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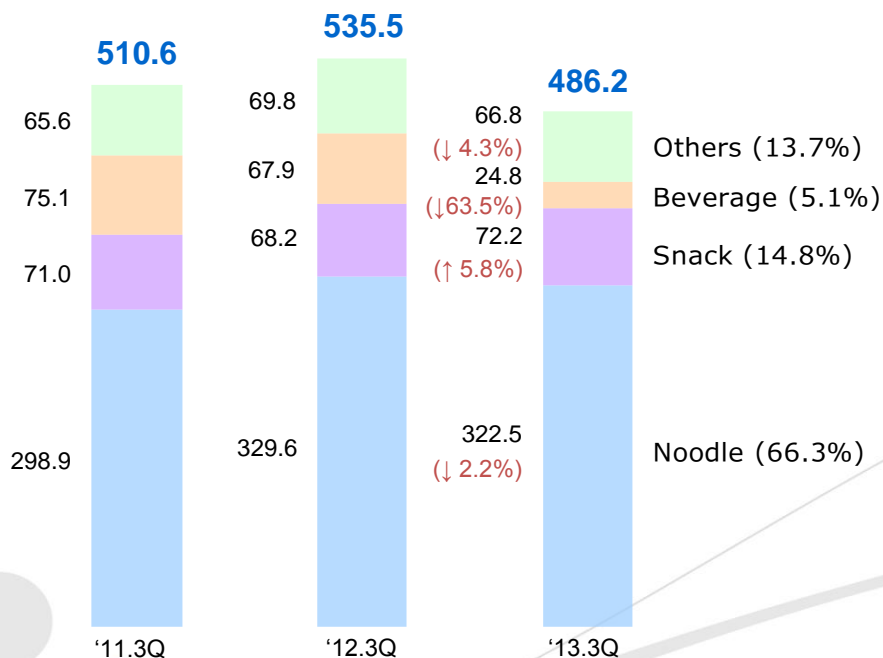
**Appendix**

