

# NOROO AUTO-REFINISHES BUSINESS

## ▶ NOROO Paint & Coatings Co., Ltd.

NOROO focuses on Auto-Refinishes, Industrial Coatings and Decorative Paints with \$237 Million USD sales in 2009.

## ▶ NOROO Auto-Refinishes Business

Since NOROO started auto-refinishes business in 1985, the company has been rapidly extending its business in local and global markets with followings:

- Human Resources: Sales(23), R&D(18), Production(24)
- Sales Network: 180 Dealers in Korea & 17 in global
- Annual Production Capacity: 10,000 M/T
- Sales in 2009: \$40 Million USD combined

## ▶ Technical Strength

NOROO develops its core confidences with following major achievements:

- Completion of refinishes-only factory in Anyang (1991)
- Technical alliance with Sherwin Williams (1985~2000)
- Establishment of Training Centers since 1994
- New refinishes production factory in Poseung (2008)
- Waterborne basecoat (HiQ Water Color) development (2009)

## ▶ Brands



### The Best Solution Provider

Premium brand for Japanese/Korean vehicles  
Supreme color matching & high consistency



### Beyond Your Expectation

Excellent color match for global automobiles



### Simply Get More *Simply Get More*

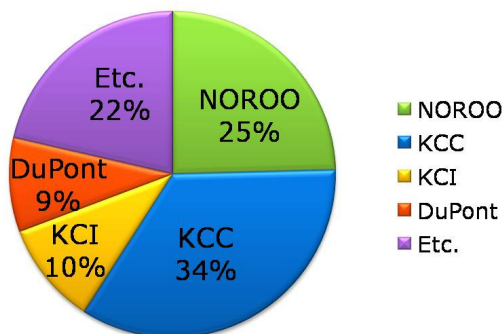
Quick color matching & easy application

## ▶ Automotive Refinish Business in Korea

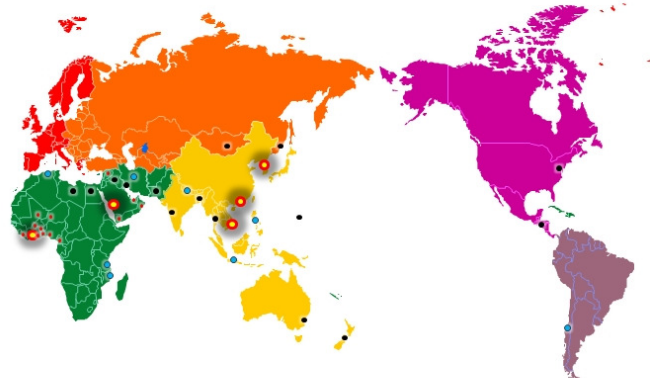
The Korean automotive refinish market has been growing and reached the size of \$125 Million USD in 2009.

For the domestic market, NOROO has been actively developing its auto-refinishes business, with \$32 Million USD sales in 2009.

Korea Auto Refinishes Market in 2009



## ○ Auto Refinishes Business Network (as of 2010)



- Production & R&D Networks **5**
- Local Sales Presences **14**
- Indirect Sales Spots

## ▶ Overseas Business

- NOROO Auto-Refinishes started overseas business in 2001.
- Major market development are:
  - China (2002)
  - USA, Middle East and South East Asia (2003)
  - India, Pakistan and West Africa (2005~2006)
  - Russia, South America and Australia (2008)
- Foundation of Joint Ventures in China, Saudi Arabia and Vietnam (2008)
- At present, NOROO is preparing production plants in South East Asia & the Middle East areas.
- NOROO closely cooperates with 17 strategic global partners, focusing on localization.
- To extend its technical capabilities and diversify product portfolios, NOROO currently cooperates with one of major Japanese automotive refinish makers.



< State-of-the-art Poseung Auto-Refinishes Factory >

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