

Special Proposal for Business Success by Hanam City



**Rising Companies in
Rising City Hanam**



A city advancing with passion,
a city of limitless possibilities

"I hope Hanam City will transcend Gyeonggi-do
and emerge as a central city on the global stage."

During a special lecture at Hanam City (April 2023)



- Ban Ki-moon,
the 8th Secretary-General of the United Nations -



- Irina Bokova,
former UNESCO Secretary-General -

Hanam City has a global, visionary outlook

"If someone were to ask me whether I'd prefer to live in
Seoul or Hanam, I would choose Hanam."

During a special lecture at Hanam City (July 2023)

I will think from the standpoint of businesses.

Hello. I am Hyun-jae Lee, the Mayor of Hanam City.

For Hanam City and South Korea to prosper, it is essential for businesses to thrive.
To this end, we are channeling all our administrative efforts into attracting businesses and creating an environment conducive to their growth.

Strategically located as a transportation hub, Hanam City is an ideal place for businesses.

Closest to Seoul, Hanam boasts an excellent transportation network including six rail lines— Subway Lines 5, 9, and 3 the Wiryong-Sinsa Line, and the GTX-D and F— and five major expressways, including the Capital Region First Ring Expressway and the Jungbu Expressway.

In Hanam City, we are dedicated to creating an environment where businesses can succeed.

From relocation to settlement and growth, we support businesses at every stage through business environment improvements, incentives search and regulatory reform.
We resolve business difficulties through various channels, offering one-stop administrative services that expedite processes, and we are committed to being the first to listen and address business grievances collaboratively.

We are also developing a high-quality living environment to attract talent.

Under the slogan “A City Where People Want to Live, A City Leaping Forward,” we continuously enhance our cultural, sports, and living convenience facilities.
Here, you can enjoy a diverse cultural life close to work and the beauty of nature.

Hanam is a city where it's great to work and where people want to work.
We invite all business leaders to join us in advancing Hanam City.

Thank you.

Mayor

A handwritten signature in black ink, appearing to read 'Hyun-jae Lee', is positioned to the left of the Mayor's portrait.

THE RISING CITY HANAM

Located at the heart of Northeast Asia,
Hanam City offers
an attractive business environment
that supports
the global growth of enterprises.

Hanam City is
just about 2 hours away from
Tokyo, Beijing, and Shanghai,
approximately 4 hours from
Hong Kong, Hanoi, and Manila,
5 hours from Ho Chi Minh City,
and 6 hours from Singapore.



