kakao

September 2020 | Investor Relations



Disclaimer

Financial information contained in this document is based on consolidated K-IFRS that have not been reviewed by an auditor: therefore, the information and financial data contained in this document are subject to change upon an independent auditor's review.

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. Kakao is not liable for providing future updates on all figures included in this document.

Table of Contents

Kakao Ecosystem	4
Kakao Business	12
Talk Biz – Ad	13
Talk Biz – Commerce	16
Mobility	17
Techfin(Pay)	18
Techfin(Bank)	19
Music	20
Game	21
Paid Content	22
IP Business(M)	23
IP Business(Kakao Friends)	24
B2B Business	25
Financial Overview	26

Kakao Ecosystem

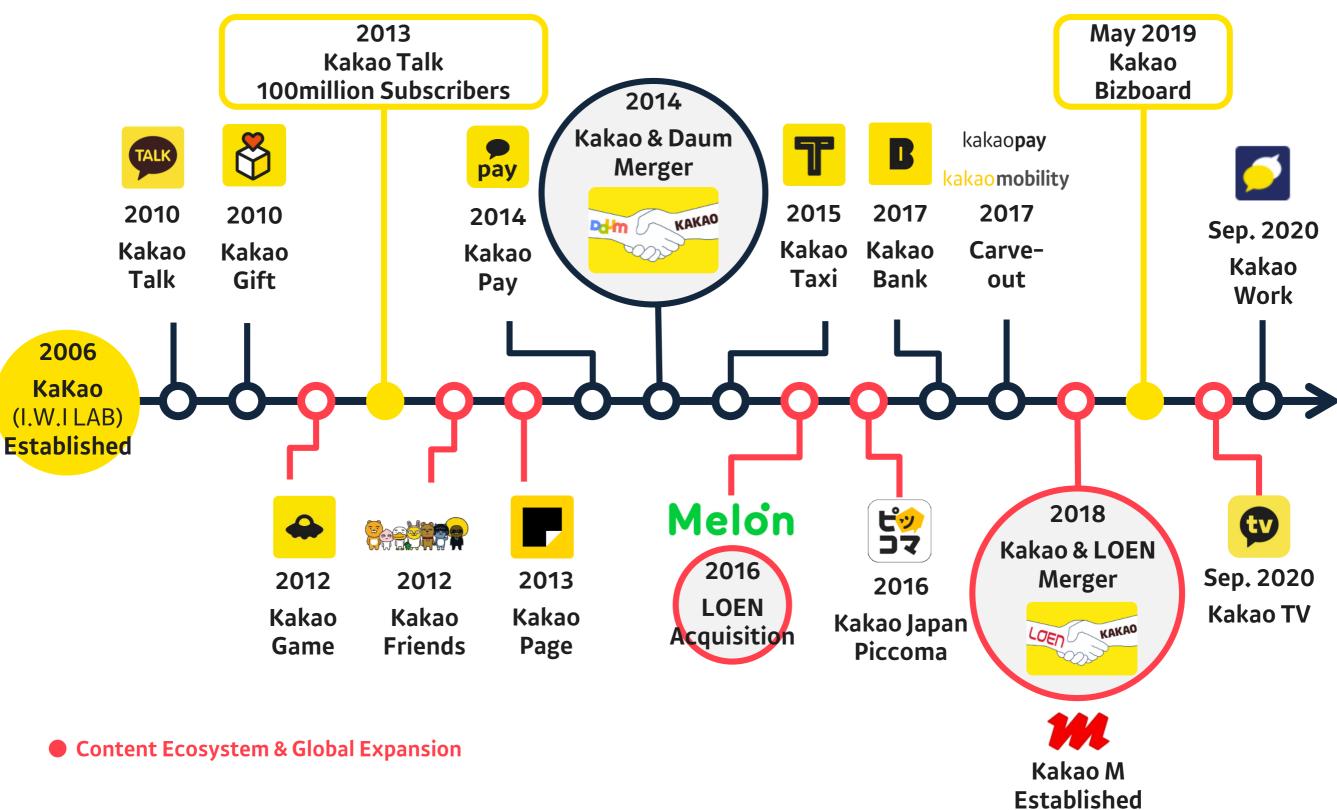
Kakao Business Financial Overview Mission

Making a Better World with People and Technology



History

Interactive Business Platform



Undisputed Market Leader



No1. Mobile Messenger Service in Korea 46 Million MAU in Korea 97% Market Share **88% Population Penetration**



```
#1 Brand Power
Among 220 companies across industries
in Korea
```

Among Top 100 Companies in Korea by



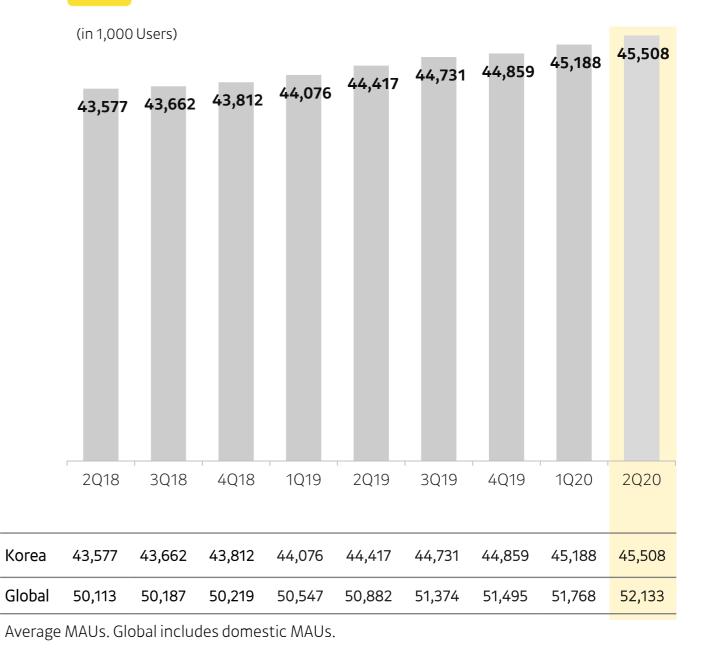
#1 Social Contribution Index Among the 57 Largest Conglomerate **Groups in Korea**

Most Admired Workplace

Market Cap



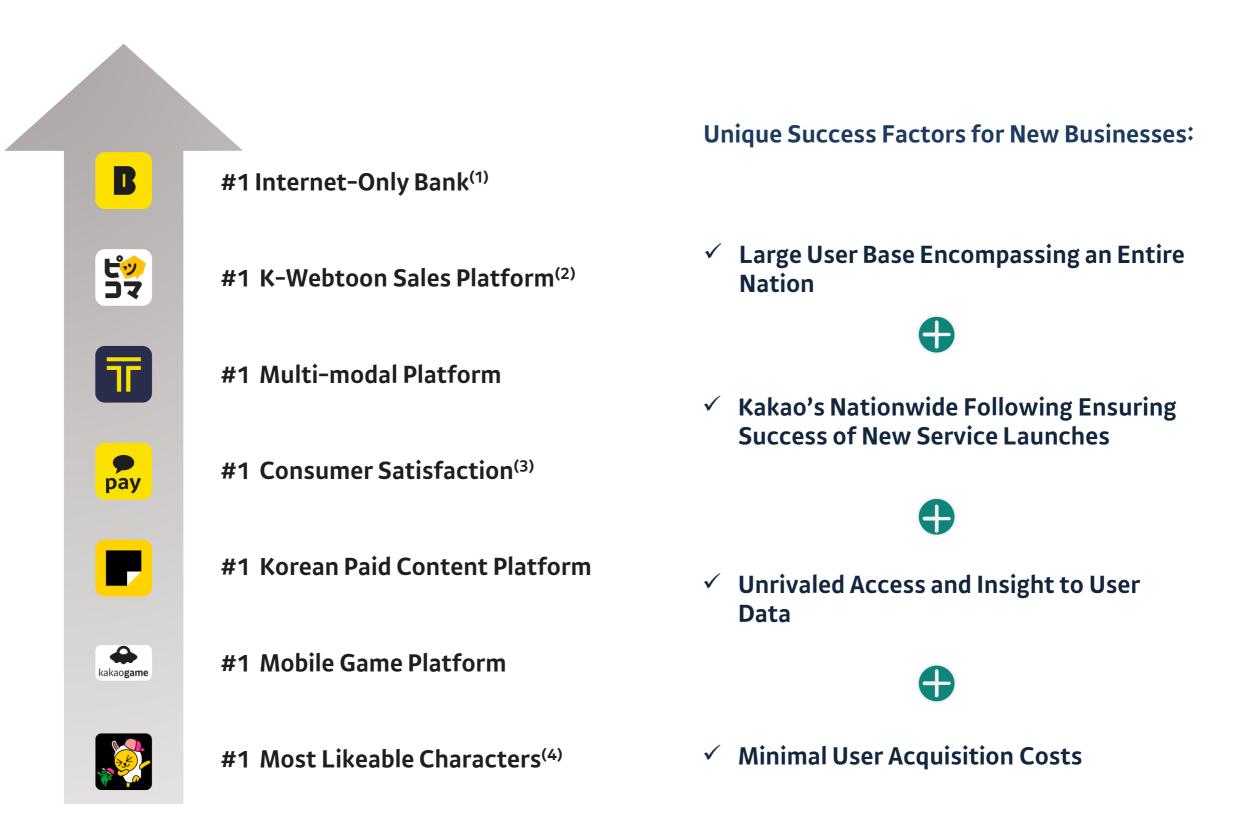
Kakao Talk Monthly Active Users



kakao

Interactive Business Platform				Content	Ecosystem	& Global Exp	ansion	
Advertising	Commerce	Mobility	وت Tech-Fin	Al / Blockchain	Game	Web Literature	Music / Video	IP Business
Kakao Bizboard Leverage Bizboard as an Entry Point	Kakao Commerce Talk Based Transactional Business Model	Unrivaled Positioning No.1 Mobility Application	Leading Tech-Fin Innovation in Mobile Finance	Future Growth Engine Expanding B2B Business& Blockchain Main Net	Global Game Company Publishing& Developing Capabilities	#1 App The Largest Number of Original IPs	Dominant Platform Music Streaming & Downloads	#1 Celeb IP Korean Top Talent &Character
"Meaningful Relationship Extension"	"Explosive Growth & Business Model Expansion"	"Multimodal Platform with All-Inclusive Transportation Needs"	"Reshaping the Korean Financial Industry"	"Sustained Growth for Future"	"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



Notes: (1) In terms of asset size. (2) KakaoJapan's Piccoma, 2019 annual sales record in Japanese digital manga market. (3) Survey by Korea Consumer Board, Consumer satisfaction for mobile payment. (4) Korea Creative Content Agency survey.

