



AMOREPACIFIC 2009 Q1 Earnings Release

AMOREPACIFIC
CORPORATION

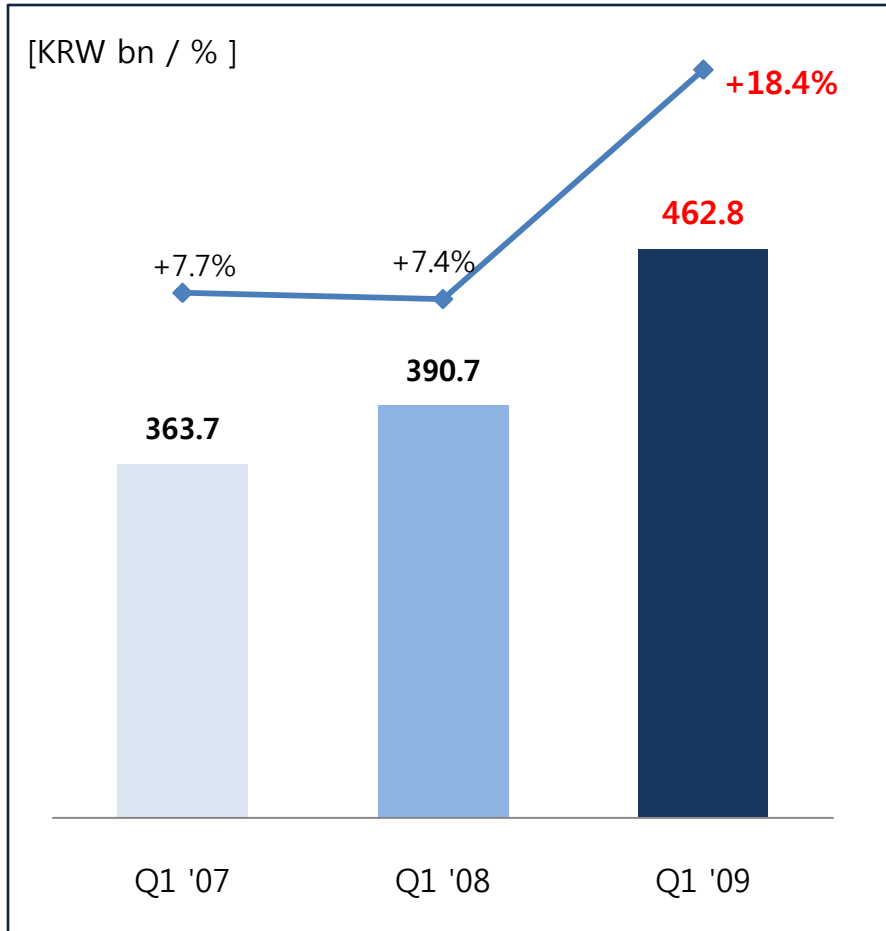
April 30, 2009

- **2009 Q1 Performance Summary**
- **2009 Q1 Sales Analysis**
- **2009 Q1 Profits Analysis**
- **2009 Q1 Overseas Business Performance**
- **2009 Q1 Financial Summary**

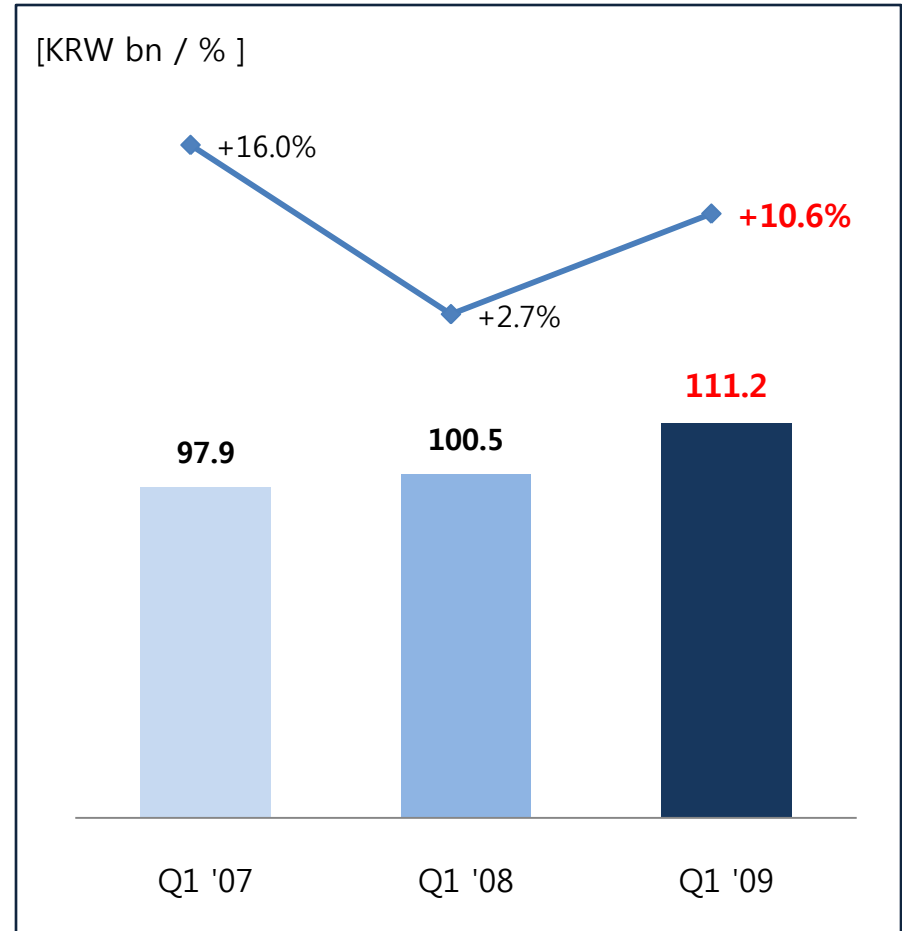
* This document is provided for the convenience of investors only, prior to our external audits on the financial results of our headquarters and subsidiaries. The final audit outcome may result in changes to some parts of this document.

