

# Quaterly P/L

## I. 개별기준

| 개별기준   |              | (억원)   |        |        |        |        |        |        |        |        |       |        |        |        |        |        |
|--------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|--------|--------|
|        |              | 2011   |        |        |        | 2012   |        |        |        | 2013   |       |        |        | 2014   |        |        |
|        |              | 1Q     | 2Q     | 3Q     | 4Q     | 1Q     | 2Q     | 3Q     | 4Q     | 1Q     | 2Q    | 3Q     | 4Q     | 1Q     | 2Q     | 3Q     |
| 총매출액   |              | 1,614  | 1,692  | 1,596  | 1,868  | 1,773  | 1,829  | 1,780  | 1,946  | 1,886  | 2,359 | 2,434  | 2,881  | 2,879  | 3,035  | 3,170  |
| (%)yoy |              | 14.8%  | 17.4%  | 21.2%  | 4.0%   | 9.9%   | 8.1%   | 11.5%  | 4.2%   | 6.4%   | 29.0% | 36.8%  | 48.0%  | 52.7%  | 28.7%  | 30.3%  |
| (억원)   | B2C          | 1,218  | 1,297  | 1,207  | 1,468  | 1,395  | 1,444  | 1,384  | 1,514  | 1,532  | 1,873 | 1,768  | 2,171  | 2,104  | 2,270  | 2,343  |
|        | 인테리어         | 728    | 711    | 655    | 815    | 821    | 713    | 679    | 764    | 859    | 928   | 855    | 1,072  | 1,126  | 1,113  | 1,126  |
|        | 대리점          | 309    | 272    | 262    | 303    | 264    | 223    | 214    | 261    | 273    | 330   | 297    | 414    | 417    | 409    | 439    |
|        | 직매장          | 241    | 250    | 232    | 316    | 326    | 297    | 289    | 318    | 341    | 360   | 344    | 415    | 440    | 463    | 459    |
|        | 온라인          | 177    | 189    | 161    | 196    | 231    | 193    | 176    | 185    | 244    | 238   | 214    | 243    | 269    | 241    | 228    |
|        | 부역유통         | 490    | 586    | 552    | 653    | 574    | 731    | 705    | 750    | 673    | 945   | 914    | 1,099  | 978    | 1,157  | 1,217  |
|        | 대리점          | 282    | 342    | 331    | 388    | 360    | 453    | 450    | 469    | 422    | 562   | 555    | 637    | 557    | 624    | 709    |
|        | ik           | 208    | 244    | 221    | 265    | 213    | 278    | 255    | 281    | 251    | 383   | 359    | 462    | 421    | 533    | 508    |
|        | Element(B2B) | 395    | 395    | 389    | 400    | 378    | 385    | 396    | 432    | 355    | 484   | 666    | 710    | 775    | 764    | 827    |
|        | 특판           | 230    | 228    | 209    | 202    | 200    | 193    | 190    | 217    | 138    | 207   | 364    | 441    | 449    | 476    | 472    |
|        | 자판           | 110    | 100    | 102    | 123    | 125    | 131    | 134    | 134    | 157    | 199   | 204    | 223    | 280    | 241    | 267    |
|        | 제조           | 27     | 28     | 42     | 40     | 31     | 39     | 64     | 58     | 32     | 46    | 60     | 39     | 23     | 45     | 43     |
|        | 기타           | 28     | 38     | 36     | 35     | 23     | 23     | 8      | 22     | 28     | 32    | 38     | 7      | 23     | 2      | 45     |
