kakao

February 2021 | Kakao Investor Relations



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Kakao Ecosystem

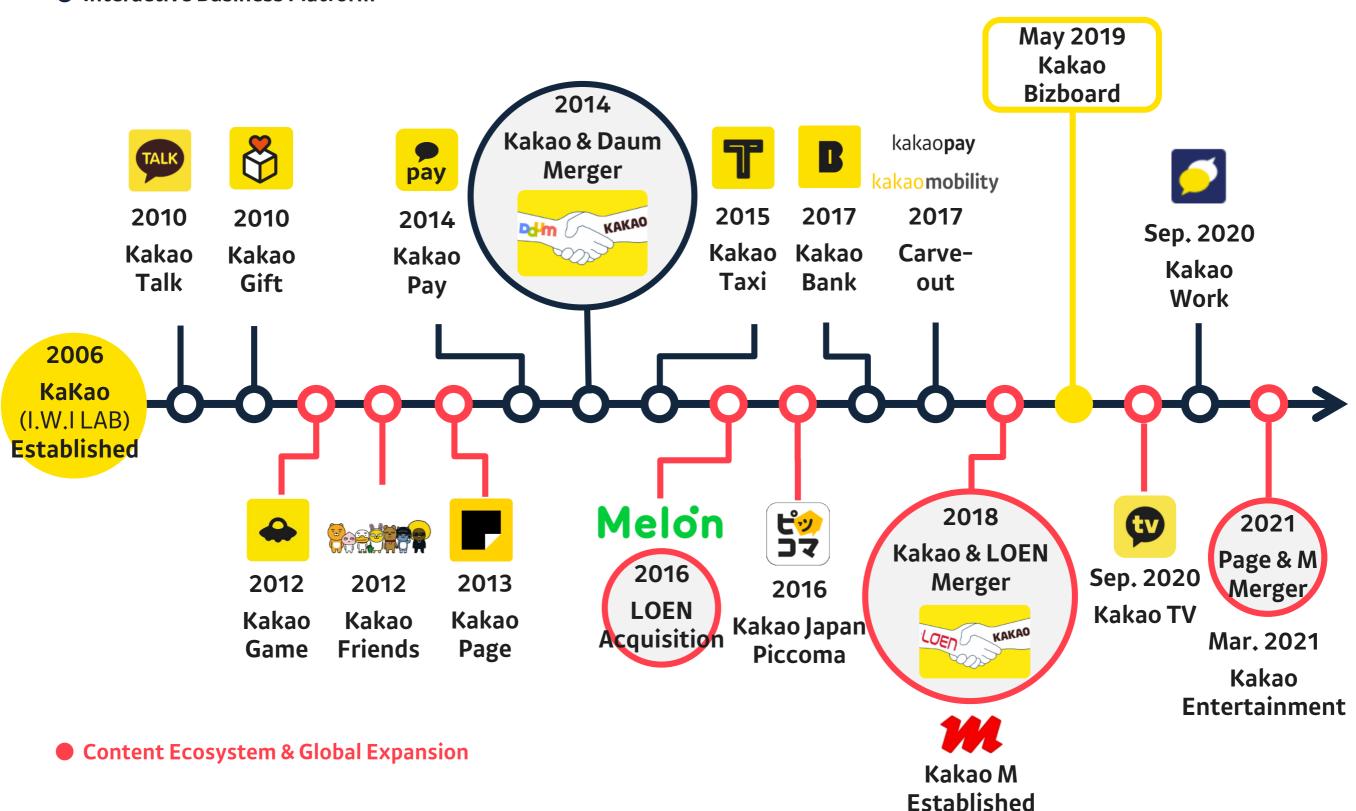
Kakao Business Financial Overview

Making a Better World with People and Technology



History

Interactive Business Platform



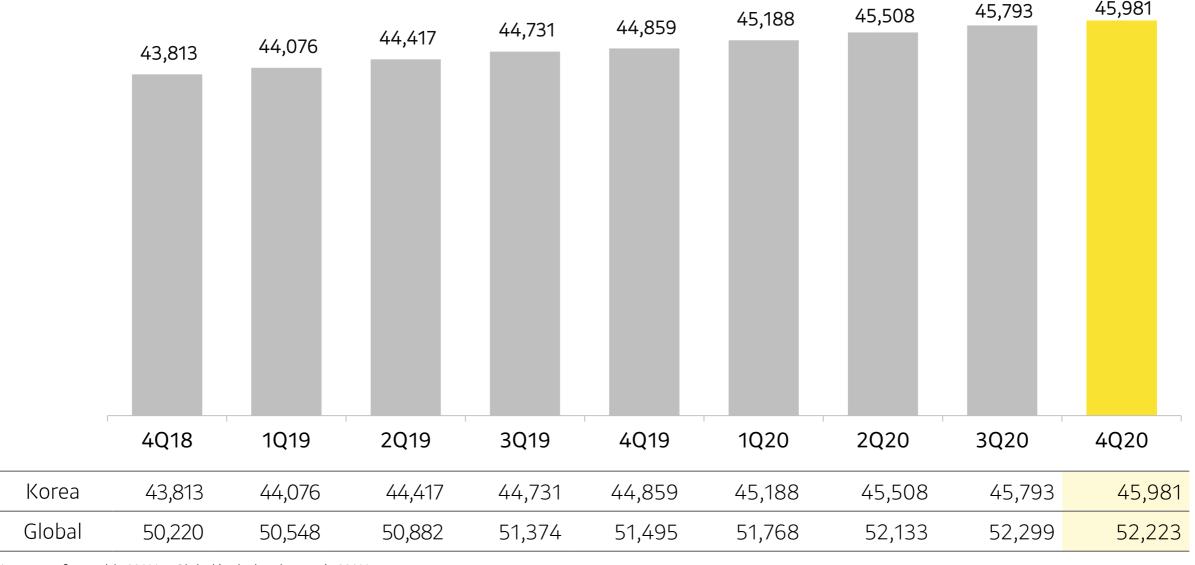
Undisputed Market Leader

Monthly Active Users in Korea grew by +1.1M YoY, +190K QoQ



KakaoTalk Monthly Active Users

(in thousands)



Average of monthly MAUs. Global includes domestic MAUs.

45,981

Repeatable Success Formula



Unique Success Factors for New Businesses:

✓ Large User Base Encompassing an Entire Nation



✓ Kakao's Nationwide Following Ensuring Success of New Service Launches



✓ Unrivaled Access and Insight to User Data



✓ Minimal User Acquisition Costs

Global Strategic Partnerships

	Kakao Mobility	Kakao Page	pay Kakao Pay	Kakao Games	XXX Kakao M	B Kakao Bank
Kakao's Stake ¹⁾	69.3%	63.5%	56.1%	45.8%	77.3%	31.8%
Strategic Partner	TPG°	ANCHOR	ANTFINANČIAL	Tencent ACEVILLE ACEVILLE netmarble KRAFTON	ANCHOR	Korea Investment Holdings Co., Ltd. KB Kookmin Bank netmorble Tencent SkyblueLuxury ebay TPG
Transaction Valuation (KRW tn) Investment Amounts (KRW bn)	Mar. 2021(E) 3.29 500 Jun. 2017 219.9 Mar. 2021	Jul. 2019 1.2 125 Dec. 2016 24 Jul. 2019	Jul. 2020 1.1 230 Feb. 2017 115 Jul. 2020	Sep. 2020 4.6 Market Cap ²⁾	Mar. 2020 1.6 210	Dec. 2020 8.8 250 Nov. 2020 750 Dec. 2020

¹⁾ Latest filings, Kakao's stake for Mobility will change on Mar 31st to 64.6% from 69.3% 2) Market cap at close of listing date

Company Management

Kakao Founder & Chairman



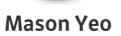
Brian Kim

"Korean Web Pioneer"

