

# H1 2014 Business Result



본 자료는 2014년 상반기 실적에 대한 외부 감사인의 회계검토가 완료되지 않은 상태에서 투자자 여러분의 편의를 위하여 작성된 자료입니다. 따라서 본 자료의 일부 내용은 회계검토 과정에서 변경될 수 있음을 양지하시기 바랍니다.

H1 2014 business result is prepared for investors' consideration only before completion of independent auditors' review. Therefore, parts of contents on this material could be changeable during independent auditors' review.

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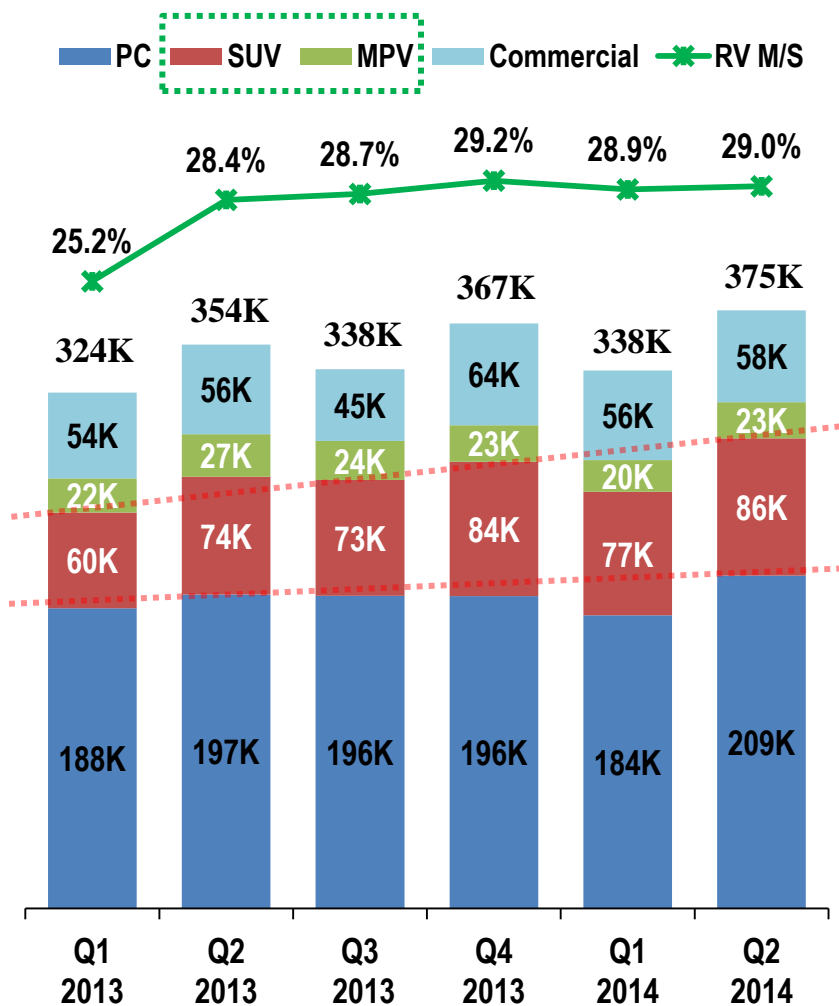
**III. Financials**  
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# Domestic Market Trend

## ➤ Quarterly market trend



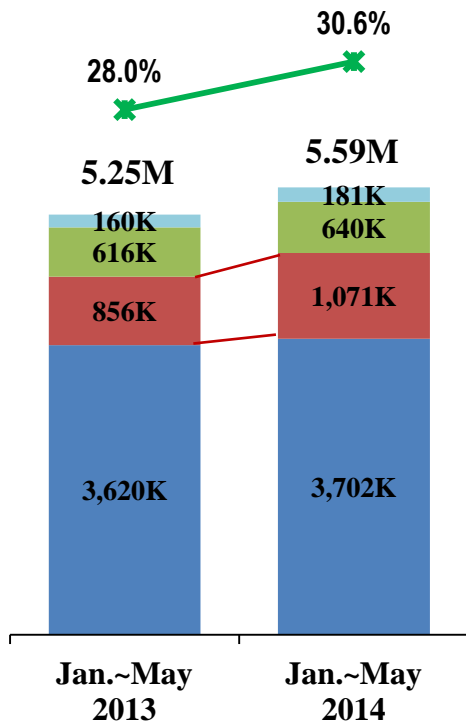
## ▪ H1 2014

	H1 2013	H1 2014	Diff.	Chg. %
<b>Total</b>	677K	713K	35K	5.2%
<b>PC</b>	385K	393K	7K	1.9%
Sonata	46K	55K	8K	17.7%
Genesis	7K	20K	14K	212.2%
<b>SUV</b>	134K	163K	30K	22.2%
QM3	-	8K	8K	-

