# kakao

March 2020 | Investor Relations



#### Disclaimer

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The company does not make any representation or accept liability, as to the accuracy or completeness of the information contained in this material. The format and contents of this document are subject to change for future filings and reports.

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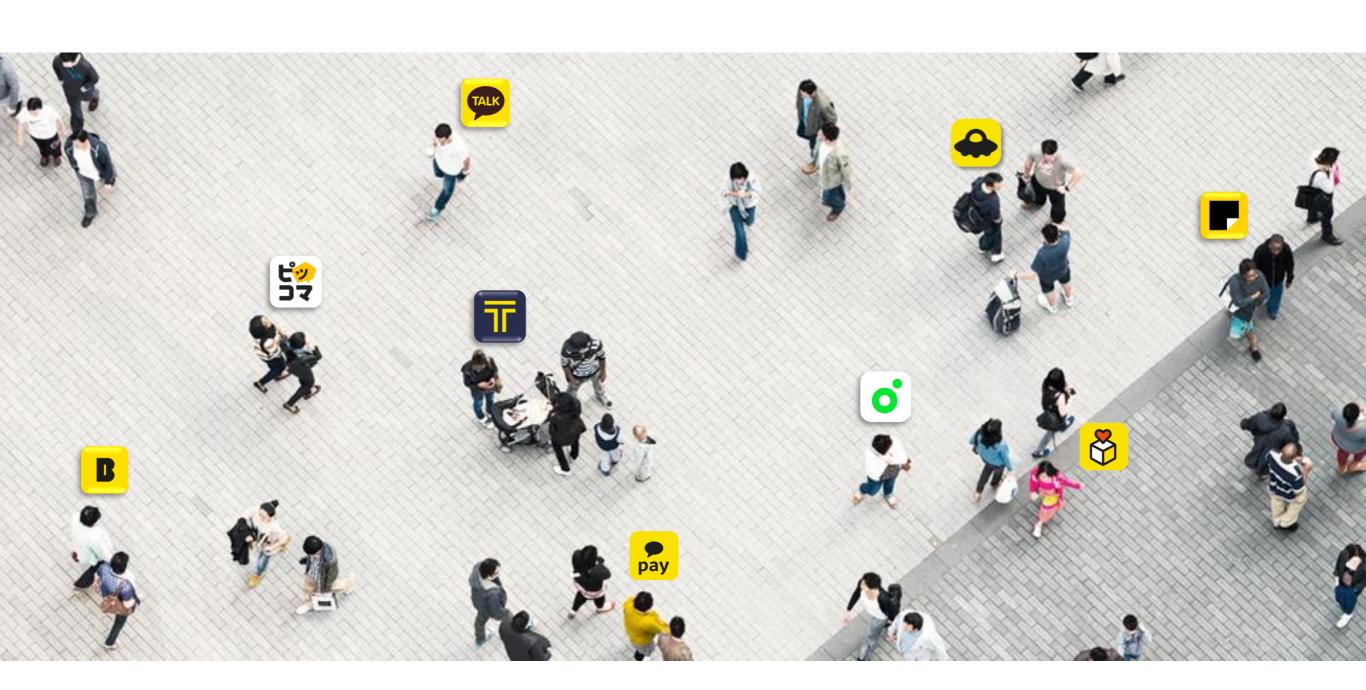
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# Kakao ecosystem Kakao business Financial overview

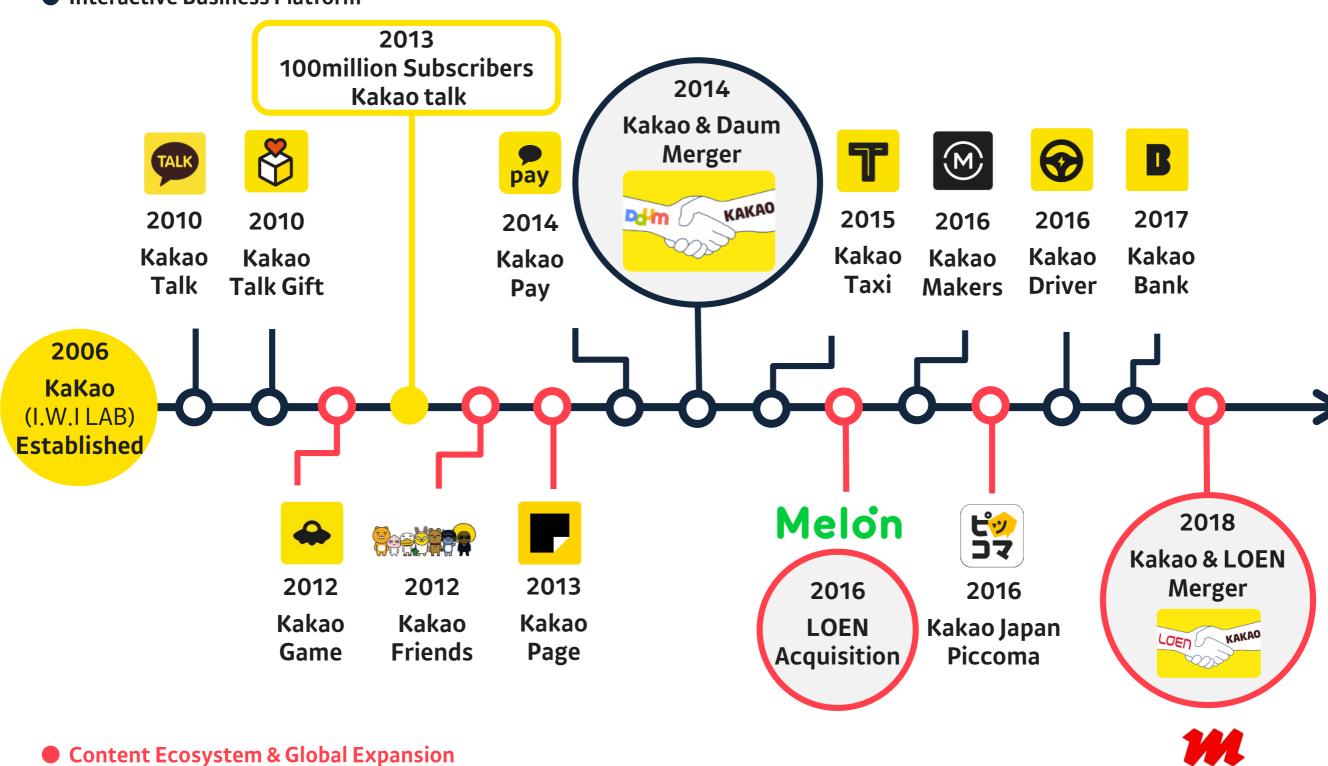
# "Connect Everything"

Innovating the way we connect for a better tomorrow



#### History

**Interactive Business Platform** 



#### **Undisputed Market Leader**



No1. Mobile Messenger Service in Korea 45 Million MAU in Korea 96% Market Share 87% Population Penetration



#### **Kakao Talk Monthly Active Users**



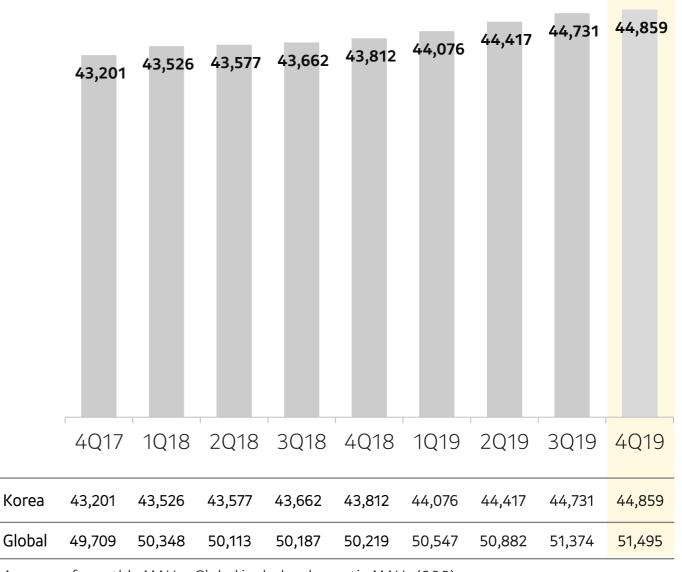
#1 Brand Power
Across 220 Industries in Korea



Most Admired Workplace
Among Top 100 Companies in Korea by
Market Cap.



