

H1 2014 Business Result



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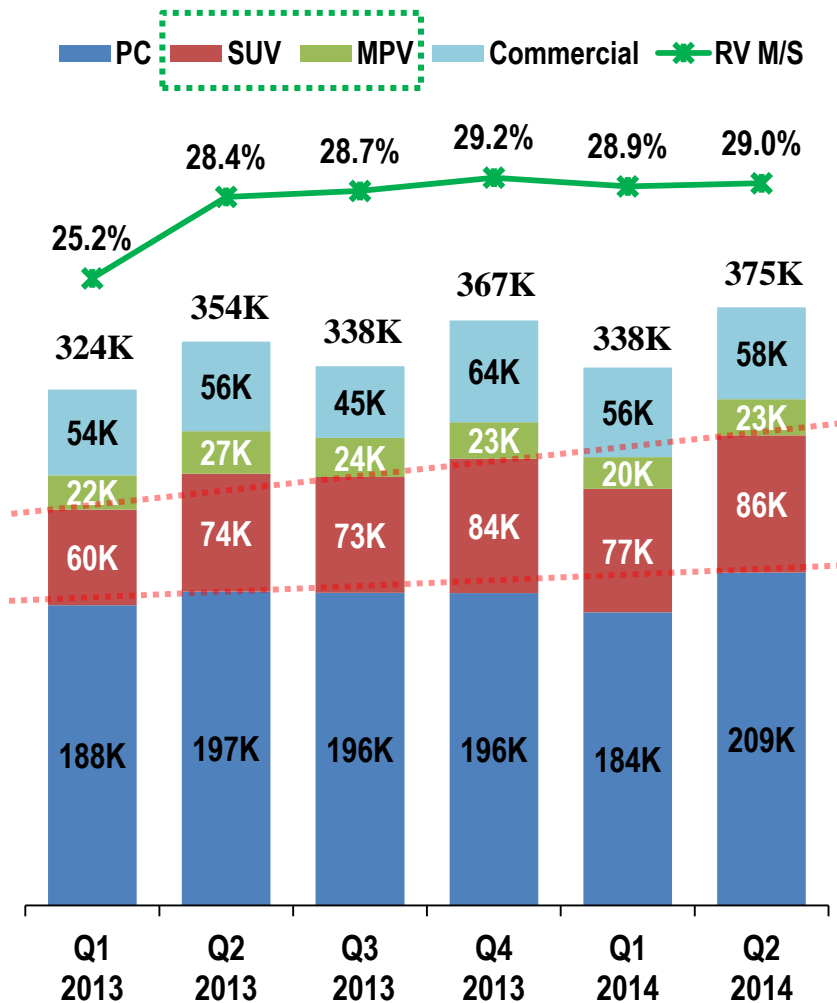
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Domestic Market Trend

