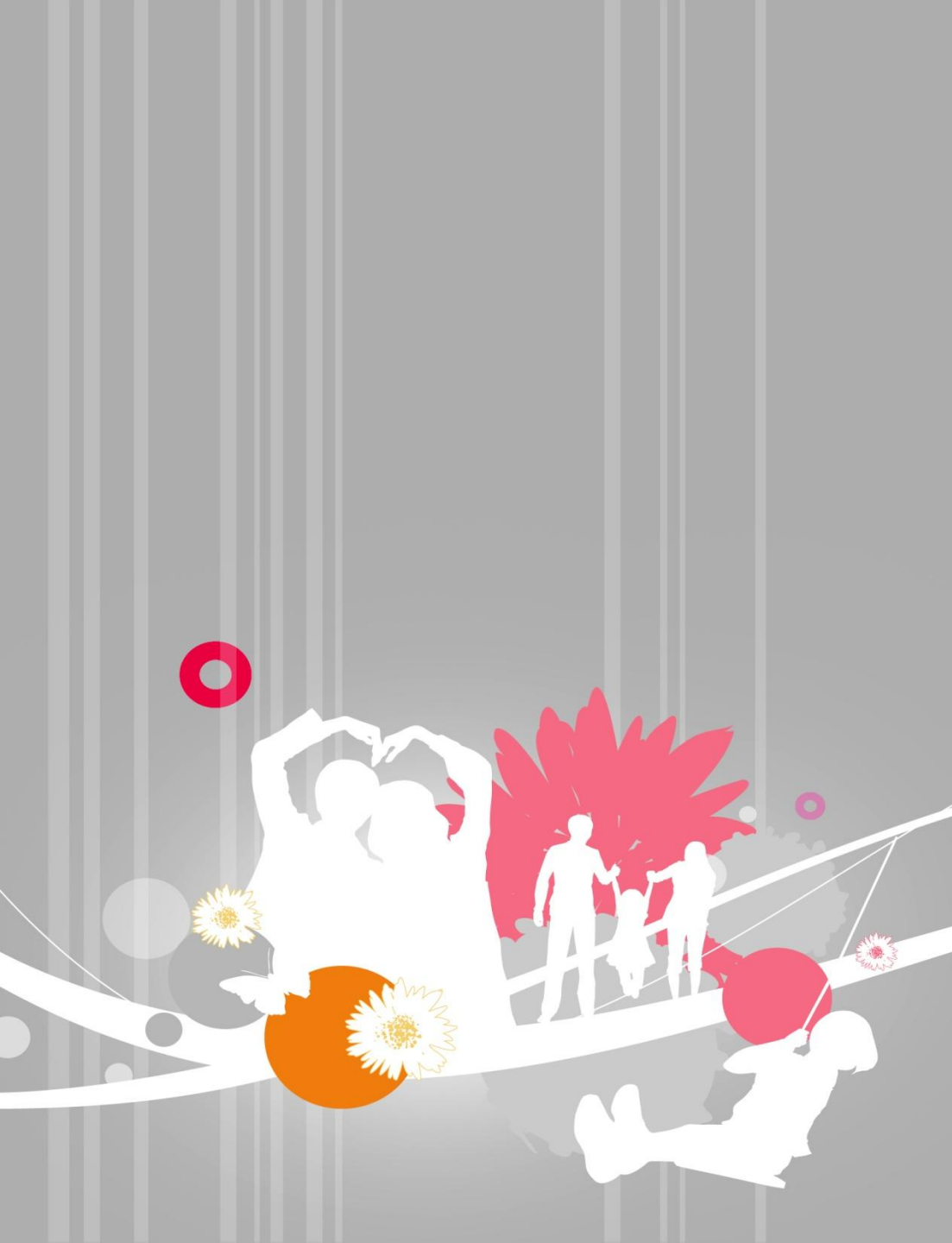




The data and information stated or implied in the material contain certain forward-looking statements that are subject to known and unknown risks and uncertainties that may cause actual results to differ from those stated or implied.





