

posco



**more
than now**

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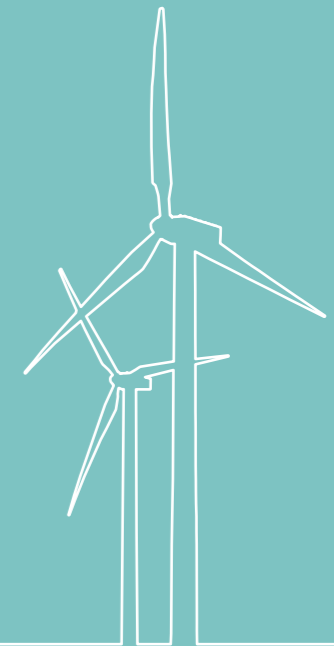
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more than
now

To become a company
that is loved
more than today,

Toward a more hopeful
tomorrow,

POSCO is writing
another new
success story.



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VISION 2020

This describes the direction and orientation POSCO is seeking. POSCO and its Family are walking side by side on a path towards a shared destination of Vision 2020.

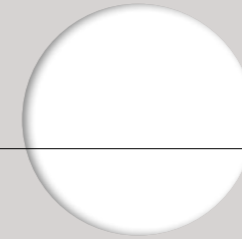
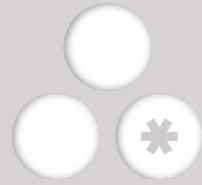
POSCO—Striving to achieve new dreams

POSCO has led the Korean steel industry for more than four decades, creating a success story out of nothing with its enduring spirit of challenging known limitations and its power of execution. We have never stopped moving forward and will never stop. "Vision 2020" epitomizes our renewed resolution for future growth—to become a globally renowned leader along with all POSCO Family companies, with revenues of 200 trillion won by 2020.

Vision 2020 consists of four key elements: *Eop*, Business Scope; *Jang*, Business Arena; *Dong*, Work Procedure; and *In*, People—the foundation for realizing the ambitious goals of the POSCO Family. To make our dreams come true, we will adopt a more sophisticated approach to existing business domains and establish future-oriented business architecture; expand global markets with a pioneering spirit; innovate the way we work and set up the world's No. 1 business management system; and nurture global talent to have a sense of ownership and creativity.

The POSCO Family is comprised of POSCO and its domestic and overseas affiliates. The Family represents POSCO's unique group management framework within which corporate visions, brand, and culture are shared among members.

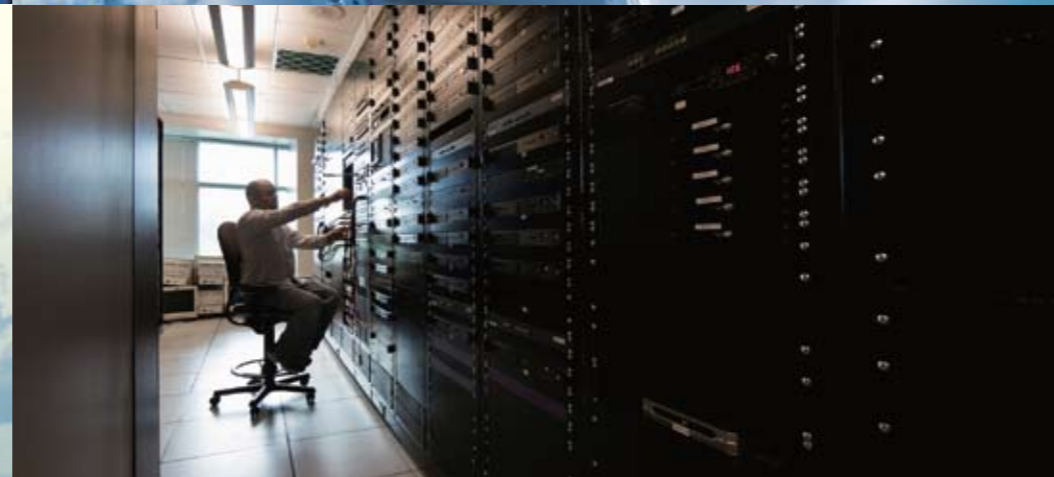
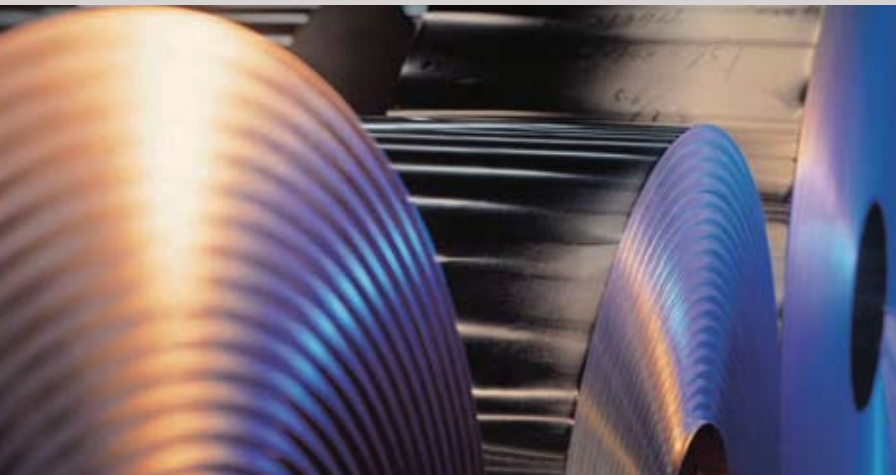
The Great Challenger



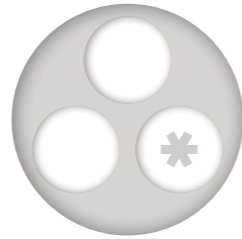
Steel coils symbolize the basis for growth of the POSCO Family.

Second-to-none business architecture evolving in a future-oriented way

POSCO is extending its business scope from steel to non-steel, from manufacturing to service, and from traditional to future. We are gearing up towards becoming a total material maker by extending the end-to-end steel value chain to include steel, resources, materials, and chemicals. In addition, we are quick to seize market opportunities with our well established foundations in service business such as engineering and construction (E&C), information and communications technology (ICT), and trade. Furthermore, we will make dramatic inroads into next generation growth industries such as green energy, sea transportation and logistics, and financial services in order to complete our futuristic business portfolio.



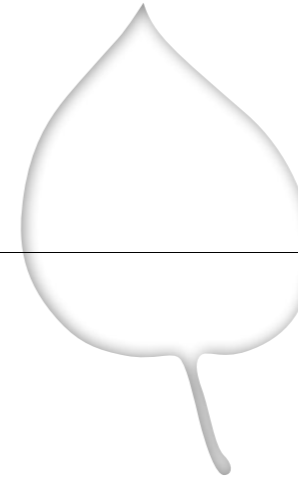
The Great Voyager



The image of the Earth embodies POSCO's challenging spirit in exploring untapped markets.

Going global

To take the next step to become a truly global player, POSCO will broaden its presence in every part of the world where we find customers and markets, and opportunities for the future. In Eurasia, spanning from Eastern Europe across the whole of Asia to the Far East, and in the Americas, we will keep bolstering our steel business to solidify our global leadership in the field. We will also explore possibilities in Africa and Siberia where raw materials and resources are found in great abundance, as well as new frontiers at the North and South Poles, to secure our competitive edge in the future.



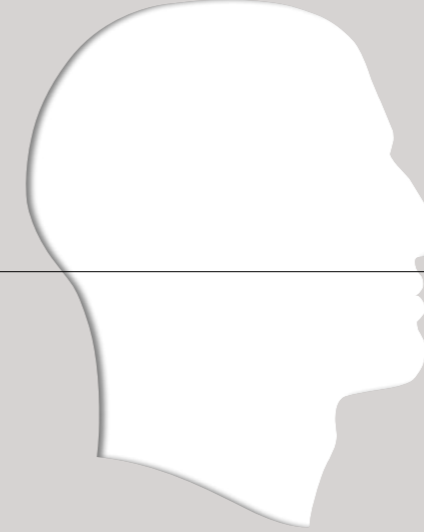
A Great Workplace

The POSCO Family management system resembles a leaf that supplies nutrients via veins to every part of itself.



Implementing its advanced futuristic Family management system

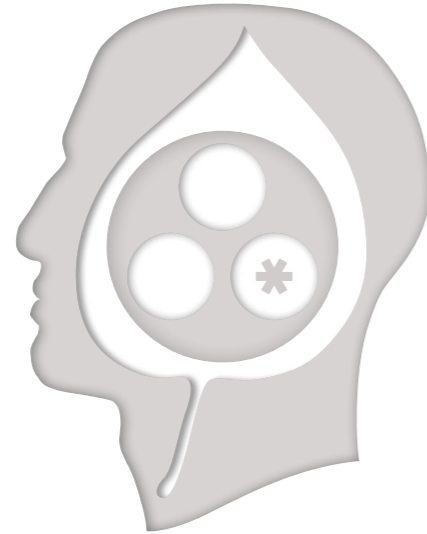
At POSCO, a top-notch Family management system is in the making, blending trust & communication, and innovation & synergy. One example of this is the Smart Workplace, the basic foundation for generating new value. Other good examples include a system to discover technologies for future growth engines and new marketing schemes to drive forward customer success. We also advocate a management system that shares and embraces to win mutual trust and partnered growth. Finally, as responsible corporate citizens, we are taking the lead in fulfilling our social obligations.



※ Pictures of the POSCO Center, Pohang Works, and Gwangyang Works



Great People



This depicts POSCO's corporate culture that places a high value on nurturing global talent.

Working for the growth of both the company and its employees

At POSCO, the vision of the company and its employees are aligned. Each employee sets up and executes his or her individual visions ("My Vision"), while the company offers quality lifetime education programs tailored to the needs of the individual, like POSCO's internal MBA and e-learning courses. We cherish a corporate culture of trust and communication and a harmonious working environment that strikes a balance between work and life. The company strongly encourages the employees to become knowledge workers with a sense of ownership of the company and the creativity to realize their dreams. Our talented human capital excels on the global stage and, hand in hand with the company, is achieving its dreams of opening up a new tomorrow for POSCO.

※ The people in the photos are POSCO employees.



Growing together with all its stakeholders,

POSCO will be reborn as a beloved company from being a great one.

Back in 1968, on a barren expanse of land, POSCO started from scratch and successfully built an integrated steelworks thanks to its unrelenting drive and commitment to contribute to national development by producing quality steel products. For more than forty years, it has been a key engine of national economic growth and has evolved into one of the top steel makers in the world. Today we are constantly setting new standards in the global steel industry for our peers to try to emulate, as we prepare to take the next leap forward to become the world's top total material supplier together with the rest of our Family, not only in Steel Business but also in the fields of E&C, Energy, ICT, and Trade.

POSCO was able to rise rapidly to become a global leader in a short period of time thanks to the unwavering support and interest of all its stakeholders. To now return the favor, POSCO puts its highest priority not on OR (exclusion) but on AND (shared growth). As the saying goes, "If you want to go far, go together," we will further strengthen collaboration with our business partners, to grow together with them in this age of convergence and openness.

We will open the door to a win-win future by establishing an ecosystem where our customers, suppliers, and partners can grow hand in hand. At the same time, we will live by our management philosophy of sharing and empathizing with all interested parties including our shareholders, the community, and global citizens so that POSCO can be reborn as a firm of endearment from a great company.

