## FY2009 1Q Earnings Release

## KT Freetel Co., Ltd.

[^0]FY2009 1Q Earnings Release

## I. Financial Highlights

Summary of income statement \& financial ratios]

|  | (n million KRW) | 2009-1Q | 2008-4Q | Q0Q | 2009-1Q | 2008-1Q | YoY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Service revenue |  | 1,470,993 | 1,534,226 | -4.1\% | 1,470,993 | 1,431,897 | 2.7\% |
| Service cost |  | 1,227,593 | 1,326,545 | -7.5\% | 1,227,593 | 1,341,051 | -8.5\% |
| Operating income |  | 243,400 | 207,681 | 17.2\% | 243,400 | $\mathbf{9 0 , 8 4 7}$ | 167.9\% |
| EBITDA |  | 503,725 | 496,041 | 1.5\% | 503,725 | 371,294 | 35.7\% |
| Net non-operating accounts |  | $(61,184)$ | $(82,202)$ | -25.6\% | $(61,184)$ | $(60,034)$ | 1.9\% |
|  | Non-operating income | 65,830 | 64,855 | 1.5\% | 65,830 | 32,595 | 102.0\% |
|  | Non-operating expense | 127,014 | 147,057 | -13.6\% | 127,014 | 92,629 | 37.1\% |
| Income before taxes |  | 182,216 | 125,479 | 45.2\% | 182,216 | 30,813 | 491.4\% |
|  | Taxes | 54,748 | 23,572 | 132.3\% | 54,748 | 10,282 | 432.5\% |
| Net income |  | 127,468 | 101,907 | 25.1\% | 127,468 | 20,531 | 520.9\% |

Financial ratios

|  | 2009-1Q | 2008-4Q | Q0Q | 2009-1Q | 2008-1Q | YoY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Marketing cost ratio | 25.5\% | 25.7\% | -0.3\%p | 25.5\% | 32.1\% | -6.7\%p |
| OP margin | 16.5\% | 13.5\% | 3.0\%p | 16.5\% | 6.3\% | 10.2\%p |
| EBITDA margin | 34.2\% | 32.3\% | 1.9\%p | 34.2\% | 25.9\% | 8.3\%p |
| Net income margin | 8.7\% | 6.6\% | 2.0\%p | 8.7\% | 1.4\% | 7.2\%p |
| Effective income tax rate | 30.0\% | 18.8\% | 11.3\%p | 30.0\% | 33.4\% | -3.3\%p |
| Net debt/equity ratio | 32.4\% | 34.2\% | -1.8\%p | 32.4\% | 22.0\% | 10.4\%p |
| (If 3G license payable included) | 39.1\% | 43.9\% | -4.8\%p | 39.1\% | 31.4\% | 7.7\%p |
| Total debt/equity ratio | 83.1\% | 84.5\% | -1.4\%p | 83.1\% | 73.4\% | 9.7\%p |

## Service revenue

- Fell by $4.1 \%$ QoQ due to reduced call traffic affected by New Year's Holiday and less number of business days
- Rising subscribers contributed to $2.7 \%$ YoY growth


## Service cost

- Dropped by 7.5\% QoQ mainly due to diminished marketing cost and depreciation expense


## EBITDA margin

- EBITDA margin improved by $8.3 \%$ p YoY mainly due to reduced marketing cost


## Non-operating account

- Net loss from non-operating account fell by $25.6 \%$ QoQ mainly because of decreased losses from disposal of PP\&E


## Taxes

- Effective tax rate rose by $11.2 \%$ p QoQ due to the decrease of deferred tax assets caused by reduced investment and tax credit

