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Kleann

nara

Truth & Future

With integrity, we create a Clean Future with our customers.

For 50 years, Kleannara has pioneered the Korean pulp & paper industry! Our devotion to people and the environment has positioned Kleannara to be a reputable global brand. You will be amazed by witnessing how Kleannara, a global lifestyle company, will shape its future.



Message from the CEO



CEO/Chairman
Byung-min Choi



Kleannara will continue to be a global lifestyle company with a sincere commitment to intangible values.

We sincerely thank you for the affection and support that you have shown for Kleannara Co., Ltd. We have pursued many changes and innovations to make our customers' daily life richer and more convenient. We are now determined to go beyond simple customer satisfaction: we are ready to take on a new challenge not only for customer satisfaction but also for the happiness of all by protecting our environment. We will strive to be further engaged with our customers by listening to their voices and by providing reliable quality products and services.
Thank you very much.

Clean & Value

Under the vision of 'the Company, grow with customers through the creation of a clean, healthy lifestyle', Kleannara will revolutionize a new lifestyle by taking strong initiatives and making sustainable changes and innovations.

Vision

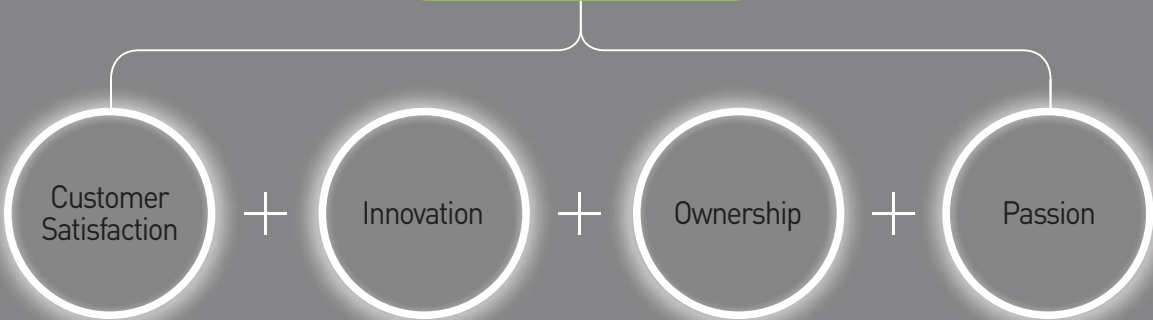
Company moves forward with customers through the creation of a clean, healthy lifestyle