POSCO is now instigating new initiatives to become a beloved company. Enterprise-wide innovations are being made in the areas of business scope (*Eop*), business arena (*Jang*), work procedure (*Dong*), and people (*In*). Our focus is on future-oriented business architecture, international market expansion, a top-notch Family management framework, and global talent creation. We are also putting various efforts into accomplishing an inclusive management system to win mutual trust and growth.

As ever, we will continue to provide greater value to our customers and shareholders, grow together with our partners, and create a happy working environment for our employees. At the same time, we will actively contribute to tackling community and global issues such as social welfare, environmental protection, and climate change so that our company can truly become a firm of endearment. I would very much look forward to your continued support and encouragement for POSCO as it strives to become a beloved company.

Thank you.

Chung, Joon-Yang
CEO




“Quality is the key to the survival and continuous growth of the POSCO Family. Quality is a sacred pact with our customers and is the most basic assurance that cannot be sacrificed for anything. Let us leap forward to become the POSCO that touches the very souls of our customers with its top class quality.”

At the Declaration Ceremony of
the POSCO Family Quality Charter
16 November 2010
CEO Chung, Joon-Yang

POSCO Family Quality Charter

The POSCO Quality

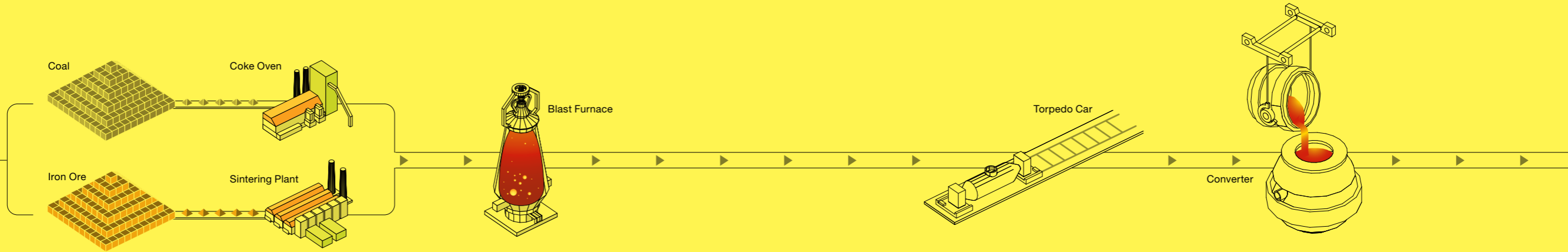
**Top-class quality that even touches
the souls of our customers**

-
- **Customer Inside:**
Create customer value by identifying the potential needs of customers
 - **Basic Inside:**
Eliminate inconsistency and waste focused on basics and principles
 - **Synergy Inside:**
Pursue shared growth with the supply chain based on trust and communication

Our Product Quality

**Discover POSCO's
technological prowess
and product excellence
leading the development of
the world and creating values
for the future.**

Carbon Steelmaking Process



01 Iron- making

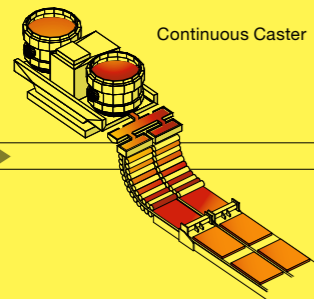
This process is where iron ore is turned into molten iron. Iron ore and coal, the steelmaking raw materials, are converted into sinter ore and raw coke after being processed in a sintering plant and coke oven respectively. The sinter ore and raw coke are then charged into a blast furnace from the top, as air heated to a temperature of 1,200 degrees is blown in from below. This oxidizes the coke and consequently reduces the sinter ore, creating molten iron.



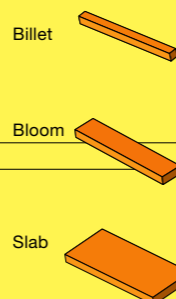
02 Steel- making

Impurities are removed from the molten iron in this process. The molten iron from the blast furnace is transferred into a torpedo car—aptly named due to its torpedo shape—and sent to the steelmaking plant, where the liquid is poured into a converter. Pure oxygen is then blown into the converter, burning off the impurities in the molten iron such as carbon, phosphorus, and sulfur and leaving only pure, clean molten steel.





Continuous Caster



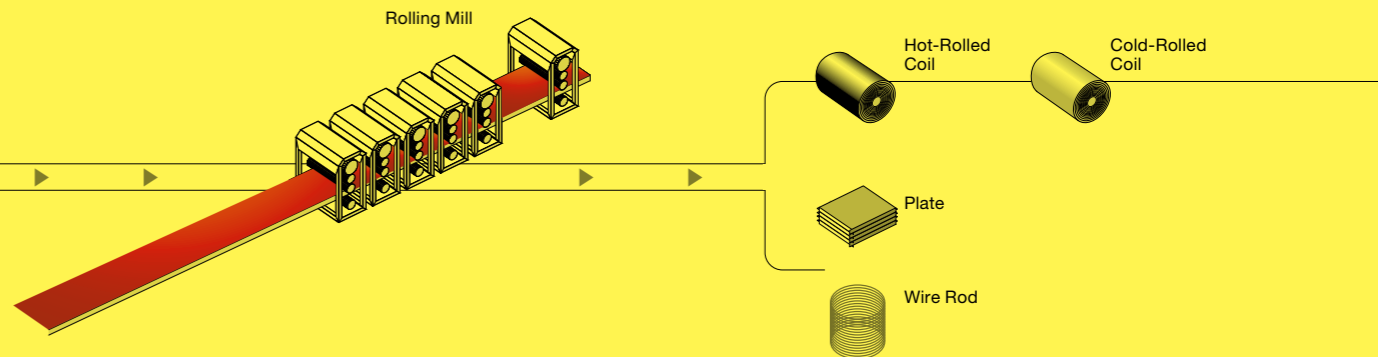
Billet

Bloom

Slab

03 Continuous Casting

The molten liquid steel changes into its solid state during this process. The liquid steel is poured into a mold and passes through a continuous casting machine, where it is cooled and solidified into intermediate forms such as slab, bloom, and billet.



Rolling Mill

Hot-Rolled
CoilCold-Rolled
Coil

Plate

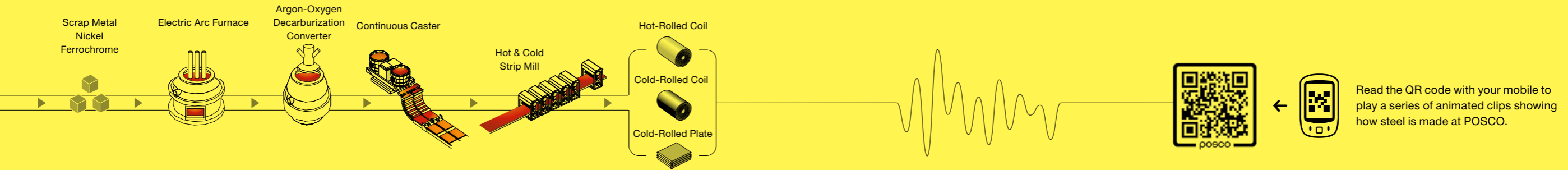
Wire Rod

04 Rolling

This process is where steel products of various sizes and thicknesses are produced. As slabs are heated to 1,100 degrees or more and sent through large rolling machines, they become hot-rolled coils. If cut into thick plates, they become plate products. Billets are processed into long wire-shaped rods. The hot-rolled coil is rolled at room temperature to produce cold-rolled coil, which can then be fabricated to manufacture galvanized and electrical steel products.

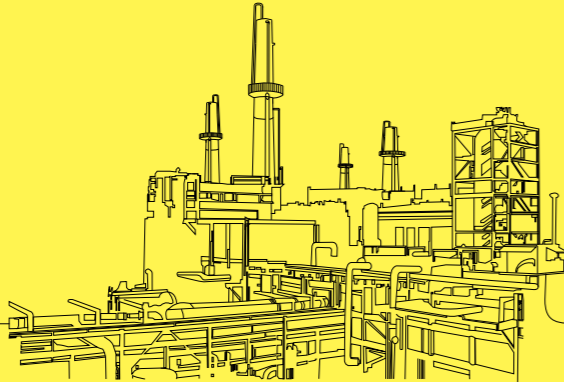


Stainless Steelmaking Process



Scrap metal, nickel, and chromium are smelted in an electric arc furnace and drawn through a continuous caster to form semi-finished products such as slab, bloom, and billet, which can then be further processed in rolling mills into a variety of products including stainless steel plates, stainless hot- and cold-rolled coils, cold-rolled stainless steel plates, and stainless wire rods.

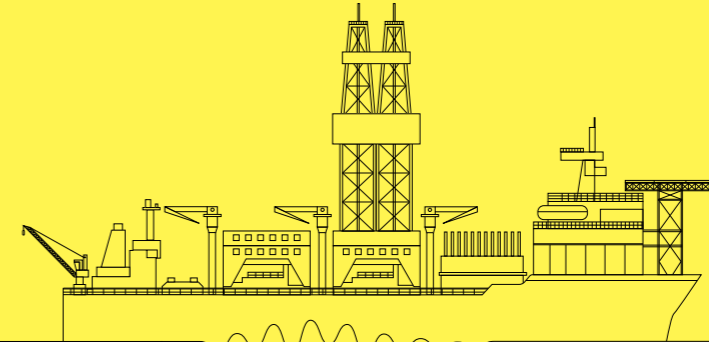
Major Products



Hot-rolled Steel

Hot-rolled products include hot-rolled coil, which is formed out of hot strip mills, and hot-rolled sheet, which is made by cutting hot-rolled coil. Some of the hot-rolled coils from hot strip mills are sold as finished products or used as intermediate materials for cold-rolled coils and electrical steel to be reprocessed later into high value-added products. The industrial application of hot-rolled steel is diverse, as it is very strong and corrosion-resistant as well as being easily welded and highly workable.

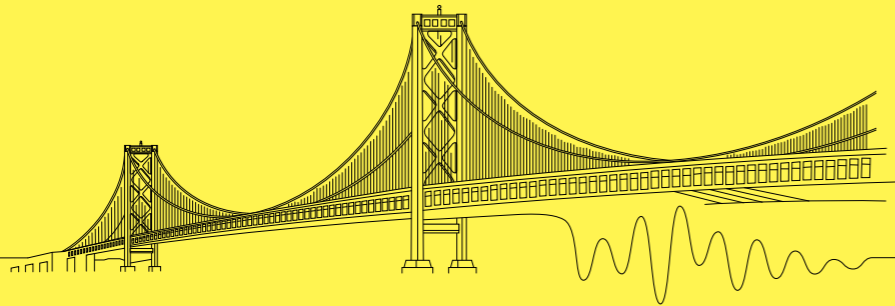
Major Applications: Pipes, beams, automotive frames/wheels, containers, etc.



Steel Plates

Plate products generally refer to steel plates with a thickness of 6mm or thicker. While they are mainly used for vessels, bridges, large structures, and shipbuilding plates, usage also includes a wide variety of special applications such as extremely low temperature containers, industrial machinery, and military equipment. More investment is underway in developing plate manufacturing technologies for welding and offshore structures, pressure containers and products under severely cold weather conditions to respond to sophisticated industrial needs.

