



AMOREPACIFIC GROUP

2012 1Q Earnings Release

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AMOREPACIFIC GROUP has adopted the K-IFRS since 2011.

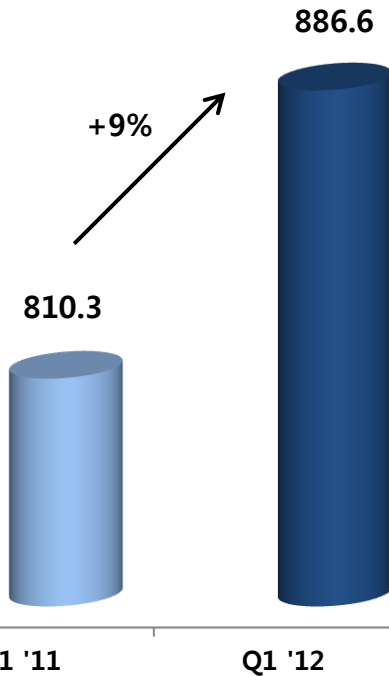
2012 Q1 Earnings Summary

Sales up 9% to KRW 886.6bn, OP up 10% to KRW 181.2bn

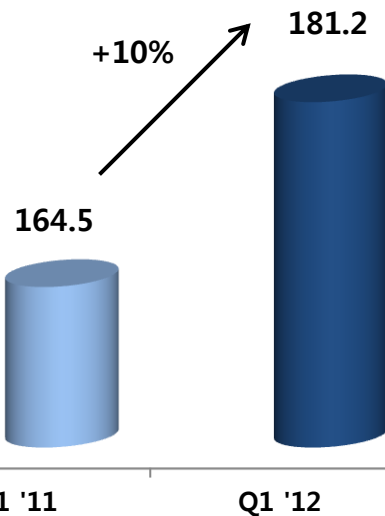
- Greatest quarterly results driven by the strong performance of cosmetics subsidiaries - AMOREPACIFIC, Etude and Innisfree
- Despite continued recession, solid sales growth continued on the back of the differentiated brand portfolio covering low to high-end market

[KRWbn / %YoY]

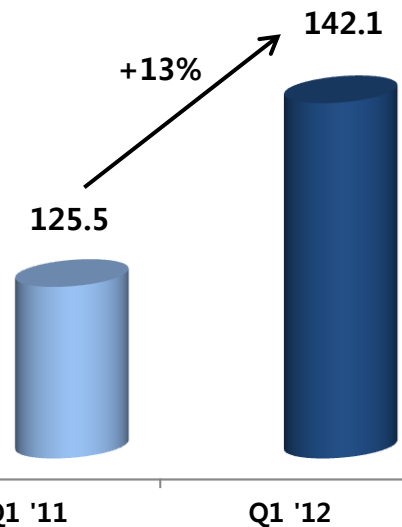
Sales



Operating Profit

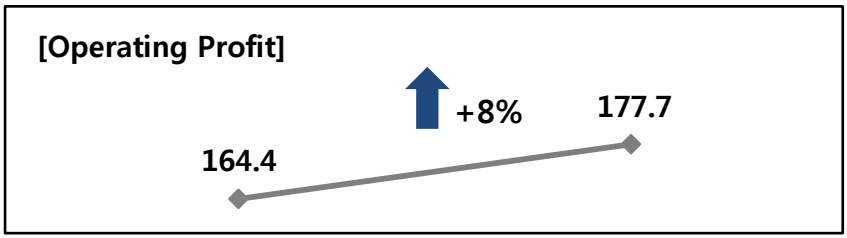
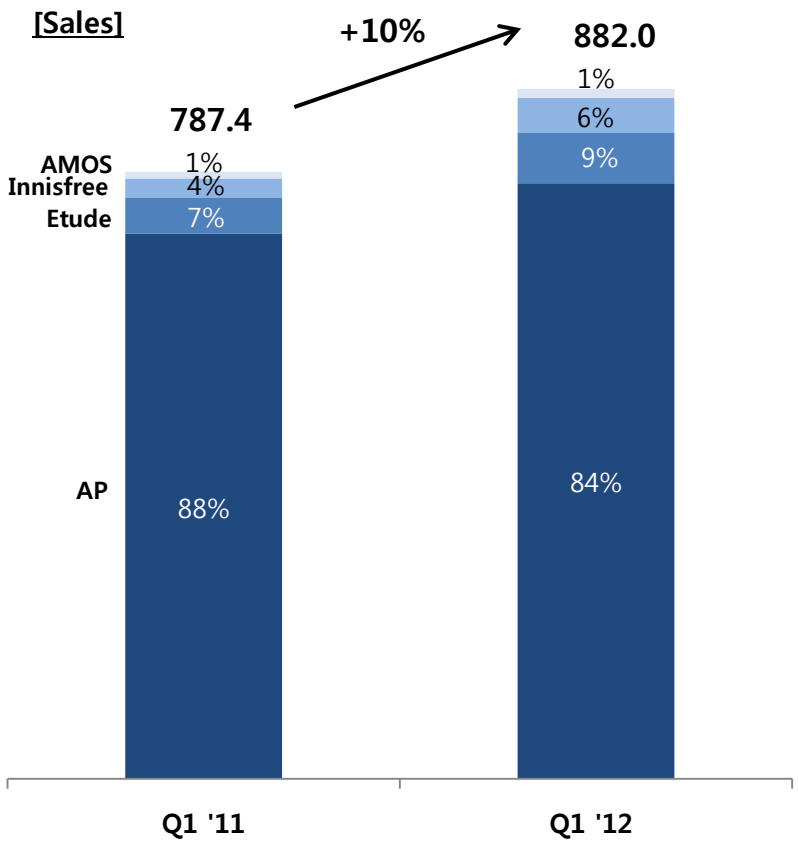


