

**Ideas
that
Move**

Cheil





Past


Present

Future



Past [Cheil Worldwide is inarguably
the No. 1 agency
leading the advertising industry in Korea.]

History

- 
- 1973 Cheil Communications founded
 - 1977 Conducted Annual Consumer Research
 - 1988 Opened the first overseas office in Tokyo
 - 1991 Launched the Marketing Research Center
 - 1998 Listed on the Korea Stock Exchange

2008 ~ 2009



Acquired BMB, TBG, PengTai

2011



Won a Grand Prix at Cannes Lions

2012 ~ 2014



Acquired McKinney, Bravo, Iris worldwide

2015



CGC won awards at
China's two major ad festival

2016



Acquired Founded

2017



Acquired PSL, Atom42

2018

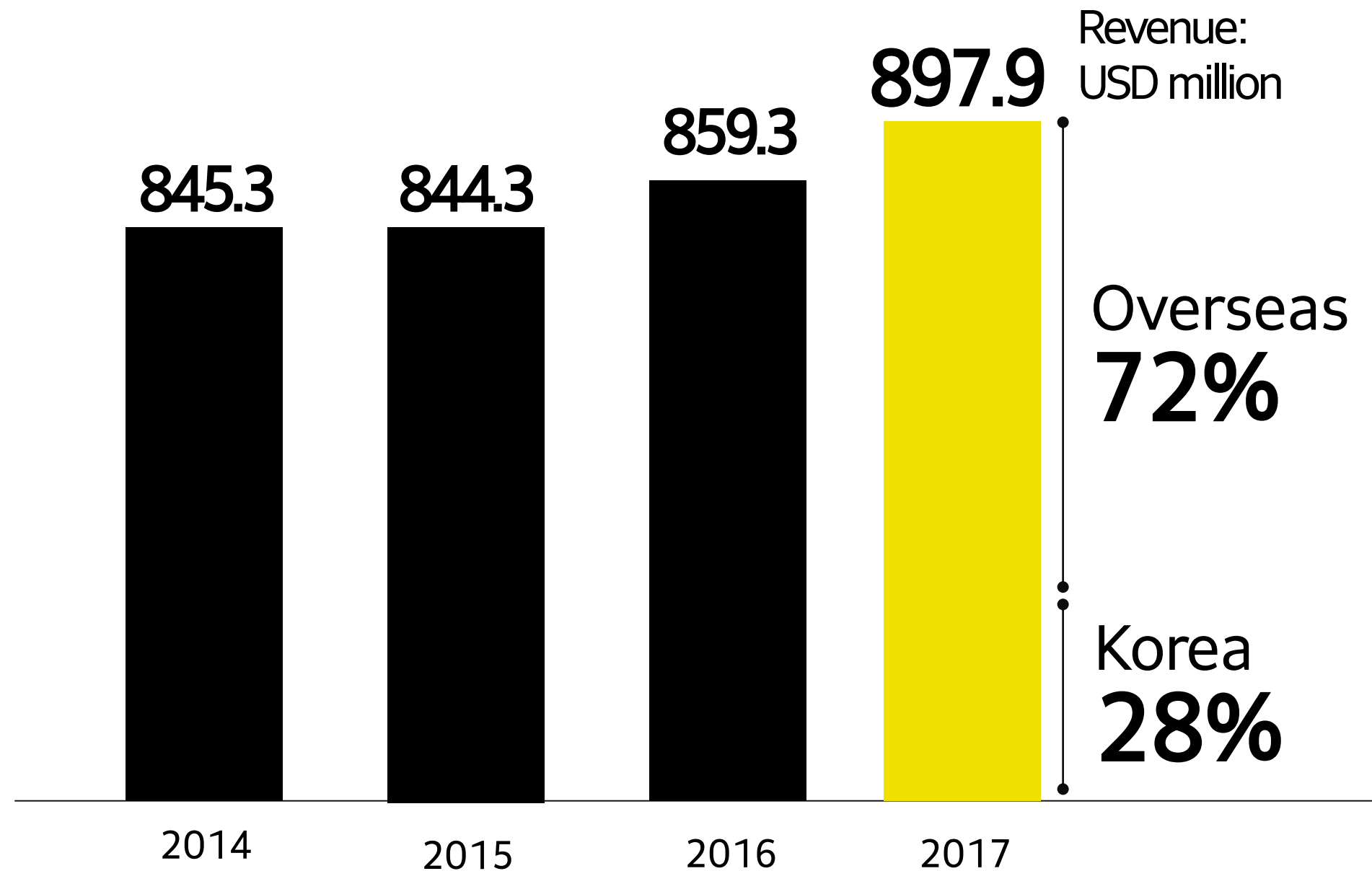


Acquired Centrade



Present [Cheil Worldwide is not just
a leading agency in Korea;
It has leapt to the global company.]

Financial Highlights (~'17)