- **PC market** : New car effect (Sonata, Genesis)
- **SUV market** : Continued Strong demand & new car effect (QM3)
- **RV M/S** : 28.9% (+2.0%p vs H1 2013)

# Overseas Market Trend

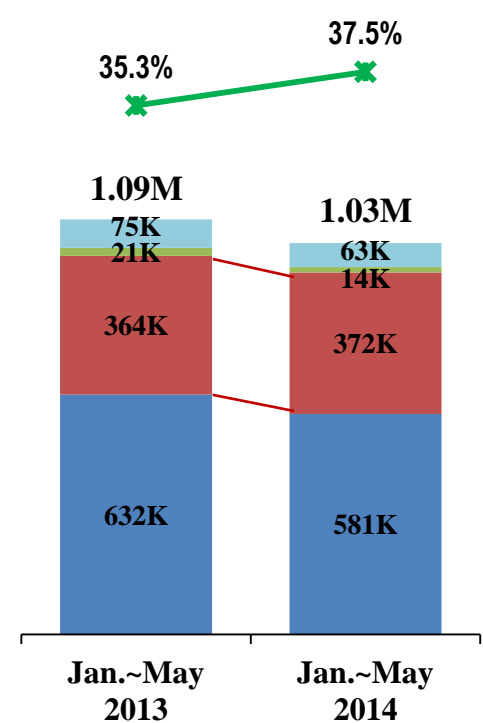
## ➤ Europe



## ➤ China



## ➤ Russia



- Total market : +6.5%

- SUV market : +25.1%

- Total market : +11.1%

- SUV market : +37.5%

- Total market : -5.7%

- SUV market : +2.1%

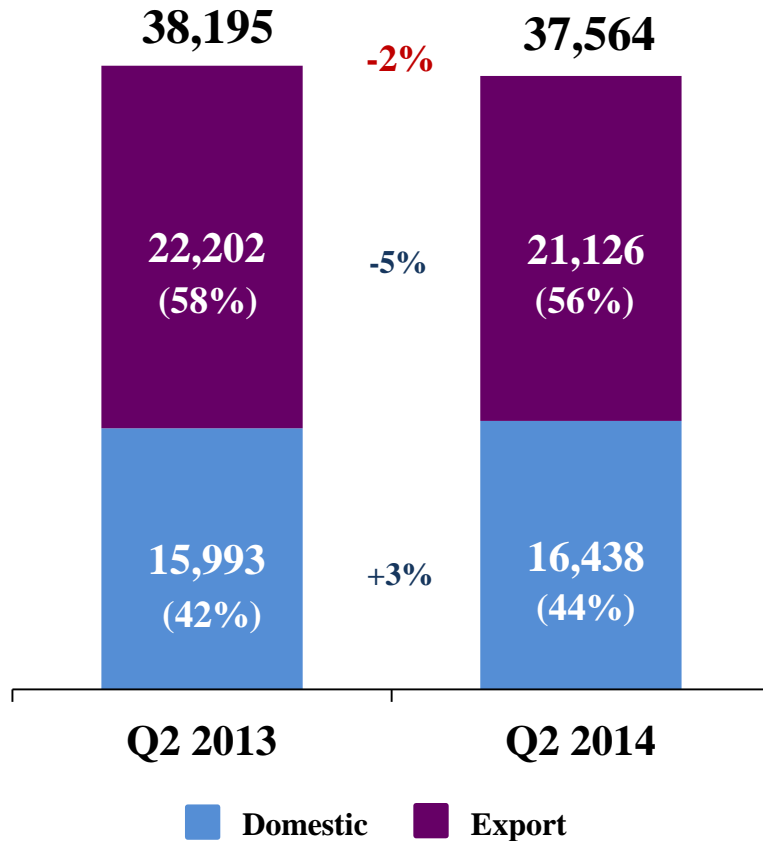
But, '14. May 70K (YoY -5.9%, 75K)

※ Source : Automotive news

※ Excluding commercial vehicles

# SYMC Sales Volume in Q2 2014

※ Unit: vehicle, ( ) : portion %



## ➤ Sales volume decrease

- Total Sales : -631 units (-2%)
- Domestic : +445 units (+3%)
- Export : -1,076 units (-5%)

