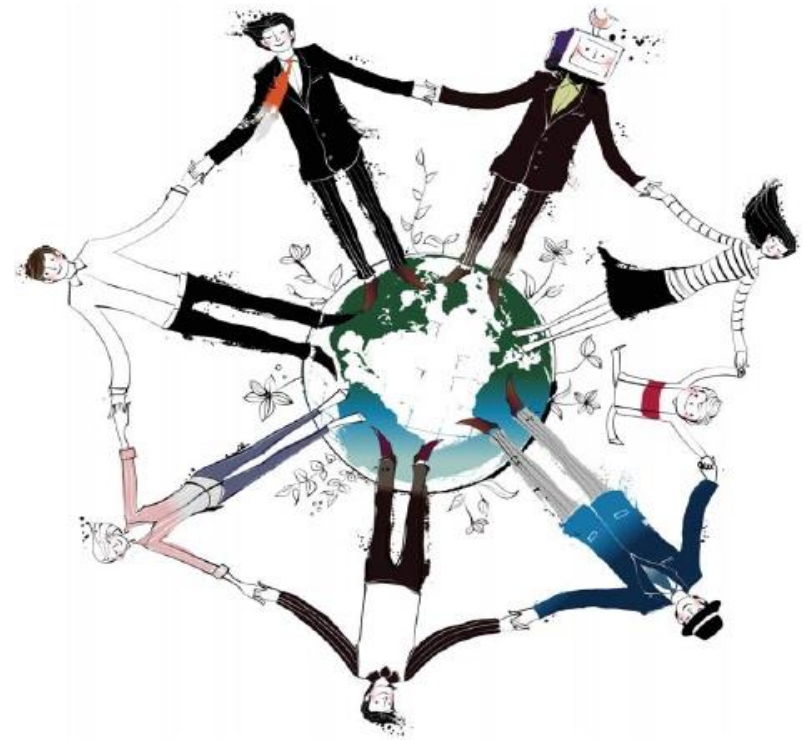


INVESTOR RELATIONS

MAY VER. 2019
(English)



- COMPANY INTRODUCTION
- OUTBOUND BUSINESS
- INBOUND BUSINESS
- HOTEL BUSINESS
- DFS BUSINESS
- CULTURE BUSINESS
- GLOBAL BUSINESS
- APPENDIX



INTRODUCTION



MAIN BUSINESS

HanaTour Global No.1 Culture & Tourism Retail Group

OUTBOUND

HanaPack

Hana Free

ZEUS world
by HanaTour

LAND OPERATOR

 HanaTour ITC



INBOUND

HOTEL

 CENTER MARK

 Tmark City Hotel
SAPPORO

 Tmark Hotel
MYEONGDONG

 Tmark Grand
HOTEL / SEOUL

DFS

 SM DUTYFREE
Incheon Airport

 SM DUTYFREE
Seoul Downtown

 SM DUTYFREE
On-line

GLOBAL BIZ

Global Network

Global Hotels

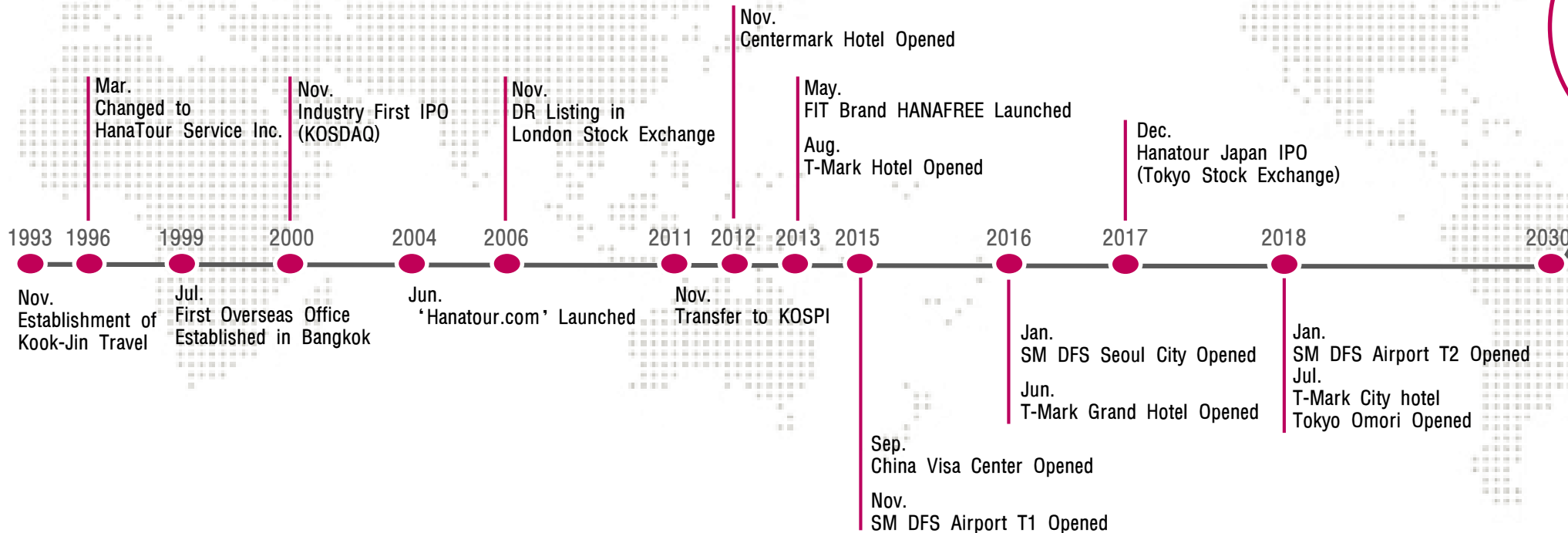
VISA CENTER

ENTERTAINMENT

 HanaTicket



#1 Outbound Travel Agent for 21 Consecutive Years








*Global NO.1
Culture
& Tourism
Retail Group*

HANATOUR COMPETITIVENESS



“Diverse Global & Domestic Networks and Channels”

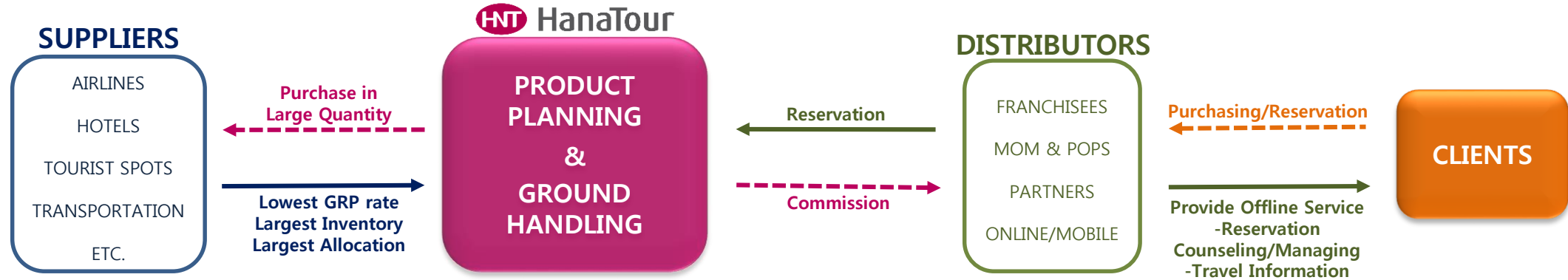
<p>Loyalty 4Q 2018 Updated</p>  <p>HanaTour Customers : 19.9million HanaTour Members : 6.8million</p>	<p>Global Network</p>  <p>27 Overseas Subsidiaries 55 Global Networks in Total</p>			
<p>Channels 4Q 2018 Updated</p> <table border="1"> <tr> <td data-bbox="560 971 777 1071">Authorized Reservation Center 1,009</td> <td data-bbox="777 971 1070 1071">Mom & Pop 5,114</td> <td data-bbox="1070 971 1261 1071">Affiliates 1,470</td> </tr> </table>	Authorized Reservation Center 1,009	Mom & Pop 5,114	Affiliates 1,470	<p>IT System</p> 
Authorized Reservation Center 1,009	Mom & Pop 5,114	Affiliates 1,470		
<p>On-Line/Mobile</p> <p>WWW.HANATOUR.COM WWW.HANAFREE.COM</p> 	<p>IT Service</p>  <p>Global BIZ SYSTEM Agency Support SYSTEM</p>			

