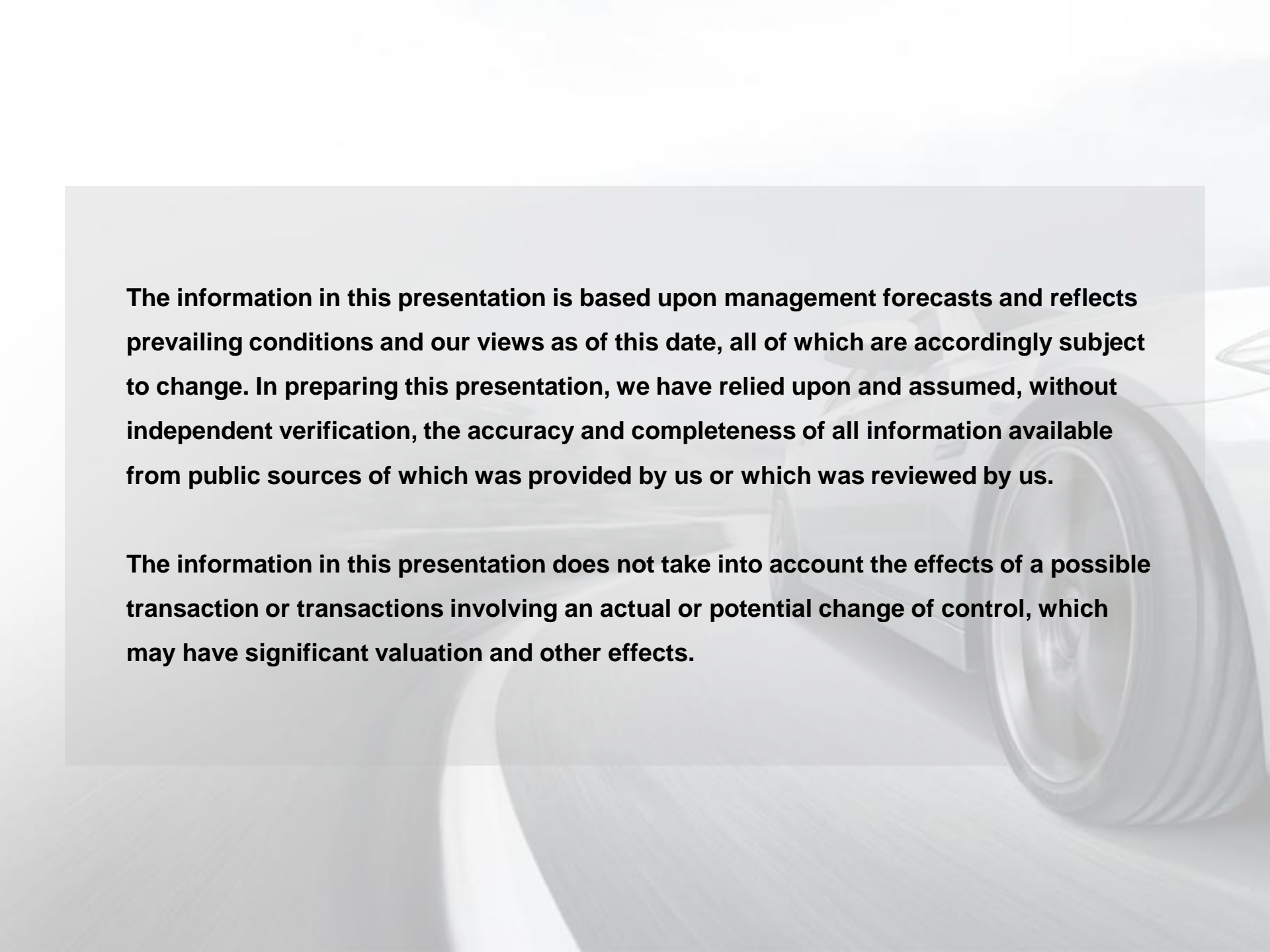


2014 Hankook Tire

1st Quarter Result

2014.04.30



The information in this presentation is based upon management forecasts and reflects prevailing conditions and our views as of this date, all of which are accordingly subject to change. In preparing this presentation, we have relied upon and assumed, without independent verification, the accuracy and completeness of all information available from public sources of which was provided by us or which was reviewed by us.

The information in this presentation does not take into account the effects of a possible transaction or transactions involving an actual or potential change of control, which may have significant valuation and other effects.