Global Strategic Partnerships

Kakao's Stake ¹⁾	F Kakao Mobility 69.3%	Kakao Page63.5%	pay Kakao Pay 56.1%	Kakao Games46.1%	Kakao M78.2%	B Kakao Bank 33.5%
Strategic Partner	TPG	Anchor	FINANČIAL	Tencent ACEVILLE	Anchor	korea Investment Holdings Co., Ltd. Kookmin Bank Rookmin Bank Rookmin Bank Rookmin Bank Kyblue Luxury Chay
Transaction Valuation (KRW tn)	Jun. 2017 1.6	Jul. 2019 1.2	Jul. 2020 1.1	Sep. 2020 4.6	Mar. 2020 1.7	Capital ¹⁾ 1.8
Investment Amounts (KRW bn)	500	125 Dec. 2016 24 Jul. 2019	230 Feb. 2017 115 Jul. 2020	Market Cap ²⁾	210	

1) Latest filings 2) Market cap at close of listing date

Company Management

Kakao Founder & Chairman



Brian Kim "Korean Web Pioneer" By Forbes Asia

Kakao CEO



Mason Yeo Se

Key Subsidiaries

Sean Joh

Kakao Pay



Alex Ryu

Kakao Enterprise



Andrew Beak

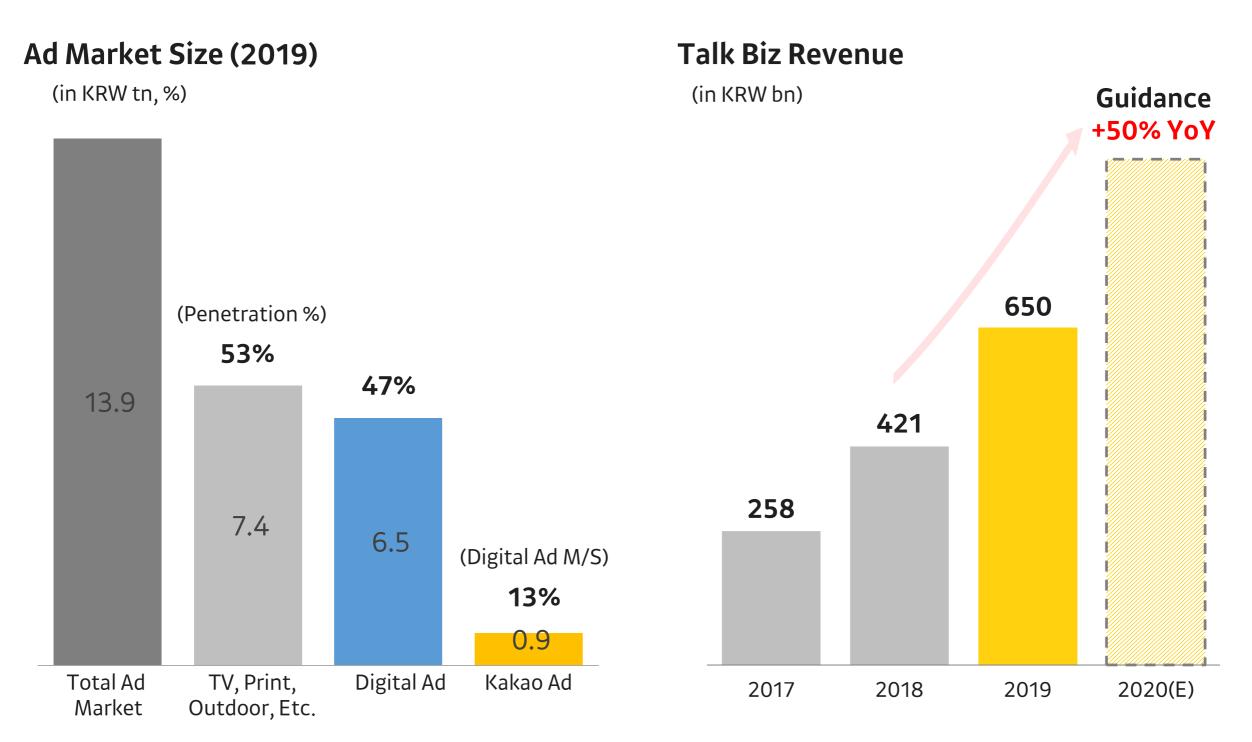
1998	Founder & CEO	Kakao G	Sames	Kakao Mobility	Kak
	6 напсате				
	One of the first online game portals globally	Ger	2000		
	* Merged with NAVER (in 2000)				
2001	CEO	Nkay Namkoong	Leo Cho	Alex Ryu	Ale
	NAVER				V
	#1 Search portal in Korea	Kakao Page	Kakao Japan	Kakao M	K Ent
2009	Founder & Chairman	(Ge)	60	(A A A A A A A A A A A A A A A A A A A	e
	kakao	J.S.			
	#1 Mobile messaging app company in Korea				
	*Merged with Daum (in 2014)	Joy Lee	Jay Kim	Stephan Kim	Andro

