

2010 IR PLAN

	PLANS	SCHEDULE
Capability Development	<ul style="list-style-type: none"> • Provide IR feedback to each business unit (Performance and marketing data) • Facilitate seamless collaboration between related business units (Business and promotion) 	Year round
Content Development	<ul style="list-style-type: none"> • Provide in-depth reviews and in-house input on major issues • Provide real-time industry information updates • Provide consistent and systematic responses to frequently asked questions • Provide financial statements for subsidiaries on a consolidated basis (Sales, ordinary income, debt-to-equity ratio information) 	Year round
Special Events	<ul style="list-style-type: none"> • Provide greater investor access to top management • Hold regular meetings to review business performance • Host events at Korean and overseas production sites 	Year round Quarterly Year round
Activities Targeting Foreign Investors	<ul style="list-style-type: none"> • Hold overseas roadshows 3~4 times a year • Attend Korea and overseas conferences 4~5 times a year • Increase frequency of conference calls with prospective overseas investors • Provide timely updates and new content on English website 	Quarterly Year round Year round Ongoing basis
Shareholders' General Meeting and Public Disclosure	<ul style="list-style-type: none"> • Deepen team expertise on matters related to the shareholders' general meeting and public disclosure • Improve processes for effective public disclosure • Update internal measures to prevent incorrect disclosures 	Year round

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