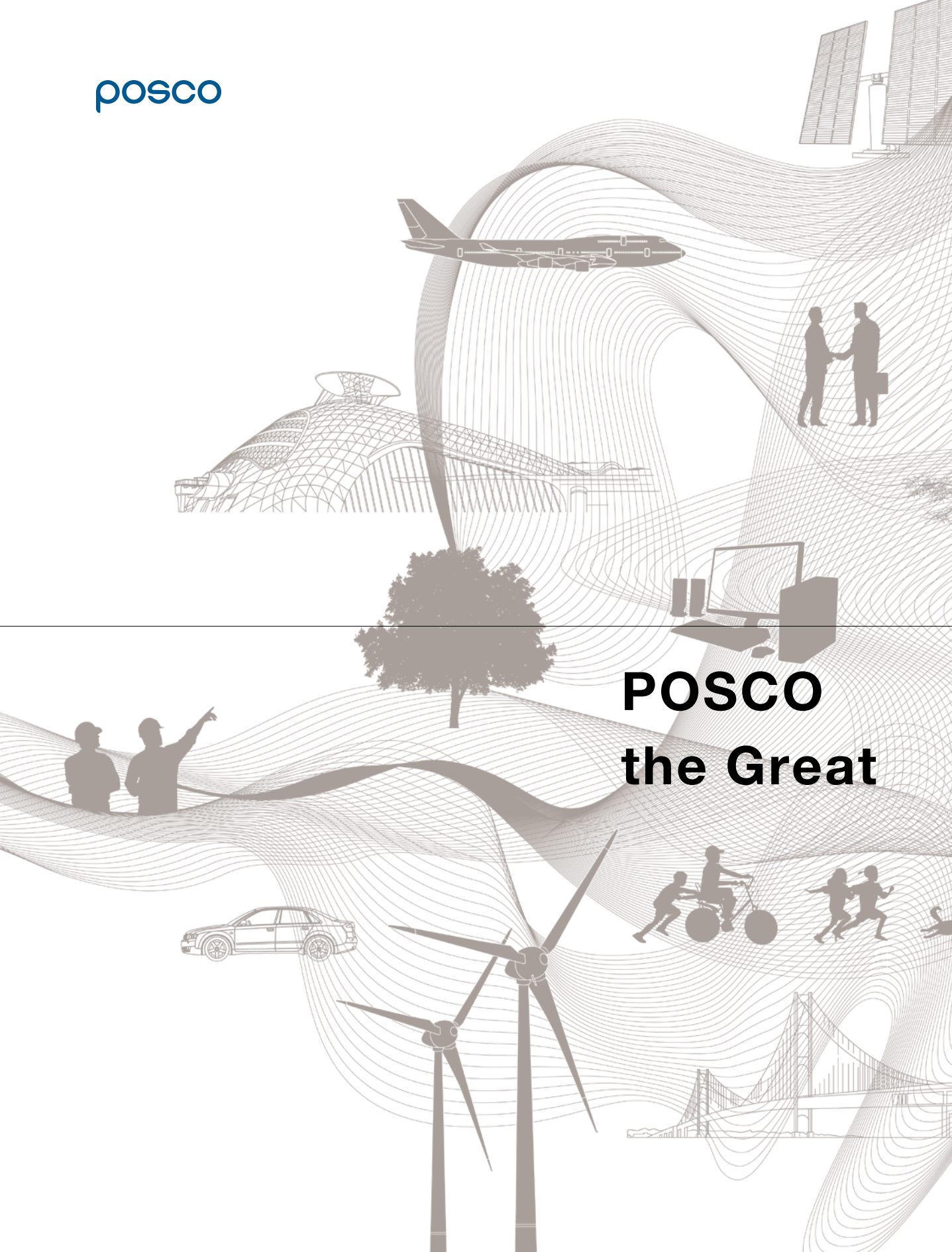


posco



# POSCO the Great

## Contents

- 2** POSCO Vision
- 13** Our Product Quality
- 29** Our Business and Sustainability
  - 30 Business Portfolio
  - 34 Successful Partnership
  - 38 Global Leadership
  - 40 Shared Growth
- 43** POSCO Overview

# POSCO the Great

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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**POSCO**

the Great

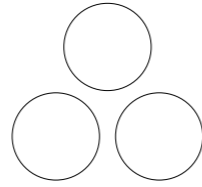
**POSCO—Striving to achieve new dreams**

For the past 50 years, POSCO has led the steel industry of the Republic of Korea, creating something out of nothing backed by the spirit of challenges and practices beyond limits. Still, POSCO has not stopped there. It has proclaimed anew a far-reaching vision called “POSCO the Great,” embracing the powerful intention of future growth. POSCO will become an enterprise admired by people worldwide by providing consistently new values

resulting from fostering new growth engines based on steel, the eternally new material. This 2014, POSCO families seek to create values greater than profits by providing good products and services and through upstanding corporate citizenship and satisfactory communication with interested parties under the vision of “POSCO the Great,” growing into an enterprise that contributes to the co-existence and prosperity of human society.

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.

# Great Challenger

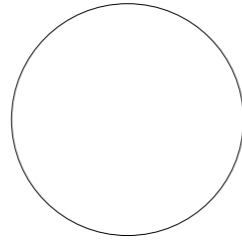


## Second-to-none business architecture evolving in a future-oriented way

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.



# Great Voyager

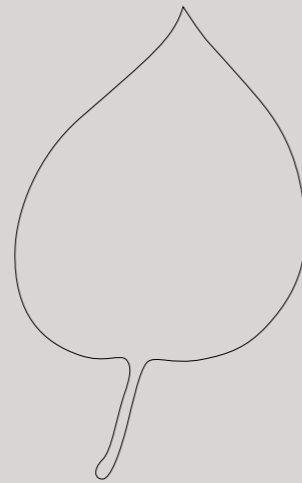


## Going global

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.



