

PANTECH
company profile

contents

PROLOGUE

STYLE

Katie's Story - Dream
Pantech Style

TECHNOLOGY

Miguel's Story - Memory
Pantech Technology

GLOBAL

Grace's Story - Communication
Global Pantech

CORPORATE BACKGROUND

A Message from Management
History
Business
Brand
R&D
Growth
Vision
Global Network

PEOPLE

Corporate Culture
Corporate Citizenship

EPILOGUE

The road to the heart is only through the heart.

The passion that plants a little seed in everyone's heart can make a long lasting impression. This is why the Pantech named as **PAN-TECH**, **PAN** meaning the whole world and **TECH** meaning a technology that creates a long impression.

pan + technology

Style

Katie's Story - Dream

You made me a star, how did you do it ?

It was Katie's big day.

She was asked to sing a song at the school party.

'I want to be a star... I want to sing in front of my friends.'

It has been Katie's little dream,

and she finally got the chance to realize it.

The big day came and Katie was so excited.

But, all of a sudden, the music went out.

Katie's gig was about to be cancelled.

However, Katie had a Pantech phone.

Great music came from the Pantech phone, and Katie sang beautifully.

Friends were amazed and Katie became a star.

"You made me a star, how did you do it ?"



The Power to Bring Out Your Best

Pantech style helps realize customers' dreams.

An MP3 Phone might not be the latest in technology any more.
However, there's no one even close to matching Pantech phone's quality
and convenience for downloading music and enjoying it at the same time.

We care for even a tiny of sound wave which can satisfy your ears.
We devote our attention to even the smallest button which
can make more convenient for you.

Music, photos, movies, Internet, TV, etc...
We bring the world into the smallest phone by willingly
putting your hope into the products.

For this, Pantech offers entirely different designs.
The Pantech design originates simultaneously from the beginning
of the new product development at the R&D Center.
Our design crews are not called designers, but developers,
since they participate in the entire process from GUI to HI, Graphics & Package.
Pantech's passion for perfection extends to the most minute details.
This passion becomes the trend and style.

Yes, we are !
People who pay attention to small changes and turn them into style.
Our name is Pantech !



Style
Pantech Style



IF 2005/2006
REDDOT 2005

It is the **PANTECH STYLE** that makes every single customer feel more comfortable, be more stylish, and look better.



PH-L4000V

PH-S4000

PH-K1000V

P1

G-6200

Transformer

Widecube

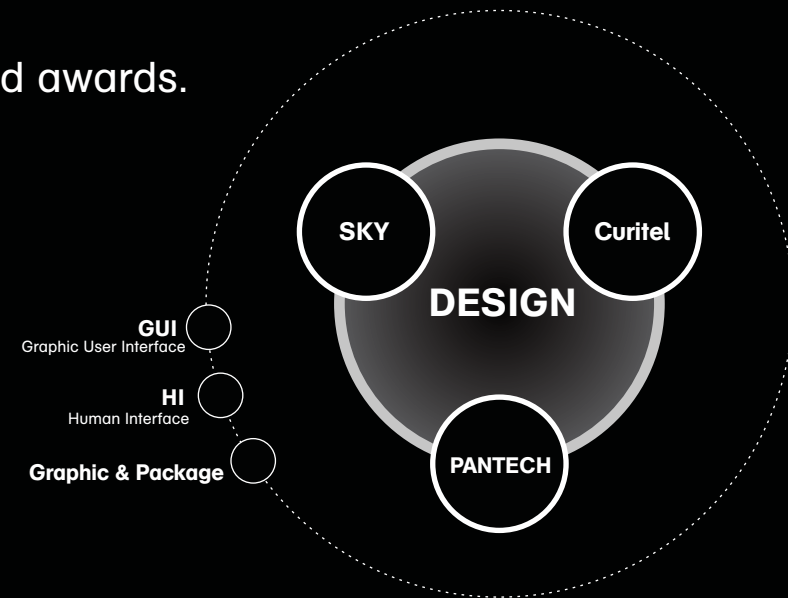
pantech style

This is the **PANTECH STYLE**.

