

THE
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DECODED X

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A FRIEND IN NEED



Russia has never been a satisfactory partner when it comes to North Korea.

And it looks like the record won't be broken.

Requests from President Moon Jae-in, who sat down with President Vladimir Putin during a trip to Russia, were more or less shunned by the Russian leader who didn't see eye-to-eye on slapping more sanctions on North Korea.

This puts Moon on the spot, especially as he is being pushed deeper into a corner on account of Pyongyang ignoring his attempts at peace.

Unless all the related players, including China and



Russia, are on the same page, the North Korean problem won't go away.

And while there is all this turmoil, it won't be easy persuading the rest of the world that Korea is a safe place.

Read on for this week's DECODED X.

SAFETY FIRST



Given the past record with North Korea, it seems unlikely for anything drastic to happen on the peninsula.

Above all, Kim Jong-un wants to stay alive. It's not really even about the regime anymore. It's about clinging to what he has.

So a war, or an attack does not seem to be in the cards. But it's hard to convince everyone about this, and ticket sales are pretty slow for the Pyeongchang Olympics.

Meanwhile, among the people syphoning off of the opportunity is, who else than Kim Jong-un who is said to be stock-rich. After all, he's the one who best knows the timing of the next missile launch, the next bomb test. All he has to do is buy when he's about to launch, then sell later.



WORLD CLASS RIVALRY



Samsung and LG were at it again. This actually happens each time at global showcasing events. This time, it was at IFA in Berlin.

Samsung spoke scornfully about the V30, the latest in LG's flagship lineup that was revealed at IFA. Among the bad rap it gave the phone was that the V30 would not be worth the US\$1,000 price tag that's expected for it.

LG was critical about Samsung's QuickDrive washing machine, telling people on the sidelines that it wasn't up to IFA or European standards.

Meanwhile, there are rumors that the V30 may not be able to begin selling later this month. LG Electronics is reportedly having a tough time trying to secure batteries and memory parts in a Deja Vu situation of the G5. The Investor is investigating.

NO WOMAN, NO CRY

Mayor Park Won-soon was in a bit of a situation when he met International Labour Organization Director General Guy Ryder on Sept.5. Ryder pointed out that there were no women among the portraits of former



mayors, and asked if maybe the next mayor would be of the opposite sex. Park was literally at a loss for words.

What Guy doesn't know is that Park wants to run for a third term, and his rivals will include women.

PENNY FOR YOUR THOUGHTS

Samsung CEOs have been voicing their thoughts about the jail term handed down to heir Lee Jae-yong and his absence.

Samsung Electronics Vice Chairman Kwon Oh-hyun sent out a message to employees on Aug.28, saying that Samsung was in crisis. At the IFA event in Germany, Yoon Boo-keun, head of the firm's consumer electronics business, also lamented the absence of Lee.

Now all eyes are on what kind of message other key executives such as Shin Jong-kyun and Koh Don-jin have to say.

These comments may be a factor influencing society or public opinion to drive home why Jae-yong needs to be released as his defense team prepares for an appeal.

END OF A BROMANCE?

Fair Trade Commission chief Kim Sang-jo is known to be "chummy" with Hyundai Motor Vice Chairman Chung Eui-sun.

The two are said to meet from time to time to discuss Hyundai Motor's corporate governance issues, and recently Kim said Chung has smooth managerial skills and a good head on his shoulders, possibly in comparison to Lee Jae-yong.



But people are now confused because before, Kim had said he wouldn't take action before Hyundai Motor started to make some preemptive changes.

But on Sept.1, Kim said Hyundai has been included in the group of four (along with Samsung, SK and LG) to shape up by the end of this year.

AVCJ FORUM



Chaebol reforms are always a fun topic, and this time, investors are fishing for whatever will be up for grabs once Korean conglomerates start to shed their weight, according to the Asian Venture Capital Journal Forum that's being held at the Four Seasons Hotel on Sept.7.

The only problem is, reforms actually have been going on since the 90s, during the Asian financial crisis, meaning most quality assets have been sold off.

But there other opportunities, according to the forum participants who are mainly from the private equity sector. These would be mid-tier conglomerates who are trying to trim down to focus on their areas of core competence.

Investors at the event also advised foreign private



equity firms to open shop in Korea and employ a Korean staff if they are to succeed, since networking is still the best way to get things done here.

DECODED X

Here are 4 things you need to know about DECODED X.

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