

# M&A Pitch Book for Woongjin Chem. & LG Chem.

Fenero IRON
[Infinite Renovation Of Nova]

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#### About Material....

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#### About Woongjing Chemical and M&A

Woongjin Chemical has unique technologies about membrane (RO filter). Also, only few companies are producing RO filter in Korea and in the world. Therefore, the market is oligopoly. In this situation, if LG Chem perform M&A with Woongjin Chemical, the profitability will increase by using the capital of LG Chem to RO filter. Valuation will be proceeded by using DCF.



#### The strongest business part of Woongjin Chemical is filter membrane

#### **About WC**

- Woongjin Chemical has four major business departments; Polyester Fiber, Textile, Filter and Optical Materials
- Woongjin Chemical has demonstrated improving financial performance in recent years especially in filter business department: Sales grows averagely 7.5% and operating income jumped 45.4% over recent 5 years
- Woongjin Chemical has maintained its leading position as one of the largest polyester fiber production company in Korea since 1972.
- Woongjin Chemical has run filter business starting with RO filter production and sales in 1994 and .
- Woongjin Chemical divided textile department by physical split-off method in December 2012

#### **Current Status**

#### Polyester Fiber Industry

- Polyester Fiber industry has continued a positive session since 2009 by a steady increase in demand in developing countries
- Price is key competitiveness in general PF and PSF production whereas there is an enter barrier in super fiber production which requires high level of technology

#### **Textile Industry**

■ China enlarges global M/S sharply by price competitiveness with cheap labors, so profitability of other countries are smaller

#### **Optical Materials Industry**

■ This industry has close relationship with front industries such as table PC, smartphone, notebook, and PMP, and these industries are growing persistent. By tracing this, optical materials industry are also growing

#### Water Industry

Paradigm in water industry has converted from chemical and physical methods to membrane filter on account of improvement in price inefficient of membrane filter





#### The EV is estimated by DCF, and added management right premium 10%

# Estimated Acquisition Price

- EV is caculated by DCF model, and the value is KRW
- Discount rate(WACC) 7 is calculated by CAPM and permanent growth rate is 3%.
- Acquisition rate is 56.21%
- Management right premium is 10%
- Consequently, total acquisition price is about KRW

# Logic of Estimation

Sales

Fiber: Estimated by idle production capacity, future product market growth rate

Filter: Growth of RO for home use is estimated by internal growth rate

Growth of RO for industry use is estimated by global market growth rate(With synergy : internal growth rate)

Growth of MF is estimated by global market growth rate(With synergy : internal growth rate)

Textiles: Growth of domestic division is estimated domestic textile consumption growth rate

Growth of foreign division is estimated Indonesia textile exports growth rate

Optical Materials: Estimate by average of recent GDP growth rate

- COGS: Estimated by average proportion of expected sales amount
- SG&A: Estimated by geometric mean and expected sales
- NWC: Estimated by average receivable turnover, inventory turnover and payout turnover periods
- CAPEX: Estimated by geometric mean of each account except unusual construction and investment





# Filter part of Woongjin Chemical, and petrochemical part of LG Chem is the core part of M&A

# Why LG Chem with Woongjin Chemical

- LG Chemical has been producing petrochemicals and has idle production capacity in EG and Polyamid which are major raw materials needed producing polyester fiber and RO filters.
- LG group has carried forward a 'Project Green 2020' through which LG group is planning to invest 500 million KRW in water treatment, sun-light, EV and LED business.
- Woongjin chemical can reduce expense related raw material

#### **Stakeholders**

#### Equity

- Woongjin Holdings Co. holds 46.3% of equity stake in Woongjin Chemical
- Yoon's family holds 18.75% of equity stake in Woongjin Chemical

#### Debt

■ Gyeongnam Bank holds 36%, NH holds 58%, the Korea Development Bank holds 22% and the Export-Import Bank of Korea holds 18% of all debt(both long-term and short-term debt) issued by Woongjin Chemical

#### Sturcture

- LG Chem acquires Woongjin Chemical through 100% of equity financing.
  - CC reserve of LG Chem surpass takeover price of Woongjin Chemical
  - LG group retains the amount of 500 billion KRW for water treatment business
  - The lowest cc of LG Chem in past 7 years surpass takeover price of Woongjin Chemical
  - Current Liability/Current Asset ratio is decreasing persistent from 2007
- Under the assumption above, value, cost, debt and equity were calculated





# Overview of Woongjin Chemical





#### About Woongjin Chemical

Woongjin Chemical is 204th ranking in KOSPI(Market Capital: 535 billion). This company has 4 business areas, which are Fiber, Filter, Textiles, and industrial & optical materials. Although the sales are largest in fiber, filter business makes the biggest profit because it has unique RO filter technology.



# Overview of Woongjin Chemical



Seoul

Ansan

Gumi

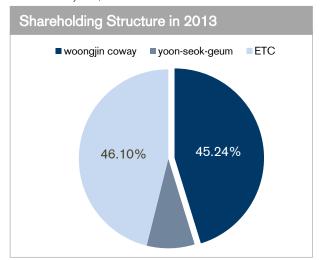
#### Company Overview

- CEO: Cheol-Goo Park
- Current Working Department
   1)Fiber, 2)Textile, 3)Filter, 4)Material
- Subsidiaries: 6 Operations in 2 Countries
  P.T. WOONGJIN TEXTILES(Textile) TIANJIN WOONGJIN
  CSM ECOTECH (Filter Rolling) WOONGJIN CHEMICAL
  SHANGHAI(International Commerce), WOONGJIN
  CHEMICAL(Filter Rolling)
  AMERICA INC, SUZHOU WOONGJIN (PSF), ESLON
  FIBER (Textile)

■ Number of employees: 1,118



Source: Industry Data, SG Fenero Research

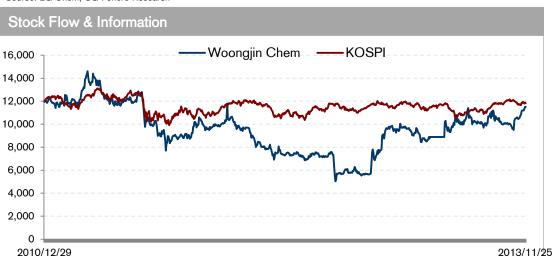


Source: Industry Data, SG Fenero Research

#### History

- 1972 Foundation of Jaeil synthetic fiber, Gyeongsan factory construction
- 1974. Setting up short staple, Gumi -1-factory construction for polyester
- 1994. RO(Reverse osmosis) filter production & sales
- 1997 Alteration of name to Saehan Co.
- 1997 MF filter production & Sales
- 2000 Saehan Workout
- 2003 Separation of Elite Basic from Saehan
- 2003 Separation of Saehan Platec from Saehan
- 2008 Alteration of name to Woongjin Chemical Co.(Acquisition of Woongjin Group)
- 2009 Setting up optical materials
- 2010 Launching W-RPS
- 2010 Beginning deco sheet sales
- 2011 Liquidation of W-RPS
- 2011 Beginning meta-aramid investment

Source: LG Chem, SG Fenero Research



Source: LG Chem. SG Fenero Research



# Overview of Woongjin Chemical



#### Network of Woongjin Chemical

#### Global Network

Overseas Marketing Subsidiaries and Branch Offices: China (Shanghai, Tianjin, Suzhou), America, Japan, India, Spain, Singapore



Overseas Marketing Subsidiaries and Branch Offices

Main Subsid

Research Subsidiaries

#### Local Network

■ Seoul Head Office, R&D Institute,

Domestic Plants: Gumi I, Gumi II, Anseong, Yugu

Main Subsidiaries : Woongjin Textile Co,. LTD

R&D Centers : Suwon



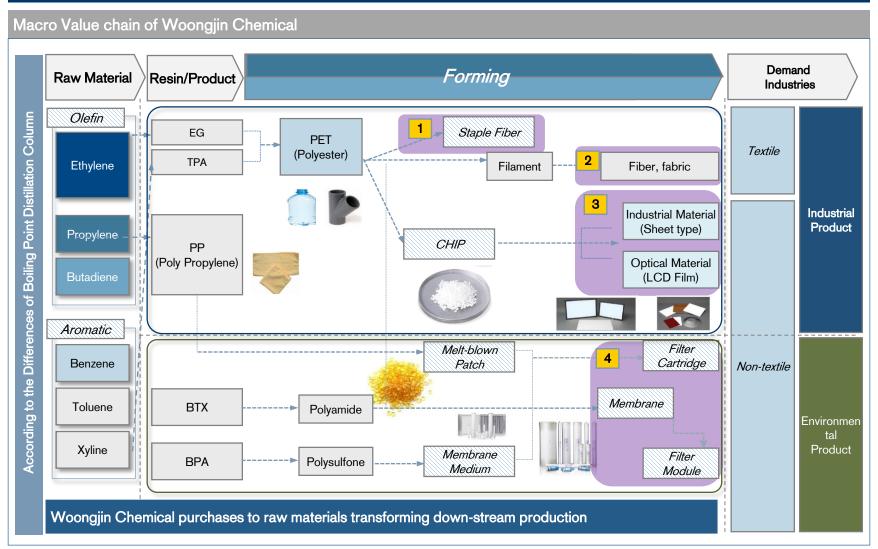
Domestic	Gumi I	Gumi I	Gumi II	Anseong
	Factory	Factory	Factory	Factory
Business	[Fiber]	[Fiber]	[Filter]	[Material]
Department	PSF	PF	Ro, MF etc	Sheet
Operation rate (Avg)	97.94%	77.84%	62.10%	50.19%



# Overview Of Woongjin Chemical



# Industry is proceeded by making products with various synthesis

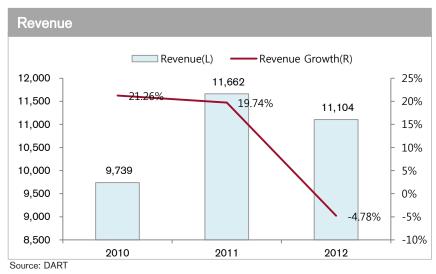


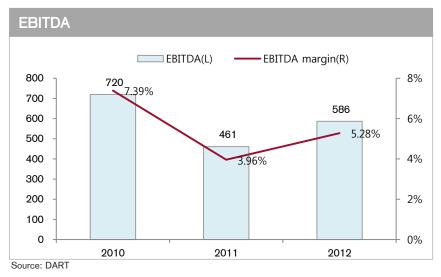
Source: SG Fenero Research

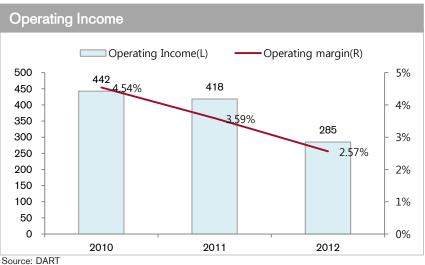


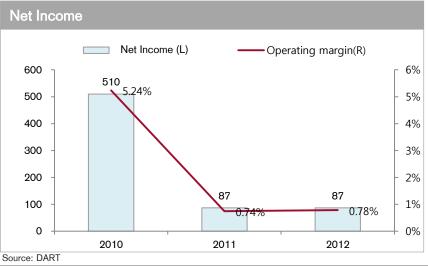
#### Financial Performance







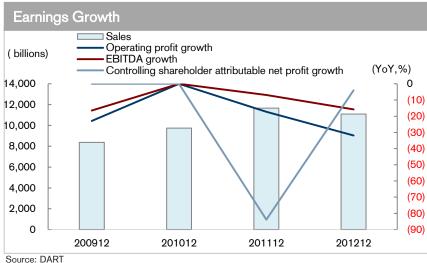




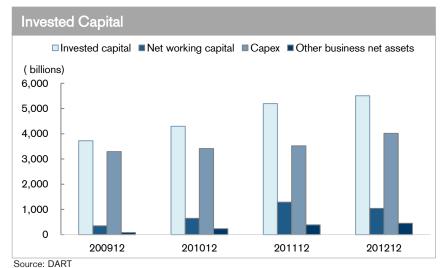


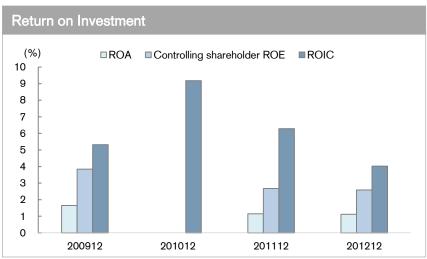
# Financial Analysis









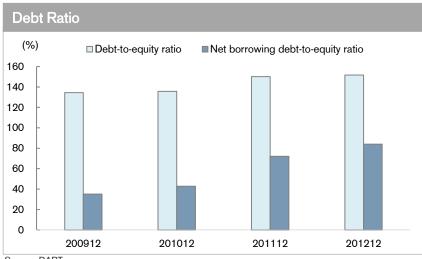


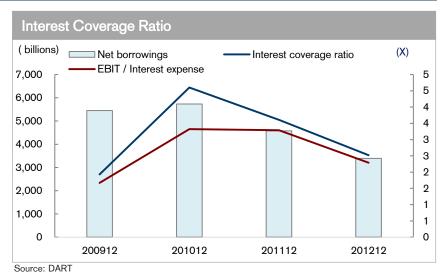
Source: DART



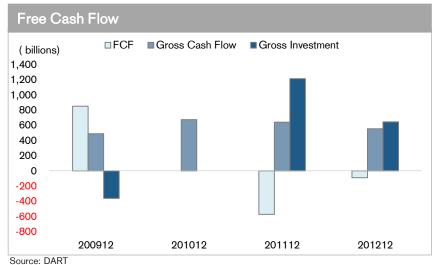
# Financial Analysis

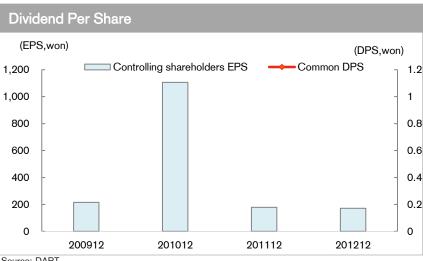






Source: DART





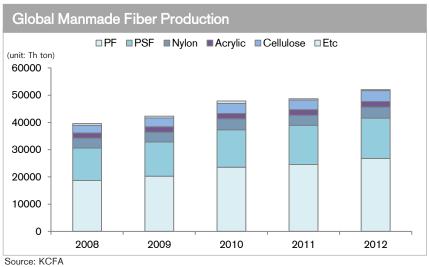
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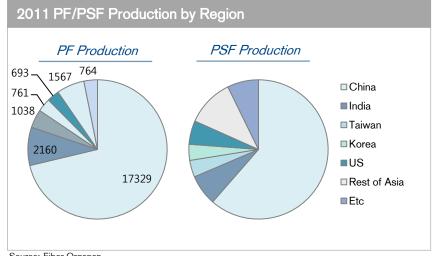


