



2026

CORPORATE PRESENTATION

CEO MESSAGE

Dear Valued Visitors,

We are excited to announce that two leading construction equipment companies in Korea are joining forces to create HD Construction Equipment, with the goal of enhancing our presence in the global market. HD Construction Equipment is a leader in Korea's comprehensive construction equipment sector. With 90 years of technological expertise and the trust of our customers, we are at the forefront of the global construction machinery industry.

Under the HYUNDAI and DEVELON brands, HD Construction Equipment offers a diverse range of products, delivering added value to customers worldwide through our unique synergy strategies. We are committed to boosting our competitiveness by establishing a global production system centered around smart factories. Our focus is on achieving balanced growth across all sectors by developing electrified and unmanned machinery, as well as AI-powered smart products that align with our vision. Through these initiatives, we aim to contribute to sustainable development for humanity. We are dedicated to enhancing our ESG management by acting swiftly and embracing collaboration. Our commitment includes leading with transparency, ethical practices, and safety. Additionally, we strive to cultivate a trustworthy corporate culture that thrives alongside local communities and fosters growth with our partners.

We sincerely appreciate your ongoing interest and support for HD Construction Equipment. Thank you.

CEO of HD Construction Equipment

이재영
Jae Young Lee



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01 HD HYUNDAI GROUP & HD CONSTRUCTION EQUIPMENT OVERVIEW

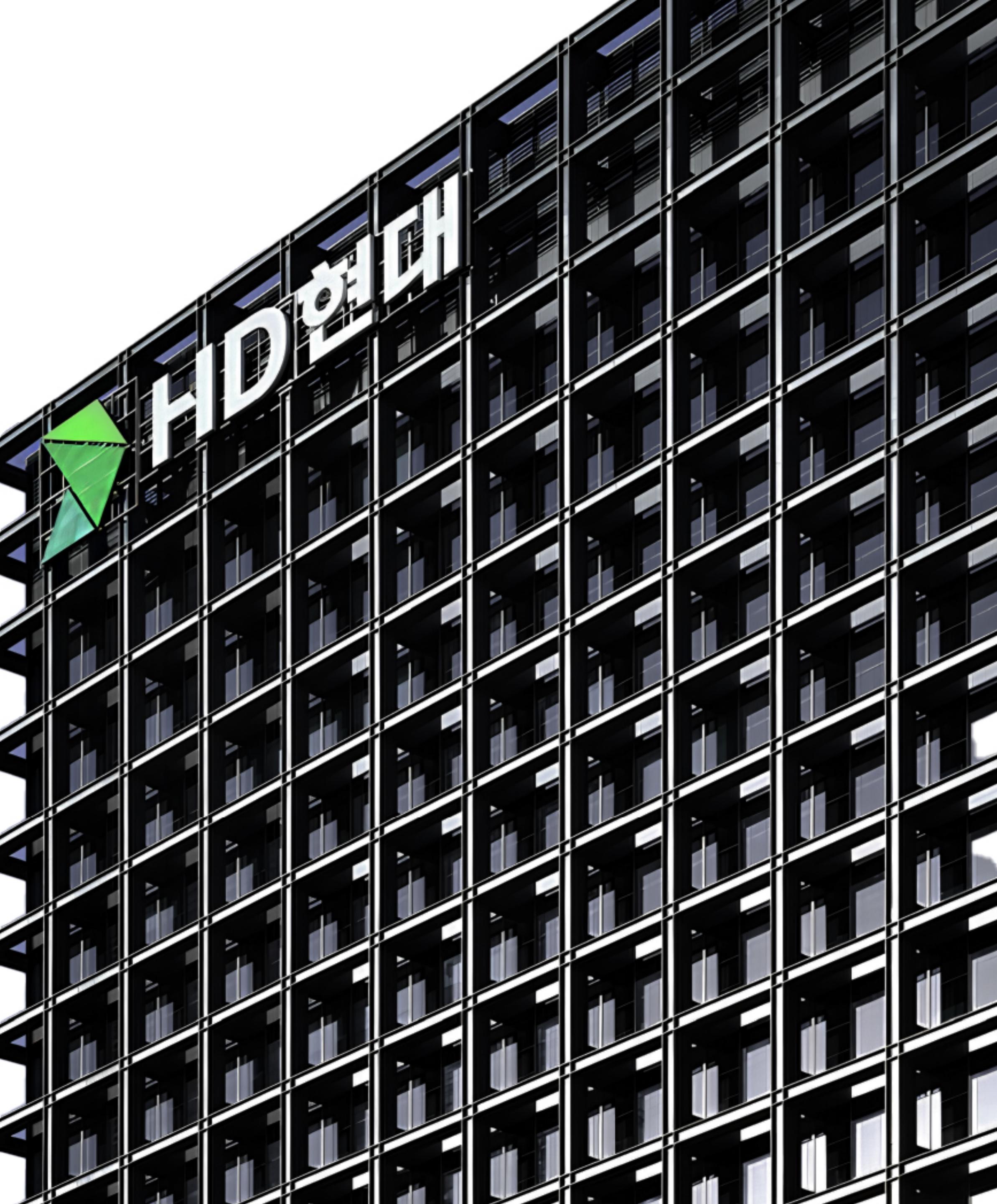
HD HYUNDAI GROUP

A Future Builder, Pioneering the future of humanity

HD HYUNDAI aims to go beyond being a global no. 1 Shipbuilder to a Future Builder that creates a new value and foundation for humanity.

The Group's holding company shaping the next 50 years

HD Hyundai is the holding company of the group. Starting business as a shipbuilder at a small fishing village in 1972, HD Hyundai is progressing to become an eco-friendly, digital solutions provider that encompasses different businesses from offshore & industrial plants, machinery, robotics, and energy. To strengthen business competitiveness, HD Hyundai completed the establishment of a holding company system in 2018, and is currently transforming itself into a comprehensive heavy industrial company based on eco-friendly and digital technologies across industries.



