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**INTRODUCTION**

**OUR VALUE**

**INNOVATION**

**COMMUNICATION**

**Interactive User Guide** 

Developed with creative vitality, SHINYOUNG PROFILE is an interactive pdf printed with features embedded to link to webpages and websites.



Create a space where buildings,  
people, nature, and environment  
coexist harmoniously.

With careful consideration for sustainability of the environment and human life, and in order to carry these principles on and prosper, we provide valuable spaces and architectural venues optimized for modern living.

## Standing on the basis of change and innovation, SHINYOUNG GROUP prepares for another step forward as an entity devoted to sustainable development.

Throughout its history, SHINYOUNG GROUP has faced rapid changes, both domestically and internationally, whilst upholding integrity, seeking creative solutions, and pioneering new roads ahead. Through its strong value chains, SHINYOUNG GROUP is now envisioning a new step with expanded capacities in real estate finance and property technology. Based on the successful expansion of these value chains, we will furnish ourselves with sustainable business models and create spaces where humans of all backgrounds can enjoy wide-ranging lifestyles. At the center of this goal will be our urban regeneration projects focused on re-valuation of land and development.

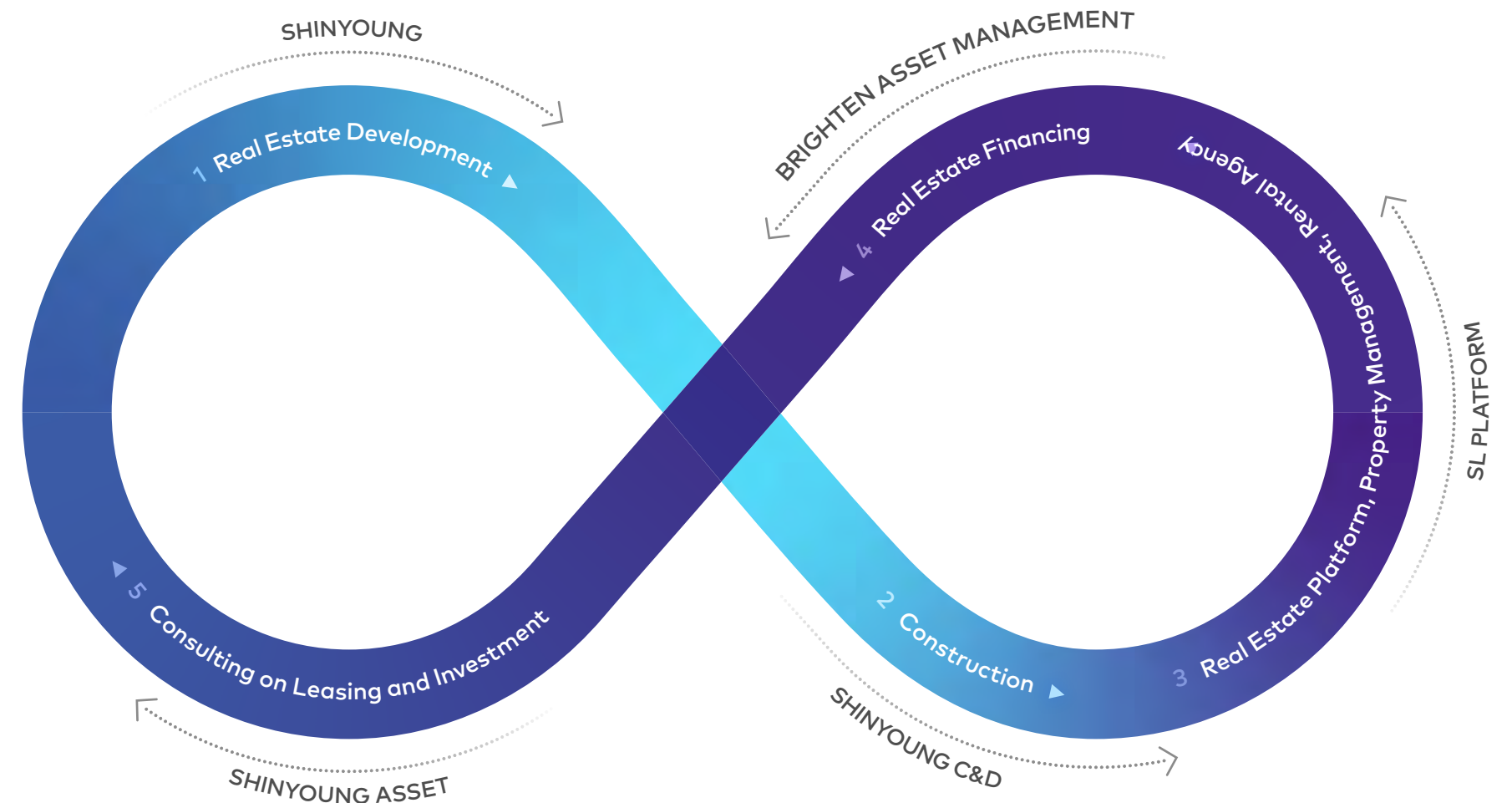
With the maturation of the construction and real estate markets, developers are challenged to take on additional roles. To meet this challenge, SHINYOUNG GROUP will adhere to our calling as a reliable and valued developer with the flexibility required to adjust to changing global markets and to respond to our social responsibilities.

**Choon-bo Jeong** Chairman, SHINYOUNG GROUP



# VISION

As Korea's representative comprehensive real estate group, SHINYOUNG GROUP has built a One stop value chain in which all affiliate companies organically operate across general real estate business fields. Each of SHINYOUNG GROUP's affiliates serves as a solid value chain across diverse sectors of the real estate industry: funding and land acquisition, planning, building, leasing, real estate financing, consulting on leasing and investment, asset management, and residential services. SHINYOUNG GROUP spares no effort in order to elevate the merits of its established value chains and to secure competence for the future.



One stop value chain

• MISSION

**We strive to provide the most desirable place and space**  
SHINYOUNG provides optimized spaces and architectural venues suited for human life.

• VISION

**Vitalizing cities**  
SHINYOUNG creates urban vitality.

• CORE VALUE

**Share and Collaborate** To promote collaborations with partner companies through sharing information and knowhow  
**Be Free and Fair** To advocate the corporate culture of free communication and fair compensation  
**Change and Innovate** To change and innovate while delivering values desired by clients



Continuing its legacy as a leader in housing culture, beyond real estate, SHINYOUNG GROUP never stops striving for new challenges.

**1 Real Estate Development**

- Mixed-Use Development (MXD)
- Housing Development
- Commercial Development
- Research Center

**2 Real Estate Financing**

- Real Estate Funds

**3 Real Estate Services**

- Investment Consulting
- Leasing Consulting

**4 Real Estate Services Platform**

- Asset Management
- Rental Management
- Living Accommodation Facilities Operation
- Intergrated Housing Services
- Real Estate Development
- Consulting and Planning
- SLP Living

**5 Construction**

- Development
- Building
- Housing
- Infrastructure

**6 Textiles**

- Materials Business
- Fabrics
- Garments
- Real Estate Development

# BRAND

As a pioneer among developers, SHINYOUNG GROUP has proudly and confidently adopted various brands. Since the launch of its high-end brand in 2021, SHINYOUNG has been broadening its spectrum.