OUTBOUND BUSINESS



BUSINESS MODEL & CORE COMPETITIVENESS

“Travel Wholesale Business”



COMPETITIVE ADVANTAGE

► SCALE

Largest Outbound Volume for 21 Consecutive Years
Market Share of 22% (2018 TTL)



“Everyday Departure” Guarantee



Economy of Scale for better margin

► DISTRIBUTION

On/Off Sales Channels



‘Hanatour.com’ and Mobile Apps in Operation



8,000 Offline Agents all over the country

MARKET ENVIRONMENT & GROWTH

Increase of Air Supply

- Increasing number of LCC(Domestic/Global)
- Diversified air routes
- Open skies with China(limited), Japan, Southeast Asia
- Chinese travel liberalization leading air seat increase

Overseas Travel Offering Higher Value

- Rising of domestic travel cost due to Chinese inbound travelers
- Relatively cheaper short-haul destination travel cost
- LCCs covering short-haul destinations would allow FSCs to develop long-haul destinations

Changing in Consumption Trends

- External Factors : Increasing income, Increasing Holidays
- Value based consumption trends
- Retirement of the Baby Boomers
- Incheon International Airport preparing its 3rd Terminal
- China's C919 aircraft launching
- Possibility of Full Open sky agreement with China



"Korea Outbound Market "

- Population : 52 Million
- Expecting over 55% departure rate in 2019
- Expecting 24% of the total MS gain in 2019



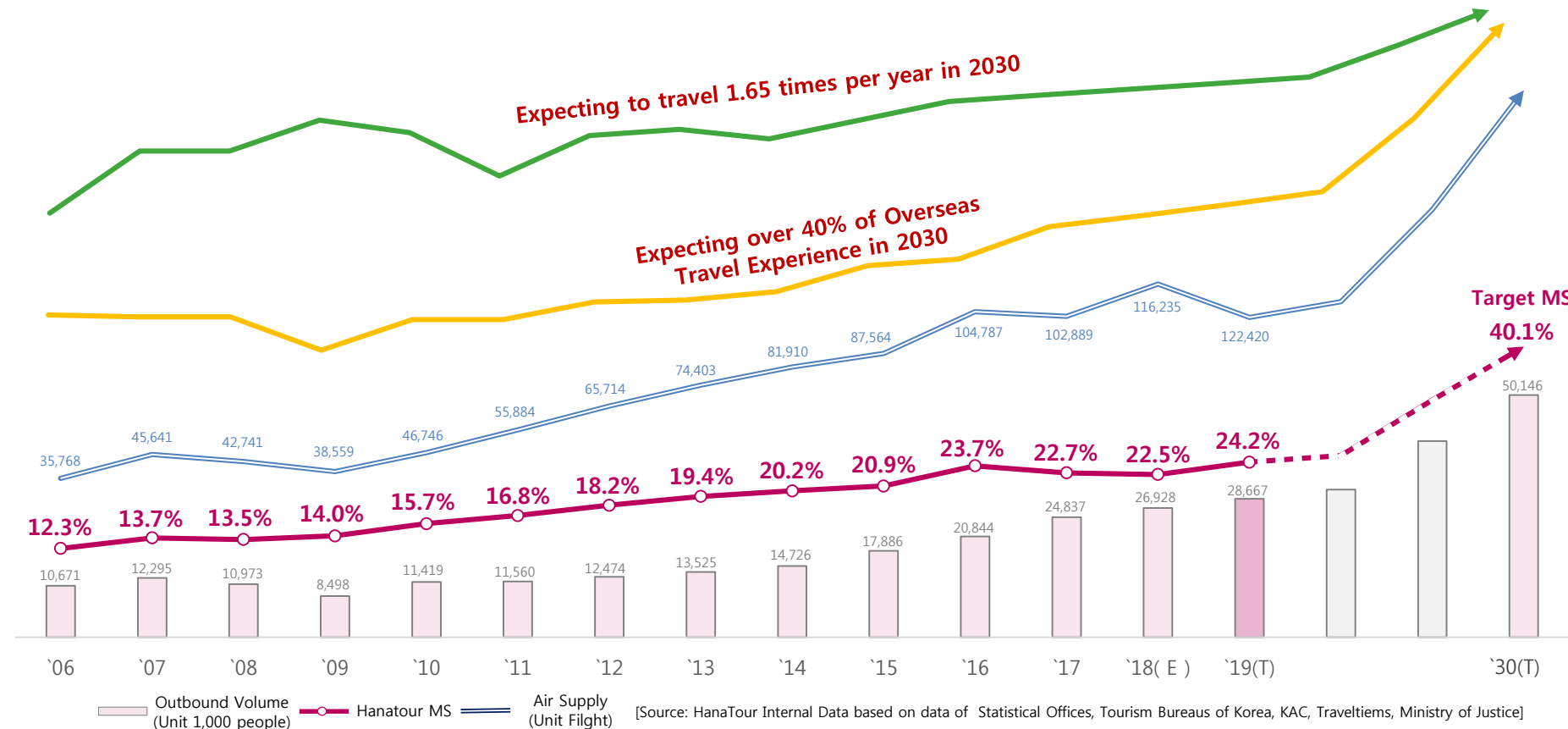
"Hanatour's Vision 2030"

- Expecting 95% departure rate in 2030
- Targeting over 40% of the total Market Share in 2030



"Increasing Air Supply "

- Air Supply : Over 1 Million flight
- 2015-2020 Estimated CAGR : 5.3%



Expecting to travel 1.65 times per year in 2030

Expecting over 40% of Overseas Travel Experience in 2030

Target MS 40.1%

OUTBOUND STRATEGY

Travel Agency

Airline Company

Global OTAs

Movie, TV Show

Camping, Leisure

Sports, Games

Market Share Competition

- Emphasis on Profitability and Economy of Scale
 - Price Competition within Industry



Price Oriented



Inventory



Economy of Scale



Hanatur's Current Ability



Air Ticket



Hotel



Guide



Tourist Spot



Meal



Transportation

Time Share Competition

- Emphasis on Higher Value
 - Profitability through Distinctive Services
 - Surpassing Industry Boundaries for Competition



