

Hyundai Department store

Republic of KOREA



Corporate Overview



Hyundai Department Store Co., Ltd

Date Established	June 15, 1971
Date Listed	August 22, 1989
Chairman	Chung Ji-Sun
President & CEO	Kyong Cheong-Ho, Ha Byung-Ho
Number of Stores	13 Stores
Total Assets	Euro 2bn, W 3,048bn (As of end-2010)
Gross sales	Euro 1.4bn, W 2,108bn (As of end-2010)

Corporate Overview



Department Store Business

- 13 existing stores
- + 6 New stores (~2015)
- Sales in FY10 : W4.0trn/ E 2.6bn
- RP in FY10: W612bn/ E 0.4bn

※FTC's company ranking in 2010
(exc. state-owned companies)

- No.21 in net profit, No.4 in debt ratio

FTC: Fair Trade Commission

(Unit: %)

HDS Group

- Sales in FY10 W 7.2trn
(2011 W 9.2trn, 28% ↑)

Home Shopping / Media

- Hyundai Home Shopping
(Listed in Sep. 2010)
- Hyundai HCN (8 SOs)
(Listed in Dec. 2010)
- Sales in FY10: W2.0trn / E 1.3bn
- RP in FY10: W211bn / E 0.2bn

Hyundai Green Food

- Food materials distribution, catering service
- Food service business
(Bakery, Sushi restaurant)
- New business (concession, HMR, etc)
- Sales in FY10: W0.9trn / E 0.6bn
- RP in FY10: W126bn / E 0.08bn

Corporate Overview



2011

Opened Deagu Store in Daegu

2010

Opened Kintex Store in Ilsan

2003

Opened Joongdong Store in Bucheon

2002

Established Hyundai Communications Network
Opened Mokdong Store in Seoul
Established Hyundai Department Store H&S Co., Ltd.

2001

Established Hyundai Home Shopping
Opened Mia Store in Seoul

2000

Changed corporate identity to Hyundai Department Store Co., Ltd.
Participated in COEX Mall Project

1999

Separated from Hyundai Group(Spin-off)
Established e-hyundai Co.,Ltd.(currently Hmall)
Established G-net(catering business, currently Hyundai Food System)



Corporate Overview



1998

Opened Ulsan Store in Ulsan(acquired controlling interest in Juriwon)
Opened Seongnam Store in Ulsan(acquired controlling interest in Juriwon)
Opened Gwangju Store in Gwangju(reached OMA with Songwon dep't store)
Opened Shinchon Store in Seoul

1997

Opened Cheonho Store in Seoul

1996

Acquired Korea Physical Distribution Co.(Logistics)

1995

Opened Busan Store in Busan
Launched Travel Business(Hyundai Dream Tour)

1988

Opened Trade Center Store in Seoul

1985

Opened Apgujeong Main Store in Seoul

1977

Opened Donggu Store in Ulsan



CORPORATE OVERVIEW

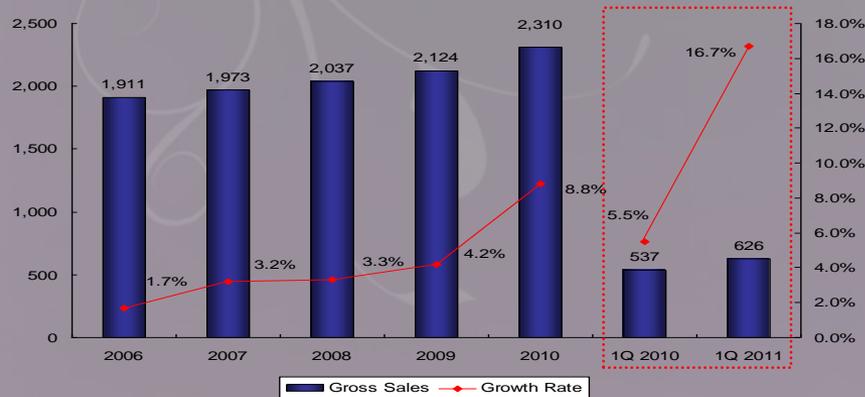
Financial highlights(HDS Group)