**Brighten your life**

BRIGHTEN considers the lifestyles of residents as well as their living spaces. BRIGHTEN redefines the ever-growing lifestyle varieties through the lens of sophistication and convenience to bring elevated values to housing.



**Good space for well life**

SHINYOUNG GWELL perfects spaces optimized for residents to lead happy lives through the “simplicity of the good,” composed by nature-friendly environments, beautiful and practical structures, and high-quality materials.



**BRIGHTEN N40** 40 Nonhyeon-dong, Gangnam-gu, Seoul



**SHINYOUNG GWELL PRUGIO Technopolis Central San 4-2**, Songjeong-dong, Heungdeok-gu, Cheongju-si

# Brighten your life, BRIGHTEN

## High-End Housing Brand, BRIGHTEN

In this world, where tens of thousands of lifestyle varieties are thriving, BRIGHTEN redefines the diversities of living styles through the lens of sophistication and convenience to elevate the values of housing. Based on a high-level understanding of the trends in changing lifestyles and housing environments, BRIGHTEN achieves the utmost standard of living through upgrades to construction materials and embraces variegated sustainable housing services, brightening up spaces and the lifestyles of residents for added enjoyment of life.

## Concept of Brand Design

BRIGHTEN's logo is composed of a symbolized letter B in a circle in order to express "a life made bright in BRIGHTEN." The circle, visually perfect and stable in nature, signifies a "Balanced Space," while the curve flowing diagonally upward and down symbolizes the "Beautiful Moments" and "Advanced Better Lifestyle" experienced with BRIGHTEN.

## Brand-Applied Projects

**BRIGHTEN YEOUIDO** | Yeongdeungpo-gu, Seoul, 2019

**BRIGHTEN HANNAM** | Yongsan-gu, Seoul, 2021

**BRIGHTEN N40** | Gangnam-gu, Seoul, 2022

Balanced space

Beautiful moment

Better lifestyle





# Good space for well life, GWELL

## Brand for Housing, SHINYOUNG GWELL

SHINYOUNG GWELL is the brand for housing made by Korea's finest comprehensive real estate group, SHINYOUNG. Based on accumulated insight and experience, SHINYOUNG GWELL perfects spaces optimized for the prosperous lives of clients from all aspects of selecting sites, high-level designs, cutting-edge construction techniques, and quality, all in order to produce designs and services tailored to the lifestyle of each resident. SHINYOUNG GWELL upholds the philosophy of "Simplicity of the Good." Reflecting this philosophy in its spaces and designs secures the most fundamental values to last through time, such as nature-friendly environments, beautiful and practical structures, and high-quality materials, all through which SHINYOUNG GWELL enriches the lives of residents.

## Concept of Brand Design

Employing a wordmark made of a firm straight line in harmony with an elegant curve, the SHINYOUNG GWELL logo signifies a "well-made space" and the "happy life lived in it." The space naturally created by the omission and combination of strokes expresses "controlled beauty" and a "relaxed life," while the delicate details of the curve contains SHINYOUNG GWELL's "considerate approach" to care for residents' lifestyles through advanced thinking.

Trustworthy

Authentic

Considerate

Harmonized

## Architecture of the Brands

**GWELL CITY** | Comprehensive Complex

**GWELL CITY MALL** | Commercial Facilities

**GWELL Homes.** | Rental Housing

**GWELL ESTATE** | SHINYOUNG C&D Residential Facilities

# GWELL



Cheongju Doosan We've GWELL CITY Apartment Complex 2

# INNOVATION

With confidence, SHINYOUNG GROUP has continued to seek out brave new challenges. Continuing its legacy by networking with a variety of fields related to real estate, SHINYOUNG GROUP will establish an integrated platform for the development of new real estate properties and will present a paradigm suited for the future.

## SHINYOUNG GROUP

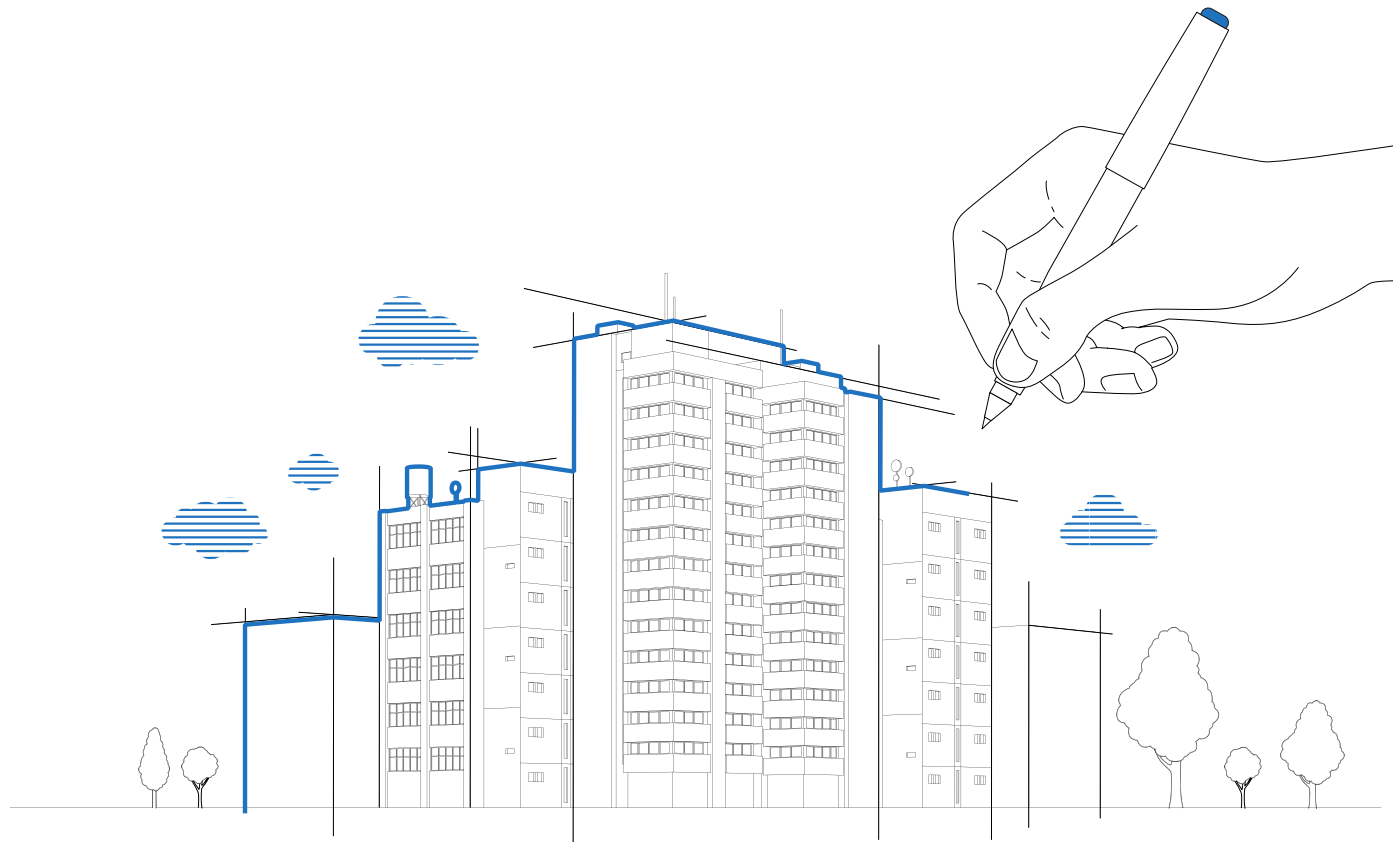
Real Estate Development	SHINYOUNG
Real Estate Financing	BRIGHTEN ASSET MANAGEMENT
Real Estate Services	SHINYOUNG ASSET
Real Estate Services Platform	SL PLATFORM
Construction	SHINYOUNG C&D
Textiles	DAENONG