Value Oriented



Contents



Differentiation



Hanatur's Target Ability



Unique Contents



Specialty



Human Touch



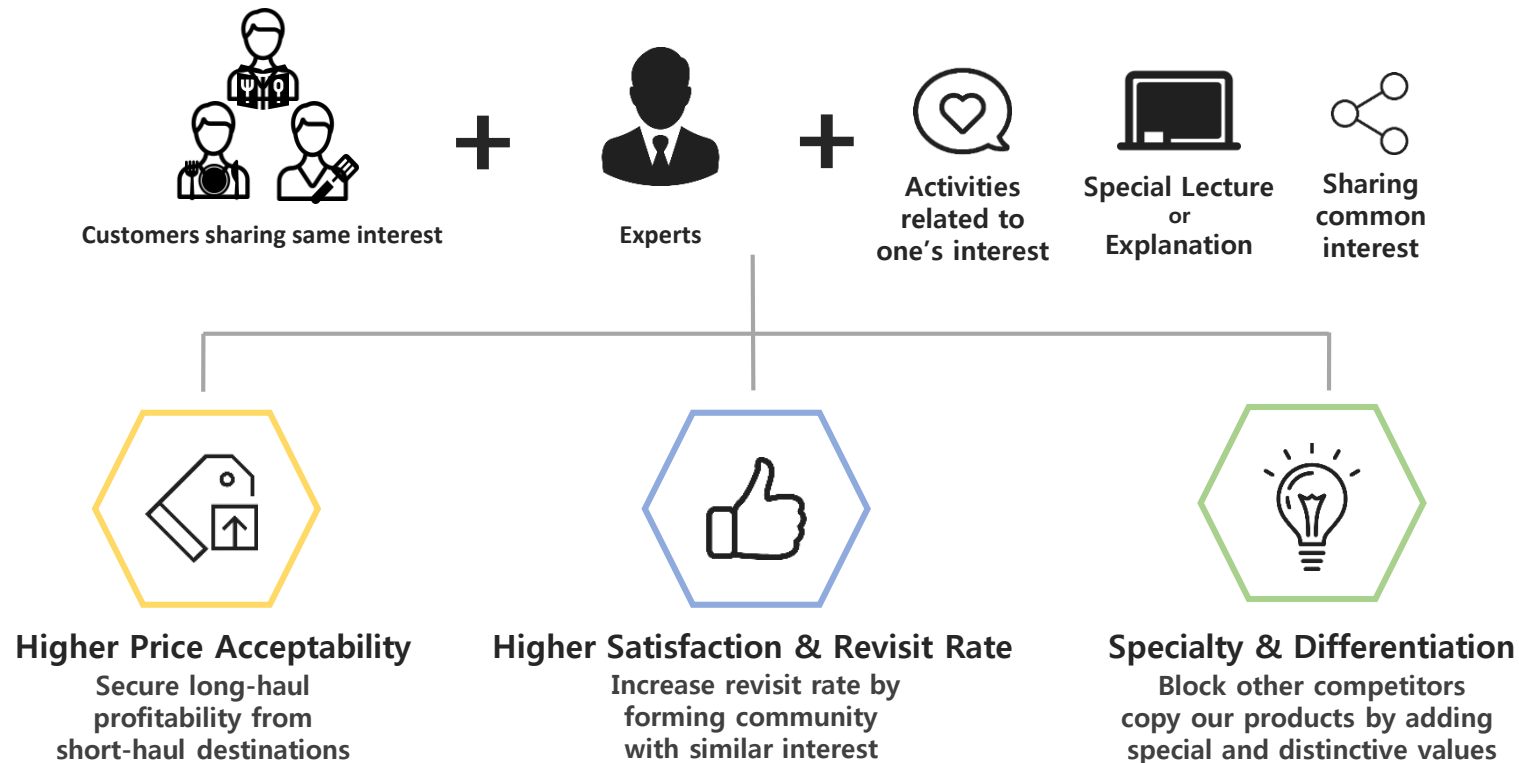
Community

OUTBOUND STRATEGY

GRAND TOUR

Why Grand Tour?

- The original “Grand Tour” refers to tours to Europe in 17~19th century taken by upper class English young men accompanied by their personal tutors for both leisure and academic purposes
- Hanatour’s Grand Tour is a thematic package tour which hires leading/celebrity figures as curators
- Grand Tour is designed resolve modern era’s increasing need for knowledge of the interested area



OUTBOUND STRATEGY

GRAND TOUR, 뭉쳐야 뜬다

HNT 하나투어 | 하나Pack 하나투어를 대표하는 패키지여행 상품 브랜드

테 마 가 . 여 행 을 . 바 꾸 다 .

전문가와 함께 떠나는 테마여행

테마여행을 대표하는 패키지여행 상품 브랜드

하나투어 전문가 동반 테마여행

더 깊게 더 특별하게! 관심 분야 전문가의 생생한 지식과 노하우를 전수 받을 수 있는 특별한 여행을 떠나고 싶은 고객님들을 위해 하나투어에서 전문가와 함께 떠나는 테마여행을 제안합니다.

테마여행 홀 바로가기 90

테마별 분야 전문가 지원하기

여행과 접목할 수 있는 모든 전문가를 모십니다. 지금 지원하세요!

전문가 지원 바로가기 90

4월 역사여행 은동진 상해	4월 음악여행 설하운 아마구치	5월 미술여행 하지은 이탈리아	5월 미술여행 박파랑 도쿄	5월 미식만화 조경규 중국 광저우	5월 건축여행 차현호 일본 나오시마	6월 미술여행 하지은 네덜란드/벨기에	6월 역사여행 은동진 상해
6월 인문학여행 박소영 영국	6월 자전거여행 나상훈 돗토리	6월 미술여행 박파랑 미동부	7월 미술여행 박파랑 러시아	7월 트레킹 오은선 알프스	준비중	준비중	준비중

HNT 하나투어 | 하나Pack 하나투어를 대표하는 패키지여행 상품 브랜드

19금 팝 파티
ARE YOU READY?

DJ나래와 미쳐볼 밤!

나래가 빠지면 Party가 아니지~ 같이 놀아볼 밤!

전세계 트레킹 버킷리스트를 오르다

알프스 트레킹 뚜르 드 몽블랑 Tour du Mont Blanc

08/21 단 1회! 선착순 20명
대한민국 대표 산악인 허영호 대장 동행!

