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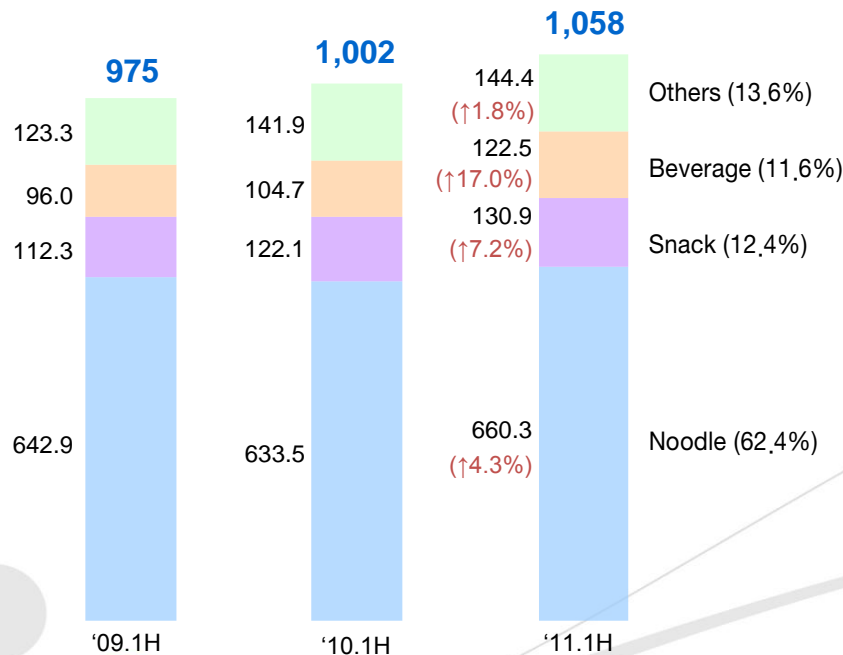
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# I . Business Performance in 1<sup>st</sup> Half of '11

## 1. Sales

### Sales Break-down

Unit : krw bn



※ Sales are excluding sales commission (liabilities of estimated Return goods, sales rebate).