# SHINYOUNG

## — Real Estate Development

SHINYOUNG conducts real estate development across diversified fields, giving birth to new landmarks.



### Business Fields

#### Mixed-Use Development (MXD)

SHINYOUNG aspires to enable facilities with different functions to serve diverse purposes in complementary roles and to be positioned as landmarks. With the natural result of enhanced quality of life affecting even the surrounding neighborhoods, increased influx of population, and vitalized neighboring commerce, SHINYOUNG contributes to elevating the competitiveness of cities.

#### Housing Development

SHINYOUNG meets its clients through BRIGHTEN, a selective high-end brand for the highest standard of up-to-date lifestyles, and SHINYOUNG GWELL, a brand dedicated to mainstream housing. In step with the latest trends, an urban co-living brand called GWELL HOMES has also been launched.

- **High-End Housing** SHINYOUNG aspires to create spaces to enrich the lives of residents by embracing dignity at every turn.
- **Housing Complex** SHINYOUNG proposes a pleasant lifestyle in harmony with residences and local commerce.
- **Apartment Housing** SHINYOUNG provides comfortable and cozy apartment housing units developed with SHINYOUNG’s specialty in housing.

- **Officetel** SHINYOUNG provides rational housing spaces planned with an understanding of urban lifestyles.
- **Rental Housing** GWELL HOMES proposes spaces based around warmth and hospitality to enable relaxation.

#### Commercial Development

SHINYOUNG has a legacy of retail complexes harmonized with residential facilities, ranging from Cheongju GWELL CITY MALL, a landmark in Cheongju, to Cheonan Buldang, Asan Tangeong, and Ulsan GWELL CITY MALL, as well as business facilities, such as Incheon Guwol GWELL CITY Office and BRIGHTEN YEOUIDO.

- **Retail Facilities** SHINYOUNG proposes lifestyles based around enhanced convenience for commercial spaces where culture and art coexist in a relaxed atmosphere.
- **Business Facilities** SHINYOUNG proposes business spaces that prioritize dignity, convenience, and future expansion of office tenants.



# Major Projects



**Mixed-Use Development** 1 BRIGHTEN YEOUIDO (Development of site of former MBC Yeouido)  
2 Cheongju GWELL CITY (Development of Daenong Factory Zone)



**Commercial Development** 1 Cheonan Buldang GWELL CITY MALL 2 Cheongju GWELL CITY MALL

**Housing Development** 1 BRIGHTEN N40 2 BRIGHTEN HANNAM 3 Handeulmulbit City GWELL CITY Central Prugio  
4 Cheonan Buldang Zone 1-4 5 Yeosu Ungcheon GWELL 1-3 6 Sigma II

# BRIGHTEN ASSET MANAGEMENT

## — Real Estate Financing

BRIGHTEN ASSET MANAGEMENT pursues stable profit generation based on its capacity to invest while adjusting to the characteristics of real assets.



## Business Fields

### Real Estate Funds

In collaboration with an affiliate company belonging to a comprehensive real estate group, BRIGHTEN ASSET MANAGEMENT is generating synergistic effects in trailblazing new markets and paradigms. Setting trust with clients as the topmost value, BRIGHTEN ASSET MANAGEMENT invests in real estate and rights and assets related to real estate in pursuit of continuous stable profits.

#### • Investment Strategies

**Core** To invest in prime assets situated in major business districts for stable operational cash flow

**Core Plus** To invest in sub-Core assets that have potential to become Core level through upgrades

**Value Adding** To leverage undervalued assets through active operational improvements

**Opportunistic** To invest in high-risk high-profit assets for future value

#### • Risk Management

**Pre-Investment Management** In advance of investment, analysis of risks in assets is conducted and definitions are produced for management methods and feasibility scopes. The investment plan is confirmed with approval from the Risk Management Committee.

**Post-Investment Management** After investment, risks are managed through regular monitoring. Analysis and management of risks are conducted by assets for investment. Analysis is conducted on major risks, and decisions are made by the Risk Management Committee.