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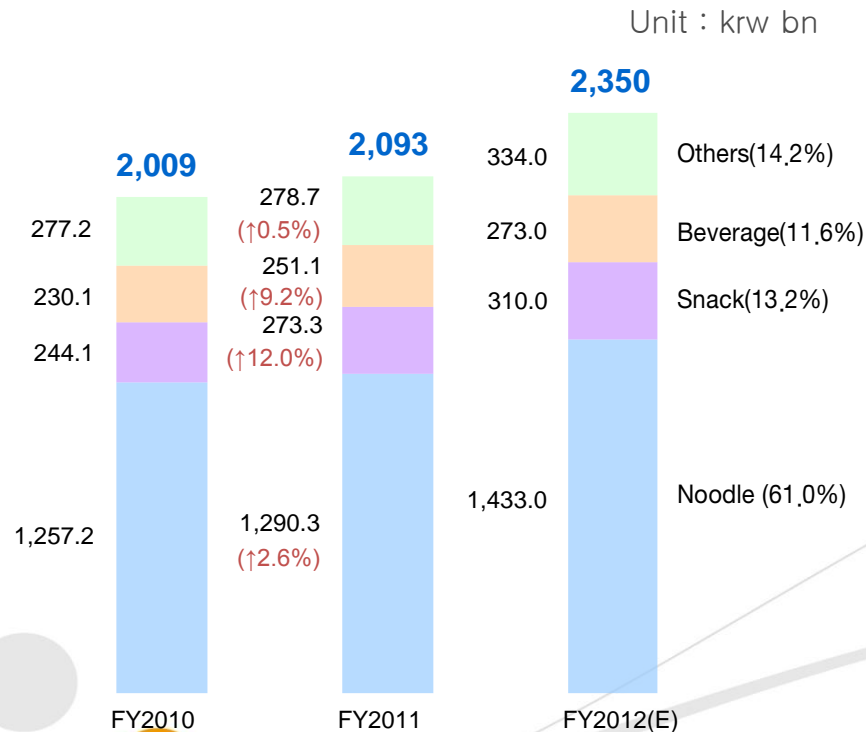
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- I . Business Performance in '11
- II . Performance by Divisions
  - Noodle Division
  - Snack Division
  - Beverage Division
  - Others
- III . Globalization
- Appendix

# I . Business Performance

## 1 . Sales & Target for '12

### Sales Break-down



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

※ Figures in parenthesis are proportions of each business division.

### Business Performance in '11

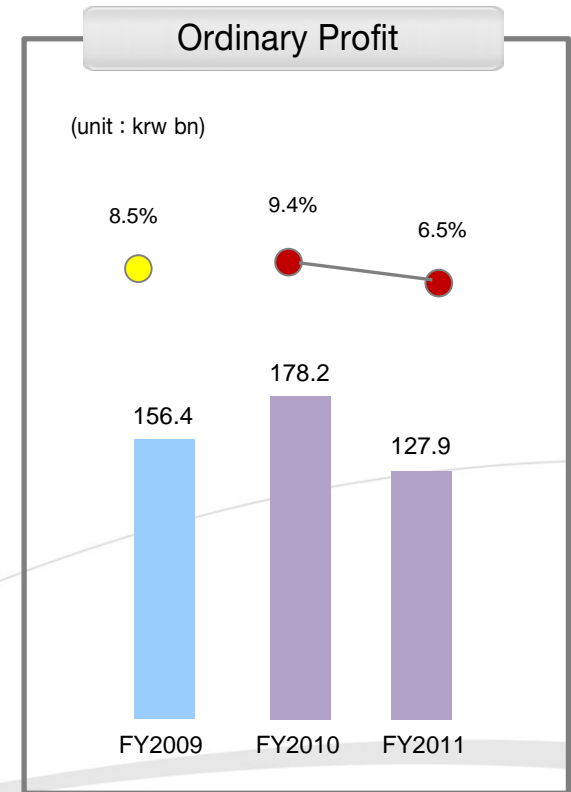
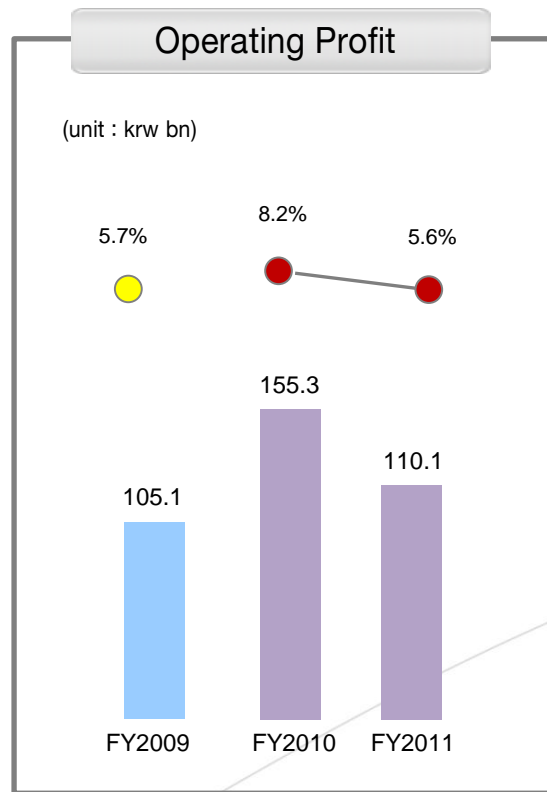
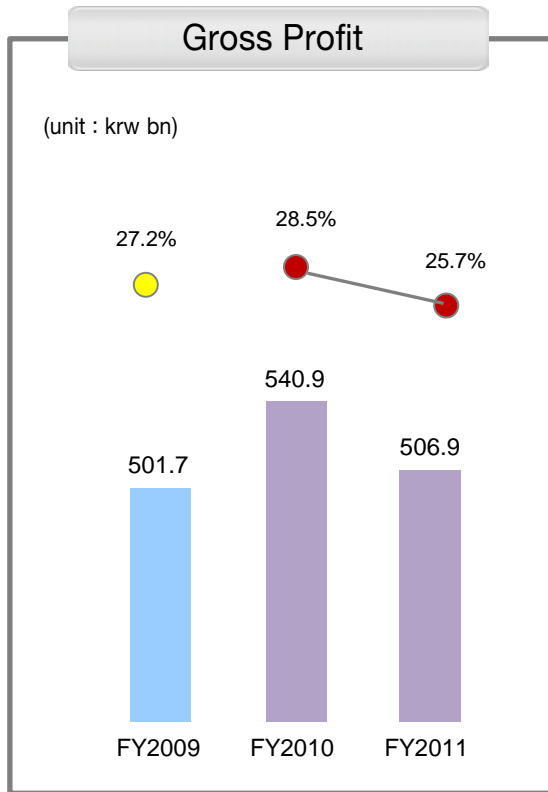
- Overall sales increased 4.2% year on year
- Noodle
  - Overall noodle market was up
  - Sales of cup noodle was strong (↑ 7.2% YoY)
- Snack
  - Sales increased in flour based snacks (↑ 10.3% YoY)
  - Strong sales of potato based snacks (↑ 34.5% YoY)
- Beverage : Sales increased in Samdasoo & Welch's
- Others
  - Export sales increased due to strong sales in Japan
  - Closed business in fishery products

