



Pacific Corporation

2010 Results

PACIFIC CORPORATION

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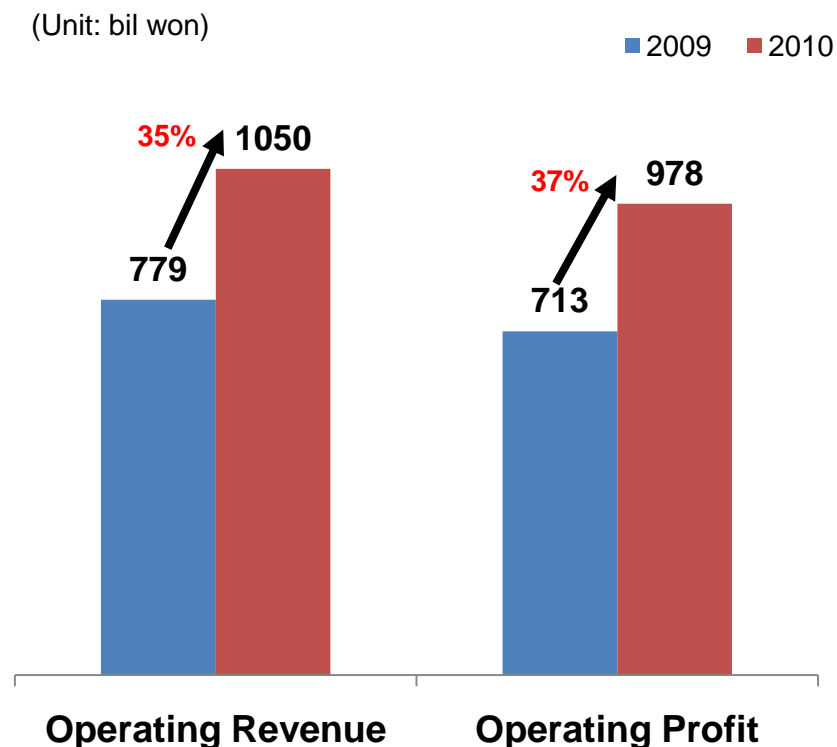
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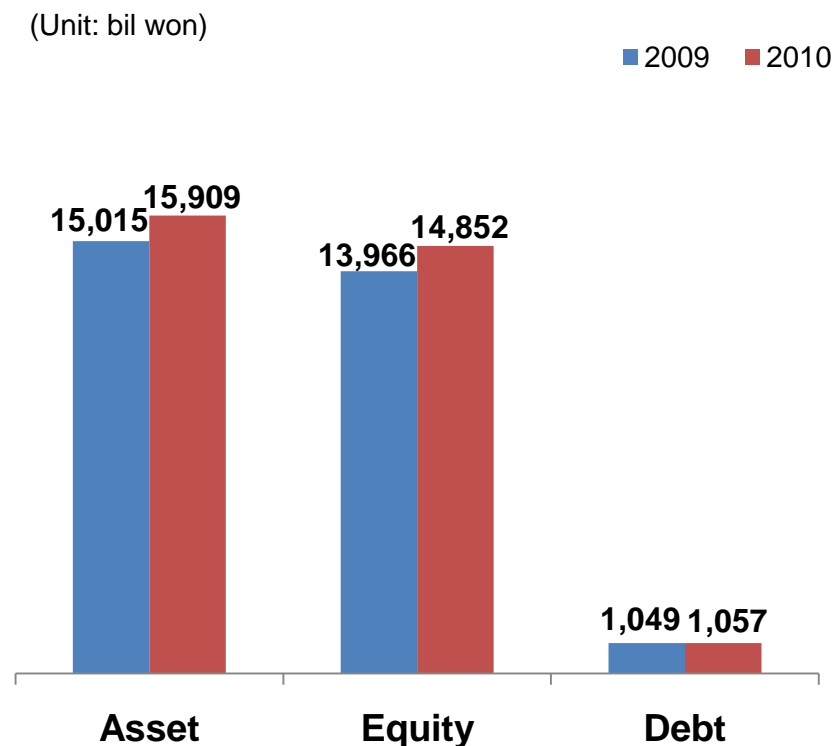
Performance Summary

With 37% operating profit growth, operating revenue increased 35% due to the overall subsidiaries sales' growth and reduced operating expense.