HNT 하나투어 | 하나Pack 하나투어를 대표하는 패키지여행 상품 브랜드

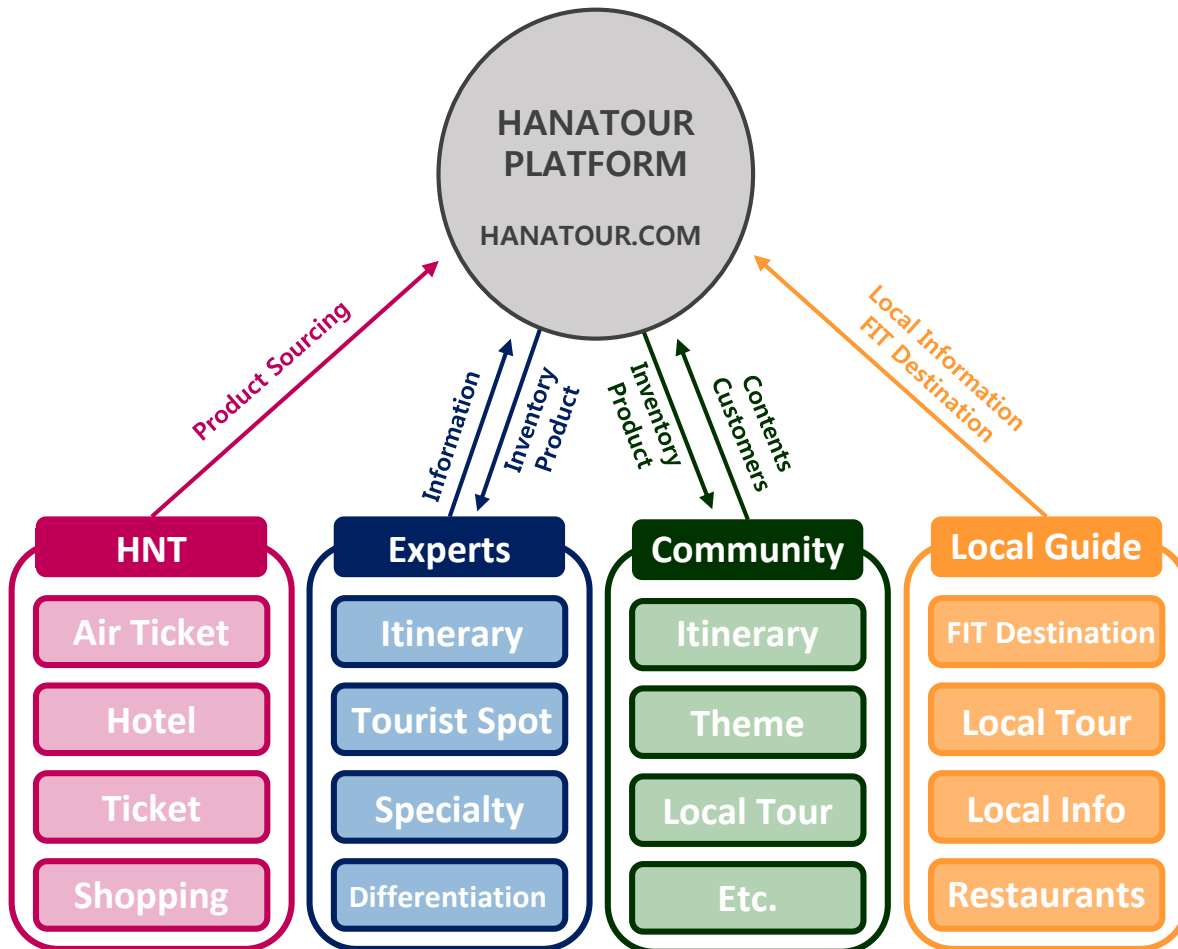
우리 같이 여행가요!

2030- 전용 여행팩

친구들이랑 시간이 안 맞아서 이번 휴가도 혼자라면
믿을 수 있는 여행지 동행 구하느라 이리저리 헤맨다면
2030 전용팩!

OUTBOUND STRATEGY

OPEN PLATFORM



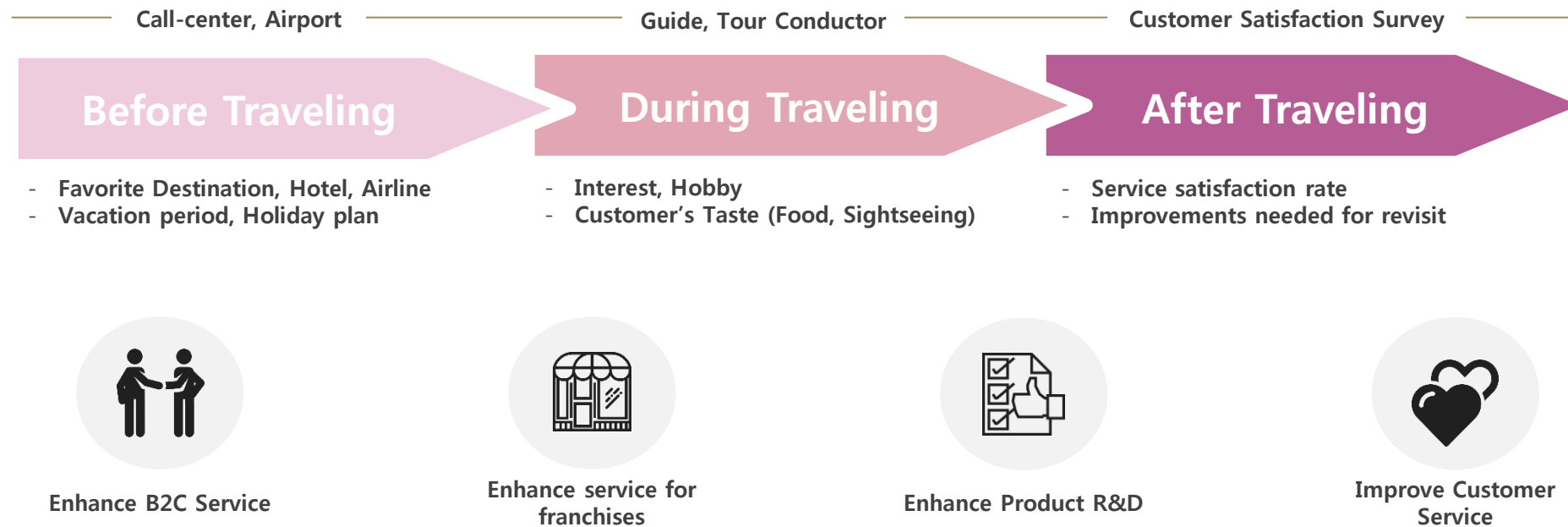
Unification of product Sourcing and sales process through Platform

- Increase customer inflow and sales by developing platform which connects HNT's various product inventories with tour communities
- Opening Hanatour's product inventory platform local residents, local guides and communities to feed new inventories
- Communities with various contents and interests, experts in various fields and Hanatour's employees can participate as suppliers to the platform

OUTBOUND STRATEGY

Human Touch Service Using BIG DATA

- Collect customer's personal preferences data (appetite, seat preference, personality, etc) through every step of their trip
- Tour guides and conductors, and anyone with point of contact with customers collect data
- Process the collected data to provide better service and personal care for customers, improve products, etc.
- The Big Data assists sales agents to improve face to face services and increase overall Before-During-After-Traveling experience
- The Big Data enables more and better B2C capability of Hanatour

