

BALANTY

2024

INTRODUCTION OF NEW BRAND

BALANTY

01

"Table of Contents"

TABLE OF CONTENTS

- 01 NEEDS
- 02 STRATEGY
- 03 VALUE
- 04 GROWTH

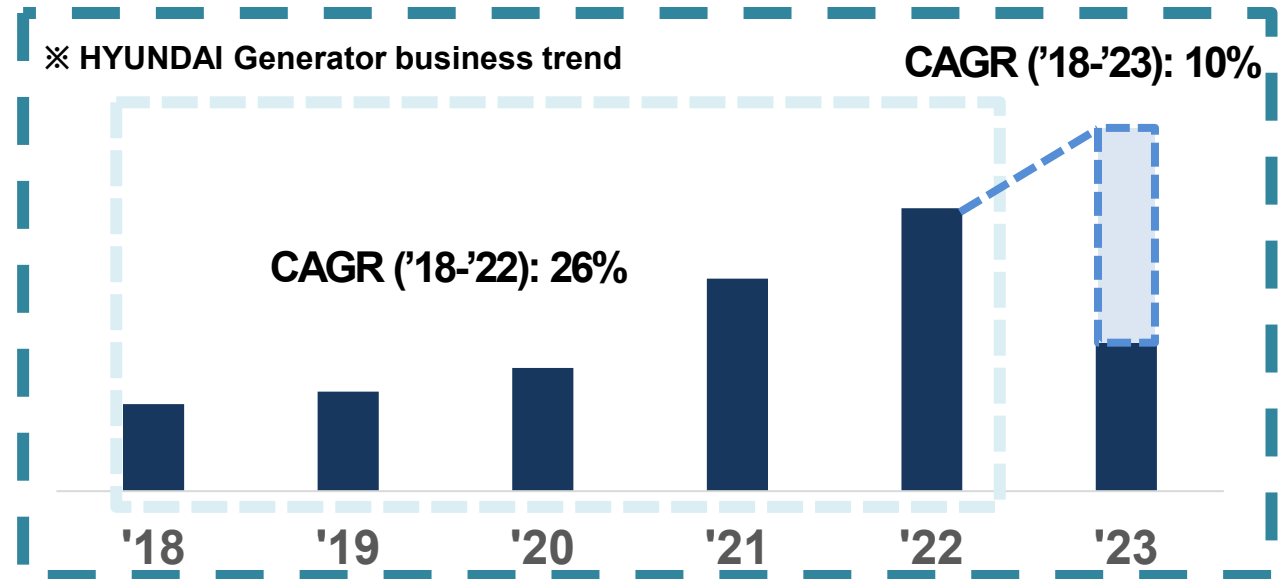


HYUNDAI
corporation
HOLDINGS

HYUNDAI POWER PRODUCTS

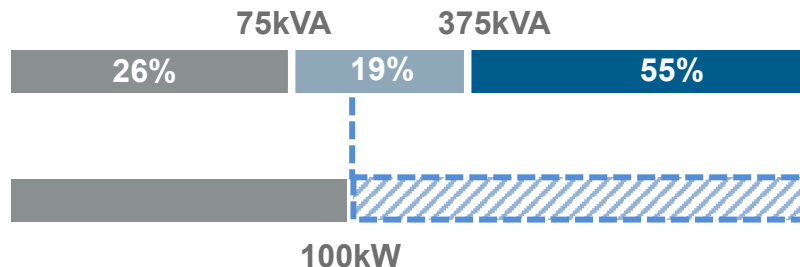
Since 2007, we started the business of **HYUNDAI POWER PRODUCTS** and it has been continuously expanding. **However**, the growth trend reversed in **2023**, especially in the generator field.

※ HYUNDAI Generator business trend



Global Market Share
Diesel Generator

HYUNDAI
POWER PRODUCTS



Hyundai Corporation Holdings has limited output range to 100kW or less to respect the business area of Hyundai Infracore.