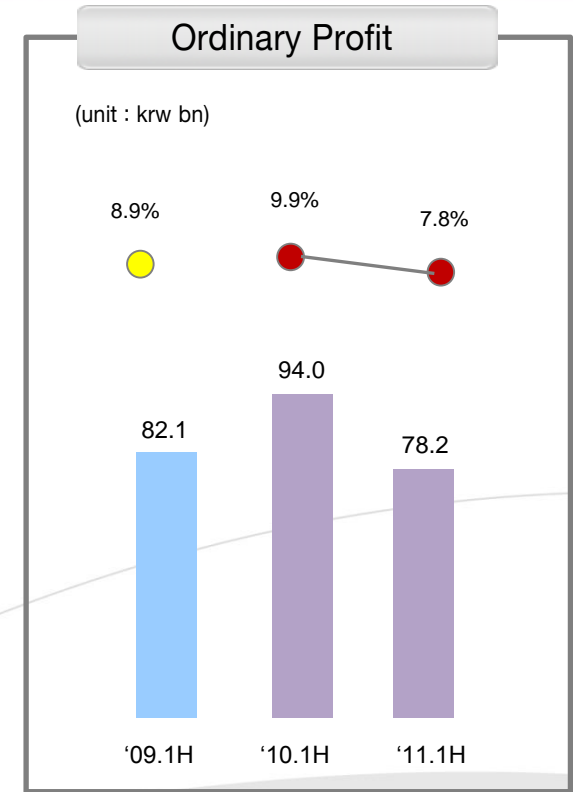
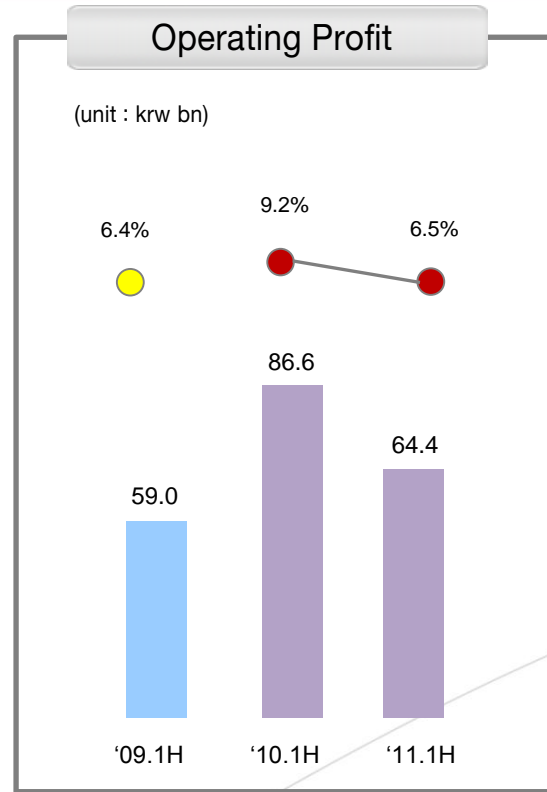
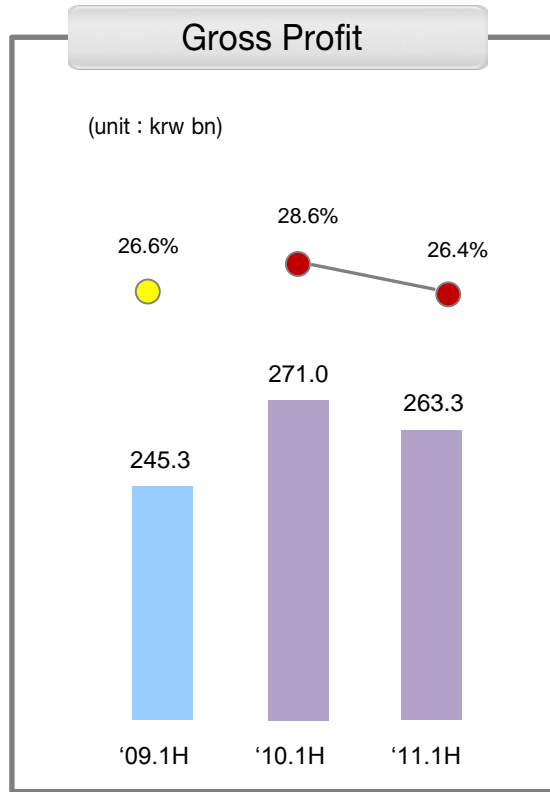
※ Figures in parenthesis are proportions of each business division.

### Business Performance in 1<sup>st</sup> Half of '11

- Overall sales increased 5.6% YoY
- Noodle
  - Overall noodle market was up
  - Sales of cup noodle was strong
- Snack
  - Strong Sales of potato chips
- Beverage
  - Sales increased in Samdasoo & Welch's
- Others
  - Export sales increased
  - Closed business in fishery products

# 1. Business Performance in 1<sup>st</sup> Half of '11

## 2. Profitability



※ K-IFRS applies to '10.1H & '11.1H / K-GAAP applies to '09.1H

- Higher raw material prices contributed to decreased gross profit

- SG&A cost ₩195.5bn → ₩201.0bn
  - Samples ₩14.2bn → ₩10.3bn
- Other profit ₩11.2bn → ₩2.1bn
  - Changed the way to deal with support fund of sales : Miscellaneous revenue → Balance 'cost of goods sold'

