

# HYUNDAI ELEVATOR

QUARTERLY NEWSLETTER

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## COVER STORY

### **Ultra high-speed elevator that captivated the hearts of Russians**

Iset Tower in Yekaterinburg, Russia

## HOT ISSUE

### **Hyundai Elevator H.Solution,**

proposes the fastest, most efficient way to move

## HDEL PEOPLE

Halo, Apa Kabar! We are Hyundai Elevator Indonesia!



# Ultra high-speed elevator that captivated the hearts of Russians

Iset Tower in Yekaterinburg, Russia

Using its world-class technology, Hyundai Elevator successfully installed Russia's first ultra high-speed elevator. In this edition, we look into 'Iset Tower,' an extravagant multi-purpose complex in Yekaterinburg, Russia's largest heavy industrial city, and how Hyundai Elevator secured the contract to install its elevators in the building.



## Moving ahead, straight and true.

### Hyundai Elevator in Russia

Yekaterinburg sits to the east of the Ural Mountains, a mountain range that serves as the border between Europe and Asia. As the last stop on the western end of the Siberian Railway, it is a junction of railways and airports, and a hub for various industries, cultures, and science. Yekaterinburg is also the largest heavy industrial city in Russia. But perhaps more importantly, the city is home to 'Iset Tower,' one of Hyundai Elevator's key construction sites in Russia. Iset Tower has 52 floors above ground, and at 209m, it boasts a stunning view as the tallest luxury multi-purpose complex in the Urals and Yekaterinburg. Iset Tower features a variety of amenities, including a spa, swimming pool, and a movie theater. On the lower levels, the building is home to multiple restaurants and shops. Designed by the Werner Sobek Group, Iset Tower has three different types of facades, meaning that the building serves up a different look depending on the vantage point. Not only that, Iset Tower was designed to withstand the freezing Russian winter which can drop to minus 35 degrees Celsius.

### Adding Hyundai Elevator to the northern most tallest building in the world!

Commissioned by the Ural Mining and Metallurgical Company (UMMC), one of the largest steel corporations in Russia, construction of Iset Tower began back in 2010. Hyundai Elevator used its local dealer and submitted proposals to UMMC from 2011, but failed to elicit a response. The reason being, that Hyundai Elevator had no prior experience involving ultra high-speed elevators in Russia. The company, however, refused to let an opportunity to install ultra high-speed elevators slip through

its fingers that easily. It continued to submit new proposals. In addition to continuously updating its overseas business performance, Hyundai Elevator also provided technical information related to elevators necessary for construction purposes. Finally, in 2013, after nearly two years of perseverance, Hyundai Elevator succeeded in signing a contract for six elevators for Iset Tower, including elevators capable of operating at 6m/s and 3.5m/s. It was the first ultra high-speed elevator contract from Russia. Refusing to give up and putting in the effort to satisfy its clients had come through, producing a great result for Hyundai Elevator.



### Mini Interview

Staff, local Hyundai Elevator dealer in Russia

### "It's a tough market, but we will turn crisis into an opportunity and make inroads into Russia!"

Since the EU-US sanctions against Russia, which began in 2014, the Russian government has used the sanctions against imports as an opportunity to develop various sectors of its own industry. Moreover, market conditions, including high exchange rates, rising railway logistics costs, have been extremely unfavorable to Hyundai Elevator. Despite difficult market conditions, however, we plan to expand the market base by focusing on



the high-speed elevator market, which is a strong selling point for Hyundai Elevator.



# Hyundai Elevator

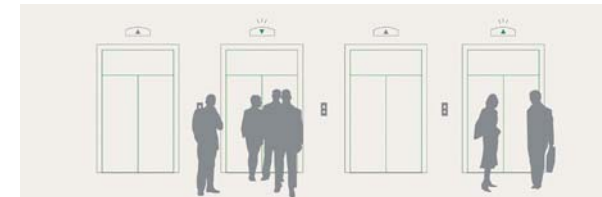
## H.Solution,

proposes the fastest,  
most efficient way to move

With the development of science and technology, especially artificial intelligence, our lives, in almost every respect, are becoming more convenient. Even elevators, which seem to be straightforward machines from the outside, have been infused with artificial intelligence to help them move more quickly and efficiently. H.Solution is a “moving solution” developed by Hyundai Elevator which uses artificial intelligence to ensure its elevators operate most efficiently. More specifically, H.Solution features a Group Control System and a Destination Selecting System.