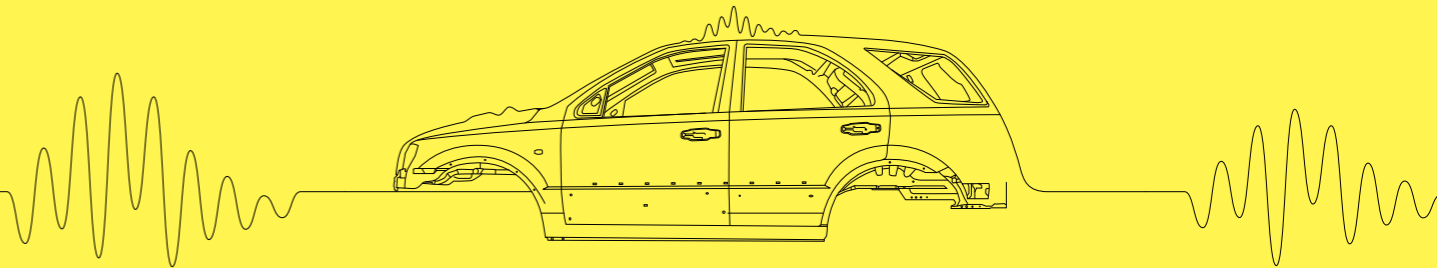
Major Applications: Ships, bridges, large structures, shipbuilding plates, etc.



Wire Rods

Wire rod products are divided into general and special steel. General steel can also be classified into general wire rods that are used in daily life, like screws and nails, and special wire rods which are used in the manufacturing of cars, bridges, machinery, submarine cables, etc. Special steel is used to manufacture automotive bolts/nuts, high-tensile architectural bolts, bearings, springs, piano wire, tire cords, etc. More advanced products of higher strength and lighter weight are also being developed by POSCO.

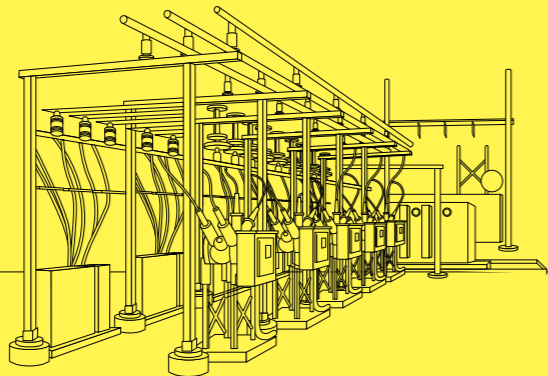
Major Applications: Bridge wire, tire cords, architectural structures, springs, etc.



Cold-rolled Steel / Galvanized Steel

Cold-rolled products are high-quality and high-grade steel products with a flawless surface and superior formability, which are used in a wide variety of applications ranging from home appliances such as electronic washing machines and refrigerators to vehicles, industrial machinery, and construction materials. We are constantly discovering new applications such as for steel cans and steel houses, and are putting every effort into supplying the most optimum products that can satisfy customer needs.

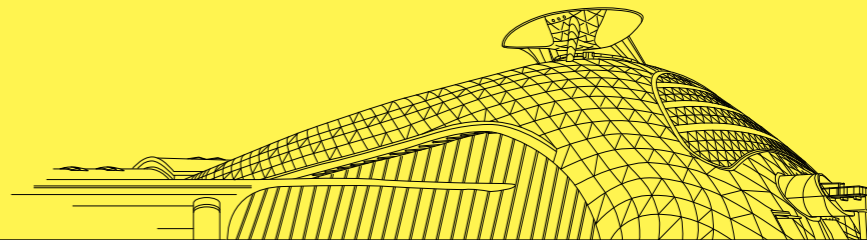
Major Applications: Automotive plates, high-end home appliances, metal furniture, etc.



Electrical Steel Plates

Being highly electromagnetic, electrical steel is in ever greater demand as the need for clean energy grows to support continuing efforts to conserve energy and prevent environmental degradation. This steel is also called silicon steel, due to its high silicon content, and is divided into grain-oriented and non-oriented steel sheets according to its magnetic property. Electrical steel is usually used as iron core material for current transformers, power generators, motors, etc.

Major Applications: Current transformers, motors, power generators, etc.



Stainless Steel

Being strongly corrosion-resistant with its flawless surface, stainless steel products are made from high value-added special steel that can be used in various applications without extra surface treatment. Stainless steel is mainly used in kitchenware, automobile parts, and chemical facilities. Ever since it was used in the construction of Incheon International Airport and the Seoul World Cup Stadium, in particular, its popularity as a material for building exterior walls and roofs has been rising.

Major Applications: Kitchenware, medical devices, building interiors/exteriors, chemical facilities, car parts, etc.

Finex

The Finex Process, commercialized for the first time in the world by POSCO, differs from the conventional coke-based blast furnace process used over the past three centuries, as it produces molten iron directly from fine iron ore and coking coal. In addition to substantially reducing upfront capital investment and ongoing raw material costs, this revolutionary process significantly cuts down on pollutant emissions. We successfully completed construction of the first Finex plant, with a 1.5 million ton annual production capacity, at Pohang Works in September 2007.

Strip Casting

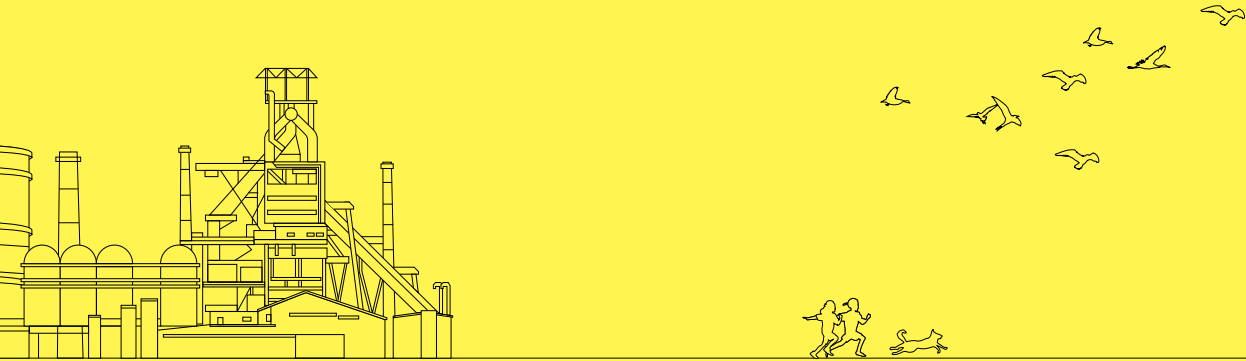
This cutting-edge technology produces hot-rolled flat products with a thickness of between 2~4mm, directly from molten iron without having to go through the slab-making process, thereby significantly reducing capital expenditure, manufacturing costs, energy consumption, pollutant emissions, and production lead time. In June 2006, we commissioned a demo plant at Pohang Works and ran a successful trial production. The plant has been in full swing production since 2008.

Continuous Hot Rolling

Slab, one of the intermediate materials of hot-rolled products, is produced in a bar form and then rolled continuously using POSCO's proprietary solid-state joining technique. This technology dramatically reduces production lead time and enhances quality and productivity, making thinner but harder sheets more cost-effectively.

Poscote-C

The surface of a flat steel product is coated with high performance resin and goes through a high-speed drying process using light energy, resulting in products with a higher durability and wider versatility. With a state-of-the-art facility established specially for this technology, our focus is on developing next-generation surfacing technology to make lower-cost and higher-quality eco-friendly products.



**To provide better customer value through
top-notch technology and top-class products,
POSCO will keep striving with
the utmost effort and dedication.**

Cooperate with the Family
to lead customer success.

Expand the markets
to grow with the world.

Fulfill social responsibilities
as a global leader.

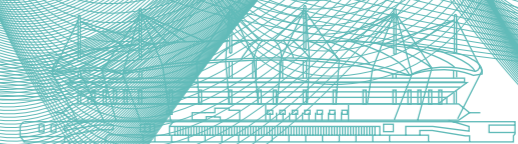
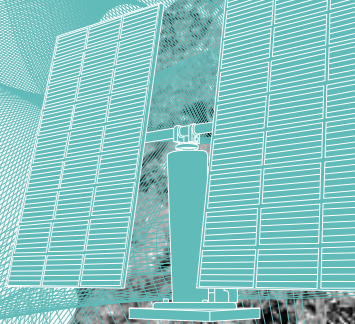
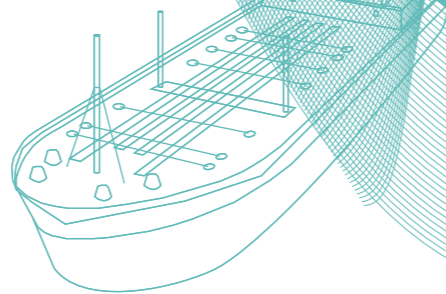
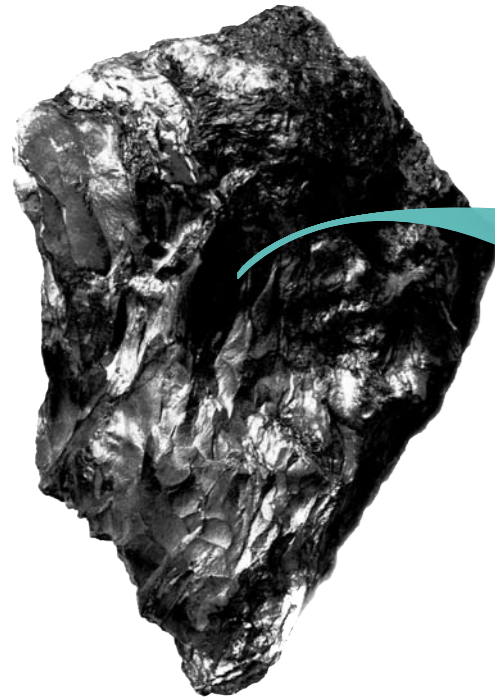
Find out more about
the POSCO way.

Our Business and Sustainability



Growing with the Family

The competencies of POSCO Family are continuing to be built up not only in the Steel Business but also in the areas of New Materials, E&C, Energy, ICT, and Trade, boosted by global competition and the synergy created within its circle. POSCO and its Family will grow into a global business group that is loved by all, based on its future-oriented business framework that harmonizes steel and non-steel, manufacturing and service, tradition and future.



Steel

Renowned world leader in the steel industry

POSCO has joined the ranks of top steelmakers in the world with a crude steel production of 33.7 million tons. It is a producer and global supplier of carbon steel and stainless steel products such as hot- and cold-rolled steel, plate, wire rod, electrical steel, special steel, and surface-treated steel sheets. Domestically, its production capacity is on a steady rise with the world's biggest plate manufacturing line set up in the Gwangyang Works and a world record for daily production from a single blast furnace, held by the enhanced Furnace No. 4 at the Pohang Works. In addition, its continuous efforts in technology leadership enhancement and high value-added product development have led to the successful establishment of a mass production system of ultra-high-strength twinning induced plasticity (TWIP) steel for automobiles, for the first time in the world. Outside the country, it is also quick to respond to customer needs from around the world thanks to production bases, processing centers, and sales channels set up in major international hubs. Owing to all these efforts, POSCO was ranked as the world's most competitive steelmaker by the World Steel Dynamics (WSD) in 2010.

