

Earnings Release 1H.2012 / 2Q.2012 Results (Base on K-IFRS)

■ 1H.2012 / 2Q.2012 Results for Key Affiliates

Wbn	Revenue						OP						Adjusted OP (G.P-SG&A)					
	1H.'11	1H.'12	yoy	2Q'11	2Q'12	yoy	1H.'11	1H.'12	yoy	2Q'11	2Q'12	yoy	1H.'11	1H.'12	yoy	2Q'11	2Q'12	yoy
Orion	378.7	405.2	7.0%	187.0	196.2	4.9%	34.8	26.8	-23.0%	16.0	10.7	-33.1%	36.4	27.1	-25.5%	15.9	9.6	-39.6%
OSI	75.8	83.6	10.3%	38.6	42.3	9.6%	10.9	12.6	15.6%	6.3	6.2	-1.6%	11.0	12.5	13.6%	6.0	6.2	3.3%
OFC(China)	312.4	468.5	50.0%	136.0	211.8	55.7%	28.0	46.6	66.4%	7.2	11.4	58.3%	27.6	47.9	73.6%	7.1	11.8	66.2%
OFS(China)	60.7	74.9	23.4%	27.1	31.9	17.7%	9.4	10.0	6.4%	3.9	3.3	-15.4%	8.7	10.2	17.2%	3.7	3.3	-10.8%
OSC(China)	30.8	64.6	109.7%	15.5	32.3	108.4%	3.2	11.1	246.9%	1.8	6.0	233.3%	3.1	11.2	261.3%	1.8	6.0	233.3%
OFG(China)	22.3	35.4	58.7%	9.0	15.0	66.7%	4.2	6.0	42.9%	1.0	2.0	100.0%	3.7	6.1	64.9%	1.1	2.1	90.9%
OFV(Vietnam)	60.3	68.0	12.8%	27.8	32.1	15.5%	6.2	5.8	-6.5%	2.4	2.2	-8.3%	6.4	5.9	-7.8%	2.5	2.3	-8.0%
OIE(Russia)	24.0	28.8	20.0%	12.4	15.2	22.6%	1.6	2.0	25.0%	1.0	1.2	20.0%	1.8	2.1	16.7%	1.2	1.2	0.0%
OFR(Russia)	10.2	12.6	23.5%	5.2	6.3	21.2%	-3.2	0.1	—	-1.9	0.2	—	-1.1	0.1	—	-0.7	0.1	—
OFN(Russia)	4.9	6.3	28.6%	2.4	3.4	41.7%	0.0	1.0	2400.0%	-0.0	0.8	—	0.0	0.6	1900.0%	-0.0	0.5	—
Sports ToTo	110.8	180.6	63.0%	44.8	85.6	91.1%	19.6	59.9	205.6%	0.1	25.5	25400.0%	21.1	60.5	186.7%	1.1	25.8	2245.5%
Mediaplex	20.8	26.6	27.9%	4.1	5.6	36.6%	-3.7	1.1	—	-5.2	-0.6	—	-1.8	1.7	—	-3.8	-0.4	—
Total							111.0	183.0	64.8%	32.6	68.9	111.6%	116.9	185.9	59.0%	35.9	68.5	91.0%

■ 1H.2012 / 2Q.2012 Revenue Breakdown for Confectionary Business

Wbn	Revenue					
	1H.'11	1H.'12	yoy	2Q'11	2Q'12	yoy
Korea	341.3	358.3	5.0%	166.6	172.5	3.5%
China	312.4	468.5	50.0%	136.0	211.8	55.7%
Russia	24.0	28.8	20.0%	12.4	15.2	22.6%
Vietnam	44.0	54.1	23.0%	19.0	23.5	23.7%
Others	33.2	42.1	26.8%	18.2	21.1	15.9%
Total	754.9	951.8	26.1%	352.2	444.1	26.1%

Domestic Contribution	45.2%	37.6%	-7.6%	47.3%	38.8%	-8.5%
Overseas Contribution	54.8%	62.4%	7.6%	52.7%	61.2%	8.5%

Country	Revenue					
	1H.'11	1H.'12	yoy	2Q'11	2Q'12	yoy
China	1,854	2,594	39.9%	818	1,162	42.1%
Russia	622	772	24.1%	321	408	27.1%
Vietnam	817	989	21.1%	365	424	16.2%

(MRMB)

(MRUB)

(BVND)

■ 1H.2012 / 2Q.2012 OP & OPM Breakdown for Confectionary Business

Wbn	OP					
	1H.'11	1H.'12	yoy	2Q'11	2Q'12	yoy
Korea	45.7	39.4	-13.8%	22.3	16.9	-24.2%
China	44.8	73.7	64.5%	13.9	22.7	63.3%
Russia	-1.6	3.1	—	-0.9	2.2	—
Vietnam	6.2	5.8	-6.5%	2.4	2.2	-8.3%
Total	95.1	122.0	28.2%	37.7	44.0	16.8%

OPM						
1H.'11	1H.'12	yoy	2Q'11	2Q'12	yoy	
12.1%	9.7%	-2.3%p	11.9%	8.6%	-3.3%p	
14.3%	15.7%	1.4%p	10.2%	10.7%	0.5%p	
-6.5%	10.8%	17.3%p	-7.6%	14.5%	22.1%p	
10.3%	8.5%	-1.8%p	8.6%	6.9%	-1.8%p	
12.6%	12.8%	0.2%p	10.7%	9.9%	-0.8%p	