#1 Social Contribution Index
Among the 57 Largest Conglomerate
Groups in Korea



Average of monthly MAUs. Global includes domestic MAUs (000).

#### **Kakao Ecosystem**

# kakao

#### Interactive Business Platform

#### Content Ecosystem & Global Expansion



















**Advertising** 

Commerce

Mobility

Tech-Fin

Al / Blockchain

Game

Web Literature

Music / Video

**IP Business** 

Talk board Launch

Leverage Talk Board as an Entry Point Kakao Commerce

Talk Based Transactional Business Model Unrivaled Positioning

No.1 Mobility Application Leading Tech-Fin

Innovation in Mobile Finance

Sustained Growth for Future

Expanding Kakao i & Blockchain Main Net Global Game Company

Development Capabilities for Casual to Hardcore Genre #1 App

The Largest Number of Original IPs **Dominant** Platform

Music Streaming & Downloads **#1 Characters** 

Most Likeable among Koreans

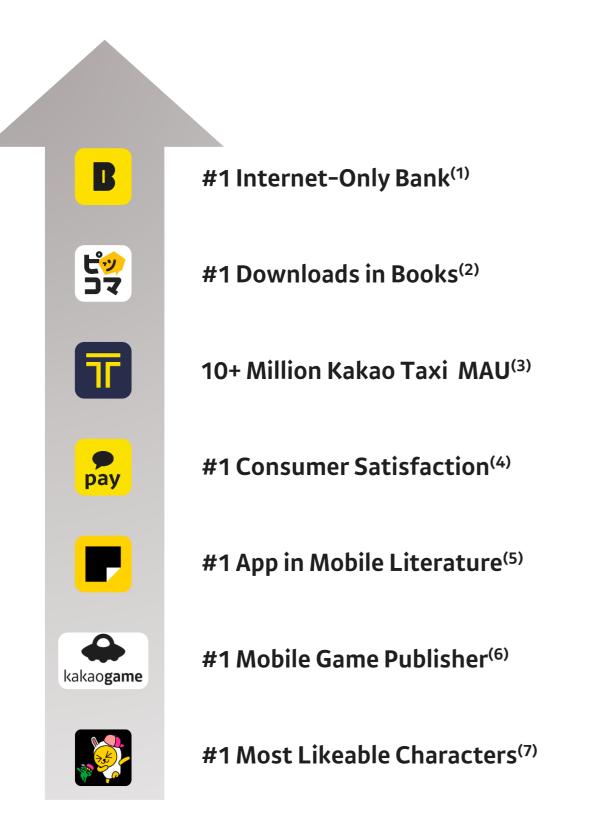
"Meaningful Relationship Extension" "Explosive Growth & Business Model Expansion"

ve "Multimodal & Platform with s All-Inclusive Transportation n" Needs" "Reshaping the Korean Financial Industry" "Future Growth Engine"

"Competitive Edge to be a Formidable Player"

"Aggressive Global Expansion via Unique Business Model" "One-of-a-Kind Business Model with Superior Profitability" "Cash & Loyalty Generator Through IP"

#### 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	<b>B</b> Kakao Bank
Kakao's Stake <sup>1)</sup>	69.3%	63.6%	60.9%	60.4%	33.5%
Strategic Partner	TPG°	ANCHOR	ANT	Tencent  ACEVILLE  netmarble  KRAFTON	Korea Investment Holdings Co., Ltd.  KB Kookmin Bank  netmarble  Tencent SKYblueLuxury  ebay
Investment Amounts (KRW bn)	<b>500</b> Jun. 2017	<b>125</b> Dec. 2016 <b>24</b> Jul. 2019	<b>230</b> Feb. 2017	<b>140</b> Feb. 2018	1,188

#### **Company Management**

#### **Kakao Founder & Chairman**



Brian Kim

"Korean Web Pioneer"

