




Fisheries Cooperatives in Korea

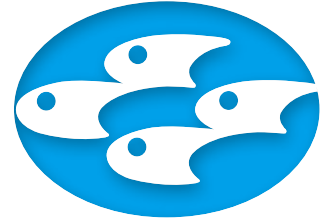
韓國의 水協





The next 100 years of
Korea's fishing industry
will be led by Suhyup.

One value, one united force,
and the best cooperatives



Fisheries Cooperatives in Korea

韓國의 水協

Fresh Fish, Fresh Bank

I would like to make the sincere statement that the waters surrounding our land is 'the sea of life, sea to share and source for our wishes'

The National Federation of Fisheries Cooperatives (hereinafter “Suhyup”) is the foundation of Korea’s fishing industry and the driver of its competitiveness. Established in 1962, its mission is to develop the domestic fishing industry and fishing villages; raise fishermen’s social, economic, and cultural status; and improve the quality of life in the nation’s fishing communities.

Suhyup primarily renders extension services to ensure safety in fishing operations and maximize catches. It seeks to keep waters clean to maintain high fish stocks and keep fishing villages vibrant and financially sound. Its marketing and distribution operations sustain fishing villages and protect both producers and consumers through joint sales of seafood and price stabilization. Last but not least, its banking business provides funds for fisheries and has developed into Korea’s only maritime industry bank, thereby garnering even higher satisfaction and trust among fishermen and other customers.

Suhyup also provides government-backed insurance to protect fishing boats, fishermen, and fish farms, and implements exchange programs between cities and fishing villages to bring them closer together. It strives to make fishermen and their fishing villages widely known.



The Fishermen Education Culture Welfare Foundation, established to improve fishermen's quality of life, delivers tangible cultural benefits to fishermen, who were previously overlooked in welfare policy. It firmly believes that excellent human resources are the primary driver of fishing industry development.

Suhyup is consolidating its global status through its endeavors in the International Cooperative Fisheries Organisation of the International Co-operative Alliance.

These multifaceted efforts allow Suhyup to leverage far greater influence. It seeks nothing less than to be the best cooperatives through firm solidarity under clear goals.

With pride in offering the freshest seafood, widely recognized for its health benefits, and a sense of mission to develop the fishing industry as a means of food security, Suhyup will continue work hand-in-hand with fishermen to protect our precious seas and fishing industry, sustaining and growing the industry.

Chairman Lee Jong-Koo

Goals

Suhyup strives to develop fishing villages through a democratic, cooperative organization to enhance the social and economic status of fishermen, and to increase the incomes of fishing households and their capacity to produce fishery products.

Vision

**One value, one united force,
and the best cooperatives**

One value

Promoting fishermen's happiness by improving their economic, social, and cultural status and promoting their interests and rights is the highest value.

One united force

Uniting all Suhyup people of the NFFC and member fisheries cooperatives for maximum competitiveness.

The Best cooperatives

Best cooperatives for fishermen

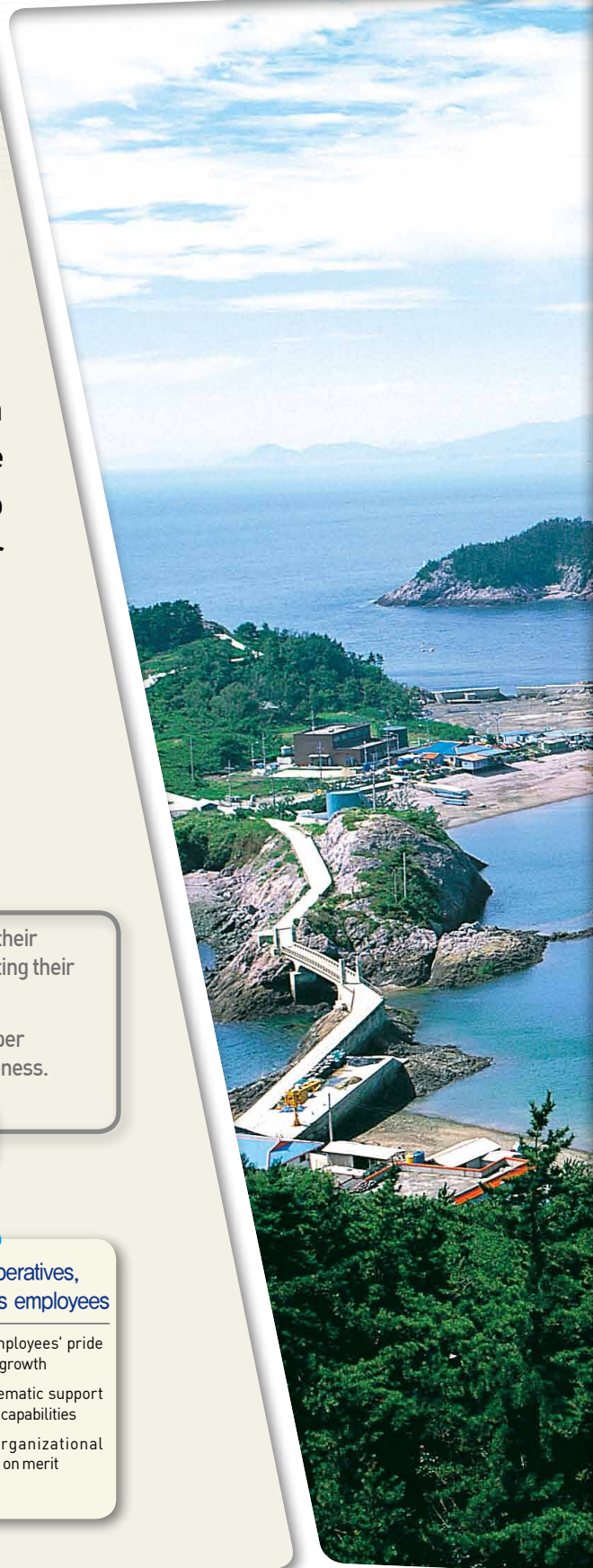
- Stronger support for fishermen's education, acculturation, and welfare
- Maintaining effective distribution to increase fishermen's earnings
- Improving financial service for fishermen's self-reliance

Best cooperatives contributing to the nation and society

- Promoting win-win cooperation between fishing villages and cities, and producers and consumers.
- Providing safe seafood for the public's health
- Fulfilling social responsibility

Best cooperatives, the pride of its employees

- Earning the employees' pride through steady growth
- Providing systematic support to develop their capabilities
- Building an organizational culture focused on merit



The power to develop the nation into
a fishing industry powerhouse!
Self-reliant fishing communities are
within our grasp!
Suhyup stands at the vanguard.