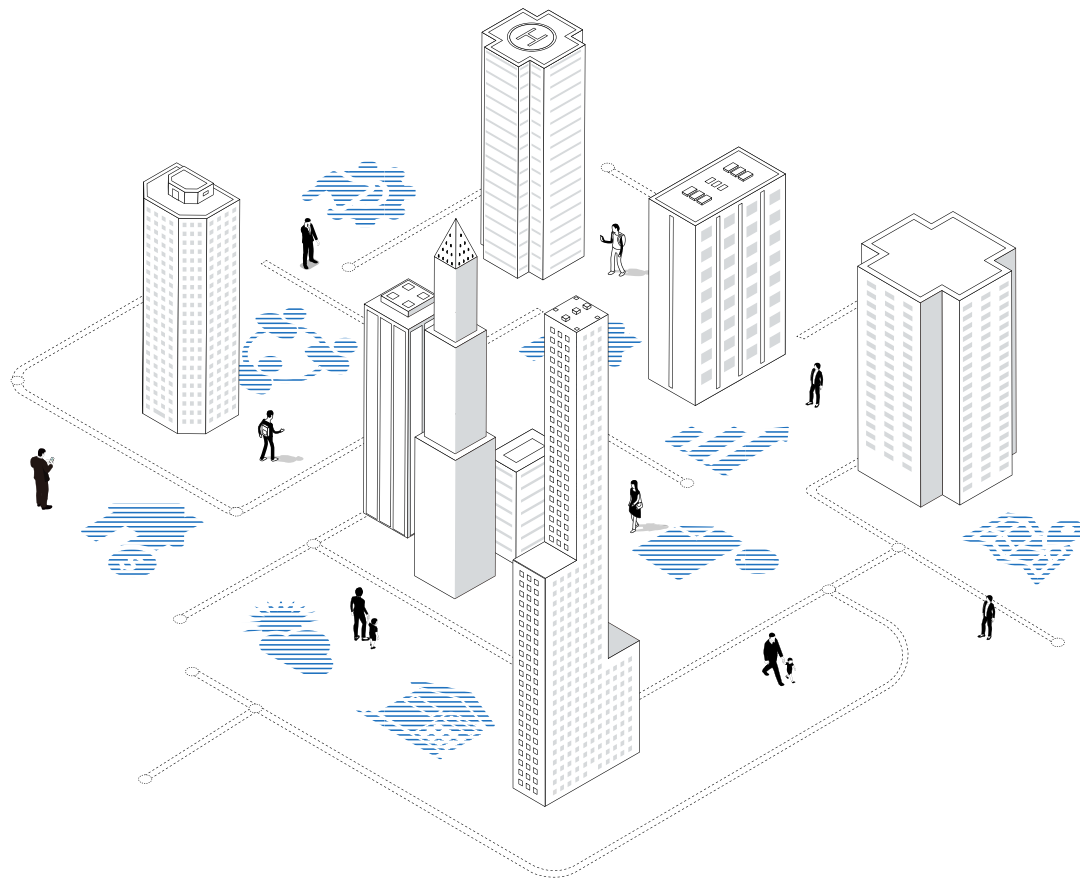


1 BRIGHTEN No. 1 Private Equity REITs 2 BRIGHTEN No. 2 Private Equity Real Estate Investment Limited Company

# SHINYOUNG ASSET

## — Real Estate Services

Through accurate analysis of rapidly changing markets, SHINYOUNG ASSET presents solutions to adapt to market volatility and to minimize risks.



## Business Fields

### Investment Field

Utilizing its proven capabilities for sales, along with Korea's largest real estate database, with archives spanning over 20 years, Real Estate Services helps carry out investment and transaction processes at the optimal prices. Based on the analysis of the business environment, Real Estate Services provides consultations on the development of offices or retail spaces, as well as corporate investments.

- **Investment** Optimal investment results are produced through in-depth analysis by investment specialists experienced in joint investment with major Korean and international investors and holding capabilities for acquiring funds.
- **Transaction** Consultations to manage risks by optimizing time and conditions for transactions through due diligence investigation.
- **Development** Value-adding consultations are provided to ensure maximized profitability for tired or undervalued assets through diversified developmental strategies.
- **Retail** Based on comprehensive analysis of retail business areas and tenants, stabilized and efficient merchandizing plans are drawn.

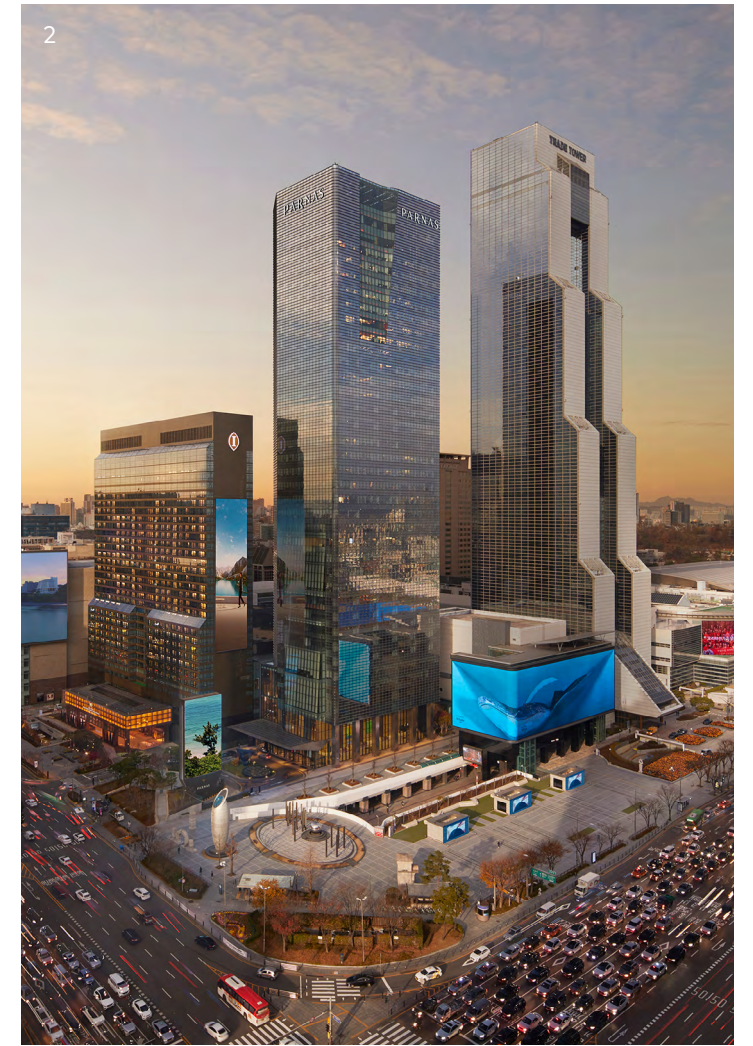
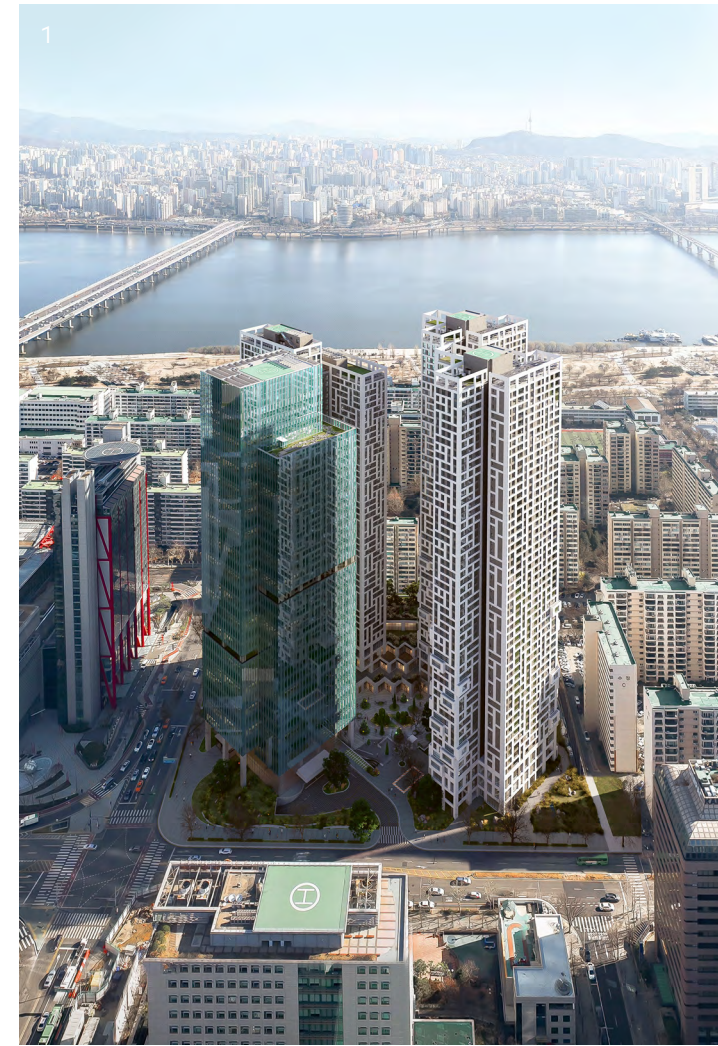
### Lease

Beyond a property sales agency's standard roles, consultations are provided on all stages of real estate business to present solutions optimized for clients' requirements, ranging from real estate development to transactions and pre-sales.

