

# Company Profile

**DAESUNG**  
**About Daesung-tech**

**2014. 01.**

# OVERVIEW

<b>I About Us</b>	(1) Management Policy	3
	(2) Company Overview	4
	(3) Organization Chart	5
	(4) R&D Organization	6
	(5) History	7
	(6) Patents & Certificates	8 – 9
<b>II Business Introduction</b>	(1) Business Overview	10
	(2) Products	11
	(3) Main Customers	12
	(4) Competitiveness	13

## **Management Philosophy**

- Innovative and Profitable
- Change and Growth
- Continued Trust
- Conscious Quality
- Active Human resources



## **Management Policy**

- Challenging sales growth
- Innovatory quality change
- Brand value creation
- New development profit

## (1) Company Overview

CEO : PARK, GIL HONG

Date of Corporation  
establishment : 23. 01. 1997.

Head Office : 185-9, Mubong-Gil, Jangan-Myun,  
Hwasung-Si, Gyeonggi-Do, Korea

Plant Scale : Site Area 4,618<sup>m<sup>2</sup></sup>, Factory Area 2,763.81<sup>m<sup>2</sup></sup>

Capital Stock : 800,000 U.S. dollars

Main Products : Wiring Devices(Switch, Receptacle, Power  
Strip, etc.), Telecommunications equipment  
parts