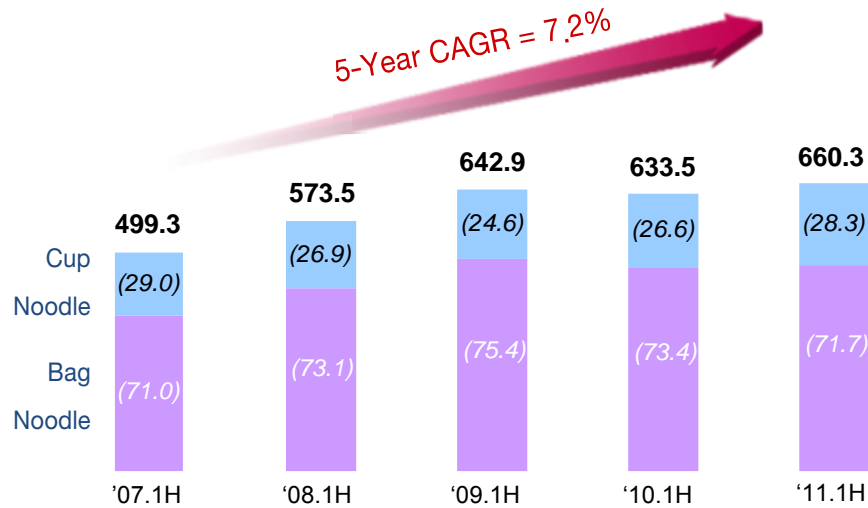
- Foreign exchange profit
  - ₩1.8bn → ₩4.3bn

# II. Performance by Divisions

## 1. Noodle Division

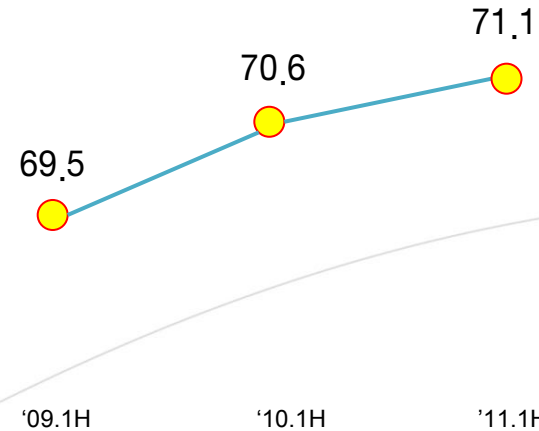
### Sales Trend of Noodle Division

(Unit : krw bn, %)



※ Figures in parenthesis represent total percent data.

### Size of total Noodle market and the Trend of NS M/S



※ Figures represent AC. Nielsen RI M/S data.

● Sales increased by 4.3% YoY

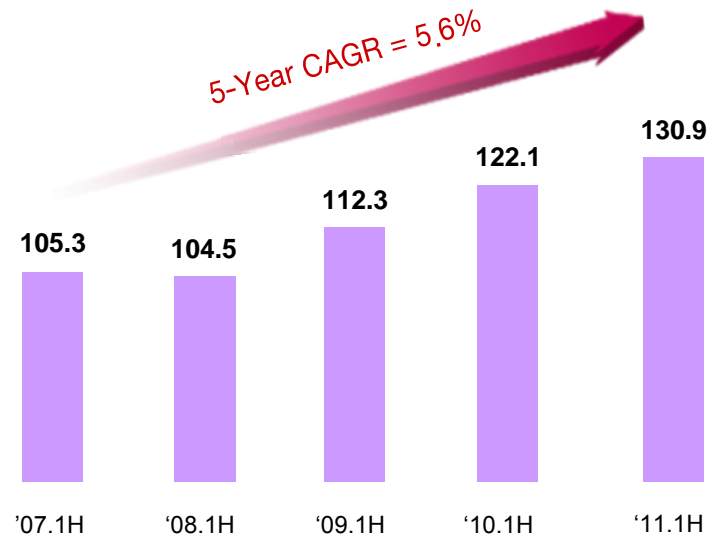
- Overall noodle market increased
- Strong sales of cup noodle & Shin Ramyun Black sold very well

# 11. Performance by Divisions

## 2. Snack Division

### Sales Trend of Snack Division

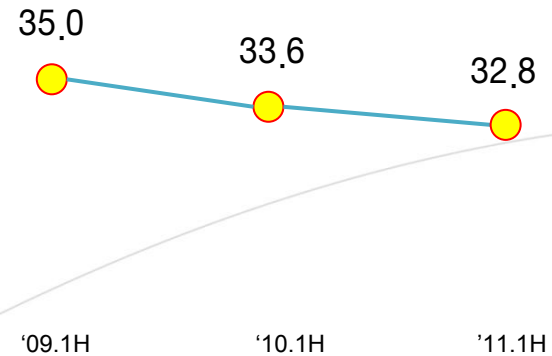
(unit: krw bn, %)



※ Source : Nongshim

● Sales increased by 7.2% YoY

### Size of total Snack Market and the Trend of NS M/S



※ Figures represent AC. Nielsen RI M/S data.