By Forbes Asia

#### **Kakao CEO**





1998 Founder & CEO

#### **О**НЭПСЭМС

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

2001 CEO

#### **NAVER**

#1 Search portal in Korea

#### 2009 Founder & Chairman

#### kakao

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

**Key Subsidiaries** 



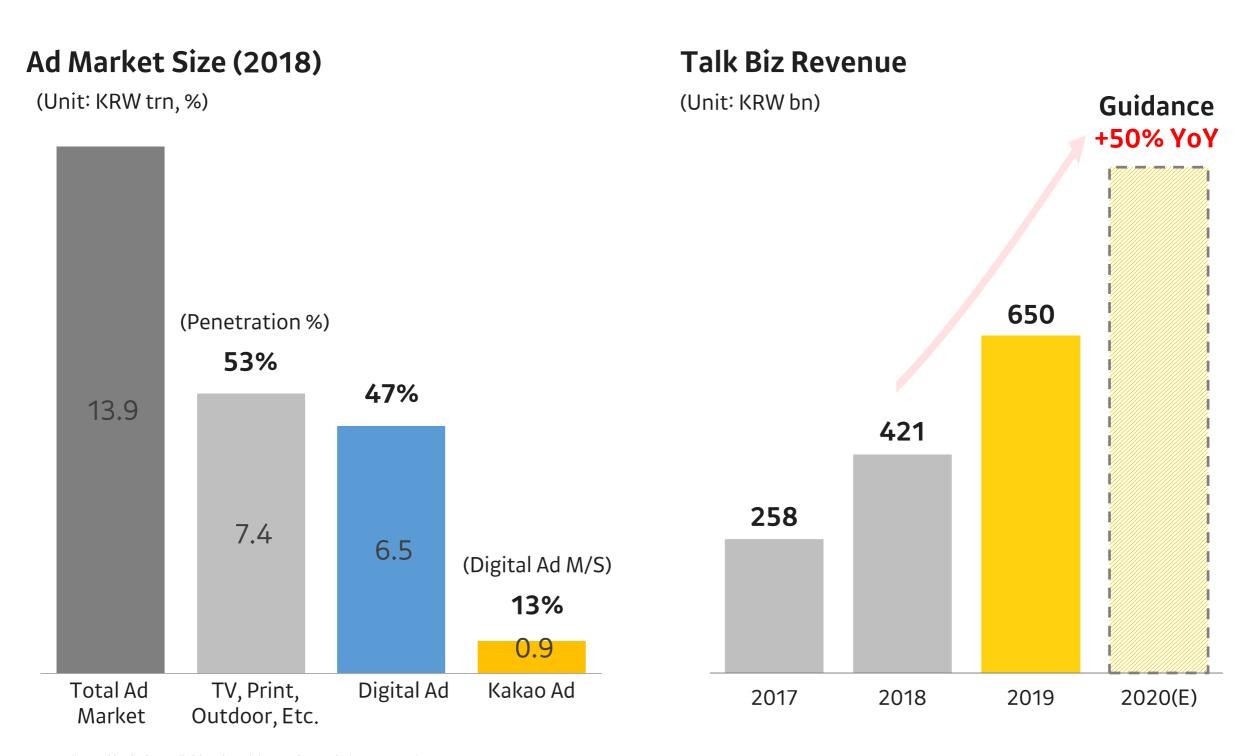




Kakao ecosystem
Kakao business
Financial overview

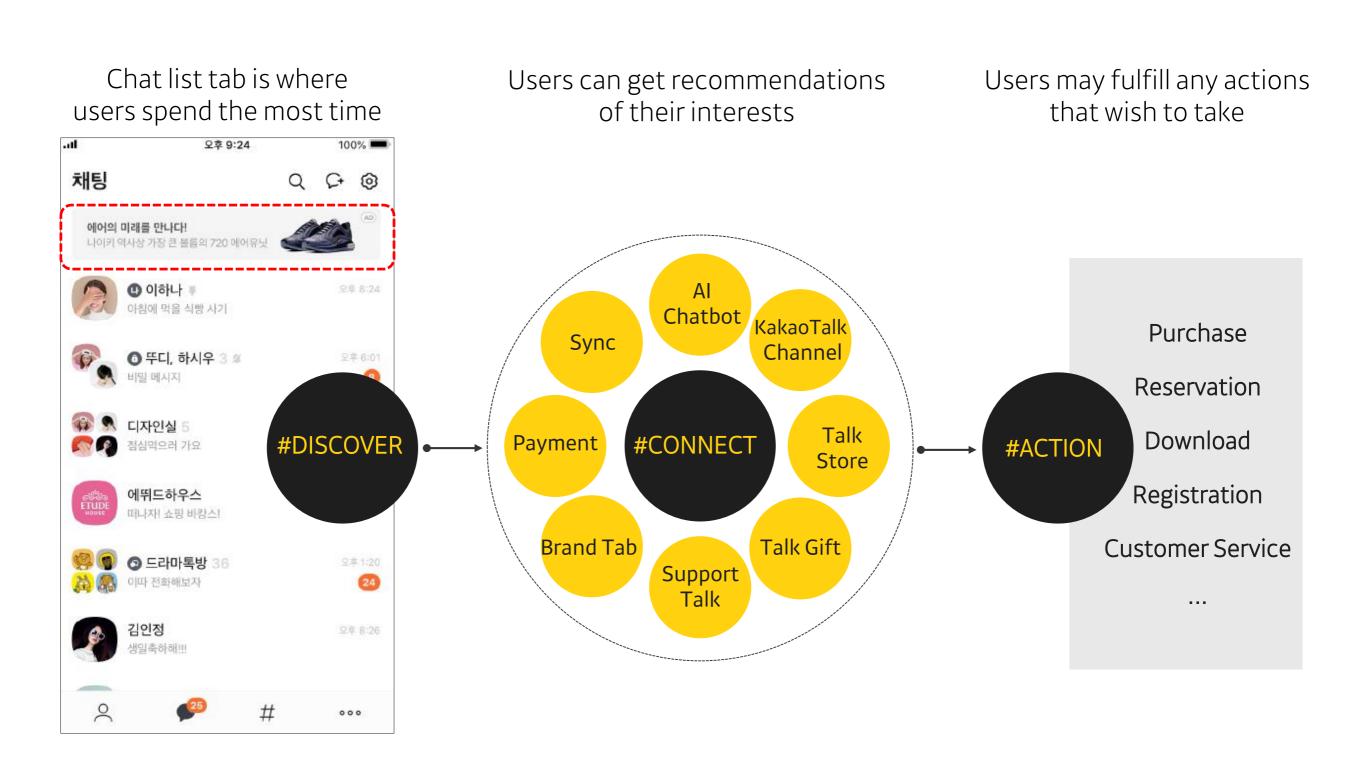
#### Paradigm Shift in Advertising Industry

#### Significant Growth Opportunity in Kakao Talk as a Biz Platform



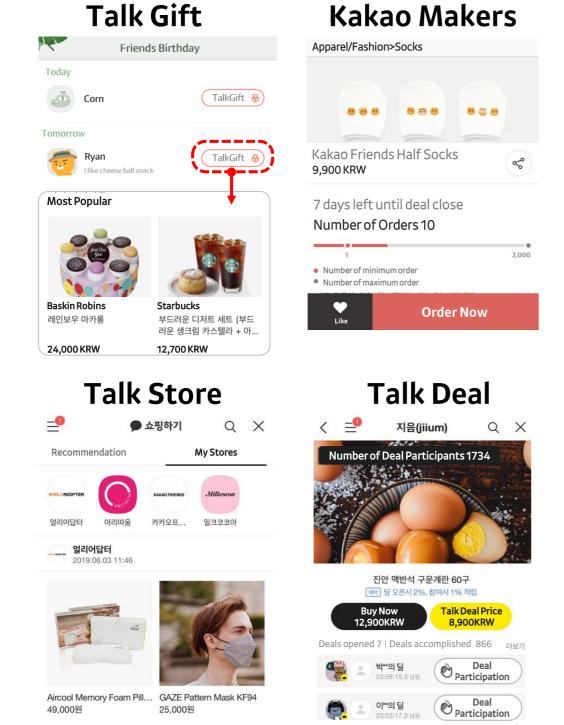
#### Talk Biz Advertising(Talk Board)

#### Talk Board, a New Innovative Way to Connect 45million Mega Traffic

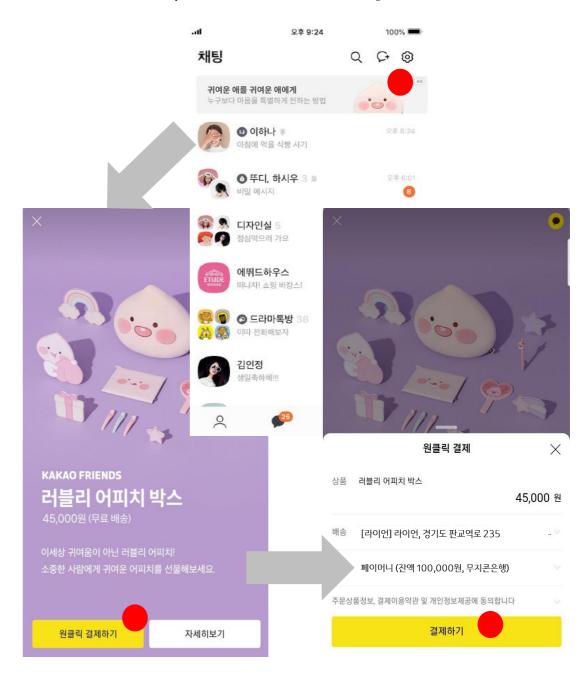


#### **Talk Biz Commerce**

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



# TalkBoard will revolutionize daily commerce experience



#### **Mobility**

#### Multimodal Platform with All-Inclusive Transportation Needs



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



Dominant Traffic

# 25mn+ Registered

Users

70+% of economically active population

#### 2.9mn+

Peak Daily Taxi-Hailing Orders

Based on large user base and registered taxi driver base

#### 9.6mn+

Credit Card Registrants

Ready to Pay Users (As of Dec 2019)

#### Kakao T Application Taxi Service Option Hyundai Hi, Department Store thank you for using kakao T. ₫ Ō Blue Est. 22,400KRW Driver Taxi Black Bike Smart Request Est. 20,400KRW Taxi with high dispatch record Premium Paying Service Option Parking Carpool Navi Shuttle General Request Est. 19,400KRW Taxi around you Taxis for women (coming soon) Trip

