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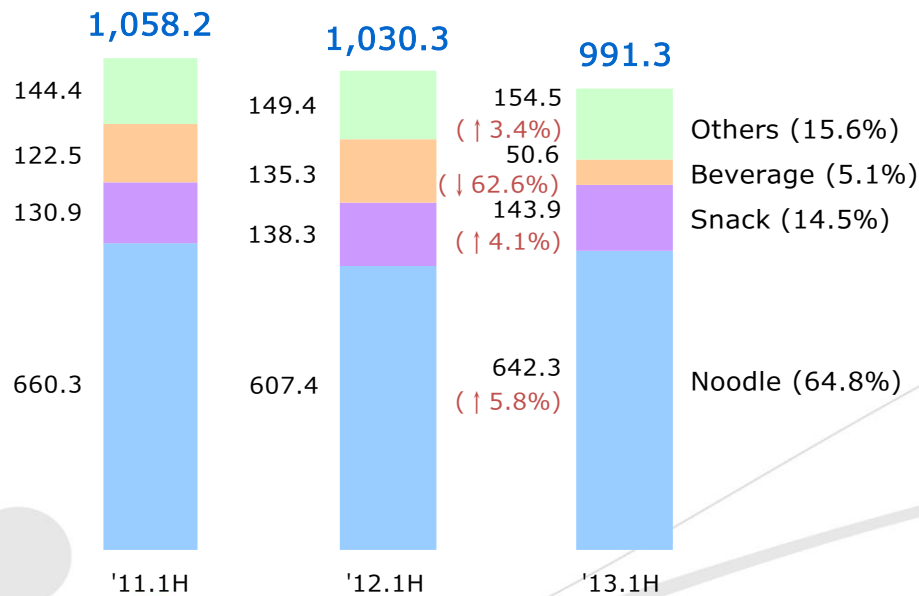
**Appendix**

# I. Business Performance in 1<sup>st</sup> Half of '13

## 1. Sales(Excluding overseas affiliates)

### Sales Break-down

Unit : krw bn



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

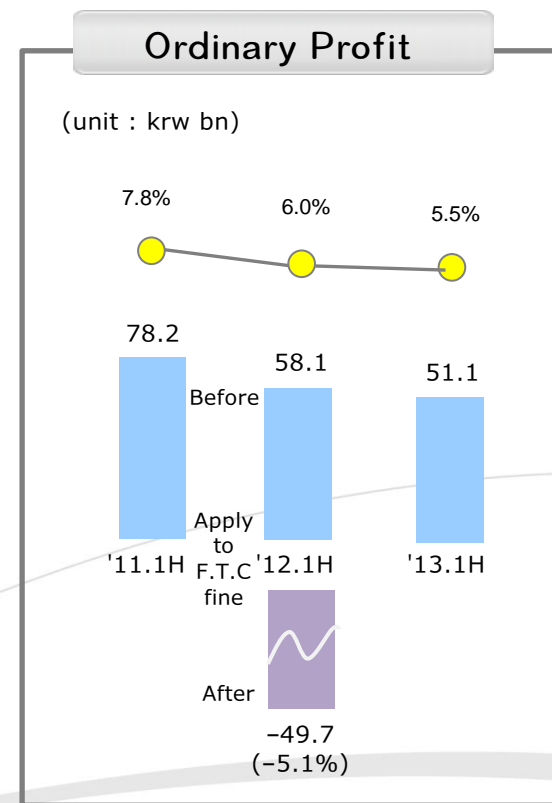
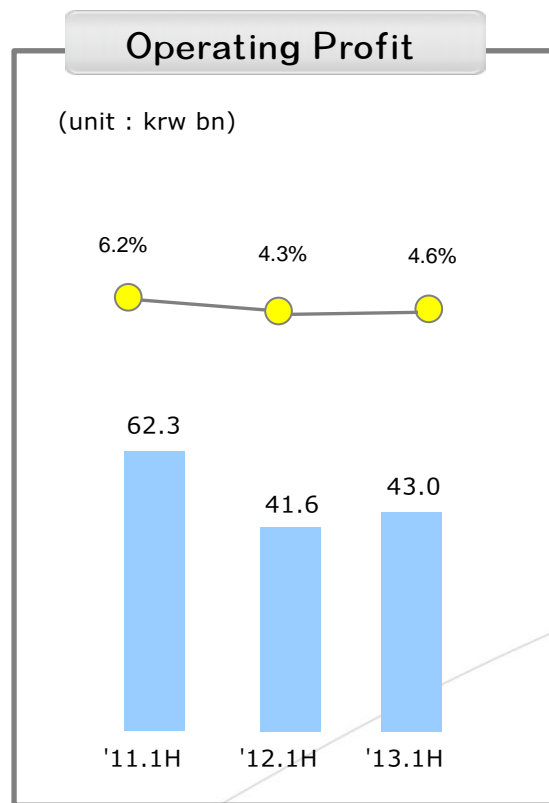
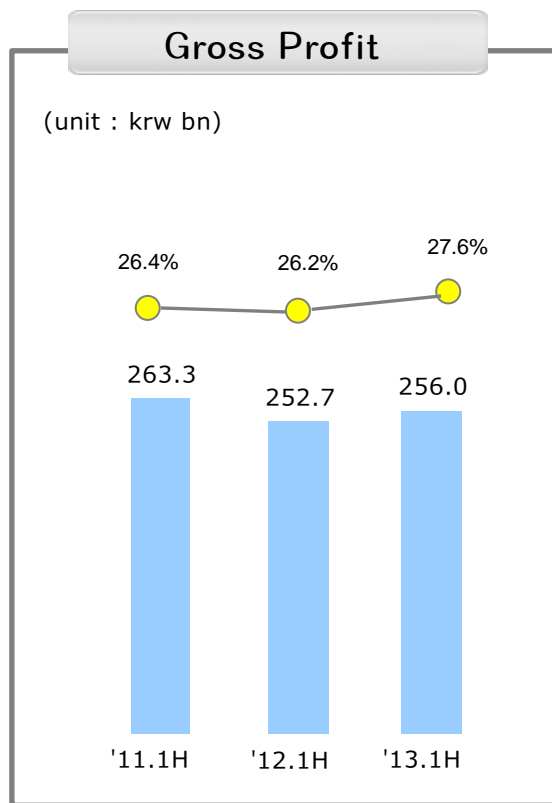
※ Figures in parenthesis are proportions of each business division.