Business Areas

Extension Services

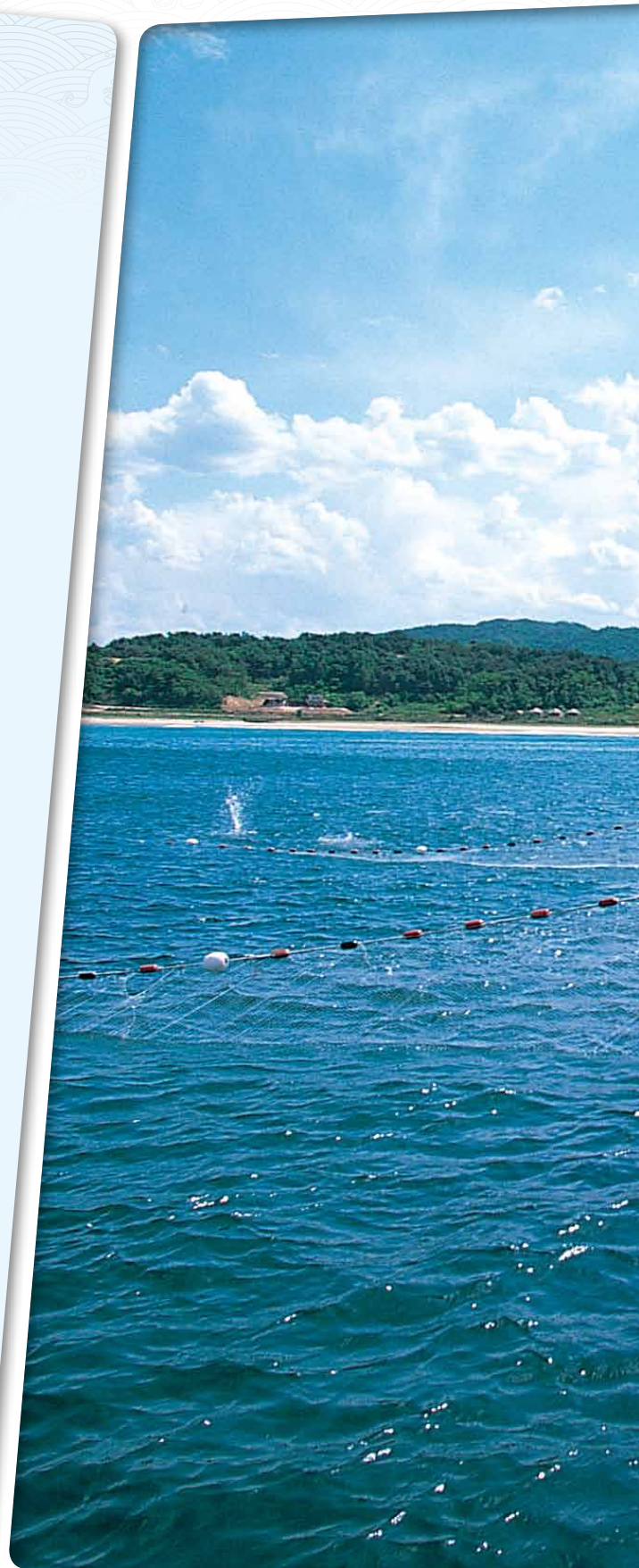
To early develop fishing villages, Suhyup strives to support and develop projects that generate and increase income for fishing households; preserve and explore fisheries resources; strengthen instructional services to ensure safe fishing; and foster a spirit of cooperation among fishermen through publicity and educational activities.

Marketing and Supply

Suhyup endeavors to increase the added value of fishery products produced by our nation's fishermen and expand sales outlets across the distribution chain of purchasing, processing, marketing, and sale. Suhyup also helps increase the mutual interests of fishermen and consumers by making bulk purchases of fishery products and using government stockpiles to help ensure price stability. Other support mechanisms include providing tax-exempt fuels and supplying machinery, materials and ship supplies.

Banking

Suhyup offers a range of banking aimed at providing funds to support fishermen's production activities in a timely manner. It is seeking to emerge as a leading marine and fisheries financial institution that works for its customers by fully committing itself to its role as a cooperative bank.



Seas abounding in fishery resources,
Pleasant and livable fishing communities!
Suhyup is creating them.





History of Suhyup

With the enactment of the Fisheries Cooperative Act, Act No. 1013 on January 20, 1962 and the promulgation of its Enforcement Decree in March 1962, the former Fisheries Organizations was dissolved and the National Federation of Fisheries Cooperatives (NFFC) was launched on April 1, 1962.

To emerge as a leading 21st-century cooperative, the NFFC, Suhyup, has worked to increase the competitiveness of the fishing industry and build vibrant, self-sustaining fishing communities. Suhyup faced a crisis in 2001 of having to accept public funds, but by 2010 the NFFC had recorded 19.5 trillion won in business volume while its member cooperatives had achieved 15 trillion won. Suhyup has continually innovated itself in order to successfully carry out its mission and functions as an organization representing the nation's fishermen and as a valuable cooperative.

HISTORY



- July 10, 1908** Established the Geoje Hansan fisheries cooperative (Origin of Suhyup)
- May 29, 1937** Established the Chosun Fisheries Cooperative Foundation
- January 20, 1962** Fisheries Cooperative Act promulgated
- April 1, 1962** NFFC and member fisheries cooperatives established under the law
- May 1, 1963** Commenced loan service
- May 1, 1965** Commenced direct supply of tax-exempt fuels
- March 1, 1970** Began supplying fishery products to the military
- March 1, 1979** Joined the International Co-operative Alliance (ICA)
- August 26, 1992** Established Suhyup Cooperative Marketing
- October 19, 1993** Completed construction of the current Suhyup headquarters building
- March 19, 1999** Opened a logistics center at the port of Gamcheon
- February 1, 2002** Took over the Noryangjin Fisheries Wholesale Market
- January 25, 2007** Lee Jong-Koo took office as the 22nd Chairman of the NFFC
- September 10, 2009** Established the Fishermen Education Culture Welfare Foundation
- September 2, 2010** Setting a date for World Fisheries Cooperative Day (June 16)
- September 14, 2011** Activated the next-generation financial system: Nextro
- November 18, 2011** Chairman Lee Jong-koo the Rochdale Pioneer Award
- April 1, 2012** Celebrated the fiftieth anniversary of Suhyup

Since 1962

Building on the achievements of the past,
Suhyup will continue to take the lead
in the future chapters of history that unfold.

1960

Development phase

Earliest fluttering of wings
toward the blue sea

- April 1962**
Established the National Federation of Fisheries Cooperatives (NFFC)
- May 1963**
Commenced loan service
- April 1965**
Started managing fisheries funds
- May 1965**
Started direct fuel delivery service for the fishing industry
- September 1966**
Took control of wireless telecommunications for fishing activities
- December 1966**
Started providing un-collateralized credit loans to fishermen
- December 1967**
Started exempting fuels used in fishing activities from taxes
- January 1969**
Started an initiative to raise internal funds of 10 billion won
- April 1969**
Established deposit services



1970

Growth phase

Endless aspirations for a
higher achievement

- March 1970**
Started supplying fishery products to the military
- March 1972**
Started offering credit guarantees for agriculture, forestry and fisheries bodies
- February 1974**
Paid the first set of dividends to member cooperatives
- June 1974**
Implemented a mutual credit for member cooperatives as a pilot
- July 1975**
Implemented a price stabilization program for fishery products
- April 1976**
Started exports of fishery products
- February 1977**
Commenced operation of IT system
- November 1977**
Opened the Bupyeong Training Center
- January 1979**
Introduced foreign-exchange banking services
- March 1979**
Joined the International Co-operative Alliance (ICA)



1980

Stabilization phase

A capacity that supports
the sea's bounty

- January 1982**
Started serving as a national treasury agency
- May 1983**
Opened a pilot direct sales store of fisheries products in Cheongnyangni, Seoul
- October 1983**
Won the 20-Million-Dollar Export Award on Korea's 20th Export Day
- May 1984**
Launched online banking service
- March 1985**
Started CD (certificate of deposit) service
- February 1988**
Commenced trust service
- December 1988**
Implemented the direct election system of NFFC and cooperative chairmen
- December 1989**
Started construction of the Suhyup electronic computing center



1990

Takeoff phase

A dynamic takeoff into
the wide-open sea

April 1990
First popularly elected NFFC CEO took office.