Our Three Pillars of Growth

HD HYUNDAI GROUP is advancing its mid- to long-term growth strategy on three core business pillars.

Shipbuilding & Ocean Mobility

Expanding the Value of the Ocean



HD HYUNDAI GROUP builds on its shipbuilding expertise to strengthen its position across the marine industry. By integrating eco-friendly and digital technologies, the Group is expanding into next-generation ocean mobility.

Major Affiliates

HD Korea Shipbuilding & Offshore Engineering
HD Hyundai Heavy Industries | HD Hyundai Samho
HD Hyundai Marine Solution | HD Hyundai Marine Engine
HD Hyundai E&T | Avikus

Industrial Solutions

Industrial Solutions Across Industries



Industrial solutions are delivered through capabilities in construction equipment, industrial machinery, and related technologies. By integrating products and services, efficiency is supported across a wide range of industrial applications.

Major Affiliates

HD Hyundai XiteSolution
HD Hyundai Robotics
HD Construction Equipment

Energy Ecosystem

Enabling a Sustainable Energy Ecosystem



Energy-related businesses are being developed across production, conversion, and supply to support the transition to low-carbon energy. Capabilities in next-generation clean energy and future energy value chains are being strengthened.

Major Affiliates

HD Hyundai Oilbank
HD Hyundai Electric

HD Construction Equipment: A New Standard

The Start of the Global Integrated Company

HD Construction Equipment is a newly integrated company that brings together the construction equipment businesses of the HD Hyundai Group.

Launched on January 1, 2026, the company unifies the construction equipment operations of HD Hyundai Construction Equipment and HD Hyundai Infracore under a single organizational structure, strengthening operational efficiency and strategic alignment.

As a core platform under HD Hyundai Xitesolution, HD Construction Equipment encompasses the Group's construction equipment business, with construction equipment at its core, supported by engines and aftermarket parts and services.

Two Brand Strategy and Future Technology Vision

HD Construction Equipment adopts a dual-brand strategy built on two strong construction equipment brands, HYUNDAI and DEVELON. The dual-brand strategy remains one of the core operating principles of HD Construction Equipment following the integration.

Under a shared strategic direction, HD Construction Equipment is evolving beyond equipment manufacturing into a solution provider that supports sustainable growth.



Exterior View of the Ulsan Global Operations Center (GOC)

Integrated Corporate Identity

HD Construction Equipment represents the construction equipment business of the HD Hyundai Group and operates the HYUNDAI and DEVELON brands under a single corporate platform.

The Corporate Identity of HD Construction Equipment serves as the official visual system used to clearly identify the integrated company.



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상하좌우 각각 0.5H 이상의 여백 확보를 권장하며, 최소 0.25H 이상의 여백을 최소 공간규정으로 적용합니다.
it is recommended to maintain a margin of at least 0.5H on all sides to ensure readability. The margin should always be more than 0.25H under all circumstances.



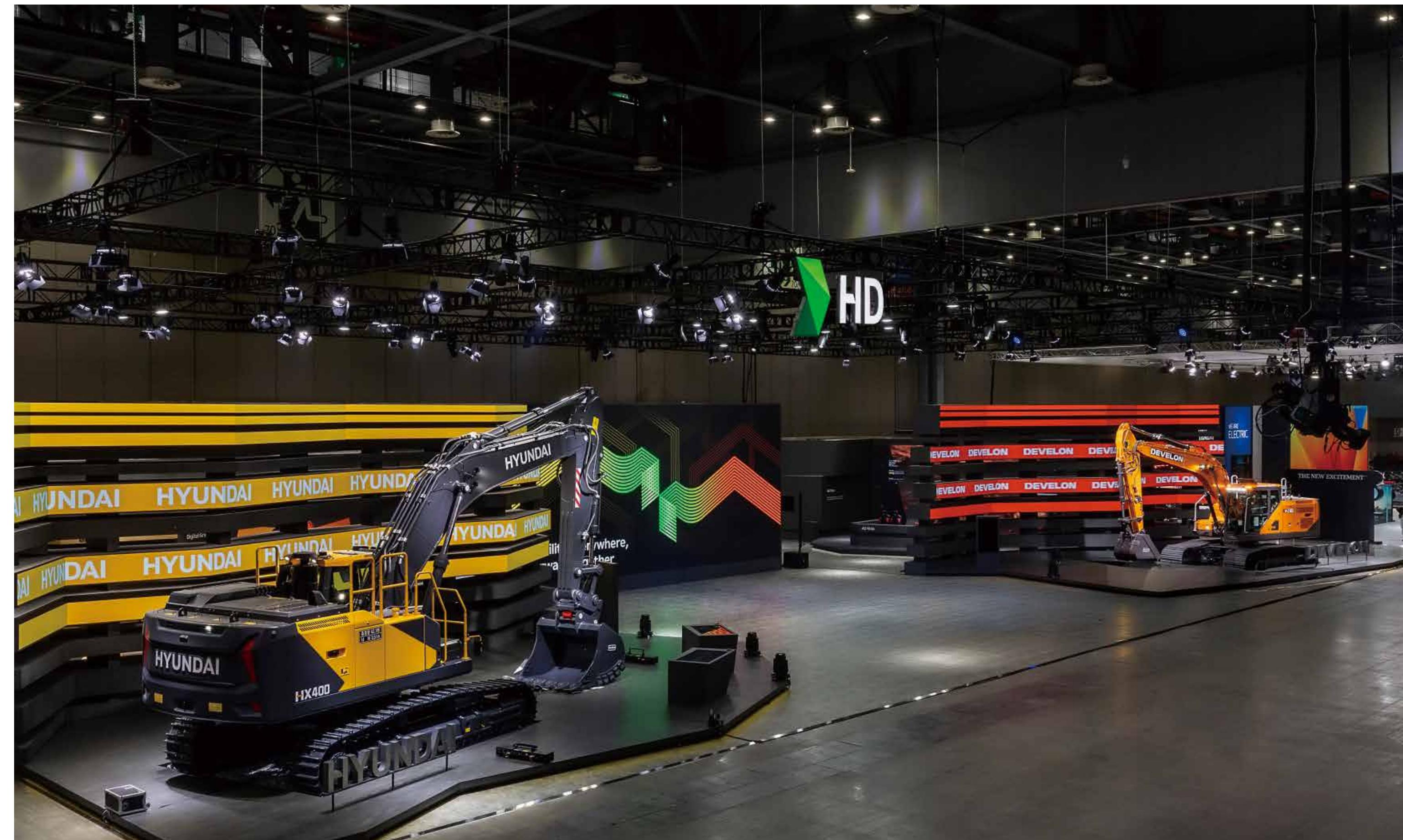
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02 ONE INTEGRATED COMPANY & TWO BRAND OVERVIEW

