

JPDC's Eco-friendly Management: Green Whole Process

September 27,
2024

Jeju Special Self-Governing Province
Development Co.



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01.

Corporation Overview



General Overview

VISION

Contributing to the welfare and development of the local community by efficiently promoting various projects in the public interest with economic value.



Capital

Paid-in Capital: **97.2 billion KRW**, Authorized Capital: **500 billion KRW**



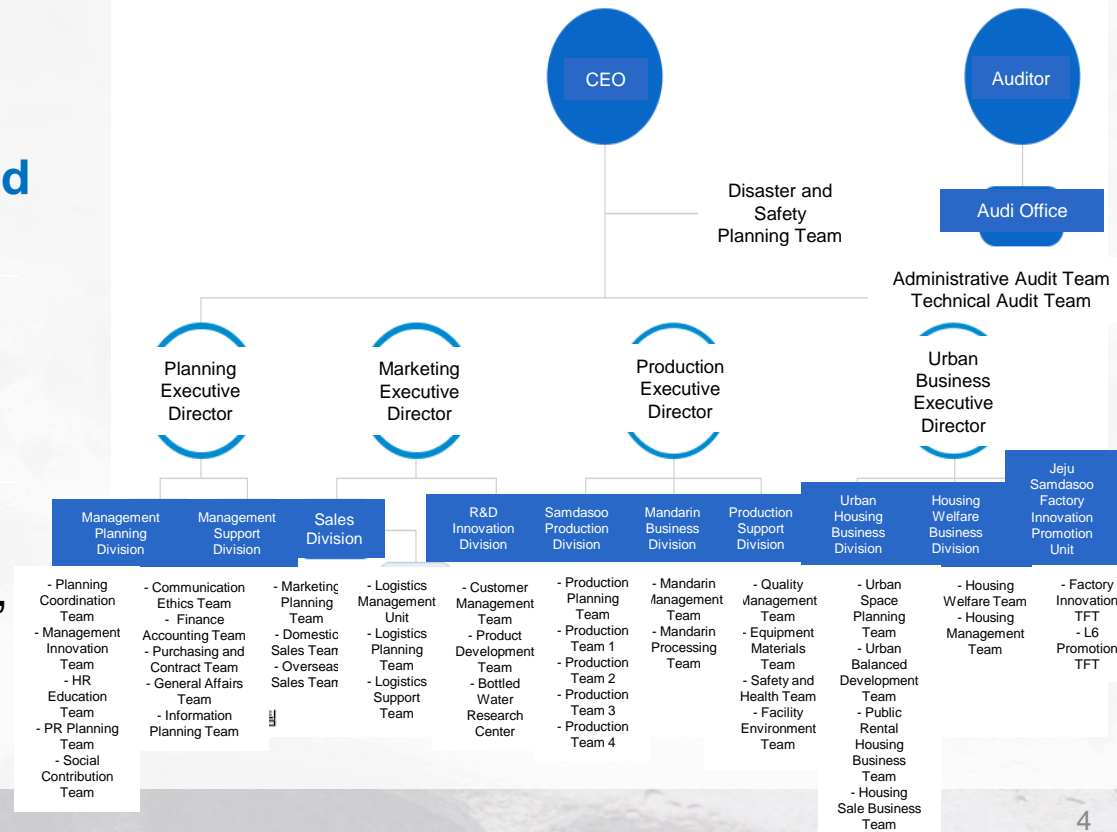
Personnel

Maximum staff: **1,041**, Current staff: **963**
(as of the end of August 2024)



Organization

CEO, Auditor, 4 Executive Directors, 1 Office, 9 Divisions, 2 Units, 37 Teams, 1 Center, 2 TFTs



General Overview

HISTORY

1995.3



Establishment of the Corporation

1998.3



Production of "Jeju Samdasoo" began

2001.1



Operations began at mandarin processing factory

2006.4



Program launched to purchase houses for public lease

2014.7



Hosted 1st Jeju Samdasoo Masters (KLPGA Tour)

2018.8



Completion of MAMEON_ARA, the First Happy Housing Unit

2019.4



Completion of the new product line (Smart Factory L5)

2021.1



Designated the first "Drinking Water Quality Inspection Agency" in the bottled water industry

2021.1



Sales of Jeju Samdasoo reached 300 billion KRW

2023.1



Launched the Integrated Platform for Residential Social Services

Major Programs

Bottled Water

- Prevention of the Overdevelopment of Clean Groundwater and Maximization of Added Value through the Bottled Water Business



Mandarin Processing

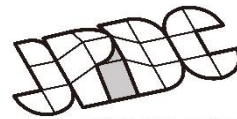
- Price Stabilization and Increased Farm Income through Citrus Supply and Demand Control

Talent Fostering

- Operation of Tamra Talent Dormitory/Tamra House
- Samdasoo Scholarship Foundation
- Support for Jeju National University Interdisciplinary Program in Groundwater Hydrology

Regional Development

- **Public Rental Housing (MAMEON)**
 - Contributing to the Housing Stability of Jeju's Local Community through the Supply of Public Rental Housing
- **Land Development**
 - Land Development for the Supply of Public Rental Housing
- **Housing Welfare Program**
 - Operation of the Housing Welfare Center

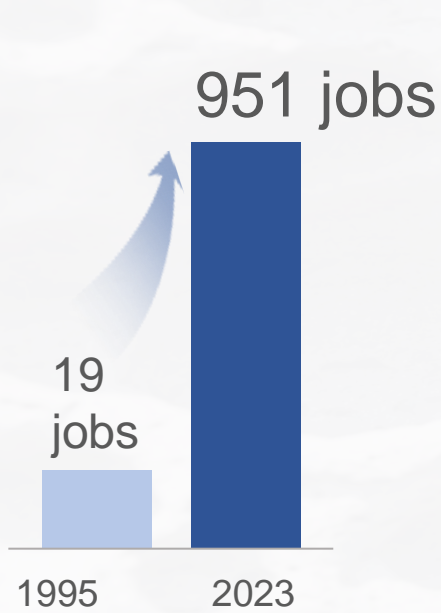


제주특별자치도개발공사
Jeju Special Self-Governing Province Development Corp.