11

Kakao Ecosystem Kakao Business Financial Overview

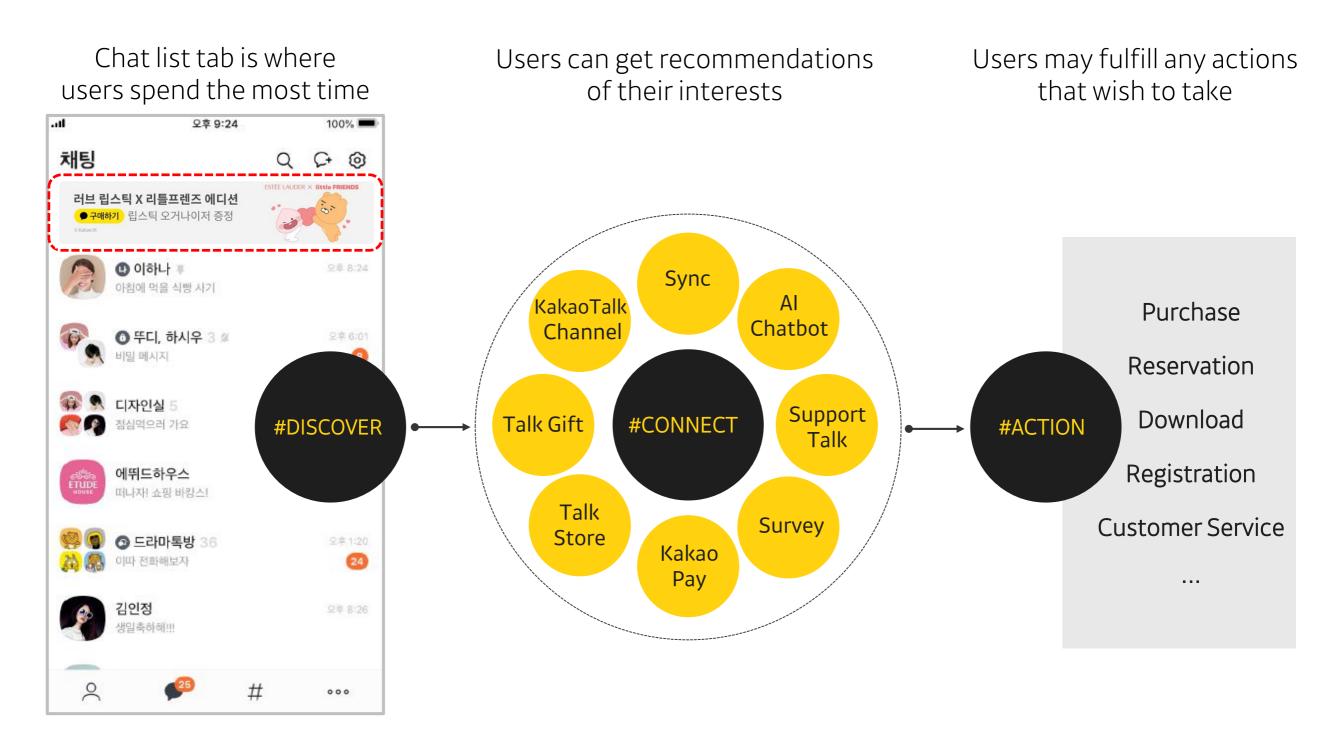
Paradigm Shift in Advertising Industry

Significant Growth Opportunity in Kakao Talk as a Biz Platform



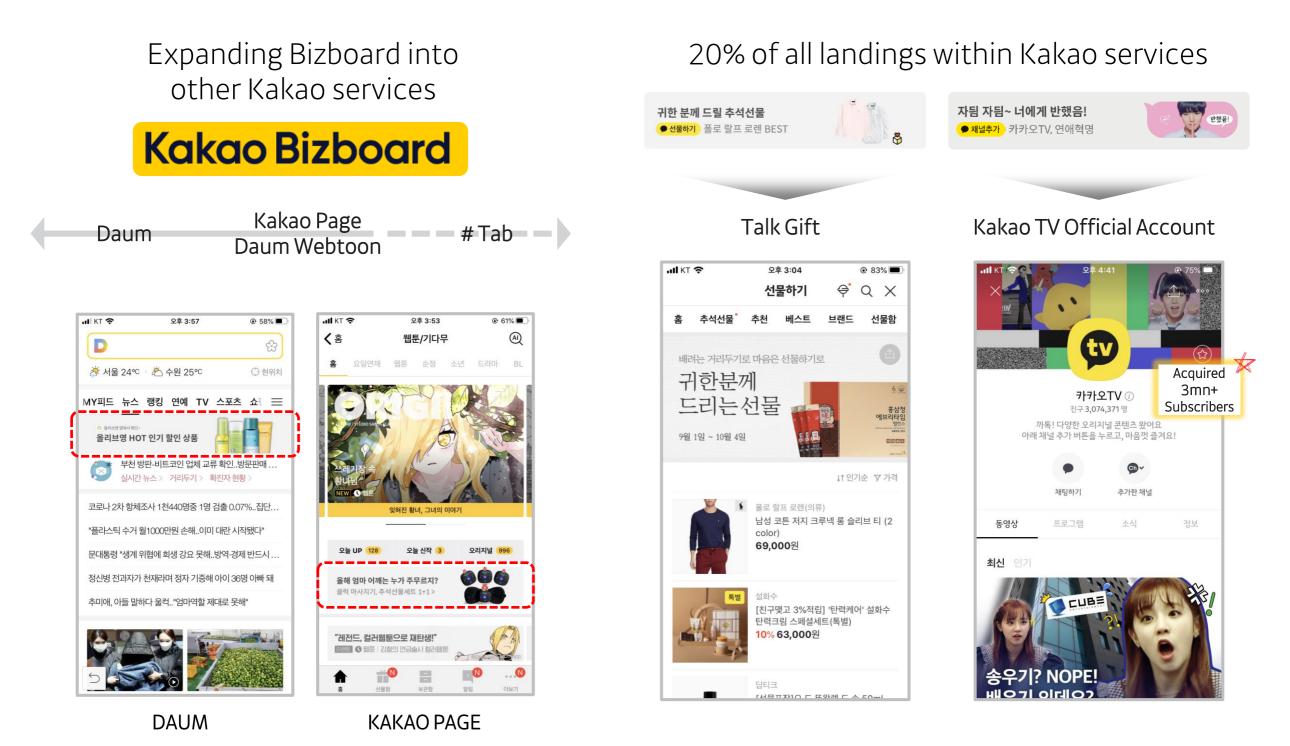
Talk Biz Advertising(Kakao Bizboard)

New Innovative Way to Connect 46 million Mega Traffic



Evolution of Kakao Bizboard

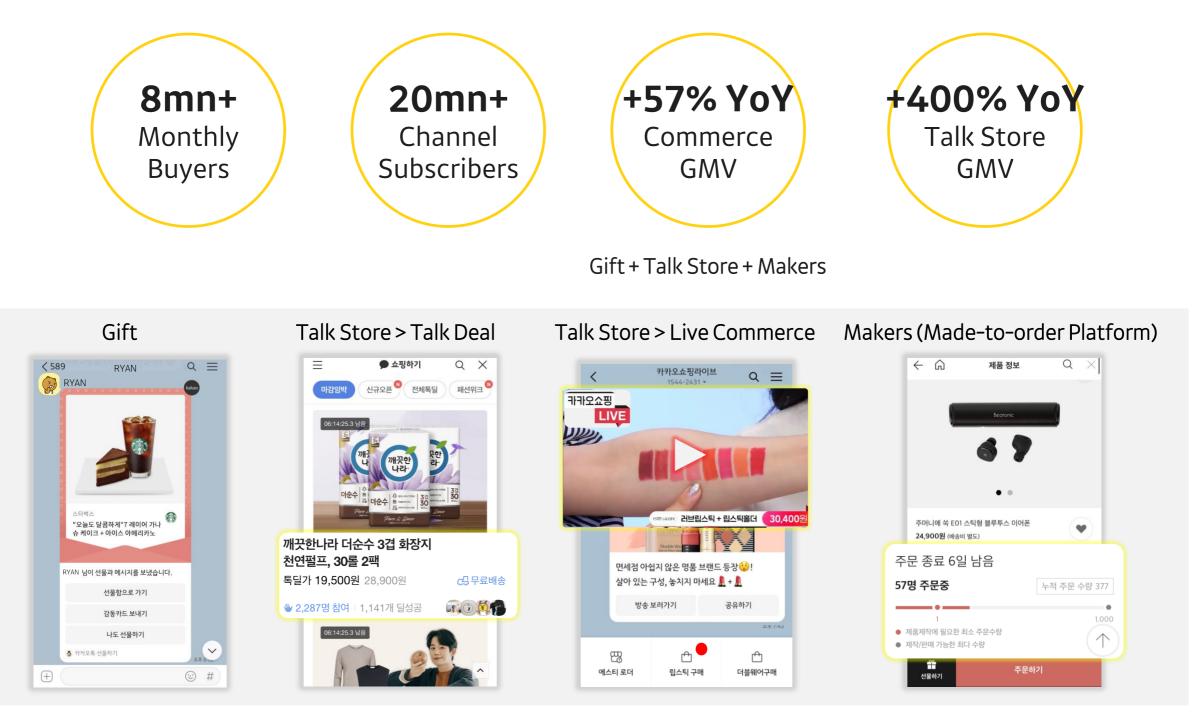
Mid-to-long Term Growth Driver with Bizboard Inventory Expansion



Talkbiz Commerce

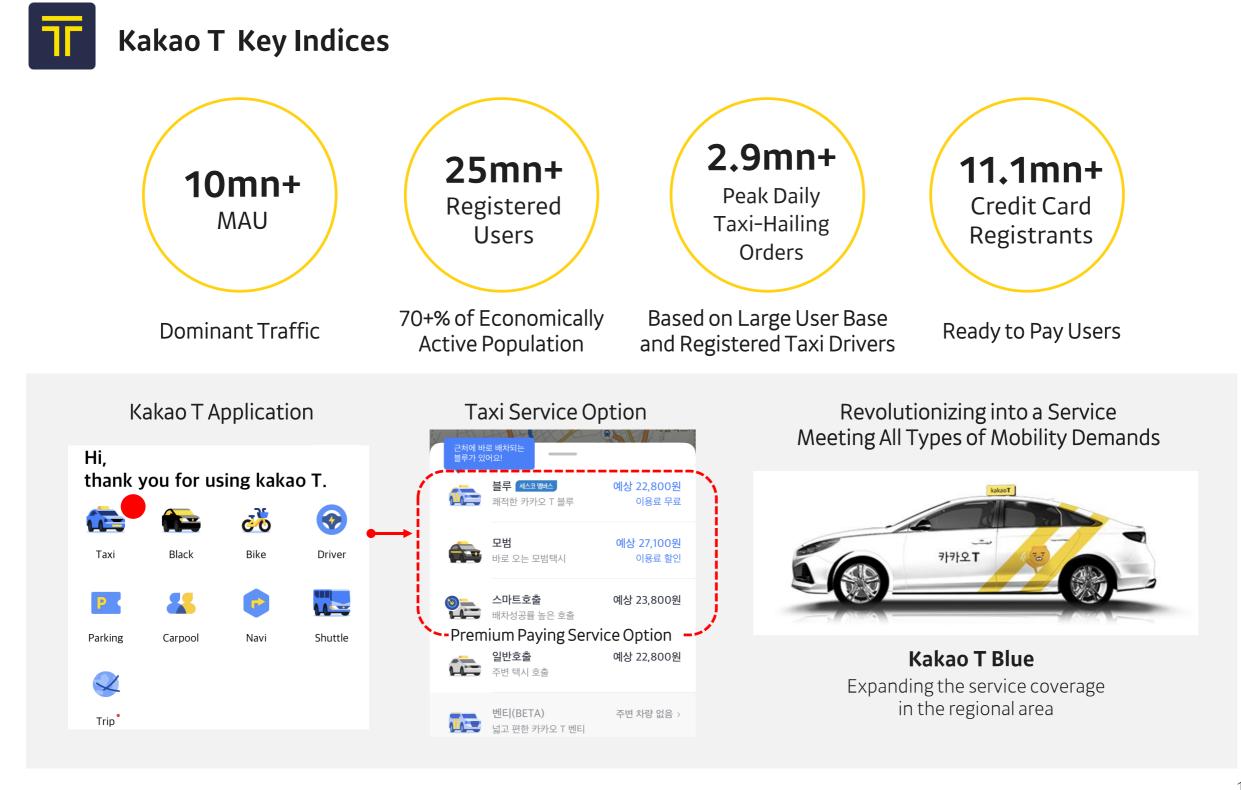
From Leveraging the Social Graph to any Talk-based Transactions