# I. Business Performance in 3<sup>rd</sup> Quarter of '13

## 1. Sales(Excluding overseas affiliates)

### Sales Break-down

Unit : krw bn



### Business Performance in 3<sup>rd</sup> Quarter of '13

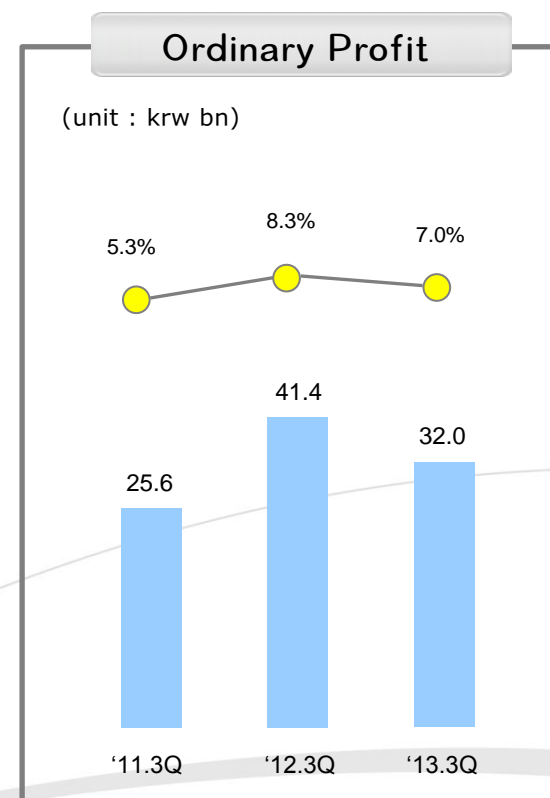
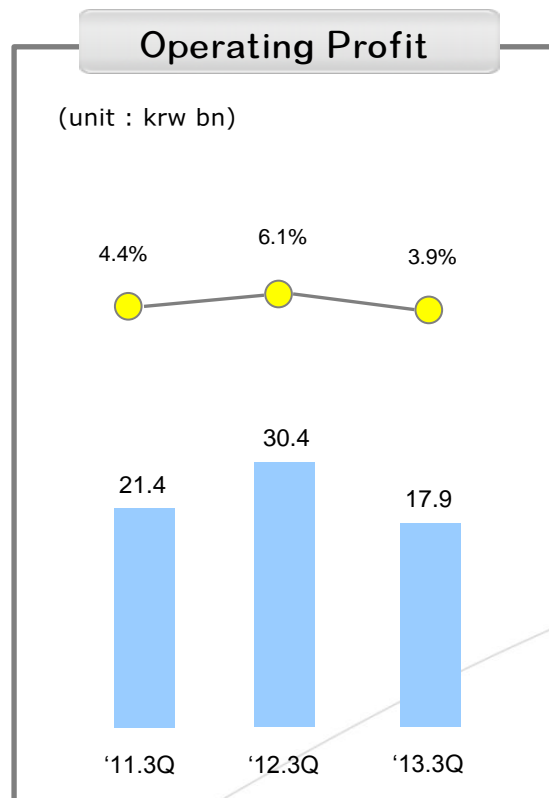
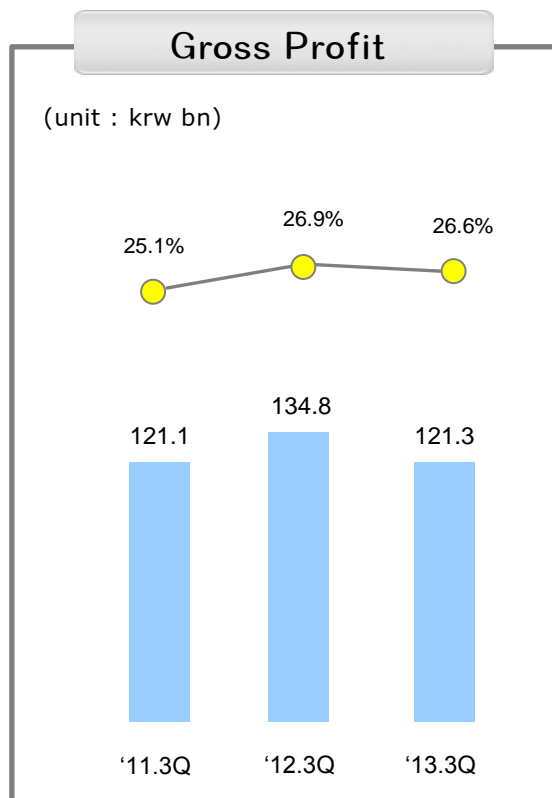
- Overall sales decreased 9.2% year on year
- Noodle
  - Sales decreased due to a decline in volume
- Snack
  - Sales increased in potato based snacks
- Beverage
  - The drop in sales by the end of Samdasoo contract
- Others
  - Sluggish sales in export markets

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

※ Figures in parenthesis are proportions of each business division.

# I. Business Performance in 3<sup>rd</sup> Quarter of '13

## 2. Profitability(Excluding overseas affiliates)



※ K-IFRS applies

• The downturn in sales contributed to decreased gross profit

- SG&A cost ₩104.4bn(20.8%) → ₩103.3bn(22.7%)
  - Advertisement ₩14.3bn(2.9%) → ₩13.6bn(3.0%)
  - Service Contract Expenses ₩12.5bn(2.5%) → ₩14.0bn(3.1%)