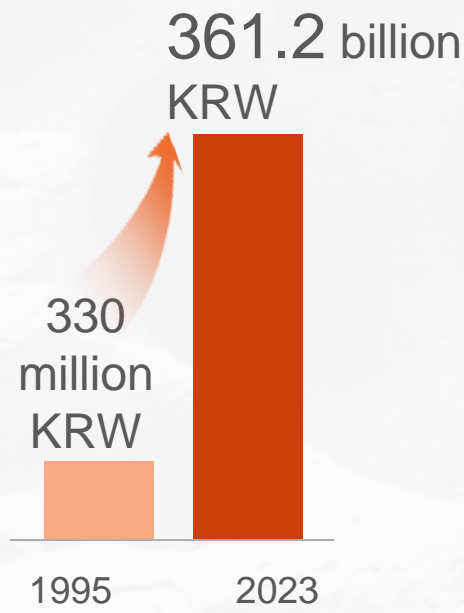


Management Performance

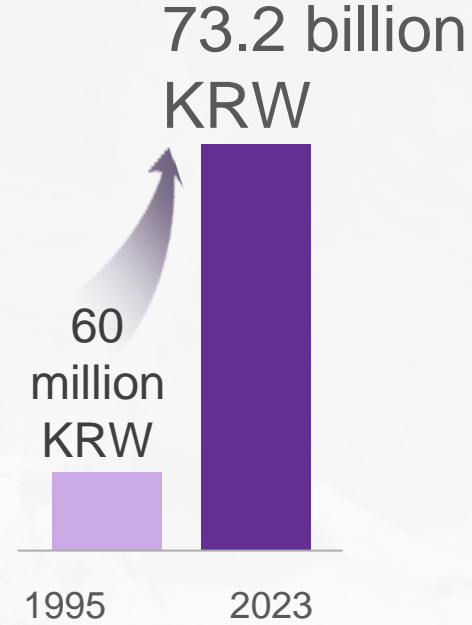
Sustained Growth Over 28 Years Since Its Founding in 1995
Since Its Founding, **50x Increase in Job Creation**, **1,095x Increase in Sales**, and **1,220x Increase in Net Profit** (as of June 2024)



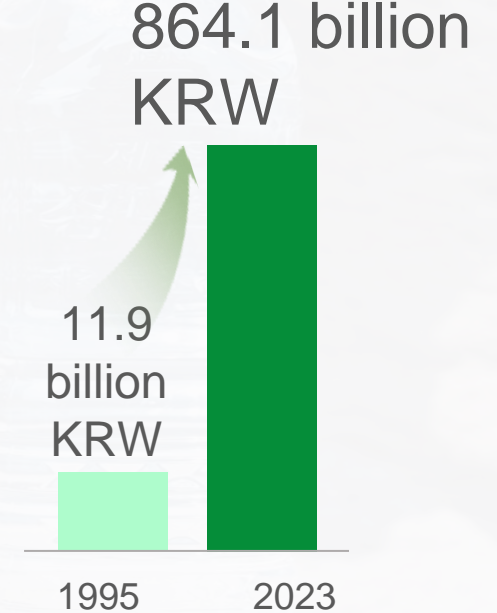
Job Creation
50x Increase



Sales
1,095x Increase



Net Profit
1,220x Increase

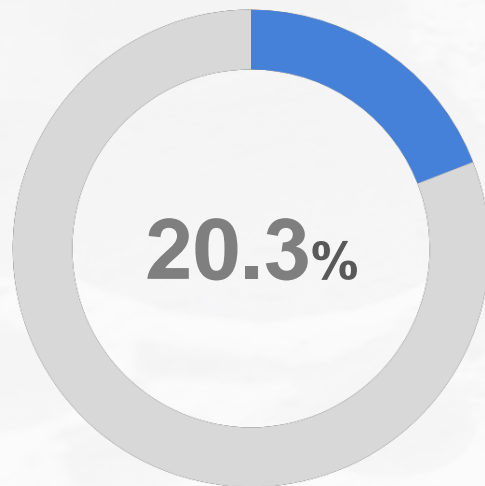


Assets
73x Increase

Management Performance

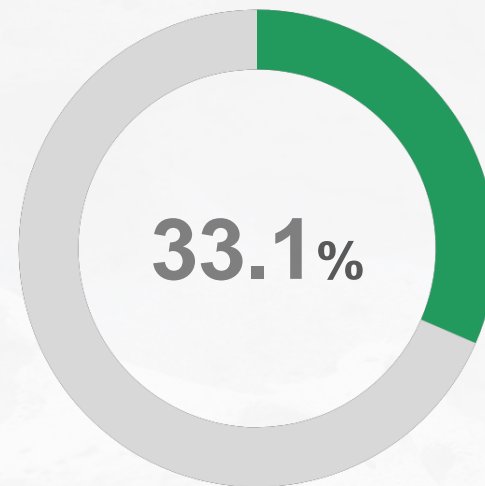
A Solid Management with a **Net Profit Margin of 20.3%** and a **Debt Ratio of 33.1%**
44.3% of Accumulated Net Profit Returned to Society, Truly a Community-focused Corporation

Net Profit Margin



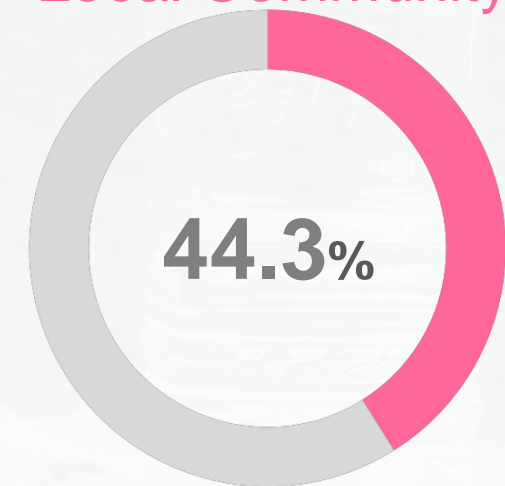
In 2023,
732 billion KRW in net profit
compared to 361.2 billion KRW
in sales

Debt Ratio



In 2023,
2.149 trillion KRW in debt
compared to 6.492 trillion KRW in capital

Contribution to the Local Community



3.694 trillion KRW contributed to the local community out of 8.348 trillion KRW in accumulated net profit

