

THE
HYUNDAI
[069960]

Disclaimer

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The Hyundai Department Store and related affiliates.

Forward-looking statements may be changed due to inevitable circumstances.

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The Hyundai Department Store does not take any kind of responsibility from decisions made due to this document.

Hyundai Department Store Co., Ltd.

I . Financial Information

1. Performance (Consolidated Basis)

(Unit: KRW, bn, %)

Description <small>Foot note 1)</small>	2Q				Cumulative			
	FY19	FY20	YoY (%)	Diff	FY19	FY20	YoY (%)	Diff
Gross Sales <small>Foot note 2)</small>	1,586	1,555	▲1.9	▲31	3,169	2,939	▲7.3	▲230
Net Sales	533	517	▲3.1	▲17	1,054	966	▲8.4	▲88
G P <small>Foot note 3)</small>	399	354	▲11.4	▲46	789	673	▲14.7	▲116
(%)	(25.2)	(22.7)			(24.9)	(22.9)		
SG&A	349	346	▲0.9	▲3	663	650	▲2.0	▲13
O P <small>Foot note 3)</small>	51	8	▲84.0	▲43	126	23	▲81.7	▲103
(%)	(3.2)	(0.5)			(4.0)	(0.8)		
R P	68	20	▲70.9	▲49	161	54	▲66.6	▲107

Footnote: 1) Numbers are in consolidated basis (K-IFRS)

2) Gross Sales: Net Sales + COGS of consignment Sales + Discounted Sales

3) GP(%) = GP/Gross Sales, OP(%)=OP/Gross Sales

I . Financial Information

2. 2Q Performance (Separate Basis)

(Unit: KRW, bn, %)

Description Foot note 1)	Net Sales				Operating Profit			
	FY19	FY20	YoY (%)	Change	FY19	FY20	YoY (%)	Change
Department Store	473	425	▲10.3	▲49	70	26	▲62.5	▲44
Duty Free	85	117	+37.3	32	▲19	▲18		1

3. Cumulative Performance (Separate Basis)

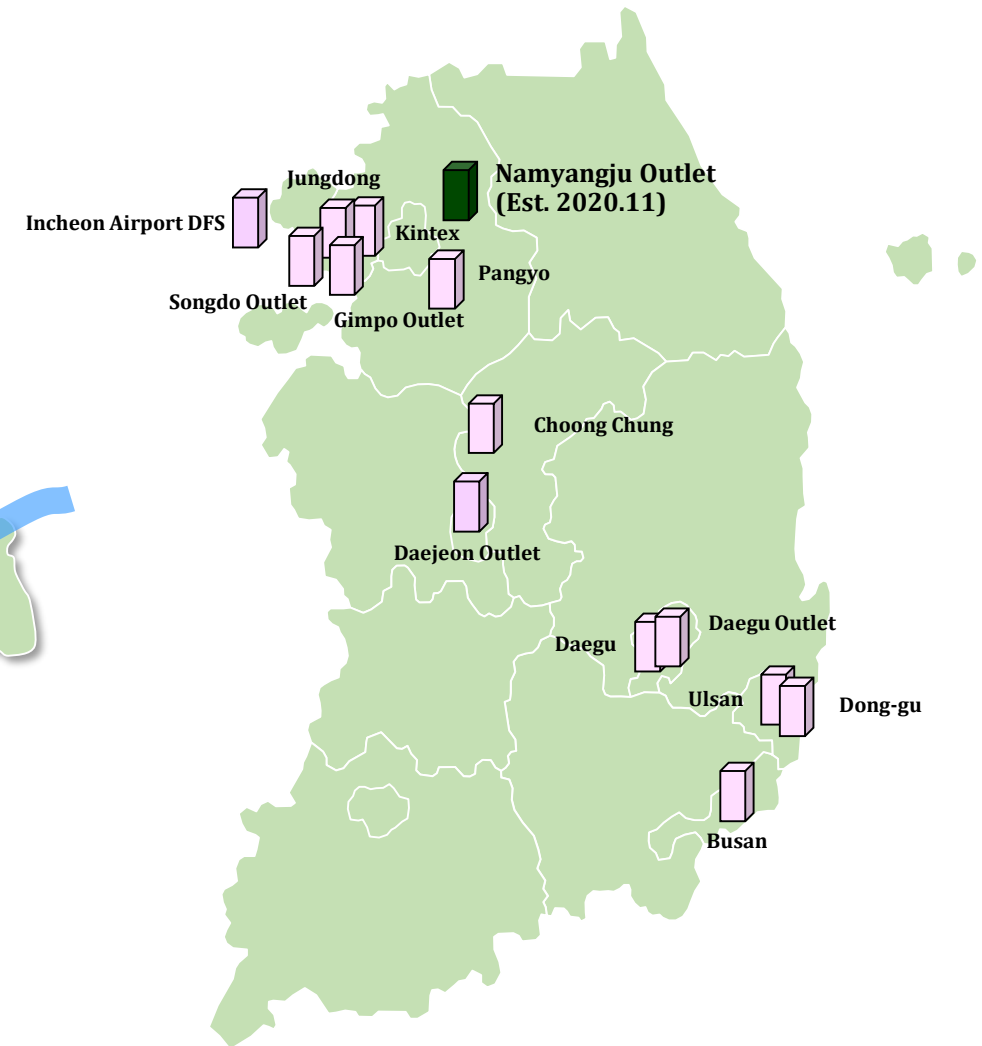
(Unit: KRW, bn, %)

