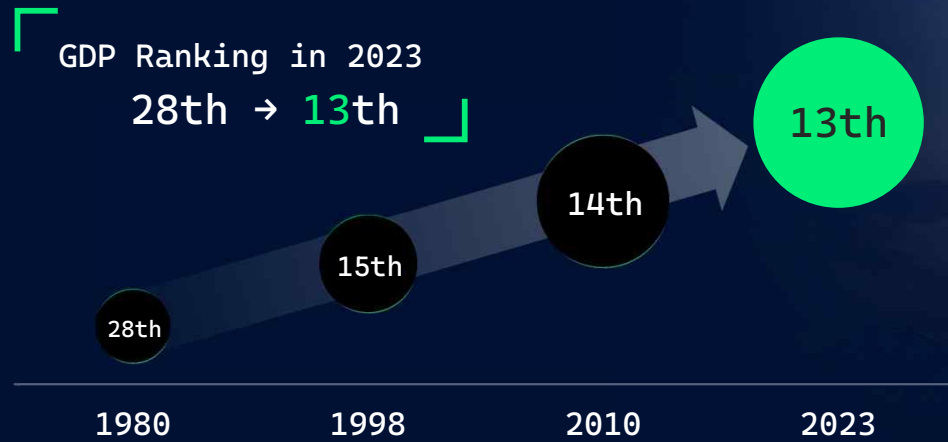












SEOUL

A Global Economic
Innovation Hub

Economic Growth



Global Power City Index 2023 (MORI)

- | | | | | |
|---|---|---|---|---|
|  |  |  |  |  |
| 1 | 2 | 3 | 4 | 5 |
| London | New York | Tokyo | Paris | Singapore |
|  |  |  |  |  |
| 6 | 7 | 8 | 9 | 10 |
| Amsterdam | Seoul | Dubai | Melbourne | Berlin |

Seoul's 20-Year Journey to Becoming Asia's Financial Hub



GFCI Ranking



Background of Seoul's Leap



Seoul, The Highest Potential for Future Growth

Cities with high potential for future growth

* GFCI (24.03) : Global Financial Centres Index

Rank	Centre	Mentions in last 24 months
1	Seoul	177
2	Singapore	70
3	Dubai	66
4	Hong Kong	49
5	London	48
6	Shanghai	35
7	Busan	32
8	New York	31
9	Casablanca	28
10	Kigali	28

Driving Force

01

Compelling Consumer Market of 10 Million People

» Open Banking Population (36M)

02

Gateway to Northeast Asia

» Located in the center of Northeast Asia, with more than a quarter of the world's population residing in the region

03

High Educational Standards and Advanced Talent

» Training abundant IT Professionals

Seoul's Endeavors to Attract Global Talent

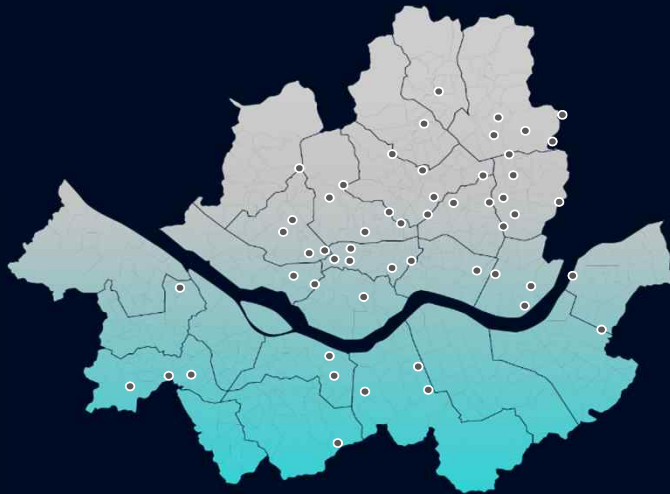
Attracting Future Talent



Open City for Global Talent

Number of International Students

86,000 ('13) → 180,000 ('23)



54 Univ. 130,000 Graduates Annually

English-Friendly City

Expansion of International Schools

Strengthening Foreign Residents' Infrastructure



Innovative Clusters



DMC(Digital Content) VR-AR-centered M&E Content Cluster

- ▶ Test-bed for new M&E technologies
- ▶ Support for VR-AR companies
- ▶ Size: 569,925m²
- ▶ Resident companies:
SAMSUNG SDS, MBC, DREAMSEARCH etc.

