

GMARKET INC. FACTSHEET

THIRD QUARTER 2006

EXECUTIVE MANAGEMENT

YOUNG BAE KU

Chief Executive Officer

DUCKJUN (D.J.) LEE

Chief Financial Officer

CHANG-SUN JO

SVP Marketing and Business Development

DAE-SIK YANG

Chief Technology Officer

KWANG JIN RYOO

VP e-Market Operations

PAUL J. LEE

General Counsel / Head of Investor Relations

COMPANY PROFILE

Gmarket Inc. (Nasdaq: GMKT) is Korea's leading e-commerce marketplace, offering consumers over 2 million products in 28 product categories at competitive prices in a convenient buying environment and sellers a cost effective, end-to-end sales and marketing channel.

We derive our revenues primarily from transaction fees on the sale of products on our website (www.gmarket.co.kr) as well as from advertising and other fees.

Gmarket's leading market position is based on gross merchandise value ("GMV"), which represents the total value of all goods sold on an e-commerce marketplace. We recorded GMV of US\$1.113 billion in 2005 and US\$1.674 billion for the nine months ended September 30, 2006.

As of September 30, 2006, we had over 10.1 million registered users. We have been net income positive since 2Q 2005, and Yahoo! Inc. made a strategic investment in Gmarket in June 2006.

COMPANY INFORMATION

Corporate Headquarters

LIG B/D 6-8F, 649-11 Yeoksam-Dong,
Gangnam-Gu
Seoul, Korea 135-912

Website

<http://www.gmarket.co.kr>

Employees

327 (as of October 31, 2006)

Investor Relations Contacts

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General Counsel / Head of Investor Relations

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The Ruth Group

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INNOVATIVE BUSINESS MODEL

Multiple Trading Platforms

- » Fixed Price
- » Fixed Price with Options
- » Group Buying
- » Price Negotiation
- » Auction

Sales Support Software

Proprietary software enables sellers to easily and conveniently:

- » List Products
- » Monitor Inventory
- » Track Delivery
- » Manage Customer Communication

Community Building & Shopping Contents

- » Active sharing of product reviews among users
- » Shopping Webzine & Premium product review
- » Expanded contents and community service combined with loyalty programs

Dynamic Shopping Experience

- » "Star Shop" features celebrity endorsements and profiles
- » International delivery services
- » Donation shopping program has raised over US\$2 million for charities since June 2005
- » Music download service; digital photo printing; gift certificates

STOCK INFORMATION

Nasdaq Symbol : GMKT

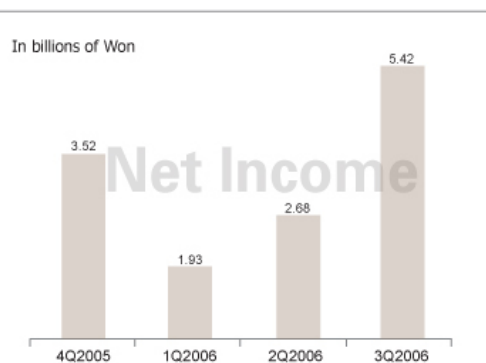
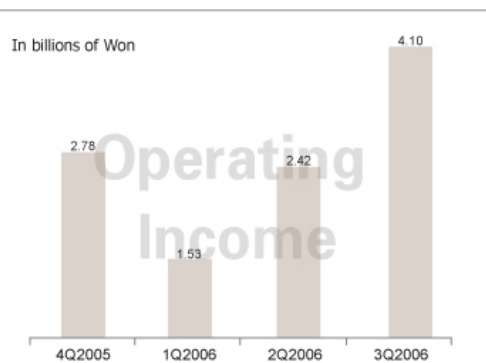
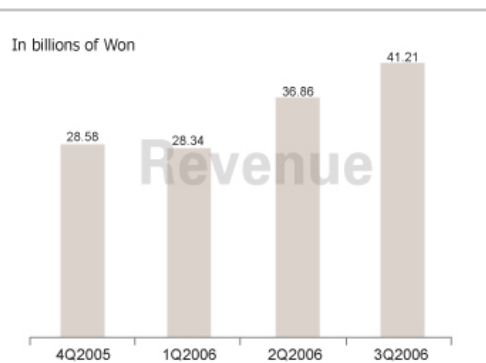
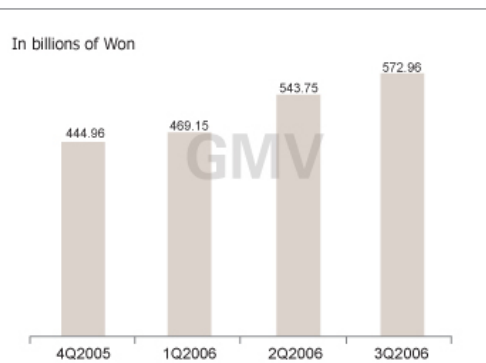
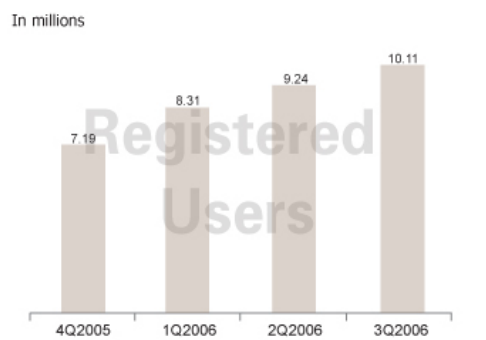
Shares Outstanding : 49,506,210

Fully Diluted Shares Outstanding :

51,105,210 (as of September 30, 2006)

KOREAN E-COMMERCE MARKET OPPORTUNITY

- » Over 68% of Korean population are Internet users – No. 1 globally
- » Broadband Internet penetration rate of over 25% – No. 2 globally
- » 8% of total retail activity conducted online (in 2005) – No. 1 globally
- » Well-developed payment and logistics infrastructure

3Q 2006

OPERATING HIGHLIGHTS
Operational Highlights

- Our GMV recorded US\$1.113 billion in 2005 and US\$1.674 billion for the nine months ended September 30, 2006.
- As of September 30, 2006, we had over 10.1 million registered users
- The average number of monthly unique visitors to our website for the three months ended September, 2006 was 17.1 million

Financial Highlights

- In 3Q 2006, revenues increased to \$43.5 million, a 125% year-over-year growth, and diluted EPS increased to \$0.11, from \$0.003 in 3Q 2005.

FINANCIAL HIGHLIGHTS
Financial Positions (In billions of Won)

	Dec 31, '05	Jun 30, '06	Sep 30, '06
Cash and cash equivalents	36.90	19.68	39.44
Total current assets	103.06	99.46	198.68
Total assets	121.06	120.71	220.57
Amounts payable to sellers	93.46	78.80	92.26
Total current liabilities	110.93	104.94	119.03
Total liabilities	111.36	105.77	120.19
Total shareholders' equity	3.71	14.94	100.38

Revenues & Profits (In billions of Won)

	3Q2005	2Q2005	3Q2006
Revenues	18.29	36.86	41.21
Cost of Revenues	9.98	17.11	19.65
Gross Profit	8.31	19.75	21.56
Operating Expenses	8.47	17.33	17.46
Operating Income	(0.16)	2.42	4.10
Net Income	0.19	2.68	5.42

DISCLAIMER

Unless specifically indicated otherwise, the information presented or contained in these materials is current as of September 30, 2006 and is subject to change without notice and its accuracy is not guaranteed. Neither Gmarket Inc. (the "Company") nor any of its affiliates, advisers or representatives make any undertaking to update any such information subsequent to the date hereof.

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