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## II. Service Revenue

| (In million KRW) | 2009-1Q | 2008-4Q | Q0Q | 2009-1Q | 2008-1Q | YoY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Service revenue | 1,470,993 | 1,534,226 | -4.1\% | 1,470,993 | 1,431,897 | 2.7\% |
| Voice revenue | 826,326 | 845,419 | -2.3\% | 826,326 | 787,243 | 5.0\% |
| Monthly base fee | 496,020 | 486,124 | 2.0\% | 496,020 | 449,221 | 10.4\% |
| Airtime charge | 352,663 | 378,581 | -6.8\% | 352,663 | 337,245 | 4.6\% |
| Value added service | 33,839 | 31,250 | 8.3\% | 33,839 | 33,368 | 1.4\% |
| Other voice revenue | 27,138 | 28,450 | -4.6\% | 27,138 | 20,721 | 31.0\% |
| (Voice discount) | $(83,333)$ | $(78,986)$ | 5.5\% | $(83,333)$ | $(53,312)$ | 56.3\% |
| Data revenue | 240,425 | 235,353 | 2.2\% | 240,425 | 213,530 | 12.6\% |
| Monthly base fee | 77,837 | 72,745 | 7.0\% | 77,837 | 66,151 | 17.7\% |
| Messaging (SMS,MMS) | 68,790 | 70,367 | -2.2\% | 68,790 | 59,535 | 15.5\% |
| Wireless data usage | 64,993 | 63,465 | 2.4\% | 64,993 | 58,268 | 11.5\% |
| Contents | 20,215 | 21,329 | -5.2\% | 20,215 | 22,645 | -10.7\% |
| Others | 8,591 | 7,448 | 15.3\% | 8,591 | 6,931 | 23.9\% |
| Interconnection revenue | 243,912 | 280,307 | -13.0\% | 243,912 | 242,679 | 0.5\% |
| Resale revenue | 119,855 | 134,120 | -10.6\% | 119,855 | 140,109 | -14.5\% |
| Other revenue | 40,475 | 39,027 | 3.7\% | 40,475 | 48,336 | -16.3\% |
| Subscription | 20,901 | 19,322 | 8.2\% | 20,901 | 32,537 | -35.8\% |
| Other service revenue | 19,574 | 19,705 | -0.7\% | 19,574 | 15,798 | 23.9\% |
| Handset sales | 548,884 | 416,015 | 31.9\% | 548,884 | 650,923 | -15.7\% |
| Total operating revenue | 2,019,877 | 1,950,241 | 3.6\% | 2,019,877 | 2,082,820 | -3.0\% |

## Voice revenue

- Monthly base fee rose by $2.0 \%$ QoQ due to increased subscribers
- Airtime charge fell by $6.8 \%$ QoQ due to seasonally low call traffic influenced by 'New Year’s Day’ and less number of business days in February
- Other voice revenue grew by $31.0 \%$ YoY due to increased roaming usage


## Data revenue

- Messaging revenue dropped by $2.2 \%$ QoQ because of seasonally low messaging usage
- Wireless data usage revenue rose by $2.4 \%$ YoY thanks to increased number of flat data plan subscribers
- Contents revenue fell by $5.2 \%$ QoQ mainly because of decreased platform revenue related with contents downloading


## Interconnection revenue

- Interconnection revenue dropped by 13.0\% QoQ because accumulated effect (KRW 24.6 billion) of renewed interconnection rate was reflected in 4Q 2008


## Resale revenue

- Resale revenue fell by $10.6 \%$ QoQ due to decreased number of resale subscribers