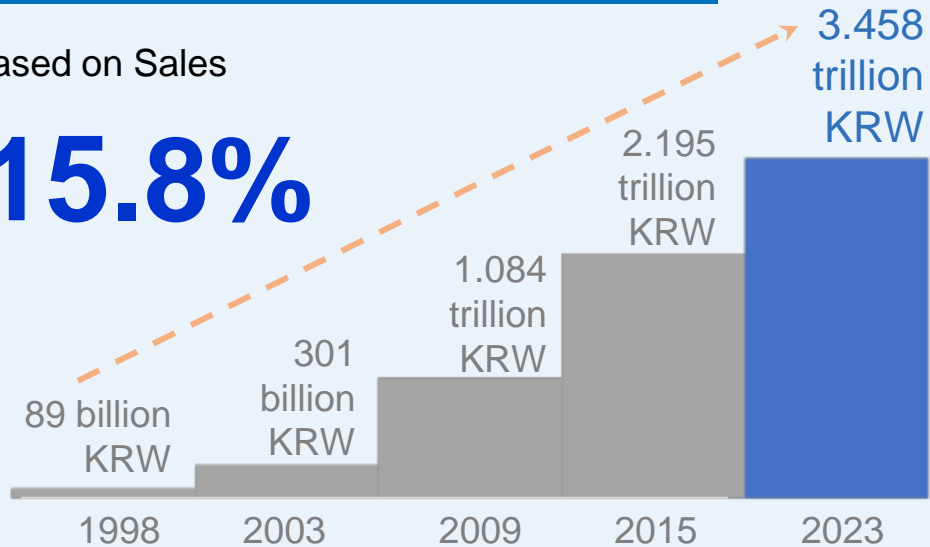
Management Performance

An Average Annual Sales Growth of 15.8% Over the Past 25 Years Since the Launch of Jeju Samdasoo

Average Annual Growth Rate over 25 Years

Based on Sales

15.8%



40.3% Largest Market Share in South Korea
2023, Nielsen, Based on Offline Sales

World-Class Brand/Quality Certification

제주산 먹는 샘물 국내시장 석권

시장 진출 3개월만에 업체 1위 돌풍 일으켜

제주산다수가 먹는샘물시장에 진출한지 3개월만에 퍼드점(0.5% 이상)에서 1위를 차지하며 21개 업체를 앞서는 가운데 계속 1위를 고수할 수 있도록 관심이 모아지고 있다. 한편 제주산다수 판매량 1위인 농심은 지난 3월

미국, 1월 18억원의 매출을 올린 데 이어 5월 200여만여원(치킨 1개) 기준 먹점당 '전도수' 물이 1위를 차지하고 퍼드점(0.5% 이상)에서 1위를 차지하며 21개 업체를 앞서는 가운데 계속 1위를 고수할 수 있도록 관심이 모아지고 있다. 한편 제주산다수 판매량 1위인 농심은 지난 3월

중에서 생산되는 민양이 관계되는 등 시장점유율을 계속 끌어 나가고 있다. 이와같이 제주산다수가 먹는샘물 시장을 석권하자 기존 경쟁업체들 이 반격을 시작했다. 경쟁업체들은 이번 여름철이 먹점시장의 판매량 40%는 계기

June 17, 1998

Dominated the Domestic Market within 3 Months of Jeju Samdasoo's Launch



“Diamond Taste Award”

2024 International Taste Institute (ITI), the First Korean Bottled Water to Receive the Award

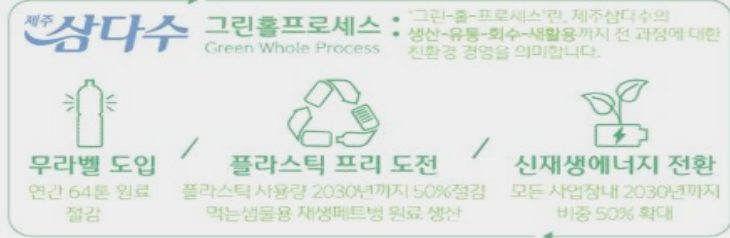


Global Certifications Acquired

02.

Green Management Strategy: Green Whole Process

제주삼다수, 친환경의 기준이 되다



- 무라벨** '제주삼다수 그린에디션'
2021년 6월, 제품 출시
OPP필름 사용량 연간 64톤 절감
- r-PET**
플라스틱 재활용을 통한 사용량 저감
-2025년 25% ↓, -2030년 50% ↓
- Bio-PET**
바이오 소재 적용 및 국내 자원 활용기술 개발
- 포장재**
친환경 성분해성 라벨, 수축필름 도입
미생물에 의한 100% 생분해
- 초경량화**
신용기구조 개발 기반 페트 초경량화
플라스틱 사용량 연간 14,570톤 절감
- 자원순환**
페트병 자원순환 협의회 구성 및
공병 회수 프로그램 운영
- 재활용**
무색 페트병 분리배출 및 해양쓰레기
입사이클링 확대
의류, 여의도어, 쇼핑백, 운동화 등
- 친환경 생산**
RE 100, 태양광, 풍력 등 신재생
에너지 도입
탄소배출량-2030년 50% ↓,
-2050년 Zero

JPDC ESG Strategies

JPDC ESG Management Principles & Vision/Strategy Framework

A Corporation that Sets the Standards in All Areas of Management



Be the Standard for Eco-friendliness

Green Whole Process

- Strive to protect the environment in all business activities.
- Protect customer health with top-tier environment and quality.
- Achieve carbon neutrality through eco-friendly products and a circular resource system.



Create a Hope-filled and Happy Society Without Leaving Anyone Behind

Social Impact

- Fulfill social responsibility as members of a society that thrives together.
- Reject complacency and continuously seek and implement better ways.
- Respect individual dignity and diversity, while prioritizing safety in management.



Become a Leader in Communicative Management

Always Open

- Abide by laws and ethics while maintaining political neutrality.
- Strengthen collaborative systems through horizontal communication.
- Foster a transparent organizational culture by providing fair opportunities and evaluations.

Vision	JPDC Practicing Sustainable Management Through Jeju's Values, Adding ESG Value		
Slogan	Let's set the standard for ESG management.		
Core Values	Growth & Future	Symbiosis & Safety	Communication & Transparency
ESG Management	Leading Eco-friendly Company	Creating a Happy Society	Building an Advanced Management System
Future Directions	Building a Sustainable Eco-friendly System	Leading Socially Responsible Management	Establishing Transparent Corporate Governance
Strategic Tasks	Establishing a Carbon-neutral Environmental Management System	Promoting Community-based Social Contribution Activities	Developing an Corporation-wide Risk Management System
	Protecting and Preserving Jeju's Environmental Resources	Building a Strong Social Safety Net	Realizing Ethical/Transparent and Anti-corruption Systems
	Eco-friendly Product Innovation and Quality Assurance	Building a Communication System that Engages the Local Community	Strengthening Decision-making and Collaboration
	Securing Resource Circulation Technologies and Enhancing Value	Forging Mutual Cooperation and Co-growth	Standardizing ESG Information Disclosure and Reporting

JPDC ESG Strategies

Based on a strategic perspective and the fundamental structure of ESG (Environmental, Social, Governance), JPDC will derive and implement **12 key strategic tasks for ESG**.