# Great Workplace



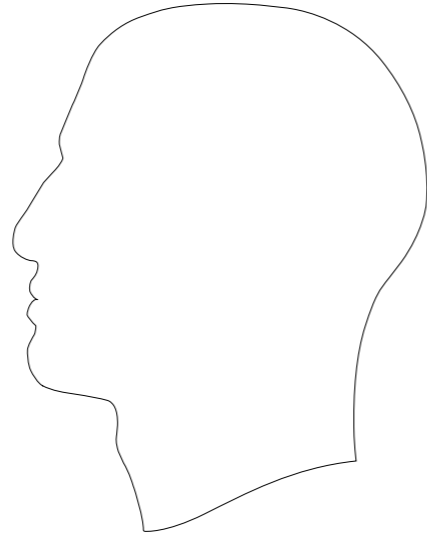
## Implementing its advanced futuristic Family management system

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



## 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.



# The POSCO Quality

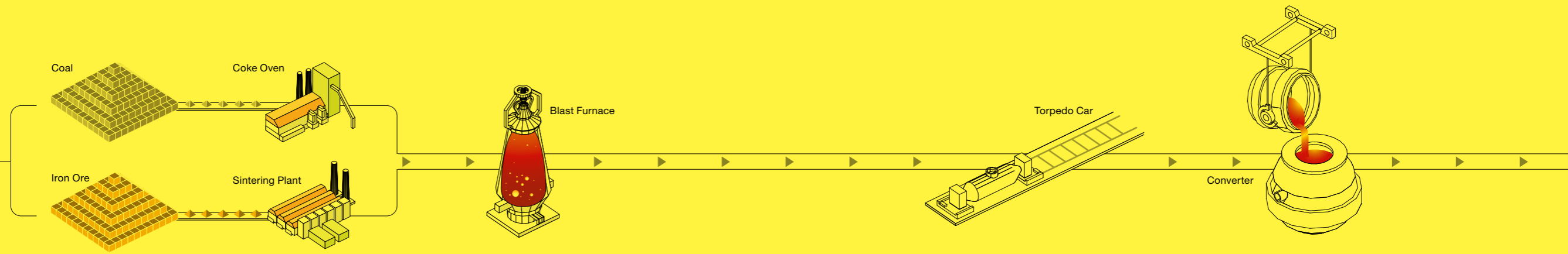
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Create customer value by identifying the potential needs of customers
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Pursue shared growth with the supply chain based on trust and communication

# 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.



# The POSCO Quality

### ● Customer Inside:

Create customer value by identifying the potential needs of customers

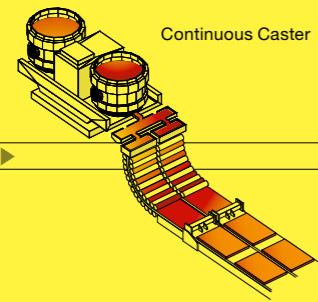
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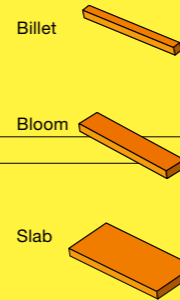
### ● Synergy Inside:

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Continuous Caster

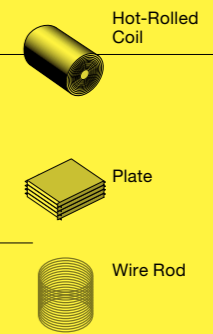
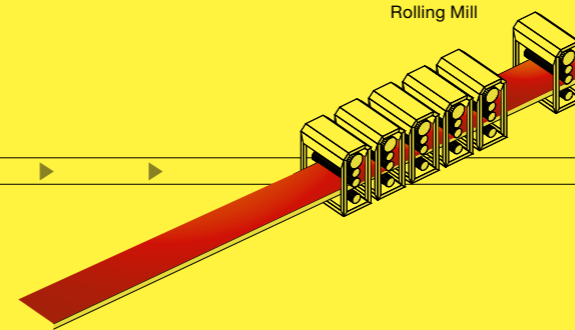


Billet

Bloom

Slab

Rolling Mill



Hot-Rolled Coil

Cold-Rolled Coil

Plate

Wire Rod

**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.



**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.



# The POSCO Quality

● **Customer Inside:**

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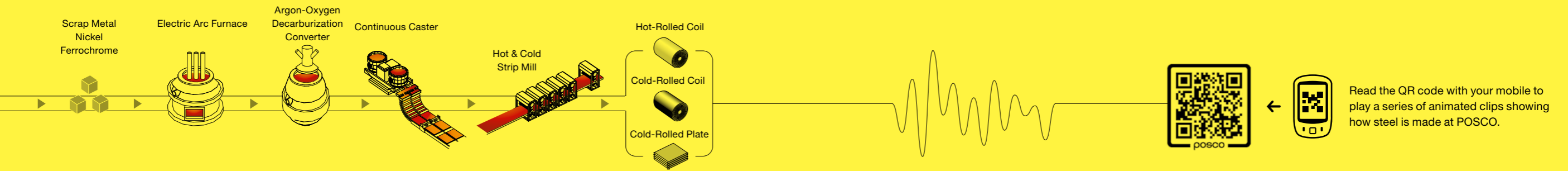
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Scrap metal, nickel, and chromium are smelted in an electric arc furnace and drawn through a continuous caster to form semi-finished products such as slab, bloom, and billet, which can then be further processed in rolling mills into a variety of products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

