

AJUSTEEL



Effort and Care Become Quality

Effort and Care Become Quality Vol. 1.0



Published by B2C MSTF Official Release Vol 1.0 2025/09



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Effort and Care Become Quality

AJUSTEEL values Effort and Care,
pioneering new frontiers with unique steel technologies.

In 2025, the company joined the Dongkuk Steel Group,
building on strong synergy to expand into broader markets
and drive continuous innovation for the future.



AJUSTEEL History

AJUSTEEL is a specialized steel materials company that has grown by adding Effort and Technology to the essence of steel.

Since its founding in 1995, it has built global competitiveness with differentiated products and advanced production technologies.

The company has expanded its capabilities through key facilities such as CCL, CPL, and MCCL, and has established overseas subsidiaries and plants in Mexico and the United States. As the world's first company to own the full manufacturing process for steel surface design, AJUSTEEL delivers customized color, design, and functional steel products to construction, home appliances, and automotive industries.

After strengthening its coil competitiveness with an EGL line in 2020 and completing new CCL plants in Gimcheon in 2021 and 2022, AJUSTEEL has rapidly emerged as a leader in the color steel market. In 2025, it joined the Dongkuk Steel Group, preparing for future growth through continuous innovation and global expansion toward becoming a Global Top-tier steel materials company.

Manufacturing Base Establishment 1995~2008

- 1995** · Company founded
- 2003** · Completion of AJUSTEEL Plant #1 (1 Slitter, 1 Shear)
- 2007** · Completion of AJUSTEEL Plant #2 (2 Slitters)
- 2008** · Completion of CCL #1

Expansion into Global Markets 2011~2018

- 2011** · China subsidiary established (former Hong Kong Han A Steel acquisition)
- U.S. sales office established (San Diego)
- AJUMCM established (former MCM Tech acquisition)
- MCCL plant commissioned
- 2012** · Tijuana, Mexico processing plant completed
- 2015** · CPL #1 & #2 commissioned
- 2018** · AJUMCM Gumi plant completed
- CPL #2 commissioned
- CCL #2 completed
- 2019** · AJU Mexico #2 plant completed

Becoming an Indispensable Company 2020~

- 2020** · Acquisition of EGL line (former Doowon Steel acquisition)
- 2021** · Listed on KOSPI (Korea Stock Exchange)
- Completion of Gimcheon CCL #3 and HMP #1
- 2022** · Completion of CCL #4 and HMP #1
- 2023** · Completion of AJU Mexico #3 plant (AI extrusion)
- Establishment of AJUSTEEL Gumi Atex Center
- Completion of AJU Mexico #4 plant (Oven plant)
- Completion of AJUSTEEL Gimcheon CGCL
- 2024** · Completion of AJU Poland color plant
- 2025** · Joined Dongkuk Steel Group (Dongkuk CM as major shareholder)

Corporate Philosophy

Cultural Advancement

- We provide products and services that enhance and improve human life, and contribute to the advancement of culture.
- To achieve this purpose, we determine specific methods by uniting the knowledge and efforts of all employees according to the changing times.

Talent Development

- Before producing products and services, we focus on developing the people who create them.
- In this regard, everyone is granted equal opportunity and is expected to make equal effort.
- We strive to nurture and appoint talented individuals.

Superior Quality

- Our products and services must be of high quality, reasonably priced, and accompanied by excellent service.
- Therefore, corporate profit is not the goal, but rather an appropriate reward for our efforts.
- The extent of profit reflects cost savings, quality innovation, and differentiation of products and services, serving as a measure of our efforts.

Technological Innovation

- We continuously improve all systems in line with the times and take the lead in technological innovation.
- While respecting good traditions and habits, we do not hesitate to reform and improve for progress and advancement.
- Competition in all areas is a fundamental driver of development and progress.
- However, excessive competition leads to destruction, so we strive for cooperation within and between companies.

Social Contribution

- Management decisions and execution are made by combining collective wisdom, and the results should be distributed fairly among employees and capital, while also being returned to society.
- Awareness of managerial responsibility is clearly established in the hierarchy, with ultimate accountability resting with the top management.

Management Policy



Ethical Management



Responsible Management



Agile Management



Talent Management



Future Management

CEO Message

AJUSTEEL, Perfecting Quality through Commitment and Innovation

AJUSTEEL, incorporated into the Dongkuk Steel Group in 2025, is a leading steel materials company built on the belief that “quality is perfected through commitment and effort.”

We uphold five core values—cultural advancement, talent development, superior quality, technological innovation, and social contribution—striving to earn lasting trust from our customers and society.

Beyond steel production, AJUSTEEL delivers tailored solutions that reflect customer needs, supported by end-to-end surface design technologies. We focus on creating real value that customers can experience, achieving both satisfaction and shared growth.

With global manufacturing capabilities and networks, we are preparing for greater leaps ahead. Moving forward, we will continue to lead the market with technology and quality, advancing toward becoming a Global Top-tier Steel Materials Company.



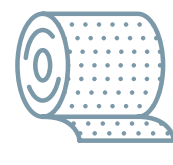
Hyunsik Lee
Chief Executive Officer, AJUSTEEL

Capacity

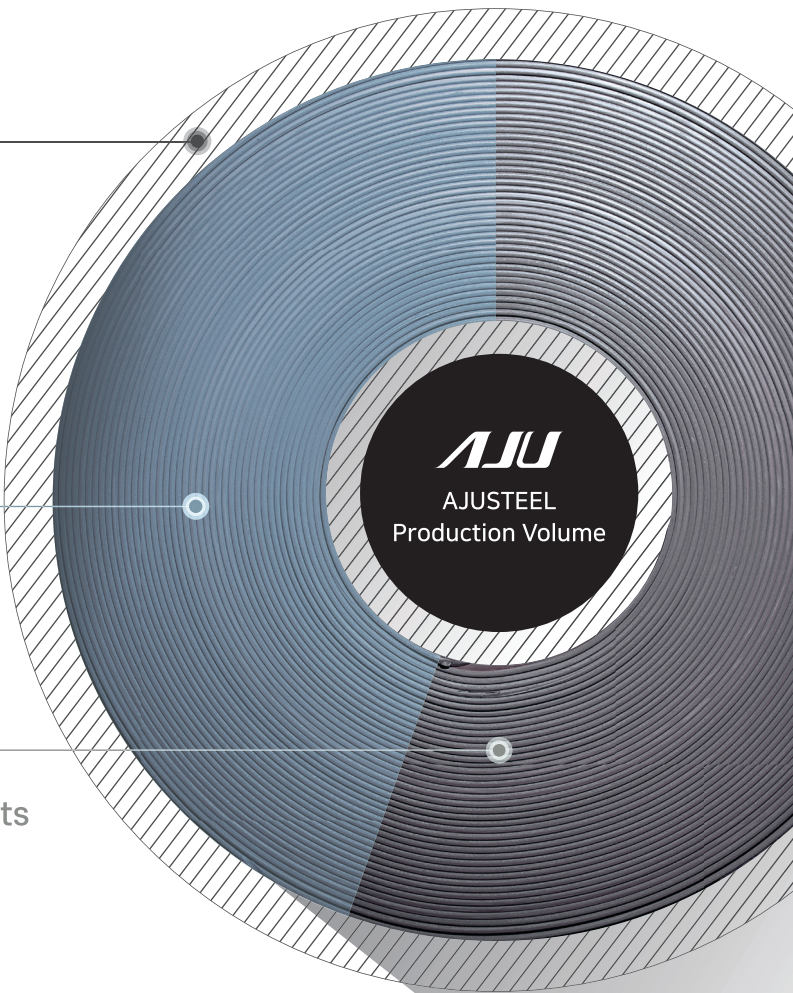
Dongkuk Steel Group produces a wide range of steel products that serve as the foundation of daily life and enrich our culture.

With decades of expertise and state-of-the-art facilities, AJUSTEEL manufactures color-coated and galvanized steel sheets—products that add beauty and value to our everyday lives.

Total
740 K tons

 Color
340 K tons

 Galvanized Products
400 K tons



Total Production, Dongkuk Steel Group(8,880K tons)	
AJUSTEEL	Galvanized Products(400K tons)
	Color(340K tons)
Dongkuk CM	Galvanized Products(1,740K tons)
	Color(850K tons)
Dongkuk Steel	Heavy Plate(1,500K tons)
	Reinforcing Bar(2,750K tons)
	Structural Steel(1,300K tons)

Business & Product Portfolio

Total Solutions from Steel to Design

AJUSTEEL produces Electro-Galvanized (EGI), Hot-Dip Galvanized (GI), and Alloy-Coated Steel (G/L) and transforms them into design steel sheets through advanced processing like printing, laminating, and silk-screening. These capabilities are offered under the Atex brand, used in premium architectural materials, elevator skins, and appliance components.

Atex Plus extends into high-value products such as fire doors, façade panels, and solar mounting structures, providing one-stop solutions with KS-certified PosMAC® steel, modules, and inverters.