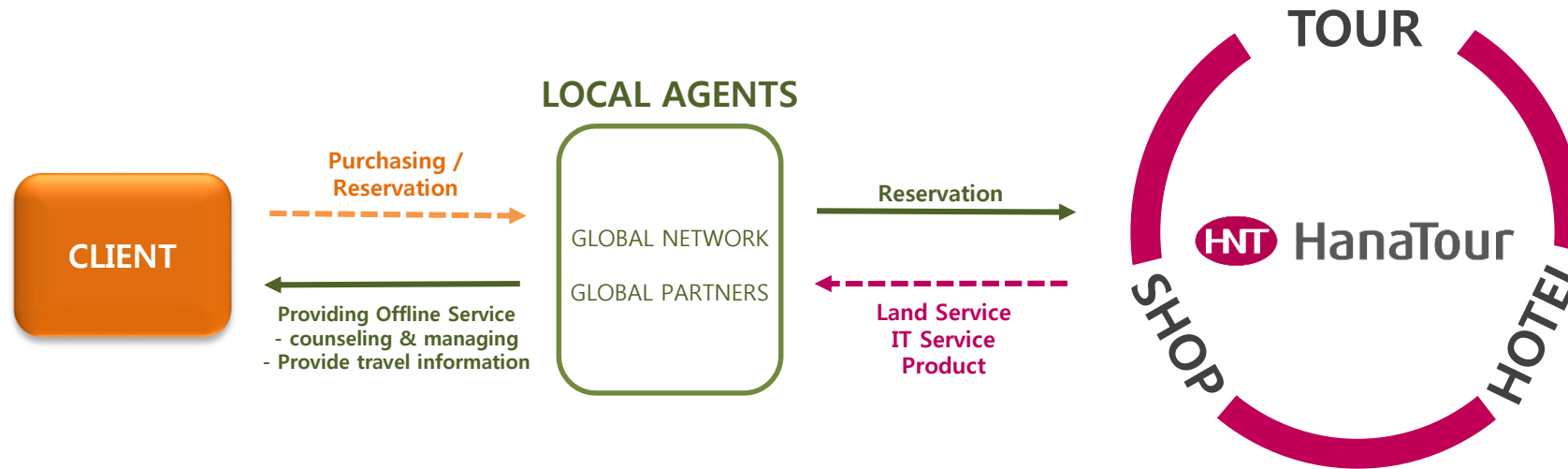


INBOUND BUSINESS



BUSINESS MODEL & CORE COMPETITIVENESS

“Creating Synergy Using Existing Infra Structure”



LAND SERVICE

Provide High-Quality Land Service
Provide Diverse Shuttle Bus Tour Services
by working with local governments

HNT HanaTour ITC



HOTEL

Operating 1,114 Rooms in downtown Seoul area
Enhance competitiveness for inbound business
Preferred by local business trip and foreign FIT



SHOPPING

Two Airport DFSs creating synergy with the outbound
business and one City DFS creating synergy with inbound
tourists using various tour and activity programs



HanaTour ITC

- HANATOOUR ITC Inc. is a 100% owned inbound subsidiary of Hanatour
- 29 overseas offices are sales agents of HANATOOUR ITC

Business Category



FIT Business

Provide City tour, Concert, Ticket, Shuttle tour service to FIT customers



Tour Desk

Operating tour desk for foreign tourists
(Seoul station, Hongik univ., Dongdaemun)



Medical Tour

Experience Korea's high quality medical services
(body check up, petit care , plastic surgeon)



Package Tour

High Quality package tour designed to satisfy various customer's needs



Korean Waves Tour

Experience popular entertainer's performance
Visit movie, drama sets



The Third Nation Tour

Provide global-bound services to foreigner and overseas Korean using 29 global branch



Discover Korea

High quality Korea Discovery Products for foreigners



MICE

International conference, exhibition and incentive tour related service



Retirement & School Field Trip

Incentive tours designed for retired or student



Korea Homeland Tour

Tour for overseas Koreans to experience their homeland

HOTEL BUSINESS

Domestic



 **CENTERMARK**
Hotel / Seoul

- Midscale Business Hotel
- Opened in 2012 / Insa-dong
 - Operating 250 Rooms



 **Tmark Hotel**
MYEONGDONG

- Midscale Business Hotel
- Opened in 2013 / Myeongdong
 - Operating 288 Rooms



 **Tmark Grand**
HOTEL / SEOUL

- Upscale Business Hotel
- Opened in 2016 / Hoehyeon Stn.
 - Operating 576 Rooms, Pool, F&B

Global


Tmark City Hotel
SAPPORO
TOKYO OMORI


Tmark Grand
HOTEL / ZHANGJIAJIE

Active marketing and sales
using global networks

Maintain asset light structure
by Master lease

Operating 1,114 Rooms
in downtown Seoul area
Enhance competitiveness
for inbound business

Expand T-Mark's Hotel
Management Business in both
Korea and overseas

DFS BUSINESS

Korea's New Paradigm of DFS with Hanatour Culture-Tourism Meets Shopping, Global No1. Culture-Tourism DFS

ICN AIRPORT T1



1ST Nov. 2015 Grand Opening

- Global No.1 Revenue Generating Incheon airport DF9 Area
- Located at Asiana Gates
- 5 stores 160 brands, 5,000 products
- 24hr operating pick-up desk
- **Commercial Floor Space of 918m²**

ICN AIRPORT T2



Jan. 2018 Grand Opening

- Located at DF4 area in T2
- Available to sell all kinds of goods
- Korean Air, Delta, Air France, KLM are located
- Great synergy opportunity with Hanatour customers who use Korean Air
- **Commercial Floor space of 825m²**

ICN AIRPORT T1 ARRIVAL DFS



31ST May. 2019 Grand Opening

- Located at baggage claim area in T1
- Eastern store: Carousel 6~7 Area
- Western store: Carousel 16~17 Area
- Perfume, Cosmetics, Liquors and all kinds of goods
- **Commercial Floor space of 190m²**

SEOUL CITY



29th Apr. 2016 Grand Opening

- Located at the tourists' hot spot Insa-dong
- Hanatour Main Building 1F – 3F
- Online DFS(www.smdutyfree.com)
- Related to HNT website & Mobile App
- **Commercial Floor Space of 4,088m²**

CULTURE BUSINESS INVESTMENT





 = R석 2매 + 호텔 1박 (2인 예약시)
 2인 ~~340,000~~
100,000
 센터마크 패키지 예약하기
 티마크 패키지 예약하기

➤ Expansion of HNT Performance Contents Investment

- Synergy with Existing Tour Business
- Expansion of Business through Exploring new Culture Contents Business
- Performance Ticket Retail through Hanafree Ticket Brand

➤ Stabilization of Investment Structure

- Capital Guarantee & Loss CAP method investment to Minimize Risk
- Investment Ceiling
(Decide total Investment Scale after looking over Yearly Line-up)
- Diversification of Investment to Secure Distribution
(Exclusive Sales and Secure of On-Site Sales)
- Co-Investment(Sourcing) through Strategic Partnership

GLOBAL BUSINESS



OVERSEAS NETWORKS

○ 14 Overseas Subsidiaries in 12 Countries

- | | |
|--|---|
| 01. HANATOUR USA INC | 08. HANATOUR EUROPE LTD _ London |
| 02. HANATOUR CHINA | 09. HANATOUR PTY LTD _ Australia |
| 03. HANATOUR HONGKONG CO., LTD. | 10. HANATOUR EU GmbH _ Germany |
| 04. HANATOUR TAIWAN SERVICE INC. | 11. BEIJING HANA INFORMATION TECHNOLOGY CO.,LTD |
| 05. HANATOUR JAPAN Co., LTD | 12. CAMLAO HANATOUR CO., LTD. |
| 06. HANATOUR SERVICE (M)SDN.BHD _ Malaysia | 13. HANATOUR VIETNAM COMPANY LIMITED |
| 07. HANATOUR PTE. LTD _ Singapore | 14. HANATOUR PHILIPPINES CORP. |

