

2Q19 Earnings Release

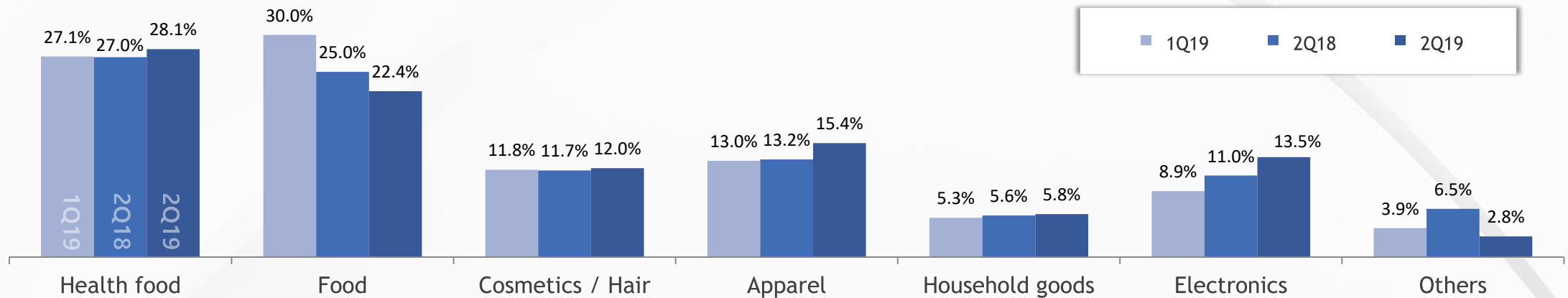

 Summary

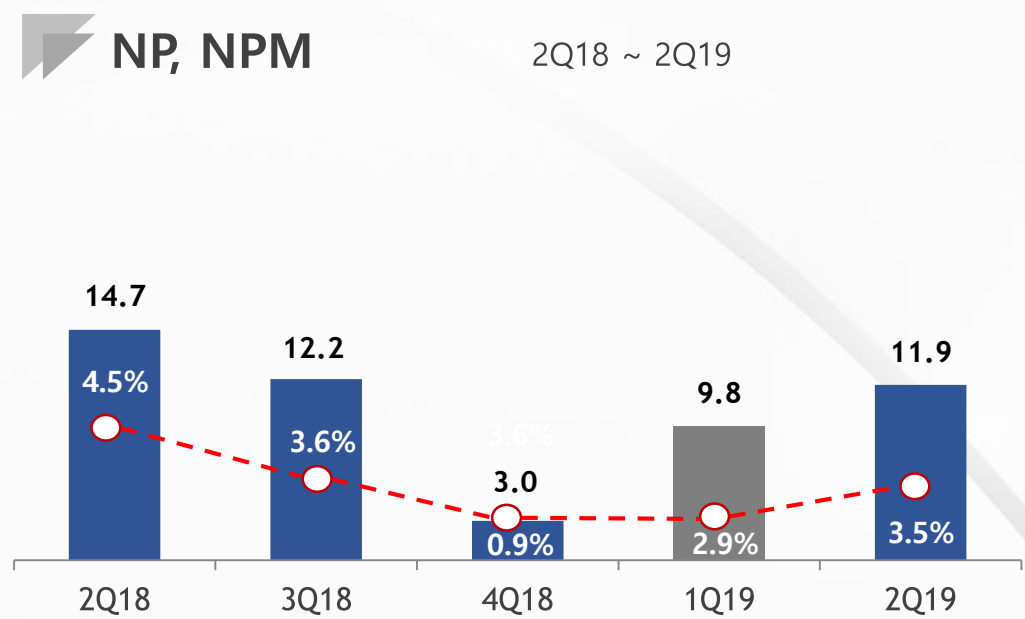
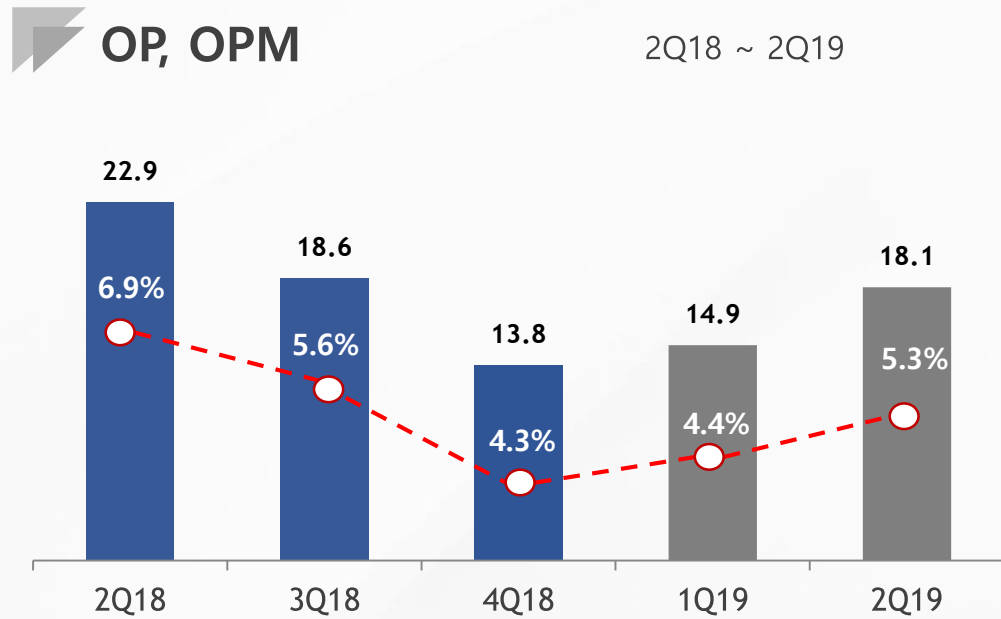
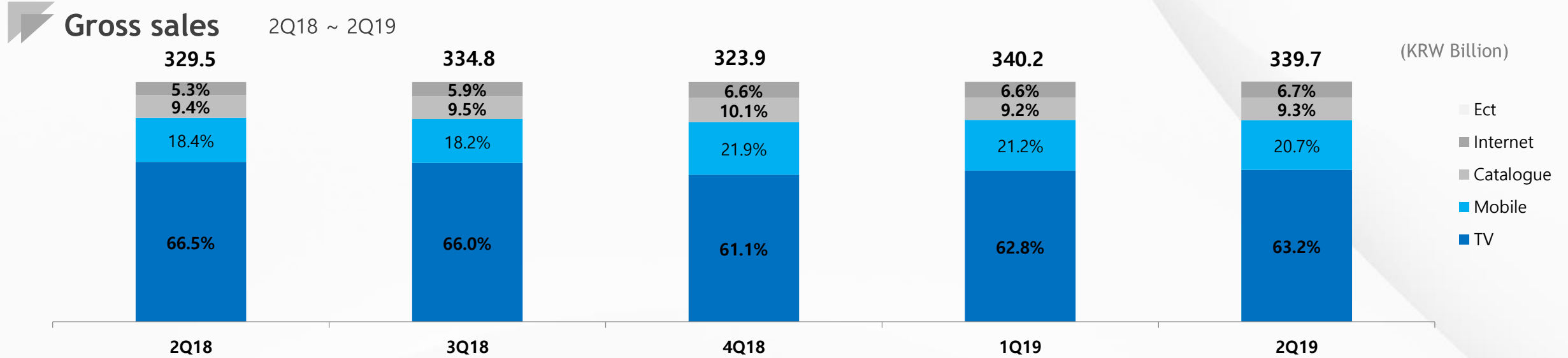
[KRW Billion]	2Q19	2Q18	Yoy	1Q19	QoQ
Gross sales	339.7	329.5	3.1%	340.2	-0.1%
Sales	120.1	117.6	2.1%	117.7	2.0%
Gross profit	112.4	108.3	3.8%	107.8	4.3%
SG&A	94.3	85.4	10.4%	92.9	1.5%
Operation profit	18.1	22.9	-21.0%	14.9	21.5%
OPM	5.3%	6.9%	-	4.4%	-
Net profit	11.9	14.7	-19.0%	9.8	21.4%
NPM	3.5%	4.5%	-	2.9%	-

Sales channels

[KRW Billion]	2Q19	2Q18	YoY	1Q19	QoQ
Gross sales	339.7	329.5	3.1%	340.2	-0.1%
TV	214.4	219.0	-2.1%	213.7	0.3%
Catalogue	31.6	31.0	1.9%	31.4	0.6%
Internet	22.9	17.6	30.1%	22.4	2.2%
Mobile	70.3	60.6	16.0%	72.0	-2.4%
Etc	0.5	1.3	-61.5%	0.7	-28.6%

Category portion






 SG&A

[KRW Billion]	2Q19	2Q18	YoY	1Q19	QoQ
Payroll	8.53	7.00	-37.2%	85.5	-0.2%
Commission Fee	67.09	57.92	15.8%	670.8	0.0%
Publication	5.43	4.74	14.6%	47.0	15.5%
Promotion	1.51	1.41	7.1%	15.2	-0.7%
Advertisement	2.54	2.35	8.1%	13.7	85.4%
Depreciation	1.73	1.80	-3.9%	17.6	-1.7%
Amortization	1.48	1.47	0.7%	14.7	0.7%
Taxes and Due	1.26	3.66	-65.6%	19.6	-35.7%
Others	4.74	5.05	-6.1%	45.2	4.9%
Total	94.31	85.40	10.4%	929.3	1.5%