Our value chain, global network, and advanced design expertise position AJUSTEEL as a Total Solution Provider, turning steel into lasting value and new possibilities for customers and markets.



Production Sites

Gumi Factory

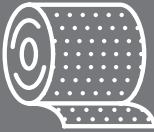
The Gumi plant operates three color lines : one digital print line, one silk-screen line, and one UV coating line, with an annual production capacity of 160,000 tons.

It also runs Korea’s first automated processing line capable of producing fire doors and elevator components, establishing a one-stop system from steel production to processing.

Located alongside our headquarters, the Gumi plant serves as a central hub for the company’s core operations.

- ☒ **Gumi Plant Overview**
- Location : Headquarters - 321, 4gongdan-ro, Gumi, Gyeongsangbuk-do
Factory 1 - 71, Cheomdan-gieop-ro, Sandong-eup, Gumi
Factory 2 & 3 - 265, 4gongdan-ro, Gumi
Atex Center - 78, Cheomdan-gieop-ro, Sandong-eup, Gumi
 - Total Floor Area : 99,200㎡
 - Key Facilitie : 2 CCL lines (C1, C2) / 1 Silk Screen line / Fire Door Processing & Assembly line / Elevator Processing line
 - Main Products : PCM(Building Materials), Digital Print(Building Materials), SMC, LAMI, Silk, SUSlike, Door Frames & Fire Doors, Elevator Total Solution Products

☒ **Gumi Factory Annual Production Capacity**



160K tons
Color-Coated Steel (CCL)



150K Sets
Fire Door Processing Line



40K Sets
Elevator Processing Line





Gimcheon Factory

AJUSTEEL’s Gimcheon Factory features one gravure and one digital print line, producing premium materials for high-end displays and appliances.

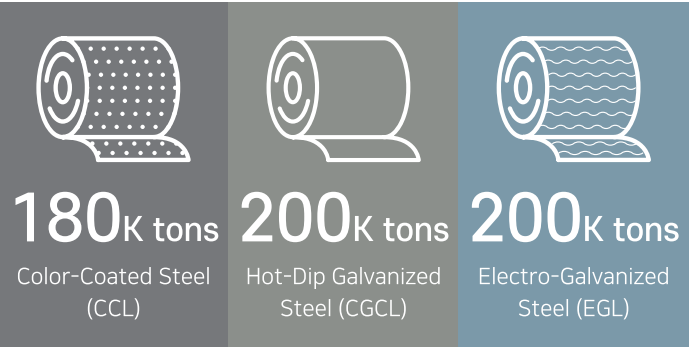
The CGCL line integrates galvanizing and coating, achieving eco-friendly production and carbon reduction, with exterior designs featuring the Yellow and White Tigers, a local landmark.

The factory also manufactures solar structures and components in-house, offering a one-stop solution for customers.

✓ GimCheon Factory Overview

- Location : Gimcheon Factory - 47, Saneopdanji 9-ro, Eomo-myeon, Gimcheon, Gyeongsangbuk-do
CGCL Factory - 107, Saneopdanji 5-ro, Eomo-myeon, Gimcheon
EGL Factory - 664, Bongsan-ro, Bongsan-myeon, Gimcheon
- Total Floor Area : 107,000m²
- Key Facilities : 2 CCL lines / 1 CGCL line / 1 EGL line / 2 HMP lines
- Main Products : PCM (Building Materials), Print (Appliances), Glas:teel, Digital Print (Appliances), CFM, EGI, GI, GL

✓ GimCheon Factory Annual Production Capacity





Poland Factory

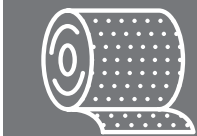
Established in 2024, AJUSTEEL’s Poland Factory operates the latest 3C3B digital print line, producing digital print and lamina materials for appliances and building materials supplied to Samsung and LG.

Serving as a local development and stable supply hub in Europe, the factory’s design blends modern interpretations of East Asian aesthetics. The production building features motifs inspired by traditional Korean landscape painting, while the office reflects harmonious traditional colors, conveying Korean pride and Eastern beauty to Europe.

✓ Poland Factory Overview

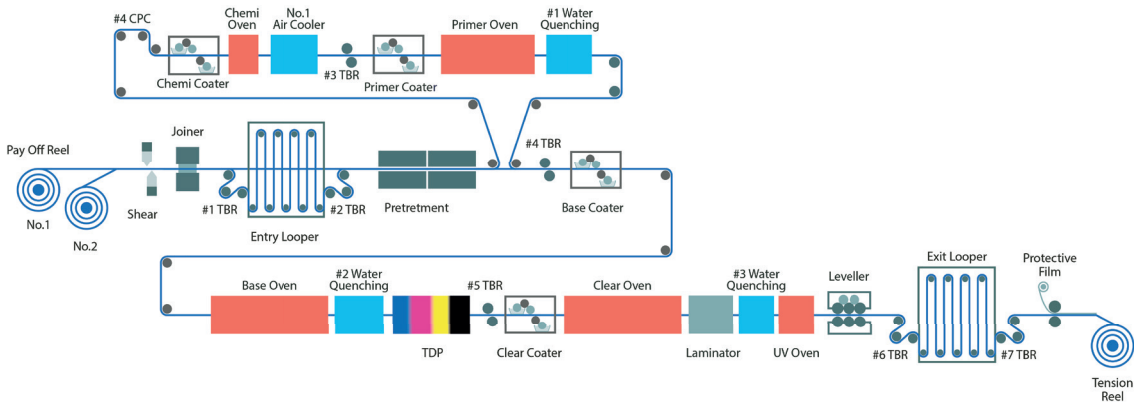
- Location : AJU POLAND SP. Z O.O., ul. Stalowa 2, 64-542 Bytyn, Poland
- Total Floor Area : 129,726m²
- Key Facility : 1 CCL line
- Main Products : Digital Print, LAMI

✓ Poland Factory Annual Production Capacity



80K tons
Color-Coated Steel (CCL)

✓ CCL Line Process



Facilities

Advanced Equipment for High-Value Products and Solutions

AJUSTEEL leverages differentiated production capabilities to reliably supply a wide range of high-value products.

The CGCL (Continuous Galvanizing & Coating Line), Korea's first, integrates galvanizing and color coating in a single process, boosting efficiency and cost competitiveness, giving AJUSTEEL a leading edge in the composite materials market.

The EGL (Electro Galvanizing Line) produces Electro-Galvanized Steel (EGI) with a wide thickness range and diverse surface treatments, meeting the needs of the appliance and electrical industries.

C1-C4 color lines manufacture building materials, digital print sheets, and appliance color steel, including specialty materials like Glas:teel and SUSlike-PET.

Together, these lines form a comprehensive production platform, combining surface treatment, coating, and laminating to deliver solutions that meet both design and performance requirements across diverse markets.



CGCL Continuous Galvanizing & Coating Line

Continuous Galvanizing & Coating Line

AJUSTEEL’s CGCL expands our portfolio from appliances to building materials, performing continuous galvanizing and coating in a single line with Zn and Al additives. Its compact, eco-friendly design reduces costs and greenhouse gas emissions, recognized as a Carbon Neutral Leading Plant (2023). The line also ensures compliance with domestic and international carbon regulations, helping customers meet emission reduction targets while boosting market competitiveness.



Carbon-Neutral Flagship Plant
Designated as a Carbon Neutral Leading Plant (2023)
by the Ministry of Trade, Industry and Energy

887

Carbon Emission Reduction

Total emissions of small and medium-sized enterprises 141,390K tons



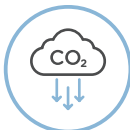
1,930K

Equivalent to planting trees

1 tree absorbs 9.2 kg of CO₂ per year
(Source: 2022 Korea Policy Briefing)

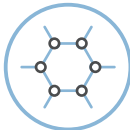


✓ Low-Carbon Green Steel Production



Induction Oven Conversion

Replacing conventional gas ovens with induction ovens, reducing greenhouse gas emissions through low-carbon energy.



Process Integration

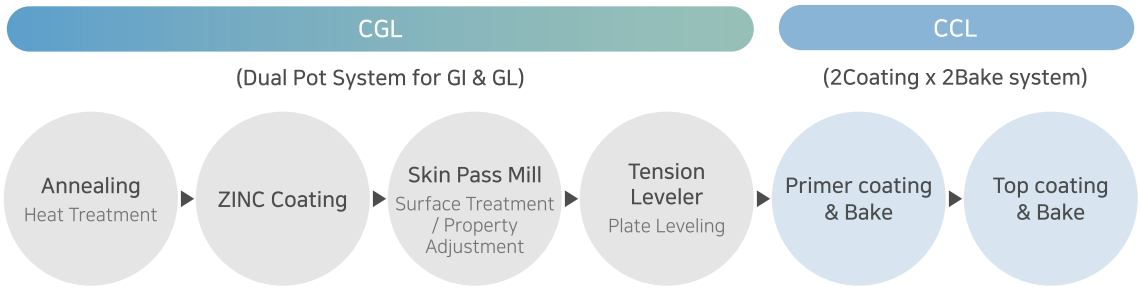
Combining two production processes into a single integrated line, eliminating redundant steps and reducing energy consumption and carbon emissions.