Hankooktire 2014 1Q Review

1 2014 1Q Review

Financial Highlights

2 Performance

Hankook Tire 2014 1Q Results Review

3 Stability

Production, Raw Material Cost, Balance Sheet



Financial Highlights

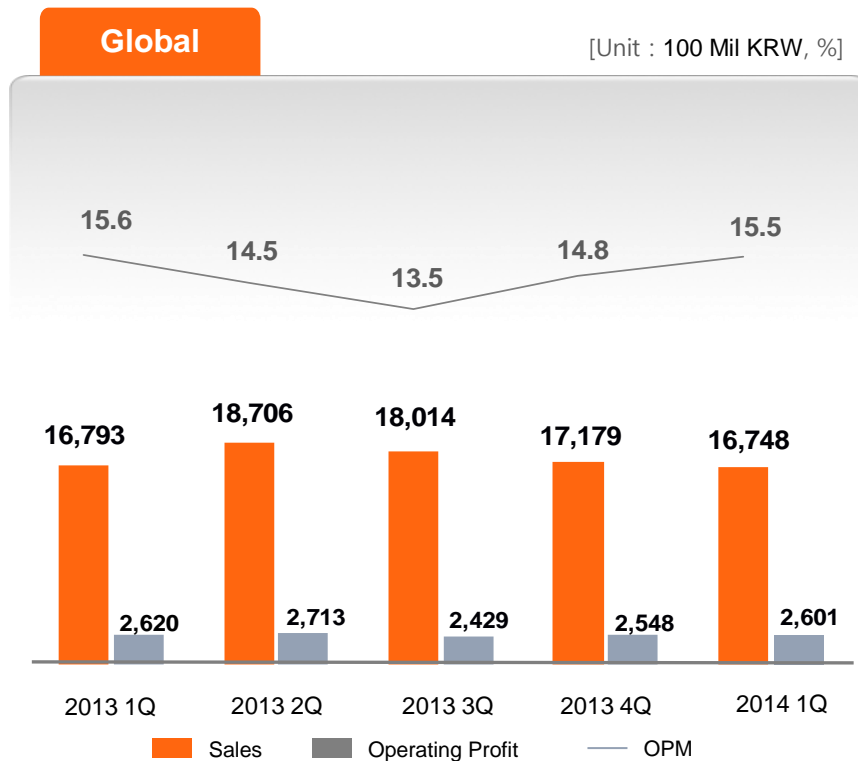
2013 4Q Global Business Results

[unit : 100 Mil KRW, %]

	2013 1Q (A)	2013 4Q (B)	2014 1Q (C)	C/B	C/A
Sales	16,793	17,179	16,748	97.5%	99.7%
COGS	11,334 (67.5%)	11,065 (64.4%)	11,007 (65.7%)	99.5%	97.1%
Operating Profit	2,620 (15.6%)	2,548 (14.8%)	2,601 (15.5%)	102.1%	99.3%
Ordinary Profit	2,377 (14.2%)	2,297 (13.4%)	2,444 (14.6%)	106.4%	102.8%
EBITDA	3,676 (21.9%)	3,704 (21.6%)	3,721 (22.2%)	100.5%	101.2%

Financial Highlights

- Increase of the global sale volume was offset by ASP decline amid the low raw material cost.



- 2014 1Q Review

- YoY

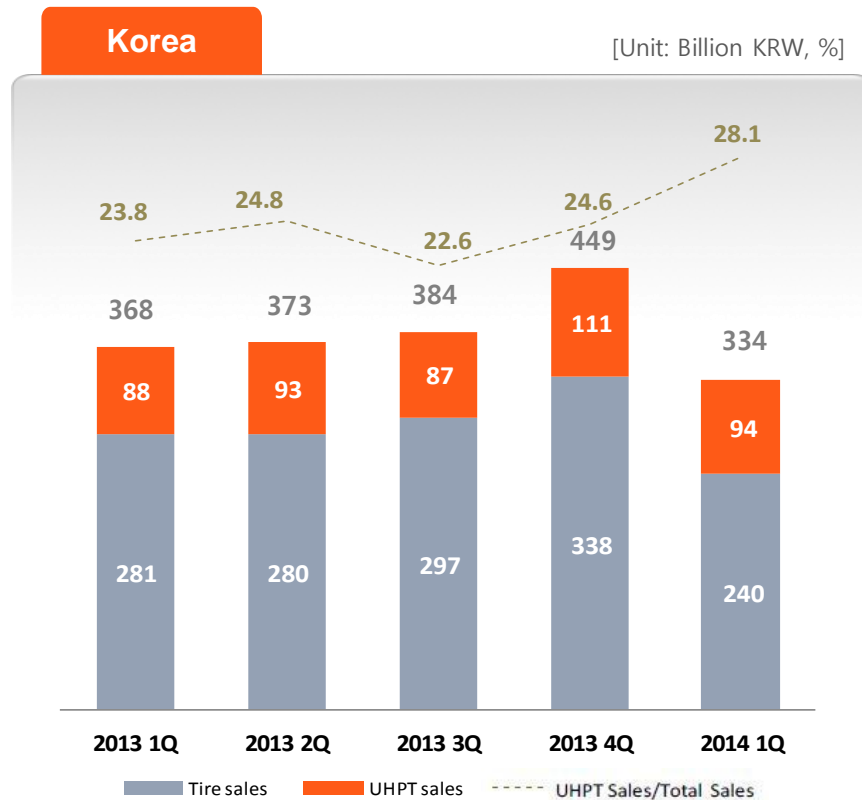
As global tire demand rebounded , our sales volume also grew. However, revenue fell slightly, mainly due to the strong Won and weak ASP which was caused by stable raw material price.

