



ORION Holdings : [www.oriongroup.co.kr](http://www.oriongroup.co.kr)

Ticker 001800KS

ORION : [www.orionworld.com](http://www.orionworld.com)

Ticker 271560KS

## **Current Market Situation of Orion**

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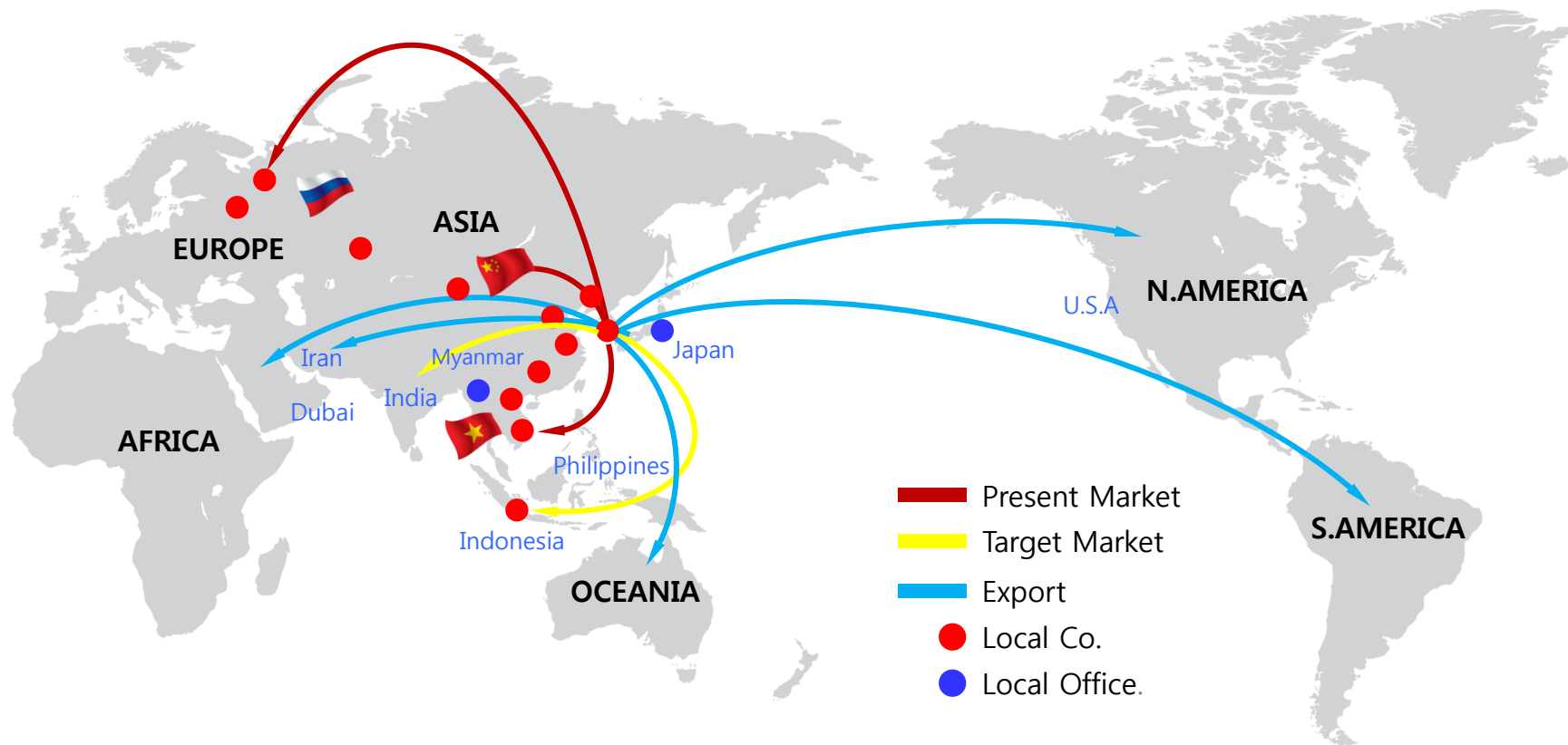
**Financial Highlights**

**Orion Headquarter Korea**

**Global Orion (China, Vietnam, Russia)**

# Expansion around the Globe for the Global F&B Player

Current Market  
Situation of Orion



KOREA	CHINA	VIETNAM	RUSSIA	INDONESIA
<b>Orion Corp.</b> (Parent Company)	<b>Pan Orion Corp.</b> (Holding Company)	<b>OFV</b> (Orion Food Vina)	<b>OIE</b> (Orion International Euro)	<b>Delfi-Orion</b>
<b>Orion &amp; NH</b> (Joint Venture Company)	<b>OFC</b> (Orion Food Co. Beijing)			
	<b>OFS</b> (Orion Food Shanghai)			
<b>Orion Japan Branch</b>	<b>OFG</b> (Orion Food Guangzhou)			
	<b>OFSY</b> (Orion Food Shenyang)			