➤ Quarterly market trend



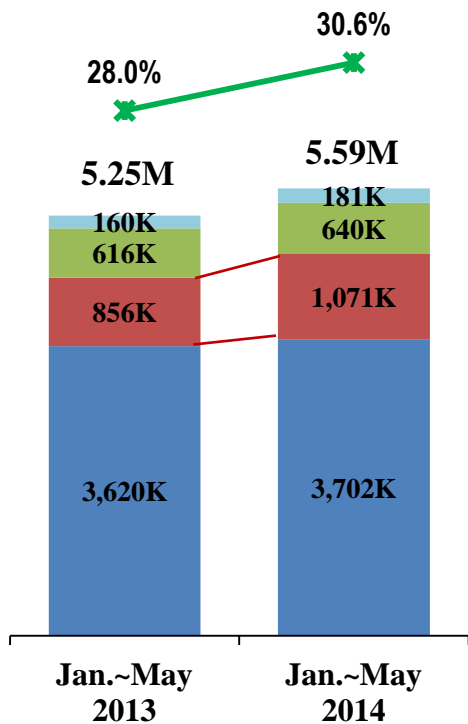
▪ H1 2014

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

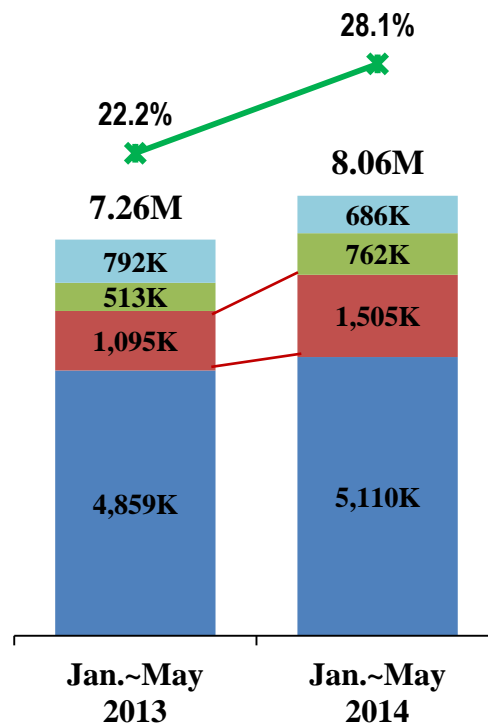
- **PC market** : New car effect (Sonata, Genesis)
- **SUV market** : Continued Strong demand & new car effect (QM3)
- **RV M/S** : 28.9% (+2.0%p vs H1 2013)

Overseas Market Trend

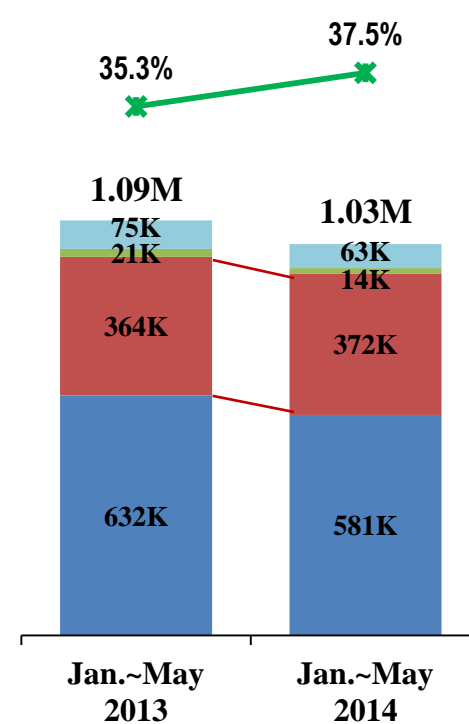
➤ Europe



➤ 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%

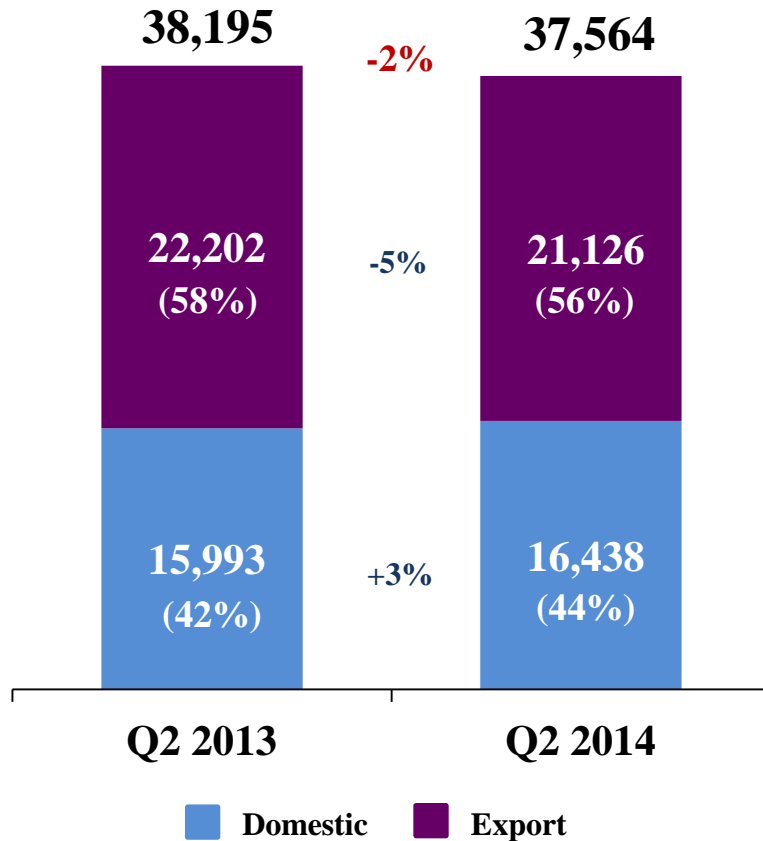
But, '14. May 70K (YoY -5.9%, 75K)

