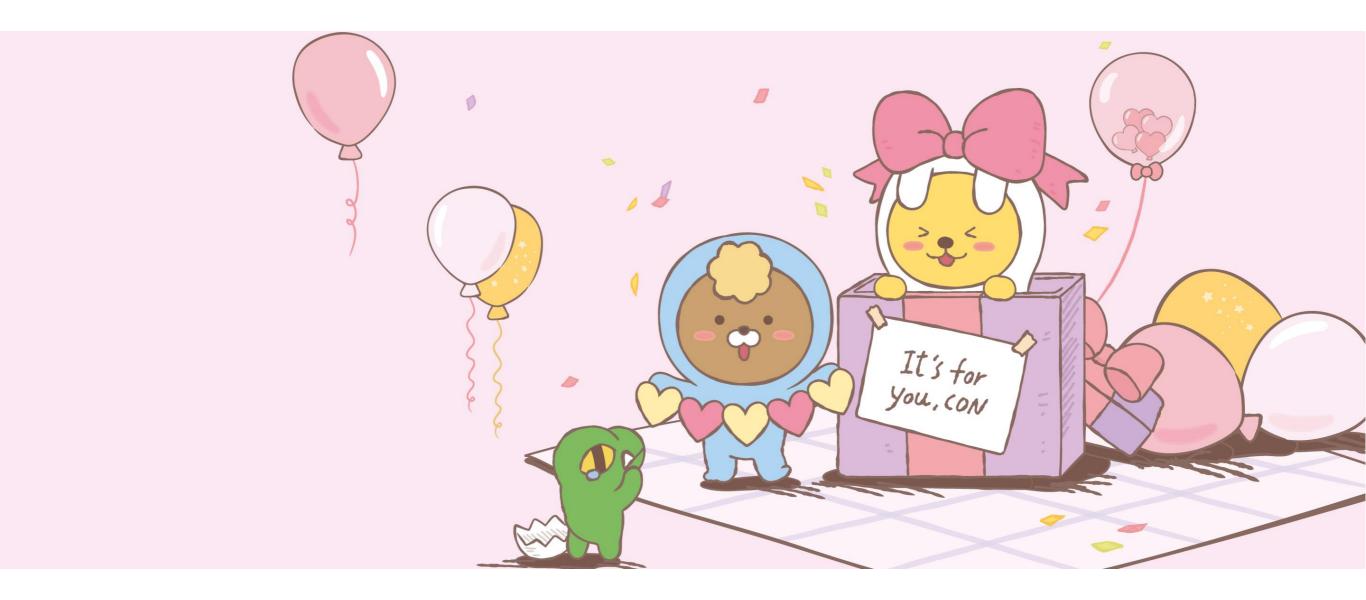
## kakao

4Q 2021 | Kakao Investor Relations



#### Disclaimer

Financial information contained in this document is based on consolidated K-IFRS that have not been reviewed by an independent auditor.

Therefore, the information and financial data of Kakao and its subsidiaries (the "Company", or "Kakao") contained in this document are subject to change upon an independent auditor's review.