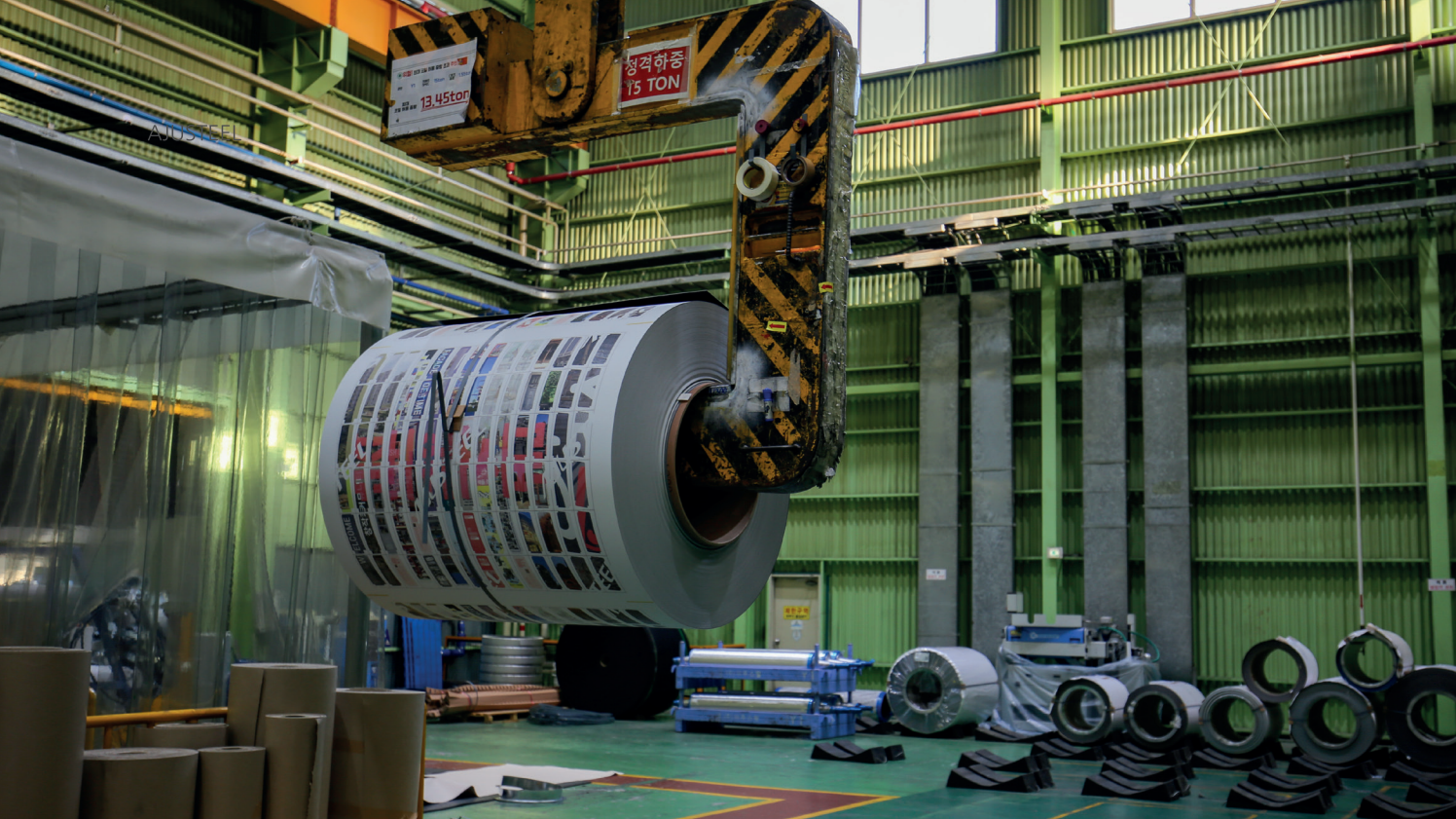


Zero Inter-Factory Transport

Consolidating dispersed processes into an integrated production system, eliminating inter-factory transport and minimizing emissions from logistics.

✓ Line Process





CCL Color Coating Line

AJUSTEEL's five CCL lines at Gumi and Gimcheon have a total annual capacity of 340,000 tons.

Specialized in color steel for appliances, these lines produce materials for TVs, refrigerators, and washing machines.

From material development to mass production, all necessary technologies are in-house, including world-first roll-to-roll digital printing and ultra-thin UV coating.

Digital Print Line

C1

- Location : Gumi Factory 3
- Capacity : 80k tons per year
- Features: Primarily for building materials, capable of applying clear coatings with matte, gloss, or semi-gloss finishes.

C4

- Location : Gimcheon Factory
- Capacity : 80k tons per year
- Features: Produces materials primarily for high-end home appliances, using eco-friendly UV oven printing and capable of PET laminating.

UV Coating Line

C2

- Location : Gumi Factory 3
- Capacity : 40k tons per year
- Features: Produces LAMI and PCM materials mainly for home appliances, with the 1C1B line enabling ultra-thin UV coating on stainless steel.

Silk Screen Line

- Location : Gumi Factory D1
- Capacity : 40k tons per year
- Features: High-resolution 300 dpi Digital Print and 4-color Silk Screen continuous lines are primarily used for fire door and elevator materials, with sheet-by-sheet printing allowing precise custom printing on the Silk line.

Gravure Print Line

C3

- Location : Gimcheon Factory
- Capacity : 100k tons per year
- Features: Using gravure-offset printing, high-gloss clear coating technology equivalent to VCM enables high-quality PCM production.



EGL Electrolytic Galvanizing Line

Switchboard & Home Appliance Materials

AJUSTEEL's Electro Galvanizing Line (EGL) produces 200,000 tons of EGI annually in thicknesses of 0.4–3.2 mm and widths of 800–1,330 mm. Covering both thin and thick plates, our products are used in applications from home appliances to switchboards.

With surface options such as phosphate, fingerprint-resistant, and conductive coatings, we deliver excellent processability, paintability, and functionality. Precise thickness control and uniform coating ensure reliable quality, giving AJUSTEEL a strong edge in high-value industries.

✓ Main Applications of EGI (Electro-Galvanized Iron)

Produced by applying a zinc coating through electric current and electrolyte. Thin, uniform coating with a clean surface and minimal spangle, offering excellent formability, paintability, and weldability while maintaining mechanical properties.



Pre-coated Steel Substrate

Smooth surface and precise thickness control make it ideal for color coating. Enables diverse colors and patterns for building exteriors and interior panels.



Switchboards & Electrical Equipment

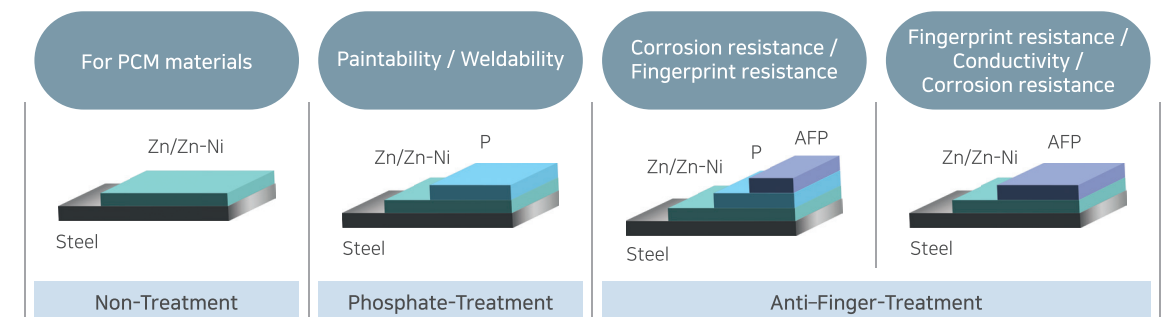
Manufactured in thicknesses from 0.4–3.2 mm, ensuring stable electrical properties and dimensional accuracy. Widely used in switchboards, distribution boxes, and electrical casings.



Home Appliances

Applied to exterior and internal parts of refrigerators, washing machines, and microwave ovens. Uniform surface ensures high-quality finishing after painting or printing, and supports treatments like fingerprint resistance and conductivity.

✓ Post-Treatments



✓ Line Process



Product Introduction

AJUSTEEL adds innovative technology and creative design to the essence of steel, creating new value beyond conventional limits. Our products go beyond function, bringing to life the future potential of materials.

We continuously strive for progress so that customers can experience something new through our products. By combining technology with design sensitivity, AJUSTEEL delivers differentiated solutions that create greater value across industries and everyday life.



[Atex]

Atex is a color-coated steel brand created with AJUSTEEL’s advanced surface treatment technology. It offers superior durability and distinctive colors and textures, delivering new design value across architecture and diverse industries.