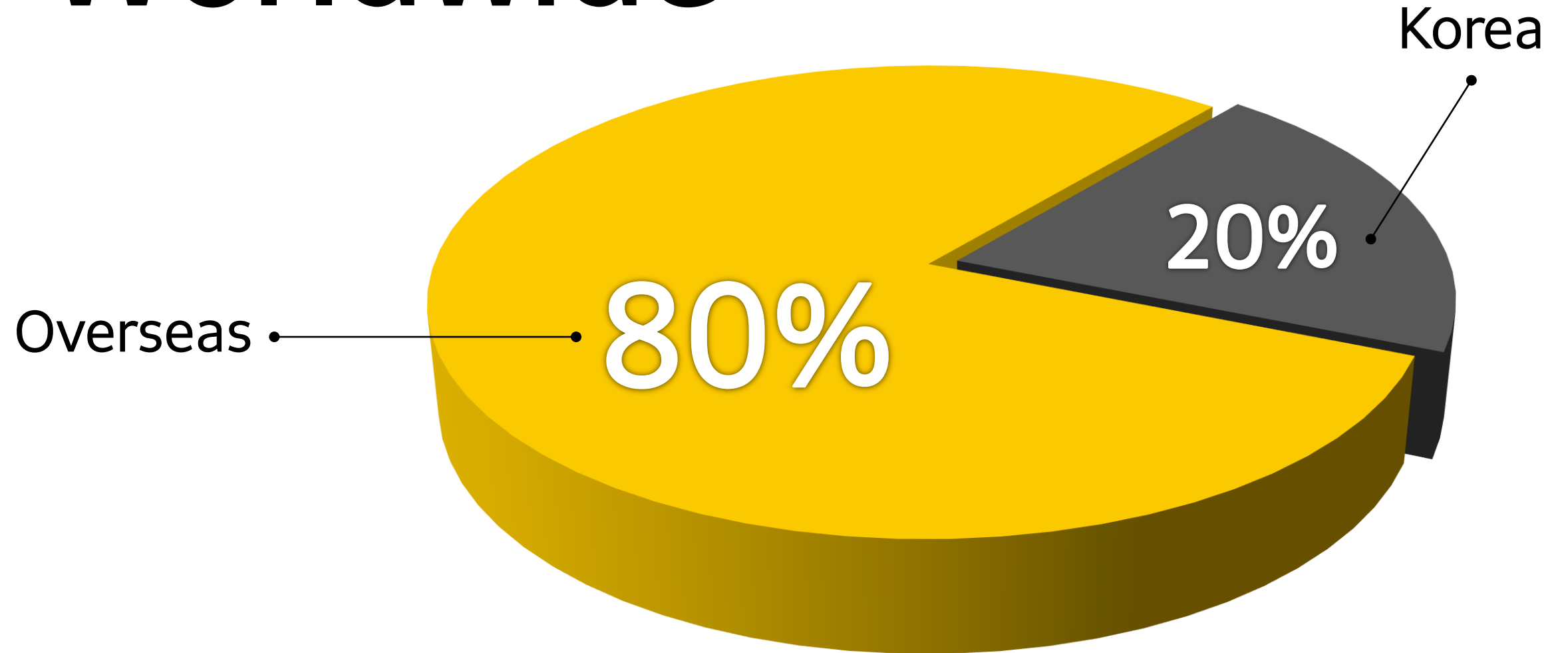


53 networks in 44 countries 9 affiliates



As of August 2018

6,300 Employees at Cheil Worldwide



As of August 2017



Global Creative Power

10 awards at the Cannes 2018

11 awards at the Cannes 2017

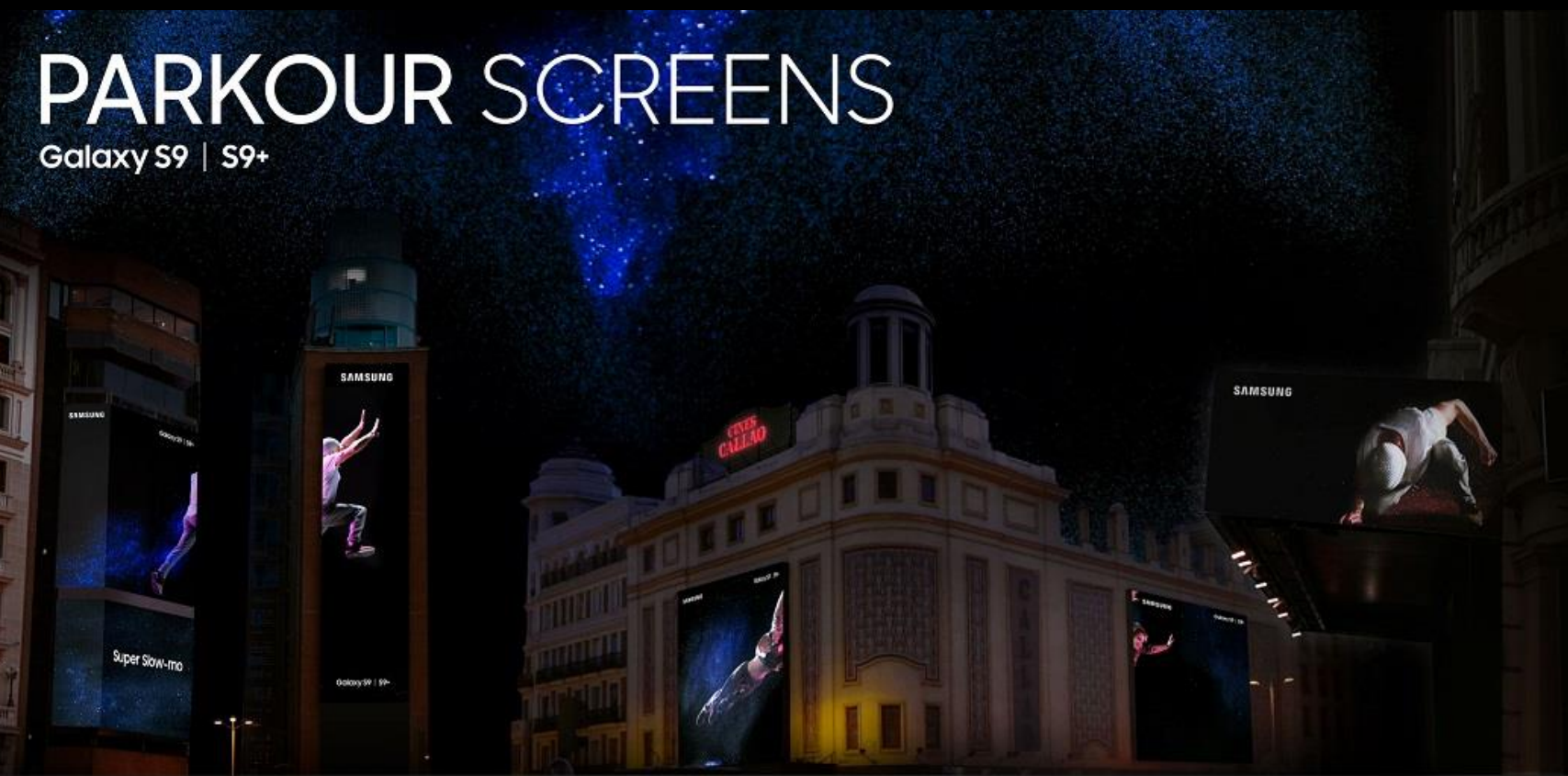