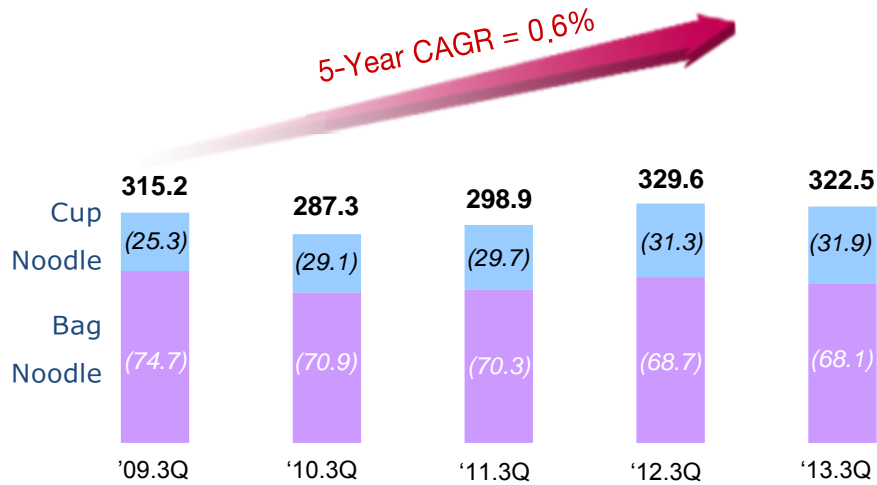
• Foreign exchange profit ₩2.9bn → ₩7.1bn

# II. Performance by Divisions

## 1. Noodle Division

Sales Trend of Noodle Division

(Unit : krw bn, %)

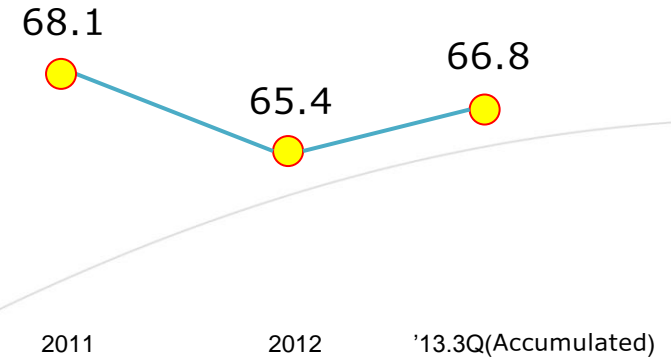


※ Figures in parenthesis represent total percent data.

● Sales decreased by 2.2% year on year

The Trend of Nongshim M/S in total Noodle Market

(Unit : %)



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

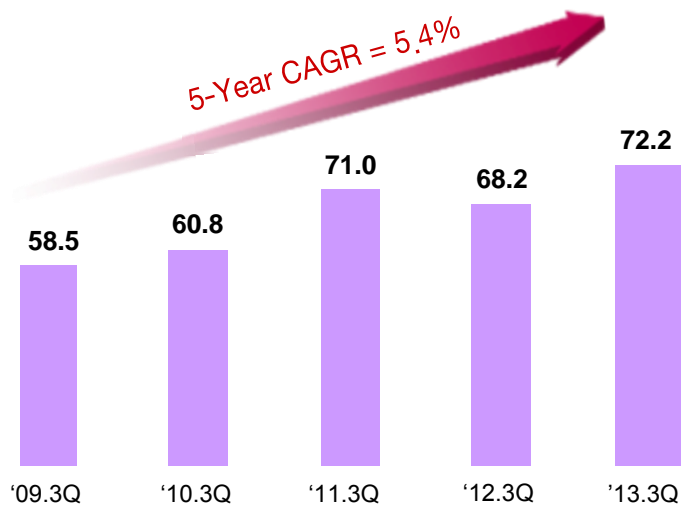
- Sales of pillow-type noodles was weak
- Market share dropped in the 3<sup>rd</sup> quarter  
– Weak sales of summer line

# II. Performance by Divisions

## 2. Snack Division

### Sales Trend of Snack Division

(unit: krw bn)