**Current Market Situation of Orion**

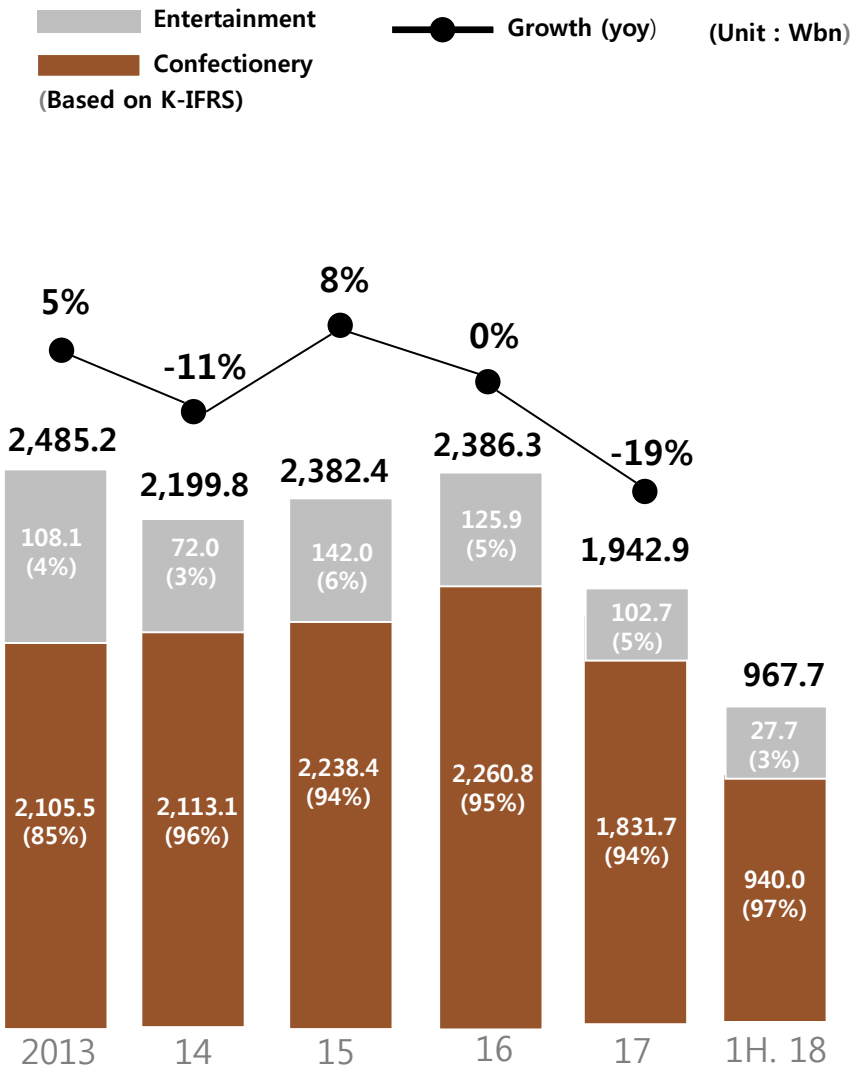
**Financial Highlights**

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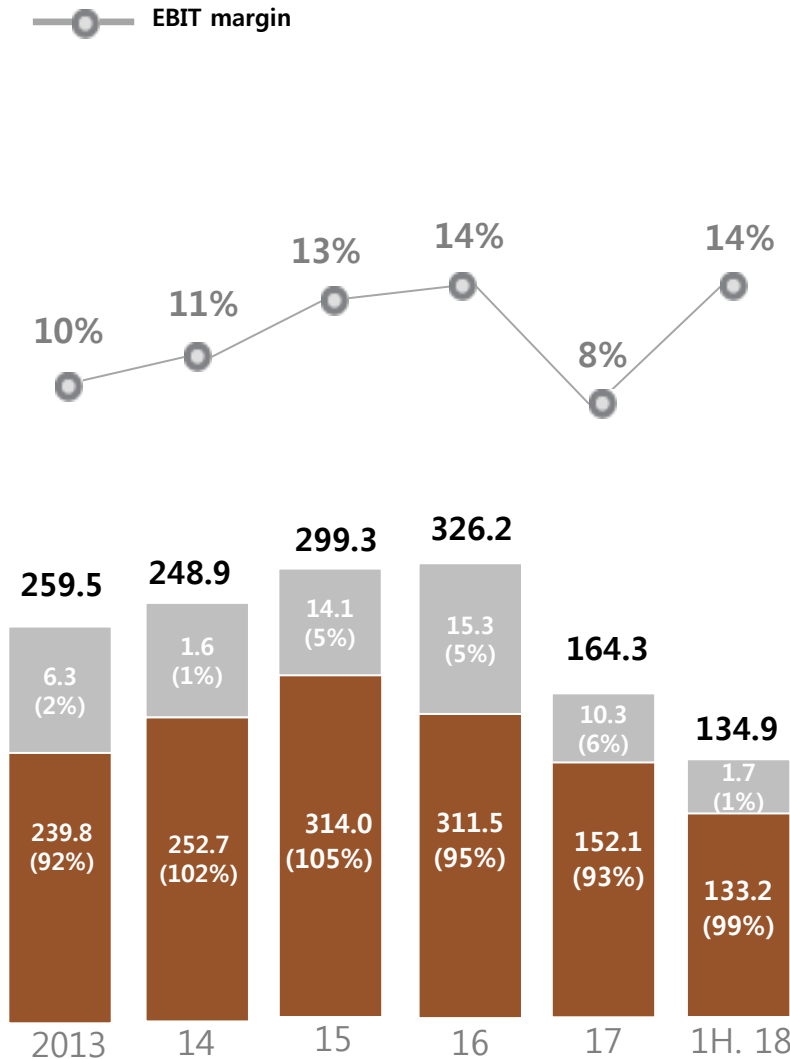
**Orion Headquarter Korea**