※ Hyundai Department Store

- Improving sales

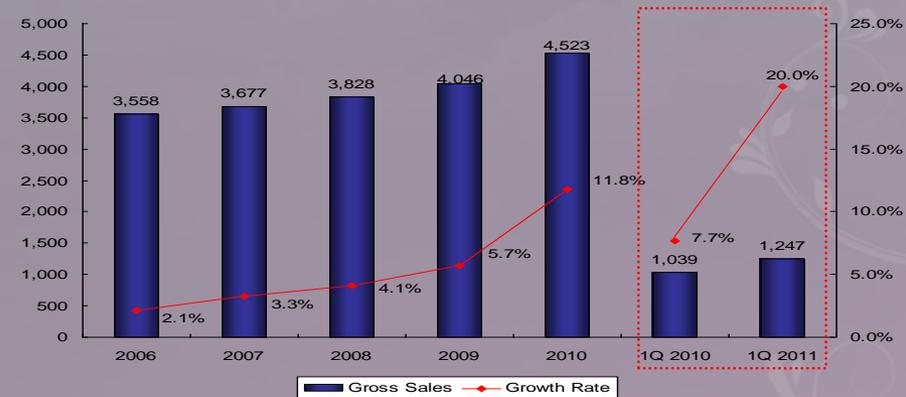
(KRW billion, %)



※ Total 12 Stores (except Gwangju store)

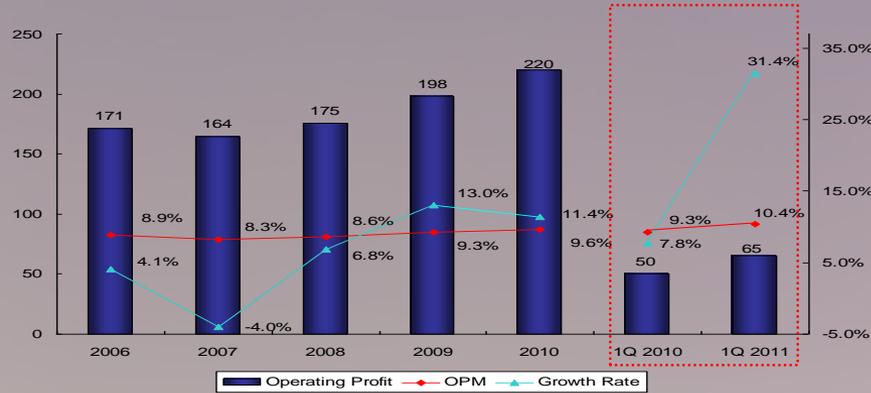
- Improving sales

(KRW billion, %)



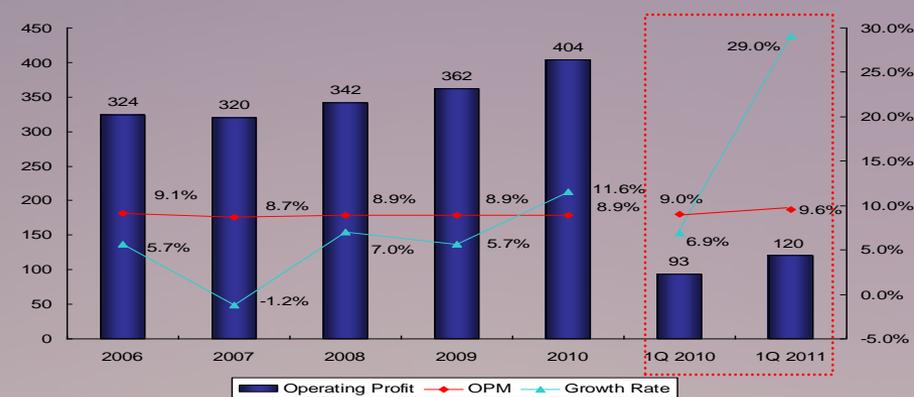
- Operating profit

(KRW billion, %)



- Operating profit

(KRW billion, %)



Note: 1. Parent-based managerial accounting figures, six stores.