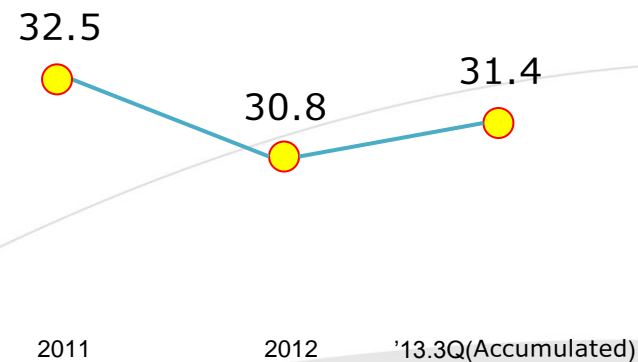


※ Source : Nongshim

● Sales increased by 5.8% year on year

### The Trend of Nongshim M/S in total Snack Market

(unit: %)



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

- Sales of potato chips increased by 2.3%
- Strong sales of customized products for each distribution channel

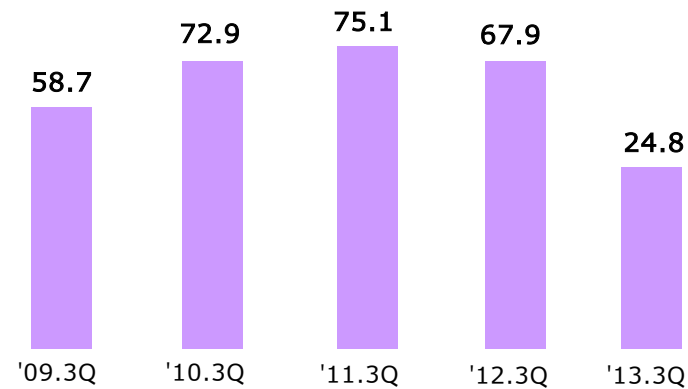


## II. Performance by Divisions

### 3. Beverage Division & Others

#### Sales Trend of Beverage Division

(unit: krw bn)

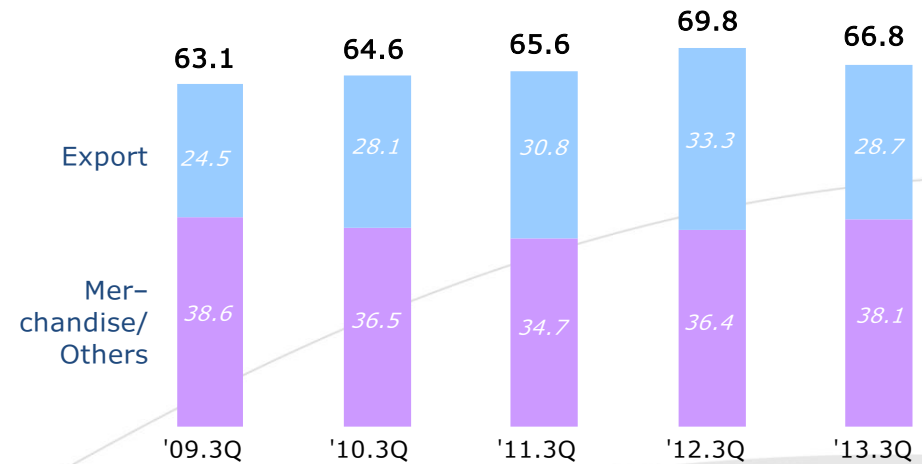


※ Source : Nongshim

- Sales decreased by 63.5% year on year
  - The Samdasoo contract was terminated by the end of last year

#### Sales Trend of Merchandise & Export

(unit: krw bn)



※ Source : Nongshim

- Sales decreased by 4.3% year on year
  - Merchandise/Others( ↑ 4.6%) :
    - Strong sales of instant boiled rice
    - Coffee brand launched early in the year
  - Export( ↓ 13.9%) to Japan( ↓ 35.5%)



# Appendix.

## 1. Summary of Financial Statements(Excluding overseas affiliates)

### Balance Sheet

(unit: krw bn, %)