Operating Status



Financial Status



2010 Subsidiaries' Performance

(unit: mil won)

Cosmetic Division	Amorepacific		Etude		Innisfree		Amos Professional	
	2009	2010	2009	2010	2009 ¹⁾	2010	2009	2010
Sales	1,769,010	2,058,513	114,697	161,661	-	83,688	22,730	27,625
Gross Profit	1,261,071	1,502,573	69,409	102,158	-	60,131	11,940	14,472
%	71%	73%	61%	63%	-	72%	53%	52%
SG&A	960,491	1,612,355	55,482	87,301	-	51,481	8,142	9,395
Operating Profit	300,580	340,218	13,928	14,857	-	8,649	3,798	5,078
%	17%	17%	12%	9%	-	10%	17%	18%
Net Income	225,878	284,281	10,399	11,230	-	6,503	3,228	4,243
%	13%	14%	9%	7%	-	8%	14%	15%

AMOREPACIFIC

- Overall sales rose 16.4%. (Cosmetics: 15.9%↑, MC&S: 18.5%↑)
- MC&S Division with growth in key focused brands (Ryeo: 66%, Happy Bath: 24%, Sulloc: 27%)

ETUDE

- Opened more than 100 POS in international locations
- Achieved over 10 Bil KRW in online sales

AMOS Professional

- 25% Growth of 5 key products which takes about 34% of the total sales

(unit: mil won)

Cosmetic Division	Pacific Pharma		Pacific Glas		Pacific Package		Jang Won	
	2009	2010	2009	2010	2009 ²⁾	2010	2009	2010
Sales	163,393	167,105	50,304	58,927	-	30,874	8,408	8,003
Gross Profit	85,433	81,941	6,248	8,725	-	4,174	2,416	2,330
%	52%	49%	12%	15%	-	14%	29%	29%
SG&A	73,240	71,528	4,142	4,646	-	2,010	1,764	1,870
Operating Profit	12,192	10,413	2,107	4,079	-	2,164	652	460
%	7%	6%	4%	7%	-	7%	8%	6%
Net Income	9,258	7,654	1,679	3,432	-	2,070	1,416	797
%	6%	5%	3%	6%	-	7%	17%	10%

PACIFIC PHARMA

- Sales growth was sustained even in depressed pharmaceutical market due to the change of distribution system.

PACIFIC GLAS

- 33% growth in export made a contribution to the total

JANGWON

- Improved COGS but sales decreased due to the industry recession

1) Jan. 2010, Innisfree went through spin off and established independent company

2) May 2010. Pacific Package was incorporated as a new subsidiary of Pacific Corp.



2010 Financial Summary

(Unit: million won)

Income Statement	2009	2010
Revenue	77,940	104,976
Equity Income on Investment	72,641	99,441
Expenses	6,670	7,138
Equity Loss on Investment	-	-
SG&A *	4,560	4,931
Operating Profit	71,270	97,838
Non-Operating Revenue	14,527	10,316
Non-Operating Expenses	1,157	26
Earnings Before Tax	84,639	108,128
Net Profit	81,208	103,074

Balance Sheet	2009. 12. 31	2010. 12. 31
Asset	1,501,455	1,590,906
Current Asset	296,351	274,796
Non-current Asset	1,205,104	1,316,110
Liability	104,894	105,677
Current Liability	2,402	1,894
Non-current Liability	102,492	103,783
Shareholder's Equity	1,396,561	1,485,229
Capital	44,451	44,451
Capital Surplus	848,820	850,912
Capital Adjustment	-134,739	-135,203
Accumulated Other Comprehensive Income	16,526	13,840
Retained Earnings	621,501	711,229

* SG&A: Selling, General and Administrative cost



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