



• Spring Picnic Event with Holt Disabled through Paradise Group Volunteers

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CORPORATE SOCIAL RESPONSIBILITY



True Art of Sharing

Paradise dreams of an affluent future for everyone. Always being aware of the corporate social responsibility of returning & sharing wealth, Paradise has steadily made contributions to the society.



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Corporate Social Responsibility

Paradise has been returning corporate wealth to the society by operating nonprofit organizations under our “wealth share management”. We are making contribution to our culture, welfare, education, donation, and volunteering. In addition, Paradise supports international cultural interchange.

Contribution Activities of Paradise Co., Ltd.

Besides the contributions made towards social welfare, school education, and art & culture, the employees of Paradise Co., Ltd. provides self volunteering and as a group through a formation of Paradise Group Volunteers.

Paradise Co., Ltd. donated over 2.5 billion won in the last year to nonprofit organizations for social welfare purposes. At the moment, we are broadening our contribution activities. A spring picnic event with disabled children through Paradise Group Volunteers is a good example showing our effort. Also, Doggi-hwe, a volunteer club of Paradise Walker-Hill Casino, has been supporting local schools and churches for over 10 years and Paradise Co., Ltd.’s volunteer club, Hetsalnanum, also has been providing supports to a nursery school for over 10 years.

Paradise Co., Ltd. will continually make donations to our society, making contribution to variety of areas.

Contributions by Paradise Co., Ltd.

(Unit: Mil. KRW)

Category	2006	2007	2008
Education & Research	1,201	1,614	1,100
Arts & Culture	662	909	1,053
Social Welfare	862	803	459
Others	165	392	42
Total	2,890	3,718	2,654



Kaywon Educational Foundation

Since the foundation in 1979, Kaywon Educational Institution has been supporting talented art students. At the moment, there are two Kaywon Institution in operation, Kaywon High School of Arts and Kaywon School of Art & Design.

Kaywon School of Art and Design opened its doors on 1993. With the future oriented educational ideology of contributing to the growth of society and national culture, Kaywon School of Art and Design combines artistic talents with new technology, advocating creative spirit, developing progressive teaching methods, and fostering professional designers and fine artists demanded in the 21st century. Departments are consisted of Design, Fine Arts, IT on specialized 17 departments in 2 years and 3 years of curriculum, providing education to 2,600 students in 2008.

Being recognized for the excellent staffs, Kaywon School of Art & Design has 200 professors & lecturers. The school supports international exchange program between students and professors. In addition, Kaywon School of Art & Design was selected as member of AIAS (Association of Independent Art School, which is the global association for distinguished private art school in Europe, Asia, America). Currently, Kaywon School of Art & Design has been stepped up to world-best art school through annual meetings, international workshop, exchange student, exchange exhibition, etc.

Kaywon High School of Arts opened its door in 1980. The school is specialized in art, music, dance, and a drama, nurturing talented artists since its foundation. The graduates of Kaywon High School of Arts are making contribution to the Korean arts society, becoming a well-known artists. Kaywon High School of Arts relocated itself to Bundang and currently operates variety of art facilities sized over 16,000 square meters.

Kaywon High School of Arts currently holds over 150 teachers (including lecturers) and 1,100 students. Excellent teaching staffs are fostering future artists.

Kaywon School of Art and Design www.kaywon.ac.kr | Kaywon High School of Arts www.kaywon.hs.kr



Paradise Welfare Foundation

Paradise Welfare Foundation, founded in 1994, upholds Paradise Group's management principle of having a corporate responsibility.

We are the only welfare foundation among the Korea's companies which support disabled children in a professional way. Having developed special education & medication programs for disabled children, we are prepared to support the disabled institutions.

Moreover, Paradise Welfare Foundation operates "Isori", in which people from various fields of study can share information on the disabled. Currently, we award volunteer individuals and groups with the "Paradise Award" in recognition of their support for the disabled. Paradise Welfare Foundation strives to bring a better service and life quality to disabled children.

www.paradise.or.kr

Paradise Culture Foundation

Paradise Culture Foundation was founded in February 1989 under the Paradise Group's management principle of making a contribution to Korean culture and art.

Paradise Culture Foundation supports talented artists and cultural events, awarding Paradise Award (For Culture & Art). About 300 million won was used for this purpose, and we especially focus on international artist exchange program, educating talented young artists, supporting events and lectures, etc.

Sponsoring international cultural interchange and Korean artists, Paradise Culture Foundation creates a bridge between Korean artists and the cultures of the rest of the worlds.

Paradise Culture Foundation supports young artists. As an example, we've annually selected two young artists since 1997, paying full expenses for their residency program in New York Art Omi. We've also organized young artists exploring exhibition in cooperation with the Brain Factory to support talented works of young artists.



In addition, Paradise Culture Foundation works together with Paradise Group for a variety of events and cultural exhibitions.

www.paradise-cf.or.kr

Museum of Korean Modern Literature

Located in Jung-gu Jangchung-dong, Museum of Korean Modern Literature is the first literature museum of Korea.

The museum exhibits literary work of the authors who bravely defended Korean literature in the period of Japan's rule and in the period of the Korean War, advocating to preserve Korean language and literature for future Korean students.

Museum of Korean Modern Literature distributes free magazine to schools, artistic circles, and to everyday citizens who love literature. Beginning on the summer of 2005, the museum introduced a literary magazine named "Moon-Hak-Gwan". Also, the museum exhibited its collection of North Korea literature and autographs while opening events for young children and for international literature interchange.

At present, Museum of Korean Modern Literature manages image database of literary works, preserving and collecting important pieces of Korean literature. As a result of our effort, we've been able to put together "Image Data of Literary Man" in cooperation with Paradise Co., Ltd.

www.kmlm.or.kr