- QoQ

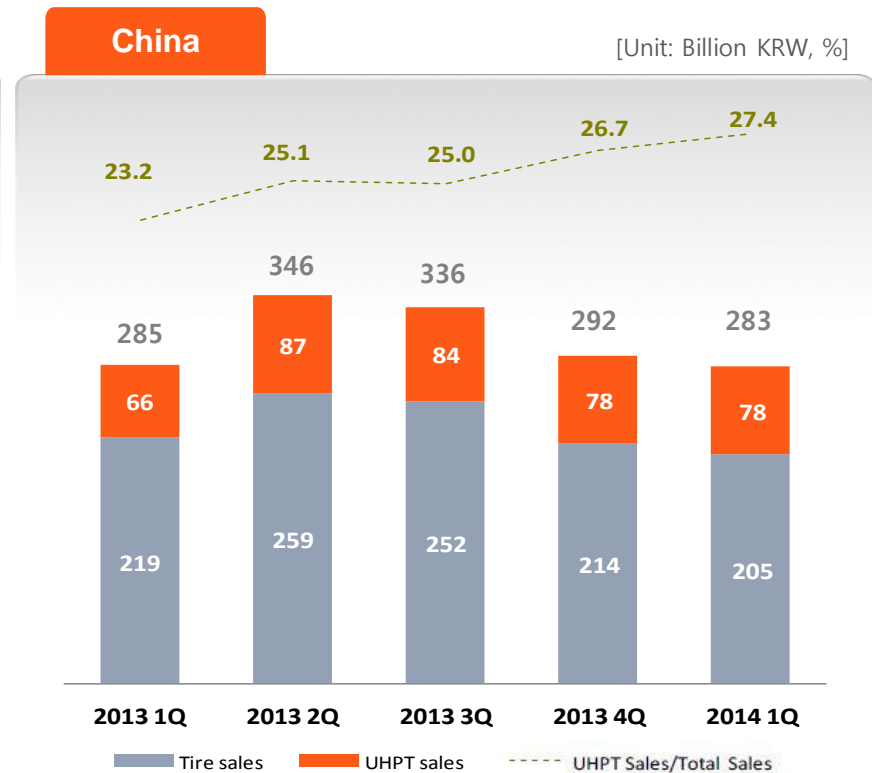
Less working days due to holidays in Korea/China decreased sales volume QoQ. But product mix improvement somewhat neutralized volume decrease.

(1) Performance – Hankooktire 2014 1Q Review

- Competition rose in Korea's RE market by other player's aggressive pricing.
- While Korea's RE and OE ASP were defended YoY/QoQ, volume decreased QoQ.
- China's OE sales increased YoY, product mix is steadily improving.



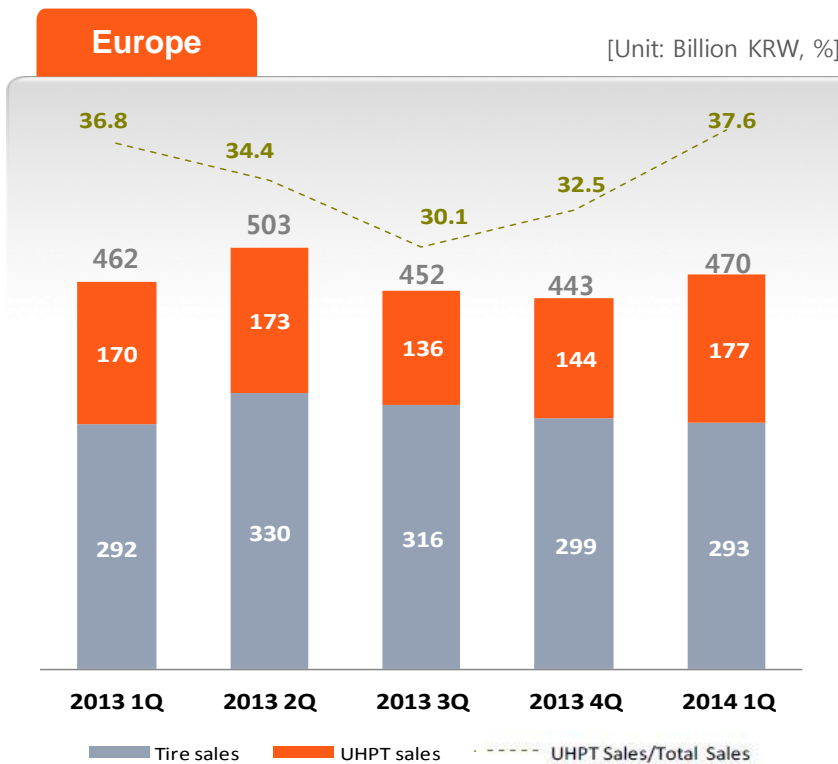
※ The sales and units were calculated by aggregating units sold by each production facility
EXP OE Sales included