**Global Orion (China, Vietnam, Russia)**

## Group Revenue Trend



## Group EBIT Trend



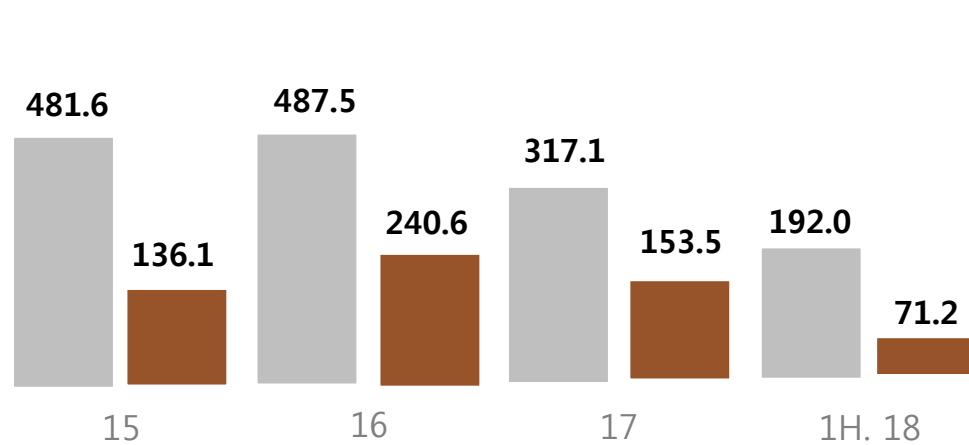
# Key financial ratio

## EBITDA & CAPEX

EBITDA

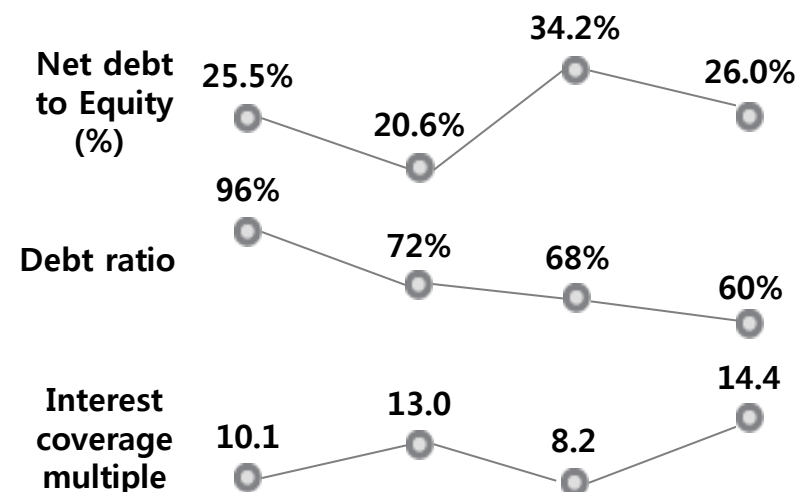
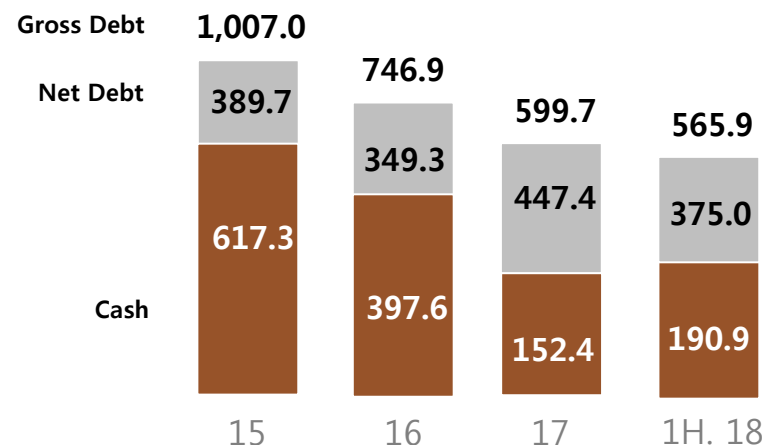
CAPEX

(Unit : Wbn)



		2015	2016	2017	1H. 2018
Korea	EBITDA	129.7	115.5	114.6	66.6
	CAPEX	53.9	70.0	64.2	39.0
China	EBITDA	285.6	277.9	72.0	93.0
	CAPEX	64.7	154.0	58.4	20.9
Vietnam	EBITDA	21.9	35.7	43.2	25.7
	CAPEX	5.4	5.3	16.9	9.2
Russia	EBITDA	5.9	9.9	17.0	4.4
	CAPEX	3.5	10.7	13.5	2.1