## The POSCO Quality

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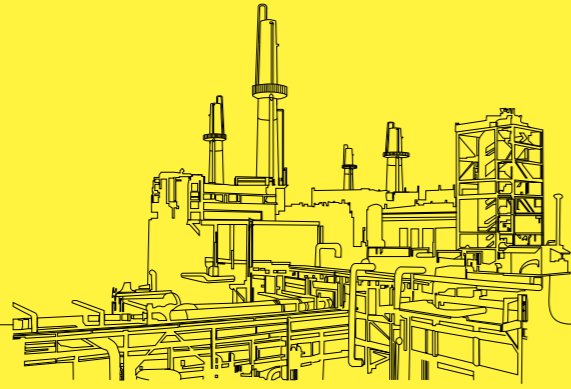
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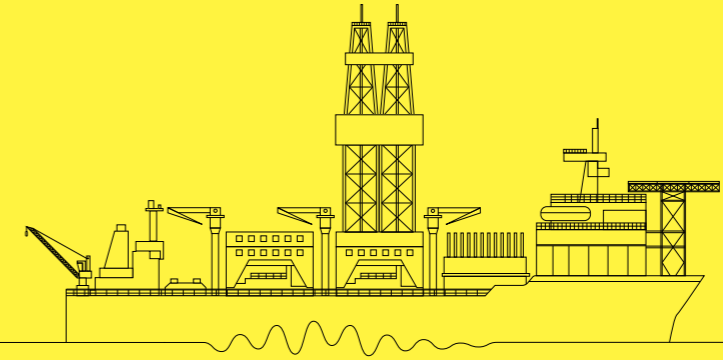
## Major Products



### 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

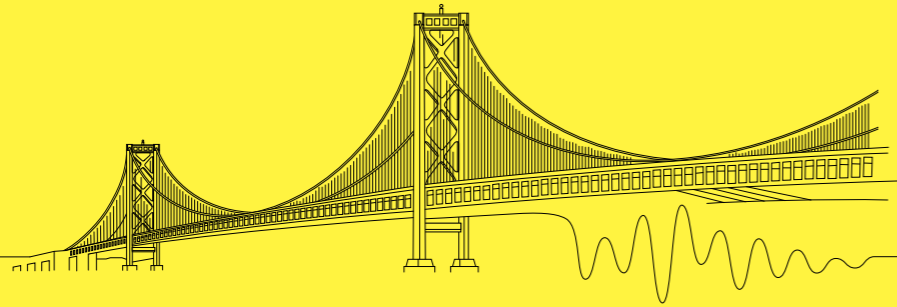
Plate products generally refer to steel plates with a thickness of 6mm or thicker. While they are mainly used for vessels, bridges, large structures, and shipbuilding plates, usage also includes a wide variety of special applications such as extremely low temperature containers, industrial machinery, 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.

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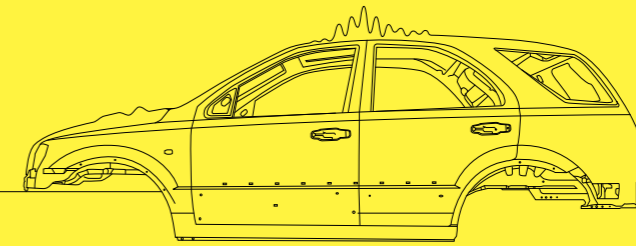




## Wire Rods

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.

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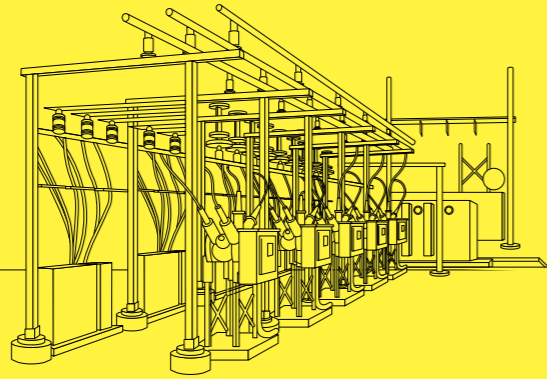
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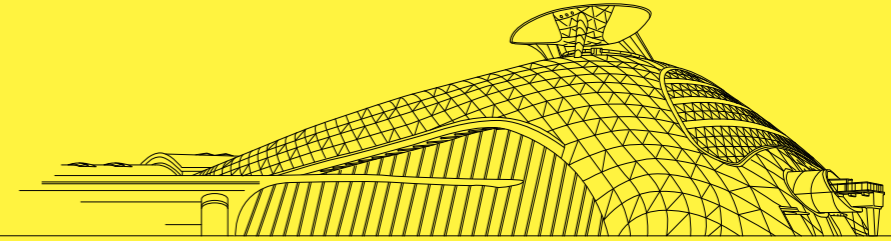




### Electrical Steel Plates

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.

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## 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.

## The POSCO Quality

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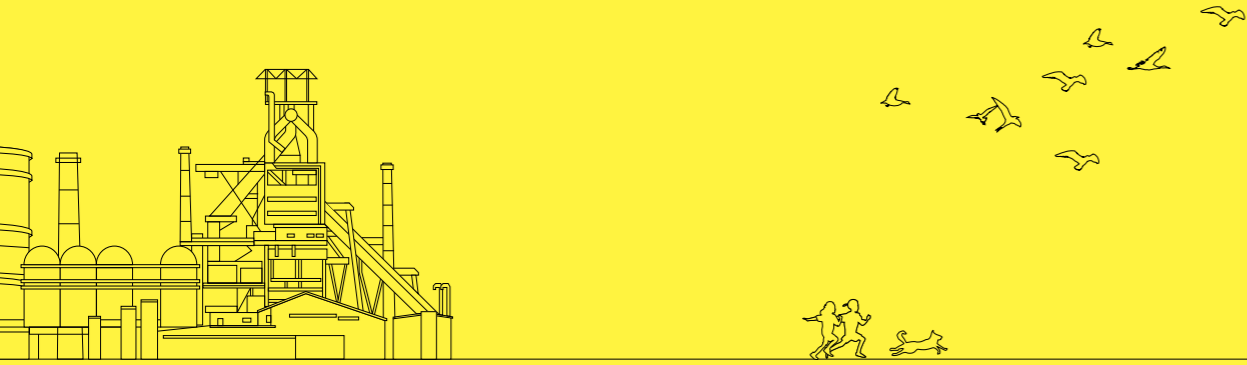
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To provide better customer value through top-notch technology and top-class products, POSCO will keep striving with the utmost effort and dedication.

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## Our Business and Sustainability



Cooperate with the Family to lead customer success.