kakaocommerce Key indices

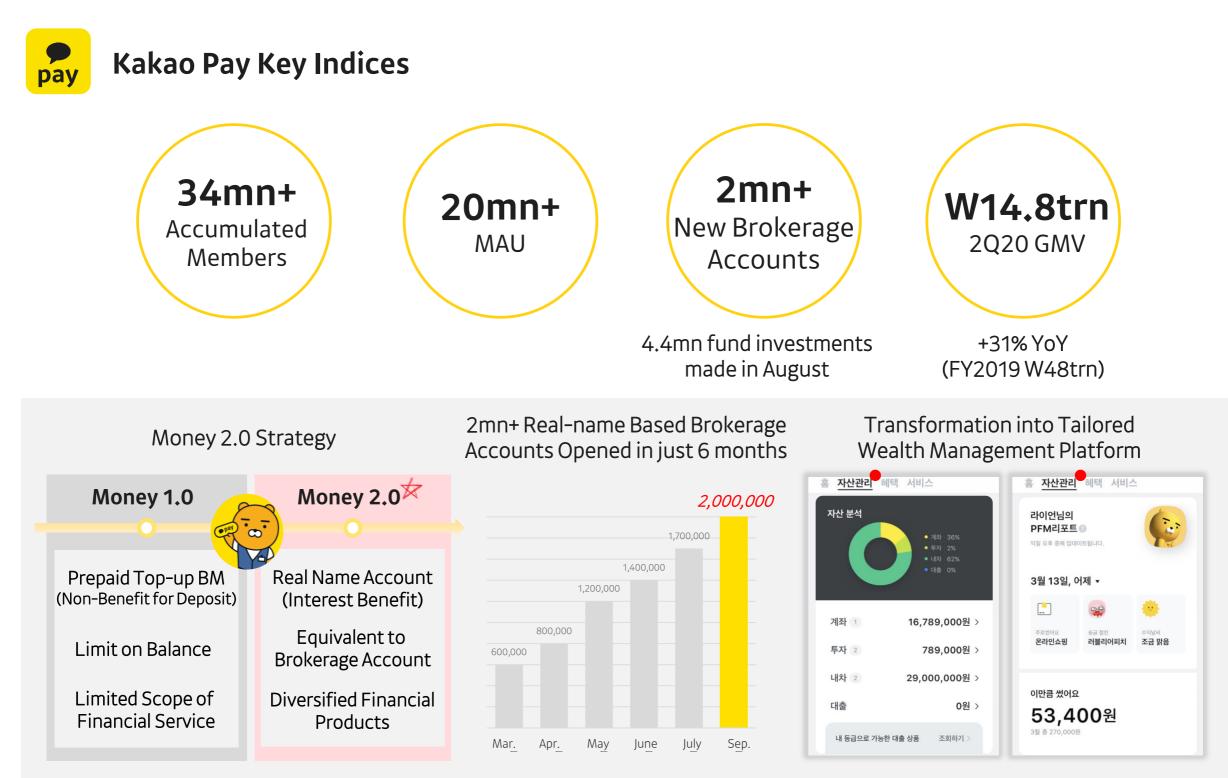


Mobility

Multimodal Platform with All-Inclusive Transportation Needs

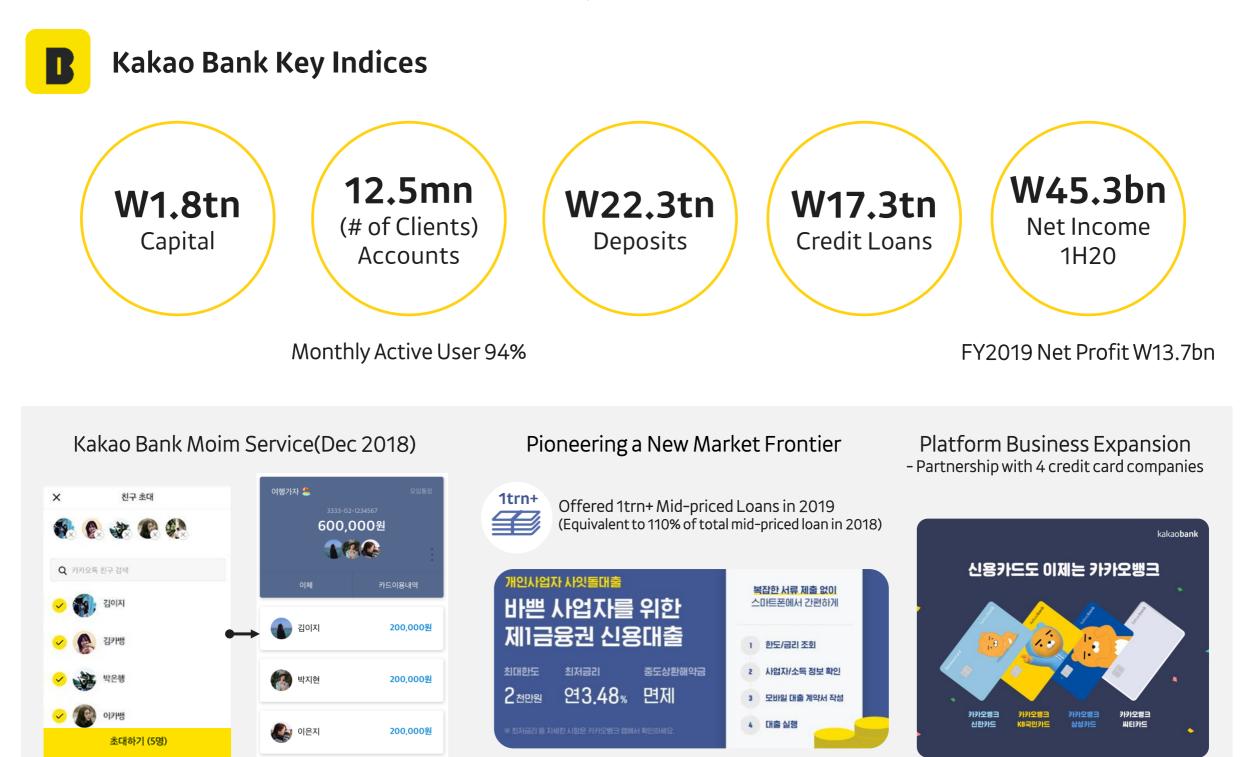


No.1 All-Encompassing Daily Financial Platform



Techfin(Bank)

No.1 Internet-Only Bank with Innovation



Music

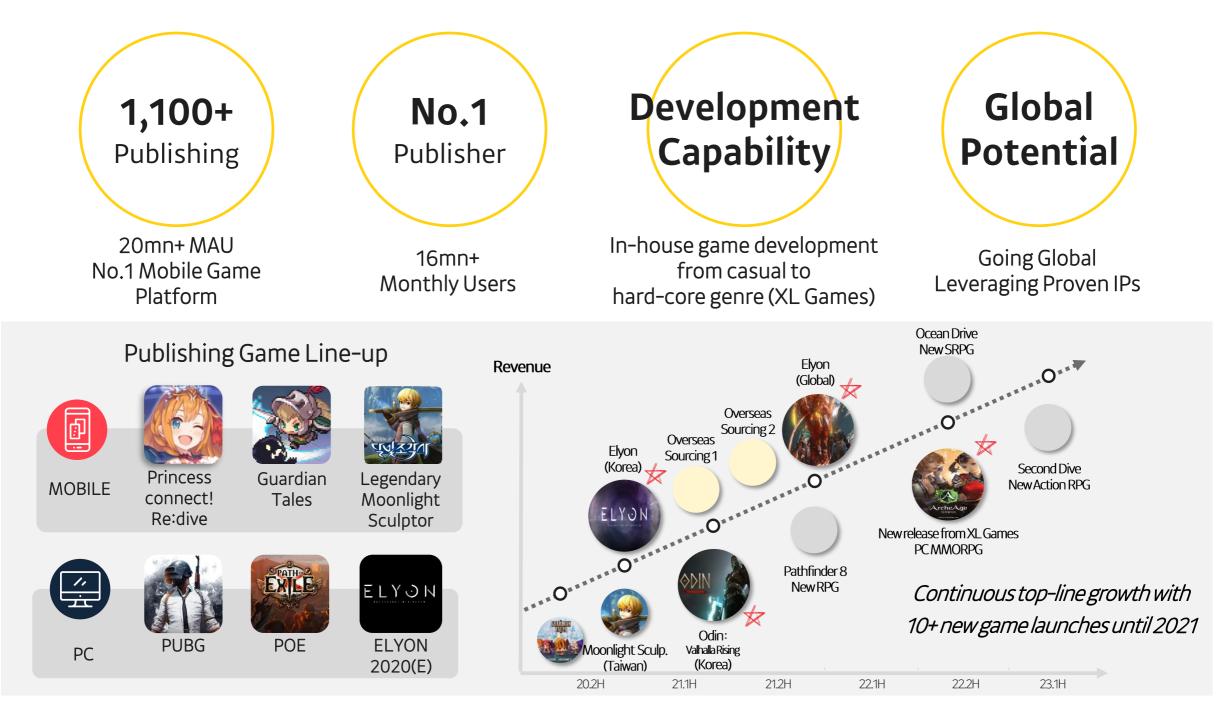
1 Digital Music Platform with Unparalleled Market Presence **Melon Key Indices** 5.13mn+ 108mn+ 40mn+ Paying Playlists Song Library Subscribers 7mn Unique Visitors More Personalized & Largest Music Content **Customized Functions Dominant Traffic** Increased Streaming Trend 'Melon Station' Music Revenue¹⁾ thru Talk Music **Offering Trendy Audio Contents** (Unit: Wbn) 151 145 친구 QR Ъ 0 # of Streaming 130 < 0 $\circ =$ (Apr 2019~) 이하나 너에게 간다 - 윤종신 ▷ 117 에게 우주를 줄게 Bloom - Troye Sivan D 💓 💬 Profile Music 새로운 친구를 만나보세요! 28 3 Revamp 플러스친구 내 플러스친구 34 > Apr Jul Jun DOLT 2Q17 2Q18 2Q19 2Q20