## Net Debt to Equity



**Current Market Situation of Orion**

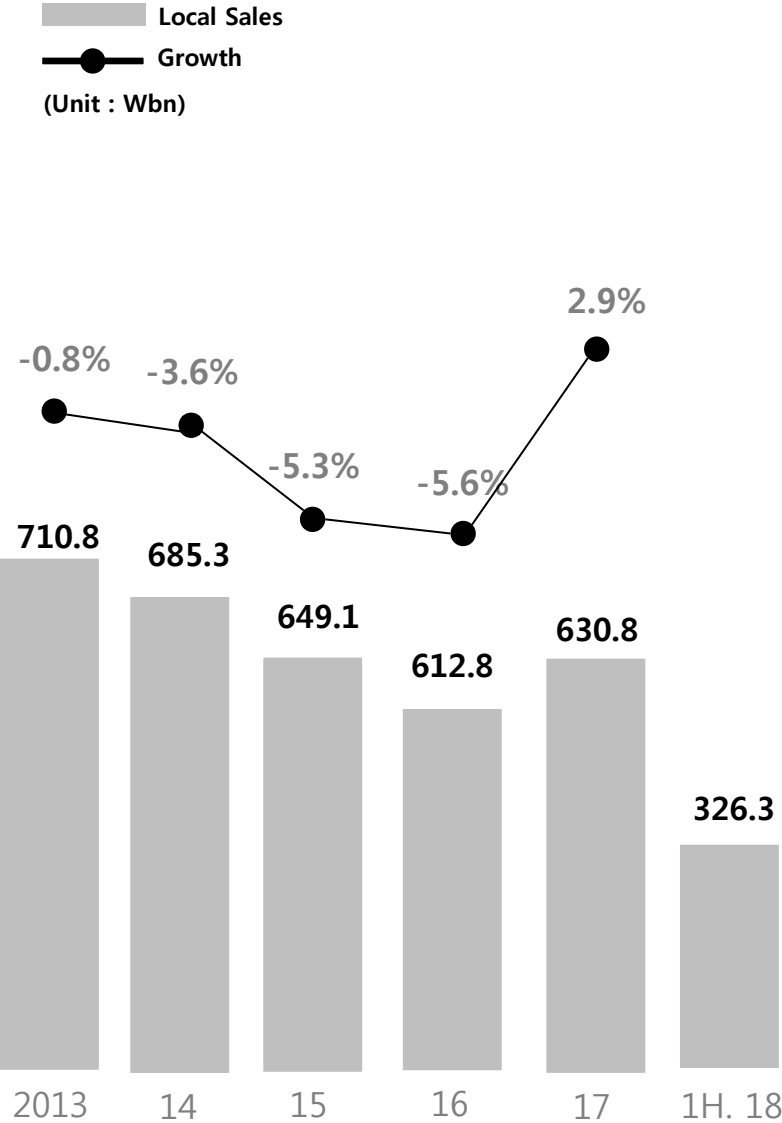
**Financial Highlights**

**Orion Headquarter Korea**

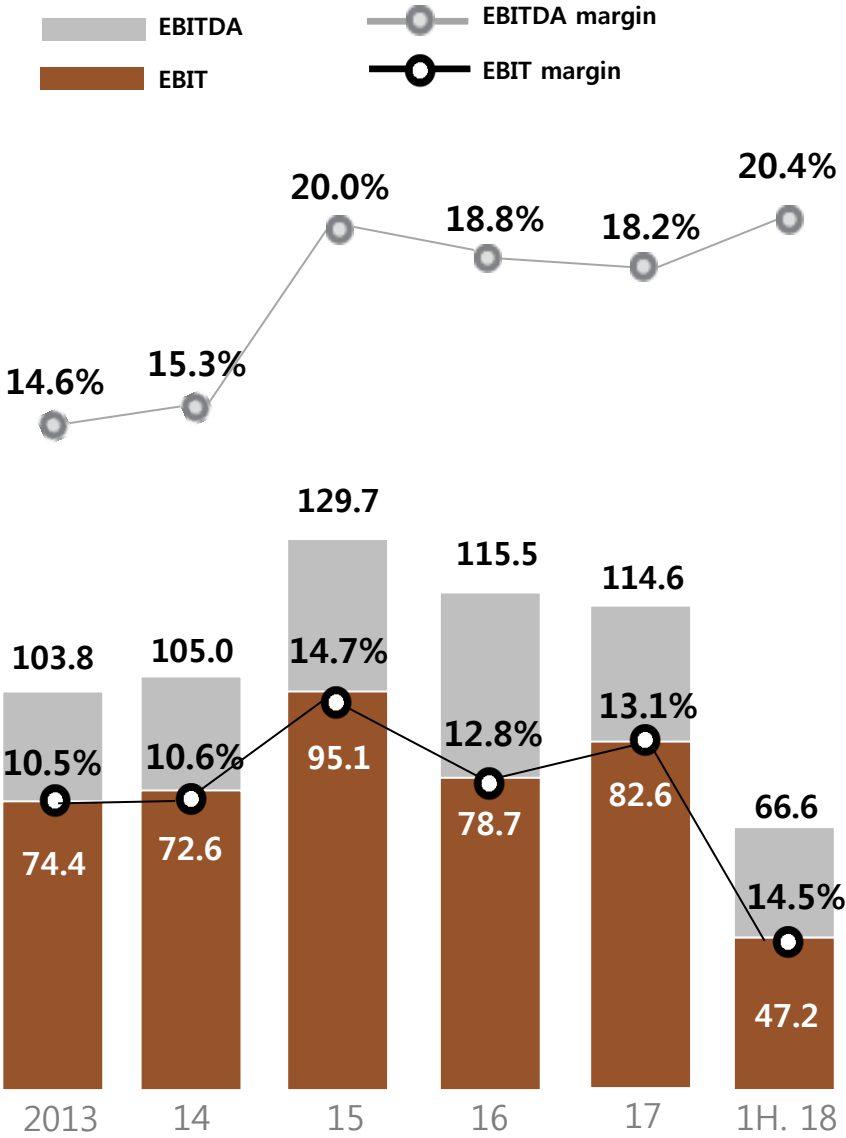
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**Global Orion (China, Vietnam, Russia)**

## Sales Trend



## Profit Trend





## 1st Step



Olive Oil  
(Swedish AAK with R&D)

Trans Fat 0%

## 2nd Step



Sunflower  
Seed Oil

Saturated Fat Acid  
Reducing Project

## 3rd Step



Bean Oil No  
Toluene

Green Package  
Project

## 4th Step



CFP Balance  
(Carbohydrate, Fat, Protein)

DR.YOU  
Project

## 5th Step



0% Synthetic  
Additive

Market O  
Project

HEALTH



NUTRITION



WELLNESS

## 6th Step

Smart Package  
Project

1st  
Reduce  
Package  
Size



2nd  
Increase  
Volume



3rd  
Green  
Package

**Current Market Situation of Orion**

**Financial Highlights**

**Orion Headquarter Korea**

**Global Orion (China, Vietnam, Russia)**

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# Global Orion's Unraveling Jewel (Overseas)

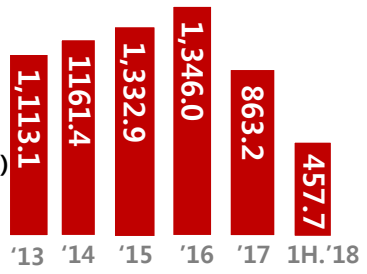
Global Orion  
( China, Vietnam, Russia)



## China Pan Orion (China Holding Co.)

- OFC (Orion Food Co. Beijing)
- OFS (Orion Food Co. Shanghai)
- OFG (Orion Food Co. Guangzhou)
- OFSY (Orion Food Co. Shenyang)
- OBC (Orion Food Co. Bei Tun)