## Handset sales

- Jumped by 31.9\% QoQ due to increased number of subscriptions

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## III. Service Cost

| (In million KRW) | 2009-1Q | 2008-4Q | Q0Q | 2009-1Q | 2008-1Q | Y0Y |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Labor expense | 65,734 | 59,481 | 10.5\% | 65,734 | 69,436 | -5.3\% |
| Commission | 112,984 | 129,402 | -12.7\% | 112,984 | 117,726 | -4.0\% |
| Interconnection | 183,668 | 209,538 | -12.3\% | 183,668 | 188,517 | -2.6\% |
| International call | 7,927 | 7,036 | 12.7\% | 7,927 | 7,354 | 7.8\% |
| Contents fee | 9,174 | 8,746 | 4.9\% | 9,174 | 8,935 | 2.7\% |
| Rent | 36,045 | 34,919 | 3.2\% | 36,045 | 40,902 | -11.9\% |
| Depreciation \& Amortization | 260,325 | 288,360 | -9.7\% | 260,325 | 280,447 | -7.2\% |
| Leased line expense | 93,694 | 97,630 | -4.0\% | 93,694 | 96,724 | -3.1\% |
| Utility | 15,764 | 15,847 | -0.5\% | 15,764 | 17,254 | -8.6\% |
| Repair \& Maintenance | 11,204 | 21,675 | -48.3\% | 11,204 | 13,085 | -14.4\% |
| Marketing expense | 374,747 | 394,696 | -5.1\% | 374,747 | 460,307 | -18.6\% |
| Bad debt expense | 19,505 | 22,670 | -14.0\% | 19,505 | 20 | 99261.1\% |
| Tax \& Dues | 5,495 | 7,245 | -24.2\% | 5,495 | 9,855 | -44.2\% |
| USO | 68 | -5,324 | N/A | 68 | 4,700 | -98.5\% |
| Others | 31,259 | 34,623 | -9.7\% | 31,259 | 25,788 | 21.2\% |
| Total service cost | 1,227,593 | 1,326,545 | -7.5\% | 1,227,593 | 1,341,051 | -8.5\% |

## Labor expense

- Went up by $10.5 \%$ QoQ due to to yearly increase of base salary and regular bonus payments for New Year's Day


## Repair \& Maintenance

- Fell by $48.3 \%$ QoQ due to decreased investment in network equipment


## Bad debt expense

- Declined by $14.0 \%$ QoQ due to temporary increase of receivables subject to conservative bad debt accounting policy in 4Q 2008


## Others

- Rose by 21.2\% YoY due to increased cost related with expanding usage of international roaming service

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## IV. Interconnection Revenue \& Expense

| In million KRW | 2009-1Q | 2008-4Q | Q0Q | 2009-1Q | 2008-1Q | Y0Y |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Interconnection revenue | 243,912 | 280,307 | -10.0\% | 243,912 | 242,679 | 0.5\% |
| LM | 68,853 | 86,151 | -20.1\% | 68,853 | 73,852 | -6.8\% |
| MM | 175,060 | 194,156 | -9.8\% | 175,060 | 168,827 | 3.7\% |
| Interconnection expense | 183,668 | 209,538 | -12.3\% | 183,668 | 188,517 | -2.6\% |
| LM | 32,788 | 33,887 | -3.2\% | 32,788 | 36,861 | -11.0\% |
| MM | 150,880 | 175,651 | -14.1\% | 150,880 | 151,657 | -0.5\% |
| Net interconnection profit | 60,245 | 70,768 | -14.9\% | 60,245 | 54,162 | 11.2\% |
| LM | 36,065 | 52,263 | -31.0\% | 36,065 | 36,991 | -2.5\% |
| MM | 24,180 | 18,505 | 30.7\% | 24,180 | 17.171 | 40.8\% |

## Interconnection revenue

- Fell by $10.0 \%$ QoQ due to reflection of accumulated effect (KRW 24.6 bil.) of renewed interconnection rate in 4Q 2008 and seasonally low traffic


## Interconnection expense

- Dropped by 12.3\% QoQ due to seasonally low traffic


## Net interconnection profit

- Declined by $14.9 \%$ QoQ mainly due to reflection of accumulated effect (KRW 24.2 bil.) of renewed interconnection rate in 4Q 2008


## V. Marketing Cost

| (In million KRW) | 2009-1Q | 2008-4Q | Q0Q | 2009-1Q | 2008-1Q | YoY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Acquisition cost | 221,663 | 232,072 | -4.5\% | 221,663 | 323,744 | -31.5\% |
| Retention cost | 135,382 | 140,785 | -3.8\% | 135,382 | 112,482 | 20.4\% |
| Advertising | 17,702 | 21,839 | -18.9\% | 17,702 | 24,081 | -26.5\% |
| Marketing cost total | 374,747 | 394,696 | -5.1\% | 374,747 | 460,307 | -18.6\% |

## Marketing cost total

- Fell by $5.1 \%$ QoQ mainly due to decreased acquisition cost


## Subscriber acquisition cost

- Dropped by 4.5\% QoQ due to reduced acquisition cost per subscriber


## Subscriber retention cost

- Declined by 3.8\% QoQ due to decreased retention cost per subscriber


## Advertising cost

- Fell by 18.9\% QoQ due to decreased exposures to media advertisement related with WCDMA marketing

