



New opportunity and challenge for transitioning to Green Energy

JUNE 14, 2023

@ RICA 2023 in Indianapolis, IN

Sasha Lee

Vice President of Hyundai Electric America Corporation



01. HD Hyundai Electric Overview



- **Product Engineering**
- **Product Manufacturing**
- **Research & Development**
- **Supervision**
- **Technical Support**

Location : Ulsan, Rep. of Korea



- **Manufacturing & Design Transformer**
- **Field Service**
- **Technical Support**

Location : Montgomery, AL



- **Sales & Marketing**
- **Logistics (Transportation)**
- **Turn-key Installation**
- **Project Management**

Location : Duluth, GA

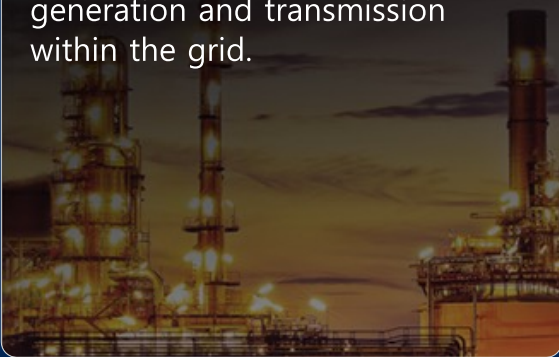
02. HD Hyundai Electric Business



Power Solution.

- Power Transformer
- Gas Insulated Switchgear
- High-voltage motor
- Generator

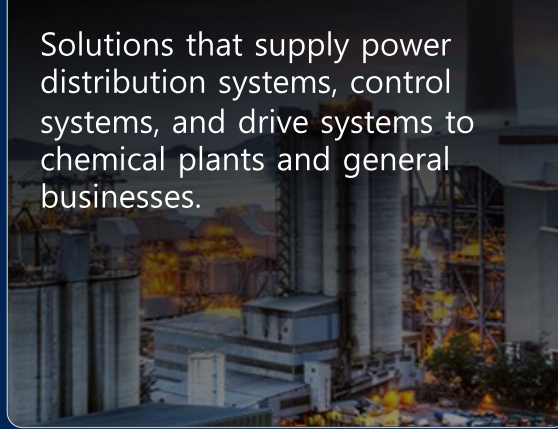
Solutions that enable power generation and transmission within the grid.



MV/LV Solution

- Switchgear
- Distribution Transformer
- Low-voltage motor
- Low & Median Voltage Circuit Breaker

Solutions that supply power distribution systems, control systems, and drive systems to chemical plants and general businesses.



Marine Solution.

- Marine Switchgear
- Marine Distribution Transformer
- Rotating Machines for Marine

Solutions that supply electrical systems to ships and offshore facilities.



Energy Solution.

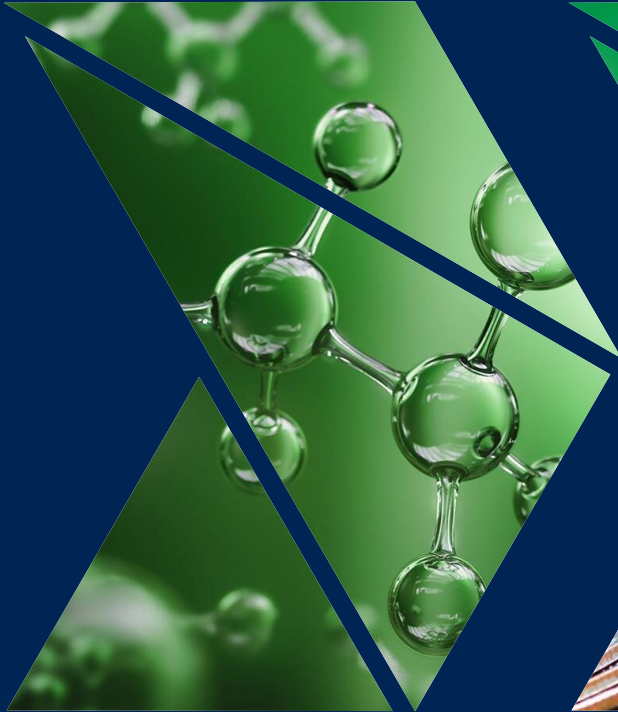
- Energy Solution
- Asset Management Solution

Integrated Information and Communication Technologies.



03. TRANSITIONING TO GREEN ENERGY

NEW OPPORTUNITY



Large budget



Easy to justify



More equipment to use



Lower barrier

03. TRANSITIONING TO GREEN ENERGY

CHALLENGES



Project in Greenfield



Frequent Change



Storage & Delays



Depend entirely on Tax credit