Hongneung (BIO) Biotechnology and Medical Cluster

- ▶ Provision of office spaces and research equipment
- ▶ Support for investment promotion
- ▶ Size: 21,937m²
(Community Building and Global Collaboration Building ~'22)



Magok (R&D) High-Tech R&D Cluster

- ▶ Large-scale industrial complex in Seoul
- ▶ Size: 3,665,722m²
- ▶ Resident companies:
LG, DAEWOO, LOTTE

Yangjae (AI) AI-Big Data R&D Innovation Hub

- ▶ Provision of office spaces for AI-Big Data companies
- ▶ Promotion of joint R&D
- ▶ Size: 58,395m²
- ▶ Construction period 2021-2023

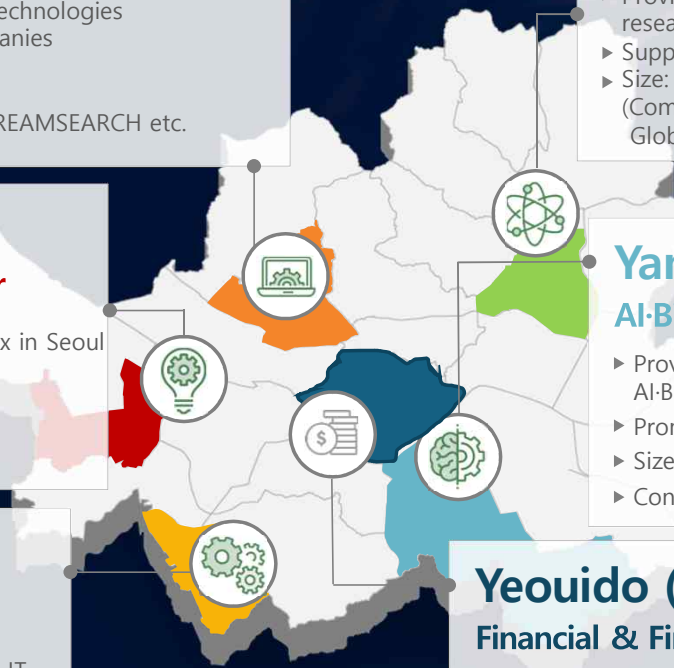


G-Valley (IoT) IoT Conversion

- ▶ Expansion of network among IT and manufacturing companies
- ▶ Promotion of commercializing technologies
- ▶ Size: 1,925,000m²

Yeouido (Finance) Financial & Fintech hub

- ▶ One-Third of financial institutions in Korea are located
- ▶ fosters 100 fintech companies.
- ▶ Seoul Financial Hub



Yongsan International Business District

A **Compact City** to become a one of **Global Top 5 cities**



01 Multi-Site Zones

- A. International Business zone
 - Prime-class offices, MICE facilities, Hotels, and Metropolitan transit centers
- B. Business Complex zone
 - Work area for Emerging industry like AI
- C. Business Support Zone
 - Support facilities such as living, education

02 Cultural and Amusement facilities

- 100-story skyscraper as a landmark
- 1.1 km-long Sky trail linking high-rises
- A concert hall, library, and art museum

03 Green and Eco-friendly area

- 500,000 m² of land covered with green space
- Aims to become a zero-carbon district