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## VI. Non-operating Income \& Expense

| (In million KRW) | 2009-1Q | 2008-4Q | Q0Q | 2009-1Q | 2008-1Q | YoY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Interest income | 12,828 | 10,021 | 28.0\% | 12,828 | 4,670 | 174.7\% |
| Interest expense | 32,419 | 47,750 | -32.1\% | 32,419 | 27,659 | 17.2\% |
| Net interest account | $(19,591)$ | $(37,729)$ | -48.1\% | $(19,591)$ | $(22,989)$ | -14.8\% |
| Gain from FOREX | 754 | 2,654 | -71.6\% | 754 | 313 | 140.6\% |
| Loss from FOREX | 46,894 | 45,363 | 3.4\% | 46,894 | 10,668 | 339.6\% |
| Net FOREX account | $(46,140)$ | $(42,709)$ | 8.0\% | $(46,140)$ | $(10,355)$ | 345.6\% |
| Gain from equity method | 550 | 85 | 546.3\% | 550 | 297 | 85.1\% |
| Loss from equity method | 30,409 | 18,208 | 67.0\% | 30,409 | 37,449 | -18.8\% |
| Net equity method account | $(29,859)$ | $(18,123)$ | 64.8\% | $(29,859)$ | $(37,152)$ | -19.6\% |
| Other non-operating income | 51,698 | 52,095 | -0.8\% | 51,698 | 27,314 | 89.3\% |
| Other non-operating expense | 17,292 | 35,736 | -51.6\% | 17,292 | 16,852 | 2.6\% |
| Net others account | 34,406 | 16,359 | 110.3\% | 34,406 | 10,462 | 228.9\% |
| Total non-operating income | 65,830 | 64,855 | 1.5\% | 65,830 | 32,595 | 102.0\% |
| Total non-operating expense | 127,014 | 147,057 | -13.6\% | 127,014 | 92,629 | 37.1\% |
| Total net non-operating accounts | $(61,184)$ | $(82,202)$ | -25.6\% | $(61,184)$ | $(60,034)$ | 1.9\% |

## Non-operating accounts

- Net loss fell by $25.6 \%$ QoQ largely due to decreased losses from disposal of PP\&E
- Although foreign currency denominated debts resulted in increased FOREX loss YoY, the loss was entirely hedged through profits from derivative transaction(SWAP) as reflected in other non-operating income


## VII. EBITDA margin \& CAPEX

| (In million KRW) | 2009-1Q | 2008-4Q | QoQ | 2009-1Q | 2008-1Q | YoY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| D\&A | 260,325 | 288,360 | -9.7\% | 260,325 | 280,447 | -7.2\% |
| Operating income | 243,400 | 207,681 | 17.2\% | 243,400 | 90,847 | 167.9\% |
| EBITDA | 503,725 | 496,041 | 1.5\% | 503,725 | 371,294 | 35.7\% |
| EBITDA margin | 34.2\% | 32.3\% | 1.9\%p | 34.2\% | 25.9\% | 8.3\%p |
| CAPEX | 152,359 | 221,708 | -31.3\% | 152,359 | 283,768 | -46.3\% |