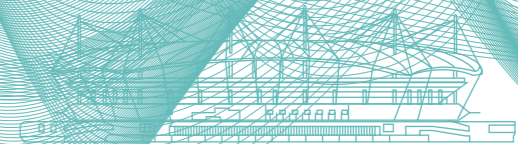
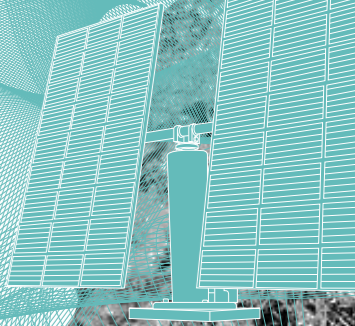
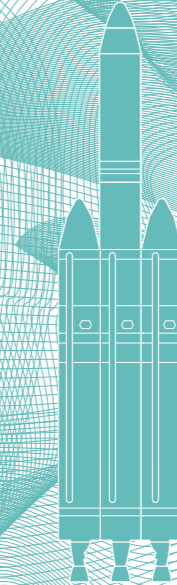
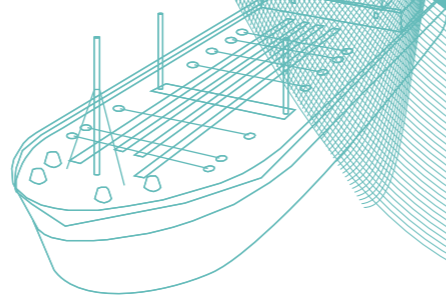
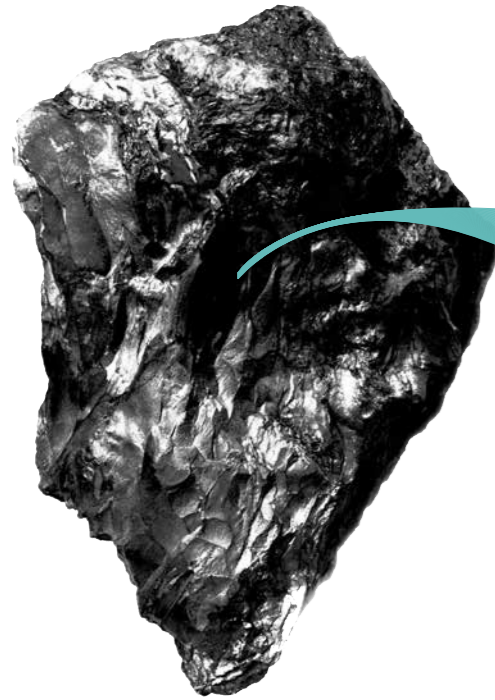
Expand the markets to grow with the world.

Fulfill social responsibilities as a global leader.

Find out more about the POSCO way.

## 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 40 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. Thanks to such efforts, POSCO has been named the world's most competitive steelmaker by WSD (World Steel Dynamics) for 4 years in a row (2010–2014).

### 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. We invited global leading customers in November 2010 and July 2012 to ‘POSCO Global EVI Forum’ to provide an opportunity for them to give their views and have discussion.

#### **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 2012

## 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

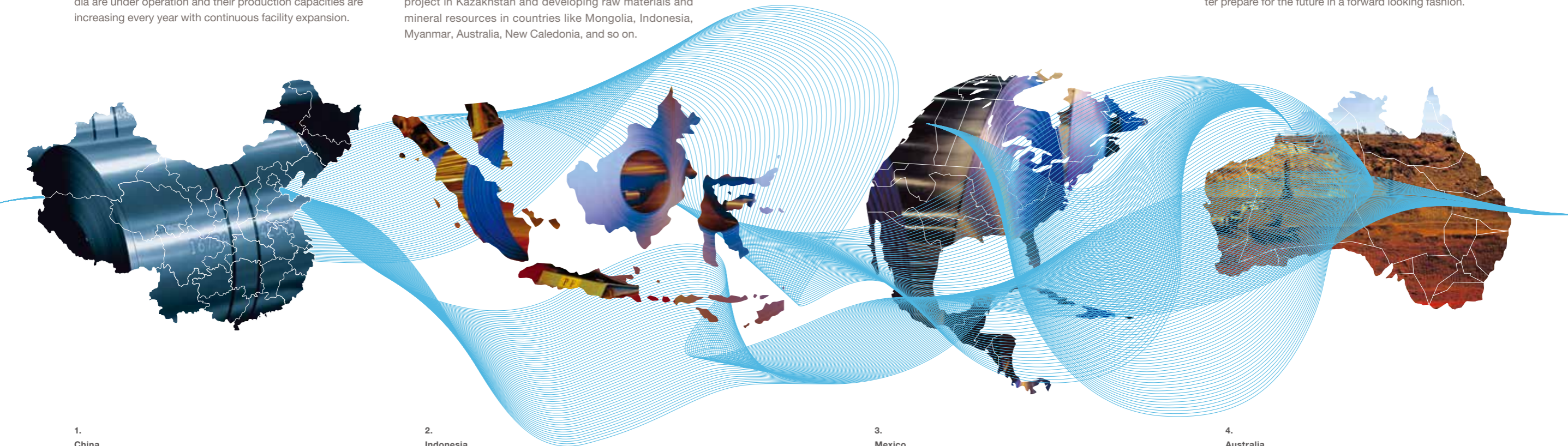
#### Completing local closed-loop steel infrastructure in Americas

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 2<sup>nd</sup>~4<sup>th</sup> 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 POSCO HUMANS, 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.