2009 Q1 Performance Summary

Sales

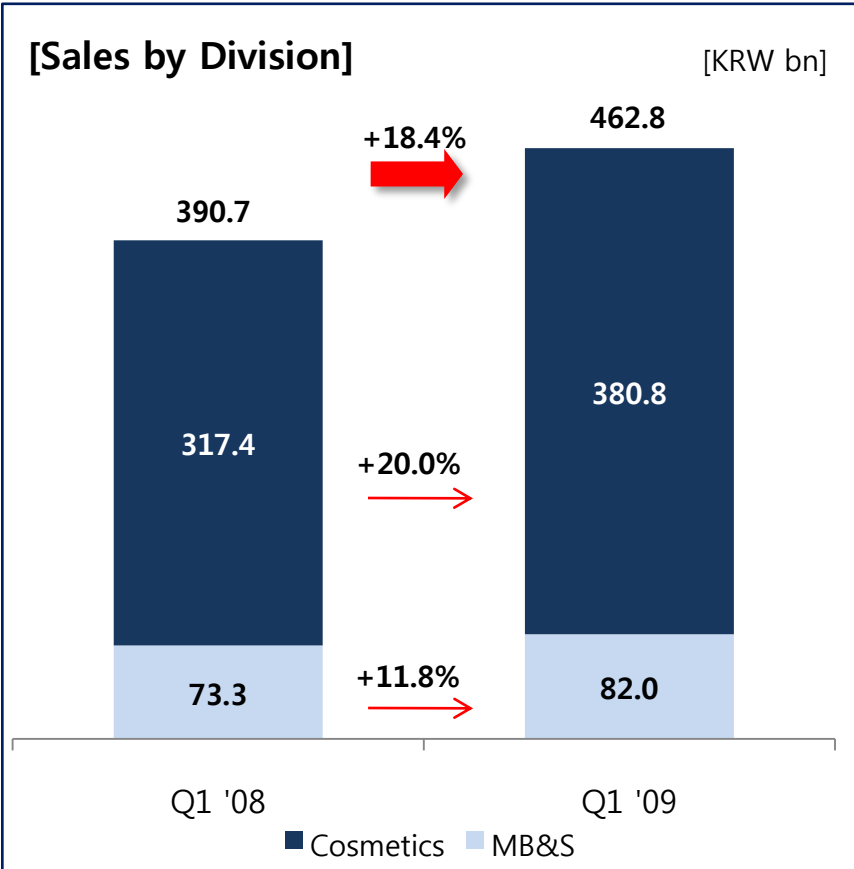


Operating Profit



2009 Q1 Sales Analysis

[Sales by Division]



[2009 Q1 Sales growth by Channel]

Channel	Growth	Channel	Growth
Department Store	+16.5%	Specialty Store	+23.4%
Door-to-Door	+10.4%	Discount Store	+65.9%

Total sales of KRW 462.8bn, +18%yoy

[Cosmetics] Sales up 20%yoy

- Grew ahead of the market resulting in M/S increase from 2008 year-end (34.2% -> 34.8%)
 - **Premium Cosmetics: 62% of total cosmetics sales, +11%yoy**
 - Strong sales growth backed by the renewal of 'Sulwhasoo' products and the launch of new products from 'Hera'
 - Both premium channels showed double-digit sales growth due to increased number of counselors in the door-to-door channel and enhanced CRM in the department store channel
 - 'Sulwasoo'+9%, 'Hera'+10%, Amorepacific'+61%
 - **Mass Cosmetics: 33% of total cosmetics sales, +38%yoy**
 - Increased influx of young customers in the central district due to 'Aritaum'
 - Specialty channel continues strong growth behind increased number of 'Aritaum' (954 stores) and same store sale growth
 - Discount store channel sales surged due to increased number of stores (222 stores -> 290 stores) and improved sales of premium lines
 - 'IOPE'+25%, 'Laneige'+39%, 'Hannule'+90%

