

Q1 2015 Business Result



본 자료는 2015년 1분기 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.

Q1 2015 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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Q1 2015 Overview

Favorable to car demand

- Economic stimulus policies in Euro-zone and Korea
- Low oil price
 - Possibility of lifting sanctions on Iran (Oil supply ↑)

Market

- Market improvement in W. Europe and Korea
 - W. Europe: +7.0%
(vs. Jan.~Feb. 2014)
 - * - Korea: +5.6%
(vs. Q1 2014)
- Elevated competition
 - Increased sales volume of import car by 33% in Korea (Q1 2014 44K vs Q1 2015 59K)

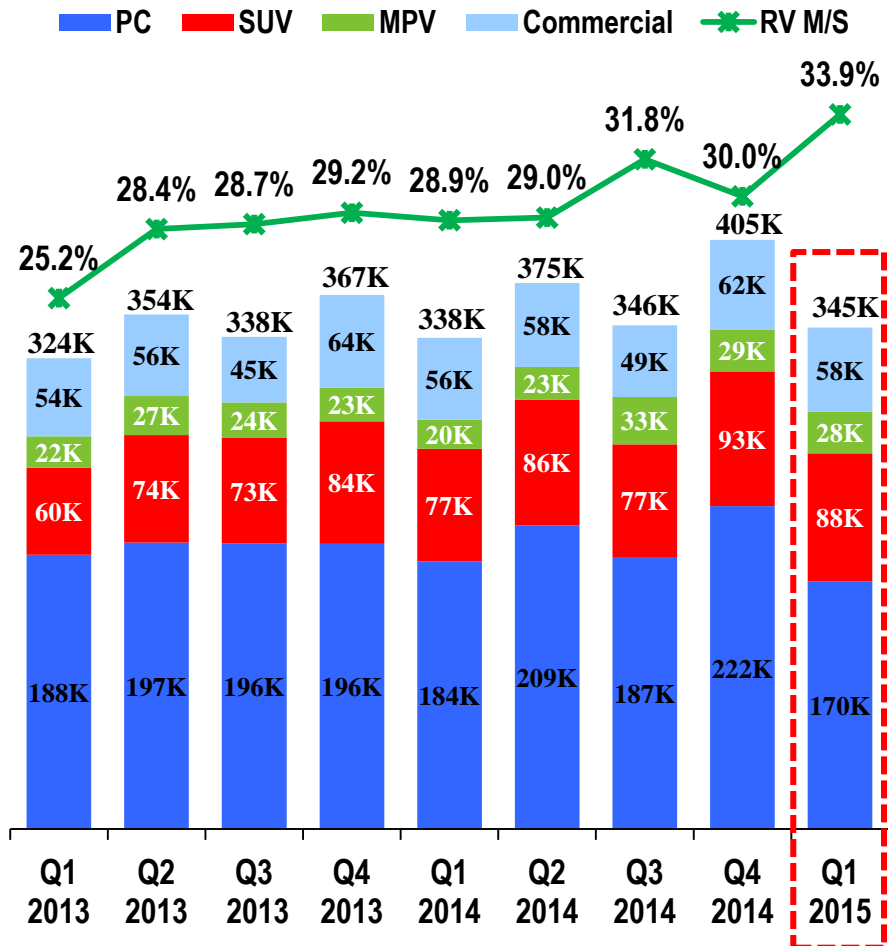
※ Korea : Including import car

SYMC Vehicle Sales

- Domestic
 - Increased by 26% (4,310 vehicles) thanks to new car effect of Tivoli and continued strong SUVs demand
- Overseas
 - Decreased by 41% (8,066 vehicles) mainly due to East Europe including Russia