Caféoasia – a happy workplace for women immigrants by marriage

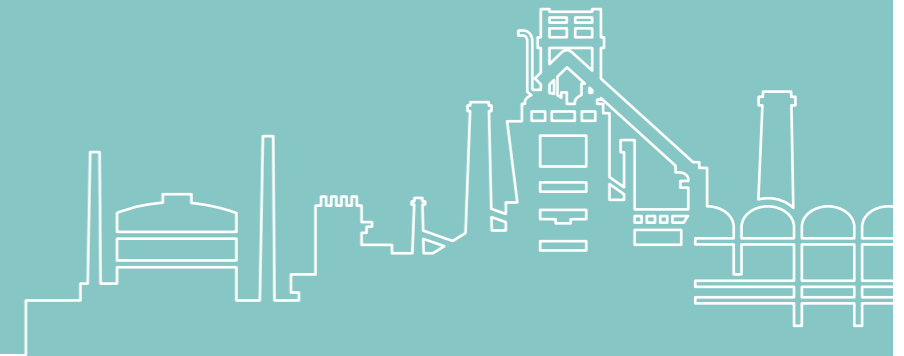
# POSCO Overview

Creating something  
out of nothing,

Constantly innovating  
triggering change,

Its true passion  
moving souls,

POSCO is quietly  
shaping the world.



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 1<sup>st</sup> 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

16.54 million tons (as of late 2012)

### Site Area

9,390,223m<sup>2</sup>



### POSCO Technical Research Laboratories

Established inside Pohang Works on September 30<sup>th</sup> 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 1<sup>st</sup> 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

21.45 million tons (as of late 2012)

### Site Area

17,586,856m<sup>2</sup>



### Automotive Steel Application Center

Founded on January 21<sup>st</sup> 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 14<sup>th</sup> 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

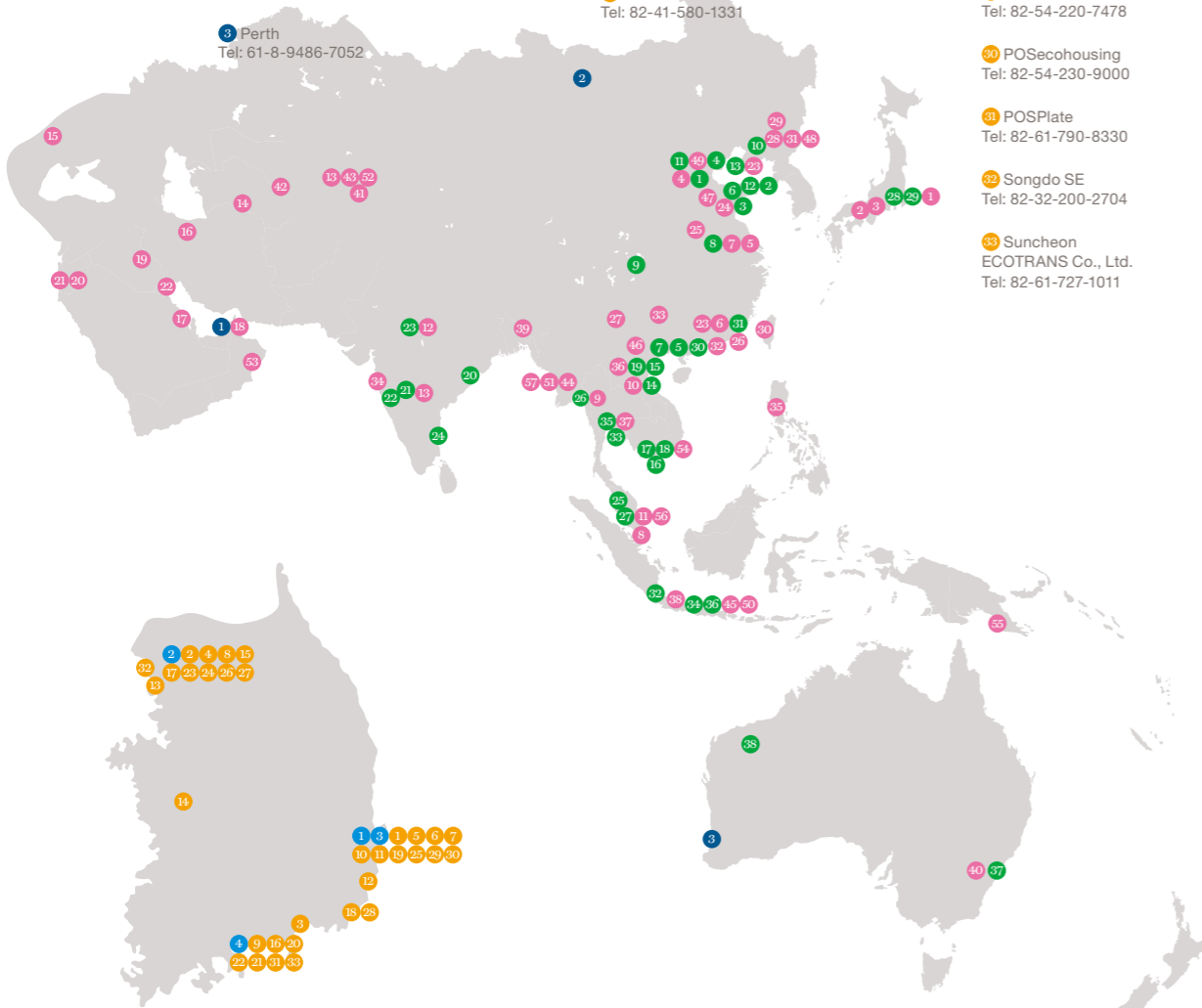
- 8 POSCO P&S  
Tel: 82-2-3469-5000
- 9 SNNC  
Tel: 82-61-797-9114
- 10 POSCO M-Tech  
Tel: 82-54-280-8114
- 11 POSCO plantEC  
Tel: 82-54-279-7114
- 12 Sungjin Geotec  
Tel: 82-52-228-5801
- 13 POSCO AST  
Tel: 82-31-490-5114
- 14 POSCO TMC  
Tel: 82-41-580-1331

15 POSMATE

- 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

- 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 POSCO HUMANS  
Tel: 82-54-220-7478
- 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