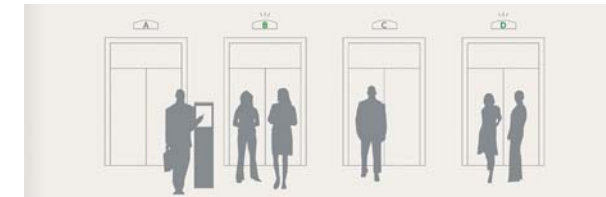


### GROUP CONTROL SYSTEM



The Group Control System is a system that manages and controls several elevator units in a group. The System uses Hyundai Elevator's existing elevator call method, but it designates the fastest elevator each passenger can take. A passenger can press the up/down button and take the elevator that arrives on the platform first. Once inside the car, the passenger can press the desired floor. The System then identifies the elevator traffic inside the building, and operates several elevators in the most efficient combination. This makes the Group Control System perfect for apartments, small and medium offices, and shopping malls with up to 1,000 persons permanently stationed inside the building.

### DESTINATION SELECTING SYSTEM



The Destination Selecting System is a more advanced version of the Group Control System. It operates elevators so that passengers with the same destination can take the same elevator. This state-of-the-art system not only reduces waiting time and traveling time, but also improves the operational efficiency of elevators in buildings with high floating populations. A passenger can select the desired destination from the platform and board the elevator that arrives. It minimizes the number of stops, cuts down traveling time, reduces waiting time, and eliminates congestion in the lobby area. The System can increase the operational efficiency of elevators by up to 20~30%. This makes the system suitable for high-rise buildings, small and medium offices, and shopping malls with more than 1,000 persons permanently stationed inside the building.



### What makes H.Solution so special

First of all, Hyundai Elevator's H.Solution uses the latest artificial intelligence technology. Second, H.Solution identifies its environment and the characteristics of each building to offer a customized system. Third, the system provides customized designs that can reflect the characteristics of various designs used in each building. Hyundai Elevator offers a number of custom-designed input devices, including the iF Gold Award-winning world-renowned design award touch-screen input device, that can help maximize customer satisfaction.





Korea

## Hyundai Elevator hosts 2018 Business Planning Workshop



The two-day 2018 Business Planning Workshop got under way from November 30 to December 1 at Bloomvista (Gyeonggi-do, Korea). 24 Hyundai Elevator executives, including CEO Bob Jang, Vice President Kim Byeong-hyo, and the Heads of each business line attended this year's workshop, during which the company reviewed its performance in 2017 and presented its overall plans for 2018. Also, each subsidiary and business division presented its business plans for the coming year.



Korea

## Hyundai Elevator hosts the 2017 Matching Grant Scholarship Award Ceremony



On November 23, Hyundai Elevator hosted the '2017 Matching Grant Scholarship Award Ceremony' at its Hyundai Asan Tower head office in Korea. This year, Hyundai Elevator selected 23 middle school and high school students from Icheon (Gyeonggi-do) and Cheonan (Chungcheongnam-do), each home to the company's head office and its logistics center respectively, and also from Yangyang (Gangwon-do), where Hyundai Elevator has signed a "one company-one city" deal. In total, the company spent 21 thousand dollars as part of its scholarship initiative with each scholar receiving 920 dollars. Funds are sourced using a matching grant system. More specifically, less than KRW 1,000 (about 1 dollar) from each employee's salary is deducted and aggregated. Then, the company "matches" this aggregated employee fund to create the final scholarship base. Starting in 2009 with six students, Hyundai Elevator has selected 125 students and awarded a total of 100 thousand dollars in scholarships.