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Excellent location

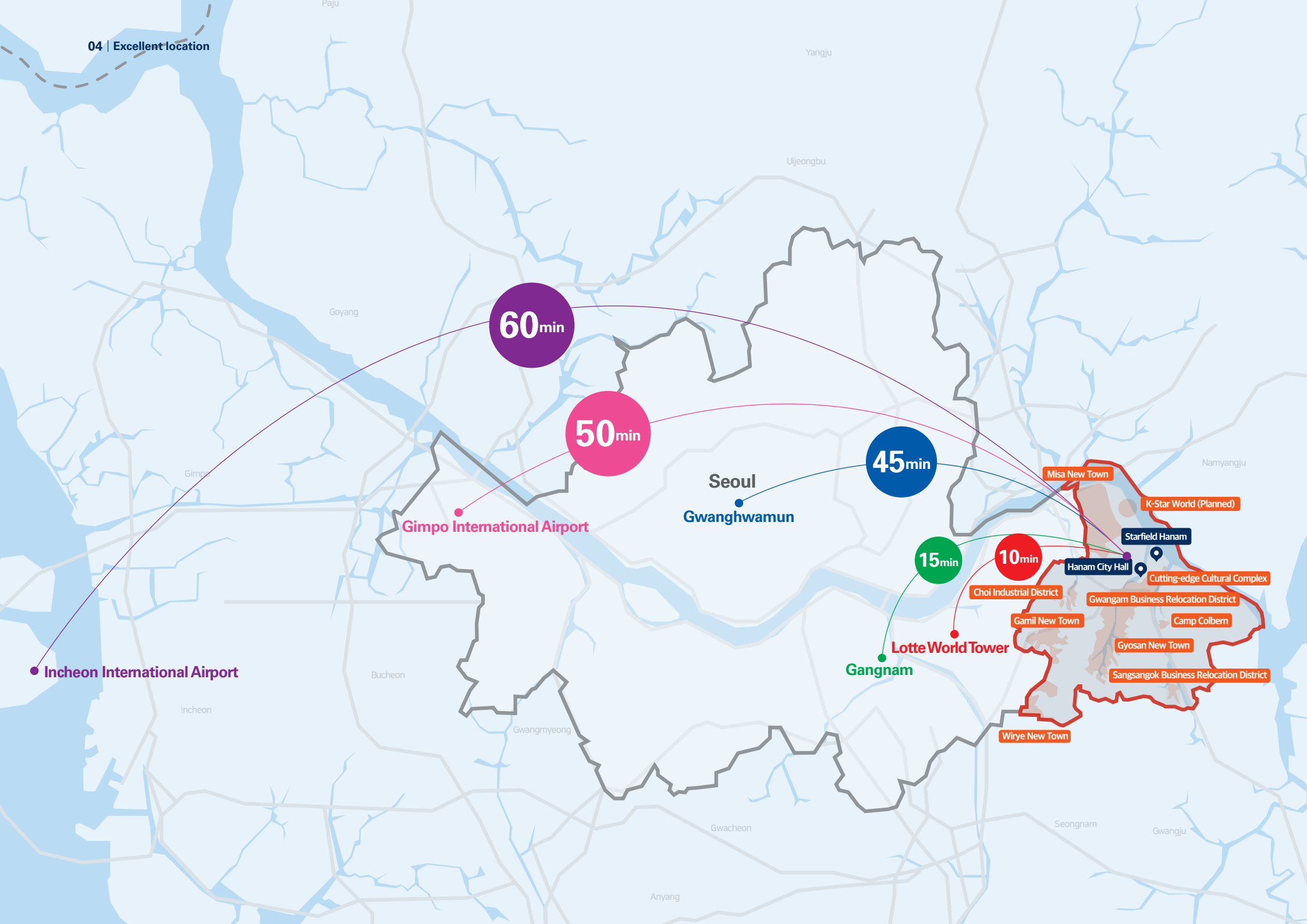
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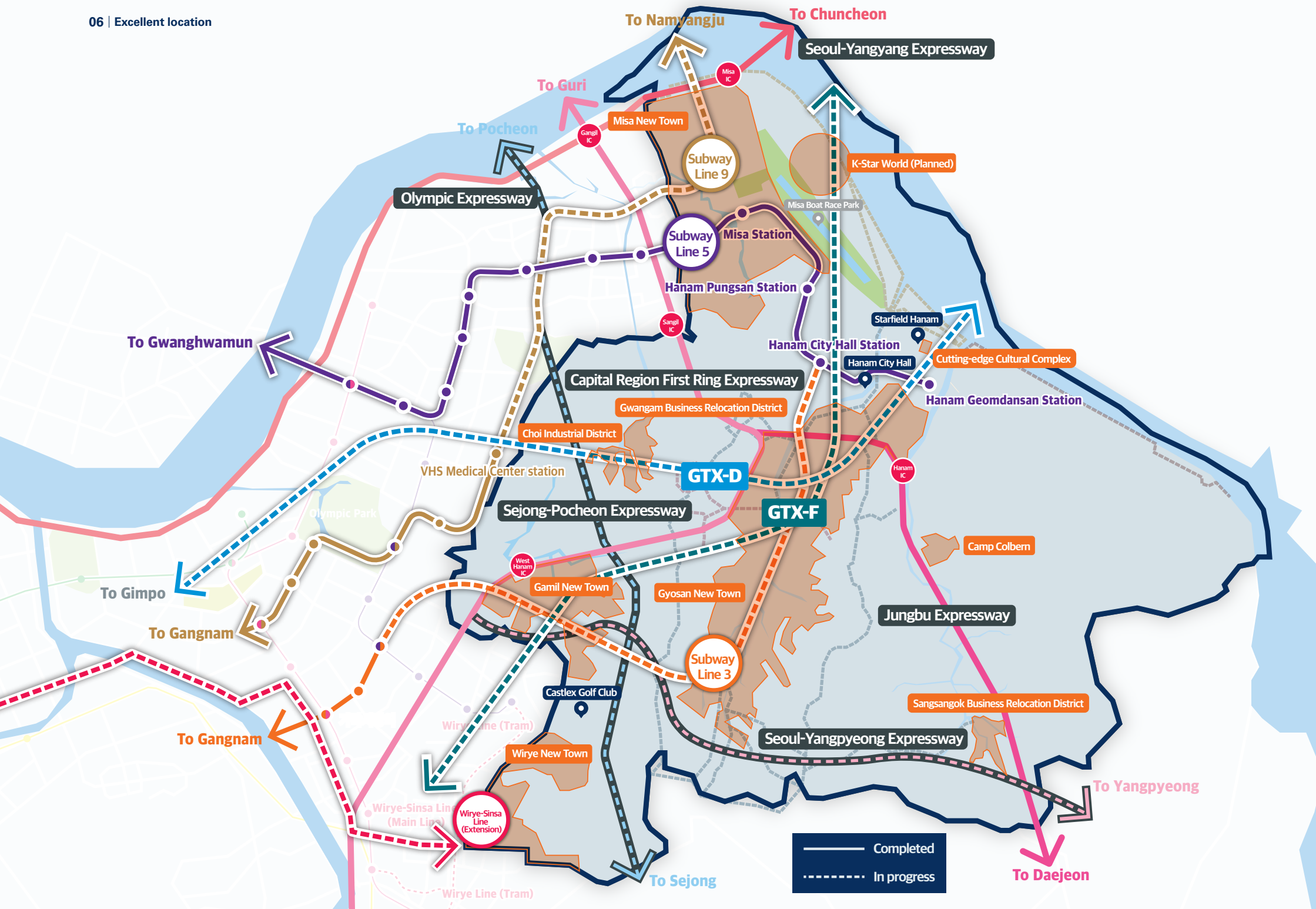