Game

Multi-Platform Game Company Encompassing PC and mobile

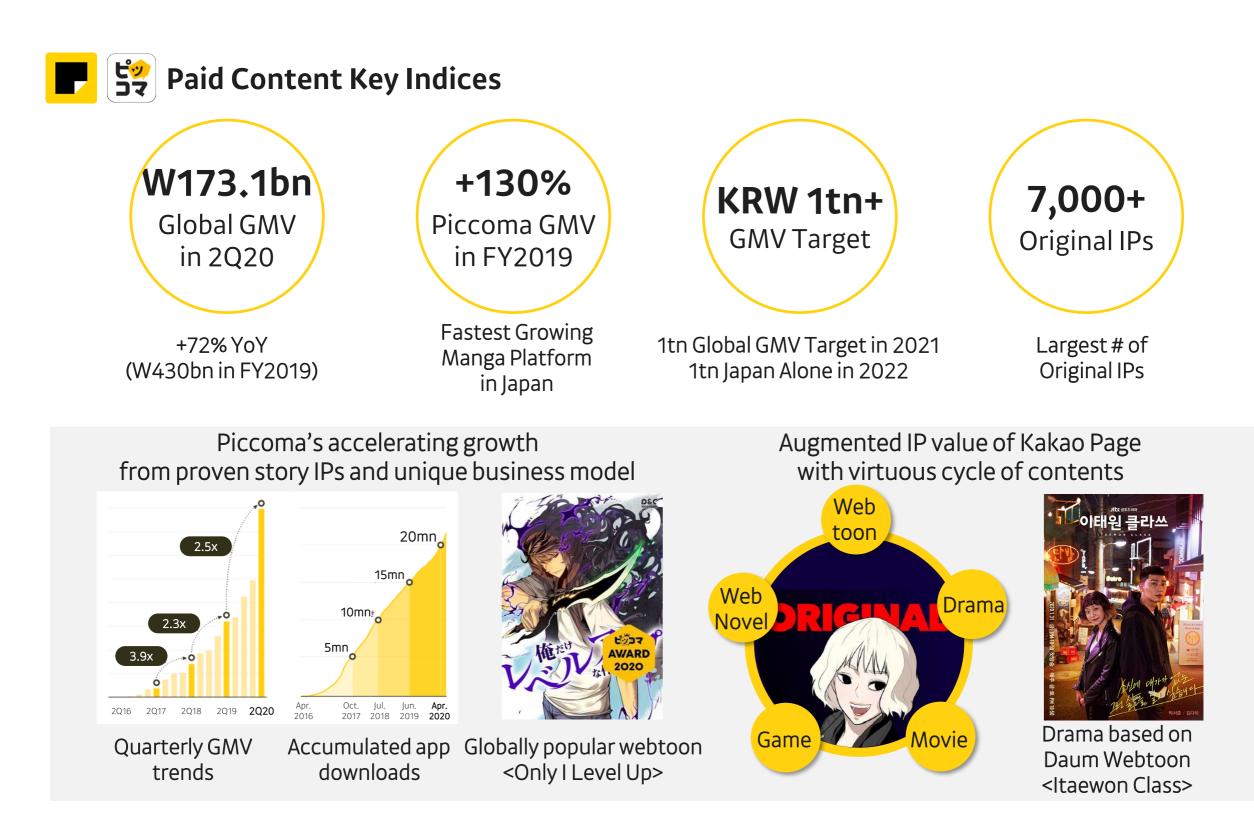


Game Key Indices



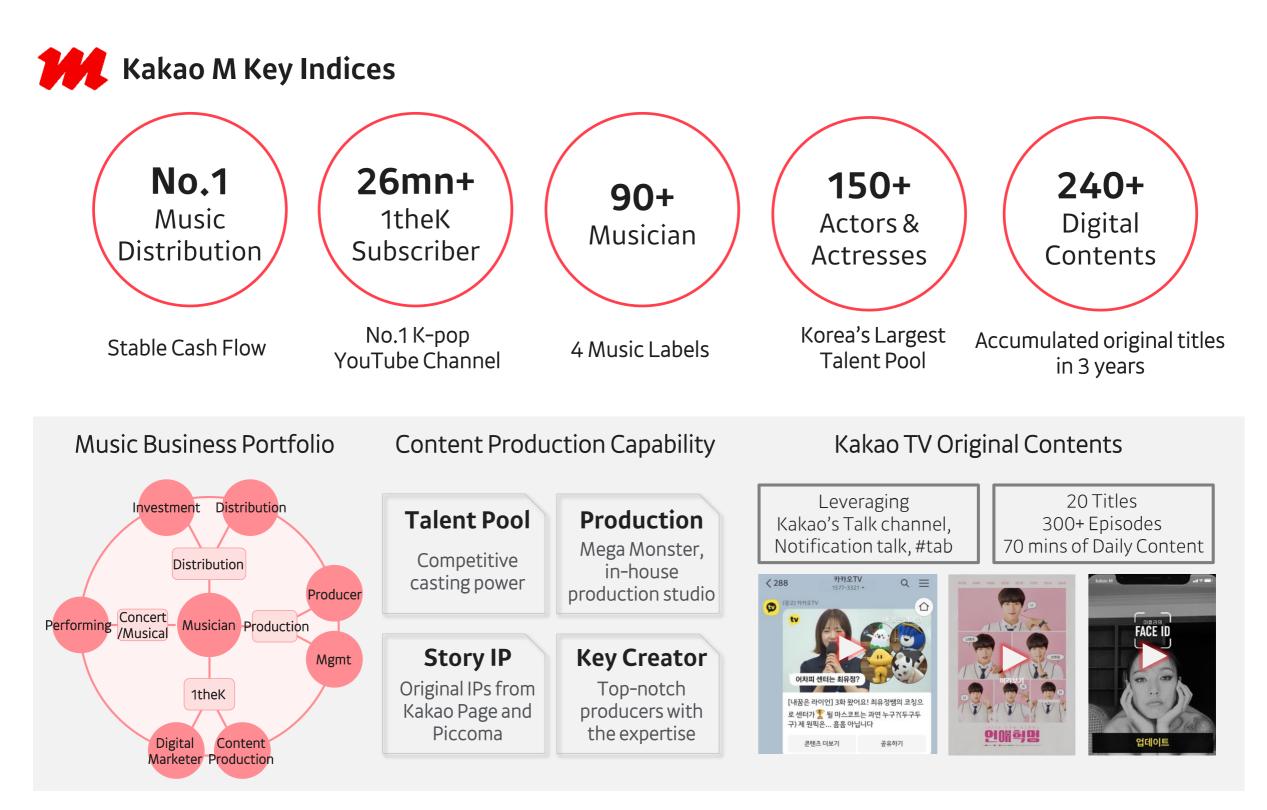
Paid Content (Web Literature)

Growth through Innovative Business Model and Original IPs



IP Business(M)

Transforming into a Leading Global Content Provider



Successfully Expanded into a Full-Fledged IP Business Player

Kakao Friends IP



KAKAO FRIENDS

Going Global



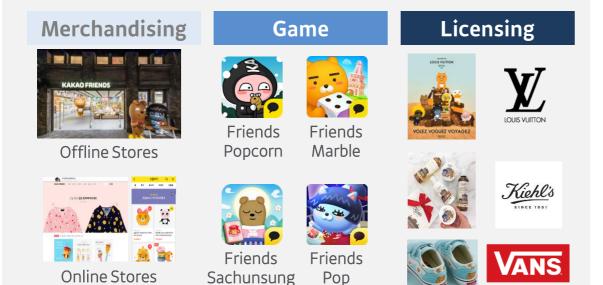
Japan | Tokyo Omotesando store open(Dec. 2018)



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



North America | Amazon



Flagship & Global Stores



GangNam July 2016

"OFF THE WALL'







August 2017



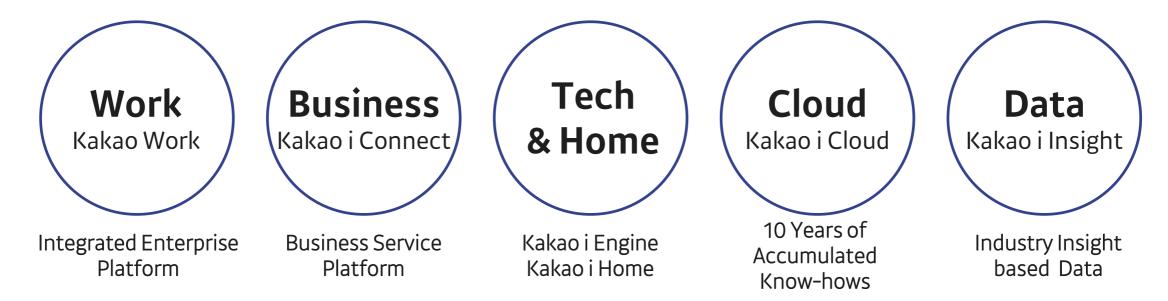
Japan Tokyo Omotesando December 2018



B2B Business

B2B Business Expansion with Differentiated AI Technology

kakaoenterprise 6 Key Services



Integrated Business Platform 'Kakao Work' Pre-launch Sep. 16th 2020 ► **Paid Membership Nov. 25th 2020**

kakaowork 멤버 오 멤버 **FREE** PREMIUM STANDARD 윤주은 〇 채팅 0원 6,500원 9,900원 15,900원 ⓒ 할일 즐겨찾기 1인당 요금 / 월 (연간계약) 👶 Bot 편리한 업무 메신저 기능을 넉넉한 용량 및 관리 기능으로 중견기업급 인원에 맞는 그룹사간 협업 기능과 명음 바로가기 인원 제한 없이 무료 사용 중소기업도 부담없이 사용 종합 업무 플랫폼 제공 최고 수준의 보안 제공 서하준 ••• 더보기 박서윤 무료로 시작하기 무료로 시작하기 무료로 시작하기 오픈 예정 최재우 주요기능 Free 플랜의 모든 기능 + Standard 플랜의 모든 기능 + Premium 플랜의 모든 기능 + 원 / 경영지원 공용 저장공간 10GB/1인 공용 저장공간 20GB/1인 · 공용 저장공간 1TB/1인 공용 저장공간 5GB 정유진 ८℃) 조직도 화상회의 및 핰 잌 등록 화상회의 화면 공유 및 참여인원 증가 커스텀 앱 개발 무제한 - 그룹사간 멤버 공유 및 대화 □ 알림 조직도/근태관리/전자결재 관리자 복수 지정 향상된 보안 설정 고급 보안 설정 (2) 설정