# Global Polyester Fiber Industry

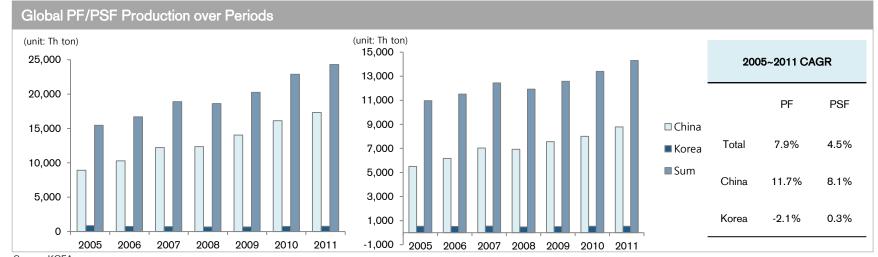


# China has lead global polyester fiber industry growing.





Source: Fiber Organon



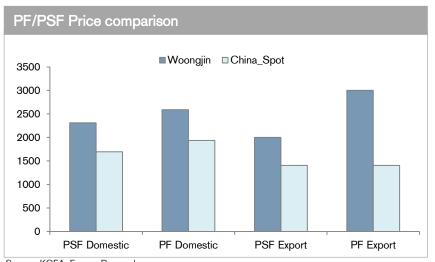
Source: KCFA



# Global Polyester Fiber Industry



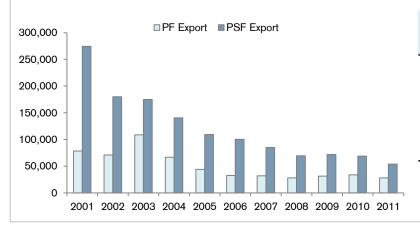
# Polyester fiber industry in China still thrives in spite of anti-dumping duty.





Source: KCFA, Fenero Research Source: CCF

#### Anti-dumping duty against China and Export trend



Trial	Data		Target Countries			
	Date	China	Taiwan	Malaysia 2.78% 5.59%		
The Original Trial	'06.10.20 ~'09.10.19	8.69%	2.76~8.69%	2.78%		
1st Retrial	'10.05.18 ~'13.05.17	3.36~8.69%	2.37~7.35%	5.59%		
2nd Retrial	'13.10.29 ~'16.10.28	2.72~8.69%	2.22~7.35%	3.96~5.59%		

Purpose: To protect domestic polyester fiber industry from rapidly increasing Chinese production capacity

\*Hengli Chem('12: 50 th-ton), Shenghong Chem ('13: 300 th-ton, '14: 450 th-ton

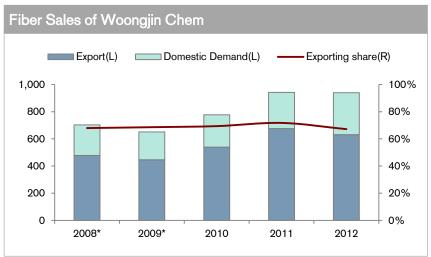
Source: Fenero Research, Fiber Organon



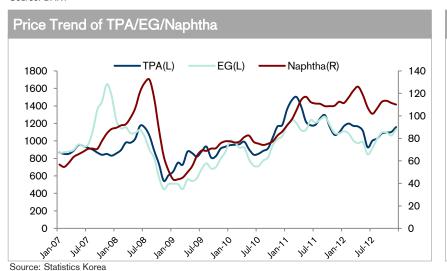
#### Fiber of WC

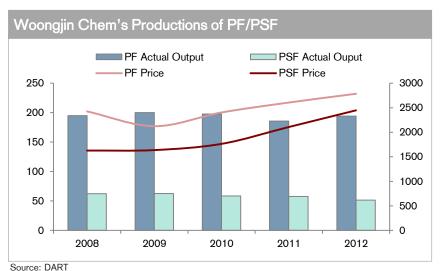


# Woongjin Chem's Operating margin has been improved as raw material price stabilized.











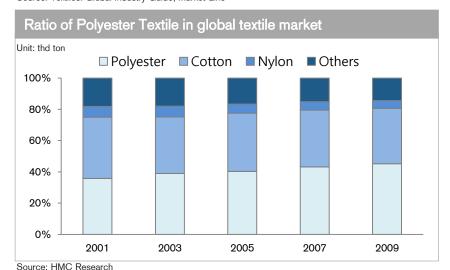
# Textile Industry

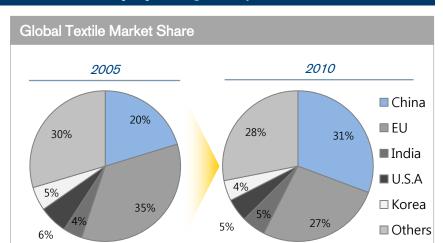


# After mid 2000s, China takes m/s of other countries in textile industry by using cheap labors



Source: Textiles: Global Industry Guide, Market Line





Source: WTO, International Trade Statistics, 2011

#### **Relative Informations**

- Textile industry does not have importance in technologies or product differentiation. The most important point in textile industry is the cost. Cost of textile gives competitiveness to firms. Because Chinese firms use cheap labors, they take larger portions of textile M/S.
- The ratio of polyester becomes larger and larger. In the early 2000s, the cotton has the largest portion in textile industry. But in 2009, polyester gets the largest portion that is more than 40% of total textile market. This can be good signal to Woongjin Chemical because the firm produces textiles made up of polyester.

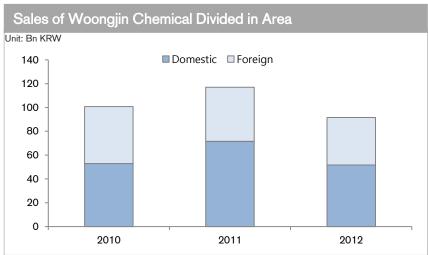
Source: LG Chem. Fenero Research



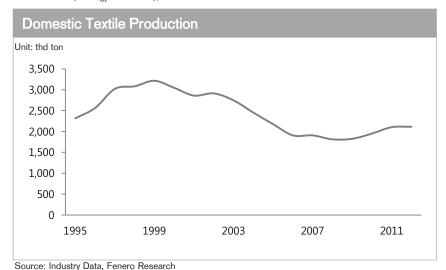
#### Textile of WC

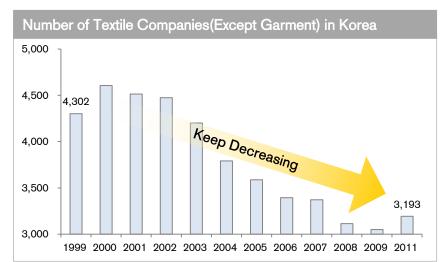


# Woongjin Chemical survived by restructuring to raise profitability



Source: DART(Woongjin Chemical), Fenero Research





Source: KOSIS(Korean Statistical Information Service), Fenero Research

#### Related Information

- By high growth of Chinese firms, the firms in other countries containing Korea started to bankrupt because they can't decrease the cost of textile.
- Woongjin Chemical couldn't be the exception because the company sales textile both in Korea and exports textile to foreign countries(almost 5:5). But the firm did restructuring resolutely. Eventually, Woongjin Chemical recover its profitability. The operating income is overcoming negative amount and tracing positive amount.

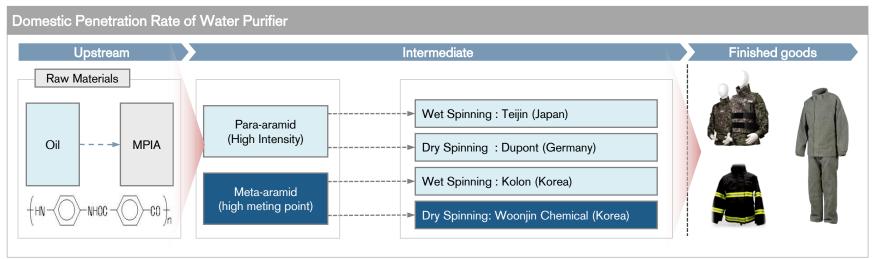
Source: LG Chem. Fenero Research

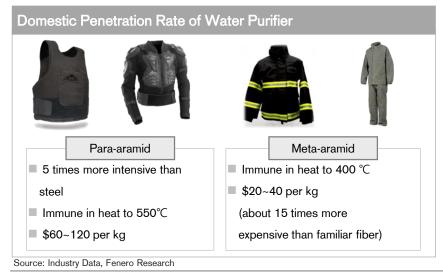


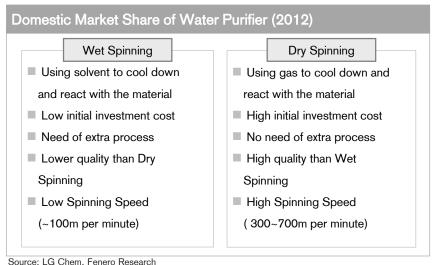
#### **Aramid of WC**



# Aramid can improve the profitability of Woongjin Chemical







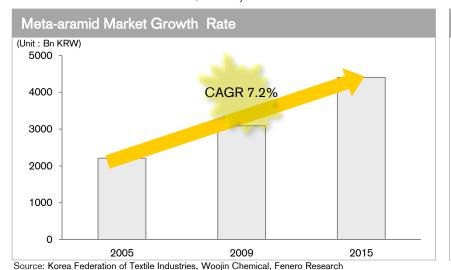
#### **Aramid of WC**



# By M/S growth of Woonjin Chemical and aramid market growth, high profit is expected

#### Changes of Meta-aramid Market Size (2012, 2013) 2012 2013 As Woongjin Chemical expand the scale of aramid production to 3.000t, market share of the firm will be more than 9%. ■ Dupont There are only 2 companies that make aramid by using 20% dry spinning, which is Dupont and Woongjin Chemical. ■ Teijin 19% Therefore, Woongjin Chemical will get quality Huvis 70% 65% advantages compared to Teijin and Huvis that use wet spinning. Eventually, the M/S of Woongjin Chemical Woongjin will be larger constantly.

Source: Korea Federation of Textile Industries, MK Money



#### **Related Information**

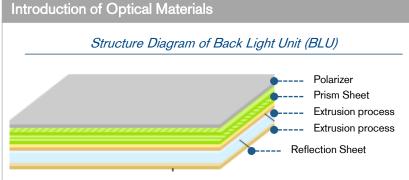
Others

- Price of aramid is about \$30~40 per kg. It is 15 times more than normal fiber. Also, aramid is high-value product because it creates more than 10% operating margin rate. Therefore, aramid will contribute to raise the profit of Woongjin Chemical.
- It is hard for companies to enter aramid market because the form of market is oligopoly. But once the firm enter this market, it will report high operating margin rate. Woonjin Chemical already entered this market, and aramid will be new source of profit instead of staple and filament

# Optical Materials of WC

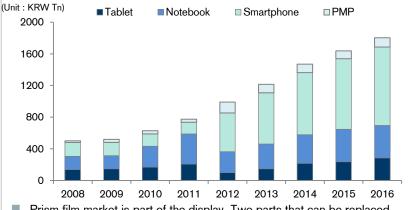


#### Due to the ongoing restructuring of the division ensuite steadily being reduced.



BLU is the real source of light from lamp brightness to create a uniform consist of flat light. CCF.El, light guide, prism film, diffusion film.