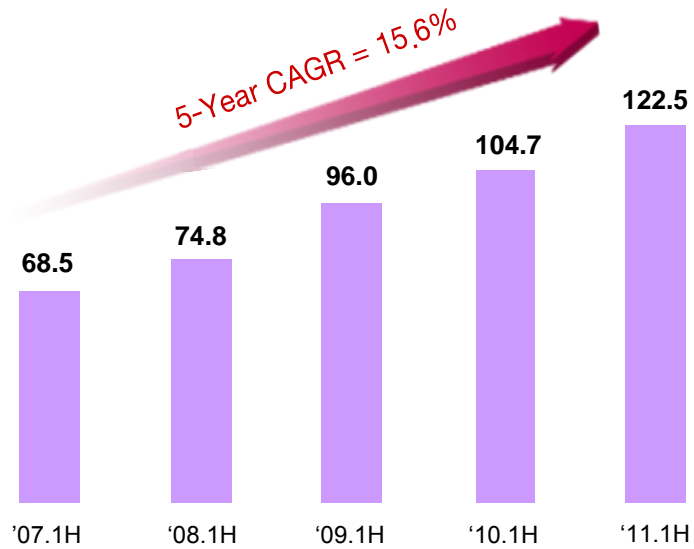
- Sales of potato chips increased year on year thanks to Sumi chip & Chip Potato
- Sales of flour based snacks slightly increased

# 11. Performance by Divisions

## 3. Beverage Division

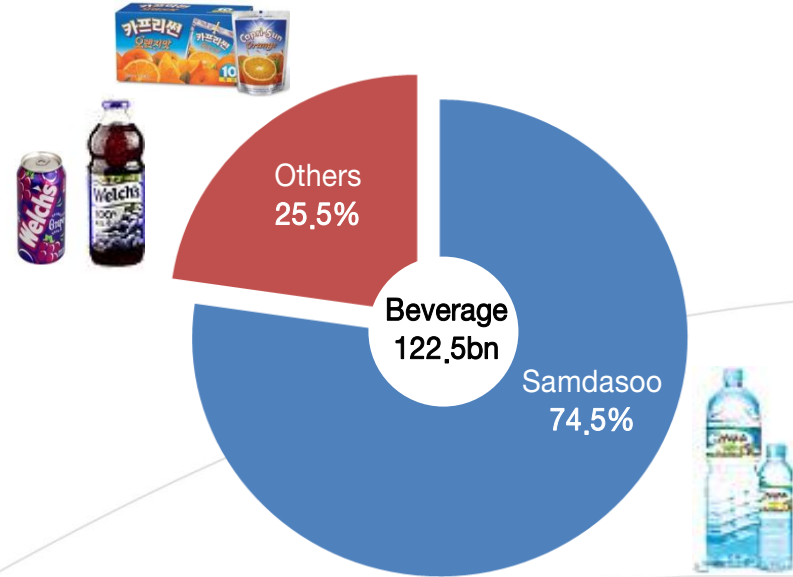
### Sales Trend of Beverage Division

(unit: krw bn, %)



※ Source : Nongshim

### Proportion of Beverage by brand



● Sales increased by 17.0% YoY

- Sales of main brands Increased
  - Samdasoo(16.8%), Welch's(21.4%)



