

**Introduction to
JIPYONG JISUNG's Antitrust & Competition Practice Group**



I. Introduction to JIPYONG JISUNG

- 1 Firm Information
- 2 Vision & Values
- 3 Practice Areas
- 4 Organization
- 5 Overseas Offices
- 6 Strength
- 7 News & Awards

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Firm Information

History

- Apr. 3, 2000 Horizon Law Group / Mar. 1, 2003 Jisung Law Office
- Sep. 18, 2008 JIPYONG JISUNG

Practice Areas

- Full Range of Legal Services
(Antitrust, M&A, Labor, Banking & Finance, Construction, Litigation, Etc.)

Members

- 133 Professionals (96 Korean Attorneys, 24 Foreign Legal Consultants, 2 CPAs, 3 Senior Advisors, 2 Advisors, 6 Consultants)

Korea Offices

- Seoul Office (Head Office) : 10th Floor, KT&G Seodaemun Tower, 60 Chungjeongno, Seodaemun-gu, Seoul 120-020, Korea
- Suncheon Office : Geumgang Tower Bldg. 3rd Fl., 870-1 Wangji-dong, Suncheon-si, Jeollanam-do, 540-330 Korea
- Busan Office : #601, Jeongnim Bldg., 34 Beobwon-ro, Geoje-dong, Yeonje-gu, Busan, 611-719, Korea

Overseas Offices

- Shanghai, China
- Hanoi, Vietnam
- Bangkok, Thailand
- Ho Chi Minh City, Vietnam
- Phnom Penh, Cambodia
- Jakarta, Indonesia
- Vientiane, Laos
- Myanmar, Yangon

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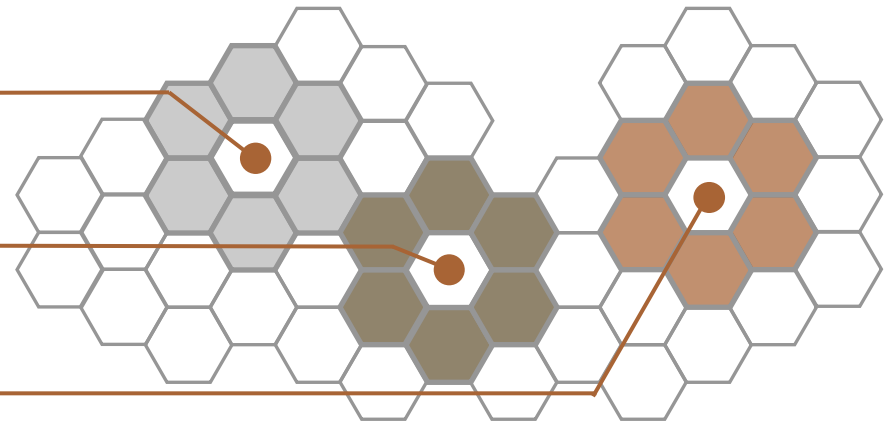
Vision & Values