#### Demand Trends of Prism Film Market

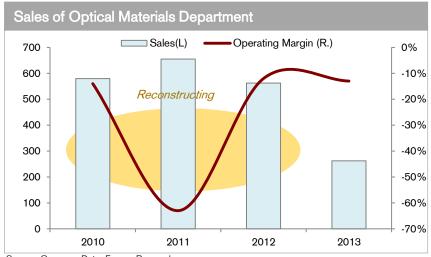


Prism film market is part of the display. Two parts that can be replaced, so the display panel also grow in proportion to the growth of the market.

Source: Displaybank, Fenero Research

# Weight of Material Since, cannibalization of diffusion film and prism film is made, coupled with cost reduction policies, development and production technology of the panel, taking early reflective polarizing film Demand expectations of reflective polarizing film based on the development of LED BLU LCD TV,

Source: Company Data, Fenero Research



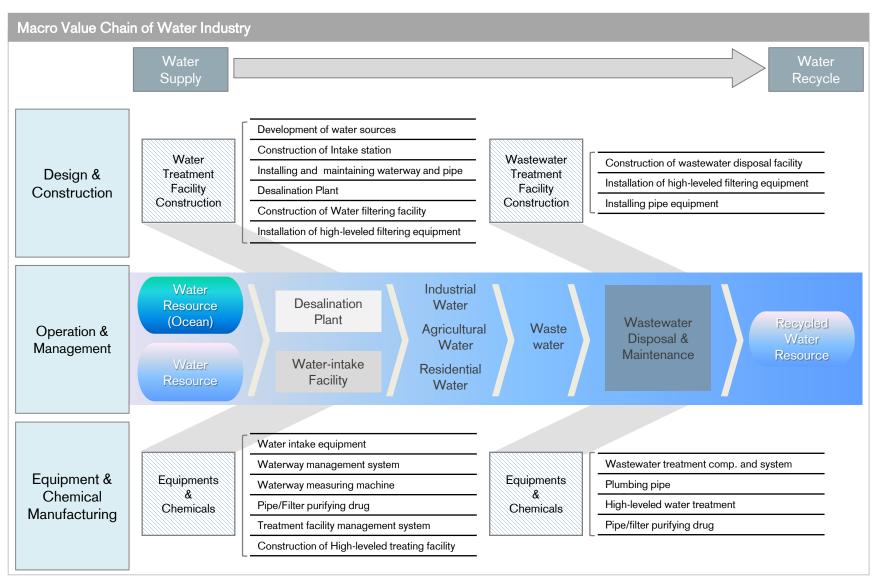
Source: Company Data, Fenero Research



Woongjin Chem. Dropped this Business Department

# Overview of Water Industry





Source: Fenero Research



# Overview of Water Industry

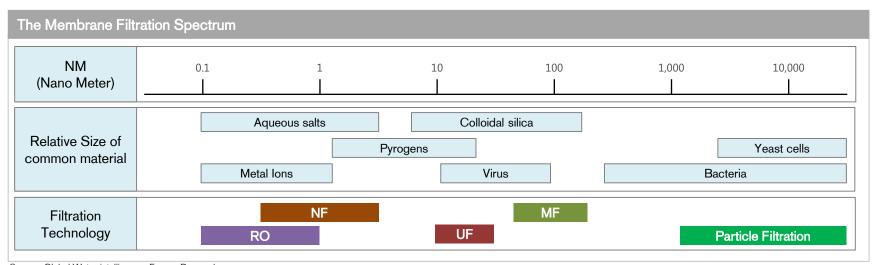


Production		Water Intake	Water Supply	Water Recycle	Portion	
	Other materials  Water treatment	<ul><li>Materials related to water intake</li><li>Pipes</li><li>Fresh Water</li></ul>	<ul><li>Water treatment materials and system</li><li>Pipes</li></ul>	<ul><li>Sewage disposal component</li><li>Pipe</li><li>High-tech filter</li></ul>	6.0%	3~15% 8~20%
	Engineering EPC	<ul><li>Water pipe system construction</li><li>Dam construction</li></ul>	<ul><li>Water treatment facilities</li><li>Pipe facilities</li></ul>	<ul><li>Sewage disposal facilities</li><li>Pipe facilities</li></ul>	28.2%	3~10% 0~3%
Operation & Management	Utility	■ Water management	Water treatment plant management and control	<ul> <li>Sewage disposal plant management and control</li> </ul>	34.8%	9~15%

# Overview of Water Industry



#### Filter Membrane Products Classification



Source: Global Water intelligence, Fenero Research

#### Information about 4 kinds of Filters

	RO (Reverse Osmosis)	NF (Nano filter)	UF (Ultra filter)	MF (Micro filter)
Use	Ultra-pure water, Seawater desalination, Plating wastewater	Material separation, Seawater desalination preprocessing,	Water treatment, RO preprocessing, Enrichment, Axenic water	Water purification, Industr
Domestic Players	Woongjin Chem	Woongjin Chem	Kolon, KMS	Woongjin Chem, Synofe
Foreign Players	Dow Chem, GE, Nitto Denko, Toray	Dow Chem, Nitto Denko	GE, Simens	Pall, Millipore, Entegris, Satorius
Present Condition	Sales 79.9 Bn KRW	R&D	Quality Certification	Sales 14.1 Bn KRW Cost competitiveness



# Filter Membrane Industry Analysis



# Prospect of filter membrane market is positive, but Woongjin Chemical must endeavor for gaining M/S.



	Ratio(2012)	CAGR(03-12)
RO	7.74%	12.98%
UF	23.23%	8.69%
MF	69.03%	11.25%
Total	100.00%	10.72%

Source: KITA, Fenero Research



Source: KITA, Fenero Research

#### Worldwide Water Market Volume by Field (2010)

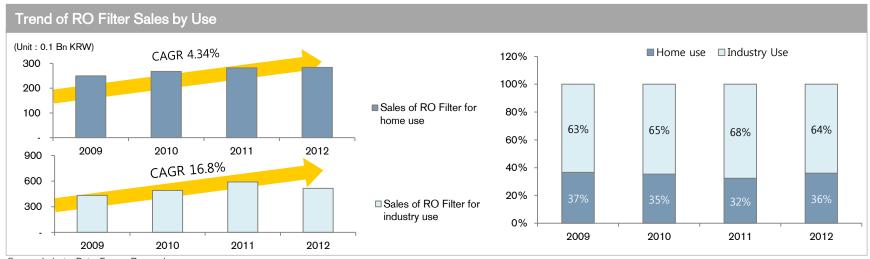
Cate	Category		Ratio	Avg. OPM
	Facilities	69.4	16.4%	3~15%
	Membrane	34.7	8.2%	8~20%
Equipment & Chemicals	Pump, Valve	22.3	5.3%	3~15%
	Chemicals	27.0	6.4%	3~15%
	Others	12.0	2.8%	3~15%
Operation &	Operation & Management		46.4%	9~15%
Design & (	Design & Construction		14.6%	3~10%
S	Sum		100%	(Unit : Bn USD)



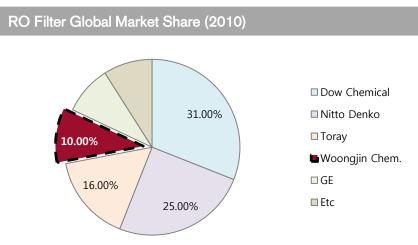
#### **RO Filter**



# RO filter of Woongjin Chemical is growing rapidly due to industrial filter



Source: Industry Data, Fenero Research



#### **Related Information**

- Domestic water purifier market is so mature that penetration rate looks like gradual increment. But until now, growth rate hasn't been decreased. Therefore, it will not decrease for several years from now.
- Although domestic water purifier market growth reach the limit, the sales will be maintained safely. The reason is that even though new water purifier demand disappear, filter replacement demand will be exist continuously.

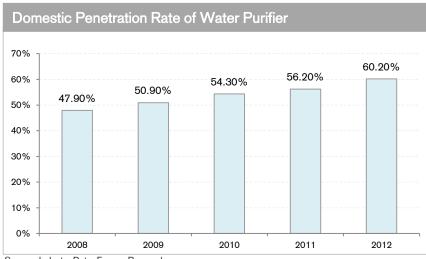
Source: KITA, Fenero Research



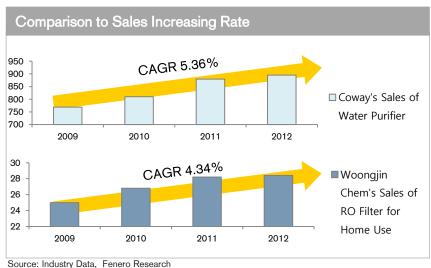
#### **RO Filter for Home Use**

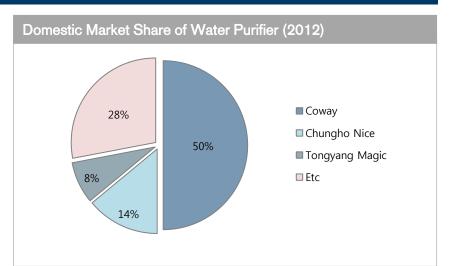


# Sales of RO filter for home use will slightly increase



Source: Industry Data, Fenero Research





Source: LG Chem. Fenero Research

#### Domestic Market Share of Water Purifier (2012)

- RO filter divided into resident use and industrial use. In the case of resident RO filter, growth rate is gradual. On the other hand, growth rate of industrial RO filter is sharply increasing. Therefore, the portion of resident RO filter in total RO filter is decreasing.
- Type of RO filter market is oligopoly. Woongjin Chemical takes 4th position in RO filter M/S and most research report assert that Woongjin Chemical nearly catched up Toray which takes 3rd position.

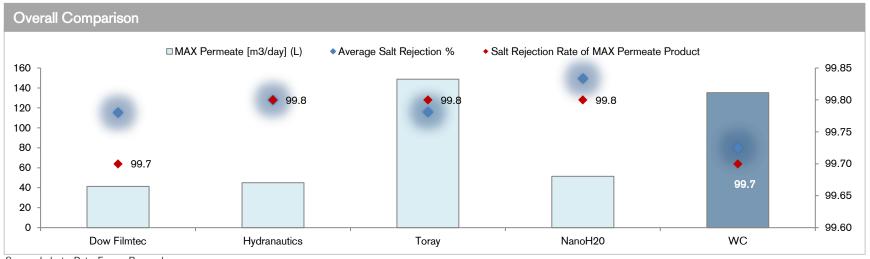
Source: LG Chem. Fenero Research



# RO Filter for Industry Use



# Technology of industrial RO filter is a little bit fall behind, but possible to differentiate by large size product



Source: Industry Data, Fenero Research

#### Domestic Penetration Rate of Water Purifier

Company Name		Performance				
	Model Name	Manufacture Association (6/2/1/22)	Permeate F	low Rate	Cookiliand Call Dainetian 00	
		Membrane Area(ft2/m2)	GPD(Gallon Per Day)	[m3/day]	Stabilized Salt Rejection %	
Dow Filmtec	SW30ULE-400i	400 (37)	11,000	41	99.7	
Hydranautics	SWC6	400 (37)	12,000	45	99.8	
Toray	TM820L-400	400 (37)	12,200	46	99.8	
NanoH20	Qfx SW 400 ES	400 (37)	13,700	51	99.8	
Woongjin Chem.	RE8040-BE	400 (37)	10,500	40	99.7	

Source: KITA. Fenero Research





# Overview of LG Chem





#### About LG Chem

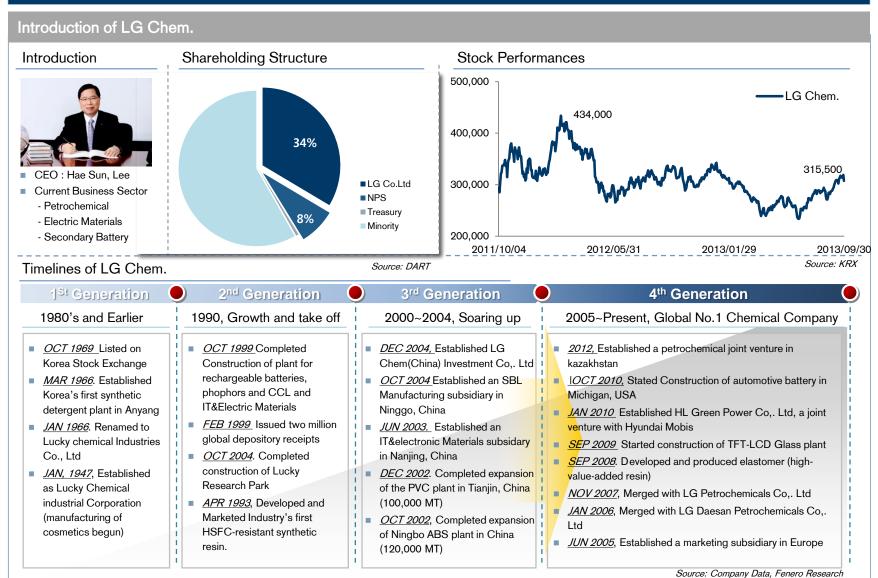
LG Chem is the 13<sup>th</sup> ranking in KOSPI(Market Capital: 19 trillion). The firm has 3 business areas, which are petrochemical products, secondary battery, and IT&E materials. Recently, LG group is interested in membrane industry. Therefore, there will be additional one business area in LG Chem soon.



