## 2004 Results

<table>
<thead>
<tr>
<th></th>
<th>(W bn)</th>
<th>2003</th>
<th>2004</th>
<th>2005(T)</th>
<th>04/03</th>
<th>05/04</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBITDA</td>
<td>1,676.9</td>
<td>1,855.8</td>
<td>2,006.6</td>
<td>10.7%</td>
<td>8.1%</td>
<td></td>
</tr>
<tr>
<td>EBIT</td>
<td>612.5</td>
<td>564.6</td>
<td>631.4</td>
<td>-7.8%</td>
<td>11.8%</td>
<td></td>
</tr>
<tr>
<td>NET PROFIT</td>
<td>1,064.4</td>
<td>1,291.2</td>
<td>1,375.2</td>
<td>21.3%</td>
<td>6.5%</td>
<td></td>
</tr>
<tr>
<td>(OP)</td>
<td>170.4</td>
<td>225.2</td>
<td>246.9</td>
<td>32.2%</td>
<td>9.6%</td>
<td></td>
</tr>
<tr>
<td>(NP)</td>
<td>143.6</td>
<td>243.0</td>
<td>260.5</td>
<td>69.2%</td>
<td>7.2%</td>
<td></td>
</tr>
<tr>
<td>UHPT sales</td>
<td>101.5</td>
<td>166.0</td>
<td>183.2</td>
<td>63.6%</td>
<td>10.3%</td>
<td></td>
</tr>
<tr>
<td>UHPT sales</td>
<td>130.4</td>
<td>208.4</td>
<td>307.0</td>
<td>59.8%</td>
<td>47.3%</td>
<td></td>
</tr>
</tbody>
</table>

## EBITDA trends

![EBITDA trends graph]

- **OP%**
- **EBITDA%**
- **NP%**

![EBITDA trends graph](chart-url)
2000 7 18  
2001 8 4  
2002 2 10  
2002 8 31  
2002 12 27  
2002 2 10  
2004 08 30  

1⃣⃣ BSC  CPM

• BSC Setup
  - BSC Setup BSC (2000.8)
  - BSC Setup BSC (12.12)

• CPM/BW System Setup (2001.7)
  - CPM Configuration
  - BW Data Mining

• Data Quality Check (2001.10)

• Issue

2⃣⃣

• BSC  CPM

• BSC Workshop (2002.8)
  - KPI Consensus

• BSC Workshop (2002.8)

• Process (2002.10)

• Incentive

• CPM System

3⃣⃣ Process

• 2003 Process (Top-Down)

• BW Data Mining

• WEB

• WEB

4⃣⃣ BW WEB
BSC

- 총괄목표(EVA, EVA 등)
- BSC의 주요 KPI

[Diagram of BSC framework with boxes and connectors indicating relationships between different levels and components of the framework.]
System

Up Grade, BW Report

Web

Report

Upgrade: 4/7 ~ 8/8

KPI

04/7 ~ 9/8

Report

Report / D/B

BW Report