## EBITDA Margin

- Improved by 1.9\%p QoQ largely due to decreased marketing cost


## CAPEX

- Dropped by 46.3\% YoY due to reduced investment in WCDMA

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## VIII. Balance Sheet

| (In million KRW) | 2009-1Q | 2008-4Q | 2008-1Q | (In million KRW) | 2009-1Q | 2008-4Q | 2008-1Q |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Asset | 8,212,752 | 8,056,122 | 7,555,582 | Liabilities | 3,726,873 | 3,690,273 | 3,197,945 |
| Current asset | 2,462,817 | 2,199,857 | 1,773,988 | Current | 2,379,348 | 2,031,871 | 2,105,025 |
| Quick asset | 2,236,077 | 1,989,491 | 1,597,540 | Non-current | 1,347,525 | 1,658,403 | 1,092,919 |
| Inventory | 226,740 | 210,366 | 176,448 |  |  |  |  |
|  |  |  |  | Equity | 4,485,878 | 4,365,849 | 4,357,637 |
| Non-current asset | 5,749,934 | 5,856,266 | 5,781,594 | Paid-in capital | 1,044,181 | 1,044,181 | 1,044,181 |
| Investment | 449,396 | 396,903 | 331,963 | APIC | 1,728,150 | 1,728,150 | 1,728,150 |
| Tangible asset | 4,066,329 | 4,165,339 | 4,256,664 | Capital adjustment | 243 | 153 | (647) |
| Intangible asset | 753,505 | 780,242 | 851,588 | *AOC income/loss | $(17,574)$ | $(10,046)$ | (359) |
| Other non-CA | 480,704 | 513,781 | 341,378 | Retained earnings | 1,730,879 | 1,603,411 | 1,586,312 |

*AOC income/loss: Accumulated Other Comprehensive income/loss

## Leverage

- Total Debt/Equity ratio and Net Debt/Equity ratio stood at $83.1 \%$ and $32.4 \%$ respectively
- Net Debt/Equity ratio improved by $1.8 \%$ p QoQ due to increased retained earnings
* Long-term payable related to WCDMA license is excluded in calculating Net Debt/Equity ratio (39.1\% if included)


## [ Interest-bearing debt breakdown]

| (In million KRW) | $\mathbf{2 0 0 9 - 1 Q}$ | $\mathbf{2 0 0 8 - 4 Q}$ | $\mathbf{Q 0 Q}$ | $\mathbf{2 0 0 8 - 1 Q}$ | $\mathbf{Y o Y}$ |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Interest-bearing debt | $1,974,721$ | $1,888,700$ | $4.6 \%$ | $\mathbf{1 , 1 0 0 , 6 3 4}$ | $\mathbf{7 9 . 4 \%}$ |  |
| Payable within one year | 884,901 | 627,604 | $41.0 \%$ | 359,778 | $146.0 \%$ |  |
| Net debt | $\mathbf{1 , 4 5 4 , 4 6 5}$ | $\mathbf{1 , 4 9 1 , 9 7 6}$ | $\mathbf{- 2 . 5 \%}$ | $\mathbf{9 5 8 , 8 5 6}$ | $\mathbf{5 1 . 7 \%}$ |  |

## Interest-bearing debt

- Interest-bearing debt comprised of KRW 400 billion of short-term borrowings, KRW 430 billion of current portion of long-term debt, KRW 55 billion of current portion of long-term borrowings, KRW 1.007 trillion of long-term debt and KRW 83 billion of long-term borrowings
- Long-term payable of KRW 299 billion for WCDMA license is not included in calculating interest-bearing debt - Current portion of long-term payable: KRW 143 billion
- Long-term payable: KRW 156 billion

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## IX. Operation highlight

## A. Subscriber trend

| ('000) | 2009-1Q | 2008-4Q | 2008-3Q | 2008-2Q | 2008-1Q |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total number of subs. | 14,547 | 14,365 | 14,259 | 14,165 | 13,940 |
| KT resale subs. | 2,800 | 2,834 | 2,860 | 2,906 | 2,939 |
| Quarterly addition | 1,623 | 1,463 | 1,788 | 2,350 | 2,343 |
| Quarterly deactivation | 1,440 | 1,356 | 1,695 | 2,125 | 2,124 |
| Quarterly net addition | 182 | 107 | 93 | 225 | 219 |
| KTF-only (excluding resale subs.)) | 11,747 | 11,531 | 11,398 | 11,259 | 11,002 |
| Quarterly addition | 1,307 | 1,163 | 1,448 | 1,939 | 1,880 |
| Quarterly deactivation | 1,092 | 1,030 | 1,309 | 1,681 | 1,672 |
| Quarterly net addition | 216 | 133 | 139 | 258 | 208 |

