

Cheil

First Quarter 2015 Earnings Release

April 23rd, 2015
Cheil Worldwide

The financial information in this document is consolidated earning results based on K-IFRS.

This document is provided for investors' information before FY 2015 1Q reviewed financial statements are released. The review outcomes may cause some parts of this document to be revised.

This document contains "forward-looking statements" - that is, statements related to future, not past events.

In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as "expects", "anticipates", "intends", "plans", "believes", "seeks", or "will". Forward-looking statements by their nature address matters that are, to different degrees, uncertain.

For us, particular uncertainties which could adversely or positively affect our future results include: the behavior of financial markets, including fluctuations in exchange rates, interest rates and commodity prices; strategic actions including dispositions and acquisitions. These uncertainties may cause our actual results to be materially different from those expressed in this document.

- Financial Summary (K-IFRS consolidated)
- Consolidated Revenue
- Consolidated Income
- 2015.1Q Business Performance
- 2015 Outlook

(KRW billion)

| | 2015.1Q | 2014.1Q | Growth |
|-----------------------------------|---------|---------|--------|
| Revenue(Gross Profit) | 205.6 | 171.4 | 20% |
| SG&A | 181.5 | 150.3 | 21% |
| Operating Income | 24.1 | 21.1 | 14% |
| Expenses and Other Income | 3.2 | 1.6 | 100% |
| Income before income taxes | 27.3 | 22.7 | 20% |
| Net Income | 18.0 | 13.7 | 31% |

Consolidated revenue up 20% to KRW 205.6b

- HQ revenue up 4% to 51.6b YoY (2.0b ↑)
 - Developed new clients and expanded non-captive business
- Subsidiaries revenue up 26% to 154.0b YoY (32.2b ↑)
 - Reflected strong growth from emerging markets including China and Southwest Asia and additional revenue from the acquisition of Iris

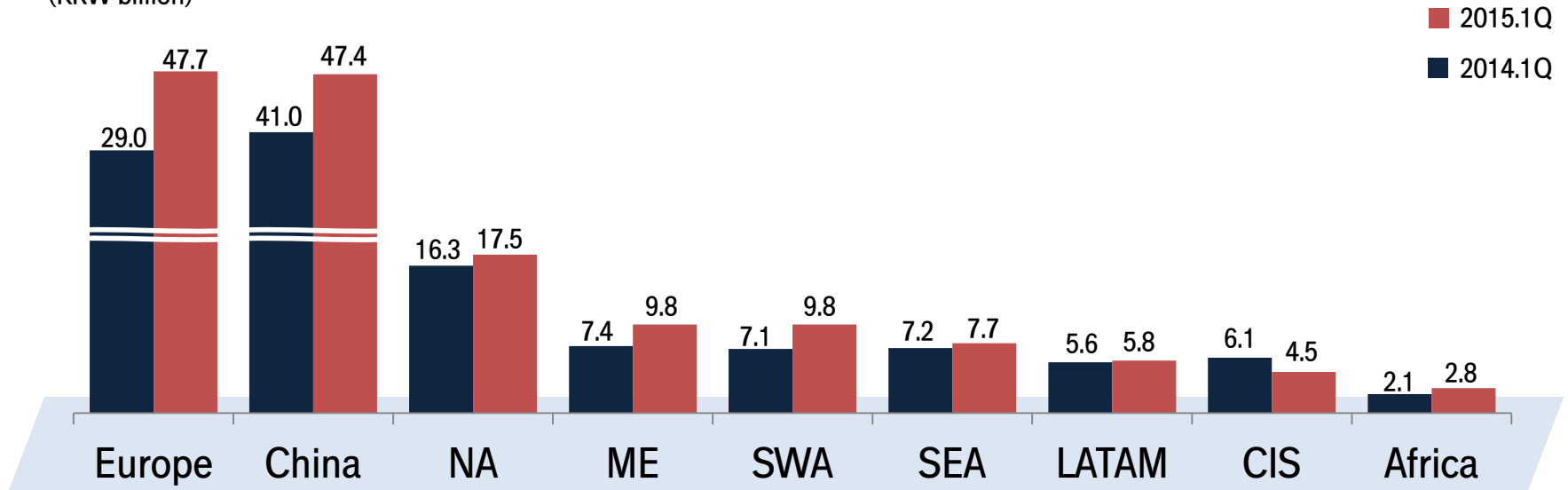
(KRW billion)

| | 2015.1Q | 2014.1Q | Growth |
|--------------|---------|---------|--------|
| HQ | 51.6 | 49.6 | 4% |
| Subsidiaries | 154.0 | 121.8 | 26% |
| Total | 205.6 | 171.4 | 20% |

