

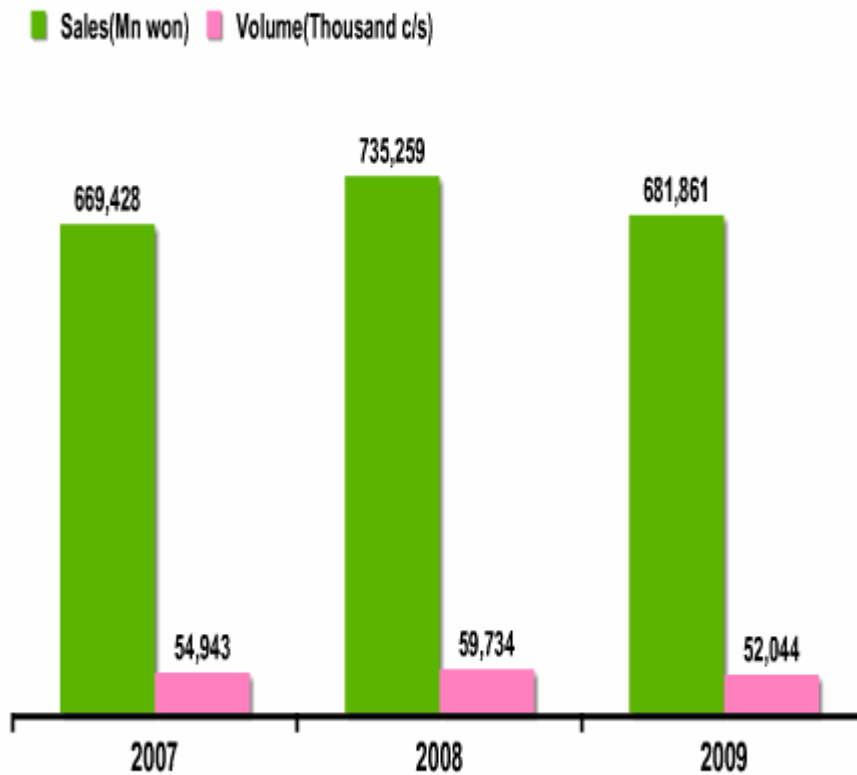


Investor Relations

2009 Result of Jinro
2010. 02

1. Sales & Volume

- Sales 681.8bn won(yoy 7.3% decreased), Sales volume 12.9% decreased



• Sales & M/S decreased

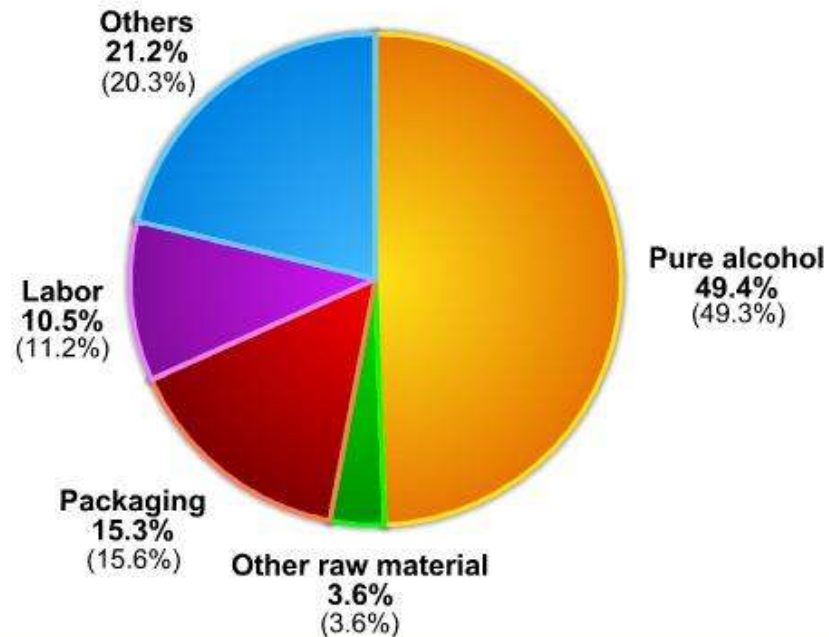
- ① Because of economic recession, soju market reduced
base) → about 7% decreased (shipment)
- ② Through inventory adjustment in wholesaler side, prepare for reasonable inventory maintain strategy

• Price hike history

- ① '07 May 4.9%
- ② '08 Dec 5.9%

2. Cost breakdown

- Gross profit 300 bn won, yoy 8.1% decreased(Gross profit margin 44.0%)



•Pure alcohol

- Value: roughly 189bn won(yoy -6.5bn won)
- Pipeline of pure alcohol
 - Pure alcohol company(10ea)
 - Korea Ethanol Supplies company(1ea)
 - Soju Company(10ea)
- Raw material of pure alcohol
 - Sweet potato, corn, tapioca, rice, etc.