Print Technology

- Print (gravure-offset)
- Digital Print
- Silk (Silk screen)

Laminating Technology

- Glas:teel
- VCM
- SUSlike / SUSlike PET
- CFM

MCCL

- IMS

Printing Technology

Exclusive Printing Technologies

Atex is the only brand in Korea offering three types of advanced printing technologies—gravure, digital, and silk screen—delivering precise and stable images on galvanized steel, aluminum, and stainless surfaces.

Designed for both production efficiency and design flexibility, Atex printing is applied across industrial materials, architectural panels, and home appliances, ensuring outstanding quality and consistency. From high-resolution graphics to complex textures and special effects, it enables limitless expression without restrictions on patterns or colors.

Combined with post-process options such as embossing, metallic, pearl, and gloss control, Atex creates differentiated designs. Its flexible production—from roll-to-roll to sheet-by-sheet—supports both mass production and small-batch, custom projects.

With these advantages, Atex printing enhances both the functionality and aesthetics of products, maximizing customer brand value.



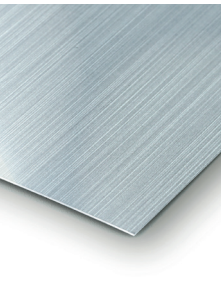
Print Gravure-offset

Advantages of High-Precision Gravure Offset Printing

Optimized for mass production (Roll-to-Roll), this technology is applicable to sandwich panels, roofing materials, architectural exteriors, and home appliances. AJUSTEEL’s printed products deliver an ideal solution that combines durability, aesthetics, functionality, and cost efficiency.

✓ High-Resolution & Precision Patterning

- Fine designs and high-resolution patterns achieved using the subtle textures of metal rolls.
- Realistic reproduction of natural materials such as wood, stone, and fabric.



✓ High Cost Efficiency

- Faster production and stable unit cost compared to silk screen printing.
- Complex designs can be achieved in a single process.

✓ High-Gloss PCM as VCM Alternative

- Applying high-gloss clear coating to PCM enables supply of PCM products with gloss comparable to VCM.

Product Applications



Sandwich Panels

Used as the exterior for various composite materials (EPS, glass wool, urethane, metal panels), enhancing both the functionality and design of buildings.



Roofing & Architectural Cladding

Using highly weather-resistant coatings, the original patterns and colors are maintained over long periods, even under prolonged UV exposure.



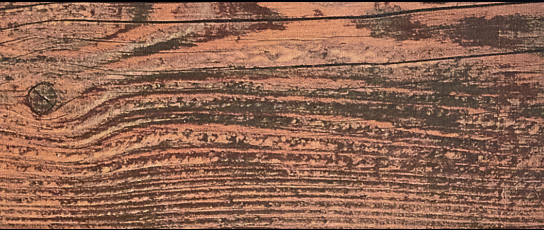
Home Appliance Materials

Applied to appliance exteriors (e.g., refrigerators, washing machines, water purifiers) with a more efficient process than powder coating.

Digital Print

Roll-to-Roll Digital Inkjet Printing

Sends image data directly to the printer to apply UV-curable inks onto metal surfaces, enabling limitless design possibilities from natural textures like wood, stone, and metal to geometric patterns and halftones, supports embossing and texturing effects, and offers high-resolution, instant curing, and excellent durability for interiors, architectural exteriors, and home appliance materials.



✔ Up to 1200dpi High-Resolution Printing

Precisely reproduces textures and designs on various materials, making it suitable for applications ranging from home appliances to premium architectural materials.

✔ Unlimited Print Length

Roll-to-roll printing allows continuous, pattern-free designs of any length, enabling flexible and intricate graphic expression.

Digital Print Technologies



Big Picture

Utilizes AI-based upscaling to overcome resolution limits during image enlargement, enabling clear and precise design reproduction.



Big Picture Cropper

Automatically divides designs to match panel processing sizes and generates corresponding design data, improving both workflow efficiency and quality.



Non-Contact Large-Scale Scanning

Scans large materials without contact, accurately capturing textures and shapes, and generates precise design sources at up to 1600dpi resolution.

Technology Application Case

Digital print x Glas:teel

[South Asia Flower Home Appliance Series]

A South Asia home appliance series featuring flower patterns digitally printed and high-gloss films applied, representing a solution that integrates Atex's advanced technologies.



Silk

Silk Screen

Sheet-by-Sheet Multi-Variant / Logo Printing Optimized Line

Silk screen steel uses a precise printing technique to apply ink only where needed. Korea's only 4Coat x 4Bake line achieves rich colors and diverse textures.

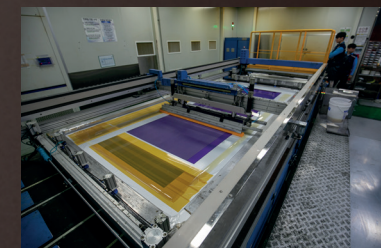
Sheet-by-sheet production is ideal for small-batch, multi-variant orders and custom logos or patterns.

Optional coatings such as emboss, metallic, and pearl allow varied textures and finishes.

Used in applications requiring both design and durability, including elevators, architectural interiors, and home appliances.

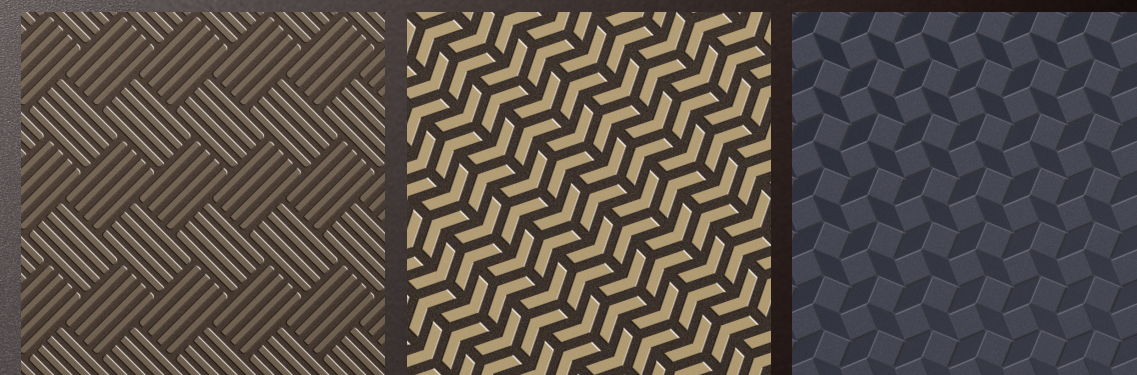
✓ Silk Screen Continuous 4-Color Coating

Unlike conventional 1-2 color silk screen lines in Korea, which are limited in color range and produce inconsistent quality due to manual processes, Ajusteel's automated 4-color silk screen line enables rapid production of consistently high-quality products.



✓ Three-Dimensional Embossing

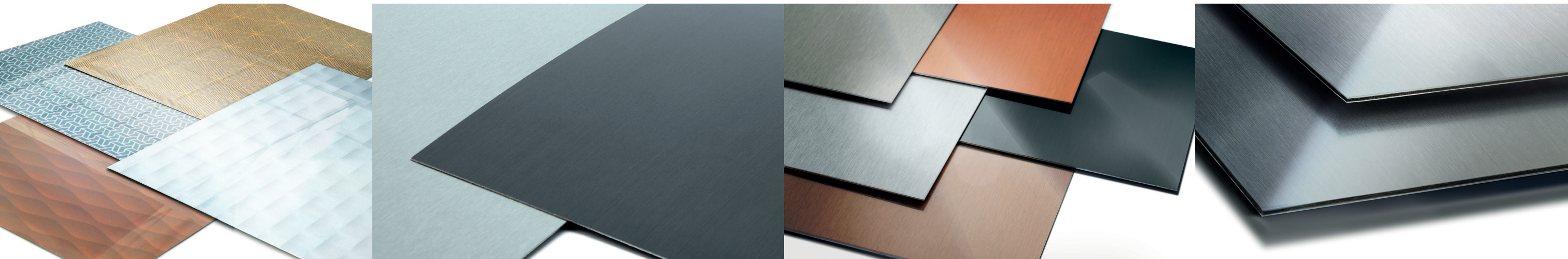
Adds depth and volume to patterns, offering not only visual satisfaction but also a tactile experience. The embossed designs create varying visual effects depending on the angle of light, providing an additional dimension of visual enjoyment.



Laminating Technology

Through Atex’s laminated products, high-quality home appliances and architectural materials can be achieved, combining both functional performance and aesthetic appeal.

Atex’s laminating technology precisely and reliably bonds high-performance films onto various metal substrates, enhancing both durability and design quality. Using films such as Glas:teel, VCM, SUSlike PET, and CFM, it delivers products optimized for customer-specific design and functional requirements. Uniform film application strengthens resistance to scratches, contamination, and corrosion while enabling flexible expression of colors and textures. Combined with finishes like gloss, texture, transparency, and metallic effects, it achieves a unique and sophisticated appearance. Products made with this laminating technology are widely used across industries, including architectural interior and exterior materials, home appliance panels, and display covers.