Domestic Market Trend

➤ Quarterly market trend



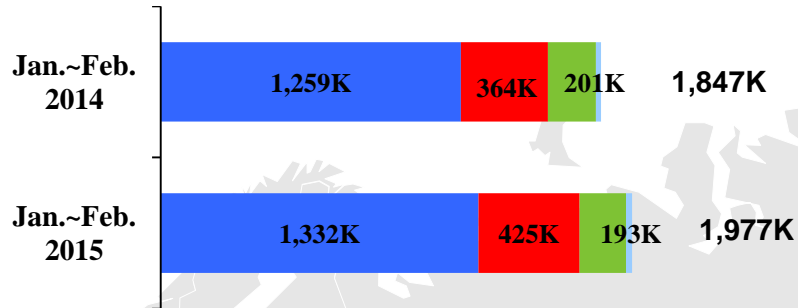
▪ Q1 2015 (vs. Q1 2014)

- Total market : +2.1%
- PC : -7.5%
- SUV : +13.9%
 - Continued strong demand & New car effect (Tivoli, Sorento)
- MPV : +42.6%
 - New car effect (Carnival)
- RV M/S : 33.9% (+5.0%p vs Q1 2014)
- SYMC Market share in total market
 - Q1 2014 : Q1 2015 = 5.0% : 6.1%

※ Unit: vehicles
(Excluding imported cars)

Overseas Market Trend

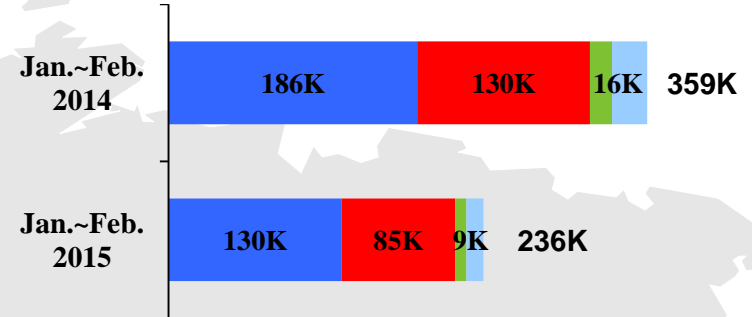
➤ Europe (28 Countries)