Representative Offices

- 23 Daewoo Int'l Corp. Dalian Office  
Tel: 86-411-8253-0808
- 24 Daewoo Int'l Corp. Qingdao Office  
Tel: 86-532-8503-0260
- 25 Daewoo Int'l Corp. Wuhan Branch  
Tel: 86-27-8577-0993
- 26 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. Mumbai Office  
Tel: 91-11-4565-1012
- 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

- 38 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

Production & Service Offices

- 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

Cement

- 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

Steel

- 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: 243-1-512-9740

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

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

17 Daewoo Int'l Corp. Algeria Branch  
Tel: 213-21-691068

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 Corp. Baku Office  
Tel: 994-12-436-9713

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

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

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

25 Daewoo Int'l Corp. Toronto Branch  
Tel: 1-905-248-2777

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

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

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

29 Daewoo Int'l Corp. Prague Office  
Tel: 420-224-225-538

30 Daewoo Int'l Corp. Warsaw Office  
Tel: 48-22-645-1575

31 Daewoo Int'l Corp. Kinshasa Branch  
Tel: 243-1-512-9740

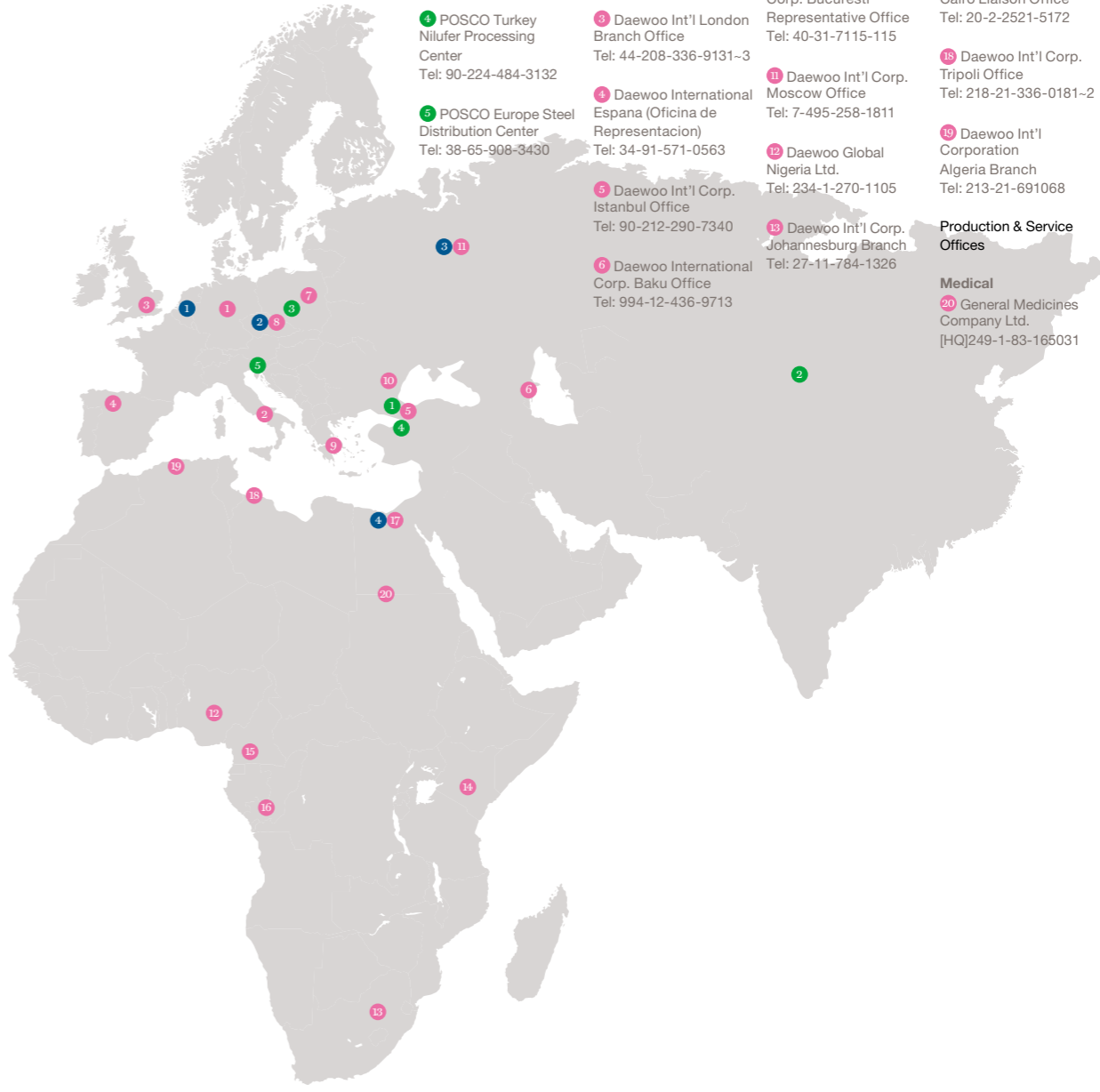
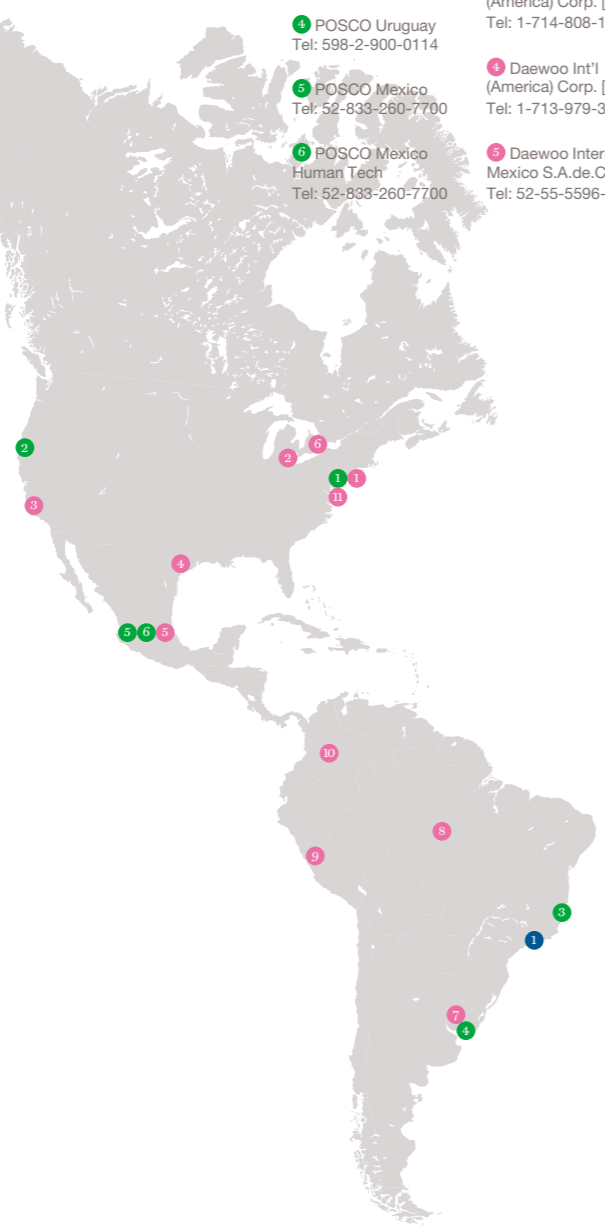
32 Daewoo Int'l Corp. Yaunde Branch  
Tel: 237-2220-6533

