

2026 Hanwha Group Request for Proposal (RFP)

The contents of this RFP are Strictly Confidential, and reading / circulation by third parties / companies other than the recipient and related project participants is prohibited.

1. Overview

- 1) Project Name: Hanwha Group Profile Production Agency
- 2) Scope of Work:
 - Video Production: 1 corporate brand video with 1 variation
 - Digital media: Media planning and execution
- 3) Operating Period: 2026.08 ~ 2026.12
- 4) Budget: Approx. 700 million KRW, including media budget (VAT excluded)

2. Bid Guide

- 1) Bidding Method: Limited Competitive Bidding
- 2) Eligibility for Participation:
 - Companies possessing a track record of producing corporate video for global conglomerates within the last 5 years (2021~2026) as of the bid announcement date, and capable of submitting proof of performance.
- 3) Evaluation Process:
 - Proposal Application → 1st Screening [Document Evaluation] → OT for PT Participating Companies [Briefing Session] → 2nd Proposal Competitive PT → Selection of Bidder based on highest PT score → Contract

※ PT participating companies are limited to those who passed the 1st document screening.

3. Bid Schedule

Category	Schedule	Contents	Remarks
1. Document Receipt	By July 29 (Wed) 4:00 PM	1st Document Screening Receipt	* Refer to the required documents below
2. 1st Document Screening	July 31 (Fri)		Companies will be notified
3. PT Participant OT	August 4 (Tue)	Competitive PT Participant Briefing Session	For 1st document screening passed companies
4. 2nd Proposal PT Evaluation	August 18 (Tue)	Evaluation based on internal evaluation criteria	Face-to-face proposal * Submit soft copy via USB
5. Selection Result Announcement	August 21 (To be announced)	Individual notification to participating agencies	

※ Detailed schedule is subject to change depending on company circumstances.

4. Evaluation Method

Evaluations are conducted through 1st Document Screening Evaluation and 2nd Proposal Presentation Evaluation.

1) 1st Evaluation (Document Screening):

Selection of competitive PT participating companies based on business performance, competitor agency status, agency capabilities, etc.

2) 2nd Evaluation (Competitive PT Screening):

Selection of the preferred negotiating company with the highest score according to internal evaluation criteria.

- ※ Detailed information such as RFP and tasks will be guided during the project OT.
- ※ Withdrawal is not permitted after attending the OT.
- ※ All attendees must submit a security pledge (NDA) on the day of the OT.

5. Required Documents and Submission Method

1) Required Documents for 1st Document Screening

- ① 1 Copy of Company introduction (Free format)
 - Major performance cases to determine the company's work execution capabilities (limited to portfolio within the last 3 years)
 - Include English copywriting and global network capabilities
- ② Credentials
 - Key personnel assignment and professional bios
 - ※ Note: Participation of a Global (US) team is mandatory to ensure a deep understanding of the target market and audience.
 - Delineation and specification of roles: Specify the respective roles and collaboration structure between the Korean office and the Global HQ.
- ③ List of client companies being represented at the time of bidding participation (Korea / US regions respectively)
- ④ Major domestic and international awards (limited to achievements within the last 3 years)

- ⑤ 1 Copy of Business registration certificate
- ⑥ 1 Copy of Corporate credit evaluation report or corporate credit confirmation report
 - Issuing agencies: NICE Information Service, Korea Enterprise Data, e-Credible
 - Validity period: Limited to those issued after January 1, 2026
 - If submission of the above documents is difficult, it can be replaced with guarantee documents issued by a guarantee institution (Korea Credit Guarantee Fund or Korea Technology Finance Corporation, etc.)

2) Submission

- 1st Document receipt: Submit the required documents as a PPT or PDF file via e-mail to the person in charge **by July 29 (Wed) 4:00 PM** (Strict adherence to deadline)
- * Person in charge: Hyejin Lim, Senior Manager (hjin.lim@hanwha.com)
Hanwha Communications Committee

3) 2nd Evaluation

- ※ Limited to companies that passed the 1st document screening
- The 2nd PT task will be announced separately to the companies selected in the 1st round.

4) Notices

- The contents of the submitted documents cannot be changed until requested by our company, and will be considered part of the contract conditions upon contract signing.
- If necessary, company may request changes or additions to the submitted documents.
- After document submission, any changes must be immediately notified along with the reasons and details of the changes; failure to notify will be considered grounds for exclusion as a preferred bidder and contract cancellation.
- Proposing companies must not disclose the company's business contents acquired in relation to this project to a 3rd party and must comply with our security matters.