|        | 매출비중         | B2C(%) | 75.5%  | 76.7%  | 75.6%  | 78.6%  | 78.7%  | 78.9%  | 77.7%  | 77.8%  | 81.2% | 79.4%  | 72.7%  | 75.4%  | 73.1%  | 74.8%  |
| 성장률    | B2C          | 38.5%  | 36.5%  | 32.0%  | 22.7%  | 14.5%  | 11.3%  | 14.6%  | 3.2%   | 9.8%   | 29.7% | 27.8%  | 43.4%  | 37.3%  | 21.2%  | 32.5%  |
|        | 인테리어         | 37.0%  | 31.7%  | 30.7%  | 19.3%  | 12.8%  | 0.3%   | 3.7%   | -6.2%  | 4.6%   | 30.2% | 25.9%  | 40.3%  | 31.1%  | 19.9%  | 31.8%  |
|        | 대리점          | 19.1%  | 2.9%   | 9.9%   | 6.3%   | -14.7% | -17.8% | -18.2% | -13.9% | 3.5%   | 47.7% | 38.5%  | 58.7%  | 52.7%  | 23.9%  | 47.9%  |
|        | 직매장          | 33.8%  | 32.4%  | 33.0%  | 19.1%  | 35.2%  | 18.8%  | 24.4%  | 0.7%   | 4.5%   | 21.3% | 19.2%  | 30.4%  | 61.2%  | 28.6%  | 33.4%  |
|        | 온라인          | 94.5%  | 117.9% | 82.3%  | 47.9%  | 30.2%  | 1.9%   | 9.3%   | -5.6%  | 5.6%   | 23.6% | 21.4%  | 31.3%  | 10.2%  | 1.3%   | 6.7%   |
|        | 부역유통         | 40.7%  | 42.7%  | 33.4%  | 27.3%  | 17.0%  | 24.7%  | 27.6%  | 15.0%  | 17.3%  | 29.2% | 29.7%  | 46.5%  | 45.3%  | 22.4%  | 33.2%  |
|        | 대리점          | 30.1%  | 33.8%  | 26.9%  | 33.0%  | 27.7%  | 32.3%  | 35.9%  | 21.1%  | 17.2%  | 24.1% | 23.3%  | 35.7%  | 32.0%  | 11.0%  | 27.8%  |
|        | ik           | 58.0%  | 57.4%  | 44.6%  | 19.7%  | 2.7%   | 14.2%  | 15.3%  | 6.0%   | 17.6%  | 37.6% | 40.8%  | 64.5%  | 67.7%  | 39.2%  | 41.5%  |
|        | Element(B2B) | -24.8% | -19.5% | -3.2%  | -33.3% | -4.4%  | -2.5%  | 1.8%   | 7.9%   | -6.1%  | 25.7% | 68.0%  | 64.4%  | 118.3% | 57.9%  | 24.3%  |
|        | 특판           | -26.6% | -10.2% | 2.9%   | -43.3% | -13.0% | -15.6% | -9.1%  | 7.5%   | -31.0% | 7.5%  | 91.6%  | 103.1% | 225.4% | 130.0% | 29.7%  |
|        | 자판           | -12.4% | -26.3% | -6.8%  | -8.8%  | 13.0%  | 30.5%  | 31.7%  | 9.2%   | 26.0%  | 52.3% | 51.6%  | 66.0%  | 78.3%  | 21.1%  | 31.1%  |
|        | 제조           | -46.3% | -40.1% | 10.9%  | 12.5%  | 14.7%  | 35.8%  | 52.7%  | 44.1%  | 3.8%   | 19.5% | -7.2%  | -33.0% | -28.1% | -2.2%  | -27.8% |
|        | 기타           | -22.4% | -28.4% | -30.1% | -52.2% | -20.8% | -39.1% | -78.6% | -36.6% | 24.3%  | 37.6% | 398.9% | -68.4% | -17.9% | -93.8% | 17.2%  |
|        | 영업이익         | 94     | 127    | 97     | 145    | 94     | 103    | 71     | 151    | 160    | 196   | 144    | 229    | 224    | 243    | 258    |
| (%)    | 5.8%         | 7.5%   | 6.1%   | 7.8%   | 5.3%   | 5.6%   | 4.0%   | 7.8%   | 8.5%   | 8.3%   | 5.9%  | 7.9%   | 7.8%   | 8.0%   | 8.1%   |        |
| 세전이익   | 108          | 146    | 115    | 135    | 105    | 115    | 78     | 167    | 171    | 197    | 145   | 230    | 230    | 253    | 264    |        |
| (%)    | 6.7%         | 8.6%   | 7.2%   | 7.2%   | 5.9%   | 6.3%   | 4.4%   | 8.6%   | 9.1%   | 8.4%   | 6.0%  | 8.0%   | 8.0%   | 8.3%   | 8.3%   |        |