#### Overview of LG Chem.



#### Long history and good corporate governance



#### Overview of LG Chem.



#### Global Network of LG Chem.

- Manufacturing Subsidiaries: China, Taiwan, Vietnam, India(Visakhapatnam), Poland, USA(Holland, MI), Kazakhstan
- Marketing Subsidiaries : China, USA, Brazil, Europe(Germany), India(Mumbai), Turkey
- R&D Centers : USA(Troy, MI), Japan(Tokyo)
- Representative Offices: Moscow, Ho Chi Minh, Bangkok, Jakarta, Singapore, Tokyo, Bogota
- Korea : Seoul Head Office, Research Park and Domestic Plants

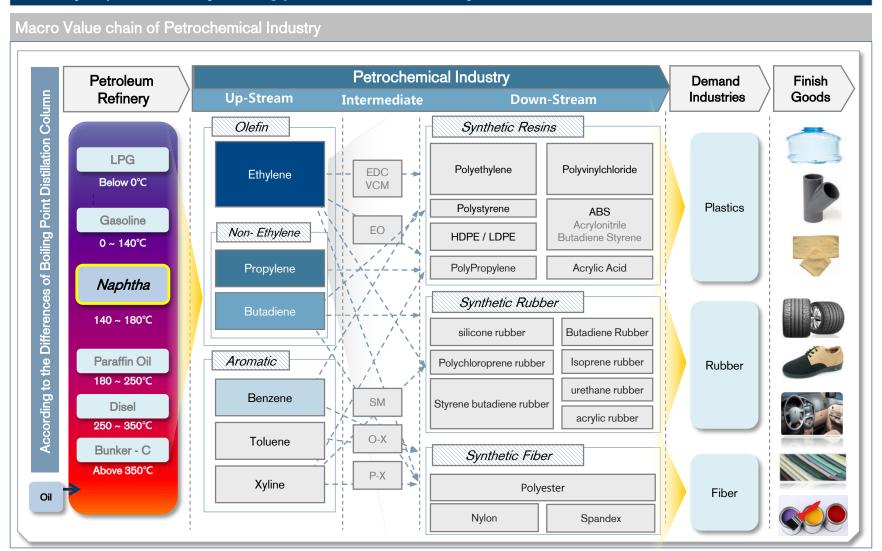




#### Macro Value Chain



# Industry is proceeded by making products with various synthesis



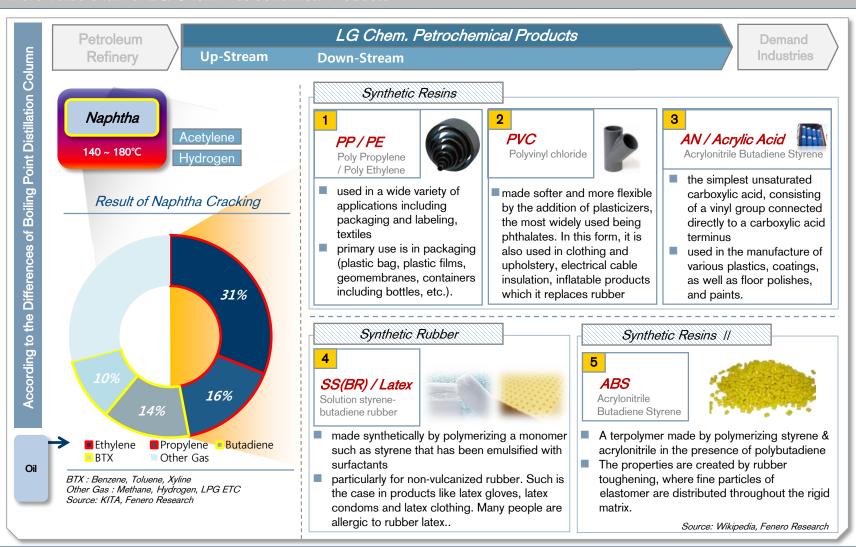


#### Micro Value Chain



# LG Chem. has proceeded by making products with various synthesis

Micro Value chain of LG Chem. Petrochemical Products



# Industry Analysis of Secondary Battery



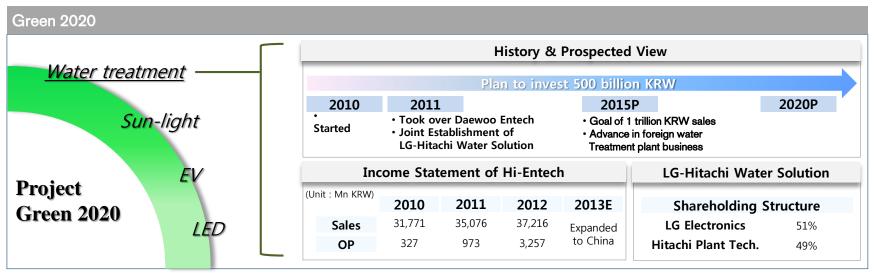
# Industry is proceeded by making products with various synthesis

Value chain of Lithium-Ion Battery Industry Lithium-Ion Battery Industry Component **Finish Production** Cell production Industries Module production (Pack & Rack assembly) Cylindrical Electrode High energy density High output Use Standard size **Various** Electronic Notebook, Power tools Devices E-bike electrolyte Prismatic Cathode **Anode** Thinner than cylindrical battery Various size and capacity Replaceable ΕV Notebook, smart phone, Digital camera **Separator** Polymer Thinner than prismatic battery **ESS** Charge Various size Smart phone, Notebook, Tablet PC

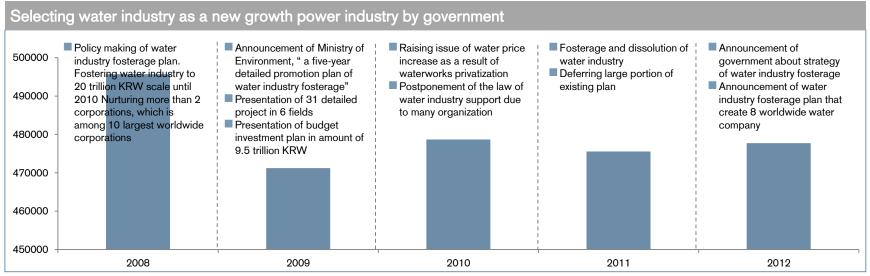
#### Water Treatment Division



#### LG Group entered into Water Industry



Source: KISLINE, Fenero Research



Source: Global Water Intelligence, Water Channel, Fenero Research Plan Of Government Sewage Treatment Equipment





## Synergy Analysis





### About Expected Synergy

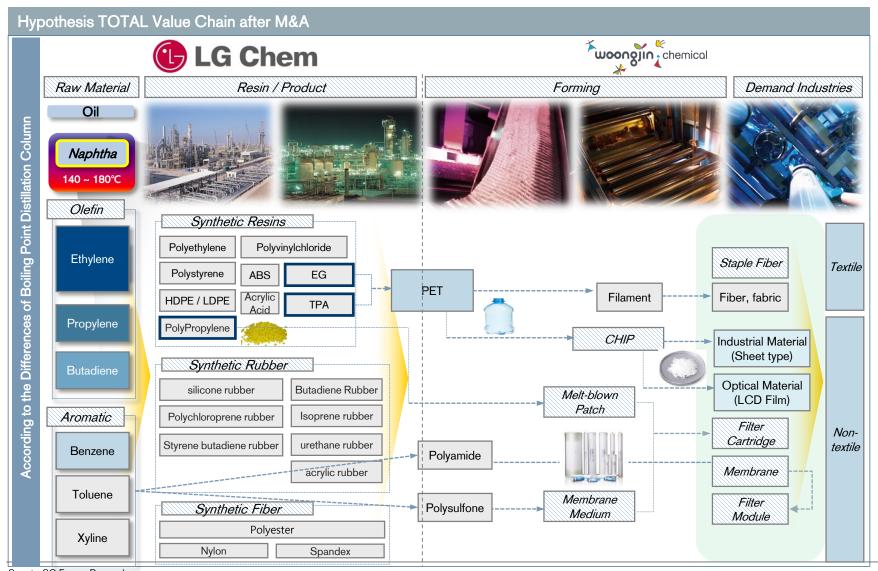
3 major synergies will caused in Filter, Fiber, and Material areas each. First of all, the trend of water treatment is vertical systematization. This is also expected to M&A of Woongjin Chemical and LG Chem. In fiber business, also vertical systematization is expected because LG Chem takes part of up-stream industry of fiber(petrochemistry) and Woongjin Chemical takes part of manufacturing fiber. Lastly, optical materials will expand capacity by M&A.



## 1.3. Consolidated Value Chain



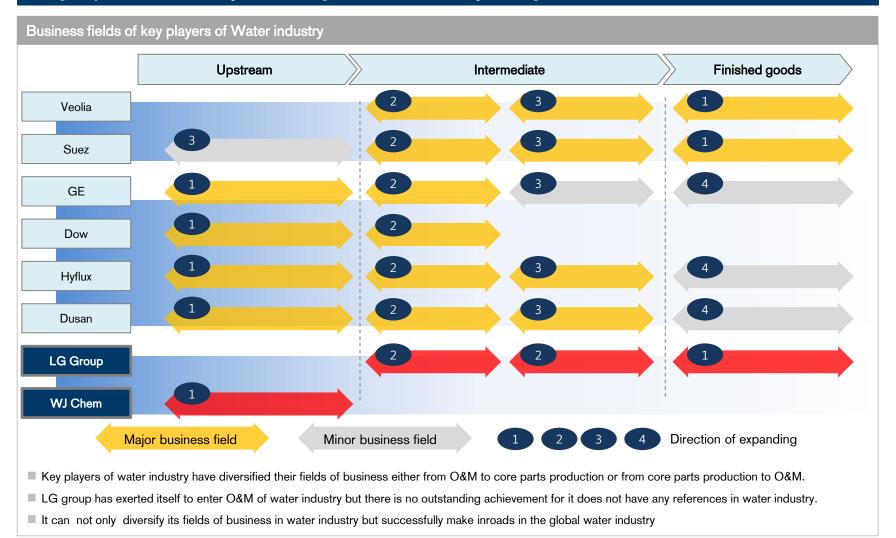
## Possibilities of Vertical Integrated Value Chain



## Synergy 1. Value Chain of Key Players



## LG group can successfully enter the global water industry through M&A with WJ Chem



Source: Industry Data, SG Fenero Research

## Reference Before 2000



## By selling most of filters in domestic companies, Woongjin Chemical gain domestic reference

#### Filter Transactions - Domestic

Date	Company	Scale (ton/hour)	Date	Company	Scale (ton/hour)	Date	Company	Scale (ton/hour)
1995.10	Samsung Electronics	10	1997.12	SK	120	1998.09	Hyundai Motors	200
1996.03	SKC	10	1997.12	Samsung Medical Center	3	1999.04	Busan Cogeneration	100
1996.09	Anam S&T	30	1998.01	KEPCO	100	1999.04	Hyundai Motors	15
1996.12	KIA Motors	400	1998.01	Korea Electronic	100	1999.05	Samsung Electric	80
1996.12	KEPRI	Radioactive Liquid Waste tTeatment	1998.03	POSCO	60	1999.05	Shinan-gun County Office	100
1997.07	Doosan Electronics	30	1998.03	Samsung Thales	60	1999.05	LG Siltron	120
1997.07	Samsung SDI	250	1998.03	Hyundai Motors R&D Center	100	1999.08	Myungsin Chemical	20
1997.08	Cheongho Fine	For replacement	1998.05	Samsung Corning Fine Glass	20	1999.08	Samsung Electric	20
1997.10	Samsung Electric	30	1998.06	ROK Navy	320 EA	1999.10	Samyang Fiber	190
1997.10	Samsung Electronics	100	1998.07	LG Siltron	30	1999.10	Samsung Electronics	15
1997.10	Samsung Engineering	Recycle Test	1998.08	Dongbu Steel	540	1999.10	Carristing Liectronics	10

Source: CSM News, Fenero Research

### Filter Transactions - Export

Date	Location	Scale(ton/hour)	Filter
1997.10	Shanghai, China	50	RO
1998.12	Shanghai, China	2	RO

Source: CSM News, Fenero Research

#### Completions/R&Ds

Date	Contents
1994	Production of RO filter for residential use
1996	Production of RO filter for industrial use

