

Quality and Customer Satisfaction Policy

At NEXEN TIRE, the paramount focus lies in prioritizing people. We aspire to connect the world in a more convenient and safer way for everyone. Our employees come together with a customer-centric mindset, working passionately to deliver customer delight and serve society.

Through continuous quality innovation, we ensure top-notch quality, going beyond history and passion, and embodies the utmost trust to lead the next world in the name of reliability by our customers' side.

Policy Principles

The following are the NEXEN TIRE quality and customer satisfaction policy principles. Quality objectives are established and integrated into the management plans, and all employees must strive to achieve these objectives. Our quality system complies with IATF 16949 and PL laws, and top management is dedicated to supplying products that meet customer satisfaction and regulatory requirements through continuous research and development based on product safety, reliability, and accumulated technology.

To implement this policy, all organizations and employees of NEXEN TIRE shall adhere to the following:

1. Proactive Acceptance of Customer Requirements

- We shall actively respond to customer demands and concerns related to product quality, safety, and environmental aspects. We shall promptly and fairly handle any complaints or dissatisfactions raised by customers or relevant stakeholders, following the appropriate procedures to ensure customer satisfaction.
- In the event of a defect in our products that may cause or potentially cause harm to individuals or property, we shall take necessary measures following the recall plan to prevent consumer damages.
- To effectively understand customer satisfaction and dissatisfaction factors related to our products, services, or systems, we shall conduct surveys and manage customer satisfaction to identify areas for improvement, take corrective and preventive actions for dissatisfaction, and enhance overall customer satisfaction.

2. Ensuring Customer Safety

- We shall transparently disclose product performance, pricing, and warranty-related information to secure customer safety. We shall operate on-site installation services and product technical consultation services to ensure customer safety regarding our products.
- To gather customer feedback and opinions on product safety, we shall maintain a representative call center and online inquiry channels, actively participating in customer Voice of Customer (VOC) activities to continuously secure service quality.

3. Continuous Improvement Activities for Quality Enhancement

- We shall aim to improve the quality of our products and services on a consistent basis by securing the required quality levels for new product development and mass-produced items. We shall also strive to establish stable processes to enhance our services, prices, and productivity in an ongoing manner.

4. Enhancing Competitiveness by Eliminating Waste in Design and Manufacturing Processes

- We shall strive to improve our competitiveness by eliminating waste in the design and manufacturing processes. We shall formalize the development stages of new products and design changes to ensure the development of excellent products, technological advancements, appropriate product approvals, and the minimization of environmental hazards from production to disposal. We shall guarantee the continuous fulfillment of customer requirements and ensure the quality and environmental performance of our products.

5. Compliance with Export and Import Safety Policy

- We shall ensure the safety of exports, imports, and logistics to prevent the misuse of counterfeit parts and products and to secure excellent product quality and trust.
- We shall comply with export and import safety policies, regulations, and requirements and continuously improve to ensure a safe logistics supply chain.

6. Disclosure of Information Relevant to Stakeholders Regarding Customer Complaints, Quality, Safety, and Export-Import Safety

- We shall ensure transparency by disclosing necessary information on customer complaints, quality, safety, and export/import safety to stakeholders through our website, sustainability reports, media coverage, and other relevant channels.

Policy Implementation

1. CEO's Responsibility:

- The Chief Executive Officer (CEO) of NEXEN TIRE shall assume ultimate responsibility and authority for the effective functioning and ongoing enhancement of the quality system across all production operations and service provisions. The CEO shall be held accountable for personnel management and resource allocation to ensure strict adherence to the quality system and customer demands. A designated Quality Management Representative shall be appointed to ensure the proper implementation and sustenance of quality management practices. As the CEO, he shall diligently pursue continuous improvement in both product and service quality, aiming to achieve the highest levels of quality, customer safety, and customer satisfaction.

2. Employees' Responsibility:

- Every employee at NEXEN TIRE shall bear the responsibility to adhere to customer satisfaction and quality management policies, along with all associated procedures and regulations concerning the production of products and services. As employees, they shall be dedicated to attaining the utmost level of quality, prioritizing customer safety, and striving for customer satisfaction.

This policy has been confirmed as stated below and is implemented with the approval of the CEO of Nexen Tire Corporation.

Hyeon Suk Kim
Chief Executive Officer
Nexen Tire Corporation



Title	NEXEN TIRE Quality and Customer Satisfaction Policy	Version	2.0
Establishment Date	26.06.2023	Revision Date	19.10.2026
Establishment & Revision Department	Quality Management Team	Management Department	ESG Team

< Revision History >

Ver	Date	Details	Drafting Department	Managing Department
V1.0	26.06.2023	Initial Establishment	Quality Management Team	ESG Team
V2.0	19.10.2026	Policy Approval by CEO	Quality Management Team	ESG Team