Management philosophy

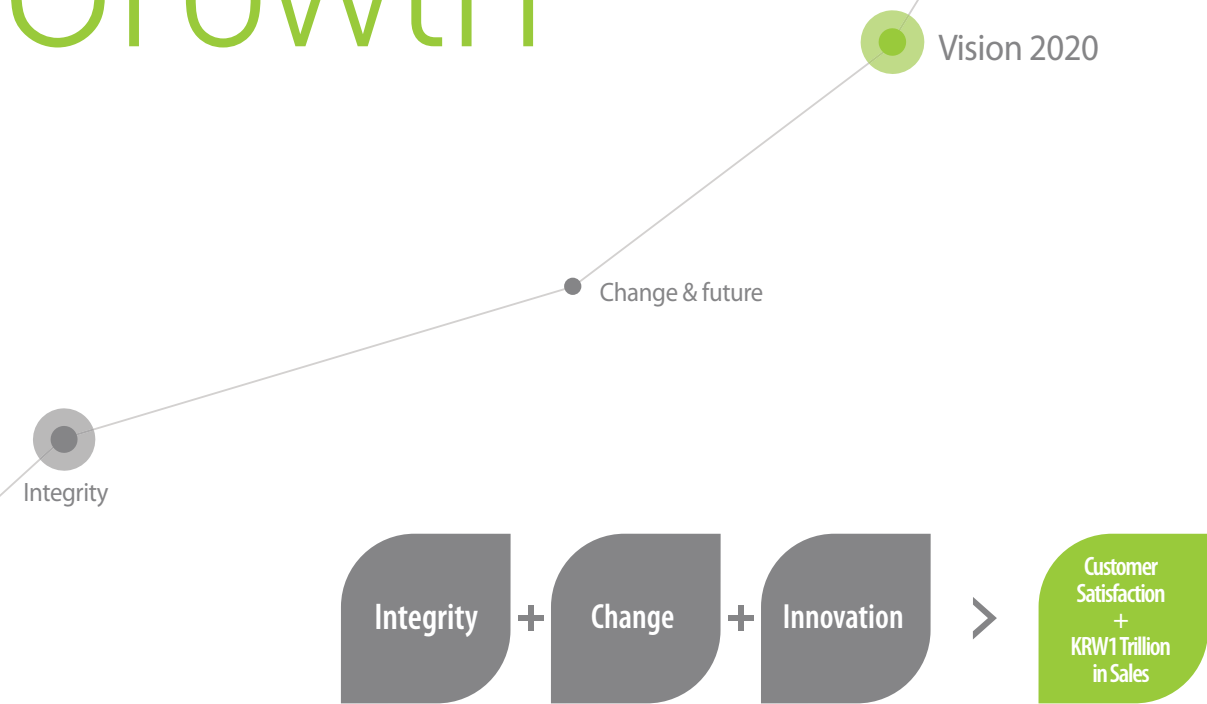
Integrity

A clean nation is built on integrity.

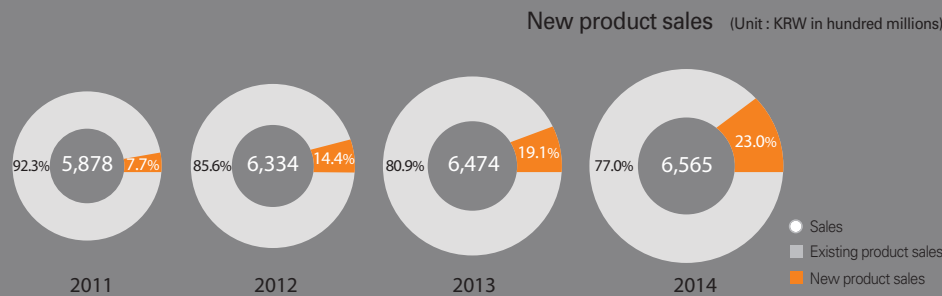
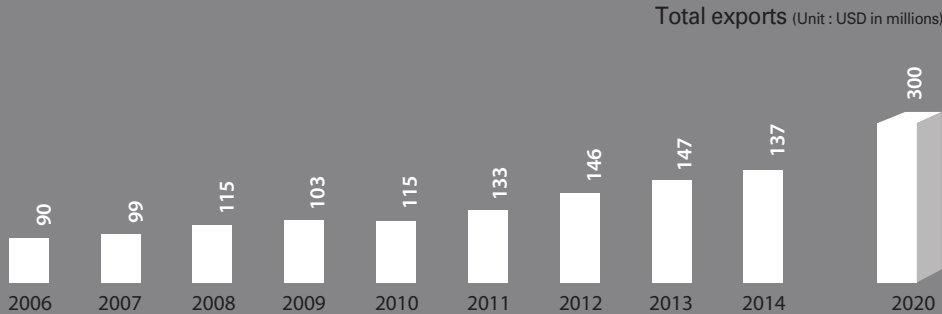
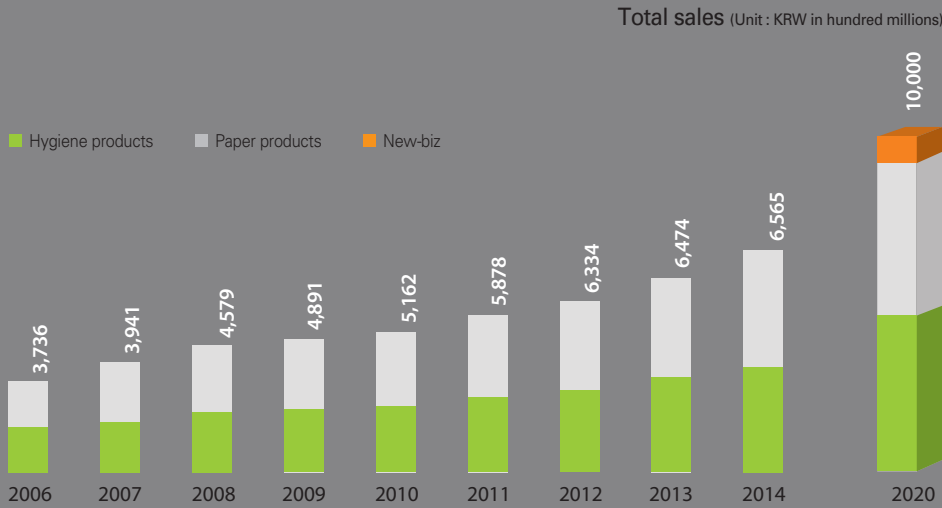
Core values