## ➤ Domestic portion increase : +2%p

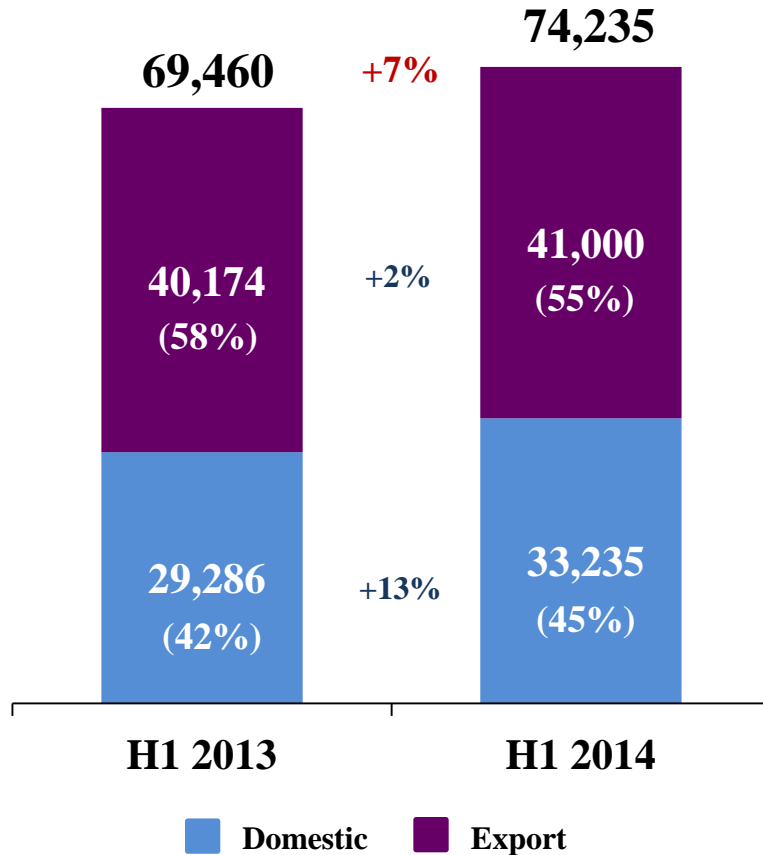
- Q2 2013 : Q2 2014 = 42% : 44%

## ➤ Export by region

- W. Europe : +98%, China : +85%
- India(CKD) : -91%

# SYMC Sales Volume in H1 2014

※ Unit: vehicle, ( ) : portion %



## ➤ Continued sales volume increase

- Total Sales : +4,775 units (+7%)
- Domestic : +3,949 units (+13%)
- Export : +826 units (+2%)

## ➤ Domestic portion increase : +3%p

- H1 2013 : H1 2014 = 42% : 45%
- Total market M/S  
H1 2013 : H1 2014 = 4.3% : 4.7%

## ➤ Export increase by region

- China : +651%, W. Europe : +113%

■ 49.3% achievement of 2014 sales outlook

# Income Statement(Consolidated) / Q2 2014

(Unit: billion krw)