 Balance Sheet

(KRW million)

	FY2017	FY2018	2Q19
Current Assets	78,158	68,441	111,272
Non-Current Assets	713,982	757,604	765,027
TOTAL ASSETS	792,141	826,045	876,299
Current Liabilities	205,891	214,170	135,997
Non-Current Liabilities	139,596	128,003	241,195
TOTAL LIABILITIES	345,487	342,173	377,192
Issued Capital	16,848	16,848	16,848
Other Comprehensive Income	-8,630	-9,035	-11,097
Retained Earnings	438,436	476,059	493,356
Total Equity	446,654	483,872	499,107

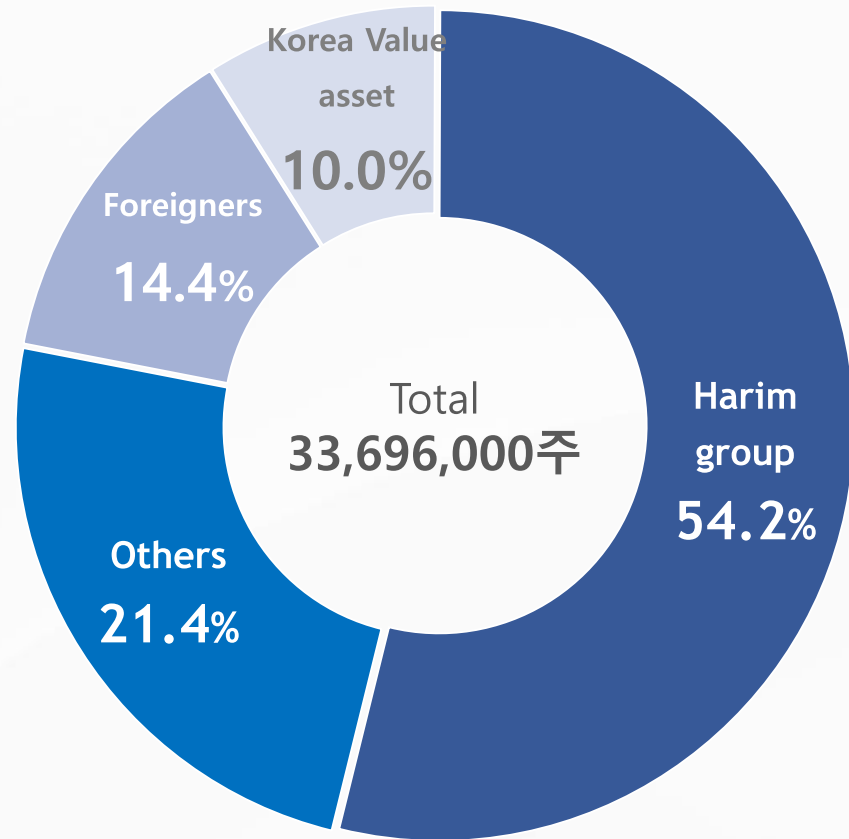

 Income Statement

(KRW million)

	FY2017	FY2018	2Q19
Gross sales	1,369,065	1,340,571	679,854
Sales	473,513	468,410	237,784
Cost of Sales	18,921	38,011	17,581
Gross Profit	454,590	430,399	220,202
SG&A	361,019	351,415	187,245
Operating Profit	93,571	78,983	32,957
Non-Operating Income	11,834	2,864	1,991
Non-Operating Expenses	10,948	18,231	5,938
Profit before Tax	94,458	63,616	29,010
Net Income	68,830	44,935	21,725

 Subsidiary earnings

[KRW Billion]	Sales	OP	NP
NS shopping	120.1	18.1	11.9
Harim Industry	0.8	-12.9	-27.0
Harim Food	-	-1.6	-1.5
N-Bicon	1.6	-0.8	-0.8
NS Home shopping media center	2.2	-0.7	0.1
ND	1.4	0.1	0.1
Ever Miracle	1.6	0.2	0.3
Total	123.1	3.0	-16.9



Shareholder	%	Note
Harim Group	54.2%	
Foreigners	14.4%	
Korea value asset	10.0%	
Others	21.4%	
Total	100%	

Earnings Release 2Q'19

Thank you

이 종목의 더 많은 IR정보 [확인하기](#)

IR GO 주주와 기업을 연결하고 응원합니다.