One Company, Two Global Brands.

Stronger Together to Drive Customer Success



View of the 2025 Seoul Mobility Show Booth

HD Construction Equipment operates HYUNDAI and DEVELON as two global brands within a single company, preserving the distinct strengths of each brand while unifying business structures and operating systems to enhance mid- to long-term competitiveness.

In major global markets, each brand continues to operate under an independent brand system, maintaining its identity, product portfolio, and dealer network. At the same time, core functions such as corporate management, research and development, and supply chain operations are integrated to improve efficiency and strengthen fundamental competitiveness.

Through this structure, the construction equipment business is managed under HD Construction Equipment as a central platform, enabling consistent execution, clear accountability, and sustainable growth.



Shipbuilding & Offshore



- HD Korea Shipbuilding & Offshore Engineering
- HD Hyundai Heavy Industries
- HD Hyundai Samho
- HD Hyundai Marine Solution
- HD Hyundai Marine Engine
- HD Hyundai E&T
- Avikus

Machinery & Robotics



- HD Hyundai XiteSolution
- HD Hyundai Robotics
- HD Construction Equipment

Energy



- HD Hyundai Oilbank
- HD Hyundai Shell Base Oil
- HD Hyundai OCI
- HD HYUNDAI E&F
- HD Hyundai Electric
- HD Hydrogen
- HD Hyundai Energy Solutions

Other Businesses



- Ulsan HD Football Club
- SEAMARQ Service



HYUNDAI



DEVELON



ENGINE



One Direction, Greater Competitiveness

Building strength through integration.

Global Scale & Competitiveness Strength at Global Scale

An integrated operating structure strengthens both scale and efficiency across global markets. Through integration, procurement, production, and supply chain capabilities are aligned to deliver consistent quality and competitive value worldwide.

Bigger scale.
Stronger fundamentals.
Greater consistency.

R&D Acceleration Accelerating the Technologies that Matter

R&D capabilities are brought together to focus on the core technologies that will shape future construction sites. With a focus on electrification, smart equipment, and digital solutions, technology development is accelerated to drive deeper and faster innovation.

Focused innovation,
faster progress.

Portfolio Optimization A Complete Portfolio for Every Job

A unified product portfolio brings together complementary strengths, offering a broad range of options from compact to ultra-large equipment. This balanced lineup enables effective responses to diverse job sites and customer needs.

Built for real-world demands.

HYUNDAI



Building a Comfortable Tomorrow

Building a Comfortable Tomorrow for Everyone

HYUNDAI was established in 1985 and has built a strong global presence with a broad lineup of construction equipment, including excavators, wheel loaders, and backhoe loaders. With production and sales networks across five major global hubs, HYUNDAI provides a stable supply of medium- and large-sized equipment worldwide. As a core brand of HD Construction Equipment, HYUNDAI continues to maintain its distinct identity while retaining its existing dealer network and customer support systems in major global markets.

DEVELON



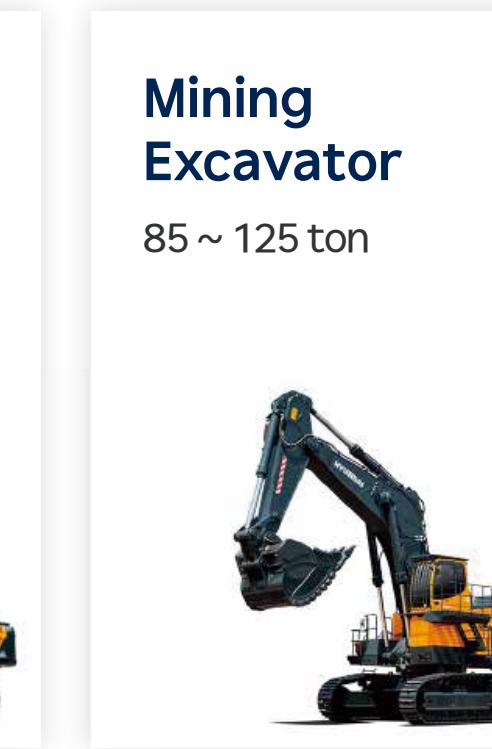
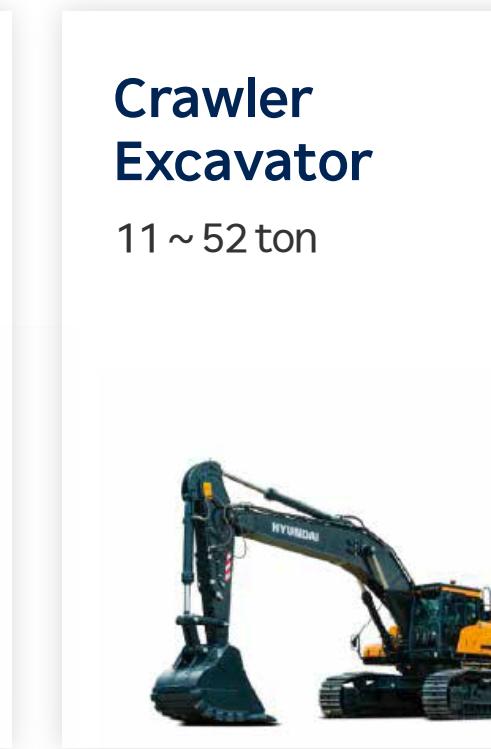
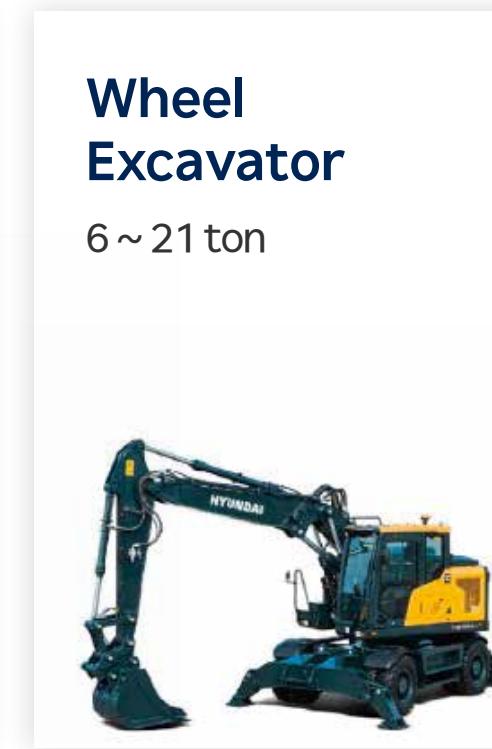
Powered by Innovation

