

2022

mysc
A BRIEF REVIEW OF
ANNUAL REPORT

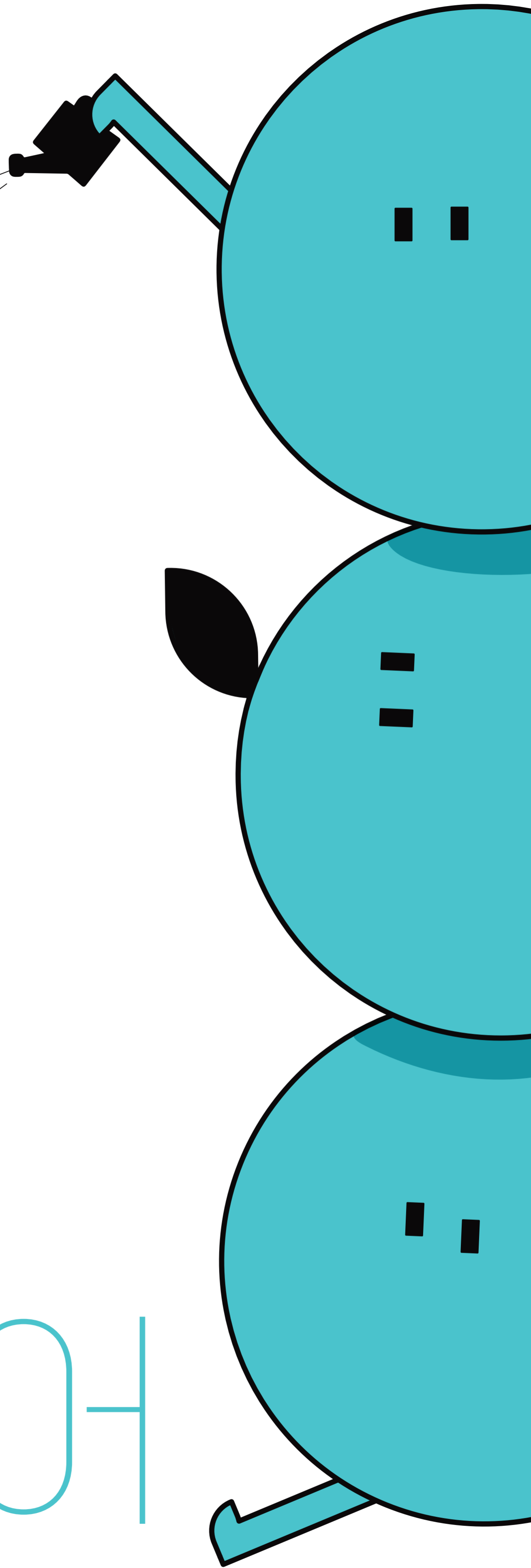
10th
Anniversary

잘 익은 열매
Well-Ripened
Ten Year

같이 나누어
Share and Enjoy

함께 웃어
A Shared
Merry Year

함께 나누어
Share and Enjoy



MYSC
ANNUAL
REPORT
Full version



MYSCCLASS
Educational
Contents

T | 02-532-1110

E | info@mysc.co.kr

A | 6F MERRYHERE, 8, Yeonmujang 13-gil, Seongdong-gu, Seoul

Merry Year Social Company – 'An innovative enterprise that makes innovation happen'

Mission

We contribute to the restoration of human-centered society – Merry Year

Vision

We solve social issues through business

Identity

We, as intrapreneurs, partner with innovators

Leverage

We utilize consulting, accelerating, and investing

MYSC Helps Businesses Innovate through Accelerating

Through more than 10 accelerating programs in various fields, we nurture over 100 innovative startups nationwide from different angles every year.

