

# ESG JOURNEY, TOWARD SUSTAINABLE HAPPINESS.

SK's journey to ESG starts from a fundamental question.  
What is the purpose of companies?

In the past, companies pursued profits. However, companies that solely chase profits can no longer secure their future, as their social roles and responsibilities have grown as a consequence of common global challenges such as climate change and COVID-19. Investors are turning their back on companies that ignore ESG values, and consumers are paying greater attention to value-based consumption. The roles of companies are changing, and the age has come for us to seek a new paradigm of entrepreneurship.

While accelerating on its journey toward ESG, SK poses a new question. How can companies add to the happiness of society? SK is convinced that companies can properly fulfil the new roles demanded by society and secure new corporate values for sustainable growth when they engage in solid ESG management by building transparent governance.

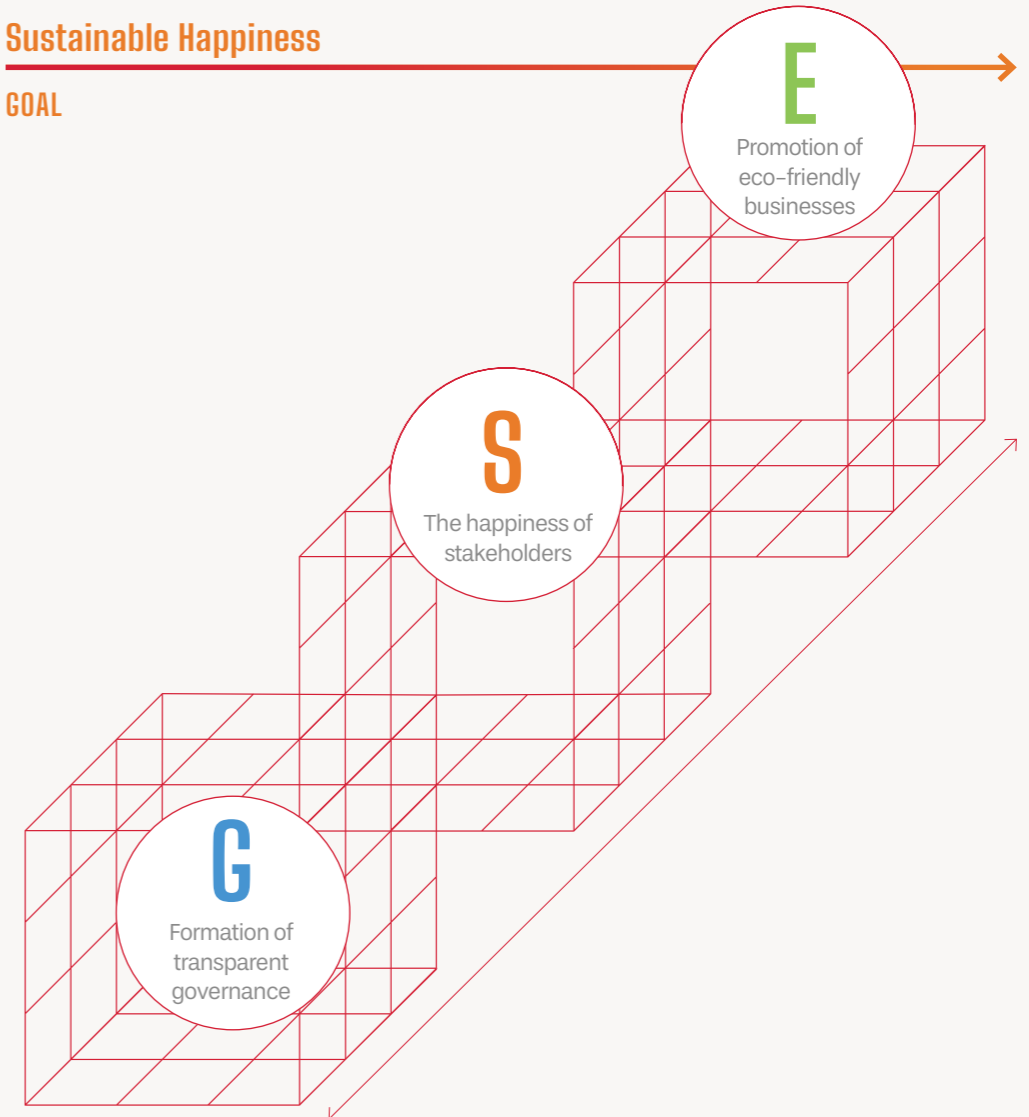
SK aims to create sustainable happiness for our society.

We will grow economically, socially, and environmentally by undertaking new challenges with ambition and trust. We will define new corporate goals and, together with diverse partners who share our vision, create new avenues for companies to enhance the happiness of society.

## The ESG Directions of SK

### Sustainable Happiness

#### GOAL



# DBL DOUBLE BOTTOM LINE

DBL is the sustainable growth methodology of SK and the source of its competitiveness. SK pursues the happiness of stakeholders by undertaking constant innovation based on DBL.

DBL is an abbreviation for "Double Bottom Line," referring to the concurrent pursuit of economic values and social values throughout our management activities. Here, the social values pursued by SK encompass all values produced by the company for the happiness of its stakeholders. SK contributes to economic development by utilizing its innovation capabilities and attains sustainable happiness based on a new paradigm of entrepreneurship. SK innovates its business models by growing social and economic values through DBL management.

SK has long been at the forefront of efforts to create social values. In 2004, SK adopted the pursuit of happiness for diverse stakeholders as its management goal instead of maximized profits, and has since strived to develop social consensus and tackle problems. In pursuit of even greater happiness, SK adopted "Deep Change" as the key phrase for guiding corporate management in 2016. We removed the phrase "creation of sufficient profits" from the Articles of Association of SK member companies and added the "pursuit of social values and happiness" in 2017. Through these processes, DBL management was fully implemented in 2018 and SK has been accomplishing business innovation directed at the coexistence and happiness of all members of society.

