since the launch of its highend brand in 2021, SHINYOUNG has been broadening its spectrum.



#### Brighten your life

BRIGHTEN considers the lifestyles of residents as well as their living spaces. BRIGHTEN redefines the ever-growing lifestyle varieties through the lens of sophistication and convenience to bring elevated values to housing.

### **GWELL**

#### Good space for well life

SHINYOUNG GWELL perfects spaces optimized for residents to lead happy lives through the "simplicity of the good," composed by nature-friendly environments, beautiful and practical structures, and high-quality materials.



BRIGHTEN N40 40 Nonhyeon-dong, Gangnam-gu, Seoul

SHINYOUNG GWELL PRUGIO Technopolis Central San 4-2, Songjeong-dong, Heungdeok-gu, Cheongju-si

# Brighten your life, BRIGHTEN

#### **High-End Housing Brand, BRIGHTEN**

In this world, where tens of thousands of lifestyle varieties are thriving, BRIGHTEN redefines the diversities of living styles through the lens of sophistication and convenience to elevate the values of housing. Based on a high-level understanding of the trends in changing lifestyles and housing environments, BRIGHTEN achieves the utmost standard of living through upgrades to construction materials and embraces variegated sustainable housing services, brightening up spaces and the lifestyles of residents for added enjoyment of life.

#### **Concept of Brand Design**

BRIGHTEN's logo is composed of a symbolized letter B in a circle in order to express "a life made bright in BRIGHTEN." The circle, visually perfect and stable in nature, signifies a "Balanced Space," while the curve flowing diagonally upward and down symbolizes the "Beautiful Moments" and "Advanced Better Lifestyle" experienced with BRIGHTEN.

**Brand-Applied Projects** 

BRIGHTEN YEOUIDO | Yeongdeungpo-gu, Seoul, 2019
BRIGHTEN HANNAM | Yongsan-gu, Seoul, 2021
BRIGHTEN N40 | Gangnam-gu, Seoul, 2022

Balanced space

Beautiful moment

— Better lifestyle



# Good space for well life, GWELL

#### **Brand for Housing, SHINYOUNG GWELL**

SHINYOUNG GWELL is the brand for housing made by Korea's finest comprehensive real estate group, SHINYOUNG. Based on accumulated insight and experience, SHINYOUNG GWELL perfects spaces optimized for the prosperous lives of clients from all aspects of selecting sites, high-level designs, cutting-edge construction techniques, and quality, all in order to produce designs and services tailored to the lifestyle of each resident. SHINYOUNG GWELL upholds the philosophy of "Simplicity of the Good." Reflecting this philosophy in its spaces and designs secures the most fundamental values to last through time, such as nature-friendly environments, beautiful and practical structures, and high-quality materials, all through which SHINYOUNG GWELL enriches the lives of residents

#### Concept of Brand Design

Employing a wordmark made of a firm straight line in harmony with an elegant curve, the SHINYOUNG GWELL logo signifies a "well-made space" and the "happy life lived in it." The space naturally created by the omission and combination of strokes expresses "controlled beauty" and a "relaxed life," while the delicate details of the curve contains SHINYOUNG GWELL's "considerate approach" to care for residents' lifestyles through advanced thinking.