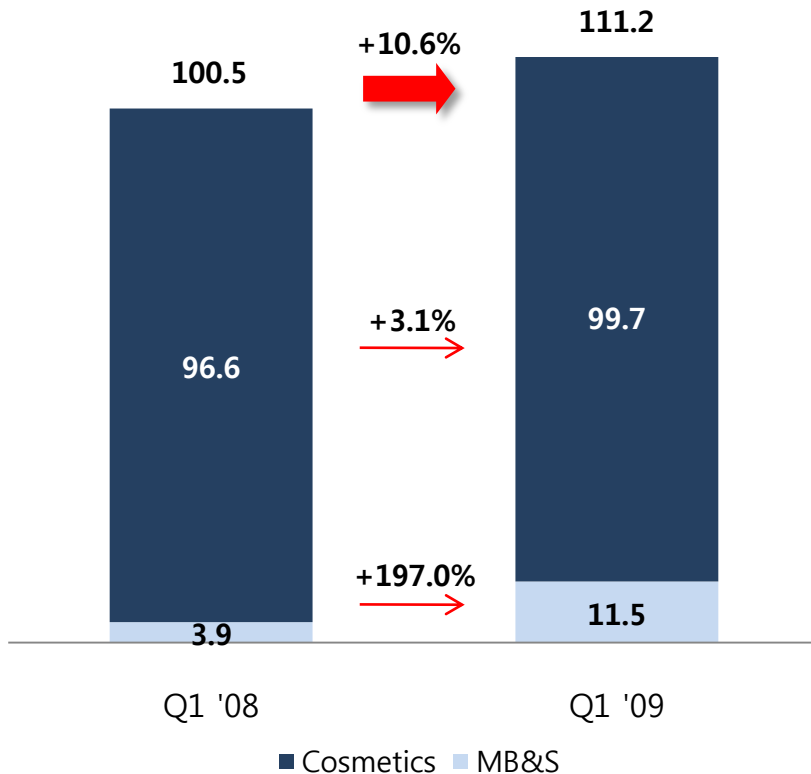
[MB&S] Sales up 12%yoy

- MB sales are up 13% backed by the launch of functional products from 'Mis-en-scene' and improved sales of 'Ryoe'
- Sales decrease of Sulloc mitigated from improved sales of premium products

• Change in the recognition method of discount store sales from 2008 Q2: Discount store sales figures are inclusive of sales commission

2009 Q1 Profits Analysis

[Operating Profit by Division] [KRW bn]



Operating Profit of KRW 111.2bn, +11%yoy

[Cosmetics]

- Operating profits up 3%yoy
- Increased advertising and promotional costs to expand M/S and strengthen market dominance amid economic downturn
- Increased depreciation and labor service costs as a result of expanding 'Aritaum' and rise in the number of discount stores
- Increased sales commissions due to change in accounting for discount store sales recognition and conversion of on-line sales into direct trade

[MB&S]

- Operating profits up 197%yoy
- Improved margin backed by the reduction of unnecessary packaging and excessive discounts, as part of the 'Green mileage campaign'
- Reduced SG&A due to efficient marketing costs execution
- Improved profits by limiting promotional package sales
- Improved profits due to increased sales of 'Ryoe' and premium products of 'Mis-en-scene'

[2009 Q1 OP Margin by Division]