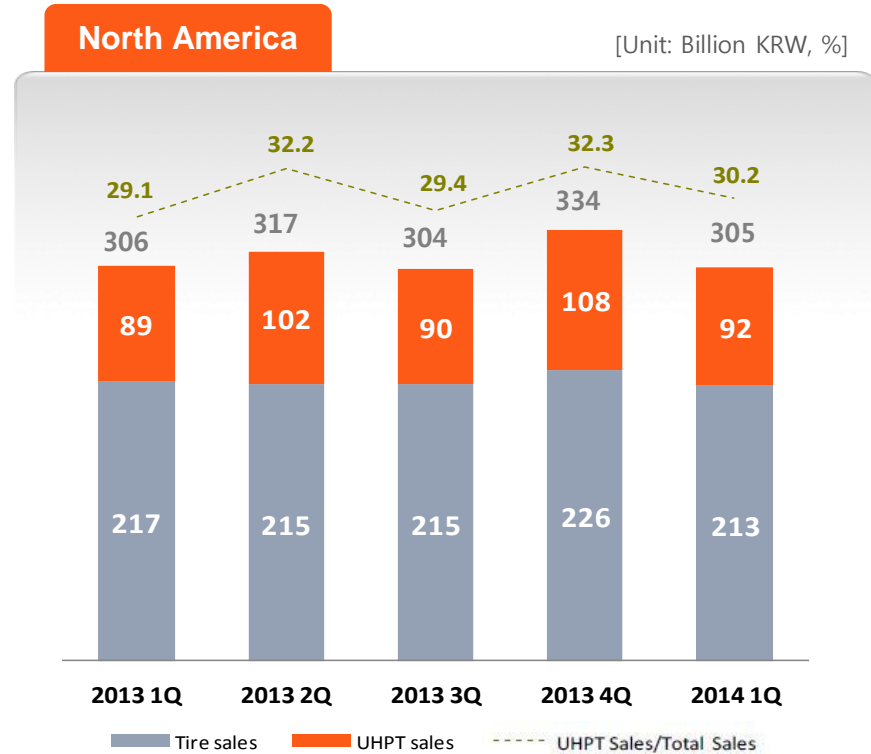
※ The sales and units were calculated by aggregating units sold by each production facility

(1) Performance – Hankooktire 2014 1Q Review

- Rebounding demand in EU market enhanced UHPT portion and ASP.
- Thanks to demand increase in U.S. market, ASP was slightly improved.
- Still, inflow of low-end, low-price tires from China is inducing fierce competition.



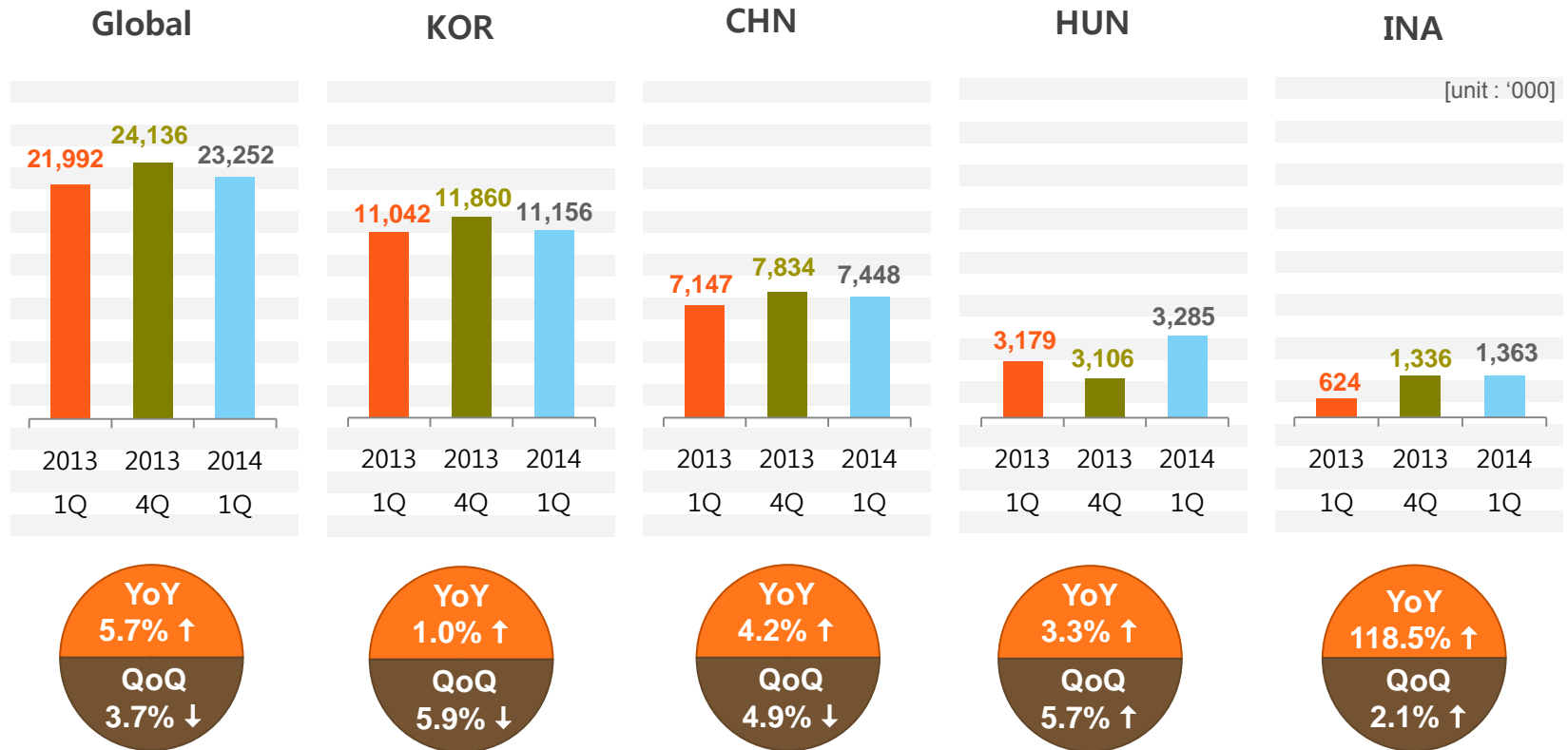
※ The sales and units were calculated by aggregating units sold by each production facility



※ The sales and units were calculated by aggregating units sold by each production facility