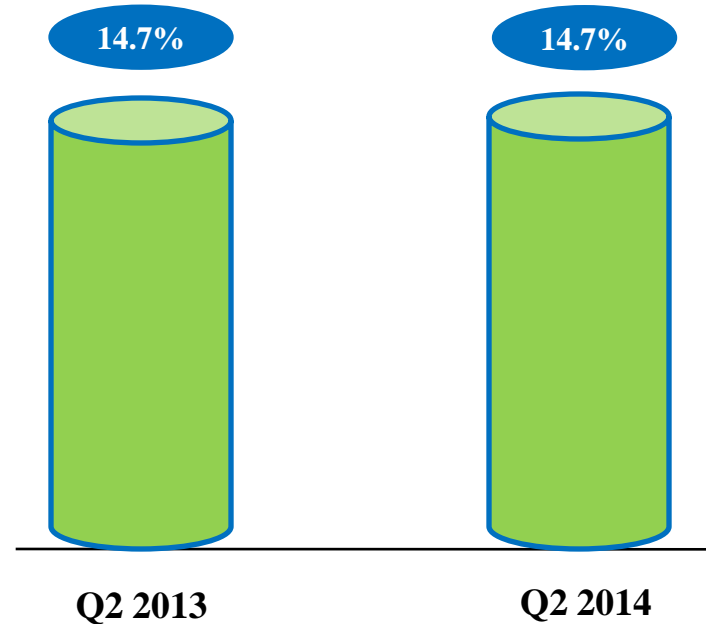
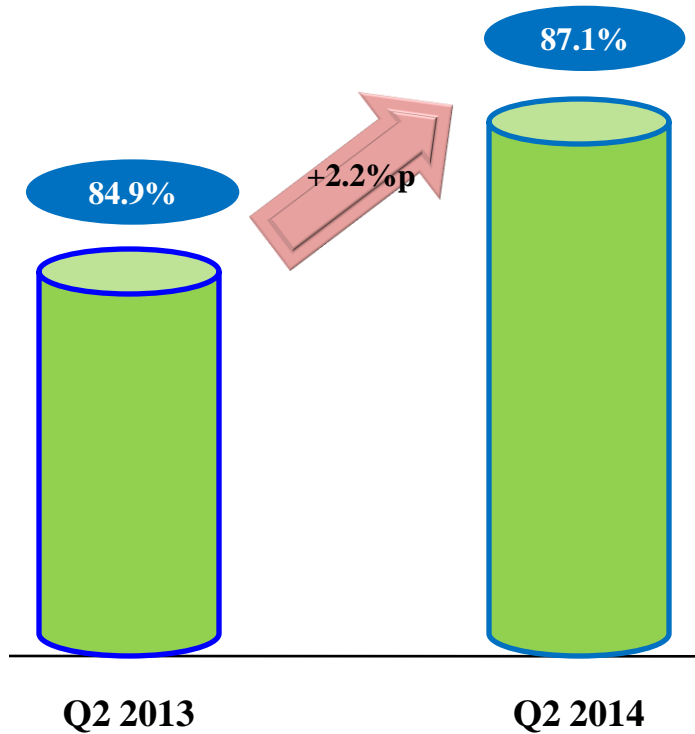
Category	Q2 2013	Q2 2014	Change	Change(%)
Sales	907.0	865.8	-41.2	-4.5%
Cost of sales	770.4	754.0	-16.4	-2.1%
Gross Profit	136.6	111.8	-24.8	-18.2%
SG&A	132.8	127.4	-5.4	-4.1%
<b>Operating Profit</b>	<b>3.7</b>	<b>-15.7</b>	<b>-19.4</b>	
PBT	6.4	-29.2	-35.6	
PAT	6.2	-29.2	-35.4	



# Operating Costs / Q2 2014

Cost of sales %

SG&A expense %



※ (Cost of Sales/Sales)\*100

※ (SG&A expenses/Sales)\*100

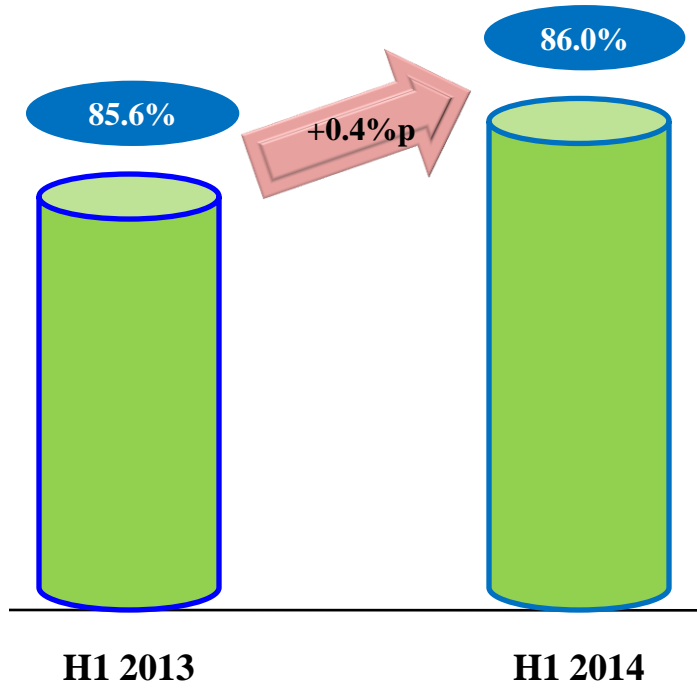
# Income Statement(Consolidated) / H1 2014

(Unit: billion krw)