----- Trustworth

Authentic

— Considerate

- Harmonized

#### Architecture of the Brands

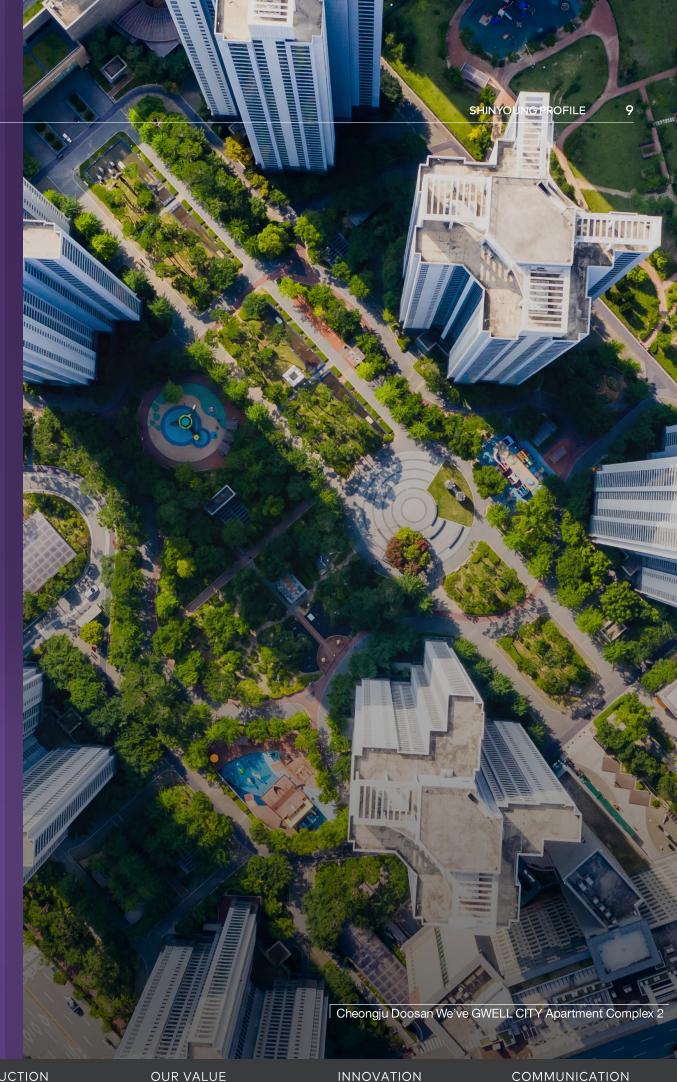
**GNELLCITY** | Comprehensive Complex

GWELLCITY MALL | Commercial Facilities

**GWELL** Homes. | Rental Housing

**GWELL** ESTATE | SHINYOUNG C&D Residential Facilities





# INNOVATION

With confidence, SHINYOUNG GROUP has continued to seek out brave new challenges. Continuing its legacy by networking with a variety of fields related to real estate, SHINYOUNG GROUP will establish an integrated platform for the development of new real estate properties and will present a paradigm suited for the future.

#### 신영그룹 계열사

Real Estate Development	SHINYOUNG	
Real Estate Financing	BRIGHTEN ASSET MANAGEMENT	
Real Estate Services	SHINYOUNG ASSET	
Real Estate Services Platform	SL PLATFORM	
Construction	SHINYOUNG C&D	
Textiles	DAENONG	

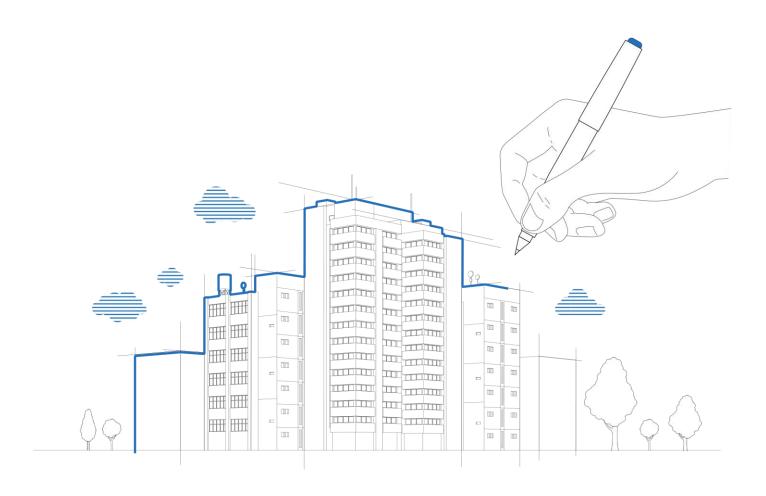


OUR VALUE CONTENTS INTRODUCTION INNOVATION COMMUNICATION INNOVATION • SHINYOUNG
SHINYOUNG PROFILE

# **SHINYOUNG**

## - Real Estate Development

SHINYOUNG conducts real estate development across diversified fields, giving birth to new landmarks.



#### **Business Fields**

#### Mixed-Use Development (MXD)

SHINYOUNG aspires to enable facilities with different functions to serve diverse purposes in complementary roles and to be positioned as landmarks. With the natural result of enhanced quality of life affecting even the surrounding neighborhoods, increased influx of population, and vitalized neighboring commerce, SHINYOUNG contributes to elevating the competitiveness of cities.

#### **Housing Development**

SHINYOUNG meets its clients through BRIGHTEN, a selective highend brand for the highest standard of up-to-date lifestyles, and SHINYOUNG GWELL, a brand dedicated to mainstream housing. In step with the latest trends, an urban co-living brand called GWELL HOMES has also been launched.

