



Introduction

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

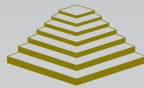
■Golf Club

- Paradise Golf Club

■Duty Free Shops

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

The Paradise Group
fulfills its social responsibility



PARADISE
Paradise Group



Manufacturing/ Construction

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



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
- Paradise Media Art





Introduction

Identity of Paradise Co., Ltd.

- The No. 1 Casino in Korea exclusively for foreign tourists with tradition of over 30 years

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

- Establishment Date : April 27, 1972
- Holds the biggest market share of 58% among the domestic 13 casinos in the first half of year 2003

Exclusively for Foreigners

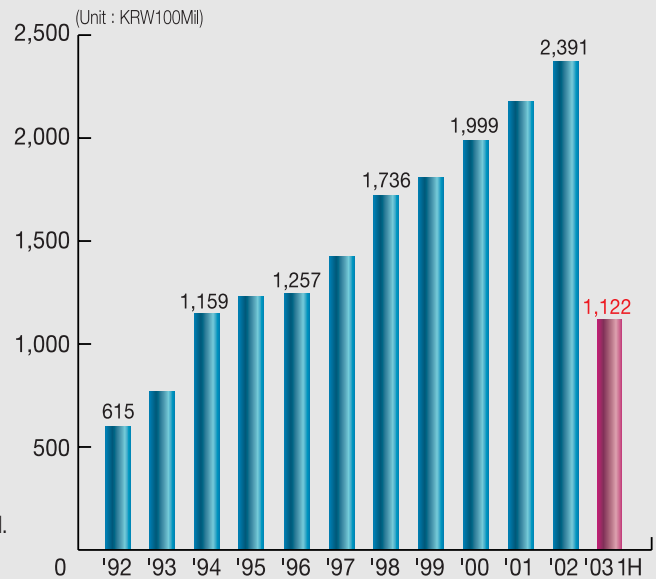
- Attract foreign tourists
(Attracts 7 ~ 8% of foreigners that visits Korea on an annual basis.)
- The winner of the Tourism Promotion Award

Steady and Rapid Growth

- Realizes a steady sales growth
- For the last 10 years, sales grew about 4times.

Shareholder focused management policy

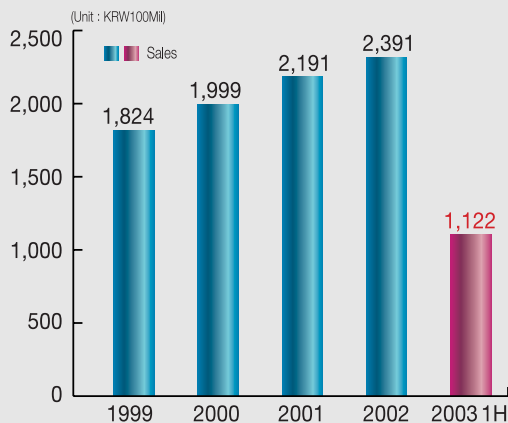
- Payout Ratio increased from 15.2% in 1999 to 22.4% in 2002, which meant 13.8% of annualized growth rate during that period.
- Acquisition of treasury stock(Special Money Trust & Stock Cancellation by Profit) - about KRW10billion worth of stocks.



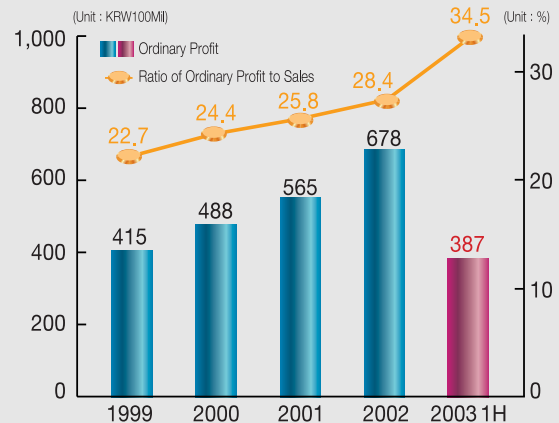
Business Results

- Increasing ordinary profit margin with continued sales growth

Sales



Ordinary Profit(Ratio)





Introduction

Organization

- Efficiency, High Quality, Systematic Organization

Organization Chart

(Year 2002)

Division	Performance / Operation Activity	Personnel(928 persons)
Operation	Gaming Floor Operation, CRM(Customer Relation Management), F&B	585 (Male : 259, Female : 326)
Marketing	Japan Marketing, China Marketing, South East Asia Marketing International Marketing, Customer Satisfaction, Public Relations	118 (Male : 99, Female : 19)
Operation Support	General Affairs, Finance Department, Cashier's Cage	134 (Male : 80, Female : 54)
Corporate Planning	R&D, Human Resources	53 (Male : 43, Female : 10)
Surveillance	Surveillance, CCTV, Security	38 (Male : 23, Female : 15)