(1) Performance – Production

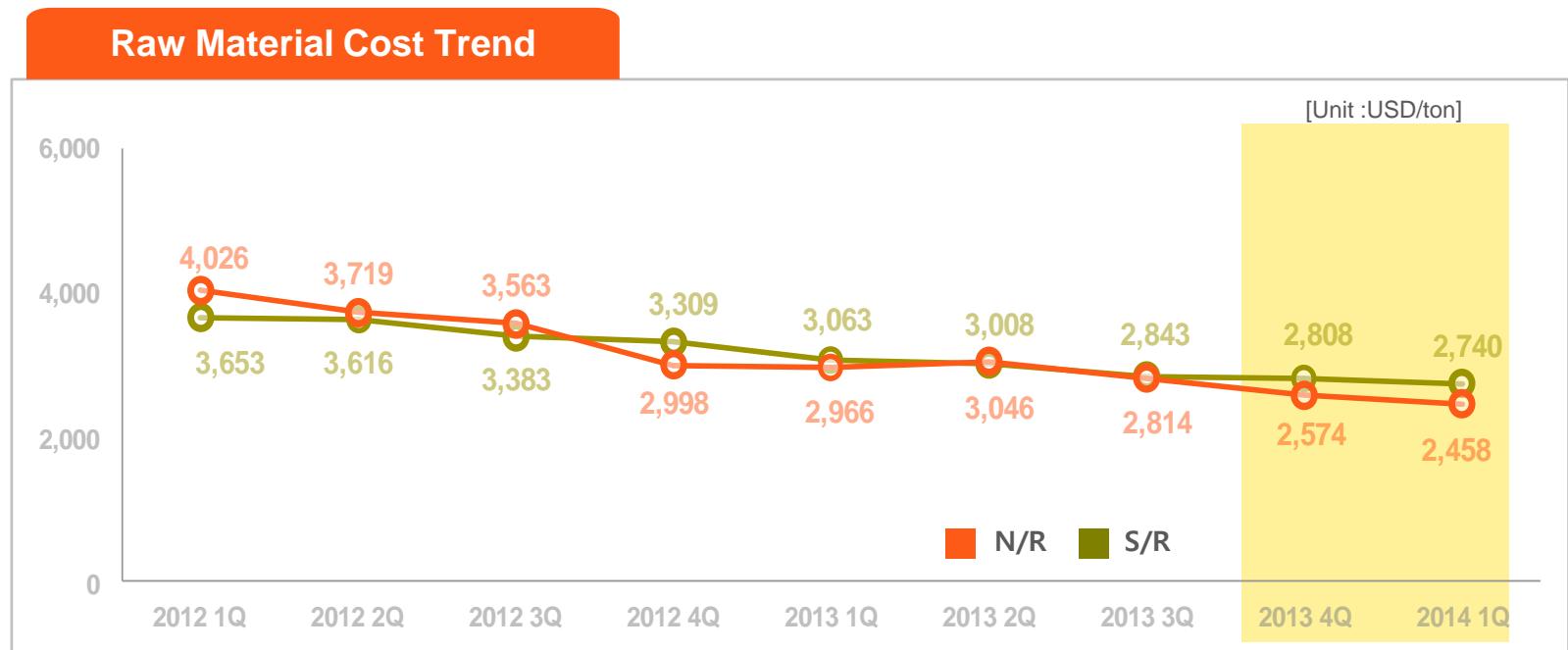
- Volume increased YoY due to completion of ramp-up in CHN, INA, whereas holidays in KOR and CHN affected volume decrease QoQ .