※ 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

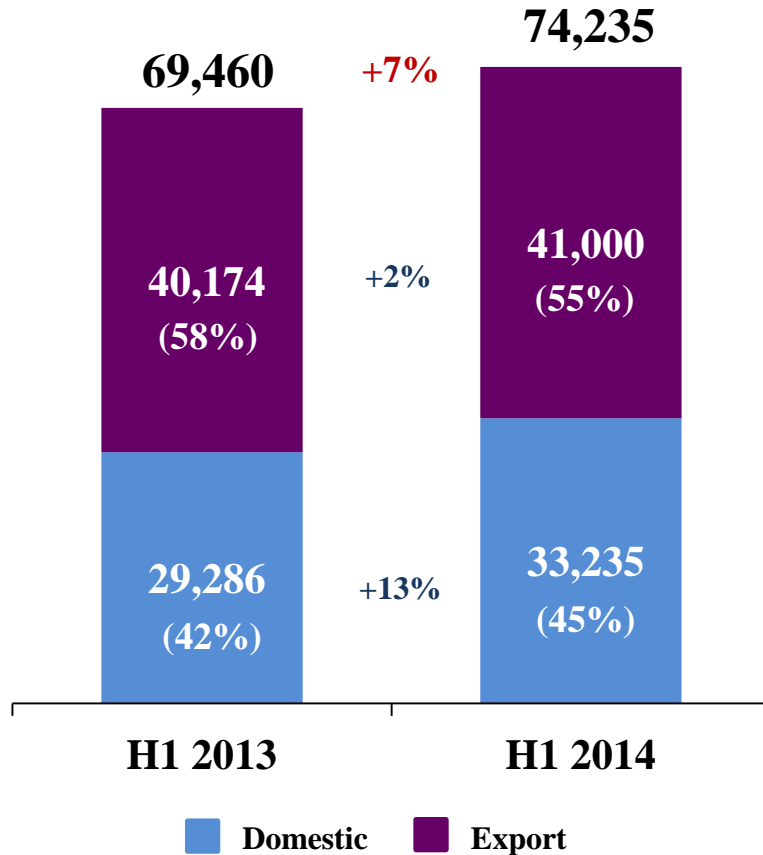
- Q2 2013 : Q2 2014 = 42% : 44%

➤ 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

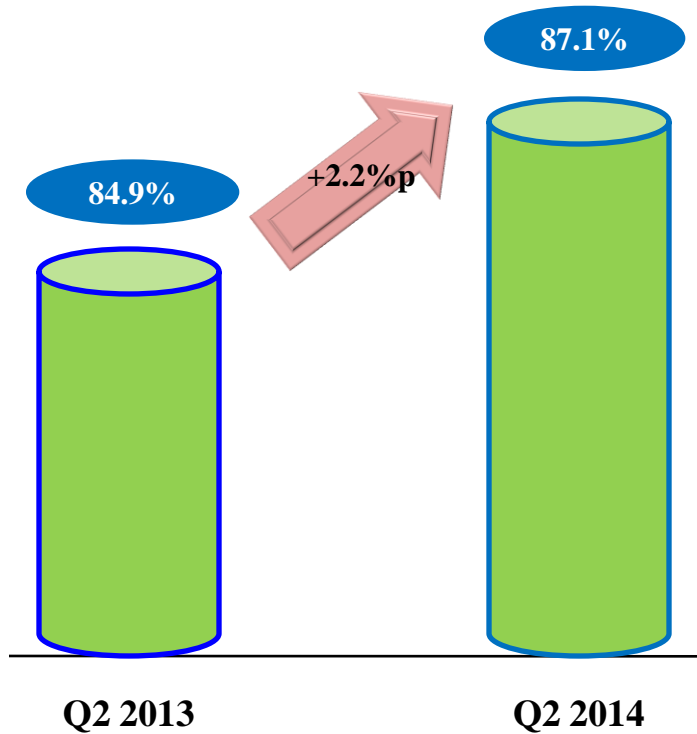
Income Statement(Consolidated) / Q2 2014

