

Earnings Release 1Q.2010

■ 1Q.2010 Results for Key Affiliates

| Wbn | Revenue | | | Operating Profits | | | Recurring Profits | | | Net Profits | | |
|--------------|---------|-------|--------|-------------------|-------|--------|-------------------|-------|--------|-------------|-------|--------|
| | 1Q'09 | 1Q'10 | yoy | 1Q'09 | 1Q'10 | yoy | 1Q'09 | 1Q'10 | yoy | 1Q'09 | 1Q'10 | yoy |
| Orion | 158.4 | 171.7 | 8.4% | 14.7 | 22.3 | 51.7% | 25.4 | 47.7 | 87.8% | 19.1 | 47.5 | 148.7% |
| OSI | 26.9 | 29.4 | 9.3% | -0.1 | 3.2 | — | -2.6 | 4.9 | — | -2.5 | 4.2 | — |
| OFC(China) | 104.7 | 129.6 | 23.8% | 11.3 | 16.7 | 47.8% | 10.8 | 16.5 | 52.8% | 8.1 | 12.4 | 53.1% |
| OFS(China) | 17.6 | 30.4 | 72.7% | 3.3 | 7.7 | 133.3% | 2.7 | 6.6 | 144.4% | 2.3 | 5.7 | 147.8% |
| OSC(China) | 9.1 | 10.1 | 11.0% | 0.5 | 1.4 | 180.0% | 0.2 | 1.2 | 500.0% | 0.2 | 1.2 | 500.0% |
| OFG(China) | — | 4.2 | — | — | -0.1 | — | — | -0.6 | — | — | -0.7 | — |
| OFV(Vietnam) | 24.3 | 27.3 | 12.3% | 3.1 | 3.1 | 0.0% | 2.6 | 2.1 | -19.2% | 2.6 | 2.1 | -19.2% |
| OFR(Russia) | 4.1 | 4.4 | 7.3% | -1.0 | -0.3 | — | -2.5 | -0.3 | — | -2.5 | -0.3 | — |
| OFN(Russia) | 2.5 | 1.6 | -36.0% | -1.1 | -1.1 | — | -6.1 | -0.6 | — | -6.1 | -0.6 | — |
| Sports ToTo | 79.5 | 74.2 | -6.7% | 35.7 | 30.2 | -15.4% | 34.1 | 29.1 | -14.7% | 27.4 | 21.9 | -20.1% |
| Mediaplex | 24.3 | 18.3 | -24.7% | 2.3 | 2.5 | 8.7% | 2.0 | 3.0 | 50.0% | 2.0 | 3.0 | 50.0% |
| Total | 451.4 | 501.2 | 11.0% | 68.7 | 85.6 | 24.5% | 66.6 | 109.6 | 64.6% | 50.6 | 96.4 | 90.5% |

■ 1Q. 2010 Revenue Breakdown for Confectionary Business

| Wbn | Revenue | | |
|---------|---------|-------|--------|
| | 1Q'09 | 1Q'10 | yoy |
| Korea | 146.0 | 157.2 | 7.7% |
| China | 104.6 | 129.6 | 23.9% |
| Russia | 12.8 | 10.5 | -18.0% |
| Vietnam | 17.6 | 19.6 | 11.4% |
| Others | 11.0 | 12.1 | 10.0% |
| Total | 292.0 | 329.0 | 12.7% |

| Country | Revenue | | |
|---------|---------|---------|---------------|
| | 1Q'09 | 1Q'10 | yoy |
| China | 505,658 | 773,425 | 53.0% (MRMB) |
| Russia | 306 | 273 | -10.8% (MRUB) |
| Vietnam | 2,185 | 3,170 | 45.1% (MVND) |
| Others | 7.77 | 10.58 | 36.1% (MUSD) |

| | | | |
|-----------------------|-------|-------|-------|
| Domestic Contribution | 50.0% | 47.8% | 2.2% |
| Overseas Contribution | 50.0% | 52.2% | -2.2% |