By Forbes Asia

Kakao CEO







Sean Joh

1998 Founder & CEO

GHOUGOWG

One of the first online game portals globally * Merged with NAVER (in 2000)

Key Subsidiaries

Kakao Games



Nkay Namkoong



Leo Cho

Kakao Mobility

Alex Ryu



Alex Ryu

2001 CEO

NAVER

#1 Search portal in Korea

Kakao Page



Joy Lee

Kakao Japan



Jay Kim

Kakao M



Stephan Kim

Kakao Enterprise



Andrew Beak

2009

Founder & Chairman

kakao

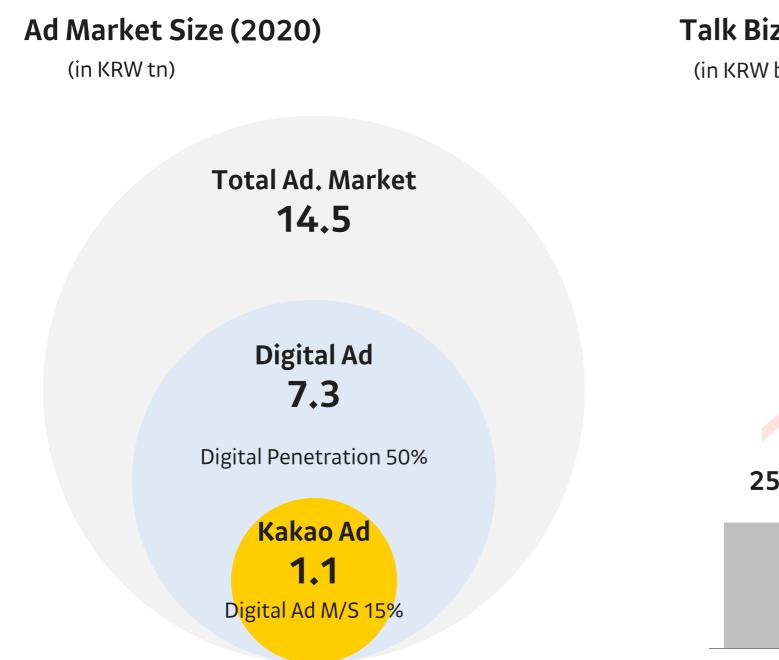
#1 Mobile messaging app company in Korea *Merged with Daum (in 2014)

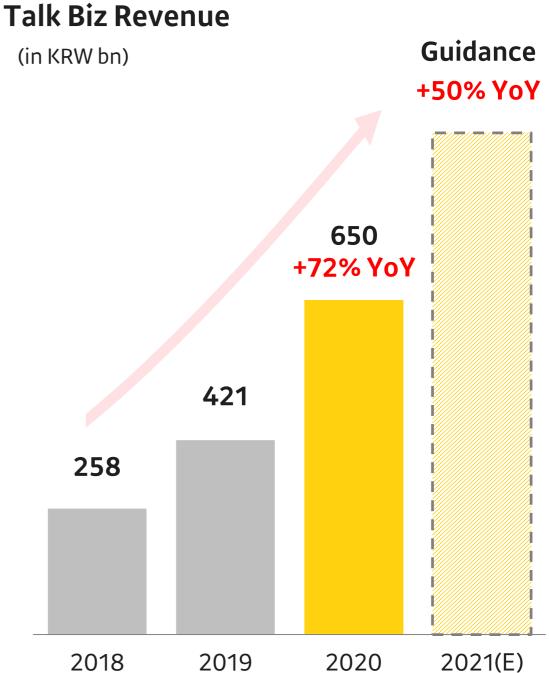
Kakao Ecosystem Kakao Business

Financial Overview

Paradigm Shift in Advertising Industry

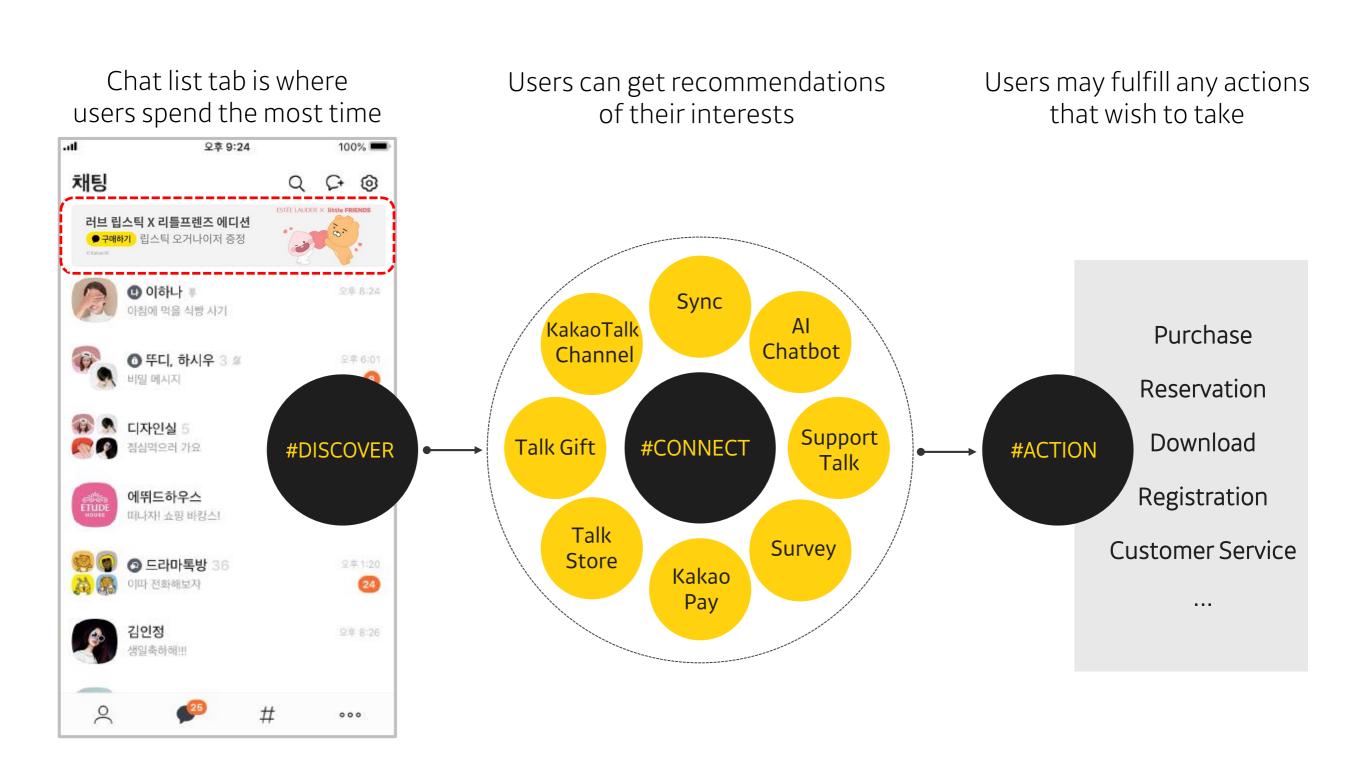
Significant Growth Opportunity in Kakao Talk as a Biz Platform





Talk Biz Advertising(Kakao Bizboard)