(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%
Operating Profit	3.7	-15.7	-19.4	
PBT	6.4	-29.2	-35.6	
PAT	6.2	-29.2	-35.4	

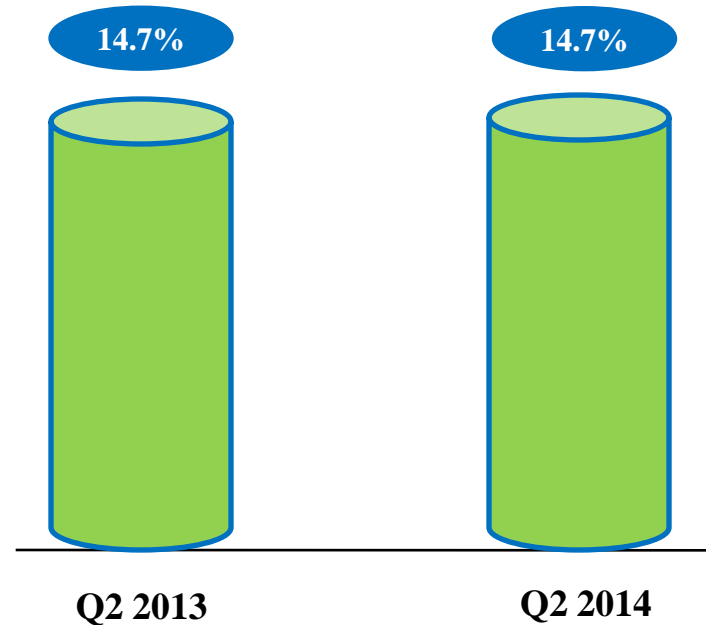
Operating Costs / Q2 2014

Cost of sales %



※ (Cost of Sales/Sales)*100

SG&A expense %



※ (SG&A expenses/Sales)*100

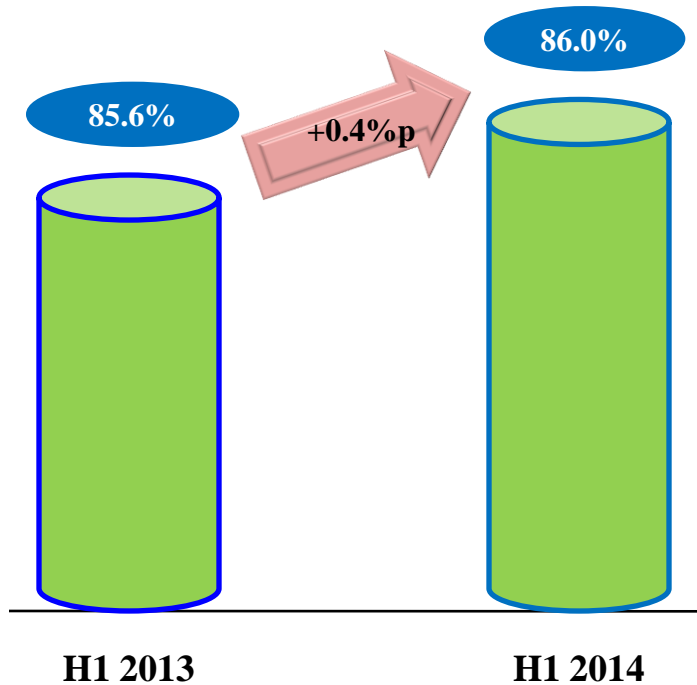
Income Statement(Consolidated) / H1 2014

(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%
Operating Profit	-14.3	-16.5	-2.2	-15.0%
PBT	-2.8	-18.3	-15.5	
PAT	-3.0	-18.5	-15.5	