Source: CSM News, Fenero Research





### Reference After 2000

## By exporting and R&D, Woongjin Chemical gains international certifications and prizes

### Filter Transactions - Foreign(Date Order)

Date	Location	Scale (ton/hour)	Filter	Date	Location	Scale (ton/hour)	Filter
2005.09	U.S.A.	47	RO	2009.03	Australia	\$230,000	CRM RO
2006.07	Singapore	1,693	RO	2010.06	Iran	5,417	CRM RO
2007.03	Iran	8,830	RO	2012.12	ROSA	\$420,000	N/A
2008.01	Singapore	2,423	CRM RO	2012.12	RUSA	\$420,000	IN/A
Source: CSM Ne	ws, Fenero Resea	rch					

Filter Transactions - Domestic						
Date	Company	Scale (ton/hour)	Filter			
2000.01	LG Fine	10	RO			
2006.07	Seoul	19	NF			
2011.1~6	Total	\$1 million	RO, NF, MF			

Source: CSM News, Fenero Research

#### Completions/R&Ds

Completi	Completionariable				
Date	Contents				
2003.12	Completion and operation of Gumi Factory(4 times increment from 200m² to 800m²)				
2006.07	Co-research program with universities(Georgia Engineering University, Hawai University, SNU, Korea University)				
2007.10	Development of CRM RO filter(4~5 times high chlroride resistance for existing RO filter)				
2008.01	Improvement and production of 16-inches RO filter				
2011.04	Completion of filter production factory in Anaheim, California, U.S.A				
2011.12	Localization(home country producing) of MF filter				
2013.01	Development of CSMPro v5.0 (able to analyze the cost of equipment and maintaining RO filter automatically)				
2013.07	Contract of investment about FO filter(alternative RO) development with Porifera Co. in amount of \$1 million				
Source: CSM Ne	ews, Fenero Research				

#### Awards/Certifications

Date	Contents			
2002.10	Prize from Prime Minister about seawater RO filter in Newtech Korea			
2004.04	Achievement of NSF 58 and 61 about residential membrane (NSF: National Sanitation Foundation, U.S.A.)			
2006.03	Host of the first desalination symposium at AWWA (AWWA: American Water Works Association)			
2006.07	Environmental management grand prize from the ministry of commerce, industry, and energy			
2008.03	The outstanding result of test about CRM RO			
2008.09	Participation dominantly about domestic large desalination project (\$170 million from government for 6 years)			
2012.07	Selected as vendor from SWCC (SWCC: Saline Water Conversion Corporation)			
2012.10	NSF61 achievement of America Co. (BW product, FRM product, NF product)			
2012.10	2012.10 Equipped CSM 16-inches RO filter in Scottsdale Watercampus, America			

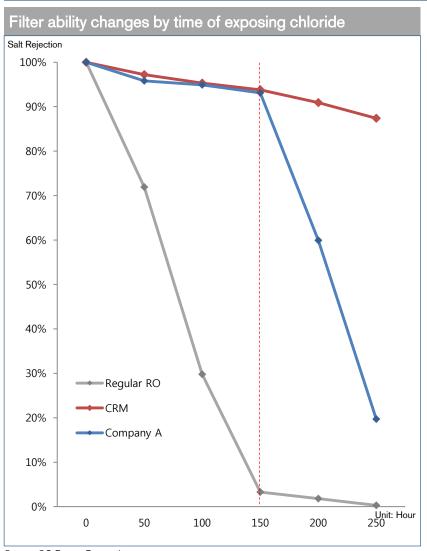
Source: CSM News, Fenero Research

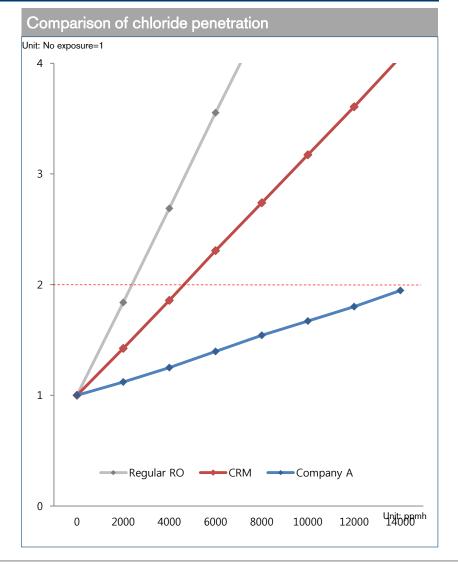


### Result of Test



## Similarly to reference, the ability of CRM RO is outstanding compared to existing RO and competitor's product





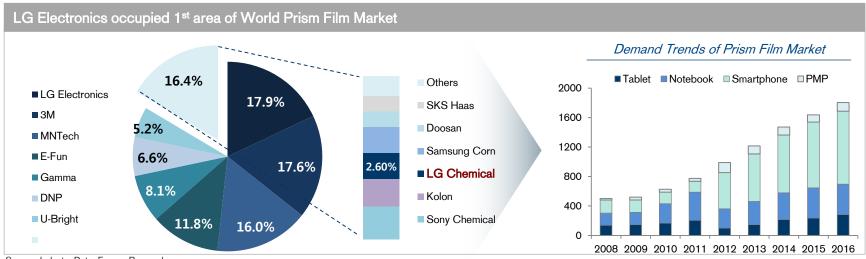
Source: SG Fenero Research



## Synergy 2. Optical Materials



## WC's Optical Material Department can create opportunities for turnaround ensuite.



Source: Industry Data, Fenero Research

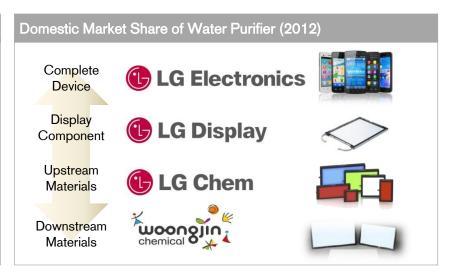
#### **Domestic Penetration Rate of Water Purifier**

## LUMICEL ....

#### LUMICEL is a material for LCD BLU and LED lighting. This diffuser plate is a new concept that can respond to the everincreasing, upscale electronic display business. Not only does this plate use ecofriendly materials, but it has high optical properties, impact resistance and stability, as well as high heat resistance.

## LUMISM

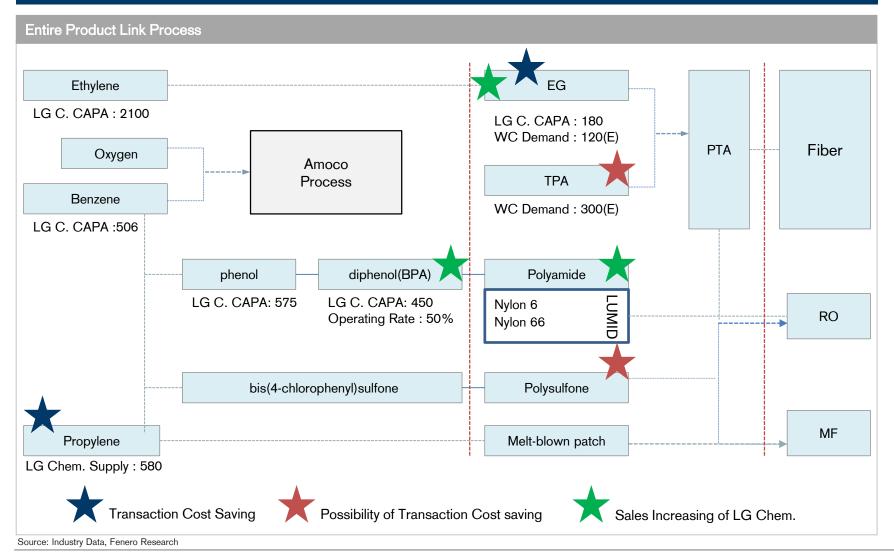
This prism sheet for LCD BLU applies extrusion engraving technologyfor the first time in Korea, manufacturing sheets and configuring prismsat the same time, significantly simplifying the previous manufacturing process. Its thickness is in the range of 200~600um. Also this ecofriendly product uses materials with high heat resistance and low absorbing ability, acquiring dimensional stability



### **Product Link**



## Product link between LG Chem. and Woongjin Chem. will create a big synergy effect

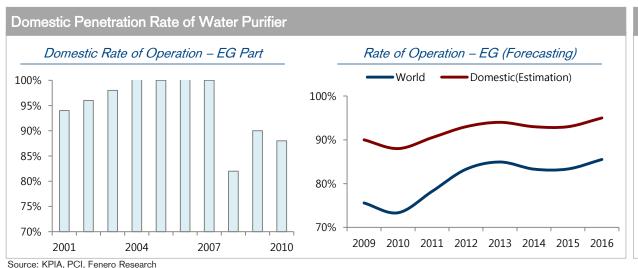


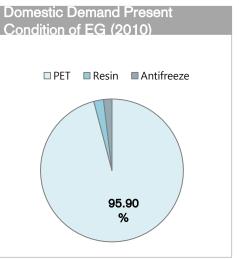
55 SG Fenero

### Product Link - EG



### EG operating rate of LG Chem. will move up to 100% causing increase of sales





#### Computational prediction

#### Domestic Rate of Operation - EG Part

	2011	2012	2013H	Unit		
Exchange Rate	\$1,174	\$1,095	\$1,103	USD		
Unit cost of purchase	\$1,108	\$1,127	\$998	USD		
Conversion to \	1,300,924	1,233,929	1,100,794	KRW		
Purchases of Raw Material	846,683	690,284	324,201	Mn KRW		
Ratio of EG	21%	20%	20%			
Purchase of EG	177,803	138,057	64,840	Mn KRW		
D 1 (FO	136.7	111.9	58.9	T. 1.T.		
Purchase amount of EG			(117.8 / Y)	Thousand Ton		

- Capacity of LG Chem.'s EG: 180 Thousand Ton
- Woongjin Chem's EG demand ratio contrasted with LG Chem's entire capacity is between 62~76%
- If Woongjin Chem. Changes their EG supplier to LG Chem. more than 10%, LG Chem. can always maintain their EG operating rate to 100%

Source: DART. Fenero Research



### **Others**



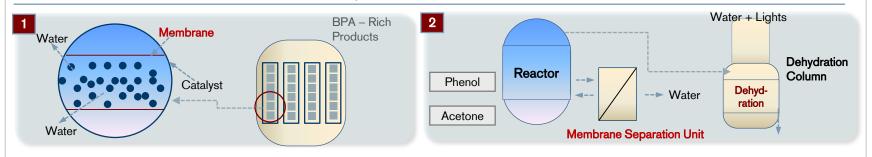
## LG Chem. will be able to contract swap option on favorable terms with Woongjin Chem.'s assistance

#### Membrane Sales of Woongjin Chem. Side

#### "Every Factory with stack needs membrane filter"

- RO filter is widely used in most industry sectors
- Especially, almost the whole chemical factory needs membrane filter
- Membrane sales of Woongjin Chem. will increase considerably

#### Example - LG Chem's BPA Process



Source: Global Water Intelligence, Fenero Research

#### Interest Swap Option Side

	Contracting agency	Interest of receiving (%)	Interest of payment (%)	Borrowed principal	Payoff (%) (Assumption : CD,LIBOR 4%)
Woongjin Chem.	Kyongnam bank	CD 3M + 1.88	5.38	₩ 10,000,000	0.5
Chem.	SC bank	LIBOR 3M + 1.3	5.4	₩ 10,760,000	-0.1
LG	HSBC	CD 3M	4.61	₩ 3,000,000	-0.61
Chem.	HSBC	LIBOR 3M	5.59	\$ 4,500	-1.59

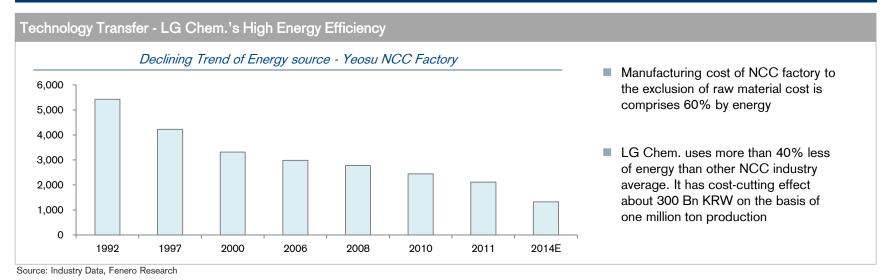
Source: Industry Data, Fenero Research



### **Others**



## LG Chem. will be able to contract swap option on favorable terms with Woongjin Chem.'s assistance



#### Woongjin Chemical sales source variability to LG Group

Polyester Fiber **Optical Materials** Filter















Source: Industry Data, Fenero Research

Source: LG Chem. Fenero Research



## **Appendix**



#### Amount of Purchase Estimation - Woongjin Chem's TPA

	2011	2012	2013H	Unit
Exchange Rate	\$1,174	\$1,095	\$1,103	USD
Unit cost of purchase	\$1,220	\$1,084	\$1,037	USD
Conversion to ₩	1,432,280	1,186,980	1,143,811	KRW
Purchases of Raw Material	846,683	690,284	324,201	Mn KRW
Ratio of EG Purchase of EG	53%	51%	55%	Mn KRW
Purchase of EG	448,742	352,045	178,310	IVIII KRVV
Purchase amount of EG	313.3	296.6	155.9 (311.8 / Y)	Indusand Ion

Source: Informax, DART, Fenero Research

### Amount of Purchase Estimation - Woongjin Chem's Polyamide

	2011	2012	2013H	Unit
Exchange Rate	\$1,174	\$1,095	\$1,103	USD
Unit cost of purchase	\$3,500	\$3,500	\$3,500	USD
Conversion to ₩	4,109,000	3,832,500	3,860,500	KRW
Purchases of Raw Material	846,683	690,284	324,201	Mn KRW
Ratio of EG	2%	2%	5%	
Purchase of EG	16,934	13,806	16,210	Mn KRW
Purchase amount of EG	4.1	2.6	4.2	Thousand Ton
Fulctiase afflourit of Ed	4.1	3.6	(8.4 / Y)	THOUSAND TON

Source : Informax, DART, Fenero Research





## **Valuation**





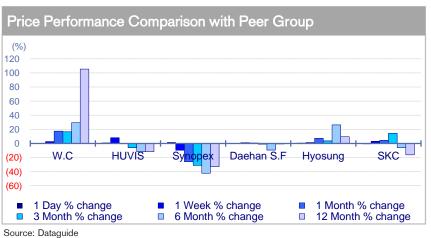
### Valuation of Woongjin Chemical and Synergy Valuation

We predict 5-year pro forma financial statement(2013-2017). we used DCF valuation to evaluate Woongjin Chemical by using pro forma. And then, we also performed synergy valuation. We put total synergies together to conduct synergy valuation. Finally, we compute enterprise value and undertaking price.