Glas:teel

An innovative exterior material made by securely bonding high-durability, glass-like PET film onto steel using UV-curable adhesives. This solution is ideal for environments requiring simultaneous transparency, strength, and design expression, such as home appliance exteriors, elevator interiors and exteriors, and architectural finishing materials.

VCM Vinyl Chloride Monomer

An exterior material made by bonding design-printed VCM (Polyvinyl Chloride) film onto steel via adhesive or heat-press. Its 3D depth, vivid texture, and diverse colors and metallic effects offer unique aesthetic value for home appliance exteriors, while providing scratch and fingerprint resistance, corrosion protection, and high production efficiency.

SUSlike / SUSlike PET

SUSlike replicates stainless steel textures on galvanized steel through precise polishing, brushing, and colored clear coating, offering excellent metallic effects. SUSlike PET adds a transparent PET film for enhanced gloss, durability, and scratch resistance, making it a premium solution widely used in elevator interiors, architectural finishes, and home appliance panels.

CFM Composite Fiber Material

A high-performance composite with a proprietary nonwoven sandwich structure between aluminum or GI panels, offering strength and heat dissipation. Optimized for OLED TV module covers and inner plates, it enables lightweight yet stable construction, produced exclusively by AJUSTEEL.

Laminating Technology

CFM Composite Fiber Material

AJUSTEEL Exclusive OLED TV Composite Panels

2020: Recognized as an Advanced Technology Product

Ministry of Trade, Industry and Energy (MOTIE)

2023: Selected as a Next-Generation World-Class Product

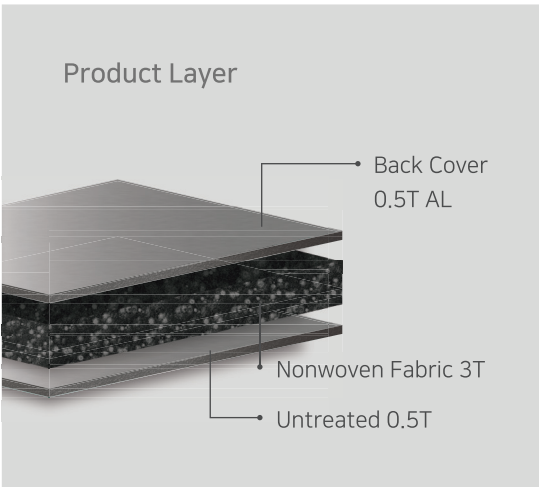
Ministry of Trade, Industry and Energy (MOTIE) and Korea Trade-Investment Promotion Agency (KOTRA)

☒ **Reduction of Burn-In Effects**

With excellent surface thermal conductivity and front/back insulation, this differentiated material helps reduce the OLED TV’s common issue of permanent screen blemishes, known as burn-in, while enhancing brightness.

☒ **Product Lightweighting**

Over 50% lighter than conventional materials, significantly reducing carbon emissions during transportation.



MCCL Technology

2020: Recognized as an Advanced Technology Product

Ministry of Trade, Industry and Energy (MOTIE)

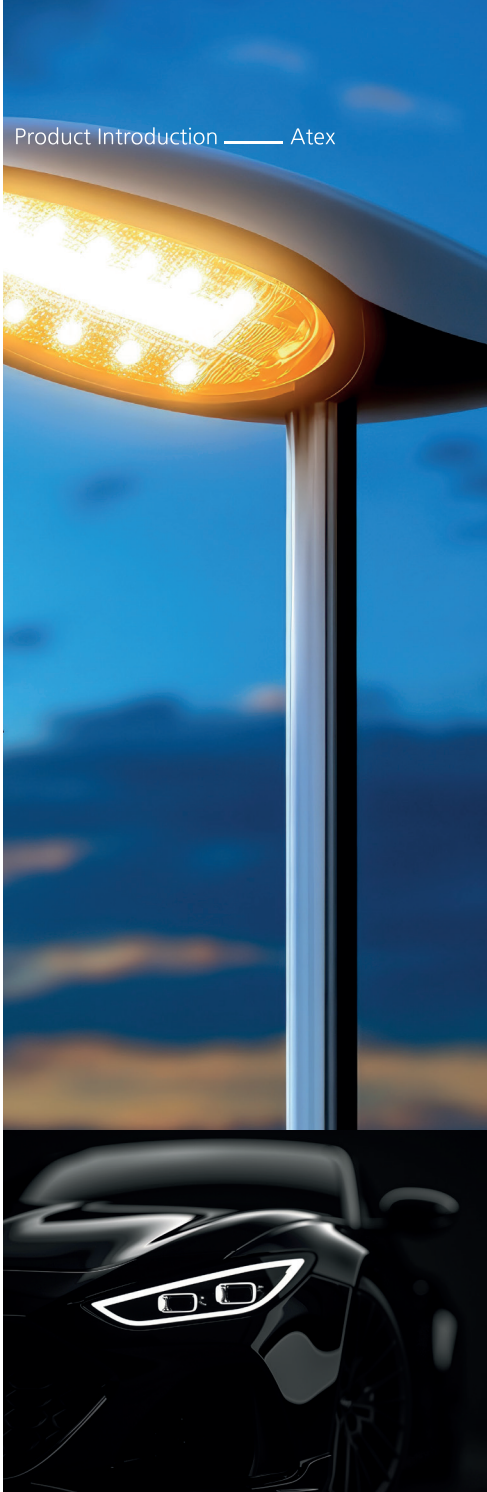
MCCL (Metal Copper Clad Laminate) laminates an insulating layer and copper foil onto a metal substrate, providing excellent thermal conductivity and electrical insulation. Its three-layer structure—metal base (Al/Cu), insulating layer, and copper circuit—rapidly dissipates heat from high-power components while ensuring reliability.

IMS (Insulated Metal Substrate) applies MCCL technology to create high-performance metal substrates. With a thin copper circuit layer on a metal base, it delivers superior heat dissipation and electrical insulation, ideal for automotive LED lamps, EV drivetrains, high-power power supplies, and industrial control modules.

Atex IMS products offer heat and moisture resistance and strong mechanical durability, ensuring long-term stable performance for reliable, high-efficiency electronic components.

IMS Insulated Metal Substrate

IMS (Insulated Metal Substrate) is a high-performance metal substrate based on MCCL (Metal Copper Clad Laminate) technology, created by laminating a copper circuit onto a metal base using an insulating adhesive. Its design ensures excellent thermal conductivity and electrical insulation, making it ideal for electronic devices subjected to frequent high-heat stress. IMS provides optimal heat dissipation and electrical insulation in demanding environments such as automotive LED lamps and electric vehicle drivetrains.



Atex+

[Atex Plus]

Atex Plus is a solution brand that extends Atex’s diverse coating and plating technologies into applied products. It covers a wide range of applications, from interior and exterior panels, fire doors, and elevator materials to energy industry solutions such as solar panel supports, meeting the needs of various markets and customers.

Through Atex and Atex Plus, AJUSTEEL provides a total solution from materials to finished products, positioning itself as a trusted partner, that delivers the quality, design, and functionality customers demand.

Atex Elevator

Atex Fire Door

Atex Façade Panel

Atex Solar



Atex Elevator

From Materials to Finished Products – Total Elevator Solution

AJUSTEEL directly develops and supplies the design of key elevator skin materials, including car doors, car walls, and sills.

Using these in-house developed materials, AJUSTEEL also produces finished products that have obtained quality certifications, meeting both performance and design standards required by customers.

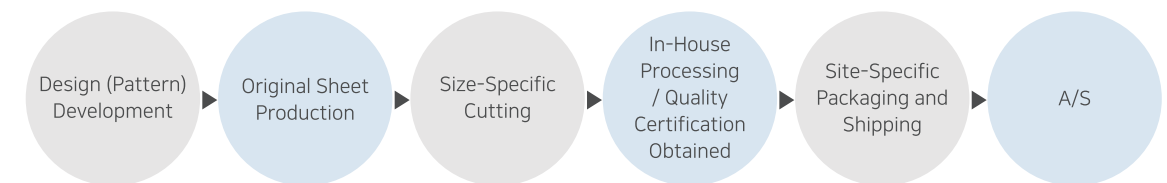
AJUSTEEL's elevator business provides a total in-house solution, covering the entire process from materials, design, and processing to certification and supply.

This approach drives safety and quality innovation in the elevator industry and positions AJUSTEEL as a trusted partner in the global market.

Partners



Atex Elevator In-house process



Elevator Business Competitiveness

✓ In-house process

- Fully in-house process: from material development to assembly and quality verification.
- Stable supply and consistent quality via in-house sheet production.
- Cost efficiency by eliminating extra packaging and secondary transport.

✓ Advanced Design & Commercialization Strategy

- Leading-edge design development for the elevator market.
- Preliminary design and prototype support for upcoming products.

✓ Close Collaboration Between Sales, R&D, and Production

- Sales involvement from design to production and quality, ensuring alignment at every stage.
- Customer requirements for quality, cost, and delivery are addressed from the start of development.

