

KYUNG BANG

Limited

September 2013



Table of Contents

- I . Company Introduction**
- Ⅱ . Overview of Times Square**
- Ⅲ . Development Process**
- Ⅳ . Meaning of Development**
- V . Times Square MD**

I . Company Introduction



KYUNG BANG

- 1 The 1st Cotton Textile Company of KOREA**
- 2 The 1st Corporation of KOREA**
- 3 The 1st Listed Company in KOREA's Stock Market**
- 4 The 2nd Longest-running Company in KOREA**
- 5 Development and Management of the 1st Complex Shopping Mall in KOREA**

I. Company Introduction



◀ Kyungsung Jiknew
(1910), matrix of
Kyungsung Bangjik

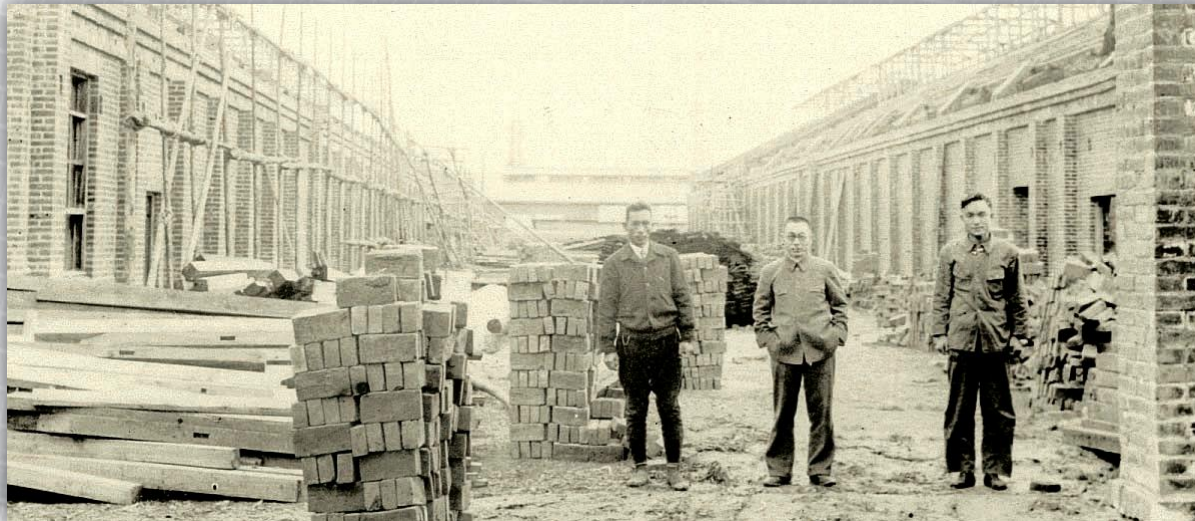


First registered
trademark
▶ “Taekuksung”

· October 5, 1919
Founded Kyung Bang

· March 1920
Constructed Youngdeungpo factory

· 1924.
Registered trademark



I. Company Introduction



· June 1950
Destroyed in the Korean War

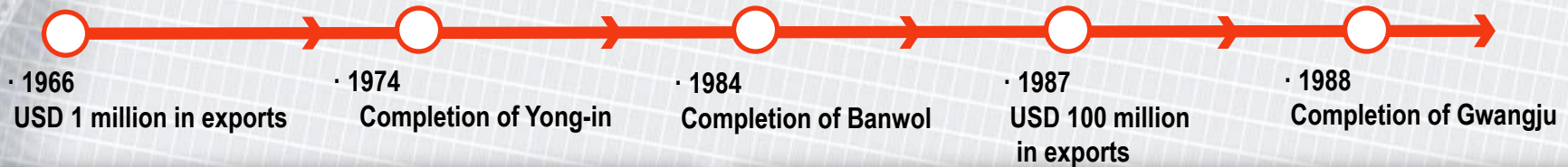


· September 1951
Started reconstruction



· 1961
Completed 3rd reconstruction

I. Company Introduction



I. Company Introduction



- 1994
Opening of Kyung Bang Phill
Department



- October 2001
Opening of Woori Home Shopping



- August 2004
Signed an agreement on founding FMT
with Fubang Group, Taiwan

I. Company Introduction



• 2006
Began construction
of Times Square

• September 2009
Times Square's grand opening
/ 90th anniversary of the company's
corporate foundation