Hanam, core of the capital region

10 min to Lotte World Tower

15 min to Gangnam

Located **45 min** from the center of
Seoul at Gwanghwamun



Premier transportation network alongside the Han River

Six rail lines

- Subway Line 5 | Gwanghwamun to Hanam (**operating**)
- Subway Line 9 | Gangnam to Hanam (**In progress**)
- Subway Line 3 | Songpa to Hanam (**In progress**)
- (Planned) GTX – D Line | Gimpo to Seoul to Hanam
GTX – F Line | Seoul (**Bokjeong**) to Hanam to Goyang
- (Under review) Wiryae-Sinsa Line | Extension (**under study, Hanam City**)

Five major expressways

- Capital Region First Ring Expressway
- Jungbu Expressway
- Seoul-Yangyang Expressway
- Sejong-Pocheon Expressway (**to be completed by 2025**
| **construction of the Hanam to Pocheon section scheduled for completion in December 2024**)
- Seoul-Yangpyeong Expressway (**to be completed by 2031**)

A city that grows together



From 1993

To 2024

Hanam on the path to becoming a self-sufficient city of 500,000 people

- Ranking no. 1 nationally in population growth rate over the past five years (2018–2023, among cities with populations over 100,000)

High-quality administrative services



Winner
of the National Brand Awards
for the Most Desirable City to Live In
awarded by Maeil Business Media Group
in 2023



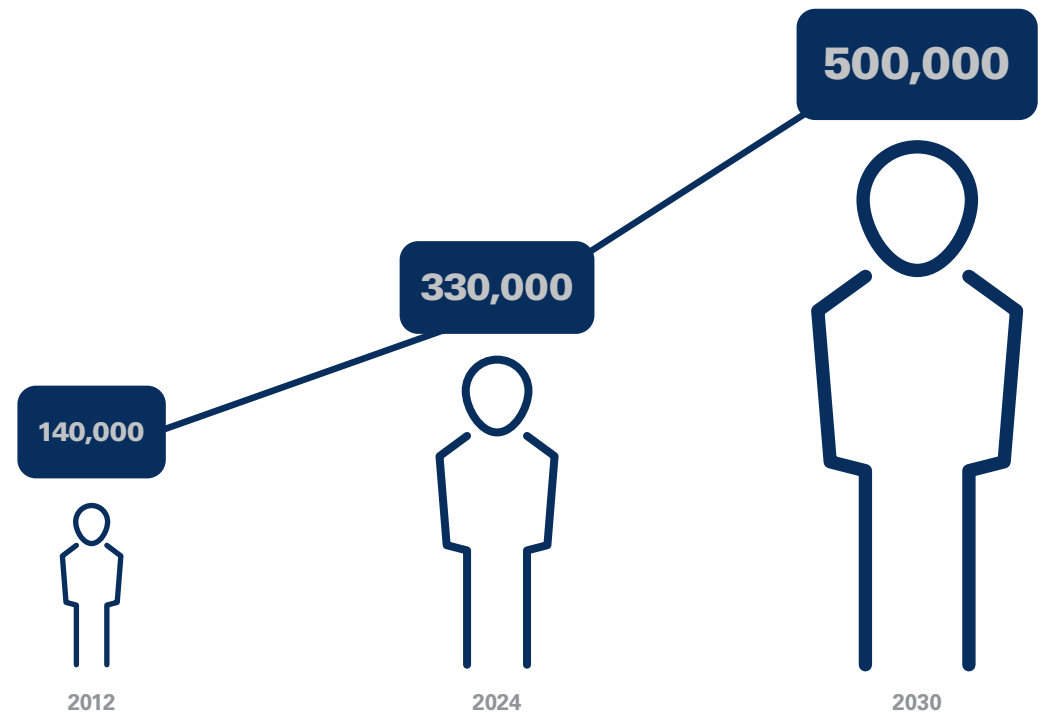
Ranked First
in the National Civil Service
Evaluation
by Ministry of Public Administration and Security
and Anti-Corruption and
Civil Rights Commission in 2023