✓ Custom Key Item Development

- Responding to diverse requirements from global makers (Hyundai, TK, Otis, Mitsubishi, etc.).
- Offering a wide portfolio, from high-quality premium products to cost-effective practical solutions.

✓ Elevator Assembly System

- Dedicated assembly lines
 - Uniform processing quality ensured through Salvani automated cutting and bending machines.
 - Flexible production system with automatic punching and laser cutting facilities.
- Monthly capacity of 20,000 sets, providing industry-leading delivery reliability.

Model Name : Square

Atex Fire Door

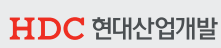
Beautiful Design and Reliable Quality

Atex Fire Door, combining Atex's coating technologies, is completed entirely in-house from materials to final product, ensuring superior design and consistent quality.

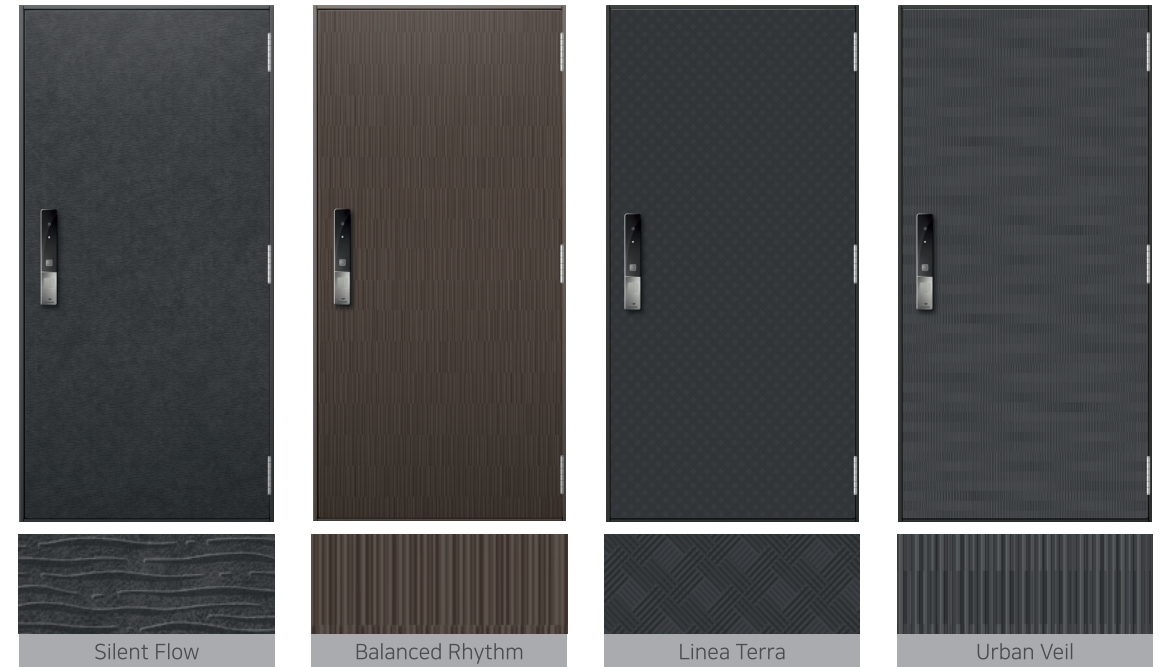
Capable of silk screen effects that competitors struggle with, it is popular among construction companies and provides reliable maintenance and after-sales support.

An automated production system guarantees consistent quality and efficiency, offering customers a trustworthy, differentiated solution.

Partners



2025 New Door Collection



Atex Fire Door Key Competencies

✓ Design Development

Atex Fire Door uses Digital, Silk Screen, and Gravure-Offset printing and is optimized for apartment logo integration, enhancing premium building brand value.

✓ Quality Recognition

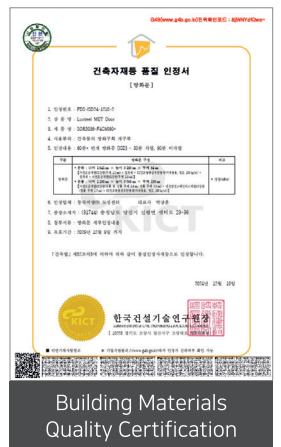
AJUSTEEL is the first fire door company certified by KICT and holds 22 quality certificates, meeting diverse construction requirements.

✓ Patent Acquisition

This technically validated product has obtained a total of 13 patents.

✓ Construction Management

We operate specialized construction teams nationwide and take full responsibility for post-construction defects.





Exterior Construction Site, Sipjeong-dong, Incheon

Atex Façade Panel

The Face of a Building, the Completion of Architecture

Atex Façade Panels, with advanced Atex coating technology, go beyond exterior materials to express a building's identity. They combine luxurious color and texture with excellent corrosion and weather resistance for long-lasting quality.

Lightweight and easy to process, they adapt to diverse architectural designs, while automated production ensures consistent reliability. Chosen by leading global construction companies, Atex Panels deliver distinctive design, durability, and practical constructability, enhancing city skylines.

Key Products of Atex Architectural Panels

✓ Façade Panel

- Application : A representative exterior material used for the entire building façade.
- Features
 - 1) A key exterior material that expresses a building's identity and design value.
 - 2) Offers a variety of colors, patterns, and textures realized through Atex coating technology.
 - 3) Excellent corrosion and weather resistance → ensures long-lasting, stable appearance.
 - 4) Lightweight and easy to process → adaptable to curved and irregular designs.

✓ Spandrel Panel

- Application Exterior finishes for hidden structural areas, e.g., between windows or in curtain walls.
- Features
 - 1) Optimized for delivery through in-house production, panel processing, and insulation integration.
 - 2) Enhanced fire and thermal insulation performance for building safety and energy efficiency.
 - 3) Wide range of colors and finishes for easy coordination with façade design.
 - 4) Excellent workability on-site, produced with pre-coating for efficient color consistency management.

✓ Interior Panel

- Application : Interior finishing for lobbies, elevator halls, corridors, and other indoor spaces.
- Features
 - 1) Luxurious design and texture achieved through Atex surface technology.
 - 2) Scratch- and stain-resistant for optimal indoor performance.
 - 3) Variety of colors and patterns to reinforce brand identity within the space.
 - 4) Open-joint screw installation ensures a comfortable, pollutant-free indoor environment.

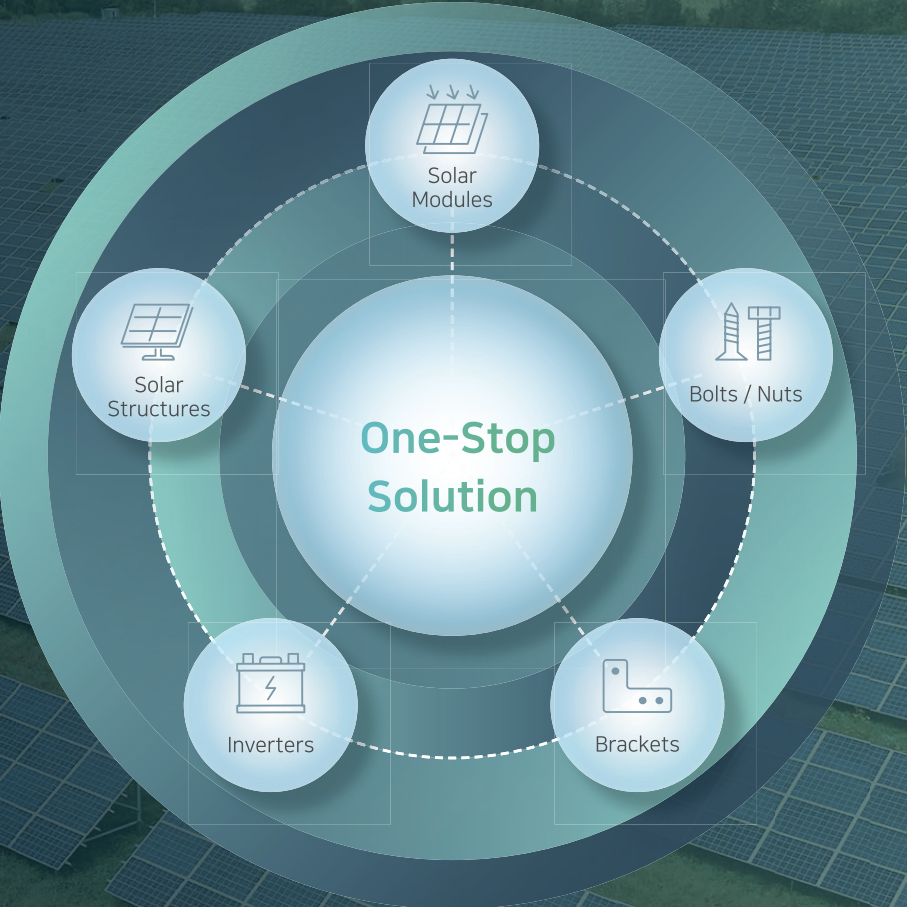
» Applications



Chuncheon Legoland

Gimcheon Plant,
Home Appliances BuildingGocheok l'Park Community Center,
Restrooms

One-stop Solar Mounting Solution



Atex Solar

One-stop Solar Mounting Solution

All Components in a Single Package, Combining Durability and Efficiency

At our Gimcheon Plant, AJUSTEEL produces essential forming products—C-channels, square and round pipes—and supplies complete solar support systems, including brackets and bolts.