Green Management Strategies

Jeju Samdasoo, setting the standard for eco-friendliness in South Korea.



Vision

JPDC Realizing Values for the Environment and People



Slogan

Jeju Samdasoo, Setting the Standard for Eco-friendliness



2030 Goals



Reduce Plastic Usage by 50%



Transition to 50% Renewable Energy



100% Recycling of Tangerine By-products



Build a Circular Resource System (Recycling/Upcycling)



Strategic Tasks

Launched eco-friendly label-free products:

- Supplied label-free products from 2021

Reduce plastic usage:

- 25% by 2025
- 50% by 2030
- Apply R-PET and Bio-PET
- Introduce 100% biodegradable plastic packaging by 2030

Introduce renewable energy

- RE100, phased introduction of solar power and other renewable energy sources by 2025

Reduce carbon emissions:

- 50% by 2030
- 100% by 2050

Recycle tangerine by-products

- Expand supply of animal feed
- Develop new functional products

Expand bioenergy:

- Secure source technology and build systems

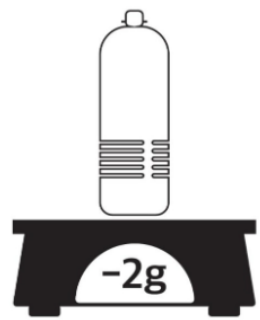
Operate a collaborative initiative for reducing plastic usage

Promote resource circulation projects

- Operate public-private partnerships
- Collect and upcycle marine waste
- Expand automatic PET bottle collection machines
- Campaign for Separate Collection of Clear PET Bottles
- Recover Empty Bottles from Home Delivery Services

Green Whole Process

Jeju Samdasoo's eco-friendly model, the **Green Whole Process**, encompassing the entire product life cycle (production – distribution – collection – upcycling/recycling).



At the production stage, improve the recyclability of packaging materials (label-free, colorless caps, and clear bottles) and minimize plastic usage.

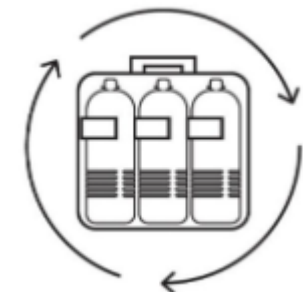
Production

Participation of Samdasoo Customers (Citizens nationwide/Local Residents/Tourists) and Relevant Organizations in Practicing an Eco-friendly Circular Economy at the Sales and Collection Stages.

Production of Upcycled and Recycled Raw Material (R-PET) Products Using Clear PET Bottles.

Recycling

Sales and Collection



03.

Green Packaging



Jeju Samdasoo Green Packaging Vision and Strategy

- South Korea: Promoting the "Full-cycle Plastic Phase-out Measures"
 - ▶ Reduce plastic waste generation by 20% (compared to 2020) by 2030
- Ministry of Food and Drug Safety and Ministry of Environment: Expanding the use of recycled plastics in food containers
 - ▶ Apply recycled materials to 30% of products by 2030
- Jeju Province: Promoting the "2040 Plastic Zero Island" Initiative
 - ▶ Achieve a 50% reduction in plastic waste in Jeju and 100% recycling by 2030

Vision

Achieving Sustainable Management through Green Packaging Innovation
Resource Circulation + Carbon Reduction + Plastic Zero

Slogan

Efforts to Save the Planet, Jeju Samdasoo R&D Innovation

Goals

- Reduce Plastic Usage by 25% by 2025 and 50% by 2030
- Apply Eco-friendly Packaging Materials to 25% by 2025 and 50% by 2030

Strategies & Tasks

Reducing Plastic Usage

- Actively develop lightweight container products
- Reduce plastic usage by applying R-PET
- Research methods to reduce film packaging materials

Reducing Plastic Usage Based on a Circular Resource System

Eco-friendly Material Substitution and Redesign

- Actively develop lightweight container products
- Reduce plastic usage by applying R-PET
- Research methods to reduce film packaging materials