The designs that only Pantech can create,
and have received several globally renowned awards.

The life you want to live,
The lifestyle you want to enjoy,
The freedom you want to have...
Pantech design goes beyond trends,
It creates the style of your life.

Digital Trendsetter, **PANTECH STYLE**.



You made this fine camera phone
that recorded the best memory of my life.
How is that possible ?

Troublemaker Miguel was so proud of himself.
Bottom of 9th, his team was down 7 to 9.
It was Miguel at the plate to close out the inning with the bases loaded.
With his heart pounding, even the notorious troublemaker
could not help being frightened.
Just as he practiced, Miguel swung the bat with a rush.
The Pantech phone in his friend's hand was capturing every moment.
The come-from-behind homer was the play of the game, and of their lives.
Nobody will think of Miguel as the troublemaker.
He will be remembered as the hero who brought the first victory
to his school baseball team.

While uploading the historical moment onto the internet,
Miguel became curious.

"You made this fine camera phone that recorded the best memory of my life.
How is that possible ?"



We listen to your heart.

Technology itself has no significance.
More important than astronomical R&D investments,
and More important than becoming No. 1 in the industry,
It is understanding the customer's heart, dreams and hopes.

From CDMA 1x service handset to Bluetooth and DMB phones,
Pantech has developed a great number of technologies called "World Best".
And "the World Best Technologies" become the foundation
for realizing customer's dreams.

Every year, Pantech puts around 10% of its sales in R&D.
More than half of its 5,000 employees, as many as 2,700 people are
devoting themselves to understanding what customers want
and developing the technologies that make their dreams come true.

All 5,000 employees are planting the seed to touch the hearts of customers.
Because our goal is to know what customer wishes for
and create the products that fulfill their hopes.

It is our belief that technology must serve the people.

Yes, we are !
People who believes that technology should serve people.
Our name is Pantech!



It is **PANTECH TECHNOLOGY** that can be the eyes, ears, and hearts of the customer.



PT-S130

The world's first
Bluetooth DMB phone



PG-K6000V

The world's first artificial
intelligent camcorder phone



PH-S6500

The world's first 6 axis
Motion recognition
'Sports Leisure phone'



GI100

The world's first
fingerprint recognition
GSM phone



S4

The world's first
2 Mega pixel Optical Zooming
Camera phone



P1

The world's first
phone mounting Zigbee,
short-distance wireless solution



IM-U110

The world's largest
(1GB) NAND flash memory
music phone

pantech technology

PANTECH TECHNOLOGY is not about technology itself.

The first and best technologies of Pantech are aimed at people.

Pantech dreams of technologies that bridge

hearts and hearts, cultures and cultures, present and future.

PANTECH TECHNOLOGY looks into the currently-defined mainstream, explores the culture, and understands the core changes.

World's First Technologies

- The first digital amp 'Killer-sound phone'
- The first Bluetooth DMB phone
- The first 6 axis Motion recognition 'Sports Leisure phone'
- The first phone mounting Zigbee, short-distance wireless solution
- The first fingerprint recognition GSM phone
- The first 3.1 Mega pixel multi-convergence Camera phone
- The first CMOS 3.1 Mega pixel camera Module
- The first 2 Mega pixel Optical Zooming Camera phone
- The first camcorder phone with artificial intelligent image & automatic flash automatic control
- The first handset with CDMA 2000 1x service applied

You connect me
to even the most distant countries.
How can you do this ?

There was sorrow in these cute eyes.
Her father is a journalist, seeking the truth all over the world.
He went a long way to another country, a very dangerous place,
and there was no news from him.
Grace was so afraid that she might lose the warm feeling of
daddy's prickly beard and loving eyes when he kisses her goodnight.

But today, smiles came back to Grace's face.
Grace was thankful that she could see her daddy
on the small phone screen of Pantech handset.

Grace became curious.

"You connect me to even the most distant countries.
How can you do this ?"



We believe that people should have access to technologies that touch the hearts from anywhere in the world.

This is the reason we lead in CDMA technology just as we do in GSM.
This is the reason that we put the same importance on GSM as on CDMA.
Because it is our faith that everybody in the world should share the happiness.
We expand our brand power globally by establishing local branches so that we can meet customers all over the world.