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## Kakao Ecosystem

**Kakao Business** 

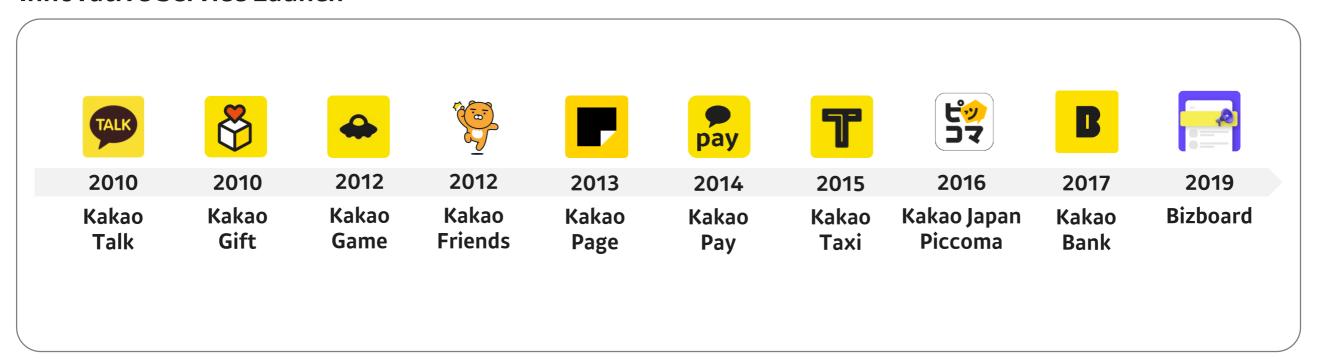
**Financial Overview** 

## Making a Better World with People and Technology



#### History

#### **Innovative Service Launch**



#### **Changes in Business Structure & Listing of Subsidiaries**

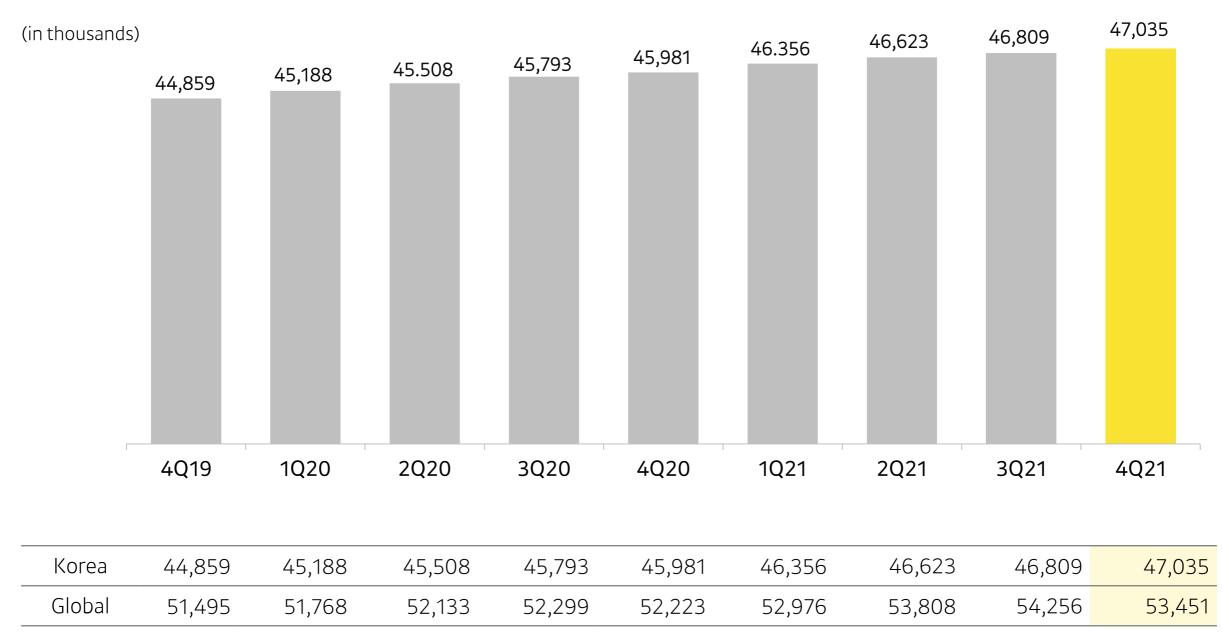


#### **Undisputed Market Leader**

#### Monthly Active Users in Korea grew by +1.1M YoY, +230K QoQ

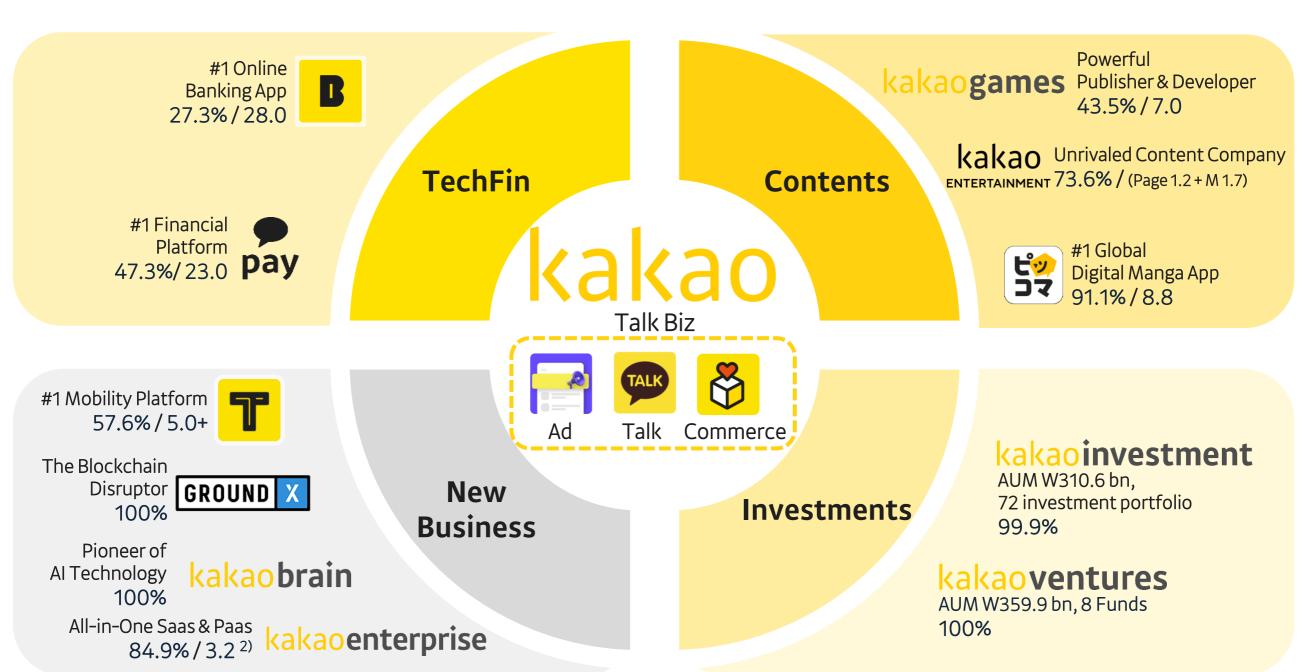


#### **KakaoTalk Monthly Active Users**



#### **Kakao Ecosystem**

■ Kakao's Stake (%) / Transaction Valuation (KRW tn)<sup>1)</sup>



<sup>1)</sup> Kakao's Stake and Transaction Valuation as of 2021.12.31

<sup>2)</sup> Kakao Enterprise's Stake and Transaction Valuation as of 2022.1.31

Kakao Ecosystem

**Kakao Business** 

**Financial Overview** 

#### Paradigm Shift in Advertising Industry

#### Significant Growth Opportunity in KakaoTalk as a Biz Platform

Ad Market Size (2021)

(in KRW tn)

Total Ad. Market 16.5

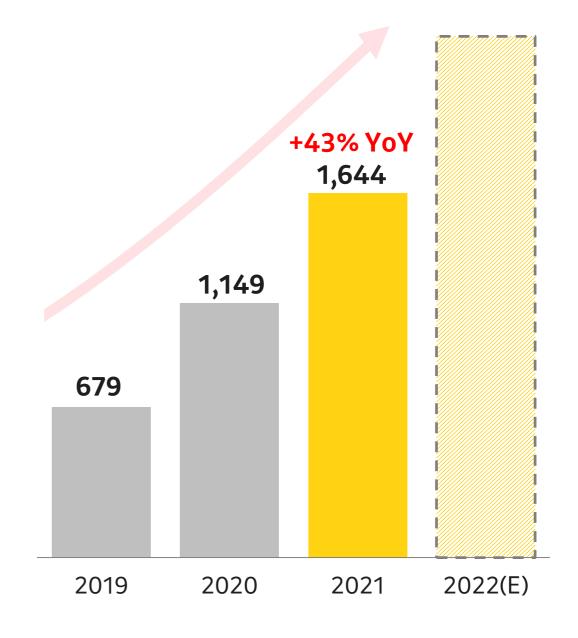
Digital Ad 9.3

Digital Penetration 56%

Kakao Ad 1.4 Digital Ad M/S 15%

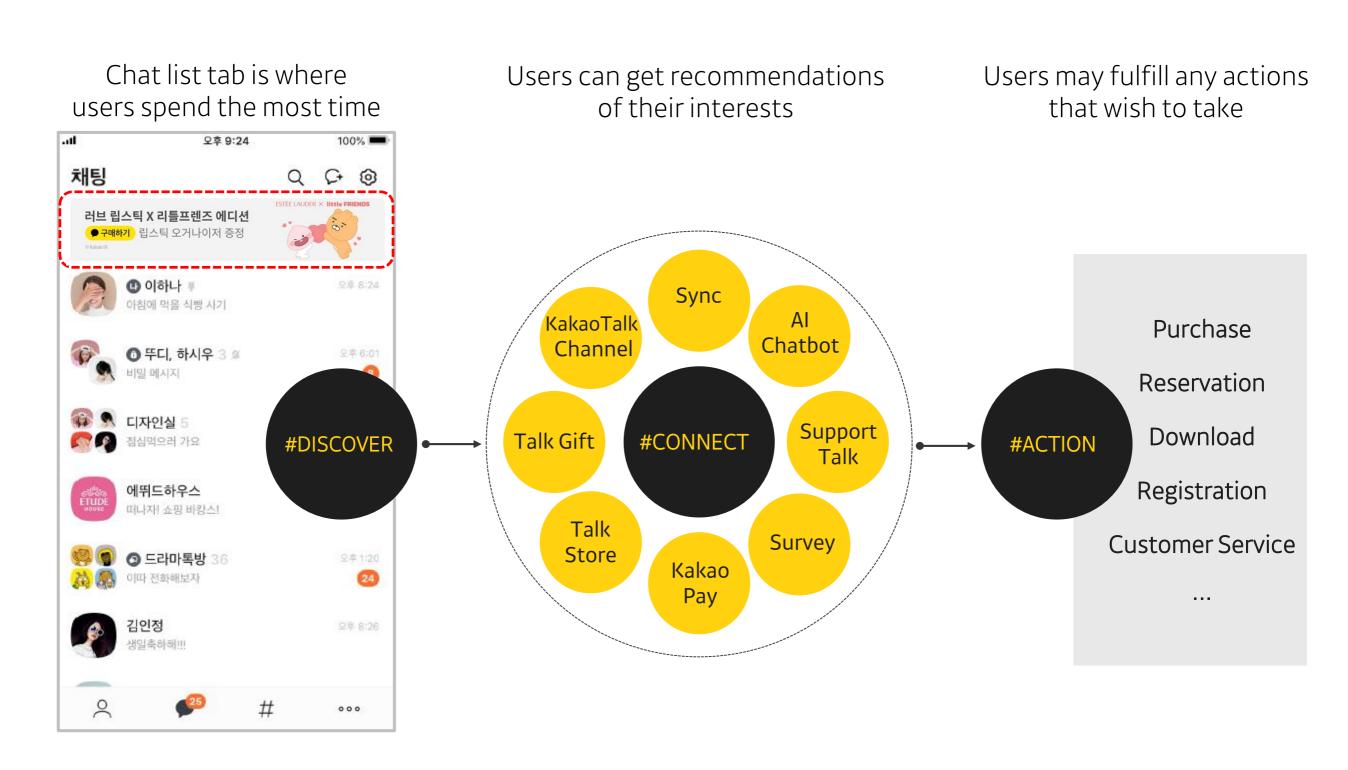
#### **Talk Biz Revenue**

(in KRW bn)