Net Profit

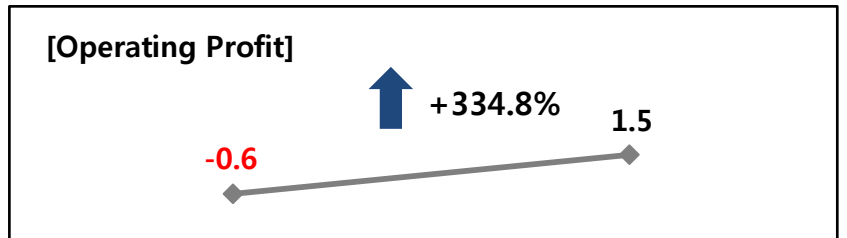
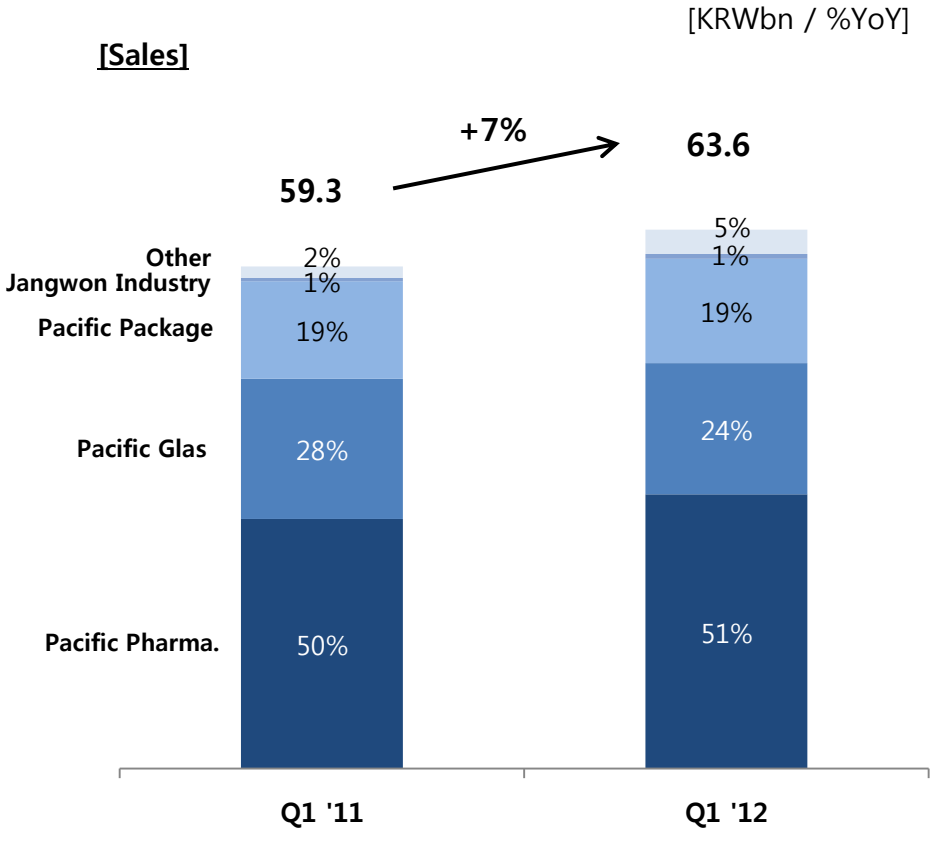


2012 Q1 Earnings Summary

Cosmetics Business *Inclusive of internal transaction



Non-Cosmetics Business *Inclusive of internal transaction



2012 Q1 Earnings by Division _ Cosmetics

[KRWbn]

	AMOREPACIFIC _Consolidated		Etude	
	Q1 '11	Q1 '12	Q1 '11	Q1 '12
Sales	692.1	741.5	53.7	76.4
GP	479.6	528.8	31.9	44.4
SG&A	331.7	378.4	24.2	32.5
OP	148.0	150.4	7.6	11.9