Number of  
Employees : 55 people

Tel : +82-31) 358-9500

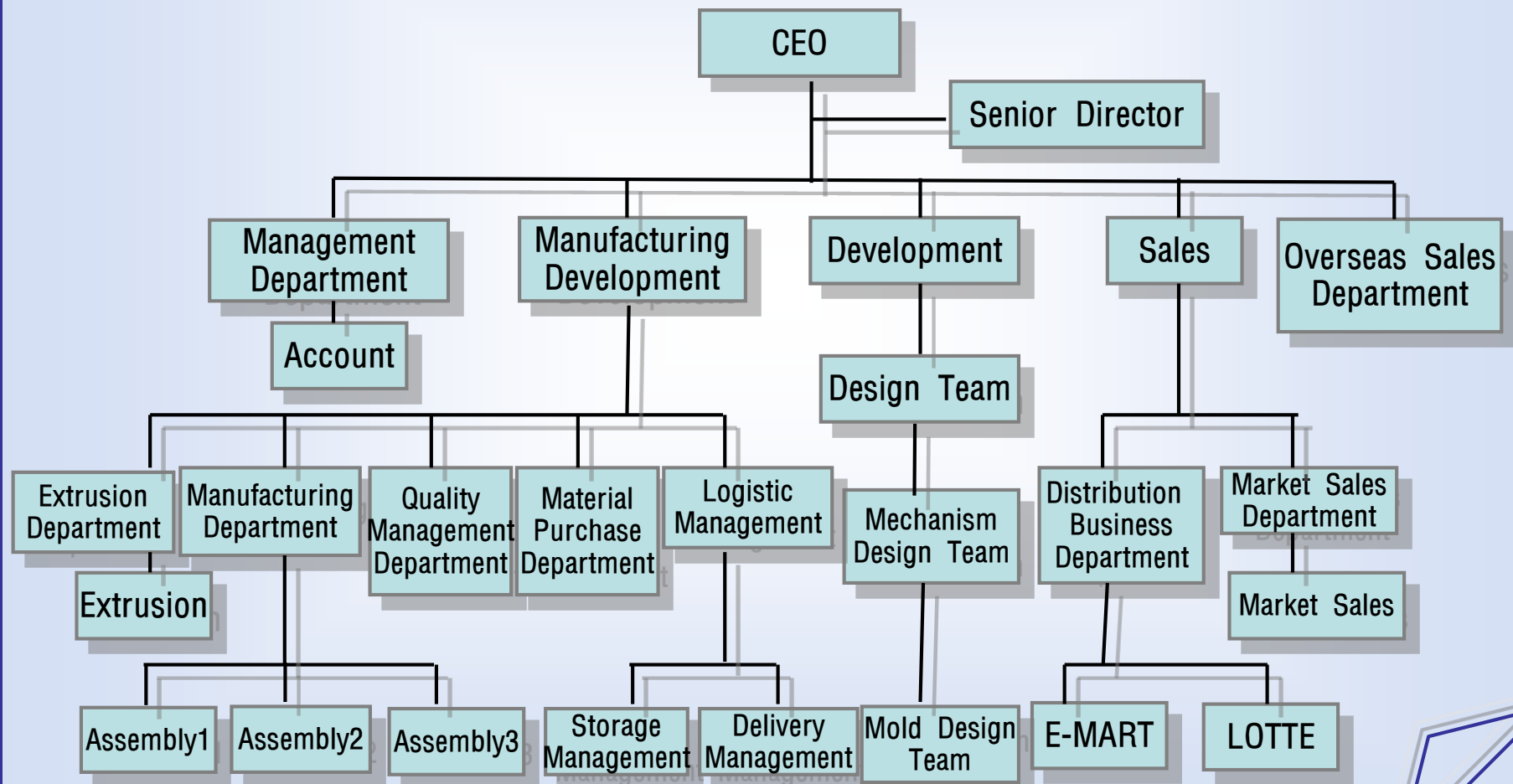
Fax : +82-31) 358-9513



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## (2) Organization Chart



## (3) R&D Organization

( Director of Research )

Product Merchandising \* Quality control \* Development of new technologies  
Development Oversees \* Design Development \* Design Reviewing \* Research new items

( Design Part )

Package Design \* Market Research

( Layout Part )

Product Layout \* Management of Mold \* Structure reviewing

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## (4) History

**1989 Jun**

Established DAESUNG Chemical Co., Ltd.

**1990 Jan**

Obtained a Certification(Q Mark) from Korea Electric Testing Institute

**1990 Mar**

Registered as manufacturing industry for Type 1 Electronic Goods

**1992 Jul**

Obtained Type approvals for a jack for #4 telephone connector

**1994 Jul**

Obtained approval for Korean Industrial Standard mark (KS) (KS C 8305 : Plug and socket for wiring)

**1995 May**

Obtained approval for Korean Industrial Standard mark (KS) (KS C 8309 : Small switches for indoor use) (KS C 8319 : Flash plate)

**1996 Dec**

Applied for utility model patent and registration of design for switch cover and flash plate cover

**1997 Jan**

Registered as DAESUNG CHEMICAL Corp.

**1997 Jul**

Acquired type approval for 4 terminal type connector jack for telephone (New, developed product)

**1997 Dec**

Registration of design for 4p type connector for telephone (No. 211568)

**1998 Feb**

Registration of design for connector terminal for telephone (No. 215163)

**1998 Feb**

Registration of design for modular connector for telephone (No. 215164)

**1998 Mar**

Acquired type approval for 6p connector modular jack for telephone (New, developed product)

**1999 Jan**

Communication, wiring device product shop opened at E-MART.

**1999 Sep**

Registered utility model patent connector for telephone (No. 0162801)

**1999 Nov**

Quality Control System KS A/ISO 9000 certified (QSC 92191)

**2000 Mar**

Registration of utility model and design for 19 types including a safety outlet equipped with a socket for the prevention of electric shock



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## (4) History

### 2001 Apr

Suwon plant relocated

### 2003 Feb

Obtained certification for a Power Strip for the interception of electromagnetic waves

### 2003 Jul

Opened a business at LOTTE-MART

### 2006 Sep

Changed corporate name from Daesung Chemical Co., Ltd. To Daesung Corporation

### 2006 Nov

Relocated the plant to the present building

### 2006 Dec

Obtained Management Innovation certificate for SME (No. 060516-02025)

### 2007 Feb

Obtained INNO-BIZ for SME (No.7061-666)

### 2007 May

Obtained certificate for multi-mobile outlet (Safety Certification No HH04075-7001)

### 2007 May

Obtained certificate for mutual connect coupler (Safety Certification No HH04075-7002)

### 2007 Sep

Registered utility model Touch switch circuit board (No 20-0436096)

### 2007 Oct

Participated in Innovative Technology Show (COEX)

### 2007 Nov

Awarded Ministry of Commerce, Industry and Energy Prize

### 2008 Jan

Obtained patent for improved socket device of function to cutoff standby power (No 10-0798830)

### 2008 Oct

Registration of a trademark for Midan Switch

### 2008 Oct

Participated in 2008 Korea Electronics Show (KINTEX)

### 2008 Oct

Obtained certificate for a standby power cutoff Power Strip (Safety Certification No HH04075-8004A)



### 2012 Jun

Outlet (DC power supply)/USB charging certifications acquired) (No HH04075-12008A)

### 2013 Jan

Technology innovative small and medium company certificate, INNO-BIZ (No R7061-0666)