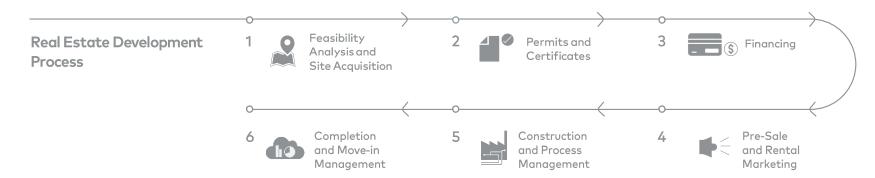
- High-End Housing SHINYOUNG aspires to create spaces to enrich the lives of residents by embracing dignity at every turn.
- Housing Complex SHINYOUNG proposes a pleasant lifestyle in harmony with residences and local commerce.
- Apartment Housing SHINYOUNG provides comfortable and cozy apartment housing units developed with SHINYOUNG's specialty in housing.

- Officetel SHINYOUNG provides rational housing spaces planned with an understanding of urban lifestyles.
- **Rental Housing** GWELL HOMES proposes spaces based around warmth and hospitality to enable relaxation.

#### **Commercial Development**

SHINYOUNG has a legacy of retail complexes harmonized with residential facilities, ranging from Cheongju GWELL CITY MALL, a landmark in Cheongju, to Cheonan Buldang, Asan Tangjeong, and Ulsan GWELL CITY MALL, as well as business facilities, such as Incheon Guwol GWELL CITY Office and BRIGHTEN YEOUIDO.

- Retail Facilities SHINYOUNG proposes lifestyles based around enhanced convenience for commercial spaces where culture and art coexist in a relaxed atmosphere.
- Business Facilities SHINYOUNG proposes business spaces that prioritize dignity, convenience, and future expansion of office tenants.





www.shinyoung21.com

INNOVATION • SHINYOUNG PROFILE 12

## **Major Projects**





Mixed-Use Development 1 BRIGHTEN YEOUIDO (Development of site of former MBC Yeouido)

2 Cheongju GWELL CITY (Development of Daenong Factory Zone)

INNOVATION • SHINYOUNG PROFILE 13

















Commercial Development 1 Cheonan Buldang GWELL CITY MALL 2 Cheongju GWELL CITY MALL

Housing Development 1 BRIGHTEN N40 2 BRIGHTEN HANNAM 3 Handeulmulbit City GWELL CITY Central Prugio 4 Cheonan Buldang Zone 1-4 5 Yeosu Ungcheon GWELL 1-3 6 Sigma II

More portfolio —

INNOVATION • BRIGHTEN ASSET MANAGEMENT

# BRIGHTEN ASSET MANAGEMENT

## - Real Estate Financing

BRIGHTEN ASSET MANAGEMENT pursues stable profit generation based on real estate development and its capacity to invest while adjusting to the characteristics of real assets.

# Business Fields

#### **Real Estate Funds**

In collaboration with an affiliate company belonging to a comprehensive real estate group, BRIGHTEN ASSET MANAGEMENT is generating synergistic effects in trailblazing new markets and paradigms. Setting trust with clients as the topmost value, BRIGHTEN ASSET MANAGEMENT invests in real estate and rights and assets related to real estate in pursuit of continuous stable profits.

#### Investment Strategies

**Core** To invest in prime assets situated in major business districts for stable operational cash flow

**Core Plus** To invest in sub-Core assets that have potential to become Core level through upgrades

Value Adding To leverage undervalued assets through active operational improvements

**Opportunistic** To invest in high-risk high-profit assets for future value

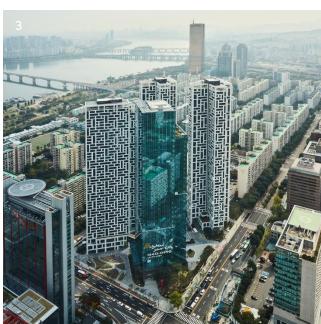
#### Risk Management

**Pre-Investment Management** In advance of investment, analysis of risks in assets is conducted and definitions are produced for management methods and feasibility scopes. The investment plan is confirmed with approval from the Risk Management Committee.

Post-Investment Management After investment, risks are managed through regular monitoring. Analysis and management of risks are conducted by assets for investment. Analysis is conducted on major risks, and decisions are made by the Risk Management Committee.







1 BRIGHTEN No.1 Private Equity REITs 2 BRIGHTEN No. 2 Private Equity Real Estate Investment Limited Company 3 BRIGHTEN No.3 Private Equity REITs