## Valuation Analysis - DCF



Financial Records of LG Chem.							
	2013(E)	2014(E)	2015(E)	2016(E)	2017(E)		
Sales	1,051,514,544,084	1,145,335,122,174	1,251,285,179,996	1,371,758,213,453	1,510,612,262,437		
cogs	910,416,730,600	980,708,283,005	1,058,916,563,632	1,147,150,872,751	1,248,163,277,367		
Gross Profit	141,097,813,483	164,626,839,169	192,368,616,365	224,607,340,702	262,448,985,070		
SG&A	102,195,385,358	110,757,611,183	120,035,532,328	131,559,194,805	143,879,669,871		
EBIT	38,902,428,126	53,869,227,986	72,333,084,037	93,048,145,898	118,569,315,198		
EBIT(1-t)	29,954,869,657	41,479,305,549	55,696,474,709	71,647,072,341	91,298,372,703		
Depreciation	31,599,419,903	33,444,639,581	32,872,688,990	32,045,736,577	32,390,253,150		
Amortization	839,864,512	839,858,833	839,858,833	839,858,833	839,858,833		
△NWC	(11,847,948,062)	31,555,456,971	(9,927,255,846)	41,339,534,135	144,748,281		
△ <b>CAPEX</b>	61,161,763,800	64,552,776,771	67,502,440,911	71,082,150,709	76,228,347,717		
FCFF	13,080,338,334	(20,344,429,779)	31,833,837,467	(7,889,017,092)	48,155,388,688		



Price Performance Comparison with Peer Group						
PV of FCFF	47,297,822,152	Outstanding Shares	46,363,851			
Terminal Growth Rate	3%	WACC	7.79%			
PV of Terminal Value	712,022,699,640	Target Price	10,044			
Enterprise Value	759,320,521,792	Current Price	11,500			
Less: Debt	293,635,186,034	Potential Growth	-12.66%			
Equity Value	465,685,335,758					



## Valuation Analysis – DCF(Adding Synergy Value)



+Synergy 5,825,076,615.57 12,580,847,148.23 20,526,210,273.33 29,966,011,540.51  COGS 910,416,730,600 980,708,283,005 1,058,916,563,632 1,147,150,872,751 1,248,163,277,361  +Synergy (11,179,366,174.61) (11,303,078,192.14) (6,068,656,071.62) 42,903,447.11  Gross Profit 141,097,813,483 181,631,281,959 216,252,541,705 251,202,207,047 292,372,093,16  SG&A 102,195,385,358 110,757,611,183 120,035,532,328 131,559,194,805 143,879,669,87  +Synergy (1,036,984,646.98) (270,608,305.00) 633,646,490.32 1,287,158,210.51 2,065,206,904.3  EBIT 39,939,412,773 71,144,279,081 95,583,362,887 118,355,854,032 146,427,216,38  EBIT(1-t) 30,753,347,835 54,781,094,892 73,599,189,423 91,134,007,605 112,748,956,613  Depreciation 31,599,419,903 33,444,639,581 32,872,688,990 32,045,736,577 32,390,253,154  Amortization 839,864,512 839,858,833 839,858,833 839,858,833 839,858,833  ΔNWC (11,847,948,062) 32,530,970,484 (9,076,147,936) 42,623,406,515 1,393,581,874  ΔCAPEX 61,161,763,800 64,749,436,172 67,927,180,707 71,775,132,531 77,240,025,03						
+Synergy 5,825,076,615.57 12,580,847,148.23 20,526,210,273.33 29,966,011,540.55  COGS 910,416,730,600 980,708,283,005 1,058,916,563,632 1,147,150,872,751 1,248,163,277,36  +Synergy (11,179,366,174.61) (11,303,078,192.14) (6,068,656,071.62) 42,903,447.15  Gross Profit 141,097,813,483 181,631,281,959 216,252,541,705 251,202,207,047 292,372,093,16  SG&A 102,195,385,358 110,757,611,183 120,035,532,328 131,559,194,805 143,879,669,87  +Synergy (1,036,984,646.98) (270,608,305.00) 633,646,490.32 1,287,158,210.51 2,065,206,904.3  EBIT 39,939,412,773 71,144,279,081 95,583,362,887 118,355,854,032 146,427,216,38  EBIT(14) 30,753,347,835 54,781,094,892 73,599,189,423 91,134,007,605 112,748,956,61  Depreciation 31,599,419,903 33,444,639,581 32,872,688,990 32,045,736,577 32,390,253,15  Amortization 839,864,512 839,858,833 839,858,833 839,858,833  ΔNWC (11,847,948,062) 32,530,970,484 (9,076,147,936) 42,623,406,515 1,393,581,87  ΔCAPEX 61,161,763,800 64,749,436,172 67,927,180,707 71,775,132,531 77,240,025,03		2013(E)	2014(E)	2015(E)	2016(E)	2017(E)
COGS 910,416,730,600 980,708,283,005 1,058,916,563,632 1,147,150,872,751 1,248,163,277,366  +Synergy (111,179,366,174.61) (11,303,078,192.14) (6,068,656,071.62) 42,903,447.11  Gross Profit 141,097,813,483 181,631,281,959 216,252,541,705 251,202,207,047 292,372,093,166  SG&A 102,195,385,358 110,757,611,183 120,035,532,328 131,559,194,805 143,879,669,87  +Synergy (1,036,984,646.98) (270,608,305.00) 633,646,490.32 1,287,158,210.51 2,065,206,904.3  EBIT 39,939,412,773 71,144,279,081 95,583,362,887 118,355,854,032 146,427,216,38  EBIT(1:t) 30,753,347,835 54,781,094,892 73,599,189,423 91,134,007,605 112,748,956,615  Depreciation 31,599,419,903 33,444,639,581 32,872,688,990 32,045,736,577 32,390,253,156  Amortization 839,864,512 839,858,833 839,858,833 839,858,833  △NWC (11,847,948,062) 32,530,970,484 (9,076,147,936) 42,623,406,515 1,393,581,87  △CAPEX 61,161,763,800 64,749,436,172 67,927,180,707 71,775,132,531 77,240,025,03	Sales	1,051,514,544,084	1,145,335,122,174	1,251,285,179,996	1,371,758,213,453	1,510,612,262,437
+Synergy (11,179,366,174.61) (11,303,078,192.14) (6,068,656,071.62) 42,903,447.14  Gross Profit 141,097,813,483 181,631,281,959 216,252,541,705 251,202,207,047 292,372,093,16  SG&A 102,195,385,358 110,757,611,183 120,035,532,328 131,559,194,805 143,879,669,87  +Synergy (1,036,984,646,98) (270,608,305.00) 633,646,490.32 1,287,158,210.51 2,065,206,904.3  EBIT 39,939,412,773 71,144,279,081 95,583,362,887 118,355,854,032 146,427,216,38  EBIT(1:t) 30,753,347,835 54,781,094,892 73,599,189,423 91,134,007,605 112,748,956,613  Depreciation 31,599,419,903 33,444,639,581 32,872,688,990 32,045,736,577 32,390,253,155  Amortization 839,864,512 839,858,833 839,858,833 839,858,833  ANWC (11,847,948,062) 32,530,970,484 (9,076,147,936) 42,623,406,515 1,393,581,873  △CAPEX 61,161,763,800 64,749,436,172 67,927,180,707 71,775,132,531 77,240,025,03	+Synergy		5,825,076,615.57	12,580,847,148.23	20,526,210,273.33	29,966,011,540.50
Gross Profit 141,097,813,483 181,631,281,959 216,252,541,705 251,202,207,047 292,372,093,16 SG&A 102,195,385,358 110,757,611,183 120,035,532,328 131,559,194,805 143,879,669,87 +Synergy (1,036,984,646.98) (270,608,305.00) 633,646,490.32 1,287,158,210.51 2,065,206,904.3 EBIT 39,939,412,773 71,144,279,081 95,583,362,887 118,355,854,032 146,427,216,38 EBIT(1·t) 30,753,347,835 54,781,094,892 73,599,189,423 91,134,007,605 112,748,956,61 Depreciation 31,599,419,903 33,444,639,581 32,872,688,990 32,045,736,577 32,390,253,150 Amortization 839,864,512 839,858,833 839,858,8	COGS	910,416,730,600	980,708,283,005	1,058,916,563,632	1,147,150,872,751	1,248,163,277,367
SG&A 102,195,385,358 110,757,611,183 120,035,532,328 131,559,194,805 143,879,669,87 +Synergy (1,036,984,646.98) (270,608,305.00) 633,646,490.32 1,287,158,210.51 2,065,206,904.3 EBIT 39,939,412,773 71,144,279,081 95,583,362,887 118,355,854,032 146,427,216,38 EBIT(1-t) 30,753,347,835 54,781,094,892 73,599,189,423 91,134,007,605 112,748,956,612 Depreciation 31,599,419,903 33,444,639,581 32,872,688,990 32,045,736,577 32,390,253,154 Amortization 839,864,512 839,858,833 839,858,833 839,858,833 839,858,833 839,858,833 839,858,833 \$39,858,834 \$4,639,581 \$4,781,948,062 \$4,623,406,515 \$4,781,948,062 \$4,749,436,172 \$4,927,180,707 \$4,775,132,531 \$4,9240,025,03 \$4,927,180,707 \$4,927,180,707 \$4,927,180,707 \$4,925,03 \$4,927,180,707 \$4,927,180,707 \$4,927,132,531 \$4,9240,025,03 \$4,927,180,707 \$4,927,180,707 \$4,927,132,531 \$4,9240,025,03 \$4,927,180,707 \$4,927,180,707 \$4,925,03 \$4,927,180,707 \$4,927,132,531 \$4,9240,025,03 \$4,927,180,707 \$4,927,180,707 \$4,927,132,531 \$4,9240,025,03 \$4,927,180,707 \$4,927,180,707 \$4,925,03 \$4,927,180,707 \$4,927,132,531 \$4,9240,025,03 \$4,927,180,707 \$4,927,180,707 \$4,927,180,707 \$4,9240,025,03 \$4,9240,025,03 \$4,927,180,707 \$4,927,180,707 \$4,9240,025,03 \$4,9240,025,03 \$4,927,180,707 \$4,927,180,707 \$4,927,180,707 \$4,9240,025,03 \$4,9240,025,03 \$4,927,180,707 \$4,927,180,707 \$4,9240,025,03 \$4,9240,025,03 \$4,927,180,707 \$4,927,180,707 \$4,9240,025,03 \$4,9240,0	+Synergy		(11,179,366,174.61)	(11,303,078,192.14)	(6,068,656,071.62)	42,903,447.10
+Synergy (1,036,984,646.98) (270,608,305.00) 633,646,490.32 1,287,158,210.51 2,065,206,904.3 EBIT 39,939,412,773 71,144,279,081 95,583,362,887 118,355,854,032 146,427,216,38 EBIT(1-t) 30,753,347,835 54,781,094,892 73,599,189,423 91,134,007,605 112,748,956,619 Depreciation 31,599,419,903 33,444,639,581 32,872,688,990 32,045,736,577 32,390,253,159 Amortization 839,864,512 839,858,833 839,	Gross Profit	141,097,813,483	181,631,281,959	216,252,541,705	251,202,207,047	292,372,093,163
EBIT 39,939,412,773 71,144,279,081 95,583,362,887 118,355,854,032 146,427,216,38 EBIT(1-t) 30,753,347,835 54,781,094,892 73,599,189,423 91,134,007,605 112,748,956,615 Depreciation 31,599,419,903 33,444,639,581 32,872,688,990 32,045,736,577 32,390,253,155 Amortization 839,864,512 839,858,833 839,858,833 839,858,833 839,858,833 839,858,833 839,858,833 839,858,833	SG&A	102,195,385,358	110,757,611,183	120,035,532,328	131,559,194,805	143,879,669,871
EBIT(1-t)       30,753,347,835       54,781,094,892       73,599,189,423       91,134,007,605       112,748,956,618         Depreciation       31,599,419,903       33,444,639,581       32,872,688,990       32,045,736,577       32,390,253,156         Amortization       839,864,512       839,858,833       839,858,833       839,858,833       839,858,833       839,858,833         △NWC       (11,847,948,062)       32,530,970,484       (9,076,147,936)       42,623,406,515       1,393,581,87         △CAPEX       61,161,763,800       64,749,436,172       67,927,180,707       71,775,132,531       77,240,025,03	+Synergy	(1,036,984,646.98)	(270,608,305.00)	633,646,490.32	1,287,158,210.51	2,065,206,904.39
Depreciation       31,599,419,903       33,444,639,581       32,872,688,990       32,045,736,577       32,390,253,150         Amortization       839,864,512       839,858,833       839,858	EBIT	39,939,412,773	71,144,279,081	95,583,362,887	118,355,854,032	146,427,216,387
Amortization       839,864,512       839,858,833       839,858,833       839,858,833       839,858,833       839,858,833         △NWC       (11,847,948,062)       32,530,970,484       (9,076,147,936)       42,623,406,515       1,393,581,87         △CAPEX       61,161,763,800       64,749,436,172       67,927,180,707       71,775,132,531       77,240,025,03	EBIT(1-t)	30,753,347,835	54,781,094,892	73,599,189,423	91,134,007,605	112,748,956,618
△NWC (11,847,948,062) 32,530,970,484 (9,076,147,936) 42,623,406,515 1,393,581,87  △CAPEX 61,161,763,800 64,749,436,172 67,927,180,707 71,775,132,531 77,240,025,03	Depreciation	31,599,419,903	33,444,639,581	32,872,688,990	32,045,736,577	32,390,253,150
CAPEX 61,161,763,800 64,749,436,172 67,927,180,707 71,775,132,531 77,240,025,03	Amortization	839,864,512	839,858,833	839,858,833	839,858,833	839,858,833
	△NWC	(11,847,948,062)	32,530,970,484	(9,076,147,936)	42,623,406,515	1,393,581,877
FCFF 13,878,816,512 (8,214,813,349) 48,460,704,475 9,621,063,969 67,345,461,694	△CAPEX	61,161,763,800	64,749,436,172	67,927,180,707	71,775,132,531	77,240,025,031
	FCFF	13,878,816,512	(8,214,813,349)	48,460,704,475	9,621,063,969	67,345,461,693