## Creating a Kakao's Own Mobility Ecosytem thru Partnerships



#### Kakao T Blue

Expanding the service coverage in the regional area

#### Techfin(Pay)

#### No.1 All-Encompassing Daily Financial Platform

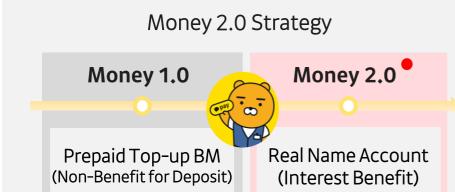


#### **Kakao Pay Key Indices**









Limit on Balance

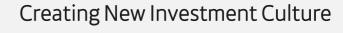
Limited Scope of Financial Service

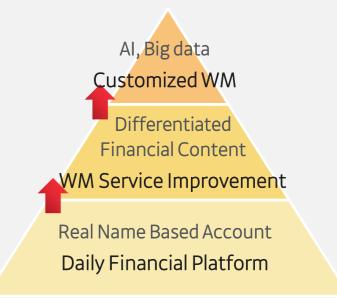
Equivalent to Brokerage Account

Diversified Financial Products

#### Kakao Pay Money Upgrade







#### Techfin(Bank)

#### No.1 Internet-Only Bank with Innovation



#### **Kakao Bank Key Indices**

W1.8trn Capital

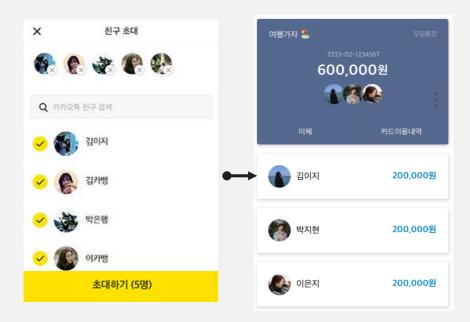
11mn+ (# of Clients) Accounts **W20.7trn**Deposits
4Q19

**W14.9trn**Credit Loans
4Q19

W15.4bn 3Q19 Accum. Net Income

Capital Increase W500bn Nov. 2019

#### Kakao Bank Moim Service(Dec 2018)



#### Pioneering a New Market Frontier



#### Platform Business Expansion

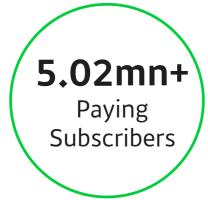


#### Music

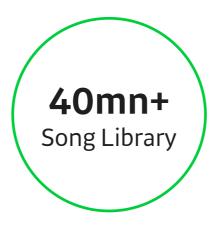
#### # 1 Digital Music Platform with Unparalleled Market Presence



#### **Melon Key Indices**



7mn Unique Visitor Dominant Traffic



Largest Music Content

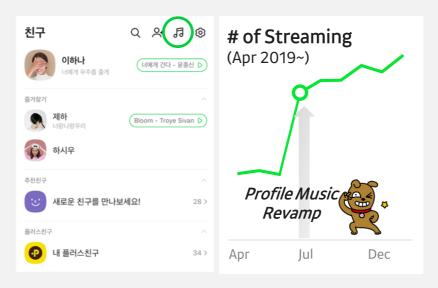


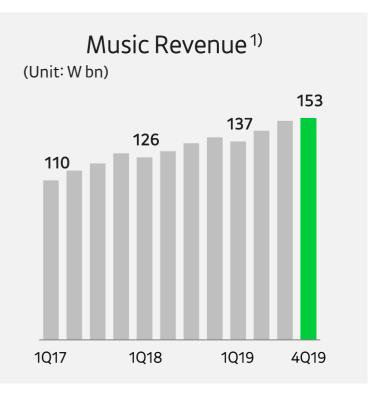
More personalized, customized functions

#### Customized Curation Melon DJ, FOR U



#### Increased Streaming Trend thru Talk Music





#### Game

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





20mn+MAU No.1 Mobile Game Platform

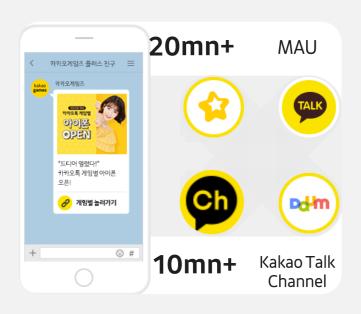
# **No.1 Publisher**

Multi-platform Game Service Encompassing PC and Mobile

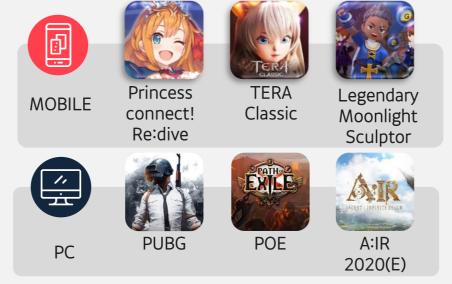


Going Global Leveraging Proven IPs

#### Game Marketing Platform



#### Publishing Game Line-up



#### Global Business Expansion

#### **Partnership** Expansion in overseas publishing thru global partnerships

Development In company development expertise **XLGAMES** 



Friends Town



Allstar Smash

#### **Paid Content (Web Literature)**

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





#### Paid Content Key Indices



+47% YoY (W290bn in 2018)



The Largest # of Original IPs



The Fastest Growing Manga Platform in Japan

#### Accelerating K-Content Distribution



Indonesia Kakaopage Global

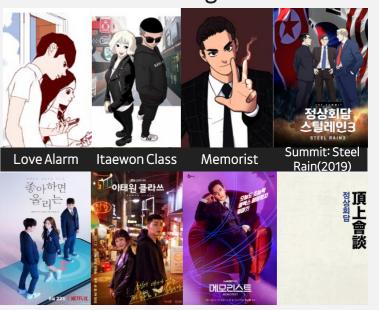


Kakao Japan Piccoma

#### Story IP Value & Utilization Up



#### Secondary Video Content based on Original IPs



#### IP Business(M)

#### Transforming into a Leading Global Content Provider



**No.1**Music
Distribution

Stable Cash Flow

W80bn+

Investment in K-pop

Annual Investment in Music Distribution Business

17mn+

1theK Subscriber

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

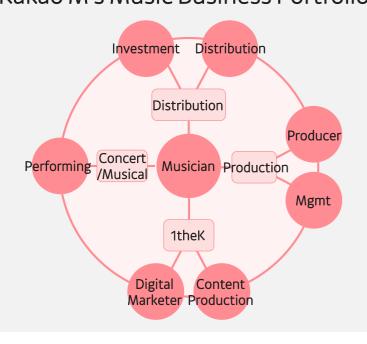
4 Music Labels

150+

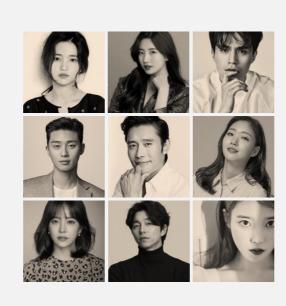
Actors& Actresses

Korea's Largest Talent Pool

#### Kakao M's Music Business Portfolio



# Vertical Integration in Content Production



#### **Content Production Capability**

#### **Talent Pool**

Competitive casting power

#### **Story IP**

Original IPs from Kakao Page and Piccoma

#### **Production**

Mega Monster, in-house production studio

#### **Key Creator**

Top-notch producers with the expertise

#### IP Business(IX)

#### Successfully Expanded into a Full-Fledged IP Business Player

#### **Kakao Friends IP**



#### **KAKAO FRIENDS**

#### **Going Global**



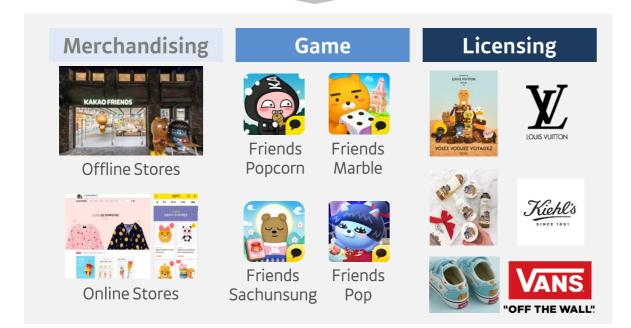
Japan | Tokyo Omotesando store open(Dec. 2018)