Description Foot note 1)	Net Sales				Operating Profit			
	FY19	FY20	YoY (%)	Change	FY19	FY20	YoY (%)	Change
Department Store	950	817	▲14.0	▲133	168	60	▲64.1	▲108
Duty Free	155	197	+27.0	42	▲43	▲37		6

Footnote: 1) Department Store: Hyundai Department Store + Hanmoo Shopping
Duty Free: Hyundai Department Store Duty Free
→ Separate Basis

II. Sales Area & Store Information

 : Operating
 : New Stores(Planned)



	Sum	Operating	Planned
Sum	26	24	2
Department Store	16	15	1
Outlet	7	6	1
DFS	3	3	0

※ 2020 New Open Store

□ Dongdaemun City Duty Free Store - 2020. 2. 20 Open



Location

- Seoul, Jung-gu, Jangchungdan-ro 275 (Doota Mall, Doosan Tower Building)
- In vicinity of Dongdaemun subway station, Dongdaemun History and Culture Park subway station

Licensed Area

- 16,028㎡(6F~13F)
⇒ 6F~8F : Luxury & Beauty
9F~10F : K-Fashion
11F : Food & Souvenir
12F : K-Beauty

Major Brand

- KENZO, MARC JACOBS, VERSACE, CHOPARD, IWC, JAEGER-LECOULTRE, ESTEE LAUDER, LANCOME, MAJOR KOREAN COSMETICS, etc.

※ 2020 New Open Store

□ Daejeon Premium Outlet - 2020. 6. 26 Open



Location

- Daejeon Yusung-gu Yongsandong 579 (DTV Leisure and Amusement Area)
- In vicinity of Expressway (N. Daejeon IC, Shintangin IC) Next to Sejong City

Sales Area

- 53,275m² (B1F~4F)

Target Market

- Daejeon, Sejong, Chung-ju etc.
- Central Korea including 5.4million population

Major Brand

- PRADA, SAINT LAURENT, BALENCIAGA, MONCLER, GOLDEN GOOSE, ETRO, LANVIN, etc.

Major Facilities

- River Park, Wonderland Plaza, Squirrel Garden, Sky Terrace, Wind Terrace, Lake Terrace, Kids Café, etc.