Creating New Possibilities Through Continuous Innovation

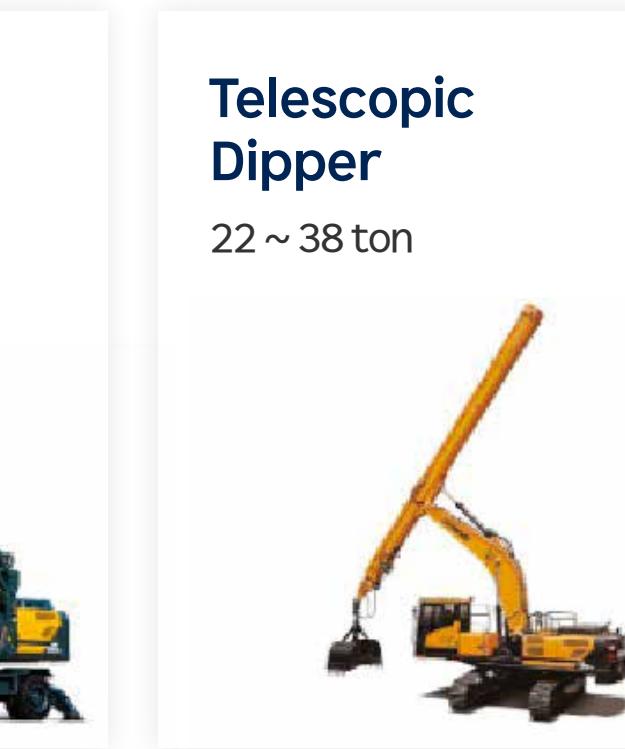
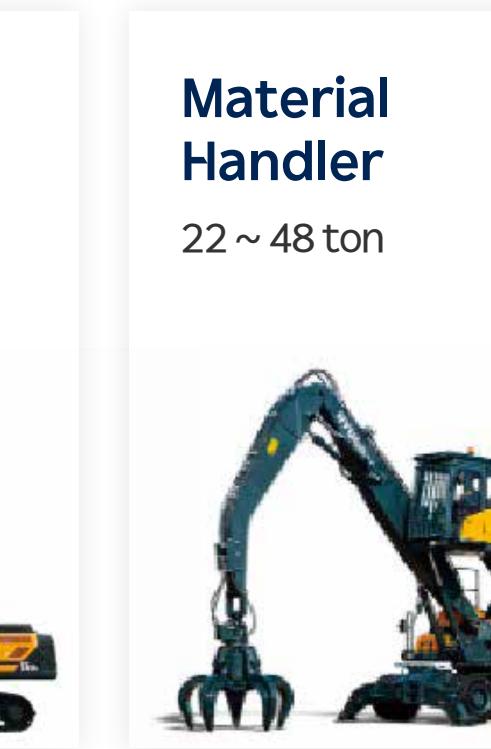
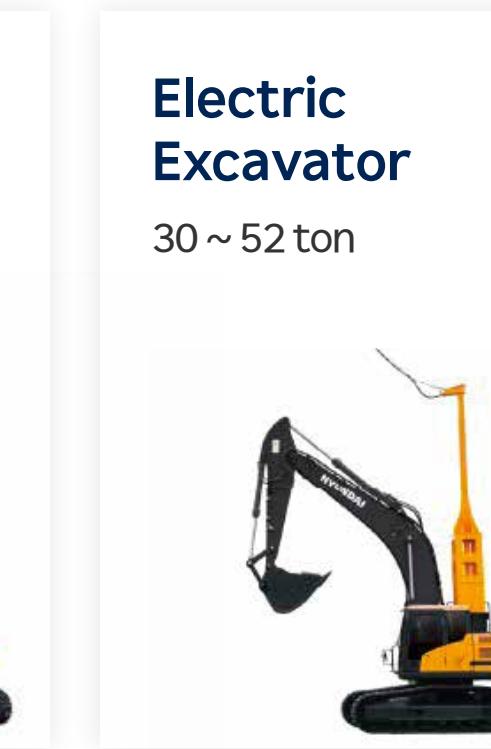
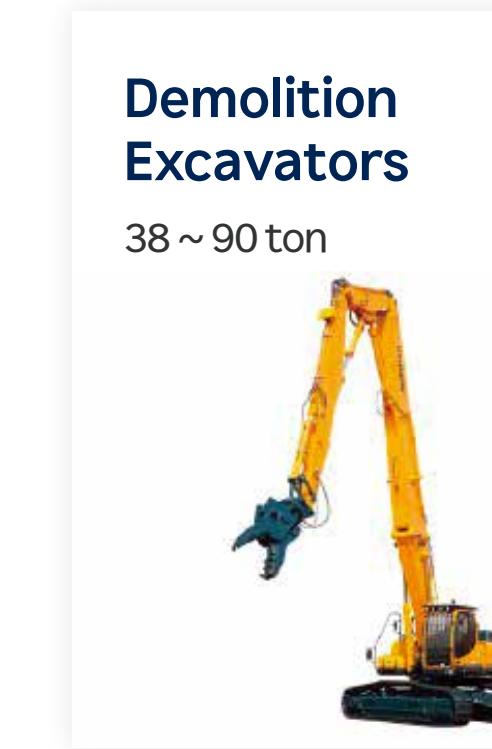
DEVELON was launched in 2023 as a global brand that succeeds the legacy of the former DOOSAN construction equipment brand, offering a broad portfolio ranging from mid- to large-sized excavators and wheel loaders to articulated dump trucks and compact equipment. Focused on electrification, automation, and smart digital solutions, DEVELON continues to expand its role as a core pillar of the dual-brand strategy alongside HYUNDAI under HD Construction Equipment, supporting future-ready solutions for construction, mining, and industrial applications worldwide.