Vision

Premier Asian Law Firm
Committed to
Professional Excellence

Highest Level of
Service and Care
Impressing Clients

Group of Legal Experts who
Contribute to
and are Valued by the Society



Values

Client-
Focused

Professional

Global

People first

Honesty

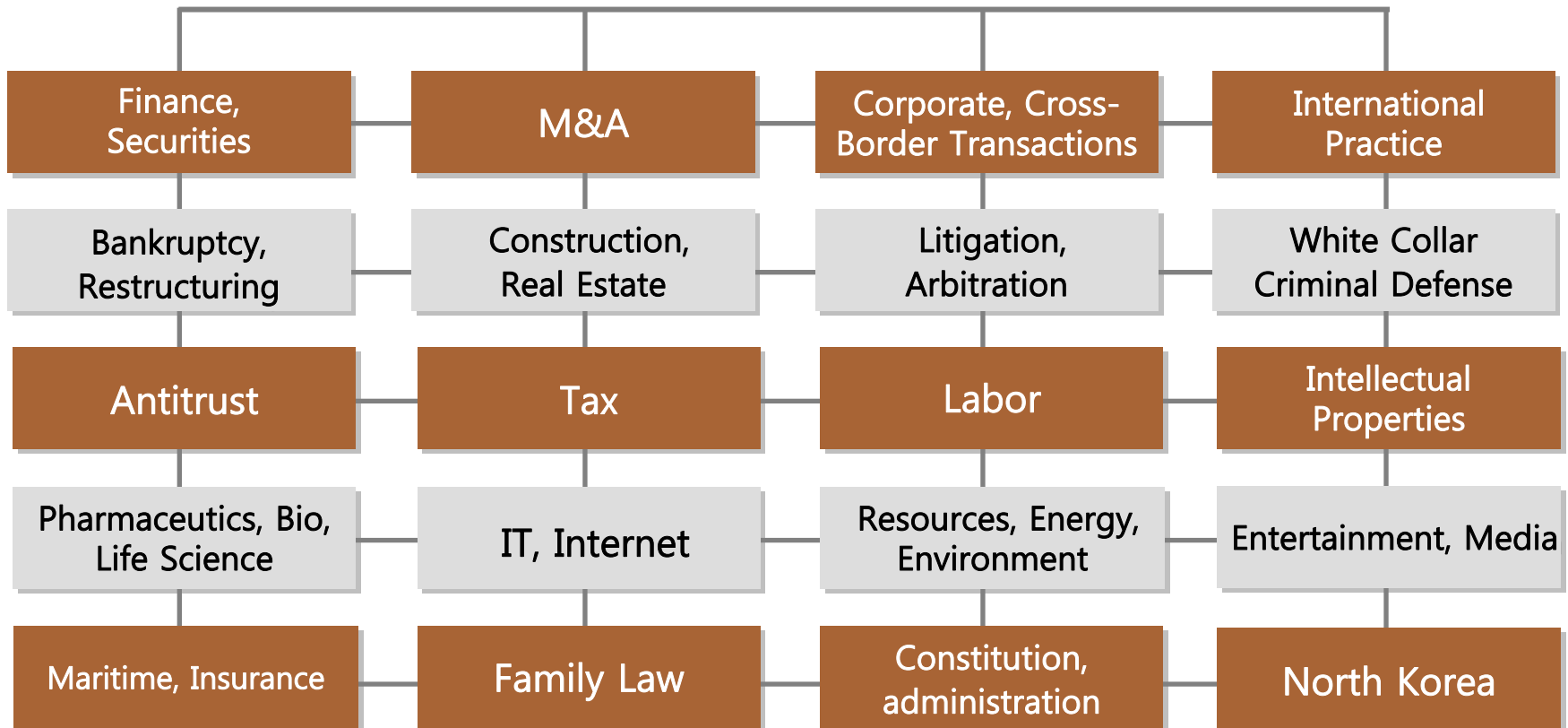
Ethical

Public Service

3

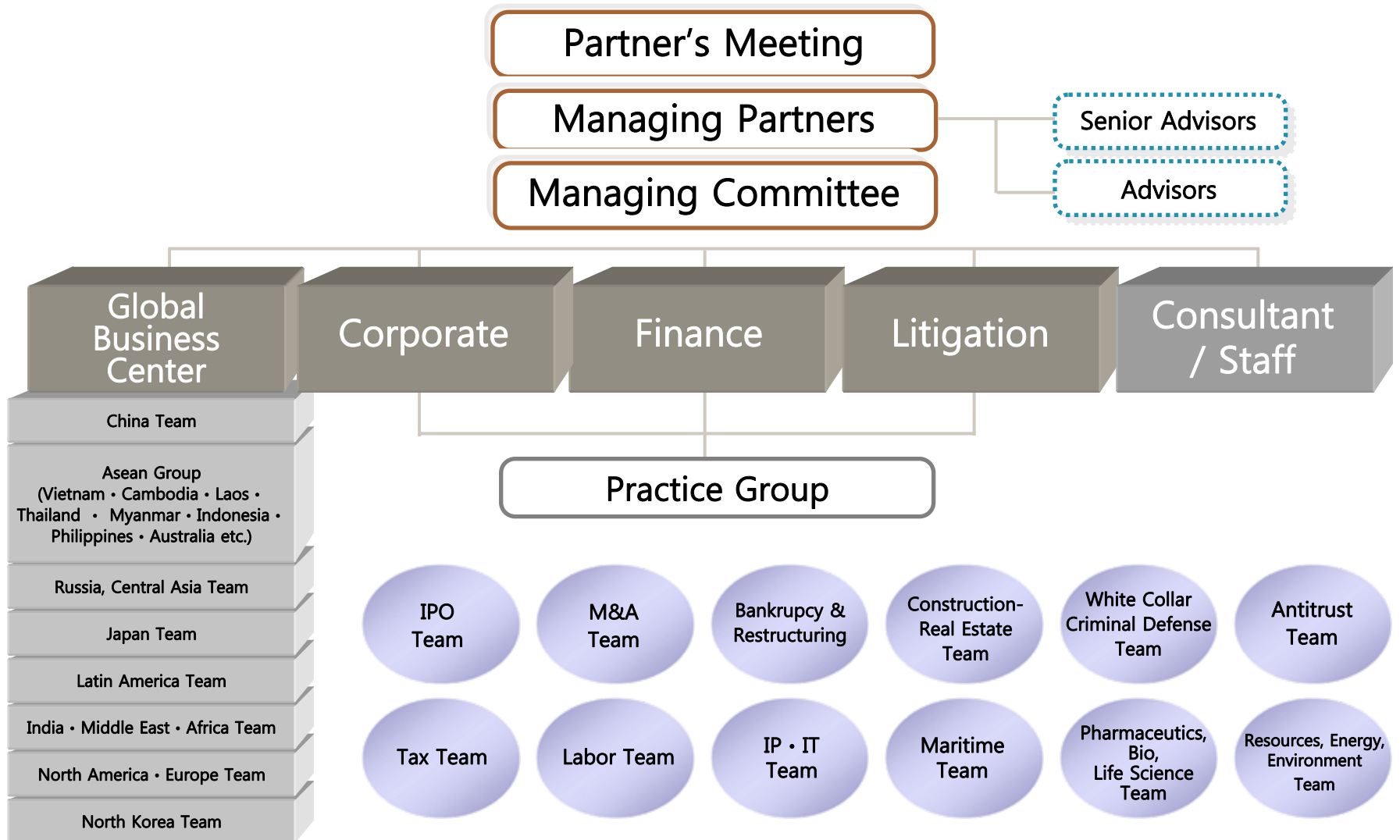
Practice Areas

JIPYONG JISUNG



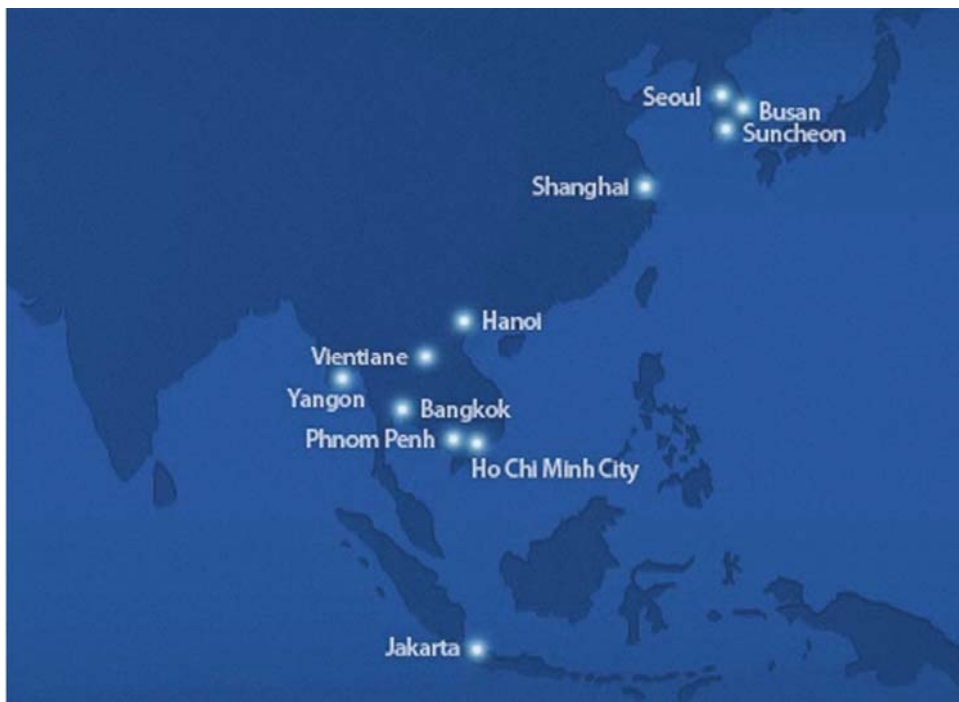
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Organization