• 2012
Completion of factory in Vietnam



II. Overview of Times Square

Korea's No. 1 Shopping Mall Times Square



Overcoming limits of an ordinary shopping mall. Along with department stores, multi-plex, shopping mall and restaurants, Times Square utilizes spacious terrace, fountains and gardens to combine nature with modern concept space to create a lifestyle center.

II. Overview of Times Square

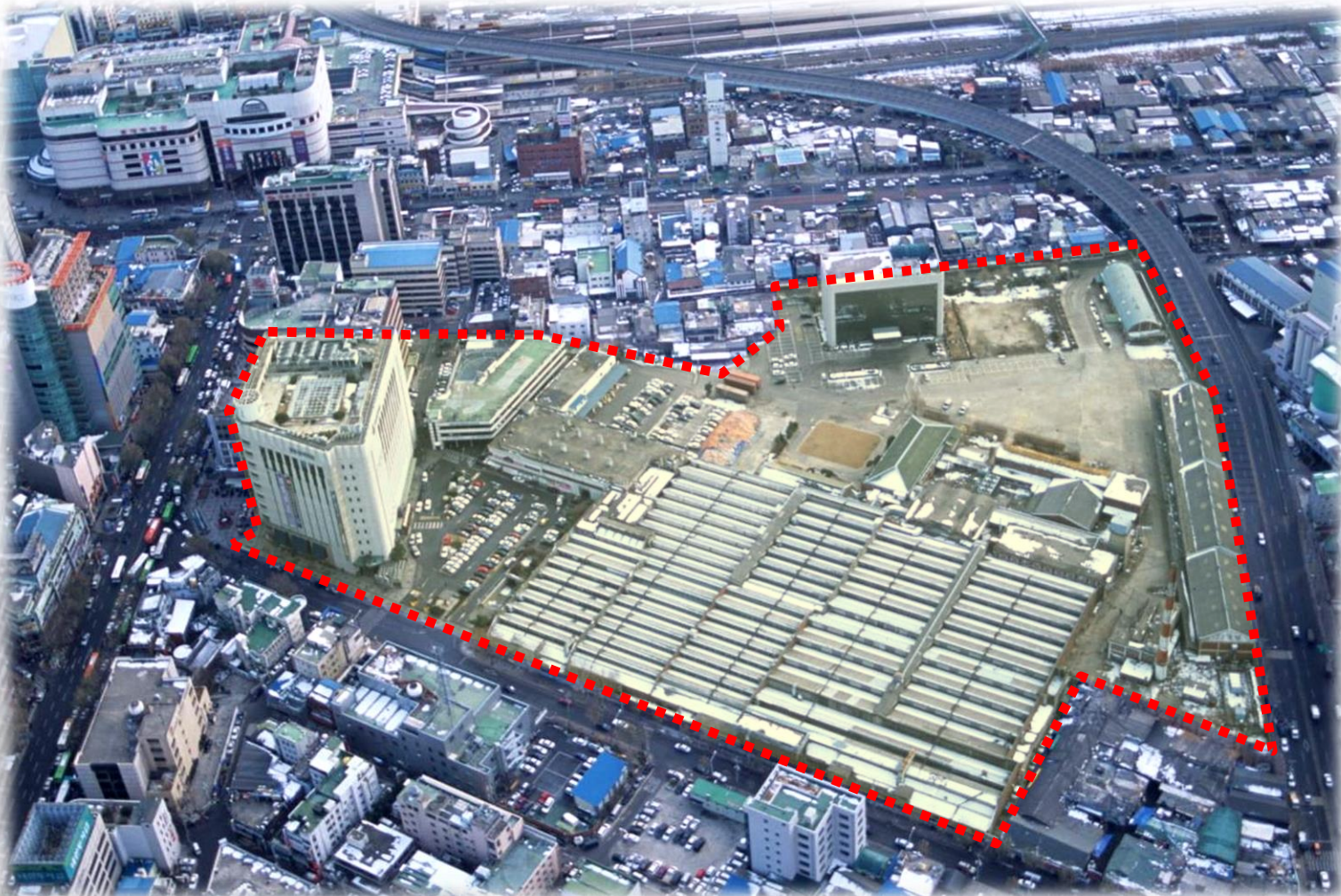
- New Landmark in Seoul



- ▶ Opened in [September 2009](#),
- ▶ Times Square is Korea's largest shopping mall consisting [340,000m²](#) of space
- ▶ As Korea's first modern integrated distribution center,
Times Square's shopping center/hotel/convention/wedding/culture/entertainment/fitness
and other various facilities will satisfy customer needs and life style

II. Overview of Times Square

Site View (Before Development)



II. Overview of Times Square



- Land Size : 44,291.10m²(13,400py)
- Building Area : 26,329.33m²(7,964py)
- Landscape area : 7,721.02m²(2,336py)
- Privately owned public space : 6,752.35m²(2,042py)
- Lot Coverage Ratio : 59.45%
- Gross Floor Area : 340,895.38m²(103,120py)

III. Development Process

·Good Locational Environment



- Located in a major commercial area (southwestern part of Seoul)
- Large neighboring population and high floating population ratio
- Key position in wide-area traffic where roads and subways are connected

·Institutional Environment



- Urban planning role (plays the role of the core of a wide-area life zone)
- Redevelopment of the neighboring decrepit factory zone is being progressed actively