※ 2020 New Open Store

□ Airport Duty Free Store - 2020. 9. 1 Open



Location

- Incheon, Jung-gu, Gonghang-ro, 272
(Incheon International Airport Terminal 1 DF7 Area)

Area

- 2,856㎡ (in between Gate 42 and Gate 28)

Major Categories

- Luxury Boutique, Fashion/Accessory, Kids, etc.

II. Sales Area & Store Information

1. New Location(Store) Plan

Description		Type	Open Year	Sales (Yearly)	Sales Area	CAPEX		Rent / owned
						FY20	FY21 ~	
Outlet	Namyangju	Premium Outlet	2020. Nov	345bn	61,157 m²	156bn	48bn	Owned
Dept	Parc.1(Seoul)	Department Store	2021. Jan	600bn	88,420 m²	76bn	34bn	Rent

2. Sales Area Status (Incl. Expansion)

Description	FY19			FY20			FY21		
	Store	Area	YoY(%)	Store	Area	YoY(%)	Store	Area	YoY(%)
Department Store	15	695,056 m²	1.9%	15	695,056 m²	-	16	783,476 m²	12.7%
Outlet	5	211,731 m²	8.0%	7	327,536 m²	54.7%	7	327,536 m²	-
Duty Free	1	14,251 m²	-	3	32,602 m²	-	3	32,602 m²	-
Total	21	921,038 m²	5.4%	25	1,055,194 m²	14.6%	26	1,143,614 m²	8.4%

Footnote) FY20: Dongdaemun DFS(New), Daejeon Outlet(New), Namyangju Outlet(New), Incheon Airport DFS(New)

FY21: Parc1 Dept(New)

☞ **Confirmed plan to open 2 additional stores (1 Dept, 1 Outlet)**
In FY21 1Q, total 26 stores will be operating (16 Dept , 7 Outlet, 3 DFS)

※ New Store Information (Due to open)

□ Namyangju Premium Outlet



Location

- Kyunggido Namyangju City Jigumdong
- In vicinity of Upper River and Outer Ring Highway
Near Dasan New town (0.9mil population)
- Donong and Dasan Subway Station (in 2022)

Est Date

- 2020 November

Area

- Building Area 83,970㎡
- Selling Area 61,157㎡
(120.0% of Songdo Premium Outlet)

Remarks

- Largest Premium outlet in East of Seoul
- Shopping mall style outlet with 3 floors

Progress

- Building construction progress 99%

※ New Store Information (Due to open)

□ Parc.1 Department Store



Location

- Seoul Yeongdeungpo-gu Yeouido-dong
- In Yeouido Island, Seoul's Key Financial Area
1.5mil population within 5km
- Connected to Yeouido Subway Station

Est Date

- 2021 January

Area

- Building Area 88,843㎡
- Selling Area 44,635㎡

Remarks

- Concept: Futuristic Department Store

Progress

- Building construction progress 100%

III. Duty Free Stores

1. DFS Overview

Description	Trade center	Dong-dae-mun	Incheon Airport
Open Date	2018 November 1st	2020 February 20th	2020 September 1st
Location	Gang-Nam (Trade Centre Department Store 8-10F)	Gang-Buk (Doota Mall 6-13F)	Incheon International Airport (Terminal 1 DF7 area)
Area	14,251㎡ (4,311 py)	16,028㎡ (4,857 py)	2,856㎡ (864 py)
Concept	High-end Luxury Store	Young Trendy Lifestyle Store	Fashion and Accessory

2. Roadmap

- **4th largest DFS player**
- **Economy of scale:**
Common cost reduction(HQ expenses, Logistics etc.) and enhance purchase power for GPM(%)

IV. Online Business

○ Online Sales : **10%**(2020 2Q) of total department store and outlet sales

○ Online Channel (Operated by Hyundai Department Store)



Since 2015

[THE HYUNDAI.COM]

Products in offline Dept. Store
(Fashion, Sports, Miscellaneous etc.)