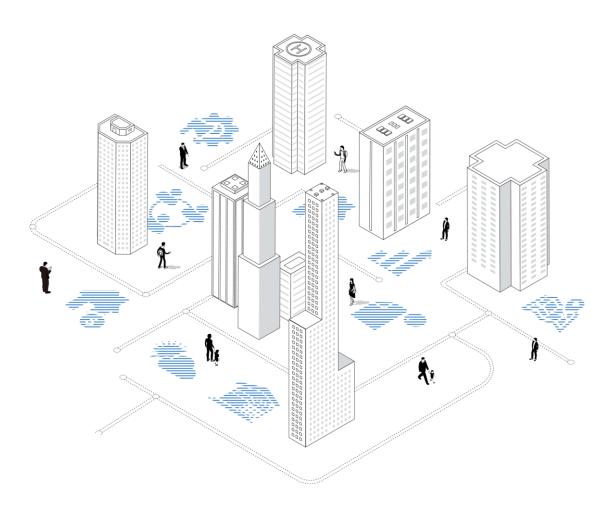
INNOVATION • SHINYOUNG ASSET

SHINYOUNG PROFILE 1

# SHINYOUNG ASSET

#### - Real Estate Services

Through accurate analysis of rapidly changing markets, SHINYOUNG ASSET presents solutions designed to navigate market volatility and maximize returns.



#### **Business Fields**

#### **Investment Field**

Utilizing its proven capabilities for sales, along with Korea's largest real estate database, with archives spanning over 20 years, Real Estate Services helps carry out investment and transaction processes at the optimal prices. Based on the analysis of the business environment, Real Estate Services provides consultations on the development of offices, as well as corporate investments.

- Investment Optimal investment results are produced through in-depth analysis by investment specialists experienced in joint investment with major Korean and international investors and holding capabilities for acquiring funds.
- Transaction Consultations to manage risks by optimizing time and conditions for transactions through due diligence investigation.
- Development Value-adding consultations are provided to ensure maximized profitability for tired or undervalued assets through diversified developmental strategies.

#### Lease

As a real estate consulting organization delivering optimal solutions to clients, we provide specialized services in key areas, including office leasing advisory and the strategic attraction of strategic investors.

- Total Service Comprehensive real estate services encompassing leasing advisory for major domestic office buildings and the strategic attraction of strategic investors (SIs).
- Co-Working Structured marketing and leasing strategies executed through a collaborative network of major domestic and global corporations and professional agents.
- Data System Data on property and clients are efficiently managed by use of the CRM system.
- Marketing Structured marketing initiatives based on exclusive leasing experience with prime-grade buildings, supporting the acquisition of prospective tenants and the creation of pre-lease demand.



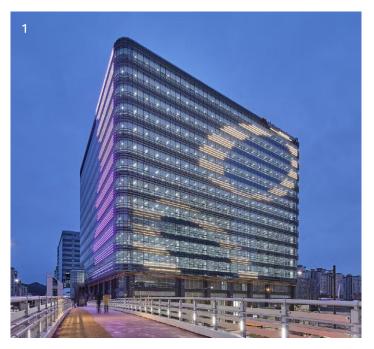


 $www.shinyoungasset.com \longrightarrow$ 

INNOVATION • SHINYOUNG ASSET

SHINYOUNG PROFILE 16

## **Major Projects**

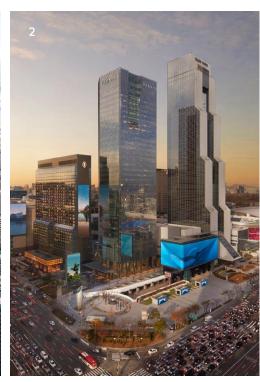
















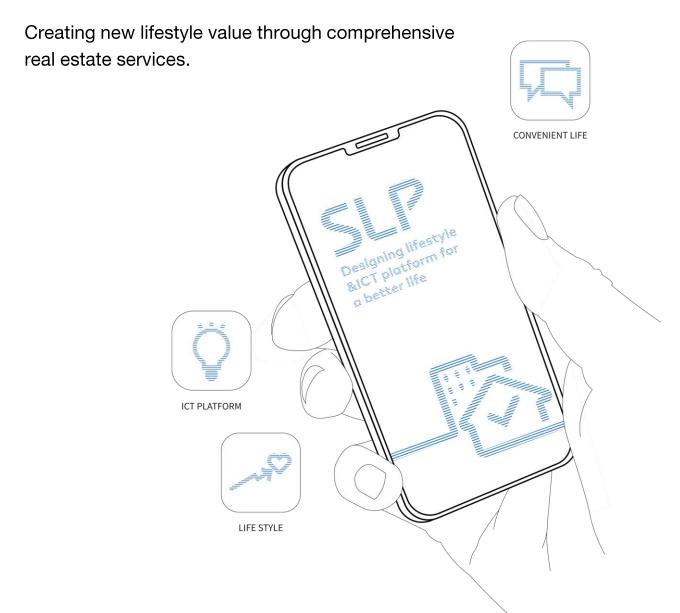
Lease 1 Anchor 1 (Office tower in BRIGHTEN YEOUIDO) 2 Parnas Tower 3 FKI Tower 4 Gran Seoul