### Company Target for '12

- Sales Target ₩ 2,350 bn
- RP margin Target 10%

# 1. Business Performance

## 2. Profitability



※ K-IFRS applies to '10& '11 / K-GAAP applies to '09

• Higher raw material prices contributed to decreased gross profit

- SG&A cost ₩399.9bn(21.1%)  
→ ₩408.6bn(20.7%)
- Advertisement ₩64.7bn(3.4%)  
→ ₩67.4bn(3.4%)
- Samples ₩28.2bn(1.5%) → ₩23.2bn(1.2%)

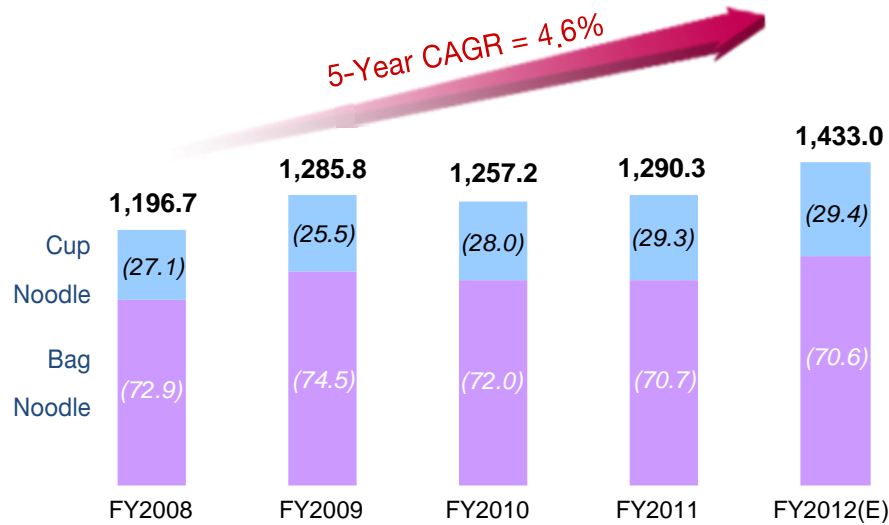
• Foreign exchange profit  
₩4.9bn → -₩0.2bn

# II. Performance by Divisions

## 1. Noodle Division

Sales Trend of Noodle Division

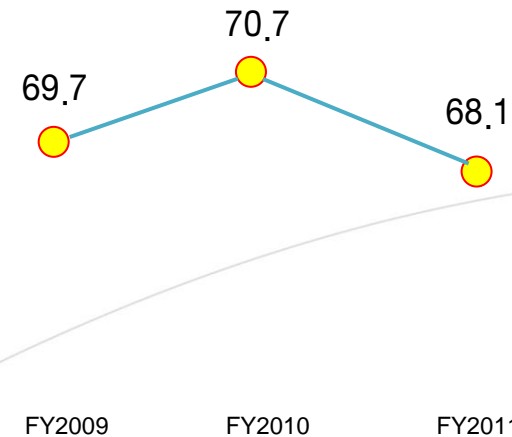
(Unit : krw bn, %)



※ Figures in parenthesis represent total percent data.