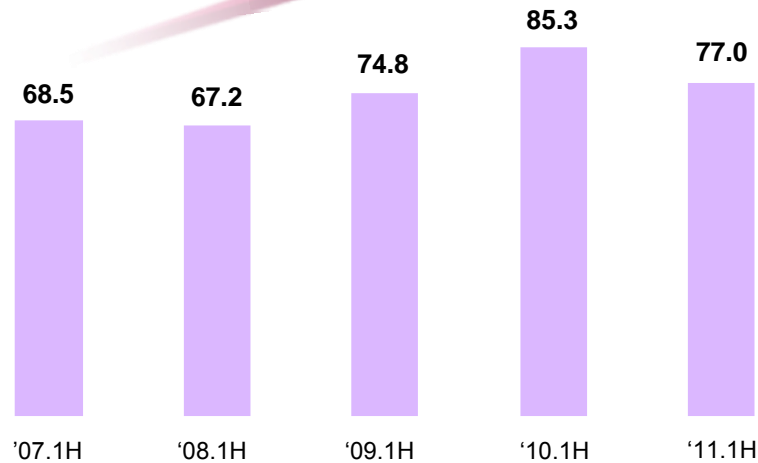
# II. Performance by Divisions

## 4. Others

### Sales Trend of Merchandise

(unit: krw bn, %)

5-Year CAGR = 3.0%

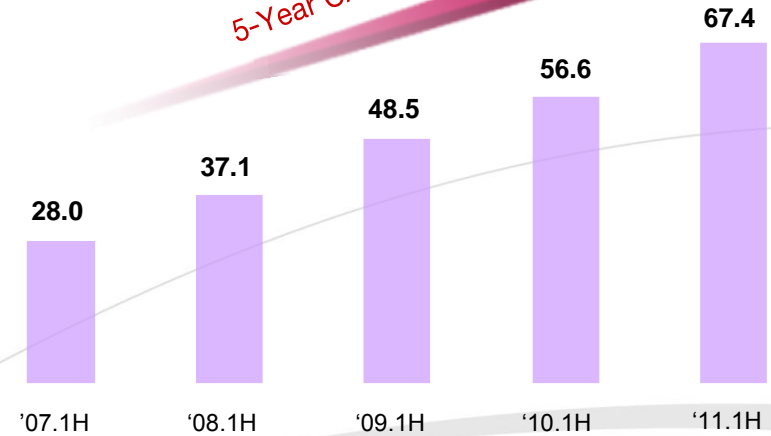


※ Source : Nongshim

### Sales Trend of Export

(unit: krw bn, %)

5-Year CAGR = 24.6%



※ Source : Nongshim

● Sales decreased by 9.7% YoY

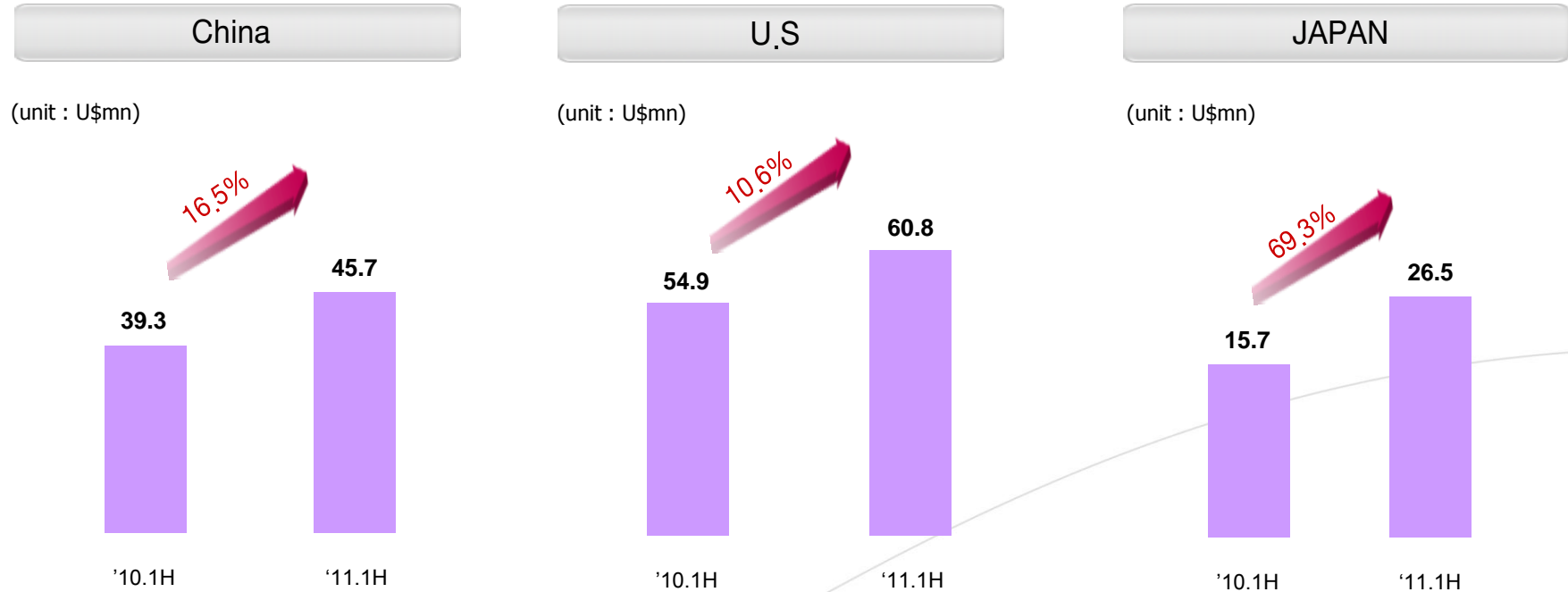
- Increased in main items  
: Kellogg's(8.1%) & Chupa Chups(9.4%)
- Withdrew fishery products business

