



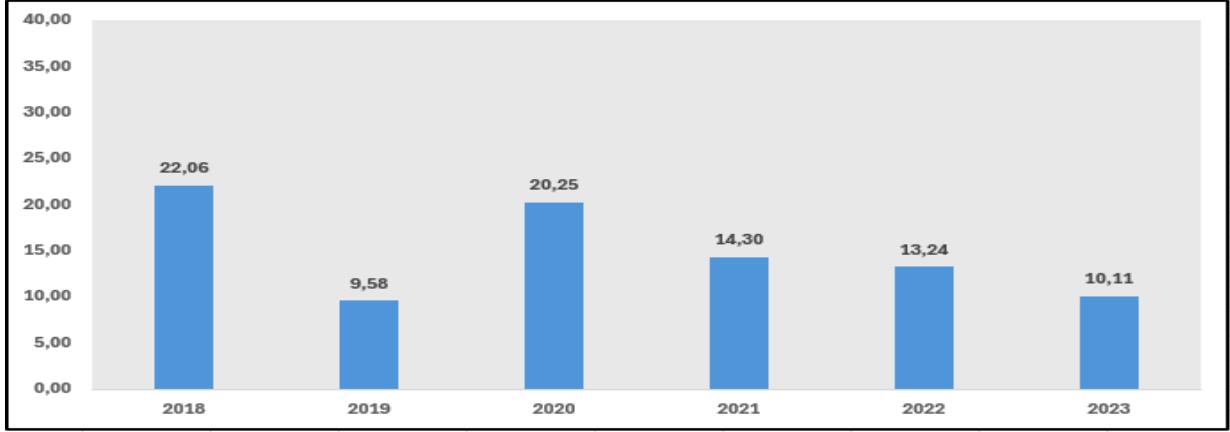
2023
DOMESTIC CUSTOMER SATISFACTION
SURVEY REPORT

CUSTOMER RELATIONS MANAGEMENT
DEPARTMENT
FEBRUARY 2024

SUMMARY INFORMATION

Our company conducts a Customer Satisfaction Survey (CSS) to identify customer expectations and perceptions regarding our products and services, analyze the findings to uncover opportunities, and support improvement efforts.

The survey questions were reviewed at the December 2023 Customer Relations Board (CRB) meeting. It was decided that the survey would be sent to domestic customers who purchased one pallet or more of products between January 1, 2023, and December 31, 2023. The electronically prepared survey was sent on January 9, 2024, to the registered email addresses of 1,306 domestic customers in our company. A total of 132 customers responded to the survey (compared to 189 responses in 2022). The response rates over the years are presented in the graph below.



RESULTS

Satisfaction results are shown in Chart 1, and importance results are shown in Chart 2.