Combination of Brand Power and Professionalism Integrated Biz Platform based on Messenger Service Integration of AI and Search Technology Secure Cloud Environment

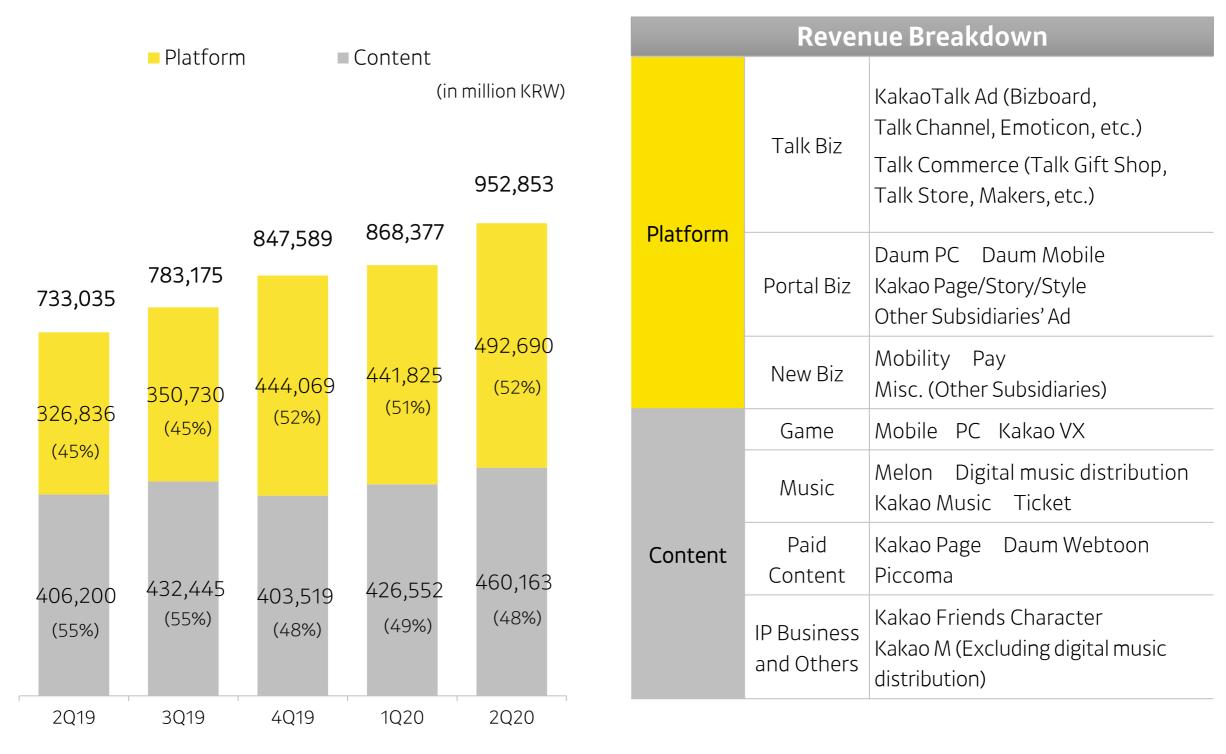
Core Strength

Kakao Ecosystem Kakao Business Financial Overview

Total Revenue

2Q Total Revenue YoY +30% / QoQ +10%

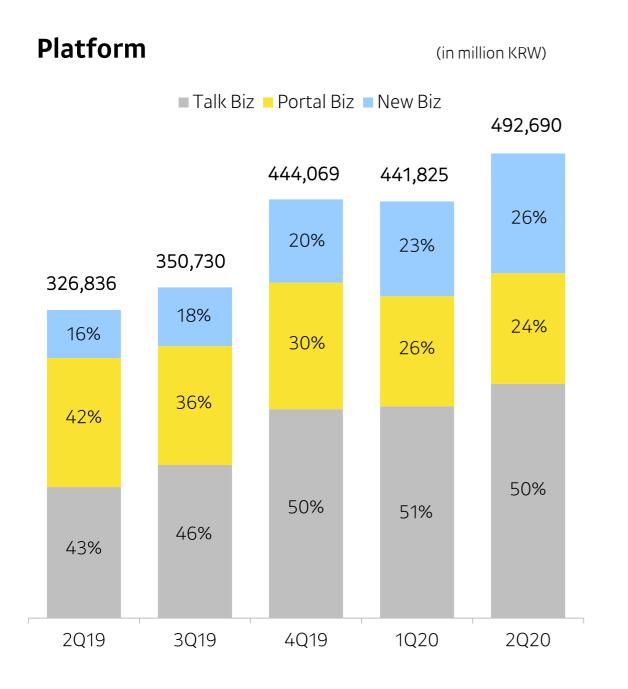
Platform 52%, Content 48%

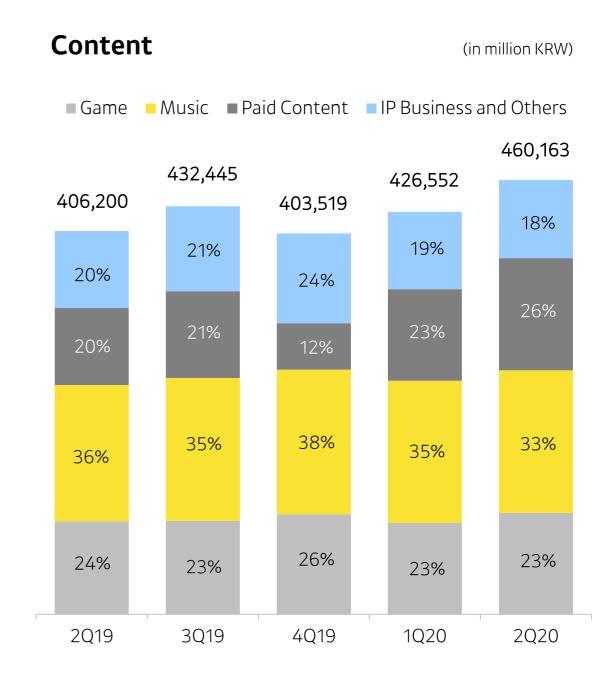


Platform / Content

Platform YoY +51% / QoQ +12%

Content YoY +13% / QoQ +8%



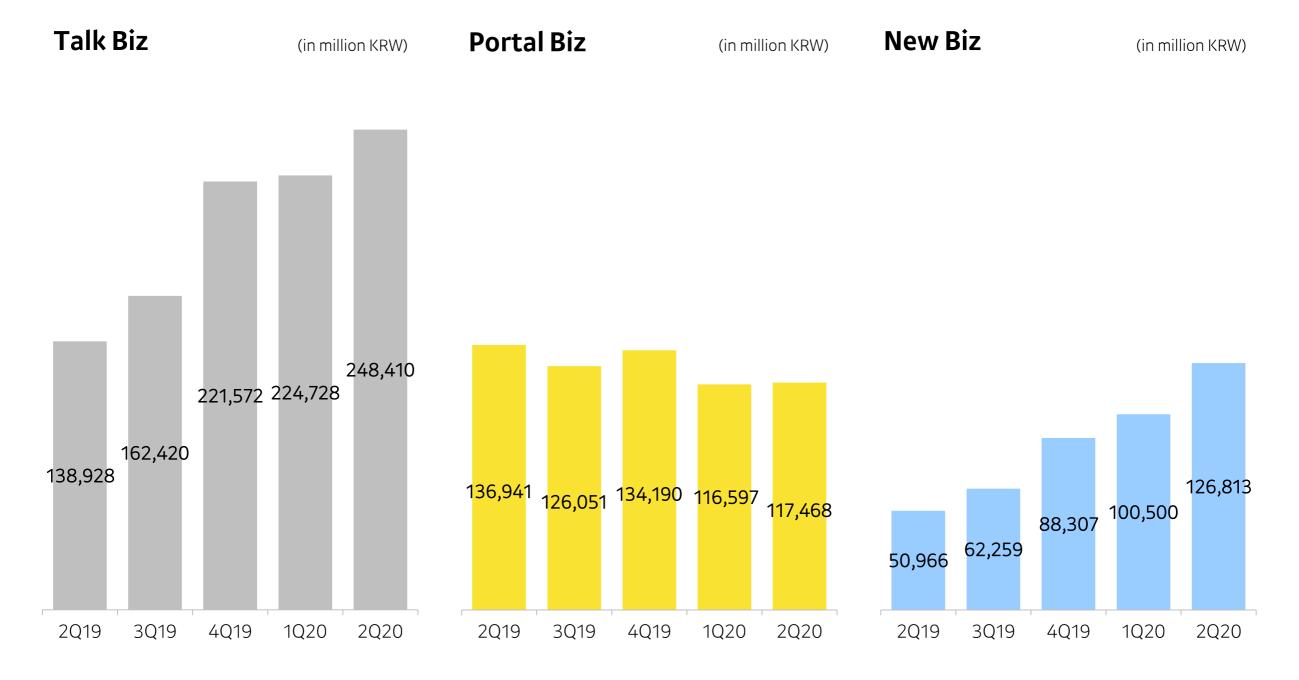


Platform | Talk Biz Portal Biz New Biz

Talk Biz YoY +79% / QoQ +11% Portal Biz YoY -14% / QoQ +1% New Biz YoY +149% / QoQ +26% Revenue increase due to robust growth from Kakao Bizboard and Commerce