Our Startup Pool:

1,046 Businesses

33 Industries, 32 Beneficiaries, 40 Categories of Impact.

Accelerating Business Areas and Progress (16 Total)

Local-based Accelerating	Jeju Free International City Development Center (JDC) Route330 CT Accelerating Gyeongnam Center for Creative Economy & Innovation Customized Consulting for Youth Local Creator Foster Support Project Daegu Center for Creative Economy & Innovation Social Venture Scale-up Finance Model Development Program Korea Securities Depository (K-Camp Daegu) 2nd Accelerating Program Jeonbuk Center for Creative Economy & Innovation Non-Metropolitan Social Venture Foster Project
Sports Accelerating	Korea Sports Promotion Foundation 2021 Sports Industry Accelerating Support Project (H Five Acceleration)
Marine Fisheries Accelerating	Korea Institute of Marine Science & Technology Promotion (KIMST) Marine Fisheries Accelerating Management Business
International Development Cooperation Accelerating	Korea International Cooperation Agency (KOICA) 2021-2024 CTS Participating Company Competency Enhancement Korea International Cooperation Agency (KOICA) 2021-2022 Inno-port Program Planning/Management

Tourism / Cultural Arts Accelerating	Korea Tourism Organization Tourism Accelerating Support Program Korea Arts Management Service Cultural Arts Social Economy SEORO Growth Support Program
Design Accelerating	Seoul Design Foundation Design-specialized Start-up Support and Education Business
Open Innovation Accelerating	Chung Mong-Koo Foundation, Hyundai Motor Group H-On Dream Startup Ground LG Electronics & LG Chem LG Social Campus 11th Floor 'Leading Green Accelerating'
In-House Venture Accelerating	LG Electronics CTO Sector LIT Accelerating Program
Youth Venture Specialization Accelerating	Onnuri Church Ministry of Social Affairs Youth Venture Forum 'A-Ventures'

MYSC Helps Clients Grow their Areas of Business and Impact through Consulting

Who Cares Wins

The parable of the Good Samaritan is so well known that sometimes we tend to take the actions of the Good Samaritan for granted. Even the best, capable experts walked past the beaten, unknown traveler in the streets. Perhaps they were on their way to meet their client or understood the risk of running into a burglar while helping out the man who had been robbed. At that time, the Samaritans were a minority group that have not been accepted as a mainstream part of society. While others went on their ways and became engrossed in 'Choice and Attention,' the Samaritan took actions that may have appeared rather foolish. It was beyond the scope of his responsibility and job.

The term ESG first appears in The World Bank's International Finance Corporation's (IFC) 2004 report <Who Cares Wins: Connecting Capital Markets to a Changing World>. The title itself intuitively states, 'Who Cares Wins.' In fact, it was revealed by the 21st century World Bank why only Samaritans have left their names for posterity and have been recognized for their 'good influence.'

An era for business that chooses 'Responsibility and Consideration' for broader benefits rather than 'Choice and Attention' has come.

The scope of the fundamental things that need consideration and care, such as the environment and society, is increasing daily. We must not only protect the 'neighbor robbed by the burglar' but also provide a systematic cause and solution for the burglar itself.

MYSC is an innovative organization that helps innovators and innovative enterprises that seek to solve humanity's three major challenges: social polarization, economic inequality, and climate crisis. When these challenges are approached with the who-cares-wins mindset, the potential for change increases.

As a participant and signatory of the UN Global Compact, MYSC reaffirms its advocacy and support for The Ten Principles and recognizes its specific responsibility for the global environment as a member of 1% For the Planet, while supporting the UN Women's Empowerment Principle by continuously investing in the internal corporate leadership growth of women at work. In addition, MYSC explores the integration of financial performance and non-financial growth, as well as the convergence of employee development and corporate progress every year.

CEO Jeongtae Kim

Caring wins.

We are a professional consulting partner that provides customized consultancy according to customer needs and inclinations, including consulting on the entire ESG management process.