Note: 1. Based on managerial accounting figures.

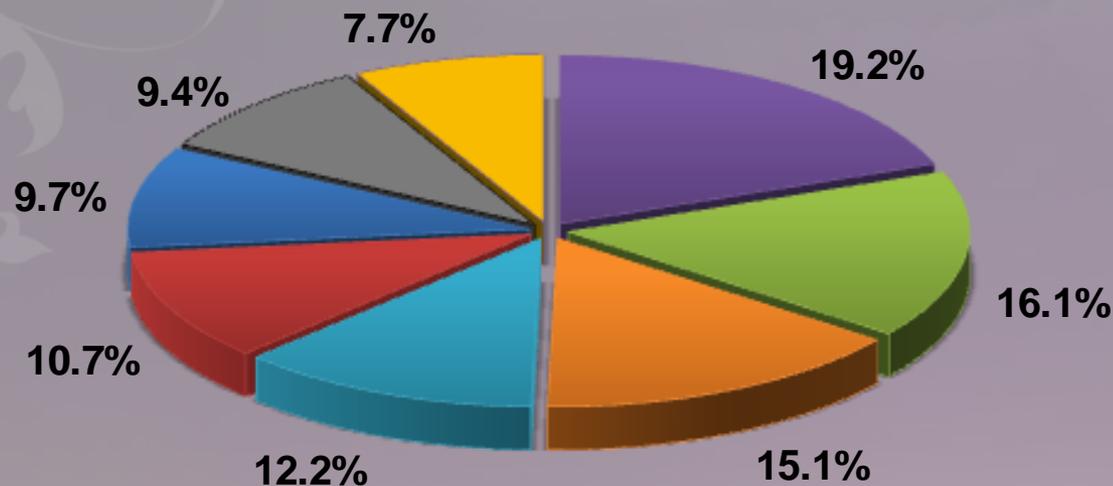
2. Including subsidiaries, except Gwangju store.

3. HDS has no stake in Songwon (Gwangju store).

Financial highlights(HDS Group)



Merchandise Mix



- | | |
|---|---|
| ■ Women's Contemporary Casual | ■ Food, Grocery |
| ■ Luxury, Imported Boutiques, Cosmetics | ■ Children & Sports |
| ■ Fashion Accessories, Shoes | ■ Home Décor, Bedding, Kitchen |
| ■ Men'sWear | ■ LadiesWear, Korean Designer Boutiques |

※ As of December 31, 2009 the company's percentages of sales by major merchandise category

Department Store Concept



Lifestylist

- Help our customers improve the quality of life by completing their lifestyle
- Propose various ideas about lifestyle to customers

Premier Department Store

- Continue to be the most prestigious department store in Korea
- Maintain an uncompromising commitment to quality and the highest level of service

Shopping Destination

- Provide fun and entertaining shopping experience
- Provide cultural environment that exceeds customer expectations