Smart Suit - 1 Gold, 1 Bronze



Samsung Technical School - Silver



Parkour Screens - Silver



Peecaboo Mask - Bronze



Good Vibes - Bronze



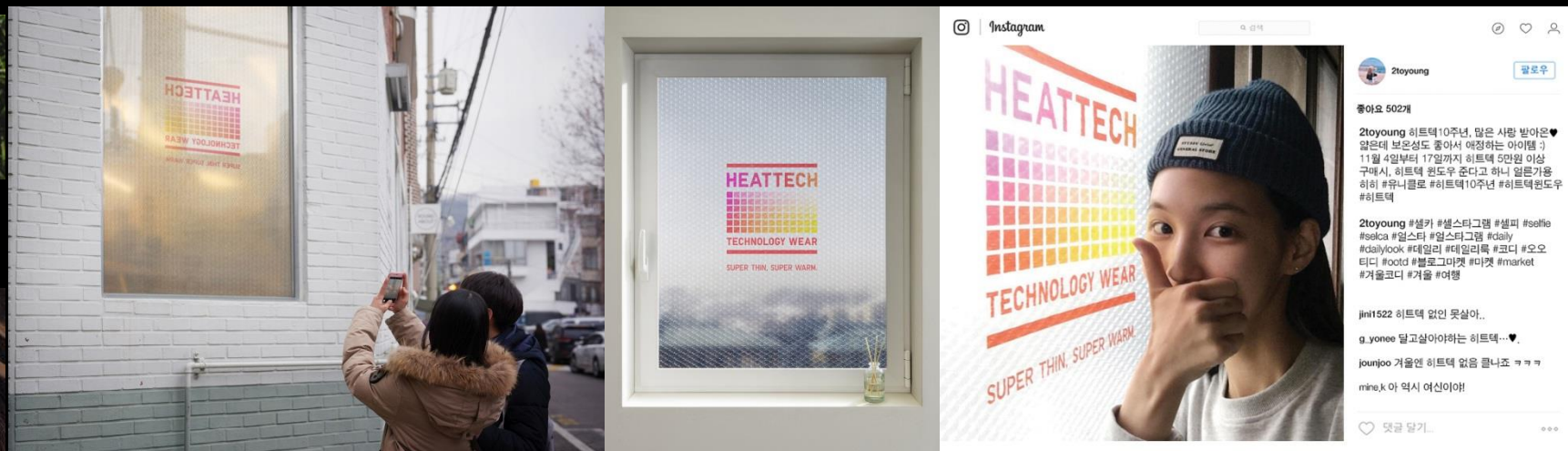
adidas Glitch Silver 1 Bronze 4



#myneolabel Bronze 2



Block Out the Chaos Bronze 2



Heat Tech Window Bronze 1



DyTECTIVE Bronze 1