Overseas % of overall revenue : 2014.1Q 71% to → 2015.1Q 74%

- Due to growth of emerging markets and new revenue from Iris
 - SWA(38% ↑), Middle East(32% ↑), Africa(30% ↑), China(16% ↑)
 - Europe up 64% with revenue from the acquisition of Iris

(KRW billion)



Retail and digital business continuously grow

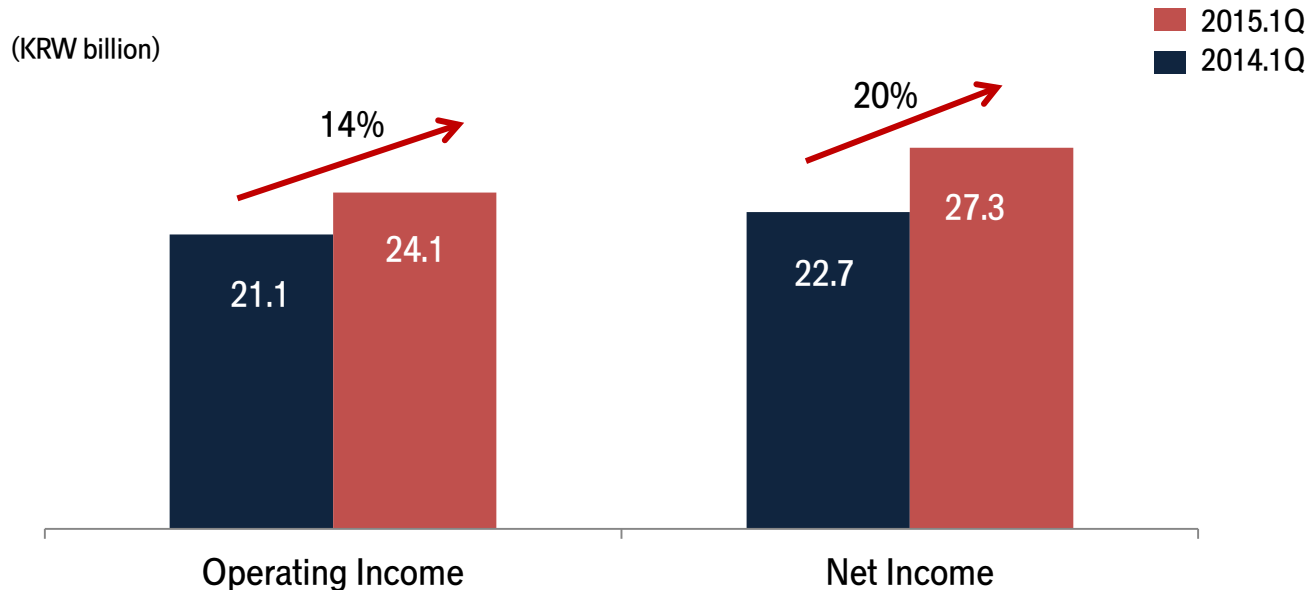
- Retail proportion : 24%(2014) → 29%(2015.1Q)
- Digital proportion : 25%(2014) → 27%(2015.1Q)

< Digital and Retail % of Consolidated revenue >

| | 2010 | 2012 | 2014 | 2015.1Q |
|---------|------|------|------|---------|
| Digital | 19% | 21% | 25% | 27% |
| BTL | 28% | 35% | 42% | 44% |
| Retail | 13% | 19% | 24% | 29% |

Operating Income/Net Income increased by 14%/20% respectively

- Operating Income up 14% to 24.1b YoY (3.0b ↑)
 - Increase in operating income from Iris and revenue of HQ/Subsidiaries
- Net Income up 20% to 27.3b YoY (4.6b ↑)



Developed various new clients

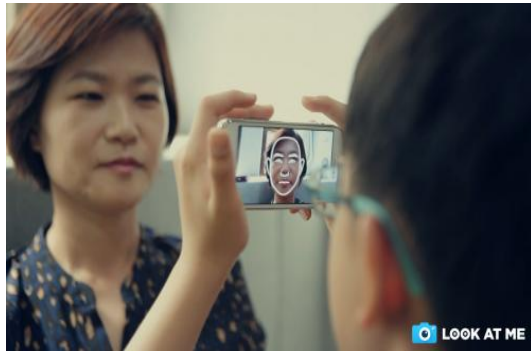
- Domestic : Nepa, Netmarble, Paris Baguette
- Overseas : ChinaHR.com(China, Strategy), 3M(Poland, Digital), Nissan Motor(Turkey, Retail),