○ 55 Global Networks in Total

- | | |
|---|--|
| 01. U.S.A
- Los Angeles, Las Vegas, Hawaii, New York | 04. Japan
- Tokyo, Hokkaido, Kyushu, Osaka, Okinawa, Sapporo, Fukuoka |
| 02. China
- Beijing, Shanghai, Qingdao, Xian, Zhangjiajie | 05. South Pacific
- Guam, Saipan, Auckland, Sydney, Palau |
| 03. Asia
- Taiwan, Hong Kong, Bangkok, Phuket, Manila, Cebu, Bali, Hochiminh, Hanoi, Kota Kinabalu, Singapore, Siem Reap | 06. Europe
- London, Germany |

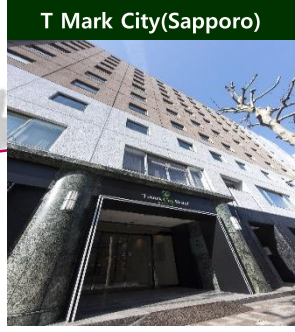


HANATOUR JAPAN



- 1st Shop** Fukuoka / May. 2014 Opened
- 2nd Shop** Osaka / Apr. 2016 Opened
- 3rd Shop** Sapporo / Apr. 2017 Opened

T Mark City Hotel(Sapporo)
UI BUS



- Number of Rooms** 246 Rooms, Apr. 2015 Opened
- Customers** Japanese 50%, Korean 18%, Taiwanese 15%, Others 17%
- Investment Method** Direct Investment on Land & Building

STARSHOP & LINE (Osaka)
UI BUS

HANATOUR JAPAN (Tokyo)
UI BUS
T Mark City Hotel(Tokyo Omori)



- Number of Rooms** 288 Rooms, Jul. 2018 Opened
- Investment Method** Master Lease

STARSHOP & LINE (Fukuoka)
KuruKuru BUS (Kyushu)
UI BUS

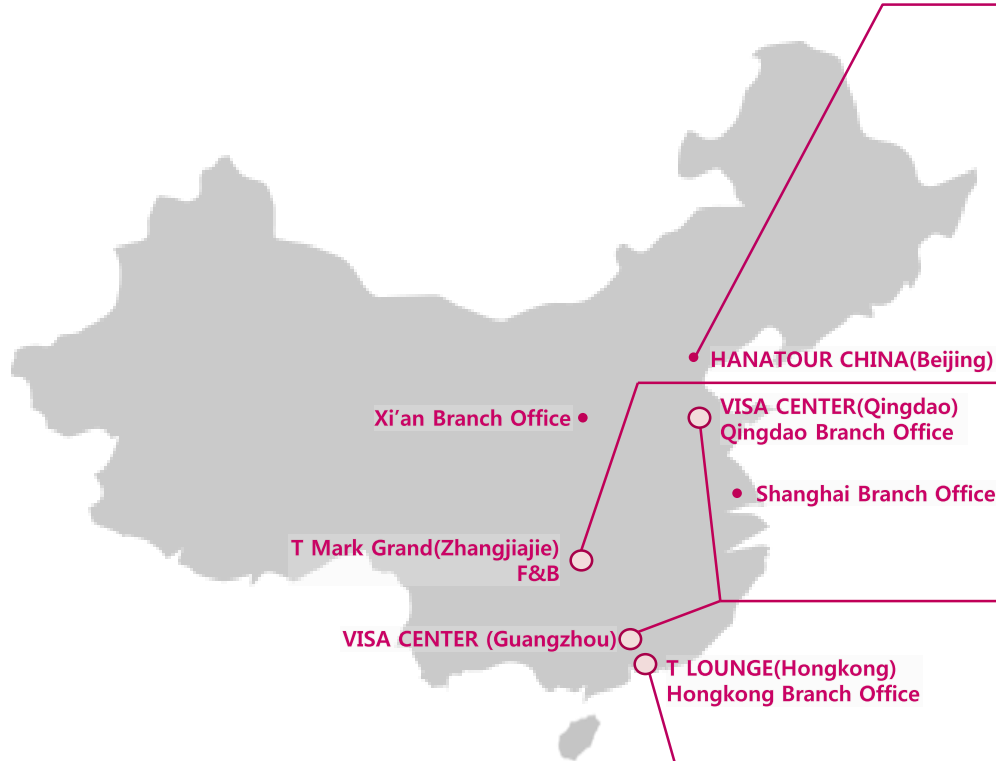


- Number of Buses** 142 Vehicles
(Osaka 38, Tokyo 26, Sapporo 22, Kyushu 30, Okinawa 14, Haiya Taxi 12)
- Customers** Japanese 20%, Korean 80%



- Routes** 7 tour courses operating in Fukuoka connecting 6 prefectures
- Customers** FIT Travelers
- Rental Car Service** Rental Car Service for FIT Travelers in Okinawa

HANATOUR CHINA



- Location** Beijing, Shanghai, Qingdao, Xian, Hongkong
- Main Business** Provide inbound services
- Target** Global-bound business



- Hotel** About 500 rooms in operation
- YOULAM** F&B Business in Zhangjiajie (Mar. 2017 Opened)



- 1st Center** Qingdao / Sep. 2015 Opened
- 2nd Center** Guangzhou / Sep. 2015 Opened

** Chengdu / Wuhan / Shanghai center will be opened in May. 2019



- Location** Inside of the Star Ferry Terminal
Daily population of 55,000
- Service** Selling air ticket, hotel, day tour for FIT customers
Provide resting area, free Wi-Fi



APPENDIX

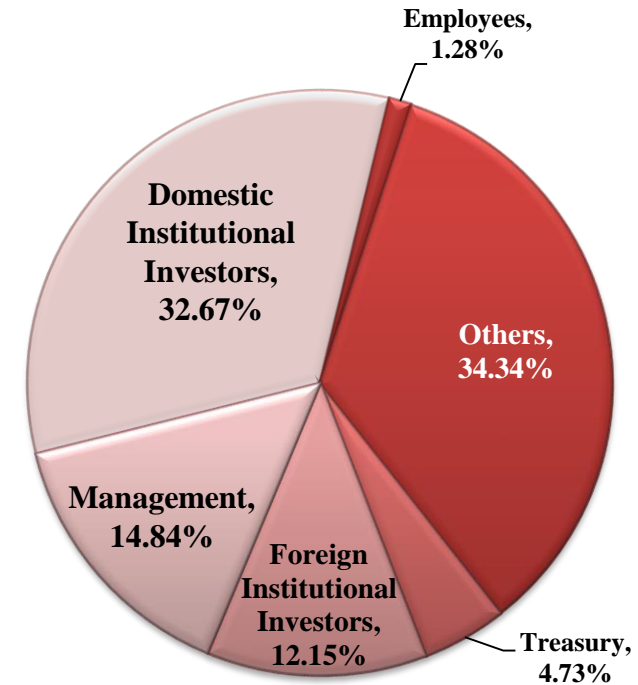


OVERVIEW

COMPANY PROFILE

Date of establishment	November, 1993
CEO, Chairman	Sang Hwan, Park
CEO, President	Jin Kook, Kim
Total number of employees	2,748 (Dec. 2018)
Paid-in capital	KRW 5.8 bn (Dec. 2017)
Outstanding Shares	11,616,185 (Dec. 2017)
Networks	Domestic : 18 Overseas : 18