Pantech's progressive global business philosophy has 'people' at the core of it.

The passion to connect all people as if they are neighbors.
It is the passion that drives us forward.

Yes, we are !
Passion to make the world like a front yard for our customer.
People who marches toward the world with the passion.
Our name is Pantech !





The Growth of network means to meet each world customers.

Pantech creates the culture that binds hearts and hearts. Pantech products are winning over the markets worldwide with innovative technologies and differentiated designs. We invested more than USD 200 million for the past 2 years in building overseas network, And more than USD 600 million for the past 3 years in developing and securing leading technologies. As a result, we can now launched any new products simultaneously in every market. Our affection for worldwide customers is growing into the PANTECH Global Network.

Yes, we are !

The one who explores customer's heart and future while at the front line to change the quality of life.

The name for global leader in world mobile market.

More valuable name that delivers happiness and impressive technology to people all over the world.

Our name is **PANTECH.**



Corporate Background

Corporate
Backg



round

A Message from Management

Pantech has written a new chapter in the history of the mobile communications field over the last 15 years, by focusing on technology that no-one had previously invented, innovative designs that no-one had previously imagined, and cutting edge advances in new technologies that previously seemed impossible.

As a leader in the global mobile communications sector, Pantech has made extraordinary strides in its development, epitomizing the challenging, entrepreneurial spirit that has become the hallmark of our company.

Inspired by continuing customer support across all markets, we posted a hundredfold increase in sales between 1995 and 2005, to USD 3.5 billion. Yet 15 years of endeavor does not rest here. Our quest to become an established global leader in the mobile technology and solutions arena will continue.

We have put in place enhanced business management systems to take on the challenges of the fast changing global mobile communications industry, in a faster, more successful way. Our management philosophy is to blend our initiatives across all departments, from R&D to purchasing, from design to production, systematically integrating these functions to enhance our competitiveness on a global scale.

However, speed alone cannot be the measure of competitiveness. Our sustained success lies in the strength of our strategic global brand development, aimed at growing our business in local markets worldwide. Production and customer service facilities in key regional markets will become increasingly localized, in order to enhance consumer satisfaction and build customer loyalty at a grassroots level.

As the world's fastest growing mobile technology company, this is ultimately where our mission lies - to deliver unsurpassed levels of user satisfaction across all markets. We will continue our commitment to providing the richest, most advanced and most affordable mobile technology experience to mobile customers around the world.

Byeong-yeop Park
Chairman

By. park



History of Pantech has been the story of constant challenges and technological innovation since its foundation.

Pantech strengthened its position in the domestic market and successfully made inroads into the world market ever since it met Hyundai Curitel.

The merger with SK Teletech boosted the company to the second largest mobile handset company in Korea , and provided the driving force to become the global leading company.

The three became one and got stronger than any one of them
- Pantech, Curitel and SKY.

The name of Pantech is the symbol of challenging spirit and synergy.

history

- 1991** Established Pantech Co.
- 1992** Started domestic sales and export of pagers
- 1994** Exported pager to Asia.
- 1995** First commercialized CDMA handset
- 1997** Started production of CDMA handset
Pantech Co. was listed on KSE (Korea Stock Exchange)
- 2001** Started export of GSM handset
Acquired Hyundai Curitel,
changed name to Pantech&Curitel
- 2002** Launched Curitel brand of CDMA handset in the domestic market.
- 2003** Pantech&Curitel was listed on KSE.
- 2004** Started global brand business of GSM handset (Russia, Mexico, Taiwan, Middle East, etc.)
- 2005** Acquired SK Teletech and merged it into Pantech Co.
Expanded global brand business (Europe, US, India, Brazil, Japan, etc.)

PANTECH is becoming a legend in technological competitions including GSM, CDMA, UMTS and WCDMA.

Global Business

Pantech has been successful in the GSM business. Pantech quickly achieved significant recognition and has the fastest growing market share in Russia. Having its production facilities, Pantech has been increasing sales growth in Latin America.