The Trend of Nongshim M/S in total Noodle Market

(Unit : %)



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

### 2012's Target

Increasing 11.1% in sales YoY

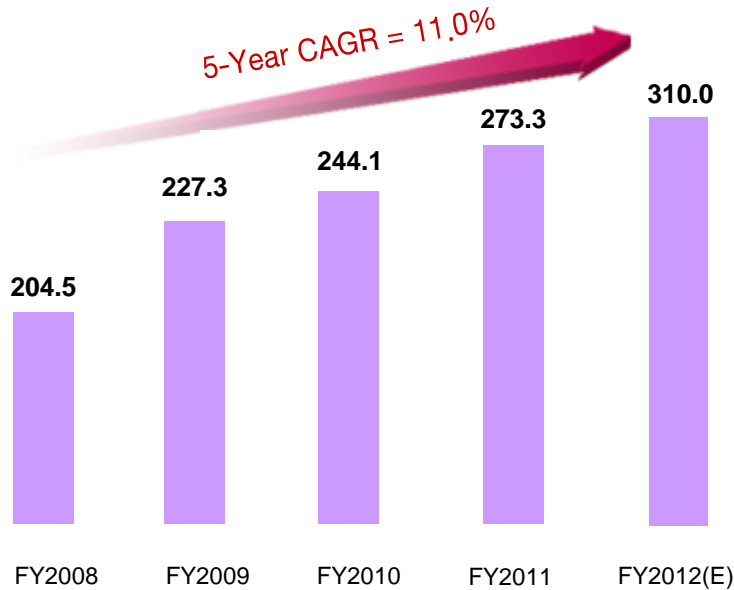
- Development of new customers by high value products
- Accelerating growth of next power brand - Bowl Noodle Soup & Champong Noodle
- Cultivating future heavy users through regular campaign : decreasing calories and sodium

# II. Performance by Divisions

## 2. Snack Division

### Sales Trend of Snack Division

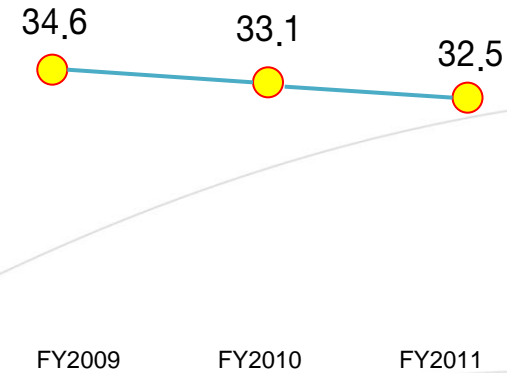
(unit: krw bn)



※ Source : Nongshim

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

(unit: %)



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

### 2012's Target

Increasing 13.4% in sales YoY

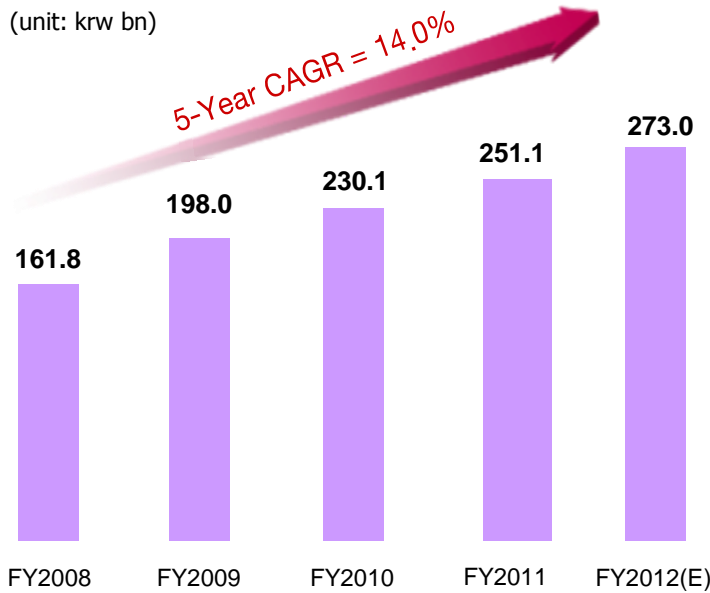
- Enhancing the brand value through development of new taste & concept
  - Launching corn based snack & developing high-value-added products
- Accelerating sales of potato based snacks
  - Sumi Chip brand building