Key Factors of Development

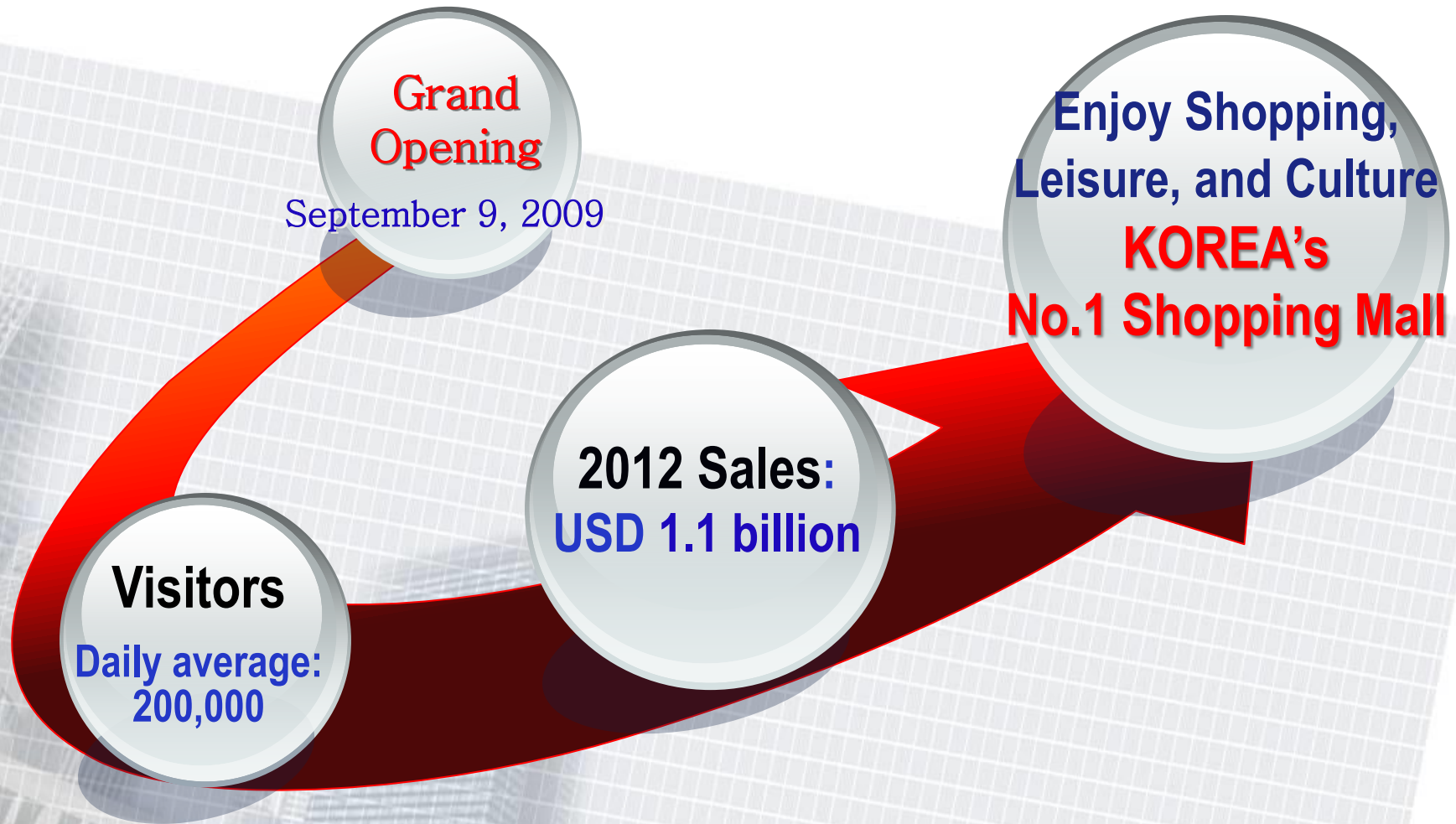
·Market Environment

- Shopping culture centered on department stores, supermarkets, and traditional markets
- Lack of complex shopping malls
- Expectations for new types of distribution (underdeveloped distribution industry)

·Internal Environment

- Seeking for transition from manufacture-centric industries to high-value-added industries
- Accumulated understanding and know-how In the distribution industry (operating department store and home shopping)

Ⅲ. Development Process



IV. Meaning of Development

In terms of urban planning

Removal of large factories which used to be traditional base industry,

New accommodation and support facilities

Increase of living population

Urban peripheries are becoming centric locations

To provide a role model for urban restoration

In terms of the industry/economy

Expansion of commercial area of distribution

To introduce new advanced business models for distribution

☞ Western-type shopping mall concept
+ Expansion of industrial combination
+ Application of Korean-type operation methods

Method of construction and parceling out of shopping mall
▶ To change to a 100% lease method

In terms of the company (Kyung Bang)

To maintain and develop tradition and history

To diversify businesses

Turning point for another leap In the 90-year history of Kyung Bang

V. Times Square MD