Revenue still expanded QoQ despite prolonged impact from COVID-19

Strong growth from Mobility business expansion, Pay's payment and financial service expansion



Content | Game Music

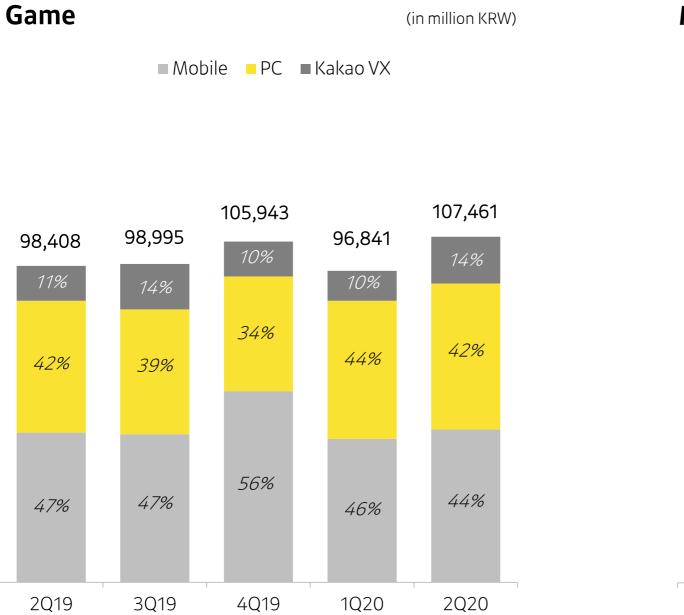
Game YoY +9% / QoQ +11%

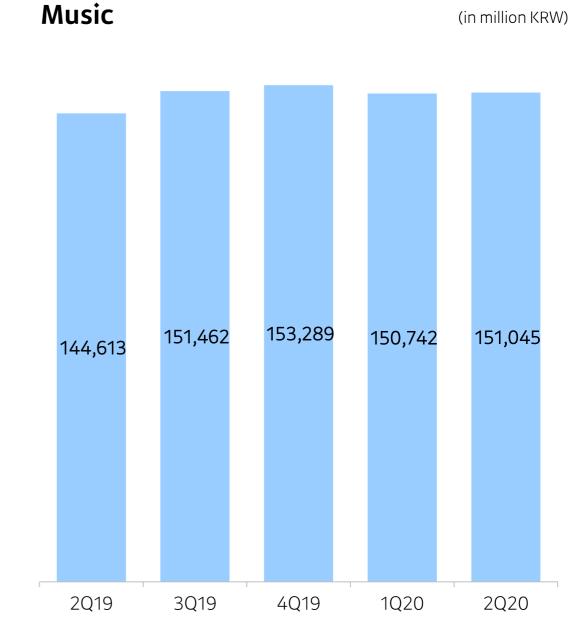
Solid revenue contribution from existing mobile games

└ Mobile +2%(y)/+6%(q), PC +11%(y)/+6%(q), Kakao VX +34%(y)/+56%(q)

Music YoY +4% / QoQ +0.2%

Resilient growth from Melon's paying subscriber and digital music distribution





Content | Paid Content | P Business and Others

Paid Content YoY +46% / QoQ +23%

- Kakao Page +35%(y)/+3%(q), Piccoma +65%(y)/ +71%(q)

IP Business and Others YoY +1% / QoQ +1%

Paid Content (in million KRW) ■ Kakao Page ■ Piccoma 118,975 103,6001) 97,024 91,913 41% 81,512 29% Annual 36% adjustment ∆ W54.4bn 36% 95,111 90,075 81,666 71% 59% 64% 64% 49,177 2Q19 3Q19 4019 1Q20 2Q20 2Q19 3Q19 4Q19

Revenue increase thanks to sharp growth from Piccoma GMV and Page's IP business expansion

COVID-19 negatively impacted on Kakao Friend's retail store sales(IX), yet, Kakao M's resumption of overall businesses offset the impact

IP Business and Others

(in million KRW)

82,683

2Q20

81,946

1Q20

1) Due to Kakao Japan's change in an accounting from 4Q19, the total annual adjustment for FY2019 (W54.4bn) were reflected into Piccoma's 4Q19 revenue.

Earnings Summary

(in million KRW)

	2010	1020	2020	Ch	g.
	2Q19	1Q20	2Q20	YoY	QoQ
Total Revenue	733,035	868,377	952,853	30%	10%
Platform	326,836	441,825	492,690	51%	12%
Talk Biz	138,928	224,728	248,410	79%	11%
Portal Biz	136,941	116,597	117,468	-14%	1%
New Biz	50,966	100,500	126,813	149%	26%
Content	406,200	426,552	460,163	13%	8%
Game	98,408	96,841	107,461	9%	11%
Music	144,613	150,742	151,045	4%	0.2%
Paid Content	81,512	97,024	118,975	46%	23%
IP Business and Others	81,666	81,946	82,683	1%	1%
Operating Expenses	692,577	780,166	855,082	23%	10%
Operating Profit	40,459	88,211	97,771	142%	11%
Margin (%)	5.5%	10.2%	10.3%	4.8%pt	0.1%pt
Net Profit	30,992	79,899	145,222	369%	82%
Controlling Interests	38,775	77,461	139,761	260%	80%
Non-controlling Interests	-7,782	2,439	5,461	_	124%

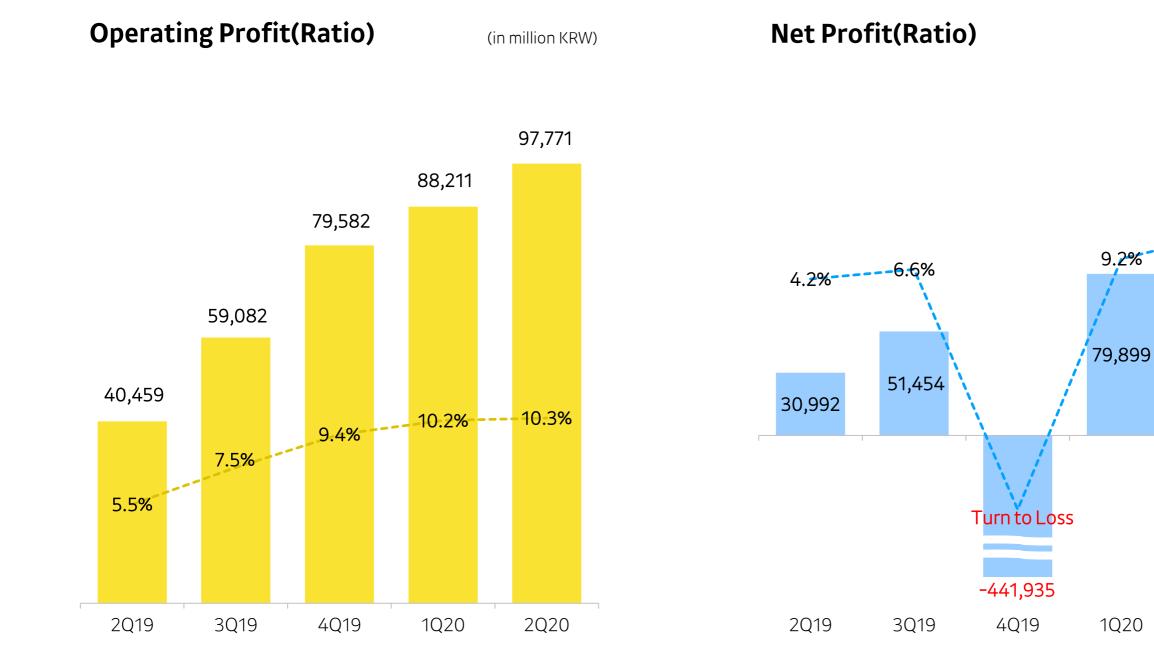
Operating Expenses

(in million KRW)

	2Q19	1Q20	2Q20	Ch	g.
	2013	IQZU	2020	YoY	QoQ
Operating Expenses	692,577	780,166	855,082	23%	10%
Labor Cost	159,044	198,670	216,526	36%	9%
Cost of Revenue	341,883	381,664	409,484	20%	7%
Outsourcing / Infrastructure	84,424	92,088	106,611	26%	16%
Marketing Expense	39,937	29,932	38,545	-3%	29%
Depreciation and Amortization Cost	53,360	58,711	61,621	15%	5%
Misc.	13,928	19,101	22,295	60%	17%

Profits

Operating Profit YoY +142% / QoQ +11% Net Profit YoY +369% / QoQ +82% Record high operating profit for 6 consecutive quarters thanks to outstanding revenue growth from overall businesses Sharp increase due to OP expansion and investment asset disposal gain