Investment 1Pangyo Alphadom Tower 2 City Square 3 Mirae Asset Securities Building 4 G-Valley Biz Plaza

<u>More portfolio</u> —

# **SL PLATFORM**

## Space Lifestyle Platform



#### **Business Fields**

#### Real Estate Investment & Development

- Investment Feasibility Review Investment feasibility is assessed through market, location, and financial analysis to establish optimal development strategies.
- Project Conceptualization and Planning Project visions and strategies are formulated, while business viability is maximized through space planning and product structuring.
- Acquisition & Disposition Advisory Assets aligned with investment objectives are identified, and optimized acquisition and disposition strategies are provided through deal sourcing.

#### Real Estate Asset Management

- Asset Management Asset management services are provided for real estate funds, REITs, remodeling projects, and diverse commercial and condominium assets.
- Housing Management Management services covering common facilities, maintenance fees, and operations are delivered to enhance residential quality and ensure transparency.
- Asset Due Diligence Detailed due diligence services are conducted to minimize transaction risks, covering structural, architectural, electrical, and mechanical facilities, as well as overall building operations.

#### Residential Rental Management

- Lease Administration and Status Management
   Efficient rental operations are realized through systematic
   manuals covering lease contracts, terminations, and
   maintenance fee billing.
- Move-in/Move-out and Vacancy Management Seamless movein and move-out processes and vacancy management are supported, while operational efficiency is enhanced through standardized facility inspection checklists.
- Rental Marketing Management Tenant recruitment and marketing strategies are implemented to minimize vacancies and support stable rental income.

#### **Hotel & Accommodation Operations**

- Commissioned Hotel and Accommodation
   Management Comprehensive commissioned operation services are provided for rooms, food and beverage, facilities, and guest services, aligned with market trends.
- Hotel Operation Consulting Operational strategies and optimization solutions are developed to maximize returns, including brand development and service standardization.
- Specialized Technical Services Operational efficiency and guest experience are enhanced through MRO management, MD planning, and brand-driven initiatives.

#### **Senior Housing Operations**

- Senior Housing Investment and Development Senior housing is developed through new construction and remodeling, with integrated services covering rental, facility, and community management.
- Senior-Oriented Residential Services Safe living environments and senior-focused lifestyle support services are provided to enhance resident convenience.
- Healthcare Services Healthcare services include Albased health monitoring, regular checkups, medical consultations, and wellness programs.

#### Community & Lifestyle Service Operations

- Community Facility Management Community facilities in residential and office environments are professionally operated to maximize utilization and resident satisfaction.
- Community Program Planning and Operation
   Community engagement is fostered through networking, cultural, and leisure programs.
- Residential and Office Services Smart and convenient lifestyles are supported through mobile-based residential and office services.





INNOVATION • SL PLATFORM

SHINYOUNG PROFILE 18

## **Major Projects**













1 Real Estate Investment & Development - Gwell Homes Life Gangdong 2 Real Estate Asset Management - Samsungdong building 3 Residential Rental Management - THE SHARP Bupyeong Central City
4 Hotel & Accommodation Operations - Hotel THE BOTANIK myeongdong 5 Senior Housing Operations - Wirye Symponia 6 Community & Lifestyle Service Operations - Sinbanpo Xi

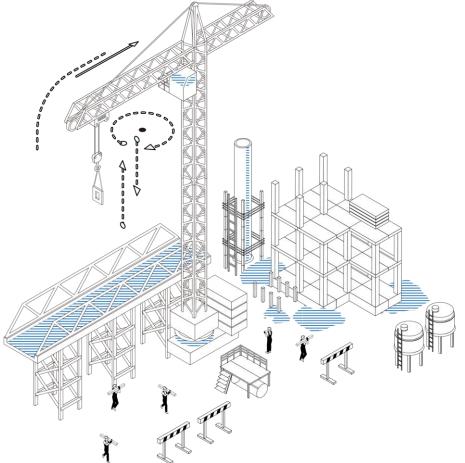
<u> More portfolio</u> —

INNOVATION • SHINYOUNG C&D

# SHINYOUNG C&D

#### - Construction

With 60 years of history, SHINYOUNG C&D makes active investments and endless innovations to lead the construction business while considering humans, the environment, and a sustainable future.



#### **Business Fields**

#### **Development**

Through its years spent solidifying knowhow and new perspectives, SHINYOUNG C&D meets its clients under the name 'SHINYOUNG GWELL ESTATE.' SHINYOUNG GWELL ESTATE presents a brand of independent development projects that covers the whole process from land purchase to permits and certificates, design, and construction.