	Innisfree		AMOS Professional	
	Q1 '11	Q1 '12	Q1 '11	Q1 '12
Sales	33.1	53.3	8.5	10.9
GP	23.3	38.4	4.5	6.0
SG&A	16.6	26.3	2.2	2.7
OP	6.7	12.1	2.3	3.3

[AMOREPACIFIC] Sales +7% , OP +2%

- Despite weakened consumption trend caused by the economic recession, organic growth continued thanks to the innovative new product launches and enlarged sales volume growth within major growth channels

[Growth by Division] Domestic Cosmetics +4%, Overseas Cosmetics +26%, MC&S +9%

- Robust growth continued in Dep. Store, Specialty store and Online channels / Overseas business showed strong sales growth thanks to the improved brand awareness and expanded distribution channels in China and other Asian markets
- Marketing expenses incurred relating to new product launches and brand renewals / Depreciation costs increased due to the relocation of the Osan factory and logistics center

[Etude] Sales +42%, OP +56%

- Sales per customer increased and store efficiency improved backed by active launching of new products and marketing activities
- Strong growth trend continued in Southeast Asian markets / Overseas business accelerated through entering the Japanese market
- Profitability improved thanks to the efficient cost management

[Innisfree] Sales +61%, OP +82%

- Strong sales growth continued driven by new product launches, increased sales of hit products and counter expansion in Roadshop and Discount store channels
- Product mix improvement and expanded marketing activities through new media such as On-line resulted in enhanced cost efficiency and improved profitability

[AMOS Professional] Sales +29% , OP +42%

- Market share gained thanks to the solid sales growth through all product categories (M/S 26.3% → 31.3%)
- Profitability improved driven by the enhanced product mix on the back of the increased sales portion of premium products

2012 Q1 Earnings by Division _ Non-Cosmetics

[KRWbn]

	Pacific Pharma.		Pacific Glas	
	Q1 '11	Q1 '12	Q1 '11	Q1 '12
Sales	29.5	32.4	16.6	15.5
GP	12.2	12.6	2.7	0.7
SG&A	14.2	11.8	1.1	1.3
OP	-2.0	0.8	1.5	-0.6

[Pacific Pharma.] Sales +10%, OP Turn to black

- Sales improved backed by gradual business recovery resulted from the continuous restructuring efforts
- Business turned to black on the back of solid sales growth and efficient cost management

[Pacific Glas] Sales -7% , OP Turn to red

- Sales decreased because of the high comparison base in '11 due to increased production to prepare for the relocation of the Osan factory and logistics center
- Profitability decreased due to the investments in equipment to replace aged facilities

[Pacific Package] Sales + 7%, OP +153%

- Increased sales to affiliates resulted in solid growth
- Operating profit increased and the ratio of cost of sales decreased through TCR activities

	Pacific Package		Jangwon Industry	
	Q1 '11	Q1 '12	Q1 '11	Q1 '12
Sales	11.5	12.3	0.4	0.6
GP	1.3	2.1	0.1	0.2
SG&A	0.8	0.9	0.5	0.4
OP	0.5	1.2	-0.4	-0.2

[Jangwon Industry] Sales +45% , Decreased Operating Loss

- Increased sales to affiliates showed stable growth and profitability improved

2012 Q1 Financial Summary

► Income Statement

[KRWbn]	Q1 2011		Q1 2012		Growth
		%		%	
Sales	810.3	100.0	886.6	100.0	9.4%
Gross Profit	554.9	68.5	633.9	71.5	14.2%
SG&A	390.4	48.2	452.7	51.1	15.9%
Operating Profit	164.5	20.3	181.2	20.4	10.2%
Non-operating Profit/Expense	6.1	0.8	11.5	1.3	88.5%
Income before Taxes	170.6	21.1	192.7	21.7	13.0%
Consolidated Net Profit	125.5	15.5	142.1	16.0	13.2%

► Statement of Financial Position

[KRWbn]	2011. 12	2012. 3	Growth
Asset	4,254.9	4,387.7	3.1%
Current Asset	1,341.2	1,640.9	22.3%
Non-current Asset	2,913.7	2,746.8	-5.7%
Liability	897.3	938.7	4.6%
Current Liability	550.2	587.7	6.8%
Non-current Liability	347.1	351.0	1.1%
Shareholder's Equity	3,357.6	3,449.0	2.7%
Capital	44.5	44.5	-
Capital Reserve	680.5	680.5	-
Capital Adjustment	-134.1	-134.1	-
Accumulated other Inclusive Gain and Loss	1.8	0.2	-86.4%
Retained Earnings	1,258.2	1,301.7	3.5%
Non-controlling Interest	1,506.8	1,556.3	3.3%



AMORE PACIFIC
CORPORATION

http://www.amorepacific.com/invest/data_result_01.jsp

H/Q: 181, 2ga Hangang-Ro Yongsan-Gu Seoul, Korea 140-777

TEL: +822 709 5104 / FAX: +822 709 5339 / Email: IR@amorepacific.com