

Hynix

- **The Company**

- Revenue: 3,620 Billion KRW(\$ 3,156 Million) in 2003
2,980 Billion KRW(\$ 2,591 Million) in 2004 / Half
- Over 10,000 Employees
- 3 Worldwide production bases (Korea, USA, China)
- 17 sales offices in 9 countries
- Sell Non-Memory business unit to Citygroup Venture Capital in Oct. 2004

- **Major Business Field**

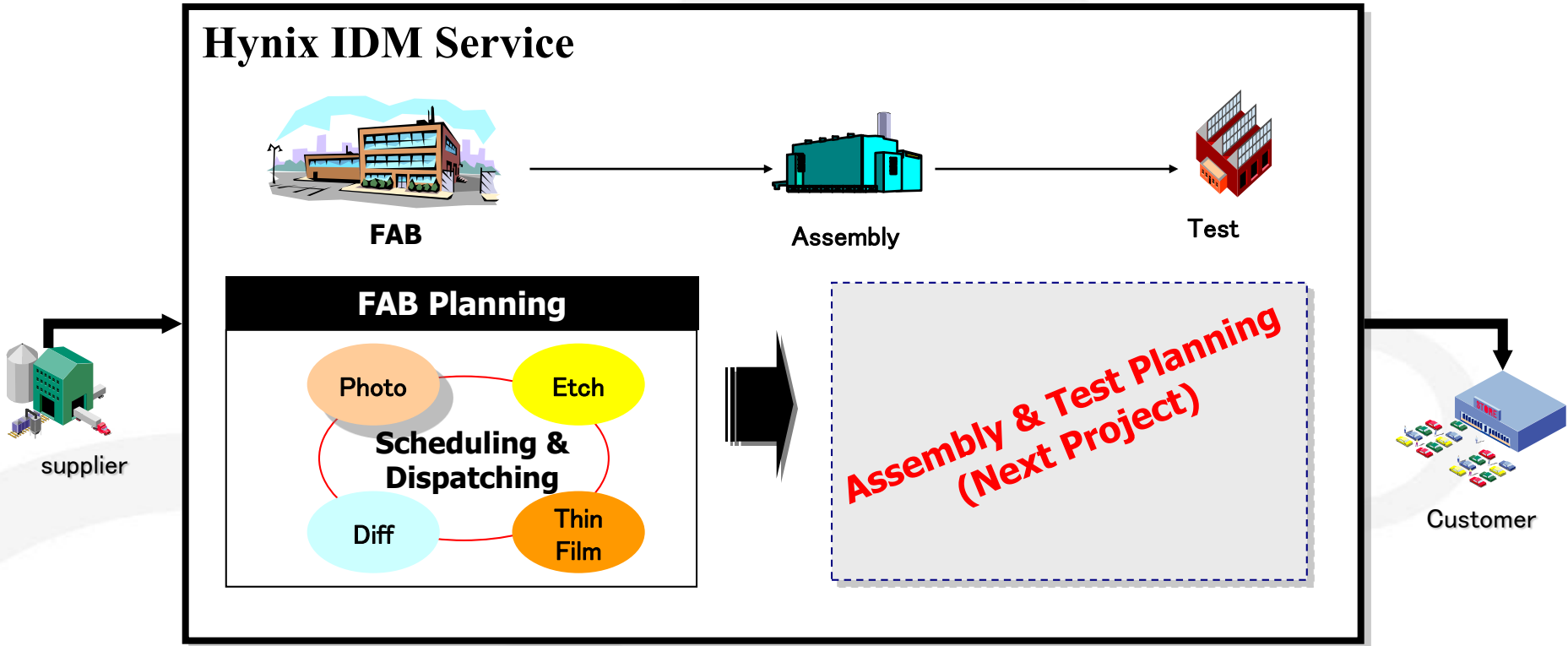
- Semiconductor (Memory IC)

- **Manufacturers**

- DRAM
- SRAM
- FLASH Memory




Hynix Manufacturing System Overview



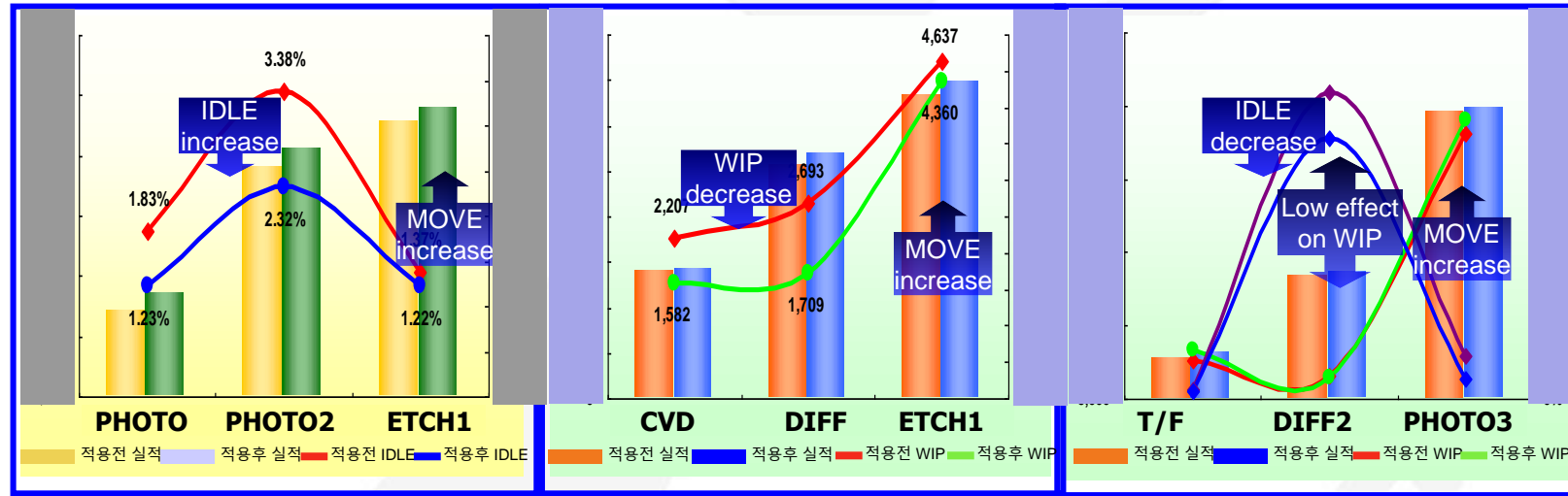
Global Planning & Capacity Allocation

Demand Planning & Collaborations

Business Challenges

- Need for improve competitive edge and increase response time to market demand
 - Improving productivity.
 - Reducing manufacturing cycle time.
- Need for fast turn around time for new premium products
- Securing ROI in early stages through keep the high utilization of existing resources.
- Establish the strategic decision making system to minimize manufacturing risk (investment, development & sales)
-  Retaking No.1 Memory Manufacturing position in the world

Benefits



- Increased number of Moves
- Reduced WIP
- On-Time Delivery