HYUNDAI Product Line-up

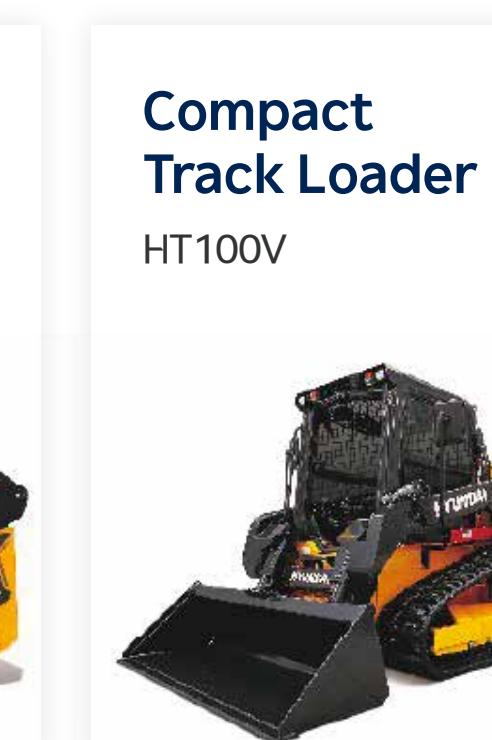
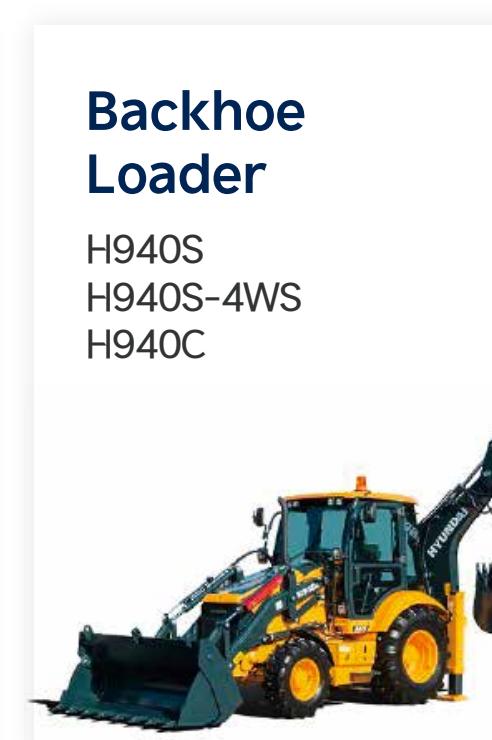
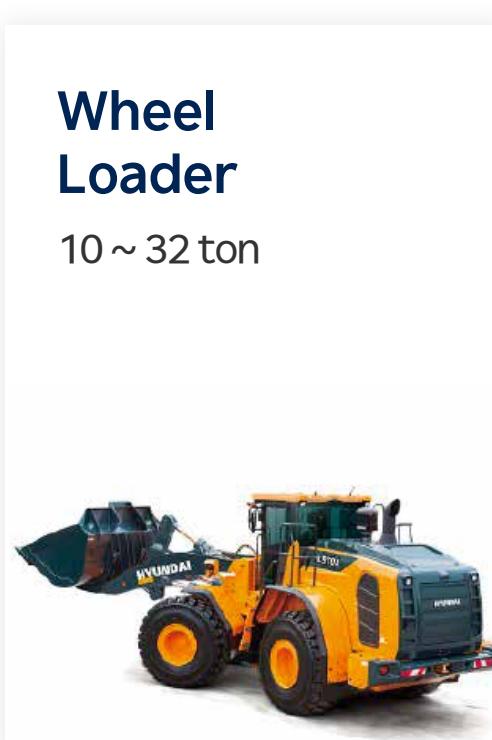
Excavator