### Business Performance in 1<sup>st</sup> Half of '13

- Overall sales decreased 3.8% year on year
- Noodle
  - Sales increased due to market share recovery
- Snack
  - Strong sales of potato chips
- Beverage
  - The drop in sales by the end of Samdasoo contract
- Others
  - Export sales decreased slightly
  - Sales of foreign brands increased due to expansion in sales of Chupa Chups

# I. Business Performance in 1<sup>st</sup> Half of '13

## 2. Profitability(Excluding overseas affiliates)



※ K-IFRS applies

- Strong sales of instant noodles and decreased cost of merchandise contributed to increased gross profit

- SG&A cost ₩211.1bn(21.9%) → ₩213.0bn(23.0%)
  - Service Contract Expenses ₩24.8bn(2.6%) → ₩27.9bn(3.0%)
  - Transportation and Storage Expenses ₩33.4bn(3.5%) → ₩35.3bn(3.8%)

- Foreign exchange profit -₩0.5bn → -₩7.0bn

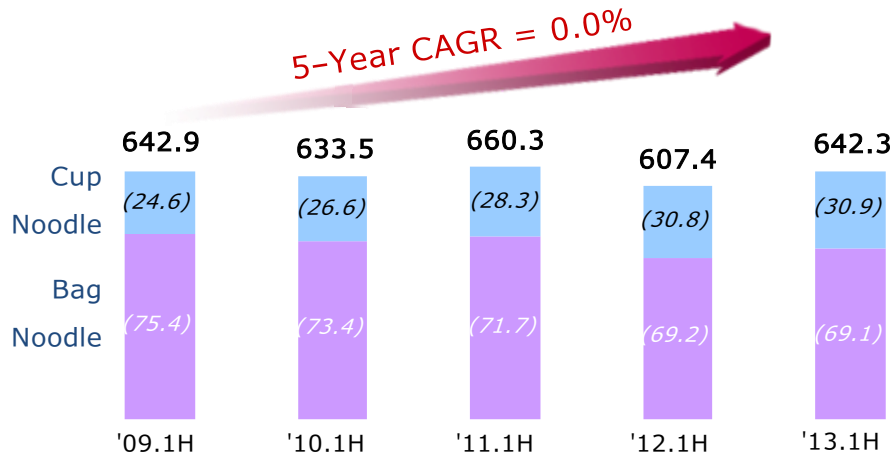
※ F.T.C fine ₩107.8bn

# II. Performance by Divisions

## 1. Noodle Division

### Sales Trend of Noodle Division

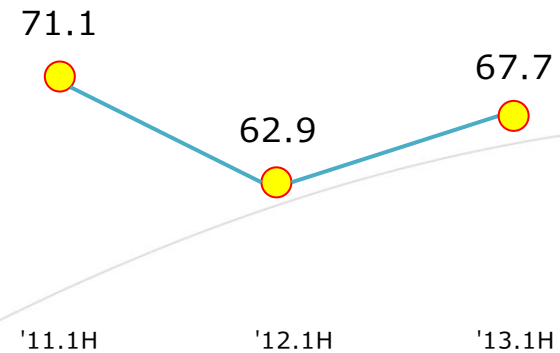
(Unit : krw bn, %)



※ 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.