#### Building

SHINYOUNG C&D establishes future housing environments offering both convenience and effectiveness in utilization of space. SHINYOUNG C&D builds officetels, offices, retail facilities, factories, warehouses, and public facilities best optimized for each purpose.

#### Housing

SHINYOUNG C&D looks beyond the physical structures of houses to plan the realm of convenient lifestyles and housing culture. SHINYOUNG C&D not only boasts excellent construction capabilities but also proposes a housing development that embraces clients' demands through thorough quality control to prompt post-construction maintenance.

#### Infrastructure

As a civilization creator to build a rich future, SHINYOUNG C&D materializes civil engineering, serving as an industrial basis reflecting consideration of the natural environment for projects related to social infrastructure, land, landscapes, water supply and sewage, and roads.





Major Development 1 SHINYOUNG GWELL Pyeongtaek Hwayang 2 SHINYOUNG GWELL Unjeong New city



(<u>www.shinyoungcnd.com</u>  $\longrightarrow$ )

INNOVATION • SHINYOUNG C&D
SHINYOUNG PROFILE 2

## **Major Projects**

















**Building 1** Gimpo Gochon Ramada Encore Hotel **2** Gwangan GWELL ESTATE **3** Sebang Lithium Battery Pyeongdong Factory **4** Cheongdam-dong Designer Club Remodeling

Housing 1Siheung Geomo Multi-family housing 2 Samsung-dong Educational and Research Facility 3 GWELL ESTATE Dapsimni Station 4 SHINYOUNG GWELL ESTATE Gaebong Station

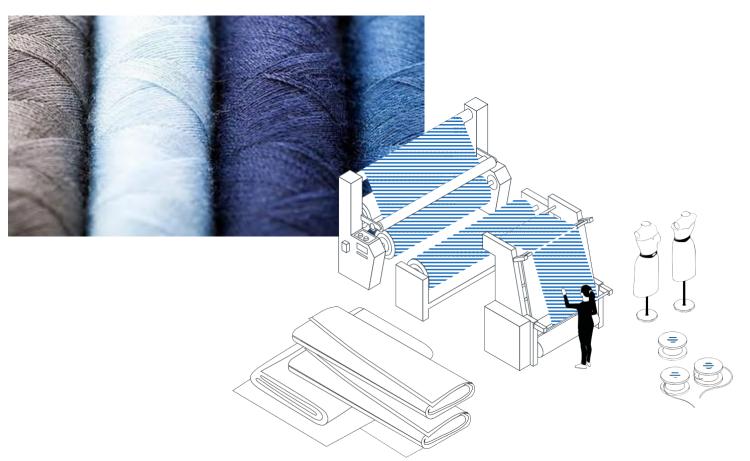
More portfolio —

INNOVATION • DAENONG

# **DAENONG**

#### - Texiles

Founded in 1955 and merging with SHINYOUNG GROUP in 2004, DAENONG has been solidifying its stature as an eco-friendly complex textile company with accumulated knowhow in cotton processing.



#### **Business Fields**

#### **Materials Business**

A global yarn and material sourcing and distribution business that identifies eco-friendly materials—such as Tencel and Modal—and high-performance yarns through a global network, supplies them at competitive prices, and enhances customer value through customized material solutions driven by trend analysis.

#### **Fabrics**

With basic knit fabrics, DAENONG continues its development through production management to meet the needs of customers and fashion trends. Mass production is materialized at Indonesia PT. POPULAR DAENONG INDONESIA and collaborative factories in South Korea.

#### **Garments**

Based on 70 years of accumulated knowhow, DAENONG operates in a vertical system at competitive overseas manufacturing bases. Garments are manufactured with Indonesia PT. DAENONG GLOBAL as a central base.

#### Real Estate Development

Based on its rich experiences in diversified real estate products and business planning skills, DAENONG discovers hidden potentials and creates innovative housing values.

Vertical System

DAENONG delivers optimal solutions by organically operating an integrated vertical system spanning from yarn sourcing to apparel manufacturing.

#### **Business Centers**

#### PT. DAENONG GLOBAL

To respond to export demands, PT. DAENONG GLOBAL was established in 2010 as a vertical manufacturing base. It is located in Subang Regency, Indonesia, where a skilled labor force is concentrated to optimize supreme productivity and quality.

**Area** Land 165,000m<sup>2</sup> | Building 29,554m<sup>2</sup>

#### PT. POPULAR DAENONG INDONESIA (PDI)

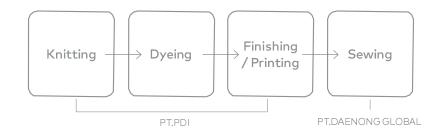
Located in Indonesia, PT. PDI is a factory that specializes in knitting and dyeing, with a production capacity of more than 700,000kg per month.