However, there is a growing demand from market for expanded output capacity range. (**above 100kW**)

BALANTY

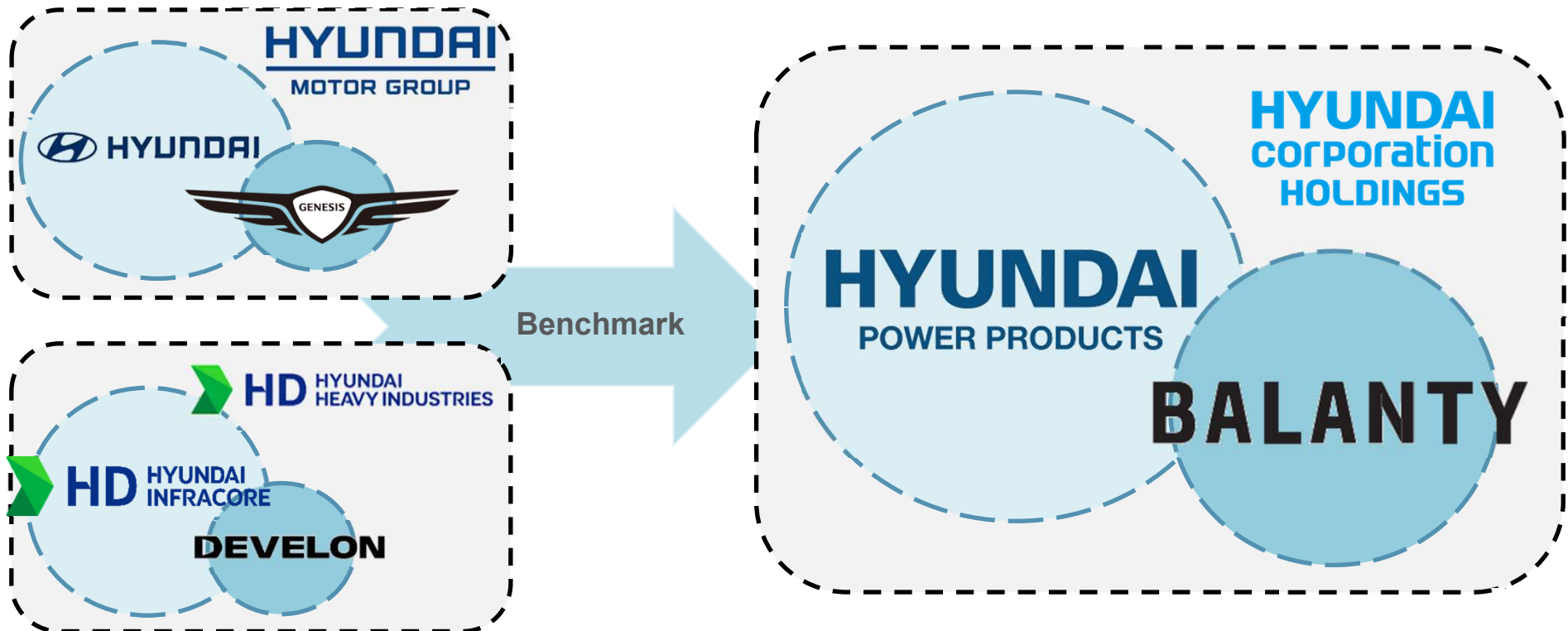
03

STRATEGY

BALANTY NEW brand of HYUNDAI

BALANTY is another name of HYUNDAI.

Under the solid brand value of **HYUNDAI**, we seek new growth with BALANTY
BALANTY pursues different values from Hyundai.