### 2013 Jan

Joint type multi outlet for utility design model registration (No 20-0465063)

### 2013 Feb

One touch type outlet patent registration (No 10-1234349)

### 2013 Apr

Company affiliated research center approval (No 2013111470)

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## (5) Patents and Certificates- ① Company related certifications



Company affiliated research center certifications



Factory registration



Business registration



Woori bank's prospective small and medium company



Technology innovation small and medium company certifications



Management innovation small and medium company certifications

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## (5) Patents and Certificates- ② Patent / Utility model

### ○ Patent



Standby power



One touch type outlet

### ○ Utility model



Power Strip type outlet decoration panel



Power cable separation type voice Power Strip



Touch switching circuit



Joint type multi outlet

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## (5) Patents and Certificates- ③ Safety related certifications

### ○ Test report



portable multi outlet  
16A general 3EA



portable multi outlet  
16A Individual 6EA



Standby power multi outlet



Indoor small switch

### ○ Electronics safety certifications



USB charging Power Strip



Connection coupler



Adaptor



Mobile outlet separation type



Outlet (mobile multi 10A)



Outlet (mobile multi 16A)



Outlet (mobile multi 10A) 103



Outlet (mobile multi 10A) 304



Connector

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## (5) Patents and Certificates- ④ International certifications

### ○ KSC (Korean Industrial Standards Certificate)

### ○ Product certifications



Indoor small switch

Flush plate

Wire insertion type connector

### ○ GOST-R (Russia Industrial Standards Certificate)



Power Strip

Receptacle

Switch



## II Business Introduction

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### (1) Business Overview

DAESUNG CO., Ltd is a professional manufacturer of electrical wiring devices. Our main customers are E-Mart and Lotte Mart in South Korea. Also, we are the only company that export electrical wiring devices in Korea. For overseas markets, we established a subsidiary in Vladivostok and a branch office in Moscow, Russia.

Our Business plan of the overseas market in 2014 is to stabilize Russia-CIS markets and participate Iran Electrical Exhibition and business with Eastern Europe, North Africa.

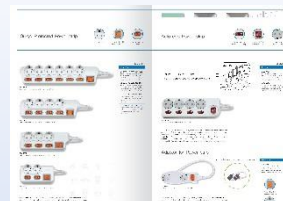
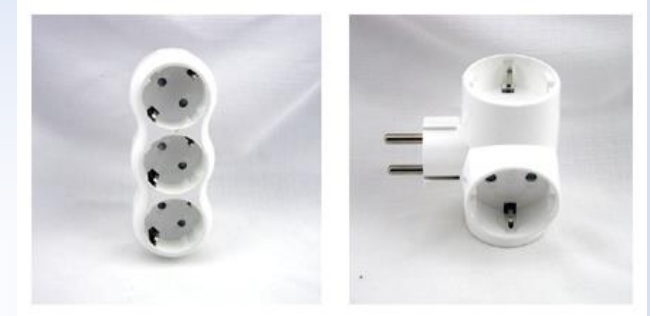
For 2015, we also plan to market sales in Southeast Asia, Japan and the United States.

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## (2) Products

- ① Switches FINE, Lucia, Viola Series
- ② Receptacles Over 20 kinds
- ③ Power strip General, Surge protected, Functional products
- ④ Telecommunication supplies Over 90 kinds
- ⑤ Cables Over 60 kinds



## II Business Introduction

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### (3) Main Customers in Korea

- ① Supermarket Chain
  - E-Mart : 149 stores
  - Lotte-Mart : 100 stores
- ② Wholesale and Retail More than 150 stores across the country
- ③ Korea Telecom (KT) Telecommunication maintenance supplies



### (4) Competitiveness

- ❖ The consistency of the product display of each store and regular renewal in preparation for the sales
- ❖ Visual effects through new products display and rapid response of stock to facilitate customer' s needs
- ❖ Maintain close relationships with staff
- ❖ Configure the Task Force Team for A/S and complaints
- ❖ Analysis of sales trends and changing customer tastes
- ❖ Business on the move through specialization in each region
- ❖ Preparing for wholesale sales of mass as well as retailers through diversification of products
- ❖ Promotion of customer' s needs through the periodically development of design
- ❖ Accurate delivery system
- ❖ Establish a sustainable delivery system through the development of product
- ❖ Establish a reliability through strict quality control
- ❖ Establish a system for the rapid supply of necessary products

**Thank you**