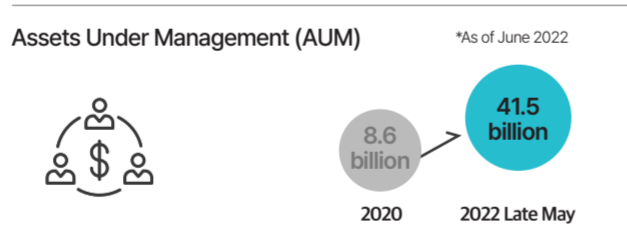
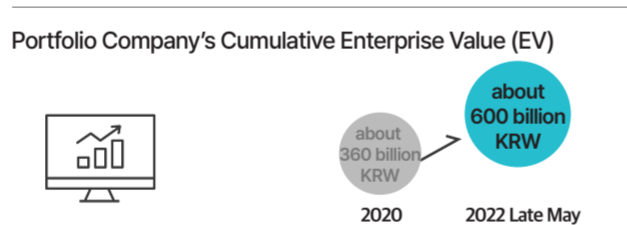
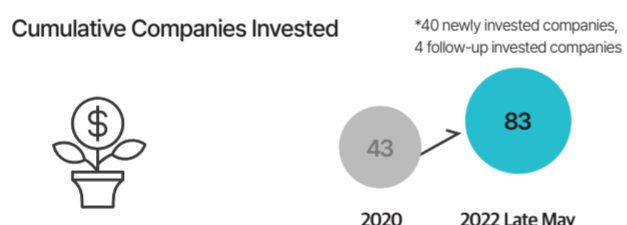
Consulting Business Areas, and Progress (21 Total)

Collective Impact Consulting	Shinhan Financial Group & Shinhan Financial Group Hope Foundation S' Bridge Jju
ESG Business Strategy Consulting	SK Innovation Green Scale-up Program Education and Consulting E-Land Group E-Land Group ESG Management Consulting SK Telecom ESG Korea 2021 Impact Report 'Way to ESG' Dunamu Inc. ESG and Social Contribution Business Seoul 50 Plus Foundation Three-year 50+ Job Creation Project Development
B Corp Consulting	The Wells Investment Korea Impact Fund Investee B Corp Consulting
Education and Fostering	Korea Entrepreneurship Foundation Inclusive Growth Chapter (IGC) Kakao Jeju Impact Challenge
Branding and Service Design	Korea Institute of Design Promotion Design-led Social Enterprise Capacity Building Support Program Wesang Co., Ltd. YOGIYO Small Business Unit Conversion Support Project Gwangju Urban Regeneration Support Gwangju Ujeonggae Village Branding Eumsae Agricultural Co., Ltd. Momsini Branding and Package Design

Global Networking Consulting	AVPN (Asian Venture Philanthropy Network) AVPN Intermediary Consulting
Impact Performance Measurement Consulting	Korean Professional Football League Carbon Neutral League Project Shinhan Financial Group Hope Foundation Start-up Fostering and Social Task-Solving Program Performance Measurement Asia Foundation Gyeonggi-do Women's Business Support Project M&E Agricultural Policy Insurance & Finance Service Young Farmers Fund Performance Management and Impact Report Writing Korea Technology Finance Corporation Gender Perspective Social Venture Impact Guarantee/Investment Support Activation Research
Tool Kit and Methodology Development	Korean Red Cross Problem-Focused Thinking Toolkit Development

MYSC has unique investment capabilities through stable financial status

Based on MYSC's unique three investment lens strategy and investment philosophy, we invest intensively in social ventures with leading indicators in the innovation field.



List of Funds (MYSC as GP)

2019	July Extra-mile Impact Private Equity Association No.1 (1 billion KRW)
2020	February Extra-mile Impact Private Equity Association No.2 (2 billion KRW)
	May Ethical Extra-mile Impact Private Equity Association No.1 (100 million KRW)
	December Gyeongnam Social Impact Local Fund (2.2 billion KRW)
2021	August Extra-mile Impact Private Equity Association No.3 (930 million KRW)
	December Extra-mile Impact Venture Fund No.5 (6 billion KRW)
2022	May Korea Impact Scale-up Fund (25 billion KRW)
	June Extra-mile Impact Private Equity Association No.4 (300 million KRW)
	June YK Green Impact Fund (2 billion KRW)

