



always leading...

We are committed to fulfilling its social responsibilities as a corporate citizen of the region through the services to the local community. DGB has had a long tradition of finding the delicate balance between its economic profitability and its social responsibility in order to lead the regional economic and industrial advancement.



Corporate Social Responsibility

“ *Sharing Dreams and Prosperity with the Local Community* ”

Corporate citizenship

As a regional bank with business foundations in the Daegu-North Gyeongsang Province, community-focused management is our fundamental management philosophy for achieving the ultimate vision of leading regional bank. Contributing to the development of the region and reinforcing relationships with the local community is based on the recognition that local community development is in fact the development of our bank. It is also our strategy for securing competitive advantage, as well as our survival strategy to establish a solid business foundation based on the local community and local citizens. Community-focused management incorporates a strategy of coexistence aimed at “sharing dreams and prosperity with the local community,” while maximizing our image as a close and convenient bank that contributes to the region. In order to realize such management philosophy, we aim to establish human and physical networks within the region, while enhancing our image as a close and convenient bank that contributes to the region.

Local community management is also a community-focused strategy for achieving our vision of leading regional bank that develops hand in hand with the local community. In this respect, Daegu Bank implements various programs for collective development with the community by (1) establishing strong community-focused business foundations through business activities focused on local customers and community, (2) building and expanding human networks through the systematization of customers and employees, (3) providing support for the promotion of culture, sports, scholarships and welfare of the region, (4) actively conducting regional contribution projects for promoting the welfare of local citizens and sharing with the local community, and (4) pursuing organized, systematic and continued voluntary community service and contribution activities by employees.

Social Contribution

Daegu Bank formed the DGB Service Corps centering on voluntary participation of our employees in order to establish “community-focused management” as a corporate culture by enhancing the image of our management of “community-focused management” and inspiring pride in employees. Our DGB Service Corps goes beyond simple donation activities to perform spiritual and cultural activities in which employees directly participate so as to share our profits obtained through our business activities with the community.

DGB Service Corps conducts various activities in social welfare, culture & arts, sports and environment preservation. Its major activities in 2004 include the “DGB community love, great happiness campaign”, underclothes donations, blood donations for children with fatal diseases, snow disaster damage relief support, donation of supplies and sales activities for “Beautiful Saturday” events, assistance to children in need, sponsorship and voluntary services for welfare facilities, support for free meal centers, financial contributions to the DGB Love Fund, nature preservation of Shin River, Geumho River and Palgong mountain, and professional football day with local citizens.





Corporate Social Responsibility

Local Community Contribution Activities

Daegu Bank formed and operates the "Community Love Task Force", an exclusive community-focused social contribution organization in order to fulfill our corporate social responsibilities and our role as a corporate citizen that shares and develops with the local community by providing community services to the local community and giving back corporate profits to the region.

Daegu Bank takes the initiative in disaster relief of the region including fund raising support and disaster relief unit dispatches for various disasters in the region. We are at the forefront of various disaster relief support activities through employee dispatches and financial support for various disasters within the region including damage recovery support for regions affected by typhoon Lusa in 2002, on-site support for Daegu subway fire disaster in 2003 and snow disaster relief support in 2004.

Daegu Bank is committed to creating a good environment for living by conducting systematic and continuous social contribution activities for social welfare, culture & arts, scholarship programs, volunteer services and environment preservation. In addition to the in-house volunteer activities, we actively participate in community chest drives of external organizations including local governments.



Social Welfare

Daegu Bank incorporates social service work into our everyday business activities by establishing one-to-one relationship with social welfare facilities in which individual employees, departments and branches of the bank separately support more than a single facility. We provide support for the needy by performing diverse social service activities including assistance to youth-headed families, support for children in need, sisterhood relationship with elderly people living alone, support for children with fatal diseases, blood donation activities and visits to social welfare facilities.



Culture & Arts

Daegu Bank is reinforcing its support for various culture and arts programs to promote the culture of the region. In particular, we provide support for various cultural and arts events in the region including the Gyeongju Culture Expo, Dalgubeol Festival and Cheongdo cow fights. We also provide exhibition space for culture & arts through the gallery located in our headquarters. In addition, we publish the "Folk & Culture" magazine for free distribution. Since 2002, we have instilled dreams and hopes in children by holding children's sketching contests, which have developed into the largest children's cultural event in our region with the simultaneous holding of the event in Gumi and Pohang area in 2004.