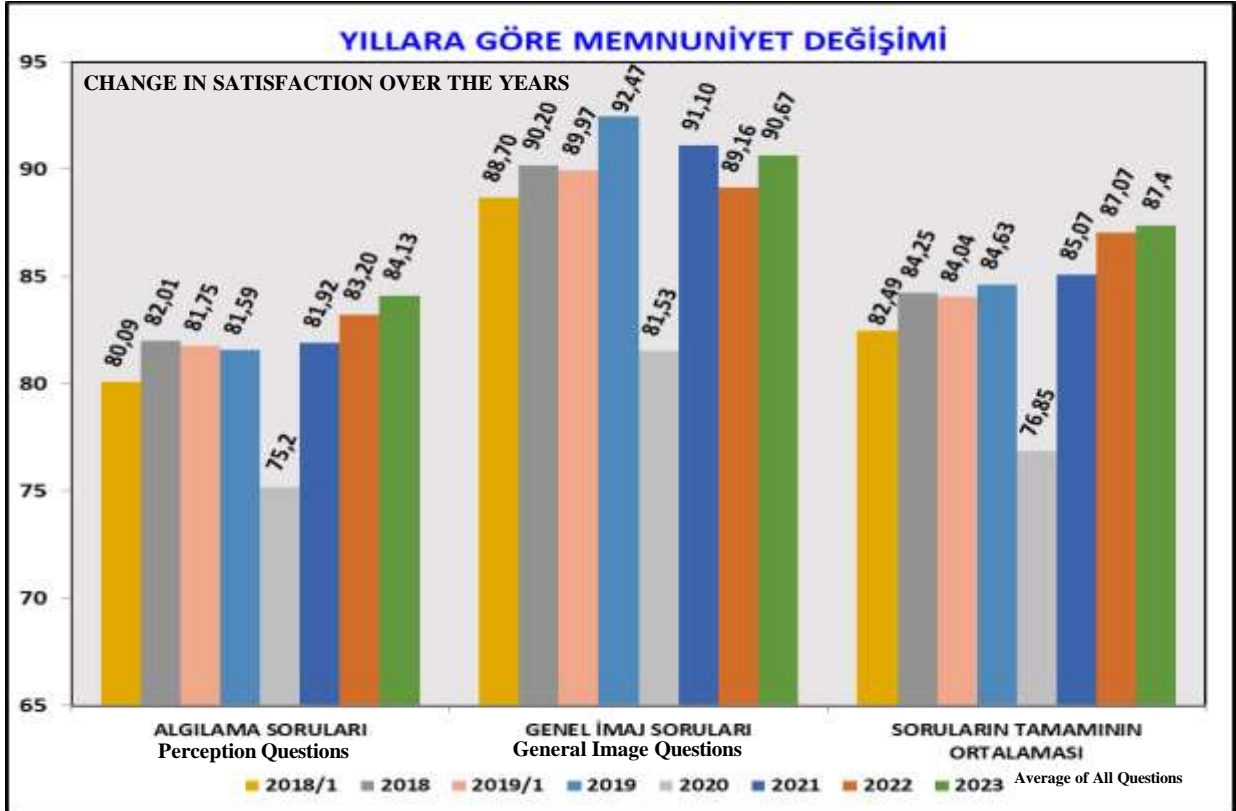


Chart 1. Satisfaction Rates Over the Years

The average satisfaction rate for all questions asked in the survey was 87.07% in 2022, and it increased by 0.33% to 87.40% in 2023.