HYUNDAI
corporation
HOLDINGS

BALANTY

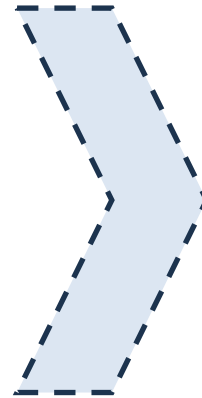
04

VALUE

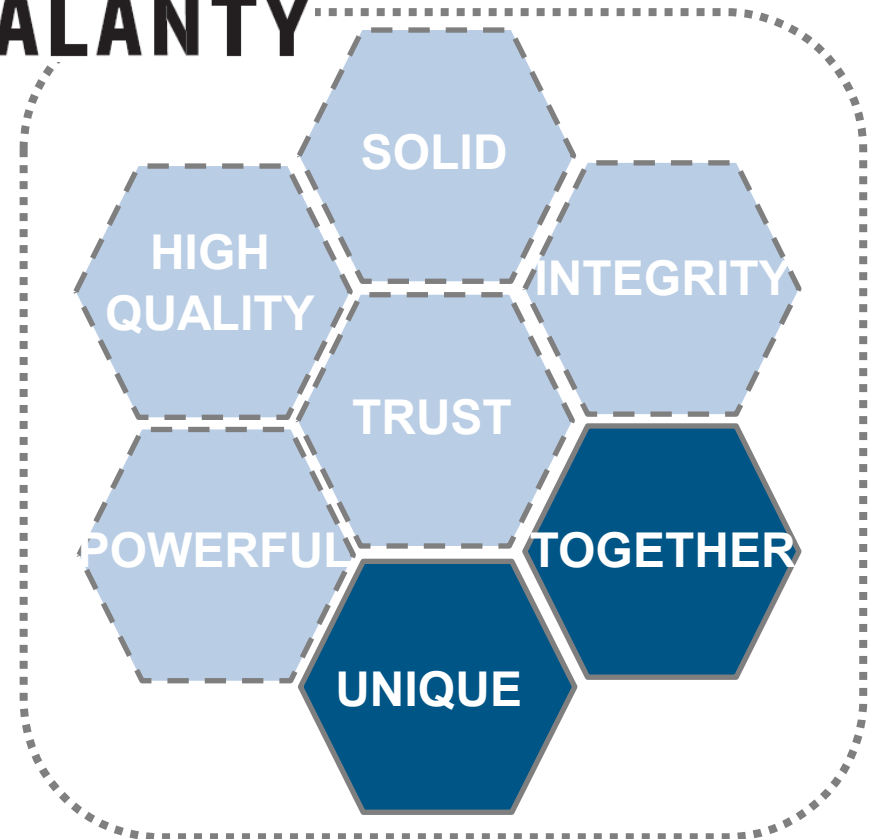
BALANTY NEW brand of HYUNDAI

BALANTY is a new global life style brand.
Finding balance in life, the first step to a harmonious beautiful life.
Enhance the **quality** of life with a **balanced** lifestyle.

HYUNDAI POWER PRODUCTS



BALANTY



HYUNDAI
corporation
HOLDINGS

BALANTY

BALANTY

A brand with
unique strengths

A Brand
endorsed by HYUNDAI



HYUNDAI GENUINE MARK
Confirms that this product is
a genuine product supplied by
HYUNDAI CORPORATION.

05

GROWTH

1) REGION: AFRICA

AFICA is the region with the highest
growth rate for **Hyundai Generator**.
We target to make **synergy** between
Balanty and Hyundai there.



2) EXPANSION: RANGE

Enter into the areas where HYUNDAI
can't enter **with BALANTY**
Expand the opportunity in market
With **BALANTY high capacity genset**



3) BETTER PROFIT

We provides our partners the opportunity
to participate in more opportunities through
a more flexible pricing policy than current.

HYUNDAI
corporation
HOLDINGS

THANK YOU

For any inquiry, please contact to below

HQ direct contact			
Mr. Marcio Lee	+82 2 390 1550	+82 10 4121 8692	marciolee@hyundaicorp.com

BALANTY

04

VALUE

BALANTY NEW brand of HYUNDAI

BALANTY is a new global life style brand.

Finding balance in life, the first step to a harmonious beautiful life.

Enhance the **quality** of life **with** a **balanced** lifestyle.

