

Letter of Authorization

I, _____, hereby appoint Eunjeong Lee as my proxy holder for the purpose of attending 49th Annual General Meeting of Shareholders(including the resumption meeting and annual meeting) of Cheil Worldwide Inc., on March 17, 2022.

This person is authorized to exercise voting rights by indicating his being for or against the agendas below:

1. Shareholder No:

2. Shares held:

3. Shares eligible for voting:

4. Shares authorized for voting:

5. Agendas

- Item 1: Approval of Audited Financial Statements for the 49th fiscal year

(Jan.1 2021~Dec.31 2021) including Statement of Appropriation of Retained Earnings & Consolidated Financial Statements

· Dividend per Common Share (Plan): KRW 990, upon approval at the AGM

- Item 2: Appointment of Directors

· Item 2-1: Appointment of Independent Directors

· Item 2-2: Appointment of Executive Directors

- Item 3: Approval of the Remuneration Limit for Directors for 50th fiscal year

- Item 4: Approval of the Remuneration Limit for Internal Auditors for 50th fiscal year

6. Method of Exercising Voting Rights

| | | | | | |
|---------|--------|---------------------|-------------------|--------|--------|
| | Item 1 | Item 2-1 | Item 2-2 | Item 4 | Item 5 |
| | | Chang, Byoungwan | Yoo, Jeongkeun | | |
| For | | | | | |
| Neutral | | | | | |
| Against | | | | | |

7. Authorization to Exercise Voting Rights on Proposed Amendments

- If any amendments are introduced on any of the proposed items of business, the proxy has the right to vote according to his judgment on whether such amendments agree with his opinion as indicated “for” or “against” in No. 6 above.
- However, you are asked to vote according to the instructions indicated below unless some other statement of intent has been made separately prior to the General Meeting.

| Item | Instructions |
|------|--------------|
| | |

※ The vote is invalid if the boxes indicating “for” or “neutral” or “against” are not clearly marked or if voting is done on a blank Letter of Authorization.

Date and Time Authorized: _____

Name of Shareholder: _____