- **Total Service** As the only comprehensive real estate service provider in Korea, commercial lease management and sales & acquisitions of offices in Korea and abroad are provided.
- **Co-Working** Marketing is available through networking with major agencies and over 500 individual agents in Korea and abroad, as well as SHINYOUNG GROUP's collaborative system.
- **Data System** Data on property and clients are efficiently managed by use of the CRM system.
- **Marketing** Based on various exclusive lease management records for prime-level buildings, our level of expertise helps in securing lease demand in advance from anchor tenants.



# Major Projects



**Lease** 1 Anchor 1 (Office tower in BRIGHTEN YEOUIDO) 2 Parnas Tower

**Investment** 1 Pangyo Alphadom Tower 2 Namsan Square 3 Samsung SDS Tower 4 CJ CheilJedang Center



# SL PLATFORM

## — Real Estate Services Platform

SL PLATFORM enhances real estate values and promotes supreme satisfaction for residences through customized ICT-based community-program operation and professionals.



### Business Fields

#### Asset Management \*57 business sites managed in the past three years

SL PLATFORM provides various asset management services in real estate, including business facilities, sales facilities, and residential facilities, and executes works for roughly 1,300 major companies in Korea and abroad.

- **Asset Management** SL PLATFORM provides management of real estate funds, REITs, and remodeling projects, along with management of diverse assets, including commercial real assets and condominium buildings.
- **Housing Management** Services are provided in areas of management for public facilities, charging and collecting maintenance fees, and management and maintenance to promote enhanced quality for housing facilities and transparent management services.
- **Asset Investigation** To minimize risks in real estate transactions, SL PLATFORM provides detailed due diligence investigations on assets, ranging from structures, construction, electrical facilities, machine facilities, and general building operation.

#### Rental Management \*14 business sites managed

SL PLATFORM provides rental management services for recruiting tenants or moving in and out to minimize any burdens felt by property owners in operation and management and to enhance the value of living.

- **Rental Management** SL PLATFORM provides rental management services to maximize value of space while ensuring resident satisfaction by coordinating the lifestyles for upgraded living.
- **Residence Operation** SL PLATFORM provides comprehensive services, ranging from consulting to planning, developing, investing, operating, managing, educating, and investigating, for serviced residences and resorts.

#### Living Accommodation Facilities Operation \*10 business sites operated

SL PLATFORM provides commissioned operation of living accommodation facilities, supply systems and MROs, and specialized hotel-standard services for guests.

#### Prop-Tech Service \*74 business sites operated

Based on analysis of BIG DATA, SL PLATFORM provides project-tailored services ranging from consultations on space, operational platform planning, and new services exploration.

- **Integrated Housing Services via Housing Service 4.0 Platform** SL PLATFORM provides diverse housing services, generates jobs, and offers dignified living through mobile-based close connections between residents, spaces, and services.
- **Housing Service 4.0** In consideration of hyper-connectivity in the Fourth Industrial Era, Housing Service 4.0 provides human-centered programs and mobile content that enable reserving communal facilities, ordering breakfast, car washes, and various other services to ease life activities anytime, anywhere.

#### Real Estate Development

SL PLATFORM conducts research and development across fundamental aspects of housing, from small-sized officetels to housing centered around urban lifestyles and new real estate styles required for the future, such as senior welfare houses and smart farm villages.

#### Consulting and Planning \*55 business sites serviced

Engaging in the initial stage of planning, SL PLATFORM provides consultations on analysis of spaces, operation of communities, and provision of services, and it establishes the optimized standard models for AM, PM, and FM.

**New Business Development**

SL PLATFORM develops new businesses suited for changing business environments, such as for charging electric vehicles, FF&E, supplying specialized construction materials, and fostering service-specialized human resources.

**Research Institute for Smart Living**

Research Institute for Smart Living conducts research in elements required for enjoying life in convenient housing.

**SLP Living Platform**

By use of a mobile application exclusively servicing inhabitants, SLP Living Platform offers one-stop housing services that range from managing community activities, polls, and votes to delivery of notifications. Utilizing SLP Living Platform, inhabitants can enjoy convenient and pleasant living right from home.

**SMART HOME**

SMART HOME analyzes the needs of inhabitants to create safe and convenient value in the housing space with the SMART HOME system.



**SLP Living Major Functions**

Community Facility Reservation | Course Application | Housing Service Application (Breakfast, Car Washing, Cleaning, Group Buying, etc.) | My Health Report (Linked to InBody) | IoT Home Appliances Control (Linked to Samsung SmartThings & LG ThinQ) | Online Questionnaire and Voting | Management Fee Check | Notices Check | 1:1 Inquiries