China | Tmall(domestic & global), JD.com



North America | Amazon



#### Flagship & Global Stores



GangNam July 2016



HongDae November 2016



Busan August 2017



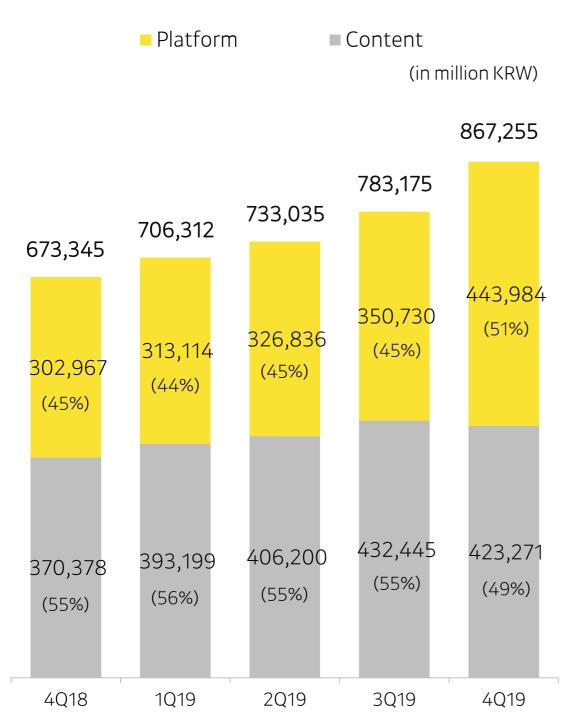
Japan Tokyo Omotesando December 2018

# Kakao ecosystem Kakao business Financial overview

#### **Total Revenue**

#### 4Q Total Revenue YoY +29% / QoQ +11%

Platform 51%, Content 49% 1)



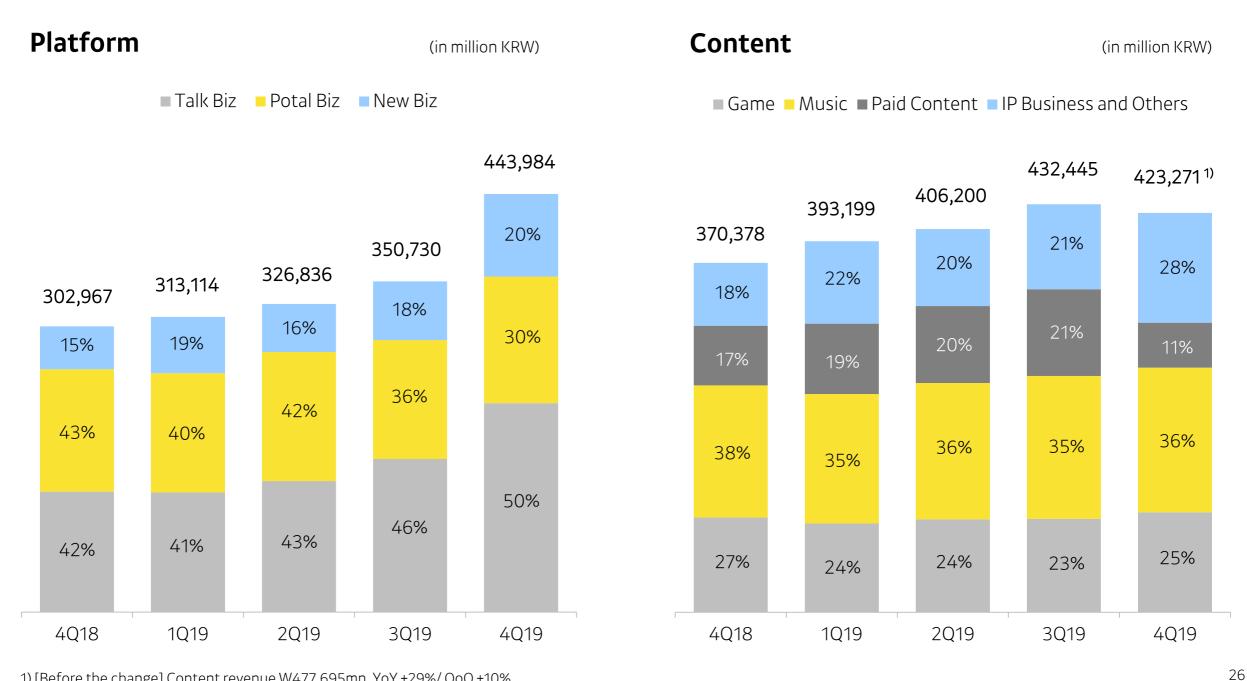
	Rever	ue Breakdown			
Platform	Talk Biz	KakaoTalk(KakaoTalk Channel, #Tab, Talk Store, etc.) Talk Gift Shop, Kakao Makers KakaoTalk Brand/B2C Emoticon New BM in KakaoTalk (Talk board, Chat Bot, etc.)			
	Portal Biz	Daum PC Daum Mobile Other subsidiaries' ad Kakao Story/Style/Page			
	New Biz	Mobility, Pay Misc. (Other Subsidiaries)			
	Game	Mobile PC Kakao VX			
	Music	Melon Kakao Music Digital music distribution Ticket			
Content	Paid Content	Kakao Page Daum Webtoon Piccoma <sup>1)</sup>			
	IP Business and Others	Kakao IX Kakao M (Excluding digital music distribution)			

<sup>1)</sup> Due to Kakao Japan's adoption of K-IFRS, the total annual adjustment for FY2019 (W54.4bn) were reflected into Piccoma's 4Q19 revenue. [Before the change] Total revenue growth YoY +37%/ QoQ +18%, platform accounts for 48%, business 52%

#### Platform / Content

Platform YoY +47% / QoQ +27%

Content YoY +14% / QoQ -2% 1)



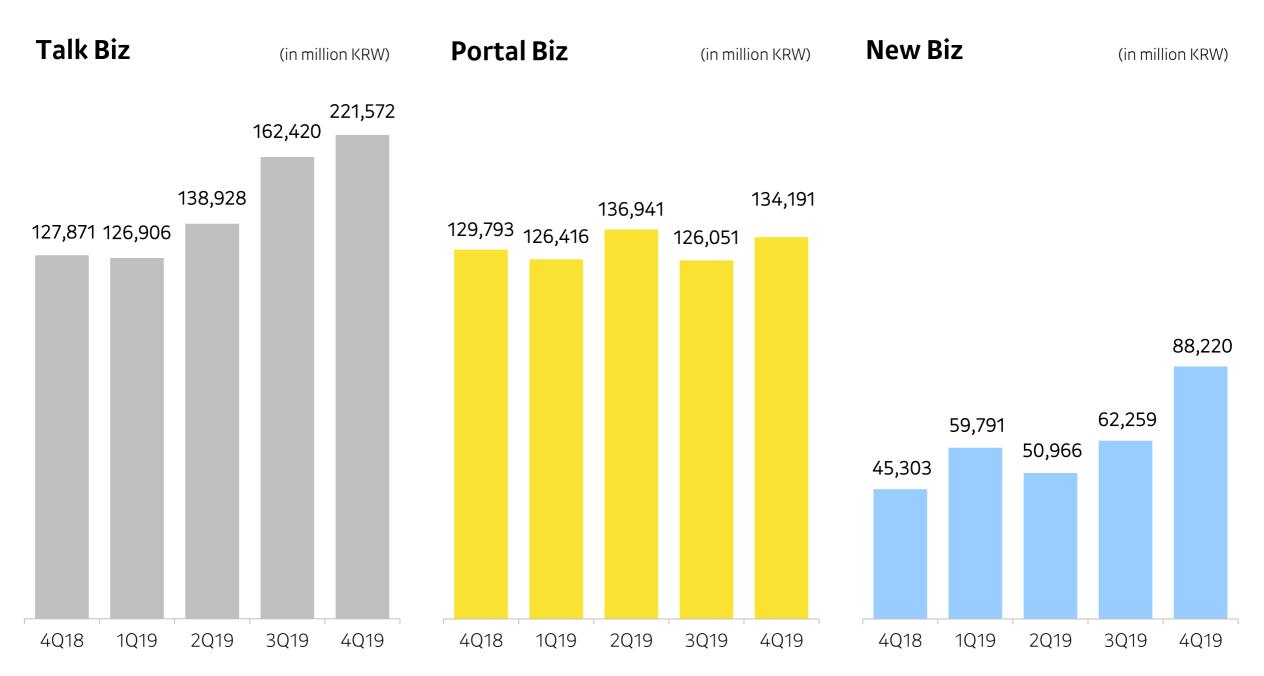
#### Platform | Talk Biz Portal Biz New Biz