New Innovative Way to Connect 46 million Mega Traffic



Evolution of Kakao Bizboard

Mid-to-long Term Growth Driver with Bizboard Inventory Expansion

Expanding Bizboard into other Kakao services

Kakao Bizboard

Daum Kakao Page # Tab



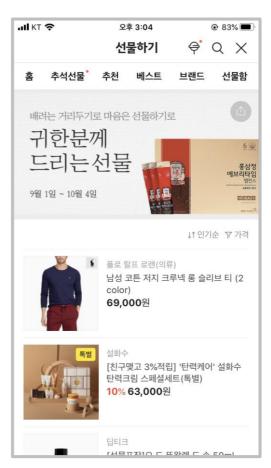


DAUM KAKAO PAGE

Landings within Kakao services







자딈 자딈~ 너에게 반했음! ● 채널추가 카카오TV, 연애혁명

Kakao TV Official Account



Talk biz Commerce

From Leveraging the Social Graph to any Talk-based Transactions

kakaocommerce Key indices

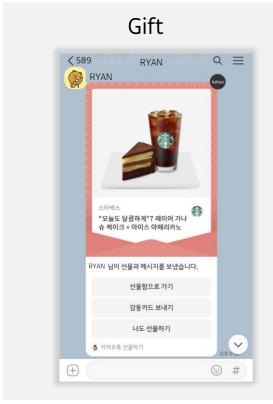


As of December 2020

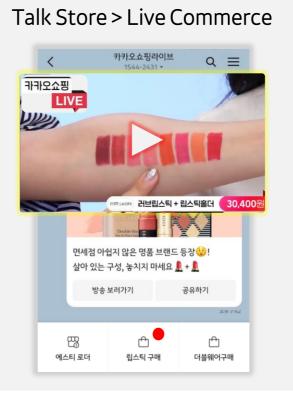


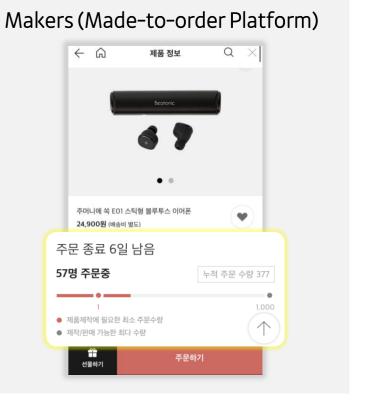












1) Key indices as of 4Q20

Mobility

MaaS Platform with All-Inclusive Transportation Needs



Kakao T Key Indices



Largest # of Users

13.64mn
Credit Card
Registrants

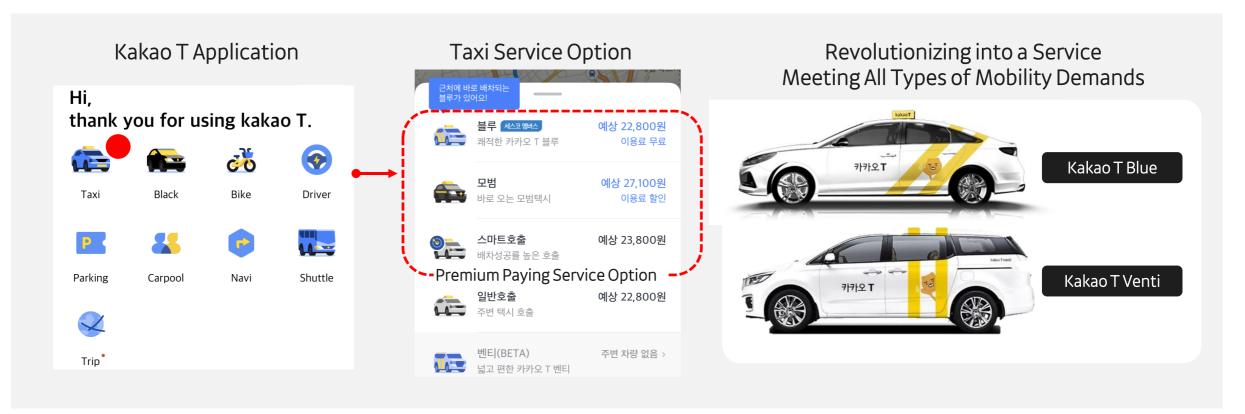
Ready to Pay Users

16,000 Kakao T Bule Fleet

December 2020

169% YoY Revenue Growth

FY2020 Kakao corp consolidated revenue



1) Key indices as of 4Q20

Techfin(Pay)

No.1 All-Encompassing Daily Financial Platform



Kakao Pay Key Indices

35mnAccumulated
Members

20mn+ MAU

3.2mn+Brokerage
Accounts

9.6mn fund investments made in December

W67tn FY2020 GMV

4Q20 19.9trn +47.3% YoY

Pay Money Upgrade

Prepaid Top-up BM

Non-Benefit for Deposit

Limit on Balance

Limited Scope of Financial Service

Real Name Account

Interest Benefit

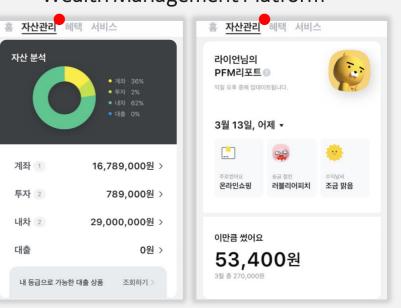
Equivalent to Brokerage Account

Diversified Financial Products

3.2mn+ Real-name Based Brokerage Accounts Opened



Transformation into Tailored Wealth Management Platform



Techfin(Bank)

No.1 Internet-Only Bank with Innovation



Kakao Bank Key Indices



MAU 10mn+ No.1 Mobile Banking APP W23.5tn
Deposits

W20.3 tn Credit Loans W113.6bn FY 2020 Net Profit

FY2019 Net Profit W13.7bn

Platform Business Expansion







- Partnership with 4 credit card companies, 26 Weeks Saving with E-Mart & Market Kurly

Pioneering a New Market Frontier



Low-limit Exclusive Product

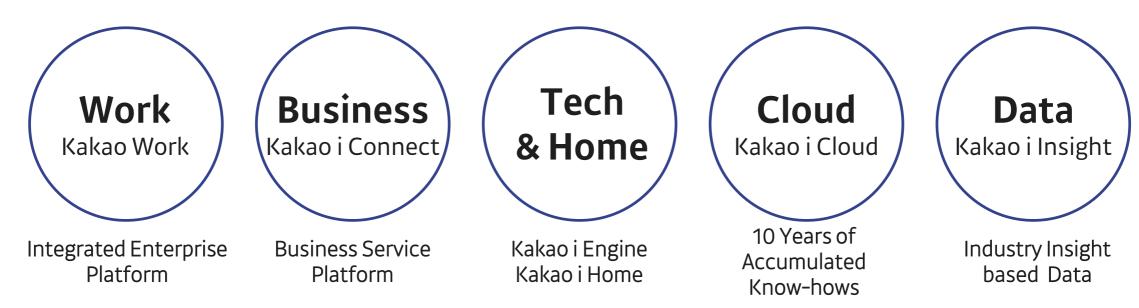
Mortgage-free credit loan Loan product only for mid-to-low credit profilers

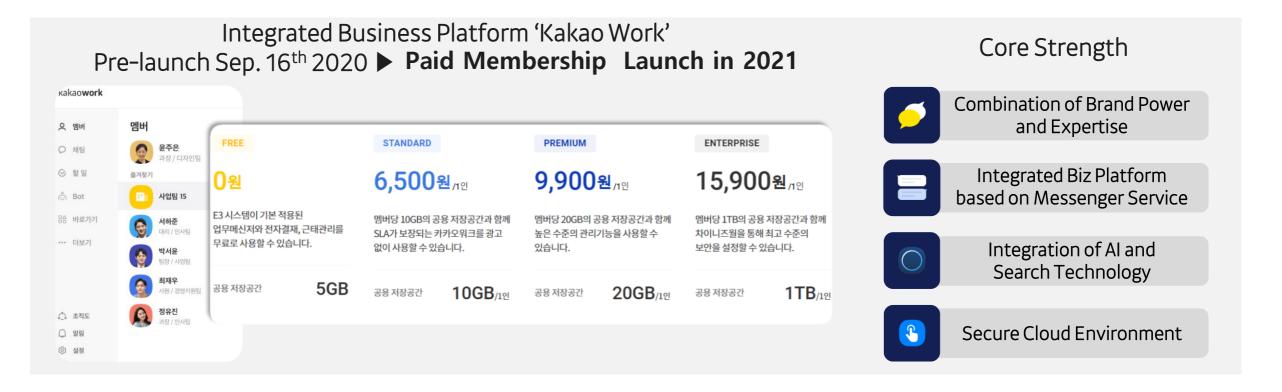
Proprietary credit scoring model to assess mid-to-low credit profilers more closely by utilizing financial and non-financial data