Korea

## TDR S-1 Team completes development of 'Innover-e150' project



In November, Hyundai Elevator successfully concluded 'Innover-e150,' a project aimed at developing an expanded model for Innover. 'Innover-e150' is a project to enable the company to apply its Innover model, which was previously applicable only to existing low-speed (less than 1.75m/s) elevators, to 2.5m/s elevators. The project, initiated by the TDR S-1 Team, was developed and tested for more than a year. With the project, Hyundai Elevator not only expanded its application of the Innover model, but also simplified the roping structure and standardized the counter weight to improve the installation process. In addition, the company strengthened its competitiveness in the market by adding options such as hall buttons and reinforcement materials for elevator platform doors.



Shanghai

## Hyundai Elevator's Shanghai subsidiary develops service management system



Hyundai Elevator's Shanghai subsidiary introduced a new service management system to help the company redefine its sales process for service parts and to reestablish the groundwork for customer management. The new system was designed to integrate and manage data from service systems not only in China, but also systems at overseas subsidiaries and the company's head office in Korea. Additionally, the system was developed to help improve the sales and inventory management of parts, and to collect data on the number of malfunctions reported in China and how those malfunctions were processed.



Korea

## Hyundai Elevator hosts the 2017 CoP Performance Presentation Event



Hyundai Elevator hosted its 2017 Community of Practice (CoP) Performance Presentation Event on November 21 at the Seminar Room (1F) inside the company's head office in Korea. Business Support Division Managing Director Lee Jeong-han and Manufacturing Division Managing Director Park Yeong-gi attended the event as part of the panel to evaluate the presentations made by six different teams. The Grand Prize went to the 'Embedded AI Research Group' which researched the development of an AI Chat bot capable of checking the status of elevators by voice commands and text chats. Meanwhile, second place (two-way tie) went to the 'H.C.S Research Group' and the 'Installation Inspection Standardization Research Group.'



Korea

## Sonkimland from Vietnam visits Hyundai Elevator's head office in Korea



Four members of Sonkimland, a real estate developer in Vietnam, visited Hyundai Elevator's elevator installation sites across three days from November 23. Hyundai Elevator signed a contract with Sonkimland last September to supply seven elevators. The delegation visited Korea to inspect elevator installation sites capable of serving as a frame of reference for the elevators to be installed in Vietnam. Specifically, the delegation visited sites including Hyundai Asan Tower, Kimpo International Airport and the Korean Air office where car elevators were being installed, the German GOETHE Institut in Seoul which featured a corner post, and Lotte Tower.



# Hyundai Elevator, which is close to us everywhere in the world!



## 01 Vietnam, D CAPITAL

- **Project Owner:** Vin Group & TanHoang Minh Group
- **Site:** Hanoi
- **Date of Award:** September 2017
- **Units:** 49 units
- **Speed:** 3.5m/s(24), 3m/s(20), 2.5m/s(5)
- **Building Characteristics:** Residential



## 02 Philippines, SM FOUR ECOM

- **Project Owner:** SM Prime
- **Site:** Manila
- **Date of Award:** August 2017
- **Units:** 42 units
- **Speed:** 1.75m/s
- **Building Characteristics:** Office



## 05 Costa Rica, OXIGENO

- **Project Owner:** Van Der Laat y Jimenez Compania Constructora
- **Site:** San Francisco de Heredia, Costa Rica
- **Date of Award:** October 2017
- **Units:** 60 units
- **Speed:** 1.5m/s
- **Building Characteristics:** Compound shopping center



## 06 Egypt, GARDEN HILLS 1

- **Site:** Giza Governorate
- **Date of Award:** September 2017
- **Units:** 20 units
- **Speed:** 1m/s
- **Building Characteristics:** Residential



## 03 Saudi Arabia, MK-955: AL THAKHER

- **Project Owner:** Thakher Investment and Real Estate Development Co.
- **Site:** Makkah
- **Date of Award:** October 2017
- **Units:** 48 units
- **Speed:** 2.5m/s
- **Building Characteristics:** Hotel