● Sales increased by 5.8% year on year

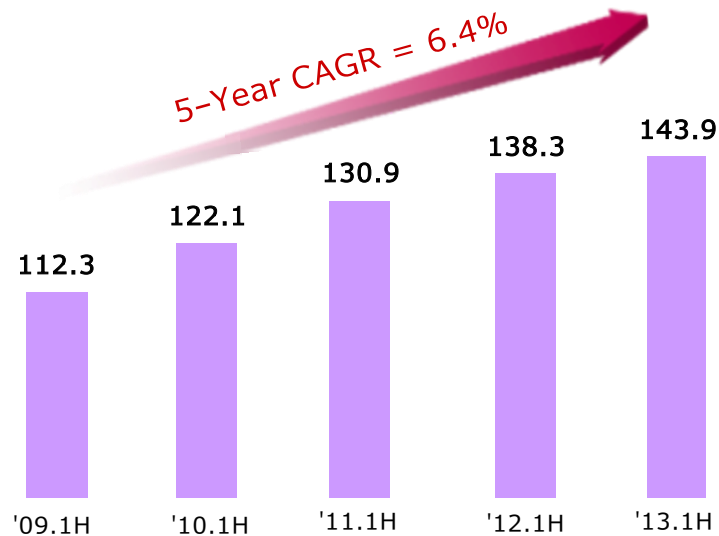
- Market share recovered : '12.1H, 62.9% → '13.1H, 67.7%
- Sales of main brands(Shin ramyun, Chapagetti) increased

# II. Performance by Divisions

## 2. Snack Division

### Sales Trend of Snack Division

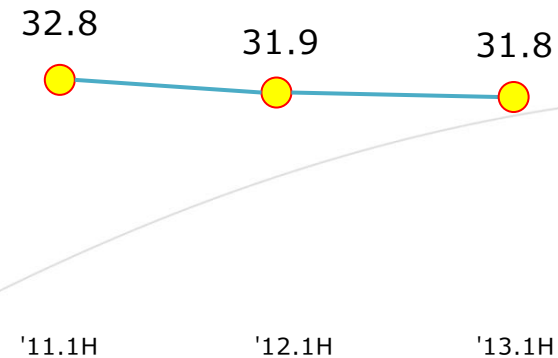
(unit: krw bn)



※ Source : Nongshim

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

(unit: %)



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

● Sales increased by 4.1% year on year

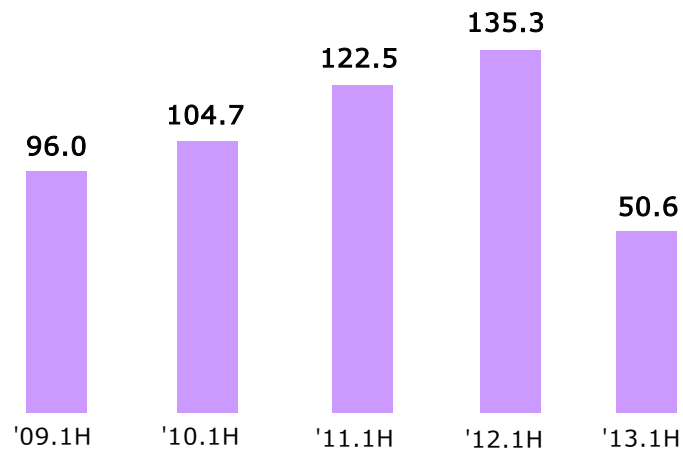
- Sales of potato based snacks increased
  - Sumi Chip & Chip Potato

## II. Performance by Divisions

### 3. Beverage Division & Others

#### Sales Trend of Beverage Division

(unit: krw bn)