December 1990
Held a rally to push for a resolution to establish a 3 trillion won internal fund

October 1991
Started providing a credit card service

August 1992
Established Suhyup Cooperative Marketing

October 1993
Completed construction of and moved into the current Suhyup headquarters building

January 1996
Started a movement to raise a 10 trillion won internal fund

February 1996
Approved the introduction of 1,000 foreign trainees to work on fishing vessels in coastal and offshore waters

January 1997
Established Suhyup Feed

July 1997
Opened the current Suhyup Cheonan Training Center

March 1999
Opened a logistics center at the port of Gamcheon

2000

Innovation phase

Soaring toward the
world filled with hope

February 2002
Took over the Noryangjin Fisheries Wholesale Market

March 2003
Launched in-house broadcasts by satellite TV

August 2006
Launched the Blue Suhyup Hanmaeum ("One Mind") Volunteer Organization

January 2007
Lee Jong-Koo took office as the NFFC's 22nd Chairman.

April 2009
Founded the newsletter Suhyup News

September 2009
Established the Fishermen Education Culture Welfare Foundation

November 2009
Lee Jong-Koo elected chairman of the International Cooperative Fisheries Organization

March 2010
Built a next-generation IT system for insurance service

April 2010
Completed a processing & distribution center in Incheon

May 2010
Conducted a solemn funeral service for the crew of Geu-myangho 98

September 2010
Setting a date for World Fisheries Cooperative Day (June 16)

October 2010
Extension Services & Marketing and Supply

April 2011
Completed a seafood processing plant in Incheon

June 2011
Revived Fishermen's Day (April 1)

September 2011
Activated the next-generation financial system: Nextro

November 2011
Chairman Lee Jong-koo the Rochdale Pioneer Award

April 2012
Celebrated the fiftieth anniversary of Suhyup

November 2012
Held the National Fishermen's Hanmaeum ("One Mind") Rally

December 2012
Commenced the modernization of the Noryangjin Wholesale Fish Market



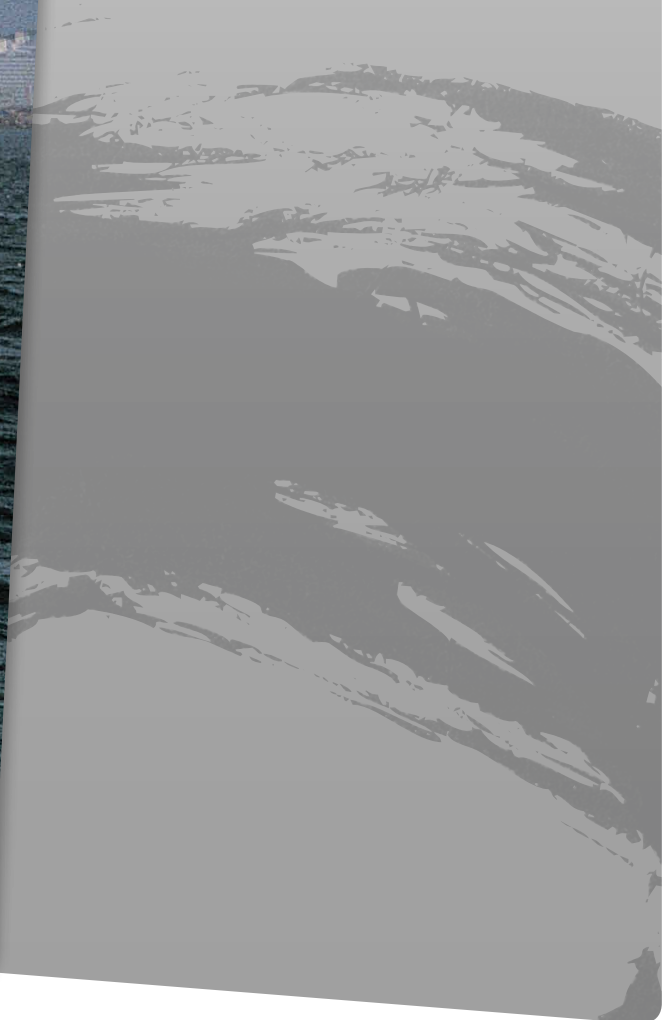
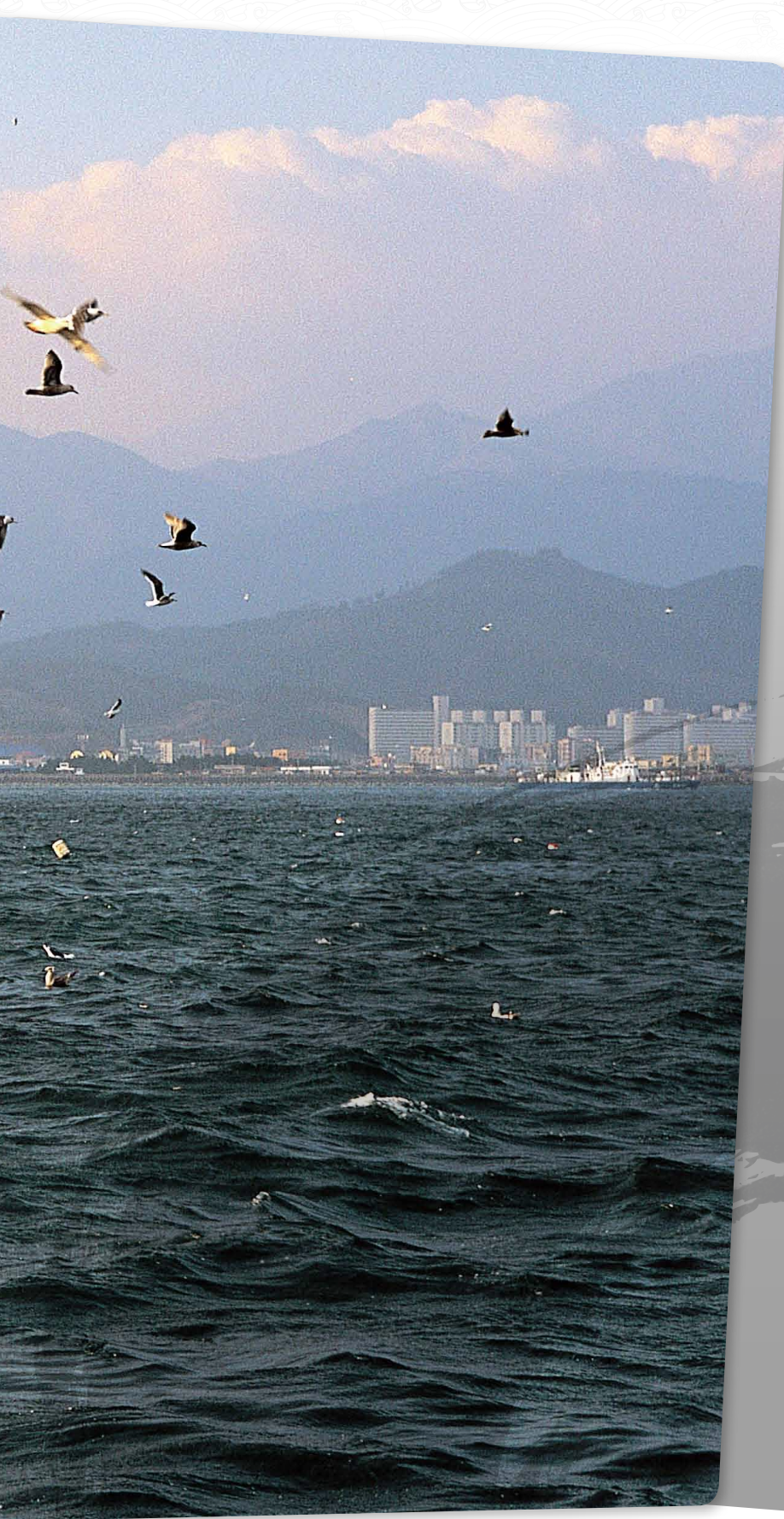
For the seas of Korea, now and in the future,
Suhyup will always look out for their interests!

Gathering the strength to surge forward!
Advancing with vigor toward the seas of
the world!