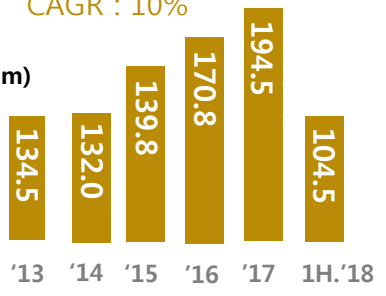
China Sales Trend  
CAGR : -6%



## Vietnam

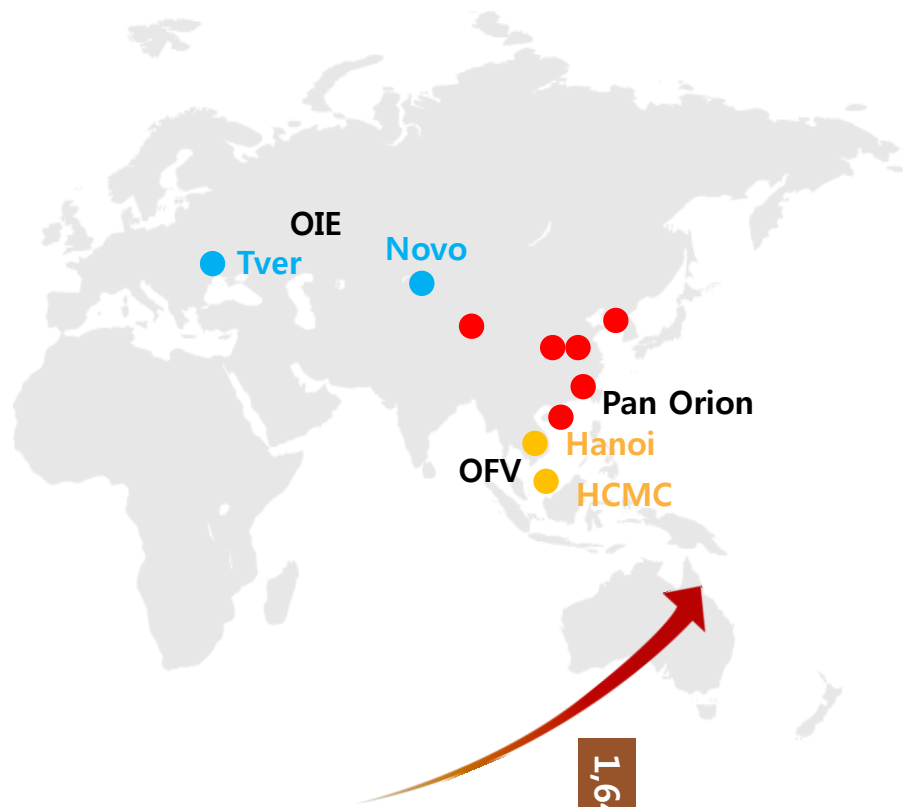
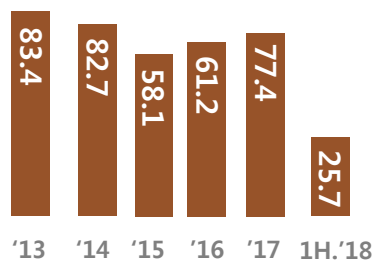
OFV (Orion Food Vietnam)  
Hanoi, Ho chi minh