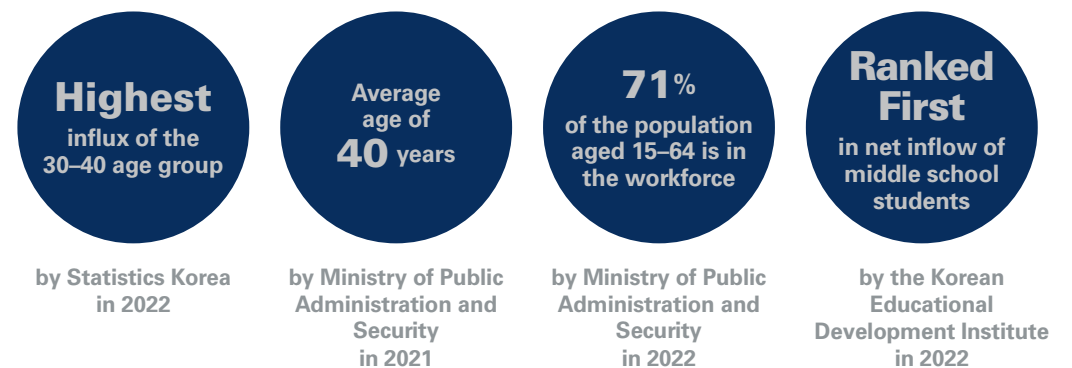
Top National Ranking
in the Livable City
Traffic Safety Index
by the Road Traffic Authority in 2022



Ranked Eighth
in the Livable City
Social Safety Index
by Money Today in 2023



A city of young talent



A city where people want to live

Home to Starfield Hanam, the first integrated shopping mall in Korea (attracting 20 million visitors annually)

Home to the only boat race park in Korea
(drawing 3 million visitors each year)



Diverse cultural infrastructure

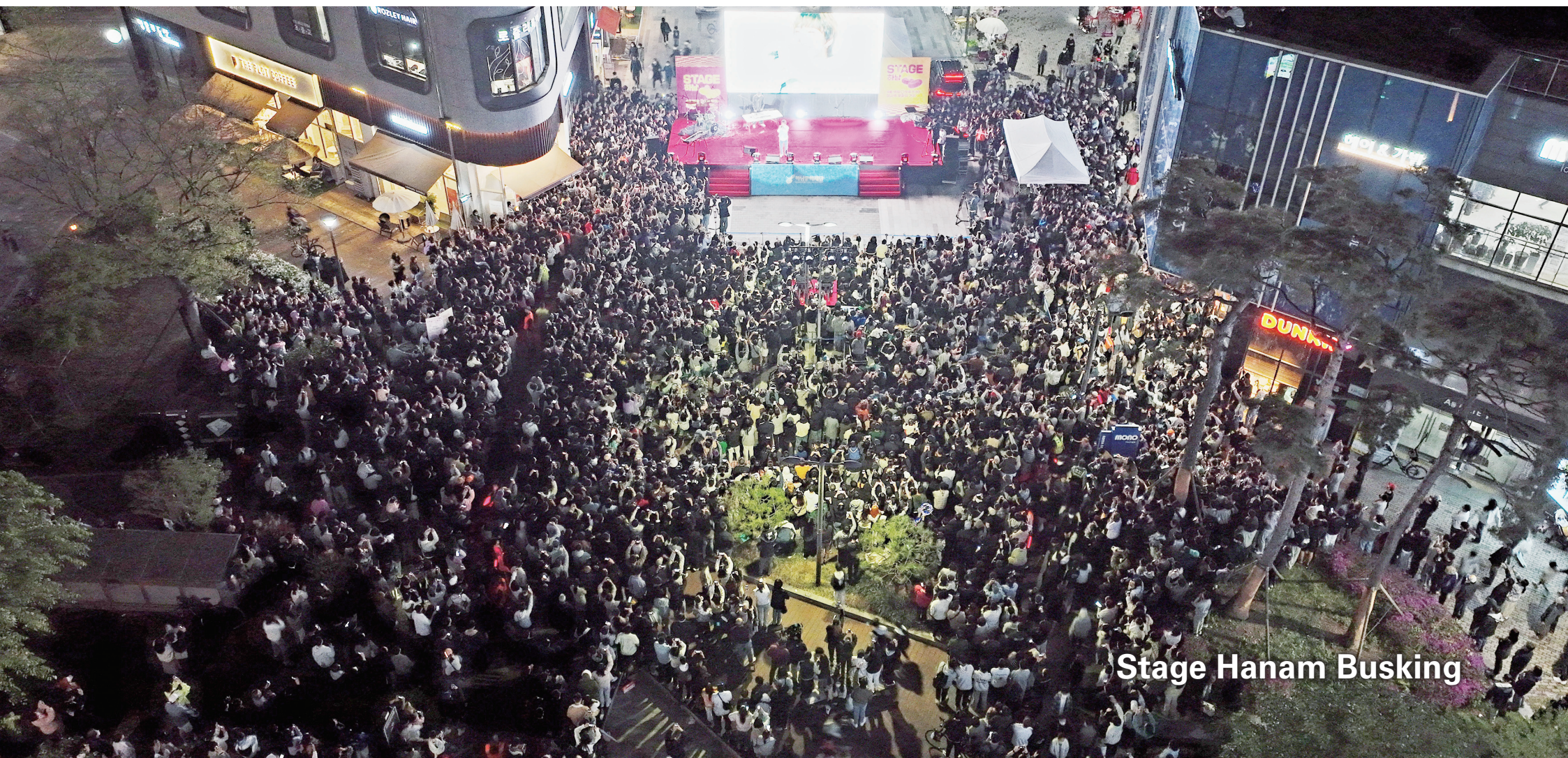
- Facilities Hanam Arts Center, Hanam Museum of History, Hanam Cultural Center, public libraries (8 in total), Community Cultural Center, and K-Star World (In progress)
- Cultural Events Busking performances (April to October, annually), Iseongsanseong Culture Festival (September to October, annually), Music in the Hanam (September to October, annually)