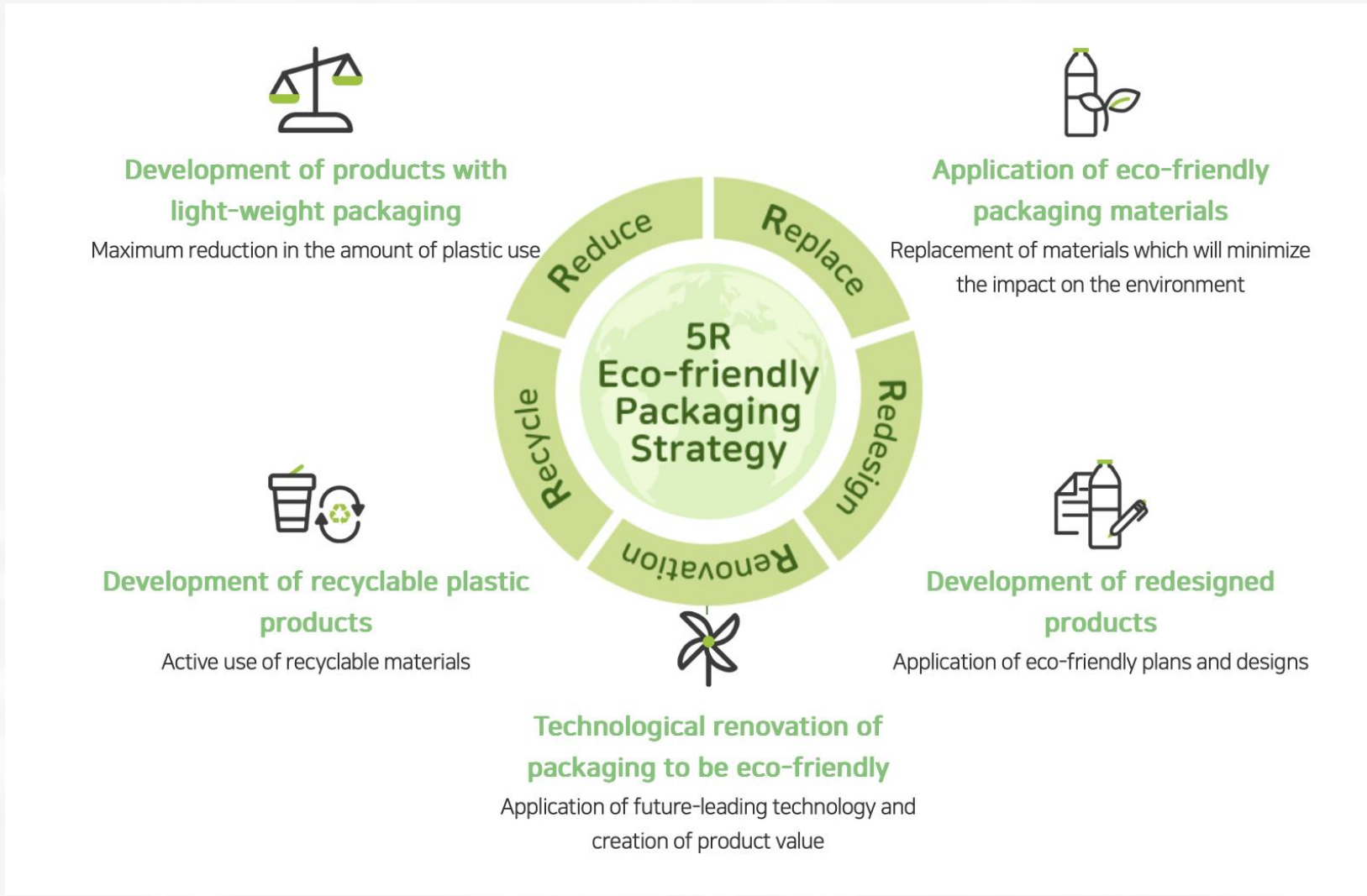
Enhancing Social and Environmental Value

Building and Expanding the Foundation for Eco-friendly Research

- Strengthen technical cooperation with domestic and international research institutions
- Enhance specialized R&D capacity in eco-friendly packaging
- Build systems for eco-friendly product design and analysis

Leading Eco-friendly Packaging R&D

Jeju Samdasoo Green Packaging R&D 5R Strategy



Example of Jeju Samdasoo's Green Packaging Solution

① Label-free



An effort to protect the Earth (setting the standard for eco-friendliness)
Jeju Samdasoo GREEN
bottled
WATER
but a better way

No Colored Caps No Labels No Colored Bottles

Realizing the true nature of Jeju, capturing the vitality of pure nature.



Launch of Jeju Samdasoo Green Products – “3 NO System”



- No Colored Caps**
Use of synthetic resin caps with a density of less than 1
- No Labels**
Application of label-free clear PET bottles
- No Colored Bottles**
Use of colorless, single-material PET



Achieved “**Excellent**”
Recycling Grade!

Won main prize at “**iF Design Award Communication**”



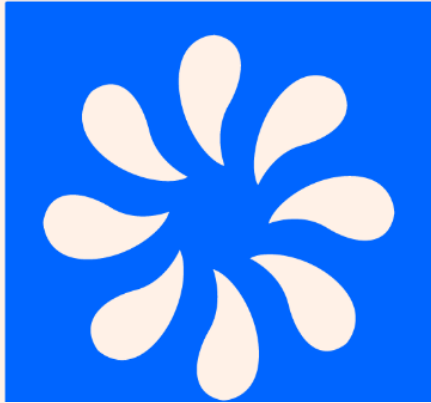
In 2023, the Industry's First Introduction of QR Codes for Individual Sales of Label-free Products

Production Plan for Label-free Products in 2024: 500,000 tons (approximately 50% of Total Production)

- Application Target: **50% in 2024 → 70% in 2025 → 100% in 2026**
- Annual Label Reduction: **205 tons in 2024 → 231 tons in 2025 → 495 tons in 2026**

Example of Jeju Samdasoo's Green Packaging Solution

② Lightweighting (Bottles, Packaging Materials)



A future packaging proposal reflecting customer needs
Development of lightweight plastic reduced containers



We are actively challenging ourselves to reduce plastic usage for a happier and more sustainable future for both nature and people.

Jeju Samdasoo Product Lightweighting Achievements

Compared to the First Product Released in 1997,

Reduction in PET Material Usage:

36.4% for 0.5L products

24.1% for 2.0L products

Reduction in Outer Packaging Material (Shrink Film) Usage:

25.0%

Environmental Product Declaration Linked to Lightweighting

((Ministry of Environment / Korea Environmental Industry & Technology Institute)

Low Carbon Product Certification
 (0.33ml, 0.5ml)



Example of Jeju Samdasoo's Green Packaging Solution

③ Recycled PET



100% Recyclable

An effort to protect the Earth (setting the standard for eco-friendliness)
Jeju Samdasoo re:born

bottled
WATER

but a better way



Enhancing sustainable resource circulation through chemical recycling technology
Materials that enable resource circulation and recycling
Reduction in carbon emissions compared to traditional PET
The first chemically recycled PET in Korea



Launch of Jeju Samdasoo "RE: Born" Using Recycled PET



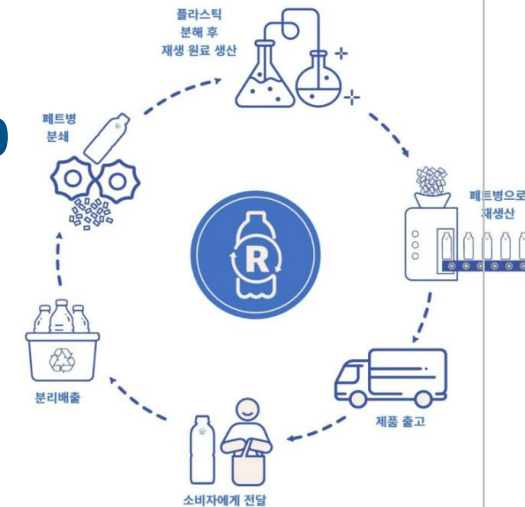
Realizing "Bottle to Bottle"

In 2022, Jeju Samdasoo's "RE:Born" received Prime Minister's Award at the **Korea Packaging Competition!**

In 2023, Jeju Samdasoo won the industry's first **"World Star Packaging Award"**!