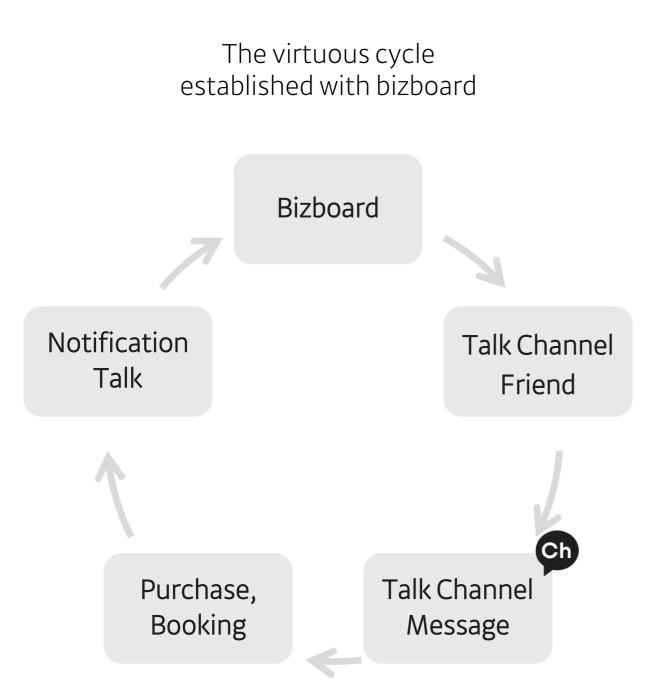
#### Talk Biz Advertising (Kakao Bizboard)

#### New Innovative Way to Connect 47 million Mega Traffic



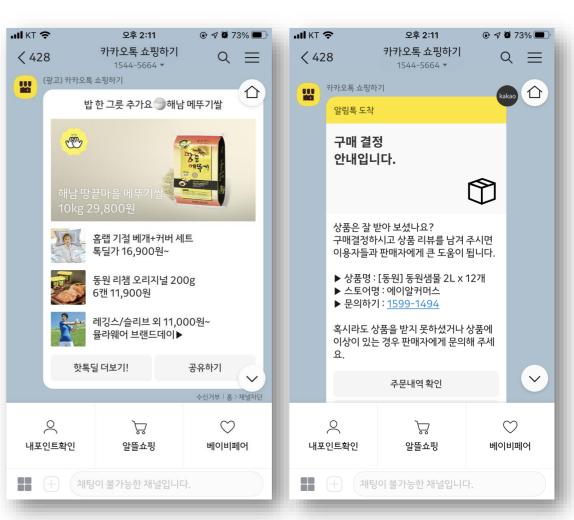
#### Talk Biz Advertising (Message Ad)

#### Virtuous cycle with Bizboard, KakaoTalk Channel and Notification Talk



Message Business Model

'KakaoTalk Channel' message ad 'Notification Talk' informs Payment, Delivery Updates



#### **Talk Biz Commerce**

#### From Leveraging the Social Graph to any Talk-based Transactions

#### kakaocommerce Key indices





40%+ Delivery goods mix



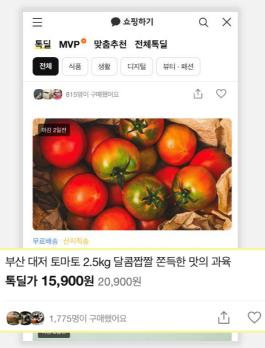
FY2021 GMV W1 tn



Marketing place for newly launched products







Talk Store > Live Commerce



Makers (Made-to-order Platform)



1) Key Indices as of 4Q21

#### Mobility

#### Satisfying Every Customers Need with All-in-One Mobility Platform



#### **Kakao T Key Indices**

**30 M**Registered
Users

Largest # of users

**35 K** T Blue Fleet

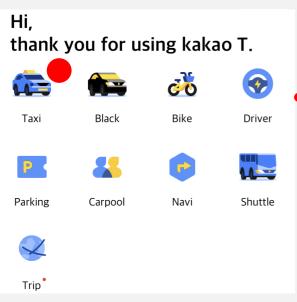
900 XL size Venti Fleet 100 M+ Q4 Ride Completion

Increase in demand & Supply of premium taxi

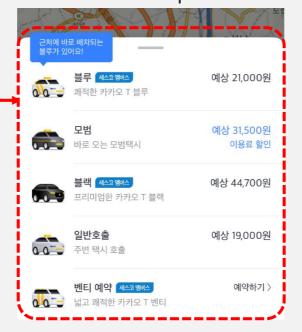
Turn to
Profit
FY2021

Targets for continuous improvement

Kakao T Application



Expansion of Premium Paying Service Option



Revolutionizing into a Service Meeting All Types of Mobility Demands



- 1) Key Indices as of 4Q21
- 2) Kakao Mobility's stand alone financials may differ from Kakao consolidated financials

#### **Kakao Pay**

#### No.1 Comprehensive Daily Financial Platform



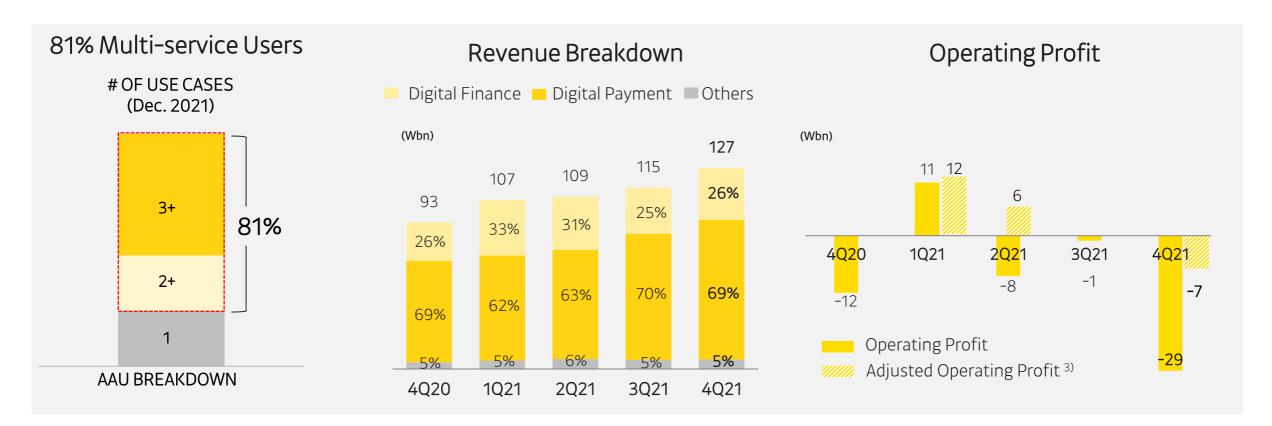
#### **Kakao Pay Key Indices**

37.5 M Accumulated Members W99 tn FY'21 TPV

**5 M+**Brokerage Accounts

193% YoY Digital Finance TPV





<sup>1)</sup> Key Indices as of 4Q21 2) Kakao Pay's stand alone financials may differ from Kakao consolidated financials