(2) Stability - Raw Material Cost

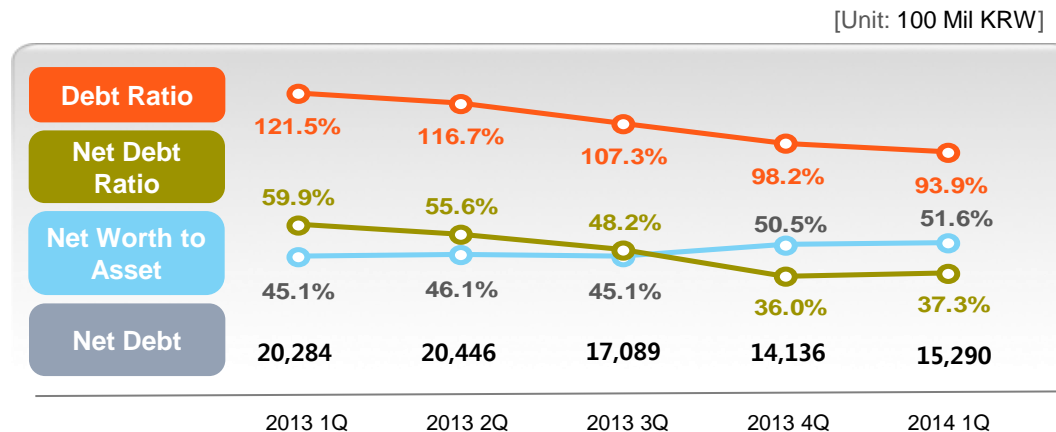
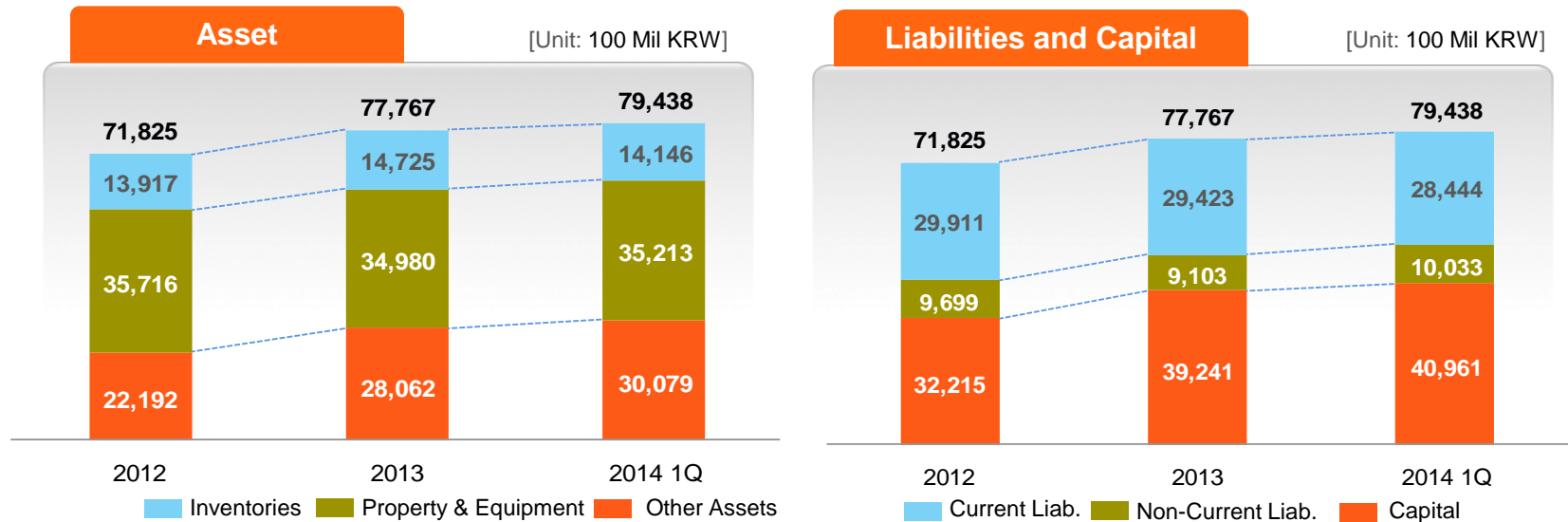
While rebound of tire demand resulted increase in consumption of NR and SR by 2.1%, 3.5% respectively YoY, increase of production is limiting price hike.

- NR : Concern about economy slowdown in China and Thai government's inventory release plan would lower the price further.
- SR : SSBR shows some price hikes, but over capacity situation would restrict SR price raise in short-term.



※ Average price, Korea only

(2) Stability - Consolidated Balance Sheet



End of The Document

Appendix. F/S – Consolidated B/S

[unit: 100 Mil KRW]

	2013		2014 1Q		Diff.	
	Amt.	%	Amt.	%	Amt.	%
Assets	77,767	100.0%	79,438	100.0%	1,671	2.1%
Current Assets	39,522	50.8%	40,019	50.4%	497	1.3%
cashable assets	11,649	15.0%	11,540	14.5%	-109	-0.9%
Accounts receivable	11,910	15.3%	12,714	16.0%	804	6.8%
Inventories	14,725	18.9%	14,146	17.8%	-579	-3.9%
Non-current Assets	38,245	49.2%	39,419	49.6%	1,174	3.1%
Tangible assets	34,980	45.0%	35,213	44.3%	233	0.7%
Liabilities	38,526	49.5%	38,477	48.4%	-49	-0.1%
Current Liabilities	29,423	37.8%	28,444	35.8%	-979	-3.3%
Non-Current Liabilities	9,103	11.7%	10,033	12.6%	930	10.2%
Shareholders' Equity	39,241	50.5%	40,961	51.6%	1,720	4.4%
Debt	25,785		26,830			
Net debt	14,136		15,290			
Debt Ratio		98.2%		93.9%		
Net Worth to Assets		50.5%		51.6%		

Appendix. F/S – Korea B/S

[unit: 100 Mil KRW]

	2013		2014 1Q		Diff.	
	Amt.	%	Amt.	%	Amt.	%
Assets	46,560	100.0%	47,679	100.0%	1,119	2.4%
Current Assets	22,881	49.1%	24,035	50.4%	1,154	5.0%
cashable assets	8,321	17.9%	9,320	19.5%	999	12.0%
Account receivable	9,939	21.3%	9,921	20.8%	-18	-0.2%
Inventories	4,552	9.8%	4,671	9.8%	119	2.6%
Non-current Assets	23,679	50.9%	23,645	49.6%	-34	-0.1%
Tangible assets	13,775	29.6%	13,489	28.3%	-286	-2.1%
Liabilities	15,908	34.2%	15,839	33.2%	-69	-0.4%
Current Liabilities	12,938	27.8%	13,564	28.4%	626	4.8%
Non-Current Liabilities	2,970	6.4%	2,275	4.8%	-695	-23.4%
Shareholders' Equity	30,652	65.8%	31,840	66.8%	1,188	3.9%
Debt	8,397		8,513			
Net debt	76		-807			
Debt Ratio		51.9%		49.7%		
Net Worth to Assets		65.8%		66.8%		