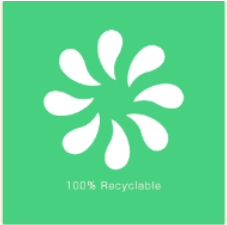
Realization of a Plastic Circular Economy through Bottle to Bottle, Reusing Collected Clear PET Bottles

Goal to Commercialize 2030 Recycled PET Products:
10% by 2026
30% by 2030




Example of Jeju Samdasoo's Green Packaging Solution


④ Bio-materials



Securing future competitiveness and diversification through alternative materials
Carbon-reducing Bio Container
bottled
WATER
but a better way



BIO-PET materials derived from sugarcane are recyclable and resource-circulating materials, reducing carbon emissions by 28% compared to traditional PET.



Development of Carbon-reducing Bio-PET Products and Launch of Promotional Products (September 2021)

Development of BIO-PET Material Derived from Sugarcane through R&D

Achieved a 28% Reduction in Carbon Emissions Compared to Conventional Materials with Recyclable, Circular Resource-based Materials



Example of Jeju Samdasoo's Green Packaging Solution

⑤ Challenge for the Future

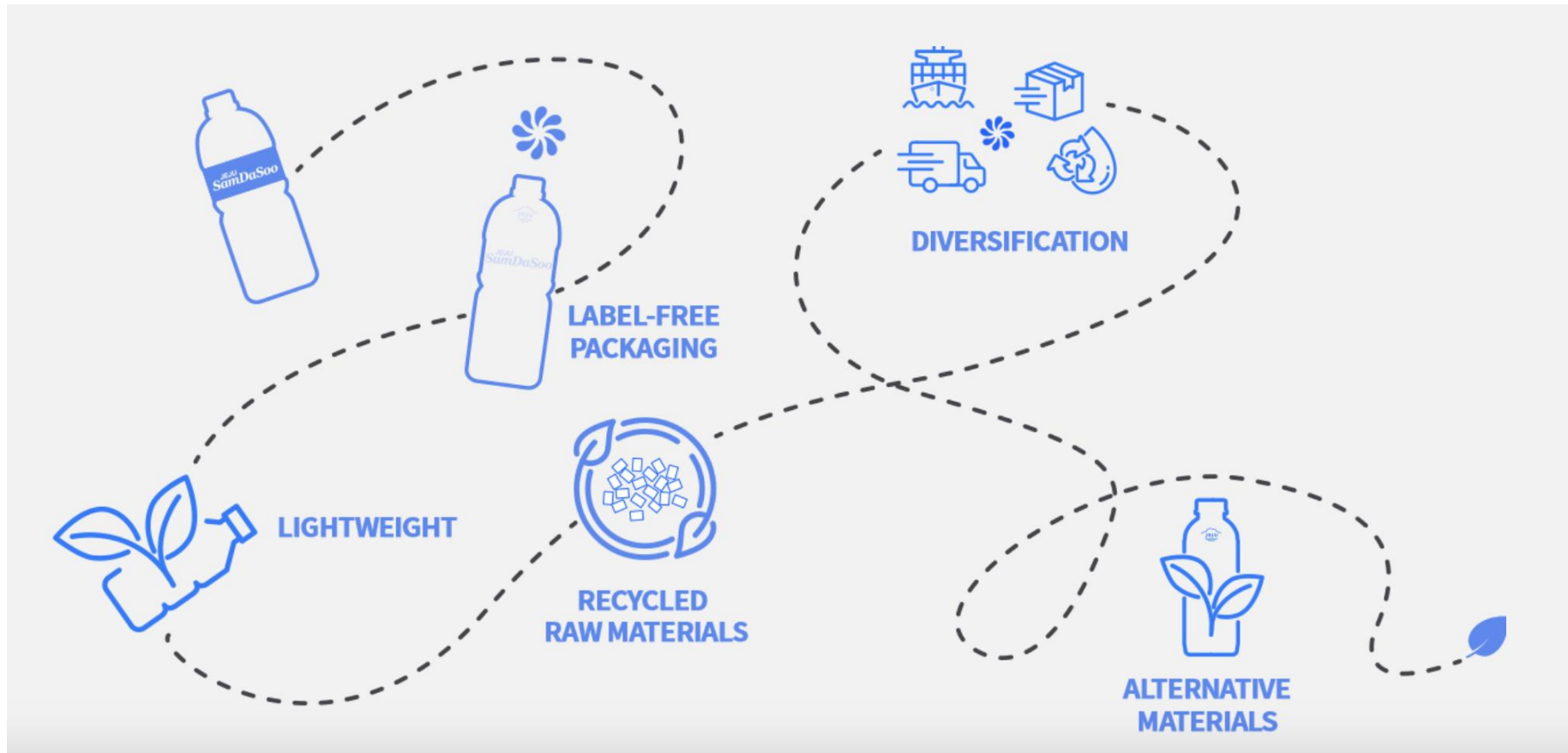
Label-free packaging

Lightweight

Recycled raw materials

Diversification

Alternative materials



04.