**ESG**

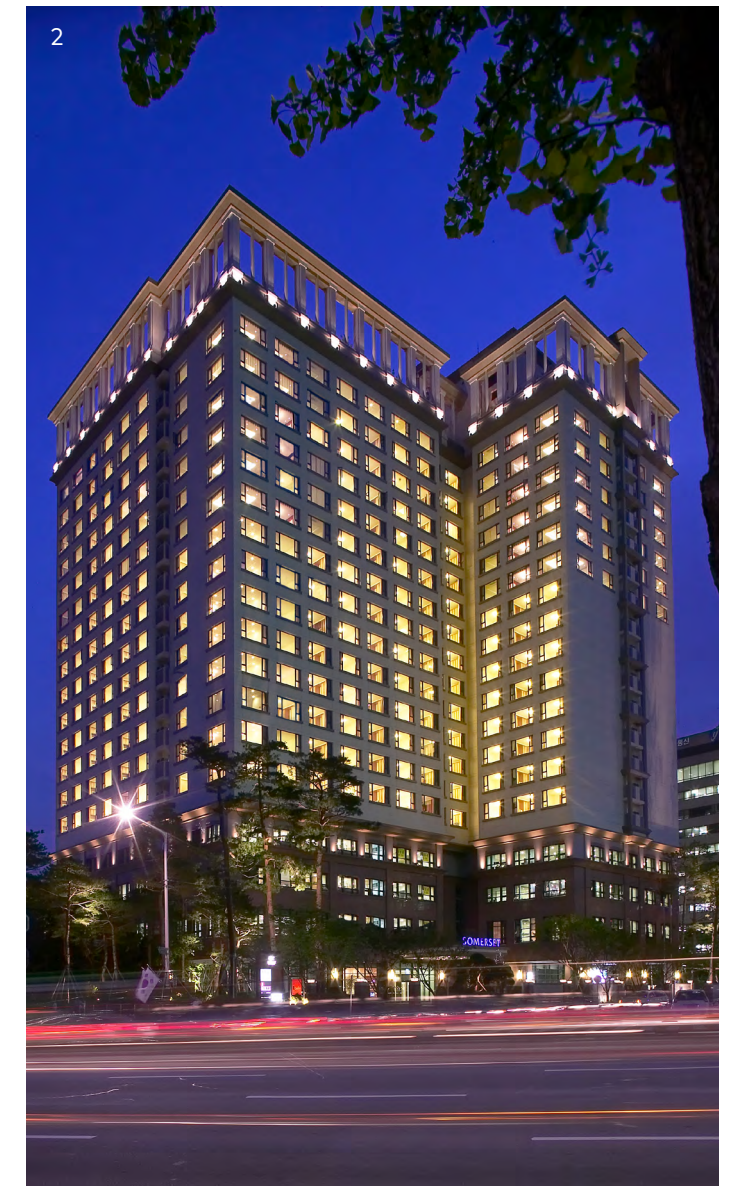
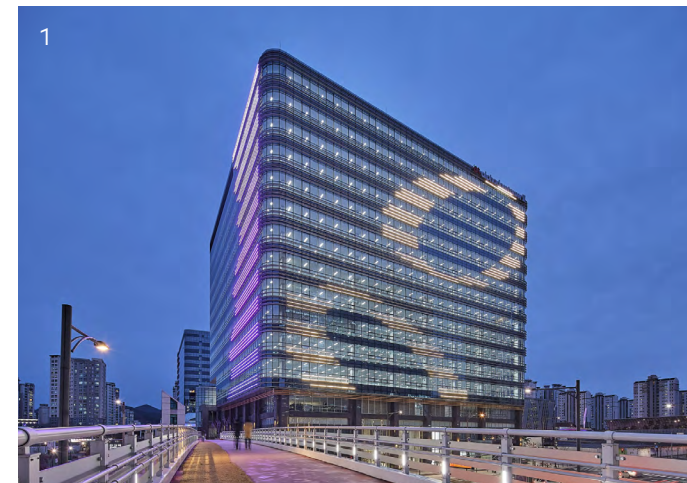
**Green Energy Initiative**

Endeavors to reduce maintenance fees and achieve ESG goals through enhanced energy efficiency in residential projects.

**Green Energy Process**

- Data on energy production, storage, and usage are categorized by utility type.
- Data on energy consumption monitored periodically.
- Energy consumption status and usage trends analyzed.
- Energy prices are checked and managed in accordance with the amount of energy used by energy sources.
- Goals are set for the quantity of energy used and managed.
- Optimal energy facilities are connected with an automatic control system.

**Major Projects**

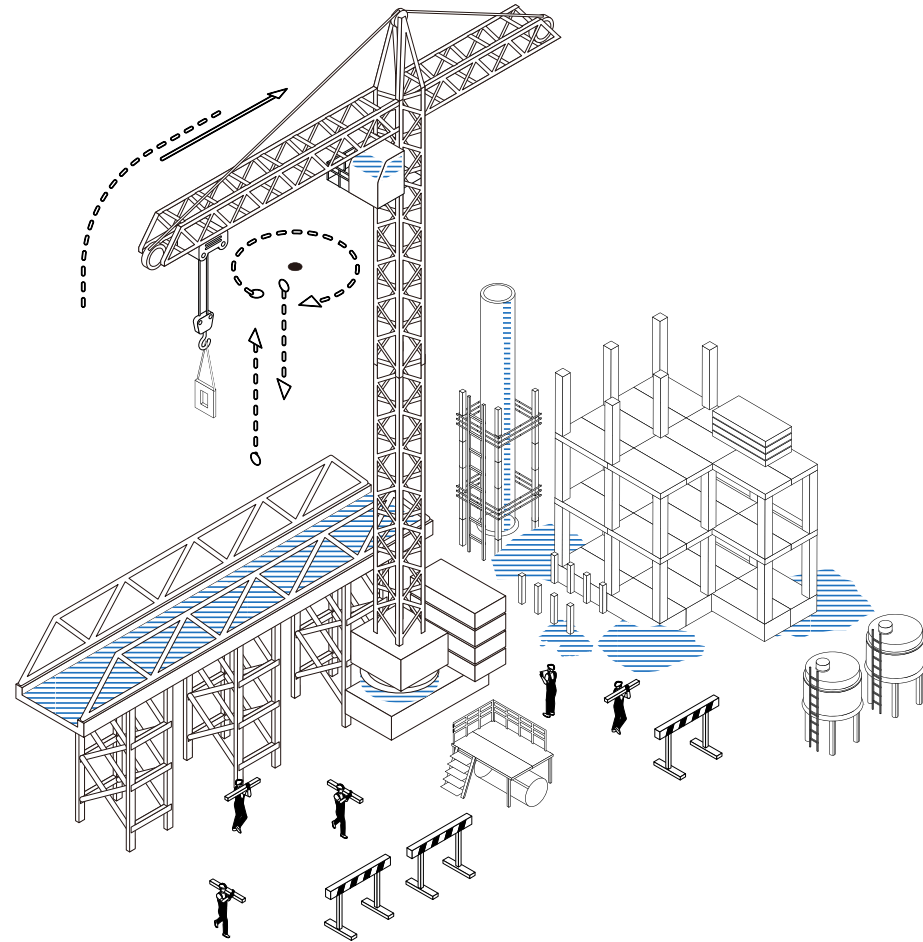


**SL PLATFORM** 1 Pangyo Alphadom Tower (Asset Operation and Management PM) 2 Somerset Palace Seoul (Rentals and residences operated) 3 Hillstate Samsung Station Skansen (Community facilities and services operated)

# SHINYOUNG C&D

## — Construction

With 60 years of history, SHINYOUNG C&D makes active investments and endless innovations to lead the construction business while considering humans, the environment, and a sustainable future.



## Business Fields

### Development

Through its years spent solidifying knowhow and new perspectives, SHINYOUNG C&D meets its clients under the name 'SHINYOUNG GWELL ESTATE.' SHINYOUNG GWELL ESTATE presents a brand of independent development projects that covers the whole process from land purchase to permits and certificates, design, and construction.

### Building

SHINYOUNG C&D establishes future housing environments offering both convenience and effectiveness in utilization of space. SHINYOUNG C&D builds officetels, offices, retail facilities, factories, warehouses, and public facilities best optimized for each purpose.

### Housing

SHINYOUNG C&D looks beyond the physical structures of houses to plan the realm of convenient lifestyles and housing culture. SHINYOUNG C&D not only boasts excellent construction capabilities but also proposes a housing development that embraces clients' demands through thorough quality control to prompt post-construction maintenance.

### Infrastructure

As a civilization creator to build a rich future, SHINYOUNG C&D materializes civil engineering, serving as an industrial basis reflecting consideration of the natural environment for projects related to social infrastructure, land, landscapes, water supply and sewage, and roads.