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Overseas Offices



FDI , Joint Investment

M&A (Cross-Border)

Finance, Securities

Construction, Real Estate

Project Finance

SOC

Resources, Energy

Intellectual Properties

Litigation, Arbitration

Provides One Stop International Legal Service by
Combining Professional Expertise of Seoul Office
& Local Expertise of Overseas Offices

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Strength

Expertise

- Excellent professionals
- Experience
- Expertise

Team Work & Coordination

- Camaraderie & solidarity among professionals
- Coordinated execution
- Organic co-operation between specialized teams

Availability • Promptness • Reliability

- Able to be reached any time
- Quick reply and response
- Reliable Service

JIPYONG JISUNG

Cost Effectiveness

- Provides the most cost-efficient service among the peer law firms
- Low cost via efficient operation

Aggressiveness & Progressiveness

- Aggressive operation for client's profit
- Exploring new practice areas

Global Network

- 8 overseas offices
- Co-operation with prestigious overseas law firms

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News & Awards

Jipyong Jisung ranks 1st in obtaining acquittals

For the five year period from 2007 to 2011, Jipyong Jisung has been rated first in terms of the percentage of cases for which it has won acquittal judgments. According to the materials from the Legislation and Judiciary Committee, Jipyong Jisung has the highest percentage among top firms in the past five-year period. Of 423 cases the firm has handled, the firm has won 79 acquittals for its clients, recording 18.7% rate of achieving acquittals, making it the highest among top ten Korean law firms.

Jipyong Jisung ranks 1st in attaining reverse judgments from the Supreme Court.

1st in acquittals and reverse judgments


According to the Chosunilbo, Korea's top newspaper, for the first half of last year when there were 1,978 Supreme Court cases, Jipyong Jisung ranked 1st in attaining reverse judgments as judged by the percentage of cases overturned.

The percentage of achieving reverse judgments for clients is a good indicator of a firm's litigation prowess, and the finding only confirms that Jipyong Jisung has one of the best litigation practice groups in Korea.

7 News & Awards

Jipyong Jisung's M&A Rankings – 1st in South Korea, 6th in Asia-Pacific

순위	요점	거래규모(달러 : 백만)
1	Amarchand & Mangaldas & Suresh A Shroff & Co	11,646
2	Luthra & Luthra Law Offices	10,289
3	Jingtian & Gongcheng	9,796
4	Freehills	7,633
5	Latham & Watkins	5,822
6	Jipyong Jisung	3,655
7	Vinson & Elkins	2,896
8	Freshfields Bruckhaus Deringer	2,645
9	Allens Arthur Robinson	2,547
10	FuBright and Jaworski	2,500
11	Slaughter and May	2,355
12	Gilbert + Tobin	2,337
13	AZB & Partners	2,196
14	Baker & McKenzie	2,173
15	Sullivan & Cromwell	2,103
16	King & Wood Mallesons	1,782
17	Linklaters	1,747
18	Clifford Chance	1,719
19	Jun He Law Offices	1,639
20	Kim & Chang	1,636