Appendix. F/S – China B/S

[unit : 100 Mil RMB]

	2013		2014 1Q		Diff.	
	Amt.	%	Amt.	%	Amt.	%
Assets	17,737	100.0%	17,695	100.0%	-42	-0.2%
Current Assets	7,849	44.3%	7,864	44.4%	15	0.2%
Account receivable	5,229	29.5%	5,181	29.3%	-48	-0.9%
Inventories	1,539	8.7%	1,700	9.6%	161	10.5%
Non-current Assets	9,888	55.7%	9,831	55.6%	-57	-0.6%
Tangible assets	7,654	43.2%	7,585	42.9%	-69	-0.9%
Liabilities	10,321	58.2%	9,966	56.3%	-356	-3.4%
Current Liabilities	9,288	52.4%	7,995	45.2%	-1,293	-13.9%
Non-Current Liabilities	1,034	5.8%	1,971	11.1%	937	90.7%
Shareholders' Equity	7,416	41.8%	7,730	43.7%	314	4.2%

Appendix. F/S – Hungary B/S

[unit : K HUF]

	2013		2014 1Q		Diff.	
	Amt.	%	Amt.	%	Amt.	%
Assets	262,384	100.0%	280,657	100.0%	18,273	7.0%
Current Assets	164,526	62.7%	163,941	58.4%	-585	-0.4%
Account receivable	58,792	22.4%	55,337	19.7%	-3,454	-5.9%
Inventories	25,580	9.7%	23,913	8.5%	-1,667	-6.5%
Non-current Assets	97,858	37.3%	116,716	41.6%	18,858	19.3%
Tangible assets	97,814	37.3%	116,661	41.6%	18,847	19.3%
Liabilities	163,935	62.5%	173,589	61.9%	9,654	5.9%
Current Liabilities	131,579	50.1%	127,490	45.4%	-4,089	-3.1%
Non-Current Liabilities	32,356	12.3%	46,098	16.4%	13,743	42.5%
Shareholders' Equity	98,449	37.5%	107,068	38.1%	8,619	8.8%

Appendix. F/S – Indonesia B/S

[unit : K USD]

	2013		2014 1Q		Diff.	
	Amt.	%	Amt.	%	Amt.	%
Assets	398,851	100.0%	410,124	100.0%	11,273	2.8%
Current Assets	83,732	21.0%	96,775	23.6%	13,043	15.6%
Cashable assets	2,526	0.6%	5,721	1.4%	3,195	126.5%
Account receivable	14,313	3.6%	18,467	4.5%	4,154	29.0%
Inventories	38,277	9.6%	41,805	10.2%	3,529	9.2%
Non-current Assets	315,119	79.0%	313,349	76.4%	-1,771	-0.6%
Tangible assets	281,610	70.6%	280,256	68.3%	-1,355	-0.5%
Liabilities	282,718	70.9%	285,150	69.5%	2,432	0.9%
Current Liabilities	61,742	15.5%	64,072	15.6%	2,331	3.8%
Non-Current Liabilities	220,976	55.4%	221,078	53.9%	102	0.0%
Shareholders' Equity	116,134	29.1%	124,974	30.5%	8,841	7.6%

Appendix. F/S – Consolidated I/S (IFRS)

[unit: 100 Mil KRW]

	2013 1Q		2013 4Q		2014 1Q		YoY	QoQ
	Amt.	%	Amt.	%	Amt.	%	(%)	(%)
Sales	16,793	100.0%	17,179	100.0%	16,748	100.0%	-0.3%	-2.5%
COGS	11,334	67.5%	11,065	64.4%	11,007	65.7%	-2.9%	-0.5%
Gross Profit	5,459	32.5%	6,114	35.6%	5,741	34.3%	5.2%	-6.1%
SG&A	2,839	16.9%	3,566	20.8%	3,140	18.7%	10.6%	-11.9%
Operating Profit	2,620	15.6%	2,548	14.8%	2,601	15.5%	-0.7%	2.1%
Other Revenue	629	3.7%	365	2.1%	505	3.0%	-19.7%	38.3%
Other Expense	555	3.3%	511	3.0%	409	2.4%	-26.3%	-20.0%
Financial Revenue	159	0.9%	110	0.6%	112	0.7%	-29.8%	1.6%
Financial Expense	475	2.8%	215	1.3%	365	2.2%	-23.1%	69.7%
Income Before Income Tax	2,378	14.2%	2,297	13.4%	2,444	14.6%	2.8%	6.4%
E B I T D A	3,677	21.9%	3,704	21.6%	3,721	22.2%	1.2%	0.5%
Depreciation	1,057	6.3%	1,155	6.7%	1,120	6.7%	6.0%	-3.1%

Appendix. F/S – Korea I/S (IFRS)

[unit: 100 Mil KRW]