Vietnam Sales Trend  
CAGR : 10%

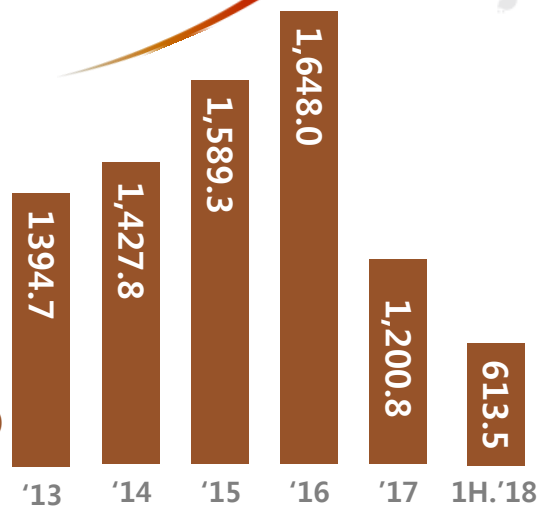


## Russia OIE (Orion International Euro, Moscow)

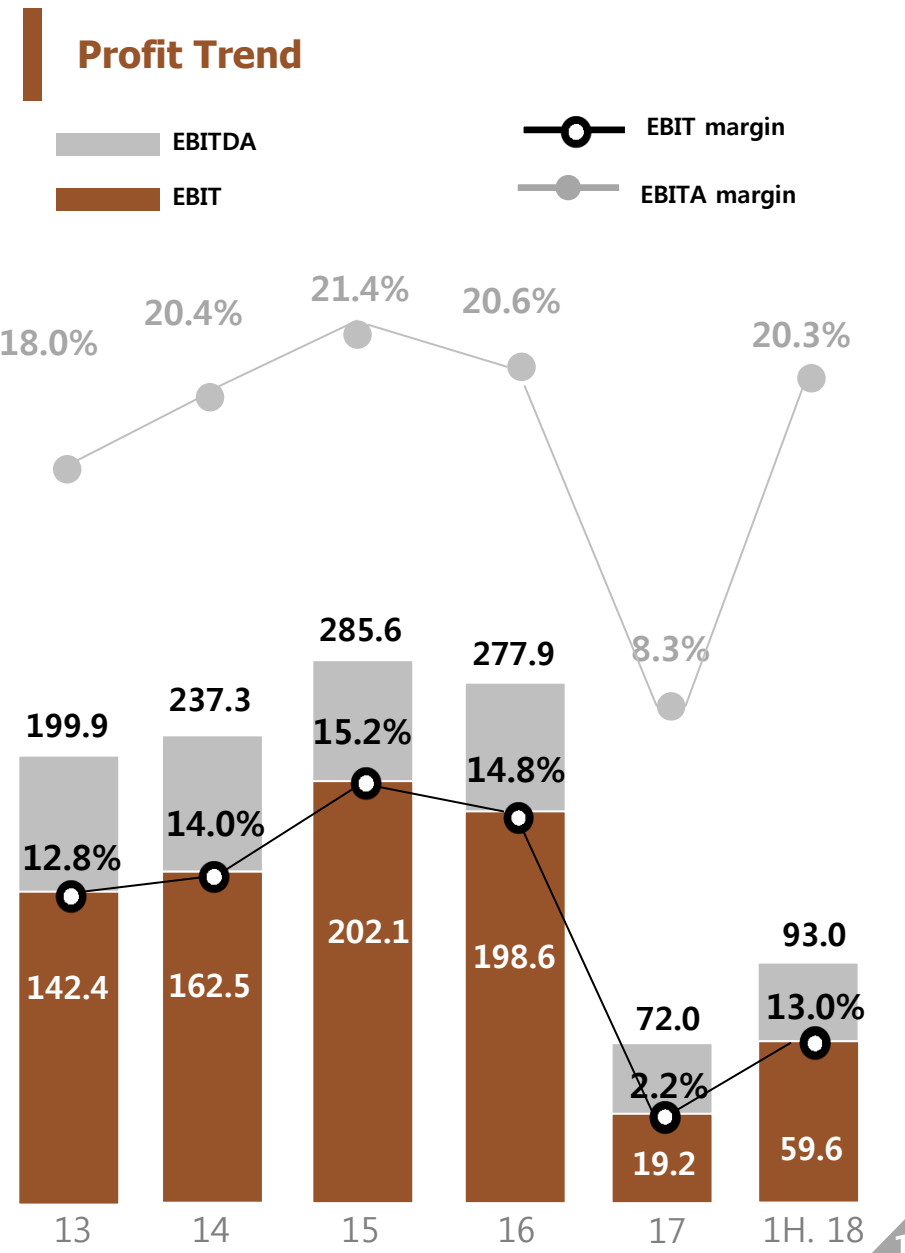
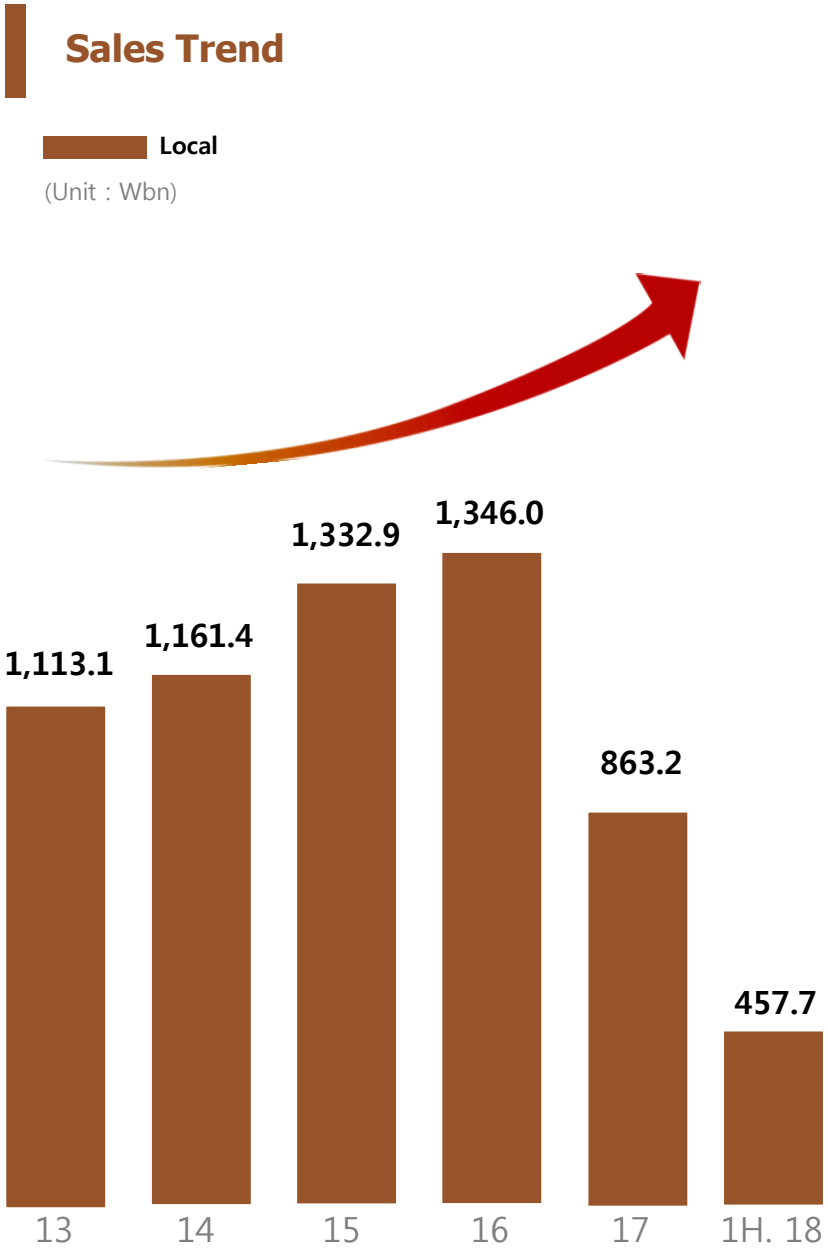
Russia Sales Trend  
CAGR : -2%