THOMSON REUTERS

Any South Korea Involvement Announced Jan 1 – Mar 30 2012

Legal Advisor	Rank Value per Advisor (US\$m)				# of Deals per Advisor			Change in # of Deals
	2011 Rank	Rank Value US\$m	Market Sh (%)	Market Share Ch	# of Deals	Market Rank	Market Sh (%)	
Jipyong Jisung	1	1,773.2	25.3	25.1 ▲	3	5*	1.2	-1 ▼
Kim & Chang	2	1,296.2	18.5	-33.7 ▼	11	2	4.5	-21 ▼
Lee & Ko	3	714.7	10.2	-27.4 ▼	13	1	5.3	-12 ▼
Bae Kim & Lee	4	658.6	9.4	-21.0 ▼	4	4	1.6	-12 ▼
Allen & Overy	5	429.9	6.1	6.1 ▲	1	10*	0.4	1 ▲
Baker & McKenzie	6	353.5	5.0	4.6 ▲	2	7*	0.8	0 -
Ashurst	7*	329.0	4.7	4.7 ▲	1	10*	0.4	1 ▲
Minter Ellison	7*	329.0	4.7	4.7 ▲	1	10*	0.4	1 ▲
DLA Piper	9*	308.0	4.4	4.0 ▲	1	10*	0.4	-1 ▼
Vinson & Elkins LLP	9*	308.0	4.4	-5.4 ▼	1	10*	0.4	0 -
Shin & Kim	11	215.6	3.1	-6.9 ▼	5	3	2.0	-9 ▼
Industry Total		7,022.9	100.0		245			

Industry % Change from Same Period Last Year -55.4% ▼ -21.7% ▼

Industry % Change from Last Quarter -42.7% ▼ -30.2% ▼

For the 1st quarter of 2012, Jipyong Jisung was ranked 1st in South Korea (6th in Asia Pacific) in terms of the deal value of M&A transactions.

According to the leading financial information services, Mergermarket and Thompson Reuters, as a result of Jipyong Jisung's representation of POSCO and STX Corporation in their joint bid for a 30% stake in Roy Hill Holdings Pty Ltd, an Australia-based iron ore mining company, Jipyong Jisung was ranked 1st in South Korea (6th in Asia Pacific) in terms of the deal value of M&A transactions.

II. Antitrust & Competition Practice

- 1 Practices
- 2 Focus Areas
- 3 Recent Major Cases

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Intro

JIPYONG JISUNG’s Antitrust & Competition Practice Group strives to find practical and effective solutions for clients at a time when the role of Korea’s Fair Trade Commission (“KFTC”) and application of competition laws have increased as companies expand and cross-border transactions increase. The KFTC is intensifying efforts to prevent harmful effects from anticompetitive business combinations, unfair trade practices, concerted actions, abuse of market dominance, cartels and monopolies.

In addressing a myriad of antitrust and competition issues faced by our clients, we tailor our advice to best fit our clients’ particular circumstances and business needs. In doing so, we provide expert legal services regarding various laws and regulations: Monopoly Regulation and Fair Trade Act; Fair Transactions in Subcontracting Act; Regulation of Standardized Contracts Act; Act on Fair Indication and Advertisement; Fair Transactions in Franchise Business Act; Door-to-Door Sales, etc. Act; Act on Consumer Protection in the Electronic Commerce Transactions, etc.; Installment Transactions Act.

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Focus Areas

- Judicial actions on various antitrust issues
- Actions related to the Fair Trade Commission's decisions
- Counseling on response to corrective measures requested by the Fair Trade Commission
- M&A's, joint ventures and other arrangements
- Leniency program for cartel upon voluntary reporting
- Reorganization of management structures including establishment, conversion, and operation of a holding company
- Reporting of violations of fair trade laws
- Dispute over subcontracting
- Franchise agreements and information disclosure agreements
- Door to door sales and pyramid selling
- Unfair signs and advertisements
- E-commerce and installment payment plans
- Damages claims for violation of unfair trade laws
- Litigation to cancel fines levied for M&A's, unfair common actions, unfair trading practices

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Representative Experience

[Rendered advice on]