New Material

Striving to become a global top-tier total material supplier

POSCO has set the goal of transforming itself from steelmaker into global total material company, by concentrating all its energy on developing high-strength, ultra-light base materials and advanced materials. We already have a production system for magnesium and titanium, which are drawing attention as ultra-light metals, and plan to produce automotive steel materials like ferromanganese and zirconium tubes—material for radioactive reactors—in the near future. We are also developing a technology to extract lithium, core material for secondary batteries, from sea water and putting our focus on developing materials like rare earth metals. There has been a lot of work going on within POSCO Family too. Constructing factories for cathode material of secondary batteries and pursuing the high value-added carbon material business are just two examples. All these efforts will serve as the basis for POSCO to become a total material company reliably producing and supplying core industry materials all around the world.

By reproducing our competitive edge in steelmaking in other areas like raw material investment, resource development, and new future material business, POSCO will strengthen its E&C, Energy, ICT, and Trade businesses to become a top-class company that contributes to global industrial development.

E&C

Offering a total solution for engineering and construction

POSCO Family has shown outstanding capabilities in steelmaking, the environment, and energy plant areas based on its plant engineering technology and know-how, experience, and human capital accumulated during the construction of integrated steelworks in Pohang and Gwangyang. Its prowess is also being proved in construction, civil engineering, housing, and city development as in the successful construction of Gwangan Bridge and Songdo International Business District, for example. Business areas are being diversified to include environmentally friendly construction in areas such as sea water desalination, offshore plants, and new renewable energy. In addition, large-scale urban development projects like the new city development of North An Khanh, Vietnam and the masterplan of Ha Noi Metropolitan City are underway. As for overseas plant businesses, we have power plant projects being undertaken in countries like Chile and Peru.

Energy

Leading low-carbon green growth with our green energy business

POSCO Family is actively enlarging its energy business to achieve low-carbon green growth and develop new growth engines of the future. We are very active in importing liquefied natural gas (LNG), operating the Gwangyang LNG Terminal, and engaging in synthetic natural gas (SNG) and Clean Development Mechanism (CDM) business. We are also involved with the development of energy resources like oil and gas overseas, starting with Central Asia. Our business extends to power generation such as at LNG combined cycle power plants and residual gas power plants; next generation renewable energy as in fuel cells, wind and tidal power, and solar rays; and overseas power generation in Indonesia, Vietnam, and more. We are also taking the lead in the waste energy business such as in making fuel out of domestic waste (rotary hearth furnace: RHF) and waste water sludge.

1. Songdo International Business District (IBD)
Being the world's first-ever sustainable development city, Songdo IBD is in the spotlight as a business hub of North East Asia encompassing business, housing, environment, education, and culture.



ICT

Shaping the Age of Convergence with IT and engineering services

With its technology and know-how in IT and engineering, POSCO Family provides new ICT services that are shaping the era of convergence. Having selected three areas of engineering, process automation, and IT services as the core fields of ICT business, we broadened the IT convergence business and entered into new growth areas such as LED lighting, smart grid, and cloud computing. At the same time, we are building up key competencies for environment-friendly industries, railroads and transportation, renewable energy, and radioactive plants.

Trade

Exploring new business in collaboration with Daewoo International

Founded more than four decades ago, Daewoo International Corporation is one of the largest domestic commercial trading companies with over 100 global network cells, over 6,000 channels, and over 3,000 items. It joined POSCO Family in 2010 and is engaged in the international trading of steel, metal, machinery, chemicals, etc.; resources development as in gas field developments in Myanmar; and overseas investment by operating international projects and investment corporations. POSCO is closely cooperating with Daewoo International to promote its steel sales and develop raw materials for steel production. Together, POSCO and Daewoo International will develop mineral resources for the new material business, which is one of our new growth engines.

3. Smart Grid (intelligent electricity network)
After participating in the pilot project in Jeju, we are now actively pushing ahead with industrial and household projects as one of the front runners of the smart grid, the infrastructure for green growth.



2. Wind Power Plant Complex
We plan to complete the vertical integration from steelmaking to the wind power plant industry. Currently we have a considerable presence in the steel industry, which is the basic material for power generator and tower construction. But we expect the vertical integration will enable us to expand our business scope to building power generation facilities, creating wind power complexes, and operating power generation systems for the full-fledged wind power generation business.



Achieving Success with Customers

Customers are always the first in POSCO's every management activity. We are committed to deliver customer success by understanding them, listening to and collecting various customer needs, discovering hidden values and making proposals that meet their needs. Based on strictly customer-centric marketing strategies, we will provide technology and services most needed by the customers and help them to achieve success beyond their expectations. Our goal is to become a business partner that is genuinely loved by our customers.

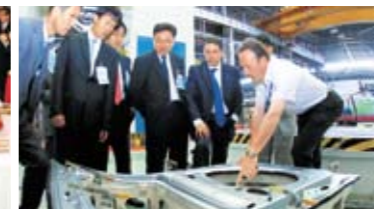


Seeking customer trust and success through customer-centric marketing vision

Facing the ever-growing competition at home and abroad, POSCO has set up a new customer-centric marketing vision of "Your Trust and Success, Our Tomorrow." The vision embraces POSCO's firm commitment to become customers' most favored business partner based on core values of being customer-centric, having a global mind, developing creative flexibility, and maintaining a professional mindset. Building on the core values, we offer a global one-stop service and customized values triggered by our insight, and put customers at the center of our business process innovation. In order to achieve this vision, we have not only designed execution guidelines at the company level, but all the executives and employees have also individually and collectively pledged their commitment towards its successful realization.



Year-end Farewell Party for Customers



New technology development tailored to suit customers needs



Customer invitation for on-site training

Based on thoroughly customer-centric marketing visions, POSCO will think and act from the customer's point of view, to gain customer trust and contribute to customer success.



Broadening communication over customer-centric marketing

At POSCO, we are increasing the level of internal and external communication to promote a customer-centric marketing mindset and enhance its practicability. Inside the company for example, we are implementing phased campaigns for employees and executives under such themes as “Change your point of view to that of our customers” and “Let’s prepare for success from our customers’ perspective.” Outside the company, we invited over 120 customers and held a “Partners Day” in September 2010 to announce POSCO’s customer-oriented marketing vision and declare our devotion to it. In addition, we are carrying out various communication activities for different customer segments by industry to prove how strongly POSCO is committed to shared growth and customer success through customer value creation.

Advancing customer success through the POSCO EVI program

The POSCO EVI (Early Vendor Involvement) program is designed to help POSCO achieve customer success by predicting the future market environment faster than customers and developing and proposing customized technology and products in advance. Under the initiative, we participate in customers’ product design stage and onward to provide customized products, propose solutions in advance to create customer value that fits market needs and industry trends, and generate new business together with customers. With the program being applied to all industry segments, we aim to walk side by side with our customers not just as a material supplier but as a business partner. The Songdo Global R&D Center that opened in 2010 is the hub of POSCO’s global EVI activities with the Product Application Center (PAC) being a pivotal point of customer contact “before service” and the Steel Structure Research Division of the Research Institute of Industrial Science and Technology (RIST) exploring and providing support for EVI activities in construction, offshore, energy, and shipbuilding sectors. In November 2010, we invited our distinguished customers from around the world to the “POSCO Global EVI Forum 2010” and talked about ways to achieve partnered development with customers through industry-specific presentations and discussions.

Operating a marketing program to boost customer competitiveness

One of POSCO’s customer-centric marketing programs is the “Market Facing” Program, whose purpose is to make everything from marketing schemes and processes to the mindset of employees and executives customer-oriented. The Account Planning (AP) Program helps collect different opinions of customer departments and identify their needs so that every value at all parts of the end-to-end value chain can be enhanced, and collaboration with customers strengthened. Based on the output from AP programs, we will further complement our strategic customer-focused marketing activities by making them more achievable via industry-specific customization and utilizing IT systems such as customer relationship management (CRM) software. In the meantime, Go-To-Market strategies are also being implemented, suggesting differentiated mid-to-long-term marketing strategies for each export destination in consideration of the different attributes of overseas markets and competition.



Partners Day



POSCO Global EVI Forum 2010

Developing Together with the World

Neither the winds of the desert nor the cold of the tundra or the icebergs of the Antarctic can be a limit to POSCO. The whole world is our office and market because our aim is to go beyond Korea's best steelmaker to become a world class global leader with our unrelenting challenging spirit. We will continue to explore the world and open up markets in our quest to become a global company loved by all.

Asia & Europe

Reinforcing our leadership in the Asian and European steel market

POSCO's leadership in the steel markets of Asia and Europe is further solidified with successful operation of global production bases, processing centers, and sales networks in the region. Production bases in China, Vietnam, and India are under operation and their production capacities are increasing every year with continuous facility expansion.

After launching the first integrated steel mill construction overseas in Indonesia, we have also started building one in India which will greatly boost our future global production capacity. We are working on a joint titanium slab business project in Kazakhstan and developing raw materials and mineral resources in countries like Mongolia, Indonesia, Myanmar, Australia, New Caledonia, and so on.

North & South America

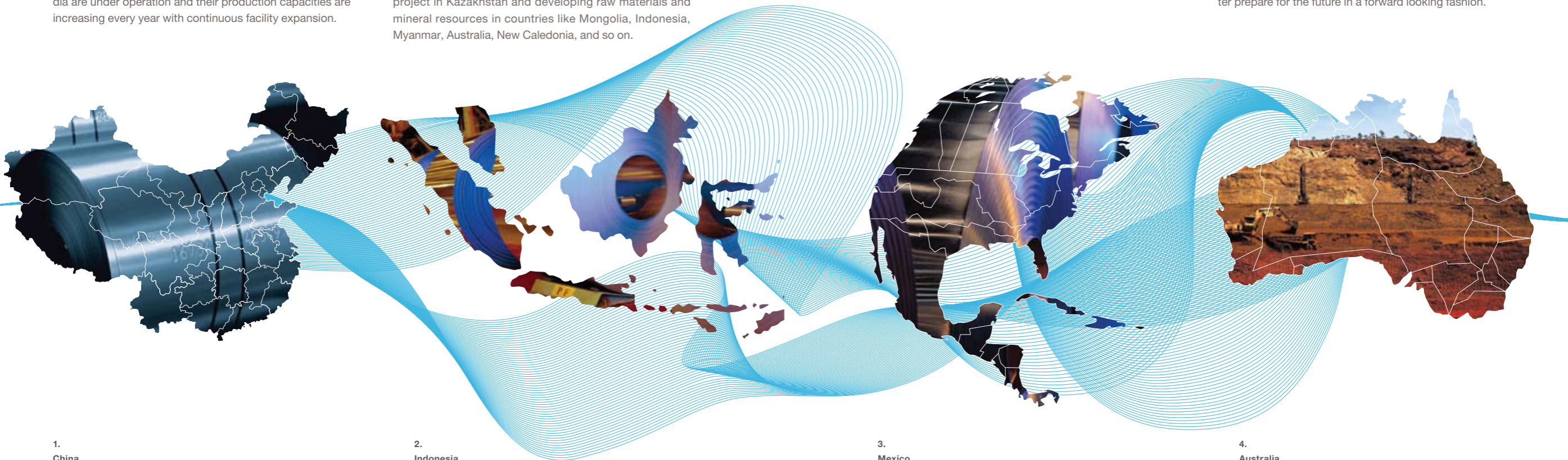
Completing local closed-loop steel infrastructure in Americas

In North America, we are in the process of building up a local closed-loop production system. With continuous galvanizing lines (CGL) in Mexico at its core, the system reaches out to extend processing centers and sales networks to target North and Central America, the biggest car market in the world. To respond to North and Central American demand, we are working on the construction of integrated steelworks in Brazil and making active investments in raw materials such as iron ore. We are also actively participating in lithium development in Bolivia. At POSCO, we will never stop expanding our steel business in the Americas.