Scholarship Programs

In December 1990, Daegu Bank established the Daegu Bank Scholarship & Culture Foundation (financial contribution: KRW 5 billion) to provide support to youngster who will lead the future of the regional society. Through the foundation, we provide scholarships every year to selected middle school, high school and college students in the Daegu-North Gyeongsang Province. In December 2004, we contributed an additional KRW 2 billion to the foundation due to the recent continuation of low interest rate environment so as to expand its scholarship program. In addition, we are constantly devoting our efforts to the development of education in the Daegu-North Gyeongsang Province by providing financial support to various educational institutions for improving the education environment of the region.

Sports Promotions

Daegu Bank contributes to the Sports Promotion Fund of the City of Daegu and North Gyeongsang Province every year in order to contribute to the cultivation of sound minds through the promotion of sports to local citizens, while developing the athletics of the region. We also played a leading role in the establishment of the Daegu professional football club through capital contributions, while actively supporting various advertising sponsorships of the club.

Daegu Bank also sponsors various sporting events for local citizens including inline marathons for the disabled, Saturday bowling tournaments, health runs and nationwide football tournaments. In addition, we are contributing to the promotion of sports in the region through the sports clubs (tennis club and rifle club) within our bank. In 2004, we hosted the "Professional Football Day with the Local Citizens" to provide free admission to the community. Furthermore, we are contributing to the promotion of the profession football club through the volunteer services and cheering of DGB Service Corps at official matches.

Areas of Activities

Activity	Major Areas of Activities
Labor Service Activity	<ul style="list-style-type: none"> - Various international and sporting event support activities - Farm village and business partner onsite experience activities - Sisterhood relationship establishment activities with social welfare facilities and the elderly living alone - Meal support to free meal distribution centers
Environment-friendly Activity	<ul style="list-style-type: none"> - I love Shin River and Geumho River campaigns - Nature preservation activities (Ap Mountain, Palgong Mountain, Seongam Mountain) - Wood sign attachments of major hiking routes and parks - Clean Street Promotion Campaign (Green City) - Migratory bird feeding events
Social & Cultural Activity	<ul style="list-style-type: none"> - Various cultural event activities support - Cultural relic PR and cleanup activities - Various invitational art performances
Donation & Contribution Activity	<ul style="list-style-type: none"> - Aid to youth-headed families and elderly people living alone - Assistance campaigns for children in need - Contribution activities through DGB Love Fund - Assistance to the disabled and children with fatal diseases - Sponsorships for social welfare facilities - Support for various social service organizations

Shareholder Relations

IR Activities

Investor confidence towards the financial sector plummeted during the process of restructuring on financial institutions subsequent to the 1997 financial crisis as reflected in the significantly undervalued stock price of Daegu Bank vis-a-vis intrinsic value. Our IR activities begin under the basic recognition that our intrinsic value must receive fair market value. In particular, the importance of IR has emerged as such recognition coincides with our management philosophy of realization of shareholder value through management transparency at a time when improvement of governance structure and accounting policy transparency is required. As such, we established the Investor Relations Team within the planning & coordination division for the first time as a regional bank in 1999 to commence active IR activities to institutional and general investors including analysts and portfolio managers.

We began conducting full-fledged IR activities in October 26, 2001 by holding a large-scale investor relations conference for over 150 domestic and foreign analysts, portfolio managers and reporters in Seoul. Since then, we have hosted a series of over 20 investor relations conferences including corporate road shows, small group meetings, one-on-one meetings and institutional investor visits. In addition, we also established an IR corner within our Internet homepage so as to provide transparent and prompt investment information to both institutional and individual investors. We have met with a total of 777 investors through 132 meetings and 644 domestic and foreign investors through 151 meetings in 2002 and 2003, respectively. In 2004, we held a total of 178 one-on-one meetings and conferences to meet 658 analysts and investors. Furthermore, we enhanced our image as a leading bank in the market by holding frequent invitational IR meetings and conference calls in our bank.

- Regular Quarterly IR Conferences
- Overseas IR Activities (Non-Deal Roadshows, Conference Calls, etc)
- One-on-One Meetings with Visiting Investors
- Reinforcement of Cyber IR

Future IR Strategy

We believe that our stock price is still substantially undervalued with respect to our asset quality, our solid local community-based competitiveness and stable revenue structure. Accordingly, we will pursue future IR activities focusing on the following so as to maintain reasonable stock price levels by inducing long-term stable market participations of domestic and foreign investors.

We are building the foundations for renewed growth for realizing our visions of "The Best leading regional bank with 50% regional market share" by securing a financial structure and management system of international standards based on market principles and transparency, and attaining global competitiveness able to respond to entry of any foreign or large commercial banks into our regional market. Our IR activities will facilitate the role of shareholder value management in attaining such vision.

Contact Information of the IR Team is as follows :

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