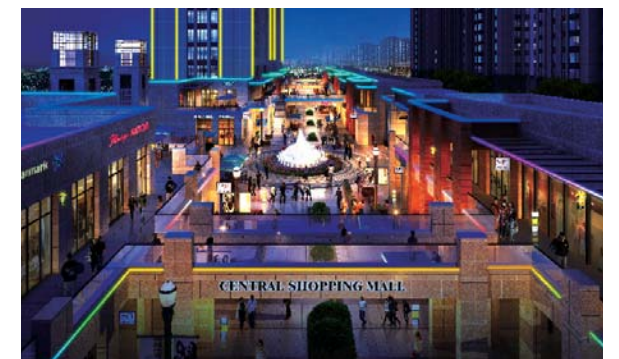
## 04 Bangladesh, IPCO-RETAIL SHOPPING

- **Project Owner:** United Group
- **Site:** Dhaka International Airport Nearby
- **Date of Award:** July 2017
- **Units:** 9 elevators, 24 escalators
- **Speed:** 1.75m/s(6), 1.5m/s(3)
- **Building Characteristics:** Compound shopping mall



## 07 Venezuela, TORRE Q

- **Project Owner:** Centro Empresarial Torre Q
- **Site:** Caracas, Venezuela
- **Date of Award:** September 2017
- **Units:** 7 units
- **Speed:** 1m/s, 1.5m/s
- **Building Characteristics:** Office



## 08 China, Anhui Suzhou Sixian Kangzhuangjiayuan & Sixian Chuangu Industrial Plant

- **Project Owner:** Sixian Hongxiang Construction & Development Co., Ltd.
- **Site:** Anhui Province Suzhou City Sixian
- **Date of Award:** October 2017
- **Units:** 129 units
- **Speed:** 1.75m/s, 1.5m/s
- **Building Characteristics:** Residential, Shopping mall



# Halo, Apa Kabar! We are Hyundai Elevator Indonesia!

Established in 2013, PT Hyundai Elevator Indonesia (HELIN), is a subsidiary of Hyundai Elevator in Indonesia, and provides after sales (service/maintenance and part-repair) activities for Hyundai elevators, escalators and moving walkways in Indonesia. Our Head office in Central Jakarta provides support services, and we have 3 branches (Surabaya, Bandung and Bali) and resident technicians throughout greater Indonesia. At present, more than 2800 units are under the maintenance care of HELIN.

The Indonesian subsidiary is composed of 5 departments: Service Sales, After Sales Service, Operation, Finance and HR&GA departments. In this edition, we would like to introduce you to the HR&GA department, as it forms the basis of the company. It is the department that handles many necessary functions related to business. It is instrumental in ensuring labor law compliance, maintaining records, and conducts tasks related to hiring, training, and compensation, and provides assistance and help with the handling of specific performance issues. The functions that HR&GA carries out are critical because without those functions being completed, the company would not be able to perform essential tasks related to management and staff.

The department is composed of 2 teams, HR and GA, with 6 members (1 Department Head, 2 Supervisors, and 3 staff). The mission of human resources is to support our company's values, vision, mission and meet the company's goals through its most valuable resource - its PEOPLE.

In order to develop personnel and instil the company's values (as HQ Global Vision & Values), this year we proclaimed our

commitment to "SERVICE EXCELLENCE" at the New Year Gathering in January. To increase awareness about Service Excellence, we are engaged in the following exercises:

- 1) Providing Service Excellence Training for Supervisors,
- 2) Appointing a Service Excellence Ambassador who will provide training to all technicians,
- 3) Bestowing a "Service Excellence Award" for employees who provide the best services to internal/external customers.

To cultivate talented individuals and develop their skills and knowledge, in order to be competitive, we provide External Training, such as the Leadership Training Series for those above Supervisor level; Sales Warrior Training for the Sales and AR team; Serving with Heart Training for the Operation and After Sales Service Dept.; Mind Map training for those above the Supervisor level; and Regular Internal Training, such as Technical training, Safety training, English training and Service Excellence training for technicians. We have also created an Internal Newsletter in order to enhance communication among our employees, provide up-to-date information, and share news about company activities. In order to promote employee participation and engagement, there are 3 big events every year. These are the New Year Gathering, Halal-Bihalal (after Muslim festive days) and End of Year Gathering (Christmas). In addition, we also conduct team meetings to build trust and promote a good team spirit, examples of which are team lunches/dinners, leaders' dinner events, sport activities, and team outings.