Business Portfolio



DEPARTMENT STORE

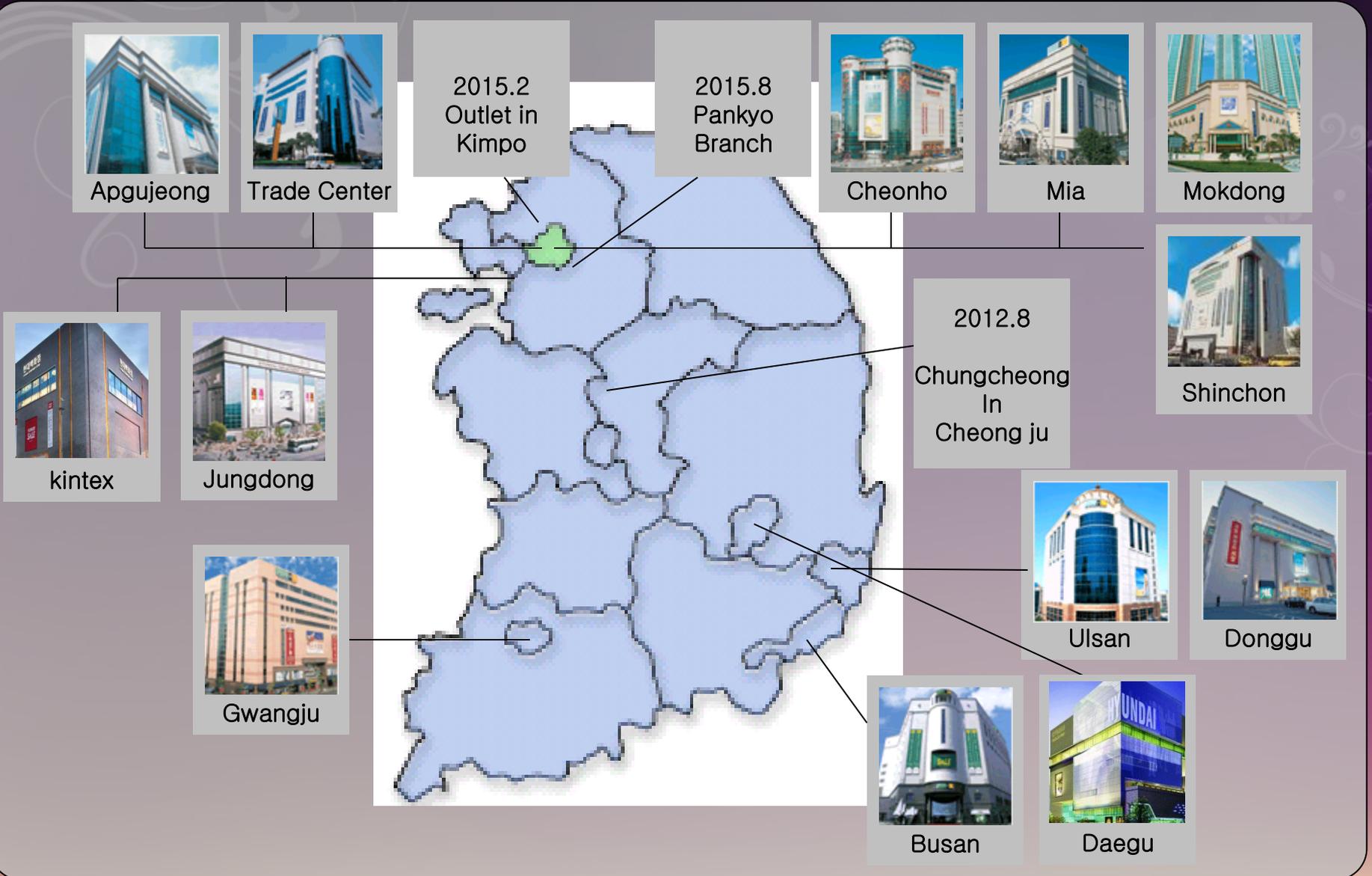
Apgujeong Main Store
COEX(Trade Center) Store
Cheonho Store
Shinchon Store
Mia Store
Mokdong Store
Jungdong Store
Busan Store
Ulsan Store
Donggu Store
Gwangju Store
Ilsan KINTEX Store(2010)
Deagu Store (2011)

Hyundai Home Shopping
Hmall.com

Hyundai Dream Tour

Hyundai F&G
HCN

Business Portfolio – Network



THANK YOU

For more information : www.ehyundai.com

HYUNDAI DEPARTMENT STORE CO., LTD
456 Apgujeong-dong, Gangnam-gu,
Seoul, KOREA