Sustainable Growth

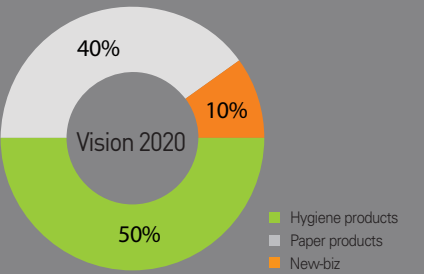


Kleannara has satisfied customers with its innovative brands and products that embrace core customer values and global trends. We have strengthened our core competency as a global personal care corporation through efficient organizational structure and an extensive global network coupled with advanced management systems. Kleannara, a rising star in the global pulp & paper industry, will strive to achieve a greater, newer vision by realizing such core values as Integrity, change and innovation.



Balanced growth

Kleannara has sustained sales growth at 6% CAGR (Compound Annual Growth Rate) over the last 10 years through continuous challenge and passion. We aim to grow continuously with balanced growth: 50% in personal care (hygiene products), 40% in paper products, and 10% in new business. New products development accounts for 20% of total sales, satisfying numerous customers. With the vision to realize 1 trillion won in sales, we will strive to be a world-class organization.



Our History

'50-year' milestones of Kleannara solely focused on a healthy and clean life style

Kleannara is an innovator of the Korean pulp & paper industry!
As an industry leader, we will pioneer a new era with pride.

- 1958. 02 Hankuk Special Paper Industry Co., Ltd. founded by Hwa-sik Choi
- 1966. 03 Incorporated Daehan Pulp Industry Co., Ltd.
- 1967. 12 Uijeongbu Plant completed
- 1975. 06 Listed on the Korea Stock Exchange
- 1986. 04 Construction begins at the Cheongju Plant
- 1988. 05 Established an overseas branch in L.A., CA, USA (DAEHAN PULP U.S.A.,INC.)
- 1989. 08 Established Paper Research Laboratory
- 1991. 02 Renamed as DAEHAN PULP CO., LTD.
- 1991. 12 Established an overseas branch in Hong Kong

- 2000. 11 Awarded the Silver Tower (Order of Industrial Service Merit) and the Trophy for 1 billion dollars of exports
- 2002. 06 Eco-friendly business certificate renewed (Ministry of Environment)
- 2003. 05 Obtained ISO 14001 and ISO 9001 Certification (Korean Foundation for Quality)
- 2005. 08 Won first place in bathroom tissues at Best Design Award(Kleannara)
- 2005. 10 Received Grand Prize from Korea Well-Being Consumer Index(KWCI)
- Won first place in diaper(BOSOMI Natural Cotton) and in bathroom tissues(Kleannara)

- 2012. 10 Introduced a premium diaper, "Babioniq"
- 2012. 10 Awarded Excellent Product Development at Industry-Academic Cooperation Excellence Awards
- 2012. 12 Launched an adult diaper product, "Bomnal"
- 2013. 02 Byung-min Choi appointed as the 31st president of Korea Paper Association
- 2013. 08 BOSOMI Premium Natural Cotton awarded for excellent absorption (Korea Consumer Agency)
- 2013. 11 Byung-min Choi appointed as the president of Korea Paper Resource Association

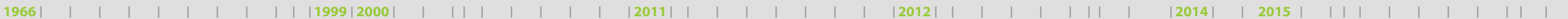
- 2015. 03 Byung-min Choi appointed as chairman
- 2015. 04 Won first place in bathroom tissues and in diaper (GBCI; Global Brand Competency Index)
- 2015. 05 Won the grand prize in bathroom tissues at the Most Loved Brand Awards