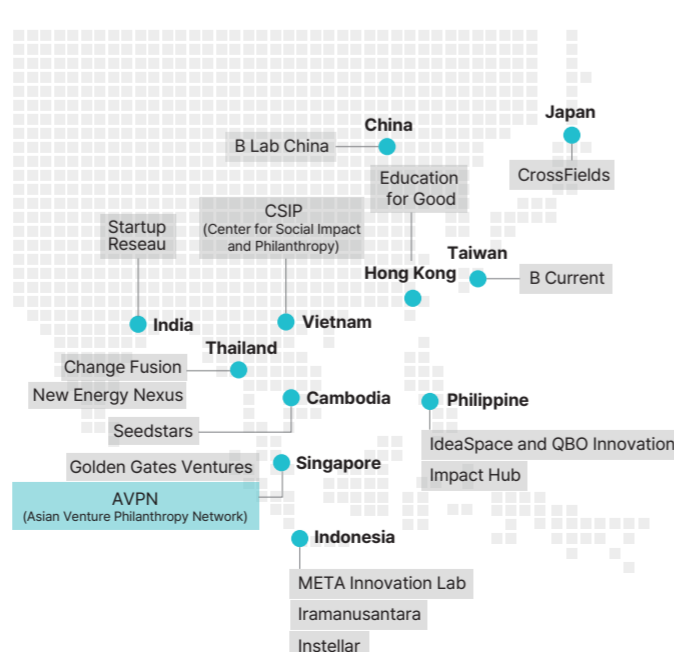
List of Funds (MYSC as LP)	Korea Impact Investment Fund (25 billion KRW, GP: The Wells Investment)
	Wadiz Unique - Value Private Equity Fund (5.75 billion KRW, GP: Wadiz Ventures)
	TWI-HUG Fund I (25 billion KRW, GP: The Wells Investment)
	Impact Collective Korea Fund (5 billion KRW, GP: The Ventures)
	Bridge Square LOG+ Jeju Startup Investment No.2 Fund (110 million KRW, GP: Bridge Square)
Principal Investment	2013 ~ Present (183 billion KRW)

Total Assets Under Management (AUM) **44.1 billion KRW**

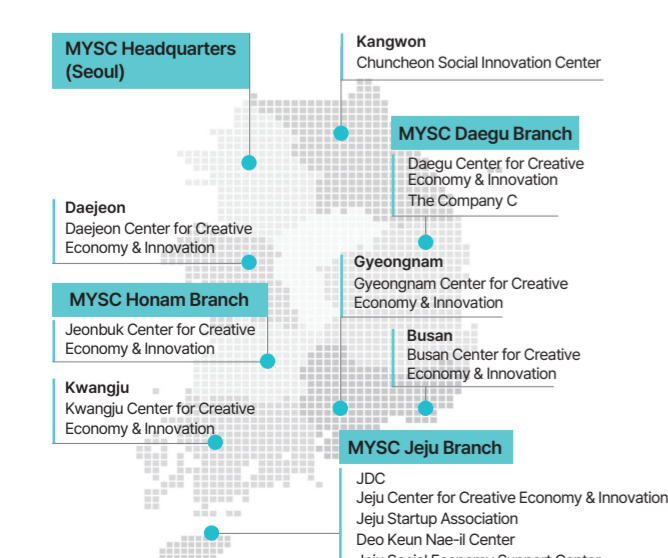
MYSC Expands the Social Innovation Ecosystem through Domestic and International Cooperation Network

Based in Seoul with a Jeju branch, we expand opportunities to create impact by collaborating and building relationships with regional players, investors, and startup support organizations in Asia.

