

## Ethical Management

### Employee Ethics Training Performance

• **No. of Trainees** Unit: persons



**101**

New Employees

**124**

Overseas Dispatched

• **Training Session Hours** Unit: hrs



**101**

New Employees

**210**

Overseas Dispatched

### Ethics Infrastructure

#### Consulting and Reporting through Business Ethics Infrastructure

Unit: cases

**80**

2011

**64**

2012

**103**

2013

### Spreading Business Ethics to Business Partners

### Public Policy Engagement

SK innovation implements ethical management to enhance the trust of society so that it can attain sustainable growth. In fact, we see business ethics practices as more than just guidelines for anti-corruption and business innovation. Rather, it serves as the basic guidelines for us to enhance ethical awareness and to build trust-based relations with stakeholders. It is also in line with the management principles of SKMS. As such, it helps employees better understand SKMS and helps them put it into action so as to establish an ethical corporate culture. To that effect, we are continually training our employees on ethics. In addition, we have also established an infrastructure for ethical practices and are actively promoting our business ethics practices with our business partners.

### Code of Ethics

- **Basic Ethics for Employees** : As proud SK employees, we will perform our tasks diligently with the understanding that we are the face of the company.
- **Attitude towards Customers** : We will strive to gain the utmost trust of all customers by ensuring consistent customer satisfaction as we remain a corporate entity whose progress goes hand in hand with theirs.
- **Responsibility towards Shareholders** : We will constantly work at improving our corporate value and shareholder value, while enhancing the level of our transparency and management efficiency.
- **Relationship with our Business Partners** : We will pursue mutual prosperity with our business partners, and compete fairly with rival companies.
- **Our Role in the Community** : We will make every effort to contribute to the welfare of the community by engaging in social/cultural activities in addition to facilitating economic prosperity, observing social norms and ethical standards at every step as we undertake our management activities.

At SK innovation, executives, team leaders and employees who have taken the ethics training sessions are obliged to make a pledge to comply with the Code of Ethics and Guidelines. At the same time, we have in place established channels for reporting/consulting ethics-related issues, such as the Ethics Counseling Office and Ethics Website. The reporter's name is protected in order to prevent any potential disadvantage to them. In 2013, there no violations on the employee Code of Ethics were reported. Also, SK innovation sends official letters to business partners and other external stakeholders, explaining the company's strict policy of banning any gifts on holidays. When gifts are received, they are immediately returned to the sender, given away as a donation, or auctioned off within the company when it is impossible to track the sender. The proceeds of the auctions are donated to social causes.

SK innovation signs a Fair Trade Agreement with its business partners, which are invited to actively practice business ethics based on mutual trust. If a partner is detected of any illegal or corrupt activity, it will be subject to sanctions according to SK innovation's bylaws. In 2013, there were no violations or corrupt activities discovered among our business partners.

SK innovation is an active member in several industrial associations, through which it has been able to convey its opinions on public policies and participate in discussions about drafting policies and programs. In 2013, we implemented such projects as Heating Oil Supply for the Underprivileged and an Energy-saving & Efficiency Improvement project to help those who needed energy most. SK innovation is not involved in any lobbying to do with public policy.