Major Projects and Development 1 GWELL ESTATE Dapsimni Station 2 SHINYOUNG GWELL ESTATE Gaebong Station

# Major Projects



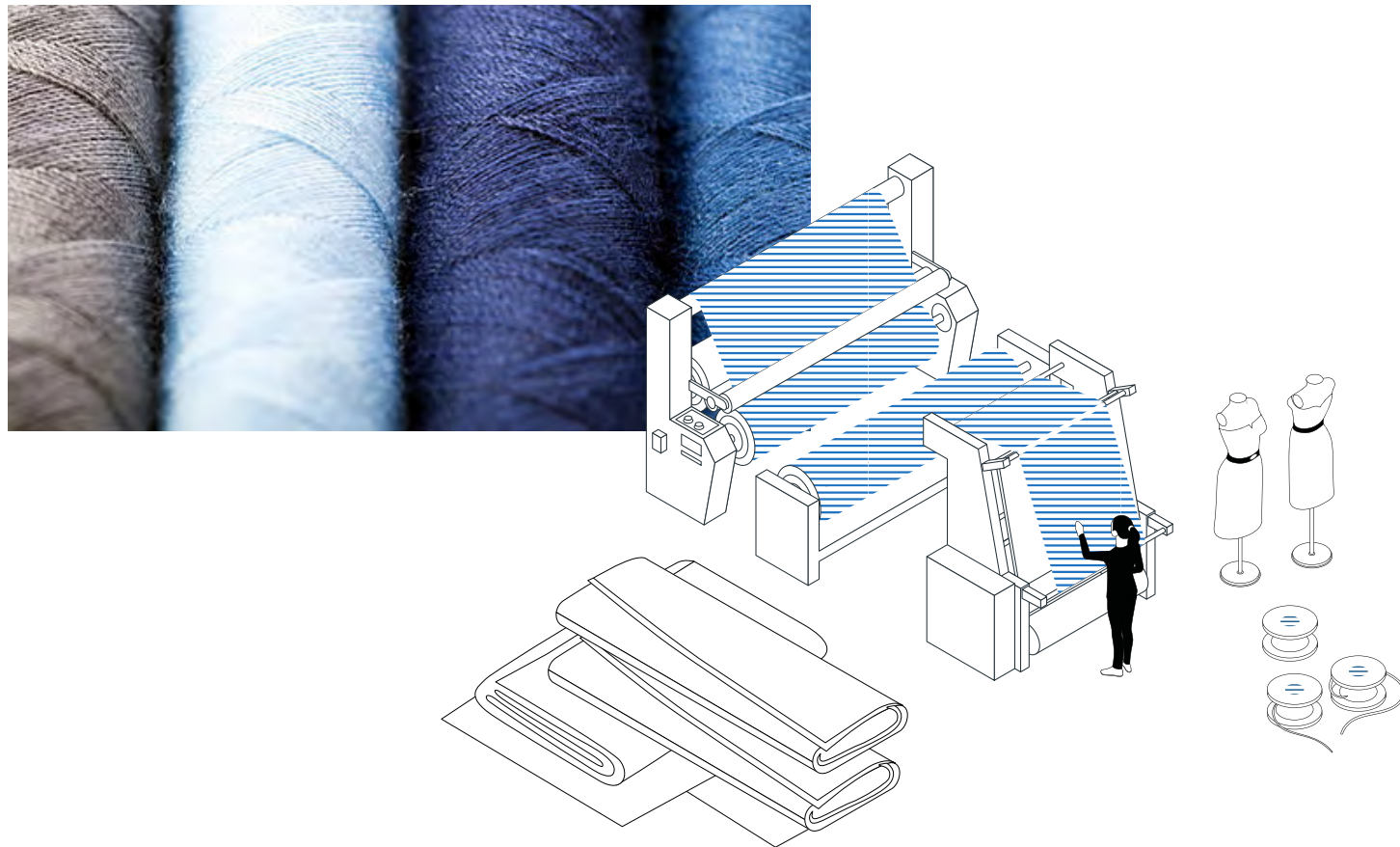
**Building** 1 Gimpo Gochon Ramada Encore Hotel 2 Magok Pine Square 3 Sebang Lithium Battery Pyeongdong Factory 4 Cheongdam-dong Designer Club Remodeling

**Housing** 1 Gwangsan GWELL ESTATE 2 Gangnam GWELL Pines 3 Ulsan Sinjeong GWELL 4 SHINYOUNG GWELL Unjeong New City

# DAENONG

## — Textiles

Founded in 1955 and merging with SHINYOUNG GROUP in 2004, DAENONG has been solidifying its stature as an eco-friendly complex textile company with accumulated knowhow in cotton processing.



### Business Fields

#### Materials Business

In step with global eco-friendly business trends, DAENONG pursues production of sustainable materials through use of the eco-friendly textiles Tencel and Modal.

#### Fabrics

With basic knit fabrics, DAENONG continues its development through production management to meet the needs of customers and fashion trends. Mass production is materialized at Indonesia PT. POPULAR DAENONG INDONESIA and collaborative factories in South Korea.

#### Garments

Based on 60 years of accumulated knowhow, DAENONG operates in a vertical system at competitive overseas manufacturing bases. Garments are manufactured with Indonesia PT. DAENONG GLOBAL as a central base.

#### Real Estate Development

Based on its rich experiences in diversified real estate products and business planning skills, DAENONG discovers hidden potentials and creates innovative housing values.

- **Vertical System** DAENONG has the capacity to organically operate an over-all vertical system.

### Business Centers

#### Cheongju Factory

Based on its super-strong rayon, DAENONG manufactures fashion materials specialized for environment-friendly fabrics, such as blended yarns and animal fibers. DAENONG pursues the best quality out of the most up-to-date facilities.

**Area** Factory I 13,097m<sup>2</sup> | Factory II 9,246m<sup>2</sup> | Other buildings 15,319m<sup>2</sup> | Total 37,662m<sup>2</sup> | Land 119,028m<sup>2</sup>

#### PT. DAENONG GLOBAL

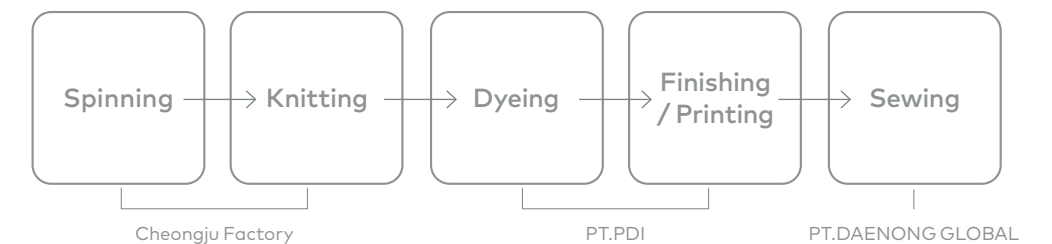
To respond to export demands, PT. DAENONG GLOBAL was established in 2010 as a vertical manufacturing base. It is located in Subang Regency, Indonesia, where a skilled labor force is concentrated to optimize supreme productivity and quality.