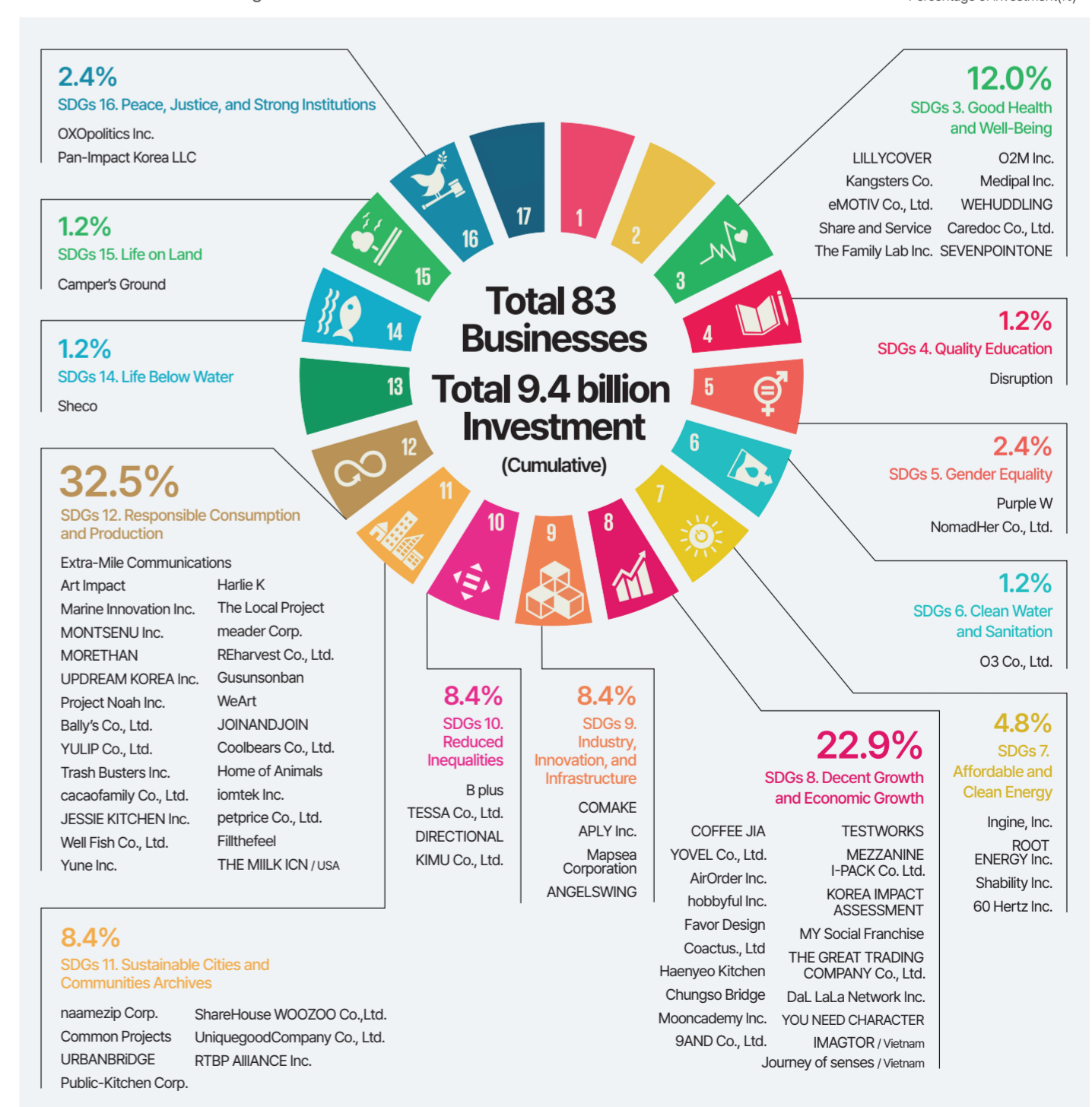
Asia Region Overseas Partnerships



Domestic Partnerships



Investment Portfolio SDGs Alignment



MYSC Impact Family Investment Ceremony (THE FAMILY LAB)