Misa Culture Street,
a prime commercial hub



Digital libraries offering
immersive content experiences



Stage Hanam Busking

A city where people want to walk

Pristine nature

- Nestled between the Han River, Geomdan Mountain, and Namhan Mountain Fortress, Hanam is a city of clean air and natural beauty
- Misa Boat Race Park ranked as the 7th best cherry blossom spot in the capital region (by SKT Big Data in 2023)
- Features include a 5 km sandy trails along the Han River, 9 clay walking paths



Cherry blossom trails



Geomdan Mountain hiking trails



Misa Han River sandy trails



Red clay trails

A city that is great for raising children

Excellence in nurturing talent

- Plans to build a children's center and English library for children (by 2025)
- Developing a children's traffic park (In progress)
- Implementing Hanam-style school zones, walking school buses, and school safety officer programs
- Supporting tours to top universities and major companies
- Initiatives for high school academic improvement and specialized high school programs
- Ranked first in student satisfaction within Gyeonggi-do (50.3%, Gyeonggi Social Survey in 2023)



Walking school buses



Children's Center



**TV Chosun
Management Awards**

Winner of the 2022 Education
Management Award
Winner of the 2023 Local
Administration Award



**UNESCO
Global Learning Cities**

Membership approved by UNESCO
as part of its network in 2024



**Chosun Ilbo
Happy Child Awards**

Winner of the 2022 Childcare
Policy Award
Winner of the 2023 Birth
Encouragement Policy Award



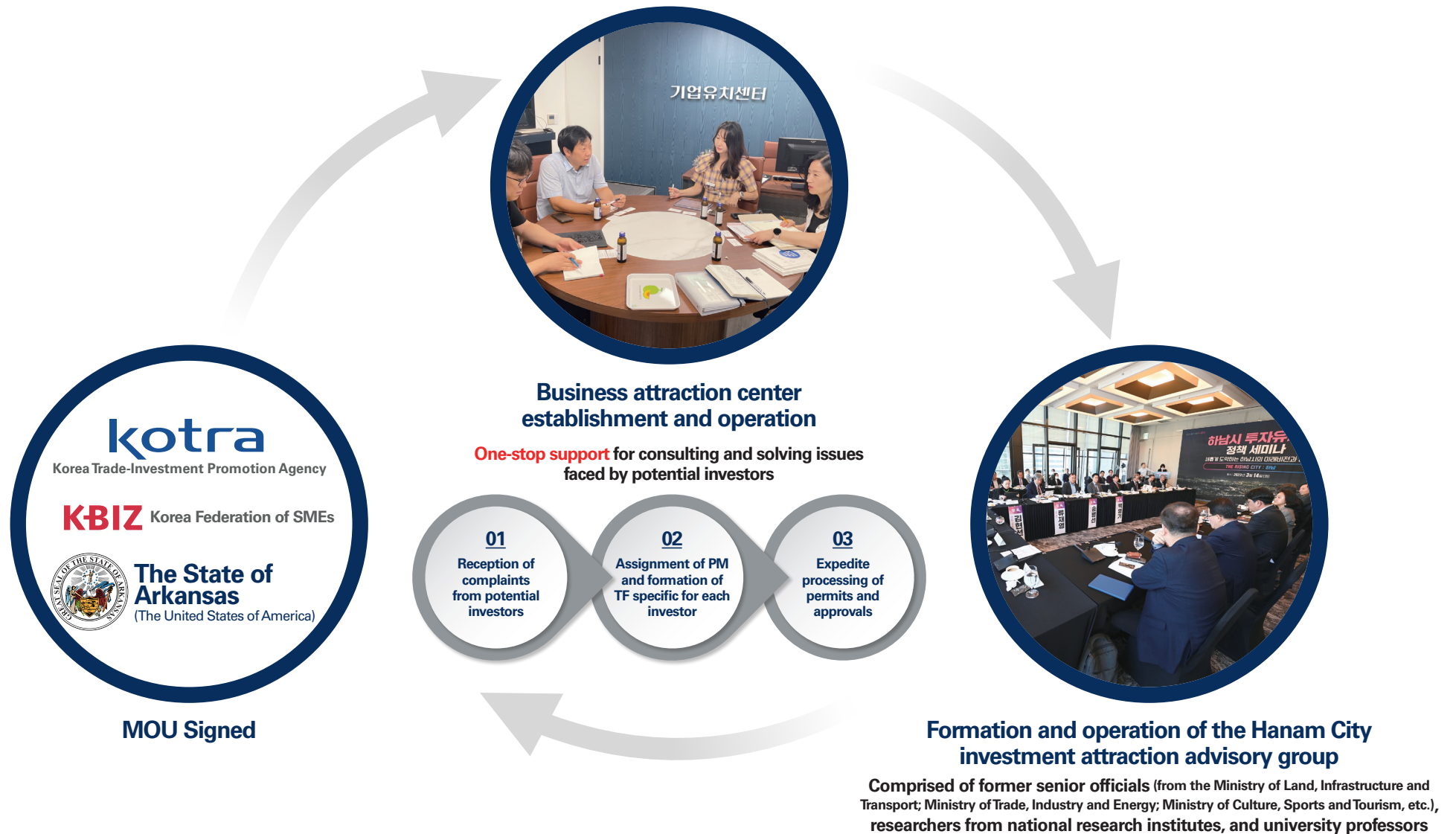
**19th Ministry of
Education Lifelong
Learning Awards**