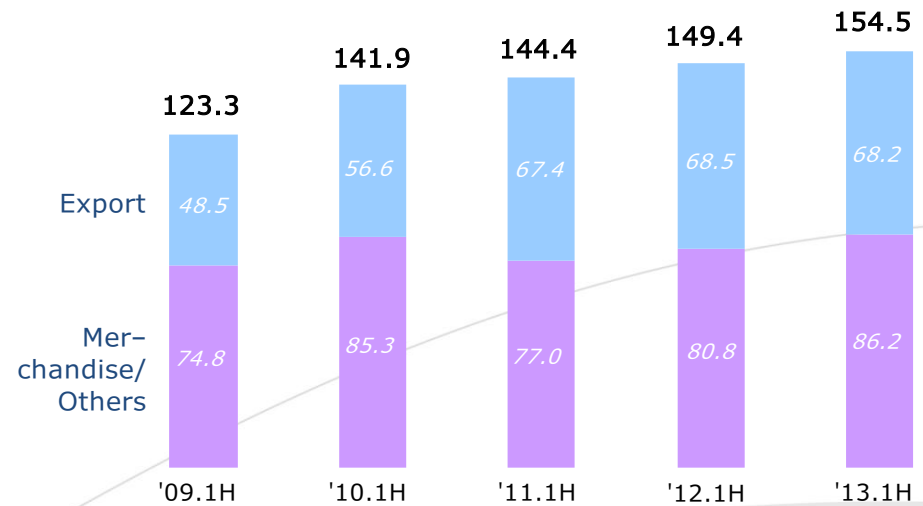


※ Source : Nongshim

- Sales decreased by 62.6% 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 increased by 3.4% year on year
  - Merchandise/Others( ↑ 6.7%) :  
Strong sales of Chupa Chups( ↑ 10.7%)
  - Export( ↓ 0.4%) to U.S.A( ↑ 19.8%)  
& Japan( ↓ 39.6%)



# Appendix.

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

### Balance Sheet

(unit: krw bn, %)

Account	'10	'11	'12	'13.1Q	'13.2Q
Total Assets	2,113.6	2,170.4	2,075.4	2,134.5	2,138.1
Cash/Deposits	497.9	493.0	435.4	504.8	518.3
Trade Receivables	147.0	158.2	157.8	180.6	151.9
Inventories	103.5	128.5	120.8	108.8	119.3
Investment	181.3	198.2	198.0	200.0	220.0
Tangible Assets	933.9	930.4	923.2	911.9	901.7
Total Liabilities	675.3	692.1	634.4	690.4	681.7
Trade Payables	307.3	313.9	259.2	264.4	260.0
Short-term Borrowings	58.9	101.0	85.7	100.1	125.3
Long-term Borrowings					
Total shareholders' equity	1,438.3	1,478.3	1,441.0	1,444.1	1,456.4
Shareholders' equity	30.4	30.4	30.4	30.4	30.4
D/E Ratio	47.0	46.8	44.0	47.8	46.8
Net Cash	439.0	392.0	349.7	404.7	392.9
BPS(₩)	236,456	243,040	236,906	237,413	239,430

※ K-IFRS applies

### Income Statement

(unit: krw bn, %)

Account	'12	'12.1Q	'12.2Q	'13.1Q	'13.2Q
Sales					
Ramyun	1,278.8	316.7	290.7	331.5	310.8
Snack	276.5	72.4	65.9	72.2	71.7
Beverage	258.4	59.2	76.1	24.9	25.8
Others	282.0	80.4	69.0	84.2	70.3
Total	2,095.7	528.6	501.7	512.7	478.6
Gross profit	524.1	132.6	120.1	135.4	120.6
Operating Income	101.8	27.2	14.5	30.2	12.8
Ordinary Income	34.0	-71.8	22.1	34.8	16.3
Net Income	0.2	-80.6	16.7	26.2	12.3
Sales growth rate *	-0.6%	-1.4%	-5.0%	-2.9%	-5.1%
Rp growth rate *	-73.4%		-38.8%		-26.3%
Op Margin	5.2%	5.5%	3.1%	6.3%	2.9%
Rp Margin	1.7%	-14.5%	4.7%	7.2%	3.7%
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)

	'13.1H	'12
Assets	2,234.2	2,151.3
Current Assets	928.7	843.3
Non-current Assets	1,305.4	1,308.0
Liabilities	747.1	692.0
Current Liabilities	620.0	576.2
Non-current Liabilities	127.2	115.8
Equity	1,487.0	1,459.3
Controlling Interest	1,467.8	1,440.8
- Share Capital	30.4	30.4
- Share Premium	123.7	123.7
- Other Reserves	(68.0)	(80.9)
- Retained Earnings	1,381.7	1,367.6
Minority Interest	19.2	18.5

### Income Statement

(unit: krw bn)

	'13.1H	'12.1H
Sales	1,028.3	1,076.2
Cost of Sales	(738.2)	(790.4)
Gross Profit	290.1	285.8
SG&A	(245.9)	(245.8)
Operating Profit	44.2	40.0
- Other Income	8.8	9.6
- Other Costs	(2.4)	(110.8)
- Finance Income	10.0	13.6
- Finance Costs	(10.7)	(5.5)
Profit before Income Tax	49.8	(53.1)
Net Profit	36.6	(67.6)

※ F.T.C fine ₩107.8bn in '12.1Q