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

34 Daewoo Int'l Corp. Algeria Branch  
Tel: 213-21-691068

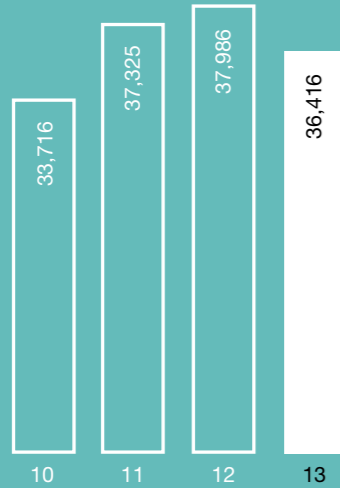
35 Daewoo Int'l Corp. Baku Office  
Tel: 994-12-436-9713

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

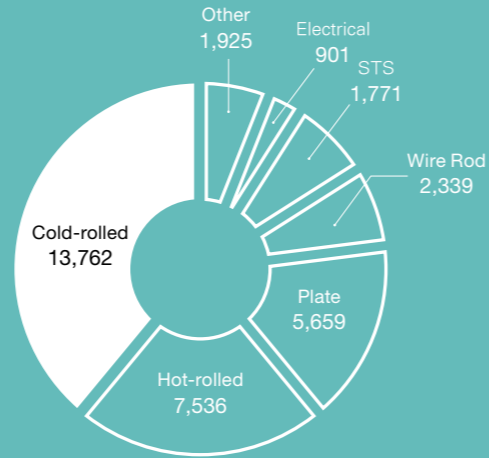


POSCO

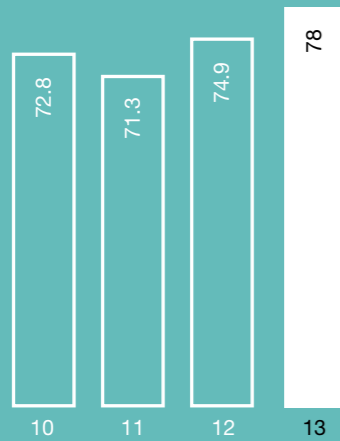
**Crude Steel Production**  
(Unit: thousand tons)



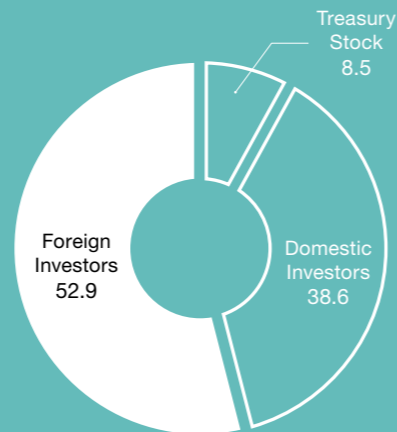
**Sales by Product Category**  
(Unit: thousand tons as of December 31, 2013)



**Shareholders' Equity Ratio**  
(Unit: %)



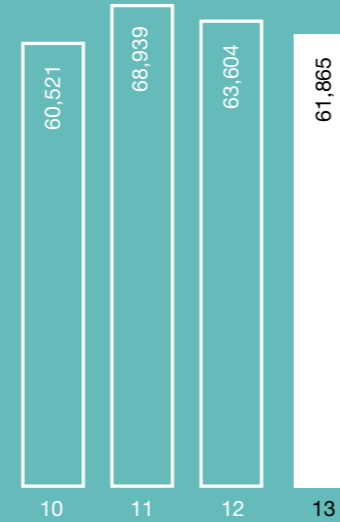
**Shareholder Composition**  
(Unit: % as of December 31, 2013)



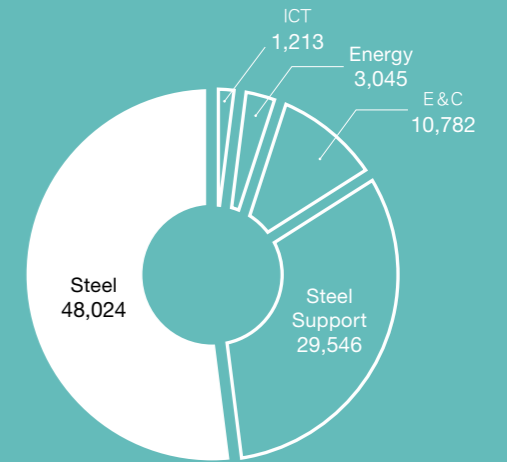
POSCO Group

(Consolidated)