- Price and supply collusion by domestic and international TFT-LCD manufacturers and sales companies
- Fuel surcharge collusion by Malaysia Airlines and other airlines
- Collusion in LNG market by GS Caltex and other market participants
- Collusion in U.S. LCD market by LG Display and other market participants
- Collusion by international paper manufacturers
- Collusion on export bills by Kookmin Bank and other major commercial banks
- Collusion on insurance premiums by life and property insurance companies including Samsung Life Insurance
- Pricing collusion by Samsung Total and other petrochemical companies
- Pricing collusion by domestic tire manufacturers
- Pricing collusion by local telephone operators
- Collusion by school uniform manufacturers and School Uniform Development Association
- Appeal of corrective action against construction machinery manufacturers
- Appeal of corrective action against cement manufacturers
- Hite Brewery business combination transaction from acquisition of Jinro shares

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Representative Experience

- **Appeal of corrective action against Eland in acquisition of Carrefour Korea**
- **Unfair trade practices by Samsung Fire & Marine Insurance and other liability insurance companies**
- **Unjust support practices by related companies by Daewoo Group and Dongyang Group**
- **Unfair trade practices related to POSCO and POSCO Steel & Services**
- **Unfair trade practices by S-Oil**
- **Unfair trades practices by GS Gangnam Cable TV**
- **Reporting of unfair trade practices of RYN Korea**
- **Establishment of a holding company of Korea Investment Holdings (formerly Dongwon Investment Holdings)**
- **Applying for screening of a standard agreement prepared by game companies**
- **Reporting of unfair trade practices and request for screening of a standard agreement of a management company by an actor represented by that management company.**
- **Popular actor's request for screening of a standard agreement regarding actor's exclusive contract with management company**
- **"S" company's obstruction of KFTC's investigation**
- **Business combination reporting of and other matters for "L" company**
- **Violation of Fair Contract Transactions Act and other matters for "P" company**

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Representative Experience

[Litigation related representation]

- **KFTC in case brought by Qualcomm appealing penalty for its market dominating status**
- **KFTC in case brought by Hyundai Oilbank appealing penalty for collusion involving gas stations of oil companies**
- **KFTC in case brought by Donga Pharmaceutical appealing penalty for collusion involving reverse payment agreement**
- **KFTC in case brought by KG Chemicals, Samsung Fine Chemicals, Namhae Chemical appealing penalty for collusion regarding agricultural pesticides**
- **KFTC in case brought by Nongshim for collusion regarding ramen**
- **KFTC in case brought by GS Caltex and other LPG providers**
- **Malaysia Airlines in case involving collusion involving air freight rates among major airlines including Korean Air**
- **Samsung Life in case regarding claim of collusion among life and liability insurance companies**
- **Samsung Fire & Marine Insurance in case regarding claim of collusion among auto insurers**
- **Doosan Infra Corp. in case regarding claim of collusion among construction equipment manufacturers**
- **Cement makers in case regarding claim of collusion**
- **KFTC in case brought by Kookmin and other commercial banks related to export bills**

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Representative Experience

- **KFTC in case brought by Kookmin and other commercial banks related purchase of bills of exchange**
- **Litigation involving unfair trade practices of SK Corp., National Student Uniform Development Council, etc.**
- **Representation of KFTC in litigation regarding collusion among petrochemical companies including Samsung Total for price fixing**
- **Representation of KFTC in litigation regarding collusion among Kumho Tire, Hankook Tire, etc.**
- **Litigation involving merger control for Hite Brewery's acquisition of Jinro's shares**
- **Representation of Shinsegae in appealing corrective measures for its acquisition of Walmart**
- **Representation of Eland in appealing corrective measures for its acquisition of Carrefour**
- **Representation of OCI in appealing corrective measure for its acquisition of CCK**
- **Representation in unfair trading practices matter for Daewoo Group and Tongyang Group**
- **Representation of Honeywell in case alleging LG Display and other manufacturers of collusion on LCD prices**
- **Representation of defendant against KFTC for hindering investigation**
- **Representation in case dealing with violation of subcontract, guiding client from investigation, respond to KFTC and judgment**
- **Representation of popular entertainer in filing for review of exclusive contract**
- **Representation in case where magazines violated Door to Door Act.**

III. Key Members Profile

Key Members Profile



Hang-Seok CHANG Of Counsel / Antitrust & Competition

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Education

- Korea University (B.A. in Economics, 1973)
- University of Wisconsin (M.A. in Public Policy, 1992)