New Regions

Exploring new frontiers to ensure future competitiveness

POSCO has advanced into African countries like Mozambique, Zimbabwe, Cameroon, South Africa, and the Democratic Republic of the Congo and is working on various development projects related to scarce metals such as chrome, tungsten, manganese, molybdenum, and lithium as well as raw materials such as iron ore and coal. In addition, we are gearing up to participate in power plant or infrastructure construction projects in those countries. North-east China and the Far East, Siberia, the Polar Regions and oceans like the Bering Sea and the Antarctic Ocean are our next targets for exploration, to widen the scope of resource development and secure raw materials so that we can better prepare for the future in a forward looking fashion.



1.

China

We are responding flexibly to the Chinese market by operating production bases of Zhangjiagang Pohang Stainless Steel, Qingdao Pohang Stainless Steel, Dalian POSCO Steel, and Guangzhou Shunde POSCO Steel along with 14 processing centers with POSCO China at the core.

2.

Indonesia

The steel mill under construction in Cilegon is our first ever overseas integrated steelworks. It will start production in full swing after Phase 1 of construction is complete in 2013, helping us expand our presence in the Southeast Asian steel market.

3.

Mexico

The first overseas automotive steel production factory (with a 400,000 ton capacity) was built in Altamira, Mexico and its continuous galvanizing line (CGL) has been offering stable supply to customers in the Americas since 2009.

4.

Australia

We have actively acquired shares in iron ore and coal mining companies including the POSMAC, Sutton Forest, and Australian Premium Iron (API) mines, ensuring a stable and long-term supply of raw materials.

Sharing with the Community

By taking care of Mother Earth, we can look forward to a healthier tomorrow. Helping each other to succeed, we fulfill our lives. Sharing with neighbors, we learn how happiness grows through the exchange of kind deeds. POSCO engages in environmental management, inclusive cooperation, and community service to build a better society. POSCO will continue to share with the community for the sustainable development of the human race and Mother Earth.



Environmental clean-up campaign to revive the sea



POSCO Family Signing Ceremony for Fair Trade and Partnered Growth



Joint wedding ceremony of multicultural couples



Junior Engineering Technology Class at Pohang Works



Green Growth

Pursuing green growth — a virtuous cycle of environment and economy

POSCO Family has founded a green growth management system and prepared for the paradigm in a forward looking way. The four strategic areas it has designated in this regard are: “Green Steel” to develop high-strength steel plate and ultra light materials; “Green Business” based on POSCO Family competencies; “Green Life” through the environment-friendly lifestyle of employees and executives; and a “Green Partnership” of community service promotion and greenhouse gas reduction. The CEO of POSCO presides over POSCO Family Green Growth Committee meetings biannually to check up on strategies and activities. With POSCO Family, we will continue to create synergies in green business, generate new future growth engines, and build up a more eco-friendly society.



Partnered Growth

Growing in close cooperation with partners

The Inclusive Cooperation Execution Secretariat and POSCO Family Partnered Growth Task Force are dedicated to operating various programs for inclusive cooperation with small- and medium-sized partners. To provide greater financial support, we are implementing diverse measures such as payment-in-cash settlement for all purchase orders, financing fund operations, and investment funding for machinery and facility at low interest rates. To maximize technological competitiveness, we are running programs like support for new product development under conditional purchase and the Techno Partnership that supports customized technologies. We are helping our partners stabilize management and extend their sales channels by sharing benefits and guaranteeing the long-term purchase of products selected as “World Best, World First” items. At the same time, we offer a diversity of customized training and consulting programs to help our partners improve their human capital and management competency. Our plan is to make partnered growth take firm root across the entire industry ecosystem by reaching out to POSCO’s 2nd-4th tier partners with our inclusive cooperation programs.



Nurturing global talent to shape the future

POSCO makes a lot of contributions to nurturing human talent by running 12 kindergartens and elementary/middle/high schools through the POSCO Education Foundation. Also, it supported the establishment of POSTECH (Pohang University of Science and Technology) and POSTECH GIFT (Graduate Institute of Ferrous Technology). In addition, the POSCO TJ Park Foundation operates a variety of scholarship programs for domestic and overseas talents such as the POSCO Cheong-Am Prize, Cheong-Am Science Fellowship, New Star Scholarship, Vision Scholarship, and POSCO Asia Fellowship.



POSTECH, Pohang University of Science and Technology

Delivering the loving hearts of volunteers

The POSCO Family Volunteers has four regional groups in Seoul, Incheon, Pohang, and Gwangyang with about 15,000 members consisting of employees and executives and their families. The third Saturday of every month is designated as "Sharing Saturday," when the volunteers visit designated welfare facilities and towns to lend a helping hand.



POSCO Family Volunteers

Sharing new hope with neighbors across the globe

POSCO offices are joining in with efforts in foreign countries to carry out localized community services. Beginning in 2010, we have hosted the "POSCO Family Global Volunteer Week" in 20 countries to strengthen ties with local people. The university student volunteer group, "Beyond", has been working on home-building campaigns not only in Korea but also in India, Thailand, and Indonesia. In addition, POSCO's warm-heartedness has reached every part of the world hit by natural disasters such as in Indonesia, Haiti, Pakistan, China, and Japan.



"Beyond", a college student volunteer group

Helping the isolated stand on their own feet

To help members of multicultural families to become successfully integrated into Korean society, POSCO has set up a variety of support programs such as a business start-up and job fair, Korean language and culture education courses, concerts, joint weddings, financing for independence, and a call center for advice. We have founded socially responsible companies such as POSWITH, POSecohousing, POSPlate, and Songdo SE, which help the elderly, handicapped, unemployed youth, immigrant brides, and defectors from North Korea to stand on their own feet. In addition, the POSCO Smile Microcredit Bank is operating in four cities—Seoul, Pohang, Gwangyang, and Incheon—to give hope to neighbors in need.



7 Colors Multicultural Day with immigrant brides

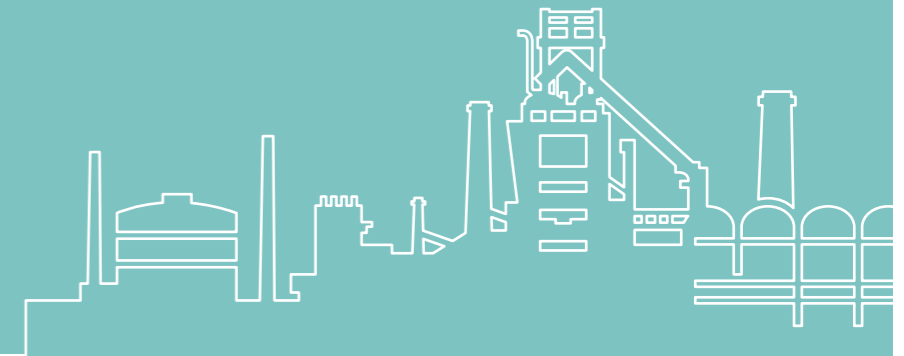
Creating something
out of nothing,

Constantly innovating
triggering change,

Its true passion
moving souls,

POSCO is quietly
shaping the world.

POSCO Overview



POSCO's major domestic sites include its Headquarters which is the control center of POSCO's global network, the POSCO Center, and Pohang and Gwangyang Works with their world class production capacities. They collaborate closely with other parts of the POSCO Family inside and outside the country, creating synergy for partnered growth.



Headquarters

Founded in 1987, the HQ is located in Goedong-dong, Nam-gu, Pohang-si. At POSCO Museum, visitors can take a look at the history and vision of the company and enjoy learning how steel is made. Moreover, they can enjoy a tour of the steel mill from the Public Information Center.



POSCO Museum

POSCO Museum shares the history, spirit, corporate culture, and vision of POSCO with visitors. Opened in July 2003, this three-story building with a total floor area covering 3,636㎡ stands on its own ground of 9,917㎡. The museum attracts more than 100,000 visitors every year and has more than 24,000 pieces of historical data filling the its 1,983㎡ of exhibition space. The museum's efforts to satisfy the growing interest of visitors continue in the form of discovery of new historical data, upgrading the exhibits and improving the tour guide services. A visit to the museum has become one of the favorite field trip spots for elementary/middle/high school students in Pohang and many families visit the museum for picnics during weekends. The museum also showcases POSCO's success story and innovation to visitors from major companies such as Samsung Electronics and LG Electronics and to valued customers who may be looking to benchmark our achievements.



Public Information Center

Opened on April 1st 1985, the Public Information Center offers explanation of the steel-making process and a tour of one of our massive steel mills to visitors. It has welcomed more than 17.5 million visitors since its opening and has become one of the most popular spots in Pohang. The center operates on weekdays and Saturdays (9:00~16:00) for groups of 10 people or more. Individual tours are provided only on Saturdays.



POSCO Center

Founded in 1995, the POSCO Center is located in Daechi-dong, Gangnam-gu, Seoul. Renowned as a state-of-the-art intelligent building, this 30-story building is loved by many citizens as a place to come and rest, and enjoy its cultural facilities like the steel gallery, atrium, aquarium and art gallery.



Steel Gallery

Opened in March 1996, the gallery chronicles the past, present and future of steel and the steel industry. The story of POSCO and steel is portrayed in pictures, with explanations provided all year round in Korean, English, Japanese, and Chinese.



Aquarium

Inside the 9 meter deep tank in the POSCO Center building, more than 30 species of South Pacific coral reefs and 2,000 tropical fish, turtles, morays, and other sea creatures belonging to more than 40 different species can be viewed from both the first floor and the basement of the building, making the aquarium one of the hot spots in the city.



Atrium

Located at the central hall of the POSCO Center, the five-story high atrium has a subtle artistic atmosphere with installations by video artist Nam June Paik on the first and second floors. It is also a popular venue for many cultural events and performances such as the POSCO Center Concert.



POSCO Art Museum

Located on the second floor of the West Wing of the POSCO Center, POSCO Art Museum is the only corporate art gallery in the Gangnam area of Seoul. It possesses more than 600 artworks including 461 paintings, 38 sculptures, and 19 pieces of porcelain, and provides easier access to citizens to appreciate and experience modern art.



Pohang Works

Pohang Works was the first integrated steel mill ever built in Korea. This grandiose project by Yeongil Bay started with Phase 1 being commissioned in 1973, and spanned three more phases until its completion in February 1981. It currently runs carbon steel and stainless steel processes and has played a pivotal role in promoting POSCO's global competitiveness with the establishment of the world's first commercialized Finex process in May 2007.