## II. Performance by Divisions

### 3. Beverage Division

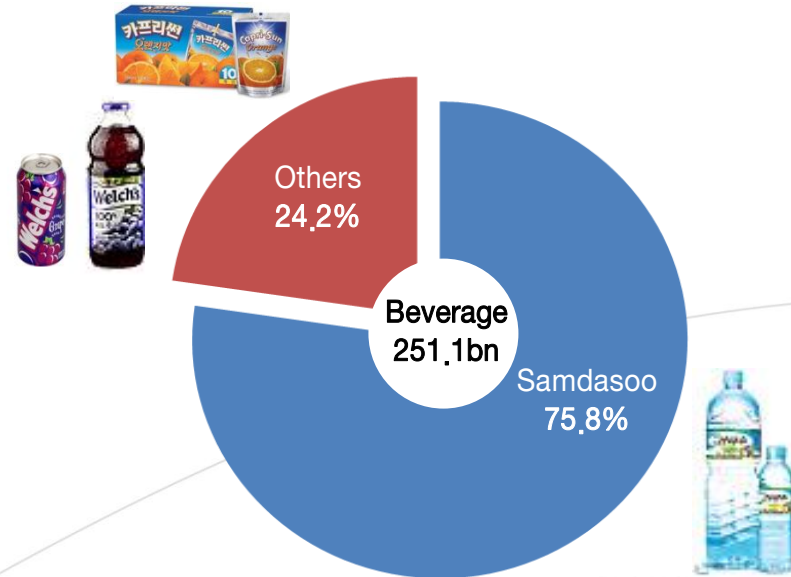
Sales Trend of Beverage Division

(unit: krw bn)



※ Source : Nongshim

Proportion of Beverage by Brand



#### 2012's Target

Increasing 8.7% in sales YoY

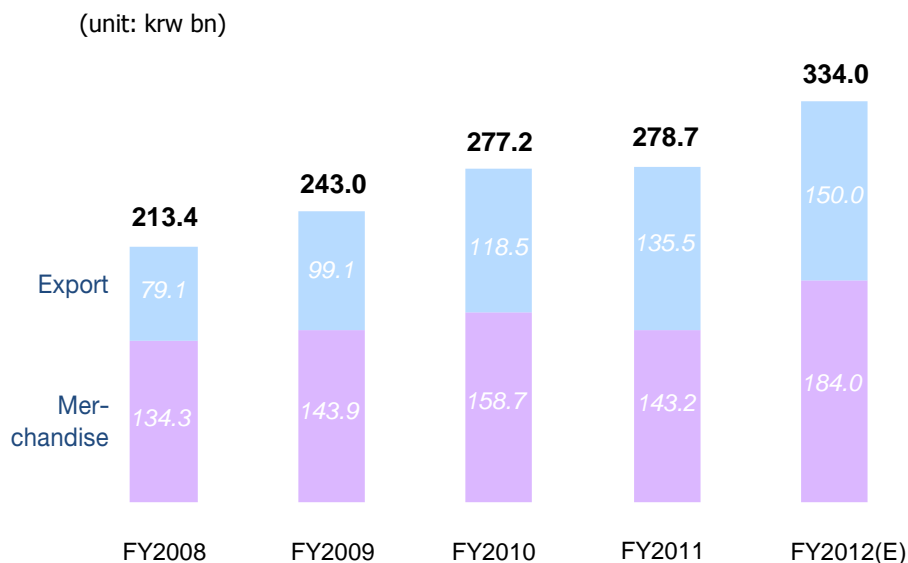
- Enhancing Samdasoo's brand image
- Others : Sales structure reinforcement & Brand expansion by various flavors