Yongsan International Business District

A Compact City to become a one of Global Top 5 cities



01 Project Scale : 494,601 m²

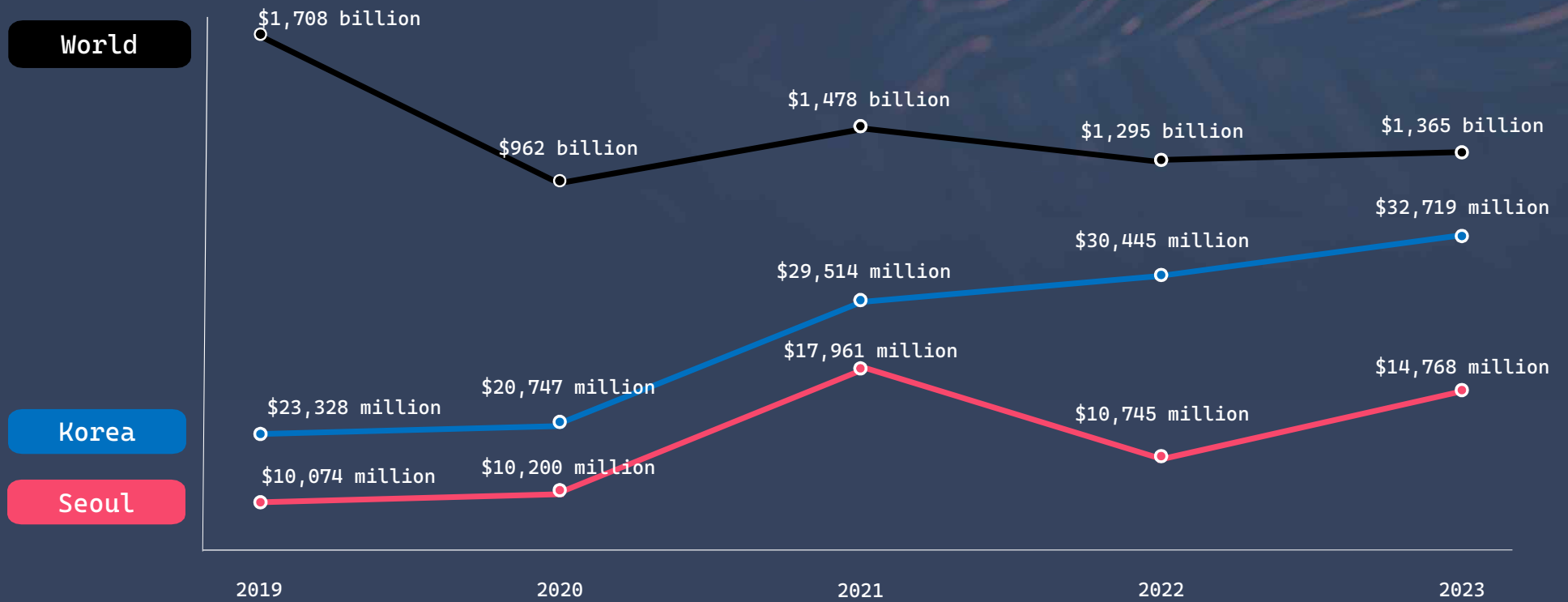
- Multi-site(4 zones) : 296,335 m² (59.9%)
 - A International business: 88,557 m² (17.9%)
 - B Business Complex: 104,905 m² (21.2%)
 - C Business support: 95,239 m² (19.3%)
 - D Complex Culture: 7,634 m² (1.5%)
- Infrastructure: 198,266 m² (40.1%)

02 Project Plan

- H1 of 2024: Notice for zoning and development plan
- H1 of 2025: Approval of the implementation plan
- H2 of 2025: Launch infrastructure construction
- 2028: Completion of infrastructure
- 2029: Launch Multi-site construction
- 2030: Completion of Multi-site & Start Moving-in

Global FDI fell, but Seoul's FDI rose

Source : UNTAC, Ministry of Commerce Industry and Energy of Korea

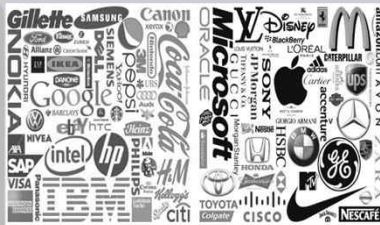


Role of Invest Seoul

Invest Seoul, A Dedicated Partner for Foreign Investment and Global Business Growth throughout every stage

1. Attracting Global Companies

- Support the entire process of global companies from entering and settling in Seoul
- Attracting a cluster of five strategic industries
- Asia HQ, R&D centers, unicorn companies, etc. focus on high-impact companies



2. Attracting Foreign Investment

- Expanding Global Investor Network
- Finding and fostering promising investment companies
- Domestic and foreign IR operations, global investor-company investment matching



3. Creating a Compelling Investment Environment

- Creating a city that is convenient for business, a city where foreigners live, and a good city for Seoul
- Improvement of regulations preventing business activities
- Ombudsman Activities to Solve Difficulties



Major Project : Attract Global Company

Target Marketing

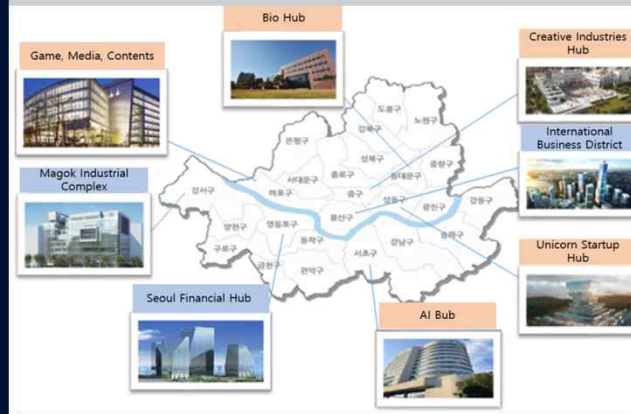
- Establishment of potential company DB and confirmation of intention to enter the market
- PM-led management
- Target marketing in Asia and North America
- Local roadshow in HK, SG
 - Operate 1:1 consulting for unicorns in North America