Extension Services

www.suhyup.co.kr



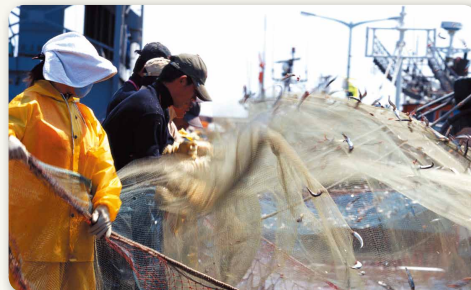
Extension Services

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\ Support for fishermen

● Identifying and recognizing fishing village leaders

As a means of raising morale, Suhyup identifies outstanding fishing village leaders who have helped develop their communities and increase fishing households' incomes despite difficult conditions and awards them the 'New Fisherman Award,' medals, presidential citations, and other accolades.



● Legal support

Suhyup assists fishermen who have suffered from loss of a fishing ground and other such damages and protects their rights and interests by providing legal support to ensure that they receive appropriate compensation.



● Operation of a Web portal

(Happy Sea: www.happybada.co.kr)

In cooperation with the Ministry for Food Agriculture Forestry and Fisheries, Suhyup runs an Internet portal that provides information on a variety of fishing and fishery-related subjects including jobs in the fishing industry, welfare issues, and education to contribute to improving quality of fishermen's life.



● Educational support

To improve the expertise of fishermen, education geared toward fishermen's needs is provided including fisheries technology education necessary for effective fisheries management and IT education. Education on management, leadership, and the like is also provided to train leaders who can lead the development of fishing villages.



Support for member cooperatives

Support for personnel management

As declared in the Fisheries Cooperative Act, Suhyup is charged with writing rules and regulations relating to the member cooperatives' organization, personnel, work by staff, etc. and providing instructional support to member cooperatives.

Workshops on policies affecting the fishing industry

These workshops gather leaders and representatives from the fishing industry to increase their cooperative management capabilities and responsibility and enable them to analyze pressing issues in the fishing industry, identify the most desirable status for the cooperatives, and devise ways to develop the cooperatives.

Support for better management

Sound management is induced by preempting management risks through systematic evaluation and improvement of the management of member cooperatives. Suhyup facilitates their continued growth and development by focused management consulting and timely delivery of management improvement funds and member support funds.



Promoting exchanges between cities and fishing villages

Support for exchanges between cities and fishing communities

Suhyup carries out sisterhood programs between companies in cities and fishing villages that are mutually beneficial. Companies show an interest in and compassion toward the villages, which in return provide safe and healthy fishery products and healthy environments. Suhyup intends to expand this sisterhood campaign across the country through various support mechanisms and events including covering exchange-event costs and hosting experiential activities.



Support for fishing community tourism

Suhyup organizes programs that allow tourists to experience the lifestyle and culture of fishing villages, such as walking through mud flats and riding aboard a fishing boat, and subsidizes the travel expenses of tourists who visit fishing villages. It also organizes festivals that present unique aspects of a particular area and makes efforts to preserve traditional cultural aspects of fishing communities, many of which are gradually disappearing. By promoting tourism in fishing villages, Suhyup is helping to increase fishermen's incomes.



Support for female members of fishing communities

Suhyup supports women's university and specialized education courses to develop the capabilities of female fishermen who are leading the economies of fishing villages and to further their self-development. Activities by the National Federation of Female Fishermen are supported to promote their rights and interests. Suhyup is striving to raise female fishermen's social and cultural standing through these means and other educational and support programs.



Extension Services

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Assistance in hiring foreign workers

Suhyup provides help in bolstering the competitiveness of Korea's fishing industry by introducing foreign workers and assigning them to appropriate regions to address the manpower shortage in coastal and offshore fisheries. To ensure that foreign workers adapt smoothly, Suhyup leads support projects such as a counseling center where foreign workers can resolve their difficulties, and creating opportunities for outstanding fishermen from abroad to experience Korean culture.



Instructional services for safe fishing operations

Seventeen manned and 40 unmanned fisheries information tele-communications stations, located at major ports and docks across the country, operate round the clock to protect fishermen's lives and property by providing services such as marine rescue support, fisheries-related information, and guiding fishing boats through Exclusive Economic Zones (EEZs).



Broadcasting on fishing conditions

Forecasts on fishing conditions, water temperatures, prices, and other information deemed vital to the fishing industry are provided by Suhyup's own broadcast network, FBS IPTV, on large monitors installed in fishery auction docks in an effort to raise productivity and incomes in the fishing industry.



Suhyup News

Suhyup News is published weekly on Thursdays and distributed to fishermen, fisheries cooperatives, related government agencies, and other interested parties, in an effort to promote the rights and interests of fishermen through open communication, publicity, and the delivery of accurate news about the fisheries cooperatives and fishing industry. Suhyup News contains a range of fisheries-related information including news on fishery products production and consumption, and fisheries policies.



\\ 'C-Lover' movement

The C-Lover movement is a nationwide campaign to encourage the public to become "C-Lovers" (Sea Lovers) and take care of and respect the seas. The movement is linked to efforts to improve the environment of fishing grounds and develop fishery resources and raise awareness of the need to preserve and manage the marine environment and fishery natural resources.

● Projects to improve the quality of fishing grounds and prevent marine pollution

- **Decontamination of fishing grounds** : Support healthy fishing grounds through the collection of marine waste and other means.
- **Campaign to clean up fishing villages** : Develop an efficient waste disposal system in line with the government's efforts to properly treat and dispose of marine wastes.
- **Major clean-ups of waste in fishing waters and along shorelines** : Removal of inland waste deposited along shorelines by natural disasters like typhoons and torrential rains.
- **Movement to Ensure Clean, Blue Seas** : Increase public awareness of the importance of the seas by promoting volunteer activities that work to preserve marine environments.

● Projects to develop fishery resources that increase fishermen's income

- **Discharge of seeds of marine species and spray of shellfish seed** :
To cultivate fisheries resources and increase fishermen's income, high-value-added marine species seeds are discharged (and shellfish seed sprayed).
- **Eradication of harmful organisms like starfish** : Eliminate starfish, an invasive creature, to protect valuable fishery resources and increase fishing productivity
- **Support for the C-Lover Volunteer Organization** : Eradicate starfish in cooperation with Suhyup's scuba club and other groups.

\\ Research and Surveys

To suggest practical responses to protect fishermen, fishing villages, and the fishing industry in the rapidly-changing international environment, as evidenced by the commencement of talks for the Korea-China FTA, Suhyup carries out research and surveys on the fishing industry concerning such matters as the fisheries economy, policy, finance, and cooperatives. It also surveys fisheries management conditions and expenditures, produces various fisheries statistics, and recently published the "50-Year History of Suhyup," all to maximize the value of Suhyup and fisheries.

Suhyup also holds forums on the future of fisheries and international symposiums to promote discussion on ways to develop the domestic and global fishing industries. To share fisheries expertise with the public, it publishes a fisheries knowledge series. It promotes exchange and cooperation with private fisheries organizations in neighboring countries like China and Japan by participating in the Korea-China-Japan private fisheries conference, and helps increase fishermen's income and smooths the supply of domestic marine products by arranging for Korean fishing boats to operate legally in Russian waters.



For the seas of Korea, now and in the future,
Suhyup will always look out for their interests!

Mutual Credit

www.suhyup.co.kr

Fishing communities filled with fishermen's hopes
and dreams!

Suhyup's mutual credit service is helping make
this vision a reality!