Through strategic partnerships with major domestic companies, we also provide key solar components such as modules and inverters, offering a one-stop package that streamlines purchasing and maximizes efficiency.



One-Stop Material Package

Modules, inverters, structures, brackets, and bolts/nuts—all supplied in a single package.



Consistent Quality

KS-certified steel and high-corrosion materials ensure reliable quality.



Versatile Site Adaptation

Flexible solutions for open-field, rooftop, greenhouse, agricultural, and floating installations.



Streamlined Purchasing

Single transaction window maximizes ordering, payment, and inventory efficiency.



Risk Reduction

Minimizes procurement risks like specification mismatches, delivery delays, and service gaps.



Structural Review Service

Cost-effective designs and structural reviews tailored to the installation environment.

Atex Solar

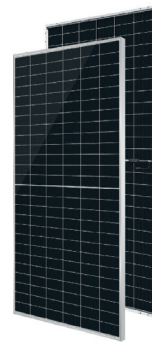
One-stop Solar Mounting Solution

☑ Solar Modules

- **Partnership with leading domestic corporations** : Reliable lineup and stable supply.
- **Consistent specification management** : Minimized system loss with identical standards and BIN combinations.
- **Verified quality and reliability** : Compliance with international standards, long-term performance warranty.
- **Site compatibility** : Applicable to various installation environments (roof, ground, tilt angles).

Solar Module Manufacturers

- We only provide products from manufacturers that ensure stable performance, reliable warranty, and thorough after-sales service.



☑ Inverters

- **Trusted partners** : Reliable products and service network.
- **Efficiency & stability** : Compliance with international standards, flexible design with various output/voltage options.
- **Easy operation** : Simplified O&M with convenient monitoring and communication integration.

Inverter Manufacturers

- Offer a wide range of inverters in various outputs and types at competitive prices.
- Supply only products from manufacturers with warranty and after-sales service policies.



☑ Structures (Mounting Systems)

- **Genuine KSD 3030 steel** : High corrosion resistance with Mg-Al-Zn coating.
- **Premium raw material** : POSCO PosMAC for excellent outdoor durability and corrosion protection.
- **Precision forming** : Automated C-channel, square, and round pipe shaping for strength and accuracy.
- **Efficient supply** : Standardized components ensure fast delivery and easy scalability.

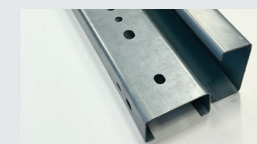
☑ Bracket

- **High-durability tri-alloy coating** : Excellent corrosion resistance in outdoor and coastal environments.
- **Installation-friendly design** : Precise slots and holes for faster setup and secure fastening.
- **Standard compatibility** : Matches structure/fastener specs to reduce galvanic corrosion risk.

☑ Bolt & Nut

- **High-durability tri-alloy coating** : Eliminates corrosion-prone weak points.
- **Torque retention & reusability** : Stable fastening under vibration and temperature changes.
- **Standardization** : Unified specs and lot-based control for easier maintenance.

Product



C-Channels (Perforated / Non-Perforated)

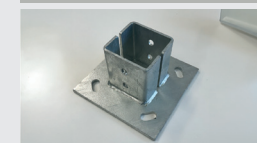


Square Tubes (Perforated / Non-Perforated)



Round Pipes

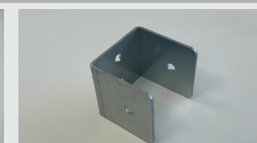
Accessories



Base frame



Bracket



Bracket



Bracket



Plate



Plate



Top PL



Bolt

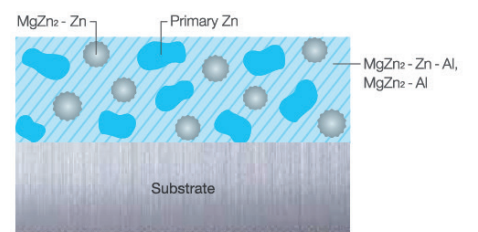
Atex Solar

Excellent Corrosion Resistance

All formed products use POSCO PosMAC®, certified to KSD 3030 (Mg-Al-Zn alloy coated steel), ensuring superior durability and long service life. Accessories and bolts are also produced with ternary hot-dip coating for stable quality.

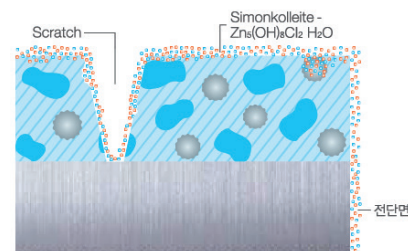
✓ Atex Solar self-sealing activating Mechanism

How does **Atex Solar** prevent corrosion of the base steel at cut edges and scratched areas?



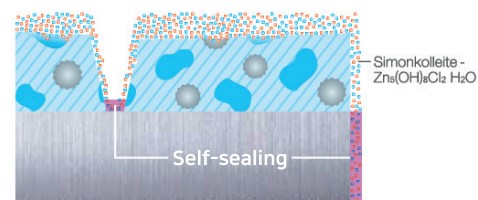
1

The ternary coating layer effectively protects the base steel and prevents corrosion. When corrosion begins in the natural environment after installation, the magnesium-zinc alloy ($MgZn_2$) reacts first.



2

$MgZn_2$ promotes the formation of simonkolleite, a corrosion product. This simonkolleite forms as a protective film over exposed areas, helping to prevent corrosion at cut edges and scratched surfaces.



3

Afterward, the zinc in the coating is consumed through sacrificial corrosion, while part of the aluminum forms a passive film, protecting the steel sheet from the external environment. This interaction among zinc, aluminum, and magnesium effectively safeguards the base steel even under harsh conditions.

✓ Cut Edge (Salt Spray Test Results)

Atex Solar provides 5–10 times better corrosion resistance than conventional galvanized products, dramatically extending the lifespan of structures.

Category	Over 1,000 hours	Over 3,000 hours	Result
GI			For conventional GI, once the base steel is exposed to air and red rust appears, corrosion continues without stopping.
Atex Solar			In contrast, with Atex Solar, even if cut edges are exposed and red rust begins to form, the zinc film containing magnesium immediately covers the exposed area, effectively delaying the progression of corrosion.

※ Test Sample: Coating weight 300 g, Cr post-treatment, 1.6 mm thickness

» Applications



Waiseong MaxEnergy Solar Power Plant,
Gumi-si, Gyeongbuk, South Korea



MaxEnergy Anjeong Solar Power Plant,
Uiseong-gun, Gyeongbuk, South Korea



Solar Citydo Solar Power Plant,
Haenam-gun, Jeonnam, South Korea



Global Network

AJUSTEEL is maximizing its synergies with DONGKUK STEEL GROUP's branches and offices in the U.S., Japan, Thailand and Mexico.

AJUSTEEL

- ❑ **AJU POLAND**
- Local Development and Supply Hub in Europe
AJU POLAND SP. Z O. O.ul. Stalowa 2,
64-542 Bytyń, Poland
Tel. 48-880-586-823
- ❑ **AJU CHINA**
- Cold-Rolled Sheet Processing Center
No. 38, West Wuyi Avenue, Chenjiang Subdistrict,
Zhongkai HighTech District,
Huizhou City, Guangdong Province, China (516229)
Tel. 86-752-3088-962

- ❑ **AJU MEXICO**
PLANT 1 Cold-Rolled Coil Center
Colinas #11683, Parque Industrial El Florido, C.P.
22245
PLANT 2 Hot-Rolled Coil Center
LA ENCANTADA OESTE #11500, PARQUE INDUSTRIAL
EL FLORIDO SECCION LA ENCANTADA
PLANT 3 Aluminum Extrusion Plant for Trailers
Blvd. Los Olivos #30101, Col. Fideicomiso,
Parque Industrial El Florido, C.P. 22245, Tijuana B.C.
PLANT 4 Pressing Plant for Home Appliances
Blvd. Los Olivos #25100, Col. Fideicomiso,
Parque Industrial El Florido, C.P. 22245, Tijuana B.C.
AJUSTEEL USA OFFICE 1059 Tierra del Rey Suite H,
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Tel. 1-619-400-4158

DONGKUK CM

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FINSA 3 Delegacion Santa Rosa Jauregui Queretaro
QRO. CP 76223 (Parque industrial Finsa 3)
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Tel. 66-38-110-570 FAX. 66-38-110-577