B2B Business

B2B Business Expansion with Differentiated AI Technology

kakaoenterprise Key Services



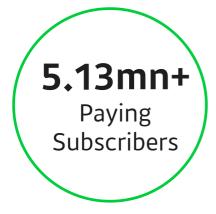


Music

1 Digital Music Platform with Unparalleled Market Presence



Melon Key Indices



Dominant Traffic



Largest Music Content



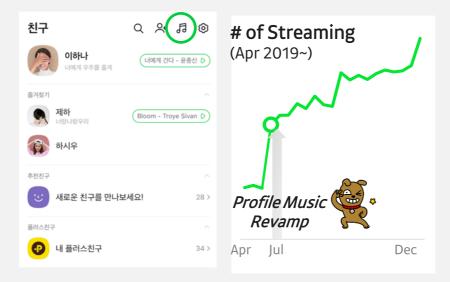
More Personalized & Customized Functions

'Melon Station' Offering Trendy Audio Contents





Increased Streaming Trend through Talk Music



Synergy with KakaoTalk Plus - Marketing with Talk Drawer



1) Key indices as of 4Q20

Game

Multi-Platform Game Company Encompassing PC and mobile

Titla



Game Key Indices

1,100+ **Publishing**

No.1 Mobile Game Platform

No.1 Publisher

16mn+ Monthly Users



In-house game development from casual to hard-core genre (XL Games)



Going Global Leveraging Proven IPs

Tiltlo

Publishing Game Line-up



Princess

connect!

Re:dive



Tales



ODIN (20211H)



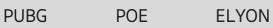
ELYON

FY2021 Game Lineup

	riue	Genre		riitie	Genre		
1Q	Alice Closet	Fashion Coordination		Elyon (Global)	MMORPG		
	Odin: Valhalla Rising	MMORPG		ng MMORPG		Odin: Valhalla Rising (Global)	MMORPG
	Moonlight Sculptor (Global) MMORPG		Moonlight Sculptor (Global) MMORPG	Soul Artifact	Collectible RPG		
2Q	, ,	Disabell Askins	4Q	Soul Altifact	Collectible KPG		
	World Flipper	Pinball Action	74	Terra Fire	Survival FPS		
Friends P	Friends Party Golf	Casual		Terrar in e	Sarvivari		
	Black Survival: Eternal	Battle Royale		Goddess' Order	2D RPG		
3Q	Return	+MOBÁ					
	Kakaopage Play	Story		Project King	Puzzle		







Paid Content (Web Literature)

Growth through Innovative Business Model and Original IPs





Paid Content Key Indices



Page + Piccoma + Page Global

W528.5bn

Kakao Page **Total GMV**

GMV including IP distribution

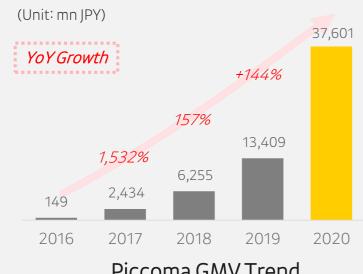


In revenue size for Piccoma

Piccoma 1tn Page 0.7tn

FY2021 GMV Target Page GMV including IP distribution

Piccoma's accelerating growth from proven story IPs and unique business model



Piccoma GMV Trend



Globally popular webtoon <Only I Level Up>

Augmented IP value of Kakao Page with virtuous cycle of contents





Drama based on Daum Webtoon <Itaewon Class>

IP Business(M)

Transforming into a Leading Global Content Provider



No.1Music
Distribution

Stable Cash Flow

26mn+

1theK Subscriber

No.1 K-pop YouTube Channel **90+** Musician

4 Music Labels

150+

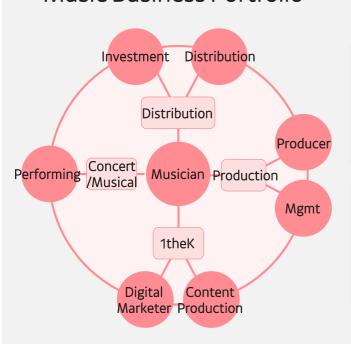
Actors & Actresses

Korea's Largest Talent Pool 240+

Digital Contents

Accumulated original titles in 3 years

Music Business Portfolio



Content Production Capability

Talent Pool

Competitive casting power

Production

Mega Monster, in-house production studio

Story IP

Original IPs from Kakao Page and Piccoma

Key Creator

Top-notch producers with the expertise

Kakao TV Original Contents

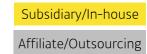
Leveraging Kakao's Talk channel, Notification talk, #tab 24 Titles 300+ Episodes 70 mins of Daily Content



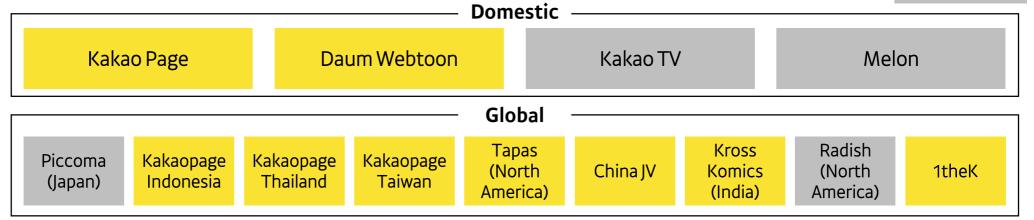




Kakao Entertainment | Big Bang of Value-chain



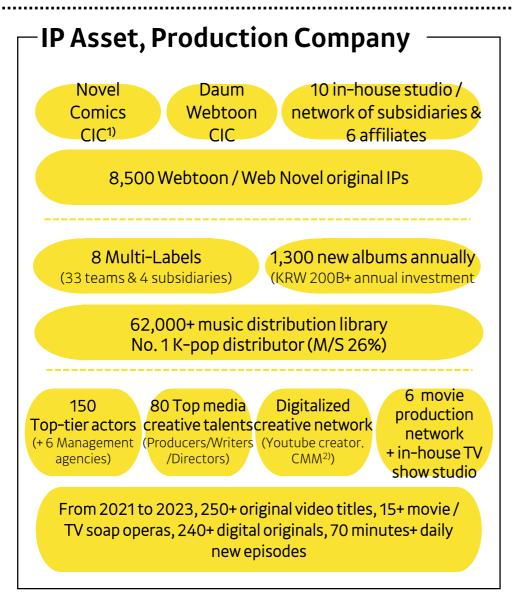
Platform Network (13)