Experience

- Inspector, Daegu Regional Tax Office
- Section Chief, Economic Planning Board
- Section Chief, Korea Fair Trade Commission
- Public Information Officer, Korea Fair Trade Commission
- Director, Investigation Bureau, Korea Fair Trade Commission

- Director, Antitrust Bureau, Korea Fair Trade Commission
- Standing Commissioner, Korea Fair Trade Commission
- Of Counsel, JIPYONG JISUNG

Publications

- Competition Policy in Digital Economy (2001)
- Study of Competition Policy in Developed Nations (1998)

Key Members Profile



Seong KANG Managing Partner / Antitrust & Competition , M&A, Finance & Securities, Corporate & Cross-Border Transactions

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Education

- Seoul National University (LL.B., 1993)
- Kyushu University (LL.M., 2003)

Experience

- Judicial Research and Training Institute, Supreme Court of Korea (1993)
- Associate, Kim & Chang
- Member, Drafting Committee for Digital Signature Act
- Co-managing partner, I&S Law Office
- Chosen as Fellow for YLP (Young Leaders Program) by Japan's Ministry of Education, Culture, Sports, Science & Technology
- Managing partner, Jisung Law Offices
- Member, International Committee, Korean Bar Association
- Managing partner, JIPYONG JISUNG

News & Activities



- Seong Kang is Selected as a leading lawyer in M&A by IFLR (2010, 2011)
- Presented “Latest trend in KFTC’s collusion regulations and plans for reforms” at Competition Law Conference sponsored by the International Bar Association and Korean Bar Association (2011)
- Selected as one of the top M&A lawyers in Korea, Seoul Economy Newspaper (2009)
- Selected as one of the top M&A lawyers in Korea, Chosun Daily (2007)

Key Members Profile



Hyeon-Joo YUN Partner / Antitrust & Competition, Administrative Hearings,
Finance & Securities

+Email: hjyoon@jipyong.com +Tel: 82-2-6200-1761

Education

- Korea University (LL.B, 1986)

Experience

- Judicial Research and Training Institute, Supreme Court of Korea (1992)
- Judge, Seoul Civil • Criminal District Court
- Judge, Seoul Western District Court
- Judge, Chuncheon District Court, Gangneung Branch
- Judge, Seoul Southern District Court
- Judge, Seoul Central District Court
- Judge, Seoul High Court
- Professor, Judicial Research and Training Institute
- Judge, Seoul High Court
- Presiding Judge, Jeju District Court
- Senior Presiding Judge, Jeju District Court
- Professor, Judicial Research and Training Institute
- Partner, JIPYONG JISUNG

Key Members Profile



Sang-Jun KIM Partner / Antitrust & Competition, M&A, Bankruptcy & Restructuring, Foreign Investment

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Education

- Seoul National University (LL.B., 1990)
- Seoul National University (LL.M., 1999)
- UC Davis School of Law (LL.M., 2004)

Experience

- Judicial Research and Training Institute, Supreme Court of Korea (1996)
- Public Judicial Officer, Prosecutors' Office
- Associate, Shin & Kim
- Partner, Horizon Law Group
- Partner, JIPYONG JISUNG

Representative Experience

- Represented Samsung Group in Korean Fair Trade Commission's investigation into alleged unfair subcontracting practices
- Advised on investment by Siemens in Dasan Networks
- Represented Moorim Paper in acquisition of Donghae Pulp
- Advised SECO Group in acquisition of automobile parts companies, Eco Plastics and Aia, and in business combination
- Hite Brewery business combination transaction from acquisition of Jinro shares
- Represented Lotte Confectionary in acquisition of shares of Vietnamese publicly listed company BIBICA

Key Members Profile



Gee-Hong KIM Partner / Antitrust & Competition, Financial Litigation, International Arbitration & Dispute Resolution, Taxation

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Education

- **Seoul National University** (LL.B., 1996. Ranked first in the nation in National College Entrance Exam)
- **Columbia Law School** (LL.M., 2006. Harlan Fiske Stone Scholar)
- **Seoul National University, Research Program for Legal Specialists, Corporate Governance Structure** (2007)