Area Land 54,834m<sup>2</sup> | Building 24,218m<sup>2</sup>

#### Cheongju Factory

A landmark facility representing industrial and economic transformation, symbolizing the advancement of Korea's textile industry, regional industrialization, and urban growth.

**Area** Factory I 13,097m $^2$  | Factory II 9,246m $^2$  | Other buildings 15,319m $^2$  | Total 37,662m $^2$  | Land 119,028m $^2$ 





www.daenong21.com

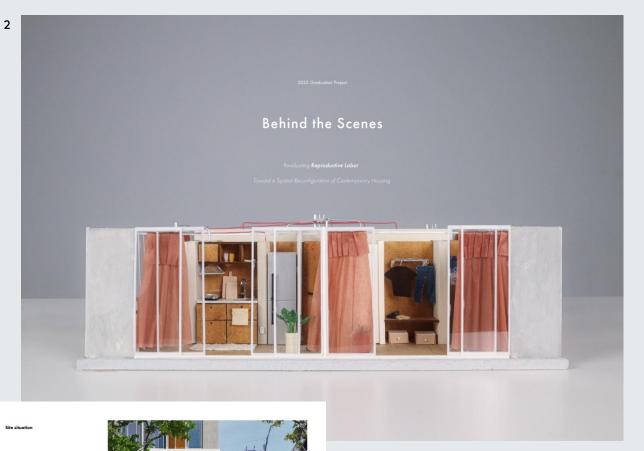
COMMUNICATION • SHINYOUNG CULTURAL FOUNDATION SHINYOUNG PROFILE



Sponsor for publishing the catalog of graduation works Catalog of Department of an Art College, Seoul National University, 2024



SHINYOUNG Art Award | "log; re" by Kim Ha-eun



Grand Award in the Fifth SHINYOUNG Cultural Foundation's Architectural Culture Awards,

"Behind the Scenes" by Choi Ji-hye

#### SHINYOUNG CULTURAL FOUNDATION

Funded and founded by SHINYOUNG GROUP in 2020, SHINYOUNG Cultural Foundation is a non-profit foundation for discovering and fostering potential architecture students to contribute to the development of Korea's architectural culture and fine art.

#### **Architectural Culture Award**

SHINYOUNG Cultural Foundation grants Architectural Culture Awards to promote architectural and art fields and discover talents in those majoring in architecture. With these activities, SHINYOUNG Cultural Foundation strives to provide practical support to professionals in the architecture field and to foster their growth as architects.

#### History

**2021** | The First Architectural Culture Award by Jasan Cultural Foundation

**2022** | The Second Architectural Culture Award by SHINYOUNG Cultural Foundation

2023 | The Third Architectural Culture Award by SHINYOUNG Cultural Foundation

2024 | The Fourth Architectural Culture Award by SHINYOUNG Cultural Foundation

**2025** | The Fifth Architectural Culture Award by SHINYOUNG Cultural Foundation

#### Sponsoring the Publication of the Catalog of Graduation Works of the College of Art

SHINYOUNG Cultural Foundation sponsors the publication of catalogs of graduation works for the graduates' first exhibitions as artists, hoping to build a foundation for the development of Korean fine art.

#### **SHINYOUNG Art Awards**

SHINYOUNG Cultural Foundation grants SHINYOUNG Art Awards in support of artistic activities for artists in the field of fine art and selects students showcasing excellent graduation works in an effort to discover and foster remarkable talents. Through supporting these selected talents, the aim is to contribute to the development of Korea's fine art and to reinforce its foundation.

CONTENTS OUR VALUE COMMUNICATION INTRODUCTION INNOVATION

COMMUNICATION • KEY MILESTONES
SHINYOUNG PROFILE

# **KEY MILESTONES**

# 1984 • SHINYOUNG Company founded (CEO Choon-bo Jeong). 1988 • SHINYOUNG Company registered as a corporation. 1991 • SHINYOUNG Company renamed as SHINYOUNG Construction. 1997 • Business registration issued as a residential construction company(Gangnam-gu).

· SHINYOUNG Construction renamed as

SHINYOUNG.

1984

1998

## 2000

2000

2001	SHINYOUNG merged with Korea KMC to form
	SHINYOUNG ASSET.
2002	SHINYOUNG ASSET registered as a consulting firm on
	real estate investment.
2003	·SHINYOUNG registered as a construction business
	company(Seoul).
2004	· SHINYOUNG launched its housing brand GWELL.
	• DAENONG joined SHINYOUNG GROUP.
2007	·SHINYOUNG Dongsung (presently SHINYOUNG C&D)
	merged.
2008	• SHINYOUNG received the Business Ethics Award from
	the Korea Academy of Business Ethics.
2009	DAENONG merged with Ilsin D&P.
	• Ilsin D&P renamed to DAENONG Textile.