Major Products

Hot- and cold-rolled steel, plates, wire rods, electrical steel, stainless steel, API steel, etc.

Manufacturing Focus

Flexible short-run

Crude Steel Production

14.22 million tons (as of late 2010)

Site Area

9,390,223m²



POSCO Technical Research Laboratories

Established inside Pohang Works on September 30th 1996, the goal of the laboratory is to lay the foundations for POSCO to secure its position as a world leader in competitiveness in steel manufacturing technology. The large complex of cutting-edge research facilities has direct access to production sites and technologies, thereby offering the best environment for researchers.



Pohang Steelyard

Pohang Steelyard was completed on November 1st 1990, and was Korea's first stadium dedicated to soccer. As the home stadium of Pohang Steelers, it can seat about 18,000 spectators and has the only dedicated supporter zone in the nation. The distance between the field and the stands is the shortest in the country, which is only 3 meters. In addition, the Hyoja Art Hall offers a variety of cultural events such as movies, plays, musicals and concerts, for the enjoyment not only of POSCO employees and executives but of the whole community.



Gwangyang Works

Gwangyang Works is the largest unit steel plant in the world. With its optimum factory allocation, it operates carbon steel and high mill processes for strategic, high value-added products including automotive steel, high-strength hot-rolled steel, high-grade API steel, and plates. Our goal is to position Gwangyang Works as the single-source supplier of choice for automakers around the world.

Major Products

Hot- and cold-rolled steel, automotive steel, API steel, plates, etc.

Manufacturing Focus

Dedicated long-run

Crude Steel Production

19.5 million tons (as of late 2010)

Site Area

17,586,856m²



Automotive Steel Application Center

Founded on January 21st 2003, the center not only has a test lab for researchers to develop steel plate technologies but also has a research lab where our automotive customers can participate in right from the initial stage of product development. We take pride in our infrastructure that offers the world's best technology services with focus on making high added-value automotive steel products and playing an active role in our customers' technological development.



Baekwoon Art Hall

Opened on July 14th 1992, the hall is equipped with its own stage and related facilities. Capable of accommodating 1,036 people, it serves as an excellent venue for diverse genres of performances such as operas, musicals and ballet. The Gwangyang Steelyard is Korea's second stadium dedicated to soccer, and seats 14,000 spectators.

ASIA

Domestic Locations

- 1 Headquarters
Tel: 82-54-220-0114
- 2 POSCO Center
Tel: 82-2-3457-0114
- 3 Pohang Works
Tel: 82-54-220-0114
- 4 Gwangyang Works
Tel: 82-61-790-0114

International Offices

- 1 Dubai
Tel: 9714-221-8280
- 2 Mongolia
Tel: 976-1131-0527
- 3 Perth
Tel: 61-8-9486-7052

Domestic Subsidiaries

- 1 POSCO E&C
Tel: 82-54-223-6114
- 2 Daewoo International
Tel: 82-2-759-2114
- 3 POSCO SS
Tel: 82-55-269-6114
- 4 POSCO Power
Tel: 82-2-3469-5909
- 5 POSCO ICT
Tel: 82-54-280-1114
- 6 POSCO Chemtech
Tel: 82-54-290-0114

7 POSCO C&C

Tel: 82-54-280-6114

8 POSCO P&S

Tel: 82-2-3469-5000

9 SNNC

Tel: 82-61-797-9114

10 POSCO M-Tech

Tel: 82-54-280-8114

11 POSCO plantEC

Tel: 82-54-279-7114

12 Sungjin Geotec

Tel: 82-52-228-5801

13 POSCO AST

Tel: 82-31-490-5114

14 POSCO TMC

Tel: 82-41-580-1331

15 POSMATE

Tel: 82-2-528-2960

16 POSCO Terminal

Tel: 82-61-793-7412

17 POSCO A&C

Tel: 82-2-2018-7700

18 POSCO NST

Tel: 82-51-850-7201

19 PNR

Tel: 82-54-222-5538

20 POSHiMETAL

Tel: 82-61-790-0224

21 POSFINE

Tel: 82-61-798-9600

22 SeungKwang

Tel: 82-61-740-8181

23 eNtoB

Tel: 82-2-2007-0800

24 POSRI

Tel: 82-2-3457-8000

25 POSTECH VCC

Tel: 82-54-279-8486

26 POSCO E&E

Tel: 82-2-3457-0522

27 POREKA

Tel: 82-61-790-5200

28 Busan E&E

Tel: 82-51-831-1493

29 POSWITH

Tel: 82-54-220-7733

30 POSecohousing

Tel: 82-54-230-9000

31 POSPlate

Tel: 82-61-790-8330

32 Songdo SE

Tel: 82-32-200-2704

33 Suncheon ECOTRANS Co., Ltd.

Tel: 82-61-727-1011

International Subsidiaries

1 POSCO China Holding
Tel: 86-21-6091-2788

2 Zhangjiagang Pohang Stainless Steel
Tel: 86-512-5856-9760

3 Qingdao Pohang Stainless Steel Co., Ltd.
Tel: 86-532-8683-7020

4 Dalian POSCO Steel
Tel: 86-411-8751-5001

5 POSCO (Guangdong) Coated Steel Co., Ltd.
Tel: 86-757-2239-8014

6 POSCO China Suzhou Automotive Processing Center
Tel: 86-512-5760-5954

7 POSCO China Foshan Steel Processing Center
Tel: 86-757-2381-3978

8 POSCO China Wuhu Automotive Processing Center
Tel: 86-553-593-6603

9 POSCO China Chongqing Automotive Processing Center
Tel: 86-23-8903-6558

10 POSCO China Liaoning Automotive Processing Center
Tel: 86-24-2987-5991

11 POSCO China Tianjin Steel Processing Center
Tel: 86-022-6620-6802

12 POSCO China Yantai Automotive Processing Center
Tel: 86-535-216-6707

13 POSCO China Dalian Plate Processing Center
Tel: 86-411-3911-3601

14 POSCO Vietnam
Tel: 84-64-392-3020

15 VSC POSCO Steel
Tel: 84-31-374-8113

16 POSVINA
Tel: 84-8-3731-3097

17 POSCO VST
Tel: 84-8-3823-2209

18 POSCO Vietnam Hochiminh Steel Processing Center
Tel: 84-61-356-9350

19 POSCO Vietnam Hanoi Processing Center
Tel: 84-320-354-5816

20 POSCO India
Tel: 91-674-230-3690

21 POSCO Maharashtra Steel
Tel: 91-22-4170-7200

22 POSCO India Pune Steel Processing Center
Tel: 91-2114-308-102

23 POSS India Delhi Steel Processing Center
Tel: 91-128-430-8303

24 POSCO India Chennai Steel Processing Center
Tel: 91-44-3919-7503

25 POSCO Malaysia
Tel: 60-3-3101-2422

26 Myanmar POSCO Steel
Tel: 95-1-638-305

27 POSCO Malaysia Kuala Lumpur Steel Processing Center
Tel: 60-3-3258-2223

28 POSCO Japan
Tel: 81-6-6214-1958

29 XENESYS
Tel: 81-3-8475-1700

30 POSCO Asia
Tel: 852-2827-8787

31 POSCO Investment
Tel: 852-2802-7183

32 PT Krakatau POSCO
Tel: 62-21-3000-3810

33 POSCO South Asia
Tel: 62-21-3000-3809

34 PT. Motta Resources Indonesia (PT. MRI)
Tel: 62-21-5140-1402

35 POSCO Thailand Bangkok Steel Processing Center
Tel: 66-38-545-315

36 POSCO Indonesia Jakarta Processing Center
Tel: 62-21-8911-8989

37 POSCO Australia
Tel: 61-2-9258-9803

38 POSCO WA
Tel: 61-8-9486-7052

Daewoo International Corporation

1 Daewoo International Japan Corp.
Tel: 81-3-3224-7121

2 Daewoo International Japan Corp. Osaka Br.
Tel: 81-6-6222-0848-9

3 Daewoo International Japan Corp. Nagoya Br.
Tel: 81-52-222-3717

4 Daewoo(China) Co., Ltd.
Tel: 86-10-6465-2226

5 Shanghai Lansheng Daewoo Corp.
Tel: 86-21-6319-0088

6 Daewoo Int'l Guangzhou Corp.
Tel: 86-20-3810-5398

7 Daewoo Int'l Shanghai Co., Ltd.
Tel: 86-21-2211-3500

8 Daewoo International Singapore Pte Ltd.
Tel: 65-6333-5507

9 Myanmar Daewoo Ltd.
Tel: 95-1-253129

10 Daewoo Int'l Vietnam Co., Ltd.
Tel: 84-8-3-821-7740

11 Daewoo Int'l Corp.(M) SDN BHD
Tel: 60-3-2161-8033

12 Daewoo Int'l India Private Ltd.
Tel: 91-11-2649-8208

13 Daewoo International Corp. Tashkent Office
Tel: 998-71-150-1181-3

14 Daewoo International Corp. Ashgabat Office
Tel: 993-12-45-08-33

15 Daewoo International Corp. Kiev Office
Tel: 380-44-537-42-05/06

16 Daewoo Int'l Corp. Tehran Branch
Tel: 98-21-2202-8902

17 Daewoo Int'l Corp. Dammam Branch
Tel: 966-3-814-7540

18 Daewoo Int'l Corp. Dubai Branch
Tel: 971-4-324-8240

19 Daewoo Int'l Corp. Baghdad Office
Tel: 964-1-542-6090

20 Daewoo Int'l Corp. Amman Office
Tel: 962-6-553-6451-2

21 Daewoo Int'l Corp. Tel Aviv Office
Tel: 9723-537-2292

22 Daewoo Int'l Corp. Kuwait Office
Tel: 965-2245-3682

23 Daewoo International Corp. Mumbai Office
Tel: 91-11-4565-1012

24 Daewoo International Corp. Manila Representative Office
Tel: 63-2-818-1031

25 Daewoo Int'l Corp. Hanoi Office
Tel: 84-4-3-8315220

26 Daewoo Int'l Corporation Bangkok Office
Tel: 66-2-654-0124-8

29 Daewoo Int'l Corp. Dalian Office
Tel: 86-411-8253-0808

39 Daewoo International Dhaka Office
Tel: 880-2-9881316-21

40 Daewoo International Corporation Australia Representative Office
Tel: 61-2-9290-2222

25 Daewoo Int'l Corp. Shantou Representative Office
Tel: 86-754-88163442-4

27 Daewoo Int'l Corp. Kunming Office
Tel: 86-871-318-3373

28 Daewoo Changchun Office
Tel: 86-431-290-9816-9

29 Daewoo Harbin Office
Tel: 86-451-8233-0434

30 Daewoo Int'l Corp. Taiwan Branch
Tel: 866-2-8786-1522

31 Daewoo Shenyang Office
Tel: 86-24-2253-4496

32 Daewoo International Corp. H.K. Representative Office
Tel: 852-2377-1782

33 Daewoo Int'l Corp. Chongqing Branch
Tel: 86-23-6302-2155

34 Daewoo International Corp. H.K. Representative Office
Tel: 852-2377-1782

35 Daewoo International Corp. Manila Representative Office
Tel: 63-2-818-1031

36 Daewoo Int'l Corp. Hanoi Office
Tel: 84-4-3-8315220

37 Daewoo Int'l Corporation Bangkok Office
Tel: 66-2-654-0124-8

35 Daewoo Int'l Corp. Jakarta Branch
Tel: 62-21-520-4520

39 Daewoo International Dhaka Office
Tel: 880-2-9881316-21

40 Daewoo International Corporation Australia Representative Office
Tel: 61-2-9290-2222

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31 Daewoo Shenyang Office
Tel: 86-24-2253-4496