## II. Performance by Divisions

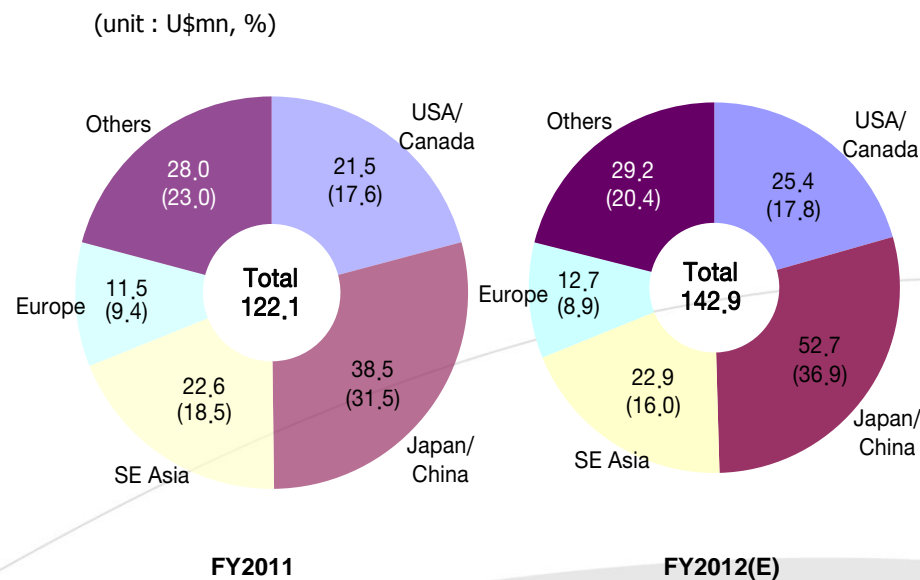
### 4. Others

Sales Trend of Merchandise & Export



※ Source : Nongshim

Proportion of Export by Area



※ Source : Nongshim

#### 2012's Target

- Increasing 19.8% in sales YoY
- Export 10.7%, Merchandise 28.5%

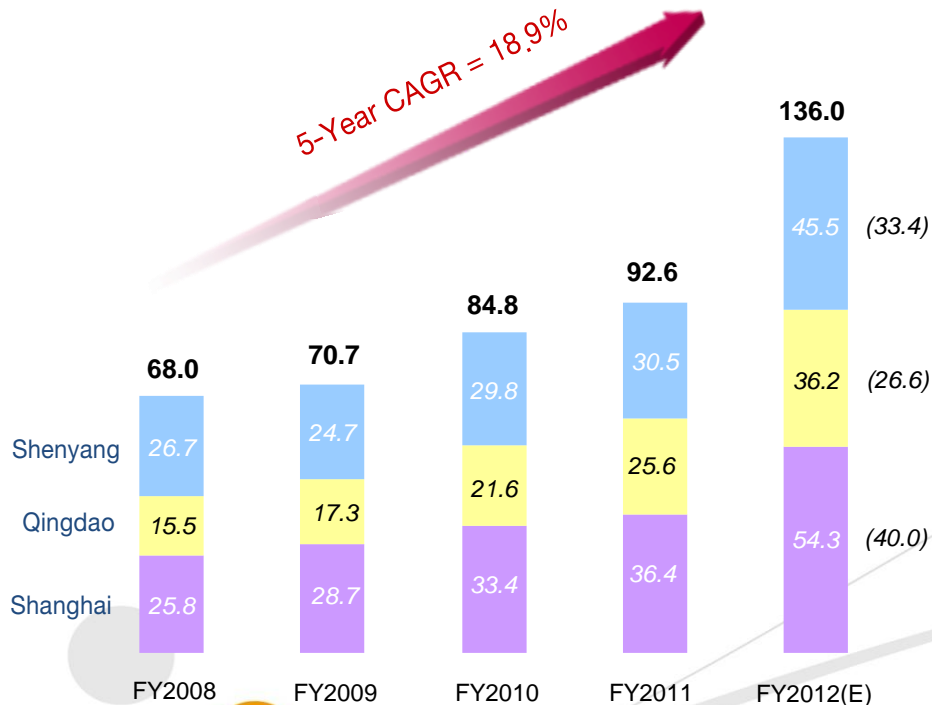
- Reinforcing sales promotion and advertising for growth markets(Halal, etc.)
- Broadening sales of high-value-added products - Shin Black, Halal Shin Cup, Sang Sang Udon, etc.
- Merchandise : Implementation of profitable brand strategy / Fosterage of new foreign brand

# III. Globalization

## 1. Chinese Market

### Sales Trend & Target of Chinese Market

(unit : U\$mn, %)



Note : Figures in parenthesis are total proportions

### Business Performance in '11

- Increased 9.2% year on year
  - Expansion of regional bases and reinforcement of sales structure in 2-level cities
  - Increased sales of premium brands : Shin Black, Doongji Cold Noodles, etc.
  - Negative influence by false report of discovering DEHP in Shin Ramyun