## B. Subscriber breakdown by handset type

| $\left({ }^{\prime} 000\right)$ | $\mathbf{2 0 0 9 - 1 Q}$ | $\mathbf{2 0 0 8 - 4 Q}$ | $\mathbf{2 0 0 8 - 3 Q}$ | $\mathbf{2 0 0 8 - 2 Q}$ | $\mathbf{2 0 0 8 - 1 Q}$ |
| :---: | ---: | ---: | ---: | ---: | ---: | ---: |
| WCDMA | 9,232 | 8,266 | 7,408 | 6,316 | 4,840 |
| CDMA | 5,315 | 6,099 | 6,851 | 7,849 |  |
| Total | $\mathbf{1 4 , 5 4 7}$ | $\mathbf{1 4 , 3 6 5}$ | $\mathbf{1 4 , 2 5 9}$ | $\mathbf{1 4 , 1 6 5}$ | $\mathbf{1 3 , 9 0}$ |

* Including KT resale sub.
C. ARPU

| (KRW) | $2009-1 Q$ | $2008-4 Q$ | $2008-3 Q$ | $2008-2 Q$ | $2008-1 Q$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| ARPU-excluding interconnect. | 31,024 | 31,963 | 31,893 | 32,012 | 31,044 |
| ARPU-including interconnect. | 38,118 | 39,721 | 39,630 | 39,945 | 38,323 |
| Data ARPU (Net basis) | 6,993 | 6,957 | 7,036 | 6,901 | 6,620 |
| Contribution to ARPU (Net) | $23 \%$ | $22 \%$ | $22 \%$ | $22 \%$ | 7, |
| Data ARPU (Gross basis) | 7,599 | 7,630 | 7,757 | 7,521 | 2,200 |
| Contribution to ARPU (Gross) | $24 \%$ | $24 \%$ | $24 \%$ | $23 \%$ |  |

* Based on KTF only subs (excluding KT resale subs).

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\# Appendix 1 : Income Statement