Source: Industry Data, Fenero Research





## Transaction Structure & Consideration





#### About Structuring of M&A

LG Chem acquires Woongjin Chemical through 100% of equity financing. CC reserve of LG Chem surpass takeover price of Woongjin Chemical. LG group retains the amount of 500 billion KRW for water treatment business. Also, the lowest CC of LG Chem in past 7 years surpass takeover price of Woongjin Chemical. Current Liability divided by Current Asset ratio is decreasing persistent from 2007.

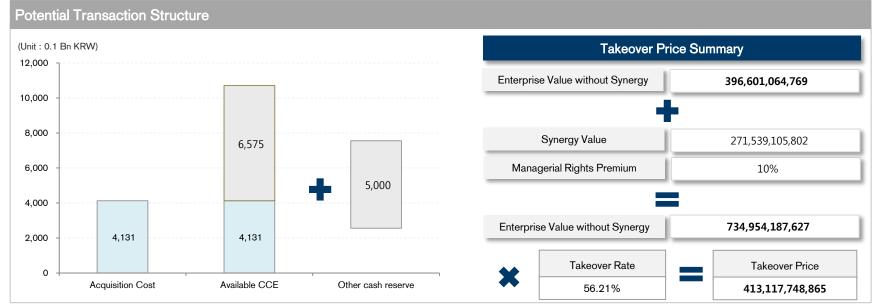


### **Transaction Structure**



Financial Records of LG Chem.							
(Unit : 0.1 Bn KRW)	2007	2008	2009	2010	2011	2012	2H13
Current Asset	3,819,590,000,000	4,633,464,000,000	5,277,147,000,000	6,291,677,000,000	7,256,212,000,000	7,452,938,000,000	8,491,570,000,000
Current Liability	2,924,921,000,000	3,662,510,000,000	3,906,838,000,000	4,277,392,000,000	4,723,904,000,000	4,338,012,000,000	5,137,884,000,000
CL/CA	76.6%	79.0%	74.0%	68.0%	65.1%	58.2%	60.5%
Cash & Cash Equivalent	514,297,000,000	513,664,000,000	1,106,596,000,000	1,368,034,000,000	1,379,379,000,000	720,767,000,000	1,584,272,000,000
MIN Value of CCE (2007-2012)		513,664,000,000					
Difference between MIN CCE & 2H13 CCE 1,070,608,000,000							

Source: Dart



Source: Industry Data, Fenero Research



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# **Appendix**



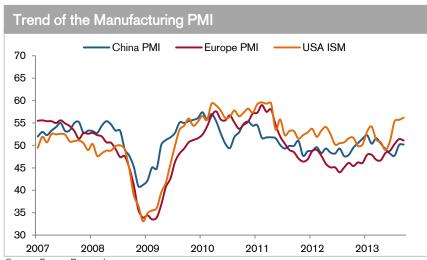




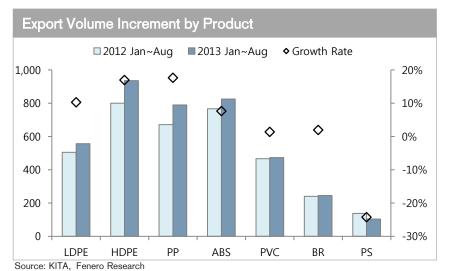
## Macro Economics & Industry Analysis

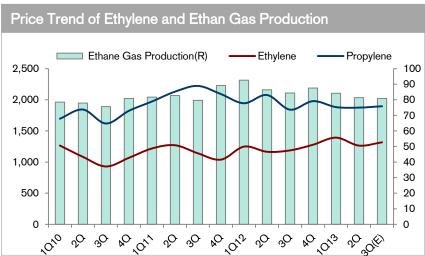


### Prospect of chemistry sector is expected to be positive for a while









Source: LG Chem, Fenero Research

#### Related Information

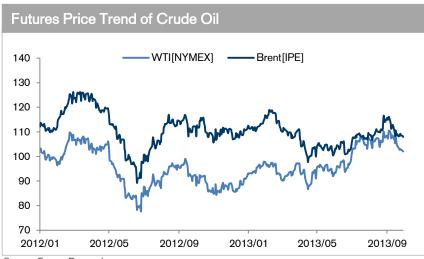
- It seems that manufacturing industry PMI index of main countries recently get recovery trend.
- Production of Ethylene-Ethane gas will be declined a bit or maintained for a while. As a result, Ethylene price will be stabilized.
- Tracing trend of export by domestic synthetic resins, all the resins increase year on year except PS. It can also be interpreted that chemical industry is gradually recovering. Because of ABS replacement resulting from increase of the PS price, it is evaluated that export of all the petrochemistry products is larger in substance.



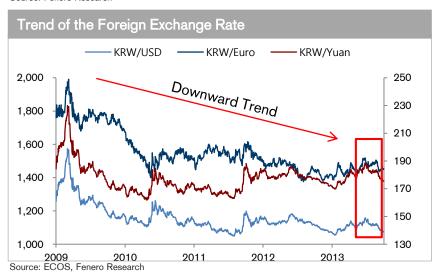
## Macro Economics & Industry Analysis

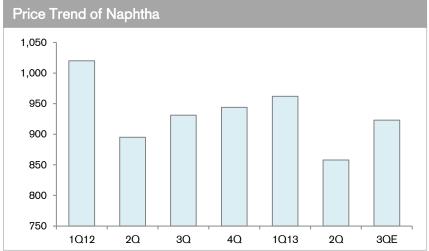


### Due to more competitive on cost of LG Chem, operating margin will go up



Source: Fenero Research





Source: LG Chem, Fenero Research

#### **Related Information**

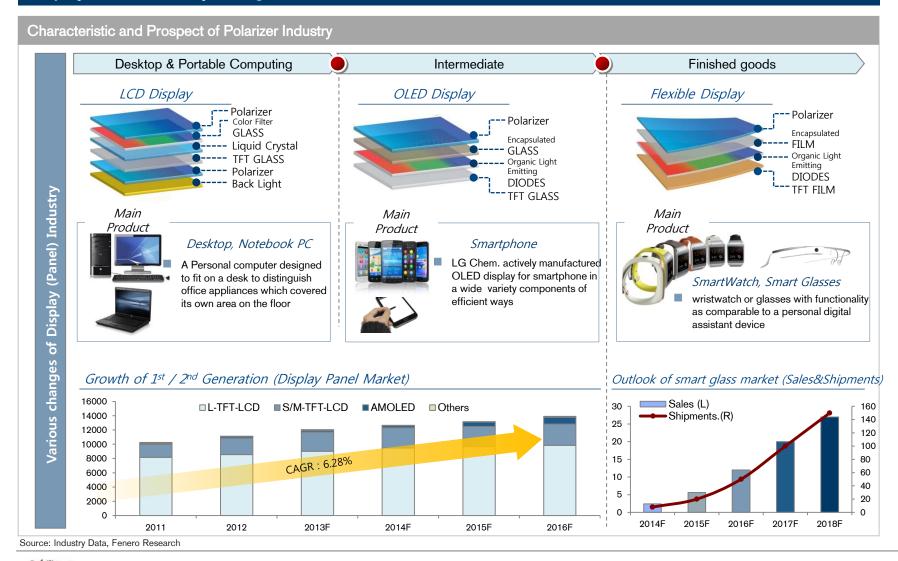
- Prices of crude oil, and Naphtha, are decreasing. They are used to key raw material of LG Chem's products, so this trend will help LG Chem to improve its operating margin
- Looking globally, both short-term and long-term exchange trend show bullish tendency of KRW. It means a favorable factor because the portion of raw materials import in our firm is 100% but the portion of product export in our firm is about 50%.



## Introduction of Display Industry



## Display(Panel) Industry changes in various forms.

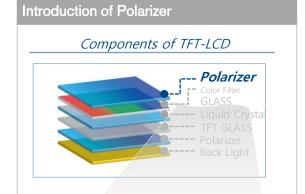




### Introduction of Polarizer Market

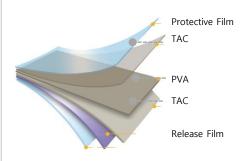


## Sales of RO filter for home use will slightly increase



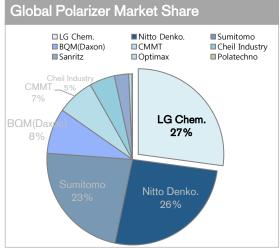
#### Understanding of Polarizer

Polarizer is a multilayered compound film with a thickness of about 300 nanometers. It consists of PVA layer in which iodine materials are oriented, TVC layer that protects PVA, PSA which is a adhesive layer, a protective film, and a release film



made for other types of electromagnetic waves besides light, such as radio waves, microwaves, and X-rays.,

Source: Industry Data, Fenero Research









Source: LG Chem, Fenero Research



Source: Displaysearch, Fenero Research



## 3D Display TV Film Market



## 3D TV shipment and penetration grow rapidly





Source: Displaysearch

#### SG(Shutter Glasses) vs FPR(Film-type Patterned Retarder)



SG Active 3D Field of view: 80 ° Cannot convert 2D to 3D Constant shuttering Glasses: 40g, with a battery expensive Detailed image SAMSUNG, SONY(30%)

Hisense

**FPR** Passive 3D Field of view: 180 ° Freely convert 2D to 3D No shuttering Glasses: 18g reasonable Less precision

■ LG, SONY(70%)