Talk Biz YoY +73% / QoQ +36% Portal Biz YoY +3% / QoQ +6% New Biz YoY +95% / QoQ +42%

High revenue growth thanks to Talk board expansion and record high commerce GMV

YoY growth on adoption of new ad platform Kakao Moment

Accelerated growth on the back of monetization efforts from pay and mobility



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

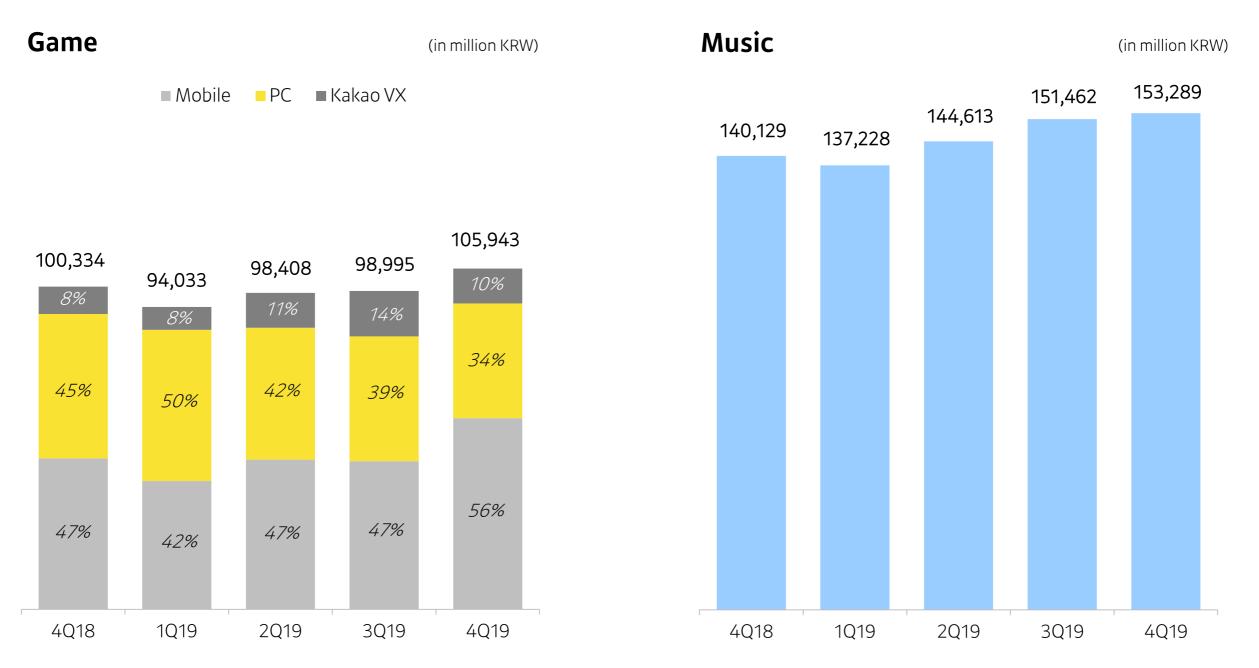
Game YoY +6% / QoQ +7%

Revenue growth on the back of new mobile game title launches

└ Mobile +27%(y)/+29%(q), PC -21%(y)/-8%(q), Kakao VX 28%(y)/ -23%(q)

Music YoY +9% / QoQ +1%

Stable growth continued owing to service quality improvement



#### **Content** | Paid Content | IP Business and Others

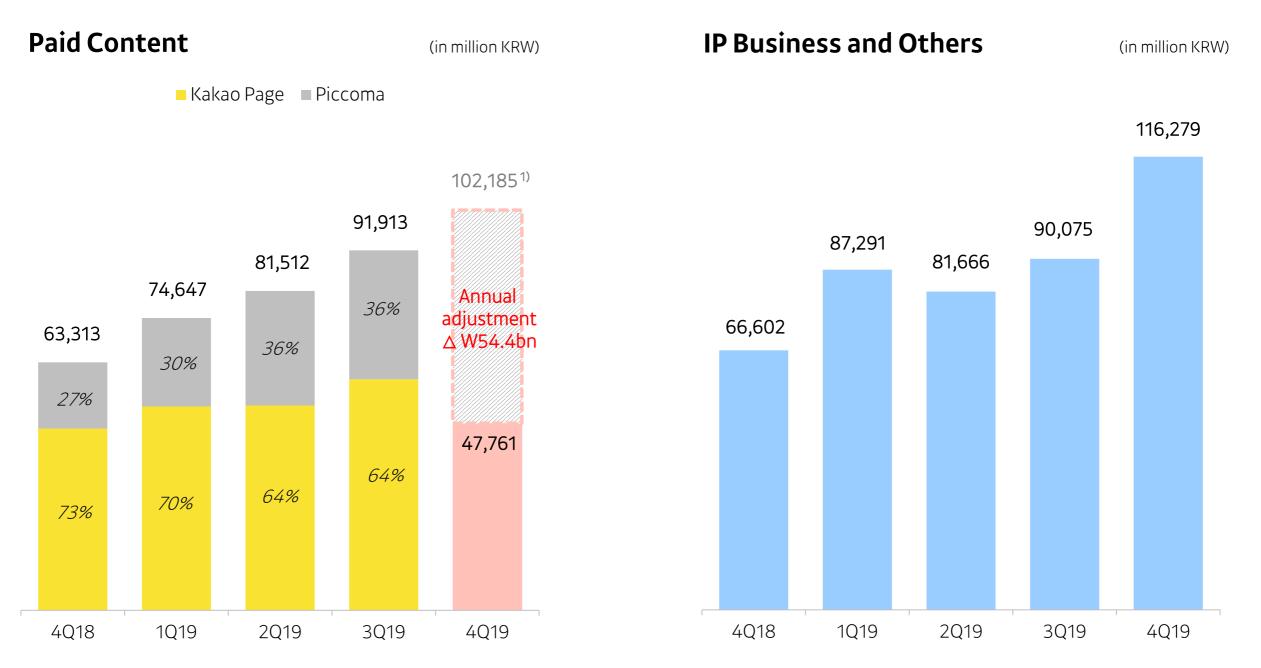
Paid Content YoY -25% / QoQ -48% 1)

└ Kakao Page +33%(y)/+5%(q), Piccoma -183%(y)/-143%(q)

IP Business and Others YoY +75% / QoQ +29%

Annual adjustment of  $\triangle$ W54.4bn into 4Q due to Kakao Japan's K-IFRS adoption. Excl. adjustment, both Kakao page and Piccoma saw historical high revenue.