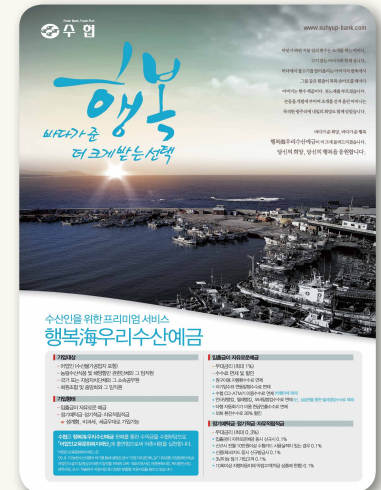


Providing low-interest loans

Mutual credit business provides funding for Suhyup by reminding fishermen of the importance of saving money and helping them to accumulate wealth. Through the disbursement of funds to fishermen in need and for training, educational support and marketing programs—the cooperatives' core tasks—mutual credit service is helping improve the economic status of the nation's fishermen and increase industry output.

Providing a range of financial services

New financial products designed exclusively for fishermen and fishing businesses are being launched in order to provide them with enhanced financial benefits. Efforts are being made to provide comprehensive financial services including currency exchange and sale of securities funds.



For the seas of Korea, now and in the future,
Suhyup will always look out for their interests!

**Cooperative
Insurance**

www.suhyup.co.kr

**A secure future is assured for fishermen!
Suhyup takes responsibility for any accidental injury
and property losses suffered by its members.**



Life Insurance

● Savings-type Insurance

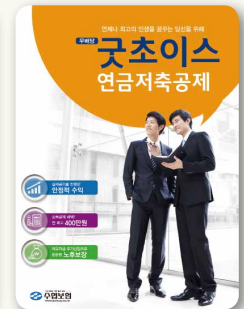
This insurance is useful for generating large amounts of money for needs like buying a home, hosting a wedding and maintaining an adequate surplus of funds. It provides a risk guarantee as well as assorted tax benefits.

● Pension-type Insurance

Insurance in preparation for retirement: Pension is paid starting from a certain age when premiums are paid for a given period of time.

● Guarantee-type Insurance

Insurance focused on compensation for accidents and disease



Non-Life Insurance


● Fire Insurance

Insurance that covers loss or damage due to fire in a house, building, or factory resulting from accidental fire or lightning.

● Other forms of Insurance

Insurance for personal references, executives' compensation liability, liability insurance for product compensation, ship owners' compensation liability, wage guarantee, etc.





For the seas of Korea, now and in the future,
Suhyup will always look out for their interests!

**Government-backing Insurance
and Aquaculture Insurance**

www.suhyup.co.kr

The interests of fishermen are our leading priority!
We are protecting our fishing communities
with reasonable and swift accident compensation.

Government-backing Insurance

Insurance that provides prompt and fair accident compensation to fishermen and fishing vessel owners who experience accidents, in the process protecting fishermen and promoting stable fisheries management.

- **Fishermen's Insurance** - Provides compensation for accidents including personal injury, disease, and death suffered in the line of fishing duty.
- **Vessel Insurance** - Provides compensation for fishing vessels that are stranded, submerged, damaged by fire or otherwise damaged at sea



Aquaculture Insurance

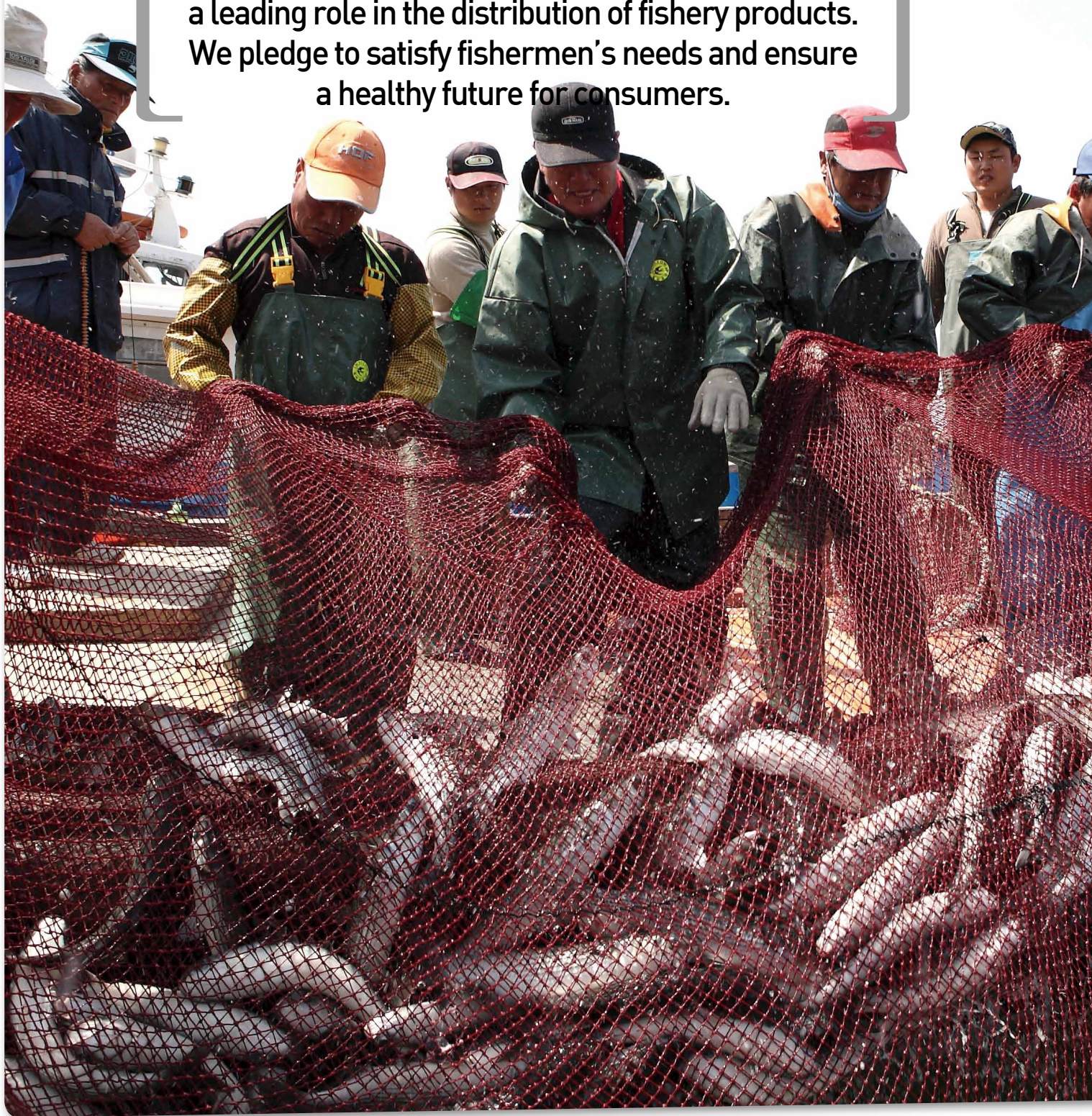
Provides compensation for fishery product cultivation and fish farming facilities that are destroyed, swept away or lost due to natural disaster

- Aquaculture insurance is a government-backing insurance based on the Agricultural and Fishery Disaster Insurance Act. The government partly subsidizes the premiums to encourage subscription and reduce the financial burden on fish farmers.



For the seas of Korea, now and in the future,
Suhyup will always look out for their interests!

Suhyup's marketing and supply business is playing
a leading role in the distribution of fishery products.
We pledge to satisfy fishermen's needs and ensure
a healthy future for consumers.



Marketing and Supply

www.suhyup.co.kr



Marketing and Supply

www.suhyup.co.kr

Operation of Processing Plants

Suhyup operates ice-making plants, and the freezing and cold storage units essential to the distribution of fresh fishery products, as well as logistics centers and processing plants to increase fishery products' added value. Such facilities are located in major cities across Korea such as Cheonan, Busan (Gamcheon Port), and Incheon.