○ Exclusive Brands from Department Store

- ① Direct purchase products
- Exclusive products, PB brands etc
- ② Global brands
- ex) H&M Sub brand Arket and COS etc



Since 2020 July

[TO HOME - the Hyundai]

F&B Specialized Premium Mall

○ Premium F&B and Customer Service

- ① From middle to high quality groceries
- ② Omni channel:
next-morning delivery, offline pick up and etc.



Starting 2022

[Premium Mall]

Unique Premium Brand
Specialized Mall

○ Exclusive

- ① Premium brands new to domestic market
- ② Exclusive and luxury products

○ Online Channel (Others)

Hmall

GS SHOP

NAVER

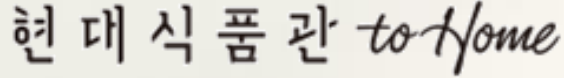

kakao

coupan
Color Your Days

11번가

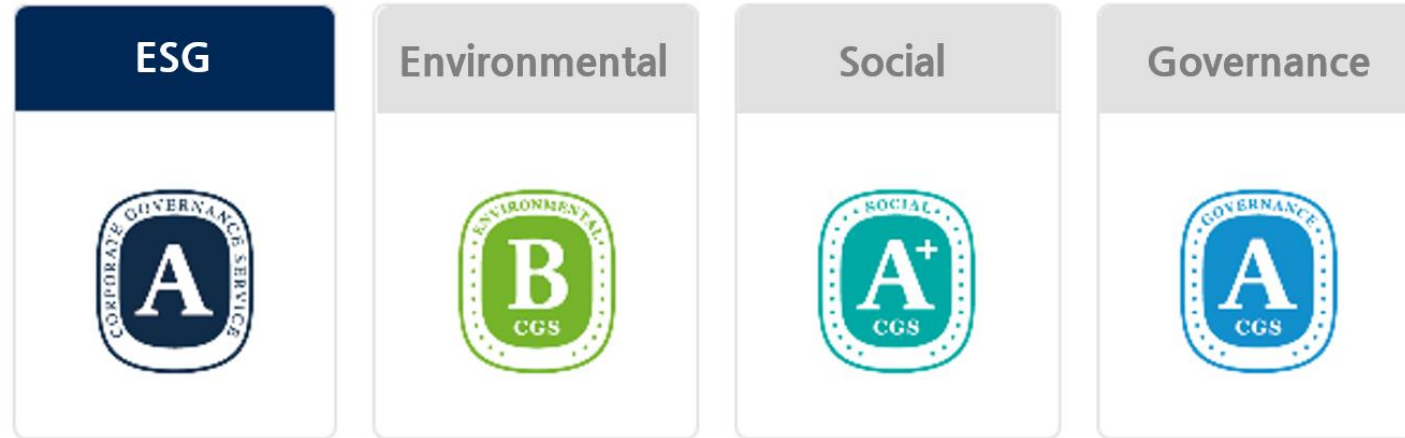
※ 2020 New Open Online Channel

□ to Home – the Hyundai - 2020. 7. 22 Open

	Platform <ul style="list-style-type: none"> Website, Application (Android, IOS)
	Web Link <p>https://tohome.thehyundai.com</p>
	Major Service <ul style="list-style-type: none"> Next-morning delivery (Grocery) : Grocery delivered to customer's home next early morning ⇒ Order upto 11pm, receive 7am Ready-to-eat delivery (F&B) : Ready-to-eat restaurant food and bakery of Hyundai Department Store delivered within an hour ⇒ Available within 3km distance of the department store Other Service : F&B reservation, pick-up, QR payment, gift delivery, etc.
	Major Categories <ul style="list-style-type: none"> Fruits&Vegetables, Meat&Eggs, Fish&Seafood, Bakery&Desserts, Mealkit&HMR, Drinks&Tea, Side Dish&Cooked Meal, Nuts&Grains, Seasoning&Spices, Healthcare&Vitamins, Lifestyle Goods, etc.

V . ESG(Environmental, Social, Corporate Governance)

☐ “A” ESG Rating from KCGS(Korea Corporate Governance Service)



Q & A