Green Social Contribution Projects



Support for PET Bottle Separation and Disposal



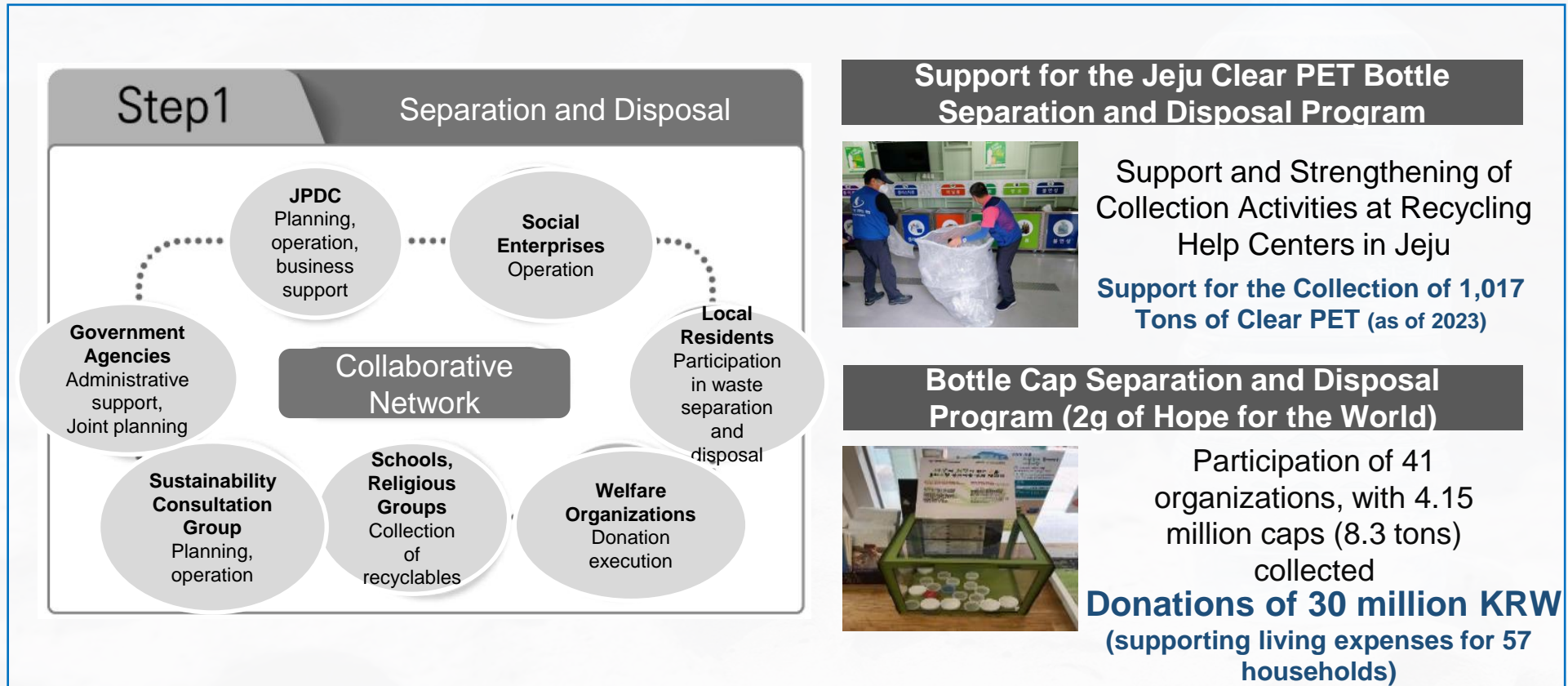
Separation and Disposal



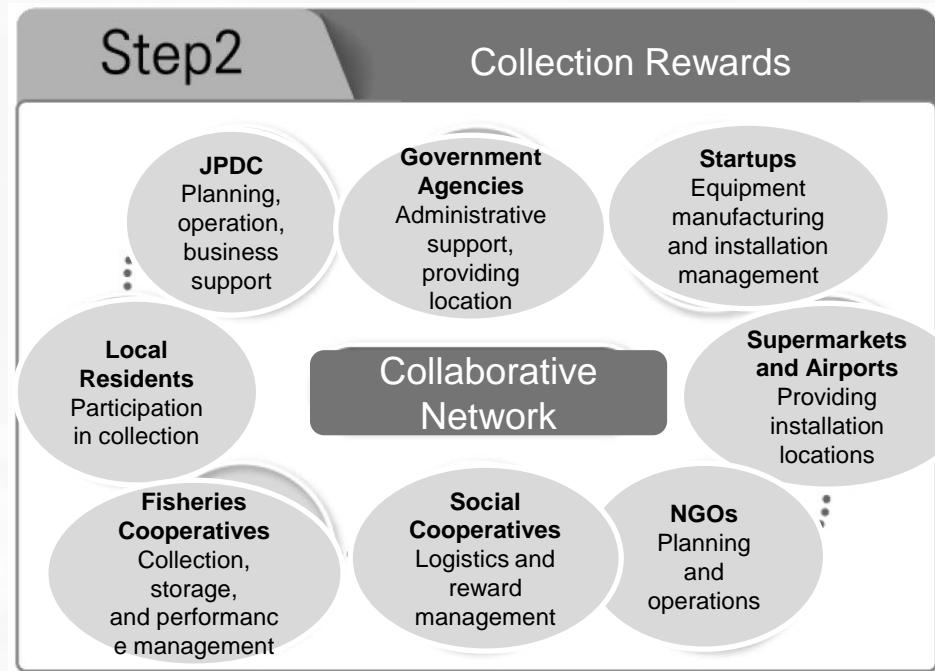
Collection Rewards



Upcycling



Collection and Reward Program for Clear PET Bottles



Collection and Reward Program for Clear PET at Tourist Sites and Fishing Boats



Collaboration for PET Bottle Collection with Hotels, Tourist Sites, Schools, and Fishing Boats

Collected 50 Tons of Clear PET (as of 2023)