	2013 1Q		2013 4Q		2014 1Q		YoY	QoQ
	Amt.	%	Amt.	%	Amt.	%	(%)	(%)
Sales	9,812	100.0%	10,093	100.0%	9,148	100.0%	-6.8%	-9.4%
COGS	6,799	69.3%	6,850	67.9%	6,170	67.4%	-9.3%	-9.9%
Gross Profit	3,013	30.7%	3,243	32.1%	2,978	32.6%	-1.1%	-8.2%
SG&A	1,570	16.0%	2,079	20.6%	1,706	18.6%	8.7%	-17.9%
Operating Profit	1,443	14.7%	1,165	11.5%	1,272	13.9%	-11.8%	9.2%
Other Revenue	707	7.2%	776	7.7%	626	6.8%	-11.5%	-19.4%
Other Expense	379	3.9%	276	2.7%	242	2.6%	-36.1%	-12.4%
Financial Revenue	119	1.2%	33	0.3%	99	1.1%	-16.8%	201.6%
Financial Expense	139	1.4%	101	1.0%	72	0.8%	-48.2%	-28.9%
Income Before Income Tax	1,751	17.8%	1,596	15.8%	1,683	18.4%	-3.9%	5.4%
E B I T D A	1,930	19.7%	1,689	16.7%	1,779	19.4%	-7.8%	5.3%
Depreciation	487	5.0%	524	5.2%	507	5.5%	4.1%	-3.3%

Appendix. F/S – China I/S (IFRS)

[unit : 100 Mil RMB]

	2013 1Q		2013 4Q		2014 1Q		YoY	QoQ
	Amt.	%	Amt.	%	Amt.	%	(%)	(%)
Sales	26.24	100.0%	27.59	100.0%	26.54	100.0%	1.1%	-3.8%
COGS	19.08	72.7%	19.39	70.3%	18.87	71.1%	-1.1%	-2.7%
Gross Profit	7.15	27.3%	8.20	29.7%	7.67	28.9%	7.2%	-6.5%
SG&A	4.14	15.8%	4.88	17.7%	4.38	16.5%	5.7%	-10.2%
Operating Profit	3.01	11.5%	3.32	12.0%	3.29	12.4%	9.2%	-1.0%
Other Revenue	0.57	2.2%	0.69	2.5%	0.76	2.9%	33.4%	10.8%
Other Expense	0.94	3.6%	0.57	2.1%	0.92	3.5%	-2.3%	61.2%
Financial Revenue	0.47	1.8%	0.89	3.2%	0.02	0.1%	-96.2%	-98.0%
Financial Expense	0.49	1.9%	1.06	3.8%	0.73	2.8%	49.3%	-31.1%
Income Before Income Tax	2.63	10.0%	3.27	11.9%	2.42	9.1%	-7.9%	-26.0%
E B I T D A	4.74	18.1%	5.18	18.8%	5.05	19.0%	6.5%	-2.4%
Depreciation	1.73	6.6%	1.85	6.7%	1.76	6.6%	1.7%	-5.0%

Appendix. F/S – Hungary I/S (IFRS)

[unit : 100 Mil HUF]

	2013 1Q		2013 4Q		2014 1Q		YoY	QoQ
	Amt.	%	Amt.	%	Amt.	%	(%)	(%)
Sales	439.12	100.0%	392.05	100.0%	426.57	100.0%	-2.9%	8.8%
COGS	309.46	70.5%	281.04	71.7%	288.97	67.7%	-6.6%	2.8%
Gross Profit	126.29	28.8%	111.01	28.3%	137.60	32.3%	9.0%	24.0%
SG&A	45.47	10.4%	42.57	10.9%	48.21	11.3%	6.0%	13.3%
Operating Profit	80.82	18.4%	68.44	17.5%	89.39	21.0%	10.6%	30.6%
Other Revenue	28.05	6.4%	4.30	1.1%	24.42	5.7%	-12.9%	467.8%
Other Expense	7.36	1.7%	5.70	1.5%	9.89	2.3%	34.4%	73.5%
Financial Revenue	1.47	0.3%	4.33	1.1%	7.61	1.8%	418.7%	75.7%
Financial Expense	47.08	10.7%	5.70	1.5%	31.17	7.3%	-33.8%	446.9%
Income Before Income Tax	55.90	12.7%	65.67	16.8%	80.36	18.8%	43.8%	22.4%
E B I T D A	124.51	28.4%	115.19	29.4%	135.88	31.9%	9.1%	18.0%
Depreciation	43.69	9.9%	46.74	11.9%	46.49	10.9%	6.4%	-0.5%

Appendix. F/S – Indonesia I/S (IFRS)

[unit : K USD]

	2013 1Q		2013 4Q		2014 1Q		QoQ
	Amt.	%	Amt.	%	Amt.	%	(%)
Sales	19,725	100.0%	62,097	100.0%	61,866	100.0%	-0.4%
COGS	19,478	98.7%	41,756	67.2%	42,510	68.7%	1.8%
Gross Profit	247	1.3%	20,341	32.8%	19,356	31.3%	-4.8%
SG&A	3,881	19.7%	11,014	17.7%	10,134	16.4%	-8.0%
Operating Profit	-3,634	-18.4%	9,326	15.0%	9,222	14.9%	-1.1%
Other Revenue	239	1.2%	446	0.7%	404	0.7%	-9.5%
Other Expense	492	2.5%	1,298	2.1%	-672	-1.1%	-151.8%
Financial Revenue	68	0.3%	106	0.2%	100	0.2%	-5.3%
Financial Expense	1,366	6.9%	1,772	2.9%	1,558	2.5%	-12.1%
Income Before Income Tax	-5,185	-26.3%	6,809	11.0%	8,841	14.3%	29.8%
E B I T D A	366	1.9%	14,492	23.3%	14,222	23.0%	-1.9%
Depreciation	4,000	20.3%	5,166	8.3%	5,000	8.1%	-3.2%