Overseas Subsidiaries

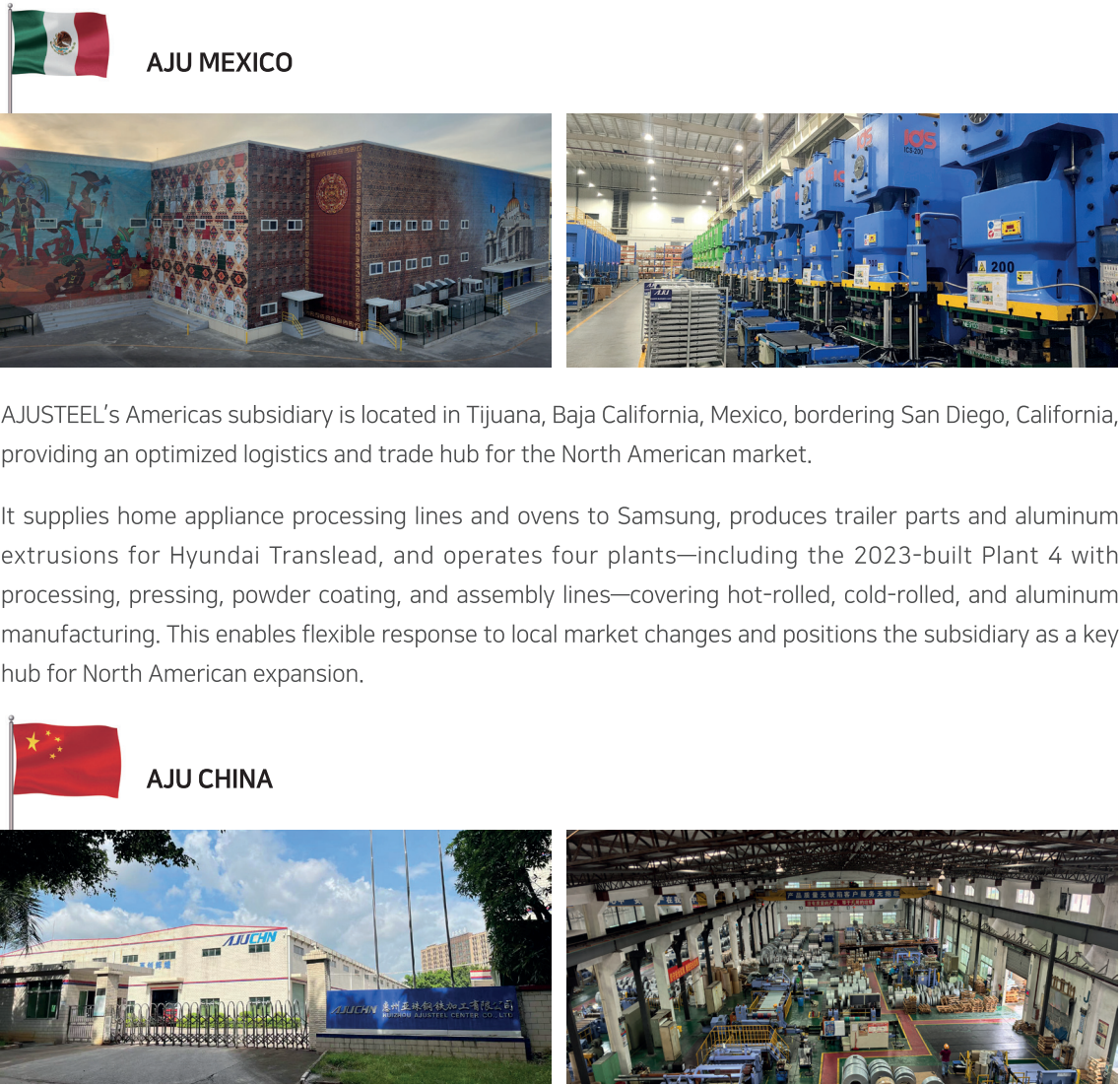
AJUSTEEL is expanding its overseas sales bases for pre-coated metal by establishing a global network in connection with Global Coil Center.



AJUSTEEL’s Poland subsidiary, located in Bytyń, Wielkopolskie, serves as a strategic hub with excellent access to key European markets like Germany, France, and Italy.

Equipped with a Continuous Coating Line (CCL), digital printing, and processing facilities, it enables in-house production and distribution of color-coated steel, establishing a new value chain in Europe. The CCL plant is the first locally mass-production-capable line in Europe, securing a leading position in the EU market.

This allows close collaboration with European clients and rapid response to market changes, strengthening AJUSTEEL’s presence in the region.



AJUSTEEL’s Americas subsidiary is located in Tijuana, Baja California, Mexico, bordering San Diego, California, providing an optimized logistics and trade hub for the North American market.

It supplies home appliance processing lines and ovens to Samsung, produces trailer parts and aluminum extrusions for Hyundai Translead, and operates four plants—including the 2023-built Plant 4 with processing, pressing, powder coating, and assembly lines—covering hot-rolled, cold-rolled, and aluminum manufacturing. This enables flexible response to local market changes and positions the subsidiary as a key hub for North American expansion.

AJUSTEEL’s China subsidiary, established in 2011 in Huizhou, Guangdong, serves as a strategic hub in China’s largest manufacturing and consumer market. Located near major global appliance and electronics companies, it provides fast communication and customized processing, strengthening local supply with cold-rolled and color-coated steel. It currently supplies EG, GI, aluminum, and appliance-grade color products to key Korean and Chinese clients, acting as a global production and supply base.

Dongkuk Steel Group



Dongkuk Holdings
: Dongkuk Steel Group's control tower to discover future businesses

Dongkuk Holdings is a strategic control tower that seeks to discover the future growth engine of the Dongkuk Steel Group and optimizes its business portfolio.

It is committed to the efficient distribution of resources between the companies to increase operational efficiency and maintain brand value through consistent management of the brands and trademarks. In addition, it is enhancing the corporate and shareholder values of the Dongkuk Steel Group by managing its overall business evaluation and risks through evaluating its subsidiaries' management performance and compliance management.



Dongkuk Steel : Steel Company based on Eco Electric-Arc furnace

Dongkuk Steel, an eco-friendly electric arc furnace-based steel company, is a global steel company in charge of the hot-rolled business of Dongkuk Steel. By introducing Eco-Acr, Korea's first eco-friendly electric arc furnace, we are leading the steel business of the future as a low-carbon eco-friendly steel production base.

Based on the know-how of producing the first rear plate in Korea, it produces products with high-end steel as well as top-notch rolling technology in the construction site

Dongkuk Steel Group



Dongkuk CM : A Strong Partner of AJUSTEEL

Dongkuk CM, the largest shareholder of AJUSTEEL, is the global No.1 color coating company. Since producing Korea’s first color-coated steel in 1972 and Galvalume steel in 1986, it has led the market with advanced technology and expertise. Its high-value brands—including Luxteel for construction, Appsteel for appliances, Super SMP for ultra-high weather resistance, and GIX for ultra-corrosion resistance—continue to drive the global market.



Intergis : A Logistics Company with the highest level of Competitiveness

Established in 1956, Intergis strives to meet the customers’ various needs by providing comprehensive logistics services including port cargo handling, land transportation, marine transportation, international logistics, and customs processing and storage based on its network that covers major ports and logistics bases in Korea. At the same time, based on the experiences and business expertise built into the Korean market, INTERGIS is advancing into the global logistics markets, such as in China, Brazil, Vietnam, Mexico, and the U.S. INTERGIS will consistently promote innovation in order to fulfill its vision of becoming a total logistics solution provider of the highest level of competitiveness.

Dongkuk Steel Group



Ferrum Infra

An Infrastructure Company that supports the business of Dongkuk Steel’s affiliates and operates the Ferrum Club

Ferrum Infra is a company specializing in infrastructure development and it handles and supports various infrastructure projects of Dongkuk Steel Group and its affiliates. It provides the best purchasing service to Dongkuk Steel Group and external customers by operating the MRO system, an integrated system for the purchase of consumable materials. Based on the system, Ferrum Infra provides support for work load reductions and process improvements. In addition, it operates Ferrum Club, an eco-friendly golf course established in a natural setting. As such, Ferrum Infra extends the reliability of Dongkuk Steel’s brand.



Dongkuk Systems : A value-creating Total ICT Solution provider

Dongkuk Systems is a total ICT solution company which develops and provides system integration and management services as well as IT solutions for various industrial sectors. Launched as Dongkuk Steel’s IT service provider in 2005, Dongkuk Systems declared its new vision of transforming into a total ICT solution provider with the highest level of competitiveness in 2019. Under this new vision, Dongkuk Systems is providing the best products and services for customers so they can innovate their businesses.

Dongkuk Systems is expanding its business to target not only Dongkuk Steel Group and its affiliates, but also a variety of customers from manufacturing, public, financial, and educational sectors. Amid the rapidly changing management environment, it supports IT-based business process innovation. In addition, Dongkuk Systems has established partnerships with global IT companies including HP Korea, IBM Korea, and Nokia and is providing differentiated IT solutions, such as servers, storage, network equipment, and software products optimized to fit the managerial environments of customers.