Smart Suit

Good Vibes

National Events

Korea-Japan World Cup



IAAF World Championships

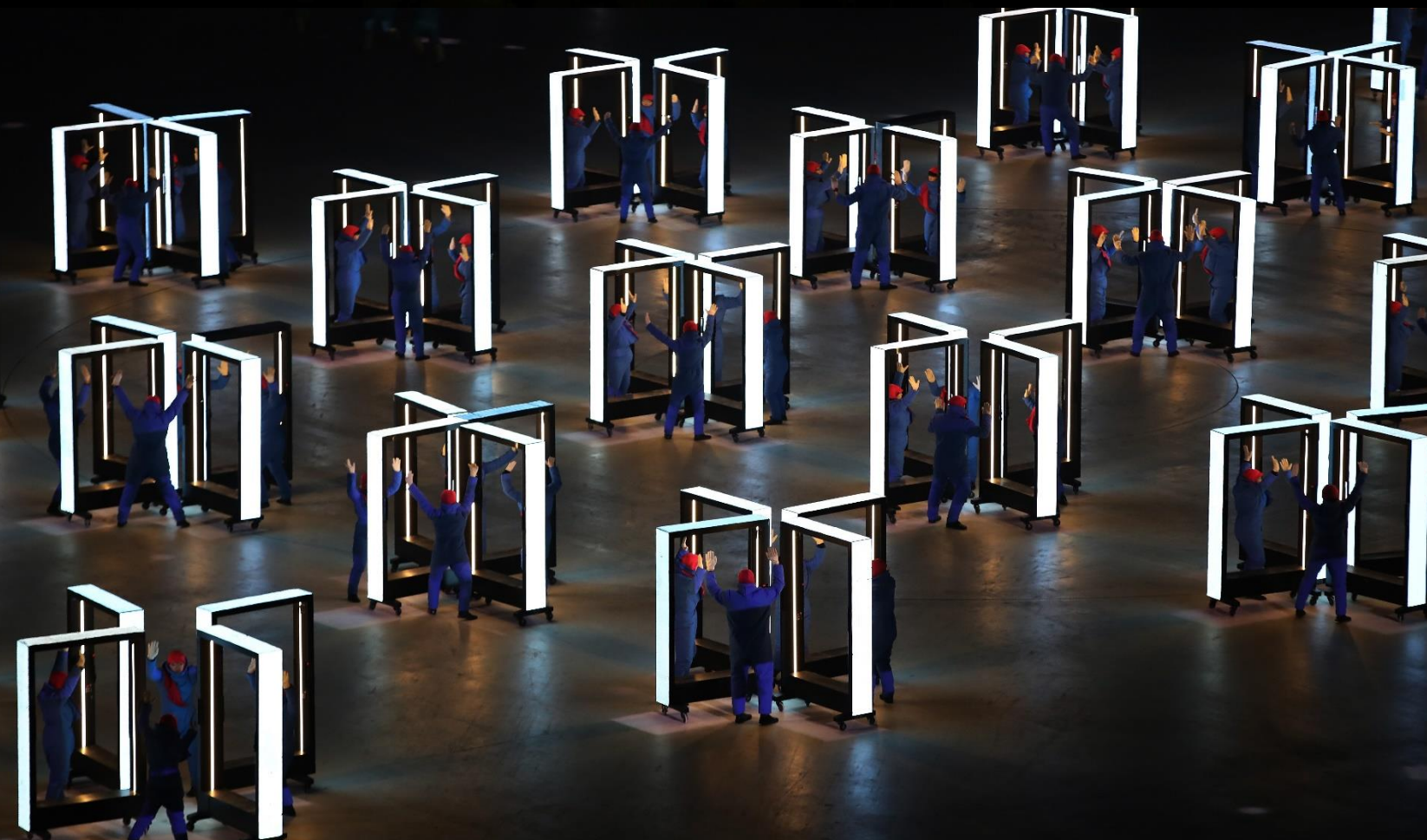


G20 Seoul Summit



Yeosu Expo





Global Exhibition

CES



MWC



IFA



Cheil provides differentiated solutions



Future [Cheil Worldwide is evolving into
a global marketing solutions company.]

“Ad Agency”

Large-scale campaigns that were simply novel, attractive and creative



Marketing Solutions Company

Accurate solution for each problem, fast results and effective solutions with efficiency



Ideas that Move



Marketing Solutions Company

Cheil Worldwide

Thanks