1960-1999

2000~2011

2012~2014

2015~



- 1993. 07 Designated as Outstanding Company in Productivity Improvement(by Minister of Commerce & Resources) and received Grand Prize for Excellent Productivity(In the field of Cooperation between Labor and Management)
- 1993. 11 Awarded the Steel Tower (Order of Industrial Service Merit) and Trophy for 50 million dollars of exports
- 1995. 05 Obtained ISO9002 Certification (Korea Quality Certification Center)
- 1997. 05 Launched a new bathroom tissue brand, "Kleannara"
- 1998. 12 Established an overseas branch in Guangzhou, China
- 1998. 12 Certified as an eco-friendly business (Ministry of Environment)
- 1999. 06 Received Excellence Prize from Environmental Management Award

- 2009. 09 Obtained FSC's forest management certification
- 2010. 12 Integrated an ERP system
- 2011. 03 Renamed as Kleannara Co., Ltd.
- 2011. 03 Launched an 100%-cotton feminine hygiene product, "Lilian- Soonsoohanmyeon"
- 2011. 04 Introduced a "BOSOMI premium baby pants"
- 2011. 12 Won the Smart App Award 2011

- 2014. 05 Launched a new feminine hygiene product, "Lilian"
- 2014. 05 Launched premium baby wipes, "ByaBya"
- 2014. 09 Won the grand prize in Bathroom Tissues and Wet Wipes (Korea Brand Award)
- 2014. 10 Lilian certified as GD(Good Design)
- 2014. 11 Won the grand prize at the Korea Design Award 2014 (Ministry of Industry, Trade and Resources)
- 2014. 12 Launched Kleannara Anti-Bacterial wet wipes
- 2014. 12 Feminine hygiene products approved by FDA

- 2015. 10 Launched a premium bathroom tissues brand "Chog&gam"



● Innovation-driven!





New challenges,
new future

R&D / Recognition


Eco-friendly materials integrated with cutting-edge biotechnology! It is the passion that motivates and drives us.

Kleannara has been making continuous investment in the detailed research areas to realize “The value of Cleanliness”. We will strive for the new technology innovation through product development incorporating eco-friendly materials with cutting-edge biotechnology together with sustainable R&D.

R&D Achievements

| | | |
|---|--|--|
|  | Cup Board Cup Board for Cup Noodles Better Strength/Smoothness | Developed the non-fluorescent natural cup board for the first time in Korea (patent registered) Manufactured the cup board for cup noodles in Korea Much better strength / smoothness than existing cup board |
|  | Paper Food Containers White board paper for Refrigerated Storage | Developed a broad array for food containers (e.g. paper containers, paper plates, foam cups, etc.) Developed a new container product optimized for food & beverages |
|  | Babioniq Lilian Soomshida Lilian Soonsoohanmyeon Soonsoohanmyeon Bogam | Baby diaper with skin care elements coated with deodorant and moistener(patent registered) 3D-structured product that minimizes skin contact through embossing Skin-friendly product with 100%-cotton top sheet Containing the extracts of oriental herbs |
|  | 3Ply DECO Soft Kleannara anti-bacterial wet wipes | Soft bathroom tissues with no adhesives between plies Anti-bacterial wet wipes for optimal personal hygiene |

Certificates

| | |
|---|--|
|  | Obtained FSC Certification / Organic Pure Cotton Product Certified(OE100) / Obtained the COTTON USA Mark / Obtained the Atopic Allergy Relief Mark / Environment Mark Certified / Obtained FDA Certification |
|---|--|

Awards

| | |
|---|---|
|  | 1993 Acknowledged as a best productivity business and won the grand prize at the Best Productivity Awards 1993 Awarded the Steel Tower (Order of Industrial Service Merit) and Trophy for 50 million dollars of exports 2000 Awarded the Silver Tower (Order of Industrial Service Merit) and the Trophy for 1 billion dollars of exports 2012 Selected as Digital Chosun 2012 Hit Product in Female Care (Soonsoohanmyeon) 2014 Selected as Representative Brand with Consumer Confidence in Wet Wipes (ByaBya) 2015 Received Grand Prize in Bathroom Tissues (Kleannara) from the Most Loved Brand Awards 2015 Ranked NO. 1 both in Bathroom Tissues (Kleannara) and in Diapers (BOSOMI) in the Global Brand Competency |
|---|---|

Eco-centric!