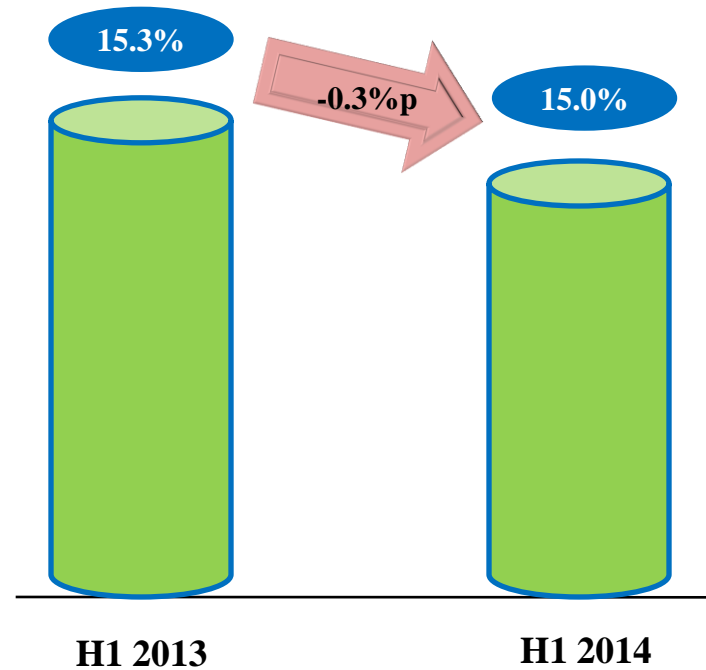
Operating Costs / H1 2014

Cost of sales %



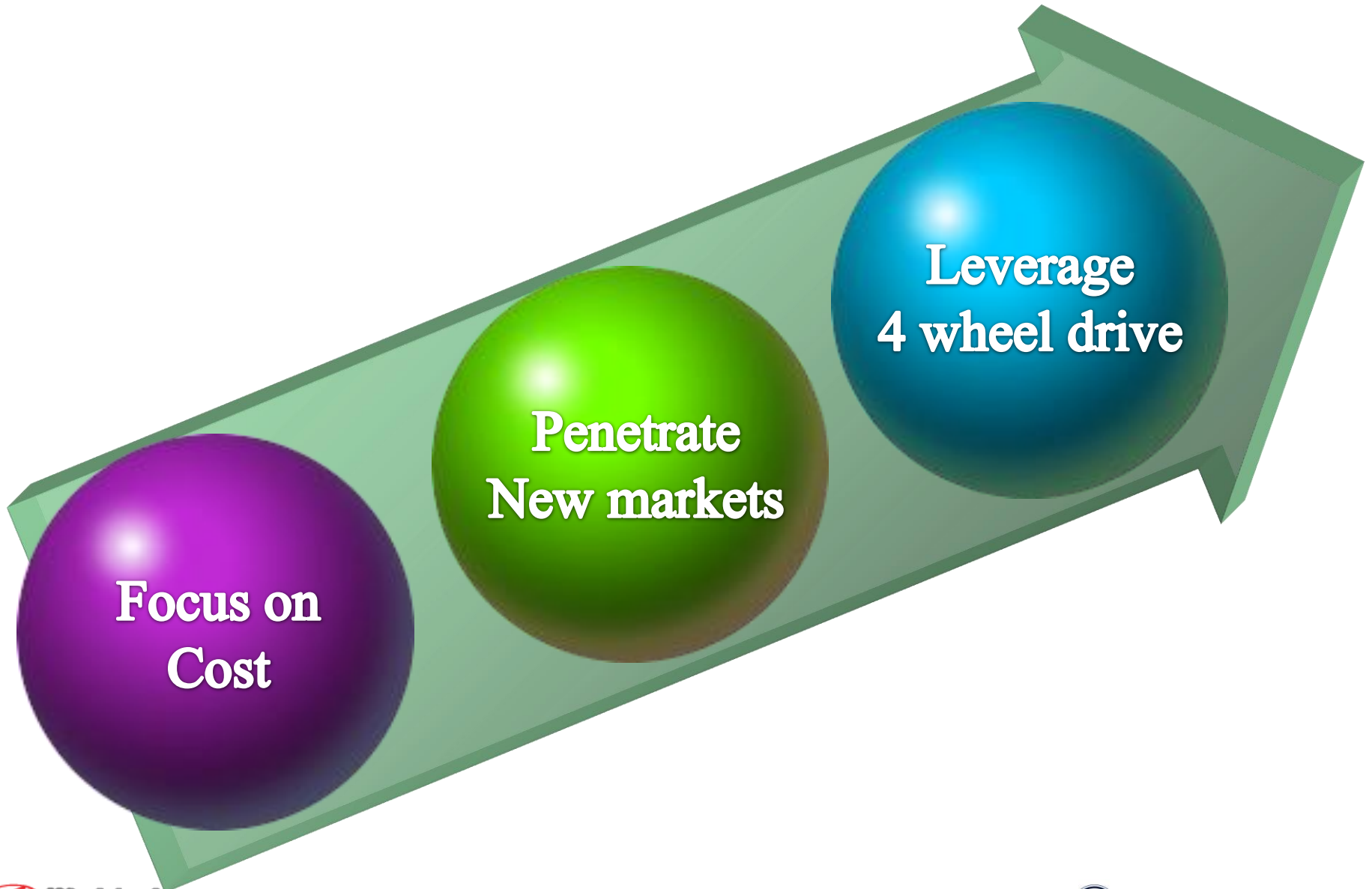
※ (Cost of Sales/Sales)*100

SG&A expense %



※ (SG&A expenses/Sales)*100

Way Forward

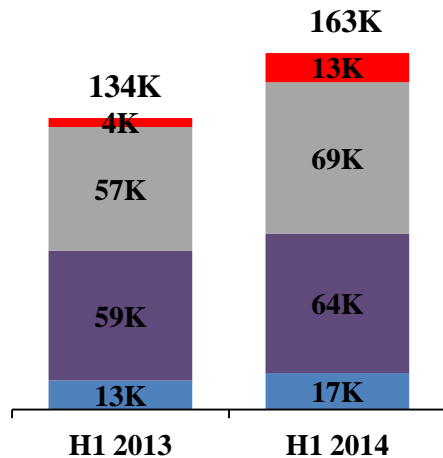