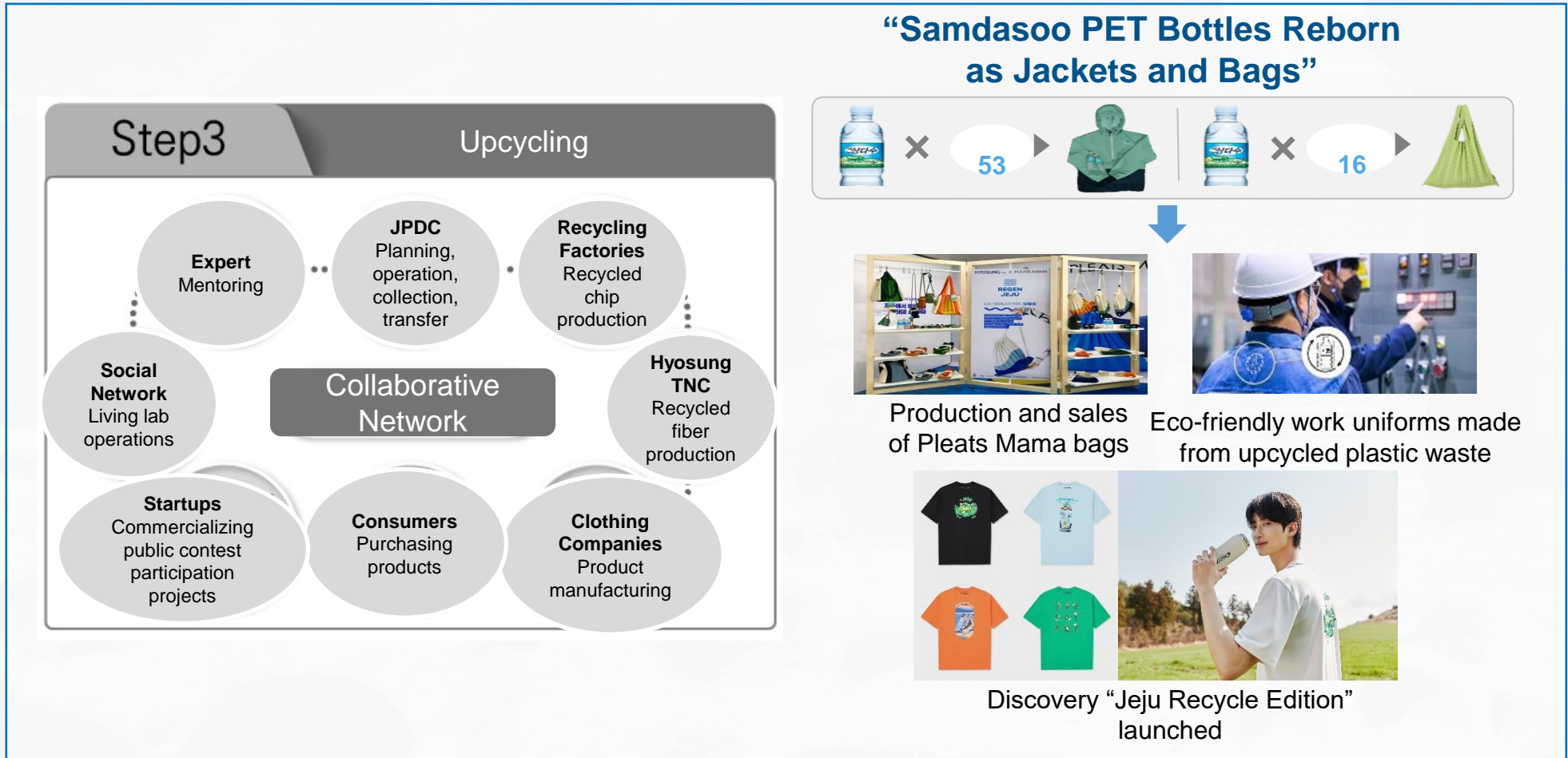
Operation of Automatic Clear PET Collection and Reward Machines



16 Machines Operating Across Jeju Island with 24,000 Participants

Collected 25 Tons of Clear PET Bottles (as of 2023)

Clear PET Bottle Upcycling Program



Customer Participation (Nationwide, Local Residents, Tourists) - "2024 JPDC Resource Circulation Campaign"

(Nationwide) - First Virtuous Circulation Campaign



Social Media Campaign – Green Routine
 # 548 Green Routine Pledges
 # 265 Green Routine Challenges

(Schools) - Second Virtuous Circulation Campaign



Resource Circulation Exhibition & Experience & Pledge Campaign
 # Jeju Jungang Girls' Middle School: 130 students
 # Ido Elementary School: 310 students
 # Inhwa Elementary School: 391 students
 # Onpyeong, Dosun, and Harye Elementary Schools: 198 students

(Local Residents & Tourists) - Third Virtuous Circulation Campaign



Resource Circulation & Plogging & Upcycling Studio
 # June 30, Hamdeok Beach: 157 participants / 935L collected
 # July 20, Iho Beach: 203 participants / 850L collected
 # August 10, Hyeopjae Beach: 182 participants / 710L collected

Customer Participation (Nationwide, Local Residents, Tourists) – “2024 Environmental Conservation Promotion Project”



Jeju Samdasoo x Jeju Olle Youth Plogging Project

Relay events held from 2021 (1st round) to 2024 (4th round)

- 4th round event period: September 26 (Thursday) - September 29 (Sunday)



“Round and Round Jeju Samdasoo” Campaign

Production of Eco-friendly Merchandise After Collecting Jeju Samdasoo Caps and Labels (Targeting 500 Jeju Samdasoo Customers)

- Application Period: August 22 (Thursday) - September 22 (Sunday)

Jeju Samdasoo Merchandise (Keyrings, Magnets)



Jeju Samdasoo x Seoul Fashion Week Resource Circulation Project

Collaboration with Fashion Week Designers Using Eco-friendly Fabric Materials

- Event Period: September 3 (Tue) – September 7 (Sat), 2024 / Seoul"

"A resource virtuous circulation model created from discarded marine plastic in Jeju" Transparent PET Bottle Collection Project "OBP Certification Acquired"



새가버치의 제주 플라스틱 프로젝트

지난 4월, 메이커스는 제주 삼다수와 해양 폐플라스틱 자원순환 업무협약을 맺었습니다. 제주 해양 안전을 위해 해양쓰레기 수거를 드리고, 제주개발공사는 제주 연안의 새가버치를 노오리고 시 시에 어선물 내상교보 배려보정 수기 접해인물 사정해 왔습니다. 1월에 보면 시원물 소자, 대립하는 2차 원질 오염의 발생을 막고자 메이커스는 재활용 기록에 나섰습니다. 페트병 약 2,000kg의 부류는 제주인 사교지안동조합에서 1차 사용량과 온실가스 발생을 최소화하며 시속 가능한 방식으로 판매되었습니다.

CAMPAIGN

입어서 우리 바다를 지켜요

제주 페트병 107개로 만든 든든한 겨울 패딩

49.1
ISSUE



110,000 marine plastic bottles collected from Jeju's ocean
500 Choonsik padded jackets produced
Sales profits + donations supporting children's welfare organizations



세계일보

제주개발공사, '투명 페트병 수거 프로젝트' OBP 인증 획득

'삼다수' 제주개발공사 환경기치 사회공헌사업 국제인증
업계 최초... 자원순환 시스템 신리성 투명성 계고 체계적 관리 인정
OBP 인증 해양 플라스틱 폐기물 문제 해결 위해 마련된 국제 인증제

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Establishing a "Local Collaboration System" for Building an Green Resource Circulation Ecosystem

Collection of transparent PET bottles used and separated for disposal at hotels



Haevichi Hotel & Resort, Dream Tower (Lotte Tour Development), Toscana Hotel, SK Pinx, Hanwha Hotels & Resorts Co., Ltd.

Collaboration on Green Resource Circulation Campaigns at MICE Events



ICC JEJU, CSR impact

Establishment of a Marine Plastic Recycling System in Jeju



Kakao

Operation of Eco-friendly Practice Educational Programs and Resource Circulation Experience Education



Jeju Special Self-Governing Provincial Office of Education

Thank you.