<sup>3)</sup> Adjusted operating profit excludes stock compensation expenses, the four major insurance increases due to stock option exercise, and incidental expenses related to IPO

#### **Kakao Bank**

#### No.1 Online Banking with Innovative User-Friendly Technology



17.9 M Customer Base

MAU 15.2 M #1 Mobile Banking App W30.0 tn Deposit

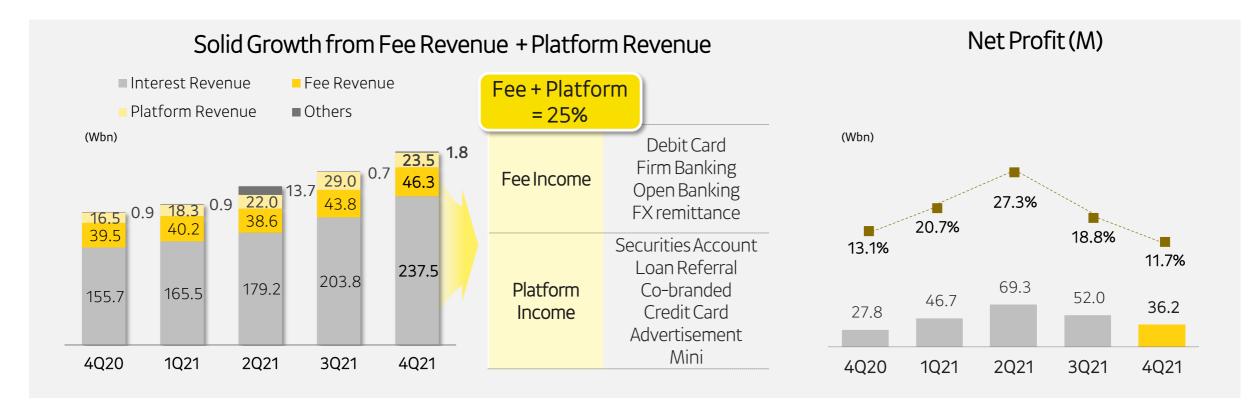
> Net Interest Margin NIM 1.98%

W25.9 tn

Loan

W204.1 bn FY'21 Net Profit

> W113.6bn FY'20 Net Profit



1) Key Indices as of 4Q21

2) Kakao Bank's financials are recognized as equity method gains

#### **Enterprise**

#### B2B Business Expansion with Differentiated AI Technology

#### kakaoenterprise Key Services



Integrated Enterprise Platform

#### **Business** Kakao i Connect

Business Service Platform

#### Tech & Home

Kakao i Engine Kakao i Home



10 Years of Accumulated Know-hows



Industry Insight based Data

All-in-One Work Platform Kakao Work



1 M+ accum. users within 1 year of launch



Al assistant Kasper



20+ major partner services integration

Flexible and Scalable Kakao i Cloud



CSA STAR Gold Rank



Connects all different forms of cloud



Specialized services for each and every industry

Packaged with AI Technology Kakao i Connect





Callbot



1) Key Indices as of 4Q21

#### **Blockchain**

Transforming as a global blockchain platform most suited to metaverse

#### **Klaytn Governance Council**



## **Business Model** B<sub>2</sub>B Mining BaaS **NFT** Market **Others** Klip Drops



GameFi

Kakao Games/Bora 😇 BORA

Wemade/Wemix



Neowiz/Neopin

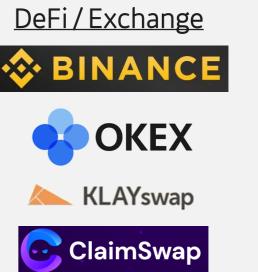


One of 3 blockchains to be registered on world's largest NFT marketplace

NFT Klip Drops

Klaytn NFT Marketplace





#### **Kakao Games**

#### Multi-Platform Game Company Encompassing PC and mobile



#### **Kakao Games Key Indices**

**1,100+** Publishing

No.1 Mobile Game Platform Game Value Chain

Acquisition of a majority stake in Lionheart Studio

Global Expansion

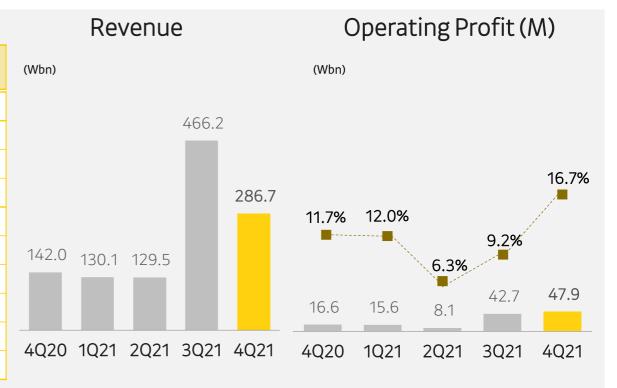
Targets to release every game globally

Beyond Game

Sports, Metaverse, NFT New business initiatives

Release Line-up for 2022					
Schedule	Title	Genre	In-house/ Publishing (Developer)		
'22	Uma Musume Pretty Derby	Simulation	Publishing (Cygames)		
	Odin: Valhalla Rising	MMORPG	Publishing (Lionheart)		
1H '22	Friends Shot: Golf for All	Casual	In-house (Friendsgames)		
	Kitten Pop	Puzzle	In-house (Friendsgames)		
	XL Games New Title	MMORPG	In-house (XL Games)		
	Eversoul	PvE RPG	Publishing (NineArk)		
2H '22	Goddess Order	Action RPG	Publishing (Load Complete)		
2H 2Z	Dysterra (Early access)	Survival FPS	Publishing (Reality Magic)		
	Eternal Return	MOBA	Publishing (Nimble Neuron)		
	Project Ares	Action RPG	Publishing (Second Dive)		

Dolored Line-up for 2022



<sup>1)</sup> Key Indices as of 4Q21

<sup>2)</sup> Kakao Games' stand alone financials may differ from Kakao consolidated financials

#### Music

#### Building a Powerful Value Chain with Korea's Largest Music Platform Melon

## kakao Music Key Indices



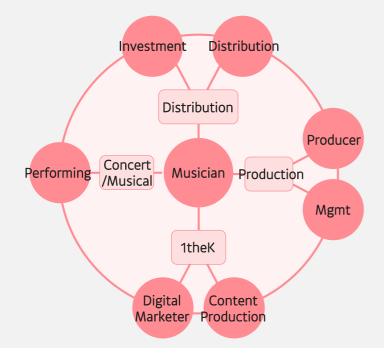
Dominant Traffic Largest Music Content No.1 K-pop Music Distribution

Stable Cash Flow through Music Production & Investment



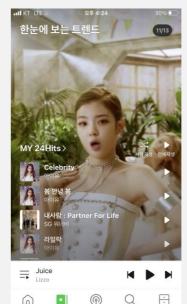
4+ Major Multi-Label (Starship, IST, Antenna, FlexM)

#### Music Business Portfolio



#### Offering Customized Play List and Trendy Audio Contents







1) Key Indices as of 4Q21

#### Growth through Innovative Business Model and Original IPs





#### **Story Key Indices**

W199.5 bn
Piccoma
GMV

FY2021 GMV 74% increase



Ranked 6<sup>th</sup> globally in both app markets

W192.5 bn Entertainment GMV

Platform + IP GMV 22% YoY Full Scale Global Expansion

North America, Southeast Asia, Europe

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





Globally popular webtoon <Solo Leveling>

#### Kakao Entertainment Global Expansion





Acquired North American Webtoon, Web Novel Platform



Global One-build Platform 'Kakao Webtoon'