•Packaging

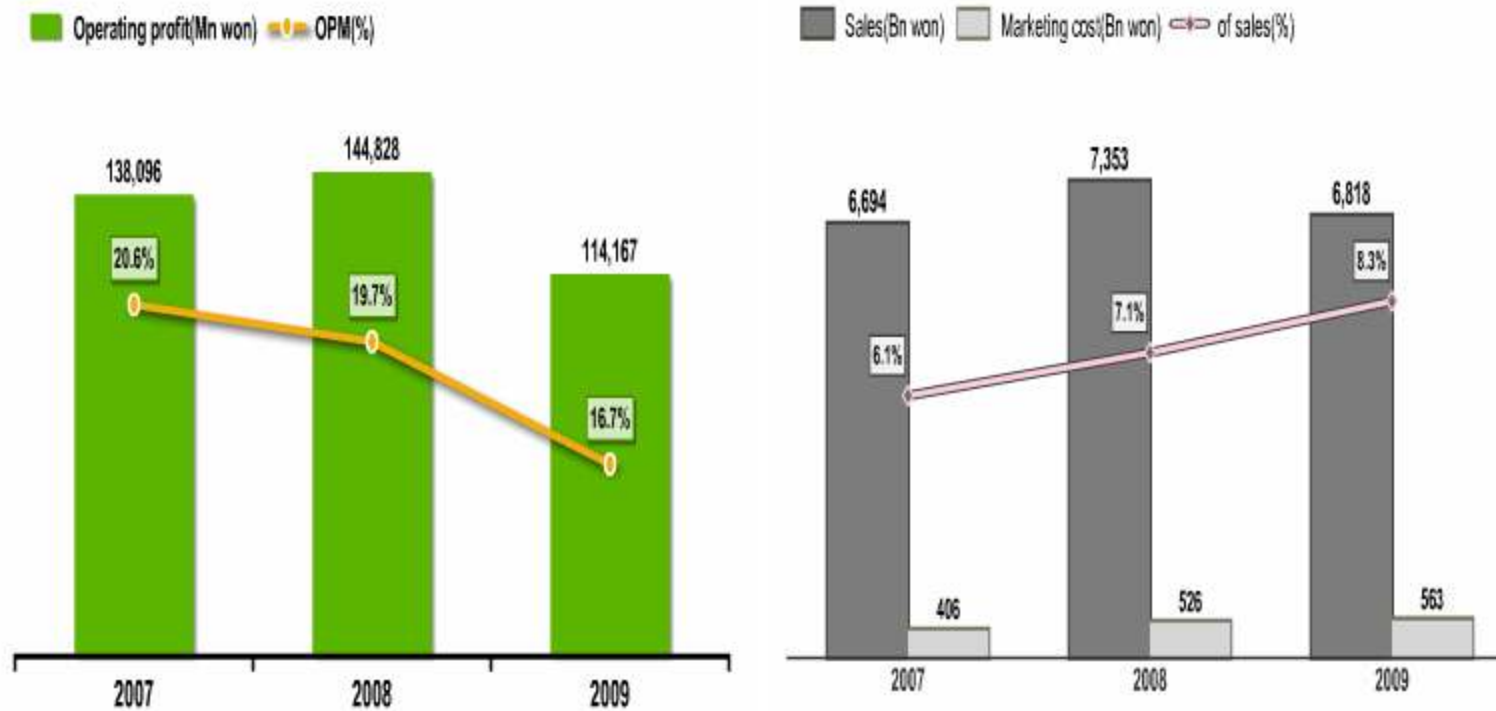
- Cost: roughly 58.4bn won (yoy -3.5bn won)
- Because of volume decreased, total cost reduced