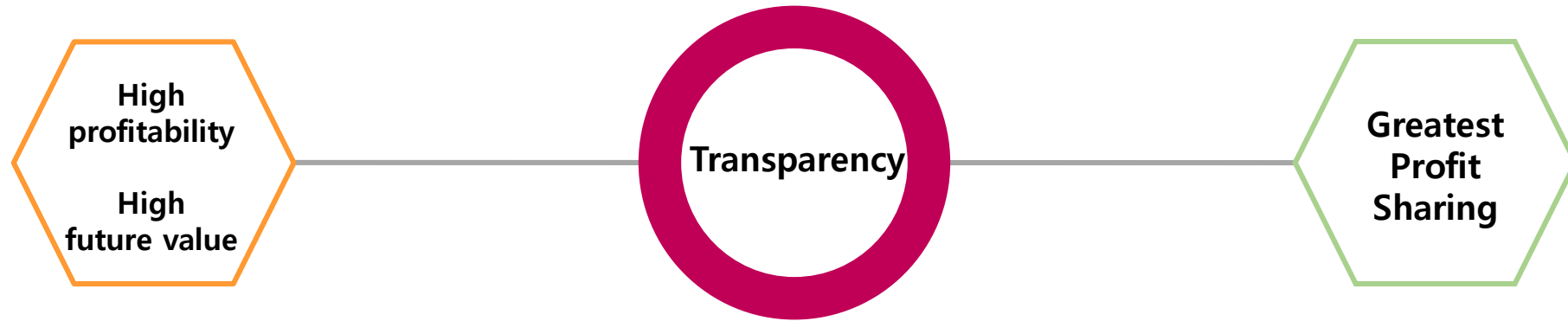
SHAREHOLDERS BREAKDOWN



Based on
December 31st, 2018



35% Payout Ratio



Index	2018	2017	2016	2015	2014	2013	2012
Dividend Per Share(Won)	600	800	800	800	700	600	500
Interim Dividend (Won)	700	700	700	700	600	500	500
Total Dividend (Bn Won)	143	166	166	166	145	125	111
Dividend Payout Ratio(%)	164.4	128.0%	206.6%	52.2%	43.3%	36.8%	32.0%

※ From 2011 K-IFRS Based

BUSINESS PERFORMANCE

(KRW bn, %)

Description		FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17 (Parent)	FY17 (Consolidated)	FY18 (Parent)	FY18 (Consolidated)
Growth	<i>Sales Income</i>	218	226	259	297.6	385.5	459.4	595.5	535.2	804.3	542.1	828.3
	<i>Growth(%)</i>	76	3.8	14.5	14.8	9.3	19.2	29.6	38.7	35.1	1.3	3.0
Profitability	<i>Operating Income</i>	27.2	22.1	34.7	36.5	40.4	44.7	20.9	47.1	41.1	26.6	24.9
	<i>Income Before Income Taxes</i>	32.7	24.8	39.6	43.0	46.2	46.9	23.9	45.2	38.3	21.2	22.3
	<i>Net Income</i>	24.1	19.5	30.0	32.7	35.4	34.2	7.5	26.3	12.9	13.4	10.6
	<i>ROE(%)</i>	23.9	18.6	22.7	19.9	18.8	15.7	3.5	14.2	5.3	7.4	4.4
Stability	<i>Current Ratio(%)</i>	143.0	125.0	133.4	139.5	130.2	123.5	120.6	102.0	125.5	92.5	120.3
	<i>Debt Ratio(%)</i>	0	0	0	0	0	0	0	0	0	0	0

※ K-IFRS Based From 2011
 ※ Applied K-IFRS 1115 from 2017

PRO-FORMA INCOME STATEMENT

(KRW bn)

Description	FY11	FY12 (consolidated)	FY13 (consolidated)	FY14 (consolidated)	FY15 (consolidated)	FY16 (consolidated)	FY17 (Parent)	FY17 (Consolidated)	FY18 (Parent)	FY18 (Consolidated)	FY19 Guidance
Gross Sales											
<i>(Package)</i>	1,452.9								2,447.6		
<i>(Air-Ticket)</i>	462.5								1,187.5		
Sales Income	226.0	307.9	352.7	385.5	459.4	595.5	535.2	804.3	542.1	828.3	984.5
Operating Expense	204.8	268.3	312.3	345.0	414.7	574.6	488.1	763.2	515.4	803.4	894.3
Operating Income	22.1	39.6	40.4	40.4	44.7	20.9	47.1	41.1	26.6	24.9	601
OPM(%)	9.8	12.9	11.4	10.5	9.7	3.5	8.8	5.1	4.9	3.0	6.3
Income Before Income Taxes	24.8	49.9	48.8	46.2	46.9	23.9	45.2	38.3	21.2	22.3	-
Net Income	19.5	37.4	36.1	35.4	34.2	7.5	26.3	12.9	13.4	10.6	-

※ K-IFRS Based From 2011
 ※ Applied K-IFRS 1115 from 207

PRO-FORMA BALANCE STATEMENT

(KRW bn)

Description	FY10	FY11	FY12 (Consolidated)	FY13 (Consolidated)	FY14 (Consolidated)	FY15 (Consolidated)	FY16 (Consolidated)	FY17 (Parent)	FY17 (Consolidated)	FY18 (Parent)	FY18 (Consolidated)
Current Assets	156.3	164.6	281.4	278.5	316.4	340.2	345.7	297.9	454.8	265.6	497.7
Non-Current Assets	64.0	83.0	71.0	98.0	121.0	164.1	174.6	183.4	173.4	207.1	218.4
Total Assets	220.3	247.6	352.4	376.5	437.4	504.3	520.2	481.3	628.2	472.7	716.1
Current Liabilities	109.3	136.2	169.5	180.8	243.0	275.4	286.7	292.0	362.3	287.1	413.6
Non-Current Liabilities	0.2	-	3.1	3.1	6.4	11.6	21.5	4.1	20.2	3.6	62.7
Total Liabilities	109.5	136.2	172.6	183.9	249.4	287.0	308.2	296.2	382.4	290.8	476.2
Capital Stock	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8
Retained Earnings	38.1	46.0	76.0	98.8	118.6	134.9	126.4	121.4	126.9	117.4	118.2
Other Capital	64.7	79.6	97.9	-0.8	-1.5	-1.2	-0.8	-0.8	-4.4	0.0	-1.5
Total Stockholders' Equity	110.8	111.5	179.8	192.6	188.0	217.3	212.1	185.1	245.7	181.9	239.9
Total Liabilities and Stockholders' Equity	220.3	247.6	352.4	376.5	437.4	504.3	520.2	481.3	628.2	472.7	716.1

※ K-IFRS Based From 2011
 ※ Applied K-IFRS 1115 from 2017

PRO-FORMA CASH FLOW

(KRW bn)

Description	FY10	FY11	FY12 (Consolidated)	FY13 (Consolidated)	FY14 (Consolidated)	FY15 (Consolidated)	FY16 (Consolidated)	FY17 (Parent)	FY17 (Consolidated)	FY18 (Parent)	FY18 (Consolidated)
1. Cash Flows from Operating Activities	63.1	47.7	39.2	45.9	103.7	35.0	27.5	51.0	66.2	20.9	20.2
2. Cash Flows from Investing Activities	-28.2	-27.3	-44.1	-41.3	-39.5	-0.9	6.7	-0.6	-21.8	-49.5	-131.0
3. Cash Flows from Financing Activities	-7.7	-18.9	7.6	-15.0	-31.7	-2.4	25.5	-16.6	32.9	-16.6	36.9
4. Increase (Decrease) in Cash (1+2+3)	27.2	1.5	2.6	-10.5	32.4	31.7	8.7	33.8	77.3	-45.3	-73.7
5. Cash at the Beginning of the Fiscal Period	37.5	64.7	91.2	93.0	81.9	113.9	146.5	100.8	156.0	134.3	228.4
6. Cash at the End of the Fiscal Period	64.7	66.2	93.0	81.9	113.9	146.5	156.0	134.3	228.4	89.0	157.7