1) Key Indices as of 4Q21

#### Media

#### Distinguished Content Production Capability and Top-tier Talent Pool

#### kakao **Media Key Indices ENTERTAINMENT**



6+ Managements **Subsidiaries** 

**80+ Key Creator** 

**Prominent** PD/Writer/Director

Kakao TV Original Content

<No thank you 2> <Change days 2>



Planning/Producing In FY2022

#### **Content Production Capability**

#### **Talent Pool**

Competitive casting power

**Story IP** 

Original IPs from

Piccoma

#### **Production**

Drama Movie **Entertainment** 

#### **Key Creator**

Top-notch producers with **Entertainment and** the expertise



<Moonlight Film> Movie Studio



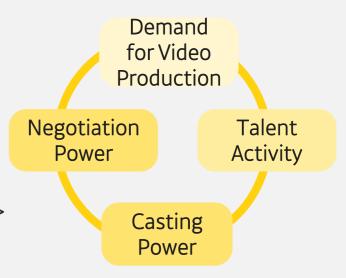
Various Genres of Video Content Studios

<3Y Corporation> Entertainment Studio



<Story & Pictures Media> Drama Studio

Synergy Between Video - Management Business



18

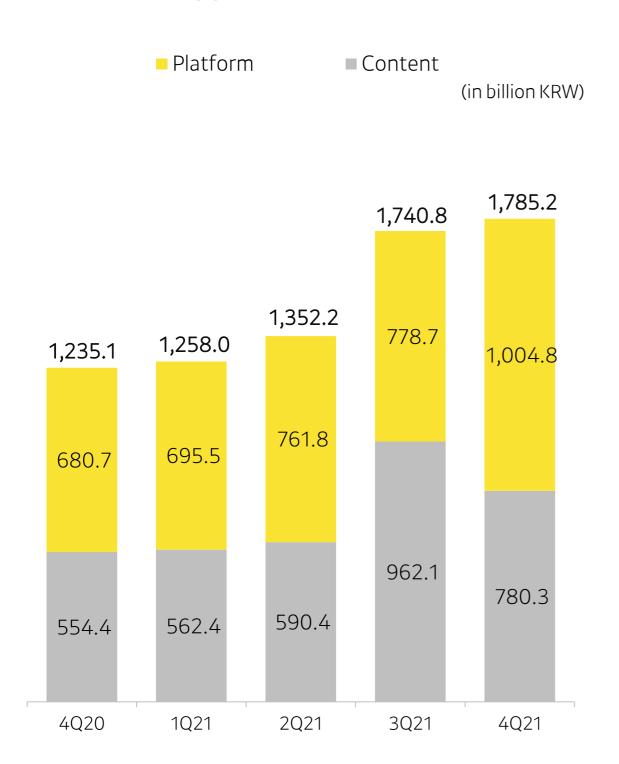
Key Indices as of 4Q21

# Kakao Ecosystem Kakao Business Financial Overview

#### Revenue

#### Q4 Revenue YoY +45% / QoQ +3%

Mix - Platform 56%: Content 44%

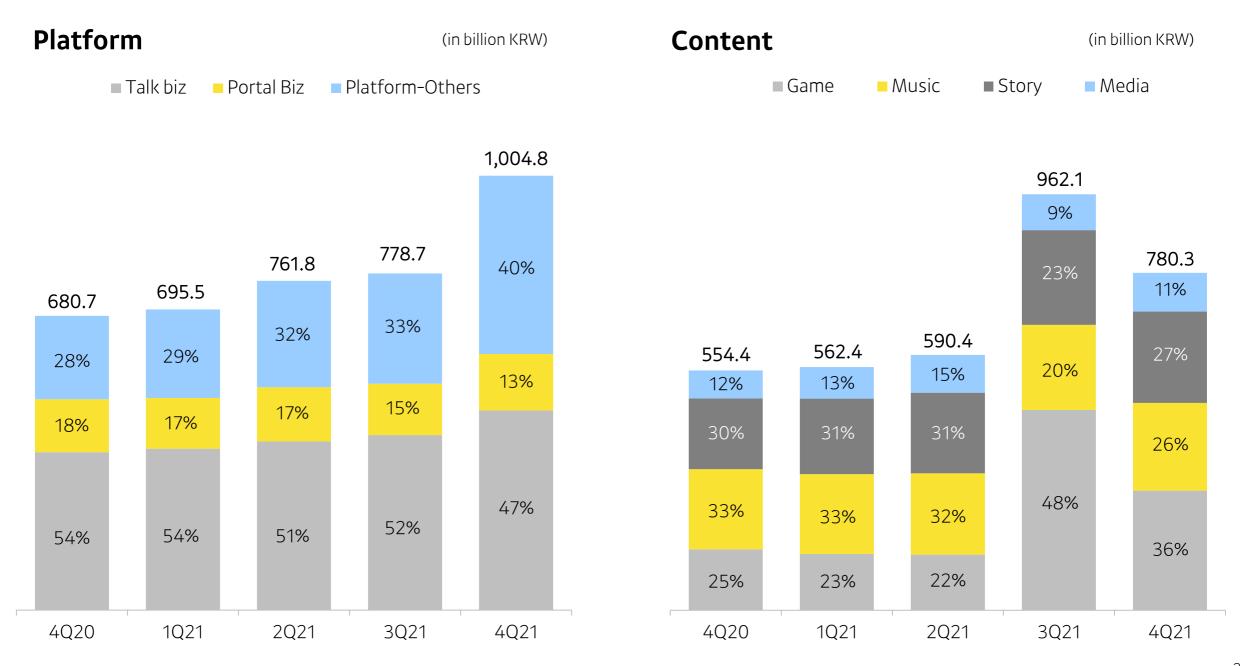


Revenue Breakdown					
Platform		Advertisement - Bizboard, Talk channel, Emoticon			
	Talk Biz	Commerce - Gift, Store, Makers, Kakao Friends Online			
	Portal Biz	Daum PC / Mobile Kakao Story / Style / Page Other Subsidiaries' Ad			
	Platform- Others	Mobility, Pay, Enterprise, Other Subsidiaries, Kakao Friends-Others			
	Game	Mobile, PC, Other			
	Music	Melon, Digital Music Distribution, Album Distribution, Music Production			
Content	C+0~	Entertainment			
	Story	Piccoma			
	Media	Video Production, Talent Agency			

#### Platform / Content

Platform YoY +48% / QoQ +29%

Content YoY +41% / QoQ -19%



#### Platform | Talk Biz Portal Biz Platform-Others

Talk Biz YoY +30% / QoQ +17%

Portal Biz YoY +7% / QoQ +10%

Others YoY +107% / QoQ +57%

4Q20

1Q21

2Q21

3Q21

4Q21

4Q20

1Q21

2Q21

3Q21

4Q21

Strong Virtuous Cycle within Talk Ecosystem and Commerce GMV Surge

Higher DA Efficiency and Strong Seasonality

Mobility's T Blue Fleet Expansion, Pay's Payment TPV Increase and Enterprise's Cloud-related Revenue