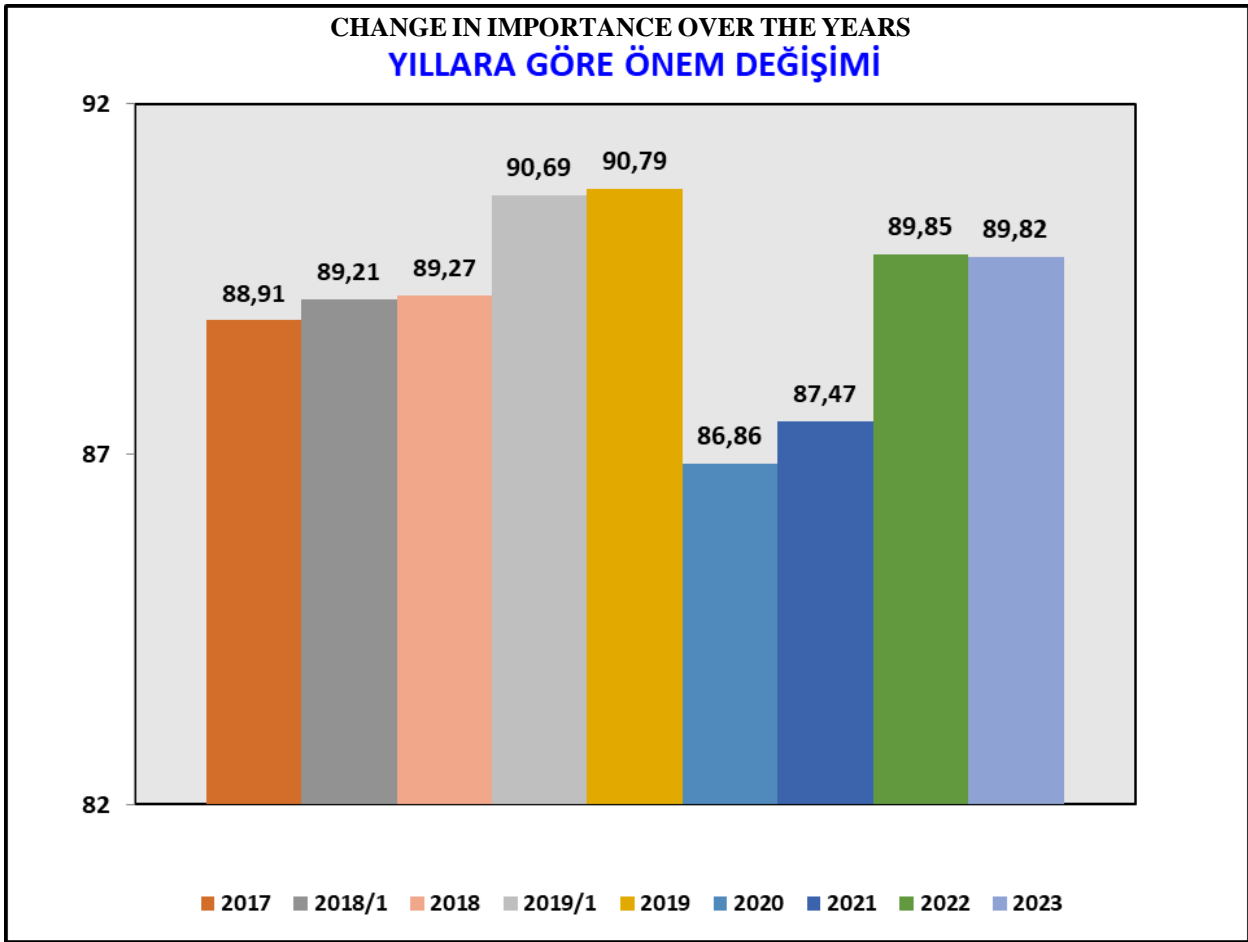


Chart 2. Importance Rates Over the Years

In response to the fluctuations in customer satisfaction, it can be observed that our customers continued to place importance on the questions asked in the survey from 2017 to 2020. In 2023, there is a parallel to the values seen in 2022.

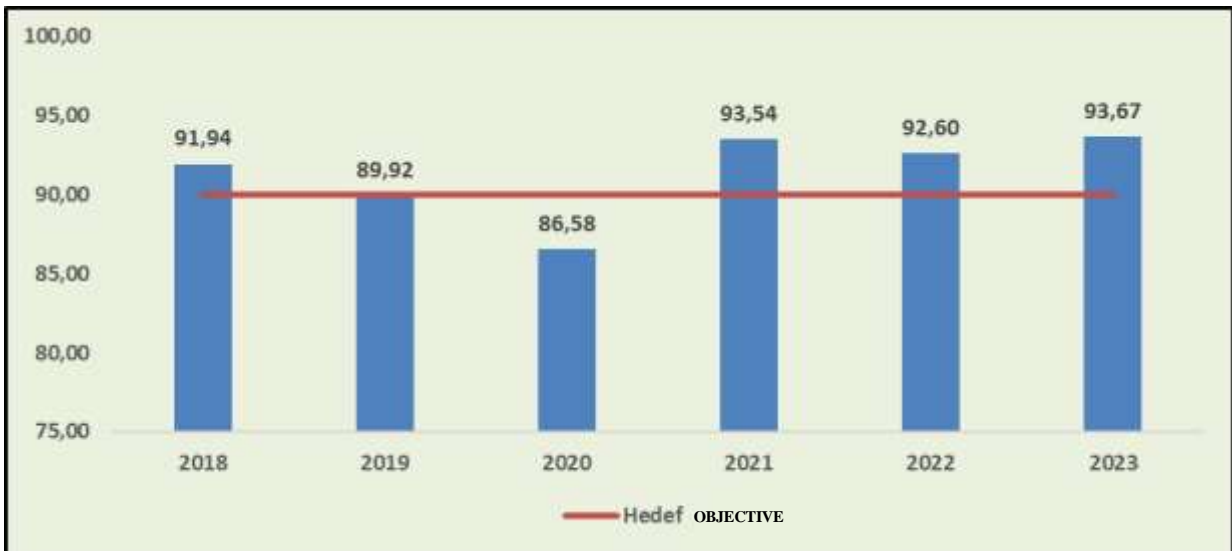


Chart 3. Customer Expectations Fulfillment Rates Over the Years

The fulfillment rate of customer expectations was 92.60% in 2022 and increased by 1.07% to 93.67% in 2023. This indicates a performance above the annual target of 90%.