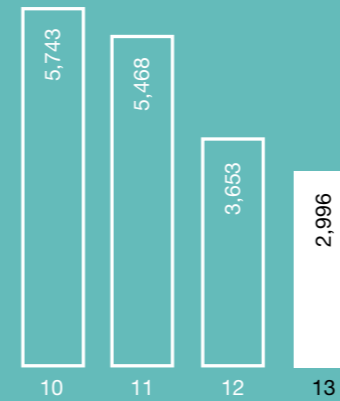
**Sales**  
(Unit: KRW billion as of December 31, 2013)



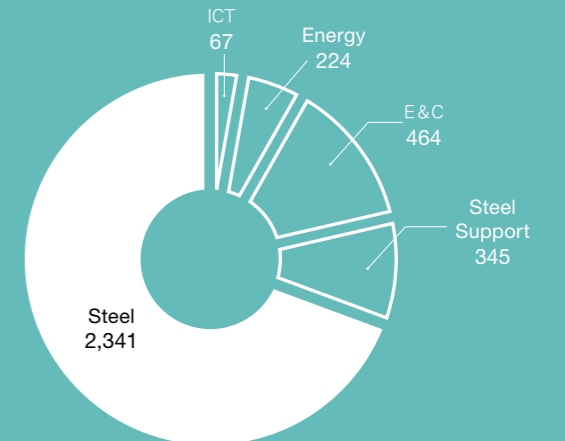
**Sales Revenue by Business Area**  
(Unit: KRW billion as of December 31, 2013; aggregated sum by business area)







**Operating Profit**  
(Unit: KRW billion as of December 31, 2013)



**Operating Profit by Business Area**  
(Unit: KRW billion as of December 31, 2013; 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.

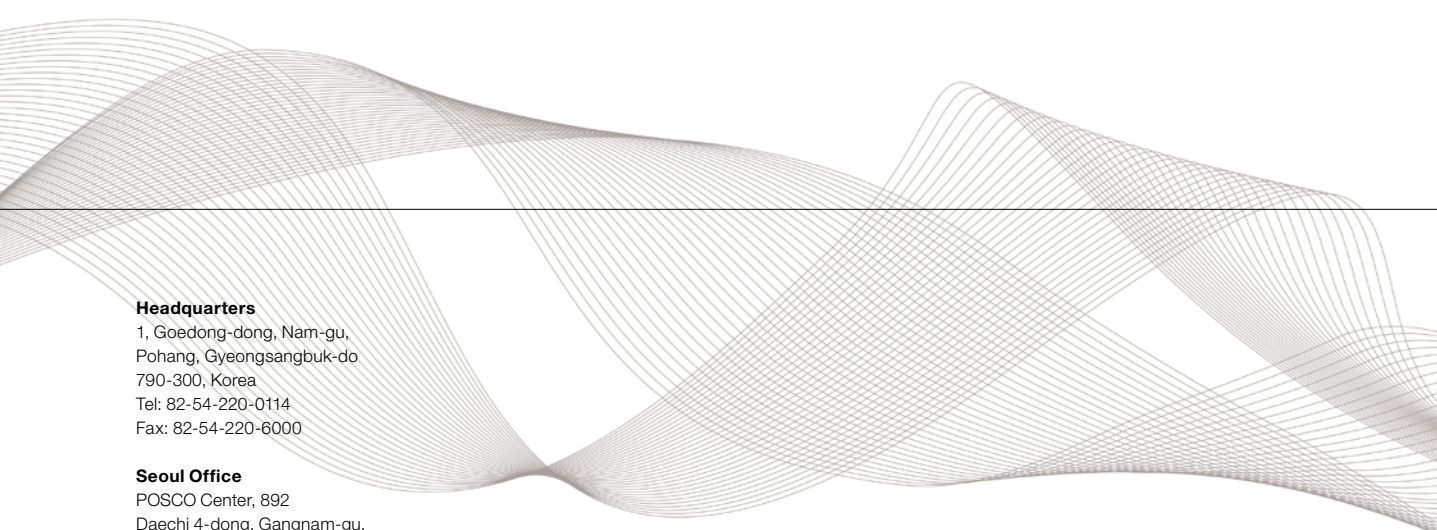
<p><b>1960s</b> April 1968 Founded as Pohang Iron and Steel Co., Ltd.</p> <p><b>1970s</b> April 1970 Broke ground on Pohang Phase 1 June 1973 Tapped Pohang No. 1 Blast Furnace (7:30 a.m. June 9) July 1973 Commissioned Pohang Phase 1 (production capacity of 1.03 mtpy) May 1976 Commissioned Pohang Phase 2 (production capacity of 2.06 mtpy) Dec. 1978 Commissioned Pohang Phase 3 (production capacity of 5.5 mtpy)</p>	<p><b>1980s</b> 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><b>1990s</b> 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><b>2000s</b> 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><b>2010s</b> August 2010 Signed acquisition contract for Daewoo International Oct. 2010 Broke ground on integrated steelworks in Indonesia Mar. 28, 2011 Completed construction of thick plate mill (2 mpty) Jun. 28, 2011 Started construction of Finex mill 3 (2 mpty) Jul. 26, 2011 Started construction of an integrated steelworks in Indonesia (3 mpty) Aug. 11, 2011 Had ground-breaking ceremony of the steel mill in Brazil (upper stream process) Sep. 28, 2011 Started construction of the cold rolling mill for stainless steel in Turkey (200 thousand tons per year)</p>	<p>Nov. 23, 2011 Started construction of No. 2 CGL, POSCO MEXICO (500 thousand tons per year) Dec. 14, 2011 Established POSCO-Thinox Mar. 07, 2012 Completed construction of the cold rolling mill for stainless steel in Vietnam Apr. 05, 2012 Completed construction of Pohang CGL (750 thousand tons per year) May 28, 2012 Completed construction of India CGL (450 thousand tons per year)</p>
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posco

www.posco.com

A decorative graphic consisting of multiple overlapping, wavy lines in a light gray color, creating a sense of movement and depth. The lines are most prominent in the lower half of the page, where they appear to flow across the text area.

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