4Q20

1Q21

2Q21

3Q21

**Talk Biz Portal Biz Others** (in billion KRW) (in billion KRW) (in billion KRW) ■ Advertisement ■ Commerce 475.0 404.9 399.1 390.5 373.6 365.4 44.3% 45.6% 45.8% 254.7 49.3% 46.8% 246.2 204.5 192.6 55.7% 130.7 125.1 119.2 117.5 122.7 54.4% 54.2% 53.2% 50.7%

4Q21

#### **Content** | **Game** Music

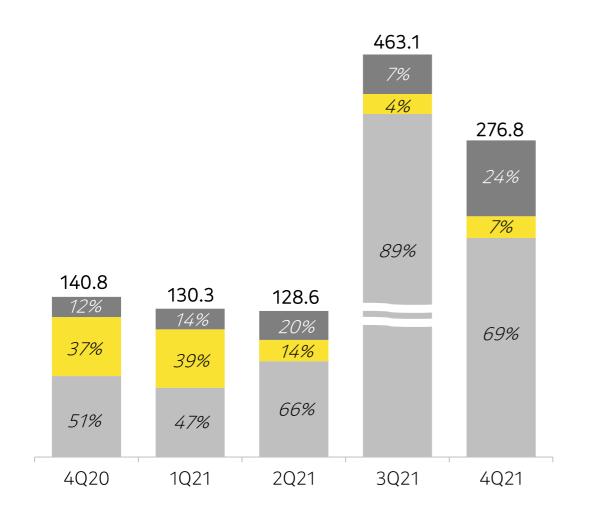
Game YoY +97% / QoQ -40%

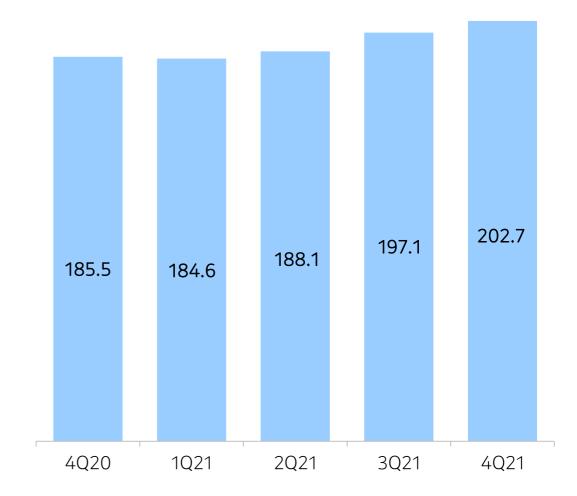
Music YoY +9% / QoQ +3%

On-year Growth thanks to Success of Mobile Game 'Odin'

Music Distribution and Concert Revenue on top of Steady Melon Platform







#### **Content** | **Story** Media

Story YoY +29% / QoQ -3%

 $\perp$  Entertainment +23% (y) / +1% (q), Piccoma +35% (y) / -7% (q)

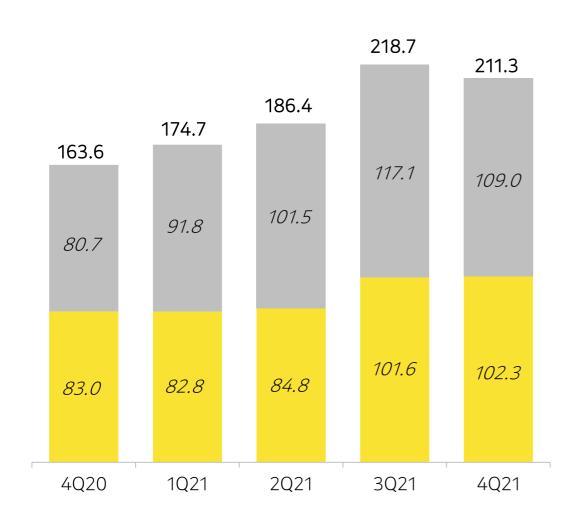
Media YoY +39% / QoQ +8%

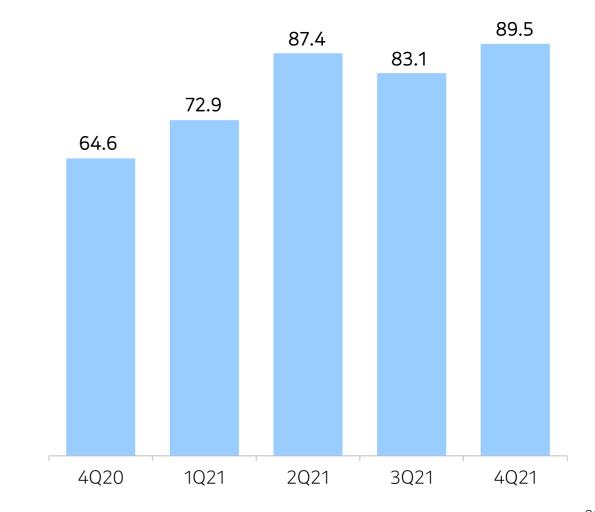
Entertainment - Original IP Expansion on Global Story Platforms Piccoma - On-year Growth thanks to Dominance in Japanese Manga Market

Video Production and Talent Agency related Revenue Increase

Story (in billion KRW) Media (in billion KRW)







## Earnings Summary - 2021 Q4

	4Q20	3Q21	4Q21	Cha	nge
	+Q20	3021	+421	YoY	QoQ
Total Revenue	1,235.1	1,740.8	1,785.2	45%	3%
Platform	680.7	778.7	1,004.8	48%	29%
Talk Biz	365.4	404.9	475.0	30%	17%
Portal Biz	122.7	119.2	130.7	7%	10%
Platform - Others	192.6	254.7	399.1	107%	57%
Content	554.4	962.1	780.3	41%	-19%
Game	140.8	463.1	276.8	97%	-40%
Music	185.5	197.1	202.7	9%	3%
Story	163.6	218.7	211.3	29%	-3%
Media	64.6	83.1	89.5	39%	8%
Operating Expenses	1085.5	1,572.6	1,676.6	54%	7%
Operating Profit	149.7	168.2	108.5	-27%	-35%
Margin (%)	12.1%	9.7%	6.1%	-6.0%pt	-3.6%pt
Net Profit	-195.5	866.3	219.8	-	-75%
Controlling Interests	-189.1	779.1	82.4	_	-89%
Non-controlling Interests	-6.4	87.2	137.5	_	58%

## **Earnings Summary - 2021 Annual**

	2019	2020	2021	YoY
Total Revenue	3,070.1	4,156.8	6,136.1	48%
Platform	1,582.1	2,247.9	3,240.8	44%
Talk Biz	678.6	1,149.0	1,643.9	43%
Portal Biz	523.6	478.0	492.5	3%
Platform - Others	378.0	621.0	1,104.4	78%
Content	1,488.0	1,908.9	2,895.3	52%
Game	397.4	495.5	998.8	102%
Music	656.8	705.3	772.5	10%
Story	297.2	528.0	791.1	50%
Media	136.6	180.1	332.9	85%
Operating Expenses	2,863.3	3,701.0	5,539.2	50%
Operating Profit	206.8	455.9	596.9	31%
Margin (%)	6.7%	11.0%	9.7%	-1.2%pt
Net Profit	-341.9	173.4	1,641.9	847%
Controlling Interests	-301.0	155.6	1,397.7	798%
Non-controlling Interests	-40.9	17.7	244.2	1,277%