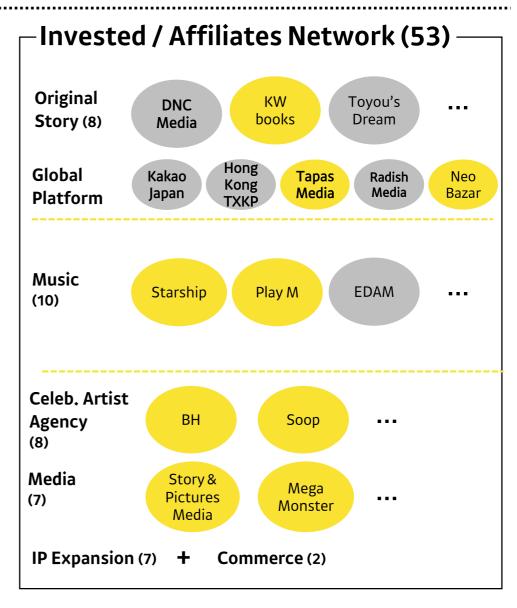


Original Story

Music

Media



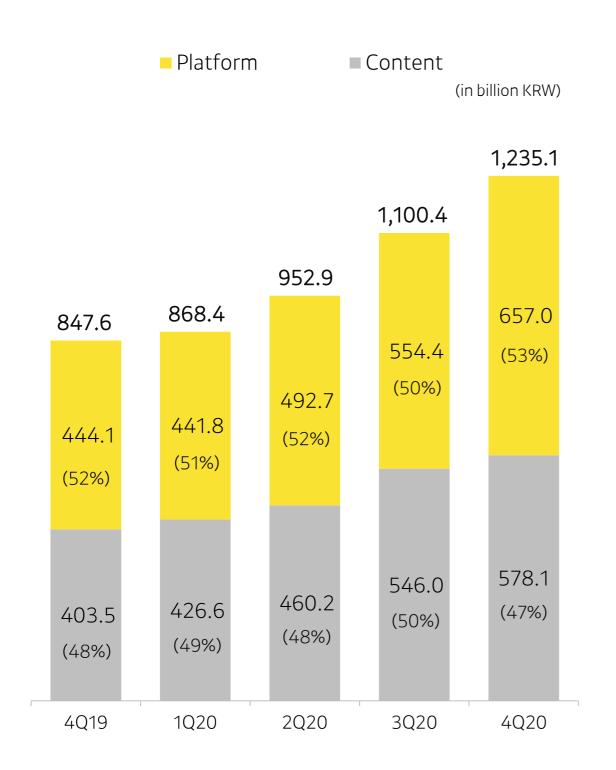


Kakao Ecosystem Kakao Business Financial Overview

Revenue

Q4 Revenue YoY +46% / QoQ +12%

Mix - Platform 53%: Content 47%

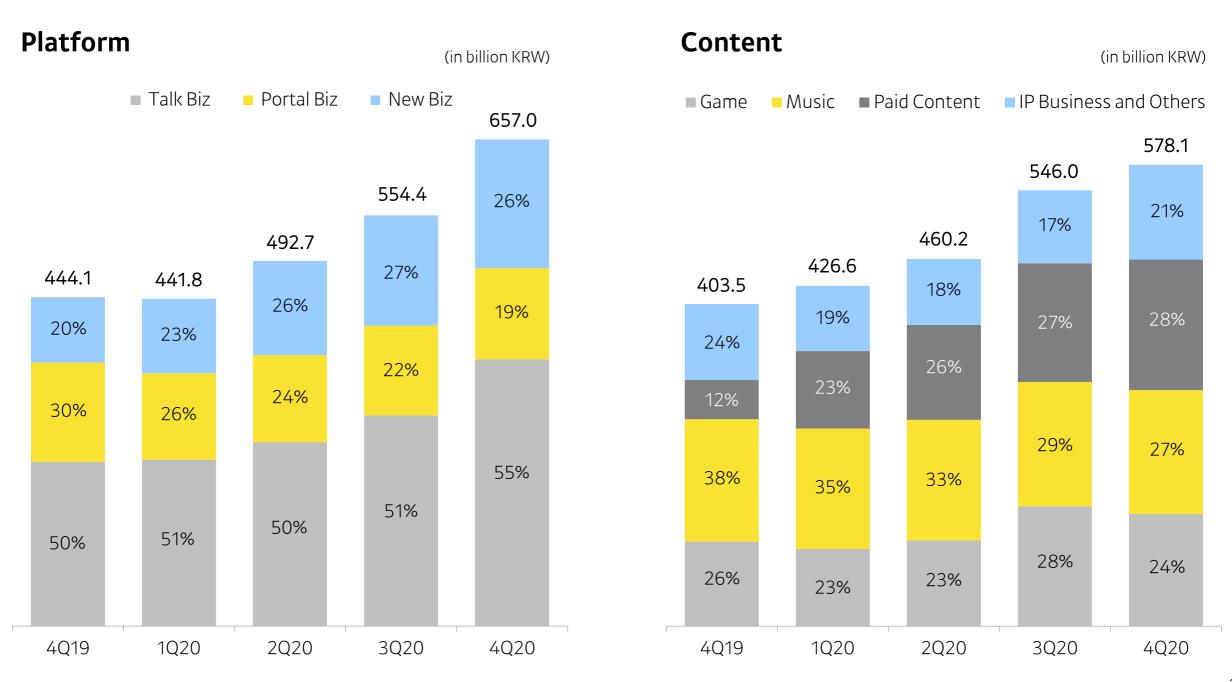


	Revenue Breakdown						
Platform	Talk Biz	KakaoTalk Ad (Bizboard, Talk Channel, Emoticon, etc.) Talk Commerce (Talk Gift Shop, Talk Store, Makers, etc.)					
	Portal Biz	Daum PC Daum Mobile Kakao Story/Style/Page Other Subsidiaries' Ad					
	New Biz	Mobility Pay Enterprise Misc. (Other Subsidiaries)					
	Game	Mobile PC Kakao VX					
	Music	Melon Digital music distribution Kakao Music Ticket					
Content	Paid Content	Kakao Page Daum Webtoon Piccoma					
	IP Business and Others	Kakao Friends Kakao M (Excluding digital music distribution)					

Platform / Content

Platform YoY +48% / QoQ +19%

Content YoY +43% / QoQ +6%



Platform | Talk Biz Portal Biz New Biz

Talk Biz YoY +63% / QoQ +27%

Portal Biz YoY -9% / QoQ +1%

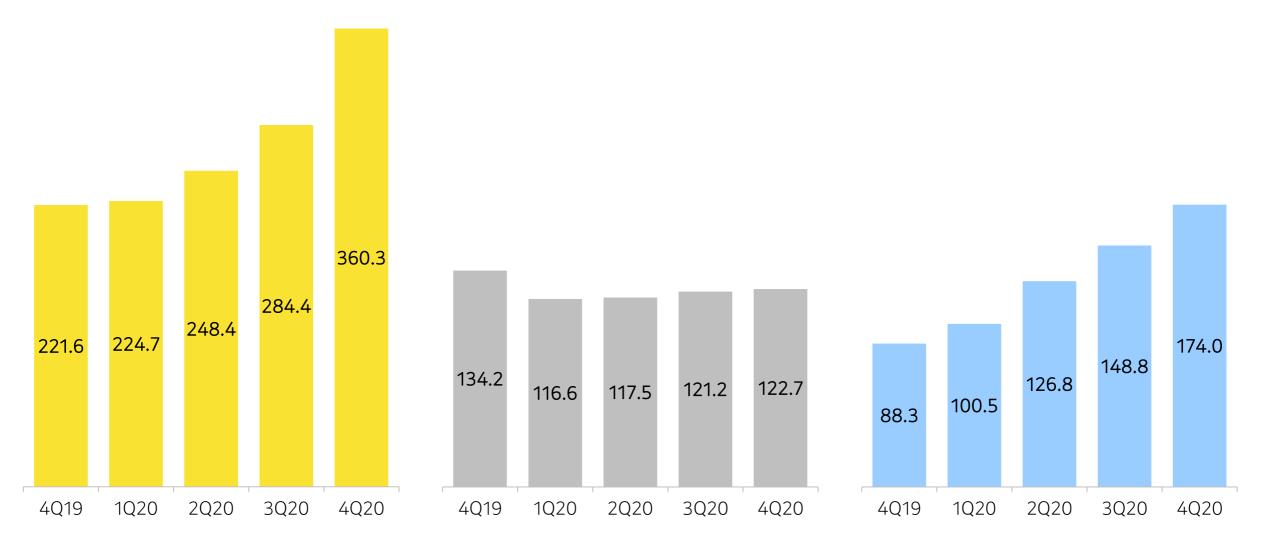
New Biz YoY +97% / QoQ +17%

High revenue growth thanks to peak seasonality and solid growth of Bizboard, overall GMV increase of Commerce platform