ECO-friendly

Eco-friendly Energy Facilities

Commitment to healthy and cozy eco-life!
Kleannara will never compromise on such commitment.

Putting the highest priority on clean environment, Kleannara has always made its highest effort to provide people with healthier and more pleasant products and services. Through the ISO 14001 system and the Green Business Program, the Company has eco-friendlily managed every process ranging from the beginning of product development to the end of recycling it.



Any wastewater generated in the production process undergoes a series of physicochemical and biological treatment processes, and then is filtered and purified through activated carbon adsorption. Consequently, we recycle 67% of the wastewater generated within our facilities. Making the most of combustible waste incineration facilities with waste plastics, we have replaced fossil fuel with solid fuel, hence saving sizeable energy. Furthermore, we have reused various resources (e.g. water, paper, waste, etc.) and accordingly improved energy efficiency a great deal. As a preventive action against climate change, Kleannara has continuously implemented various eco-friendly programs and green management practices (i.e. reduction of greenhouse gas emissions, energy saving, eco-friendly product development, eco-friendly production process, etc.). Kleannara will continue to build a Clean Tomorrow where people and environment friendlily coexist.




 Passionate!

Great power

Production Facilities

World-class production capacities and quality assurance! Our annual production capacities of 520,000 tons along with our cutting-edge production lines are comparable to those of any multinational corporations.

Starting with the establishment of the Uijeongbu Plant in 1960, Kleannara moved to the Cheongju Plant in 1986, and has domestically and internationally marketed its best quality products since then. In addition, the Company has strengthened the line of its personal care products such as bathroom tissues in 1986, feminine hygiene products in 1987, and baby diapers in 1988, ultimately fortifying its core competencies on a global level.



Paper Division

The Paper division, with a daily production capacity of 1,300 tons, manufactures a variety of the best quality papers and white paperboards that are highly competitive in the global market.

Hygiene Division

The hygiene division has a daily production capacity of 270 tons. The Company draws much attention from consumers for its broad spectrum of personal care products (bathroom tissues, facial tissues, wet wipes, baby diapers, feminine hygiene products, etc.). In addition, the Company has continuously invested capital in producing diaper pants in 2011, feminine care in 2014, and bathroom tissues in 2015, in order to increase the quality of its products.

Happiness...

The value we uphold is customer happiness.

Based on the pride and philosophy we place on the 'Value of Cleanliness', Kleannara delivers on comfort and happiness to each and every customer whenever and wherever they use any of our diverse products. (e.g. bathroom tissues, feminine care, baby care, industrial packing, etc.) Moreover, we continuously pursue a healthy, pleasant green life with our environment-friendly products and services that fully embrace the benefits of nature.

Happiness & health



Integrity



Environment



Eco-technology



Innovation



Cooperation



Up for the
challenge!

Best papermaking

Paper Division


From industrial paper to personal care paper, we lead the global market with the best technology.

Our Paper Division is manufacturing and selling papers used for industrial packaging that can be seen in our everyday life. We've been supplying the best products to our customers domestically as well as internationally with our superior technology and excellent service accumulated since its establishment in 1966. Based on our production facilities capable of producing 430,000 tons per year together with world-class cutting-edge production line, we've been manufacturing white board paper with optimal formation, surface smoothness and print gloss.



For every product from industrial packaging to a daily-use paper cup, we give top priority to the convenience of a customer through a series of hygienic processes from production until he or she encounters our product. Kleannara will endeavor to maximize customer satisfaction when our products reveal themselves to customers. We will accommodate the unique technology that can embody clean storage, safe delivery and reliability.





Always with
a smile!

Everyday smile

Hygiene Division

**An easy smile to everyday life~
We create a Clean Future with our customers.**

Thanks to our customers' continuous love and support, Kleannara won the Grand Prize from Customer Satisfaction Award 1997. In addition, 'Kleannara' and 'BOSOMI' were selected as Korean Consumer Wellness Products in 2005 and 'Soonsoohanmyeon', the women's specialty item, was named as Hit product in 2012. Kleannara will respond to our customers' love and support with excellent products that meet the diverse needs of our customers as well as the trends. Putting a top priority on customer happiness, we will create a Clean Future with our customers.