COGS breakdown

※ () '08 result

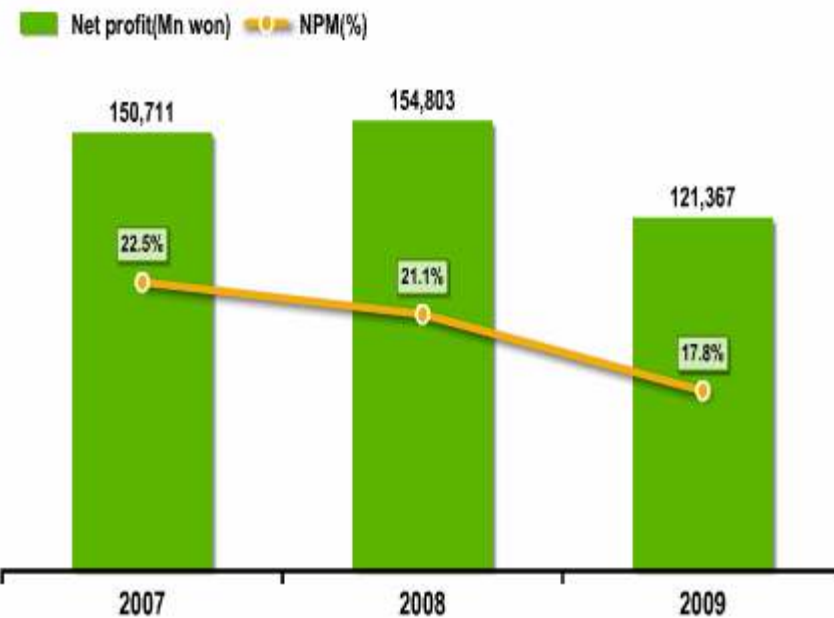
3. Operating profit & Marketing cost

- Operating profit : 114.1bn won(yoy 21.2% decreased, OPM 16.7%)
- Marketing cost : 56.3bn won, of sales 8.3%(yoy 3.8bn won increased)
- Market share : shipment base 48.3% (yoy 3.1%p decreased)



4. Net profit

- Net profit 121.3bn won(yoy 21.6% decreased)



- Equity method gains included**

- '09 equity method gains 31.7bn won

- yoy 9.2bn won increased

- 17.4bn won of interest expenses**

- yoy 6.6bn won decreased

- Total interest bearing debt 300bn won

- (end of 2009 base)

Financial statement (Income statement)