Experience

- **Judicial Research and Training Institute, Supreme Court of Korea** (Judicial Research and Training Institute President Award for Academic, 1998)
- **Judge Advocate Officer, Korean Air Force**
- **International Lawyer, Sidley Austin LLP, New York**

Representative Experience

- **Represent KFTC in appealing penalties for abuse of dominant market position by Qualcomm**
- **Represent KFTC in case brought by Hyundai Oilbank appealing penalty for collusion involving gas stations of oil companies (current)**
- **Represent KFTC in case brought by Nongshim for collusion regarding ramen (current)**
- **Represented Malaysia Airlines in case involving collusion involving air freight rates among major airlines including Korean Air**
- **Advised on collusion case involving brokerage commissions of financial institutions**
- **Represented Samsung Life in appealing unfair trade practices claim by KFTC**
- **Represented oil companies in appealing unfair trade practices claim by KFTC**

Key Members Profile



Hyung-Sam PARK Partner / Antitrust & Competition, Financial Litigation, International Arbitration & Dispute Resolution, Taxation

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Education

- Seoul National University (LL.B., 1997)
- Seoul National University, Research Program for Legal Specialists, Monopoly Regulation and Fair Trade Act (2000)

Experience

- Judicial Research and Training Institute, Supreme Court of Korea (2000)
- Associate, Kim, Choi & Lim
- Partner, Jisung Law Offices
- Special Investigator, Special Prosecutor in relation to Development of Russian Oil Field by Korea Railroad
- Private Expert of Public Service Evaluation Committee in Office of the Prime Minister
- Partner, JIPYONG JISUNG

Representative Experience

- Price and supply collusion by domestic and international TFT-LCD manufacturers and sales companies
- Fuel surcharge collusion by Malaysia Airlines and other airlines
- Collusion by international paper manufacturers
- Advised on case involving Doosan Group's alleged unfair support of affiliated companies
- Appeal of corrective action against cement manufacturers
- Unfair trade practices by Samsung Fire & Marine Insurance and other liability insurance companies

Key Members Profile



Byung-Joo LEE

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Education

- Seoul National University (LL.B., 1999)
- Leiden University
(LL.M. Advanced Studies in European and International Business Law, 2009)

Experience

- Judicial Research & Training Institute, Supreme Court of Korea (2005)
- Public Judicial Officer, Legal Aid Corporation
- Member, Korean Competition Law Association
- Associate, JIPYONG JISUNG



Kyung-Ho LEE

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Education

- Korea University (LL.B., 2001)

Experience

- Account Executive, Phoenix Communications
- Judicial Research & Training Institute, Supreme Court of Korea (2008)
- Associate, EYP Law
- Associate, JIPYONG JISUNG

Key Members Profile



Jiyoung BAE

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Education

- Seoul National University (LL.B., 2000)

Experience

- System Engineer, LG-CNS (2000-2002)
- Judicial Research & Training Institute, Supreme Court of Korea (2009)
- Associate, JIPYONG JISUNG



Poom JANG

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Education

- Seoul National University (B.A. in Politics, 2006)
- Seoul National University, Graduate School of Law (2007-)

Experience

- Judicial Research & Training Institute, Supreme Court of Korea (2010)
- Associate, JIPYONG JISUNG

Key Members Profile



Yeon-Soo JIN Advisor / Antitrust & Competition
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Education

- Hankuk University of Foreign Studies

Experience

- Economic Planning Board, Bureau of Statistics
- Economic Planning Board, Budget Office
- Economic Planning Board, Fair Trade Department
- Fair Trade Commission, Research Bureau
- Fair Trade Commission, Subcontracting Bureau
- Fair Trade Commission, Market Oversight Bureau
- Advisor, JIPYONG JISUNG

JIPYONG JISUNG

Seoul Office (Head Office)

Suncheon Office

Busan Office

Shanghai Office

Ho Chi Minh City Office

Hanoi Office

Phnom Penh Office

Vientiane Office

Bangkok Office

Jakarta Office

Yangon Office

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Thank you.