**Area** Land 165,000m<sup>2</sup> | Building 29,554m<sup>2</sup>

#### PT. POPULAR DAENONG INDONESIA (PDI)

Located in Indonesia, PT. PDI is a factory that specializes in knitting and dyeing, with a production capacity of more than 700,000kg per month.

**Area** Land 54,834m<sup>2</sup> | Building 24,218m<sup>2</sup>





Sponsor for publishing the catalog of graduation works |  
Catalog of Department of Industrial design, Kookmin University, 2022



Nanji Landfill  
Seoul, South Korea

Grand Award in the Second SHINYOUNG Cultural Foundation's  
Architectural Culture Awards,  
"Urban Translator" by Min Geun-ho



SHINYOUNG Art Award | "Road Leading Home"  
by Yu Mun-seon

## SHINYOUNG CULTURAL FOUNDATION

Funded and founded by SHINYOUNG GROUP in 2020, SHINYOUNG Cultural Foundation is a non-profit foundation for discovering and fostering potential architecture students to contribute to the development of Korea's architectural culture and fine art.

### Architectural Culture Award

SHINYOUNG Cultural Foundation grants Architectural Culture Awards to promote architectural and art fields and discover talents in those majoring in architecture. With these activities, SHINYOUNG Cultural Foundation strives to provide practical support to professionals in the architecture field and to foster their growth as architects.

### History

- 2021 | The First Architectural Culture Award by Jasan Cultural Foundation
- 2022 | The Second Architectural Culture Award by SHINYOUNG Cultural Foundation

### Sponsoring the Publication of the Catalog of Graduation Works of the College of Art

SHINYOUNG Cultural Foundation sponsors the publication of catalogs of graduation works for the graduates' first exhibitions as artists, hoping to build a foundation for the development of Korean fine art.

### SHINYOUNG Art Awards

SHINYOUNG Cultural Foundation grants SHINYOUNG Art Awards in support of artistic activities for artists in the field of fine art and selects students showcasing excellent graduation works in an effort to discover and foster remarkable talents. Through supporting these selected talents, the aim is to contribute to the development of Korea's fine art and to reinforce its foundation.

# KEY MILESTONES

## 1984

- 1984** • SHINYOUNG Company founded (CEO Choon-bo Jeong).
- 1988** • SHINYOUNG Company registered as a corporation.
- 1991** • SHINYOUNG Company renamed as SHINYOUNG Construction.
- 1997** • Business registration issued as a residential construction company(Gangnam-gu).
- 1998** • SHINYOUNG Construction renamed as SHINYOUNG.

## 2000

- 2000** • SHINYOUNG Headquarters relocated to ASEM Tower.
- 2001** • SHINYOUNG merged with Korea KMC to form SHINYOUNG ASSET.
- 2002** • SHINYOUNG ASSET registered as a consulting firm on real estate investment.
- 2003** • SHINYOUNG registered as a construction business company(Seoul).
- 2004** • SHINYOUNG launched its housing brand GWELL.  
• DAENONG joined SHINYOUNG GROUP.
- 2007** • SHINYOUNG Dongsung (presently SHINYOUNG C&D) merged.
- 2008** • SHINYOUNG received the Business Ethics Award from the Korea Academy of Business Ethics.
- 2009** • DAENONG merged with Ilsin D&P.  
• Ilsin D&P renamed to DAENONG Textile.

## 2011

- 2011** • SHINYOUNG Dongsung renamed as SHINYOUNG Greensys.
- 2014** • SHINYOUNG ASSET registered as a housing rental management business(Gangnam-gu).
- 2015** • SHINYOUNG Homes real estate agency established.  
• SHINYOUNG Greensys renamed as SHINYOUNG E&C.
- 2017** • SHINYOUNG GROUP B.I. renewed.
- 2020** • Jasan Cultural Foundation, a non-profit foundation to support architectural art and pure art, established.  
• DAENONG Seoul office and DAENONG Textile relocated (Cheongdam-dong, Gangnam-gu).
- 2021** • The first Architectural Culture Award held by Jasan Cultural Foundation.  
• STL Asset Management acquired, re-launched as BRIGHTEN ASSET MANAGEMENT.  
• High-end housing brand BRIGHTEN launched.

## 2022

- 2022** • SHINYOUNG PMC and Ssocialiving merged to launch SL PLATFORM.  
• SHINYOUNG GROUP C.I. and B.I. renewed.  
• Jasan Cultural Foundation renamed as SHINYOUNG Cultural Foundation.  
• The second SHINYOUNG Architectural Culture Award held by SHINYOUNG Cultural Foundation.  
• DAENONG Apparel established as a separate entity.
- 2023** • SHINYOUNG E&C renamed as SHINYOUNG C&D.  
• BRITGHTEN (N40 and HANNAM Gallery) won the grand Award in the iF Design Award.

Having created its history as Korea's representative developer, SHINYOUNG GROUP is now recording a new history as a supreme comprehensive real estate group for Korea.

# BUSINESS NETWORK

## SHINYOUNG GROUP

[www.shinyounggroup.com](http://www.shinyounggroup.com)

## SHINYOUNG Cultural Foundation

[www.shinyoungfoundation.org](http://www.shinyoungfoundation.org)  
202 Yulgok-ro 2-gil, Jongno-gu,  
Seoul (Somerset Palace)  
Tel. 02-723-0770



## SHINYOUNG

[www.shinyoung21.com](http://www.shinyoung21.com)  
14<sup>th</sup> Floor, ASEM Tower, 517 Yeongdong-daero,  
Gangnam-gu, Seoul  
Tel. 02-6007-4510



## SL PLATFORM

[www.sl-platform.com](http://www.sl-platform.com)  
3<sup>rd</sup> Floor, GWELL HOMES, 26 Gosanja-ro 14-gil,  
Seongdong-gu, Seoul  
Tel. 1877-0101



## BRIGHTEN ASSET MANAGEMENT

[www.brighten-am.com](http://www.brighten-am.com)  
2<sup>nd</sup> Floor, 520 Yeongdong-daero, Gangnam-gu, Seoul  
Tel. 02-780-2380



## SHINYOUNG C&D

[www.shinyoungcnd.com](http://www.shinyoungcnd.com)  
**Headquarters** A-257-1, 164 Tancheonsang-ro,  
Bundang-gu, Seongnam-si, Gyeonggi-do  
Tel. 031-711-4011  
**Seoul Office** 16<sup>th</sup>-17<sup>th</sup> Floors, Namkyung Building,  
401 Teheran-ro, Gangnam-gu, Seoul  
Tel. 02-6072-1000



## SHINYOUNG ASSET

[www.shinyoungasset.com](http://www.shinyoungasset.com)  
14<sup>th</sup> Floor, ASEM Tower, 517 Yeongdong-daero,  
Gangnam-gu, Seoul  
Tel. 02-6007-4510



## DAENONG

[www.daenong21.com](http://www.daenong21.com)  
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