| (KRW mn) | Fy 2007 | '08-1Q | '08-2Q | '08-3Q | '08-4Q | Fy 2008 | '09-1Q |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Operating Revenue | 7,293,321 | 2,082,820 | 2,292,249 | 2,020,910 | 1,950,241 | 8,346,220 | 2,019,877 |
| Voice | 3,077,847 | 787,243 | 825,935 | 830,940 | 845,419 | 3,289,537 | 826,326 |
| Data | 790,397 | 213,530 | 227,149 | 235,363 | 235,353 | 911,395 | 240,425 |
| Interconnection | 1,005,251 | 242,679 | 258,971 | 250,472 | 280,307 | 1,032,429 | 243,912 |
| Resale | 531,813 | 140,109 | 147,272 | 137,907 | 134,120 | 559,407 | 119,855 |
| Others | 166,551 | 48,336 | 57,183 | 46,922 | 39,027 | 191,468 | 40,475 |
| Handset | 1,721,462 | 650,923 | 775,739 | 519,306 | 416,015 | 2,361,983 | 548,884 |
| Operating Expense | 6,852,421 | 1,991,973 | 2,306,139 | 1,851,167 | 1,742,559 | 7,891,839 | 1,776,477 |
| Labor expense | 241,062 | 69,436 | 57,452 | 63,953 | 59,481 | 250,322 | 65,734 |
| Commission paid | 465,683 | 117,726 | 125,841 | 124,359 | 129,402 | 497,328 | 112,984 |
| Interconnection | 724,237 | 188,517 | 215,843 | 210,646 | 209,538 | 824,545 | 183,668 |
| International call | 21,849 | 7,354 | 8,027 | 5,744 | 7,036 | 28,161 | 7,927 |
| CP info usage charge | 54,681 | 8,935 | 13,299 | 10,877 | 8,746 | 41,857 | 9,174 |
| Rent | 157,796 | 40,902 | 43,627 | 42,904 | 34,919 | 162,352 | 36,045 |
| D\&A | 1,142,335 | 280,447 | 278,020 | 271,052 | 288,360 | 1,117,879 | 260,325 |
| Leased line cost | 386,542 | 96,724 | 89,279 | 91,664 | 97,630 | 375,298 | 93,694 |
| Utilities | 70,161 | 17,254 | 16,793 | 19,775 | 15,847 | 69,669 | 15,764 |
| Repair\&Maintenance | 72,853 | 13,085 | 16,496 | 16,493 | 21,675 | 67,749 | 11,204 |
| Lease | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Marketing | 1,818,009 | 593,275 | 756,621 | 521,888 | 515,225 | 2,387,009 | 482,742 |
| Bad Debt | 45,467 | 20 | 6,330 | 16,195 | 22,670 | 45,214 | 19,505 |
| Taxe \& Dues | 37,755 | 9,855 | 6,781 | 5,819 | 7,245 | 29,700 | 5,495 |
| USO | 18,000 | 4,700 | 5,000 | 5,000 | $(5,324)$ | 9,376 | 68 |
| Others | 95,128 | 25,788 | 31,557 | 31,589 | 34,623 | 123,558 | 31,259 |
| Cost of Handset sold | 1,500,862 | 517,956 | 635,172 | 413,208 | 295,485 | 1,861,822 | 440,889 |
| Operating Income | 440,900 | 90,847 | $(13,890)$ | 169,743 | 207,681 | 454,381 | 243,400 |
| Non-Operating Gains | 66,196 | 32,595 | 27,265 | 76,756 | 64,855 | 201,470 | 65,830 |
| Interest income | 22,526 | 4,670 | 7,224 | 2,687 | 10,021 | 24,602 | 12,828 |
| Disposition of Available-for-sale | 4,538 | 2,517 | 0 | 539 | 246 | 3,302 | 683 |
| Gain from FOREX | 459 | 313 | 2,345 | 2,418 | 2,654 | 7,730 | 754 |
| Equity method evaluation | 7,603 | 297 | 1,974 | 208 | 85 | 2,565 | 550 |
| Others | 31,071 | 24,797 | 15,722 | 70,904 | 51,849 | 163,272 | 51,015 |
| Non-Operating Losses | 220,175 | 92,629 | 82,557 | 147,254 | 147,057 | 469,496 | 127,014 |
| Interest | 127,258 | 27,659 | 25,546 | 31,634 | 47,750 | 132,589 | 32,419 |
| Loss from FOREX | 877 | 10,668 | 17,481 | 67,171 | 45,363 | 140,683 | 46,894 |
| Donations | 16,123 | 3,731 | 3,758 | 3,828 | 3,860 | 15,177 | 3,963 |
| Equity method evaluation | 25,702 | 37,449 | 20,848 | 31,132 | 18,208 | 107,636 | 30,409 |
| Disposition of Tangible asset | 43,998 | 2,821 | 3,320 | 12,530 | 25,373 | 44,045 | 12,556 |
| Others | 6,217 | 10,300 | 11,604 | 960 | 6,503 | 29,367 | 772 |
| Income before Taxes | 286,922 | 30,813 | $(69,182)$ | 99,245 | 125,479 | 186,355 | 182,216 |
| Income Tax | 42,777 | 10,282 | $(37,719)$ | 25,641 | 23,572 | 21,776 | 54,748 |
| Net Income | 244,144 | 20,531 | $(31,463)$ | 73,604 | 101,907 | 164,579 | 127,468 |