- One Stop integrated distribution center that will satisfy your needs

Times Square is composed of shopping space, housing space, food space and cultural space. It allows its visitors to enjoy a trendy life style with a one-stop visit.

Shopping On!

1. Shopping Zone

Department Store
Discount Store
Retail, Luxury Shop

Stay On! Beauty On!

2. Wellness Zone

Hotel, service shop
(health care, beauty care)

Food On!

3. Food Zone

High quality
restaurants, coffee
shop . . .

Event On! Refresh On!

4. Culture Zone

Movie theater, book store,
garden, concert hall,
wedding hall



V. Times Square MD

Shopping On

**One Stop, All Day Shopping Haven !
(TAX REFUND Available)**

▶ Korea's largest luxury shop

- 2,000 pyung in size-Korea's largest
- Twenty full collection luxury brand shops
(LOUIS VUITTON, CARTIER, GUCCI, PRADA and others)

▶ Multi Shop/Mega Shop (Flag Shop)

- Global SPA brand shops such as Uniqlo and Zara
- High fashion item from famous large/medium-sized brands
- Total line exhibition of different brands

▶ Department store("Shinsegae")

- Cosmetics, accessories, fashion, furniture, interior, sports and others
- More than 500 local / international high-end brand

▶ Discount store ("E-Mart")

- Korea's best discount shop

▶ Street Fashion

- Road shop brands with various styles and affordable cost



V. Times Square MD

Stay
On

Courtyard by Marriot Hotel
opened in Times Square
for the first time in Korea!