Kakao M's business portfolio expansion and Kakao Friends IP Business revenue growth



# **Earnings Summary**

(in million KRW)

	4Q18	3Q19	4Q19	Chg.		2018	2019	Chg. YoY
Total Revenue	673,345	783,175	867,255	YoY 29%	QoQ 11%	2,416,992	3,089,778	28%
Platform	302,967	350,730	443,984	47%	27%	1,039,315	1,434,663	38%
Talk Biz	127,871	162,420	221,572	73%	36%	421,141	649,827	54%
Portal Biz	129,793	126,051	134,191	3%	6%	495,429	523,599	6%
New Biz	45,303	62,259	88,220	95%	42%	122,744	261,237	113%
Content	370,378	432,445	423,271	14%	-2%	1,377,678	1,655,115	20%
Game	100,334	98,995	105,943	6%	7%	416,960	397,379	-5%
Music	140,129	151,462	153,289	9%	1%	532,850	586,592	10%
Paid Content	63,313	91,913	47,761	-25%	-48%	218,407	295,833	35%
IP Business and Others	66,602	90,075	116,279	75%	29%	209,461	375,311	79%
Operating Expenses	669,052	724,093	787,853	18%	9%	2,344,044	2,883,171	23%
Operating Profit	4,293	59,082	79,402	1,750%	34%	72,949	206,607	183%
Margin (%)	0.6%	7.5%	9.2%	8.5%pt	1.6%pt	3.0%	6.7%	3.7%pt
Net Profit	-28,639	51,454	-439,832	-	-	15,889	-339,821	-
Controlling Interests	-969	55,717	-420,188	_	_	47,886	-298,185	_
Non-controlling Interests	-27,670	-4,263	-19,644	-	-	-31,997	-41,637	-

# **Operating Expenses**

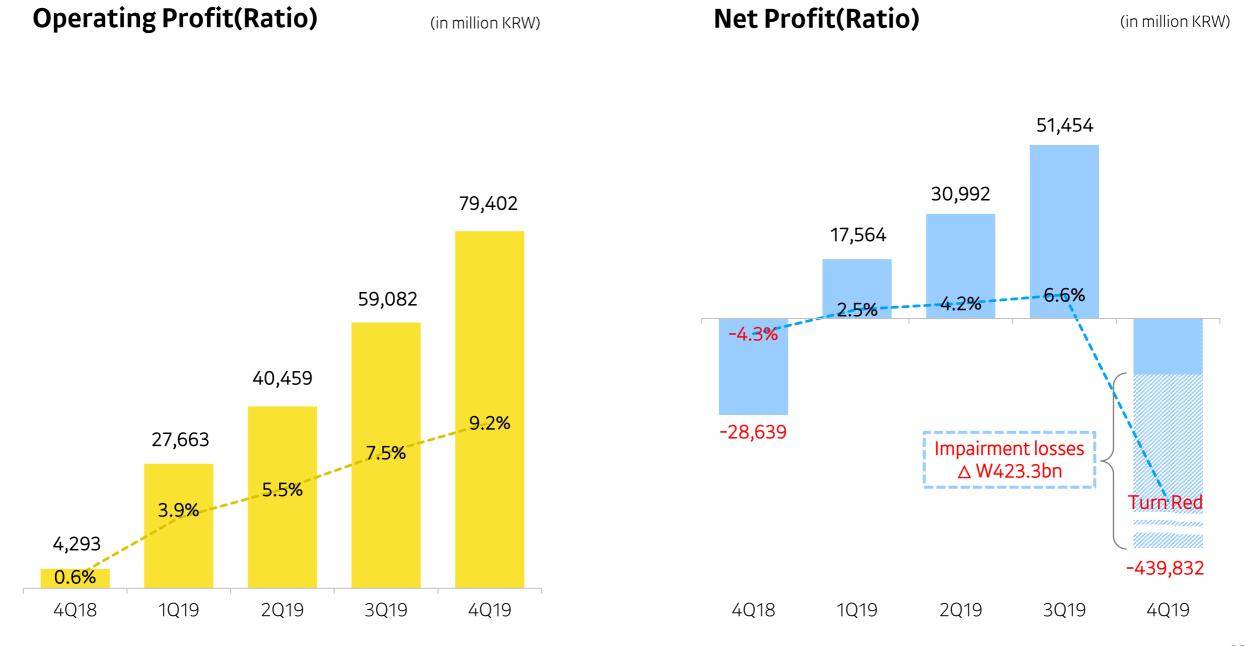
(in million KRW)

	4Q18	3Q19	4Q19	Ch	ıg.	2018	2019	Chg.
			. 1.3	YoY	QoQ		20.0	YoY
Operating Expenses	669,052	724,093	787,853	18%	9%	2,344,044	2,883,171	23%
Labor Cost	158,323	177,401	205,178	30%	16%	541,852	701,750	30%
Cost of Revenue	306,867	355,005	359,770	17%	1%	1,079,489	1,387,302	29%
Outsourcing / Infrastructure	87,804	79,145	106,783	22%	35%	314,379	360,283	15%
Marketing Expense	55,741	36,840	41,505	-26%	13%	187,314	151,229	-19%
Depreciation and Amortization Cost	38,193	60,746	56,392	48%	-7%	138,113	220,641	60%
Misc.	22,124	14,955	18,224	-18%	22%	82,897	61,967	-25%

#### **Profits**

Operating Profit YoY +1,750% / QoQ +34% Net Loss W439.8bn

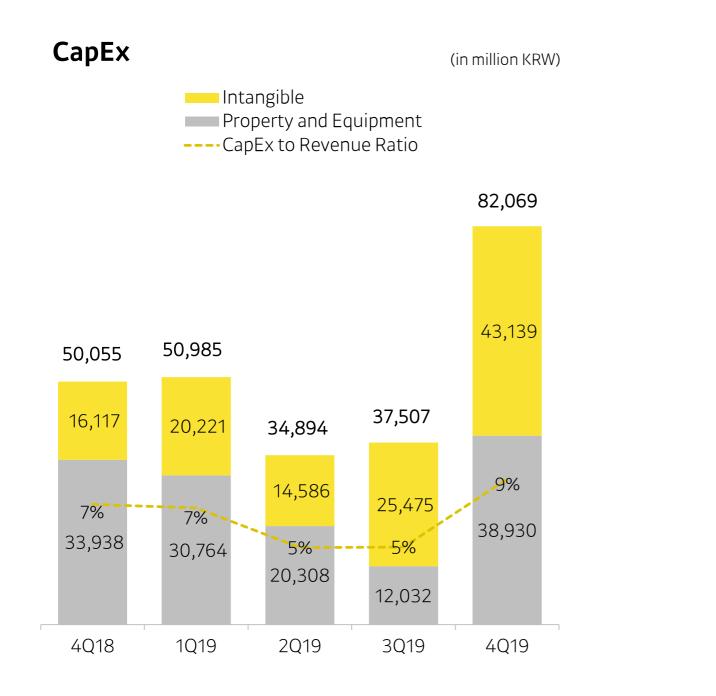
Record high operating profit thanks to solid revenue growth from both existing and new businesses and cost control efforts. However, turned into net loss due to the one-time recognition of impairment losses on intangible assets.