32 Daewoo International Corp. H.K. Representative Office
Tel: 852-2377-1782

33 Daewoo Int'l Corp. Chongqing Branch
Tel: 86-23-6302-2155

34 Daewoo International Corp. H.K. Representative Office
Tel: 852-2377-1782

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Tel: 63-2-818-1031

36 Daewoo Int'l Corp. Hanoi Office
Tel: 84-4-3-8315220

37 Daewoo Int'l Corporation Bangkok Office
Tel: 66-2-654-0124-8

38 Daewoo Int'l Corp. Hanoi Office
Tel: 84-4-3-8315220

39 Daewoo International Dhaka Office
Tel: 880-2-9881316-21

40 Daewoo International Corporation Australia Representative Office
Tel: 61-2-9290-2222

41 Daewoo Textile Fergana LLC.
Tel: 998-73-223-0681-3

42 Daewoo Textile Bukhara LLC.
Tel: 998-65-222-2129

43 Global Komsco Daewoo LLC.
Tel: 998-71-252-3657

44 Myanmar Daewoo International Ltd.
Tel: 95-1-600206

45 P.T Rismar Daewoo Apparel
Tel: 62-21-440-4290

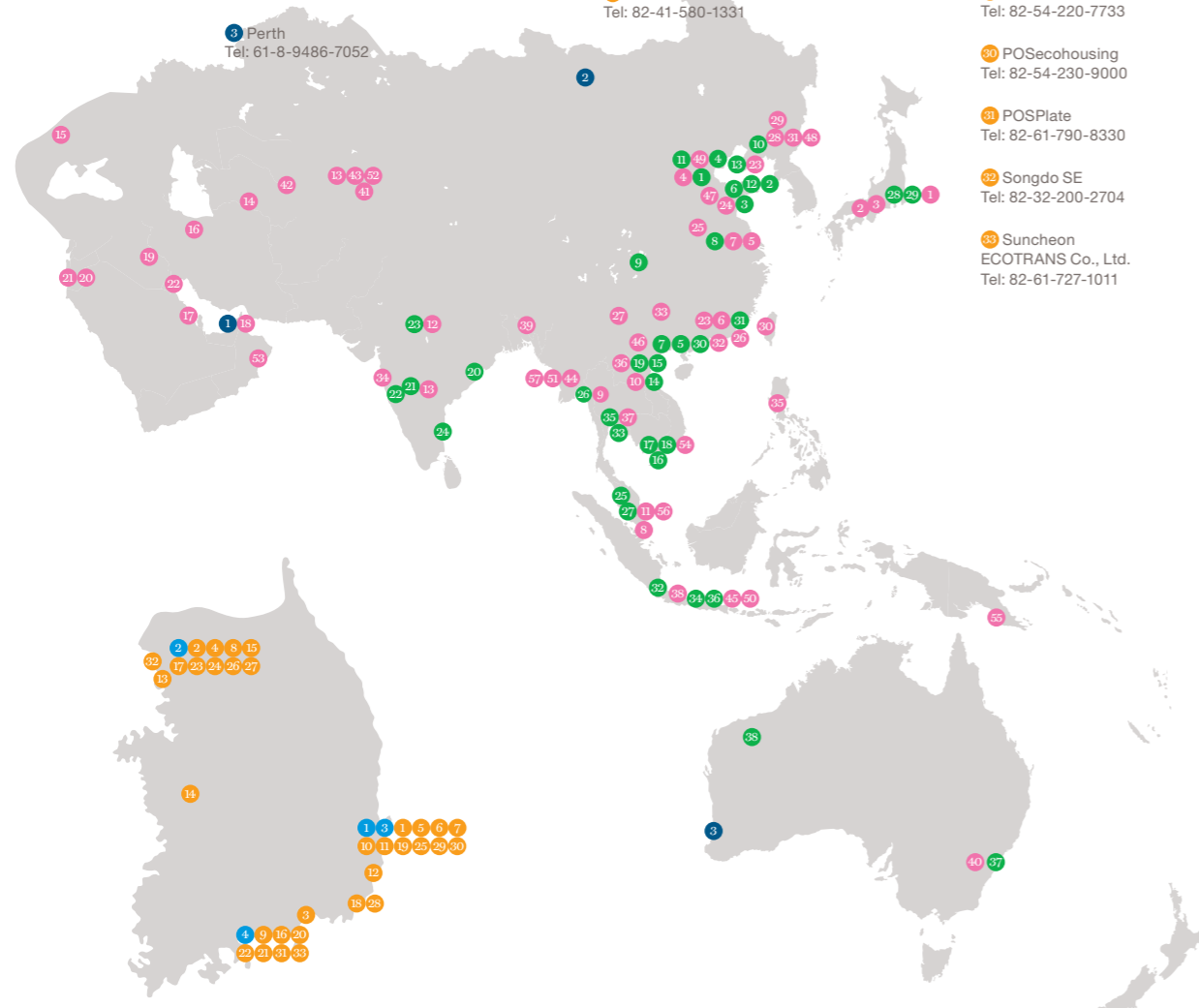
46 Daewoo STC & Apparel Ltd.
Tel: 84-211-3-847295