YoY revenue decline due to prolonged COVID19 impact

Continued rapid top-line growth thank to T-blue franchise expansion of Mobility, and growth of payment and financial service segments of Pay

 Talk Biz
 (in billion KRW)
 Portal Biz
 (in billion KRW)
 New Biz
 (in billion KRW)



Content | Game Music

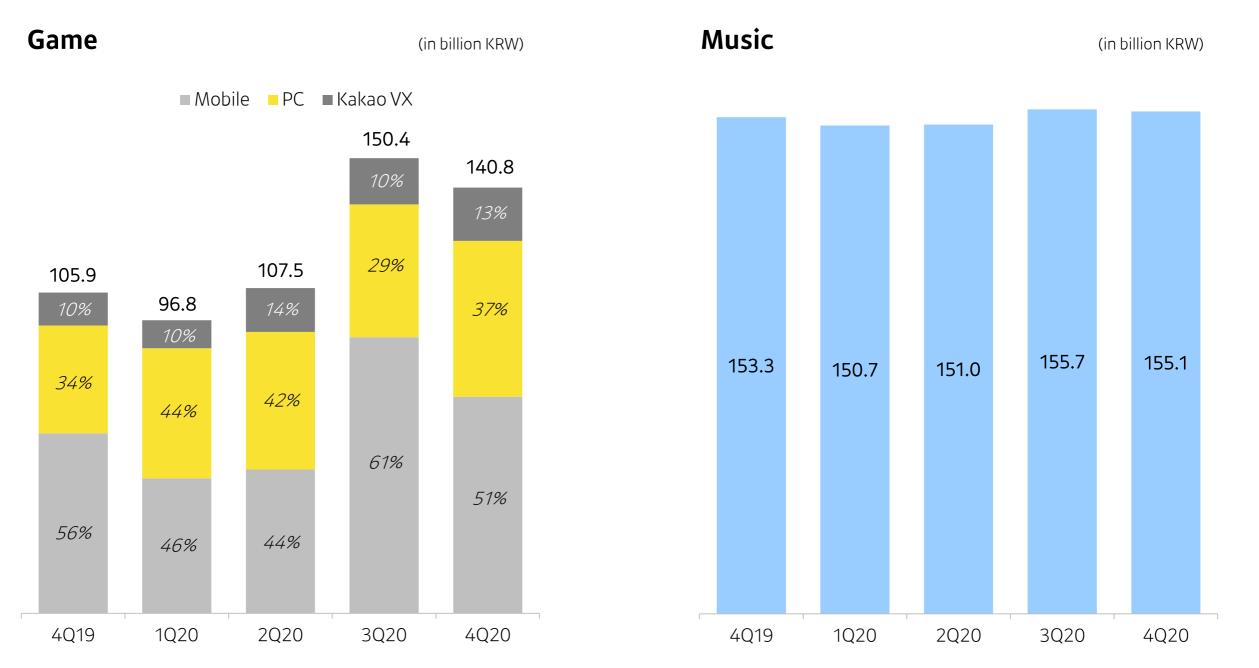
Game YoY +33% / QoQ -6%

YoY growth led by new launch effect of 'Guardian Tales' in Q3, and 'Elyon' in Q4

└ Mobile +20%(y)/-22%(q), PC +45%(y)/+18%(q), Kakao VX +62%(y)/ +15%(q)

Music YoY +1.2% / QoQ -0.4%

Steady revenue trend with solid paying user base of more than 5 million



Content | Paid Content | IP Business and Others

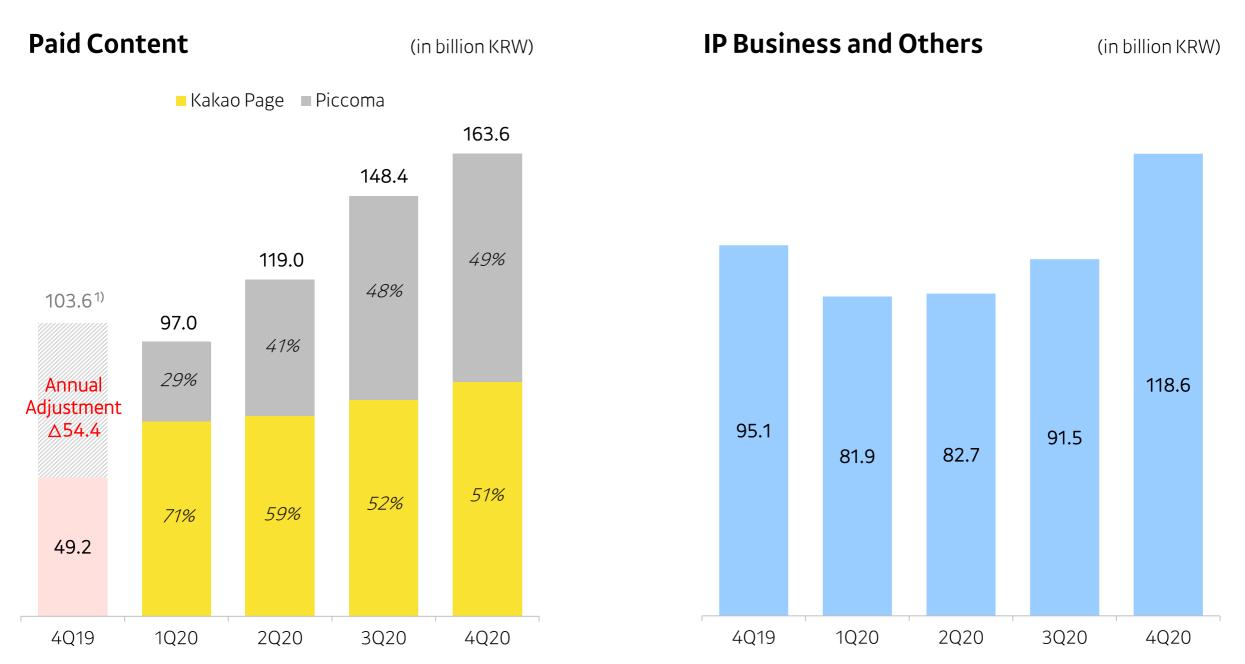
Paid Content YoY +233% / QoQ +10%

└ Kakao Page +31% (y) / +8% (q), Piccoma +12% (q)

IP Biz and Others YoY +25% / QoQ +30%

Huge YoY growth with low base effect of Q4 2019

Revenue growth from sales increase of video production and solid album sales



¹⁾ By implementing K-IFRS to Kakao Japan in 4Q19, the total annual adjustment for FY2019 (W54.4bn) were reflected into Piccoma's 4Q19 revenue.

