

# The KIA CEO's Declaration of Commitment to Fair Trade Compliance



Dear Kia Team Members,

Since the announcement of Kia Transformation in 2021, our company has been driving forward comprehensive innovation to realize our brand purpose of 'Movement Inspires Ideas'. Your dedication and hard work have been instrumental in achieving record-breaking performance last year, a milestone that coincided with our 80th anniversary. This remarkable achievement reflects the strength of our collective efforts and commitment.

Looking ahead, we have set ambitious goals for this year. These include driving the mainstream adoption of electric vehicles by expanding our EV volume model lineup, advancing our Purpose-Built Vehicle (PBV) business with the successful launch of the PV5, and exploring a new market segment with the introduction of the Tasman pickup model. At the same time, we must remain vigilant in navigating an increasingly uncertain global business environment marked by slow economic growth, rising protectionist policies, policy volatility, and intensifying competition from Chinese manufacturers.

To overcome these challenges and strengthen Kia as a sustainable and trusted global brand, we must foster a corporate culture rooted in social responsibility. This includes upholding fair and transparent business practices, promoting mutual growth with our partners, and building enduring trust with our customers. In this regard, I encourage all employees to adhere to the following key principles of Fair Trade Compliance:

1. Reaffirm your commitment to fair trade practices as a foundation for earning trust from customers and society.
2. Ensure strict compliance with all Fair Trade-related regulations relevant to your roles and responsibilities.
3. Communicate openly and collaborate effectively with relevant teams to guarantee fairness and transparency in all dealings with our partners.

I urge members of the Compliance Council and Compliance managers to take the lead in promoting Fair Trade practices and call on all Kia employees to actively engage in these efforts.

Through our Fair Trade Compliance Program, Kia will continue to foster a fair corporate culture and contribute to the sustainable growth of global society.

Sincerely,

March 2025

Ho Sung Song

CEO & President, Kia Corporation