1. HR&GA Outing 201
2. Leadership Training 2017
3. Our CEO visit to Jakarta Office

Left to right: Mr. Fahlawi, Mr. Edward Julianus, Mr. Jo Dae Shik, Mr. Choi Jin Hyeok, Ms. Listi Andriani, Mr. Bob Jang, Ms. Eviliani, Mr. Momong Wibowo, Mr. Song Ki Ju, Mr. Hwang Hak Gu.

## Introduce HR&GA Team members



**Listi Andriani**  
HR & GA Department Head



**Virgin Mulianti**  
GA SPV



**Risky Sagita**  
HR SPV



**Halim**  
IT Staff



**Jessica Gumulya**  
HR Staff



**Franciska Natalia**  
GA Staff



## Traditional Food of Indonesia! The famous dish, "Nasi Goreng and Sate"

We would like to introduce Nasi Goreng and Sate Ayam. Nasi Goreng literally means "fried rice" in Indonesian, and can refer simply to fried pre-cooked rice, a meal including stir fried rice prepared with a small amount of cooking oil or margarine, typically spiced with kecap manis (sweet soy sauce), shallot, garlic, ground shrimp paste, tamarind and chilli and accompanied by other ingredients, particularly eggs, chicken and prawns. There is also another kind of nasi goreng which is made with ikan asin (salted dried fish) which is also popular across Indonesia. Nasi goreng is sometimes described as Indonesian stir-fried rice, although it is also popular in Malaysia, Singapore and Brunei. It is distinguished from other Asian fried rice recipes by its aromatic, earthy and smoky flavor, owing to the generous amounts of caramelized sweet soy sauce and powdered shrimp paste, and the taste is stronger and spicier compared to Chinese fried rice.

Satay, or sate in Indonesian spelling, is a dish of seasoned, skewered and grilled meat, served with a sauce. Satay is a very popular delicacy in Indonesia; the country's diverse ethnic groups' culinary arts (see Indonesian cuisine) have produced a wide variety of satays. In Indonesia, satay is a popular street food, and it can be obtained from travelling satay vendors, from street-side tent-restaurants, in upper-class restaurants, or during traditional celebration feasts. In Malaysia, satay is a popular dish - especially during celebrations - and can be found throughout the country.



# Happy new year!



Let's Learn is a section where you can learn the local languages of countries where our local incorporations are located. Access the QR code with your smart phone to listen to the language of the country spoken by the members of incorporations in a video clip.

새해 복 많이 받으세요.  
saehae bog ma-ni badeuseyo.

KOREAN



Portuguese



Feliz Ano Novo

新年快乐  
xīnniǎnkuàilè

Chinese



Vietnamese



Chúc mừng năm mới

İyi Seneler

Turkish



Bahasa Malaysia

We wish everyone happy new year!