Also, Pantech became the first foreign handset provider to enter the Japanese market as well as the first foreign company to secure both GSM and CDMA licenses in China.

Pantech, in the CDMA business, has been increasing its presence in its main market of the North America with highly competitive products. Moreover, Pantech entered the India handset market in 2005.

With aggressive and challenging brand marketing, Pantech is improving as the global premium brand. Pantech is expanding its presence across all of its regional markets and is creating success stories.

Domestic Business

Pantech, ranked the second largest mobile handset company, is running two brands in the Korean domestic market : SKY, as the leading premium handset brand in Korea and Curitel.

In 2006, Pantech is launching groundbreaking multi-convergence phones combining design and high technology and showing a strong track record in creating 'milestones' in the mobile technology space to achieve 30% of market share in domestic market.

The company that creates new business opportunities with innovative thinking.
The company that has established a global network very fast.
Pantech is reaching global customers with its proprietary brands,
PANTECH, SKY and **CURITEL**. It is continuously growing and evolving based
on the synergy of global brands and domestic brands.

The logo for PANTECH, featuring a stylized blue 'P' followed by the word 'PANTECH' in a bold, blue, sans-serif font.The logo for SKY, featuring the word 'SKY' in a bold, blue, sans-serif font with a stylized white swoosh under the 'Y'.The logo for CURITEL, featuring the word 'CURITEL' in a bold, blue, sans-serif font.

**The heartwarming technology of Pantech
that reaches all customers in the world.**

PANTECH recorded rapid growth by building a global network centered on local subsidiaries. PANTECH is the global brand known for its strong technology power and unique design.

**Pantech style dominates the premium
mobile market in Korea.**

SKY brand is strongly supported by young generations in their 10's and 20's in Korea. SKY is the premium brand with high-price policy and broad enthusiastic fan base.

**Pantech culture that enhances all
aspects of customer lives.**

CURITEL is firmly positioned in the Korean market with its leading technology and unique designs. CURITEL is the brand that is loved by all age groups.

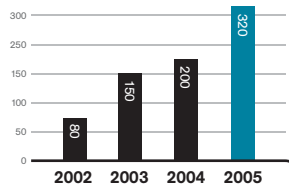
R&D

Pantech's passion for technologies never goes away. The passion is focused on customers, and it sets the landmarks in the digital history with "the first" and "the best" labels on them.

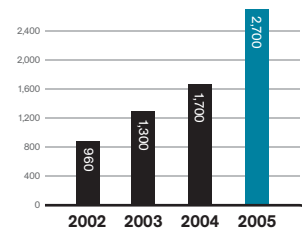
Technologies that appeal to customers' emotion.
'Killer sound phone' with the first digital amp (PT-L1900)
Ubiquitous world in your hand,
The first bluetooth DMB phone (PT-S130)
The technology that recognizes you,
The first fingerprint recognition GSM phone (GI100)
Technology for customers' health,
The first silver-nano coated handset in Korea (IM-7400)
and far-infrared rays phone with anti bacterial and deodorization effects (PT-S140)
A new PC on the hand,
Smart phone (PH-S8000T)

Creating products based on diverse technological achievements.
Pantech has a strong determination and passion for the global market.

R&D Investment
unit : USD million



R&D Employees
unit:person



Manufacturing Capacity

In China, Mexico, Brazil as well as Korea, Pantech's global production centers are localized so as to move closely with our partners and customers.

Quality

Pantech takes a unique way in quality management. It is operating the quality engineering lab that nobody has ever imagined, where 170 researchers are working.