## Overseas Total (Wbn)



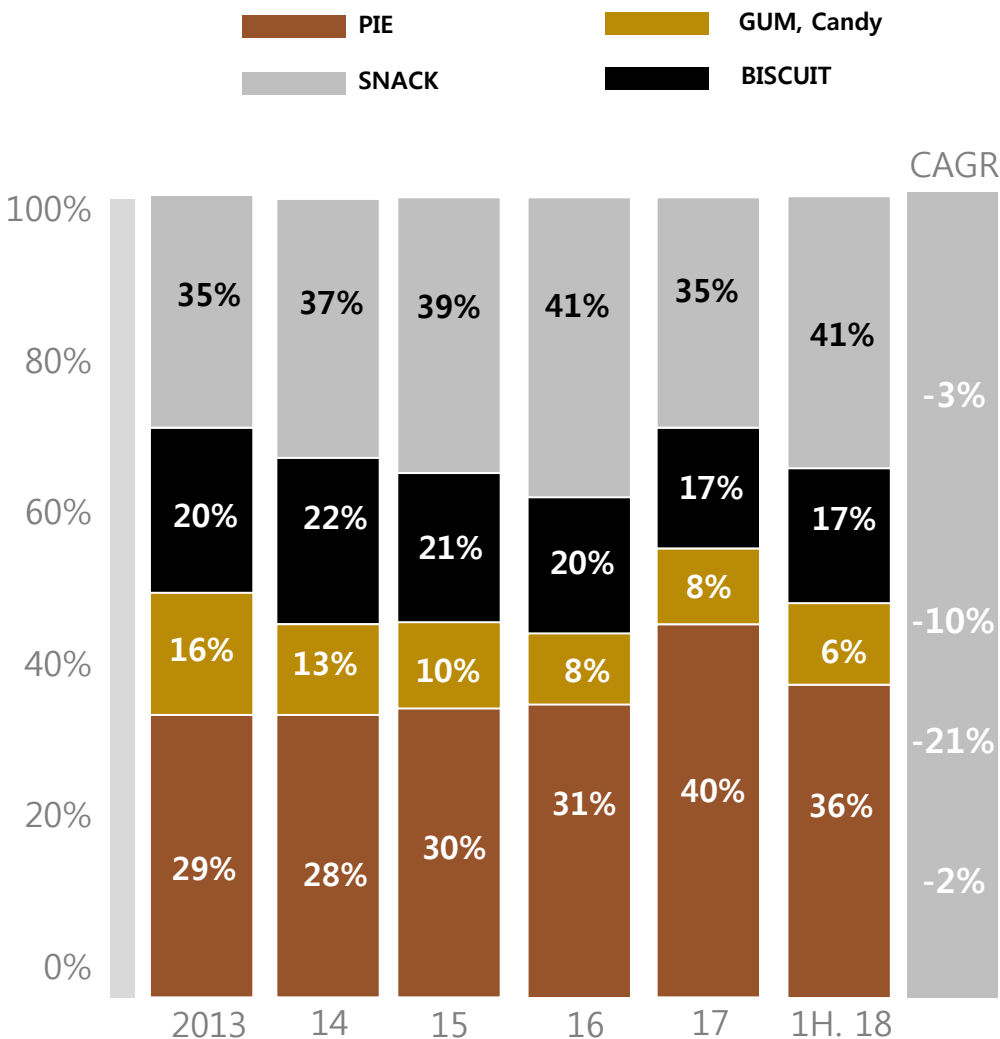
# 1. China - Changing crisis into New Opportunity



# 1. China - Expanding Unique & Strong Brand Portfolio

Global Orion  
( China, Vietnam, Russia)

## Sales Break down



## Product Mix

### Pie

Unbreakable market leadership with Choco Pie



### Gum & Candy

Another opportunity segment



### Biscuit

Based on unique products



### Snack

Competitive edge in chip market

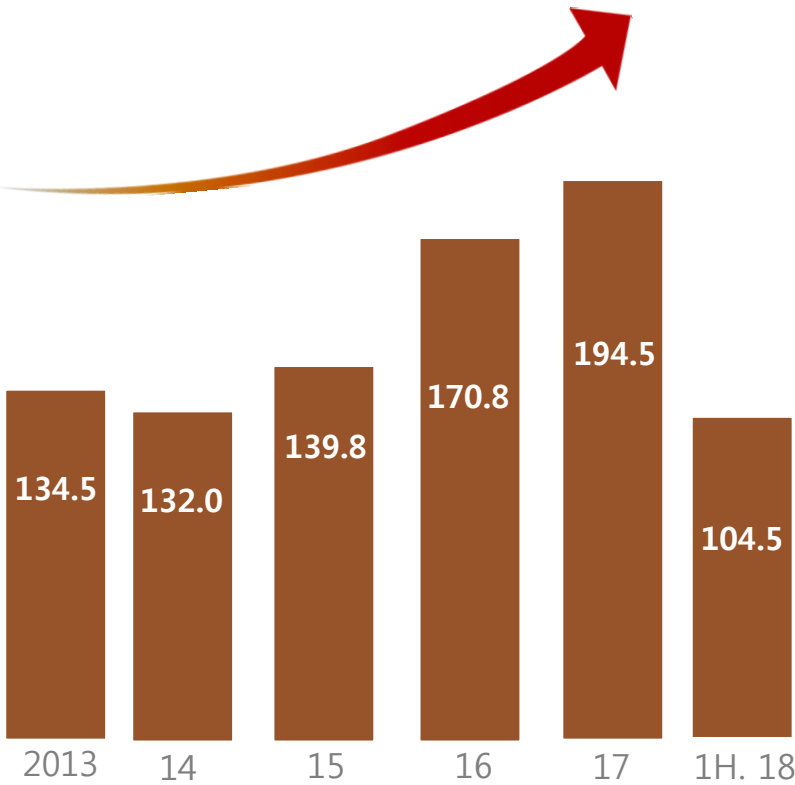


# 2. Vietnam - Hub Market for South-East Asia

Global Orion  
( China, Vietnam, Russia)

Sales Trend

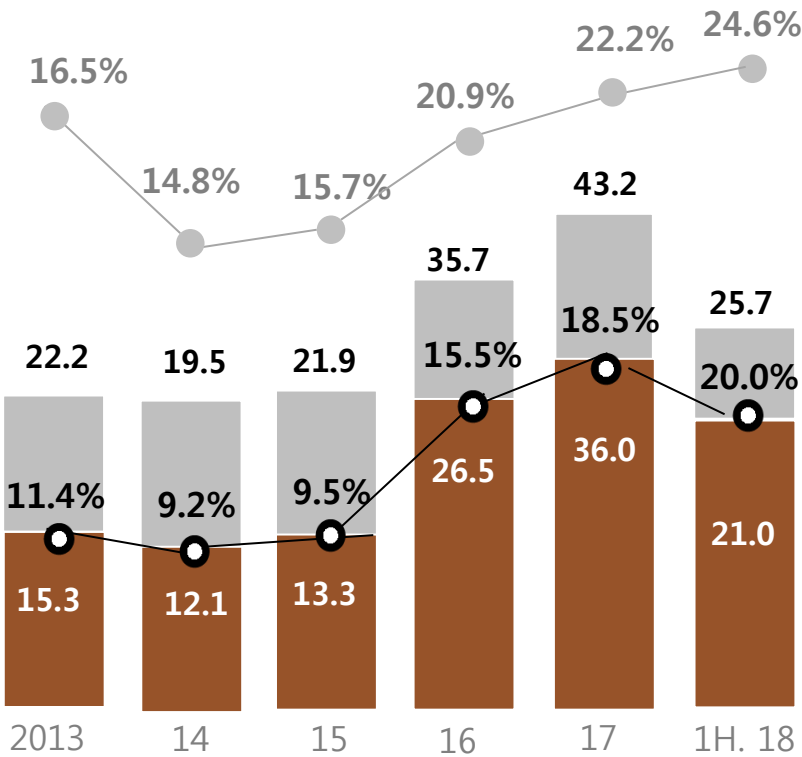
Local  
(Unit : Wbn)



