



Introduction

- Paradise Group
- Identity of Paradise Co., Ltd.
- Business Results



1-1. Paradise Group

Paradise creates an affluent future.



Travel/Leisure

■Hotels

- Paradise Hotel Busan
- Paradise Hotel Jeju
- Paradise Hotel Incheon
- Paradise Hotel Dogo
- Paradise Safari Park Hotel

■Casinos

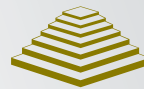
- **Paradise Walker-hill Casino**
- Paradise Casino Busan
- Paradise Grand Casino
- Paradise Casino Incheon
- Paradise Safari Park Casino

■Golf Club

- Paradise Golf Club

■Duty Free Shops

- Paradise Duty Free Shop Busan
- Paradise Duty Free Shop Kyungju
- Paradise Duty Free Shop Daegu



PARADISE

Paradise Group



Culture/Welfare

- The Kaywon Education Foundation
 - Kaywon School of Art and Design
 - Kaywon High School of Arts
- Paradise Welfare Foundation
- Paradise Culture Foundation
- Museum of Korean Modern Literature
- World Literature



Manufacturing/
Construction/
Finance

- Paradise Industry Co., Ltd. (Paratech, Listed on the KOSDAQ)
- Paradise Construction Industrial Co., Ltd.
- Paradise Mutual Savings Co., Ltd.



1-2. Identity of Paradise Co., Ltd.

No. 1 Casino in Korea exclusively for foreigners with tradition of over 30 years

The leading casino in Korea with the tradition of over 30 years

- Established in 1972
- Holds the biggest market share in sales of 55.4% among 13 casinos in 2001

Exclusively for Foreigners

- Attract foreign tourists (Attracts 410 thousand foreigners, which is 8% of 5.2Mil. foreigners that visits Korea on an annual basis.)
- The winner of the Tourism Promotion Award (USD100Mil. Pagoda Award, 1997)

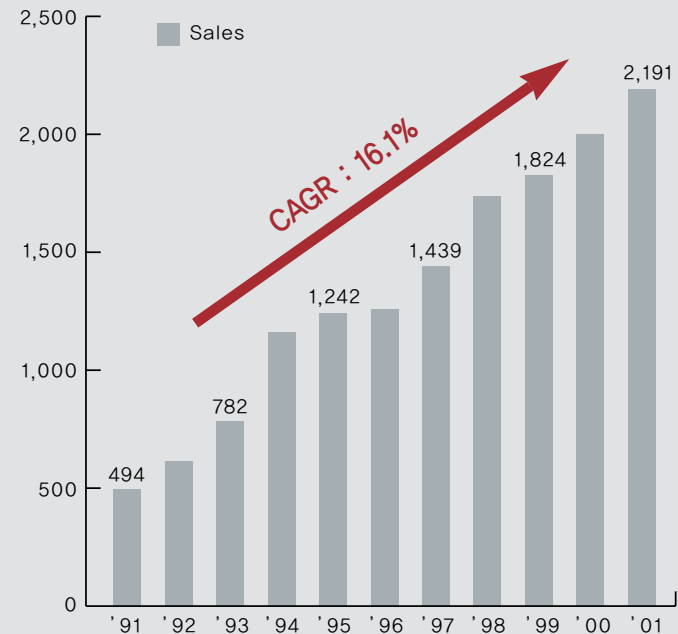
Steady and Rapid Growth

- Realizes a steady sales growth
- For the last 10 years, sales grew 4.5times.

Transparent Management

- Management based on the Tourism Promotion Law
 - Rules of business activities in the casino business is supervised by the Ministry of Culture & Tourism.
 - IT facilities in the casino business is supervised by the Ministry of Culture & Tourism.
- Appoints Outside Directors
 - Plan to increase its portion in board of directors up to 40%
- Awarded the Distinguished Service Medal at the 34th Tax Payer's Day

(Unit : KRW100Mil.)

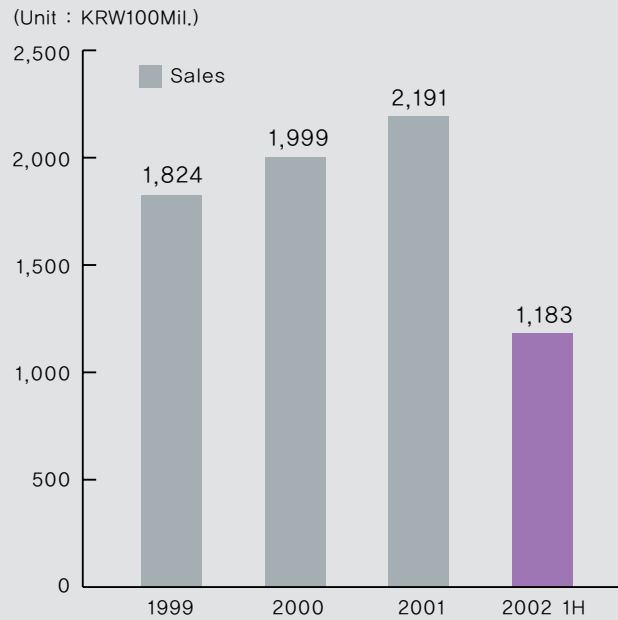




1-3. Business Results

Increasing ordinary income margin with continued sales growth

Sales



Ordinary Income (Ratio)