Unit: Mn won, Thousand c/s

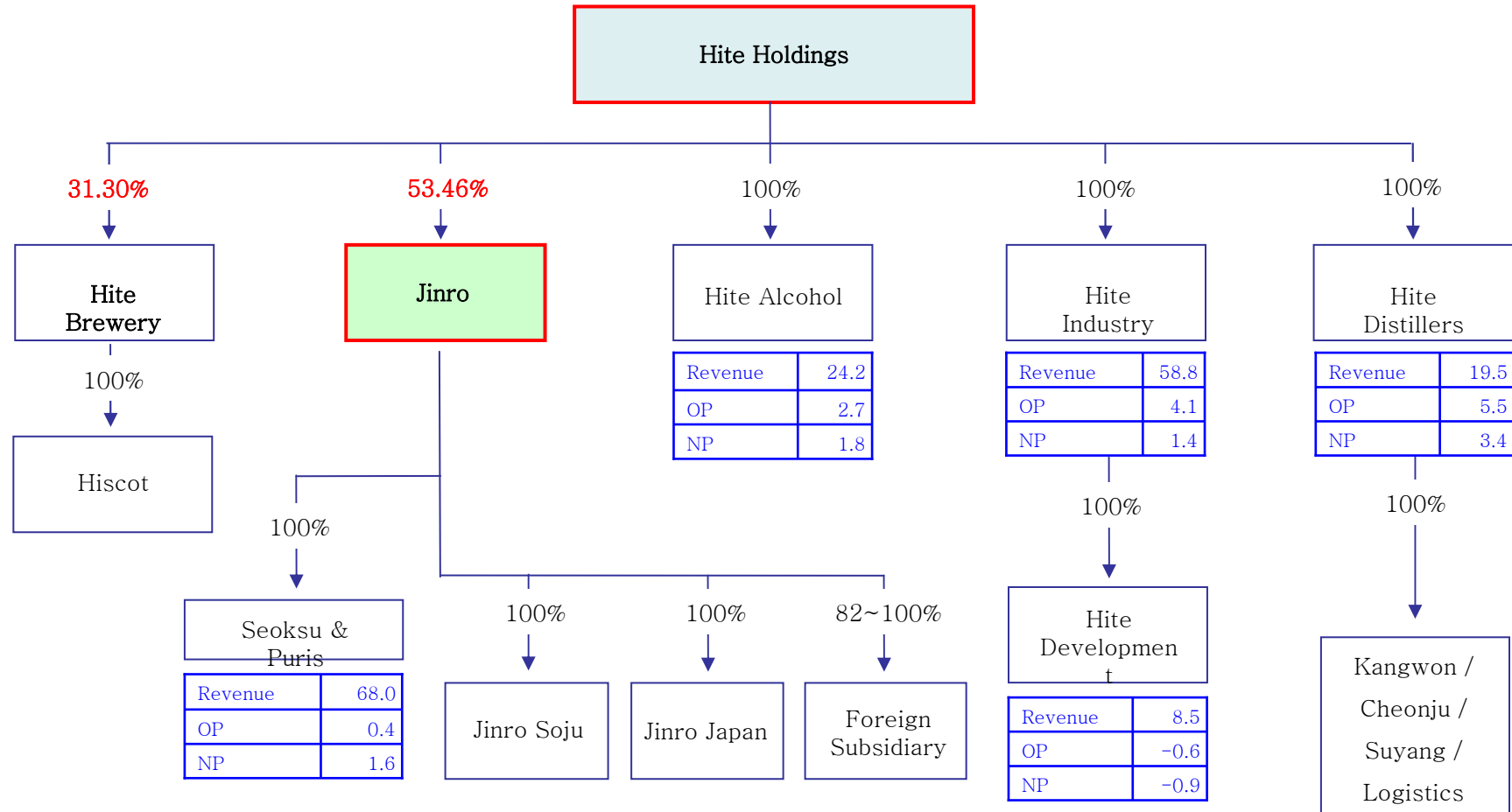
Items	2009	In/Decrease	Ratio	2008	Ratio	2007	Ratio
Sales	681,861	-7.3%	100.0%	735,259	100.0%	669,428	100.0%
(Volume thousand)	(52,029 Cs)	-12.9%		(59,734 Cs)		(54,943 Cs)	
COGS	381,870	-6.6%	56.0%	408,710	55.6%	373,593	55.8%
Gross profit	299,991	-8.1%	44.0%	326,549	44.4%	295,835	44.2%
SG&A	185,824	2.3%	27.3%	181,721	24.7%	157,739	23.6%
(Marketing expenses)	(56,386)	7.3%	8.3%	(52,555)	7.1%	(40,635)	6.1%
Operating profit	114,167	-21.2%	16.7%	144,828	19.7%	138,096	20.6%
Non-operating profit	86,721	19.1%	12.7%	72,825	9.9%	91,369	13.6%
Non-operating loss	59,239	-14.0%	8.7%	68,848	9.4%	81,899	12.2%
(Interest expense)	(17,432)	-27.4%	2.6%	(24,023)	3.3%	(34,175)	5.1%
Recurring profit	141,649	-4.8%	20.8%	148,805	20.2%	147,566	22.0%
Special gain	-			-		-	
Special loss	-			-		-	
Profit before tax	141,649	-4.8%	20.8%	148,805	20.2%	147,566	22.0%
Corporate tax	20,282	-438.1%	3.0%	5,998	-0.8%	3,145	-0.5%
Net profit	121,367	-21.6%	17.8%	154,803	21.1%	150,711	22.5%

Financial statement (Balance sheet)