Fidelity(Taiwan, Integrated) , Paddy Power(UK, ATL) and more



Strong performance at various international awards

- Adfest : Gold 2, Silver 6, Bronze 4, Innova Lotus 1
 - Samsung Electronics 'Look at Me', Taikang Insurance 'Taikang Moment', etc
- Consumer's Choice Advertising Award : 9 awards including Grand Prix



<Samsung Electronics, Look at Me>

* AdFest : Gold(Direct), Silver(Promo), Bronze(Mobile)



<Taikang Insurance, Taikang Moment>

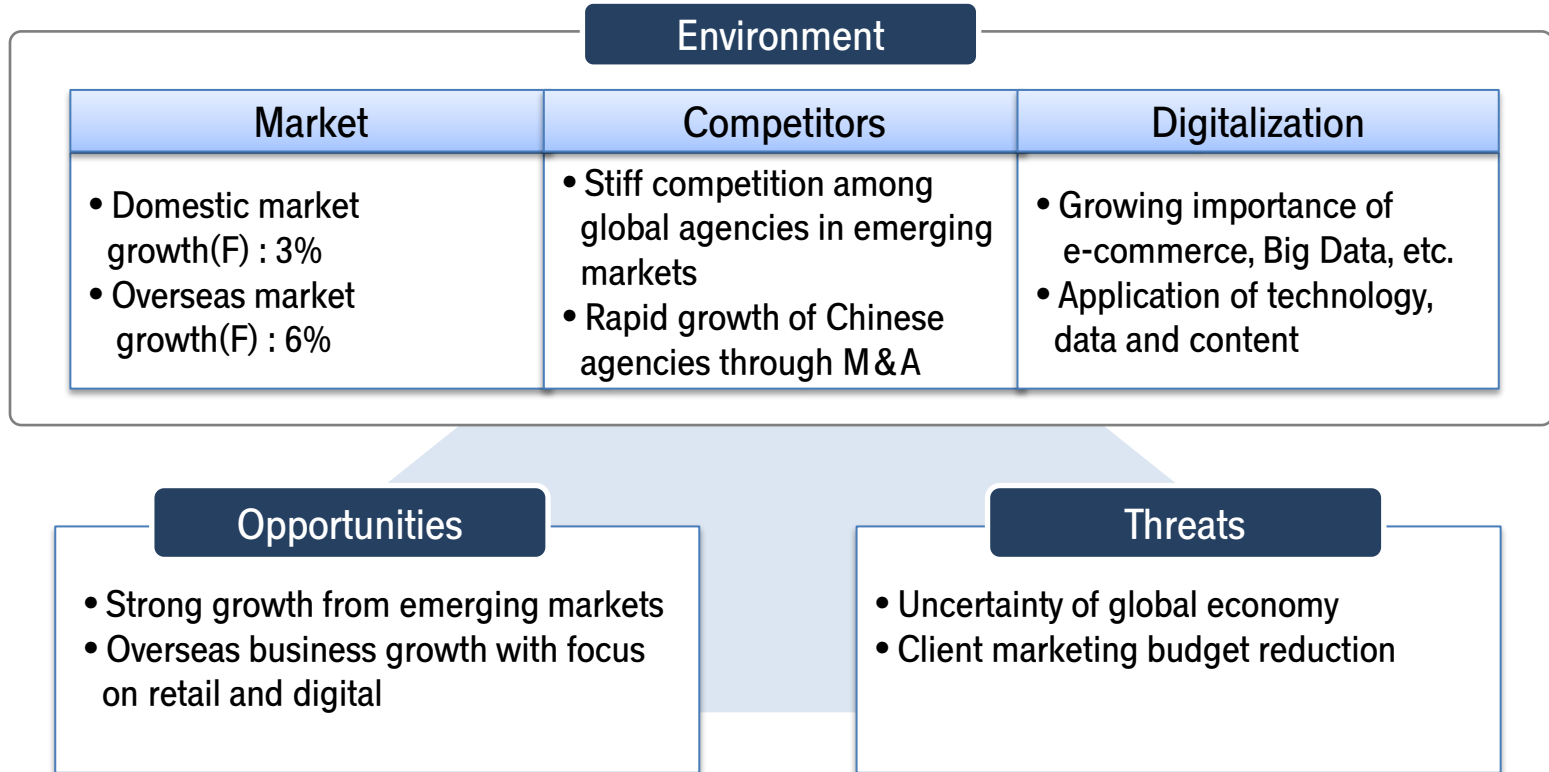
* Adfest : Gold(Media)



<Dong-A, Bacchus 29sec film festival>

* Consumer's Choice Advertising Award : Grand Prix

2015 Revenue Growth Forecast : 20% or above



Thank you