## Operating Expenses - 2021 Q4

	4Q20	3Q21	4Q21		nge
	7020	3421	7421	YoY	QoQ
Operating Expenses	1,085.5	1,572.6	1,676.6	54%	7%
Labor Cost	265.7	307.2	512.7	93%	67%
Cost of Revenue	491.5	805.8	648.0	32%	-20%
Outsourcing / Infrastructure	145.1	197.8	233.8	61%	18%
Marketing Expense	87.5	148.1	128.6	47%	-13%
Depreciation and Amortization Cost	78.2	89.1	120.7	54%	36%
Misc.	17.4	24.7	32.7	88%	33%

## **Operating Expenses - 2021 Annual**

	2019	2020	2020 2021	
Operating Expenses	2,863.3	3,701.0	5,539.2	50%
Labor Cost	701.5	920.2	1,413.8	54%
Cost of Revenue	1,368.0	1,746.4	2,477.1	42%
Outsourcing / Infrastructure	360.1	457.7	741.0	62%
Marketing Expense	151.2	232.3	435.1	87%
Depreciation and Amortization Cost	220.6	265.3	367.7	39%
Misc.	61.8	79.1	104.5	32%

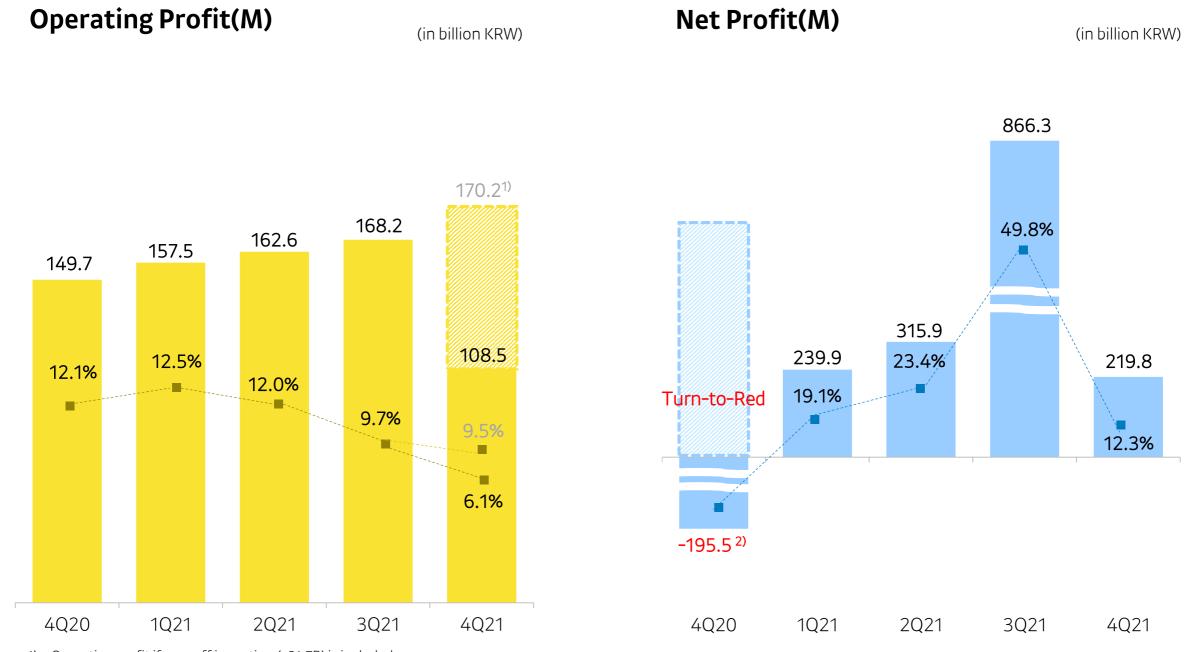
#### **Profits**

Operating Profit YoY -27% / QoQ -35%

Net Profit YoY Turn to Black / QoQ -75%

Normalized OP of KRW 170B excluding One-off Incentive (KRW 61.7B)

Consolidation of Lion Heart Studio, Gain on the Disposal of Equity Investment Stake (dilution and partial disposal of dunamu stake)