Cooperative Markets

Cooperative markets gather fishery products from fishermen and circulate them in large quantities to markets with high concentrations of consumers to secure sales outlets for fishermen and stably supply fishery products to consumers. Suhyup runs cooperative markets across the nation; six of them—Gangseo, Garak, Guri, Daegu, Jeonju, Gwangju—are found inland, and the seventh is in the coastal city of Incheon.

Price Support Programs

Suhyup runs a government stockpile program and a purchasing assistance program to maintain a balanced supply and demand of fishery products in an effort to increase prices paid to fishermen and promote stable consumer prices. For example, it makes direct purchases of mackerel, pollock, cuttlefish, and other fish species that account for a large proportion of consumer purchases, and thus have a large impact on price increases during the season when their catch is highest, to maintain prices and contribute to fishermen's income. On the other hand, when demand and price increases are predicted, it releases stockpiled quantities of fish in bulk to inland cooperative markets, traditional market, wholesale markets, and others to stabilize prices and protect consumers.

Supply of Tax-exempt Fuels

To support a dependable fishing livelihood and help fishermen increase their incomes, Suhyup works round the clock to secure stable supplies of tax-exempt fuels, purchase fuels at low prices through competitive bidding, increase the number of beneficiaries of tax-exempt fuels, and make other related efforts.

Supply of Fishing Equipment

Suhyup makes bulk purchases of machinery and materials used to replace ship engines and improve the equipment of fishing vessels engaged in coastal and offshore fishing. It also purchases and provides to fishermen other supplies such as ropes, nets, paint, and everyday necessities at moderate prices in an effort to lower fishermen's expenses and improve operational efficiency and safety.





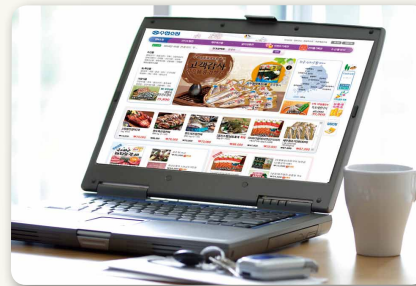
Marketing and Supply

www.suhyup.co.kr

Suhyup Shopping

www.SHshopping.co.kr

Suhyup Shopping is an online marine products shopping mall where consumers can quickly and safely purchase a wide selection of marine products. It mainly deals with domestic marine products including those directly produced by member cooperatives in producing districts. It promotes seafood consumption by distributing seafood through major online shopping malls (e.g. 11Street, Shinsegae Mall, and CJ O Shopping) in addition to its own shopping mall.



Suhyup B2B

www.shb2b.co.kr

Brokerage-type online wholesale market

Suhyup operates Korea's only brokerage-type online wholesale market for fishery products to aggressively respond to the online business trend and improve the distribution structure for fishery products. The site provides different transaction processes for different transacting parties (B2B electronic payment, free trade market, bidding, and estimate-based transactions), links up to guarantee agencies and commercial banks, and offers liquidity as payment.



Supply to the Military

Suhyup supplies quality fishery products to the military with the dual goal of supporting military personnel's wellbeing and increasing fishermen's income. It also creates new seafood recipes and seafood dishes in an effort to boost the popularity of seafood among the military.



Group Meals

As a means of promoting seafood consumption and public health, Suhyup supplies quality fishery products to elementary, middle and high schools across the nation, government offices, companies and other organizations that provide cafeterias.





For the seas of Korea, now and in the future,
Suhyup will always look out for their interests!

Suhyup Bank, offering unmatched value and
earning trust
Suhyup Bank always puts its customers'
interests first.



Banking

www.suhyup-bank.com

Sh SUHYUP

Vision

A world-class
marine industry bank
that always works for
its customers.

● Vitalization of fisheries finance

Suhyup Bank seeks to operate at the leading edge of fisheries finance as it moves beyond the domestic market to serve all of Northeast Asia.

● Customer-focused management

Suhyup Bank recognizes its customers as partners in growth and development and makes decisions and takes action from the perspective of customers.

● Fulfilling the values of a cooperative bank

As a cooperative bank, Suhyup Bank works to identify areas where both fishermen and their member cooperatives can succeed and continuously endeavors to enhance support for them.

● Maximizing efficiency

Suhyup Bank is growing into a competitive bank by optimizing efficiencies in all areas of business and overcoming relative limits in capital, human, and material resources.

Suhyup Bank

www.suhyup.co.kr

Fresh Bank

Friendly service that meets customers' needs

Suhyup Bank, the financial services arm of the NFFC, has served as a specialty bank providing financial assistance to fishermen and fisheries organizations and today is pioneering into maritime fields like shipping finance, shipping and logistics, and social overhead cost (SOC) projects for harbors to evolve into a full-scale marine industry bank.

To help customers fulfill their dreams, Suhyup provides a variety of specialized financial services including savings and loan, currency exchange, credit cards, bancassurance and securities funds.

The only one

Korea's only bank specializing in the maritime and fishing industry.

Suhyup Bank is the only domestic bank dedicated to the maritime and fishing industry, and provides private sector financing in line with the government's overall fishery policy. Suhyup Bank spares no support for the government's maritime and harbor policies so that Korea can fully embrace its role as one of Northeast Asia's leading finance and logistics centers.



For Customers

A bank for customers

Backed by branches in major cities and coastal cities and towns across the nation, along with Internet banking, Suhyup Bank always does its best to meet customers' needs through a variety of financial products including savings and loan, currency exchange, insurance, trusts and credit cards.





Trust

A bank that customers can trust

Suhyup Bank is a safe and solid blue chip bank that meets the highest domestic criteria and which has attained the highest credit ratings from domestic rating agencies as well as international rating agencies like Moody's and Standard & Poor's.

Credit ratings (as of December 2012)

Moody's	Standard & Poor's	Domestic credit rating agencies
A2	A-	AAA

* Domestic credit rating agencies: Korea Ratings Corporation, Korea Investors Service, National Information & Credit Evaluation



Innovation

A bank incessantly in pursuit of innovation

Suhyup Bank stands at the forefront of innovation and change by responding to the rapidly changing financial sector through continuous management innovation, beginning with the "New Start 180°" campaign in 2001 and extending up to "Takeoff 2010: A New Start, New Challenges" in 2010.



For the seas of Korea, now and in the future,
Suhyup will always look out for their interests!

Social Contribution Activities

www.suhyup.co.kr

Suhyup is building a more
fulfilling world through
neighborly love.



Community development projects

● Contributions to the Fishermen's Friendship fund

Suhyup concluded an agreement with the Korea Legal Aid Corporation in 1996 to provide free legal aid to fishermen, and makes annual contributions to 'Fishermen's Friendship' with money raised through the 'Fishermen's Friendship' deposit product to support ongoing efforts to provide free legal aid to fishermen.

● Scholarship program

To nurture talented human resources who will ensure a bright future for the fishing industry, Suhyup provides scholarships to students enrolled in fisheries-related studies at high schools and universities and who need economic assistance, and provides support for the operation of fisheries departments in specialized high schools with a view to helping raise the competitiveness of the domestic fishing industry.

● Invitations to events for fishermen

Suhyup extends event invitations to fishermen who must earn a living in a harsh work environment through persistence and a strong pioneering spirit in an effort to show gratitude for their hard work and elevate their pride as fishermen.

Volunteer programs

● Visits to community welfare centers

Suhyup regularly engages in charity for underprivileged members of society in such ways as providing orphans, disabled children, and senior citizens with free seafood, scholarships, and other benefits, and repairing and cleaning facilities.

● Haeuri volunteer groups

Suhyup established 19 Haeuri volunteer groups across the country to build sisterhood relations with fishing village cooperatives and engage in support activities for fishing villages such as providing needed products and conducting volunteer work.