Account	'10	'11	'12	'13.1H	'13.3Q
Total Assets	2,113.6	2,170.4	2,075.4	2,138.1	2,095.0
Cash/Deposits	497.9	493.0	435.4	518.3	488.5
Trade Receivables	147.0	158.2	157.8	151.9	140.2
Inventories	103.5	128.5	120.8	119.3	117.3
Investment	181.3	198.2	198.0	220.0	233.6
Tangible Assets	933.9	930.4	923.2	901.7	893.2
Total Liabilities	675.3	692.1	634.4	681.7	614.6
Trade Payables	307.3	313.9	259.2	260.0	248.3
Short-term Borrowings	58.9	101.0	85.7	125.3	99.0
Long-term Borrowings					
Total shareholders' equity	1,438.3	1,478.3	1,441.0	1,456.4	1,480.4
Shareholders' equity	30.4	30.4	30.4	30.4	30.4
D/E Ratio	47.0	46.8	44.0	46.8	41.5
Net Cash	439.0	392.0	349.7	392.9	389.5
BPS(₩)	236,456	243,040	236,906	239,430	243,380

※ K-IFRS applies

### Income Statement

(unit: krw bn, %)

Account	'12	'12.1Q	'12.2Q	'12.3Q	'13.1Q	'13.2Q	'13.3Q
Sales							
Ramyun	1,278.8	316.7	290.7	329.6	331.5	310.8	322.5
Snack	276.5	72.4	65.9	68.2	72.2	71.7	72.2
Beverage	258.4	59.2	76.1	67.9	24.9	25.8	24.8
Others	282.0	80.4	69.0	69.8	84.2	70.3	66.8
Total	2,095.7	528.6	501.7	535.5	512.7	478.6	486.2
Gross profit	524.1	132.6	120.1	134.8	135.4	120.6	121.3
Operating Income	101.8	27.2	14.5	30.4	30.2	12.8	17.9
Ordinary Income	34.0	-71.8	22.1	41.4	34.8	16.3	32.0
Net Income	0.2	-80.6	16.7	31.2	26.2	12.3	24.0
Sales growth rate *	-0.6%	-1.4%	-5.0%	3.9%	-2.9%	-5.1%	-9.1%
Rp growth rate *	-73.4%		-38.8%	61.5%		-26.3%	-22.8%
Op Margin	5.2%	5.5%	3.1%	6.1%	6.3%	2.9%	3.9%
Rp Margin	1.7%	-14.5%	4.7%	8.3%	7.2%	3.7%	7.0%
EPS (₩)	36						
ROE (%)	0.0						

※ \*compared to previous year

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

K-IFRS applies

# Appendix.

## 2. Summary of Financial Statements(Including overseas affiliates)

### Balance Sheet

(unit: krw bn)

	'13.3Q	'12
Assets	2,177.0	2,151.3
Current Assets	885.5	843.3
Non-current Assets	1,291.5	1,308.0
Liabilities	681.3	692.0
Current Liabilities	574.6	576.2
Non-current Liabilities	106.7	115.8
Equity	1,495.7	1,459.3
Controlling Interest	1,478.6	1,440.8
- Share Capital	30.4	30.4
- Share Premium	123.7	123.7
- Other Reserves	(80.6)	(80.9)
- Retained Earnings	1,405.1	1,367.6
Minority Interest	17.1	18.5

### Income Statement

(unit: krw bn)

	'13.3Q (Accumulated)	'12.3Q (Accumulated)
Sales	1,536.2	1,632.8
Cost of Sales	(1,107.2)	(1,193.4)
Gross Profit	429.0	439.4
SG&A	(367.7)	(370.1)
Operating Profit	61.3	69.3
- Other Income	13.5	13.6
- Other Costs	(3.8)	(111.8)
- Finance Income	14.8	21.7
- Finance Costs	(5.9)	(6.5)
Profit before Income Tax	80.0	(13.7)
Net Profit	59.7	(38.4)