Winner of the 2022
Prime Minister's Award



Tours to top universities

A city that is excellent for doing business



Investment incentive support

- Establishment of Hanam City ordinance on corporate investment attraction and support
- Formation and operation of the corporate investment attraction support committee

Foreign investment companies

Tax incentives

National taxes

- Exemption from customs duties, excise taxes, and value-added taxes on capital goods
- 50% reduction in income tax for foreign technicians for 10 years
- Special income tax provisions for foreign workers and regional headquarters employees

Local taxes

- Acquisition tax exempt for 15 years from the start of business operations
- Property tax exempt for 7 years, followed by a 50% reduction for the next 4 years

*subject to a minimum tax system, taxing 15% of the exempt amount

Site support

Government and public property

- Rental or sale available through private contract

Special grants

For major investment companies with an investment of over KRW 50 billion and permanent employment of over 300 employees

- Support exceeding the existing scope (with city council's approval)

Grants

Selection criteria

- **Foreign investment companies** eligible for tax incentives under Article 121-2 (1) 1 of the Act on Restriction on Special Cases Concerning Taxation
- **Domestic companies** with an investment of over KRW 5 billion or a permanent workforce of over 100 employees

Facility investment costs

- Support of 5% of the amount exceeding KRW 2 billion, up to a maximum of KRW 200 million

Employment subsidy

- After meeting the permanent employment criteria, KRW 500,000 per month for 6 months for each new hire residing in the area, up to a maximum of KRW 100 million

Training and education expenses

- After meeting the permanent employment criteria, support for training expenses of KRW 500,000 per month per employee for 6 months, up to a maximum of KRW 100 million

Domestic companies

Excellent local job creation enterprises

*Ordinance on support for excellent job creation enterprises in Hanam City

Selection criteria

- Local companies that set an example by significantly promoting employment and contributing to regional economic development

Support for outstanding enterprises

- Up to KRW 20,000,000 in support of employee welfare expenses
- Additional points awarded during the selection process for small business development fund loans
- Award of an excellent enterprise plaque (certificate)
- Priority in public procurement contracts
- Deferral of local tax audits (for 3 years)
- Discounts on parking fees at Hanam City public parking lots
(first two hours free, followed by a 50% reduction in parking fees)

Gyosan NewTown

- Prime location in the core area connecting Gangnam, Gangdong, and Pangyo
- Excellent access to public transportation makes it a hub for cutting-edge, self-sufficient industrial cities, attracting innovative technology and creative talents
- Development of a bioindustry hub and a future Fourth Industrial Revolution business cluster through a comprehensive space plan encompassing research, technology development, medical services, and community care

Project name The 3rd Phase NewTown in Gyosan, Hanam

Site area Total: 6.316 million m²
Self-sufficiency site: 0.682 million m²

Selection method Recommendations by the head of the local government, etc.