Indonesian

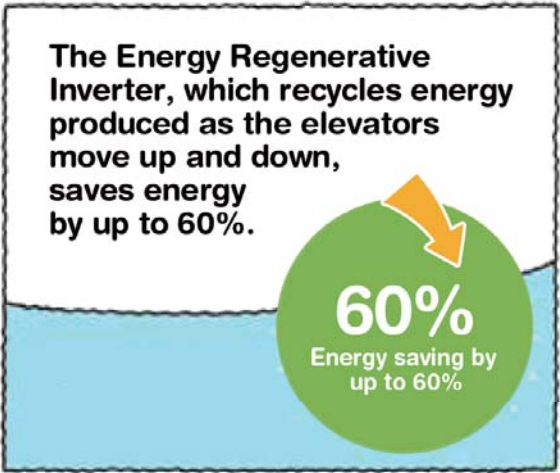
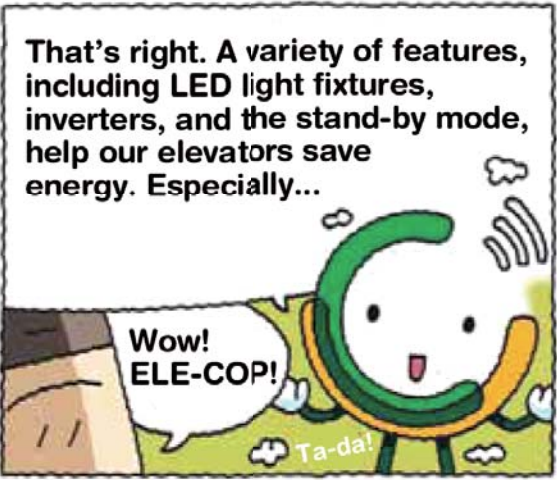
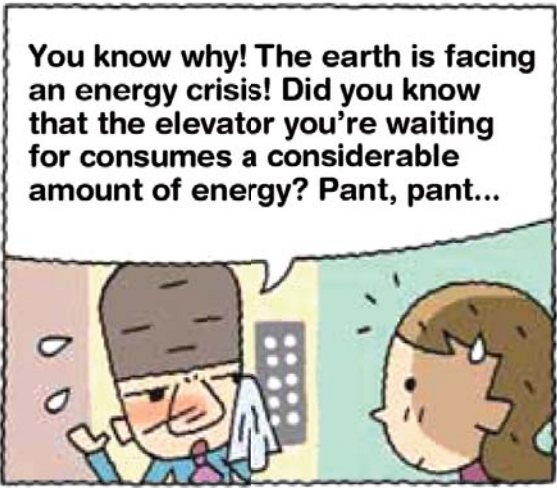


Kami mengucapkan  
Selamat Tahun Baru



Ele-Cop

# Elevators save energy!



\*Ele-Cop is the Service Character of HDEL.



# 2017 Hyundai Elevator AWARDS

It only feels like yesterday that we welcomed the New Year with fresh and ambitious plans, but 2017 is already coming to an end, and 2018 is right around the corner. Instead of regretting what we did or did not do in 2017, let's end the year by looking at our achievements and taking a moment to feel proud about our accomplishments.

Here are some infographics to remind you of Hyundai Elevator's major news events over the past year.

January



### ***Dawn of a new era, with new vision slogan 'Go GLOBAL'***

- A strong first step towards becoming a Global Top-7 company by 2020
- 3 core values: Service Excellence, Global Competence, Respect Talent

March



### ***Hyundai Elevator becomes first in the elevator business to win Gold at the 'iF Design Award'***

- 'ANYVATOR' earned top marks in the professional concept criteria! proves competitiveness in design at a global level
- Used ultra-large displays and multi-touch to resolve limitations experienced by under-served users such as children and the disabled
- 'Parking signal device' received Discipline Product Award

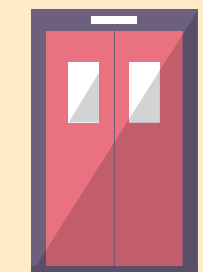
June



### ***Hyundai Elevator opens its official 'Facebook' account!***

- Hyundai Elevator opened its official Facebook page to stimulate communication between staff and customers
- Various news items from within/outside Hyundai Elevator posted on the Facebook page

June



**x 2,000**

### ***Number of elevators installed for a single month reaches 2,000 units***

- Installed more than 2,000 elevators in a single month for the first time in Hyundai Elevator history
- Installed a total of 2,128 units in June
- A 19% increase over the same period last year. A 15% increase over the previous month.

December



### ***Hyundai Elevator opens new HR system 'Elis'***

- Hyundai Elevator opened 'Elis,' its new HR system, on December 4 at its corporate headquarters in Korea (Hyundai Elevator will offer Elis globally soon)
- The new system automatically processes organizational management functions and administrative tasks from the existing HR system and offers self-service options

September



### ***Hyundai Elevator first-half sales increases 20.1% over previous year***

- With sales revenue at 770 million dollars and operating profit at 83 million dollars, Hyundai elevator increased its revenue and profit by 20.1% and 16.8% respectively compared to the same period last year.
- The company also increased orders for new installations and remodeling by 11.3%. Paid maintenance business also showed steady growth at 4.5%.