Earnings Summary - 2020 Q4

	4Q19 3Q20		4Q20	Char	nge
	4019	JQ20	4020	YoY	QoQ
Total Revenue	847.6	952.8	1,235.1	46%	12%
Platform	444.1	492.7	657.0	48%	18%
Talk Biz	221.6	248.4	360.3	63%	27%
Portal Biz	134.2	117.5	122.7	-9%	1%
New Biz	88.3	126.8	174.0	97%	17%
Content	403.5	460.2	578.1	43%	6%
Game	105.9	107.5	140.8	33%	-6%
Music	153.3	151.0	155.1	1%	-0%
Paid Content	49.2	119.0	163.6	233%	10%
IP Business and Others	95.1	82.7	118.6	25%	30%
Operating Expenses	768.0	855.1	1,085.3	41%	11%
Operating Profit	79.6	97.8	149.8	88%	25%
Margin (%)	9.4%	10.3%	12.1%	2.7%pt	1.2%pt
Net Profit	-441.9	145.2	-201.8	_	Turn-to-Loss
Controlling Interests	-423.0	139.8	-195.1	_	Turn-to-Loss
Non-controlling Interests	-18.9	5.5	-6.6	_	Turn-to-Loss

Earnings Summary - 2020 Annual

	2018	2019	2020	YoY
Total Revenue	2,417.0	3,070.1	4,156.7	+35%
Platform	1,039.3	1,434.7	2,145.9	+50%
Talk Biz	421.1	649.8	1,117.8	+72%
Portal Biz	495.4	523.6	477.9	-9%
New Biz	122.7	261.3	550.1	111%
Content	1,377.7	1,635.4	2,010.8	23%
Game	417.0	397.4	495.5	25%
Music	532.9	586.6	612.6	4%
Paid Content	218.4	297.2	528.0	78%
IP Business and Others	209.5	354.1	374.7	6%
Operating Expenses	2,344.0	2,863.3	3,700.7	29%
Operating Profit	72.9	206.8	456.0	121%
Margin (%)	3.0%	6.7%	11.0%	+4.3%pt
Net Profit	15.9	-341.9	167.1	Turn-to-Profit
Controlling Interests	47.9	-301.0	149.6	Turn-to-Profit
Non-controlling Interests	-32.0	-40.9	17.5	Turn-to-Profit

Operating Expenses - 2020 Q4

	4Q19	3Q20	4Q20	Chai	nge
	7413	3020	+Q20	YoY	QoQ
Operating Expenses	768.0	980.2	1,085.2	41%	11%
Labor Cost	205.0	239.3	265.5	30%	11%
Cost of Revenue	340.4	463.7	491.6	44%	6%
Outsourcing / Infrastructure	106.6	113.9	145.1	36%	27%
Marketing Expense	41.5	76.3	87.5	111%	15%
Depreciation and Amortization Cost	56.4	66.8	78.2	39%	17%
Misc.	18.1	20.3	17.4	-4%	-14%

Operating Expenses - 2020 Annual

	2018	2019	2020	YoY
Operating Expenses	2,344.0	2,863.3	3,700.7	29%
Labor Cost	541.9	701.5	919.9	31%
Cost of Revenue	1,079.5	1,368.0	1,746.4	28%
Outsourcing / Infrastructure	314.4	360.1	457.7	27%
Marketing Expense	187.3	151.2	232.3	54%
Depreciation and Amortization Cost	138.1	220.6	265.3	20%
Misc.	82.9	61.8	79.1	28%

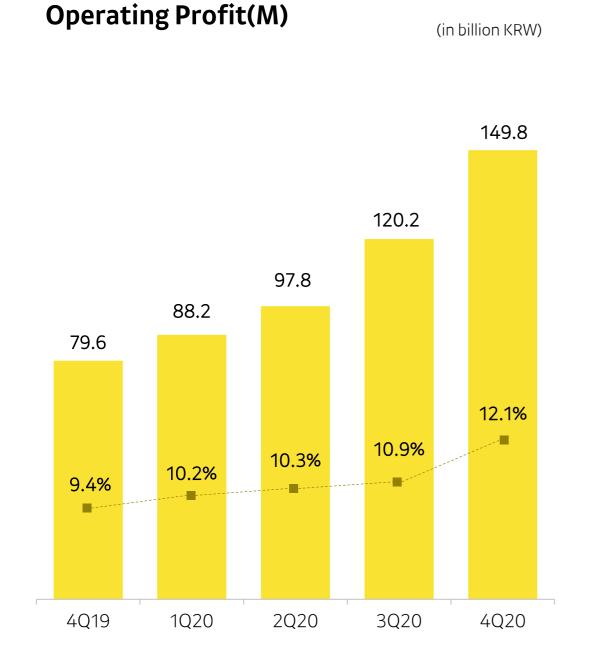
Profits

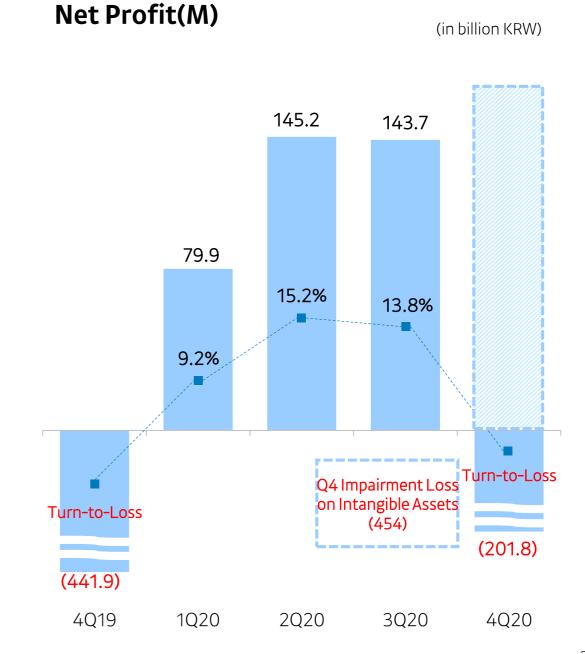
Operating Profit YoY +88% / QoQ +25%

Net Loss

OP growth led by solid top-line growth of core biz and bottom-line improvement of new biz

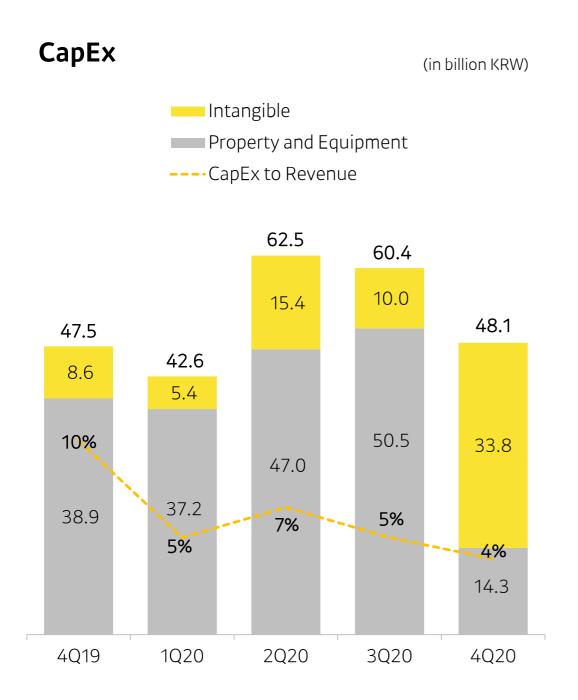
Net loss booked, despite substantial OP improvement, due to KRW 454B of impairment loss on intangible assets