47 Daewoo Cement (Shandong) Co., Ltd.
Tel: 86-537-4224-771

48 Daewoo Paper Manufacturing Co., Ltd.
Tel: 86-453-632-3105, 5701

49 Tianjin Daewoo Paper Mfg. Co., Ltd.
Tel: 86-22-2811-5500, 2817-5489

50 PT International Steel Indonesia
Tel: 62-21-8911-8989



America

Oil & Gas

51 Myanmar E&P Office
Tel: 95-1-653239

52 Daewoo Energy Central Asia
Tel: 998-71-238-9203

53 Korea LNG

54 Vietnam 11-2 Gas Mine

Power Plants

55 Hanjung Power Ltd.
Tel: 675-321-2932, 7625

Automotive Components

56 KG Power(M)Sdn
Tel: 60-3-6091-2680

Timber

57 Myanmar Korea Timber International Ltd.
Tel: 95-1-253129, 379117

International Offices

1 Rio de Janeiro
Tel: 55-21-2543-1632

International Subsidiaries

1 POSCO America
Tel: 1-201-585-3071

2 POSCO Canada
Tel: 1-604-688-9174

3 Companhia Coreano-Brasileira de Pelotização (KOBRASCO)
Tel: 55-21-2543-2812

4 POSCO Uruguay
Tel: 598-2-900-0114

5 POSCO Mexico
Tel: 52-833-260-7700

6 POSCO Mexico Human Tech
Tel: 52-833-260-7700

Daewoo International Corporation

1 Daewoo Int'l (America) Corp. [N.J.]
Tel: 1-201-229-4500

2 Daewoo Int'l (America) Corp. [DET]
Tel: 1-248-339-2860

3 Daewoo Int'l (America) Corp. [L.A.]
Tel: 1-714-808-1000

4 Daewoo Int'l (America) Corp. [HOU]
Tel: 1-713-979-3945

5 Daewoo International Mexico S.A.de.C.V
Tel: 52-55-5596-5137

Production & Service Offices

Steel
11 Daewoo AAPC
Tel: 84-211-3-847295

Representative Offices

6 Daewoo Int'l Corp, Toronto Branch
Tel: 1-905-248-2777

7 Daewoo Int'l Corp. Sucursal Buenos Aires
Tel: 54-11-5238-1201-5

8 Daewoo do Brasil Imp.E Exp. Ltda(Daewoo International Cop. Sao Paulo Branch)
Tel: 55-11-3285-5699

9 Daewoo International Corporation, Sucursal Peruana
Tel: 51-1-221-4244

10 Daewoo Int'l Corp. Bogota Branch Office
Tel: 571-603-0909

Trading Subsidiaries

Europe & Africa

International Offices

1 EU
Tel: 49-211-435-3032

2 Prague
Tel: 420-246-088-360

3 Moscow
Tel: 7-915-388-7627

4 Cairo
Tel: 202-2750-7436

International Subsidiaries

1 POSCO Assan TST
Tel: 90-212-215-3054

2 POSUK Titanium B.V.
Tel: 7-777-002-3231

3 POSCO Poland Wroclaw Steel Processing Center
Tel: 48-71-774-7501

4 POSCO Turkey Nilufer Processing Center
Tel: 90-224-484-3132

5 POSCO Europe Steel Distribution Center
Tel: 38-65-908-3430

Daewoo International Corporation

1 Daewoo International (Deutschland)
Tel: 49-69-3700498-0

2 Daewoo Italia S.r.l
Tel: 39-039-6411-61

3 Daewoo Int'l London Branch Office
Tel: 44-208-336-9131-3

4 Daewoo International Espana (Oficina de Representacion)
Tel: 34-91-571-0563

5 Daewoo Int'l Corp. Istanbul Office
Tel: 90-212-290-7340

6 Daewoo International Corp. Baku Office
Tel: 994-12-436-9713

7 Daewoo International Corp. Warsaw Office
Tel: 48-22-645-1575

8 Daewoo International Corp. Prague Office
Tel: 420-224-225-538

9 Daewoo International Corp. Athens Office
Tel: 30-210-6618966

10 Daewoo Int'l Corp. Bucuresti Representative Office
Tel: 40-31-7115-115

11 Daewoo Int'l Corp. Moscow Office
Tel: 7-495-258-1811

12 Daewoo Global Nigeria Ltd.
Tel: 234-1-270-1105

13 Daewoo Int'l Corp. Johannesburg Branch
Tel: 27-11-784-1326

14 Daewoo Int'l Corp. Kinshasa Branch
Tel: 237-2220-6533

15 Daewoo Int'l Corp. Yaunde Branch
Tel: 237-2220-6533

16 Daewoo Int'l Corp. Kinshasa Branch
Tel: 237-2220-6533

17 Daewoo Int'l Corp. Cairo Liaison Office
Tel: 20-2-2521-5172

18 Daewoo Int'l Corp. Tripoli Office
Tel: 218-21-336-0181-2

19 Daewoo Int'l Corporation Algeria Branch
Tel: 213-21-691068

20 General Medicines Company Ltd. [HQ]249-1-83-165031

21 Daewoo Int'l Corporation Nigeria Branch
Tel: 234-1-270-1105

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Tel: 40-31-7115-115

27 Daewoo Int'l Corp. Athens Office
Tel: 30-210-6618966

28 Daewoo Int'l (America) Corp. [DET]
Tel: 1-248-339-2860

29 Daewoo Int'l (America) Corp. [L.A.]
Tel: 1-714-808-1000

30 Daewoo Int'l (America) Corp. [HOU]
Tel: 1-713-979-3945

31 Daewoo Int'l (America) Corp. [N.J.]
Tel: 1-201-229-4500

32 Daewoo Energy Central Asia
Tel: 998-71-238-9203

33 Korea LNG

34 Vietnam 11-2 Gas Mine

35 Hanjung Power Ltd.
Tel: 675-321-2932, 7625

36 KG Power(M)Sdn
Tel: 60-3-6091-2680

37 Myanmar Korea Timber International Ltd.
Tel: 95-1-253129, 379117

38 POSCO America
Tel: 1-201-585-3071

39 POSCO Canada
Tel: 1-604-688-9174

40 Companhia Coreano-Brasileira de Pelotização (KOBRASCO)
Tel: 55-21-2543-2812

41 POSCO Uruguay
Tel: 598-2-900-0114

42 POSCO Mexico
Tel: 52-833-260-7700

43 POSCO Mexico Human Tech
Tel: 52-833-260-7700

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Tel: 51-1-221-4244

48 Daewoo Int'l Corp. Bogota Branch Office
Tel: 571-603-0909

49 Daewoo International Mexico S.A.de.C.V
Tel: 52-55-5596-5137

50 Daewoo Int'l London Branch Office
Tel: 44-208-336-9131-3

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Tel: 34-91-571-0563

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Tel: 20-2-2521-5172

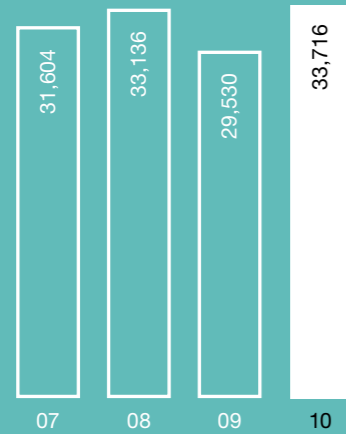
65 Daewoo Int'l Corp. Tripoli Office
Tel: 218-21-336-0181-2

66 Daewoo Int'l Corporation Algeria Branch
Tel: 213-21-691068

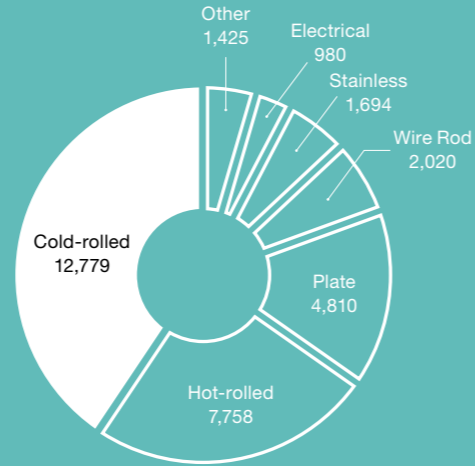
67 General Medicines Company Ltd. [HQ]249-1-83-165031

POSCO

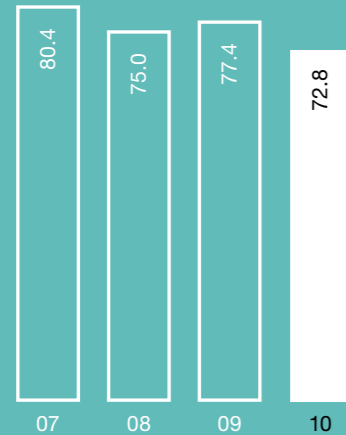
Crude Steel Production
(Unit: thousand tons)



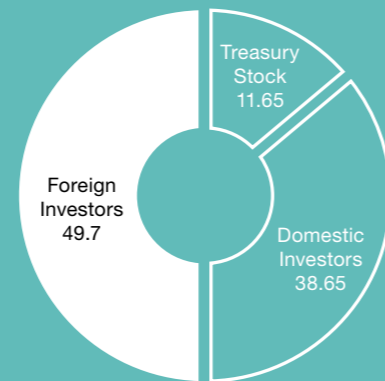
Sales by Product Category
(Unit: thousand tons as of December 31, 2010)



Shareholders' Equity Ratio
(Unit: %)



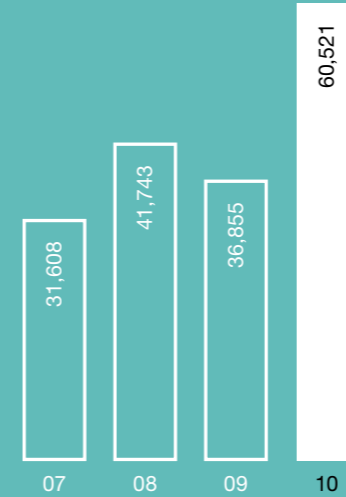
Shareholder Composition
(Unit: % as of December 31, 2010)



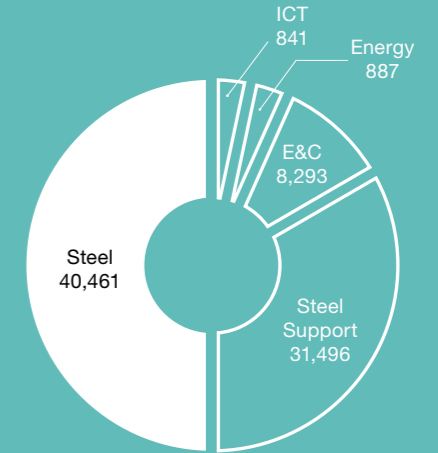
POSCO Group

(Consolidated)

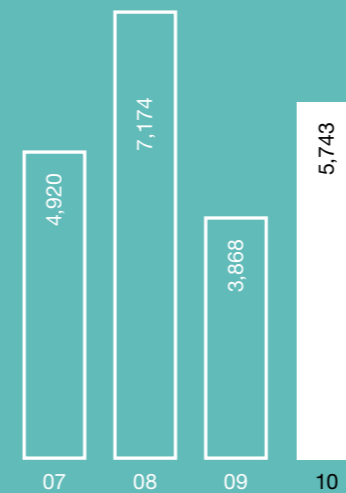
Sales
(Unit: KRW billion as of December 31, 2010)



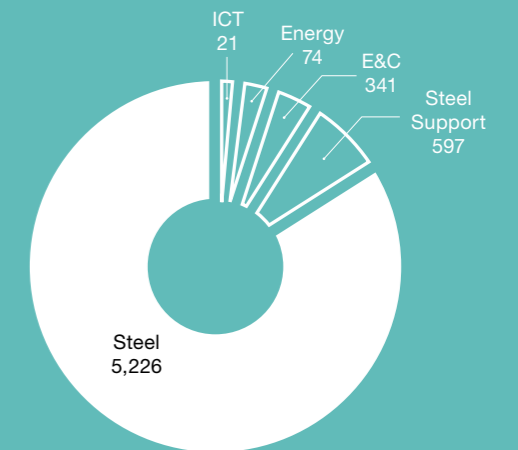
Sales Revenue by Business Area
(Unit: KRW billion as of December 31, 2010; aggregated sum by business area)







Operating Profit
(Unit: KRW billion as of December 31, 2010)



Operating Profit by Business Area
(Unit: KRW billion as of December 31, 2010; aggregated sum by business area)



<p>1968</p>  <p>Founded as Pohang Iron and Steel Co., Ltd.</p>	<p>1970</p>  <p>Broke ground on Pohang Phase 1</p>	<p>1992</p>  <p>Commemorated the completion of a quarter-century construction with the commissioning of Gwangyang Phase 4 (production capacity of 20.8 mtpy)</p>	<p>2000</p>  <p>Completed privatization</p>
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A bigger world needs more companies like POSCO.

For the past four decades or more, POSCO has achieved remarkable success based on the love and support of many stakeholders. However, never content to rest on our laurels, we are always striding forward to meet the next challenge. We pledge to continue to evolve, expanding markets all over our global network and accomplishing partnered growth through innovative creativity, for a better tomorrow. Stay with us and see how POSCO becomes a company loved and appreciated by every stakeholder for a better tomorrow.

POSCO History

<p>1960s April 1968 Founded as Pohang Iron and Steel Co., Ltd.</p> <p>1970s April 1970 Broke ground on Pohang Phase 1 June 1973 Tapped Pohang No. 1 Blast Furnace (7:30 a.m. June 9) July 1973 Commissioned Pohang Phase 1 (production capacity of 1.03 mtpy) May 1976 Commissioned Pohang Phase 2 (production capacity of 2.06 mtpy) Dec. 1978 Commissioned Pohang Phase 3 (production capacity of 5.5 mtpy)</p>	<p>1980s Feb. 1981 Commissioned Pohang Phase 4-1 (production capacity of 8.5 mtpy) Nov. 1981 Announced site selection for Gwangyang Works May 1983 Commissioned Pohang Phase 4-2 (production capacity of 9.1 mtpy) March 1985 Broke ground on Gwangyang Phase 1 April 1986 Launched USS-POSCO Industries (UPI) Dec. 1986 Opened POSTECH May 1987 Commissioned Gwangyang Phase 1 (production capacity of 11.8 mtpy) June 1988 Listed on the Korea Stock Exchange July 1988 Commissioned Gwangyang Phase 2 (production capacity of 14.5 mtpy)</p>	<p>1990s Dec. 1990 Commissioned Gwangyang Phase 3 (production capacity of 17.5 mtpy) Oct. 1992 Commemorated the completion of a quarter-century construction with the commissioning of Gwangyang Phase 4 (production capacity of 20.8 mtpy) Oct. 1994 Listed on the New York Stock Exchange Dec. 1994 Commissioned the Pohang Light Source Synchrotron facility Sep. 1995 Opened POSCO Center in Seoul Oct. 1995 Listed on the London Stock Exchange Nov. 1995 Commissioned the new Pohang steelmaking plant</p>	<p>Oct. 1996 Broke ground on Gwangyang No. 5 Blast Furnace and commissioned Gwangyang No. 1 Mini Mill March 1997 Appointed the first independent directors to board August 1997 Commissioned Gwangyang No. 4 Cold-Rolling Mill March 1999 Commissioned Gwangyang No. 5 Blast Furnace (production capacity of 28 mtpy)</p>
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<p>2007</p>  <p>Commissioned commercialized Finex plant</p>	<p>2010</p>  <p>Signed acquisition contract for Daewoo International</p>	<p>2010</p>  <p>Broke ground on integrated steelworks in Indonesia</p>
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<p>2000s Oct. 2000 Completed privatization July 2001 Commissioned POSPIA enterprise portal March 2002 Changed name to POSCO June 2003 Declared code of conduct July 2003 Opened the POSCO History Museum Nov. 2003 Established POSCO China Holding Corporation Jan. 2004 Announced sustainability initiatives August 2004 Broke ground on commercialized Finex plant (production capacity of 1.5 mtpy) Oct. 2004 Launched POSCO Japan</p>	<p>June 2005 Signed MOU to build an integrated steelworks in India Nov. 2005 Listed on the Tokyo Stock Exchange June 2006 Commissioned Gwangyang No. 6 CGL (established production system of 6.5 mtpy automotive steel) Nov. 2006 Commissioned Zhangjiagang POSCO Stainless Steel integrated production system May 2007 Commissioned commercialized Finex plant Sep. 2008 Commissioned fuel cell plant August 2009 Commissioned CGL plant in Mexico Oct. 2009 Commissioned cold strip mill in Vietnam</p>	<p>2010s August 2010 Signed acquisition contract for Daewoo International Oct. 2010 Broke ground on integrated steelworks in Indonesia</p>
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posco

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