Unit : Mn won

Items	2009	In/Decrease	Ratio	2008	2007
Assets	1,402,469	6.3%	100.0%	1,319,219	1,310,207
1. Current Assets	256,196	-28.3%	18.3%	357,416	319,863
(1) Cash and receivables	223,748	-33.2%	16.0%	334,758	294,426
(2) Inventories	32,448	43.2%	2.3%	22,658	25,437
2. Non-current Assets	1,146,273	19.2%	81.7%	961,803	990,343
(1) Investment	345,542	3.2%	24.6%	334,979	399,309
(2) Property, Land & Equipment	615,636	75.5%	43.9%	350,853	333,990
(3) Goodwill, Industrial property rights	1,413	11.3%	0.1%	1,270	1,019
(4) Other non-current Assets	183,681	-33.1%	13.1%	274,701	256,025
Liabilities	656,415	-22.3%	46.8%	844,435	1,015,691
1. Current Liabilities	568,091	-14.6%	40.5%	665,502	814,982
2. Non-current Liabilities	88,324	-50.6%	6.3%	178,933	200,709
Shareholders' Equity	746,054	57.1%	53.2%	474,784	294,516
1. Shareholders' Equity	215,000	0.0%	15.3%	215,000	215,000
2. Capital surplus	619	0.0%	0.0%	619	4,297
3. Capital adjustment	-45,979	296538.7%	-3.3%	-16	-16
4. Unappropriated retained earnings	213,996	1080.4%	15.3%	18,129	-11,014
5. Retained losses	362,418	50.3%	25.8%	241,051	86,248

Hite Jinro group structure

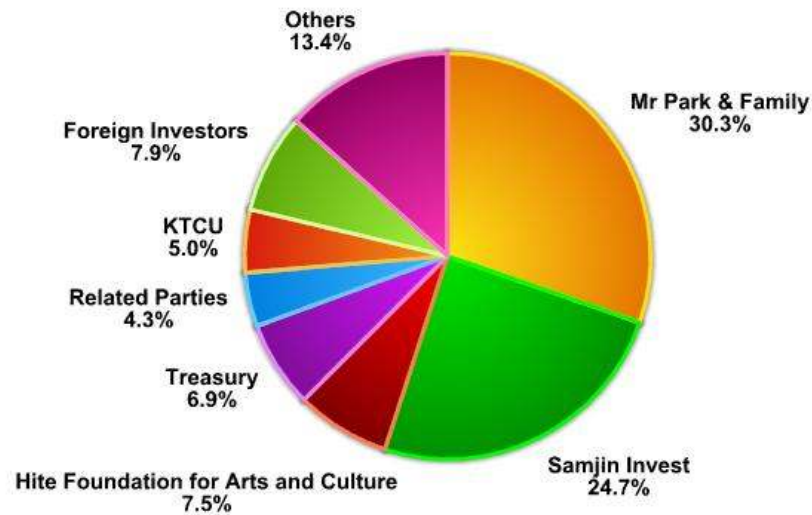


* 2009 financial figures of subsidiary (not confirmed), unit : bn won

Equity status of Hite Jinro group

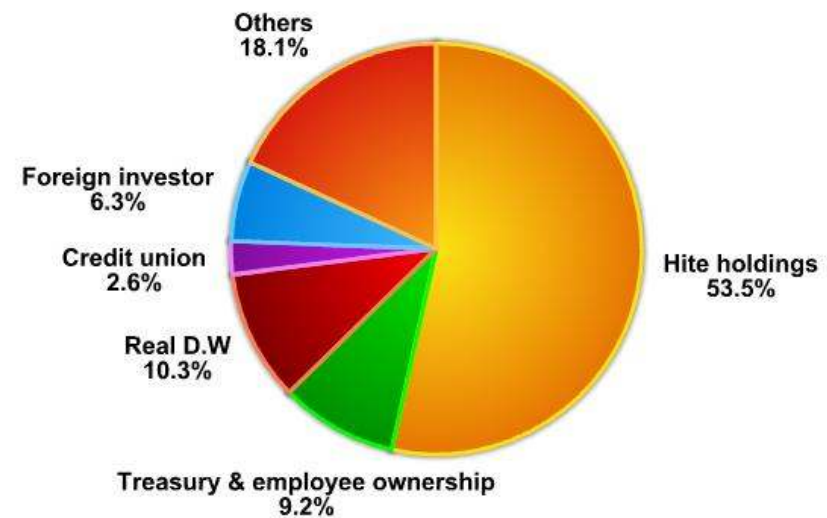


Hite holdings



- Total shares : 23,677,575 shares
 - Common : 23,206,765 shares
 - Preferred : 470,810 shares

Jinro



- Total shares : 43,000,000 shares
 - Common : 42,995,303 shares
 - Preferred : 4,697 shares