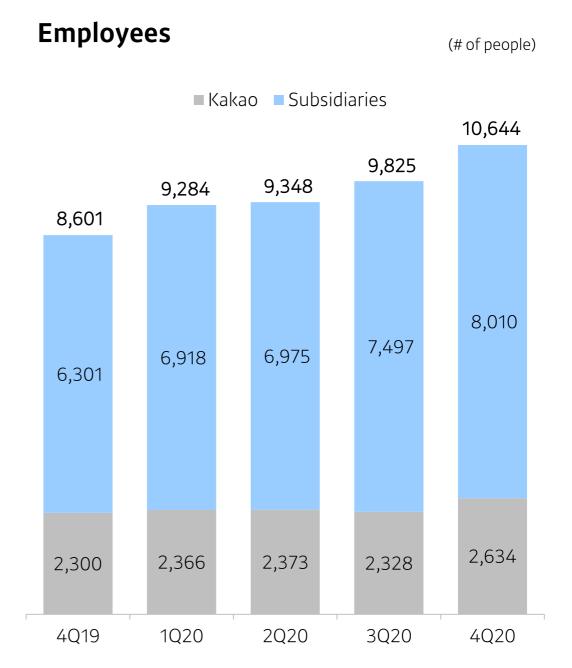




CapEx / Employees

CapEx YoY +1% / QoQ -20% Employees YoY +2,043 / QoQ +819





Financial Statements Summary - Consolidated

(in billion KRW)	4Q19	1Q20	2Q20	3Q20	4Q20
Total Revenue	847.6	868.4	952.9	1,100.4	1,235.
Platform	444.1	441.8	492.7	554.4	657.
Talk Biz	221.6	224.7	248.4	284.4	360.
Portal Biz	134.2	116.6	117.5	121.2	122.
New Biz	88.3	100.5	126.8	148.8	174.
Content	403.5	426.6	460.2	546.0	578
Game	105.9	96.8	107.5	150.4	140.
Music	153.3	150.7	151.0	155.7	155
Paid Content	49.2	97.0	119.0	148.4	163
IP Business and Others	95.1	81.9	82.7	91.5	118
Operating Expenses	768.0	780.2	855.1	980.2	1,085
Labor Cost	205.0	198.7	216.5	239.2	265
Cost of Revenue	340.4	381.7	409.5	463.7	491
Outsourcing / Infrastructure	106.6	92.1	106.6	113.9	145
Marketing Expense	41.5	29.9	38.5	76.3	87
Depreciation and Amortization Cost	56.4	58.7	61.6	66.8	78
Misc.	18.1	19.1	22.3	20.3	17
Operating Profit	79.6	88.2	97.8	120.2	149
Margin (%)	9.4%	10.2%	10.3%	10.9%	12.1
Other Non-Operating	21.4	21.7	100.7	48.0	180
Income Other Non-Operating					
Expenses	482.2	9.5	14.6	17.6	493
Financial Income	4.2	36.8	21.3	29.2	98
Financial Expenses	15.1	15.9	2.0	4.0	35
Equity-method Income	-25.0	5.3	0.8	3.8	-2
Profit before Income Tax	-417.2	126.6	204.1	179.6	-101
Income Tax	24.8	46.7	58.9	35.9	100
Net Profit	-441.9	79.9	145.2	143.7	-201
Controlling Interests	-423.0	77.5	139.8	127.5	-195
Non-controlling Interests	-18.9	2.4	5.5	16.2	-6
EBITDAR ¹⁾	137.5	147.8	159.1	185.2	226

Consolidated Statement of Financial Position (in billion KRW) 2018.12.31 2019.12.31 2020.12.31 **Current Assets** 2,859.0 2,829.7 4,465.9 Cash and Cash Equivalents 1,247.0 1,918.2 2,877.5 694.1 S-T Financial Instruments 924.2 207.8 Account Receivable 247.3 193.7 157.2 Other Current Financial Assets 207.7 252.5 227.6 Other Current Assets 286.4 294.0 419.5 Non-Current Assets 5,100.6 5,907.6 6,942.1 Investments in Associates and 305.2 978.9 1,499.4 Joint Ventures 349.8 424.1 Tangible Assets 314.8 Intangible Assets 3,865.3 3,548.4 3,350.5 Other Non-current Assets 615.3 1,030.4 1,668.1 Finance Assets 503.7 **Total Assets** 7,959.5 8,737.3 11,911.6 **Current Liabilities** 2,039.2 2,901.3 2,433.3 Account Payable and Other 460.8 578.6 821.1 payable Short-term Borrowings 609.5 448.6 177.2 110.5 Income Tax Payable 71.0 68.3 Other Current Liabilities 897.9 1,337.8 1,792.4 Non-Current Liabilities 293.2 563.8 1,180.2 Non-Current Finance Lease 0 72.3 273.6 **Obligations** Deferred Income Tax Liabilities 151.2 141.1 246.8 Other Non-Current Liabilities 142.0 350.5 659.8 416.4 Finance Assets 2.997.1 **Total Liabilities** 2.332.4 4,497.8 Paid-in Capital 41.7 43.2 44.3 Capital Surplus 4,647.5 5,043.2 5,836.8 Other Accumulated Earnings 7.2 18.6 1.5 Accumulated Other -7.3 -16.4 75.3 Comprehensive Income **Retained Earnings** 453.4 148.2 310.3 Minority Interest 490.3 514.8 1,128.5 **Total Equity** 5,627.2 5,740.1 7,413.8 Total Liabilities & Equity 7,959.5 8,737.3 **11,911.6** 37

¹⁾ EBITDAR: Rental expenses are included in lease amortization from Q1 2019 (EBITDA till FY2018)

Financial Statements Summary - Parent

Income Statement					
(in billion KRW)	4Q19	1Q20	2Q20	3Q20	4Q20
Total Revenue	431.5	406.6	415.1	449.5	508.0
Operating Expenses	365.0	341.2	359.4	377.1	401.5
Labor Cost	85.1	68.7	71.8	81.6	85.8
Cost of Revenue	188.7	191.8	200.2	211.3	210.2
Outsourcing / Infrastructure	43.0	42.7	50.0	43.1	55.8
Marketing Expense	14.3	3.1	4.0	5.0	7.5
Depreciation and Amortization Cost	29.1	30.8	28.5	30.8	37.6
Misc.	4.8	4.2	4.8	5.3	4.7
Operating Profit	66.5	65.4	55.7	72.4	106.5
Margin (%)	15.4%	16.1%	13.4%	16.1%	21.0%
Other Non-Operating Income	4.7	2.0	1.1	21.3	23.1
Other Non-Operating Expenses	440.6	10.1	9.1	5.1	381.3
Financial Income	-2.2	29.5	5.1	2.8	13.6
Financial Expenses	8.9	3.4	2.4	1.5	16.2
Profit before Income Tax	-380.5	83.4	50.4	90.0	-254.3
Income Tax	-7.3	27.7	16.3	12.9	27.5
Net Profit	-373.2	55.7	34.1	77.1	-281.8
EBITDAR ¹⁾	97.4	97.1	84.4	103.1	144.5

Statement of Financial F	Position		
(in billion KRW)	2018.12.31	2019.12.31	2020.12.31
Current Assets	1,261.5	1,014.0	1,782.4
Cash and Cash Equivalents	250.9	647.1	1,356.9
S-T Financial Instruments	601.7	15.6	65.5
Account Receivable	71.3	95.0	120.5
Other Current Assets	337.5	256.3	239.5
Non-Current Assets	4,941.4	5,470.3	5,537.9
Investments in Associates,	1,496.5	2,212.4	2,391.8
Subsidiaries and Joint Ventures Tangible Assets	236.0	248.3	272.1
Intangible Assets	2,875.5	2,458.6	2,106.2
Other Non-current Assets	333.3	551.1	767.8
Total Assets	6,202.8	6,484.4	7,320.3
Current Liabilities	1,250.7	1,371.0	1,406.5
Account Payable and Other	·	·	·
payable	404.8	686.7	1,020.9
Short-term Borrowings	564.9	429.1	58.0
Income Tax Payable	59.2	38.1	49.6
Other Current Liabilities	221.8	217.1	278.1
Non-Current Liabilities	200.8	255.1	596.7
Non-Current Finance Lease Obligations	0	88.6	121.9
Deferred Income Tax Liabilities	126.4	88.0	106.4
Other Non-Current Liabilities	74.4	78.4	368.3
Total Liabilities	1,451.5	1,626.1	2,003.2
Paid-in Capital	41.7	43.2	44.3
Capital Surplus	4,096.2	4,462.3	4,986.9
Other Accumulated Earnings	35.5	41.3	18.6
Accumulated Other Comprehensive Income	-1.6	-2.9	55.2
Retained Earnings	579.4	314.5	212.1
Total Equity	4,751.3	4,858.3	5,317.1
Total Liabilities & Equity	6,202.8	6,484.4	7,320.3

Thank You