Quality Certificate

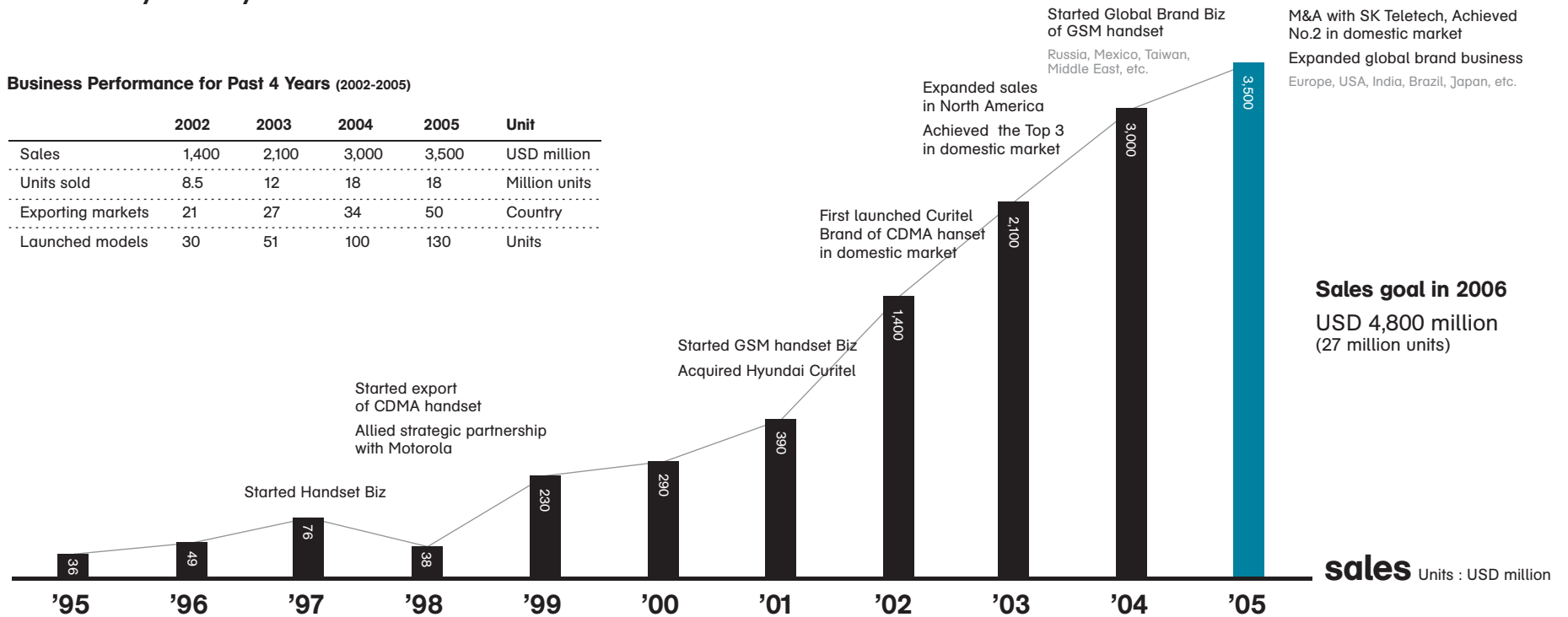
ISO/IEC7025, ISO/TS16949, TL9000, ISO14001, ISO9001