Supply period Scheduled for 2025–2026

Recommended industries

AI, IT
Industry
Convergence

Smart
Mobility

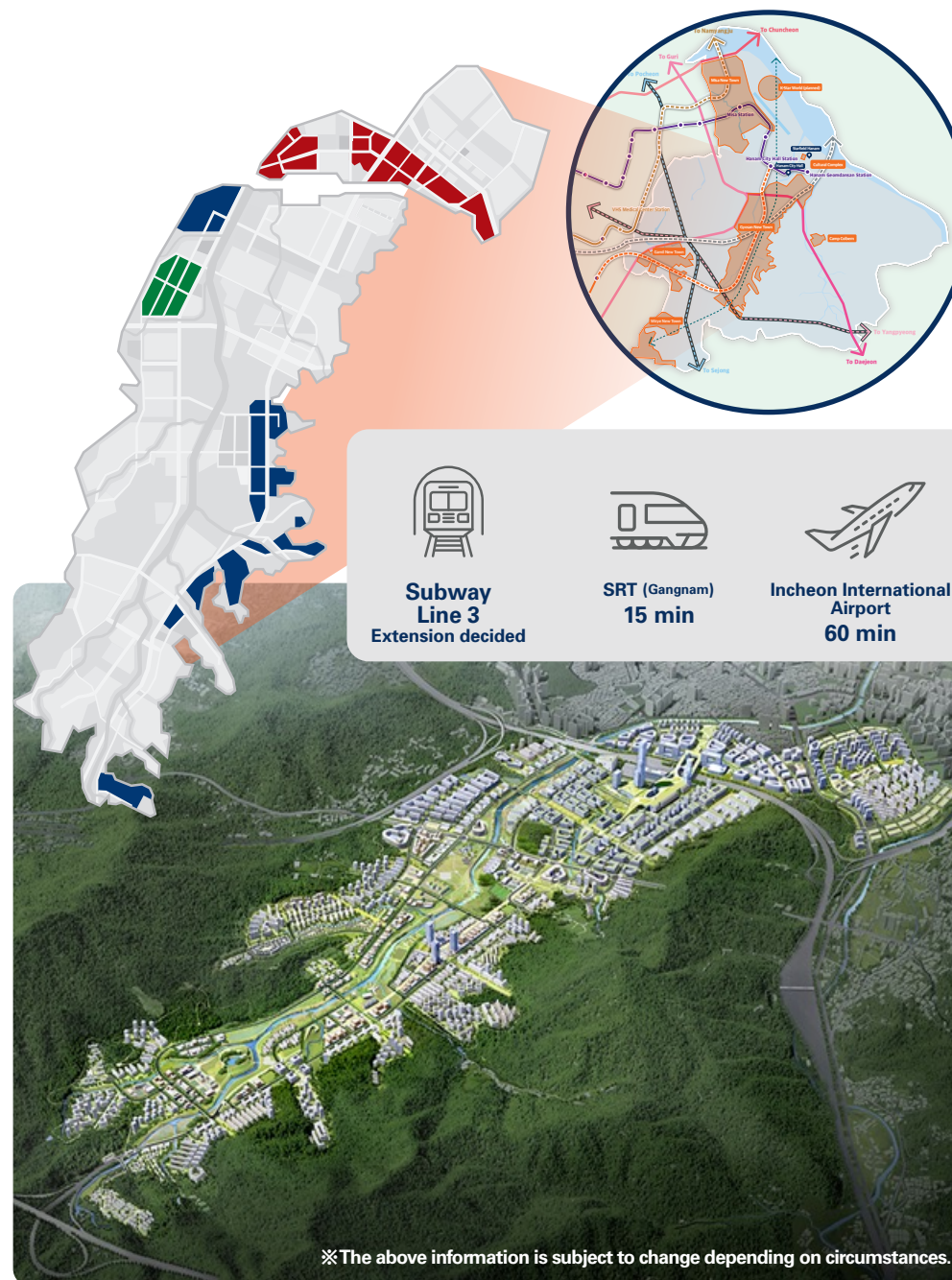
Virtual Reality
(VR) and
Augmented
Reality (AR)

K-Culture
Content
Development

Gyosan self-sufficiency site supply plan

Project implementer	Gyeonggi Housing & Urban Development Corporation	Hanam Urban Innovation Corporation	Korea Land & Housing Corporation
Self-sufficiency site area	236,805 m ² (approximately 71,633 pyeong)	100,289 m ² (approximately 30,377 pyeong)	344,979 m ² (approximately 104,356 pyeong)
Scheduled supply timing	Second Half of 2025	After 2026	In 2028

※ Cutting-edge Urban Industrial Park is planned within the new town, and the self-sufficiency site supply plan may change depending on circumstances.