**Panasonic** 

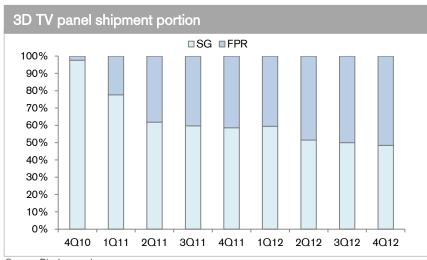
Source: Fenero Research



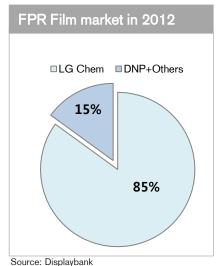
### 3D FPR

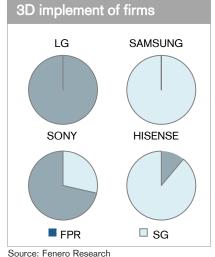


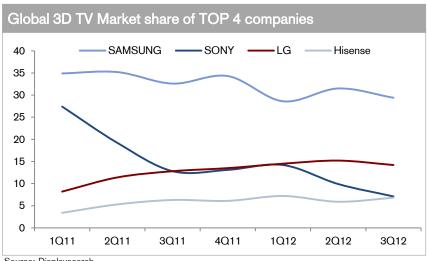
### LG Chem's 3D FPR sales will rise as demand for 3D FPR continuously increases



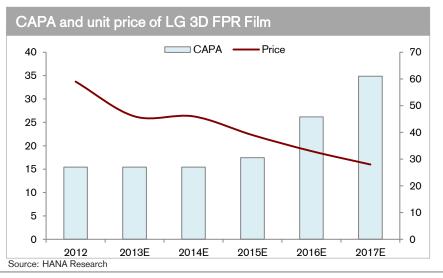










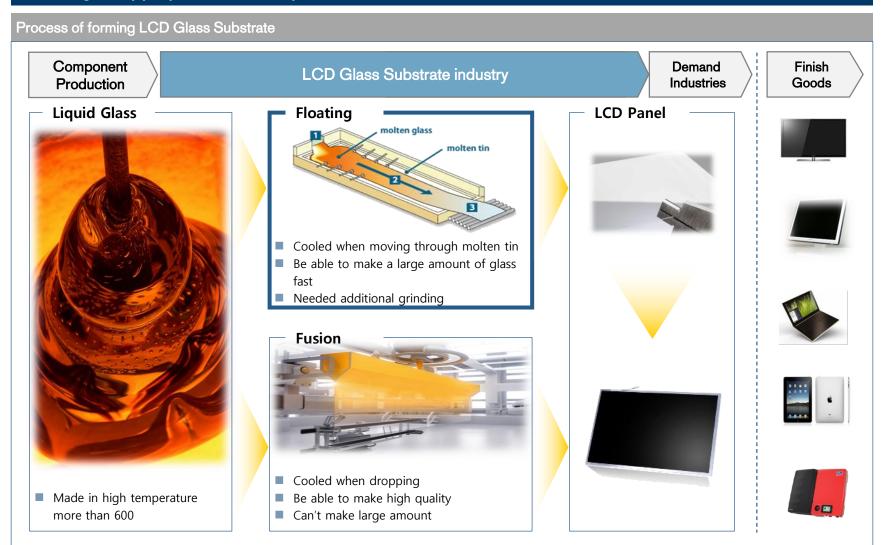




## Industry Analysis of LCD Glass Substrate



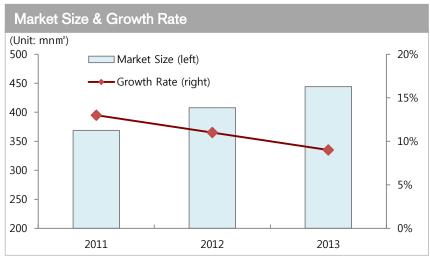
### "Floating" is appropriate for mass production



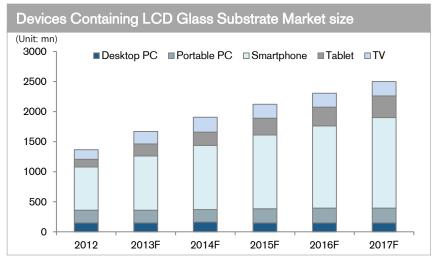
### Condition of LCD Glass Substrate



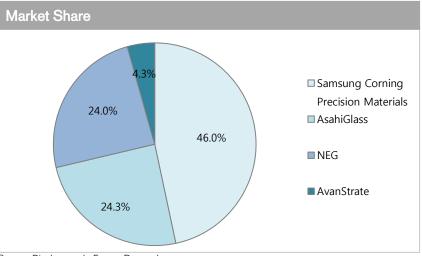
### Demand of LCD Glass Substrate is Stable, and the market looks like oligopoly



Source: Displaysearch, Fenero Research



Source: Industry Data, Fenero Research



Source: Displaysearch, Fenero Research

#### **Related Information**

- Even though the growth rate of LCD glass substrate is slightly decreasing, the market size is still increasing and TV, tablet PC, smart phone, monitor is constantly used. Therefore, the demand of LCD glass substrate will be stable.
- Due to the oligopoly of market, operating profit ratio is very high. The average of operating profit ratio of 4 main companies is more than 40%. Once the firm enters the market, it will report high profit ratio.
- The Market size of TV, PC, smartphone, tablet that contain LCD glass substrate gets bigger and bigger. It also proves that the market size of LCD glass substrate will be larger.

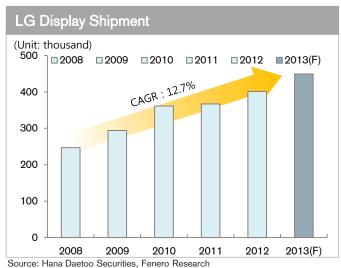
Source: LG Chem. Fenero Research

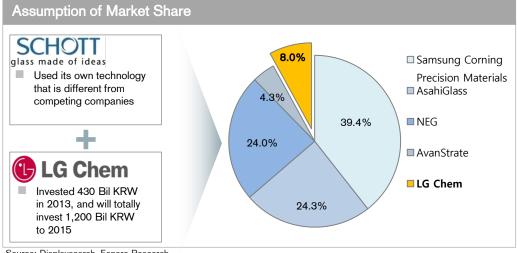


### Condition of LCD Glass Substrate

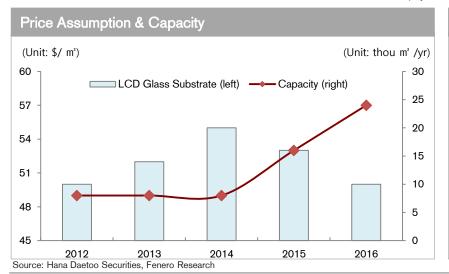


### LG Chem will be affiliated with big 4 companies of LCD Glass Substrate industry until 2016





Source: Displaysearch, Fenero Research



#### Related Information

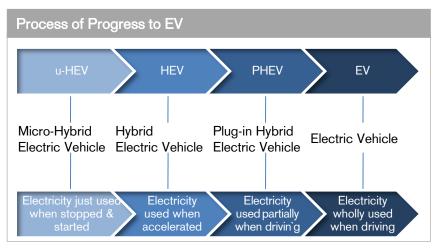
- After LG Chem jump into the LCD glass substrate industry, if the product line operates fully, the firm can share 8% of whole market. More precisely, it will take market share from Samsung Corning Precision Materials because previously LG Display took the LCD glass substrate from Samsung Corning Precision Materials.
- If LG Chem started its LCD glass substrate, the vertical integration is made from LG Chem and LG Display to LG Electronics. Therefore, the competitiveness of the firm will be stronger.
- At first the price of LCD glass substrate will be more expensive, but under the influence of augmented capacity and adaptation in the industry the price will decrease started from 2014.

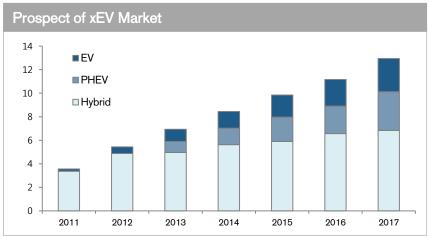


## Condition of Secondary Battery Industry - Continued



### The portion of secondary battery becomes larger when progressing hybrid vehicle to EV



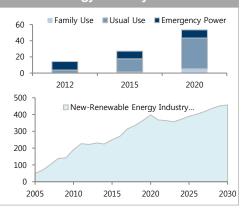


Source: J.D Power

## ESS(Energy Storage System) industry in long-term view

#### The concept of ESS and renewable energy industry

- ESS(Energy Storage System) is the system that can store a lot of electricity
- Renewable Energy such as solar energy and wind energy can generate but can not store electricity by itself.
- In this condition, LIB can be a good alternative



#### The Growth of Notebook and Tablet PC Market

- LIB can be used to store new-renewable energies long-time without little losses of electricity.
- Every year there has been more and more electric shortage in summer. Until now, we solve this problem by generating nuclear power plants, but recently a big nuclear plant was collapsed in Japan.
- In this situation, the nuclear energy will not the solution forever. Therefore, the future solution is ESS. Even though this can't give us profit right now, but we need to take care this industry at the point of long-term view. It will give us revenue in the future.

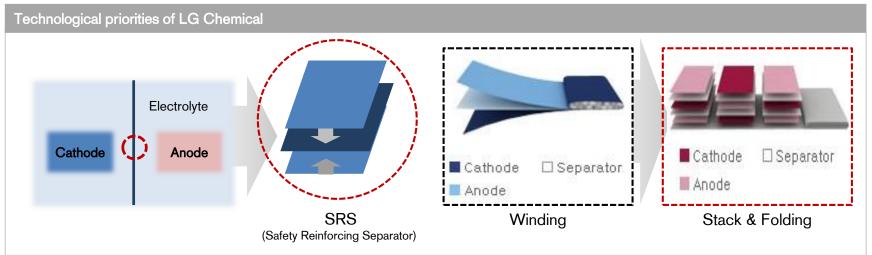
Source: LG ERI, New Energy Finance



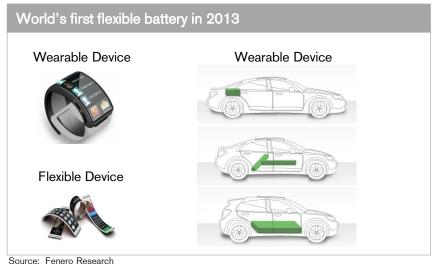
## Company Analysis of Secondary Battery

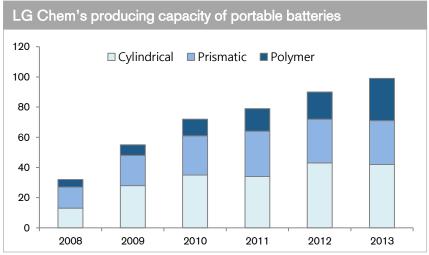


### Various shapes of high-capacity battery solutions enhance the flexibility of device design



Source: Industry Data, Fenero Research





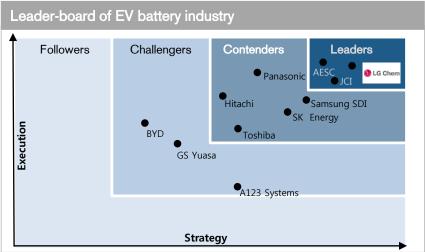
Source: Industry Data, Fenero Research



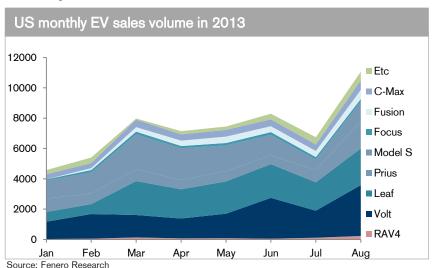
## Company Analysis of Secondary Battery



## Global leader of EV battery market

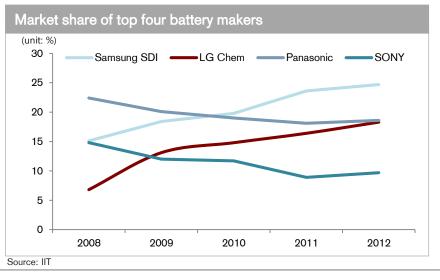


Source: Navigant Research





Source: LG Chem



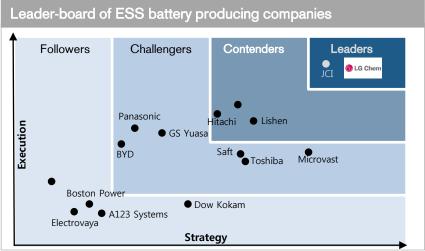
## Company Analysis of Secondary Battery



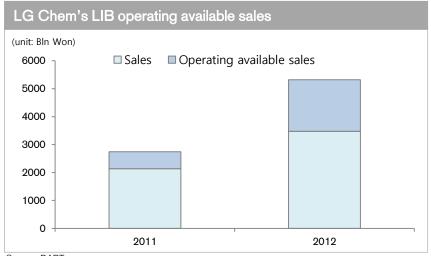
### Global leader of EV battery market



Source: Company Data, Fenero Research



Source: Navigant Research



Source: DART

#### Germany Energy production LG Chem has been selected as a supplier of LIB batteries 4000 ■ US ■ Germany for base station UPS to 3500 Softbank mobile (over 130,000 base station in Japan) 3000 2500 LG Chem has been selected 2000 as a supplier of LIB batteries 1500 for home solar ESS to SMA 1000 (largest solar inverter manufacturer which leads 500 green energy and smard grid market in the world) 2010 2011



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