Courtyard Hotel is one of
Marriott Hotel's chain
brand-consisting of 3,400
Hotels in 70 countries
around the world.



Five underground floors and 15 floor

- ▶ 4th floor: 6 meeting rooms
- ▶ 5th floor: Main lobby, "MoMo Café" Restaurant, MoMo Lounge, "Take-out" Corner
- ▶ 6-15th floor: 283 guestrooms (10 suites, 273 deluxe rooms)



V. Times Square MD

Beauty On

Change your look top to bottom at Times Square !

- ▶ **Korea's famous cosmetic shops**
(The Face Shop, Etude House, Banila Co., and others)
- ▶ **Professional beauty salon** – Esthetic salons for massages, hair salon, nail salon
- ▶ **Korea 's traditional diet clinic** – “Jaseng Oriental Medicine Hospital”
- ▶ **Beauty clinic** – plastic surgeon, dermatologist, professional whitening dentist



V. Times Square MD

Food On

Times Square captured flavors from various parts of the world – It satisfies customer's taste by providing various tastes that ranges from casual to premium restaurants !



► 4th floor : Business restaurants

- Premium restaurants for high-class meeting

► 3th floor : Food Court

- Casual food court that allows various ranges of taste

► B1 floor : Global taste

- Taste haven consisting of various tastes from different parts of the world

► Cafeteria on each floor

- Provides deserts and coffee along with spaces to rest



V. Times Square MD

Event On

Special cultural experiences
within our shopping mall!

▶ Round atrium stage

- 450 pyung round stage provides live concerts every weekend
- High-class concerts that ranges from pop, opera, classic, dance and other genres are provided to the visitors free of charge

▶ CGV Art Hall

- Multi-purpose concerts that ranges from live concert, musical, open show and other various live shows (513 seats)

▶ Amoris wedding hall and convention

- Large convention hall with maximum of 600 seats
- May host various events such as VIP convention, wedding, classic concerts and others



V. Times Square MD

Refresh On

Relaxing leisure space within the city
that will sooth your body and soul !

▶ Outdoor resting space

- 1st floor garden : fountain garden, meeting space, festival/event space
- Roof garden : sky garden, bio park, grass garden

▶ 'CGV' movie theater

- World's largest movie screen authorized by Guinness
- 12 theaters, 3D and 4D theaters
- Gold Class theater that allows you to watch your favorite movie while lying down

▶ Character theme park for children : " I love strawberry "

- Character play space, education program, food, kids beauty salon

▶ Grow your dream in a forest of books : "Kyobo Book Store"

- 350,000 books and DVDs
- Book Cafe, Baby Café

▶ Korea's best sports center : "Kolon Sporex "