Product Line

Baby Diapers BOSOMI diapers, as soft as the bosom of mom



BOSOMI Babioniq (Tape-type, Pants-type)
Coupled with a rash-preventive system "3+", this patented skin-care diaper assures skin protection and maintains a well-balanced pH level.



BOSOMI Natural Cotton
This soft "Relaxing-Cotton™" product enhances absorption and permeability, and thereby protects baby skin from any irritation.



BOSOMI Natural Cotton Pants
This product is equipped with functional pulp, which controls the pH level of urine for healthier baby skin and better agility.



BOSOMI The Organic (Tape-type, Pants-type)
Embedded with an "Organic-Cotton™" inner cover, this skin-friendly premium diaper obtained an atopic allergy relief mark.



BOSOMI Soft Baby powder scent
Soft-Clean hole™ absorbs urine completely and powder scent stabilizes baby's body and mind.



BOSOMI Soft Slim Pants
Pants type diaper with Active-Slim fit™ that enhances activeness and absorption simultaneously.

Adult Diapers Bomnal - Senior brand for healthy & pleasant life



Bomnal Premium
Camellia leaf extract that has antibacterial and anti-inflammatory effects prevents skin irritation.



Bomnal Regular & Pads
Cotton texture cover absorbs urine quickly while reducing skin irritation.



Bomnal Regular Magic Band
The new re-attachable magic band (Velcro-type) makes it possible to attach and detach over and over again.

Sanitary napkins Lilian - Brand for women that has its own charm and beauty as sanitary napkin



Lilian Soonsoohanmyeon
100%-cotton top sheet cover with the "COTTON USA Mark"



Soonsoohanmyeon Bogam
Contains the extract of oriental herbs for those who are concerned about odours
100%-cotton top sheet cover with the "COTTON USA Mark"



Lilian Soomshida
The cover that has 1,300 air embossing, which comforts skin without irritation.



Lilian Gabyupda
2mm thinner and 2g lighter sanitary napkin with comfortable fit.



Lillian Choheubsoo (Powder Scented/Unscented)
A sanitary napkin with patented 80,000 multi-holes that has an ultra-fast absorption function relieving worries of leakage.



Lilian Panty Liner
A panty liner with the "COTTON USA Mark" as comfortable as innerwear. (lavender, rose, peony, powder)

Adult Diapers Bomnal - Senior brand for healthy & pleasant life



Bomnal Economy & Pads
Economic adult diaper with ultra-absorbency and leakage resistance



Bomnal Slim Pants
With its 360-degree wave waist band that secures excellent wear ability and ultra-super absorption, it can be used without worrying about leakage.



Bomnal Floor Mat
A waterproof sheet that can be used over the duvet or bed sheets.

Product Line

Bathroom Tissues Cleanliness like the nature itself



Chog&gam
Extra premium bathroom tissues with softness.



Kleannara 3Ply Deco(Pure)
3ply deco bathroom tissues made with 100% natural pulp without fluorescence, color or scent



Kleannara 3Ply Deco Herb Garden Cherry Blossom
Luxurious 3ply deco bathroom tissues made with 100% natural pulp with fresh cherry blossom aroma



Kleannara 4Ply Deco(Bidet)
4ply bathroom tissues made for bidet, it that does not tear easily with water. It's extra refreshing with 100% natural pulp and pine leaf extract.



Kleannara 3Ply Deco(Pure White)
Practical 3ply deco bathroom tissues which are strong and easily dissolved in water due to the use of high quality material.



Kleannara
Economical 2ply bathroom tissues with excellent absorption and strength.

Facial Tissues Kleannara facial tissues fully packed with less dust



Kleannara Facial Tissues
Clean and soft facial tissues with minimized dust.



Kleannara Tissue-Tissue
Practical facial tissues which can be used twice longer with its bisected dispenser.



