## GS E&C Vision 2015

#### **Contents**

# **Background of Establishing Vision 2015**

**Vision 2015 Overview** 

- Core Value & Core Competence
- 1. Business Target
- 2. Business Portfolio
- 3. Business Strategy
- 4. GS E&C Outlook in 2015

Jan 2, 2008

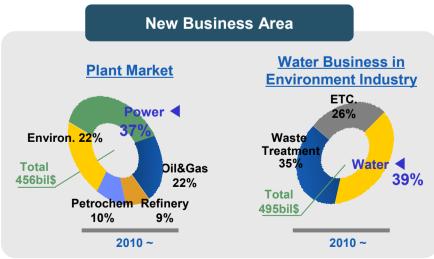


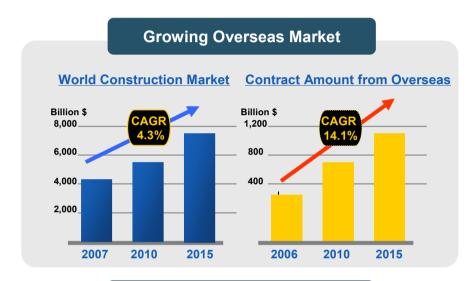


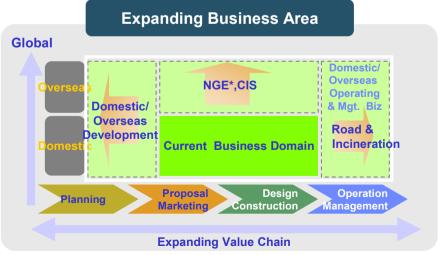
## **Background of Establishing Vision 2015**

As GS E&C is expected to exceed the target for "Vision 2010," we established "Vision 2015" in order to become a Global Company, expanding our business areas in rapidly changing business environment and growing overseas market.





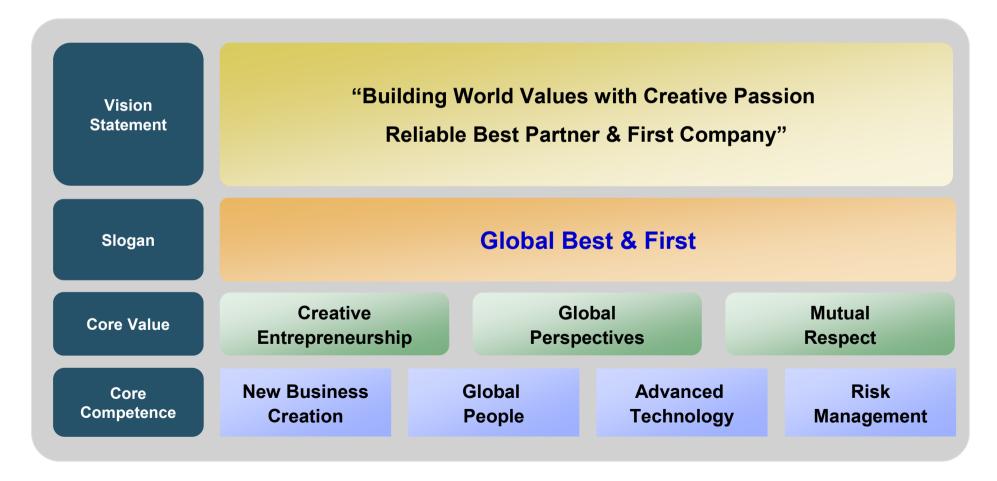






Our new vision is to become the best company by creating great value in the global market.

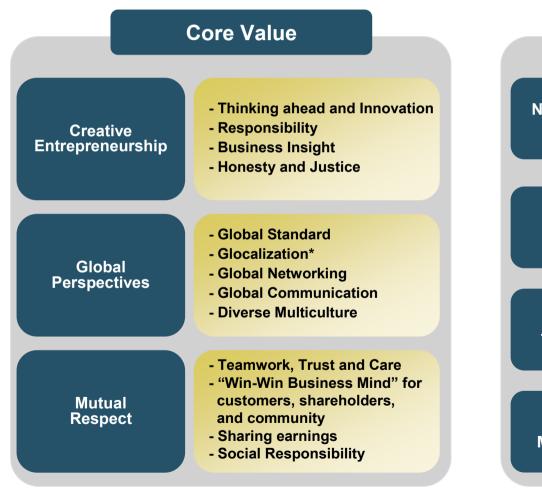
#### **Vision 2015**





## **Core Value & Core Competence**

We will maximize business, people, technology, and managerial competency based on creative entrepreneurship, global perspectives, and mutual respect.