Profit Trend

EBITDA  
EBIT

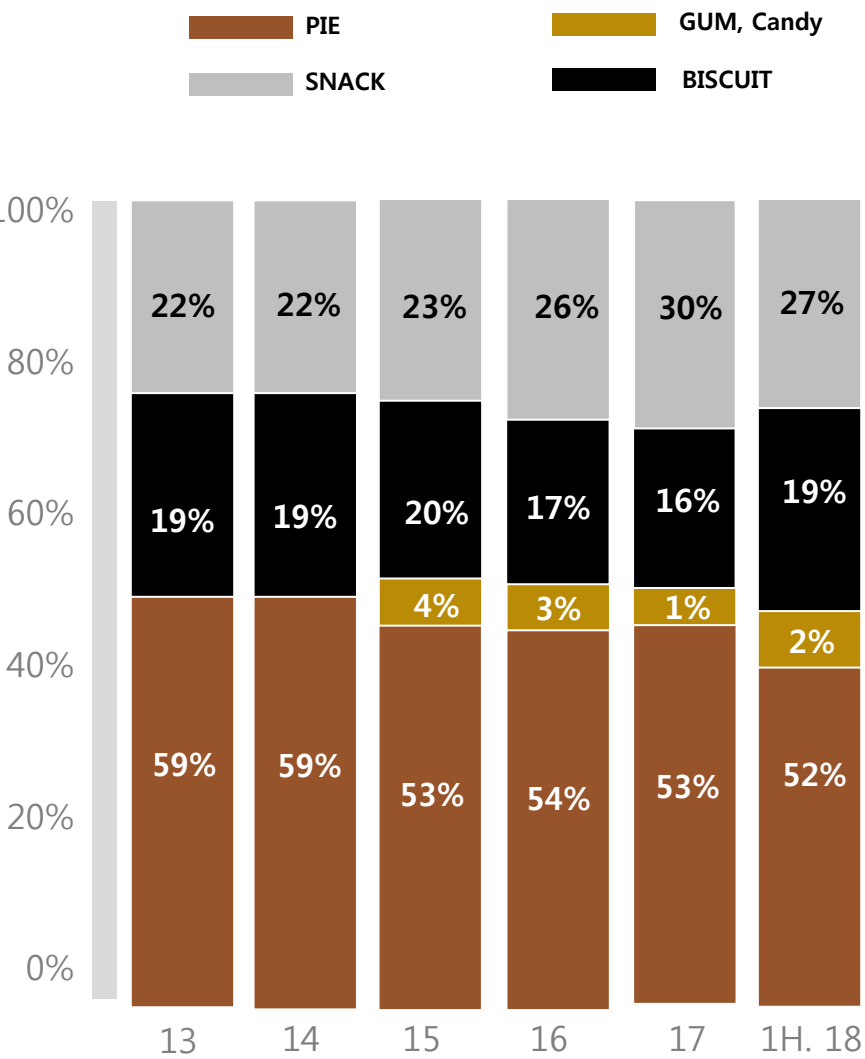
EBITDA margin  
EBIT margin



# 2. Vietnam - Increasing Brand Power

Global Orion  
( China, Vietnam, Russia)

Sales Break down



Product Mix

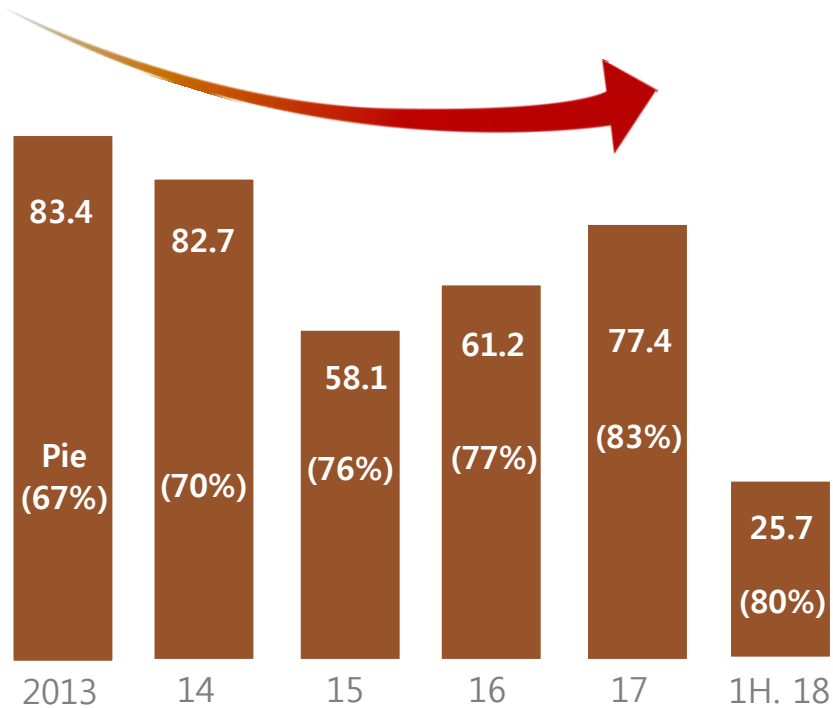


### 3. Russia - Special Position in Western Market

Global Orion  
( China, Vietnam, Russia)

#### Sales & Profit Trend

Local  
(Unit : Wbn)



#### Profit Trend