Kleannara Daily paper towels
Paper towels with excellent absorption due to the use of 100% natural pulp and double air embossing(point to point)

Paper towels

Wet Wipes Refreshing! Clean! Kleannara Wet Wipes



Kleannara Peppermint Wet Wipes
No.1 selling wet wipes water 6-step purifying process and fresh peppermint extract



Kleannara Anti-bacterial Wet Wipes
With these functional wet wipes, you can cleanse your hands anytime and anywhere. (Hand-cleansing over-the-counter drug: Certification by the Ministry of Food & Drug Safety)



Bomnal Senior Wet Wipes
Wet wipes made for highly concerned seniors about both skin aging and sanitary condition



BOSOMI Baby Wet Wipes
Wet wipes made for babies that wipes excellently with its strength and hyaluronic acid



BOSOMI Chamomile Wet Wipes
Premium wet wipes for babies made with thick embossed material and chamomile essential oil



ByaBya
Wet wipes dedicated for sensitive baby skin made with Nubia embossing fabric

AFH Kleannara AFH Product (Away From Home) _ Always with you wherever you are



Kleannara Napkins
These napkins are soft, and wipe well with the use of 100% natural pulp and luxurious embossing fabric.



Kleannara Jumbo Roll
It wipes well due to the soft touch, excellent strength and absorption.



Kleannara Hand Towels
A hand towel with soft touch and excellent absorption due to the use of 100% luxurious natural pulp

Corporate Social Responsibility

Corporate Social Responsibility

Kleannara opens the way for happiness of sharing life together.



Sharing over ownership, coexistence over competition.

Under the motto of 'Creating a beautiful and clean world', Kleannara is engaged in continuous and systematic social contribution activities to fulfill our corporate social responsibility based on the principle of sharing to develop the community together.

Humanism

Kleannara is working to prevent lonely deaths of the elderly who live alone, while providing financial support in collaboration with the Ministry of Health and Welfare.

MOU agreement to execute 'Creating a World without Atopy' campaign with Korea Atopy Association

'Adopt-A-Nursery Event' with Eastern Social Welfare Society

'Adopt-A-Multicultural Family Event' with Songpa-gu District Office

Community services for Cheongju Social Welfare Center and Charitable contribution to underprivileged citizens in Cheongju



We also perform a variety of environmental protection activities for local communities.

Kleannara has always taken strong initiatives in conserving the natural environment. Minimizing CO2 emission and wastewater generation, we will continue to make sizeable contributions to the establishment of a clean environment.

Eco-friendly Activities

Cleaning up Namsan Botanical Garden

Taking care of the environment around Bukhansan Dulle-gil Trail

Cleaning up Anyangcheon Stream

Cleaning up Hangang Park

Cleaning up Cheongju Mihocheon Recreation Area and Water Quality Improvement Activities

Global Network



To the world! To the future!
A new leap of Kleannara is about to begin.

Kleannara exports almost half of its total production volume to over forty countries including the United States, Japan, China and Iran. Kleannara was the first Korean company that developed the cup board, previously an 100%-imported material, with its own technology. Fueled by such success, Kleannara will continue to lead the Korean pulp & paper industry through continued passion and R&D. In addition, with its quality hygiene products, Kleannara has expanded its overseas presence, starting with its advance into the Chinese market in 2013. Kleannara is opening its future as a world-class global brand.

Major exporting countries of Paper Division

| | | |
|---------------------------|-------------------------|---|
| Major exporting countries | Asia | Japan, China, Hong Kong, Taiwan, Singapore, Mongolia, Vietnam, Cambodia, Myanmar, Philippines, Indonesia, Sri Lanka |
| | North and South America | The United States, Canada, Mexico, Venezuela, Jamaica, Guatemala, Colombia, Brazil |
| | Europe | Russia, Portugal |
| | Middle East | Iran, Saudi Arabia, the United Arab Emirates, Libya, Qatar |
| | Africa | Kenya, South Africa |
| | Oceania | New Zealand, Australia |

Major exporting countries of Hygiene Division

| | | |
|---------------------------|---------------|--|
| Major exporting countries | Asia | China, Hong Kong, Taiwan, Singapore, Mongolia, Vietnam, Cambodia, Myanmar, Philippines, Kazakhstan |
| | North America | The United States |
| | Europe | Russia |
| | Oceania | New Zealand, Australia |
| | | |



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www.kleannara.com

Kleannara is always with you, close in your everyday life.