<sup>1)</sup> Operating profit if one-off incentive (-61.7B) is included

<sup>2) 4</sup>Q20 Impairment Loss on Intangible Assets 454 billion KRW included

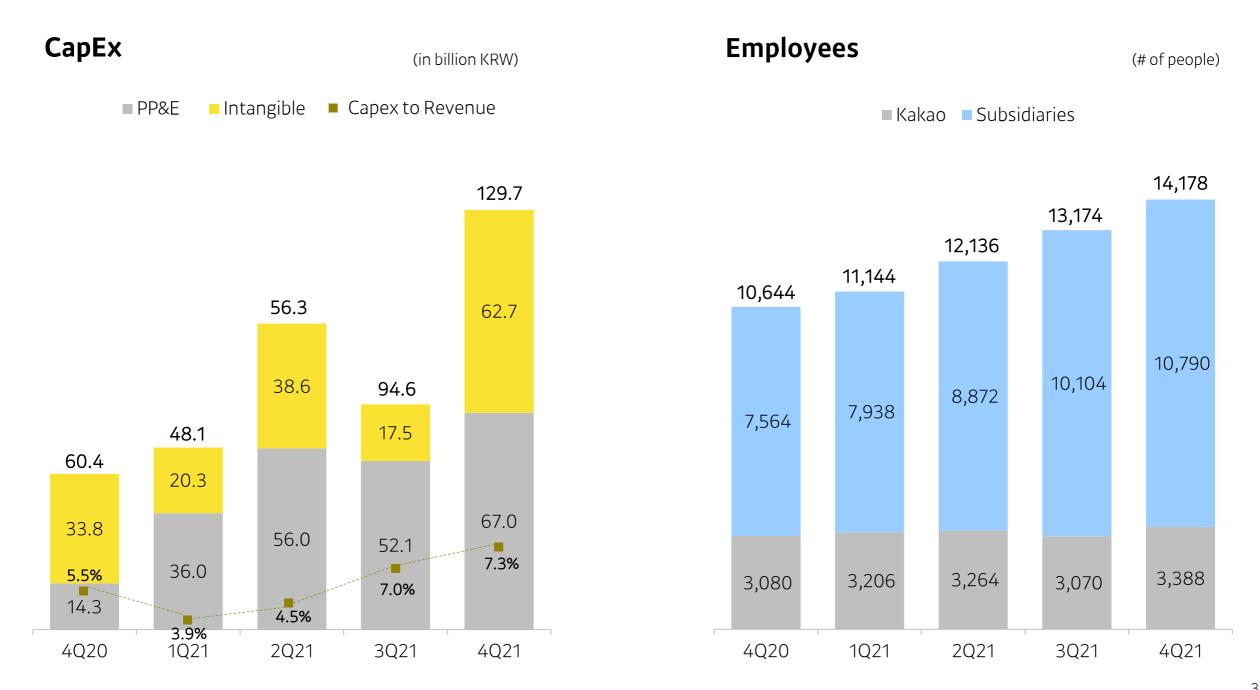
#### CapEx / Employees

CapEx YoY +15% / QoQ -26%

Investment in Servers and Contents

Employees YoY +3,534 / QoQ +1,004

Business Expansion and Consolidation of Subsidiaries



#### **Financial Statements Summary - Consolidated**

Income Statement					
(in billion KRW)	4Q20	1Q21	2Q21	3Q21	4Q21
Total Revenue	1,235.1	1,258.0	1,352.2	1,740.8	1,785.2
Platform	680.7	695.5	761.8	778.7	1,004.8
Talk Biz	365.4	373.6	390.5	404.9	475.0
Portal Biz	122.7	117.5	125.1	119.2	130.7
New Biz	192.6	204.5	246.2	254.7	399.1
Content	554.4	562.4	590.4	962.1	780.3
Game	140.8	130.3	128.6	463.1	276.8
Music	185.5	184.6	188.1	197.1	202.7
Story	163.6	174.7	186.4	218.7	211.3
Media	64.6	72.9	87.4	83.1	89.5
Operating Expenses	1,085.5	1,100.4	1,189.6	1,572.6	1,676.6
Labor Cost	265.7	292.9	301.0	307.2	512.7
Cost of Revenue	491.5	493.0	530.3	805.8	648.0
Outsourcing / Infrastructure	145.1	144.5	164.9	197.8	233.8
Marketing Expense	87.5	67.2	91.1	148.1	128.6
Depreciation and Amortization Cost	78.2	79.2	78.8	89.1	120.7
Misc.	17.4	23.6	23.4	24.7	32.7
Operating Profit	149.7	157.5	162.6	168.2	108.5
Margin (%)	12.1%	12.5%	12.0%	9.7%	6.1%
Other Non-Operating Income	181.9	54.4	66.1	799.6	813.2
Other Non-Operating Expenses	504.3	6.6	19.2	20.7	360.9
Financial Income	120.6	47.9	18.3	43.9	67.1
Financial Expenses	42.6	69.7	64.7	90.4	89.9
Equity-method Income	-1.3	135.1	186.7	171.2	14.1
Profit before Income Tax	-96.0	318.7	349.7	1,071.8	522.2
Income Tax	99.4	78.8	33.8	205.5	332.4
Net Profit	-195.5	239.9	315.9	866.3	219.8
Controlling Interests	-189.1	224.5	311.7	779.1	82.4
Non-controlling Interests	-6.4	15.3	4.3	87.2	137.5
EBITDAR <sup>1)</sup>	226.1	236.7	241.0	255.1	228.6
Adjusted EBITDAR 1)	237.0	258.2	279.6	269.8	302.1

Statement of Financial Po	nsition		
(in billion KRW)	2019.12.31	2020.12.31	2021.12.31
Current Assets	2,829.7	4,462.9	8,158.3
Cash and Cash Equivalents	1,918.2	2,877.5	5,251.5
S-T Financial Instruments	207.8	694.1	1,553.6
Account Receivable	157.2	247.4	377.9
Other Current Financial Assets	252.5	225.1	323.4
Other Current Assets	294.0	418.9	652.0
Non-Current Assets	5,907.6	6,987.4	13,735.8
Investments in Associates and Joint Ventures	978.9	1,504.4	3,217.0
Tangible Assets	349.8	430.7	554.9
Intangible Assets	3,548.4	3,351.6	6,354.6
Other Non-current Assets	1,030.4	1,700.8	3,609.3
Fig		F02.7	065 /
Finance Assets  Total Assets	- 0 727 2	503.7	965.4
Total Assets	8,737.3	11,954.0	22,859.5
Current Liabilities	2,433.3	2,929.6	5,732.0
Account Payable and Other payable	578.6	836.0	1,771.9
Short-term Borrowings	448.6	188.4	1,258.2
Income Tax Payable	68.3	112.1	278.5
Other Current Liabilities	1,337.8	1,793.1	2,423.4
Non-Current Liabilities	563.8	1,166.1	2,865.4
Non-Current Finance Lease Obligations	165.0	273.3	1,318.2
Deferred Income Tax Liabilities	141.1	249.0	734.1
Other Non-Current Liabilities	257.8	643.8	813.2
Finance Assets	-	430.6	674.2
Total Liabilities	2,997.1	4,526.2	9,271.7
Paid-in Capital	43.2	44.3	44.6
Capital Surplus	5,043.2	5,833.1	7,756.0
Other Accumulated Earnings Accumulated Other	7.2	18.6	77.1
Comprehensive Income	-16.4	86.6	374.8
Retained Earnings	148.2	316.3	1,715.5
Minority Interest	514.8	1,128.8	3,619.9
Total Equity	5,740.1	7,427.7	13,587.8
Total Liabilities & Equity	8,737.3	11,954.0	22,859.5

#### **Financial Statements Summary - Parent**

in billion KRW)	4Q20	1Q21	2Q21	3Q21	4Q21
Total Revenue	508.0	490.9	521.4	468.4	652.3
Operating Expenses	401.5	414.1	424.1	371.9	520.8
Labor Cost	85.8	102.9	95.3	89.0	156.6
Cost of Revenue	210.1	214.9	221.6	163.8	234.6
Outsourcing / Infrastructure	55.8	55.4	64.7	73.5	66.2
Marketing Expense	7.5	3.4	4.5	4.9	6.9
Depreciation and Amortization Cost	37.6	32.1	32.1	33.9	46.3
Misc.	4.7	5.3	5.8	6.8	10.2
Operating Profit	106.5	76.7	97.3	96.5	131.5
Margin (%)	21.0%	15.6%	18.7%	20.6%	20.2%
Other Non-Operating Income	23.1	3.3	5.9	44.6	7.0
Other Non-Operating Expenses	394.5	1.2	10.7	8.6	49.9
Financial Income	22.8	37.6	18.4	49.2	123.3
Financial Expenses	16.8	17.5	2.7	17.6	8.5
Profit before Income Tax	-258.9	98.9	108.1	164.1	203.5
Income Tax	25.9	20.3	10.0	-56.3	92.9
Net Profit	-284.8	78.6	98.2	220.5	110.7
EBITDAR <sup>1)</sup>	144.5	109.0	129.3	130.3	177.7

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

Statement of Financial	Position		
(in billion KRW)	2019.12.31	2020.12.31	2021.12.31
Current Assets	1,014.0	1,782.4	2,412.8
Cash and Cash Equivalents	647.1	1,356.9	1,478.7
S-T Financial Instruments	15.6	65.5	255.4
Account Receivable	95.0	120.5	152.2
Other Current Assets	256.3	239.5	526.5
Non-Current Assets	5,470.3	5,563.1	7,696.9
Investments in Associates,			
Subsidiaries and Joint Ventures	2,212.4	2,393.4	3,547.8
Tangible Assets	248.3	272.1	312.6
Intangible Assets	2,458.6	2,106.2	1,573.6
Other Non-current Assets	551.1	791.3	2,262.9
Total Assets	6,484.4	7,345.5	10,109.6
Comment Linkillaine	4 274 0	4 /24 6	2 204 2
Current Liabilities Account Payable and Other	1,371.0	1,421.6	2,381.3
payable	686.7	1,035.7	493.5
Short-term Borrowings	429.1	58.0	342.2
Income Tax Payable	38.1	49.8	137.6
Other Current Liabilities	217.1	278.1	1,408.0
Non-Current Liabilities	255.1	598.5	1,171.3
Non-Current Finance Lease Obligations	88.6	121.9	1,076.1
Deferred Income Tax Liabilities	88.0	108.2	0.0
Other Non-Current Liabilities	78.4	368.3	95.2
Total Liabilities	1,626.1	2,020.1	3,552.6
Daid in Capital	/2.2	// 2	///
Paid-in Capital Capital Surplus	43.2 4,462.3	44.3 4,986.9	44.6 5,492.7
Other Accumulated Earnings	4,462.3	4,966.9	5,492.7 77.1
Accumulated Other			
Comprehensive Income	-2.9	66.5	238.6
Retained Earnings	314.5	209.2	704.1
Total Equity Total Liabilities & Equity	4,858.3 6,484.4	5,325.4 7,345.5	6,557.1 10,109.6

## **Thank You**