FY2009 1Q Earnings Release

## \# Appendix 2 : Balance Sheet

|  |  |  |  |  | (KRW mn) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1Q-2009 | 4Q-2008 | 1Q-2008 |  | 1Q-2009 | 4Q-2008 | 1Q-2008 |
| Assets | 8,212,752 | 8,056,122 | 7,555,582 | Liabilities | 3,726,873 | 3,690,273 | 3,197,945 |
| Current | 2,462,817 | 2,199,857 | 1,773,988 | Current | 2,379,348 | 2,031,871 | 2,105,025 |
| Quick Asset | 2,236,077 | 1,989,491 | 1,597,540 | Trade payable | 423,905 | 249,765 | 544,322 |
| Cash | 480,210 | 316,425 | 140,922 | Other payable | 536,355 | 612,078 | 747,817 |
| ST Securities | - | - | 450 | Short-term borrowings | 400,000 | - | - |
| Available-for-sale Securities | 40,045 | 80,299 | 406 | Advances from customer | 7,758 | 8,828 | 13,995 |
| Hold-to-maturity | - |  | - | Withholdings | 157,223 | 147,236 | 115,638 |
| Trade receivables | 1,454,753 | 1,355,344 | 1,252,657 | Accrued expenses | 149,456 | 188,143 | 169,805 |
| Other receivables | 47,975 | 41,805 | 39,377 | Current portion of LT debt | 628,298 | 756,327 | 484,055 |
| Short-term loans | 3,326 | 2,339 | 3,689 | Unpaid income tax | 70,485 | 63,265 | 22,234 |
| Advanced payment | 22,353 | 25,100 | 24,218 | Unpaid Dividends | - | - |  |
| Prepaid expenses | 37,771 | 23,824 | 16,294 | Others | 5,869 | 6,229 | 7,160 |
| Accrued income | 2,226 | 1,650 | 201 |  |  |  |  |
| Deferred tax | 147,417 | 142,705 | 119,326 |  |  |  |  |
| Others | - |  | - |  |  |  |  |
| I nventory | 226,740 | 210,366 | 176,448 |  |  |  |  |
| Non-Current | 5,749,934 | 5,856,266 | 5,781,594 | Non-Current | 1,347,525 | 1,658,403 | 1,092,919 |
| Investment | 449,396 | 396,903 | 331,963 | Bonds | 1,007,193 | 1,173,071 | 671,437 |
| LT financial investment | 10 | 10 | 13 | Long-term borrowings | 82,626 | 88,025 | 69,419 |
| Investment securities | 13,970 | 13,468 | 19,246 | Long-term payables | 155,475 | 295,732 | 286,254 |
| Equity method security | 210,176 | 189,234 | 248,639 | Others | 102,231 | 101,575 | 65,809 |
| Hold-to-maturity |  |  |  |  |  |  |  |
| Long-term loans | 53,096 | 56,784 | 39,494 |  |  |  |  |
| Others | 172,144 | 137,407 | 24,572 |  |  |  |  |
|  |  |  |  | Equity | 4,485,878 | 4,365,849 | 4,357,637 |
| Tangible Asset | 4,066,329 | 4,165,339 | 4,256,664 |  |  |  |  |
| Land | 118,717 | 118,742 | 119,032 |  |  |  |  |
| Buildings | 331,826 | 335,660 | 262,294 | Capital Stock | 1,044,181 | 1,044,181 | 1,044,181 |
| Structure | 73,533 | 75,358 | 73,760 |  |  |  |  |
| Equipment \& Machinery | 3,305,306 | 3,374,692 | 3,508,606 | APIC | 1,728,150 | 1,728,150 | 1,728,150 |
| Vehicles | 1,619 | 1,885 | 2,719 |  |  |  |  |
| Construction in progress | 35,570 | 48,752 | 100,398 | Capital Adjustment | 243 | 153 | (647) |
| Others | 199,758 | 210,251 | 189,855 |  |  |  |  |
|  |  |  |  | Accumlative Other | $(17,574)$ | $(10,046)$ | (359) |
| I ntangible Asset | 753,505 | 780,242 | 851,588 | Comprehensive Gain\&Loss |  |  |  |
| Others | 480,704 | 513,781 | 341,378 | Retained Earnings | 1,730,879 | 1,603,411 | 1,586,312 |
| Long-term Receivables | 203,940 | 211,533 | 52,577 |  |  |  |  |
| Guarantee deposit | 202,524 | 206,060 | 217,367 |  |  |  |  |
| Deferred income tax | 70,357 | 92,322 | 67,511 |  |  |  |  |
| Others | 3,884 | 3,866 | 3,924 |  |  |  |  |


[^0]:    This material contains forward-looking statements. These forward-looking statements are subject to risks, uncertainties and assumptions, some of which are beyond our control. Actual results may differ materially from those expressed or implied by these forward-looking statements. Because of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation might not occur in the way we expect, or at all. You should not place undue reliance on any forward-looking information.This material contains several estimated numbers. These are under the risk of retroactive change in the kind of disclosed data, forms, or numbers without notice.Company will not take any kind of legal responsibility on your investment decision based on this material.