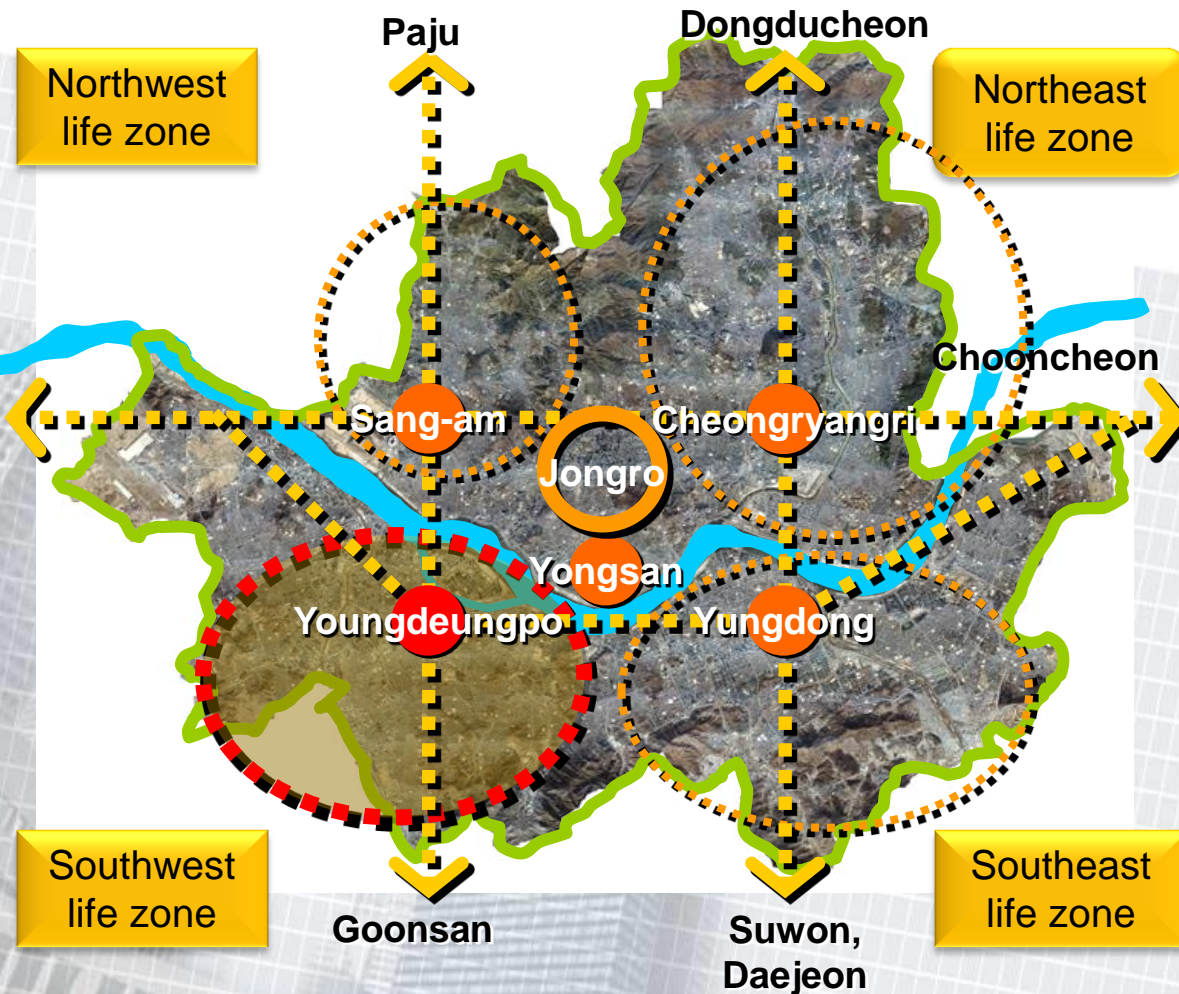
- Health, golf, yoga, sauna, resting place



Thank You!



Development Environment (Location)



Located in the center of Youngdeungpo subcity: the heart of the southwestern commercial region of Seoul.

► **Core area of southwestern Seoul**

- Close to major roads that connect central Seoul and suburban areas (Youngdeungpo-ro, Yangpyung-ro, and Gyeong-in-ro)

► **Important traffic center**

- Station influence area
(Youngdeungpo Station of Subway Line 1, Moonrae Station of Subway Line 2, Youngdeungpo Market Station of Subway Line 5)
- About 100 bus routes

► 40 minutes from Incheon Airport and 30 minutes from Gimpo Airport

Development Environment (Location)





※ Urban planning progress

Seoul Urban
Basic Plan for 2020
(1997)



Youngdeungpo Subcity
Development Basic Plan
(1997)



Youngdeungpo Subcity
District Units Plan
(1999)

➤ **Seoul Urban Basic Plan for 2020 (announce in 1997)**

: The plan was finalized and announced by the City of Seoul, which had prepared a long-term blueprint of Seoul since the mid-1980s.