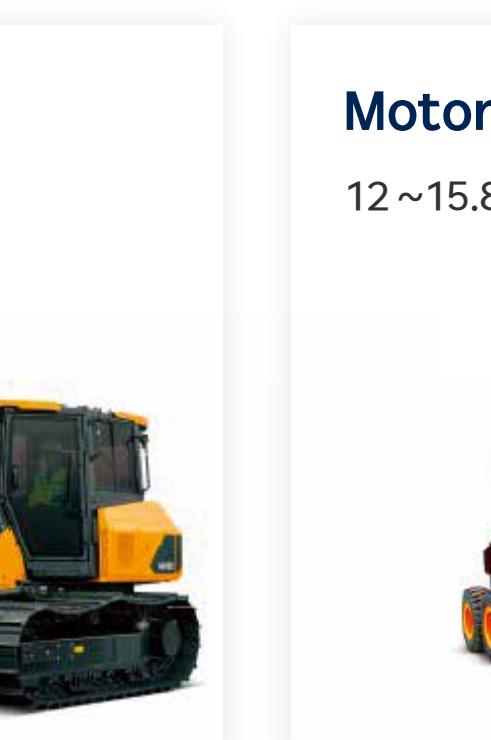
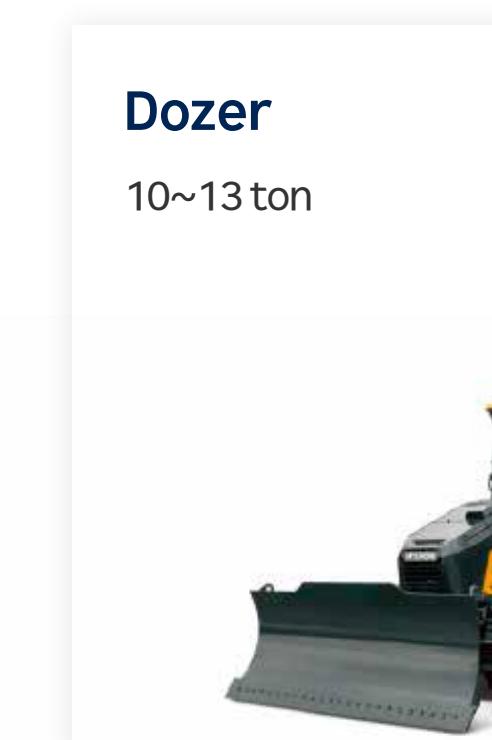
Special Equipment



Loader



Others



HYUNDAI Product Line-up

Attachment & Genuine Parts

Breaker

HEB Series
HTB Series
HRB Series



Multiprocessor

Multiprocessor for professional demolition



Pulverizer

Pulverizer series are designed for both primary demolition work



Grab

Grab series are designed for selective demolition, sorting of recycle material and loading of various materials.



Compactor

Compactor series are designed for soil compaction



Vibro Hammer

Available for a wide ranges of piles



Vibro Ripper

Minimum vibration to excavator and operator at hard-rock



Genuine Parts

Maintenance & Repair parts for the HCE products



DEVELON Product Line-up

Construction Equipments

Wheel Excavator



DX65W-7
-
DX220W-7

Mini Excavators



DX10Z-7K
-
DX85R-7

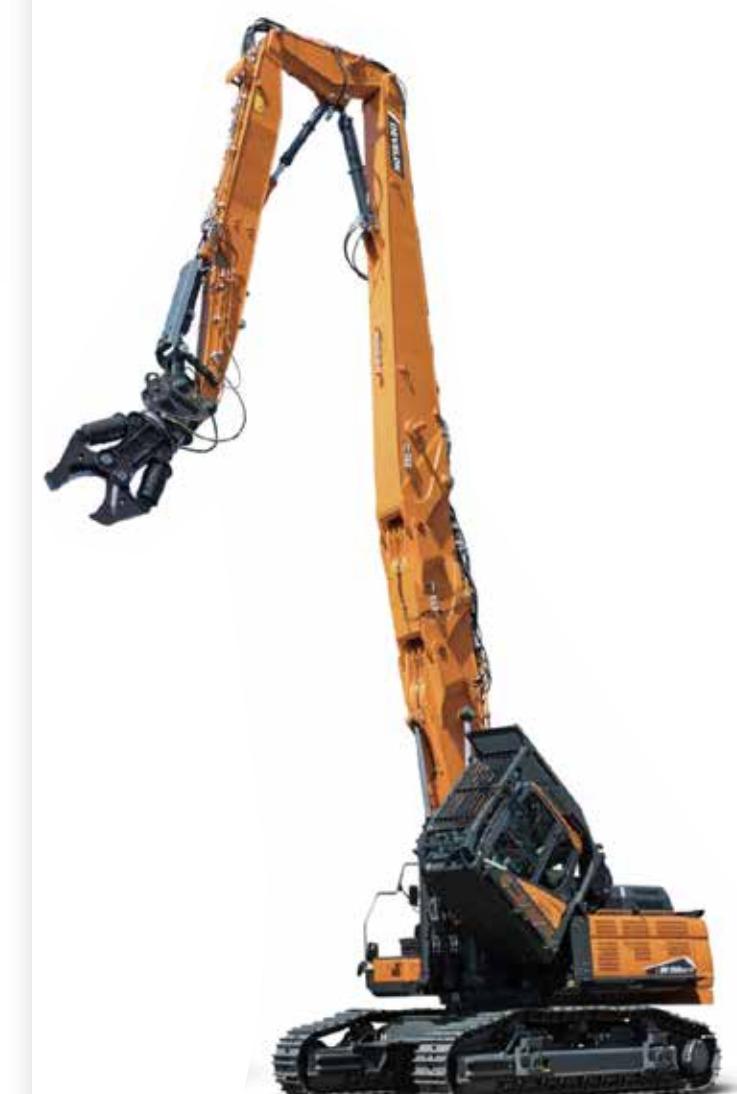
Crawler Excavators



DX150LC-7
-
DX1000LC-7

Special Applications

High Reach Demolition
Material Handler
Pile Driver
Telescopic dipper
Super Long Reach
Electric Excavator



Wheel Loader



DL200-7
-
DL700-7

Articulated Dump Truck



DA45

Dozer



DD100
DD130

Engine Product Line-up

Generator Engine



Automotive Engine



Industrial Engine



Hybrid Powertrain



Marine Engine



Defense Engine



Hydrogen Engine



e-Powerpack



03 GLOBAL PRESENCE

Global Production, Local Service

Global Production and Local Service

HD Construction Equipment operates production sites close to key markets, allowing faster and more flexible responses to regional demand.