• SHINYOUNG Headquarters relocated to ASEM Tower.

#### 2011

2011 • SHINYOUNG Dongsung renamed as SHINYOUNG Greensys. 2014 • SHINYOUNG ASSET registered as a housing rental management business(Gangnam-gu). 2015 · SHINYOUNG Homes real estate agency established. · SHINYOUNG Greensys renamed as SHINYOUNG E&C. 2017 · SHINYOUNG GROUP B.I. renewed. 2020 · Jasan Cultural Foundation, a non-profit foundation to support architectural art and pure art, established. · DAENONG Seoul office and DAENONG Textile relocated (Cheongdam-dong, Gangnam-gu). 2021 The first Architectural Culture Award held by Jasan Cultural Foundation.

> STL Asset Management acquired, re-launched as BRIGHTEN ASSET MANAGEMENT.

• High-end housing brand BRIGHTEN launched.

#### 2022

2023

2024

2025

SHINYOUNG PMC and Ssocioliving merged to launch SL PLATFORM.
 SHINYOUNG GROUP C.I. and B.I. renewed.
 Jasan Cultural Foundation renamed as SHINYOUNG Cultural Foundation.
 The second SHINYOUNG Architectural Culture Award

held by SHINYOUNG Cultural Foundation.

• DAENONG Apparel established as a separate entity.

DAENONG Apparel established as a separate entity.SHINYOUNG E&C renamed as SHINYOUNG C&D.

• BRITGHTEN (N40 and HANNAM Gallery) won the grand Award in the iF Design Award.

 BRITGHTEN YEOUIDO won the grand Award in the iF Design Award and Good-Design Award.

 The fifth SHINYOUNG Architectural Culture Award held by SHINYOUNG Cultural Foundation.

Having created its history as Korea's representative developer, SHINYOUNG GROUP is now recording a new history as a supreme comprehensive real estate group for Korea.

# **BUSINESS NETWORK**

#### SHINYOUNG GROUP

www.shinyounggroup.com

#### **SHINYOUNG Cultural Foundation**

www.shinyoungfoundation.org 202 Yulgok-ro 2-gil, Jongno-gu, Seoul (Somerset Palace) Tel. 02-723-0770



#### SHINYOUNG

www.shinyoung21.com 14th Floor, ASEM Tower, 517 Yeongdong-daero, Gangnam-gu, Seoul Tel. 02-6007-4510



#### **SLPLATFORM**

www.sl-platform.com 3rd Floor, GWELL HOMES, 26 Gosanja-ro 14-gil, Seongdong-gu, Seoul Tel. 1877-0101



#### **BRIGHTEN ASSET MANAGEMENT**

www.brighten-am.com 2<sup>nd</sup> Floor, 520 Yeongdong-daero, Gangnam-gu, Seoul Tel. 02-780-2380



#### SHINYOUNG C&D

**SHINYOUNG** 

www.shinyoungcnd.com Seoul Office A-257-1, 164 Tancheonsang-ro, Bundang-gu, Seongnam-si, Gyeonggi-do Tel. 031-711-4011 Seoul Office 16th-17th Floors, Namkyung Building,

401 Teheran-ro, Gangnam-gu, Seoul Tel. 02-6072-1000



#### SHINYOUNG ASSET

www.shinyoungasset.com 14th Floor, ASEM Tower, 517 Yeongdong-daero, Gangnam-gu, Seoul Tel. 02-6007-4510



#### **DAENONG**

www.daenong21.com

Headquarters Factory 59-36 Dowonsegyo-ro, Naesu-eup,

Cheongwon-gu, Cheongju-si, Chungcheongbuk-do

Tel. 043-230-1100

Seoul Office | DAENONG Apparel | DAENONG Textile | 6<sup>th</sup> Floor,

Geumha Building, 401 Hakdong-ro, Gangnam-gu, Seoul Tel. 02-2009-4500

PT.DAENONG GLOBAL JL.Raya Sadang Subang KM.138

Dusun, Cikadu Rt.002/01 Desa Manyeti, Kecamatan Dawuan,

Kabupaten SUBANG INDONESIA

PT.PDI JL.Nanjung NO.82 KP. Cipatat-DS Lagadar Kec. Marge Asih Kab, BANDUNG 40216 INDONESIA

CONTENTS OUR VALUE INNOVATION COMMUNICATION INTRODUCTION