※ K-IFRS Based From 2011
 ※ Applied K-IFRS 1115 from 2017

GROWTH



(%)

		FY06	FY07	FY08	FY09	FY10
Growth (%)	<i>Sales Income</i>	49.5	19.8	-13.3	-28.3	76
	<i>Income Before Income Taxes</i>	46.1	17.8	-79.5	-136.6	N/A
	<i>Net Income</i>	40.3	15.3	-81.3	-196.2	N/A
	<i>Income Before Income Taxes Margin</i>	20.4	20.0	4.7	N/A	15.0
	<i>ROA</i>	17.2	14.6	3.0	-3.1	11.1
	<i>ROE</i>	34.6	28.0	5.3	-5.4	23.9
Investment	<i>EPS (Won)</i>	2,160	2,352	445	-416	2,193
	<i>BPS (Won)</i>	8,009	8,557	7,698	7,828	9,537
	<i>Pay-Out Ratio(%)</i>	35.3	38.9	166.7	N/A	38.8
	<i>Net-Cash (KRW bn)</i>	72.0	47.0	18.7	37.5	64.7

※ K-GAAP Based

GROWTH



(%)

구 분		FY11		FY12		FY13		FY14		FY15	
		Parent	Consolidated	Parent	Consolidated	Parent	Consolidated	Parent	Consolidated	Parent	Consolidated
Growth (%)	<i>Sales Income</i>	4.0	4.0	14.5	14.8	14.8	14.6	6.0	9.3	14.1	19.2
	<i>Income Before Income Taxes</i>	-19.1	-21.3	59.9	85.0	8.5	-2.2	-15.5	-5.4	2.7	1.6
	<i>Net Income</i>	-11.6	-14.1	53.5	74.3	9.2	-3.6	-14.1	-1.9	2.1	-3.5
	<i>Income Before Income Taxes Margin</i>	11.2	10.2	15.3	16.6	14.6	13.9	11.7	11.9	10.4	10.3
	<i>ROA</i>	7.9	7.2	10.0	10.6	9.6	9.9	7.7	8.1	7.2	6.8
	<i>ROE</i>	17.5	16.3	19.6	20.8	18.6	18.7	17.1	18.8	16.1	15.7
Investment	<i>EPS (KRW)</i>	1,789	1,930	2,714	3,198	2,881	2,989	2,504	2,978	2,602	2,877
	<i>BPS (KRW)</i>	10,249	12,095	13,524	15,907	15,495	16,985	14,933	17,069	16,194	19,682
	<i>Pay-Out Ratio(%)</i>	50.1	46.0	37.1	32.0	38.2	36.8	51.5	43.3	57.7	52.2
	<i>Net-Cash (KRW bn)</i>	66.2	91.2	67.6	93.0	52.5	81.9	73.6	113.9	49.2	146.5

※ K-IFRS Based From 2011
 ※ Applied K-IFRS 1115 from 2017

GROWTH



(%)

구 분		FY16		FY17		FY18	
		Parent	Consolidated	Parent	Consolidated	Parent	Consolidated
Growth (%)	<i>Sales Income</i>	7.2	29.6	38.7	35.1	1.3	3.0
	<i>Income Before Income Taxes</i>	-51.7	-49.0	151.4	60.0	-53.0	-41.7
	<i>Net Income</i>	-66.9	-78.0	176.5	71.8	-49.0	-18.1
	<i>Income Before Income Taxes Margin</i>	8.7	4.1	9.3	5.0	6.4	2.8
	<i>ROA</i>	2.3	1.4	5.5	2.1	2.8	1.5
	<i>ROE</i>	5.5	3.5	14.2	5.3	7.4	4.4
Investment	<i>EPS (KRW)</i>	859	727	2,372	1,191	1,210	791
	<i>BPS (KRW)</i>	15,527	19,163	16,728	22,204	16,439	21,675
	<i>Pay-Out Ratio(%)</i>	93.2	110.2	63.2	125.9	107.4	164.4
	<i>Net-Cash (KRW bn)</i>	174.8	206.6	134.2	228.4	157.7	890

※ K-IFRS Based From 2011
 ※ Applied K-IFRS 1115 from 2017

AWARDS LIST



소비자 중심 경영
공정거래위원회 | 한국소비자원



- ❖ 2018, Ranked 17th in the 2018 Top 100 Korean Brands
- ❖ 2018, Recertified for one of the Best Companies for Work-Life Balance by the Ministry of Culture, Sports, and Tourism of Korea (2015-)
- ❖ 2018, Ranked 1st in the Korean Customer Satisfaction Index (travel industry category) for ten years in a row
- ❖ 2018, Ranked 1st in National Customer Satisfaction Index(NCSI) in Tourism Service Division for five consecutive years
- ❖ 2018, Certified for Customer-centered Management (CCM) for four consecutive years (2012-)
- ❖ 2018, Ranked 1st in the Korean Brand Power Index (K-BPI) for fourteen consecutive years
- ❖ 2018, Took first place in the Brand Star travel company category for fourteen consecutive years
- ❖ 2018, Ranked 1st among the Most Respected Companies (travel company category) for eleven years in a row
- ❖ 2017, Ranked 1st among the Most Respected Companies (travel company category) for ten years in a row
- ❖ 2017, Ranked 1st in the Brand Star travel company category for thirteen consecutive years
- ❖ 2017, Ranked 1st in the Korean Brand Power Index (K-BPI) for thirteen consecutive years
- ❖ 2017, Selected as the "Brand of the Year" in the travel category by the Customers Council for ten years in a row
- ❖ 2017, For four consecutive years, the number-one travel company in the National Customer Satisfaction Index (NCSI) of the Korea Productivity Center Ranked 10th in the 2017 Top 100 Korean Brands
- ❖ 2017, Ranked No.1 in the women consumers' choice of good companies by The Women's News for twelve consecutive years
- ❖ 2016, 1st place for 8 consecutive years in Korean Customer Satisfaction Index(KCSI)
- ❖ 2016, Receive a Presidential Citation for Job Creation
- ❖ 2016, 1st place for 3 consecutive years in National Customer Satisfaction Index(NCSI)
- ❖ 2016, 1st Place for 9 consecutive years in the tourism field in "Brand of the Year 2016" selected by Customers Council
- ❖ 2015, 'Leisure Friendly Company' Authorized by Ministry of Culture, Sport and Tourism
- ❖ 2015, 1st Place for 8 consecutive years in the tourism field in "Brand of the Year 2015" selected by Customers Council
- ❖ 2015, 1st Place for 11 consecutive years in the tour company field in "Korea's Brand Star" selected by Brand Stock
- ❖ 2014, Acquired a recertification for Customer-Centered Management (CCM)
- ❖ 2014, Awarded 'Malaysia Tourism Awards 2012/2013'

THANK YOU