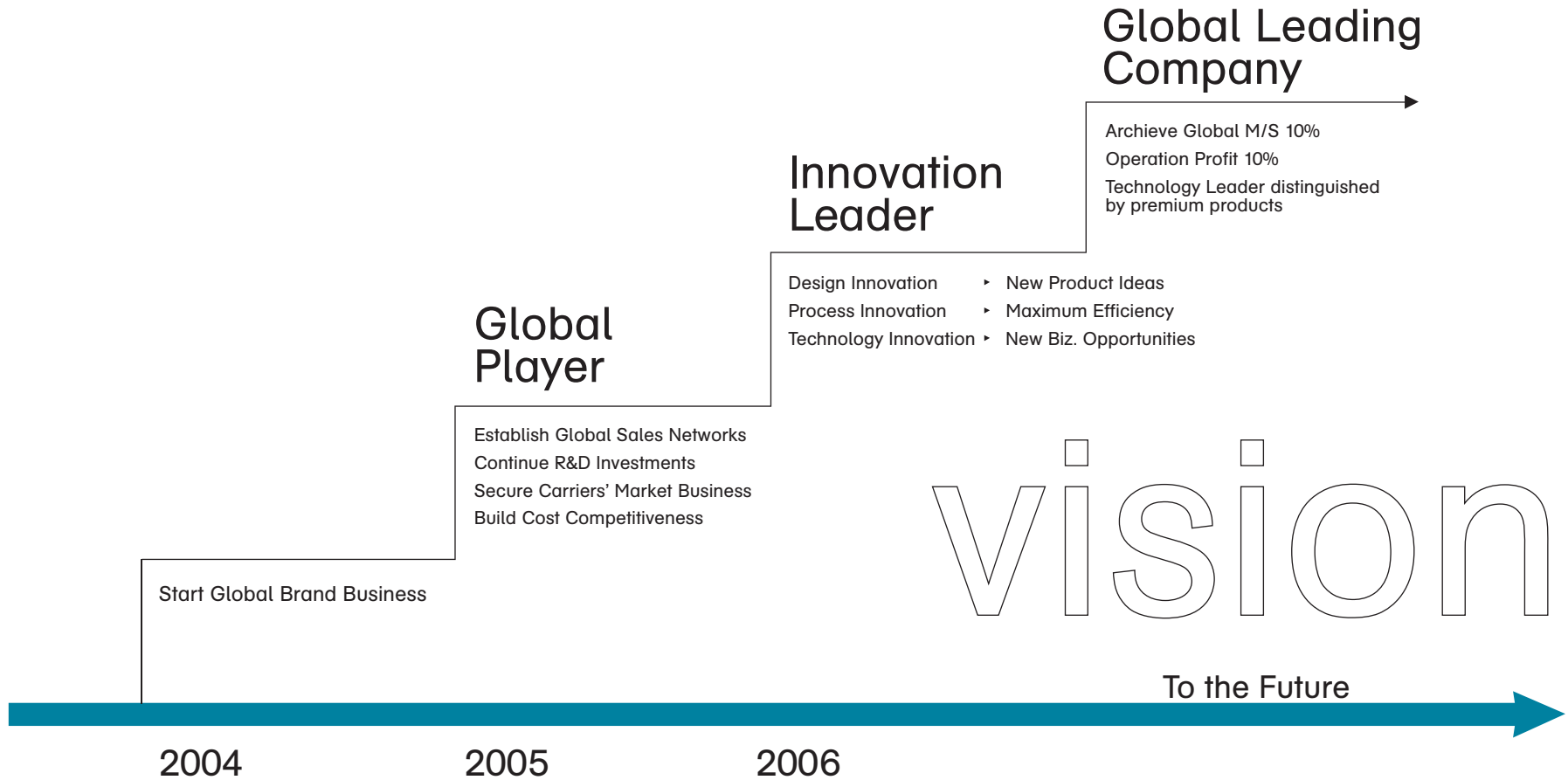
All these achievements have been made based on Pantech's passion to fulfill customers' hopes.

Pantech became one of the top 3 in Korea from the very start and has recorded incredible annual growth of more than 65%. Pantech has swiftly achieved progression from OEM to ODM to **own brand**, which is highly praised as a successful business model by analysts at home & abroad.

Business Performance for Past 4 Years (2002-2005)

	2002	2003	2004	2005	Unit
Sales	1,400	2,100	3,000	3,500	USD million
Units sold	8.5	12	18	18	Million units
Exporting markets	21	27	34	50	Country
Launched models	30	51	100	130	Units





Corporate Background

Global Network

EUROPE

Germany

Pantech Europe GmbH
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Telephone: +49 (0)6196 7766 600

France

Pantech Europe GmbH, Paris Office
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Telephone: +33 (0) 1 55 60 23 55

U.K

Pantech Europe GmbH, London Office
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Telephone: +31-20-403-7372~4

CIS

Russia

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Telephone: +7-095-258-2026

Pantech Service Co., Ltd.
Address: 19, Klimashkina str., Moscow, Russia
Telephone: +7-095-980-5398

Pantech Co., Ltd., St. Petersburg Office
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Telephone: +7-812-331-1840~2

ASIA

China

Pantech Co., Ltd., Beijing Office
Address : 1201 block A, Full Link Plaza No. 18
Chaoyangmenwai Ave., Beijing, China
Telephone : 86-10-65880175