Category	H1 2013	H1 2014	Change	Change(%)
Sales	1,660.6	1,728.3	67.7	4.1%
Cost of sales	1,420.7	1,486.2	65.4	4.6%
Gross Profit	239.8	242.2	2.4	1.0%
SG&A	254.2	258.7	4.5	1.8%
<b>Operating Profit</b>	<b>-14.3</b>	<b>-16.5</b>	<b>-2.2</b>	<b>-15.0%</b>
PBT	-2.8	-18.3	-15.5	
PAT	-3.0	-18.5	-15.5	

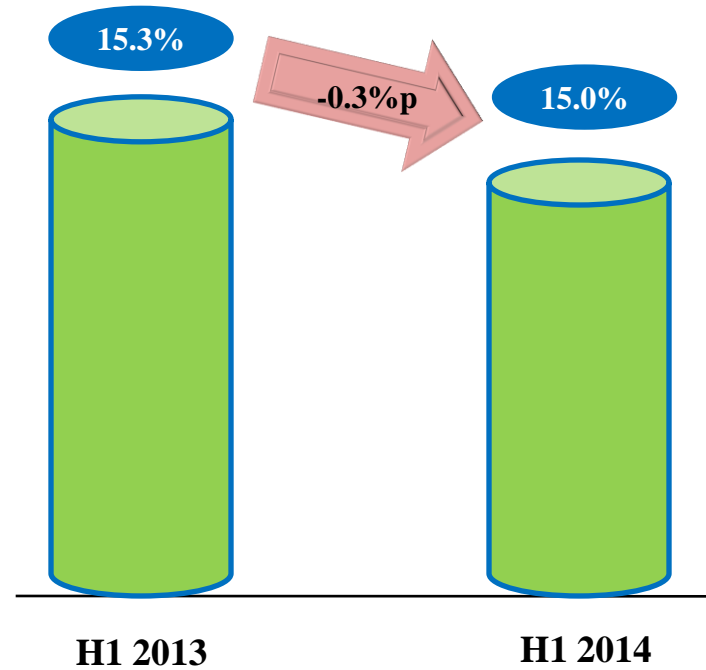
# Operating Costs / H1 2014

Cost of sales %



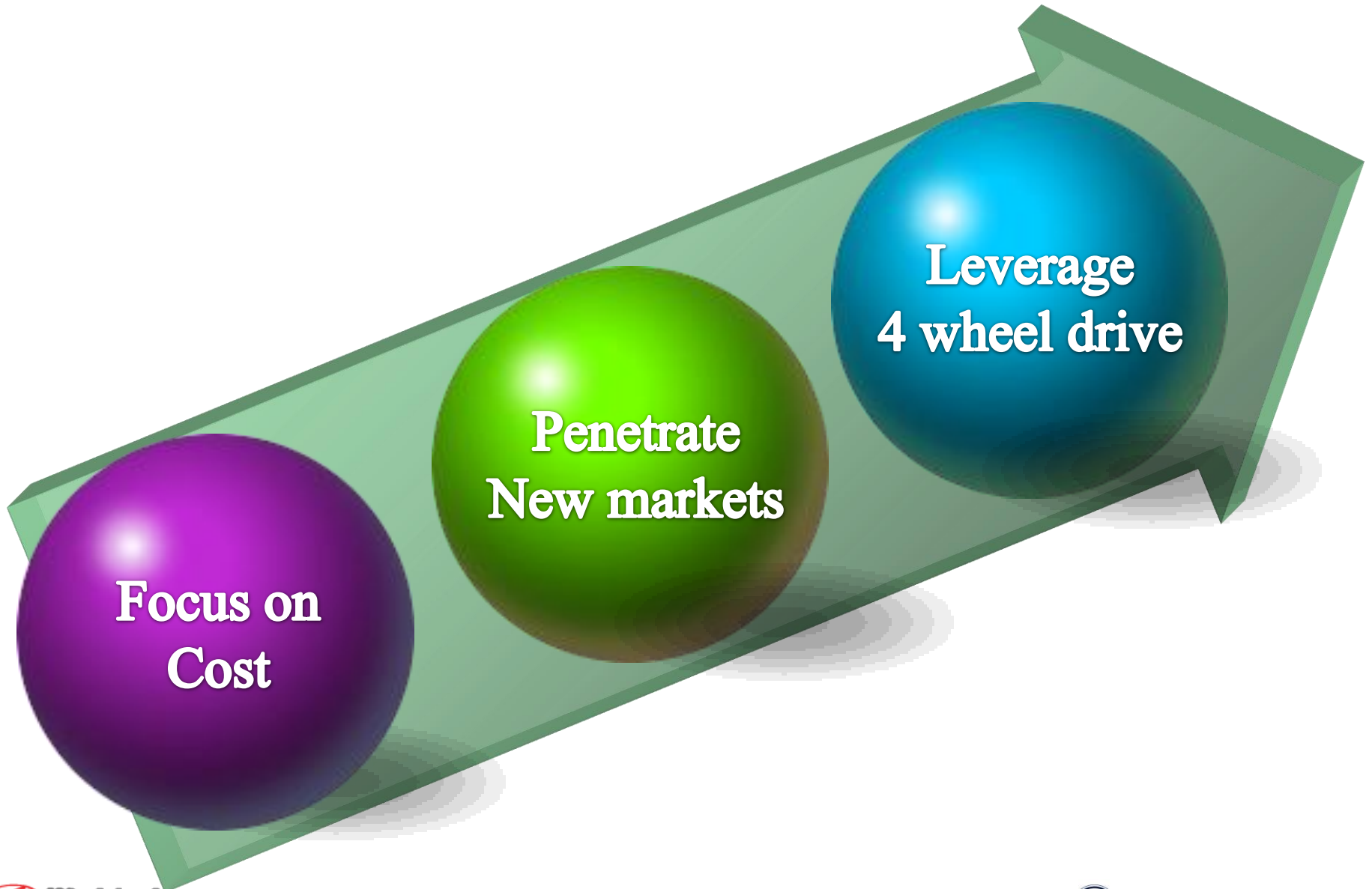
※ (Cost of Sales/Sales)\*100

SG&A expense %



※ (SG&A expenses/Sales)\*100