● One-to-one campaign

Suhyup's social contribution philosophy is to encourage each employee to engage in at least one volunteer activity year-round to make a contribution to his or her local community and reinforce their ethical mindset.

Social welfare activities

● Beautiful Saturday

Suhyup employees donate and sell items at The Beautiful Store, a non-profit organization, and deliver all proceeds to disenfranchised families.

● 'Love Sea' blood donations

Suhyup employees donate blood annually to needy patients and donate their blood donation certificates.

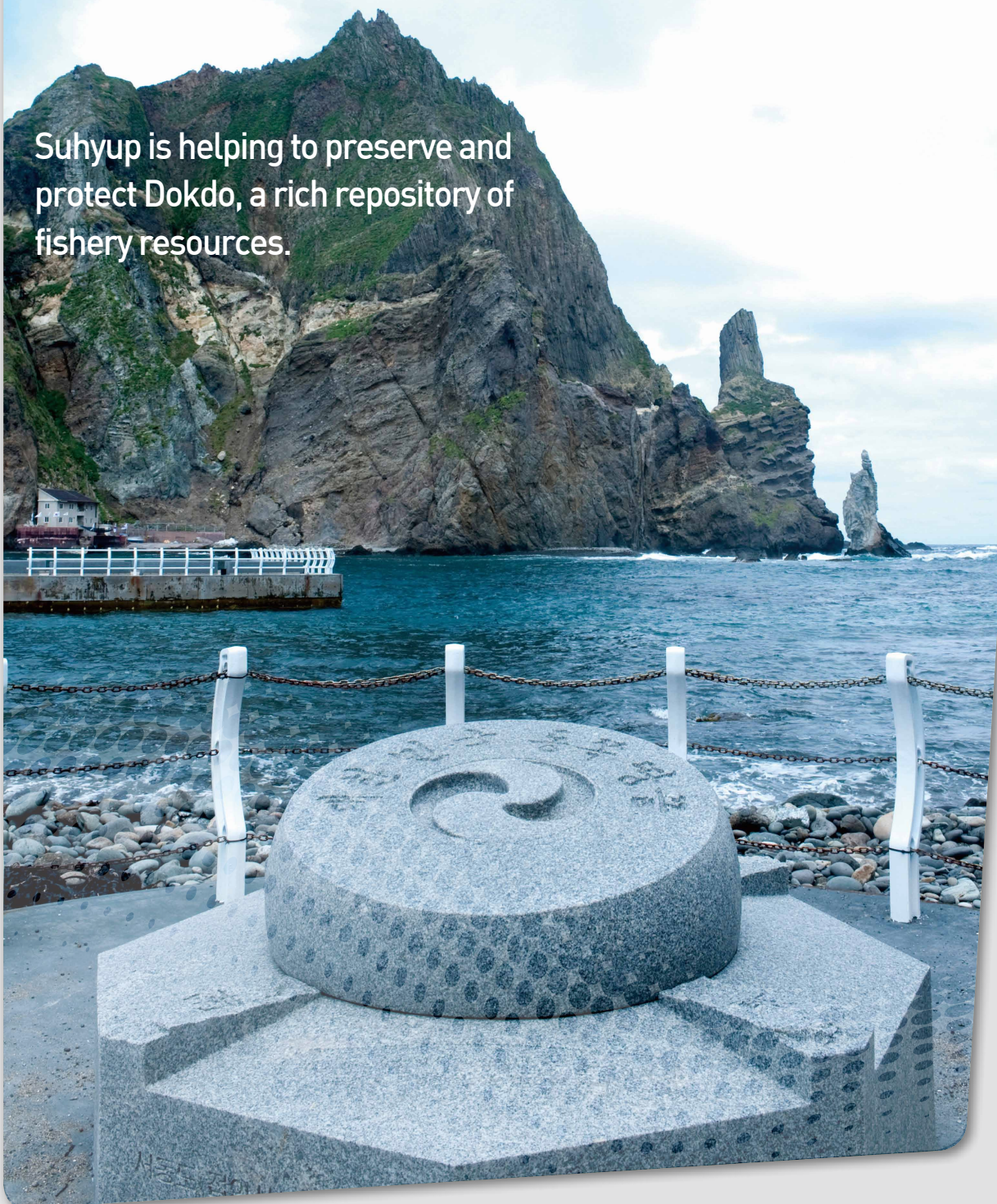


For the seas of Korea, now and in the future,
Suhyup will always look out for their interests!

Dokdo Guardian Activities

dokdo.suhyup.co.kr

Suhyup is helping to preserve and
protect Dokdo, a rich repository of
fishery resources.



Suhyup makes an effort to help Korea protect its sovereignty over Dokdo, a group of islets in the East Sea, to publicize their importance as a valuable repository of fishery resources, and to arouse public interest in the islands.

Support for projects to study and preserve Dokdo

In recognition of the importance of Korea's territory, Dokdo, to the fishing industry, Suhyup concluded an agreement with the Dokdo Research and Preservation Association in February 1997 through which it contributes to the Love for Dokdo fund. Since then, it has extended support for the Love for Dokdo campaign which is used to, among others, conduct research on Dokdo and support rallies that defend Korea's sovereignty over the islands.

Dokdo Love Sea fund

To contribute to Dokdo preservation efforts, Suhyup raises funds through the sale of various public interest products like the Love for Dokdo deposit account, installment savings account, and credit card.

Website to guard the Dokdo fisheries

<http://dokdo.suhyup.co.kr>

As the representative of the fishing industry, Suhyup announced at home and abroad its determination to protect Korea's sovereignty over Dokdo, an island in the East Sea and a valuable repository of fish stocks, and it is raising the public's awareness of the importance of the fishing industry and fishermen in connection with the island.



For the seas of Korea, now and in the future,
Suhyup will always look out for their interests!



Fishermen Education Culture Welfare Foundation

www.fecwif.or.kr

The Foundation is designed to operate programs that protect and sustain fishermen and improve their welfare in an effort to raise their quality of life and that of fishing communities.



Suhyup will strive to create
a bright blue future for fishermen.

Outline of programs

The Foundation operates a number of tailored support programs to provide fishermen, who quietly endure lives of hard labor to protect the fishing industry-one of the nation's major food sources-with equal access to educational and cultural opportunities and an opportunity to experience stable welfare.

Program Description

1. Educational support for fishermen

- Business Mindset Training for leaders in fishing village
 - Basic knowledge on fishing operations, fishery laws, and education required for fishermen in the age of informatization, and green growth
 - Visits to advanced fisheries cooperatives

- Vibrant blue Fishing Village, Hope-Building Scholarship
 - Providing university scholarships to fishermen and their children to relieve their economic burdens
 - Identifying next-generation human resources who can contribute to the development of fisheries and fishing society after university graduation

2. Medical support for fishermen

- Financial aid for treatments and medical exam expenses for elderly and low-income fishermen
- Arranging service visits by volunteer medical workers
- Support for medical treatment for fishermen

3. Welfare support for fishermen

- Assistance for multicultural families in fishing villages to visit foreign parents' countries of birth
- Providing fishermen of foreign nationalities with winter clothes
- Providing informatization equipment to fishing villages

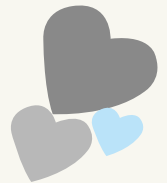
4. Cultural support for fishing villages

- Cultural events in fishing villages, support for local community centers for fishermen, and other assistance
- Culture lectures for the female members of fishing communities

5. Other programs

- Designating publicity ambassadors for the welfare of fishing villages
- Awarding the Fishermen's Welfare Grand Prize and similar activities.

Precious contributions you make to the Fishermen Education Culture Welfare Foundation will be used to improve the quality of fishermen's life.