### Target of '12

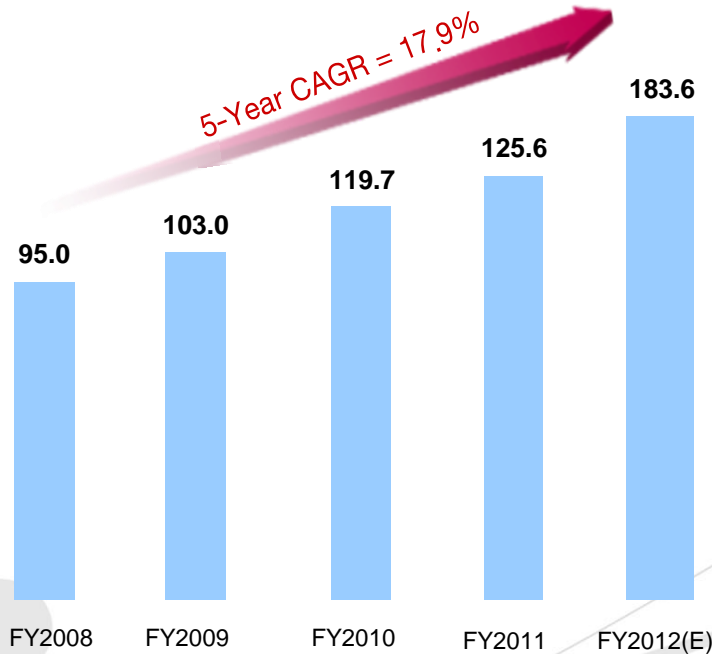
- Increasing 46.9% in sales year on year
- 2012's principal strategy
  - Expanding sales in 2~3 level cities
  - Increasing sales of high-value-added noodles
  - Market expansion through TV advertising & extensive promotion

# III. Globalization

## 2. American Market

### Sales Trend & Target in American Market

(unit : U\$mn)



Source : Nongshim

### Business Performance in '11

- Increased 4.9% year on year
  - Accelerated sales in mainstream market & Expansion of products in discount stores
  - Sluggish domestic & Korean-American market

### Target of '12

- Increasing 46.2% in sales year on year
- 2012's principal strategy
  - Increasing supply to regional supermarket in mainstream
  - Expanding sales through sales structure reinforcement for Hispanic market

# Appendix.

## 1. Summary of Financial Statements

### Balance Sheet

(unit: krw bn, %)

Account	'07	'08	'09	'10	'11
Total Assets	1,559	1,725	1,813	2,114	2,170
Cash/Deposits	351	341	439	498	493
Trade Receivables	108	115	128	147	158
Inventories	77	128	120	104	129
Investment	69	132	138	181	198
Tangible Assets	927	938	915	934	930
Total Liabilities	534	616	605	675	692
Trade Payables	239	274	290	307	314
Short-term Borrowings	29	69	55	59	101
Long-term Borrowings		41			
Total shareholders' equity	1,025	1,110	1,208	1,438	1,478
Shareholders' equity	30	30	30	30	30
D/E Ratio	52.1	55.5	50.1	47.0	46.8
Net Cash	322	231	384	439	392
BPS(₩)	168,528	182,492	198,557	236,456	243,040

※ K-IFRS applies to '10 & '11  
K-GAAP applies to '07, '08 & '09

### Income Statement

(unit: krw bn, %)