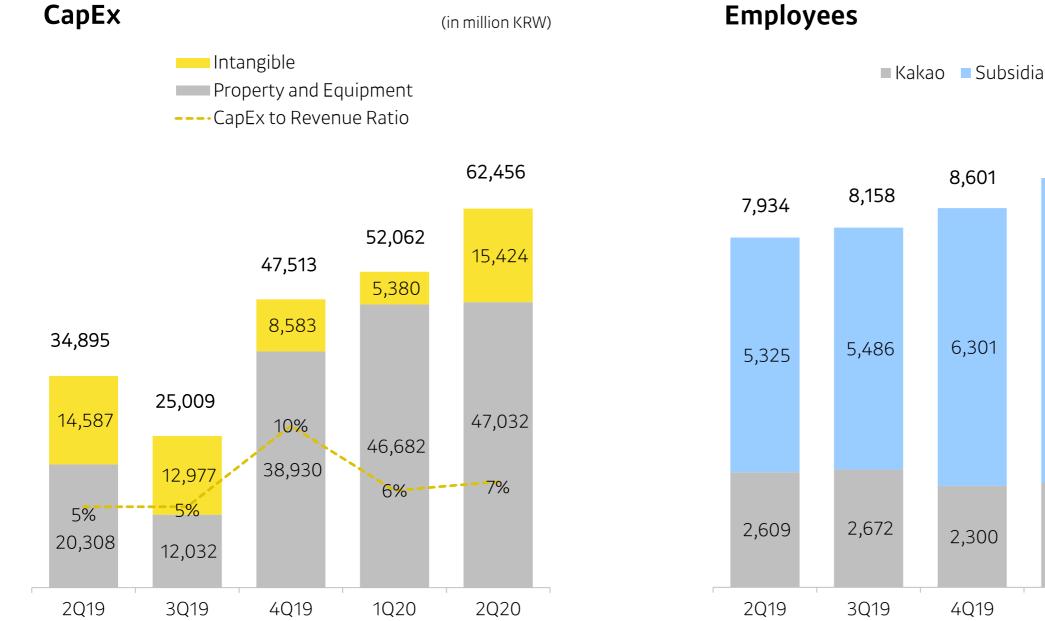
(in million KRW)

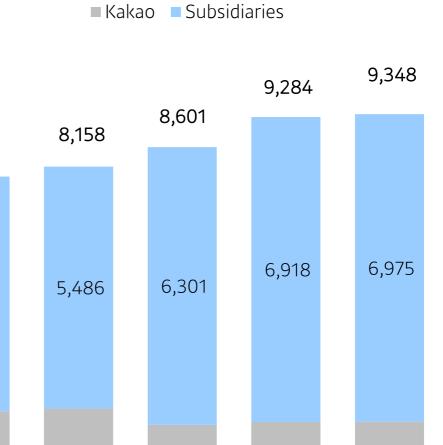
15.2%

2Q20

CapEx / Employees

CapEx YoY +79% / QoQ +20% Employees YoY +1,414 / QoQ +64





2,366

1Q20

2,373

2Q20

(# of people)

Consolidated Financial Statements Summary

Consolidated Income Stat	ement				
(in million KRW)	2Q19	3Q19	4Q19	1Q20	2Q20
Total Revenue	733,035	783,175	847,589	868,377	952,853
Platform	326,836	350,730	444,069	441,825	492,690
Talk Biz	138,928	162,420	221,572	224,728	248,410
Portal Biz	136,941	126,051	134,190	116,597	117,468
New Biz	50,966	62,259	88,307	100,500	126,813
Content	406,200	432,445	403,519	426,552	460,163
Game	98,408	98,995	105,943	96,841	107,461
Music	144,613	151,462	153,289	150,742	151,045
Paid Content	81,512	91,913	49,177	97,024	118,975
IP Business and Others	81,666	90,075	95,111	81,946	82,683
Operating Expenses	692,577	724,093	768,007	780,166	855,082
Labor Cost	159,044	177,401	204,970	198,670	216,526
Cost of Revenue	341,883	355,005	340,438	381,664	409,484
Outsourcing / Infrastructure	84,424	79,145	106,617	92,088	106,611
Marketing Expense	39,937	36,840	41,526	29,932	38,545
Depreciation and		-		-	
Amortization Cost	53,360	60,746	56,366	58,711	61,621
Misc.	13,928	14,955	18,089	19,101	22,295
Operating Profit	40,459	59,082	79,582	88,211	97,771
Margin (%)	5.5%	7.5%	9.4%	10.2%	10.3%
Other Non-Operating Income	13,463	30,070	21,385	21,747	100,713
Other Non-Operating Expenses	, 10,955	, 12,193	482,216	, 9,541	, 14,582
Financial Income	13,319	30,091	4,176	36,847	21,324
Financial Expenses	13,770	, 9,359	, 15,142	, 15,945	, 1,987
Equity-method Income	11,052	-8,844	-24,967	5,280	883
Profit before Income Tax	53,567	88,847	-417,182	126,599	204,123
Income Tax	22,575	37,392	24,753	46,699	58,901
Net Profit	30,992	51,454	-441,935	79,899	145,222
Controlling Interests	38,775	55,717	-423,006	77,461	139,761
Non-controlling Interests	-7,782	-4,263	-18,929	2,439	5,461
EBITDAR ¹⁾	94,190	115,809	137,478	147,765	159,126

Consolidated Statement			
(in million KRW)	2018.12.31	2019.12.31	2020.6.30
Current Assets	2,858,950	2,829,694	3,275,475
Cash and Cash Equivalents S-T Financial Instruments	1,247,013	1,918,225	1,526,517
Account Receivable	924,215 193,669	207,767 157,221	476,787 146,669
Other Current Financial Assets	207,656	252,461	260,754
Other Current Assets	286,397	294,021	864,748
Non-Current Assets	5,100,592	5,907,561	6,317,800
Investments in Associates and Joint Ventures	305,188	978,944	1,104,361
Tangible Assets	314,812	349,818	367,551
Intangible Assets	3,865,265	3,548,416	3,729,784
Other Non-current Assets	615,327	1,030,383	1,116,103
Finance Assets	-	-	451,756
T-1-1.4		0 707 050	40.0/5.004
Total Assets	7,959,542	8,737,256	10,045,031
Current Liabilities	2,039,196	2,433,322	2,322,819
Account Payable and Other payable	460,813	578,567	644,113
Short-term Borrowings	609,480	448,596	197,640
Income Tax Payable	71,040	68,348	63,789
Other Current Liabilities	897,863	1,337,811	1,417,277
Non-Current Liabilities	293,188	563,816	616,443
Non-Current Finance Lease Obligations	0	72,269	175,117
Deferred Income Tax Liabilities	151,228	141,056	169,089
Other Non-Current Liabilities	141,960	350,491	272,237
Finance Accests			
Finance Assets	-	-	385,547
Total Liabilities	2,332,385	2,997,138	3,324,809
Daid in Capital	/17//	10 101	(2.072
Paid-in Capital Capital Surplus	41,744 4,647,543	43,161 5,043,199	43,973 5,631,397
Other Accumulated Earnings	4,047,545	7,238	-22,785
Accumulated Other	-7,329	-16,393	-24,502
Comprehensive Income			
Retained Earnings Minority Interest	453,400 490,307	148,154 514,759	377,923 714,216
	·	-	
Total Equity	5,627,158	5,740,118	6,720,222
Total Liabilities & Equity	7,959,542	8,737,256	10,045,031

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

Financial Statements Summary (Kakao only)

in million KRW)	2Q19	3Q19	4Q19	1Q20	2Q20
Fotal Revenue	361,961	388,482	431,506	406,609	415,094
Operating Expenses	316,612	338,958	364,968	341,164	359,373
Labor Cost	66,071	78,716	85,082	68,679	71,789
Cost of Revenue	162,666	168,150	188,654	191,777	200,238
Outsourcing / Infrastructure	47,056	45,549	43,023	42,657	50,016
Marketing Expense	4,844	5,054	14,338	3,066	4,049
Depreciation and Amortization Cost	31,438	36,881	29,058	30,790	28,523
Misc.	4,537	4,608	4,814	4,196	4,759
Operating Profit	45,348	49,524	66,538	65,445	55,721
Margin (%)	12.5%	12.7%	15.4%	16.1%	13.4%
Other Non-Operating Income	1,344	3,915	4,699	1,988	1,142
Other Non-Operating Expenses	12,060	6,482	440,649	10,137	9,123
Financial Income	12,494	31,625	-2,190	29,478	5,066
Financial Expenses	4,446	2,505	8,887	3,395	2,361
Profit before Income Tax	42,680	76,076	-380,489	83,381	50,444
Income Tax	16,543	9,391	-7,291	27,655	16,325
Net Profit	26,137	66,686	-373,197	55,725	34,119
EBITDAR ¹⁾	76,797	82,975	97,351	97,096	84,389

Statement of Financial F	Position		
(in million KRW)	2018.12.31	2019.12.31	2020.6.30
Current Assets	1,261,480	1,014,031	1,198,575
Cash and Cash Equivalents	250,920	647,121	272,880
S-T Financial Instruments	601,712	15,590	85,435
Account Receivable	71,333	94,991	66,001
Other Current Assets	337,515	256,327	774,259
Non-Current Assets	4,941,359	5,470,330	5,476,744
Investments in Associates, Subsidiaries and Joint Ventures	1,496,538	2,212,394	2,199,772
Tangible Assets	236,016	248,311	271,488
Intangible Assets	2,875,510	2,458,575	2,452,631
Other Non-current Assets	333,295	551,050	552,854
Total Assets	6,202,839	6,484,361	6,675,319
Current Liabilities	1,250,706	1,370,950	1,091,942
Account Payable and Other payable	404,760	686,650	749,492
Short-term Borrowings	564,921	429,063	106,926
Income Tax Payable	59,204	38,119	28,137
Other Current Liabilities	221,821	217,118	207,387
Non-Current Liabilities	200,790	255,100	226,746
Non-Current Finance Lease Obligations	0	88,643	91,420
Deferred Income Tax Liabilities	126,350	88,039	90,829
Other Non-Current Liabilities	74,440	78,418	44,498
Total Liabilities	1,451,496	1,626,050	1,318,688
Paid-in Capital	41,744	43,161	43,973
Capital Surplus	4,096,216	4,462,250	4,908,835
Other Accumulated Earnings	35,547	41,293	11,269
Accumulated Other	-1,606	-2,897	-24,320
Comprehensive Income	,		
Retained Earnings	579,442	314,504	416,873
Total Equity	4,751,343	4,858,311	5,356,631
Total Liabilities & Equity	6,202,839	6,484,361	6,675,319

Thank You