- Total market : +7.0%

- SUV market : +16.5%

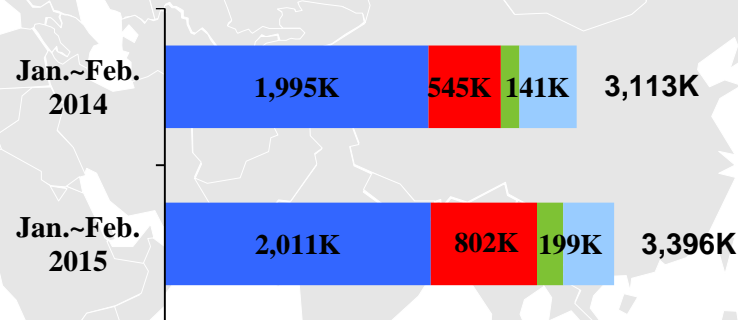
➤ Russia



- Total market : -34.3%

- SUV market : -34.4%

➤ China



- Total market : +9.1%

- SUV market : +47.2%

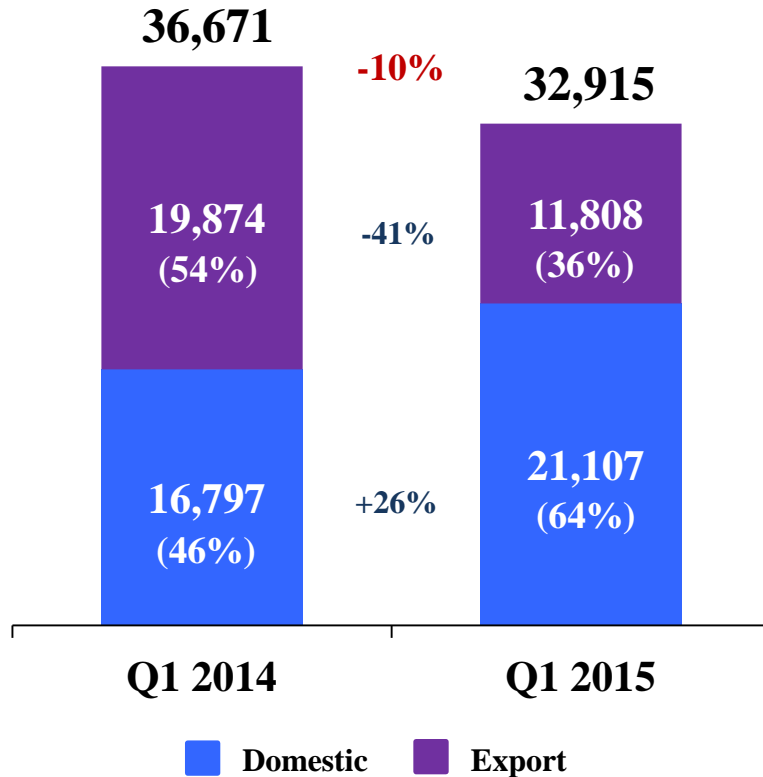
※ Unit : Vehicle

※ Source : Automotive News, Kari, JATO

※ Excluding commercial vehicles



SYMC Sales Volume in Q1 2015



※ Unit: vehicle

➤ Sales volume decrease

- Total Sales : -3,756 units (-10%)
 - Domestic : +4,310 units (+26%)
 - Export : -8,066 units (-41%)