Support for expansion into Seoul

- Providing Seoul incentives with non-stop support from entry to settlement
- Market research, consulting support
- Investment reporting/establishment, employment support
- Space support and R&D linked to city strategic industry clusters

After Care

- Support for settlement and management
 - Support for attracting follow-up investment
 - Resolving grievances of foreign-invested companies through Ombudsman
 - Domestic and international corporate networking and partner connection



Major Project : Attract Global Investment

Finding & Fostering promising companies

- Find Core100 companies with high potential for global investment and provide specialized programs
 - Support English translation and fact sheet production
 - Support for overseas investor matching and meet-up

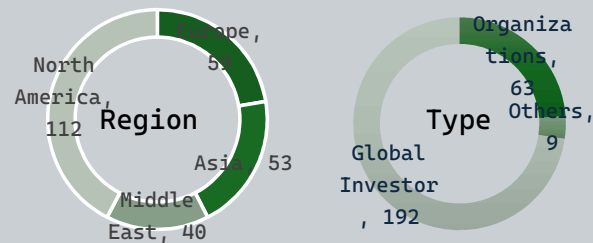
Expanding Global Investor Network

- Forming a strong human network of overseas investors leads to investment performance
 - Establishment of a management system that leads to 'discovery-meeting-analysis-matching-history management'.
 - Operating the 'Seoul Global Investment ambassador', a network of overseas investment experts with global influence

Domestic & Overseas IR operations

- Core100 Encourages corporate entities to carry out their IR and mission.
 - Provides domestic and international IR programs to provide a venue for exchange between large global investment institutions, VCs, and startups
 - Leading planning of online/offline matching programs

INVEST SEOUL
CORE 100



Major Project : Promotion and Network

2023 Seoul Investment Environment Promotion

- Participating in domestic and international exhibitions
 - Hong Kong Asian Financial Forum (Jan.)
 - Busan KOTRA Invest Korea Summit (Nov.)
 - Japan Overseas Business Expo (Nov.)



Publication of Industrial Report

- Providing information on 'Seoul industry specialization' needed by foreign investors
 - (2023)
Beauty/fashion, content, big data, AR/VR
 - (2022)
AI, robots, bio, fintech, Smart Mobility



Investment Trend Seminar

- Collaboration with industry-specific organizations, and Sharing investment trends and matching companies with related Investors
- Major Industry, including robots, fintech, bio, beauty/fashion, etc.
- Selection of industry groups and topics that are timely for the industry



Invest Seoul Support

▶ Monetary Support

[Support by submitting brief documentary evidence without separate screening criteria]

The total amount of support for each additional investment is up to KRW 90M (USD 67,000) per company (excluding tax)

Market Entry Stage

• Market Research Support

: Support fees spent to the consulting firms for conducting market research



Incorporation & Investment Stage

• All-in-one Package (Investment · Management · Settlement Support)

: Support fees spent to the law firms and accounting firms in incorporation stage

After Care Stage

• After-care Service

: Supporting additional investment for start-ups already registered as FDI

Investment Incentives by Seoul Metropolitan Government



Employment Subsidy Education & Training Subsidy

Condition :
Ratio 30% ↑

When the number of Korean workers newly employed exceeds **FIVE**, each of the exworkers will be granted maximum **769 USD (KRW 1 million)** per month for up to six months



Rent Subsidy

Condition :
Ratio 30% ↑
Requires minimum employment

- Qualifying industry (R&D, Finance, Knowledge service, Cultural, Tourism)
- Employment of **15** or more Korean workers for **3** years
(R&D Industry requires 5 or more employees)
- The total amount of FDI for 3 years must be at least **100%** of the building value of the leased area



Cash Grants

Condition :
Ratio 30% ↑
Requires minimum employment

- Engaging in a business - new growth engine industry technologies & newly installing & Expanding a factory
- Companies eligible for support will be consulted separately with the Seoul Metropolitan Government



Tax Exemption

Condition :
Requires minimum employment

- Acquisition tax and property tax
- **100%** for **10** years + **50%** for **5** years

SEUL MY SOUL

THANK YOU