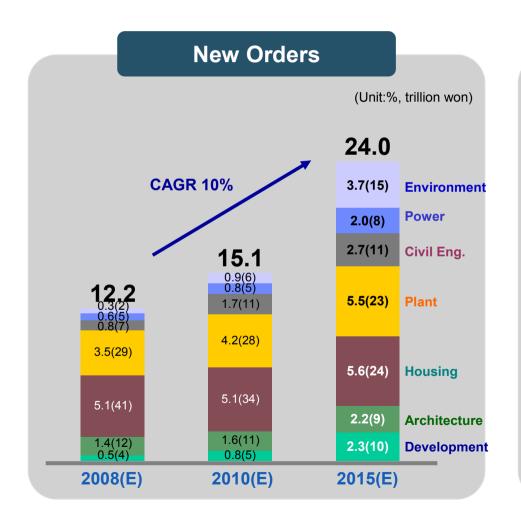
#### **Core Competence Predict change in the business New Business** market and continue to discover high-growth & high-return Creation **business** Find competent people with Global knowledge, thought, and skill to accomplish projects all over the People world **Optimize and differentiate** Advanced technology to meet new trend and **Technology** satisfy customers' needs Maximize revenue by dealing Risk with possible risk factors through Management hedging in advance

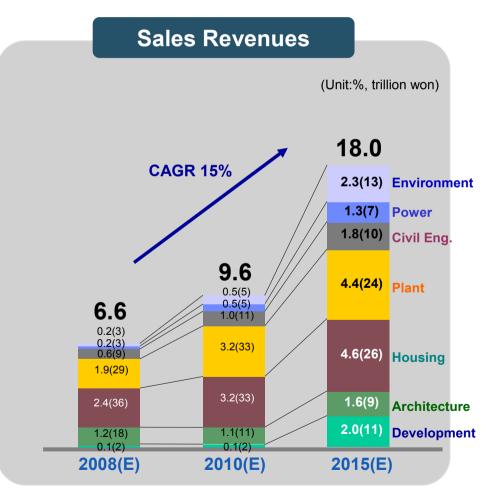
\*Glocalization: Global + Localization



## 1. Business Target

With a balanced business portfolio, we are expected to achieve KRW 24 trillion in new orders and KRW 18 trillion in sales revenues in 2015.



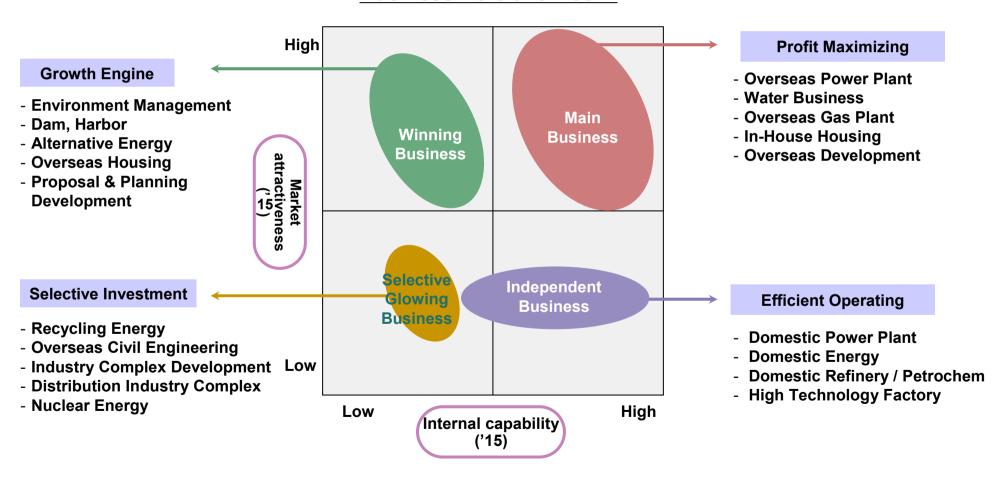




#### 2. Business Portfolio

Mid & Long Term Business Portfolio of 2015 will be mainly focused on Development, overseas Gas/Power, and Environment.

#### **Business Portfolio Matrix**





## 3. Business Strategy

We will achieve "Vision 2015" and sustainability by diversifying business area, securing core business ability, utilizing outside man power, and setting up business performance system in order to grow in global market.

#### **Business Strategy Main Business in Each Division New Orders** (Unit:%,tn won) Domestic: T/K / PFI 12.2 24.0 Civil Success in Global market Overseas: Proposal & Planning Biz. Growth Domestic: Refinery / Petrochem **Overseas** Plant Overseas: Diversify project area, Gas **Diverse Business Area** 54% Domestic: Waste water/water treatment. 30% Environ. Incineration Overseas: Focusing on Middle East 2015 2008 Domestic: T/K, Skyscraper Secure Arch. Overseas: Development Biz, **Core Biz. Competence** Participating in bidding project Revenues 6.6 18.0 Domestic :In-House housing Innovation Housing Reconstruction/Redevelopment Winning **Secure Competitiveness** Overseas: Launching in Vietnam business & Main in Cost Control **Business** Overseas: Independent EPC business Power In-house / Public development 65% 45% Domestic: PF, Complex development in Sustainability **Organization** Develop. city center 2008 Overseas: NGE\* countries. CIS countries 2015

\*NGE: New Growth Engine



## 4. GS E&C Outlook in 2015

We will be the No.1 in domestic market and Global top 10 company in 2015.

<u>2006</u> <u>2015</u>

Company Status

**Domestic: No.1 in Orders & Revenues** 

Overseas: 31th in ENR Ranking

**Domestic: No.1 in Orders & Revenues** 

Overseas: 10th in ENR Ranking

Business Target

New Orders: 9.1 trillion won (Overseas 20%)

Revenues: 5.8 trillion won (Overseas 16%)

New Orders: 24 trillion won (Overseas 54%)

Revenues: 18 trillion won (Overseas 48%)

Business Scope

**EPC in Domestic Market** 

. Main Business: Housing, Architecture, Plant

Total Solution Business in Global Market

. Main Business : Plant, Environment, Power Development, Operating Biz.