This structure improves production efficiency and ensures stable supply while supporting high-quality local service.

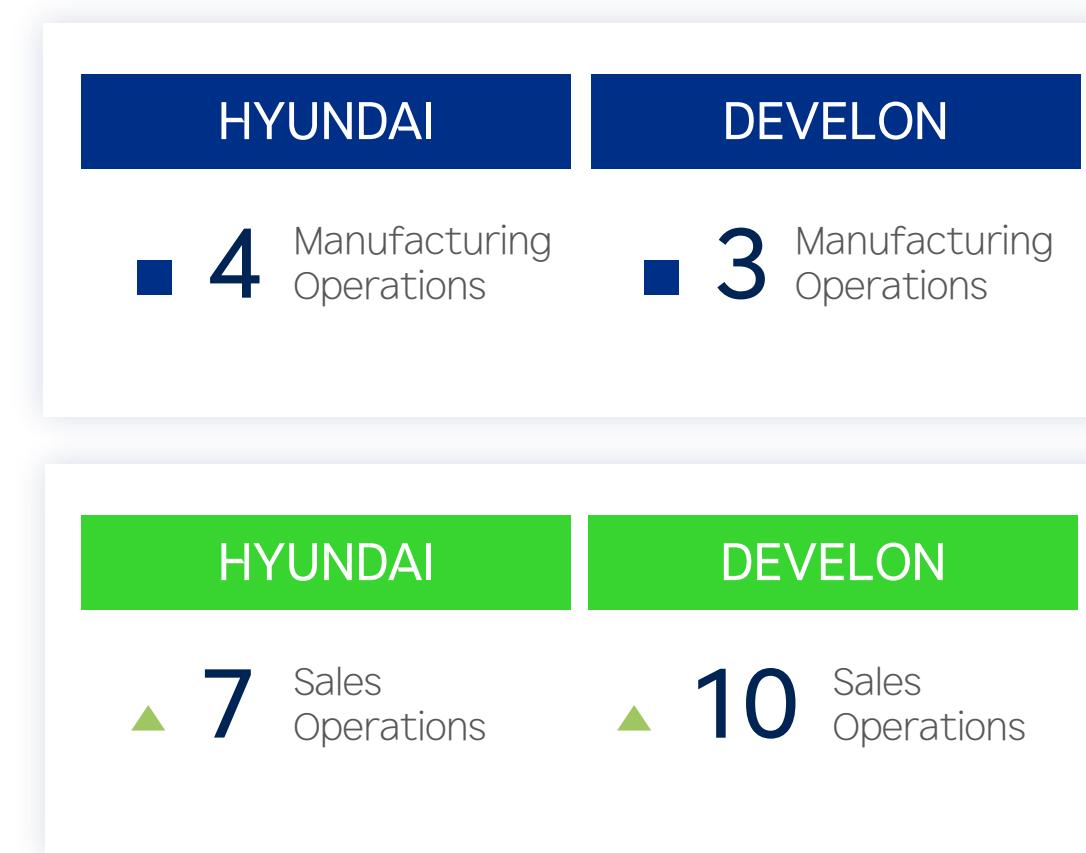
By combining global production with local service networks, the Company delivers reliable supply and responsive support to customers worldwide.