Dalian Daxian Pantech Communication Co., Ltd.
Address: No.2, Liaohe East Road,
DD Port Hitech Industrial Zone, P.R.C., China
Telephone: 86-411-740-7999

China SK Mobile
Address: Unit 1101, TowerB, Jianwai SOHO, 39 East 3rd-Ring Road,
Chaoyang District, Beijing 100022, China

Japan

Pantech Wireless Japan, Inc.
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1-7-1 Yuraku-cho Chiyoda-Ku Tokyo, 100-0006 Japan
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Thailand

Pantech Co., Ltd., Bangkok Office
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Telephone: 66-2-646-1414

India

Pantech&Curitel Communications, Inc., Mumbai Office
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MIDDLE EAST & AFRICA

UAE

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AMERICA

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Pantech Wireless, Inc. Atlanta Office
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Canada

Pantech Wireless, Inc. Toronto Office
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Mississauga, Ontario, CANADA L5R 3G5
Telephone: +1-905-366-2200

Mexico

Pantech Mobile Mexico S.A. de C.V
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La Loma C.P. 54060, Tlalnepanitla de Baz, Estado de MEXICO
Telephone: +52-55-5366-0630

Brazil

Pantech Brasil Comercializacao de Celulares Ltda.
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Cidade Monções-São Paulo-SP
Telephone: + 55-11-5504-7700

People

People

The power to support innovation in people. Bringing us one step closer to our customers. Pantech focuses on PEOPLE. We value people the most. The type of people who are determined to become experts at a higher level. This unique mindset is based on Pantech's culture of focusing on people as the company's primary asset, a culture which is reflected in a harmonious labor-management relationship. At the core of Pantech's management philosophy, which aims to position the company as a respected, successful, global corporation, are People.

Corporate Culture



PANTECH Welfare

From the Pantech's point of view, welfare is not just a system, but a value in philosophy. In Pantech, the value of philosophy in welfare is much prior to the system itself. Being a one family through the hearts of labor and management - Pantech's welfare system is a philosophy of action.

(Financial stability assistance/Culture and leisure/Self-development support/Convenience support).



Modern Ethics

Pantech published a book on basic ethics for workers. It is a textbook for internal training, but many organizations including public offices and private companies are requesting it. It reflects Pantech's living philosophy in modern society.



PANTECH academy

To assist the self-development of employees, Pantech provides more than 100 internal training courses to foster top expertise, including strategic decision making, innovative leadership, book reading/ communication, and languages.



PANTECH Labor-Management

The labor union voluntarily suggested maintaining the current wage level, and the management raised salaries 10% as a reward in 2005. This is a good example not only for Korea but also on the global stage.

PANTECH IS THE NAME THAT SHARED HAPPINESS WITH THE WORLD

Pantech does not think it is special to return their earnings to the society. It is natural in Pantech's corporate philosophy. Making all the people happier. That is the highest priority of Pantech, whether it is with technology or without technology.



Social contribution
Funds for the Korea non-profit
public lawyers' group



e-sports contribution
The pro-gamer team



Educational contribution
Pantech scholarship



Social contribution
"We Start" program aimed at helping
this advantaged children



e-sports contribution
SKY pro-gamer league



Educational contribution
Stanford-Pantech fellowship



Cultural contribution
Indie-Band festival



Community contribution
Funds for helping the neighbors in need

Pantech considers **People** as the top value.
Pantech people is sharing the love they gained to wider society.
Sharing and giving love has been the basis for trusted and admired company.

There are so many different technologies in the world,
That are now converging into one.
Building a new future and a new world in the mobile handset.

For richer and more convenient lives of customers,
Pantech will lead in the development of Ubiquitous Technology.
We will create **Technology** that reflects **People**.

Passion for Technology
PAN and **TECHNOLOGY, PANTECH.**

pan and techno



logy

Touching the hearts of all people in the world
with thoughtful technology.

Presenting a new future by creating new mobile culture.

Pantech has important missions.

That is why Pantech people are so enthusiastic,
doing their utmost with passion.

The passion to give smiles to customers.

The company with a different philosophy.
That's Pantech.