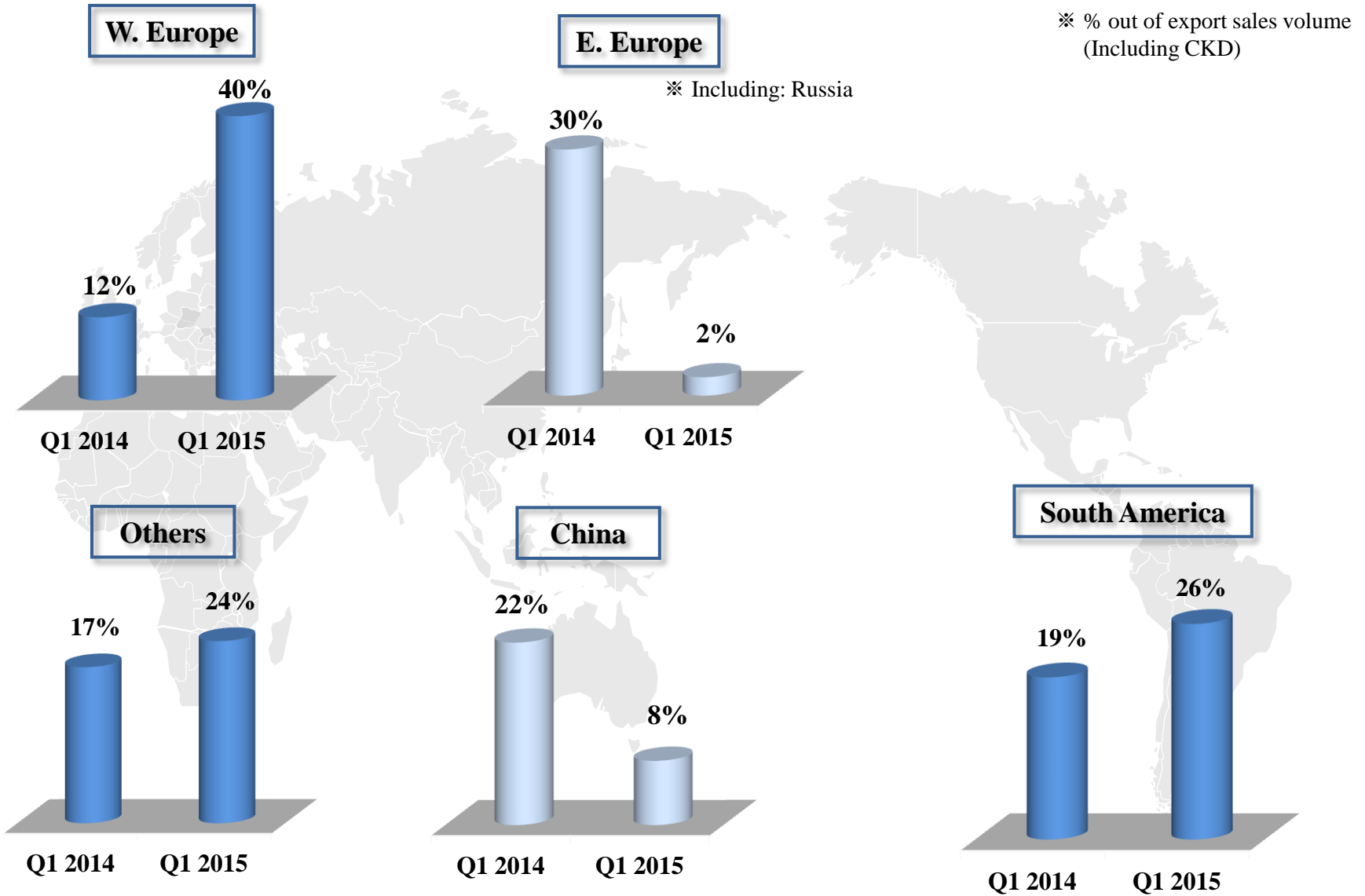
➤ Domestic portion increase : +18%p

- Q1 2014 : Q1 2015 = 46% : 64%

➤ Tivoli sales

- Domestic monthly avg. : 2,679 vehicles
- Export : Shipment start from March

Export by Region in Q1 2015



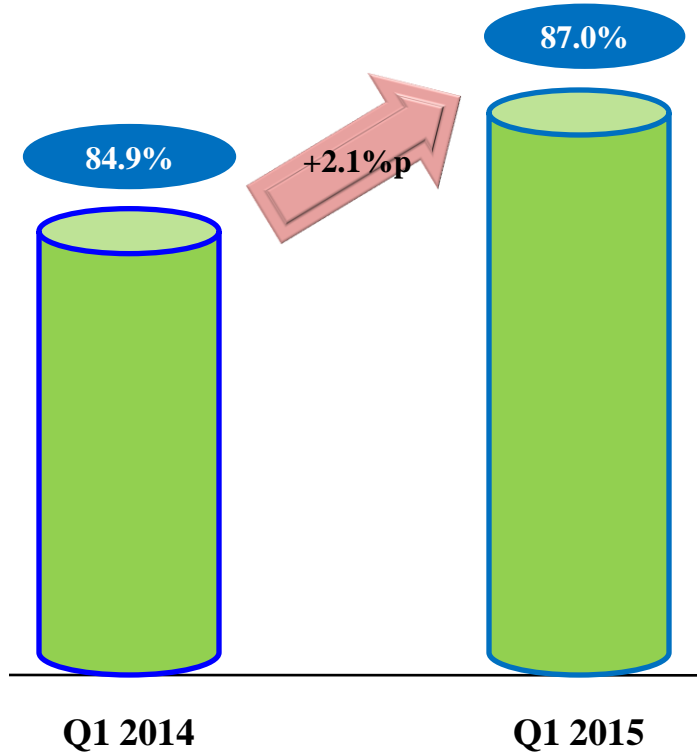
Income Statement(Consolidated) / Q1 2015

(Unit: billion krw)

Category	Q1 2014	Q1 2015	Change	Change(%)
Sales	862.6	760.4	-102.2	-11.9%
Cost of sales	732.1	661.5	-70.6	-9.7%
Gross Profit	130.5	98.9	-31.6	-24.2%
SG&A	131.3	133.1	1.8	1.4%
Operating Profit	-0.8	-34.2	-33.4	-
PBT	10.9	-31.2	-42.1	-
PAT	10.7	-31.2	-41.9	-