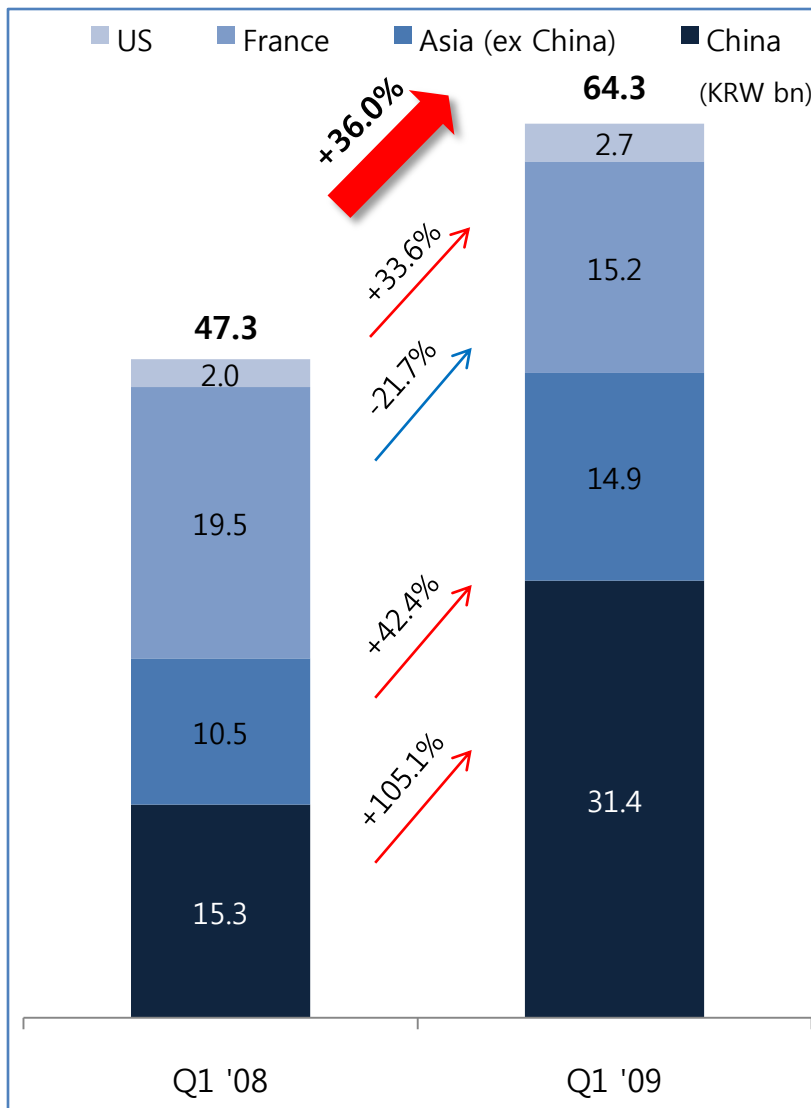
(OPM)	Q1 '08	Q1 '09
Cosmetics	30.5%	26.2%
MB&S	5.3%	14.0%
Total	25.7%	24.0%

[2009 Q1 Expenses vs. Sales]

(vs. Sales)	Q1 '08	Q1 '09
Personnel	7.8%	8.0%
Marketing	12.4%	12.4%
Commissions	12.5%	15.8%
Total SG&A	44.6%	47.2%

2009 Q1 Overseas Business Performance

[Overseas Sales by Region]



Total Overseas Sales of KRW 64.3bn, +36%yoy

[China: 49% of total overseas sales, +105%yoy]

- Despite concerns on the contraction of Chinese consumption, sales continued robust growth with highly improved margins (**Net profit of KRW 8.1bn , +296%yoy**)
- 'Laneige': Strong sales growth backed by the launch of new products / Enhanced marketing activities through application of the CRM program
- 'Mamonde': Robust sales growth by opening new stores and renewing the existing stores (202 Department stores, 1,542 Specialty stores, 51 Sephoras)

[Asia ex-China: 23% of total overseas sales, +42%yoy]

- Enhanced brand recognition of 'Laneige' and increased number of 'Amorepacific' stores (2 stores -> 4 stores) resulted in sales growth in major countries (Hong Kong +45%, Singapore +13%, Malaysia +65%, Japan +43%)

[France: 24% of total overseas sales, -22%yoy]

- Decreased sales of 'Lolita Lempicka' due to spending contraction in the European market
- 'Laneige' launched in Sephoras in France (50 Sephoras)

[USA: 4% of total overseas sales, +34%yoy]

- Despite the weakened consumption, sales continued growth due to F/X rate effect

* The overseas business results above are subject to changes

2009 Q1 Financial Summary

► Income Statement

(KRW bn)	Q1 2008		Q1 2009	
		%		%
Sales	390.7	100.0	462.8	100.0
Gross Profit	274.6	70.3	329.6	71.2
SG&A	174.1	44.6	218.4	47.2
Operating Profit	100.5	25.7	111.2	24.0
Non-Operating Profit	7.2		11.0	
Non-Operating Expenses	5.1		9.7	
Earnings Before Tax	102.6	26.3	112.5	24.3
Net Profit	75.6	19.3	84.5	18.3

► Balance Sheet

(KRW bn)	2008. 12	2009. 3
Asset	1,455.2	1,556.7
Current Asset	445.2	514.7
Non-current Asset	1,010.0	1,042.0
Liability	339.9	383.8
Current Liability	199.4	239.5
Non-current Liability	140.5	144.3
Shareholder's Equity	1,115.3	1,172.9
Capital	34.5	34.5
Capital Reserve	712.7	712.7
Capital Adjustment	-1.4	-1.8
Accumulated Other Inclusive Gains & Losses	30.9	39.0
Retained Earnings	338.6	388.5