Exterior View of the HYUNDAI Pune Plant, India ►

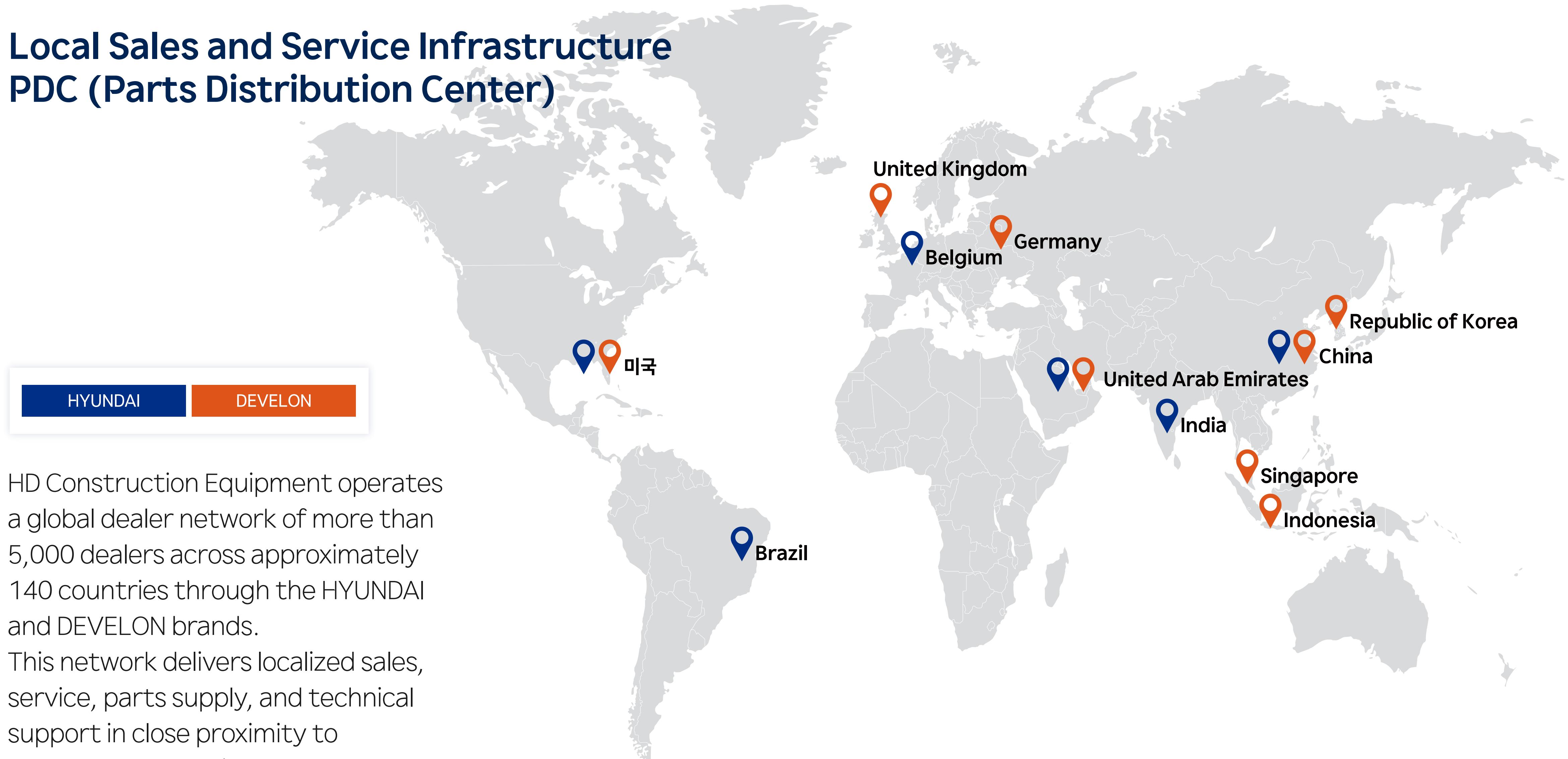


Global Network

- Headquarters
- Manufacturing Operations
- ▲ Sales Operations



Local Sales and Service Infrastructure PDC (Parts Distribution Center)



HD Construction Equipment operates a global dealer network of more than 5,000 dealers across approximately 140 countries through the HYUNDAI and DEVELON brands.

This network delivers localized sales, service, parts supply, and technical support in close proximity to customers worldwide.

04 VISION 2030 & XITE TRANSFORMATION

Vision 2030 & Integrated Growth

HD Construction Equipment presents its long-term direction for growth in the construction equipment industry through the integration of technology and business structure. Following the integration, the Company focuses on a future-oriented business model built on electrification, automation, and digital technologies.

While construction equipment remains the core business, engines, aftermarket parts and services, and compact equipment are defined as key growth drivers. HYUNDAI and DEVELON continue to operate independently, while synergy is created through the integration of strategy, resources, and operations under a single corporate structure.



Vision 2030

HD Construction Equipment aims to establish itself as a key global player in the construction equipment market by 2030, with meaningful scale and stable profitability.

To achieve this goal, the Company pursues growth that balances revenue expansion with improved profitability, while advancing sustainable growth through stronger product competitiveness and a focus on aftermarket services and digital solutions.

Revenue Target

KRW 14.8 T

KRW 14.8 trillion+ in consolidated revenue by 2030

Growth Target

12% ▲

Approximately 12% CAGR from around KRW 7.6 trillion in 2024 to 2030

Profitability Target

11% ▲

Operating margin of 11% or higher by 2030

Our Growth Focus

HD Construction Equipment drives its mid- to long-term growth through four key pillars.

Building on integrated capabilities, the Company focuses on evolving its business structure and customer value, beyond growth in scale.

PORTFOLIO

Portfolio stability and scalability are strengthened by expanding high-margin businesses such as engines and aftermarket services, supported by a full lineup from compact to ultra-large equipment.

PLATFORM

Cost competitiveness and operational efficiency are improved through an integrated platform, parts commonization, and efficiency gains across core functions.

EXPANSION

Market competitiveness is reinforced in advanced regions, while the compact equipment lineup is expanded to broaden market reach.

SOLUTION PROVIDER

The business model is evolving beyond equipment sales toward solution-oriented offerings centered on electrification and digital services.

From Vision to Transformation

At HD Hyundai's CES 2024 presentation, Xite Transformation was introduced as a vision for industrial solutions that extend beyond the limits of time and space, together with Future Xite, Twin Xite, and Zero Xite—shaping the future construction site.

Guided by safety, productivity, and sustainability, HD Construction Equipment continues to drive meaningful innovation, advancing toward a more sustainable future.

Future Builder Vision

Xite Transformation

Slogan

Change The Way We Build, Change Our Future

Future Xite

Unmanned and automated solutions for future construction sites

Blueprint for future construction sites

A site where a single operator can efficiently operate multiple autonomous equipment using remote control and work instructions while autonomous construction equipments collaborate to safely build infrastructure

Autonomous construction equipment

Construction equipment that is software-defined, purpose-built, fully electronic, and fully autonomous, capable of self-perception, judgment, and control

Twin Xite

Digital twin-based remote control and operation solutions

Smart remote control solution (X-Wise Agent)

An AI remote control solution with various AI functions for drivers to operate equipment safely and conveniently according to the situation

Smart site operation solution (X-Wise Xite)

An AI solution for the optimal operation of equipment fleets, aimed at improving field safety and productivity through connectivity

Zero Xite

Carbon-free and eco-friendly electric/hydrogen energy solutions

Electricity Value Chain

Electricity produced at solar towers and hydrogen fuel cell power plants
 >Transferred to mobile EV charging stations
 >Utilized in small and medium-sized electric construction equipment

Hydrogen Value Chain

Hydrogen production on platforms using offshore wind power and SMR-generated electricity for water electrolysis
 >Transportation to land by hydrogen carriers
 >Utilization in large-sized electrified construction equipment



HD CONSTRUCTION
EQUIPMENT