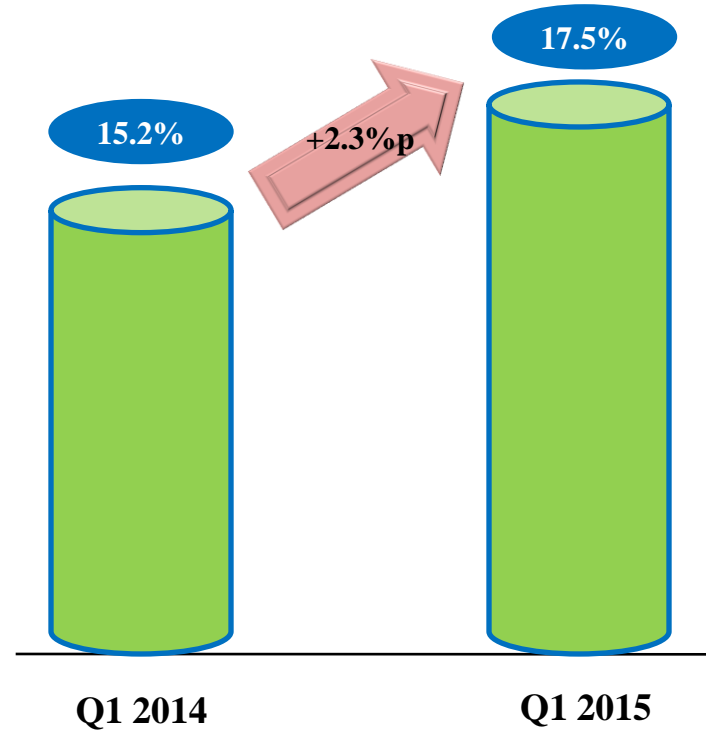
Operating Costs / Q1 2015

Cost of sales %



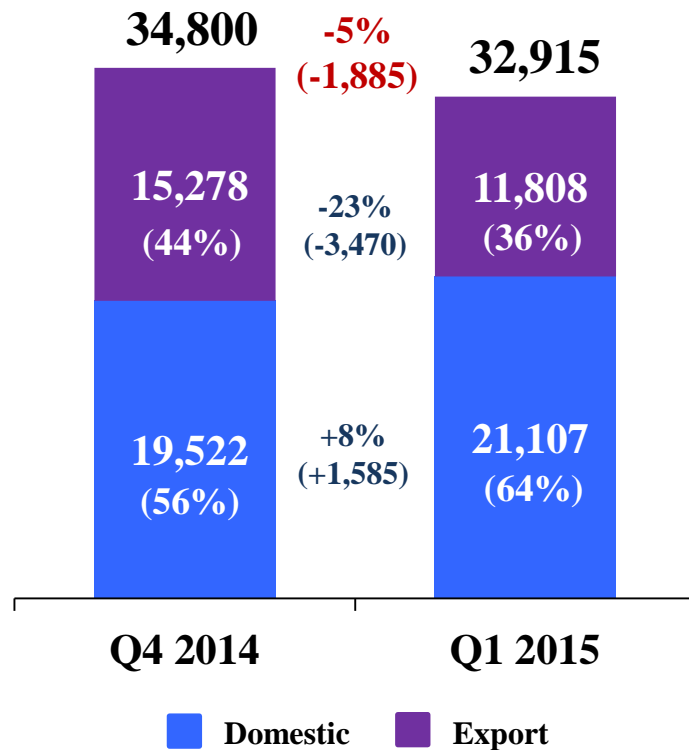
※ (Cost of Sales/Sales)*100

SG&A expense %



※ (SG&A expenses/Sales)*100

SYMC Sales Volume & P/L (Q1 2015 vs. Q4 2014)



※ Unit: vehicle

(Unit: billion krw)

Category	Q4 2014	Q1 2015	Change	Change (%)
Sales Revenue	830.5	760.4	-70.1	-8.4%
Cost of sales	711.0	661.5	-49.5	-7.0%
Gross Profit	119.5	98.9	-20.6	-17.2%
SG&A	151.8	133.1	-18.6	-12.3%
Operating Profit	-32.2	-34.2	-2.0	-

SYMC's Focus in 2015

Focusing on profitability

- **Control sales volume by regions**
 - **Concentration on domestic sales**
 - **Adjustment of sales volume by regions in overseas markets**

Tivoli

- **Effort to reduce waiting customers before introduction of Tivoli diesel in domestic sales**
- **Global launch of Tivoli**
 - **Test driving for European press in Tivoli, Italy in May**
 - **Shanghai motorshow in April**
- **Diesel model in June & Long body model in 2015 year-end or early 2016**