

## 2008 IR PLAN

	PLANS	SCHEDULE
Capability Development	<ul style="list-style-type: none"> <li>• Provide IR feedback to each business unit (Performance and marketing data)</li> <li>• Facilitate seamless collaboration between related business units (Business and promotion)</li> </ul>	Year round
Content Development	<ul style="list-style-type: none"> <li>• Provide in-depth reviews and in-house input on major issues</li> <li>• Provide real-time industry information updates</li> <li>• Provide consistent and systematic responses to frequently asked questions</li> <li>• Provide financial statements for subsidiaries on a consolidated basis (Sales, ordinary income, debt-to-equity ratio information)</li> </ul>	Year round
Special Events	<ul style="list-style-type: none"> <li>• Provide greater investor access to top management</li> <li>• Hold regular meetings to review business performance</li> <li>• Host events at Korean and overseas production sites</li> </ul>	Year round Quarterly 12 times a year
Activities Targeting Foreign Investors	<ul style="list-style-type: none"> <li>• Hold overseas roadshows 2~3 times a year</li> <li>• Attend Korea and overseas conferences 4~5 times a year</li> <li>• Increase frequency of conference calls with prospective overseas investors</li> <li>• Provide timely updates and new content on English website</li> </ul>	April, September Year round Year round Ongoing basis
Shareholders' General Meeting and Public Disclosure	<ul style="list-style-type: none"> <li>• Deepen team expertise on matters related to the shareholders' general meeting and public disclosure</li> <li>• Improve processes for effective public disclosure</li> <li>• Update internal measures to prevent incorrect disclosures</li> </ul>	Year round

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