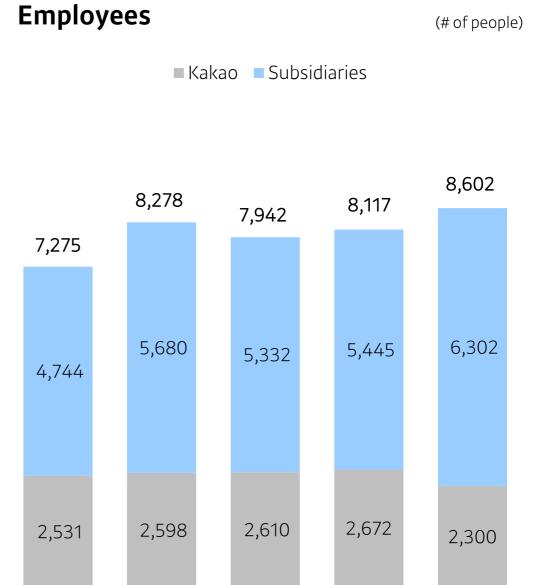


#### CapEx / Employees

CapEx YoY +64% / QoQ +119%

Employees YoY +1,327 / QoQ +485





2Q19

3Q19

4Q18

1Q19

4Q19

### **Consolidated Financial Statements Summary**

Consolidated Incor	ne Stat	:ement			
(in million KRW)	4Q18	1Q19	2Q19	3Q19	4Q19
Total Revenue	673,345	706,312	733,035	783,175	867,255
Platform	302,967	313,114	326,836	350,730	443,984
Talk Biz	127,871	126,906	138,928	162,420	221,572
Portal Biz	129,793	126,416	136,941	126,051	134,191
New Biz	45,303	59,791	50,966	62,259	88,220
Content	370,378	393,199	406,200	432,445	423,271
Game	100,334	94,033	98,408	98,995	105,943
Music	140,129	137,228	144,613	151,462	153,289
Paid Content	63,313	74,647	81,512	91,913	47,761
IP Business and Others	66,602	87,291	81,666	90,075	116,279
Operating Expenses	669,052	678,649	692,577	724,093	787,853
Labor Cost	158,323	160,127	159,044	177,401	205,178
Cost of Revenue	306,867	330,644	341,883	355,005	359,770
Outsourcing / Infrastructure	87,804	89,930	84,424	79,145	106,783
Marketing Expense	55,741	32,947	39,937	36,840	41,505
Depreciation and Amortization Cost	38,193	50,142	53,360	60,746	56,392
Misc.	22,124	14,859	13,928	14,955	18,224
Operating Profit	4,293	27,663	40,459	59,082	79,402
Margin (%)	0.6%	3.9%	5.5%	7.5%	9.2%
Other Non-Operating Income	21,676	8,837	13,463	30,070	28,891
Other Non-Operating Expenses	33,536	16,048	10,955	12,193	481,782
Financial Income	44,077	22,801	13,319	30,091	15,458
Financial Expenses	27,918	5,729	13,770	9,359	25,851
Equity-method Income	-20,361	2,988	11,052	-8,844	-26,339
Profit before Income Tax	-11,769	40,512	53,567	88,847	-410,220
Income Tax	16,870	22,948	22,575	37,392	29,611
Net Profit	-28,639	17,564	30,992	51,454	-439,832
Controlling Interests	-969	27,512	38,775	55,717	-420,188
Non-controlling Interests	-27,670	-9,948	-7,782	-4,263	-19,644
EBITDAR 1)	42,486	77,806	93,819	119,829	135,795

Consolidated Statement	of Financia	al Position	
(in million KRW)	2017.12.31	2018.12.31	2019.12.31
Current Assets	1,993,096	2,858,950	2,886,571
Cash and Cash Equivalents	1,116,793	1,247,013	1,918,225
S-T Financial Instruments	394,152	924,215	207,767
Account Receivable	179,238	193,669	156,897
Other Current Financial Assets Other Current Assets	134,343 168,570	207,656 286,397	303,162 300,521
Other Current Assets	100,570	200,397	300,321
Non-Current Assets	4,356,332	5,100,592	5,899,857
Investments in Associates and Joint Ventures	161,950	305,188	976,359
, Tangible Assets	271,044	314,812	349,818
Intangible Assets	3,689,582	3,865,265	3,549,512
Other Non-current Assets	233,756	615,327	1,024,168
Total Assets	6,349,428	7,959,542	8,786,429
Comment Linkillein	4.070.060	2 020 406	2.574.052
Current Liabilities Account Payable and Other	1,040,863	2,039,196	2,571,953
payable	280,380	460,813	627,577
Short-term Borrowings	174,372	609,480	448,691
Income Tax Payable	115,123	71,040	147,904
Other Current Liabilities	470,989	897,863	1,347,781
Non-Current Liabilities	800,745	293,188	447,367
Long-term Borrowings	620,808	44,995	66,197
Deferred Income Tax Liabilities	139,502	151,228	63,739
Other Non-Current Liabilities	40,435	96,965	317,430
Liabilities			
Total Liabilities	1,841,609	2,332,385	3,019,320
D.:1: C.::1	2 / 22 /	/4 <b>7</b> / /	/2.464
Paid-in Capital Capital Surplus	34,004 3,603,587	41,744	43,161
Other Accumulated Earnings	-6,026	4,647,543 1,492	5,061,115 7,238
Accumulated Other	,	•	•
Comprehensive Income	-4,968	-7,329	-15,382
Retained Earnings	402,542	453,400	145,433
Minority Interest	478,681	490,307	525,544
Total Equity	4,507,820	5,627,158	5,767,109
Total Liabilities & Equity	6,349,428	7,959,542	8,786,429

### Financial Statements Summary (Kakao only)

Income Statement					
(in million KRW)	4Q18	1Q19	2Q19	3Q19	4Q19
Total Revenue	385,046	331,522	361,961	388,482	431,506
Operating Expenses	344,574	296,869	316,612	338,958	364,968
Labor Cost	83,431	66,316	66,071	78,716	85,082
Cost of Revenue	164,786	151,260	162,666	168,150	188,654
Outsourcing / Infrastructure	50,438	45,234	47,056	45,549	43,023
Marketing Expense	12,875	2,184	4,844	5,054	14,338
Depreciation and Amortization Cost	25,810	28,277	31,438	36,881	29,058
Misc.	7,234	3,599	4,537	4,608	4,814
Operating Profit	40,472	34,654	45,348	49,524	66,538
Margin (%)	10.5%	10.5%	12.5%	12.7%	15.4%
Other Non-Operating Income	2,359	1,006	1,344	3,915	4,699
Other Non-Operating Expenses	26,873	13,664	12,060	6,482	440,649
Financial Income	16,795	13,638	12,494	31,625	35,602
Financial Expenses	18,552	3,995	4,446	2,505	22,995
Profit before Income Tax	14,201	31,639	42,680	76,076	-356,805
Income Tax	15,117	10,435	16,543	9,391	-1,560
Net Profit	-915	21,204	26,137	66,686	-355,245

(in million KRW)	2017.12.31	2018.12.31	2019.12.31
Current Assets	632,508	1,261,480	1,034,25
Cash and Cash Equivalents	388,574	250,920	647,12
S-T Financial Instruments	14,834	601,712	15,59
Account Receivable	77,955	71,333	94,99
Other Current Assets	151,145	337,515	276,54
Non-Current Assets	4,324,369	4,941,359	5,467,92
Investments in Associates, Subsidiaries and Joint Ventures	2,368,582	1,496,538	2,212,39
Tangible Assets	208,084	236,016	248,31
Intangible Assets	1,620,416	2,875,510	2,458,57
Other Non-current Assets	127,287	333,295	548,64
Total Assets	4,956,878	6,202,839	6,502,17
Current Liabilities	948,931	1,250,706	1,442,08
Account Payable and Other payable	163,318	404,760	686,65
Short-term Borrowings	378,088	564,921	429,06
Income Tax Payable	81,507	59,204	115,12
Other Current Liabilities	326,018	221,821	211,24
Non-Current Liabilities	450,237	200,790	183,82
Long-term Borrowings	392,974	39,939	39,96
Deferred Income Tax Liabilities	28,992	126,350	16,76
Other Non-Current Liabilities	28,271	34,501	127,09
Total Liabilities	1,399,168	1,451,496	1,625,91
Paid-in Capital	34,004	41,744	43,16
Capital Surplus	3,036,434	4,096,216	4,462,25
Other Accumulated Earnings	-6,026	35,547	41,29
Accumulated Other	•	,	·
Comprehensive Income	-4,472	-1,606	-2,89
Retained Earnings	497,769	579,442	332,45
Total Equity	3,557,710	4,751,343	4,876,26
Total Liabilities & Equity	4,956,878	6,202,839	6,502,17

# **Thank You**