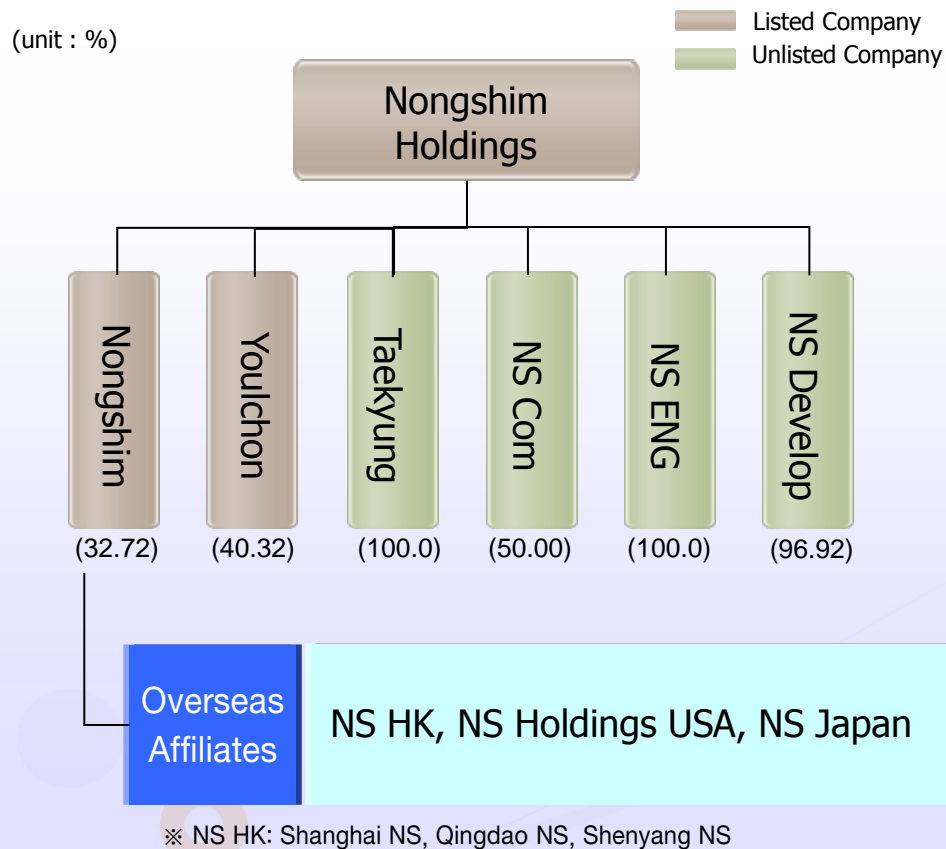
Account	'07	'08	'09	'10	'11
Sales					
Ramyun	1,061	1,197	1,286	1,257	1,290
Snack	217	205	227	244	273
Beverage	136	162	198	230	251
Others	187	213	243	277	279
Total	1,600	1,776	1,954	2,009	2,093
Gross profit	458	476	502	541	507
Operating Income	114	101	105	155	110
Ordinary Income	142	107	156	178	128
Net Income	103	79	128	138	86
Sales growth rate *	1.0%	11.0%	10.0%	2.8%	4.2%
Rp growth rate *	-10.1%	-25.1%	46.7%		-28.2%
Op Margin	7.5%	6.0%	5.7%	8.2%	5.6%
Rp Margin	9.4%	6.4%	8.5%	9.4%	6.5%
EPS (₩)	17,870	13,569	22,041	23,874	14,902
ROE (%)	10.4	7.4	11.0		5.9

※ Sales are excluding sales commission (liabilities of estimated Return goods, sales rebate)  
K-IFRS applies to '10 & '11(K-GAAP applies to '07, '08 & '09)

# Appendix.

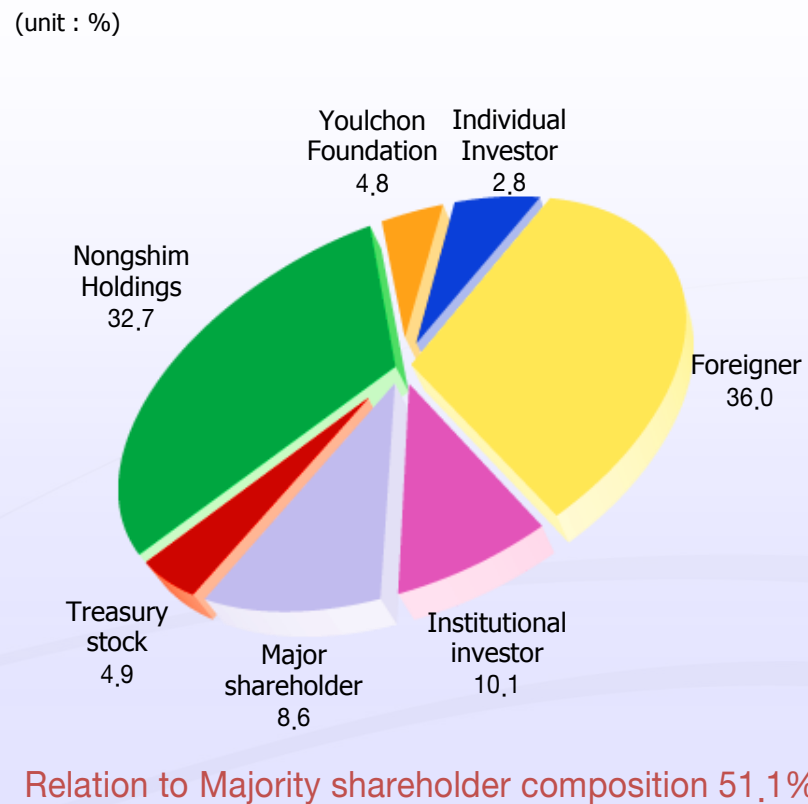
## 2. Stockholder Status

Subsidiary company of Nongshim Holdings' Status



Note : Figures in parenthesis are proportions of equity for Nongshim Holdings' subsidiary company at the end of '11

Nongshim's Principal stockholder Status (End of '11)



Note : Nongshim Stockholder's list (End of '11)