# Way Forward

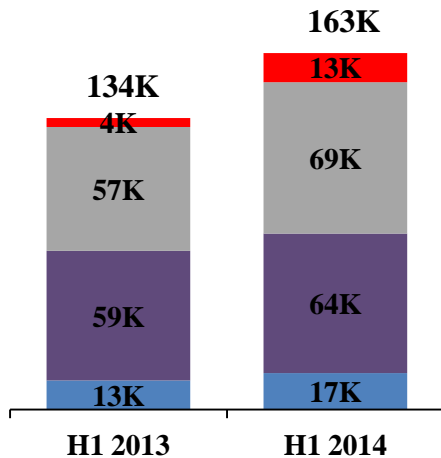


# Coming Soon! X-100

## Exciting New Segment

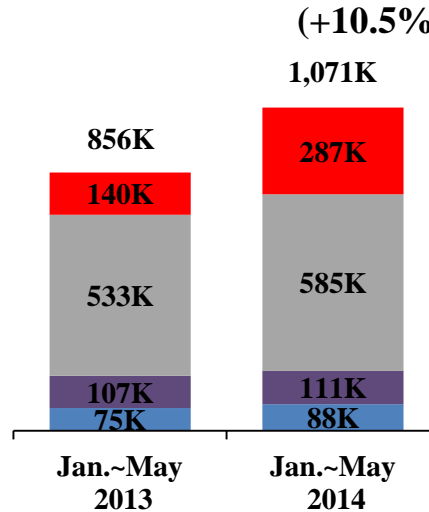
### ➤ SUV-B : Korea

- H1 2014 : +217% (YoY)
- H1 2014 M/S : 8.1%  
(+5.0%p, YoY)



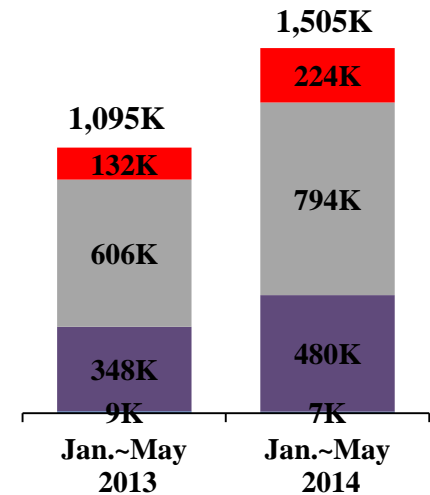
### ➤ SUV-B : Europe

- Jan.~May 2014 : 105% (YoY)
- Jan.~May 2014 M/S : 26.9%  
(+10.5%p, YoY)



### ➤ SUV-B : China

- Jan.~May 2014 : 70% (YoY)
- Jan.~May 2014 M/S : 14.9%  
(+2.8%p, YoY)



※ Source : Automotive news, Internal data