● Sales increased by 19.1% YoY

- Export to Japan(↑ 43.7%) & South East(↑ 13.2%) increased

# II. Performance by Divisions

## 5. Globalization



※ Source : Nongshim

### ● Sales increased by 16.5% YoY

- Expanded sales to local stores
- Reinforced sales of well-being noodles

### ● Sales increased by 10.6% YoY

- Accelerated sales in mainstream market
- Sales in Asian market decreased

### ● Sales increased by 69.3% YoY

- Sales of Shin Brand almost doubled year on year
- The Great East Earthquake affected strong sales

# Appendix.

## 1. Summary of Financial Statements

### Balance Sheet

(unit: krw bn, %)

Account	'07	'08	'09	'10	'11.1H
Total Assets	1,559	1,725	1,813	2,153	2,224
Cash/Deposits	351	341	439	498	547
Trade Receivables	108	115	128	147	143
Inventories	77	128	120	104	103
Investment	69	132	138	178	203
Tangible Assets	927	938	915	934	915
Total Liabilities	534	616	605	684	719
Trade Payables	239	274	290	307	334
Short-term Borrowings	29	69	55	59	83
Long-term Borrowings		41			
Total shareholders' equity	1,025	1,110	1,208	1,469	1,505
Shareholders' equity	30	30	30	30	30
D/E Ratio	52.1	55.5	50.1	46.6	47.8
Net Cash	322	231	384	439	464
BPS(₩)	168,528	182,492	198,557	241,485	247,436

Note : K-IFRS applies to '10 & '11.1H / K-GAAP applies to years from '07 to '09

### Income Statement

(unit: krw bn, %)

Account	'10	'10.1Q	'10.2Q	'11.1Q	'11.2Q
Sales					
Ramyun	1,257	330	304	337	323
Snack	244	61	61	66	65
Beverage	230	41	63	54	69
Others	277	77	65	76	68
Total	2,009	509	493	533	525
Gross profit	512	141	130	136	128
Operating Income	107	50	36	35	29
Ordinary Income	161	59	35	42	36
Net Income	124	46	28	32	28
Sales growth rate *	2.8%	4.6%	1.1%	4.7%	6.5%
Rp growth rate *	2.8%			-28.6%	3.1%
Op Margin	5.7%	10.4%	7.8%	7.0%	5.9%
Rp Margin	8.5%	12.2%	7.5%	8.3%	7.3%
EPS (₩)	21,502				
ROE (%)	9.9				

Note : \* Compared to previous year

Sales are excluding sales commission (liabilities of estimated Return goods, sales rebate)

K-IFRS applies(K-GAAP applies to '10)