Coming Soon! X-100

Exciting New Segment

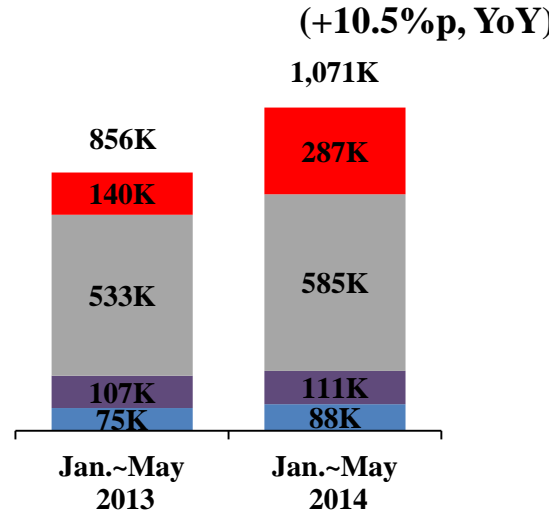
➤ SUV-B : Korea

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



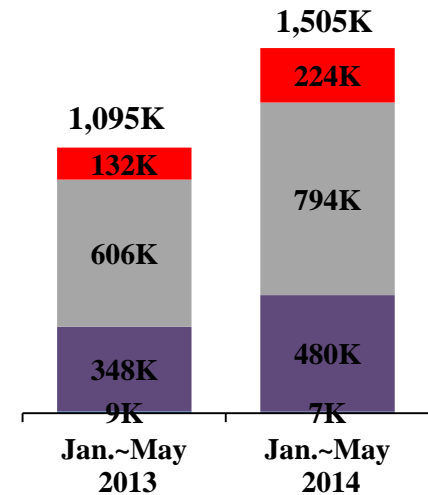
➤ SUV-B : Europe

- 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