기부 = $\frac{\text{LOVE}}{\text{GI}}$

기부는 사랑을 나누어 주는 것



How to make a contribution

Tel 82-2-2240-0404, 0412 Fax 82-2-2240-0420

Bank account to send a contribution to : Suhyup Bank 026-01-201297

A contribution can be recognized as an expense or deducted from one's income for up to 10% of the income of corporations and 30% for individual proprietors and individuals.



ICA's fisheries committee working for the mutual development of fisheries around the globe

International Cooperative Fisheries Organisation (ICFO)

www.icfo.coop



International Cooperative Alliance (ICA)

The ICA was founded in London in August 1895 by delegates from cooperatives from around the world to represent them before governments and international organizations. The ICA defines cooperatives as 'autonomous organizations where people voluntarily gathered to satisfy common economic, social, and cultural needs and desires through jointly-owned and democratically-run businesses.' It currently has 276 member organizations from 97 countries and is the world's largest non-governmental organization with one billion individual members.



International Cooperative Fisheries Organisation (ICFO)

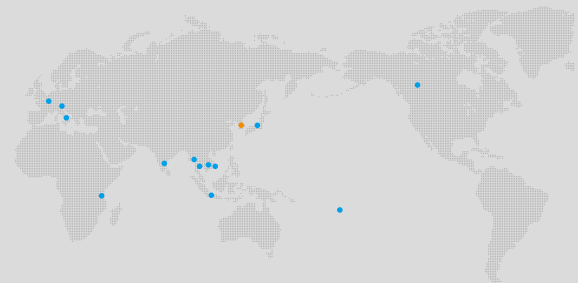
The ICFO is one of the sectoral organizations of the ICA and was founded in 1976. It assists fisheries development by providing information on fisheries to fisheries cooperatives around the world, and promotes exchange of expertise and experience among them through training, symposiums, seminars, and other means. It has vigorously pushed forward the development of global fisheries by such means as designating World Fisheries Cooperative Day, the first of the ICA's eight sectoral organizations to designate such a day. Recognized for this and other initiatives, Chairman Lee of Suhyup won the Rochdale Pioneer Award in 2011, another first in the history of the ICFO.

● ICFO history

- 1966 Originally founded as a sub-committee of the ICA's Agricultural Committee
- 1976 Became an independent body
- 1979 Suhyup joined the ICFO



For the seas of Korea, now and in the future, Suhyup will always look out for their interests!



● ICFO members (16 cooperative organizations in 14 countries)

South Korea, Japan, Thailand, Indonesia, Bangladesh, India, Vietnam, Myanmar, Fiji, Tanzania, France, Hungary, Canada, Italy



● ICFO Board

Chairman : Lee Jong-Koo, Chairman of the National Federation of Fisheries Cooperatives

Vice Chairman : Gabor Csoma, Vice President of the Hungarian Fish Farmers' Association

: Dao Xuan Can, Chairman of the Vietnamese Cooperatives Association

: B.K. Mishra, Director of India's Fisheries Cooperative Movement

Executive member : Ikuhiro Hattori, President of Japan's National Federation of Fisheries Cooperative Associations

Auditor : Wibisono Wiyono, President of the National Federation of Indonesian Fishermen's Cooperative Societies

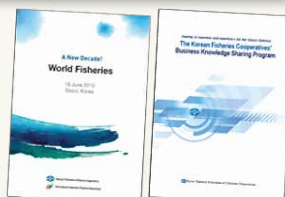


● ICFO Secretariat

Suhyup, operating the secretariat of the ICFO, carries out activities not only for Korea's own fishing industry but also for the joint development of the fishing industry around the world.

Primary tasks

- Sharing expertise and experience among fisheries cooperatives on the occasion of "World Fisheries Cooperative Day"
- Educational support for the development of the world's fishing industry and fisheries cooperatives (Korean Suhyup's KSP education)
- Providing information on fisheries including major fishery countries' statistics and policies
- Providing informatization equipment and fisheries equipment and materials to facilitate the development of the fishing industry
- Activities to respond to issues related to the fishing industry such as the WTO, FTA, and green growth
- Activities to increase the number of ICFO members



Subsidiaries

www.suhyup.co.kr

Suhyup brings the fresh taste of the sea directly to your table.



\ Suhyup Noryangjin Fisheries Wholesale Market

www.susansijang.co.kr

This wholesale fisheries market supplies fresh fishery products year round to the Seoul metropolitan area. The market has been improving its customer service through innovations like computerized consignment service, a customer-friendly management system, a product recall service and offering rewards for reports of unfair transactions. The market is modernizing its facilities and building a state-of-the-art infrastructure in order to emerge as a comprehensive, globally competitive distribution center.



\ Suhyup Cooperative Marketing

www.suhyupmall.com

Suhyup Cooperative Marketing is creating a coherent supply-and-demand foundation by eliminating complex and inefficient steps in the distribution chain and supplying quality processed fishery products to consumers at affordable prices by purchasing and processing fresh fisheries products from fisheries cooperatives at production centers nationwide and through its own production facility.



Korea's seas, now and in the future,
Suhyup will always look out for their interests!



\ Suhyup Feed

www.suhyupfeed.co.kr

In keeping up with the rapid changes in the fishing industry as fish farming grows in prominence, Suhyup Feed Production develops, produces and supplies high-quality, environment-friendly fish feed to support the growth and development of the aquaculture industry. For example, extruded pellet (EP) feed produced at its state-of-the-art facility helps reduce environmental pollution and lower aquaculture farming costs.



\ Suhyup Development

Suhyup Development is an NFFC subsidiary established to maintain buildings owned by Suhyup in an efficient and economical manner.

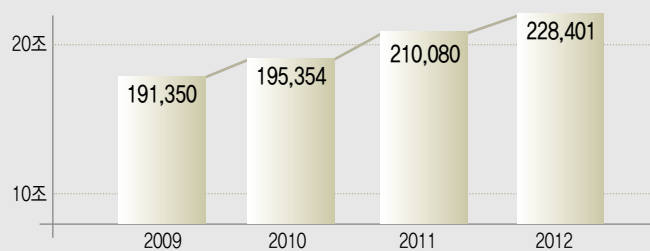


Business Volume

\ National Federation

(Unit : 100 million won)

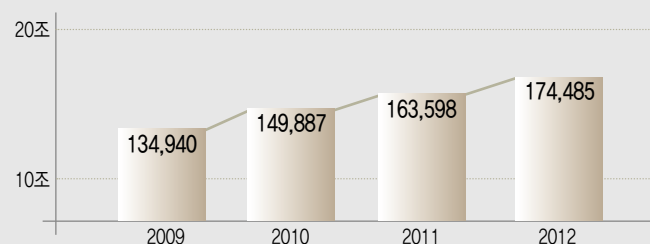
Year	Total	Extension Services	Mutual Credit	Insurance	Marketing and Supply	Banking
2009	191,350	653	37,344	5,923	12,059	135,371
2010	195,354	881	36,659	7,675	13,541	136,598
2011	210,080	1,542	38,316	8,565	14,347	147,310
2012	228,401	1,814	44,415	11,775	14,760	155,637



\ Member Cooperatives

(Unit : 100 million won)

Year	Total	Extension Services	Mutual Credit	Insurance	Marketing and Supply
2009	134,940	205	90,952	4,120	39,664
2010	149,887	233	99,727	5,437	44,490
2011	163,598	272	106,425	6,231	50,670
2012	174,485	271	116,650	9,160	49,404



Seas abounding in fishery resources,
Pleasant and livable fishing communities!
Suhyup is creating them.



One value, one united force,
and the best cooperatives



National Federation of
Fisheries Cooperatives

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Tel. 82-2-2240-2114 www.suhyup.co.kr