






Stakeholder Communication

SK innovation considers stakeholder communication the most fundamental part of pursuing stakeholder happiness. The company recognizes the importance of two-way communication and continues to make a variety of attempts to enhance communication. On top of exchanging opinions, SK innovation also does its best to collect stakeholder opinions and incorporate them into the company's decision-making process and business activities.

Stakeholder Communication Channels

SK innovation categorizes its shareholders, employees, partners, communities and customers as key stakeholders as they have significant impact on its business activities and collects their opinions through the most suitable channel(s) for each particular stakeholder group. The following are the key channels and activities that were utilized in 2013.

Communication Channels and Key Issues by Stakeholder Group

	Communication Channels	2013 Key Issues
 Shareholders	<ul style="list-style-type: none"> • General shareholders meetings, earnings releases • Domestic/international NDRs (Non-Deal Roadshows) • Domestic/international conferences • One-on-one meetings, e-mail/phone consulting • Disclosures, reports 	<ul style="list-style-type: none"> • Strategies (spin-offs, reshuffling) • New technology R&D • Corporate governance
 Employees	<ul style="list-style-type: none"> • M2M board, V board • Intranet (open square, tok voice, tong tong) • Ethics counseling center, SKMS self-check 	<ul style="list-style-type: none"> • Employee safety & health • Work-life balance, employee welfare
 Partners	<ul style="list-style-type: none"> • Meetings with partners by invitation • Partner CEO seminars • Field councils with plant partners 	<ul style="list-style-type: none"> • Mutual growth with partners • Anti-trust activities
 Communities	<ul style="list-style-type: none"> • Meetings with local organizations • Attending local councils in neighboring areas and patrol division safety councils • Attending steering committees at neighboring schools 	<ul style="list-style-type: none"> • Social contribution (including social enterprises) • Volunteerism
 Customers	<ul style="list-style-type: none"> • Customer happiness center (call center service) • Websites for different products/services • Customer satisfaction surveys 	<ul style="list-style-type: none"> • Customer Relationship Management (CRM) • Customer satisfaction