Camp Colbern

- Excellent location with convenient transportation infrastructure
- Advanced industrial complex utilizing the returned US military base site

Project name	Camp Colbern Urban Development Project on US Military Returned Sites
Location	Area around # 209-9 Hasangok-dong, Hanam-si, Gyeonggi-do
Site area	251,332 m ²
Supply period	Scheduled for 2025–2026
Progress status	MOU signed with the Ministry of National Defense for purchase of land (December 2022)
Location advantages	Closest site to Seoul Gangnam (Downtown) at just 15 km Excellent metropolitan accessibility (near the Jungbu Expressway)



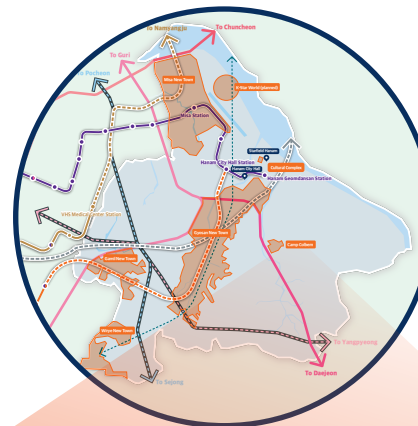
Subway Line 5
Hanam Geomdansen
Station
5 min



SRT (Gangnam)
20 min



Incheon International
Airport
60 min






※ The above information is subject to change depending on circumstances.

K-Star World

- Establishment of the multimedia cultural complex, a K-culture hub, on Misa Island

Site area	1,690,000 m ²
Project cost	Approximately KRW 15 trillion (private capital)
Project details	<ul style="list-style-type: none"> - Multimedia cultural complex - K-pop performance venue - World-class film studio
Tenant companies	Domestic and international multimedia and cultural enterprises
Expected impact	

Job creation 50,000 (direct and indirect)	Tourists 30 million domestic and international visitors	Economic stimulus KRW 10 trillion
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 Subway Line 5 Misa Station 5 min walk	 SRT (Gangnam) 20 min	 Incheon International Airport 60 min
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Efforts to advance K-Star World



Regulatory relief

- **Revision of guidelines for releasing restricted development areas** (Ministry of Land, Infrastructure and Transport, July 25, 2023)
 - Amendment to the urban and rural planning management guidelines for adjusting restricted development areas
- **The Emergency Economic Ministerial Meeting chaired by the Deputy Prime Minister for Economy** (November 8, 2023)
 - Announcement of support for fast-track administrative procedures to attract foreign investment (reducing the process from 42 months to 12 months)
- **Amendments to the 2040 Hanam City basic urban plan** (March 2024)



National policy support

- **Support from the Ministry of Culture, Sports and Tourism**
 - The Minister's commitment to actively support K-StarWorld (November 10, 2023)
- **MOU signed between Hanam City and Gangdong-gu**
 - Establishment of a cultural and multimedia industry cluster to promote mutual economic growth in the eastern capital region
- **MOU signed with KBIZ**



Intention to private sector participation

- **Hana Securities submitted a financial participation letter of intent, pledging KRW 3.5 trillion** (including KRW 200 billion in direct investment, January 2023)
- **Letter of intent submitted by KT** (August 2023)

K-Star World in the media

The JoongAng

September 10, 2023

Green Light for Hanam City's Cutting-Edge Performance Venue, MOU Signed with SPHERE

한국경제신문

November 8, 2023

SPHERE Hanam, Permitting Fast-Track by Two Years, Attracting KRW 2 Trillion Investment, "Expected to Draw 10 Million Visitors Annually"

朝鮮日報

September 11, 2023

Hanam City-SPHERE, to Drive to Attract State-of-the-Art Performance Venue

동아일보

May 21, 2023

Hanam City's KRW 3 Trillion Investment in "K-Star World" Project Takes Flight

朝鮮日報

January 14, 2024

Mayor of Seoul, "If SPHERE Comes to Hanam City, It Will Be Enjoyed by Both Seoul Residents and Residents of Gyeonggi Province."

Cutting-edge Cultural Complex & Innovation Business Complex

Cutting-edge Cultural Complex

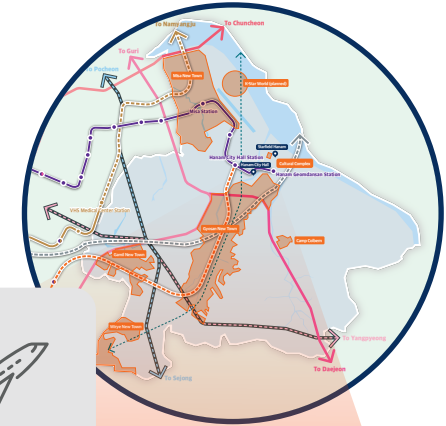
- Creation of a complex blending culture, entertainment industries, and advanced technology

Location	Area around # 108 Changu-dong, Hanam-si
Site area	Approximately 162,000 m ²
Progress status	Preliminary concept and master plan development underway
Facilities to be introduced	Cultural industry facilities, advanced performance venues, mixed-use commercial and office spaces

Innovation Business Complex

- Strategically located adjacent to Starfield Hanam with a high foot traffic

Location	# 610, 610-1 Sinjang-dong, Hanam-si ※Situated directly opposite to Starfield Hanam
Site area	Approximately 11,758 m ²
Project method	Land sale
Supply method	Open competitive bidding
Recommended industries	<div>Entertainment</div> <div>Animation</div> <div>Metaverse</div>





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